



“State of the City”

June 15, 2010

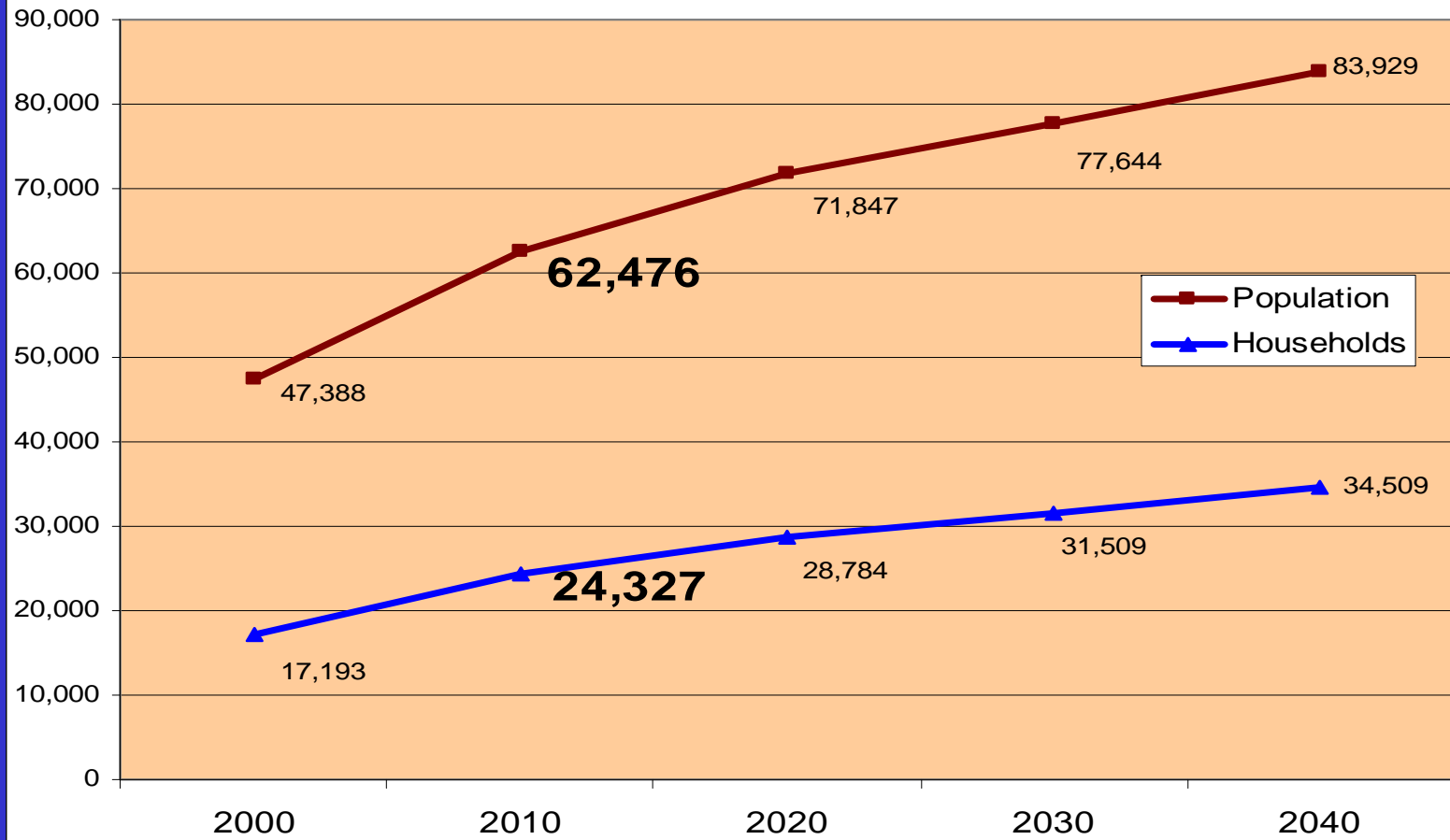
Profile of the City



Data from Strategic Scan 2010

Rockville, Maryland

Population and Household Growth in Rockville





Rockville will be Affected by Development & Higher Density in Areas to Its Northwest and South

	Rockville (2005)	Great Seneca Science Corridor Draft Plan	White Flint Sector Plan
Acreage (sq. miles)	8,666 (13.54)	883 (1.38)	430 (0.67)
Dwelling Units	22,485	9,000	14,341
Density (DU/Acre)	2.5	10.2	33.4
Commercial S.F.	24,800,000	17,500,000	12,980,000
Jobs	76,600	50,000-60,000	48,600
Jobs/Housing Ratio	3.4	5.5-6.7	3.4

Density in Rockville

<u>Year</u>	<u>Sq. miles</u>	<u>Population</u>	<u>Pop./Sq. mile</u>
1930	0.55	1,422	2,585
1940	0.73	2,047	2,804
1950	4.3	6,934	1,613
1960	6.9	26,090	3,727
1970	10.9	42,739	3,921
1980	11.1	43,811	3,946
1990	12.1	44,835	3,705
2000	13.4	47,388	3,536
2010	13.5	62,476	4,628

Average Household

Year	Rockville	Mo.Co.	U.S.
1950	3.69	3.55	3.37
1960	3.99	3.65	3.33
1970	3.59	3.30	3.14
1980	3.00	2.77	2.76
1990	2.77	2.65	2.63
2000	2.65	2.66	2.59
2005-7	2.55	2.70	2.60

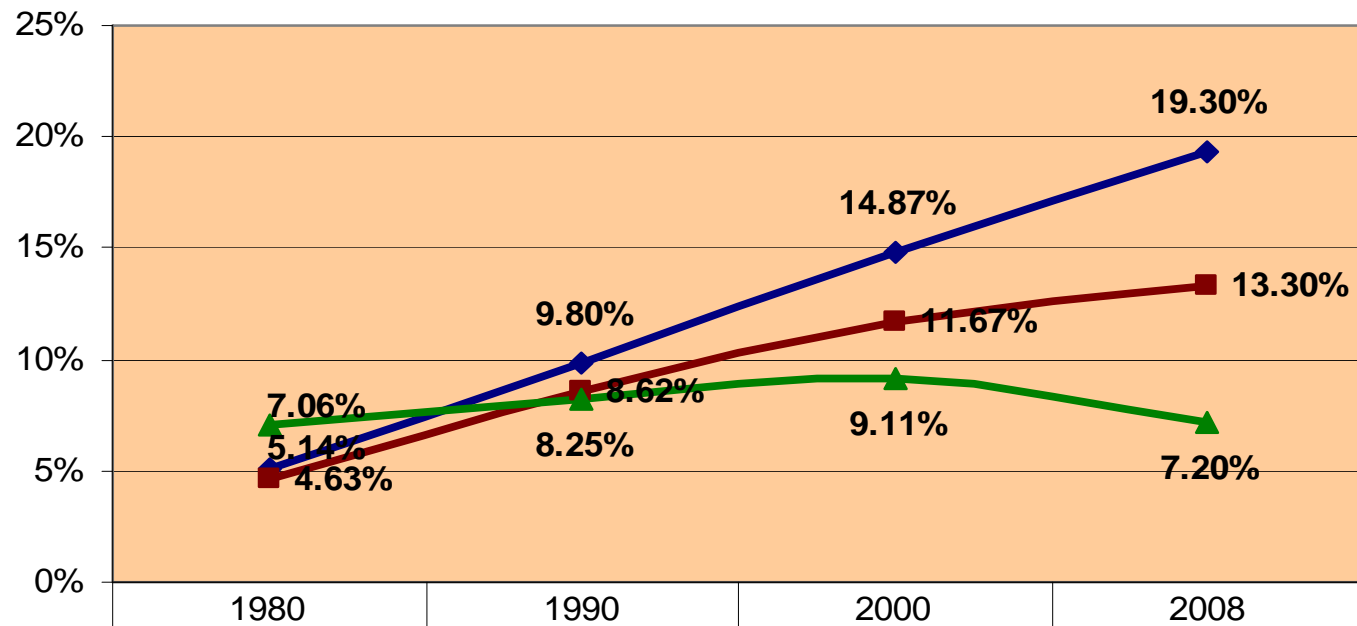
Source: U.S. Census; American Community Survey

Rockville is Ethnically/Culturally Diverse

	<u>Rockville</u>	<u>Mont. Co.</u>
Born outside U.S.	34%	30%
Not U.S. citizens	20%	16%
Speak a language other than English at home	41%	36%
White, non-Hispanic	60%	57%
Asian	19%	13%
Hispanic	13%	14%
African-American	7%	16%

Changing Ethnic Composition

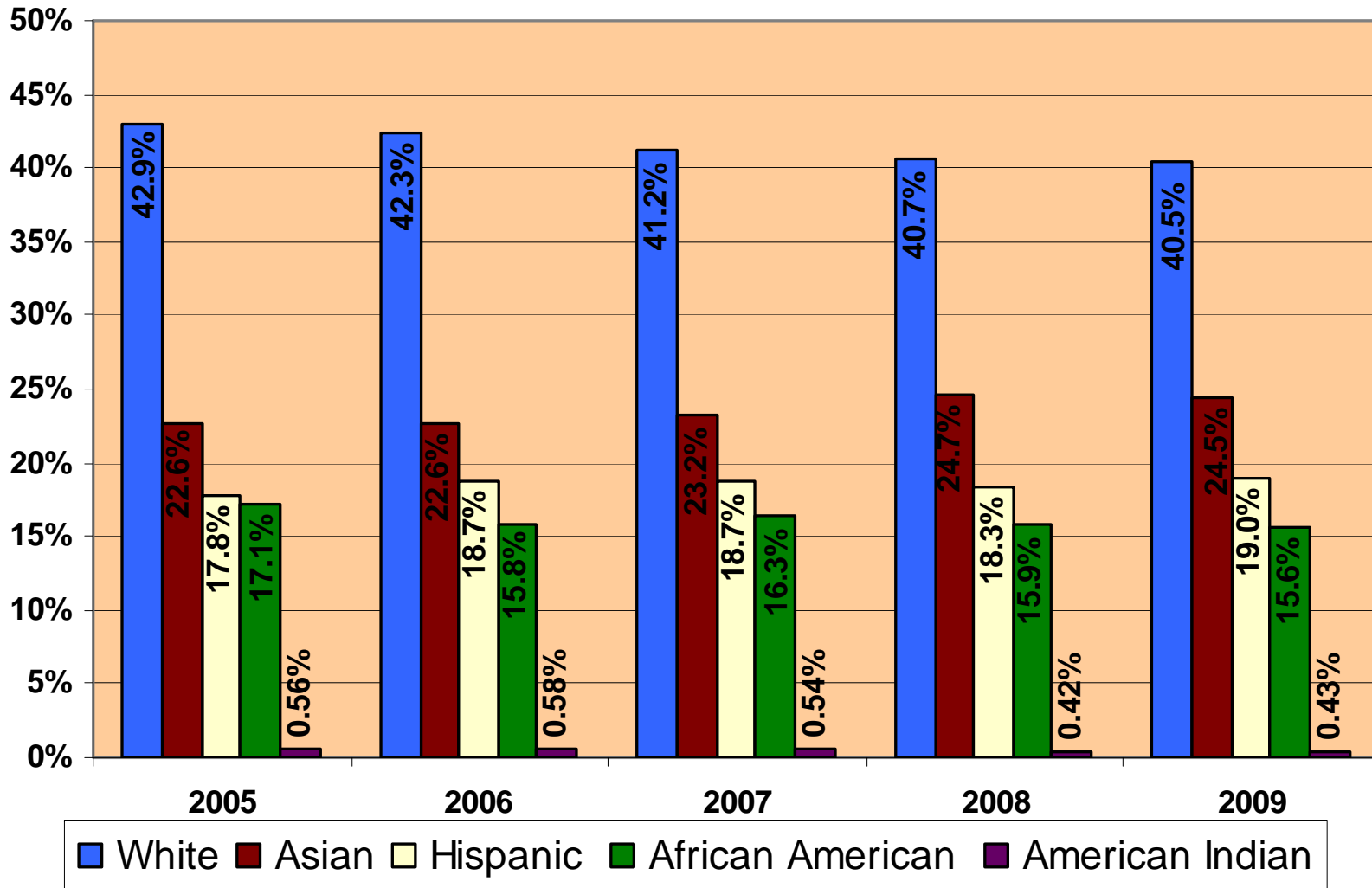
Rockville



◆ Asian	5.14%	9.80%	14.87%	19.30%
■ Hispanic	4.63%	8.62%	11.67%	13.30%
▲ African-American	7.06%	8.25%	9.11%	7.20%

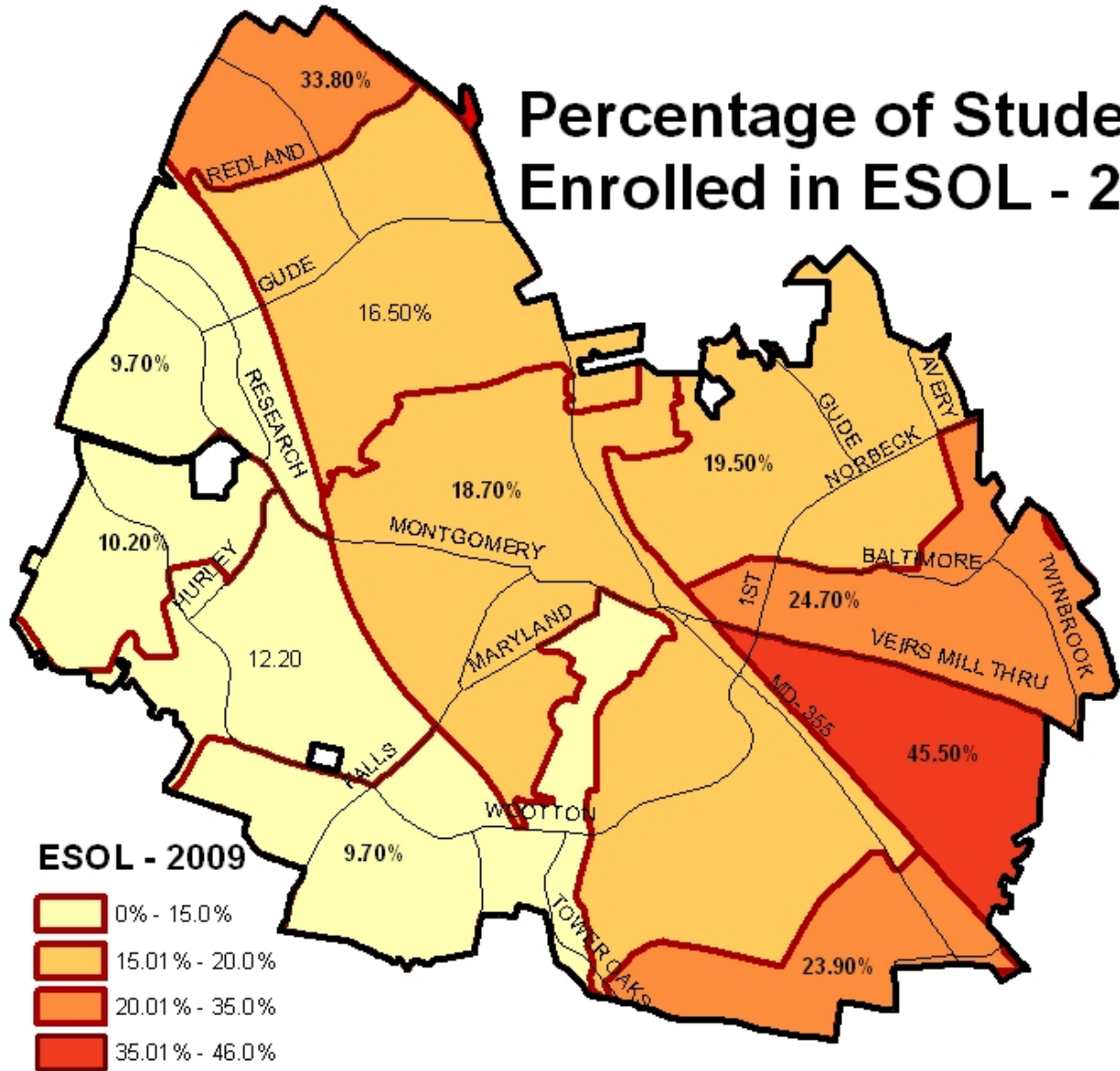
Sources: US Census Bureau 1980, 1990, 2000. 2006-2008 ACS

Rockville Elementary School Demographics



Source: MCPS Projections and MCPS, Schools at a Glance. (www.montgomeryschoolsmd.org)

Percentage of Students Enrolled in ESOL - 2009



Source: Montgomery County Public Schools

Rockville's population is becoming older

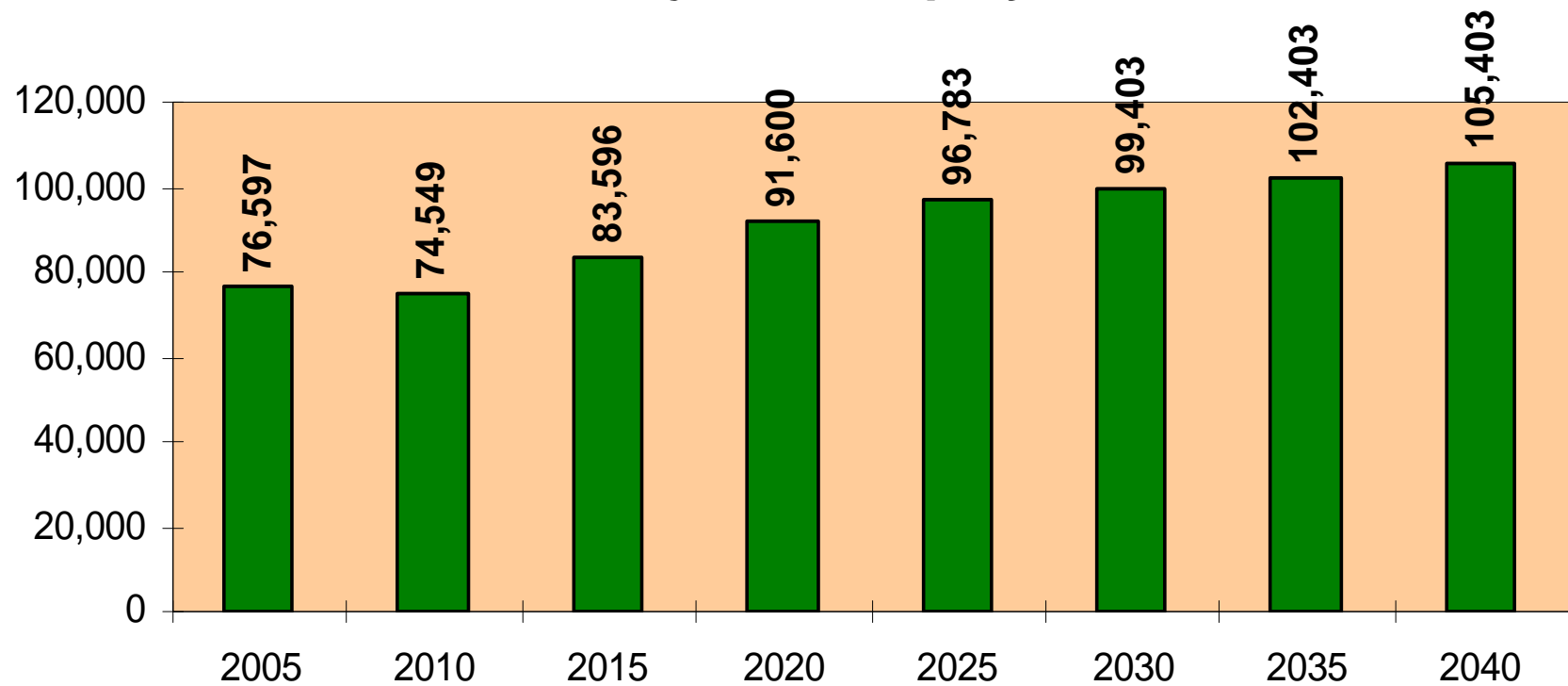
Median Age (2006-8)

U.S.	DC Region	Maryland	Montgomery Co.	Rockville
36.8	36.9	37.7	38.8	40.2

	<u>1960</u>	<u>2010</u>	<u>2040</u>
65 and older	2.9%	13.0%	16.8%
45 to 65	9.6%	26.5%	23.3%
20 to 44	39.0%	35.6%	36.8%
0 to 19	48.5%	24.9%	23.1%

Largest Jobs Categories: Professional, Scientific, & Technical

Rockville's Projected Employment Growth



Source : MWCOC Round 8 Projections, CPDS-2010

Rockville's Unemployment Rate

2009

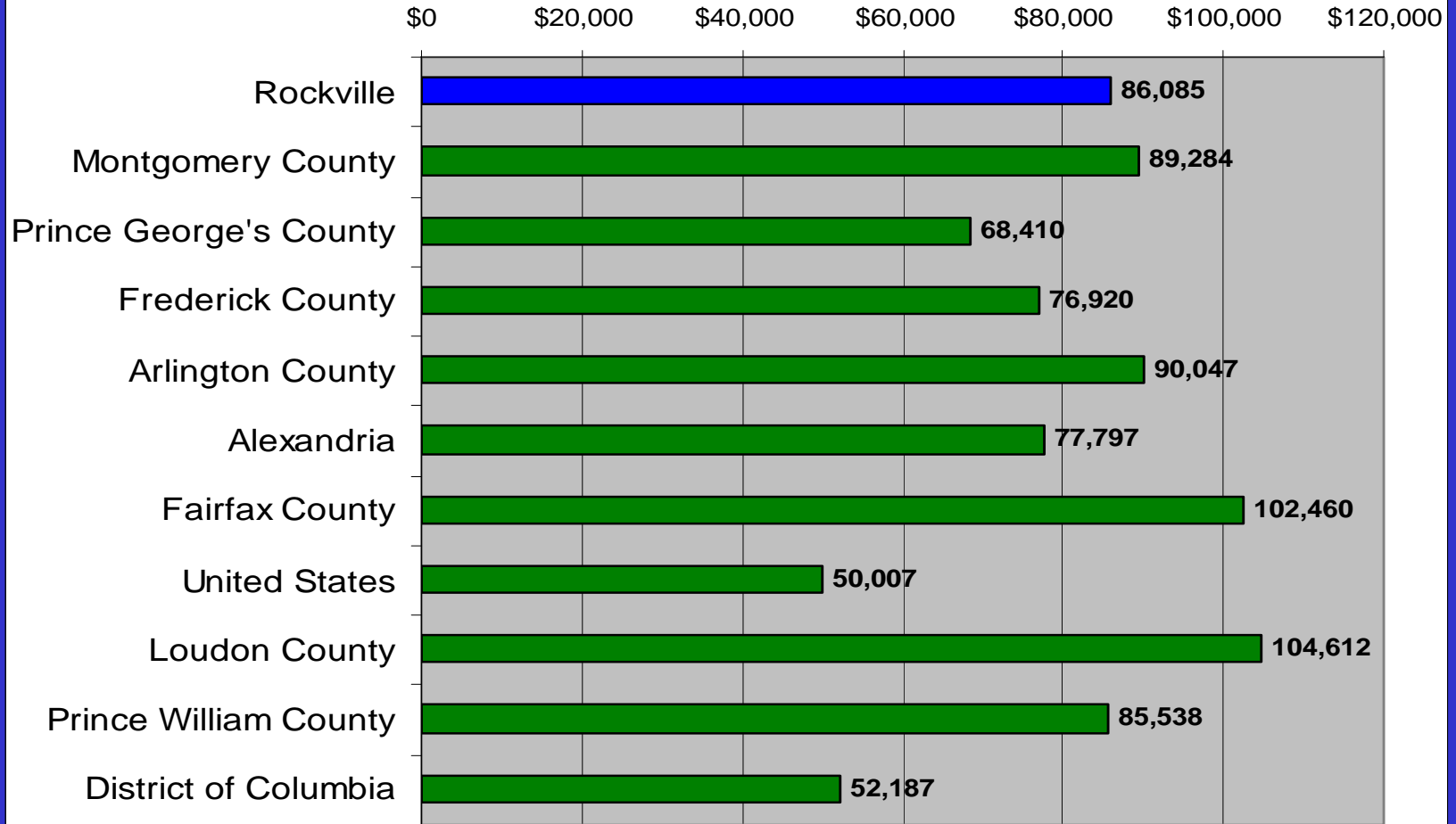
Rockville 4.8%

Mo. Co. 5.2%

Maryland 7.1%

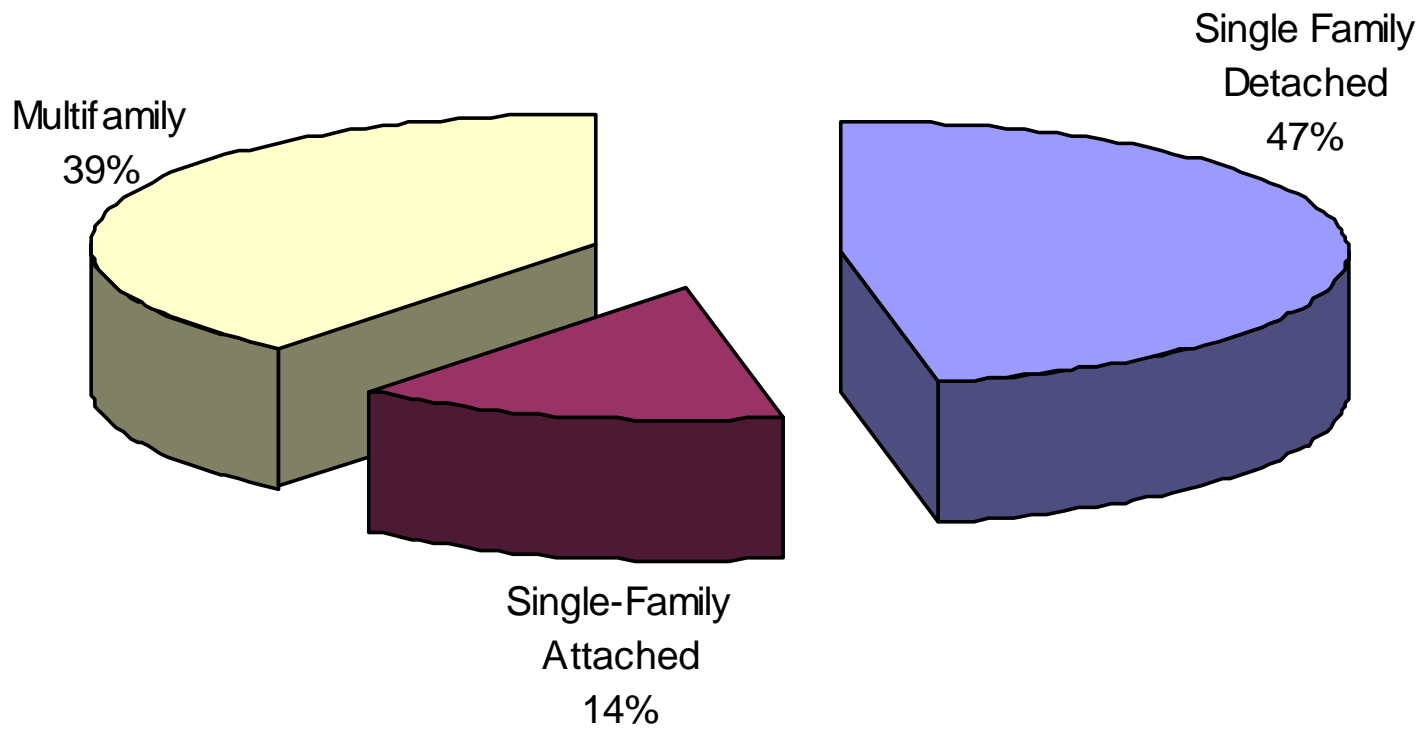
U.S. 9.3%

Median Household Incomes



Source: 2005-2007 ACS

Single-Family Detached Units Account for 47% of Rockville's 2010 Housing Inventory



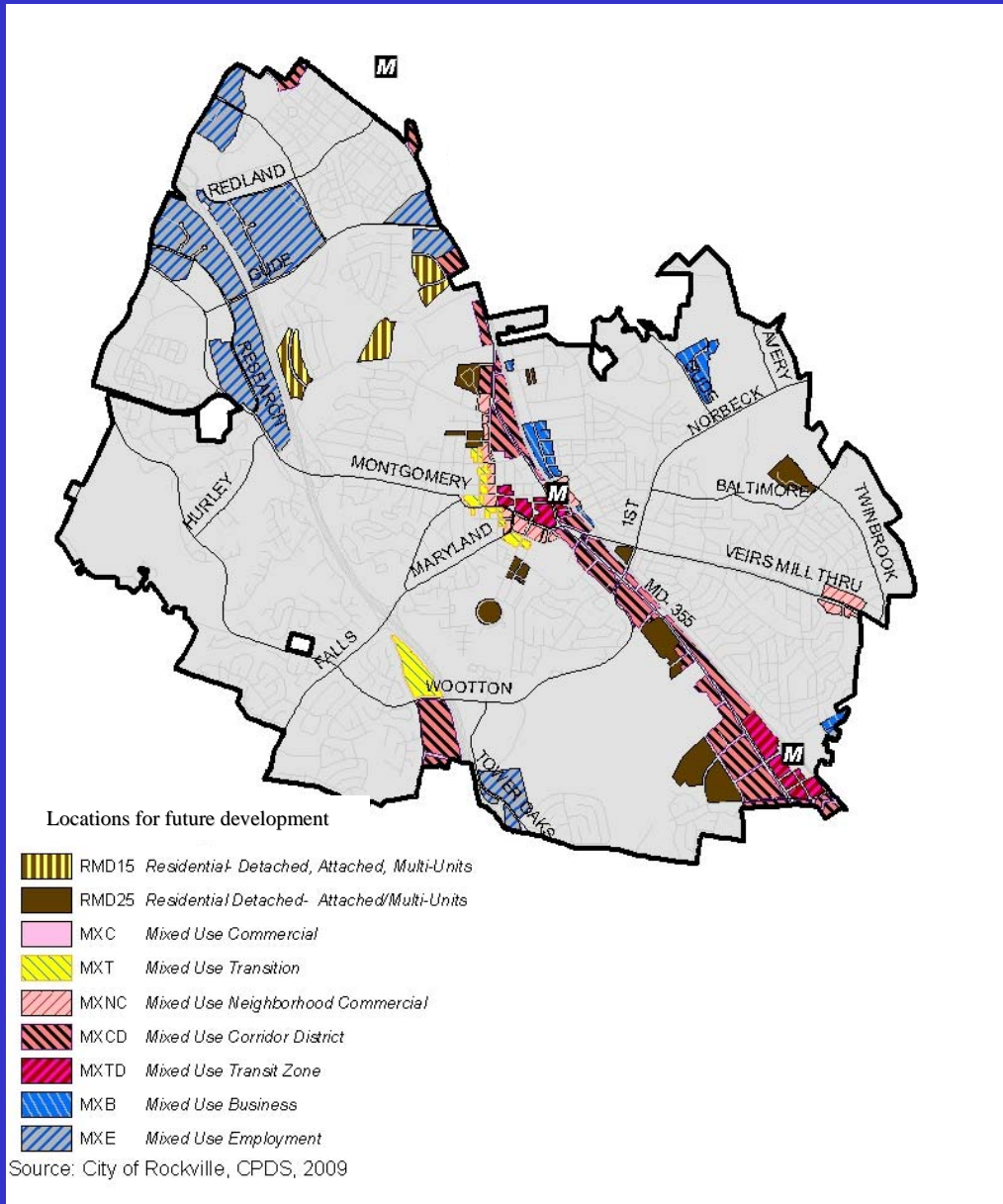
Median Sale of Single-Family Homes

	2007	2008	% Change
Rockville	\$520,000	\$515,000	- 0.96%
Mo. Co.	550,000	503,900	- 8.40%
D.C.	573,400	543,500	+ 1.10%
MD suburbs	435,800	440,400	- 8.10%
VA suburbs	488,300	373,200	-
			23.60%
Metro Area	468,700	394,700	- 15.80%

- **The 2009 average rent was \$1,484; compared to \$1,369 countywide.**
- **The average vacancy rate was 3.1%; compared to 4.9% countywide.**

**Rockville
Housing
Rental
Market**





Green Initiatives Commitment

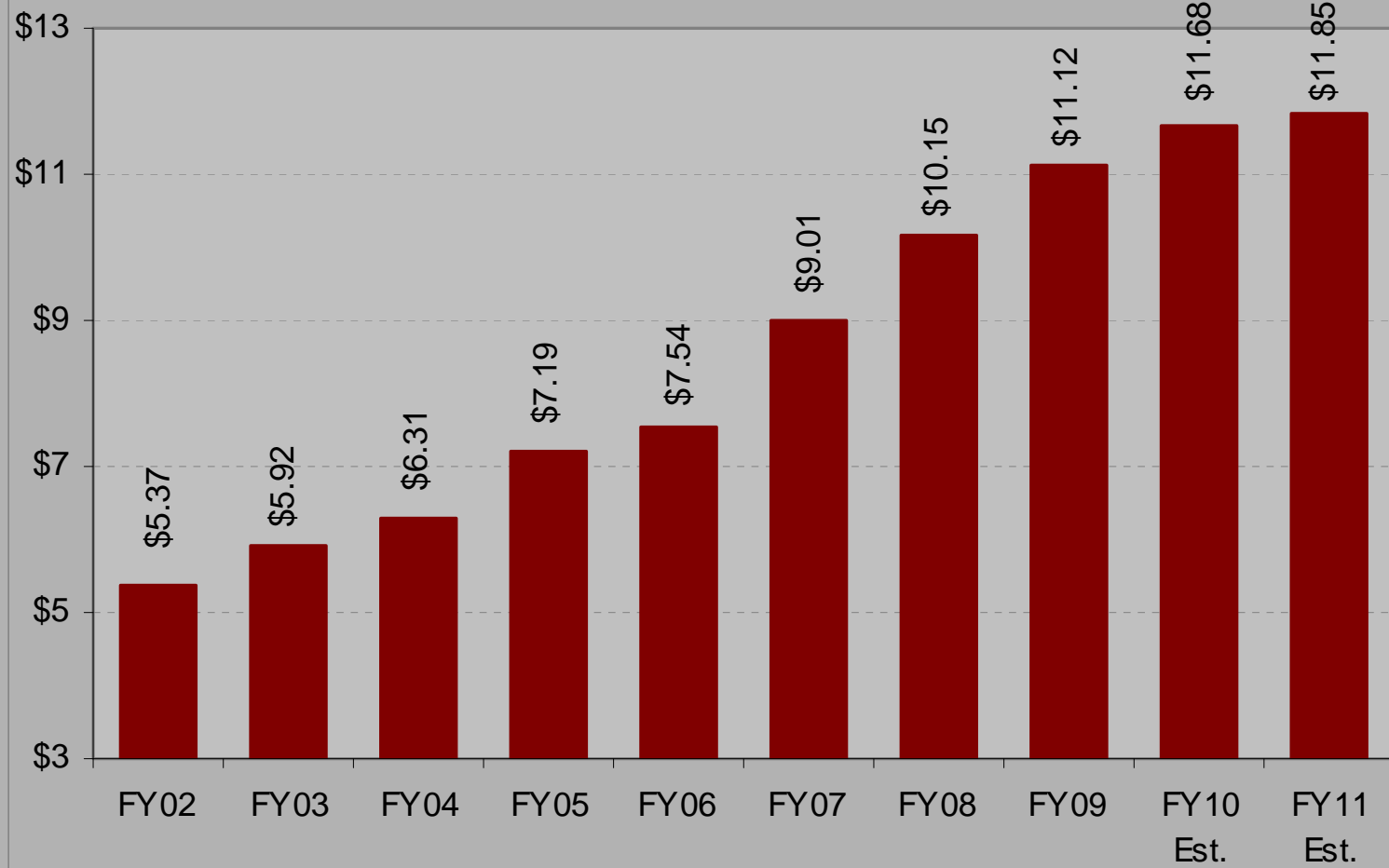
Business Collaboration



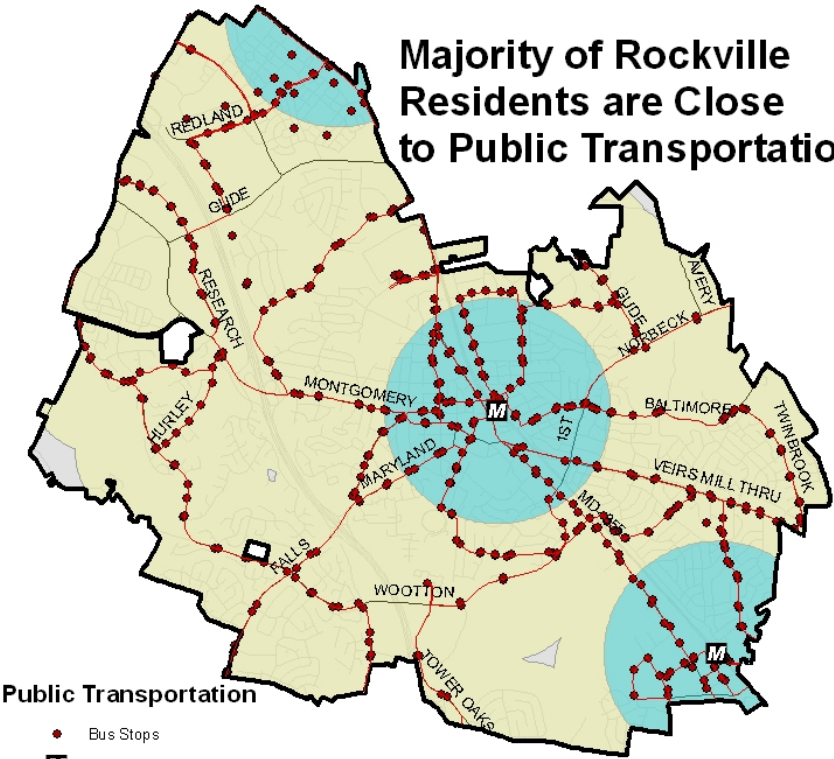
**LEEDS
Compliant
Construction
Open Space**




Real Taxable Assessed Value (in billions)



Majority of Rockville Residents are Close to Public Transportation

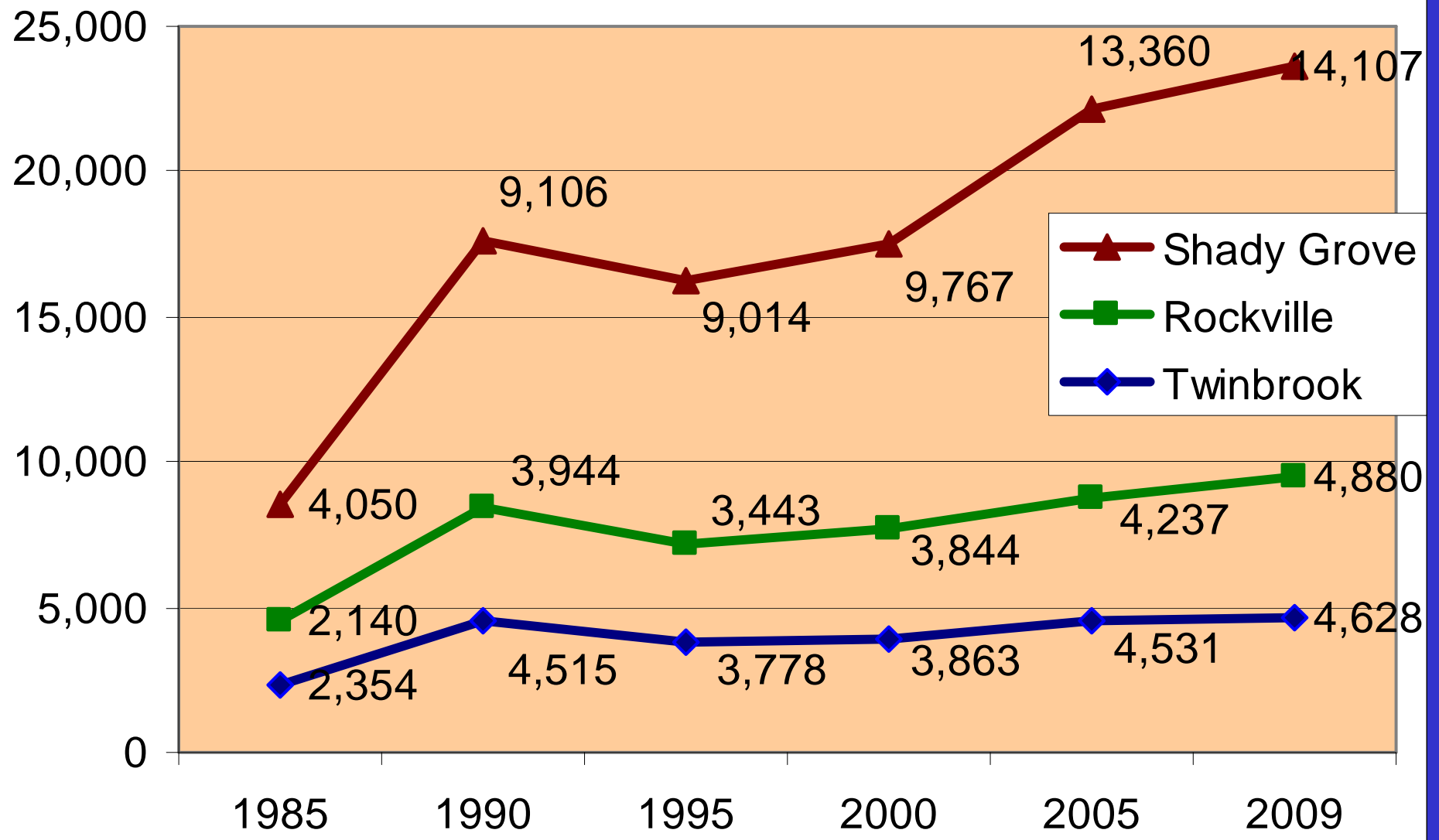


Public Transportation

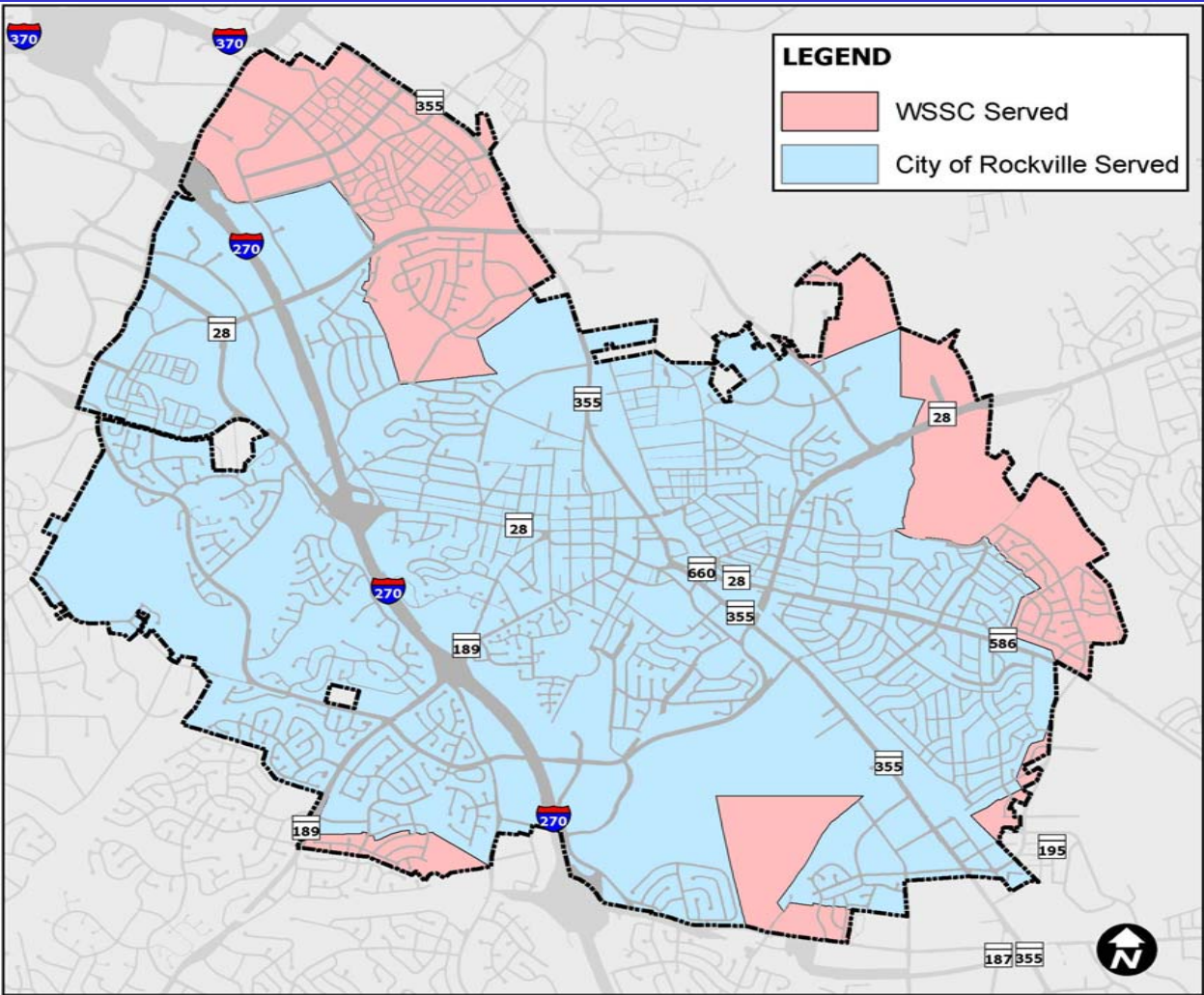
- Bus Stops
-  Metro
- Bus Route
-  7 Mile Metro Buffer
-  5 Mile Bus Buffer

Source: Montgomery County Mobility Report

Metrorail Average Weekday Passenger Boardings

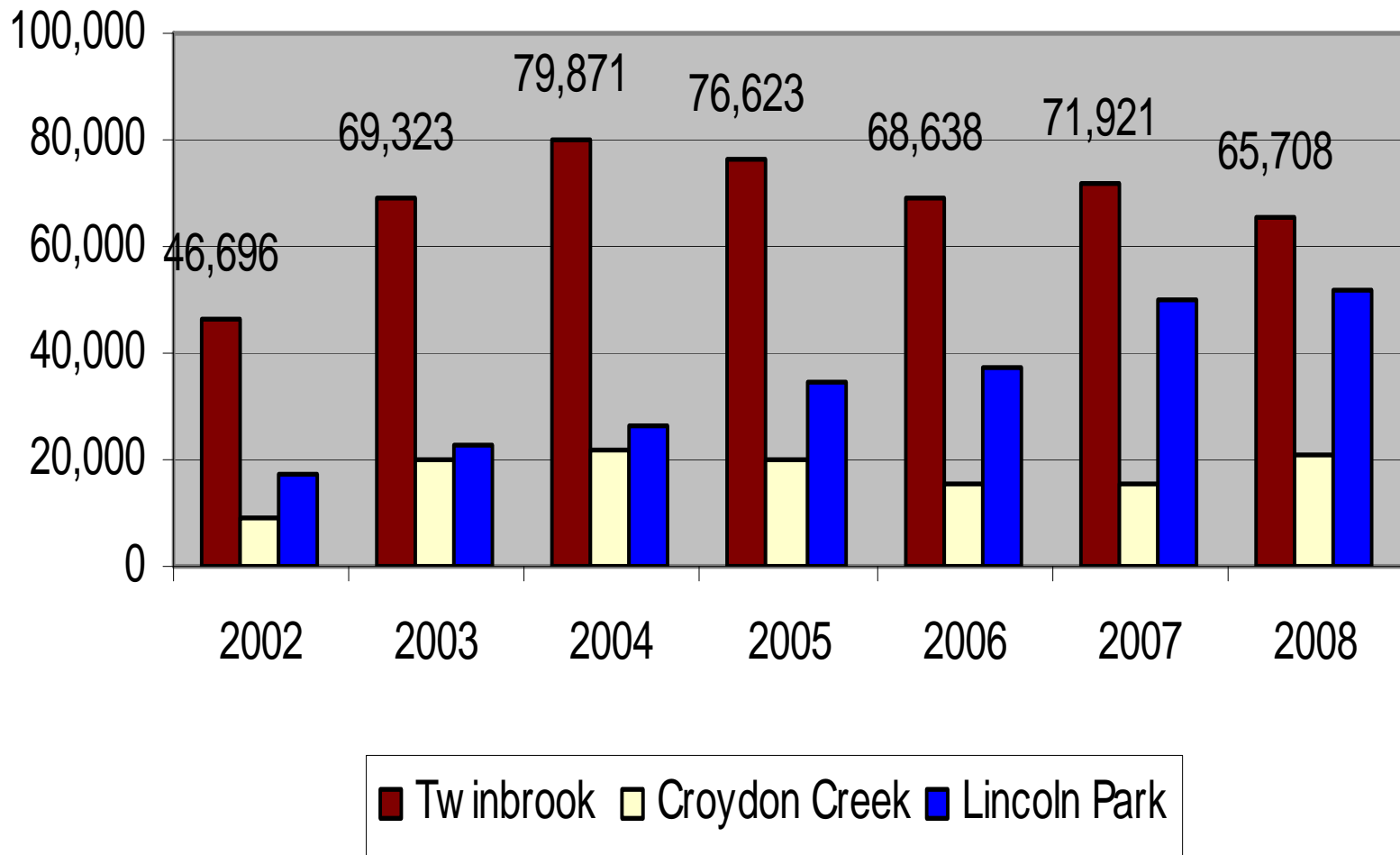


City Water

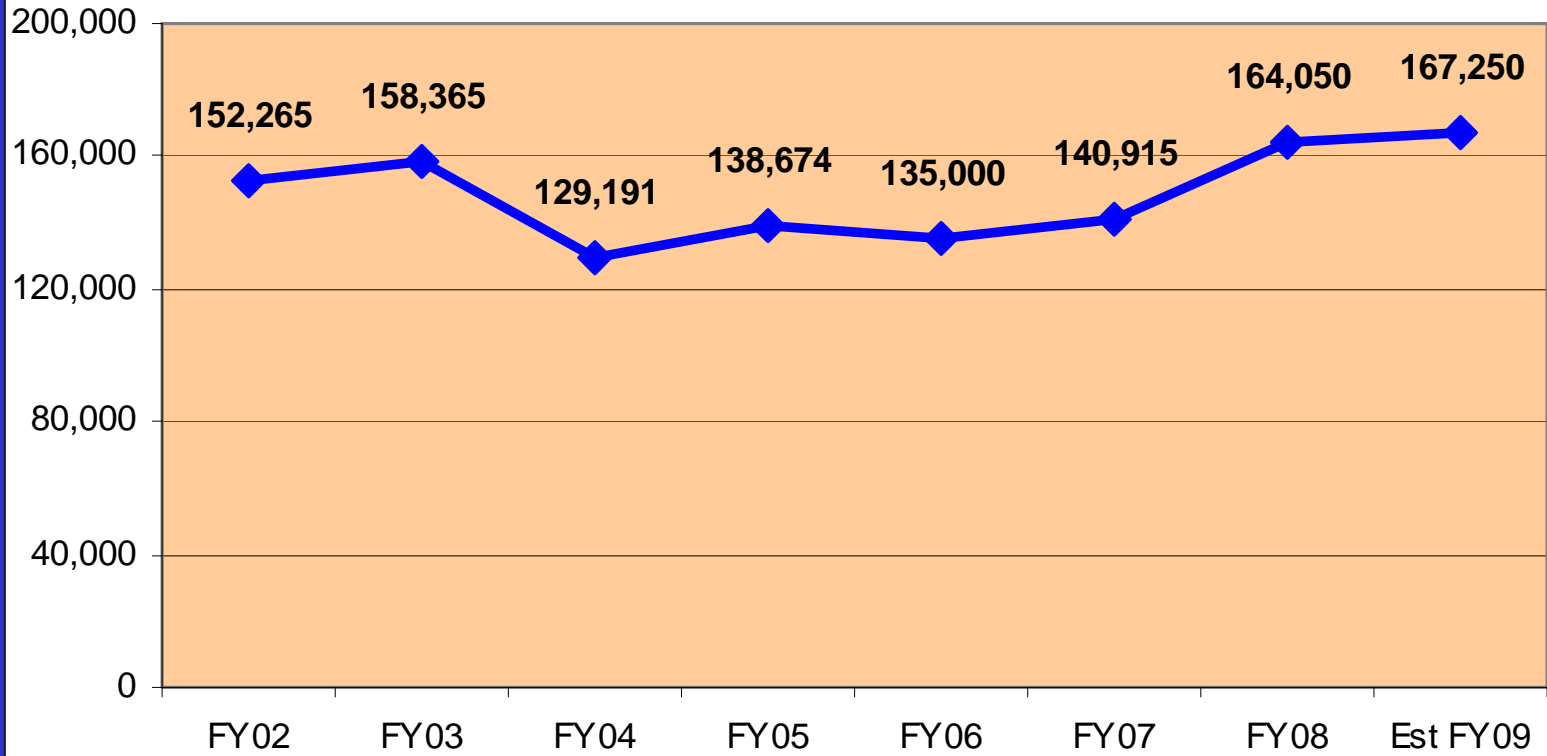


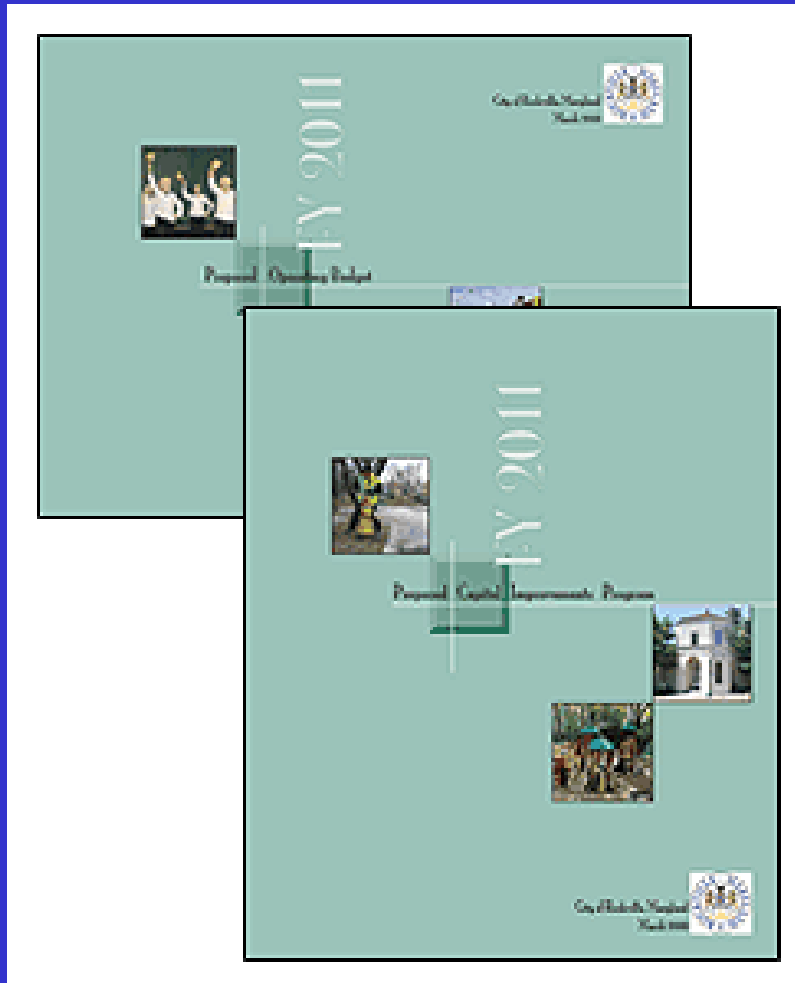
- **Aging infrastructure - most of Rockville's 180 miles of water pipe and 150 miles of sanitary sewer pipe were installed prior to the 1970s. Other elements of the systems are also aging.**
- **Capacity - water and sewer capacity appear to be adequate for at least the next few decades and models are run periodically to assure that this is true.**

Visits to Community Centers



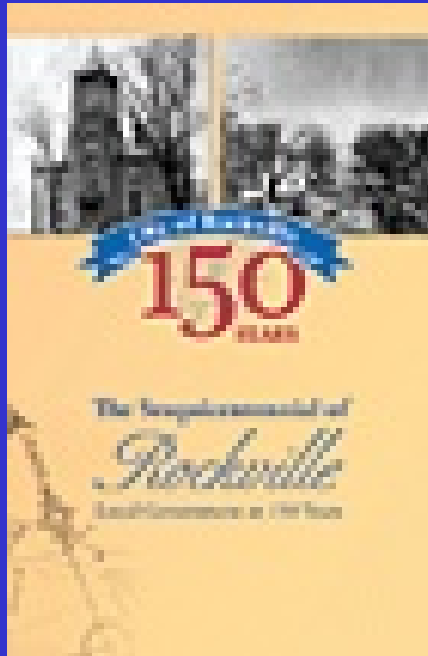
Attendance at City-Sponsored Events





Budget 2011

Highlights of Progress



Celebration
Implementation



Rockville Memorial Library

Mansfield Kaseman Clinic Opens

March 29, 2010



Other Signs of Success

- Taking the Mayor and Council Meetings on the Road
- Reinstating Council Liaisons to Boards and Commissions
- New Youth Commission Created
- Agendas and Actions items provided early in the calendar



- Commitment by Chamber of Commerce

Still Works in Progress

- **Grocery Store for Town Center**
- **Zoning revisions**
- **APFO revisions**
- **Traffic Relief and Pedestrian Safety**
- **Building a Business Friendly City**
- **Protecting Neighborhoods from Encroachment**
- **Police Station & Public Works**



Securing the course from the economic pressure to cover all its costs will be a major debate over the next few months.

RedGate Golf Course



Watch for the Reports from:

The Communications Task
Force &
The Finance and Budget
Task Force

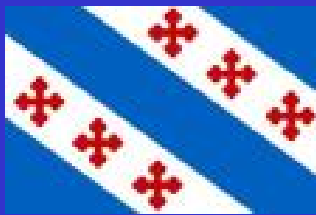


Annapolis & MMIL



- **Monitoring State Legislation**
- **Connecting to Our Legislators**
- **Funding Resources**
- **Legislation Actions with Impact**

Thank you for Your Attention



Phyllis Marcuccio, Mayor