

Core Team

The Force Field Analysis

July 14th, 2006

Group 1

Task: Describe the Current and Desired State of Victor. Then, describe all of the Advocating (Helping) and Restraining Forces (Holding Us Back) that your group believes are pertinent.

Current State 2006	Desired State 2011+
<ul style="list-style-type: none"> • Rapid expansion/commerce needs to be slowed down • Unbalanced growth / Village vs. Mall • Do we need two centers of commerce? • Lack of affordable housing – middle income families are limited • Lack of diversity (economic / racial / housing) • Traffic congestion • Good school district – provides opportunity • Need more collaboration of school, community and other organizations • Powerful historical presence and assets 	<ul style="list-style-type: none"> • Alternate roadways around village • Cooperative relationship of businesses, school, town • Village / town / school that works together • More affordable housing, multi-level opportunities for seniors and middle income families • Balanced development of commercial, residential, recreational, industrial

Advocating Forces →	Strength	Restraining Forces ←	Strength
• Strong sense of community	5	• Special interest groups	3
• Strong school	5	• Lack of information about direction	4/5
• Safe community	4/5	• Intersection of multiple routes causes congestion	5
• Nearness to city	3	• Bedroom community	5
• Gateway to Finger Lakes	3/4	• Negative attitude toward new business	5
• Wealth of community	5	• To many national companies	5
• High tech corridor	5	• Wealth of community influencing direction	2
• Open government	5	• Fiber optic loop not yet done	4
• Accessibility and walkable downtown	3/4	• Lack of duplicate government services (town / village)	4/5
		• Economic diversity – creates inequality for some	5
		• Lacking cultural diversity	4
		• Lack of connectivity to neighborhoods	4

Rating Scale

1
Minimal

2
Weak

3
Moderate

4
High

5
Significant

**Submitted By: Group 1 Recorder:
Carol Comisso**

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July 14th, 2006

Group 2

Task: Describe the Current and Desired State of Victor. Then, describe all of the Advocating (Helping) and Restraining Forces (Holding Us Back) that your group believes are pertinent.

Current State 2006	Desired State 2011+
<ul style="list-style-type: none"> • Expensive housing • Single family housing not affordable • Growing population • Zoning mish-mash • Traffic! • Weak environmental code enforcement (not state of the art) • Lack of activities for seniors and center • Revitalization of Village • No grocery store • Businesses closing and failing • Aesthetics of Main Street lacking • Landowners' concerns for property value • Insufficient marketing of resources • Great quality of life • Great quality of schools • Safety 	<ul style="list-style-type: none"> • Affordable mix housing • Preserve rural and historic assets/opportunities <p><i>Note: The Desired State would be the opposite of all items under Current State.</i></p>

Advocating Forces →	Strength	Restraining Forces ←	Strength
<ul style="list-style-type: none"> • Special interest pushing decisions, keeping conversations going 	5	<ul style="list-style-type: none"> • Special interests narrowly advocating a single agenda 	5
<ul style="list-style-type: none"> • Leadership is focusing our efforts, Strategic and Comprehensive Plans 	4	<ul style="list-style-type: none"> • Codes, enforcement issues, zoning 	5
<ul style="list-style-type: none"> • Development is occurring 	2	<ul style="list-style-type: none"> • Traffic congestion 	5
<ul style="list-style-type: none"> • People speaking out and getting involved 	3	<ul style="list-style-type: none"> • Budget considerations, funding 	3
<ul style="list-style-type: none"> • Potential to significantly be a great community 	5	<ul style="list-style-type: none"> • Loss of faith in possibility of change 	4
<ul style="list-style-type: none"> • Resources, rich land, accessibility, wealth, historical assets, etc. 	5	<ul style="list-style-type: none"> • Lack of communication, miscommunication gaps 	5
		<ul style="list-style-type: none"> • Disinterest and apathy 	5

Rating Scale

1
Minimal

2
Weak

3
Moderate

4
High

5
Significant

**Submitted By: Group 2 Recorder:
Deanne Parker**

Core Team
The Force Field Analysis
July 14th, 2006
Group 3

Task: Describe the Current and Desired State of Victor. Then, describe all of the Advocating (Helping) and Restraining Forces (Holding Us Back) that your group believes are pertinent.

Current State 2006	Desired State 2011+
<ul style="list-style-type: none">• Transition occurring• Significant rate of growth• Traffic congestion• Rapid development• Rural atmosphere• Pleasant/friendly community• Becoming more efficient• Losing diversity – economy driving families and businesses away	<ul style="list-style-type: none">• Diversity – economically, ethnically• More accessible services• Increase village appeal• Create a “draw” – people want to live, work, retire, visit Victor

Advocating Forces →	Strength	Restraining Forces ←	Strength
• Schools – campus	5	• Infrastructure – Route 96 is the only route	5
• Finger Lakes region is attractive	4	• Rapid growth - uncontrolled	3
• Resources – educated people, Mall	4	• Technology loop needed to attract businesses	4
• High tech business	3	• Lack of diversified housing	3
• Natural surroundings are appealing	5	• Lack of identity of Victor – need the defined “Victor Brand”	4
• Historic/cultural assets	4	• School – campus is contained. Will it allow for incoming families?	3

Rating Scale

1
Minimal

2
Weak

3
Moderate

4
High

5
Significant

**Submitted By: Group 3 Recorder:
Cyndy Rockford**