

# CITY OF CHANDLER & TELEVEDA

CASE STUDY JUNE 2021



televëda



# CHANDLER, ARIZONA AWARDED FOR ITS RECREATIONAL INNOVATION

Chandler has long looked for opportunities for smart, sustainable solutions and innovative ideas that promote efficiency, productivity, and community. Which is why they turned to Televeda: to help them reach isolated residents and increase recreational engagement.

Starting in December 2019, with the COVID-19 pandemic mere months away, the City of Chandler made its first public-private partnership with Televeda. This forward-thinking spirit and commitment to innovation and technology allowed Chandler to develop its Chandler Rec at Home program, pivot quickly to digitized activities during shutdowns, and provide seamless services to its residents.

## ABOUT CHANDLER, ARIZONA

Dr. Alexander J. Chandler arrived in the Valley in 1887 and pictured an advancing city where Chandler, Arizona now sits today, and the City of Chandler is still on the cutting edge. Chandler is Arizona's fourth largest city and continues to be one of Arizona's fastest-growing communities. The city's vision of creating a diverse city with a high quality of life has been realized, and Chandler has become one of the leaders in technology and innovation.



*“It’s an honor to receive this recognition for the City’s digital efforts, especially in the midst of a pandemic and the challenges it presented. This award speaks to the talented and innovative staff throughout the City who work day in and day out to ensure our Community of Innovation remains at the forefront of technological advancements.”*

**MAYOR KEVIN HARTKE**



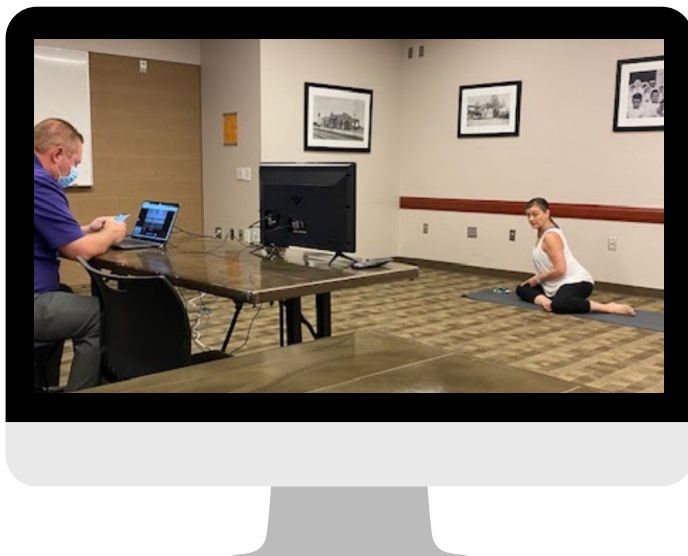
# CHANDLER & TELEVEDA PARTNERSHIP

Even before the start of COVID-19, the City of Chandler started its first public-private partnership with Televeda, for:

- **Increased accessibility:** Anyone with an Internet connection and device can access online classes. You don't need transportation and there are options for various levels of ability and experience. Plus virtual or hybrid events provide the potential for increased reach: residents can attend events in person and online.
- **Reduced social isolation:** Chandler wanted to make sure they were reaching all of their members with their recreational activities. Loneliness not only impacts the individual, but also caretakers, living facilities, and the country's healthcare system. Social isolation is a global problem, and requires a global solution, and the City of Chandler led the way in their commitment to the cause.
- **Enhanced innovation:** By partnering with Televeda, Chandler knew they could reach more of their members and inspire other organizations across the city and state to advance technology adoption and receive its benefits.

This foresight proved beneficial. Despite 2020 shutdowns, Chandler was able to continue providing their residents with ongoing programming. Grandparents and grandkids alike could enjoy arts & crafts, yoga practices, hip-hop classes, live cooking, and science experiments.

Televeda's one-stop-shop for recreational management provided the live streaming platform, administrative and technical support, staff training, and additional recreational content for Chandler residents.



*I highly recommend Televeda to any and every recreational program. Their services have helped us not only continue our current offerings, but expand digitally in more ways than we thought possible. It's truly a pleasure to work with their team, and see such appreciation from our Chandler Rec members.*

RAYMOND KANUIT  
RECREATION COORDINATOR

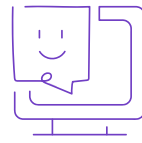
# SOLVING SOCIAL ISOLATION WITH INNOVATION

Televeda worked with Chandler to advance their Chandler Rec-At-Home program: a digital resource for families and caregivers looking to fill the day-to-day with practical, educational, inspiring, and entertaining content. From fitness classes to games, art, and science, the City's #GoPlayChandler home edition aims to help inspire Chandler residents and support caregivers through this one-stop destination on the Televeda Platform.

Televeda set up and trained Chandler's staff and instructors with live streaming equipment, providing in person support until Chandler ran classes on their own. Televeda also provides daily technical support and attendee feedback for continued improvements.

Thanks to this drive for innovation, Chandler was recognized as one of the top 10 Digital Cities Survey award recipients, by the Center for Digital Government (CDG). The annual survey recognizes cities using technology to tackle social challenges, enhance services, strengthen cybersecurity and more.

The move to digital activities by the City's Recreation Division was identified as a way for the government to continue providing services that were convenient, efficient and accessible for its residents. You can see their whole activity list here at [Chandler's Rec at Home site](#).



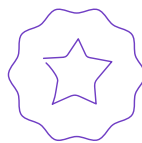
CONTINUITY OF  
COMMUNITY  
SERVICES



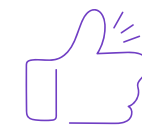
EFFICIENT RESIDENT  
ENGAGEMENT



REVENUE  
THROUGH DIGITAL  
TICKET SALES



NATIONAL  
RECOGNITION



PAYING MEMBERS  
FROM OUTSIDE OF  
CHANDLER

*for the  
first time  
ever!*



REDUCED  
STAFF BURDEN



CROSS-COUNTRY  
REACH

*We're so glad we can continue to provide these services to our community. Thanks for all you and staff have done to make this program a success.*

JOSEPH PETRELLA  
CPRE, CPP  
RECREATION MANAGER



# THE RESULTS

Televeda's one-stop-shop for recreational management provided the live streaming platform, administrative and technical support, and additional content for Chandler members.

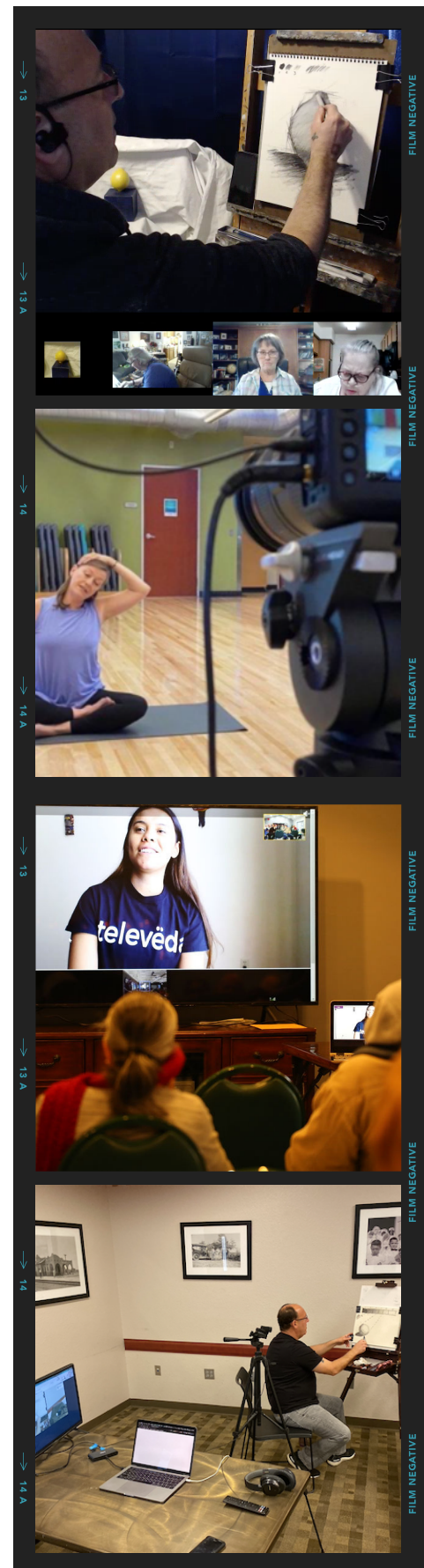
In collaboration with Televeda, Chandler offers more than 40 hours of classes a week, with attendees from across the country excited to attend every day. Their classes have supported not only seniors in Arizona, but also senior center residents on the East Coast who had to pause their programming.

Plus, from co-designing class ideas to appreciating Televeda's hands-on approach to training and providing customer support, Chandler staff is incredibly engaged and invested in the partnership.

Two organizations dedicated to technological advancement, socialization, and interactive engagement came together to help a city of hundreds of thousands of individuals not only get through the pandemic, but advance their wellness, knowledge, and community while doing it.

*I love all the tech support Televeda provides. You make it so easy for us to learn and use your platform, and incorporate all of our suggestions and feedback so quickly. It feels like we have a custom software designed just for Chandler Rec!*

**JENIFER CLOUSE**  
**CHANDLER RECREATION STAFF**



# THE FUTURE OF RECREATIONAL MANAGEMENT

Having virtual activity options gives recreation centers and civic organizations a flexibility during shutdowns and social distancing policies, as well as increases accessibility at all times.

Virtual recreation options allow for a lower barrier to entry, increased reach beyond geographical bounds, and improved convenience for the entire community.

Chandler was able to increase revenue not only with virtual ticket sales but also received memberships from individuals outside the city for their recreation centers. And through Televeda, they supported senior centers shutdown due to COVID from the other side of the country.

Hybrid classes like the ones that Chandler hosts ensures that no matter one's location, circumstance, or accessibility levels, they can still enjoy everything their community has to offer. And that is precisely what community is about.

**FOR MORE INFORMATION, YOU CAN CONTACT**

**THE CITY OF CHANDLER AT [RAYMOND.KANIUT@CHANDLERAZ.GOV](mailto:RAYMOND.KANIUT@CHANDLERAZ.GOV)**

**AND TELEVEDA AT [INFO@TELEVEDA.COM](mailto:INFO@TELEVEDA.COM)**



*I love brainstorming and strategizing directly with the Televeda on our programming—you definitely can't do that with Zoom or Webex! Everyone on the team is so supportive of our larger community goals and takes ownership to ensure our classes are a success. We look forward the future of our partnership as Chandler Rec At Home continues to grow!*

**TEOFILO RUIZ  
CHANDLER RECREATION  
STAFF**