MPower 2026 Q3 Update

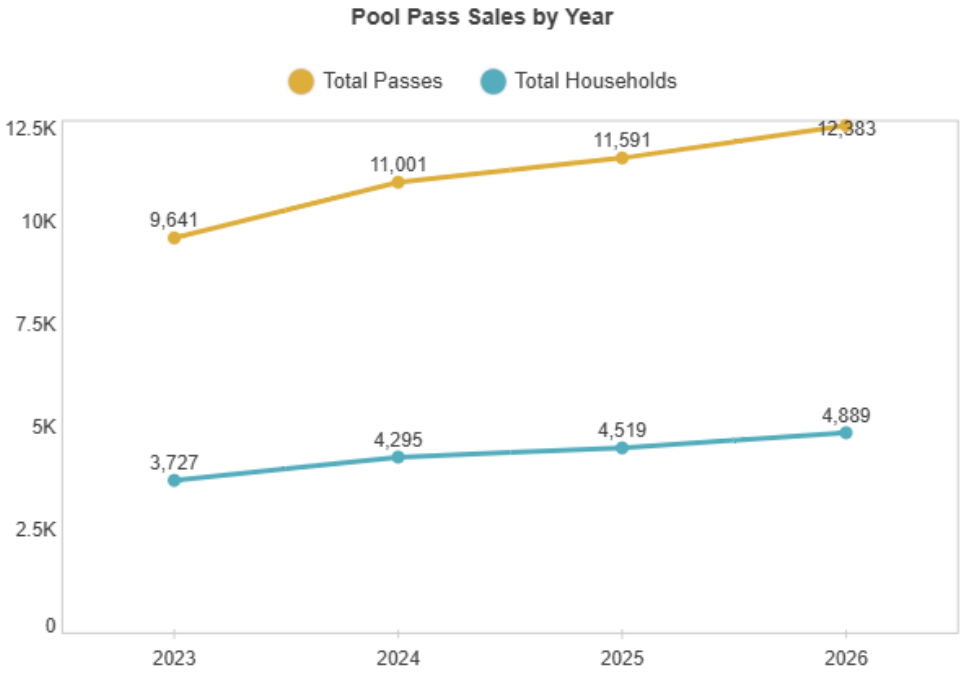
The Park District uses a performance tracking system called MPower, with key performance indicators (KPIs) assigned to our strategic initiatives, departments and programs. These KPIs are reported and tracked on the internal-facing MPower dashboards, with select charts also shared publicly on the PDOP 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.

For our Q3 update we focused on our pools and the associated KPIs, 1) Member Count, 2) Member Retention Rate, 3) Facility Visits, and 4) Facility Utilization. These are assigned under our 'Meeting Our Mission' strategic initiative.



Strategic Initiative: Meeting Our Mission

KPI: Pool Pass Sales



What are we measuring?
Annual pool pass sales.

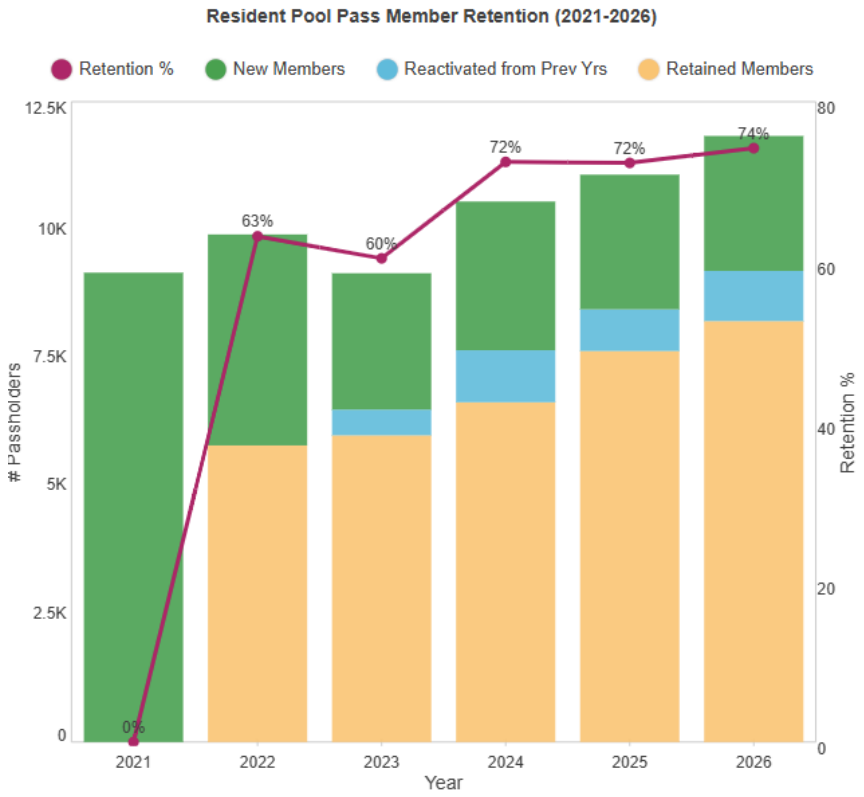
What is the data telling us?
There was an all-time peak in pool pass sales in 2026, serving more individuals and households than ever before. There was a significant increase in memberships among households without children. Adults represent the fastest growing age segment.

What is causing the data trend?
Enthusiasm for the Rehm pool renovations and the recent referendum likely kept the facilities top of mind, contributing to an increase in pool pass sales. Additionally, economic factors and the high cost of travel may have prompted people to stay home this summer, choosing instead to utilize the local pools.

What actions can we take going forward?
Future efforts will focus on reaching underserved age groups. With facilities remaining unchanged next year, we will track pass sales to measure the impact of these efforts.

Strategic Initiative: Meeting Our Mission

KPI: Pool Member Retention



What are we measuring?
Member retention rates of pool pass holders.

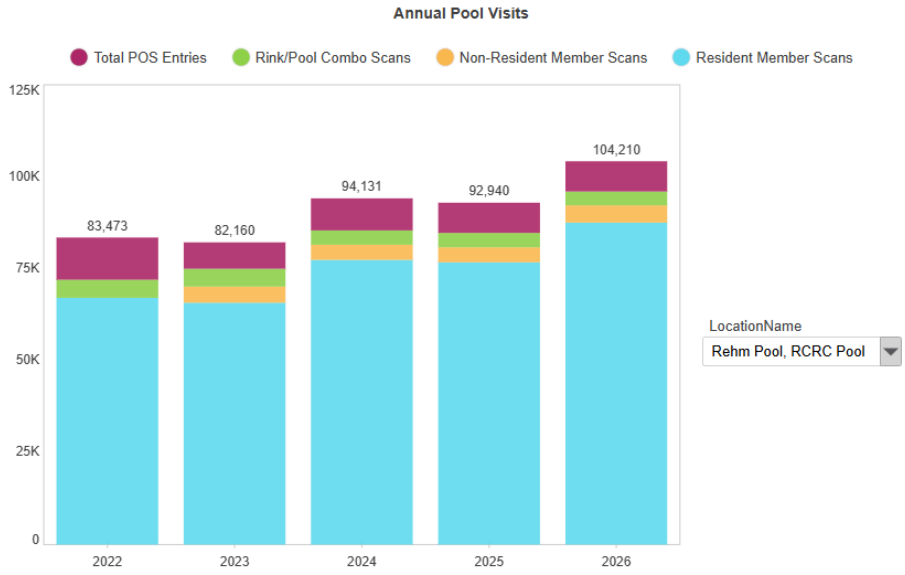
What is the data telling us?
Retained members are increasing annually and are driving the overall annual growth in memberships. Retention rates have remained mostly stable over recent years, highlighted by a 2% bump last year.

What is causing the data trend?
Member retention increased due to several key factors. Enthusiasm for the Rehm pool renovations and the recent referendum likely kept the facilities top of mind, while exclusive perks like members-only hours provided an additional draw. Additionally, our high standard of lifeguarding enhanced the overall member experience.

What actions can we take going forward?
Future efforts will focus on recruiting new and lapsed members. Launching a survey is one potential avenue to gather insights on how to effectively target and incentivize these groups.

Strategic Initiative: Meeting Our Mission

KPI: Pool Facility Visits



Note: The above chart does not include daily pool visits by PDOP campers

What are we measuring?
We are measuring when people are visiting Rehm and RCRC pools and how they are accessing the facilities.

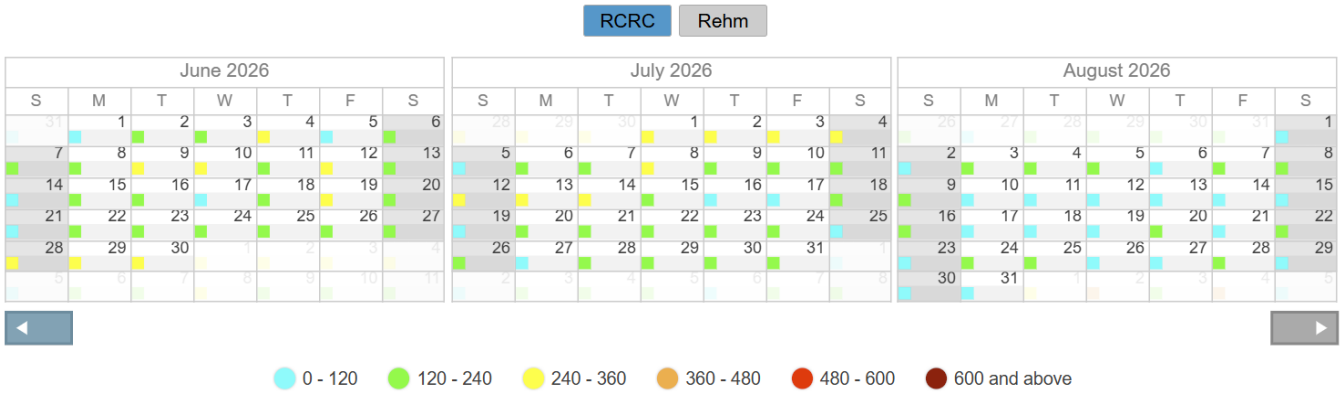
What is the data telling us?
Overall, annual visits reached an all-time high in 2026. A slight drop in visits at RCRC pool was offset by a massive surge at Rehm pool.
Resident members remain the primary driver behind the overall increase in visits.

What is causing the data trend?
Economic factors and the high cost of travel may have prompted people to stay home this summer, choosing instead to utilize the local pools. Additionally, the new features and expanded capacity at Rehm pool successfully drew in a larger crowd.

What actions can we take going forward?
We could explore promotions or targeted strategies to boost attendance during colder days when visit volumes naturally drop.

Strategic Initiative: Meeting Our Mission

KPI: Pool Facility Utilization



What are we measuring?
We are measuring how efficiently our pools are utilized, by tracking the peak capacity reached per day of the season.

What is the data telling us?
RCRC never hit its 600-person capacity and only crossed the 360-visitor mark on two days (Sept 2 and 4 – when Rehm was closed).
Rehm hit its 850-person max capacity on Memorial Day (5/25, when it was the only pool open) and surpassed 600 visitors on seven separate days and 360 visitors on 31 days.

What is causing the data trend?
The new features and expanded capacity at Rehm pool successfully drew in a larger crowd.

What actions can we take going forward?
We are exploring opportunities to expand opening hours at Rehm pool and members-only hours at RCRC pool which may boost overall utilization.