



1886



1968



2011

2011 TRENDS REPORT

Wisconsin
City of
RIVER FALLS

“Celebrating 126 Years of Progress: 1885-2011”





ACKNOWLEDGEMENTS

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Scot Simpson, City Administrator

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On the Cover: Top (R-L) The Gladstone Hotel (1886), Main St. (1968), Main St. (2011);
Bottom: The Kinnickinnic River

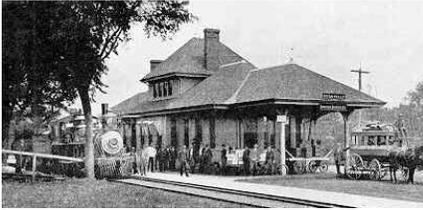


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INTRODUCTION



City of River Falls Rail Depot in 1897

This is the tenth annual Trends Report which provides a statistical view of how the City is progressing on various issues. The Trends Report provides a snapshot of the important issues in and about River Falls through providing new data each year. 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. The report discusses employment, housing, municipal utilities, other utilities and transportation, along with other issues. There are many statistics that can be measured within a city or region. 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 become important in the future and may require the addition of new sections.

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). However, at the date of this publication, the complete 2010 Census data

has yet to be released; as a result, some numbers may be estimates.

Establishing numerical targets can help focus the action of city government and other community agencies that are in a position to influence the outcome.



The Swinging Bridge, which is located behind Main Street and crosses the Kinnickinnic River.

A Word About the Data

While charts and graphs cannot explain the essence of a city, numbers and data do provide us with insight that is important in our effort to steer a positive course for our City. Readers can look at the trends of various topics and develop a better understanding of how well the City functions and performs.



Map showing the regional location of River Falls on the northern border of Pierce County and southern border of St. Croix County



SUMMARY POPULATION STATS FOR 2010

	Census 2000	Census 2010	Percentage Change
City:	12,560	15,000	19.4%
Towns:	9,022	10,710	18.7%
Counties:			
St. Croix:	63,155	84,345	33.5%
Pierce:	36,804	41,019	11.4%
State: WI	5,374,367	5,686,986	5.81%

City Size: approximately 4,196.4 acres, 6.56 square miles.

Towns Size: Clifton – approximately 22,729 acres (40 sq mi); River Falls – approximately 28,310 acres (43.91 sq mi); Kinnickinnic – approximately 22,478 acres (35.16 sq mi); Troy – approximately 25,138 acres (36.135 sq mi)

Urban Area Boundary: approximately 8,025 acres, 12.56 square miles

Subdivision & Platting Boundary: approximately 22,780 acres, 35.5 square miles

Extraterritorial Boundary: approximately 8,472 acres, 13.2 sq. miles

Sewer Service Boundary: approximately 5,414 acres, 8.4 sq. miles

City Housing Growth Rate: 2.0%, 5,601 total dwelling units (110 new dwelling units)

Housing Tenure: owner-occupied 2,839 (55.6%), renter-occupied 2,311 (44.4%)

Median Value Housing Unit: City \$193,100, 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: \$43,617, 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: approximately 1.1 million gallons per day (GPD), per capita water usage of approximately 70 GPD

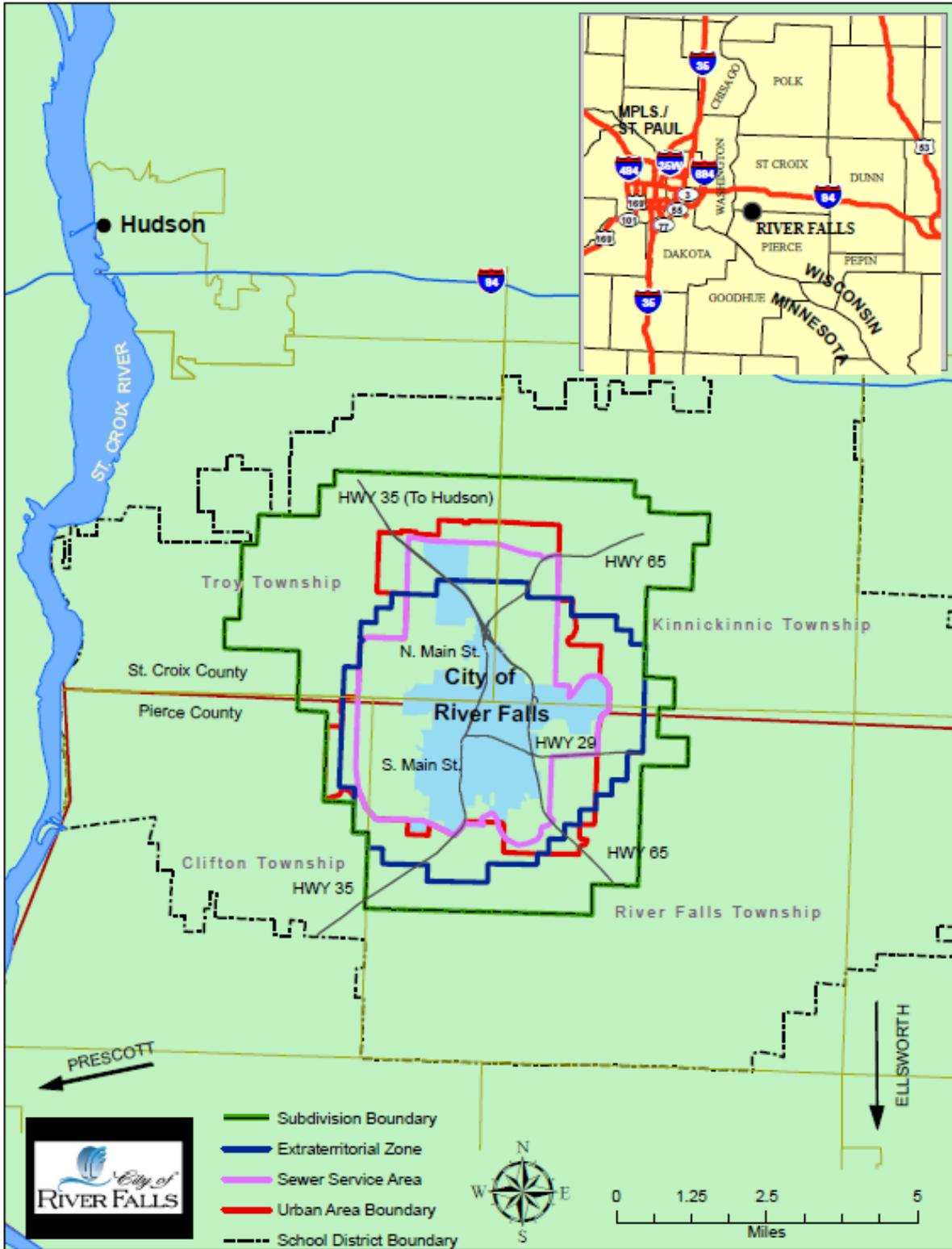
Wastewater System Demand: approximately 1.1 million gallons per day (Citywide)

River Falls Public School: growth rate 1.5%, K-12 enrollment 3,075 (2010-11) School Year

Police Officers: 22 (sworn) **Firefighters:** 43



REGIONAL LOCATION



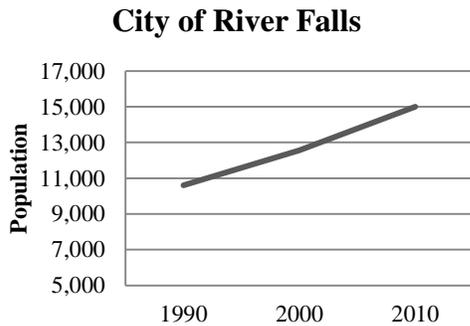


GROWTH

The discussion of growth in the River Falls area is divided into City, Town, and County 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. Consequently, the City of River Falls has grown by 43.1% since 1990 (an average of 2% per year) and has become one of the fastest growing cities in the state of Wisconsin. The graph below shows the growth since 1990.



Town Growth

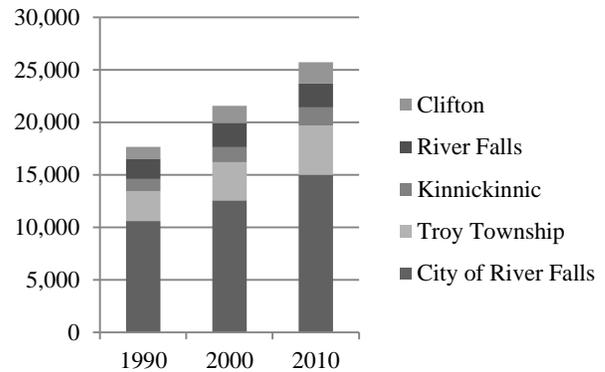
The Towns of Troy, Kinnickinnic, River Falls and Clifton are included in this section. In 2000, the Towns encompassed 96,000 acres of land, or approximately 150 square miles.

According to the 1990 census, the total population of the Towns was 7,052 and by January 2000, the population rose

to 9,022. By 2010, the Towns grew to a population of 10,710, an increase of 18.7%. The table below shows the Town growth since 1990:

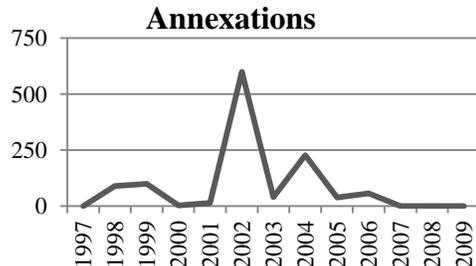
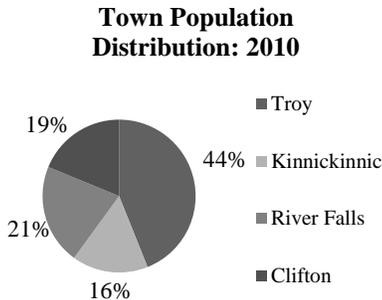
Town	Census 1990	Census 2000	Census 2010
Troy	2,850	3,661	4,705
Percentage Change		+28.45%	+28.51%
Kinnickinnic	1,139	1,400	1,722
Percentage Change		+22.91%	+23.00%
River Falls	1,944	2,304	2,271
Percentage Change		+20.50%	-1.40%
Clifton	1,119	1,657	2,012
Percentage Change		+48.00%	+21.42%

River Falls and Contiguous Town Populations: 1990-2010



Annexation

From 2000 to 2010, approximately 980 acres of land was annexed into the City. The last annexation was in 2006 and increased the size of River Falls by approximately 57 acres. It has since grown to 4,200 acres as of 2010. There were no new annexations in 2010.



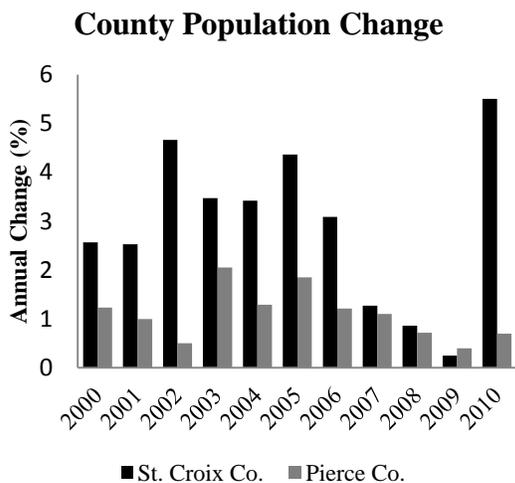


County Growth

The City of River Falls is divided in two Counties along Division Street (St. Croix County to the north and Pierce County to the south). According to the census, the population of St. Croix County in 2000 was 63,155. In 2010, the population increased to 84,345, resulting in an average annual growth rate of 3.35%. In 2010, over 4,500 new residents moved into St. Croix County, a 5.5% increase. Consequently, St. Croix County is the fastest growing county in the state.

The census data shows Pierce County's population in 2000 was 36,804. In 2010, the population increased to 41,019, resulting in an annual growth rate of 1.14%. Therefore, contrary to St. Croix County, Pierce County's population is stabilizing.

Pierce and St. Croix counties combined population grew by 25,405 residents or 25.4% (2.54% annually) from 2000-2010. However, when analyzing the graph below and the descriptions above, it becomes clear that St. Croix County is growing much faster than Pierce 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 736,719 square feet of building floor area, which includes churches, community buildings, stores, offices, industrial buildings, etc. The nine-year annual average is approximately 91,190 square feet of new or redeveloped commercial/industrial buildings.

2010 brought 75,016 additional square feet of commercial/industrial construction which is well below the 92,190 square feet ten year average, but an increase from the 26,691 additional square feet in 2009.

A total of 52 new dwelling units and an additional 75,016 square ft. of commercial/industrial space were built in the City of River Falls in 2010 compared to 54 new dwelling units and 26,691 square ft. of commercial/industrial space in 2009. From 1990-2010, the City averaged nearly 75 new dwelling units per year and 90,190 square ft. of commercial/industrial – or an annual growth rate of 1.7%. In 2010 it was 2.0%.



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) will assist 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.



Habitat for Humanity Eco-Village Proposal

Housing Authority

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. Windmill Place is the newest affordable housing development owned by the Housing Authority. Opened for occupancy in 2008, Windmill Place is a 25-unit apartment infill development on two residential lots that are already served by utility systems. The property utilizes universal design, is accessible for those with mobility and auditory impairments, and is highly energy

efficient, utilizing energy-star appliances and energy saving construction methods.



Windmill Place was opened for occupancy in 2008

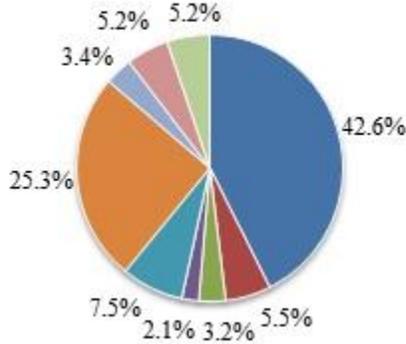
Affordable Housing

Affordable rental housing, according to HUD, should not exceed 30% of the median household income including utilities. In 2009, the adjusted Median income for River Falls was \$67,563 which would price an affordable rental home at \$1,689 per month. According to HUD, the cost to purchase a home in River Falls should not exceed three times the median family income. A home at three times this income level was \$202,689 in 2009. Another category of affordable housing is workforce housing. Households that fall within this category earn at or below 80 percent of the median household income. This would equal \$54,048. Under this scenario, the cost of an affordable workforce-housing unit would be approximately \$162,144 or rent for \$1,351 per month. However, these numbers are skewed due to UW-River Falls as the student population is included in the data which causes the numbers to be lower than the actual numbers.



Housing Composition

Percentage of Total Housing



- SINGLE FAMILY DWELLINGS (42.6%)
- TWINHOMES(5.5%)
- CONDOS(3.2%)
- MOBILE HOMES(2.1%)
- DUPLEXES(7.5%)
- APARTMENTS(25.3%)
- TOWNHOMES(3.4%)
- BRDG UNITS(5.2%)
- STATE LICENSED (5.2%) [HSG AUTHORITY-205]

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 2009. The majority of the housing is made up of single-family dwellings (43.1%). The second largest sector of the housing mix is made up of apartment housing, which serves primarily students from the University and other residents of the City.

Residential Developments

Active residential developments include Sterling Ponds, Highview Meadows, Spring Creek Estates, Royal Oaks of River Falls, Knollwood, Stone Brook and Boulder Ridge.

Sterling Ponds is located within the northern part of the City along STH 35 with

approximately 250 acres and is planned to contain about 632 units. As of 2010, 135 units were built and sold in the current phase.

The area of the River Falls Hospital has seen several new developments in recent years. Highview Meadows is one of these located just south of CTH M. It will cover approximately 141 acres with about 407 dwelling units. As of 2010, 121 of the total 235 lots were built and sold in the current phase.

Royal Oaks of River Falls is adjacent to Highview Meadows to the east and will cover approximately 61 acres with 113 lots. Of the 113 total lots, 40 units have been built and sold as of 2010.

Boulder Ridge consists of 53 developable acres and is located east of the River Falls Hospital. A total of 176 dwelling units are planned. Of the 176 total lots, 104 units have been built and sold as of 2010.

Spring Creek Estates is on the south side of the City and will eventually place approximately 510 units on 200 acres. As of 2010, 58 of the total 103 lots were sold for the current phase of the project.

In 2006, the Knollwood Planned Unit Development was approved. The plan calls for the construction of 81 single-family dwellings on 22 acres in southeastern River Falls. A separate lot adjacent to River Falls High School is also planned for development of a gymnastics facility. As of 2010, 17 of the total 43 lots were sold for the current phase of the project

The average number of new single-family homes for 2000-2009 is approximately 66 per year. The year 2010 saw 52 new homes built in River Falls, an



increase of 10 from 2009 (the lowest total in the past decade). New home construction volume is increasing and should continue to do so in the future.

Development	Built Units	Available Units
Sterling Ponds	135	497
Highview Meadows	121	114
Royal Oaks	40	73
Boulder Ridge	104	72
Spring Creek Estates	58	45
Knollwood	17	26

Housing Price and Incomes

The average construction value for a single-family home (not including land) in 1990 was \$91,000 and increased to \$133,000 (46%) in 2000. By 2010, the median housing value reached 193,100 (31.2%). Meanwhile, the median household income in the City increased from \$30,535 in 1990 to \$41,184 (35%) in 2000. By 2010, median household income increased to \$43,617 which is an increase of 5.57% (It is important to note that 48% of all full-time UWRF students are included in the median household income results). In 2008 that number increased to \$48,482.

A Housing Affordability Index (H.A.I.) is an important and universally used measure which compares the affordability of the housing stock. The H.A.I. results when median house price statistics are combined with median household income figures.

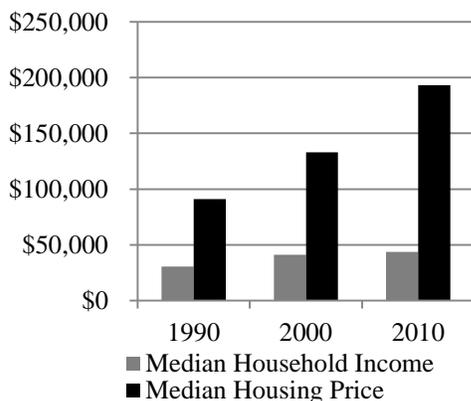
This index simply divides the median household income of an area by the median housing price for the same year and

arrives at a ratio. A higher ratio indicates a greater affordability of single-family homes. The table below shows the H.A.I. for River Falls and the contiguous towns:

City/Town	Median Household Income	Median Housing Price	Housing Affordability Index
City of River Falls	\$43,617	\$193,100	0.22
Troy	\$99,583	\$193,600	.51
Kinnickinnic	\$88,583	\$149,700	.59
River Falls	\$80,227	\$167,600	.47
Clifton	\$95,000	\$207,300	.45

As previously mentioned, the data for the City of River Falls is skewed in the negative direction (lower than the actual) due to the inclusion of UWRF students. Therefore, if adjusted for UWRF students, the results for the City of River Falls would lead to an H.A.I. between 0.4 and 0.6.

Housing Income/Prices





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.

Employed Persons – St. Croix/Pierce Counties



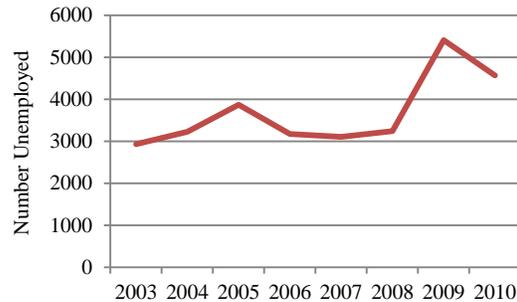
The graph above shows how many people in Pierce County and St. Croix were employed during each year from 2003 to 2010.

In 2009 Pierce and St. Croix Counties employed 64,523 people. The year 2010 brought 3438 additional jobs (a 5% increase) which brought total employment to 67,961.

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. In 2009, the unemployment rate for both St. Croix County and Pierce County was 4.9%. For comparison, the national rate was 9.1% and the Wisconsin average was 6.1%. St. Croix and Pierce Counties contained 125,364 residents in 2010; just

over half were employed (67,961) and 4569 (4.9%) people were unemployed and seeking work during any given month.

Unemployed Persons- St. Croix/ Pierce Counties



The “labor force participation 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. This percentage is often in the range of 50% to 55% of the total population.

Below is a table which shows the unemployment data for Wisconsin and the U.S.

	WI	US
Unemployment rate:	7.40%	9.10%
Civilian labor force:	3,071,800	153,693,000
Number employed:	2,844,100	139,779,000
Number unemployed:	227,700	13,914,000

The unemployment statistics for St. Croix County is 4.9% unemployment (down from 5.7% last year). Pierce County has an unemployment rate of 4.9% (down from 5.4% last year)



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.

Traffic Volumes

The automobile continues to be the primary mode of transportation. Streets and highways are experiencing more use within, through, and around the community. The City’s major roadways are listed below with traffic volumes provided by year.

Annual Average Daily Traffic Volumes
(Traffic Counts from WisDOT)

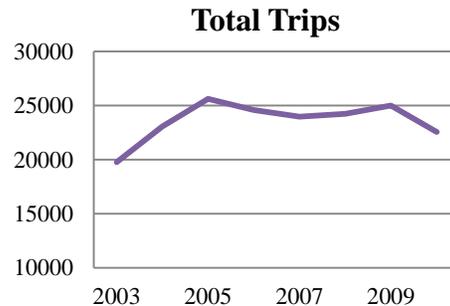
<u>Roadway</u>	<u>2006</u>	<u>2009</u>	<u>%C</u>
N. Main St. (at Quarry Rd.)	15,800	16,000	+ 1.2
S. Main St. (at Johnson St.)	10,200	14,900	+ 46.0
STH 35 (north of Division St.)	11,700	10,900	- 6.8
E. Cascade Ave. (at Birch St.)	6,600	9,300	+ 41.0
Cemetery Rd. (at Centennial Dr.)	5,000	8,200	+ 64.0

Transit

A significant number of residents are employed outside the City limits, with their mode of travel being single-occupancy vehicles.

There is a need for a study to find ways to increase the use of high-occupancy vehicles, such as van pools and express bus service operating from a park-and-ride lot, to service commuters traveling to their destinations.

The City of River Falls provides a subsidized shared ride taxi service through a state grant. The graph below shows the ridership since 2003.



Consequently, from the graph, taxi ridership has stabilized between 20,000 and 25,000 riders per year.

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.





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.

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



The City of River Falls is a proud member of both 'Bird City' Wisconsin and Tree City USA.



Conservation Areas	Acres
River Hills	66.40
Spring Creek Estates	56.56
Mounds\Boy Scouts	53.00
Golfview Park	22.00
White Tail Ridge	22.00
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	284.62

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's developed parkland with complete recreational facilities totals 2.5 percent.

Park Acreage Per Thousand Residents

The amount of park acreage developed per 1000 City residents is an important indicator of how well cities are providing parkland for recreation. A good rule is to provide a minimum of ten acres of developed parkland per one thousand residents. By this measure, River Falls should have 150 acres of developed parkland. River Falls currently has 148 acres of developed parkland. However, River Falls will continue to provide more developed parkland in the future to ensure the standard is met.

Looking forward, 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.



LIBRARY

River Falls Public Library



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

Library service has existed in River Falls since 1907, when the Tuesday Club held a fundraiser in order to get books from the lending library in Madison. 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 was moved and updated. The board room was moved to a larger space to better serve the many meetings held in the building.

In 2000, the River Falls Public Library joined the MORE library consortium, which has 48 member 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.

Resources

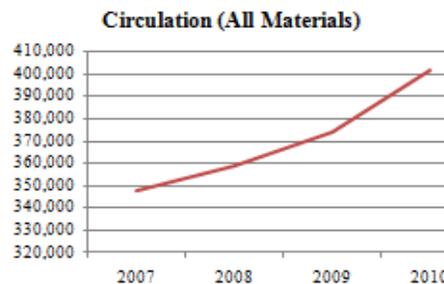
The Library maintains 20 public access computers with high speed Internet connections, as well as 6 dedicated library catalog stations, and 5 stations with educational games for children. The Library has several laptops that can be checked out for in-house use. Also, The Library has wireless DSL connection for people wishing to use their own laptop computers.

The Library collection contains:

Books	79,600
DVDs	4,600
Music CDs	4,000
VHS videos	3,100
Audiobooks on CDs	1,650
Audiobooks on cassette	1,500
Software on CD-ROM	240
Magazines/Newspapers	140

Library cardholders can download audiobooks and ebooks to their computer, and the library subscribes to several informational databases. 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. As a result of the wide variety of materials, circulation continues to increase each year.

2007	347,600
2008	358,720
2009	374,132
2010	401,830





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 2010-2011 school year.



A 270,000 sq. foot high school was built to house 1,200 students in 2001. The high school's 2010-11 final enrollment was 982 students, leaving room for an additional 218 students.

High School Graduation Rate

Graduates are students who complete the prescribed course of study established by the local school district. The graduation count does not include those students whom have obtained a General Education Development diploma (GED) or a High School Equivalency diploma (HSED). The graduation rate does not take into account those who moved away, or were retained during the year.

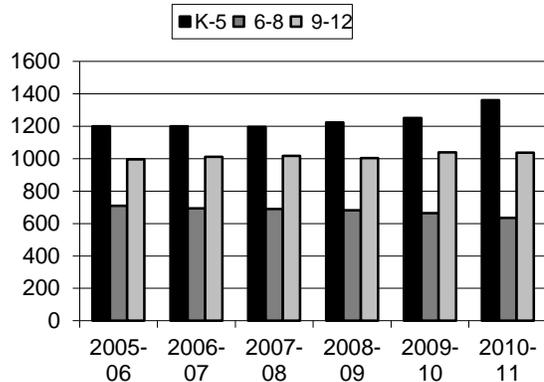


Ultimately, high school graduation is a fundamental stepping-stone to lifelong economic opportunity. The 2009-10 school year graduation rate was 96.1% for the River Falls Public High School compared to the state average of 85.7%. (*DPI - WINSS Successful School Guide*).

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.

Public School Students K-12



The number of elementary school students (K-5) has increased 1,251 in 2009-2010, to 1,362 in 2010-11. Middle school students (grades 6-8) have decreased slightly from 681 students in 2008-2009, 664 in 2009-2010, to 635 for the 2010-11 school year.

High school student enrollment numbers have decreased slightly since the 2009-10 school year from 1,040 students to 1,037 – 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 increased from 3008 students at the beginning of the school year to 3,075 in April 2011. Recently-completed enrollment projections by River Falls Public Schools predict an increase of approximately 230 students by 2019.



UNIVERSITY OF WISCONSIN – RIVER FALLS

UNIVERSITY OF WISCONSIN

River Falls

WORK TOGETHER. STAND APART.

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.



The original South Hall building on the campus of UW-River Falls, ca. 1875

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.

Of the full-time University students (12 credits or more per semester), 48% are considered to be residents of River Falls.

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

**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.*

Enrollment at UWRF is steadily increasing at around 2.2% per year.



Construction of the George R. Field South Fork Suites addition began in April 2011 and is expected to be ready for occupancy in Fall 2012. This addition will add 240 beds of “cluster” style living for students.



CHIPPEWA VALLEY TECHNICAL COLLEGE



In keeping with their institutional mission and vision, as well as the general education mission, Chippewa Valley Technical College (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

With 1,100 students at its River Falls campus, half of the CVTC student population is 24 years old or older, while students range from 16 years of age up to 74 years of age. The current student population is 44% male and 56% female. The majority of CVTC program students work part-time or not at all, while about one-fourth (22%) work full-time and take classes part-time. 77% of full-time, first-time degree seeking students receive financial aid.

Programs and Courses

- Associate Degree Programs
 - Administrative Professional
 - Business Management
 - Criminal Justice–Law Enforcement
 - Nursing – Associate Degree
 - Nursing – Advanced Placement
 - Liberal Arts
- Technical Diploma Programs
 - Nursing Assistant (Certified)
 - Residential Construction
- Certificates
 - Phlebotomy
 - Customer Service Representative
 - Office Management
 - Software Solutions Expert
 - Software Specialist
- Other Courses
 - Emergency Services and Safety Courses (CEU)
 - EMT Basic



CVTC - River Falls Campus



EMERGENCY SERVICES

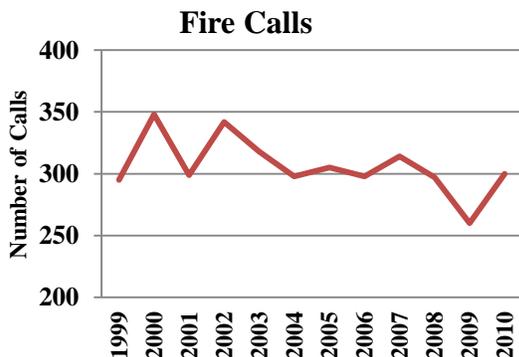
FIRE

The City has been tracking “response times” to calls for fires and emergency assistance since 2000 using a computer-aided dispatch system. This system allows the City to analyze how quickly they respond to calls for help. Response time is a very important indicator of fire and EMS department performance and is used nationwide. It is a recommended goal that 85% of all calls for fire/EMS assistance be responded to within six minutes. In many cases, help during this first six to seven minutes is necessary in preventing major property loss and/or the death of a critically ill or injured person.



The 2011 River Falls Fire Department

In 2010, the City hired Scott Nelson as the first full-time Fire Chief in River Falls. Chief Nelson, who came to River Falls from Lakeville, MN, has over 23 years of firefighting experience.



The fire department, which is made up of 50 volunteer firefighters, responded to 300 calls in 2010. This represents an increase of 40 calls from 2009. The graph in the previous column shows the number of calls since 1999.

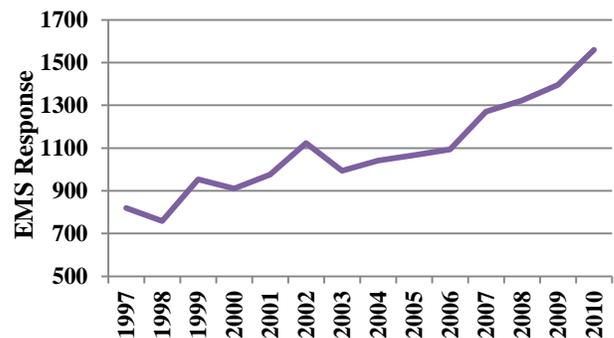
EMS



The River Falls EMS Vehicle Fleet

Emergency medical response comprises the vast majority of calls responded to by emergency services. During the 1990’s there was an average of nearly 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.). Of these 1,560 calls, 72.4% were emergent with 12.8% were non-emergent transports, and 14.8% were standby for fire/special events. EMS responses reflect an increasing trend over the last ten years.

EMS Responses





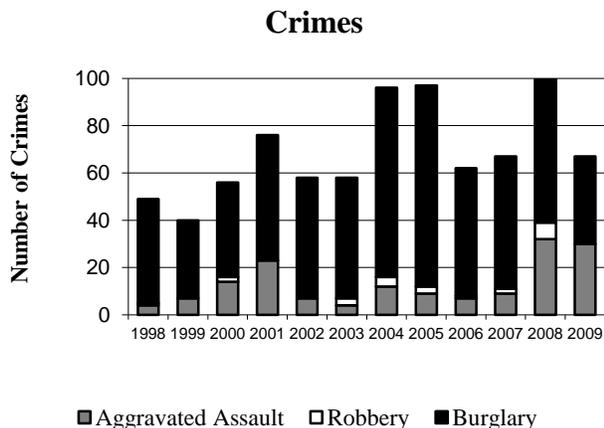
POLICE

The River Falls Police Department staffs 22 sworn police officers (1 new officer in 2010), 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.

Crime

Public safety and protection are vital to River Falls' quality of life. Tracking crime statistics in the City is a valuable tool 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.



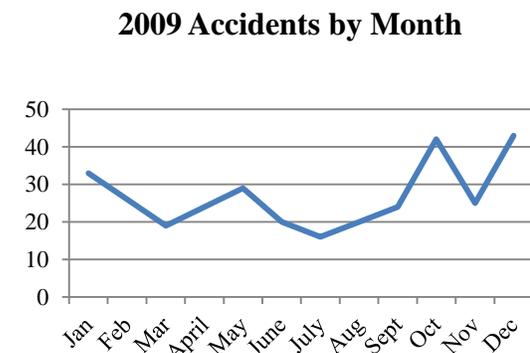
Accident Statistics

In 2009 (Data lags a year behind due to pending litigation, ect.), the River Falls Police Department investigated 321 accidents. The following chart shows all reportable and non-reportable accidents by the month they occurred. Of the 321 accidents reported to the River Falls Police Department, 240 met the threshold for reporting to the WI Department of Transportation (DOT) and 81 were non-reportable accidents. The following statistics represent the 240 accidents that were reported to the WI DOT:

- 40 - involved personal injury, with a total of 52 persons injured in those accidents.
- 200 - involved property damage only.

Of these 240 reportable accidents:

- 15 - involved a deer or other animal.
- 2 - involved bicycles.
- 4 - involved pedestrians.
- 2 - involved motorcycles.
- 9 - were alcohol related.
- \$ 5,150,000 - Estimated Economic Loss



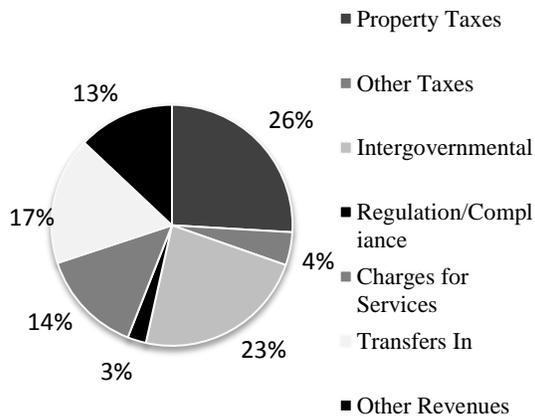
**Both graphs include UWRF Statistics*



CITY FINANCES

The City of River Falls operated with a 2010 budget of \$16,795,036. This is a decrease from 2009 of \$143,503, or less than 1 percent. The 2010 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 26% of the City’s revenue comes from property taxes. The City of River Falls-Pierce County has a property tax rate of \$5.06 per thousand dollars of assessed value. The City’s financial resources for the 2010 budget year come from the following:

2010 Budgeted Revenues



Property Taxes	\$4,371,240	26%
Other Taxes	748,456	4%
Intergovernmental	3,899,216	23%
Regulation/Compliance	419,850	3%
Charges for Services	2,354,988	14%
Transfers In	2,883,906	17%
Other Revenues	2,187,380	13%
Total	\$16,865,036	

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 \$13 million dollars in a general obligation debt as of 12/31/2010.

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 \$13 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.

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.



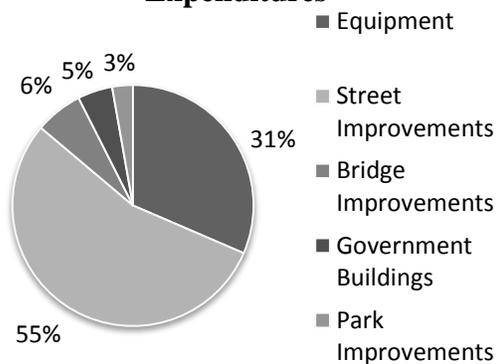
Capital Improvements

“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 the building of new fire stations.

City spending for various Capital Improvement categories during 2010 is represented in the following chart.

2010 Capital Projects

Capital Improvement Expenditures

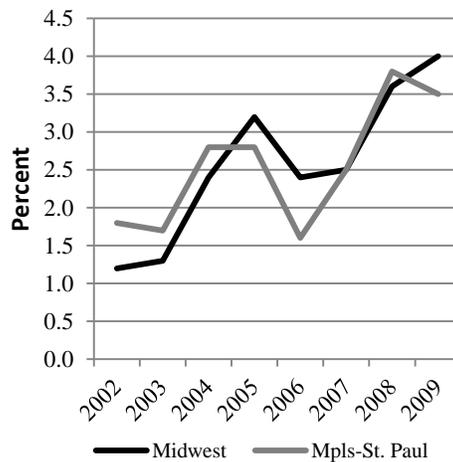


Street Improvements	\$984,000	55%
Equipment	\$566,406	31%
Bridge Improvements	\$115,000	6%
Government Buildings	\$84,000	5%
Park Improvements	<u>\$50,000</u>	3%
Total	\$1,799,406	

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.

Consumer Price Index (CPI)



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.

River Falls is located in the Midwest Region and Minneapolis – St. Paul is the closest city for the Consumer Price Index.



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 6,012 customers. The City of River Falls has a contract with WPPI to provide the rest of 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 Municipal Utility Company provides electric service to 6,012 customers.

The River Falls Municipal Utilities make payments-in-lieu-of-taxes to the City's general fund each year. In 2010, that contribution was approximately \$719,987 (2010). Compared to 2009, that is a 7.7 percent increase. The City, through an appointed 7-member Utility Commission, governs rates and services.

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.



Electric System

The City of River Falls has a contract with WPPI to provide all the City's electricity requirements. The local power plant, located on the banks of the Kinnickinnic River, generates electricity through hydropower and natural gas engines, which are operated only for required testing and on those days when the electric grid needs additional generation.



New Service Installation

Planning Efforts

A review of the past several years (2006-2010) indicates a growth trend of approximately 107 new housing units per year. But recently 2008 through 2010 saw an average of 73 units per year. Housing growth has slowed substantially over the last three years.



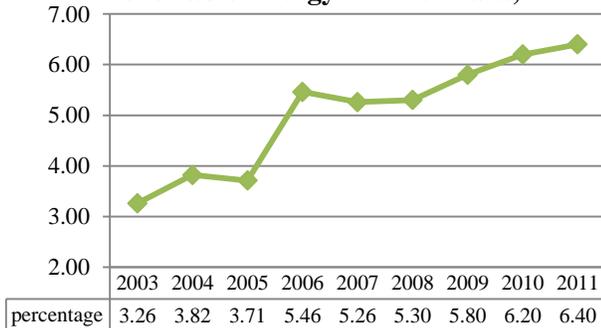
Renewable Energy Program

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



In 2010, the River Falls community purchased 14.8% of its energy from renewable sources; the 4th highest percentage in the nation!

% of Customers Purchasing Renewable Energy in River Falls, WI



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

Water

The City of River Falls, through the Municipal Utility, has provided water service for all residents since 1894. As of December 2010, City water was provided to 4,879 customers.

Water System

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 2010 was approximately 1,097,150 Gallons Per Day (GPD), a decrease of 4.8% from 2009. This can be attributed to a wetter year, but also customer participation in the odd/even watering restrictions.



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 1,097,165 gallons. The total water pumped in 2010 was 400,465,000 gallons.

Reservoir #3 located near Golf View Dr.

The per capita water usage is approximately 70 GPD. The projected water usage over the next 20 years is estimated to increase at the rate of 1.7% each year. The projected daily usage in 20 years is 1,600,000 gallons. This is primarily a result of the anticipated increase in population.

Water Demand:

The maximum daily usage in 2010 was 2.46 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.

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.

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.



River Falls Wastewater Treatment Facility

The design flow capacity (average flow) of the WWTF is 1.8 million gallons per day (GPD). Another limiting factor is the biochemical oxygen demand (BOD), a measure of the amount of oxygen used by microorganisms in the oxidation of organic matter. The design (BOD) loading is 3,152 pounds BOD per day.

The flow capacity is currently more limiting than the BOD constraint. The average flow at the plant in 2008 was 1.1 million GPD and has remained stable for the past 4 years.



OTHER UTILITIES & SERVICES

Solid Waste

Burning refuse has been the only disposal method employed for much of the century in the community. Although waste incineration has been practiced in the past, it is no longer permitted within the City limits. The community has modified collection methods and made efforts to reduce solid waste production; however, waste disposal by landfill remains the primary form of disposal.



The 16-acre community landfill located southwest of the City is no longer operational. As of January 1, Veolia Environmental Services provides solid waste and curbside recycling services within the City limits. Additionally, the City no longer delivers recyclable materials to Pierce County as Allied Waste is now responsible for material processing and recovery. The solid waste is transferred to Timberline Trail Landfill located in Rusk County. This landfill has the capacity to serve the surrounding communities for 30 more years, and has an additional 600 acres for future use.

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. 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/>