



Strategic Framework 2023-2025

City Council Work Session
March 23, 2023

Vision and Brand

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.

Strategic Policy Direction

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 for the next two years.

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.
- 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.

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, 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.

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 culture of creativity, business-friendliness and problem solving to address customer needs.
- Partnerships with higher education and workforce development programs that create a talent pipeline for key industries.
- Partnerships to support entrepreneurs, startups and small business.
- Marketing and illustrating Chandler's brand as a destination for innovative people and technologies.

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 wholistic 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.

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.

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.
- 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 implement innovative ideas that promote efficiency, productivity and connectivity.

Next Steps:

- Produce Strategic Framework Booklet and Webpage
- Adoption of the Strategic Framework 2023-2025
- Develop Executive Team Action Plan to support Strategic Framework and review with Council
- Begin executing, tracking and reporting on plan

