

STRENGTHS

- Tight-knit community
- Agriculture/open space
- Family-owned businesses
- Rural community/small town
- Somewhat quiet
- Reservoirs
- Agricultural groves (oranges)
- Great schools (especially grade schools)
- Good library
- County-aid in helping keep large cities from taking over small communities
- Mentone Area Community Association
- Low murder rate
- Great views
- Low amount of traffic (except in winter months)
- Large properties (acreage)
- Older, established community members
- Land is inexpensive
- Santa Ana River Trail
- Low teacher/student ratio in community public schools
- Small town/rural feel, while close to Redlands for services
- High rates of homeownership
- Diverse group of community Psychodemographics from ESRI
- Generally healthier than San Bernardino County
- Experiences better air quality than the rest of the South Coast Air Basin
- Access to public transit and public transportation
- Range of housing types available, from multi-family units to single family homes
- Good response times for police and fire services

WEAKNESSES

- Not open to change
- Better roads on Garnet (roads not maintained well)
- City of Redlands water service, which requires residents to sign an agreement that they will not protest annexation
- Few crosswalks
- Crime
- High water bills (broken pipes)
- Law enforcement (seem to borrow from other communities/cities)
- Too much traffic on Highway 38
- Cars moving too quickly on Highway 38
- Do not have own resources (rely on Redlands)
- Lack of solidarity
- Political infrastructure
- 7,200-square-foot lots
- Lack of lighting and traffic signals on roads
- Redlands stealing Mentone property
- Pulling out too many orchards
- Lack of bike lanes and other active transportation opportunities
- Low Walk Score indicating that most errands need to be completed by car
- Serviced by septic tanks and leach field systems with no regional wastewater treatment planned
- Higher rates of Chronic Obstructive Pulmonary Disease hospitalization and asthma hospitalization
- Low access to healthy foods
- Schools are becoming overpopulated

OPPORTUNITIES

- Small business opportunities
- More law enforcement or citizen control
- Growth for business
- Community areas
- Take advantage of ski/Winter travel
- Potential of Harmony traffic opportunities for small businesses on Highway 398?
- Promote historic value of agriculture for the society
- Rich history of local farms (how they integrated or assimilated)
- Mentone Area Community Association
- Mill Creek power plant
- Jobs inland
- Juniper outside college
- Community gardens (garden related education for school kids)
- Possibility of forming a township or town
- Bicycle trails through Mentone
- Stopping point for vacationers going to the mountains
- Medical facility and hospital
- Caltrans spending
- Outside private investment
- Small business and family oriented projects
- Bike trails and other trail facilities

THREATS

- City of Redlands Water
- City of Redlands annexation
- Drugs/crime/theft
- Traffic
- Low income (section 8)
- Developers without a plan to assimilate into the community
- County allows private run boys home on nice avenue
- Asian Citrus Psyllid – Kills citrus
- Traffic issues from excess out of town vehicles
- Less places for better businesses
- Hooka lounges
- State and City takeover of Mentone
- Members of community who are not supportive
- Over-development
- Less new homes
- Loss of small town appeal (concern specifically regarding the Harmony housing project in the east end of Highland)
- Lack of healthy food could have detrimental effect on health in the long run

VALUES

- Quiet pace of life
- Honest, responsible community
- Residents care for their neighbors
- Friendliness of the community
- Safe community that people want to live in
- Senior and family community with values

ASPIRATIONS

- Community parks/gathering spaces
- Infrastructure (sidewalks, safe crossing at bus stops, crosswalks, paved streets, storm drains)
- More agriculture, farm tours, school tours, etc.
- Keep the community sustainable
- Pedestrian bridges
- Solar street lamps
- Places for youth to plan and ride bikes
- Similar to Bishop
- Rebuild community park on Highway 38
- across from the library
- Add signal light at Opal by park
- Traffic control measures
- Old town feel with western flair
- Do not remove groves of trees
- Clean up the town to attract people

SWOT ANALYSIS

