

MENDO Futures



Learning the Old Ways in New Ways

What is MendoFutures

- Volunteer-based process
- Honest brokers for countywide issues
- Involvement of the community in a way of operating through varied connections and conversations that result in systemic and sustainable solutions for Mendocino County



What is Possible

Stories

- History



- The Future

- December 1, 2025 [The Mendocino News](#)

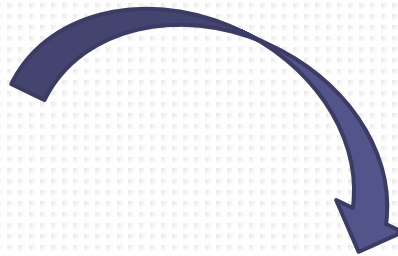


Economic Development award for MendoFuture's innovative economic development and community design

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Success Stories



Vision

- A healthy community that engages in the ecological, economic and equity issues of our community (E3). Locally sustainable and renewable.
- A community that has a shared identity and sense of ownership for its activities and its commitment to creating a future together.
- A place that mobilizes and focuses its resources toward its future through sustainable practices
- A place that knows how to work together. A place that has an “infrastructure” of effective community engagement and communication processes. A community that values diversity of opinions and culture.

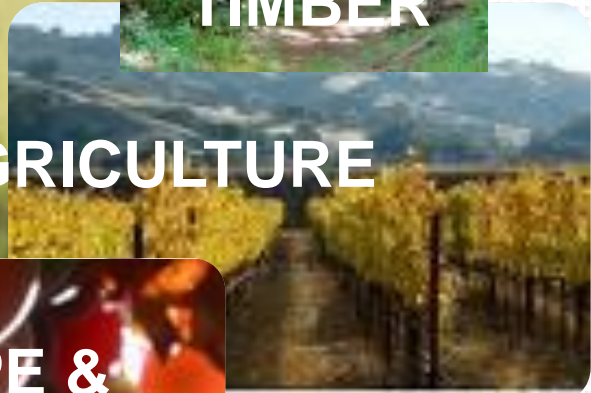


Operating Principles



- Our strategies simultaneously address the changing economic, environmental and equity (social) needs of our community.
- We utilize a way of communicating through our differences that is based on strong relationships, shared values and operating on common ground.
- We build on and support what already works.
- We put the interests of the community first. When necessary, we will suspend our personal interests and biases for the emergence of the greater good.
- We make decisions from the perspective of our long term vision and plan.
- We utilize our relationships to proactively engage and connect people with divergent ideas
- We build a strong internal coalition through 'Glue People' to create the necessary connections across community stakeholders and initiatives.
- Our decisions and strategies are based on the best available science.
- Healthy watersheds lead to healthy communities.
- Solutions must be integrated to achieve economies of scope and scale.

Adding Value to Resource Based Industries



Changing the Game Conversation

- Marketing a local identity – education, branding and story-telling
- Infrastructure and Alternative Investment
- Localization of the Food Distribution System
- Community Engagement on Water Commons

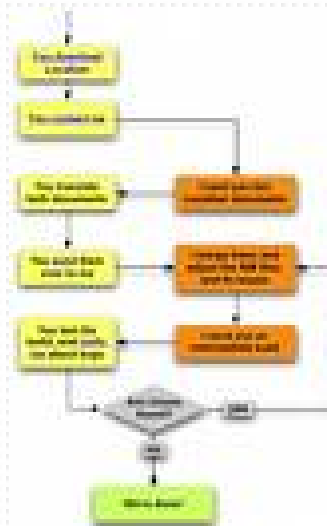


Connected Efforts



Mustard Seed Coalition

- Localization of Services



Networking

Common Vision, Glue People, Connected Issues

- **MendoFutures**

MENDO Futures



- **RFFI** →

- **RCRA** →



- **Community Forestry Team** →



- **Buckeye Conservancy** →



- **Northcoast Regional Land Trust** →



- **Regional** →



- **State** →

