



2014 Trends Report

City of River Falls,
Wisconsin



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Introduction

Now in its 13th year, the Annual Trends Report provides a statistical snapshot of changes in the City of River Falls throughout the previous calendar year. These statistics serve as a measure of growth and progress towards goals outlined in the city's Comprehensive Plan. In addition to being used as a tool for future planning, the Annual Trends Report serves as an informative resource for community members. Although the statistics provided in this report cannot capture the essence of what means to reside in or visit the City of River Falls, they provide insight into how public policy should be set. Setting numerical goals and tracking progress towards those targets helps effect positive growth and change.

The Data

Updated information is provided by City of River Falls staff and community leaders. Other data found in this year's report was gathered from the Comprehensive Plan, the U.S. Census, the American Community Survey (ACS), the Wisconsin Department of Transportation, the Wisconsin Department of Workforce Development, the Wisconsin Economic Development Corporation, the Wisconsin Department of Public Instruction, and the Wisconsin Department of Administration (DOA).

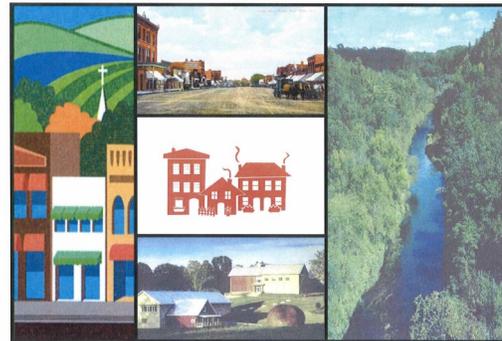
City of River Falls Comprehensive Plan

The City of River Falls Comprehensive plan is a long-term plan for the physical development and conservation of the City of River Falls. All future decisions regarding the physical, social, and economic character of the city are guided by this plan. This plan attempts to embrace all segments of the community and guide the City towards its future. The City Council approved and adopted the Comprehensive Plan in 2005.



City of River Falls
WISCONSIN

Comprehensive Plan



The Comprehensive Plan is available for review at City Hall, the Public Library, and online on the city website.



2013 Summary Statistics

Population

U.S. Census Bureau & Wisconsin Department of Administration

Area	2000 Census	2010 Census	Percent Change	2012 DOA	2013 DOA	Percent Change
City of River Falls	12,560	15,000	19.4%	15,040	15,400*	2.4%
Troy Township	3,661	4,705	28.5%	4,731	4,759	0.59%
Kinnickinnic Township	1,400	1,722	23%	1,729	1,733	0.23%
River Falls Township	2,304	2,271	-1.4%	2,276	2,275	-0.04%
Clifton Township	1,657	2,012	21.4%	2,017	2,019	0.10%
St. Croix County	63,155	84,345	33.5%	84,856	85,249	0.46%
Pierce County	36,804	41,019	11.4%	41,108	40,940	-0.41%
State of Wisconsin	5,374,367	5,686,986	5.8%	5,703,525	5,717,110	0.23%

Population: 15,400 *(Not a DOA estimate. See *City Growth* page for information on the estimate for 2013)

Housing Tenure (Renter-/Owner-Occupied): City: 48.5%/51.5%; **Counties:** St. Croix: 21% /79% , Pierce: 26% /74%

Median Value of Owner-Occupied Units: City: \$184,700 **Townships:** Troy \$341,100 , Kinnickinnic, \$285,400, River Falls \$258,800, Clifton \$324,800; **Counties:** St. Croix \$213,100, Pierce \$195,600

Median Household Income: City \$39,839; **Townships:** Troy \$111,326, Kinnickinnic \$82,917, River Falls \$75,417, Clifton \$95,000; **Counties:** St. Croix \$68,139, Pierce \$61,153

Unemployment: St. Croix 4.8%; **Pierce** 4.9%; **State of Wisconsin** 5.6%

Job Growth Rate: 12.2%

Top Employers by Employment:

St. Croix: Consumer Direct for Wisconsin LLC, Hudson School District, St. Croix County, Scientific Molding Corp. Ltd., New Richmond Public Schools

Pierce: River Falls School District, UWRF, Ellsworth Community School District, Pierce County, Thomas & Betts Corp.

River Falls Public Schools: Total Enrollment K-12: 3,109; **Growth Rate:** 1.2%; **Dropout Rate:** 0.1%

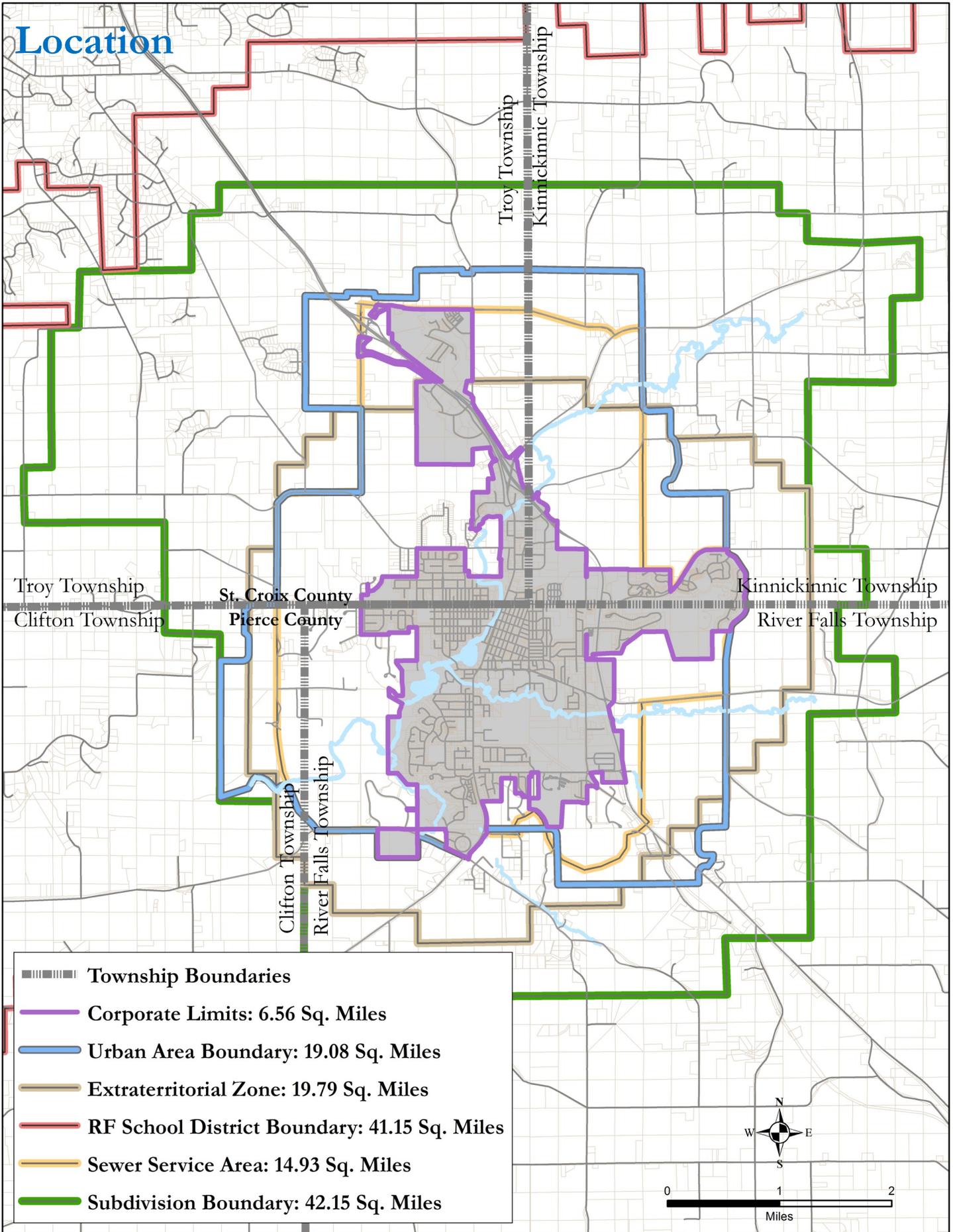
Police Officers: 22 **Firefighters:** 43

Taxi Service (1 Subsidized): Avg. Fare: \$2, **Operates:** 7 days/week, **Service Area:** Within 5 miles of city limits

Data: 2012 ACS 5-Year Estimates, City of River Falls, River Falls Public Schools, Wisconsin Department of Workforce Development



Location





City Growth

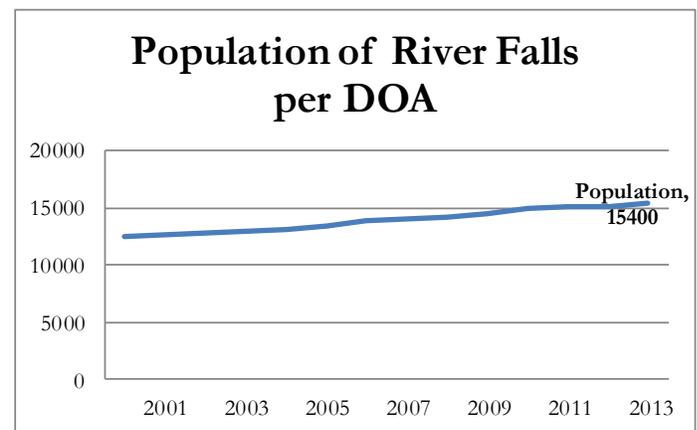
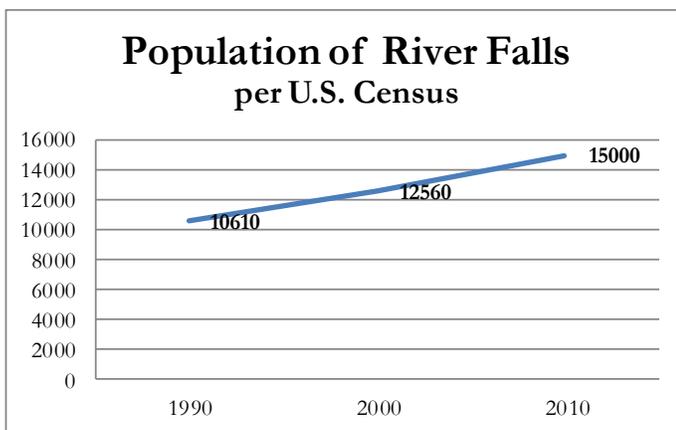
2013 Population Estimate

From 1990 to 2010, the City of River Falls had an average annual growth rate of 2%. However, the Wisconsin Department of Administration (DOA) estimated the 2013 population of the City of River Falls to be 14,915. This number indicates a 0.84% population decrease from the 2012 estimate, and represents about 125 residents.

For the 2014 Trends Report, the population estimate generated by city staff will be used in lieu of the Wisconsin DOA estimate for the City of River Falls only (Township, County, and State estimates are still recorded as reported by the Wisconsin Department of Administration). Per this estimate, the 2013 City of River Falls population is recorded as 15,400.

2013 Estimate Factors:

- 1990-2010 average annual population growth rate of 2%
- Continued growth in 2010-2012 at an average of 0.16% annually
- In 1990, 2000, and 2010, DOA estimates for River Falls were an average 500 people less than the actual, recorded population (per the U.S. Census in these same years).
- U.S. Census 2012 population estimate for the City of River Falls was 15,182, +0.9% difference from the 2012 DOA estimate
- 2013 held a tremendous amount of residential, commercial, and industrial development within the city
- The City of River Falls foreclosure rate has remained stable (110-115 in process), and was well below the peak number of foreclosures (125 in process).
- University of Wisconsin-River Falls enrollment rates have been slowly decreasing since 2010



River Falls Population Counts by the U.S. Census and Population Estimates by the Department of Administration

Annexation

From 2000 to 2012, approximately 980 acres of land were annexed into the City of River Falls. 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 and Chapman Drive. Prior to 2013, the last annexation was in 2006 and increased the size of River Falls by 57 acres.



Employment

The Department of Workforce Development for the State of Wisconsin annually reports employment statistics for each county. One way to measure the economic health of a region is to examine the unemployment rate—the percent of people that are actively seeking employment, but are unable to find a job. Another factor is the “labor force rate”, which represents the percentage of the population that could potentially enter the workforce based on the following demographic traits: 16 years of age or older, employed, unemployed, or actively looking for a job. Unemployment rates for both counties have decreased and are still below the Wisconsin State average. Additionally, the job growth rate was reported at 12.2%.

Labor Force Statistics

2012 Statistics	St. Croix	Pierce	Wisconsin
Labor Force	46,064	23,012	3,062,636
Employed	42,984	21,064	2,807,301
Unemployed	3,380	1,576	255,335
Unemployment Rate	7.3%	6.8%	8.3%

2013 Statistics	St. Croix	Pierce	Wisconsin
Labor Force	47,756	23,726	3,074,589
Employed	45,463	22,574	2,867,901
Unemployed	2,293	1,152	206,687
Unemployment Rate	5.6%	5.5%	6.7%

Labor Force Statistics are provided by the Wisconsin Department of Workforce Development

Top Employers by Employment for 2013

St. Croix County:

- Consumer Direct for Wisconsin LLC
- Hudson School District
- St. Croix County
- Scientific Molding Corp. Ltd.
- New Richmond Public Schools

Pierce County:

- River Falls School District
- University of Wisconsin– River Falls
- Ellsworth Community School District
- Pierce County
- Thomas & Betts Corp.

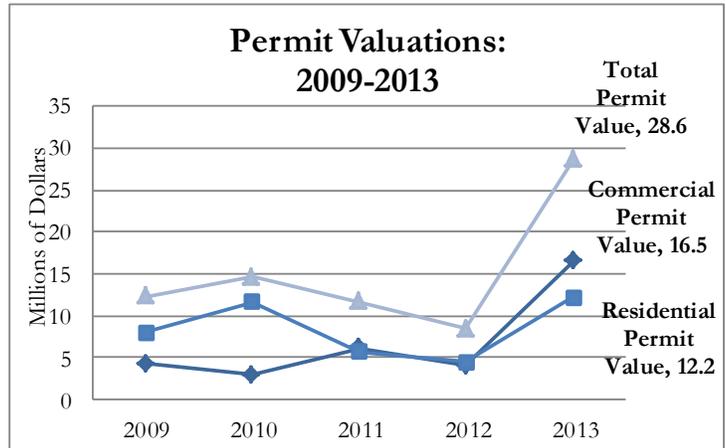


Development Highlights

The City of River Falls uses permit issuance as a method of tracking development and redevelopment projects throughout the year. While 2012 showed a slight decrease in the overall number of permits issued, 2013 was a great year for both residential and commercial development.

Commercial Development Projects

As seen in the permit valuation graph to the right, commercial development projects generated a total of **\$16.5 million dollars** in 2013. Commercial Projects totaled **59,031 square feet** of space. This value indicates a **347% increase** in development (or redevelopment) projects from 2012. Commercial Development projects in 2013 included new construction, additions, and renovations.

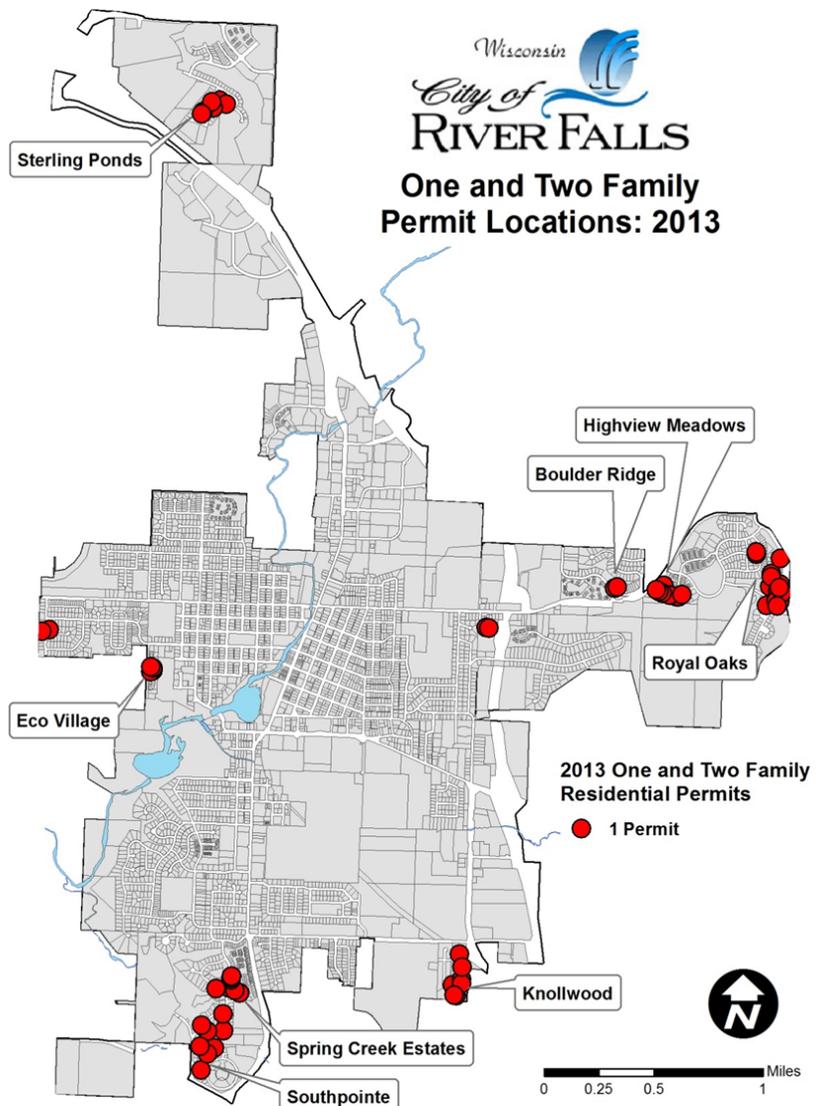


Residential Development

Some of the highlights in residential development throughout the City of River Falls include:

- 62 Single Family Permits
- 63 One and Two Family Residential Units
- 40 Senior Apartment Units

This map displays the clusters of active residential subdivision development in River Falls, with an emphasis on one and two family permit locations. There were only 32 new dwelling units developed in 2012, none of which were apartments. Therefore, Residential Development more than doubled in 2013. There are now **182 vacant**, developable single-family lots available.





Corporate Parks

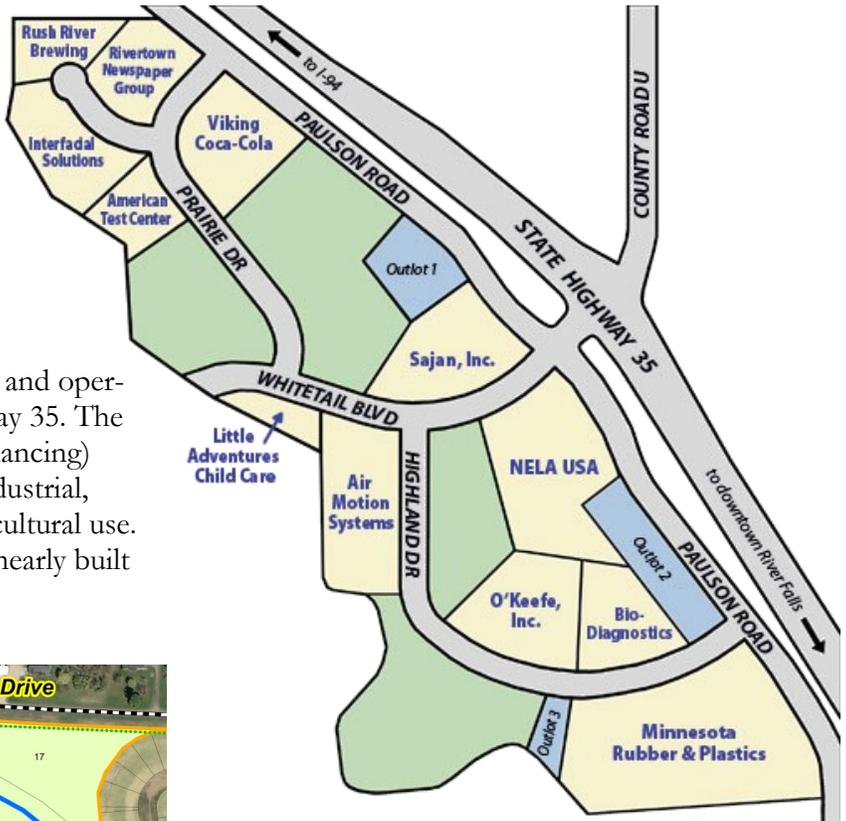
River Falls currently has two corporate parks and one future planned park. River Falls' close proximity to the Twin Cities Metro area makes it a great location for businesses. The cost of land is generally lower than in other areas and leasing is less expensive than comparable properties elsewhere. River 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.

River Falls Industrial Park

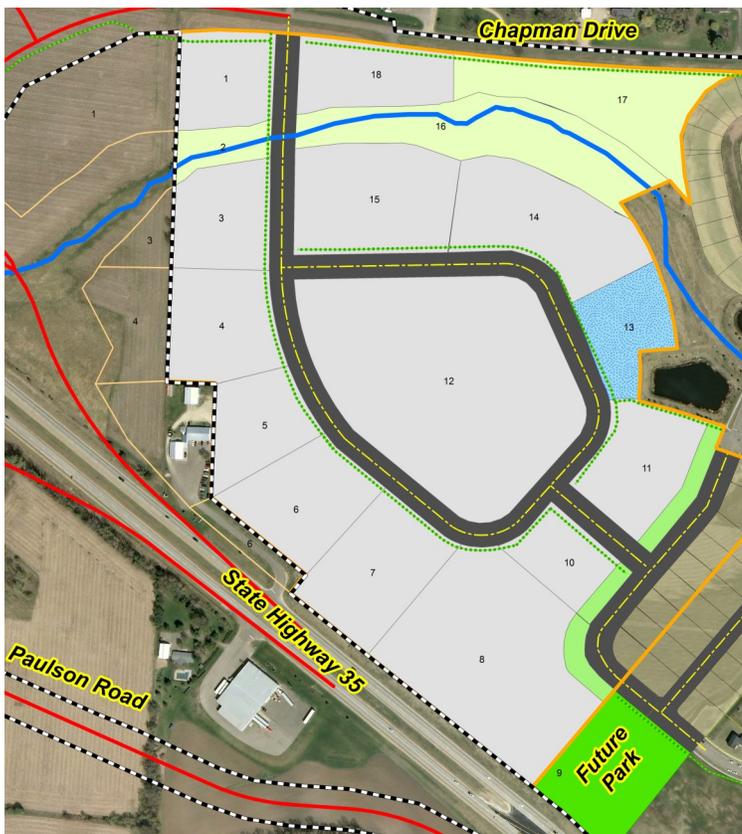
River Falls Industrial Park is located just south of Highway 35 and Quarry Road. It is currently zoned for B3 Highway Commercial, I1 Industrial, and I2 Heavy Industrial.

Whitetail Ridge Corporate Park

Whitetail Ridge Corporate Park is a city owned and operated industrial business park located on Highway 35. The park is in an approved TIF (Tax Increment Financing) District. The corporate park is zoned for I1 Industrial, with the adjacent land primarily zoned for agricultural use. As of 2013, Whitetail Ridge Corporate Park is nearly built out. See map to the right.



Map: St. Croix County EDC



Map: City of River Falls

Sterling Ponds Corporate Park

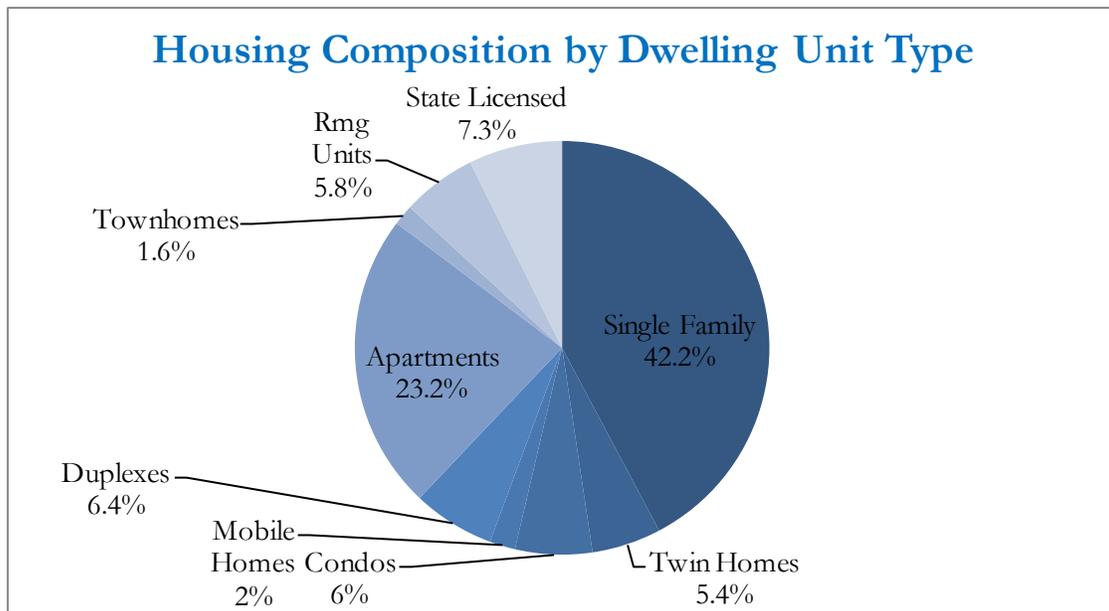
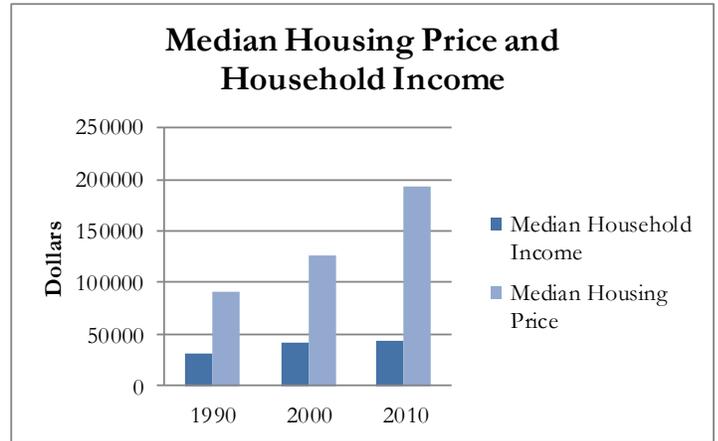
Due to growing demand, the city is planning to develop a new industrial park. Sterling Ponds Corporate Park is a future park located on Highway 35, near the existing Whitetail Ridge Corporate Park and Sterling Ponds residential development. The concept plan for the future park has been approved, and construction plans are being developed. Most of the park will be zoned I1 Industrial, with some lots set aside for conservancy. Lots may be ready for building as soon as late fall 2014 or spring 2015. See map to the left.



Housing

In 2013, the **average cost for building** a home was approximately **\$139,236**. That number represents the approximate cost to build a one or two family home, not a multi-family dwelling. The **median value** of a home in the City of River Falls was **\$184,700**, but this value includes all owner-occupied housing units.

As housing continues to grow in the City of River Falls, development must stick to the **Traditional Neighborhood Development Ordinance**. The TND ordinance was adopted in 2002 with the intention of keeping new residential developments affordable. **30% of all new construction within the ordinance area must be multi-family or small lot detached houses**. Sterling Ponds is a TND.



City of River Falls Housing Authority

The City of River Falls is actively involved in providing affordable housing for its residents. Cooperation with Our Neighbor’s Place and Habitat for Humanity provides affordable housing options ranging from temporary shelter to homeownership.

River Falls Housing Authority, a partner with the City, owns and manages rental homes for low and moderate income families with children, persons who are over 55 years old and persons living with disabilities. Occupancy rates in affordable housing remain consistently at or above 96%. A survey of private market rental property owners shows that rents in the city tend to be stable over the past two years with a change of 1%.



Riverview Manor, River Falls Housing Authority



Transportation

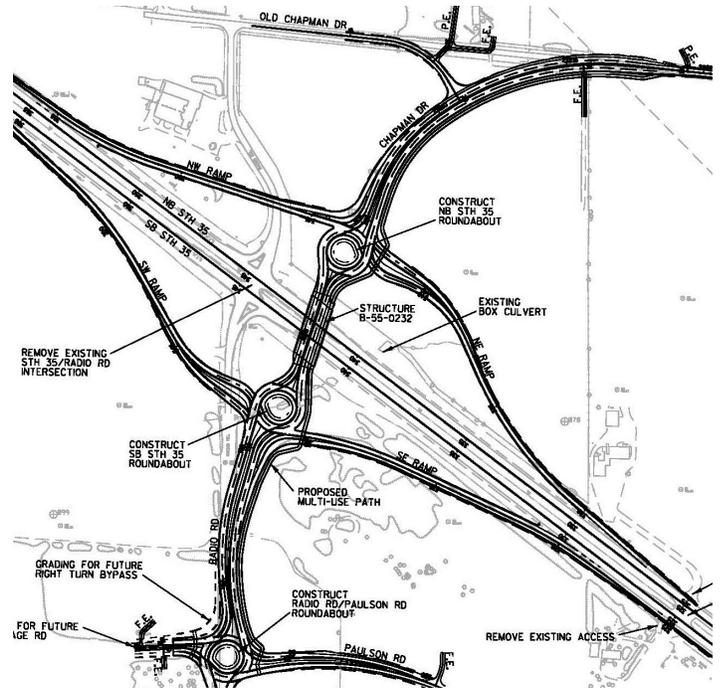
Residents of the City of River Falls continually choose personal automobiles as their primary mode of transportation. Due to a significant number of residents' employment outside of city limits, commuter traffic has grown steadily along the principal arterials. Annual Average Traffic Counts (AATC), which are conducted by the Wisconsin Department of Transportation, report the number of vehicles to travel a road on any average day of the year. The greatest flow of traffic occurs along N. Main Street, between Division Street and Quarry Road. Measurements for the City of River Falls were taken between 2009-2012. Results are listed below.

Roadway	AATC 2013
STH 35 (Between Cemetery Rd. and N. Main Street)	8,500 to 11,600
Cascade (Between Main and STH 35)	9,000 to 12,700
Main Street (Between Cemetery Rd and STH 35)	9,8000 to 17,300*

** A measurement of 20,500 on S. Main Street was omitted (outlier, possible measurement error)*

STH 35 Radio Road Interchange

The Wisconsin Department of Transportation is constructing a new highway interchange at the intersection of STH 35 and Radio Road, just north of the City of River Falls. Prior to snowfall, a number of items were completed in 2013. **Construction will resume on March 15th, 2014, with an expected completion date of September 1st, 2014.** This project will allow realignment and extension of existing roads adjacent to the highway, and change some of the current private/public accesses. Perhaps most notably, this project will connect Whitetail Ridge Corporate Park with the future Sterling Ponds Corporate Park.



A portion of the STH 35 Radio Road Interchange Project

Pedestrian and Bicycle Trails

Although most residents drive to and from work, the relatively compact layout of the City of River Falls makes it a great place to exercise alternative methods of transportation. The Comprehensive Plan proposes an effort to increase access to and availability of paths, lanes, and trails to encourage these modes of transport. River Falls currently offers more off-road/recreational bicycling (16.8 miles paved) versus on-road options, but there is a stretch of designated bicycle lane along Division Street (1.75 miles).



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



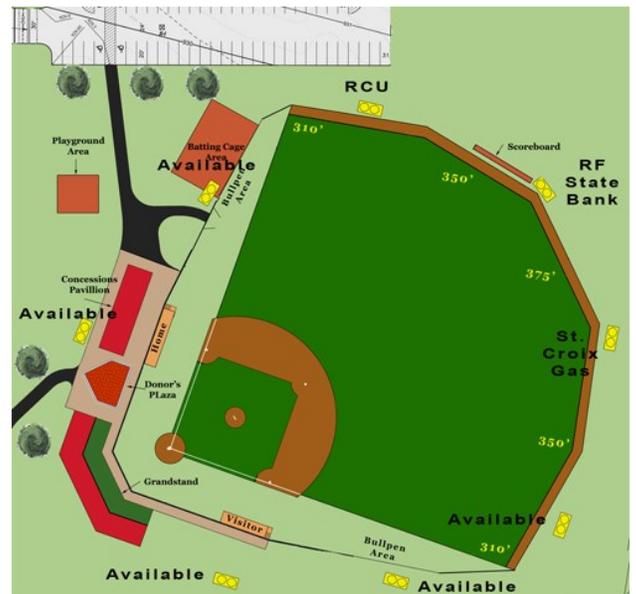
Parks and Recreation

Between existing land, conservation areas, open space, and future planned parks, the City of River Falls has nearly 500 acres of parkland. These areas offer a number of recreational opportunities for locals and visitors. The measure of appropriate parkland to a population is approximately 10 acres for every 1,000 residents. The City of River Falls has 311 acres of developed parkland, which would be enough parkland for 31,000 residents—twice the current population of River Falls.

Land Type	Sites	Acres
City Parks	27	311
Conservancy	5	100
Open Space	4	7
Future	3	80
Total:	39	498

First National Bank of River Falls Field

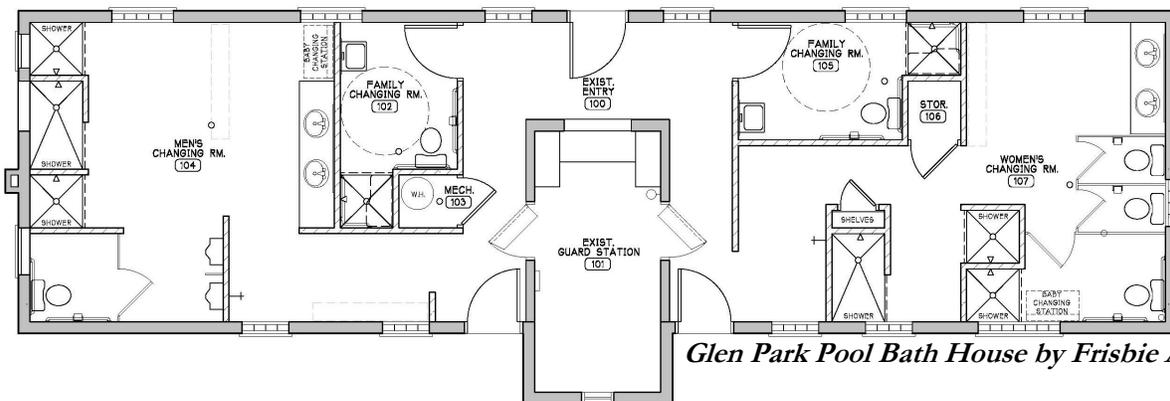
The First National Bank of River Falls Field will serve as a community ballpark. Located in Hoffman Park, just off of STH 35, the new stadium will be the home field for three different local teams. Construction started May 1st, 2013, and the project was well underway by winter 2013. The dugouts, stands, lights, and concrete work have been completed thus far.



First National Bank of River Falls Field

Glen Park Pool Bath House

The Glen Park Pool Bath House is set to be remodeled. In 2013, demolition work began on the inside. The new layout, displayed on the right, was designed by Frisbie Architects. Interior renovations will begin in 2014. The Pool and Bath House are listed on the Wisconsin National Register of Historic Places.



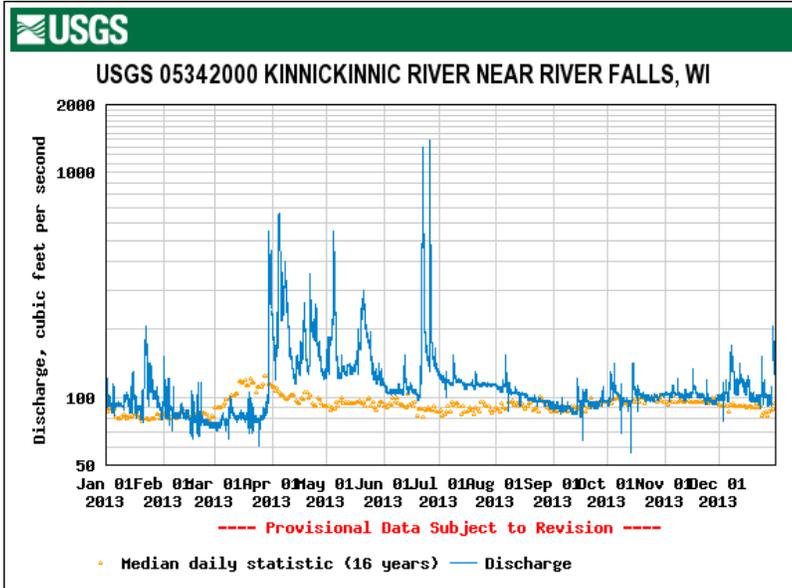
Glen Park Pool Bath House by Frisbie Architects



Kinnickinnic River

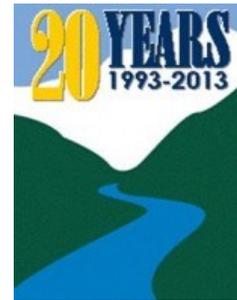
The Kinnickinnic River originates in St. Croix County, where it spouts from pasture springs. The river runs 22 miles southwest, through Pierce County, where it joins the St. Croix River. To the residents of River Falls, the Kinnickinnic River is a natural treasure that provides an abundance of recreational opportunities.

River Discharge



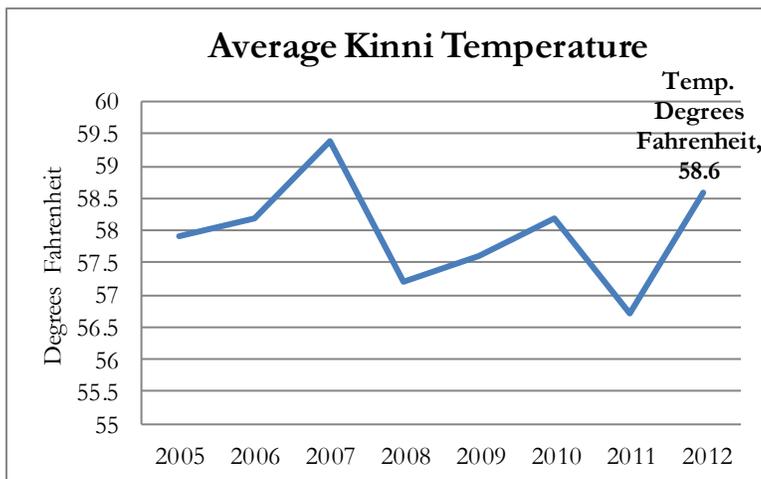
Conservation

In 2013, **530 linear feet of river bank and 4.3 acres of land** were acquired by the Kinnickinnic River Land Trust and the State of WI. This land will be **permanently preserved**.



Temperature Monitoring

In 2013, 5 of the 6 original temperature monitoring stations established in 1992 were removed and relocated. The temperature monitoring program now focuses on studying temperatures around the Sterling Ponds development just off of STH 35. Water temperature is measured both up and down stream of the development. Updates to the monitoring sites, techniques, and tools are posted by the engineering department on the city website.



Trout fishing on the Kinni



- 5-7 inches: 5 Fish
- 7-10 inches: 4 Fish
- **10-14 inches: Release!**
- >14 inches: 1 Fish

These regulations apply to both the upper and lower Kinni for Brown Trout. However, it is always important to check with the DNR, St. Croix, and Pierce Counties for new or updated information.

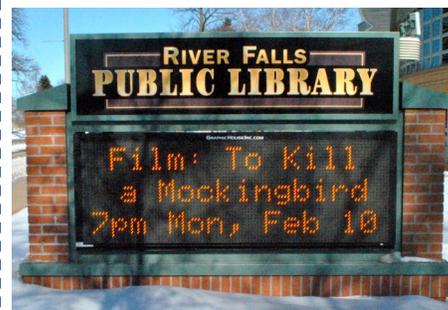


River Falls Public Library

The River Falls Public Library is 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 held in the building each year. In 2013, an electronic message board was erected in front of the library to advertise library and City events. The library's three meeting rooms are heavily used, with 800 bookings each year. The library also provides space for tutoring, small group study, and other small meetings. 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.



<i>The Library Collection:</i>	
Books	81,000
Magazines/Newspapers	140
DVDs/VHS	6630
Audiobooks	2300
Music CDs	4,750
Software on CD-ROM	300



Resources Available

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. We have also added Freegal, a downloadable music 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 Badgernet system. 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 Center for Community

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.

840 new patron cards were issued.



Educational Institutions

Chippewa Valley Technical College

Chippewa Valley Technical College (CVTC) is part of the Wisconsin Technical College System, which serves 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:

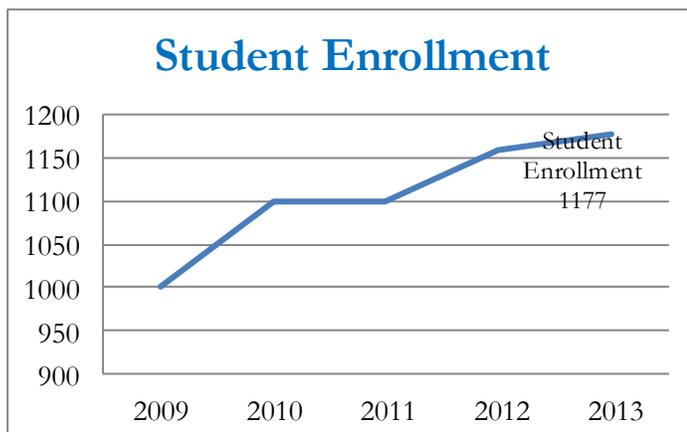
- Communicate effectively
- Think critically
- Behave ethically
- Cultivate global and cultural awareness
- Use Mathematics
- Use science and technology
- Develop self-awareness
- Demonstrate social interaction
- Value environmental stewardship



CVTC Student Statistics

CVTC students range in age from 14 to 78 years of age, with half of the student body being under 23 years of age. The student population is 45% male and 55% female. While some students work full-time and take classes on a part-time basis, two-thirds of the student body work part-time, or not at all. Approximately 65% of full-time, first-time degree-seeking students receive financial aid. Here are some of the programs offered at the CVTC River Falls Campus:

- Administration Professional
- Business Management
- Criminal Justice
- Liberal Arts
- Nursing
- Marketing Management
- Human Resources
- IT Mobile Developer



CVTC Science Lab, Photo: cvtc.edu



Educational Institutions

University of Wisconsin– River Falls

The University of Wisconsin-River Falls offers 60 programs in four colleges:

College of Food, Agriculture, and Environmental Sciences

College of Arts and Sciences

College of Business and Economics

College of Education and Professional Studies



UWRF Mann Valley Laboratory Farm,

Photo: uwrf.edu



North and South Hall, UWRF Campus

Photo: Molly MacDonald

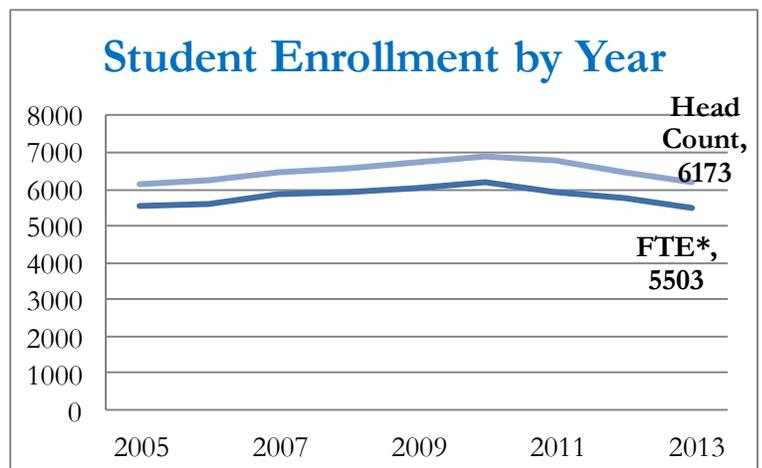
In 2013, UWRF worked towards completing the construction of an “Active Learning Classroom” in Hagestad Hall. This type of classroom is a part of the *Pathway To Distinction*, a 5-year plan for University improvement. Active Learning Classrooms give students the opportunity to work in an unconventional, collaborative, and technologically relevant classroom environment. Monitors, glass boards, and round tables provide a sense of small-group learning within a larger class. Now open for use, the classroom is currently serving the needs of the Chemistry and Physics departments. Total project costs came in at a total of \$850,000, with the State of Wisconsin footing the bill (authorized by the State Building Commission).



Active Learning Classroom, Hagestad Hall, UWRF

Photo: Desi Danforth, Student Voice

***FTE: Full-Time Equivalent** counts each full-time and part-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.





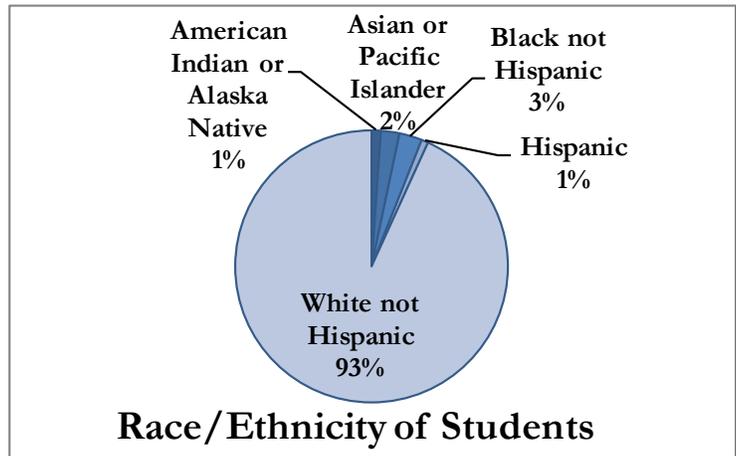
Educational Institutions

River Falls Public School District

The Wisconsin Department of Public Instruction issues annual “report cards” for school districts across the state. The River Falls Public School District received **80.8 out of 100** for the Overall Accountability Score and Rating, which is considered to **exceed expectations**. District Enrollment has increased 3.5% from the beginning of the 2012 school year. Additions and renovations were made to both the Greenwood and Westside Elementary School buildings in 2013.



Greenwood Elementary School



District-Wide Student Race and Ethnicity

District Statistics for 2012-2013

District Enrollment: 3,109

1.2% overall increase from 2012

Number of Schools: 7

Dropout Rate: 0.1%

Wisconsin State expectation <6%

Economically Disadvantaged: 21.7%

Students with Disabilities: 11.1%

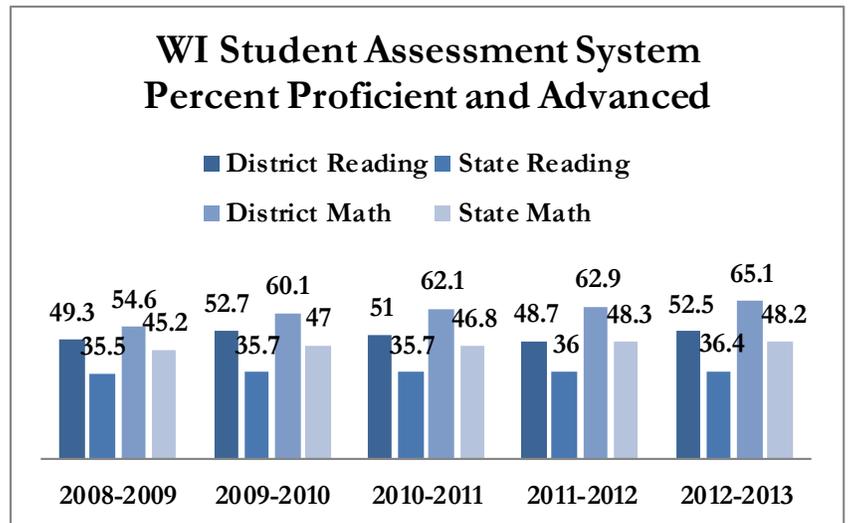
Limited English Proficiency: 1.1%

Reading Achievement: 36.9/50

Math Achievement: 42.9/50

Total Student Achievement: 79.8/100

20.7% higher than WI State Average:
66.1/100





River Falls Police Department

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 has a Police Reserve Unit with an authorized strength of 21 members. The Federal Bureau of Investigation collects data from law enforcement departments nationwide. The River Falls Police Department submits a Uniform Crime Report monthly for the City of River Falls. The University of Wisconsin–River Falls Police Department submits their own Uniform Crime Reports.



Coffee With A Cop Event

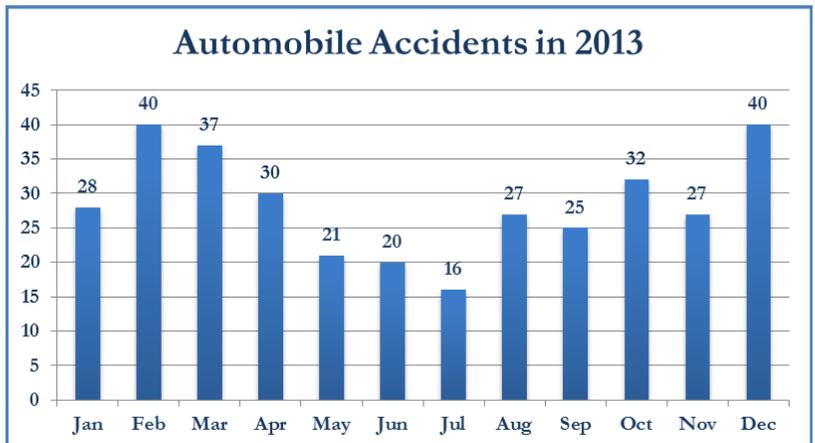
Calls for Service

The River Falls Police Department generated 2,365 case reports in 2013, a 2.5% increase from 2012. There were 3,358 calls for service, 8.7% more than in 2012. There were 323 cases referred to the District Attorney’s offices in Pierce and St. Croix Counties for charging decisions, which was 36% less than in 2012. This chart displays the most recent crime data available.

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

Automobile Accidents

In 2013, the River Falls Police Department investigated 343 reportable and non-reportable traffic accidents. This indicates an 8.5% increase in automobile accidents from the 2012 figures—316 accidents. This chart displays the accidents by the month in which they occurred.





River Falls Emergency Services

Fire Department

In the beginning of 2013, RFFD added 15 new firefighters. These new 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 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.



River Falls Fire Department



“Safety House” used for Fire Safety Education

Emergency Medical Services (EMS)

In 2013, River Falls EMS became the **first in Wisconsin to receive a Critical Care Paramedic License**. This is currently the highest level of service provided by any department in the state. Services are provided to the Cities of River Falls and Prescott and the Towns of Clifton, Oak Grove, River Falls, Pleasant Valley, Kinnickinnic, Troy, and Warren. 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. The chart below displays a breakdown of EMS responses for 2012 and 2013.

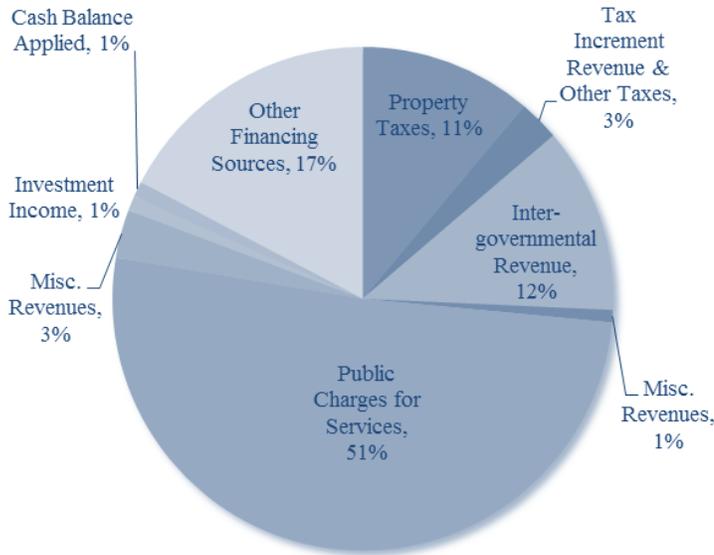
EMS Services	In 2012	In 2013	Change
Interfacility Transports	635	523	-21.4%
Fire and Special Event Standbys	226	128	-76.5%
Paramedic-level Intercepts with Surrounding Communities	26	238	815%
Mutual Aid Assists	12	37	208%
911 Calls	965	1001	3.7%
TOTAL	1904	1926	1.15%



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



Revenue Group	Amount
Property Taxes	\$4,618,102
Tax Increment Revenue	\$890,539
Other Taxes	\$195,191
Intergovernmental Revenue	\$4,924,893
Regulation/Compliance	\$327,500
Public Charges for Services	\$21,130,106
Special Assessments	\$15,671
Miscellaneous Revenues	\$1,260,713
Investment Income	\$406,811
Cash Balance Applied	\$402,176
Other Financing Sources	\$7,175,674
Total	\$41,347,376

Where does the Tax Dollar Go? (Property Tax Bill (2012-2013))

River Falls School District (41¢)	
City of River Falls (25¢)	
Pierce and St. Croix Counties (21¢)	
Chippewa Valley Technical College (7¢)	
Tax Increment (5¢)	
State (1¢)	



Average Household Bill = \$3,011

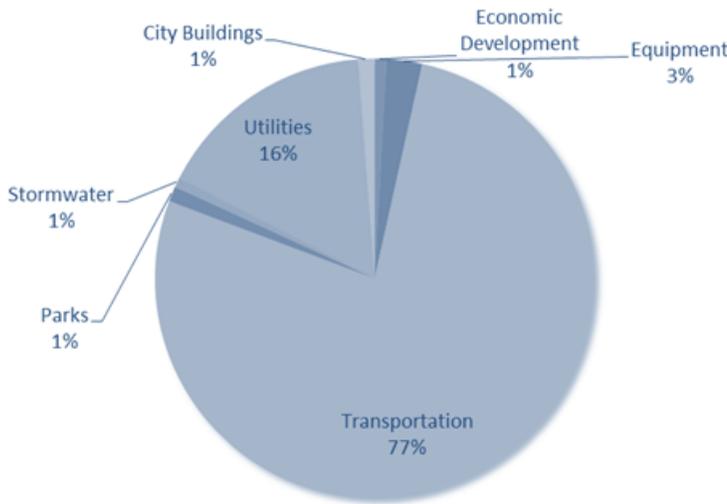
River Falls School District = \$1,253
 City of River Falls = \$750
 Pierce & St. Croix Counties = \$625
 CVTC = \$202
 Tax Increment Districts = \$160
 State = \$21



City Finances

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:



Capital Improvement Category	Amount
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	\$5,726,735

Bonds and Borrowing

The city generally borrows money through the sale of bonds. There are two primary types of municipal bonds that cities use: General Obligation Bonds and Revenue Bonds. Descriptions of each are provided below.

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 in debt. At December 31, 2012, the City had \$17,843,770 of general obligation bonds and promissory notes outstanding. The City maintains an Aa2 rating from Moody’s Investor Service on general obligation issues

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 interest costs are slightly higher than general obligation debt. Revenue bonds are used when it is appropriate for users to repay the debt instead of placing the burden on local property owners. As of December 31, 2012, the City has revenue bond indebtedness (outstanding principal) of \$6.47 million

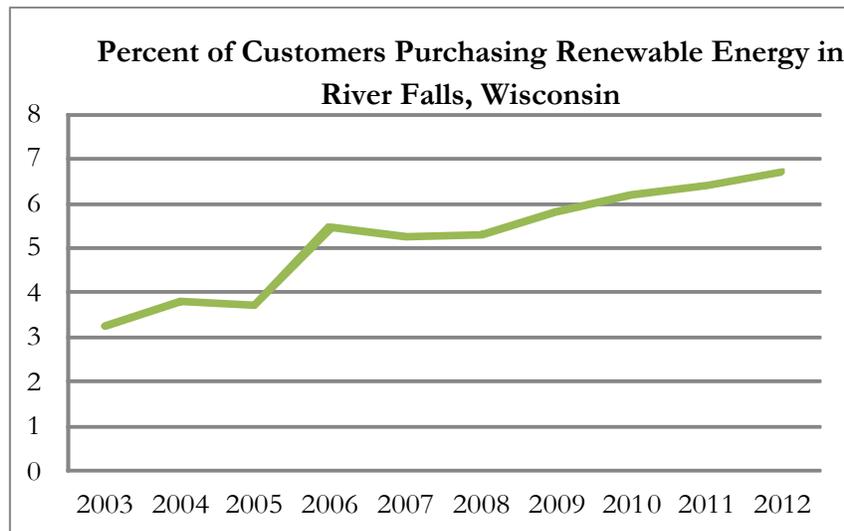


Green Initiatives

Renewable Energy Program

POWERFUL CHOICES
a sustainable energy project for river falls

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.**



Some initiatives around River Falls include:

- 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
- Construction of Habitat for Humanity Eco Village Sustainable Community
- Energy education in the public schools



Eco Village Sustainable Community



Municipal Utilities

Water

Water has been provided to the residents of the City of River Falls by the Municipal Utility since 1894. Currently, the Municipal Utility provides water service to **5, 019 customers** (domestic and irrigation meters), which is a **2.3% increase from 2012**. The total number of gallons of water pumped in 2013 was 415, 078, 000. This is **62,229,000 gallons LESS** than the total number of gallons pumped in 2012, which is a **15% difference**. Drinking water is 100% supplied by groundwater sourced by precipitation. Maximum daily water usage has generally been decreasing since 2000. However, the predicted maximum daily usage for 2020 is 3.7 million gallons.

Maximum Daily Usage in 2000: 2.9 Million Gallons

Maximum Daily Usage in 2010: 2.46 Million Gallons

Maximum Daily Usage in 2012: 2.63 Million Gallons

Maximum Daily Usage in 2013: 2.23 Million Gallons



Wastewater

The Municipal Utility has managed River Falls' wastewater since 1930. The Municipal Utility performs administrative duties, plant operations, maintenance, planning, and development. The mapping and modeling of the city's sewer system is also actively managed.

River Falls' Wastewater System:

- | | |
|------------------------------------|--|
| -Waste Water Treatment Facility | -62 Miles of Sewer Mains |
| -Four small Pumping Stations | -6.6 Square Mile Service Area (Corporate Limits) |
| -Collection and Intercepting pipes | -Design Flow Capacity (Avg. flow): 1.8 million gallons per day |

Garbage, Recycling, and Compost



Yard waste can be brought to the city compost site, which is near the RF Public Schools bus garage (901 West Locust Street). Advanced Disposal is the current contract provider of garbage and recycling services to the City of River Falls. All residents are required to use this provider unless they have applied for an exemption with the city clerk. Recycling carts can currently accept the following items:

- | | |
|--------------------------------------|--|
| -Milk cartons, juice boxes, etc. | * Although Hazardous materials, oil, cfl lightbulbs, tires, medications, and plastic bags cannot be recycled in issued bins, they can be recycled through businesses around town and through the local counties. |
| -Cardboard, magazines, and newspaper | |
| -Colored and clear bottles and jars | |
| -Plastics #1 through #7 | |
| -Steel and aluminum cans | |



Report

Demographics Report (River Falls, Wisconsin)

Population (2013)		
	TOTAL	
Population (2013)	15,105	
Sex (2013)		
	TOTAL	%
Male	7,120	47.14
Female	7,985	52.86
Age Distribution (2013)		
	TOTAL	%
0-4	712	4.71
5-9	745	4.93
10-19	2,719	18
20-29	4,445	29.43
30-39	1,535	10.16
40-49	1,368	9.06
50-59	1,624	10.75
60-64	601	3.98
65+	1,358	8.99
Race Distribution (2013)		
	TOTAL	%
White	14,354	95.03
Black	163	1.08
American Indian	59	.39
Asian	212	1.4
Pacific Islander	3	.02
Other	67	.44
Multirace	247	1.64
Hispanic	294	1.95
Total Households (2013)		
	TOTAL	%
Households	5,144	
Families	2,963	57.6
Household Income Distribution (2013)		
	TOTAL	%
<\$10 K	410	7.97
\$10-\$20K	570	11.08
\$20-\$30K	545	10.59
\$30-\$40K	652	12.67
\$40-\$50K	382	7.43
\$50-\$60K	379	7.37
\$60-\$75K	507	9.86
\$75-\$100K	621	12.07
> \$100K	1,080	21
Labor Force Status (2013)		
	TOTAL	%
Labor Force	7,414	
Employed	6,867	92.62
Unemployed	547	7.38
In Armed Forces		
Not In Labor Force	2,969	

Population (2018)		
	TOTAL	
Population (2018)	15,304	
Sex (2018)		
	TOTAL	%
Male	7,216	47.15
Female	8,088	52.85
Age Distribution (2018)		
	TOTAL	%
0-4	673	4.4
5-9	7,756	50.68
10-19	1,818	11.88
20-29	4,105	26.82
30-39	1,881	12.29
40-49	1,302	8.51
50-59	1,477	9.65
60-64	768	5.02
65+	1,687	11.02
Race Distribution (2018)		
	TOTAL	%
White	14,543	95.03
Black	167	1.09
American Indian	60	.39
Asian	213	1.39
Pacific Islander	3	.02
Other	67	.44
Multirace	250	1.63
Hispanic	325	2.12
Total Households (2018)		
	TOTAL	%
Households	5,353	
Families	3,082	57.58
Household Income Distribution (2018)		
	TOTAL	%
<\$10 K	397	7.42
\$10-\$20K	540	10.09
\$20-\$30K	447	8.35
\$30-\$40K	560	10.46
\$40-\$50K	584	10.91
\$50-\$60K	381	7.12
\$60-\$75K	464	8.67
\$75-\$100K	691	12.91
> \$100K	1,289	24.08
Labor Force Status (2018)		
	TOTAL	%
Labor Force	7,547	
Employed	6,992	92.65
Unemployed	555	7.35
In Armed Forces		
Not In Labor Force	3,026	

Total Number of Housing (2013)		
	TOTAL	%
Total Dwellings	5,343	
Owner-Occupied Dwellings	3,038	59.06
Renter-Occupied Dwellings	2,106	40.94
Housing Units Occupied	5,144	96.28

Education Attainment (2013)		
	TOTAL	%
Population Age 25+	7,414	
< Grade 9	52	.7
Grade 9-12	287	3.87
High School	1,532	20.66
Some College	1,658	22.36
Assoc Degree	756	10.2
Bach Degree	2,032	27.41
Grad Degree	1,097	14.8

Size of Household (2013)		
	TOTAL	%
1 Person	1,267	24.63
2 Person	1,868	36.31
3 Person	891	17.32
4 Person	694	13.49
5 Person	296	5.75
6+ Person	89	1.73

Total Number of Housing (2018)		
	TOTAL	%
Total Dwellings	5,545	
Owner-Occupied Dwellings	3,192	59.63
Renter-Occupied Dwellings	2,161	40.37
Housing Units Occupied	5,353	96.54

Education Attainment (2018)		
	TOTAL	%
Population Age 25+	9,432	
< Gr 9	1,152	12.21
Gr 9-12	385	4.08
High School	1,570	16.65
Some College	2,017	21.38
Assoc Degree	954	10.11
Bach Degree	2,029	21.51
Grad Degree	1,325	14.05

Size of Household (2018)		
	TOTAL	%
1 Person	1,319	24.64
2 Person	1,945	36.33
3 Person	927	17.32
4 Person	723	13.51
5 Person	309	5.77
6+ Person	93	1.74

Source: Applied Geographic Solutions, 2013