

## **Envision Victor Goals and Objectives**

***Goal One:*** *Identify, engage, and connect all segments of the Victor community, including newcomers and long-time residents, to get to know each other, describe and articulate our City's Heart & Soul, and enhance a sense of belonging in this place.*

Objective 1: Work with project partners and the broader Victor community to identify and reach out to a wide cross-section of Victor's residents; involving people as individuals; through their informal groups; and/or through their formal institutional affiliations.

Objective 2: Use storytelling to help residents share their values and visions about Victor's past, present, and future; and to discover what residents value most about living in Victor today.

Objective 3: Use storytelling to bring the residents of Victor together to get to know each other and reveal areas of common ground.

Objective 4: Use storytelling to provide residents opportunities to discover and develop their sense of responsibility for the Victor community.

Objective 5: Use the stories we share to help guide the planning of Victor, articulate actionable steps forward, and activate our new connections to each other and this place.

***Goal Two:*** *Enact a new model of planning and decision-making that is inclusive, values-based, and focused on engaging all of the City's residents.*

Objective 1: Identify existing decision-makers and encourage them to integrate Envision Victor planning processes into their efforts as a way to help them achieve citizen-participation goals with greater success.

Objective 2: Create various new community planning committees and identify and revitalize former committees, such as the 'Main Street Advisory Committee,' to engage residents with different interests in the planning process.

Objective 3: Work closely with the City of Victor staff and elected officials to ensure that project products are integrated into their planning efforts.

Objective 4: Work with the Orton Foundation and other Heart and Soul projects to share best practices and model this type of planning nationally.

***Goal Three:*** *Develop a land use plan for the City that incorporates the visions and values of its citizens, incorporating past planning efforts, and using new technologies to look toward the future.*

Objective 1: Compile and digest results from past and pertinent planning efforts.

Objective 2: Track ongoing planning initiatives and reconcile them with the Envision Victor process.

Objective 3: Hire a GIS/ Community Viz consulting firm (Geodata?) to help Victor residents visualize the impacts of various downtown planning scenarios and make planning decisions that reflect their values.

Objective 4: Help ensure that Heart & Soul attributes are central to all downtown planning and development.

***Goal Four:*** *Strengthen the ability of the City to integrate the ideas and values of its citizens into tangible products, such as a transportation plan, Capital Improvements plan, and Main Street plan.*

Objective 1: Help the City of Victor integrate the citizen input generated through the Envision Victor process into the Transportation Plan for Downtown Victor.

Objective 2: Help the City of Victor integrate the citizen input generated through the Envision Victor process into a solid Capital Improvements Plan.

Objective 3: Help the City of Victor integrate the citizen input generated through the Envision Victor process into new design review guidelines and standards for downtown.

Objective 4: Explore the possibility of creating a museum/cultural center to share Victor's local stories, art, and culture.

Objective 5: Work with the City of Victor to hire a grant-writer to assist in the implementation of project products.

Objective 6: Help the City examine and develop funding mechanisms such as urban renewal districts, tax increment financing and granting to assist in the implementation of project products.

Objective 7: Work with ITD to help the City find state and federal funding to assist in the implementation of project products.