



## CASPER COMPREHENSIVE PLAN

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### OVERALL PROCESS + SCHEDULE

The Comprehensive Plan will take approximately one year to complete. The City aims to develop a draft Comprehensive Plan by early 2017 and begin the adoption plan forward to City Council for adoption by Spring 2017. The Public Involvement Plan Highlights (*Page 15*) table summarizes the schedule, key events, objectives, and key questions by phase. Each of the five phases will involve a meeting series consisting of public event(s), and meetings with the Steering Committee and Boards and Commissions.

#### **TASK 1: INITIAL REVIEW AND PLAN ASSESSMENT**

Day 1 begins by listening and learning from City leaders about what works in Casper, and using those insights to define the planning process. Demographic and population projections, economic and housing analyses, land use evaluation, transportation analysis and other existing conditions and challenges will be integrated with the community vision to tell the story of Casper—past, present, and future. Work on this task will focus on gathering data, reviewing existing plans, performing a system needs assessment, developing a Draft Future Land Use Map and Major Street Plan, and forming goals and objectives.

##### **1.1 Project Kickoff & Field Review**

An in-person meeting between City staff and Consultant team members will be held to review project timeline, communication protocols, and Phase 1 tasks; review the public involvement plan; data collection; identify key issues; website material explaining the project's process and schedule; and prepare a list of individuals and groups to contact for stakeholder interviews.

In conjunction with the project kickoff meeting trip to Casper, the Consultant will participate in a City tour with the City planners and review streets and other transportation facilities. It is envisioned that Casper Area Metropolitan Planning Organization (MPO) staff and others on the Steering Committee would also participate. The Consultant will also use this opportunity to obtain and review GIS and data from the MPO, Natrona County, Wyoming Department of Transportation (WYDOT), and other possible sources to be used in the existing conditions analysis.

The Consultant's project management team will assess progress against the critical path schedule and project plan and update hours and resources as needed. The Consultant will also submit monthly progress reports summarizing tasks completed during the previous month. Ongoing project management activities include biweekly (every other week) phone calls ensuring that the project scope, schedule, deliverable quality, and budget are effectively managed to the Owner's expectations throughout project.

##### **1.2 Stakeholder Interviews**

Stakeholder interviews will be held at this early stage of the project to gauge issues, needs, and vision for the future. This task will include interviews with appropriate stakeholders (i.e. elected officials, appointed officials, nonprofit organization leaders, property owners, neighborhood representatives, local business owners, developers, business organizations, City staff, etc.). The Consultant will survey these key stakeholders and stakeholder groups in the community for input on how



they would like to be involved and to share their initial feelings about the City. These conversations will be open to everyone who is willing to talk - our team is willing to listen. The Consultant and subconsultants will be available to conduct stakeholder interviews.

### **1.3 Plan Audit and Code Review**

The Consultant will complete the due diligence requested in the Request for Proposal (RFP) to determine which elements are still relevant and where new framework sections should be developed. This plan will create building blocks for a zoning code update and the Consultant will assess what is working or not working in the zoning code. Recommendations will be made in the implementation task. In addition to reevaluating the previous Visions, the Plan shall gauge public interest and identify new visions, key trends and issues, desired outcomes (goals and policies) and implementation strategies.

The Consultant will create an inventory of relevant City policies, plans, standards, and guidelines. An assessment of recently adopted plans and policies (i.e. code amendments, transportation and walkability plans, annexation agreements, redevelopment plans, etc.) will be completed and compiled. Plans to be reviewed include:

#### **Planning**

- 2000 Casper Area Comprehensive Plan (Current)
- 2012 Downtown Strategic Plan
- 2014 Parks Plan
- Current Zoning Code

#### **Urban Renewal (Old Yellowstone District)**

- Form-Based Code (OYDSPC Zoning)
- 2007 Redevelopment Master Plan
- 2002 Casper Urban Renewal Plan

#### **Housing & Community Development (H&CD)**

- Annual Action Plan
- Consolidated Annual Performance and Evaluation Report (CAPER)
- Analysis of Impediments to Fair Housing
- Casper Area "Boomer" Study

#### **MPO**

- Connecting Casper 2040 Long-Range Transportation Plan (LRTP) Update
- I-25 Entryways and Beautification Plan
- Blackmore Road Sub Area Transportation Plan
- Casper Area Trails, Paths, and Bikeways Plan (CATPBP)
- Transportation Improvement Plan (TIP)
- Unified Planning Work Program (UPWP)
- Highway 20/26 Enhancement Study
- Casper Walkability Study



- Safe Routes to School
- Southeast Casper Transportation Plan
- Casper Area Economic Development Alliance (CAEDA):
- Five-Year Strategic Plan (2013)

#### Transportation

- City of Casper Engineering Street and Streetscape Standards;
- Casper Area Long Range Transportation Plan (2014)
- West Belt Loop Land Use, Connectivity, and Access Management Plan (2014)
- Casper Traffic Impact Study Guidelines
- National Best Practices, WYDOT Regulations, and State Law
- Casper Area Trails, Path, and Bikeway Plan (2013)
- MPO Transit Development Plan (2016)
- Community Mobility Institute Post-Workshop Report (2015)

#### **1.4 Existing Conditions and Analysis Snapshots (Comp Plan) and Inventory Assessment Report (Transportation Plan)**

Using the best available data from the City, Natrona County, the Casper Area MPO, and other sources, the Consultant will research and synthesize information for each planning topic into a series of “existing conditions snapshots” that will provide an overview of baseline conditions and define how those conditions influence the development of policies, actions, and focus areas for the comprehensive plan. These snapshots will aid the public in updating Casper’s vision, identifying major opportunities, and developing a strategic, forward-thinking land use plan. Snapshots take the place of the quickly outdated existing conditions sections of typical comprehensive plans and tend to be provocative 4- to 5-page “thought pieces” that serve as stand-alone pieces for the public and can be inserted directly into the plan. City staff will assist in developing the snapshots and collecting and compiling GIS data by theme into individual MXD files.

Snapshot themes include:

***Land Use Planning and Future Growth:*** The Consultant will utilize a GIS parcel-based analysis to review vacant lands, constraints, building value vs. land value, building condition, aging building stock, as well as information from subsequent outlined studies described above. The Consultant will use this information to determine areas of stability, transition, and change, as well as opportunities for changes including land assembly. Based on the areas of transition and change identified, the highest and best redevelopment and reuse options will be described for different areas. At this time the Consultant will examine general building height and massing and its relationship to place and natural resources.

An initial regulatory analysis will be undertaken to identify regulatory barriers to development. These barriers will be identified primarily through the stakeholder interviews, and compared with findings from the economic development analysis and reference documents.

***Community Design and Character:*** This will include the character, form, and activities that define each district as a destination, including the building and public space attributes and architectural features, building design, and placemaking amenities that



are important to maintaining the unique character of each district. Integrated with the transportation analysis, this will include sample streetscape elevations and sections. Suitable (and unsuitable) architectural styles, colors, and materials will be identified using sample imagery. The analysis will focus on existing conditions and the need for placemaking assets including improving the walkability, access to the river and trails, cultural venues, new areas of discovery, and public spaces.

***Complete Neighborhoods & Housing Diversity:*** The housing element of the plan will include a current depiction of the demographic and economic characteristics that impact housing affordability and preferences, as well as an understanding of how programming, policy, design, and possible public incentives can be used to meet housing needs now and in the future. City staff will assist with collecting and compiling demographic data.

***Economic Development and Job Centers:*** The Consultant will evaluate work to date regarding economic development strategies for the City of Casper and surrounding region. The Consultant will evaluate existing research by Casper Area Economic Development Alliance (CAEDA), Wyoming Department of Workforce Services, and the State of Wyoming regarding industry trends and projections. Included with the analysis is a consideration of national and global trends that will inform Casper about economic opportunities as well. Consultant will supplement all research with new data compiled from local resources such as the Casper Area MPO, Wyoming Department of Workforce Services and federal databases. All research, findings, and recommendations will align with Casper's unique identity, culture and strategic assets.

With this research foundation in place, Consultant will meet with several key stakeholders to further determine opportunities and challenges that shape economic development prospects for the community. A critical component for any industry growth is the ability to attract and retain talent. As such, Consultant will meet with key industry business leaders, the University of Wyoming at Casper, and Casper College Department heads. Discussions with CAEDA staff and local developers will inform Consultant about the opportunities and challenges to growing existing and attracting new companies. The Consultant will also contact the state representatives at the Wyoming Business Council regarding their strategic plan and how it aligns and supports potential efforts in Casper. The Consultant will also refer to the Wyoming Constitution and Statutes to understand the legal framework before making recommendations. At the same time, Consultant needs to understand City staff's role in economic development.

***Natural Assets: Mountains, Rivers & Cultural Resources:*** Wyoming's economy has a growing dependence on extractive industries, which creates a low economic diversification. This dependency results in a cyclical economy; therefore, Wyoming's tourism and recreation industries are increasingly important to the economic stability of the state. This section will include a review of the parks, trails and other natural assets, tourism attractions, and cultural assets that could boost the economic vitality of the region. The rails-to-trails system will be assessed for possible expansion with key land owners along the corridor.

***Transportation & Infrastructure:*** This analysis will establish where deficiencies and transportation system needs exist regarding desired accessibility, mobility, efficiency, and mode choice, and determine any missing and needed street links. All classes of the transportation system will be assessed including arterials, connections, local streets and alleys. The Consultant will review the land use data in the Casper Area Travel Demand Model (CATDM) and work with MPO staff and the project Steering Committee to develop an updated future land use plan for the model. The primary focus will be on expected growth areas, both in and surrounding Casper. The Consultant will review both transit and transportation connections,



especially East-West connections throughout the community. Land use, population, and employment trends will be considered when developing this plan. In addition, the Consultant will review multi-modal connections including transit, walking and biking. Headway transit times will be analyzed to increase ridership with predictability.

The Consultant will provide technical assistance in updating the CATDM (subject to maximum hour limitations indicated in the budget proposal.) Assistance will be provided to the MPO staff to develop future traffic forecasts using the CATDM and determine areas of future needs and deficiencies, plus locations of possible needed street links.

### **1.5 Plan Outline, Goals, and Objectives**

Based on the analysis above and public input, the key choices regarding City-wide goals, objectives, and opportunities will be articulated. At this stage, the City will be divided into character districts—subareas with common characteristics and goals—so that the vision and opportunities can be specifically tailored to neighborhoods, commercial corridors, and other key areas of the community. These character-oriented opportunities will form the basis of the future land use plan in Phase 2.

In consultation with the project Steering Committee, the Consultant will develop a set of context-sensitive goals and objectives. A variety of factors will be considered, including land use compatibility, economics, quality of life, and possible funding constraints. The transportation goals will be context sensitive and dependent upon land-use compatibility, economic considerations, and community quality, and reflect different alternative transportation scenarios and investments. The concepts and options for the future will be presented to the public for evaluation and review at an opportunities meeting, described in Tasks 3.1 and 3.2.

### **1.6 Draft Major Street Plan and Map**

The Consultant will create a Major Street Plan and Map (in GIS), in conformance with Wyoming Statutes 15-1-508 – 15-1-511, with recommended locations and general alignments of new street links to accommodate the forecasted future traffic volumes and land uses. The plan will include recommended classifications, function and multimodal accommodations. Some roads may even be recommended for road dieting, multi-modal elements added or roundabouts included to manage traffic flow. The Consultant will build on how Casper has historically been developed in the first half of the 20th Century with a gridded system complete with residential alleys. The plan will also recommend upgrades or rehabilitation for existing streets and intersections and provide minimum spacing of roads and typical cross sections.

### **1.7 Draft Future Land Use Map**

Based on the previous tasks, the Consultant will prepare a preliminary land use plan and land use designations. The plan will identify the land use mix, opportunity area schematics, and other features. The land use plan will focus on supporting business activity, maintaining and enhancing quality of life amenities, preserving natural assets, and shaping growth in a way that promotes economic vitality and adds efficiency in providing public services. A GIS-based, detailed future land use map can be prepared, but may draw concerns from property owners. A secondary option is to generate a map with generalized areas, which can also have roots within GIS. The Consultant will work with City staff to understand the desired intent, and will prepare whichever option best meets that intent.



## **TASK 2: PUBLIC ENGAGEMENT**

The Consultant will develop a targeted and customized public involvement plan, which will include multiple techniques to be used throughout the project including high-tech tools, public events, volunteers, and committees. Working with the public, residents, local developers, private utilities, and businesses will be crucial in understanding and developing solutions. It has been 15 years since the community has looked back on how the community wants to grow. The Consultant will build on the recent rebranding efforts that brought the residents and businesses together to showcase what Casper is and what the community wants it to be. Throughout the process, the public will be able to participate in a variety of positive, dynamic and engaging events.

### **2.1 Public Involvement Plan Development**

The Consultant will work with the City staff to develop a public involvement plan (PIP) that will incorporate a variety of techniques and tools. The Consultant will also prepare an outline of the public outreach goals, activities, venues, and City/consultant team responsibilities. This document will serve as the one-stop repository for meetings and activities throughout the plan. The purpose of the PIP will be to identify specific audiences and develop an understanding of stakeholder issues, costs, and benefits; develop public engagement talking points and craft message concepts; and create a transparent, inclusive engagement strategy using traditional and new methods of engagement to craft final policy and guideline recommendations. The PIP will be aligned with the Casper Area MPO Comprehensive Plan Transportation Element Update and the existing Public Involvement Plan for the MPO for efficiencies, cost savings, and public simplicity and to build upon the previous work of the Casper Mobility Team.

Focus will be placed on seeking regular, broad, representative community participation using highly interactive techniques. The Consultant will work with the City to create initial content and materials updates throughout the project, which will be posted on a project website, hosted and managed by the City. The City will purchase a web domain based on the project branding. The website will include a short form where interested parties can sign up for project updates by supplying their name and email address.

At the completion of each task, the Consultant will provide a progress report and deliverable packet for City staff use in briefing the Planning and Zoning Commission, City Council, other City boards and commissions, and community groups that request presentations throughout the process. This packet can be posted to the website to keep the public updated. At key points, interactive, online questionnaires will mirror questions asked at community events. The City can post these project updates and meeting notifications using social media platforms (Facebook, Nextdoor.com, Twitter, etc.) to continuously drive people to the website to achieve consistent messaging. Specific events are described in subsequent tasks.

In addition to website updates and social media notifications, City staff will provide assistance for public engagement activities in the form of distribution and collection of surveys and public input, meeting location arrangements, meeting displays and projections, and the creation of invitation lists. Online surveys will be paired with each phase of the project and completed by the Consultant using SurveyGizmo. City staff will have access to the survey tool and will post links to the survey on the website and social media. Once per quarter a utility bill insert will be printed and distributed to all Water Utility customers by City staff. City staff and the Consultant will also work with the City Manager's office to include project updates in the City of Casper Newsletter.



**Steering Committee:** The Steering Committee will act as a sounding board on key issues throughout the process and provide additional methods of outreach to the public. The Steering Committee will meet once per phase in person with the Consultant team and via conference call as needed. The committee will be invited to participate in the process by City staff and will include previous members of the Casper Mobility Team, technical staff, selected members of the public, Citizen's Academy alumni, and other volunteers. A few spots will be filled after stakeholder interviews are completed with selected members of the public that wish to be committed to the process.

**Branding:** In coordination with construction of the website, a project logo and templates will be produced to give a similar look and feel between online and print materials. The project logo will be developed with City staff at the beginning of the process. Development of the templates will include fonts and color scheme. The Consultant will develop templates for the website, postcard, boards, and e-newsletter. A template that can be modified will be chosen to sync the website with the look and feel of the logo and color scheme. The Consultant will provide InDesign package files, an .ase file, and fonts to the City for use in creating print materials throughout the project. Logo graphics along with the original files (e.g. Illustrator files) will be provided.

**Volunteers:** The Consultant will strive to make this truly a plan of the community and in doing so will seek the assistance and guidance of volunteers. The volunteers will be enlisted throughout the process to provide assistance in public outreach and events. Alumni of the Citizen Academy may also be invited to participate in the stakeholder interviews and the boards and commissions summit (Task 3.1).

## **2.2 Planning Commission, City Council and Steering Committee Kickoff**

A combined City Council, Planning Commission, and Steering Committee meeting will be held to review the progress of Task 1 and the public involvement approach. These advisory and leadership groups will be asked to refine the public involvement approach and provide guidance throughout the planning process. The City will coordinate logistics, including meeting facilities, refreshments, and notification. The Consultant will provide meeting facilitation, an agenda, materials, and summarize the meeting.

## **2.3 Public Kickoff Visioning Event**

A kickoff meeting event will launch the community engagement efforts. The Consultant will kick off the visioning task with an interactive exercise. This event could be a combined event to introduce the comprehensive plan and transportation element update and the Casper Area MPO Comprehensive Plan Transportation Element Update, generate interest and buy-in from local leaders, and actively engage the boards and commissions in establishing the values and vision that should drive the comprehensive plan. The Consultant will briefly present information on big ideas and current conditions from Task 1, followed by a small group activity to discuss how those concepts should influence the vision for the future.

A public workshop will include high-tech, hands-on technology activities; and interactive discussions to identify community values and priorities, which will guide the development of the community vision. A celebratory event will be held at a local park, Wyoming Fair or event space for the public. All workshop activities will be paired with an online component or questionnaire to extend participation opportunities. The City will coordinate logistics, including meeting facilities,



refreshments, and notification. The Consultant will prepare meeting agendas and materials, and facilitate and summarize the event.

### **TASK 3: CRAFTING A WORKABLE PLAN**

The draft plan will focus on supporting business activity, maintaining, and enhancing quality of life amenities, shaping growth in a way that promotes economic vitality, incorporates transportation initiatives and overall achieves a greater public vision for the future of Casper. This task involves the creation and evaluation of alternative solutions and scenarios, plus the development of an implementation plan and a method to monitor and evaluate the effectiveness of the implemented elements. The Consultant will identify ways to address gaps in current programs, policies, and services and recommend strategic initiatives, policies, programs, catalyst projects, and plans.

The Consultant will define various components of the plan that will require actions and define strategies to employ in their implementation. Components that require funding and coordination will be identified. The Consultant will explore options for the City to work cooperatively with other agencies, adjacent jurisdictions, local landowners, residents, and businesses. The Consultant will identify and prioritize administrative actions for achieving implementation, which include regulatory reform, the formation of improvement districts, and working cooperatively with other entities.

Based on the analyses, input, and work completed up to this point, the Consultant will prepare the draft and final goals and policies, associated maps, illustrations, photos, and supporting graphics. Rather than creating a map or drawings that simply denote intentions for the future, the graphics in the draft plan will focus on targeted projects for each district that contribute to the community's vision. The Plan will not only be an engaging hardcopy document, but a web-based, interactive plan with embedded animations, links, and maps that allows for enhanced usability for residents, developers, and the City.

The plan will include an adaptive management framework, which will include web-based monitoring tools, to track follow-through and effectiveness of the plan's actions. The monitoring tool can be continually updated to illustrate Casper's progress toward achieving its goals and will allow long-term tracking of the quality of life indicators.

#### **3.1 Opportunities Workshop & Boards and Commissions Summit**

The Consultant will identify opportunities that meet the vision and reflect Casper's goals for the future. Building on the analysis of existing conditions and the vision, specific opportunities will be established, covering each of the comprehensive plan frameworks. Opportunities will be identified in policies, processes, or geographic areas. The Consultant will conduct a brainstorming workshop with the Steering Committee and representatives of the various boards and commissions. Consultant will begin with a presentation of the vision and break-out sessions on housing, economic development, and transportation to assist in analyzing Casper's opportunities and constraints. Other topics will include new areas of development, commercial standards, possible financing options, and location of transit facilities. The City will coordinate logistics, including meeting facilities, refreshments, and notification. The Consultant will prepare agendas and materials, facilitate, and summarize the workshop.



### **3.2 Opportunities Public Events**

The Consultant will conduct creative and interactive public workshops at locations throughout the community to solicit citizen input about opportunities by character district and opportunity area. In addition to providing information on Citywide plan modifications, educational information about each choice will be presented, allowing each participant to learn about the trade-offs and potential benefits that could result from each choice. The meeting locations and formats will be designed to target key populations and stakeholders, including seniors, youth, and other underrepresented groups; county and state agency representatives; the major employers; utilities, developers, lenders, and real estate agents; families; and other members of the community. The Consultant will participate in public engagement events that will solicit input about the Plan outline, goals and objectives.

The Consultant proposes to host three neighborhood meetings throughout the City. The primary goals of the neighborhood area meetings will be to: determine present and future community and transportation needs; identify future land uses within the project area; and implementation strategies that are cost-effective. The events will be in tandem with the Fall WyoPass Planning Conference.

### **3.3 Preliminary Implementation Strategies**

The Consultant will develop an implementation and monitoring plan. The preliminary implementation plan will include a priority list of "next steps" projects, initiatives, or policies for adoption and planning-level costs. The implementation plan will discuss possible financing and funding options, including special districts, impact fees, federal and state funding, and grants, and then identify resources needed to manage and implement the recommendations.

The Consultant will develop a set of quantitative and qualitative performance measures to monitor the effectiveness and performance of the Comprehensive Plan. Changes to the Casper Municipal Code will be recommended. Transportation measures will align with the latest performance measure requirements in the latest Federal transportation legislation.

### **3.4 Preliminary Transportation Plan Element**

The preliminary transportation plan will be developed by the Consultant and integrated into the Plan. The Plan will provide up to three (3) potential combinations of solutions, investments, and policies among different modes. These alternatives will support desired land use patterns, street connectivity, and alternative modes. Conceptual cross sections will be developed, corresponding to functional classifications.

The Consultant will develop a set of qualitative evaluation factors to evaluate the alternatives. These factors will reflect the four pillars of Casper's future transportation system: 1.) To address future growth and build communities through transportation. 2.) To address connectivity at all scales of transportation. 3.) To be inclusive and accommodating of all forms of transportation. 4.) To promote safety and access. These factors will also evaluate benefits, impacts and trade-offs in areas such as quality of life, mobility, connectivity, land use, alternative modes, safety, access, economics, and cost. Planning-level cost estimates will be developed by the Consultant.

A set of policy recommendations will provide multimodal traffic impact study guidelines, and street policy recommendations that can be adopted into the Casper Municipal Code. The street policy will reflect elements including street spacing,



commercial block lengths, standard street cross sections, standard right-of-way widths, retrofit of the street grid, road “oversizing”, access management standards, and parking standards. Solutions will address:

- Creating standards that result in land uses and developments that are compatible with all modes of transportation and interconnect with a multimodal street system.
- Developing standards for street connectivity at all scales of transportation.
- Developing street typologies with cross-sectional designs to accommodate various levels and scales of transportation, including transit, as distinguished by functional classifications that can be adopted directly into the Casper Municipal Code.
- Provide specialized multimodal traffic impact study guidelines that can be adopted directly into Casper Municipal Code, which help with review/confirmation of arterial and collector recommendations, pedestrian improvements, and utilization of specific street types for Casper’s newly incorporated and urban growth areas.
- Recommendations for implementation and financing of new streets will be included. Implementation guidelines will include:
  - Providing policy recommendations that can be adopted directly into Casper Municipal Code and other related development guidelines. This may include street spacing, commercial block lengths, standardized street cross sections, necessary Right-of-Way widths, road “oversizing” (when a developer pays for a standard street cross section while the City finances the upgrade to an arterial), financing options including impact fees, access management standards, parking standards, etc.
  - Providing message crafting, talking points, and any documentation or research necessary to support solutions, implementation, and City Council action.
  - Providing cost and labor estimates for an optional economic analysis of alternative street connectivity policies to potentially supplement the Transportation Element.
  - Including a priority list for “next step” projects, initiatives, or policy adoption along with any relevant cost estimates to solve imminent problems or imminent development issues.
  - Identifying potential infrastructure financing mechanisms and future resources needed to manage and implement recommendations.
  - Establishing performance measurements (qualitative or quantitative) in relation to future needs, goals, and objectives to monitor performance of future transportation system.

### **3.5 Draft Comprehensive Plan**

Building on the plan assessment, the Consultant will present the first draft of the Comprehensive Plan Update and the Transportation Element within seven (7) months of the execution of the contract comments. Working with an anticipated start date of June 1, 2016, a draft of the Plan will be presented by the Consultant to the Steering Committee, City Council and Planning and Zoning Commission by year end. January 2017 will be earmarked for a one month review, followed by revisions before presentation to the public in February (Task 4.1).

The Plan will include graphics, renderings, maps, and photographs that represent the vision, goals, and objectives of the Casper community. Copies of the first draft will need to be in hardcopy and digital form and posted on [www.casperwy.gov](http://www.casperwy.gov).



The first draft will be reviewed by City staff. After making revisions in response to comments on the first draft, the Consultant will present the Second Draft of the Comprehensive Plan Update to City staff and the Steering Committee. If additional gaps of information remain, the Consultant will attend and participate in additional meetings with key stakeholders and/or neighborhood groups to explain the details of the draft and obtain additional input and comments. Assistance with mapping and the provision of GIS data will be performed by City staff throughout this task. The Consultant will craft key messaging, talking points, and documentation to support the plan recommendations, implementation, and City Council action.

#### **TASK NO. 4: APPROVAL PROCESS AND FINAL PLAN SUBMITTAL**

##### **4.1 Draft Plan Public Review and Revision**

The public and stakeholders will have the opportunity to review and provide feedback on the second draft of the comprehensive plan during a two month-long review period. During the public review period, the Consultant will conduct drop-in sessions to review the draft plan. Key policy changes and plan features will be highlighted and explained, and attendees will have the opportunity to discuss questions and concerns with City staff and the Consultant team. The City will coordinate logistics, including meeting facilities, refreshments, and notification. The Consultant will prepare agendas and materials, facilitate, and summarize the open house.

##### **4.2 Planning and Zoning, Steering Committee, and City Council Presentation**

The Consultant will make a formal presentation to the Planning and Zoning Commission, the Steering Committee, and the City Council in a combined meeting venue.

##### **4.3 Refine Implementation Strategies**

The Consultant will focus on refining the preliminary implementation strategies based on public comments and leadership feedback. In order to achieve the goal of implementing the Comprehensive Plan Update, each recommendation will be prioritized and given a timeline. A monitoring system through a quadrant matrix of priority projects by strategy, and based on cost and anticipated effectiveness will illustrate the prioritized projects. In order for the plan to be adaptable and flexible to new trends, a workplan may be updated on an annual basis by City Staff. This provides the community the opportunity to evaluate the effectiveness of the comprehensive plans and a path forward.

##### **4.4 Final Plan & Adoption**

After appropriate review and public comment, the Consultant will revise the Plan based on feedback and input from the City staff, public, Steering Committee, Planning and Zoning Commission, and City Council, and prepare an executive summary describing plan highlights and the organization of the plan. The Consultant's role will shift to a support role in this task, with City staff leading or supporting the majority of presentations. The Consultant will provide hard copies and digital files of the final plan which will be prepared and designed in Adobe InDesign. Once the Plan is adopted, the Consultant will provide all GIS files and the packaged digital files including all photos, graphics, and any other accompanying digital files.



## CASPER COMPREHENSIVE PLAN

### STEERING COMMITTEE ROLE + RESPONSIBILITIES

The Steering Committee will act as a sounding board on key issues throughout the process and provide additional methods of outreach to the public. The Steering Committee will meet once per phase in person with the consultant team and via conference call as needed.

The Steering Committee will be invited to participate in the process by City staff and will include previous members of the Casper Mobility Team, technical staff, Citizen's Academy alumni, and other selected members of the public.

The Steering Committee's role throughout the process will include:

- being an advocate for the plan,
- being a sounding board for key concepts and alternatives, and
- helping with the public involvement process.

The Stakeholder Committee will be vital in promoting the plan process and other public engagement opportunities throughout members' respective networks. A few spots will be filled after stakeholder interviews are completed with selected members of the public that wish to be committed to the process.

The Steering Committee will be made up of:

Name	Agency/ Affiliation	Email	Phone
Stephen Cathey			
Lindsey Grant			
James Holloway			
Stacy Johnson			
Bob King			
Albon Shaw			
Amanda Sutton			
Alex Sveda			



## CASPER COMPREHENSIVE PLAN

### PUBLIC INVOLVEMENT PLAN HIGHLIGHTS

PHASE	ANTICIPATED EVENTS	OUTREACH SERIES GOALS	KEY QUESTIONS
<b>PHASE 1: FOUNDATION</b> (June)	<ul style="list-style-type: none"> <li>Website Launch</li> <li>Stakeholder Interviews</li> <li>City Tour</li> <li>Questionnaire #1</li> </ul>	<ul style="list-style-type: none"> <li>Engage targeted stakeholders, including agency and technical experts early in the process</li> <li>Identify key issues</li> <li>Collect relevant background information</li> </ul>	<ul style="list-style-type: none"> <li>What methods should we use to reach the community and initial feedback on what you love or would like to see improve?</li> <li>How do previous planning efforts help guide the future?</li> </ul>
<b>PHASE 2: VISIONING</b> (July- August)	<ul style="list-style-type: none"> <li><b>Public Kickoff Visioning Event</b></li> <li>PC, CC, and SC Combined Meeting</li> <li>WyoPass Conference</li> <li>Questionnaire #2</li> </ul>	<ul style="list-style-type: none"> <li>Reach out to residents, visitors, and committees to refine the vision, issues, and objectives for the plans.</li> <li>Gain momentum for the plan through a celebratory visioning event</li> </ul>	<ul style="list-style-type: none"> <li>How should the vision, goals, and objectives be refined to reflect the community's future?</li> <li>How do major trends impact the future of the community?</li> </ul>
<b>PHASE 3: CHOICES + OPPORTUNITIES</b> (September- November)	<ul style="list-style-type: none"> <li><b>Neighborhood Opportunities Workshops</b></li> <li><b>Boards and Commissions Opportunities Summit</b></li> <li>Questionnaire #3</li> </ul>	<ul style="list-style-type: none"> <li>Obtain input from residents, visitors and committees on the preferred options and choices</li> <li>Conduct additional analysis</li> </ul>	<ul style="list-style-type: none"> <li>What are your preferred future opportunities? Where should we focus our analysis?</li> <li>What are the key Future Land Use Plan decisions to be made?</li> </ul>
<b>PHASE 4: CREATING A WORKABLE PLAN</b> (December – March)	<ul style="list-style-type: none"> <li><b>Public Review Drop-In Sessions</b></li> <li>Questionnaire #4</li> </ul>	<ul style="list-style-type: none"> <li>Obtain input from residents, visitors, and committees on the preferred options, strategies and draft plans and policy framework</li> </ul>	<ul style="list-style-type: none"> <li>What strategies will help achieve the vision? What are our priorities?</li> <li>How do you visualize the future?</li> </ul>
<b>PHASE 5: ADOPTION</b> (April – May)	<ul style="list-style-type: none"> <li>PC Adoption Hearing</li> <li>CC Adoption Hearing</li> </ul>	<ul style="list-style-type: none"> <li>Keep residents, visitors, and committees informed on the final plans and strategies</li> <li>Conduct formal adoption of plans</li> </ul>	<ul style="list-style-type: none"> <li>What indicators will help us monitor and evaluate the implementation of the plan?</li> </ul>



## CASPER COMPREHENSIVE PLAN

### PUBLIC INVOLVEMENT EVENT DESCRIPTIONS

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#### **2.3 Public Kickoff Visioning Event**

A kickoff meeting event will launch the community engagement efforts. This event could be a combined event to introduce the comprehensive plan and transportation element update and the Casper Area MPO Comprehensive Plan Transportation Element Update, generate interest and buy-in from local leaders, and actively engage the boards and commissions in establishing the values and vision that should drive the comprehensive plan. The Consultant will briefly present information on big ideas and current conditions from Task 1, followed by a small group activity to discuss how those concepts should influence the vision for the future. A public workshop will include high-tech, hands-on technology activities; and interactive discussions to identify community values and priorities, which will guide the development of the community vision. A celebratory event will be held at a local park, Wyoming Fair, or event space for the public. All workshop activities will be paired with an online component or questionnaire to extend participation opportunities.

#### **3.1 Boards and Commissions Opportunities Summit**

Building on the analysis of existing conditions and the vision, specific opportunities will be established, covering each of the comprehensive plan frameworks. Opportunities will be identified in policies, processes, or geographic areas. The Consultant will conduct a brainstorming workshop with the Steering Committee and representatives of the various boards and commissions. Consultant will begin with a presentation of the vision and break-out sessions on housing, economic development, and transportation to assist in analyzing Casper's opportunities and constraints. Other topics will include new areas of development, commercial standards, possible financing options, and location of transit facilities.

#### **3.2 Neighborhood Opportunities Workshops**

In addition to providing information on City-wide plan modifications, educational information about each choice will be presented, allowing each participant to learn about the trade-offs and potential benefits that could result from each choice. The meeting locations and formats will be designed to target key populations and stakeholders, including seniors, youth, and other underrepresented groups; county and state agency representatives; the major employers; utilities, developers, lenders, and real estate agents; families; and other members of the community. Three neighborhood meetings will be hosted throughout the City. The primary goals of the neighborhood area meetings will be to: determine present and future community and transportation needs; identify future land uses within the project area; and implementation strategies that are cost-effective.

#### **4.1 Draft Plan Public Review Drop-In Sessions**

The public and stakeholders will have the opportunity to review and provide feedback on the second draft of the comprehensive plan during a two month-long review period. During the public review period, the Consultant will conduct drop-in sessions to review the draft plan. Key policy changes and plan features will be highlighted and explained, and attendees will have the opportunity to discuss questions and concerns with City staff and the Consultant team.