



THE NCSTM
The National Citizen SurveyTM

River Falls, WI

Technical Appendices

2015



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Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	21
Appendix C: Detailed Survey Methods	30
Appendix D: Survey Materials	35

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in River Falls:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
River Falls as a place to live	41%	N=167	52%	N=211	8%	N=31	0%	N=1	100%	N=410
Your neighborhood as a place to live	35%	N=142	43%	N=178	19%	N=77	3%	N=14	100%	N=410
River Falls as a place to raise children	49%	N=178	37%	N=133	14%	N=50	0%	N=1	100%	N=362
River Falls as a place to work	12%	N=40	32%	N=106	41%	N=136	14%	N=46	100%	N=328
River Falls as a place to visit	24%	N=97	43%	N=171	26%	N=102	7%	N=27	100%	N=397
River Falls as a place to retire	22%	N=68	49%	N=152	19%	N=58	10%	N=31	100%	N=309
The overall quality of life in River Falls	28%	N=115	59%	N=237	13%	N=51	0%	N=2	100%	N=405

Table 2: Question 2

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in River Falls	41%	N=169	48%	N=197	10%	N=41	0%	N=2	100%	N=409
Overall ease of getting to the places you usually have to visit	36%	N=146	50%	N=200	10%	N=42	4%	N=16	100%	N=404
Quality of overall natural environment in River Falls	46%	N=189	42%	N=173	10%	N=40	1%	N=6	100%	N=407
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	13%	N=54	55%	N=225	27%	N=112	4%	N=16	100%	N=407
Health and wellness opportunities in River Falls	20%	N=76	47%	N=183	29%	N=114	4%	N=14	100%	N=386
Overall opportunities for education and enrichment	42%	N=166	46%	N=183	10%	N=41	2%	N=7	100%	N=397
Overall economic health of River Falls	14%	N=50	60%	N=218	25%	N=90	2%	N=6	100%	N=365
Sense of community	26%	N=101	56%	N=218	17%	N=66	2%	N=7	100%	N=392
Overall image or reputation of River Falls	25%	N=100	59%	N=236	13%	N=53	3%	N=11	100%	N=400

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in River Falls to someone who asks	54%	N=213	40%	N=160	5%	N=20	1%	N=4	100%	N=397
Remain in River Falls for the next five years	54%	N=214	25%	N=98	11%	N=42	10%	N=40	100%	N=395

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	87%	N=353	12%	N=47	1%	N=4	1%	N=2	0%	N=1	100%	N=408
In River Falls' downtown area during the day	83%	N=338	15%	N=59	1%	N=6	1%	N=2	1%	N=2	100%	N=408

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Table 5: Question 5

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=19	45%	N=183	37%	N=151	14%	N=57	100%	N=410
Ease of public parking	13%	N=53	47%	N=193	29%	N=120	11%	N=43	100%	N=409
Ease of travel by car in River Falls	18%	N=74	54%	N=216	23%	N=94	5%	N=19	100%	N=403
Ease of travel by shared-ride Taxi in River Falls	12%	N=22	38%	N=70	23%	N=42	27%	N=50	100%	N=183
Ease of travel by bicycle in River Falls	12%	N=40	58%	N=189	25%	N=79	5%	N=15	100%	N=323
Ease of walking in River Falls	40%	N=162	49%	N=199	10%	N=39	1%	N=5	100%	N=404
Availability of paths and walking trails	34%	N=131	44%	N=173	18%	N=70	4%	N=16	100%	N=390
Air quality	48%	N=192	48%	N=191	4%	N=17	0%	N=1	100%	N=401
Cleanliness of River Falls	32%	N=133	54%	N=220	13%	N=53	1%	N=4	100%	N=410
Overall appearance of River Falls	31%	N=127	56%	N=228	13%	N=52	1%	N=2	100%	N=410
Public places where people want to spend time	22%	N=89	54%	N=215	23%	N=90	2%	N=7	100%	N=401
Variety of housing options	20%	N=75	43%	N=162	26%	N=99	11%	N=43	100%	N=380
Availability of affordable quality housing	17%	N=64	38%	N=139	28%	N=105	16%	N=60	100%	N=369
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=99	50%	N=197	22%	N=87	4%	N=14	100%	N=396
Recreational opportunities	24%	N=95	49%	N=193	22%	N=88	4%	N=18	100%	N=393
Availability of affordable quality food	19%	N=75	42%	N=169	27%	N=109	13%	N=53	100%	N=407
Availability of affordable quality health care	15%	N=55	47%	N=171	28%	N=101	10%	N=37	100%	N=363
Availability of preventive health services	18%	N=64	56%	N=201	20%	N=71	6%	N=20	100%	N=357
Availability of affordable quality mental health care	9%	N=19	31%	N=66	33%	N=71	26%	N=56	100%	N=212

Table 6: Question 6

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	14%	N=29	49%	N=99	29%	N=58	8%	N=15	100%	N=202
K-12 education	44%	N=122	46%	N=127	8%	N=22	1%	N=3	100%	N=275
Adult educational opportunities	26%	N=90	57%	N=200	15%	N=52	1%	N=5	100%	N=348
Opportunities to attend cultural/arts/music activities	30%	N=114	47%	N=178	18%	N=67	6%	N=22	100%	N=381
Opportunities to participate in religious or spiritual events and activities	36%	N=120	53%	N=176	9%	N=29	2%	N=6	100%	N=331
Employment opportunities	4%	N=15	27%	N=93	43%	N=149	25%	N=86	100%	N=343
Shopping opportunities	3%	N=11	24%	N=97	53%	N=216	20%	N=80	100%	N=404
Cost of living in River Falls	9%	N=38	44%	N=178	39%	N=158	8%	N=31	100%	N=406
Overall quality of business and service establishments in River Falls	8%	N=32	53%	N=212	34%	N=135	5%	N=21	100%	N=400
Vibrant downtown area	16%	N=64	45%	N=179	32%	N=127	8%	N=32	100%	N=403
Overall quality of new development in River Falls	6%	N=21	59%	N=206	31%	N=109	4%	N=14	100%	N=350
Opportunities to participate in social events and activities	15%	N=58	57%	N=218	25%	N=97	3%	N=12	100%	N=384
Opportunities to volunteer	21%	N=71	53%	N=182	21%	N=72	6%	N=20	100%	N=344
Opportunities to participate in community matters	16%	N=51	57%	N=181	25%	N=79	3%	N=10	100%	N=320
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=42	52%	N=183	29%	N=100	7%	N=25	100%	N=350
Neighborliness of residents in River Falls	15%	N=62	54%	N=219	24%	N=95	7%	N=28	100%	N=404

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	20%	N=81	80%	N=328	100%	N=409
Made efforts to make your home more energy efficient	24%	N=99	76%	N=309	100%	N=408
Observed a code violation or other hazard in River Falls	59%	N=242	41%	N=166	100%	N=408
Household member was a victim of a crime in River Falls	92%	N=377	8%	N=31	100%	N=408
Reported a crime to the police in River Falls	79%	N=322	21%	N=88	100%	N=410
Stocked supplies in preparation for an emergency	83%	N=340	17%	N=69	100%	N=409
Campaigned or advocated for an issue, cause or candidate	79%	N=322	21%	N=88	100%	N=410
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	83%	N=341	17%	N=69	100%	N=410

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in River Falls?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Participated in a recreation program or activity	17%	N=71	15%	N=62	35%	N=141	33%	N=133	100%	N=407
Visited a neighborhood park or City park	25%	N=101	41%	N=168	26%	N=106	8%	N=33	100%	N=408
Used River Falls public libraries or their services	10%	N=42	31%	N=125	32%	N=130	27%	N=110	100%	N=408
Participated in religious or spiritual activities in River Falls	8%	N=34	22%	N=90	18%	N=75	51%	N=210	100%	N=409
Used River Falls shared-ride Taxi services	2%	N=7	3%	N=12	13%	N=55	82%	N=334	100%	N=408
Carpooled with other adults or children instead of driving alone	16%	N=64	13%	N=52	14%	N=55	58%	N=235	100%	N=406
Walked or biked instead of driving	28%	N=116	25%	N=100	26%	N=106	21%	N=86	100%	N=408
Volunteered your time to some group/activity in River Falls	9%	N=38	14%	N=56	32%	N=131	45%	N=181	100%	N=406
Participated in a club or civic group in River Falls	5%	N=22	13%	N=52	18%	N=72	64%	N=261	100%	N=407
Talked to or visited with your immediate neighbors	40%	N=164	25%	N=103	26%	N=107	8%	N=33	100%	N=408
Done a favor for a neighbor	17%	N=71	23%	N=94	32%	N=132	27%	N=112	100%	N=409

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	3%	N=11	14%	N=55	84%	N=338	100%	N=404
Watched (online or on television) a local public meeting	0%	N=1	5%	N=19	16%	N=66	79%	N=320	100%	N=406

Table 10: Question 10

Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	29%	N=111	53%	N=201	15%	N=57	3%	N=13	100%	N=382
Fire services	45%	N=138	50%	N=154	5%	N=15	0%	N=1	100%	N=308
Ambulance or emergency medical services	47%	N=147	49%	N=154	3%	N=11	1%	N=3	100%	N=314
Crime prevention	18%	N=60	55%	N=181	24%	N=78	3%	N=9	100%	N=328
Fire prevention and education	33%	N=91	53%	N=147	13%	N=36	1%	N=3	100%	N=277
Traffic enforcement	17%	N=60	57%	N=203	22%	N=79	4%	N=12	100%	N=355
Street repair	8%	N=33	44%	N=176	39%	N=152	8%	N=33	100%	N=395
Street cleaning	23%	N=89	50%	N=194	23%	N=90	4%	N=14	100%	N=387

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Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Total	
Street lighting	18%	N=72	52%	N=208	28%	N=112	2%	N=8	100%	N=399
Snow removal	20%	N=81	52%	N=205	23%	N=90	5%	N=18	100%	N=394
Sidewalk maintenance	9%	N=35	54%	N=206	27%	N=103	10%	N=38	100%	N=382
Traffic signal timing	9%	N=37	53%	N=206	25%	N=99	13%	N=50	100%	N=391
Shared-ride Taxi	9%	N=14	52%	N=76	21%	N=31	17%	N=25	100%	N=146
Garbage collection	26%	N=101	58%	N=220	13%	N=51	3%	N=11	100%	N=383
Recycling	34%	N=129	48%	N=182	14%	N=53	3%	N=12	100%	N=375
City compost site	50%	N=139	40%	N=112	7%	N=20	3%	N=9	100%	N=280
Storm drainage	19%	N=66	62%	N=217	15%	N=54	3%	N=10	100%	N=348
Drinking water	30%	N=118	47%	N=186	16%	N=61	7%	N=29	100%	N=395
Sewer services	26%	N=96	64%	N=235	9%	N=33	1%	N=3	100%	N=366
Power (electric) utility	32%	N=124	58%	N=223	8%	N=32	2%	N=7	100%	N=386
Utility billing	27%	N=101	51%	N=186	17%	N=62	5%	N=19	100%	N=368
City parks	38%	N=151	49%	N=192	12%	N=48	1%	N=2	100%	N=393
Recreation programs or classes	25%	N=71	52%	N=146	21%	N=59	2%	N=5	100%	N=281
Land use, planning and zoning	9%	N=25	52%	N=145	27%	N=76	11%	N=31	100%	N=276
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=20	46%	N=126	34%	N=92	13%	N=34	100%	N=272
Animal control	17%	N=46	56%	N=150	20%	N=53	6%	N=17	100%	N=266
Economic development	7%	N=19	48%	N=142	36%	N=107	9%	N=25	100%	N=293
Health services	15%	N=50	60%	N=195	20%	N=64	5%	N=17	100%	N=327
Public library services	49%	N=169	41%	N=142	10%	N=35	0%	N=1	100%	N=347
Public information services	16%	N=44	61%	N=174	20%	N=58	3%	N=9	100%	N=285
Cable television (RFC-TV)	11%	N=22	47%	N=91	36%	N=69	5%	N=11	100%	N=193
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=45	43%	N=107	28%	N=71	11%	N=27	100%	N=249
Preservation of natural areas such as open space, farmlands and greenbelts	20%	N=67	51%	N=168	25%	N=81	4%	N=13	100%	N=329
River Falls open space	19%	N=63	51%	N=174	28%	N=94	2%	N=7	100%	N=339
River Falls Chamber of Commerce-sponsored special events	25%	N=71	52%	N=147	20%	N=55	3%	N=8	100%	N=281
Municipal Court	16%	N=23	60%	N=85	21%	N=30	2%	N=3	100%	N=142

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of River Falls	22%	N=83	65%	N=240	12%	N=46	1%	N=3	100%	N=372
Pierce County Government	8%	N=23	61%	N=172	27%	N=76	3%	N=9	100%	N=280
St. Croix County Government	7%	N=17	65%	N=169	23%	N=60	5%	N=13	100%	N=259
The State Government	5%	N=18	29%	N=102	35%	N=121	31%	N=107	100%	N=348
The Federal Government	3%	N=10	27%	N=94	38%	N=132	32%	N=109	100%	N=345

Table 12: Question 12

Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to River Falls	7%	N=24	46%	N=154	37%	N=125	10%	N=32	100%	N=335
The overall direction that River Falls is taking	13%	N=48	56%	N=205	26%	N=95	4%	N=16	100%	N=364

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Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Total	
The job River Falls government does at welcoming citizen involvement	11%	N=36	51%	N=163	31%	N=99	8%	N=25	100%	N=323
Overall confidence in River Falls government	11%	N=38	52%	N=186	31%	N=110	6%	N=22	100%	N=356
Generally acting in the best interest of the community	10%	N=35	55%	N=197	30%	N=109	5%	N=18	100%	N=359
Being honest	13%	N=44	55%	N=181	26%	N=84	6%	N=19	100%	N=328
Treating all residents fairly	12%	N=40	51%	N=170	30%	N=101	7%	N=22	100%	N=333

Table 13: Question 13

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		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in River Falls	44%	N=178	40%	N=162	16%	N=66	1%	N=3	100%	N=409
Overall ease of getting to the places you usually have to visit	18%	N=72	49%	N=200	29%	N=119	4%	N=18	100%	N=409
Quality of overall natural environment in River Falls	38%	N=153	46%	N=185	16%	N=64	1%	N=3	100%	N=406
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	24%	N=98	48%	N=196	27%	N=109	1%	N=4	100%	N=407
Health and wellness opportunities in River Falls	27%	N=108	47%	N=191	25%	N=101	2%	N=7	100%	N=407
Overall opportunities for education and enrichment	32%	N=130	49%	N=200	16%	N=65	3%	N=13	100%	N=408
Overall economic health of River Falls	39%	N=158	50%	N=204	10%	N=42	1%	N=5	100%	N=409
Sense of community	27%	N=112	45%	N=184	25%	N=101	2%	N=9	100%	N=406

Table 14: Question 14

Have you had any in-person, phone, or email contact with an employee of the City of River Falls within the last 12 months (including police, utility, receptionists, or any others)?	Percent	Number
No	40%	N=158
Yes	60%	N=241
Total	100%	N=399

Table 15: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact?	Excellent		Good		Fair		Poor		Total	
Knowledge	41%	N=101	47%	N=116	8%	N=21	3%	N=7	100%	N=245
Responsiveness	38%	N=93	49%	N=120	7%	N=18	6%	N=14	100%	N=245
Courtesy	44%	N=108	38%	N=93	12%	N=30	6%	N=14	100%	N=245
Overall impression	39%	N=94	44%	N=106	11%	N=27	6%	N=13	100%	N=240

This question was only asked of respondents who indicated they had made contact with a City employee in the 12 months prior to the survey.

Table 16: Question 16

When calling City Hall, do you prefer beginning with a voice prompt to make your selection or speaking with a Customer Service Representative immediately?	Percent	Number
Voice prompt	9%	N=23
Customer service representative	66%	N=162
No preference	24%	N=59
Total	100%	N=243

This question was only asked of respondents who indicated they had made contact with a City employee in the 12 months prior to the survey.

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Table 17: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
City of River Falls website (www.rfcity.org)	66%	N=264	26%	N=104	9%	N=35	100%	N=402
The River Falls Journal weekly newspaper	47%	N=190	37%	N=149	16%	N=66	100%	N=404
RiverTowns.net	21%	N=83	40%	N=158	39%	N=157	100%	N=398
RFC-TV Channels 16/18	9%	N=35	36%	N=144	55%	N=218	100%	N=398
City of River Falls newsletter	45%	N=181	39%	N=157	16%	N=65	100%	N=404
Facebook	24%	N=95	31%	N=123	46%	N=183	100%	N=401
Twitter	5%	N=20	21%	N=84	74%	N=296	100%	N=401
YouTube	3%	N=11	22%	N=86	76%	N=305	100%	N=402
City Council meetings and other public meetings	22%	N=88	38%	N=154	40%	N=162	100%	N=404
Talking with City officials	18%	N=72	43%	N=175	39%	N=156	100%	N=402
Word-of-mouth	36%	N=145	46%	N=187	18%	N=73	100%	N=405

Table 18: Question 18

The City and community are completing the master plans for Glen and Hoffman Parks that will guide park improvements over the next 20 years. To what extent do you support, if at all, establishing a dedicated funding source that could only be used for the purpose of implementing these plans?	Percent	Number
Strongly support	41%	N=166
Somewhat support	41%	N=166
Neither support nor oppose	13%	N=53
Somewhat oppose	4%	N=17
Strongly oppose	1%	N=3
Total	100%	N=404

Table 19: Question 19

Are you a student of the University of Wisconsin-River Falls or Chippewa Valley Technical College?	Percent	Number
Yes	16%	N=65
No	84%	N=341
Total	100%	N=406

Table 20: Question 20

Do you live in River Falls year-round?	Percent	Number
Yes	100%	N=67
No	0%	N=0
Total	100%	N=67

This question was only asked of respondents who indicated they were a student at the University of Wisconsin—River Falls or at Chippewa Valley Technical College.

Table 21: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	3%	N=14	2%	N=8	3%	N=14	17%	N=71	74%	N=302	100%	N=409
Purchase goods or services from a business located in River Falls	0%	N=0	1%	N=4	25%	N=103	56%	N=229	18%	N=72	100%	N=409
Eat at least 5 portions of fruits and vegetables a day	3%	N=12	17%	N=67	38%	N=154	31%	N=126	12%	N=50	100%	N=409

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How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Participate in moderate or vigorous physical activity	1%	N=3	10%	N=43	37%	N=151	36%	N=148	15%	N=63	100%	N=407
Read or watch local news (via television, paper, computer, etc.)	5%	N=20	21%	N=87	28%	N=117	27%	N=110	18%	N=76	100%	N=409
Vote in local elections	13%	N=52	12%	N=48	13%	N=54	28%	N=116	34%	N=140	100%	N=410

Table 22: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=44
Very good	46%	N=189
Good	32%	N=129
Fair	9%	N=36
Poor	3%	N=11
Total	100%	N=409

Table 23: Question 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:	Percent	Number
Very positive	4%	N=16
Somewhat positive	20%	N=83
Neutral	63%	N=256
Somewhat negative	11%	N=46
Very negative	2%	N=7
Total	100%	N=408

Table 24: Question D4

What is your employment status?	Percent	Number
Working full time for pay	68%	N=278
Working part time for pay	14%	N=58
Unemployed, looking for paid work	2%	N=9
Unemployed, not looking for paid work	3%	N=12
Fully retired	12%	N=51
Total	100%	N=408

Table 25: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	41%	N=165
Yes, from home	4%	N=15
No	55%	N=219
Total	100%	N=399

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Table 26: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	14%	N=57
2 to 5 years	25%	N=104
6 to 10 years	15%	N=60
11 to 20 years	14%	N=56
More than 20 years	32%	N=130
Total	100%	N=407

Table 27: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	51%	N=209
Building with two or more homes (duplex, townhome, apartment or condominium)	47%	N=193
Mobile home	0%	N=0
Other	2%	N=7
Total	100%	N=409

Table 28: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	45%	N=182
Owned	55%	N=224
Total	100%	N=406

Table 29: Question D9

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)?	Percent	Number
Less than \$300 per month	8%	N=32
\$300 to \$599 per month	17%	N=66
\$600 to \$999 per month	29%	N=118
\$1,000 to \$1,499 per month	28%	N=111
\$1,500 to \$2,499 per month	17%	N=69
\$2,500 or more per month	1%	N=4
Total	100%	N=400

Table 30: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	65%	N=267
Yes	35%	N=142
Total	100%	N=409

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Table 31: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=345
Yes	16%	N=64
Total	100%	N=409

Table 32: Question D12

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.)	Percent	Number
Less than \$25,000	20%	N=79
\$25,000 to \$49,999	19%	N=76
\$50,000 to \$99,999	44%	N=174
\$100,000 to \$149,999	11%	N=43
\$150,000 or more	5%	N=22
Total	100%	N=393

Table 33: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=394
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=403

Table 34: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=5
Asian, Asian Indian or Pacific Islander	0%	N=1
Black or African American	0%	N=1
White	98%	N=402
Other	2%	N=9

Total may exceed 100% as respondents could select more than one option.

Table 35: Question D15

In which category is your age?	Percent	Number
18 to 24 years	15%	N=60
25 to 34 years	42%	N=173
35 to 44 years	10%	N=40
45 to 54 years	13%	N=54
55 to 64 years	7%	N=28
65 to 74 years	8%	N=32
75 years or older	5%	N=20
Total	100%	N=408

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Table 36: Question D16

What is your sex?	Percent	Number
Female	54%	N=219
Male	46%	N=186
Total	100%	N=405

Table 37: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=320
Land line	12%	N=50
Both	9%	N=36
Total	100%	N=407

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 38: Question 1

Please rate each of the following aspects of quality of life in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
River Falls as a place to live	41%	N=167	52%	N=211	8%	N=31	0%	N=1	0%	N=0	100%	N=410
Your neighborhood as a place to live	35%	N=142	43%	N=178	19%	N=77	3%	N=14	0%	N=0	100%	N=410
River Falls as a place to raise children	44%	N=178	32%	N=133	12%	N=50	0%	N=1	12%	N=48	100%	N=410
River Falls as a place to work	10%	N=40	26%	N=106	33%	N=136	11%	N=46	20%	N=80	100%	N=408
River Falls as a place to visit	24%	N=97	42%	N=171	25%	N=102	7%	N=27	2%	N=8	100%	N=405
River Falls as a place to retire	17%	N=68	38%	N=152	14%	N=58	8%	N=31	23%	N=92	100%	N=401
The overall quality of life in River Falls	28%	N=115	58%	N=237	13%	N=51	0%	N=2	1%	N=5	100%	N=410

Table 39: Question 2

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in River Falls	41%	N=169	48%	N=197	10%	N=41	0%	N=2	0%	N=0	100%	N=409
Overall ease of getting to the places you usually have to visit	36%	N=146	49%	N=200	10%	N=42	4%	N=16	1%	N=4	100%	N=408
Quality of overall natural environment in River Falls	46%	N=189	42%	N=173	10%	N=40	1%	N=6	0%	N=1	100%	N=409
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	13%	N=54	55%	N=225	27%	N=112	4%	N=16	0%	N=0	100%	N=408
Health and wellness opportunities in River Falls	19%	N=76	45%	N=183	28%	N=114	3%	N=14	5%	N=20	100%	N=406
Overall opportunities for education and enrichment	41%	N=166	45%	N=183	10%	N=41	2%	N=7	3%	N=11	100%	N=408
Overall economic health of River Falls	12%	N=50	54%	N=218	22%	N=90	2%	N=6	10%	N=42	100%	N=407
Sense of community	25%	N=101	53%	N=218	16%	N=66	2%	N=7	4%	N=17	100%	N=409
Overall image or reputation of River Falls	25%	N=100	58%	N=236	13%	N=53	3%	N=11	2%	N=8	100%	N=408

Table 40: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in River Falls to someone who asks	52%	N=213	39%	N=160	5%	N=20	1%	N=4	3%	N=13	100%	N=410
Remain in River Falls for the next five years	52%	N=214	24%	N=98	10%	N=42	10%	N=40	4%	N=15	100%	N=409

Table 41: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	87%	N=353	12%	N=47	1%	N=4	1%	N=2	0%	N=1	0%	N=0	100%	N=408
In River Falls' downtown area during the day	83%	N=338	15%	N=59	1%	N=6	1%	N=2	1%	N=2	0%	N=0	100%	N=408

Table 42: Question 5

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	5%	N=19	45%	N=183	37%	N=151	14%	N=57	0%	N=0	100%	N=410
Ease of public parking	13%	N=53	47%	N=193	29%	N=120	11%	N=43	0%	N=1	100%	N=410

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Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by car in River Falls	18%	N=74	53%	N=216	23%	N=94	5%	N=19	2%	N=6	100%	N=409
Ease of travel by shared-ride Taxi in River Falls	5%	N=22	17%	N=70	10%	N=42	12%	N=50	55%	N=224	100%	N=407
Ease of travel by bicycle in River Falls	10%	N=40	46%	N=189	19%	N=79	4%	N=15	21%	N=84	100%	N=408
Ease of walking in River Falls	40%	N=162	49%	N=199	10%	N=39	1%	N=5	0%	N=1	100%	N=405
Availability of paths and walking trails	32%	N=131	42%	N=173	17%	N=70	4%	N=16	5%	N=20	100%	N=410
Air quality	47%	N=192	47%	N=191	4%	N=17	0%	N=1	2%	N=9	100%	N=410
Cleanliness of River Falls	32%	N=133	54%	N=220	13%	N=53	1%	N=4	0%	N=0	100%	N=410
Overall appearance of River Falls	31%	N=127	56%	N=228	13%	N=52	1%	N=2	0%	N=0	100%	N=410
Public places where people want to spend time	22%	N=89	53%	N=215	22%	N=90	2%	N=7	2%	N=9	100%	N=410
Variety of housing options	19%	N=75	40%	N=162	25%	N=99	11%	N=43	6%	N=23	100%	N=403
Availability of affordable quality housing	16%	N=64	34%	N=139	26%	N=105	15%	N=60	9%	N=39	100%	N=407
Fitness opportunities (including exercise classes and paths or trails, etc.)	24%	N=99	48%	N=197	21%	N=87	3%	N=14	3%	N=14	100%	N=410
Recreational opportunities	23%	N=95	48%	N=193	22%	N=88	4%	N=18	3%	N=11	100%	N=404
Availability of affordable quality food	18%	N=75	41%	N=169	27%	N=109	13%	N=53	1%	N=4	100%	N=410
Availability of affordable quality health care	13%	N=55	42%	N=171	25%	N=101	9%	N=37	11%	N=47	100%	N=410
Availability of preventive health services	16%	N=64	49%	N=201	17%	N=71	5%	N=20	13%	N=52	100%	N=409
Availability of affordable quality mental health care	5%	N=19	16%	N=66	17%	N=71	14%	N=56	48%	N=197	100%	N=409

Table 43: Question 6

Please rate each of the following characteristics as they relate to River Falls as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	7%	N=29	24%	N=99	14%	N=58	4%	N=15	51%	N=206	100%	N=408
K-12 education	30%	N=122	31%	N=127	5%	N=22	1%	N=3	33%	N=134	100%	N=409
Adult educational opportunities	22%	N=90	49%	N=200	13%	N=52	1%	N=5	15%	N=60	100%	N=407
Opportunities to attend cultural/arts/music activities	28%	N=114	43%	N=178	16%	N=67	5%	N=22	7%	N=28	100%	N=409
Opportunities to participate in religious or spiritual events and activities	29%	N=120	43%	N=176	7%	N=29	1%	N=6	19%	N=77	100%	N=408
Employment opportunities	4%	N=15	23%	N=93	37%	N=149	21%	N=86	15%	N=63	100%	N=406
Shopping opportunities	3%	N=11	24%	N=97	53%	N=216	20%	N=80	0%	N=1	100%	N=406
Cost of living in River Falls	9%	N=38	43%	N=178	39%	N=158	8%	N=31	1%	N=4	100%	N=410
Overall quality of business and service establishments in River Falls	8%	N=32	52%	N=212	33%	N=135	5%	N=21	2%	N=7	100%	N=407
Vibrant downtown area	16%	N=64	44%	N=179	31%	N=127	8%	N=32	2%	N=7	100%	N=409
Overall quality of new development in River Falls	5%	N=21	51%	N=206	27%	N=109	3%	N=14	14%	N=57	100%	N=407
Opportunities to participate in social events and activities	14%	N=58	53%	N=218	24%	N=97	3%	N=12	6%	N=24	100%	N=408
Opportunities to volunteer	17%	N=71	44%	N=182	18%	N=72	5%	N=20	16%	N=66	100%	N=410
Opportunities to participate in community matters	12%	N=51	44%	N=181	19%	N=79	2%	N=10	22%	N=89	100%	N=409
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=42	45%	N=183	24%	N=100	6%	N=25	15%	N=60	100%	N=410
Neighborliness of residents in River Falls	15%	N=62	54%	N=219	23%	N=95	7%	N=28	1%	N=5	100%	N=409

Table 44: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	20%	N=81	80%	N=328	100%	N=409
Made efforts to make your home more energy efficient	24%	N=99	76%	N=309	100%	N=408

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in River Falls	59%	N=242	41%	N=166	100%	N=407
Household member was a victim of a crime in River Falls	92%	N=377	8%	N=31	100%	N=408
Reported a crime to the police in River Falls	79%	N=322	21%	N=88	100%	N=410
Stocked supplies in preparation for an emergency	83%	N=340	17%	N=69	100%	N=409
Campaigned or advocated for an issue, cause or candidate	79%	N=322	21%	N=88	100%	N=410
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	83%	N=341	17%	N=69	100%	N=410

Table 45: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in River Falls?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Participated in a recreation program or activity	17%	N=71	15%	N=62	35%	N=141	33%	N=133	100%	N=407
Visited a neighborhood park or City park	25%	N=101	41%	N=168	26%	N=106	8%	N=33	100%	N=408
Used River Falls public libraries or their services	10%	N=42	31%	N=125	32%	N=130	27%	N=110	100%	N=408
Participated in religious or spiritual activities in River Falls	8%	N=34	22%	N=90	18%	N=75	51%	N=210	100%	N=409
Used River Falls shared-ride Taxi services	2%	N=7	3%	N=12	13%	N=55	82%	N=334	100%	N=408
Carpooled with other adults or children instead of driving alone	16%	N=64	13%	N=52	14%	N=55	58%	N=235	100%	N=406
Walked or biked instead of driving	28%	N=116	25%	N=100	26%	N=106	21%	N=86	100%	N=408
Volunteered your time to some group/activity in River Falls	9%	N=38	14%	N=56	32%	N=131	45%	N=181	100%	N=406
Participated in a club or civic group in River Falls	5%	N=22	13%	N=52	18%	N=72	64%	N=261	100%	N=407
Talked to or visited with your immediate neighbors	40%	N=164	25%	N=103	26%	N=107	8%	N=33	100%	N=408
Done a favor for a neighbor	17%	N=71	23%	N=94	32%	N=132	27%	N=112	100%	N=409

Table 46: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	3%	N=11	14%	N=55	84%	N=338	100%	N=404
Watched (online or on television) a local public meeting	0%	N=1	5%	N=19	16%	N=66	79%	N=320	100%	N=406

Table 47: Question 10

Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	28%	N=111	50%	N=201	14%	N=57	3%	N=13	5%	N=22	100%	N=404
Fire services	34%	N=138	38%	N=154	4%	N=15	0%	N=1	24%	N=96	100%	N=403
Ambulance or emergency medical services	36%	N=147	38%	N=154	3%	N=11	1%	N=3	22%	N=89	100%	N=402
Crime prevention	15%	N=60	45%	N=181	20%	N=78	2%	N=9	18%	N=73	100%	N=401
Fire prevention and education	23%	N=91	37%	N=147	9%	N=36	1%	N=3	31%	N=122	100%	N=399
Traffic enforcement	15%	N=60	51%	N=203	20%	N=79	3%	N=12	11%	N=44	100%	N=399
Street repair	8%	N=33	44%	N=176	38%	N=152	8%	N=33	2%	N=6	100%	N=401
Street cleaning	22%	N=89	48%	N=194	22%	N=90	3%	N=14	4%	N=16	100%	N=403
Street lighting	18%	N=72	52%	N=208	28%	N=112	2%	N=8	1%	N=3	100%	N=403
Snow removal	20%	N=81	51%	N=205	22%	N=90	5%	N=18	2%	N=8	100%	N=401
Sidewalk maintenance	9%	N=35	51%	N=206	26%	N=103	9%	N=38	5%	N=19	100%	N=401

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Please rate the quality of each of the following services in River Falls:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic signal timing	9%	N=37	51%	N=206	25%	N=99	12%	N=50	2%	N=10	100%	N=401
Shared-ride Taxi	3%	N=14	19%	N=76	8%	N=31	6%	N=25	63%	N=250	100%	N=396
Garbage collection	25%	N=101	55%	N=220	13%	N=51	3%	N=11	5%	N=18	100%	N=401
Recycling	32%	N=129	45%	N=182	13%	N=53	3%	N=12	7%	N=27	100%	N=402
City compost site	34%	N=139	28%	N=112	5%	N=20	2%	N=9	31%	N=123	100%	N=403
Storm drainage	16%	N=66	54%	N=217	13%	N=54	3%	N=10	13%	N=54	100%	N=402
Drinking water	29%	N=118	46%	N=186	15%	N=61	7%	N=29	2%	N=8	100%	N=403
Sewer services	24%	N=96	58%	N=235	8%	N=33	1%	N=3	9%	N=37	100%	N=403
Power (electric) utility	31%	N=124	55%	N=223	8%	N=32	2%	N=7	4%	N=16	100%	N=402
Utility billing	25%	N=101	46%	N=186	15%	N=62	5%	N=19	9%	N=35	100%	N=402
City parks	38%	N=151	48%	N=192	12%	N=48	1%	N=2	2%	N=8	100%	N=401
Recreation programs or classes	18%	N=71	36%	N=146	15%	N=59	1%	N=5	30%	N=118	100%	N=399
Land use, planning and zoning	6%	N=25	36%	N=145	19%	N=76	8%	N=31	30%	N=121	100%	N=397
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=20	31%	N=126	23%	N=92	9%	N=34	32%	N=128	100%	N=401
Animal control	11%	N=46	37%	N=150	13%	N=53	4%	N=17	34%	N=136	100%	N=402
Economic development	5%	N=19	36%	N=142	27%	N=107	6%	N=25	26%	N=105	100%	N=398
Health services	13%	N=50	49%	N=195	16%	N=64	4%	N=17	18%	N=72	100%	N=399
Public library services	42%	N=169	35%	N=142	9%	N=35	0%	N=1	14%	N=55	100%	N=402
Public information services	11%	N=44	43%	N=174	14%	N=58	2%	N=9	29%	N=116	100%	N=400
Cable television (RFC-TV)	5%	N=22	23%	N=91	17%	N=69	3%	N=11	52%	N=208	100%	N=401
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=45	27%	N=107	18%	N=71	7%	N=27	38%	N=152	100%	N=401
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=67	42%	N=168	20%	N=81	3%	N=13	17%	N=70	100%	N=399
River Falls open space	16%	N=63	44%	N=174	24%	N=94	2%	N=7	15%	N=60	100%	N=398
River Falls Chamber of Commerce-sponsored special events	18%	N=71	37%	N=147	14%	N=55	2%	N=8	30%	N=121	100%	N=402
Municipal Court	6%	N=23	21%	N=85	8%	N=30	1%	N=3	65%	N=260	100%	N=402

Table 48: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of River Falls	21%	N=83	60%	N=240	11%	N=46	1%	N=3	7%	N=29	100%	N=401
Pierce County Government	6%	N=23	43%	N=172	19%	N=76	2%	N=9	30%	N=121	100%	N=401
St. Croix County Government	4%	N=17	42%	N=169	15%	N=60	3%	N=13	35%	N=142	100%	N=401
The State Government	4%	N=18	25%	N=102	30%	N=121	27%	N=107	13%	N=54	100%	N=401
The Federal Government	3%	N=10	23%	N=94	33%	N=132	27%	N=109	14%	N=57	100%	N=401

Table 49: Question 12

Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to River Falls	6%	N=24	38%	N=154	31%	N=125	8%	N=32	16%	N=64	100%	N=400
The overall direction that River Falls is taking	12%	N=48	52%	N=205	24%	N=95	4%	N=16	8%	N=33	100%	N=398
The job River Falls government does at welcoming citizen involvement	9%	N=36	41%	N=163	25%	N=99	6%	N=25	19%	N=76	100%	N=399
Overall confidence in River Falls government	10%	N=38	47%	N=186	28%	N=110	5%	N=22	11%	N=43	100%	N=398
Generally acting in the best interest of the community	9%	N=35	49%	N=197	27%	N=109	4%	N=18	10%	N=40	100%	N=399

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Please rate the following categories of River Falls government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Being honest	11%	N=44	45%	N=181	21%	N=84	5%	N=19	18%	N=72	100%	N=400
Treating all residents fairly	10%	N=40	43%	N=170	25%	N=101	5%	N=22	17%	N=66	100%	N=399

Table 50: Question 13

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		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in River Falls	44%	N=178	40%	N=162	16%	N=66	1%	N=3	100%	N=409
Overall ease of getting to the places you usually have to visit	18%	N=72	49%	N=200	29%	N=119	4%	N=18	100%	N=409
Quality of overall natural environment in River Falls	38%	N=153	46%	N=185	16%	N=64	1%	N=3	100%	N=406
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	24%	N=98	48%	N=196	27%	N=109	1%	N=4	100%	N=407
Health and wellness opportunities in River Falls	27%	N=108	47%	N=191	25%	N=101	2%	N=7	100%	N=407
Overall opportunities for education and enrichment	32%	N=130	49%	N=200	16%	N=65	3%	N=13	100%	N=408
Overall economic health of River Falls	39%	N=158	50%	N=204	10%	N=42	1%	N=5	100%	N=409
Sense of community	27%	N=112	45%	N=184	25%	N=101	2%	N=9	100%	N=406

Table 51: Question 14

Have you had any in-person, phone, or email contact with an employee of the City of River Falls within the last 12 months (including police, utility, receptionists, or any others)?	Percent	Number
No	40%	N=158
Yes	60%	N=241
Total	100%	N=399

Table 52: Question 15

What was your impression of the employee(s) of the City of River Falls in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	41%	N=101	47%	N=116	8%	N=21	3%	N=7	0%	N=0	100%	N=246
Responsiveness	38%	N=93	49%	N=120	7%	N=18	6%	N=14	0%	N=0	100%	N=246
Courtesy	44%	N=108	38%	N=93	12%	N=30	6%	N=14	0%	N=0	100%	N=246
Overall impression	38%	N=94	43%	N=106	11%	N=27	5%	N=13	2%	N=5	100%	N=245

This question was only asked of respondents who indicated they had made contact with a City employee in the 12 months prior to the survey.

Table 53: Question 16

When calling City Hall, do you prefer beginning with a voice prompt to make your selection or speaking with a Customer Service Representative immediately?	Percent	Number
Voice prompt	9%	N=23
Customer service representative	66%	N=162
No preference	24%	N=59
Total	100%	N=243

This question was only asked of respondents who indicated they had made contact with a City employee in the 12 months prior to the survey.

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Table 54: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
City of River Falls website (www.rfcity.org)	66%	N=264	26%	N=104	9%	N=35	100%	N=402
The River Falls Journal weekly newspaper	47%	N=190	37%	N=149	16%	N=66	100%	N=404
RiverTowns.net	21%	N=83	40%	N=158	39%	N=157	100%	N=398
RFC-TV Channels 16/18	9%	N=35	36%	N=144	55%	N=218	100%	N=398
City of River Falls newsletter	45%	N=181	39%	N=157	16%	N=65	100%	N=404
Facebook	24%	N=95	31%	N=123	46%	N=183	100%	N=401
Twitter	5%	N=20	21%	N=84	74%	N=296	100%	N=401
YouTube	3%	N=11	22%	N=86	76%	N=305	100%	N=402
City Council meetings and other public meetings	22%	N=88	38%	N=154	40%	N=162	100%	N=404
Talking with City officials	18%	N=72	43%	N=175	39%	N=156	100%	N=402
Word-of-mouth	36%	N=145	46%	N=187	18%	N=73	100%	N=405

Table 55: Question 18

The City and community are completing the master plans for Glen and Hoffman Parks that will guide park improvements over the next 20 years. To what extent do you support, if at all, establishing a dedicated funding source that could only be used for the purpose of implementing these plans?	Percent	Number
Strongly support	41%	N=166
Somewhat support	41%	N=166
Neither support nor oppose	13%	N=53
Somewhat oppose	4%	N=17
Strongly oppose	1%	N=3
Total	100%	N=404

Table 56: Question 19

Are you a student of the University of Wisconsin-River Falls or Chippewa Valley Technical College?	Percent	Number
Yes	16%	N=65
No	84%	N=341
Total	100%	N=406

Table 57: Question 20

Do you live in River Falls year-round?	Percent	Number
Yes	100%	N=67
No	0%	N=0
Total	100%	N=67

This question was only asked of respondents who indicated they were a student at the University of Wisconsin—River Falls or at Chippewa Valley Technical College.

Table 58: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	3%	N=14	2%	N=8	3%	N=14	17%	N=71	74%	N=302	100%	N=409
Purchase goods or services from a business located in River Falls	0%	N=0	1%	N=4	25%	N=103	56%	N=229	18%	N=72	100%	N=409
Eat at least 5 portions of fruits and vegetables a day	3%	N=12	17%	N=67	38%	N=154	31%	N=126	12%	N=50	100%	N=409

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How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Participate in moderate or vigorous physical activity	1%	N=3	10%	N=43	37%	N=151	36%	N=148	15%	N=63	100%	N=407
Read or watch local news (via television, paper, computer, etc.)	5%	N=20	21%	N=87	28%	N=117	27%	N=110	18%	N=76	100%	N=409
Vote in local elections	13%	N=52	12%	N=48	13%	N=54	28%	N=116	34%	N=140	100%	N=410

Table 59: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=44
Very good	46%	N=189
Good	32%	N=129
Fair	9%	N=36
Poor	3%	N=11
Total	100%	N=409

Table 60: Question 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:	Percent	Number
Very positive	4%	N=16
Somewhat positive	20%	N=83
Neutral	63%	N=256
Somewhat negative	11%	N=46
Very negative	2%	N=7
Total	100%	N=408

Table 61: Question D4

What is your employment status?	Percent	Number
Working full time for pay	68%	N=278
Working part time for pay	14%	N=58
Unemployed, looking for paid work	2%	N=9
Unemployed, not looking for paid work	3%	N=12
Fully retired	12%	N=51
Total	100%	N=408

Table 62: Question D5

Do you work inside the boundaries of River Falls?	Percent	Number
Yes, outside the home	41%	N=165
Yes, from home	4%	N=15
No	55%	N=219
Total	100%	N=399

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Table 63: Question D6

How many years have you lived in River Falls?	Percent	Number
Less than 2 years	14%	N=57
2 to 5 years	25%	N=104
6 to 10 years	15%	N=60
11 to 20 years	14%	N=56
More than 20 years	32%	N=130
Total	100%	N=407

Table 64: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	51%	N=209
Building with two or more homes (duplex, townhome, apartment or condominium)	47%	N=193
Mobile home	0%	N=0
Other	2%	N=7
Total	100%	N=409

Table 65: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	45%	N=182
Owned	55%	N=224
Total	100%	N=406

Table 66: Question D9

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)?	Percent	Number
Less than \$300 per month	8%	N=32
\$300 to \$599 per month	17%	N=66
\$600 to \$999 per month	29%	N=118
\$1,000 to \$1,499 per month	28%	N=111
\$1,500 to \$2,499 per month	17%	N=69
\$2,500 or more per month	1%	N=4
Total	100%	N=400

Table 67: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	65%	N=267
Yes	35%	N=142
Total	100%	N=409

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Table 68: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=345
Yes	16%	N=64
Total	100%	N=409

Table 69: Question D12

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.)	Percent	Number
Less than \$25,000	20%	N=79
\$25,000 to \$49,999	19%	N=76
\$50,000 to \$99,999	44%	N=174
\$100,000 to \$149,999	11%	N=43
\$150,000 or more	5%	N=22
Total	100%	N=393

Table 70: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=394
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=403

Table 71: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=5
Asian, Asian Indian or Pacific Islander	0%	N=1
Black or African American	0%	N=1
White	98%	N=402
Other	2%	N=9

Total may exceed 100% as respondents could select more than one option.

Table 72: Question D15

In which category is your age?	Percent	Number
18 to 24 years	15%	N=60
25 to 34 years	42%	N=173
35 to 44 years	10%	N=40
45 to 54 years	13%	N=54
55 to 64 years	7%	N=28
65 to 74 years	8%	N=32
75 years or older	5%	N=20
Total	100%	N=408

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Table 73: Question D16

What is your sex?	Percent	Number
Female	54%	N=219
Male	46%	N=186
Total	100%	N=405

Table 74: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=320
Land line	12%	N=50
Both	9%	N=36
Total	100%	N=407

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating 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. The City of River Falls chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is River Falls’ “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “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. The second column is the rank assigned to River Falls’ rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of River Falls’ rating to the benchmark.

In that final column, River Falls’ 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. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in River Falls	87%	167	383	Similar
Overall image or reputation of River Falls	84%	107	287	Similar
River Falls as a place to live	92%	127	328	Similar
Your neighborhood as a place to live	78%	151	253	Similar
River Falls as a place to raise children	86%	101	319	Similar
River Falls as a place to retire	71%	137	303	Similar
Overall appearance of River Falls	87%	64	299	Similar

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in River Falls	90%	73	208	Similar
	In your neighborhood during the day	98%	17	292	Similar
	In River Falls' downtown/commercial area during the day	97%	23	248	Similar
Mobility	Overall ease of getting to the places you usually have to visit	86%	28	124	Similar
	Availability of paths and walking trails	78%	52	251	Higher
	Ease of walking in River Falls	89%	16	238	Higher
	Ease of travel by bicycle in River Falls	71%	66	242	Similar
	Ease of travel by car in River Falls	72%	84	243	Similar
	Ease of public parking	60%	42	102	Similar
	Traffic flow on major streets	49%	168	287	Similar
Natural Environment	Quality of overall natural environment in River Falls	89%	31	225	Higher
	Cleanliness of River Falls	86%	68	218	Similar
	Air quality	95%	11	202	Higher
Built Environment	Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	69%	48	120	Similar
	Overall quality of new development in River Falls	65%	98	233	Similar
	Availability of affordable quality housing	55%	69	245	Similar
	Variety of housing options	63%	89	223	Similar
	Public places where people want to spend time	76%	36	113	Similar
Economy	Overall economic health of River Falls	74%	52	124	Similar
	Vibrant downtown/commercial area	61%	35	110	Similar
	Overall quality of business and service establishments in River Falls	61%	136	218	Similar
	Cost of living in River Falls	53%	34	119	Similar
	Shopping opportunities	27%	206	242	Lower
	Employment opportunities	31%	150	257	Similar
	River Falls as a place to visit	67%	58	131	Similar
	River Falls as a place to work	45%	236	294	Similar
	Health and wellness opportunities in River Falls	67%	70	122	Similar
	Availability of affordable quality mental health care	40%	71	103	Similar
Recreation and Wellness	Availability of preventive health services	74%	58	180	Similar
	Availability of affordable quality health care	62%	100	208	Similar
	Availability of affordable quality food	60%	122	179	Similar
	Recreational opportunities	73%	96	250	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	45	117	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	88%	20	119	Higher
	Opportunities to participate in religious or spiritual events and activities	90%	23	164	Similar
	Opportunities to attend cultural/arts/music activities	77%	43	242	Higher
	Adult educational opportunities	84%	8	108	Higher
	K-12 education	91%	32	213	Higher
	Availability of affordable quality child care/preschool	64%	46	206	Similar
Community Engagement	Opportunities to participate in social events and activities	72%	63	206	Similar
	Neighborhoodliness of River Falls	70%	40	115	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	64%	125	234	Similar
	Opportunities to participate in community matters	72%	60	217	Similar
	Opportunities to volunteer	73%	113	213	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of River Falls	87%	87	369	Similar
Value of services for the taxes paid to River Falls	53%	191	334	Similar
Overall direction that River Falls is taking	69%	68	268	Similar
Job River Falls government does at welcoming citizen involvement	62%	71	255	Similar
Overall confidence in River Falls government	63%	39	120	Similar
Generally acting in the best interest of the community	65%	41	119	Similar
Being honest	68%	32	116	Similar
Treating all residents fairly	63%	39	119	Similar
Services provided by the Federal Government	30%	185	200	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	82%	182	364	Similar
	Fire services	95%	114	294	Similar
	Ambulance or emergency medical services	96%	83	285	Similar
	Crime prevention	73%	136	296	Similar
	Fire prevention and education	86%	63	236	Similar
	Animal control	73%	90	280	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	125	229	Similar
Mobility	Traffic enforcement	74%	91	315	Similar
	Street repair	53%	156	356	Similar
	Street cleaning	73%	69	258	Similar
	Street lighting	70%	48	260	Similar
	Snow removal	72%	76	247	Similar
	Sidewalk maintenance	63%	109	264	Similar
Natural Environment	Traffic signal timing	62%	52	202	Similar
	Garbage collection	84%	211	290	Similar
	Recycling	83%	134	300	Similar
	Drinking water	77%	100	277	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	71%	51	209	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	River Falls open space	70%	34	115	Similar
	Storm drainage	82%	42	303	Similar
	Sewer services	90%	49	265	Similar
	Power (electric and/or gas) utility	90%	8	127	Similar
	Utility billing	78%	20	110	Similar
	Land use, planning and zoning	61%	65	243	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	54%	153	300	Similar
Economy	Cable television	59%	48	156	Similar
Recreation and Wellness	Economic development	55%	103	234	Similar
	City parks	87%	85	270	Similar
Education and Enrichment	Recreation programs or classes	77%	108	282	Similar
	Health services	75%	63	158	Similar
Community Engagement	City-sponsored special events	78%	33	128	Similar
	Public library services	90%	53	287	Similar
	Public information services	77%	90	233	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	81%	36	253	Higher
Recommend living in River Falls to someone who asks	94%	53	227	Similar
Remain in River Falls for the next five years	79%	170	222	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	17%	105	106	Much lower
	Did NOT report a crime to the police	79%	57	115	Similar
	Household member was NOT a victim of a crime	92%	47	220	Similar
Mobility	Carpooled with other adults or children instead of driving alone	42%	62	112	Similar
	Walked or biked instead of driving	79%	14	116	Much higher
Natural Environment	Made efforts to conserve water	80%	63	107	Similar
	Made efforts to make your home more energy efficient	76%	70	107	Similar
Built Environment	Recycle at home	95%	54	208	Similar
	Did NOT observe a code violation or other hazard in River Falls	59%	41	108	Similar
Economy	NOT experiencing housing costs stress	70%	88	204	Similar
	Purchase goods or services from a business located in River Falls	99%	10	112	Similar
	Economy will have positive impact on income	24%	109	206	Similar
Recreation and Wellness	Work inside boundaries of River Falls	45%	48	112	Similar
	Visited a neighborhood park or City park	92%	27	220	Similar
	Eat at least 5 portions of fruits and vegetables a day	81%	73	109	Similar
	Participate in moderate or vigorous physical activity	89%	22	110	Similar
	In very good to excellent health	57%	93	111	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Used River Falls public libraries or their services	73%	57	193	Similar
	Participated in religious or spiritual activities in River Falls	49%	87	162	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	21%	48	104	Similar
	Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	17%	56	111	Similar
	Volunteered your time to some group/activity in River Falls	55%	30	213	Higher
	Participated in a club	36%	45	188	Similar
	Talked to or visited with your immediate neighbors	92%	48	112	Similar
	Done a favor for a neighbor	73%	98	108	Similar
	Attended a local public meeting	16%	162	212	Similar
	Watched (online or on television) a local public meeting	21%	125	176	Similar
	Read or watch local news (via television, paper, computer, etc.)	74%	108	111	Lower
	Vote in local elections	76%	141	205	Similar

Communities included in national comparisons

The communities included in River Falls' comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Bedford city, TX	46,979
Airway Heights city, WA	6,114	Bedford town, MA	13,320
Albany city, OR	50,158	Bellevue city, WA	122,363
Albemarle County, VA	98,970	Bellingham city, WA	80,885
Albert Lea city, MN	18,016	Beltrami County, MN	44,442
Algonquin village, IL	30,046	Benbrook city, TX	21,234
Aliso Viejo city, CA	47,823	Bend city, OR	76,639
Altoona city, IA	14,541	Benicia city, CA	26,997
American Canyon city, CA	19,454	Bettendorf city, IA	33,217
Ames city, IA	58,965	Billings city, MT	104,170
Andover CDP, MA	8,762	Blaine city, MN	57,186
Ankeny city, IA	45,582	Bloomfield Hills city, MI	3,869
Ann Arbor city, MI	113,934	Bloomington city, MN	82,893
Annapolis city, MD	38,394	Blue Springs city, MO	52,575
Apple Valley town, CA	69,135	Boise City city, ID	205,671
Arapahoe County, CO	572,003	Boone County, KY	118,811
Arkansas City city, AR	366	Boulder city, CO	97,385
Arlington city, TX	365,438	Bowling Green city, KY	58,067
Arlington County, VA	207,627	Brentwood city, MO	8,055
Arvada city, CO	106,433	Brentwood city, TN	37,060
Asheville city, NC	83,393	Brighton city, CO	33,352
Ashland city, OR	20,078	Bristol city, TN	26,702
Ashland town, VA	7,225	Broken Arrow city, OK	98,850
Auburn city, AL	53,380	Brookfield city, WI	37,920
Auburn city, WA	70,180	Brookline CDP, MA	58,732
Augusta CCD, GA	134,777	Brownsburg town, IN	21,285
Aurora city, CO	325,078	Bryan city, TX	76,201
Austin city, TX	790,390	Burien city, WA	33,313
Bainbridge Island city, WA	23,025	Burleson city, TX	36,690
Baltimore city, MD	620,961	Cabarrus County, NC	178,011
Bartonville town, TX	1,469	Cambridge city, MA	105,162
Battle Creek city, MI	52,347	Canton city, SD	3,057
Bay City city, MI	34,932	Cape Coral city, FL	154,305
Baytown city, TX	71,802	Cape Girardeau city, MO	37,941

The National Citizen Survey™

Carlisle borough, PA	18,682	Duluth city, MN	86,265
Carlsbad city, CA	105,328	Duncanville city, TX	38,524
Carroll city, IA	10,103	Durham city, NC	228,330
Cartersville city, GA	19,731	Eagle town, CO	6,508
Cary town, NC	135,234	East Baton Rouge Parish, LA	440,171
Casa Grande city, AZ	48,571	East Grand Forks city, MN	8,601
Casper city, WY	55,316	East Lansing city, MI	48,579
Castine town, ME	1,366	Eau Claire city, WI	65,883
Castle Pines North city, CO	10,360	Eden Prairie city, MN	60,797
Castle Rock town, CO	48,231	Edgerton city, KS	1,671
Centennial city, CO	100,377	Edgewater city, CO	5,170
Centralia city, IL	13,032	Edina city, MN	47,941
Chambersburg borough, PA	20,268	Edmond city, OK	81,405
Chandler city, AZ	236,123	Edmonds city, WA	39,709
Chanhassen city, MN	22,952	El Cerrito city, CA	23,549
Chapel Hill town, NC	57,233	El Dorado County, CA	181,058
Charlotte city, NC	731,424	El Paso city, TX	649,121
Charlotte County, FL	159,978	Elk Grove city, CA	153,015
Charlottesville city, VA	43,475	Elk River city, MN	22,974
Chattanooga city, TN	167,674	Elko New Market city, MN	4,110
Chesterfield County, VA	316,236	Elmhurst city, IL	44,121
Chippewa Falls city, WI	13,661	Encinitas city, CA	59,518
Citrus Heights city, CA	83,301	Englewood city, CO	30,255
Clackamas County, OR	375,992	Erie town, CO	18,135
Clarendon Hills village, IL	8,427	Escambia County, FL	297,619
Clayton city, MO	15,939	Estes Park town, CO	5,858
Clearwater city, FL	107,685	Fairview town, TX	7,248
Cleveland Heights city, OH	46,121	Farmington Hills city, MI	79,740
Clive city, IA	15,447	Fayetteville city, NC	200,564
Clovis city, CA	95,631	Fishers town, IN	76,794
College Park city, MD	30,413	Flower Mound town, TX	64,669
College Station city, TX	93,857	Forest Grove city, OR	21,083
Colleyville city, TX	22,807	Fort Collins city, CO	143,986
Collinsville city, IL	25,579	Fort Smith city, AR	86,209
Columbia city, MO	108,500	Fort Worth city, TX	741,206
Columbia city, SC	129,272	Fountain Hills town, AZ	22,489
Columbus city, WI	4,991	Franklin city, TN	62,487
Commerce City city, CO	45,913	Fredericksburg city, VA	24,286
Concord city, CA	122,067	Fremont city, CA	214,089
Concord town, MA	17,668	Friendswood city, TX	35,805
Cookeville city, TN	30,435	Fruita city, CO	12,646
Coon Rapids city, MN	61,476	Gahanna city, OH	33,248
Copperas Cove city, TX	32,032	Gaithersburg city, MD	59,933
Coronado city, CA	18,912	Galveston city, TX	47,743
Corvallis city, OR	54,462	Gardner city, KS	19,123
Creve Coeur city, MO	17,833	Geneva city, NY	13,261
Cross Roads town, TX	1,563	Georgetown city, TX	47,400
Crystal Lake city, IL	40,743	Gilbert town, AZ	208,453
Dade City city, FL	6,437	Gillette city, WY	29,087
Dakota County, MN	398,552	Glendora city, CA	50,073
Dallas city, OR	14,583	Globe city, AZ	7,532
Dallas city, TX	1,197,816	Golden Valley city, MN	20,371
Danville city, KY	16,218	Goodyear city, AZ	65,275
Dardenne Prairie city, MO	11,494	Grafton village, WI	11,459
Davenport city, IA	99,685	Grand Blanc city, MI	8,276
Davidson town, NC	10,944	Grand Island city, NE	48,520
Decatur city, GA	19,335	Grass Valley city, CA	12,860
Del Mar city, CA	4,161	Greeley city, CO	92,889
Delray Beach city, FL	60,522	Green Valley CDP, AZ	21,391
Denison city, TX	22,682	Greenville city, NC	84,554
Denton city, TX	113,383	Greenwich town, CT	61,171
Denver city, CO	600,158	Greenwood Village city, CO	13,925
Derby city, KS	22,158	Greer city, SC	25,515
Des Peres city, MO	8,373	Guilford County, NC	488,406
Destin city, FL	12,305	Gunnison County, CO	15,324
Dorchester County, MD	32,618	Hailey city, ID	7,960
Dothan city, AL	65,496	Haines Borough, AK	2,508
Douglas County, CO	285,465	Hallandale Beach city, FL	37,113
Dover city, NH	29,987	Hamilton city, OH	62,477
Dublin city, CA	46,036	Hanover County, VA	99,863

The National Citizen Survey™

Harrisonburg city, VA.....	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO.....	10,019	Lehi city, UT.....	47,407
Hayward city, CA.....	144,186	Lenexa city, KS.....	48,190
Henderson city, NV.....	257,729	Lewis County, NY.....	27,087
Herndon town, VA.....	23,292	Lewisville city, TX.....	95,290
High Point city, NC.....	104,371	Lincoln city, NE.....	258,379
Highland Park city, IL.....	29,763	Lindsborg city, KS.....	3,458
Highlands Ranch CDP, CO.....	96,713	Littleton city, CO.....	41,737
Hillsborough town, NC.....	6,087	Livermore city, CA.....	80,968
Holland city, MI.....	33,051	Lombard village, IL.....	43,165
Honolulu County, HI.....	953,207	Lone Tree city, CO.....	10,218
Hooksett town, NH.....	13,451	Longmont city, CO.....	86,270
Hopkins city, MN.....	17,591	Longview city, TX.....	80,455
Hopkinton town, MA.....	14,925	Los Alamos County, NM.....	17,950
Hoquiam city, WA.....	8,726	Louisville city, CO.....	18,376
Hudson city, OH.....	22,262	Lynchburg city, VA.....	75,568
Hudson town, CO.....	2,356	Lynnwood city, WA.....	35,836
Hudsonville city, MI.....	7,116	Macomb County, MI.....	840,978
Huntersville town, NC.....	46,773	Madison city, WI.....	233,209
Hurst city, TX.....	37,337	Manhattan Beach city, CA.....	35,135
Hutchinson city, MN.....	14,178	Mankato city, MN.....	39,309
Hutto city, TX.....	14,698	Maple Grove city, MN.....	61,567
Hyattsville city, MD.....	17,557	Maple Valley city, WA.....	22,684
Independence city, MO.....	116,830	Maricopa County, AZ.....	3,817,117
Indian Trail town, NC.....	33,518	Maryland Heights city, MO.....	27,472
Indianola city, IA.....	14,782	Matthews town, NC.....	27,198
Iowa City city, IA.....	67,862	McAllen city, TX.....	129,877
Issaquah city, WA.....	30,434	McDonough city, GA.....	22,084
Jackson County, MI.....	160,248	McKinney city, TX.....	131,117
James City County, VA.....	67,009	McMinnville city, OR.....	32,187
Jefferson City city, MO.....	43,079	Medford city, OR.....	74,907
Jefferson County, CO.....	534,543	Menlo Park city, CA.....	32,026
Jefferson County, NY.....	116,229	Mercer Island city, WA.....	22,699
Jerome city, ID.....	10,890	Meridian charter township, MI.....	39,688
Johnson City city, TN.....	63,152	Meridian city, ID.....	75,092
Johnston city, IA.....	17,278	Merriam city, KS.....	11,003
Jupiter town, FL.....	55,156	Mesa County, CO.....	146,723
Kalamazoo city, MI.....	74,262	Miami Beach city, FL.....	87,779
Kansas City city, KS.....	145,786	Miami city, FL.....	399,457
Kansas City city, MO.....	459,787	Middleton city, WI.....	17,442
Keizer city, OR.....	36,478	Midland city, MI.....	41,863
Kenmore city, WA.....	20,460	Milford city, DE.....	9,559
Kennedale city, TX.....	6,763	Milton city, GA.....	32,661
Kennett Square borough, PA.....	6,072	Minneapolis city, MN.....	382,578
Kettering city, OH.....	56,163	Mission Viejo city, CA.....	93,305
Key West city, FL.....	24,649	Modesto city, CA.....	201,165
King County, WA.....	1,931,249	Monterey city, CA.....	27,810
Kirkland city, WA.....	48,787	Montgomery County, VA.....	94,392
Kirkwood city, MO.....	27,540	Monument town, CO.....	5,530
Knoxville city, IA.....	7,313	Mooresville town, NC.....	32,711
La Mesa city, CA.....	57,065	Morristown city, TN.....	29,137
La Plata town, MD.....	8,753	Morrisville town, NC.....	18,576
La Porte city, TX.....	33,800	Moscow city, ID.....	23,800
La Vista city, NE.....	15,758	Mountain Village town, CO.....	1,320
Lafayette city, CO.....	24,453	Mountlake Terrace city, WA.....	19,909
Laguna Beach city, CA.....	22,723	Muscatine city, IA.....	22,886
Laguna Hills city, CA.....	30,344	Naperville city, IL.....	141,853
Laguna Niguel city, CA.....	62,979	Needham CDP, MA.....	28,886
Lake Oswego city, OR.....	36,619	New Braunfels city, TX.....	57,740
Lake Stevens city, WA.....	28,069	New Brighton city, MN.....	21,456
Lake Worth city, FL.....	34,910	New Hanover County, NC.....	202,667
Lake Zurich village, IL.....	19,631	New Orleans city, LA.....	343,829
Lakeville city, MN.....	55,954	New Smyrna Beach city, FL.....	22,464
Lakewood city, CO.....	142,980	Newberg city, OR.....	22,068
Lane County, OR.....	351,715	Newport Beach city, CA.....	85,186
Larimer County, CO.....	299,630	Newport News city, VA.....	180,719
Las Cruces city, NM.....	97,618	Newton city, IA.....	15,254
Las Vegas city, NV.....	583,756	Noblesville city, IN.....	51,969
Lawrence city, KS.....	87,643	Nogales city, AZ.....	20,837
League City city, TX.....	83,560	Norfolk city, VA.....	242,803

The National Citizen Survey™

Northglenn city, CO	35,789	Rock Hill city, SC	66,154
Novato city, CA	51,904	Rockford city, IL	152,871
Novi city, MI	55,224	Rockville city, MD	61,209
O'Fallon city, IL	28,281	Rogers city, MN	8,597
O'Fallon city, MO	79,329	Rolla city, MO	19,559
Oak Park village, IL	51,878	Roselle village, IL	22,763
Oakland Park city, FL	41,363	Roswell city, GA	88,346
Oakley city, CA	35,432	Round Rock city, TX	99,887
Ogdensburg city, NY	11,128	Royal Oak city, MI	57,236
Oklahoma City city, OK	579,999	Saco city, ME	18,482
Olathe city, KS	125,872	Sahuarita town, AZ	25,259
Old Town city, ME	7,840	Sammamish city, WA	45,780
Olmsted County, MN	144,248	San Anselmo town, CA	12,336
Olympia city, WA	46,478	San Antonio city, TX	1,327,407
Orland Park village, IL	56,767	San Carlos city, CA	28,406
Oshkosh city, WI	66,083	San Diego city, CA	1,307,402
Otsego County, MI	24,164	San Francisco city, CA	805,235
Overland Park city, KS	173,372	San Jose city, CA	945,942
Oviedo city, FL	33,342	San Juan County, NM	130,044
Paducah city, KY	25,024	San Marcos city, CA	83,781
Palm Coast city, FL	75,180	San Marcos city, TX	44,894
Palo Alto city, CA	64,403	San Rafael city, CA	57,713
Papillion city, NE	18,894	Sandy Springs city, GA	93,853
Park City city, UT	7,558	Sanford city, FL	53,570
Parker town, CO	45,297	Sangamon County, IL	197,465
Parkland city, FL	23,962	Santa Clarita city, CA	176,320
Pasadena city, CA	137,122	Santa Fe County, NM	144,170
Pasco city, WA	59,781	Santa Monica city, CA	89,736
Pasco County, FL	464,697	Sarasota County, FL	379,448
Pearland city, TX	91,252	Savage city, MN	26,911
Peoria city, AZ	154,065	Scarborough CDP, ME	4,403
Peoria city, IL	115,007	Schaumburg village, IL	74,227
Peoria County, IL	186,494	Scott County, MN	129,928
Petoskey city, MI	5,670	Scottsdale city, AZ	217,385
Pflugerville city, TX	46,936	Seaside city, CA	33,025
Phoenix city, AZ	1,445,632	SeaTac city, WA	26,909
Pinal County, AZ	375,770	Sevierville city, TN	14,807
Pinehurst village, NC	13,124	Shawnee city, KS	62,209
Piqua city, OH	20,522	Sheboygan city, WI	49,288
Pitkin County, CO	17,148	Shoreview city, MN	25,043
Platte City city, MO	4,691	Shorewood city, MN	7,307
Plymouth city, MN	70,576	Shorewood village, IL	15,615
Pocatello city, ID	54,255	Shorewood village, WI	13,162
Polk County, IA	430,640	Sioux Center city, IA	7,048
Port Huron city, MI	30,184	Sioux Falls city, SD	153,888
Port Orange city, FL	56,048	Skokie village, IL	64,784
Portland city, OR	583,776	Snellville city, GA	18,242
Post Falls city, ID	27,574	Snowmass Village town, CO	2,826
Prince William County, VA	402,002	South Kingstown town, RI	30,639
Prior Lake city, MN	22,796	South Lake Tahoe city, CA	21,403
Provo city, UT	112,488	South Portland city, ME	25,002
Pueblo city, CO	106,595	Southborough town, MA	9,767
Purcellville town, VA	7,727	Southlake city, TX	26,575
Queen Creek town, AZ	26,361	Sparks city, NV	90,264
Radnor township, PA	31,531	Spokane Valley city, WA	89,755
Ramsey city, MN	23,668	Spring Hill city, KS	5,437
Rapid City city, SD	67,956	Springboro city, OH	17,409
Raymore city, MO	19,206	Springfield city, MO	159,498
Redmond city, WA	54,144	Springfield city, OR	59,403
Rehoboth Beach city, DE	1,327	Springville city, UT	29,466
Reno city, NV	225,221	St. Charles city, IL	32,974
Reston CDP, VA	58,404	St. Cloud city, FL	35,183
Richmond city, CA	103,701	St. Cloud city, MN	65,842
Richmond Heights city, MO	8,603	St. Joseph city, MO	76,780
Rifle city, CO	9,172	St. Louis County, MN	200,226
River Falls city, WI	15,000	St. Louis Park city, MN	45,250
Riverdale city, UT	8,426	Stallings town, NC	13,831
Riverside city, CA	303,871	State College borough, PA	42,034
Riverside city, MO	2,937	Steamboat Springs city, CO	12,088
Rochester Hills city, MI	70,995	Sterling Heights city, MI	129,699

The National Citizen Survey™

Sugar Grove village, IL.....	8,997	Washoe County, NV	421,407
Sugar Land city, TX	78,817	Watauga city, TX	23,497
Summit city, NJ	21,457	Wauwatosa city, WI	46,396
Summit County, UT	36,324	Waverly city, IA	9,874
Sunnyvale city, CA	140,081	Weddington town, NC	9,459
Surprise city, AZ	117,517	Wentzville city, MO.....	29,070
Suwanee city, GA	15,355	West Carrollton city, OH	13,143
Tacoma city, WA	198,397	West Chester borough, PA.....	18,461
Takoma Park city, MD.....	16,715	West Des Moines city, IA.....	56,609
Tamarac city, FL.....	60,427	West Richland city, WA.....	11,811
Temecula city, CA.....	100,097	Western Springs village, IL	12,975
Tempe city, AZ.....	161,719	Westerville city, OH.....	36,120
Temple city, TX	66,102	Westlake town, TX.....	992
The Woodlands CDP, TX	93,847	Westminster city, CO.....	106,114
Thornton city, CO	118,772	Weston town, MA.....	11,261
Thousand Oaks city, CA	126,683	White House city, TN	10,255
Tigard city, OR	48,035	Wichita city, KS.....	382,368
Tracy city, CA.....	82,922	Williamsburg city, VA.....	14,068
Tualatin city, OR.....	26,054	Wilmington city, NC.....	106,476
Tulsa city, OK.....	391,906	Wilsonville city, OR.....	19,509
Twin Falls city, ID.....	44,125	Winchester city, VA	26,203
Tyler city, TX.....	96,900	Windsor town, CO	18,644
Umatilla city, OR.....	6,906	Windsor town, CT	29,044
Upper Arlington city, OH	33,771	Winnetka village, IL	12,187
Urbandale city, IA.....	39,463	Winston-Salem city, NC	229,617
Vail town, CO	5,305	Winter Garden city, FL.....	34,568
Vancouver city, WA	161,791	Woodbury city, MN.....	61,961
Vestavia Hills city, AL	34,033	Woodland city, CA.....	55,468
Victoria city, MN	7,345	Woodland city, WA.....	5,509
Virginia Beach city, VA	437,994	Wrentham town, MA	10,955
Wake Forest town, NC	30,117	Yakima city, WA.....	91,067
Walnut Creek city, CA	64,173	York County, VA.....	65,464
Washington County, MN	238,136	Yorktown town, IN.....	9,405
Washington town, NH.....	1,123		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of River Falls funded this research. Please contact Raymond French of the River Falls City Administrator's office at rfrench@rfcity.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

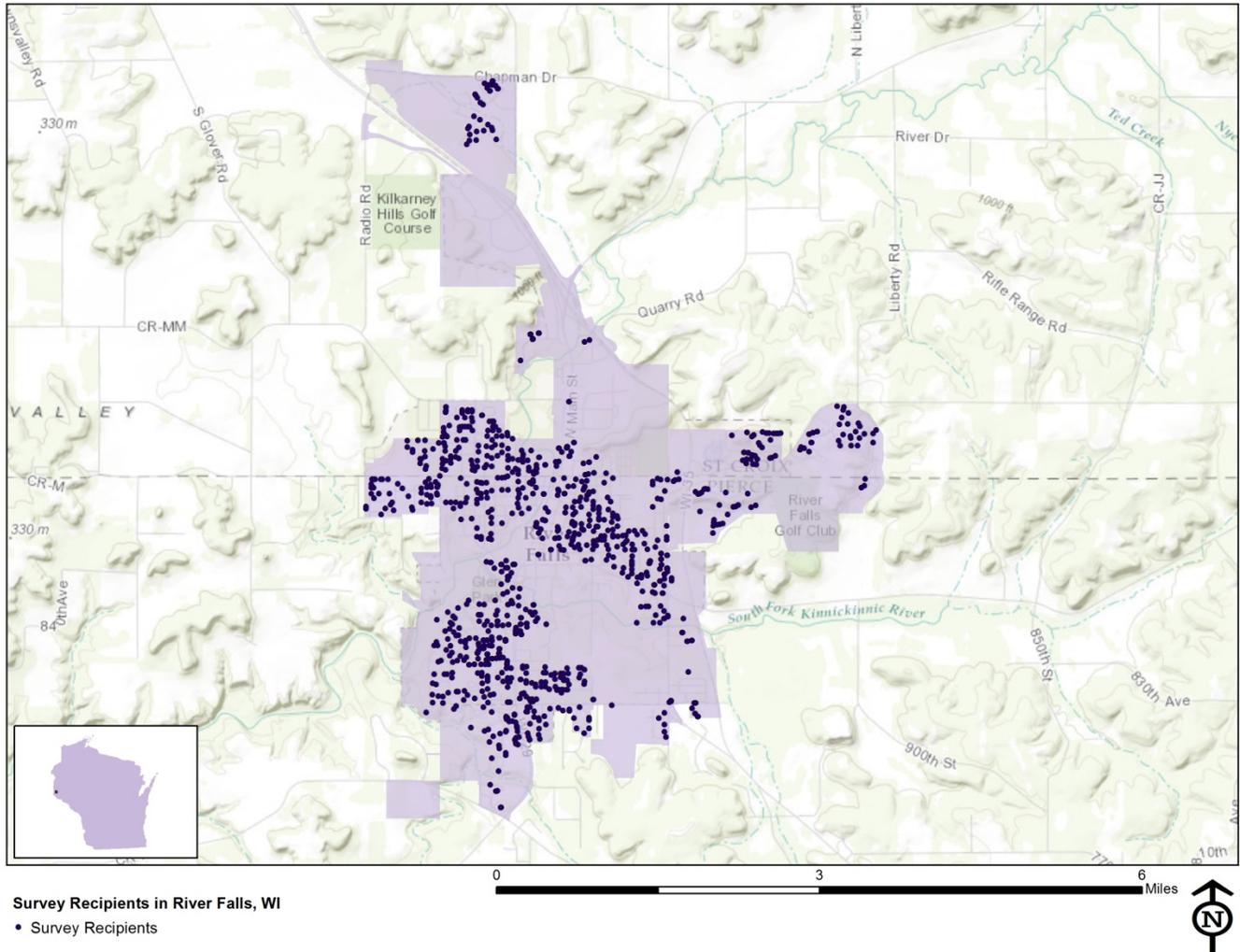
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. 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 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 (updated on a quarterly basis) and addresses located outside of the City of River Falls boundaries were removed from consideration.

To choose the 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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 cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 25, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained instructions for completing the survey online. Completed surveys were collected over the following six weeks.

About 7% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,306 households that received the survey, 410 completed the survey, providing an overall response rate of 31%. Of the 410 completed surveys, 29 were completed online.

Confidence Intervals

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.¹

The margin of error for the City of River Falls survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (410 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of River Falls. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race/ethnicity and sex/age. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 81: River Falls, WI 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	45%	28%	45%
Own home	55%	72%	55%
Detached unit	52%	57%	51%
Attached unit	48%	43%	49%
Race and Ethnicity			
White	96%	97%	96%
Not white	4%	3%	4%
Not Hispanic	98%	100%	98%
Hispanic	2%	0%	2%
White alone, not Hispanic	95%	97%	95%
Hispanic and/or other race	5%	3%	5%
Sex and Age			
Female	54%	61%	54%
Male	46%	39%	46%
18-34 years of age	58%	19%	57%
35-54 years of age	23%	29%	23%
55+ years of age	19%	52%	20%
Females 18-34	32%	13%	31%
Females 35-54	12%	18%	12%
Females 55+	10%	29%	11%
Males 18-34	27%	5%	26%
Males 35-54	11%	10%	11%
Males 55+	8%	23%	8%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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” and “good,” “very safe” and “somewhat safe,” “essential” and “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 Appendix A. 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.

Appendix D: Survey Materials

Dear River Falls Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Dan Toland
Mayor

Dear River Falls Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Dan Toland
Mayor

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Thank you for helping create a better City!

Sincerely,



Dan Toland
Mayor



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Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94



June 2015

Dear City of River Falls Resident:

Please help us shape the future of River Falls! You have been selected at random to participate in the 2015 River Falls Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially because your household is one of only a small number of households being surveyed. Your feedback will help River Falls make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/riverfalls.htm

If you have any questions about the survey please call 715-426-3437.

Thank you for your time and participation!

Sincerely,

A handwritten signature in blue ink, appearing to read "Dan Toland".

Dan Toland
Mayor



June 2015

Dear City of River Falls Resident:

Here's a second chance if you haven't already responded to the 2015 River Falls Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of River Falls! You have been selected at random to participate in the 2015 River Falls Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially because your household is one of only a small number of households being surveyed. Your feedback will help River Falls make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/riverfalls.htm

If you have any questions about the survey please call 715-426-3437.

Thank you for your time and participation!

Sincerely,

A handwritten signature in blue ink, appearing to read "Dan Toland".

Dan Toland
Mayor

The City of River Falls 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in River Falls	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in River Falls	1	2	3	4	5
Overall "built environment" of River Falls (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in River Falls.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of River Falls.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of River Falls	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In River Falls' downtown area during the day	1	2	3	4	5	6

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 shared-ride Taxi 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
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of River Falls.....	1	2	3	4	5
Overall appearance of River Falls	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
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	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 quality of business and service establishments in River Falls	1	2	3	4	5
Vibrant downtown area	1	2	3	4	5
Overall quality of new development in River Falls	1	2	3	4	5
Opportunities to participate in social events and activities	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
Neighborliness of residents in River Falls	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in River Falls (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in River Falls	1	2
Reported a crime to the police in River Falls	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted River Falls elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in River Falls?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Participated in a recreation program or activity	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used River Falls public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in River Falls	1	2	3	4
Used River Falls shared-ride Taxi services	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in River Falls	1	2	3	4
Participated in a club or civic group in River Falls	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

The City of River Falls 2015 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	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
Traffic signal timing.....	1	2	3	4	5
Shared-ride Taxi.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
City compost site.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	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
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television (RFC-TV Channels 16/18).....	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 such as open space, farmlands and greenbelts.....	1	2	3	4	5
River Falls open space	1	2	3	4	5
River Falls Chamber of Commerce-sponsored special events	1	2	3	4	5
Municipal Court	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of River Falls	1	2	3	4	5
Pierce County Government.....	1	2	3	4	5
St. Croix County Government	1	2	3	4	5
The State Government	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of River Falls government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 citizen 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
Treating all residents fairly	1	2	3	4	5

13. 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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in River Falls	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in River Falls	1	2	3	4
Overall “built environment” of River Falls (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in River Falls	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of River Falls.....	1	2	3	4
Sense of community.....	1	2	3	4

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

- No → Go to Question 17 Yes → Go to Question 15

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

16. When calling City Hall, do you prefer beginning with a voice prompt to make your selection or speaking with a Customer Service Representative immediately?

- Voice prompt Customer service representative No preference

17. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City of River Falls website (www.rfcity.org)	1	2	3
<i>The River Falls Journal</i> weekly newspaper	1	2	3
RiverTowns.net	1	2	3
RFC-TV Channels 16/18	1	2	3
City of River Falls newsletter	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
YouTube.....	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
Word-of-mouth.....	1	2	3

18. The City and community are completing the master plans for Glen and Hoffman Parks that will guide park improvements over the next 20 years. To what extent do you support, if at all, establishing a dedicated funding source that could only be used for the purpose of implementing these plans?

- Strongly support Somewhat support Neither support nor oppose Somewhat oppose Strongly oppose

19. Are you a student of the University of Wisconsin-River Falls or Chippewa Valley Technical College?

- Yes → Go to Question 20 No → Go to next page

20. Do you live in River Falls year-round?

- Yes No

The City of River Falls 2015 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in River Falls	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- 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. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of River Falls?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in River Falls?

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

D7. 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

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. 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 \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. 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
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. 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

D15. 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

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

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