

# 2016 Trends Report



## Acknowledgments

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District 1: David Cronk, District 2: Jim Nordgren

District 3: Hal Watson, District 4: Aaron Taylor

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## INTRODUCTION

Now in its 15th 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 also serves as an informative resource for community members. Setting numerical goals and tracking progress towards those targets helps affect positive growth and change.

### 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.

### 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).

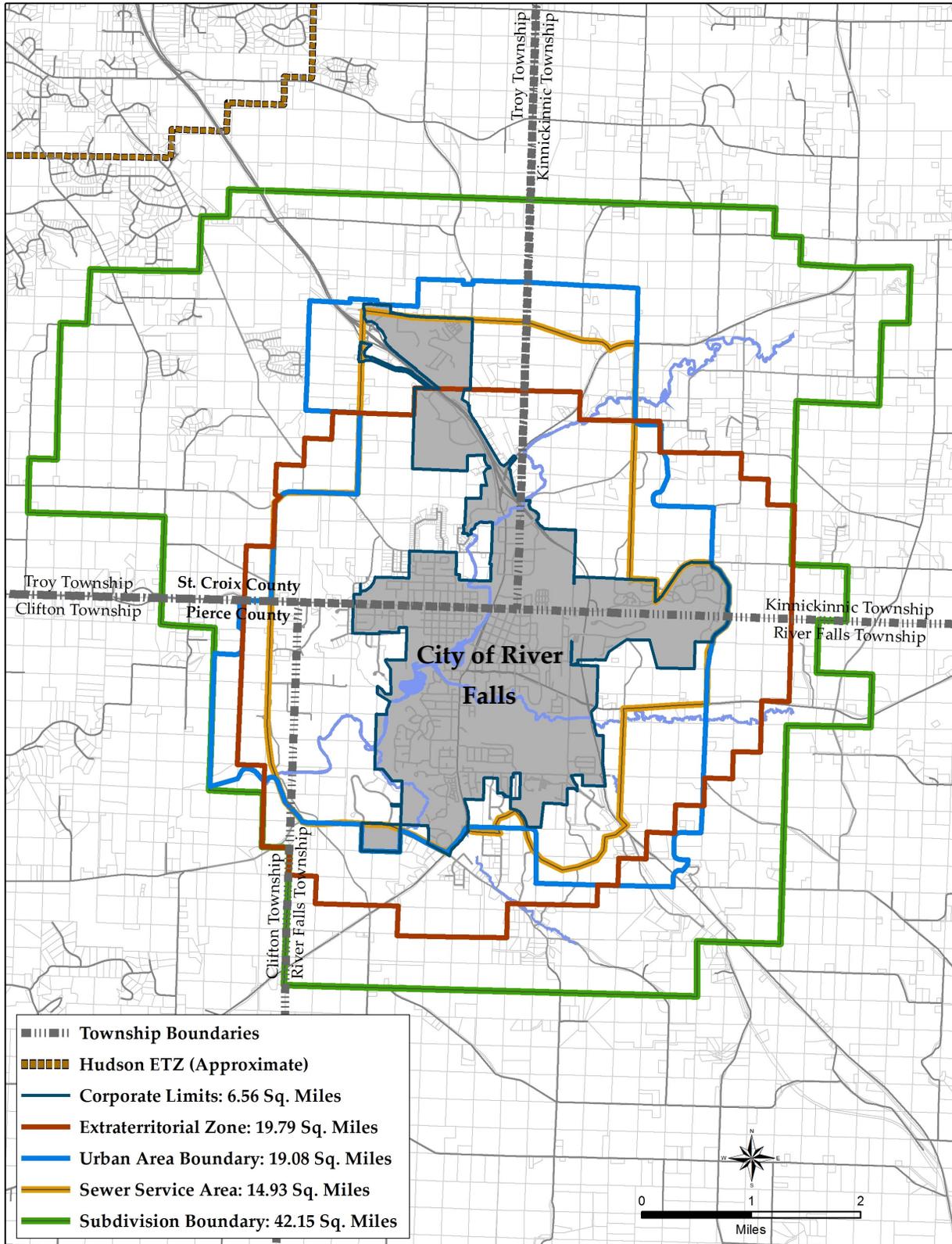


The City of River Falls is located on the northern border of Pierce County and southern border of St. Croix County.



River Falls City Hall

# Location: Regional Boundary Map



# SUMMARY AND STATISTICS: 2015

	2010 Census Population	2015 DOA Population	5-Year Growth Rate
City of River Falls	15,000	15,180	1.2%
Troy Township	4,705	4,948	5.2%
Kinnickinnic Township	1,722	1,755	1.9%
Clifton Township	2,012	2,033	1.0%
River Falls Township	2,271	2,295	1.1%
St. Croix County	84,345	86,169	2.2%
Pierce County	41,019	41,251	0.6%
State of Wisconsin	5,686,986	5,753,324	1.2%

Source: 2010 Census & Department of Administration 2015

	Acres	Square Miles
City of River Falls	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

**City Housing Growth:** 60 new units

**Housing Tenure:** Owner Occupied– 50%  
Renter Occupied– 50%

**Median Value Owner-Occupied Units:**

**Counties –** St. Croix: \$226,200  
Pierce: \$187,400

**Towns –** Troy: \$321,800  
Kinnickinnic: \$294,200  
River Falls: \$260,200  
Clifton: \$312,300

**Median Household Income:**

**Counties –** St. Croix: \$70,313  
Pierce: \$61,613

**Towns –** Troy: \$116,326  
Kinnickinnic: \$81,979  
River Falls: \$66,593  
Clifton: \$105,341

**Water System Demand:** 1.2 million gallons per day

**Wastewater System Capacity:** 1.8 million gallons per day

Source: 2010-2014 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, construction, trade & transportation, information, professional & business, education & health, and leisure & hospitality services.

One measure of the economic health and vitality of a region is the unemployment rate – defined as the percentage of people that are actively searching but are unable to find a job. As seen below, the unemployment rates for 2015 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 2015 figures for Labor Force, Employed, Unemployed and the Unemployment Rate.

Between 2011 and 2015, St. Croix and Pierce counties experienced over 18% growth in leisure & hospitality and manufacturing workforces. The education & health services sector grew over 18% in St. Croix county, however it shrank 6.5% in Pierce county. The professional & business service sector grew over 18% in St. Croix county, but shrank 40% in Pierce county. The remaining labor markets grew over 7% in both counties.

Some of the major employers in River Falls include: First National Bank, Family Fare Supermarkets, Local Net, River Falls School District, University of Wisconsin-River Falls, Minnesota Rubber & Plastics, Sajan Inc., and Foley United.

## 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

## 2015 Labor Force Statistics

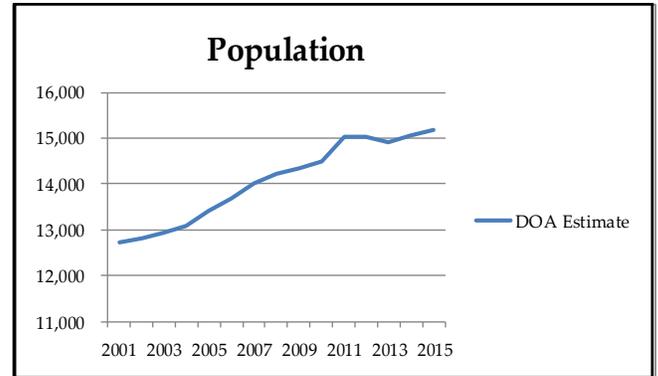
	Labor Force	Employed	Unemployed	Unemployment rate (%)
St. Croix	48,903	47,023	1,880	3.8
Pierce	24,426	23,463	963	3.9
Wisconsin	3,095,376	2,952,797	142,579	4.6

Source: Wisconsin Department of Workforce Development

# GROWTH

## City Growth

From 1990 to 2010, the City of River Falls experienced an average annual population growth rate of 2%. However, the Wisconsin Department of Administration (DOA) estimated the 2015 population of the City of River Falls to be 15,180. This number indicates a 0.84% population increase from the 2014 estimate, and represents about 127 residents, as shown in the graph to the right.



Source: Department of Administration (DOA) 2015

## Town Growth

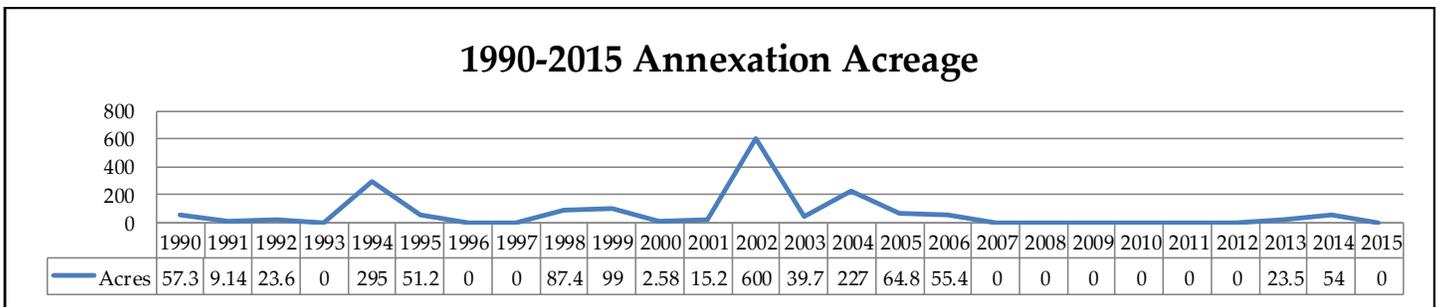
The Towns surrounding the City of River Falls are the Towns of Troy, Kinnickinnic, River Falls and Clifton. The Towns encompass a total of 96,000 acres of land, or approximately 150 square miles. According to the 2010 census, the total population of the Towns was 10,710 people. Estimated Growth for 2015 shows the total Town population increased by 3.0% for a total of 11,031 people, as shown in the chart on the left.

	2010 Census	DOA 2015	Percent Change
Troy Township	4,705	4,948	5.2%
Kinnickinnic Township	1,722	1,755	1.9%
River Falls Township	2,271	2,295	1.1%
Clifton Township	2,012	2,033	1.0%
<b>Total</b>	<b>10,710</b>	<b>11,031</b>	<b>3.0%</b>

Source: U.S. Census Bureau, 2010-2014 5-Year American Community Survey, Department of Administration (DOA) 2015

## Annexation

From 2000 to 2015, approximately 1,082 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. There were no new annexations in 2015.

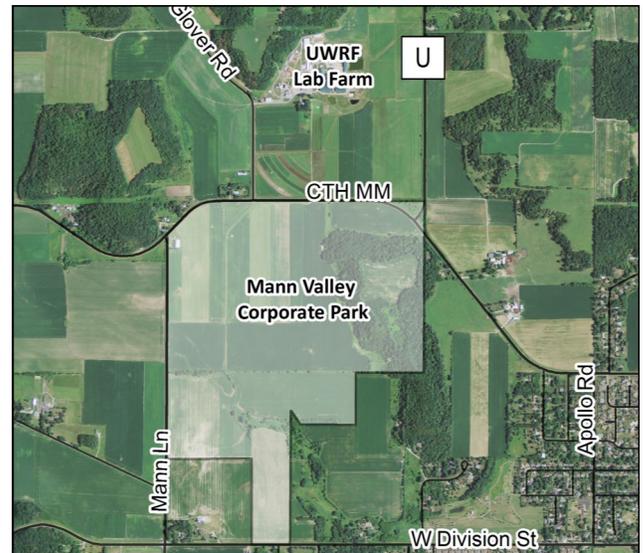


Source: City of River Falls Community Development

## GROWTH: BUSINESS PARKS

### Mann Valley Corporate Park

This is the future location of nearly 285 developable acres of a 325 acre site on the northwest side of River Falls. It will have direct access to STH 35 via the new Radio Road interchange making this site minutes from I-94. The site is not currently developable, however the City is discussing building sites with interested companies for whom it makes mutual sense to do so. Currently, the site lacks water and wastewater infrastructure, but does have the capability for electrical service. The City has identified costs to improve this site and is partnering with St. Croix County to improve Radio Road from the interchange south to CTH MM.



Mann Valley Corporate Park has direct access to STH 35 from CTH U to the Radio Road interchange.

### Sterling Ponds Corporate Park

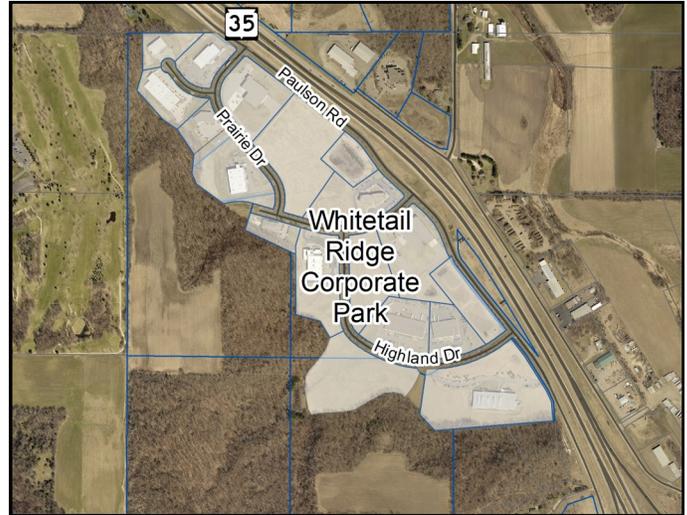
In an effort to create additional employment, increase property valuation and diversify the local economic base, the City developed the Sterling Ponds Corporate Park. It is located on Highway 35, north of the existing Whitetail Ridge Corporate Park. The majority of this park is zoned for light Industrial (I1) and corporate tenants with some lots set aside for conservancy, in a similar manner to the neighboring Whitetail Ridge Corporate Park. Additionally, the city, the colleges, and the River Falls Economic Development Corporation were collectively awarded a \$1.42 million grant for the establishment of the St Croix Valley Business Incubator in Sterling Ponds Corporate Park. Once established, it will serve as a one-stop location for the coordinated delivery of business development services in the region. Currently there are several developable lots available and more coming in the future.



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.

## Whitetail Ridge Corporate Park

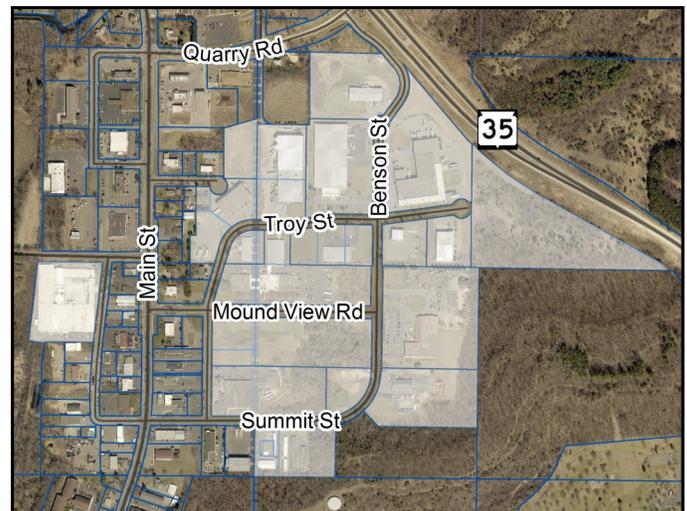
It is home to approximately one dozen businesses and an estimated 400 employees. Whitetail Ridge continues to be River Falls' premier corporate park due to its beautiful setting for employees with access to trails and landscaped boulevards. It is located off of STH 35 along Paulson Rd. It is home to businesses such as the Sajan Inc, Minnesota Rubbers & Plastics, O'Keefe Inc., Rush River Brewing Co., Viking Coca-Cola, American Test Center, NCCM Company, Little Adventures Daycare, and more. There are approximately 23 acres available in 3 different lots as well as vacant building.



Whitetail Ridge Corporate park.

## River Falls Industrial Park

The River Falls Industrial Park established in 1989 is the oldest business park in the city. It has a mix of light and heavy industrial tenants. It is home to several businesses such as Best Maid Cookie Company, Foley United, Crystal Finishing Systems, Magma Flooring, River Falls Industrial Center I & II, Schwan's, Designer Doors, and many more. Currently there are approximately 7 acres of privately owned land available for immediate development on Mound View Road.



River Falls Industrial Park is located off of STH 35, Quarry Rd, Troy Street, and Benson Street. The park is River Falls' oldest business park.

# HOUSING



River Falls Housing Authority Edgewater Apartments

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.

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.

### River Falls Housing Authority

The Housing Authority administers 270 homes for low and moderate-income families in an effort to ensure that aging, disabled and economically disadvantaged citizens will have access to a home in town. Additionally, the River Falls Housing Authority administers the Section 8 Voucher rent assistance program for residents of River Falls.

In 2015, 97 applications for affordable housing were received and 42 apartments turned over creating a vacancy 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	50.0%
Housing Vacant	5.2%
Dwelling Units Rented	50.0%
Median Home Cost	\$176,300
Median Rent (Monthly)	\$783
Average Household Size (Owned)	2.56 People
Average Household Size (Rented)	2.20 People
Total Housing Units	5,713
HOUSING UNITS BY VALUE	
Less Than \$50,000	1.2%
\$50,000 to 99,999	6.8%
\$100,000 to 149,999	21.2%
\$150,000 to \$199,999	34.0%
\$200,000 to \$299,999	27.5%
\$300,000 to \$499,999	9.2%
\$500,000 to \$999,999	0.1%
More than \$1,000,000	0.0%

Source: U.S. Census Bureau, 2010-2014 5-Year American Community

# HOUSING

## Residential Developments

2015 brought 60 new living units to the City of River Falls, which is a 1.64% decrease from the 61 units built in 2014. Active residential developments in 2015 include: Highview Meadows, Highview Meadows II, Shady Bend of Spring Creek, Royal Oaks, South Pointe, Knollwood, Stone Brook, Eco Village PUD, Boulder Ridge, and Sterling Ponds.

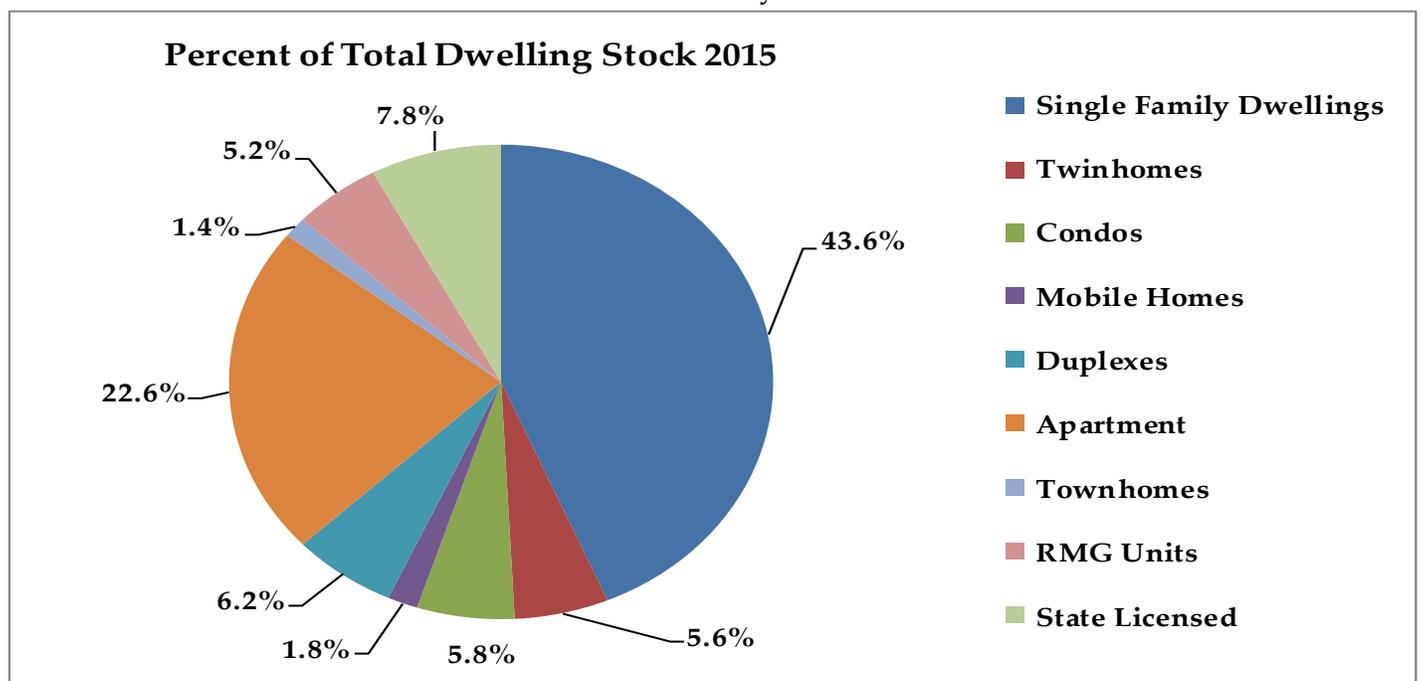


Sterling Ponds Subdivision

2015 DWELLING UNITS	
Single Family + Twin Homes	52
Townhomes	8
<b>TOTAL NEW DWELLING UNITS</b>	<b>60</b>

## Housing Composition

The data below illustrates the housing stock by type and amount for 2015. The majority of the housing is single-family dwellings (43.6%) 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 2015, city water was provided to over 5,000 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 993,635 gallons. The total water pumped in 2015 was 362,677,000 gallons.

### Water Demand

The minimum daily usage pumped was 646,939 gallons. The maximum daily usage in 2015 was 2.84 million gallons compared to 2.23 million gallons in 2014, 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 average flow at the plant in 2008 was 1.1 million GPD and has remained stable for the past 7 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 utility box beautification.

## 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 16 million kWh of green power annually, which is roughly equal to 13% 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 2015, 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 in the state of Wisconsin in customer participation in renewable energy with over 500 customers.

Renewable energy accounts for 26.7% of the City of River Falls total energy consumption. Over 20% of the renewable energy is allocated to University of Wisconsin-River Falls.

In 2015, the City of River Falls was recognized for its innovative re-imagining of grey space by the American Planning Association-Wisconsin Chapter. The City partnered with Habitat for Humanity to develop the Eco-village in River Falls. The housing development of 18 homes is able to recover 45-67% of energy, saving home-owners \$578-715 annually.



Habitat for Humanity Eco-Village Subdivision

### Blue Bike Program

In 2016, the City launched the Blue Bike Program this will lead to a reduction of air and noise pollution from vehicles and traffic congestion, lower greenhouse gases emissions, minimize run-off and water quality impacts from motor vehicles, and offers an alternative form of travel. Additionally, this promotes community health and wellness.

The program has four bicycle racks with a fix-it station for the community to use free of charge. The bicycle racks are located throughout the City of River Falls.



Blue bike rack at Hoffman Park.

## 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.



St. Croix Gas-River Falls



### 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 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.

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 2015, Running Inc. became the new shared ride taxi provider for the City of River Falls which also operates in many other cities throughout Wisconsin.



Glen Park trail

COMMUTE STATISTICS	
Average Commute Time	24.9 (min)
COMMUTE MODE	
Auto (alone)	73.5%
Carpool	10.1%
Mass Transit	0.3%
Work at Home	2.7%
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.	8.8%
Commute greater than 60 min.	8.3%

Source: U.S. Census Bureau, 2010-2014 5-Year American Community

## 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.

## 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

# 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. Conservancies work to preserve the natural beauty and value of land.

A good standard for parks, according to the City Beautiful Movement, is devoting approximately 10% of total land for parkland. As of 2015, 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 more outdoor opportunities. River Falls is one of six communities in Wisconsin to receive this recognition.



The Parks and Recreation Department is also proud to offer the community a variety of recreation programs for all age groups. Courses include: art, singing, gymnastics, T-ball, baseball, football, disc golf, tennis, soccer, swimming, pickleball, volleyball, and many more.

Park Development	
Active Parks	Acres
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
Larson	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
<b>TOTAL</b>	<b>200.77</b>
Conservation Areas	
	Acres
Whitetail 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
Kinnickinnic Pathway	20.00
Foster	11.00
Hoffman	10.00
Riverside Drive	1.50
Division Street Bridge	1.00
<b>TOTAL</b>	<b>441.37</b>

Source: City Staff

# PUBLIC SERVICES: PARKS AND RECREATION

## Park Master Plan

In 2015, the City of River Falls adopted a master plan for Glen Park and Hoffman Park. The Park Master Plan outlines how the parks will be developed over the next few years to accommodate various activities and facilities for park users to enjoy.

## Hoffman Park

In 2015, the construction of a multi-use storm shelter, which holds 360 people, was completed near the baseball stadium. The project was made possible with the help of a Federal Emergency Management Awareness (FEMA) grant. The shelter will provide a safe space in severe weather as well as a public restroom for park visitors.

Additionally, construction of the Tri-Angels Playground was completed with the help of volunteers and community donations. The new playground is centrally located within Hoffman Park and comprises play equipment for a range of all ages.

Future projects include: a new parking lot that will accommodate more vehicles, another point of entry, a new event building, an amphitheater, among other enhancements.

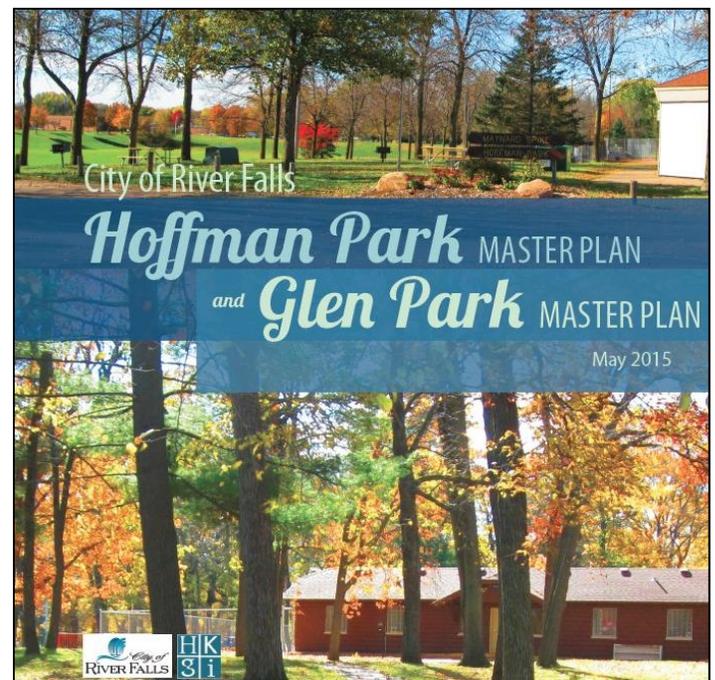


Tri-Angels playground

## Glen Park

The master plan for Glen Park will maintain several key features such as the iconic Swinging Bridge, pickle ball courts, picnic shelter, the bathhouse, and pool storage.

Future projects include: a new parking lot and access changes, a new event building, expanded pool area, a new nature themed playground, trail improvements, an ice skating rink, as well as other amenities.



Hoffman Park storm shelter

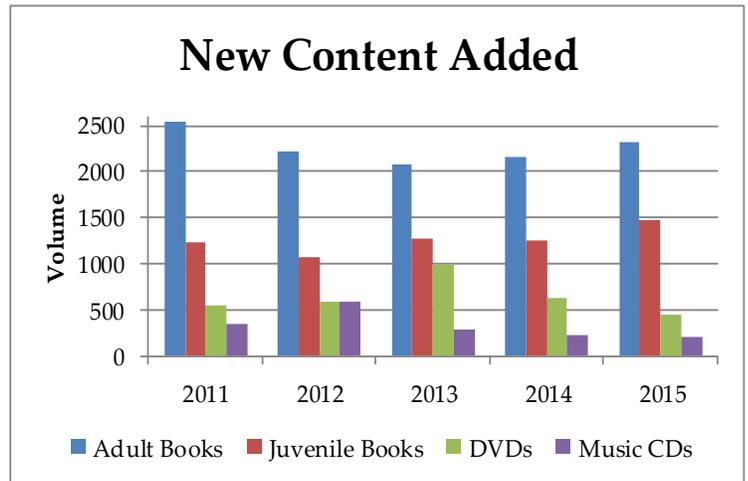
## River Falls Library

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 2015, the River Falls Public Library mortgage was paid off. Additionally, the library was named “Wisconsin Library of the Year” by the Wisconsin Library Association for 2015.

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 from 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 another device through the Wisconsin Public Library Consortium site.



River Falls Library entrance

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 such as iPad, iPod, and Nook reader that library users can examine and try out in-house.

## EMERGENCY SERVICES

### Fire

In 2015, there were 46 active firefighters which includes 45 paid-per-call members and 1 full time Fire Chief. Last year there were 267 calls logged which is an increase of 15.58% from 2014. The Fire Department made several purchases including a new fire engine which arrived in September 2015. The Fire Department also purchased 40 new self-contained breathing apparatuses (SCBA). These improvements will allow firefighters to respond to emergencies more effectively and safely.

Additionally the fire department offers programs to keep citizens and staff properly informed about fire safety. Pauline Williams was recognize by the State Fire Inspector's Association as the 2014 State Fire Educator of the Year.



New fire engine purchased in 2015.

### Emergency Medical Services

The River Falls Emergency Medical Service (EMS) has 13 paramedics, one EMS director, and one Assistant EMS Director/Training officer. In 2015, there were 2,284 calls for service, which is approximately 23% increase from 2014.

Additionally, the EMS region expanded to incorporate the Prescott area and now serves approximately 50,000 people, an increase of 7,500 people and 54 square miles from 2014. Since its implementation EMS has responded to 373 calls from the city of Prescott.



The new EMS Bobcat will be essential to reach people in rural areas where an ambulance is unable to drive.

### 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 has a Police Reserve Unit with an authorized strength of 21 members. The River Falls Police Department generated 2,299 case reports in 2015 and logged an additional 3,476 calls for service. Additionally, Gordon Young was appointed the new Chief of Police for the City of River Falls.

## EDUCATION: UW-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 campus is set on 225 acres in a suburban community.

The university enrolls and provides high impact educational opportunities to more than 5,900 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 center of excellence in the 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 2015 Professional Sales Education Institute by the Sales Education Foundation for a second consecutive year.



Opening in 2017, the Falcon Center will become the new home for the Health and Human Performance Department. The 162,300 square foot facility will include state-of-the-art teaching classrooms, an exercise science lab, a new fitness center, an outdoor adventure rental center and bouldering wall. It will house new locker rooms, training rooms, and will house the Don Page arena.

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
2015	5,262	5,958

Source: UW-River Falls

\*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.

**UNIVERSITY OF WISCONSIN**  
**River Falls**

# CHIPPEWA VALLEY TECHNICAL COLLEGE



Chippewa Valley Technical College (River Falls campus)

The River Falls Campus is one of the many campuses belonging to CVTC. This campus provides a full-service Academics 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 many other colleges and universities. CVTC graduates have a 93% job placement rate after graduation and earn an average annual starting salary of \$39,330. Over the past few years CVTC has increased program offerings in a variety of areas, including business, information technology, and construction.

CVTC students have the opportunity to live in the residence halls on UW-River Falls' campus. Living in a residence hall or dorm while attending college is often the first thing students think about when they start planning to transition to college life. The dorm experience is valuable for a number of reasons, including the opportunity to meet new people, get involved in student activities and clubs, and participate in social, educational, cultural, and recreational opportunities.

CVTC Student Enrollment	
YEAR	Number of Students
2015	1,250
2014	1,335
2013	1,177
2012	1,160
2011	1,100
2010	1,100
2009	1,000

25% increase in CVTC population from 2009-2015

Source: Chippewa Valley Technical College

CVTC, River Falls Campus Programs
Business Management
Criminal Justice
Law Enforcement
Executive Assistant
Human Resources
IT Mobile Developer
IT Software Developer
Liberal Arts
Marketing Communications
Organizational Leadership
Nursing Assistant
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 2014-2015 school year. The School District of River Falls has updated their Strategic Plan 2015-2020 entitled 'Renewing Our Promise'. The updated strategic plan is a framework, a strategy for continuing to move the district forward. It is a result of an inclusive process involving community members, business partners, civic leaders, school board members, students and faculty. The plan is proactive and is future-focused approach to continue our district's rich tradition of educational excellence.

## School District Enrollment

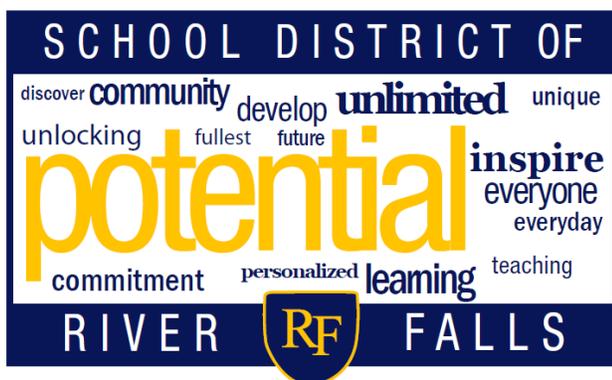
Enrollment provides an insight into the relative size of the elementary, middle, and high school student populations.

The number of elementary school students (K-6) increases from 1,602 to 1,621 showing a 1.2% gain from 2013-14 to 2014-15.

The number of middle and high school students (grades 7-12) decreased from 1,625 students in 2013-2014 to 1,602 (loss of 23 students) in 2014-2015. This indicates a 1.4% decrease in the student body.

## Highlights of River Falls Public Schools

- Character education program
- Investment in technology (currently 1:1 devices in grades 6-12 and 1:3 devices in grades K-5)
- Outstanding teachers & quality instruction
- Strong Arts program
- Partnerships with the University of Wisconsin-River Falls, Wisconsin Indianhead Technical College, Chippewa Valley Technical College, and Dakota County Technical College
- Community Education program
- Westside Elementary School: National Blue Ribbon Award recipient
- Meyer Middle School named 2016 Wisconsin School of Character



<b>River Falls</b>
<b>School District</b>
River Falls High School
Meyer Middle School
Greenwood Elementary
Montessori Public Elementary
Renaissance Academy
Rocky Branch Elementary
Westside Elementary

# FINANCES: BUDGET

## Two Year Budget

The first year of the two year budget cycle for Fiscal Years 2015-2016 provided a favorable experience for the City of River Falls. Revenues were consistent with expectations allowing funding for additional priorities without changing the proposed levy for 2016.

The City of River Falls operated with a 2015 budget of \$38,673,216. This is an decrease from 2014 of approximately 7% or \$2.9 million. The 2015 budget includes funding for all governmental services, debt service costs and capital improvement projects for the City. Of this total, only 13% of the City’s revenue comes from general property taxes. The City’s finances for the 2015 budget come from the following:

2015 Revenues		
Property Taxes	\$5,171,749	13.3%
Tax Increment Revenue	\$1,048,259	2.7%
Other Taxes	\$166,500	0.4%
Intergovernmental Revenue	\$4,351,985	11.2%
Regulation	\$339,000	0.9%
Public Charges for Services	\$20,310,283	52.5%
Special Assessments	\$2,500	0.01%
Miscellaneous Revenue	\$1,249,923	3.2%
Interest Income	\$336,862	0.9%
Cash Balance	\$1,784,150	4.6%
Other Financing Sources	\$3,912,005	10.1%
<b>Total</b>	<b>\$38,673,216</b>	

## Capital Improvements

Capital improvements refers to construction projects and infrastructure updates initiated by the city. These projects often include park development, water, sewer, electric lines, road construction, maintenance, as well as acquisition of land. Some of the major capital improvement projects include: Mann Valley Corporate Park Master Plan, Wastewater plant improvements, Kinnickinnic River Corridor Plan, and power plant substation updates. City spending for various capital improvement categories for 2015 are displayed in the chart below.

The City uses two Capital Project Funds, one for general infrastructure projects and one for replacement of vehicles and equipment. Both funds follow the 2015-2019 Capital Improvement plan approved by city council in 2014.

2015 Expenditures		
General Government	\$2,410,454	6.2%
Public Safety	\$4,811,005	12.0%
Public Works	\$19,677,999	51.0%
Cultures/Recreation	\$2,057,930	7.0%
Conservation and Development	\$762,473	2.0%
Other Public Service/Transfer	\$10,040	4.0%
Capital Projects	\$3,074,829	8.0%
Debt Services	\$1,707,484	4.4%
Other Finances	\$3,149,739	8.1%
Reserves	\$1,011,263	2.6%
<b>Total</b>	<b>\$38,673,216</b>	

# FINANCES: BONDS AND DEBT

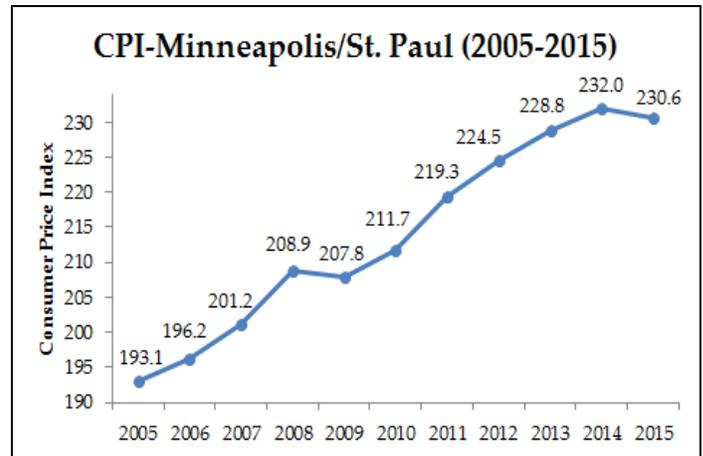
There are two primary types of municipal bonds that cities use to borrow money:

### 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 \$16.6 million dollars in a general obligation debt as of 12/31/2015.

### 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 \$4.4 million dollars as of 12/31/2015. Revenue bonds are used when it is appropriate for users to repay the debt instead of placing the burden on local property owners.



Source: Bureau of Labor statistics

### 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 (stocks, bonds and life insurance) are not included. The CPI is also a good indicator of the United States Inflation rate.

Where property taxes go to...

River Falls School District (42¢)	
City of River Falls (Includes Tax Increment) (32¢)	
Pierce and St. Croix Counties (21¢)	
Chippewa Valley Technical College (4¢)	
State (1¢)	

Source: City Staff



# 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: 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/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

2015 Revenues	
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Tax Increment Revenue	\$1,048,259
Other Taxes	\$166,500
Intergovernmental Revenue	\$4,351,985
Regulation	\$339,000
Public Charges for Services	\$20,310,283
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