



THE NCSTM
The National Citizen SurveyTM

River Falls, WI

Trends over Time

2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of River Falls to its previous survey results in 2015 and 2013. Additional reports and technical appendices are available under separate cover.

Trend data for River Falls represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in River Falls for 2017 generally remained stable. Of the 124 items for which comparisons were available, 103 items were rated similarly in 2015 and 2017, one item showed a decrease in ratings and 20 showed an increase in ratings. Notable trends over time included the following:

- Evaluations of most items within the pillar of Community Characteristics remained stable from 2017 to 2015. However, where there were differences, ratings increased and were primarily observed within the facets of Mobility and Economy. Residents were also more impressed in 2017 for opportunities to volunteer, the City as a place to raise children and their neighborhoods as places to live. Alternatively, residents gave lower ratings to new development in River Falls in 2017 compared to 2015.
- Among the 20 items that increased between 2015 and 2017, 11 were within Governance and were centered around government performance such as value of services for taxes paid and the City being honest, to name a few. Several evaluations related to Safety and Mobility also increased as did positive assessments of economic development.
- Resident loyalty increased over time with more residents reporting they planned to stay in the City for the next five years. This correlates well with the many positive increases expressed by residents between 2015 and 2017.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
	2013	2015	2017		2013	2015	2017
Overall quality of life	86%	87%	90%	Similar	Higher	Similar	Similar
Overall image	80%	84%	86%	Similar	Much higher	Similar	Similar
Place to live	92%	92%	93%	Similar	Higher	Similar	Similar
Neighborhood	84%	78%	86%	Higher	Similar	Similar	Similar
Place to raise children	89%	86%	94%	Higher	Much higher	Similar	Higher
Place to retire	68%	71%	69%	Similar	Similar	Similar	Similar
Overall appearance	85%	87%	89%	Similar	Much higher	Similar	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Safety	Overall feeling of safety	NA	90%	94%	Similar	NA	Similar	Higher
	Safe in neighborhood	98%	98%	98%	Similar	Much higher	Similar	Similar
	Safe downtown/commercial area	98%	97%	99%	Similar	Much higher	Similar	Higher
	Overall ease of travel	NA	86%	89%	Similar	NA	Similar	Higher
	Paths and walking trails	74%	78%	87%	Higher	Much higher	Higher	Higher
	Ease of walking	84%	89%	90%	Similar	Much higher	Higher	Higher
	Travel by bicycle	68%	71%	74%	Similar	Much higher	Similar	Higher
Mobility	Travel by car	65%	72%	74%	Similar	Similar	Similar	Similar
	Public parking	NA	60%	58%	Similar	NA	Similar	Similar
	Traffic flow	53%	49%	58%	Higher	Similar	Similar	Similar
	Overall natural environment	89%	89%	89%	Similar	Much higher	Higher	Higher
Natural Environment	Cleanliness	86%	86%	93%	Similar	Much higher	Similar	Higher
	Air quality	93%	95%	96%	Similar	Much higher	Higher	Higher
	Overall built environment	NA	69%	72%	Similar	NA	Similar	Similar
Built Environment	New development in River Falls	67%	65%	58%	Lower	Higher	Similar	Similar
	Affordable quality housing	60%	55%	49%	Similar	Much higher	Similar	Similar
	Housing options	65%	63%	63%	Similar	Much higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Economy	Public places	NA	76%	75%	Similar	NA	Similar	Similar
	Overall economic health	NA	74%	74%	Similar	NA	Similar	Similar
	Vibrant downtown/commercial area	NA	61%	56%	Similar	NA	Similar	Similar
	Business and services	55%	61%	64%	Similar	Similar	Similar	Similar
	Cost of living	NA	53%	51%	Similar	NA	Similar	Similar
	Shopping opportunities	27%	27%	34%	Higher	Much lower	Lower	Lower
	Employment opportunities	32%	31%	36%	Similar	Similar	Similar	Similar
	Place to visit	NA	67%	69%	Similar	NA	Similar	Similar
	Place to work	53%	45%	55%	Higher	Much lower	Similar	Similar
	Recreation and Wellness	Health and wellness	NA	67%	71%	Similar	NA	Similar
Mental health care		NA	40%	41%	Similar	NA	Similar	Similar
Preventive health services		75%	74%	69%	Similar	Much higher	Similar	Similar
Health care		60%	62%	66%	Similar	Higher	Similar	Similar
Food		74%	60%	66%	Similar	Higher	Similar	Similar
Recreational opportunities		72%	73%	76%	Similar	Much higher	Similar	Similar
Fitness opportunities		NA	75%	77%	Similar	NA	Similar	Similar
Religious or spiritual events and activities		NA	90%	88%	Similar	NA	Similar	Similar
Cultural/arts/music activities		53%	77%	77%	Similar	Similar	Higher	Higher
Adult education		NA	84%	79%	Similar	NA	Higher	Higher
Education and Enrichment	K-12 education	87%	91%	92%	Similar	Much higher	Higher	Higher
	Child care/preschool	63%	64%	65%	Similar	Much higher	Similar	Similar
						Much higher		
Community Engagement	Social events and activities	78%	72%	76%	Similar	Much higher	Similar	Similar
	Neighborliness	NA	70%	72%	Similar	NA	Similar	Similar
	Openness and acceptance	66%	64%	65%	Similar	Similar	Similar	Similar
	Opportunities to participate in community matters	72%	72%	77%	Similar	Higher	Similar	Similar
	Opportunities to volunteer	75%	73%	82%	Higher	Higher	Similar	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
	2013	2015	2017		2013	2015	2017
Services provided by River Falls	83%	87%	88%	Similar	Higher	Similar	Similar
Value of services for taxes paid	62%	53%	64%	Higher	Higher	Similar	Similar
Overall direction	64%	69%	73%	Similar	Higher	Similar	Similar
Welcoming citizen involvement	65%	62%	69%	Higher	Much higher	Similar	Similar
Confidence in City government	NA	63%	70%	Similar	NA	Similar	Higher
Acting in the best interest of River Falls	NA	65%	76%	Higher	NA	Similar	Higher
Being honest	NA	68%	76%	Higher	NA	Similar	Higher
Treating all residents fairly	NA	63%	74%	Higher	NA	Similar	Higher
Services provided by the Federal Government	41%	30%	37%	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Safety	Police	87%	82%	89%	Higher	Higher	Similar	Similar
	Fire	94%	95%	95%	Similar	Similar	Similar	Similar
	Ambulance/EMS	95%	96%	90%	Similar	Higher	Similar	Similar
	Crime prevention	78%	73%	85%	Higher	Higher	Similar	Similar
	Fire prevention	88%	86%	88%	Similar	Higher	Similar	Similar
	Animal control	71%	73%	76%	Similar	Higher	Similar	Similar
	Emergency preparedness	71%	61%	71%	Higher	Higher	Similar	Similar
Mobility	Traffic enforcement	74%	74%	81%	Similar	Higher	Similar	Higher
	Street repair	52%	53%	56%	Similar	Similar	Similar	Similar
	Street cleaning	73%	73%	78%	Similar	Much higher	Similar	Similar
	Street lighting	72%	70%	79%	Higher	Much higher	Similar	Higher
	Snow removal	62%	72%	77%	Similar	Similar	Similar	Similar
	Sidewalk maintenance	57%	63%	66%	Similar	Similar	Similar	Similar
	Traffic signal timing	60%	62%	70%	Higher	Higher	Similar	Higher
Natural Environment	Garbage collection	84%	84%	89%	Similar	Similar	Similar	Similar
	Recycling	87%	83%	89%	Similar	Much higher	Similar	Similar
	Drinking water	79%	77%	79%	Similar	Much higher	Similar	Similar
	Natural areas preservation	73%	71%	77%	Similar	Much higher	Similar	Similar
	Open space	NA	70%	75%	Similar	NA	Similar	Similar
Built Environment	Storm drainage	80%	82%	84%	Similar	Much higher	Similar	Higher
	Sewer services	87%	90%	90%	Similar	Much higher	Similar	Similar
	Power utility	86%	90%	90%	Similar	Much higher	Similar	Similar
	Utility billing	NA	78%	84%	Similar	NA	Similar	Higher
	Land use, planning and zoning	60%	61%	65%	Similar	Higher	Similar	Higher

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		Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Economy	Code enforcement	55%	54%	57%	Similar	Higher	Similar	Similar
	Cable television	67%	59%	61%	Similar	Higher	Similar	Similar
	Economic development	59%	55%	67%	Higher	Much higher	Similar	Similar
Recreation and Wellness	City parks	93%	87%	93%	Similar	Much higher	Similar	Higher
	Recreation programs	89%	77%	82%	Similar	Much higher	Similar	Similar
	Health services	77%	75%	72%	Similar	Much higher	Similar	Similar
Education and Enrichment	Special events	NA	78%	77%	Similar	NA	Similar	Similar
	Public libraries	96%	90%	94%	Similar	Much higher	Similar	Similar
Community Engagement	Public information	82%	77%	77%	Similar	Much higher	Similar	Similar

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Sense of community		83%	81%	75%	Similar	Much higher	Higher	Higher
Recommend River Falls		89%	94%	94%	Similar	Higher	Similar	Similar
Remain in River Falls		81%	79%	87%	Higher	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Safety	Stocked supplies for an emergency	NA	17%	18%	Similar	NA	Much lower	Lower
	Did NOT report a crime	NA	79%	79%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	89%	92%	90%	Similar	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	NA	42%	50%	Higher	NA	Similar	Similar
	Walked or biked instead of driving	NA	79%	80%	Similar	NA	Much higher	Much higher
Natural Environment	Conserved water	NA	80%	79%	Similar	NA	Similar	Similar
	Made home more energy efficient	NA	76%	73%	Similar	NA	Similar	Similar
	Recycled at home	NA	95%	96%	Similar	NA	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	59%	64%	Similar	NA	Similar	Higher
	NOT under housing cost stress	73%	70%	77%	Similar	Much higher	Similar	Similar
Economy	Purchased goods or services in River Falls	NA	99%	95%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	26%	24%	24%	Similar	Much higher	Similar	Similar
	Work in River Falls	NA	45%	40%	Similar	NA	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
		2013	2015	2017		2013	2015	2017
Recreation and Wellness	Visited a City park	95%	92%	93%	Similar	Much higher	Similar	Higher
	Ate 5 portions of fruits and vegetables	NA	81%	80%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	89%	86%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	57%	62%	Similar	NA	Similar	Similar
Education and Enrichment	Used River Falls public libraries	81%	73%	77%	Similar	Much higher	Similar	Higher
	Participated in religious or spiritual activities	NA	49%	51%	Similar	NA	Similar	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	21%	28%	Similar	NA	Similar	Similar
	Contacted River Falls elected officials	NA	17%	15%	Similar	NA	Similar	Similar
	Volunteered	53%	55%	52%	Similar	Much higher	Higher	Higher
	Participated in a club	41%	36%	36%	Similar	Much higher	Similar	Similar
	Talked to or visited with neighbors	NA	92%	93%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	73%	79%	Similar	NA	Similar	Similar
	Attended a local public meeting	27%	16%	17%	Similar	Similar	Similar	Similar
	Watched a local public meeting	27%	21%	18%	Similar	Much lower	Similar	Similar
	Read or watched local news	NA	74%	73%	Similar	NA	Lower	Lower
	Voted in local elections	85%	76%	80%	Similar	Much higher	Similar	Similar