

Main Street, River Falls, Wis.



2013 TRENDS REPORT



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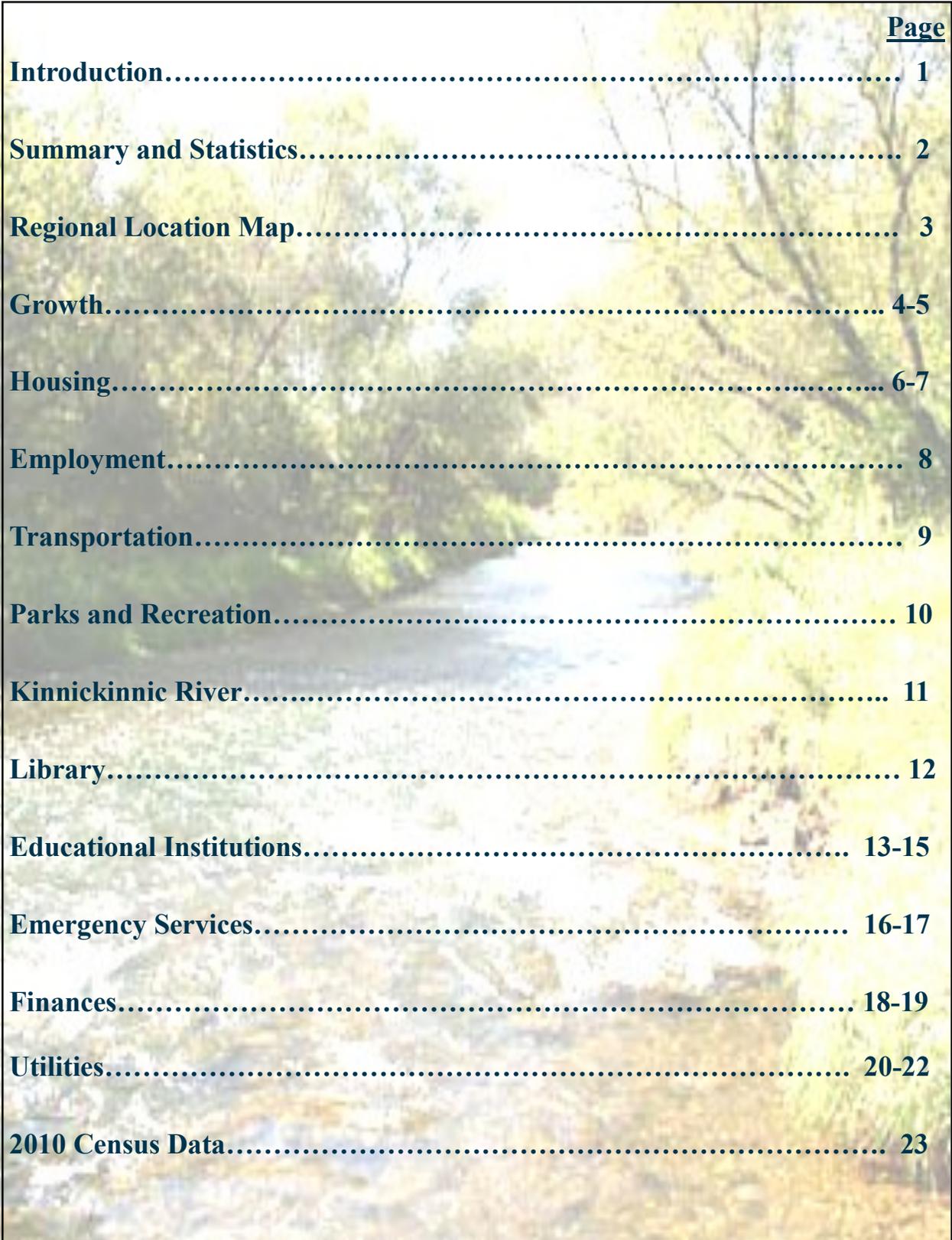
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Table of Contents



	<u>Page</u>
Introduction.....	1
Summary and Statistics.....	2
Regional Location Map.....	3
Growth.....	4-5
Housing.....	6-7
Employment.....	8
Transportation.....	9
Parks and Recreation.....	10
Kinnickinnic River.....	11
Library.....	12
Educational Institutions.....	13-15
Emergency Services.....	16-17
Finances.....	18-19
Utilities.....	20-22
2010 Census Data.....	23

Introduction

This 12th 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, usually stated in the City's Comprehensive Plan, other planning documents, the 2010 Census, 2005-09 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.



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



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 2012

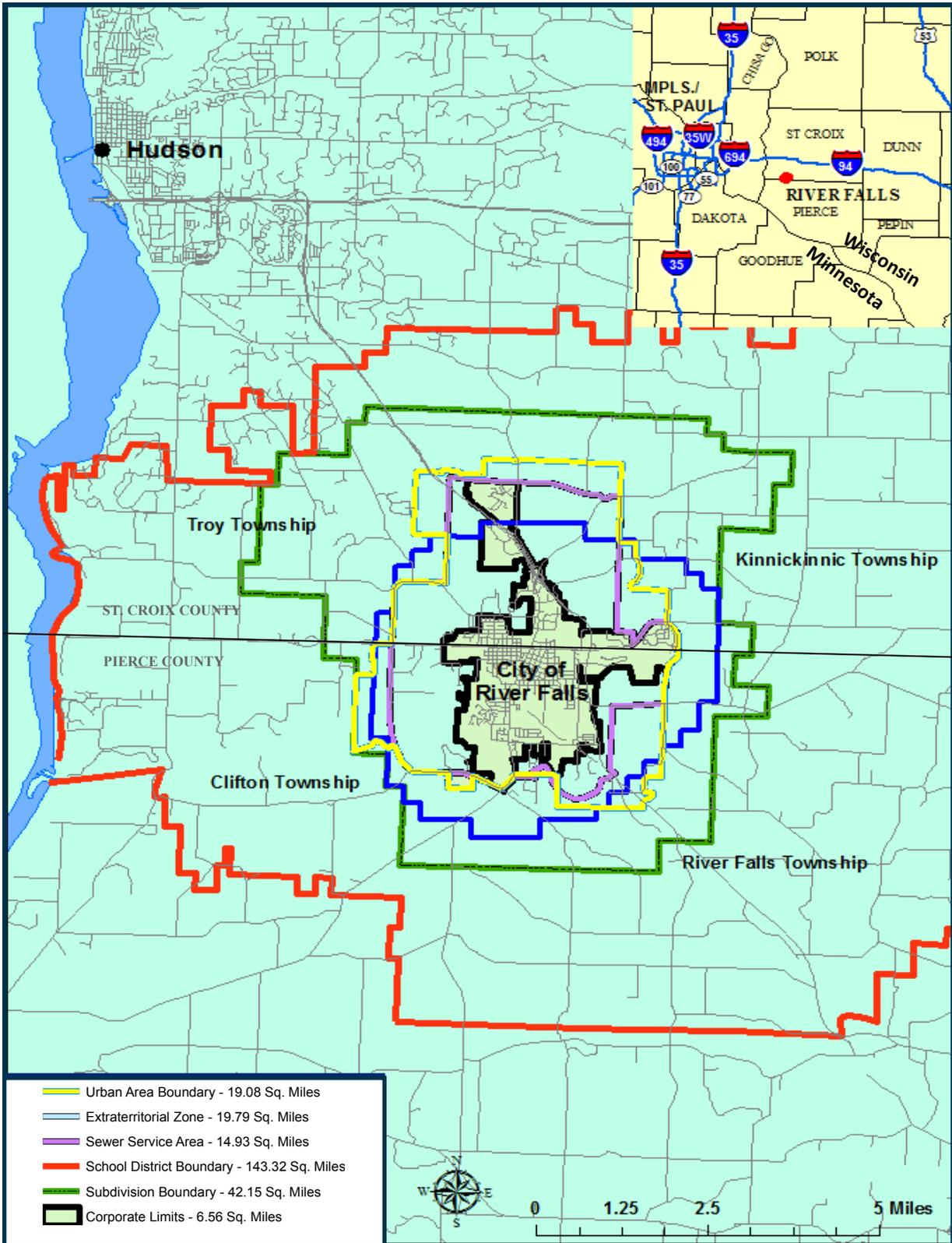
	Census 2010	DOA 2012	Percent Change
City of River Falls	15,000	15,040	0.3%
<u>Towns</u>			
Troy	4,705	4,731	0.6%
Kinnickinnic	1,722	1,729	0.3%
River Falls	2,271	2,276	0.2%
Clifton	2,012	2,017	0.2%
<u>Counties</u>			
St. Croix	84,345	84,856	0.6%
Pierce	41,019	41,108	0.2%
State of Wisconsin	5,686,986	5,703,525	0.3%

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

	Acres	Square Miles
City Size	4,196	6.56
Towns Size		
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: 32 new units (0.8% increase)
Housing Tenure: Owner Occupied– 51.5%
Renter Occupied– 48.5%
Vacant– 217 Vacant Buildable lots.
Median Value Owner-Occupied Units:
Counties – St. Croix: \$220,300
Pierce: \$197,400
Towns – Troy: \$193,600
Kinnickinnic: \$149,700
River Falls: \$184,600
Clifton: \$207,300
Median Household Income:
Counties – St. Croix: \$68,513
Pierce: \$61,443
Towns – Troy: \$99,583
Kinnickinnic: \$88,583
River Falls: \$80,227
Clifton: \$95,000
Water System Demand: 1.1 million gallons per day
Wastewater System Demand: 1.8 million gallons per day

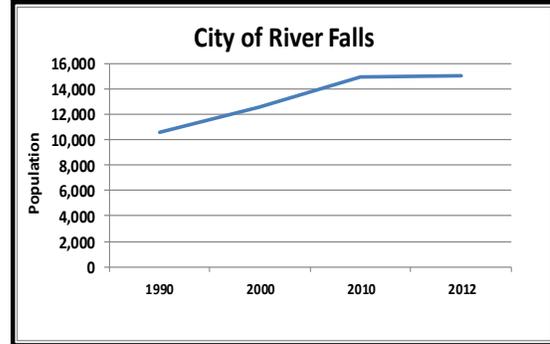
Regional Location



Growth

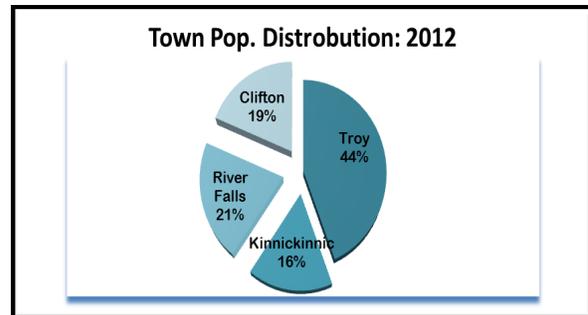
City Growth

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 2012, the City has grown to a population of 15,040, an increase of 0.3% since last year. Consequently, the City of River Falls has grown by 43.5% 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 2012	%
Troy	4,705	4,731	0.6%
Kinnickinnic	1,722	1,729	0.2%
River Falls	2,271	2,276	0.2%
Clifton	2,012	2,017	0.2%
Total	10,712	10,753	0.3%

According to the 2010 census, the total population of the Towns was 10,712 people. Numbers for 2012 show the total Town population increased by 0.3% for a total of 10,753 people as shown to the left.

Annexation

From 2000 to 2012, approximately 980 acres of land was annexed into the City. The last annexation was in 2006 and increased the size of River Falls by 57 acres. The area of the City is 6.56 sq. miles as of 2012. There were no new annexations in 2012.

County Growth

The City of River Falls is divided in two Counties along Division Street (St. Croix Country to the north and Pierce County to the south). According to the 2010 Census the population of St. Croix County was 84,345. In 2012 the population increased to 84,856, resulting in a percent change of +0.6%. According to the 2010 Census the population of Pierce County was 41,019. In 2012 the population increased to 41,108, resulting in a percent change of +0.2%.



The St. Croix River is located along the west side of Pierce County

<u>Counties</u>	Census 2010	DOA 2012	Percent Change
St. Croix	84,345	84,856	0.6%
Pierce	41,019	41,108	0.2%



Water falls in the Willow River State Park in St. Croix County

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 1,475,207 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.

2012 brought 13,198 additional square feet of commercial/industrial construction which is below the 92,166 square feet ten year average. A total of 32 new dwelling units including single family duplexes, apartments and rooming units were built in the City of River Falls in 2012 compared to 41 new dwelling units and 26,003 square ft. of commercial/industrial space in 2011. From 1990-2012, the City averaged nearly 95 new dwelling units per year.



Jesse H. Ames Suites were completed in 2012 on the UWRF campus. They will provide housing for 240 UWRF students.

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 2012, 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

2012 brought 32 new living units to the City of River Falls, which is up from 17 units built in 2011. Active residential developments in 2012 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	32
Apartments	0
TOTAL NEW LIVING UNITS	32

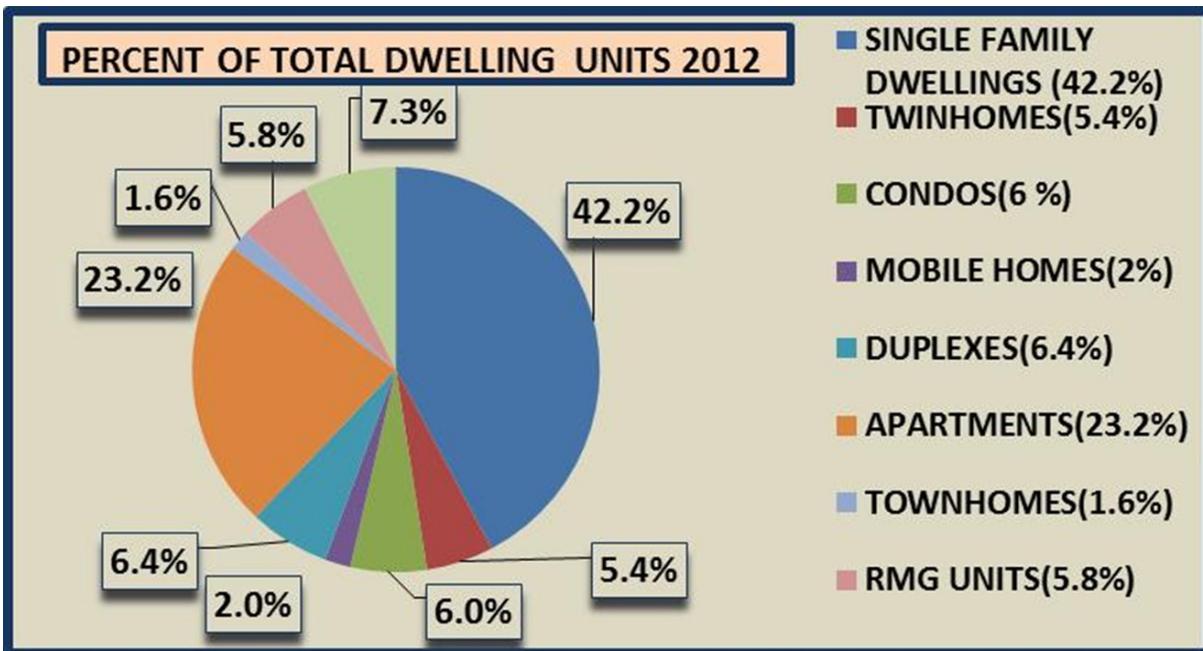
Sterling Ponds Development



Housing Composition

The housing types and percentages in River Falls are broken down in the following chart:

The pie chart illustrates the housing mix by type and percentage for 2012. 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.

The tables below show the 2010 and 2012 statistical numbers of Labor Force, Employed, Unemployed and the Unemployment Rate of St. Croix County, Pierce County and Wisconsin.

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 2012 for St. Croix County, Pierce County and Wisconsin are all lower than the unemployment rates in 2010, except for Pierce County.

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

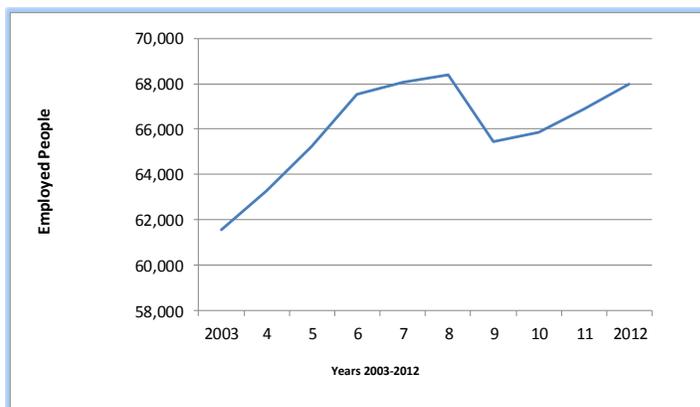
	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	46,064	42,984	3,380	7.3
Pierce	23,012	21,064	1,576	6.8
Wisconsin	3,062,636	2,807,301	255,335	8.3

*Wisconsin Department of Workforce Development

2012 Labor Force Statistics

	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	47,241	44,356	2,885	6.1
Pierce	23,832	22,371	1,461	6.1
Wisconsin	3,054,610	2,844,542	210,068	6.9

*Wisconsin Department of Workforce Development



St. Croix & Pierce Counties

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 2012.

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
Commuter 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	
Commuter Less Than 15 min.	42.71%
Commuter 15 to 29 min.	25.36%
Commuter 30 to 44 min.	15.82%
Commuter 45 to 59 min.	10.83%
Commuter 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. There were no new roads built in 2012.

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.



The Swinging Bridge, which connects Cascade Ave with Glen 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	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

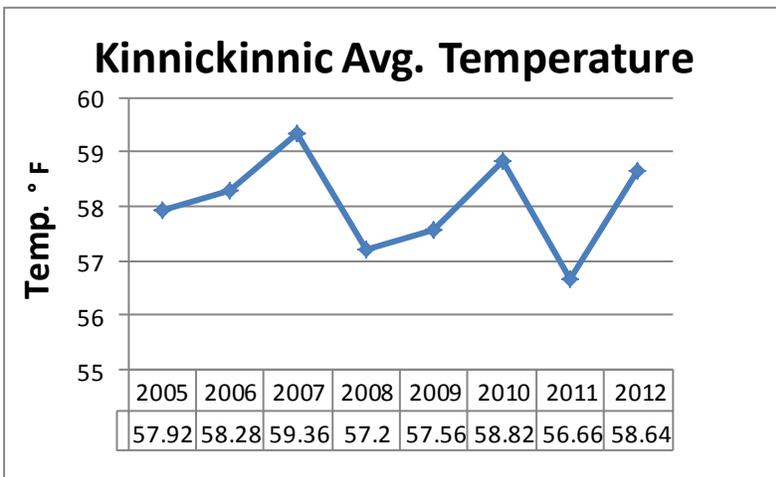
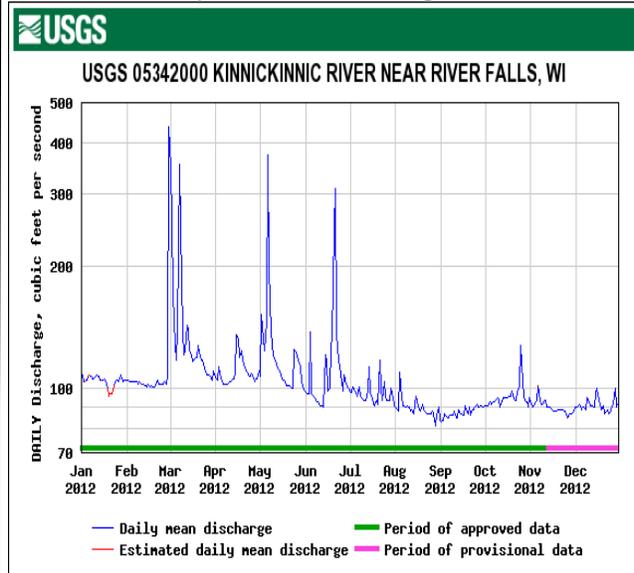


To the residents of River Falls, the Kinnickinnic River is a natural resource treasure and provides an abundant amount of recreational opportunities for thousands every year. The healthy state of the Kinnickinnic is a priority for many organizations, including the Kinnickinnic River Land Trust and Nation-wide, 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.



Earth Day 2012, Volunteers from the Kinnickinnic Land Trust and students from UWRF Ducks Unlimited, collected trash from the South Fork of the Kinni. (Not Pictured, over 75 tires recovered).

Daily Water Discharge 2012



The graph to the left shows the Kinnickinnic's average temperature for the years of 2005 -2012. The information was taken at the 1, 1A and 2 monitoring sites on the Kinnickinnic. The Kinnickinnic River Monitoring Project is responsible for obtaining this data in hopes of seeing any correlation between warming water and River Falls water run-off.

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 held in the building each year. The library’s three

The Library collection contains:

Books	81,810
Magazines/Newspapers	140
DVDs/VHS	8,100
Audiobooks	2,800
Music CDs	4,570
Software on CD-ROM	300

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.



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

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 2012, 242 programs, including story time sessions for preschoolers, toddlers and babies, a children’s summer library program, historical presentations, poetry readings, film series, book discussions, gardening classes, and author visits were presented. The Kleinpell Gallery in the lower level hosted wedding dress exhibit, several community art shows, a motorcycle exhibit, and a veteran’s show in 2012. The door count for the year was over 179,000.



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.



Work was completed on the redevelopment of Cascade Avenue. The project improved safety conditions for pedestrians and motorists, replaced aging utility lines, and added landscaping, including picturesque monument signs.



UW-River Falls opened the Ann Lydecker Living Learning Center. The Ames facility has earned LEED Gold Certification for its energy efficient design. The learning center lies within the new Jesse H. Ames Suites and serves as a gathering place for Ames Suites residents.

Full Semester Enrollment		
Year	*FTE Student	Head Count
2005	5,568	6,126
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

**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*

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 16 to 68. The student population is 53% male and 47% 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
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
Residential Construction
Marketing Management
Human Resources
Lib. Arts Associate of Science



Educational Institutions

RIVER FALLS PUBLIC SCHOOLS

The River Falls 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 2011-2012 school year.



High School Graduation Rate

Graduates are students who complete the prescribed course of study established by the local school district. The 2011-12 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*).

School District of River Falls
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.

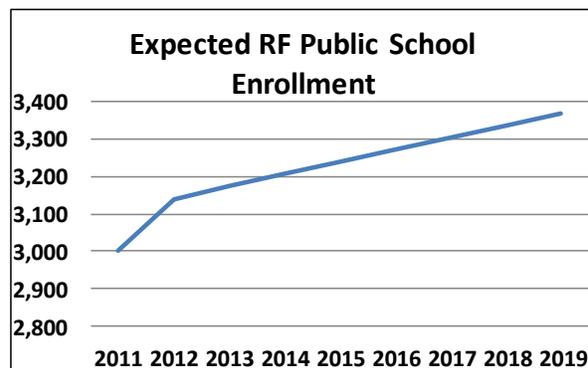
The number of elementary school students (K-5) has decreased from 1,362 in 2010-11 to 1,342 in 2011-12 but, increased in 2012-13 to 1,353. The middle school enrollment (grades 6-8) have increased from 635 in 2011-12 to 650 in 2012-13.



River Falls High School located on Cemetery Road.

High school student enrollment numbers have virtually stayed the same since the 2010-11 school year from 1,037 students to 987. The 2012-13 school year enrollment was 989.

At the year's end, the district's enrollment had increased from 3,003 students at the beginning of the school year to 3,140 in February 2013. This influx is mainly due to a new kindergarten program. Recently-completed enrollment projections by River Falls Public Schools predict an increase of approximately 230 students by 2019.



Emergency Services



FIRE

In 2011, the first new full time Fire Chief was hired, bringing the total number of firefighters up to 50. These new firefighters began a two-year training program that included firefighting classes, emergency medical response and driver training. There were no new firefighters hired in 2012.

In an effort to improve our response and operate more safely at emergency scenes, we implemented an officer development component to our regular training regimen. This is also a component of the department's succession planning for various positions within our organization.



The fire department received a grant and purchased an all-inclusive web-based records management system in 2011. This system contains various modules for data management including; training, inspections, personnel, payroll and fire reporting. This system went live on January 2012 and continues to be a work in progress. Data from this system will be used to analyze past and present operations to help us plan for the future.

EMS

Emergency medical services comprises the vast majority of calls responded to by emergency services. During the 1990's there was an average of 772 EMS calls per year within the River Falls region. This equals an average of 2.2 calls each day. In 2011 there was a total of 1,763 EMS responses. In 2012 there was a total of 1,904 EMS responses. This averages to 5.2 EMS calls every day and is an increase over 2011 by 7.4%.

9-1-1 Calls	965
Inter-Facility Transports (from one hospital to another)	635
Fire & Special Event Stand-by's	226
Paramedic Level Intercepts with Surrounding Communities	26
Mutual Aid Assists to Other Communities	12
TOTAL EMS RESPONSES	1904



The River Falls EMS Vehicle Fleet

Emergency Services

POLICE

The River Falls Police Department staffs 22 sworn police officers, including the Chief of Police. Seven 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.

Calls for Service

The River Falls Police Department generated 2,403 case reports in 2012 and logged an additional 3,088 calls for service. They also referred 439 cases to the District Attorney's Offices in Pierce and St. Croix Counties. The most recent data from the year 2011 are as follows:

Violent Crime	2010	2011	Property Crime	2010	2011
Murder	0	1	Burglary	37	34
Forcible Rape	2	5	Larceny theft	364	366
Robbery	0	1	Motor Vehicle Theft	10	18
Aggravated Assault	30	25	Arson	5	3
Total	32	32	Total	416	421



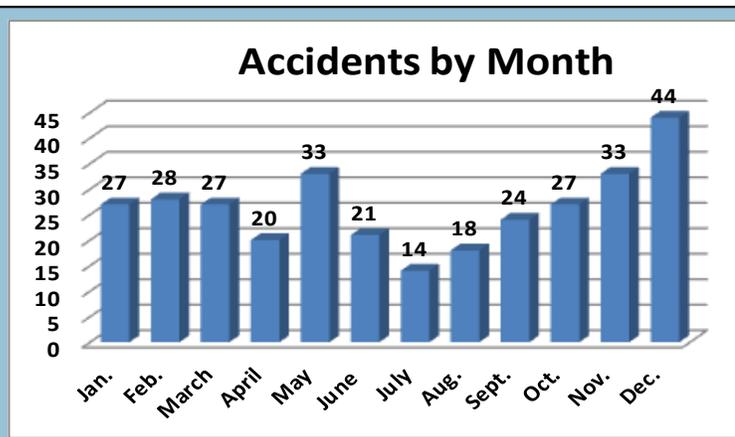
Crime

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

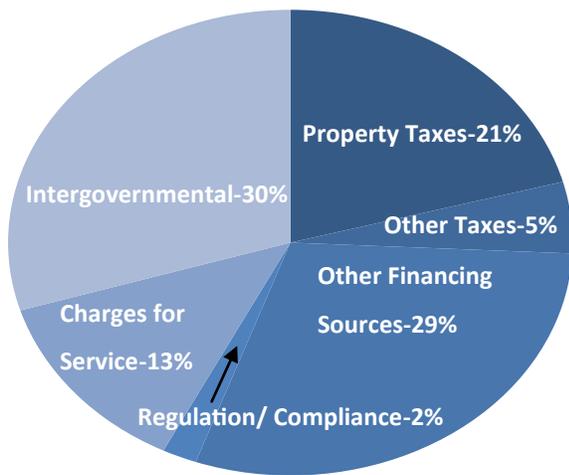
In 2012 the River Falls Police Department investigated 316 reportable and non-reportable traffic accidents. The following chart shows the accidents by the month they occurred.



City Finances

The City of River Falls operated with a 2012 budget of \$ 21,395,602, excluding the electric, water and wastewater funds. This is an increase from 2011 of \$ 3,016,765, or about 16 percent. The 2012 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 21% of the City’s revenue comes from general property taxes. The City of River Falls has an equalized property tax rate of \$ 5.83 per thousand dollars of assessed value for 2011-2012. The City’s financial resources for the 2012 budget year come from the following:

2012 Budget Revenues

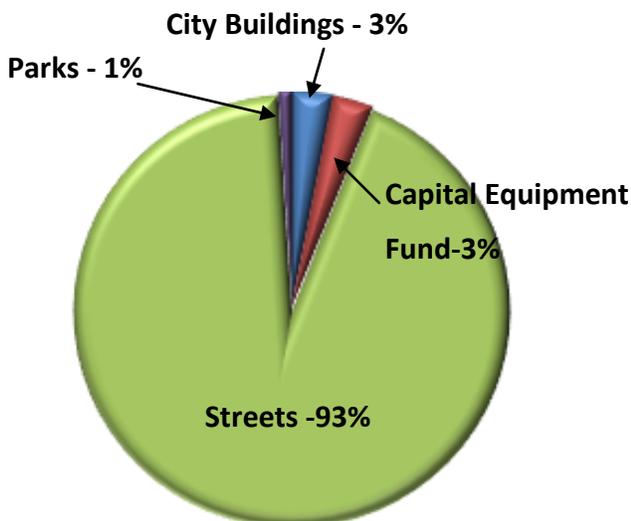


Property Taxes	4,505,631	21%
Other Taxes	1,083,975	5%
Intergovernmental	6,484,028	30%
Regulation/ Compliance	344,550	2%
Charges for Services	2,705,621	13%
Other Financing Sources	6,271,797	29%
TOTAL	\$ 21,395,602	

Capital Improvements

“Capital Improvements” is a term that refers to a construction project initiated by the City. These improvements often include projects such as park development, water, sewer, electric lines, road construction, maintenance, as well as acquisition of land. City spending for various Capital Improvement categories during 2012 is represented in the following charts.

2012 Capital Improvements



Capital Equipment Fund	146,740	3%
City Buildings	168,000	3%
Streets	5,142,500	93%
Parks	55,000	1%
TOTAL	\$ 5,512,240	

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.

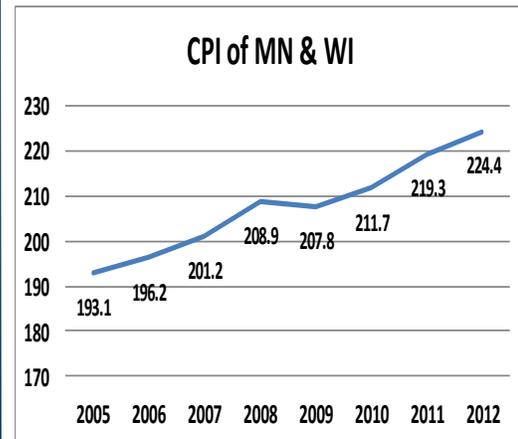
These bonds pledge property taxes for the repayment of the bonds. By law, River Falls is allowed to issue general obligation bond debt up to 5% of the total equalized property value in the City, or approximately \$ 40 million dollars in debt. The City currently has \$ 18.1 million dollars in a general obligation debt as of 12/31/2012.

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 \$10.3 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 2012. (Bureau of Labor Statistics 2012)

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.



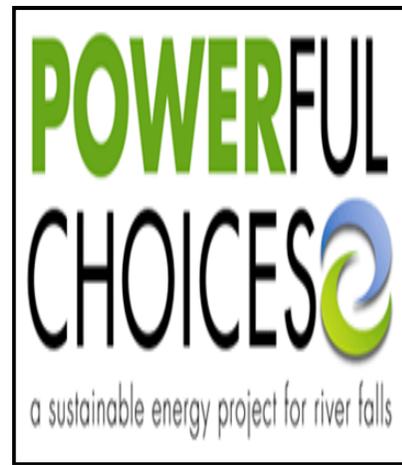
City of River Falls employees participating in highway clean-up

Municipal Utilities

Electric

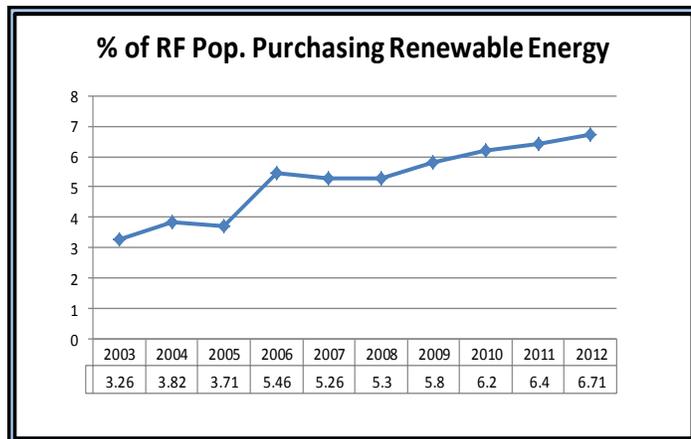
Electricity in River Falls first originated in 1900 at the site of Junction Flour Mill to produce power for electric lights to replace the gas lamps. Now the City of River Falls, through the Municipal Utilities, provides electric service for 6,060 customers. The City of River Falls has a contract with WPPI to provide the City’s electricity requirements. River Falls Municipal Utilities is a member of WPPI Energy, a municipal joint action agency, consisting of 51 members throughout Wisconsin, Michigan and Iowa. The City of River Falls has a contract with WPPI to provide all the City’s electricity requirements .

Energy efficiency is one of the most cost effective ways to keep electric rates low. So, in the spring of 2007, the City of River Falls City Council and River Falls Municipal Utility Commission approved the support of a "Leading By Example" initiative as presented by WPPI Energy. This initiative, called "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.



Renewable Energy Program

Since 2003, River Falls residents have purchased renewable energy at a rate greater than the national average. Customer participation has steadily risen since then; starting at 3.2% in 2003 and up to 6.4% in 2011. Currently customer participation by River Falls residents has us ranked #1 among all the WPPI communities and 9th in the nation. In 2009, River Falls was the first community in Wisconsin and the Midwest to receive the distinction of a Green Power Community. In 2012, the River Falls community purchased 6.71% of its energy from renewable sources.



The above graph shows the percentage of customer’s voluntarily purchasing green energy blocks

Municipal Utilities

Water

The City of River Falls, through the Municipal Utility, has provided water service for all residents since 1894. As of 2012, City water was provided to 4,907 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 1,307,000 gallons. The total water pumped in 2012 was 477,307,000 gallons.



Water Demand

The maximum daily usage in 2012 was 2.63 million gallons compared to 2.36 million gallons in 2005 and 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. Veolia Environmental Services used to provide solid waste disposal within the City limits. Veolia has recently been bought out by Advanced Disposal. Additionally, the City no longer delivers recyclable materials to Pierce County as Republic Services is now responsible for material processing and recovery.

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, Wisconsin

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

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