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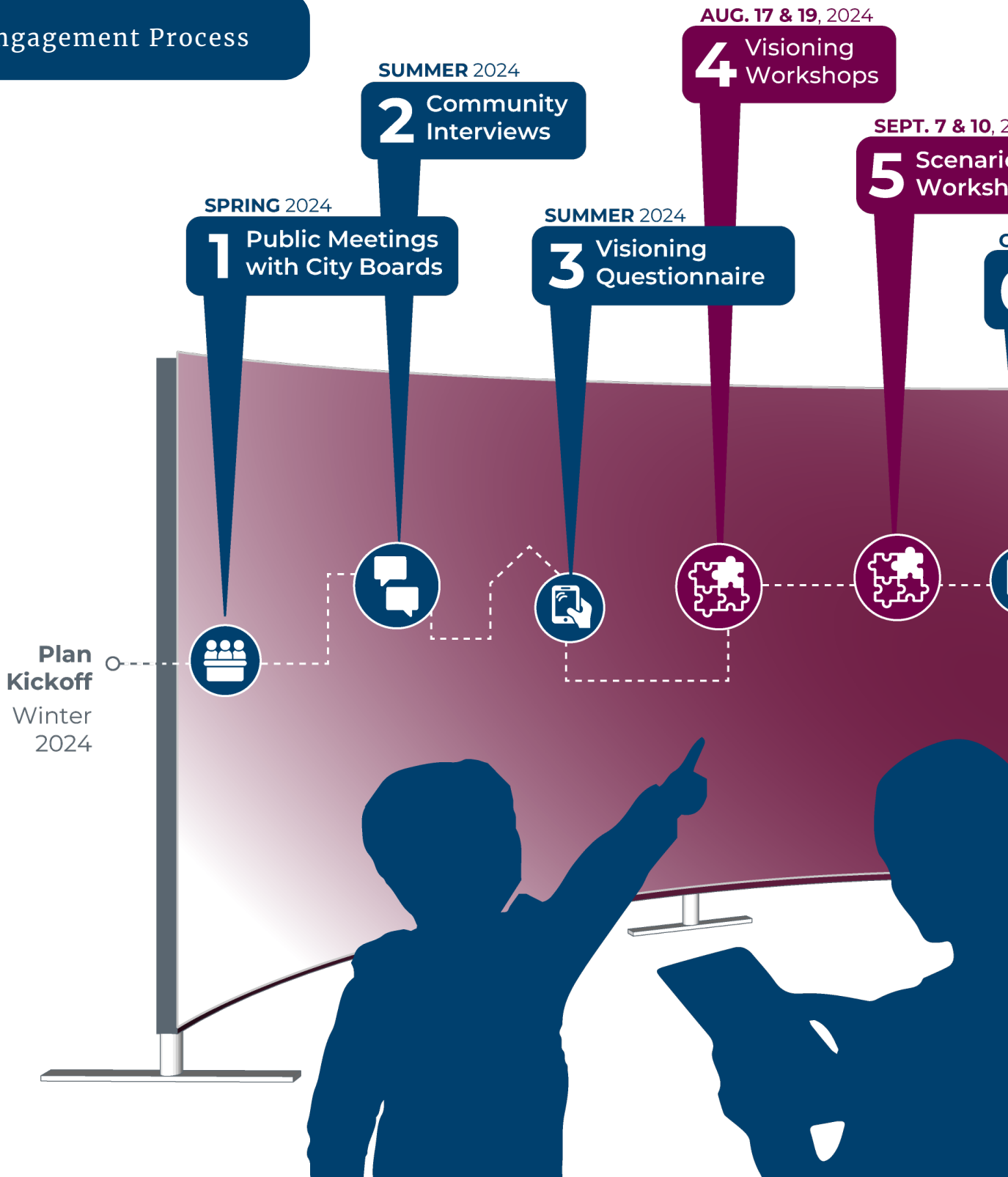
DISCOVERY

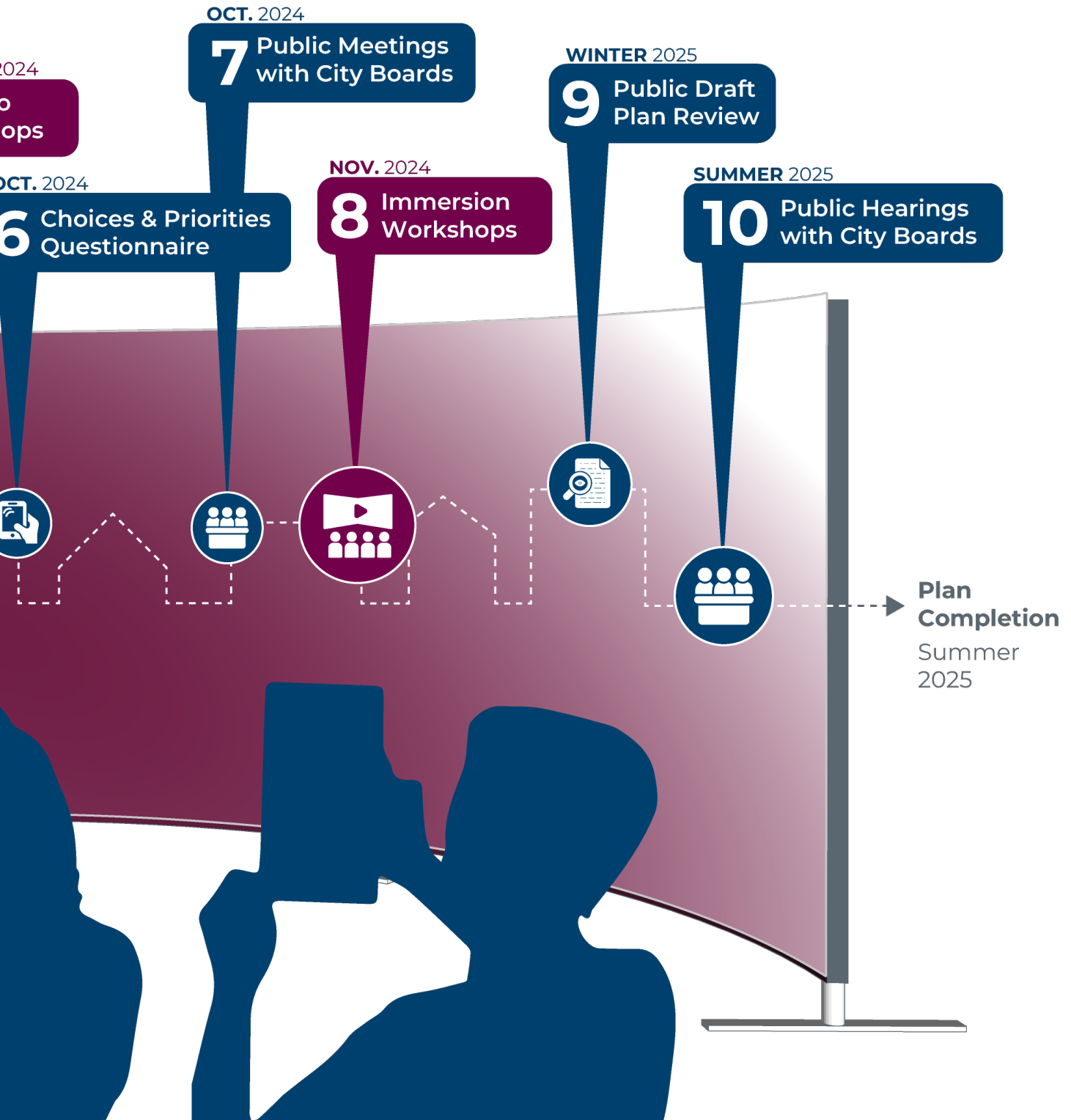




The **Discovery Chapter** illustrates both community engagement strategies deployed as well as the community engagement results for the DRAP process.

Our Engagement Process






DISCOVERY

Community engagement is essential to the success of any community initiative. These efforts to collaboratively build consensus and reflect the true values and vision of the community ultimately translated to a plan to be utilized for many years to come. Chandler’s commitment to engage the community and discover the diverse perspectives

and ideas from the downtown region’s residents and stakeholders is embedded in the vision statement, goals, and policies of the DRAP. Early in the project process, the project team created a Public Participation Plan articulating a variety of engagement strategies which were implemented and reflected in the next sections.



Attendee at DRAP Workshop Participating in a Visual Preference Survey



Materials for the community workshops provided in [Appendix A: Community Engagement Materials](#) were developed using initial community input gleaned from community interviews and online questionnaires.

DRAP Workshop Two

COMMUNITY ENGAGEMENT STRATEGIES

Over the course of approximately 18 months from early 2024 to Summer of 2025, the following engagement strategies were utilized.

The **Project Website** was launched early in the process and served as a key and visible resource for sharing essential information, including background reports, event schedules, and drafts for public comment. It hosted interactive questionnaires and virtual workshops providing an accessible platform for community engagement. The website was promoted on social media, at educational meetings, at community events, and during interviews. Community members were able to sign up to receive regular updates on the process ensuring timely awareness of important community engagement touchpoints during the process. The website received over 5,058 visits throughout the process.

An **Information Brochure** was developed early in the process for online and print distribution in both English and Spanish featuring an overview of the DRAP describing the purpose of the endeavor as well as general timelines for completion.

Nine **Public Meetings** were conducted with the *Historic Preservation Committee, Planning and Zoning Commission, Downtown Chandler Community Partnership, Mayor's Youth Commission, and City Council* during the process. These meetings occurred throughout the process to provide a general overview and update of the planning process, and feedback received from the community. The meetings also provided an opportunity to promote workshops and project involvement.

A targeted list of stakeholders from each district consisted of 65 individuals and resulted in fourteen (14) **Community**

Interviews early. Additionally, an 18-person tour with the Urban Land Institute (ULI) was conducted. These discussions offered an opportunity for community members to influence and guide the DRAP and fostered dialog on the downtown region’s challenges and opportunities.

Building on the input received at the early public meetings as well as from questionnaires and interviews, nearly 800 people participated in six in-person and three virtual **Community Workshops** held at pivotal points during the DRAP process. Workshops for *visioning* and *scenario* offered an interactive platform and resulted in the third, *immersion workshop*. Workshops were advertised via the project website, the city’s social media channels, radio, eLists, and a local electronic billboard. The first two workshops were held in-person at the Chandler Public Library and the third was held at the Arizona State University - Chandler Innovation Center on multiple days concurrently with in-person and virtual workshops were held to offer maximum participation opportunities. The feedback from the community evolved informing the next workshop in the series as well as the plan itself.



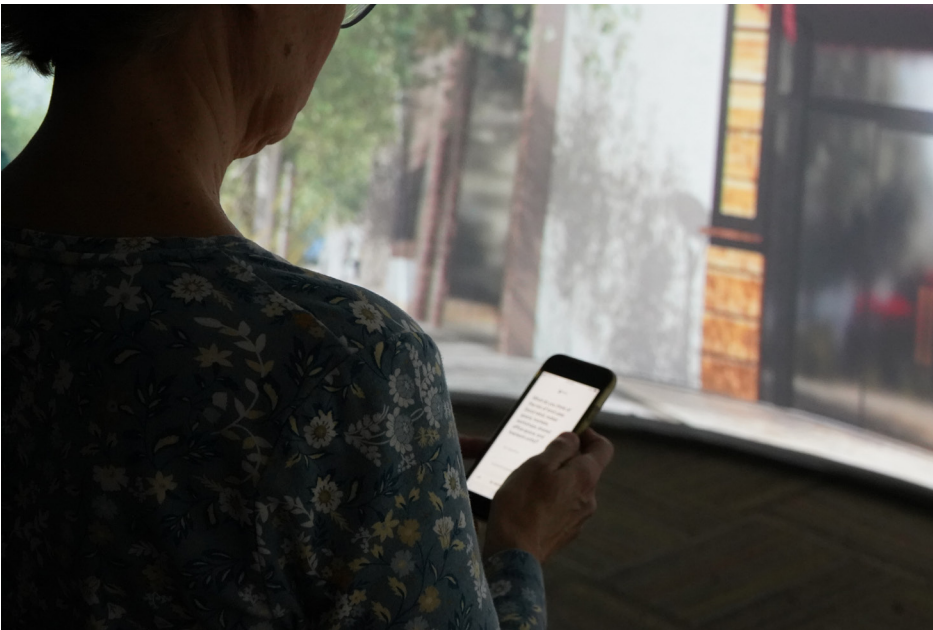
ULI tour of Downtown Chandler



ULI tour of Downtown Chandler



Attendees participating in facilitated discussion at Immersion Workshop



Immersion Workshop attendees participated in a facilitated discussion while also answering specific design questions via online polling.

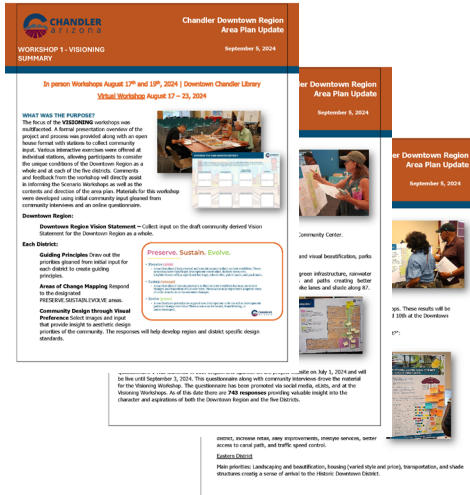
Attendee participating in online poll at Immersion Workshop

Visioning Workshop

The focus of the *visioning workshop* was multifaceted. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the downtown region as a whole and each of the five districts. Comments and feedback from the workshop directly informed the *scenario workshop* as well as the contents and direction of the DRAP. The focus of the workshops was establishing a regional vision statement and garnering community input on priorities for the district guiding principles (goals), areas of change mapping, and a district based visual preference exercise.

Scenario Workshop

The *scenario workshop*, built on *visioning workshops*, offered an updated vision statement for the region and produced three tailored guiding principles (goals) per district reflecting comments received. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Comments and feedback from the workshop directly assist in informing the *immersion workshop* as well as the contents and direction of the DRAP. The area of change mapping exercise evolved delineating *District Design Concept Sites* and featured a new visual preference exercise for the five conceptual artist renderings creating community derived inspirational spaces with design details.



[Click to view Visioning Workshop Summaries](#) 



[Click to view Scenario Workshop Summaries](#) 

Immersion Workshop

The *immersion workshop* offered an orientation presentation in open-house format, featuring a showcase of the evolved downtown region's vision statement, each district's guiding principles (goals), district design concept models, sketches, and orientation for the virtual reality experience. The virtual reality experience was a facilitated, interactive experience that allowed participants to visualize and comment on three of the design concepts that they had previously envisioned. The *immersion workshop* was broadly attended by community members and featured on the website as a virtual workshop.



[Click to view Immersion Workshop Summaries](#) 

How did we engage the community?



5,705
webpage
visits

throughout the project



793
questionnaire
responses

from the community



570
workshop
participants

(6 in-person, 3 virtual)



32
interviews

with the community



9
public
meetings

throughout the project