

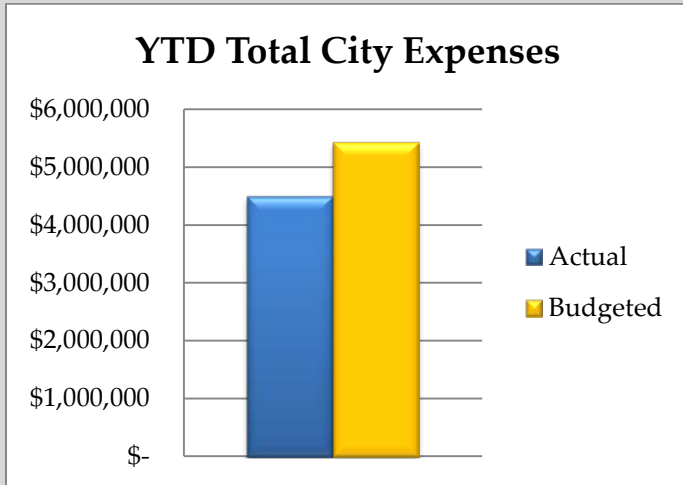
# River Falls Finance & Customer Service Dashboard

For July 2015

## FINANCE

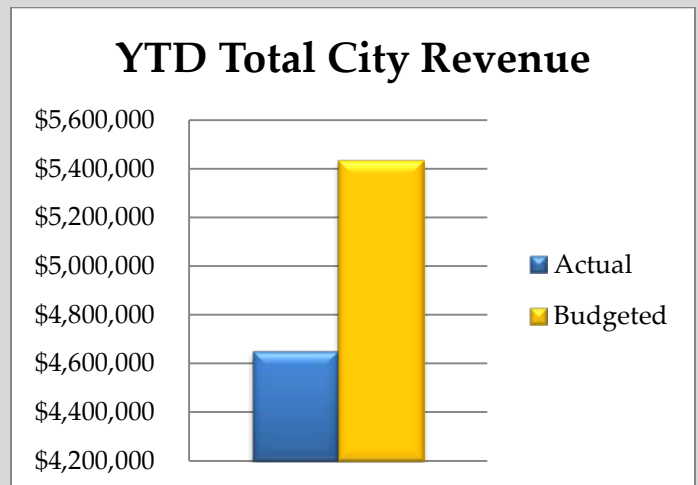
### YTD Expenses

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



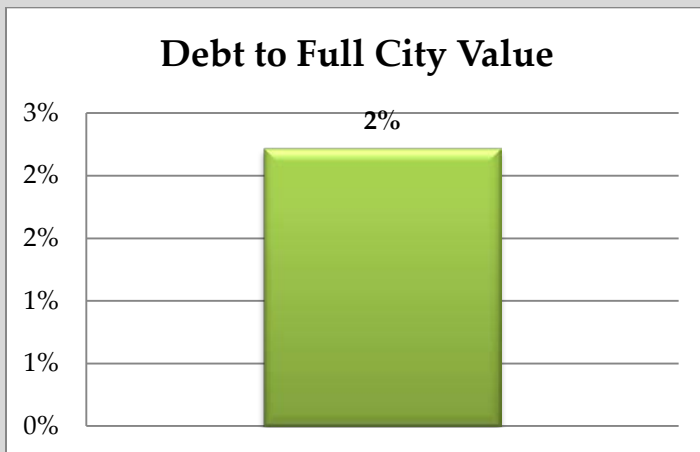
### YTD Revenue

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



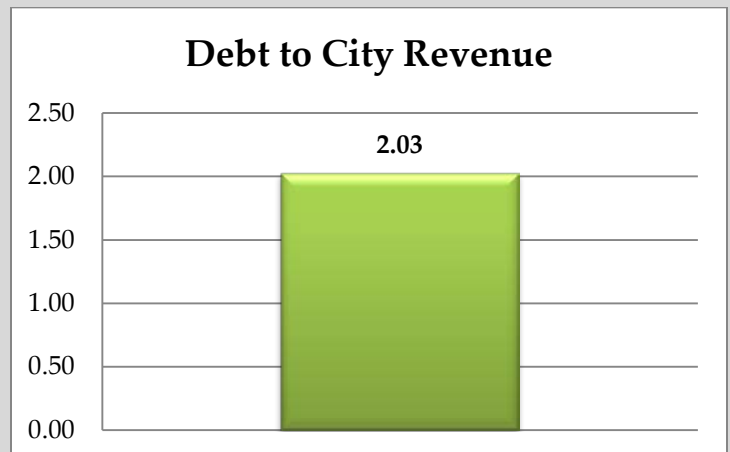
### Debt to Full Value

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 revenues.



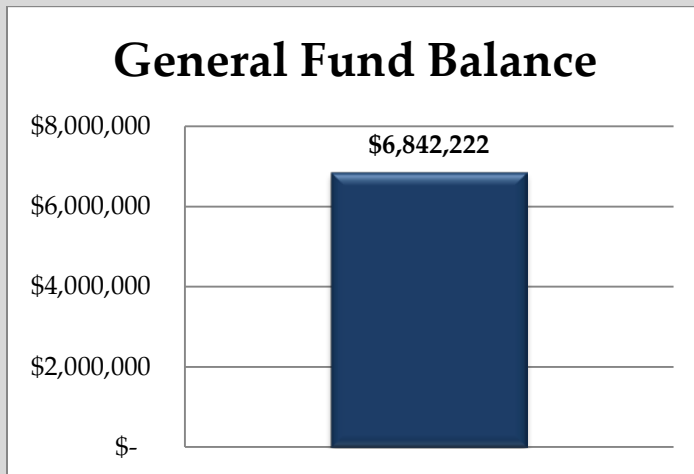
For more information please contact: Julie Bergstrom  
(715) 426-3416 or [jbergstrom@rfcity.org](mailto:jbergstrom@rfcity.org)

# River Falls Finance & Customer Service Dashboard

## GENERAL FUND

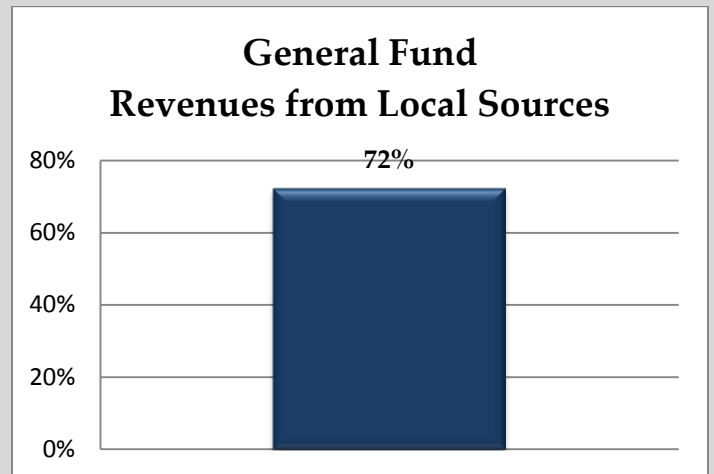
### General Fund Balance

The graph shows the current YTD General Fund Balance.



### Revenues from Local Sources

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



## City of River Falls 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
1351	2000

### YTD Number of E-Billing Accounts

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

Number of E-Billing Accounts	
Accounts	Target
123	500



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# River Falls Finance & Customer Service Dashboard

## UTILITY FUND PERFORMANCE

	Target	Electric	Water	Wastewater	Stormwater
Operating Ratio	< 75%	86%	57%	46%	46%
Net Take-Down	> 40%	13%	39%	68%	53%
Debt Ratio	< 35%	25%	13%	25%	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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