General Plan Update:
Public Participation Plan

January 2025

INTRODUCTION

The City of Chandler has initiated an update to the *Chandler General Plan 2016: a vision refined*. Updating the general plan is statutorily required and essential for the city to remain relevant and responsive to potentially new or changing challenges and opportunities. The general plan is a community-informed policy document that considers the entirety of the city. Community involvement is a primary consideration in the development of the updated plan. The intent of the *Chandler 2026 General Plan Update* (GPU) is to guide the future growth and physical development of the city with a considerable amount of community engagement to drive the process. Participants will learn about existing and potential land use issues and identify the goals, policies, and implementation strategies that will be incorporated into the GPU.

To drive this effort, this Public Participation Plan (PPP) describes the activities and community outreach efforts the city will undertake to engage the public and attract a wide audience to participate in the GPU. The PPP will:

- Meet Arizona statutory requirements.

- Introduce the project team and establish committees.

- Define participation strategies.

- Provide an anticipated participation timeline.

The dynamics of the PPP will evolve, with tools and techniques being added to capture events and activities throughout the planning process to appeal to the greatest number of people in Chandler. The aim is for the process to effectively capture the community's interest and gather contextual data. The data will be instrumental in informing the city's approach to developing policy and implementation strategies that accurately reflect the community interest at large, thus appealing to the greatest number of community members. Components of this PPP will be developed into graphically rich and informative infographics and will be incorporated into the project website.

GENERAL PLAN REQUIREMENTS

A city's general plan is a critical document that outlines its long-term goals and vision for growth. Arizona Revised Statutes (ARS) 9-461.06 require that a municipality readopt or update its general plan every ten years. The *Chandler General Plan 2016: a vision refined* was adopted and ratified by voters in 2016. ARS 9-461.06 requires that the governing body adopt a written public participation procedure that provides:

- The broad dissemination of proposals and alternatives.

- The opportunity for written comments.
- Public hearings after effective notice.
- Open discussions, communication programs, and information services.
- Consideration of public comments.

During the GPU process, the city must also consult with, advise, and provide an opportunity for official comment by public officials and agencies, school districts, adjacent municipalities and Native American communities, public utility companies, civic, professional, and other organizations, property owners, and residents. This PPP meets the statutory requirement to promote meaningful and inclusive public participation that provides effective, early, and continuous participation from all geographic, ethnic, and economic areas within the City of Chandler.

PROJECT TEAM AND COMMITTEES

PROJECT TEAM

The Project Team (PT) shown below includes City of Chandler staff who will provide technical and institutional expertise and support throughout the GPU and key members of the consultant group led by Logan Simpson and supported by subconsultants Elliot D. Pollack and Company, Kimley Horn, and Upfront Planning.

Project Team, City Staff	
Lauren Schumann	Principal Planner/GPU Project Manager
David de la Torre	Planning Manager
Kevin Mayo	Planning Administrator
Amy Jacobson	Housing and Redevelopment Project Manager
Gina Ishida-Raybourn	Public Works & Utilities Principal Engineer
Simone Kjolsrud	Water Resource Manager
Kallika Naylor	Water Resource Analyst

Project Team, Consultant Group	
Megan Moore, Logan Simpson	Project Manager
Terri Hogan, Logan Simpson	Assistant Project Manager
Bruce Meighen, Logan Simpson	Project Advisor/Contract Manager
McKayla Dunfey, Logan Simpson	Innovation Lead

Rick Merritt, Elliot D. Pollack & Company	Housing, Cost of Development, Economic Growth
Chris Joannes, Kimley Horn	Circulation, Transit, Bicycling, Water Resources, Public Services/Facilities, Public Buildings
Jessica Sarkissian, Upfront Planning	Stakeholder Engagement

TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee (TAC) is a working group composed of city staff that will provide technical input as the subject matter experts. TAC members will review and comment on the content of the GPU as it is prepared. TAC members will also participate individually in technical interviews, plan audit, questionnaires, and public events. Up to three meetings will be held at strategic milestones of the project.

Technical Advisory Committee	
Dana Alvidrez	Traffic
Jason Crampton	Transportation
Melissa Delana	Police
Adrianna Erickson	DEI Program Coordinator
Keith Hargis	Fire
Mike Hollingsworth	Facilities
Gina Ishida-Raybourn	Public Works and Utilities
Amy Jacobson	Housing and Redevelopment
Chelsey Faggiano	Economic Development
Simone Kjolsrud	Water Resources
Lauren Koll	Downtown Redevelopment
Rachelle Kuzyk	Library
Mickey Ohland	Parks
Ryan Peters	Government Relations
Corey Povar	Recreation
Priscilla Quintana	Neighborhood Resources
Ryan Reeves	Airport
Stephaine Romano	Communications and Public Affairs (CAPA)
Steven Turner	Sustainability

RESIDENT ADVISORY COMMITTEE

The Resident Advisory Committee (RAC) is a working group composed of community members that will provide input and perspective during the process. RAC members will review and comment on the content of the GPU as it is prepared. Up to three meetings will be held at strategic milestones of the project. The members of RAC will be established by the city in February of 2024.

COMMUNITY GROUPS

All community members and interest groups will be invited to participate throughout the GPU process. The following list will be augmented and refined as the planning process evolves and additional groups are identified.

Community Groups		
City Elected Officials, Boards, and Commissions	Chambers of Commerce	Major Businesses/Employers
State, Federal, County, and other Local Agencies	Special Districts and Utilities	Large Landowners and Major Developers
Educational Institutions	Non-Profit Groups	Youth Groups
Health Organizations	Sports and Cultural Facilities	Ethnic Groups
Airport	Faith-Based/Charity Groups	HOAs/Retirement Communities

BOARDS AND COMMISSIONS

Throughout the GPU process, the PT will present to and solicit feedback and direction from city boards and commissions. Early and continuous involvement of both the City Council and Planning and Zoning Commission will be critical to the effort. Other city boards such as the Transportation Commission, Parks and Recreation Board, Neighborhood Advisory Committee, Economic Development Advisory Board, and the Airport Commission will be regularly updated by the PT throughout the process.

PUBLIC PARTICIPATION STRATEGIES

Public participation is a key component of an inclusive and comprehensive planning process. Meaningful input from the community provides valuable direction to inform the community's vision and ensures that the city is listening and responding to the community's needs.

UNIQUE PROJECT BRANDING

Using the city's style and branding guidelines, the PT has produced a unique look and feel that will be used throughout the GPU to promote uniformity and familiar with the plan. This branding will be used on all promotional materials and city-created giveaways and will help propel the GPU by keeping the knowledge of it alive with residents though the ratification process.

Name: *Chandler 2026 General Plan Update*

Logo:

Fonts:

Color Palette:

INCLUSIVE ENGAGEMENT

The City of Chandler believes that all community members should be given the opportunity to have a voice in the GPU. The following includes anticipated events and techniques that are intended to engage as many community members as possible throughout the process. Specific details of these activities will be published on the project website and broadly advertised.

- **ENGAGEMENT TRACKING**: Demographic and geographic information will be collected throughout the GPU process to gauge participation. Using this information, and an engagement tracking tool, the city will be able to adjust engagement tools and techniques to target all groups and areas.

- **UNDER-REPRESENTED ENGAGEMENT**: All engagement notification materials will be translated and distributed in both English and Spanish and events will have Spanish translation available. In addition, working with government and public policy classes, youth groups, student governments, and children in after school programs, and recreation and summer camps will reach voices typically left behind in planning processes.

- **COMMUNITY AMBASSADORS**: Community champions will serve as liaisons or co-creators willing to assist in the process, reach out to their networks, and serve as a familiar introduction between the PT and community groups. The PT will seek out these liaisons throughout the process.

- **DEDICATED PROJECT WEBSITE**: Public engagement activities and all project documents will be available on the website. The website will include community event details, feedback opportunities, interactive mapping, questionnaires, quick polls, and more. The website will be maintained by the PT and linked from the city's website.

- **PROMOTIONAL MATERIALS**: Building on the look and feel of the website, regular updates will be given, both in written and digital form, on project progress to increase awareness of the project and encourage engagement. An informational brochure will be produced and shared with the city and online. Additional materials, such as flyers, newsletters, videos, social media posts, etc., will be utilized to help the city increase awareness and support for the project. Local media news releases and all city social media platforms and E-lists will also be used to advertise public events.

- **ONLINE QUESTIONAIRES**: Questionnaires will be developed prior to and concurrent with community workshops and events to garner feedback and to provide an electronic opportunity to participate in community workshops. Links to these questionnaires will be included on the project website, distributed through E-lists and social media, and available at all community events.

- **COMMUNITY CONVERSATIONS**: A series of in-person and virtual one-on-one and group interviews will be held to listen to community members' perspectives on challenges and opportunities for Chandler and to set the foundation for the GPU. Community members and interest groups will be invited to participate, and a broad list of potential community groups and stakeholders will be compiled and evolve through this process as additional groups are identified.

- **COMMUNITY EVENTS**: Initially after launching of the project website and commencement of the initial community questionnaire and interviews, a community panel will be held in the style of a TEDTalk to help inform and educate community members on important topics and focus areas of the GPU. After this panel event, two in-person interactive workshops will be held to garner direction on the community's vision and desired growth scenarios for the city. These workshops will be held at different times and locations and in concurrent virtual format to ensure broad participation. In addition to the workshops, drop-in events such as community festivals, concerts, parades, or school events to gain input and share information on key topics during the project will be attended to build awareness and gain input on the GPU. Finally, an Augmented Reality Immersion Lab will be a capstone to the GPU reflecting all the input collected through the various mediums employed.

INNOVATIVE USE OF TECHNOLOGY

While traditional in-person engagement methods will continue to play a significant role in the GPU, the use of technology is paramount to disseminate information and broaden outreach. The City of Chandler will use various forms of social media for meeting and input notification as well as options that could include 2D and 3D mapping, ArcGIS Urban, ArcGIS StoryMaps, infographics, immersive 360-degree panorama images and augmented reality, renderings, and modeling to help the community better visualize ideas. The use of this technology is anticipated to be deployed throughout the process.

- **SOCIAL MEDIA/ELISTS DISTRIBUTION**: Social media notices will be used to help promote and solicit input and advertise events throughout the planning process. Working with the city's Public Information Officer, social media postings will be distributed to the city's different platforms (e.g., Facebook, Instagram, or Nextdoor) as well as to city E-lists.

- **ARCURBAN MAPPING AND MODELING**: ArcGIS Urban mapping and 3D modeling tools along with artistic and electronic renderings could be used to encourage input and allow community members to participate in scenario planning at in-person workshops and online questionnaires and ArcGIS StoryMaps for virtual workshop interface.

- **AUGMENTED REALITY LAB**: Staff and community members will lead technology-supported workshops to visualize and evaluate choices for different land uses across Chandler. Similar to the technology utilized in the *Chandler Downtown Region Area Plan* process, an augmented reality immersion lab will be the culmination of these workshops offering community members the opportunity to experience human-scaled visualization reflecting input shared throughout the entire public outreach process.

PUBLIC PARTICIPATION TIMING

The GPU process was initiated in October 2024, with an anticipated effective date of August 2026. Following City Council adoption of the GPU in February 2026, the GPU will be placed on the August 2026 primary election ballot for ratification by Chandler voters.

Throughout the GPU process, residents will have numerous opportunities to participate, and each public event will be broadly and legally noticed. Generally, public participation events and activities will be held between January 2025 and February 2026, coinciding with the Vision, Draft, and Adopt phases of the process.

Launch
Oct – Feb
2024 2025
- Project Website
- Kickoff Meetings
- Online Questionnaire 1
- Informational Brochures
- Community Conversations

Vision
Jan – Sep
2025 2025
- RAC Meetings
- Online Questionnaire 2 & 3
- Speaker Panel Event
- Drop-In Events
- Visioning & Scenario Workshops
- Immersion Lab
- Boards/Commissions Sessions

Draft
Feb – Oct
2025 2025
- TAC Meetings
- Boards/Commissions Sessions
- 60-Day Public Review

Adopt
Nov – Feb
2025 2026
- P&Z Commission Hearings
- City Council Hearing