

Strategic Framework 2023-2025



CHANDLER
arizona
Community of Innovation



Message from Mayor Kevin Hartke



Chandler has always been a *Community of Innovation*.

Our founder, Dr. A.J. Chandler, was our first innovator, and he was joined by entrepreneurial families in our early history to plant the seeds of innovation for all who would follow them.

Later, community leaders in the 1970s, 1980s and 1990s recognized a changing world of technology, and they had the foresight to be ready.

Through the decades, Chandler evolved from a city of crops and fields to a high-tech manufacturing hub of fabs and chips. Visionary planning and economic development strategies also preserved areas for companies to expand their presence

and create jobs in the aerospace and aviation, bioscience and healthcare, business and financial services, software and technology industries.

This innovative spirit guides planning today as we remain committed to fiscal responsibility in our efforts to provide a high quality of life, business growth opportunities and a pathway to prosperity for all. And it's all thanks to the vision and strategic planning that is the foundation of Chandler's identity.

It's an inspiring time to serve as Mayor and Councilmembers as we lay the groundwork from which future Councils can continue to lead the community forward.

Sincerely,

A handwritten signature in white ink that reads "Kevin Hartke". The signature is fluid and cursive.

Mayor Kevin Hartke



Back row

Councilmember OD Harris, Mayor Kevin Hartke,
Councilmember Mark Stewart

Front row

Councilmember Jane Poston, Councilmember Angel Encinas,
Vice Mayor Matt Orlando, Councilmember Christine Ellis

Our Vision

We are a world class city that provides an exceptional quality of life.

Our Brand

A safe, diverse, equitable and inclusive community that connects people, chooses innovation and inspires excellence.



Innovative Focus

Innovation is the lifeblood of our community. The introduction of new ideas and methods is rooted in Chandler's culture and heritage. This thread of innovation embodies how we connect, plan and serve our city to be a contemporary, financially responsible and safe place to live and work.

Six focus areas identified by the City Council are priorities for innovation and investment through 2025.

Community Safety



Connectivity



Economic Vitality



Neighborhoods

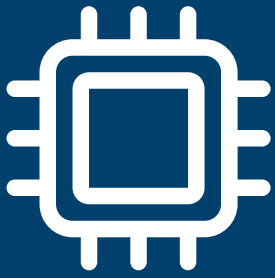


Quality of Life



Sustainability and Technology





Our community is defined by innovators with vision who saw opportunity in Chandler. They created a place that is constantly refreshing, thinking and acting upon new ideas. Our culture, inspired by opportunity and nourished by innovation, uniquely advances Chandler in the ways we serve today and thoughtfully prepare for tomorrow.

Decades of strategic planning and decision making have made Chandler one of the strongest economic centers in the southwestern United States. Our stable business climate, dedicated employment areas and well-educated, talented residents are the fuel that propels companies to invest and prosper. The presence of global firms across diverse industries attracts innovators and their families from around the world, offering residents rich cultural diversity and experiences.

Companies headquartered in Chandler

1987  **MICROCHIP**

2012 **keap**

2017  **ROGERS CORPORATION**

2019 **Offerpad**

2020 **isola**

2021 **VirTra**

2022 **Insight**  **VIAVI**
VIAVI Solutions

SKIN SCRIPT
YOUR PRESCRIPTION FOR SKIN CARE





Decisions today create a foundation for tomorrow. Responsible financial planning and investment in people, technology, transportation and water infrastructure remain paramount to our development and resiliency. Actions that foster a safe community with inviting neighborhoods, abundant parks and distinctive entertainment and recreation opportunities significantly contribute to residents' quality of life. Convenient

communication, mobility and utility resources enable residents and companies to leverage Arizona's regional connections and talent.

The focus areas described on the following pages provide a strategic planning framework of policy priorities to guide decision making by the Chandler City Council for the next two years. Each focus area page highlights Chandler Firsts, recalling innovative moments of our past and present.



Ag Town to Tech City

The 2023 State of the City address showcased our community's heritage and stories of people and businesses who shaped our journey from an agricultural town to the innovation and technology center we are today.





Community Safety



Chandler is recognized among the safest cities in the nation. Our fire and police departments are accredited and elite in their field. We ensure our community's safety with continued investment in people, systems and technology. Innovative partnerships extend our ability to address emerging community safety needs.

Ensuring community safety through:

- Prevention initiatives and emergency response services that support a safe, vibrant and healthy city.
- A proactive approach to maintaining and enhancing infrastructure and safety systems.
- Programs and technology that enhance cybersecurity and criminal justice systems while preserving individual privacy.
- Investments in people, technology and outreach that build community trust in being a safe city for all.
- Partnerships with service providers that sustainably address behavioral health and homelessness, recognizing the City's role as a facilitator and convener.



Chandler Firsts

Next generation radios offer Chandler Police expanded connectivity and coverage via radio, cell phone, Wi-Fi and Bluetooth. Radios with a precise global positioning system and voice activated interactions and search features empower officers to respond with eyes-up awareness and focus.

Connectivity



Connectivity - the ability to connect people, places and commerce through local, regional and virtual networks - is essential. Chandler is served by three major highways, two railroad corridors, a well-planned street and transit network, expanding bike and shared-use paths and a municipal airport that efficiently connects people and commerce. Chandler's advanced communication systems enhance our ability to connect through technology and transportation networks.

Chandler Firsts



Research and development of automotive technology has spawned an industry cluster of companies since autonomous vehicles

first drove Chandler streets in 2016. Chandler was the first city in the nation to adopt an autonomous vehicle and ride sharing zoning code in 2018, which reduces the amount of land that developments must set aside for parking uses.

Forward-thinking transportation and technology networks with:

- Multi-modal, integrated options to access Chandler's employment corridors, local destinations and connections with Valley cities.
- Safe, attractive and well-managed roadways, paths and traffic systems connecting developments and neighborhoods.
- Innovative micro-transit options integrated into regional systems to serve Chandler residents and visitors.
- Fiber and wireless technology providers that quickly and reliably connect people and business.
- Regional resources that maximize the ability to finance transportation projects.





Economic Vitality

Economic vitality includes the use of creative policies and marketing efforts that ensure Chandler remains a world-class community for residents, visitors and businesses. Our approach preserves the viability of employment corridors and positions properties for adaptive reuse, infill and redevelopment. Chandler offers a business-focused environment for global industry leaders, exciting startups and entrepreneurs through every stage of development. Our business climate, talented workforce and lifestyle make Chandler a destination of choice for key industries.

Strategic economic development through:

- Preservation of employment corridors for planned uses to serve as economic engines and create high-quality jobs.
- A modern airport that supports business aviation and airpark area development.
- Targeted use of adaptive reuse, infill, mixed-use and redevelopment tools and plans supporting the vitality of commercial centers and neighborhoods.
- High development standards incorporating innovative aesthetics and amenities in our built environment.
- A predictable development process based on exceptional customer service and finding creative ways to get to "yes."
- Marketing and illustrating Chandler's brand as a regional, national and global destination for innovative people and technologies.
- Partnerships with higher education and workforce development programs that create a talent pipeline for key industries.
- Leadership in and partnerships with regional organizations that support entrepreneurship, dynamic startups and a thriving business climate.

Chandler Firsts



Rogers Corporation became Chandler's first high-tech company in 1967 and relocated its corporate headquarters here in 2017. Intel's first

semiconductor manufacturing plant opened in 1980 and has become the city's largest employer amid a collection of companies in the high-tech manufacturing industry.

Neighborhoods



To sustain an exceptional quality of life for Chandler residents, preservation and enhancement of neighborhoods is paramount. These approaches ensure that all neighborhoods remain safe and vibrant. Engaging residents, developers and community stakeholders provide opportunities to achieve this goal, while maintaining each neighborhood's distinct character.

Unique and vibrant communities with:

- Amenities, infrastructure and services that support community safety and align with the needs of people in the surrounding neighborhood.
- A holistic neighborhood improvement approach that connects City departments, non-profits, businesses, faith agencies and residents.
- Innovative programs that preserve neighborhood quality and streamline processes to approve housing options that meet residents' diverse needs.
- Partnerships with community leaders, homeowner associations and residents to promote reinvestment in the viability of neighborhoods.
- Activities that promote the community's spirit of volunteerism and pride in ownership.
- Preservation and recognition of our historic cultural assets, buildings and neighborhoods.

Chandler Firsts



Chandler's first general plan, adopted by voters in 1970, created a unique policy of a neighborhood park in each square mile of residential development.

Today, 69 parks serve as places for residents to gather and play.





Quality of Life



Chandler's commitment to high standards has spanned generations of City leadership and resulted in the safe and beautiful community residents and businesses enjoy today. Our innovative practices maximize cost savings for taxpayers while enhancing the quality of city services. Our unparalleled quality of life includes a focus on arts, culture, learning and recreation. High-quality developments, parks and amenities shape the character of our neighborhoods and commercial centers.

Chandler Firsts



Chandler is Arizona's first master planned community. Our first park, Dr. A.J. Chandler Park, was built in 1912 at the heart of the original town square. Soon after, the San

Marcos Hotel opened and built Arizona's first grass golf course.

Providing an exceptional quality of life through:

- Parks and open spaces with amenities and activities that cater to the needs of the surrounding area.
- Activities and entertainment that capitalize on Chandler's culture, unique history and captivating arts and music scene.
- Partnerships, volunteerism and consistent processes that foster recreational and cultural activities relevant to all residents.
- Unique amenities and experiences that attract people to Chandler.
- Cultivation of a community and municipal organization that values diversity, equity and inclusion.

Sustainability and Technology



Chandler's high-tech industries, businesses and talented workforce drive the local economy. We recognize the importance of infrastructure, water and streamlined city services that support key industries engaged in the development of current and future technologies. The pursuit of sustainable and technological infrastructure and services advance our ability to meet the unique needs of the community and equip our empowered, talented workforce to serve.

Embrace sustainable and global technology advancements by:

- Leading in the sustainability of water infrastructure and conservation.
- Managing urban forestry and green space assets in a way that enhances livability while respecting the desert environment.
- Partnering with energy and technology providers to enhance reliability, redundancy and coverage for the community.
- Pursuing smart energy solutions that lower the cost of services and improve environmental resiliency.
- Investing in people, services and technology to streamline internal processes, enhance customer service and support a 21st century workforce.
- Taking calculated risks to explore new technologies and innovative pilot programs that promote efficiency, productivity, sustainability and connectivity while demonstrating return on investment.
- Promote sustainable building development by the private sector that produces energy efficiencies and cost savings.

Chandler Firsts



The nation's first privatized wastewater treatment facility opened in Chandler in 1986 and our first reverse osmosis plant opened in 1996. Today, 100 percent of wastewater is treated for irrigation and industrial uses. Our interconnected distribution system, wells and allocation policy

provides agility when adapting to water availability and demand.





chandleraz.gov/StrategicFramework