



PARK DISTRICT
of OAK PARK



MPOWER 2020 SUMMMER UPDATE

GREG STOPKA, STRATEGY AND INNOVATION MANAGER

includes 2020 data as of July 16 compared over previous years unless otherwise stated



**DEMONSTRATE
PROGRESS**



**DETERMINE
EFFECTIVENESS**



**COMMUNICATE
PRIORITIES**



**COMPARE PRESENT TO PAST
AND FUTURE PERFORMANCE**



**DIRECTION TO
ALLOCATE RESOURCES**



**TRANSPARENCY AND
ACCOUNTABILITY**

DECISION-MAKING

Staff meets quarterly to review positive and negative data trends

Identify reasons for trends

Celebrate the wins and identify potential actions to improve

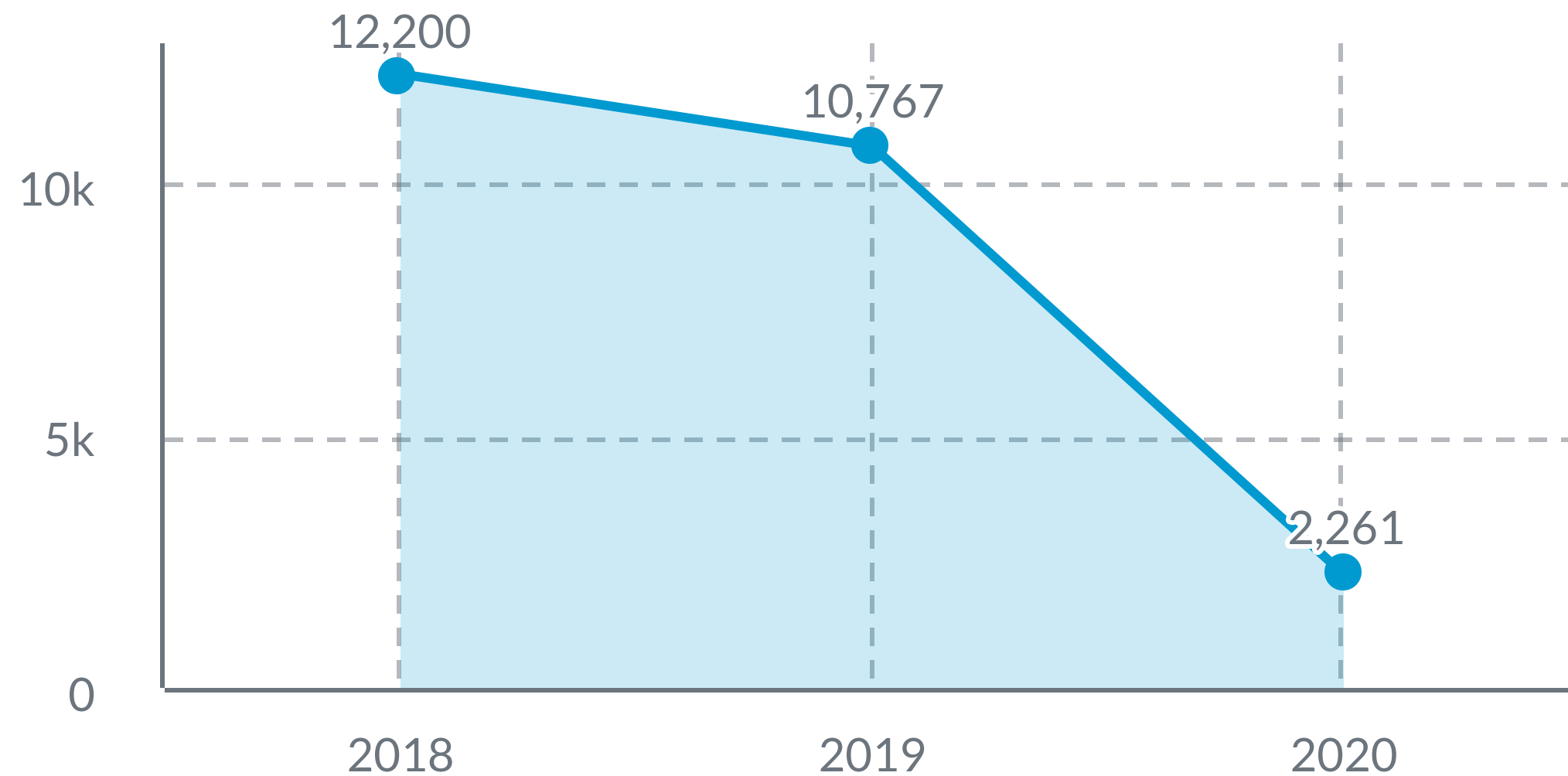


BOARD UPDATES

The Board receives an update quarterly

MPOWER SUMMER UPDATE

PASS SALES



The Park District defines the measurement as the total number of passes and punch cards sold in the current year through the Park District's recreation software. This measure does not include replacement passes sold for a lost ID card.

Who are the stakeholders impacted:

- Pass holders

What does the data say?

- A drop of 8,506 passes and punch card holders

What is causing the data trend?

- No pool season
- Refunds and cancellations due to COVID-19

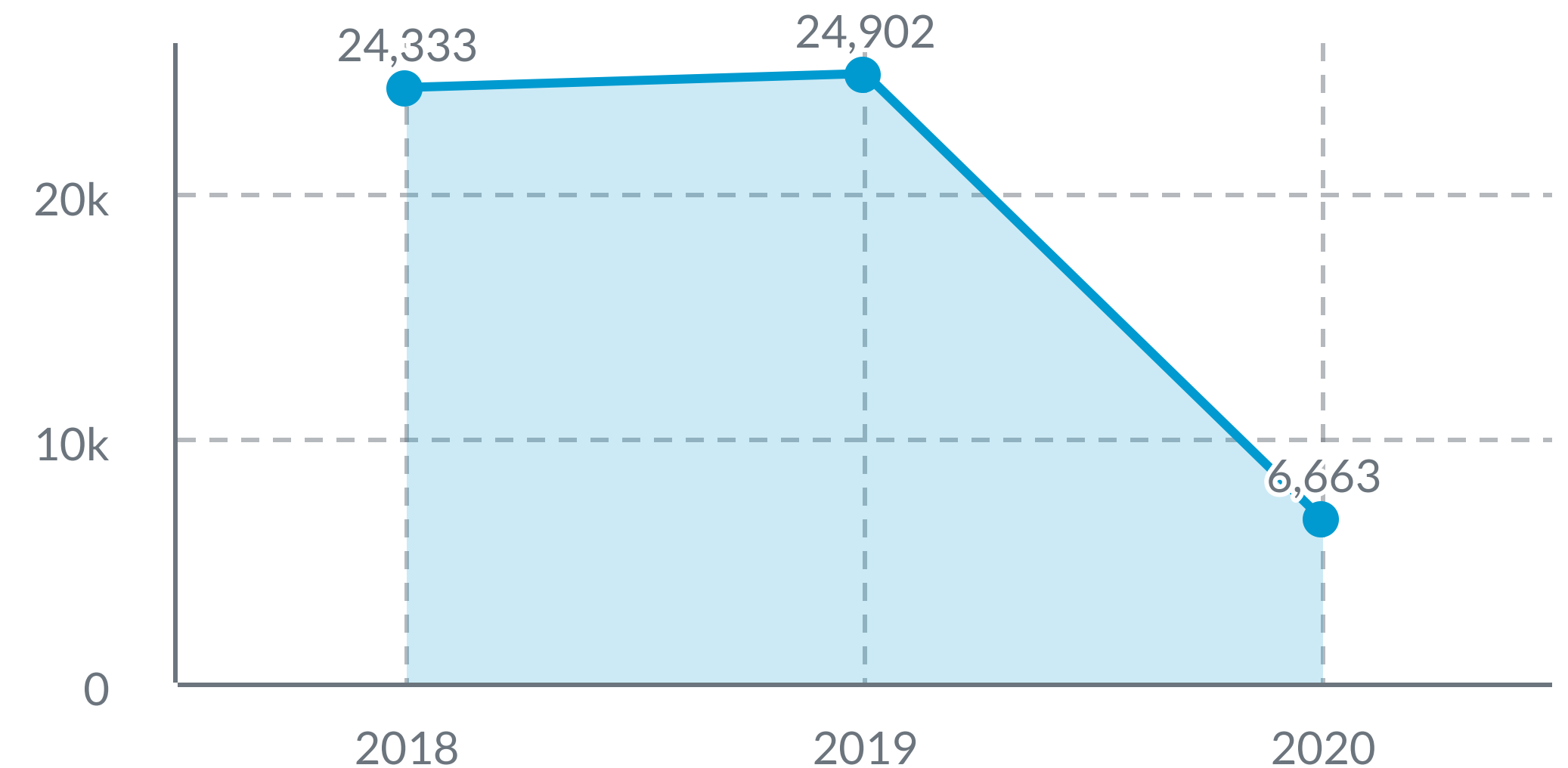
What actions have we taken?

- Transferring 2020 pool passes to 2021

What outcome are we trying to achieve?

- Meeting our Mission

PROGRAM REGISTRATIONS



The Park District defines the measurement as the total number of program and event registrations sold in the current year through the Park District's recreation software, after any cancellations or refunds have been processed. This measure does not include participation in drop-in programs not requiring registration, including special events.

Who are the stakeholders impacted:

- Program participants

What does the data say?

- A drop of 18,239 registrations

What is causing the data trend?

- Refunds, cancellations and space limitations due to COVID-19

What actions have we taken?

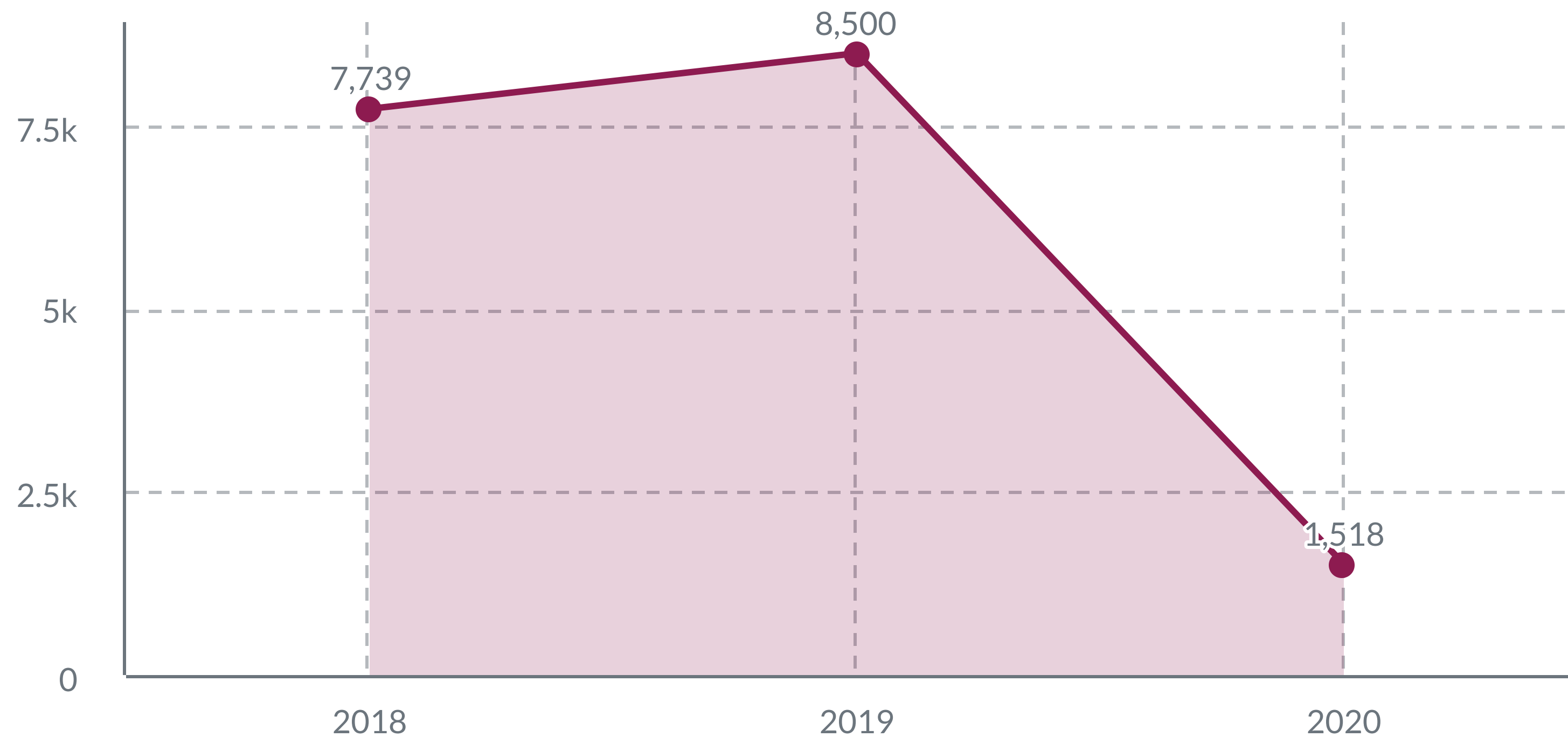
- Virtual programming
- Maximizing space available
- More outdoor activities

What outcome are we trying to achieve?

- Meeting our Mission

MPOWER SUMMER UPDATE

SUMMER CAMP REGISTRATION



Who are the stakeholders impacted:

- Summer camp participants

What does the data say?

- A drop of 6,982 participants

What is causing the data trend?

- Refunds, cancellations and space limitations due to COVID-19

What actions have we taken?

- Redesigning camps in accordance with reopening guidelines
- Maximizing space available

What outcome are we trying to achieve?

- Community and Customer Focused and Meeting our Mission

MPOWER SUMMER UPDATE

COMMUNITY AND CUSTOMER FOCUSED (AS OF 7/14)

Residents Served (Current Year)			Residents Served (Last Year Year at this Time)	
Category	Count	OP%	Category	Count
Adults	837	3%	Adult	4,689
Infant/PreK	520	18%	Infant/PreK	1,514
Senior	146	2%	Senior	495
Teens	253	7%	Teens	1,433
UNK	91	1%	UNK	49
Youth	1,475	33%	Youth	3,882
Total	3,322		Total	12,062

The Park District defines the measurement as the number of unique resident customers that have been registered for any program or league, or who have purchased a pass to any of the Park District's facilities or programs processed through the Park District's recreation software system in the current year divided by the number of residents in Oak Park in that age group as indicated by the most recent Census data.

Who are the stakeholders impacted:

- Oak Park pass holders and participants

What does the data say?

- A drop of 3,852 in Adults
- A drop of 994 in Infant/PreK
- A drop of 349 in Seniors
- A drop of 1,180 in Teens
- A drop of 2,407 in Youth

What is causing the data trend?

- Refunds, cancellations and space limitations due to COVID-19

What actions have we taken?

- Virtual programming, maximizing space available, and more outdoor activities

What outcome are we trying to achieve?

- Community and Customer Focused