



Naperville, Illinois PRIORITIES PLAN 2021



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ACKNOWLEDGMENTS

CITY COUNCIL

Steve Chirico, Mayor
Patricia A. Gustin, Councilwoman
Paul Hinterlong, Councilman
Ian Holzhauer, Councilman
Patrick Kelly, Councilman
Paul Leong, Councilman
Theresa Sullivan, Councilwoman
Jennifer Bruzan Taylor, Councilwoman
Dr. Benjamin M. White, Councilman

CITY STAFF

Doug Krieger, City Manager
Marcie Schatz, Deputy City Manager
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Mike DiSanto, City Attorney
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Rachel Mayer, Finance Director
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Kelley Munch, Communications Specialist
Bill Novack, Transportation, Engineering and Development (TED) Director
Jackie Nguyen, IT Director
Mark Puknaitis, Fire Chief
Jim Sheehan, Human Resources Director
Geneace Williams, Diversity, Equity and Inclusion Manager

CITY OF NAPERVILLE RESIDENTS

The residents of Naperville provided important input into the Naperville Priorities Plan. Their participation and engagement is valued and appreciated.

CONSULTANT TEAM

Shockey Consulting Services, LLC

PHOTO CREDITS

City of Naperville, IL

INTRODUCTION

In February 2021, the City of Naperville began a process to create a Priorities Plan to ensure that its focus as an organization aligned with community priorities. The City developed the Plan with an emphasis on community engagement and collaboration between elected officials and city staff. A comprehensive Community Engagement Plan identified target audiences and methods to reach them.

Community feedback was gathered over a period of five months, from April to August 2021, and included a community survey with over 2,700 responses as well as several online surveys and discussion forums on topics such as public art, special events, sustainability and inclusion. Concurrent with public engagement activities, city staff and elected officials participated in individual and group meetings to identify critical issues and consider existing conditions in Naperville, documented in the Current Snapshot.

In addition to the activities related specifically to the Priorities Plan, ongoing deliberations related to housing choice, sustainability, and diversity, equity, and inclusion helped to articulate the City's role in these areas and solidified their place in the Priorities Plan. During the summer of 2021, Council workshops were held on several of these topics resulting in specific strategies and actions that will bring the Priorities Plan to life.

Reflecting on community input and their own experience, the City Council and staff developed themes for a Community Vision along with five focus areas, all of equal value:

- Financial Stability and Economy
- Housing Choice
- Infrastructure and Utilities
- Public Safety
- Sustainability

Council and staff also affirmed the City's existing mission statement and core values and agreed to incorporate them into the 2021 Priorities Plan.

COMMUNITY ENGAGEMENT

COMMUNITY SURVEY (ONLINE + PAPER) **2,705** 

ONLINE SURVEYS **4**
TOTAL PARTICIPANTS **1,190**


ONLINE QUICK POLL RESPONSES **366**


88 ONLINE DISCUSSION FORUM CONTRIBUTIONS 

DISCOVERY CALLS WITH CITY STAFF **6**


1 COUNCIL WORKSHOP 

CITY STAFF WORKSHOP **1**

PRIORITIES PLAN

VISION

Naperville's past provides a strong bridge to the future. Naperville's residents and elected officials envision a community that is:

FIRST-CLASS

Naperville is an award-winning community with unmatched quality of life, amenities and economic vibrancy

WELCOMING AND INCLUSIVE

Naperville is open and inclusive, balancing its identity as a premier community with a sense of welcome and belonging for all.

CONNECTED

Naperville is a place where people connect with each other and have easy access to amenities that offer a high quality of life.

RESILIENT

Naperville adapts and remains strong through adversity – whether adversity is climate change, national disasters, economic downturns, or social unrest.

FULL OF OPPORTUNITY

Businesses large and small thrive in Naperville. The robust local economy ensures that daily needs are fully met. All residents have access to the opportunities and amenities the community offers.

MISSION STATEMENT

To provide services that ensure a high quality of life, sound fiscal management, and a dynamic business environment, while creating an inclusive community that values diversity.

CORE VALUES

The work of employees of the City of Naperville is guided and driven by Core Values, the foundation upon which the organization's culture is built.

PEOPLE

We value each other as professionals working together to provide quality services. We strive for a rewarding work environment through teamwork, professional development, and employee recognition.

RESPECT

We treat each other with dignity, courtesy, and compassion.

TRUST

We build trust and credibility through professional interactions, honest communications, and a caring attitude.

PRIDE

We are driven to provide exceptional service and believe our achievements and successes reflect our work ethic.

FOCUS AREAS



Financial Stability and Economy

Promote development of the local economy and be a good steward of city tax revenues.



Housing Choice

Support housing and neighborhoods for all stages of life.



Infrastructure and Utilities

Provide infrastructure, electric service, and water/wastewater services that are reliable and safe, contributing to quality of life and economic development.



Public Safety

Provide a safe and secure community for all Naperville residents and businesses.



Sustainability

Work within city government and with community partners to act sustainably and make Naperville more resilient.

CRITICAL ACTIONS

FINANCIAL STABILITY AND ECONOMY

Promote development of the local economy and be a good steward of city tax revenues.

CRITICAL ACTIONS:

- Financial Principles
 - » Principle #1 – The City will pass a structurally balanced operating budget annually.
 - » Principle #2 – The City commits to continuous improvement in the delivery of necessary and cost-effective services.
 - » Principle #3 – The City will actively seek to increase its reserves to 25% and reduce its debt by 25% by the end of 2022.
- Maintain flexibility while seeking redevelopment options in order to fully utilize Naperville's developed commercial properties.

HOUSING CHOICE

Support housing and neighborhoods for all stages of life.

CRITICAL ACTIONS:

- Develop plan for Naturally Occurring Affordable Housing.
- Establish a revolving rehabilitation loan program targeted towards low-income seniors.
- Consider options for a voluntary inclusionary zoning ordinance.
- Leverage publicly owned land to address housing choice.

INFRASTRUCTURE AND UTILITIES

Provide infrastructure, electric service, and water/wastewater services that are reliable and safe, contributing to quality of life and economic development.

CRITICAL ACTIONS:

- Strategically invest in the City's aged infrastructure to help facilitate business retention and expansion.
- Develop and implement a water utility capital plan that maintains the City's high service levels while ensuring regulatory compliance with all IEPA and EPA mandates.

- Develop and implement programs that will improve utility load factor and reduce system peaks.

PUBLIC SAFETY

Provide a safe and secure community for all Naperville residents and businesses.

CRITICAL ACTIONS:

Police

- Increase public support and trust in the Police.
- Continue the investment in Police training, education and succession planning.
- Implement technological enhancements.

Fire

- Promote and foster community risk reduction.
- Continue the investment in Fire training, education and succession planning.
- Explore new ways of service delivery while adapting to changing community needs.

SUSTAINABILITY

Work within city government and with community partners to act sustainably and make Naperville more resilient.

CRITICAL ACTIONS:

- Implement a Green Purchasing Program.
- Determine appropriate metrics and reinstate publication of the City of Naperville Sustainability Report on a biannual basis.
- Revise permit applications to capture waste/recycling data and sustainability efforts.
- Collaborate with community partners to create a Sustainability Outreach and Engagement Program.
- Pursue opportunities to increase and expand the City's renewable energy sources with Illinois Municipal Electric Agency (IMEA) and through the City's renewable energy program.

RECOMMENDATIONS



In a community like Naperville that is already successful by many measures, what is next? Naperville already has many of the features other communities aspire to: great schools, a bustling downtown, abundant parks and recreational opportunities, and safe and beautiful neighborhoods.

And yet, city leaders realize that ongoing improvement is needed to maintain Naperville's position relative to peers and adapt to the changing needs and preferences of its citizens. With a framework of vision and goals, similar to the City's Financial Principles, the Priorities Plan offers guidelines rather than prescriptive tasks and policies that will be touchstones for decision-making. It is a productive step toward a culture of strategic planning in an organization with many demands to consider.

Recommendations for moving forward with the Priorities Plan and strategic management more generally:

- Refer to the Priorities Plan often. Consider it a unifying document, accepting the focus areas and building upon them through legislation, interactions between council members and city staff, and engagement with citizens and businesses. Reinforce the Plan and bring it to life with everyday actions and routine business.

- Revisit the Priorities Plan every year prior to the budget cycle. The Plan will be challenged. New issues will arise. Take time every year to consider whether the focus areas are still relevant and whether staff capacity exists to support them. As changes are needed, make them collaboratively and with intention.
- Use the public input gathered through the planning process as a factor in management decision making. Feedback on special events, public art, inclusion and belonging, sustainability, and current city services is valuable information for staff and elected officials to consider.
- Conduct a statistically valid citizen survey every two or three years to provide decision-makers with an assessment of citizen satisfaction they feel confident in using. The survey should provide opportunities for feedback on city services and public sentiment on key issues.

As evidenced by the planning process, Naperville is full of citizens that are passionate about their community and elected officials and city staff committed to the community's success. The Priorities Plan is a tool to focus their collective energy on what is most important.

APPENDIX





PROCESS DIAGRAM

	FEBRUARY 2021 1	MARCH 2021 2	APRIL 2021 3	MAY 2021 4	JUNE 2021 5
PHASES	PHASE 1: Launch			PHASE 3: Identifying Priority Issues	
	PHASE 2: Developing the Story				
CITY COUNCIL MEETINGS				Councilmember Interviews 5/18 - 5/27	Workshop #1: Data, Trends, Engagement on Critical Issues 6/7
CITY LEADERSHIP TEAM MEETINGS	Project Kickoff Meeting 2/5				Discovery Calls 6/2 Workshop #1 Data, Trends, Engagement on Critical Issues 6/8
COMMUNITY ENGAGEMENT				Vision & Issues Engagement Community Survey (In-Person & Online) 5/13 - 6/30	
					Disc

JULY 2021 6	AUGUST 2021 7	SEPTEMBER 2021 8	OCTOBER 2021 9	NOVEMBER 2021 10
		PHASE 5: Refine Strategies		PHASE 7: Adopt the Plan
PHASE 4: Craft Draft Plan			PHASE 6: Finalize Plan	
Draft Priorities Plan Framework & Survey Report 7/20				Adoption 11/2
			Refinement of Critical Actions	
In-Depth Topic Engagement Discussion Forums, Quick Polls (Online) 6/14 - 8/31				Priorities Plan Public Comments 10/29-11/1

COMMUNITY ENGAGEMENT PLAN

COMMUNITY ENGAGEMENT GOALS

- **Inform** the community by providing balanced and objective information to better understand the problems, alternatives, opportunities, and solutions.
- **Build** upon partnerships with other agencies and stakeholders, recognizing the effect this effort has on the community and that it complements other community initiatives.

PLAN PURPOSE

- The Priorities Plan will reflect the City's commitment to its mission statement.
- The Priorities Plan will be shaped by citizen input and will support the priorities expressed by the community.
- The Priorities Plan will be action oriented with measurable goals and strategies.
- The Priorities Plan will offer clear direction and alignment opportunities to city staff and elected officials on programs, services, and initiatives to emphasize through 2023.

CITY LEADERSHIP
& CITY STAFF

PROJECT
MANAGEMENT
MEETINGS

- Provide project updates and progress
- Discuss potential strategies and recommendations

STRATEGIC
PLANNING
WORKSHOPS

- Review data, trends, and public feedback
- Provide input on vision and opportunities
- Discuss potential goals and strategies

THE PUBLIC

COMMUNITY
SURVEY

- Available online and paper format
- Provide input on vision and priorities

DIGITAL
ENGAGEMENT

- Learn about the planning process
- Access research and recent publications on key issues
- Participate in discussion forums and other interactive activities

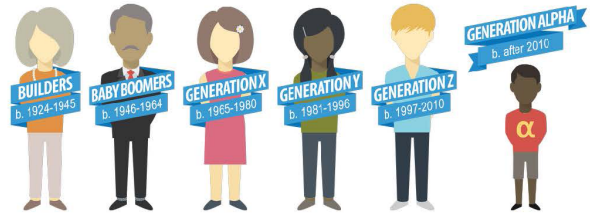
SUPPORTING
TOOLS

- Trend Cards
- Newsletters
- Community Signage
- Project Website
- Social Media
- Data Snapshot

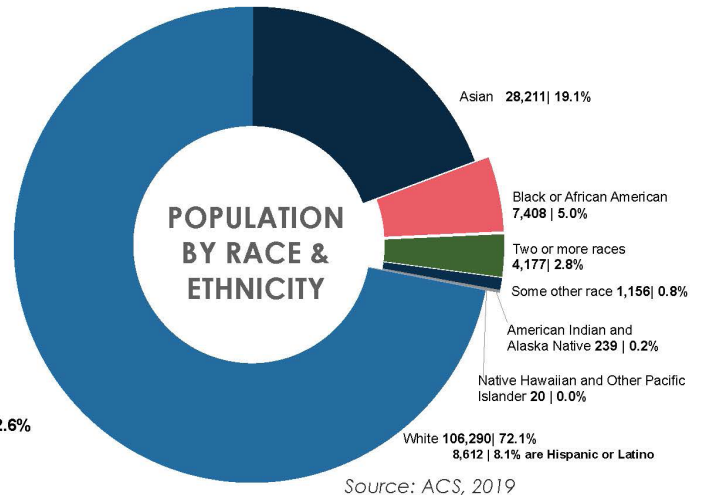
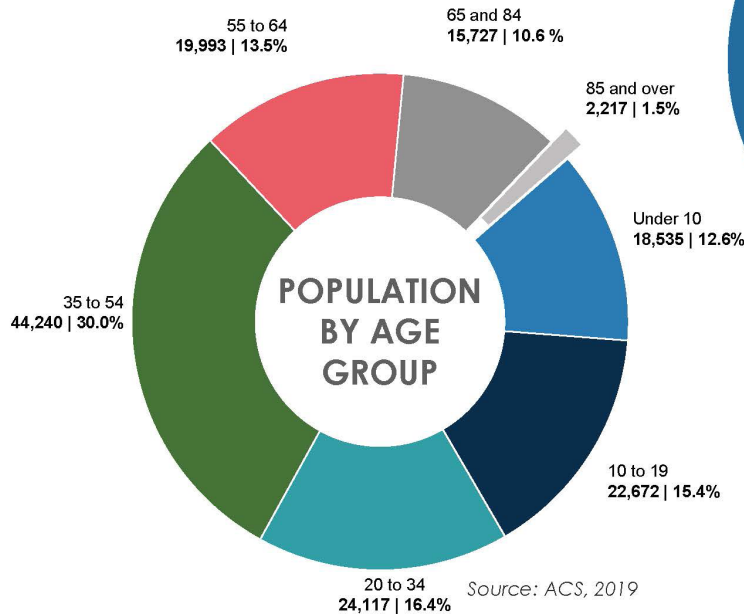
COMMUNITY
INPUT WILL
SHAPE:

- Community vision
- Recommendations for housing, sustainability, economy, and city services
- Prioritizing strategies

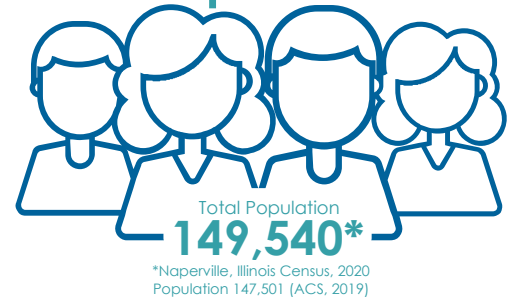
CURRENT SNAPSHOT



Demographics



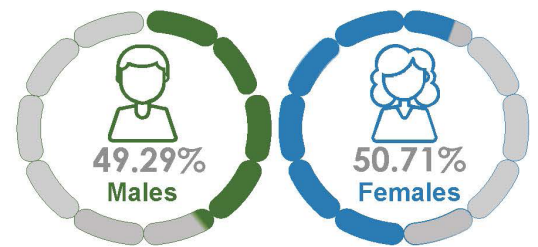
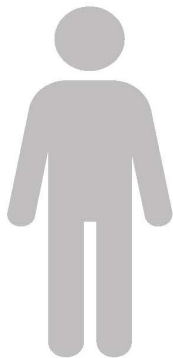
Naperville



MEDIAN AGE

Naperville	39.1
DuPage County	39.3
Will County	37.9
Illinois	38.1

Source: ACS, 2019



Source: ACS, 2019

AGE DIVERSITY INDEX



Naperville is less age diverse than the nation as a whole

Source: AARP, 2018

AARP LIVABILITY INDEX SCORE

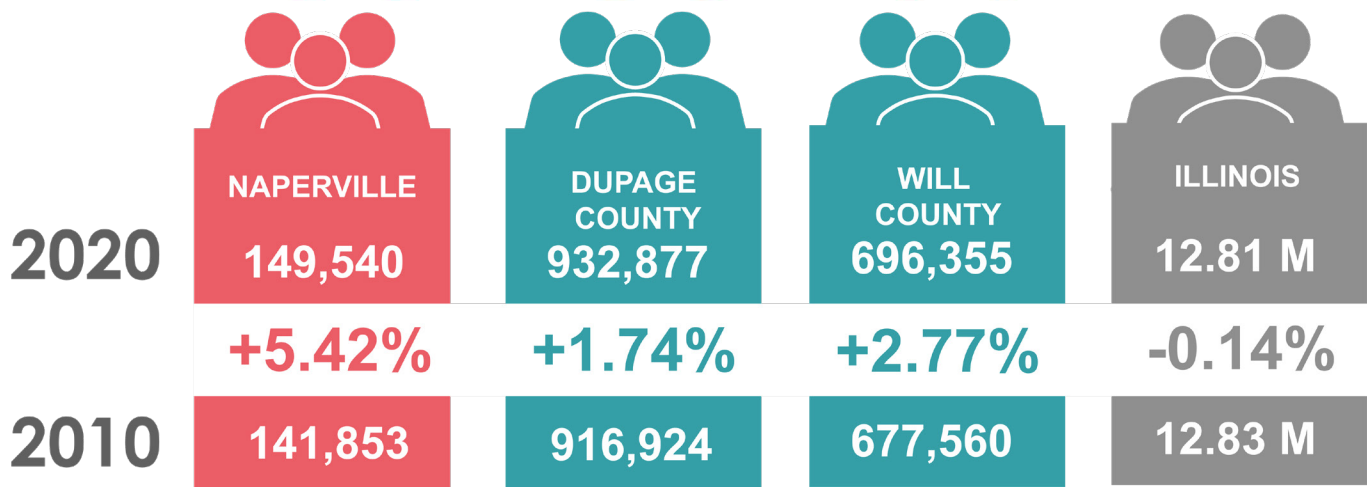


The livability score rates the overall livability of **Naperville** from 0 - 100. It's based on the average score of seven categories - housing, neighborhood, transportation, environment, health, engagement, and opportunity. Scoring measurements begins at the neighborhood level and outward to the state level.

ACS = 2010 AND 2019 (5-YEAR ESTIMATE) AMERICAN COMMUNITY SURVEY

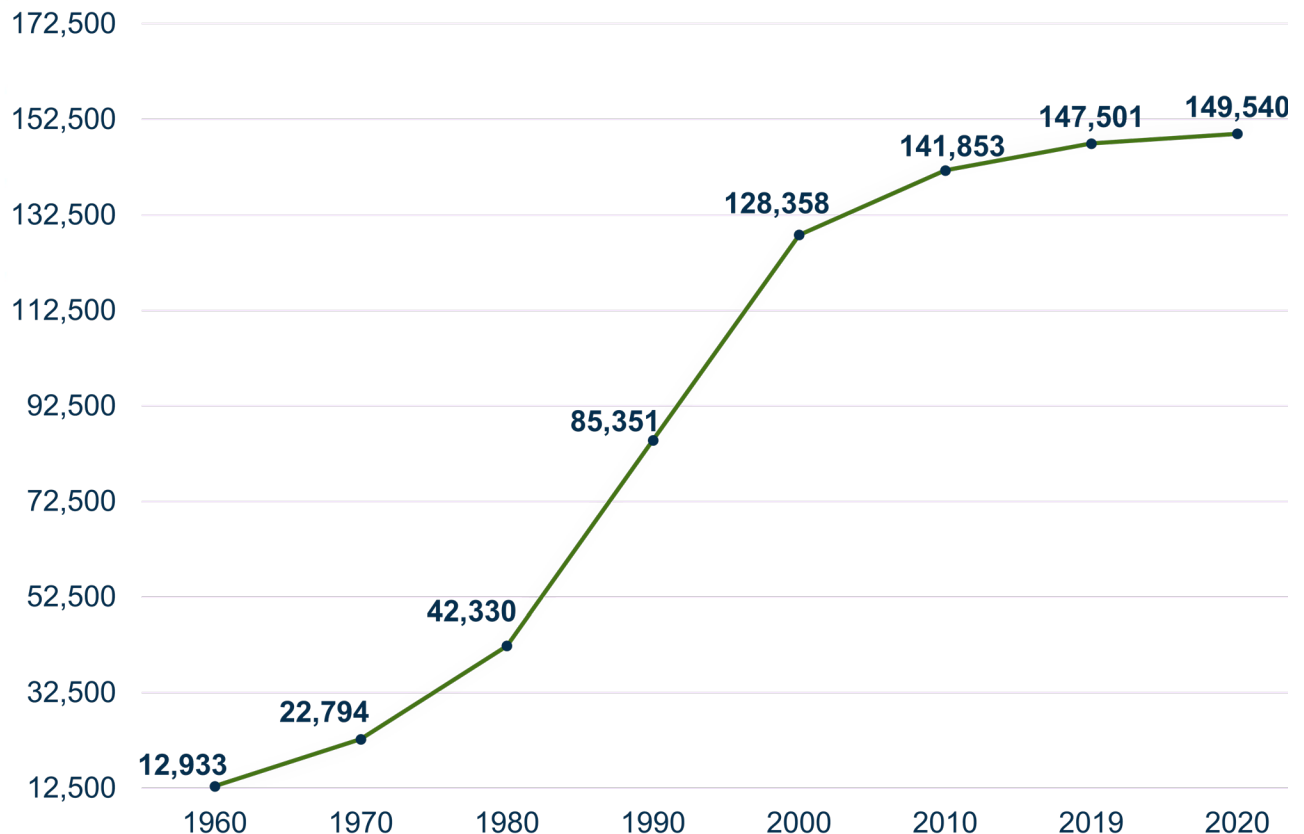
AARP = AMERICAN ASSOCIATION OF RETIRED PERSON

Demographics



This data provides a comparison of population growth – Naperville, DuPage County, and Will County have experienced an increase in population since 2010. The State as a whole has experienced a slight decrease.

Population (Decennial Census)





NAPERVILLE STRATEGIC PLAN
Bridging the Past to Possibility

Community

City of Naperville

 **42K** FOLLOWERS

 **52K** FOLLOWERS

Naperville Visitors Bureau

 **2.9K** FOLLOWERS

 **2.2K** FOLLOWERS

 **2.1K** FOLLOWERS

NAPERVILLE PUBLIC LIBRARY

Collection Size
786,247 pieces
includes books & electronic items

2,793 programs offered
38,642 attendance

61,476 cardholders

728,147 visitors

Source: Naperville Public Library, 2021

NAPERVILLE ATTRACTIONS

Art Galleries & Museums

- 4 Art Galleries:**
Schoenherr Art Gallery
Oesterle Library Gallery
Meiley-Swallow Art Gallery
Naperville Fine Art Center & Gallery
- 2 Museums:**
DuPage Children's Museum
Napier Settlement

Theatres

- The Riverwalk Amphitheater
Magical Starlight Theatre
Wentz Concert Hall
Madden Theatre
Pfeiffer Hall
Meiley-Swallow Hall
Bright Side Theatre
Summer Place Theatre

Historic Sites

National Register District:
Naperville Historic District

National Register Property:
The Caroline Martin-Mitchell Historical Museum
(Also known as Pine Craig)

Local Historic Landmarks:
The Truitt House, 48 E. Jefferson Ave.
Thomas Clow House, 5212 Book Road
Naperville Woman's Club, 14 S. Washington St.
Old Nichol's Library, 110 S. Washington St.

Naperville Riverwalk

- Grand Pavilion
Centennial Beach
Rotary Hill
Paddleboat Quarry and Fishing Pier
The Millennium Carillon in Moser Tower
Fredenhagen Park
Century Walk

Awards & Recognition



- 2021 - Best Cities in America to Raise a Family
- 2021 - Cities with the Best Public Schools in America
- 2020 - No. 22 on SafeWise's list of 50 Safest College Towns in America
- 2019 - Coolest Suburbs of America list
- 2019 - Crafftiest Suburbs list
- 2018 - Best Places to Live, NICHE
- 2018 - Second safest city in America on 24/7 Wall St. list
- 2011 - National Recreation and Parks Association Accreditation
- Money Magazine Best Places to Live - Seven times since 2004



Recreation

The Naperville Park District was established in 1966 as an independent municipal agency serving the recreational needs of Naperville residents. The District maintains and operates more than 2,400 acres with several facilities and amenities providing more than 7,500 classes, teams, events and performances annually.



Source: Naperville Park District, 2019

Park District Financial Health

Aaa

Bond rating since 2008

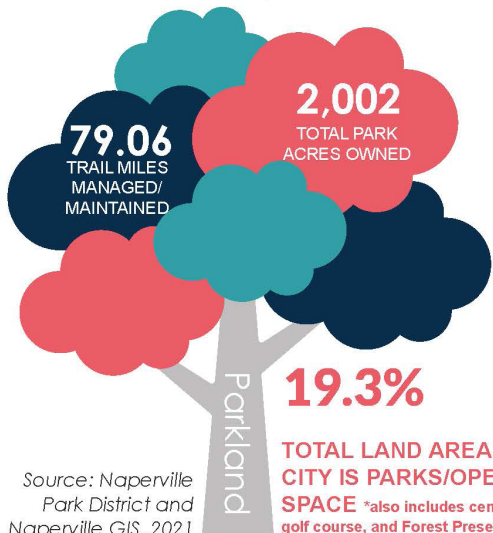
Source: Moody's Analytics

2020 Fort Hill Activity Center Memberships

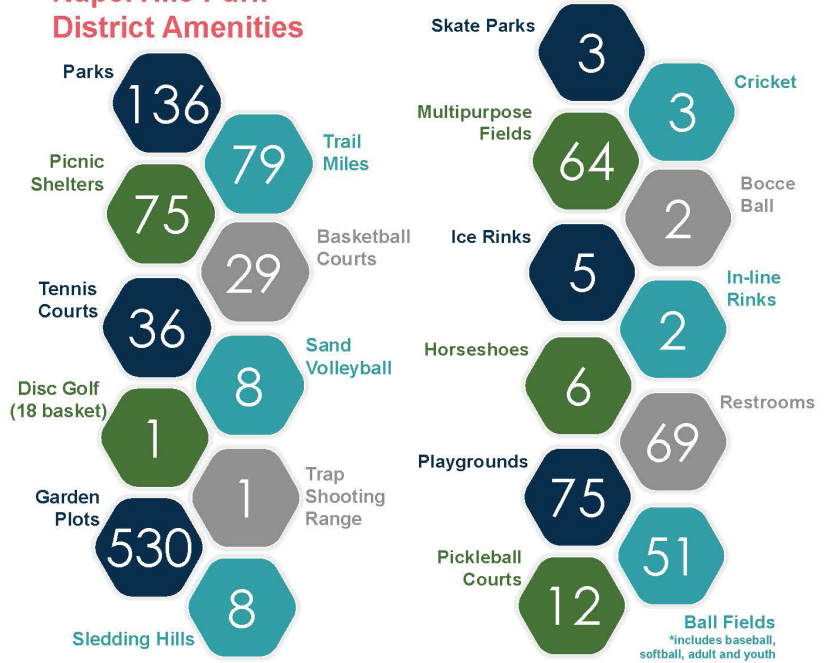
10,481

Pre-Covid months.
Includes fitness, track, childcare & gym

Source: Naperville Park District, 2019



Naperville Park District Amenities



Source: Naperville Park District, 2021

OTHER RECREATIONAL AMENITIES



McDowell Grove Forest Preserve

Springbrook Prairie Forest Preserve

Greene Valley Forest Preserve

Country Lakes Forest Preserve

Knoch Knolls Nature Center

Source: VisitNaperville.com and Google Maps

NAPERVILLE PARK DISTRICT	FOREST PRESERVE DISTRICT IN NAPERVILLE	FOREST PRESERVE DISTRICT OF DUPAGE COUNTY	FOREST PRESERVE DISTRICT OF WILL COUNTY	NATIONAL AVERAGE
16.3	18.6	27.9	31.9	9.3
ACRES OF PARKLAND PER 1,000 RESIDENTS	ACRES OF PARKLAND PER 1,000 RESIDENTS	ACRES OF PARKLAND PER 1,000 RESIDENTS	ACRES OF PARKLAND PER 1,000 RESIDENTS	ACRES OF PARKLAND PER 1,000 RESIDENTS

Based on 2019 Population Estimate

Source: Chicago Metropolitan Agency for Planning (CMAP), 2020 Report and Forest Preserve District

90% of City residents live within a 10 minute walk of a park.



Source: The Trust for Public Land, 10-minute walk



ACCESS TO EXERCISE OPPORTUNITIES


97.3%
3 miles from recreational activities

Median US Neighborhood
90.7%

Source: AARP, 2018

Health

The City Health Dashboard is a measure of health and drivers for the 750 largest US cities with a population over 50,000. The information below shows Naperville's relative performance in comparison to the other 749 cities. The site was developed by the National League Of Cities, International Association of City/County Management, and the Robert Wood Johnson Foundation.



PREVENTABLE HOSPITALIZATION RATE


50.9%
Effectively treated through outpatient care per 1,000 patients

Median US Neighborhood
48.5%

Source: AARP, 2018

9.4%
NAPERVILLE

13.7%
DASHBOARD CITIES AVG.




MENTAL HEALTH NOT GOOD FOR ≥ 14 DAYS DURING THE PAST 30

FREQUENT MENTAL DISTRESS

3,400
NAPERVILLE

7,595
DASHBOARD CITIES AVG.

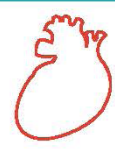


PER 100,000 POPULATION BEFORE AGE

PREMATURE DEATHS (ALL CAUSES)

140.8
NAPERVILLE

211.3
DASHBOARD CITIES AVG.




PER 100,000 POPULATION

CARDIOVASCULAR DISEASE DEATHS

7.9%
NAPERVILLE

12.7%
DASHBOARD CITIES AVG.




PHYSICAL HEALTH NOT GOOD FOR ≥ 14 DAYS DURING THE PAST 30

FREQUENT PHYSICAL DISTRESS

18.1
NAPERVILLE

24.4
DASHBOARD CITIES AVG.

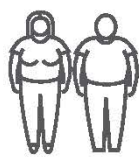


PER 100,000 FEMALES

BREAST CANCER DEATHS

25.2%
NAPERVILLE

30.4%
DASHBOARD CITIES AVG.




ADULTS 18 YEARS +

OBESITY

11.9%
NAPERVILLE

16.7%
DASHBOARD CITIES AVG.




ADULTS 18 YEARS +

SMOKING RATE

33.9
NAPERVILLE

41.3
DASHBOARD CITIES AVG.




WALK SCORE 0-100

WALKABILITY

27.3%
NAPERVILLE

29.6%
DASHBOARD CITIES AVG.

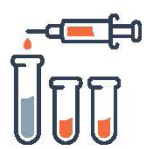


ADULTS 18 YEARS +

HIGH BLOOD PRESSURE

6.9%
NAPERVILLE

10.3%
DASHBOARD CITIES AVG.

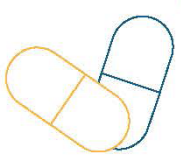


ADULTS 18 YEARS +

DIABETES

9.7
NAPERVILLE

15.0
DASHBOARD CITIES AVG.



PER 100,000 POPULATION

OPIOID OVERDOSE DEATHS

21.1%
NAPERVILLE

17.9%
DASHBOARD CITIES AVG.

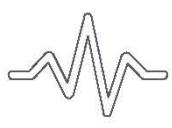


ADULTS 18 YEARS +

EXCESSIVE DRINKING RATE

81.7
NAPERVILLE

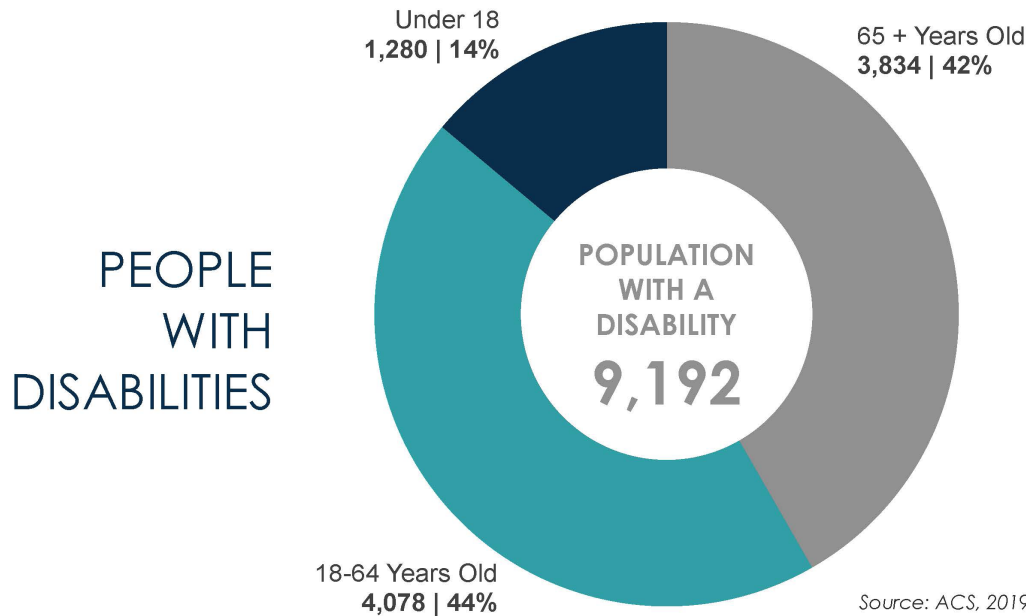
79.0
DASHBOARD CITIES AVG.



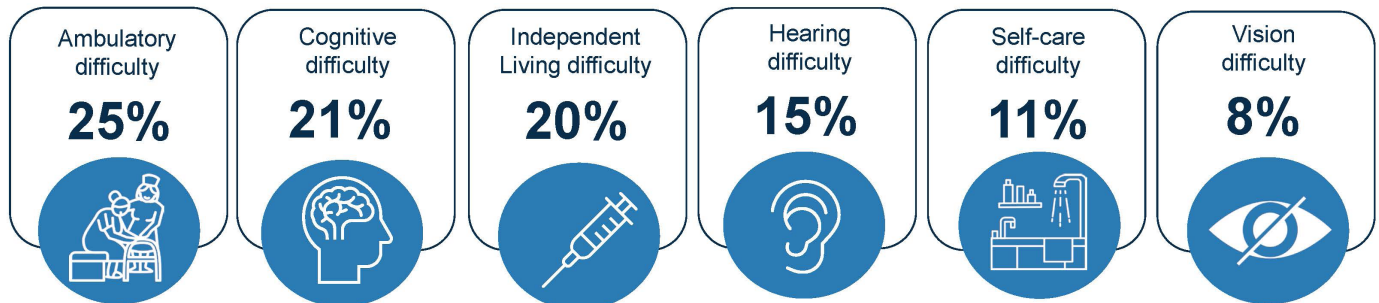
LIFE EXPECTANCY

Source: City Health Dashboard, 2018

Health



TYPE OF DISABILITIES OF PEOPLE LIVING IN NAPERVILLE



HEALTH CARE COVERAGE

	Population With Health Insurance	Population With No Health Insurance	Population < 19 Years of Age Without Health Insurance
Naperville	97.3%	2.7%	1.9%
Illinois	93.2%	6.8%	3.1%

Source: ACS, 2019

MAJOR HEALTH CARE PROVIDER

Edward Hospital

MENTAL HEALTH SERVICES


360 Youth Services
 Breaking Free
 SamaraCare
 Linden Oaks Behavioral Health Hospital
 National Alliance for the Mentally Ill
 (Will County and DuPage/Grundy Counties)

Source: Naperville Services, 2021



POLICE BEATS
12

43 PATROL VEHICLES
49 SPECIALITY VEHICLES
10 NON-EMERGENCY VEHICLES



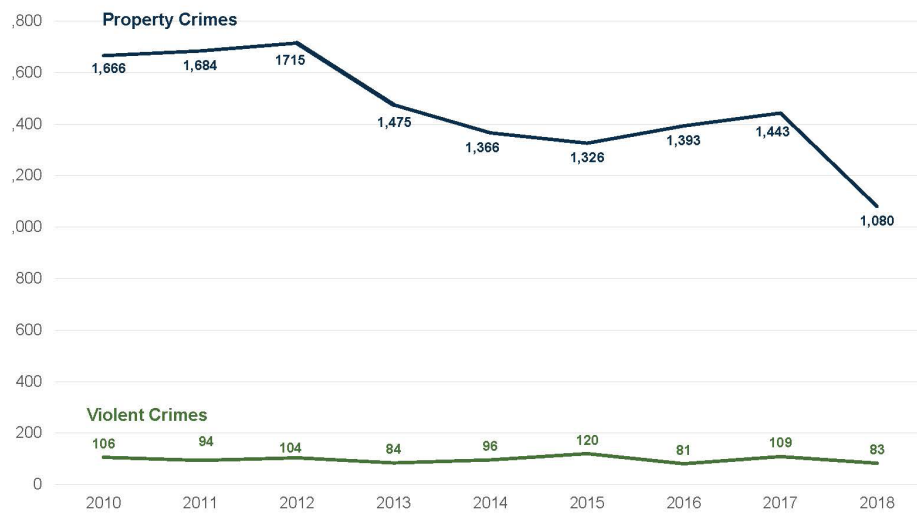
Source: Naperville Police Department Annual Report, 2019

NAPERVILLE		ILLINOIS		NATIONAL		NAPERVILLE	
VIOLENT CRIME	PROPERTY CRIME	VIOLENT CRIME	PROPERTY CRIME	VIOLENT CRIME	PROPERTY CRIME	VIOLENT CRIME	PROPERTY CRIME
0.6	7.3	6.9	15.6	3.7	21.3	106	83
RATE/1,000	RATE/1,000	RATE/1,000	RATE/1,000	RATE/1,000	RATE/1,000	INCIDENTS	INCIDENTS

Violent Crimes are offenses against people where force or the threat of force is used against victims.

Property Crimes include the offenses of burglary, larceny-theft, motor vehicle theft, and arson. Property Crimes are offenses where money or property are taken, but there is no force or threat of force against the victims.

CRIME 2010 - 2018



Source: Illinois State Police Index Crime Data and FBI.gov

VIOLENT CRIME	
2010	2018
106	83
INCIDENTS	INCIDENTS

Source: Illinois State Police Index Crime Data, 2010 - 2018

FIRE PROGRAMS AND SERVICES

- Community Connect
- Pulse Point Respond
- Rescue Vehicle Program
- Safe Haven-Abandoned Infant Program
- Y-FIRE Program
- Drug Drop Box Program

2019 Calls for Service
Non-Emergency **94,215**
Fire **4,303/EMS 9,867**

10 FIRE STATIONS



OPERATIONS PERSONNEL

CAPTAINS **10**
LIEUTENANTS **27**
FIREFIGHTERS **147**
TOTAL PERSONNEL
(Includes Administrative Personnel)
201

Approximately
2,918
annual safety inspections



ISO Rating
FIRE
2

2	Ladder Trucks	8	Ambulances
6	Engines	2	Rescue Vehicles

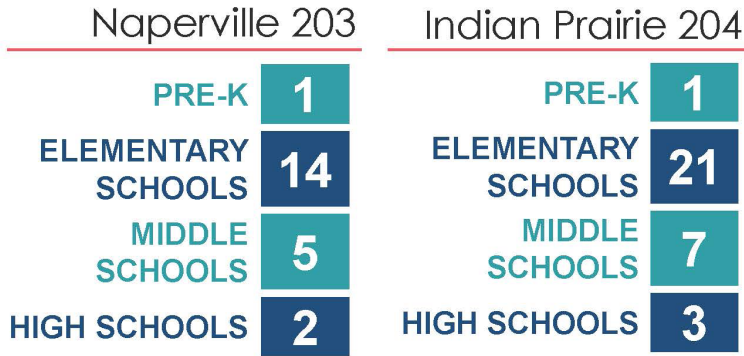
Source: Naperville Annual Fire Report, 2020

2020 Graduation Rate



Source: Illinois State Department of Education, 2020

2 Public School Districts



Source: District 203 Website

Source: District 204 Website

3 Nearby Higher Education Schools

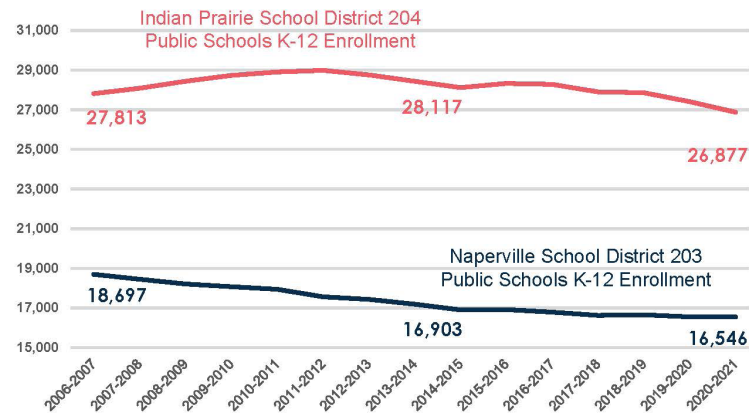
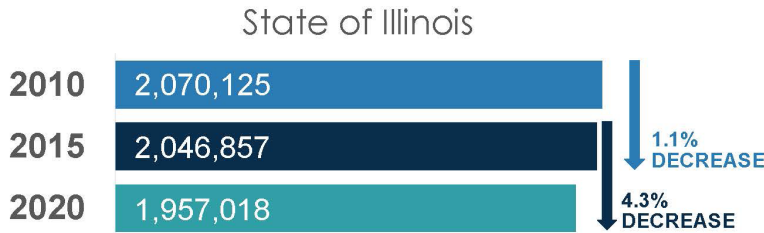
NORTH CENTRAL COLLEGE
61 Undergraduate Degrees
12 Graduate Degrees
4 Certificates
F/T Tuition: \$41,000 per semester

**COLLEGE OF DUPAGE
NAPERVILLE CENTER**
84 Associates Degrees
66 Certificates
F/T In District Tuition: \$138 per credit

**NORTHERN ILLINOIS UNIVERSITY
NAPERVILLE CAMPUS**
1 Undergraduate Degree
8 Graduate Degrees
3 Doctoral Degrees
1 Certificate
F/T Undergraduate Tuition: \$4,732.80 per term

Source: Higher Education Websites, 2021

Enrollment

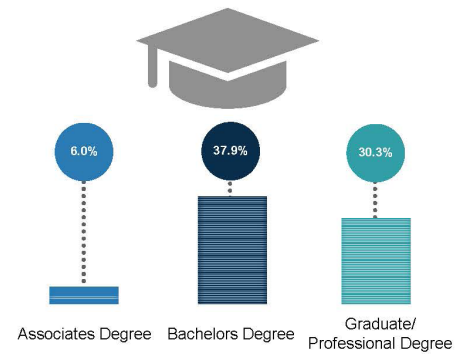


Source: Illinois State Department of Education, 2020

11 Private Schools

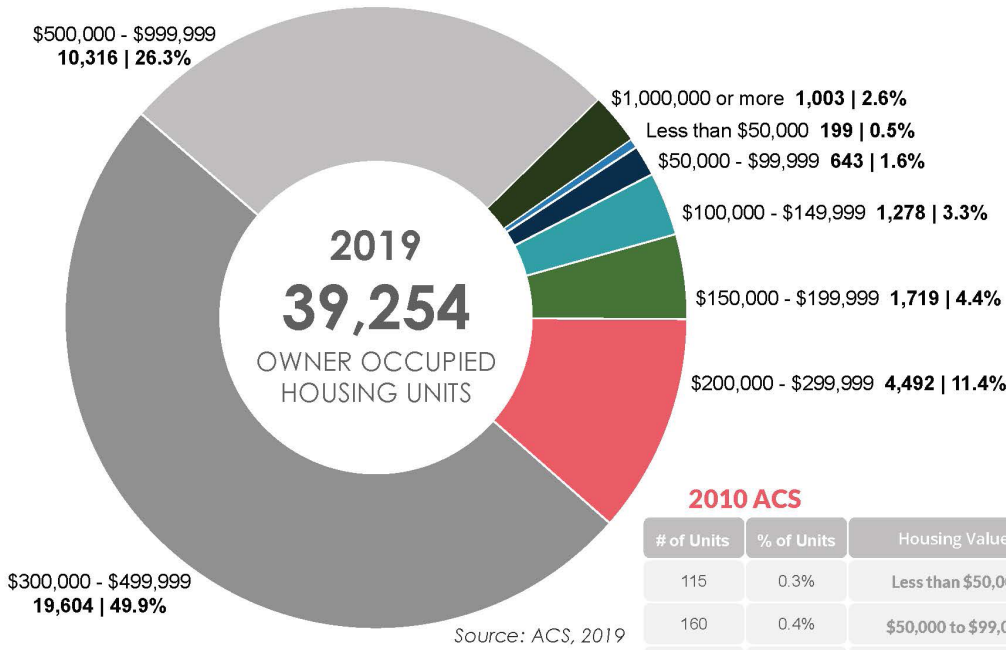
- 3 Pre-Kindergarten – Kindergarten
- 2 Kindergarten – 12th Grade
- 5 Pre-Kindergarten – 8th Grade

2019 Education Attainment



- 3.1% < High School Diploma
- 10.1% High School/GED
- 12.6% Some College, No Diploma

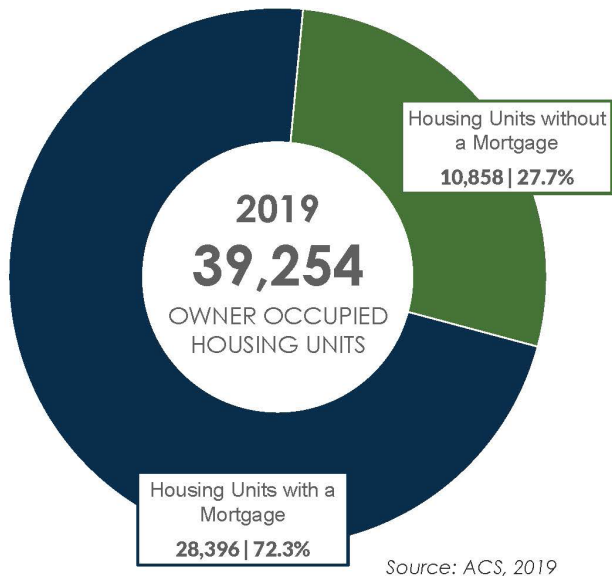
Source: ACS, 2019




2010 ACS				2019 ACS	
# of Units	% of Units	Housing Values	% Change by Category	# of Units	% of Units
115	0.3%	Less than \$50,000	↑ 73.0%	199	0.5%
160	0.4%	\$50,000 to \$99,999	↑ 301.9%	643	1.6%
986	2.6%	\$100,000 to \$149,999	↑ 29.6%	1,278	3.3%
2,510	6.7%	\$150,000 to \$199,999	↓ -31.5%	1,719	4.4%
5,277	14.1%	\$200,000 to \$299,999	↓ -14.9%	4,492	11.4%
18,018	48.3%	\$300,000 to \$499,999	↑ 8.8%	19,604	49.9%
9,328	25.0%	\$500,000 to \$999,999	↑ 10.6%	10,316	26.3%
938	2.5%	\$1,000,000 or more	↑ 6.9%	1,003	2.6%
37,332	100.0%	Total Owner Occupied Units	↑ 5.1%	39,254	100.0%

Source: ACS, 2010 and 2019

MORTGAGE STATUS



HOUSEHOLDS



	2010 ACS		2019 ACS	
Average Family Size	3.36		3.26	
Average Household Size	2.87		2.79	
Family Households	36,790	76.2%	37,203	71.6%
Nonfamily Households	11,522	23.8%	14,737	28.4%
Total Households	48,312	100%	51,940	100%

Source: ACS, 2010 and 2019

Housing

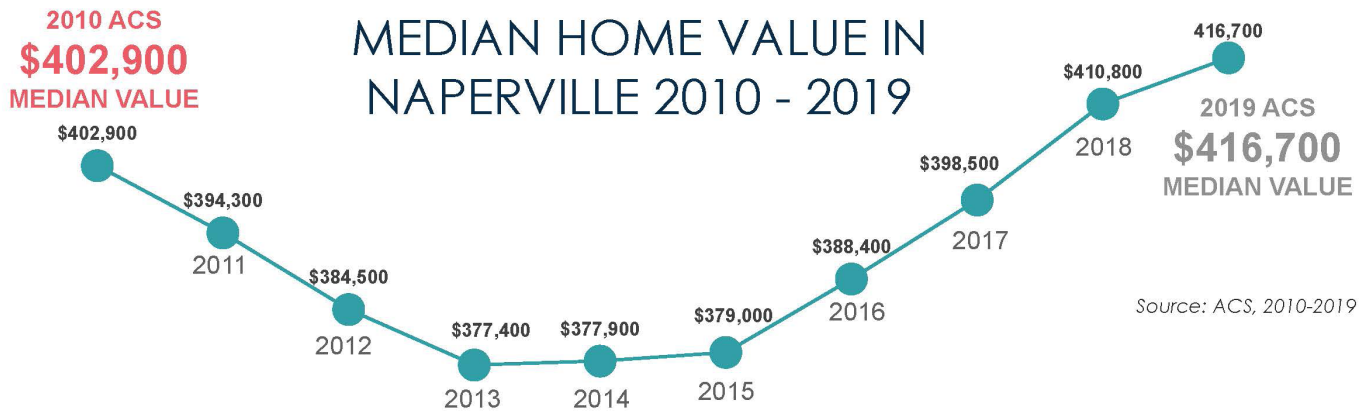


COST OF LIVING

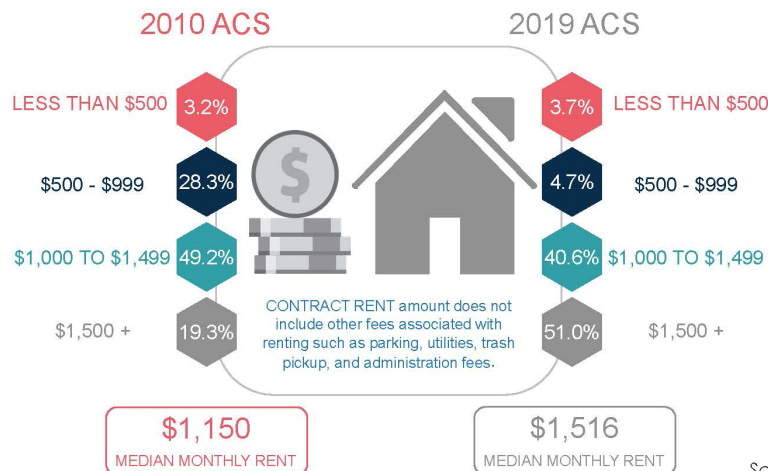


	NAPERVILLE	DUPAGE COUNTY	WILL COUNTY	CHICAGO METRO AREA	ILLINOIS
MEDIAN LIST PRICE	\$472,000	\$346,500	\$269,800	\$260,000	\$248,900
MEDIAN VALUE	\$423,000	\$316,600	\$251,600	\$253,800	\$209,100

Source: ACS, 2019 and Realtor.com, 2021



GROSS RENT

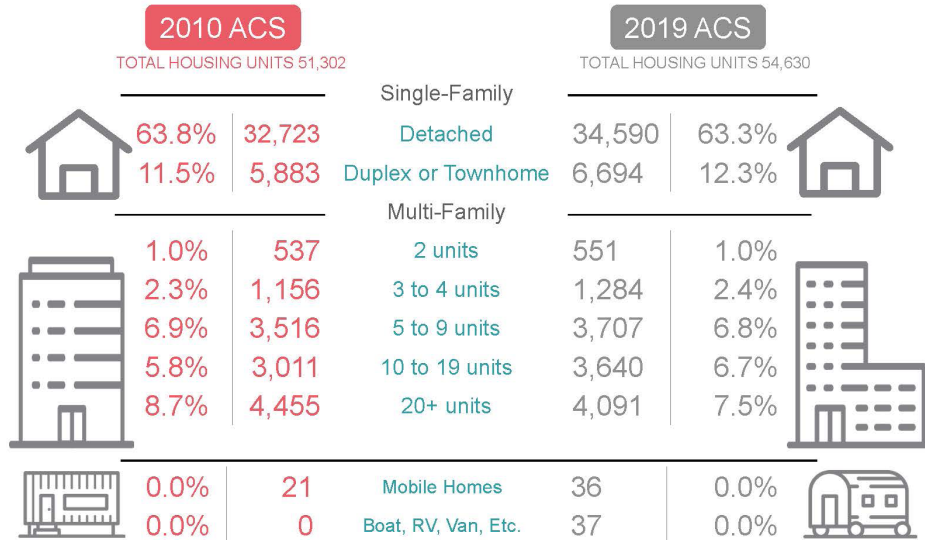


Source: ACS, 2010 and 2019

Housing

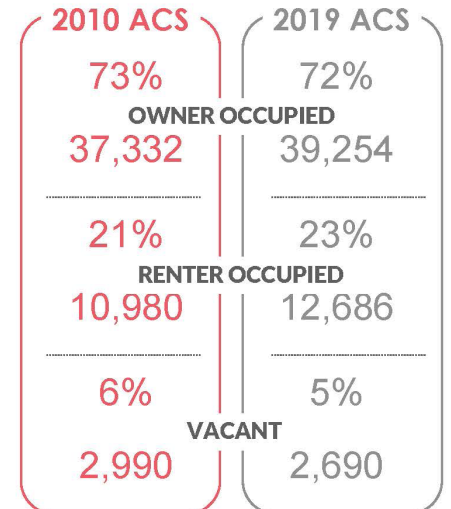


HOUSING UNITS BY STRUCTURE



Source: ACS, 2010 and 2019

HOUSING UNITS

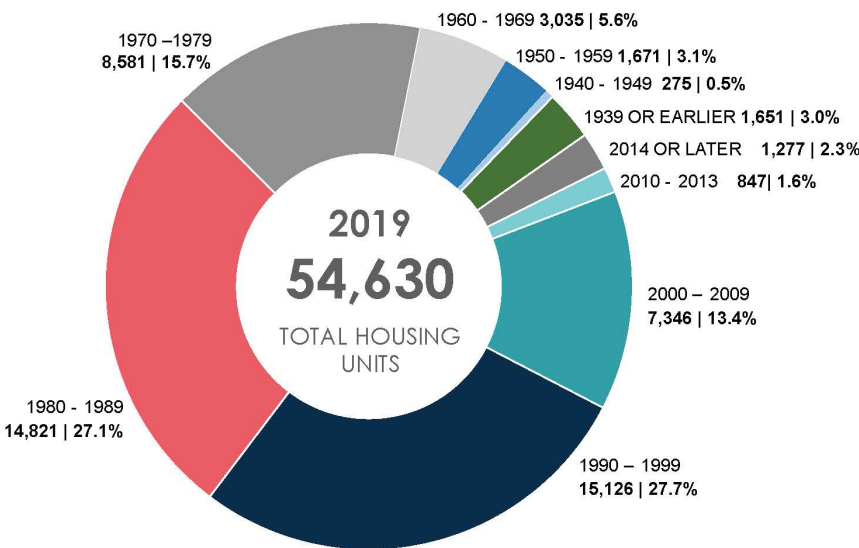


2.3 HOMEOWNER VACANCY RATE 0.6

6.9 RENTAL VACANCY RATE 5.5

Source: ACS, 2010 and 2019

AGE OF HOUSING (BY YEAR BUILT)



SENIOR LIVING FACILITIES

8 Age Restricted/55+ Communities

10 Assisted Living Communities

12 24-hour Care/In-Home Facilities

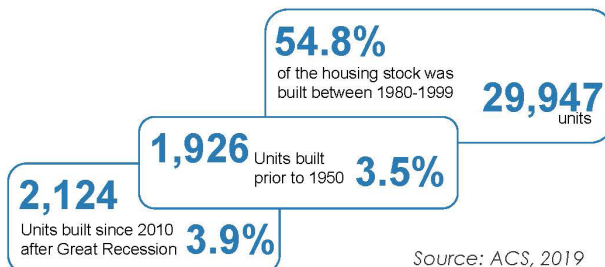
Source: Naperville, 2020

AVERAGE COST OF ASSISTED LIVING

NAPERVILLE \$4,097/mo

NATIONAL \$4,000/mo

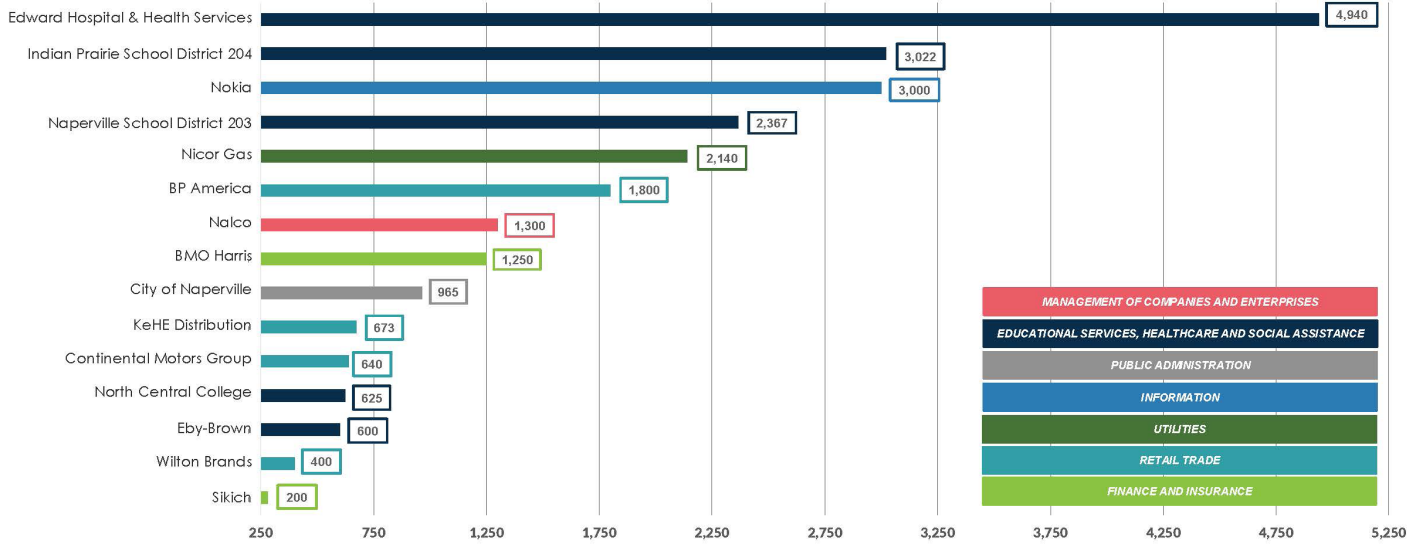
Source: Senioradvice.com



Source: ACS, 2019

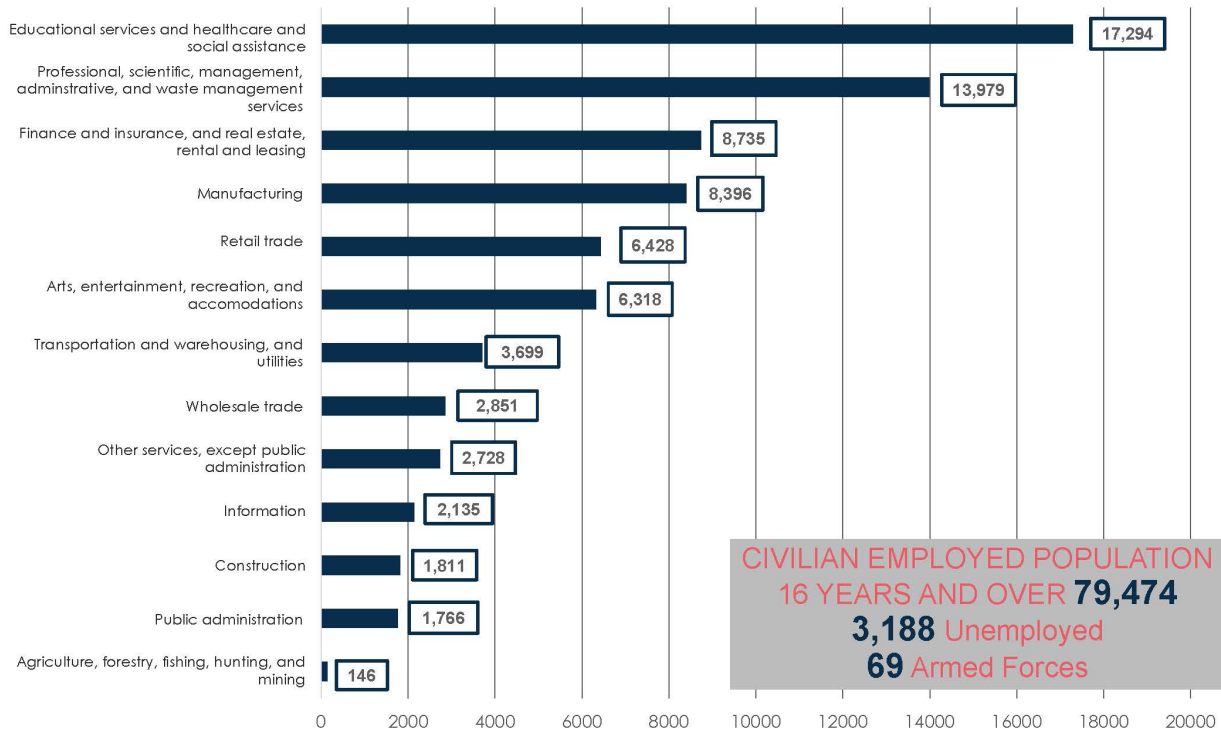
Economy

MAJOR EMPLOYERS IN NAPERVILLE



Source: Naperville Development Partnership, 2021

EMPLOYMENT SECTORS OF NAPERVILLE RESIDENTS



Source: ACS, 2019

Economy



LABOR FORCE

79,543 PEOPLE IN NAPERVILLE WORKFORCE
*includes Armed Forces

69.1% OF RESIDENTS OVER THE AGE OF 16 PARTICIPATE IN THE WORKFORCE

0.8% OF THE CHICAGO-NAPERVILLE-ELGIN METROPOLITAN AREA WORKFORCE ARE NAPERVILLE RESIDENTS

UNEMPLOYMENT RATE		PER CAPITA INCOME		MEDIAN HOUSEHOLD INCOME		MEDIAN FAMILY INCOME	
NAPERVILLE	3.4%	NAPERVILLE	\$55,227	NAPERVILLE	\$64,659	NAPERVILLE	\$147,937
WILL COUNTY	6.7%	WILL COUNTY	\$36,524	WILL COUNTY	\$46,632	WILL COUNTY	\$101,880
DUPAGE COUNTY	7.8%	DUPAGE COUNTY	\$46,272	DUPAGE COUNTY	\$50,860	DUPAGE COUNTY	\$114,001
ILLINOIS	8.0%	ILLINOIS	\$36,038	ILLINOIS	\$39,188	ILLINOIS	\$83,279

Source: U.S. Bureau of Labor Statistics, 2020

Source: ACS, 2019

Source: ACS, 2019

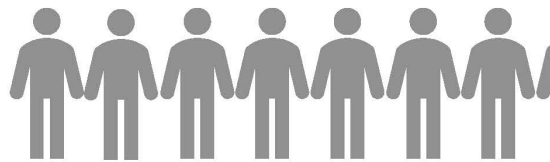
Source: ACS, 2019

PERCENT OF POPULATION BELOW POVERTY LINE

NAPERVILLE		WILL COUNTY		DUPAGE COUNTY		ILLINOIS	
4.3%		6.7%		6.4%		12.5%	
Under 18	5.5%	Under 18	9.5%	Under 18	8.1%	Under 18	17.1%
18 – 64 years	3.9%	18 – 64 years	5.8%	18 – 64 years	6.0%	18 – 64 years	11.7%
65+ years	3.6%	65+ years	5.8%	65+ years	5.4%	65+ years	8.7%

Source: ACS, 2019

WAGE BY GENDER OF ILLINOIS RESIDENTS IN COMMON JOBS



\$71,579

AVERAGE MALE SALARY

Misc. Manager

\$112,124

Elem. & middle school teachers

\$60,1216



\$52,403

AVERAGE FEMALE SALARY

Misc. Manager

\$85,502

Elem. & middle school teachers

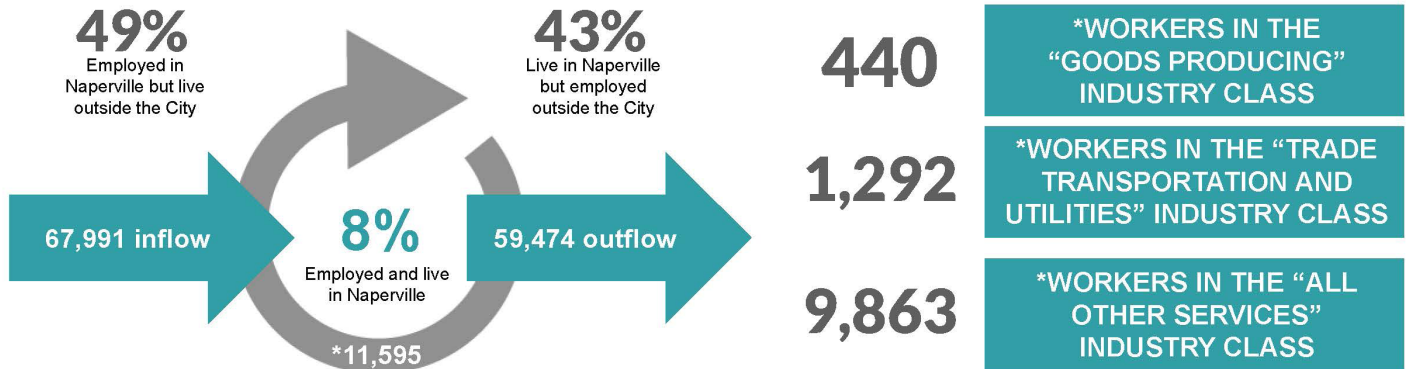
\$54,809

Source: DataUSA.io, 2017

Economy

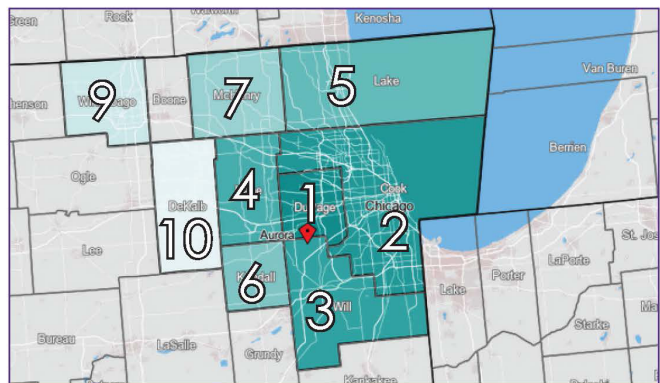
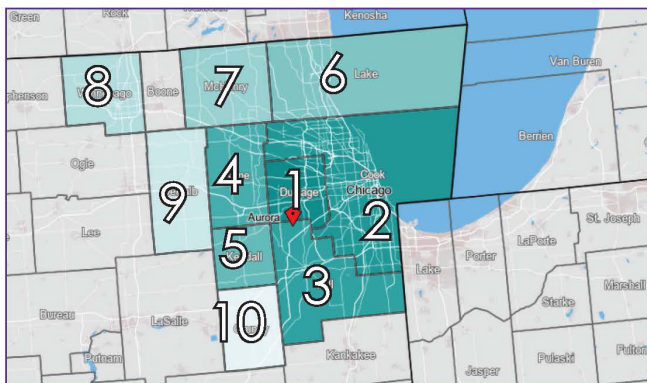


EMPLOYMENT INFLOW & OUTFLOW



Source: U.S. Census Bureau, OnTheMap, 2018

Source: U.S. Census Bureau, OnTheMap, 2018



*Not pictured #8 Sangamon County, IL

WHERE THE NAPERVILLE WORKFORCE LIVES BY COUNTY

County	# of Workforce	% of Workforce
1 DuPage County, IL	25,926	32.5%
2 Cook County, IL	15,715	19.7%
3 Will County, IL	15,568	19.6%
4 Kane County, IL	7,722	9.7%
5 Kendall County, IL	4,202	5.3%
6 Lake County, IL	2,134	2.7%
7 McHenry County, IL	1,102	1.4%
8 Winnebago County, IL	619	0.8%
9 DeKalb County, IL	618	0.8%
10 Grundy County, IL	502	0.6%
All Other Locations	5,478	6.9%
Total Employed in Naperville	79,586	100.0%

WHERE RESIDENTS ARE LEAVING TO WORK BY COUNTY

County	# of Workforce	% of Workforce
1 DuPage County, IL	30,665	43.1%
2 Cook County, IL	22,810	32.1%
3 Will County, IL	6,838	9.6%
4 Kane County, IL	3,939	5.7%
5 Lake County, IL	1,595	2.3%
6 Kendall County, IL	735	1.0%
7 McHenry County, IL	363	0.5%
8 Sangamon County, IL	314	0.4%
9 Winnebago County, IL	292	0.4%
10 DeKalb County, IL	260	0.4%
All Other Locations	3,258	4.6%
Total Living in Naperville	71,069	100.0%

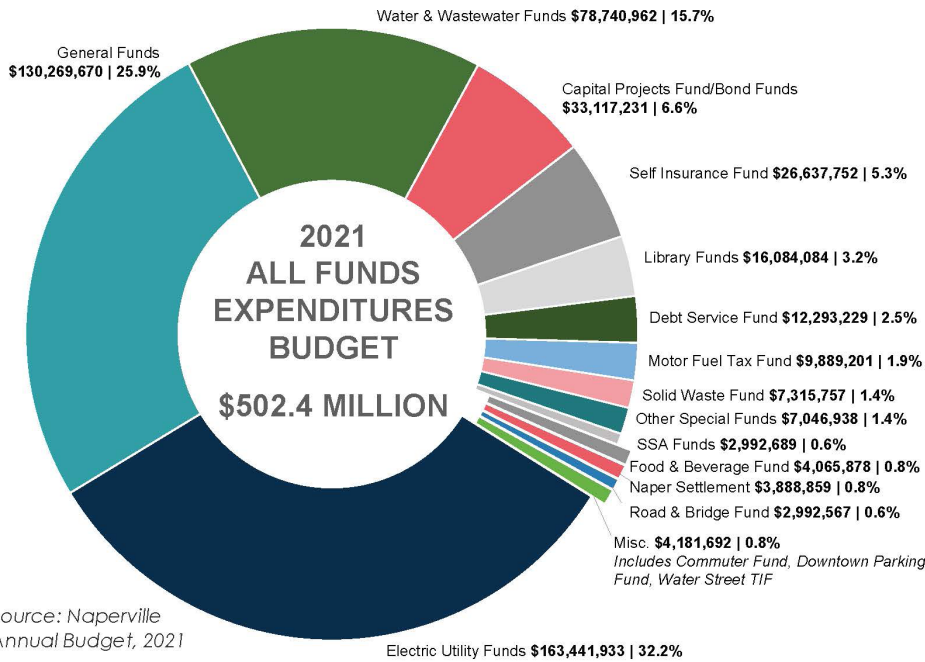
The U.S. Census Bureau maps the Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES), describing geographic patterns of jobs by their employment locations and residential locations, and the connection between.

Source: U.S. Census Bureau, OnTheMap, 2018

Economy



2021 BUDGET



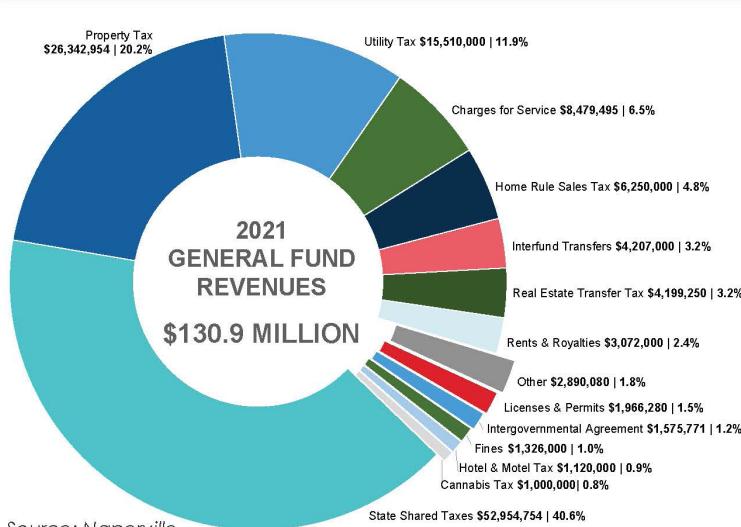
Source: Naperville Annual Budget, 2021

SALES TAX RATES IN NAPERVILLE

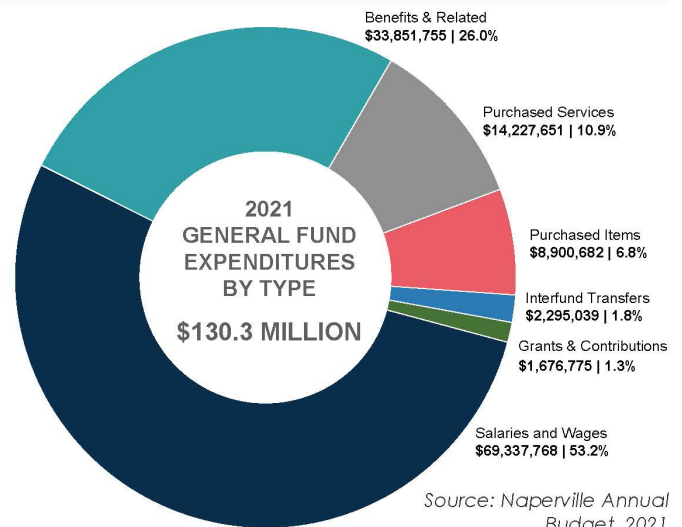
Naperville	.75%
Regional Transportation	.75%
Illinois	6.25%
Total	7.75%

Source: Naperville Development Partnership, 2021

2021 GENERAL FUND

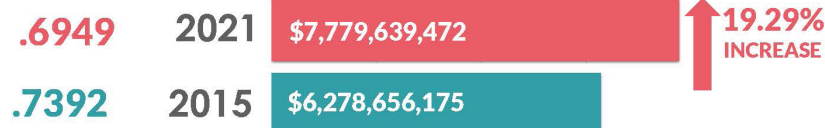


Source: Naperville Annual Budget, 2021



Source: Naperville Annual Budget, 2021

Tax Rate Valuation

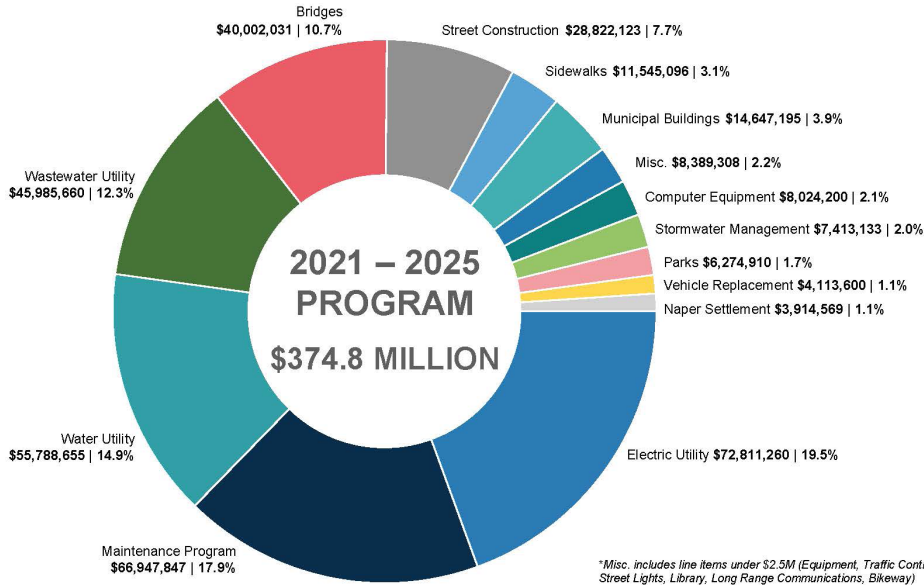


Source: Naperville Annual Budget, 2021

Economy



CAPITAL IMPROVEMENT PLAN EXPENDITURES



Source: Capital Improvement Plan, 2021 - 2025

CAPITAL IMPROVEMENT PLAN REVENUE SOURCES

- Utility Funds
- Home Rule Sale Tax
- Unfunded Capital
- Local/State Motor Fuel Tax
- Private Contribution
- Other Government
- Other Funds

Source: Capital Improvement Plan, 2021 - 2025

BOND RATING



Source: Naperville Annual Budget, 2020

CITY'S DIRECT DEBT

\$119,755,000

\$3,439

TAX REVENUE PER CAPITA

\$807

DEBT PER CAPITA

Source: Naperville CAFR, 2019

RETAIL PULL FACTOR

	2018	2019
Naperville	1.48	1.53
Will County	0.93	0.97
DuPage County	1.45	1.46

Source: Western Illinois University, Retail Trade Summary, 2018 - 2019

TOTAL RETAIL SALES

	2018	2019
Naperville	\$3.4B	\$3.5B
Will County	\$10.0B	\$10.5B
DuPage County	\$20.9B	\$21.4B

Source: Western Illinois University, Retail Trade Summary, 2018 - 2019

501,902 estimated hotel visitors to Naperville
\$52.5M Hotel Revenue in 2019
 Source: CVB, November 2019

16 Hotels **2,210** Rooms
 Source: CVB, November 2020



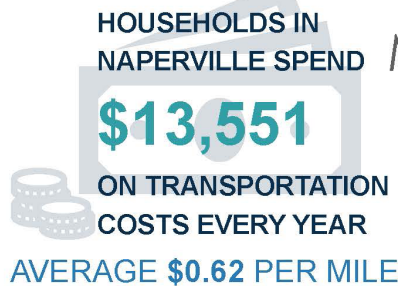
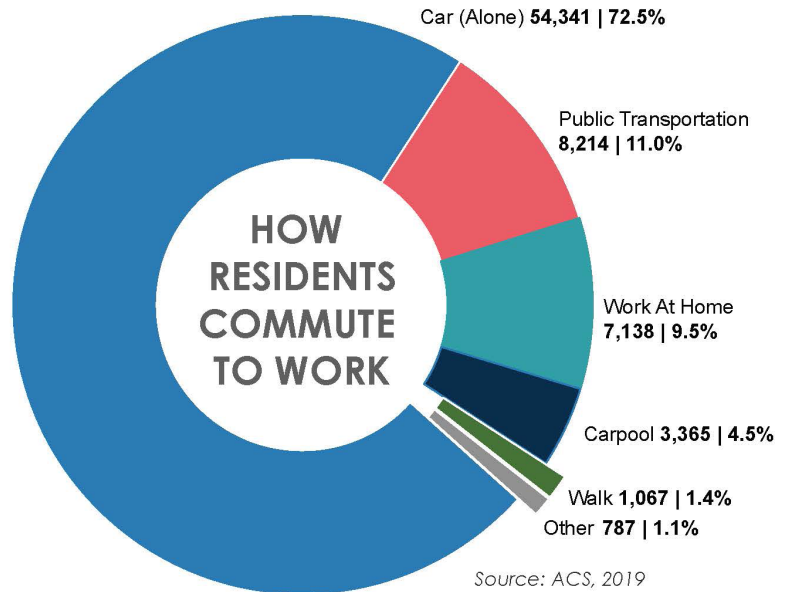
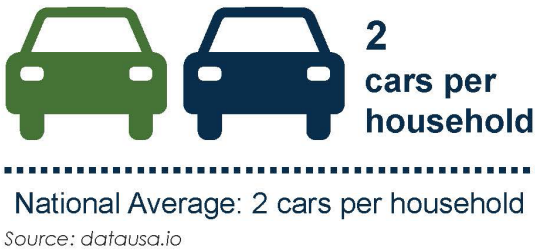
NAPERVILLE STRATEGIC PLAN
Bridging the Past to Possibility

Transportation



HIGHWAYS WITHIN AND NEAR THE CITY LIMITS

Illinois Route 59
Interstate 88
US 34
Interstate 55



WHERE THE NAPERVILLE WORKFORCE LIVES BY CITY

City	# of Workforce	% of Workforce
Naperville, IL	11,595	14.6%
Aurora, IL	6,991	8.8%
Chicago, IL	5,700	7.2%
Bolingbrook, IL	2,523	3.1%
Joliet, IL	2,068	2.6%
Plainfield, IL	1,816	2.3%
Oswego, IL	1,285	1.6%
Wheaton, IL	1,256	1.6%
Lisle, IL	1,184	1.5%
Woodridge, IL	1,133	1.4%
All Other Locations	44,035	55.3%
Total All Workforce	79,585	100%

WHERE RESIDENTS ARE LEAVING TO WORK BY CITY

City	# of Workforce	% of Workforce
Naperville, IL	11,595	16.3%
Chicago, IL	11,303	15.9%
Aurora, IL	3,178	4.5%
Downers Grove, IL	2,538	3.6%
Lisle, IL	2,231	3.0%
Bolingbrook, IL	1,834	2.6%
Schaumburg, IL	1,334	1.9%
Oak Brook, IL	1,250	1.8%
Wheaton, IL	1,058	1.5%
Warrenville, IL	981	1.4%
All Other Locations	33,767	47.5%
Total All Workforce	71,069	100%

The U.S. Census Bureau maps the Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES), describing geographic patterns of jobs by their employment locations and residential locations, and the connection between.

Source: U.S. Census Bureau, OnTheMap, 2018

Infrastructure and Facilities

WASTEWATER AND WATER

RESIDENTIAL, COMMERCIAL, INDUSTRIAL, MUNICIPAL & GOVERNMENT/INSTITUTIONAL CUSTOMER ACCOUNTS (2021)

43,617

PUMPING AND LIFT STATIONS

22

DOMESTIC AND INDUSTRIAL WASTEWATER COLLECTED AND TREATED

7,380MGY
(Million Gallons Per Year)



Public: 12,144
Private: 1,876

MANHOLES

514 MILES
OF SEWER PIPE

Range from 3" – 60"

SIZE OF LINES

WATER DEMAND

\$50

MONTHLY AVERAGE WATER AND WASTEWATER BILL

ASSUMES RESIDENTIAL ACCOUNTS AS OF 2021



14.65 MGD
(Million Gallons Per Day) 2018

WATER SOURCE IS DUPAGE WATER COMMISSION-LAKE MICHIGAN WATER SUPPLY SYSTEM

44,298
CUSTOMERS SERVED

Includes residential, governmental/institutional, industrial, & municipal

CAPACITY
47.71
Million Gallons Per Year (MGY)

684	MILES OF WATER MAIN
Public: 8,613 Private: 946	FIRE HYDRANTS
22	LIFT STATIONS
22	CONTROL VALVES
15	RESEVOIRS & STORAGE TANKS

Source: Naperville Water Utility 2021

STORMWATER

1,026 MILES
OF STORMWATER PIPE

STORMWATER INLETS

44,775

MILES OF CURB & GUTTER

923

Source: City of Naperville, 2021

Infrastructure and Facilities



STREETS



*Major and minor arterials.
 *Does not include any state or county roads and highways

PAVEMENT CONDITION INDEX TOTALS BY CATEGORY



Source: TED'S Pavement Database



Average Age 23 Years
 Condition: 86.9

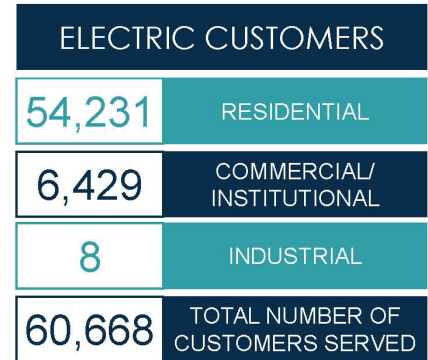
Source: IDOT Bridge and Structure Information System



900 miles of sidewalk, 8.5 miles shared-path

Source: TED'S Pavement Database

ELECTRIC



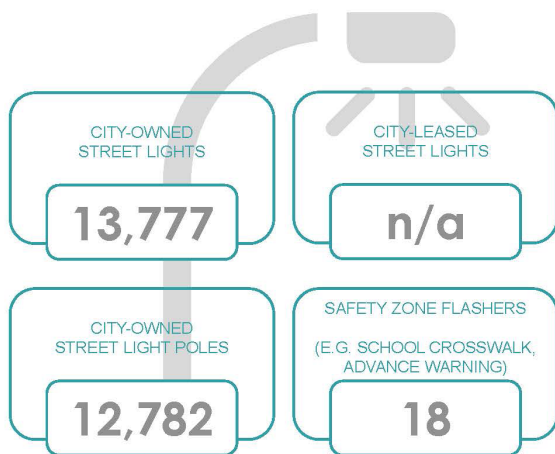
PEAK DEMAND
343 MW

AVG RESIDENTIAL BILL/MONTH
\$111.39

AVG RESIDENTIAL USAGE/MONTH
844 kWh

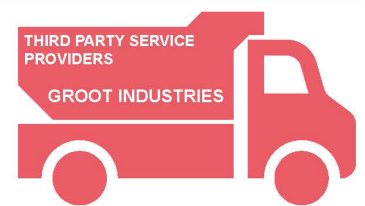
Source: Naperville Electric Utility, 2021

TRAFFIC



Source: TED'S Pavement Database

SOLID WASTE



*THIRD PARTY SERVICE PROVIDERS FOR SOME COMMERCIAL AND MULTI-UNIT COMPLEXES. ALL FEE BASED ON SIZE OF DUMPSTERS AND CARTS



Source: City of Naperville, 2021



Environmental and Natural Resources

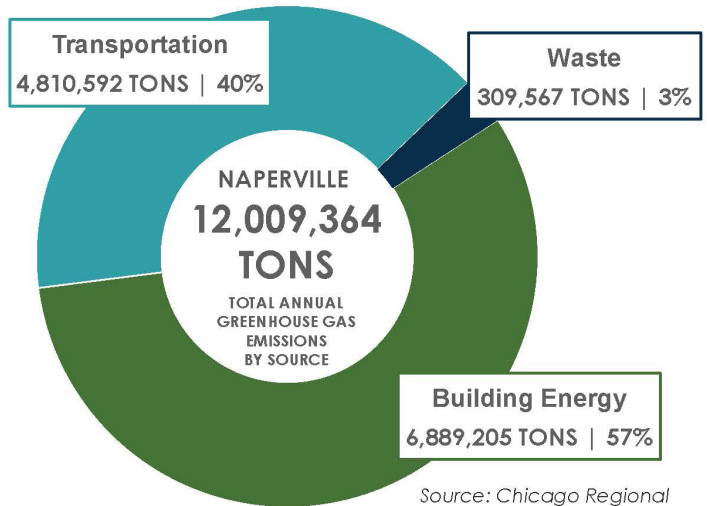
Climate Outlook

Midwest Temperature Change



The number of days per year over **90°F** are projected to **increase 2-3 times** by end-of-century under low emissions in the **Chicago Region**, and 4-7 times under higher emissions.

Source: *Climate Change in the Midwest, Union of Concerned Scientist (UCS)*



Source: *Chicago Regional Greenhouse Gas Emissions Inventory, 2018*

The 2019 "State of Air" report revealed that Chicago ranked the 18th most polluted city in the nation for ozone pollution, which was worse than the year before where the city ranked 22nd.

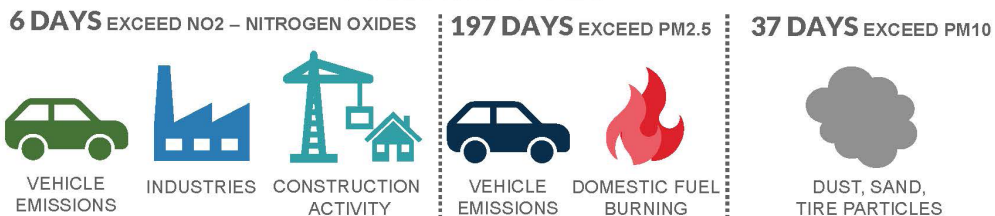
Source: *American Lung Association, State of Air Report 2019*

Air Quality

AIR QUALITY INDEX TOTALS FOR CHICAGO-NAPERVILLE-ELGIN MSA



POLLUTION TYPES



Source: *Environmental Protection Agency (EPA), 2020 AQI - Chicago-Naperville-Elgin MSA*

Environmental and Natural Resources



Regional Resources and Habitats



Source: i-Tree Canopy, 2020

**NAPERVILLE IS LOCATED IN
THE VALPARAISO-WHEATON
MORAINAL COMPLEX, A
LEVEL IV ECOREGION**

ILLINOIS LEVEL III AND LEVEL IV ECOREGIONS



Source: U.S. Environmental Protection Agency (EPA), Ecoregions by State

THREATENED AND ENDANGERED SPECIES IN DUPAGE COUNTY

THREATENED

- Northern Long-Eared Bat
- Eastern Prairie Fringed Orchid
- Mead's Milkweed
- Prairie Bush Clover



ENDANGERED

- Hine's Emerald Dragonfly
- Rusty Patched Bumble Bee
- Leafy Prairie Clover

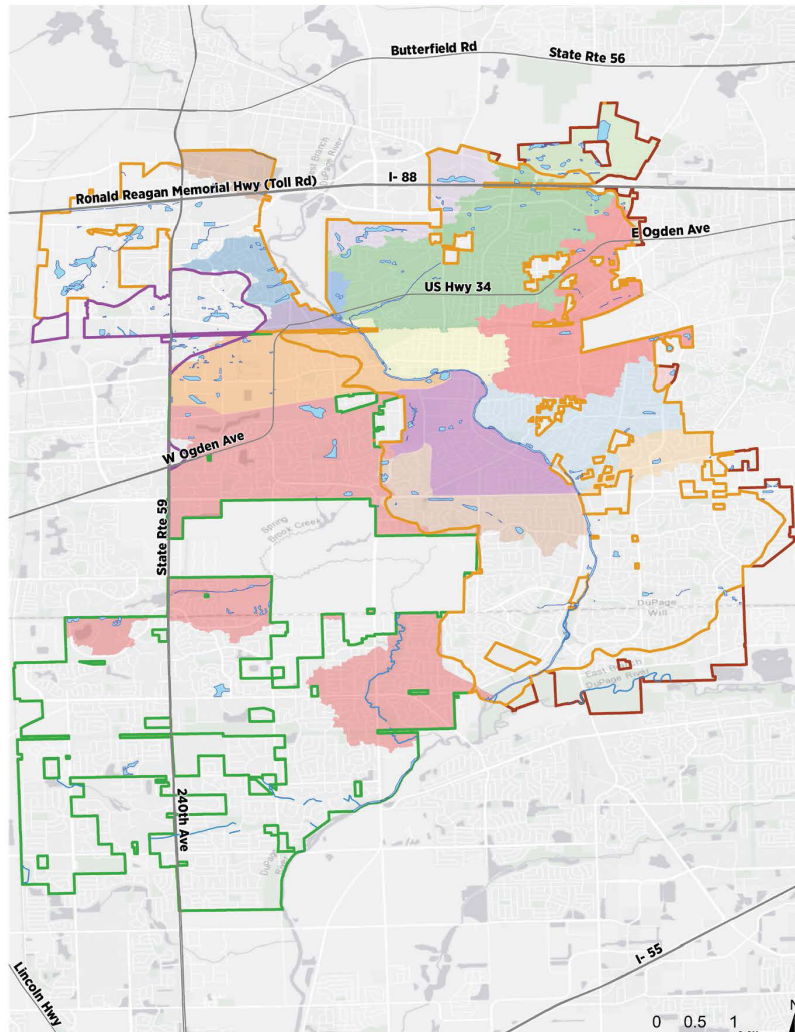


Source: U.S. Fish & Wildlife Service, Midwest Region
Endangered Species - Illinois

Environmental and Natural Resources



Water Resources



Source: Naperville GIS, 2021

4 PRIMARY WATERSHEDS

- EAST BRANCH DUPAGE RIVER
 - ROTT CREEK
 - EAST BRANCH TRIBUTARY A
- LOWER WEST BRANCH DUPAGE RIVER
 - BAILEY HOBSON
 - BROOKDALE
 - CENTRAL BUSINESS DISTRICT
 - CRESS CREEK
 - FERRY CREEK
 - HOBSON POINT
 - JEFFERSON
 - MCDOWELL
 - RIVER NORTH
 - STEEPLE RUN
 - WEST CRESS CREEK
 - WEST HIGHLANDS
 - WINDING CREEK
- UPPER DUPAGE RIVER
 - SPRING BROOK NO.2
 - JEFFERSON
- WAUBONSIE CREEK
 - JEFFERSON

5 LAKES

- HERRICK LAKE
- HERRICK LAGOON
- QUARRY LAKE
- LAKE OSBORNE
- SPRINGBROOK MARSH

Land Use and Community Design



Source: Naperville, 2021

DENSITY COMPARISON

PERSONS PER SQUARE MILE

Aurora, IL
4,350

Naperville, IL
3,743

Elgin, IL
3,210

Source: Naperville Benchmark Cities

RESIDENTIAL PERMITS

180 (2019)
200 (2020)
Permits



Number of
2020
Residential
Permits
UP 11.1%
from 2019

Value **Difference** of **-\$1,109,341**

66 (2019)
119 (2020)
Permits



Number of
2020
Multi-Family
Permits
UP 80.3%
from 2019

Value **Difference** of **\$23,583,291**

Source: Naperville Data Portal, 2019 and 2020

NON-RESIDENTIAL PERMITS

2019		2020	
15 PERMITS	COMMERCIAL \$45,784,280 value	16 PERMITS	COMMERCIAL \$83,597,500 value
584 PERMITS	MISC. \$22,061,472 value	782 PERMITS	MISC. \$36,005,744 value

*Misc. includes demolition, electrical, plumbing, grading

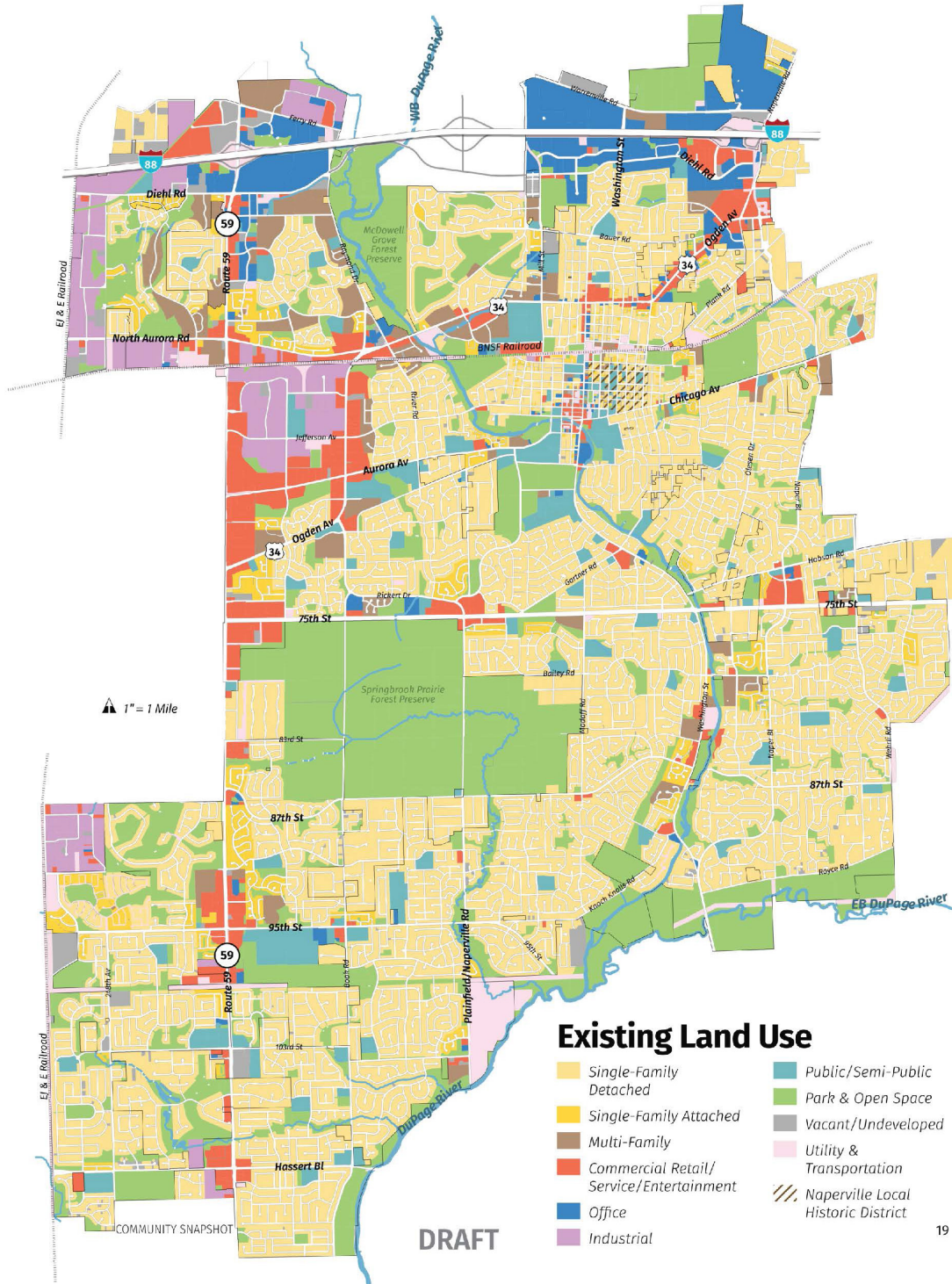
2019		2020	
408 PERMITS	SIGNS \$0 value	256 PERMITS	SIGNS \$0 value

Source: Naperville Data Portal, 2019 and 2020

Land Use and Community Design



EXISTING LAND USE



Source: Naperville, as of June 30, 2021

COMMUNITY SURVEY REPORT

City of Naperville, IL **NapervilleNext Survey**

Final Summary
July 6th, 2021

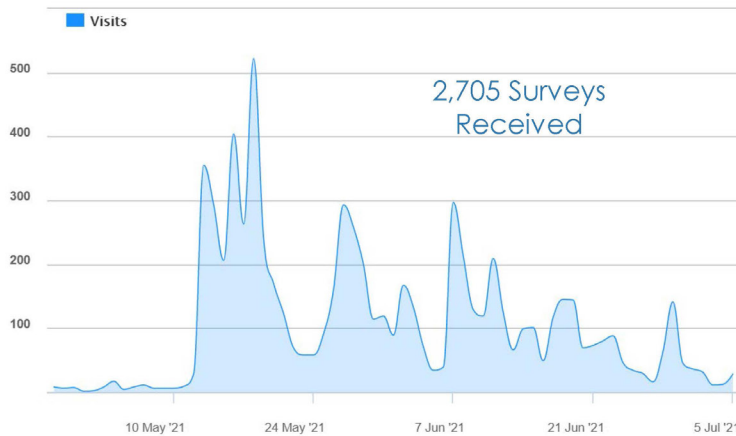


SURVEY ACTIVITY

Dashboard

Live Activity

All Time | Last 30 Days | Last 7 Days



7,273
SITE VISITS
(All Time)

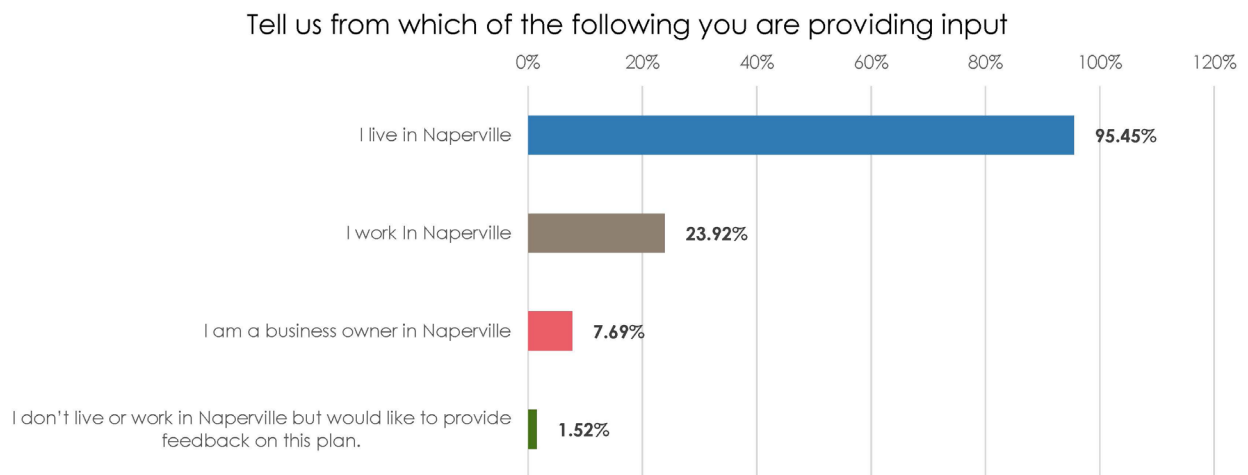
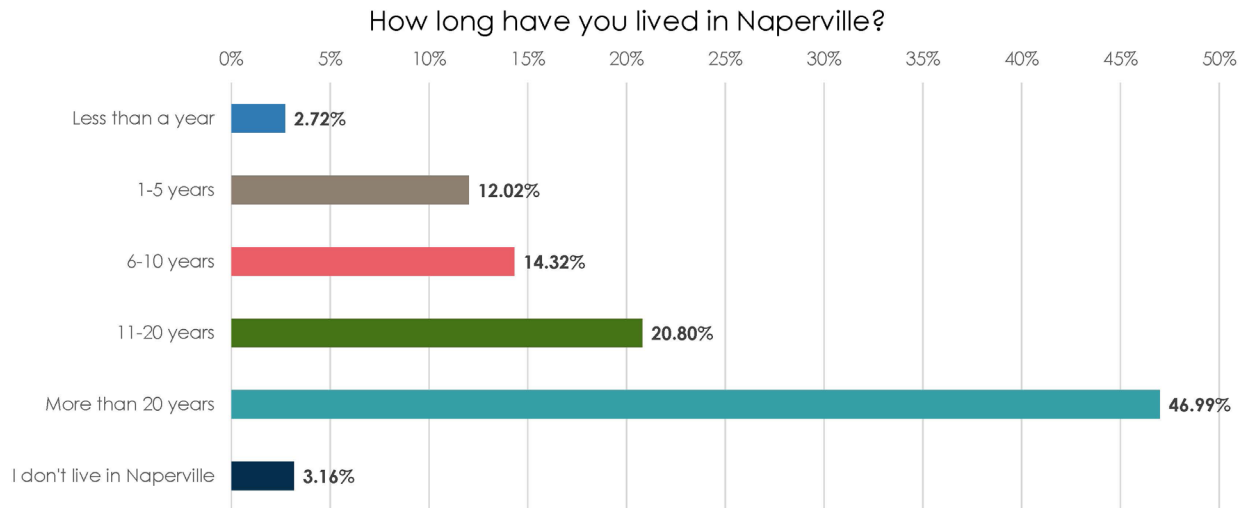
797
SITE REGISTRATIONS
(All Time)

147
ACTIVATED PARTICIPANTS
(All Time)

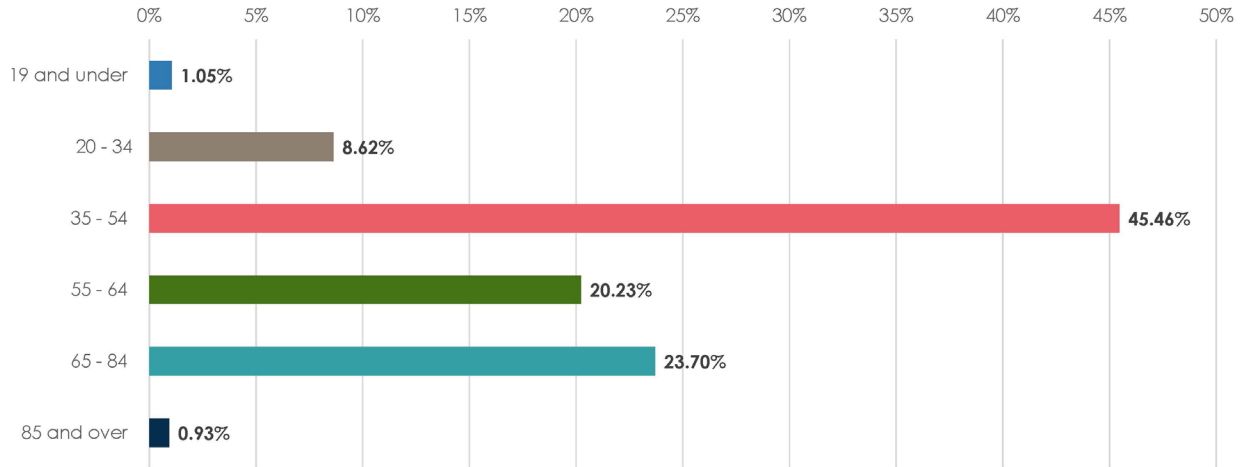
Dashboard All Time



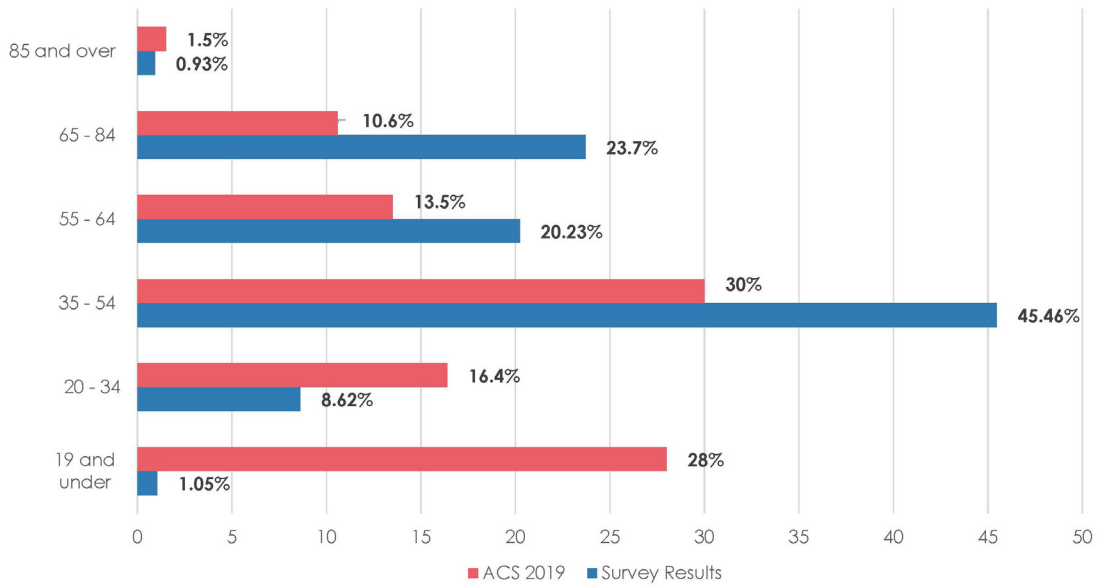
SURVEY DEMOGRAPHICS



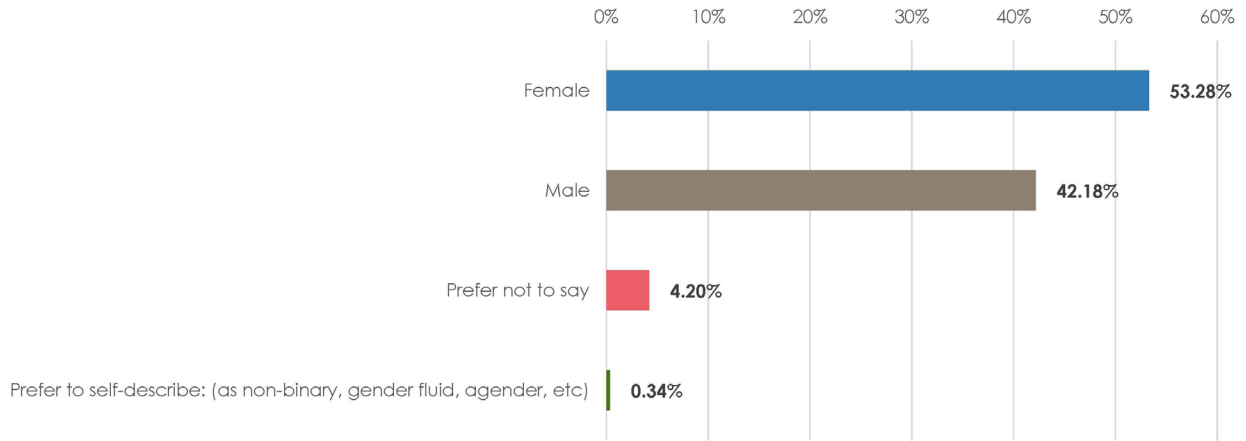
What is your age?



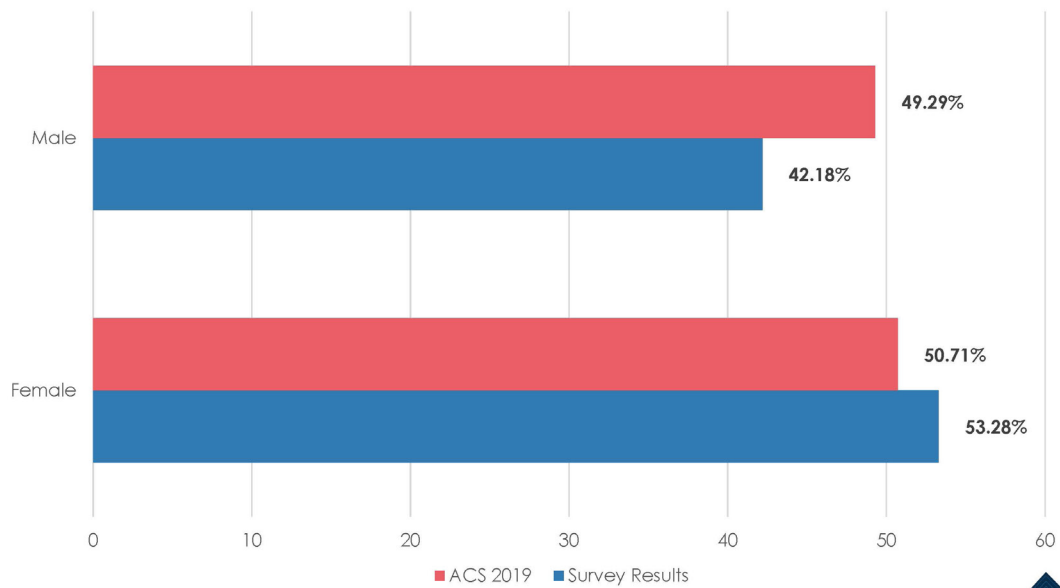
What is your age?

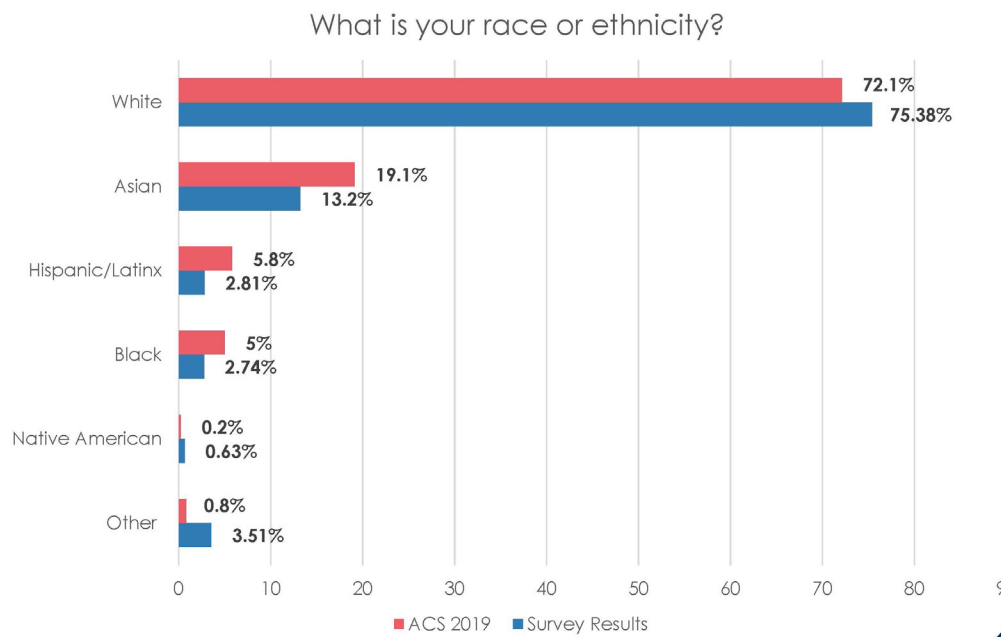
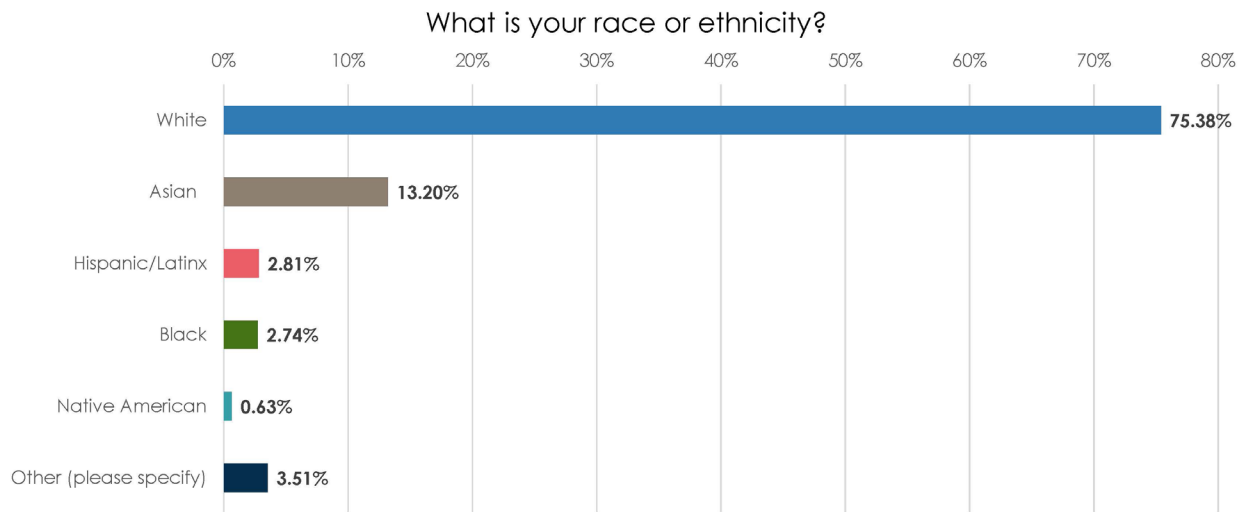


How do you describe yourself?



How do you describe yourself?

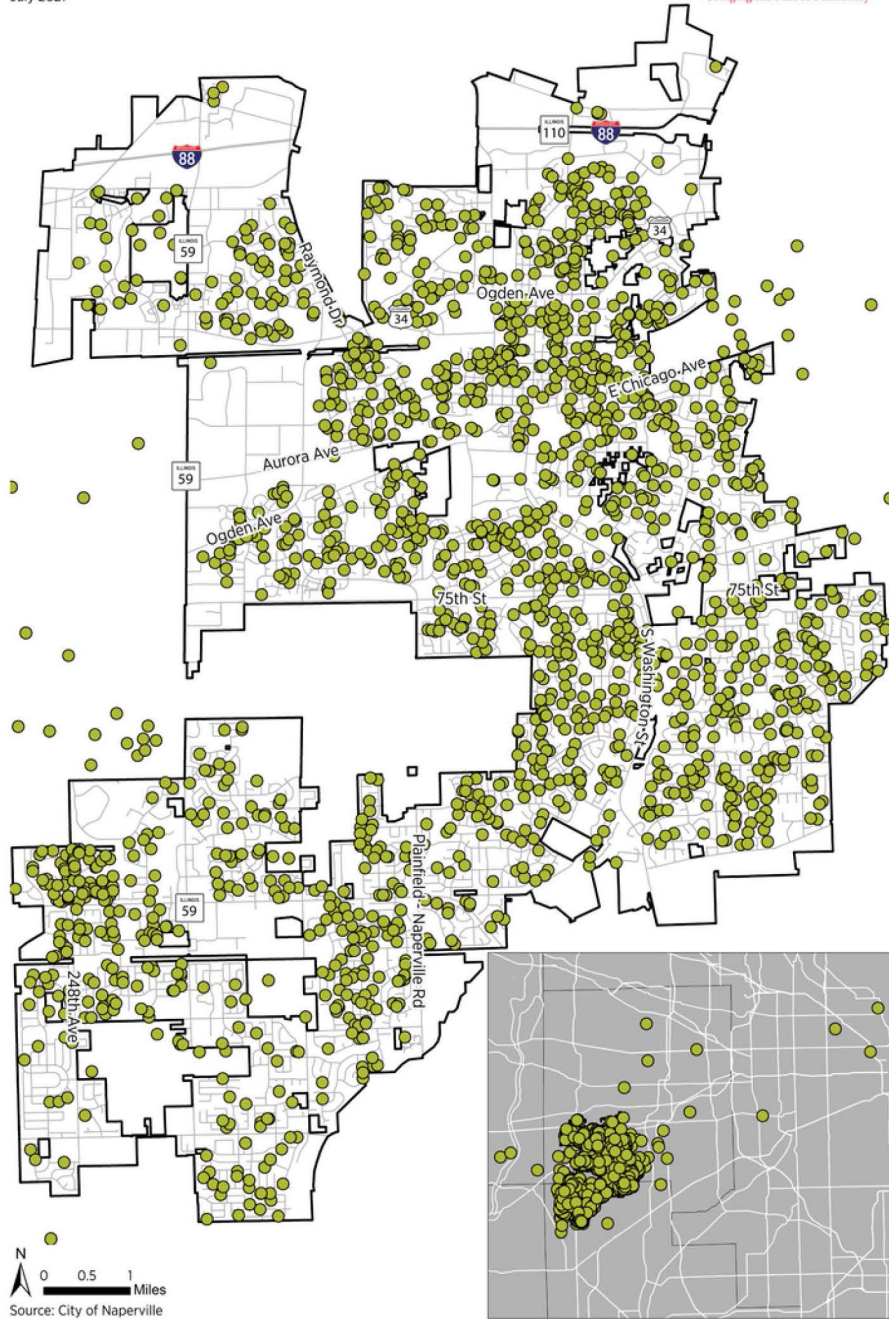




Street Addresses: Where surveys are taken

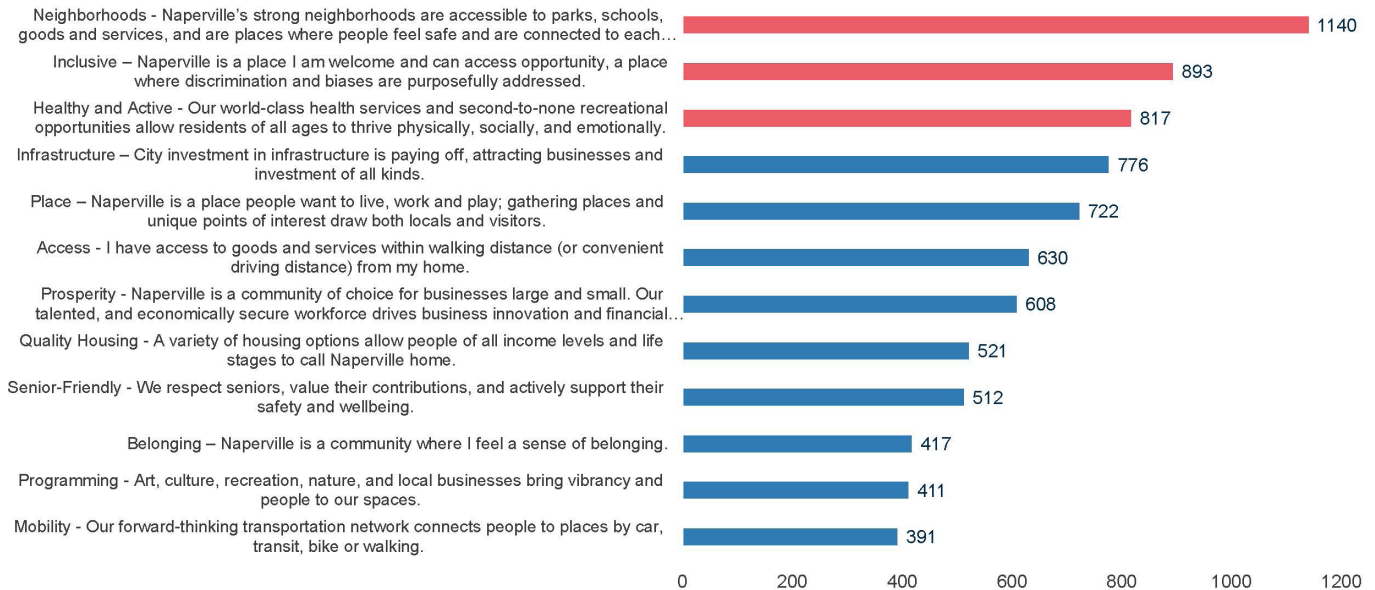
Survey Responses

July 2021



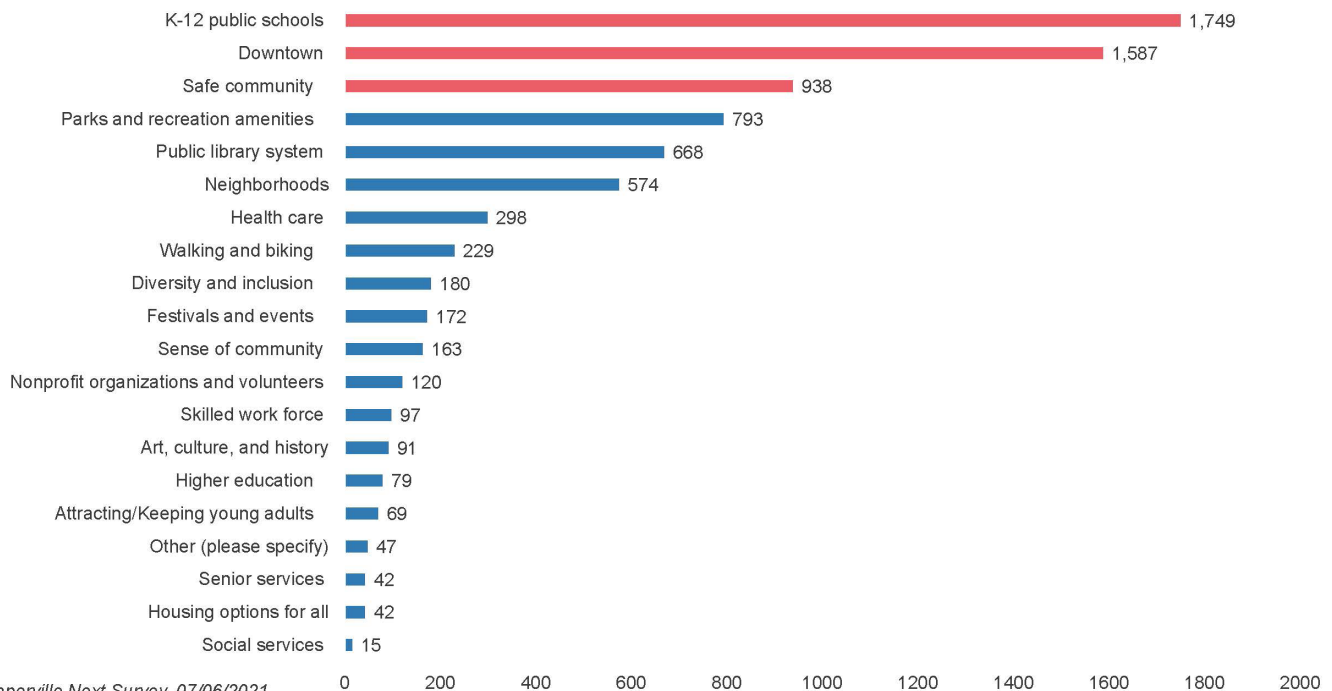
SURVEY RESULTS

What do you want to be able to say about Naperville 10 years from now? (Select up to three)



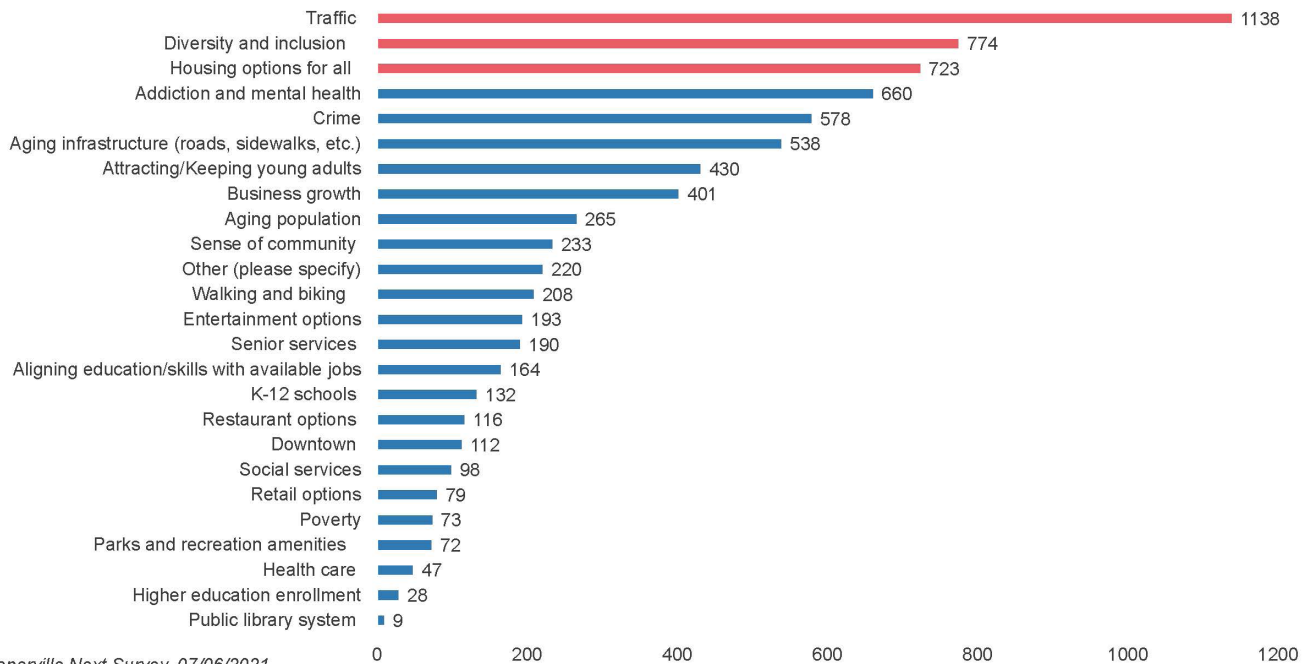
Naperville Next Survey, 07/06/2021, N= 2,705

What are Naperville's greatest STRENGTHS? (Select your top three)



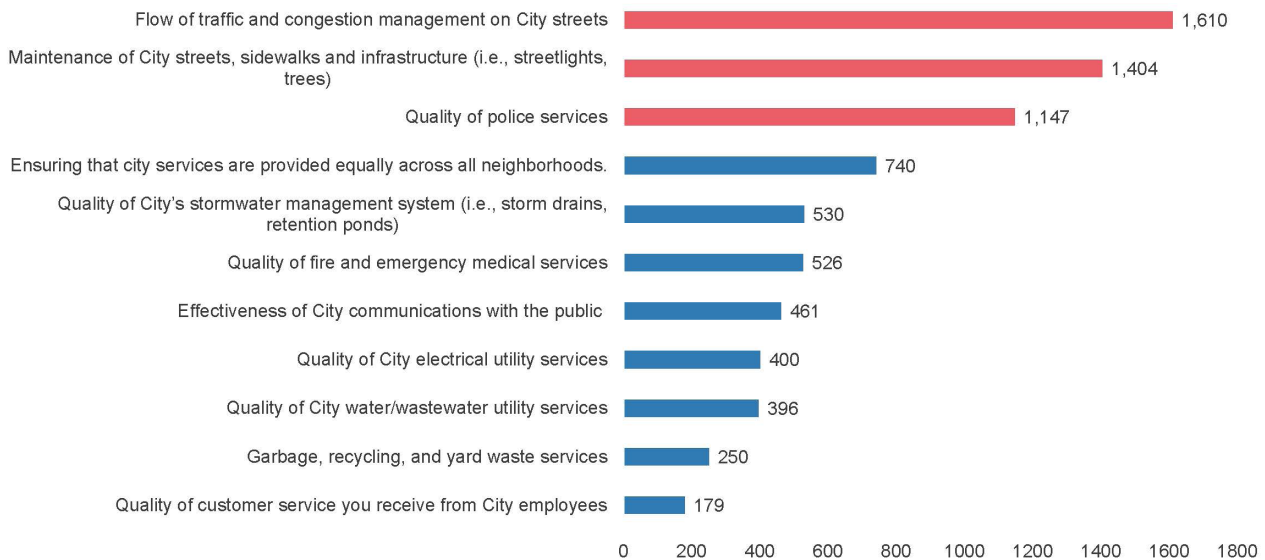
Naperville Next Survey, 07/06/2021, N= 2,705

What are Naperville's biggest CHALLENGES? (Select your top three)



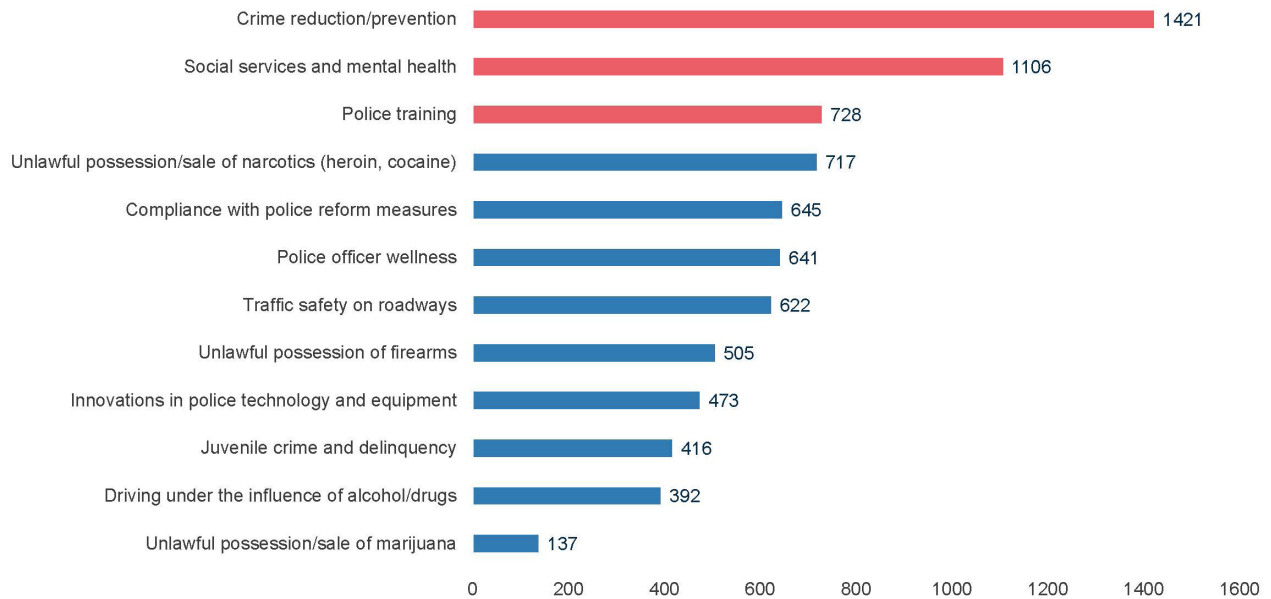
Naperville Next Survey, 07/06/2021,
N= 2,705

Which THREE categories of City services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



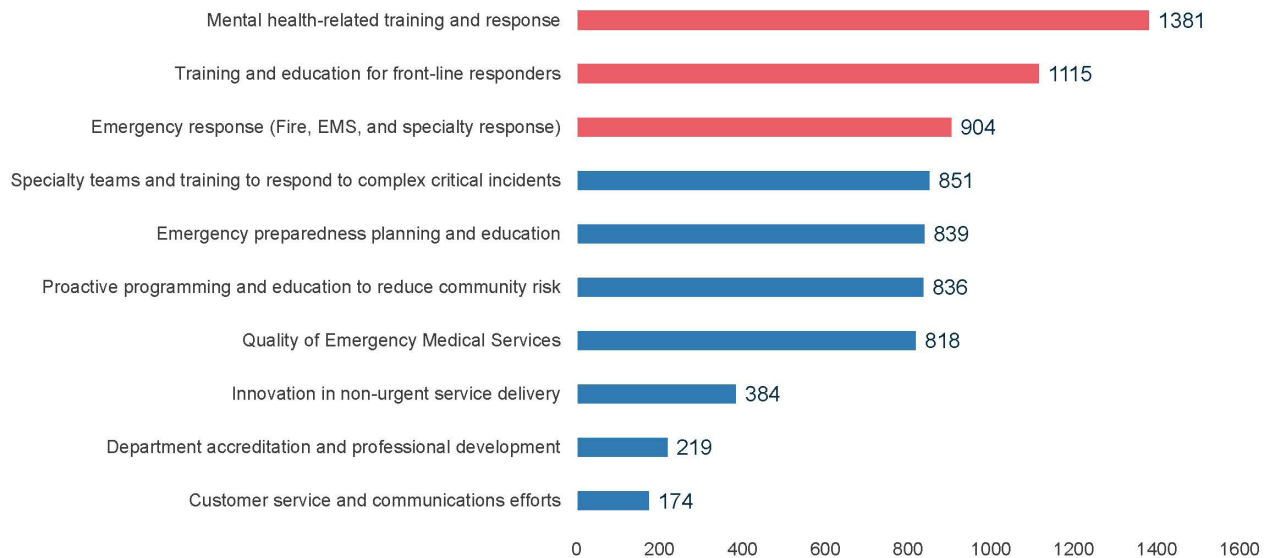
Naperville Next Survey, 07/06/2021,
N= 2,705

Which THREE police services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



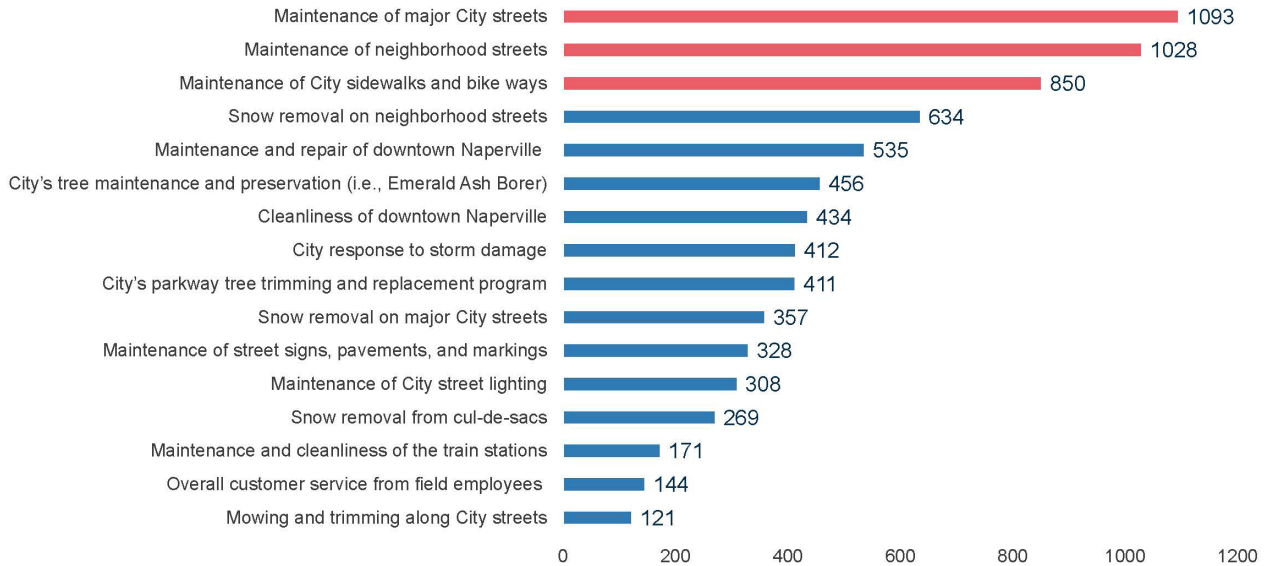
Naperville Next Survey, 07/06/2021, N= 2,705

Which THREE fire and emergency services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



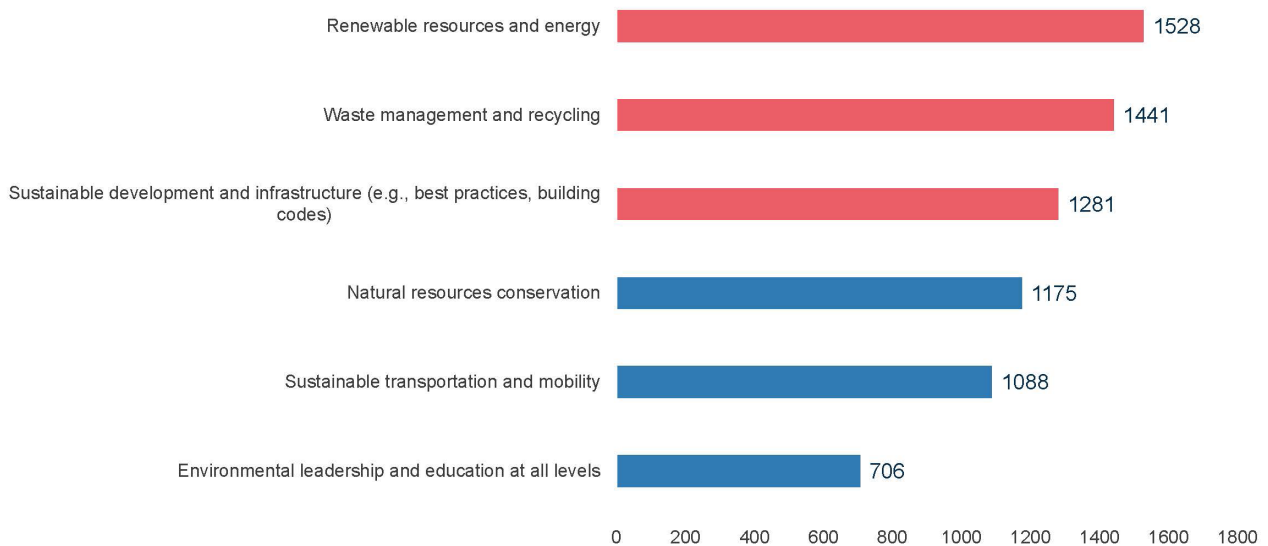
Naperville Next Survey, 07/06/2021, N= 2,705

Which THREE public works and engineering services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



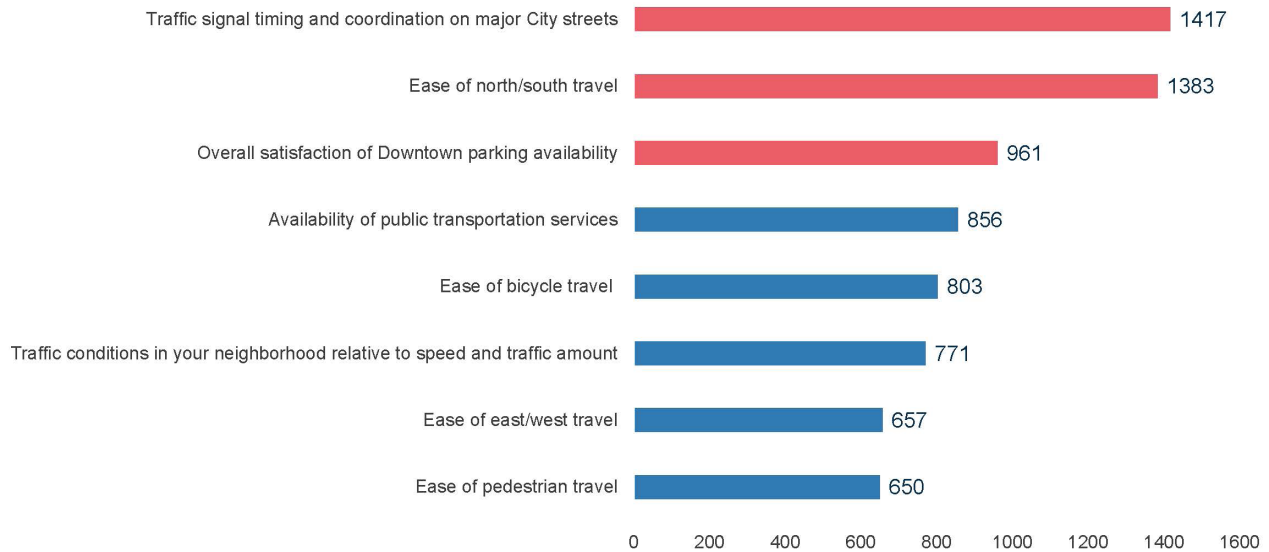
Naperville Next Survey, 07/06/2021, N= 2,705

Which THREE environmental sustainability initiatives listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



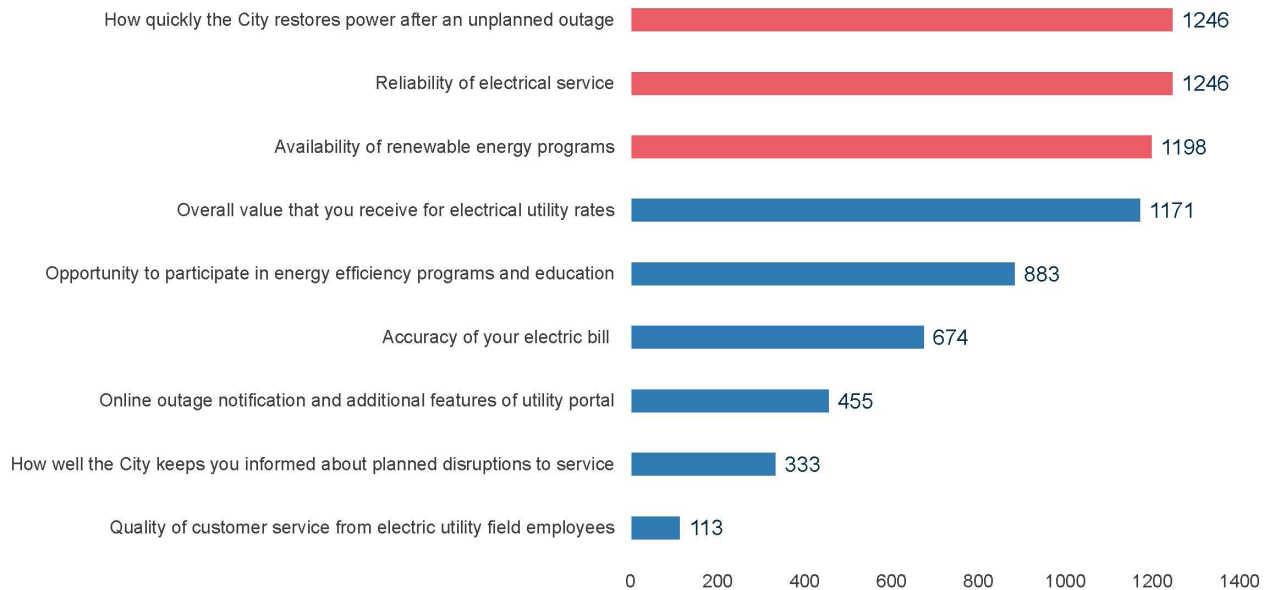
Naperville Next Survey, 07/06/2021, N= 2,705

Which THREE transportation services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



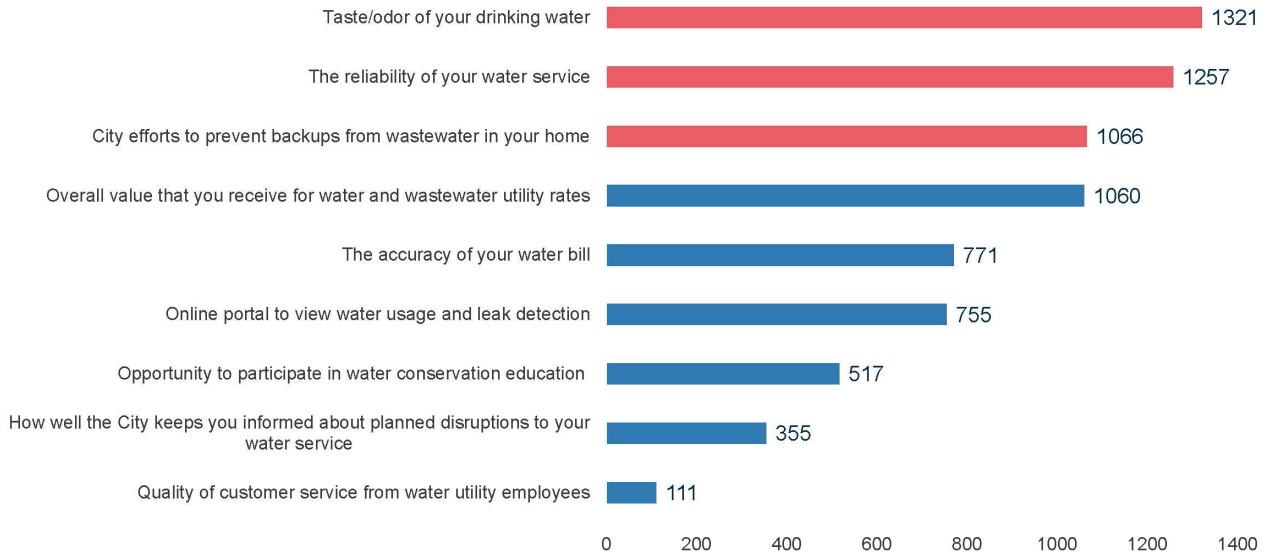
Naperville Next Survey, 07/06/2021,
N= 2,705

Which THREE electric utility services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



Naperville Next Survey, 07/06/2021,
N= 2,705

Which THREE water and wastewater utility services listed do you think should receive the MOST EMPHASIS from City leaders over the next three years?



Naperville Next Survey, 07/06/2021,
N= 2,705