

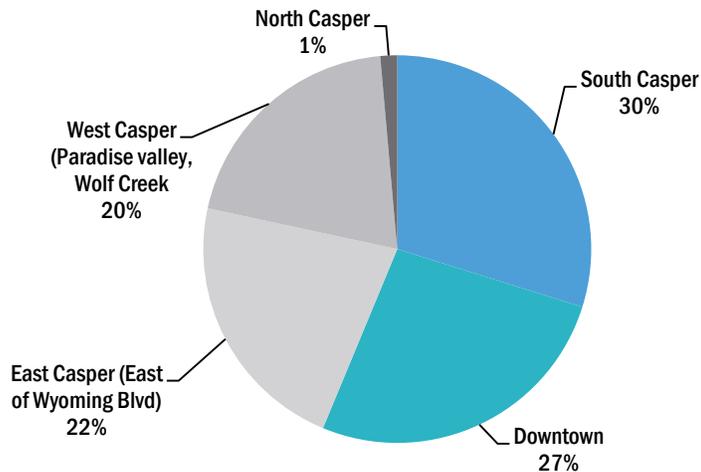
## CASPER COMPREHENSIVE PLAN UPDATE

### Visioning Questionnaire Survey Summary

The Generation Casper Visioning Survey collected 281 responses from July 7, 2016 through August 12, 2016. The Visioning Survey provided an initial opportunity for the community to provide input on what the love about Casper or would like to improve.

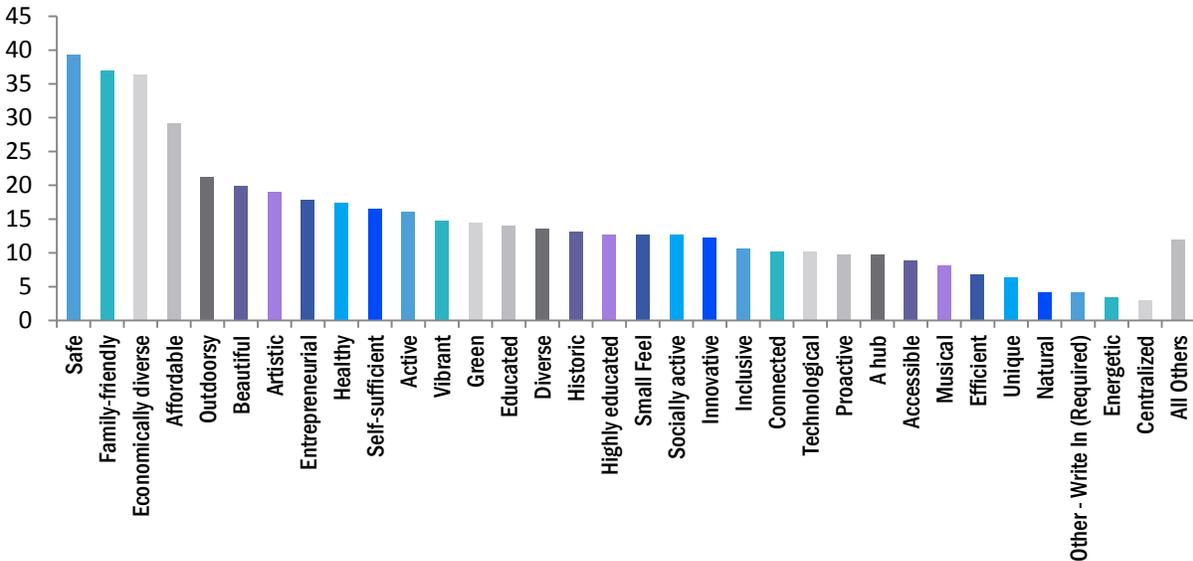
#### What area of Casper do you live in?

A majority of respondents identified as South Casper residents, although the split was fairly even between South Casper, Downtown, West Casper, and East Casper. North Casper had light representation, with residents composing only 1.6% of respondents.



## When you envision Casper in 10 to 20 years, what do you want the City to BE?

Safe, economically diverse, family-friendly, affordable, outdoorsy, beautiful, artistic, self-sufficient, healthy, entrepreneurial, active, and vibrant; these descriptors of Casper in 10 to 20 years were selected as a top five idea by over 15% of survey-takers.



Participants were asked to further example their choices. A selection of comments and ideas that stood out amongst these answers has been listed below:

*"We have actively discouraged economic diversity by not treating our community with respect. Our zoning and code enforcement is the first step in changing this community. Our heritage has been to harbor junk and dismiss quality of life laws."*

*"Being the state's most populated city, I'm actually quite disappointed on the lack of New Industries in not only Casper but the state as well. Taking ideas from other cities where the natural resources were a big part of founding the city, to the new innovations they created for themselves... Creating a new industry that does not ravage the state of natural beauty would increase jobs, bringing in more populations, which in turn create more income for the city. Possibly an Intermodal hub between Union Pacific and BNSF railways. Or maybe increasing funding for medical training for college students, with specialized grants or conditions which do not require student loan repayments instead an internship of 1 year during schooling with the city."*

*"A project we came together on in June was the Wells Fargo commercial downtown. Many locals were hired. The film industry brings lots of money, is temporary on its impact and helps advertise our community. Let's put an effort to have more of this type of business. Let's also work on a vibrant maker space where our youth can invent and create things."*

This particular summary does a good job epitomizing the importance of each idea:

*"Families are the future; to thrive you need to appeal to all groups from single adults to young families, to growing families, empty nesters and retirement. The small town feel is important because it shows we care for each other, we look out for each other. Self-sufficient minimizes the boom and bust cycle. Affordable, because people shouldn't have to work three jobs to live like they do in uptown-pricy Jackson or Denver. Outdoorsy because even with the wind - we live in a beautiful country and the more we are outdoors the healthier we will all be."*

*"I selected Artistic meaning it to include all of the Arts (music, drama, sculpture, books (library), etc.)"*

*"We're senior citizens on a fixed income. There's others here like us and don't want change."*

The essence of this comment is a concern for higher taxes and improvements that increase the cost of living.

*"I think we should look at the possibility of hiring a design firm to look at really creating a true community park. Washington Park would be an obvious first choice as it already has some infrastructure for community use and lots of open space to play with."*

*"I feel like there needs to be more of a night life here during the summer. Take for example Cheyenne Frontier Days, Thursday Nights Live at Five in Billings Montana, and the Buckin Horse Sale in Miles city Montana. Take a section of downtown Casper, close off the streets in that section, open up the bars, bring in music talent from traveling bands to local bands and have trailer venues with all the sound equipment already there so that people can enjoy music, food, beverages, and dancing. Once it happens the mom and pop stores downtown will get free advertising and it will boost the local economy."*

*"I wish Casper had more diversity in restaurant choices...I think having a greater variety would aid in bringing more people to Casper and keeping more people here..."*

*"Offer incentives to have small businesses open their doors and stay open instead of catering to big box stores and chain restaurants."*

*"As a small business owner I see firsthand that we need a more highly educated workforce from which to select employees."*

*"Stop the urban sprawl and focus on lands that are either undeveloped, or easily upgraded, within current city limits."*

Other respondents echoed this comment, and also added that commercial and residential sprawl towards the east needs to be discouraged.

*"We can't continue to rely on the easy money of extractive industries. We must diversify the economy by being innovative or drawing in those who are."*

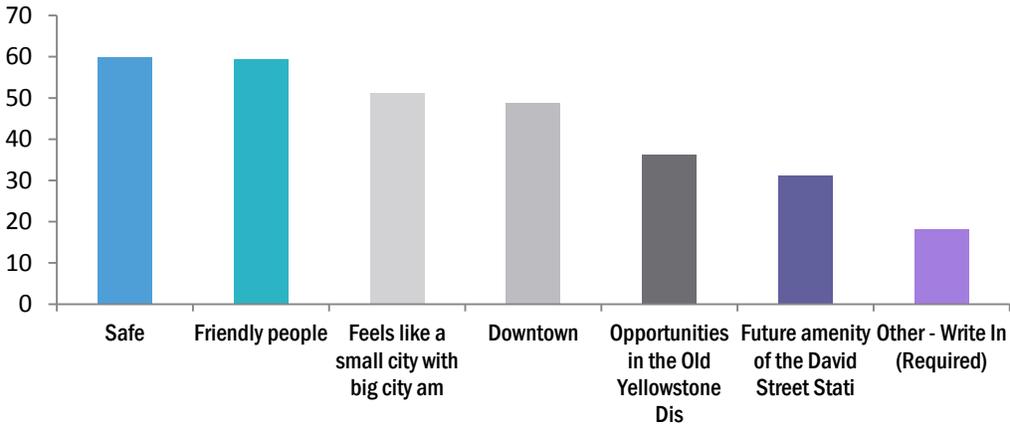
*"Focus on nothing more than natural resources, as we have done for decade after decade after decade, etc., has provided us with nothing more than a boom & bust economy that puts everyone in a panic mode & can cause us to lose a lot of money in each & every downturn."*

*"...downtown festivals, keep the movie theaters, food truck alley like Traverse City, Michigan (The Little Fleet), A Boulder, Colorado feel, Make 2nd street like Pearl St. in Boulder... walking only, street performers, outdoor cafes, cobblestoned, flower baskets..."*

## What do you love about Casper and want to see preserved in the future?

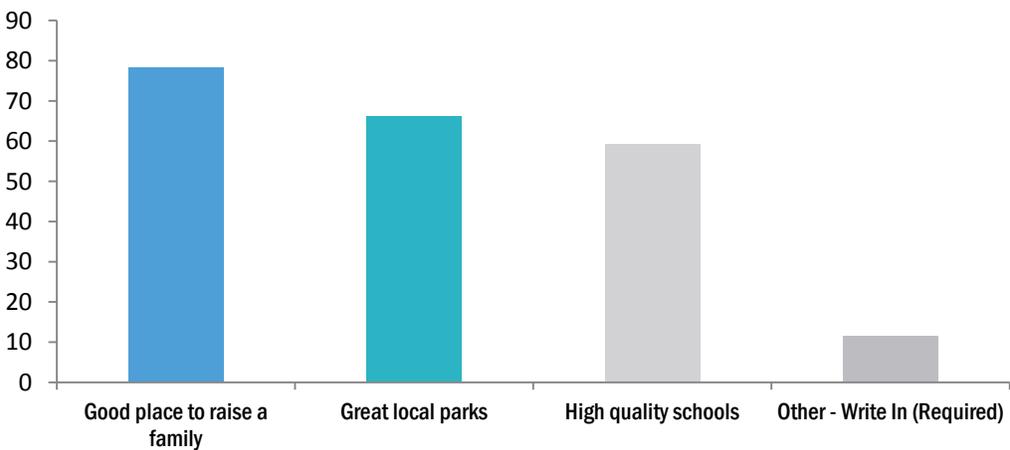
### Community Design & Character

“Safe” and “Friendly people” were the top responses, with almost 60% of people saying they love both of these features. Around 50% of residents love that Casper “Feels like a small city with big city amenities,” and Casper’s “Downtown”. “Opportunities in the OYD” and the “Future amenity of the David Street Station” are loved by more than 30% of respondents.



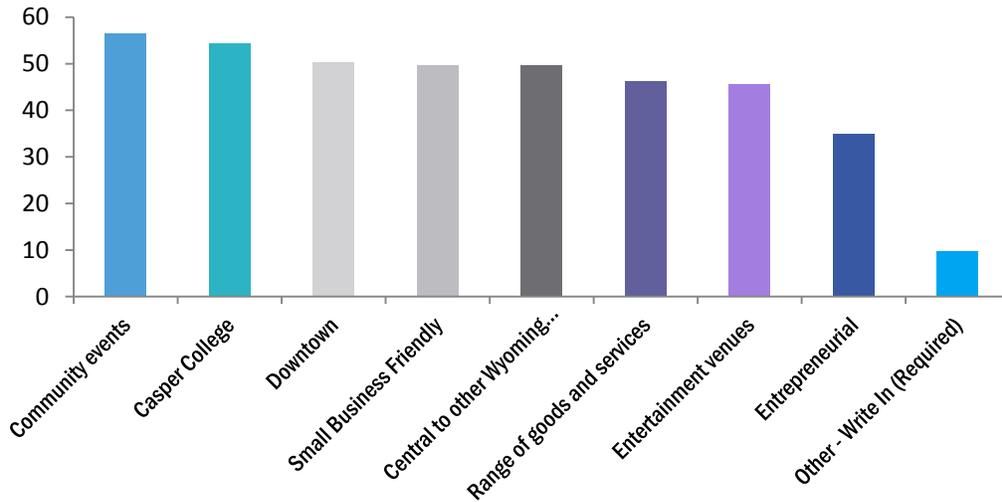
### Complete Neighborhoods & Housing

“Good place to raise a family” is valued by almost 80% of survey takers, “Great local parks” are loved by 66%, and “High quality schools” were selected by almost 60% of respondents.



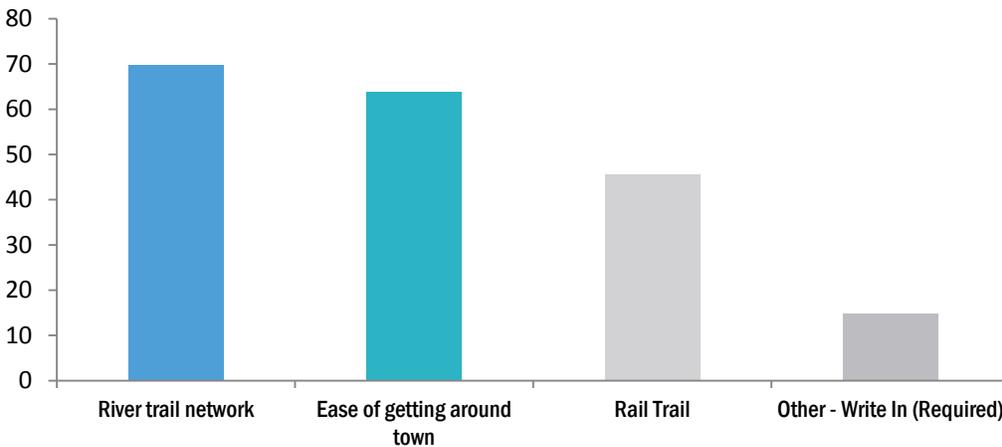
## Economic Development & Job Centers

“Community events”, “Casper College”, and “Downtown” were loved by over 50% of survey takers. “Small-business friendly”, “Central to other Wyoming communities”, “Range of goods and services”, and “Entertainment venues” are loved by over 45% of Casperites, and its “Entrepreneurial character” is loved by 35% of respondents.



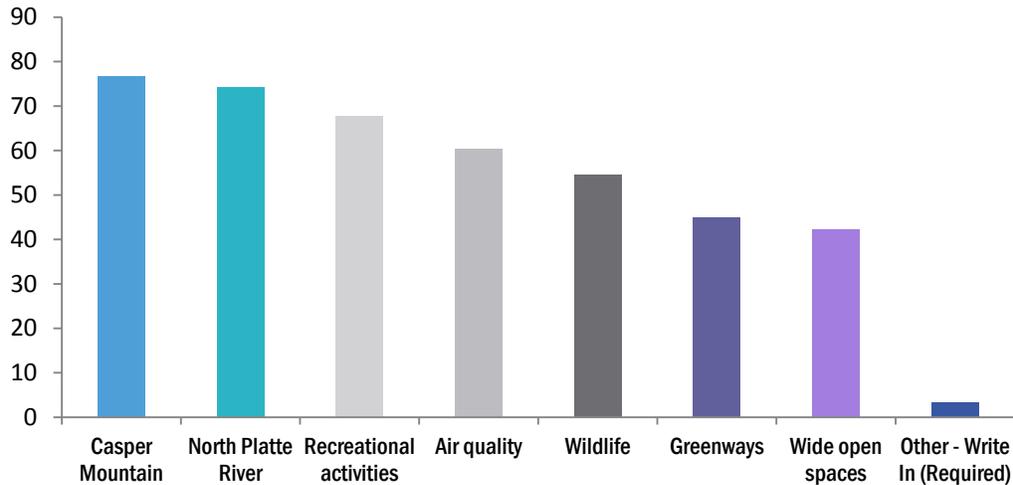
## Transportation & Infrastructure

70% of respondents love the “River trail network”, 64% love the “Ease of getting around town” and over 45% love Casper’s “Rail Trail”.



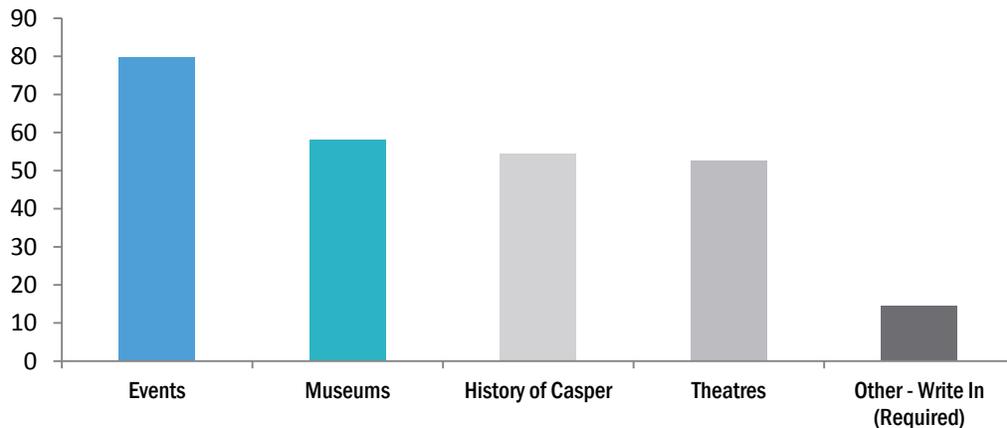
## Natural Assets & Recreation

“Casper Mountain” and the “North Platte River” are loved by 75% of survey takers. Almost 70% of respondents love the “Recreational activities” Casper offers, and the “Air quality” and “Wildlife” are loved by 60% and 55% of respondents, respectively. Approximately 45% of respondents love the “Greenways” and “Wide open spaces”.



## Arts & Culture

80% of survey-takers love Casper “Events”, almost 60% love the “Museums” and “History of Casper” and over 50% of respondents love the “Theaters”.

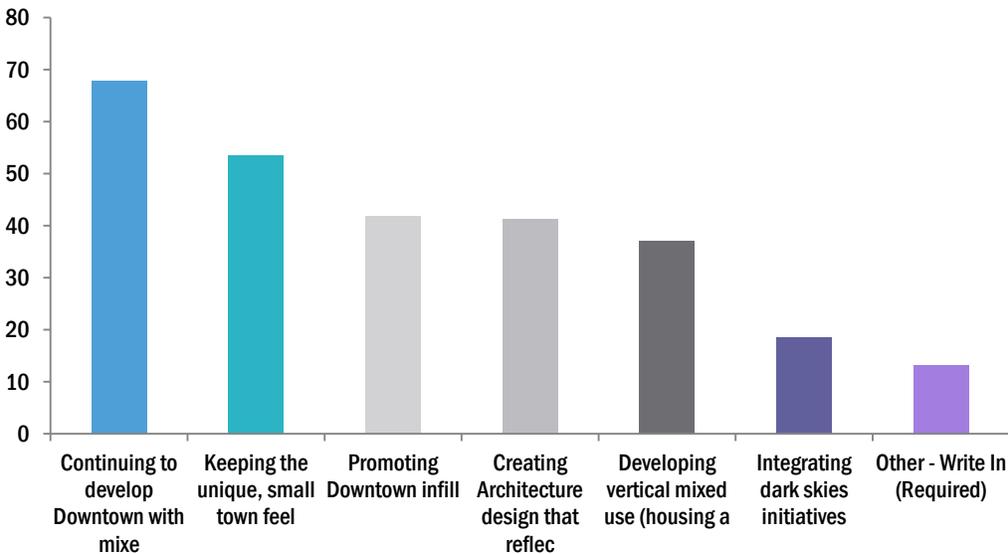


Some respondents elaborated on the events they love in the write-in section. These included: events that promote a variety of vendors, such as farmer market’s, craft fairs, flea markets, and home shows; a Movies-in-the-Park-style event, similar to those at Sinclair’s 100<sup>th</sup> celebration; the Art Walk and Harmony, Hops and Hope; music festivals a la Bear Trap Meadow Music Festival, and events that include live music; educational and recreational events for all ages; and regional events to attract visitors.

## What opportunities for improvement do you want to see throughout Casper?

### Community Design & Character

Approximately 70% of Casperites selected “Continuing to develop downtown with mixed uses” as an opportunity for improvement, 53% find opportunity in “Keeping the unique, small-town feel”, over 40% in “Promoting downtown infill” and “Creating architecture design that reflects the character and history of Casper”, 37% in “Developing vertical mixed use in key commercial locations (housing above retail)”, and almost 20% in “Integrating dark skies initiatives”.



Notable comments and ideas regarding Community Design & Character opportunities for improvement:

*“Casper should finally figure out that we don’t shop downtown because of the parking.”*

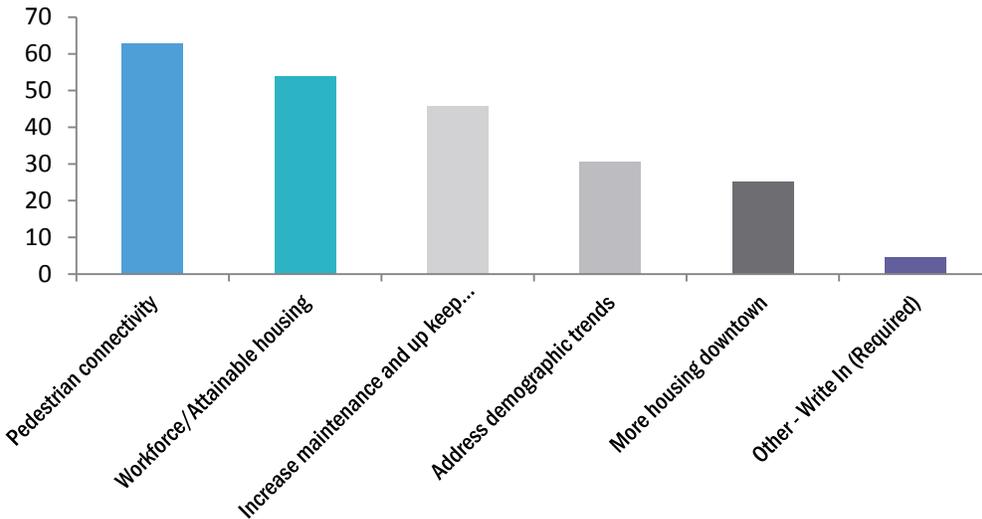
*“Downtown needs a great grocery market and service station.”*

*“The water treatment techniques need to be re-evaluated so that we are not using chloramines that kill fish in all of our rivers and cause health problems for some people.”*

*“Wi-Fi across the city.”*

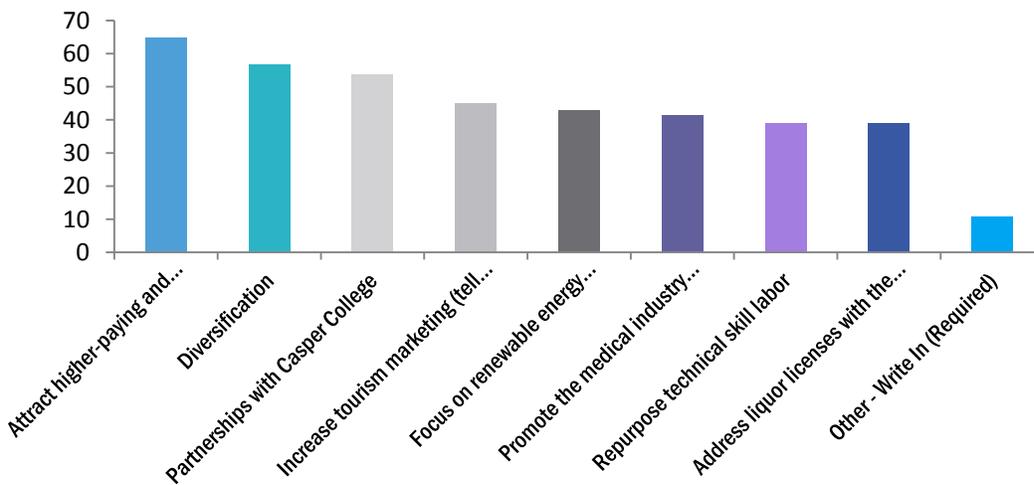
## Complete Neighborhoods & Housing

63% of respondents felt “Pedestrian connectivity” could be improved, 54% feel improvements can be made in “Workforce/attainable housing”, 46% selected “Increase maintenance and up keep of housing”, 31% selected “address demographic trends”, and 25% feel “More housing downtown” offers an opportunity for improvement.



## Economic Development & Job Centers

65% of respondents identified “Attract higher-paying and higher-skilled jobs” as an opportunity for improvement, around 55% chose “Diversification” and “Partnerships with Casper College”, approximately 45% identified “Increase tourism marketing (tell the story)” and “Focus on renewable energy industries”, and around 40% of survey-takers chose “Promote the medical industry as a hub”, “Repurpose technical skill labor”, and “Address liquor licenses with the state”.



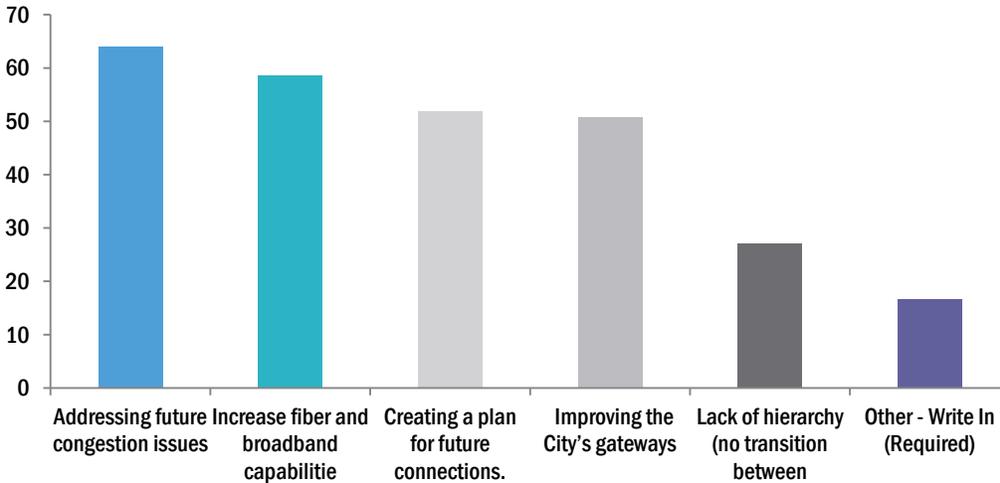
Notable comments and ideas regarding Economic Development & Job Centers opportunities for improvement:

*“Wyoming has a solar resource that is better than 90% of the rest of the country. If we could attract a utility scale solar production plant north of Casper, hundreds, if not thousands of new jobs could be created.”*

*“Liquor licenses should be easier to get. Liquor licenses should not be a commodity.”*

### Transportation & Infrastructure

“Addressing future congestion issues” is an opportunity for improvement for 64% of respondents, and “Increase fiber and broadband capabilities” for almost 60% of survey-takers. Over 50% of respondents identified “Creating a plan for future connections” and “Improving the city’s gateways” as areas for improvement, and 27% identified “Lack of hierarchy (no transition between local and major arterials)”. 27% identified “Other - Write In (Required)”.



Notable comments and ideas regarding Transportation & Infrastructure opportunities for improvement:

*“Improve biking and walking access... A trail paralleling the mountain road is badly needed.”*

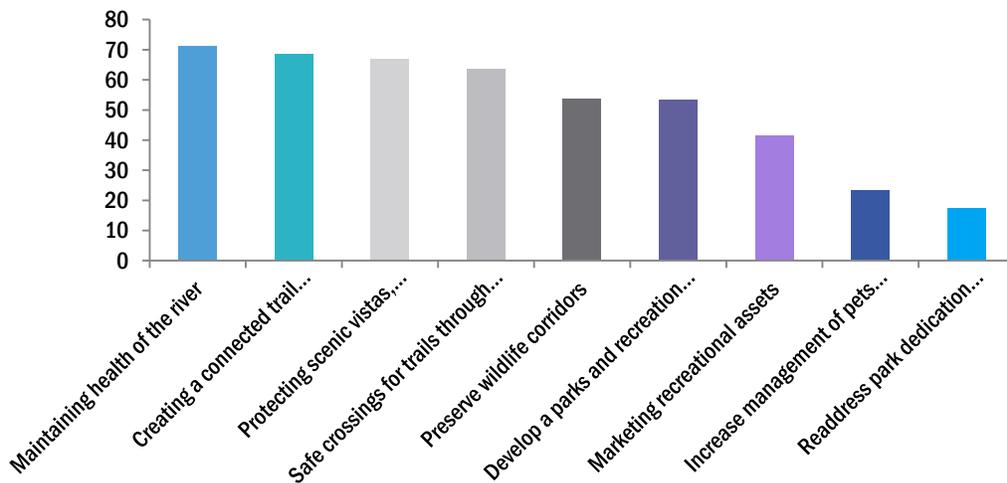
*“Traffic signals need to be reprogrammed to facilitate better traffic flow. Current system is wasteful and abominably inefficient.”*

*“Bike parking, such as an actual parking spot blocked off with bollards and fitted with a rack for 10-15 bicycles.”*

*“More bike paths to connect south Casper with river paths preferably not next to major road. Less use of concrete for pedestrian health.”*

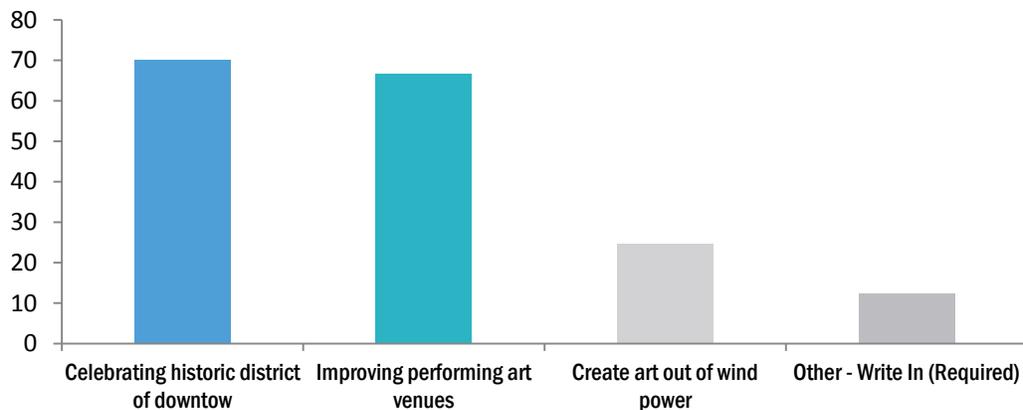
## Natural Assets & Recreation

“Maintaining health of the river”, “Creating a connected trail system (looped trails, pedestrian bridges over the river)”, and “Protecting scenic vistas, especially Casper Mountain” were selected by approximately 70% of Casperites. “Safe crossings for trails through overpasses/underpasses” were identified as needing improvement by 64% of respondents. Over 50% selected “Preserve wildlife corridors” and “Develop a parks and recreation master plan”. 41% chose “Marketing recreational assets”, 23% chose “Increase management of pets at natural areas”, and 17% chose “Readdress park dedication requirements”.



## Arts & Culture

70% of respondents identified “Celebrating historic district of downtown” as an opportunity for improvement, 67% selected “Improving performing art venues”, and 25% chose “Create art out of wind power”.



Notable comments and ideas regarding Arts & Culture opportunities for improvement:

*"Increase murals, statues from local artist."*

*"Create a scavenger hunt around Casper that takes you through history and parks, sculptures and monuments and plaques. Scavenger hunts looking at art structures."*

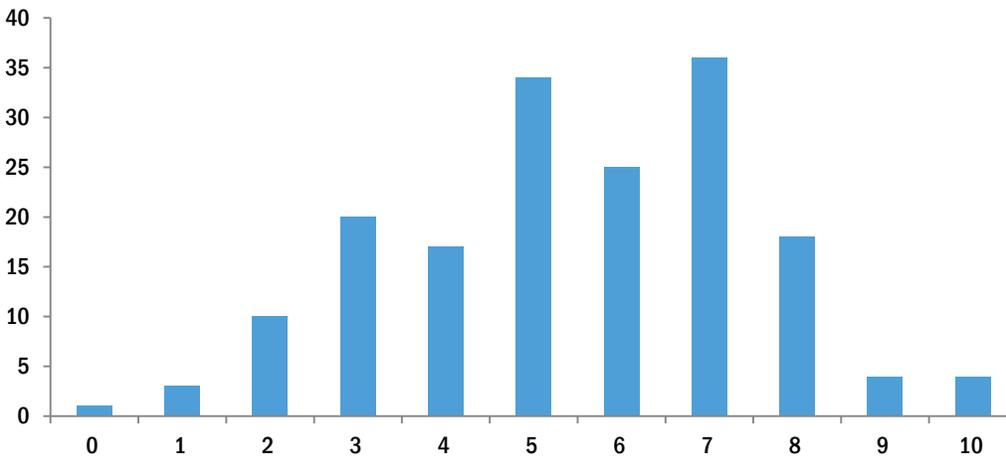
*"I have noticed that many times the first time I hear about an event is when the news is reporting that it is over."*

*"Create an event liquor license. Like the restaurant license, for venues to serve alcohol to people attending events."*

*"Increase affordable cultural opportunities for residents."*

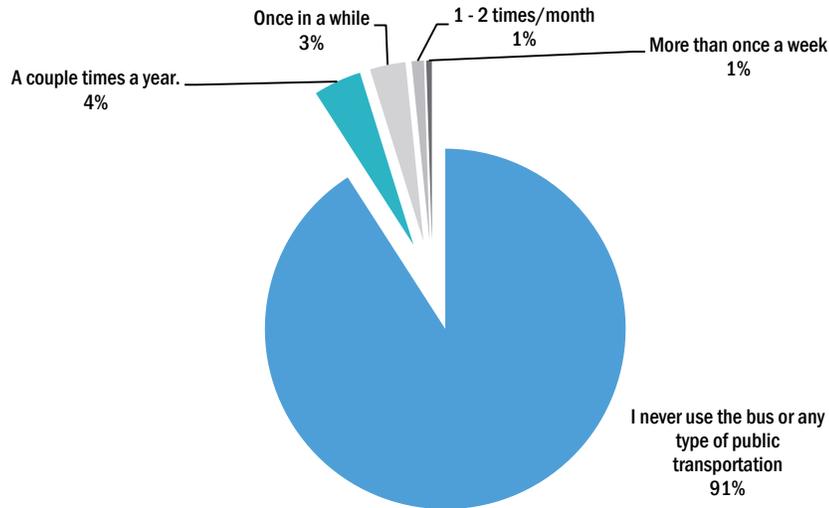
How happy are you with transportation and roads in the Casper area? (1 being not at all, 10 being extremely happy)

For most respondents "5" followed by "7" most accurately quantified their happiness with Casper's transportation and roads. The answers trend toward a bell curve, with zero respondents answering with "1" and four answering with "10".



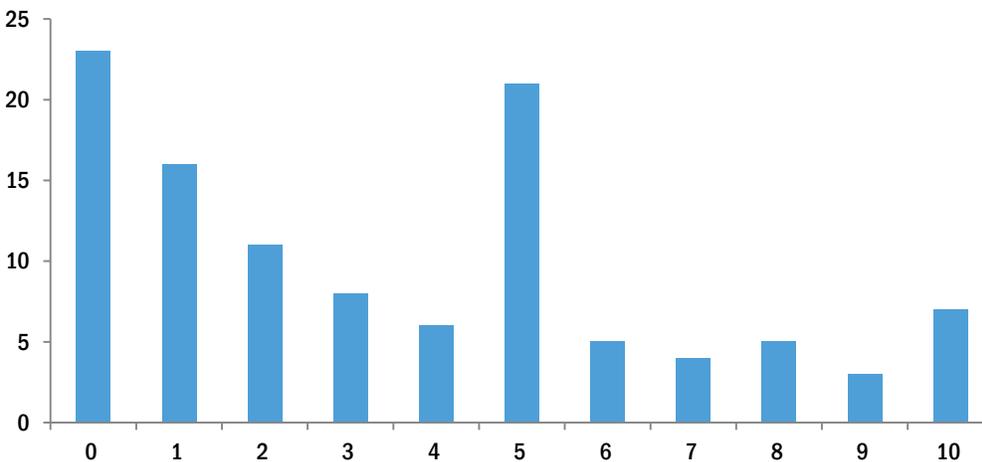
### How many times do you ride the bus or use public transportation services?

90% of survey takers “never use the bus or any type of public transportation. 4.3% use it a couple times a year; 3.2% use it once in a while, 1.1% use it 1-2 times/month, and just 0.5% use public transit more than once a week.



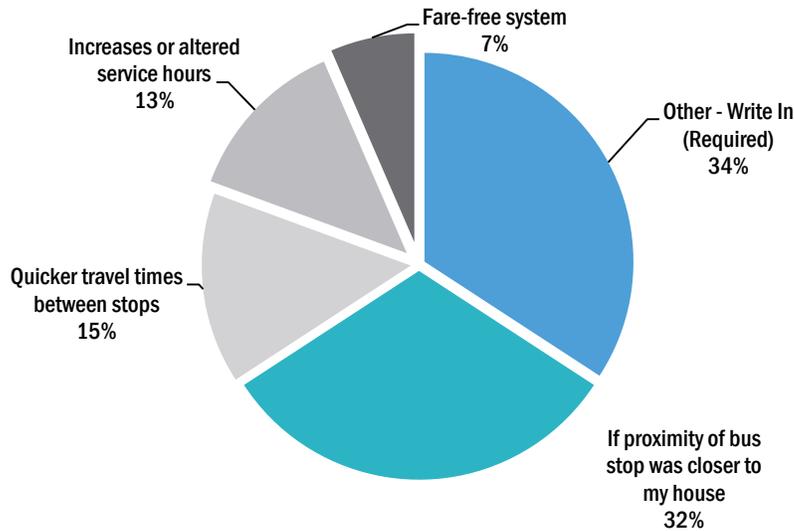
To what degree do you agree with the following statement: “I would use public transportation more often if the services were free.” (1 being not at all, 10 being completely agree.)

19 respondents answered “0” as in “not at all”, 17 respondents selected “5” and 6 respondents selected “10” as in “completely agree”. The answers trended lower along the 1-10 scale, with the majority of respondents falling somewhere between “0” and “5”.



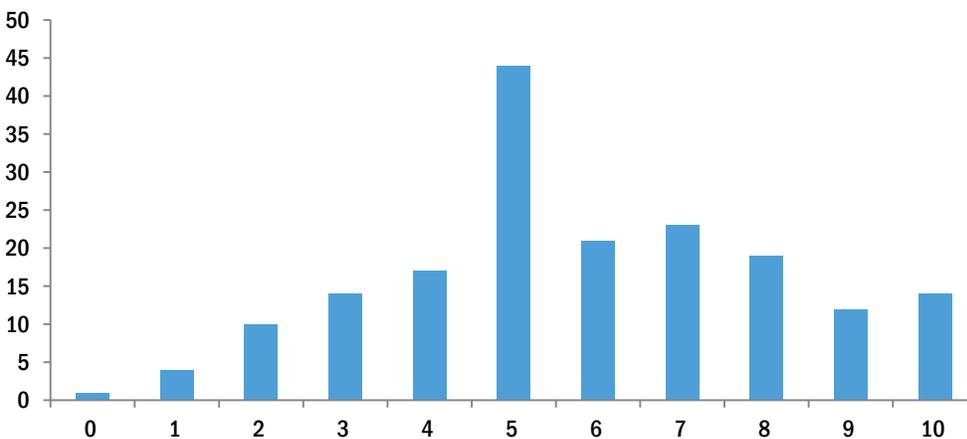
Which of the following incentives would most encourage you to take the bus more often?

Other 34%, if proximity of bus stop was closer to my house 32%, quicker travel times between stops 15%, increased or altered service hours, fare-free system. The majority of other responses written in were that no incentives would encourage them to take the bus more often.



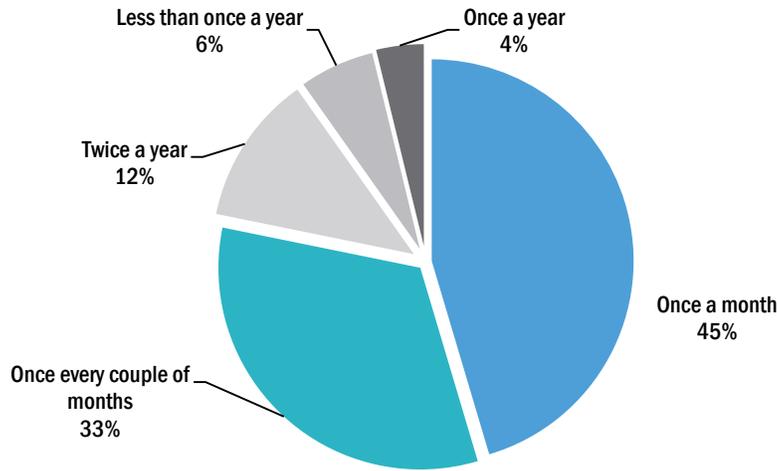
What is your current level of community engagement? (1 being not at all, 10 being extremely engaged)

The answers trended toward the higher end of the 1-10 scale. 41 respondents chose "5" followed by 20 selecting "6". One respondent chose "0" and 13 chose "10".



### I'm most likely willing to engage in community development activities...

Once a month 45%, once every couple of months 33%, twice a year 12%, less than once a year 6%, and once a year 3.8%.



### In which activities would you most likely get involved?

Take part of a survey online 79%, take part in survey at local community events 52%, check social media 47%, sit down coffee break discussion with local decision makers 41%, community discussion with City staff at local restaurant or bar 34%, public meetings like open houses or workshops 31%, public meetings like City Council, Planning and Zoning Commission, etc., Learn more by watching videos and providing comment 22%, presentation at my organization/club's regular meeting 21%.

Some respondents suggested that they would be more willing to participate in public meetings and smaller discussions with City staff, if they felt that their voices, and the voices of other members of the public, were being heard and heeded by the City. Another respondent suggested community outreach through the Food for Thought Farmer's Market.

