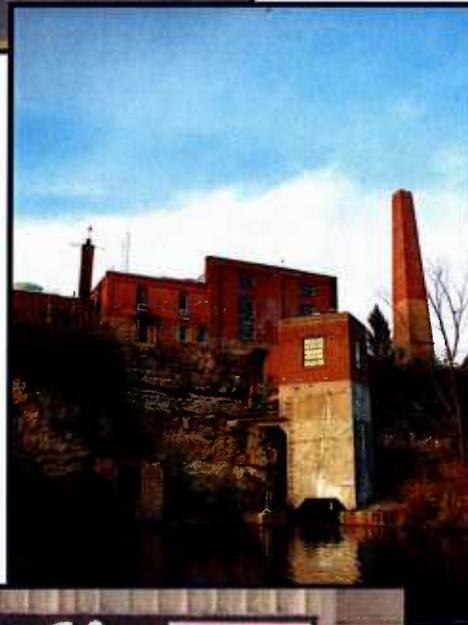


2012 TRENDS REPORT



RIVER FALLS

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District 3: David Reese, District 4: Bob Hughes

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Introduction

This 11th 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 well the City functions and performs.

Summary Population Stats For 2011

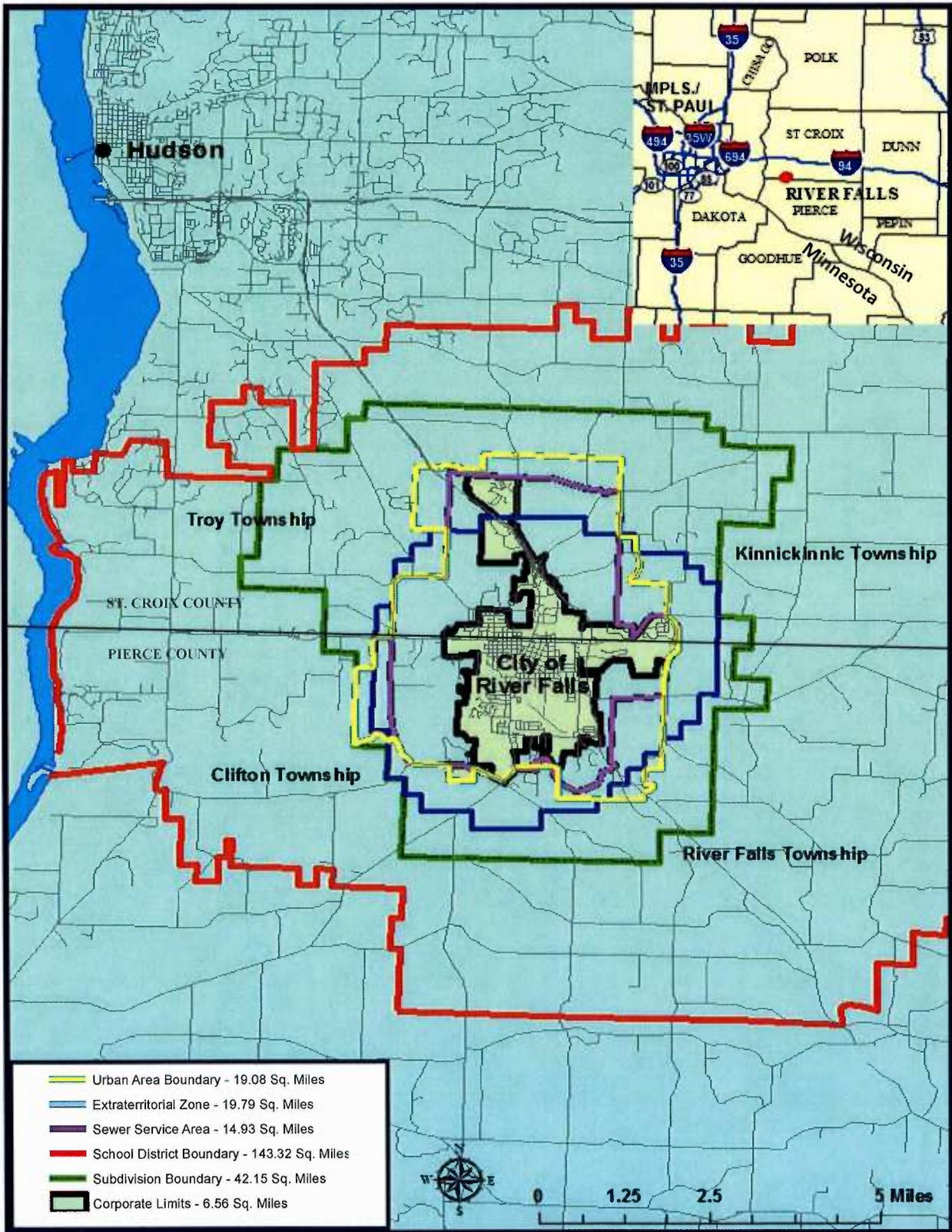
	Census 2010	DOA 2011	Percent Change
City of River Falls	15,000	15,038	0.3%
<u>Towns</u>			
Troy	4,705	4,717	0.3%
Kinnickinnic	1,722	1,726	0.2%
River Falls	2,271	2,276	0.2%
Clifton	2,012	2,014	0.1%
<u>Counties</u>			
St. Croix	84,345	84,503	0.2%
Pierce	41,019	41,085	0.2%
State of Wisconsin	5,686,986	5,694,236	0.1%

*Data from 2010 Census & Department of Administration (2011)

	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: 41 new units (0.7% increase)
Housing Tenure: Owner Occupied – 57.28%
Renter Occupied – 40.06%
Vacant – 2.67%
Median Value Housing Unit: City –\$178,000
Counties – St. Croix: \$139,500
Pierce: \$123,100
Towns – Troy: \$193,600
Kinnickinnic: \$149,700
River Falls: \$167,600
Clifton: \$207,300
Median Household Income: City –\$52,761
Counties – St. Croix: \$67,748
Pierce: \$59,421
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

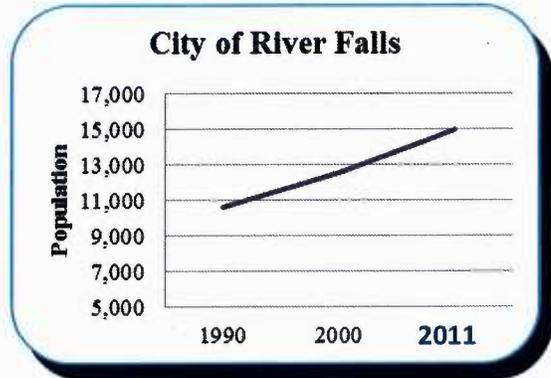
Regional Location



Growth

City Growth

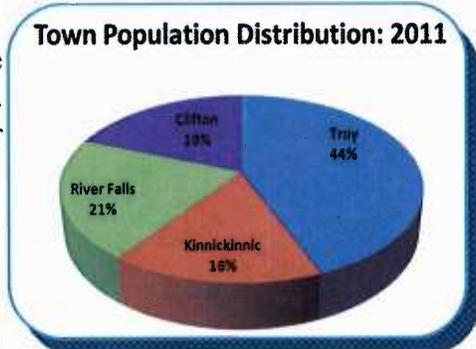
The City of River Falls has experienced a tremendous amount of growth since 1990. In 1990, the City's population was 10,610. By 2000 the population was 12,560, an increase of 18.4%. By 2010, the City has grown to a population of 15,000 which is an increase of 19.4% since 2000. For 2011 the City has grown to a population of 15,038, an increase of 0.3% since last year. Consequently, the City of River Falls has grown by 43.1% 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 2011	% Change
Troy	4,705	4,717	0.3%
Kinnickinnic	1,722	1,726	0.2%
River Falls	2,271	2,276	0.2%
Clifton	2,012	2,014	0.1%
Total	10,712	10,733	0.2%



According to the 2010 census, the total population of the Towns was 10,712 people. Numbers for 2011 show total Town population increased by 0.2% for a total of 10,733 people as shown to the left.

Annexation

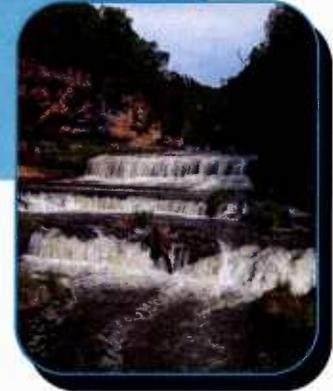
From 2000 to 2011, approximately 980 acres of land was annexed into the City. The last annexation was in 2006 and increased the size of River Falls by 57 acres. It has grown to 6.56 sq. miles as of 2011. There were no new annexations in 2011.

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 2011 the population increased to 84,503, resulting in a percent change of 0.2% increase. According to the 2010 Census the population of Pierce County was 41,019. In 2011 the population increased to 41,085, resulting in a percent change of 0.2% increase. As seen below in 2011 both St. Croix County and Pierce County increased equally 0.2%.



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



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

Counties	Census 2010	DOA 2011	Percent Change
St. Croix	84,345	84,503	0.2%
Pierce	41,019	41,085	0.2%

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 762,722 square feet of building floor area, which includes churches, community buildings, stores, offices, industrial buildings, etc. The ten-year annual average is approximately 87,273 square feet of new or redeveloped commercial/industrial buildings.

2011 brought 26,003 additional square feet of commercial/industrial construction which is below the 87,273 square feet ten year average. A total of 41 new dwelling units including single family duplexes, apartments and rooming units were built in the City of River Falls in 2011 compared to 115 new dwelling units and 75,016 square ft. of commercial/industrial space in 2010. From 1990-2011, the City averaged nearly 93 new dwelling units per year, an annual growth rate of 1.7%. In 2011 the annual growth rate was 0.7%



Little Minds Day Care Center was built in 2011

Housing

According to a 2003 Land Use Inventory, 52% of the developed land in the City is devoted to single and multifamily residential use.

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. Energy conservation measures which reduce consumption allow the Housing Authority to allocate scarce federal funding to other long term improvements. Continued efforts to preserve and improve existing affordable housing in River Falls maximizes the public dollars already invested in this housing resource.

HOUSING	River Falls, WI
Median Home Age	30.7
Median Home Cost	\$178,000
Home Appreciation	-4.47%
Homes Owned	57.28%
Housing Vacant	2.67%
Homes Rented	40.06%
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

2011 brought 41 new living units to the City of River Falls, which is down from 52 homes built in 2010. Active residential developments in 2011 include Highview Meadows, Spring Creek Estates, Shady Bend of Spring Creek, Royal Oaks, South Point, Knollwood, Quail Ridge Campus View South Apartments & University Falls.

2011 Residential Developments

Residential Developments	17
Apartments	24
TOTAL NEW LIVING UNITS	41

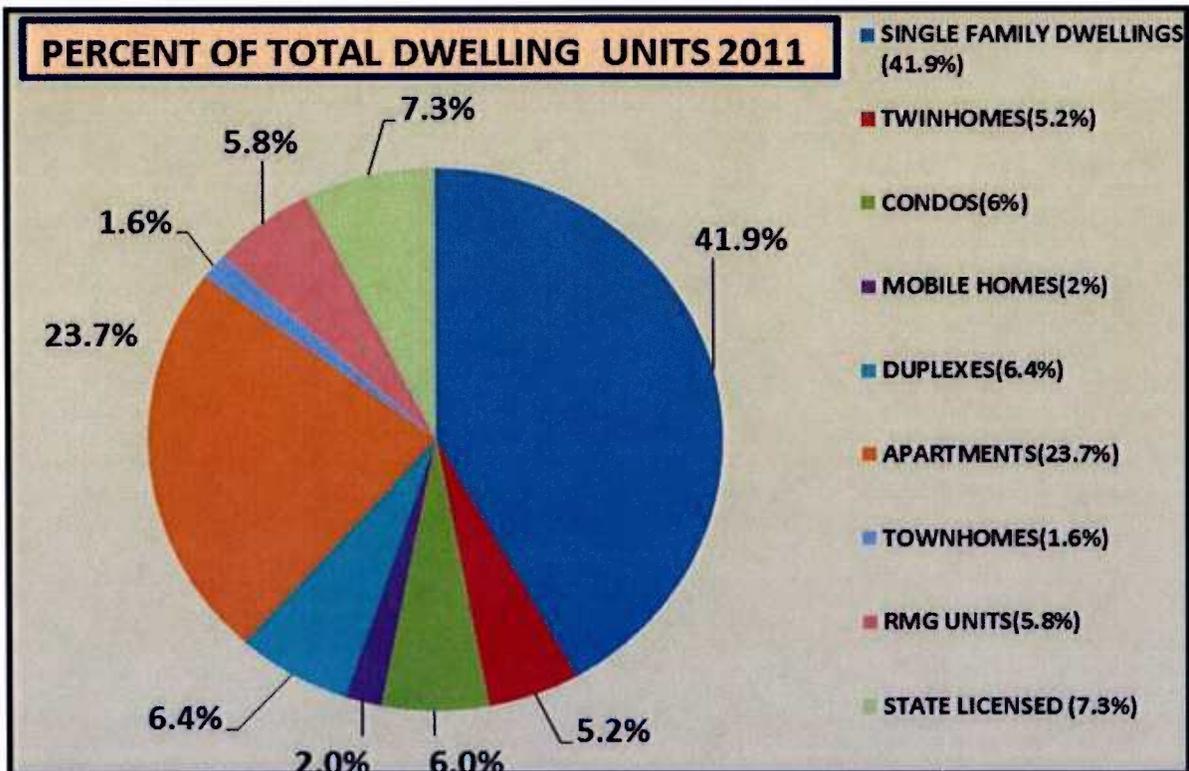


Campus View South Apartments

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 2011. The majority of the housing is made up of single-family dwellings (41.9%). The second largest sector of the housing mix is made up of apartment housing (23.7%), which serves primarily students from the University 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 2011 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 2011 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. As seen below the labor force, amount of people employed have all increases in St Croix County, Pierce County and Wisconsin for 2011.

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

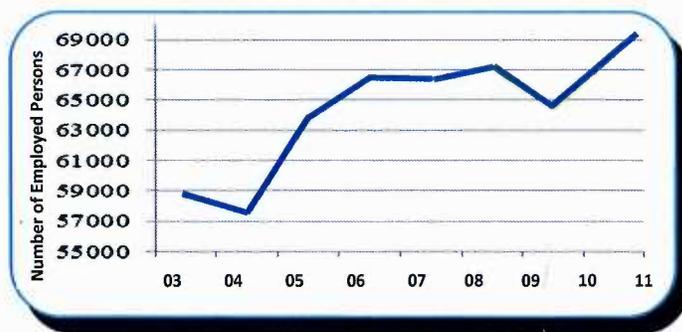
*Wisconsin Department of Workforce Development

2011 Labor Force Statistics

	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	46,125	43,250	3,150	7.2
Pierce	23,285	21,436	1,515	6.4
Wisconsin	3,063,260	2,832,250	226,370	7.3

*Wisconsin Department of Workforce Development

Employed Persons– 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 2011.

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. There were no new roads built in 2011.

Pedestrian/Bike Trails

River Falls is generally a compact community that can facilitate walking and bicycling. The City currently has 14.1 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 14 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. In 2011 the City completed two neighborhood parks—Sterling Ponds and Highview Meadows.

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
<i>(Neighborhood and Community Parks)</i>	
*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

* Undeveloped Parkland

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

River Falls Public Library

Library service has existed in River Falls since 1907. The Library later moved to a small house on Elm Street, and in 1958 to a 3400 sq. ft. portion of the City Hall building at 115 E. Elm that is now part of the Public Safety Building. In 1997, a new 36,000 sq.foot library building was constructed at the corner of Union and Main. The library and the lower level construction were 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, and computer room were expanded. The history room

The Library collection contains:

Books	82,200
Magazines/Newspapers	140
DVDs/VHS	7,740
Audiobooks on CD/cassette	2,700
Music CDs	4300



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

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 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 and wireless Internet as well as several laptops that can be checked out for in-house use. The library also has PrintWhere software that allows people to send documents or webpages from their Internet-connected computer or laptop to the Toshiba Copier/Printer at the Reference Desk. Library cardholders can download audiobooks and ebooks to their computer, and the library subscribes to several informational databases. A-V equipment is available for loan, including LCD projectors for PowerPoint presentations, overhead and opaque projectors, and digital cameras. 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

Library staff is continually looking for ways to serve the community. In 2011, 275 programs, including storytime 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. Nearly 750 non-library meetings were held in the building. Numerous art, history, and community displays take place in the library’s gallery each year. The library hosted a Smithsonian Museum-on-Main Street exhibit in the early part of 2011. The door count for the year was over 182,000.

Educational Institutions

UNIVERSITY OF WISCONSIN

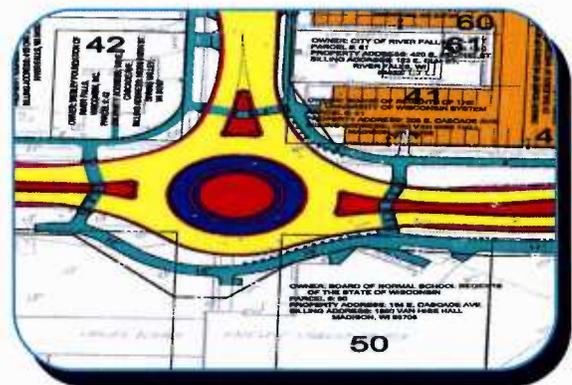
River Falls

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 136 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.



Construction of the Jesse H. Ames South Fork Suites addition began in April 2011 and is expected to be ready for occupancy in Fall 2012.



In the spring of 2012 the City and UWRF will break ground for phase 1 of the redevelopment of Cascade Avenue. The project will include updating the utility infrastructure, new roadway and sidewalks from just east of Main Street to Sixth Street.

Full Semester Enrollment		
Year	*FTE Student	Head Count
2004	5,400	5,959
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

*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 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 43% male and 57% 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.

In 2011 the CVTC acquired 3.2 acres and zoned the property for future growth.

CVTC Student Enrollment	
YEAR	NUMBER OF STUDENTS
2011	1,100
2010	1,100
2009	1000

CVTC, River Falls Campus Programs
Administration Professional
Business Management
Criminal Justice
Liberal Arts
Nursing
Residential Construction



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.



River Falls High School located on Cemetery Road

High School Graduation Rate

Graduates are students who complete the prescribed course of study established by the local school district. The 2010-11 school year graduation rate was 96.1% for the River Falls Public High School compared to the state average of 85.7%. (*DPI - WINSS Successful School Guide*).

School District Enrollment

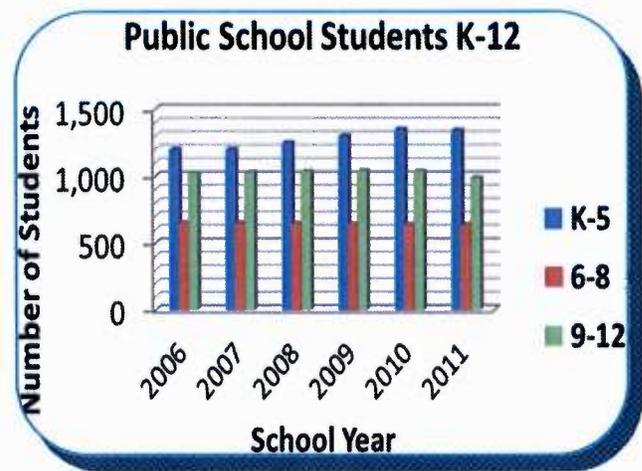
Tracking School District enrollment provides an insight into the relative size of the elementary, middle, and high school student populations. The year-by-year figures in the following chart show changes at each level.

The number of elementary school students (K-5) has increased from 1,251 in 2009-2010 to 1,362 in 2010-11, then decreased to 1,342 in 2011-12. Middle school enrollment (grades 6-8) has stayed the same for the 2010-11 and 2011-12 school years – 635.

High school student enrollment numbers have decreased since the 2010-11 school year from 1,037 students to 987 – this reflects the River Falls High School, as well as the Renaissance Academy, a high school alternative program.

At the year's end, the district's enrollment had decreased from 3075 students at the beginning of the school year to 3,003 in February 2012. Recently-completed enrollment projections by River Falls Public Schools predict an increase of approximately 230 students by 2019.

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

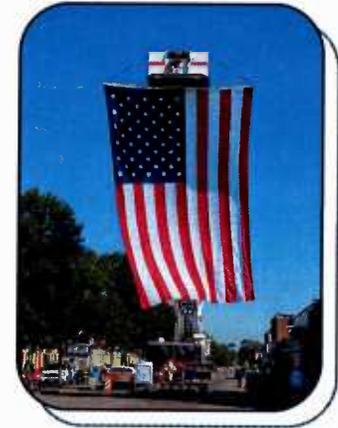


Emergency Services



FIRE

In 2011, the first new full time Fire Chief was hired. Also, thirteen recruit firefighters were added early in 2011, bring 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.



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. During 2009, the EMS department responded to 1,560 calls (4.3/ day avg.). In 2011 there was a total of 1,763 EMS responses., equally to 4.8 calls each day.

9-1-1 Calls	972
Inter-Facility Transports (from one hospital to another)	515
Fire & Special Event Stand-by's	223
Paramedic Level Intercepts with Surrounding Communities	36
Mutual Aid Assists to Other Communities	17
TOTAL EMS RESPONSES	1763



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 2,364 case reports in 2011 and logged an additional 1,732 calls for service. We also referred 350 cases to the District Attorney's Offices in Pierce and St. Croix Counties.



CRIME BY CATEGORY - River Falls PD: 2006 - 2010						
Offense		2006	2007	2008	2009	2010
Violent Crime	Forcible Rape	3	4	5	5	2
	Robbery	2	3	7	4	0
	Aggravated Assault	13	27	33	26	30
	TOTAL	18	34	45	35	32
Property Crime	Burglary	73	56	69	51	37
	Larceny Theft	337	361	421	355	364
	Motor Vehicle Theft	18	16	8	7	10
	Arson	1	0	2	1	5
	TOTAL	429	433	500	414	416

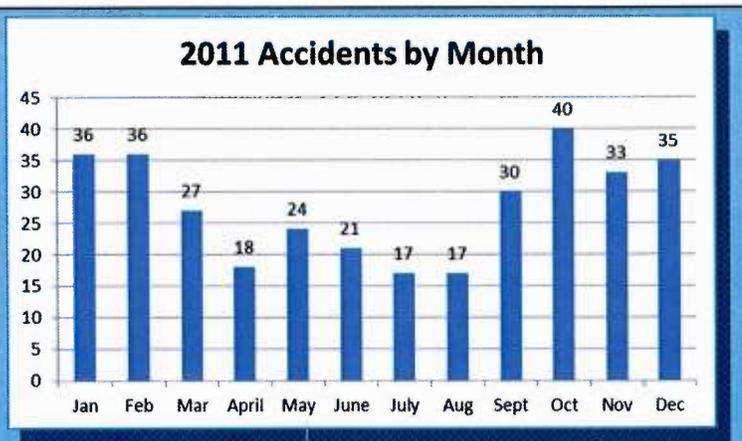
Crime

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, beginning January 2011, the University of WI – River Falls Police Department began submitting their own Uniform Crime Reports.

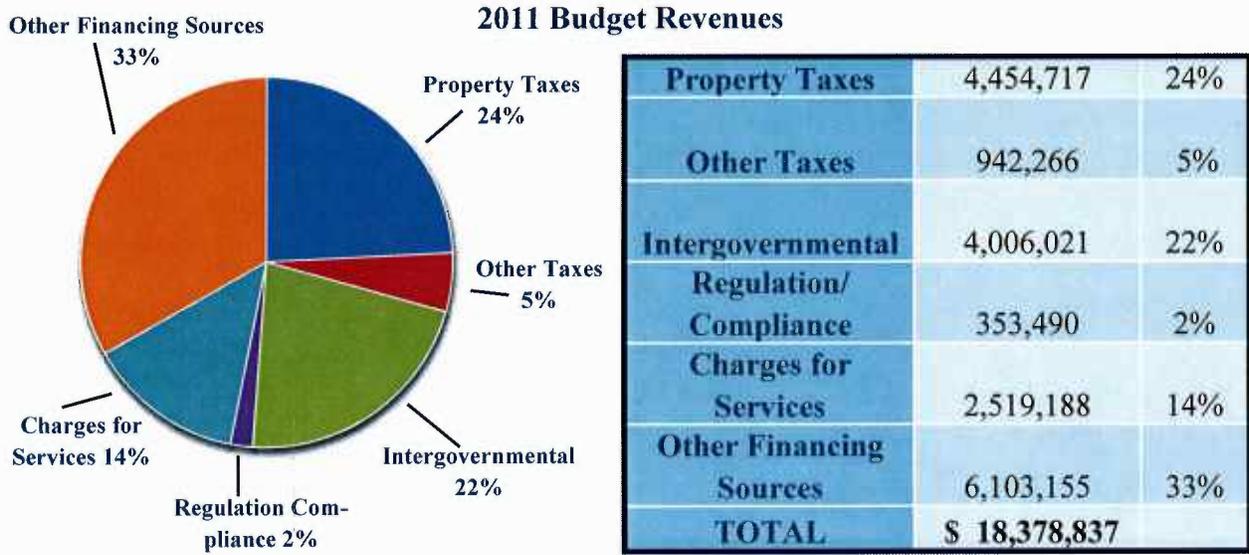
Accident Statistics

In 2011 the River Falls Police Department investigated 334 reportable and non-reportable traffic accidents. The following chart shows the accidents by the month they occurred.



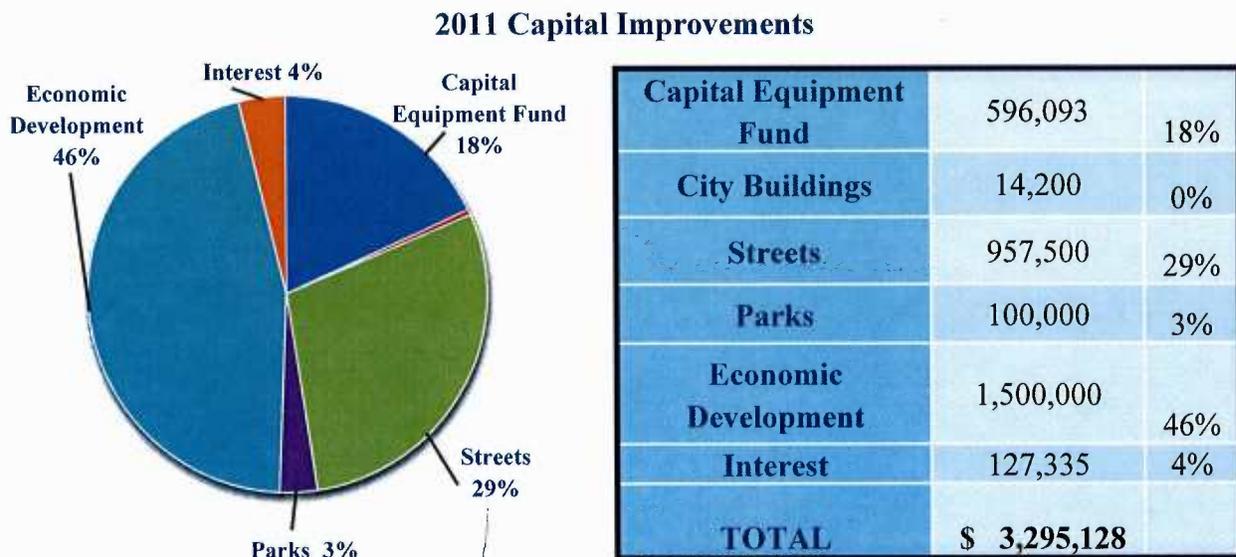
City Finances

The City of River Falls operated with a 2011 budget of \$ 18,378,837. This is an increase from 2010 of \$ 1,583,801, or about 9 percent. The 2011 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 24% of the City's revenue comes from property taxes. The City of River Falls has an equalized property tax rate of \$ 5.60 per thousand dollars of assessed value for 2010-2011. The City's financial resources for the 2011 budget year come from the following:



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 2011 is represented in the following charts.



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 \$ 42 million dollars in debt. The City currently has \$ 16 million dollars in a general obligation debt as of 12/31/2011.

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 \$11 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.

Price indexes are available for the U.S., the four census regions, size of city, cross-classifications of regions and size-classes, and for 26 local areas.

City Staffing

The City spends nearly one-third of its total appropriated funds on salaries and benefits for its 93 full time employees (as of June 30th). 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

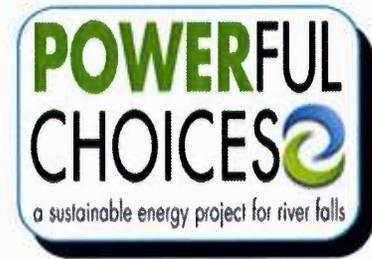
Electric



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 .

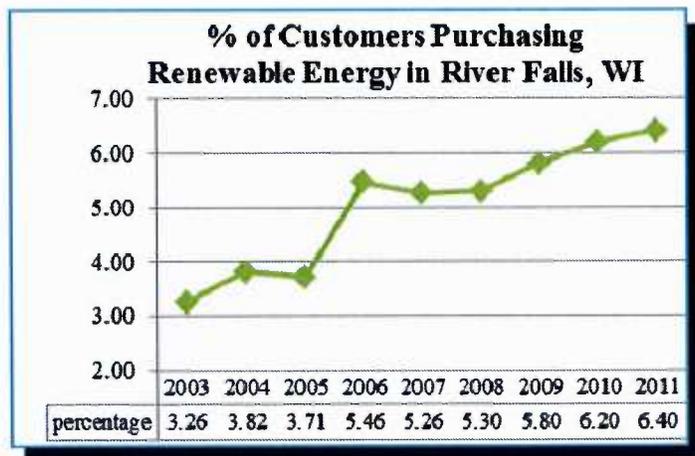
The River Falls Municipal Utilities make payments-in-lieu-of-taxes to the City's general fund each year. In 2011, that contribution was approximately \$754,224. Compared to 2010, that is a 4.8 percent increase.

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 2011, the River Falls community purchased 14.9% of its energy from renewable sources; the 5th highest percentage in the nation



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 December 2011, City water was provided to 4,976 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. Total production for 2011 was approximately 1,140,429 Gallons Per Day (GPD), an increase of 3.9% from 2010.

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 1,140,429 gallons. The total water pumped in 2011 was 416,256,000 gallons.

Water Demand

The maximum daily usage in 2011 was 2.53 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.

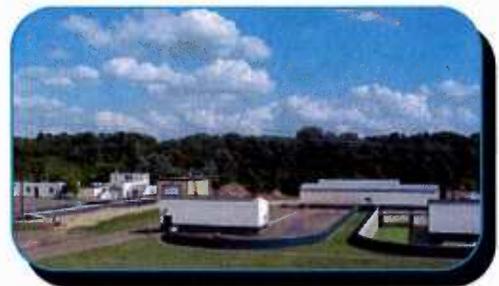
Wastewater

The Municipal Utility has managed the 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

Other Utilities & Services



Solid Waste

Waste disposal by landfill remains the primary form of disposal in the City. Veolia Environmental Services provides solid waste disposal within the City limits. 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

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

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