

DisneylandForward: Local Outreach Overview:

Background:

Disneyland Resort regularly engages residents and businesses adjacent to Disney properties regarding initiatives or operational updates that may impact them. A comprehensive stakeholder outreach plan for DisneylandForward is underway, aimed at informing and educating stakeholders about the public process, while engaging in an ongoing dialogue to better understand the concerns, issues and needs of the community.

Through regular communication and outreach to local residents, Disneyland Resort will:

- Engage neighboring residents and businesses to invite questions and ongoing dialogue
- Timely inform the neighboring communities of public process milestones
- Respond to public and stakeholder feedback in an accurate and timely manner
- Host local residents at DLR-sponsored webinars and neighborhood town halls

Outreach Timeline:

Timing	Milestone or Action	Content	Audience
March 25	Mailing to Anaheim Households	Introduction to DisneylandForward; opportunity to sign up to receive updates/more information	~90,000 Anaheim households <ul style="list-style-type: none"> • 6,272: total residents registered for more info. • 2,259: Anaheim residents registered for more info
March 25	Pre-announcement phone briefing to key business, community and government stakeholders	Inform key stakeholders of upcoming announcement.	~40 stakeholders
March 25	Media briefing	Introduction to DisneylandForward/Q&A	~10 media outlets
Late March Early April	Briefings to City Council members and City Staff	Introduction to DisneylandForward/Q&A	City Council/City Staff
March 30	Briefing to DLR-adjacent/Harbor businesses	Introduction to DisneylandForward/Q&A	~30 local business & hotel stakeholders
April 13	Briefing for SOAR	Introduction to DisneylandForward/Q&A	18 attended
May 4	Webinar Briefing for DLR West-side/Walnut Residents	Introduction to DisneylandForward/Q&A	~1,400 invited 17 attended
May 5	Webinar Briefing for Residents Adjacent to Toy Story Parking Lot	Introduction to DisneylandForward/Q&A	~800 invited 5 attended
May 13	Webinar Briefing for Anaheim Chamber and Visit Anaheim membership	Introduction to DisneylandForward/Q&A	~400 attended
May 25/27	Follow-up Meetings for DLR West-side/Walnut Residents	Unstructured conversation driven by resident feedback; Q&A	9 residents
July 8	Follow-up Meeting for DLR West-side/Walnut Residents	Unstructured conversation driven by resident feedback; Q&A	13 invited 14 attended

Ongoing	1-1 Meetings with Key Local Stakeholders, Community Leaders and Residents	Introduction to DisneylandForward/Q&A responses to stakeholder feedback	
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