

2015 Trends Report



City of River Falls, Wisconsin



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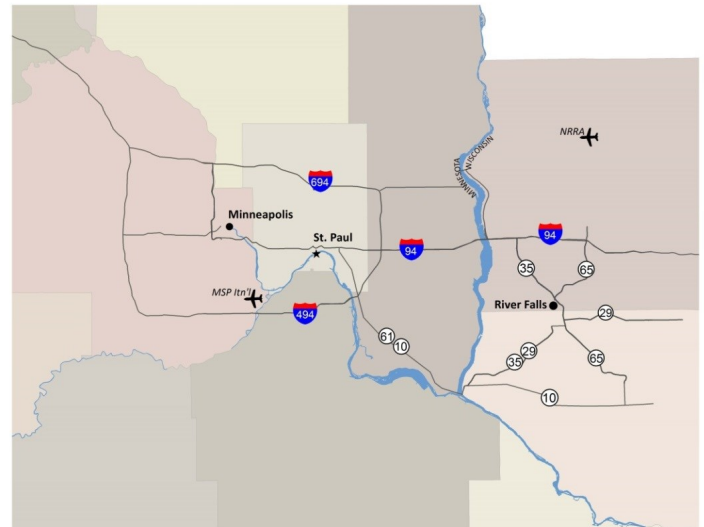
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INTRODUCTION

Now in its 14th year, the Annual Trends Report provides a statistical snapshot of changes in the City of River Falls throughout the previous calendar year. These statistics serve as a measure of growth and progress towards goals outlined in the city's Comprehensive Plan. In addition to being used as a tool for future planning, the Annual Trends Report serves as an informative resource for community members. Although the statistics provided in this report cannot capture the essence of what it means to reside in or visit the City of River Falls, they provide insight into how public policy should be set. Setting numerical goals and tracking progress towards those targets helps effect positive growth and change.



The City of River Falls is located on the northern border of Pierce County and southern border of St. Croix County.

Numerical Goals for Trends

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

Community Planning for Trends

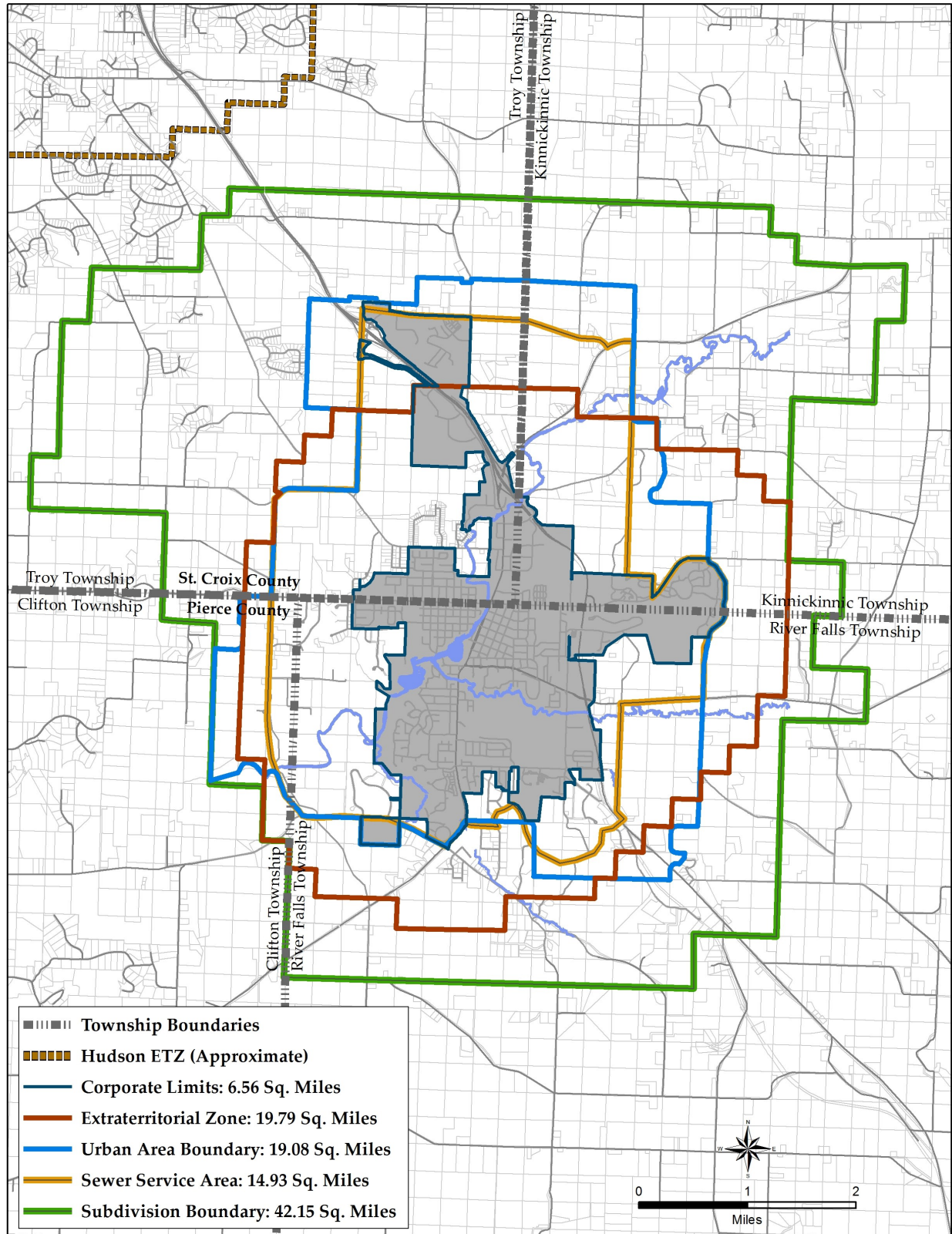
The City of River Falls Comprehensive Plan is a long-term plan for the physical development and conservation of the City of River Falls. All future decisions regarding the physical, social, and economic character of the city are guided by this plan. This plan attempts to embrace all segments of the community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



River Falls City Hall

LOCATION

Regional Boundary Map



SUMMARY AND STATISTICS: 2014

	Census 2010 Population	DOA 2014 Population	Rate of Change
City of River Falls	15,000	15,053	0.35%
Troy Township	4,705	4,847	3.02%
Kinnickinnic Township	1,722	1,747	1.45%
River Falls Township	2,271	2,288	0.75%
Clifton Township	2,012	2,022	0.50%
St. Croix County	84,345	85,735	1.65%
Pierce County	41,019	41,107	0.21%
State of Wisconsin	5,686,986	5,732,981	0.81%

Source: 2010 Census & Department of Administration (DOA) 2014

	Acres	Square Miles
City Size	4,294	6.71
Troy Township	25,011	39.08
Kinnickinnic Township	22,368	34.95
River Falls Township	28,051	43.83
Clifton Township	21,868	34.17
Urban Area Boundary	12,211	19.08
Subdivision & Platting Boundary	26,976	42.15
Extraterritorial Boundary	12,665	19.79
Sewer Service Boundary	9,606	15.01

Acres and square miles changed to include city annexation up to 2015

City Housing Growth Rate: 59 new units (1% increase)

Housing Tenure: Owner Occupied– 51.5%

Renter Occupied– 48.5%

Vacant– 142 Vacant Buildable lots

Median Value Owner-Occupied Units:

Counties – St. Croix: \$206,900

Pierce: \$191,300

Towns – Troy: \$324,300

Kinnickinnic: \$295,100

River Falls: \$260,200

Clifton: \$312,300

Median Household Income:

Counties – St. Croix: \$68,426

Pierce: \$59,226

Towns – Troy: \$116,154

Kinnickinnic: \$82,059

River Falls: \$75,296

Clifton: \$97,404

Water System Demand: 1.2 million gallons per day

Wastewater System Capacity: 1.824 million gallons per day

Source: 2009–2013 American Community Survey; City Staff

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.

One measure of the economic health and vitality of a region is the unemployment rate – defined as the percent of people that are actively searching but are unable to find a job. As seen below the unemployment rates for 2014 for St. Croix County, Pierce

County and Wisconsin are all lower than the unemployment rates in 2010.

The “labor force rate” is the percentage of the population 16 years of age or older, who are either employed or unemployed, and are actively looking for a job.

The tables below compare the 2010 and 2014 figures for Labor Force, Employed, Unemployed and the Unemployment Rate. The graphs represent a comparison of employment and unemployment rate between St. Croix County and Pierce County.

2010 Labor Force Statistics

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

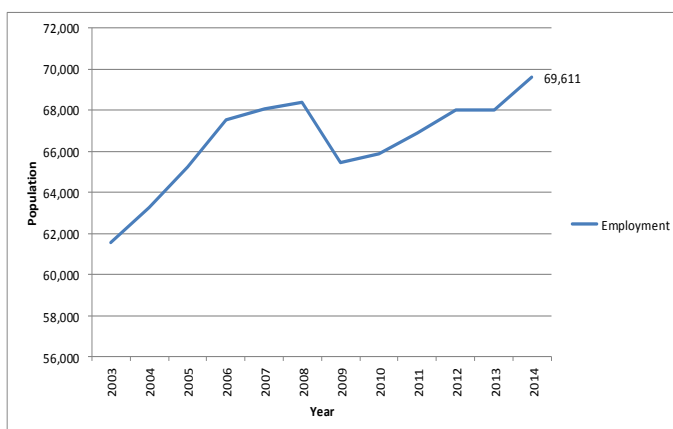
Source: Wisconsin Department of Workforce Development

2014 Labor Force Statistics

	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	47,889	45,889	2,000	4.2
Pierce	23,741	22,786	955	4.0
Wisconsin	3,090,862	2,901,352	189,510	6.1

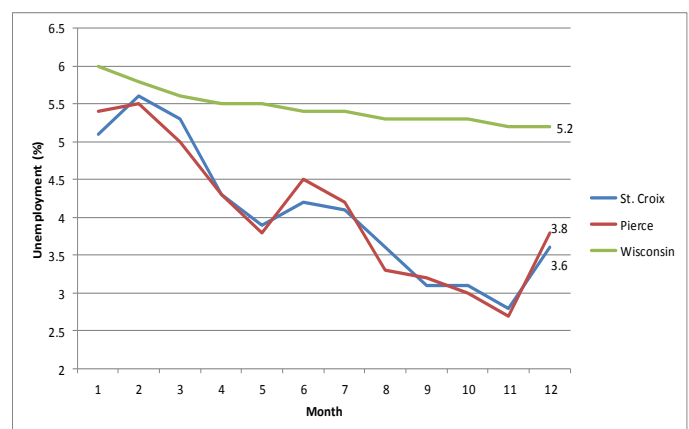
Source: Wisconsin Department of Workforce Development (December 2014)

Employment Trends (Pierce & St. Croix County)



Source: Wisconsin Department of Workforce Development

2014 Unemployment Rate

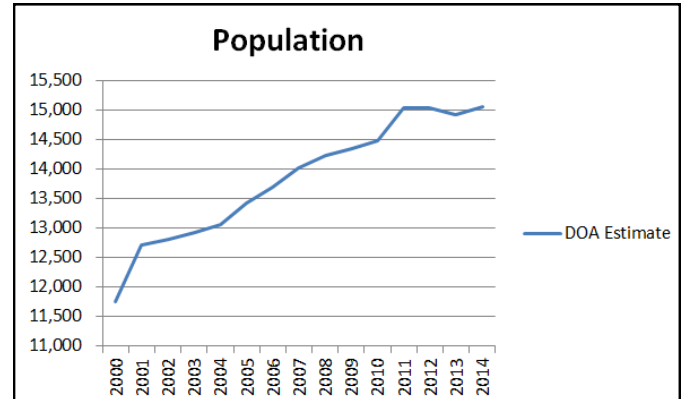


Source: Wisconsin Department of Workforce Development

GROWTH

City Growth

From 1990 to 2010, the City of River Falls had an average annual growth rate of 2%. However, the Wisconsin Department of Administration (DOA) estimated the 2014 population of the City of River Falls to be 15,053. This number indicates a 0.35% population increase from the 2013 estimate, and represents about 138 residents, as shown in the graph to the right.



Source: Department of Administration (DOA) 2014

Town Growth

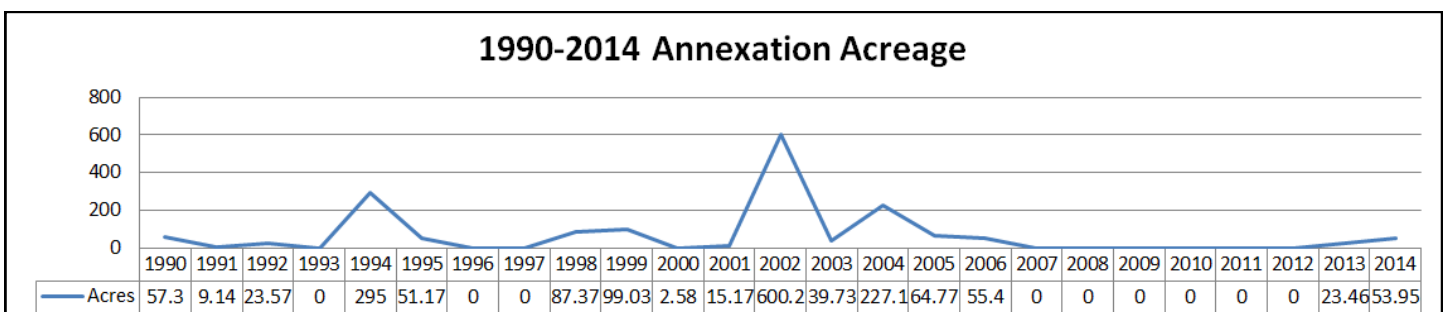
The towns surrounding the City of River Falls are the Towns of Troy, Kinnickinnic, River Falls and Clifton. The towns encompass a total of 96,000 acres of land, or approximately 150 square miles. According to the 2010 census, the total population of the towns was 10,710 people. Estimated Growth for 2014 shows the total town population increased by 1.81% for a total of 10,904 people, as shown in the chart on the right. 2013 experienced a 0.7% increase in township growth from the 2010 census.

	2010 Census	DOA 2014	% Change
Troy Township	4,705	4,847	3.02%
Kinnickinnic Township	1,722	1,747	1.45%
River Falls Township	2,271	2,288	0.75%
Clifton Township	2,012	2,022	0.50%
Total	10,710	10,904	1.81%

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey, Department of Administration (DOA) 2014

Annexation

From 2000 to 2014, approximately 1,705 acres of land were annexed into the city corporate limits. There were two annexations in 2014: one totaling 23.46 acres and another totaling 30.49. The annexations occurred near the Radio Road Interchange on STH 35 and along STH 65.



Source: City of River Falls Community Development

GROWTH: CORPORATE PARKS

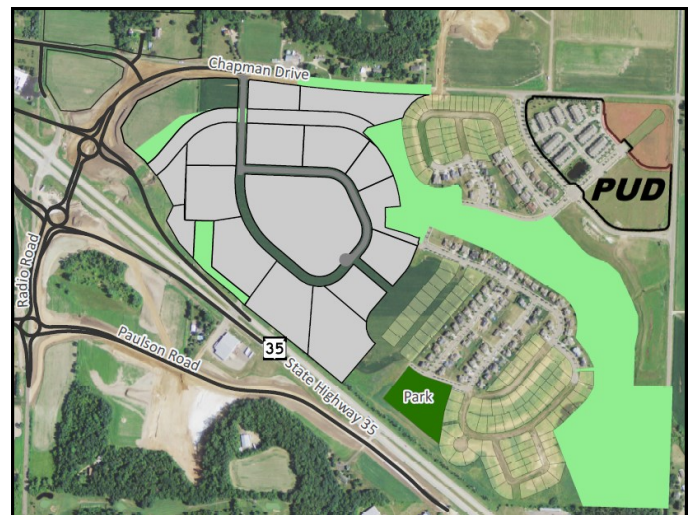
River Falls has two existing corporate parks: River Falls Industrial Park and Whitetail Ridge Corporate Park, both of which are full or almost built out. There is another corporate park in development—Sterling Ponds Corporate Park. The close proximity River Falls shares with the Twin Cities Metro makes the area an ideal location for businesses. The cost of land is generally lower and leasing is less expensive than comparable properties in the surrounding region. River Falls also offers savings through competitively priced and reliable electric and gas services. More information on local corporate parks can be found through the River Falls Economic Development Corporation, a voluntary non-profit organization.



Whitetail Ridge Corporate park is south of Sterling Ponds. The park is dedicated to businesses such as: Rush River Brewing, NCCM, Interfacial Solutions, Bio-Diagnostic, and others.

Sterling Ponds Corporate Park

In an effort to create additional employment, increase property valuation and diversify the local economic base, the city has begun to develop a new industrial park. Sterling Ponds Corporate Park is located on Highway 35, adjacent to the Sterling Ponds residential development and north of the existing Whitetail Ridge Corporate Park. The project has been in development since 2011. The concept plans for this park were approved in 2013 and the construction phase is currently in progress. A-1 Excavating, Inc was awarded the contract and most of the phase 1 construction was completed by November of 2014, with some final paving anticipated in spring of 2015. The majority of this park is zoned for Industrial (I1) with some lots set aside for conservancy, in a similar manner to the neighboring Whitetail Ridge Corporate Park. The recent construction of the Radio Road interchange eliminates the previous at-grade connection and assists with providing safer connectivity between the two parks. Development of lots will be ready for building in spring of 2015.



Sterling Ponds Corporate Park is located off of STH 35, Chapman Drive, and Radio Road. The park includes room for conservancy, parks and available lots for businesses.

HOUSING



Riverview Manor on North Main Street

The City of River Falls is actively involved in providing affordable housing for its residents. Along with the recent change in the economy, land and home prices have dropped. Cooperation with Habitat for Humanity and the creation of a Traditional Neighborhood Development Ordinance (TND) has assisted in providing more affordable housing. This is a change from the past two decades in which there was a rapid increase in home prices throughout the City of River Falls.

Housing Authority

In River Falls, the rental market continues to meet the growing demand from displaced homeowners and the increased student population without an upward shift in rent prices. Flat rental rates encourage preservation rather than new construction or replacement of existing rental units.

The Housing Authority is a partner with the city that owns and manages rental homes for low and moderate-income families. River Falls Housing Authority administers 165 apartments for persons who are over the age of 55 or have disabilities. In addition to owning and managing these properties, River Falls Housing Authority administers the Section 8 Voucher rent assistance program for residents of River Falls. Initially awarded funding for this program in 1990, River Falls Housing Authority was able to assist up to 75 households. Due to reduced federal funds, only 60 low income households were assisted in 2014.

In 2014, 103 applications for affordable housing were received. 42 apartments turned over creating a vacancy thus allowing new tenants to move in. With the waiting list, the vacancy rate in assisted housing remains at 2%. There was no new development or additions to the stock in affordable housing offered by the River Falls Housing Authority.

HOUSING STATISTICS	
Median Home Age	30.7
Dwelling Units Owned	51.5%
Housing Vacant	6.9%
Dwelling Units Rented	48.5%
Median Home Cost	\$175,900
Median Rent (Monthly)	\$783
Average Household Size (Owned)	2.56 People
Average Household Size (Rented)	2.20 People
Total Housing Units	5,653
HOUSING UNITS BY VALUE	
Less Than \$50,000	3.1%
\$50,000 to 99,999	5.6%
\$100,000 to 149,999	24.9%
\$150,000 to \$199,999	32.9%
\$200,000 to \$299,999	26.2%
\$300,000 to \$499,999	7.1%
\$500,000 to \$999,999	0.1%
More than \$1,000,000	0.0%

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

HOUSING

Residential Developments

2014 brought 61 new living units to the City of River Falls, which is a 41% decrease from the 103 units built in 2013. Active residential developments in 2014 include: Highview Meadows, Highview Meadows II, Shady Bend of Spring Creek, Royal Oaks, South Pointe, Knollwood, Stone Brook, Eco Village PUD and Sterling Ponds.

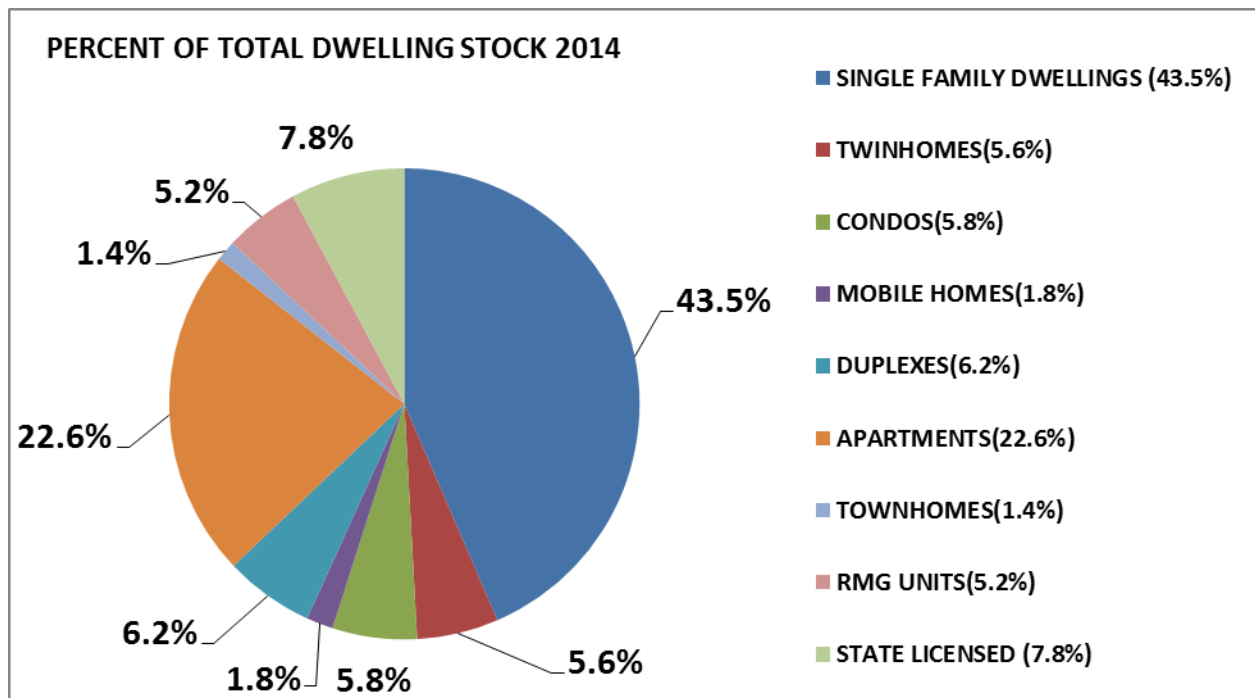
2014 DWELLING UNITS	
Single Family + Twin Homes	57
Townhomes	4
TOTAL NEW DWELLING UNITS	61



4 new townhomes built in the Stone Brook Development

Housing Composition

The data below illustrates the housing stock by type and amount for 2014. The majority of the housing is single-family dwellings (43.5%) and apartment housing (22.6%), which primarily serves students from UWRF as well as other residents of the city.



Source: City Staff

UTILITIES: WATER

Freshwater

The City of River Falls, through the Municipal Utility, has provided water service for all residents since 1894. As of 2014, city water was provided to 5,119 housing units.

The main features of the city's water supply system are wells, booster stations, storage tanks, and the distribution network. Currently, with the addition of a new well in September of 2012, River Falls operates a total of five municipal wells that utilize the underlying Ordovician and Cambrian Sandstones. Specifically, the wells obtain the city's water supply from the Jordan aquifer. Precipitation is the source of all groundwater in the region. In this area groundwater supplies 100% of the drinking water. The current average daily usage is approximately 1,150,317 gallons. The total water pumped in 2014 was 419,865,868 gallons.

Water Demand

The minimum daily usage pumped was 646,939 gallons. The maximum daily usage in 2014 was 2.84 million gallons compared to 2.23 million gallons in 2013, 2.9 million gallons in 2000, and 2.5 million gallons in 1995. The projection for 2020 is a maximum of 3.7 million gallons per day.

Wastewater

The Municipal Utility has managed wastewater since 1930. The Municipal Utility performs all administrative duties, plant operation, plant maintenance, development and review, facility planning treatment, collection system maintenance and repair, and the mapping and modeling of the city's sewer system.

Collection System

The wastewater system in River Falls consists of a Waste Water Treatment Facility (WWTF), 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 4,294 acres or 6.7 square miles. The design flow capacity (average flow) of the WWTF is 1.8 million gallons per day (GPD).

The flow capacity is currently more limiting than the biochemical oxygen demand (BOD) constraint. The average flow at the plant in 2008 was 1.1 million GPD and has remained stable for the past 6 years. The average flow leaves a remaining growth capacity of 650,000 GPD. This assumes a residential development of 2.7 people per unit and 75 GPD per person. This scenario results in a wastewater flow of 202.5 GPD per unit. With a development of 100 units, this would result in a flow of 20,250 GPD. Assuming there is no wet industrial development, there is additional capacity for 3,110 residential units.

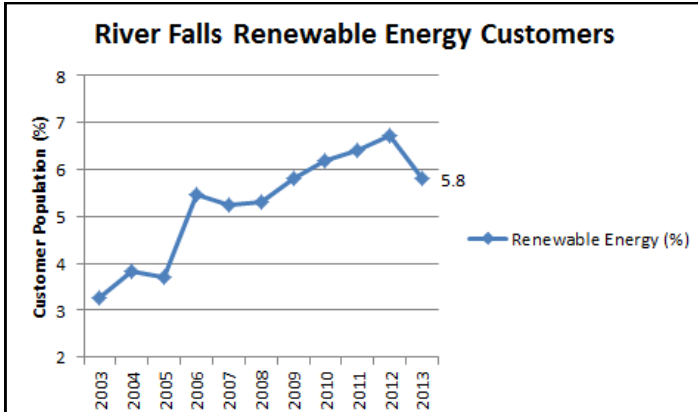


River Falls' Wastewater Treatment Facility

UTILITIES: GREEN INITIATIVES

Renewable Energy Program

Since 2003, River Falls residents have purchased renewable energy at a rate that is consistently higher than the national average. River Falls was officially recognized as a Green Power Community in 2009. River Falls currently purchases around 18 million kWh of green power annually, which is roughly equal to 15% of the total power purchased. It costs \$3 extra per block (300kWh) each month to purchase renewable energy. An average household requires 2 to 3 blocks per month. In 2013, River Falls ranked 10th nationally for customer participation in purchasing renewable energy, as well as renewable energy sales as a percentage of all retail energy sales. The City of River Falls ranks 2nd within the state of Wisconsin in customer participation in renewable energy. The number of customers has decreased to 5.8% of the population for 2013, from 6.71% the year before.



Source: City Staff. Data for 2014 will not be available until April of 2015.

POWERFUL CHOICES
a sustainable energy project for river falls

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.

Other Initiatives in River Falls



Habitat for Humanity—Eco Village

- Construction of LEED Silver City Hall
- 1550 sq. ft. of Solar Panels installed at Power Plant
- CFL & thermostat Recycling at Utility Office
- Implementation of PACE (Property Assessed Clean Energy) Renewable Energy Finance Program, which assists residents with cost of purchase and installation of renewable energy systems.
- Solar renewable energy buyback
- LED Street Lights
- Local Businesses/Organizations embracing these initiatives, particularly the use of solar energy: UWRF, Designer Doors, Whole Earth Grocery, River Falls High School, Dick's Market, Falls Apartments, and Steiner Plumbing & Electric
- Energy education in public schools



UTILITIES: OTHER UTILITIES & SERVICES

Solid Waste

Waste removal by landfill remains the primary form of disposal in the City. The city hires Advanced Disposal to provide garbage and recycling services. Single family homes are required to subscribe to this city service. Duplexes, triplexes, apartments and businesses are not required to subscribe to this service and may choose service from other licensed haulers in the city including: Waste Management, River City Disposal, PIG, etc...



Gas Services

Natural gas service for the community area is provided by St. Croix Gas Company, a private company based in the City of River Falls. This company has been providing its services to the community for over 45 years. The company was first established in 1966. St. Croix Gas provides natural gas service to residential, commercial, industrial and public properties.



Media Services

River Falls Community Television (RFC-TV) Channels 16 and 18 are the local public/government access cable channels capable of reaching over 2,500 Comcast customers in the City 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. Despite its proximity and residency in City Hall, the studio 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 broadcasted programs are available online, On-Demand at <http://rfctv.pegcentral.com/>. RFC-TV also maintains a YouTube Channel dedicated to the City of River Falls. The Channel provides brief videos such as "One Minute Raps" which educates citizens on a variety of city topics.

PUBLIC SERVICES: TRANSPORTATION

Road congestion, the connection of existing roads, and the construction of new roads can be a 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.

COMMUTE STATISTICS

Average Commute Time	24.9 (min)
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COMMUTE MODE

Auto (alone)	72.4%
Carpool	8.3%
Mass Transit	0.5%
Work at Home	3.7%

COMMUTE TIME TO WORK

Commute Less Than 15 min.	35.2%
Commute 15 to 29 min.	24.2%
Commute 30 to 44 min.	23.6%
Commute 45 to 59 min.	16.9%
Commute greater than 60 min.	8.2%

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Transit in River Falls

The automobile continues to be the primary mode of transportation in River Falls. A significant number of residents are employed outside the City limits, with their mode of travel being single-occupancy vehicles. The City of River Falls provides a flat rate, subsidized shared ride taxi service through a state grant to encourage other means of transportation. In 2014 the taxi service provided the City 33,902 passenger trips. This is an increase of 6.6% from 2013 (31,676 passengers) and a 16.8% increase from 2012 (28,190 passengers). The STH 35/Radio Road Interchange

Project was completed in July of 2014 after 20 years of planning. This roadway replaced two at-grade intersections which have been sites for numerous fatal accidents.



Aerial view of the Radio Road Interchange (2014)

Pedestrian/Bike Trails

River Falls is a compact community that can facilitate walking and bicycling. The City currently has 16.8 miles of paved off-road hike/bike trails. A 1.75-mile bike lane has been established along Division Street. There are approximately five miles of unpaved trails in Glen Park, Hoffman Park and Mound Park. In 2009, approximately 0.25 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 and visitors with recreation and allow an alternative form of travel for people who wish to walk or bicycle.



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

PUBLIC SERVICES: 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.

A good standard for parks, according to the City Beautiful Movement, is devoting approximately 10% of total land for parkland (as of 2014, River Falls has 12.7 percent including conservation areas).

The City of River Falls is also a proud member of 'Bird City' Wisconsin and 'Tree City' USA. 'Bird City' Wisconsin is an organization that encourages communities to implement sound bird conservation practices by offering public recognition to those that succeed. 'Tree City' USA is a program sponsored by the Arbor Day Foundation that provides direction, technical assistance, public attention, and national recognition for urban and community forest programs. In May of 2014, River Falls qualified as a 'Playful City' by offering children to be active and go outside. River Falls is one of five communities in Wisconsin to receive this recognition.



In the summer of 2014, the First National Bank of River Falls Field was completed. The field is located in Hoffman Park, along Division St. and is used by three different local teams. Construction began in May of 2013 and was funded primarily from private citizens and local businesses.



First National Bank of River Falls Field

Park Development

Active Parks	Acres
(Neighborhood and Community Parks)	
County Road FF	52.60
Glen	36.00
Hoffman	27.00
Ryan DeSanctis	25.00
Sterling Ponds	19.00
Highview Meadows	10.00
Sterling Ponds	6.00
Larsen	5.40
Rolling Hills	4.65
Collins	4.31
Brandon's	2.00
Knollwood	1.84
Wells	1.65
Westdale	1.69
Spring Creek Estates	1.26
Heritage	0.97
Hamilton	0.97
Veterans'	0.23
Ostness	0.15
TOTAL	200.77

Conservation Areas

Conservation Areas	Acres
White Tail Ridge	82.00
River Hills	66.40
Sterling Ponds	66.05
Spring Creek Estates	56.56
Mounds\Boy Scouts	53.00
Best Maid Property	30.70
Golfview Park	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	441.37

Source: City Staff

PUBLIC SERVICES: LIBRARY



River Falls Public Library

The River Falls Public Library is housed in a 36,000 sq. ft. building constructed in 1997, located at the corner of Union and Main. The library and lower level construction (completed in 2003) was partially funded with private donations totaling \$2.1 million. In 2009, portions of the library were remodeled to reflect current usage trends. The audio-visual area, children's program room, and computer room were expanded. The history room was moved and updated. The board room was moved to a larger space to better serve the many public meetings held in the building each year. The library's three meeting rooms are heavily used. The River Falls Public Library is a member of the MORE library consortium, which includes 50 libraries in 10 counties. MORE provides a shared library catalog of each library's holdings, allowing cardholders to use the same library card at any member library. This web-based system also allows patrons to view the catalog, check their records, and reserve or renew materials from any computer with an Internet connection.

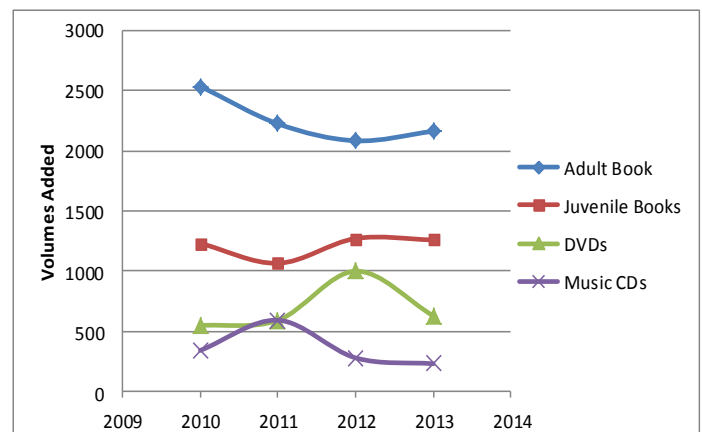
Resources

The Library maintains 20 public access computers with high speed Internet connections, laptops and iPads for in-building use, Wi-Fi for those wishing to bring in their own laptops, and 5 stations with educational games for children. The library also has Print Anywhere software that allows people to send documents or webpages from their Internet-connected computer or laptop to the printer at the Reference

Desk. Library cardholders can download audiobooks and e-books to their computer or other device through the Wisconsin Public Library Consortium site. The library subscribes to several informational databases, including Reference USA, Tumblebooks for children, and the Testing & Resource Center. Other databases, such as Novelist and Ancestry.com, are available through the state's Badger.net and our system library office. The library has several pre-loaded Kindles for loan, and access to other personal devices like the iPad, iPod, and Nook reader that library users can examine and try out in-house. 334,291 items circulated in 2014. 100,000 items lent and loaned through the MORE system.

A Community Center

The library staff is continually looking for ways to serve the community. In 2014, 315 programs were presented including story time for preschoolers, toddlers and babies as well as the children's summer library program which included poolside book breaks at Glen Park. The library staff also sponsored programs more suitable for adults such as a series of programs on the Civil War, book club in a bar, foreign film series and more. In addition to knowledge and resources offered, the library also serves the community as a place for discussion and meetings. In 2014, the library hosted over 1,000 meetings. The library's door count for the year was over 180,000. The graph below shows volumes added for 2014:



Source: City Staff

EMERGENCY SERVICES

Fire

In 2014, there were 47 active firefighters which includes 46 paid-per-call members and 1 full time Fire Chief. The Fire Department made several purchases including a new fire engine. This will replace a 30 year old Engine #6, which is past its useful life. The new engine will be delivered in the fall of 2015. The Fire Department also purchased 40 new self-contained breathing apparatuses (SCBA), to be delivered in Q1 of 2015. These improvements will allow firefighters to respond to emergencies more effectively and safely.

Emergency Medical Services

In 2013, River Falls EMS became the first in the state of Wisconsin to receive a Critical Care Paramedic License. This is currently the highest level of service provided by any department in the state. In 2014, there were 1,848 calls for service, which is a 4.1% decrease from 2013.

9-1-1 Calls	1007
Inter-Facility Transports (from one hospital to another)	419
Fire & Special Event Stand-by	100
Paramedic Level Intercepts with Surrounding Communities	272
Mutual Aid Assists to Other Communities	50
TOTAL EMS RESPONSES	1848

Source: River Falls EMS

Police

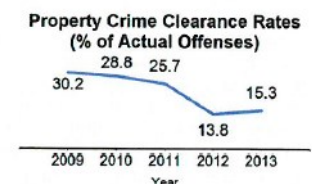
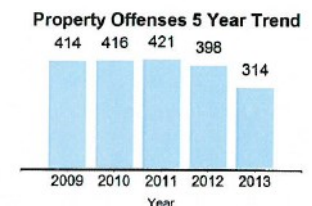
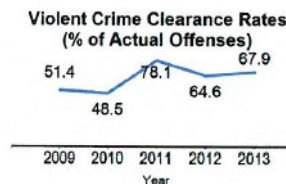
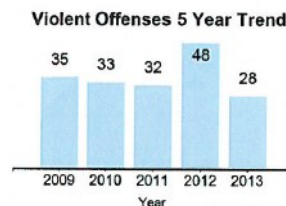
The River Falls Police Department staffs 23 sworn police officers, including the Chief of Police. Five civilian staff members also support the department. The department has a Patrol Division and an Investigative / Youth Services Division. The department also includes a Police Reserve Unit with an authorized strength of 21 members. The River Falls Police Department generated 2,274 case reports in 2014 and logged an additional 3,371 calls for service.

Crime

Public safety and protection are vital to River Falls' quality of life. Tracking crime statistics in the City is a tool used in assessing public health and security. The Federal Bureau of Investigation collects data from law enforcement departments nationwide. The data collected is dependent upon interpretation of the reporting rules by each agency. The River Falls Police Department submits a Uniform Crime Report monthly for the City of River Falls.

Automobile Accidents

In 2014, the River Falls Police Department investigated a total of 327 traffic accidents. This is a decrease of 16 total traffic accident investigations from 2013.



Summary-Based Violent and Property Offenses

UCR Description	2012 Offenses	2013 Offenses	% Change
Murder and Nonnegligent Homicide	3	0	-100.0%
Forcible Rape	4	9	125.0%
Robbery	4	2	-50.0%
Aggravated Assault	37	17	-54.1%
Total Violent	48	28	-42%
Burglary	41	46	12.2%
Larceny Theft	340	258	-24.1%
Motor Vehicle Theft	12	9	-25.0%
Arson	5	1	-80.0%
Total Property	398	314	-21%

Source: River Falls Police Department

EDUCATION: UNIVERSITY OF WISCONSIN-RIVER FALLS

Founded in 1874, UW-River Falls is the western-most of the 13 four-year campuses in the University of Wisconsin System. UW-River Falls is increasingly called upon to meet the educational needs of the expanding Twin Cities metropolitan area that includes River Falls. UW-River Falls is the only public university located in the St. Croix River watershed of 7,650-square miles in western Wisconsin and eastern Minnesota.

The university enrolls and provides high impact educational opportunities to more than 6,100 undergraduate and graduate students. UW-River Falls is known for its outstanding undergraduate research program, immersive study abroad programs, and excellence in the sciences, exemplified by the Biology Department receiving the 2014 UW System Regents Teaching Excellence Award.

Through centers of excellence in the AACSB accredited College of Business and Economics, active engagement with economic development organizations, and preparation of highly-qualified graduates, UW-River Falls is a leading driver of economic growth in the St. Croix Valley. This leadership resulted in UW-River Falls being named the 2013 Business of the Year by the River Falls Area Chamber of Commerce and Tourism Bureau.



The UW-River Falls Center for Innovation and Business Development (CIBD) opened its doors in the former Municipal Power Plant in March 2014. The CIBD, co-located with the UW-River Falls Small Business Development Center, is dedicated to supporting economic growth and development in the greater St. Croix Valley by offering assistance and resources to businesses in the region.



In the summer of 2014, construction began on the Falcon Center, the largest construction project in the history of UW-River Falls. The Falcon Center will house new classroom, laboratory, recreational and office spaces. When opened in 2017, the Falcon Center will also include the new Don Page Arena and an expanded Hunt Arena.

*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		
Year	*FTE Student	Head Count
2006	5,612	6,229
2007	5,841	6,452
2008	5,942	6,555
2009	6,027	6,728
2010	6,202	6,900
2011	5,900	6,788
2012	5,744	6,447
2013	5,503	6,173
2014	5,489	6,184

Source: UW-River Falls

UNIVERSITY OF WISCONSIN River Falls

EDUCATION: CHIPPEWA VALLEY TECHNICAL COLLEGE



Chippewa Valley Technical College (River Falls campus)

The River Falls Campus is one of many campuses belonging to CVTC. This campus provides a full-service Academic Services Center, three computer labs, a fully equipped chemistry lab as well as a high-fidelity medical simulator. Students can easily transfer their credits to UW-River Falls and other colleges. There is a 91% placement rate for graduates and the average annual starting salary for CVTC's associate degree graduates is \$38,137.



CVTC Business Management students

Half of CVTC students are 24 years of age or under. Students range in age from 14 to 75. The student population is 45% male and 55% female. About three quarters of CVTC students work part-time or not at all. Many of the students that work full-time take classes on a part time basis. Approximately 58% of full-time degree-seeking students receive financial aid.

CVTC Student Enrollment

YEAR	Number of Students
2014	1,335
2013	1,177
2012	1,160
2011	1,100
2010	1,100
2009	1000

34% increase in CVTC population from 2009-2014

Source: Chippewa Valley Technical College

CVTC, River Falls Campus Programs

Business Management
Criminal Justice
Law Enforcement
Executive Assistant
Human Resources
IT Mobile Developer
Lib. Arts-Associate of Science
Marketing Communications
Nursing Assistant/Associate
Residential Construction



EDUCATION: RIVER FALLS PUBLIC SCHOOLS

The River Falls Public 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 2013-2014 school year.

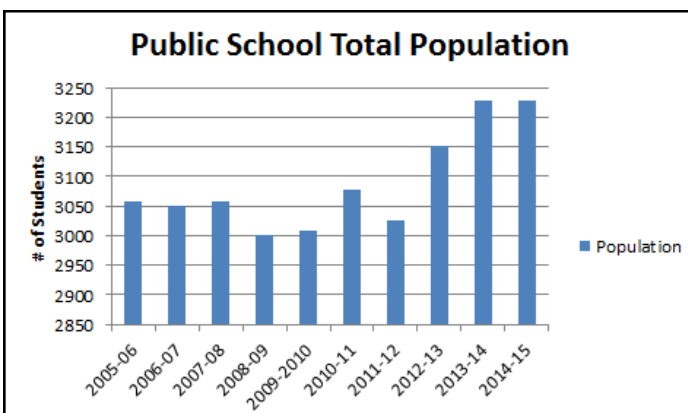
School District Enrollment

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-6) increases from 1,526 students in 2012-2013 to 1,602 students in 2013-2014. This indicates a 4.7% increase in the student body.

The number of middle and high school students (grades 7-12) decreased from 1,585 students in 2012-2013 to 1,578 (loss of 7 students) in 2013-2014. This indicates a .6% decrease in the student body.

Total enrollment (PreK-12) for Fall of the 2013-2014 school year was measured at 3,227 students. Total enrollment for Fall of the 2012-2013 school year was measured at 3,152 students. This indicates a 2.3% increase in the number of students enrolled at the beginning of the school year.



Source: River Falls School District

Highlights of River Falls Public Schools

- Character education program
- Investment in technology (currently 1:1 devices in grades 7-10 and expanding)
- Community partnerships
- Outstanding teachers & quality instruction
- Virtual education
- Strong Arts program
- Partnerships with the University of Wisconsin-River Falls, Wisconsin Indianhead Technical College, Chippewa Valley Technical College, and Dakota County Technical College
- Numerous co-curricular offerings
- Community Education program
- Westside Elementary School: National Blue Ribbon Award recipient

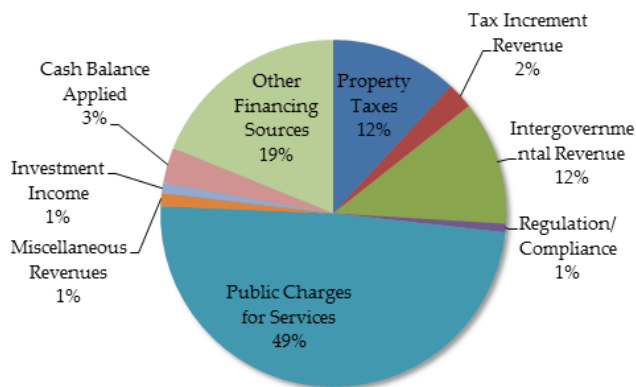
River Falls School District
River Falls High School
Meyer Middle School
Greenwood Elementary
Montessori Public Elementary
Renaissance Academy
Rocky Branch Elementary
Westside Elementary
River Falls eSchool



FINANCES: BUDGET

The City of River Falls operated with a 2014 budget of \$41,562,732. This is an increase from 2013 of \$215,356, or about .5%. The 2014 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 12% of the City's revenue comes from general property taxes. The City of River Falls Citywide Average Gross Rate for 2013/2014 was .00523 of the final assessed value of a property. The City's financial resources for the 2014 budget year come from the following:

2014 Budget Revenues



Source: City Staff

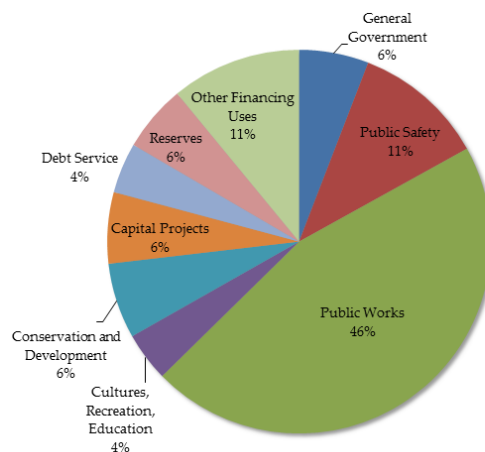
Revenue Group	Amount
Property Taxes	\$4,910,158
Tax Incremental Revenue	\$1,029,595
Other Taxes	\$145,000
Intergovernmental Revenue	\$4,810,783
Regulation/Compliance	\$328,000
Public Charges for Services	\$20,254,827
Special Assessments	\$7,069
Miscellaneous Revenues	\$511,339
Investment Income	\$394,823
Cash Balance Applied	\$1,368,063
Other Financing Sources	\$7,803,075
Total	\$41,562,732

Source: City Staff

Expenditure and Capital Improvements

The total budget revenue received by the city is allocated to the total expenditure for that year. The city expenditure is used to provide utilities, developments and public services such as street maintenance, etc... "Capital Improvements" refers to construction projects and improvements initiated by the city. These projects often include park development, water, sewer, electric lines, road construction, maintenance, as well as acquisition of land. The expenditure categories and notable capital improvement projects for 2014 are displayed below:

2014 Expenditures



Source: City Staff

2014 Capital Improvements

Projects	Budget
Paulson Road - Radio Road Interchange Project	\$1,900,000
Hoffman Park Safe Room	\$133,000

Source: City Staff

FINANCES: BONDS AND DEBT

The City generally borrows money through the sale of bonds. There are two primary types of municipal bonds that cities use to borrow money:

General Obligation Bonds:

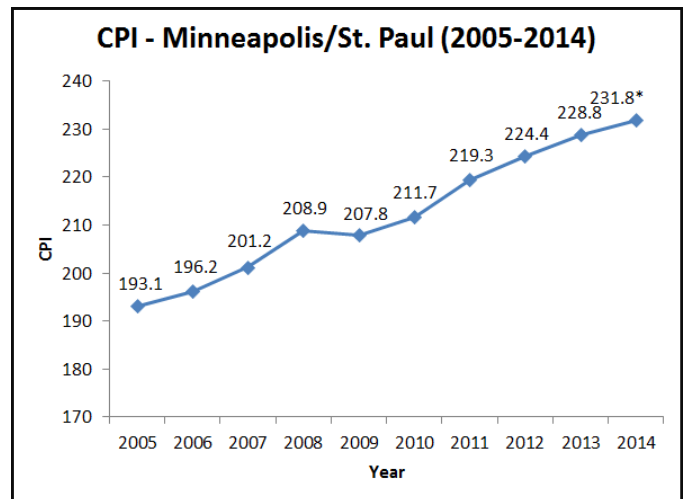
These bonds pledge property taxes for the repayment of the bonds. By law, River Falls is allowed to issue general obligation bond debt up to 5% of the total equalized property value in the City, or approximately \$40 million dollars in debt. The City currently has \$20.1 million dollars in a general obligation debt as of 12/31/2014.

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 \$4.28 million dollars as of 12/31/2014. Revenue bonds are used when it is appropriate for users to repay the debt instead of placing the burden on local property owners.

Consumer Price Index (CPI)

The CPI represents changes in price of all goods and services purchased for consumption by urban households. User fees (such as water and sewer service) and sales and excise taxes paid by the consumer is also included. Income taxes and investment items (like stocks, bonds and life insurance) are not included. The CPI is also a good indicator of the United States Inflation rate.



Source: Bureau of Labor statistics (2014 data only available for 1st half of the year)

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

= 

Source: City Staff

Where Does Your Tax Dollar Go?

Every December property owners pay taxes on their property. The graphic to the left breaks down this process to illustrate the percentage each tax jurisdiction receives in taxes for the City of River Falls.

2010 Census Data

City of River Falls

Population

Total Population	15,000
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Housing Status

Total	5,449
Occupied	5,150
Owner-occupied	2,839
Population in owner-occupied	7,371
Renter-occupied	2,311
Vacant	299
Vacant: for rent	174
Vacant: for sale	58
Vacant: seasonal/recreational/occasional use	20

Population by Sex/Age

Male	7,014
Female	7,986
Under 18	2,580
18 & over	12,420
20-24	3,572
25-34	2,073
35-49	2,090
50-64	1,841
65 & over	1,234

Population by Ethnicity

Hispanic or Latino	270
Non Hispanic or Latino	14,730

Population by Race

White	14,219
African American	177
Asian	218
American Indian & Alaska Native	63
Native Hawaiian & Pacific Islander	3
Other	73
Identified by two or more	247

State of Wisconsin

Population

Total Population	5,686,986
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Housing Status

Total	2,624,358
Occupied	2,279,768
Owner-occupied	1,551,558
Population in owner-occupied	3,964,396
Renter-occupied	728,210
Vacant	334,590
Vacant: for rent	63,268
Vacant: for sale	34,219
Vacant: seasonal/recreational/occasional use	193,046

Population by Sex/Age

Male	2,822,400
Female	2,864,586
Under 18	1,339,492
18 & over	4,347,494
20-24	386,552
25-34	721,694
35-49	1,163,293
50-64	1,135,937
65 & over	777,314

Population by Ethnicity

Hispanic or Latino	336,056
Non Hispanic or Latino	5,350,930

Population by Race

White	4,902,067
African American	359,148
Asian	129,234
American Indian & Alaska Native	54,526
Native Hawaiian & Pacific Islander	1,827
Other	135,867
Identified by two or more	104,317