



2014 Trends Report

City of River Falls,
Wisconsin

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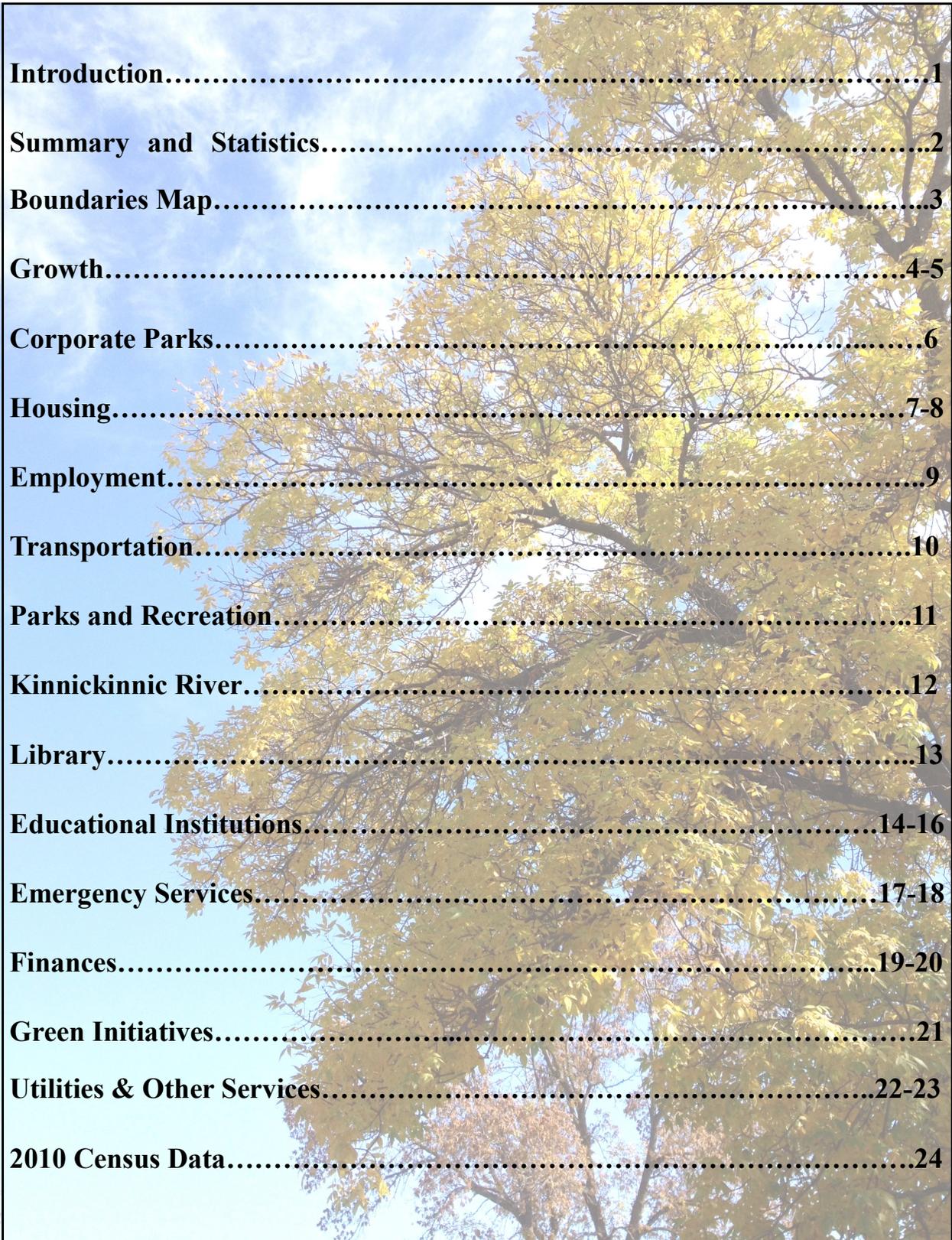
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Introduction

Now in its 13th year, the annual Trends Report provides a statistical view of how the City is progressing on various issues. These trends provide a snapshot of important issues in and around the City of River Falls by providing annual data. The report begins with a look at both recent and historical growth in the City and the surrounding region. The regional area includes the Towns of Troy, Kinnickinnic, River Falls and Clifton, the Counties of St. Croix and Pierce and finally the State of Wisconsin. There are many issues that can be measured within a city or region. The report focuses on one or two measurements for various topics. City staff collects readily obtainable information. This streamlines the process of producing and updating the trends report. However, it is recognized that different types of information and measurements may be important to add or substitute in future reports.

Numerical Goals for Trends

Several of the trends in this report are supplied with numerical goals and projections stated in the City's Comprehensive Plan, planning documents, the 2010 Census, 2005-12 American Community Survey or by the Wisconsin Department of Administration (DOA). Establishing numerical targets can help focus the action of city government and other community agencies.



Built in 2009, River Falls City Hall is the only city hall building to go through the LEED Certification process



The City of River Falls is located on the northern border of Pierce County and southern border of St. Croix County.

A Word About the Data

While charts and graphs cannot explain the essence of a city as experienced by its citizens and visitors, numbers and data do provide us with insight that is important in setting public policy. Readers can look at the trends of various topics and develop a better knowledge of how the City functions and performs.

Summary Population Stats For 2013

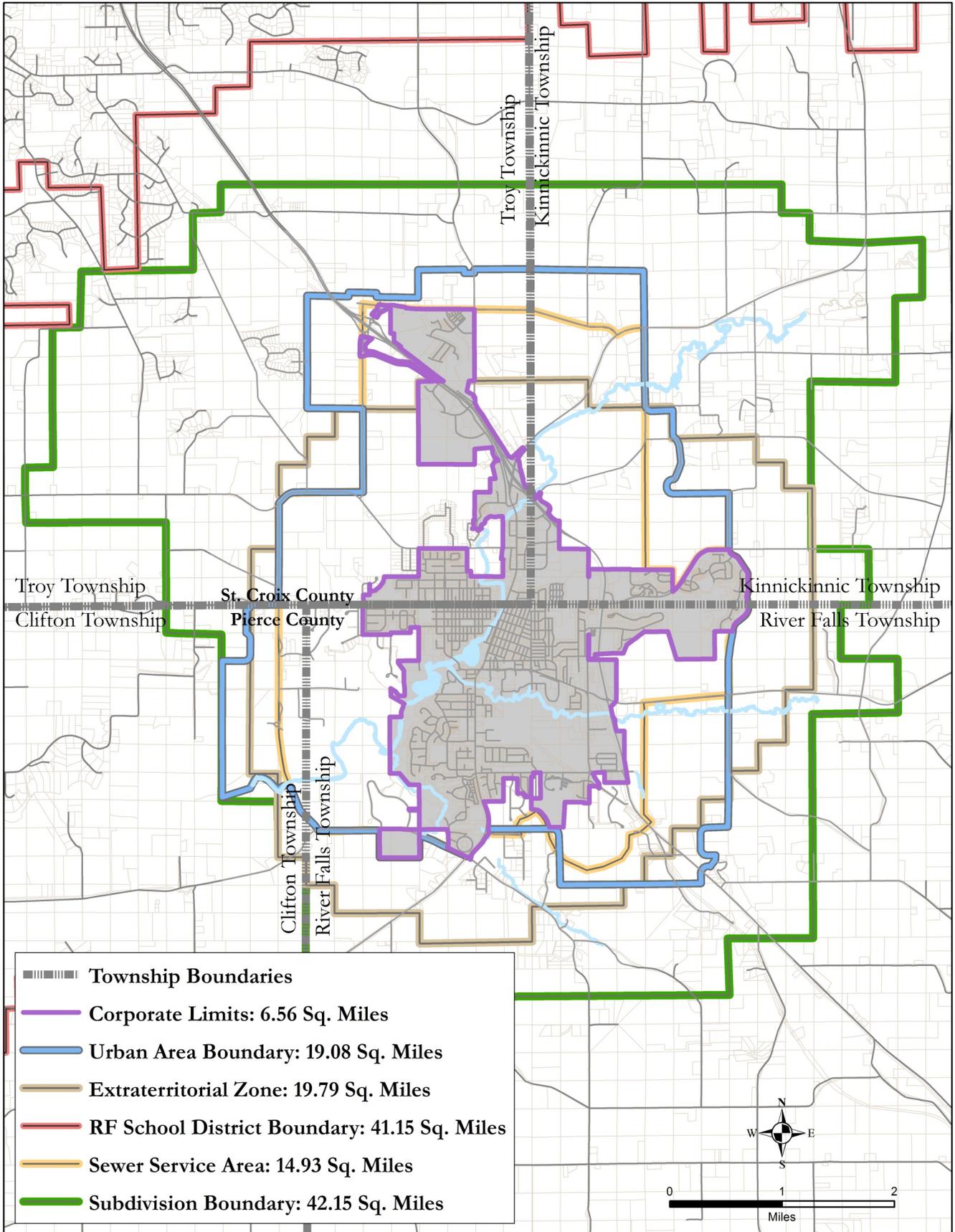
	Census 2010	DOA 2013	Percent Change
City of River Falls	15,000	14,915 / 15,400*	2.6%
<u>Towns</u>			
Troy	4,705	4,759	1.14%
Kinnickinnic	1,722	1,733	0.6%
River Falls	2,271	2,275	0.2%
Clifton	2,012	2,019	0.3%
<u>Counties</u>			
St. Croix	84,345	85,249	1.07%
Pierce	41,019	40,940	-1.9%
State of Wisconsin	5,686,986	5,717,110	0.5%

Data from 2010 Census & Department of Administration (DOA) 2012

*City of River Falls Staff-Generated Estimate, not DOA Estimate

	Acres	Square Miles
City Size	4,196	6.56
<u>Towns Size</u>		
Troy	25,138	36.14
Kinnickinnic	22,478	35.16
River Falls	28,310	43.91
Clifton	25,629	40
Urban Area Boundary	12,211	19.08
Subdivision & Platting Boundary:	26,976	42.15
Extraterritorial Boundary	12,665	19.79
Sewer Service Boundary	12,755	14.93

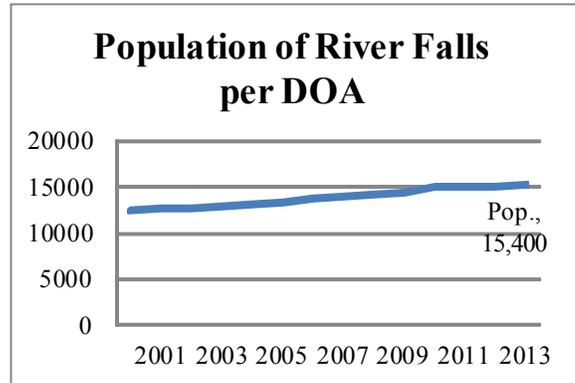
City Housing Growth Rate: 103 new units (221% increase)
Housing Tenure: Owner Occupied– 51.5%
Renter Occupied– 48.5%
Vacant– 182 Vacant Buildable lots.
Median Value Owner-Occupied Units:
Counties – St. Croix: \$213,100
Pierce: \$195,600
Towns – Troy: \$341,100
Kinnickinnic: \$285,400
River Falls: \$258,800
Clifton: \$324,800
Median Household Income:
Counties – St. Croix: \$68,139
Pierce: \$61,153
Towns – Troy: \$111,326
Kinnickinnic: \$82,917
River Falls: \$75,417
Clifton: \$95,000
Water System Demand: 1.1 million gallons per day
Wastewater System Demand: 1.8 million gallons per day



Growth

City Growth

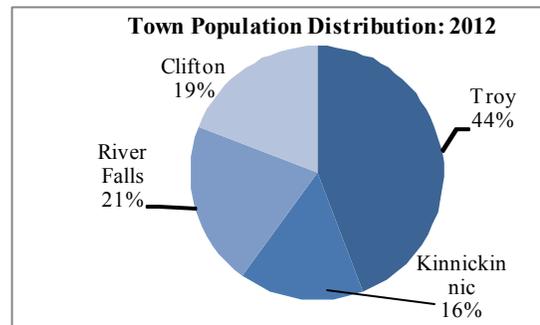
The City of River Falls has experienced a tremendous amount of growth since 1990. In 1990, the City's population was 10,610. By 2000 the population was 12,560, an increase of 18.4%. By 2010, the City had a population of 15,000 which is an increase of 19.4% since 2000. For 2013, the City has grown to a population of 15,400, an increase of 2.6% since last year. Consequently, the City of River Falls has grown by 45.1% since 1990 (an average of 2% per year). The graph to the right shows the growth since 1990.



Town Growth

The surrounding Towns of the City of River Falls are the Towns of Troy, Kinnickinnic, River Falls and Clifton. The Towns encompass a total of 96,000 acres of land, or approximately 150 square miles.

Towns	2010 Census	DOA 2013	% Change
Troy	4,705	4,759	1.14%
Kinnickinnic	1,722	1,733	0.6%
River Falls	2,271	2,275	0.6%
Clifton	2,012	2,019	0.2%
Total	10,712	10,786	0.7%



According to the 2010 census, the total population of the Towns was 10,712 people. Numbers for 2013 show the total Town population increased by 0.7% for a total of 10,786 people, as shown in the chart on the left.

Annexation

From 2000 to 2012, approximately 980 acres of land were annexed into the City. There was one annexation in 2013: a three-segment annexation totaling 23.46 acres. This annexation occurred near the future Radio Road Interchange on STH 35 near Chapman Drive.

County Growth

The City of River Falls is divided in two Counties along Division Street (St. Croix County to the north and Pierce County to the south). According to the 2010 Census, the population of St. Croix County was 84,345. In 2013 the population increased to 85,249, resulting in a percent change of +1.1%. According to the 2010 Census, the population of Pierce County was 41,019. In 2013 the population decreased to 40,940, resulting in a percent change of -0.2%.



The St. Croix River is located to the west of St. Croix and Pierce Counties

<u>Counties</u>	<u>Census 2010</u>	<u>DOA 2013</u>	<u>Percent Change</u>
St. Croix	84,345	84,345	1.1%
Pierce	41,019	40,940	-0.2%



The St. Croix River offers an abundance of recreational opportunities

Commercial/Industrial/Institutional Development

The City of River Falls tracks new and redeveloped commercial (non-residential) developments by permit issuance. According to a 2003 Land Use Inventory, 8% of the developed land in the City is devoted to commercial office and industrial uses. Since 1999, the City has added or redeveloped 1,524,238 square feet of building floor area, which includes churches, community buildings, stores, offices, industrial buildings, etc. The ten-year annual average is approximately 92,166 square feet of new or redeveloped commercial/industrial buildings.

2013 brought 59,031 additional square feet of commercial/industrial construction which is below the 92,166 square feet ten year average. A total of 103 new dwelling units including single family, one and two family, and apartments were built in the City of River Falls in 2013 compared to 32 new dwelling units and 13,198 square ft. of commercial/industrial space in 2012. From 1990-2013, the City averaged nearly 99 new dwelling units per year.



The new 29,750 square foot NCCM building in Whitetail Ridge Corporate Park

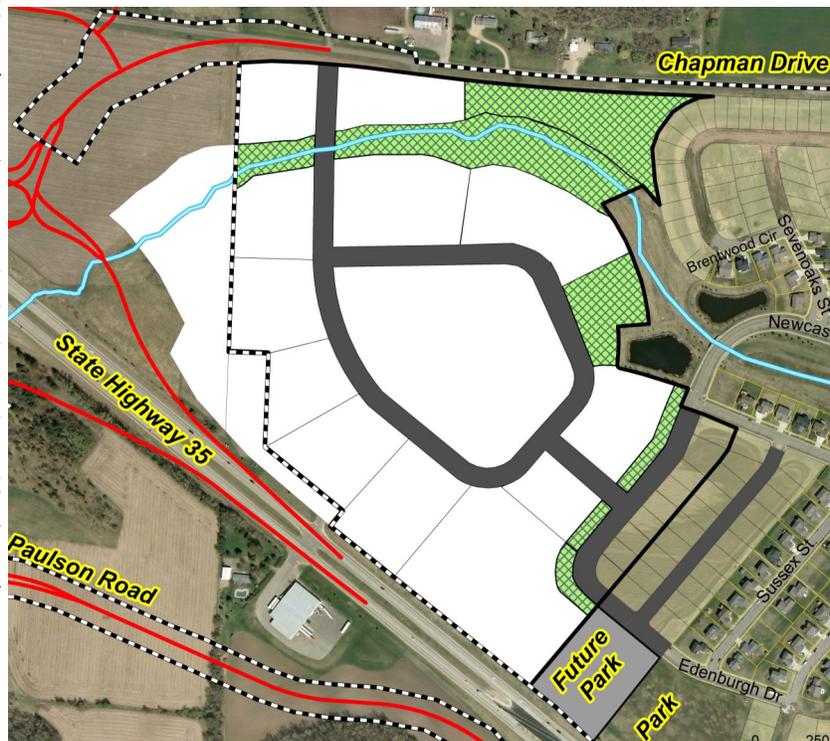
Corporate Parks

River Falls currently has two corporate parks: River Falls Industrial Park and Whitetail Ridge Corporate Park, both of which are already full or almost built-out. There is one future planned corporate park—Sterling Ponds Corporate Park (below). River Falls' close proximity to the Twin Cities Metro area makes it a great location for businesses. The cost of land is generally lower than in other areas and leasing is less expensive than comparable properties elsewhere. River Falls is also able to offer savings through competitively priced and reliable electric and gas services. More information on local corporate parks can be found through the River Falls Economic Development Corporation, a voluntary non-profit organization.



Sterling Ponds Corporate Park

Due to growing demand, the city is planning to develop a new industrial park. Sterling Ponds Corporate Park is a future park located on Highway 35, near the existing Whitetail Ridge Corporate Park and Sterling Ponds residential development. The concept plan for the future park has been approved, and construction plans are being developed. Most of the park will be zoned I1 Industrial (seen in light gray), with some lots set aside for conservancy (seen in green). The new interchange at Radio Road (seen in red) will assist with connectivity between Sterling Ponds Corporate Park and Whitetail Ridge Corporate Park. Lots may be ready for building as soon as late fall 2014 or spring 2015.



Sterling Ponds Corporate Park will be located next to the current Sterling Ponds residential subdivision. The park will have corporate park lots and conservancy space.

Housing



River View Manor on North Main Street.

The City of River Falls is actively involved in providing affordable housing for its residents. Along with the recent change in the economy, land and home prices have dropped. Cooperation with Habitat for Humanity and the creation of a Traditional Neighborhood Development Ordinance (TND) has assisted in providing more affordable housing. This is a change from the past two decades in which there was a rapid increase in home prices throughout the City of River Falls.

Housing Authority

In River Falls, the rental market continues to meet the growing demand from displaced homeowners and the increased student population without an upward shift in rent prices. Flat rental rates encourage preservation rather than new construction or replacement of existing rental units.

A partner with the City, the Housing Authority owns and manages rental homes for low and moderate-income families with children, persons who are over 55 years old, or persons who live with disabilities. In 2011, grants from River Falls Municipal Utilities and Wisconsin Division of Energy Services provided funding and contract management to replace inefficient refrigerators, upgrade heating and hot water systems, replace inefficient lighting and reduce water consumption in four Housing Authority apartment buildings. For 2013, there was no new development for affordable housing. Occupancy/vacancy rates have remained consistent throughout the year.

HOUSING	River Falls, WI
Median Home Age	30.7
Home Appreciation	-4.47%
Dwelling Units Owned	91%
Housing Vacant	2.67%
Dwelling Units Rented	9.5%
Property Tax Rate	\$17.21
HOUSING UNITS BY VALUE	
Less Than \$20,000	0.98%
\$20,000 to \$39,999	0.57%
\$40,000 to \$59,999	0.54%
\$60,000 to \$79,999	1.11%
\$80,000 to \$99,999	4.12%
\$100,000 to \$149,999	23.62%
\$150,000 to \$199,999	31.85%
\$200,000 to \$299,999	26.79%
\$300,000 to \$399,999	6.34%
\$400,000 to \$499,999	2.50%
\$500,000 to \$749,999	1.38%
\$750,000 to \$999,999	0.13%
\$1,000,000 or more	0.07%

Housing

Residential Developments

2013 brought 103 new living units to the City of River Falls, which is up from 32 units built in 2012. Active residential developments in 2013 include: Highview Meadows III, Shady Bend of Spring Creek, Royal Oaks, South Pointe, Knollwood, Quail Ridge II, Stone Brook and Sterling Ponds.

2012 Dwelling Units

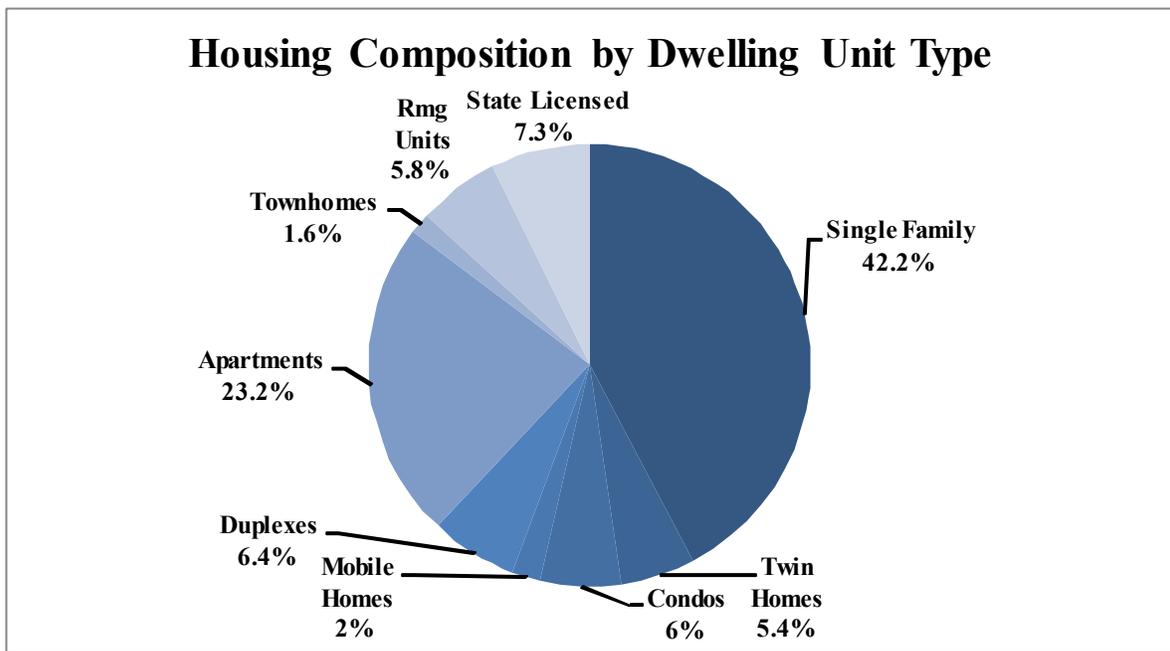
Dwelling Units	63
Apartments	40
TOTAL NEW LIVING UNITS	103



40 New Senior Apartment Units at Comforts of Home

Housing Composition

The pie chart illustrates the housing mix by type and percentage for 2013. The majority of the housing is made up of single-family dwellings (42.2%). The second largest sector of the housing mix is made up of apartment housing (23.2%), which serves primarily students from UWRF, and other residents of the City.



Employment

The State of Wisconsin Department of Workforce Development reports employment and job statistics for each county annually. The employment figures are grouped according to major sectors of the economy, which include manufacturing, mining, agriculture, construction, transportation, public utilities, wholesale and retail trades, finance, insurance, real estate, services, government, and miscellaneous.

One measure of the economic health and vitality of a region is the unemployment rate – defined as the percent of people that are actively searching but are unable to find a job. As seen below the unemployment rates for 2013 for St. Croix County, Pierce County and Wisconsin are all lower than the unemployment rates in 2010. The “labor force rate” is the percentage of the population 16 years of age or older, who are either employed or unemployed, and are actively looking for a job.

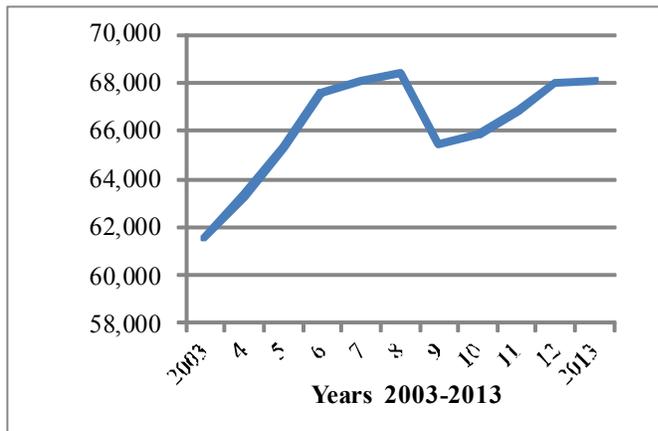
2010 Labor Force Statistics

	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	46,064	42,984	3,380	7.3
Pierce	23,012	21,064	1,576	6.8
Wisconsin	3,062,636	2,807,301	255,335	8.3

2013 Labor Force Statistics

	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	47,756	45,463	2,293	5.6
Pierce	23,726	22,574	1,152	5.5
Wisconsin	3,074,589	2,879,901	206,687	6.7

Wisconsin Department of Workforce Development



Employment Trends

The graph to the left shows past employment trends of how many people in St. Croix & Pierce Counties combined were employed during each year from 2003 to 2013.

Transportation

Road congestion, the connection of existing roads, and the construction of new roads can and have been controversial issues in River Falls. Although the Comprehensive Plan proposes new roads to be built in the future, a primary objective of the plan is to reduce automobile dependency and dominance. Three indicators of the City’s transportation system measured in this report include traffic volume, existing and future transit ridership, and the construction of pedestrian and bicycle trails.

Transportation	River Falls, WI
Commute Time	24.8
COMMUTE MODE	
Auto (alone)	76.45%
Carpool	9.51%
Mass Transit	0.20%
Work at Home	3.31%
COMMUTE TIME TO WORK	
Commute Less Than 15 min.	42.71%
Commute 15 to 29 min.	25.36%
Commute 30 to 44 min.	15.82%
Commute 45 to 59 min.	10.83%
Commute greater than 60 min.	5.28%

Transit in River Falls

The automobile continues to be the primary mode of transportation. Streets and highways are experiencing more use within, through, and around the community. A significant number of residents are employed outside the City limits, with their mode of travel being single-occupancy vehicles. The City of River Falls provides a subsidized shared ride taxi service through a state grant. Construction began on the STH 35/Radio Road Interchange in 2013. This is a Wisconsin Department of Transportation project. Expected completion is September 2014.

Pedestrian/Bike Trails

River Falls is generally a compact community that can facilitate walking and bicycling. The City currently has 16.8 miles of paved off-road hike/bike trails. A 1.75-mile bike lane has been established along Division Street. There are approximately five miles of unpaved trails in Glen Park, Hoffman Park and Moundview Park. In 2009, approximately 1/4 mile of paved trail was added along Wasson lane making the Wasson lane trail complete from Cemetery Road to Cascade Avenue. These trails provide residents with recreation and allow an alternative form of travel for residents who wish to walk or bicycle to and from work, shopping, and schools.



There are approximately 17 miles of pedestrian /bike trails in the City of River Falls

Parks and Recreation

Park development is essential to a high quality of life, particularly for families with children. Parks have long been considered an integral part of City life. As River Falls grows, it will be important to measure the progress the City makes in the development of new neighborhood and community parks.



View of River Falls from the Boy Scout Trails at Hoffman Park

A good standard for parks, according to the City Beautiful Movement, is devoting approximately 10 percent of the total land to parkland. River Falls has 11 percent including conservation areas.

The City requires all new development to dedicate a parcel of land equal to 10% of the gross area of all property proposed for development, or pay a per unit fee. Neighborhood and community parks exclude conservation areas, open space, and schools.

The City of River Falls is also a proud member of ‘Bird City’ Wisconsin and ‘Tree City’ USA. ‘Bird City’ Wisconsin is an organization that encourages communities to implement sound bird conservation practices by offering public recognition to those that succeed. ‘Tree City’ USA is a program sponsored by the Arbor Day Foundation that provides direction, technical assistance, public attention, and national recognition for urban and community forest programs.



Park Development

Active Parks	Acres
(Neighborhood and Community Parks)	
County Road FF	52.60
Glen	36.00
Hoffman	27.00
Ryan DeSanctis	25.00
Sterling Ponds	19.00
Highview Meadows	10.00
Sterling Ponds	6.00
Larsen	5.40
Rolling Hills	4.65
Collins	4.31
Brandon’s	2.00
Knollwood	1.84
Wells	1.65
Westdale	1.69
Spring Creek Estates	1.26
Heritage	0.97
Hamilton	0.97
Veterans’	0.23
Ostness	0.15
TOTAL	200.77

Conservation Areas

Conservation Areas	Acres
River Hills	66.40
Spring Creek Estates	56.56
Mounds\Boy Scouts	53.00
Golfview Park	22.00
White Tail Ridge	82.00
Highview Meadows	21.16
White Pathway	20.00
Foster	11.00
Hoffman	10.00
Riverside Drive	1.50
Division Street Bridge Area	1.00
TOTAL	344.62

Kinnickinnic River



Kinnickinnic River Land Trust
Conservation
Community
Education

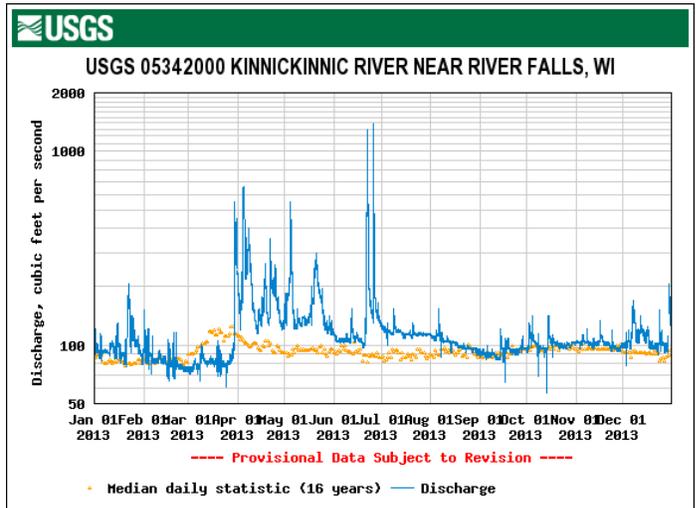


To the residents of River Falls, the Kinnickinnic River is a natural resource treasure and provides an abundant amount of recreational opportunities for thousands every year. The healthy state of the Kinnickinnic is a priority for many organizations, including the Kinnickinnic River Land Trust and Nation-wide, Trout Unlimited. The Kinni rises from pasture springs 3 miles north of I-94 in St. Croix County. From there, the Kinni flows 22 miles southwest until it empties into the St. Croix at Kinnickinnic State Park in Pierce County. The Kinni is joined by four spring fed streams, (Parker Creek, Kelly Creek, South Fork and Rocky Branch) which join to form a 170 square mile watershed. The Kinni boasts some of the best cold-water trout fishing in the state. In the upper Kinni thanks to local DNR and Trout Unlimited, the river naturally reproduces 5,000-12,000 fingerling densities per mile, some of the highest in the United States. The Kinni has not been stocked since 1947.

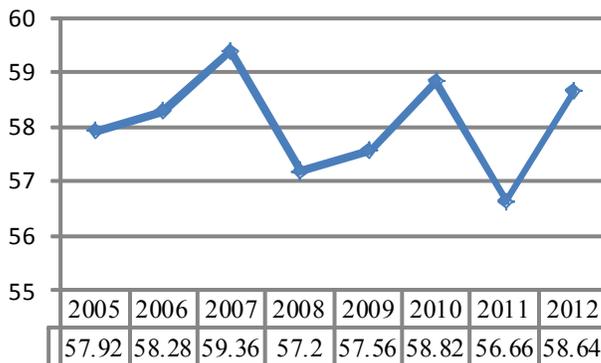


The Kinnickinnic is more than just a tributary of the St. Croix River. The “Kinni” watershed offers a variety of recreational and scenic opportunities to visitors.

Daily Water Discharge 2013



Kinnickinnic Average Temperature



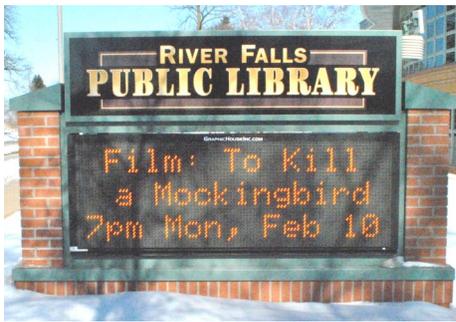
Temperature Monitoring

The graph to the left shows the Kinnickinnic’s average temperature for the years of 2005-2012. In 2013, the original temperature monitoring stations established in 1992 were removed. The temperature monitoring program will now focus on water temperatures around the Sterling Ponds development on STH 35.

River Falls Public Library

The River Falls Public Library is housed in a 36,000 sq. ft. building at the corner of Union and Main that was built in 1997. The library and lower level construction (completed in 2003) was partially funded with private donations totaling \$2.1 million. In 2009, portions of the library were remodeled to reflect current usage trends. The audio-visual area, children’s program room, and computer room were expanded. The history room was moved and updated. The board room was moved to a larger space to better serve the many public meetings

The Library Collection:	
Books	81,000
Magazines/Newspapers	140
DVDs/VHS	6,630
Audiobooks	2,300
Music CDs	4,570
Software on CD-ROM	300



The River Falls Public Library located on the corner of N. Union and Main Street

held in the building each year. The library’s three meeting rooms are heavily used, with over 750 bookings each year. The River Falls Public Library is a member of the MORE library consortium, which includes 50 libraries in 10 counties. MORE provides a shared library catalog of each library’s holdings, allowing cardholders to use the same library card at any member library. This web-based system also allows patrons to view the catalog, check their records, and reserve or renew materials from any computer with an Internet connection.

Resources

The Library maintains 20 public access computers with high speed Internet connections, Wi-Fi for those wishing to bring in their own laptops, and 5 stations with educational games for children. The library also has Print Anywhere software that allows people to send documents or webpages from their Internet-connected computer or laptop to the printer at the Reference Desk. Library cardholders can download audiobooks and e-books to their computer or other device through the Wisconsin Public Library Consortium site. The library subscribes to several informational databases, including Reference USA, Tumblebooks for children, and the Testing & Resource Center. Other databases, such as Novelist and Ancestry.com, are available through the state’s Badger.Net and our system library office. The library has several pre-loaded Kindles for loan, and access to other personal devices like the iPad, iPod, and Nook reader that library users can examine and try out in-house.

A Community Center

The library staff is continually looking for ways to serve the community. In 2013, 267 programs were presented including storytime for preschoolers, toddlers and babies, children’s summer library program, a series of programs on the Civil War, Book Club in a Bar, foreign film series, book discussions for different ages, gingerbread and Peeps contests, antiques pricing, haunted Wisconsin locations, theories on the Kennedy assassination, and author visits. Last year, the lower level Kleinpell Gallery hosted sand painting, a community art show, school art show, quilts, poetry and art exchange, and model trains. The library’s door count for the year was over 190,000.



Educational Institutions

UNIVERSITY OF WISCONSIN River Falls

Founded in 1874 as the fourth State Normal School, and later a Teachers College, the University of Wisconsin-River Falls concentrated on training teachers for Wisconsin’s growing public school system, but the years were not without struggle. In 1897 the original building was destroyed by fire. Rising on its original foundation, curriculum expanded reflecting agricultural teacher education.

Following accreditation by the North Central Association in 1935, the institution continued to evolve and expand curricular offerings. With the addition of graduate programming in the early 1960s, the school achieved university status and in 1971 became a member of the prestigious University of Wisconsin System. Now nearly 50 degree programs are offered in the University’s four colleges: arts and sciences; agriculture, food and environmental sciences; education and professional studies; business and economics; and in the graduate program. At 139 years, the University is committing itself anew to inspire and educate citizens and leaders who will serve the growing St. Croix Valley region and our multifaceted world.



North Hall on the UWRF Campus is listed on the National Register of Historic Places. Built in 1914, the building stands across the street from South Hall, formerly the only building of the Wisconsin Normal School in River Falls.



UW-River Falls finished construction on their first “Active Learning Classroom” in Hagestad Hall. This room gives students the opportunity to work in an unconventional, collaborative, and technologically relevant classroom environment. Monitors, glass boards, and round tables provide a sense of small-group learning within a larger class.

Enrollment		
Year	*FTE Student	Head Count
2006	5,612	6,229
2007	5,841	6,452
2008	5,942	6,555
2009	6,027	6,728
2010	6,202	6,900
2011	5,900	6,788
2012	5,744	6,447
2013	5,503	6,173

*FTE = Full-Time Equivalent counts each part-time and full-time student as the fraction equal to their credit load divided by a standard load of 15 undergraduate credit hours or 12 graduate credit hours.

Educational Institutions
Chippewa Valley
Technical College

Chippewa Valley Technical College is part of the Wisconsin Technical College System (CVTC) located in the state of Wisconsin serving an eleven-county area. CVTC promotes the development of eight key core abilities. These core abilities address the broad-based skills that will prepare a student to become a productive member of the work force, a civic-minded citizen of the community, and a life-long learner that is ready to grow with his/her chosen profession. The core abilities should enable the student to:

- Communicate effectively
- Think critically
- Behave ethically
- Cultivate global and cultural awareness
- Use mathematics
- Use science and technology
- Develop self-awareness
- Demonstrate social interaction

Half of CVTC students are 24 years of age or under. Students range in age from 14 to 78. The student population is 45% male and 55% female. About two thirds of CVTC students work part-time or not at all. Many students who work full-time take classes on a part-time basis. Approximately 65% of full-time, first-time degree-seeking students receive financial aid.

CVTC Student Enrollment	
YEAR	Number of Students
2013	1,177
2012	1,160
2011	1,100
2010	1,100
2009	1000

CVTC, River Falls Campus Programs
Administration Professional
Business Management
Criminal Justice
Liberal Arts
Nursing
IT Mobile Developer
Marketing Management
Human Resources
Lib. Arts Associate of Science



Educational Institutions

RIVER FALLS PUBLIC SCHOOLS

The River Falls Public Schools success is important to the community's quality of life. Students continue to test significantly higher academically than the State average. Enrollment statistics provided are for the 2012-2013 school year.



High School Graduation Rate

Graduates are students who complete the prescribed course of study established by the local school district. The 2012-13 school year graduation rate was 96.1% for the River Falls Public High School compared to the state average of 87%. (*DPI - WINSS Successful School Guide*).

River Falls School District
River Falls High School
Meyer Middle School
Greenwood Elementary
Montessori Public Elementary
Renaissance Academy
Rocky Branch Elementary
Westside Elementary

School District Enrollment

Tracking School District enrollment provides an insight into the relative size of the elementary, middle, and high school student populations. The year-by-year figures in the following chart show changes at each level.

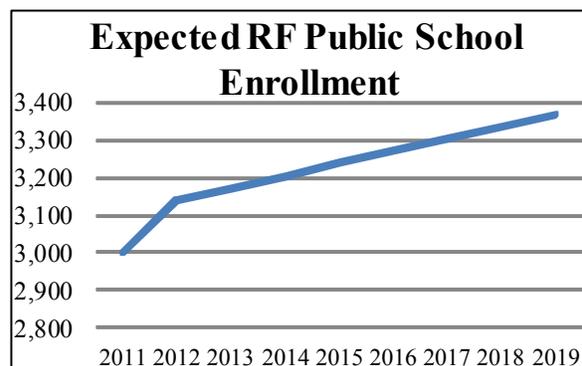


Greenwood Elementary School

The number of elementary school students (K-6) decreased from 1,564 students in 2011-2012 to 1,531 students in 2012-2013. This indicates a 2.5% decrease in the student body.

The number of middle and high school students (grades 7-12) decreased from 1,435 students in 2011-2012 to 1,412 in 2012-2013. This indicates a 1.6% decrease in the student body.

Total enrollment (PreK-12) in fall 2011 for the 2011-2012 school year was measured at 3,024 students. Total enrollment in fall 2012 for the 2012-2013 school year was measured at 3,109. This indicates a 2.8% increase in the number of students enrolled at the beginning of the school year.



Emergency Services

Fire

In 2011, the first full-time Fire Chief was hired, bringing the total number of firefighters up to 50. There were 15 new firefighters hired in 2013. Firefighters participate in a two-year training program that includes firefighting classes, emergency medical response, and driver training. In an effort to improve response time and operate more safely at emergency scenes, “Squad 1” was recently outfitted with an on-board computer and other equipment that will aid the first arriving officer at the emergency scene. This unit will typically be the first out of the Fire Hall and will arrive prior to the other units. The first officer will be able to develop strategies and begin to give initial assignment to incoming crews. The fire department received a grant from FEMA and chose to purchase a complete set of extrication equipment, which will replace the old, outdated extrication on the fire engines. The grant money covered 90% of the \$54,000 purchase price.



“Safety House” used for Fire Safety Education

Emergency Medical Services

In 2013, River Falls EMS became the first in the state of Wisconsin to receive a Critical Care Paramedic License. This is currently the highest level of service provided by any department in the state. In 2013, there were 1,926 calls for service. This averages out to about 5.3 calls per day, which is a 1.9% increase from 2012.

9-1-1 Calls	1001
Inter-Facility Transports (from one hospital to another)	523
Fire & Special Event Stand-by's	128
Paramedic Level Intercepts with Surrounding Communities	238
Mutual Aid Assists to Other Communities	37
TOTAL EMS RESPONSES	1926



The River Falls EMS Vehicle Fleet

Emergency Services

Police

The River Falls Police Department staffs 22 sworn police officers, including the Chief of Police. Five civilian staff members also support the department. In addition to an Administrative Division, the department has a Patrol Division and an Investigative / Youth Services Division. The department also includes a Police Reserve Unit with an authorized strength of 21 members. The River Falls Police Department generated 2,365 case reports in 2013 and logged an additional 3,358 calls for service. They also referred 323 cases to the District Attorney’s Offices in Pierce and St. Croix Counties. The most recent data from the year 2012 are as follows:

Violent Crime	2011	2012	Property Crime	2011	2012
Murder	1	3	Burglary	34	41
Forcible Rape	5	4	Larceny theft	366	340
Robbery	1	4	Motor Vehicle Theft	18	12
Aggravated Assault	25	37	Arson	3	5
Total	32	48	Total	421	398

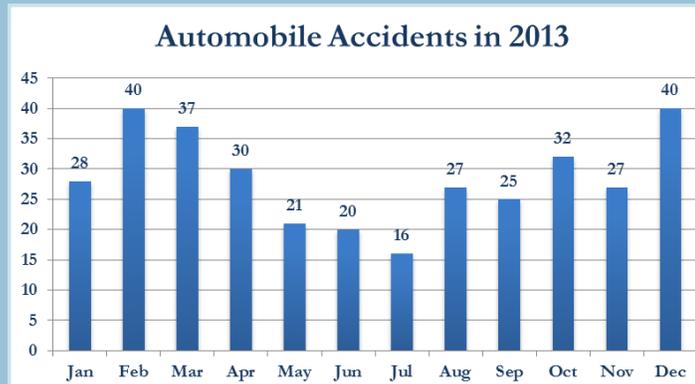


Crime

Public safety and protection are vital to River Falls’ quality of life. Tracking crime statistics in the City is a tool used in assessing public health and security. The Federal Bureau of Investigation collects data from law enforcement departments nationwide. The data collected is dependent upon interpretation of the reporting rules by each agency. The River Falls Police Department submits a Uniform Crime Report monthly for the City of River Falls including those offenses reported to the River Falls Police Department that occurred on the University of Wisconsin – River Falls Campus. However, since January 2011, the University of WI – River Falls Police Department began submitting their own Uniform Crime Reports.

Automobile Accidents

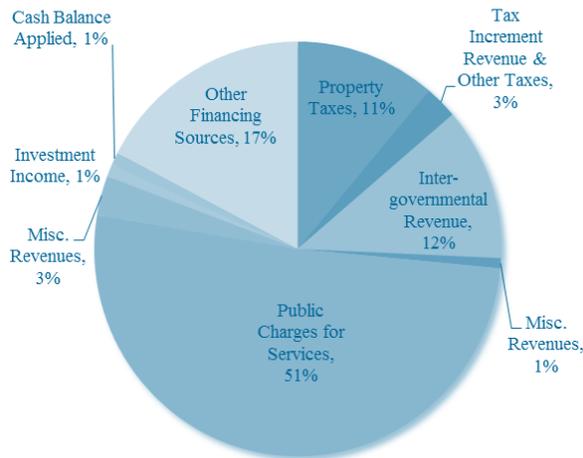
In 2013 the River Falls Police Department investigated 343 reportable and non-reportable traffic accidents. The following chart shows the accidents by the month they occurred.



City Finances

The City of River Falls operated with a 2013 budget of \$41,347,376. This is an increase from 2012 of \$1,398,909, or about 3.5%. The 2013 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 11% of the City’s revenue comes from general property taxes. The City of River Falls 2012/2013 Citywide Average Gross Rate for 2012/2013 was .00495 of the final assessed value of a property. The City’s financial resources for the 2013 budget year come from the following:

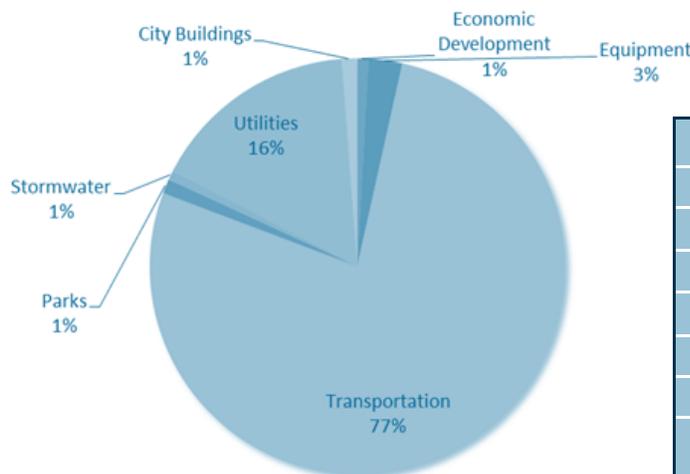
2013 Budget Revenues



Property Taxes	4,618,102
Tax Increment Revenue	890,539
Other Taxes	1,95,191
Intergovernmental Revenue	4,924,893
Regulation/Compliance	327,500
Public Charges for Services	21,130,106
Special Assessments	15,671
Miscellaneous Revenue	1,260,713
Investment Income	406,811
Cash Balance Applied	402,176
Other Financing Sources	7,175,674
TOTAL	\$ 41,347,376

Capital Improvements

“Capital Improvements” refers to construction projects and improvements initiated by the city. These projects often include park development, water, sewer, electric lines, road construction, maintenance, as well as acquisition of land. City spending for various Capital Improvement categories for 2013 are displayed in the following charts:



City Buildings	69,000
Economic Development	50,000
Equipment	149,795
Parks	63,747
Storm Water	42,000
Transportation	4,423,693
Utilities	928,500
Total	\$ 5,726,753

City Finances

Bonds and Borrowing

The City generally borrows money through the sale of bonds. There are two primary types of municipal bonds that cities use to borrow money:

General Obligation Bonds:

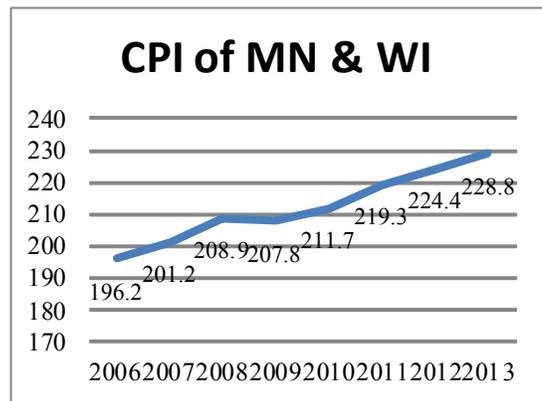
These bonds pledge property taxes for the repayment of the bonds. By law, River Falls is allowed to issue general obligation bond debt up to 5% of the total equalized property value in the City, or approximately \$ 40 million dollars in debt. The City currently has \$17.8 million dollars in a general obligation debt as of 12/31/2013.

Revenue Bonds:

These bonds are issued by the City to borrow money secured by specific revenues, such as electric, water and sewer fees. Tax dollars are not pledged for the repayment of revenue bonds, therefore the interest costs are slightly higher than general obligation debt. The City currently has revenue bond indebtedness (outstanding principal) of \$6.47 million dollars. Revenue bonds are used when it is appropriate for users to repay the debt instead of placing the burden on local property owners.

Consumer Price Index (CPI)

The CPI represents changes in prices of all goods and services purchased for consumption by urban households. User fees (such as water and sewer service) and sales and excise taxes paid by the consumer is also included. Income taxes and investment items (like stocks, bonds, and life insurance) are not included. The CPI is also a good indicator of the United States Inflation rate.



The above graph shows the CPI for the Minneapolis and St. Paul area from the years of 2005 to 2013. (*Bureau of Labor Statistics 2013*)

City Staffing

The City spends nearly one-third of its total appropriated funds on salaries and benefits for its 93 full time employees. The General Fund supports approximately 64% of the City staff, while other funds such as electric, water, sewer, storm water, library and ambulance support the remaining City staff.



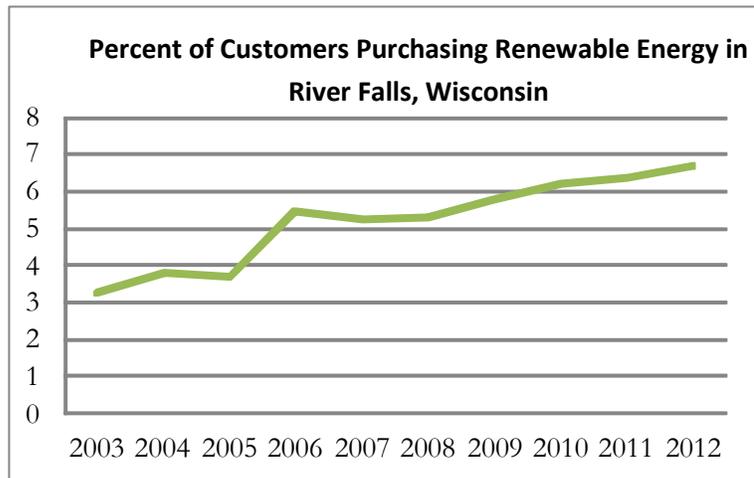
Green Initiatives

Renewable Energy Program

Since 2003, River Falls residents have purchased renewable energy at a rate that is consistently higher than the national average. River Falls was officially recognized as a Green Power Community in 2009. River Falls currently purchases around 18 million kWh of green power annually, which is roughly equal to 15% of the total power purchased. It costs \$3 extra per block (300kWh) each month to purchase renewable energy. An average household requires 2 to 3 blocks per month. In 2013, River Falls ranked in the top 10 nationally for customer participation in purchasing renewable energy, as well as renewable energy sales as a percentage of all retail energy sales. Overall electric usage in the City of River Falls was down in 2013, but the all-time peak usage (daily) was recorded in August at 27.3 megawatts.



POWERful Choices! is a community-wide effort to instill a strong local conservation ethic, while demonstrating the effectiveness of energy efficiency, conservation, and renewable energy.



Other Initiatives in River Falls:

- Construction of LEED Silver City Hall
- 1550 sq. ft. of Solar Panels installed at Power Plant
- CFL & thermostat Recycling at Utility Office
- Implementation of PACE (Property Assessed Clean Energy) Renewable Energy Finance Program, which assists residents with cost of purchase and installation of renewable energy systems.
- Solar renewable energy buyback
- LED Street Lights
- Local Businesses/Organizations embracing these initiatives, particularly the use of solar energy: UWRF, Designer Doors, Whole Earth Grocery, River Falls High School, Dick's Market, Falls Apartments, and Steiner Plumbing & Electric
- Energy education in the public schools



Construction of Habitat for Humanity Eco Village Sustainable Community

Municipal Utilities

Water

The City of River Falls, through the Municipal Utility, has provided water service for all residents since 1894. As of 2013, City water was provided to 5,019 customers.

The main features of the City's water supply system are wells, booster stations, storage tanks, and the distribution network. Currently, River Falls operates four municipal wells that utilize the underlying Ordovician and Cambrian Sandstones. Specifically, the wells obtain the City's water supply from the Jordan aquifer. Precipitation is the source of all groundwater in the region. In this area groundwater supplies 100% of the drinking water. The current average daily usage is approximately 1,137,200 gallons. The total water pumped in 2013 was 415,078,000 gallons.



Water Demand

The maximum daily usage in 2013 was 2.23 million gallons compared to 2.63 million gallons in 2012, 2.9 million gallons in 2000, and 2.5 million gallons in 1995. The projection for 2020 is a maximum of 3.7 million gallons per day.

Wastewater

The Municipal Utility has managed wastewater since 1930. The Municipal Utility performs all administrative duties, plant operation, plant maintenance, development and review, facility planning treatment, collection system maintenance and repair, and the mapping and modeling of the City's sewer system.

Collection System

The wastewater system in River Falls consists of a Waste Water Treatment Facility, four small pumping stations, and collection and intercepting pipes. The wastewater collection system consists of 62 miles of sewer mains and currently serves the Corporate Limits, an area of 4,196 acres or 6.6 square miles. The design flow capacity (average flow) of the WWTF is 1.8 million gallons per day (GPD).

The flow capacity is currently more limiting than the biochemical oxygen demand (BOD) constraint. The average flow at the plant in 2008 was 1.1 million GPD and has remained stable for the past 4 years. The average flow leaves a remaining growth capacity of 650,000 GPD. This assumes a residential development of 2.7 people per unit and 75 GPD per person. This scenario results in a wastewater flow of 202.5 GPD per unit. With a development of 100 units, this would result in a flow of 20,250 GPD. Assuming there is no wet industrial development, there is additional capacity for 3,110 residential units.



River Falls' Wastewater Treatment Facility

Other Utilities & Services



Solid Waste

Waste disposal by landfill remains the primary form of disposal in the City. Advanced Disposal takes care of all garbage and recycling needs within the City of River Falls. Advanced Disposal is also able to take care of some appliances, electronics, and bulky items for an additional fee. Hazardous materials can be disposed of through St. Croix and Pierce Counties.



Gas Services

Natural gas service for the community area is provided by St. Croix Gas Company, a private company based in the City of River Falls. This company has been providing its services to the community for over 45 years. The company was first established in 1966. St. Croix Gas provides natural gas service to residential, commercial, industrial and public properties.



Media Services

River Falls Community Television (RFC-TV) Channel 16 is the local public/government access cable channel for use by the citizens of River Falls. RFC-TV is owned and operated by the City of River Falls and maintains a studio on the first floor of City Hall; however, despite its proximity and residency in City Hall, it is not supported by tax dollars.

Programs on RFC-TV come from a variety of sources. Many are developed by members of the community who volunteer their time to create programming. RFC-TV also broadcasts many local events and covers regular government meetings such as City Council, Plan Commission and Utility Commission. Additionally, all local programs are available online, On-Demand at <http://rfctv.pegcentral.com/>

2010 Census Data

City of River Falls

Population

Total Population	15,000
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Housing Status

Total	5,449
Occupied	5,150
Owner-occupied	2,839
Population in owner-occupied	7,371
Renter-occupied	2,311
Vacant	299
Vacant: for rent	174
Vacant: for sale	58
Vacant: seasonal/recreational/occasional use	20

Population by Sex/Age

Male	7,014
Female	7,986
Under 18	2,580
18 & over	12,420
20-24	3,572
25-34	2,073
35-49	2,090
50-64	1,841
65 & over	1,234

Population by Ethnicity

Hispanic or Latino	270
Non Hispanic or Latino	14,730

Population by Race

White	14,219
African American	177
Asian	218
American Indian & Alaska Native	63
Native Hawaiian & Pacific Islander	3
Other	73
Identified by two or more	247

State of Wisconsin

Population

Total Population	5,686,986
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Housing Status

Total	2,624,358
Occupied	2,279,768
Owner-occupied	1,551,558
Population in owner-occupied	3,964,396
Renter-occupied	728,210
Vacant	334,590
Vacant: for rent	63,268
Vacant: for sale	34,219
Vacant: seasonal/recreational/occasional use	193,046

Population by Sex/Age

Male	2,822,400
Female	2,864,586
Under 18	1,339,492
18 & over	4,347,494
20-24	386,552
25-34	721,694
35-49	1,163,293
50-64	1,135,937
65 & over	777,314

Population by Ethnicity

Hispanic or Latino	336,056
Non Hispanic or Latino	5,350,930

Population by Race

White	4,902,067
African American	359,148
Asian	129,234
American Indian & Alaska Native	54,526
Native Hawaiian & Pacific Islander	1,827
Other	135,867
Identified by two or more	104,317