



CASPER COMPREHENSIVE PLAN UPDATE

Phase 1 Summary

The Generation Casper Comprehensive Plan process kicked off in June 2016 with a set of planning meetings and stakeholder interviews of people with a range of backgrounds. Over 40 interviewees included lifelong Casper residents, recent residents, and members of the City Council, business organizations, WDOT, and the Generation Casper Comprehensive Plan Steering Committee. Initial stakeholder interviews and the public listening session took place on June 7 and 8 at Metro Coffee and the Wonder Bar. Stakeholders were asked a series of questions that were then compiled and categorized by theme. Each section includes a “wordle,” a graphic of words that were derived from feedback we received. The larger words represent common themes used throughout the interviews.

What We Heard

Plan Goals – What are the factors that contribute to a successful plan?

When asked what is needed to make the Generation Casper Comprehensive Plan a successful plan, many Casper residents responded with remarks on the importance of community support or buy-in. Residents feel that it is crucial that the community of Casper is engaged in the creation of the plan, accepts the final plan, and that a complete cross-section of the community is heard from and represented within the plan.

Other responses focused on the importance of creating:

- A plan that is implementable, strategic, and phased over a period of time, with progress reports and citizen discussions every few years.
- A plan that is visionary and future-oriented, but growth-conscious and cost-effective.
- A plan that focuses on downtown residential and commercial development, public-private partnerships, and updating the zoning codes to reflect 21st century development trends.
- A plan that capitalizes on the city’s central location with Wyoming and proximity to many destinations.
- A plan that fosters economic diversity and retains college graduates and young professionals.



What do you love about Casper?

COMMUNITY DESIGN AND CHARACTER

Casper residents love:

The Old Yellowstone District

The historic downtown buildings and landmarks

Downtown alleys and patios

NEIGHBORHOODS & HOUSING

Casper residents love:

The connected and supportive community

ECONOMIC DEVELOPMENT

Casper residents love:

Small businesses

Specialty stores

Commercial anchors

Restaurants and breweries

TRANSPORTATION

Casper residents love:

Bike trails

Pedestrian trails

Bicycle commuting

NATURAL ASSETS & RECREATION

Casper residents love:

The night skies

The diverse outdoor recreation opportunities

The natural features, North Platte River and Casper Mountain

The weather

The trail system

ARTS AND CULTURE

Casper residents love:

Art and entertainment opportunities

Casper College athletics



What do you want for Casper? How can the city improve?

COMMUNITY DESIGN AND CHARACTER

Casper residents want:

- Small businesses to receive more support
- Downtown needs anchors that attract consistent activity, rather than activity only during events.
- To keep the small-town feel

- Zoning code enforcement, especially along river
- To preserve the feel of Casper, and to be careful not to carelessly allow development
- River views to be enhanced

NEIGHBORHOODS & HOUSING

Casper residents want:

- To increase the downtown housing stock
- To add more market-rate housing downtown
- To strengthen neighborhoods and communities by eliminating school-of-choice program
- To modernize utilities, including installing fiber-optic cable and offering curbside recycling

ECONOMIC DEVELOPMENT

Casper residents want:

- Economic diversity
- Large employments centers other than the school and hospital
- To strengthen the economy and not be dependent on the oil and gas industries and their boom and bust cycles
- To increase the renewable sector of the local energy industry
- To address high health service costs
- Downtown development and recreation development to attract tourism
- To focus on talent retention and improving job opportunities to include primary, secondary, and tertiary job sectors and to attract young professionals
- To focus on educational services and job training
- To market Casper as part of the National Park experience

TRANSPORTATION

- Casper residents want:
- To increase mobility to include more and better pedestrian and bicycle infrastructure
- To improve street grid
- Streetscape transformations, including sidewalk repairs and upgrades

NATURAL ASSETS & RECREATION

Casper residents want:

- To enhance the river front
- To add more bicycle trails

Casper residents want:

- To increase investment in the arts
- To add more entertainment venues
- To increase entertainment opportunities
- To have more events, including family-friendly events
- To create a stronger identity and downtown vibe



Envisioning Casper

What do you want Casper to BE in 10 to 20 years?

Stakeholder responses focused on enhancing Casper's outdoor recreation opportunities and natural areas, preserving its historic small town character, and diversifying its economy and population.

- “Most Millennial-friendly City in the West”
- Developed to attract and keep young talent but also to attract and accommodate the senior population
- Culturally rich and socially and physical active
- Wyoming leader in innovations for industry, art, diversity, and energy
- The heart and hub of Wyoming
- An “Outdoor Recreation Destination”
- A city with a strong, stable economy and various entertainment opportunities
- Walkable and bikable, with efficient and attractive public transportation options
- Lush, green, compact, interesting, outdoorsy, and diverse
- Innovation center and education hub
- A community connected by a centralized, active, vibrant downtown
- Unique

Outreach

How do people want to be involved in the process?

How do we get people involved in the process?

As community outreach is an important aspect of creating a successful plan, we asked stakeholders what they felt was the best way to reach out to the Casper community. Responses were diverse as different generations favor different forms of communication for news and events.

The range of responses included:

- Reach out to community groups
- Social Media: Facebook, Instagram, Twitter, Online Blogs
- Tactical Urbanism
- Deeper communication: chronicle the process, make it live
- Church Groups
- Promote plan at family-friendly events, community events such as Granite 650
- Television: Morning Show with Brian Scott
- Radio: Brian Scott
- Flyers around town, in coffee shops and other public spaces
- Marketing: spread the word through marketing and advertising
- Ensure community leaders are involved and spreading the word