

Wisconsin
City of
RIVER FALLS

Trends Report



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INTRODUCTION

This is the ninth annual Trends Report that will provide a statistical view of how the City is progressing on various issues. These trends provide a snapshot of these important issues in and about 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. 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 2000 Census or by the Wisconsin Department of Administration (DOA).

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 as experienced by the citizens and visitors, 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. All data is current through 2009 unless indicated.



Map showing the regional location of River Falls on the northern border of Pierce County.

SUMMARY POPULATION STATS FOR 2008-2009

	Census 1990	Census 2000	Percent Change	DOA 2008	DOA 2009	Annual Change
City:	10,610	12,560	18.40%	14,228	14,343	0.80%
Towns:						
Troy:	2,850	3,661	28.45%	4,534	4,566	0.60%
Kinnickinnic:	1,139	1,400	22.91%	1,688	1,690	0.10%
River Falls:	1,944	2,304	20.50%	2,397	2,408	0.50%
Clifton:	1,119	1,657	48.00%	1,996	1,988	-0.40%
Counties:						
St. Croix:	50,251	63,155	25.67%	79,702	79,905	0.25%
Pierce:	32,765	36,804	12.21%	40,523	40,704	0.40%
State:	4,891,769	5,374,367	4.00%	5,675,156	5,688,040	0.20%

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 (excluding City)

Subdivision & Platting Boundary: approximately 22,780 acres, 35.5 square miles (excluding City)

Extraterritorial Boundary: approximately 8,472 acres, 13.2 sq. miles (excluding City)

Sewer Service Boundary: approximately 5,414 acres, 8.4 sq. miles (excluding City)

City Housing Growth Rate: 1.0 percent, 5,423 total dwelling units (54 new dwelling units)

Housing Tenure: owner-occupied 2,881, renter-occupied 2,610

Median Value Housing Unit: City \$133,500, 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: \$41,184, Counties: St. Croix \$54,930, Pierce \$49,551, Towns: Troy \$73,125, Kinnickinnic \$62,727, River Falls \$65,721, Clifton \$71,810

Electric System Demand: peak demand occurred on June 23, 2009 at 23.6 megawatts

Water System Demand: approximately 1,153,000 gallons per day (GDP), per capita of water usage of approximately 80 GDP

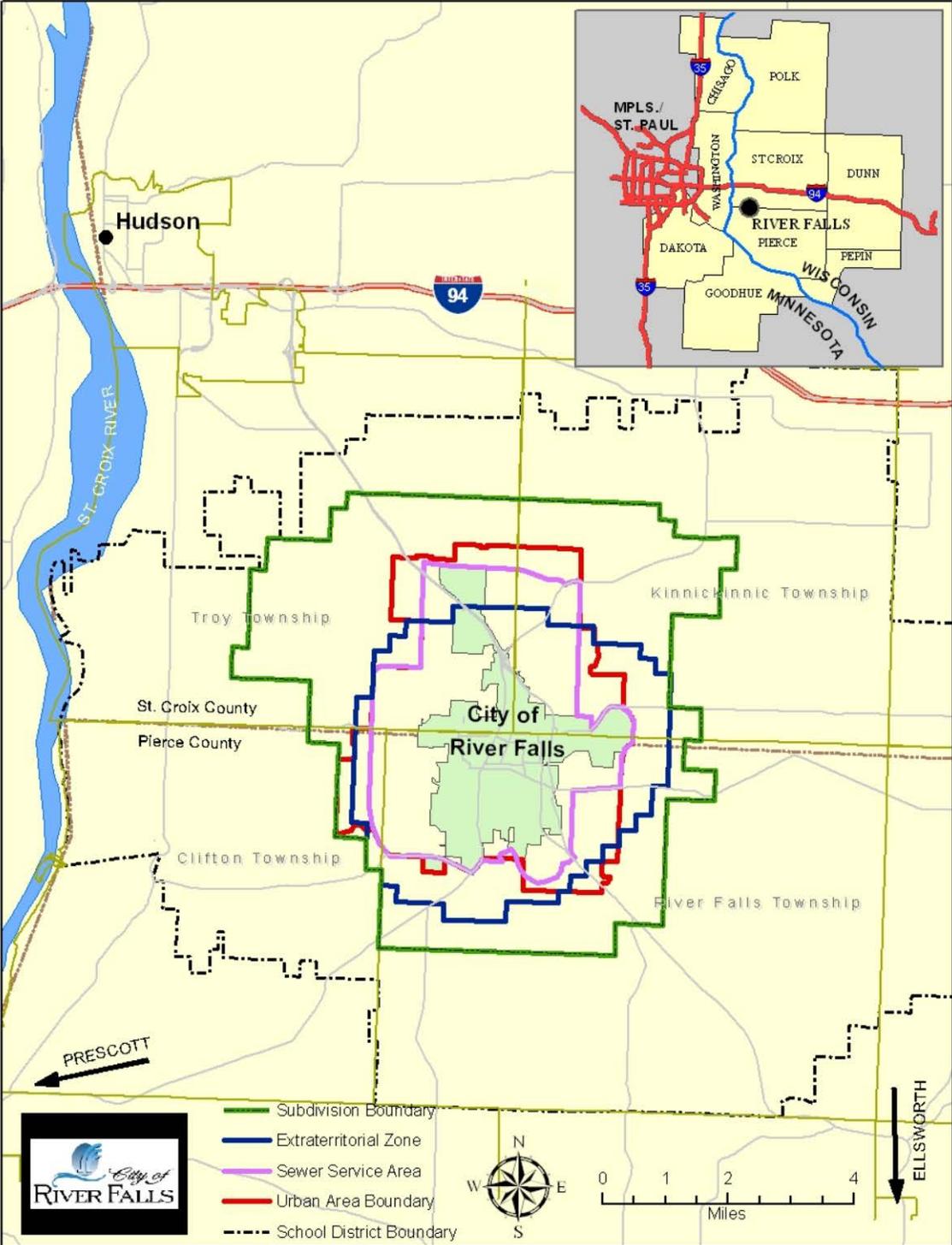
Wastewater System Demand: approximately 1.1 million gallons per day (Citywide)

River Falls Public School: growth rate 0.4%, dropout rate 0.67%; K-12 enrollment 3,026 (2008-2009 School Year)

Police Officers: 21 **Firefighters:** 43

* Data from 2000 Census

REGIONAL LOCATION



GROWTH

The discussion of growth in the River Falls area is divided into City, Town, and County growth.



City of River Falls Rail Depot in 1897

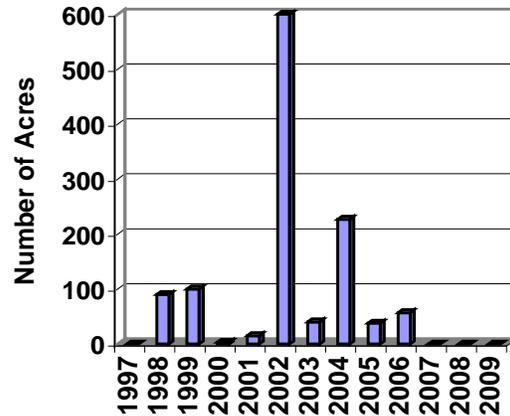
City Growth

By the end of 2000, the City encompassed approximately 3,200 acres of land within its corporate limits. It has since grown to 4,200 acres as of 2009. On January 1, 2000 the population was 12,560. The City has since grown to a population of 14,343. In 2008 the City saw a 1.5 percent growth in population and in 2009 the growth rate was 0.8 percent. The rate of growth in River Falls is slowing down.

Annexation

From 2000 to 2009, the City annexed approximately 980 acres of land. The last annexation was in 2006 and increased the size of River Falls by approximately 57 acres. A total of 54 new dwelling units were built in the City of River Falls in 2009. Compared to 37 in 2008, housing supply seems to be steadily increasing, but not at the rate that it had in previous years. From 1990-2000, the City averaged nearly 75 new dwelling units per year – or an annual growth rate of 1.7%. In 2009 it was 1.0 %

Annexations



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 on January 1, 2000 the population was 9,022.

During 2009, the Towns grew to a population of 10,652 (37 residents or 0.3%). Most of the population growth was in the Town of Troy, which gained 32 new residents in 2009.



Aerial view of downtown River Falls and UWRF

County Growth

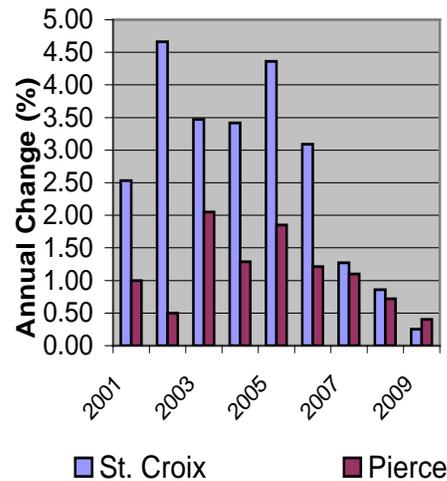
The City of River Falls is divided by Division Street with St. Croix County to the north and Pierce County to the south. According to the census, the population of St. Croix County in 2000 was 63,155. In 2008, it had increased to 79,702, an annual growth rate of 2.9%. In 2009 only 203 residents were added which is an increase of only 0.25%. The growth of St. Croix County is stabilizing.

The census shows Pierce County's population in 2000 was 36,804. By 2008 the County had a population of 40,523 an annual growth rate of 1.2%. During 2009, the population increased by 181 residents to a population of 40,704, an increase of 0.40%. Pierce County's population is also stabilizing.

Pierce and St. Croix counties combined population grew by 16,943 residents or 20.5% (2% annually) from 1990 -2000. For this past year of 2009, the two Counties grew to a total population of 120,225 (970 residents or 0.80%).

Looking at the data from Pierce and St. Croix Counties, and the City of River Falls, we can see that population growth has stabilized to a nominal rate of increase, and may be attributed to the current recession.

County Population Change



Commercial/Industrial/Institutional Development

The City of River Falls tracks new and redeveloped commercial (non-residential) developments by permit issuance.

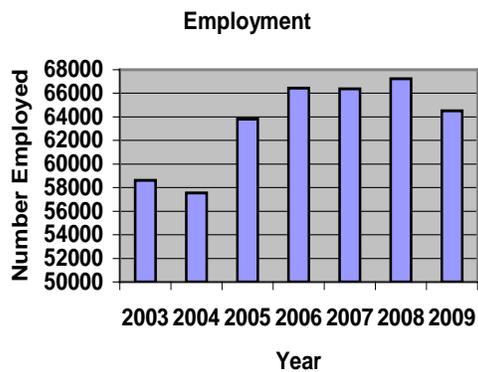
According to a 2003 Land Use Inventory, 8% of the developed land in the City is devoted to commercial office and industrial uses. Since 1999, the City has added or redeveloped 736,719 square feet of building floor area, which includes churches, community buildings, stores, offices, industrial buildings, etc. The eight-year annual average is approximately 92,090 square feet of new or redeveloped commercial/industrial buildings.

2009 brought 26,691 additional square feet of commercial/industrial construction which is well below the 92,090 square foot ten-year average.

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 2009.

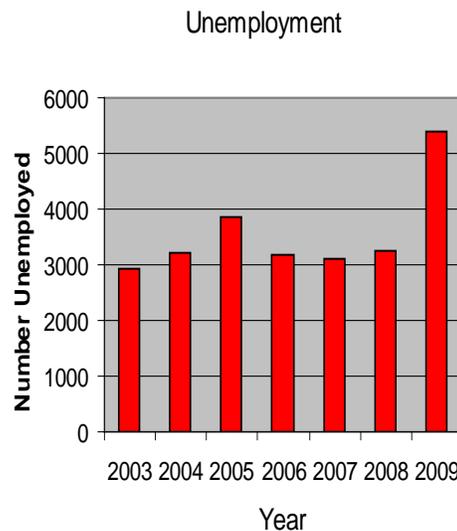
In 2008 Pierce and St. Croix Counties employed 67,242 people. 2009 brought a decrease of 2719 total jobs or 4% increase in unemployment.

In 2000, the City of River Falls provided 7,774 jobs with the largest category of people (approximately 2,221) employed in the education, health, and social services sector.

Unemployment

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 St. Croix County was 7.9% and Pierce County was 7.3%. For comparison, the national rate was 9.3% and the Wisconsin average was 8.4%. St. Croix and Pierce Counties contained approximately 120,225 residents in 2009, just over half were employed (64,523) and 5410 (7.6%) 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. In River Falls, the labor force participation rate was 78.2% during the 2000 Census.

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.



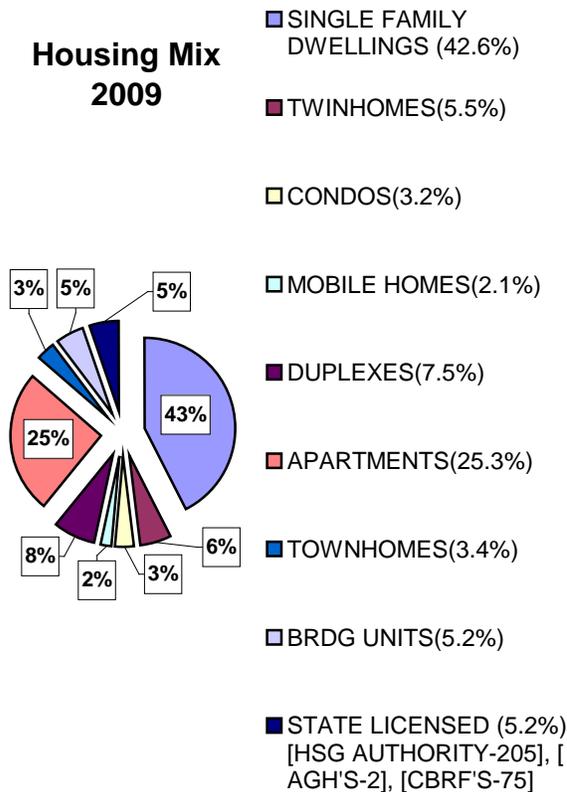
Windmill Place was opened for occupancy in 2008

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. 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 a workforce-housing unit would be approximately \$162,144 or rent for 1,351 per month.

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 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 2009, 131 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 2009, 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, 38 units have been built and sold as of 2009.

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, 100 units have been built and sold as of 2009.

Spring Creek Estates is on the south side of the City and will eventually place approximately 510 units on 200 acres. As of 2009, 29 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 2009, 15 of the total 43 lots were sold for the current phase of the project

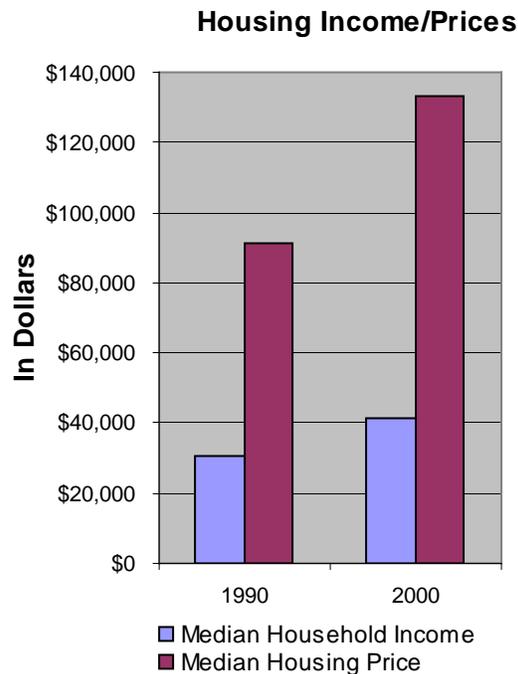
The average number of new single-family homes for 2000-2009 is approximately 66 per year. 2008 saw 37 new homes, the low for the decade, and 2009 saw 42. New home construction volume may be increasing.

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. Meanwhile, the median household income in the City increased from \$30,535 in 1990 to \$41,184 (35%) in 2000. (It is important to note that 50% 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 way to measure and compare 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 housing 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 average cost of a new single-family dwelling excluding the land cost in 2009 was \$147,445. There were six new twin homes built in River Falls in 2008. Therefore, the combined average for new single-family and twin home dwellings was \$133,500 this shows an increase of 6.6% compared to 2008.

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 5,933 customers. In 2000, two dual fuel units were added to the power plant increasing the production capacity to 21,600 kilowatts. 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 5,854 customers.

The River Falls Municipal Utilities make payments-in-lieu-of-taxes to the City's general fund each year. In 2009, that contribution was approximately \$668,396. Compared to 2008, that is a 13.7 percent increase. The City, through an appointed 7-member Utility Commission, governs rates and services.



Since the demand for energy continues to grow in Wisconsin and our nation, during 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 our power supplier, WPPI Energy. This initiative, now 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 resource development.

A volunteer committee comprised of local elected/appointed officials, educators, business leaders, environmental group members and citizens provides leadership in motivating the community to work together on this community-wide initiative. "POWERful Choices!" plans to establish River Falls as a model in the state and region for implementing community-wide sustainability initiatives.

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. The

power plant has a 21.4-megawatt production capacity. The peak demand on the electric system occurred on June 23, 2009 at 23.6 megawatts, which was the same as in 2008.



New Service Installation

The electric utility maintains streetlights, electric services and meters. They also perform emergency repair service 24/7 for electric lines and equipment, as well as providing optional services such as detaching/attaching power for projects and backup power generation from WPPI during “peaking” situations.

Planning Efforts

As a result of the development pressure that is taking place north of the City, the Utility has built an additional substation to ensure reliable service. A review of the past several years (2004-2007) indicates a growth trend of approximately 175 new housing units per year. But recently 2008 through 2009 saw an average of 66 units per year. Housing growth has slowed substantially over the last two years.

Based on this trend, the Utility could anticipate an additional unit base of 200 units over the next three years. The expansion of the business park, along with the new substation and the increased investment in the Economic Development Corporation (EDC), the Utility can

reasonably expect a greater than normal increase in industrial load as well.

Renewable Energy Program

Over the last few years, residential customers have participated in the utilities renewable energy program at more than twice the state average. As of January 2010, 5.4 percent of River Falls Municipal Utilities customers were purchasing all or part of their energy from renewable sources. In 2009, that totaled 2,006 blocks per month of renewable energy, an increase of 87 blocks, or 4.5% from 2008. (A block is equal to 300KW per month.) The community’s commitment to renewable energy has led to River Falls receiving national recognition. For the first time River Falls appears on the 2009 U.S. Environmental Protection Agency’s (EPA)



national list of Green Power Communities. River Falls is the first community in Wisconsin and the Midwest to receive this distinction, ranking No. 10 on the EPA’s list of Green Power Communities.

In addition, River Falls Municipal Utilities (RFMU) ranked third on the 2008 U.S. Department of Energy’s National Renewable Energy Laboratory (NREL) list for green power sales as a percentage of total retail electricity sales and also ranked ninth in the nation for customer participation rates in utility green power programs. This marks the fourth time River Falls has earned national recognition on the NREL list.

Water

The City of River Falls, through the Municipal Utility, has provided water



service for all residents since 1894. As of December 2009, City water was provided to 4,629 customers. The River Falls Municipal Utility is operated for and on the behalf of the City of River Falls.

Reservoir #3 located near Golf View Drive.

Water System

The main features of the City's water supply system are wells, 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 2009 was approximately 1,153,000 Gallons Per Day (GPD), an increase of 1.4% from 2008

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 1,153,000 gallons. The total water pumped in 2009 was 420,792,000 gallons.

The per capita water usage is approximately 80.4 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 2000 was 2.9 million gallons compared to 2.5 million gallons in 1995. The projection for 2020 is a maximum of 3.7 million gallons per day based on that trend.

Planning Efforts

Due to increased development pressure in the northern part of the City, there will be a need to construct a booster station or a water tower. The reservoir will be valuable for fire protection to the Whitetail Ridge Corporate Park and the Sterling Ponds residential district in addition to increasing the total storage volume in the system. The reservoir will have an overflow elevation equal to the Mound Reservoir and the South Sycamore Tower.

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 wastewater service area generally includes land whose sewage can be drained by gravity or by the use of lift stations to the City's Wastewater Treatment Facility (WWTF). This area includes all land within the City limits.

Collection System

The wastewater system in River Falls consists of a WWTF, four small pumping stations, and collection and intercepting pipes. The existing system is capable of expansion to the northwest and northeast with some expansion to the north and very minor expansion to the south.

The WWTF was constructed in 1963 and on Apollo Road adjacent to Lake Louise. The WWTF has been upgraded several times since its construction. In 1968, an aerobic digester was added and in 1980, major upgrades to the facility were performed to provide the current treatment capacity. In 2000, a biological phosphorous reduction unit was constructed and put into operation. 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.

Presently River Falls' wastewater is collected at the treatment facility via four major collection routes. An important indicator of the City's ability to absorb future growth is the comparison of the WWTF daily capacity with the average daily amount of wastewater that is actually generated.



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 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.

Looking Ahead

Consideration should be given to the use of treated wastewater effluent for non-drinking purposes. This approach will keep users of large amounts of water, such as golf courses, from relying on valuable drinking water for irrigation. This is especially important because the City has annexed the River Falls Golf Club.

Drinking water is a valuable resource and high volume consumers should be encouraged to reuse gray water when possible. The conservation of water quality is an issue vital to maintaining a high quality of life in any community.

OTHER UTILITIES

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. Waste Management Inc. now provides solid waste and curbside recycling services within the City limits. Presently, the City delivers recyclable materials to Pierce County. 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.



Telephone, Cable, and Telecommunications

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; however 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.

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)*

Roadway	2004	2006
N. Main St. (at Quarry Rd.)	15,700	15,800
S. Main St. (at Johnson St.)	10,000	10,200
STH 35 (north of Division St.)	10,700	11,700
E. Cascade Ave. (at Birch St.)	6,300	6,600
Cemetery Rd. (at Centennial Dr.)	4,500	5,000

Transit

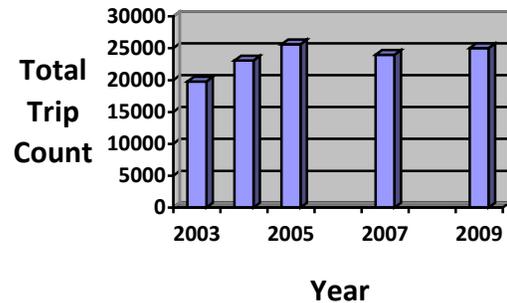
The majority of residents are employed outside the City limits, with their mode of travel being single-occupancy vehicles.

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.

River Falls Taxi Ridership



Taxi Ridership has stabilized at approximately 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. According to a 2003 Land Use Survey Inventory, 11% of the developed land in the City is devoted to parkland.

Park Development

Active Parks	Acres
<i>(Neighborhood and Community Parks)</i>	
*County Road FF	52.60
Glen	36.00
Hoffman	27.00
*Sterling Ponds	+25.00
Ryan DeSanctis	25.00
*Highview Meadows	10.00
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 Kinnickinnic River (a class 1 trout stream) bisects the City of River Falls

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 in a community is approximately 10 percent of the total land devoted 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 that standard, River Falls should have 143 acres of developed parkland. River Falls currently has 111 acres but will meet that standard when the planned Sterling Ponds, Highview Meadows, and Knollwood Parks are complete or 36.84 Acres.

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.

NATURAL RESOURCES

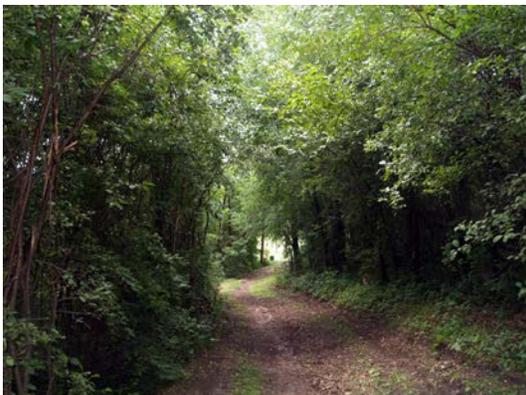


Kinnickinnic River

The public participation process has frequently revealed the importance of open space, bluffs, coulees, rivers, and environmental resources as important community assets.

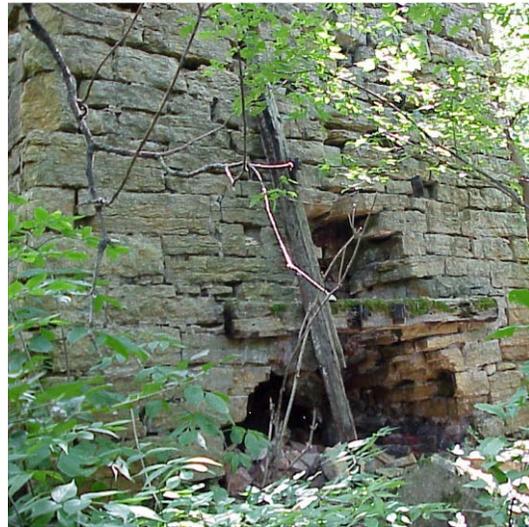
There are many features to be protected, enhanced and enjoyed. The City is surrounded by scenic vistas of bluffs, coulees, valleys, and the Kinnickinnic River (a class 1 trout stream).

The Kinnickinnic River and its branch, the South Fork, played a significant role in the settlement, appeal, and growth of the community. The Kinnickinnic River is a pristine cold-water stream that draws trout anglers from across the nation.



Boyscout Conservation area

Two areas of unique environmental features have been identified in the River Falls area. The first, a limestone outcrop north of the City called the River Falls Monument, is visible from State Highway 65 during the fall, winter, and early spring. The second, called the Devil's Den, is southwest of the City of River Falls and is a unique geological depression along the Kinnickinnic River.



The southernmost of three 19th Century limekilns that stand on the left bank of the Kinnickinnic River below the lower dam.

The City of River Falls Comprehensive Plan goes into great detail about the natural resource assets. In addition, the Plan details the methods that will be used to protect and preserve both the natural and scenic amenities of the area.

LIBRARY

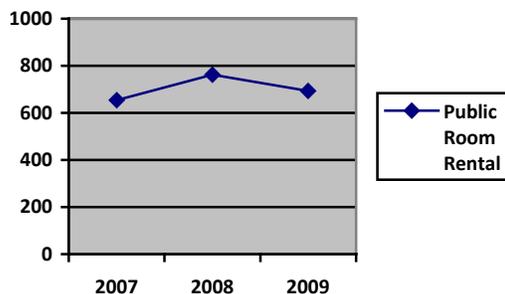
Library service has existed in River Falls since 1907 when the Tuesday Club held a fundraiser in order to get books from the lending library in Madison. The Library later moved to a small house in the area where City offices now stand. In 1923 and again in 1958, the library moved to a portion of the City Hall building at 115 East Elm Street. In 1997, the library moved into the current 36,000 sq. ft. building at the corner of Union and Main.



The River Falls Public Library located at Union and Main.

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

In 2009, portions of the library were remodeled to reflect current usage trends.



Room rentals volume show a decrease compared to 2008 primarily due to construction from Jan to April.

Resources

The library maintains 20 public access computers with high speed Internet connections as well as 6 dedicated library catalog stations. The Library has a wireless DSL connection for people wishing to use their own laptop computers.

The Library collection contains:

Year	2008	2009
Books	74,000	74,000
Magazines/Newspapers	190	190
VHS videos	3,900	3,700
DVDs	3,000	3,500
Audiobooks on cassette	1,900	1,500
Audiobooks on CDs	1,350	1,400
Music CDs	2,800	3,360
Software on CD-ROM	170	204

According to the table above, the library has been phasing out videos on VHS and audiobooks on cassette, and increasing DVD's and audiobooks and music on compact disks.

Circulation has increased each year:

2006	341,199
2007	347,600
2008	358,720
2009	374,132

2009 saw a 4.3 percent increase in circulation over 2008. The increase in circulation is over five times higher than the increase in population in 2009.

A Community Center

In 2009, 263 programs, including story time sessions, children's summer library program, a community-wide reading event, historical presentations, and others were offered. This was a decrease compared to 2008 when 275 programs were offered.

INSTITUTIONAL

UNIVERSITY OF WISCONSIN

River Falls

WORK TOGETHER. STAND APART.

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.



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), 50% 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

**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.



Completed in 2007, the University Center received a Facility Design of Excellence Award from Association of College Unions International

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 over 570 students, half of the CVTC student population is 24 years old or older, while students range from 16 years of age up to 68 years of age. The current student population is 43% male and 57% female.



About two thirds of CVTC students work part-time or not at all while many students work full-time and take classes part-time. Approximately 65% of full-time, first-time degree seeking students will receive financial aid.



CVTC - River Falls Campus

Programs and Courses

- Associate Degree Programs
 - Administrative Assistant
 - Business Management
 - Criminal Justice–Law Enforcement
 - Nursing – Associate Degree
 - Nursing – Advanced Placement
 - University Transfer
- Technical Diploma Programs
 - Nursing Assistant (Certified)
 - Wood Technics
- Certificates
 - Phlebotomy
- Other Courses
 - Emergency Services and Safety Courses (CEU)
 - EMT Basics

CVTC dropped the paralegal course offering in 2009 and replaced it with the university transfer program.

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 2008-2009 school year.



In 2001 a 270,000 sq. foot High School was built to house 1,200 students. The 2008-2009 end of year count was 1,004 students leaving room for an additional 196 students.

High School Graduation Rate

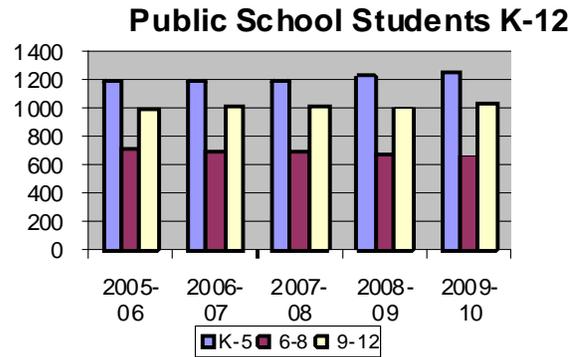
Graduates are students who complete the prescribed course of study established by the local school district. The graduation count does not include those students whom have obtained a General Education Development diploma (GED) or a High School Equivalency diploma (HSED). The graduation rate does not 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 2008-2009 school year graduation rate was 97.4% for the River Falls Public High School compared to the state average of 89%.

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 1,223 in 2008-2009, to 1251 in 2009-2010. Middle school students (grades 6-8) has decreased slightly from 690 in 2007-2008 to 681 students for the 2008-2009 and 664 for the 2009-2010 school year.

High school student enrolment numbers have increased since the 2007-2008 school year from 1,018 to 1040 students for the 2009-2010 school year. This reflects an increase in student population by about 1% from the 2007-2008 to the current 2009-2010 school year.



Recently completed enrollment projections by River Falls Public Schools predict an increase of approximately 230 students by 2019.

FIRE AND EMERGENCIES

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 nation-wide. 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.

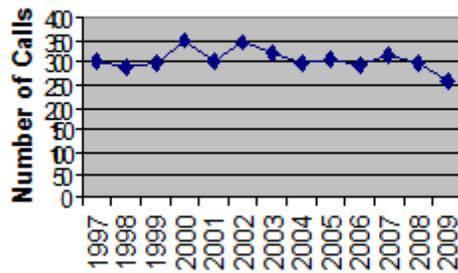
During 2009, the volunteer fire department responded to 260 calls. Fire calls in River Falls have reflected a decreasing trend since 1997 even as population increased.

In 2009, the River Falls Police and Fire services building were remodeled. Fire added 4,172 sq feet to total 11,376 sq ft. and Police added 4,539 Sq ft to total 10,614 sq ft. This will allow for sufficient space for a growing force.

Emergency Medical Services

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 1,396 calls (3.82 per day). Of these 1,396 calls, 59% were emergent with 14% were non-emergent transports, and 24% were standby’s for fire/special events. EMS responses reflect an increasing trend over the last ten years.

Fire Calls

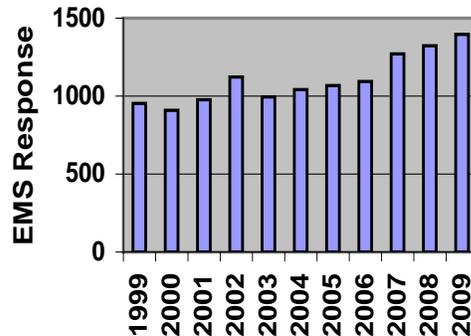


City of River Falls Fire Engine



City of River Falls EMS Station

EMS Response



POLICE

The River Falls Police Department staffs 21 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 22 members.



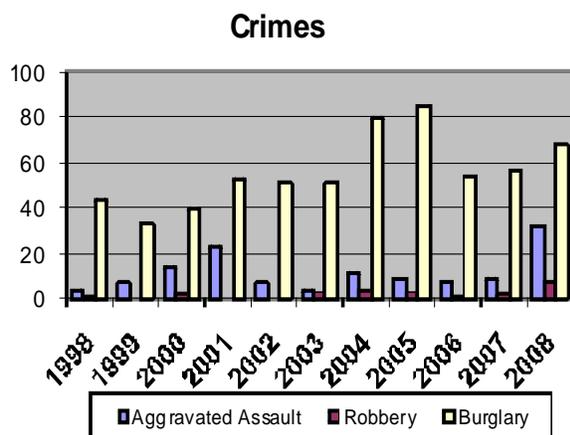
City of River Falls Police patrol car

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.

Includes statistics from UWRF

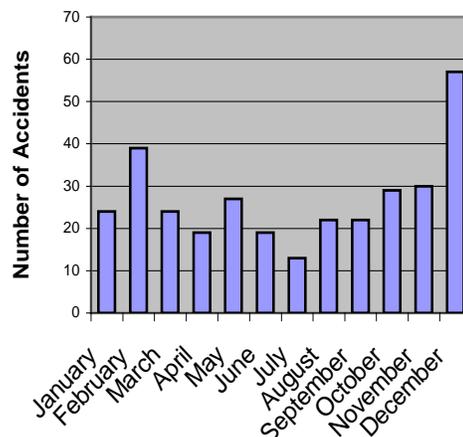


Accident Statistics

In 2008, the Police Department investigated 325 accidents and 260 were reported to the state. The following statistics represent information from the 325 reported accidents for the City of River Falls for the year 2008.

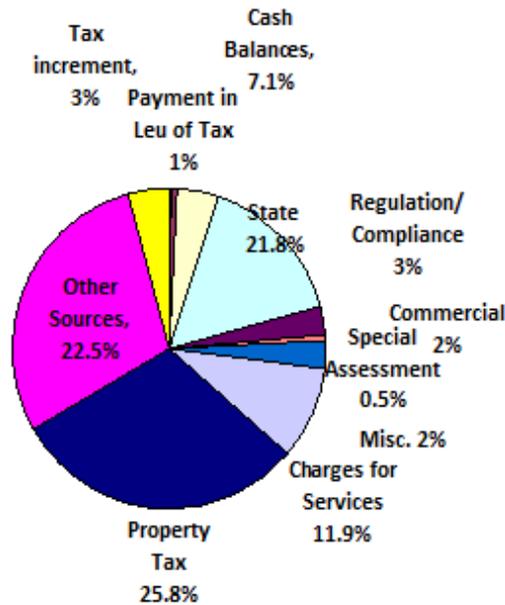
- 2 fatal accidents
- 42 accidents involved personal injury, with a total of 48 persons injured in these accidents
- 283 accidents involved property damage only
- 9 accidents involved deer
- 3 accidents involved a bicycle
- 3 accidents involved pedestrians
- 6 accidents involved a motorcycle
- 9 accidents were alcohol related

2008 Car Accidents



CITY FINANCES

The City of River Falls had a 2009 budget of \$16,938,539. This is a decrease from 2008 of over 4 million dollars or 24 percent. This is primarily due to the City Hall project being funded out of the 2008 budget. The 2009 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 has a property tax rate of \$5.11 per thousand dollars of assessed value. The City's financial resources for the 2009 budget year come from the following:



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:

1. 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 \$43 million dollars in debt. The City currently has \$15.0 million dollars in a general obligation debt as of 12/31/2009.

2. 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 \$14.5 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.

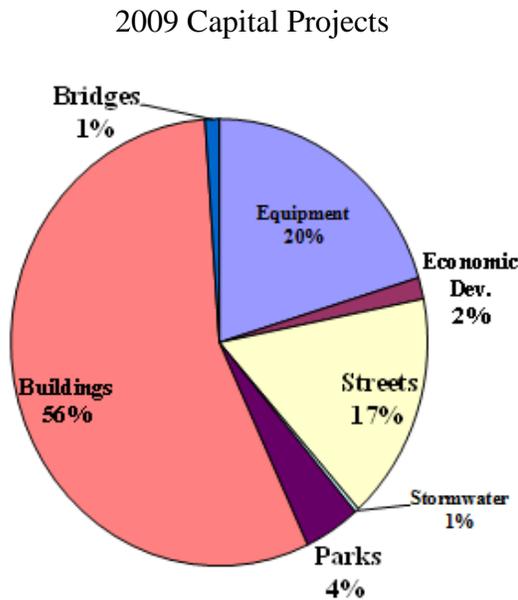
City Staffing

The City spends nearly one-third of its total appropriated funds on salaries and benefits for its 132 full time employees (including Utilities.) The General Fund supports approximately 64% of the City staff, while other funds such as electric, water, sewer, 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.

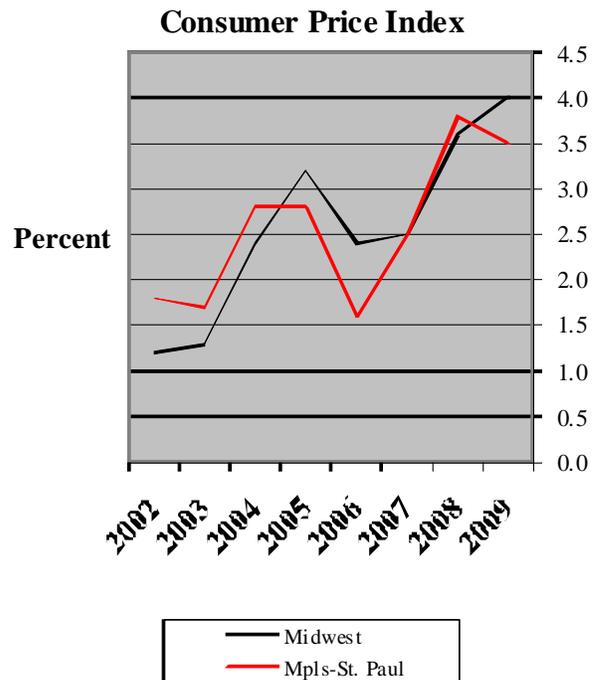
City spending for various Capital Improvement categories during 2009 is represented in the following chart.



Equipment	654,263
Economic Development	50,000
Street Improvements	531,000
Storm Water Improvements	10,000
Park Improvements	140,000
Government Buildings	1,799,309
Bridges	35,000
Total	3,219,572

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.

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