

River Falls, WI

The National Community Survey

Report of Results
2021

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of River Falls. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 557 residents of the City of River Falls collected from July 9th, 2021 to August 27th, 2021. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2021 survey was 21%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in River Falls.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, River Falls’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by River Falls residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that River Falls’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then River Falls’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for River Falls represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6 percentage points between the 2019 and 2021 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of River Falls were eligible to participate in the survey. A list of all households within the zip codes serving River Falls was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of River Falls households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of River Falls boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 2,700 randomly selected households received mailings beginning on July 9th, 2021 and the survey remained open for seven weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 3% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,612 households that received the invitations to participate, 557 completed the survey, providing an overall response rate of 21%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of River Falls survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (557 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of River Falls. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on August 13th, 2021. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of River Falls. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	13%	51%	53%
	35-54	27%	24%	23%
	55+	60%	25%	24%
Hispanic origin	No, not Spanish, Hispanic, or Latino	98%	99%	98%
	Spanish, Hispanic, or Latino	2%	1%	2%
Housing tenure	Own	73%	50%	50%
	Rent	27%	50%	50%
Housing type	Attached	39%	54%	54%
	Detached	61%	46%	46%
Race & Hispanic origin	Not white alone	9%	6%	6%
	White alone, not Hispanic or Latino	91%	94%	94%
Sex	Female	58%	59%	57%
	Male	42%	41%	43%
Sex/age	Female 18-34	9%	32%	31%
	Female 35-54	16%	13%	12%
	Female 55+	33%	14%	14%
	Male 18-34	4%	19%	22%
	Male 35-54	12%	11%	11%
	Male 55+	27%	11%	10%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of River Falls funded this research. Please contact Mary Zimmermann of the City of River Falls at mzimmermann@rfcity.org if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Residents praise River Falls' natural environment and recreation opportunities.

As in previous years, the City's natural environment received high marks from residents. The overall quality of the natural environment was reviewed favorably by 9 in 10 respondents, a rating higher than the national benchmark. About 9 in 10 also gave positive scores to the overall quality of parks and recreation opportunities, the quality of the City's parks, and the air quality within River Falls. Ratings for the City's cleanliness and recycling services remained stable, with excellent or good evaluations from at least 8 in 10 residents, on par with comparison communities across the country. The availability of paths and walking trails received a higher-than average score, surpassing the national benchmark. River Falls open space and preservation of natural areas were evaluated highly by about 7 in 10 residents, and at least three-quarters of respondents positively assessed the City's fitness opportunities and recreational opportunities. Recreation programs/classes and centers/facilities received slightly lower marks (70% and 63%, respectively), possibly attributable to COVID-19-related closures and cancellations, but remained on par with other communities.

Evaluations of the City's government performance remain steady amid the COVID-19 pandemic.

Despite the challenges posed by the COVID-19 pandemic, most aspects of River Falls' governance were rated favorably and similarly to the City's 2019 results. About 6 in 10 residents positively reviewed the overall direction that the City is taking and the value of services for taxes paid. A similar percentage gave high marks to the government's performance in treating all residents fairly, acting in the best interest of the community, and being honest. Overall confidence in City government dipped slightly, as did evaluations of the City's public information services. However, about 9 in 10 respondents gave excellent or good ratings to the overall customer service by City employees. When asked to consider their most recent interaction with a River Falls employee, respondents highly reviewed the employees' knowledge, responsiveness, courtesy, and overall impressions.

At least half of residents positively rated the City's openness and transparency to the public, as well as its performance in informing residents about issues facing the community. In a series of questions specific to River Falls, respondents were asked to evaluate their use of both existing and proposed communication channels offered by the City. About 8 in 10 respondents indicated that the City website was a major or minor source of information about the government and its activities, events, and services. At least 6 in 10 said the same for Facebook and the City's electronic newsletter. A lower percentage reported using the newspaper (42%), in-person meetings (33%), and LinkedIn (13%). At least one-third of respondents indicated that they would be very or somewhat likely to use virtual meetings, Nextdoor, or a phone application if offered by the City. About 3 in 10 would likely use Instagram, and fewer than 2 in 10 would use Twitter and Snapchat.

Residents indicate that additional focus on educational opportunities may be needed.

About three-quarters of River Falls residents positively rated the overall opportunities for education, culture, and the arts; this rating was similar to the national benchmark but lower than in 2019. Assessments of adult educational opportunities also saw a decrease from the previous survey iteration. Two-thirds of respondents favorably evaluated the community's support for the arts and opportunities to attend cultural/arts/music activities, on par with communities around the country. About 8 in 10 residents rated River Falls' K-12 education as either excellent or good, and about half said the same about the availability of affordable quality childcare and preschool. All of these assessments were similar to national benchmarks; however, ratings for nearly all items in this facet have been decreasing marginally over the past three survey iterations. While some 2021 evaluations may have been influenced by the COVID-19 pandemic, the slight downward trend may merit further observation and investigation.

The majority of residents perceive River Falls as safe and inclusive.

Residents awarded high ratings to safety and related services in River Falls. At least 9 in 10 respondents gave positive reviews to the overall feeling of safety in River Falls, in their neighborhoods during the day, and in the City's downtown/commercial area during the day. A similar percentage reported feeling very or somewhat safe from violent crime and natural disasters, and slightly fewer residents (85%) said the same for property crime. All safety services in the City received favorable ratings from at least three-quarters of residents. Fire services, fire prevention and education, and ambulance or emergency medical services were all rated excellent or good by 9 in 10 residents. Ratings for police/sheriff services declined slightly from 2019, with 8 in 10 residents giving positive reviews to both police and crime prevention services this year. When asked about inclusivity, three-quarters of residents gave River Falls high marks for making all residents feel welcome. About 6 in 10 rated the community favorably for taking care of vulnerable residents and valuing/respecting residents from diverse backgrounds. All of these results were on par with communities around the nation.

Facets of livability

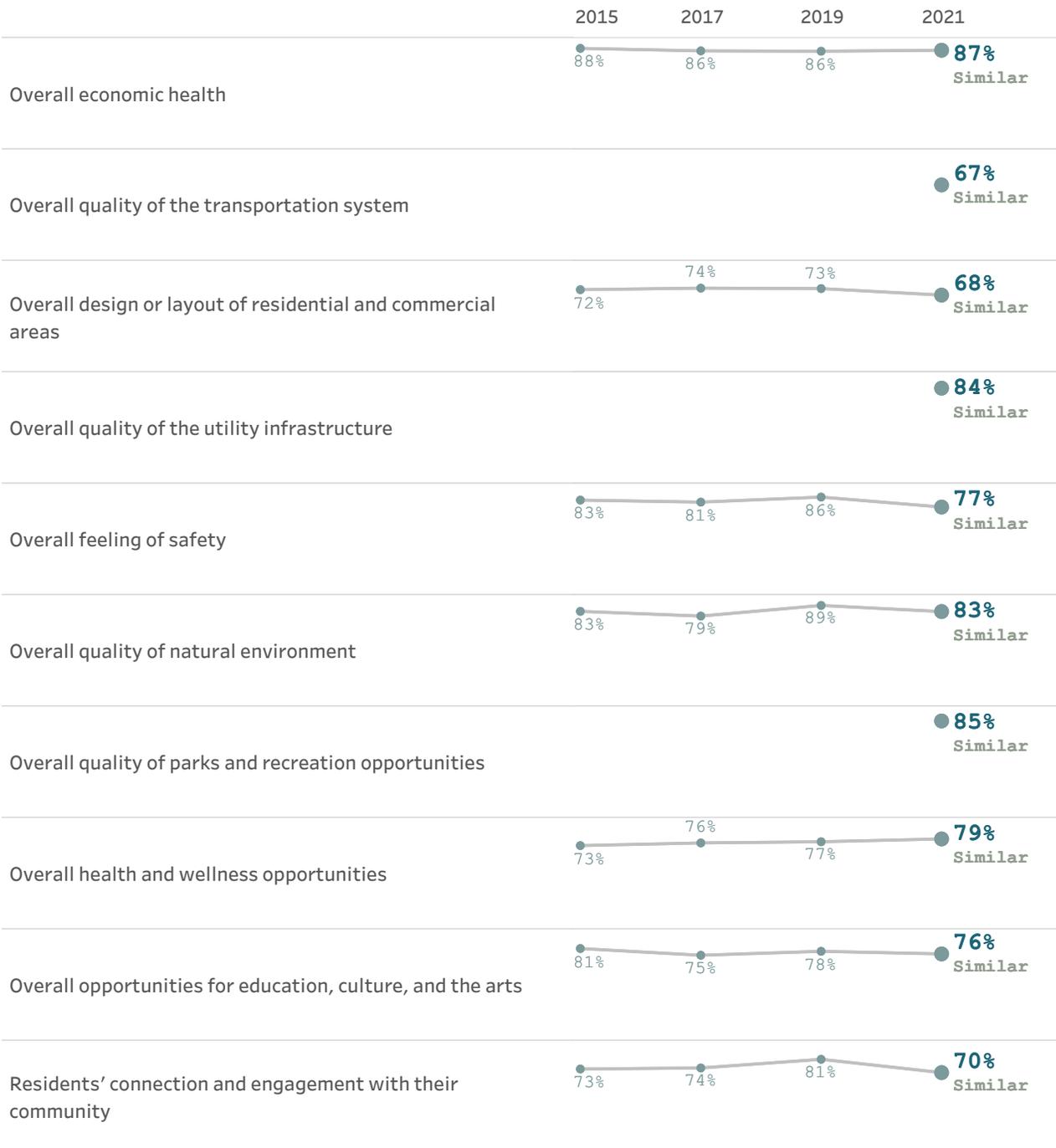
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.
 (% essential or very important)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Due to the changes in question wording, comparisons to past years are not made.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 75.8% or more of respondents were considered of "higher quality" and those with ratings lower than 75.8% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 78.1% or more of respondents. Services were rated as "less important" if they received a rating of less than 78.1%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



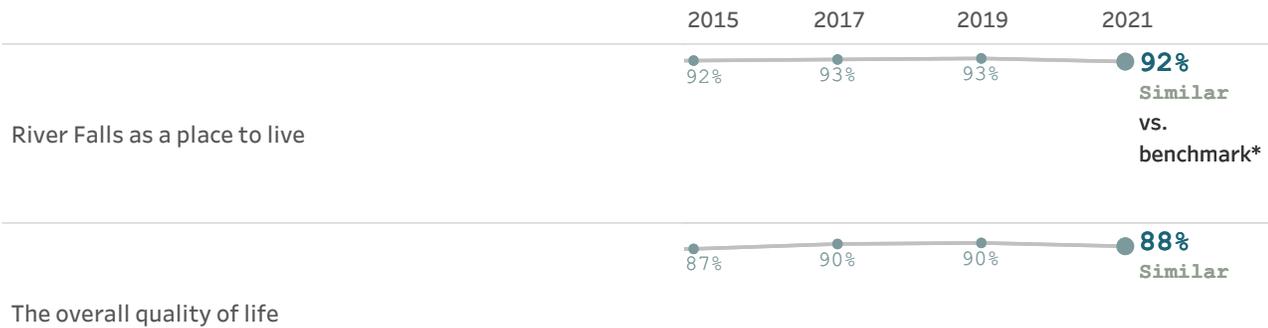
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

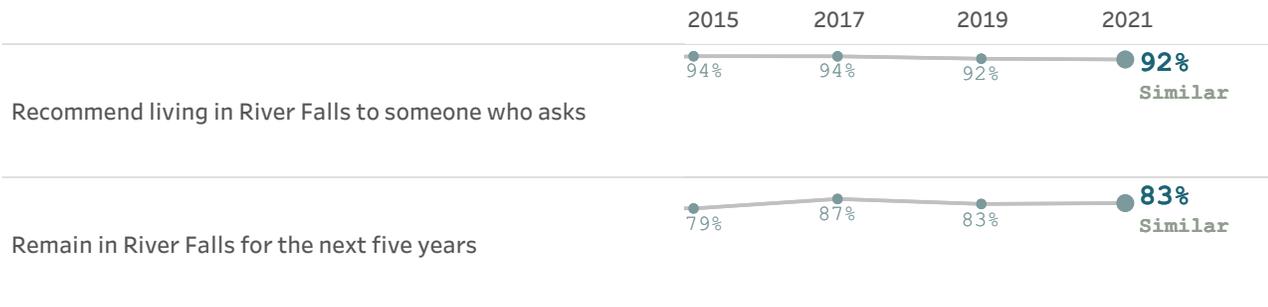
The overall quality of life in River Falls, 2021



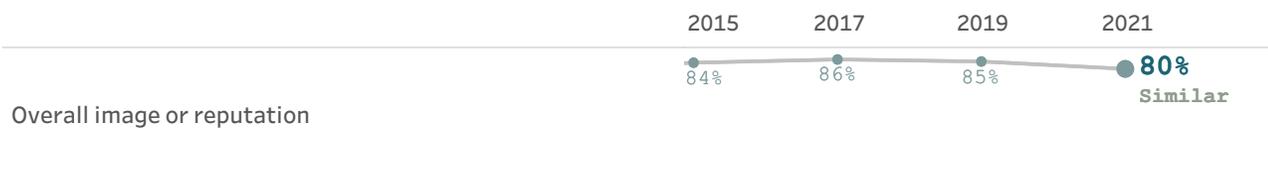
Please rate each of the following aspects of quality of life in River Falls. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following in the River Falls community. (% excellent or good)

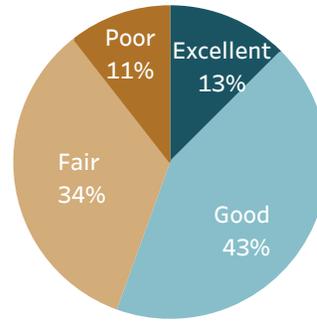


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

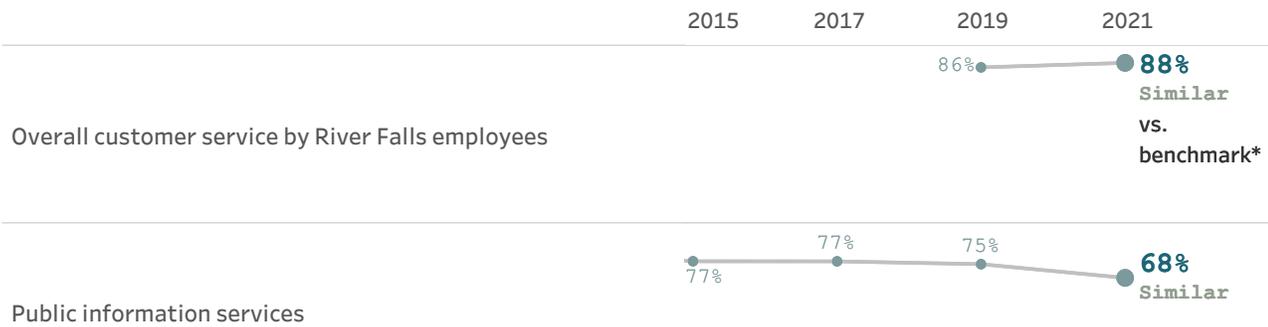
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

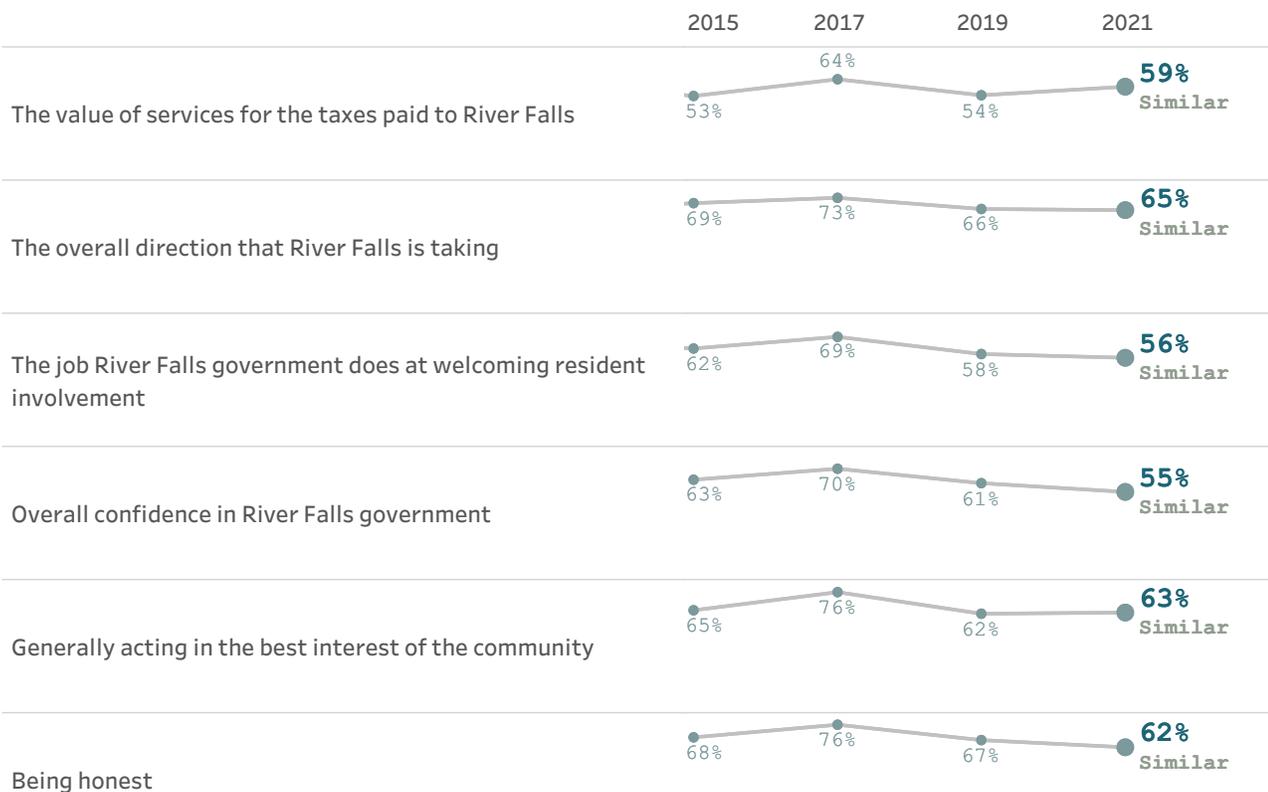
Overall confidence in River Falls government, 2021



Please rate the quality of each of the following services in River Falls. (% excellent or good)



Please rate the following categories of River Falls government performance. (% excellent or good)



Being open and transparent to the public **57%**
Similar

Informing residents about issues facing the community **57%**
Similar

Treating all residents fairly **62%**
Similar



Year	Percentage
2015	63%
2017	74%
2019	63%
2021	62%

Treating residents with respect **70%**
Similar

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

The City of River Falls **81%**
Similar



Year	Percentage
2015	87%
2017	88%
2019	87%
2021	81%

The Federal Government **33%**
Similar



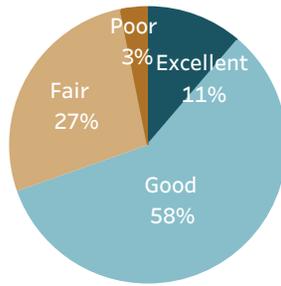
Year	Percentage
2015	30%
2017	37%
2019	36%
2021	33%

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

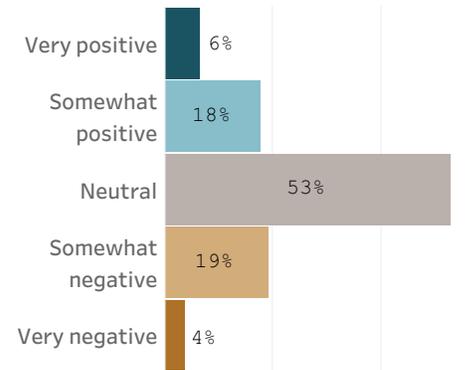
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

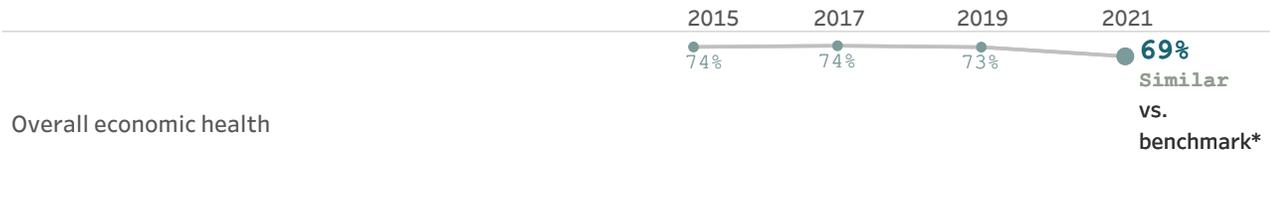
Overall economic health of River Falls, 2021



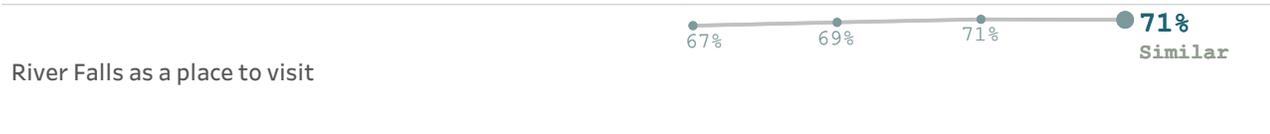
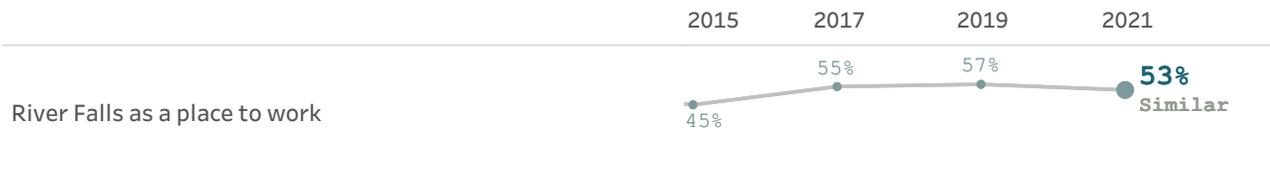
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



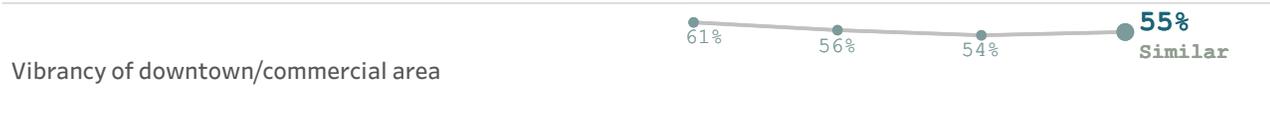
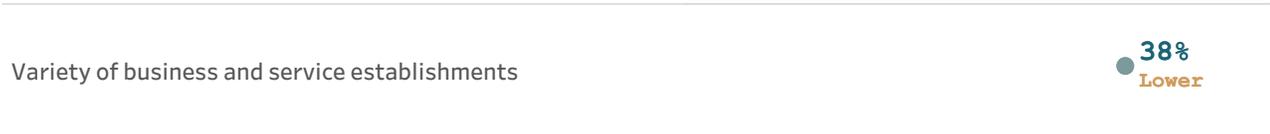
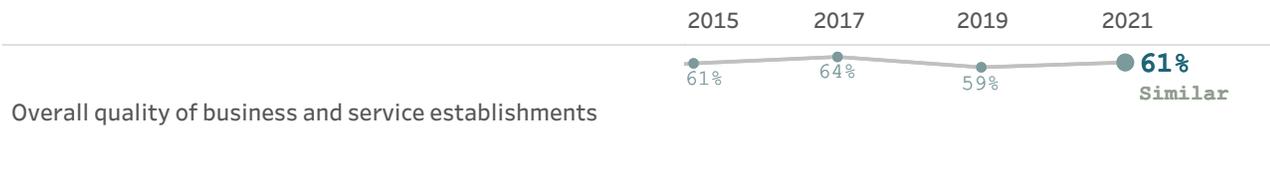
Please rate each of the following characteristics as they relate to River Falls as a whole. (% excellent or good)

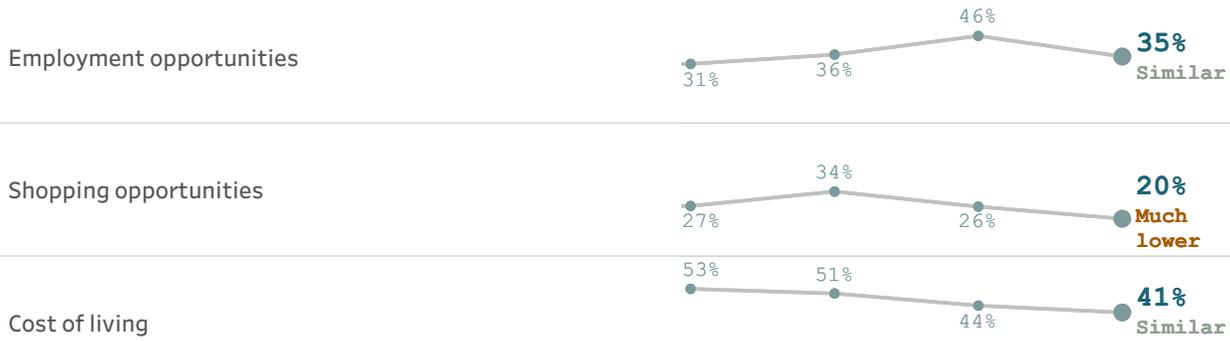


Please rate each of the following aspects of quality of life in River Falls. (% excellent or good)



Please rate each of the following in the River Falls community. (% excellent or good)

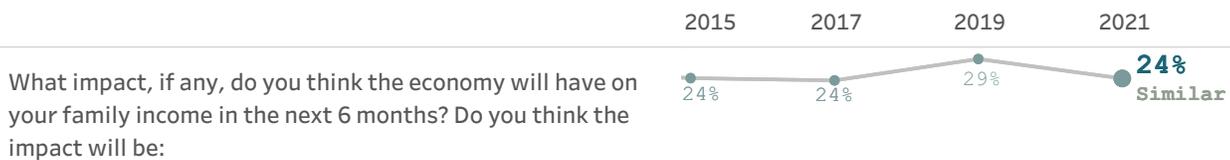




Please rate the quality of each of the following services in River Falls.
 (% excellent or good)



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 (% very or somewhat positive)

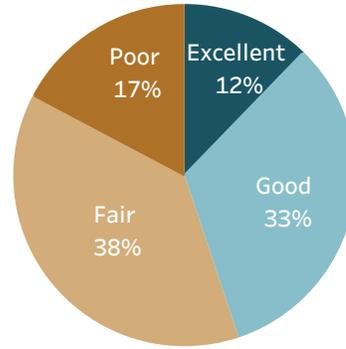


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

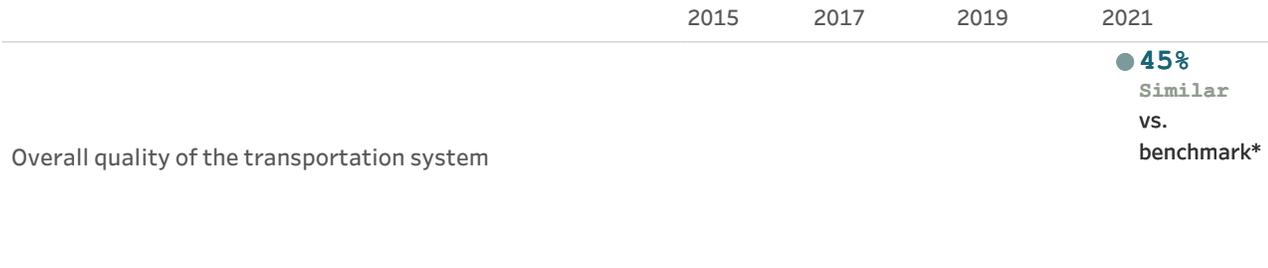
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in River Falls, 2021



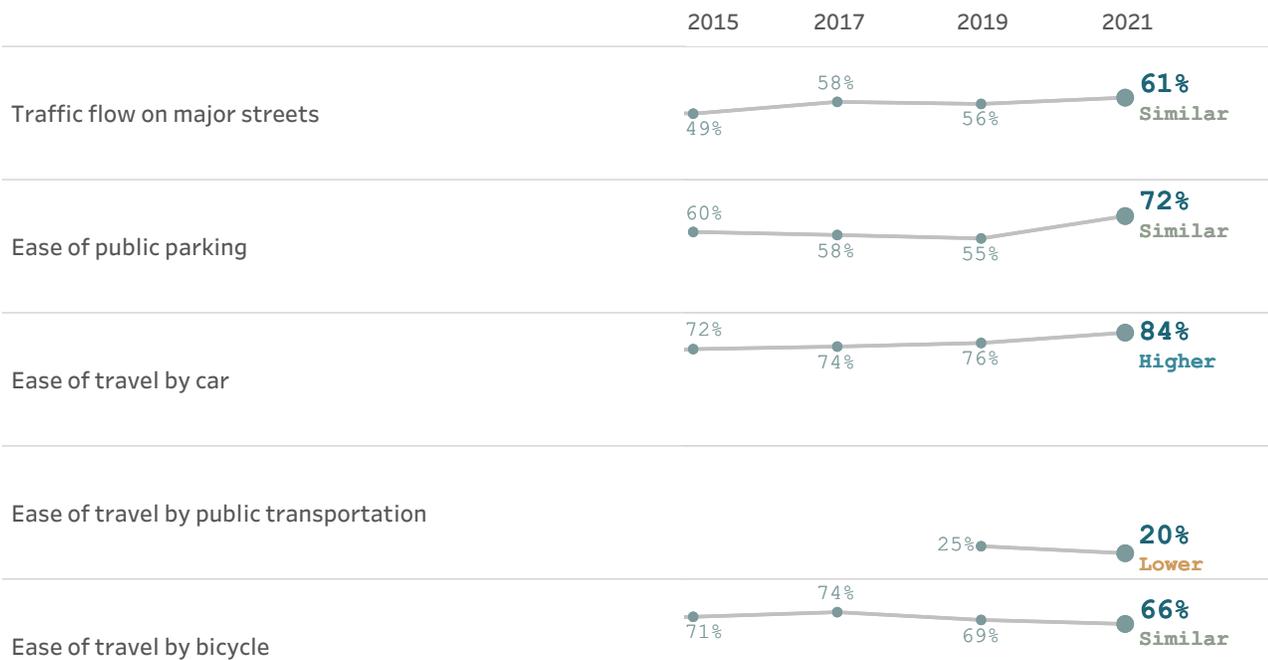
Please rate each of the following characteristics as they relate to River Falls as a whole.

(% excellent or good)



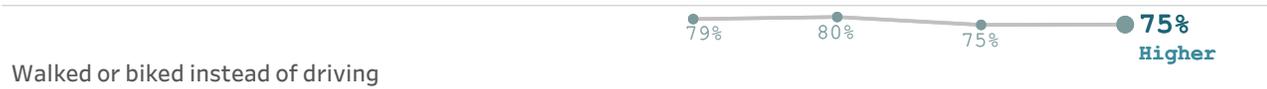
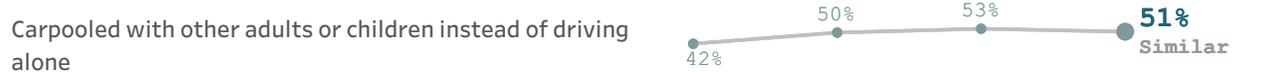
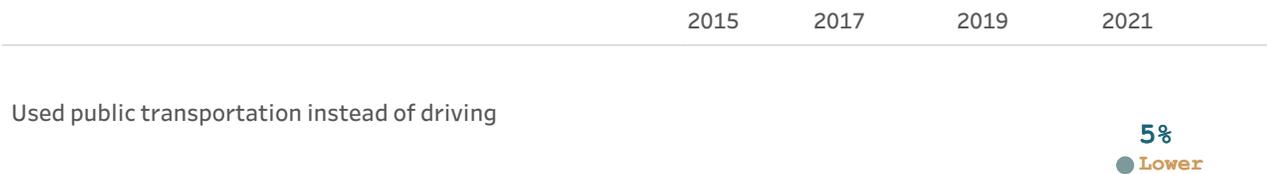
Please also rate each of the following in the River Falls community.

(% excellent or good)

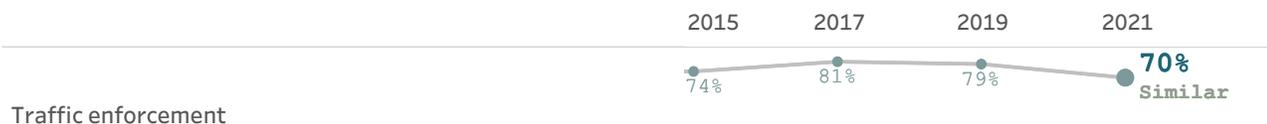




Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Please rate the quality of each of the following services in River Falls.
(% excellent or good)



Bus or transit services



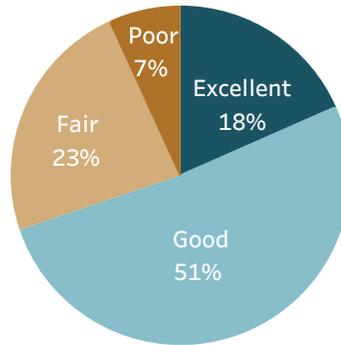
Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Due to the changes in question wording, comparisons to past years are not made.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

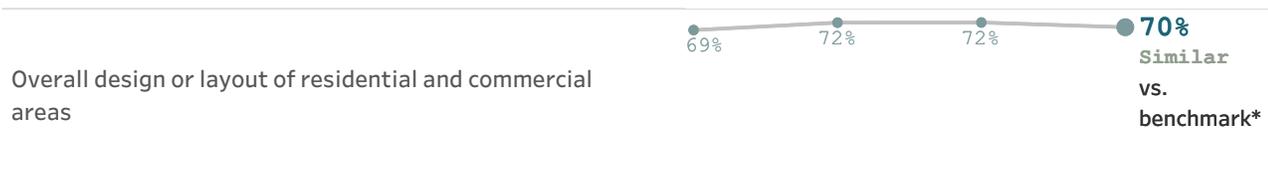
Overall design or layout of River Falls's residential and commercial areas, 2021

Community design

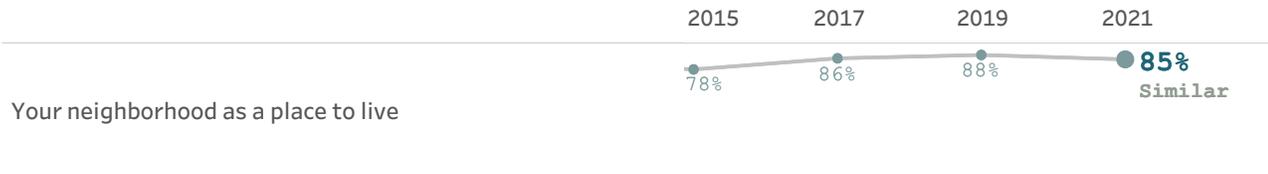
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)

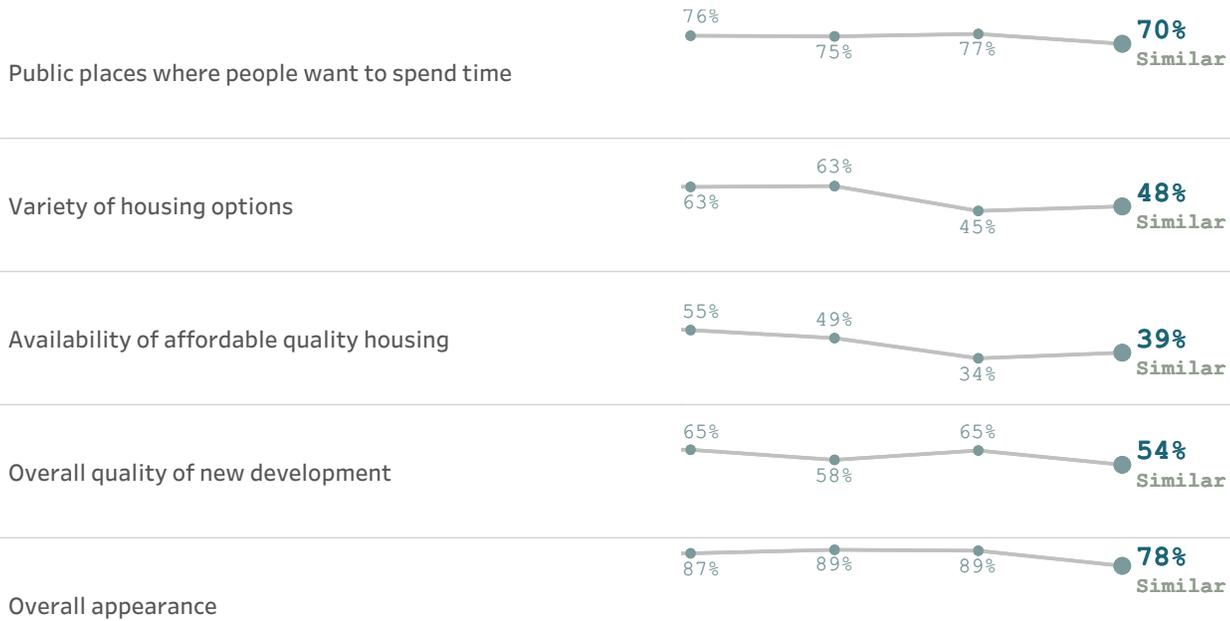


Please rate each of the following aspects of quality of life in River Falls.
(% excellent or good)



Please also rate each of the following in the River Falls community.
(% excellent or good)



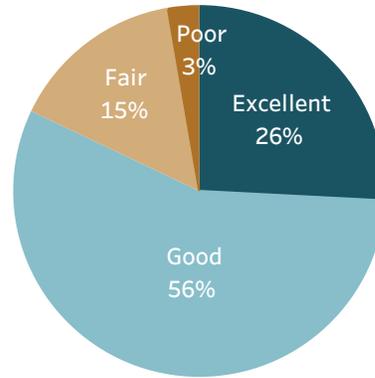


**Please rate the quality of each of the following services in River Falls.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

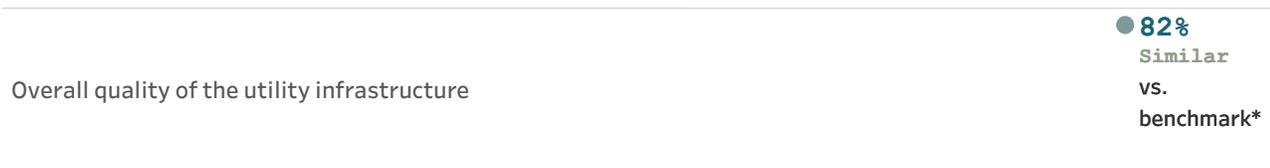
Overall quality of the utility infrastructure in River Falls, 2021



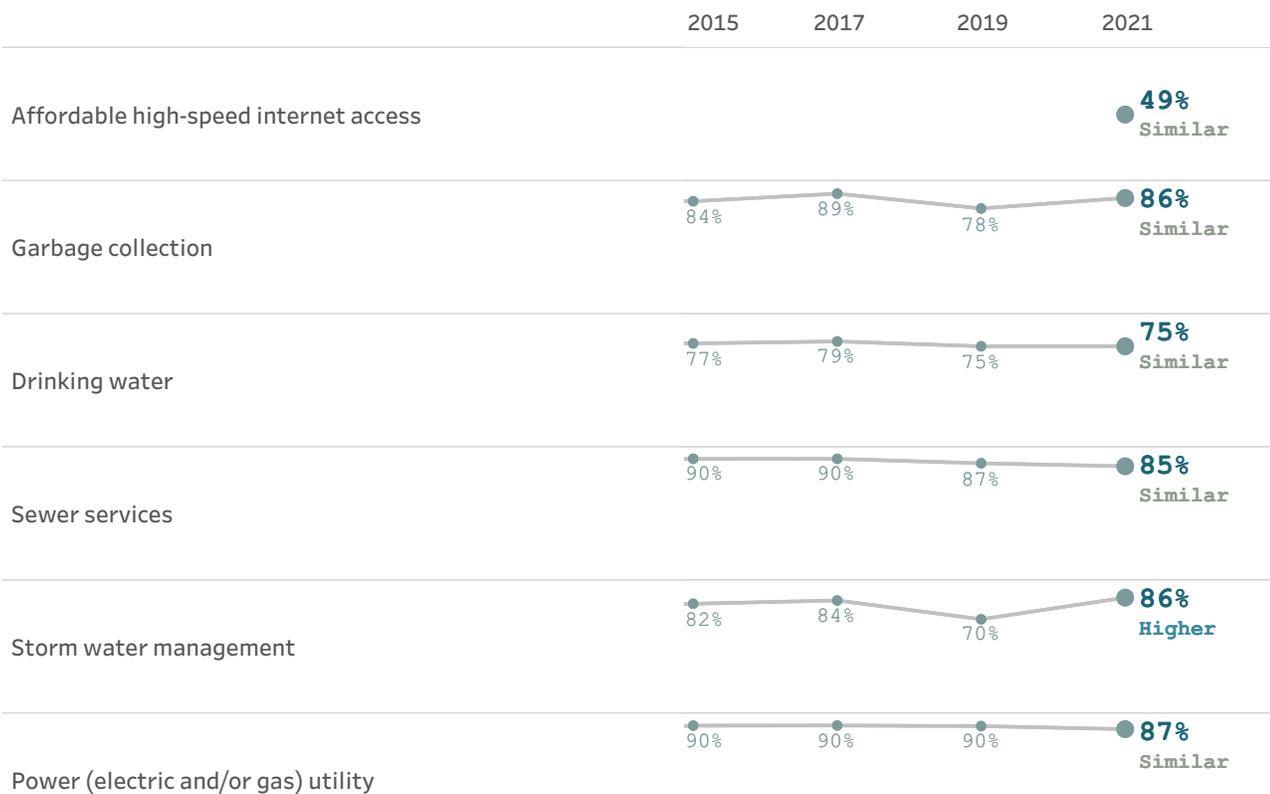
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to River Falls as a whole. (% excellent or good)



Please rate the quality of each of the following services in River Falls. (% excellent or good)



Utility billing

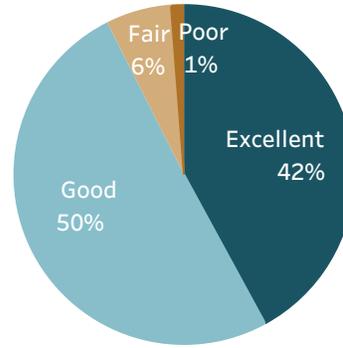


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

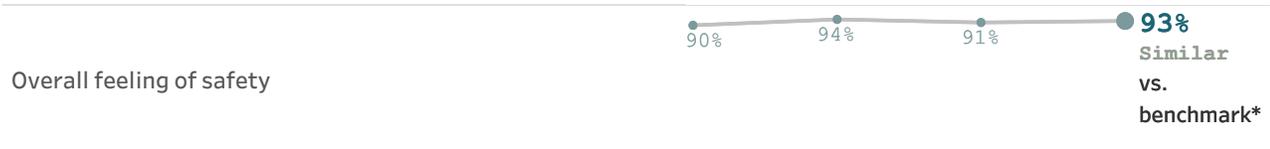
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

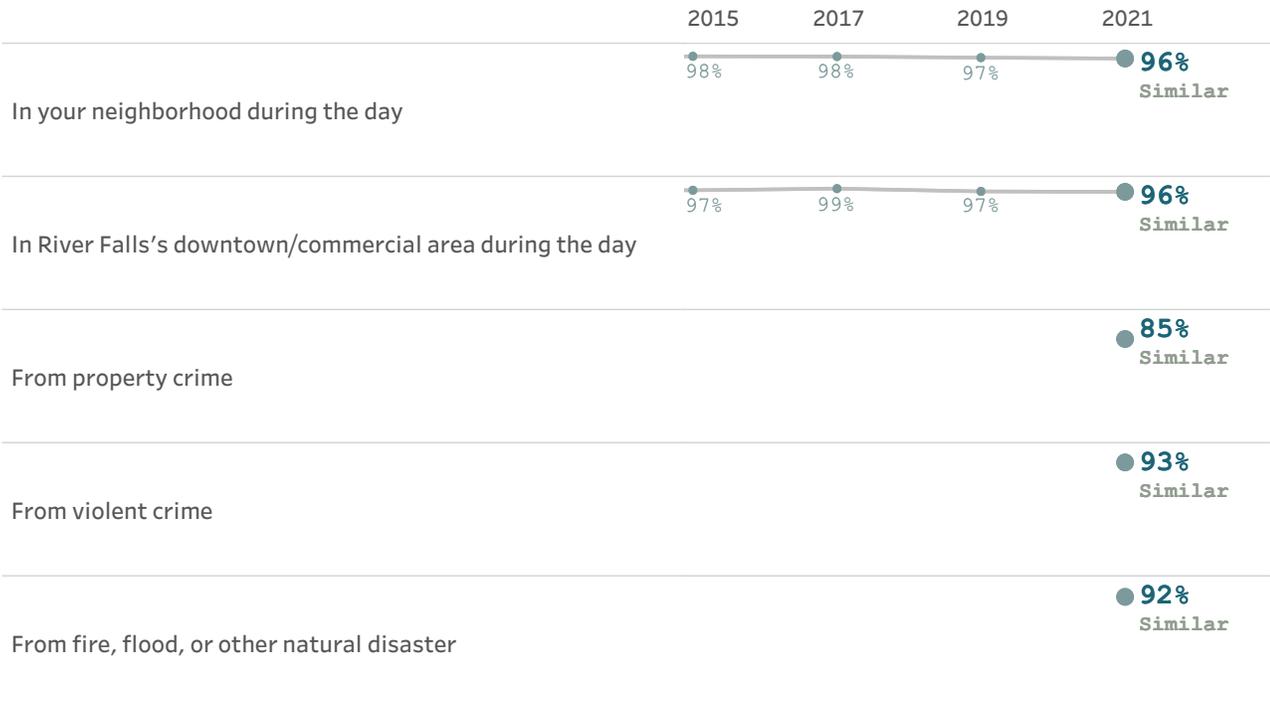
Overall feeling of safety in River Falls, 2021



Please rate each of the following characteristics as they relate to River Falls as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

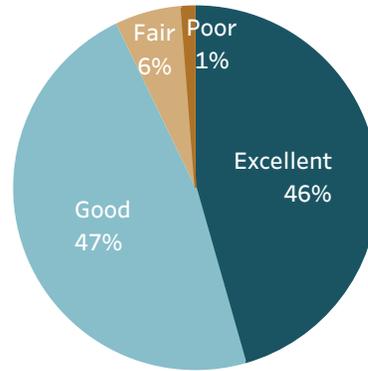


**Please rate the quality of each of the following services in River Falls.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

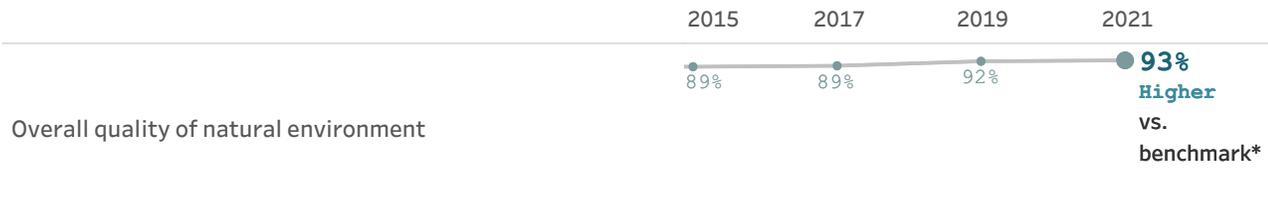
Overall quality of natural environment in River Falls, 2021



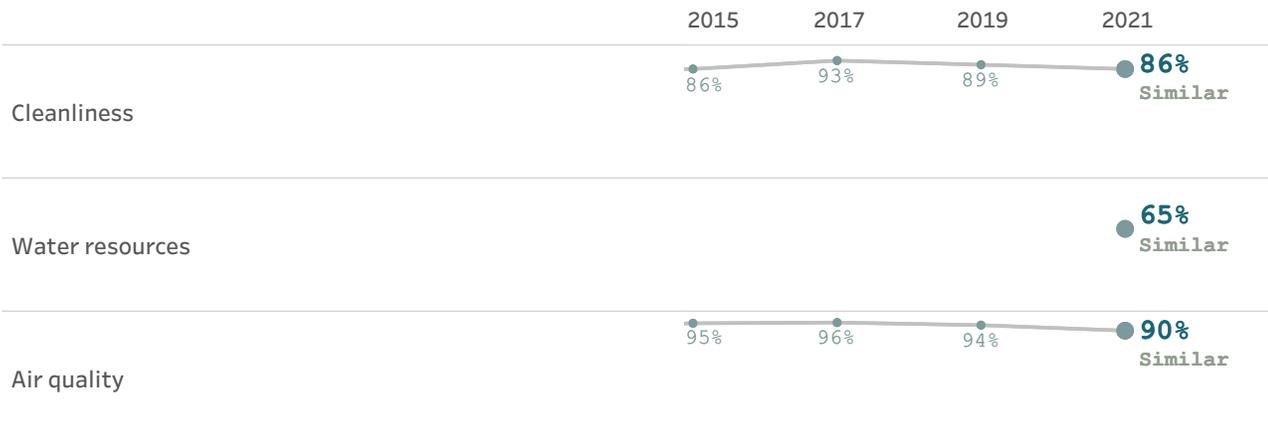
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

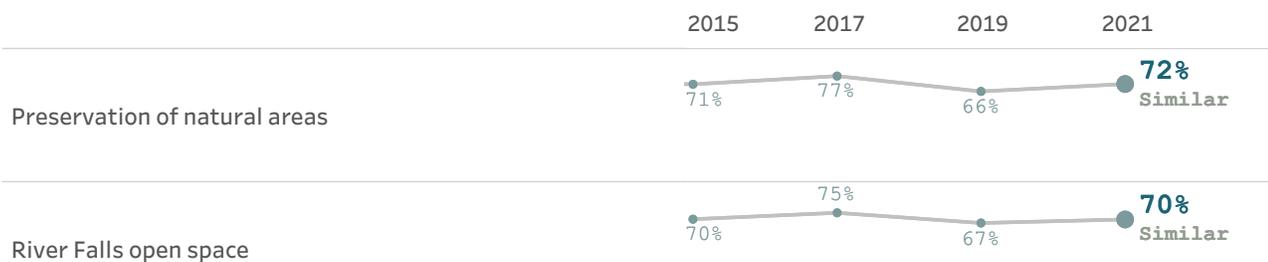
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)



Please also rate each of the following in the River Falls community.
(% excellent or good)



Please rate the quality of each of the following services in River Falls.
(% excellent or good)





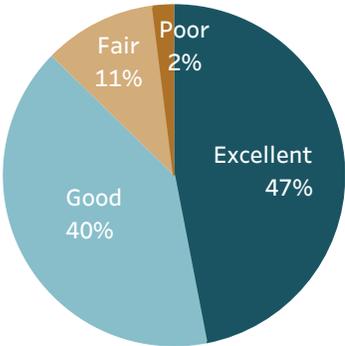
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

Parks and recreation

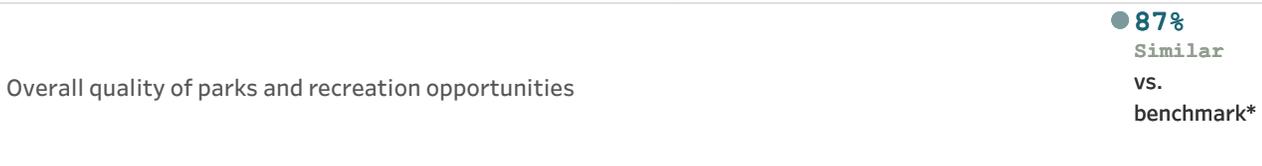
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



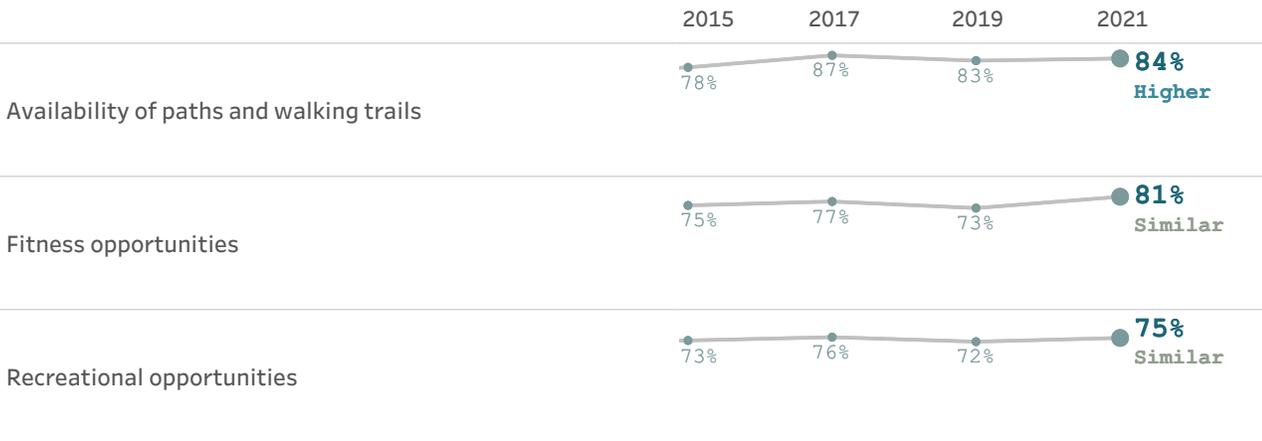
Please rate each of the following characteristics as they relate to River Falls as a whole.

(% excellent or good)



Please also rate each of the following in the River Falls community.

(% excellent or good)



Please rate the quality of each of the following services in River Falls.

(% excellent or good)

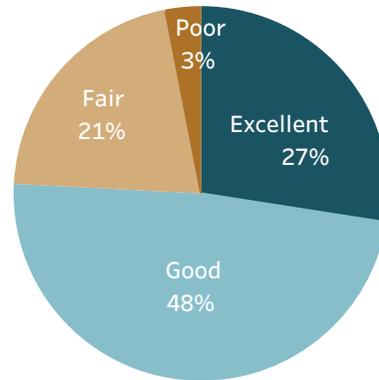


Recreation centers or facilities



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in River Falls, 2021



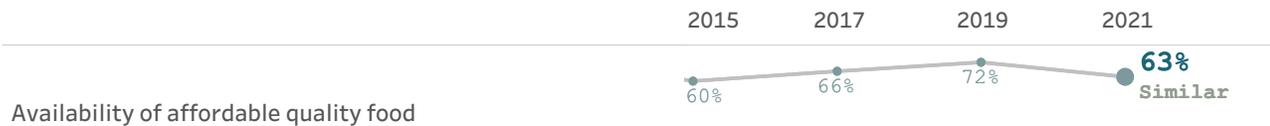
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

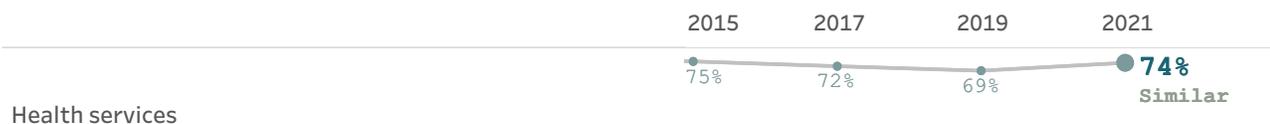
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)



Please also rate each of the following in the River Falls community.
(% excellent or good)



Please rate the quality of each of the following services in River Falls.
(% excellent or good)

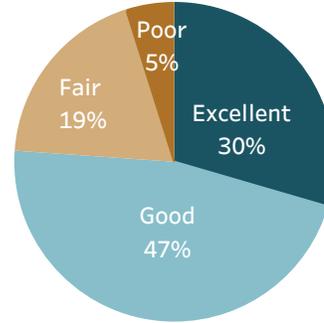


Please rate your overall health.
(% excellent or very good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

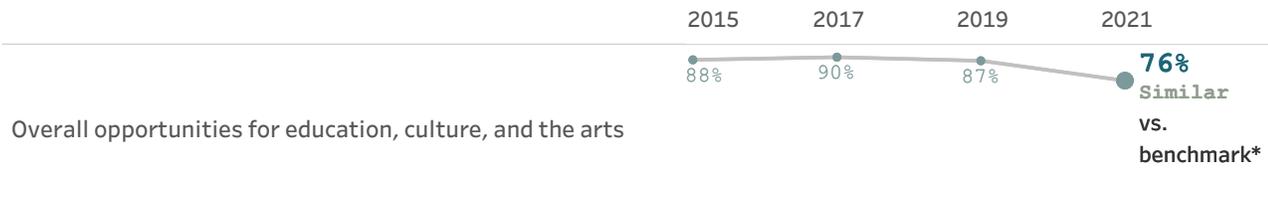
Overall opportunities for education, culture and the arts, 2021



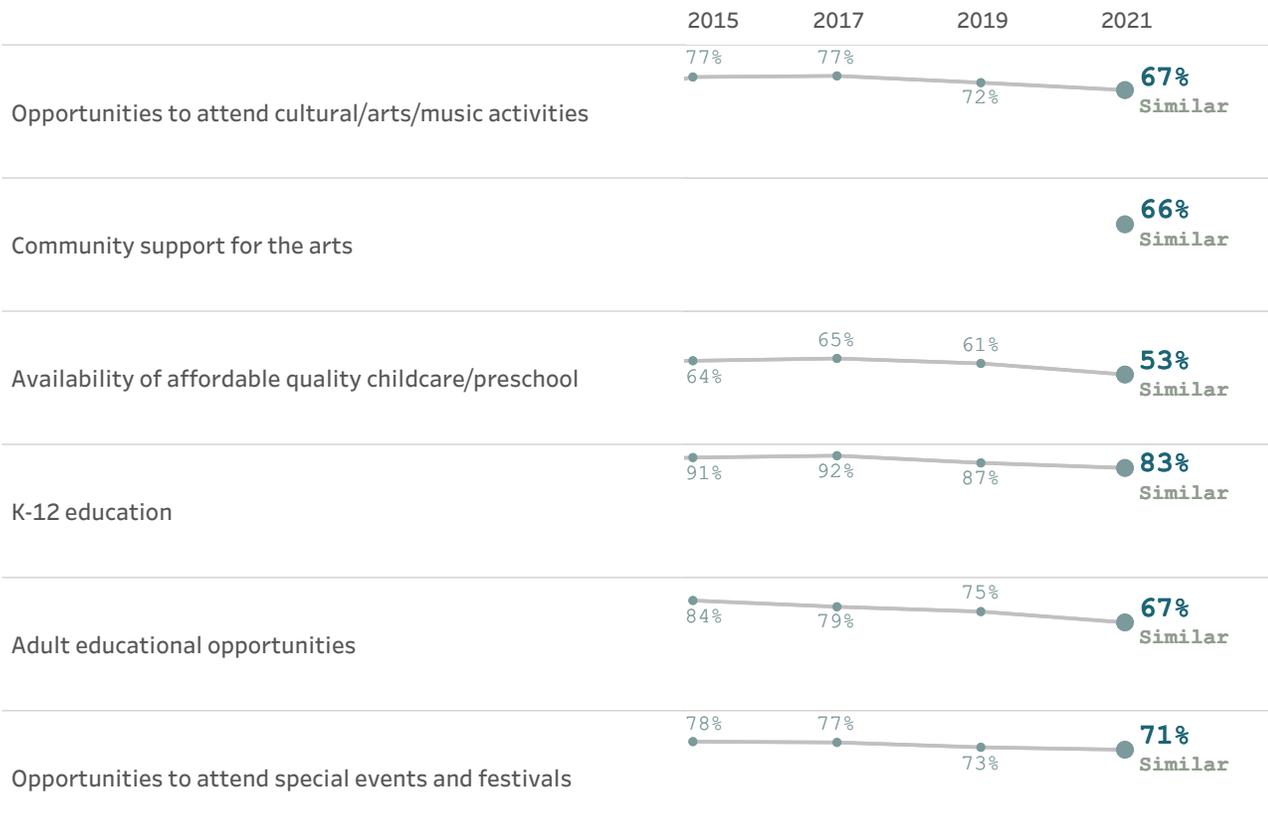
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)

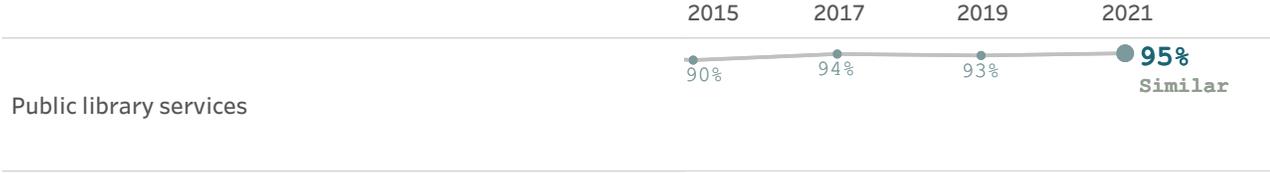


Please also rate each of the following in the River Falls community.
(% excellent or good)



Please rate the quality of each of the following services in River Falls.

(% excellent or good)

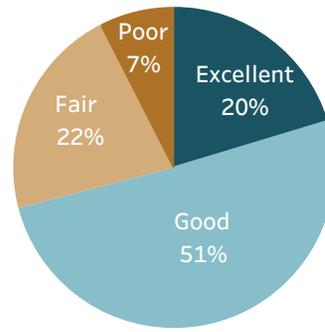


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

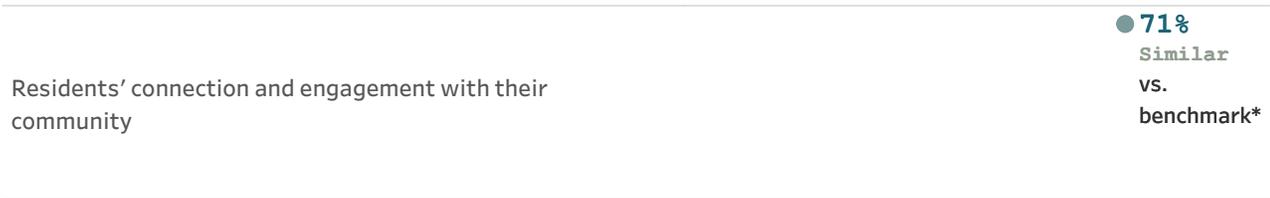
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

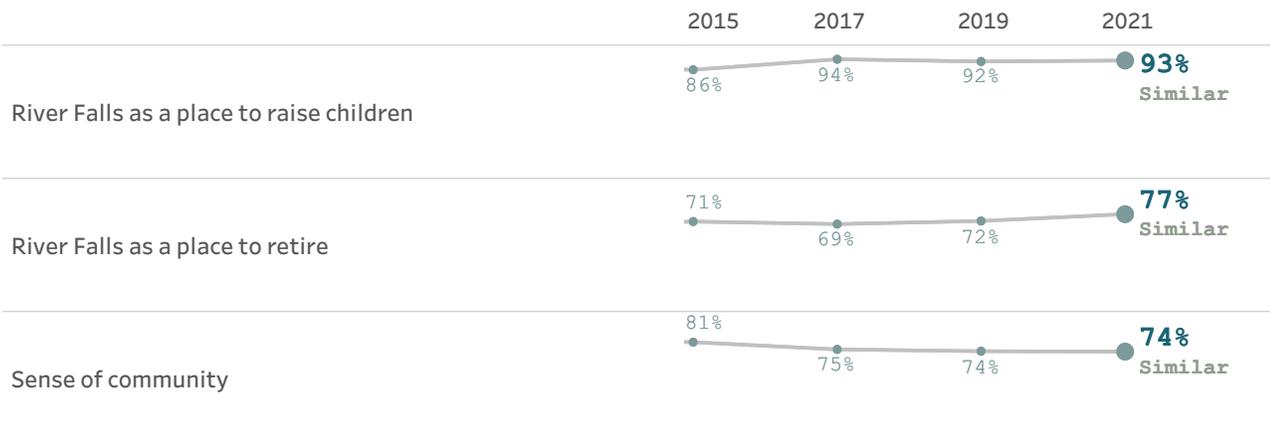
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



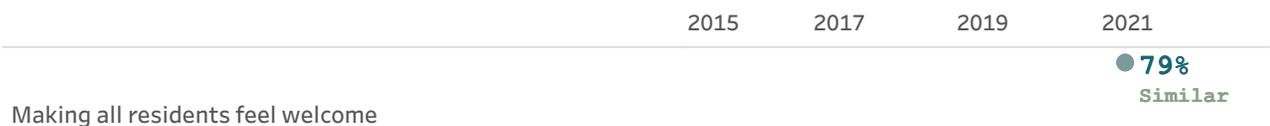
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in River Falls.
(% excellent or good)



Please rate the job you feel the River Falls community does at each of the following.
(% excellent or good)



Attracting people from diverse backgrounds

45%
Similar

Valuing/respecting residents from diverse backgrounds

60%
Similar

Taking care of vulnerable residents

64%
Similar

Please also rate each of the following in the River Falls community.
(% excellent or good)

2015 2017 2019 2021

Sense of civic/community pride

72%
Similar

Neighborliness of residents

70% 72% 69% 75%
Similar

Opportunities to participate in social events and activities

72% 76% 74% 69%
Similar

Opportunities to volunteer

73% 82% 76% 69%
Similar

Opportunities to participate in community matters

72% 77% 71% 60%
Similar

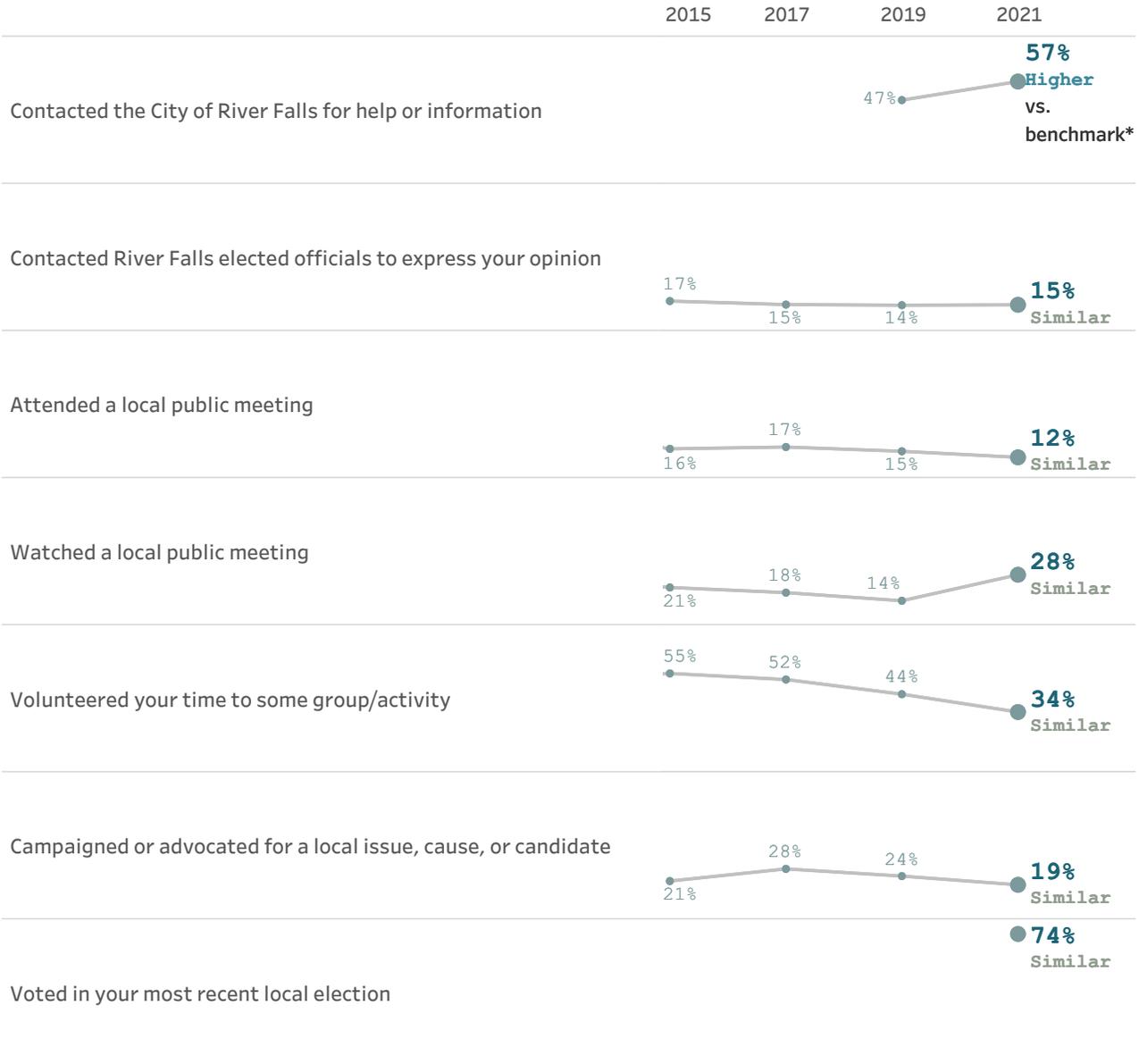
Openness and acceptance of the community toward people of diverse backgrounds

64% 65% 60% 53%
Similar

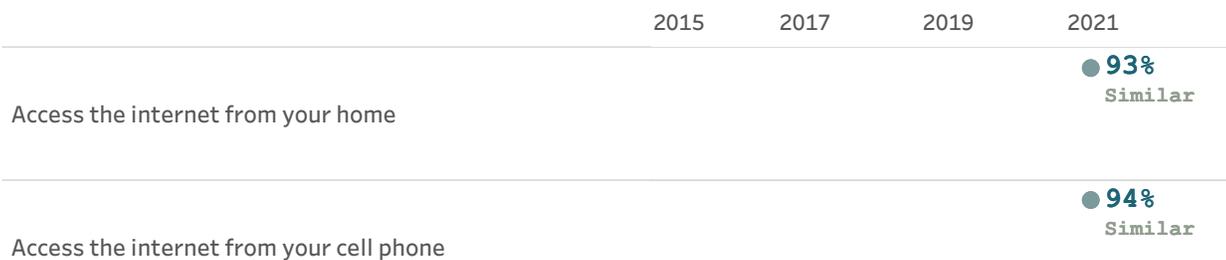
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)

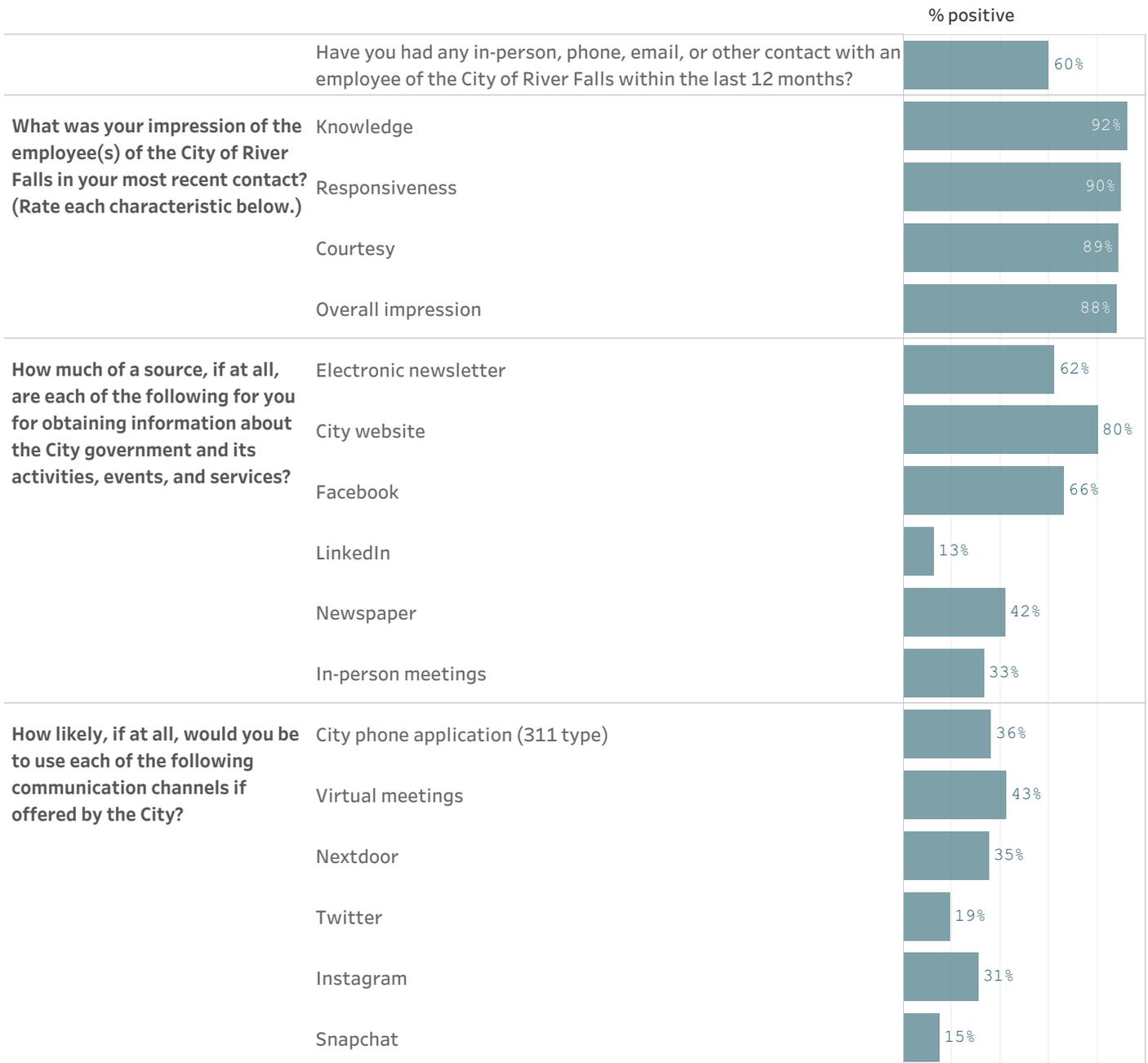


Visit social media sites	● 88% Similar
Use or check email	● 98% Similar
Share your opinions online	● 27% Similar
Shop online	● 53% Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Excellent/Good, Major/Minor source, Very/Somewhat likely, Yes) is shown.



National benchmark tables

This table contains the comparisons of River Falls’s results to those from other communities. The first column shows the comparison of River Falls’s rating to the benchmark. River Falls’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by River Falls residents is statistically similar to or different than the benchmark. The second column is River Falls’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to River Falls’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for River Falls’s result -- that is what percent of surveyed communities had a lower rating than River Falls.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	Similar	92%	156	367	57
	Your neighborhood as a place to live	Similar	85%	173	308	44
	River Falls as a place to raise children	Similar	93%	102	367	72
	River Falls as a place to work	Similar	53%	258	352	26
	River Falls as a place to visit	Similar	71%	119	296	60
	River Falls as a place to retire	Similar	77%	102	354	71
	The overall quality of life	Similar	88%	152	404	62
	Sense of community	Similar	74%	38	307	87
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Similar	69%	142	281	49
	Overall quality of the transportation system	Similar	45%	58	89	35
	Overall design or layout of residential and commercial areas	Similar	70%	91	276	67
	Overall quality of the utility infrastructure	Similar	82%	27	89	70
	Overall feeling of safety	Similar	93%	96	350	72
	Overall quality of natural environment	Higher	93%	41	286	86
	Overall quality of parks and recreation opportunities	Similar	87%	24	90	74
	Overall health and wellness opportunities	Similar	76%	109	277	61
	Overall opportunities for education, culture, and the arts	Similar	76%	83	277	70
	Residents’ connection and engagement with their community	Similar	71%	17	90	82
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Similar	92%	101	292	65
	Remain in River Falls for the next five years	Similar	83%	167	286	41
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	67	335	80
	In River Falls’s downtown/commercial area during the day	Similar	96%	34	315	89

Please rate how safe or unsafe you feel:	From property crime	Similar	85%	28	99	72
	From violent crime	Similar	93%	25	99	75
	From fire, flood, or other natural disaster	Similar	92%	17	88	81
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome	Similar	79%	29	92	69
	Attracting people from diverse backgrounds	Similar	45%	80	91	13
	Valuing/respecting residents from diverse backgrounds	Similar	60%	71	90	22
	Taking care of vulnerable residents	Similar	64%	36	90	61
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	Similar	61%	169	283	40
	Variety of business and service establishments	Lower	38%	82	89	8
	Vibrancy of downtown/commercial area	Similar	55%	120	264	54
	Employment opportunities	Similar	35%	196	309	36
	Shopping opportunities	Much lower	20%	272	297	8
	Cost of living	Similar	41%	146	278	47
	Overall image or reputation	Similar	80%	169	344	51
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Similar	61%	74	322	77
	Ease of public parking	Similar	72%	58	250	77
	Ease of travel by car	Higher	84%	36	309	88
	Ease of travel by public transportation	Lower	20%	211	256	17
	Ease of travel by bicycle	Similar	66%	81	310	74
	Ease of walking	Higher	85%	47	310	85
	Well-planned residential growth	Similar	61%	40	91	57
	Well-planned commercial growth	Similar	44%	51	91	45
	Well-designed neighborhoods	Similar	59%	53	91	42
	Preservation of the historical or cultural character of the communi..	Similar	69%	32	86	63
	Public places where people want to spend time	Similar	70%	125	272	54
	Variety of housing options	Similar	48%	177	287	38
	Availability of affordable quality housing	Similar	39%	144	305	53
	Overall quality of new development	Similar	54%	179	296	39
	Overall appearance	Similar	78%	142	338	58
	Cleanliness	Similar	86%	108	310	65
	Water resources	Similar	65%	30	83	65

Please also rate each of the following in the River Falls community.	Air quality	Similar	90%	59	265	78
	Availability of paths and walking trails	Higher	84%	63	307	79
	Fitness opportunities	Similar	81%	96	267	64
	Recreational opportunities	Similar	75%	134	296	55
	Availability of affordable quality food	Similar	63%	173	263	34
	Availability of affordable quality health care	Similar	65%	141	277	49
	Availability of preventive health services	Similar	68%	115	259	55
	Availability of affordable quality mental health care	Similar	35%	198	255	22
	Opportunities to attend cultural/arts/music activities	Similar	67%	107	295	64
	Community support for the arts	Similar	66%	23	89	75
	Availability of affordable quality childcare/preschool	Similar	53%	113	273	58
	K-12 education	Similar	83%	89	273	67
	Adult educational opportunities	Similar	67%	79	263	70
	Sense of civic/community pride	Similar	72%	23	89	75
	Neighborliness of residents	Similar	75%	55	272	80
	Opportunities to participate in social events and activities	Similar	69%	87	277	68
	Opportunities to attend special events and festivals	Similar	71%	118	284	58
	Opportunities to volunteer	Similar	69%	125	276	55
	Opportunities to participate in community matters	Similar	60%	144	280	48
Openness and acceptance of the community toward people of diverse...	Similar	53%	235	303	22	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	Higher	57%	27	332	92
	Contacted River Falls elected officials to express your opinion	Similar	15%	188	272	31
	Attended a local public meeting	Similar	12%	259	273	5
	Watched a local public meeting	Similar	28%	68	249	73
	Volunteered your time to some group/activity	Similar	34%	153	278	45
	Campaigned or advocated for a local issue, cause, or candidate	Similar	19%	150	261	42
	Voted in your most recent local election	Similar	74%	66	92	29
	Used public transportation instead of driving	Lower	5%	212	238	11
	Carpooled with other adults or children instead of driving alone	Similar	51%	47	265	82
	Walked or biked instead of driving	Higher	75%	34	270	87
	Please rate the quality of each of the following	Public information services	Similar	68%	163	287

Please rate the quality of each of the following services in River Falls.

Economic development	Similar	57%	137	287	52
Traffic enforcement	Similar	70%	128	348	63
Traffic signal timing	Similar	66%	45	275	84
Street repair	Similar	59%	102	336	69
Street cleaning	Higher	80%	47	299	84
Street lighting	Similar	73%	64	328	80
Snow removal	Similar	71%	102	259	61
Sidewalk maintenance	Similar	62%	111	300	63
Bus or transit services	Much lower	15%	239	249	4
Land use, planning and zoning	Similar	53%	126	298	58
Code enforcement	Similar	48%	175	351	50
Affordable high-speed internet access	Similar	49%	61	87	31
Garbage collection	Similar	86%	168	328	49
Drinking water	Similar	75%	133	295	55
Sewer services	Similar	85%	104	298	65
Storm water management	Higher	86%	42	323	87
Power (electric and/or gas) utility	Similar	87%	46	213	78
Utility billing	Similar	83%	47	253	81
Police/Sheriff services	Similar	80%	230	394	41
Crime prevention	Similar	82%	121	348	65
Animal control	Similar	76%	100	312	68
Ambulance or emergency medical services	Similar	90%	189	315	40
Fire services	Similar	95%	193	342	43
Fire prevention and education	Similar	90%	72	286	75
Emergency preparedness	Similar	75%	72	287	75
Preservation of natural areas	Similar	72%	72	268	73
River Falls open space	Similar	70%	76	258	70
Recycling	Similar	84%	130	333	61
Yard waste pick-up	Similar	70%	194	274	29
City parks	Similar	89%	103	308	66
Recreation programs or classes	Similar	70%	168	305	45

Please rate the quality of each of the following services in River Falls.	Recreation centers or facilities	Similar	63%	195	278	30
	Health services	Similar	74%	116	246	53
	Public library services	Similar	95%	42	309	86
	Overall customer service by River Falls employees	Similar	88%	52	362	85
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	Similar	59%	123	368	66
	The overall direction that River Falls is taking	Similar	65%	115	318	64
	The job River Falls government does at welcoming resident involve..	Similar	56%	125	320	61
	Overall confidence in River Falls government	Similar	55%	123	280	56
	Generally acting in the best interest of the community	Similar	63%	100	284	65
	Being honest	Similar	62%	97	275	65
	Being open and transparent to the public	Similar	57%	43	92	54
	Informing residents about issues facing the community	Similar	57%	38	97	61
	Treating all residents fairly	Similar	62%	105	281	62
	Treating residents with respect	Similar	70%	47	89	48
Overall, how would you rate the quality of the services provided by each ..	The City of River Falls	Similar	81%	144	372	61
	The Federal Government	Similar	33%	217	264	18
Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall economic health	Similar	87%	233	258	9
	Overall quality of the transportation system	Similar	67%	72	89	20
	Overall design or layout of residential and commercial areas	Lower	68%	234	258	9
	Overall quality of the utility infrastructure	Similar	84%	64	88	28
	Overall feeling of safety	Lower	77%	244	258	5
	Overall quality of natural environment	Similar	83%	39	258	85
	Overall quality of parks and recreation opportunities	Similar	85%	10	89	89
	Overall health and wellness opportunities	Similar	79%	73	258	71
	Overall opportunities for education, culture, and the arts	Similar	76%	140	258	45
	Residents' connection and engagement with their community	Similar	70%	206	259	20
In general, how many times do you:	Access the internet from your home	Similar	93%	67	88	25
	Access the internet from your cell phone	Similar	94%	36	88	60
	Visit social media sites	Similar	88%	2	87	98
	Use or check email	Similar	98%	38	88	57
	Share your opinions online	Similar	27%	70	88	21

In general, how many times do you:	Shop online	Similar	53%	57	88	36
	Please rate your overall health.	Similar	69%	97	265	63
	What impact, if any, do you think the economy will have on your fa..	Similar	24%	207	268	23

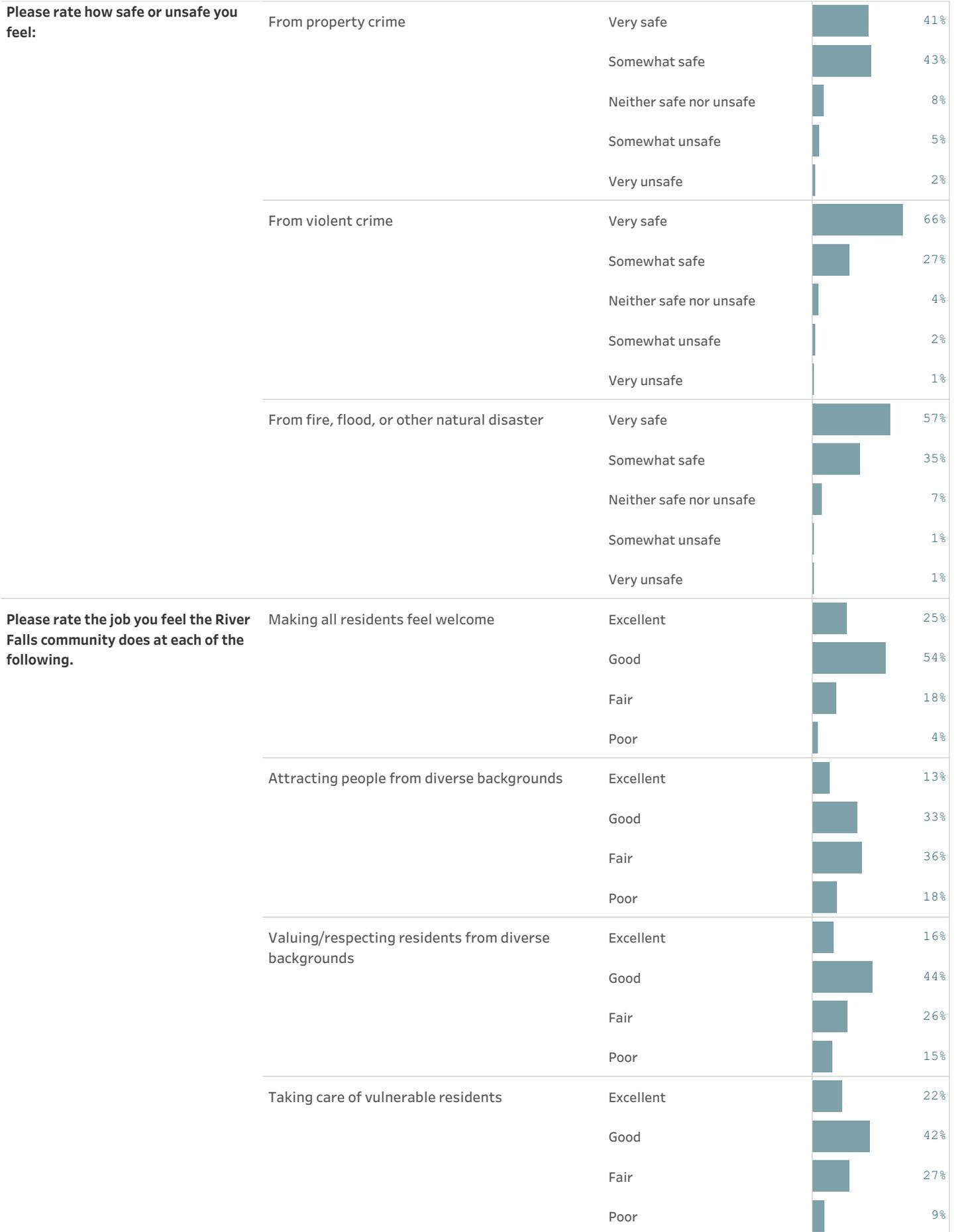
Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in River Falls.	Question	Rating	Frequency	
			Bar	Percentage
River Falls as a place to live	River Falls as a place to live	Excellent		40%
		Good		52%
		Fair		7%
		Poor		1%
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent		36%
		Good		49%
		Fair		13%
		Poor		2%
River Falls as a place to raise children	River Falls as a place to raise children	Excellent		48%
		Good		46%
		Fair		6%
		Poor		1%
River Falls as a place to work	River Falls as a place to work	Excellent		17%
		Good		36%
		Fair		29%
		Poor		18%
River Falls as a place to visit	River Falls as a place to visit	Excellent		26%
		Good		45%
		Fair		23%
		Poor		6%
River Falls as a place to retire	River Falls as a place to retire	Excellent		28%
		Good		49%
		Fair		17%
		Poor		6%
The overall quality of life	The overall quality of life	Excellent		31%
		Good		57%
		Fair		11%
		Poor		1%

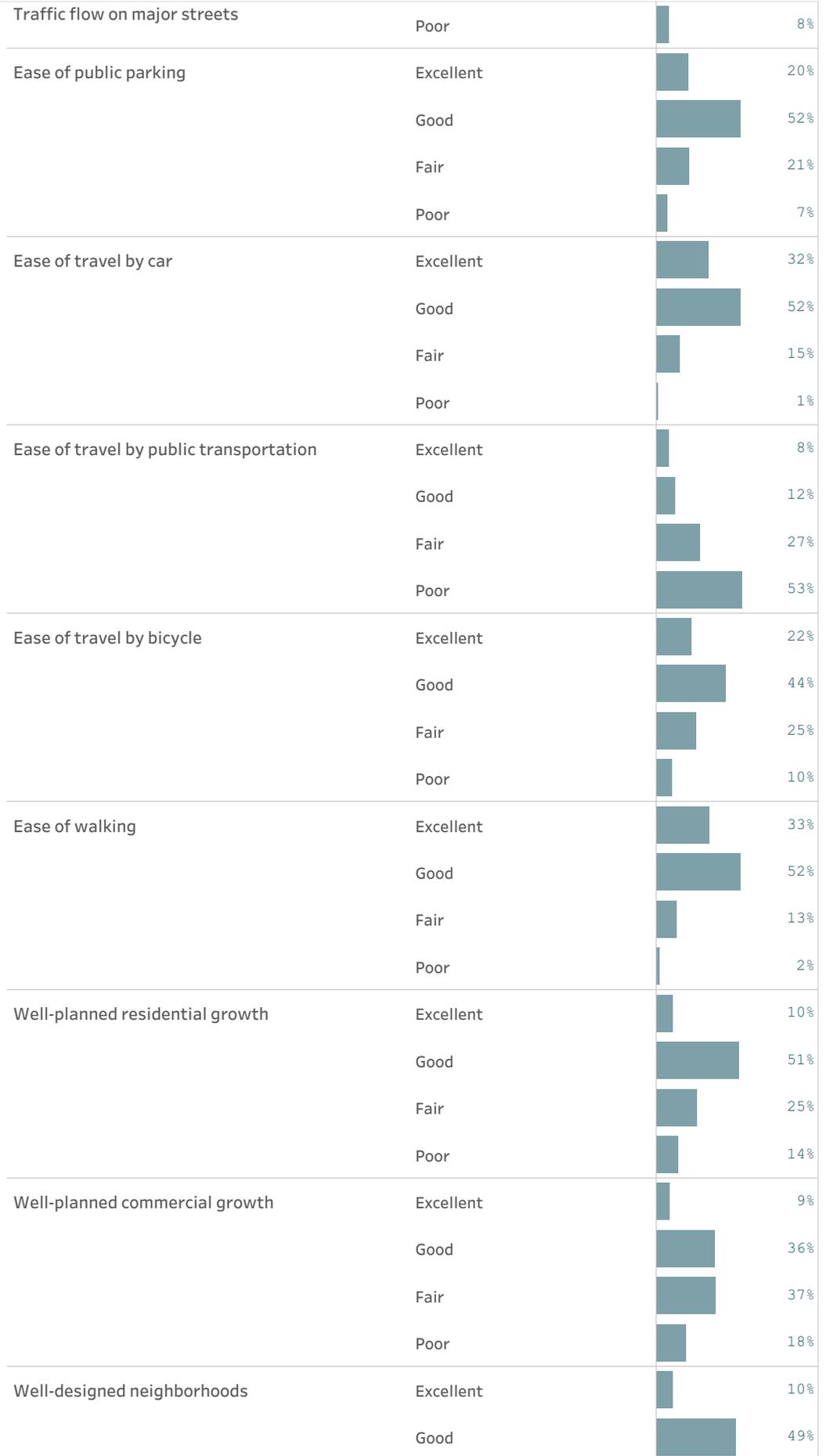
Please rate each of the following aspects of quality of life in River Falls.	Sense of community	Excellent		33%
		Good		41%
		Fair		22%
		Poor		4%
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Excellent		11%
		Good		58%
		Fair		27%
		Poor		3%
Overall quality of the transportation system	Excellent		12%	
	Good		33%	
	Fair		38%	
	Poor		17%	
Overall design or layout of residential and commercial areas	Excellent		18%	
	Good		51%	
	Fair		23%	
	Poor		7%	
Overall quality of the utility infrastructure	Excellent		26%	
	Good		56%	
	Fair		15%	
	Poor		3%	
Overall feeling of safety	Excellent		42%	
	Good		50%	
	Fair		6%	
	Poor		1%	
Overall quality of natural environment	Excellent		46%	
	Good		47%	
	Fair		6%	
	Poor		1%	
Overall quality of parks and recreation opportunities	Excellent		47%	
	Good		40%	
	Fair		11%	

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall quality of parks and recreation opportunities	Poor		2%	
	Overall health and wellness opportunities	Excellent		27%	
		Good		48%	
		Fair		21%	
		Poor		3%	
	Overall opportunities for education, culture, and the arts	Excellent		30%	
		Good		47%	
		Fair		19%	
		Poor		5%	
	Residents' connection and engagement with their community	Excellent		20%	
		Good		51%	
		Fair		22%	
		Poor		7%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Very likely		49%
			Somewhat likely		43%
			Somewhat unlikely		5%
Very unlikely				4%	
Remain in River Falls for the next five years		Very likely		55%	
		Somewhat likely		28%	
		Somewhat unlikely		11%	
		Very unlikely		5%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		85%	
		Somewhat safe		12%	
		Neither safe nor unsafe		3%	
		Somewhat unsafe		0%	
		Very unsafe		1%	
	In River Falls's downtown/commercial area during the day	Very safe		84%	
		Somewhat safe		13%	
		Neither safe nor unsafe		2%	
		Somewhat unsafe		1%	
		Very unsafe		1%	



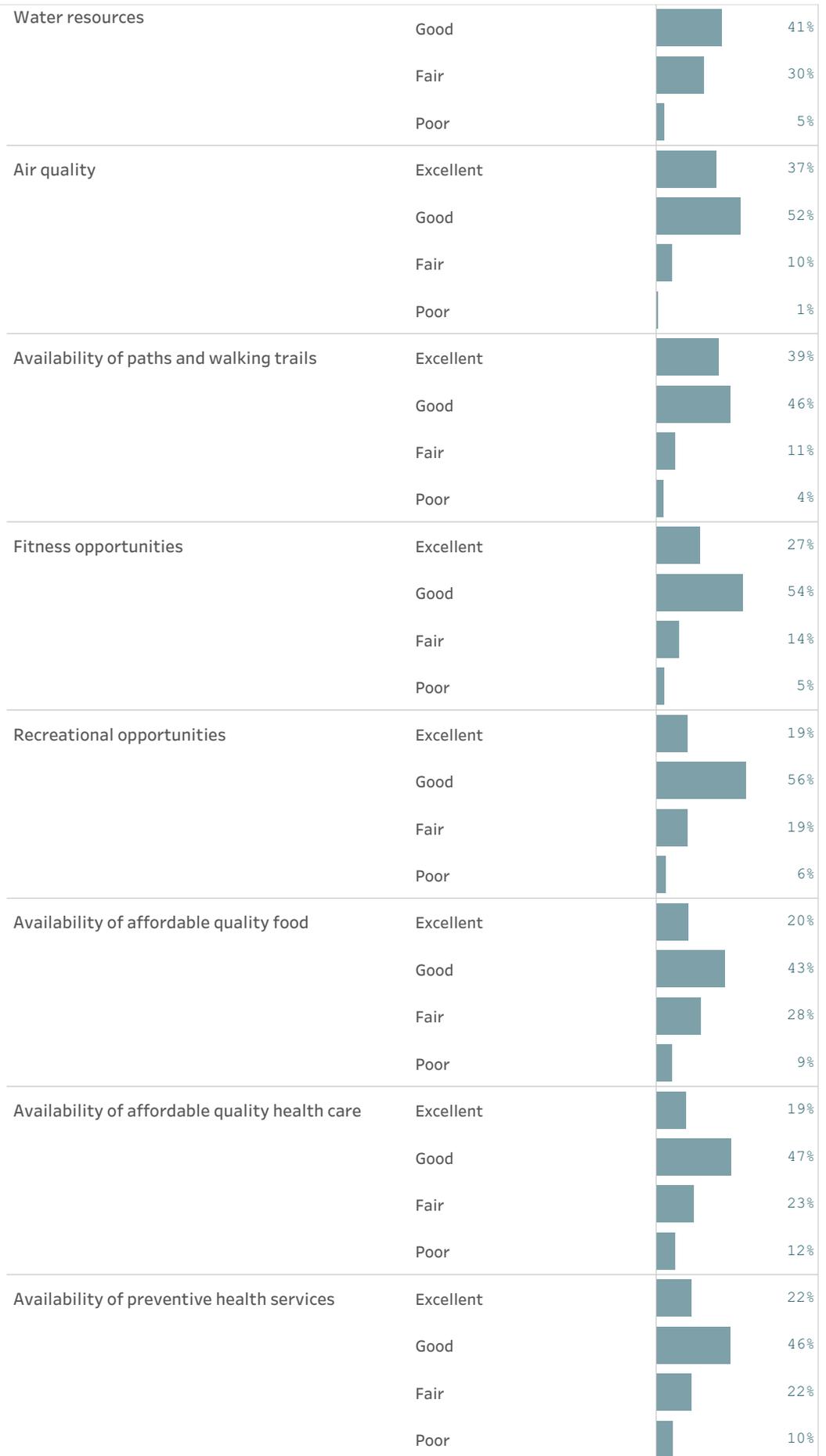
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	Excellent		16%
		Good		46%
		Fair		32%
		Poor		6%
	Variety of business and service establishments	Excellent		11%
		Good		27%
		Fair		35%
		Poor		27%
	Vibrancy of downtown/commercial area	Excellent		13%
		Good		43%
		Fair		32%
		Poor		13%
	Employment opportunities	Excellent		10%
		Good		25%
		Fair		41%
		Poor		24%
	Shopping opportunities	Excellent		4%
		Good		16%
		Fair		39%
		Poor		41%
	Cost of living	Excellent		10%
		Good		31%
		Fair		41%
		Poor		18%
	Overall image or reputation	Excellent		20%
		Good		60%
		Fair		17%
		Poor		3%
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Excellent		12%
		Good		49%
		Fair		31%

Please also rate each of the following in the River Falls community.

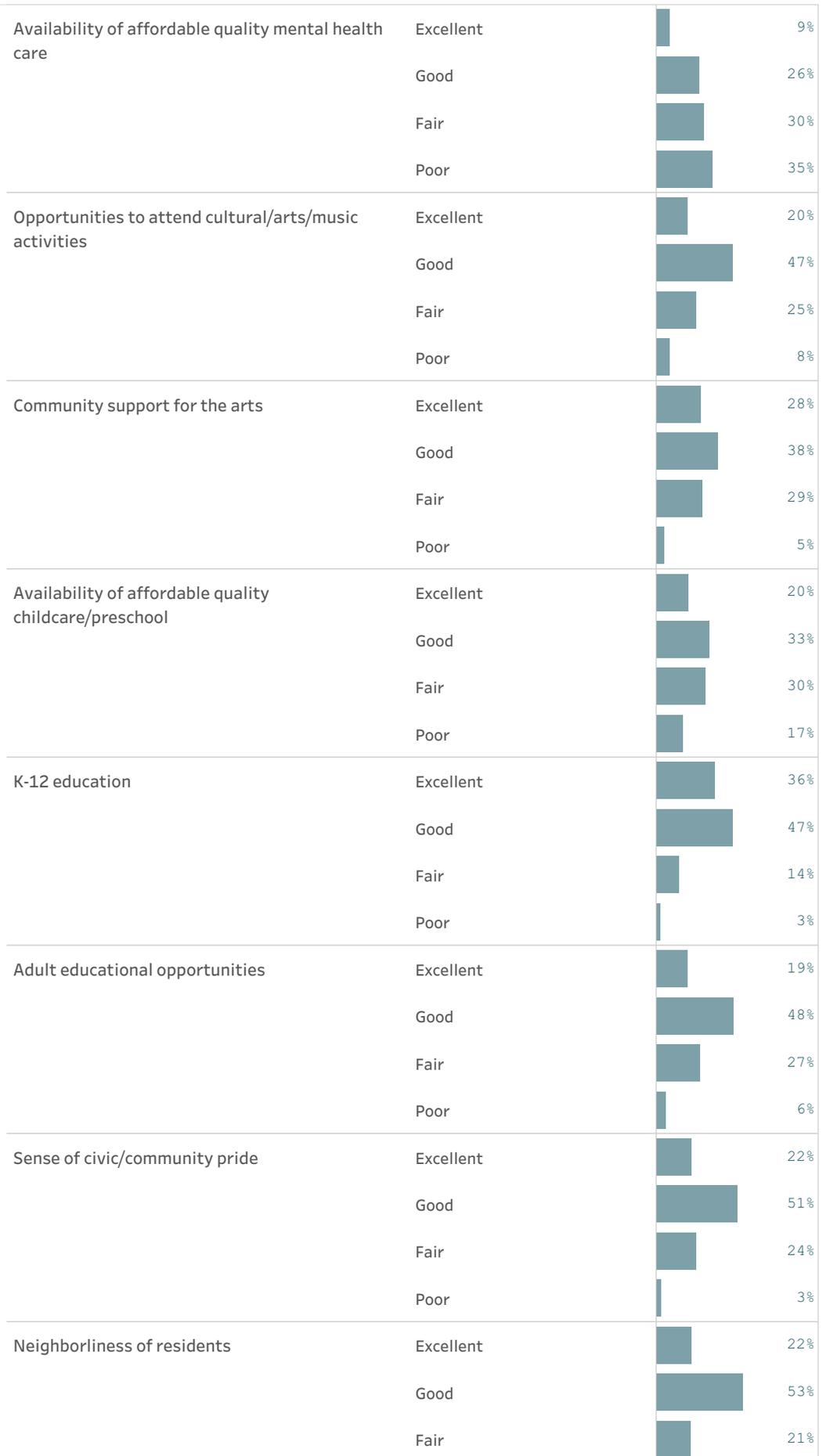


Please also rate each of the following in the River Falls community.			
Well-designed neighborhoods	Fair		31%
	Poor		10%
Preservation of the historical or cultural character of the community	Excellent		15%
	Good		55%
	Fair		24%
	Poor		6%
Public places where people want to spend time	Excellent		22%
	Good		48%
	Fair		22%
	Poor		8%
Variety of housing options	Excellent		10%
	Good		38%
	Fair		32%
	Poor		20%
Availability of affordable quality housing	Excellent		13%
	Good		25%
	Fair		33%
	Poor		28%
Overall quality of new development	Excellent		10%
	Good		44%
	Fair		33%
	Poor		13%
Overall appearance	Excellent		27%
	Good		51%
	Fair		20%
	Poor		2%
Cleanliness	Excellent		31%
	Good		55%
	Fair		13%
	Poor		1%
Water resources	Excellent		24%

Please also rate each of the following in the River Falls community.



Please also rate each of the following in the River Falls community.

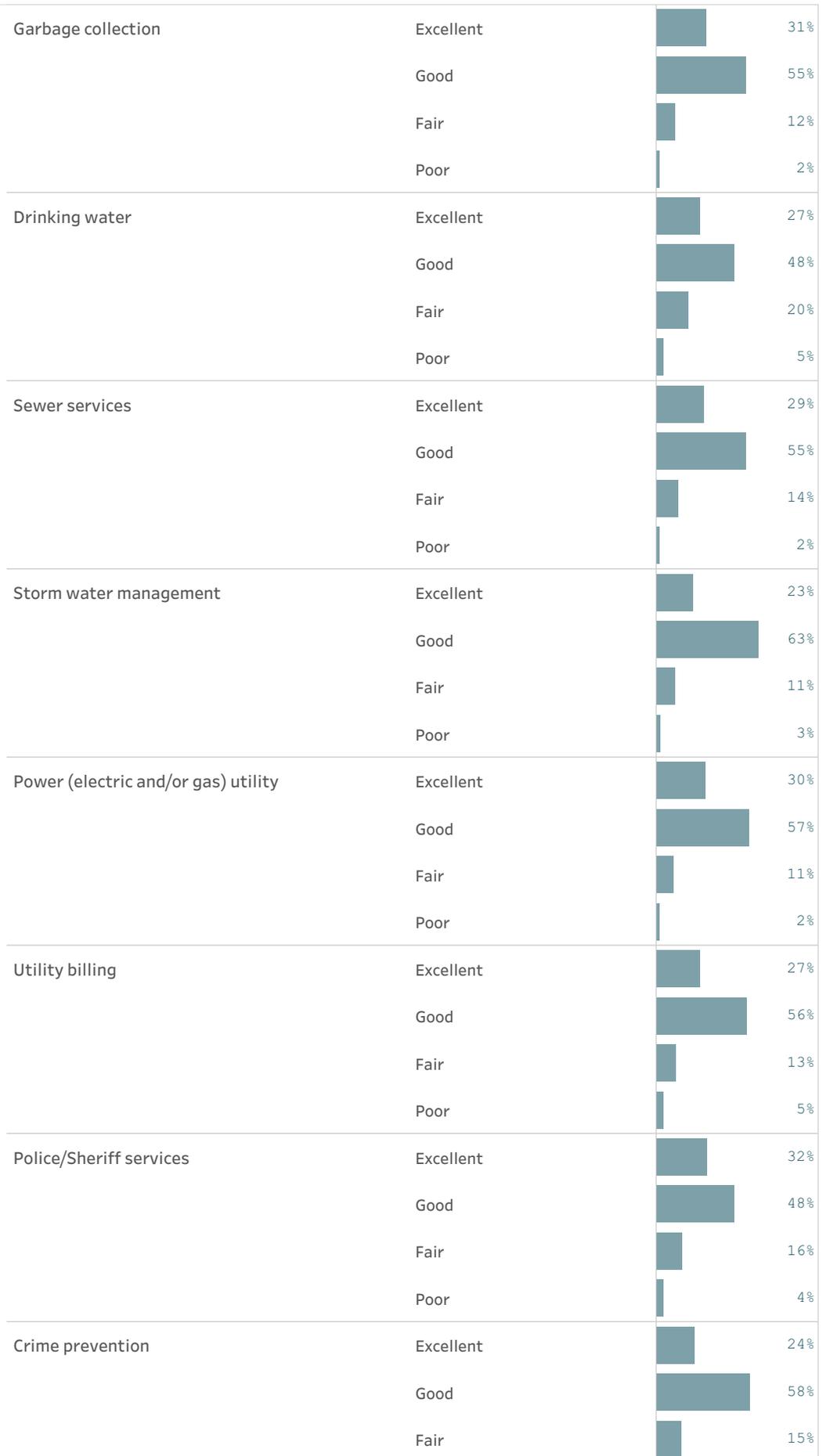


Please also rate each of the following in the River Falls community.	Neighborliness of residents	Poor		4%
	Opportunities to participate in social events and activities	Excellent		20%
		Good		49%
		Fair		25%
		Poor		6%
	Opportunities to attend special events and festivals	Excellent		21%
		Good		50%
		Fair		22%
		Poor		7%
	Opportunities to volunteer	Excellent		24%
		Good		46%
		Fair		26%
		Poor		5%
	Opportunities to participate in community matters	Excellent		17%
		Good		42%
		Fair		35%
		Poor		5%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		15%
		Good		38%
		Fair		28%
Poor			18%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	No		43%
		Yes		57%
	Contacted River Falls elected officials to express your opinion	No		85%
		Yes		15%
	Attended a local public meeting	No		88%
		Yes		12%
	Watched a local public meeting	No		72%
		Yes		28%
	Volunteered your time to some group/activity	No		66%
		Yes		34%

Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	No	81%	
		Yes	19%	
	Voted in your most recent local election	No	26%	
		Yes	74%	
	Used public transportation instead of driving	No	95%	
		Yes	5%	
	Carpooled with other adults or children instead of driving alone	No	49%	
		Yes	51%	
	Walked or biked instead of driving	No	25%	
		Yes	75%	
	Please rate the quality of each of the following services in River Falls.	Public information services	Excellent	14%
			Good	53%
Fair			27%	
Poor			6%	
Economic development		Excellent	10%	
		Good	47%	
		Fair	33%	
		Poor	10%	
Traffic enforcement		Excellent	17%	
		Good	53%	
		Fair	23%	
		Poor	7%	
Traffic signal timing		Excellent	13%	
		Good	53%	
		Fair	26%	
		Poor	8%	
Street repair	Excellent	9%		
	Good	50%		
	Fair	32%		
	Poor	9%		
Street cleaning	Excellent	26%		

Please rate the quality of each of the following services in River Falls.			
Street cleaning	Good		55%
	Fair		17%
	Poor		2%
Street lighting	Excellent		20%
	Good		54%
	Fair		23%
	Poor		4%
Snow removal	Excellent		23%
	Good		49%
	Fair		21%
	Poor		8%
Sidewalk maintenance	Excellent		15%
	Good		47%
	Fair		30%
	Poor		8%
Bus or transit services	Excellent		4%
	Good		11%
	Fair		22%
	Poor		63%
Land use, planning and zoning	Excellent		7%
	Good		46%
	Fair		31%
	Poor		16%
Code enforcement	Excellent		10%
	Good		38%
	Fair		36%
	Poor		16%
Affordable high-speed internet access	Excellent		11%
	Good		39%
	Fair		28%
	Poor		22%

Please rate the quality of each of the following services in River Falls.



Please rate the quality of each of the following services in River Falls.

Crime prevention	Poor		2%
Animal control	Excellent		22%
	Good		54%
	Fair		16%
	Poor		7%
Ambulance or emergency medical services	Excellent		37%
	Good		53%
	Fair		9%
	Poor		1%
Fire services	Excellent		41%
	Good		54%
	Fair		4%
	Poor		1%
Fire prevention and education	Excellent		32%
	Good		58%
	Fair		8%
	Poor		2%
Emergency preparedness	Excellent		22%
	Good		54%
	Fair		20%
	Poor		5%
Preservation of natural areas	Excellent		22%
	Good		49%
	Fair		22%
	Poor		7%
River Falls open space	Excellent		20%
	Good		50%
	Fair		25%
	Poor		5%
Recycling	Excellent		28%
	Good		57%

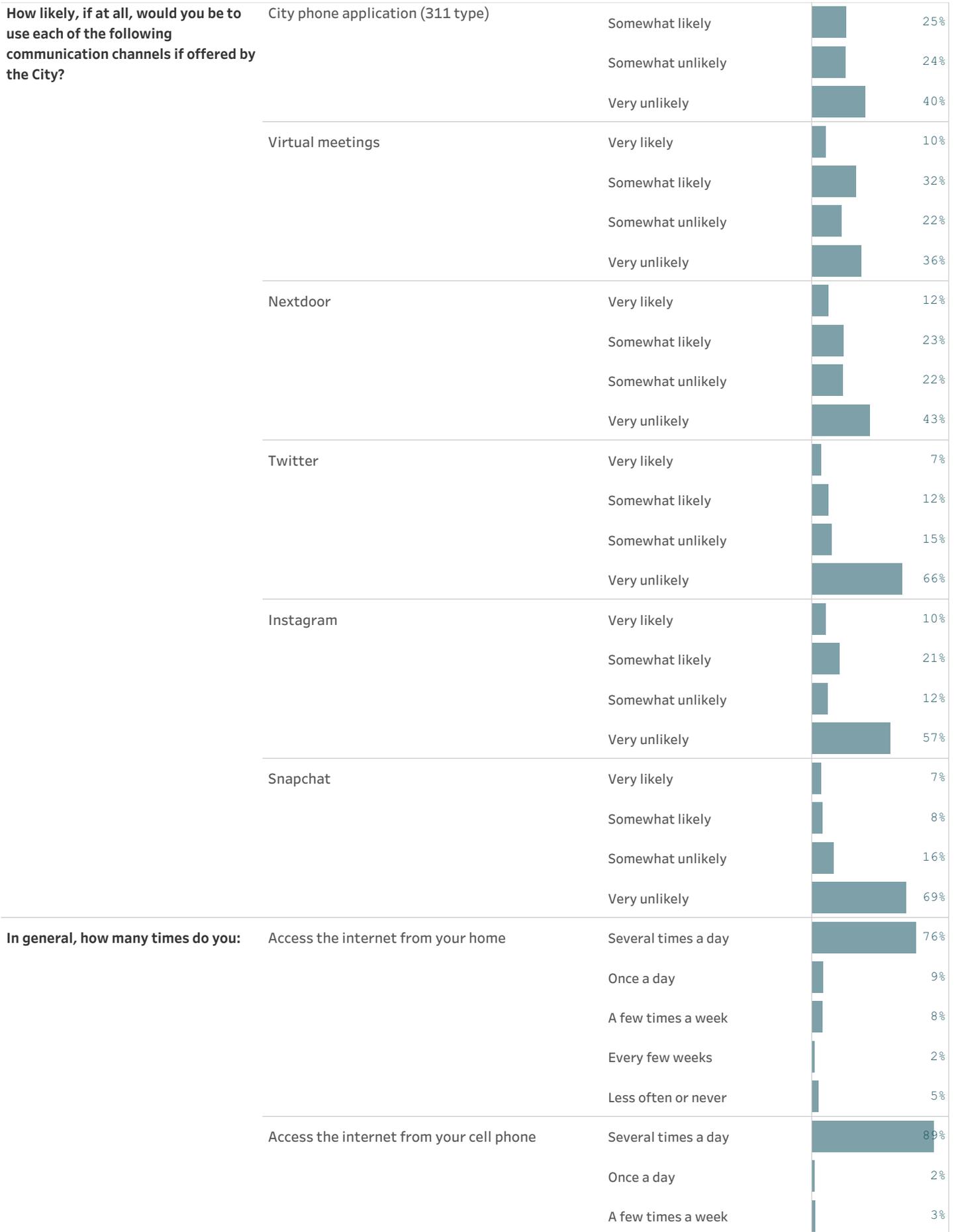
Please rate the quality of each of the following services in River Falls.				
Recycling	Fair		13%	
	Poor		2%	
Yard waste pick-up	Excellent		25%	
	Good		45%	
	Fair		16%	
	Poor		13%	
City parks	Excellent		37%	
	Good		51%	
	Fair		10%	
	Poor		2%	
Recreation programs or classes	Excellent		18%	
	Good		53%	
	Fair		26%	
	Poor		3%	
Recreation centers or facilities	Excellent		18%	
	Good		45%	
	Fair		25%	
	Poor		12%	
Health services	Excellent		18%	
	Good		56%	
	Fair		19%	
	Poor		7%	
Public library services	Excellent		52%	
	Good		43%	
	Fair		4%	
	Poor		1%	
Overall customer service by River Falls employees	Excellent		36%	
	Good		53%	
	Fair		10%	
	Poor		2%	
Please rate the following categories of River Falls government	The value of services for the taxes paid to River Falls	Excellent		12%

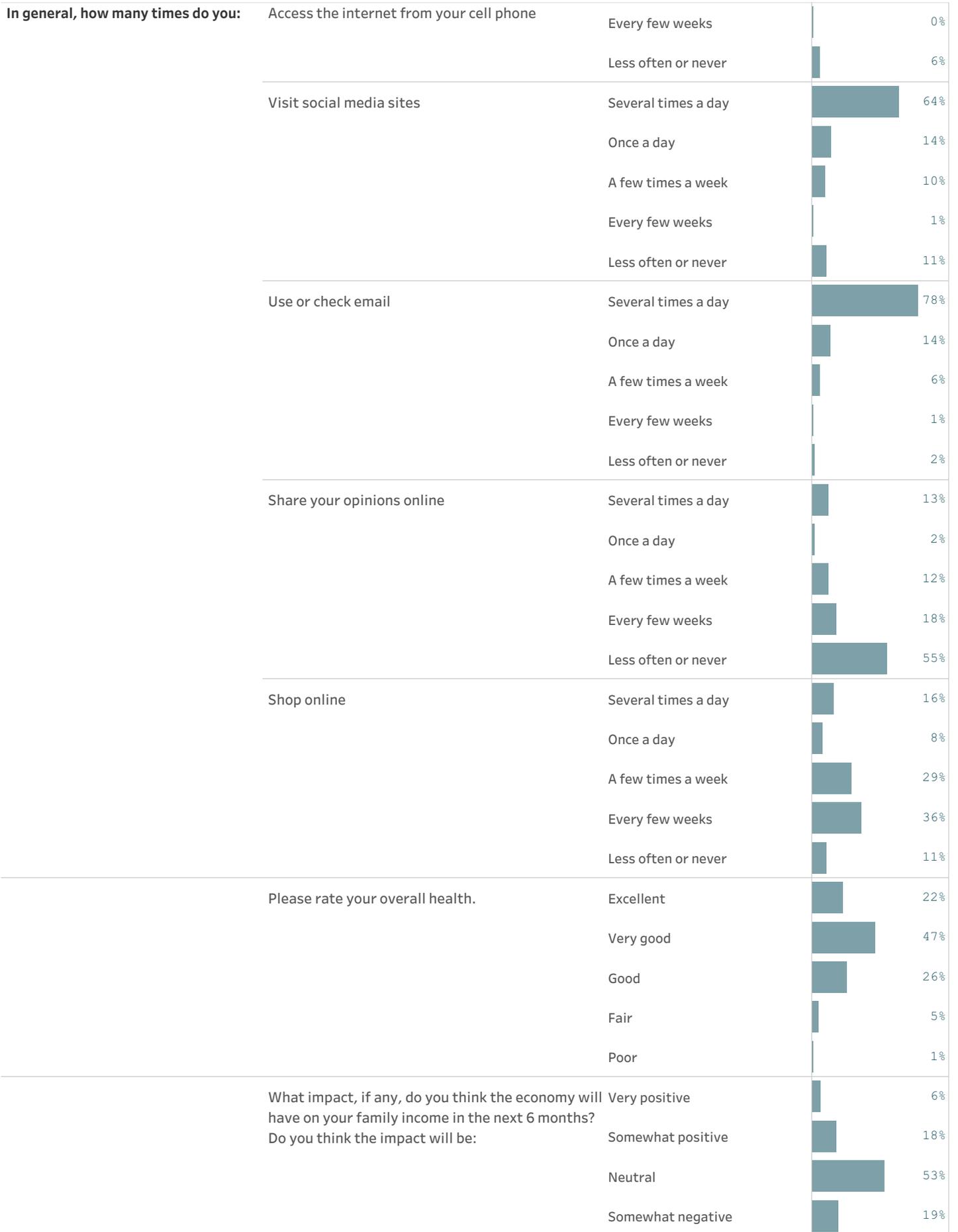
Please rate the following categories of River Falls government performance.	Category	Rating	
		Percentage	Count
The value of services for the taxes paid to River Falls	Good	47%	10
	Fair	32%	7
	Poor	9%	2
The overall direction that River Falls is taking	Excellent	13%	3
	Good	52%	12
	Fair	27%	6
	Poor	8%	2
The job River Falls government does at welcoming resident involvement	Excellent	13%	3
	Good	43%	10
	Fair	32%	7
	Poor	12%	3
Overall confidence in River Falls government	Excellent	13%	3
	Good	43%	10
	Fair	34%	8
	Poor	11%	3
Generally acting in the best interest of the community	Excellent	16%	4
	Good	47%	11
	Fair	28%	7
	Poor	9%	2
Being honest	Excellent	18%	4
	Good	45%	11
	Fair	31%	7
	Poor	7%	2
Being open and transparent to the public	Excellent	15%	4
	Good	42%	10
	Fair	33%	8
	Poor	10%	3
Informing residents about issues facing the community	Excellent	17%	4
	Good	40%	10
	Fair	30%	7
	Poor	13%	3

Please rate the following categories of River Falls government performance.	Treating all residents fairly	Excellent		18%
		Good		44%
		Fair		31%
		Poor		7%
	Treating residents with respect	Excellent		20%
		Good		51%
		Fair		25%
		Poor		4%
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	Excellent		23%
		Good		58%
		Fair		16%
		Poor		4%
	The Federal Government	Excellent		4%
		Good		29%
		Fair		43%
		Poor		24%
Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall economic health	Essential		35%
		Very important		51%
		Somewhat important		13%
		Not at all important		0%
	Overall quality of the transportation system	Essential		26%
		Very important		40%
		Somewhat important		31%
		Not at all important		3%
	Overall design or layout of residential and commercial areas	Essential		22%
		Very important		46%
		Somewhat important		31%
		Not at all important		1%
Overall quality of the utility infrastructure	Essential		42%	
	Very important		41%	
	Somewhat important		16%	

Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Not at all important		0%
	Overall feeling of safety	Essential		48%
Very important			29%	
Somewhat important			17%	
Not at all important			5%	
Overall quality of natural environment	Essential		50%	
	Very important		34%	
	Somewhat important		16%	
	Not at all important		0%	
Overall quality of parks and recreation opportunities	Essential		39%	
	Very important		46%	
	Somewhat important		13%	
	Not at all important		2%	
Overall health and wellness opportunities	Essential		34%	
	Very important		45%	
	Somewhat important		18%	
	Not at all important		2%	
Overall opportunities for education, culture, and the arts	Essential		34%	
	Very important		42%	
	Somewhat important		21%	
	Not at all important		3%	
Residents' connection and engagement with their community	Essential		24%	
	Very important		46%	
	Somewhat important		26%	
	Not at all important		4%	
Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including p..	No		40%	
	Yes		60%	
What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)	Knowledge	Excellent		52%
		Good		41%
		Fair		5%
		Poor		3%

What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)	Responsiveness	Excellent		60%	
		Good		30%	
		Fair		7%	
		Poor		3%	
	Courtesy	Excellent		66%	
		Good		23%	
		Fair		9%	
		Poor		2%	
	Overall impression	Excellent		59%	
		Good		29%	
		Fair		9%	
		Poor		4%	
How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	Electronic newsletter	Major source		25%	
		Minor source		37%	
		Not a source		38%	
	City website	Major source		45%	
		Minor source		35%	
		Not a source		20%	
	Facebook	Major source		37%	
		Minor source		30%	
		Not a source		34%	
	LinkedIn	Major source		2%	
		Minor source		10%	
		Not a source		87%	
	Newspaper	Major source		16%	
		Minor source		26%	
		Not a source		58%	
	In-person meetings	Major source		6%	
		Minor source		27%	
		Not a source		67%	
	How likely, if at all, would you be to use each of the following	City phone application (311 type)	Very likely		11%





have on your family income in the next 6 months? Do you think the impact will be:	Very negative		4%
How many years have you lived in River Falls?	Less than 2 years		19%
	2-5 years		22%
	6-10 years		17%
	11-20 years		14%
	More than 20 years		27%
Which best describes the building you live in?	One family house detached from any other houses		45%
	Building with two or more homes (duplex, townhome, apa..		53%
	Mobile home		1%
	Other		1%
Do you rent or own your home?	Rent		50%
	Own		50%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		11%
	\$500 to \$999		28%
	\$1,000 to \$1,499		28%
	\$1,500 to \$1,999		23%
	\$2,000 to \$2,499		7%
	\$2,500 to \$2,999		2%
	\$3,000 to \$3,499		1%
	\$3,500 or more		0%
Do any children 17 or under live in your household?	No		71%
	Yes		29%
Are you or any other members of your household aged 65 or older?	No		81%
	Yes		19%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		15%
	\$25,000 to \$49,999		23%
	\$50,000 to \$74,999		25%
	\$75,000 to \$99,999		14%
	\$100,000 to \$149,999		16%
	\$150,000 or more		7%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		99%

Are you Spanish, Hispanic or Latino?	Yes, I consider myself to be Spanish, Hispanic, or Latino	1%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native	1%
	Asian, Asian Indian, or Pacific Islander	1%
	Black or African American	1%
	White	97%
	Other	2%
	In which category is your age?	18-24 years
25-34 years		34%
35-44 years		12%
45-54 years		12%
55-64 years		7%
65-74 years		11%
75 years or older		6%
What is your gender?	Female	58%
	Male	40%
	Identify in another way	2%

Full trends

This table contains the trends over time for the City of River Falls. The combined “percent positive” responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2019 and 2021 surveys is greater than 6 percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2013	2015	2017	2019	2021
Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	92%	92%	93%	93%	92%
	Your neighborhood as a place to live	84%	78%	86%	88%	85%
	River Falls as a place to raise children	89%	86%	94%	92%	93%
	River Falls as a place to work	53%	45%	55%	57%	53%
	River Falls as a place to visit		67%	69%	71%	71%
	River Falls as a place to retire	68%	71%	69%	72%	77%
	The overall quality of life	86%	87%	90%	90%	88%
	Sense of community	83%	81%	75%	74%	74%
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health		74%	74%	73%	69%
	Overall quality of the transportation system					45%
	Overall design or layout of residential and commercial areas		69%	72%	72%	70%
	Overall quality of the utility infrastructure					82%
	Overall feeling of safety		90%	94%	91%	93%
	Overall quality of natural environment	89%	89%	89%	92%	93%
	Overall quality of parks and recreation opportunities					87%
	Overall health and wellness opportunities		67%	71%	76%	76%
	Overall opportunities for education, culture, and the arts		88%	90%	87%	76%
	Residents’ connection and engagement with their community					71%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	89%	94%	94%	92%	92%
	Remain in River Falls for the next five years	81%	79%	87%	83%	83%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	98%	98%	98%	97%	96%
	In River Falls’s downtown/commercial area during the day	98%	97%	99%	97%	96%

Please rate how safe or unsafe you feel:	From property crime	76%					85%
	From violent crime	90%					93%
	From fire, flood, or other natural disaster						92%
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome						79%
	Attracting people from diverse backgrounds						45%
	Valuing/respecting residents from diverse backgrounds						60%
	Taking care of vulnerable residents						64%
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	55%	61%	64%	59%	61%	
	Variety of business and service establishments						38%
	Vibrancy of downtown/commercial area			61%	56%	54%	55%
	Employment opportunities	32%	31%	36%	46%	35%	
	Shopping opportunities	27%	27%	34%	26%	20%	
	Cost of living			53%	51%	44%	41%
	Overall image or reputation	80%	84%	86%	85%	80%	
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	53%	49%	58%	56%	61%	
	Ease of public parking			60%	58%	55%	72%
	Ease of travel by car	65%	72%	74%	76%	84%	
	Ease of travel by public transportation					25%	20%
	Ease of travel by bicycle	68%	71%	74%	69%	66%	
	Ease of walking	84%	89%	90%	89%	85%	
	Well-planned residential growth						61%
	Well-planned commercial growth						44%
	Well-designed neighborhoods						59%
	Preservation of the historical or cultural character of the community						69%
	Public places where people want to spend time			76%	75%	77%	70%
	Variety of housing options	65%	63%	63%	45%	48%	
	Availability of affordable quality housing	60%	55%	49%	34%	39%	
	Overall quality of new development	67%	65%	58%	65%	54%	
	Overall appearance	85%	87%	89%	89%	78%	

Please also rate each of the following in the River Falls community.	Cleanliness	86%	86%	93%	89%	86%
	Water resources					65%
	Air quality	93%	95%	96%	94%	90%
	Availability of paths and walking trails	74%	78%	87%	83%	84%
	Fitness opportunities		75%	77%	73%	81%
	Recreational opportunities	72%	73%	76%	72%	75%
	Availability of affordable quality food	74%	60%	66%	72%	63%
	Availability of affordable quality health care	60%	62%	66%	69%	65%
	Availability of preventive health services	75%	74%	69%	75%	68%
	Availability of affordable quality mental health care		40%	41%	43%	35%
	Opportunities to attend cultural/arts/music activities	53%	77%	77%	72%	67%
	Community support for the arts					66%
	Availability of affordable quality childcare/preschool	63%	64%	65%	61%	53%
	K-12 education	87%	91%	92%	87%	83%
	Adult educational opportunities		84%	79%	75%	67%
	Sense of civic/community pride					72%
	Neighborliness of residents		70%	72%	69%	75%
	Opportunities to participate in social events and activities	78%	72%	76%	74%	69%
	Opportunities to attend special events and festivals		78%	77%	73%	71%
	Opportunities to volunteer	75%	73%	82%	76%	69%
Opportunities to participate in community matters	72%	72%	77%	71%	60%	
Openness and acceptance of the community toward people of diver..	66%	64%	65%	60%	53%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	61%			47%	57%
	Contacted River Falls elected officials to express your opinion		17%	15%	14%	15%
	Attended a local public meeting	27%	16%	17%	15%	12%
	Watched a local public meeting	27%	21%	18%	14%	28%
	Volunteered your time to some group/activity	53%	55%	52%	44%	34%
	Campaigned or advocated for a local issue, cause, or candidate		21%	28%	24%	19%
	Voted in your most recent local election	85%				74%

Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving					5%
	Carpooled with other adults or children instead of driving alone	42%	50%	53%	51%	
	Walked or biked instead of driving	79%	80%	75%	75%	
Please rate the quality of each of the following services in River Falls.	Public information services	82%	77%	77%	75%	68%
	Economic development	59%	55%	67%	56%	57%
	Traffic enforcement	74%	74%	81%	79%	70%
	Traffic signal timing	60%	62%	70%	66%	66%
	Street repair	52%	53%	56%	55%	59%
	Street cleaning	73%	73%	78%	77%	80%
	Street lighting	72%	70%	79%	78%	73%
	Snow removal	62%	72%	77%	73%	71%
	Sidewalk maintenance	57%	63%	66%	65%	62%
	Bus or transit services				29%	15%
	Land use, planning and zoning	60%	61%	65%	61%	53%
	Code enforcement	55%	54%	57%	60%	48%
	Affordable high-speed internet access					49%
	Garbage collection	84%	84%	89%	78%	86%
	Drinking water	79%	77%	79%	75%	75%
	Sewer services	87%	90%	90%	87%	85%
	Storm water management	80%	82%	84%	70%	86%
	Power (electric and/or gas) utility	86%	90%	90%	90%	87%
	Utility billing		78%	84%	84%	83%
	Police/Sheriff services	87%	82%	89%	93%	80%
	Crime prevention	78%	73%	85%	87%	82%
	Animal control	71%	73%	76%		76%
	Ambulance or emergency medical services	95%	96%	90%	93%	90%
Fire services	94%	95%	95%	98%	95%	
Fire prevention and education	88%	86%	88%	85%	90%	
Emergency preparedness	71%	61%	71%	68%	75%	

Please rate the quality of each of the following services in River Falls.	Preservation of natural areas	73%	71%	77%	66%	72%
	River Falls open space		70%	75%	67%	70%
	Recycling	87%	83%	89%	81%	84%
	Yard waste pick-up				66%	70%
	City parks	93%	87%	93%	93%	89%
	Recreation programs or classes	89%	77%	82%	85%	70%
	Recreation centers or facilities				75%	63%
	Health services	77%	75%	72%	69%	74%
	Public library services	96%	90%	94%	93%	95%
	Overall customer service by River Falls employees	87%			86%	88%
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	62%	53%	64%	54%	59%
	The overall direction that River Falls is taking	64%	69%	73%	66%	65%
	The job River Falls government does at welcoming resident involve..	65%	62%	69%	58%	56%
	Overall confidence in River Falls government		63%	70%	61%	55%
	Generally acting in the best interest of the community		65%	76%	62%	63%
	Being honest		68%	76%	67%	62%
	Being open and transparent to the public					57%
	Informing residents about issues facing the community					57%
	Treating all residents fairly		63%	74%	63%	62%
	Treating residents with respect					70%
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	83%	87%	88%	87%	81%
	The Federal Government	41%	30%	37%	36%	33%
Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall economic health		88%	86%	86%	87%
	Overall quality of the transportation system					67%
	Overall design or layout of residential and commercial areas		72%	74%	73%	68%
	Overall quality of the utility infrastructure					84%
	Overall feeling of safety		83%	81%	86%	77%
	Overall quality of natural environment		83%	79%	89%	83%
	Overall quality of parks and recreation opportunities					85%

Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	73%	76%	77%	79%	
	Overall opportunities for education, culture, and the arts	81%	75%	78%	76%	
	Residents' connection and engagement with their community	73%	74%	81%	70%	
In general, how many times do you:	Access the internet from your home				93%	
	Access the internet from your cell phone				94%	
	Visit social media sites				88%	
	Use or check email				98%	
	Share your opinions online				27%	
	Shop online				53%	
	Please rate your overall health.	57%	62%	58%	69%	
	What impact, if any, do you think the economy will have on your fa..	26%	24%	24%	29%	24%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of River Falls conducted a survey of 557 residents. Survey invitations were mailed to randomly selected households and data were collected from July 9th, 2021 to August 27th, 2021. The results from this main survey effort represent the most robust estimate of your residents' opinions.

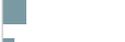
After the above data collection period was underway, a link to an online open participation survey was publicized by the City of River Falls. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on August 13th, 2021. The survey remained open for two weeks and there were 35 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in River Falls.	Question	Rating	Percentage	
			Bar	Value
River Falls as a place to live	River Falls as a place to live	Excellent		43%
		Good		43%
		Fair		14%
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent		37%
		Good		31%
		Fair		31%
River Falls as a place to raise children	River Falls as a place to raise children	Excellent		39%
		Good		42%
		Fair		19%
River Falls as a place to work	River Falls as a place to work	Excellent		25%
		Good		33%
		Fair		21%
		Poor		21%
River Falls as a place to visit	River Falls as a place to visit	Excellent		24%
		Good		42%
		Fair		24%
		Poor		9%
River Falls as a place to retire	River Falls as a place to retire	Excellent		38%
		Good		29%
		Fair		17%
		Poor		17%
The overall quality of life in River Falls	The overall quality of life in River Falls	Excellent		37%
		Good		46%
		Fair		14%
		Poor		3%
Sense of community	Sense of community	Excellent		31%
		Good		29%
		Fair		31%

Please rate each of the following aspects of quality of life in River Falls.	Sense of community	Poor		9%
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health of River Falls	Good		58%
		Fair		35%
		Poor		6%
Overall quality of the transportation system (auto, bicycle, foot, bus) in River Falls	Excellent		6%	
	Good		23%	
	Fair		37%	
	Poor		34%	
Overall design or layout of River Falls' residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		9%	
	Good		50%	
	Fair		21%	
	Poor		21%	
Overall quality of the utility infrastructure in River Falls (water, sewer, storm water, electric, gas)	Excellent		22%	
	Good		47%	
	Fair		25%	
	Poor		6%	
Overall feeling of safety in River Falls	Excellent		29%	
	Good		50%	
	Fair		15%	
	Poor		6%	
Overall quality of natural environment in River Falls	Excellent		54%	
	Good		26%	
	Fair		14%	
	Poor		6%	
Overall quality of parks and recreation opportunities	Excellent		37%	
	Good		46%	
	Fair		11%	
	Poor		6%	
Overall health and wellness opportunities in River Falls	Excellent		18%	
	Good		52%	
	Fair		24%	
	Poor		6%	

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall opportunities for education, culture, and the arts	Excellent		35%
		Good		32%
		Fair		29%
		Poor		3%
	Residents' connection and engagement with their community	Excellent		17%
Good			51%	
Fair			23%	
Poor			9%	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Very likely		48%
		Somewhat likely		33%
		Somewhat unlikely		12%
		Very unlikely		6%
	Remain in River Falls for the next five years	Very likely		74%
Somewhat likely			9%	
Somewhat unlikely			12%	
Very unlikely			6%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		71%
		Somewhat safe		23%
		Neither safe nor unsafe		6%
	In River Falls' downtown/commercial area during the day	Very safe		80%
		Somewhat safe		17%
		Neither safe nor unsafe		3%
	From property crime	Very safe		26%
		Somewhat safe		37%
		Neither safe nor unsafe		20%
		Somewhat unsafe		14%
		Very unsafe		3%
	From violent crime	Very safe		51%
		Somewhat safe		43%
		Neither safe nor unsafe		6%
	From fire, flood, or other natural disaster	Very safe		57%
Somewhat safe			31%	

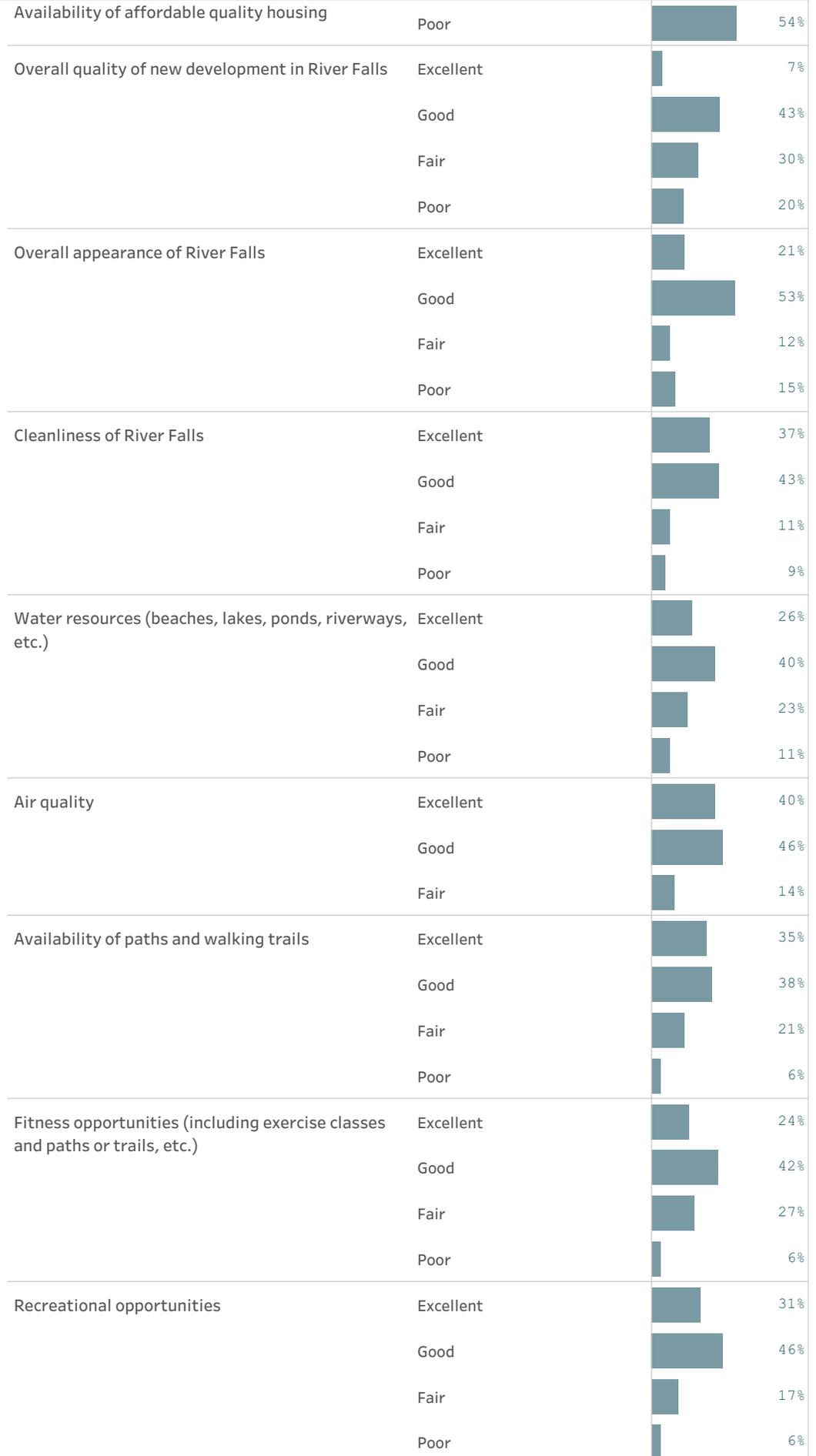
Please rate how safe or unsafe you feel:	From fire, flood, or other natural disaster	Neither safe nor unsafe		9%
		Somewhat unsafe		3%
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome	Excellent		12%
		Good		53%
		Fair		26%
		Poor		9%
	Attracting people from diverse backgrounds	Excellent		9%
		Good		22%
		Fair		31%
		Poor		38%
	Valuing/respecting residents from diverse backgrounds	Excellent		6%
		Good		39%
		Fair		23%
		Poor		32%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		10%
		Good		24%
		Fair		55%
		Poor		10%
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments in River Falls	Excellent		15%
		Good		32%
		Fair		47%
		Poor		6%
	Variety of business and service establishments in River Falls	Excellent		6%
		Good		29%
		Fair		37%
		Poor		29%
	Vibrancy of downtown/commercial area	Excellent		6%
		Good		38%
		Fair		44%
		Poor		12%
	Employment opportunities	Excellent		8%
		Good		24%

Please rate each of the following in the River Falls community.	Employment opportunities	Fair		40%
		Poor		28%
	Shopping opportunities	Excellent		3%
		Good		11%
		Fair		37%
		Poor		49%
	Cost of living in River Falls	Excellent		11%
		Good		29%
Fair			37%	
Poor			23%	
Overall image or reputation of River Falls	Excellent		21%	
	Good		59%	
	Fair		9%	
	Poor		12%	
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Excellent		9%
		Good		51%
		Fair		14%
		Poor		26%
	Ease of public parking	Excellent		9%
		Good		54%
		Fair		26%
		Poor		11%
	Ease of travel by car in River Falls	Excellent		26%
		Good		49%
		Fair		14%
		Poor		11%
Ease of travel by public transportation in River Falls	Good		8%	
	Fair		17%	
	Poor		75%	
Ease of travel by bicycle in River Falls	Excellent		3%	
	Good		55%	
	Fair		28%	

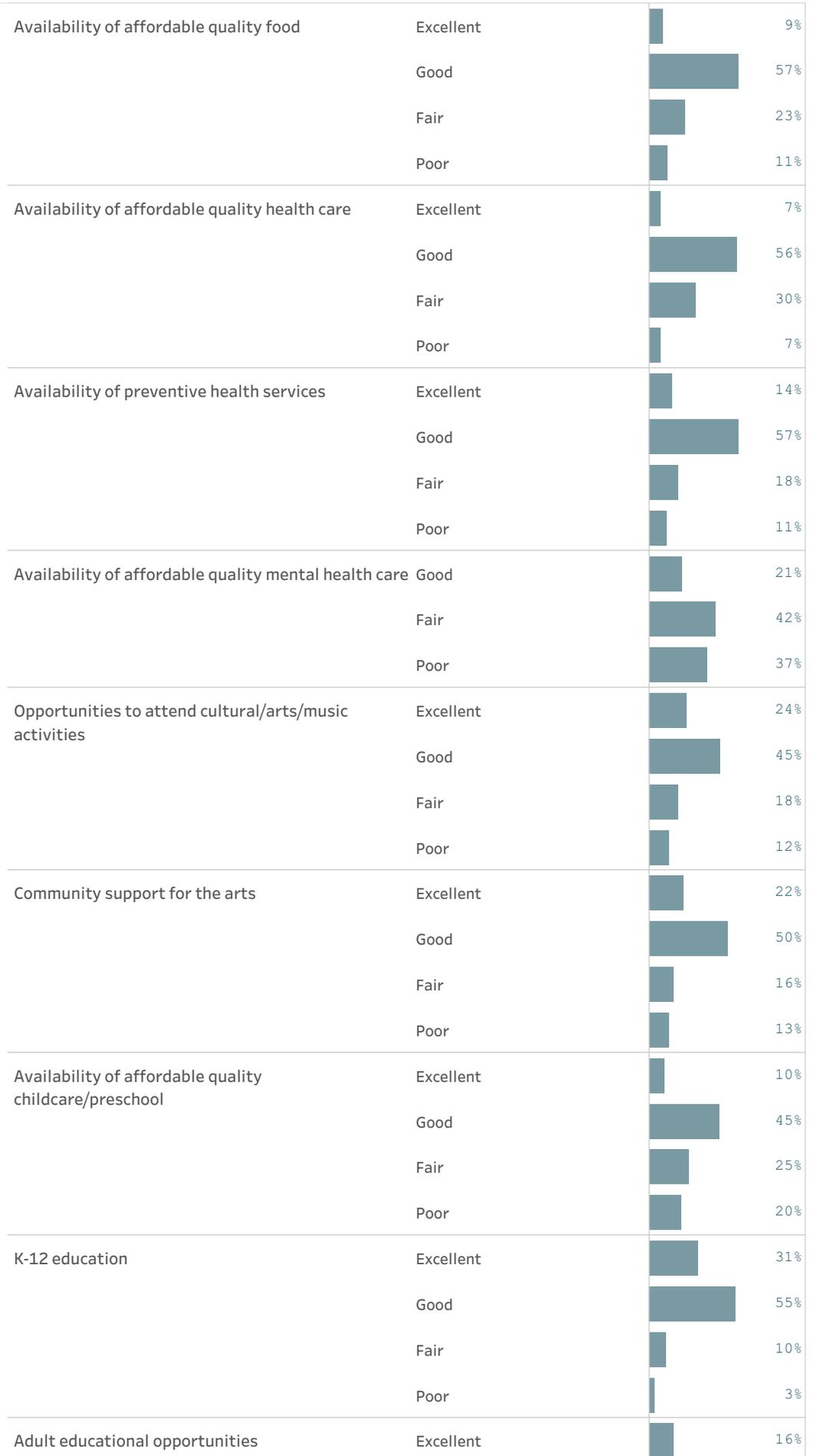
Please also rate each of the following in the River Falls community.

Ease of travel by bicycle in River Falls	Poor		14%
	Excellent		24%
Ease of walking in River Falls	Good		35%
	Fair		32%
	Poor		9%
	Excellent		7%
Well-planned residential growth	Good		45%
	Fair		17%
	Poor		31%
	Excellent		10%
Well-planned commercial growth	Good		19%
	Fair		35%
	Poor		35%
	Excellent		13%
Well-designed neighborhoods	Good		34%
	Fair		34%
	Poor		19%
	Excellent		9%
Preservation of the historical or cultural character of the community	Good		44%
	Fair		25%
	Poor		22%
	Excellent		12%
Public places where people want to spend time	Good		56%
	Fair		15%
	Poor		18%
	Excellent		9%
Variety of housing options	Good		36%
	Fair		24%
	Poor		30%
	Excellent		4%
Availability of affordable quality housing	Good		19%
	Fair		23%
	Excellent		4%

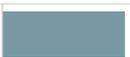
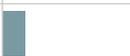
Please also rate each of the following in the River Falls community.



Please also rate each of the following in the River Falls community.



Please also rate each of the following in the River Falls community.	Adult educational opportunities	Good		59%
		Fair		16%
		Poor		9%
Sense of civic/community pride	Excellent		18%	
	Good		44%	
	Fair		26%	
	Poor		12%	
Neighborliness of residents in River Falls	Excellent		20%	
	Good		37%	
	Fair		31%	
	Poor		11%	
Opportunities to participate in social events and activities	Excellent		11%	
	Good		49%	
	Fair		29%	
	Poor		11%	
Opportunities to attend special events and festivals	Excellent		20%	
	Good		46%	
	Fair		23%	
	Poor		11%	
Opportunities to volunteer	Excellent		26%	
	Good		52%	
	Fair		22%	
Opportunities to participate in community matters	Excellent		19%	
	Good		45%	
	Fair		23%	
	Poor		13%	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		7%	
	Good		30%	
	Fair		33%	
	Poor		30%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls (in-person, phone, email, or web) for help or information	No		37%
		Yes		63%

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted River Falls elected officials (in-person, phone, email, or web) to express your opinion	No		60%
		Yes		40%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		83%
		Yes		17%
	Watched (online or on television) a local public meeting	No		46%
		Yes		54%
	Volunteered your time to some group/activity in River Falls	No		40%
		Yes		60%
	Campaigned or advocated for a local issue, cause, or candidate	No		74%
		Yes		26%
	Voted in your most recent local election	No		9%
		Yes		91%
	Used bus, rail, subway, or other public transportation instead of driving	No		97%
		Yes		3%
	Carpooled with other adults or children instead of driving alone	No		57%
		Yes		43%
	Walked or biked instead of driving	No		23%
		Yes		77%
Please rate the quality of each of the following services in River Falls.	Public information services	Good		55%
		Fair		35%
		Poor		10%
	Economic development	Excellent		4%
		Good		46%
		Fair		31%
		Poor		19%
	Traffic enforcement	Excellent		11%
		Good		48%
		Fair		30%
		Poor		11%
	Traffic signal timing	Excellent		3%
Good			66%	
Fair			14%	

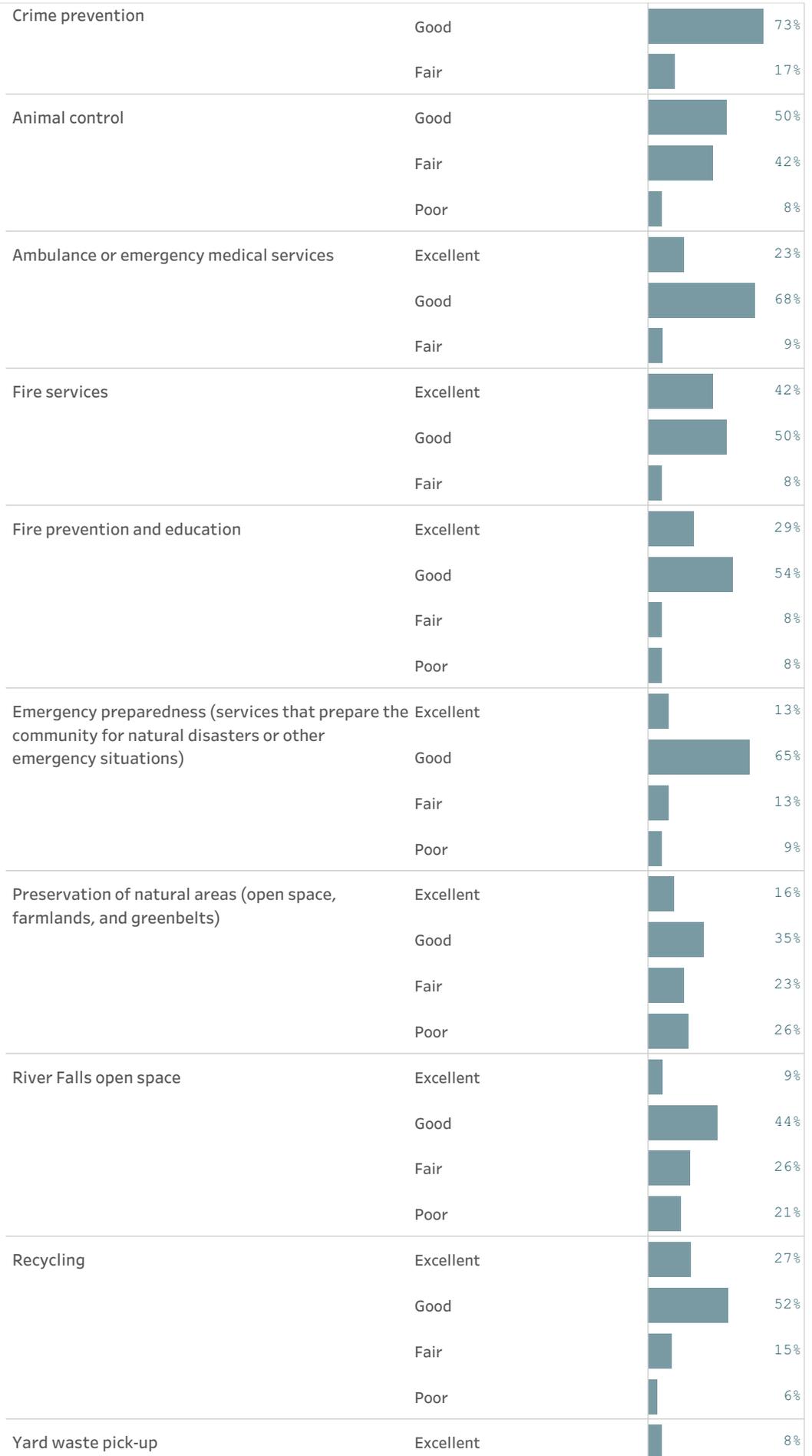
Please rate the quality of each of the following services in River Falls.

Traffic signal timing	Poor		17%
Street repair	Excellent		6%
	Good		59%
	Fair		21%
	Poor		15%
Street cleaning	Excellent		26%
	Good		59%
	Fair		9%
	Poor		6%
Street lighting	Excellent		14%
	Good		57%
	Fair		26%
	Poor		3%
Snow removal	Excellent		21%
	Good		56%
	Fair		12%
	Poor		12%
Sidewalk maintenance	Excellent		6%
	Good		52%
	Fair		23%
	Poor		19%
Bus or transit services	Good		4%
	Fair		17%
	Poor		78%
Land use, planning, and zoning	Good		45%
	Fair		24%
	Poor		31%
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		4%
	Good		25%
	Fair		38%
	Poor		33%
Affordable high-speed internet access	Excellent		12%

Please rate the quality of each of the following services in River Falls.

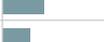
Affordable high-speed internet access	Good		33%
	Fair		21%
	Poor		33%
Garbage collection	Excellent		26%
	Good		46%
	Fair		17%
	Poor		11%
Drinking water	Excellent		32%
	Good		47%
	Fair		6%
	Poor		15%
Sewer services	Excellent		26%
	Good		56%
	Fair		15%
	Poor		3%
Storm water management (storm drainage, dams, levees, etc.)	Excellent		17%
	Good		59%
	Fair		10%
	Poor		14%
Power (electric and/or gas) utility	Excellent		23%
	Good		60%
	Fair		11%
	Poor		6%
Utility billing	Excellent		24%
	Good		56%
	Fair		6%
	Poor		15%
Police/Sheriff services	Excellent		32%
	Good		58%
	Fair		6%
	Poor		3%
Crime prevention	Excellent		10%

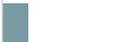
Please rate the quality of each of the following services in River Falls.



Please rate the quality of each of the following services in River Falls.	Yard waste pick-up	Good		50%
		Fair		8%
		Poor		33%
	City parks	Excellent		53%
		Good		32%
		Fair		6%
		Poor		9%
	Recreation programs or classes	Excellent		28%
		Good		53%
		Fair		13%
		Poor		6%
	Recreation centers or facilities	Excellent		23%
Good			32%	
Fair			26%	
Poor			19%	
Health services	Excellent		11%	
	Good		67%	
	Fair		19%	
	Poor		4%	
Public library services	Excellent		53%	
	Good		44%	
	Poor		3%	
Overall customer service by River Falls employees (police, receptionists, planners, etc.)	Excellent		26%	
	Good		47%	
	Fair		24%	
	Poor		3%	
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	Excellent		13%
		Good		50%
		Fair		22%
		Poor		16%
	The overall direction that River Falls is taking	Excellent		9%
	Good		44%	

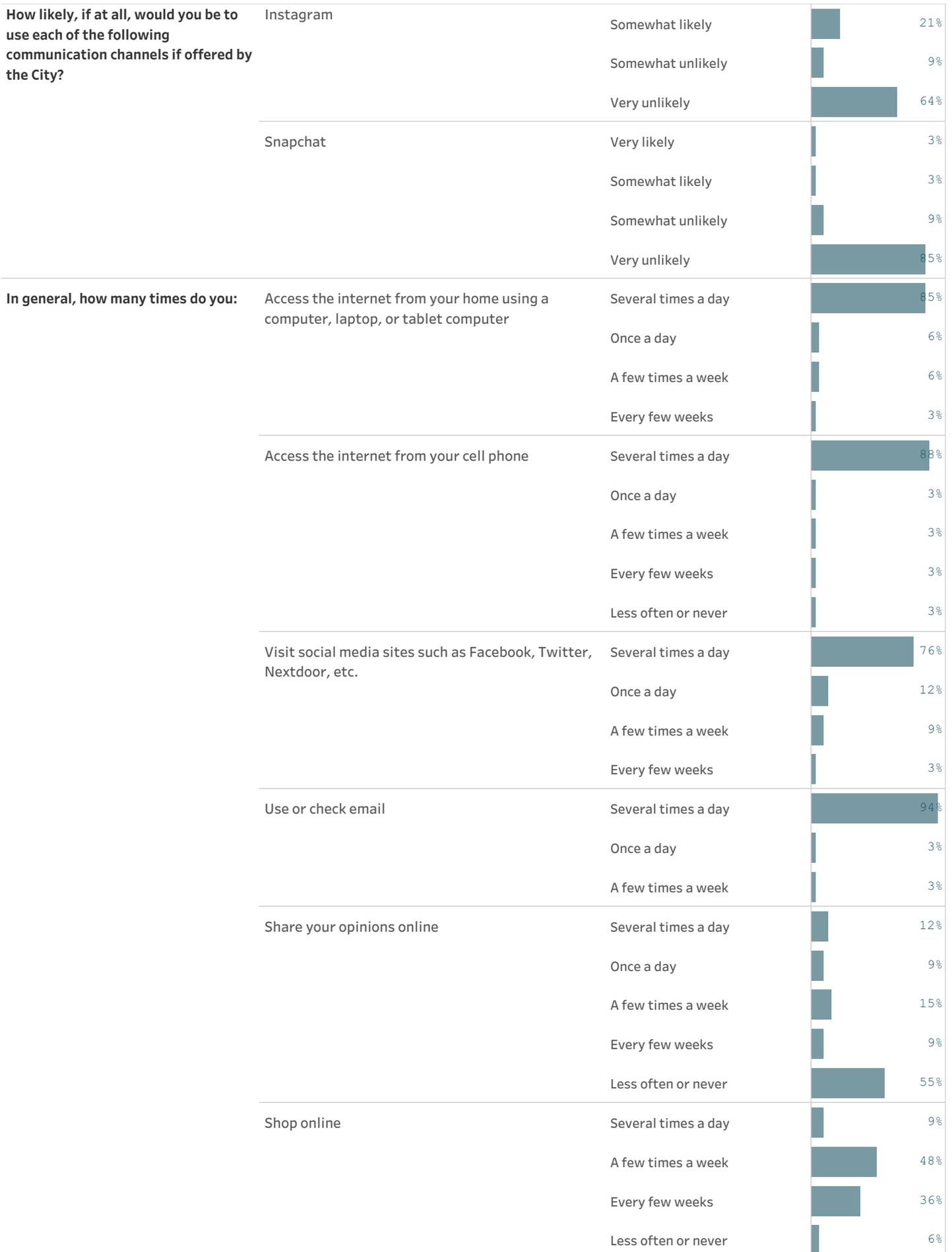
Please rate the following categories of River Falls government performance.

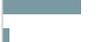
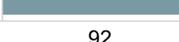
The overall direction that River Falls is taking	Fair		22%
	Poor		25%
The job River Falls government does at welcoming resident involvement	Excellent		14%
	Good		34%
	Fair		28%
	Poor		24%
Overall confidence in River Falls government	Excellent		6%
	Good		42%
	Fair		30%
	Poor		21%
Generally acting in the best interest of the community	Excellent		9%
	Good		36%
	Fair		36%
	Poor		18%
Being honest	Excellent		13%
	Good		53%
	Fair		17%
	Poor		17%
Being open and transparent to the public	Excellent		9%
	Good		50%
	Fair		22%
	Poor		19%
Informing residents about issues facing the community	Excellent		9%
	Good		34%
	Fair		34%
	Poor		22%
Treating all residents fairly	Excellent		7%
	Good		47%
	Fair		27%
	Poor		20%
Treating residents with respect	Excellent		13%
	Good		53%

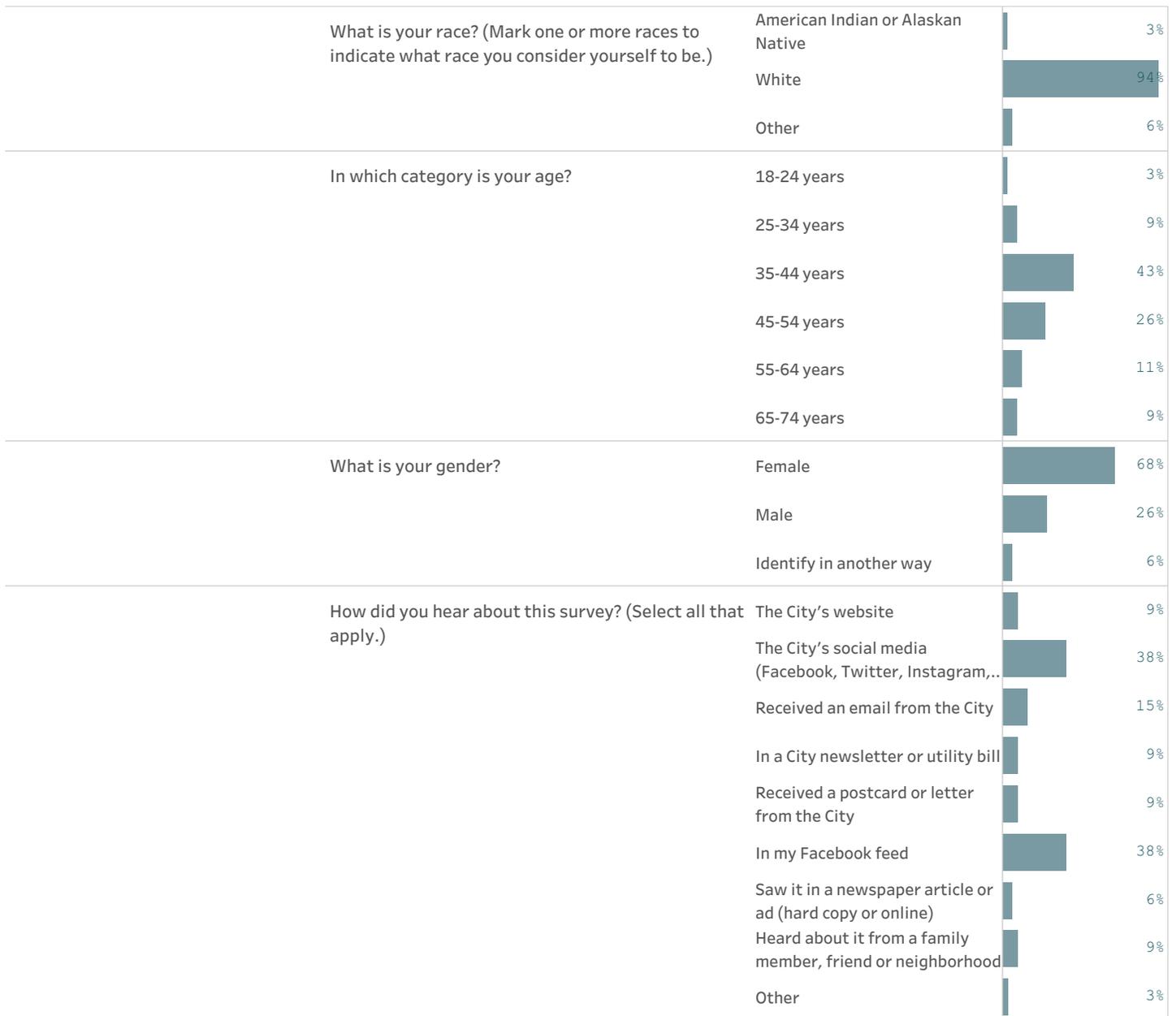
Please rate the following categories of River Falls government performance.	Treating residents with respect	Fair		10%
		Poor		23%
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	Excellent		15%
		Good		53%
		Fair		18%
		Poor		15%
	The Federal Government	Excellent		3%
		Good		39%
		Fair		39%
		Poor		19%
Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall economic health of River Falls	Essential		33%
		Very important		48%
		Somewhat important		18%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in River Falls	Essential		18%
		Very important		52%
		Somewhat important		30%
	Overall design or layout of River Falls' residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		25%
		Very important		63%
		Somewhat important		13%
	Overall quality of the utility infrastructure in River Falls (water, sewer, storm water, electric, gas)	Essential		42%
		Very important		52%
		Somewhat important		6%
	Overall feeling of safety in River Falls	Essential		48%
		Very important		33%
		Somewhat important		18%
Overall quality of natural environment in River Falls	Essential		44%	
	Very important		47%	
	Somewhat important		6%	
	Not at all important		3%	
Overall quality of parks and recreation opportunities	Essential		33%	
	Very important		39%	
	Somewhat important		24%	

Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Not at all important		3%
	Overall health and wellness opportunities in River Falls	Essential		26%
		Very important		35%
		Somewhat important		32%
		Not at all important		6%
	Overall opportunities for education, culture, and the arts	Essential		27%
		Very important		33%
		Somewhat important		36%
		Not at all important		3%
	Residents' connection and engagement with their community	Essential		18%
		Very important		44%
		Somewhat important		32%
		Not at all important		6%
	Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including police, utility,..	No		32%
		Yes		68%
	What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)	Knowledge	Excellent	
Good				41%
Fair				5%
Poor				5%
Responsiveness		Excellent		48%
		Good		39%
		Fair		4%
		Poor		9%
Courtesy		Excellent		55%
		Good		36%
		Poor		9%
Overall impression		Excellent		52%
		Good		35%
		Fair		4%
		Poor		9%
How much of a source, if at all, are each of the following for you for obtaining information about the City		Electronic newsletter	Major source	
	Minor source			44%

How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	Electronic newsletter	Not a source		21%
	City website	Major source		48%
		Minor source		45%
		Not a source		6%
	Facebook	Major source		56%
		Minor source		32%
		Not a source		12%
	LinkedIn	Minor source		6%
		Not a source		94%
	Newspaper	Major source		12%
		Minor source		21%
		Not a source		67%
	In-person meetings	Major source		12%
Minor source			26%	
Not a source			62%	
How likely, if at all, would you be to use each of the following communication channels if offered by the City?	City phone application (311 type)	Very likely		3%
		Somewhat likely		21%
		Somewhat unlikely		24%
		Very unlikely		52%
	Virtual meetings	Very likely		12%
		Somewhat likely		53%
		Somewhat unlikely		21%
		Very unlikely		15%
	Nextdoor	Very likely		18%
		Somewhat likely		24%
		Somewhat unlikely		21%
		Very unlikely		38%
	Twitter	Very likely		3%
		Somewhat likely		9%
		Somewhat unlikely		9%
		Very unlikely		79%
Instagram	Very likely		6%	



Please rate your overall health.	Excellent		17%
	Very good		51%
	Good		29%
	Poor		3%
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Somewhat positive		26%
	Neutral		51%
	Somewhat negative		23%
How many years have you lived in River Falls?	Less than 2 years		9%
	2-5 years		6%
	6-10 years		6%
	11-20 years		43%
	More than 20 years		37%
Which best describes the building you live in?	One family house detached from any other houses		86%
	Building with two or more homes (duplex, townhome, apa..		14%
Do you rent or own your home?	Rent		11%
	Own		89%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Less than \$500		9%
	\$500 to \$999		17%
	\$1,000 to \$1,499		26%
	\$1,500 to \$1,999		40%
	\$2,000 to \$2,499		9%
Do any children 17 or under live in your household?	No		43%
	Yes		57%
Are you or any other members of your household aged 65 or older?	No		86%
	Yes		14%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		3%
	\$25,000 to \$49,999		6%
	\$50,000 to \$74,999		12%
	\$75,000 to \$99,999		38%
	\$100,000 to \$149,999		38%
	\$150,000 or more		3%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100%



The City of River Falls 2021 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in River Falls.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
River Falls as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
River Falls as a place to raise children.....	1	2	3	4	5
River Falls as a place to work	1	2	3	4	5
River Falls as a place to visit	1	2	3	4	5
River Falls as a place to retire	1	2	3	4	5
The overall quality of life in River Falls.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to River Falls as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of River Falls	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in River Falls	1	2	3	4	5
Overall design or layout of River Falls' residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in River Falls (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in River Falls.....	1	2	3	4	5
Overall quality of natural environment in River Falls	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in River Falls.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in River Falls to someone who asks	1	2	3	4	5
Remain in River Falls for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In River Falls' downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the River Falls community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the River Falls community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in River Falls	1	2	3	4	5
Variety of business and service establishments in River Falls.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in River Falls.....	1	2	3	4	5
Overall image or reputation of River Falls.....	1	2	3	4	5

7. Please also rate each of the following in the River Falls community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in River Falls.....	1	2	3	4	5
Ease of travel by public transportation in River Falls.....	1	2	3	4	5
Ease of travel by bicycle in River Falls.....	1	2	3	4	5
Ease of walking in River Falls.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in River Falls.....	1	2	3	4	5
Overall appearance of River Falls.....	1	2	3	4	5
Cleanliness of River Falls.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in River Falls.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of River Falls (in-person, phone, email, or web) for help or information.....	1	2
Contacted River Falls elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in River Falls.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of River Falls 2021 Community Survey

9. Please rate the quality of each of the following services in River Falls.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
River Falls open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by River Falls employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of River Falls government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to River Falls.....	1	2	3	4	5
The overall direction that River Falls is taking.....	1	2	3	4	5
The job River Falls government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in River Falls government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of River Falls	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of River Falls	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in River Falls	1	2	3	4
Overall design or layout of River Falls' residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in River Falls (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in River Falls.....	1	2	3	4
Overall quality of natural environment in River Falls	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in River Falls.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including police, utility, customer service, or any others)?

No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of River Falls in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression	1	2	3	4	5

15. How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Electronic newsletter	1	2	3
City website.....	1	2	3
Facebook.....	1	2	3
LinkedIn.....	1	2	3
Newspaper.....	1	2	3
In-person meetings.....	1	2	3

16. How likely, if at all, would you be to use each of the following communication channels if offered by the City?

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>
City phone application (311 type)	1	2	3	4
Virtual meetings	1	2	3	4
Nextdoor.....	1	2	3	4
Twitter.....	1	2	3	4
Instagram	1	2	3	4
Snapchat	1	2	3	4

The City of River Falls 2021 Community Survey

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in River Falls?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment, or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino
 Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502