

MPower 2026 Q2 Update

The Park District uses a performance tracking system called MPower, with key performance indicators (KPIs) assigned to our strategic initiatives, departments and programs. These KPIs are reported and tracked on the internal-facing MPower dashboards, with select charts also shared publicly on the PDOP website. Park District staff meet quarterly to review these metrics to monitor progress and measure performance, before sharing those updates with the Board of Commissioners.



Strategic Initiative: Meeting Our Mission

KPIs: Pass Sales, Active Memberships

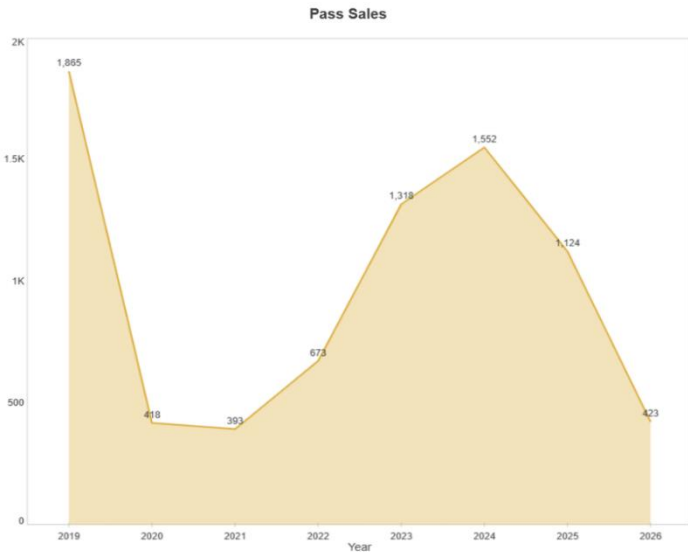


Fig. 1. Annual punch pass sales (data current to June 25th 2026).

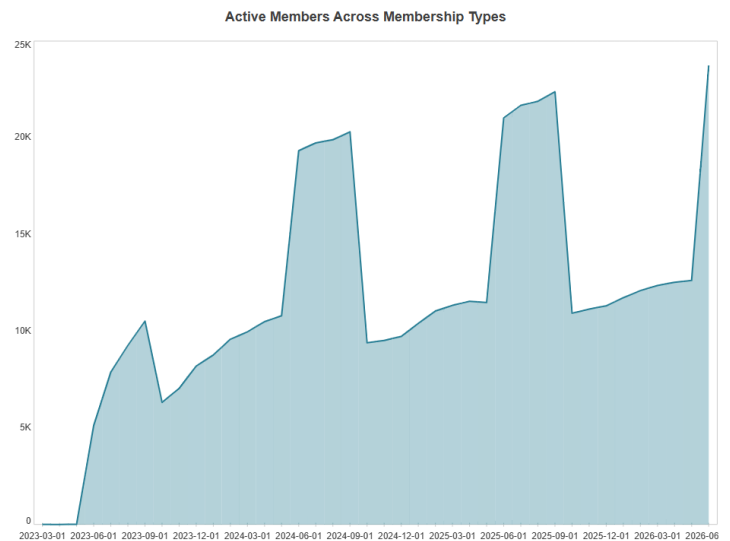


Fig 2. Active memberships by month (data current to June 25th 2026).

What are we measuring?

Annual punch pass sales tracks punch passes across CRC playzone, fitness classes, ice skating/hockey, gymnastics open gym and the Stevenson indoor playground.

Total active memberships monitors active memberships across CRC (including gym, playzone, track, youth afterschool), pool, dog park, lifelong learner, rink and ultimate fitness.

What is the data telling us?

A peak in punch pass sales in 2019 dropped sharply during the pandemic. A steady growth in sales was maintained from 2022 to 2024, followed by a significant decline.

Active memberships are showing year-over-year growth with peaks during the summer months when seasonal pool memberships are available.

What is causing the data trend?

Punch pass sales were higher historically when we offered a skate rental punch pass (skate rental is now included with registration). A decline in sales in 2025 and 2026 YTD can be attributed to an intentional push for year-long memberships in areas of fitness, CRC playzone and freestyle skate.

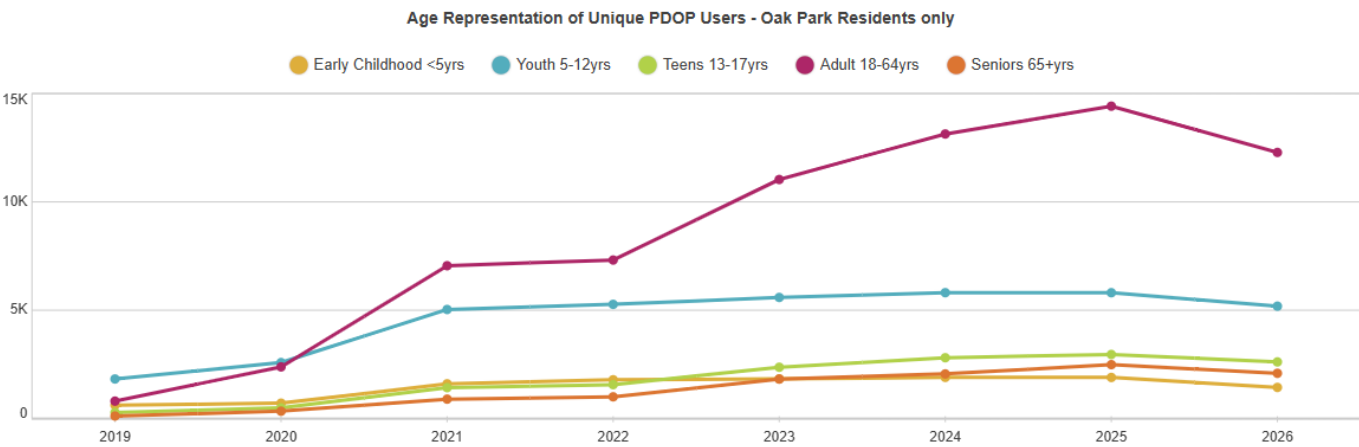
We can see the effect of this push on the growth in active memberships in these areas. CRC gym and lifelong learner memberships are also growing, and pool memberships are at all all-time high.

What actions can we take going forward?

Fall and Winter are likely to boost pass sales through ice passes. The Park District will continue the promotion of yearlong memberships while still offering the option for punch pass purchases.

Strategic Initiative: Community and Customer Focused

KPI: Age Representation of Users, % of Community Served



% Oak Park Residents Served by PDOP (through programming, rentals, purchases, memberships)

Year	Early Childhood <5yrs	Youth 5-12yrs	Teens 13-17yrs	Adults 18-49yrs	Seniors 65+yrs
2026	47%	86%	71%	40%	22%
2025	61%	96%	80%	47%	26%
2024	62%	96%	76%	42%	22%
2023	59%	93%	64%	36%	19%
2022	58%	88%	43%	24%	10%
2021	52%	84%	39%	23%	9%
2020	23%	43%	13%	8%	4%
2019	20%	30%	8%	3%	1%

What are we measuring?

The graph shows the annual growth across age groups of unique users of the Park District. The table shows the % of age groups in Oak Park that are served by the Park District through programming, rentals, purchases and memberships.

Note on Methodology: The % served shown above differs from the public-facing table in the accountability hub on our website, which includes the % of each age group served by PDOP programming and memberships only. Additionally, the census totals have been updated here to reflect the most recent data.

What is the data telling us?

We have seen an overall growth in the number of residents using the Park District annually, as well as growth across various age groups. There have been significant increases in the number of adults and seniors served in recent years.

In 2025, our last complete year of data, we served 96% of youth aged 5-12 in the community, 80% of Teens, 61% of early childhood ages, 47% of adults and 22% of seniors.

What is causing the data trend?

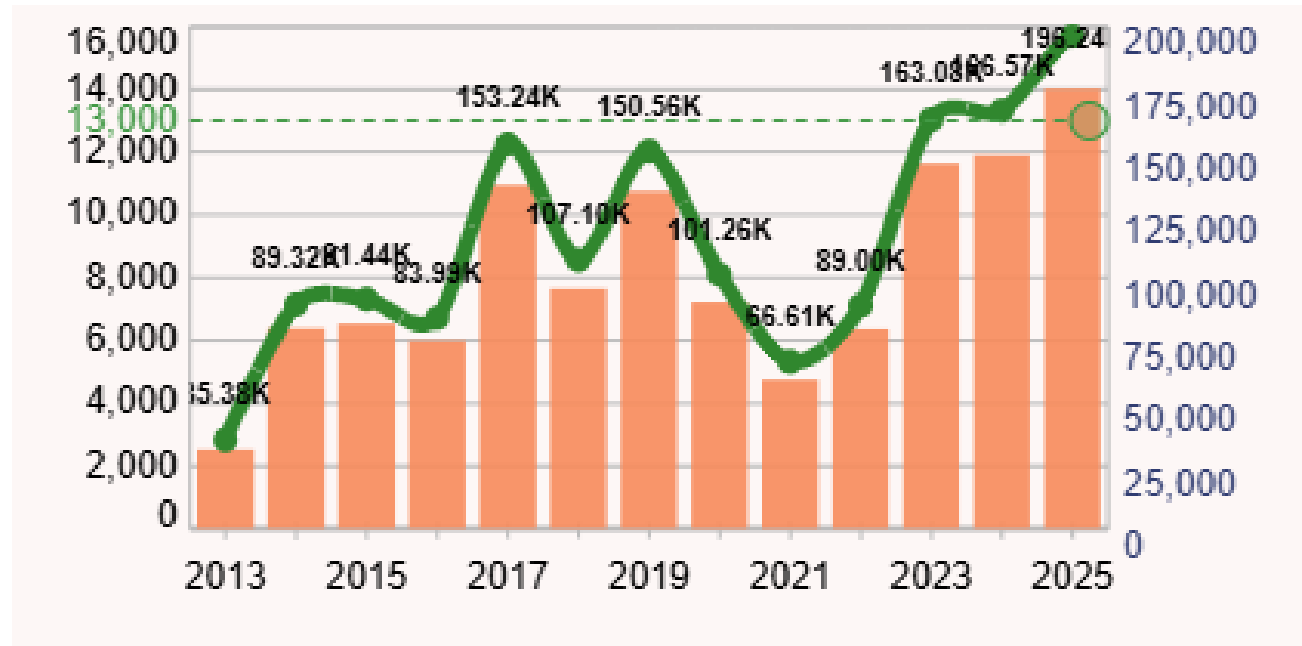
The opening of the CRC in 2023 recruited more adults, teens and seniors as Park District users. Seniors also grew through the lifelong learning membership and associated programs. More adult programs are being offered than ever before. We expect further growth across age groups as the year continues as Fall registrations are likely to bring more users.

What actions can we take going forward?

Continue to monitor these rates through the rest of the year with the goal to meet or exceed last year’s % served.

Strategic Initiative: Financial Strength

KPI: Volunteer Hours and Dollars Saved



What are we measuring?

We are measuring the number of volunteer hours worked annually and the subsequent financial savings from these volunteer hours. Volunteers work at the Park District as sports coaches, class instructors, Frank Lloyd Wright race volunteers, docents at the Historic homes, Friends of the Oak Park Conservatory docents, Citizen Advisory Committee members, and the Park District Board members.

What is the data telling us?

Volunteer hours increased by 18% in 2025, surpassing a previously set goal, indicated by the green dashed line. In 2025 there were over 14000 volunteer hours worked, representing a cost savings of \$196,238.

What is causing the data trend?

An increase in docent hours caused the peak in 2025 as hours previously monitored by the foundation were more accurately tracked.

What actions can we take going forward?

The Park District will continue to improve our reporting infrastructure to ensure diligent tracking of volunteer contributions. We will refine the chart to allow for category-specific filtering, enabling staff to isolate hours worked within individual program areas.