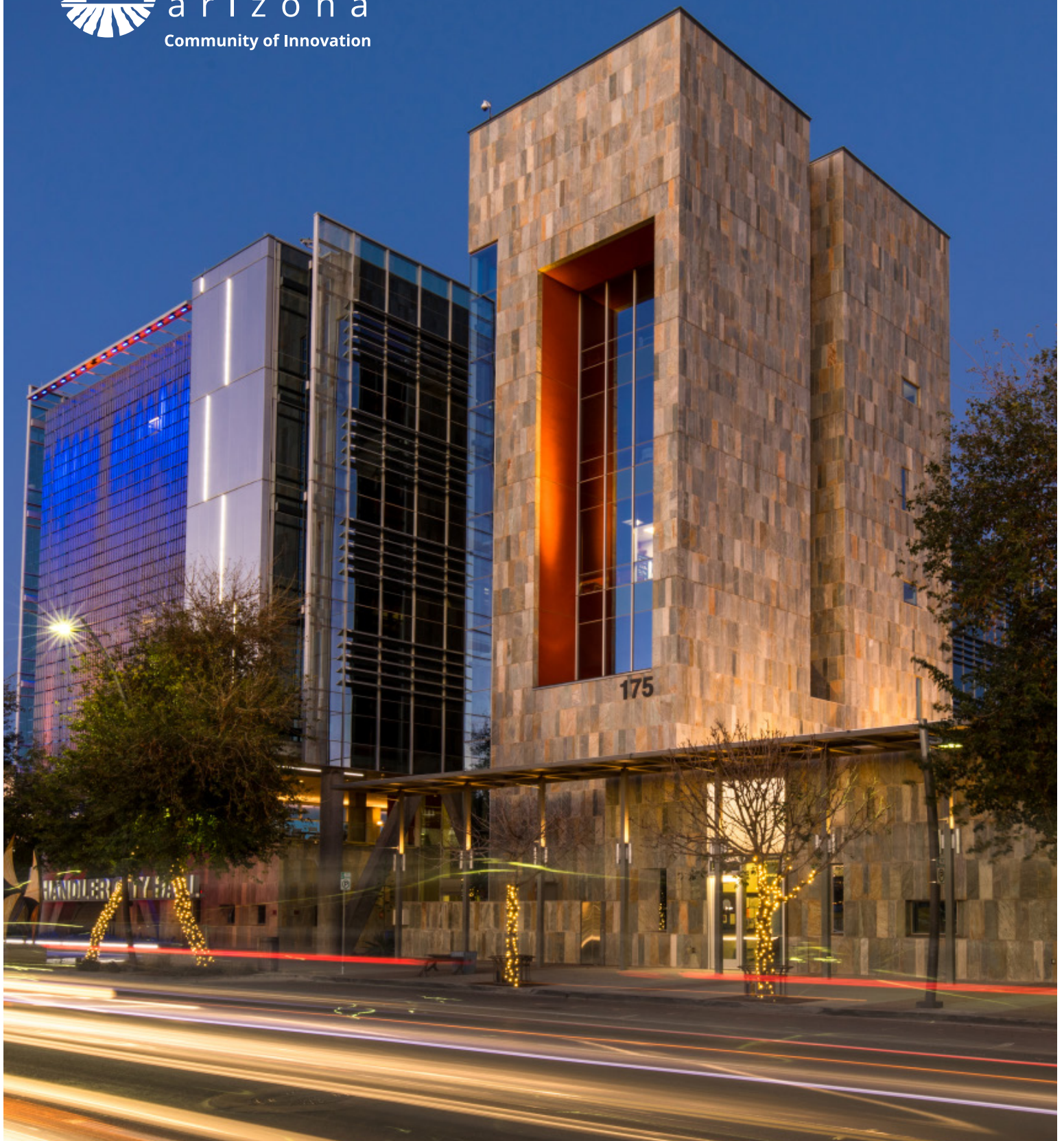


Strategic Framework

2021-2023



CHANDLER
arizona
Community of Innovation



Message from Mayor Kevin Hartke



Council's vision is for Chandler to be a world-class City that provides an exceptional quality of life.

Through this commitment to our residents and businesses, five areas of focus emerged

that drive Council's strategic planning process and objectives as we prepare for the future - economic vitality, innovation and technology, mobility, neighborhoods and quality of life.

This framework is built on a foundation that celebrates Chandler's history and diversity to guide Council as we make decisions. City leadership is dedicated to ensuring a high

quality of life, diverse job opportunities and safe neighborhoods that our residents value and have come to expect. Through public and private partnerships, participation at the state and national levels and constant civic engagement, we will continue to invest in the necessary improvements and changes as a community of innovation.

This is an exciting time to serve as Mayor and Councilmembers to lead the community forward with this vision and plan. I look forward to laying the groundwork from which future Councils can lead.

Sincerely,

A handwritten signature in white ink that reads "Kevin Hartke". The signature is stylized with a large, flowing "K" and "H".

Mayor Kevin Hartke



Back row

Councilmember Matt Orlando, Vice Mayor Mark Stewart,
Councilmember OD Harris, Councilmember Terry Roe

Front row

Councilmember René Lopez, Mayor Kevin Hartke,
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.



Our Goals

City Council Strategic Policy Goals

- 1 Being the most connected City
- 2 Being a leader in trust and transparency
- 3 Maintaining fiscal sustainability
- 4 Attracting a range of private sector businesses
- 5 Fostering a contemporary culture that embraces unity
- 6 Being safe and beautiful

Chandler has been an innovative community shaped by entrepreneurs and hometown traditions since being founded by Dr. A.J. Chandler as one of Arizona's first master-planned communities in 1912. A legacy of Chandler families and business enterprises has established a foundation for our community to build upon. Their commitment to the pursuit of opportunity and advancement of the community combined with decades of thoughtful, consistent planning and investments have transformed

Chandler into the Community of Innovation we know today.

Chandler is one of the strongest economic centers in Arizona and the southwestern United States, with the talent, resources and business environment for companies to invest and grow. The presence of global companies across diverse industries draws entrepreneurs and innovators and their families from around the world, bringing rich cultural diversity and experiences celebrated in Chandler.



AAA

AAA bond rating from all three rating agencies - one of about 40 cities in the nation



Excellence in financial reporting and budgeting for more than 30 consecutive years



Five-time internationally accredited fire agency with an ISO class 1 rating



Internationally accredited police agency continuously since 1996 with forensic services lab recognized among the best in the world



Chandler's quality of life is consistently recognized nationally among the safest and most prosperous communities and best places to find a job, buy a home, rent and raise a family. Residents experience safe, inviting neighborhoods, excellent schools, abundant recreation and distinct entertainment, dining and shopping.

The City Council's Strategic Framework is rooted in community ideals and input gathered over the years. The focus areas outlined in the pages that follow detail a roadmap of priorities to guide decisions and investments to further the direction of our community in the near term and beyond.



Five-time nationally accredited public works and utilities department with innovative water management and allocation policies



Playful City USA and Tree City USA designations with parks in every square mile of residential development



Autonomous Vehicle Capital of the World - first city in the world to adopt a zoning code for autonomous vehicles



The award-winning Price Corridor hosts 45,000 jobs and is the largest of our five distinct employment corridors.

Focus Areas

The Chandler City Council has identified five focus areas to concentrate on for the next few years to make progress toward their vision for the community. These focus areas shown here are further detailed in the pages that follow.

Economic Vitality



Innovation and Technology



Mobility



Neighborhoods



Quality of Life





Economic Vitality

Economic vitality includes the use of creative policies and marketing efforts to ensure Chandler remains a world-class community for residents, visitors and businesses. These approaches will maintain the viability of employment corridors and plan for the use of remaining unbuilt properties. Chandler offers a supportive environment for global industry leaders, exciting startups and entrepreneurs through every stage of business development. Our business climate, talented workforce and lifestyle make Chandler a destination of choice.

Strategic economic development with:

- Preservation of employment corridors and planned uses to serve as economic engines and create high-quality jobs
- Development of the Chandler Airpark into a business center served by a modern airport
- Targeted efforts that repurpose vacant retail spaces into mixed-use projects that support vitality of surrounding neighborhoods
- Unique amenities, events and experiences that attract people to Chandler
- A deliberate, calculated approach to infill, redevelopment and annexation
- Partnerships with higher education, workforce development and entrepreneurship programs to create a talent pipeline for employers

Innovation and Technology

Chandler's high-tech industries and talented workforce drive the local economy and create future opportunities. The City recognizes the importance of providing solid infrastructure and streamlined government services to support the implementation of current and future technologies. Pursuit of sustainable and smart-city initiatives advance our efforts to meet the unique needs of the community.

Embracing global technology that offers enhanced opportunities for citizens and businesses through:

- Smart, sustainable solutions that empower, engage and improve quality of life for residents, visitors and businesses
- Piloting innovative ideas to promote efficiency, productivity and connectivity
- Leveraging partnerships and alternative funding sources
- Marketing Chandler as a global destination for cutting-edge technologies and innovation
- Investing in infrastructure to drive future technological advancements





Mobility

Mobility — the ability to go places — has been essential to Chandler's success. Served by three major highways, a well-planned arterial street network, public transit and a growing airport, the foundation has been laid for Chandler to expand its multi-modal transportation offerings and further integrate new technologies to efficiently get people where they want to go. Mobility includes bicycling, autonomous vehicles, new transit modes, business aviation, traffic technologies and safety enhancements.

Forward-thinking transportation networks with:

- Multiple, integrated options to access Chandler's employment corridors
- Convenient connections to the greater East Valley region
- High-tech, multi-modal transit options for residents and visitors
- Safe, attractive and well-managed roadways and traffic systems
- Open spaces and multi-use paths connecting developments and neighborhoods
- Regional resources that maximize Chandler's ability to finance transportation projects

Neighborhoods

Chandler boasts a mixture of modern homeowner associations, mature traditional neighborhoods, apartments, condominiums and other housing types. To sustain an exceptional quality of life for Chandler residents and keep Chandler safe, clean and beautiful, the preservation and enhancement of neighborhoods is paramount.

Just as Chandler's housing options are varied, so are the approaches to ensure that all neighborhoods remain safe and vibrant. Partnerships with stakeholders including engaged residents, developers and community agencies provide opportunities to achieve this goal while maintaining each neighborhood's distinct character.

Unique and vibrant neighborhoods with:

- Services and amenities that build a community aligned with the needs of people in the surrounding area
- A holistic approach to neighborhood improvement through coordination with City departments, non-profits, business partners, faith agencies and community members
- Innovative programs that provide quality housing options for residents' diverse needs
- Well-maintained and enhanced infrastructure that promotes aesthetics, safety and community vitality





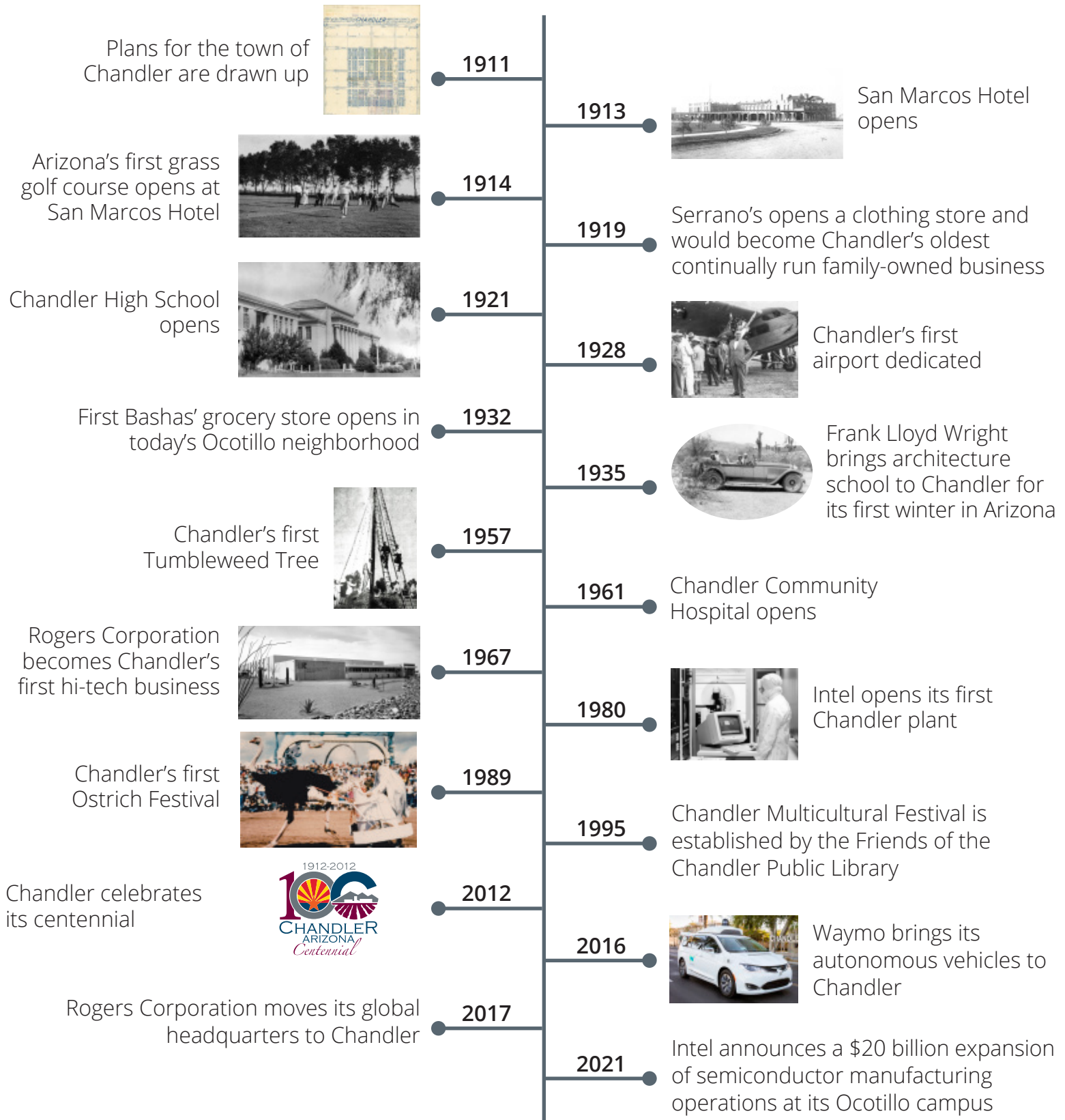
Quality of Life

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. Public safety is essential to our community's quality of life. First responders protect, serve and respond to the needs of the community. Maintaining an unparalleled quality of life includes a renewed focus on arts, culture and recreation. High quality development and amenities shape the character of our neighborhoods and business centers.

Providing a safe community and an exceptional quality of life through:

- Public safety personnel, technology and training that foster supportive relationships
- High standards incorporating innovative architecture, art and landscaping elements
- Parks and open spaces with amenities catering to the demographics of the area
- Public spaces that are usable year-round and eliminate blight
- Activities and entertainment that capitalize on Chandler's culture, unique history and captivating arts and music scene
- Use of creative partnerships to provide recreational and cultural opportunities

Chandler's Firsts - timeline of innovations



Digital copy available at:
ChandlerAZ.gov/StrategicFramework

