



City of River Falls News Release

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CITY OF RIVER FALLS CITIZEN SURVEY RESULTS

Survey reveals residents satisfied with City services!

Results from the City of River Falls first ever comprehensive citizen satisfaction survey are in and show the City performing at a high level of satisfaction!

Survey respondents ranked satisfaction levels high for every major category, including 83% satisfaction for quality of city services in River Falls. In addition, satisfaction with River Falls as a place to live stands at 91%. Other findings include: 96% satisfaction with River Falls Public Library Services, 93% satisfaction with City Parks, and 96% satisfaction with the City's Ambulance services.

Residents displayed strong ties to the community and reported being civically engaged. High rates of participation in civic groups and volunteerism were reported by residents. Ninety-seven percent (97%) of residents provide help to a friend or neighbor at least once a year. This was much above the benchmark of cities across the county answering the same question. Mayor Dan Toland commented, "The City's work is aided by the number of people who roll up their sleeves and help out their neighbors, their churches, their organizations, and their events. The survey reinforces how lucky we all are to live in River Falls with such good neighbors."

The three key drivers of satisfaction in River Falls were identified as our schools, our environment, and our economy.

According to residents, economic growth for the community is a priority. Despite recent gains in commercial and industrial construction and a very low unemployment rate in the area, fifty-eight (58%) of respondents stated that job growth in the City is somewhat too slow. Similarly, 41% of respondents stated that retail growth is somewhat too slow.

City Administrator Scot Simpson commented that he was pleased with the ratings given to interactions with City employees. Survey respondents gave employees high marks for courtesy, knowledge, and responsiveness. He stated, “I am proud of the wonderful employees we have at the City of River Falls. We will strive for continued courteous, responsive, and knowledgeable service.”

The City of River Fall Citizen Survey was administered by the National Research Center. The survey was sent to 1,200 randomly selected households within the City. The survey experienced a 35% response rate and has a 5% margin of error. The survey results are a critical decision-making tool for service delivery and resource allocation. The results will assist elected officials and city staff with current and future decision making.

The complete 2013 City of River Falls Citizen Survey results is available on the City’s website, please visit www.rfcity.org/citizensurvey

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