

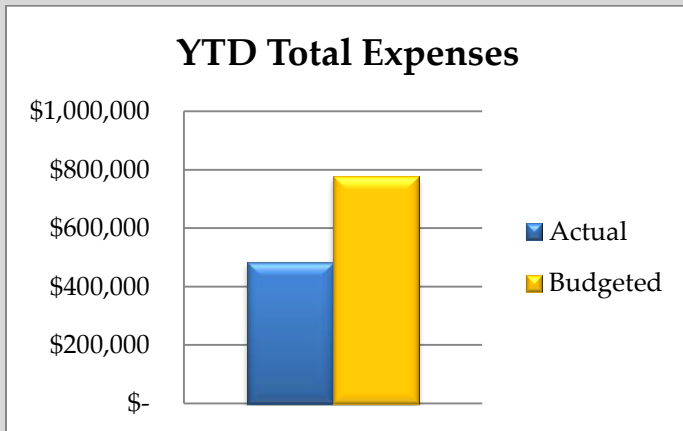
River Falls Finance & Customer Service Dashboard

For January 2015

FINANCE

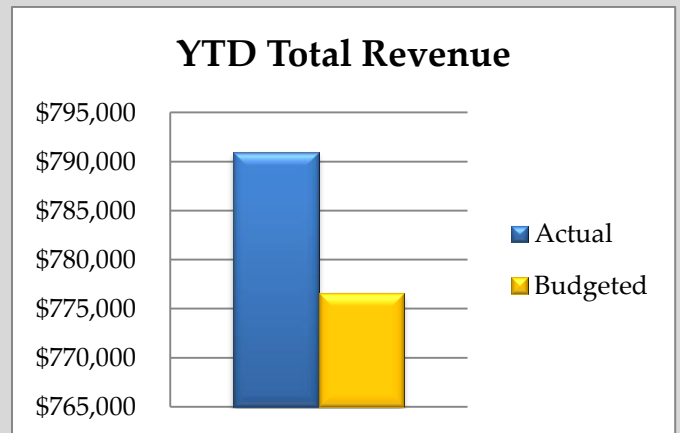
YTD Expenses

The actual, year-to-date total expenses of the General Fund compared to the budgeted year-to-date expenses.



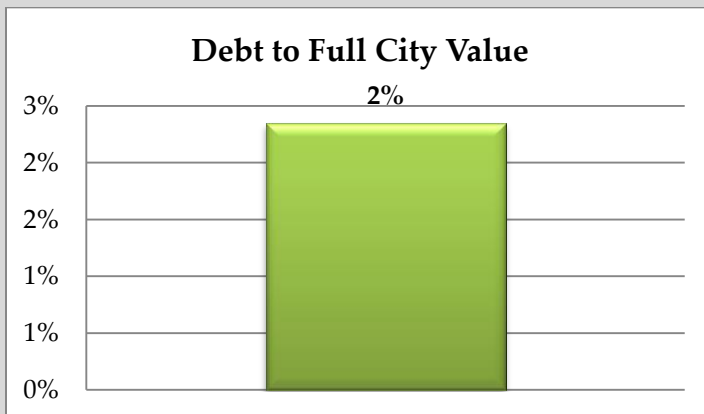
YTD Revenue

The actual, year-to-date total revenue of the General Fund compared to the budgeted year-to-date revenue.



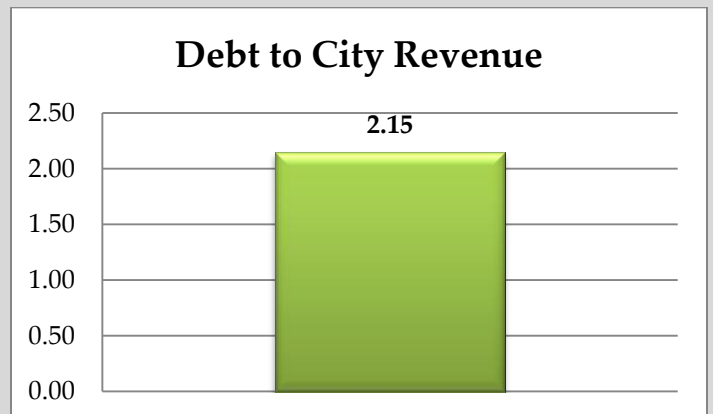
Debt to Full Value

The graph shows the ratio of general obligation debt to the City's total market value



Debt to Revenue

The graph shows the ratio of general obligation debt to General Fund revenue.



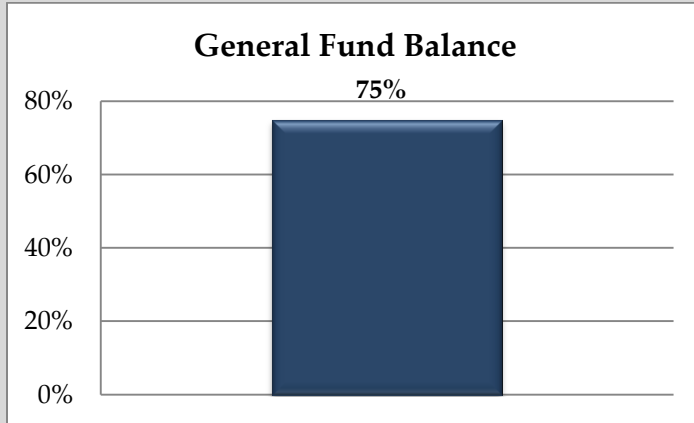
For more information please contact: Julie Bergstrom
(715) 426-3416 or jbergstrom@rfcity.org

River Falls Finance & Customer Service Dashboard

GENERAL FUND

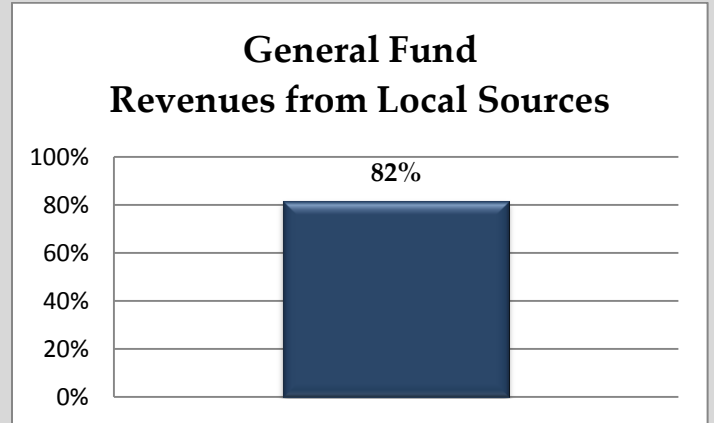
General Fund Balance

General Fund balance is shown as a percentage of the total annual budget.



Revenues from Local Sources

The graph shows revenues excluding Federal and state grants and aids.



City of River Falls General Obligation Bond Rating

Bond Rating	
Rating	Aa2
Affirmed	2015

CUSTOMER SERVICE

YTD Auto Pay Utility Accounts

The total number of utility customers using the City's auto pay feature.

Number of Auto-Pay Accounts	
Accounts	Target
1270	2000

YTD Number of E-Billing Accounts

The total number of utility customers that receives an electronic bill.

Number of E-Billing Accounts	
Accounts	Target
110	500



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UTILITY FUND PERFORMANCE

	Target	Electric	Water	Wastewater	Stormwater
Operating Ratio	< 75%	77%	49%	31%	22%
Net Take-Down	> 40%	23%	47%	69%	78%
Debt Ratio	< 35%	6%	14%	28%	5%

Operating Ratio

This is Operations and Maintenance Expenses, excluding Depreciation and Interest, divided by Total Operating Revenues.

The Target is < 75%.

This ratio describes the fund's ability to generate profit, i.e. percent of expenses used to generate \$100 in operating revenues.

Net Take Down Ratio

This is Operating Income divided by/Gross Revenues.

The Target is > 40%.

This ratio describes the fund's profit percentage as compared to total revenues.

Debt Ratio

This is Fund Liabilities divided by Fund Assets.

The Target is < 35%.

This ratio describes the fund's ability to meet debt and other liabilities, i.e. percent of assets used to pay off all liabilities.



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