



# Rockville, MD 2010 Citizen Survey

## Report of Results

February 2011



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## Preface

The City of Rockville welcomes the opportunity to hear from residents regarding their community. The 2010 Citizen Survey, the sixth in a series of such surveys conducted since 2001, is one way we make sure we know what residents think about local government and the quality of life in Rockville. The survey serves as a consumer score card by letting us know what residents think is working well and what is not in City service delivery. The survey also permits Rockville residents to make judgments about the quality of life here, and to indicate what they like about and what can improve in our community. The results of the survey comprise a major component of Rockville's work to measure performance, and also are intended for use in planning and resource allocation. We appreciate the responses given by those who participated in the survey. We hope that you will find these results interesting and useful.

The Rockville Citizen Survey is comprehensive, covering many topics related to life in this community. Much of the body of the report of results is organized around the seven Mayor and Council vision priorities established in June 2010. These are:

- \* Strong and Distinctive Neighborhoods
- \* Urban Sensitivity
- \* Engaged Governance
- \* Business Friendly
- \* Multimodal Transportation
- \* Exceptional City Services and Amenities
- \* Quality Environment

In addition to highlighting questions related to these seven priorities, the report dedicates one section to additional comments offered by City of Rockville residents. Most of the quality of life, sense of safety and community characteristic ratings can be found in the sections titled *Strong and Distinctive Neighborhoods* and *Multimodal Transportation*. Most City service ratings can be found in the section titled *Exceptional City Services and Amenities*. Ratings related to arts, culture, entertainment and the Town Center can be found in the *Urban Sensitivity* section.

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# Executive Summary

## Summary of Comparisons

The City of Rockville elected to have their results compared to those of other jurisdictions around the nation. These comparisons are made possible through National Research Center’s national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Where comparisons are available, Rockville results are noted as being “much above,” “above,” “similar to,” “below” or “much below” than the benchmark. These evaluations come from a statistical comparison of Rockville’s rating to the benchmark. (For more information, please see the *How the Results Are Reported* section in the full report.)

Evaluated against the benchmark comparisons, the following items were:

<b>Much Above the Benchmark</b>	<ul style="list-style-type: none"> <li>• Enforcement of traffic laws</li> <li>• Refuse collection</li> <li>• Recycling services</li> <li>• Leaf pick-up</li> <li>• Street repairs and maintenance</li> <li>• Sidewalk maintenance</li> <li>• Ease of travel by car</li> <li>• Ease of travel by transit</li> <li>• Appearance of City parks</li> <li>• Recreation centers</li> <li>• Recreational programs</li> <li>• Playgrounds</li> <li>• Range of activities available in parks and recreation centers and facilities</li> <li>• Building permit process</li> <li>• Quality of new residential development</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of new commercial development</li> <li>• Senior citizen programs and services</li> <li>• Services to youth</li> <li>• Overall customer service</li> <li>• Knowledge (of City employees)</li> <li>• Responsiveness (of City employees)</li> <li>• Follow-up (of City employees)</li> <li>• Overall quality of City services</li> <li>• Pleased with overall direction City is taking</li> <li>• Good value for the City taxes paid</li> <li>• Government welcomes citizen involvement</li> <li>• Government listens to its residents</li> </ul>	<ul style="list-style-type: none"> <li>• Overall appearance of Rockville</li> <li>• The Rockville Channel 11 programming</li> <li>• City-sponsored special events</li> <li>• Overall quality of life in Rockville</li> <li>• Overall quality of neighborhood</li> <li>• Opportunities to attend cultural or arts events</li> <li>• Rockville as a place to raise children</li> <li>• Sense of community</li> <li>• Openness and acceptance of the community toward people of diverse backgrounds</li> <li>• Residential property maintenance code enforcement</li> </ul>
<b>Above the Benchmark</b>	<ul style="list-style-type: none"> <li>• Crime prevention efforts</li> <li>• City of Rockville’s water and sewer services</li> </ul>	<ul style="list-style-type: none"> <li>• Athletic fields</li> <li>• Courtesy (of City employees)</li> </ul>	<ul style="list-style-type: none"> <li>• Rockville’s website</li> </ul>
<b>Similar to the Benchmark</b>	<ul style="list-style-type: none"> <li>• Overall police services</li> <li>• Street sweeping</li> <li>• Street lighting</li> <li>• Snow and ice removal</li> </ul>	<ul style="list-style-type: none"> <li>• Ease of travel by bicycle</li> <li>• Ease of travel by walking</li> <li>• Rockville’s natural environment</li> </ul>	<ul style="list-style-type: none"> <li>• Rockville as a place to retire</li> <li>• Commercial property maintenance code enforcement</li> </ul>
<b>Below the Benchmark</b>	<ul style="list-style-type: none"> <li>• Drinking water quality</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>• Safety in business areas in Rockville after dark</li> </ul>
<b>Much Below the Benchmark</b>	<ul style="list-style-type: none"> <li>• Safety in your neighborhood after dark</li> </ul>	<ul style="list-style-type: none"> <li>• Safety in your neighborhood during the day</li> </ul>	<ul style="list-style-type: none"> <li>• Safety in business areas in Rockville during the day</li> </ul>

National benchmark comparisons also were available for the following non-evaluative items. Where comparisons are available, Rockville results are noted as being “much more,” “more,” “similar to,” “less” or “much less” than the benchmark.

<b>Much More than the Benchmark</b>	<ul style="list-style-type: none"> <li>• Population growth seen as too fast</li> </ul>
<b>More than the Benchmark</b>	<ul style="list-style-type: none"> <li>• Experiencing housing costs stress (housing costs 30% or MORE of income)</li> </ul>
<b>Similar to the Benchmark</b>	<ul style="list-style-type: none"> <li>• Used a Rockville recreation center</li> </ul>
<b>Less than the Benchmark</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Much Less than the Benchmark</b>	<ul style="list-style-type: none"> <li>• Retail growth seen as too slow</li> <li>• Jobs growth seen as too slow</li> <li>• Had contact with a City of Rockville government employee in last 12 months</li> <li>• Participated in a Rockville recreation program</li> <li>• Used a Rockville park</li> </ul>

## Survey Background

The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City’s performance management is to collect feedback directly from our customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The City contracted with National Research Center, Inc. (NRC) to conduct the 2010 City of Rockville Citizen Survey.

The 2001 Rockville Citizen Survey was the instrument used to gather the resident perception data needed for the City’s performance measures. Since 2001, a Citizen Survey has been conducted biennially to continue to measure resident opinion and monitor trends. These results are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The five-page City of Rockville 2010 Citizen Survey was mailed to 2,000 randomly selected households, of which approximately 4% were vacant. Completed surveys were obtained from 761 community residents, for a response rate of 40%; similar to the response rate in 2010 (44%). The 95% confidence interval (also referred to as “the margin of error”) was four percentage points around any given percent and two points around any average score. Surveys were completed in languages other than English including Spanish, Chinese, Korean, Russian and Vietnamese.

Survey participants were asked to rate the quality of life in the City, the community’s amenities and local government. The questionnaire also included items pertaining to issues facing the community.

Although responses to many of the evaluative questions were made on a four-point scale with four representing the highest rating (usually “excellent”) and one the lowest (usually “poor”), many of the results in this summary are converted to a common scale where zero is the lowest possible rating and 100 is the highest possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. An average rating of 67 is equivalent to “good,” and 33 is “fair.” Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

Because Rockville has administered a resident survey previously, where available, comparisons could be made between 2010 responses and those from prior years. Rockville’s results also were compared to those of other jurisdictions around the nation. These comparisons were made possible through NRC’s national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions.

## Survey Findings

In general, survey results remained stable from 2008 to 2010 with some increases in ratings and a few opportunities for improvement. As in previous years, survey respondents gave favorable reviews to most survey questions and comparisons to the benchmark were higher than ratings given by residents in other jurisdictions across the United States.

### Strong and Distinctive Neighborhoods

- \* Residents continue to give positive ratings to aspects of quality of life in Rockville.
  - Rockville as a place to raise children, the overall quality of neighborhoods and the overall quality of life each received average ratings above “good” on the 100-point scale. Each of these was given ratings much higher than the national benchmark. Respondents living west of I-270 were more likely to give positive marks to the quality of neighborhoods, the City as a place to raise children and the overall quality of life than were those living in other areas.
  - Although Rockville as a place to retire received somewhat lower ratings than the other aspects of quality of life (57 on the 100-point scale), it was rated similar to the benchmark and ratings have been trending upward since 2007.
- \* Rockville’s sense of community, overall appearance and the acceptance of diversity by the community were given high marks by residents.
  - Three-quarters or more of respondents gave “excellent” or “good” ratings to sense of community, overall appearance and acceptance of diversity. Each characteristic received ratings much higher than ratings given by residents in other jurisdictions across the country.
- \* Overall, survey respondents generally feel safe in and around the City.
  - As in previous survey years, residents felt safer in their neighborhoods and in business areas during the day (83 and 79 on the 100-point scale, respectively) than they did after dark (68 and 64). However, responses showed that residents felt safer after dark in 2010 than in 2008. When compared to the national benchmark, Rockville’s safety ratings were lower or much lower than ratings given in other jurisdictions.
  - When comparing ratings of safety by respondent geographic area, residents living east of Route 355 tended to give lower ratings to safety in their neighborhood during the day and after dark than did those living in other parts of the city.
- \* Housing, development and property maintenance code enforcement ratings have remained stable over time.
  - All ratings fell between “good” and “fair” on the 100-point scale.
  - The quality of new residential and commercial development and residential property maintenance code enforcement received ratings much higher than ratings given by residents in other jurisdictions across the country. Similar ratings were given to commercial property maintenance code enforcement and the availability of affordable housing received ratings below the national benchmark.

### Urban Sensitivity

- \* Respondents were happy with the cultural and special events offered by the City, as well as with the newly developed Town Center, and continue to attend events and utilize the Town Center.
  - Cultural and special events and the Town Center received ratings at or above “good” on the 100-point scale and ratings were comparable between 2008 and 2010.

- Benchmark comparisons for City-sponsored special events and opportunities to attend cultural or arts events were much above the national average.
- Ninety-three percent of respondents reported visiting the Town Center at least once in the last 12 months and 75% said they had attended a City-sponsored special event.
- \* Rockville residents are interested in expanding the City's arts, culture and entertainment offerings.
  - When asked which types of cultural, entertainment and recreational offerings they wished there were more of in Rockville, 4 in 10 wanted to see more offerings like performing arts (41%), large festivals (40%), shopping and restaurants (39%) and neighborhood events (38%).
  - Among the types of cultural, entertainment and recreation offerings residents preferred that the City of Rockville fund were the expansion and enhancement of existing recreation facilities (38%), an outdoor Performing Arts Center (29%) and a Science/technology center (27%).

## Engaged Governance

- \* Residents continue to show trust and confidence in their local government and its officials.
  - Benchmark comparisons were available for four of the six statements about the City government and all ratings were much higher than those given by residents in other cities and counties across the country.
  - Evaluations of public trust were between “agree” and “neither agree nor disagree” on the 100-point scale and responses have remained consistent from 2008 to 2010.
- \* The City of Rockville website continues to be a valuable communication tool for residents, while The Rockville Channel was used less over time by respondents.
  - Rockville received ratings above other jurisdictions for the City website and much above other jurisdictions for The Rockville Channel when compared to the national benchmark.
  - Two-thirds of respondents used the City website in the last 12 months and 39% used Channel 11. Results remained stable from 2008 to 2010. The current information, online services offered, appearance, search function and ease of navigation of the City website were between “good” and “fair,” as were the quality of information and variety of programming on Channel 11.
- \* Most residents preferred to get information about the City government from Rockville Reports, the City website or printed materials (e.g., fliers, postcards, brochures) and, generally, believed that they receive enough information about government functions or activities.

## Business Friendly

- \* Residents thought the City does a good job with the building permit process and providing planning and zoning information.
  - About 6 in 10 respondents gave “excellent” or “good” ratings to the quality of the building permit process and providing planning and zoning information. The building permit process received ratings much above those given by residents in other jurisdictions across the U.S.
  - Residents living west of I-270 tended to give higher ratings to the building permit process and to providing planning and zoning information than did those living in other locations.
- \* Jobs growth was believed to be “too slow” while the rate of retail growth was the “right amount.”
  - A much smaller proportion of Rockville residents felt jobs and retail growth as “too slow” than did residents in other jurisdictions across the country.

## Multimodal Transportation

- \* Ease of travel in Rockville received favorable assessments.
  - Between half to three-quarters of respondents said that the ease of travel by transit, car, walking and bicycle was “good” or better. These ratings were similar to those given in 2008 and were much higher or similar to the national benchmark.
- \* Overall, respondents felt safe crossing the street in Rockville.
  - The majority of people (85%) felt at least “somewhat” safe crossing the street; similar to what was seen in 2008.
  - Residents living west of I-270 tended to feel safer crossing the street than did those living between Route 355 and I-270 or east of Route 355.

## Exceptional City Services and Amenities

- \* The overall quality of City of Rockville services received positive reviews.
  - The overall quality of City services received a rating of 68, or just above “good” on the 100-point scale, and remained stable from 2008 to 2010. This rating was much higher when compared to the national benchmark.
- \* Residents still felt the City of Rockville delivers quality services.
  - Average ratings for the 21 City services evaluated under this priority ranged from 54 points to 76 points on the 100-point scale, with nine services falling just above “good” and 12 falling between “good” and “fair.”
  - Twenty of the 21 services were available for comparison to the benchmark. Twelve received ratings much higher than other jurisdictions, three were rated above, four were rated similar the national benchmark and one was rated lower.
  - The 2010 ratings for all 21 services were similar to ratings given in 2008, except for snow and ice removal, which decreased from 2008 to 2010 (64 versus 55, respectively).
  - Generally, respondents living east of Route 355 and those living between Route 355 and I-270 tended to give lower service ratings than did those living west of I-270.
- \* Rockville residents continued to use and participate in City parks, recreation centers and recreation programs.
  - Most respondents (81%) had used a Rockville park at least once in the last 12 months, about half (56%) had used a Rockville recreation center and 42% had participated in a Rockville recreation program. Use in 2010 was similar to what was seen in 2008.
  - Fewer Rockville residents reported using a Rockville park or participating in a recreation program than did those in other jurisdictions across the nation. Similar amounts of use were seen for Rockville recreation centers when compared to use by residents in other cities and counties.
  - While fewer respondents are contacting City employees, those who do were pleased with their interactions.
    - The level of contact with City employees decreased from 2008 to 2010 (53% versus 47% having had contact, respectively), which was much less than what was seen in other jurisdictions across the country.
    - Of those who had contact with a City of Rockville employee, more than three-quarters gave “excellent” or “good” ratings to the employees’ knowledge, courtesy, responsiveness,

follow-up and the overall customer service provided. These evaluations were higher or much higher than the national benchmark.

- More respondents in 2010 than in 2008 gave favorable ratings to employee follow-up.

## Quality Environment

- \* Many respondents thought that the City does a good job protecting and preserving the natural environment.
  - Seven in 10 or more said that the quality Rockville's natural environment and the quality of environmental protection and sustainability initiatives were "good" or better. These ratings were similar to those given in 2008.
  - Benchmark comparisons could be made to the quality of Rockville's natural environment, which was rated similar to ratings given by residents in other jurisdictions across the nation.
  - Residents living west of I-270 tended to give higher ratings to the quality of environmental protection and sustainability initiatives than did those living in other areas of the city.

## Survey Background

The City of Rockville's 2010 Citizen Survey provided an opportunity for a representative sample of residents to rate their satisfaction with the quality of life in the City, the community's amenities and with local government. The City of Rockville contracted with National Research Center, Inc. (NRC) to conduct the 2010 Citizen Survey. The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City's performance management is to collect feedback directly from its customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The results of this survey are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The City of Rockville conducted its first Citizen Survey for this effort in 2001, with subsequent implementations every two years. The 2010 Citizen Survey represents the sixth time the survey has been undertaken. The questionnaire results more often tell the City and its residents how residents feel about the services provided, but not why they feel that way. Knowing what the City of Rockville residents think about service delivery provides a score card on City performance. Periodic sounding of resident opinion builds an important trend line from which to understand the impact of policies and programs and make course corrections as needed.

## Survey Methods

Following the mailing of a pre-survey notification postcard to a random sample of 2,000 Rockville households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households two weeks after the postcard. Finally, one week after the reminder letter and survey, a reminder postcard was sent. Of the mailed postcards, about 4% were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Completed surveys were received from 761 residents, for a response rate of 40%. This is an excellent response rate (in general, response rates obtained on mailed resident surveys range from 25% to 40%) and in sum or in part may be due to the added reminder postcard sent as a fourth contact.

Survey results were weighted so that age, gender, tenure (i.e., rent versus own) and housing unit type (i.e., detached versus attached) were represented in the proportions reflective of the entire community. (For more information on the survey methodology, see *Appendix E: Detailed Survey Methodology*. A copy of the questionnaire and mailing materials are included in *Appendix G: Survey Materials*.)

## Reaching Non-English Speaking Residents

The cover letter and survey were written in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet and provided a phone number to call if the resident wanted to receive the survey in another language, or to get assistance in completing the survey.

Language translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voice mail box was created for each of the five languages to receive calls after hours. In total, 81 calls were received and 64 translated surveys were sent to these residents. Seventeen residents requested additional help by phone to complete the translated surveys. (More information on outreach to non-English speakers can be found in *Appendix E: Detailed Survey Methodology*.) In total, 23 surveys were completed in languages other than English.

## How the Results Are Reported

For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. Although responses to many of the evaluative questions were made on a four-point scale with four representing the best rating and one the worst, many of the results in this summary are reported on a common scale where zero is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100 point scale. Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Frequency of Survey Responses* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

## Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence interval around an average score on the 100-point scale will be no greater than plus or minus two points based on all respondents. The 95 percent confidence level for this survey of 761 residents is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample.

For comparisons among subgroups, the margin of error is less precise and rises to approximately plus or minus 5% for sample sizes of 400 to plus or minus 10% for sample sizes of 100, and for smaller sample sizes (i.e., 50), the margin of error rises to 14%. When comparing average ratings among subgroups, the margin of error is plus or minus three points for sample sizes of 400 and is approximately plus or minus six points for sample sizes of 100.

## Comparing Survey Results by Geographic and Demographic Subgroups

Select survey results were compared by demographic characteristics of survey respondents and geographic area of residence. Comparisons by geographic area are displayed in graphical form and discussed throughout the body of the report (the full set of results by location and demographic characteristics can be found in *Appendix B: Survey Results by Location within Rockville* and *Appendix C: Survey Results by Demographic Subgroups*.)

## Comparing Survey Results Over Time

Because this survey was the sixth in a series of citizen surveys, the 2010 results are presented along with past ratings when available. Differences between years, as presented in the body of the report, can be considered statistically significant if they are greater than five points on the 100-point scale or greater than five percentage points around any given percent. Trend data for Rockville represent important comparisons 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.

## Comparing to Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents' ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively "worse" departments.

Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

## **Comparison of Rockville to the Benchmark Database**

National benchmark comparisons have been included in the report when available. Jurisdictions to which Rockville was compared nationally can be found in *Appendix F: Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Rockville survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other jurisdictions across the country.

Where comparisons for quality ratings were available, the City of Rockville's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Rockville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more," or "less" if the difference between Rockville's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between Rockville's rating and the benchmark is more than twice the margin of error.

## **Special Chart Markings**

Special markings have been used to indicate where comparisons are statistically significantly different, or to call attention to particular information about the figures shown.

Double asterisks (\*\*) have been used to show where differences between results in 2010 and 2008 are statistically significant (six or more points for average ratings given by all respondents and six or more percentage points).

Statistically significant differences between geographic subgroups in 2010 are shown with a double dagger (‡). Inferential statistical tests (anova or chi-square) were used to determine whether these differences were statistically significant ( $p < 0.05$ ).

In addition, items where 20% or more of survey respondents gave a "don't know" response are marked with a single dagger (†).

# Survey Participant Profile

The following figures display the demographic characteristics of those responding to the Rockville 2010 Citizen Survey.

**Figure 1: Respondent Length of Residency**

How many years have you lived in Rockville?	Percent of respondents
2 years or less	20%
3 to 5 years	20%
6 to 10 years	17%
11 to 20 years	18%
21 years or more	25%
Total	100%

**Figure 2: Respondent Housing Unit Type**

What best describes your home? Is it a...	Percent of respondents
One family house detached from any other houses	50%
A duplex or townhouse	9%
A building with three or more apartments or condominiums	36%
Other	5%
Total	100%

**Figure 3: Respondent Tenure**

Do you rent or own your home?	Percent of respondents
Rent	35%
Own	65%
Total	100%

**Figure 4: Respondent Monthly Housing Costs**

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 of respondents
Less than \$599 per month	7%
\$600 to \$999 per month	7%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	38%
\$2,500 to \$2,999 per month	13%
\$3,000 or more per month	16%
Total	100%

**Figure 5: Respondent Housing Cost to Income Ratio**

	Percent of respondents
Housing costs LESS than 30% of income	59%
Housing costs 30% or MORE of income	41%
Total	100%

**Figure 6: Internet Access**

Do you have access to the Internet at home, work or school?	Percent of respondents
No	7%
Yes	93%
Total	100%

**Figure 7: Household Television Services**

Does your household subscribe to one of the following television services?	No	Yes	Total
Cable television service	26%	74%	100%
Satellite service	80%	20%	100%

**Figure 8: Bicycle Use**

Do you or other household members use a bike for:	No	Yes	Total
recreation or exercise	56%	44%	100%
commuting to school	96%	4%	100%
commuting to work	94%	6%	100%
transportation for other kinds of trips	92%	8%	100%

**Figure 9: Respondent Ethnicity**

Are you Spanish/Hispanic/Latino?	Percent of respondents
No	91%
Yes	9%
Total	100%

**Figure 10: Respondent Race**

What is your race?	Percent of respondents*
American Indian or Alaskan native	1%
Asian or Pacific Islander	23%
Black or African American	6%
White/Caucasian	68%
Other	7%

\*Total may exceed 100% as respondents could select more than one answer.

**Figure 11: Language Other than English Spoken at Home**

Do you speak a language other than English at home?	Percent of respondents
No, English only	64%
Yes	36%
Total	100%

**Figure 12: Language Spoken at Home**

Which language?	Percent of respondents*
Persian	2%
Chinese	26%
Spanish	23%
Korean	7%
Vietnamese	1%
Russian	5%
Farsi	1%
Other	35%
Total	100%

\*Asked only of respondents who said they speak a language other than English at home.

**Figure 13: Ability to Speak English**

How well do you speak English?	Percent of respondents*
Very well	56%
Well	34%
Not well	9%
Not at all	1%
Total	100%

\*Asked only of respondents who said they speak a language other than English at home.

**Figure 14: Respondent Sex**

What is your sex?	Percent of respondents
Male	46%
Female	54%
Total	100%

**Figure 15: Respondent Age**

In which category is your age?	Percent of respondents
18-24 years	3%
25-34 years	21%
35-44 years	20%
45-54 years	22%
55-64 years	15%
65-74 years	10%
75 years or older	10%
Total	100%

**Figure 16: Annual Household Income in 2009**

What was your household's total annual income in 2009?	Percent of respondents
Less than \$25,000	7%
\$25,000 to \$49,999	14%
\$50,000 to \$99,999	35%
\$100,00 to \$149,999	22%
\$150,000 to \$199,999	10%
\$200,000 or more	11%
Total	100%

**Figure 17: Presence of Children age 12 or Under in Household**

Do any children 12 or under live in your household?	Percent of respondents
No	75%
Yes	25%
Total	100%

**Figure 18: Presence of Teenagers age 13 to 17 in Household**

Do any teenagers aged between 13 and 17 live in your household?	Percent of respondents
No	86%
Yes	14%
Total	100%

**Figure 19: Presence of Seniors age 60 or Older in Household**

Are you or any other members of your household aged 60 or older?	Percent of respondents
No	68%
Yes	32%
Total	100%

**Figure 20: Voting Behavior**

Did you vote in the November 2009 Mayor and Council election?	Percent of respondents
No	45%
Yes	44%
Ineligible to vote	9%
Don't know	3%
Total	100%

**Figure 21: Area of Residence**

Which best describes where you live?	Percent of respondents
Between Hungerford Drive/Rockville Pike (MD 355) and I-270	60%
East of Rockville Pike (MD 355)	24%
West of I-270	17%
Total	100%

**Figure 22: Language of Survey**

	<b>Percent of respondents</b>
English	97%
Spanish	1%
Russian	0%
Vietnamese	0%
Chinese	1%
Korean	1%
Total	100%

## Survey Results

The Rockville Citizen Survey is comprehensive, covering many topics related to life in this community. The 2010 report of results is organized around the seven Mayor and Council vision priorities. These are:

- \* Strong and Distinctive Neighborhoods
- \* Urban Sensitivity
- \* Engaged Governance
- \* Business Friendly
- \* Multimodal Transportation
- \* Exceptional City Services and Amenities
- \* Quality Environment

### Strong and Distinctive Neighborhoods

One of the Rockville Mayor and Council's vision priorities for 2020 is Strong and Distinctive Neighborhoods. City leaders desire that Rockville neighborhoods maintain their attractiveness and uniqueness yet, at the same time, residents realize their neighborhoods are part of a larger community of which they should be proud. Offering a variety of housing options, maintaining residential and commercial property values, keeping neighborhoods safe and well maintained, and providing services to seniors are all goals identified under this vision priority.

Several sets of questions on the survey assessed how well Rockville is meeting this priority. Survey respondents were asked to give their opinions about different aspects of quality of life, a variety of characteristics of the community, safety in Rockville, senior services, population and housing growth as well as feedback on housing and code enforcement.

#### Aspects of Quality of Life

Several aspects of quality of life in Rockville were measured on the survey (see the figure on the following page). Nine in 10 respondents rated Rockville as a place to raise children (89%) and the overall quality of life in Rockville (93%) as "excellent" or "good." Eight-five percent of residents believed that the quality of life in their neighborhood was "excellent" or "good" and about three in five said that Rockville was at least a "good" place to retire (61% "excellent" or "good"). About 1 in 10 said that Rockville was a "poor" place to retire.

(Please note that 20% or more of respondents said "don't know" when rating Rockville as a place to retire. Responses presented in the report body are for those who had an opinion. A full set of survey responses, including "don't know" can be found in *Appendix A: Frequency of Survey Responses*.)

Many survey questions were available for comparison to the National Benchmark Database, including items related to quality of life in Rockville (for a complete list of cities and counties to which Rockville ratings were compared, see *Appendix F: Jurisdictions Included in Benchmark Comparisons*). Rockville as a place to raise children, the overall quality of neighborhoods and the overall quality of life in the City were given ratings much higher than those given by residents in other jurisdictions across the nation. Rockville as a place to retire received similar ratings to other jurisdictions.

**Figure 23: Aspects of Quality of Life**

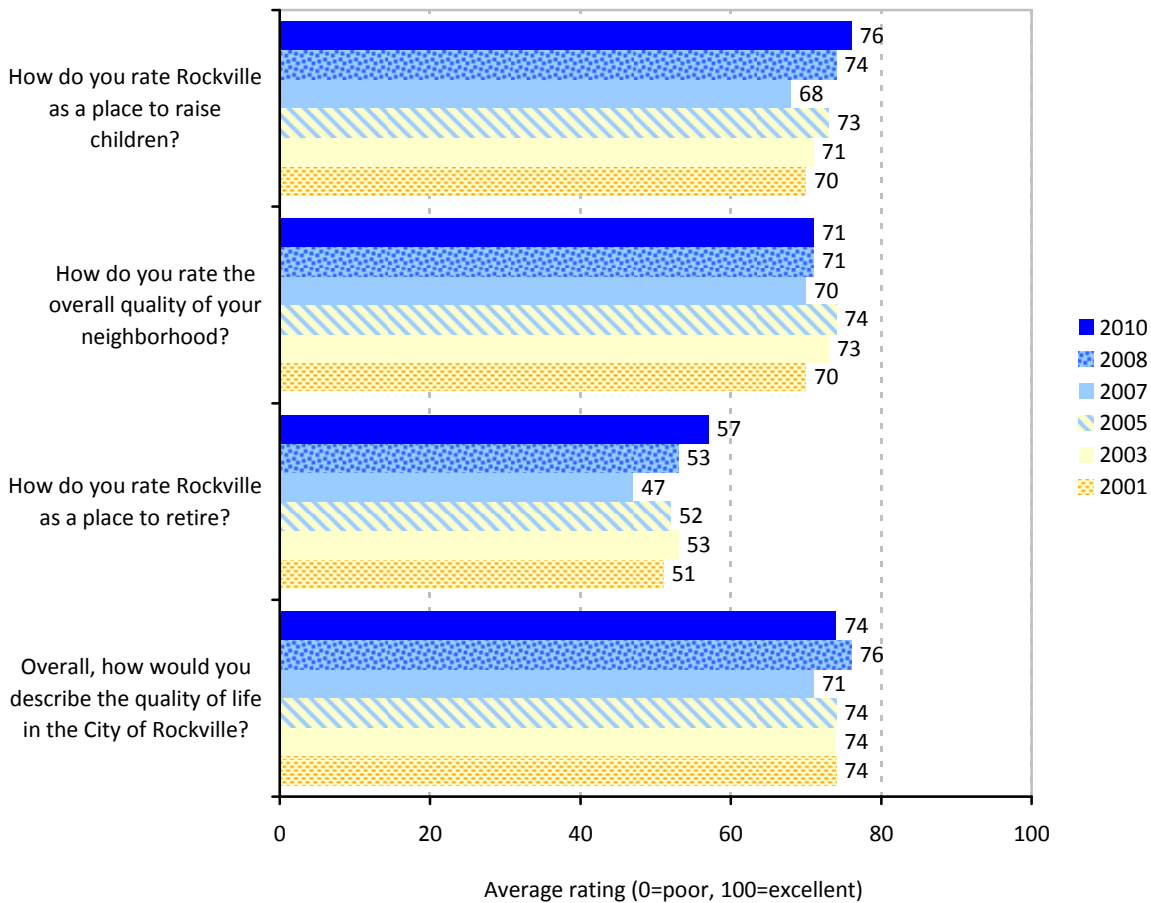
Please rate your quality of life in Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
How do you rate Rockville as a place to raise children?	38%	51%	9%	1%	100%	Much above
How do you rate the overall quality of your neighborhood?	31%	54%	13%	2%	100%	Much above
How do you rate Rockville as a place to retire? †	19%	42%	29%	10%	100%	Similar
Overall, how would you describe the quality of life in the City of Rockville?	30%	63%	7%	1%	100%	Much above

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Survey responses to these questions were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent” for ease of comparison to previous survey years and to the national benchmarks. Rockville as a place to raise children, the overall quality of life in Rockville and the overall quality of neighborhoods were rated positively (76, 74, and 73, respectively). Rockville as a place to retire received an average rating between “good” and “fair” on the 100-point scale (57).

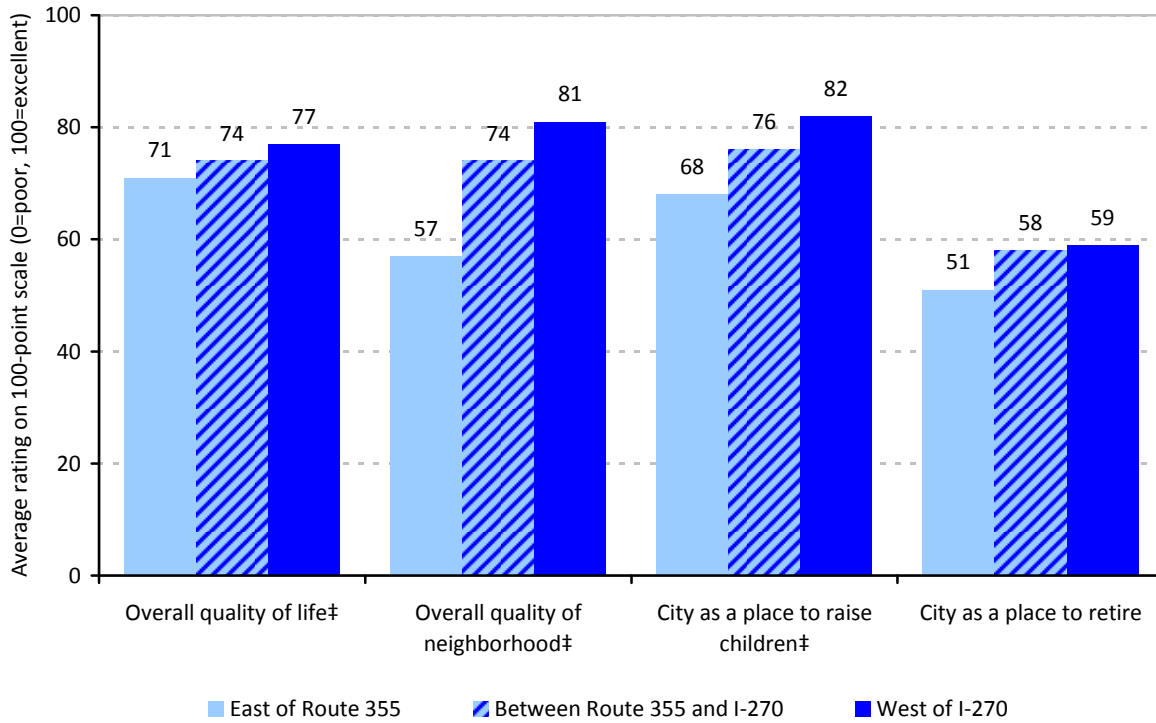
While ratings for the different aspects of quality of life have remained stable from 2008 to 2010, ratings for Rockville as a place to raise children and as a place to retire are showing an upward trending upward since 2007.

**Figure 24: Ratings of Aspects of Quality of Life Compared by Year**



As in previous survey years, survey responses were compared by geographic area within the city with the boundaries being east of Route 355, between Route 355 and I-270 and west of I-270. In general, respondents living east of Route 355 tended to give lower ratings to the overall quality of life, overall quality of neighborhood and Rockville as a place to raise children than did those living in other areas of the city.

**Figure 25: Ratings of Aspects of Quality of Life Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Sense of Community, Overall Appearance and Acceptance of Diversity

Rockville residents were asked to rate the sense of community in Rockville, Rockville’s appearance overall and the openness and acceptance of the community toward people with diverse backgrounds. Eight in 10 respondents thought that the community’s acceptance of diversity and the overall appearance of Rockville was “excellent” or “good” (83% and 82%, respectively). Three-quarters of residents said that the sense of community in Rockville was “good” or better.

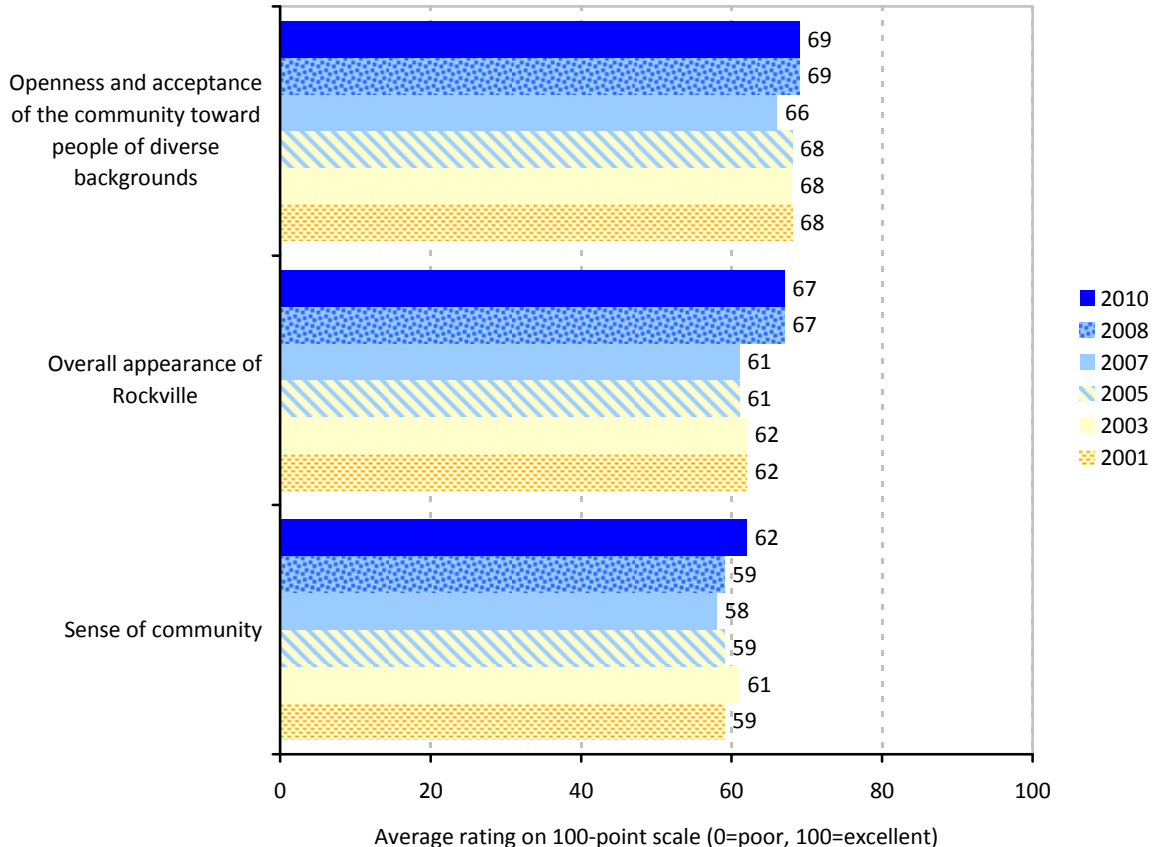
When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much higher average ratings for the sense of community, overall appearance and acceptance of diversity.

**Figure 26: Sense of Community, Overall Appearance and Acceptance of Diversity**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Openness and acceptance of the community toward people of diverse backgrounds	28%	55%	16%	2%	100%	Much above
Overall appearance of Rockville	19%	63%	17%	1%	100%	Much above
Sense of community	17%	56%	23%	4%	100%	Much above

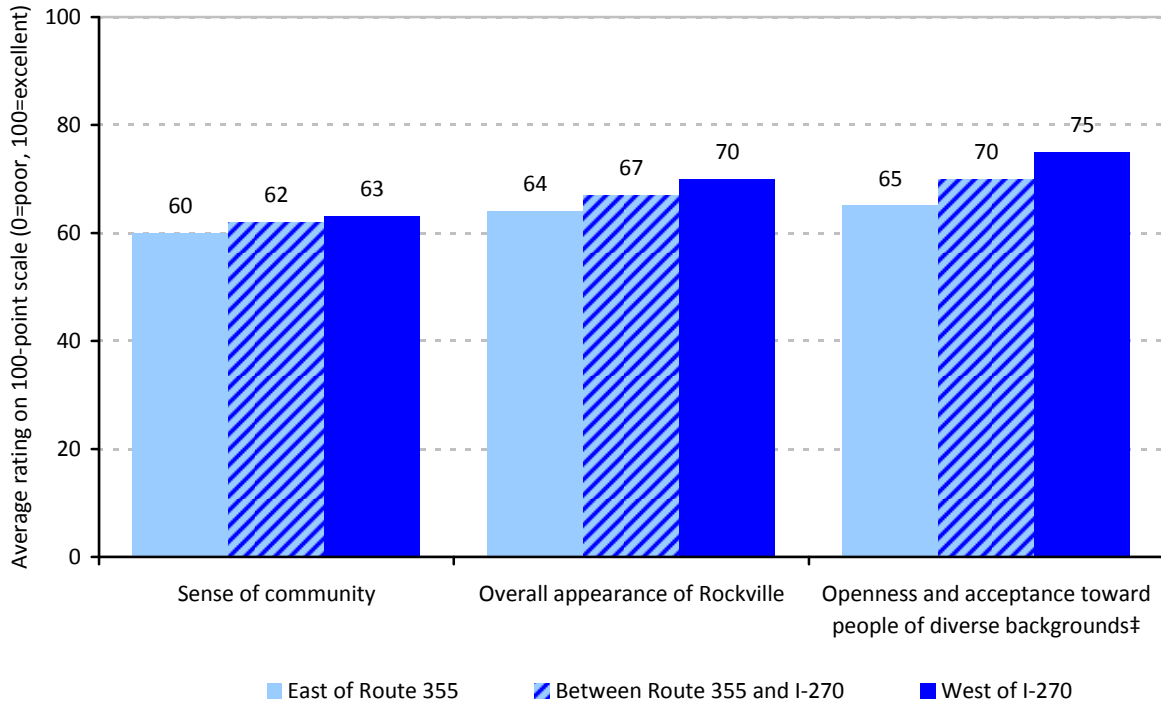
The acceptance of diversity and the overall appearance of Rockville were rated as “good” by respondents (69 and 67 points on the 100-point scale). Sense of community was given a rating of 62, or just below “good.” Ratings of these community characteristics in 2010 were similar to those given in 2008.

**Figure 27: Sense of Community, Overall Appearance and Acceptance of Diversity Ratings Compared by Year**



Respondents living in the areas west of I-270 tended to give higher ratings to the openness and acceptance of the community towards people with diverse backgrounds than did respondents in the other two areas.

**Figure 28: Sense of Community, Overall Appearance and Acceptance of Diversity Ratings Compared by Geographic Area**



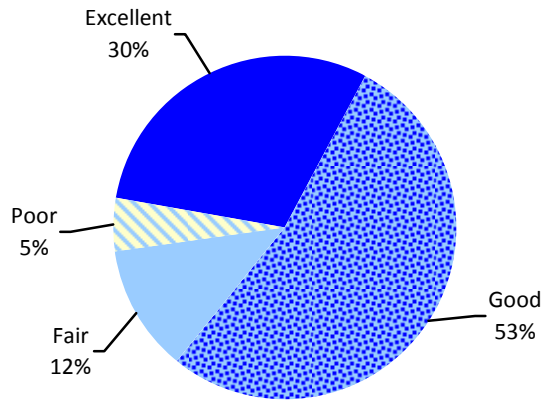
‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Senior Services

The quality of senior citizen programs and services also was assessed on the survey. Of those who had an opinion about senior services, one-third said they were “excellent,” about half thought services to seniors were “good,” 12% said “fair” and only 5% believed they were “poor.” (Please note that more than 20% of respondents said “don’t know” when rating the quality of senior services.)

When compared to the national benchmark, Rockville residents gave ratings much above those given by residents in other jurisdictions.

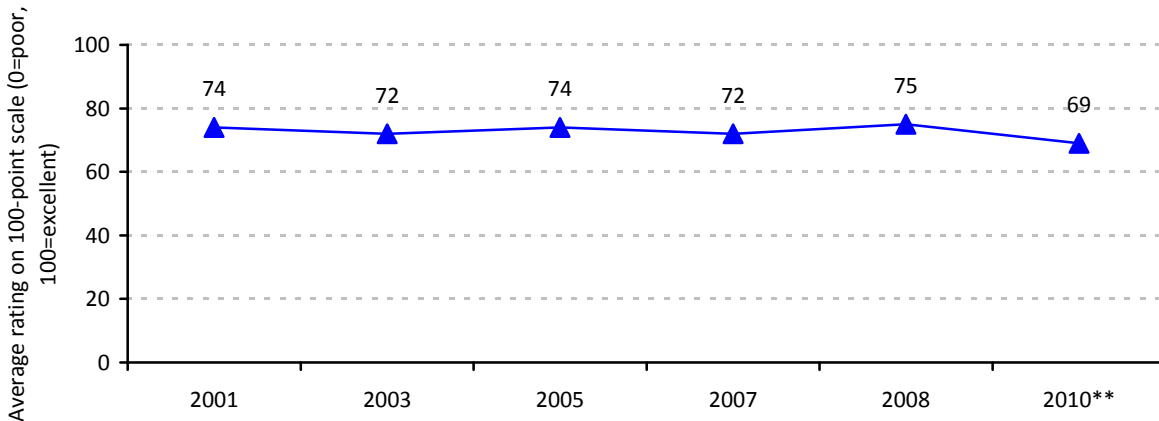
**Figure 29: Senior Services**



†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

While ratings for senior services remained stable from 2001 to 2008, a slight decrease was seen in responses from 2008 to 2010 (75 points on the 100-point scale in 2008 versus 69 points in 2010). Changes in quality ratings may be at least partially attributable to changes in question wording from 2008 to 2010.

**Figure 30: Senior Services Compared by Year**

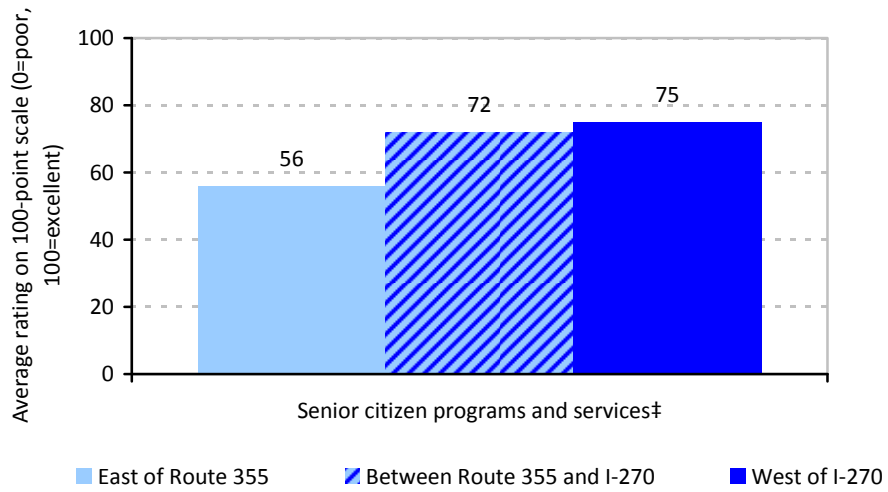


\*\*Denotes a significant difference between 2008 and 2010 responses.

Please note: In 2001 and 2003, “Senior citizen programs and services” was “Services to seniors” and from 2005 to 2008 it was “Rockville Senior Center programs and services.”

Residents living east of Route 355 tended to give lower ratings to senior citizen programs and services than did those living in other locations within Rockville.

**Figure 31: Senior Services Compared by Geographic Area**



*‡Denotes a significant difference between responses given by residents in living in different areas of the city*

## Community Safety

The 2010 survey contained a set of questions evaluating how safe residents feel in different areas within Rockville. About 9 in 10 respondents said they felt “very” or “reasonably” safe in their neighborhood during the day and 8 in 10 felt at least “reasonably” safe in business areas in Rockville during the day. Residents tended to feel less safe in their neighborhood and in business areas in Rockville after dark (65% and 56% “very” or “reasonably” safe, respectively). One in 10 respondents reported feeling unsafe in their neighborhood and in business areas after dark.

Rockville residents gave safety ratings below or much below the benchmark compared to residents in other jurisdictions across the nation.

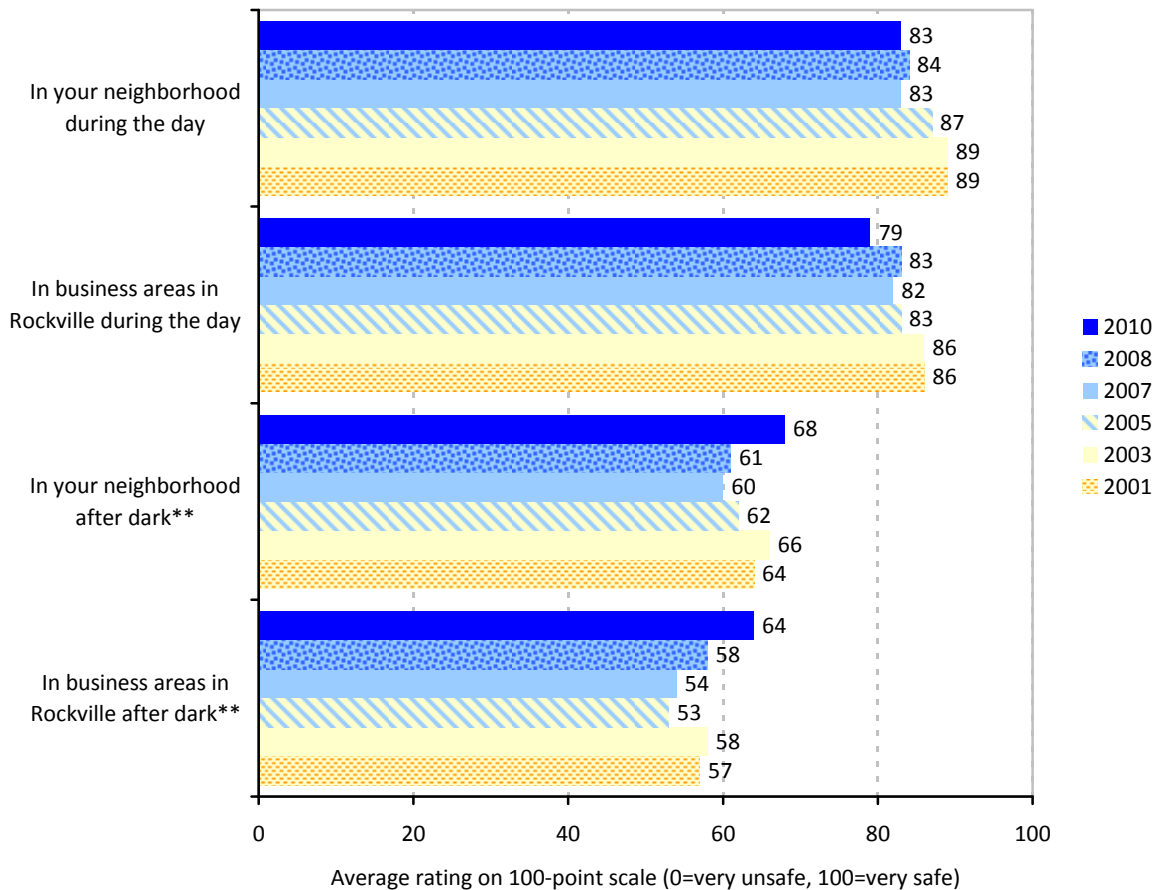
**Figure 32: Safety in Rockville**

How safe do you feel...	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison to benchmark
In your neighborhood during the day	47%	40%	10%	2%	0%	100%	Much below
In business areas in Rockville during the day	38%	45%	13%	2%	1%	100%	Much below
In your neighborhood after dark	19%	46%	25%	9%	2%	100%	Much below
In business areas in Rockville after dark	12%	44%	32%	10%	2%	100%	Below

Safety ratings in Rockville were converted to the 100-point scale where 0 equals “very” unsafe and 100 equals “very” safe. Residents said they felt safe in their neighborhood and in business areas in Rockville during the day (83 points and 79 points, above “reasonably” safe). Safety in their neighborhood (68) and in business areas after dark (64) were rated between “somewhat” and “reasonably” safe.

Safety ratings in neighborhoods and in business areas after dark increased from 2008 to 2010 (61 in 2008 versus 68 in 2010 and 58 versus 64, respectively). Ratings of safety in neighborhood and in business areas during the day remained stable from 2008 to 2010, but show a slight decline since the questions were first asked in 2001. Difference in ratings may be due, in part, to changes in question wording between survey years.

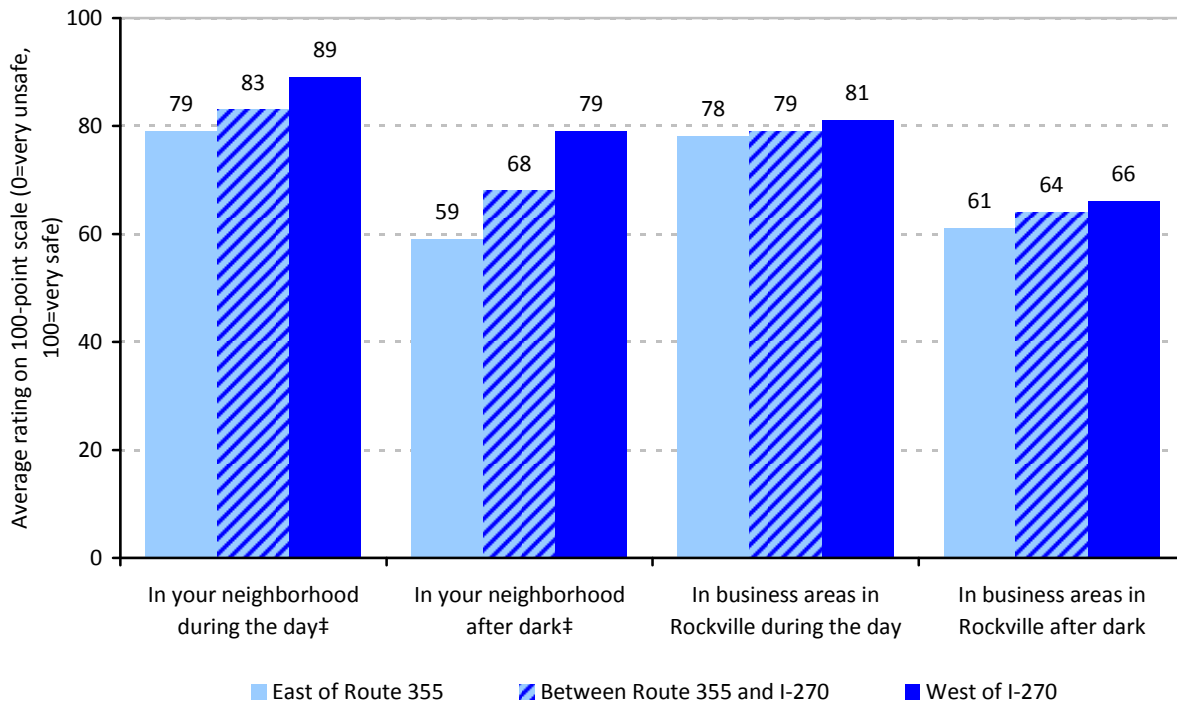
**Figure 33: Safety Ratings Compared by Year**



\*\*Denotes a significant difference between 2008 and 2010 responses.  
 Please note: Prior to 2010, the beginning of each safety question included the phrase “walking alone.” “Walking alone” was removed in 2010.

When comparing ratings of safety by respondent geographic area, residents living west of I-270 tended to give higher ratings to safety in their neighborhood during the day and after dark than did those living in other parts of the city.

**Figure 34: Safety Ratings Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Population and Housing Growth

New to the 2010 survey were questions asking respondents to rate the speed of different types of growth in Rockville over the past two years. Of those who had an opinion, 3% felt the speed of population growth was “too slow,” 42% felt it was the “right amount” and 55% felt that it was “too fast.” One in five felt that housing growth was “too slow,” 46% said it was the “right amount” and 30% said it was “too fast.” (Please note that 20% or more of respondents selected “don’t know” when evaluating the rate of population and housing growth.)

When compared to the benchmark, more Rockville residents felt that population growth was “too fast” than did residents in other jurisdictions across the country. A benchmark comparison for housing growth was not available.

**Figure 35: Population and Housing Growth**

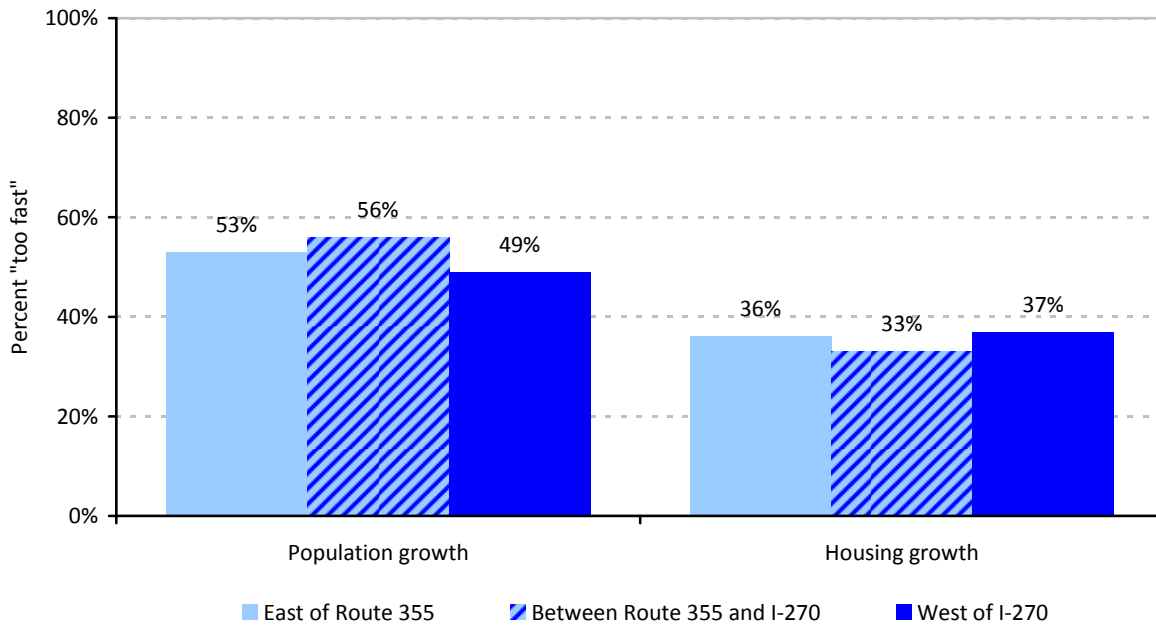
Please rate the speed of growth in the following categories in Rockville over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total	Comparison to benchmark*
Population growth†	0%	3%	42%	41%	14%	100%	Much more
Housing†	3%	18%	46%	22%	10%	100%	NA

\*Population growth seen as “too fast”.

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Ratings of population growth being seen as “too fast” were compared by geographic area. Generally, residents living in each of the three areas in the city felt similarly about the rate of population and housing growth.

**Figure 36: Population and Housing Growth Compared by Geographic Area**



## Housing and Code Enforcement

Several questions on the survey evaluated the availability of affordable housing and the quality of development and code enforcement in Rockville. Seven in 10 respondents felt that the quality of new residential and commercial development was “excellent” or “good” (70% and 68%, respectively). Two-thirds of respondents said that commercial and residential property maintenance code enforcement was “good” or better (64% and 64%, respectively). The availability of affordable housing was evaluated less favorably, with one-third of respondents giving a rating of “excellent” or “good,” 38% stating it was “fair” and 29% saying it was “poor.”

(Please note that 20% or more of respondents selected “don’t know” when rating the quality of new development and property maintenance code enforcement.)

Housing, development and property maintenance code enforcement ratings were compared to the national benchmark. The quality of new residential and commercial development and residential property maintenance code enforcement received ratings much higher than ratings given by residents in other jurisdictions across the country. Similar ratings were given to commercial property maintenance code enforcement and the availability of affordable housing received ratings below the national benchmark.

**Figure 37: Affordable Housing, New Development and Property Maintenance Enforcement**

Please rate the quality of each of the following...	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Quality of new residential development†	16%	54%	24%	6%	100%	Much above
Quality of new commercial development†	16%	52%	27%	5%	100%	Much above
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) †	14%	50%	29%	7%	100%	Similar
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) †	13%	51%	26%	10%	100%	Much above
Availability of affordable housing	4%	29%	38%	29%	100%	Below

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

When converted to the 100-point scale, all ratings fell between “good” and “fair,” with quality of new residential development receiving the highest average rating and the availability of affordable housing getting the lowest rating. Ratings were similar between 2008 and 2010.

**Figure 38: Affordable Housing, New Development and Property Maintenance Enforcement Compared by Year**

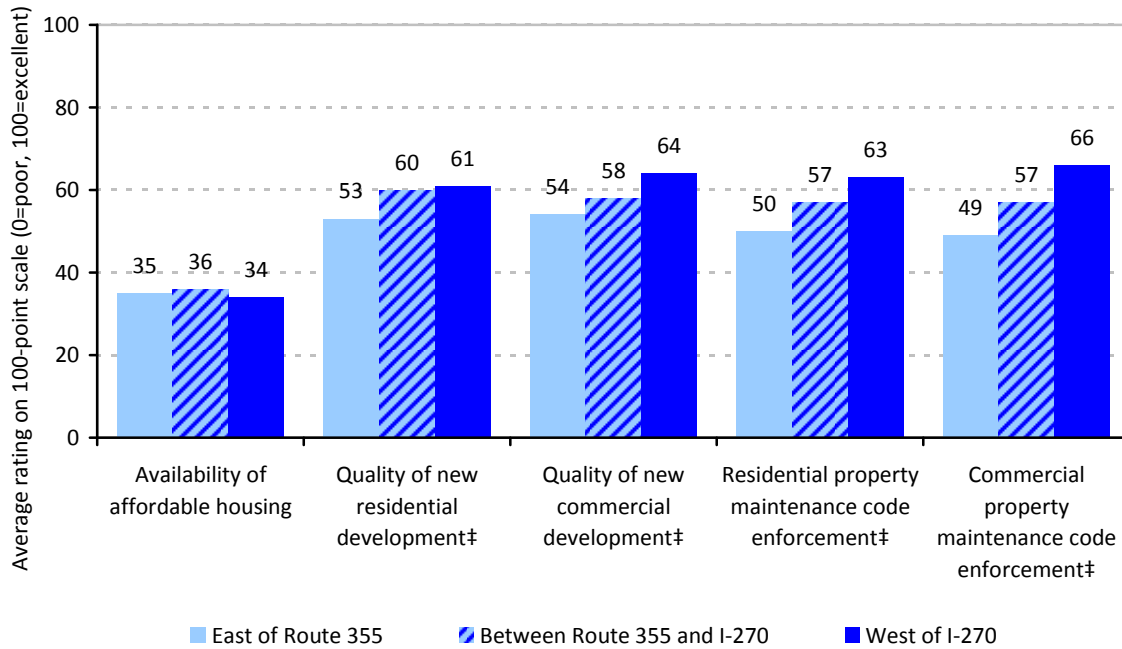
Please rate the quality of each of the following...	2010	2008	2007	2005	2003	2001
Quality of new residential development	60	59	57	59	56	56
Quality of new commercial development	59	61	58	58	56	54
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	57	56	57	59	58	NA
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	56	53	57	58	56	NA
Availability of affordable housing	36	37	33	35	39	NA

\*Average rating on 100-point scale (0=poor, 100=excellent)

Please note: In 2003 to 2008, “Availability of affordable housing” was “Access to affordable quality housing.”

Average ratings given to affordable housing, new development and property maintenance code enforcement were compared by geographic area. Residents living east of Route 355 tended to give lower ratings to the quality of new residential development and residential property maintenance code enforcement than those living in the other two areas. Respondents living west of I-270 tended to give higher ratings to the quality of new commercial development and commercial property maintenance code enforcement than did those living in other locations.

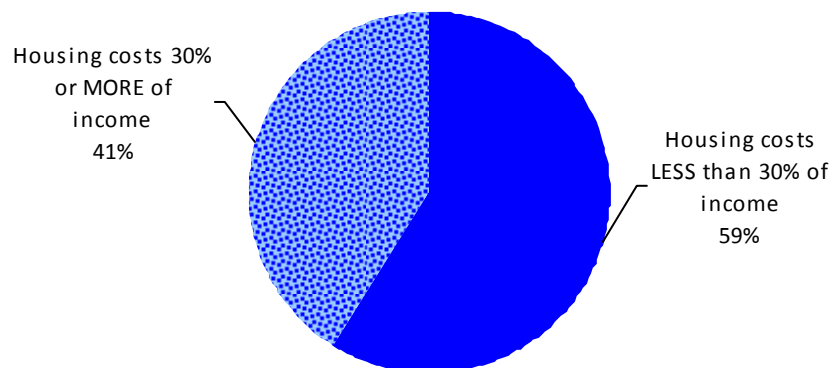
**Figure 39: Affordable Housing, New Development and Property Maintenance Enforcement Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

To add to the perceptions of affordable housing in Rockville, the monthly housing costs as reported in the survey were compared to residents’ reported monthly income to create a rough estimate of the proportion of residents in Rockville experiencing housing cost stress. Two-fifths of survey participants were found to pay housing costs of more than 30% of their monthly household income. A higher proportion of Rockville residents spend more than 30% of their monthly household income on housing costs than do residents in other jurisdictions across the U.S.

**Figure 40: Housing Cost Stress**



## Urban Sensitivity

Another priority set by the Mayor and Council for 2020 is Urban Sensitivity. This vision priority focuses on the Town Center and the portion of Rockville Pike within the Rockville city limits, and aims to provide ample cultural and entertainment opportunities for residents. A number of questions on the survey measured the quality of the City’s cultural and special events, aspects of the Town Center, levels of participation in City events and use of the Town Center. Residents’ desire for new arts, cultural and entertainment offerings also was assessed.

### Cultural and Special Events and Rockville’s Town Center

The survey asked residents to assess different cultural and special events in Rockville and, new to the 2010 survey, aspects of the Town Center. Nine in 10 respondents said that the maintenance of Town Center was “excellent” or “good.” City-sponsored special events were viewed positively, with 84% saying they were “good” or better. Four out of five residents said that restaurants and shopping opportunities in Town Center and opportunities to attend cultural or arts events were “excellent” or “good.”

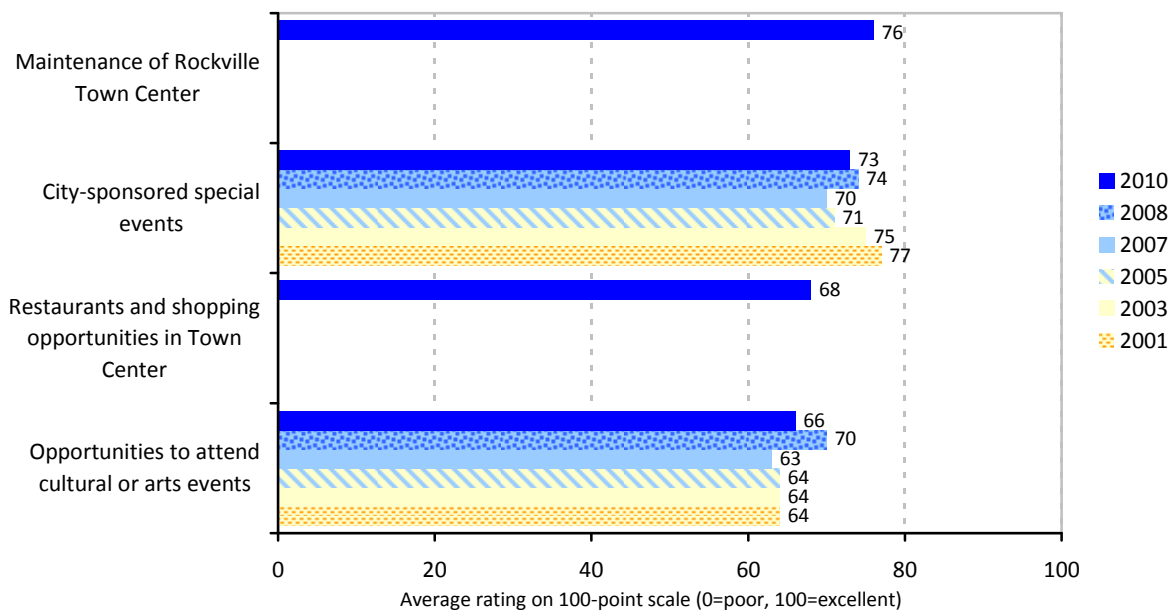
Comparisons to the benchmark were available for City-sponsored special events and opportunities to attend cultural or arts events; both were much above the national benchmark.

**Figure 41: Cultural and Special Events in Rockville and the Town Center**

Please rate the following in Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Maintenance of Rockville Town Center	38%	53%	8%	1%	100%	NA
City-sponsored special events (such as Concerts in Town Center, Farmer’s Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show)	36%	48%	15%	1%	100%	Much above
Restaurants and shopping opportunities in Town Center	29%	49%	19%	3%	100%	NA
Opportunities to attend cultural or arts events	23%	56%	19%	2%	100%	Much above

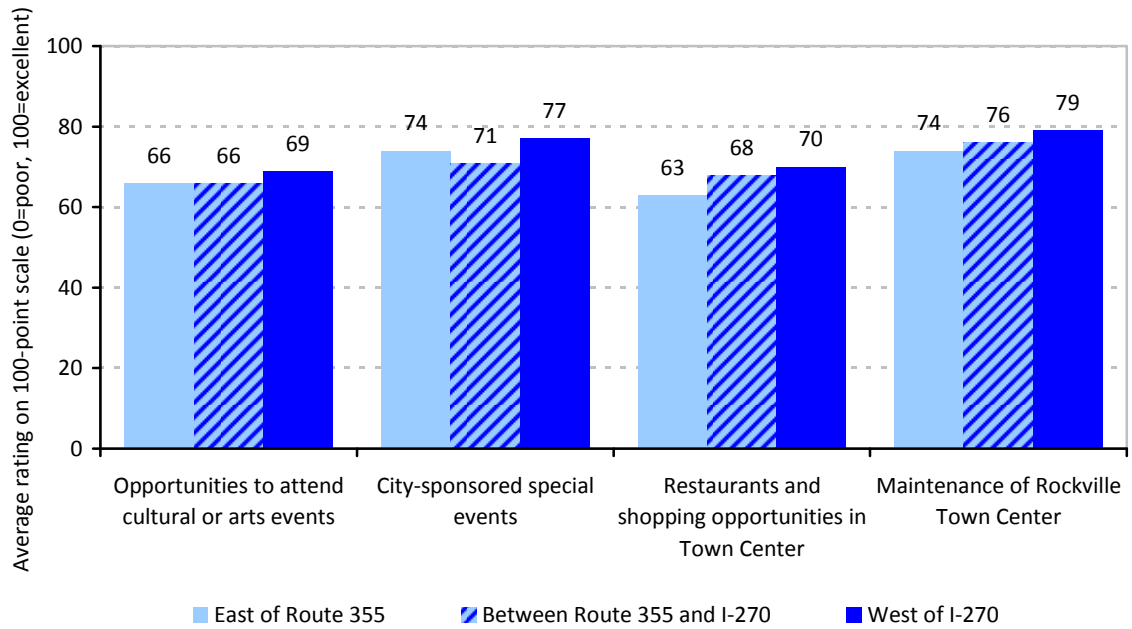
Ratings of cultural and special events and the Town Center were converted to the 100-point scale. All items received ratings at or above “good” on the 100-point scale. Where comparisons to the 2008 survey were available, 2010 ratings were comparable.

**Figure 42: Cultural and Special Events in Rockville and the Town Center Compared by Year**



Similar ratings were given to cultural and special events and the Town Center when compared by geographic location within the city.

**Figure 43: Rockville Cultural and Special Events and the Town Center Compared by Geographic Area**



## Participation in City Events and Visitation of Town Center

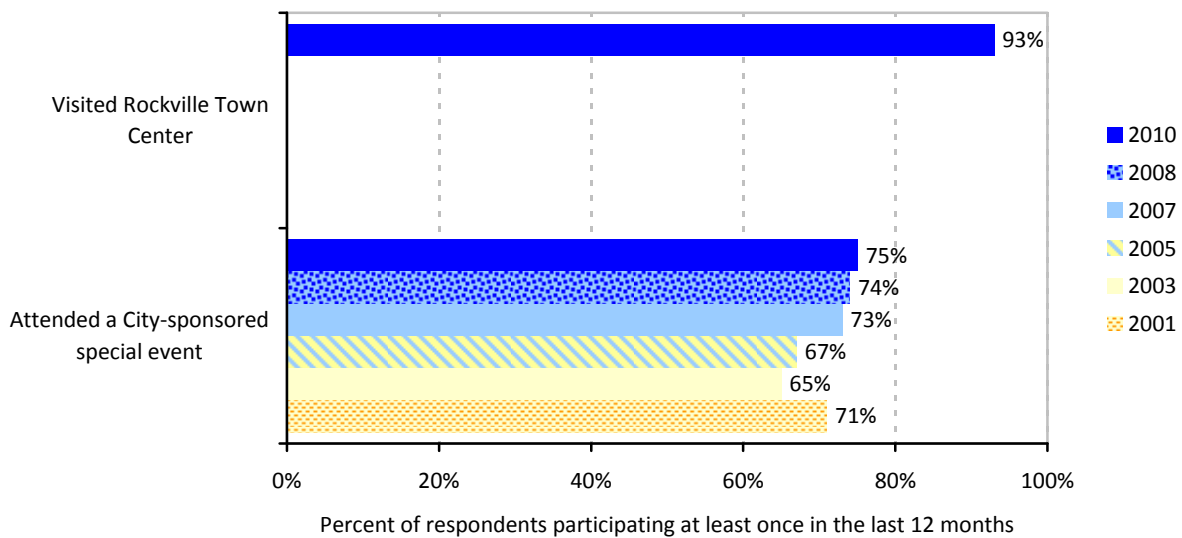
For the first time in 2010, respondents were asked how frequently they had visited the Rockville Town Center in the last 12 month period. The vast majority of respondents reported having visited the Town Center at least once in the last 12 months (93% visited at least once), with a quarter saying they had visited more than 26 times. Respondents also were asked how often they attended City-sponsored special events. Three-quarters reported having attended a City-sponsored special event in Rockville in the last 12 months.

**Figure 44: Participation in City-sponsored Special Events and Visiting Town Center**

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited Rockville Town Center	7%	15%	33%	21%	23%	100%
Attended a City-sponsored special event (such as Concerts in Town Center, Farmer’s Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked, road races or Car Show)	25%	37%	31%	5%	1%	100%

Attendance of City-sponsored special events in Rockville remained stable from 2008 to 2010.

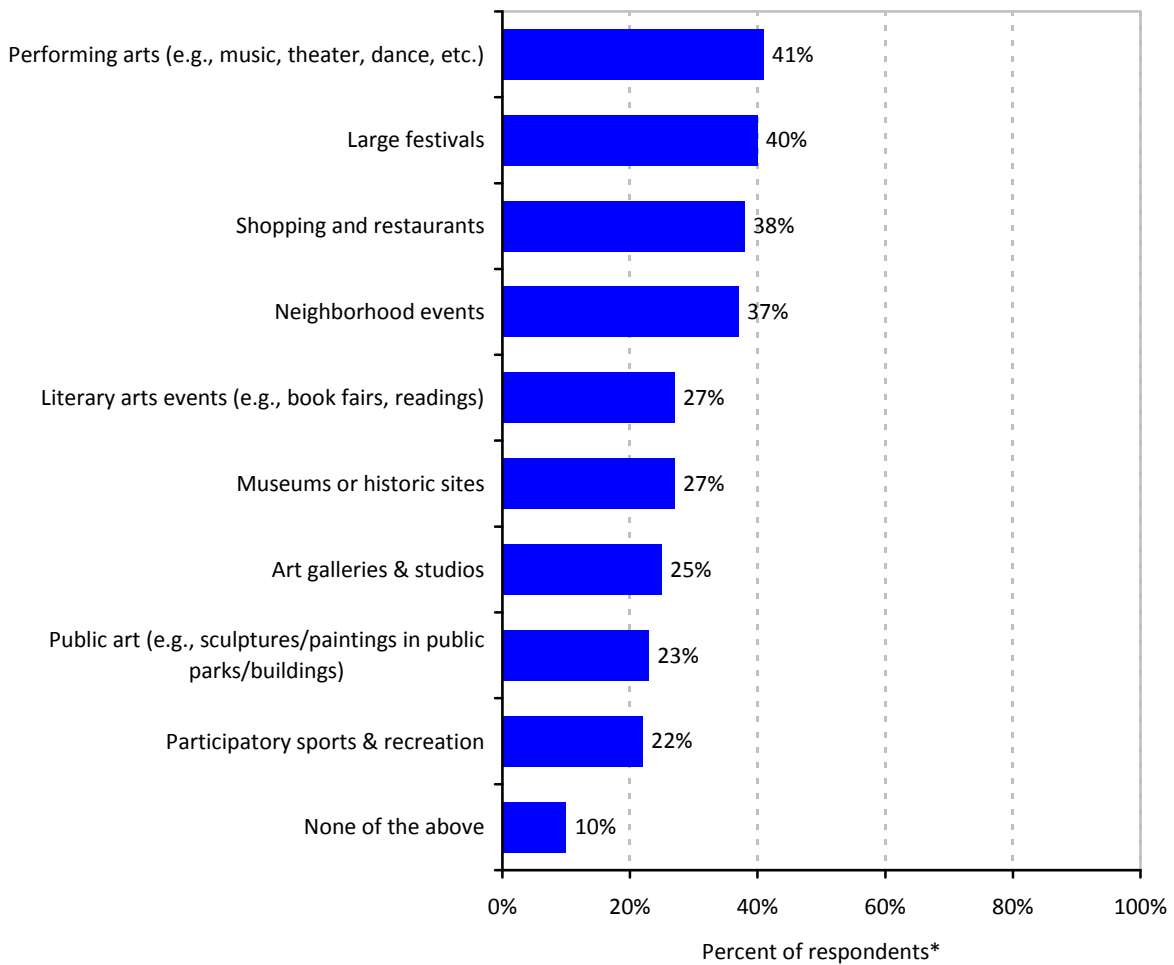
**Figure 45: Participation in City-sponsored Special Events and Visiting Town Center Compared by Year**



## Arts, Culture and Entertainment

Two new questions were added to the 2010 survey to gauge resident interests in and opinions about cultural, entertainment and recreation offerings and amenities in Rockville. Respondents were first asked to select which types of cultural, entertainment and recreational offerings they wished there were more of in Rockville and were allowed to select more than one option. Four in 10 respondents selected each of the following offerings: performing arts (41%), large festivals (40%), shopping and restaurants (39%) and neighborhood events (38%). A quarter of residents wished there were more literary arts events (27%), museums or historic sites (27%), art galleries and studios (25%), public art (23%) and participatory sports & recreation (22%). Ten percent of respondents said that none of the offerings listed appealed to them.

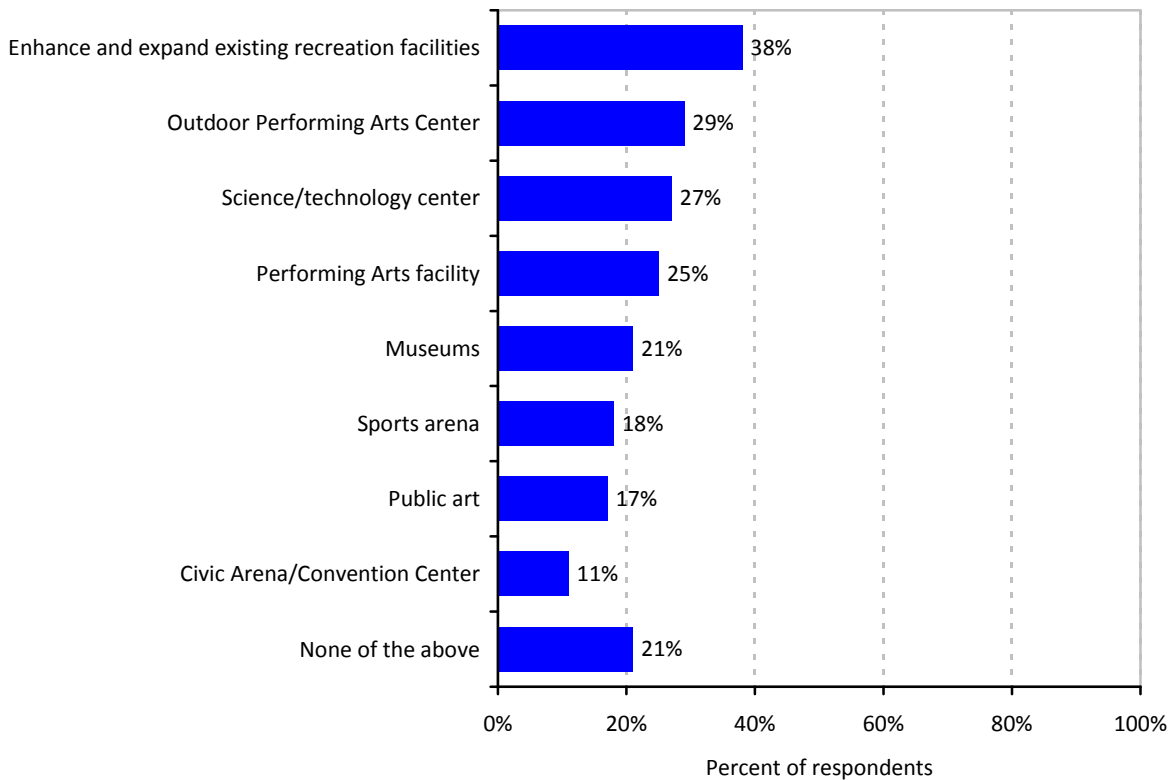
**Figure 46: Preferred Cultural, Entertainment and Recreational Offerings**



\*Total may exceed 100% as respondents could select more than one answer.

Survey respondents also were provided a list of nine different cultural, entertainment and recreational amenities and asked which, if any, they prefer that the City fund. Respondents were able to select multiple amenities. About two out of five residents said they would prefer that the City enhance and expand existing recreation facilities (38%), about 3 in 10 said they would like to see the City fund an outdoor Performing Arts Center (29%) and a Science/technology center (27%). One-quarter of respondents preferred that the City fund a Performing Arts facility (25%). About one in five wanted to see the City fund museums (21%), a sports arena (18%) and public art (17%). Only 11% of respondents said they would prefer the City fund a Civic Arena/Convention Center and 21% were not interested in funding any of the amenities listed on the survey.

**Figure 47: Preferred Cultural, Entertainment and Recreational Amenities to Fund**



*\*Total may exceed 100% as respondents could select more than one answer.*

## Engaged Governance

Keeping residents informed about government services, programs and policies is a challenge that every jurisdiction faces. Civic engagement is an important part of any community, and it begins with communication between the City and its residents. This encompasses the Mayor and Council 2020 vision priority of Engaged Governance.

Several sets of questions on the 2010 survey captured residents’ perspectives about communication with the City, including trust in and communication from the City government, where residents prefer to get their information, the amount of information received and perceptions on why Rockville residents do not vote in local elections.

## Rockville City Government

Similar to the previous survey administrations, respondents were given the opportunity to evaluate the City of Rockville government. Respondents were given six statements about the City government and asked to what extent they agreed or disagreed with each. Two-thirds of respondents (69%) agreed that the City welcomes citizen involvement. Six in 10 residents agreed that they were pleased with the overall direction that the City of Rockville is taking (62% “strongly agree” or “agree”), that they received good value for the taxes paid (61%) and that they were pleased with the overall performance of the Rockville Mayor and Council (57%). Half of residents believed that the City government listens to residents (49%) and that the budgeting process is open and understandable (47%).

(Please note that 20% or more of respondents said “don’t know” when assessing their agreement or disagreement with the following statements: the City of Rockville government welcomes citizen involvement, the City of Rockville government listens to its residents, the City of Rockville budgeting process is open and understandable to residents.)

Benchmark comparisons were available for four of the six statements about the City government and all received ratings much higher than those given by residents in other jurisdictions across the nation.

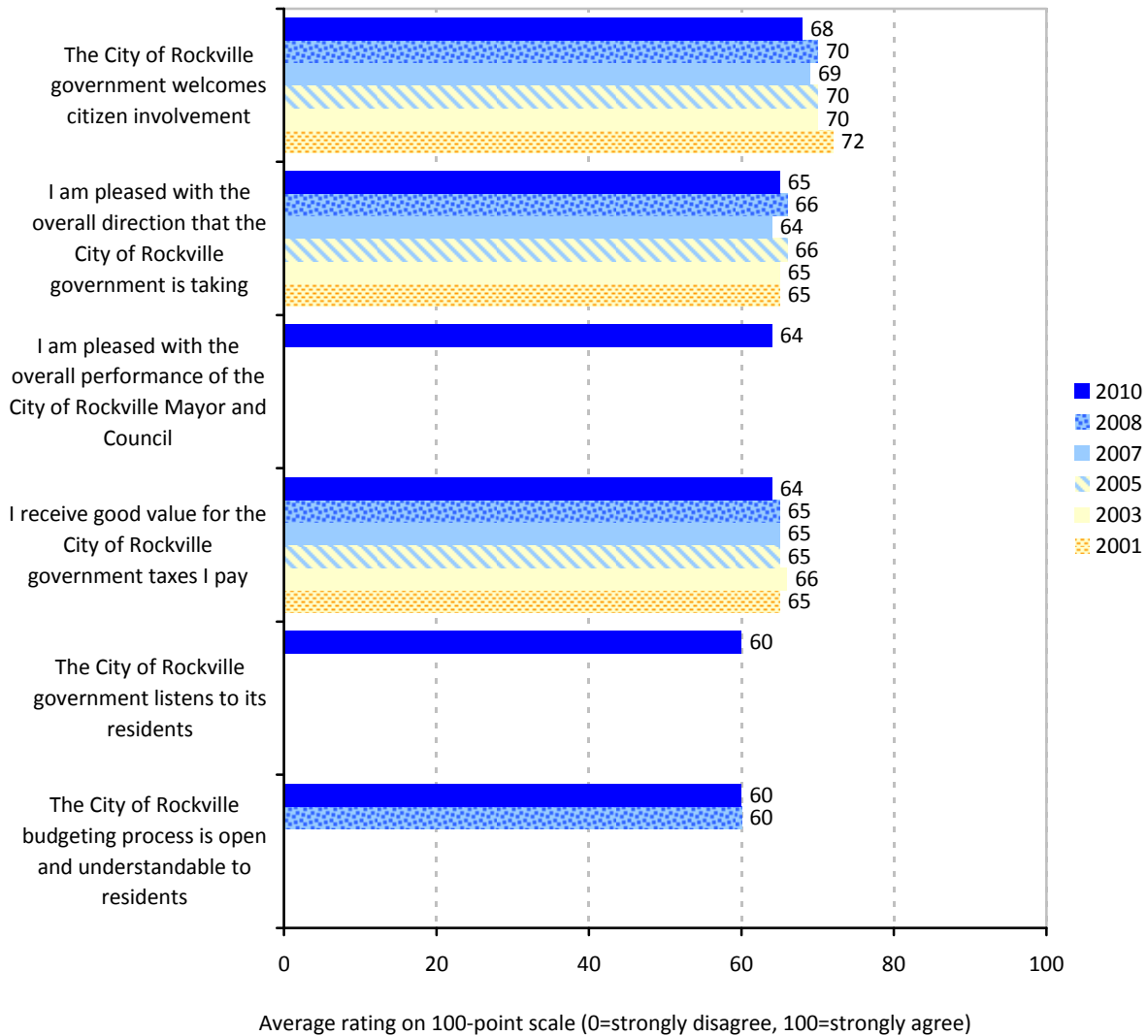
**Figure 48: Rockville City Government**

Please rate to what extent you agree or disagree with each of the following statements.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to benchmark
The City of Rockville government welcomes citizen involvement†	13%	56%	24%	5%	1%	100%	Much above
I am pleased with the overall direction that the City of Rockville government is taking	10%	52%	29%	7%	2%	100%	Much above
I am pleased with the overall performance of the City of Rockville Mayor and Council	8%	49%	33%	8%	1%	100%	NA
I receive good value for the City of Rockville government taxes I pay	10%	51%	28%	8%	3%	100%	Much above
The City of Rockville government listens to its residents†	8%	41%	39%	10%	3%	100%	Much above
The City of Rockville budgeting process is open and understandable to residents†	7%	40%	39%	12%	2%	100%	NA

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

When converted to the 100-point scale where 0 equals “strongly” disagree and 100 equals “strongly” agree, ratings of public trust were between “agree” and “neither agree nor disagree.” Responses to the 2010 survey were compared to previous survey years, when available, and have remained consistent from 2008 to 2010.

**Figure 49: Rockville City Government Ratings Compared by Year**



When comparing average ratings given by residents to the City government by geographic area, no significant differences were found.

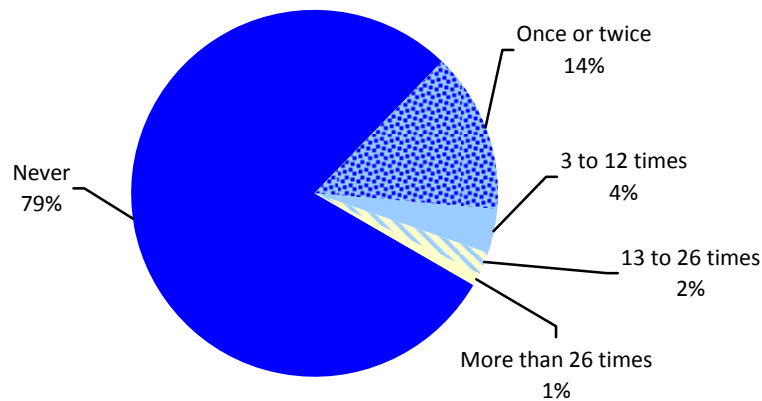
**Figure 50: Rockville City Government Ratings Compared by Geographic Area**

Please rate to what extent you agree or disagree with each of the following statements.*	Geographic area of residence		
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270
The City of Rockville government welcomes citizen involvement	69	69	71
I am pleased with the overall direction that the City of Rockville government is taking	63	64	67
I am pleased with the overall performance of the City of Rockville Mayor and Council	64	63	65
I receive good value for the City of Rockville government taxes I pay	64	63	67
The City of Rockville government listens to its residents	58	61	63
The City of Rockville budgeting process is open and understandable to residents	57	60	63

\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)

Rockville residents were asked how many times in the last 12 months they or a household member had watched or attended a Rockville Mayor and Council meeting. Eight in 10 respondents reported “never” having watched or attended, 14% said they had watched or attended once or twice, 4% said 3 to 12 times and 3% said they watched or attended a Mayor and Council meeting 13 or more times in the last 12 months.

**Figure 51: Watched or Attended Rockville Mayor and Council Meeting**



## City’s Website and Cable Channel

A number of questions on the survey captured resident opinion about the City of Rockville website and The Rockville Channel. Of those who had an opinion, 70% of respondents believed the quality of the website was “excellent” or “good” and 64% thought The Rockville Channel was “good” or better.

(Please note that 20% or more of respondents said “don’t know” when rating the quality of the City website and The Rockville Channel.)

When responses were compared to the national benchmark database, Rockville received ratings above other jurisdictions for the City website and much above other jurisdictions for The Rockville Channel.

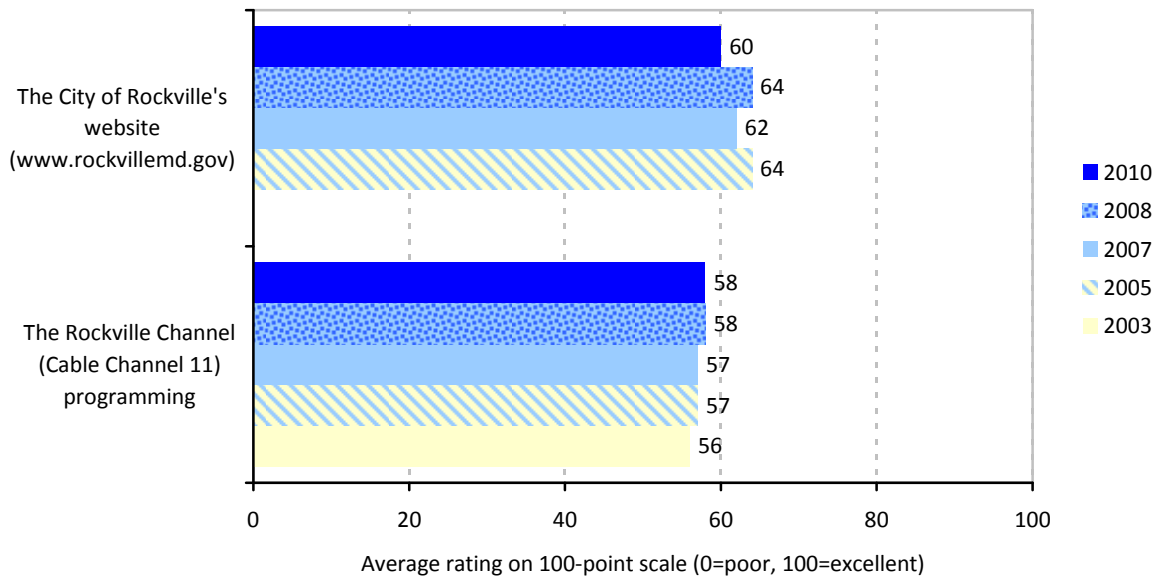
**Figure 52: City Website and The Rockville Channel**

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
The City of Rockville’s website (www.rockvillemd.gov) †	15%	55%	24%	5%	100%	Above
The Rockville Channel (Cable Channel 11) programming†	17%	47%	30%	7%	100%	Much above

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Average ratings for the quality of the website and Rockville Channel were between “good” and “fair” on the 100-point scale. Similar ratings were seen between 2008 and 2010.

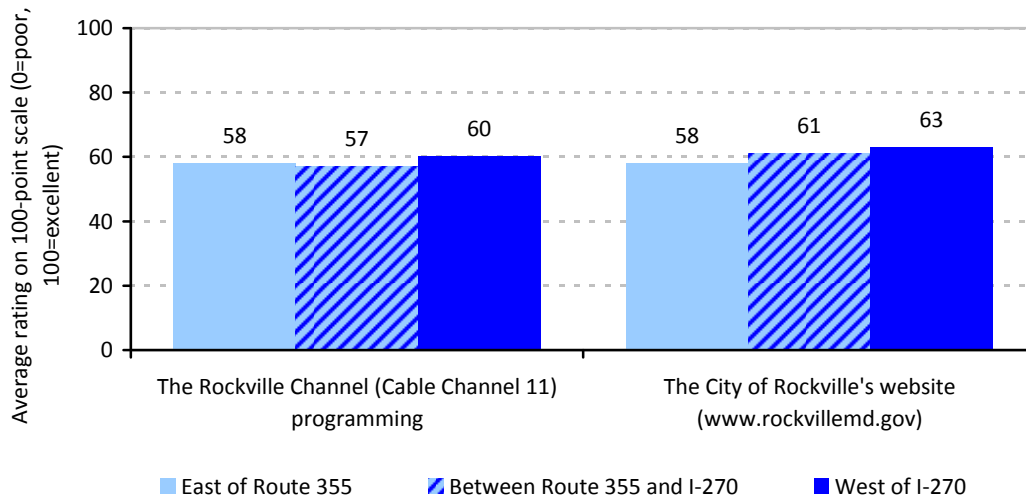
**Figure 53: City Website and The Rockville Channel Compared by Year**



Please note: In 2003, “The Rockville Channel (Cable Channel 11) programming” was “Quality of programming on the Rockville Channel.” In 2008, the question scale wording was modified from “never, 1-11 times, 1-3 times a month, once a week or more, don’t know” in previous survey administrations to “never, Less than once a month, 1-3 times a month, once a week or more, don’t know.”

Comparisons between geographic areas showed no significant differences in the ratings given by respondents to the quality of the City website and The Rockville Channel.

**Figure 54: City Website and The Rockville Channel Compared by Geographic Area**



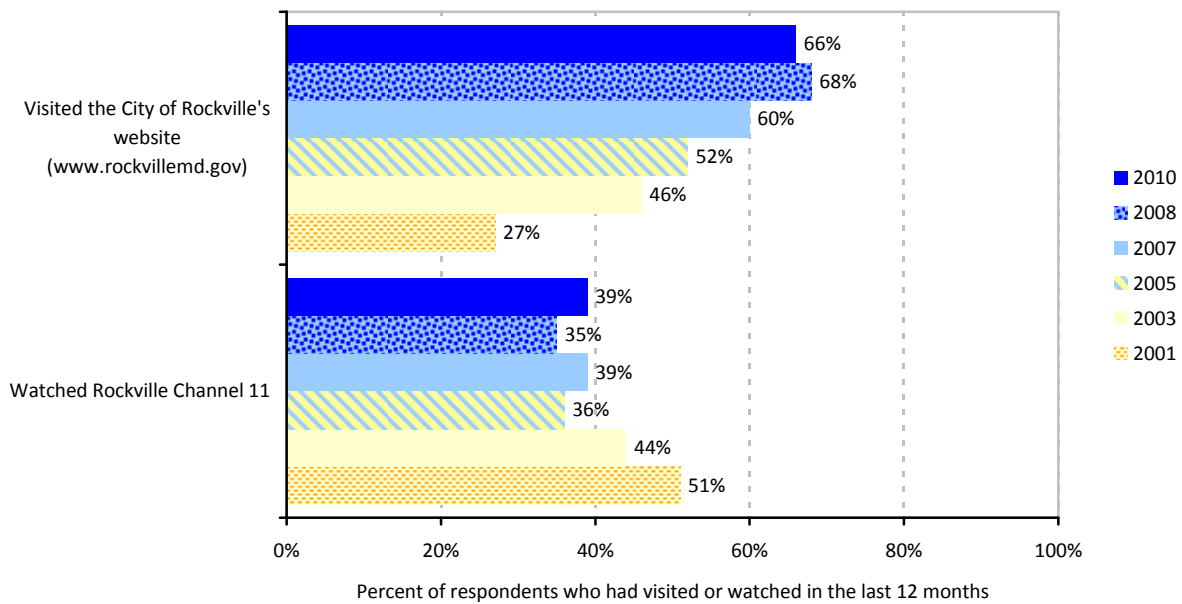
Residents also were asked how frequently, if at all, they visited the City website or watched Channel 11 in the last 12 months. One-third of respondents reported never having visited the website, 44% visited less than once a month and 23% went to the website at least once a month. Three out of five residents said they had not watched Rockville Channel 11 in the last 12 months. One-quarter reported watching less than once a month and about 1 in 10 watched once a month or more. Fewer than 5% of respondents reported visiting the City website or watching Channel 11 once a week or more in the last 12 months.

**Figure 55: Use of Communication Media**

In the last 12 months, about how many times, if ever, have you done the following?	Never	Less than once a month	1 to 3 times a month	Once a week or more	Total
Visited the City of Rockville’s website (www.rockvillemd.gov)	34%	44%	19%	4%	100%
Watched Rockville Channel 11	61%	28%	7%	4%	100%

Use of the City website and Channel 11 remained stable from 2008 to 2010. However, as is seen in many jurisdictions across the nation, use of the City website has been climbing since 2001.

**Figure 56: Use of Communication Media Compared by Year**



*Please note: In 2005 and 2007, these questions were asked on the scale “Never, 1-11 times, 1-3 times a month, once a week or more, Don’t know.” In 2001 and 2003, these questions were asked on the scale “Never, Less than 12 times, 1 to 3 times/month, 1-6 times a week, Daily, Don’t know.” In 2008, “Watched Rockville Channel 11” was “Watched a Rockville Mayor & Council meeting and/or other programming on The Rockville Channel (Cable Channel 11 or Video On Demand)” and in 2003 to 2007 was “Watched a Rockville Mayor and Council meeting or other programming on The Rockville Channel.”*

The 2010 survey asked residents who had visited or used the City website or Channel 11 to rate different aspects of each. Three-quarters of respondents (76%) said that the current information was “excellent” or “good” and two-thirds believed that the online services offered (68%) and the appearance (69%) were at least “good.” About half felt that the search function and ease of navigation were “excellent” or “good” (54% and 53%, respectively). About 1 in 10 respondents rated the search function and ease of navigation of the website as “poor.”

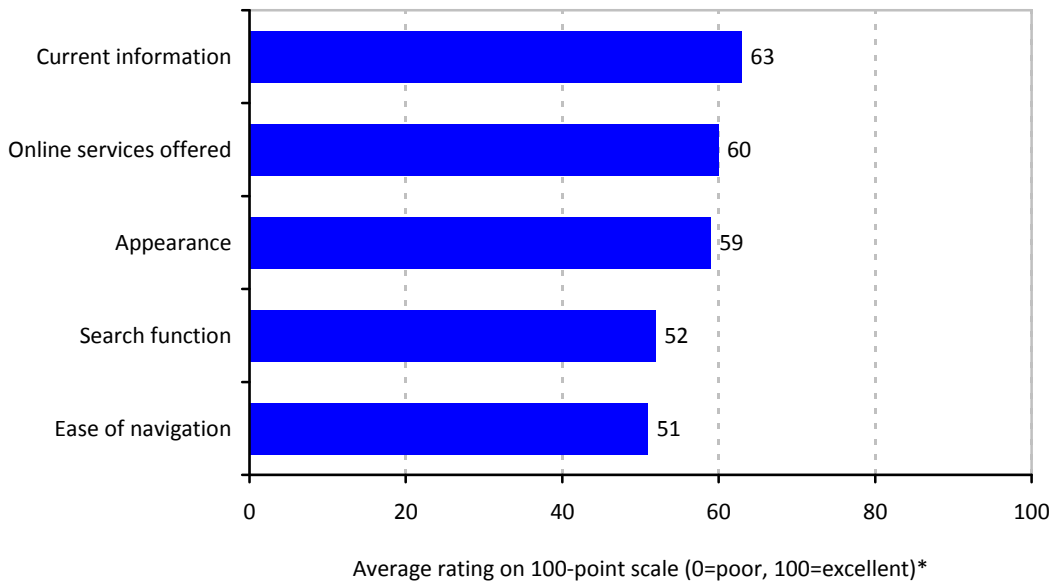
**Figure 57: Aspects of City Website**

<b>If you used the City’s website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.*</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>
Current information	16%	60%	20%	3%	100%
Online services offered	15%	53%	27%	5%	100%
Appearance	14%	55%	25%	7%	100%
Search function	12%	42%	33%	12%	100%
Ease of navigation	12%	41%	35%	12%	100%

*\*Asked only of those who said they had visited the website in the last 12 months.*

Responses were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” All ratings of the aspects of the City website were between “good” and “fair.”

**Figure 58: Ratings of Aspects of City Website**



*\*Asked only of those who said they had visited the website in the last 12 months.*

The quality of information and variety of programming on Channel 11 were evaluated by those who reported having watched in the last 12 months. Of those who watched and had an opinion, 68% believe the quality of information on Channel 11 was “excellent” or “good” and 48% felt the variety of programming was “good” or better. Twelve percent thought the variety of programming was “poor.”

(Please note that 20% or more of respondents said “don’t know” when assessing the quality of information and variety of programming on Channel 11.)

**Figure 59: Aspects of the City Cable Channel 11**

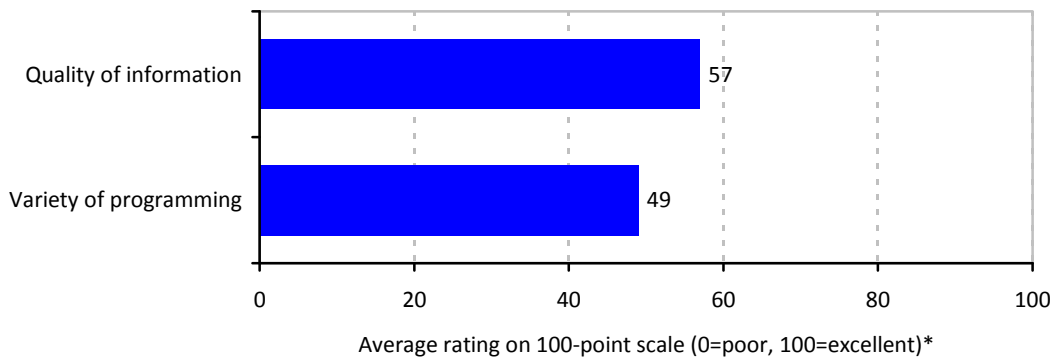
<b>If you watched Rockville Channel 11 in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>
Quality of information†	10%	58%	26%	6%	100%
Variety of programming†	9%	39%	39%	12%	100%

*\*Asked only of those who said they had watched Channel 11 in the last 12 months.*

*†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.*

When converted to the 100-point scale, ratings for the quality of information and variety of programming were between “good” and “fair” (57 points and 49 points, respectively).

**Figure 60: Ratings of Aspects of City Cable Channel 11**



*\*Asked only of those who said they had watched Channel 11 in the last 12 months.*

## Public Information

One page of the survey was dedicated to asking residents how and where they get information about the City of Rockville government. Residents were first asked how they prefer to receive information about the City from a list of eight different City resources. Nearly 9 in 10 respondents (88%) preferred to get their information from Rockville Reports (the City's monthly newsletter) and three-quarters liked to get their information about the City government from the City website (78%) and printed materials (75%). Two-thirds preferred receiving information from a civic association or listserv (67%) or through email notifications (66%). About half or more reported that they did not prefer to get their information from public meetings, The Rockville Channel or social networking websites (46%, 57% and 61% saying "not at all prefer").

**Figure 61: Preferences for Receiving Information about the City**

Please rate your preference for receiving information about the Rockville City government from each of the following City sources.	Strongly prefer	Somewhat prefer	Not at all prefer	Total	Percent "strongly" or "somewhat" prefer
Rockville Reports (the City's monthly newsletter)	56%	32%	12%	100%	88%
City of Rockville's website (www.rockvillemd.gov)	39%	39%	22%	100%	78%
Printed materials (e.g., fliers, postcards, brochures)	33%	42%	24%	100%	75%
A civic association/homeowner association newsletter or listserv	26%	41%	33%	100%	67%
Email notifications	32%	34%	34%	100%	66%
Public meetings	12%	42%	46%	100%	54%
The Rockville Channel (Cable Channel 11 or Video On Demand)	11%	32%	57%	100%	43%
Social networking websites (e.g., Facebook, Twitter, RSS, etc.)	13%	26%	61%	100%	39%

When asked to think about the amount of information they receive about 15 different City government functions or activities, between 53% and 74% of respondents reported that they get “enough” information about each. About 4 in 10 respondents felt that they do not get enough information from the City about future development in Rockville, City construction projects and public safety. Fewer than 10% of residents said they get “more than enough” information about each of the 15 functions or activities.

**Figure 62: Amount of Information About City Government Functions or Activities**

<b>When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?</b>	<b>More than enough</b>	<b>Enough</b>	<b>Not enough</b>	<b>Total</b>
Special events (such as July 4th, Uncorked, Races, Hometown Holidays, or Car Show)	9%	74%	17%	100%
Recreation and park activities	7%	72%	20%	100%
Boards and Commissions	4%	72%	24%	100%
Opportunities to participate in public processes	4%	70%	26%	100%
Mayor and Council actions	7%	66%	27%	100%
Arts and cultural events	5%	68%	27%	100%
Historic preservation	6%	65%	28%	100%
Environmental initiatives	6%	65%	29%	100%
City of Rockville budget	4%	67%	29%	100%
Activities in my neighborhood	5%	65%	30%	100%
Volunteer opportunities	5%	65%	31%	100%
Bike and pedestrian initiatives	8%	61%	31%	100%
Public safety (e.g., neighborhood safety concerns, crime reports)	4%	58%	38%	100%
City Construction projects (e.g., infrastructure, sidewalks, etc.)	5%	56%	39%	100%
Future development in Rockville	3%	53%	44%	100%

Responses of those reporting they get “more than enough” or “enough” information from the City about various government functions or activities was compared by survey year. More respondents in 2010 than in 2008 reported getting enough information about Boards and Commissions, opportunities to participate in public processes, environmental initiatives and the City of Rockville budget. Difference between survey years might be partially attributable to changes in question and scale wording.

**Figure 63: Amount of Information About City Government Functions or Activities Compared by Year**

<b>When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Special events (such as July 4th, Uncorked, Races, Hometown Holidays, or Car Show)	83%	84%	78%	73%	76%	NA
Recreation and park activities	80%	84%	85%	81%	82%	NA
Boards and Commissions**	76%	69%	71%	68%	67%	NA
Opportunities to participate in public processes**	74%	68%	NA	NA	NA	NA
Mayor and Council actions	73%	68%	67%	68%	67%	NA
Arts and cultural events	73%	77%	77%	73%	75%	NA
Historic preservation	72%	68%	68%	67%	63%	NA
Environmental initiatives**	71%	65%	NA	NA	NA	NA
City of Rockville budget**	71%	62%	64%	65%	64%	NA
Activities in my neighborhood	70%	67%	70%	67%	67%	NA
Volunteer opportunities	69%	66%	65%	64%	64%	NA
Bike and pedestrian initiatives	69%	NA	NA	NA	NA	NA
Public safety (e.g., neighborhood safety concerns, crime reports)	62%	NA	NA	NA	NA	NA
City Construction projects (e.g., infrastructure, sidewalks, etc.)	61%	59%	63%	64%	55%	NA
Future development in Rockville	56%	61%	65%	68%	62%	NA

Percent “more than enough” and “enough”

\*\*Denotes a significant difference between 2008 and 2010 responses.

Please note: Prior to 2008, the scale was worded “Not enough information, About the right amount of information, Too much information.” Prior to 2008, “Arts and cultural events” was “Cultural events.” In 2008, “Future development in Rockville” was “Land use planning and development” and from 2007 to 2003 it was “Planned and ongoing developments.” Prior to 2010, “City Construction projects (e.g., infrastructure, sidewalks, etc.)” was “Construction projects,” “Historic preservation” was “Historic District designations,” and “City of Rockville budget” was “City of Rockville budget information.”

## Voting Behavior

As in 2008, survey respondents were asked whether they agreed or disagreed with eight different potential reasons why people do not vote in local elections. About two-thirds of respondents agreed that reasons why people do not vote in local elections could be because they do not have enough information about the candidates or issues (69% “strongly agree” or “agree”), that they do not know whom to vote for (67%) or that they just do not care about local politics (65%). About half agreed that people likely do not vote because local elections are not held with general elections (52%), they are too busy or have no time (53%) or that their opinions do not matter (47%). One-quarter or less believed that the reason people do not vote in local elections was because they are intimidated or overwhelmed by the process (26%) or that they do not have a way to get to the polls (15%). Fifty-five percent of residents disagreed or “strongly” disagreed that the reason people do not vote in local elections was because they do not have transportation.

(Please note that 20% or more of respondents said “don’t know” when assessing their agreement or disagreement with the following statement: local elections are not held with general elections.)

**Figure 64: Reasons Why People Don’t Vote in Local Elections**

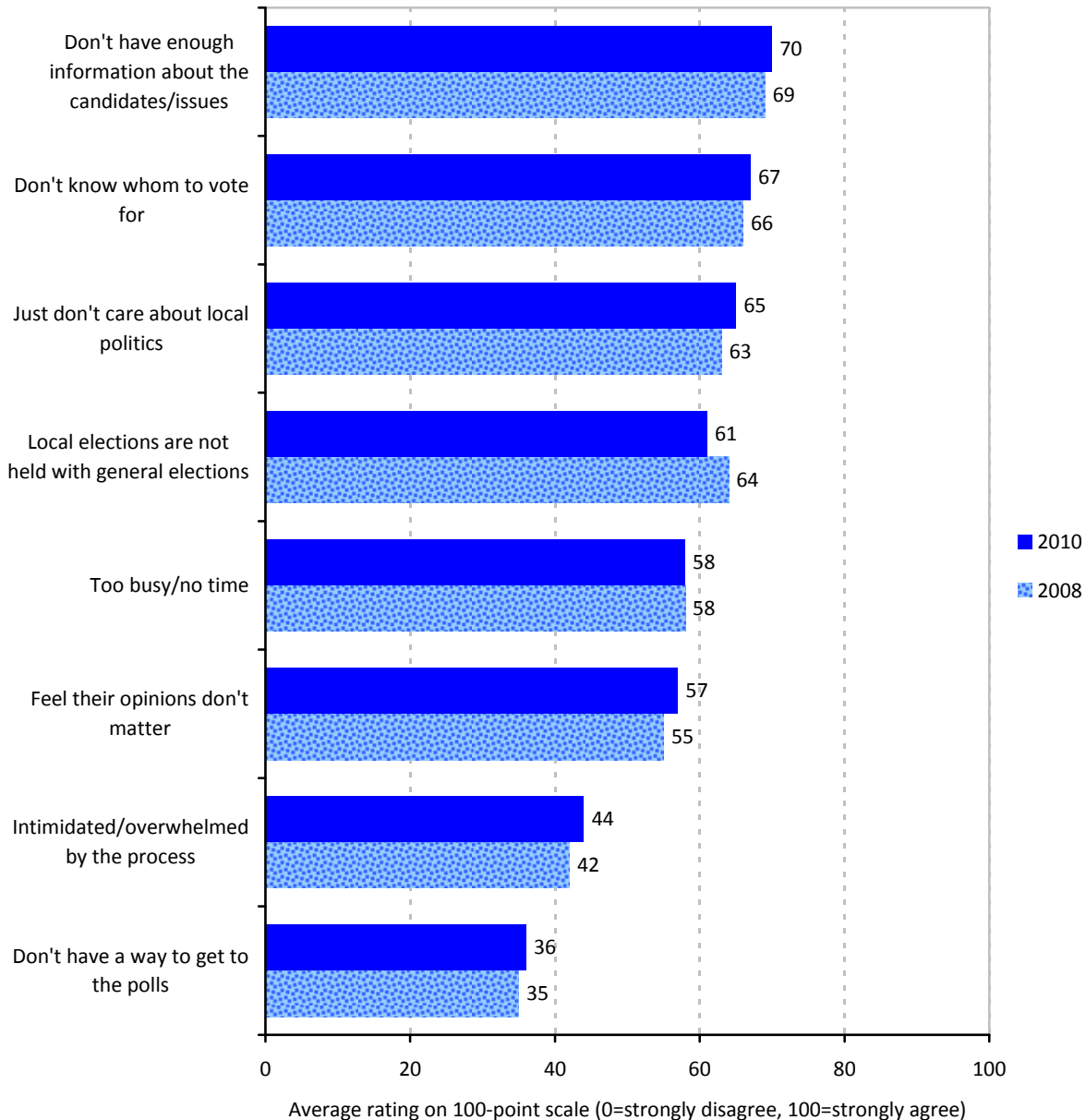
<b>Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Total</b>
Don’t have enough information about the candidates/issues	26%	43%	20%	9%	2%	100%
Don’t know whom to vote for	17%	50%	23%	6%	4%	100%
Just don’t care about local politics	19%	46%	18%	13%	4%	100%
Local elections are not held with general elections†	19%	33%	28%	15%	6%	100%
Too busy/no time	16%	37%	19%	19%	9%	100%
Feel their opinions don’t matter	12%	35%	28%	20%	5%	100%
Intimidated/overwhelmed by the process	6%	20%	31%	31%	12%	100%
Don’t have a way to get to the polls	3%	12%	30%	37%	18%	100%

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Responses to reasons why people do not vote in local elections were converted to the 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” Not having enough information about the candidates or issues (70) and not knowing who to vote for (67) received ratings at or above “good.” All other reasons received ratings between “good” and “fair.”

Similar ratings were given in 2010 to reasons why people do not vote in location elections when compared to 2008.

**Figure 65: Reasons Why People Don't Vote in Local Elections Compared by Year**



## Additional Comments

One question on the survey gave survey respondents the opportunity to write in responses to an open-ended question regarding any other comments or suggestions they have about living in Rockville or the services provided by the City.

About 30% of respondents opted to make a comment or suggestion. Of those making a comment, 20% wrote in that Rockville was a great place to live or that the City provided good services. Sixteen percent mentioned the need for additional City services or improvements to existing services and 15% discussed concerns about transportation and roads in Rockville. Ten percent said they had public safety concerns; mentioned dissatisfaction with City employees, leaders or the government in general; and stated a need or interest in parks, recreation and youth programming. Fewer than 10% of respondents cited the other issues listed in the table below. A complete set of the verbatim comments made by respondents can be found in *Appendix D: Verbatim Responses to Open-ended Question*.

**Figure 66: Additional Comments**

<b>Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the City government's services and performance?</b>	<b>Percent of respondents</b>	<b>Percent of respondents making a comment</b>
No comment made	69%	--
Rockville is a great place/good services	5%	20%
Transportation/roads	4%	15%
Additional or improvements to City services	4%	16%
Public safety concerns	3%	10%
Dissatisfaction with City employees/leaders/government	3%	10%
Parks, recreation and youth programs	3%	10%
Pedestrian problems or suggestions	2%	7%
Cost of living and/or tax rates	2%	7%
Parking issues	2%	8%
Information/communication from City needed	2%	8%
Traffic enforcement, lights/light timing, cameras	2%	9%
Suggested improvements to Town Center	2%	6%
Traffic congestion	1%	5%
Growth and over-development concerns	1%	5%
Comments about the survey	1%	4%
Other	9%	28%

*\*Total may exceed 100% as respondents could select more than one answer.*

*Please note: The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 233 residents who responded to question 19.*

## Business Friendly

A local government that encourages local business and provides the necessary services to support those businesses is more likely to have a vibrant economy that can support job growth and will attract quality businesses. The 2020 vision priority set by the Mayor and Council of being a Business Friendly community does just that. This priority seeks to refine planning and zoning ordinances and processes and establish programs that cultivate new small and medium size businesses in the City.

A few questions on the survey measured resident’s attitudes towards the building permit process, planning and zoning information, and retail and jobs growth in Rockville.

### Building Permits, Planning and Zoning

Of those who had an opinion, 63% felt the quality of providing planning and zoning information was “excellent” or “good” and 58% said the quality of the building permit process was “good” or better. Fourteen percent of residents said that the building permit process was “poor.”

(Please note that 20% or more of respondents said “don’t know” when evaluating the quality of providing planning and zoning information and the building permit process.)

Benchmark comparisons were available for the building permit process, which received ratings much higher than those given by residents in other jurisdictions across the nation.

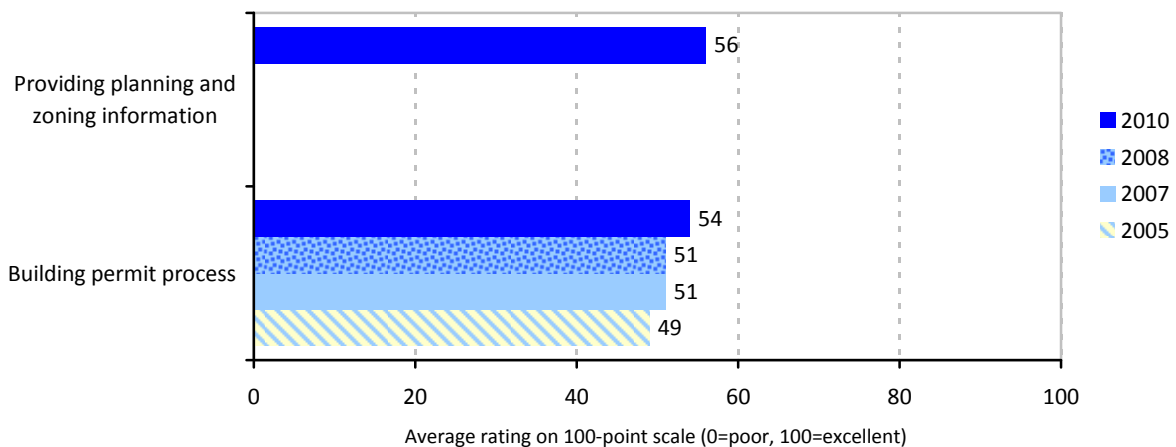
**Figure 67: Building Permits, Planning and Zoning Information**

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Providing planning and zoning information†	14%	49%	30%	8%	100%	NA
Building permit process†	17%	41%	28%	14%	100%	Much above

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

When converted to the 100-point scale, ratings for providing planning and zoning information and building permits were between “good” and “fair.” Ratings for the building permit process remained stable over time. Providing planning and zoning information was a new question on the 2010 survey, therefore comparisons over time were not available.

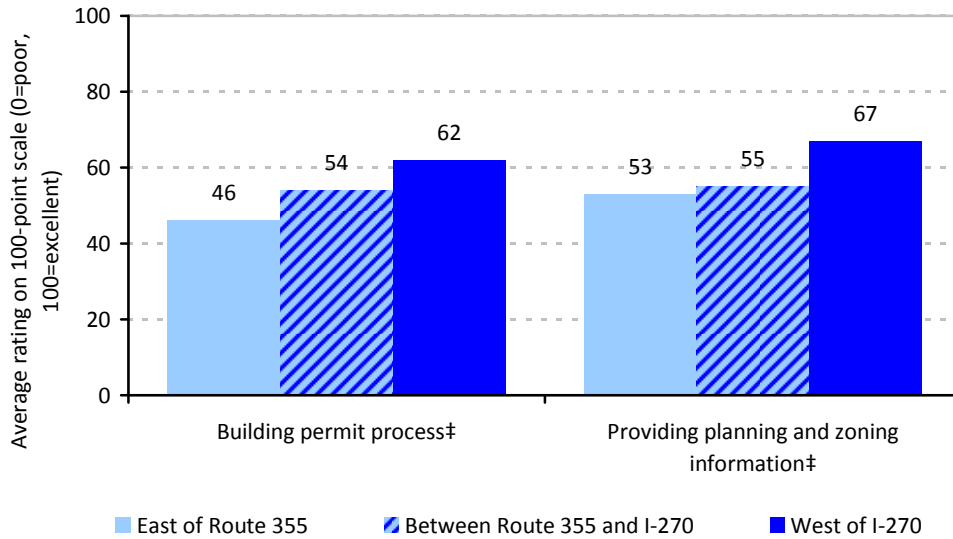
**Figure 68: Building Permits, Planning and Zoning Information Compared by Year**



Please note: In 2005, “Building permit process” was asked as a separate question (“How would you rate the overall building permit process?”) and was asked only of those who said they had applied for a building permit in the last 12 months.

Respondents living east of Route 355 tended to give lower ratings to the building permit process than did those living in other areas of the city. Residents living west of I-270 tended to give higher ratings to providing planning and zoning information than did those living in other locations.

**Figure 69: Building Permits, Planning and Zoning Information Compared by Geographic Area**



*‡Denotes a significant difference between responses given by residents in living in different areas of the city*

## Retail and Jobs Growth in Rockville

In addition to population and housing growth, residents also were asked to rate the speed of jobs and retail growth. Of those who had an opinion, 20% of respondents felt that retail growth was “too slow,” 62% felt it was the “right amount” and 18% believed it was “too fast.” Jobs growth was thought to be “too slow” by 68% of respondents, 31% felt it was the “right amount” and 1% believed it was “too fast.” (Please note that 20% or more of respondents said “don’t know” when assessing the rate of jobs growth.)

Ratings given to retail and jobs growth were compared to the national benchmark. A much smaller proportion of Rockville residents felt that jobs and retail growth was “too slow” than did residents in other jurisdictions across the country.

**Figure 70: Retail and Jobs Growth Ratings**

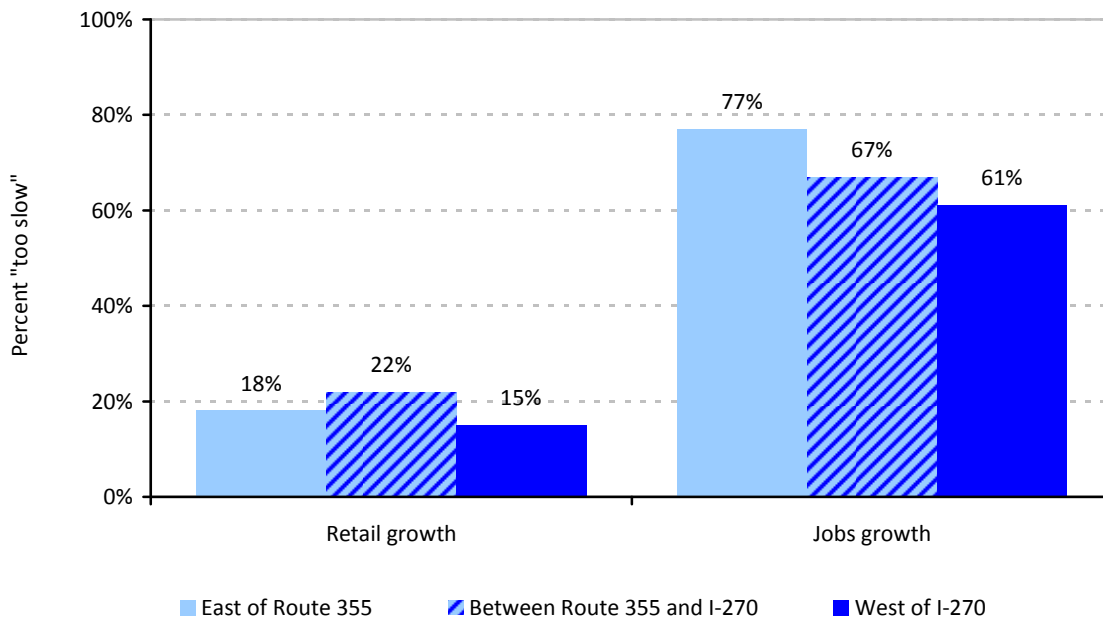
Please rate the speed of growth in the following categories in Rockville over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total	Comparison to benchmark*
Retail growth (stores, restaurants, etc.)	2%	18%	62%	12%	6%	100%	Much less
Jobs growth†	16%	52%	31%	1%	0%	100%	Much less

\*Retail and jobs growth seen as “too slow”.

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Respondents in each of the three geographic areas gave similar ratings to retail and jobs growth.

**Figure 71: Retail and Jobs Growth Compared by Geographic Area**



## Multimodal Transportation

Improvements in the transportation infrastructure, connectivity between neighborhoods, alternate transportation modes and pedestrian safety are included under the vision priority for Multimodal Transportation.

To help the City gauge this priority, the 2010 survey asked residents to rate the ease of travel by four different modes: transit, car, walking and bicycle. Safety crossing the street also was evaluated.

### Transportation in Rockville

Three-quarters said that the ease of travel by transit in Rockville was “excellent” or “good” and two-thirds thought that ease of travel by car was “good” or better. Six in 10 felt that ease of travel by walking was at least “good” and half said that ease of travel by bicycle was “excellent” or “good.” About one in five respondents said that ease of travel by bicycle was “poor.” (Please note that 20% or more of respondents said “don’t know” when rating the ease of travel by bicycle in Rockville.)

Rockville’s transportation ratings were compared to ratings given by residents in other cities and counties across the U.S. Ease of travel by transit and car received ratings much above the benchmark and similar ratings were given to ease of travel by walking and bicycle.

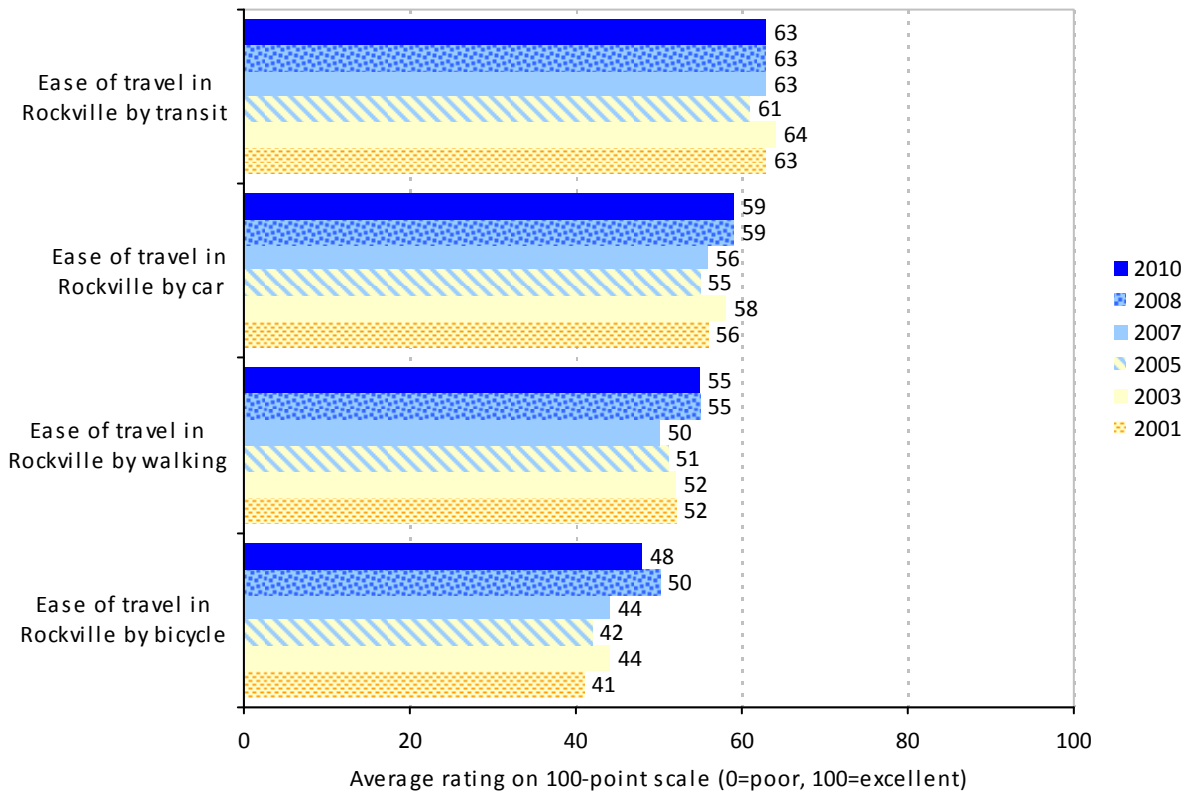
**Figure 72: Transportation in Rockville**

<b>Please rate the following characteristics of Rockville.</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>	<b>Comparison to benchmark</b>
Ease of travel in Rockville by transit	21%	52%	23%	4%	100%	Much above
Ease of travel in Rockville by car	18%	49%	26%	7%	100%	Much above
Ease of travel in Rockville by walking	13%	48%	29%	10%	100%	Similar
Ease of travel in Rockville by bicycle†	12%	39%	32%	17%	100%	Similar

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

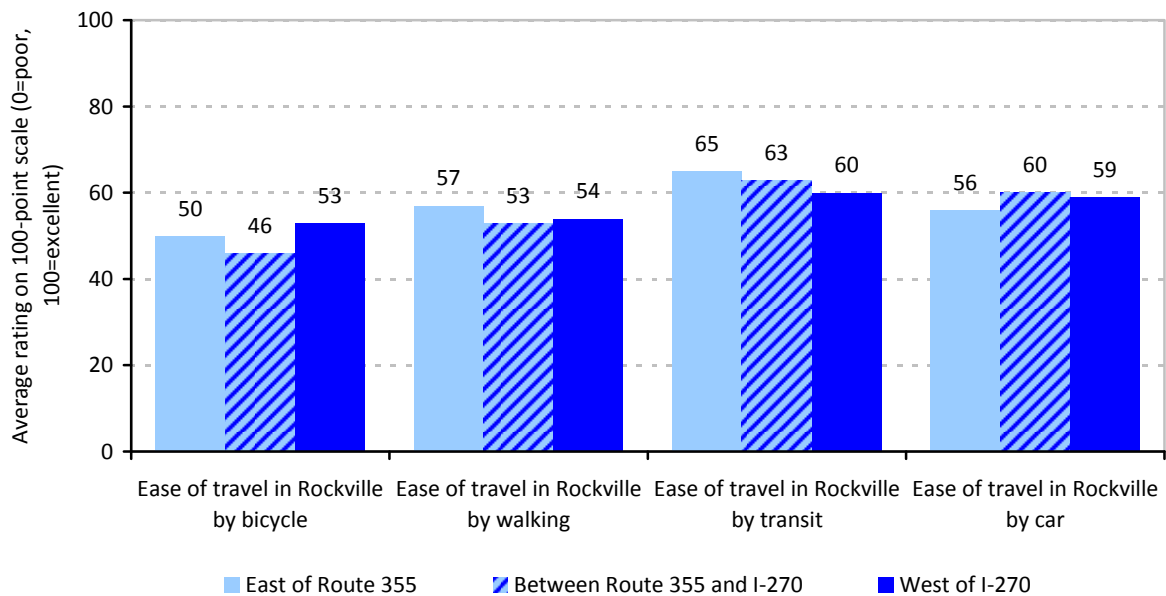
Responses to the ease of travel in Rockville were converted to the 100-point scale. All ratings fell between “good” and “fair.” When compared to 2008, ratings of the ease of travel were similar in 2010.

**Figure 73: Transportation in Rockville Compared by Year**



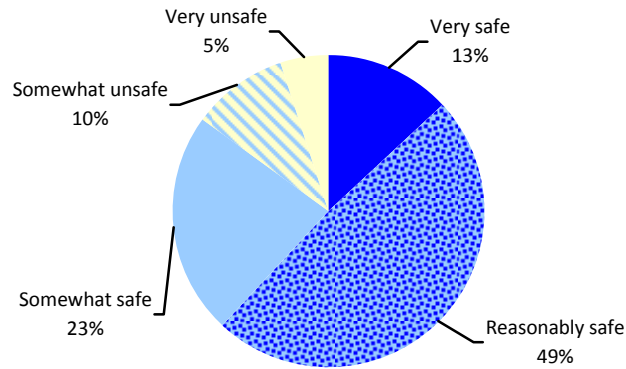
Comparisons of transportation ratings were similar across the three geographic areas within Rockville.

**Figure 74: Transportation in Rockville Compared by Geographic Area**



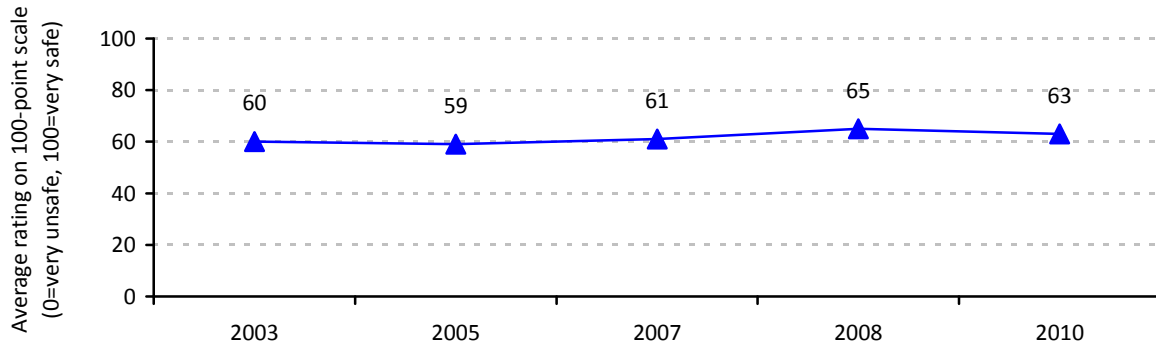
In addition to asking residents to rate how safe they felt in various locations in and around Rockville, respondents also were asked to rate how safe they felt crossing the street in Rockville. The majority of people felt safe, with 62% saying they felt “very” or “reasonably” safe crossing the street. One-quarter said they felt somewhat safe and 15% reported feeling unsafe crossing the street in Rockville.

**Figure 75: Safety Crossing the Street in Rockville**



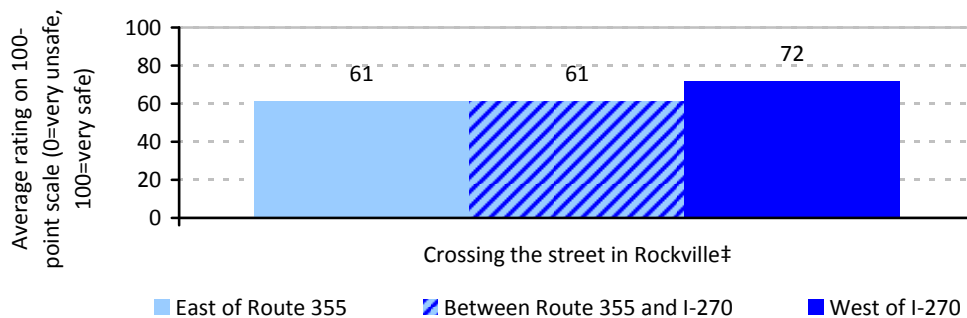
The average rating given to feelings of safety crossing the street was 63, or just below “good” on the 100-point scale, and was similar from 2008 to 2010.

**Figure 76: Safety Crossing the Street Compared by Year**



Residents living west of I-270 tended to feel safer crossing the street than did those living between Route 355 and I-270 or east of Route 355.

**Figure 77: Safety Crossing the Street Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Exceptional City Services and Amenities

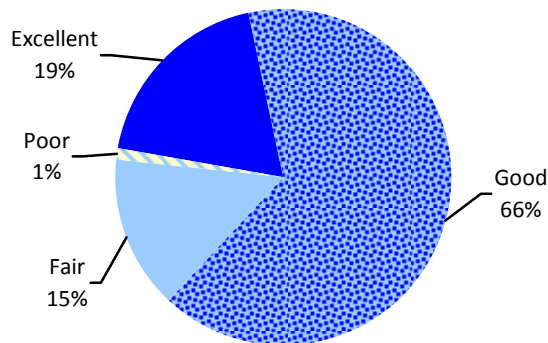
A key role for any local government is to provide its residents with a variety of high quality services that residents value. In the majority of jurisdictions, quality city services drive residents' views of quality of life and are an indicator into the financial health of a city and local government. Quality services are what encourage current residents to remain and can increase the influx of new residents. The 2020 vision priority of Exceptional City Services and Amenities seeks to provide top-notch services, including continuing the City's program for updating its aging water and sewer infrastructure.

Several of the core questions on the 2010 survey asked respondents to evaluate the quality of City services and City employees and participation in and use of recreation facilities.

### Overall Quality of City Services

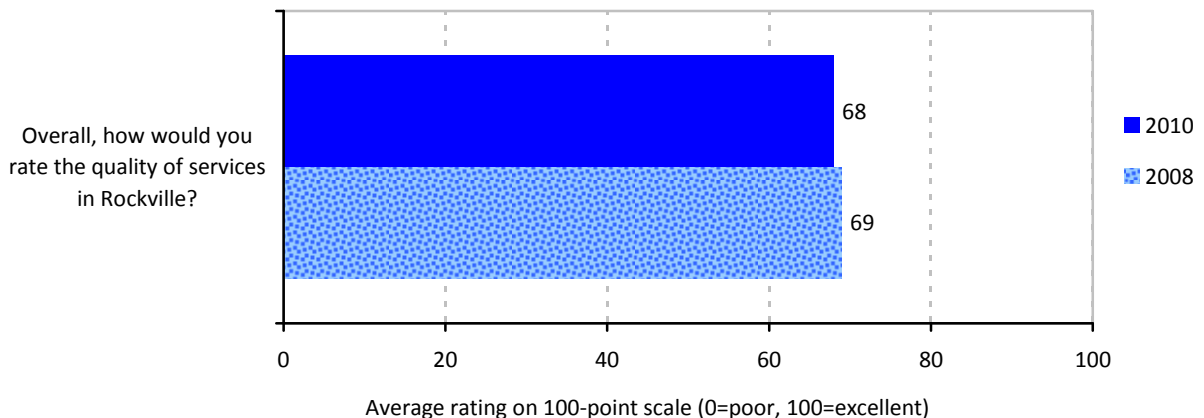
For the second time, residents were asked to rate the overall quality of services provided by the City of Rockville. One in five believed that overall city services were "excellent," two-thirds felt they were "good," 15% said they were "fair" and only 1% said they were "poor." When compared to the national benchmark, ratings given to the overall quality of services in Rockville were much higher than those given by residents in other jurisdictions.

**Figure 78: Overall Quality of City Services**



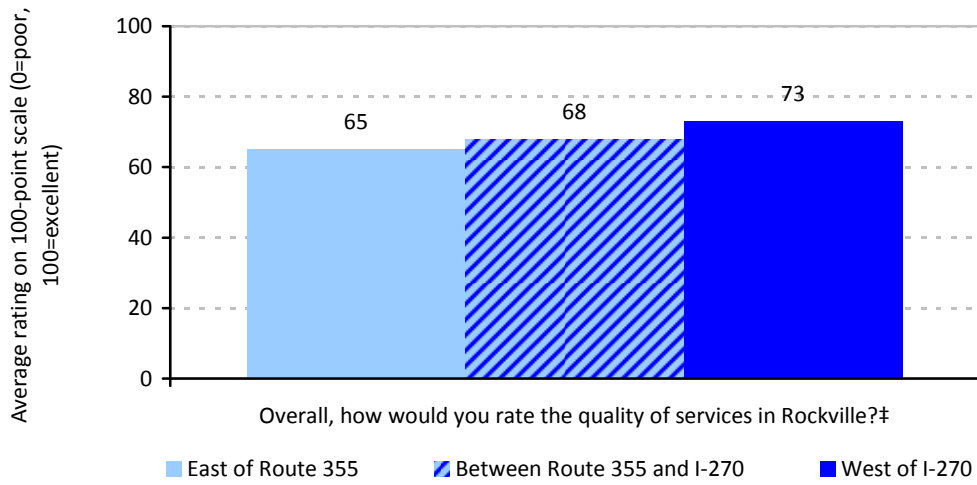
The overall quality of City services received a rating of 68, or just above "good" on the 100-point scale, and remained stable from 2008 to 2010.

**Figure 79: Overall Quality of City Services Compared by Year**



Residents living west of I-270 tended to give higher ratings to the overall quality of services than did those living in other areas in the city.

**Figure 80: Overall Quality of City Services Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

## City Services

Rockville residents were provided a list of 31 different services provided by the City and asked to rate the quality of each. Twenty-one of the 31 services were grouped under the *Exceptional City Services and Amenities* vision priority (see the figure on the following page). Those services that received the most positive assessments included refuse collection (89% “excellent” or “good”), recycling services (88%) and appearance of City parks (86%). Street sweeping (64%), street repairs and maintenance (63%), street tree maintenance (62%), street lighting (60%) and snow and ice removal (59%) received the lowest evaluations, although 6 in 10 respondents rated each as “excellent” or “good.” All other services received favorable assessments ranging from 68% to 83%, “good” or better.

(Please note that more than 20% of respondents selected “don’t know” when rating the quality of the following services: recreation centers, playgrounds, services to youth, recreation programs, athletic fields, range of activities available in parks and recreation centers and facilities, crime prevention efforts and street sweeping. Responses shown in the body of the report represent those who had an opinion about a particular question. A full set of responses, including “don’t know” can be found in *Appendix A: Frequency of Survey Responses*.)

National benchmark comparisons were available for all but one (street tree maintenance) of the 21 services listed in the following figure. Twelve received ratings much higher than other jurisdictions including:

- \* refuse collection
- \* recycling services
- \* appearance of City parks
- \* recreation centers
- \* services to youth
- \* playgrounds (tot lots)
- \* recreational programs
- \* leaf pick-up
- \* range of activities available in parks and recreation centers and facilities
- \* enforcement of traffic laws by Rockville Police Department
- \* sidewalk maintenance
- \* street repairs and maintenance

City of Rockville’s water and sewer services, athletic fields and crime prevention efforts were rated above the national benchmark. Ratings similar to the benchmark were given to overall City of Rockville police services, street sweeping, street lighting and snow and ice removal. The quality of the City of Rockville’s drinking water was rated lower than the national benchmark.

Figure 81: City Services

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Recycling services	42%	46%	10%	2%	100%	Much above
Refuse collection	41%	48%	9%	2%	100%	Much above
Appearance of City parks	24%	62%	13%	1%	100%	Much above
Recreation centers †	25%	58%	15%	1%	100%	Much above
Playgrounds (tot lots) †	28%	54%	16%	2%	100%	Much above
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc) †	26%	57%	14%	3%	100%	Much above
Leaf pick-up	30%	48%	19%	3%	100%	Much above
Recreational programs†	25%	56%	17%	2%	100%	Much above
City of Rockville's water and sewer services	21%	60%	18%	1%	100%	Above
Athletic fields (such as baseball/softball, soccer or football) †	22%	59%	17%	3%	100%	Above
Range of activities available in parks and recreation centers and facilities†	26%	51%	20%	3%	100%	Much above
Overall City of Rockville police services	21%	56%	20%	3%	100%	Similar
Enforcement of traffic laws by Rockville Police Department	20%	53%	21%	6%	100%	Much above
Crime prevention efforts†	16%	56%	21%	6%	100%	Above
City of Rockville drinking water quality	19%	49%	24%	8%	100%	Below
Sidewalk maintenance	14%	54%	27%	5%	100%	Much above
Street repairs and maintenance	15%	48%	28%	8%	100%	Much above
Street sweeping†	12%	52%	30%	6%	100%	Similar
Snow and ice removal	19%	40%	27%	13%	100%	Similar
Street tree maintenance	12%	50%	29%	9%	100%	NA
Street lighting	12%	48%	31%	10%	100%	Similar

†Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

Service ratings were converted to the 100-point scale for ease of comparison by year. Average ratings ranged from 54 points to 76 points, with nine services falling just above “good” and 12 falling between “good” and “fair.” Ratings for nearly all services remained stable from 2008 to 2010 except for ratings of snow and ice removal, which decreased from 2008 to 2010 (64 versus 55, respectively).

**Figure 82: City Services Ratings Compared by Year**

Please rate the quality of each of the following City of Rockville government services.	2010	2008	2007	2005	2003	2001
Recycling services	76	74	71	70	71	74
Refuse collection	76	75	75	74	74	75
Appearance of City parks	70	70	NA	NA	NA	71
Recreation centers	69	70	69	70	72	NA
Playgrounds (tot lots)	69	69	63	67	NA	NA
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)	69	71	68	68	70	68
Leaf pick-up	68	64	66	69	67	66
Recreational programs	68	71	70	70	73	73
City of Rockville’s water and sewer services	67	68	68	69	68	67
Athletic fields (such as baseball/softball, soccer or football)	66	68	64	67	NA	NA
Range of activities available in parks and recreation centers and facilities	66	67	63	66	70	NA
Overall City of Rockville police services	65	65	64	NA	NA	NA
Enforcement of traffic laws by Rockville Police Department	62	64	60	60	59	59
Crime prevention efforts	61	59	57	NA	NA	NA
City of Rockville drinking water quality	60	61	56	53	54	50
Sidewalk maintenance	59	58	NA	NA	NA	NA
Street repairs and maintenance	57	59	58	58	54	59
Street sweeping	57	59	57	57	58	59
Snow and ice removal**	55	64	67	66	62	69
Street tree maintenance	55	57	NA	NA	NA	NA
Street lighting	54	54	54	57	58	59

\*\*Denotes a significant difference between 2008 and 2010 responses.

Please note: In 2001 to 2007, “City of Rockville drinking water quality” was “Tap water quality,” “Enforcement of traffic laws by Rockville Police Department” was “Enforcement of traffic laws,” and “City of Rockville’s water and sewer services” was “Water and sewer services.” “Appearance of City parks” was “Appearance of City parks (such as Elwood Smith, Rockcrest, Twinbrook, Israel, Mattie Stepanek and Welsh Park)” in 2008 and, in 2001, it was “Appearance of the parks.” In 2007, “Overall City of Rockville police services” was “Overall police services.”

Generally, respondents living east of Route 355 and those living between Route 355 and I-270 tended to give lower service ratings than did those living west of I-270.

**Figure 83: City Services Ratings Compared by Geographic Area**

Please rate the quality of each of the following City of Rockville government services.*	East of Route 355	Between Route 355 and I-270	West of I-270
Recycling services‡	81	72	80
Refuse collection‡	79	74	78
Appearance of City parks‡	67	70	74
Recreation centers‡	68	68	76
Playgrounds (tot lots)‡	65	69	75
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)‡	58	72	75
Leaf pick-up	71	67	69
Recreational programs	68	67	73
City of Rockville's water and sewer services‡	68	65	72
Athletic fields (such as baseball/softball, soccer or football)‡	61	68	69
Range of activities available in parks and recreation centers and facilities	63	67	68
Overall City of Rockville police services‡	61	65	72
Enforcement of traffic laws by Rockville Police Department‡	62	60	70
Crime prevention efforts‡	53	63	70
City of Rockville drinking water quality	63	58	58
Sidewalk maintenance‡	56	58	64
Street repairs and maintenance‡	58	55	62
Street sweeping‡	50	59	60
Snow and ice removal‡	52	54	65
Street tree maintenance‡	49	56	58
Street lighting‡	48	55	59

\*Average rating on 100-point scale (0=poor, 100=excellent)

‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services – and core services are important. But a Key Driver Analysis, can dig deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

KDA was conducted for the City of Rockville by examining the relationships between ratings of each service and ratings of the City of Rockville's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Rockville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2010 City of Rockville Action Chart™ on the following page combines three dimensions of performance:

- \* Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey. If no arrow is present, service ratings were similar or not available when compared to the previous survey year.
- \* Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green, the darkest shading), similar to the norm (yellow, the lightest shading) or below the norm (red, medium shading).
- \* Identification of key drivers. A black key icon next to a service box notes a key driver.

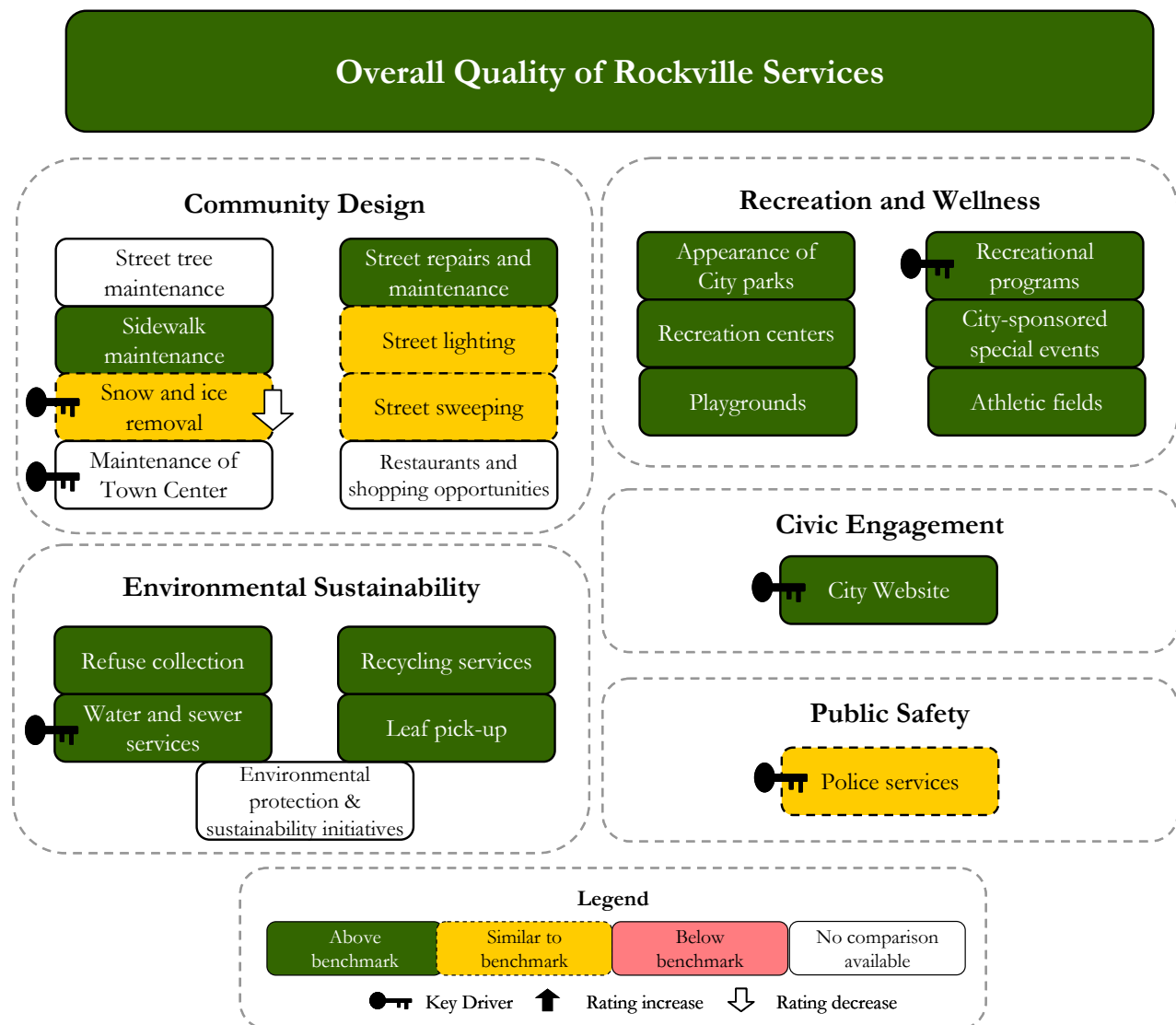
Twenty-one services were included in the KDA for the City of Rockville. Of these, 13 were above or much above the benchmark, three were similar to the benchmark and none were below the benchmark (no comparisons were available for maintenance of Rockville Town Center, street tree maintenance, restaurants and shopping opportunities in Town Center and environmental protection and sustainability initiatives). Of the 21 services included in the KDA, 17 received ratings in 2010 that were similar to ratings given in 2008, snow and ice removed saw a drop in ratings from 2008 to 2010 and three did not have comparisons available to 2008 (maintenance of Rockville Town Center, restaurants and shopping opportunities in Town Center and environmental protection and sustainability initiatives). The six key drivers are shown.

Services with a high percent of respondents answering “no opinion” (i.e., more than 40%) were excluded from the analysis and were considered services that would be less influential. See *Appendix A: Frequency of Survey Responses* for the percent “don’t know” for each service.

Six of the services included in the KDA were identified as key drivers for the City: overall City of Rockville police services, recreational programs, the City of Rockville’s website, maintenance of Rockville Town Center, City of Rockville’s water and sewer services and snow and ice removal. The City website, recreational programs and City water and sewer services were rated above the national benchmark. Overall police services and snow and ice removal were similar to the benchmark. Comparisons were not available for maintenance of Rockville Town Center. Snow and ice removal was the only key drivers that showed a change in ratings from 2008 to 2010.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Rockville, snow and ice removal emerged as a service on which to focus attention and resources, as it was a key driver, similar to the national benchmark and had a decrease in ratings from 2008 to 2010. The City also may wish to seek improvements to police services overall, as it was a key driver and received ratings similar to other benchmark jurisdictions.

**Figure 84: City of Rockville Action Chart™**



## Participation in and Use of Parks and Recreation

Resident use of and participation in parks and recreation in Rockville was assessed on the 2010 survey as in previous years. The vast majority of respondents (81%) reported having used a Rockville park at least once in the last 12 months, with 13% saying they had used a park more than 26 times. About half (56%) said they had used a Rockville recreation center in the 12 months prior to the survey and 42% had participated in a Rockville recreation program.

Benchmark comparisons were made to the frequency of use of Rockville parks, recreation centers and recreation programs. Fewer Rockville residents reported using a Rockville park or participating in a recreation program than did those in other jurisdictions across the nation. Similar amounts of use were seen for Rockville recreation centers when compared to use by residents in other cities and counties.

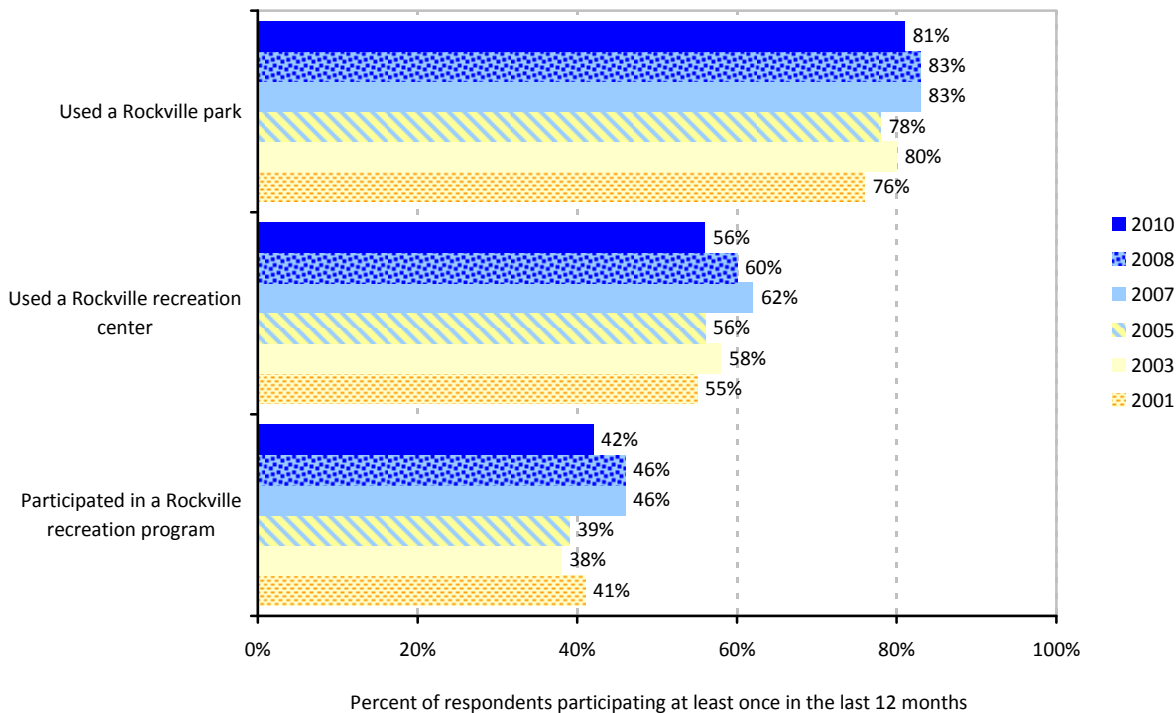
**Figure 85: Use of and Participation in Parks and Recreation**

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:						Total	Comparison to benchmark*
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times		
Used a Rockville park	19%	25%	27%	16%	13%	100%	Much less
Used a Rockville recreation center	44%	23%	18%	5%	10%	100%	Similar
Participated in a Rockville recreation program	58%	20%	14%	3%	5%	100%	Much less

\*The benchmark ratings show participation levels of Rockville residents compared to participation levels of residents in other jurisdictions across the country.

When comparing the use of and participation in Rockville parks and recreation facilities and programs from 2008 to 2010, ratings have remained consistent.

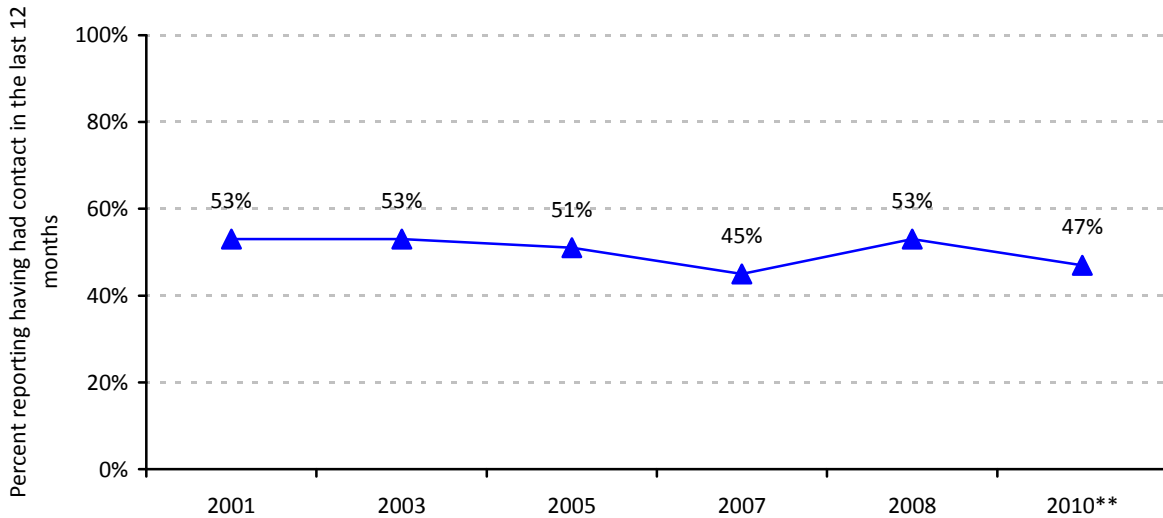
**Figure 86: Use of and Participation in Parks and Recreation Compared by Year**



## Communication with City Employees

Half of survey respondents (47%) reported having had contact with a City employee in the last 12 months. Rockville residents' level of contact with City employees was much less than what is seen in other jurisdictions across the nation. The level of contact with City employees decreased from 2008 to 2010. Declines in the level of contact with City employees has been seen in other jurisdictions across the nation, although more so in Rockville, and might be at least partially attributable to an increase in the use of the City website to get information or pay bills.

**Figure 87: Contact with City Employees Compared by Year**



*\*\*Denotes a significant difference between 2008 and 2010 responses.*

*Please note: Prior to 2008, this question asked about "phone or in-person contact" with City employees. In 2008, this question asked about "phone, in-person or e-mail contact" with City employees.*

The 47% of respondents who reported having had contact with a City employee in the last 12 months were asked to rate their impression in their most recent contact. Eight in 10 or more gave “excellent” or “good” evaluations to the employees’ knowledge (87%), courtesy (86%), responsiveness (81%) and the overall customer service (83%). Slightly fewer respondents gave “good” or better ratings to the follow-up (77%).

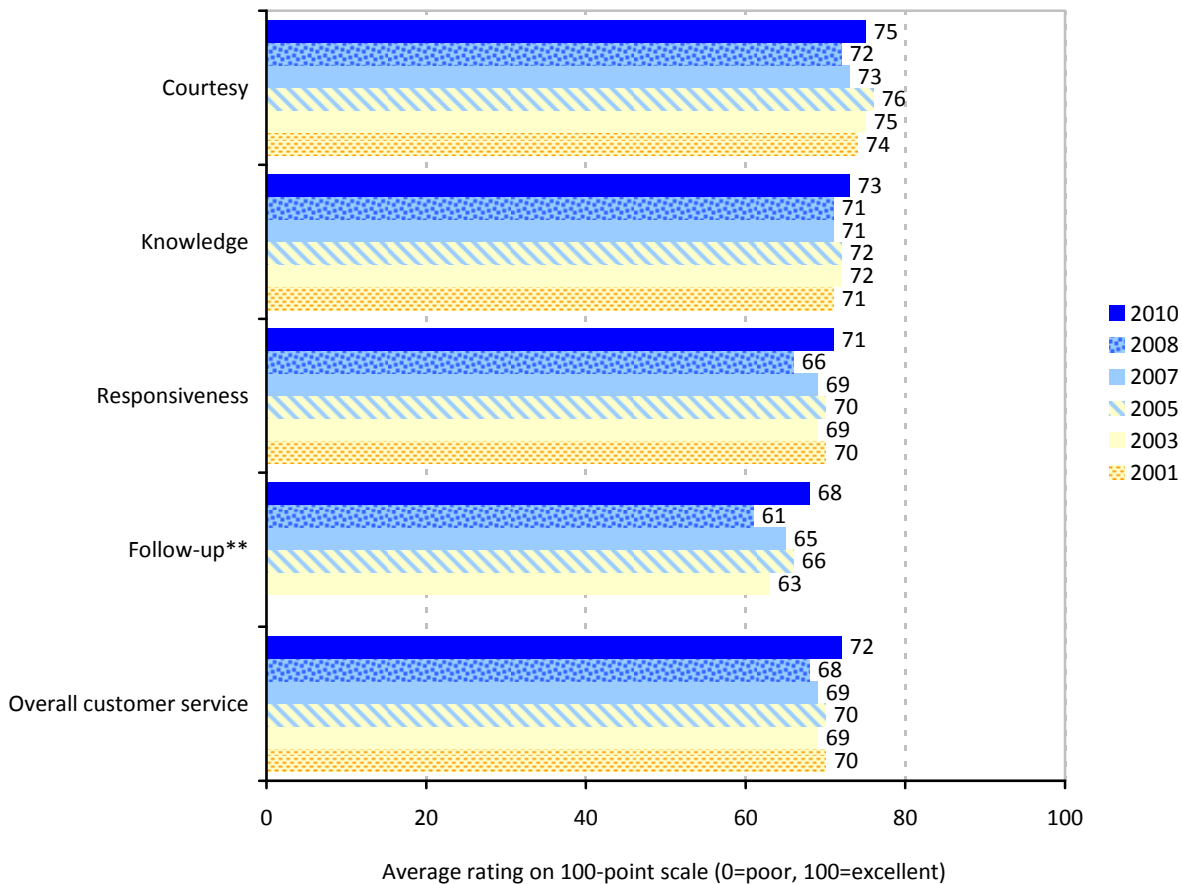
When compared to the national benchmark, all employee ratings were much above or above those given by residents in other jurisdictions across the country.

**Figure 88: City Employees**

What was your impression of City government employees in your most recent contact?	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Knowledge	35%	52%	9%	3%	100%	Much above
Courtesy	43%	43%	11%	4%	100%	Above
Responsiveness	40%	41%	12%	7%	100%	Much above
Follow-up (got back to you or took action if needed)	38%	39%	12%	11%	100%	Much above
Overall customer service	38%	45%	11%	6%	100%	Much above

All employee ratings were above “good” on the 100-point scale and were similar from 2008 to 2010 except for ratings for follow-up, which increased from 2008 to 2010 (61 to 68, respectively).

**Figure 89: City Employee Ratings Compared by Year**



\*\*Denotes a significant difference between 2008 and 2010 responses.

Please note: In 2001, survey respondents were asked about “overall impression” rather than “overall customer service.”

## Quality Environment

Maintaining the natural environment in a local jurisdiction attracts residents and businesses and makes for a cleaner, more sustainable community. The 2020 Mayor and Council vision priority of Quality Environment strives to keep Rockville a “Green City” in all areas, encourages residents and businesses to implement environmentally sensitive practices and promotes energy conservation within the City.

A couple of survey questions sought to assess resident perspectives on Rockville’s natural environment and City initiatives that promote environmental protection and sustainability.

### Natural Environment and Green Initiatives

Three-quarters of survey respondents said that the quality of Rockville’s natural environment was “excellent” or “good.” Seven in 10 thought that the quality of environmental protection and sustainability initiatives were “good” or better. (Please note that 20% or more of respondents said “don’t know” when rating environmental protection and sustainability initiatives.)

Benchmark comparisons could be made to the quality of Rockville’s natural environment, which was rated similar to ratings given by residents in other jurisdictions across the nation.

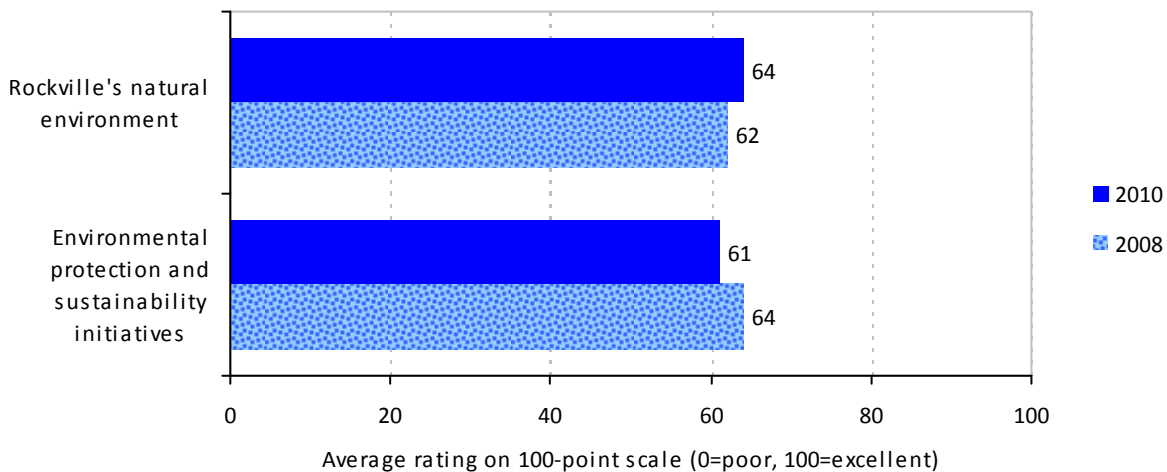
**Figure 90: Rockville’s Natural Environment and Green Initiatives**

Please rate the following in Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Rockville’s natural environment	20%	56%	21%	3%	100%	Similar
Environmental protection and sustainability initiatives†	19%	51%	23%	6%	100%	NA

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

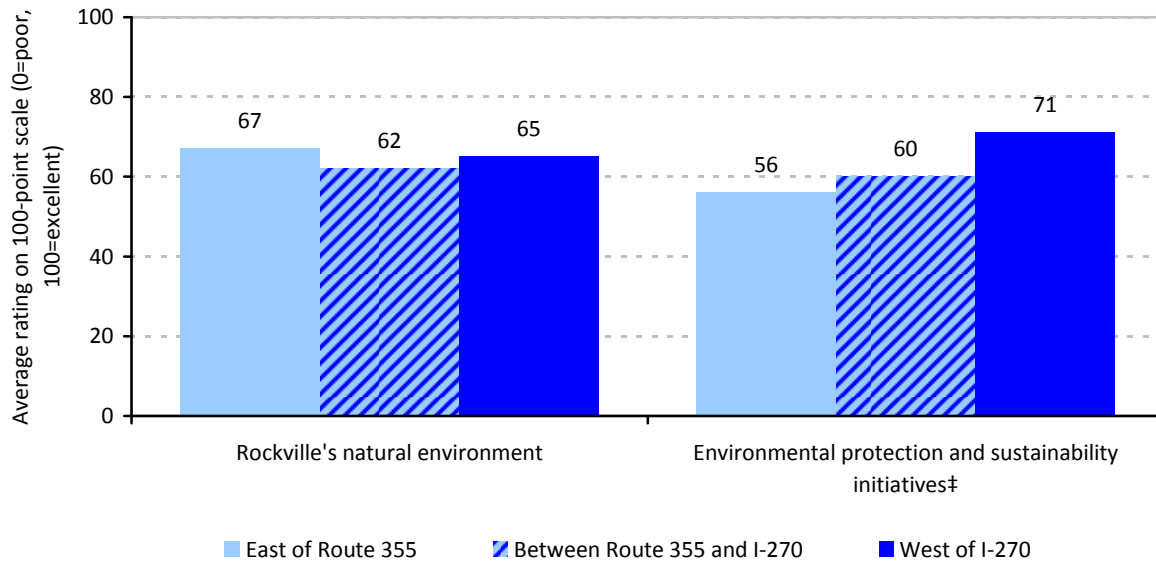
Ratings for the quality of Rockville’s natural environment and the quality of environmental protection and sustainability initiatives were between “good” and “fair” on the 100-point scale and remained stable from 2008 to 2010.

**Figure 91: Ratings of Rockville’s Natural Environment and Green Initiatives Compared by Year**



Residents living west of I-270 tended to give higher ratings to the quality of environmental protection and sustainability initiatives than did those living in other areas of the city.

**Figure 92: Ratings of Rockville’s Natural Environment and Green Initiatives Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city

## Conclusions

- ★ **Rockville residents tend to give higher marks than residents in other jurisdictions when compared to the national benchmark.**

Of the 57 evaluative questions for which national benchmark comparisons were available (including, for example, City services, community characteristics, safety and quality of life), Rockville's ratings were higher or much higher for 42 (74%) of these services or characteristics. Only six (11%) of the 57 services or characteristics were rated lower or much lower than the national benchmark, while nine (16%) were given ratings similar to the national benchmarks.

- ★ **Despite the recent economic downturn, residents remain positive about their quality of life in Rockville.**

Nearly all respondents (93%) rated the quality of life in Rockville as "excellent" or "good," much higher than ratings given in other jurisdictions across the country. All ratings for aspects of quality of life have remained stable over the surveying period.

- ★ **Residents give favorable ratings to City services delivery.**

The overall quality of services in Rockville as "good" on the 100-point scale, similar to 2008, and ratings given by Rockville residents were much higher than those given by residents in other jurisdictions across the country. Twenty-six of the 31 City services could be compared to the national benchmark: 21 were above or much above the national benchmarks and five were similar to the national benchmarks. No services were below or much below.

- ★ **The newly developed Rockville Town Center is appreciated and used.**

Nine in 10 residents reported visiting the Rockville Town Center in the last 12 months, with a quarter saying they had visited more than 26 times. Respondents felt it was well maintained and that the quality of restaurants and shopping opportunities in the Town Center were "good."

- ★ **While the national trend in politics is increased polarization and heated rhetoric, Rockville residents view their City government favorably.**

Respondents agreed that the Rockville government welcomes citizen involvement and that they were pleased with the overall direction the City government is taking. Evaluations of the statements of public trust were between "agree" (75) and "neither agree nor disagree" (50) on the 100-point scale and, when compared over time, ratings have remained constant over the past decade. The statements about the Rockville City government that could be compared to the benchmark were rated much higher than other jurisdictions across the nation.

- ★ **Personal safety continues to be a concern for Rockville residents.**

Even though residents give ratings at or above "good" on the 100-point scale to questions about safety in and around the City, these evaluations were lower or much lower than ratings given by residents in other jurisdictions across the U.S. While slight improvements were seen in ratings of safety after dark, resident safety should remain an area of focus for the City.

- ★ **Respondents would like to see improvements in snow and ice removal.**

While ratings were similar the national benchmark, the quality of snow and ice removal received one of the low evaluations of all services (59% "excellent" or "good"). It also was the only service to see a decline in ratings from 2008 to 2010 (64 versus 55 points on the 100-point scale, respectively). In addition, snow and ice removal was identified as a key driver of overall service quality, therefore the City might want to focus its attention and resources on improvements to this service.

## Appendix A: Frequency of Survey Responses

This section contains the complete frequency of responses to the survey questions, including “don’t know” responses. In some cases, these responses were eliminated from analyses in the body of the report. Most of the analyses in the body of the report were for respondents who had an opinion. Eliminating “don’t know” responses allows for easier comparison between evaluative responses.

Question 1: Quality of Life Ratings						
Please rate your quality of life in Rockville.	Excellent	Good	Fair	Poor	Don't know	Total
Overall, how would you describe the quality of life in the City of Rockville?	30%	63%	7%	1%	0%	100%
How do you rate the overall quality of your neighborhood?	31%	54%	13%	2%	0%	100%
How do you rate Rockville as a place to raise children?	32%	43%	8%	1%	17%	100%
How do you rate Rockville as a place to retire?	15%	34%	23%	8%	20%	100%

Question 2: City of Rockville Characteristics Ratings						
Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	16%	54%	22%	4%	4%	100%
Overall appearance of Rockville	19%	63%	17%	1%	0%	100%
Opportunities to attend cultural or arts events	22%	53%	18%	2%	5%	100%
Openness and acceptance of the community toward people of diverse backgrounds	26%	52%	15%	2%	5%	100%
Availability of affordable housing	4%	24%	32%	24%	16%	100%
Ease of travel in Rockville by bicycle	8%	26%	22%	11%	33%	100%
Ease of travel in Rockville by walking	12%	45%	27%	9%	6%	100%
Ease of travel in Rockville by transit	18%	44%	20%	4%	15%	100%
Ease of travel in Rockville by car	18%	48%	25%	7%	2%	100%
Quality of new residential development	11%	38%	16%	4%	31%	100%
Quality of new commercial development	13%	41%	22%	4%	20%	100%
City of Rockville drinking water quality	18%	45%	23%	7%	8%	100%
Rockville's natural environment	19%	55%	20%	3%	2%	100%

Question 3: Safety Ratings							
How safe do you feel . . .	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know	Total
Crossing the street in Rockville	12%	48%	22%	10%	5%	1%	100%
In your neighborhood during the day	47%	40%	9%	2%	0%	1%	100%
In your neighborhood after dark	18%	45%	24%	9%	2%	2%	100%
In business areas in Rockville during the day	36%	44%	13%	2%	1%	4%	100%
In business areas in Rockville after dark	11%	40%	29%	9%	2%	8%	100%

**Question 4: Community Participation**

<b>In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:</b>	<b>Never</b>	<b>Once or twice</b>	<b>3 to 12 times</b>	<b>13 to 26 times</b>	<b>More than 26 times</b>	<b>Don't know</b>	<b>Total</b>
Used a Rockville park	19%	25%	27%	15%	13%	1%	100%
Used a Rockville recreation center	43%	23%	18%	5%	10%	1%	100%
Participated in a Rockville recreation program	57%	20%	13%	3%	5%	3%	100%
Attended a City-sponsored special event (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked, road races or Car Show)	25%	36%	31%	5%	1%	2%	100%
Visited Rockville Town Center	7%	15%	33%	21%	23%	1%	100%
Watched or attended a Rockville Mayor and Council meeting	77%	14%	4%	2%	1%	2%	100%

**Question 5: Contact with City Employees**

<b>Have you had phone or in-person contact with a City of Rockville government employee within the last 12 months?</b>	<b>Percent of respondents</b>
No	53%
Yes	47%
Total	100%

**Question 6: Employees Ratings**

<b>What was your impression of City government employees in your most recent contact?*</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Not applicable</b>	<b>Total</b>
Knowledge	35%	51%	9%	3%	1%	1%	100%
Courtesy	43%	42%	11%	4%	1%	1%	100%
Responsiveness	39%	40%	12%	6%	1%	2%	100%
Follow-up (got back to you or took action if needed)	31%	31%	9%	9%	1%	19%	100%
Overall customer service	37%	44%	11%	6%	1%	1%	100%

\*Asked only of those who reported having contact with a City employee in the last 12 months.

**Question 7: City Service Ratings**

<b>Please rate the quality of each of the following City of Rockville government services.</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Refuse collection	36%	42%	8%	2%	12%	100%
Recycling services	38%	42%	9%	2%	8%	100%
Leaf pick-up	24%	39%	16%	3%	19%	100%
Street repairs and maintenance	14%	46%	27%	8%	5%	100%
Snow and ice removal	18%	38%	26%	12%	6%	100%
Street sweeping	10%	41%	24%	5%	21%	100%
Street lighting	12%	46%	30%	9%	2%	100%
Street tree maintenance	11%	46%	27%	8%	8%	100%
Sidewalk maintenance	13%	50%	25%	5%	7%	100%
City of Rockville's water and sewer services	18%	53%	16%	1%	12%	100%
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	7%	27%	14%	5%	47%	100%
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	5%	20%	12%	3%	60%	100%
Building permit process	6%	13%	9%	4%	68%	100%
Providing planning and zoning information	6%	22%	14%	4%	54%	100%
Recreational programs	19%	43%	13%	2%	23%	100%
Recreation centers	18%	42%	11%	1%	28%	100%
Athletic fields (such as baseball/softball, soccer or football)	15%	40%	12%	2%	31%	100%
Playgrounds (tot lots)	18%	36%	10%	2%	33%	100%
Range of activities available in parks and recreation centers and facilities	20%	39%	15%	2%	24%	100%
City-sponsored special events (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show)	31%	41%	13%	0%	14%	100%
Appearance of City parks	22%	56%	12%	0%	9%	100%
Restaurants and shopping opportunities in Town Center	27%	46%	18%	3%	6%	100%
Maintenance of Rockville Town Center	35%	49%	7%	1%	8%	100%
Enforcement of traffic laws by Rockville Police Department	17%	45%	17%	5%	16%	100%
Crime prevention efforts	12%	41%	16%	4%	27%	100%
Overall City of Rockville police services	17%	47%	17%	2%	16%	100%
Environmental protection and sustainability initiatives	12%	32%	14%	4%	38%	100%
Senior citizen programs and services	12%	20%	5%	2%	62%	100%
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)	13%	28%	7%	1%	50%	100%
The Rockville Channel (Cable Channel 11) programming	6%	18%	12%	3%	62%	100%
The City of Rockville's website (www.rockvillemd.gov)	10%	36%	16%	3%	35%	100%

**Question 8: Overall Quality of Services**

<b>Please rate the condition of each of the following within Rockville.</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Overall, how would you rate the quality of services in Rockville?	19%	65%	14%	1%	1%	100%

## Question 9: Public Trust

Please rate to what extent you agree or disagree with each of the following statements.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Rockville government taxes I pay	9%	46%	25%	8%	3%	9%	100%
I am pleased with the overall direction that the City of Rockville government is taking	8%	45%	26%	7%	2%	12%	100%
The City of Rockville government welcomes citizen involvement	10%	44%	19%	4%	1%	21%	100%
The City of Rockville budgeting process is open and understandable to residents	5%	26%	25%	8%	1%	35%	100%
The City of Rockville government listens to its residents	5%	30%	28%	7%	2%	28%	100%
I am pleased with the overall performance of the City of Rockville Mayor and Council	7%	41%	28%	6%	1%	17%	100%

## Question 10: Rate of Growth in Rockville

Please rate the speed of growth in the following categories in Rockville over the past 2 years.	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	0%	2%	29%	28%	10%	32%	100%
Retail growth (stores, restaurants, etc.)	1%	14%	51%	10%	5%	19%	100%
Jobs growth	8%	27%	17%	1%	0%	47%	100%
Housing	2%	12%	31%	15%	7%	32%	100%

## Question 11: Preferred Cultural, Entertainment and Recreational Offerings

What types of cultural, entertainment and recreational offerings, if any, do you wish there were more of in Rockville? (Please check all that apply.)	Percent of respondents*
Large festivals	40%
Neighborhood events	37%
Performing arts (e.g., music, theater, dance, etc.)	41%
Shopping and restaurants	38%
Participatory sports & recreation	22%
Art galleries & studios	25%
Museums or historic sites	27%
Literary arts events (e.g., book fairs, readings)	27%
Public art (e.g., sculptures/paintings in public parks/buildings)	23%
None of the above	10%

\*Total may exceed 100% as respondents could select more than one answer.

**Question 12: Preferred Cultural, Entertainment and Recreational Amenities to Fund**

<b>Which of the following, if any, would you prefer that the City of Rockville fund to improve the cultural, entertainment and recreational amenities offered to residents? (Please check all that apply.)</b>	<b>Percent of respondents*</b>
Enhance and expand existing recreation facilities	38%
Science/technology center	27%
Sports arena	18%
Civic Arena/Convention Center	11%
Performing Arts facility	25%
Outdoor Performing Arts Center	29%
Museums	21%
Public art	17%
None of the above	21%

\*Total may exceed 100% as respondents could select more than one answer.

**Question 13: Frequency of Watching The Rockville Channel or Visiting the City Website in Last 12 Months**

<b>In the last 12 months, about how many times, if ever, have you done the following?</b>	<b>Never</b>	<b>Less than once a month</b>	<b>1 to 3 times a month</b>	<b>Once a week or more</b>	<b>Don't know</b>	<b>Total</b>
Visited the City of Rockville's website (www.rockvillemd.gov)	33%	43%	19%	3%	2%	100%
Watched Rockville Channel 11	60%	27%	7%	4%	2%	100%

**Question 14: Ratings of Aspects of City Website**

<b>If you used the City's website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.*</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Current information	15%	56%	19%	3%	8%	100%
Appearance	13%	51%	23%	6%	7%	100%
Online services offered	13%	45%	24%	4%	14%	100%
Ease of navigation	11%	38%	32%	11%	8%	100%
Search function	10%	35%	27%	10%	18%	100%

\*Asked only of those who said they had visited the website in the last 12 months.

**Question 15: Ratings of Aspects of the City Cable Channel 11**

<b>If you watched Rockville Channel 11 in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.*</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know</b>	<b>Total</b>
Variety of programming	7%	27%	27%	8%	31%	100%
Quality of information	7%	42%	19%	4%	28%	100%

\*Asked only of those who said they had watched Channel 11 in the last 12 months.

**Question 16: Preferences for Receiving Information about the City**

<b>Please rate your preference for receiving information about the Rockville City government from each of the following City sources.</b>	<b>Strongly prefer</b>	<b>Somewhat prefer</b>	<b>Not at all prefer</b>	<b>Total</b>
Rockville Reports (the City's monthly newsletter)	56%	32%	12%	100%
The Rockville Channel (Cable Channel 11 or Video On Demand)	11%	32%	57%	100%
City of Rockville's website (www.rockvillemd.gov)	39%	39%	22%	100%
Public meetings	12%	42%	46%	100%
Printed materials (e.g., fliers, postcards, brochures)	33%	42%	24%	100%
Email notifications	32%	34%	34%	100%
A civic association/homeowner association newsletter or listserve	26%	41%	33%	100%
Social networking websites (e.g., Facebook, Twitter, RSS, etc.)	13%	26%	61%	100%

**Question 17: Amount of Information About City Government Functions or Activities**

<b>When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?</b>	<b>More than enough</b>	<b>Enough</b>	<b>Not enough</b>	<b>Total</b>
Mayor and Council actions	7%	66%	27%	100%
Environmental initiatives	6%	65%	29%	100%
Special events (such as July 4th, Uncorked, Races, Hometown Holidays, or Car Show)	9%	74%	17%	100%
Recreation and park activities	7%	72%	20%	100%
Activities in my neighborhood	5%	65%	30%	100%
Arts and cultural events	5%	68%	27%	100%
Future development in Rockville	3%	53%	44%	100%
City Construction projects (e.g., infrastructure, sidewalks, etc.)	5%	56%	39%	100%
Opportunities to participate in public processes	4%	70%	26%	100%
Boards and Commissions	4%	72%	24%	100%
Historic preservation	6%	65%	28%	100%
Public safety (e.g., neighborhood safety concerns, crime reports)	4%	58%	38%	100%
Volunteer opportunities	5%	65%	31%	100%
City of Rockville budget	4%	67%	29%	100%
Bike and pedestrian initiatives	8%	61%	31%	100%

**Question 18: Reasons Why People Don't Vote in Local Elections**

<b>Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total</b>
Too busy/no time	14%	32%	17%	16%	7%	14%	100%
Just don't care about local politics	17%	41%	16%	12%	4%	10%	100%
Don't have enough information about the candidates/issues	24%	39%	18%	8%	2%	9%	100%
Don't have a way to get to the polls	3%	10%	25%	31%	16%	15%	100%
Don't know whom to vote for	15%	45%	21%	6%	3%	10%	100%
Feel their opinions don't matter	10%	31%	25%	17%	5%	12%	100%
Intimidated/overwhelmed by the process	5%	17%	26%	26%	10%	15%	100%
Local elections are not held with general elections	15%	26%	22%	12%	5%	20%	100%

**Question 19: Additional Comments**

<b>Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the City government's services and performance?</b>	<b>Percent of respondents*</b>
No comment made	69%
Pedestrian problems or suggestions	2%
Cost of living and/or tax rates	2%
Parking issues	2%
Traffic congestion	1%
Transportation/roads	4%
Growth and over-development concerns	1%
Rockville is a great place/good services	5%
Public safety concerns	3%
Information/communication from City needed	2%
Dissatisfaction with City employees/leaders/government	3%
Traffic enforcement, lights/light timing, cameras	2%
Additional or improvements to City services	4%
Comments about the survey	1%
Suggested improvements to Town Center	2%
Parks, recreation and youth programs	3%
Other	9%

\*Total may exceed 100% as respondents could select more than one answer.

**Question D1: Respondent Length of Residency**

<b>How many years have you lived in Rockville?</b>	<b>Percent of respondents</b>
2 years or less	20%
3 to 5 years	20%
6 to 10 years	17%
11 to 20 years	18%
21 years or more	25%
Total	100%

**Question D2: Respondent Housing Unit Type**

<b>What best describes your home? Is it a...</b>	<b>Percent of respondents</b>
One family house detached from any other houses	50%
A duplex or townhouse	9%
A building with three or more apartments or condominiums	36%
Other	5%
Total	100%

**Question D3: Respondent Rent or Own**

<b>Do you rent or own your home?</b>	<b>Percent of respondents</b>
Rent	35%
Own	65%
Total	100%

**Question D4: Respondent Monthly Housing Costs**

<b>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)?</b>	<b>Percent of respondents</b>
Less than \$599 per month	7%
\$600 to \$999 per month	7%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	38%
\$2,500 to \$2,999 per month	13%
\$3,000 or more per month	16%
Total	100%

**Question D5: Internet Access**

<b>Do you have access to the Internet at home, work or school?</b>	<b>Percent of respondents</b>
No	7%
Yes	93%
Total	100%

**Question D6: Household Television Services**

<b>Does your household subscribe to one of the following television services?</b>	<b>No</b>	<b>Yes</b>	<b>Total</b>
Cable television service	26%	74%	100%
Satellite service	80%	20%	100%

**Question D7: Bicycle Use**

<b>Do you or other household members use a bike for:</b>	<b>No</b>	<b>Yes</b>	<b>Total</b>
recreation or exercise	56%	44%	100%
commuting to school	96%	4%	100%
commuting to work	94%	6%	100%
transportation for other kinds of trips	92%	8%	100%

**Question D8: Respondent Ethnicity**

<b>Are you Spanish/Hispanic/Latino?</b>	<b>Percent of respondents</b>
No	91%
Yes	9%
Total	100%

**Question D9: Respondent Race**

<b>What is your race?</b>	<b>Percent of respondents*</b>
American Indian or Alaskan native	1%
Asian or Pacific Islander	23%
Black or African American	6%
White/Caucasian	68%
Other	7%

*\*Total may exceed 100% as respondents could select more than one answer.*

**Question D10: Do you speak a language other than English at home?**

<b>Do you speak a language other than English at home?</b>	<b>Percent of respondents</b>
No, English only	64%
Yes	36%
Total	100%

**Question D10a: Which language?**

<b>Which language?</b>	<b>Percent of respondents*</b>
Persian	2%
Chinese	26%
Spanish	23%
Korean	7%
Vietnamese	1%
Russian	5%
Farsi	1%
Other	35%
Total	100%

*\*Asked only of respondents who said they speak a language other than English at home.*

**Question D11: How well do you speak English?**

<b>How well do you speak English?</b>	<b>Percent of respondents*</b>
Very well	56%
Well	34%
Not well	9%
Not at all	1%
Total	100%

*\*Asked only of respondents who said they speak a language other than English at home.*

**Question D12: Respondent Sex**

<b>What is your sex?</b>	<b>Percent of respondents</b>
Male	46%
Female	54%
Total	100%

**Question D13: Respondent Age**

<b>In which category is your age?</b>	<b>Percent of respondents</b>
18-24 years	3%
25-34 years	21%
35-44 years	20%
45-54 years	22%
55-64 years	15%
65-74 years	10%
75 years or older	10%
Total	100%

**Question D14: Annual Household Income in 2009**

<b>What was your household's total annual income in 2009?</b>	<b>Percent of respondents</b>
Less than \$25,000	7%
\$25,000 to \$49,999	14%
\$50,000 to \$99,999	35%
\$100,00 to \$149,999	22%
\$150,000 to \$199,999	10%
\$200,000 or more	11%
Total	100%

<b>Question D15: Presence of Children age 12 or Under in Household</b>	
<b>Do any children 12 or under live in your household?</b>	<b>Percent of respondents</b>
No	75%
Yes	25%
Total	100%

<b>Question D16: Presence of Teenagers age 13 to 17 in Household</b>	
<b>Do any teenagers aged between 13 and 17 live in your household?</b>	<b>Percent of respondents</b>
No	86%
Yes	14%
Total	100%

<b>Question D17: Presence of Seniors age 60 or Older in Household</b>	
<b>Are you or any other members of your household aged 60 or older?</b>	<b>Percent of respondents</b>
No	68%
Yes	32%
Total	100%

<b>Question D18: Voting Behavior</b>	
<b>Did you vote in the November 2009 Mayor and Council election?</b>	<b>Percent of respondents</b>
No	45%
Yes	44%
Ineligible to vote	9%
Don't know	3%
Total	100%

<b>Area of Residence</b>	
<b>Which best describes where you live?</b>	<b>Percent of respondents</b>
Between Hungerford Drive/Rockville Pike (MD 355) and I-270	60%
East of Rockville Pike (MD 355)	24%
West of I-270	17%
Total	100%

<b>Language of Survey</b>	
	<b>Percent of respondents</b>
English	97%
Spanish	1%
Russian	0%
Vietnamese	0%
Chinese	1%
Korean	1%
Total	100%

## Appendix B: Survey Results by Location within Rockville

The following pages contain breakdowns of the survey results by geographic location within Rockville. Where differences between subgroups are statistically significant ( $p < 0.05$ ), they are shaded grey.

Quality of Life by Geographic Location				
	Geographic area of residence			
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City Overall
Overall, how would you describe the quality of life in the City of Rockville?	71	74	77	74
How do you rate the overall quality of your neighborhood?	57	74	81	71
How do you rate Rockville as a place to raise children?	68	76	82	75
How do you rate Rockville as a place to retire?	51	58	59	56

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

Ratings of Community Characteristics by Geographic Location				
	Geographic area of residence			
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City Overall
Sense of community	60	62	63	62
Overall appearance of Rockville	64	67	70	67
Opportunities to attend cultural or arts events	66	66	69	67
Openness and acceptance of the community toward people of diverse backgrounds	65	70	75	70
Availability of affordable housing	35	36	34	36
Ease of travel in Rockville by bicycle	50	46	53	48
Ease of travel in Rockville by walking	57	53	54	54
Ease of travel in Rockville by transit	65	63	60	63
Ease of travel in Rockville by car	56	60	59	59
Quality of new residential development	53	60	61	59
Quality of new commercial development	54	58	64	58
City of Rockville drinking water quality	63	58	58	59
Rockville's natural environment	67	62	65	64

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

<b>Ratings of Safety by Geographic Location</b>				
	<b>Geographic area of residence</b>			
	<b>East of Rockville Pike (MD 355)</b>	<b>Between Hungerford Drive/Rockville Pike (MD 355) and I-270</b>	<b>West of I-270</b>	<b>City Overall</b>
Crossing the street in Rockville	61	61	72	63
In your neighborhood during the day	79	83	89	83
In your neighborhood after dark	59	68	79	68
In business areas in Rockville during the day	78	79	81	79
In business areas in Rockville after dark	61	64	66	64

*\*Average rating on 100-point scale (0=very unsafe, 100=very safe)*

<b>City Employee Ratings by Geographic Location</b>				
	<b>Geographic area of residence</b>			
	<b>East of Rockville Pike (MD 355)</b>	<b>Between Hungerford Drive/Rockville Pike (MD 355) and I-270</b>	<b>West of I-270</b>	<b>City Overall</b>
Knowledge	73	71	81	73
Courtesy	74	74	83	75
Responsiveness	72	68	82	71
Follow-up (got back to you or took action if needed)	67	65	81	68
Overall customer service	72	69	82	72

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

*Note: Asked only of those respondents who reported having had contact with a City employee in the last 12 months.*

Ratings of City Services by Geographic Location					
	Geographic area of residence				City Overall
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270		
Refuse collection	79	74	78		76
Recycling services	81	72	80		76
Leaf pick-up	71	67	69		69
Street repairs and maintenance	58	55	62		57
Snow and ice removal	52	54	65		55
Street sweeping	50	59	60		57
Street lighting	48	55	59		54
Street tree maintenance	49	56	58		55
Sidewalk maintenance	56	58	64		59
City of Rockville's water and sewer services	68	65	72		67
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	50	57	63		56
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	49	57	66		56
Building permit process	46	54	62		53
Providing planning and zoning information	53	55	67		56
Recreational programs	68	67	73		68
Recreation centers	68	68	76		69
Athletic fields (such as baseball/softball, soccer or football)	61	68	69		66
Playgrounds (tot lots)	65	69	75		69
Range of activities available in parks and recreation centers and facilities	63	67	68		66
City-sponsored special events (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show)	74	71	77		73
Appearance of City parks	67	70	74		70
Restaurants and shopping opportunities in Town Center	63	68	70		67
Maintenance of Rockville Town Center	74	76	79		76
Enforcement of traffic laws by Rockville Police Department	62	60	70		62
Crime prevention efforts	53	63	70		61
Overall City of Rockville police services	61	65	72		65
Environmental protection and sustainability initiatives	56	60	71		61
Senior citizen programs and services	56	72	75		69
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)	58	72	75		69
The Rockville Channel (Cable Channel 11) programming	58	57	60		58
The City of Rockville's website (www.rockvillemd.gov)	58	61	63		60

\*Average rating on 100-point scale (0=poor, 100=excellent)

Overall Quality of City Services Rating by Geographic Location				
	Geographic area of residence			
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City Overall
Overall, how would you rate the quality of services in Rockville?	65	68	73	68

\*Average rating on 100-point scale (0=poor, 100=excellent)

Public Trust Ratings by Geographic Location				
	Geographic area of residence			
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City Overall
I receive good value for the City of Rockville government taxes I pay	64	63	67	64
I am pleased with the overall direction that the City of Rockville government is taking	63	64	67	65
The City of Rockville government welcomes citizen involvement	69	69	71	69
The City of Rockville budgeting process is open and understandable to residents	57	60	63	59
The City of Rockville government listens to its residents	58	61	63	60
I am pleased with the overall performance of the City of Rockville Mayor and Council	64	63	65	64

\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)

Voting Behavior Ratings by Geographic Location				
	Geographic area of residence			
	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City Overall
Too busy/no time	59	57	58	58
Just don't care about local politics	65	65	67	65
Don't have enough information about the candidates/issues	73	70	69	70
Don't have a way to get to the polls	40	37	29	36
Don't know whom to vote for	68	65	72	67
Feel their opinions don't matter	59	57	52	57
Intimidated/overwhelmed by the process	50	43	37	43
Local elections are not held with general elections	64	60	64	62

\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)

## Appendix C: Survey Results by Demographic Subgroups

The following pages contain breakdowns of the survey results by demographic subgroups within Rockville. Where differences between subgroups are statistically significant ( $p < 0.05$ ), they are shaded grey.

Quality of Life Ratings by Demographic Subgroups																	
	Respondent length of residency					Respondent housing unit type			Rent or own			Household income					
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Overall, how would you describe the quality of life in the City of Rockville?	75	72	73	74	76	74	75	73	74	72	75	74	72	76	74	74	74
How do you rate the overall quality of your neighborhood?	69	71	72	71	73	71	70	72	71	70	72	71	67	73	70	73	71
How do you rate Rockville as a place to raise children?	69	78	77	76	77	76	76	75	75	74	76	76	71	79	77	76	76
How do you rate Rockville as a place to retire?	54	61	56	58	56	57	54	59	57	56	57	57	50	64	52	57	56

\*Average rating on 100-point scale (0=poor, 100=excellent)

Quality of Life Ratings by Demographic Subgroups														
	Age				Gender			Race			Ethnicity			
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall	
Overall, how would you describe the quality of life in the City of Rockville?	72	75	74	74	74	75	74	75	72	74	74	77	74	
How do you rate the overall quality of your neighborhood?	67	72	74	71	70	72	71	73	69	71	71	72	71	
How do you rate Rockville as a place to raise children?	71	78	76	76	76	76	76	76	75	76	76	75	76	
How do you rate Rockville as a place to retire?	50	58	60	57	57	57	57	55	61	57	57	56	57	

\*Average rating on 100-point scale (0=poor, 100=excellent)

**Community Characteristics by Demographic Subgroups**

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Sense of community	59	59	64	63	66	62	63	62	62	59	64	62	58	65	59	64	62
Overall appearance of Rockville	65	66	68	67	69	67	67	67	67	67	67	67	65	70	65	69	67
Opportunities to attend cultural or arts events	65	61	66	66	73	67	68	64	66	63	68	66	61	64	66	73	66
Openness and acceptance of the community toward people of diverse backgrounds	69	68	74	69	68	69	69	69	69	66	71	69	68	73	67	72	70
Availability of affordable housing	35	34	41	37	36	37	38	36	37	31	40	37	34	40	35	37	36
Ease of travel in Rockville by bicycle	43	40	51	48	57	48	53	42	48	40	53	48	44	52	47	51	48
Ease of travel in Rockville by walking	52	51	54	58	58	55	58	51	55	50	58	55	52	55	55	57	55
Ease of travel in Rockville by transit	65	60	69	62	62	63	64	62	63	61	65	63	63	65	61	63	63
Ease of travel in Rockville by car	58	59	60	62	59	59	58	61	59	60	59	59	56	65	61	57	59
Quality of new residential development	58	56	63	65	56	60	58	61	60	59	61	60	58	62	60	61	60
Quality of new commercial development	60	57	60	65	56	59	57	62	59	60	59	59	58	63	59	60	60
City of Rockville drinking water quality	51	55	62	66	66	60	64	56	60	52	64	60	54	60	60	62	59
Rockville's natural environment	58	62	65	68	67	64	66	62	64	62	65	64	60	66	63	66	64

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

**Community Characteristics by Demographic Subgroups**

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
Sense of community	58	62	65	62	61	63	62	62	63	62	62	62	62
Overall appearance of Rockville	65	67	68	67	66	68	67	67	68	67	67	73	67
Opportunities to attend cultural or arts events	61	65	72	66	65	67	66	69	62	66	67	64	66
Openness and acceptance of the community toward people of diverse backgrounds	68	70	70	69	72	68	69	72	65	69	70	65	69
Availability of affordable housing	34	37	38	37	38	35	37	36	37	37	37	36	37
Ease of travel in Rockville by bicycle	44	49	51	48	48	49	48	49	48	48	47	56	48
Ease of travel in Rockville by walking	52	55	56	55	55	55	55	55	55	55	54	61	55
Ease of travel in Rockville by transit	63	63	63	63	63	63	63	63	63	63	63	67	63
Ease of travel in Rockville by car	56	63	58	59	58	61	59	56	67	60	59	64	60
Quality of new residential development	58	61	61	60	59	61	60	59	61	60	60	64	60
Quality of new commercial development	58	61	59	60	58	61	59	58	62	60	59	65	60
City of Rockville drinking water quality	54	60	65	60	62	59	60	61	58	60	60	63	60
Rockville's natural environment	60	64	67	64	64	64	64	64	65	64	64	69	64

\*Average rating on 100-point scale (0=poor, 100=excellent)

**Safety Ratings by Demographic Subgroups**

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Crossing the street in Rockville	63	64	58	64	65	63	65	62	63	60	65	63	62	63	63	62	63
In your neighborhood during the day	84	84	82	81	84	83	84	82	83	81	84	83	84	85	83	82	83
In your neighborhood after dark	65	71	67	64	69	67	68	67	68	67	68	67	64	72	68	67	68
In business areas in Rockville during the day	81	83	76	80	76	79	79	79	79	80	79	79	84	82	78	76	80
In business areas in Rockville after dark	63	70	62	64	59	63	63	64	63	65	63	64	67	68	62	59	64

*\*Average rating on 100-point scale (0=very unsafe, 100=very safe)*

**Safety Ratings by Demographic Subgroups**

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
Crossing the street in Rockville	62	63	64	63	64	63	63	63	64	63	63	65	63
In your neighborhood during the day	84	84	81	83	84	82	83	84	81	83	83	78	83
In your neighborhood after dark	64	70	67	68	70	66	68	68	67	68	68	60	67
In business areas in Rockville during the day	84	80	75	79	81	78	79	80	78	79	80	76	79
In business areas in Rockville after dark	67	65	59	64	67	61	64	63	64	64	64	64	64

*\*Average rating on 100-point scale (0=very unsafe, 100=very safe)*

**City Employee Ratings by Demographic Subgroups**

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Knowledge	76	72	74	78	69	73	73	72	73	74	73	73	73	76	77	70	74
Courtesy	80	72	79	82	72	76	75	75	75	74	75	75	71	75	81	76	76
Responsiveness	73	69	76	75	69	71	72	69	71	69	72	71	71	77	74	69	71
Follow-up (got back to you or took action if needed)	68	68	73	69	65	68	68	67	68	61	70	68	67	78	70	64	69
Overall customer service	74	71	74	75	68	72	72	72	72	73	72	72	74	76	75	69	73

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

**City Employee Ratings by Demographic Subgroups**

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
Knowledge	73	77	70	74	76	71	73	75	69	74	74	62	74
Courtesy	71	79	74	75	78	73	75	77	70	75	76	65	75
Responsiveness	71	75	69	71	74	70	71	73	68	71	72	64	71
Follow-up (got back to you or took action if needed)	67	74	64	68	69	68	68	69	69	69	69	63	69
Overall customer service	74	76	69	72	74	71	72	73	70	72	73	64	72

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

Service Ratings by Demographic Subgroups																	
	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Refuse collection	74	73	71	81	79	76	81	70	76	68	79	76	72	73	77	81	76
Recycling services	72	73	72	81	80	76	82	68	76	66	80	76	71	74	77	81	76
Leaf pick-up	66	66	66	73	70	68	71	64	68	64	70	68	65	67	68	72	68
Street repairs and maintenance	58	55	55	61	56	57	59	54	57	54	58	57	53	58	58	59	57
Snow and ice removal	49	54	56	59	58	56	58	52	55	49	59	55	48	54	59	59	55
Street sweeping	58	58	55	60	53	57	54	59	57	58	56	57	57	59	53	60	57
Street lighting	53	53	51	56	56	54	53	54	54	52	55	54	51	52	55	56	53
Street tree maintenance	58	56	54	56	51	55	52	58	55	57	54	55	59	56	52	53	55
Sidewalk maintenance	61	61	57	60	57	59	59	59	59	58	60	59	62	59	57	57	59
City of Rockville's water and sewer services	66	66	64	70	69	67	70	64	67	62	70	67	64	67	68	69	67
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	58	58	59	60	49	56	52	61	56	61	54	56	59	61	52	53	56
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	56	53	61	62	53	56	52	61	57	60	55	57	57	56	54	59	57
Building permit process	55	54	59	58	45	54	50	59	54	57	52	54	51	57	54	52	54
Providing planning and zoning information	54	57	61	54	55	56	53	59	56	55	56	56	54	57	56	55	55
Recreational programs	65	63	66	75	70	68	71	65	68	66	69	68	66	66	69	70	68
Recreation centers	63	64	70	77	70	69	71	67	69	66	71	69	67	69	70	71	69
Athletic fields (such as baseball/softball, soccer or football)	60	64	68	69	69	66	67	66	66	64	68	67	65	66	64	69	66
Playgrounds (tot lots)	63	68	72	70	72	69	71	67	69	66	71	69	67	70	66	70	69
Range of activities available in parks and recreation centers and facilities	63	62	64	72	70	67	69	64	67	63	68	66	65	63	67	68	66
City-sponsored special events (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show)	70	71	72	79	75	73	76	70	73	67	76	73	71	70	77	75	74

Service Ratings by Demographic Subgroups																	
	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Appearance of City parks	67	68	71	72	71	70	71	69	70	69	70	70	70	69	70	70	70
Restaurants and shopping opportunities in Town Center	69	69	71	70	62	68	68	68	68	69	68	68	70	69	67	68	69
Maintenance of Rockville Town Center	76	75	76	80	74	76	77	75	76	75	77	76	79	75	78	76	77
Enforcement of traffic laws by Rockville Police Department	59	62	65	64	62	62	63	61	62	59	64	62	60	61	63	64	62
Crime prevention efforts	60	58	63	60	65	61	61	61	61	60	61	61	55	63	62	61	60
Overall City of Rockville police services	62	64	64	66	69	65	65	64	65	63	66	65	62	63	66	67	64
Environmental protection and sustainability initiatives	63	58	57	66	62	61	63	60	61	59	63	61	61	60	63	60	61
Senior citizen programs and services	66	66	69	71	71	69	68	71	69	68	70	69	68	65	66	71	68
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)	66	68	69	68	73	69	68	70	69	68	69	69	70	65	67	72	68
The Rockville Channel (Cable Channel 11) programming	61	45	64	59	59	58	58	57	58	56	59	58	57	56	56	57	57
The City of Rockville's website (www.rockvillemd.gov)	57	57	63	64	61	61	61	59	60	60	61	60	53	64	60	64	60

\*Average rating on 100-point scale (0=poor, 100=excellent)

Service Ratings by Demographic Subgroups															
	Age				Gender			Race			Ethnicity				
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall		
Refuse collection	72	75	80	76	77	75	76	78	71	76	77	68	76		
Recycling services	71	75	80	76	77	75	76	78	70	75	77	66	76		
Leaf pick-up	65	67	71	68	68	68	68	70	64	68	69	64	68		
Street repairs and maintenance	53	58	59	57	58	56	57	56	59	57	57	60	57		
Snow and ice removal	48	57	59	55	56	55	56	56	54	55	55	54	55		
Street sweeping	57	56	58	57	56	57	57	56	58	57	57	55	57		
Street lighting	51	53	57	54	55	53	54	54	54	54	55	49	54		

Service Ratings by Demographic Subgroups

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
Street tree maintenance	59	54	54	55	57	53	55	54	58	55	55	54	55
Sidewalk maintenance	62	58	58	59	60	58	59	58	61	59	59	62	59
City of Rockville's water and sewer services	64	67	69	67	71	64	67	68	65	67	67	65	67
Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	59	56	54	56	56	56	56	54	59	56	56	58	56
Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division)	57	55	58	57	58	56	57	55	58	56	57	59	57
Building permit process	51	55	53	54	57	51	54	51	56	53	56	38	54
Providing planning and zoning information	54	56	56	56	54	57	56	55	56	55	57	47	56
Recreational programs	66	67	70	68	67	69	68	69	65	68	68	69	68
Recreation centers	67	69	71	69	70	69	69	71	67	69	69	68	69
Athletic fields (such as baseball/softball, soccer or football)	65	65	70	66	67	66	66	68	64	66	67	62	66
Playgrounds (tot lots)	67	68	72	69	70	68	69	72	64	69	69	66	69
Range of activities available in parks and recreation centers and facilities	65	65	69	66	66	66	66	69	62	66	67	64	66
City-sponsored special events (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show)	71	74	74	73	73	74	73	75	69	73	73	75	73
Appearance of City parks	70	70	71	70	70	69	70	71	67	70	70	71	70
Restaurants and shopping opportunities in Town Center	70	68	66	68	69	67	68	68	68	68	68	69	68
Maintenance of Rockville Town Center	79	77	74	76	77	75	76	77	74	76	76	78	76
Enforcement of traffic laws by Rockville Police Department	60	62	64	62	62	63	62	61	64	62	62	67	63
Crime prevention efforts	55	63	63	61	62	61	61	62	59	61	61	65	61
Overall City of Rockville police services	62	64	68	65	66	64	65	67	62	65	65	68	65
Environmental protection and sustainability initiatives	61	61	62	61	62	60	61	63	60	62	61	67	61
Senior citizen programs and services	68	65	72	69	72	67	69	71	67	70	70	65	70
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc)	70	66	73	69	69	69	69	72	66	69	70	60	69
The Rockville Channel (Cable Channel 11) programming	57	56	60	58	56	60	58	58	57	58	58	61	58
The City of Rockville's website (www.rockvillemd.gov)	53	62	64	60	60	61	61	60	62	61	61	53	60

\*Average rating on 100-point scale (0=poor, 100=excellent)

**Overall Quality of City Services Rating by Demographic Subgroups**

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Overall, how would you rate the quality of services in Rockville?	65	65	69	72	70	68	71	65	68	63	70	68	64	69	68	69	68

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

**Overall Quality of City Services Rating by Demographic Subgroups**

	Age				Gender			Race			Ethnicity			
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall	
Overall, how would you rate the quality of services in Rockville?	64	69	70	68	68	67	68	69	65	68	68	68	68	

*\*Average rating on 100-point scale (0=poor, 100=excellent)*

**Public Trust Ratings by Demographic Subgroups**

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
I receive good value for the City of Rockville government taxes I pay	61	63	65	68	64	64	66	62	64	62	65	64	61	65	65	65	64
I am pleased with the overall direction that the City of Rockville government is taking	66	65	66	68	62	65	65	65	65	65	65	65	65	69	63	61	65
The City of Rockville government welcomes citizen involvement	68	64	70	72	69	69	69	68	69	67	69	69	67	69	69	69	69
The City of Rockville budgeting process is open and understandable to residents	59	58	58	65	58	60	58	61	60	60	60	60	53	61	63	58	59
The City of Rockville government listens to its residents	63	58	60	66	58	61	59	62	61	62	60	61	59	62	62	57	60
I am pleased with the overall performance of the City of Rockville Mayor and Council	63	62	66	67	63	64	63	65	64	64	64	64	61	68	64	61	63

*\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)*

**Public Trust Ratings by Demographic Subgroups**

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
I receive good value for the City of Rockville government taxes I pay	61	65	66	64	64	65	64	64	64	64	65	63	65
I am pleased with the overall direction that the City of Rockville government is taking	65	66	64	65	63	67	65	64	68	65	66	61	65
The City of Rockville government welcomes citizen involvement	67	69	70	69	69	69	69	69	69	69	69	68	69
The City of Rockville budgeting process is open and understandable to residents	53	62	60	60	59	61	60	60	60	60	60	56	60
The City of Rockville government listens to its residents	59	62	60	61	60	62	61	59	64	61	61	60	61
I am pleased with the overall performance of the City of Rockville Mayor and Council	61	66	64	64	62	66	64	63	66	64	64	63	64

*\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)*

Voting Behavior Ratings by Demographic Subgroups

	Respondent length of residency						Respondent housing unit type			Rent or own			Household income				
	2 years or less	3 to 5 years	6 to 10 years	11 to 20 years	21 years or more	City Overall	Detached single-family	Attached	City Overall	Rent	Own	City Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	City Overall
Too busy/no time	61	59	55	57	57	58	57	60	58	60	57	58	63	64	57	50	59
Just don't care about local politics	63	64	62	65	70	65	67	64	65	63	66	65	65	64	65	68	66
Don't have enough information about the candidates/issues	73	75	74	71	61	70	71	70	71	71	70	71	78	76	70	65	72
Don't have a way to get to the polls	37	34	39	37	35	36	35	37	36	39	35	36	34	40	37	34	36
Don't know whom to vote for	65	68	72	68	67	68	69	66	68	65	69	68	67	69	71	67	68
Feel their opinions don't matter	55	57	53	56	62	57	57	57	57	57	57	57	53	58	59	59	57
Intimidated/overwhelmed by the process	41	43	41	48	45	44	45	44	44	44	44	44	43	44	46	43	44
Local elections are not held with general elections	63	63	57	62	59	61	63	60	61	59	62	61	59	61	63	63	62

\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)

Voting Behavior Ratings by Demographic Subgroups

	Age				Gender			Race			Ethnicity		
	18-34	35-54	55+	City Overall	Male	Female	City Overall	White	Non-white	City Overall	Non-Hispanic	Hispanic	City Overall
Too busy/no time	63	61	51	58	55	61	58	59	57	58	58	59	58
Just don't care about local politics	65	65	67	65	65	65	65	67	62	65	65	69	65
Don't have enough information about the candidates/issues	78	73	62	70	71	70	70	71	70	71	70	76	71
Don't have a way to get to the polls	34	38	36	36	33	39	36	35	40	36	37	35	36
Don't know whom to vote for	67	70	65	68	65	69	68	68	67	68	67	77	68
Feel their opinions don't matter	53	59	58	57	58	56	57	57	56	57	56	62	57
Intimidated/overwhelmed by the process	43	45	44	44	42	46	44	42	47	44	44	50	44
Local elections are not held with general elections	59	62	61	61	61	61	61	64	54	61	62	54	61

\*Average rating on 100-point scale (0=strongly disagree, 100=strongly agree)

## Appendix D: Verbatim Responses to Open-ended Question

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order.

### Question 19: Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the City government's services and performance?

- 1) Please evaluate if some services could be provided at lesser cost if done by or in cooperative with the jurisdictions
- 1. Build or suggest to build bridges areas Rockville Pike. It is really pedestrian unfriendly road, several people were killed during last a couple of months by cars when crossing the street. 2. Change the 60-day notice of move out from a rent house policy to 30-day as other places.
- 1. Develop a group of young persons (primarily high school age) to be able of performances snow removal for elderly citizens. Such services should be paid for by those who are served who can pay or from some fund for those who are poor. Such services could be eligible for public service credit for the high school students.
- 1. Improve pedestrian path and make it more safe and ease to walk 2. If possible, provide free shuttle for seniors to Rockville downtown or any other activities posted by community.
- 1. Keep Rockville safe, well life, traffic moving & balanced budgets, 2. Bicycle lanes would be a great addition for those of us who bike, 3. I am pleased with how our city is run.
- 1. Offer our youth plenty of supervised activity, 2. Make the love of animals even better. Really appreciate what our mayor has done in this area and much more. Check The cleanliness in & around shopping centers.
- 1. Recycling should be available at grocery stores etc & better recycling (Batteries, Bulbs). 2. Bicycle stands (Racks) at school and metro centers. 3. That you improve the dog park with more (king farm) grass (Less gravel) and some more seats. 4. More soccer fields less baseball fields.
- 1. Thank you for town center-It continues to be wonderful. Would like to see more public art in/around town Ctr. Pls. no additional big loud concerts. The current ones are enough. 2. Pls. Continue to make Rockville pike more pedestrian friendly & mixed use 3. Pan handling in town Ctr-7s it legal? 3 times this year I was approached for money 4. I would favor moving fire station away from town ctr. Because of noise for residents. I know it is essential but as a new resident to town ctr.-the noise is distractive at night.
- A traffic light would be great at Rockville Pike & Talbot St. It's a dangerous intersection for car to make left to go to Rockville town square.
- Absenter ballot for the disable.
- All doing a great job thanks.
- An entrance to the senior center from Gude Drive would be a great improvement.
- As a statistician, you will glean nothing from question #18 you are asking us to guess at others reason, and often our perception does not match reality.
- Bike paths/parks are frequently full of trash & in Twin Brook, drunks. Need police surveillance in the parks to make them feel safer & be cleaner.
- Biking is very unsafe in Rockville. We need many more biking routes, especially in areas surrounding the subway stations.
- Candidates for Mayor and Council members should declare political party Affiliation.
- Candidates should schedule small group meetings in communities. Local schools, Home owners association meetings.

- City needs to be active in maintaining/improving quantity of MCPS that serve our city.
- City of Rockville employees who cruise the neighborhoods should be vigilant for things in need of repair (such as decaying bridges in parks), pre-pruning needs, obstructed street signs, violators to city code (e.g., cars in backyards). Police should be more attentive to recurring incidence of car vandalism and preventive measures. Redo “welcome” signs in intersections to make “Rockville” more prominent - cant read it in the logo.
- City recreation - Too many activities, too many supervisors more babysitting than instructional: especially summer camps waste of tax payer funds need new leadership ice rink (town center) is low quality at best. What happened to “regular ice”
- Controversy tends to bring out voters. Rockville is “Civilized” & there is little difference among various candidates (except mayor).
- Crime prevention, neighborhood safety, enforce no parking on sidewalk, It is hard to walk when the car park on side walkway.
- Decreased parking fees down town library so people can move too much growth on Rockville pike. Make effort to have a fordable housing/rent.
- Discontinue being a sanctuary city for illegal immigrants. Cut back on wasteful spending. All the services are nice if you can afford them. Photo speed enforcement is just another tax. Show me any proof that it’s made the city safer.
- Ditch the town center skating rink-waste of money.
- Do not like what you have done with town CTR I will not go to the library who wants to park in a garage and walk.
- Do not run the CCT down King Farm Blvd.
- Don’t want the “connector” coming thru Rockville. The noise will be debilitating!
- Efforts of Rockville government and services are all very good. We have lived here for over 20 years and everything continues to improve!
- Encourage utilities to bury lines in downtown Rockville - Rt 355 reduce attention to low priority environmental issues and recycling.
- Enjoy swim center - use about 5 times a week. My wife.
- Excellent pool & summer camp & rec programs!
- Expensive housing. It is hard to buy a house in Rockville.
- Fix the website-its impossible to navigate & especially the planning dpt. and commit to red gate the city needs /deserves a variety of recreational activities.
- Fix/build empty old giant near town square & old orange ball billiards area; it looks awful!
- Follow through on issues impacting Rose Hill. There is way too much speeding in neighborhood and nothing has been done by public safety or the police!!
- For special programs, make criteria more about the need or cause for program, not the demographics. Allow disable citizen participate programs for elderly since the need is the same.
- First arrived foreigners need a driver’s license, but Rockville didn’t provide information about how can get the driver’s license and too complicated.
- Get rid of high dog park fees/codes. More concentration on parks & Rec. Job development and easy access to local elections.
- Get rid of the speed cameras.
- Good activities and services for youth. We enjoy the special events in the Town Center.
- Good playgrounds for kids and safe for children
- Good schools. Too much traffic.
- Great place to live. Excellent services for youth & seniors. Town center is enjoyable, beautiful & safe!!!
- Hard to use web site for permitting info, Rockville alerts are fantastic, Need similar list serv. for cultural events in Rockville & Montgomery County, Horrible Pepco service.

- Have a Taste of Rockville separate from Hometown Holidays. There are too many cars parked on neighborhood streets.
- Have better full size maps of Millennium Trail along the trail fix the water pipes and communicate what is going on.
- Have lived here only 18 months
- Help emigrants by using English on all printed matter.
- High taxes
- I always have to call at least twice to get refuse removal to come.
- I am tired of the waste in public works. E.g.: crews sleeping in trucks whole running, in tucked away places. There is an emence waste of man hours and resources while these guys sit around in their Ac/ heated trucks burning fuel for hours doing nothing. DPW tore up my sidewalk 3 yrs ago and after numerous phone calls and some BS responses it is still not fixed. I think I'm going to repair it my self and send the city my bill at least I'll be working.
- I and everyone I know, avoid driving to the town center whenever possible-why would we pay to use the library or shop at CVS. Where we can do go down the street for free? The town center no longer belongs to us!
- I could not use my driver's license to get a "resident" status to use city of Rockville recreation facilities. That's ridiculous and Un-American.
- I do not own a car, so my primary mode of transportation is walking; I often feel unsafe doing so, primary due to poor driver attention, poorly maintained / lack of sidewalks & crosswalks and people following posted signs & traffic laws.
- I enjoy the Rockville Town Center and the events in the Center
- I feel like Rockville is segregated into different parts of the city, Lincoln Park & east Rockville does not feel like it is part of Rockville and the town center itself feels isolated from the rest of the city as well. I encourage, local leads to continue to develop the rest of Rockville and make it more pedestrian friendly similar to Bethesda.
- I feel living in a continual care facility so much in this survey does not apply to me. I'm also new to Rockville, or not for that matter.
- I have always received good service when I called for it.
- I have been complaining to the city or officials about bike & pedestrian safety for years. After many close calls, last week a car hit me. Are you listening?
- I have lived here for 49 years and I have loved Rockville with it progressive's moves, citizen participation and many activities, now I must leave for CA to live at my daughter. I will miss Rockville greatly.
- I have received this survey several times-always suggested that condo owners should have a monthly (or quarterly) pick-up of larger items- you devalued our properties each year buy raised our prop taxes each year-condo Assoc. pay sep. fees for these items-ergo-our Condo fees increase according.
- I have small children and I hear that schools are a little over populated, so I would like that to be better, I guess.
- I like living in the area, however find it very expensive.
- I like the city very much but it is an expensive place to live and the traffic especially 355 & 270 are daunting.
- I live in King Farm so I don't use many city services of what I do. I think Rockville is good value for money.
- I live in the town center and I love it! My wife believes there are not enough village centers keeping pace with the new housing going up. I'm inclined to agree.
- I love Rockville and wish to stay here for a long time may be buy a house.
- I think the government does a great job with the resources available. I would like more info on how it is different that the Mont Cny Govt. I don't know who does what.

- I urge the mayor and city council to take action to promote the growth of Professional, Scientific and Technical employment in Rockville, along with seeing that the corresponding transportation needs are met to ensure the continued growth of Rockville.
- I wish low-income household can be allowed to get cable television service free! I cannot watch my TV. The reception is too bad I don't like to turn it on.
- I would appreciate if the city of Rockville would invest some money for proper equipment to deal with snow. If the people need to shovel 3 feet of snow with little plastic shovels, it's obvious that this cannot work. Also, don't put all the snow on the sidewalks, so that there is no way for pedestrians to move safely. The reason I feel unsafe coming the street is the way people drive, not a lack of traffic.
- I would like to get a brief synopsis if major issues like Beal's grant but I doubt if the political "sides" would ever agree on what "the facts" are so probably not worth the staff time to pursue this.
- I would like to see a grocery store built in the Rockville town center. Lights indicating crossing streets don't seem to work well. Traffic light system is kind of a puzzle.
- I would like to see more bicycle friendly initiatives so I could bike to work safely.
- I would like to see Rockville offer more housing that aren't in ghetto nasty areas!
- I would like you to remember that everyone does not have a computer.
- I would love to make my neighborhood safer and increase the usual appeal. Our cars have been broken into 2 times in the 16 months we have lived here.
- I'm CNA in Washington. I too busy, no time for me.
- I'm worried about businesses failing in town center would like to see more retail-book store, grocery store.
- Improve telephone customer service. Employees seem curt and imposed upon. Complaints taken as personal attacks.
- Improve the look of 355 along College Parkway & Gude drive. It looks ugly, like a rail yard from Ford Drive/Washington Street & Gude.
- Improved safety @ Viers Mill & Atlantic. Stronger police presence to keep people safe not just hand of tickets!
- In favor of grocery store in town center and the ice rink. Transportation is an issue for elderly as pop increases.
- In Rockville most candidates are liberal democrats, accordingly you are not voting on differences in philosophy but only differences in personality.
- Increase lighting in residential areas.
- Instead of the stones in down town Rockville, please build a play ground for the kids.
- It would be nice if local Gov't would keep its nose out of private liberties - revoke the Trans fats law, for example. Less taxes. Less Gov't activity in all things but police & utility work.
- It's just very average here and it was better 10 years ago when I moved away.
- I've lived here all of my 56 years. Will be moving within next year. Too much traffic, congestion, too expensive. Heard young member on city council wanting more growth. Too much for me.
- I've lived here for 10 years and love it.
- Keep developing in the current direction, especially more housing in town centre. Not owned by RIS.
- Keep it up
- Keep up good work, keep residents informed about events, agenda. Thank you for civic participation & programs. Very energetic city.
- Keep up the good work!
- King Farm Dog Park needs to be monitored more closely for Rockville city only residents to use. Also, dog trash bins should be more readily available in the city.
- Less residential & commercial development; fewer traffic cameras, improve Rockville pike; improve Montrose parkway interchanges; ones sister city adequate.
- Lived in Rockville first 18 months, but feel I will really be enthusiastic about Rockville with more experience.

- Look at Kertlends as a model-lots of neighborhood restaurants.
- Love Rockville police. Time town center events, life style that is why I moved here 6 years ago.
- Lower the taxes if possible - many residents on fixed incomes.
- Make that stupid mgmt co. at town center stop charging for parking fix potholes in a more timely fashion. No excuses for this past winters fiasco with the roads!!! No parking fees! Crockery store needs to come in but stupid mgmt co. wont budge on leases co. well new peach Soto capacity Rockville seems to think its Bethesda & its hot, so stop charging for parking!
- Mayor and council seem to be tone deaf for the last few terms they don't get it!
- Mayor is not professional. Vacant buildings on Rock. Pk / Wisc Ave (too many).
- Modernization and look of the city needs more work. Especially the old Giant next to the Maxim grocery store. Rockville government should work to rebuild it, it has been too many years, and many others.
- More "green" areas wanted! fields, etc.
- More activities in the town center.
- More ethnic events. More events & entertainment for people of color.
- More focus on pedestrian safety - motorists ignore/run down pedestrians, even when pedestrians have the right-of-way. Motorists need to be educated/held accountable with traffic laws enforced routinely.
- More jobs creation in professional fields is needed. Thanks.
- More notice should be given for street road work, stricter enforcement of dog laws (unleashed, dangerous breeds)
- More programs for Rockville library - Author visits, Book Readings, Children reading programs, Family programs Book fairs & fund raisers - showing of popular children's films at discount rates.
- More public transportation is needed, more detailed information should be given about available public transportation.
- More road improvements needed and free children's programs.
- Much more affordable, safe housing is needed in the city. Waiting for an available MPPU apartment in a desirable development is as futile as looking for a needle in the haystack. Residential code enforcement must be improved as well. Immediately!
- Much Retail-Commercial space is Vacant. Juvenile crime is increasing in some neighborhoods.
- Need a grocery store near or in Rockville Town center.
- Need more enforcement of traffic laws - no crossing double lines, no using cell phone, no turn on right at designated lights. Bike path on Old Berge Town Road overgrown & dangerous.
- Need more improvement in traffic/congestion matters.
- Need more info from planning commission and better service by planning staff - most employees at Rockville are very helpful - need better services for current residents and less development and mixed use projects.
- Need more parks in center of Rockville e.g. Empty lot on Monroe place should be joined to Monroe Park this little park is used all the time. More green space needed here.
- Need the following; Training classes/courses for aggressive drivers, More walking paths more ternate roads / HWs to prevent traffic congestion.
- Need to make sure outside street lights work-feel unsafe walking in neighborhoods - Nelson St. keep trees trimmed-discuss w/PECPO power problems.
- No - I think we are fortunate to be here.
- No thanks. I love this city.
- No. 54 level in the town center is unacceptable for such a small area. The city needs to consider residents who live surrounding town center.
- None very good.
- Not enough parking at Rockville town Ctr. Larger support Rockville. Business Campaign.

- Nowadays we find vacant houses in the area. It is better of the city in collaboration with the county and HOC try to help first time house buyers get their homes as much as possible and also open letter plausible opportunities for housing particularly people with families. Ex. Immigrant.
- Object to digging up beautiful median strip on King Farm Blvd to put in bus or rail line; would disrupt peaceful community; allow parking in front of Ingleside (701 King Farm Blvd) for staff and guests.
- One overall expense to live in Rockville is very high taxes, housing, etc.
- Open outdoor pool (in summer) @ 11am for Lap swimming only! Give us swimmers 1 hour of bliss please!!! #2 open MC/Rockville-Princeton place fence for better access please!
- Our water often smells like rotten eggs/burned hair & needs to run a while to get rid of smell! Also, I want to see more concern / stricter regulations when it comes to over populated (w people & cars) houses, We have a house on our block that has at least 10/12 people & they all are not related! I think some are indentured servants.
- Over all I think it's a very good place to live in.
- Overall the city police, planning, court, public area are great. Just don't think we should pay off a golf course debt. Aka red hat.
- Parking in Rockville still a problem - cost unclear in consistent - re meters: got a \$ 40 ticket while parking on MD Ave serves from EOB after 8p - attracted a candidate forum in EOB cafeteria - sign stated I'm parking till 10p - absolutely no indication per sign meter fees were applied. Too much man-made global warming emphasis
- Plan streets ahead & then fix! Rockville like a waste of time to use street. Every yr, they do it over!
- Please consider bringing more chain type stores to Downtown Rockville (The town center). The boutique type places don't bring a lot of business (Ex: The strange Art place, across from First Watch-what is that place? I think Congressional Plaza is successful because they have more chains. Also, the parking is a pain! Please make it free sometime it dissuades us from shopping CWS Rockville town center.
- Please consider improving road quality in areas south of Rockville town 5a on 355. Continue w/ plans for walk able neighborhoods like Rockville town 5a & White Flint area.
- Please consider making indoor activities on weekends during fall & winter season for 18 mar & above
- Please do not change the parking fee when we park the car at the public area like the Rockville library/town center.
- Please justify the high salary paid to Rockville city manager. Does this position receive a bonus?
- Please restrict new development to much traffic in Rockville
- Please take care of wasteful practices - it doesn't take 5 people to repair sidewalk - 2 working and 3 standing around drinking coffee. I'd like to see the city be a leader for peace, acceptance of diversity (i.e. continue services for the poor including the undocumented) the Rockville roads are really getting bad- I worry that we don't rebuild old infrastructure.
- Poor traffic & development control; new sewer/water fee a tax; no grocery store in town center, parking fees town center.
- Poor-Snow-Plowgh. On off streets (Not main).
- Public parks need restrooms available for the children.
- Put concerns and needs of working tax paying citizens first!
- Real Estate taxes too high.
- Recieving traffic violations in the mail (when taken by a corner) does not serve the end goal of reducing traffic violations as being pulled over by the police does (usual response is to immediately correct behavior not achieved if you send a photo in the mail two weeks later).
- Reduce the parking ticket fee. There are many teachers who take their business away from downtown Rockville center because parking ticket fees are too high. If were enjoying ourselves and forget to pay the meter, we'd rather be somewhere where parking tickets aren't so high. Many of us now go to the Reo or Clydes because of this.

- Repeal all ordinances that are invasive-including the ban on Trans fats more individual & business freedom-less Gov't. Keep the city out of arts & other creative enterprises.
- Residents for 25 years since 1986. For a suburban location would not ever consider moving. For an urban environment I/we might consider moving.
- Retirees had no raises this year and many business people had none nor did their employees with job losses. Why are Rockville employees getting raises? Council? Shame on you!!!
- Rockville is a great place to live and work. However, there is too much growth being promoted. Roads and schools are especially impacted.
- Rockville is a place to raise a family with confidence because of the low crime rate.
- Rockville is crawling with skateboarders give them free skate parks.
- Rockville pike is too congested; stop building any more commercial or residential spaces. Traffic is horrible. Rockville does not need any more new construction!
- Rockville town center is great! City landscaping & environment care is very good.
- Rockville. Recreational activity was extremely great that I joined last week. The instructor was good and the bus was great. 'Falling water tour'.
- Run down neighbor hoods-property not being taken care of no housing code. (Painting, shabby, house on corner 355 & 28 horrible sight - disgusting)
- Seeding after new sidewalk put down on Lodge courts & places were not done. Both side of street left bare where grass grew before new sidewalk put in place. City employees not always informed. When I called that the street light was out told to call pepco. I told employee that was wrong, but insisted, so I call pepco. Two months later pepco called and said call City of Rockville. We were without the street light for 2 months. Dangerous for school children and dog walkers.
- Senior service center hampered by individual egotism.
- Shorter Survey
- Sidewalk maintenance in Falls Grove/Shady Grove area, mainly on Montenegrin Ave Street is poor. Man - hole sometimes uncovered.
- Snow removal needs to improve; several good quality, low cost after school programs were cut in the last two years due to budget issues; decrease in services offered from five years ago; overall a great city to live in.
- Some police officers, XXXX need's training respect. Integrity, honesty and less arrogance, she's an inferior & mediocre judgemental officer.
- Special thanks to the dedicated work of police officer Robert Rappoport.
- Staff - Louise Atkins - very professional courteous knowledge, Staff - Janet Kelly
- Stop kissing the asses of developers!
- Stopped going to town center since parking fees were imposed after 7:00pm. I refuse to pay for parking to go shopping! Also, I think parking fees for the public library is outrageous if go to other libraries that do not charge for parking.
- Suggestion: work w/ civic engineering to make car transportation around congested parts of the city more efficient (e.g. setting stop lights on car activators rather than on timers)
- Take their signs down immediately after an election. These people contribute to garbage!
- Taxes keep going up with no real change in quality of services being delivered.
- The budget process and individual department budgets should be more transparent and open to the public.
- The city government is in the hands of developers and real estate magnates to the detriment of the average citizen who counts for little of nothing. Politicians are all the same-greedy and selfish!
- The city has changed dramatically in the 16 years I have lived here but little outreach to multicultural make up of the residents. The mayor and city council do not reflect or represent these changes. Is this survey available in other languages? How many were requested? Why weren't envelopes address to a person?

- The city of Rockville is a terrific place to live. The city is exceptionally responsive to its citizens. Overall, just a few items have room for improvement.
- The city sticks its nose way to much in citizens business!
- The crossing light by Woodley Park needs to be a blinking red - no cars stop for blinking yellow light.
- The current traffic model seems unsustainable for the future perhaps boulevards of the one fresh in New Jersey in Michigan are in order.
- The Gazette is a source of information about the city & activities.
- The parking - I would like to see valet parking free for the use of restaurants you have nice eating spots but no relaxing feeling in taking care of my car while I eat- I had 2 new lips put in last year û I've one restaurant I am comfortable with clearing CLYDE'S
- The recreation classes teachers should be better screened & signed up, paid to a "NIA" class: The instructor was horrible. She did not know what she was doing & attended 4 classes: stopped going on wed-nights (fall).
- The rent on apartments is ridiculous especially for their size. I have no way of knowing what's going on at RTC besides the Rockville we need rent control report for King Farm utilities are high.
- The snow plow should raise the plow so as not to re-block your already shoveled out driveway.
- The speed cameras (in vans & roving through neighborhoods) do not provide more safety. They take drivers eyes off the road! Unconstitutional! They also cause dangerous tail gating!
- The success of the town center hinges on the establishment of a grocery store in the town center a hardware store would be an added attraction as well.
- The tennis court at Thomas community center / Fall Grove should be made a combination of tennis and basketball. It seems racist that it was not set up this way.
- The use of speed cameras/red light cameras is a nuisance and does not facilitate commerce. People sometimes cannot stop when a light turns-red and they are in an intersection. Re-evaluate! What is the purpose of charging for parking @ Rockville town center?
- There is a need to focus on the improvement of road conditions in Rockville; poor road conditions, such as potholes and poor maintenance, impact automobile cost and upkeep.
- There needs to be more help for older folks i.e. 50+ out of work no where to live no food or health care no bus shelters in bad weather.
- Think parks website is better.
- This is the best city in Maryland.
- This Rockville City is a lonely, small city and taxes are too high
- This survey should be digital.
- This survey was too long.
- Time them w/general elections. Send out similar material as what is provided in general election.
- To many new housing development in Rockville, It changes Rockville from a small city into anther Washington DC
- Too many "private" streets for residents only-driving and parking. All residents pay same taxes and should have access to all streets.
- Too much building In the Twin brook Area.
- Too much concern for politically - correct initiatives, Not enough to business-friendly initiative
- Too much going on in life to concern myself with local issues; maybe if Rockville proved, Id think otherwise.
- Too much zoning/re-zoning/re-re-zoning. I do wish mayor & city council are excessively autocratic.
- Truly a multicultural city, government should help fund to build a "Chinatown"
- Unfair rental increases - will be moving out of Rockville as a result!
- Unfortunately at 73 yrs of age I do not pay much attention to the area of local Gov't. / Politics.
- Very happy for 47 years!

- Walking is very dangerous. Cars have no respect for people using crosswalks.
- Water & sewage services is too expensive. Usage of water (in terms of gallon as the unit) in cars a corresponding usage of sewer, which is very costly. This method of charging sewage is very unreasonable. Electrical outages are too frequent & almost always occur if there is strong wind.
- We are happy here way too much control of traffic forced to stop at every light. Annoyance at computer telling me how to drive - road race
- We find Rockville as a good place to live.
- We have not moved to Rockville for too long! Very happy to have received this survey (in Chinese). Public transportation is not sufficient.
- We just moved to Rockville a few months ago. So we need some more time to get settled, take advantage of all that Rockville offers its residents.
- We like living in Rockville – everything we need is very close by
- We lost our house in fore closer and the city of Rockville water & sewer would not take us off the bill for our old house. They said it shouldn't matter because the city of Rockville won't go after us. I want to be off the bill but no one is doing anything about it. We also have an issue with property maintenance not retaining our call.
- We need a grocery store in the new downtown Rockville. What's going on?
- We need a Wal-mart Super center. German Town wal-mart is too crowded.
- We need better publicity of what is happening in our town people outside of Rockville have a warped view of what goes on here. It's their loss but a few of my friends are beginning to ask about town center. But we need a grocery store in town center. For all those who live there and it would be most convenient for us also.
- We need to develop the space next to the town center where Giant use to be a 3 level Legman's would be great & too bad for Safeway or Giant. We live in a capitalist country & if they want to survive. They need to compete.
- When sending "This week in Rockville" include a 'preview' of upcoming events. Although I enjoy the Rockville Reports I think it is more responsible to our environment to distribute electronically and send only to those who request a hard copy. The new park on College Parkway is beautiful thank you!!!
- Where is grocery store that is supposed to be in town square? Should have more trips/activities for 20-30s, crowd, cross walk areas should be better lit. Drivers can't wait for pedestrians to cross, so I nearly get hit at least once a week coming home from work on Jefferson & Washington. I wish the Fitzgerald Theater was metro accessible (bus). I'd love to audition, but don't have a car. Need cheaper metro accessible places. It's hard finding roommates. Also there should be no pet rent you don't pay rent for kids, there shouldn't be rent for pets. Thanks!
- Why is Montrose Parkway lined w/ lights throughout the night every night while places like MD 189 (Fall Rd) and I-270 interchange has no lighting and a place w/ frequent accidents?
- Will enjoy raising my child here.
- Work to improve traffic problems on the Pike, consider a street car with easy access, improve sidewalks on the Pike.
- Would like to see a book fair in Rockville like the ones in DC & Gaithersburg community gardens shouldn't be so hard to get started. Bus should travel length of Rockville Pike without having to transfer. Like the Run/walk events. Are seniors allowed to participate at a discount? King Farm should not be divided into 2 school districts.
- Written information on items under discussion by Mayor of Council would keep my house hold better informed. There is a general feeling they have their mind & votes decided before any general citizen input or meetings are held.
- Yes, don't waste money by sending out notices that a survey will be arriving in the mail.
- Yes, it is extremely dangerous to cross Maryland Avenue, cars drive too fast. It will be great to put a camera here. Specially crossing new 7ah commons.

- Yes. I saw something in Rockville Reports saying there was more info on the city as website about a certain topic, & there wasn't. I sent in mane mail & never heard back. I do not feel my concerns are taken seriously, like I am a joke to you? I've lived here a long time. It's rude.
- Yes. Need to apply structure rules to residents, too clean up trash in yards, mowing and also how many people can live in one home.
- You won't do them, so I'm not going to write them.

# Appendix E: Detailed Survey Methodology

## Survey Instrument Development

General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Rockville was developed by starting with the version from the previous implementation in 2008. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2010 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

## Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 2,000 addresses, each identified as being within one of three geographic areas (East of Rockville Pike (MD 355), Between Hungerford Drive/Rockville Pike (MD 355) and I-270 or West of I-270).

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey 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.

## Survey Administration and Response

Households received the four mailings in October and November of 2010. The first was a postcard, signed by the Mayor, notifying them they had been selected to participate in the Rockville Citizen Survey. About a week later a survey was mailed with a cover letter signed by the Mayor, a five-page questionnaire and a postage-paid envelope. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again. A reminder postcard, also signed by the Mayor, was mailed to residents a week after the second survey.

About 4% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,922 households that received the survey, 761 respondents completed the survey, providing a response rate of 40%.

## Reaching Non-English Speaking Residents

The cover letter and survey were mailed to residents in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet, and provided a phone number to call if the resident wanted to receive the survey in another language, or get assistance in completing the survey.

Translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voice mail box was created for each of the five languages to receive calls after hours. In total, 81 calls were received, and 64 translated surveys sent to these residents. Seventeen requested additional help by phone to complete the translated surveys. The table below displays all the contacts made, by language.

Multicultural Community Outreach Results						
	Spanish	Chinese	Russian	Korean	Vietnamese	Total
Total number of calls	36	31	2	11	1	81
Requests for surveys	29	24	2	8	1	64
Surveys sent	29	24	2	8	1	64
Requests for assistance by phone	7	7	0	3	0	17
Comments for translation	4	5	0	2	0	11
Completed surveys returned	10	7	1	4	1	23

## 95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

The 95 percent confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported and two points around any given rating on the 100-point scale. The confidence intervals are larger around estimates for subgroups and for comparisons between survey years.

## Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. 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; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the

original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey (ACS) Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure and housing unit type. This decision was based on:

- ✦ The disparity between the survey respondent characteristics and the population norms for these variables
- ✦ The saliency of these variables in differences of opinion among subgroups
- ✦ The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The percentage of residents with demographic characteristics that are least similar to the percentages in the Census and the demographic categories of residents whose opinions are most different from each other are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page and the variables used are shaded grey.

Rockville Citizen Survey 2010 Weighting Table			
Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	35%	44%	35%
Own home	65%	56%	65%
Detached unit	50%	34%	50%
Attached unit	50%	66%	50%
<b>Race and Ethnicity</b>			
White alone, not Hispanic	60%	59%	60%
Hispanic and/or other race	40%	41%	40%
Hispanic	12%	9%	9%
Not Hispanic	88%	91%	91%
White	69%	64%	65%
Non-white	31%	36%	35%
<b>Sex and Age</b>			
18-34 years of age	24%	22%	24%
35-54 years of age	42%	37%	42%
55+ years of age	33%	41%	34%
Female	53%	56%	54%
Male	47%	44%	46%
Females 18-34	13%	11%	13%
Females 35-54	22%	21%	22%
Females 55+	19%	24%	19%
Males 18-34	12%	11%	11%
Males 35-54	21%	15%	20%
Males 55+	15%	18%	15%
<b>Household Income</b>			
Less than \$25,000	9%	3%	3%
\$25,000 to \$99,999	46%	44%	46%
\$100,000 or more	45%	53%	51%

<sup>1</sup> Source: 2006 American Community Survey

## Data Analysis

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Frequency of Survey Responses*.

Also included are results by respondent characteristics and geographic area of residence (*Appendix B: Survey Results by Location within Rockville* and *Appendix C: Survey Results by Demographic Subgroups*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

# Appendix F: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the national benchmark comparisons provided for the City of Rockville followed by its 2000 population according to the U.S. Census.

Agoura Hills, CA.....	20,537	Branson, MO .....	6,050	Corpus Christi, TX.....	277,454
Alamogordo, NM.....	35,582	Brea, CA.....	35,410	Corvallis, OR.....	49,322
Albany, GA.....	76,939	Breckenridge, CO.....	2,408	Coventry, CT .....	11,504
Albany, OR.....	40,852	Brevard County, FL .....	476,230	Craig, CO .....	9,189
Albemarle County, VA.....	79,236	Brisbane, CA .....	3,597	Cranberry Township, PA .....	23,625
Alpharetta, GA .....	34,854	Broken Arrow, OK.....	74,839	Crested Butte, CO .....	1,529
Ames, IA .....	50,731	Broomfield, CO .....	38,272	Creve Coeur, MO .....	16,500
Andover, MA .....	31,247	Bryan, TX .....	34,733	Crystal Lake, IL .....	38,000
Ankeny, IA .....	27,117	Burlingame, CA.....	28,158	Cumberland County, PA.....	213,674
Ann Arbor, MI .....	114,024	Burlington, MA .....	22,876	Dakota County, MN .....	355,904
Arapahoe County, CO.....	487,967	Calgary, Canada.....	878,866	Dallas, TX .....	1,188,580
Archuleta County, CO.....	9,898	Cambridge, MA.....	101,355	Dania Beach, FL.....	20,061
Arkansas City, KS .....	11,963	Canandaigua, NY .....	11,264	Davenport, IA.....	98,359
Arlington County, VA.....	189,453	Cape Coral, FL.....	102,286	Davidson, NC.....	7,139
Arvada, CO .....	102,153	Carlsbad, CA .....	78,247	Daviess County, KY.....	91,545
Asheville, NC .....	68,889	Carson City, NV.....	52,457	Davis, CA .....	60,308
Aspen, CO .....	5,914	Cartersville, GA.....	15,925	Daytona Beach, FL .....	64,112
Auburn, AL .....	42,987	Carver County, MN.....	70,205	De Pere, WI.....	20,559
Auburn, WA.....	40,314	Cary, NC.....	94,536	Decatur, GA .....	18,147
Aurora, CO.....	276,393	Casa Grande, AZ .....	25,224	DeKalb, IL.....	39,018
Austin, TX .....	656,562	Castle Rock, CO.....	20,224	Del Mar, CA.....	4,389
Avondale, AZ .....	35,883	Cedar Creek, NE.....	396	Delaware, OH.....	25,243
Baltimore County, MD .....	754,292	Centennial, CO.....	105,852	Delhi Township, MI .....	22,569
Barnstable, MA.....	47,821	Centralia, IL.....	14,136	Delray Beach, FL .....	60,020
Batavia, IL.....	23,866	Chandler, AZ .....	176,581	Denton, TX .....	80,537
Battle Creek, MI .....	53,364	Chanhassen, MN .....	20,321	Denver Public Library, CO .....	NA
Bedford, MA.....	12,595	Chanute, KS .....	9,411	Denver, CO.....	554,636
Beekman, NY.....	11,452	Charlotte County, FL.....	141,627	Des Moines, IA.....	198,682
Belleair Beach, FL .....	1,751	Charlotte, NC.....	540,828	Destin, FL .....	12,637
Bellevue, WA.....	109,569	Chesapeake, VA.....	199,184	Dewey-Humboldt, AZ.....	6,295
Bellflower, CA.....	72,878	Chesterfield County, VA .....	259,903	District of Saanich,Victoria, Canada .....	103,654
Bellingham, WA.....	67,171	Cheyenne, WY .....	53,011	Douglas County, CO .....	175,766
Benbrook, TX.....	20,208	Chittenden County, VT .....	146,571	Dover, DE.....	32,135
Bend, OR .....	52,029	Chula Vista, CA .....	173,556	Dover, NH .....	26,884
Benicia, CA .....	26,865	Clark County, WA .....	345,238	Downers Grove, IL .....	48,724
Bettendorf, IA.....	31,275	Clay County, MO.....	184,006	Dublin, CA .....	29,973
Billings, MT.....	89,847	Clear Creek County, CO .....	8,886	Dublin, OH .....	31,392
Blacksburg, VA.....	39,357	Clearwater, FL.....	108,787	Duluth, MN .....	86,918
Bloomfield, NM .....	6,417	Cococino County, AZ.....	116,320	Duncanville, TX .....	36,081
Blue Ash, OH .....	12,513	College Park, MD.....	24,657	Durango, CO .....	13,922
Blue Earth, MN .....	3,621	Collier County, FL.....	251,377	Durham, NC .....	187,038
Blue Springs, MO.....	48,080	Collinsville, IL .....	24,707	Duval County, FL .....	778,879
Boise, ID .....	185,787	Colorado Springs, CO.....	360,890	Eagle County, CO .....	41,659
Bonita Springs, FL.....	32,797	Columbus, WI .....	4,479	East Providence, RI .....	48,688
Borough of Ebensburg, PA .....	3,091	Concord, CA.....	121,780	Eau Claire, WI.....	61,704
Botetourt County, VA.....	30,496	Concord, NC.....	55,977	Edmond, OK.....	68,315
Boulder County, CO.....	291,288	Conyers, GA.....	10,689	Edmonton, Canada .....	666,104
Boulder, CO .....	94,673	Cooper City, FL .....	27,939	El Cerrito, CA.....	23,171
Bowling Green, KY .....	49,296	Coppell, TX.....	39,958	El Paso, TX.....	563,662
Bozeman, MT .....	27,509	Coral Springs, FL .....	117,549		

Elk Grove, CA.....	59,984	Hopewell, VA.....	22,354	Maryland Heights, MO.....	25,756
Ellisville, MO.....	9,104	Hoquiam, WA.....	9,097	Maryville, MO.....	10,581
Elmhurst, IL.....	42,762	Hot Sulphur Springs, CO.....	521	Mauldin, SC.....	15,224
Englewood, CO.....	31,727	Howell, MI.....	9,232	Mayer, MN.....	554
Ephrata Borough, PA.....	13,213	Hudson, OH.....	22,439	McAllen, TX.....	106,414
Escambia County, FL.....	294,410	Hurst, TX.....	36,273	Mecklenburg County, NC.....	695,454
Escanaba, MI.....	13,140	Hutchinson, MN.....	13,080	Medina, MN.....	4,005
Eugene, OR.....	137,893	Hutto, TX.....	1,250	Melbourne, FL.....	71,382
Eustis, FL.....	15,106	Indianola, IA.....	12,998	Menlo Park, CA.....	30,785
Evanston, IL.....	74,239	Irving, TX.....	191,615	Meridian Charter Township, MI.....	38,987
Fairway, KS.....	3,952	Jackson County, MI.....	158,422	Merriam, KS.....	11,008
Farmington, NM.....	37,844	Jackson County, OR.....	181,269	Merrill, WI.....	10,146
Farmington, UT.....	12,081	James City County, VA.....	48,102	Mesa County, CO.....	116,255
Fayetteville, AR.....	58,047	Jefferson County, CO.....	527,056	Mesa, AZ.....	396,375
Federal Way, WA.....	83,259	Joplin, MO.....	45,504	Miami Beach, FL.....	87,933
Fishers, IN.....	37,835	Jupiter, FL.....	39,328	Milton, GA.....	30,180
Flagstaff, AZ.....	52,894	Kamloops, Canada.....	77,281	Minneapolis, MN.....	382,618
Florence, AZ.....	17,054	Kannapolis, NC.....	36,910	Mission Viejo, CA.....	93,102
Flower Mound, TX.....	50,702	Keizer, OR.....	32,203	Mission, KS.....	9,727
Flushing, MI.....	8,348	Kelowna, Canada.....	96,288	Missoula, MT.....	57,053
Foothills Parks & Recreation District, CO.....	90,000	Kettering, OH.....	57,502	Montgomery County, MD.....	873,341
Fort Collins, CO.....	118,652	Kirkland, WA.....	45,054	Montpelier, VT.....	8,035
Fort Worth, TX.....	534,694	Kissimmee, FL.....	47,814	Montrose, CO.....	12,344
Freeport, IL.....	26,443	Kitsap County, WA.....	231,969	Mooreville, NC.....	18,823
Fridley, MN.....	27,449	Kutztown Borough, PA.....	5,067	Morgan Hill, CA.....	33,556
Fruita, CO.....	6,478	La Mesa, CA.....	54,749	Morgantown, WV.....	26,809
Gainesville, FL.....	95,447	La Plata, MD.....	6,551	Moscow, ID.....	21,291
Gaithersburg, MD.....	52,613	La Vista, NE.....	11,699	Mountain View, CA.....	70,708
Galt, CA.....	19,472	Laguna Beach, CA.....	23,727	Mountlake Terrace, WA.....	20,362
Gardner, KS.....	9,396	Lakewood, CO.....	144,126	Multnomah County, OR.....	660,486
Georgetown, CO.....	1,088	Lane County, OR.....	322,959	Munster, IN.....	21,511
Georgetown, TX.....	28,339	Laramie, WY.....	27,204	Naperville, IL.....	128,358
Gig Harbor, WA.....	6,465	Larimer County, CO.....	251,494	Nashville, TN.....	545,524
Gilbert, AZ.....	109,697	Lawrence, KS.....	80,098	Needham, MA.....	28,911
Gillette, WY.....	19,646	League City, TX.....	66,488	New Orleans, LA.....	484,674
Gladstone, MI.....	5,032	Lebanon, NH.....	12,568	New York City, NY.....	8,008,278
Grand County, CO.....	12,442	Lebanon, OH.....	16,962	Newport Beach, CA.....	70,032
Grand Junction, CO.....	41,986	Lee County, FL.....	454,918	Newport News, VA.....	180,150
Grand Prairie, TX.....	127,427	Lee's Summit, MO.....	70,700	Newport, RI.....	26,475
Grandview, MO.....	24,881	Lenexa, KS.....	40,238	Noblesville, IN.....	43,094
Green Valley, AZ.....	19,422	Lexington, VA.....	6,867	Normal, IL.....	45,386
Greenville, SC.....	10,468	Liberty, MO.....	26,232	North Branch, MN.....	8,023
Greenwood Village, CO.....	11,035	Lincolnwood, IL.....	12,359	North Las Vegas, NV.....	115,488
Guelph, Ontario, Canada.....	114,943	Little Rock, AR.....	183,133	North Palm Beach, FL.....	12,064
Gulf Shores, AL.....	5,044	Livermore, CA.....	73,345	North Port, FL.....	22,797
Gunnison County, CO.....	13,956	Lodi, CA.....	56,999	Northampton County, VA.....	13,093
Gurnee, IL.....	28,834	Lone Tree, CO.....	4,873	Northern Tier Coalition Community Survey, PA.....	NA
Hampton, VA.....	146,437	Long Beach, CA.....	461,522	Northglenn, CO.....	31,575
Hanau, Germany.....	NA	Longmont, CO.....	71,093	Novi, MI.....	47,386
Hanover County, VA.....	86,320	Louisville, CO.....	18,937	O'Fallon, IL.....	21,910
Hartford, CT.....	121,578	Loveland, CO.....	50,608	O'Fallon, MO.....	46,169
Henderson, NV.....	175,381	Lower Providence Township, PA.....	22,390	Oak Park, IL.....	39,803
Hermiston, OR.....	13,154	Lyme, NH.....	1,679	Oak Ridge, TN.....	27,387
High Point, NC.....	85,839	Lynchburg, VA.....	65,269	Oakland Park, FL.....	30,966
Highland Park, IL.....	31,365	Lynnwood, WA.....	33,847	Oakland Township, MI.....	13,071
Highlands Ranch, CO.....	70,931	Lynwood, CA.....	69,845	Oakville, Canada.....	144,738
Hillsborough County, FL.....	998,948	Maple Grove, MN.....	50,365	Ocala, FL.....	45,943
Honolulu, HI.....	876,156	Marana, AZ.....	13,556	Ocean City, MD.....	7,173
		Marion, IA.....	7,144		

Ocean Shores, WA.....	3,836	Rochester, MI.....	10,467	Sugar Grove, IL.....	3,909
Oklahoma City, OK.....	506,132	Rock Hill, SC.....	49,765	Sugar Land, TX.....	63,328
Olathe, KS.....	92,962	Rockville, MD.....	47,388	Summit County, CO.....	23,548
Oldsmar, FL.....	11,910	Roeland Park, KS.....	6,817	Sunnyvale, CA.....	131,760
Olmsted County, MN.....	124,277	Roswell, GA.....	79,334	Surprise, AZ.....	30,848
Olympia, WA.....	42,514	Round Rock, TX.....	61,136	Suwanee, GA.....	8,725
Orange Village, OH.....	3,236	Rowlett, TX.....	44,503	Tacoma Public Works, WA.....	NA
Ottawa County, MI.....	238,314	Saco, ME.....	16,822	Tacoma, WA.....	193,556
Overland Park, KS.....	149,080	Salida, CO.....	5,504	Takoma Park, MD.....	17,299
Oviedo, FL.....	26,316	Salina, KS.....	45,679	Tallahassee, FL.....	150,624
Ozaukee County, WI.....	82,317	San Francisco, CA.....	776,733	Temecula, CA.....	57,716
Palatine, IL.....	65,479	San Juan County, NM.....	113,801	Tempe, AZ.....	158,625
Palm Bay, FL.....	79,413	San Luis Obispo County, CA.....	247,900	Teton County, WY.....	18,251
Palm Beach County, FL.....	1,131,184	San Marcos, TX.....	34,733	The Colony, TX.....	26,531
Palm Beach Gardens, FL.....	35,058	San Rafael, CA.....	56,063	Thornton, CO.....	82,384
Palm Beach, FL.....	10,468	Sandusky, OH.....	27,844	Thunder Bay, Canada.....	109,016
Palm Coast, FL.....	32,732	Sandy City, UT.....	88,418	Titusville, FL.....	40,670
Palm Springs, CA.....	42,807	Sandy Springs, GA.....	84,488	Tomball, TX.....	9,089
Palo Alto, CA.....	58,598	Sanford, FL.....	38,291	Troy, MI.....	80,959
Panama City, FL.....	36,417	Santa Barbara County, CA.....	399,347	Tualatin, OR.....	22,791
Park Ridge, IL.....	37,775	Santa Monica, CA.....	84,084	Tuskegee, AL.....	11,846
Parker, CO.....	23,558	Sarasota, FL.....	52,715	Twin Falls, ID.....	34,469
Pasadena, TX.....	141,674	Sault Sainte Marie, MI.....	16,542	Upper Arlington, OH.....	33,686
Pasco County, FL.....	344,765	Savannah, GA.....	131,510	Upper Merion Township, PA.....	28,863
Pasco, WA.....	32,066	Scott County, MN.....	89,498	Urbandale, IA.....	29,072
Peoria County, IL.....	183,433	Scottsdale, AZ.....	202,705	Vail, CO.....	4,531
Peoria, AZ.....	108,364	Sedona, AZ.....	10,192	Valdez, AK.....	4,036
Peters Township, PA.....	17,556	Seminole, FL.....	10,890	Vancouver, WA.....	143,560
Petoskey, MI.....	6,080	Shenandoah, TX.....	1,503	Victoria, Canada.....	78,057
Philadelphia, PA.....	1,517,550	Sherman, IL.....	2,871	Village of Howard City, MI.....	1,585
Phoenix, AZ.....	1,321,045	Shorewood, IL.....	7,686	Virginia Beach, VA.....	425,257
Pinal County, AZ.....	179,727	Shrewsbury, MA.....	31,640	Visalia, CA.....	91,565
Pinellas County, FL.....	921,482	Silverthorne, CO.....	3,196	Volusia County, FL.....	443,343
Pinellas Park, FL.....	45,658	Sioux Falls, SD.....	123,975	Wahpeton, ND.....	8,586
Pitkin County, CO.....	14,872	Skokie, IL.....	63,348	Walnut Creek, CA.....	64,296
Plano, TX.....	222,030	Smyrna, GA.....	40,999	Walton County, FL.....	40,601
Platte City, MO.....	3,866	Snellville, GA.....	15,351	Washington City, UT.....	8,186
Port Orange, FL.....	45,823	Snoqualmie, WA.....	1,631	Washington County, MN.....	201,130
Port St. Lucie, FL.....	88,769	South Daytona, FL.....	13,177	Washoe County, NV.....	339,486
Portland, OR.....	529,121	South Haven, MI.....	5,021	Waukegan, IA.....	5,126
Post Falls, ID.....	17,247	South Lake Tahoe, CA.....	23,609	Wausau, WI.....	38,426
Poway, CA.....	48,044	Southlake, TX.....	21,519	Western Eagle County Metro Recreation District, CO.....	NA
Prescott Valley, AZ.....	25,535	Sparks, NV.....	66,346	Westerville, OH.....	35,318
Prince William County, VA.....	280,813	Spokane Valley, WA.....	75,203	Westminster, CO.....	100,940
Prior Lake, MN.....	15,917	Spotsylvania County, VA.....	90,395	Wethersfield, CT.....	26,271
Queen Creek, AZ.....	4,316	Springboro, OH.....	12,380	Wheat Ridge, CO.....	32,913
Radford, VA.....	15,859	Springville, UT.....	20,424	White House, TN.....	7,220
Rancho Cordova, CA.....	55,060	St. Cloud, FL.....	20,074	Whitehorse, Canada.....	19,058
Raymore, MO.....	11,146	St. Cloud, MN.....	59,107	Whitewater, WI.....	13,437
Redding, CA.....	80,865	St. Louis County, MN.....	200,528	Wichita, KS.....	344,284
Redmond, WA.....	45,256	Stafford County, VA.....	92,446	Williamsburg, VA.....	11,998
Reno, NV.....	180,480	Starkville, MS.....	21,869	Wilmington, IL.....	5,134
Renton, WA.....	50,052	State College, PA.....	38,420	Windsor, CT.....	28,237
Richmond Heights, MO.....	9,602	Staunton, VA.....	23,853	Winnipeg, Canada.....	619,544
Richmond, CA.....	99,216	Steamboat Springs, CO.....	9,815	Winston-Salem, NC.....	185,776
Rio Rancho, NM.....	51,765	Sterling, CO.....	11,360	Winter Garden, FL.....	14,351
Riverdale, UT.....	7,656	Stillwater, OK.....	39,065	Winter Park, FL.....	24,090
Riverside, IL.....	8,895	Stockton, CA.....	243,771	Woodbury, MN.....	46,463
Roanoke, VA.....	94,911	Suamico, WI.....	8,686		

Woodridge, IL.....	30,934	Yellowknife, Canada .....	16,541	Yuma, AZ.....	77,515
Worcester, MA.....	172,648	Yuma County, AZ .....	160,026		

## Appendix G: Survey Materials

The following pages display the questionnaire and other survey materials for the 2010 Rockville Citizen Survey.



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

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



City of Rockville  
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Rockville, Maryland  
20850-2364

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Presorted  
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Dear City of Rockville Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Rockville government services and quality of life. You will receive a copy of the survey next week in the mail along with instructions for completing and returning it. We are only mailing surveys to 2,000 households, so your response is extremely important and will assist us in improving our services for the entire city. Many thanks in advance for your help.

Sincerely,



Phyllis Marcuccio  
Mayor

Dear City of Rockville Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Rockville government services and quality of life. You will receive a copy of the survey next week in the mail along with instructions for completing and returning it. We are only mailing surveys to 2,000 households, so your response is extremely important and will assist us in improving our services for the entire city. Many thanks in advance for your help.

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Phyllis Marcuccio  
Mayor



City of Rockville  
111 Maryland Avenue  
Rockville, MD 20850-2364

**Citizen  
Satisfaction  
Survey  
Enclosed**

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
BOULDER, CO  
PERMIT NO. 94



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364  
www.rockvillemd.gov

240-314-5000  
TTY 240-314-8137

MAYOR  
Phyllis Marcuccio

COUNCIL  
John B. Britton  
Piotr Gajewski  
Bridget Donnell Newton  
Mark Pierzchala

CITY MANAGER  
Scott Ullery

CITY CLERK  
Glenda P. Evans

CITY ATTORNEY  
Debra Yerg Daniel

November 2010

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2010 Rockville Citizen Satisfaction Survey. The City is providing you with this important opportunity to tell us what you think of our service delivery and how you view the quality of life in Rockville. Your participation in this process is very important, because only 2,000 households will be asked to complete the survey. The overall goal of this process is to use your feedback to help us further improve the high level of services that our residents have come to expect and enjoy.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks**. Your feedback will help Rockville serve you in the best way possible.

**Please be aware that to obtain a scientifically random sample of Rockville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year in which the adult was born does not matter. We are asking the person that takes the survey to spend a few minutes to complete it and return the survey in the enclosed postage-paid envelope. The survey is anonymous and all of your answers will be kept completely confidential.**

Any individuals with disabilities who would like to receive information in another form may contact the City's ADA Coordinator at 240-314-8139 (TTY 240-314-8137). If you have any questions about this survey, please contact Louise Atkins, Council Support Specialist, at 240-314-8139.

The 2010 Citizen Survey analysis and results will be available on the City's Web site at [www.rockvillemd.gov](http://www.rockvillemd.gov) in late March 2011. Hard copies will be available for distribution at City Hall.

Please let me extend my appreciation to you for taking the time to participate in this important process and to share your input with us. Rockville is very excited about this survey, and looks forward to receiving your feedback.

Sincerely,

Phyllis Marcuccio  
Mayor



¡Encuesta Ciudadana de la Ciudad de Rockville para 2010! Por favor llame al 1-888-300-6252 para solicitar la encuesta en su idioma y recibir ayuda.

2010年Rockville居民調查  
!請撥打1-888-310-3681  
獲取你的語種的問卷以及協助。

2010년도 특별 주민 설문지가 나왔습니다!  
도움이 필요하시거나 귀하의 언어로 된 설문지를 받으시려면 1-888-300-8995 로 전화하시기 바랍니다.

Опрос жителей Роквилла: 2010 год! Пожалуйста, позвоните по телефону 1-888-300-6248 и закажите опросную анкету на Вашем родном языке. Вы также можете попросить о помощи с заполнением анкеты.

Bản Thăm Dò Ý Kiến Công Dân Rockville 2010 ! Xin vui lòng gọi số 1-888-300-8966 để nhận một bản thăm dò ý kiến bằng ngôn ngữ của quý vị và được giúp đỡ.



City of Rockville  
111 Maryland Avenue  
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www.rockvillemd.gov

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Mark Pierzchala

CITY MANAGER  
Scott Ullery

CITY CLERK  
Glenda P. Evans

CITY ATTORNEY  
Debra Yerg Daniel

November 2010

Dear Rockville Resident:

Approximately two weeks ago, you should have received a copy of the enclosed City of Rockville Citizen Satisfaction Survey. **Please disregard this notification if you have already completed the survey and returned it.** If you have not had an opportunity to complete the survey, we would appreciate it if you would do so now. The City of Rockville is providing you with this important opportunity to tell us what you think of City service delivery and how you view the quality of life in Rockville.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks.** Your feedback will help Rockville serve you in the best way possible.

**Please be aware that to obtain a scientifically random sample of Rockville residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year in which the adult was born does not matter. We are asking the person that takes the survey to spend a few minutes to complete it and return the survey in the enclosed postage-paid envelope. The survey is anonymous and all of your answers will be kept completely confidential.**

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바랍니다.

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также можете попросить о  
помощи с заполнением  
анкеты.

Bản Thăm Dò Ý Kiến Công  
Dân Rockville 2010 ! Xin  
vui lòng gọi số 1-888-300-  
8966 để nhận một bản  
thăm dò ý kiến bằng ngôn  
ngữ của quý vị và được  
giúp đỡ.



# 2010 City of Rockville 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. Your responses are anonymous and will be reported in group form only. Results are tabulated by a company independent of the City. Thank you.

## Quality of Community

### 1. Please rate your quality of life in Rockville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Overall, how would you describe the quality of life in the City of Rockville?.....	1	2	3	4	5
b. How do you rate the overall quality of your neighborhood?.....	1	2	3	4	5
c. How do you rate Rockville as a place to raise children?.....	1	2	3	4	5
d. How do you rate Rockville as a place to retire?.....	1	2	3	4	5

### 2. Please rate each of the following characteristics of Rockville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Sense of community .....	1	2	3	4	5
b. Overall appearance of Rockville.....	1	2	3	4	5
c. Opportunities to attend cultural or arts events .....	1	2	3	4	5
d. Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
e. Availability of affordable housing.....	1	2	3	4	5
f. Ease of travel in Rockville by bicycle.....	1	2	3	4	5
g. Ease of travel in Rockville by walking.....	1	2	3	4	5
h. Ease of travel in Rockville by transit.....	1	2	3	4	5
i. Ease of travel in Rockville by car .....	1	2	3	4	5
j. Quality of new residential development.....	1	2	3	4	5
k. Quality of new commercial development.....	1	2	3	4	5
l. City of Rockville drinking water quality .....	1	2	3	4	5
m. Rockville's natural environment.....	1	2	3	4	5

### 3. How safe do you feel . . .

	<u>Very safe</u>	<u>Reasonably safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
a. Crossing the street in Rockville.....	1	2	3	4	5	6
b. In your neighborhood during the day .....	1	2	3	4	5	6
c. In your neighborhood after dark .....	1	2	3	4	5	6
d. In business areas in Rockville during the day .....	1	2	3	4	5	6
e. In business areas in Rockville after dark .....	1	2	3	4	5	6

### 4. In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>	<u>Don't know</u>
a. Used a Rockville park.....	1	2	3	4	5	6
b. Used a Rockville recreation center* .....	1	2	3	4	5	6
c. Participated in a Rockville recreation program .....	1	2	3	4	5	6
d. Attended a City-sponsored special event (such as Concerts in Town Center, Farmer's Market, July 4th fireworks, Hometown Holidays, Science Day, Uncorked, road races or Car Show).....	1	2	3	4	5	6
e. Visited Rockville Town Center.....	1	2	3	4	5	6
f. Watched or attended a Rockville Mayor and Council meeting...	1	2	3	4	5	6

\**(Glenview Mansion, F. Scott Fitzgerald Theatre, Municipal Swim Center, RedGate Golf Course, Rockville Senior Center, Twinbrook Recreation Center, Lincoln Park Community Center, Montrose Community Center, Elwood Smith Community Center, Pumphouse, Rockcrest Ballet Center, Croydon Creek Nature Center, Rockville SK8 Park, the Rockville Climbing Gym, Thomas Farm Community Center)*

## City Employees

5. Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?

No → GO TO QUESTION 7     Yes

6. What was your impression of City government employees in your most recent contact?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Not applicable</u>
a. Knowledge .....	1	2	3	4	5	6
b. Courtesy .....	1	2	3	4	5	6
c. Responsiveness .....	1	2	3	4	5	6
d. Follow-up (got back to you or took action if needed) .....	1	2	3	4	5	6
e. Overall customer service .....	1	2	3	4	5	6

## City Services

7. Please rate the quality of each of the following City of Rockville government services.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Refuse collection .....	1	2	3	4	5
b. Recycling services .....	1	2	3	4	5
c. Leaf pick-up.....	1	2	3	4	5
d. Street repairs and maintenance .....	1	2	3	4	5
e. Snow and ice removal .....	1	2	3	4	5
f. Street sweeping.....	1	2	3	4	5
g. Street lighting .....	1	2	3	4	5
h. Street tree maintenance.....	1	2	3	4	5
i. Sidewalk maintenance .....	1	2	3	4	5
j. City of Rockville's water and sewer services .....	1	2	3	4	5
k. Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) .....	1	2	3	4	5
l. Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division) .....	1	2	3	4	5
m. Building permit process .....	1	2	3	4	5
n. Providing planning and zoning information .....	1	2	3	4	5
o. Recreational programs .....	1	2	3	4	5
p. Recreation centers (see note on question #4 for full list).....	1	2	3	4	5
q. Athletic fields (such as baseball/softball, soccer or football).....	1	2	3	4	5
r. Playgrounds (tot lots).....	1	2	3	4	5
s. Range of activities available in parks and recreation centers and facilities.....	1	2	3	4	5
t. City-sponsored special events (such as Concerts in Town Center, Farmer's Market July 4th fireworks, Hometown Holidays, Science Day, Uncorked or Car Show).....	1	2	3	4	5
u. Appearance of City parks .....	1	2	3	4	5
v. Restaurants and shopping opportunities in Town Center .....	1	2	3	4	5
w. Maintenance of Rockville Town Center .....	1	2	3	4	5
x. Enforcement of traffic laws by Rockville Police Department.....	1	2	3	4	5
y. Crime prevention efforts.....	1	2	3	4	5
z. Overall City of Rockville police services .....	1	2	3	4	5
aa. Environmental protection and sustainability initiatives.....	1	2	3	4	5
bb. Senior citizen programs and services .....	1	2	3	4	5
cc. Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.).....	1	2	3	4	5
dd. The Rockville Channel (Cable Channel 11) programming .....	1	2	3	4	5
ee. The City of Rockville's Web site (www.rockvillemd.gov).....	1	2	3	4	5

8. Overall, how would you rate the quality of services in Rockville? .....

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
.....	1	2	3	4	5

**9. Please rate to what extent you agree or disagree with each of the following statements.**

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
a. I receive good value for the City of Rockville government taxes I pay .....	1	2	3	4	5	6
b. I am pleased with the overall direction that the City of Rockville government is taking.....	1	2	3	4	5	6
c. The City of Rockville government welcomes citizen involvement..	1	2	3	4	5	6
d. The City of Rockville budgeting process is open and understandable to residents .....	1	2	3	4	5	6
e. The City of Rockville government listens to its residents.....	1	2	3	4	5	6
f. I am pleased with the overall performance of the City of Rockville Mayor and Council.....	1	2	3	4	5	6

**10. Please rate the speed of growth in the following categories in Rockville over the past 2 years:**

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
a. Population growth .....	1	2	3	4	5	6
b. Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
c. Jobs growth.....	1	2	3	4	5	6
d. Housing.....	1	2	3	4	5	6

**Arts, Culture and Entertainment**

**11. What types of cultural, entertainment and recreational offerings, if any, do you wish there were more of in Rockville? (Please check all that apply.)**

- |                                                                              |                                                                            |                                                                                              |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Large festivals                                     | <input type="checkbox"/> Art galleries & studios                           | <input type="checkbox"/> Public art (e.g., sculptures/ paintings in public parks/ buildings) |
| <input type="checkbox"/> Neighborhood events                                 | <input type="checkbox"/> Museums or historic sites                         | <input type="checkbox"/> None of the above                                                   |
| <input type="checkbox"/> Performing arts (e.g., music, theater, dance, etc.) | <input type="checkbox"/> Literary arts events (e.g., book fairs, readings) |                                                                                              |
| <input type="checkbox"/> Shopping and restaurants                            |                                                                            |                                                                                              |
| <input type="checkbox"/> Participatory sports & recreation                   |                                                                            |                                                                                              |

**12. Which of the following, if any, would you prefer that the City of Rockville fund to improve the cultural, entertainment and recreational amenities offered to residents? (Please check all that apply.)**

- |                                                                            |                                                         |                                            |
|----------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Enhance and expand existing recreation facilities | <input type="checkbox"/> Civic Arena/Convention Center  | <input type="checkbox"/> Museum            |
| <input type="checkbox"/> Science/technology center                         | <input type="checkbox"/> Performing Arts facility       | <input type="checkbox"/> Public art        |
| <input type="checkbox"/> Sports arena                                      | <input type="checkbox"/> Outdoor Performing Arts Center | <input type="checkbox"/> None of the above |

**Communication With Citizens**

**13. In the last 12 months, about how many times, if ever, have you done the following?**

	<u>Never</u>	<u>Less than once a month</u>	<u>1 to 3 times a month</u>	<u>Once a week or more</u>	<u>Don't know</u>
a. Visited the City of Rockville's Web site (www.rockvillemd.gov).....	1	2	3	4	5
b. Watched Rockville Channel 11 .....	1	2	3	4	5

**14. If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Current information .....	1	2	3	4	5
b. Appearance .....	1	2	3	4	5
c. Online services offered .....	1	2	3	4	5
d. Ease of navigation .....	1	2	3	4	5
e. Search function .....	1	2	3	4	5

**15. If you watched Rockville Channel 11 in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
a. Variety of programming .....	1	2	3	4	5
b. Quality of information .....	1	2	3	4	5

**16. Please rate your preference for receiving information about the Rockville City government from each of the following City sources.**

	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Not at all prefer</u>
a. <i>Rockville Reports</i> (the City's monthly newsletter).....	1	2	3
b. The Rockville Channel (Cable Channel 11 or Video On Demand).....	1	2	3
c. City of Rockville's Web site (www.rockvillemd.gov).....	1	2	3
d. Public meetings.....	1	2	3
e. Printed materials (e.g., fliers, postcards, brochures).....	1	2	3
f. Email notifications.....	1	2	3
g. A civic association/homeowner association newsletter or listserve.....	1	2	3
h. Social networking Web sites (e.g., Facebook, Twitter, RSS, etc.).....	1	2	3

**17. When thinking about the amount of information you receive about each of the City of Rockville government functions or activities listed below, do you feel you receive more than enough information, enough information or not enough information?**

	<u>More than enough</u>	<u>Enough</u>	<u>Not enough</u>
a. Mayor and Council actions.....	1	2	3
b. Environmental initiatives.....	1	2	3
c. Special events (such as July 4 <sup>th</sup> , Uncorked, Races, Hometown Holidays, or Car Show)...	1	2	3
d. Recreation and park activities.....	1	2	3
e. Activities in my neighborhood.....	1	2	3
f. Arts and cultural events.....	1	2	3
g. Future development in Rockville.....	1	2	3
h. City Construction projects (e.g., infrastructure, sidewalks, etc.).....	1	2	3
i. Opportunities to participate in public processes.....	1	2	3
j. Boards and Commissions.....	1	2	3
k. Historic preservation.....	1	2	3
l. Public safety (e.g., neighborhood safety concerns, crime reports).....	1	2	3
m. Volunteer opportunities.....	1	2	3
n. City of Rockville budget.....	1	2	3
o. Bike and pedestrian initiatives.....	1	2	3

**18. Many people do not vote in the local elections for Mayor and City Council. Please indicate the extent to which you agree or disagree that each of following reasons may be why people choose not to vote in local elections.**

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
a. Too busy/no time.....	1	2	3	4	5	6
b. Just don't care about local politics.....	1	2	3	4	5	6
c. Don't have enough information about the candidates/issues.....	1	2	3	4	5	6
d. Don't have a way to get to the polls.....	1	2	3	4	5	6
e. Don't know whom to vote for.....	1	2	3	4	5	6
f. Feel their opinions don't matter.....	1	2	3	4	5	6
g. Intimidated/overwhelmed by the process.....	1	2	3	4	5	6
h. Local elections are not held with general elections.....	1	2	3	4	5	6

**19. Do you have any additional comments or suggestions that you would like to make regarding the City of Rockville and/or the City government's services and performance?**

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## About You and Your Household

These 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 many years have you lived in Rockville?**

\_\_\_\_\_ years

**D2. What best describes your home? Is it a . . .**

- One family house detached from any other houses
- A duplex or townhouse
- A building with three or more units
- Other

**D3. Do you rent or own your home?**

- Rent
- Own

**D4. 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 \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 to \$2,999 per month
- \$3,000 or more per month

**D5. Do you have access to the Internet at home, work or school?**

- No
- Yes

**D6. Does your household subscribe to one of the following television services?**

- |                                  | <u>No</u>                | <u>Yes</u>               |
|----------------------------------|--------------------------|--------------------------|
| a. Cable television service..... | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Satellite service.....        | <input type="checkbox"/> | <input type="checkbox"/> |

**D7. Do you or other household members use a bike for:**

- |                                                 | <u>No</u>                | <u>Yes</u>               |
|-------------------------------------------------|--------------------------|--------------------------|
| a. recreation or exercise.....                  | <input type="checkbox"/> | <input type="checkbox"/> |
| b. commuting to school.....                     | <input type="checkbox"/> | <input type="checkbox"/> |
| c. commuting to work.....                       | <input type="checkbox"/> | <input type="checkbox"/> |
| d. transportation for other kinds of trips..... | <input type="checkbox"/> | <input type="checkbox"/> |

**D8. Are you Spanish/Hispanic/Latino?**

- No
- Yes

**D9. What is your race? (Please check all that apply.)**

- American Indian or Alaskan native
- Asian or Pacific Islander
- Black or African American
- White/Caucasian
- Other

**D10. Do you speak a language other than English at home?**

- No, English only → GO TO QUESTION D12
- Yes → which language?
  - Persian
  - Spanish
  - Vietnamese
  - Farsi
  - Chinese
  - Korean
  - Russian
  - Other

**D11. How well do you speak English?**

- Very well
- Well
- Not well
- Not at all

**D12. What is your sex?**

- Male
- Female

**D13. In which category is your age?**

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

**D14. What was your household's total annual income in 2009?**

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 or more

**D15. Do any children 12 or under live in your household?** No Yes

.....

**D16. Do any teenagers aged between 13 and 17 live in your household?**

**D17. Are you or any other members of your household aged 60 or older?**

**D18. Did you vote in the November 2009 Mayor and Council election?**

- No
- Yes
- Ineligible to vote
- Don't know

Thank you very much for completing this survey. Your opinions and feedback are appreciated.

Please return this survey in the enclosed postage-paid envelope to:

City of Rockville  
111 Maryland Avenue  
Rockville, MD 20850



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

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



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

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



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

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



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

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

Dear Rockville Resident,

Just a reminder – if you have not yet completed the 2010 Rockville Citizen Satisfaction Survey, please do so.

If you have already returned the questionnaire, you do not need to do anything. If you still have NOT returned the questionnaire, please take a few moments to find the survey, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey, and need another copy, please call Louise Atkins at 240-314-8139 and she will mail another to you.

Thank you very much!

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