

# City of Naperville, IL **Strategic Plan**

City Council Workshop  
June 7<sup>th</sup>, 2021



# Agenda

Opening Remarks

Meeting Overview

Presentation

Vision Discussion (all)

Trends and Strategies Discussion (small groups)

Adjourn, Next Steps

# About this Presentation

This presentation uses data and trends to frame current issues in Naperville. Both are important to a strategic planning process and play very different roles.

## ***Data***

Data, offered in the form of infographics, is the result of research and is statistically valid. Data speaks to what *IS* and what *HAS BEEN*. Data explains current conditions and patterns over time.

*Sources: Specific sources are noted on the infographics themselves; examples are the U.S. Census and the U.S. Department of Labor.*

## ***Trends***

Trends are offered for conversation purposes – they are meant to provoke thought and discussion. Trends speak to what *COULD BE*; they are educated guesses.

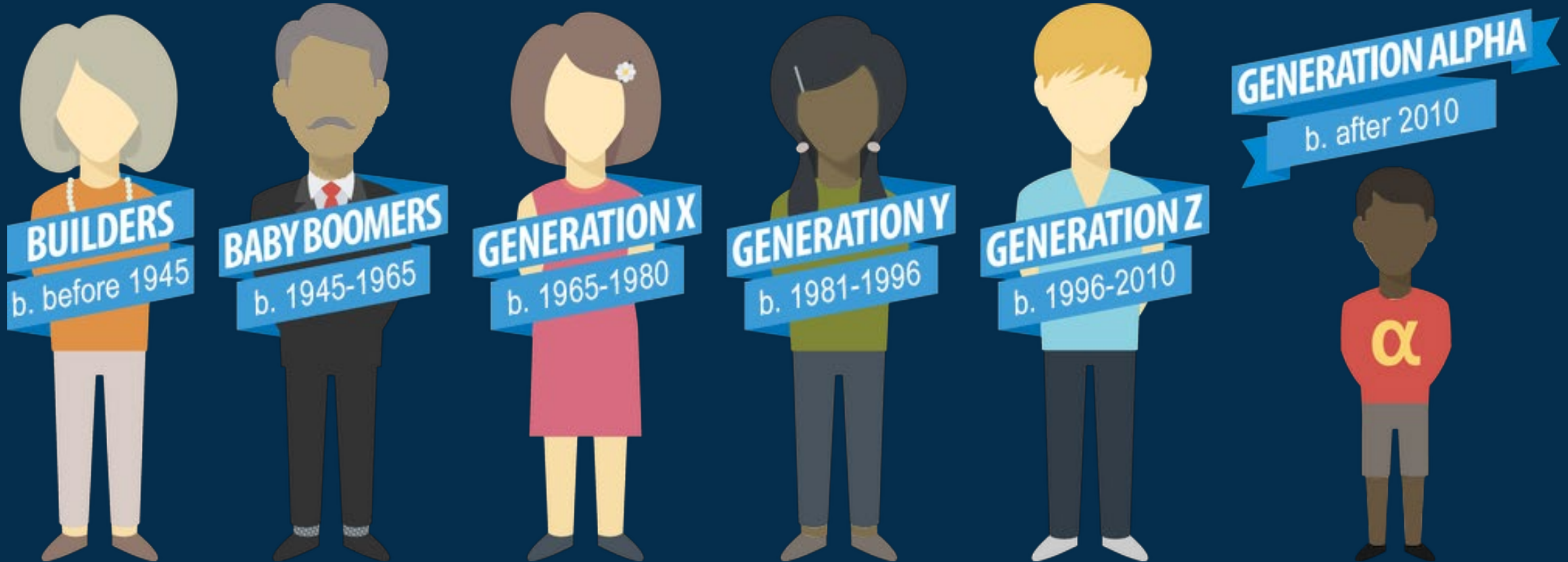
Elected officials will have a chance to offer feedback on which of the trends offered are most relevant to Naperville.

*Sources: World Future Society, Pew Research Center, experience of consultant.*



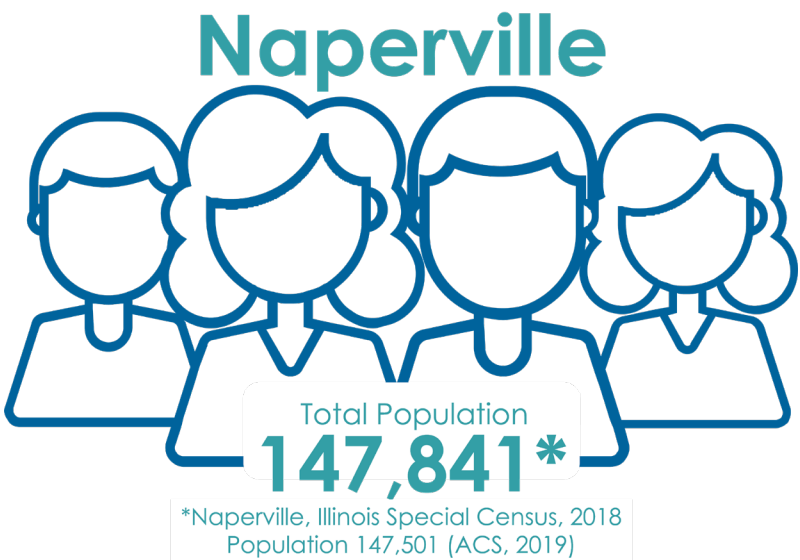
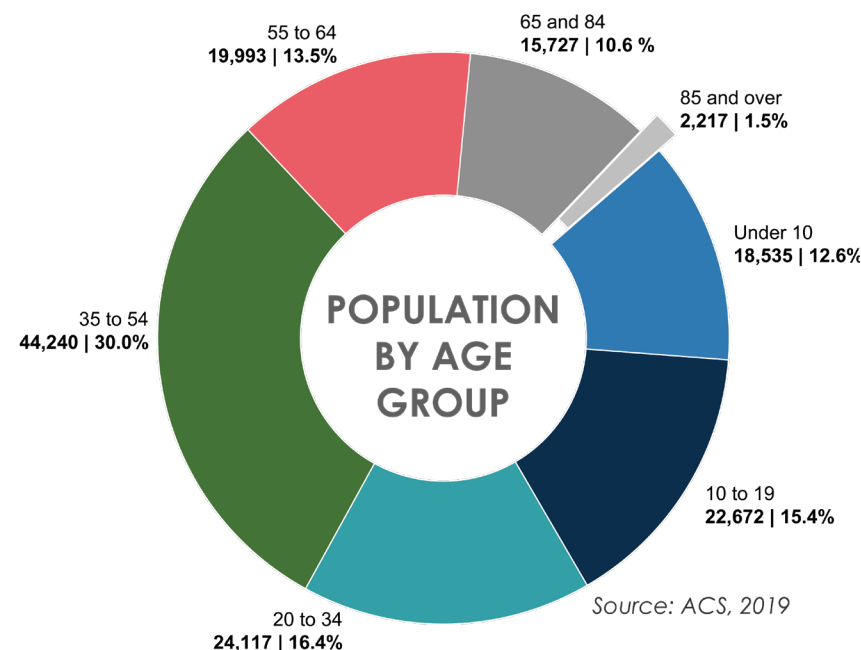
# GLOBAL TREND

*We are getting Older, Younger & More Diverse*





# How will Generational Trends Impact Naperville over the next 10 years as it continues to grow?

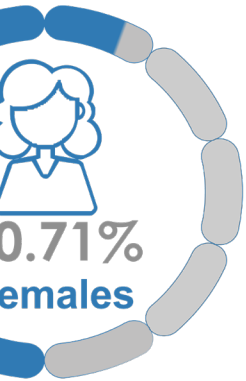
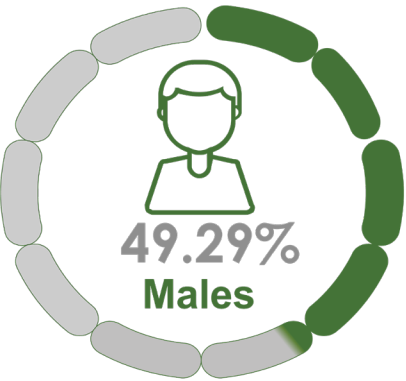


## MEDIAN AGE

Naperville	39.1
DuPage County	39.3
Will County	37.9
Illinois	38.1



Source: ACS, 2019



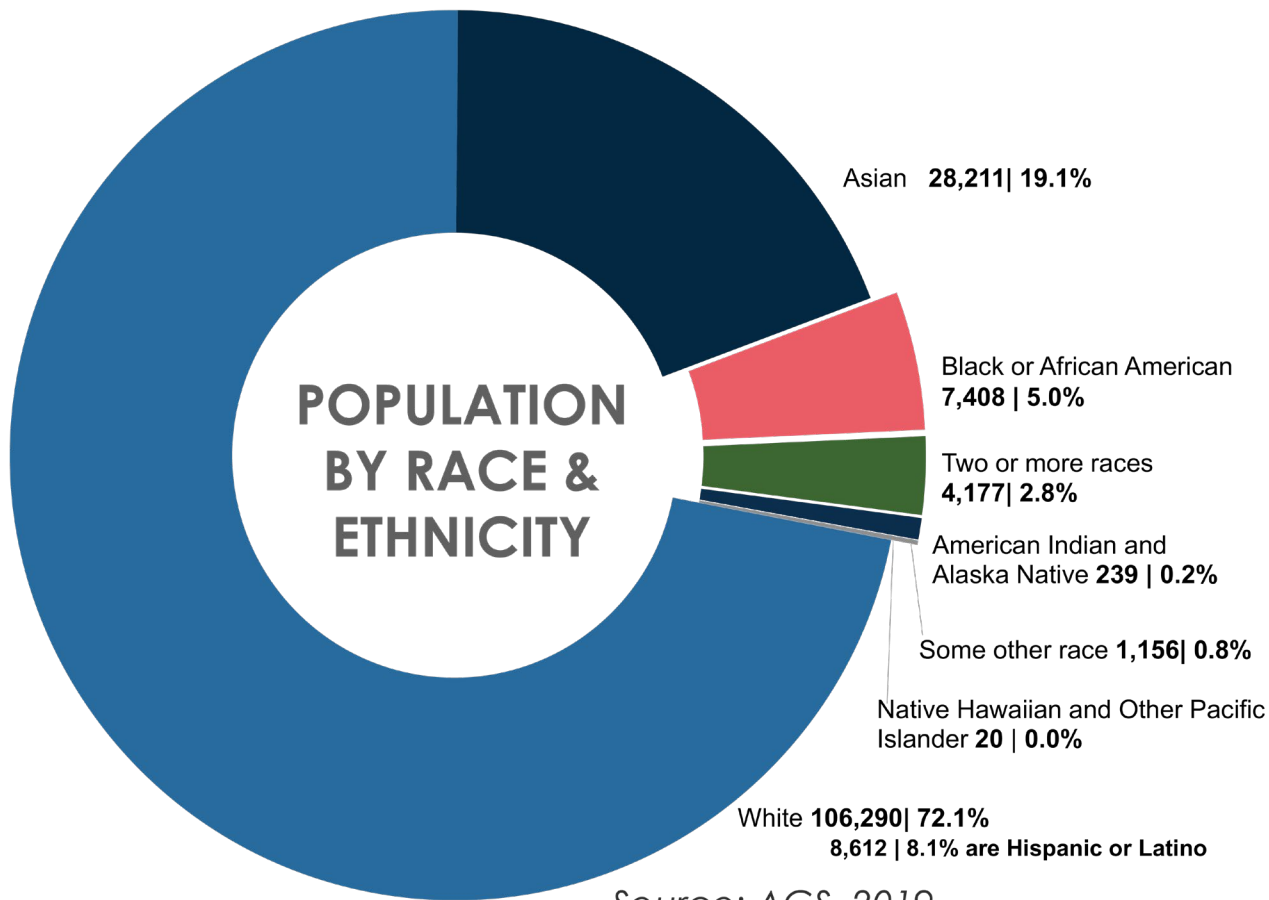
Source: ACS, 2019

## AARP LIVABILITY INDEX SCORE

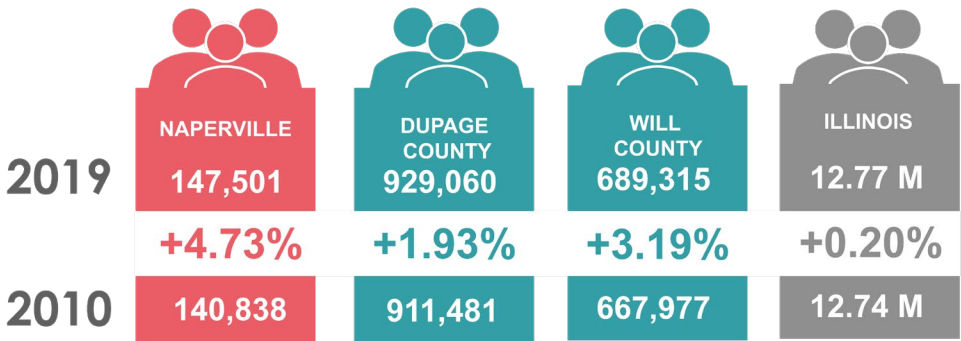


The livability score rates the overall livability of **Naperville** from 0 - 100. It's based on the average score of seven categories - housing, neighborhood, transportation, environment, health, engagement, and opportunity. Scoring measurements begins at the neighborhood level and outward to the state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

# GROWINGLY DIVERSE



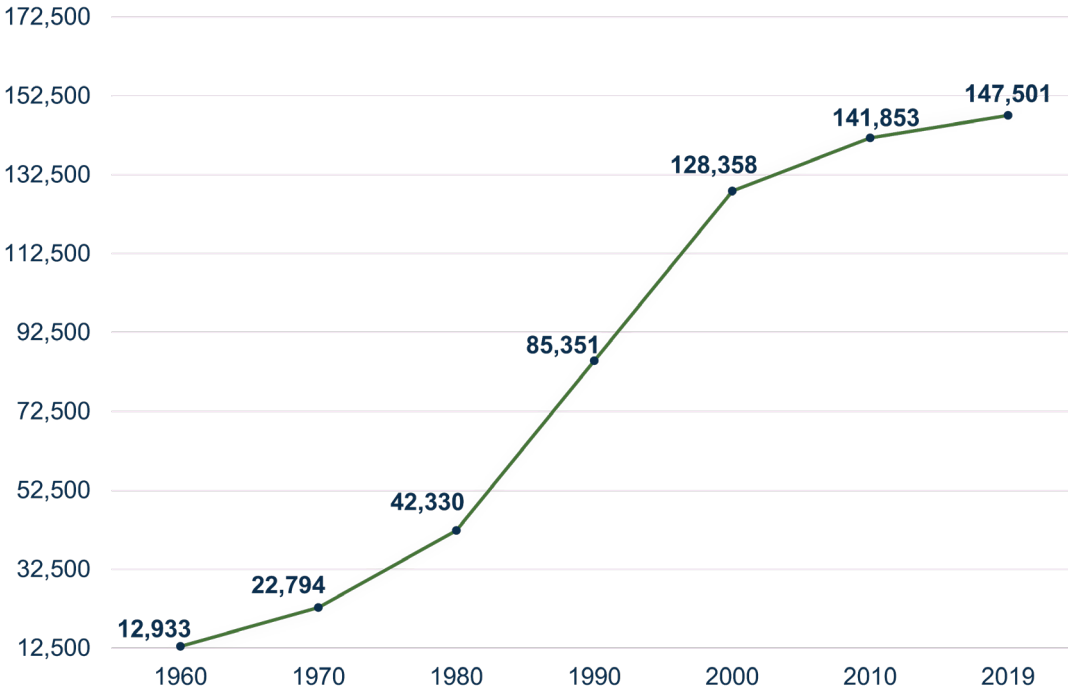
Source: ACS, 2019



This data provides a comparison of population growth — Naperville, DuPage County, and Will County and the State of Illinois have experienced an increase in population since 2010.

Source: ACS, 2010 and 2019

## POPULATION (DECENNIAL CENSUS)

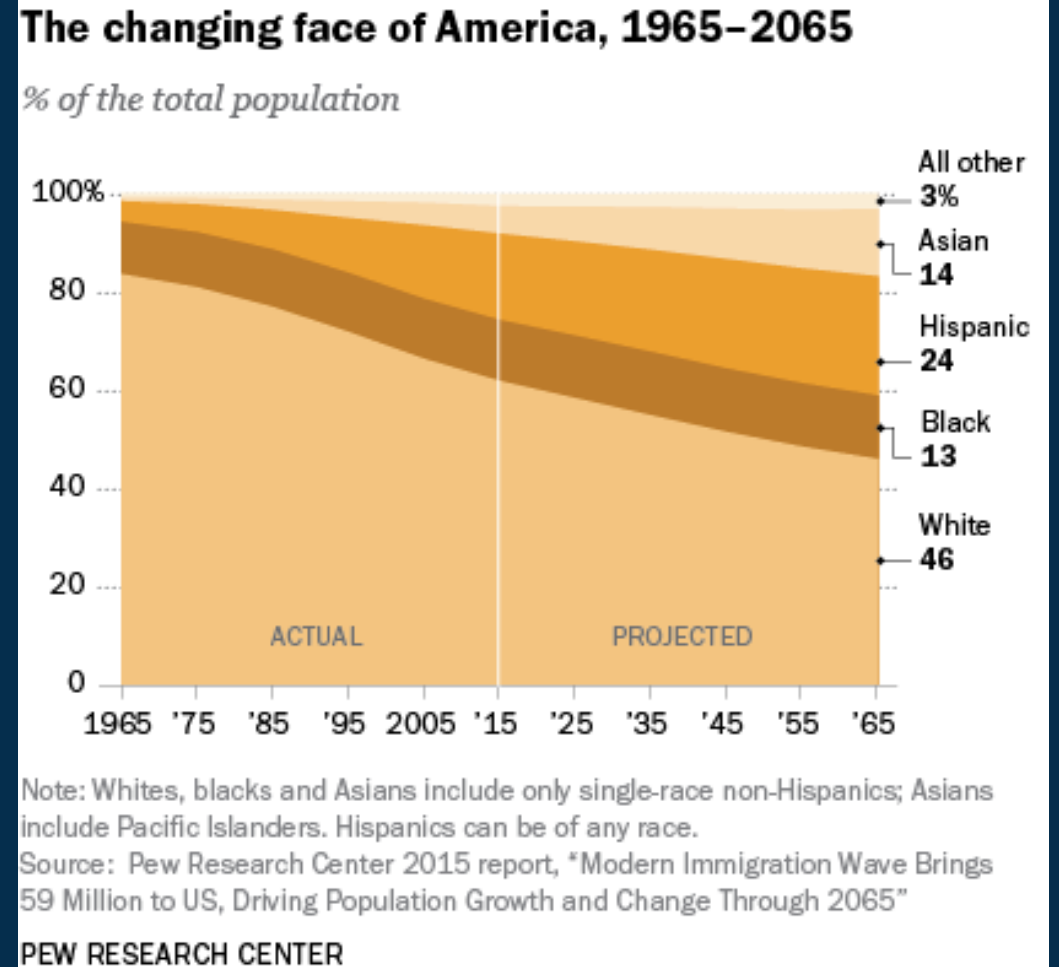


Source: US Census Bureau, 1960 - 2019

# Racial & Ethnicity Diversity

## People of color will be the majority by 2045

- US minority population is 30% today and will exceed 50% by 2045.
- Latinx & Asian populations will triple in the US.
- 1 million immigrants per year over the next 40 years will move to the US – the preferred destination for educated, skilled migrants.
- By 2050, 40% of children under the age of 5 will be Latinx – today that number is 5%.

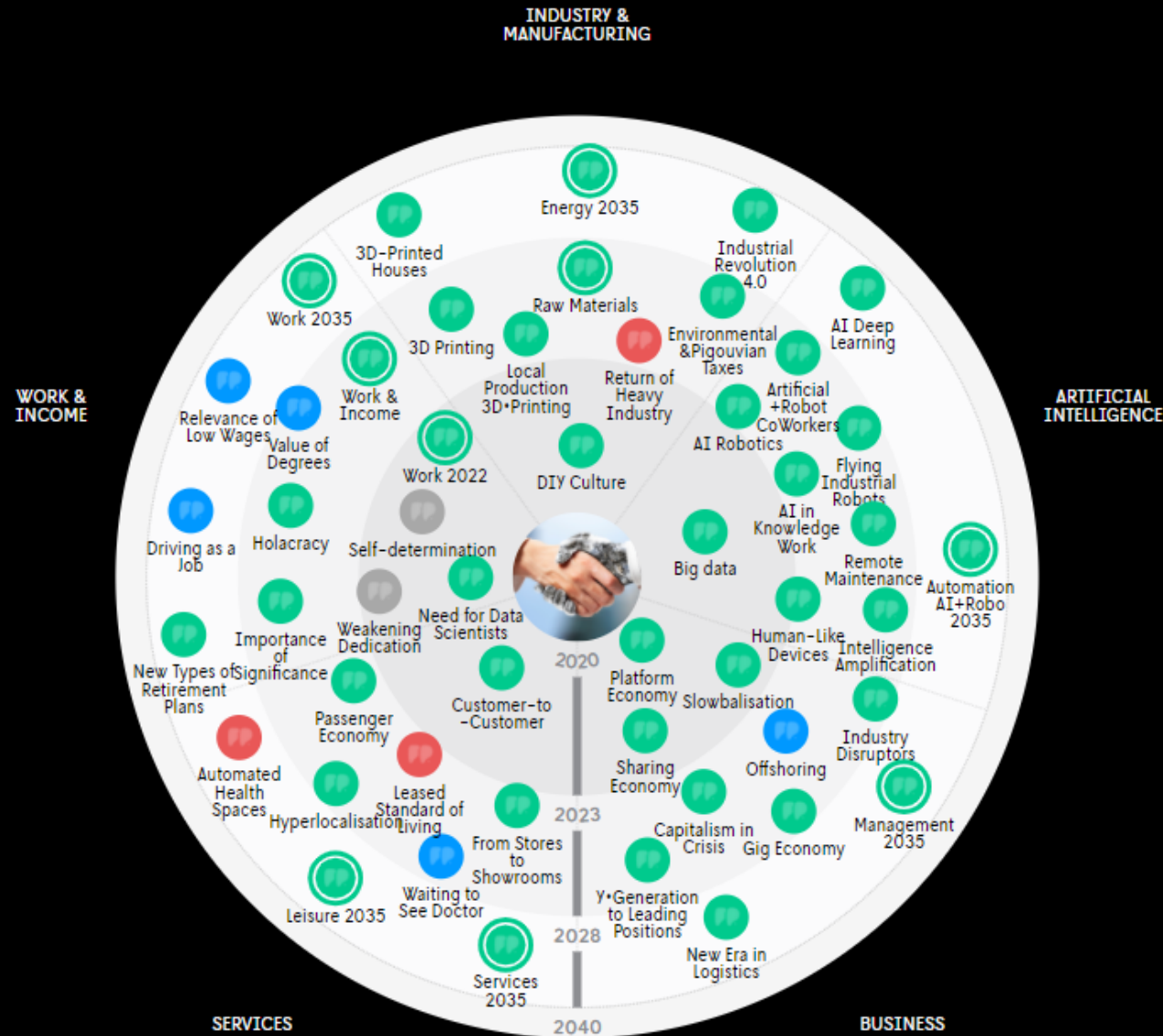


# Planning for Generations

*How does what we know about each generation impact how we plan our community?*

	AGE RANGE BY YEAR				
	2020	2025	2040	2050	2060
Silent Generation (Born before 1945)	75+	80+	95+	105+	
Baby Boomers (Born 1945 - 1965)	55-75	60-79	75-94	85-104	95-115
Gen X (Born 1965-1980)	40-54	45-59	60-74	70-84	80-94
Gen Y (Born 1981 - 1996)	24-40	29-45	44-59	54-69	64-79
Gen Z (Born 1996 -2010)	10-23	15-28	30-43	40-53	50-63
Alpha (Born after 2010)	0-9	0-14	15-29	25-39	35-49

# The Future of Work



Economy  
Infrastructure and Utilities  
Governance

# COVID19 Impact

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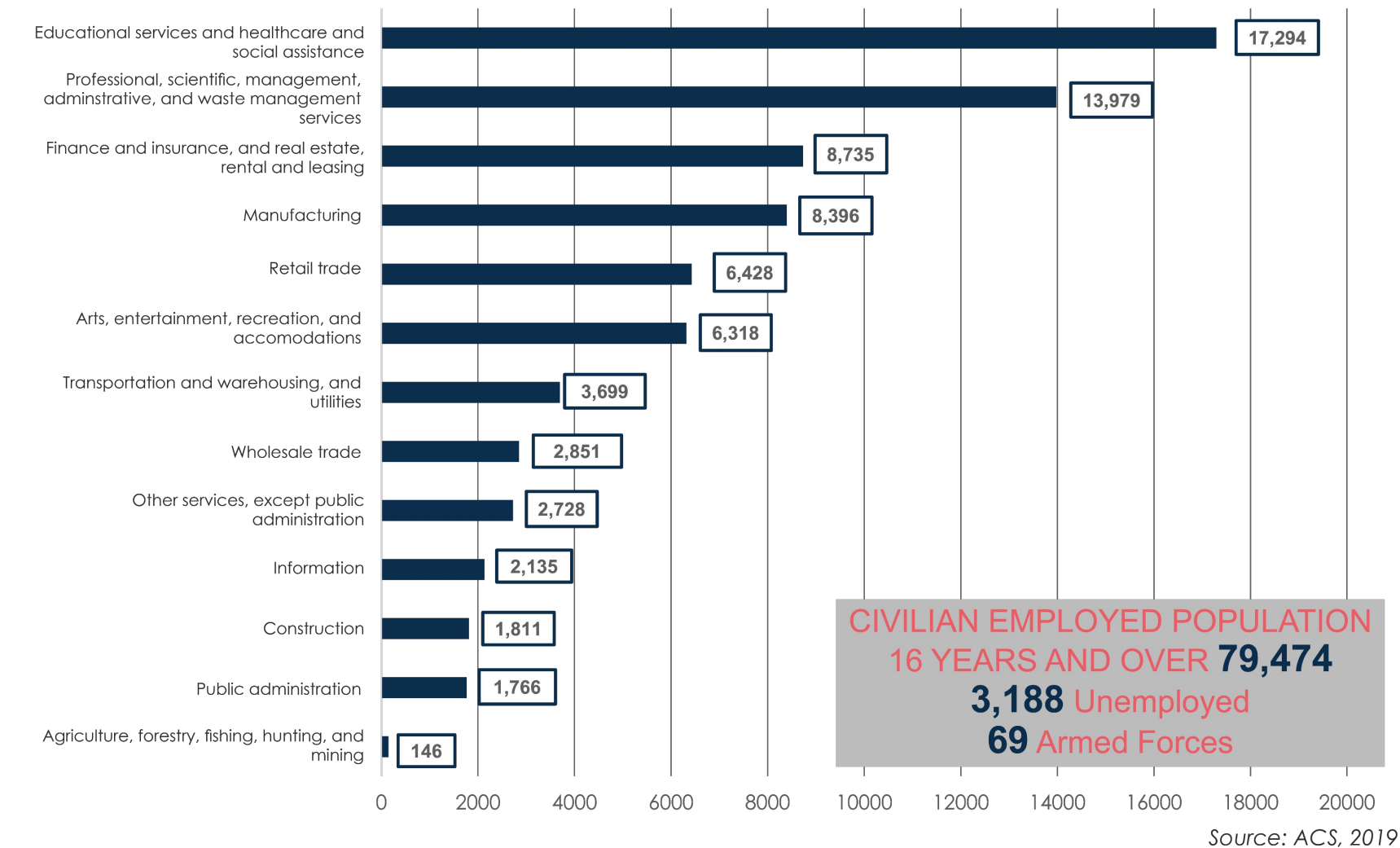
- COVID-19 pandemic has **further accelerated** the use of remote working, technology-powered remote maintenance is likely to experience a steep surge in the new decade.
- **Health care virtual-visits** are now the norm. Businesses are now set up for **remote work**. The need to invest in broadband has widespread support.
- The health and safety of workers, **decreasing the number of people at a physical worksite**, remote support and collaboration are growing in importance.
- From communication service providers to utility firms and consumer electronic brands, the emerging technologies are taking remote diagnosis and maintenance to the next level quicker than previously predicted as the world needed to **pivot quickly due to the pandemic**.

# How can we maintain our economy?



# SNAPSHOT DATA: Economy

## EMPLOYMENT SECTORS OF NAPERVILLE RESIDENTS





# SNAPSHOT DATA: Economy

## SALES TAX RATES IN NAPERVILLE

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

Source: Naperville Development Partnership, 2021

## 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

## Tax Rate

**.6949** 2021  
**.7392** 2015

## Valuation



Source: Naperville Annual Budget, 2021

# *Trend: Retail is Not Dead – It's Evolving*

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- Online shopping is expanding.
- Which Brick & Mortar stores will be around post-COVID19?
- Big box is integrating both with order online & pick up in store – “Click & Mortar.”
- In-store experiences sharable across social media will grow retail – “Showrooming”.
- Gen Z & Baby Boomers seek authentic, local shops.

# *Trend: Demand for Authentic Experiences*

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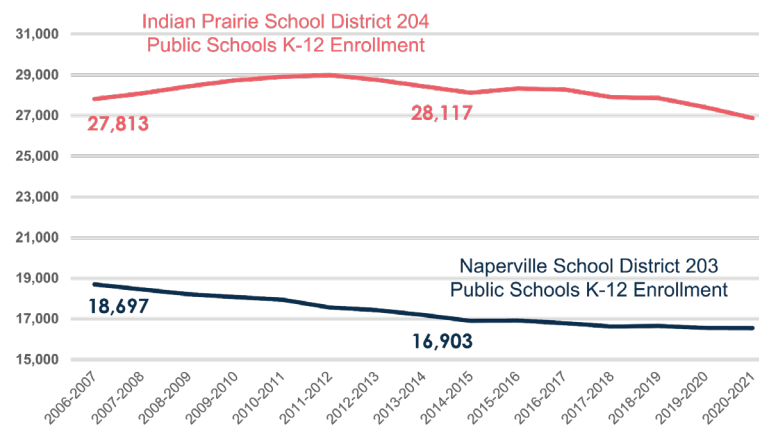
- Creating quality places for locals & daily livability increases property values & tourism dollars.
- Gen Z and Millennials like to travel and spend money on experiences over things, this lends itself for opportunities within the tourism and hospitality market to match those desires. They go on trips 2 -3 times per year.
- They are looking for curated authentic experiences as told and designed by locals.



# SNAPSHOT DATA: Economy

## Enrollment

State of Illinois



Source: Illinois State Department of Education, 2020

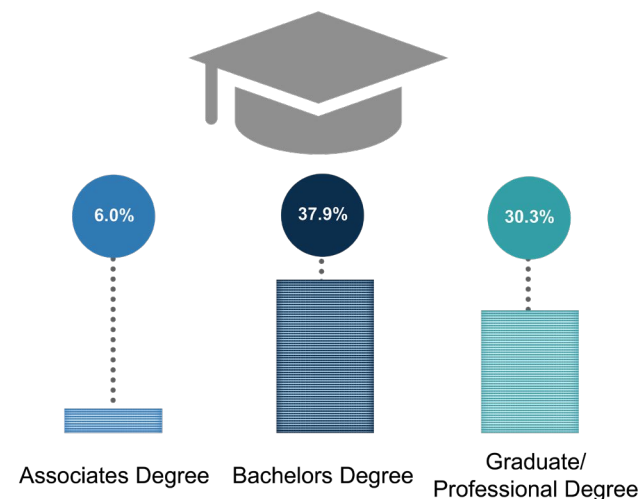
## 2020 Graduation Rate

Naperville 203	Indian Prairie 204	Illinois
96.7%	95.6%	88.0%

Source: Illinois State Department of Education, 2020

- 1 Private Schools
- 3 Pre-Kindergarten – Kindergarten
- 2 Kindergarten – 12<sup>th</sup> Grade
- 5 Pre-Kindergarten – 8<sup>th</sup> Grade

## 2019 Education Attainment



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

Source: ACS, 2019

## 2 Public School Districts

Naperville 203

Indian Prairie 204

PRE-K	1	PRE-K	1
ELEMENTARY SCHOOLS	14	ELEMENTARY SCHOOLS	21
MIDDLE SCHOOLS	5	MIDDLE SCHOOLS	7
HIGH SCHOOLS	2	HIGH SCHOOLS	3

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

# Community Survey Insights

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- “Downtown” was selected as the 2<sup>nd</sup> best strength of Naperville
- When asked what do you want to be able to say about Naperville in 10 years, “prosperity” is the 6<sup>th</sup> most chosen answer.
- “Business Growth” is the 8<sup>th</sup> most chosen weakness for Naperville

# Utilities & Infrastructure

# Trend: Aging Infrastructure

## ILLINOIS GRADE SUMMARY



# ***Trend: Technology Transforms Transportation***

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- Electric vehicle demand will increase.
- As a result of the pandemic, commuters may shift their mode of travel away from public transportation to other means.
- Autonomous vehicles will start with trucking, delivery and move to personal transportation.

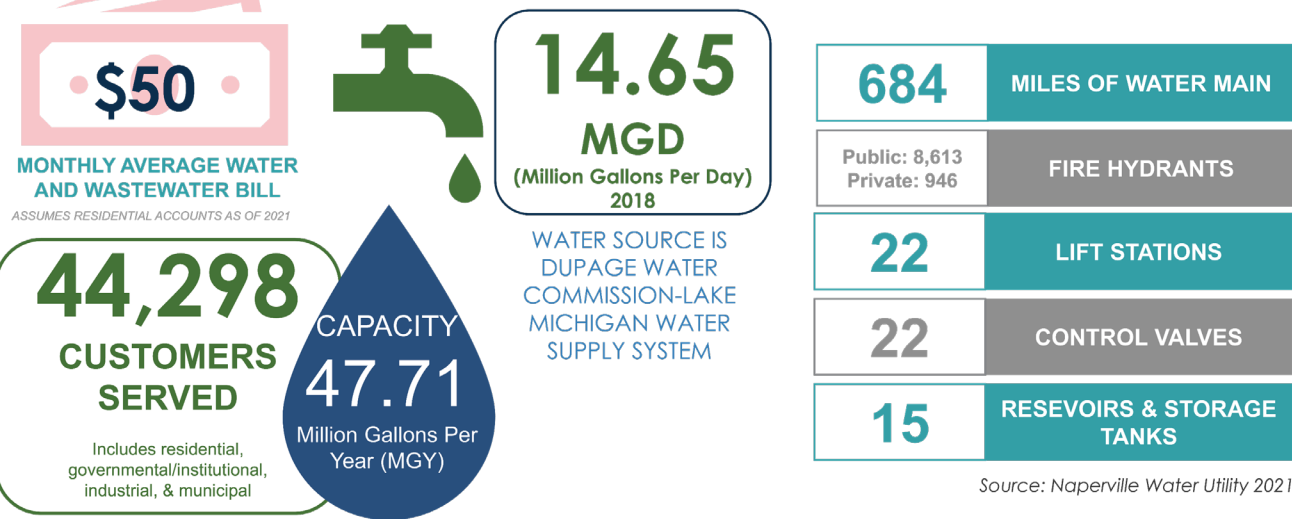


# SNAPSHOT DATA: Infrastructure

## WASTEWATER AND WATER

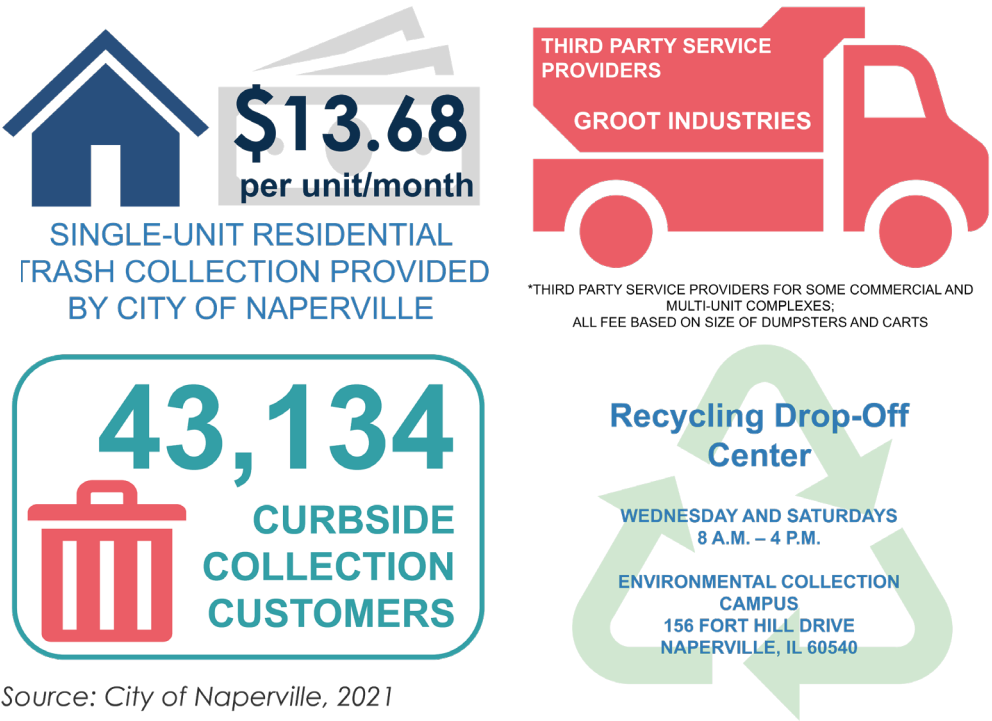


## WATER DEMAND



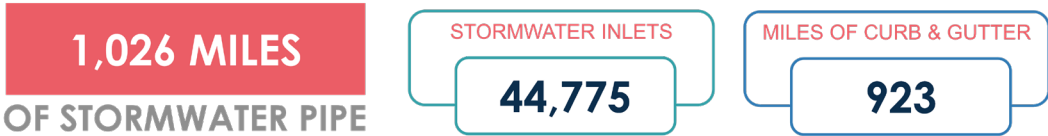
Source: Naperville Water Utility 2021

## SOLID WASTE



Source: City of Naperville, 2021

## STORMWATER



Source: City of Naperville, 2021

# SNAPSHOT DATA: Infrastructure

## 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



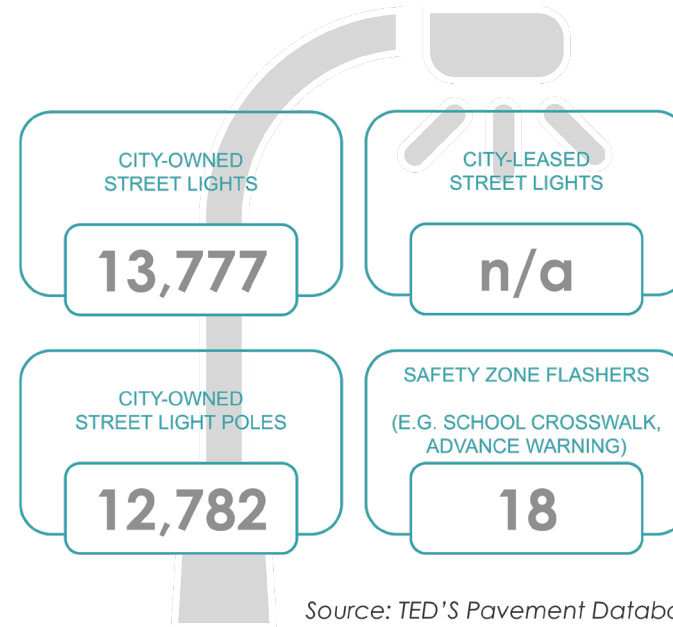
Source: IDOT Bridge and Structure Information System

909  
MILES OF  
SIDEWALK &  
SHARED-USE  
SIDE-PATH

900 miles of sidewalk, 8.5 miles shared-path

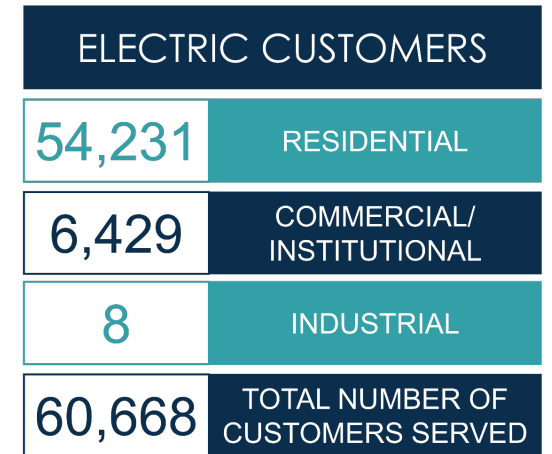
Source: TED'S Pavement Database

## TRAFFIC



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

# Community Survey Insights

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- The 3rd most selected option for what residents want to be able to say about Naperville in 10 years is “City Investment in Infrastructure Attracting Businesses and Investments”.
- “Aging Infrastructure” is 6<sup>th</sup> on the list of Naperville’s biggest challenges.

# Community Survey Insights

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- Top three **public works/engineering** services that should receive the most emphasis:
  - Maintenance of major City streets
  - Maintenance of Neighborhood streets
  - Maintenance of sidewalks and bike ways
- Top three **transportation** services that should receive the most emphasis:
  - Traffic signal timing and coordination on major City streets
  - Ease of north/south travel
  - Overall satisfaction of Downtown parking availability
- Top three **electric utility** services that should receive the most emphasis:
  - Overall value that you receive for electrical utility rates
  - How quickly the City restores power after an unplanned outage
  - Reliability of electrical service
- Top three **water utility** services that should receive the most emphasis:
  - City efforts to prevent backups from wastewater in your home
  - The reliability of your water service
  - Taste/odor of your drinking water

# How will local government adapt?

*Tell us about how decisions will be made and the role of local government.*



# Trends in Governance

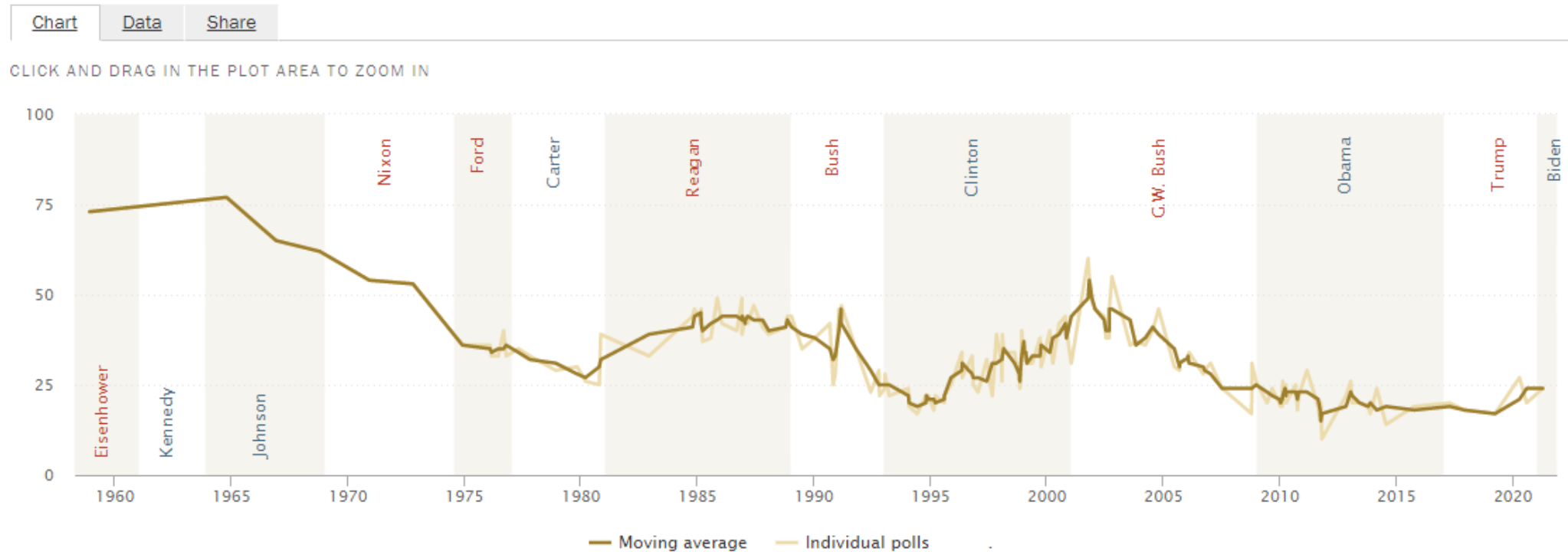
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- Trust in institutions including government, business, nonprofits, and the media is low. Local government is trusted more than state or federal government.
- Citizens expect a high level of service. Increasing costs of providing service make it hard to keep up.
- Citizens and customers want diversity and inclusion to be substantively addressed but often struggle with how to move forward.

# Public Trust in Government: 1958-2021

Public trust in government remains low. Only about one-quarter of Americans say they can trust the government in Washington to do what is right “just about always” (2%) or “most of the time” (22%).

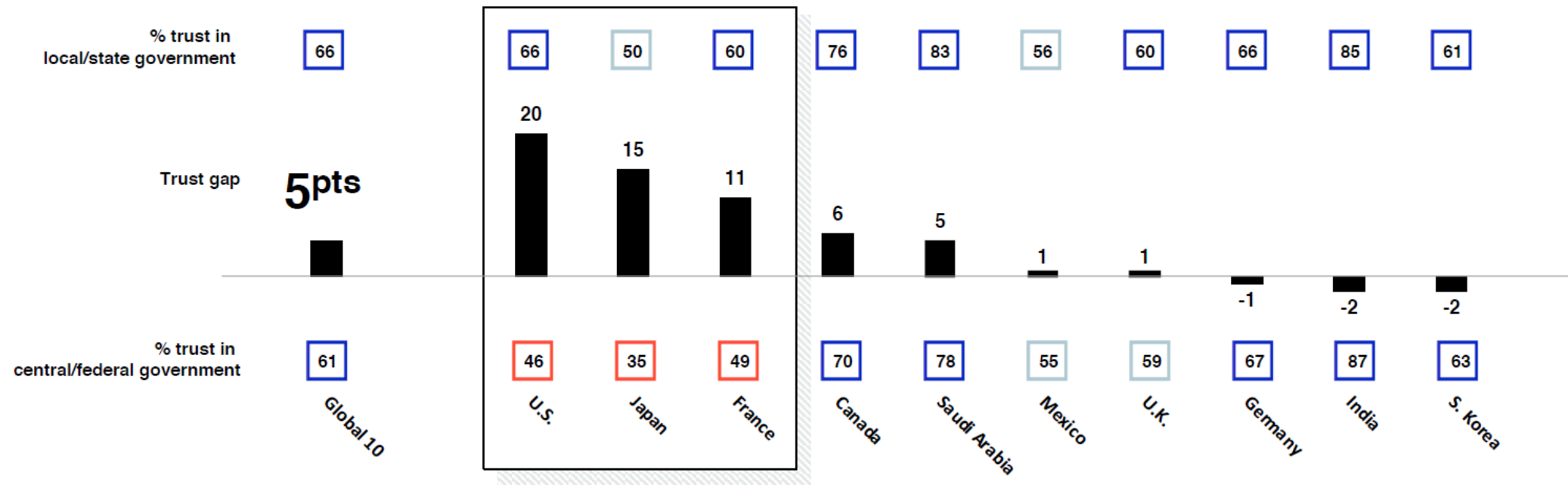
## Public trust in government near historic lows



# WHERE NATIONAL GOVERNMENT LACKS TRUST, LOCAL GOVERNMENT FILLS THE VOID

Percentage-point gap between trust in local government and trust in national government

Distrust Neutral Trust

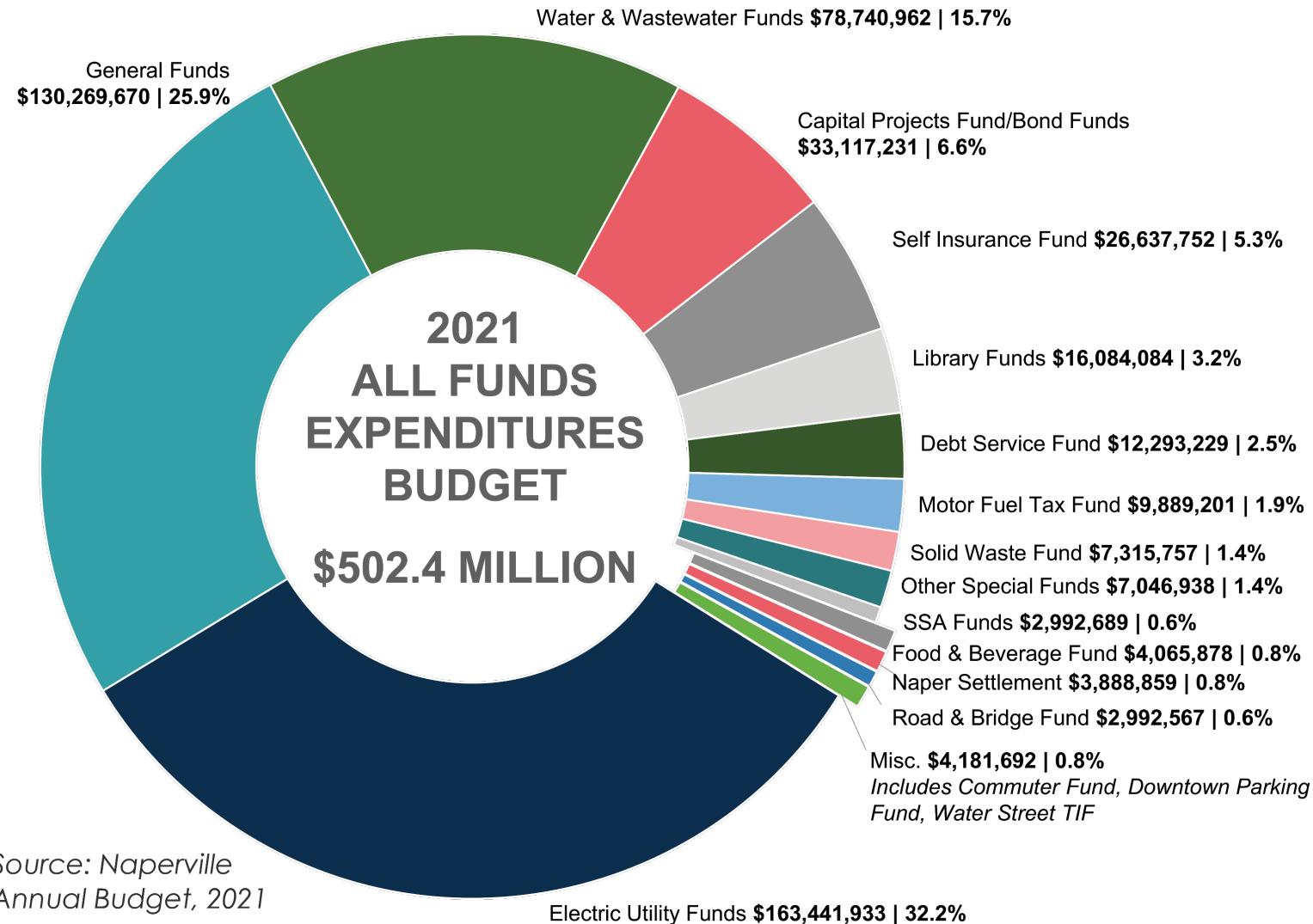


2020 Edelman Trust Barometer Spring Update. TRU\_INS. [Central/federal government and your local/state government] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 10-mkt avg. (Data not collected in China).



# SNAPSHOT DATA: Economy

## 2021 BUDGET



Source: Naperville  
Annual Budget, 2021

## BOND RATING



Source: Naperville Annual Budget, 2020

## CITY'S DIRECT DEBT

**\$119,755,000**

**\$3,439**

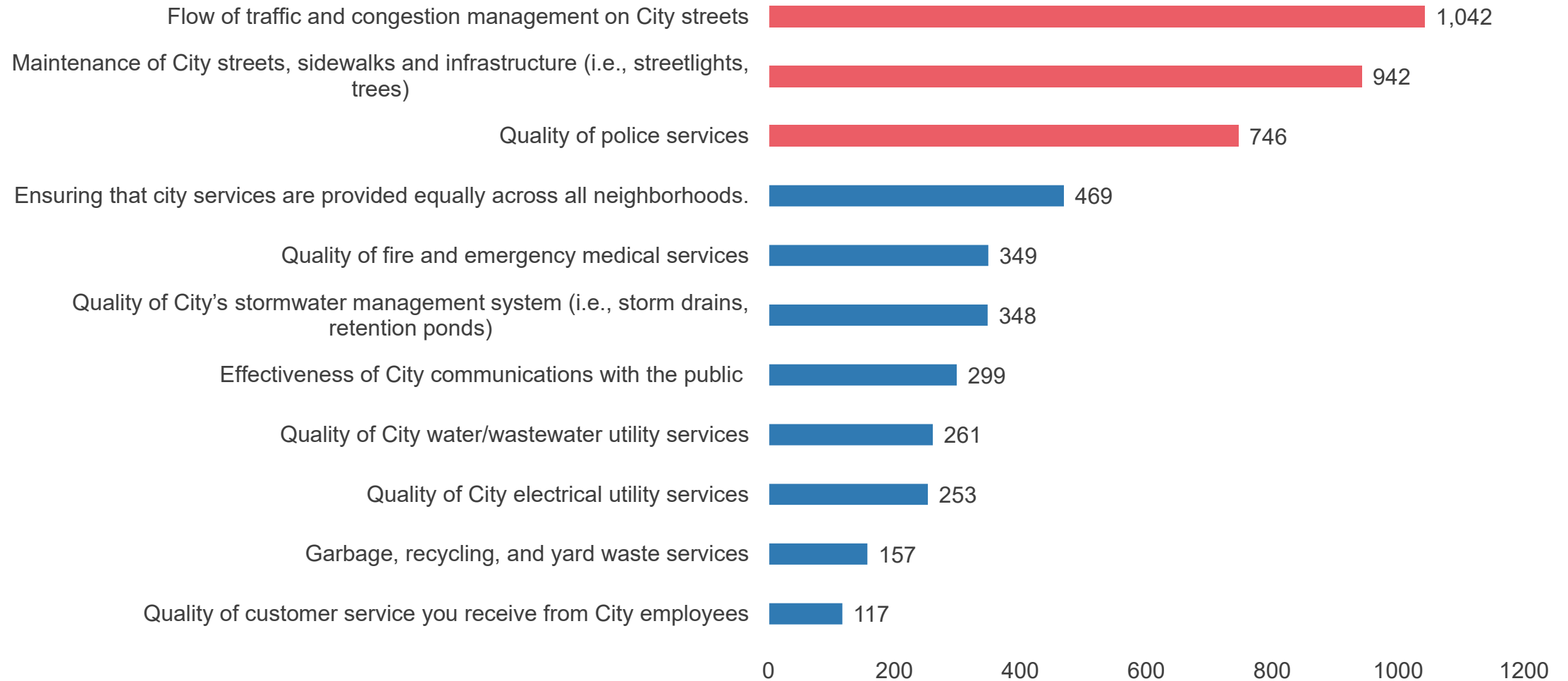
TAX REVENUE  
PER CAPITA

**\$807**

DEBT PER CAPITA

Source: Naperville CAFR, 2019

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





# GLOBAL TREND

*People desire authentic places,  
healthy living, and well-connected  
communities.*

# SNAPSHOT DATA:

## 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



## 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

#### 3 Museums

DuPage Children's Museum  
Naperville Settlement  
Knoch Knolls Nature Center

### Theatres

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

**18**  
Hotels

**2,399**  
Rooms

# SNAPSHOT DATA:

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



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

## OTHER RECREATIONAL AMENITIES



McDowell Grove Forest Preserve

Springbrook Prairie Forest Preserve

Greene Valley Forest Preserve

Country Lakes Forest Preserve

Source: VisitNaperville.com and Google Maps

## Naperville Park District Amenities



Source: Naperville Park District, 2021

## 2020 Fort Hill Activity Center Memberships

10,481

Pre-Covid months.

Includes fitness, track, childcare & gym

Source: Naperville Park District, 2019

## 2019 TOTAL PARTICIPANTS IN NAPERVILLE

### FITNESS & WELLNESS PROGRAMS

3,614

Source: Naperville Park District, 2019

# *Trend: People Value Experiences More Than Things*

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- Appreciation of leisure is on the rise, along with a willingness and ability to spend money on services and high-quality free time in general. COVID19 – more outdoor experiences found locally.
- Due to change in values, which translates to measuring the quality of life, not in the amount of wealth owned, but in, for example, usability, efficiency, easiness, flexibility, ecological footprint, memorability, suitability to personal profile and situations of use.
- Especially younger people favor smart devices which enable quick and flexible social interaction, gamification and enjoyment.



# Where will you live?

*Tell us about housing choices.*





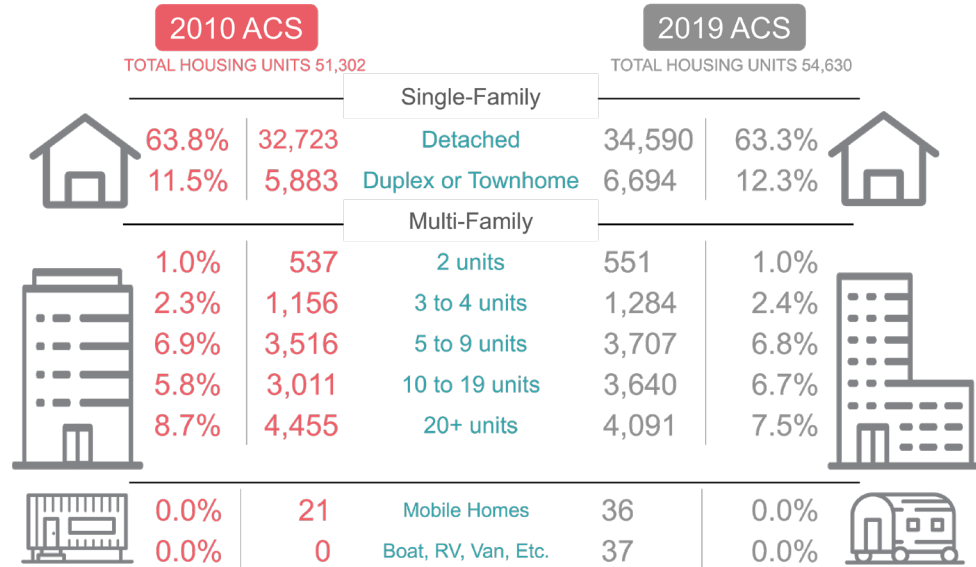
# Trends in Housing Choice

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- Affordability and lifestyle changes will drive people to different types of housing.
- The American Dream of owning a home will be out of reach for many and not desirable for others.
- Demand in need for multigenerational housing will grow.

# SNAPSHOT DATA: Housing

## HOUSING UNITS BY STRUCTURE



Source: ACS, 2010 and 2019

## SENIOR LIVING FACILITIES

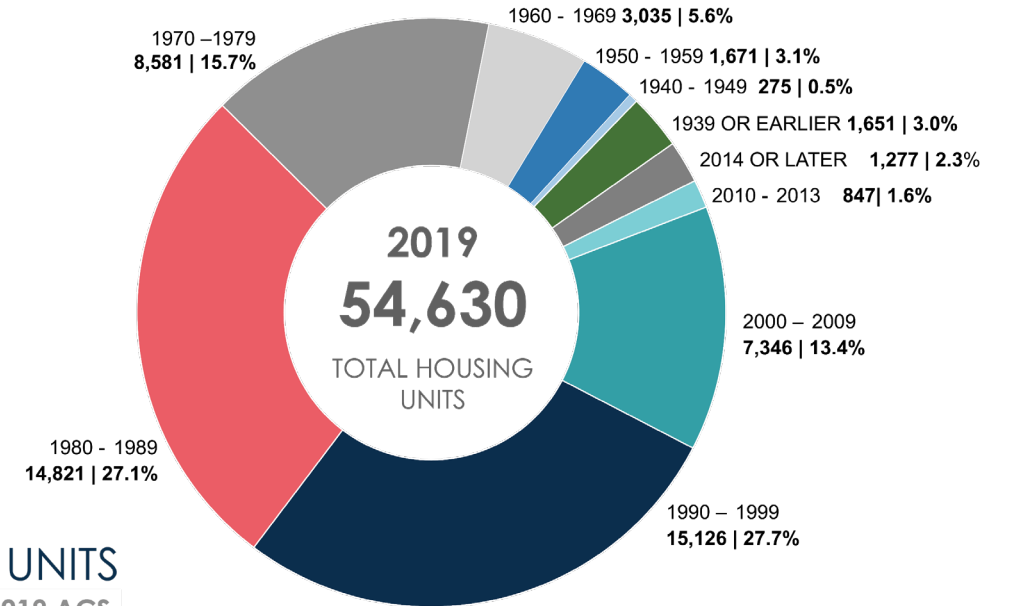
**AVERAGE COST OF ASSISTED LIVING**

NAPERVILLE **\$4,097/mo**

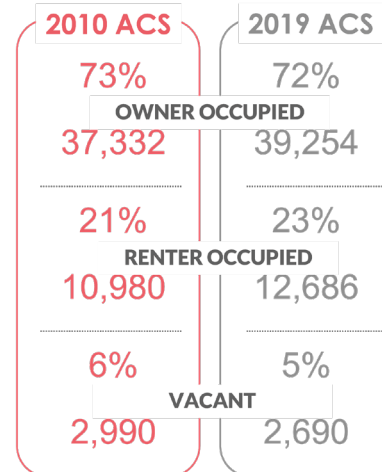
NATIONAL **\$4,000/mo**

- 5** Age Restricted/55+ Communities
- 10** Assisted Living/Senior Apartments
- 12** 24-hour Care/In-Home Facilities

## AGE OF HOUSING (BY YEAR BUILT)



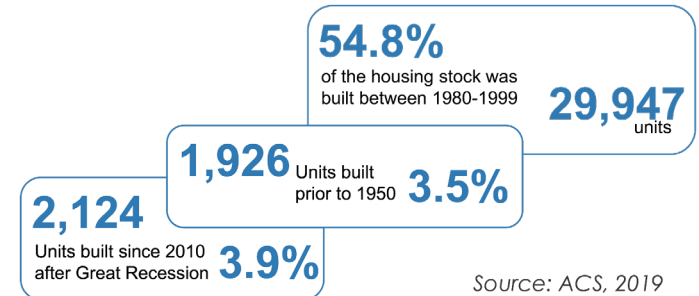
## HOUSING UNITS



**2.3** HOMEOWNER VACANCY RATE **0.6**

**6.9** RENTAL VACANCY RATE **5.5**

Source: ACS, 2010 and 2019



Source: ACS, 2019

# SNAPSHOT DATA: Housing

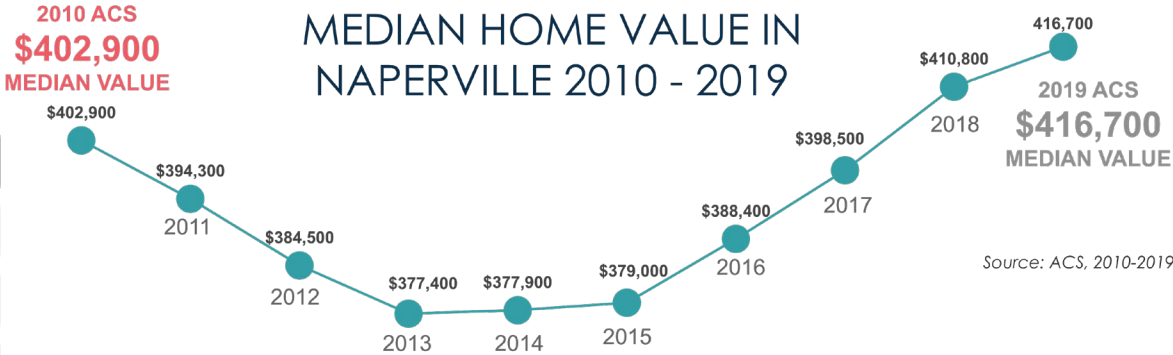
## 2010 ACS

# 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 \$99,000	↑ 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%

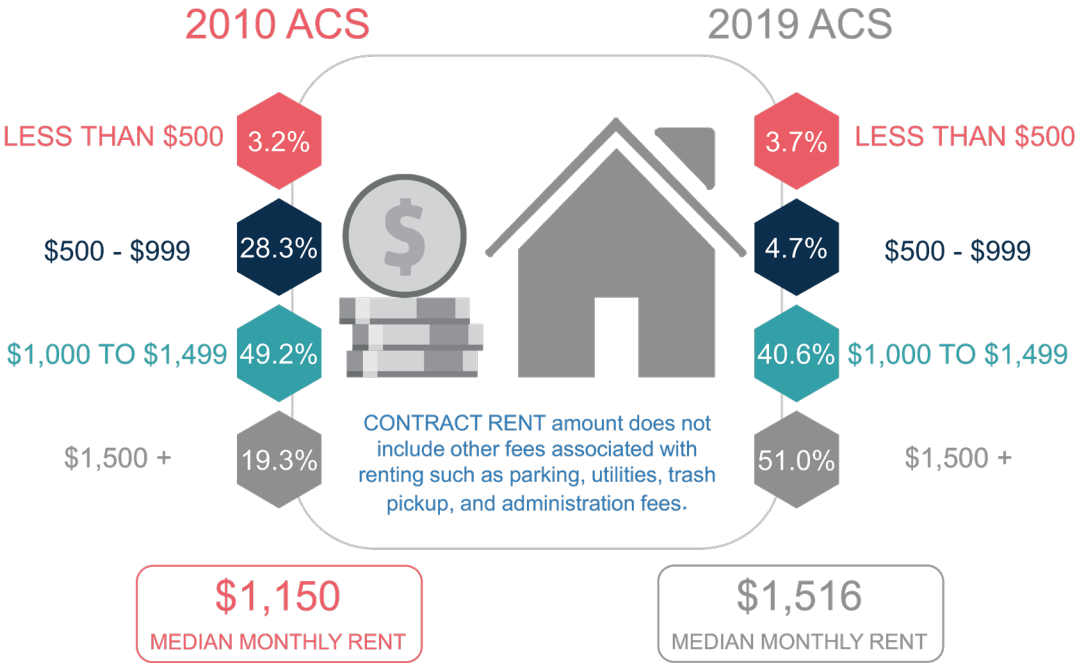
## 2019 ACS

Source: ACS, 2010 and 2019

## MEDIAN HOME VALUE IN NAPERVILLE 2010 - 2019

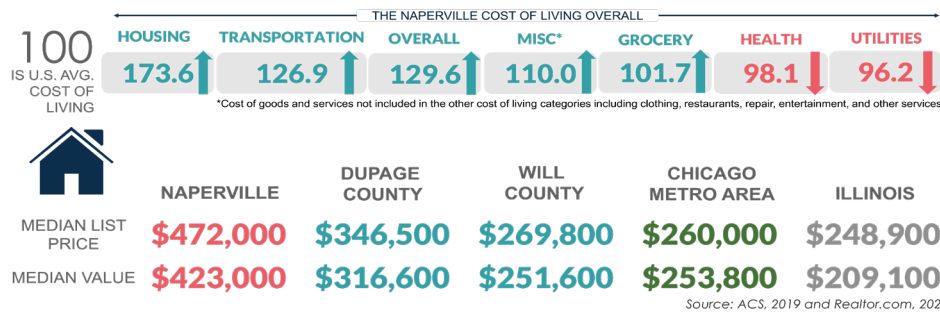


## GROSS RENT



Source: ACS, 2010 and 2019

## COST OF LIVING



# Community Survey Insights

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- “Strong Neighborhoods” was the #1 choice by residents for what they want to say about Naperville in 10 years
- “Neighborhoods” were the 6<sup>th</sup> top choice for strengths of Naperville
- “Housing options for all” was the 3<sup>rd</sup> most selected challenge for Naperville
- “Ensuring City Services are provided equally across all neighborhoods” was the 4<sup>th</sup> most chosen category for what City services should emphasize.

# How healthy and safe will we be?

*Tell us about public safety and the perception of safety.*



# *US Crime Stats and Perception of Crime don't always line up*

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- Violent crime in the U.S. has fallen sharply over the past quarter century.
- Property crime in the U.S. has declined significantly over the long term.
- About 6 in 10 people believe crime in US is rising.
- While perceptions of rising crime at the *national* level are common, fewer Americans tend to say crime is up when asked about the *local* level.

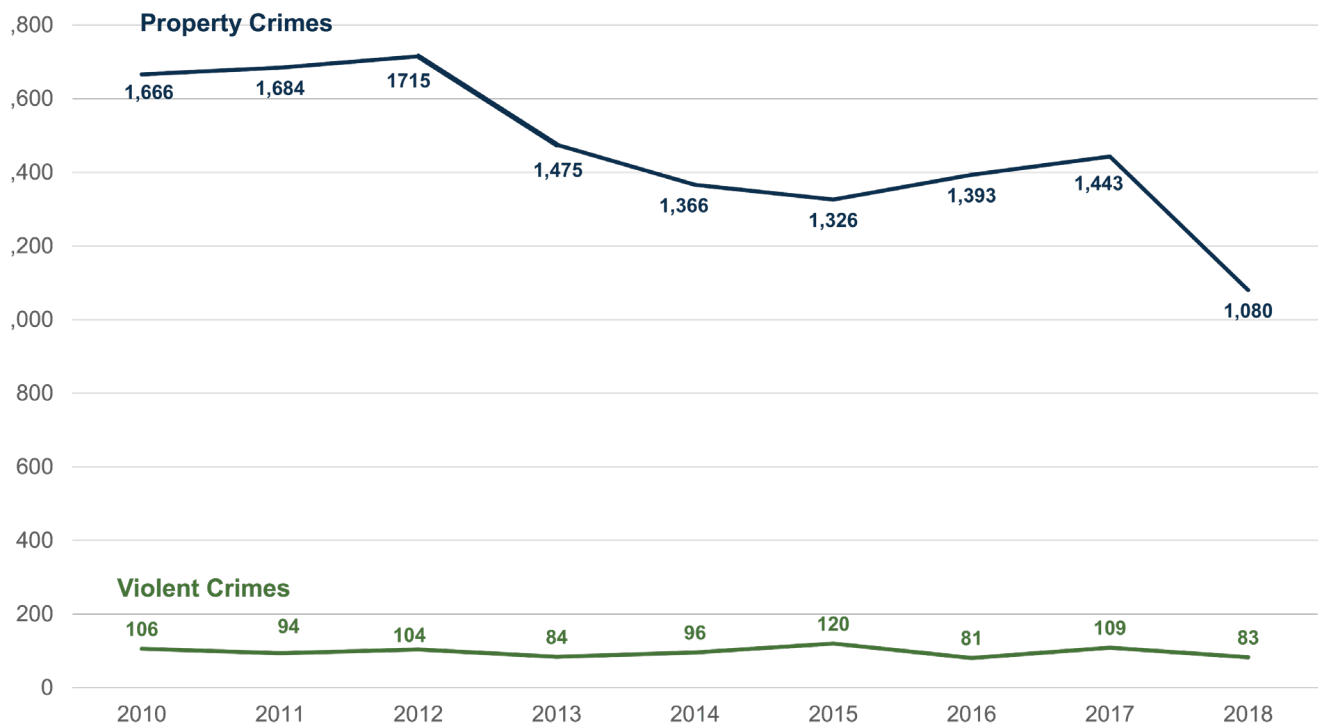
# Trends in Security & Safety

*Public safety, Cybersecurity, Equity, and Justice are at the forefront of community conversations.*

- Technological advances will help improve the safety of the public but also put it at greater risk.
- Demilitarizing of police departments and racial justice will impact how communities provide public safety services.
- Balancing civil liberties and protection will continue to be a challenge.
- Potential for significant law enforcement-related legislative changes in the State of Illinois.

# Public Safety

## CRIME 2010 - 2018



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


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.

PROPERTY CRIME	
2010	2018
1,666	1,080
INCIDENTS	INCIDENTS

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




SWORN POLICE  
169

POLICE BEATS  
12

43 PATROL VEHICLES

49 SPECIALITY VEHICLES

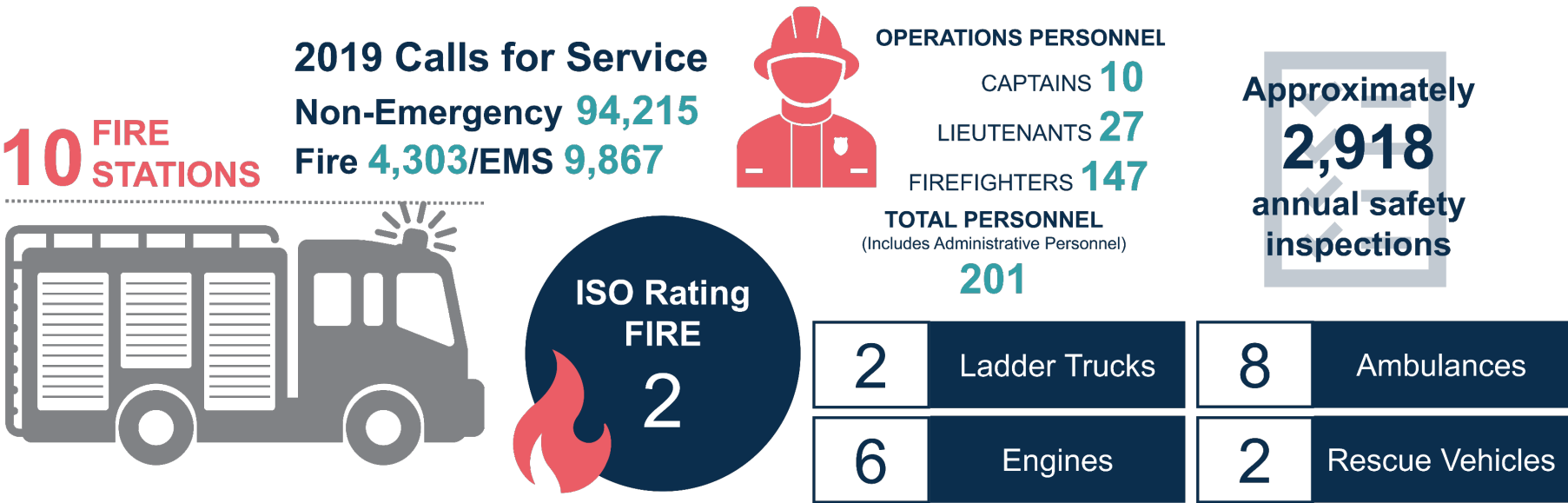
10 NON-EMERGENCY VEHICLES



Source: Naperville Police Department Annual Report, 2019



# Public Safety



## FIRE PROGRAMS AND SERVICES

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

Source: Naperville Annual Fire Report, 2020

# Community Survey Insights

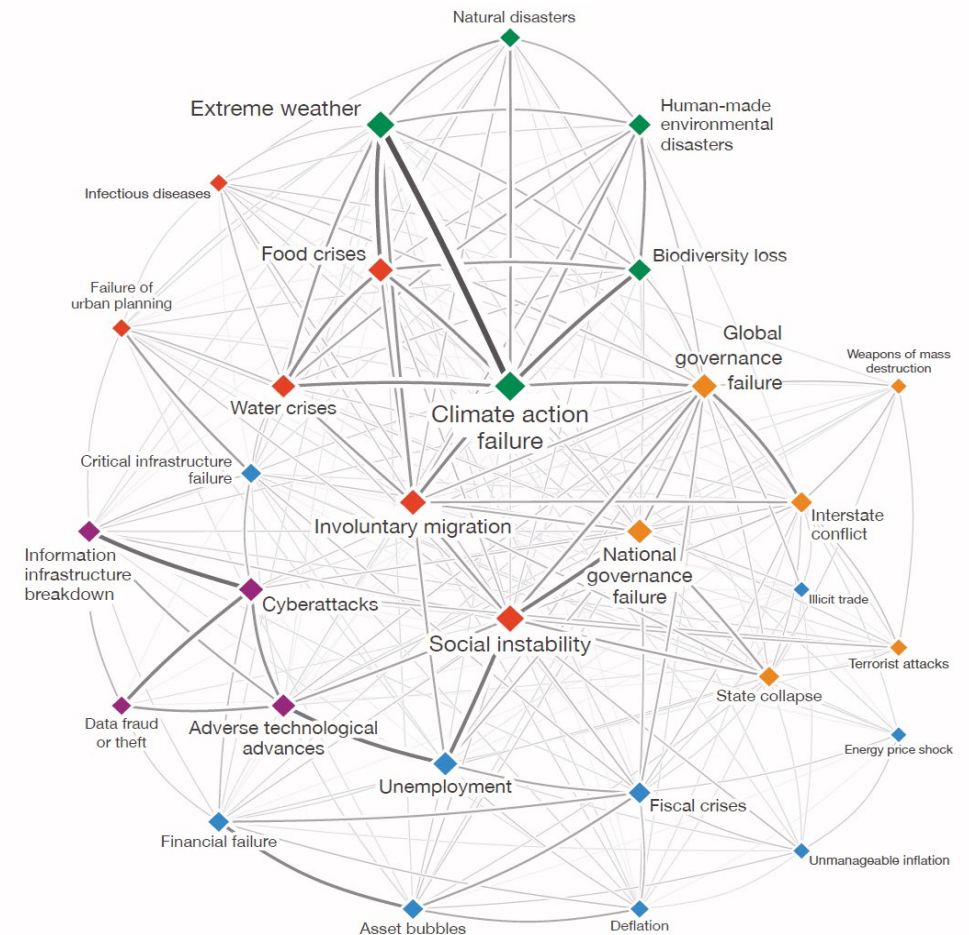
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- “Safe Community” was the 3<sup>rd</sup> most selected answer for Strengths of Naperville
- “Addiction and Mental Health” was the 4<sup>th</sup> most selected answer for Naperville’s biggest challenges
- Top three police services that should receive the most emphasis:
  - Crime reduction/prevention
  - Social services and mental health
  - Police training
- Top three fire and EMS services that should receive the most emphasis:
  - Mental health-related training and response
  - Training and education for front-line responders
  - Emergency response (Fire, EMS, and specialty response)

# How can we support a healthy and safe environment?

# Trend: Extreme Weather Increases Other Risks to Society Worldwide

- Increase frequency of extreme weather events cause risk to property, infrastructure, and human safety.
- Extreme weather events can increase biodiversity loss, water supply issues, population migration, and economic loss.

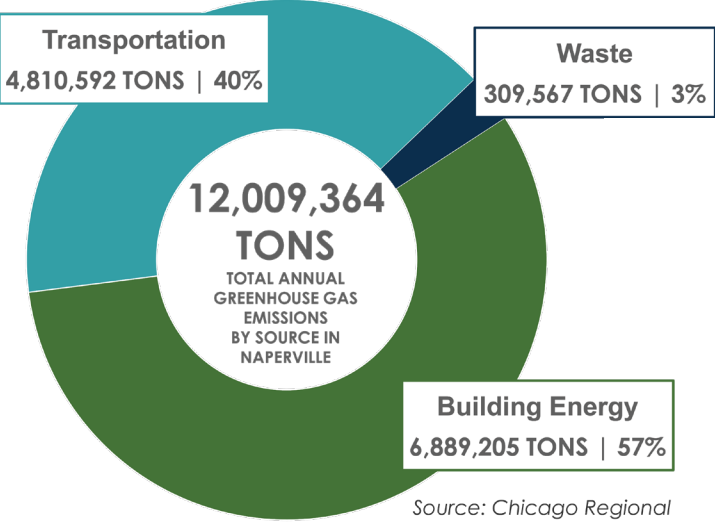


# Trends in Sustainability Planning

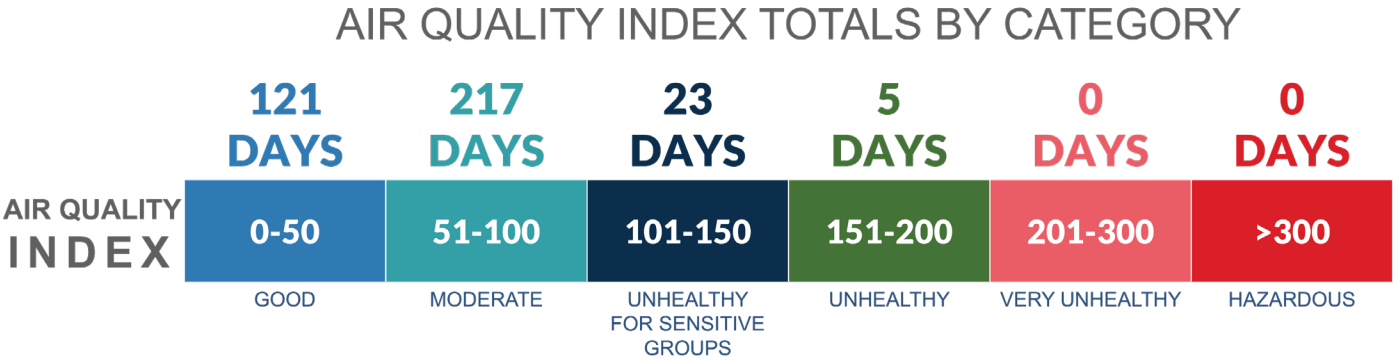
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- Urgency of climate change mitigation, especially reduction of greenhouse gases
- Culture of preparedness
- Leadership of cities

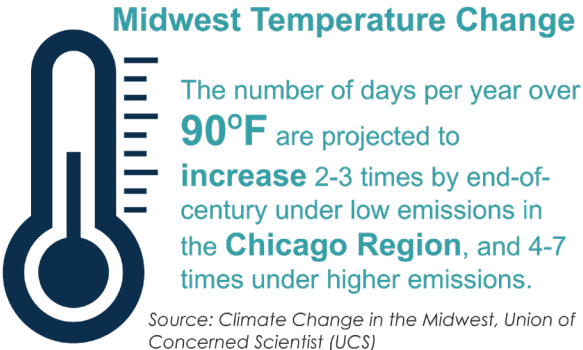
# SNAPSHOT DATA: Sustainability & Natural Environment



Source: Chicago Regional Greenhouse Gas Emissions Inventory, 2018

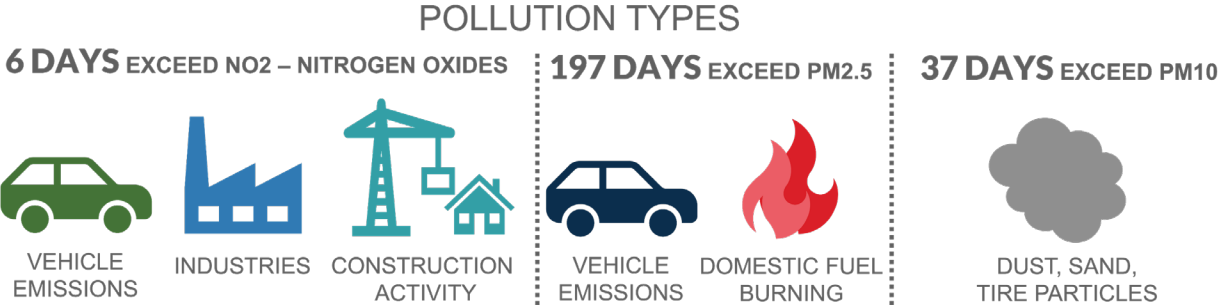


## Climate Outlook



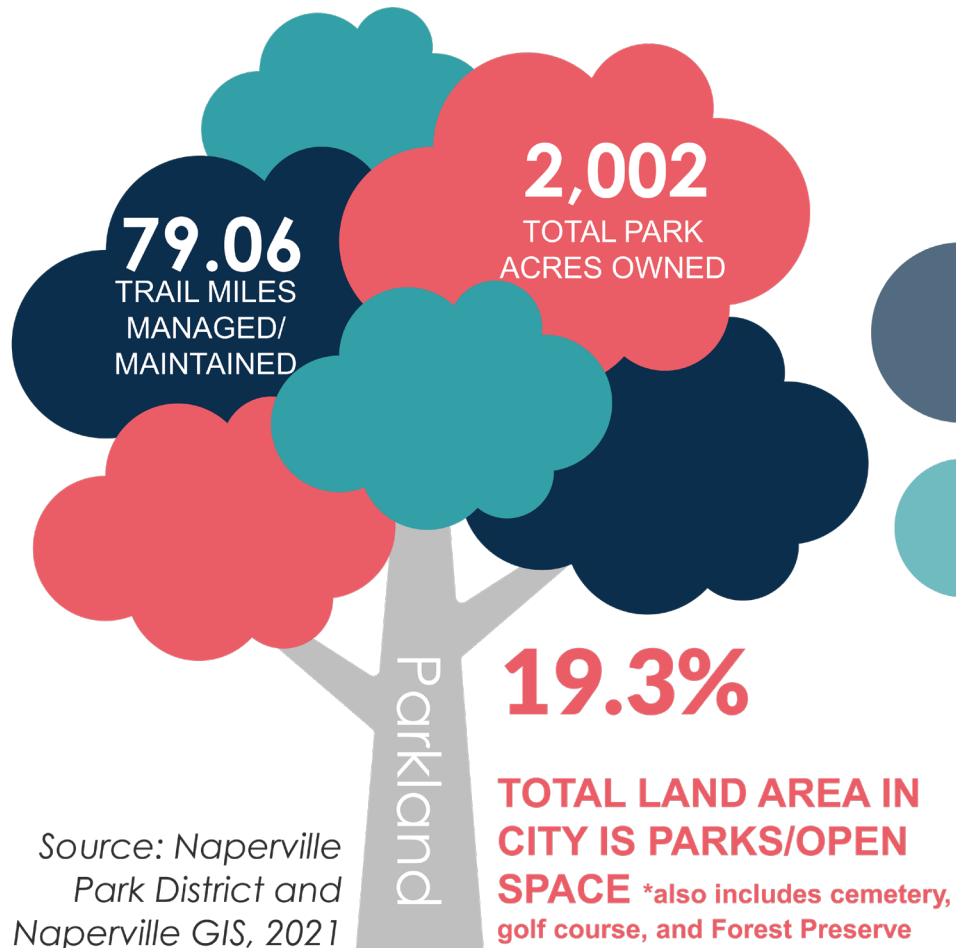
The 2019 “State of Air” report revealed that Chicago ranked the 18th most polluted city in the nation for ozone pollution, which was worse than the year before where the city ranked 22nd.

Source: American Lung Association, State of Air Report 2019



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

# SNAPSHOT DATA: Sustainability & Natural Environment



## 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

# Community Survey Insights

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- Top 3 environmental sustainability initiatives that should receive the most emphasis from city leaders:
  - Renewable resources and energy
  - Waste management and recycling
  - Sustainable development and infrastructure (best practices, building codes etc.)



# NEST Sustainable Naperville 2036 Public Input



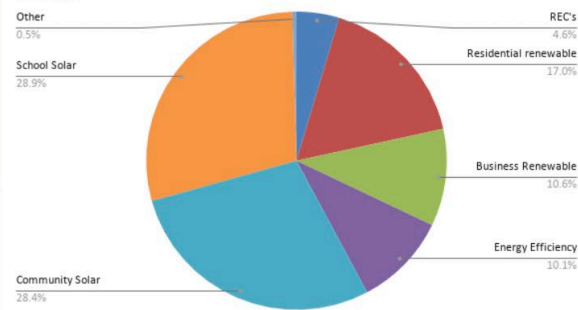
Sustainable Naperville 2036

18

## Naperville Community Supports Sustainability

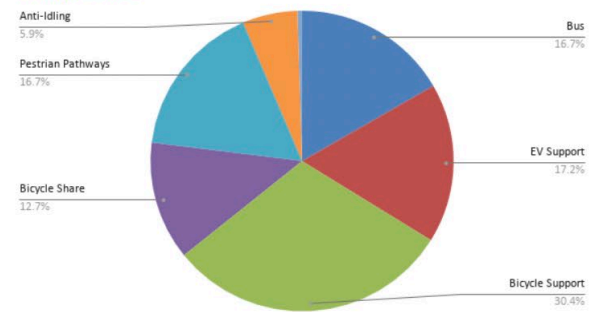
NEST engaged the community through three open houses, community surveys and business community focus groups. The results of these engagements indicate that residents and businesses understand the significance of building our community resilience.

### Energy



57% of Residents want solar for schools and our community

### Transportation

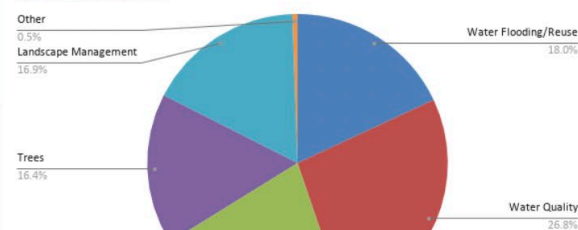


59% of Residents want more, safer biking and walking infrastructure

44% of Residents want clean, protected water and 23% want more green space

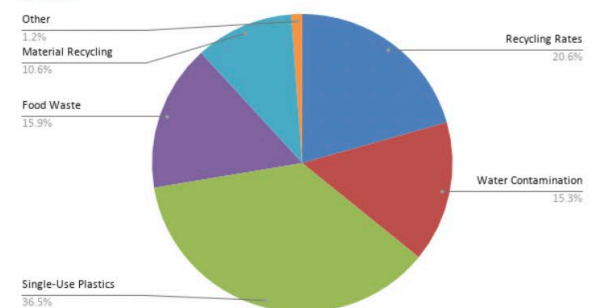
36% of Residents want a ban on single use plastics

### Natural Resources



Green Space

### Waste



# VISION DISCUSSION

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

