



City of RIVER FALLS NEWSLETTER



January 2014 • VOLUME 5 • ISSUE 1

Mayor's Message



Well, we made it to 2014 - another new year. I hope it is a healthy and happy one for all, but I send out my condolences to all of you who lost someone this past year.

It is actually October as I sit here and write this article, so I hope the weather has stayed nice, but unfortunately having lived through way too many of these winters, my intuition tells me that the weather is probably crappy again. Oh well, this too shall pass (although not soon enough).

I am hopeful that the Packers are playoff bound again - most likely on their way to another Superbowl, while the Vikings get ready for another high draft pick in the spring!!!!

With the New Year comes new things in the City - the opening of the new baseball park, the continued construction of the new overpass, the opening of the new corporate park and all the other things that are going on in the City. By now I assume most of you have forgotten your New Year resolutions (I know I have), but remember to think about giving back to the local charities, churches and organizations in your City. Volunteering to sit on a board or committee is also a great way to give back to your community.

It is also the end of my two year term as your Mayor, a job that I have greatly enjoyed; I thank everybody for their kindness and support. If I have learned anything these past two years, it is that we have the best City staff, Fire Department, Police Department, Ambulance Service, Library and citizens of any other town or City that I have been to and that is something that we as a community should be very proud of. I hope you will all take the time to enjoy all of the beautiful places and the attractions that your City has to offer and don't forget to bring some friends and relatives with you so you can show off your City to them.

I always look forward to hearing from people about whatever they are thinking so please do not hesitate to contact me to talk about it, even if you just want to tell me how great of a job we are doing at the city.

Take care and remember it's your City so get out there, enjoy, and be proud of it! ~


Dan Toland ~

2014 River Falls Park and Recreation Activity Guide

The River Falls Park and Recreation 2014 Activity Guide will be available mid-March on the City's website www.rfcity.org. It will also be included in the white Western Wisconsin Buyer's Guide that is delivered to mailboxes. This edition will be packed with programs/activities to help keep you and your family occupied throughout the spring/summer with a healthy balance of recreation, entertainment, and fun.

The City is also excited to offer free online registration that is user friendly. Please visit www.rfcity.org/online-registration. If you have any questions regarding activities anytime during the year, please call River Falls Park and Recreation Department at 715-425-0924. ~

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Did You Know...

If you are in search of information from a past newsletter, you can find it on the City's website at www.rfcity.org/pastnewsletters. ~



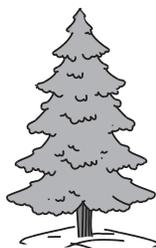

City of
RIVER FALLS
City of River Falls
Web Site
www.rfcity.org

Calendar of Events

November 1-March 31	Odd/Even Parking in Effect
January 1	City Offices and Library Closed
January 2-17	Christmas Tree Curbside Pick Up
January 7	Middle School Book Discussion Group, 4 p.m. at library
January 14	High School Book Discussion Group, 4 p.m. at library
January 14-29	Babytime on Tuesdays, 9:30 a.m. at library
January 14-29	Toddler Lapsit on Tuesdays 10:45 a.m. at library
January 15	Young Adult Book Discussion, 6:30 p.m. Junior's Bar & Grill
January 16-May 1	Preschool Storytime on Thursdays at 10:30 a.m. or 1 p.m. at library
January 20	Out of School Event 10:30 a.m./Legos 4 p.m. at library
January 21	4th-5th Grade Book Discussion Group, 4:15 p.m. at library
January 31	Property Taxes Due at County
February 2-March 9	River Falls Reads
February 3, 17	Lego Afternoons 4-5 p.m. at library
February 4	Middle School Book Discussion Group, 4 p.m. at library
February 11	High School Book Discussion Group, 4 p.m. at library
February 11	..	Women in the Civil War – Talk by Kurt Leichtle, 7 p.m. at library
February 17	Out of School Event 10:30 a.m. at library
February 18	Primary Election (if needed)
February 18	4th-5th Grade Book Discussion Group, 4:15 p.m. at library
February 19	Young Adult Book Discussion, 6:30 p.m. Junior's Bar & Grill
March 1	Dr. Seuss Read Across America, 10:30 a.m. at library
March 3, 17	Lego Afternoons 4-5 p.m. at library
March 4	Middle School Book Discussion Group, 4 p.m. at library
March 11	High School Book Discussion Group, 4 p.m. at library
March 12	Bowls of Hope, 5-7 p.m. (see www.uwrf.edu for info)
March 13	Bottoms Up! A Toast to Wisconsin's Historic Bars and Breweries with Author Jim Draeger, 7 p.m. at library
March 17	St. Patrick's Day Celebration (see www.rfchamber.com for info)
March 18	4th-5th Grade Book Discussion Group, 4:15 p.m. at library
March 19	Young Adult Book Discussion, 6:30 p.m. Junior's Bar & Grill
March 24	Emergency Weather Warning Siren Test Date, 1 p.m.
March 24-April 28	Foreign Film Series, 7 p.m. at library
March 28-29	American Cancer Society Relay for Life, 6 p.m. start, RFHS
April 1	Spring Election, Polls Open 7 a.m.-8 p.m.
April 1	Middle School Book Discussion Group, 4 p.m. at library
April 2-17	4th Annual Peeps Diorama Contest at library
April 4-6	River Falls Roots and Bluegrass Festival (see www.rfchamber.com for info)
April 8	High School Book Discussion Group, 4 p.m. at library
April 14, 28	Lego Afternoons 4-5 p.m. at library
April 15	4th-5th Grade Book Discussion Group, 4:15 p.m. at library
April 16	Young Adult Book Discussion, 6:30 p.m. Junior's Bar & Grill
April 18-20	City Offices and Library Closed
April 24	Emergency Weather Warning Siren Test Date, 1:45 p.m.
May 1	Open Book, 1-8 p.m., City Hall
May 2	Open Book, 8 a.m.-12 noon, City Hall
May 6	Middle School Book Discussion Group, 4 p.m. at library
May 10	International Migratory Bird Day, time TBA, at City Hall
May 13	High School Book Discussion Group, 4 p.m. at library
May 20	4th-5th Grade Book Discussion Group, 4:15 p.m. at library
June 5	Board of Review, 8:30-10:30 a.m., City Hall

Curbside Christmas Tree Pick up

Advanced Disposal, the City's contracted waste hauler, will pick up Christmas trees at residents' normal garbage pickup location January 2-17. Trees enclosed in plastic will be accepted; however, wreaths or garlands with wire will not be accepted. Heavy snow fall or other severe weather conditions may delay or extend the schedule. A separate truck will be used to collect the trees. If you have any questions or if your tree is not picked up by January 24, please call Kristy Treichel at 715-426-3412 or e-mail ktreichel@rfcity.org.



2013-2014 Property Tax Payments

Reminder – property taxes are due January 31. Property owners should make their tax payments to their County Treasurer. The County Treasurer's name and address is printed on the tax bill. Both counties offer the ability to pay with credit cards, and to make online payments.

Property taxes can be made in two installments with the first payment is due January 31 and the second payment is due July 31.

The counties also have online tax information for current and previous years at the following sites:

- Pierce County – Phyllis Beastrom, Treasurer
Phone 715-273-6743
Website: http://www.co.pierce.wi.us/Treasurer/Treasurer_Main.php
- St. Croix County – Laurie Noble, Treasurer
Phone 715-386-4645
Website: <http://stcroixcowi.wgxtreme.com>

City staff are available to answer questions regarding the property tax process and will help with other tax related issues.

Name and Address Changes on Property Records

Contact your County Treasurer for information on how to make name or address changes on your property record. ~

Sidewalks to be Kept Clear

City ordinance requires the owner/occupant of any lot or parcel to remove snow and/or ice within 24 hours after a snowfall ends. If the owner/occupant fails to comply with this requirement, the City shall have the snow and/or ice removed and the cost will be charged to the property owner. The cost for the City to remove the snow and/or ice shall be billed according to the City's current Fee Schedule. Failure to pay for said services, upon billing, will result in the costs being assessed against the property and placed on the annual tax roll.

Note: Only one door hanger notice will be posted at the property this snow season regarding clearing of sidewalks. After the first notice, the City will clear sidewalks if they have not been done. If you have any questions, please contact Terry Kusilek, Street Supervisor, by phone at 715-426-3481 or by e-mail at tkusilek@rfcity.org. ~

2014 Emergency Weather Warning Siren Test Dates

In conjunction with the National Weather Service, the City of River Falls will be doing audible testing of the outdoor warning siren system on Thursday, April 24, 2014. If actual severe or threatening weather occurs, the test will be postponed until Friday, April 25.

Listed below is the audible test schedule for 2014. The test day is Monday (except for Thursday, April 24). If severe or threatening weather exists on any of the scheduled dates, the test will be the next day (Tuesday) at the same time.

- March 24, 1 p.m. --Make-up date – Tuesday, March 25, 1 p.m.
- April 24, 1:45 p.m. -Make-up date – Friday, April 25, 1:45 p.m.
- May 19, 1 p.m. -Make-up date – Tuesday, May 20, 1 p.m.
- June 23, 1 p.m. - Make-up date – Tuesday, June 24th at 1 p.m.
- July 28, 1 p.m. -Make-up date – Tuesday, July 29, 1 p.m.
- August 25, 1 p.m. - Make-up date – Tuesday, August 26, 1 p.m.
- September 22, 1 p.m. - Make-up date – Tuesday, September 23, 1 p.m.

On duty staff at the River Falls Police Department monitor developing weather conditions and initiate activation of the weather sirens based on the following protocol:

- When conditions exist indicating immediate danger of a tornado or severe thunderstorm.
- If the National Weather Service issues a tornado or severe thunderstorm warning, and such conditions are threatening locally.
- When local law enforcement from the area advise of approaching severe weather conditions, sightings of tornadoes or high winds.
- If storm conditions exist, and public sightings of tornadoes or high winds are reported locally.

Please note: the City of River Falls does not sound an “all clear” after an actual activation of the outdoor warning system.

All community members are encouraged to familiarize themselves with safe practices regarding severe weather. Information can be obtained at the National Weather Service website at: <http://www.nws.noaa.gov/safety.php> or Wisconsin Emergency Management website at: <http://emergencymanagement.wi.gov> or by calling the River Falls Police Department. ~

Adopt-A- Hydrant

The winter months bring a special concern to the Fire Department. Winter storms can often hide fire hydrants under a mountain of snow making them impossible to find quickly. In the event of a fire, firefighters have to locate and often shovel out fire hydrants before hooking up to them. Precious time is lost. We are asking that you help us keep the fire hydrant closest to your residence or business clear after each and every snowfall. Please consider helping a neighbor with a medical condition or who is elderly, by shoveling out a hydrant in front of their home. This act of kindness will benefit the entire neighborhood. Clearing a path approximately three feet around the hydrant will allow the firefighters room to work should the need arise. Thank you for your help. ~



2014 Spring Elections

Elections for local offices will be held on April 1, 2014. The following offices will be up for election:

- Mayor – Two year term currently held by Dan Toland
- Alderperson At Large – Two year term currently held by Scott Morrissette
- Alderperson District 4 – Two year term currently held by Christopher Gagne
- Municipal Judge – Four year term currently held by June Cicero

Due to temporary appointments made in 2013, a Special Election will also be held on April 1, 2014, for the following offices:

- Alderperson at Large – Currently held by Dan Gulick to expire April 20, 2015
- Alderperson District 3 –Currently held by David Reese to expire April 20, 2015

If a primary is needed, it would be held Tuesday, February 18, 2014. A primary is needed when more than two candidates run for the same office. Polling locations are open from 7 a.m.-8 p.m. Please contact the Clerk's Office at 715-426-3419 or 715-426-3408 if you are unsure of your voting location. ~

Voter Registration and Absentee Ballot Requests

Residents may register to vote, request an absentee ballot, and check their status on the Wisconsin My Vote website (<https://myvote.wi.gov>) or at the City Clerk's Office. Absentee ballots are available in the Clerk's Office two weeks before an election and are available to all registered voters. Specific State Statute deadlines and required documentation apply to voter registration and absentee ballot requests. Please contact the City Clerk's Office at 715-426-3419 or 715-426-3408 with your election questions.

Upcoming Deadlines

February Primary (if needed)

Last day to request an absentee ballot by mail – Thursday, February 13, 2014. Last day for in-person absentee voting – Friday, February 14, 2014

April Election

Last day to request an absentee ballot by mail – Thursday, March 27, 2014. Last day for in-person absentee voting – Friday, March 28, 2014 ~

Updated Training Guide Reflects Election Law Changes

River Falls' election workers appointed in December 2013 will be seeing a new training guide for 2014. The City Clerk's office conducts a one hour training class for election workers before each election. As election laws become more extensive, more and more topics are up for discussion at each training session. The new training guide will eliminate the need to review the most common parts of running an election at each training session and will serve as an accessible source of information on Election Day for the election workers. The new training guide will include information on voter registration, voting machines, accessibility, and an emergency plan. The Training Guide is posted on the City's website at www.rfcity.org/electionmanual. ~



Library Programs and Events Winter/Spring 2014

Check the library website, www.riverfallspubliclibrary.org/events.html or our Facebook page for the most up-to-date information and events not included in this list or call 715-425-0905. Library programs are free of charge. Registration is not required unless noted. Sign up for email notification of our monthly schedule by emailing Katie at katiec@riverfallspubliclibrary.org, or get notices of upcoming events by registering for notifications at the City's website, www.rfcity.org.

Closed Dates

- January 1; April 18, 19, 20

Drop boxes will be open; renew materials online at the MORE website, www.more.lib.wi.us or by calling Telephone renewal 1-866-697-3639.



Children/Youth Programs



SCHOOL IN-SERVICE DAY PROGRAMS

The library schedules a fun and educational program on out-of-school days. Check our website for details and more information about these programs. Dates: January 20 and February 17, at 10:30 a.m. in the Lower Level Community Room.

DR. SEUSS READ ACROSS AMERICA

Celebrate Dr. Seuss' birthday at the library with fun crafts, treats, and stories! Preschool through Grade 5.

Date: March 1, 10:30-11:30 a.m.

Place: River Falls Public Library, Lower Level Community Room

BOOK DISCUSSION GROUPS FOR YOUTH

Books are selected by group members. Participants receive a copy of the book to keep. All meetings take place in the Board Room.

High School: Second Tuesday of each month. Time: 4-5 p.m.

Dates: January 14, February 11, March 11, April 8, May 13

Middle School: First Tuesday of each month. Time: 4-5 p.m.

Dates: January 7, February 4, March 4, April 1, May 6.

4th & 5th Grade: Third Tuesday of each month. Time: 4-5 p.m.

Dates: January 21, February 18, March 18, April 15, May 20

LEGO AFTERNOONS (grades K-5)

Lego time will be held on Monday afternoons in the Children's Program Room. Join us for a fun hour of building Lego creations at the Library. We provide the Legos; you provide the imagination. Please register by stopping by or calling the children's desk; limited to 20 children per session. Dates: January 20; February 3, 17; March 3, 17, 31; April 14, 28; Time: 4-5 p.m.

PAWS TO READ

The popular 'read with Zorro the dog' program will be back in 2014.

Check at the children's desk for dates and times.

STORY TIMES

Stories, songs, action rhymes, and lots of fun! Pre-registration required. Class sizes are limited. Registration began December 30.

Babytime (0-23 months & caregiver) – Tuesdays 9:30-9:50 a.m.

Dates: January 14-April 29

Toddler Lapsit (24-36 months & caregiver) – Tuesdays 10:45-11:15 a.m. Dates: January 14 – April 29

Preschool Story Time (3-5 year olds) Thursdays 10:30-11:15 a.m. or 1:00-1:45 p.m. Dates: January 16-May 1

RIVER FALLS READS 2014

It was fifty years ago today... Join us for a One Book, One Community reading event featuring events of the turbulent 1960s. Programs and dates have not finalized as of press time. Please pick up a flyer at the library, or check the library website for further information on the book(s) we will be reading, programs and events, book discussions, and film titles.

Dates: February 2 through March 9

Time: Varies by event

Place: River Falls Public Library



'Do It Again' Dance

Here's your chance to have Prom the way you always wanted it. You and your date are invited to dance to the live music of the Bad Habits Brass Band, enjoy savory snacks and bubbly drinks, and dance the night away at the River Falls Public Library. This will be great fun for adults of all ages. Leave the kids with the sitter, let your hair down, and swing your sweetie. If you missed your high school prom or just want to relive it, don't miss this one! For great dress ideas, visit the library gallery where more than 50 dresses from all eras are on display through January 26.

Date: Saturday, January 18, 7-10 p.m.

The Healing Desert

Sandpainter Michael Augustin will create a sandpainting while talking about the ceremonial practices of the Hopi tribes and his work with medicine men and traditional healers of the Navajo tribe.

Date: Sunday, January 19, 2 p.m.

Women in the Civil War: Talk by Kurt Leichtle, UWRF History Department Chair

Explore the key roles women played in this devastating conflict. Co-sponsored by AAUW.

Date: February 11 at 7 p.m. - Lower Level Community Room

Bottoms Up!: A Toast to Wisconsin's Historic Bars & Breweries with author Jim Draeger

Date: March 13 at 7 p.m. - Lower Level Community Room

Foreign Film Series

Six Monday nights featuring award-winning international films, both current and classic. Free popcorn!

Dates: March 24-April 28, 7 p.m. - Lower Level Community Room

Young Adult Books for Adults

Adults are buying and reading teen novels in record numbers. Find out what the attraction is. This is the feistiest book discussion group you'll ever join! Third Wednesday of each month, starting at 6:30 p.m. at Junior's Bar & Grill.

January 15 – *The Perks of Being a Wallflower* by Stephen Chbosky

February 19 – TBA; will coordinate with River Falls Reads theme

March 19 – *Hourglass* by Myra McEntire

April 16 – *Grave Mercy* by Robin LaFevers

Library Programs and Events

(continued from page 4)

4th Annual Peeps Diorama Contest

Another helping of fun at the Public Library—show off your creativity, and your ability to make any topic relate to marshmallow chicks and bunnies. Entries should be no bigger than 18”X18” and must include at least one Peep. Imagination and bad puns are encouraged, but please keep it family-friendly. Earn a brand new toothbrush for your entry courtesy of our local dentists. Entries due Wednesday, April 2, at 8 p.m. Judging will be held April 3. People’s Choice voting is April 3-9; winners announced April 10. Dates: April 2-17 - Viewing during open hours



Lily Schartau, 2013 1st Place Youth Winner

In the Lower Level Kleinpell Gallery

This Magic Moment: the Finery, the Music and Memories of Prom

Dates: December 15, 2013-January 26, 2014

Pen & Ink, with a Side of Metal

Featuring a body of work by Philip Colpitts and three-dimensional contributions by members of the MetalSmiths’ Guild.

Dates: February 2-March 2, 2014

Quilts from Traditional to Trendy

No longer just for the bed, the annual quilt exhibit showcases careful stitchery, amazing designs, and vibrant colors.

Dates: March 9-April 20, 2014

A Student of the Arts: The Annual All-School Art Show

Artwork by students of all ages from the River Falls Schools and Homeschool Groups.

Dates: April 27–May 23, 2014 ~

Cascade Avenue Project Receives APWA-MN Project of the Year Award

The American Public Works Association - Minnesota Chapter (APWA-MN) has selected the Cascade Avenue Reconstruction Project as the recipient of the 2013 Minnesota Chapter APWA Project of the Year Award. The project is truly a complete road and infrastructure makeover that transformed Cascade Avenue from an outdated entry into a striking gateway to the City and fabulous front door to the University of Wisconsin-River Falls (UWRF).

According to the Chapter, projects that receive the APWA-MN Project of the Year Award typically involve innovative project management, financing, multi-agency participation and provide future value to the public works profession and perception by the public. They also take social, economic, and sustainable design considerations into account. Key attributes of the Cascade Avenue Reconstruction Project closely matched the criteria used to evaluate projects including:



Director of Public Works/City Engineer, Reid Wronski, accepts the APWA-MN Project of the Year Award for Cascade Avenue

- The project’s key partners - the City of River Falls, UWRF, and Wisconsin Department of Transportation - allowed it to be funded through an innovative cooperative agreement making it unnecessary to use local property taxes to pay for the project.
- A public involvement process which over 125 different people attended one or more of the seven public meetings that helped shape the vision for Cascade Avenue.
- Project completion six months ahead of contract requirements.
- Final construction cost was \$3.65 million; nine percent below the contract award; 20 percent below the engineers’ estimate, and well below the preliminary estimates used for drafting cost share agreement.
- Construction was managed to provide minimal disruption and inconvenience to the 7,000 UWRF students, faculty and staff whose campus was bisected by the project.
- Innovative and opportune storm water management was integrated into the design and the roadway width was decreased by 35 percent providing a significant decrease in impervious surfaces.
- The street lighting uses LED fixtures, reducing energy consumption and carbon footprints by 75 percent compared to traditional street lights.

It may seem unusual for APWA Minnesota Chapter to recognize a Wisconsin project. It reflects that APWA-MN is a valuable regional public works organization and the City of River Falls is within the Twin Cities Metropolitan Area. City staff are members of this chapter because it provides close and convenient networking and educational opportunities with other Public Works agencies in the immediate region. The public works challenges faced by other outlying metro communities reflect closely on many of the challenges that River Falls faces.

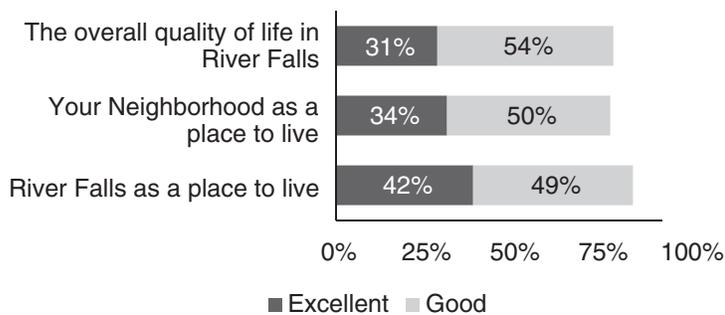
The project was led by Reid Wronski, Director of Public Works/City Engineer, working with a consulting engineer team from Short Elliott Hendrickson managed by Dave Simons. The project was constructed by Hass Sons, Inc. under the direction of Kirk Boettcher. All three were present to receive awards from APWA-MN at their Fall Conference on November 21. ~

2013 Citizen Survey Results

Over the summer of 2013 the City of River Falls conducted their first ever comprehensive citizen survey. The City partnered with the National Research Center to conduct the National Citizen Survey. Mail surveys were sent to 1,200 randomly selected households located within the City. We would like to thank all of our residents who participated in the survey! Thanks to your participation the City experienced a 35 percent response rate and the results have a five percent margin of error, which is phenomenal for a first-time citizen survey. Below are some of the highlights of the survey results, to view the complete survey results, please visit the Citizen Survey page on the City's website (<http://www.rfcity.org/citizensurvey>).

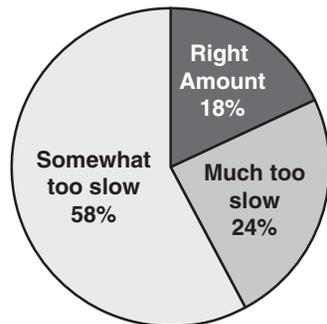
Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing services and amenities that make for an attractive community. Ninety-one percent of residents rated River Falls as a good place to live.

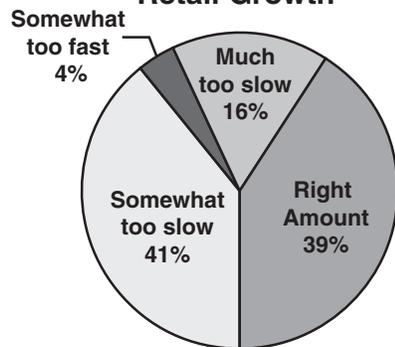


As a part of the citizen survey, residents were asked to rate a number of community features related to economic opportunity and growth. Fifty-eight percent of residents stated that job growth in River Falls was somewhat too slow. Similarly, 41 percent of residents stated that retail growth within the City was somewhat too slow.

Jobs Growth

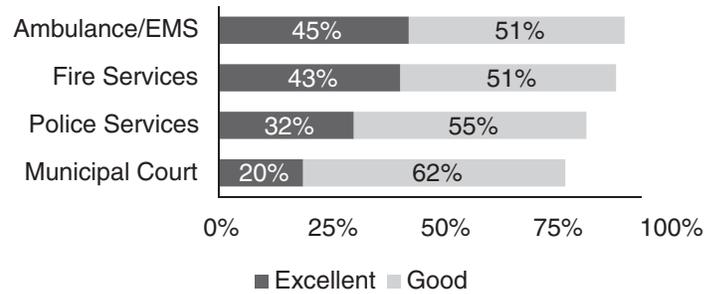


Retail Growth



Survey Results Highlights

Residents were asked to rank all services the City offers to its residents. When asked to rank the City's public safety services, residents rated these services with high levels of satisfaction. The highest ranked public service department for the City as revealed by the survey is the Ambulance Department with the rating of 96 percent satisfaction. Residents indicated having a greater sense of community and personal public safety during the daytime than nighttime safety.



The City takes great pride in the services and amenities offered by the River Falls Public Library. The citizen survey results revealed that residents also take pride in and use the public library facility and their services. Eighty-one percent of residents report visiting the River Falls Public Library at least once in the last twelve months and satisfaction with the services provided by the Library was rated at 96 percent satisfaction by residents.

The City's survey results were further analyzed for key drivers. Key drivers are services that correlated most highly with residents' perception about overall City service quality have been identified. Three key drivers were identified for the City of River Falls:

- Economic Development
- Preservation of natural areas
- Public schools

The City of River Falls is committed to continual improvement and evaluation. The comprehensive citizen survey is a key tool in our efforts to improve. Moving forward, the comprehensive citizen survey results will be used to guide future decision making and to help improve service delivery. If you have any questions regarding the citizen survey or its results, please free to contact Scot Simpson, City Administrator (ssimpson@rfcity.org).

Yes, Please Notify Me!

On our new city website (www.rfcity.org), residents can now sign up for The Notify Me® option located on the right side of the home page. Notifications will be sent out for any topic you choose by simply signing up. The City of River Falls will not share our subscriber list. You can choose to subscribe to e-mail message and/or text message notifications from the Public Library, Park & Recreation, RFFD Burning Bans, City Meetings, Events, City News and more. The City is excited to be able to offer this service, and it's a great opportunity for the City to communicate with our residents!

Join In the Spring Fun!

St. Patrick's Day – March 17

Celebrate St. Patrick's Day in downtown River Falls on Monday, March 17. The celebration kicks off with the Pot O' Gold Medallion Hunt with the first clue being posted at 12 noon. Spend the afternoon indulging in the Potato Soup Cook-Off by sampling soup from participating businesses in various locations. Festivities wrap up with teams racing homemade beds down the middle of Main Street as part of the Fifth Annual Bed Races.

River Falls Roots and Bluegrass Festival – April 4-6

The River Falls Roots and Bluegrass Festival is a three-day musical festival located in the heart of downtown River Falls on April 4 - 6, 2014. Now in its fourth year, an estimated 5,000 attendees are expected to converge on River Falls to experience



a weekend of regional and local bluegrass, roots and cajun music. Enjoying the feel and character of our historical Main Street, attendees move venue to venue to

experience music all weekend long.

Also taking place are fiddle and banjo workshops, jam sessions, singer/songwriter contests, and much more. Become part of the legacy and check out one of River Falls' fastest-growing events. For more information on either of these events, visit www.rfchamber.com or call the River Falls Chamber of Commerce at 715-425-2533.

2014 Dog Licenses and Tags Available Now



City of River Falls residents are required to license dogs that are over five months of age. In order to process a dog license, a current rabies vaccination record must be on file in the Clerk's Office. The vaccination record must include the date the rabies vaccination was given, the vaccination expiration date, the manufacturer of the vaccination, the serial number of the vaccination and also whether the dog is spayed or neutered. If you do not have a current rabies record, you may obtain it from your veterinarian.

The license fee for a spayed or neutered dog is \$5, and \$10 for intact dogs. There is a \$5 late fee for licenses issued after March 31, unless you have owned your dog for less than 30 days. Licenses are issued at City Hall during regular business hours of 8 a.m. to 5 p.m. Monday through Friday.

If processing a license through the mail is more convenient, please include a copy of the rabies record, your name, phone number, the appropriate fee and mail to: Dog License, City of River Falls, 222 Lewis Street, Suite 207, River Falls, WI 54022. The license and tag will be returned to you by mail. If you have any questions, please call Bridget Hieb at 715-426-3419 or bhieb@rfcity.org.

International Migratory Bird Day Scheduled for May 3, 2014

The City of River Falls has been recognized as a Bird City for 2013 at the Sustained flight level for the third year. Modeled on the "Tree City USA" program,



Bird City Wisconsin developed 22 criteria across five categories, including habitat creation and protection, community forest management, limiting hazards, public education, and recognizing International Migratory Bird Day. If a community meets at least seven criteria, it becomes an official "Bird City."

In early May 2013, the Third Annual International Migratory Bird Day hosted by the St. Croix Valley Bird Club took place at City Hall. The event was a huge success in spite of the 10 inches of snow and 40 degree temperatures. Families and birders turned out in large numbers for what became mostly an indoor event. The rain plan or in this case snow plan was put into action with numerous demonstrations and displays taking place in City Hall including a visit by a magnificent one year old Red Tailed Hawk. Despite the weather, several outdoor events took place including a bird banding demonstration courtesy of the Carpenter Nature Center and their knowledgeable staff, and a bird walk along the Kinnickinnic River that recorded 47 species of birds.



Our thanks go out to the St. Croix Valley Bird Club and their dedicated members for making this a successful community event. This upcoming year's event is scheduled for Saturday, May 3, 2014. Please look for specific event information on the City's website (www.rfcity.org) and in the Park and Recreation Guide. We look forward to introducing more people to the fun of birding.

Parking Meter Update

After a yearlong moratorium on parking meter enforcement and much consideration, including a parking study and public meetings, the Common Council repealed Ordinance 10.16 regarding parking meters. Current parking meters are no longer enforced and will be removed over the next several months. Thank you to everyone who participated in the public meetings and provided feedback regarding the parking meters.



The 2014 Approved Budget

The City's annual budget for fiscal year 2014 totals \$41.3 million and accounts for city services such as police, fire, parks, utilities and library services. The majority of the property-tax funded services is recorded in the City's general fund, which is primarily comprised of wage and benefit expenses. Other major general fund costs are insurance, utilities, street maintenance and fuel. The amount levied in local property taxes to support the 2014 budget is \$4,910,158, which is an increase of 6.5 percent over the previous year's levy.

The approved budget includes increased operating support for general fund expenses, including an additional patrol officer and park planning funds. These added expenses were offset by lower debt service payments due to refunded and prepayment of prior debt. In addition, more funding has been allocated toward capital costs, such as the purchase of equipment. The 2014 budget is higher than was projected in the 2011 fiscal plan, but is consistent with the overall goal of reducing long-term obligations and emphasizing the payment of current expenses (including many capital items) with current revenues.

After study of the River Falls Ambulance Service operations, a change in the staffing structure has been recommended for 2014, with the proposed addition of two full-time paramedic positions and four part-time paramedic positions included in the budget. The Ambulance Service is primarily funded with fees for services, and not property tax dollars. The additional staffing will help the service maintain its excellent service to the community.

Capital Improvement Program

The 2014 budget shows the City Council's commitment to maintaining the infrastructure needs of the City, and has included the following projects and equipment in the budget:

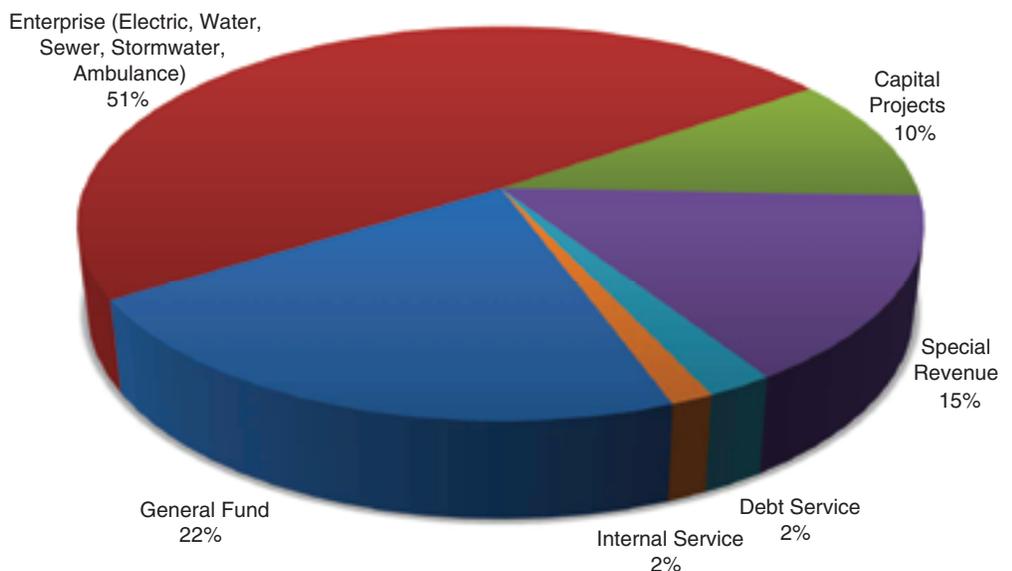
- Radio Road Interchange project completion \$1,900,000
- Fire Hall roof replacement \$ 74,000
- White Pathway Extension \$ 150,000
- SCBA equipment (Fire department) \$ 215,500
- Replacement of engine #6 (Fire department) \$ 500,000
- Continue weather siren replacement program \$ 20,000
- Replacement of public works equipment \$ 154,000

Funding sources include property tax levy, grants, long term borrowing and non-general fund operating revenues.

In addition, construction of a new corporate park is also planned and included in the budget. The proposed park will be included in a tax increment district, which will allow for future increments to pay for land assembly, infrastructure and development costs. The budget includes \$3,143,000 in estimated costs for 2014.

The following 2014 Revenues – All Funds graph represents the funding sources for all budgeted funds in 2014.

2014 Revenues - All Funds



Employee Spotlight

Jeremy Freihammer



Jeremy Freihammer joined the Engineering Department for the City of River Falls in August as Assistant City Engineer. He joins the City with over nine years of experience as a civil engineer. Jeremy is a 2004 graduate of North Dakota State University where he earned his Bachelor's degree in Civil Engineering and became a Professional Engineer in 2008. He comes from Pierre, South Dakota, where he worked as Office Manager and Senior Project Engineer for the consulting firm Interstate Engineering.

Jeremy has experience with a range of construction projects including street, storm sewer, water and sanitary sewer projects as well as site and subdivision development. For the City, he works on a variety of projects including annual pavement management, street and utility plan development, and site plan reviews.

Jeremy is a native of Brainerd, Minnesota, and is excited to be in River Falls to be closer with family and all the recreational opportunities of the area. He enjoys hunting, fishing, snowmobiling, kayaking, and NDSU football and tailgating. ~

James Walker



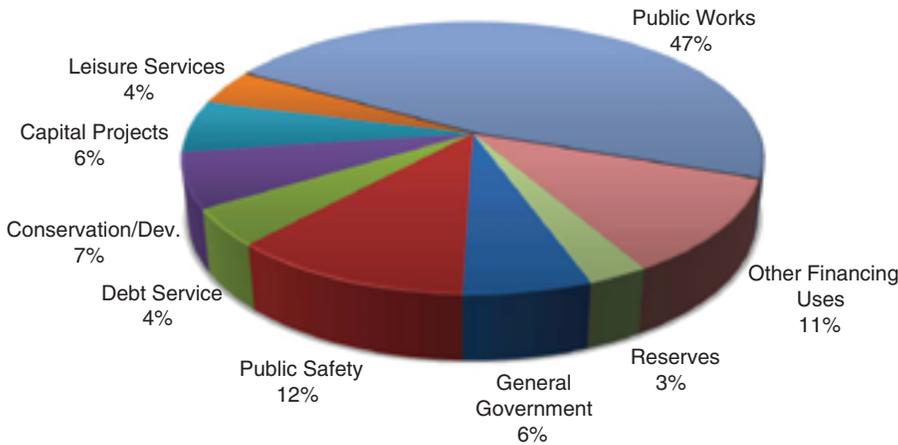
James Walker joined the River Fall Police Department in August as the Community Service Officer. He is originally from Minneapolis. James is currently enrolled as a second year student in the Law Enforcement Program at the Chippewa Valley Technical College. He will graduate in May 2014 with an Associate's Degree of Applied Sciences.

In his role as Community Service Officer, James primarily performs animal control and parking enforcement. He also responds to parking complaints, abandoned vehicles and other nuisance related issues.

James loves working for the River Falls Police Department. He plans to eventually become a full time patrol officer at some point in time. In his spare time, James likes to spend time with family, playing with his dog, and enjoying the outdoors. He is a football fan and cheers for the Vikings. ~

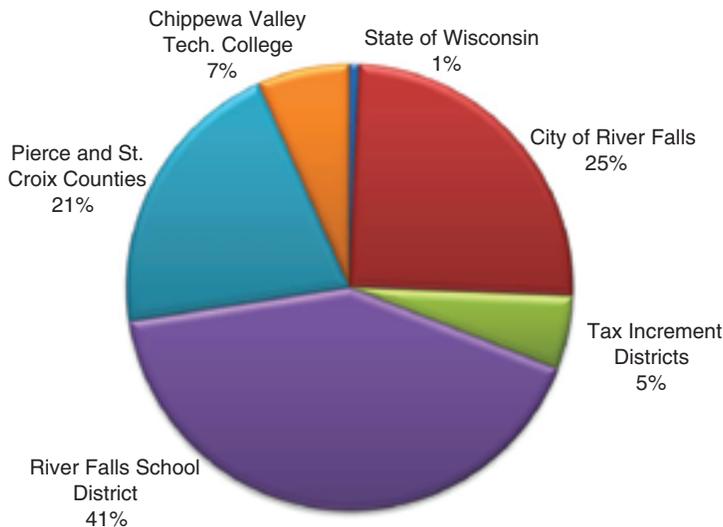
The 2014 Expenses – All Funds graph illustrates the uses of funds included in the 2014 budget.

2014 Expenses - All Funds



The approved budget includes a property tax levy of \$4,910,158 to support City operations, though the City of River Falls is only one of the taxing jurisdictions included on the property tax bill. Levies from the River Falls School District, State of Wisconsin, Chippewa Valley Technical College and Pierce and St. Croix counties are also included.

2013-2014 Property Tax Bill



The City welcomes your input into the annual budget process. The adopted budget is available on the City's website www.rfcity.org, City Hall and the River Falls Public Library. For more information, please contact Julie Bergstrom, Finance Director, at (715) 426-3416 or by email at jbergstrom@rfcity.org. ~

Utility Billing Due Dates and Payments

Please remember that in order for River Falls Municipal Utilities to process your payment in a timely manner, it must be in the Utility Office by 5 p.m. on the due date. This includes payments made in person, by phone, on-line, or put in the drop box. Payments received after 5 p.m. on the due date will be credited to the next business day and are subject to late fees. Bill pay options include:

- FREE payment through ACH (pre-authorized payment never forgets to pay your bill on time). Automatically deduct your utility payment from your checking or savings account on the due date. Contact our office at 715-425-0906 or use our web site www.rfmu.org to sign up.
- By phone with check or credit/debit card (877) 885-7968
- Online with VISA, MasterCard, Discover or Check at www.rfmu.org
- Drop Box – located in the City Hall parking lot. Check or money orders only, no cash. Include the tear off portion of your statement to insure accuracy in payment processing.
- Mail - a return envelope is included with your statement each month.
- In person - office hours are Monday – Friday 8 am to 5 pm.

To avoid late fees and/or disconnection contact our office to make a pay arrangement prior to the due date if you are not able to make your payment by the due date. ~

City Moving to LED (light-emitting diode) Street Lights

The City of River Falls will begin purchasing and installing new LED (light-emitting diode) street lights throughout the City in 2014. LED street lights are now more affordable in the long-term because of their reduced cost of maintenance and energy consumption than current high pressure sodium street lights.

LEDs consume up to half the energy of traditional street lights, resulting in long-term cost savings and a reduction in the overall energy consumed. While there is a higher initial cost to purchasing these streetlights, the savings more than off-sets the cost over the life of the street lights. Other benefits of switching to LED street lights are a clearer field of vision at night and reduced maintenance costs.

The City is implementing a four year replacement plan for all cobrahead-style and some smaller decorative street lights with LEDs. This change is another example of our community leading by example in energy efficiency and environmental stewardship. ~

Online Applications Available for Utility Service

The River Falls Municipal Utilities has added applications for new residential and business service to its website at www.rfmu.org under the Customer Services tab. New customers are no longer required to appear in person at City Hall to apply for utility service, although that option is still available. By offering applications for new service online, RFMU hopes to enhance customers' experience in working with the Utility.

Feel free to complete the online application at any time. New service connections will be made during our normal working hours, which are Monday through Friday, 8 a.m. and 5 p.m. Expect a 24 hour turnaround time on service connects after the application has been submitted.

New customers are encouraged to join their neighbors and voluntarily purchase 300 kWh blocks of renewable energy for \$3.00 per month, per block. Currently, over six percent of our customers elect this option. Customers can elect this option on-line by adding their preferred number of renewable blocks to the comment section of the new service form.

After you submit the web form, a Customer Service Representative may contact you to verify any or all of the information provided. ~

Customer Privacy is a Priority for RFMU

Wisconsin Act 25, the Municipal Utility Customer Privacy Law, became effective on July 7, 2013. The law was enacted to prevent municipal utilities from releasing customer information for marketing or other purposes. This law defines 'Customer Information' as "any information received from customers which serves to identify customers individually by usage or account status". There are a few exceptions in the law that allows customer information to be released without consent, including to:

- agents or partners of the municipal utility engaged to perform services on behalf of the municipal utility;
- an owner of real property provided with municipal utility service or the owner's designated agent or representative;
- an owner of a rental dwelling unit that receives notice of past-due charges of tenants;
- a title agent, insurer, lender, mortgage broker, or attorney, in connection with the preparation of real estate closing documents or a foreclosures of real property; or
- any person authorized by law to receive customer information, such as by court order or subpoena. ~

Rain to Rivers Is On Facebook!

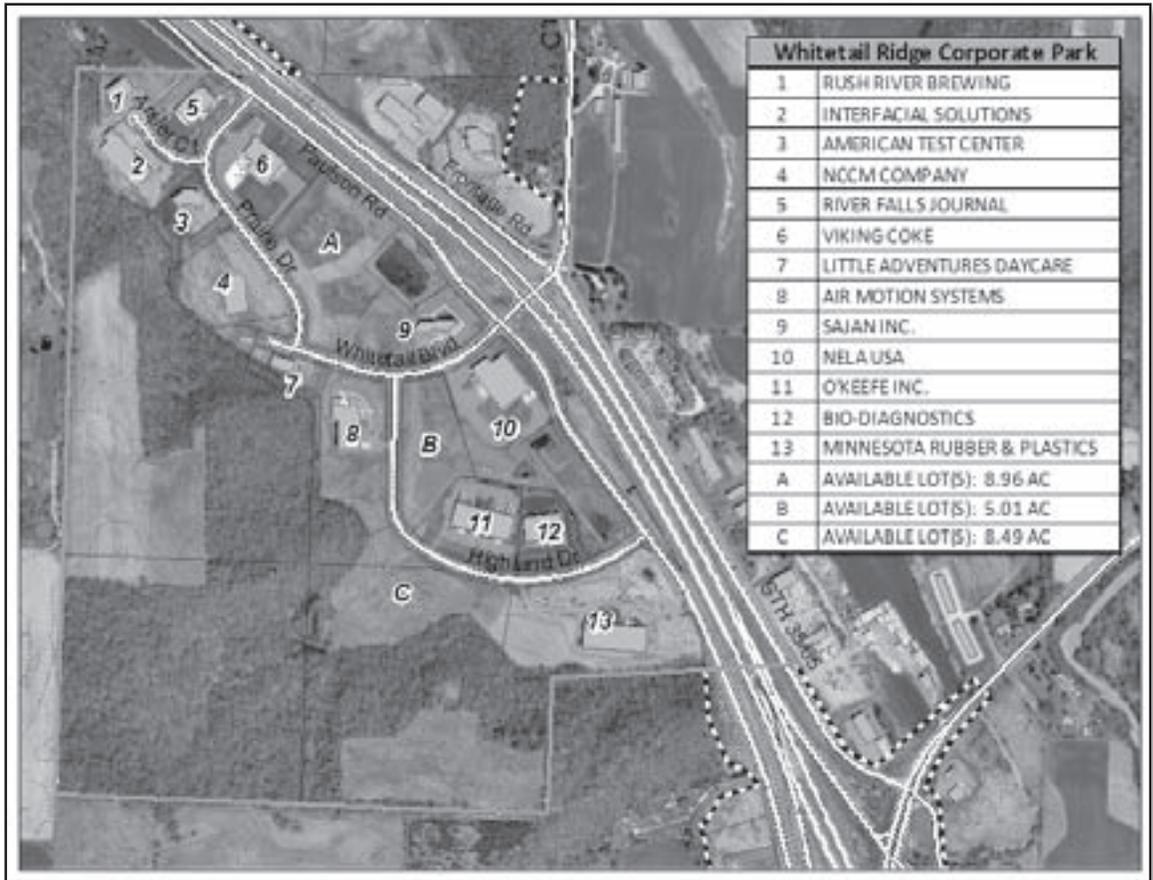


Rain to Rivers is a group comprised of Western Wisconsin communities providing storm water education and outreach. The internet has become an important resource for the environmentally conscious. With the increasing popularity of Facebook, Rain to Rivers wanted to have a powerful presence. If you haven't visited the Rain to Rivers page or "liked" it on Facebook yet, please do so. You'll see interesting storm water facts and educational tools, relevant environmental news, video messages, and maybe even a promotion or two. Trust us; you won't want to miss a thing! Stop by today and give us a "like"! This page is for you, so we welcome your posts, comments and participation. We would also appreciate if you would "Share" the page with your Facebook friends; we would love to have them follow along, too. You can find us at: <http://fb.com/rainstorivers> ~

Whitetail Ridge Corporate Park Update

Whitetail Ridge Corporate Park was developed in 1994 with the assistance of a grant from the State of Wisconsin and the use of tax increment financing. Since that time, the property value within the district has grown from \$500,000 to \$22 million and includes 13 companies that employ over 500 people. The district generates approximately \$500,000 per year in tax increment revenue that is used to repay upfront costs and is scheduled to repay interest on those costs as well.

Whitetail Corporate Park is included in a tax increment district that has provided the financing necessary to make the infrastructure



improvements and allow for development. The district plan was recently amended to include Paulson Road north to the Radio Road interchange, as well as to include projects that will benefit the area, including a trail head parking area, and completion of curb and gutter along Paulson Road. This district is scheduled to terminate in 2021, with the properties being added to the general tax rolls.

The most recent addition is NCCM, which is constructing a 26,000 square foot building to service their mill roll manufacturing operation. With the addition of NCCM, the City has three available lots in Whitetail, two which have been optioned to existing tenants in the park. The ability to provide space for industrial and corporate businesses is a priority for the City Council, and has led to the planning for an additional park. ~

Tax Forms Available at the Public Library

Free Federal, Wisconsin, and Minnesota tax forms and instructions will be available in the lobby of the library, beginning in early January, although some don't arrive until the end of the month. Staff puts out forms as soon as they are received.

Reproducible forms and instructions will be available in the reference area by the information desk. The copier is self-serve and copies are 10¢ per page. You can also go to the websites listed below and print them out at the library or at home.

To find forms online, visit the following websites:

Federal forms: Internal Revenue Service
www.irs.gov

Wisconsin forms: Wisconsin Department of Revenue
www.dor.state.wi.us



Minnesota forms: Minnesota Department of Revenue
taxes.state.mn.us/Pages/index.aspx

Links to other states' Department of Revenue:
http://www.taxadmin.org/fta/link/

For a listing of helpful agencies, phone numbers, and websites, go to the library's webpage, www.riverfallspubliclibrary.org, and click on the 'Helpful Links' button on the left side of the page, or call the library, 715-425-0905.

Please note: The library staff cannot answer specific tax questions nor help you complete your taxes or determine which forms you need. If you need assistance, please consult a tax professional. ~

Open Book and Board of Review Scheduled

Dates have been scheduled for the following:

Open Book

Thursday, May 1, 2014 - 1 to 8 p.m. and
Friday, May 2, 2014 - 8 a.m. to 12 noon

Board of Review

Thursday, June 5, 2014 - 8:30 to 10:30 a.m.

Please note: there is legislation pending that could affect these dates. For more information, please check the City's website (www.rfcity.org) or contact the City Clerk (715-426-3408). ~



Meet Mitch O'Keefe, first year member of the River Falls Fire Department

A Firefighter's First Year

In March 2013, the River Falls Fire Department added fifteen new probationary firefighters to help bolster the existing rank and file. One of those new firefighters is 32-year old Mitch O'Keefe, a life-long resident of the River Falls area.

Mitch is married to his wife, Raine, who together have three children: Kian, age 6; Ryker, age 4; and Braxton, age 2. When asked what piqued his interest in being a volunteer firefighter, Mitch simply replied, "I wanted to give back to the community and gain a sense of fulfillment for helping others."

It's been a long process for Mitch and his class of recruits. He started down this road by attending an informational meeting with his wife to find out more about being a volunteer firefighter. "At that meeting, I found out about the time commitment and was glad my wife was there to hear about it too. Without the spouse on board, it won't work. We talked afterwards, and she agreed to support me with this. I felt this was more than just wanting but rather it was something I needed to do."

Mitch's next step was to apply. This included an interview panel, written test, and physical agility test. "The interview was nerve wracking and the physical agility testing was fun, it gave you an idea of what you would be doing as a firefighter."

Once approved for membership, firefighters serve a probationary period where they complete various state certifications for becoming a firefighter. The first is a 60-hour entry level firefighter course, and then a 36 hour Firefighter I course followed by a Firefighter II certification course. Mitch has completed the first two courses.

"I'm impressed with the commitment of our instructors, along with the willingness of all our class members, to help one another out. In addition to recruit training, we attend training with the regular members of the department as well. The older members are all very helpful and don't keep knowledge to themselves. They want to share and make sure we are all good at what we do, and that we do it safely."

Members of Mitch's probationary group have recently been allowed to ride on the fire trucks. "Getting on trucks is a real rush; it's a rite of passage and the department makes us wait until we are trained and can be helpful during emergency calls."

Mitch's group has a few more hurdles to jump before completing probation. In the upcoming months, they will be completing emergency medical training and finishing their firefighter certifications.

When asked how he likes it so far, Mitch replied, "I feel like I have accomplished something at my age; to come start something completely new and help the community, makes you feel good."

"I would like to thank my wife and family for their support of the time commitment I have to make to do this. I also appreciate the welcoming feeling that the members of the department have given me and the other recruits during our first year with the department." ~

Fire Department Open House a Success!

The River Falls Fire Department wishes to thank residents for another successful Open House. The RFFD Annual Open house was held on September 30. An estimated 600+ guests enjoyed a variety of fire safety games and informational booths along with fire extinguisher and vehicle extrication demonstrations. Thank you to Middle School students who helped with some of the booths. Donations were accepted to be used toward the replacement of "Pluggie", who will be retired after this year. We look forward to seeing you again in 2014! ~



Middle School students help with Open House booths



Firefighters perform fire extinguisher and vehicle extrication demonstrations for guests

City of River Falls Employees Make a Difference!



City employees, Bridget and Caitlin, assist with Back to School Night



City employees, Debbie, Dave, Terry, Susan, and Melinda, help out with the Food Shelf Flash Mob

The F.U.N. Committee (Fellowship, Unity, Networking) was formed in Spring 2013 with the goal of uniting co-workers citywide and finding ways to become more involved in our community. City of River Falls' employees participated in many activities throughout the year.

In May, six employees and their families helped package food for the Feed My Starving Children event held at St. Bridget's School. In June, the committee sponsored a 'Food Shelf Flash Mob'. Employees were asked to bring a donation for the food shelf or join the 'mob' to shop at local stores and then deliver the items to the River Falls Food Shelf. Employees donated a total of 262 lbs. to the Food Shelf.

In August, employees and community members donated several boxes full of school supplies to assist the Tuesday Banquet group in supplying our local children in need of school supplies. Nine City employees volunteered to 'shop' with children for the event held at St. Bridget's Church. Over 300 children received free school supplies and a picnic lunch.

In November, employees participated in the Sharing Family program through the River Falls Journal. Many families were given a brighter Christmas through the generosity of those who adopted family members. The committee also coordinated the Mitten Tree and Winter Wear Donation event. Employees and community members donated warm winter items which were then distributed to local programs and schools.

In December, City employees invited River Falls' residents to donate items to the local Food Shelf. All donations were collected and delivered just in time for the holiday season! The F.U.N. Committee looks forward to 2014 and continuing to support more of our local programs. ~

Call to Residents!

Looking for Photos of Our Former Mayors

The City has created a History of River Falls Mayors page on its website (www.rfcity.org/mayors). This page provides each Mayor's years of service and link to a photo (if available).

After much research, we were unable to obtain photographs of all the past Mayors. We are hoping that residents could provide us with a photo or information on the few missing Mayor photos. If available, we would scan the picture to create a digital file and promptly return the photo to the owner.

We need photos for the following Mayors:

- Abraham D. Andrews, April 1885 – July 1885
- John D. Putnam, August 1885 – April 1886
- J.B. Thayer, April 1886 – April 1887
- W. L. Perrin, April 1888- - April 1889
- F. A. Brackett, April 1889 – October 1889
- Victor E. Bailey, April 1908 – April 1909
- Wellesley Vannatta, April 1922 – April 1928.

Here's a list of Mayors that we do have a picture of, but would greatly appreciate a better photo if one can be made available to us:

- Geo. Theo Smith, April 1918 – April 1922
- Robert Krueger, July 1971 – April 1972
- Gene Meyer, April 1972 – May 1972
- G.C. (Dugan) Larson, May 1972 – April 1976, September 1977 – September 1979
- Daryl Hoffman, April 1982 – April 1984

If you any help any way, please contact Dawn at 715-426-3405 or dwillis@rfcity.org. Thank you for your contribution to this collection! ~

Don't Flush – Throw!

Products advertised as “flushable” are becoming commonplace on our store shelves. The problem is while they are “flushable”, they don't break down like toilet paper and are causing great damage to our sewer system. The marketers of the products make a lot of claims about their ability to decompose and be flushable, but the fact is these are the main items causing the recent trend in sewer obstructions.

The most troublesome culprits causing blockages are flushable wipes. Baby wipes, bum wipes, disinfectant wipes, all kinds of wipes. They get flushed, net together, get stuck in pipes, and severely clog expensive pumps in the sewer system.

What can you do about it? Simple, don't flush the following items down the toilet:

- Disposable wipes of any kind, even flushable options
- Sanitary products
- Paper towels
- Band aids

To watch a video on this topic, visit the City's website (www.rfcity.org), click on “Video Center”, and type in the search line: Wipes in the Pipes, and hit enter. ~

Why Public Power?

What Is Public Power?

Public Power can be defined as a not-for-profit electric utility owned by the communities they serve. This business model has been successful in some cities for over a 100 years. In fact, some of the nation's largest cities—Los Angeles, San Antonio, Seattle and Orlando—operate locally owned electric utilities. You may be aware that many Public Power utilities serve as few as 3,000 customers or even less in some locations. Though these organizations may vary in size, there is a common bond between all Municipal Public Power providers including River Falls. Local Public Power providers strive for the delivery of affordable, reliable power through local and open governance which ultimately results in the Utilities direct accountability to the communities they serve.



Power to the People

Like community schools, parks and hospitals, Public Power utilities are local institutions working to meet local needs. Public Power means homes and businesses run on electricity provided by a not-for-profit, locally owned utility. That means the community has more control, so all of the benefits produced by Public Power—including affordable energy costs, better service, and a focus on local goals stay in the community. In the end, Public Power does exactly what its name suggests; it puts power in the hands of the public.

The Origins of Public Power

Public power actually has a long history in the United States. Locally owned Public Power utilities first appeared more than 100 years ago when communities created electric utilities to provide light and power to their citizens. Throughout the end of the 1800s and the first decades of the 1900's, the number of utilities grew rapidly. While many utilities were sold to larger interests during

the 20th century, thousands of communities chose to preserve this valuable asset and the local control it provides. Today, more than 2,000 communities across the country enjoy the advantages of Public Power.

No Stockholders, Just Neighbors

Other utility companies are sometimes called “public” because they provide electric services to everyone—but that doesn't make them true Public Power utilities.

Because local Public Power utilities are owned and operated by the communities they serve; there are no stockholders to please or profits to make. Rates are set locally by citizen-controlled boards in open meetings where community members can influence local energy policies. Local needs are considered when decisions are made about rates and services, power generation, and “green” initiatives. The Public Power model allows for revenues to be reinvested into community programs and projects that contribute to the community as a whole.

Public Power utilities are not-for-profit, they're local, and that makes all the difference. There are substantial, measurable benefits to getting energy from a local, not-for-profit utility. Things like affordable monthly bills, better customer service, a stronger local economy, and a greener environment are all things we strive for at River Falls Municipal Electric Utility.

River Falls Municipal Utilities

Since 1900, we have been proud to serve the residents and businesses of River Falls. Currently, your electric utility serves about 6,000 customers. With this rich history and established deep commitment to community, we are excited for the opportunity to be able to continue to serve River Falls and its ever changing electric needs for the next 100 years while carrying on the tradition of reflecting community values.

Thank you for being a customer of your hometown electric utility. River Falls Municipal Utilities is honored to serve you now and into the future. Learn more about Public Power by watching this short video on You Tube: <http://youtu.be/aJSLKIRt8gM>. ~

2014 POWERful Choices! Programs for Residential Customers

We offer energy efficiency programs because it saves customers money on their bills and keeps rates low. Conservation and efficiency programs work well for customers and are good business for electric utilities, such as River Falls Municipal Utilities.

Here is a list of residential energy efficiency programs offered by POWERful Choices! in 2014:

Home Energy Audits: Receive a home energy audit that includes a detailed report using infrared scanning, a blower and combustion safety test. This report makes you eligible for state and local incentives for some home energy improvements.

Express Energy Efficiency: Have a professional come into your home and install compact fluorescent light bulbs, low flow showerheads and faucet aerators and hot water pipe insulation at the great price of FREE!

Energy Star appliances: River Falls Municipal Utilities, a community owned, public power utility, will provide an incentive of \$25 per appliance on certain Energy Star appliances purchased from local retailers.

Tree Power! Receive an incentive up to 50 percent of the cost of eligible trees.

Programmable Thermostat: Receive an incentive up to 50% of the purchase, install and program of a programmable thermostat

CFL recycling: River Falls Municipal Utilizes will recycle CFL light bulbs for free.

Refrigerator and Freezer Recycling: You can receive \$50 for that old refrigerator that is actually costing you lots of \$ in electricity usage.

Central Air Tune Up: If your central air conditioner is more than 3 years old you'll want to have it tuned up. This program will provide an incentive of up to \$50 towards a tune up.

For more information, contact Mike Noreen, Conservation and Efficiency Coordinator, at 715-426-3467 or check out www.RFMU.org ~

Balancing Snow and Ice Control with Environmental Protection

The City of River Falls takes pride in being the largest City in Wisconsin on a Class I trout stream. With that, one significant challenge for us is balancing the public's expectations for safe winter driving conditions with our desire to limit the impact on our environment, including the Kinnickinnic River. We would like to help you better understand what improvements have been made to the City's snow and ice control operations to balance our snow and ice control operation while limiting impacts on our environment.

Pre-wetting - The City of River Falls began pre-wetting salt that it applies to its street about 15 years ago. Pre-wetting otherwise dry salt before it is spread on the road surface produces a number of desirable effects.

- The pre-wetted salt is more apt to stick to the road surface rather than bouncing off the road surface and being scattered in unnecessary areas. It is estimated that this reduces salt use by 20-30 percent.
- Rock salt by itself does not melt snow and ice; it needs some liquid water to dissolve into. Pre-wetting the salt before it hits the road surface provides this liquid water and results in faster melting and allows for less salt to be used overall.

Anti-icing - Five years ago, the City of River Falls was near the forefront in adopting and implementing an anti-icing program to its snow and ice control operations. Anti-icing consists of applying liquid salt brine to the pavement surface ahead of an anticipated snow or ice storm. Anti-icing prevents the snow from bonding to the pavement, allowing the roads to be plowed more cleanly using less salt. Salt brine is typically

applied at a rate of 20-40 gallons per lane mile which is equivalent to 45-90 pounds of salt per lane mile. Anti-icing significantly reduces the amount of salt used because it prevents snow from becoming compacted and bonded to the surface allowing easier removal by snowplows. Anti-icing can also reduce overtime costs because application can be made during regular working hours.

Salt Storage - The City of River Falls stores salt on an impervious surface to prohibit groundwater contamination. Furthermore, salt piles are placed in a structure protected from rainfall. The City's salt storage facility is licensed annually by the state of Wisconsin.

Sanding - Up until about five years ago, the City routinely applied sand to its streets to help aid with vehicle traction. Although the City has discontinued routine use of sand, we are able to purchase sand from the County in rare instances when immediate traction is needed (such as ice storms) or when temperatures are too low for salt or other de-icers to be effective. Reasons that the City has moved away from using sand include:

- Sand applied to streets, parking lots, and sidewalks eventually washes into the nearest waterway, where it can fill wetlands, lakes, and waterways, or obstruct the flow of water through storm sewers.
- Sand damages waterways by clogging the spaces in gravel where insects live, making it hard for them to cling to rocks. Insects are a key part of a Trout stream's food chain and an indicator of stream health. Keeping sand out of the Kinnickinnic River is important to maintain a healthy fishery.
- Twenty to thirty percent of the sand is lost immediately due to scatter.
- Sand piles trap moisture, even when covered, and 2-4 percent salt by weight needs to be added so the moist sand won't

freeze. Typical application rates of 500-1000 pounds per lane mile result in 10-40 pounds per lane mile of salt.

- Sand becomes ineffective when covered by new snow and must be reapplied.
- According to WisDNR, research on friction on pavement treated with sand shows that there is little benefit when traffic is present.
- The US EPA indicates that sand loses its effectiveness as a traction enhancer on many roads after as few as 10 vehicles pass.

Pavement Temperature Sensors - At a pavement temperature of 30°F, one pound of salt can melt 45-46 pounds of ice. At a pavement temperature of 20°F, one pound of salt can melt 8-9 pounds of ice. The City uses pavement temperature sensors which allow us to calibrate application rates and choose the correct products based on actual pavement temperatures, not air temperatures. We often find that pavement temperatures are significantly above air temperatures.

Street Priorities - The City of River Falls has assigned different snow and ice control strategies to its 66 miles of roadways based on the traffic volumes and the physical characteristics of the road, such as being on a steep hill. About fifty percent of the roadways maintained by the City are classified as low priority roads for snow and ice control. Bare pavement is not the goal of the City on these streets and as such, they do not receive routine anti-icing or de-icing. De-icing chemicals are applied sparingly on these low priority roadways at strategic locations such as approaching stop signs or in the event of glare ice.

New Technology - The City tries to stay on the forefront of new technologies that may help us balance the public's expectations for safe winter driving conditions with our desire to limit impact to the environment.

Supervision/Training - As you can see, we have thoughtful approaches to chemical management. Although we actively manage the level and degree to which we use de-icing techniques, the equipment and manpower used to deploy it sometimes results in more or less usage of the products than desired. Our Street Supervisor is involved in actively monitoring plow and salting routes to detect malfunctioning equipment (like salt spreaders) and to maintain proper techniques regarding operation of the equipment to match application rates with the expected outcomes for de-icing.

If you have any additional questions or concerns, please contact Reid Wronski, Director of Public Works/City Engineer, by phone at 715-426-3409 or by e-mail at rwnski@rfcity.org.



Reminder - Odd/Even Parking Now in Effect

Per the City's Municipal Code, Chapter 10.12, Odd/Even Parking begins November 1 and runs through March 31. Each night between 1 a.m. and 6 a.m. you must:

- Park on the odd numbered side of the street on odd dates
 - Park on the even numbered side of the street on even dates
 - Remember to park according to the date after midnight
- Vehicles parked in violation of parking regulations may be towed for snow removal, street maintenance, or other public safety needs.

Questions may be directed to the River Falls Police Department at 715-425-0909. Thank you for your cooperation!



Coffee with a Cop

The River Falls Police Department plans to continue the very successful "Coffee with a Cop" community interaction events in 2014. Dates and sponsoring businesses are yet to be finalized. This is a family friendly event, and we encourage everyone to attend and meet the great officers working in the City of River Falls. Please check the City's website (www.rfcity.org) or contact Officer Ryan Miller (rmiller@rfcity.org) for information on dates and locations. ~

FREQUENTLY CALLED PHONE NUMBERS

General Information
715-425-0900

Utility Questions
715-425-0906

Police Department
715-425-0909

Public Library
715-425-0905

Municipal Court
715-426-3429

Garbage/Recycling
866-983-6542

**Recreation
Cancellation Hotline**
715-426-3422

NEWSLETTER TEAM:

(Please email comments or suggestions to:
newsletterfeedback@rfcity.org)

Kristi McKahan
Dawn Wills
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From left: Diane Odeen, Scott Morrisette, David Reese, Mayor Dan Toland, Jim Nordgren, David Cronk, Christopher Gagne and Dan Gulick

Mayor and Common Council

Position	Name	Address	Phone	E-mail Address
Mayor	Dan Toland	420 E. Elm Street	715-426-3404	dtoland@rfcity.org
At Large	Daniel Gulick	1746 Southridge Road	715-425-0486	dgulick@rfcity.org
At Large	Scott Morrisette	2137 Rushmore Drive	715-425-8993	smorrisette@rfcity.org
At Large	Diane Odeen	811 Oak Knoll Avenue	715-426-5325	dodeen@rfcity.org
District 1	David Cronk	843 Leroy Lane	715-425-9174	dcronk@rfcity.org
District 2	Jim Nordgren	1144 South Fork Drive	715-425-7327	jnordgren@rfcity.org
District 3	David Reese	425 N. Wasson Lane	715-425-9369	dreese@rfcity.org
District 4	Christopher Gagne	1164 Bartosh Lane	715-222-3220	cgagne@rfcity.org



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