



## MANAGER'S MEMORANDUM

Prepared for: **Naperville City Council**

By: City Manager's office

08/10/2023

### A. MANAGER'S MEMORANDUM

Source:  
1. Geneace Williams,  
DEI Manager

Subject:  
Interactive Webpage Demographic  
Published

Action:  
FYI

**CITY OF NAPERVILLE  
MEMORANDUM**

**DATE:** August 10, 2023

**TO:** Doug Krieger, City Manager

**THROUGH:** Marcie Schatz, Assistant to the City Manager

**FROM:** Geneace Williams, DEI Manager

**SUBJECT:** ***Interactive Demographic Webpage Published***

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**PURPOSE:**

The purpose of this memorandum is to inform City Council that the Interactive Demographic Webpage/Story Map has been published on the City's Website.

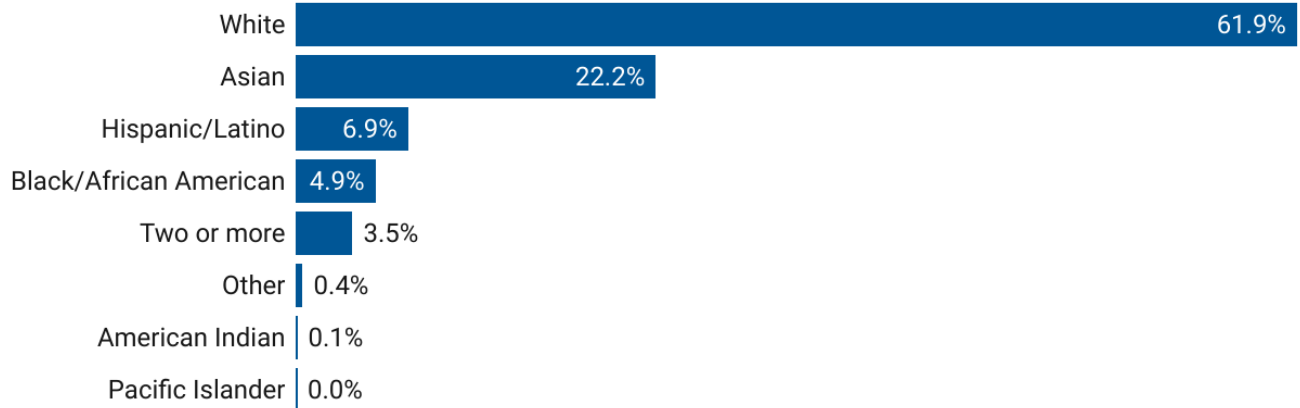
**BACKGROUND/DISCUSSION:**

In June, I presented to City Council on the accomplishments and upcoming plans for diversity, equity, and inclusion. One of the goals highlighted from the work plan was development of an Interactive Demographic Webpage to be shared on the City's website. I am pleased to report the webpage is operational <https://data.naperville.il.us/pages/diversity-equity-inclusion>. The page was built using census data and helps us visually analyze Naperville's story of becoming more diverse over time. Sharing our demographic story in this way may drive further interest among residents.

In the first version of the interactive webpage, we focus on the demographic of race and ethnicity. It begins with the population of Naperville from the 2020 census followed by a graphic that depicts how Naperville has diversified since the 2010 census. The racial diversity of Naperville varies from neighborhood to neighborhood, which can be seen in the Naperville Map, the interactive portion of the webpage. By tapping on specific areas of the map, you can learn more about the people who live in that area. Also included on the webpage is a race and ethnicity Atlas. Each tab in the Atlas shows the percent of population for a different race or ethnic group. In the future, we plan to expand the demographic data to include gender and age, which may also include household data. Below you will find the graphic that depicts our 2020 population and the graphic that shows Naperville's diversification since 2010 as they are shown on the webpage.

We anticipate this page will evolve gradually. Future iterations of the webpage will be shared.

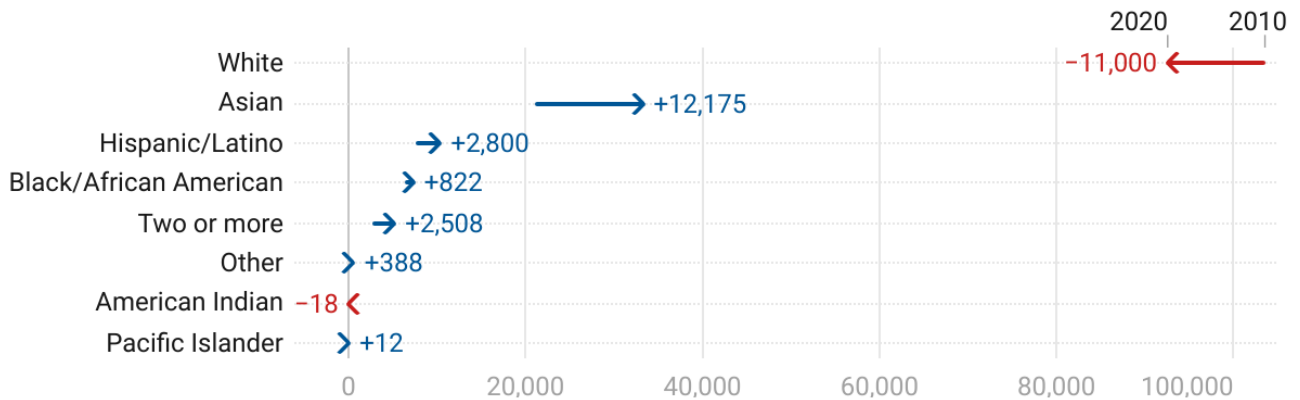
# Naperville Population in 2020



Source: 2020 Census • Created with Datawrapper

## Naperville is diversifying

The real change in people between the 2010 Census and 2020 Census, by race/ethnic group



Source: US Census • Created with Datawrapper

### **RECOMMENDATION:**

Please distribute this memorandum to the City Council through the Manager’s Memorandum.