MAYOR AND COUNCIL

MEETING NO. 05-20
Monday, February 3, 2020 – 6:00 PM

WORKSESSION AGENDA

Agenda item times are estimates only. Items may be considered at times other than those indicated.

Any person who requires assistance in order to attend a city meeting should call the ADA Coordinator at 240-314-8108.

6:00 PM **1. Convene**

2. Pledge of Allegiance

6:05 PM **3. Work Session - Topic 1**

A. Discussion, Instructions of Policy Concepts Aimed at Increasing the City's Affordable Housing Stock through Increased MPDU Set-Aside Requirement and Expanded Application of In-Lieu Payment Options

7:05 PM **4. Work Session - Topic 2**

A. RedGate Master Planning: Discussion of Scope of Work

8:05 PM **5. Work Session - Topic 3**

A. FY 2021 Mayor and Council Budget Survey Results and Priorities

9:05 PM **6. Work Session - Topic 4**

A. Arts and Culture Study Worksession

10:05 PM **7. Work Session - Topic 5**

A. Discussion on Potential Amendments to Travel Policy

11:05 PM **8. Adjournment**

Additional Information - Topic 2- RedGate Master Planning

The Mayor and Council Rules and Procedures and Operating Guidelines establish procedures and practices for Mayor and Council meetings, including public hearing procedures. They are available at: http://www.rockvillemd.gov/mcguidelines.

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Discussion and Instructions
Department: Planning & Development Services
Responsible Staff: Asmara Habte

Subject

Discussion, Instructions of Policy Concepts Aimed at Increasing the City's Affordable Housing Stock through Increased MPDU Set-Aside Requirement and Expanded Application of In-Lieu Payment Options

Recommendation

Staff recommends that the Mayor and Council provide direction on whether to move forward on these proposed policy changes and to direct staff to draft amendments for review at a future meeting.

Discussion

This agenda item proposes four policy changes aimed to increase the production of the City's Moderately Priced Dwelling Units (MPDUs) stock and to increase contributions to the housing opportunities fund through fee-in-lieu options. Each policy change is discussed below.

1. Affordable Housing Fee for Small Residential Developments

Under City Code Chapter 13.5, Rockville's Moderately Priced Housing requirements currently apply to developments with 50 or more dwelling units. These development projects are required to provide MPDUs on site or meet alternative requirements that result in significantly more MPDUs, as determined by the Mayor and Council. Currently, development projects with fewer than 50 units are exempt from Moderately Priced Housing requirements.

With this proposed policy change, one of the options would be for developers of smaller residential projects, consisting of 10-49 total dwelling units, to be required to pay an affordable housing fee. Staff has developed data on these smaller residential projects. Since 1996[1], there have been 10 residential projects constructed with unit counts between 10 and 49 (see Attachment A).

Incorporating a fee for small development projects would increase the impact of the City's inclusionary zoning policy by requiring an affordable housing contribution across a broader range of residential development projects.

[1] The City's MPDU law was enacted in 1990.

Developing reasonable in-lieu fees that work well for every potential residential development project can be challenging. In general, communities choose between two core approaches when they are structuring such fees: affordability gap and production costs. The affordability gap method looks at the difference in price between market-rate and affordable units. The production cost approach looks at the average amount of public investment that would be required to produce each additional off-site affordable unit.

The City currently uses the affordability gap approach for its in-lieu payment provision for residential projects of 50 or more units. The fee is 90%[2] of the difference between the market-rate sales price of a dwelling unit and the sales price affordable to an MPDU household earning the maximum MPDU household income. The City requires application of the fee to those units that would otherwise be required on site, plus the application of such fee to an additional 15% of those units. For example, if a project's required MPDU set-aside is 20 units, the in-lieu fee would be applied to 23 units. The City's in-lieu fee applies to both rental and homeownership units. The City's in-lieu payment formula is designed to encourage units on site over in-lieu payment, by having high in-lieu fees. To date, no developer has exercised the in-lieu payment option to meet the City's MPDU requirements.

Given the City's limited developable land and the high costs for land acquisition and development, on-site units are strategically a better option for the City's affordable housing program than in-lieu payment. However, with small-scale development projects, a fee structure may present a better opportunity and help meet the City's broader objective of providing affordable housing. The City's current in-lieu fee structure does not have the flexibility to effectively address these types of projects. The existing in-lieu fee structure is likely to make small development projects financially infeasible. The resources generated by a lower fee for small residential developments, supplemented by other financial resources, could help towards the production of affordable units off-site over time.

Below are two examples of comparable fees and how they are calculated on small development projects, for Montgomery County and Gaithersburg.

Montgomery County

Montgomery County requires on-site MPDUs for residential developments consisting of 20 or more units. Except for multifamily condominium developments, paying fees in lieu of providing on-site units is not an option for meeting MPDU requirements for development projects of 20 or more units.

Residential development projects consisting of 11 to 19 dwelling units are not required to provide MPDU units; however, developers of such projects must make a payment into the County's Housing Initiatives fund totaling 0.5%[3] of the sales price of each unit in

[2] City of Rockville Moderately Priced Housing Regulations, Page 11.
[3] Montgomery County, https://montgomeryplanning.org/wp-content/uploads/2018/10/MPDU-Bill-Summary.pdf; Montgomery County Executive Regulation, October 2018.

the development. Montgomery County views this fee on small developments simply as a fee and not an in-lieu fee.

City of Gaithersburg
The City of Gaithersburg has an MPDU program similar to that of the County's, in which MPDUs are required for projects of 20 or more units. Gaithersburg does not have a fee for smaller development projects as its city staff does not anticipate receiving proposals for developments fewer than 20 units, excluding teardown and other single one-family units, which would not be subject to MPDU requirements.

For Rockville, staff recommends exploring an in-lieu fee like that of Montgomery County's for small development projects in Rockville, to generate funds to put toward our affordable housing program. For example, the Chestnut Lodge development, which had 32 single-family was not subject to the City's MPDU requirement due to the project having fewer than 50 units. The sales prices of those units ranged from $575,000 to $1,144,332[4], for an average of $971,418. Applying a 0.5% as the fee on a development size of 32 units would have generated, on average, $4,900 per unit or $155,400 for the project. By comparison, applying 3%[5] of the sales prices as the fee to the units at Chestnut Lodge, the project would have generated a total development in-lieu fee of $932,562, or $29,143 per unit.

Staff needs the Mayor and Council's direction on the following:

1. Whether the City should apply an in-lieu fee for smaller projects.
2. If so, at what range of units? 10 to 49? 20 to 49?
3. If so, at what percentage?

Staff will use this direction to get input from the broader community, before bringing back specific proposed ordinance and regulatory changes. The Mayor and Council may wish to wait until receiving public input before providing specific direction, for example, in choosing the percentage to apply.

Below, for consideration, is a table summarizing a few of the pros and cons of requiring a fee for small developments:

Table 2. Pros and Cons of Requiring Fees for Small Residential Development Project

Pros	Cons
Equalizes MPDU requirements across broad residential projects.	Will add cost to smaller development through a new fee.

[4] Maryland Department of Assessments and Taxation.
[5] The 3% fee would be consistent with the in-lieu fee that Montgomery County can assess to condominium projects with high monthly condominium fees, as a way of meeting the County's MPDU requirements.

Creates consistency in requirements with Montgomery County.	May encourage developers to forgo development in Rockville and select neighboring communities that don't have a fee for small projects.
Helps bolster the City's Housing Opportunities fund, which could be leveraged with other resources to create and preserve affordable housing opportunities.	May discourage infill/redevelopment depending upon the amount of the fee. This is a minimal impact, if any, since the likelihood of assembling infill lots in the city to accommodate 10 or more units is highly unlikely.
Could help support the City's commitment to meeting the Regional Housing Allocation*	
* The City of Rockville is included in the Montgomery County non-binding Resolution adopting the Metropolitan Washington Council of Governments Regional Housing Allocation. The Resolution was adopted in October 2019.	

2. In-Lieu fee for Condominium Development

The City's current in-lieu payment calculation does not have the flexibility to address the challenges with condominium MPDUs that have high association fees. With this proposal, staff is asking the Mayor and Council to consider creating in-lieu fee calculations for condominium developments providing 50 or more dwelling units. Condominium developments are often considered an entry into homeownership. The City's MPDU program has produced 272 units within condominium developments since the program's inception.

While condominium fees alone may not be the sole factor leading to some owners of MPDU condominium units being housing-cost burdened, they are a contributing element. Some of the 272 units have been lost to the MPDU program in foreclosure proceedings, and others may be at risk of future foreclosures.

In the City of Rockville, condominium fees range from $350 to $600 per month[6], rendering such units unaffordable to moderate-income purchasers or owners, as the addition of monthly condominium fees to the mortgage and utilities costs frequently exceed the affordability[7] threshold for MPDU buyers. In general, the developer sets the initial condominium fees; and once the developer achieves a certain percentage of unit sales (i.e., 70% units sold), the condominium association entity is turned over to the unit owners. The condominium

[6] Some condominium communities in the City have much higher fees. For example, the condominium fee at the Adam's House is $1,045. The Adam's House does not contain any MPDU units (Source: Zillow).
[7] Affordability is achieved with households housing costs, including utilities, are not greater than 30% of household income.

association board typically raises the condominium fees annually or periodically based on future and anticipated capital needs of the condominium community, making ownership of such MPDU units unsustainable in the long term even if the MPDU buyer was able to cover all costs at the time of purchase.

Housing providers such as Rockville Housing Enterprises (RHE), who own MPDUs for their program uses, have expressed concerns over escalating condominium fees as the increasing costs of the fees is impacting their ability to meet their repair reserves. As such, condominium units, especially high-end condominium developments, are becoming an unsustainable housing option for many low- and moderate-income buyers and housing providers. Escalating condominium fees are a problem in our nearby communities, which has led these communities to accept in-lieu fees for such developments.

Below are local examples of in-lieu fees for condominium developments:

Montgomery County
In recognition of the high cost of common ownership costs of condominium developments, Montgomery County requires an in-lieu fee for developers of condominiums with high condominium fees. The fee is 3%[8] of sales price and it is applied to each unit in the development site. For example, in a development of 200 condominium units with a sales price for each unit of $450,000, the project would generate in-lieu fees of $2.7 million.

City of Gaithersburg
Similarly, the City of Gaithersburg permits developers to meet their MPDU requirements through an in-lieu payment for condominium and other common ownership communities with high HOA or condominium fees. If the Gaithersburg Mayor and City Council finds that the common ownership fees are deemed too high, it permits developers to pay an in-lieu fee to the City's affordable housing fund. Unlike Montgomery County, Gaithersburg's approach to their in-lieu calculation is the difference between the actual sales price of the market-rate unit and the cost of construction. For example, if the market sale price is $400,000 and the construction cost is $250,000, the in-lieu fee would be $150,000. The fee is applied to the applicable MPDU unit count.

In Rockville, currently, condominium projects are subject to the applicable percentage of MPDU set-aside, and developers must set aside MPDU units in the condominium development accordingly, or pay in-lieu fees based on the current in-lieu calculation pursuant to the MPDU regulation.

[8] Montgomery County, Sec. 25A-5A. Alternative payment agreement.

While a typical multifamily residential development project can accumulate permit costs and fees of up to approximately $30,000[9] per unit, developers should already anticipate these fees. These fees are assessed to the project regardless of whether MPDUs are part of the project.

This proposed in-lieu fee for condominium developments with 50 or more dwelling units should not be considered an additional development fee that is levied on developers by the City because it would be an alternative to providing units. If a developer exercises the option of an in-lieu payment, the developer is still subject to the development services and permit fees on those units that would have otherwise been set aside as MPDU, and are reprogrammed as market-rate units. In other words, by paying the in-lieu fee, the developer is opting to create 100% market-rate units by having met the MPDU requirement with the in-lieu payment.

For the City of Rockville, staff is seeking direction from the Mayor and Council on whether to apply Montgomery County's rate of 3% as the in-lieu fee for condominium developments with high condominium fees. For example, applying an in-lieu fee of 3% of sales price to a recently approved condominium project, Tower Oaks, where the sales prices range from $549,900 to $629,900, could have generated $2,111,616 to $2,419,1612 in-lieu fees on the 128[10] units in the condominium development.

3. Require Developments with 50 or More Units to Provide 15% MPDUs

At present, residential projects in Rockville with 50 or more units in the Mixed-Use Transit District (MXTD) and Mixed-Use Corridor District (MXCD) zones are required to set aside 15% of the total units as MPDUs. In contrast, development projects outside of these zoning districts are only required to set aside 12.5%. MXTD and MXCD are located primarily along the MD 355 corridor and in Town Center. Please see Attachment B for a map showing the location of the various zones and applicable MPDU requirements.

In 2018, Montgomery County revised its MPDU allocation requirements[11]. The change requires that 15% be set aside in planning areas where at least 45 percent of the census tracts have a median household income of at least 150% of the Montgomery County median income ($100,352). In those areas, residential development projects are now required to set aside 15% of the total units as MPDUs. This requirement applies to developments in areas that include Goshen, Lower Seneca, Darnestown, Travilah, Potomac, North Bethesda, and Bethesda-Chevy Chase. The Bethesda Downtown sector plan through the Bethesda Overlay Zone also requires 15% set-aside. The Montgomery County Planning Department will calculate and update the MPDU requirement and map in January. Except as may otherwise be required by applicable master plans, development projects in other areas of the County must provide 12.5 percent MPDUs.

[9] For the City of Rockville, these cost items include inspection and development services fees, County impact fees (schools and transportation), planning services fees, forestry fees, art fees, transportation fees, and public works fees. The fee amounts vary by development size, anticipated traffic generation, forestry requirements, and other applicable factors. MPDU units are not subject to County impact fees.
[10] Tower Oaks is approved for 128 condominium units as part of a larger Planned Development project.
[11] https://www.montgomerycountymd.gov/council/resources/files/lims/bill/2017/Enacted/pdf/6935_1460_Enacted_07272018.pdf

In this proposal, staff seeks the Mayor and Council's direction on whether to apply an MPDU set-aside requirement of 15% throughout the city. Doing so would increase and equalize the impact of the City's inclusionary zoning policy. If the Mayor and Council wish to consider an MPDU set-aside requirement above 15%, it would be worthwhile to weigh such consideration with the cost implications and to pair the set-aside requirement with incentives. Examples of incentives could include reduced parking requirements, expanded increased height limits[12], fee waivers, and an expedited permit and approval process.

A current incentive already offered is that residential projects with 25%[13] or more affordable units are eligible for a waiver of the County's impact fees[14], which can be significant depending on the type of residential development. For example, the impact fee for a multifamily residential development, excluding high-rise projects, is $17,208 per unit, which could be a cost savings of $1,720,800 for a project with 100 units. Lastly, the Washington Suburban Sanitary Commission (WSSC)[15] also provides a fee waiver for MPDUs. The combination of these external fee waivers and additional internal fee waivers are factors that should be considered in requiring an MPDU set-aside beyond 15%. Please see Attachment C for a map showing the locations where 15% set-aside could be considered.

Below is a table summarizing the affordable housing set-aside requirements and incentives found in other communities with inclusionary zoning:

[12] In 2009, the City removed density limits by increasing its height limit requirements in certain Mixed Use (MX) Zones. Mixed-Use Transit District (MXTD) can go up to 150 feet to 200 feet (Champion projects); Mixed-Uses Corridor District (MXCD) can go up to 75 feet to 125 feet (Champion projects); Mixed-Use Neighborhood Commercial (MXNC) can go up to 65 feet; and Mixed-Use Corridor Transition (MXCT) allows up to 75 feet. The Bonus density provision in the MPDU Ordinance applies to areas zoned as Residential Medium Density (RMD)—RMD-10, RMD-15, RMD 25.

[13] https://www.montgomerycountymd.gov/council/Resources/Files/agenda/cm/2019/20190916/20190916_GOPHED2.pdf

[14] City residential, retail, and office projects are subject to the County impact fees (transportation and school). The amount of the impact fee depends on the land use and development product. MPDUs are not subject to the County's impact fees.

[15] WSSC Resolution 2019-2225.

Table 1. Comparison of Affordable Units Set-Aside Requirements[16]

Community	Set-Aside Requirements	Density Bonus	Other Developer Incentives
Rockville, MD (1990)	12.5% to 15% of all units for projects of 50 or more in new construction. 15% is required in areas of MXCD and MXTD. A 12.5% set-aside is required in the rest of the city.	Up to 22%	None
Montgomery County (1974)	12.5% to 15% of all units for projects of 20 or more. Project with 11-19 units pay in-lieu fee of .5% per unit. In 2018, Montgomery County revised its MPDU allocation requirements. Specifically, in addition to the 15% mandatory requirement in the Bethesda Downtown sector plan through the Bethesda Overlay Zone, communities where the median income is 150% of the Montgomery County median income ($100,352) are now required to set aside 15% of the total units as MPDUs.	Up to 22%	Waiver of water, sewer charges and impact fee.
Fairfax County, VA (1991)	Sliding scale requirement--12.5% for SF and 6.25% for MF	20% for SF and 10% for MF	None
Washington, DC (2006)	8% to 10% of Floor Area Ratio (FAR) for projects with 10 or more units for new construction and rehab projects	Up to 20 percent of the gross floor area beyond what is allowed under existing zoning regulations.	Developers are eligible for dimensional adjustments to the building envelope to maximize the available density bonus. Adjustments can be made to reduce the required lot width, increase lot occupancy (i.e., lot coverage), and increase building height.

Staff needs the Mayor and Council's direction on whether to apply the 15% requirement to other zoning districts as listed above.

4. Add a Sub- Section in Section 6 of the MPDU Regulations

With this proposed change, staff seeks the Mayor and Council's direction to add clarifying language in the regulations to provide for income-tiered units under the homeownership program. In 2019, the Mayor and Council approved the expansion of the MPDU income limits up to 120% of Area Median Income (AMI). The income expansion allows developers to build units at various pricing points that would be affordable to households with income of up to

[16] Montgomery County Code Ordinance, Chapter 25A-Moderatly Priced Housing
Montgomery County, https://www.montgomerycountymd.gov/council/Resources/Files/agenda/col/2019/20190305/20190305_4B.pdf
District of Columbia, https://dhcd.dc.gov/service/inclusionary-zoning-affordable-housing-program
Fairfax County, https://www.fairfaxcounty.gov/planning-development/sites/planning-development/files/assets/documents/zoning/zoning%20ordinance/art02.pdf
City of Rockville, https://library.municode.com/md/rockville/codes/code_of_ordinances?nodeId=CICO_CH13.5MOPRHO

120% of AMI. To that end, the 2019 ordinance amendment provided guidance to developers on pricing structure for rental products, but not for homeownership units. The language in the regulations for the rental component as reflected in Section 6(B)(d)&(e) is as follows:

d. To obtain the value for each bedroom count, the family size factor is multiplied by the income band (0.3, 0.4, 0.5, 0.6, 0.7, 0.8, 0.9, 1.0, 1.1, or 1.2) depending on the income band applicable to the specific unit, and then multiplied by 0.25 (or 0.30 if utilities are paid by the landlord). This formula provides a value for the monthly rent for each type of unit.

e. The final distribution of dwelling units at the various income band levels (i) is subject to City approval, and (ii) must be detailed in an MPDU agreement.

Accordingly, with this proposal, staff seeks to add clarifying language in the MPDU regulation for the homeownership product. An example of what the guidance language could be, to speak to the tiering of the units by income, is:

> *Developers must provide MPDU units at broader affordability levels. For example, a development with 15 MPDU units may include two units at 50% of AMI, five units at 60% of AMI, and eight units at 80% of AMI. Alternatively, the units can be broken into thirds with five units at 50% of AMI, five units at 60%, and five units at 80% of AMI, or any tiering structure that would generate units with affordability levels below 60% of AMI.*

If the Mayor and Council wishes to move forward on this concept, staff will return with specific proposed language.

Next Steps

Staff will proceed as directed by the Mayor and Council. If the Mayor and Council instruct and direct staff to move forward with these policy amendments, staff will hold a public forum(s) to obtain input from the public on the proposed changes and incorporate comments, as applicable, into the revisions of Chapter 13.5 and the implementing regulations. Staff will bring forth the revised (i.e., redlined) versions of section 13.5 and the implementing regulations to Mayor and Council for introduction and possible adoption at a future meeting.

Public Notification and Engagement

Upon Mayor and Council instructions to staff to proceed with the proposed changes, staff will hold a public forum(s) to garner input.

Boards and Commissions Review

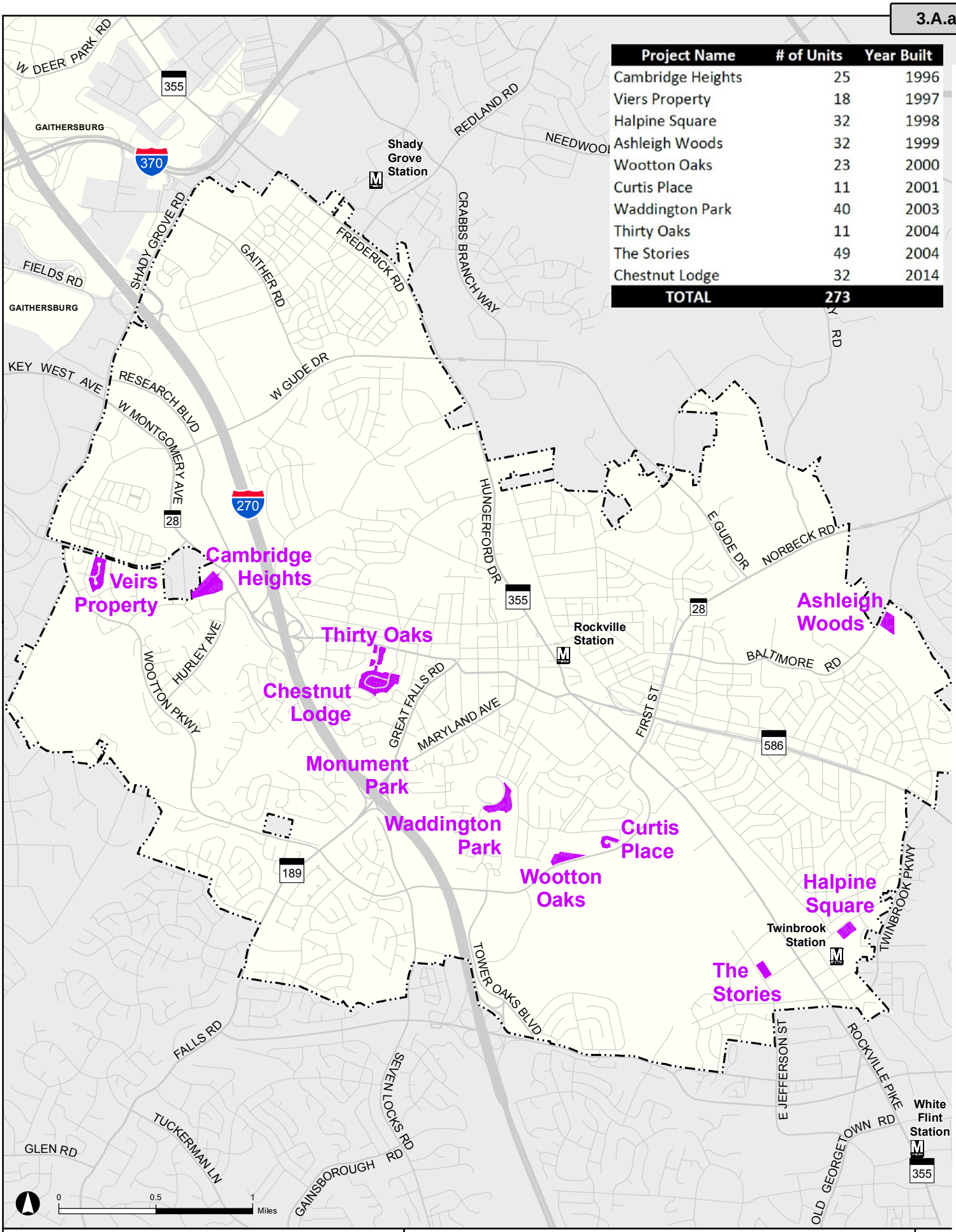
Staff has invited the RHE Board and RHE staff to attend the January 27, 2020, Mayor and Council meeting. Staff also notified the staff liaisons for the Human Rights Commission and Human Services Advisory Board about the Mayor and Council meeting.

Attachments

Attachment 3.A.a: Attachement A MPDU Projects Under 50 Dwelling Units 2020 (PDF)
Attachment 3.A.b: Attachment B Select Zoning Districts MX-RMD PD2020 (PDF)
Attachment 3.A.c: Attachment C Select Zoning Districts PD MXCD-MXTD2020 (PDF)

Rob DiSpirito, City Manager 1/22/2020

Project Name	# of Units	Year Built
Cambridge Heights	25	1996
Viers Property	18	1997
Halpine Square	32	1998
Ashleigh Woods	32	1999
Wootton Oaks	23	2000
Curtis Place	11	2001
Waddington Park	40	2003
Thirty Oaks	11	2004
The Stories	49	2004
Chestnut Lodge	32	2014
TOTAL	**273**	



City of Rockville Maryland

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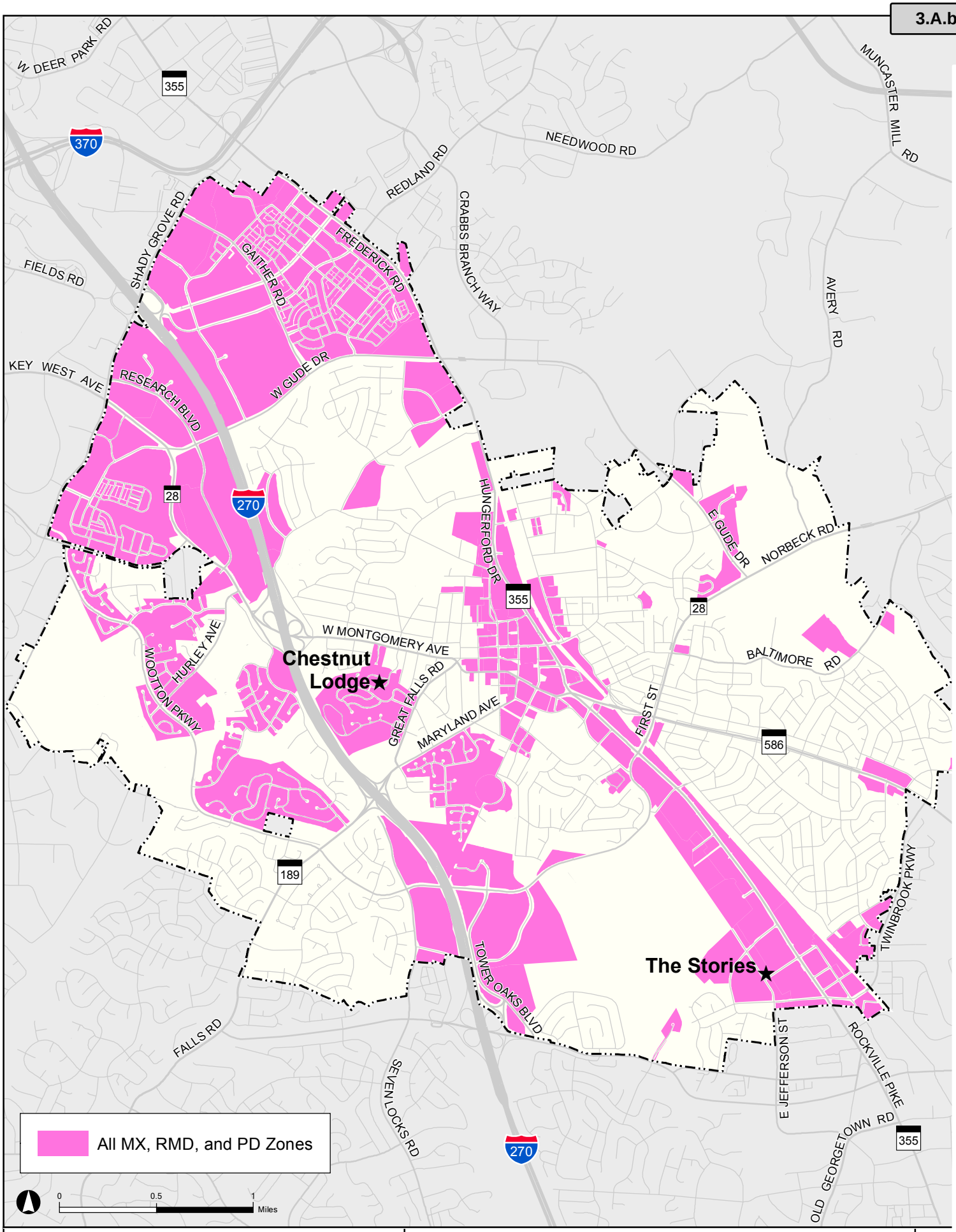
Residential Projects Built Since 1990
Between 10 and 49 Dwelling Units

DATE: 1/9/2020
AUTHOR:



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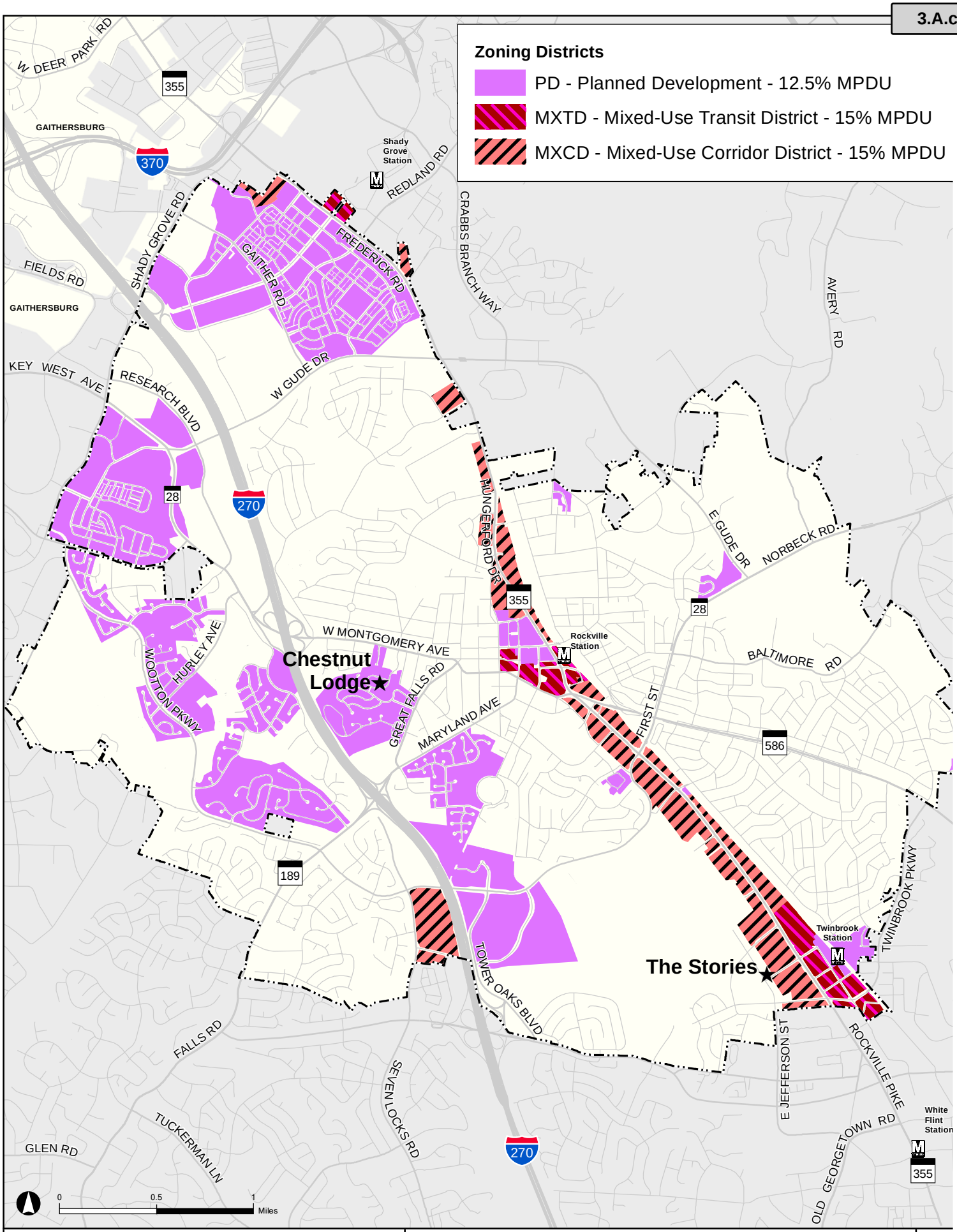
Rockville Zoning Districts

DATE: 1/9/2020
AUTHOR:

Attachment 3.A.b: Attachment B Select Zoning Districts MX-RMD PD2020 (2605 : Discussion, Instructions of Policy Concepts Aimed at



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Rockville Zoning Districts

DATE: 11/2/2018
AUTHOR:

Attachment 3.A.c: Attachment C Select Zoning Districts PD MXCD-MXTD2020 (2605 : Discussion, Instructions of Policy Concepts Aimed at

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Presentation and Discussion
Department: PDS - Comprehensive Planning
Responsible Staff: Andrea Gilles

Subject

RedGate Master Planning: Discussion of Scope of Work

Recommendation

If the Mayor and Council supports undertaking a master plan, staff requests feedback on the proposed Scope of Work and direction on proceeding with the preparation of a Request for Proposals (RFP) to hire a multi-disciplinary consulting team to work with staff and the community to develop a master plan for the site. Staff also recommends a future budget amendment for $300,000 to hire a consultant team.

Change in Law or Policy

The current planned land use for the RedGate site, under the 2002 Comprehensive Master Plan (CMP), is Public Park and Open Space; and the current zoning is Park. The Parks, Recreation and Open Space (PROS) plan, which the Mayor and Council adopted in 2010, recommends retaining RedGate as a PROS resource should it ever stop being an active golf course. If uses other than a park are proposed, future amendments to the Comprehensive Master Plan, Zoning Map and Zoning Ordinance would be required.

Discussion

The Mayor and Council have received updates on and held discussions regarding the RedGate property on many occasions over the past decade. The last presentation was held on June 17, 2019, at which time general potential options for the site were shared and the Mayor and Council:

1) Re-affirmed an earlier decision to plan for uses other than golf on the site; and
2) Provided direction to develop a draft Scope of Work for Mayor and Council consideration and discussion, which would be the basis for hiring a multi-disciplinary consulting team that would work with the Mayor and Council, staff and the community to develop a master plan for the RedGate property.

The purpose of this work session is for the Mayor and Council to:

1) Decide whether a master plan for RedGate is needed at this time;
2) If so, whether to hire a multi-disciplinary consultant team for this effort, which would be supported by a budget amendment; and

3) If there is support for this approach to master planning RedGate, provide direction on the proposed Scope of Work to develop alternative concepts for the property.

The City's Department of Recreation and Parks is working with a consultant to update the Parks, Recreation and Open Space (PROS) plan, which is now called the Recreation and Parks Department Strategic Master Plan. The Mayor and Council requested that staff coordinate any master planning process for RedGate with the results of the new Recreation and Parks Department Strategic Master Plan, which included the results of a statistically valid community survey. Recreation and Parks Department staff expects that the final Strategic Master Plan will be completed in March 2020, for presentation to and discussion with the Mayor and Council. Therefore, the results of that work will be completed in time to include in the planning for RedGate.

Site Description

The RedGate property is located on the far east side of the city near the intersection of East Gude Drive and Norbeck Road. Currently owned by the City, the property is bound by Norbeck Road (MD28) to the south; Avery Road, Rock Creek Park, and the city limits to the east; Southlawn Court and various sports facilities and industrial properties to the north; and the City maintenance yard, Montgomery County Police Department, Taft Court offices, and the Southlawn Industrial Park to the west. The property is accessed by vehicles via Avery Road, a residentially classified two-lane divided street. There are significant grade changes throughout the property, and streams run along the eastern edge of the site, to the north, and at the southwest corner of East Gude Drive and Norbeck Road. In the 1970s, 7.7 acres were purchased using federal and state open space and conservation funding; all conditions related to the usage of those acres will be fully explored as part of any planning on the site.

The Rockville Metro Station and Town Center are approximately 1.5 miles away and access to I-270 is within 5 miles. The closest Rockville neighborhoods are RedGate Farms, East Rockville and Lincoln Park to the west, and Burgundy Estates and Twinbrook to the south. Within the region, RedGate is approximately 15 miles from downtown Washington, D.C.

As indicated above, the current planned land use for the RedGate site, under the 2002 Comprehensive Master Plan (CMP), is Public Park and Open Space; and the current zoning is Park (see Attachment B). The current Parks, Recreation and Open Space (PROS) plan, which is not part of the CMP but which the Mayor and Council adopted as policy in 2010, recommends retaining RedGate as a recreation and parks resource, should it ever stop being an active golf course. Changing direction toward uses other than a public park would constitute a change in policy and would require amendments to the Comprehensive Master Plan, Zoning Map and Zoning Ordinance.

Master Planning Framework: Advantages of a plan

Staff believe that the size, complexity and opportunity presented by this site warrants 1) significant public engagement about the potential uses and 2) assistance by a team of professionals with expertise in a wide range of sectors to perform a comprehensive analysis and develop alternative concepts for consideration. This is a rare opportunity for a municipality,

and the analysis should be deliberate and comprehensive, and should skillfully balance the benefits and costs of each vision concept. A master planning process would include the community engagement and multi-disciplinary analysis required to guide the City toward policy decisions for the future of the property.

A Multi-disciplinary Staff Team
A project of this scale would require involvement from multiple City departments. Planning and Development Services staff would be the formal lead on the project to coordinate the consultant team, but significant and continuous participation by staff from Recreation and Parks, Public Works, Finance, Procurement, Public Information and Community Engagement, and the City Attorney's office would be critical to the success of the process.

A Multi-disciplinary Consultant Team
Due to the scale of the property and the multi-faceted issues that need to be examined, most of which is beyond staff's technical and workload capacity, there are benefits to contracting with a multi-disciplinary consultant team to assist staff with conducting a master planning process. Staff recommends that this team follows a process, as defined in a contractual scope of work, to develop alternative visions and land use options that would include 1) park and recreational uses, and 2) a mix of park and recreational uses with some limited and compatible City-specified development by the private sector. To be clear, all options developed would include a significant portion of the site reserved for parkland.

The process would involve collecting community and key stakeholder input; evaluating the capacity of the site for potential uses; and assessing their feasibility, including the infrastructure needed to accommodate the uses. The consultant team should include a team of professionals with proven expertise in:

- Land use planning and urban design
- Parks and recreation planning
- Environmental analysis
- Economic and market research
- Analysis of fiscal impacts
- Landscape architecture
- Water and sewer infrastructure analysis
- Transportation access and roadway capacity analysis
- Community engagement

An advantage of this approach is that the City would be able to engage a team that has all the needed expertise, with a dedicated consultant project lead, which would bring objectivity, and could dedicate the needed time to this project. It would also help the City in making decisions on the potential public and/or limited private uses for the site. The consultant team would be required to use the results of the near-complete strategic plan for parks and facilities, which the Department of Recreation and Parks is currently managing.

Community Engagement
Community engagement is critical to the success of this type of project, and staff would work with the consulting team to engage, on a city-wide basis, an inclusive group of stakeholders throughout the process. Staff would recommend a variety of community outreach methods to involve a broad range of individuals including residents, commercial and multi-family property owners and tenants, employees and business owners, community and cultural organizations and institutional partners. Outreach would include a series of issue-specific community workshops and open-houses, small group meetings, staff participation at community association meetings, and online and social media platforms.

Consultant Scope of Work and Process
If Mayor and Council direction is to proceed to contracting with a consultant team, staff will prepare an RFP for multi-disciplinary master planning services. At the end of this section is a draft summary scope of work, on which consultant teams would submit proposals. As part of the complete RFP packet, these tasks would be further detailed and include timelines and specific deliverables. Ultimately, the result of the work would be a presentation of 3 to 4 vision concepts for different land use scenarios for Mayor and Council consideration. The concepts will include vision statements, rendered plans and sketches that graphically communicate the vision, and written guidance that outlines the process and proposed outcomes. General cost estimates and financial returns or expenditures would also be summarized with each concept.

Staff recommends that at least one of the concepts would consider parks, recreation, and passive natural features on the entirety of the site. The other 2-3 concepts may consider the inclusion of a range of other uses, including residential, commercial, and/or employment generating uses; but each of these concepts must ensure that a significant portion of the site is reserved for parks and open spaces. Each scenario should consider a 30-year fiscal impact on the City. The concepts will be based on community feedback, City staff and partner agency input, needs assessments, market and fiscal impact analysis, property constraints, and other professional expertise.

After a team is selected and given the direction to proceed, the process could take 12-18 months, which includes community engagement in development of the master plan and deliberations about the consultant team's report. During the process, staff recommends that periodic updates be provided to the Mayor and Council. Final draft concepts would be provided for discussion and direction by the Mayor and Council, followed by subsequent steps to implement that direction.

A draft summary of key tasks that a consultant team would conduct are included in the draft phasing outline below. Each phase would be coordinated with the City staff team, including coordination and preparation prior to each meeting, a community engagement strategy, and debriefings after each meeting.

Phase I: Existing Conditions Analysis

- Base maps: land uses, environmental features, utilities, infrastructure, topography, etc.

    - City will provide available GIS files and previously produced maps for review.
    - Existing road infrastructure; access; circulation: vehicular, pedestrian, bicycle; capacity data.
    - Existing storm, sewer, and water infrastructure and capacity.
    - Existing environmental features, topography analysis and constraints to site layouts.
- Review existing plans and background analysis
    - City Comprehensive Plan; City Recreation and Parks Department Strategic Master Plan; 2019 National Golf Foundation Consulting report; 2016 Housing Market Analysis and Needs Assessment; Montgomery County Assessment Reports on county office, industrial, and retail markets.
- Provide report for review.

Phase II: Visioning and Initial Priority Setting

- Establish initial key goals/objectives based on existing conditions and background analysis; interviews with Mayor and Council and other City leaders, staff and key agency representatives; community input to-date; and professional expertise.
- Organize a kick-off community meeting to present initial findings, opportunities, constraints, broad concept ideas and engage the community in visioning and feedback exercises.
- Establish a menu of options to capture on-going community input (i.e., on-line, in-person, social-media, etc.).
- Provide report on initial community input.

Phase III: Initial Draft Concepts

- Prepare 3 to 4 initial draft concepts to present at 1 to 2 community meeting(s) for feedback and to inform refinements.
- High-level land use, environmental, transportation, financial, water, sewer, and stormwater analysis by the consultant team should be included to provide context for each of the concepts.
- Smaller group meetings with agency groups, civic/community associations, business representatives, etc. on specific topics may be included to address issue details.
- Further refinements to the draft concepts will be made based on community, staff, partner agency, etc. feedback as well as additional fine-grained analysis.

Phase IV: Concept Refinements and Public Open Houses

- Produce refined concepts and updated land use, site layout, environmental, transportation, financial, water, sewer, and stormwater analysis for each.
- Prepare for and hold 1-to-2 open houses and opportunities for on-line feedback to engage the community.

Phase V: Final Draft Master Plan and Initiation of the Board and Commission Process

- Incorporate input from the open houses into a final draft master plan that includes:
    - A vision to guide the future of the site.

- 3 to 4 different rendered concepts (a 2D or 3D graphic representation, either by sketch or computer simulation, of the vision concepts).
- Language that provides the context for each concept and guidance for Planning Commission and Mayor and Council consideration.

- Mayor and Council, Planning Commission, and Recreation and Parks Board briefings.

Conclusion

To summarize, staff requests Mayor and Council direction on:

1. Whether to carry out a master planning process for RedGate;
2. If so, whether to hire a multi-disciplinary master planning consultant team, supported by a budget amendment; and
3. The draft Scope of Work.

Mayor and Council History

The Mayor and Council have received updates on and held discussions regarding the RedGate property on many occasions. At the last presentation on June 17, 2019, an extensive history, dating back to 2006, of Mayor and Council discussions was provided with the staff report for that meeting agenda. The report can be accessed at the city's agenda webpage at: https://www.rockvillemd.gov/agendacenter.

Options Considered

Several options have been discussed by the Mayor and Council and raised through input from others. One option is to leave the site as a passive park. This approach would not require master planning but would require Recreation and Parks staff to maintain the property. At present, Recreation and Parks is spending $66,000 per year to mow 20 acres of the property with no other maintenance or services. In the long-term, the decision to maintain RedGate as a passive park would require additional resources to meet City standards for such parks. The annual amount would depend on decisions made regarding the level of maintenance and services (such as whether to include restrooms, mow a larger portion of the site, etc.), but is estimated to be in the range of $175,000 - $200,000. Under this scenario, the property could be planned for a different use at a later date; however the longer that the space remains a passive park, the higher the likelihood that many community members may not support a change.

Another option is for the Mayor and Council to make decisions regarding all or a portion of the site in lieu, or in advance, of a master plan. An example is the discussion with respect to the request by the Maryland Veterans Administration and Montgomery County for Rockville to consider donating a portion of RedGate for veterans housing. The Mayor and Council could decide to accommodate this request prior to a master plan, but also could direct staff that it be considered as part of the planning process.

Public Notification and Engagement

The community has started to engage in the future of the RedGate property. Specifically, the Mayor and Council and staff has received input from users about the benefits of continuing to use RedGate as a park, though input has been received in support of other uses as well.

Staff will support any continued engagement that the Mayor and Council requests. In particular, community engagement would be a key component to the master planning process. The City multi-departmental team would work with the consultant team to establish a community engagement strategy that would include a variety of outreach methods and opportunities to provide input.

Boards and Commissions Review

The Recreation and Parks Board has provided input on this site in the past. Its previous input had been to retain the site for a golf course. The latest input from the Board is a recommendation to keep the property as a park.

Procurement

If the Mayor and Council authorizes staff to proceed with a Request for Proposals (RFP) to hire a multi-disciplinary team to conduct a master plan for the site, Planning and Development Services staff will work directly with Procurement staff to prepare and release the RFP, review proposals, and recommend a consultant team for award by the end of FY 2020.

Fiscal Impact

There is no funding in the 2020 Adopted Budget for a master planning study, and funding must be available before contracting with a consultant. If the Mayor and Council directs staff to pursue this option and wishes to do so in the current fiscal year, funding could be provided through a Budget Amendment. Costs can vary widely for work of this nature. Based on past City projects, research of other jurisdictions with similar highly complex multi-disciplinary projects (including closed golf course), as well as on staff experience, staff estimates that this project will require at least $300,000 to produce a high-quality project. As a local example, the Rockville Pike Plan was allotted just under $500,000 in 2006 and did not include engineering studies.

If the Mayor and Council provides direction to proceed, staff will take into account Mayor and Council input at the meeting to refine the scope of work and, as corollary, the cost estimate. Staff will then bring back an adjustment to the cost, if necessary, for the March 2, 2020 Mayor and Council Budget Amendment discussion.

Resources are expected to be available for this procurement from current revenues. City revenues have been higher this fiscal year than were budgeted for FY2020. Staff plans to recommend that these increased revenues be recognized on March 2nd as part of the budget amendment, which would then make the funds available for this procurement.

The longer-term fiscal impact related to RedGate will depend on decisions made regarding future land uses. Staff recommends that any consultant scope of work include assessing fiscal impacts of options being considered.

If the Mayor and Council directs staff not to pursue a master planning process for the site and opts to retain the current passive park use, the annual estimated cost to maintain RedGate would be in the range of $175,000 to $200,000. If the Mayor and Council select this option, funding would need to be incorporated into the FY2021 budget.

Next Steps

A tentative timeline for the next steps is as follows, if the Mayor and Council support the staff recommendations:

Feb 2020:	Mayor and Council provides direction to hire a multi-disciplinary consultant team, supported by a budget amendment. Establish a staff project team from various departments; Prepare and release a detailed Request for Proposals (RFP), including a list of tasks, deliverables, and timing
Mar 2020:	Mayor and Council approves a budget amendment.
Apr - May 2020:	Receive and review consultant proposals.
June 2020:	Mayor and Council awards contract.

Attachments

Attachment 4.A.a: RedGate Aerial and Locational Map (PDF)
Attachment 4.A.b: RedGate Area Zoning (PDF)

Jenny Kimball

Jenny Kimball, Deputy City Manager 1/29/2020

Attachment 4.A.a: RedGate Aerial and Locational Map (2831 : RedGate Master Planning: Discussion of Scope of Work)

City of Rockville Maryland

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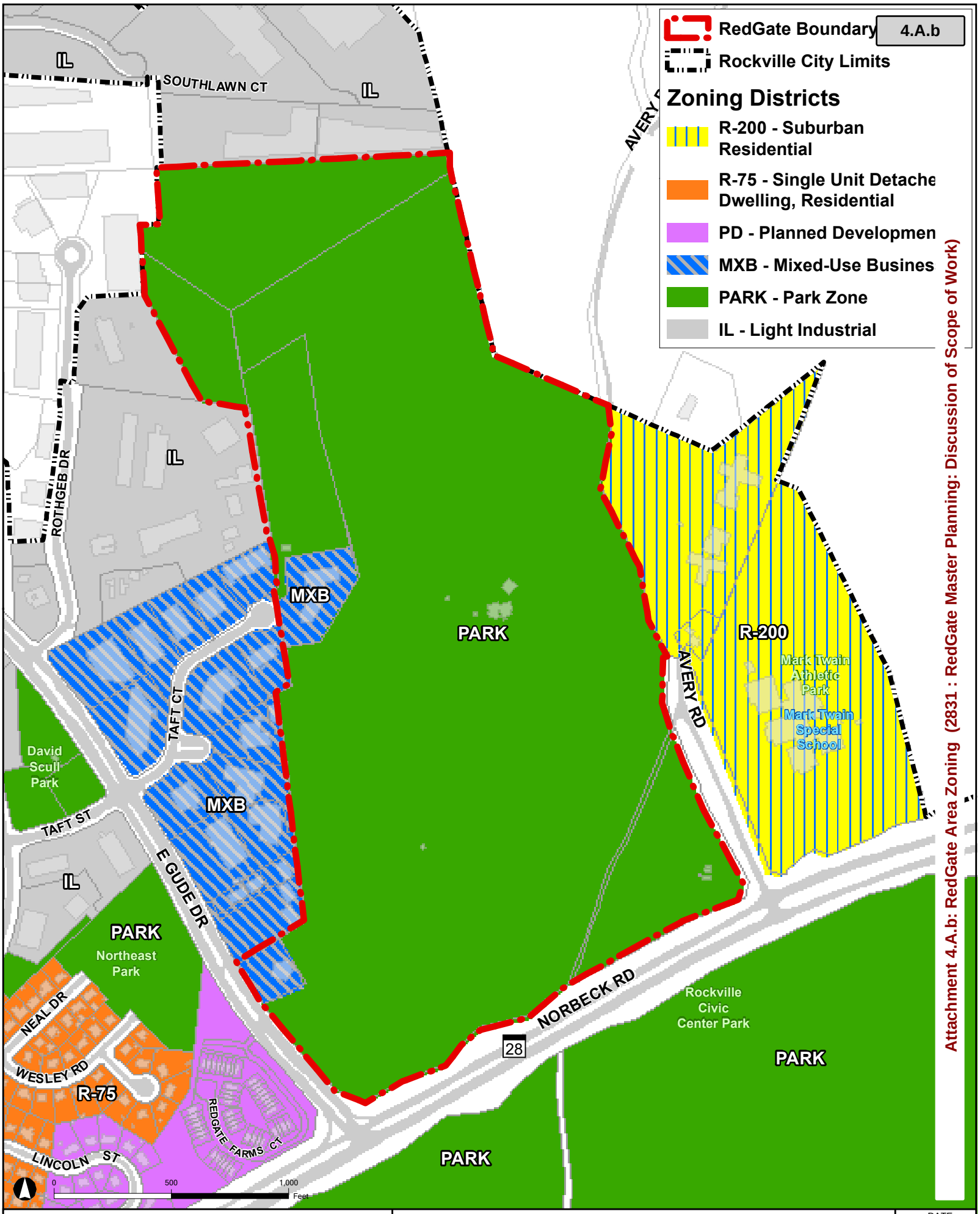
RedGate Area

DATE:

ARG



Attachment 4.A.b: RedGate Area Zoning (2831 : RedGate Master Planning: Discussion of Scope of Work)

City of Rockville Maryland

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RedGate Area Zoning

DATE:

ARG

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Presentation and Discussion
Department: Finance
Responsible Staff: Stacey Webster

Subject

FY 2021 Mayor and Council Budget Survey Results and Priorities

Recommendation

Staff recommends that the Mayor and Council review and discuss the survey results and provide majority direction or guidance on their collective priorities to the City Manager for the FY 2021 proposed operating budget and CIP.

Discussion

At the Mayor and Council meeting held on December 9, 2019, the Mayor and Council requested that staff distribute a budget survey to enable them to communicate their priorities to the City Manager in a consistent format. The FY 2021 Mayor and Council budget survey was distributed to the Mayor and Council on December 10, 2019. The survey is comprised of ten questions. All members of the Mayor and Council submitted survey responses, which are summarized in this report (MA for Monique Ashton, BF for Beryl L. Feinberg, DM for David Myles, BN for Bridget Donnell Newton, and MP for Mark Pierzchala). The individual survey responses can be found on Attachment A.

In addition to the survey responses, Attachment B is the General Fund Overview that was presented to the Mayor and Council on December 9, 2019. The purpose of this overview was to provide the Mayor and Council some context as they formulate and discuss their priority initiatives for FY 2021. This information was not intended to be used as the FY 2021 proposed budget due to the certainty of adjustments over the next several months.

Summary of Survey Responses

While there will be other opportunities for the Mayor and Council to provide input and direction throughout the FY 2021 budget process, providing feedback during this agenda item would give the City Manager the opportunity to incorporate the Mayor and Council's direction into his proposed budget.

Questions 1 through 5 of the survey relate to the operating budget and Capital Improvements Program (CIP). The second half of the survey, questions 6 through 10, includes open-ended

questions on top budget priorities, caregiver agencies, property tax, increasing revenues, and decreasing costs.

	Yes	*No*	*Neutral*	*Comments*
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)	**MA** **BF** **DM** **BN**	**MP**		**MA –** Safety: As our City has grown in population size and traffic, we need to consider addressing our infrastructure. I would like to allocate targeted funding to support Vision 0, to help address pedestrian and bicycle safety and identify targeted metrics to monitor success. In addition, I would like to consider funds to support additional police staff as they have noted the need for 2-3 more police officers. Economic Development: Increase focus on proactive efforts to attract and secure business growth opportunities that will contribute to jobs, services, and economic development in Rockville. Program & Services Support: I would like to review staff recommendations to ensure that sufficient programs and outreach services are available throughout Rockville (i.e. senior services continue to be expanded for those not located near the senior center; programs and camps for children; community enhancement funding for local parks and recreation centers; collaboration opportunities with the County on early childhood ed as well as expanding the L2L program to TES). M&C will be discussing the Recreation & Parks report as well as the community survey

				that will help refine what is needed and feasible. **BF** -Enhance police staffing to reflect growing population, urbanized neighborhoods and increase availability for enhanced pedestrian/motorist enforcement efforts. Increase Recreational programming as follows: 1) Consistent with Senior Assessment Study recommendation, increase decentralized senior programs as more seniors opt to remain in residential neighborhoods; 2) Work with FRIT to identify space for recreational programming in Rockville Town Center; and, 3) Return regular year round programming/staffing at Elwood Smith Center reflective of a vibrant community with residents of all ages. Previous assumptions that the community does not want programs may no longer be valid. Provide funding to partner/cost share with MCPS for housing a separate daycare provider on the site of the Maryvale/Sandburg site, following a request submitted by MCPS. Amount to be determined, but this partnership follows previous City support for MCPS projects at Lakewood ES, College gardens ES, Meadow Hall ES and Bayard Rustin ES. **DM** – Rockville Housing Enterprises **BN** – **REDI** – Our Economic Development arm has come a long way this past year and it is imperative that we support their continued progress in increasing the corporate side of Rockville. I would support an increase in

				their Budget for a new website and marketing. **Arts and Culture Destination** – I see an opportunity for Rockville to become home to the KID Museum, Rockville Science Center and other cultural draws so would like to replenish the funds that were used for 6 Taft. **Complete the Comp and Class** to deal with equity and compression issues. **Complete the ADA Transition Plan** **Increase staffing for Special Events** **Fully fund the Sr. Center ADA Improvements** **MP** - I'll take any increase in funding that comes through expanding the tax base, or through increased prosperity for Town Center and other areas.
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)	**BN** **MP**	**DM**	**MA** **BF**	**MA –** This decision needs to be made with careful review in coordination with staff. Some factors to consider include: -Efficiency, effectiveness, and use of existing programs and services -Best practices and lessons learned to improve services and plan for the future -review vacant staff positions and determine how they can be best repurposed -explore possibilities for longer term cost savings (i.e. consider renewable energy sources that can help save money in the longer term while also supporting environment and climate change reduction goals) **BF** – However, if program measures indicate ineffective or inefficient programs, consider

				taking measures to improve program or service or decreasing/eliminating the service. Support creation of new positions by first looking to abolish vacant positions. **MP** – The $400,000 per year to Dawson's should be re-examined. I voted for it only in the hope that Mayor and Council would take concrete steps to improve the business climate of Town Center. This mainly includes increasing the natural customer base by increasing the population of Town Center (this would have many other positive aspects too). But I'm not sure this Mayor and Council has the political will to allow further residential growth in Town Center.
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)	**MA** **BF** **DM** **BN**	**MP**		**MA -** We have several important discussions and agenda items that will come before M&C during the budget planning process that will inform this topic: Red Gate, Recreation and Parks Report, King Farm Farmstead, and Cultural Arts. We have strong programming for adults, seniors, and youth (5 years through 12/13 years). I would like to see more targeted programming for teens. In addition, consider services to address the needs identified in the 2016 Senior Citizen Needs Assessment and Gap Analysis. **BF** – Creation of a Rockville multicultural 'Welcome Center' staffed by volunteers and a contractual part time coordinator to engage newcomers and demonstrate

				our commitment to diversity. **DM –** Funding (grant or otherwise) for an early care and education center for young children **BN** – Establish a program for Stonestreet businesses – (not property owners) to move to our Industrial Zone. Establish a program for homebuyers to buy historic homes on S.Washington, N.Adams to return them to residential. Expand our bike/ped trails to eventually tie into the Great American Rail Trail. **MP** – Rockville does a lot and new programs are just a slippery slope to financial hell.
Capital Improvements Program				
4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)	**BF** **DM** **BN** **MP**		**MA**	**MA -** Support the economic development, master plan, and safety/infrastructure projects noted in question 1. Once staff shares budget options, we will need to consider the possibility of new projects and sources of funding. **BF -** Recommend revamping the current CIP Pedestrian and Bicycle Safety (4B71) into a Vision Zero (VZ) Implementation CIP, incorporating the elements of the future adopted VZ Action Plan. No fatality is acceptable. Prioritize annual funding above the current level of effort project amount of $50K/year in revamped project. In response to the memo sent to M/C dated November 21, 2019

				re an 'Update on Gender-Neutral Bathrooms', that included a chart detailing a phased in, 'touch a facility once' approach whereby bathroom work could be completed simultaneously to other construction underway, advocate for the following funding in FY21: As construction projects are scheduled for Elwood Smith and Dogwood Park (RD16) for FY21, include gender neutral bathroom work during other planned improvements at Elwood Smith and add gender-neutral bathroom to Dogwood Park project. Accelerate gender-neutral bathroom in the CIP for Twinbrook Community Recreation Center, as currently there are no plans for any improvements in the five-year CIP. These are inclusion issues, and consistent with the City's efforts to provide programs, services and facilities welcoming to the G, L, B, T community. Create a new level of effort, ongoing CIP project for Emergency Operations Implementation, prioritizing City Hall. Completed facility assessments and the Emergency Manager and Police Chief recommendations would prioritize immediate strategic improvements. Recommend CIP project as opposed to operating budget where any unused, unencumbered appropriations are lost at the end of the fiscal year. **DM –** Solar panels for City Hall and City Facilities, where feasible **BN -** 1. Ped/Bike Crossing between Twinbrook and Pike.

				2. Over/Under on 355 from 28-Middle Lane. 3. Splash pad for East Rockville 4. Branding 5. COR trip to Yilan **MP -** I'll take this to include raising the priority of a CIP project, and for me this includes (1) providing mold and fire protection for King Farm Farmstead, and (2) otherwise providing for all necessary utilities for King Farm Farmstead, assuming the maximum usage for each kind of utility.
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget	**BF** **BN** **MP**	**DM**	**MA**	**BF** – Bond ratios are well within targets and the cost of borrowing is relatively inexpensive, so would advocate for bond funding with recognition that the debt service is paid through the operating budget. **DM –** Not indicated at this point **MP** – If necessary, to partially provide for King Farm Farmstead as noted in 4 above.

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.

MA:

1. Proactive approach to economic growth to help expand jobs, services, and additional revenues that will help Rockville maintain high quality programming and services for residents. Proactive measures include addressing ULI recommendations and parking needs in Town Center; considering a business improvement district; Coordinating with REDI, the Rockville Chamber of Commerce, and others to attract new businesses, pursuing proactive business growth opportunities, revitalizing Rockville's reputation on the 270 biotechnology Corridor and 355 retail center; partnering with stakeholders to bring KID Museum to Rockville; supporting Rockville's historic and cultural arts experiences that help make Rockville a destination. Economic growth will help Rockville maintain our budget without a tax increase on residents.

2. As our City continues to grow, ensure we maintain and support our infrastructure to address traffic congestion and pedestrian/bicycle safety issues, and water, sewer, police staffing, and plan ahead for budgetary needs. We need to have dedicated Vision 0 funding, support multimodal transportation options, add 2-3 police officers, and consider the infrastructure needs identified in the Comprehensive Master Plan.

3. Continue to pursue excellence in the provision of services, programming and outreach/engagement with residents and neighborhood centers. Address recreation and parks program needs, as well as planning for King Farm Farmstead and Red Gate.

4. Support efforts that help create workforce and affordable housing opportunities as well as help seniors age in place.
5. Support green space and environmental initiatives to help address sustainability and climate change.

BF:

1. Begin upgrading/enhancing existing city facilities' emergency preparedness with multi-year funding as recommended by the City's Emergency Preparedness Manager, Police Chief, and recommendations from the completed facility assessments. Potential improvements include building card access, lobby security, etc. for City Hall and all community facilities.

2. Creation of a City of Rockville multicultural 'Welcome Center', identifying space in City Hall during the dual design/buildout of 6 Taft Court and space reallocation at City Hall, and the relocation/move of identified services from City Hall to the new facility. This aligns with the City's commitment to Rockville to champion diversity.

3. Revamp Pedestrian and Bicycle Safety CIP (4B71) into Vision Zero Implementation CIP, and increase funding to reflect priority and urgency to reach Vision Zero action goals and save lives/prevent severe crashes of pedestrians, cyclists, motorists and those using scooters. Recommend as an ongoing, level of effort project and increased funding above $50K/year.

4. Consultant study on the merits/drawbacks to the creation of Business Improvement district, and/or expansion of the Parking District overlay/boundaries to support an enhanced level of services needed in Town Center and other commercial areas of the city.

5. Fund a 1% COLA for retirees, with latest actuarial valuation projecting the cost at $488,984 for Admin and Union Participants, and $96,948 for Police Participants.

DM:

1. Evidence-based interventions to improve street safety (increase police patrols, speed camera installation, sidewalk/street repairs, crosswalk installations, protected bike lanes, etc.).
2. Grant funding for child care centers in conjunction with Montgomery County's initiative to increase early care and education programs.
3. Grants to support workforce (Sanitation, Police, Fire, EMT, Rockville Civil Servants, teachers, child care providers, etc.) housing.
4. Funding the overtime necessary for Police to get the additional training (e.g. Fair and Impartial Policing, Crisis Intervention Training, etc.) so that an increasing percentage of officers are trained.
5. Funding for a composting pilot program.

BN:

1. Pedestrian/Bike Safety
2. Comp and Class
3. Increase in RCPD at community policing level (bike/Segway patrols, EV's)
4. King Farm Farmstead
5. More parkland/Green Bridge in Twinbrook and Town Center

MP:

1. Stabilize personnel costs. This may mean cutting positions through attrition, seeing as how Rockville is probably going to end up with higher per person costs due to the compensation and classification study and other factors.
2. I'd like to see a 5-year plan to increase the size of the police force in a meaningful way.
3. We need to discuss whether we still need the water plant given that WSSC can handle our needs for the foreseeable future. The decommissioning of the plant and going to WSSC supplied water would be tricky, but it should be studied. I would be willing to provide job security for the water plant staff.
4. I'd like to see Rockville's 3 Resident Companies (RESCOs), and possibly Rockville Sister City Corporation, get a 1-time grant from the FY 20 surplus, of $25,000 each. There is a reason for this. Earlier in my tenure as a councilmember, around 2010 or 2011, we adjusted our cost recovery structure in such a way that hurt these 4 organizations. This hit the RESCO companies badly and added costs to RSCC. The RESCOs know they have to adapt to modern times, but their tight budgets and balances, make it difficult for them to experiment. One big flop may put them out of business. This one-time grant would give them some breathing room to adapt. The Resident Companies are (1) The Victorian Lyric Opera, (2) Rockville Little Theatre, and (3) Rockville Musical Theatre.
5. I would like to see budgeted, a plan for 400 to 500 bike/pedestrian signs be funded as per the report I and Councilmember Onley worked on last term.

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, one percent of prior year budget, level based on merit of applications submitted, etc.)

MA - Continue to budget as FY2020. Consider CPI increase if budget allows (considering other budgetary needs.). Actual grant amounts should be based on need, merit of application, and tied to measurement and outcomes focused on Rockville residents.

BF – For Caregiver Grants, increase consistent with CPI.

For Outside Agency Grants, request supplementary information following the budget transmittal to include fuller descriptions and justifications for increased grants, including performance outcomes submitted by the requesting agencies. Recommend a public policy conversation with the Mayor and Council related to whether the City Manager should recommend grants to organizations that did not participate in the grant process or submit late funding requests.

DM - At the current levels with an increase consistent with the consumer price index.

BN – Increase consistent with CPI for those programs that meet the needs and priorities of the City and are not duplicative.

MP – Same as FY 2020 with CPI increase.

8. Do you have any interest in **increasing the real property tax rate** if additional revenue is needed to support City operations, CIP projects, or new priorities in FY 2021? The real property tax rate has remained at $0.292 per $100 of assessed valuation since FY 2009; property tax revenue funds more than one-half of the General Fund budget.

MA - Maintain the current property tax rate at $0.292 per $100 of assessed valuation and $0.805 per $100 of assessed value for personal property.

BF – Strongly recommend maintaining the real property tax rate at $0.292 per $100 assessed value and the personal property tax rate of $0.85 per assessed value.

DM – No. Although the rate has remained the same, most property values are trending upward yielding more revenue from property taxes. We should be able to live within the budget.

BN **–** This should be part of a larger discussion as we've also been asked if we would have an interest in moving the Reserve threshold to 20%. (it is currently around 25-27%) If we move it to 20% (for years it was 15%) then I think we gain enough additional room – however – if we keep it where it is we are limiting our ability to address bigger ticket items like KFFS, community centers, Redgate, parkland etc and paying interest on Bonds when in fact we might not need to Bond as much.

Also – did the property tax rate decrease in the 2 years prior to the decision in 2009 to remain at $0.292?

MP – No interest in rate adjustments

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?

MA - *Identify and apply for grants (Federal, State, Foundation) targeted for Cities to help support specific initiatives that align with Rockville's mission.

*Review of fees and fines.

*Work with City staff to continue to look for opportunities for efficiencies.

BF – Continue to advocate for projecting general fund revenues more aggressively so that we can minimize the variances to actuals from the prior year and/or need to adjust the forecast so shortly after the budget is adopted. This provides for more capacity to keep in reserves or appropriate in the operating budget or in the capital fund, all of which are choices.

Review of all fees, fines and other revenue streams to identify potential rate increases based on the last time rate changes were incorporated/adopted as well as alignment of budgeted revenue with historical actuals. Outdated user fees and fines may incur processing costs in excess of the fee charged. While confident this review occurs at the department level, recommend a more comprehensive review of the entire schedule of user and regulatory fees, including information of when last updated, the current FY20 rates and the FY21 recommended rates at the granular level. Particular attention to fees related to Animal Control, Building Related fees, Forest and Tree Preservation, Licenses, Permits and Miscellaneous Business Regulations, Rental Facilities and Landlord Tenant Relations, Traffic, Sign Permits (all types).

Fund a study of the merits/drawbacks to creating a Business Improvement District, or expanding the Parking District to support a revenue stream to accommodate an enhanced level of services/programming in Town Center.

Proactively identify and apply for federal, state and regional grant opportunities related to emergency management and enhanced security.

Review vehicle replacement schedule to assess whether to delay selective replacements as a measure to reduce these operating budget costs.

DM – Revenues will increase as more people relocate to Rockville. Those revenues will increase even more rapidly as businesses move to the area. I look forward to working with my colleagues and related agencies to help attract and retain more businesses in Rockville.

BN -

1. There have been many requests for COR branded items (Flag, scarves/ties/, etc) We could build some community spirit selling items with a minor profit.
2. Cancel the annual 10% that certain employees receive above their salary.
3. Cancel the car allowance that certain employees receive. DPW, R&P, CoP and CM are the only employees who need a car on demand – all others should use a pool car or be reimbursed for mileage.

MP – Our revenue growth would be just fine if we didn't stop or slow desirable growth near transit centers. We're missing big opportunities for Town Center renovation for example, where we would increase our property tax revenues, and where the County would net positive on school impact fees versus school capacity generated.

10. General Comments

MA -
Consider increasing the senior tax credit. The Rockville Senior Citizen Study and Gap Analysis identified that seniors leave/consider leaving Rockville because of the cost of living and housing. I would like to see the City review/ study whether this is an opportune time to revisit and increase the tax relief provided for seniors and low-income households given that there has been an increase in property values. This will help more seniors age in place and maintain affordability. Currently, the City of Rockville offers a supplemental credit to the State of Maryland's Homeowners' Tax Credit Program. This State administered program provides real property tax credits to low- and moderate-income residents for property taxes on their principal residence. Under the City's current Program, households with gross incomes up to $91,000 per year and a household net worth of less than $200,000 could qualify for tax relief on the first $495,000 of their home's assessed value.

The City has a number of initiatives that will need require more community outreach and engagement. Consider novel, cost effective approaches to increase engagement and inclusion.

BF – Budget changes are customarily compared from the prior year original adopted budget to the next year's recommended budget. As such, request that all new positions created and any offsetting abolishments enacted during FY20 are included and clearly shown with the total compensation impact of each change for FY21. Ideally, these would be in a chart and included in the budget document for transparency. These should be separate from new positions recommended in the FY21 budget and should include a full budget justification and compensation, including vehicles, uniforms, equipment, mobile computers, etc., as was done last year for the new City Attorney and Emergency Management positions. Secondary costs for office furniture, telephones, computers, cell phones, should be reflected.

Embark on a proactive plan for 'green purchasing' across the city, including: 1) hybrid or electric vehicles where the service needs and costs demonstrate a positive return on investment in terms of dollars as well as environmental sustainability; 2) consider the environmental and climate impacts, as well as and sustainability practices in all aspects of city services and purchases 3) develop a paper reduction plan with identifiable reduction targets.

DM – I look forward to reviewing the input of our residents as we make these decisions.

BN - I look forward to this years budget discussions 😊

MP – I'm not interested in Rockville adding programs that are the proper domain of Montgomery County.

We have a surplus from FY2020. I would target most of this to King Farm Farmstead capital improvements as described above. We have an estimate of $4.7M for the whole site, and $2.7M for the dairy barns. The idea of a RESCO one-time grant is explained above. I would consider undergrounding the overhead lines along 355 next to Choice Hotels, or moving the lines across the street, but only if it would keep Choice in that location. I would consider the suggested one-time $500,000 donation to MCPS, for a structure, for Early Childhood Education at Maryvale, if MCPS is interested, if there is a true demand in that area that is not already being met. I don't want to get into operational support for ECE.

Mayor and Council History

Date	Action Item
December 9, 2019	Mayor and Council Budget Worksession
December 16, 2019	Budget Public Hearing
January 13, 2020	Budget Public Hearing

Public Notification and Engagement

There are an additional two public hearings related to the FY 2021 budget scheduled for March 2, 2020 and March 23, 2020. In addition to these public hearings, the public can submit comments about the budget via an online survey located on the City's website at www.rockvillemd.gov/budget.

The FY 2021 budget public record closes on April 17, 2020.

Fiscal Impact

There is no fiscal impact associated with this agenda item; however, the FY 2021 Operating Budget and CIP will establish the annual City budget and the programs that the City will fund starting on July 1, 2020.

Next Steps

The City Manager's proposed budget will be presented on February 24, 2020. Additional budget public hearings and worksessions will take place in March and April. The budget is scheduled to be adopted by the Mayor and Council on May 4, 2020.

Attachments

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (PDF)
Attachment 5.A.b: AttachB_GeneralFund_FY2021 (PDF)

Rob DiSpirito, City Manager 1/22/2020

Mayor and Council
FY 2021 Budget Survey

Please fill out the FY 2021 Budget Survey and return it to the City Manager by January 10, 2020. Please answer all questions or respond with N/A. All survey responses will be compiled and discussed at the January 27, 2020, Mayor and Council meeting.

	Yes	No	Neutral	Comments
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)	X			Safety: As our City has grown in population size and traffic, we need to consider addressing our infrastructure. I would like to allocate targeted funding to support Vision 0, to help address pedestrian and bicycle safety and identify targeted metrics to monitor success. In addition, I would like to consider funds to support additional police staff as they have noted the need for 2-3 more police officers. Economic Development: Increase focus on proactive efforts to attract and secure business growth opportunities that will contribute to jobs, services, and economic development in Rockville. Program & Services Support: I would like to review staff recommendations to ensure that sufficient programs and outreach services are available throughout Rockville (i.e. senior services continue to be expanded for those not located near the senior center; programs and camps for children; community enhancement funding for local parks and recreation centers; collaboration opportunities with the County on early childhood ed as well as expanding the L2L program to TES). M&C will be discussing the Recreation & Parks report as well as the community survey that will help refine what is needed and feasible.
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)			X	This decision needs to be made with careful review in coordination with staff. Some factors to consider include: -Efficiency, effectiveness, and use of existing programs and services -Best practices and lessons learned to improve services and plan for the future -review vacant staff positions and determine how they can be best repurposed -explore possibilities for longer term cost savings (i.e. consider renewable

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

				energy sources that can help save money in the longer term while also supporting environment and climate change reduction goals)
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)	**X**			We have several important discussions and agenda items that will come before M&C during the budget planning process that will inform this topic: Red Gate, Recreation and Parks Report, King Farm Farmstead, and Cultural Arts. We have strong programming for adults, seniors, and youth (5 years through 12/13 years). I would like to see more targeted programming for teens. In addition, consider services to address the needs identified in the 2016 Senior Citizen Needs Assessment and Gap Analysis.
Capital Improvements Program				
4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)			**X**	Support the economic development, master plan, and safety/infrastructure projects noted in question 1. Once staff shares budget options, we will need to consider the possibility of new projects and sources of funding.
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget			**X**	

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.

Priority #1: Proactive approach to economic growth to help expand jobs, services, and additional revenues that will help Rockville maintain high quality programming and services for residents. Proactive measures include addressing ULI recommendations and parking needs in Town Center; considering a business improvement district; Coordinating with REDI, the Rockville Chamber of Commerce, and others to attract new businesses, pursuing proactive business growth opportunities, revitalizing Rockville's reputation on the 270 biotechnology Corridor and 355 retail center; partnering with stakeholders to bring KID Museum to Rockville; supporting Rockville's historic and cultural arts experiences that help make Rockville a destination. Economic growth will help Rockville maintain our budget without a tax increase on residents.

Priority #2: As our City continues to grow, ensure we maintain and support our infrastructure to address traffic congestion and pedestrian/bicycle safety issues, and water, sewer, police staffing, and plan ahead for budgetary needs. We need to have dedicated Vision 0 funding, support multimodal transportation options, add 2-3 police officers, and consider the infrastructure needs identified in the Comprehensive Master Plan.

Priority #3: Continue to pursue excellence in the provision of services, programming and outreach/engagement with residents and neighborhood centers. Address recreation and parks program needs, as well as planning for King Farm Farmstead and Red Gate.

Priority #4: Support efforts that help create workforce and affordable housing opportunities as well as help seniors age in place.

Priority #5: Support green space and environmental initiatives to help address sustainability and climate change.

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, etc.)

Continue to budget as FY2020. Consider CPI increase if budget allows (considering other budgetary needs.). Actual grant amounts should be based on need, merit of application, and tied to measurement and outcomes focused on Rockville residents.

8. Do you have any interest in **adjusting the real property tax rate** for FY 2021?

Maintain the current property tax rate at $0.292 per $100 of assessed valuation and $0.805 per $100 of assessed value for personal property.

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?

*Identify and apply for grants (Federal, State, Foundation) targeted for Cities to help support specific initiatives that align with Rockville's mission.
*Review of fees and fines.
*Work with City staff to continue to look for opportunities for efficiencies.

10. General Comments

- Consider increasing the senior tax credit. The Rockville Senior Citizen Study and Gap Analysis identified that seniors leave/consider leaving Rockville because of the cost of living and housing. I would like to see the City review/ study whether this is an opportune time to revisit and increase the tax relief provided for seniors and low-income households given that there has been an increase in property values. This will help more seniors age in place and maintain affordability. Currently, the City of Rockville offers a supplemental credit to the State of Maryland's Homeowners' Tax Credit Program. This State administered program provides real property tax credits to low- and moderate-income residents for property taxes on their principal residence. Under the City's current Program, households with gross incomes up to $91,000 per year and a household net worth of less than $200,000 could qualify for tax relief on the first $495,000 of their home's assessed value.
- The City has a number of initiatives that will need require more community outreach and engagement. Consider novel, cost effective approaches to increase engagement and inclusion.

Submitted by: Monique Ashton

Mayor and Council
FY 2021 Budget Survey

Please fill out the FY 2021 Budget Survey and return it to the City Manager by January 10, 2020. Please answer all questions or respond with N/A. All survey responses will be compiled and discussed at the January 27, 2020, Mayor and Council meeting.

	Yes	No	Neutral	Comments
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)	X			Enhance police staffing to reflect growing population, urbanized neighborhoods and increase availability for enhanced pedestrian/motorist enforcement efforts. Increase Recreational programming as follows: 1) Consistent with Senior Assessment Study recommendation, increase decentralized senior programs as more seniors opt to remain in residential neighborhoods; 2) Work with FRIT to identify space for recreational programming in Rockville Town Center; and, 3) Return regular year round programming/staffing at Elwood Smith Center reflective of a vibrant community with residents of all ages. Previous assumptions that the community does not want programs may no longer be valid. Provide funding to partner/cost share with MCPS for housing a separate daycare provider on the site of the Maryvale/Sandburg site, following a request submitted by MCPS. Amount to be determined, but this partnership follows previous City support for MCPS projects at Lakewood ES, College gardens ES, Meadow Hall ES and Bayard Rustin ES.
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)			X	However, if program measures indicate ineffective or inefficient programs, consider taking measures to improve program or service or decreasing/eliminating the service. Support creation of new positions by first looking to abolish vacant positions.
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)	X			Creation of a Rockville multicultural 'Welcome Center' staffed by volunteers and a contractual part time coordinator to engage newcomers and demonstrate our commitment to diversity.
Capital Improvements Program				

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)	**X**			Recommend revamping the current CIP Pedestrian and Bicycle Safety (4B71) into a Vision Zero (VZ) Implementation CIP, incorporating the elements of the future adopted VZ Action Plan. No fatality is acceptable. Prioritize annual funding above the current level of effort project amount of $50K/year in revamped project. In response to the memo sent to M/C dated November 21, 2019 re an 'Update on Gender-Neutral Bathrooms', that included a chart detailing a phased in, 'touch a facility once' approach whereby bathroom work could be completed simultaneously to other construction underway, advocate for the following funding in FY21: As construction projects are scheduled for Elwood Smith and Dogwood Park (RD16) for FY21, include gender neutral bathroom work during other planned improvements at Elwood Smith and add gender-neutral bathroom to Dogwood Park project. Accelerate gender-neutral bathroom in the CIP for Twinbrook Community Recreation Center, as currently there are no plans for any improvements in the five-year CIP. These are inclusion issues, and consistent with the City's efforts to provide programs, services and facilities welcoming to the G, L, B, T community. Create a new level of effort, ongoing CIP project for Emergency Operations Implementation, prioritizing City Hall. Completed facility assessments and the Emergency Manager and Police Chief recommendations would prioritize immediate strategic improvements. Recommend CIP project as opposed to operating budget where any unused, unencumbered appropriations are lost at the end of the fiscal year.
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget	**X**			Bond ratios are well within targets and the cost of borrowing is relatively inexpensive, so would advocate for bond funding with recognition that the debt service is paid through the operating budget.

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.

Priority #1 Begin upgrading/enhancing existing city facilities' emergency preparedness with multi-year funding as recommended by the City's Emergency Preparedness Manager, Police Chief, and recommendations from the completed facility assessments. Potential improvements include building card access, lobby security, etc. for City Hall and all community facilities.

Priority #2 Creation of a City of Rockville multicultural 'Welcome Center', identifying space in City Hall during the dual design/buildout of 6 Taft Court and space reallocation at City Hall, and the relocation/move of identified services from City Hall to the new facility. This aligns with the City's commitment to Rockville to champion diversity.

Priority #3 Revamp Pedestrian and Bicycle Safety CIP (4B71) into Vision Zero Implementation CIP, and increase funding to reflect priority and urgency to reach Vision Zero action goals and save lives/prevent severe crashes of pedestrians, cyclists, motorists and those using scooters. Recommend as an ongoing, level of effort project and increased funding above $50K/year.

Priority #4 Consultant study on the merits/drawbacks to the creation of Business Improvement district, and/or expansion of the Parking District overlay/boundaries to support an enhanced level of services needed in Town Center and other commercial areas of the city.

Priority #5 Fund a 1% COLA for retirees, with latest actuarial valuation projecting the cost at $488,984 for Admin and Union Participants, and $96,948 for Police Participants.

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, etc.)

For Caregiver Grants, increase consistent with CPI.

For Outside Agency Grants, request supplementary information following the budget transmittal to include fuller descriptions and justifications for increased grants, including performance outcomes submitted by the requesting agencies. Recommend a public policy conversation with the Mayor and Council related to whether the City Manager should recommend grants to organizations that did not participate in the grant process or submit late funding requests.

8. Do you have any interest in **adjusting the real property tax rate** for FY 2021? The real property tax rate has remained at $0.292 per $100 of assessed valuation since FY 2009; property tax revenue funds more than one-half of the General Fund budget. One cent equals approximately $1.3 million in revenue.

BF: Strongly recommend maintaining the real property tax rate at $0.292 per $100 assessed value and the personal property tax rate of $0.85 per assessed value.

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?

Continue to advocate for projecting general fund revenues more aggressively so that we can minimize the variances to actuals from the prior year and/or need to adjust the forecast so shortly after the budget is adopted. This provides for more capacity to keep in reserves or appropriate in the operating budget or in the capital fund, all of which are choices.

Review of all fees, fines and other revenue streams to identify potential rate increases based on the last time rate changes were incorporated/adopted as well as alignment of budgeted revenue with historical actuals. Outdated user fees and fines may incur processing costs in excess of the fee charged. While confident this review occurs at the department level, recommend a more

comprehensive review of the entire schedule of user and regulatory fees, including information of when last updated, the current FY20 rates and the FY21 recommended rates at the granular level. Particular attention to fees related to Animal Control, Building Related fees, Forest and Tree Preservation, Licenses, Permits and Miscellaneous Business Regulations, Rental Facilities and Landlord Tenant Relations, Traffic, Sign Permits (all types).

Fund a study of the merits/drawbacks to creating a Business Improvement District, or expanding the Parking District to support a revenue stream to accommodate an enhanced level of services/programming in Town Center.

Proactively identify and apply for federal, state and regional grant opportunities related to emergency management and enhanced security.

Review vehicle replacement schedule to assess whether to delay selective replacements as a measure to reduce these operating budget costs.

10. General Comments

Budget changes are customarily compared from the prior year original adopted budget to the next year's recommended budget. As such, request that all new positions created and any offsetting abolishments enacted during FY20 are included and clearly shown with the total compensation impact of each change for FY21. Ideally, these would be in a chart and included in the budget document for transparency. These should be separate from new positions recommended in the FY21 budget and should include a full budget justification and compensation, including vehicles, uniforms, equipment, mobile computers, etc., as was done last year for the new City Attorney and Emergency Management positions. Secondary costs for office furniture, telephones, computers, cell phones, should be reflected.

Embark on a proactive plan for 'green purchasing' across the city, including: 1) hybrid or electric vehicles where the service needs and costs demonstrate a positive return on investment in terms of dollars as well as environmental sustainability; 2) consider the environmental and climate impacts, as well as and sustainability practices in all aspects of city services and purchases 3) develop a paper reduction plan with identifiable reduction targets.

Submitted by: Beryl L. Feinberg

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Mayor and Council
FY 2021 Budget Survey

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	Yes	No	Neutral	Comments
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)	X			Rockville Housing Enterprises
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)		x		
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)	X			Funding (grant or otherwise) for an early care and education center for young children
Capital Improvements Program				
4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)	X			-Solar panels for City Hall and City facilities, where feasible
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget		X		Not indicated at this point

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.

Priority #1: Evidence-based interventions to improve street safety (increase police patrols, speed camera installation, sidewalk/street repairs, crosswalk installations, protected bike lanes, etc.).

Priority #2: Grant funding for child care centers in conjunction with Montgomery County's initiative to increase early care and education programs.

Priority #3: Grants to support workforce (Sanitation, Police, Fire, EMT, Rockville Civil Servants, teachers, child care providers, etc.) housing.

Priority #4: Funding the overtime necessary for Police to get the additional training (e.g. Fair and Impartial Policing, Crisis Intervention Training, etc.) so that an increasing percentage of officers are trained.

Priority #5: Funding for a composting pilot program.

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, etc.)
At the current levels with an increase consistent with the consumer price index.

8. Do you have any interest in **adjusting the real property tax rate** for FY 2021? The real property tax rate has remained at $0.292 per $100 of assessed valuation since FY 2009; property tax revenue funds more than one-half of the General Fund budget. One cent equals approximately $1.3 million in revenue.

No. Although the rate has remained the same, most property values are trending upward yielding more revenue from property taxes. We should be able to live within the budget.

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?

Revenues will increase as more people relocate to Rockville. Those revenues will increase even more rapidly as businesses move to the area. I look forward to working with my colleagues and related agencies to help attract and retain more businesses in Rockville.

10. General Comments

I look forward to reviewing the input of our residents as we make these decisions.

Submitted by: David Myles

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Mayor and Council
FY 2021 Budget Survey

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	Yes	No	Neutral	Comments
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)	x			**REDI** – Our Economic Development arm has come a long way this past year and it is imperative that we support their continued progress in increasing the corporate side of Rockville. I would support an increase in their Budget for a new website and marketing. **Arts and Culture Destination** – I see an opportunity for Rockville to become home to the KID Museum, Rockville Science Center and other cultural draws so would like to replenish the funds that were used for 6 Taft. **Complete the Comp and Class** to deal with equity and compression issues. **Complete the ADA Transition Plan** **Increase staffing for Special Events** **Fully fund the Sr. Center ADA Improvements**
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)	x			
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)	x			Establish a program for Stonestreet businesses – (not property owners) to move to our Industrial Zone. Establish a program for homebuyers to buy historic homes on S.Washington, N.Adams to return them to residential. Expand our bike/ped trails to eventually tie into the Great American Rail Trail.
Capital Improvements Program				
4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)	x			1. Ped/Bike Crossing between Twinbrook and Pike. 2. Over/Under on 355 from 28-Middle Lane. 3. Splash pad for East Rockville 4. Branding 5. COR trip to Yilan
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget	x			

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.

Priority #1 Pedestrian/Bike Safety

Priority #2 Comp and Class

Priority #3 Increase in RCPD at community policing level (bike/Segway patrols, EV's)

Priority #4 King Farm Farmstead

Priority #5 More parkland/Green Bridge in Twinbrook and Town Center

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, etc.)

Increase consistent with CPI for those programs that meet the needs and priorities of the City and are not duplicative.

8. Do you have any interest in **adjusting the real property tax rate** for FY 2021? The real property tax rate has remained at $0.292 per $100 of assessed valuation since FY 2009; property tax revenue funds more than one-half of the General Fund budget. One cent equals approximately $1.3 million in revenue.

This should be part of a larger discussion as we've also been asked if we would have an interest in moving the Reserve threshold to 20%. (it is currently around 25-27%) If we move it to 20% (for years it was 15%) then I think we gain enough additional room – however – if we keep it where it is we are limiting our ability to address bigger ticket items like KFFS, community centers, Redgate, parkland etc and paying interest on Bonds when in fact we might not need to Bond as much.

Also – did the property tax rate decrease in the 2 years prior to the decision in 2009 to remain at $0.292?

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?

1. There have been many requests for COR branded items (Flag, scarves/ties/, etc) We could build some community spirit selling items with a minor profit.
2. Cancel the annual 10% that certain employees receive above their salary.
3. Cancel the car allowance that certain employees receive. DPW, R&P, CoP and CM are the only employees who need a car on demand – all others should use a pool car or be reimbursed for mileage.

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

10. General Comments

I look forward to this years budget discussions 😉

Submitted by: Bridget Donnell Newton

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Mayor and Council
FY 2021 Budget Survey

Please fill out the FY 2021 Budget Survey and return it to the City Manager by January 10, 2020. Please answer all questions or respond with N/A. All survey responses will be compiled and discussed at the January 27, 2020, Mayor and Council meeting.

	Yes	No	Neutral	Comments
Operating Programs and Services				
1. I would like to **increase funding for existing programs or services** (if 'Yes' please list programs or services)		X		I'll take any increase in funding that comes through expanding the tax base, or through increased prosperity for Town Center and other areas.
2. I would like to **decrease funding or eliminate existing programs or services** (if 'Yes' please list programs or services)	X			The $400,000 per year to Dawson's should be re-examined. I voted for it only in the hope that Mayor and Council would take concrete steps to improve the business climate of Town Center. This mainly includes increasing the natural customer base by increasing the population of Town Center (this would have many other positive aspects too). But I'm not sure this Mayor and Council has the political will to allow further residential growth in Town Center.
3. I would like to **see new programs or services** added in the FY 2021 budget (if 'Yes' please list programs or services)		X		Rockville does a lot and new programs are just a slippery slope to financial hell.
Capital Improvements Program				
4. I would like to **add new CIP projects to the FY 2021 through FY 2025 CIP** (if 'Yes' please include a basic description of projects)	X			I'll take this to include raising the priority of a CIP project, and for me this includes (1) providing mold and fire protection for King Farm Farmstead, and (2) otherwise providing for all necessary utilities for King Farm Farmstead, assuming the maximum usage for each kind of utility.
5. I would support issuing **taxpayer supported bonds** or **utilizing reserves** above the 20 percent reserve target, if needed to fund the CIP budget	X			If necessary to partially provide for King Farm Farmstead as noted in 4 above.

Open Ended Questions

6. Please list your **top five budget priorities** for FY 2021.
Priority #1 Stabilize personnel costs. This may mean cutting positions through attrition, seeing as how Rockville is probably going to end up with higher per person costs due to the compensation and classification study and other factors.

Priority #2 I'd like to see a 5-year plan to increase the size of the police force in a meaningful way.

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Priority #3 We need to discuss whether we still need the water plant given that WSSC can handle our needs for the foreseeable future. The decommissioning of the plant and going to WSSC supplied water would be tricky, but it should be studied. I would be willing to provide job security for the water plant staff.

Priority #4 I'd like to see Rockville's 3 Resident Companies (RESCOs), and possibly Rockville Sister City Corporation, get a 1-time grant from the FY 20 surplus, of $25,000 each. There is a reason for this. Earlier in my tenure as a councilmember, around 2010 or 2011, we adjusted our cost recovery structure in such a way that hurt these 4 organizations. This hit the RESCO companies badly and added costs to RSCC. The RESCOs know they have to adapt to modern times, but their tight budgets and balances, make it difficult for them to experiment. One big flop may put them out of business. This one-time grant would give them some breathing room to adapt. The Resident Companies are (1) The Victorian Lyric Opera, (2) Rockville Little Theatre, and (3) Rockville Musical Theatre.

Priority # 5 I would like to see budgeted, a plan for 400 to 500 bike/pedestrian signs be funded as per the report I and Councilmember Onley worked on last term.

7. At **what level** would you like to fund **Caregiver Agencies**? (i.e. less than FY 2020, equal to FY 2020, increase consistent with CPI, etc.)

Same as FY 2020 with CPI increase.

8. Do you have any interest in **adjusting the real property tax rate** for FY 2021? The real property tax rate has remained at $0.292 per $100 of assessed valuation since FY 2009; property tax revenue funds more than one-half of the General Fund budget. One cent equals approximately $1.3 million in revenue.

No interest in rate adjustments.

9. Do you have any additional ideas for **increasing revenues or decreasing costs** in the budget?
Our revenue growth would be just fine if we didn't stop or slow desirable growth near transit centers. We're missing big opportunities for Town Center renovation for example, where we would increase our property tax revenues, and where the County would net positive on school impact fees versus school capacity generated.

10. General Comments
I'm not interested in Rockville adding programs that are the proper domain of Montgomery County.
We have a surplus from FY2020. I would target most of this to King Farm Farmstead capital improvements as described above. We have an estimate of $4.7M for the whole site, and $2.7M for the dairy barns. The idea of a RESCO one-time grant is explained above. I would consider undergrounding the overhead lines along 355 next to Choice Hotels, or moving the lines across the street, but only if it would keep Choice in that location. I would consider the suggested one-time $500,000 donation to MCPS, for a structure, for Early Childhood Education at Maryvale, if MCPS is interested, if there is a true demand in that area that is not already being met. I don't want to get into operational support for ECE.

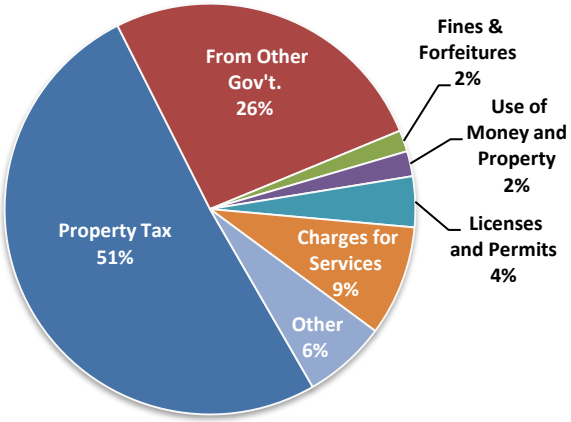
Submitted by: Mark Pierzchala

Attachment 5.A.a: AttachA_CompleteSurveys_2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Revenues

There are seven categories of revenues that make up the General Fund. These sources totaled $84.2 million in FY 2020 and are estimated to increase by over 3 percent to $87 million for FY 2021. Property taxes make up the largest portion, constituting over half of total revenues.

General Fund Revenues



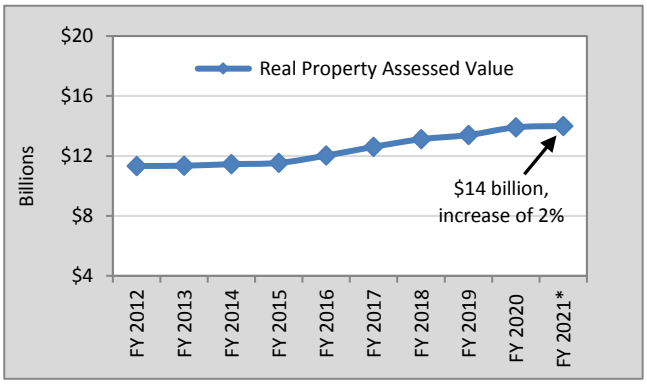
Property Tax: This category of revenue consists of taxes on the assessed value of real estate (including land and structures on the land) and taxes on the assessed value of personal property (inventory, furniture, and fixtures of business establishments). The tax rate is the amount levied per $100 of assessed value, as determined by the State of Maryland Department of Assessments and Taxation (SDAT). The Mayor and Council establish the tax rate each year in order to finance General Fund activities.

Real Property Tax: The City of Rockville's real property tax rate is estimated to remain flat at $0.292 for every $100 of assessed value. SDAT reassesses real property every three years and tax bills are based on those assessments. For homeowners, any increase to assessed value is phased in equally over a three-year period, and the resulting increase in the property tax bill is capped at 10 percent. Any decrease is fully factored into the first full levy year after the assessment.

The real taxable assessed value for FY 2021 is estimated at $14 billion, a slight increase from FY 2020. This will result in an increase in revenues of approximately $1 million. There are no new assessments for January 2020 (off year); the next round of assessments will take place in January 2021 (Group 3) and January 2022 (Group 1).

The FY 2021 real property tax revenue estimate includes the City's Homeowners' Tax Credit Program. The Homeowners' Tax Credit Program is a State administered program that provides real property tax credits to low- to moderate-income residents for property taxes due on their principal residence. For FY 2021, households with gross incomes up to $91,000 per year and a household net worth of less than $200,000 (not including the value of the home and qualified retirement savings) could qualify for tax relief on the first $495,000 of their home's assessed value. For low-income households, the credit could be several hundred dollars with the maximum credit totaling the City tax due on the first $495,000 of assessed value.

Taxable Assessed Value by Fiscal Year



**Estimate.*

Personal Property Tax: The City of Rockville's personal property tax rate is estimated to remain flat at $0.805 cents per $100 of assessed value. In accordance with Maryland law, the personal property tax only applies to businesses. The City has enacted the following exemptions from personal property tax: (1) 82 percent of the value of commercial inventory; (2) 82 percent of the value of manufacturing or research and development inventory; and (3) 100 percent of the value of manufacturing or research and development machinery.

The FY 2021 estimate assumes that taxable assessed values will total approximately $460 million, which is consistent with the FY 2020 budget and will generate $3.7 million in tax revenue (no change).

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Revenues (continued)

From Other Governments: This category of revenue consists of revenues from the federal government, State of Maryland, and Montgomery County. Over 98 percent of revenue in this category comes from income tax, tax duplication, admission and amusement tax, highway user revenue, and police protection grant.

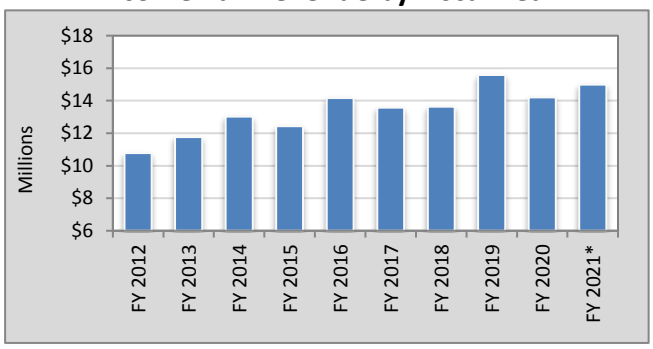
Income Tax: Income tax revenue is the second largest source of revenue in the General Fund. Income tax revenue consists of the City's share of income taxes received by the State of Maryland for returns filed from Rockville. Maryland counties can impose an income tax that is separate from the State income tax. In accordance with Maryland law, municipalities receive 17 percent of collected county income taxes. Montgomery County's income tax rate is currently 3.2 percent.

Starting in FY 2017, this revenue category was impacted by the Supreme Court decision on the *Wynne* case. The revenue payback from returns prior to FY 2017 as a result of the *Wynne* case is estimated at approximately $400,000, spread over 20 installments starting in FY 2021. The amended returns were paid by the State Comptroller using a reserve account and then the City will reimburse the State over five years through withholdings from quarterly distributions.

The income tax estimate for FY 2021 equals $15 million, significantly greater than FY 2020, but below the FY 2019 historic high. This revenue source is challenging to predict because it is based on individual income tax returns each year. Factors such as employment rates, capital gains, and wage growth all contribute to the amount of revenue that the City receives.

Rockville received its highest amount of income tax revenue, $15.6 million, in FY 2019. Due to the volatility of this revenue source, the FY 2020 budget will most likely be amended in February 2020 and the FY 2021 estimate may change over the next several months.

Income Tax Revenue by Fiscal Year



**Estimate.*

Tax Duplication: Tax duplication payments are received from Montgomery County as a partial reimbursement for services the County does not provide, but receives taxes from Rockville properties. Several factors, such as number of streetlights, the number of street miles maintained by the City, and what the County spends each year on tax duplication services, determine what the City receives.

The FY 2021 estimate includes the same amount of revenue, $2.4 million, as in FY 2017 through FY 2020. This revenue figure was derived from a formula that is based on actual Montgomery County spending from more than a decade ago. Montgomery County has indicated to municipalities that changes will be made to tax duplication calculations in the near future.

Admissions and Amusement Tax: The admissions and amusement tax is a local tax collected by the State of Maryland Comptroller's Office for jurisdictions in Maryland. The tax is imposed on the gross receipts from admissions, the use or rental of recreational or sports equipment, and the sale of merchandise, refreshments, or services at a place where entertainment is provided.

Admissions and amusement tax rates are imposed by county and municipal governments at varying rates up to 10 percent of gross receipts from taxable activities. If gross receipts from the activity are also subject to the sales and use tax, the admissions and amusement tax is limited to 5 percent. The general admission and amusement tax rate for the City is 10 percent.

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Revenues (continued)

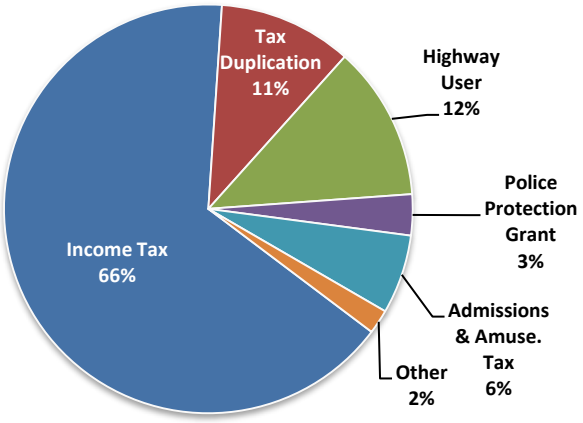
Rockville receives the largest amount of this revenue from motion pictures, athletic facilities, and ice skating. Revenues from this source have averaged approximately $1 million each year, until FY 2017 when they hit a record high of $1.3 million due to a new recreation facility opening. The FY 2021 estimate equals just over $1.4 million from this revenue source, which is consistent with FY 2019 actuals and the FY 2020 adopted budget.

Highway User: Highway User Revenue (HUR), which represents a portion of the City's share of gasoline tax and vehicle registrations collected by the State of Maryland, peaked in FY 2007 at $3.3 million and then was reduced significantly for municipalities. For FY 2020, the City is projected to receive a total of $2.7 million due to the successful lobbying efforts of the City's elected body and other municipal organizations, such as the Maryland Municipal League.

Based on a recent estimate from the Maryland Department of Transportation's State Highway Administration (dated September 23, 2019), this revenue source is estimated at $2.8 million for FY 2021.

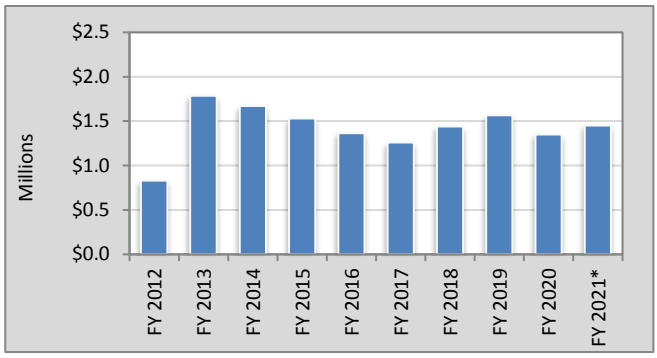
Police Protection Grant: This revenue consists of an annual operating grant from the State of Maryland to the City of Rockville to assist with funding police protection services. The FY 2021 estimate equals $740,000, which is consistent with past trends and with communications from the State.

Revenues from Other Gov't.



Fines and Forfeitures: Redlight camera citation revenues make up over 99 percent of this category. Revenue from redlight cameras will increase from the FY 2020 adopted budget consistent with current trends. The FY 2021 estimate equals 19,300 paid citations, or an increase of $100,000 over the FY 2020 adopted. The average number of citations over the past five years of actual data equals 19,100. The City receives $75 in revenue per paid citation; the City pays the vendor $29.34 per paid citation.

Redlight Camera Citation Revenue by Fiscal Year



** Estimate.*

Use of Money and Property: This revenue source is made up of cable franchise fees, land rental, building rental, and interest earnings. Cable franchise fees and interest earnings will make up a majority of this revenue source for FY 2021. Cable franchise fees include franchise fees and operating grants paid to the City by Comcast and Verizon. In the State of Maryland, cable companies pay a franchise fee as partial compensation for the use of public rights-of-way under authority of federal law. The FY 2021 estimate for this category equals $1 million, comparable to FY 2019 actuals and FY 2020 adopted.

Interest earnings, the second largest source in this category, represents the interest that the City earns on investment accounts. In May 2019 the City began utilizing the services of an investment advisor/asset manager to assist with the investment of City funds, with the goal of diversifying the City's investment options and generating additional interest income. For FY 2019, actual interest earnings exceeded the budget by $310,000. For FY 2021, interest earnings are estimated at $500,000, which is consistent with the FY 2020 adopted budget and reflective of the current investment portfolio and interest rate environment.

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Revenues (continued)

Charges for Services: This revenue source comes from charges to users who individually benefit from a particular City service. Recreation services make up a majority of this category including swim team dues, recreation program fees, Swim and Fitness Center membership, and other facility membership fees. Staff estimates this total revenue category will increase by over 5 percent, or approximately $400,000, from FY 2020 to FY 2021. The increase is a result of projected increases in population, programs, and increases in fees to improve or maintain cost recovery. In years where there are large capital projects scheduled for a City facility there will be fluctuations in this revenue source due to temporary closures of all or part of a facility.

Licenses and Permits: Nearly 90 percent of the revenue in this category comes from building permits and rental licenses. Building permit revenue consists of revenue received from permits issued for building construction, electrical work, plumbing, sewer, water, and gas. Rental license revenue consists of licensing fees for the inspection of single- and multi-family dwelling units and hotels. While most of this category will remain consistent with the FY 2020 adopted budget, the FY 2021 estimate for building permits equals approximately $2 million, or $400,000 more than FY 2020.

Other Revenue: This category is made up of revenue sources that are not consistent with the other categories. This revenue source is primarily made up of hotel tax (just over $1 million), community contributions (approximately $34,000), miscellaneous revenues ($470,000), and administrative charges (described next).

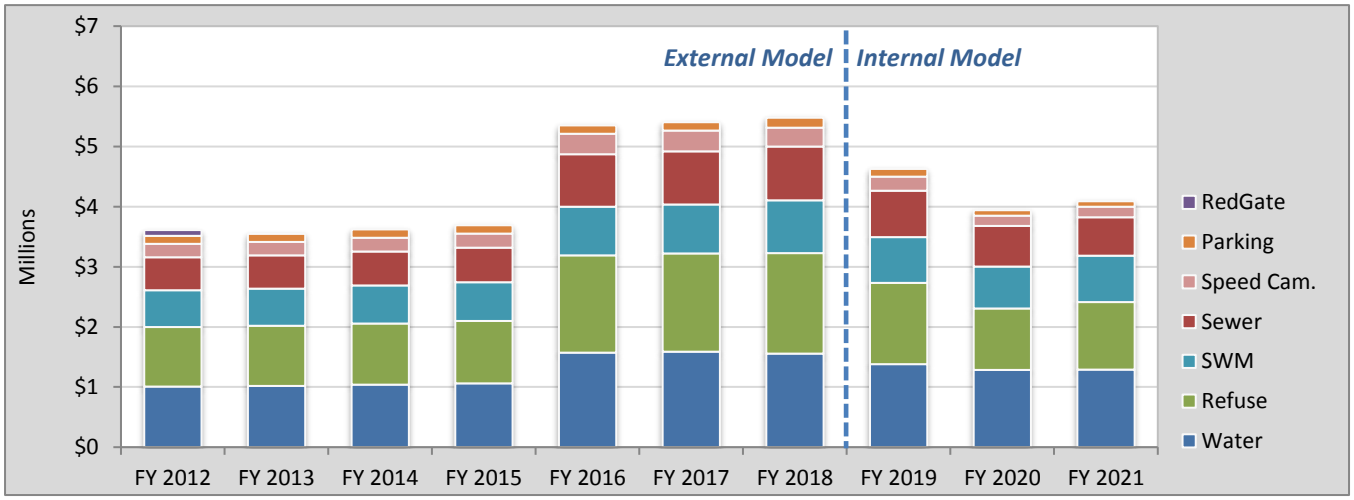
Administrative Charges: This revenue source represents centrally budgeted administrative or "overhead" costs. Each fund pays for its share of the costs through a transfer to the General Fund.

Prior to FY 2019, the City used a complex cost allocation model developed by an external consultant. The consultant's model used a double step down method that allocated costs based on various subjective factors. For FY 2019, Finance staff developed an in-house model that is objective, more flexible, and easier to understand. The internal model is based on three steps: determining General Fund costs to be allocated, determining the allocation percentages of the funds receiving General Fund services, and then distributing General Fund costs based on the first two steps. This method, approved by the Mayor and Council in FY 2018, generates less General Fund revenue as displayed in the bar graph below.

Due to the significant decrease in administrative charge revenues, the Mayor and Council approved a two-year implementation plan, with full implementation starting in FY 2020. This approach helped to mitigate any detrimental effects on the General Fund's resources in FY 2019, while still utilizing the new internal model.

The FY 2021 administrative charge revenue equals $4.1 million based on the internal model; this is $150,000 more than what was adopted in FY 2020.

General Fund Administrative Charges to Other Funds by Fiscal Year



Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Expenditures

There are six categories of expenditures that make up the General Fund: personnel, operating, capital outlay, other, CIP transfer, and transfers out.

Personnel: Personnel expenditures make up the largest portion of General Fund expenditures. Current estimates for FY 2021 indicate that the General Fund personnel category will increase by approximately 5 percent. This is a larger increase than in past years primarily because it assumes the addition of $750,000 as a result of the compensation and classification study. The $750,000 is a placeholder figure that has been incorporated into the General Fund forecast pending the study results. The City is currently on schedule to have the results in time for the FY 2021 proposed budget.

Temporary Wages: In addition to the adjustments in regular wages, staff estimates that temporary employee wages will also increase due to the increase in Montgomery County's minimum wage to $14.00 as of July 1, 2020. During the FY 2018 budget process, the Mayor and Council directed staff to pay the City's temporary employees at rates comparable to the County, helping the City to remain competitive in the regional labor market. The FY 2021 budget will likely include a base wage increase as well as a compression adjustment resulting from the base wage increase. Historically, over 96 percent of General Fund temporary employee wages is allocated to the Department of Recreation and Parks.

Benefits: Overall benefits are expected to remain relatively flat from FY 2020, mainly due to the competitive rates that the City received on health insurance combined with relatively flat total retirement benefit contributions. City covered benefits include: allowances, disability pay, retirement program, health and dental insurance (including post employment benefits), and life insurance.

Allowances include cell phone, car, and meal and shoe allowances that vary by department. Allowances are expected to decrease due to the transition from cell phone allowances to City provided cell phones for various work groups (these work groups are yet to be determined). This change reduces allowances and increases cell phone services in the operating budget.

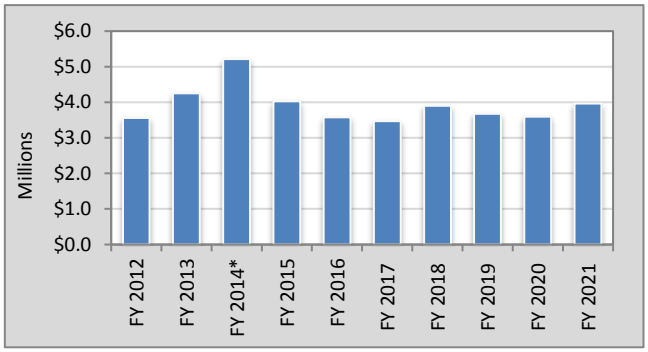
Disability pay is estimated to remain relatively flat from FY 2020 to FY 2021. Last year the City transitioned from an Income Protection Plan ("IPP") to an externally managed disability program. IPP was a self-funded, self-administered long term disability program that provided disability benefits for both on and off the job injuries or illnesses. In FY 2019, current IPP members were grandfathered into IPP, while a new long-term disability program became available for eligible employees. This category of expenses will experience reductions over time due to the phasing out of IPP participants.

The City's retirement program consists of two components: a defined benefit (DB) component and a defined contribution (Thrift) component. Each employee group contributes different amounts toward their retirement, and accordingly earns a different benefit on retirement. Administrative and AFSCME employees are in both the DB and Thrift plans, while Police employees are only in the DB plan.

For FY 2021, the City's General Fund contribution to the DB plan will equal approximately $3.2 million (total City contribution equals $4 million), which is an increase of over 10 percent or $300,000 from FY 2020. This figure is based on the latest actuarial valuation report.

After the City contributes the required amount in FY 2021, the funded ratio for the pension plan is projected to equal 85 percent. The latest actuarial report projects that the funded ratio will gradually increase over the next several years to just under 90 percent by FY 2026. Please note that these estimates do not include supplemental employee contributions.

Defined Benefit Contributions by Fiscal Year (All Funds)



** For FY 2014, the City contributed an extra three months due to a change in the dates for the plan year.*

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Expenditures (continued)

For the Thrift plan, the City matches employees' contributions with 50 cents for every dollar contributed by the employee, up to a maximum of 5 percent of salary. The FY 2021 estimate for the City's match equals an increase between 3 to 4 percent; the final amount of the match depends on the increase in permanent salaries associated with the results of the compensation and classification study.

Health insurance will remain relatively flat (less than 1 percent increase) from FY 2020 to FY 2021 due to competitive rates from the City's insurance providers. The City currently offers several different types of health insurance plans under two providers.

Health insurance is available to all regular employees, and the City pays 80 percent of the lowest cost plan. The City covers full- and part-time employees and their eligible dependents, although part-time employees are responsible for a greater percentage of the cost.

Dental insurance will remain consistent, at approximately $125,000 for FY 2021. The City offers two different plans under one provider.

The City provides retirees with healthcare coverage upon retirement. The City began prefunding retiree healthcare costs through a Retiree Benefit Trust (Trust) starting in FY 2009. Since that time, the City has made an annual contribution to the Trust. For FY 2021, the City's General Fund contribution will decrease by approximately $350,000 to $135,000 (total City contribution equals $164,000). The funded ratio for the Trust will equal approximately 107 percent at the end of FY 2021.

The City provides life insurance coverage equal to 1.5 times an employee's base salary (up to a maximum of $250,000), at no cost to the employee. Employees have the option of purchasing additional supplemental life insurance coverage for themselves, their spouse, and dependent children. Life insurance is expected to increase by approximately 3 percent from FY 2020 to FY 2021.

Operating: This category is made up of contractual services and commodities. Contractual services is mostly comprised of annual contracts for financial services, technology and information systems, and services at parks and facilities. In addition to annual services, sometimes there are one-time studies or one-time consultants budgeted in this category. Commodities is mostly comprised of utility expenses for City facilities, including: water, sewer, gas, electricity, heating oil, and stormwater management.

For FY 2021, operating expenses are estimated to increase by approximately 5 percent (or $750,000), due to utility increases, inflationary contract increases, the addition of operating cost impacts from completed CIP projects, planned improvements projects (as shown on pages 356 and 357 of the FY 2020 adopted budget), new Mayor and Council priorities, and new one-time studies and equipment. More information on the changes to this category will be available after the City Manager meets with all City departments to discuss their department's FY 2021 budget changes and needs in January.

Also included in the operating category is the General Fund contingency account. The General Fund contingency account is estimated at $350,000 for FY 2021, which is consistent with FY 2020. The FY 2021 amount is within the Mayor and Council's adopted Financial Management Policies, which state that the City Manager may establish an annual contingency account equal to a maximum of 1 percent of the adopted General Fund budget. In FY 2019, $297,748 in contingency funds were transferred and expended. City staff regularly reports on the use of General Fund contingency in the quarterly financial reports that are presented to the Mayor and Council.

Capital Outlay: This category is estimated to increase for FY 2021, although the amount is unknown at this time and will be evaluated during the City's internal budget review over the next several months. This category includes funding for computer hardware and software, major repairs and maintenance of City facilities and infrastructure, and large pieces of equipment and tools. Some of the items listed under planned improvement projects (as shown on pages 356 and 357 of the FY 2020 adopted budget) may be funded from this category.

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

General Fund Expenditures (continued)

Other: This category, which increased slightly from FY 2020 to an estimated $2.3 million in FY 2021, primarily consists of outside and caregiver agency grants. For the purpose of forecasting the budget, this category assumes a 2 percent overall increase in caregiver and outside agency grants. Caregiver and outside agency grants vary each year based on the priorities of the City.

CIP Transfer: Each year, the City makes a transfer from the General Fund, which is known as the cash or "paygo" contribution. The paygo contribution is critical in controlling the City's overall debt and maintaining the City's credit rating. In past years, the City transferred one-time savings (unassigned fund balance in excess of the reserve target) in addition to the annual budgeted transfer amount in an effort to reduce borrowing.

The estimate for the FY 2021 CIP transfer equals $6.8 to $7 million, which is relatively consistent with the 2020 adopted transfer. The amount of the paygo contribution impacts both the current fiscal year and future years since the Capital Projects Fund is balanced over a five year period.

Transfers Out: This category consists of transfers from the General Fund to the Parking, Debt Service, Refuse, and Special Activities funds.

The Parking Fund transfer is estimated at $1.1 million in FY 2021, which is flat compared to FY 2020. It is anticipated that a General Fund transfer will be needed until the debt is repaid in FY 2036. Future transfers may fluctuate due to potential changes to the parking program, which will be analyzed and presented during calendar 2020.

The transfer to the Refuse Fund represents the City's grant contribution to Rockville Housing Enterprises (RHE). RHE, via the City's annual outside agency grant program, receives free recycling and refuse pickup at their low income properties. The transfer amount, which is projected to remain the same, is derived from the 105 properties multiplied by the annual refuse rate.

The Debt Service Fund transfer is estimated at $4.8 million for FY 2021, which is slightly lower than FY 2020 based on current and estimated debt service schedules. This annual transfer is needed to pay down the taxpayer-supported debt that is used to finance general taxpayer-supported capital projects.

The General Fund transfer to the Special Activities Fund subsidizes four accounts. Two of the four accounts are prescribed in the City's Financial Management Policies: Art in Public Places and Art in Public Architecture programs. The total transfer is estimated at approximately $110,000 for these two accounts (this figure will vary based on the amount of new capital construction in FY 2021).

The two other accounts, Recreation Fund and Senior Assistance, are projected to receive $20,000 and $10,000 in General Fund transfers, respectively, in order to maintain the level of financial assistance for residents that qualify.

Attachment 5.A.b: AttachB_GeneralFund_FY2021 (2899 : FY 2021 Mayor and Council Budget Survey Results and Priorities)

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Work Session
Department: Recreation & Parks
Responsible Staff: Tim Chesnutt

Subject

Arts and Culture Study Worksession

Recommendation

Staff recommends that the Mayor and Council discuss the presentation of "A Study of Arts and Culture - City of Rockville", attachment A, by the Cultural Planning Group, including the study recommendations.

Discussion

Rockville is a community that values arts and culture. The City requested this study to further explore its role in fostering arts and culture, including its investments in arts, culture and creativity. The study, prepared by the Cultural Planning Group, is provided at Attachment A. Martin Cohen of the Cultural Planning Group presented the study and answered Mayor and Council questions on January 27, 2020. This worksession is an opportunity for further discussion of the study and next steps.

The study identified a desire among many community stakeholders to elevate the role of arts, culture and creativity in the city, along with an interest in becoming an arts destination. While a unified vision or interpretation of what constitutes an arts destination did not emerge, there was consistent interest in shifting the City's focus away from its historical facilitation of art and culture activities, to a focus on a comprehensive cultural policy, fully enmeshed with community and economic development, and aimed at building creative vibrancy across Rockville.

The 2040 Rockville comprehensive plan references the importance of arts, culture and creativity to the quality of life of the community, as well as the importance of its role in both economic and community development. According to the study, to become an "arts destination" or an "arts city," Rockville must adopt an approach and a set of policies committed to nurturing a creative city – a place with an active community of working artists and professional organizations, embracing a broader vision of creativity and creative community as an indispensable element in the character of the city. This study provides a venue to begin considering potential shifts in focus, resources, policy and programming, by building upon the legacy of supporting civic participation.

On January 27th, the Mayor and Council requested a draft job description to facilitate a conversation about the study's recommendation to establish a position dedicated to arts and cultural development, either as a permanent full-time position or as a contractor for a trial period. A draft job description is at Attachment B and staff will be prepared to discuss those options with the Mayor and Council.

Mayor and Council History

On April 23, 2018, the Mayor and Council discussed the Rockville Cultural Arts Commission's recommendation to fund an Arts and Culture Study for FY19. Mayor and Council supported funding for the study.

On January 27, 2020, the Mayor and Council received a presentation from Martin Cohen of the Culture Planning Group on the report "A Study of Arts and Culture – City of Rockville".

Fiscal Impact

The FY 2019 Adopted Budget included $50,000 for a cultural arts study. Implementing the study recommendations would have a budgetary impact that could be considered as part of the FY 2021 budget process.

Next Steps

Following the work session, staff will seek direction from the Mayor and Council on additional discussions and instructions for implementing study recommendations.

Attachments

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (PDF)
Attachment 6.A.b: Arts and Culture Job Description pdf (PDF)

Jenny Kimball

Jenny Kimball, Deputy City Manager 1/29/2020

A Study of Arts and Culture City of Rockville

October 2019

The Cultural Planning Group

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Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

Study Advisory Committee

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VisArts
Chair, Cultural Arts Commission

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Artist
Member, Cultural Arts Commission

PATRICIA DUBROOF
Member, Cultural Arts Commission

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Friends of the Rockville Civic Ballet

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Peerless Rockville Historic Preservation, Ltd.

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REDI
(Rockville Economic Development, Inc.)

SARAH MILLER
Vice-President of Strategy
Montgomery County Development
Economic Corporation

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

Executive Summary

Executive Summary

Rockville is a community that values arts and culture. Its residents celebrate, attend and participate in arts, culture, and creative endeavors through the numerous community-based and volunteer-led organizations that represent the vast majority of non-profits serving the community. The fundamental focus of these organizations is personal participation and personal expression in music, dance, theater and visual arts. A distinct part of the quality of life in Rockville with a long history in the community, many of these organizations are celebrating anniversaries that range from 40 to 70 years.

The professional non-profit arts sector is also key to the cultural life in Rockville. It is growing in Rockville as well, anchored by the two largest organizations – VisArts and Adventure Theater MTC Academy. Additionally, a dynamic, though somewhat hidden, community of artists and cultural organizations flourishes within the international populations of Rockville.

The City of Rockville has an extensive history of support for arts and culture endeavors. This support manifests itself through several areas of municipal functions, including the operation of facilities, direct programming, grants to arts non-profits, and administrative support for civic organizations. In FY 2019, total expenditures across all areas exceeded $3,000,000.

Within the Rockville Civic Center Park, the City owns and operates the F. Scott Fitzgerald Theatre, which has several resident performing arts organizations, and Glenview Mansion (primarily an event rental space with a dedicated gallery hosting a regular rotation of curated exhibits). City program staff in the Recreation and Parks Department provides administrative support for several of the civic arts organizations, resident companies and an annual literary conference, and in recent history has managed an active exhibition program. The City provides many of its area performing arts organizations with subsidized storage facilities for properties, equipment and costumes. VisArts has its offices, studios and galleries in a City-owned building in Rockville Town Square, supported through a significant rent abatement provided by the City that exceeds $500,000 in annual value.

The Art in Public Places program, supported primarily through two specific ordinances – one that specifies an annual allocation from general funds and a second that specifies inclusion in CIP projects, has an extensive and growing collection across the City, with 50 works currently in its permanent collection. Rockville extended the public art ordinance to public space in private development in 2004, and it is estimated that nearly $2.5M has been invested through this extension.

The community of Rockville, MD has a strong and long-standing commitment to arts as an essential element in the quality of life for residents. However, the City of Rockville currently is at a juncture, questioning its role in fostering arts and culture and seeking to reconsider cultural policy and the focus of its investments in arts, culture and creativity. There is an evolving sense of priorities within the City administration and among elected officials, and a desire among many community stakeholders – arts leaders, civic and community leaders – for elevating the role of arts, culture and creativity in the City.

While ideas and interpretations of what it means to "elevate the role of arts" for the community vary, the nearly unanimous voice is that this is a seminal moment for Rockville to thoughtfully consider cultural policy and explore the best approaches to investing financial and human resources in cultural development. The refrain, "We want Rockville to be an arts destination," was common across all stakeholders, though there is not a unified vision or interpretation of what constitutes an arts destination. However, there is a united aspiration to a contemporary vision for vibrancy across the City, steeped in arts, culture and creativity.

Among stakeholders who provided input into this study, the consensus was clear: a change in strategy, approach and investment is needed. Participants expressed a strong desire to redefine the role of the City in supporting arts, culture and creativity in Rockville and to use this effort as an opportunity to shift the focus of cultural support from its historical facilitation of civic participation to one that is focused on a comprehensive cultural policy, fully enmeshed with community and economic development and aimed at building creative vibrancy across Rockville. The common thread is a desire to expand upon, update and evolve the City's traditional role in supporting primarily volunteer-led activities to a comprehensive approach to building the creative sector and enhancing the vibrancy of the community. To become an "arts destination" or an "arts city," Rockville must invest in an approach and adopt a set of policies committed to nurturing a creative city – a place with an active community of working artists and professional organizations, embracing a broader vision of creativity and creative community as an indispensable element in the character of the City.

The overarching question to consider is whether the City of Rockville is prepared to take bold steps to craft a vision for cultural development. The commissioning of this study has raised an expectation among stakeholders that action to implement recommendations outlined in this study will be taken in an intentional and meaningful way. As a result of these expectations, the City of Rockville needs to consider to what extent it is prepared to reconsider, shift and increase its arts and culture investments, building upon the legacy of supporting civic participation.

Notwithstanding heightened expectations, extraordinary opportunities abound for the City of Rockville to elevate arts, culture and creativity within the framework of municipal functions. Rockville can intentionally integrate arts, culture and creativity within specific development initiatives, including redevelopment of the Stonestreet Corridor, redevelopment of the RedGate golf course property, and potential uses of the King Farm Farmstead. The 2040 Rockville comprehensive plan references the importance of arts, culture and creativity to the quality of life of the community as well as the importance of its role in both economic and community development.

Opportunities to expand the presence of anchor institutions with interest in new or expanded operations in Rockville are available (e.g., Adventure Theatre, Rockville Science Center). Creative entrepreneurs are looking at the potential of establishing businesses in Rockville and are seeking opportunities to work with the City to bring this to fruition.

Ultimately, the City of Rockville has the opportunity to shift its traditional role, to expand its approach to and concept of arts and culture to embrace a broader vision of creative endeavors, and to serve its residents through building a vibrant, active creative sector.

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Introduction and Context

Introduction and Context

The City of Rockville Department of Recreation and Parks engaged the consulting services of The Cultural Planning Group to undertake a study on the breadth, depth, reach and overall nature of existing cultural assets in Rockville;[1] to review and examine the City's functions related to arts and culture; and outline a set of goals and recommendations to refine, update and/or enhance existing cultural policy for the City. Additionally, the study process provided an opportunity to engage Rockville arts, culture and creative economy stakeholders in identifying issues to elevate their work and sector, understand in what ways current policies and forms of supports work well, and in what ways arts and culture could be a more successful and more meaningful part of the life of the residents of Rockville.

This study is not a community cultural plan emerging from broad resident input; it is intended to provide a snapshot of current conditions and to present a series of suggested recommendations and next steps in furthering cultural development in Rockville.

The impetus for this study was a response to the convening of arts stakeholders to review the 2011 City of Rockville Culture and Entertainment plan. In early 2018, the Department of Recreation and Parks gathered a group of arts and community representatives to reflect on the 2011 plan – to consider what had been accomplished and what continues to be relevant. In response to the frustrations and desires expressed in the feedback from that review, the City initiated this study to better understand the current environment and context for its future City cultural support and policies.

This study was organized and framed around a set of questions about arts and culture in Rockville, including:

- What is the current nature and general character of arts, culture and creative economy in Rockville? What are the strengths? What is lacking?
- What is the current role of the City of Rockville in fostering arts and culture? In what ways are services currently being provided (e.g., financial support, programs, facilities) and what needs are not being addressed?
- In what ways is Rockville competitive in attracting creative individuals and creative industries? What strategies will be most effective in building on our greatest assets and strengths?
- What are potential approaches and strategies to strengthen and build arts, culture and the creative economy in Rockville?

- What is required of the City/stakeholders in implementing recommendations? Who are the partners? What are the potential collaborations?
- How do we hold ourselves accountable to our efforts and assure success of the plan?

METHODOLOGY

The study was conducted over a four-month period from mid-February 2019 to late June 2019. A combination of qualitative and quantitative research methods was utilized, with the goal of addressing the key questions (outlined above) and to identify consistent themes from all stakeholder groups.

Primary research was focused on individual interviews and discussion groups conducted with elected officials (the Mayor and members of City Council); City administrators and staff from several relevant departments; representatives of arts and culture organizations; individual artists living in and/or working in Rockville; owners of arts and creative businesses; representatives of developers with investments in Rockville; economic, community and tourism development officials; and other key informants. Twenty-two stakeholders participated in direct, one-on-one interviews, and thirty-two stakeholders participated in discussion groups.[2]

Additional research included:

- A review of City documents and materials relevant to arts, culture and creative economy, including the 2011 arts plan, Department of Recreation and Parks planning budget documents, drafts of Rockville 2040 Comprehensive Plan, and other relevant City documents;
- A download and review of IRS Master Business Files as of December 2018 for all arts non-profits with a Rockville address to aid in analyzing the inventory of arts non-profits (see Appendix for complete inventory);
- Use of CV Suite data in examining the creative economy;
- A short fiscal survey completed by 12 arts and heritage organizations serving Rockville, providing fiscal data for their most recently completed fiscal year.

A Study Advisory Committee was convened by the City with representatives from across sectors – the arts, economic development, education and tourism. The Committee provided the consultant with local context and information and a platform for reviewing data and conclusions. Additionally, a workgroup was convened to focus on reviewing creative economy data in CV Suite and to work with the consultant in developing an agreed-upon definition of creative economy in Rockville.

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COMMUNITY CONTEXT

Rockville is a city of just over 68,000 residents per the 2018 US Census estimates. It is a diverse community with a large Asian (21%) and Latino (15.5%) population; an African-American population of 10.7%; a highly educated populace with over 63% attaining a bachelor's degree or higher (more than double the national average of 27%); and average household income above $100,000 a year (the national average is $61,372). It is estimated that approximately 7% of residents are persons living in poverty, which is half the national poverty rate of 13.9%.[3]

Rockville is the county seat for Montgomery County and houses county government offices and courts. Central operations for the Montgomery County School District – the largest school district in Maryland – is located in Rockville. The City is home to the largest campus for Montgomery College, with nearly 15,000 students.

CITY SUPPORT FOR ARTS AND CULTURE

The City of Rockville currently supports arts and culture in several areas and through a number of different programs. A review of the City budget indicates 15 FTE positions and an additional 5.6 temporary FTEs, primarily within the Department of Recreation and Parks. Included in these FTEs are the arts program, special events, and facilities management staffs of the F. Scott Fitzgerald Theatre and Glenview Mansion. The range of activities, direct and indirect supports in arts and culture includes:

- Administrative support for three civic performing arts organizations (Rockville Civic Ballet, Rockville Concert Band and Rockville Chorus);
- Rent abatement for VisArts, located in a City-owned building in Rockville Town Square;

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- Reduced rent for performing arts organizations who are "resident companies" at the F. Scott Fitzgerald Theatre;
- Subsidized storage space for several organizations in facilities located in Civic Center Park;
- Special events such as the annual Hometown Holidays Music Festival, Sunday Afternoon Concert series (Glenview Mansion), World of Montgomery Day, and other events throughout the year;
- Operating and staffing of the F. Scott Fitzgerald Theatre;
- Operating and staffing of Glenview Mansion, including a public art gallery;
- Outside Agency Grants providing direct financial support.

The vast majority of funds (nearly 80%) as outlined in the table below are expended on (a) facility operations and (b) managing and presenting special events.

The FY 2019 City Budget included the following expenditures:

Arts	$ 221,100	7.6%
Special Events	$ 1,057,050	36.4%
Civic Center	$ 1,246,790	42.9%
Art in Public Architecture	$ 120,470	4.1%
Art in Public Places	$ 259,000	8.9%
TOTAL	$2,904,410	

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In addition, the City of Rockville provides grants annually through the Outside Agency Grant program. In FY 2019 the allocation was $164,500 beyond the cost center allocations in the table above. Between FY 2014 and FY 2020, the City provided $927,000 in direct grants through the Outside Agency Grants program as outlined in the chart below.

AGENCY	FY14	FY 15	FY16	FY17	FY18	FY19	FY20
KID Museum		$ 50,000		$ 25,000	$ 30,000	$ 25,000	$ 25,000
Peerless Rockville	$ 54,500	$ 54,500	$ 57,500	$ 57,500	$ 59,500	$ 79,500	$ 59,500
Rockville Consortium for Science	$ 4,250	$ 4,250	$ 5,000				
Rockville Science Center	$ 35,000	$ 35,000	$ 35,000	$ 50,000	$ 55,000	$ 55,000	$ 55,000
World of Montgomery Day				$ 5,000	$ 5,000	$ 5,000	$ 1,000
TOTAL	$ 93,750	$143,750	$ 97,500	$137,500	$149,500	$164,500	$140,500

Arts expenditures in FY 2019 for regularly budgeted items and Outside Agency Grants combined totaled $3,068,910. All expenditures were offset by revenues of $747,420 earned through the arts, special events and Civic Center (primarily facility rentals) for a net expenditure of $2,321,490. In-kind support is in addition to this direct expenditure; it includes (a) rent subsidies and abatements and (b) support of organizational events, with expenses absorbed by public works and public safety.

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ART IN PUBLIC PLACES

The Art in Public Places (AIPP) program was established in 1978. The program is funded primarily through two specific ordinances – one that specifies an annual allocation from general funds and a second that specifies inclusion in CIP. As indicated above, general fund expenditures in FY 2019 total $259,000. An additional $120,470 was allocated through capital projects, which vary annually depending on current capital projects that are within the ordinance.

The AIPP has a growing collection, with 50 works currently placed across the City. AIPP is guided by an implementation plan adopted in 2017 (through 2022) and is consistent with industry best practices. A full review and assessment of the AIPP program was not in the purview of this study, but it is important to acknowledge AIPP and the City's commitment to growth and maintenance of the program, now in its fifth decade.

In February 2004 the Mayor and Council adopted the Publicly Accessible Art in Private Development ordinance. This ordinance was developed through an extensive process of public and stakeholder input resulting in six options to fulfill the requirement. The most often of those options chosen are: (a) provide artwork on-site and/or (b) pay an equivalent amount as a fee in-lieu based on a formula calculated using the development type and size as criteria. The"fee in-lieu" may be designated directly to a qualified Rockville non-profit arts entity or may be designated to the Friends of the Arts special activities fund adopted by Mayor and Council resolution to be used for arts purposes throughout the City. The Publicly Accessible Art in Private Development ordinance has produced more than $2.5M in artwork or contributions to the arts throughout the City of Rockville. The ordinance has resulted in more than 50 pieces of artwork.

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PROFILE OF THE ARTS AND CULTURE COMMUNITY

To understand the character and dimensions of the arts and culture sector, three distinct elements were examined:

- non-profit organizational/institutional providers of arts and culture
- individual artists
- other individuals or groups directly engaged in creative pursuits

There are several non-profit arts organizations that have long-standing traditions in Rockville. The majority of these entities are volunteer-led, community-based performing and visual arts organizations highly valued by community members and those inclined to participate, and recognized generally as an integral part of the quality and character of life in Rockville. They include three organizations operated by the City, two of which have fundraising support groups. The focus of these organizations is on personal participation and personal creative expression.

While more than 75 non-profit organizations with a Rockville address are registered with and recognized by the IRS within the arts and culture classification (and its subgroups),[4] a majority are: (a) either dormant or do not meet the annual threshold to file an annual return with the IRS, (b) headquarters for national organizations with registered offices in Rockville and do not serve local/area residents or operate programs within Rockville, or (c) organizations that do not serve the residents of the area but have a Rockville mailing address. Nearly one-third of the non-profits in the IRS file are classified as ethnic or cultural heritage organizations. It should be noted that a number of the inventoried organizations with Rockville addresses are outside City boundaries, though within Rockville's zip codes. Numerous other organizations that serve Rockville residents are not based within the City limits, including a number of those discussed below as the *core institutions*.

Within the roster of non-profit entities, the nine organizations listed below effectively constitute the core institutional arts and culture sector in Rockville city limits:

Adventure Theatre MTC Academy

F. Scott Fitzgerald Literary Conference

Peerless Rockville Historic Preservation, Ltd.

Rockville Art League

Rockville Little Theatre

Rockville Musical Theatre

Rockville Science Center

Victorian Lyric Opera Company

VisArts

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In addition, there are three entities operated by the City:

Rockville Civic Ballet

Rockville Concert Band

Rockville Chorus

The Rockville Civic Ballet and the Rockville Concert Band both have separate 501(c)(3) "friends of" organizations that support their activities and raise funds for their programs.

All 12 organizations were asked to complete a brief survey of their financial activity for the most recently completed fiscal year. Although Adventure Theater is based in Glen Echo, it operates the ATMTC Academy, its musical theater training academy, in the City of Rockville. The Rockville Science Center currently operates programs in and around Rockville and is seeking to develop a permanent facility in Rockville. The aggregated data below includes Adventure Theater's entire organizational budget, inclusive of but not solely reflective of its Rockville operations.

Nine of the 12 organizations are volunteer-led, community-based organizations (including the three operated by the City). Three organizations operate with professional leadership and staffing. Three organizations are designated as Resident Companies of the F. Scott Fitzgerald Theatre: Rockville Little Theatre, Rockville Musical Theatre, and the Victorian Lyric Opera Company.

Aggregated earned and contributed revenues for the 12 organizations:

Earned revenues	$ 3,421,070
Contributed revenues	$ 2,469,545
Total aggregated revenues	$ 5,890,614

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Of the total earned revenues, $3,231,795 (95.5%) were generated by the three professionally managed organizations (VisArts, Peerless Rockville, and Adventure Theatre). The eight volunteer-led organizations generated 4.5% ($189,275) of the earned revenues. Earned revenues consist primarily of admissions, ticket sales, and/or tuition and program fees.

Of the total contributed revenues, for the period reported the three professional organizations raised $2,178,733 (88.2%). The eight volunteer-led organizations raised 11.8% ($290,812) of the contributed revenues. Over 25% of total/aggregated contributed revenues are attributed to in-kind donations that include rent abatement, donated accounting and legal services, and donations of equipment.

The specific sources of contributed revenues (aggregated) are shown in the table below:

Individual contributions	$ 437,763
Foundations	$ 413,173
Federal / National Endowment for the Arts	$ 15,000
State / MD State Arts Council	$ 257,882
County / Arts & Humanities Council	$ 285,681
City of Rockville	$ 135,260
Special Events	$ 251,887
Misc.	$ 54,002
In-Kind	$ 618,545[5]
Total Philanthropic and Public Support	**$ 2,469,545**

Specific sources of contributed revenues (aggregated)

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CREATIVE ECONOMY

The term "creative economy" is most often employed to refer to industries and workers in a wide range of endeavors – from architects to individual artists to artisans and certain forms of manufacturing and/or businesses that are indicators of creative activity. The creative business sector looks beyond the non-profit environment to broader economic activity in creative industries and creative workers. Creative economy is a vital element to consider in a wholistic approach to arts, culture and creativity in public policy. Additionally, creative economy initiatives can be viewed more expansively as an element of economic development and related tools being utilized by a municipality, encompassing incentives for specific industries, enhancements for classes of workers, or investments in what is commonly referred to as "creative placemaking." Creative economy data and assessment tools serve as proxies in analyzing city, community, or neighborhood vibrancy.

For this study, a workgroup was convened to review available creative industries data and determine specific classifications of industries and occupations to include in the analysis, utilizing licensed data through Creative Vitality Suite, a comprehensive web-based tool that can be tailored to include specific creative industries and creative workers to understand the creative economy. Jobs and industry data are available primarily on the county level, though for purposes of this study, data was restricted to the three zip codes (20850, 20851 and 20852) with the highest concentration of businesses and workers within the Rockville city boundaries. While these zip codes extend beyond the city boundaries, they provide consistent and reliable data serving as a proxy for the City of Rockville.

Data for the CV platform is provided by Economic Modeling Specialists International (EMSI), which draws on census and Bureau of Labor Statistics data.[6] The Creative Economy work-group reviewed the data sources available through CV Suite, selecting NAICS (classification of industries) and SOC (classification of workers) codes considered most relevant for Rockville. See Appendix for a complete table of the 80 NAICS and 72 SOC codes determined to be relevant."

The most recently available data was for calendar-year 2017. Based on that 2017 data, there are 11,779 jobs in the three zip codes in creative industries and over $1B in industry sales. Just under 20% (2,225) are in software development, web development and computer programming. See Appendix for full data tables on workers, occupations and sales.

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Key Findings

Key Findings

In aggregating themes from stakeholder engagement and examining the available secondary data, a series of consistent themes emerged. Study participants identified both cherished assets and strengths in Rockville as well as issues and challenges to be addressed. Additionally, there appeared to be a general consensus on the nature and character of arts and culture in Rockville.

SUMMARY OF FINDINGS

- It is important to recognize that all stakeholder groups expressed, directly or indirectly, a desire to elevate the role of arts, culture and creativity in Rockville. While approaches and interpretations of cultural development for the community vary, the consensus is that this is a seminal moment for Rockville to thoughtfully consider cultural policy and consider the most appropriate and contemporary practices for investing financial and human resources in cultural development.

  By investing in its own knowledge, professional capacity, innovative approaches to cultural development and building a stronger, broader, more vibrant creative community, the City of Rockville can access – and create – numerous opportunities to elevate arts, culture and creativity.

- Rockville is home to numerous volunteer-led and community-based cultural organizations that have a long and deep history in the community.[7] They represent the majority of incorporated non-profit cultural organizations in Rockville, providing extraordinary opportunities for personal participation and creative outlets for residents of Rockville and surrounding communities. These organizations are reflective of long-standing cherished community traditions. They have been supported by the City of Rockville over time in various ways, including direct financial support, staff support for operations, subsidized use of City performing arts and exhibition facilities, and subsidized storage facilities.

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- In addition to the volunteer-led organizations, Rockville has several important professionally-managed anchors in the cultural community, including VisArts, Adventure Theater MTC Training Academy, Peerless Rockville, and the performing and visual arts programs of Montgomery College. These organizations and programs receive varying degrees of support from the City of Rockville, with the most significant being the rent abatement for VisArts in a City-owned facility in Rockville Town Center.

  Opportunities exist for the City of Rockville to attract additional professional non-profits to the City and to explore avenues for both financial and non-financial supports for strengthening and expanding the non-profit sector.

> I keep hearing that we are an arts destination and that we are an 'arts city.' It's not really true. I think we care about the arts, but we don't have a coherent plan for building infrastructure and supporting a professional arts community. There are lots of community-based opportunities, which are great in their own way. But that does not make us a destination. It's not about being vibrant; it's about being livable. That's who we have been, and I suppose, who we still are.

- Rockville is a diverse community whose expanding international population currently makes up more than 37% of the population, primarily Asian and Latino/Hispanic. There is an African-American population that constitutes 10.7% of the population as well. There was little direct engagement with any of these communities in the study process. While there was recognition among stakeholders that there are distinct performing and visual arts activities within these communities, there appears to be limited knowledge of and experience with these cultural activities among the cultural community informing this study. It is notable that discussions on arts and culture throughout the study process most often centered around a narrow definition that often did not acknowledge these communities.

  The City should embrace opportunities to deeply engage with the artists and creative entrepreneurs within the growing international communities and more intentionally develop initiatives to support and celebrate their cultural activities as a part of the vibrant cultural life of Rockville.

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> Our community is diverse, yet we do not really make efforts to fully embrace the growing international communities. We focus on what we know – and it is primarily white and euro-centric. This has been our default, even though we are generally a progressive community that fully embraces all the cultures and peoples of Rockville. But it is not apparent when we talk about the arts, or it is an afterthought.

- Individual artists in Rockville expressed that they do not feel a sense of connectedness. It is generally believed that many artists live and work in Rockville – either operating studios in their homes or in studios outside City limits – but there is no clear "center" to the artist and creative community. VisArts is broadly acknowledged as a hub of activity and the most significant center for visual arts in Rockville, but there is no regular convener for the artist community or any entity focused on community building to strengthen, expand and support individual artists in the City. The City has the opportunity, through an elevated approach to arts and culture, to partner with relevant organizations in identifying and implementing avenues for strengthening the individual artists' community.

- The region is generally perceived as financially generous in supporting non-profit arts and culture organizations, but large-scale and leadership arts philanthropy in Rockville are lacking. Stakeholders expressed concerns that this missing element of funding limits the growth of arts and culture in the City as well as its willingness to take risk, both for individual artists and for arts organizations.

  The City of Rockville has the opportunity to serve as a convener and advocate to encourage philanthropic investment in Rockville-based entities, and to explore potential partnerships and collaborations with private philanthropy to strengthen and elevate the creative community.

- The City has the potential to encourage and/or foster one or more creative hubs. The most often cited opportunity among City administrators and elected officials is the redevelopment of the Stonestreet corridor. Also cited among City representatives, as well as a range of stakeholders, were the opportunities presented by the currently vacant King Farm Farmstead and the redevelopment of the 110 acres of the closed RedGate golf course. Interviewees and participants in discussion groups also pointed out opportunities, expressing ongoing disappointment and frustration over the lack of a successful strategy to fully activate and enliven Rockville Town Square, although efforts by both the City and Federal Realty Investment Trust were acknowledged.

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- Representatives from the arts and culture sector expressed frustration that the arts community in Rockville lacks cohesiveness and a strong identity. This was echoed by non-arts leaders who observe a sense of disconnectedness or "silos."

  This presents an opportunity for the City to serve as a convener and facilitator of programming aimed at fostering cohesiveness and strengthened capacity in the sector.

- There is a sense among all stakeholders that participation in arts programming and arts activities throughout the City would benefit from coordinated marketing and promotion. Planning participants shared their frustrations over the lack of a definitive, central online source for promoting available arts and culture programs and events in Rockville, though there was no consensus on who should be responsible for initiating and managing such efforts.

  This concern signifies an opportunity for the City to consider appropriate and relevant methods of supporting and encouraging increased participation in arts programming. Any approach should be comprehensive and inclusive of a broad range of arts, culture and creative activities throughout the City and would be most effective through a collaborative effort of arts providers.

COMPARING ROCKVILLE TO SIMILAR COMMUNITIES

To understand Rockville relative to similar communities, the consultants gathered information on the arts and culture programs of five similar cities. The first criterion in selecting benchmarking cities was a population between 50,000 and 75,000 residents, similar to Rockville's population of 68,000. The second criterion was cities that are adjacent to or within the suburban ring of a major metropolitan area. Three of the five comparison cities – Coral Gables, FL (Miami); Broomfield, CO (Denver) and Evanston, IL (Chicago) are within both criteria.

Two cities with resident populations one tier higher – Roanoke, VA with approximately 100,000 residents and Boulder, CO with 107,000 – are included as examples of somewhat larger communities. Boulder is considered part of the Denver metroplex, while Roanoke is in a rural area of Virginia.

The primary source of comparative data was the Americans for the Arts Local Arts Agency Dashboard,[8] a tool based on self-reported data in the 2018 Comprehensive Annual Survey of Programs and Budgets. The Dashboard includes data on 517 local arts agencies from across the country. There are 31 agencies within municipal government from cities with a population between 50,000 and 99,999 that reported data. Additional information was derived from an online review of agency websites. A table of usable comparative data of the information for the five cities and Rockville as downloaded from the Dashboard is included in the Appendix of this report.

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The six cities engage in several practices that are, overall, similar in supporting arts and culture. The most consistent element is a percent-for-art ordinance and a public art program. Only two of the six (Rockville and Coral Gables) extend their public art ordinance to private development.

The six cities take varying approaches to programming and support for the non-profit cultural sector. Four of them provide direct program or general operating grants to non-profit organizations. While Rockville provides funding through the Outside Agency Grants program ($164,500 in FY 2019), it does not currently have a direct, dedicated competitive-based funding program. Boulder operates the most robust grants program with a budget in the most recent fiscal year of $675,000. Evanston had the most modest grants budget, totaling $64,000 in FY 2018.

Only one city – Boulder – provides grants and/or fellowships to individual artists. Boulder primarily funds professional development opportunities for individuals.

Rockville was notably the most engaged in operating cultural facilities and providing administrative support for civic performing arts organizations. Additionally, it did not appear that any of the five cities benchmarked provided subsidized rent similar to the aid given resident performing arts groups or rent abatements similar to amount of subvention Rockville provides VisArts.

Three of the six cities, including Rockville, operate cultural facilities. Evanston is the most similar to Rockville, as it operates a theater (within the Noyes Cultural Arts Center) and a historic home within a park that originally functioned as an arts center (The Harley Clarke Mansion). The Clarke Mansion is within a city park, but is operated by a separate non-profit organization. Broomfield also operates an auditorium, as well as a gallery space within the auditorium facility, that is available for rental to local performing arts organizations. It has fewer seats than the F. Scott Fitzgerald Theatre and does not have resident companies.

A review of arts office websites and data downloaded from the dashboard suggests that none of the other cities include special events as a direct part of their arts programs. Rockville appears as the only city within this cohort to include the special events budget as an arts expenditure. However, it is becoming more common nationally for special events management to fall under the purview of an arts department or division.

All six cities have dedicated full-time arts program staff, ranging from one FTE to four FTEs, with additional part-time and/or seasonal staff. Of the six cities, only Boulder and Roanoke have a full-time staff whose sole responsibility is managing the public art program.

Three cities have invested in community cultural plans to inform their programming and priorities. Boulder has been the most proactive in annual program evaluations and producing annual progress reports.

Recommendations

Recommendations

Throughout the research process of this study, the Rockville cultural community and stakeholders have expressed a strong desire for the City to take on an enhanced and elevated role in fostering an environment for arts, culture and creativity to grow, expand and thrive. There were many individual desires expressed by stakeholders that overall articulate a vision for a more vibrant community.

There are myriad avenues for Rockville to consider in elevating and focusing its role in supporting arts culture and creativity. The recommendations and tactical approaches below are intended as a point of departure.

This study is not intended as a cultural plan, but is presented as a set of steps to enhance, expand and elevate cultural policy in the City of Rockville. The recommendations are not derived from broad community input, and thus do not represent the authority of Rockville residents. Instead, they are reflective of direct input from stakeholders in City administration, elected officials, representatives of arts and culture organizations, and individual artists. Ideally, the City of Rockville will undertake a comprehensive, master cultural planning process where the vision and authority are derived from the residents and taxpayers in Rockville.

However, there is momentum to redefine and expand the role of the City in arts development prior to a full cultural planning process. Ultimately, the investments recommended below suggest a pathway for shifting the focus of City resources from supporting volunteer-based, community-driven programming to one that aims to build greater cultural and creative vibrancy in Rockville. These recommendations should be considered additive to the baseline existing services and investments. The intention is not to replace existing City support, but to build upon it.

The recommendations are not presented in any specific priority order, though 1.1 below (establishing an Office of Arts and Culture) serves as the platform for broader implementation. Establishing an Office of Arts and Culture, followed by the hiring of a full-time professional- level administrator - whether on as a permanent position or as a contractor for an initial period of one to two years to explore the potential and parameters of an Office of Arts and Culture - should be considered as the first steps. It is important to have this position in place to have an individual whose sole professional role is arts and cultural development and fostering a healthier creative economy. Once that position is executed, establishing priorities may be facilitated through operating plans vetted by the Cultural Arts Commission, City administration and elected officials in conjunction with the new administrator.

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Implementation of 1.1 and 1.2 may also benefit from a review of the stated role of the Cultural Arts Commission. When an Office of Arts and Culture is established and professional leadership is hired, the role of the Cultural Arts Commission will likely shift towards supporting the work of the office and advising the Mayor and City Council on cultural policy. It is advisable to initiate efforts to recruit new members of the Commission representing a broader range of community voices. This will benefit professional leadership by providing a range of resident representatives as programs are established. It will also be useful in anticipating a comprehensive community cultural planning effort.

The following recommendations are structured as a series of top-level strategies for redefining and elevating the role of the City of Rockville in supporting arts, culture and creativity. Each recommendation is elucidated through a series of tactical approaches.

RECOMMENDATION 1

Elevate the function of arts, culture and creativity within the municipal administration.

As indicated above, the recommendations are not presented in any particular order of priority, though 1.1 and 1.2 are important in establishing a baseline to facilitate broader implementation.

1.1 Establish an Office of Arts and Culture within the City of Rockville as a platform for elevating and expanding cultural policy, programming and support for arts, culture and creative economy.

1.1.1 Establish a position dedicated to arts and cultural development. Recruit and hire a professional, experienced arts administrator to fully launch the Office of Arts and Culture (OAC), either as a permanent full-time position or as a contractor for a trial period to establish the parameters of an OAC. Ideally, the position is distinct from the current programmatic position within Recreation and Parks, reporting directly to senior administration within the City.[9]

1.2 The portfolio for the position should focus on arts, culture and creative sector/ creative economy development, partnering across City departments and agencies (e.g., economic development, community development, youth development), and relevant local and county agencies.

1.3 In establishing an Office of Arts and Culture and engaging a professional, experienced director of the office, an initial operating budget to support programs and initiatives related to launching the Office is also imperative.

By establishing a specific, dedicated Office of Arts and Culture and recruiting a leader experienced in municipal cultural policy and community development, the City of Rockville will indicate its commitment to furthering, investing and prioritizing an agenda of arts,

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culture and creativity. Furthermore, many of the functions indicated in the recommendations will require the focus and commitment of a knowledgeable, experienced administrator for effective implementation.

1.4 Implement elements in the Rockville 2040 plan that elevate the role of arts, culture and creativity as a function of municipal operations.

1.4.1 In final plan edits of the principles of Rockville 2040 (page 2), recognize arts, culture and creativity as distinct element, elevating it from a subsidiary of recreation.

1.4.2 Explore specific alignment of study recommendations with relevant sections of Rockville 2040 (e.g., Policy 11 and associated actions, page 182).

1.4.3 After establishing an Office of Arts and Culture, integrate the new position as a standing member of the planning team.

RECOMMENDATION 2

Strengthen the environment for arts and cultural organizations to thrive.

Rockville has the opportunity to foster a more robust non-profit arts sector, encouraging growth and capacities of existing organizations and assisting new and emerging organizations to become established. Additionally, an Office of Arts and Culture can serve as a convener and conduit for building a more cohesive and connected arts sector. In many communities the convening and capacity-building function is executed by a stand-alone arts service organization. Examples include the Greater Philadelphia Cultural Alliance, the Lansing Arts Council (Lansing, MI), and Regional Arts Commission (St. Louis, MO). The Greater Washington Cultural Alliance no longer exists, though there are opportunities to partner with and utilize the resources of the Montgomery County Arts and Humanities Council.

2.1 Design and implement programs that build the capacities of the non-profit arts and cultural sector to be more resilient, agile and adaptive.

2.1.1 Regularly convene the Rockville arts and cultural sector to foster a stronger, more connected and cohesive community and facilitate learning about trends in the professional arts field and current professional practices, addressing topics that connect art and culture to other sectors such as technology, innovation, economic and workforce development. Utilize gatherings to address common issues and concerns and to build a professional network.

2.2 Seek partnerships with entities that serve the non-profit sector in building knowledge, skills and capacity. Explore opportunities to engage and/or commission these partners to provide technical assistance for Rockville-based cultural organizations and provide professional development programming determined useful to the sector.

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2.3 Through the Community Assistance Program, establish a specific category for grants supporting the capacity and programs of arts non-profits. Initial efforts should focus on two areas: direct program service delivery to residents and investments in capacity building.

A number of stakeholders indicated a desire for the City to provide significant direct financial support and establish an annual grants program to support arts non-profits. It is recommended that opportunities for establishing a baseline for support be explored through the Community Assistance Program, where systems and grant processes are already in place. Expansion of a grants program should be tested through broader community engagement in a comprehensive community cultural plan.

RECOMMENDATION 3

Foster an environment for individual artists, creative businesses and creative entrepreneurs to build a robust community of artists and entrepreneurs in Rockville.

Opportunities abound to encourage and foster creative entrepreneurs, creative businesses and individual artists to make Rockville their home or base of operations. While the following tactics suggest the Office of Arts and Culture should focus on serving as the convener, it is advisable to pursue these activities in partnership with other agencies and organizations. These partners could include VisArts, with their knowledge and relationships with visual artists, and Rockville Economic Development, Inc. (REDI), as they embrace the creative sector and creative economy within their economic development charge.

3.1 Extend the convening function (2.1) to foster a cohort of individual artists and creative entrepreneurs in Rockville.

3.1.1 Convene artists, creative businesses and creative entrepreneurs to understand and document the barriers of establishing and/or operating an artistic practice or business in Rockville. Regularly convene artists and creative entrepreneurs to facilitate networking within and among disciplines, foster a stronger sense of community, and build a cohesive professional environment.

3.1.2 Identify service providers who conduct professional practices training for individual artists and creative entrepreneurs. Commission these providers to conduct training services for Rockville-based artists, with the goal of strengthening and growing the community of practicing artists in Rockville.

3.1.3 Establish and coordinate an annual artists and creative economy workshop that builds a sense of community and focuses on professional practices, trends in creative economy and creative placemaking, and the role of artists in the community.

RECOMMENDATION 4

Establish initiatives to elevate and celebrate expressions of culture in Rockville's international community.

Though Rockville has a significant international community and diverse cultural communities, direct connections to those communities and, in particular, the cultural activities within those communities were less apparent throughout the study process.

Consistent with national trends in embracing equity and diversity in defining cultural expression, Rockville has the opportunity to fully embrace a growing portion of its population and to celebrate the richness and depth of cultural expression within those communities.

4.1 Seek to (a) create a comprehensive roster and inventory of organizations and individuals within the international and culturally specific communities in Rockville who are focused on the arts and cultural expression of their communities and (b) seek to fully understand the breadth and depth of those existing organizations.

4.2 Develop programs with the intention of building relationships with and addressing the specific resource needs and issues of organizations and individuals identified as organizations of color and/or culturally specific. As with many of the arts and cultural organizations in Rockville, culturally specific entities are often volunteer-led. By identifying and working with these organizations, Rockville will broaden and expand the definition of civic organizations that are supported and valued by the City. Further, this will afford opportunities to actively recruit representatives of culturally-specific organizations to serve as members of the Cultural Arts Commission.

4.2.1 Establish an annual or semi-annual forum to convene representatives of culturally specific organizations and artists to foster a community of practice and to build a network among these organizations and strengthen their presence as an important element of Rockville's character.

4.3 Designate a portion of the Community Empowerment Matching Grant program (with a range of $2,500 to $5,000) with a specific initiative to encourage greater presence of culturally-specific organizations in the City and expand the capacity of the organizations to serve all residents of Rockville.

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RECOMMENDATION 5

Support Rockville as a vibrant cultural and creative center.

The common refrain heard throughout the study process was, "Rockville should be an arts destination." Numerous and varying perspectives and definitions were offered as to what it means for Rockville to be an arts destination. Yet, the thread connecting all perspectives was a desire for a city that is more vibrant, that fully embraces arts, culture and creativity as an essential and active part of the life of the community. The challenge is to embrace the characteristics unique to Rockville, building on existing assets and investing in initiatives that increase the vibrancy and vitality of the City.

Efforts of an Office of Arts and Culture should embrace a range of initiatives that overlap with community and economic development. Opportunities exist for creative placemaking; integrating creativity into municipal decision-making, supporting more effective communication of opportunities; strengthening the ability of arts producers to expand their audiences and increase participation; and enhancing the built environment through expanding public art efforts and creative placemaking.

Study participants consistently cited the need for better communication channels publicizing arts events in Rockville. While arts marketing channels do currently exist, they are not considered comprehensive, well-advertised, or effective in reaching diverse audiences. In communities across the country, communication is most effective when artists and organizations collaborate for more effective marketing, advertising, and building community awareness of the arts. Rockville offers many such opportunities to facilitate collaboration.

Public art can serve many roles in a community through building a collection of permanent works as well as utilizing temporary installations that engage the community in a collective experience. The Art in Public Places program has an extensive history with a permanent collection of 50 works. Yet many opportunities are still available to enhance the program as means of identifying Rockville as a locus of creative expression. Additionally, opportunities to focus on the private development sections of the ordinance are available, both to catalogue the inventory of works created as a result of the ordinance and to better document the use of in-lieu of fees collected.

5.1 Create an artist-in-residence program to embed artists into departments across the functions of the municipality.

Municipalities across the country are engaging artists as essential problem-solvers and important voices in the challenges of public services. Artists are regularly embedded in youth services, public safety, transportation, community development and other departments. The Appendix of this report includes several examples of successful residency programs addressing a variety of municipal and public functions.

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5.2 Create a program to establish and develop cultural districts and cultural hubs as both an approach for promotion and economic development.

5.2.1 Identify potential areas in Rockville to seek official state designation as a cultural district through the Maryland State Arts Council Arts & Entertainment District program,[10] and then utilize the designation as appropriate to seek technical assistance and/or public art project support in District development.[11]

5.3 Explore options for creative placemaking in three current or pending redevelopment efforts: Stonestreet Corridor, King Farm Farmstead, and RedGate Golf Course.

5.4 Convene representatives of arts, culture and creative endeavors in Rockville and include tourism and visitor officials to explore avenues for increasing collaborative promotions.

5.4.1 Identify the strengths and weaknesses of existing communication channels.

5.4.2 Provide seed resources for collaborative efforts at strengthening and increasing participation.

5.5 Fully utilize the public art in private development ordinance.

5.5.1 Develop a database of public art works in private development as an addition to the comprehensive inventory of works, and establish a process to recognize and catalogue new works as they are added to the collection.

5.5.2 Establish a clear set of guidelines to track in-lieu of fees collected through private development and a process to encourage developers to support local arts non-profit entities through the in-lieu of fees.

IMPLEMENTATION

The following table reiterates the recommended strategies and tactics with suggested costs and necessary resources for implementation. Additional information is provided, including examples of similar programs or activities in a range of communities. Examples are provided from a wide range of cities and approaches.

Funding for costs associated with implementing recommendations may come from a variety of sources. It is likely the City will need to commit an initial investment from general funds, particularly in establishing an Office of Arts and Culture and funding the salary of a new full-time position or a contractor for a trial period, with additional resources for initial implementation of programming and activities.

One consideration is to establish an arts office enterprise fund to channel all or a significant portion of earned fees through programming and facility rentals from the F. Scott Fitzgerald Theatre. A sequestered fund could be utilized for the salary and benefits of the new position, programming costs and, potentially, for establishing some form of arts investment or grant program (e.g., recommendation 2.3 and 4.3). Alternatively, the City could commit general funds for personnel and utilize the enterprise fund for programming, grants and other creative economy investments.

Upon establishing an Office of Arts and Culture, more opportunities become available to seek funding for selected programming and activities. The Our Town grant program at the National Endowment for the Arts is an opportunity to seek funding for a comprehensive community cultural plan or other partnerships suggested throughout the recommendations. It is anticipated that a comprehensive community-based cultural plan will cost between $90,000 and $125,000, depending on the format and approach to community engagement, as well as any requirements for statistically valid surveys as part of the process.

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	RECOMMENDATIONS & TACTICS	FINANCIAL RESOURCES	RESOURCES & EXAMPLES
1.1	Establish an Office of Arts and Culture within the City of Rockville as a platform for elevating and expanding cultural policy, programming and support for arts, culture and creative economy.		
1.1.1	Establish a position dedicated to arts and cultural development. Recruit and hire a professional, experienced arts administrator to fully launch the Office of Arts and Culture either as a full-time permanent position or as a contractor for a trial period to establish the parameters of an OAC. Ideally, the position is distinct from the current programmatic position within Recreation and Parks, reporting directly to senior administration within the City.	Professional base salary should be anticipated between $75,000 – $90,000 for an experienced professional. Within the Rockville personnel pay scale, it should be anticipated between level AD113 and AD116, with total costs of salary and benefits ranging from $105,200 to $120,260.	Local Arts Agency Salary Survey 2018 Examples of job titles and job descriptions for similar positions in several cities are provided in the Appendix.
1.2	The portfolio for the position should focus on arts, culture and creative sector/creative economy development, partnering across City departments and agencies (e.g., economic development, community development, youth development), and relevant local and county agencies.	No direct costs. Requires allocation of time and position authority.	Review model job descriptions provided in the Appendix.
1.3	In establishing an Office of Arts and Culture and engaging a professional, experienced director of the office, an initial operating budget to support programs and initiatives related to launching the Office is also imperative.	Estimated at $125,000 in year one.	Programming resources for convening, speakers, sponsoring sector development (speakers, service provider partnership fees, etc.), workshops, and other programs indicated through recommendations. A portion of this budget may be dedicated to small grants.
1.4	Implement elements in the Rockville 2040 plan that elevate the role of arts, culture and creativity as a function of municipal operations.	No direct costs. Implications for community and economic development investments.	Inclusion of arts position as an essential member of the planning team.
1.4.1	In final plan edits of the principles of Rockville 2040 (page 2), recognize arts, culture and creativity as a distinct element, elevating it from a subsidiary of recreation.	No direct costs. Implications for community and economic development investments.	Inclusion of arts position as an essential member of the planning team.

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	RECOMMENDATIONS & TACTICS	FINANCIAL RESOURCES	RESOURCES & EXAMPLES
1.4.2	Explore specific alignment of study recommendations with relevant sections of Rockville 2040 (e.g., Policy 11 and associated actions, page 182).		
1.4.3	After establishing an Office of Arts and Culture, integrate the new position as a standing member of the planning team.		
2.1	Design and implement programs that build the capacities of the non-profit arts and cultural sector to be more resilient, agile and adaptive.	Included in program operating budget above.	
2.1.1	Regularly convene the Rockville arts and cultural sector to foster a stronger, more connected and cohesive community and facilitate learning about trends in the professional arts field and current professional practices, addressing topics that connect art and culture to other sectors such as technology, innovation, economic and workforce development. Utilize gatherings to address common issues and concerns and to build a professional network.	Included in program operating budget above.	Examples: Boulder, CO; DC Commission on Arts and Humanities Seattle Arts Commission Lansing Arts Council
2.2	Seek partnerships with entities that serve the non-profit sector in building knowledge, skills and capacity. Explore opportunities to engage and/or commission these partners to provide technical assistance for Rockville-based cultural organizations and provide professional development programming determined useful to the sector.	Costs will vary depending on services contracted. Included in programming budget for the Office of the Arts above.	Examples include entities such as National Arts Strategies, or the resources of the Arts Administration program at American University.
2.3	Through the Community Assistance Program, establish a specific category for grants supporting the capacity and programs of arts non-profits. Initial efforts should focus on two areas: direct program service delivery to residents and investments in capacity building.	Costs may vary depending on resources dedicated to a grant fund. These funds would be in addition to the programming budget for the Office of the Arts and effectively expand the current Outside Agency Grants.	Examples of potential structures include Boulder, CO and Alexandria, VA
3.1	Extend the convening function (2.1) to foster a cohort of individual artists and creative entrepreneurs in Rockville.		

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	RECOMMENDATIONS & TACTICS	FINANCIAL RESOURCES	RESOURCES & EXAMPLES
3.1.1	Convene artists, creative businesses and creative entrepreneurs to understand and document the barriers to establishing and / or operating an artistic practice or business in Rockville. Regularly convene artists and creative entrepreneurs to facilitate networking within and among disciplines, foster a stronger sense of community, and build a cohesive professional environment.	Indirect costs of staff time and facilities use. Direct costs for promotion of events, hospitality, speakers, etc., to be included in annual programming budget above.	Examples are: City of Philadelphia, Creative Sonoma, City of San Jose, Kansas City Office of Culture and Creative Services.
3.1.1	Identify service providers who conduct professional practices training for individual artists and creative entrepreneurs. Commission these providers to conduct training services for Rockville-based artists, with the goal of strengthening and growing the community of practicing artists in Rockville.	Direct costs would be included in the annual programming budget. Potentially, costs could be offset through program and service fees, and/or tuition for specific training services.	Connect with professional network of similar programs to identify potential service providers. Potential partners and/or resources may include MICA; Montgomery County Arts and Humanities Commission; Montgomery College.
3.1.1	Establish and coordinate an annual artists and creative economy workshop that builds a sense of community and focuses on professional practices, trends in creative economy and creative placemaking, and the role of artists in community.		Lansing Creative Placemaking Summit
4.1	Seek to (a) create a comprehensive roster and inventory of organizations and individuals within the international and culturally specific communities in Rockville who are focused on the arts and cultural expression of their communities and (b) seek to fully understand the breadth and depth of those existing organizations.	Staff time for research and networking.	

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	RECOMMENDATIONS & TACTICS	FINANCIAL RESOURCES	RESOURCES & EXAMPLES
4.2	Develop programs with the intention of building relationships with and addressing the specific resource needs and issues of organizations and individuals identified as organizations of color and/or culturally specific. As with many of the arts and cultural organizations in Rockville, culturally specific entities are often volunteer-led. By identifying and working with these organizations, Rockville will broaden and expand the definition of civic organizations that are supported and valued by the City. Further, this will afford opportunities to actively recruit representatives of culturally-specific organizations to serve as members of the Cultural Arts Commission.	Programmatic costs would be included in the general program budget of the Office of Arts and Culture. Additional resources required include staff time and networking.	
4.2.1	Establish an annual or semi-annual forum to convene representatives of culturally specific organizations and artists to foster a community of practice and to build a network among these organizations and strengthen their presence as an important element of Rockville's character.		Americans for the Arts research on cultural equity and community diversity
4.3	Designate a portion of the Community Empowerment Matching Grant program (with a range of $2,500 to $5,000) with a specific initiative to encourage greater presence of culturally-specific organizations in the City and expand the capacity of the organizations to serve all residents of Rockville.	Establish an initial seed fund in year 1 of $15,000 to be modified based on the needs assessment in 4.2 and 4.3.	Examples that provide approaches and sample language: Santa Ana Arts & Culture Office Investing in the Artist Program; Kansas City, MO, Neighborhood Tourism Development Fund.
5.1	Create an artist-in-residence program to embed artists into departments across the functions of the municipality.	May vary based on stipends and/or commissions. Estimated at $10,000 annually per residency. Costs to be included in programming budget of the Office of Arts and Culture.	Review section in Appendix on Artists in Municipalities.
5.2	Create a program to establish and develop cultural districts and cultural hubs as both an approach for promotion and economic development.		

	RECOMMENDATIONS & TACTICS	FINANCIAL RESOURCES	RESOURCES & EXAMPLES
5.2.1	Identify potential areas in Rockville to seek official state designation as a cultural district through the Maryland State Arts Council Arts & Entertainment District program and utilize the designation, as appropriate, to seek technical assistance and/or public art project support in District development.		Maryland Council on the Arts Cultural District Program. Information and resources on cultural district development available through the National Cultural Districts Exchange Toolkit.
5.3	Explore options for creative placemaking in three current or pending redevelopment efforts: Stonestreet Corridor, King Farm Farmstead, and RedGate Golf Course.		Inclusion of the arts staff as integral voices in deliberations, discussions and development of these areas and properties.
5.4	Convene representatives of arts, culture and creative endeavors in Rockville and include tourism and visitor officials to explore avenues for increasing collaborative promotions.		Partner with tourism promotion entities to increase avenues for advancing Rockville arts and culture.
5.4.1	Identify the strengths and weaknesses of existing communication channels.	Staff time. Potentially engaging outside marketing analysis.	
5.4.2	Provide seed resources for collaborative efforts at strengthening and increasing participation.		
5.5	Fully utilize the public art in private development ordinance.		
5.5.1	Develop a database of public art works in private development as an addition to the comprehensive inventory of works, and establish a process to recognize and catalogue new works as they are added to the collection.	Engaging a contractor or hiring a temporary employee to focus on developing a full inventory of works in private development.	Actively pursue adding works in private development to the GIS system that maps works in the AIPP program to offer a comprehensive view of public art in Rockville.
5.5.2	Establish a clear set of guidelines to track in-lieu of fees collected through private development and create a process to encourage developers to support local arts non-profit entities through the in-lieu of fees.	Staff time to establish a readily-accessible database and tracking method.	

Endnotes

1 Based on a broad definition of cultural assets, to include arts, culture, creative economy and the creative sector, heritage and entertainment.

2 A complete list of interviewees and discussion group participants is included in the Appendix.

3 Source: QuickFacts: Rockville City, Maryland." United States Census Bureau

4 The IRS classifies organizations through NTEE codes. See Appendix for an inventory of all registered organizations under the NTEE Major Group, "Arts and Humanities."

5 Eighty-three percent of the total ($513,000) of in-kind support recognized is the City of Rockville's rent abatement for VisArts.

6 EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employee data are based on multiple sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

7 Rockville Little Theater, Rockville Musical Theater, Rockville Concert Band, Friends of Rockville Civic Ballet, Victorian Lyric Opera Company, Rockville Art League, F. Scott Fitzgerald Literary Conference.

8 "Local Arts Agency Dashboard." *Americans for the Arts*, https://www.americansforthearts.org/by-program/networks-and-councils/local-arts-network/facts-and-figures/profile-of-local-arts-agencies/local-arts-agency-dashboard.

9 The Appendix of this report includes an example of a job announcement and position outline for a recently established Chief Creative Economy Officer position for the City of Greensboro, NC, as well as examples and titles from other communities. Greensboro is included, as they have just completed the process of defining the position and recruiting. The new director begins November 1, 2019. This and other examples are indicative of trends nationally for municipal functions in cultural policy and creative sector development.

10 The most likely candidate is Rockville Town Center. This could be viewed as an addition to the recommendations put forth by the Urban Land Institute panel held in January 2019.

11 "Advancing the Arts Across Maryland: Arts & Entertainment Districts." *Maryland State Arts Council*, https://www.msac.org/programs/arts-entertainment-districts.

Appendix

Appendix

INTERVIEWEES

For the City of Rockville:

Bridget Donnell Newton
Mayor

Beryl L. Feinberg
City Council Member

Virginia D. Onley
City Council Member

Mark Pierzchala
City Council Member

Rob DiSpirito
City Manager

Jenny Kimball
Deputy City Manager

Tim Chesnutt
Director
Department of Recreation and Parks

Chris Henry
Deputy Director
Department of Recreation and Parks

David Levy
Assistant Director
Department of Planning & Development Services

Andrea Gilles
Principal Planner

Paige Janzen
Superintendent of Community Facilities

Dan Mori
Theater Production Supervisor

Colleen McQuitty
Special Events Manager

Mike Coopersmith
Special Operations Supervisor

Amanda Knox
Events Specialist

Community Representatives:

Bob Ekman, President
Rockville Science Center

Dean Fiala, President
Rockville Little Theatre

Marji Graf, Executive Director
Rockville Chamber of Commerce

Tony Greenberg
JGB Smith

Judith HeartSong, Executive Director
Artists & Makers

Suzan Jenkins, Executive Director
Arts & Humanities Council of Montgomery County

Lee Rosenthal, President
Rockville Musical Theatre

Leslie Rubin
Senior Legislative Analyst
Montgomery County Council

John Tschiderer
Federal Realty Investment Trust

Frank Tressa, Dean of Visual, Performing and Media Arts
Montgomery College

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Discussion Group Participants

Helen Aberger
Karen Askin
Michael Auger
Liliane Blom
Michael Bobbitt
Therese Capal
Margo Brenner Collins
Patricia Dubroof
Silvie Gallardo
Gary Gill
Marji Graf
Howard Jung
John Landers
Cara Lesser
Roberta Mandrekas
Jesse Marciniak
Alicia Martin
Sara Moline
Tim Nixon
Lisa Sieg
Pat Sieg
Cynthia Stewart

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INVENTORY OF ARTS AND CULTURE ORGANIZATIONS

The following list of 501(c)3 cultural organizations is from the IRS Master Business Files as of December 2018 for entities with a Rockville address. In addition to the organization name, the inventory includes the NTEE code[1] for each entity. It is notable that the highest concentration - 29% of 76 - of organizations are designated under NTEE A23, cultural and ethnic awareness organizations.

African Ambassadors Spouses Association A23

African Women Council In. A23

Amazing Fox Entertainment Inc A30

American Association For Russian Language Culture And Education A70

American Association Of Russian Women Inc A23

American Chinese Pharmaceutical Association A23

American Citizens Of Taiwan Origin A60

American College Dance Association Inc A62

American Latvian Association In The United States Inc A23

American Turkish Association Inc A23

Anania Shiragatsi Cultural Institute Inc A23

Art Sprouts Inc A25

Arts For The Aging-Maryland Inc A25

Bhoomikaa Inc A60

Bitton Foundation Inc A99

Blacks In Government A23

Cantonese School Of Greater Washington A23

Chesapeake Tri-Association Inc A99

Chinese American Association Of The United States Inc A23

Chinese American Community Connection A30

Chinese Association Of American Community Colleges A23

Chinese Music Society Of Greater Washington DC, Inc A68

Coordination Council Of Chinese American Associations Inc A23

Creative Arts Studio Inc A20

Education Center Shalom Inc A23

Emmanuel Bansok Literature Mission Inc A70

F. Scott Fitzgerald Literary Conference Inc A70

Finding Species Inc A40

Finest Performance Foundation A65

Friday Night Dancers Inc A62

Friends Of Rockville Music A116

Heartbeat New Sound Foundation Inc A20

Institute Of Tai-Chi Arts A25

Israel Bible Museum Inc A50

Joyful Noise Ministries Inc A6B

Kono Union Usa A23

Mill Creek Town East Homeowners Association Inc A23

Montgomery Comm Television Inc A32

Montgomery County Historical Society Inc A82

Montgomery Philharmonic Inc A69

National Society Of The Children Of The American Revolution A80

National Society Of The Daughters Of The American Revolution A80

Natural Philosophy Institute Inc A70

New Orchestra Of Washington Inc A69

Nutainment Charities Incorporated A25

Open Circle Theatre Inc A65

Peerless Rockville Historic Preservation Ltd A82

Playwrights Forum A65

Polish Drama Club A65

Project Success A23

[1] National Taxonomy of Exempt Entities. A full list of codes is available here from the Urban Institute National Center for Charitable Statistics.

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Quotidian Theatre Company Inc
A65

Rmhs Choral Booster Association Inc
A6B

Rockville First Spanish
A23

Russian Maryland Cultural Center
A20

Sakura Association Inc
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Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

ARTISTS IN MUNICIPALITIES

Following are a variety of examples of artists working within municipal structures across the country that range from residencies to artists embedded as full-time staff within city departments.

Art At Work/Portland, ME: Artist Marty Pottenger worked with the City of Portland, ME to develop Portland Works which "employs artmaking as a catalyst to build enduring, authentic relationships which are essential to meeting the increasing challenges facing cities. Created in response to civic and social tensions between city employees, elected officials and the immigrant and refugee communities, Portland Works partners municipal participants – city councilors, police, public service, social service, fire and EMS workers – with community leaders who represent both the city's growing diversity and the residents who have lived here for generations. Exploring topics including civics, history, life stories and the "state of the city," participants meet monthly to create and share individual artworks."

Boston AIR (Artist in Residence):"In the program, artists, community members, and City employees work on projects that help reframe social conversations. These artists explore the ways they can use art and media to improve and bolster City initiatives. They also search for ways to make artistic social practice a part of government and community work."

City Artist – St. Paul, MN: "Since 2005, the influential City Artist program has redefined the role of the artist working within city government. Integrated far upstream in the daily and long-term workings of the city, artists are creating a new artistic, social and civic practice through an innovative public-private partnership between Public Art Saint Paul and the City of Saint Paul. The central pursuit is to create art out of the life-sustaining systems of the city. Artists advise on major city initiatives and lead their own artistic and curatorial projects and have dedicated workspace within the Department of Public Works so they can freely collaborate across city agencies."

Miami Beach Office of Resilience: "Can an artist help tackle one of the biggest problems facing mankind? Miami Beach certainly thinks so. One of the most vulnerable cities in the United States to the effects of climate change, the metropolis has launched an innovative artist residency that aims to recruit an artist to help address rising sea levels. For one year, the artist will be embedded with the city as it works to develop a plan to respond to the rising tides."

Creative City Making – Minneapolis, MN: "In 2013 the City of Minneapolis and Intermedia Arts collaborated on Creative CityMaking (CCM), a program aimed at integrating creative thinking, strategies, and processes into the ongoing operations of City Departments. Functioning within the Department of Community Planning and Economic Development (CPED), five core projects enabled artists and planners to explore new ways to involve citizens who typically haven't participated in planning processes. Over the course of a year, the artist-planner teams created 22 different arts-based tools and strategies to stimulate learning and dialogue about possible community futures and assets."

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Director of Innovation and Marketing, Albuquerque, NM: In February, 2018, Tim Keller, the mayor of Albuquerque, NM, named an artist to his team, in a position as Director of Innovation and Marketing, bringing his skills as a poet and artist, seeking to integrate arts and culture into community innovation and building the creative sector.

NASA/SETI AIR: The SETI Institute's Artists in Residence Program: "The SETI Institute has become an international leader in the movement to integrate the arts and sciences. SETI AIR facilitates an exchange of ideas between artists and scientists so that these disciplines may inspire each other and lead to new modes of comprehension and expression. This program expands upon the SETI Institute's mission to explore, understand, and explain the origin, nature, and prevalence of life in the universe. Our artists bring fresh eyes to help navigate difficult concepts and act as a bridge to broaden awareness of the science carried out at the SETI Institute."

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

JOB ANNOUNCEMENT EXAMPLES

Following are examples of job descriptions of municipal arts positions in a variety of communities that operate a range of programs and facilities. Titles vary from community to community. These examples provide relatively recent job descriptions that include public art, grants programs, facilities management and operations and more.

Greensboro Office of Arts and Cultural Affairs

Greensboro, NC created a new Office of Arts and Cultural Affairs in early 2019 and began recruitment for the position of Chief Creative Economy Officer in May 2019. A new director was announced in September 2019. The job profile is quite extensive. It is available for download **here.**

Deputy Cultural Affairs Director – Thousand Oaks California

Thousand Oaks, CA has a Cultural Affairs department that manages a city-owned facility that has multiple venues (an 1,800 seat theatre; a 394-seat theater; galleries, etc.); oversees a civic arts plaza, coordinates an annual arts award programs and more. The job description and announcement for the Deputy Cultural Affairs Director is available for download here.

Broward Cultural Division Executive Director

Broward County, FL has a large Cultural Division of 18 employees that operates an extensive public art program and several programs supporting the development of the cultural community in Broward County. In late 2018 they began a search for a new Executive Director of the Division who was hired in May 2019. The job description and announcement is available for download here.

The City of Dallas Director of Cultural Affairs

The City of Dallas Office of Cultural Affairs hired a new director in 2015. It is a major cultural division that is the steward of 35-plus city-owned cultural facilities. The division also has oversight of the public art program and a significant community grant program. The job description and announcement is available for download here.

Director of Cultural Affairs – San Francisco Arts Commission

One of the largest Cultural Affairs offices in the country is the San Francisco Arts Commission. It is viewed as a national model for its approach to community investment, equity and embrace of diverse communities and impact on the City of San Francisco. It is included as an example of a large, robust cultural affairs program with a wide range of support and advocacy programs. The job description and announcement is available for download here.

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COMPARABLE CITIES

Data on five cities was drawn from the Americans for the Arts Local Arts Agency Dashboard as of December 31, 2018. The five city agencies included in the comparative study were:

City of Palo Alto Division of Arts & Culture
Office of Arts and Culture City of Roanoke
City of Coral Gables Art in Public Places
Broomfield (CO) Public Art
Evanston Arts Council

A complete grid of comparative data is available on-line for download as an Excel at: Rockville Benchmarking Grid

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

SNAPSHOT REPORT – CULTURAL VITALITY INDEX

Snapshot of the Arts in Rockville Area Zip Codes
2017

Creative Vitality™ SUITE

Creative Vitality Index

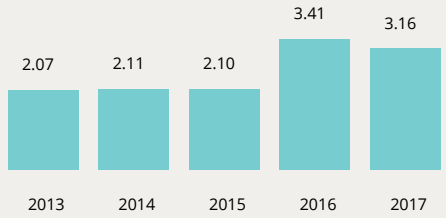
3.16
CVI Value
United States CVI = 1.0

Total Population

109,756

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry sales, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



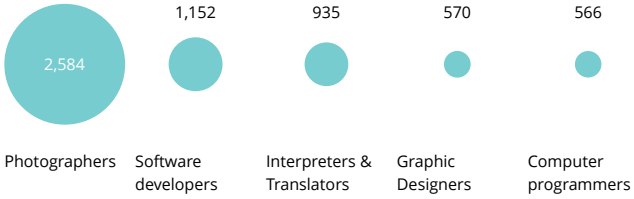
GAIN
▲ 2%
since 2016

2017 Creative Jobs

11,779
Total Creative Jobs

There are 251 more creative jobs in the region since 2016

Occupations with greatest number of jobs



2017 Creative Industries

$1.0B
Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Internet Publishing	$226.5M
Software Publishers	$174.2M
Periodical Publishers	$77.7M
Architectural Services	$40.2M
Promoters	$39.9M

LOSS
▼ 43%
since 2016

2017 Cultural Nonprofit

$23.6M
Nonprofit Revenues

There are $18.2 million less in revenues in the region since 2016

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALTY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

WESTAF © Creative Vitality™ Suite 2019 cvsuite.org
Report created: 6/20/2019

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

Snapshot of the Arts in Rockville Area Zip Codes
2017

Creative Vitality™ SUITE

Data Sources (Version 2019.1)

For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.

Occupations: Economic Modeling Specialists International.
SOC Codes (72) 11-2011, 11-2021, 11-2031, 13-1011, 15-1131, 15-1132, 15-1134, 17-1011, 17-1012, 17-1021, 17-3011, 19-3091, 19-3093, 21-2021, 25-4011, 25-4012, 25-4013, 25-4021, 25-4031, 25-9011, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2099, 27-3011, 27-3021, 27-3022, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4099, 35-1011, 35-2013, 39-3092, 39-3099, 39-5091, 49-9063, 51-6041, 51-6051, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9194, 51-9195

Industry Sales: Economic Modeling Specialists International.
NAICS Codes (80) 311340, 311423, 311830, 311920, 311941, 311942, 312120, 323113, 323117, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 445210, 445220, 445230, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511140, 511191, 511199, 511210, 512110, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512250, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190, 722320, 722330, 811420

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report.

Class of worker: Economic Modeling Specialists International:
Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

Rockville Area Zip Codes contains: Rockville Area Zip Codes contains:
20852, 20851, 20850

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

CREATIVE ECONOMY DATA TABLES

The following table is based on the SOC codes – classes of workers – presented in descending order from the highest number of jobs, or instances of employment. It compares change over a three-year period, from 2014 to 2017. Data for 2017 is the most up-to-date data available as of July 2019. Data is regularly updated by Creative Vitality Suite in November of each year.

It is notable in the following data table that photographers appear as the highest number of jobs in the three zip codes (20850, 20851, 20852). This represents primarily self-employed and part-time and freelance workers. It is likely that nearly all those counted as working photographers are employed in multiple jobs.

SOC Code	Occupation	2014 Jobs	2017 Jobs	Change	% Change	Median hourly earnings	Avg hourly earnings
27-4021	Photographers	2,366	2,584	219	8.5%	$17.45	$17.30
15-1132	Software developers, applications *	996	1,153	157	13.6%	$53.45	$58.36
27-3091	Interpreters and translators	960	935	-25	-2.6%	$22.89	$24.65
27-1024	Graphic designers	561	571	10	1.7%	$23.20	$25.34
15-1131	Computer programmers *	713	567	-146	-25.8%	$37.25	$42.82
15-1134	Web developers *	559	535	-24	-4.5%	$24.29	$29.17
27-3043	Writers and authors	410	441	31	7.0%	$21.12	$24.76
25-4021	Librarians	397	356	-41	-11.5%	$42.77	$40.75
11-2021	Marketing managers *	294	339	45	13.1%	$58.77	$66.65
27-3041	Editors	316	320	4	1.3%	$27.52	$30.31
27-3031	Public relations specialists	273	311	38	12.1%	$36.42	$36.99
27-2042	Musicians and singers	255	263	7	2.8%	$20.75	$21.72
27-1025	Interior designers	249	255	6	2.2%	$23.71	$25.08
27-3042	Technical writers	237	245	8	3.2%	$36.20	$38.52
17-1011	Architects, except landscape and naval	185	193	8	4.1%	$26.21	$32.01
27-2012	Producers and directors	137	157	20	12.8%	$29.65	$36.84
27-1011	Art directors	103	144	40	28.1%	$20.46	$23.64
27-2099	Entertainers and performers, sports, and related workers *	121	143	22	15.4%	$24.83	$24.74
27-1013	Fine artists, including painters, sculptors, and illustrators	134	134	0	0.3%	$11.37	$12.18
11-2031	Public relations and fundraising managers	113	131	18	13.9%	$60.39	$65.91
35-1011	Chefs and head cooks *	110	130	19	14.9%	$19.68	$23.40
25-4031	Library technicians	112	107	-5	-4.2%	$24.52	$23.72
27-4011	Audio and video equipment technicians	96	101	5	5.1%	$20.63	$22.15
17-3011	Architectural and civil drafters	82	91	8	9.2%	$25.88	$27.79

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

27-3099	Media and communication workers, all other	56	88	32	36.1%	$22.46	$25.36
27-1014	Multimedia artists and animators	88	81	-8	-9.9%	$15.64	$19.34
27-2011	Actors	64	78	14	17.4%	$19.64	$19.63
51-6052	Tailors, dressmakers, and custom sewers	70	75	5	6.3%	$13.40	$13.81
27-2041	Music directors and composers	87	70	-17	-23.9%	$17.59	$26.20
21-2021	Directors, religious activities and education	70	69	-2	-2.2%	$22.70	$26.35
27-1026	Merchandise displayers and window trimmers	65	68	3	4.1%	$12.55	$14.20
27-1012	Craft artists	62	67	6	8.3%	$7.97	$8.16
27-1019	Artists and related workers, all other	63	63	0	-0.2%	$35.33	$34.07
51-9071	Jewelers and precious stone and metal workers	64	62	-2	-3.7%	$19.82	$20.36
27-1021	Commercial and industrial designers	63	56	-6	-11.5%	$28.19	$29.88
13-1011	Agents and business managers of artists, performers, and athletes	42	52	10	19.2%	$25.82	$26.70
27-3022	Reporters and correspondents	53	46	-6	-13.7%	$23.80	$25.95
27-4032	Film and video editors	44	44	0	-0.8%	$23.28	$24.32
17-1021	Cartographers and photogrammetrists	45	42	-3	-8.0%	$44.54	$44.83
19-3093	Historians	50	38	-11	-29.2%	$34.29	$35.81
27-4031	Camera operators, television, video, and motion picture	40	38	-3	-7.3%	$21.90	$22.80
49-9063	Musical instrument repairers and tuners	32	35	4	10.7%	$16.84	$18.25
25-9011	Audio-visual and multimedia collections specialists	26	31	6	18.2%	$28.10	$28.88
11-2011	Advertising and promotions managers	32	31	-2	-5.7%	$41.02	$52.96
27-3011	Radio and television announcers	32	30	-2	-4.9%	$26.39	$28.39
27-1023	Floral designers	26	30	4	12.3%	$9.83	$10.66
51-7011	Cabinetmakers and bench carpenters	29	29	0	0.8%	$21.67	$22.21
51-9195	Molders, shapers, and casters (except metal and plastic)	28	27	-1	-4.2%	$18.23	$17.34
17-1012	Landscape architects	26	27	0	1.2%	$21.04	$24.96
25-4011	Archivists	27	26	-1	-2.9%	$28.89	$30.08
27-1027	Set and exhibit designers	27	25	-1	-5.0%	$26.77	$26.70
27-1029	Designers, all other	19	24	6	22.9%	$26.68	$26.51
27-4099	Media and communication equipment workers, all other	28	21	-7	-31.9%	$43.50	$44.22
27-1022	Fashion designers	21	19	-1	-7.2%	$33.04	$36.46
27-4014	Sound engineering technicians	22	19	-3	-13.9%	$25.95	$31.00
25-4012	Curators	9	19	10	54.0%	$13.75	$16.11
27-4012	Broadcast technicians	23	18	-5	-30.7%	$20.22	$22.51
19-3091	Anthropologists and archeologists	21	17	-4	-24.8%	$33.06	$37.40
25-4013	Museum technicians and conservators	5	15	10	65.2%	$11.48	$13.72

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

51-7021	Furniture finishers	9	13	4	29.2%	$16.87	$16.29
51-9194	Etchers and engravers	5	12	6	53.9%	$18.46	$17.27
51-6051	Sewers, hand	10	12	1	11.3%	$10.45	$10.64
27-3021	Broadcast news analysts	5	10	5	47.2%	$39.00	$36.31
27-2031	Dancers	13	10	-4	-39.2%	$19.94	$18.72
39-5091	Makeup artists, theatrical and performance	10	8	-2	-19.7%	$34.79	$33.94
51-6041	Shoe and leather workers and repairers	8	7	-1	-15.5%	$17.86	$18.43
27-2032	Choreographers	5	6	0	6.3%	$28.85	$27.63
39-3092	Costume attendants	5	5	0	0.6%	$32.88	$38.22
35-2013	Cooks, private household	2	3	2	54.1%	$22.07	$20.97
51-9051	Furnace, kiln, oven, drier, and kettle operators and tenders	2	2	0	5.2%	$11.54	$11.79
39-3099	Entertainment attendants and related workers, all other	2	2	0	-21.6%	$12.71	$15.10
51-7031	Model makers, wood	2	1	-1	-92.6%	$25.35	$24.85
	TOTALS:	11,321	11,779			$23.49	$25.21

If a worker reports income from multiple jobs, they are counted under each of those job classifications.

Attachment 6.A.a: City of Rockville Arts and Culture Study - Final (Attachment A) (2952 : Arts and Culture Study Worksession)

Arts and Culture Coordinator

Job Summary

A collaborative and visionary leader, the Arts and Creative Economy Manager (ACEM) will be responsible for developing a comprehensive vision and plan for arts and culture for the city, with the goal to strengthen cultural vitality through excellent, relevant, and sustainable results. Serving as the public face of the City arts, culture and creative economy efforts, the ACEM will direct the development and implementation of a broad range of policies, and services to support, preserve, and strengthen Rockville's diverse artistic, cultural and heritage community. The position will convene the creative sector to establish a cohesive cultural environment that supports existing, and attracts new, arts organizations and entreprenuers.

The ACEM is responsible for managing and providing staff support to the Rockville's Cultural Arts Commission, whose members are appointed by the Mayor and City Council. The ACEM will interact with and advocate for a broad range of artists, arts organizations, educators, business leaders, community leaders, and City officials. This role will provide an extraordinary opportunity for a dynamic, experienced arts professional and organizational manager to provide strong leadership and creativity as the city becomes a hub for artists and a creative economy.

Essential Job Functions

Strategic Development and Leadership

- Engage the general public and the existing arts community in developing a community cultural plan.
- Identify and implement policies that raise awareness and enhance visabaility of the arts, while fostering arts participation for all.
- Coordinate with Rockville Economic Development, Inc to enhance the creative economy, including attracting new arts organizations and investments
- Build relationships with artists, arts organizations, businesses, schools, government agencies, the media, and other groups.
- Support the success of existing arts organzations through marketing, training, and strategic planning support.
- Convene artists, creative businesses and creative entrepreneurs to facilitate networking and build a cohesive professional environment.
- Partner with city departments and other partner organizations to reflect arts in all aspects of city government (e.g., master plans and neighborhood plans, creative placemaking in the design of public spaces).
- Serve as the City's top voice for the arts, culture, and heritage, representing the city at meetings, conventions, and public forums in the business, philanthropic, and civic sectors.
- Develop a program that communicates the positive social, educational, economic, and community impacts of arts, culture, and heritage activities.
- Lead cultural tourism and other regional planning efforts to highlight the vast resources of the city, with an eye towards opportunities for further cultural and economic development.

DRAFT

- Support appropriate initiatives to expand public support for the arts and culture sector while working with partners to promote the value of the arts as a catalyst for economic development.
- Keep abreast of relevant national and statewide initiatives and legislation.
- Empower the members of the Rockville's Culture Arts Commission with knowledge and information that energizes their advocacy efforts, as appropriate.

Community Engagement

- Identify and assess the needs of the city's cultural organizations, individual artists, funders, business leaders, educational organizations, government agencies, and residents.
- Continually evaluate and champion for funding to best serve the multiple needs of a growing city.
- Build arts, culture, and heritage organizational capacity through professional development opportunities that enhance and attract artists and cultural organizations.

Administration and Fiscal Oversight

- Maintain relationships with City Department's while providing fiscal and organizational leadership of the cultural services and creative economy's mandate and resources.
- Develop goals, objectives, and procedures required for effective implementation of future plans.
- Ensure compliance with all applicable City Council mandates and embrace other administration and fiscal oversight responsibilities, as needed.
- Research, identify and seek new and alternative funding sources for the arts.

Experience

A professional, experienced arts administrator with at least 5 years professional-level experience and/or training in leadership, policy making and plan development in arts and culture; or equivalent combination of education and experience.

A commitment to the arts, culture, and heritage sector, as well as social and economic development, is expected. Demonstrated ability to forge effective working relationships with a variety of individuals and groups, build consensus, foster teamwork and create a climate of trust and respect.

Ability to think critically and creatively, research successful models for arts and culture policies and initiatives, and put them into practice. Grant administration, grant writing, and an understanding of working with artists and creatives are essential. Excellent written and verbal presentation skills and computer literacy are mandatory.

Education

Minimum of a Bachelor's degree from a four- year college or university with major course work in the arts, arts administration, public administration, non-profit management or a related field. Additional experience as an artist is desirable and experience may be substituted on a year-for-year basis for the required education.

DRAFT

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Discussion
Department: City Clerk/Director of Council Operations Office
Responsible Staff: Sara Taylor-Ferrell

Subject

Discussion on Potential Amendments to Travel Policy

Recommendation

The Mayor and Council will discuss potential amendments to City's Travel Policy.

Discussion

At the request of the Mayor and Council on January 13, 2020, the Mayor and Council requested to have the Compensation Commission join them as part of the Travel Policy Training, which took place on Friday, January 31, 2020. As a follow-up to the training the Mayor and Council will be discussing potential amendments to the City's Travel Policy.

For discussion purposes attached is a copy of the 2019 Compensation Commission Report and City's Travel Policy.

Mayor and Council History

The Mayor and Council was provided training on Friday, January 31, on the City's Travel Policy. Members of the Compensation Commission were also present.

Next Steps

Mayor and Council will provide direction to staff on next steps, if any.

Attachments

Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (PDF)
Attachment 7.A.B: 2019 Compensation Commission Report (PDF)

Sara Taylor-Ferrell, City Clerk/Director of Council Operations 1/29/2020

City of Rockville
Get Into It

TRAVEL POLICY

Revised – May 2019
Effective Date: July 2019

Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)

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TRAVEL POLICY
CITY OF ROCKVILLE, MARYLAND

I. OVERVIEW

In striving to provide the best service possible, the City promotes continued education and training, and encourages networking for all its employees. Employee growth and an increased skill set, as well as industry best practices, trends, and innovations, bring added value to the City in providing superior services to the City's residents.

In accordance with Rockville City Charter Article VIII, Section 8, the Council shall establish a uniform schedule of reimbursement for travel and other expenses. These guidelines establish the basic policies and procedures for travel on City business or attendance at business related meetings by all employees. Employees who travel or attend meetings for City business purposes (or supervise someone who does) are responsible for knowing, understanding and following these guidelines.

For the purposes of this document the term employee refers to all persons employed by the City of Rockville. Employees seeking reimbursements or advances for travel must use the Travel Payment Request (TP) through CGI Financial System (CGI). The TP summarizes the total reimbursable cost of attending conferences, meetings, and seminars and allows for the documentation of travel advances. General instructions for completing and processing the TP document are found in **Exhibit A** of the manual and on I-Rock. Additionally, all employees must have a vendor profile that includes set up for ACH payments. See **Exhibit E** for the Vendor ACH Form which must be submitted to Procurement. This form can be found on I-Rock under Accounts Payable Forms.

II. GENERAL GUIDELINES

Travel should be by the most efficient and cost-effective method of transportation available. Employees should schedule travel to minimize expenses whenever possible. To ensure travel is pre-approved by their supervisor or department director, **a Travel Request Form (Exhibit B) must be completed prior to registering for any seminar or conference**. All forms needed to comply with this policy can be found on I-Rock. Personal business should not be mixed with City business if it will cost the City additional dollars or lost time.

Employees should make their best effort to incur travel related expenses in the same fiscal year that the conference, meeting or training occurs. It is understood that this may not always be feasible due to planning and timing considerations.

These policies are not intended to address every issue, exception or contingency that may arise during City travel or attendance at meetings. Accordingly, the basic standard that should always prevail is to exercise good judgment in the use and stewardship of the City's resources.

City Departments may develop additional internal procedures consistent with the Travel Policy, to assist them in the administration of employee travel and reimbursement submission.

III. ROLES AND RESPONSIBILITIES

An appropriate level of oversight is required as part of the administration of the City's Travel Policy. The roles and responsibilities of traveling employees, supervisors, department directors and administrators are outlined below. Department Directors offer the highest level of approval and authorization for traveling employees in their department. The City Manager's Office, or equivalent, provides the necessary approval and authorization for Department Directors' travel activities. An individual functioning as an acting supervisor or acting department director should note this on the Travel Request Form. The City Clerk/Director of Council Operations, or his/her designee will be responsible for the administration of the City's Travel Policy for elected officials, if provided for under City Code.

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Traveling Employees

Traveling employees must ensure that:

- The Travel Request Form is accurately completed with all necessary supporting documents and approved in advance of registration.
- Travel is scheduled to minimize expenses whenever possible.
- Necessary funds are available.
- Any TP submitted through CGI has complete documentation and is compliant with the travel policy.

Supervisors

Supervisors are required to:

- Review and approve all local travel requests that do not require overnight accommodations.
- Ensure that travel requests are allowable under the City Travel Policy and that the necessary funds are available.

Department Directors

Department Directors must ensure that:

- Non-local travel requests and local travel requests with exceptions for overnight accommodations are necessary to accomplish key City goals and objectives.
- The seminar, meeting or conference enhances the growth of the employee and promotes professional development, and/or supports departmental goals and objectives.
- The itinerary ensures accomplishment of the purpose at the lowest reasonable cost.
- There are sufficient funds in the department's travel budget to cover the cost.

Administrators

Administrators must ensure that:

- Advances and/or reimbursements submitted with a TP are prepared correctly and that all required documentation is attached.
- Registrations and reservations are detailed and approved on the Travel Request Form prior to use of a City purchasing card.
- There are sufficient funds in the department's travel budget to cover the cost.

IV. ALLOWABLE TRAVEL EVENTS

The following are permitted travel events governed by the policy:

- Attending educational seminars, conferences, or organized activities to improve skills.
- Attending meetings involving activities or decisions important to City programs or policies.
- Serving on professional organizations or governmental committees, boards or task forces.
- Attending meetings and events where the City is a formal sponsor or participant, or in performance of official duties for the City.

V. TYPES OF TRAVEL EXPENSES

Transportation Guidelines

Local travel is considered to be destinations within the greater Washington metropolitan area, which includes Annapolis, Baltimore, Frederick County, Howard County, Prince George's County, the District of Columbia and

Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)

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Northern Virginia. Local travel should use the most practical form of ground transportation (metro, bus, auto); public transportation is preferred whenever possible. Travel considered non-local may use air coach rates. Rail and/or automobile travel may be used if cost is comparable to air coach rates. Each form of transportation is provided below:

Traveling by Automobile or Public Transportation

- When possible, the employee should use a City vehicle. The employee may receive reimbursement for gasoline when using a City vehicle, however the vehicle should be filled at the City filling station prior to leaving. If a City vehicle is not available, use of personal vehicles will be reimbursed at the current year IRS approved mileage rate. To determine the mileage for travel, the employee may use third party sources such as "MapQuest" or "Google Maps". Mileage reimbursements will be based on mileage exceeding the employee's normal commute. Whenever possible, employees should consider carpooling.
- It is possible that an employee will use a different mode of transportation when conducting business than they normally use for commuting to their regular work location. For administrative ease, the employee may obtain reimbursement for their travel costs that exceed their regular commute based on the mileage. This would apply if an employee normally drives to work, but uses the metro to attend a business activity, or alternatively if an employee that normally uses the metro to commute to work, uses their personal car to drive to a business function.
- If a City vehicle is not available and the employee is not able to use a personal vehicle, as a last resort the employee may use a rental car. The car rental must be approved by a department director prior to travel.
- If the employee travels within the City and uses a personal vehicle for City business, the Mileage Reimbursement Form in **Exhibit C** must be attached to the travel payment request. This form allows for the tracking of odometer readings in lieu of using map documentation.
- If the employee uses their personal vehicle for business on a day which is not a typical work day, the mileage does not need to be adjusted for the normal commute. This includes driving to and from the airport.
- Some employees may receive a vehicle allowance. This allowance is to compensate for business travel; therefore, employees receiving this allowance are to use their personal vehicles for travel without added reimbursement for mileage and metro within a 150-mile circumference. Parking is reimbursable with receipts.

Note: An employee's commute from their place of residence to their regular work site is not a reimbursable expense in any circumstance. All travel reimbursements exclude the mileage or commuting expenses associated with the employee's regular commute. See **Exhibit D** for Mileage Scenarios.

TRAVEL POLICY
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Mileage in-Lieu of Commercial Transportation Cost

- In the event that commercial transportation (i.e., air or rail) would be the most cost-effective form of transportation, but the employee uses a personal vehicle instead, the employee will be reimbursed the lesser of the mileage reimbursement calculation or the estimated commercial transportation cost. This includes employees who receive a vehicle allowance.

Mode of Transportation	Expenses Reimbursed
(a) Employee drives personal car	(a) Mileage, up to commercial transportation costs.
(b) Employee drives City vehicle	(b) Fuel expenses, up to commercial transportation costs, when impractical to obtain fuel from Fleet Services.
(c) Employee drives rental car	(c) Cost of car rental and fuel expenses, up to commercial transportation costs.

Air Travel

- Air travel reservations should be made at least 4 weeks prior to travel with supervisor's approval. All air travel for City business should be coach class. The employee must seek the lowest available rate. If the employee chooses to purchase business class tickets, cost will only be reimbursed at the coach class rate.

Transportation to and from the airport

- The City will reimburse for reasonable use of transportation such as buses, subway, taxis, car sharing services, airport shuttles and parking. The employee should use the most economical option available.

Transportation at the Traveling Employee's Destination

- Employees are encouraged to use transportation provided by the conference or seminar. If transportation is not provided, the City will reimburse for reasonable use of transportation such as buses, subway, taxis, car sharing services, airport shuttles and parking. The employee should use the most economical option available and justify local travel costs as being directly business related.
- If renting a car, the cost should be compared to the cost of taxis, parking and airport shuttles to determine if a car rental is justified. All car rentals must be approved by a department director prior to travel.

Lodging Guidelines

The City provides necessary overnight lodging accommodations for non-local business travel. In-room movies, mini bar purchases or alcoholic beverages are not allowed to be charged to purchasing cards and will not be reimbursed as part of lodging expenses.

Seminar, Meeting or Conference Hotel

- The City will pay for a standard room (including taxes and parking) for as many nights as necessary for the seminar, meeting or conference. The accommodations should be economical and practical. It is preferable to stay at the hotel where the conference is held or in close proximity where the employee will be conducting business. When conference or training sponsors have arranged for lodging, the employee should stay at one of those facilities and the cost should not exceed the published maximum group rate.

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- In the event a room is not available at one of the conference or training sponsored lodging hotels, the employee should stay at a comparable facility at a comparable cost not to exceed the group rate published by the sponsor. The employee should stay at the most reasonably priced hotel.

Lodging for Travel within the Greater Washington Area

- Overnight stays may be permitted with Department Director approval, within the greater Washington metropolitan area, which includes Annapolis, Baltimore, Frederick County, Howard County, Prince George's County, the District of Columbia and Northern Virginia.

Meal Guidelines

Meal per diem rates are provided for employees who travel overnight to conduct City business. For overnight travel, employees are not required to maintain receipts from meals or report on actual meal costs incurred. Purchasing Cards are not to be used for meals while on travel. Meal per diems are only advanced/reimbursed through a CGI TP. Meal reimbursements can be made for travel within the Greater Washington metropolitan area without overnight stays, and require that itemized receipts be provided along with the approved Travel Request Form. These reimbursements may not exceed the meal per diem rates.

Seminar, Meeting or Conference-Provided Meals

- If one or more meals are included as part of a conference registration fee, employees should only request per diems for the remaining meals.
- A copy of a schedule or itinerary is required to support the duration of business-related activities and the inclusion or exclusion of meals, and must be included with the reimbursement request.
- Employees may not claim meal per diem or meal reimbursements in lieu of provided meals.

Travel Day Per Diem

- The first and last days of travel are calculated at 75 percent of the maximum daily meal per diem. This amount can be entered in the lunch field on the TP in CGI.
- If the first or last day of travel is comprised entirely of business-related activity, then the full per diem may be applied.

Travel in the Greater Washington Area

- Meal reimbursements are allowable and require submission of an itemized receipt along with the approved Travel Request Form.
- Does not qualify for meal per diems without an overnight stay.

Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)

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Meal Per Diem Rates

Full Day

Breakfast	$15
Lunch	$18
Dinner	$36
Daily Meal Per Diem Max	**$69**

First/Last Day of Travel

Meal (Lunch field)	$51.75

Incidentals Guidelines

Employees who travel overnight to conduct City business may receive a $10 incidental per diem to cover incidentals such as tipping for housekeeping, bellhops, taxi, or personal telephone calls. The incidentals per diem is not prorated on travel days.

Other Expenses

Non-travel Expenses

- The City will reimburse the employee for costs, including taxes, incurred while at a meeting or program when costs are directly related to the program or subject of the meeting.
- Examples of allowable costs include printed materials, tapes or other training material that may be available for sale at the meeting.

Spouses and Guests

- Spouses and guests may accompany the employee on City travel. However, any additional costs associated with a spouse or other guests are the employee's responsibility.

Foreign Transaction Fees

- For international travel, foreign transaction fees may be charged on the employee's personal credit card. The City will reimburse fees associated with allowable reimbursable travel expenses.

VI. UNALLOWABLE COSTS

The following expenses will not be reimbursed unless highly unusual circumstances have occurred, as determined by the City Manager or equivalent.

Type	Examples
Travel/Transportation	• Unjustified car rental and/or upgrade from standard compact size vehicle. • Air travel ticket higher than coach/economy class. • Parking/moving violation tickets or other penalties for infractions of any law, repair of automobiles and towing charges. • Passport application fees. • Unjustified cancelled travel tickets and associated costs. • Commuting between home and the primary work location.

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Lodging	• Lodging expenses exceeding the "standard" room rate. Upgrades are not reimbursable. • Payment for accommodation for friends/relatives. • Hotel movies. • Unjustified internet access. • Room service.
Meals	• Per diem requests for travel that does not include overnight lodging. • Meal expenses in lieu of conference-provided meals. • Meal reimbursement requests for non-overnight travel without itemized receipts. • Alcoholic beverages.
Other Expenses	• Boarding cost of pets during business travel. • Childcare cost during business travel. • Personal laundry/dry cleaning services. • Significantly large tips. • Upgrades. • Any expenses paid on a purchasing card may not be submitted for reimbursement.

VII. TRAVEL AUTHORIZATION

A Travel Request Form (**Exhibit B**) must be completed prior to registering for any seminar or conference. Department Director authorization is required when traveling locally with overnight accommodations or outside of the Greater Washington, DC area. It is preferable that employees use the City purchasing card to pay for conference or meeting registration fees, transportation, and hotel accommodations. Traveling employees may submit a CGI TP for reimbursement of costs not charged to a purchasing card.

Ultimately, the responsibility for following these guidelines and exercising good judgment for use of the City's resources lie with each City employee and official incurring travel expenses while on City business.

VIII. REPORTING TRAVEL EXPENSES

Travel expenses are paid either through use of the purchasing card or to the employee as a TP through CGI for advances and/or reimbursements. Purchasing cards are recommended for use to pay for registration, transportation and lodging. Purchasing cards may not be used for meals incurred on travel.

Travel Advances

- Employees may request a travel advance for meal/incidental per diems and mileage.
- The request should be submitted at least two (2) weeks prior to the planned travel.

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Travel Reimbursements

- Employees may request reimbursement upon return from the travel event. Allowable expenses include transportation, baggage fees, lodging, registration fees, meal per diems, incidental per diems and any other related expenses such as parking, tolls, and business telephone calls, provided the employee does not receive a cell phone allowance.
- **Travel reimbursement requests must be submitted timely**. Requests submitted more than 30 days after the travel event may be rejected for payment.

Documentation

- When requesting an advance or reimbursement, the employee must provide all necessary documentation.
- Documentation includes the travel request form, a copy of the conference brochure, seminar or training schedule, and copies of any receipts as needed, such as for airfare and hotel.
- The TP with documentation/receipts attached will be routed through CGI to the employee's supervisor/division manager or department director for approval.

IX. TRAVEL CANCELLATIONS

If an employee cancels travel, it is preferred to find another employee to attend the conference or meeting. If that is not feasible, it will be at the discretion of the department director to determine whether the employee should reimburse the City for costs incurred due to the cancellation.

X. POLICY NONCOMPLIANCE

Employees, including supervisors, who knowingly misrepresent the facts concerning travel for City business or who sign any travel form which contains false information with the intent to defraud the City may be subject to administrative and /or disciplinary action, including the possibility of termination.

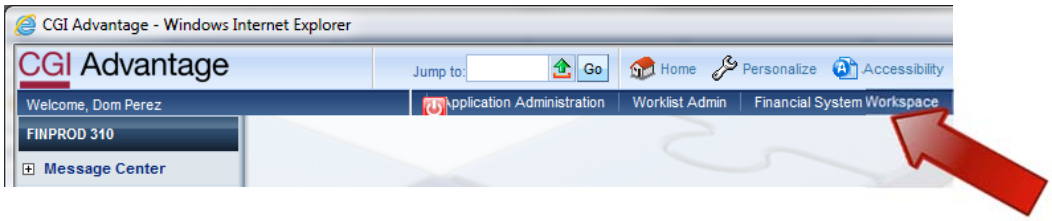
Please contact the Accounting Division with any Travel Policy questions

Sharon Collins	Kim Francisco
Senior Accountant	Controller
x 8403	x 8413

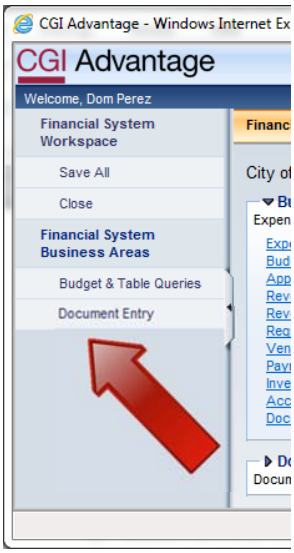
EXHIBIT A

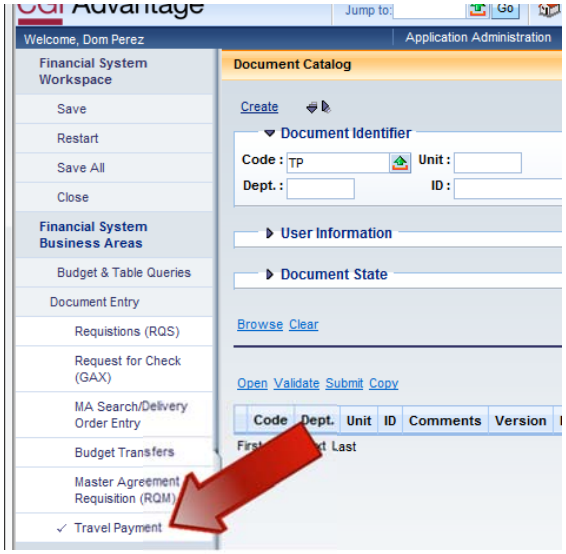
CITY OF ROCKVILLE
CGI ADVANTAGE FINANCIAL 3.10
TP (TRAVEL PAYMENT) DATA ENTRY INSTRUCTIONS

1. Login using your Active Directory (computer/network) USER NAME and PASSWORD, then select the select the **Financial System Workspace**

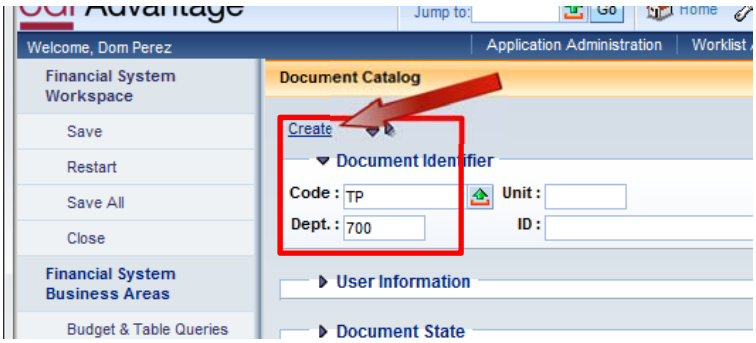


2. Select **Document Entry**.
3. Select the **Travel Payment** link.



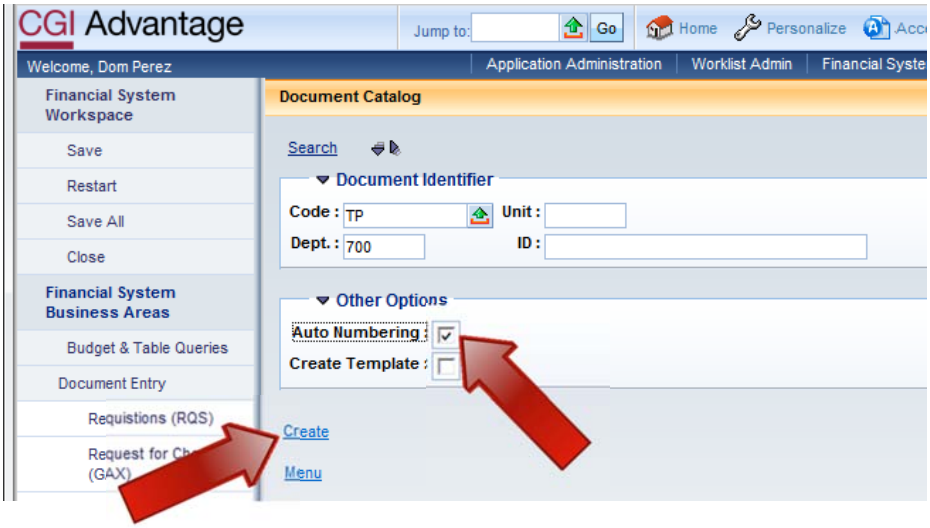


4. Document Catalog> Document Identifier:
   a. Code: **TP** will default
   b. DEPT: **Enter your department code (only DO NOT ENTER a UNIT CODE)**
   c. Click: **CREATE**



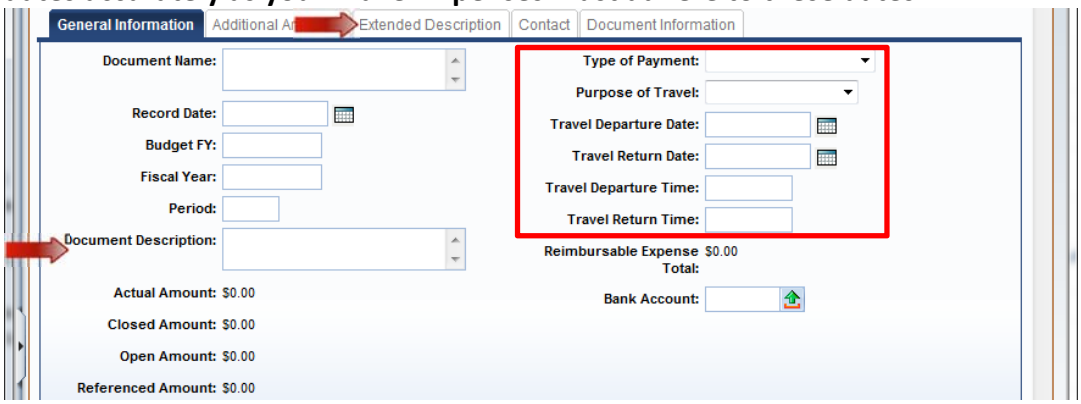
5. A new screen will appear and under Other Options:
   - Select the **Auto Numbering** checkbox
   - Click on the **CREATE** link.

     The ID: will automatically default to today's date (with a seven digit number, example: 0814150000323) creating the document id.



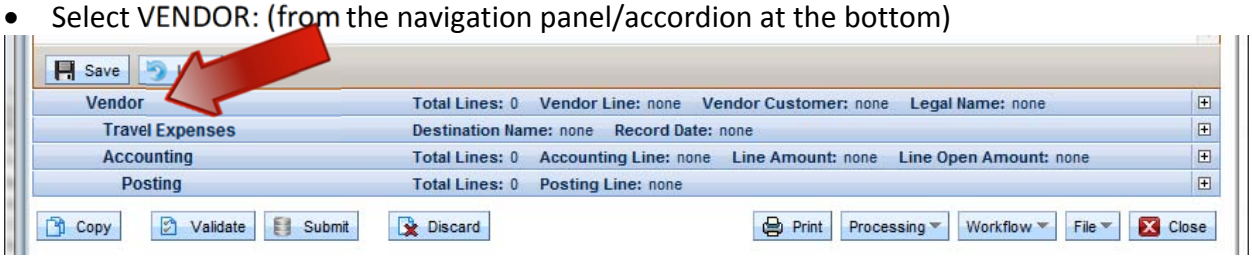
6. Completing the Travel Document **Header section**
   - On the General Information tab, the following fields are required: Document Description; Type of Payment; Purpose of Travel; Travel Departure Date; Travel Departure Time; Travel Return Date and Travel Return Time.
     - Document Description: Enter brief information about your trip.
     - Type of Payment: Travel Expenses
     - Purpose of Travel: Select from the drop down menu
     - Travel Departure Date: Enter the date you are leaving for your travel.
     - Travel Departure Time: Enter 1:00
     - Travel Return Date: Enter the date you will return from your travel.
     - Travel Return Time: Enter 8:00

Please note is extremely important that you enter the Travel Departure and Travel Return dates accurately as your Travel Expenses must adhere to these dates.

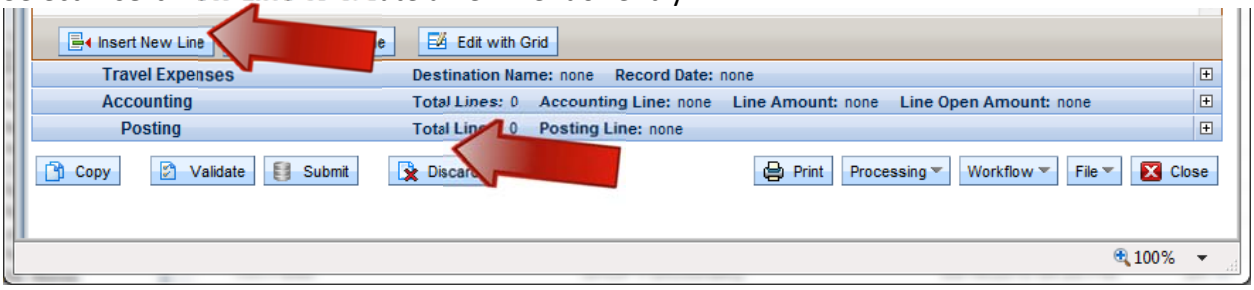


- Use the **Extend Description** tab if more space is needed than the Document Description allows.

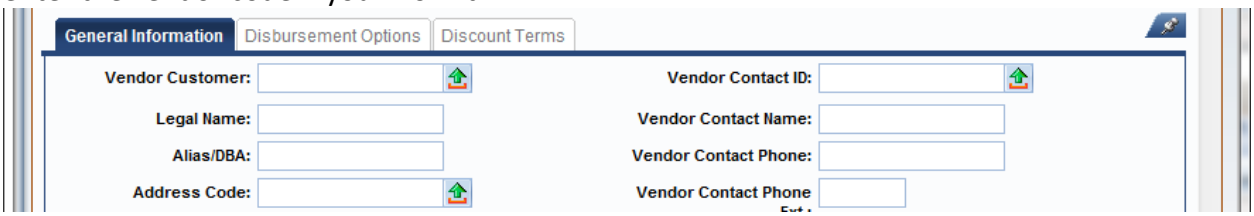
7. Completing the **Vendor section**
   - Select VENDOR: (from the navigation panel/accordion at the bottom)



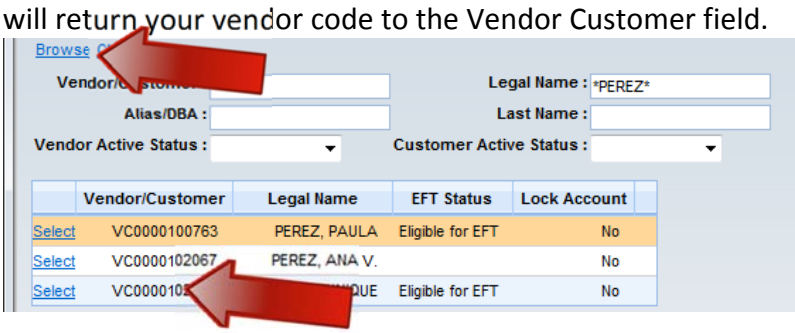
   - Select **Insert New Line** to create a new Vendor entry



   - Select the Vendor Customer from the Pick List ( ) and search for the vendor code or enter the vendor code if you know it.

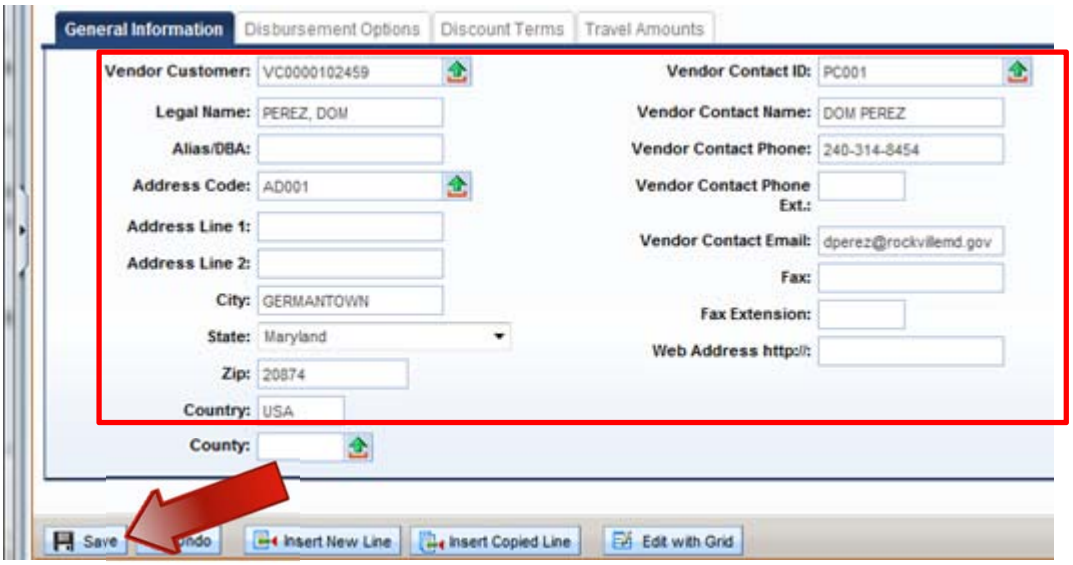


To search for a vendor code, in the Legal Name field, enter your vendor name as your *yourlastname* and select browse. Find your vendor name/code and click Select. This will return your vendor code to the Vendor Customer field.

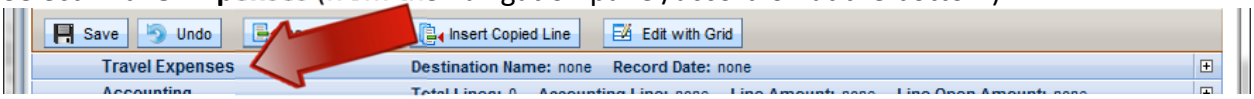


Select the Save button at the bottom of the document to populate all of the vendor information.

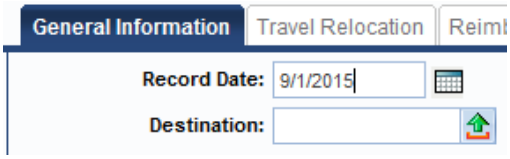
Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)



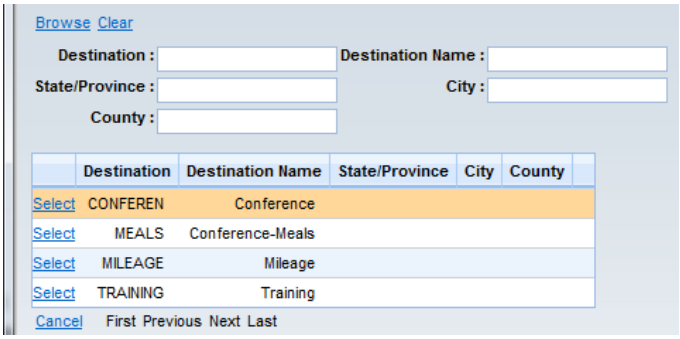
8. Completing the **Travel Expenses section**
   - Select: **Travel Expenses** (from the navigation panel/accordion at the bottom)



   - Select: **Insert New Line** to create a new travel expense line
   - Enter a **Record Date**



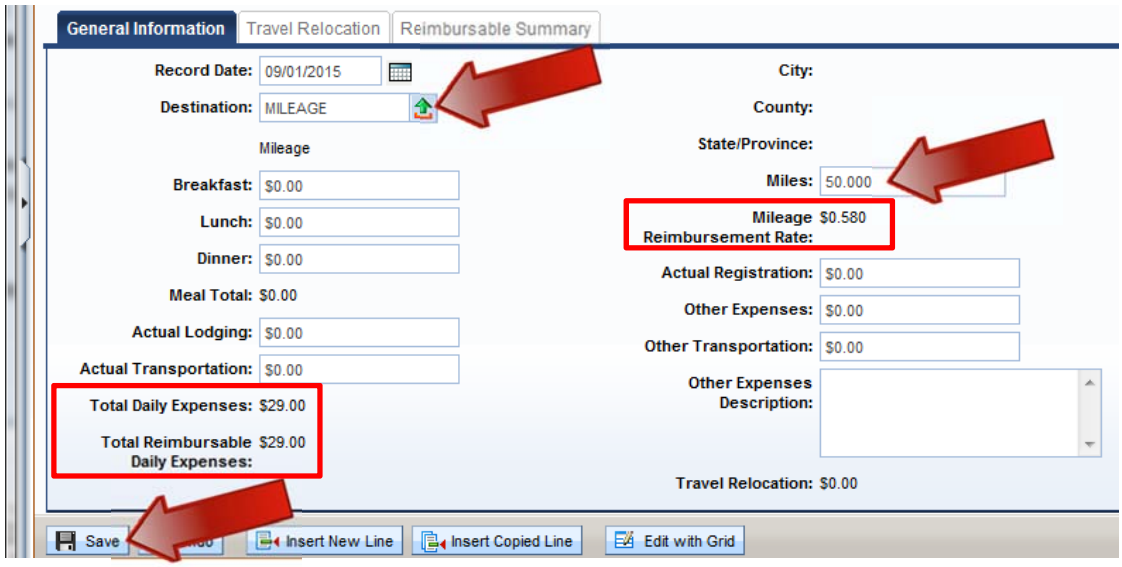
   - Select the Destination pick list icon . A new window will appear to select your destination. It is important to note that there must be a separate Destination inserted for Conference expenses (such as registration, airfare and hotel); Meals; and Mileage. These three destinations cannot be entered on the same line they must be separate entries.



i. Entering a **Mileage** Destination Expense

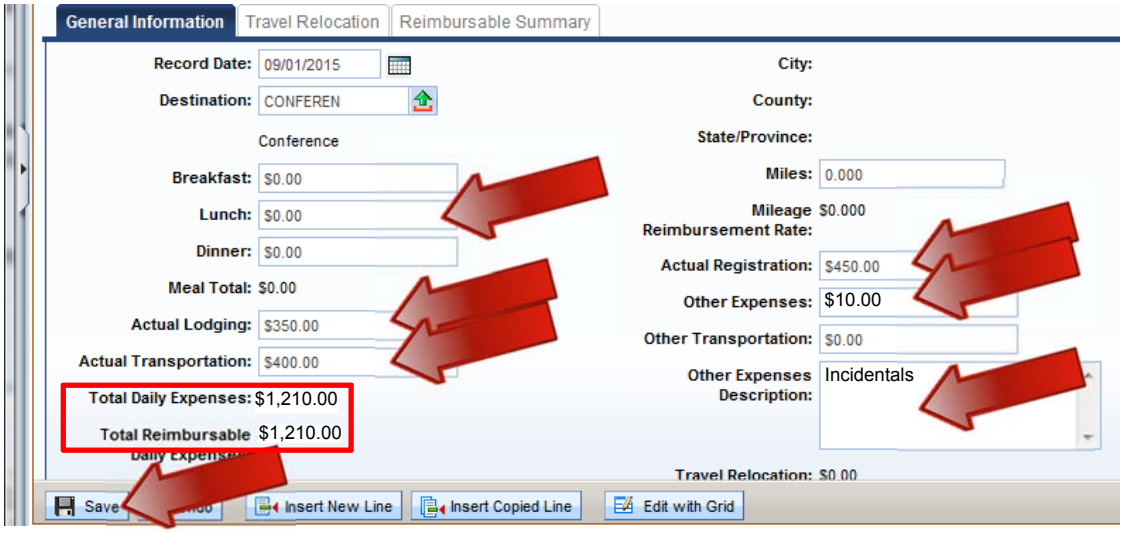
- Select the Mileage Destination from the pick list
- Enter the total miles to be reimbursed in the Miles field
- Select Save at the bottom of the document.

The mileage rate will appear and automatically calculate your reimbursement for your miles.



ii. Entering a Conference Destination Expense

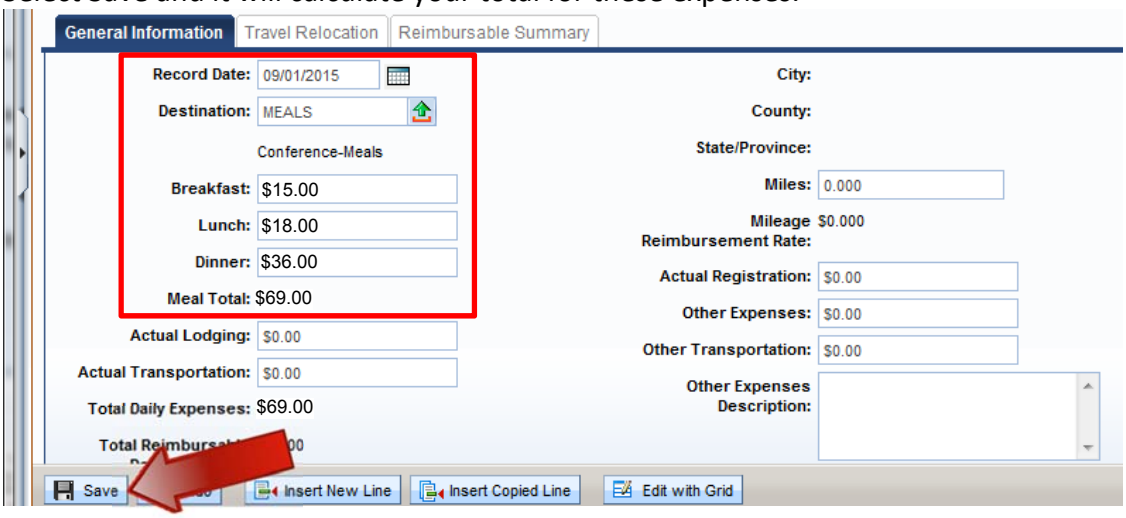
- Select the Conference Destination from the pick list.
- You can enter the Registration, Lodging, Transportation and Other expenses.
- Select Save and it will calculate your total for these expenses.



iii. Entering a **Meal** Destination Expense

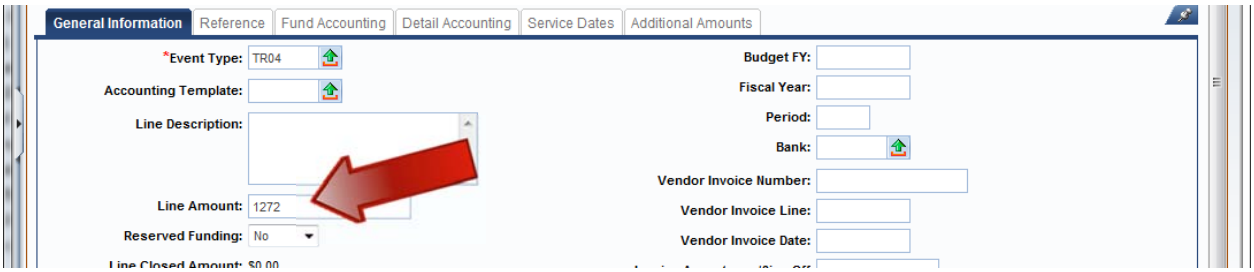
Meals should be entered daily so you may need to insert additional lines to account for daily meals.

- Select Insert New Line and enter a Record Date. (must be inclusive of the dates you entered on the Travel Document Header.)
- Enter a dollar value in the Breakfast ($15), Lunch ($18) or Dinner ($36) fields.
- Select Save and it will calculate your total for these expenses.



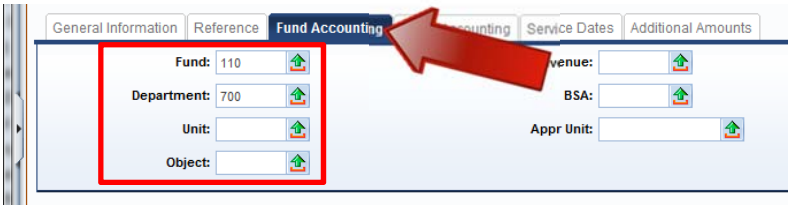
- For each day there are meals to record you must Insert New Line and enter a new Record Date and record the appropriate Breakfast, Lunch or Dinner amounts.

9. Enter the **Accounting** Information for Your Travel Expense
   a. Select the Accounting section (from the navigation panel/accordion at the bottom)
   b. Select Insert New Line to create a new accounting line.
   c. Enter the Line Amount.

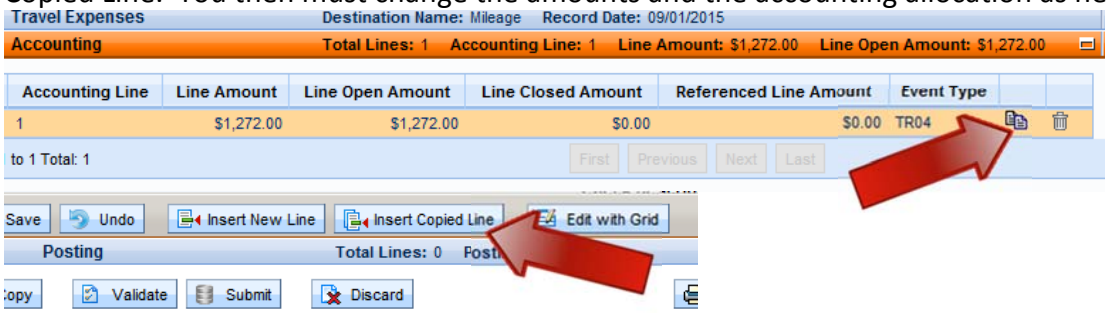


   d. Enter in the Fund Accounting section the Fund, Department, Unit and Object codes you are charging the travel expense to. Travel Payment documents should only be charged to Object codes: 0224 or 0225.

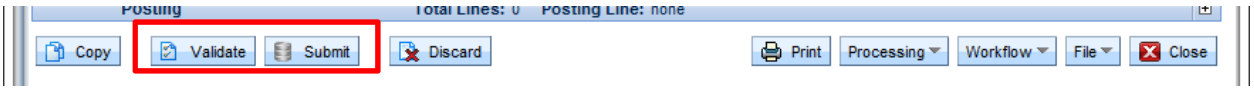
Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)



If the travel expense needs to be split between two budget lines than you can copy the existing line by selecting the document image on the grid line and then selecting Insert Copied Line. You then must change the amounts and the accounting allocation as needed.



e. After the last Accounting Line is entered:
   - Click: VALIDATE
   - Correct any errors (if necessary). They will show on top.
   - Click: SUBMIT



Documentation: All travel documentation (Travel Authorization,receipts for meals, mileage log calculations, registration forms, travel itineraries, etc ….) must be scanned and attached to the TP document to submit for reimbursement. The scanned documents should be attached to the header section for the approver to review. It is recommended that you create a folder on your network drive for all travel related scanned documents.

Approval Workflow:

- All travel payments (TP documents) will be work flowed to your department head (maybe your division manager) for approval.
- Once approved by your department head the document will go to the Accounting staff for approval.
- When the Accounting staff approves the travel document it will then go the Accounts Payable a division for final approval and payment.
- You can track the progress of your document. Instructions on how to track your document are included at the end of this document.

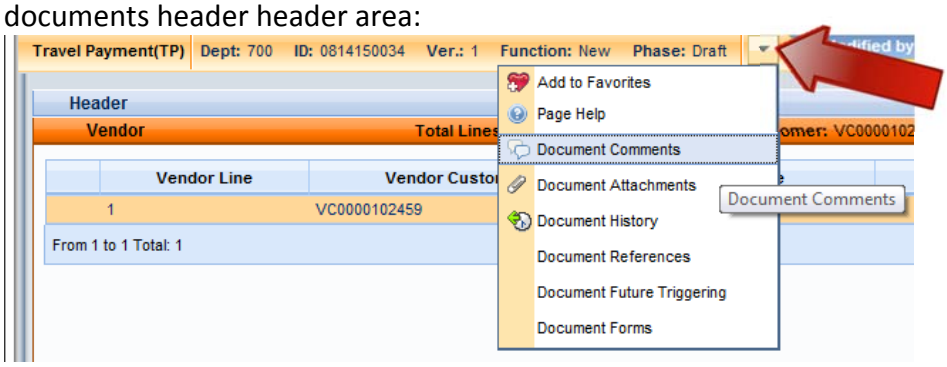
10. Adding **Attachments**

All invoices must be scanned and attached to the related TP document in the HEADER section. No paper copies of the invoices for travel will be submitted to Accounts Payable. (Attachments can be added to documents in the draft phase only). To add an attachment

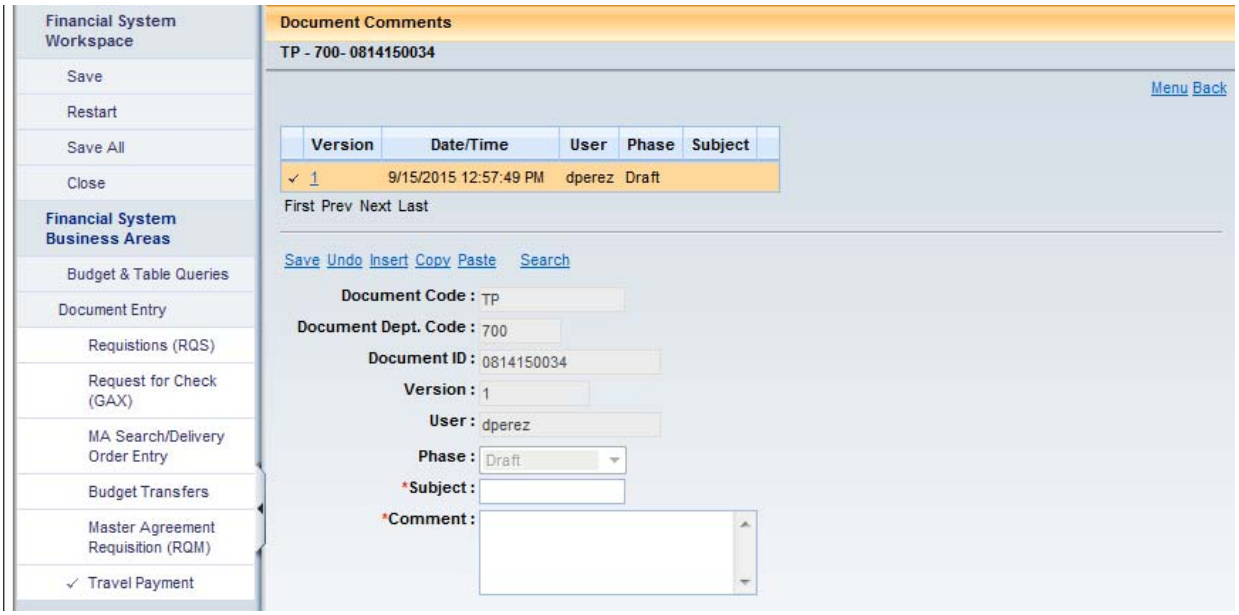
a. Click on the **File** menu at the bottom right of the screen.
b. Select **Attachments**
c. Select **Upload**
d. Select **Browse** to locate your document.
e. Enter a **Description**.
f. Click: **Upload**.
g. Repeats steps a-f for additional attachments.
h. Click: **Return to Document**.

11. Adding **Comments** to a document

It is recommended that any additional pertinent information that needs to be included with the document be added via the Document Comments section under the dropdown in the documents header header area:



- Corrections to invoices
- Reasons for rejecting the document by approvers.
- Additional information about the check.



a. Select **Insert** and add a **Subject**.

b. Add any comments in the **Comment** box.
c. Select **Save**.
d. Add additional comments if necessary.
e. Select the **Back** link (upper right)

The Comments section is also where the Approver/Reviewer will provide information/explanation if the Travel Payment (TP) is rejected.

TRACKING DOCUMENT(S) APPROVALS INSTRUCTIONS

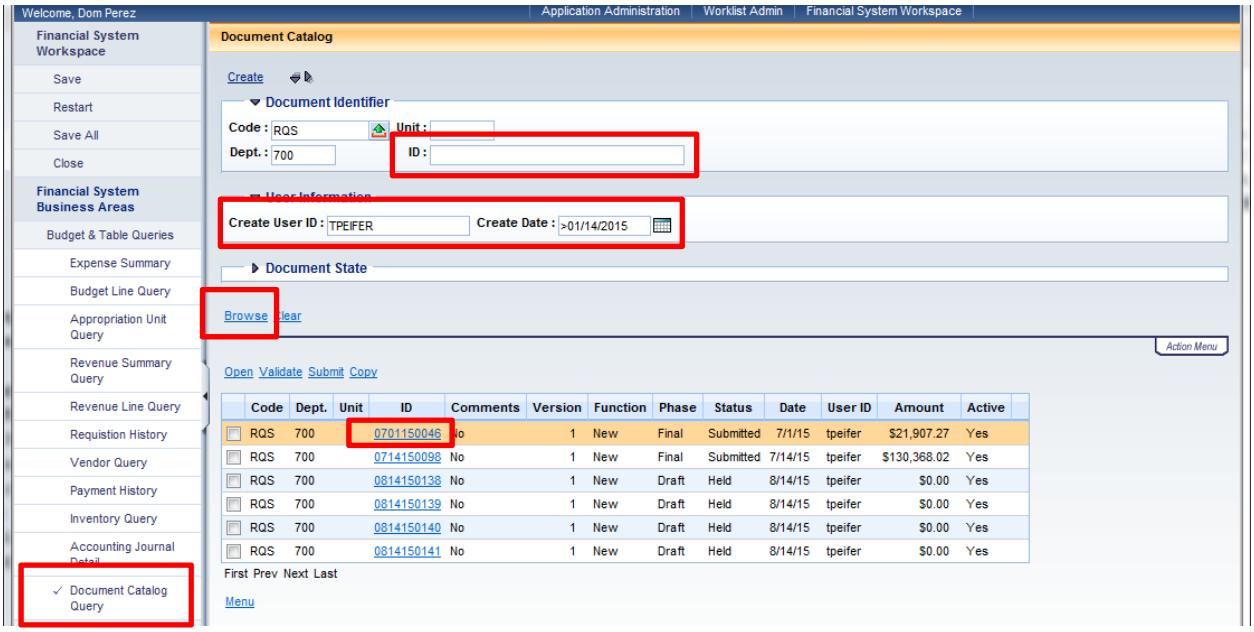
1. Login, then select the select the **Financial System Workspace**

2. Select from your WORKSPACE on the Business Function header.

3. Select the appropriate document from your Document Query Workspace.

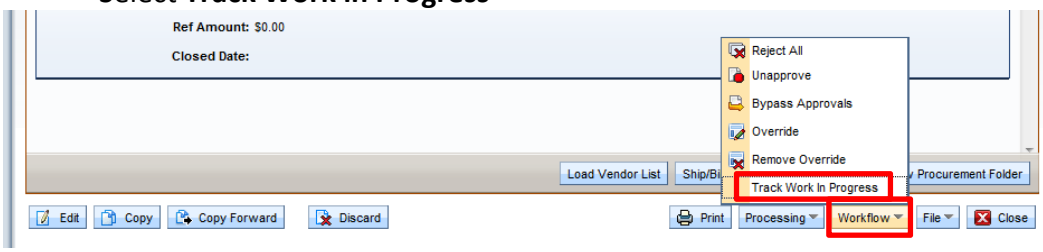
4. Document Catalog> Document Identifier:

    f. Enter the DEPT: Enter your department code.
    g. Enter the USERID and/or DATE CREATED
    h. Or enter the document number if known in the ID field.
    i. Click: BROWSE.

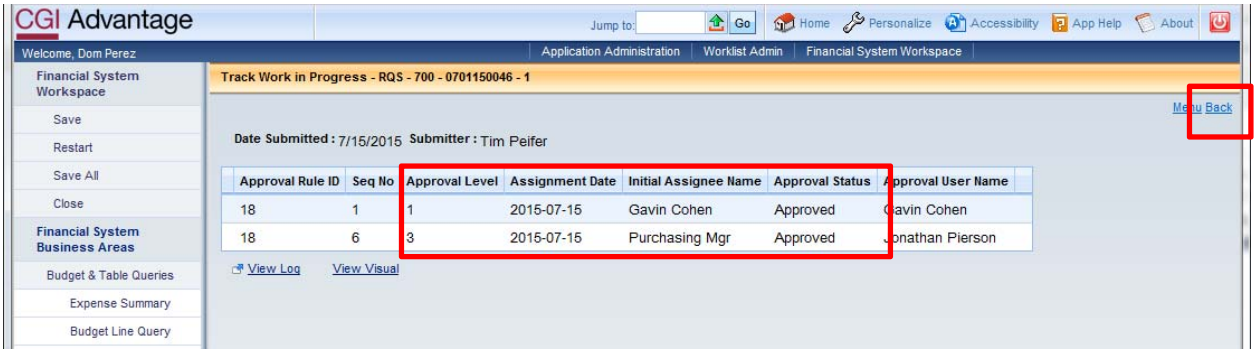


5. Open the Document by clicking the link under the ID column.

6. Select Workflow menu: (lower right)
    - Select **Workflow**
    - Select **Track Work in Progress**



This will show you where your document is in the Approval chain.



7. Click: **BACK** and then **CLOSE** this will take you back to to the Document

TRAVEL REQUEST FORM

This form must be completed and signed to begin the registration process. Please attach a copy to TP in CGI.

Employee Name: _____ Vendor Code: _____

Name of Conference/Seminar: _____ Registration Amount: _____

Departure Date: _____ Time: _____ Return Date: _____ Time: _____

Organization & member # if for Continuing Professional Education.

Please indicate if Pcard used

Travel Expenses:

Metro/MARC (Must attach fare support.) Total: _____

City Vehicle _____ (Provide vehicle #) Gasoline _____ (City vehicle only) Total: _____

Personal Vehicle (Must attach mileage support. See exhibit D.) Miles: _____ x _____ (Rate) Total: _____

Parking _____ Tolls _____ Total: _____

Other transportation (i.e.,taxi, bus, subway, shuttle, uber) Total: _____ ☐

Airfare/Train: _____ Total: _____ ☐
Trip information/Estimated costs

Other costs (baggage, overnight parking) Total: _____ ☐

Hotel: _____ Total: _____ ☐
Hotel name/Dates of stay/Estimated costs

Meal and Incidentals per Diem:
Please complete below for meal per diem required. Please exclude meals provided as part of registration.

B: _____ @ $15= _____ L: _____ @ $18= _____ D: _____ @ $36= _____ Total: _____

Travel day meal: _____ @ $51.75= Total: _____

Please provide the number of days the incidental per diem is required, including travel days.

I: _____ @ $10= Total: _____

I have read the City's travel policy and will comply with all policy requirements.
I will personally be liable for any non-compliant costs incurred.

Total est. trip costs: _____

_____
Employee sign and date

_____
Funds are available: Fund-Dept-Unit-0224/0225

_____
Supervisor sign and date

_____
Director sign and date
(required if outside greater DC area or includes hotel accomodations within greater DC area)

EXHIBIT C

CITY OF ROCKVILLE
MILEAGE REIMBURSEMENT FORM

Name:_____ Date: (from)_____ (to) _____

Date	Beg. Odom.	End. Odom.	Point of Origin	Destination	Purpose

Total Miles _____ X .____ = $_____

Signature:_____ Approved:_____

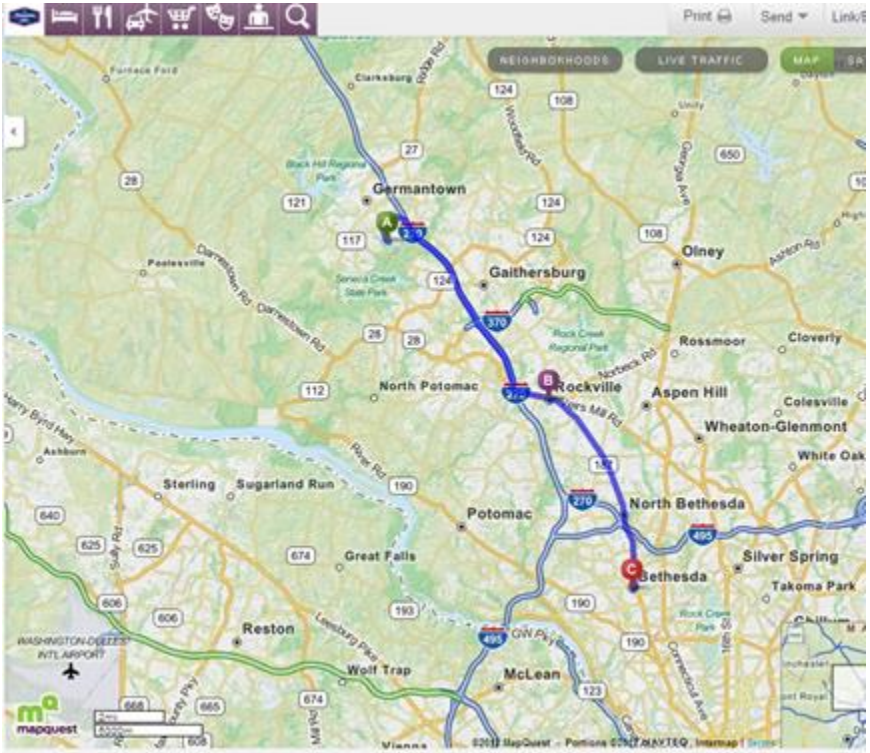
Attach MapQuest/Google Maps if traveling outside of City limits.

EXHIBIT D

MILEAGE SCENARIOS

Illustration 1

Germantown (Home) to Rockville City Hall (Work) 11 miles
City Hall to Bethesda (Meeting) 9 miles
Germantown to Bethesda 18 miles



Scenario 1 – Employee Travels Directly to Bethesda for an All Day Meeting and Returns Home in the Evening

Miles from Home to Meeting	18
Less Normal Commute	(11)
Reimbursable Mileage (one way)	7
Reimbursable Mileage (round trip)	14

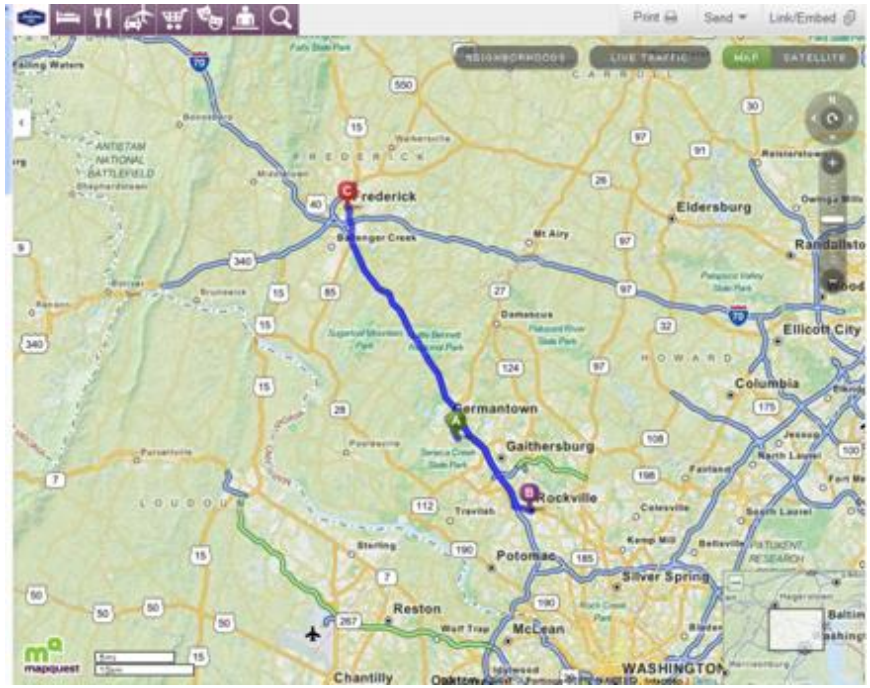
Scenario 2 – Employee Attends a Mid-Day Afternoon Meeting in Bethesda and Returns to City Hall

**The normal commute is still in place and all travel is in addition to the normal commute*

Miles from Work to Meeting (one way)	9
Reimbursable Mileage (round trip)	18

Illustration 2

Germantown (Home) to City Hall (Work) 11 miles
City Hall to Frederick (Conference) 28 miles
Germantown to Frederick 24 miles



Scenario 3 - Employee Travels Directly to Frederick for an All Day Conference and Returns Home in the Evening

Miles from Home to Conference	24
Less Normal Commute	(11)
Reimbursable Mileage (one way)	13
Reimbursable Mileage (round trip)	26

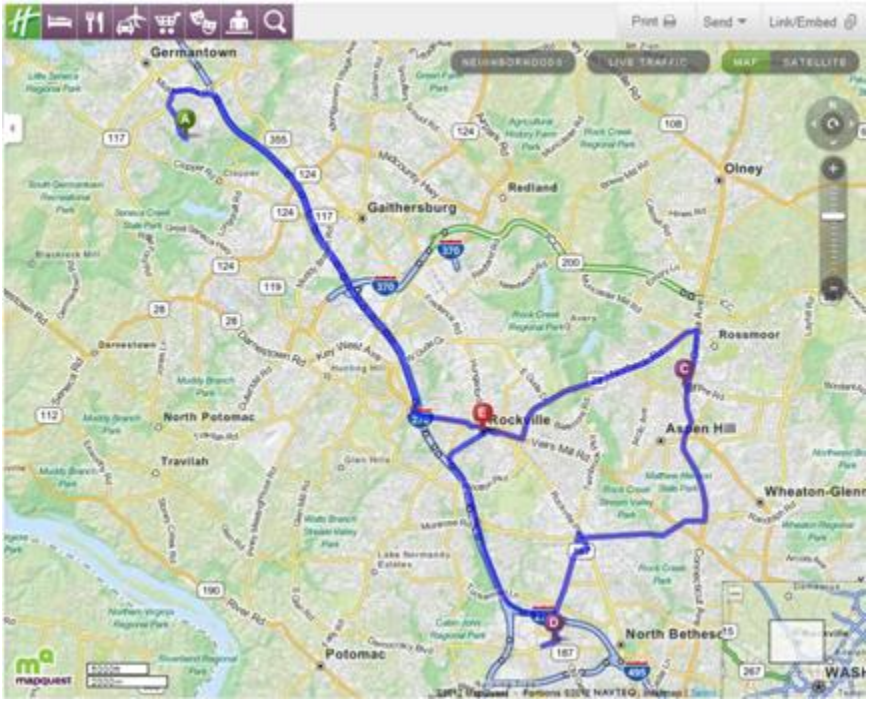
Scenario 4 – Employee Travels Directly to Frederick for a Half Day Conference and Returns to City Hall

**The normal evening commute is still in place*

Miles from Home to Conference	24
Less Normal Commute	(11)
Reimbursable Mileage (one way)	13
Miles from Conference to Work	28
Reimbursable Mileage (round trip)	41

Illustration 3

Germantown (Home) to City Hall (Work) 11 miles
City Hall to Silver Spring (Meeting 1) 6 miles
Silver Spring to Bethesda (Meeting 2) 9 miles
Bethesda to City Hall 5 miles



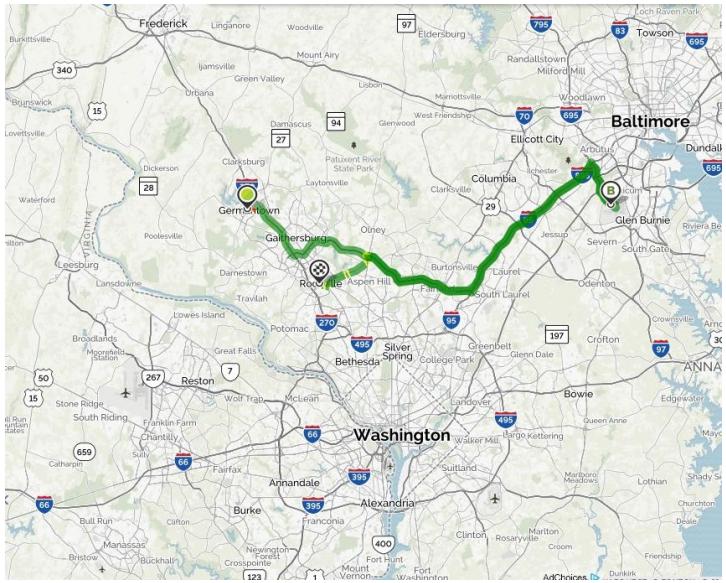
Scenario 5 – Employee Travels from City Hall to Silver Spring for a Meeting, and Travels from that Meeting to a Second Meeting in Bethesda, Then Returns Back to City Hall

**The normal commute is still in place and all travel is in addition to the normal commute*

Miles from Work to Meeting 1	6
Miles from Meeting 1 to Meeting 2	9
Miles from Meeting 2 to Work	5
Reimbursable Mileage	20

Illustration 4

Germantown (Home) to Rockville City Hall (Work) 11 miles
City Hall to Airport (Conference) 36 miles
Germantown to Airport 45 miles



Scenario 6 – Employee Travels Directly to Airport for an out of town conference on a Monday. Returns on a Friday.

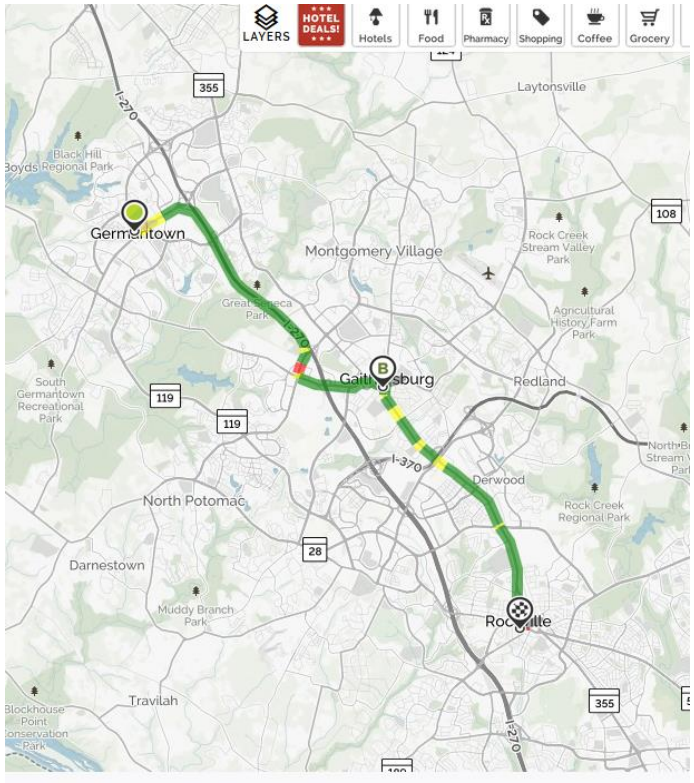
Miles from Home to Airport	45
Less Normal Commute	(11)
Reimbursable Mileage (one way)	34
Reimbursable Mileage (round trip)	68

Scenario 7 – Employee Travels Directly to Airport for an out of town conference on a Sunday. Returns on a Friday.

Miles from Home to Airport (Sunday)	45
Reimbursable Mileage	45
Miles from Airport to Home (Friday)	45
Less Normal Commute	(11)
Reimbursable Mileage (one way)	34
Round trip total	79

Illustration 5

Germantown (Home) to Rockville City Hall (Work) 11 miles
City Hall to Gaithersburg (Meeting) 5 miles
Germantown to Gaithersburg 6 miles



Scenario 8 – Employee Travels Directly to Gaithersburg for an All Day Meeting and Returns Home in the Evening

Miles from Home to Meeting	6
Less Normal Commute	(11)

Travel is less than Normal Commute so zero reimbursable mileage

Scenario 9 – Employee Attends a Mid-Day Afternoon Meeting in Gaithersburg and Returns to City Hall

**The normal commute is still in place and all travel is in addition to the normal commute*

Miles from Work to Meeting (one way)	5
Reimbursable Mileage (round trip)	10

EXHIBIT E

CITY OF ROCKVILLE
111 MARYLAND AVENUE
ROCKVILLE, MD 20850
VENDOR ACH APPLICATION

SECTION A: TO BE COMPLETED BY SUBMITTING VENDOR (INCLUDING CITY EMPLOYEE) INSTRUCTIONS ON REVERSE SIDE

DESCRIPTION	DATE	EMAIL ADDRESS
____NEW ____CHANGE ____CANCEL		
TAXPAYER ID TYPE (CHECK ONE)	TAXPAYER ID NUMBER/SOCIAL SECURITY NUMBER	CITY OF ROCKVILLE VENDOR NUMBER (if applicable)
_____ 1 = FED ID ____ 2 = SSN		

VENDOR NAME	LEGAL NAME OF ENTITY OR INDIVIDUAL
ADDRESS	TELEPHONE NUMBER WITH AREA CODE

CITY	STATE	ZIP CODE

SECTION B: TO BE COMPLETED BY CITY EMPLOYEE ONLY (OTHER VENDORS SKIP THIS SECTION)

HOME ADDRESS	HOME PHONE NUMBER

CITY	STATE	ZIP CODE

SECTION C: TO BE COMPLETED BY SUBMITTING VENDOR INCLUDING CITY EMPLOYEE

FINANCIAL INSTITUTION NAME	IF CHANGE PLEASE INDICATE PREVIOUS FINANCIAL INSTITUTION NAME
FINANCIAL INSTITUTION ADDRESS	FINANCIAL INSTITUTION TELEPHONE NUMBER

CITY	STATE	ZIP CODE

DEPOSITOR ACCOUNT TYPE (CHECK ONE)

_____SAVINGS _____CHECKING

NINE DIGIT BANK ROUTING NUMBER	IF CHANGE PLEASE INDICATE PREVIOUS ROUTING NUMBER
DEPOSITOR ACCOUNT NUMBER	IF CHANGE PLEASE INDICATE PREVIOUS ACCOUNT NUMBER

SECTION D: VENDOR AUTHORIZATION

INITIAL

_____ As an authorized agent, I (we) hereby authorize the City of Rockville, to initiate credit entries to my (our) account indicated above at the depository financial institution named above, and to credit the same such account. I (we) also authorize any necessary debit entries or adjustments for entries made in error to the account. I (we) acknowledge that the origination of ACH transactions to my (our) account must comply with the provisions of U.S. law. NOTE: The City will not provide remittance advice or email notification of entries.

This authorization is to remain in full force and effect until the City of Rockville, Finance Department, Purchasing Division has received written notification from me (or either of us) of its termination in such time and in such manner as to afford the City of Rockville and the financial institution a reasonable opportunity to act on it.

_____ I (we) hereby cancel my/our ACH authorization.

AUTHORIZED VENDOR REPRESENTATIVE(S) OR CITY EMPLOYEE SIGNATURE	DATE

SECTION E: CITY USE ONLY

I have reviewed the Vendor information for completeness and accuracy

AUTHORIZED CITY STAFF SIGNATURE	DATE	TELEPHONE NUMBER

SECTION F: PURCHASING DIVISION USE ONLY

I have reviewed and entered the above information

AUTHORIZED PURCHASING STAFF SIGNATURE	DATE	VERIFICATION SIGNATURE	DATE

Attachment 7.A.A: Travel Policy - Rockville FINAL FY20 (2950 : Discussion on Potential Amendments to Travel Policy)

SECTION A: TO BE COMPLETED BY SUBMITTING VENDOR (INCLUDING CITY EMPLOYEE)

DESCRIPTION, DATE, EMAIL
Check the appropriate box for this submission. Enter the current date and your email address.

TAXPAYER ID TYPE
Check 1 if your taxpayer ID is a Federal Employers Identification number (FEIN) or 2 if your taxpayer ID is a Social Security Number (SSN)

TAXPAYER ID NUMBER
Enter the FEIN or SSN associated with the legal name of the entity or individual

VENDOR NUMBER
If known, enter the vendor number assigned to your business or individual by the City of Rockville

VENDOR NAME
Enter the name of the entity or individual: **Individual** - Enter your name (Last Name, First Name and Middle Initial) **Sole Proprietor** - Enter name of Business **Corporation** - Enter your Doing Business As (DBA) name **Other** - Enter your entity's name

LEGAL ENTITY NAME
Enter Legal Name of Entity or Individual as filed with IRS: **Individual-** Enter your name (Last Name, First Name and Middle Initial). **Sole Proprietor -**Enter owner's name (Last Name, First Name and Middle Initial) **Corporation** - Enter your name as it appears on the charter or other legal document creating it and as filed with the IRS. **Other** - Enter your entity's name as filed with the IRS

ADDRESS
Enter your mailing address

TELEPHONE NUMBER
Enter your telephone number with area code

CITY, STATE, ZIP CODE
Enter your city, state and zip code for the street address

SECTION B: TO BE COMPLETED BY CITY EMPLOYEE ONLY

HOME ADDRESS
Enter your home address

HOME PHONE NUMBER
Enter your home phone number

CITY, STATE, ZIP CODE
Enter your city, state and zip code for the address

SECTION C: TO BE COMPLETED BY SUBMITTING VENDOR AND CITY EMPLOYEE

FINANCIAL INSTITUTION NAME, ADDRESS, CITY, STATE, ZIP CODE, PHONE NUMBER
Enter in this information provided to you by your bank
NOTE: If this is a request for a "CHANGE" please provide your previous financial institution name in the space provided

DEPOSITOR ROUTING NUMBER
Enter your financial institution's routing number. This character appears before and after the Routing Number on your check (**I:)**
NOTE: If this is a request for a "CHANGE" please provide your previous routing number in the space provided

DEPOSITOR ACCOUNT NUMBER
Enter your account number. This character appears after
NOTE: If this is a request for a "CHANGE" please provide your previous account number in the space provided

DEPOSITOR ACCOUNT TYPE
Please select type of account (savings or checking)

SECTION D: VENDOR AUTHORIZATION

VENDOR AUTHORIZATION Must be signed by an authorized representative(s) before application can be processed by the City of Rockville

MAILING INSTRUCTIONS/GENERAL INSTRUCTIONS

If the applicable sections of this application are not complete, the application will not be processed by the City of Rockville.

ACH transactions will be effective approximately one month after the application is approved by the City of Rockville.

Changing Financial Institution or Depositor Account (within the same Financial Institution) - All deposits will continue to be deposited into your present account until the Purchasing Divisionn has been notified that you have changed your banking information. At which time you will need to submit a new Vendor ACH Application making sure to check the appropriate "CHANGE" box at the top of the form, and completing the applicable fields on this form

NOTE: Do not close an old account until the first transaction has been deposited into your new account.

Fax completed application to the attention of Purchasing Division at (240) 314-8439. If you do not have access to a fax machine, mail the completed application to the City of Rockville, Attention: Purchasing Division, 111 Maryland Avenue, Rockville, MD 20850.

City of Rockville
MEMORANDUM

March 29, 2019

TO: Mayor and Council

FROM: Sara Ferrell, City Clerk/Director of Council Operations

SUBJECT: Compensation Commission Report March 29, 2019

This memo is to notify you that the Compensation Commission has filed its recommendation regarding the annual compensation of the members of the Mayor and Council, as required by Chapter 2 of the Rockville City Code, "Administration." A copy of the Commission's report dated March 29, 2019, is attached.

In accordance with Chapter 2, the Mayor and Council has until May 28, 2019 (60 days from the date of this notification) to either:

(a) Take no action to reject or reduce the compensation recommended by the Commission. Should you decide to take no action, the recommended compensation, which would include the recommendation in No. 3.b. and not No. 3.a., will take effect on the day on which the Mayor and Council who are elected on November 5, 2019 take office, or

(b) Reject all or part of the Commission's recommendations and reduce the compensation recommended by the Commission by adopting a resolution to that effect on or before May 28, 2019.

Should the Mayor and Council decide to take an action that requires the adoption of a resolution, one can be prepared per the Mayor and Council's instructions to the City Attorney.

We will await the Mayor and Council's decision on how to proceed with the Commission's recommendations. If you should have any questions about this matter, please do not hesitate to contact us.

cc: Members of the Compensation Commission
Gavin Cohen, Director of Finance
Debra Yerg Daniel, City Attorney
Karen Marshall, Director of Human Resources
Rob DiSpirito, City Manager
Stacey Webster, Director of Budget

Attachment

CITY OF ROCKVILLE
COMPENSATION COMMISSION REPORT
MARCH 29, 2019

INTRODUCTION

In accordance with Chapter 2, Section 2-21 of the Rockville City Code, the Compensation Commission met between January and March, 2019, to discuss and prepare a recommendation for the Mayor and Council's annual compensation. Members of the Commission are: Richard Stolz (Chair) Janice Podoll Frankle, Barry Klein, and Jonelle Williams. There is one vacancy on the Compensation Commission. Assisting the Commission were City Clerk/Director of Council Operations, Sara Taylor-Ferrell and City Attorney Debra Daniel. In addition, staff from the City Manager's Office as well as the Finance and Human Resources Departments provided important data and information.

RESEARCH

The Compensation Commission reviewed previous Compensation Commission reports, as well as new data requested of staff by Commission members including data showing the salaries of elected officials in municipalities throughout Maryland. In addition, the Commission developed an online survey for residents to provide input on principles and goals to guide the Commission's determination of appropriate compensation. The Commission also sent questions to the current Mayor and Councilmembers seeking their suggestions for the next Mayor and Council's compensation. The Commission further held a public hearing to give residents an additional opportunity to provide feedback. There were no speakers at the public hearing. The Commission received twenty-three responses to the survey and two responses to questions posed to the current Mayor and Council. The responses received from the survey and questions to the current Mayor and Councilmembers are attached to this report as Attachment A.

In reviewing the responses received from the survey and questions to the sitting Mayor and Council, certain issues were raised and identified for response:

- Whether the amount of time spent by individual Mayor and Council members in their official capacities should be a consideration in determining the Mayor and Council's compensation.
- Whether the Mayor and Council's compensation should be increased to facilitate the acquisition of cellphones or other electronic devices, for official use, and whether travel allowances and related expenses are appropriate.

- Whether the Mayor and Council's compensation is commensurate with other similarly situated municipalities.
- Whether there is evidence that the current level of compensation for the Mayor and Council limits interest among Rockville residents in seeking a Council seat or running for Mayor.

In addition, the Commission was presented with three questions on behalf of City staff that had been raised over the past four-year term:

1. Should members of the elected body be reimbursed for meal expenses incurred when discussing business with City staff, developers, potential Rockville businesses, or residents?
2. Should members of the elected body be reimbursed for airfare, parking, mileage, and public transportation when they are on City-related business or representing the City at a function or conference?
3. Should public funds be used to reimburse Council members or the Mayor for attending charitable fundraising events chosen by that Council member or the Mayor?

GENERAL DISCUSSION

The Commission began its discussions by reaffirming the previous Compensation Commission's determination that the City's elected officials, based on the duties of the Mayor and Council set forth in the City's Charter and Code, are intended to be equivalent to a municipal Board of Directors with responsibility for strategic matters, and not as paid employees with a high-level managerial role (a function performed by the City Manager). Based on this conclusion, the Commission decided that the amount of time an individual Mayor or Councilmember chooses to spend on his or her position was not an appropriate consideration for determining compensation.

The Commission noted that many residents volunteer many hours to the City as members of the City's Boards and Commissions without compensation, while also recognizing that the responsibilities of Council members and the Mayor are broader in scope and carry greater legal authority than those of individual Board and Commission members.

While the Commission agreed that the Mayor and Council should receive financial compensation for their time, that compensation should not be considered as equivalent to a part-time salary received by City employees. Rather, a part of Mayor and Council compensation represents a reimbursement for concrete (but not specifically itemized) expenses incurred in conjunction with the performance of their duties, such as cell phones, office materials and local travel.

In addition, the Commission also considers that an important purpose of compensation for Council members and the Mayor is to offset their "opportunity cost" of losing the ability to earn pay from a regular job, due to time spent on their official duties.

Finally, the Commission also recognizes (as did several participants in the survey) that compensation plays a role in the decision-making process of some prospective candidates for Council seats or the Mayor's position. If compensation were nominal, it is probable that few non-retired Rockville citizens of average means could afford to serve on the Council or as Mayor, and thus not seek a position. That outcome could demographically restrict the pool of prospective Mayors and Council members.

SPECIFIC COMPENSATION POLICY DISCUSSION

With respect to the expense reimbursement policy, the Commission concluded that any meal expenses incurred while discussing City business, and any tickets purchased to attend fundraising events, should be included in the Mayor and Council's compensation, and thus not eligible for reimbursement.

Regarding travel reimbursement, the Commission notes that the previous Compensation Commission recommended that the previous Mayor and Council adopt a provision in the City Code providing that the Mayor and Council may receive reimbursements for expenses incurred conducting official City business – but only as consistent with the policies applicable to City employees. This recommendation, not acted upon by the previous Mayor and Council, is based both on the principle of consistency and the practical consideration of simplifying reimbursement administration. With this approach, City staff would no longer be placed in the awkward position of having to process reimbursement requests without having a clear framework for assessing the appropriateness of the request.

Since travel reimbursement is a form of compensation but is not part of the Mayor and Council's annual compensation as defined in the City Code, in order for the next Mayor and Council to receive any reimbursements, the current Mayor and Council must adopt language in the City Code allowing for such reimbursements.[1] Assuming the Mayor and Council adopt such language this term, the Commission agrees that the Mayor and Council should be reimbursed

[1]In accordance with the City Code, the Commission's recommendations as set forth in this report only address recommendations for the compensation of the Mayor and Council who will take office after the 2019 election. This report does not address in any way the compensation being provided to the current Mayor and Council, including any reimbursements.

for City-related travel expenses in the same manner and to the same extent as City employees.[2] In addition, the Commission recommends that the annual travel budget for the Mayor and Council be divided into five separate equally funded accounts for each of the five Mayor and Councilmembers, not to exceed $5,000 each. The Mayor and each Councilmember would have an equal amount of funding for travel reimbursements each fiscal year with a $250 increase starting in FY2021 for each remaining year of the Mayor and Council's term for a total increase of $1,000 over four years, with a not to exceed total of $6,000 for FY2024. The $250 annual increase will account for any increase in travel costs for each succeeding year. Residual (un-used) funds from each account would "expire" at the end of the fiscal year, i.e., a "use it or lose it" travel expense budget policy.

The Commission further discussed annual increases to the Mayor and Council's annual base compensation and agreed to recommend that the compensation be increased by the positive change, if any, in the Washington-Arlington-Alexandria, DC-VA-MA-WV CPI-U for the twelve months preced previous November.

The Commission, as required by the City Code, reviewed the compensation levels of local cities in the State of Maryland, as well as, in the Washington Metro area and found that Rockville is in the top tier of those local jurisdictions with similar populations. Based on its review of comparable jurisdictions, the Commission deems appropriate its recommendations to increase the Rockville compensation to maintain Rockville's position in this top tier going forward for the next several years.

Regarding the Mayor and Council's access to "employee" benefits, the Commission agrees with the previous Compensation Commission's reasoning and reaffirms its adopted policy allowing any eligible member of the Mayor and Council access to certain employee benefits, but only if the member pays the full cost of that benefit.

FY2020 COMPENSATION RECOMMENDATIONS

Based on the considerations outlined above, the 2019 Compensation Commission makes the following recommendations:

1. Beginning with the Mayor and Council elected in 2019, the Mayor's compensation amount be increased from $32,582 to $34,500 (approximately 6%), and the Council's compensation be increased from $26,376 to $28,000 (also approximately 6%). Although

[2] The Commission notes that reimbursement for meals as part of travel for City business may be paid in accordance with the City's employee travel reimbursement policy. Expenses for meals incurred other than during travel for City business shall be expended by the Mayor and Councilmembers from his or her annual compensation and not be treated as reimbursement.

Mayor and Council members would be under no obligation to use the additional monies in any particular way, the amount is intended to offset the no-longer-reimbursable expenses for meals in connection with City business and the cost of tickets for fundraising or other events (these two items are estimated to total approximately $1,500, based on recent experience), and $500 to cover expenses related to cellphones and other electronic devices needed by the Mayor and Council to conduct City business. This increase is also to recognize the changing complexity of City governance and maintaining comparability to other similar local jurisdictions.

2. For FY2021, 2022, 2023 and 2024, the monetary compensation for the Mayor and Council be increased by the positive change, if any, in the Washington-Baltimore CPI-U for the twelve months preceding the previous November. The Commission further recommends that the Mayor and Council direct the City Manager to continue the established process of ensuring that the correct authorized compensation levels as set by the Mayor and Council are included in future budgets.

3. a. If the current Mayor and Council adopts a provision in the City Code that authorizes travel reimbursements as a form of compensation to the Mayor and Council, the Mayor and Councilmembers each will be allocated an equal amount for travel reimbursements from the FY2020 approved budget, not to exceed $5,000. In addition, that for FY2021, 2022, 2023, and 2024, each Mayor and Councilmember's travel reimbursement account be increased by $250 to account for any increase in travel costs. Any reimbursements paid to the Mayor and Councilmembers must be paid in the same manner and to the same extent as they are paid to City employees. The travel reimbursement provision would amend Section 2-21(h) of the City Code and read as follows (underlined language is new language):

> (h) All compensation payments for the Mayor and Councilmembers ~~shall~~ must be made in equal biweekly installments, except for travel reimbursements for City business, which must be paid in the same manner as paid to all other City employees and in accordance with the City's employee travel reimbursement policy.

b. If the current Mayor and Council does not adopt the amendment to Section 2-21(h) as set forth above, travel expenses must be allocated as part of the Mayor and Council's annual compensation moving forward with each member of the Mayor and Council receiving an additional $2,500 for a total of $37,000 for the Mayor and $30,500 for each Councilmember. This amount will be carried forward through each year of the term

without any additional adjustments beyond the adjustments set forth in No. 2 above. If this additional $2,500 becomes a part of the Mayor and Council's adjusted annual compensation beginning with the Mayor and Council elected in 2019, the Mayor and Council will not be entitled to any travel reimbursements for City business during its term since any reimbursement amount will already be included in the annual taxable compensation.

4. The Mayor and Councilmembers continue to have access to City-offered benefits with 100% of the premiums to be paid by the Mayor and Councilmembers.

5. Any other compensation and reimbursements to the Mayor and Council, other than what is set forth in the recommendations of this report, are not allowed.

Mayor & Council Meeting Date: February 3, 2020
Agenda Item Type: Additional Information
Department: City Clerk/Director of Council Operations Office
Responsible Staff: Sara Taylor-Ferrell

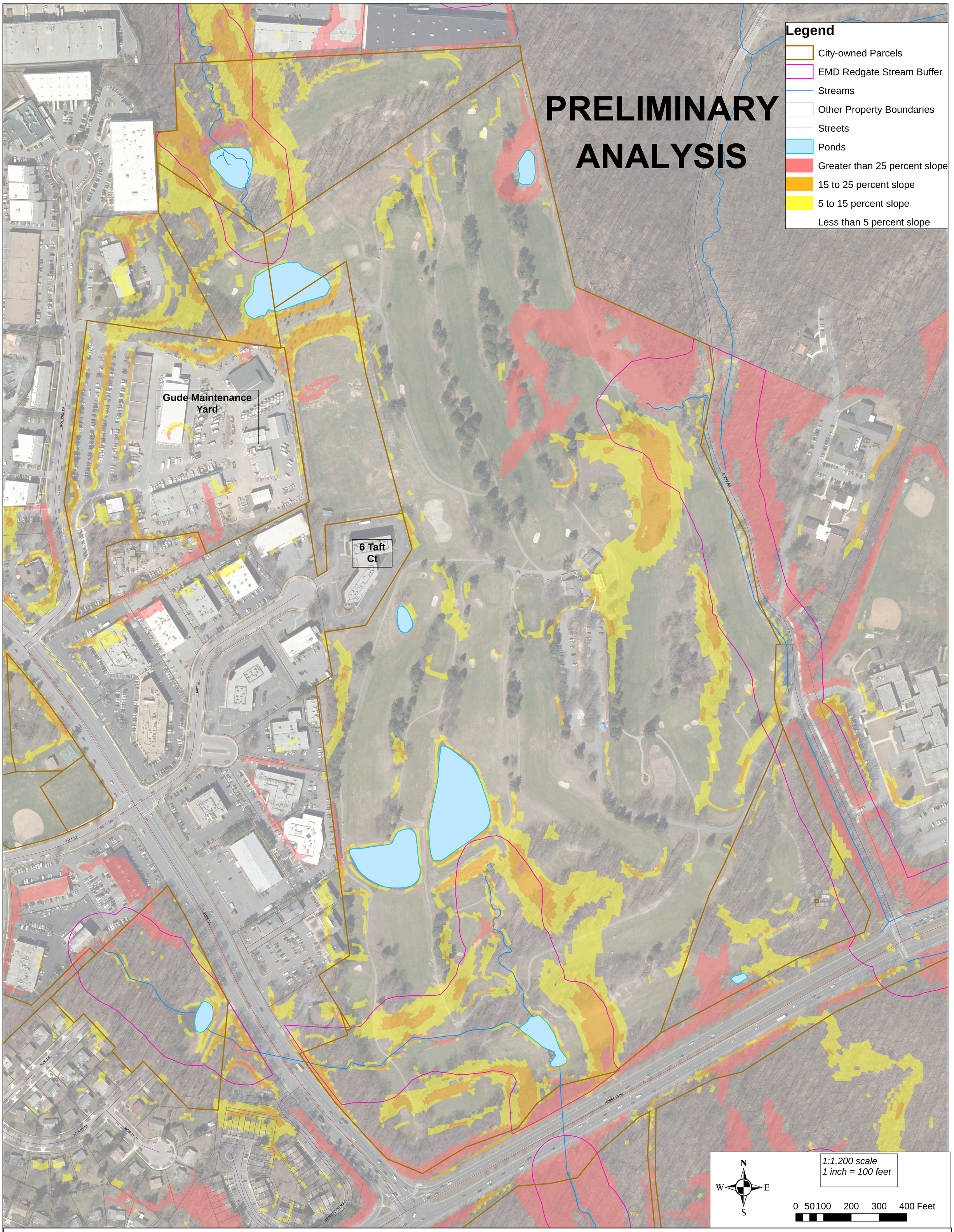
Subject

Additional Information - Topic 2- RedGate Master Planning

Recommendation

Attachments

Attachment a: Redgate stream buffer-slopes map-aerial (PDF)
Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (PDF)



City of Rockville Maryland

Department of Public Works
Environmental Management Division
111 Maryland Avenue Rockville, Maryland 20850-2364
Phone 240.314.8500 Fax 240.314.8539

Redgate Golf Course - Stream Buffer and Steep Slopes

This drawing is intended to be used for reference and illustrative purposes only. This drawing is not a legally recorded plan, survey, or engineering schematic and it is not intended to be used as such. This drawing is a compilation of records, information and data developed and maintained in various City offices. Map layers were created from different sources at different scales, and the actual or relative geographic position of any feature is only as accurate as the source information.

DATE: 10/31/2018 AUTHOR: lsoukup

Lise- Redgate GC Map.xmd

City of Rockville Parks and Recreation Needs Assessment Survey

Findings Report

...helping organizations make better decisions since 1982

2019

Submitted to the City of Rockville, Maryland
By:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061
August 2019

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City of Rockville Parks and Recreation Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a parks and recreation needs assessment survey for City of Rockville Department of Recreation and Parks during summer 2019. The survey will help the City develop an updated strategic plan that will guide the future of parks, trails, recreation facilities, programs and services in the community over the next 10 years.

Methodology

ETC Institute mailed 2,000 survey packets to a random sample of households in the City of Rockville. Each survey packet contained a cover letter, a copy of the seven page survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.rockvillesurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of City of Rockville from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

A total of 375 residents of an estimated 25,616 total households(ESRI estimates) completed the survey. The overall results for the sample of 375 households have a precision of at least +/-5.06% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities/amenities and programs (Section 2)
- Benchmarking analysis comparing the District's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized on the following pages.

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

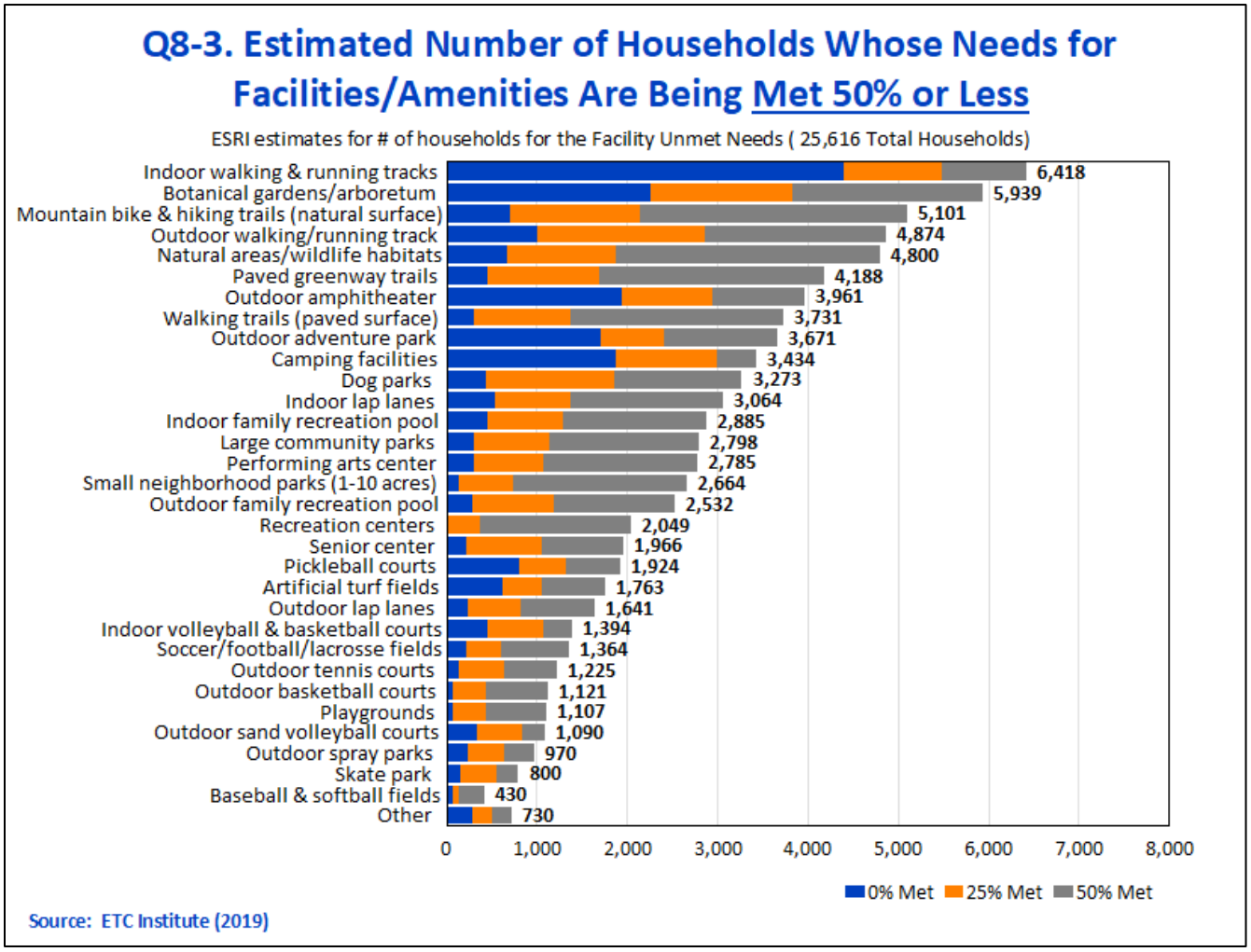
Facility/Amenity Needs and Priorities

Facility/Amenity Needs: Respondents were asked to identify if their household had a need for 32 recreation and parks facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various parks and facilities/amenities.

The five recreation facilities/amenities with the highest number of households that have an unmet need were:

1. Indoor walking & running tracks 6,418 households,
2. Botanical gardens/arboretum – 5,939 households,
3. Mountain bike & hiking trails (natural surface) – 5,101 households,
4. Outdoor walking/running track –4,874 households and
5. Natural areas/wildlife habitats – 4,800 households.

The estimated number of households that have unmet needs for each of the 32 parks and facilities/amenities that were assessed is shown in the chart below.

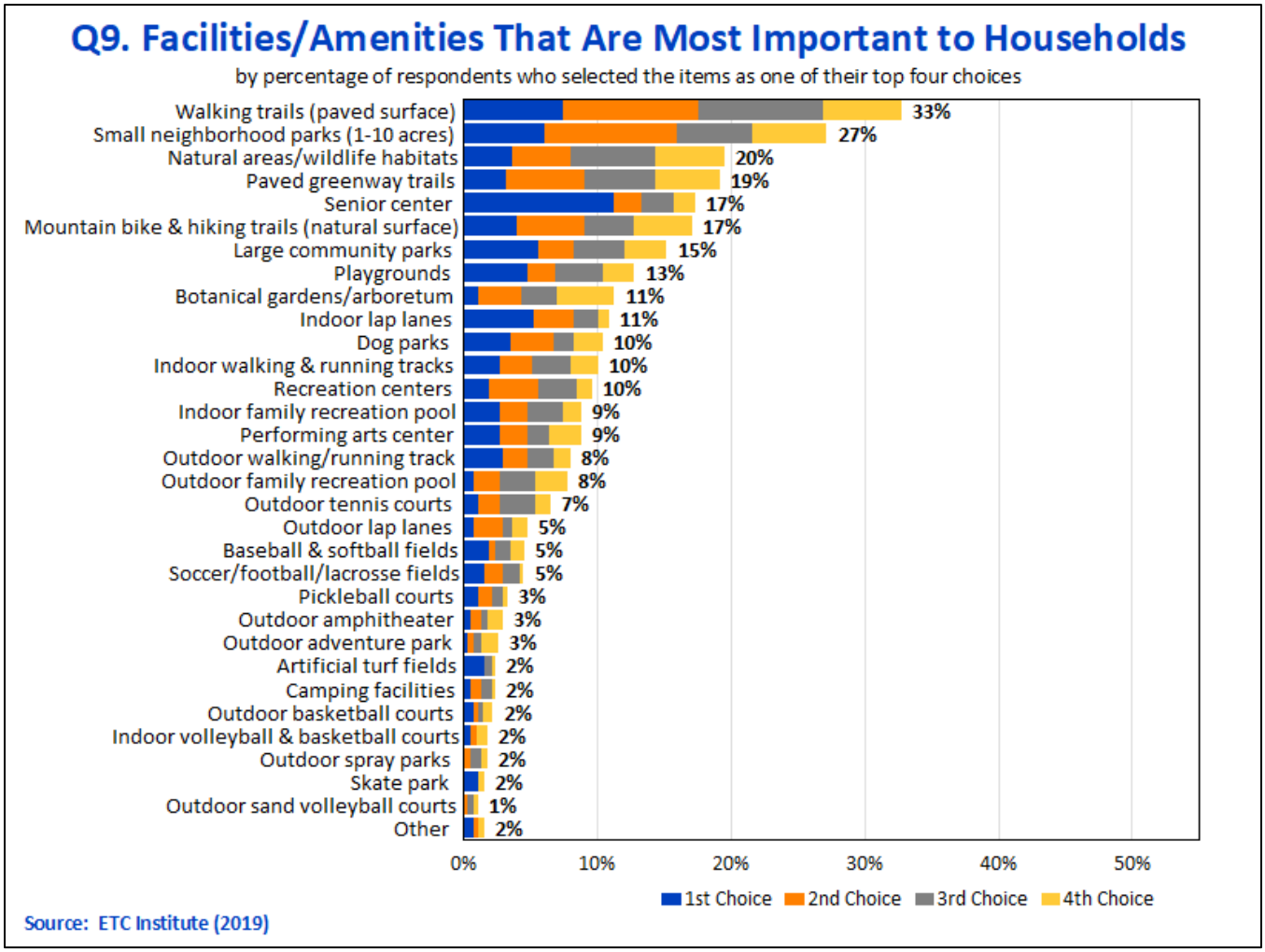


Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Facility/Amenity Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility/amenity. Based on the sum of respondents' top four choices, the three most important facilities/amenities to residents were:

- Walking trails (paved surface)- 33%
- Small neighborhood parks (1-10 acres)- 27%
- Natural areas/wildlife habitats- 20%

The percentage of residents who selected each facility/amenity as one of their top four choices is shown in the chart below.



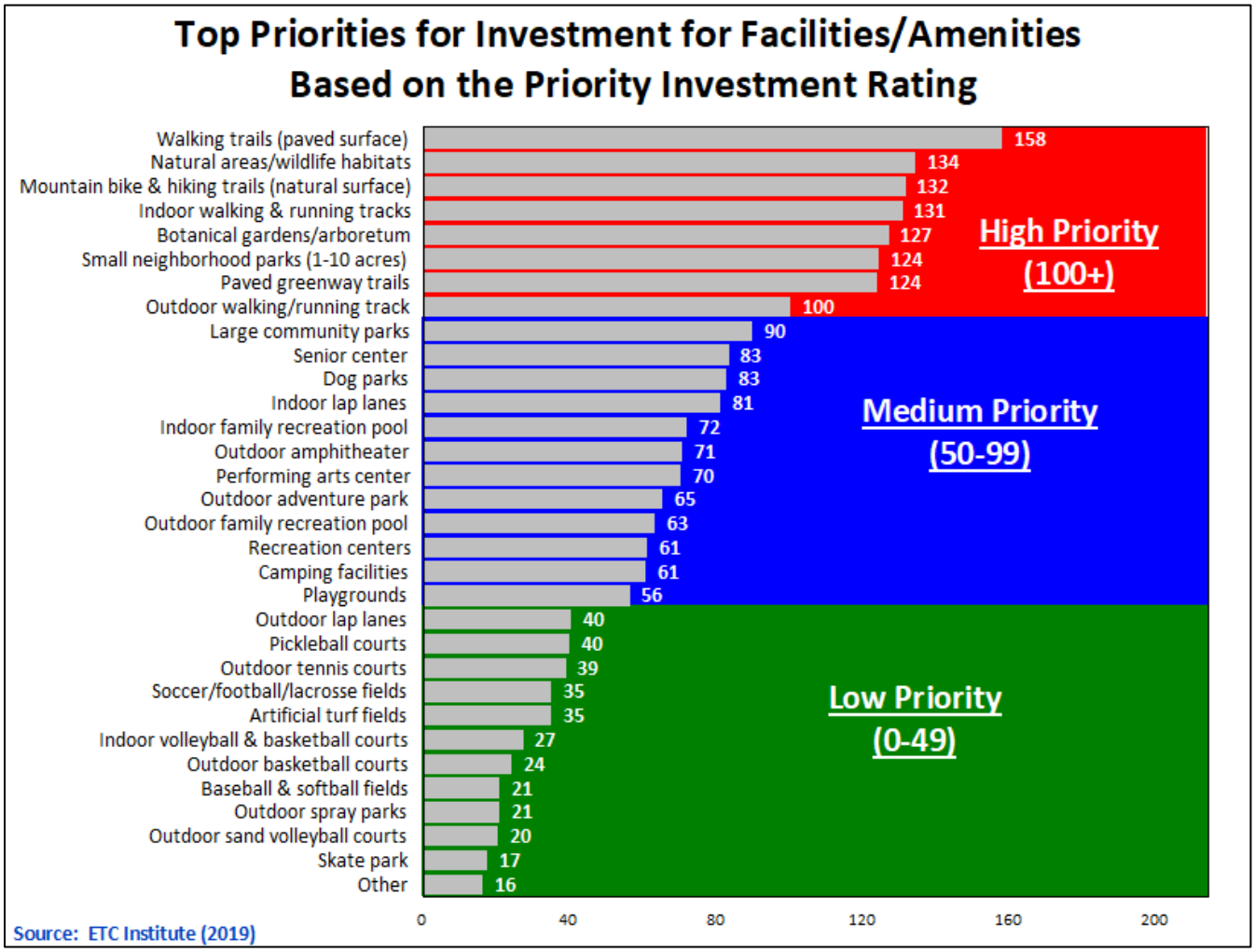
Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities/amenities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following eight facilities/amenities were rated as high priorities for investment:

- Walking trails (paved surface) (PIR=158)
- Natural areas/wildlife habitats (PIR=134)
- Mountain bike & hiking trails (natural surface) (PIR=132)
- Indoor walking & running tracks (PIR=131)
- Botanical gardens/arboretum (PIR=127)
- Small neighborhood parks (1-10 acres) (PIR=124)
- Paved greenway trails (PIR=124)
- Outdoor walking/running track (PIR=100)

The chart below shows the Priority Investment Rating for each of the 32 facilities/amenities that were assessed on the survey.



Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

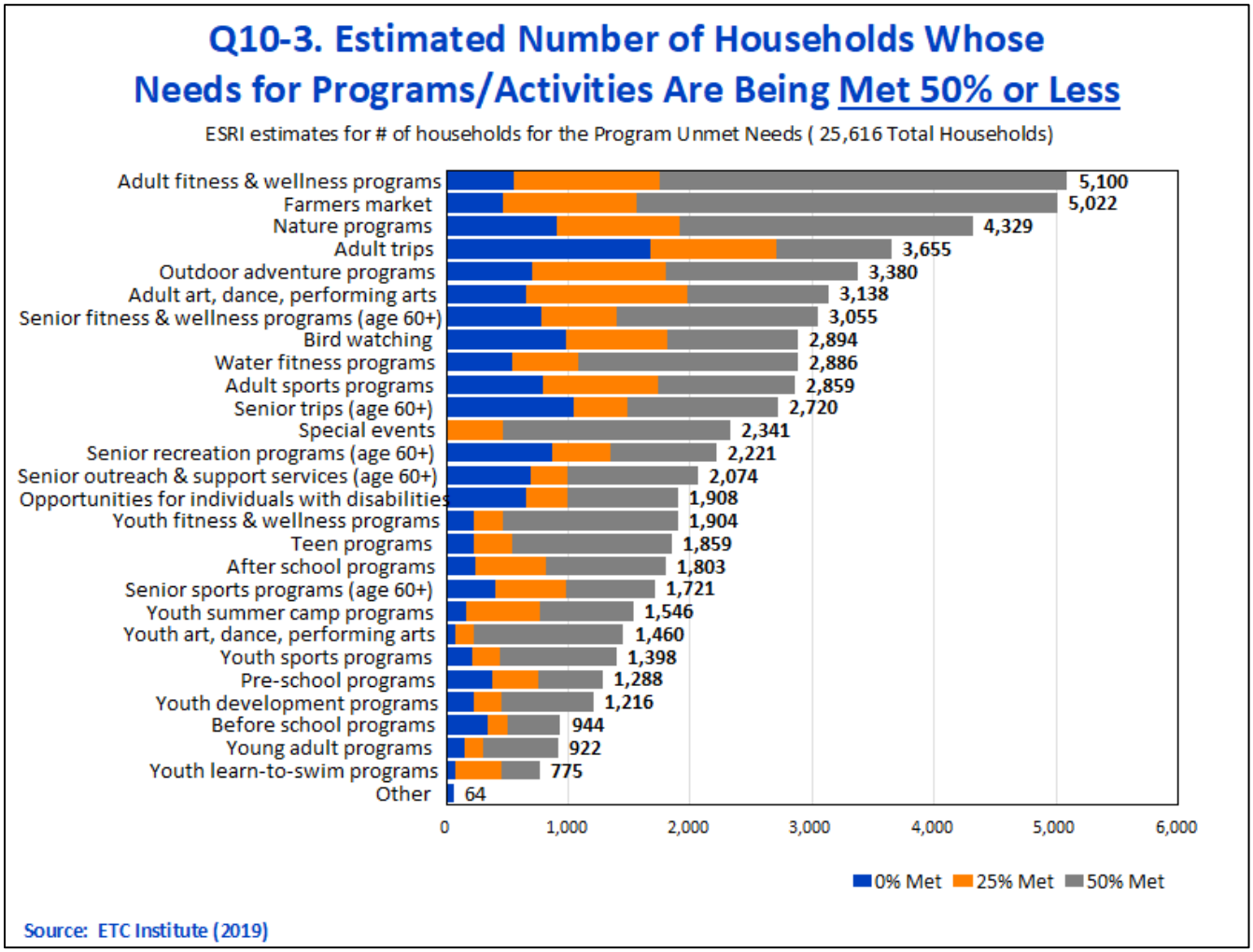
Program/Activity Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 29 programs/activities and rate how well their needs for each program/activity were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had "unmet" needs for each program.

The three programs with the highest number of households that had unmet needs were:

- Adult fitness & wellness programs/activities - 5, 100
- Farmers market -5,022
- Nature programs/activities -4,329

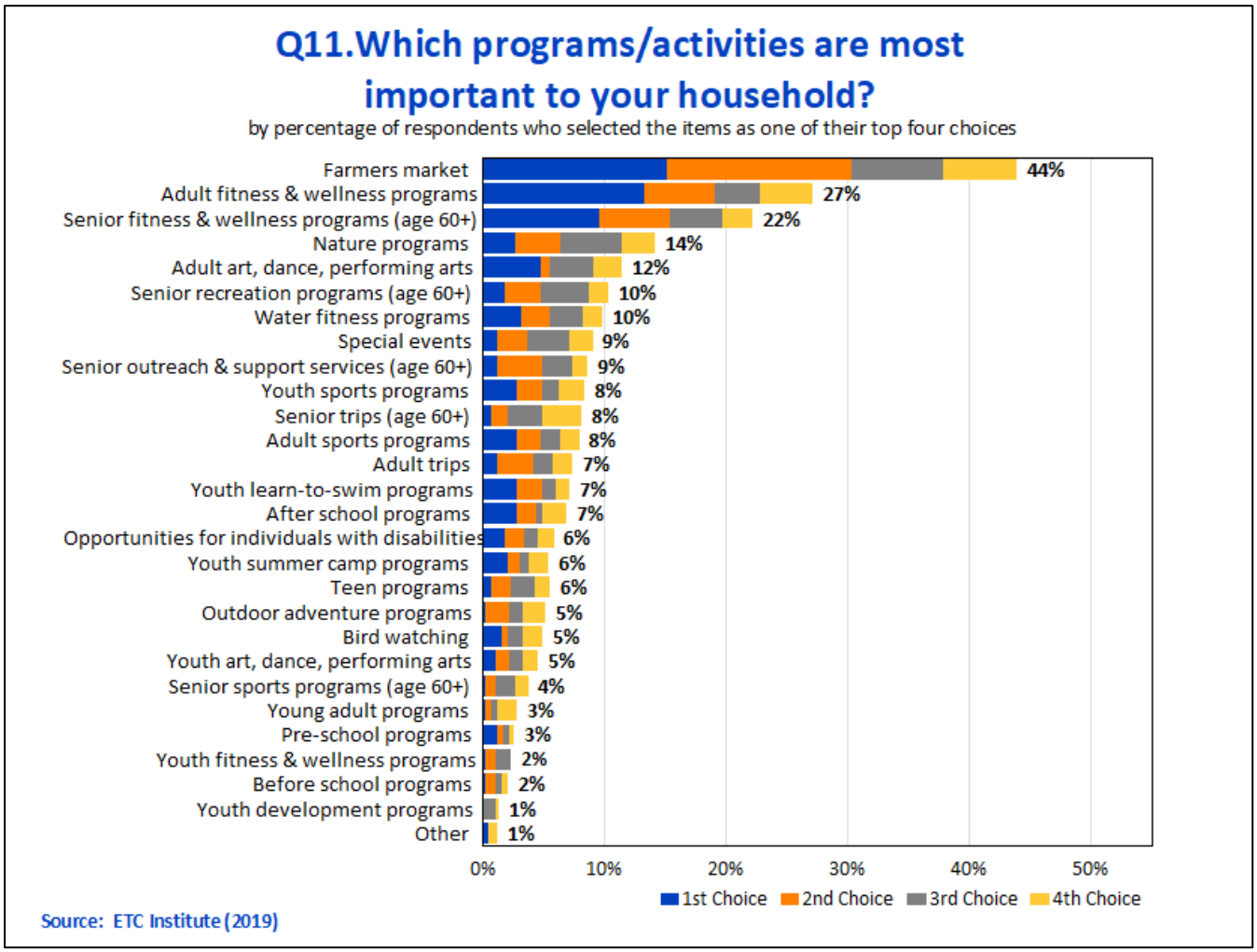
The estimated number of households that have unmet needs for each of the 29 programs/activities that were assessed is shown in the chart below.



Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Program/Activity Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program/activity. Based on the sum of respondents' top four choices, the most important program to residents is the Farmers market (44%).

The percentage of residents who selected each program/activity as one of their top four choices is shown in the table below.

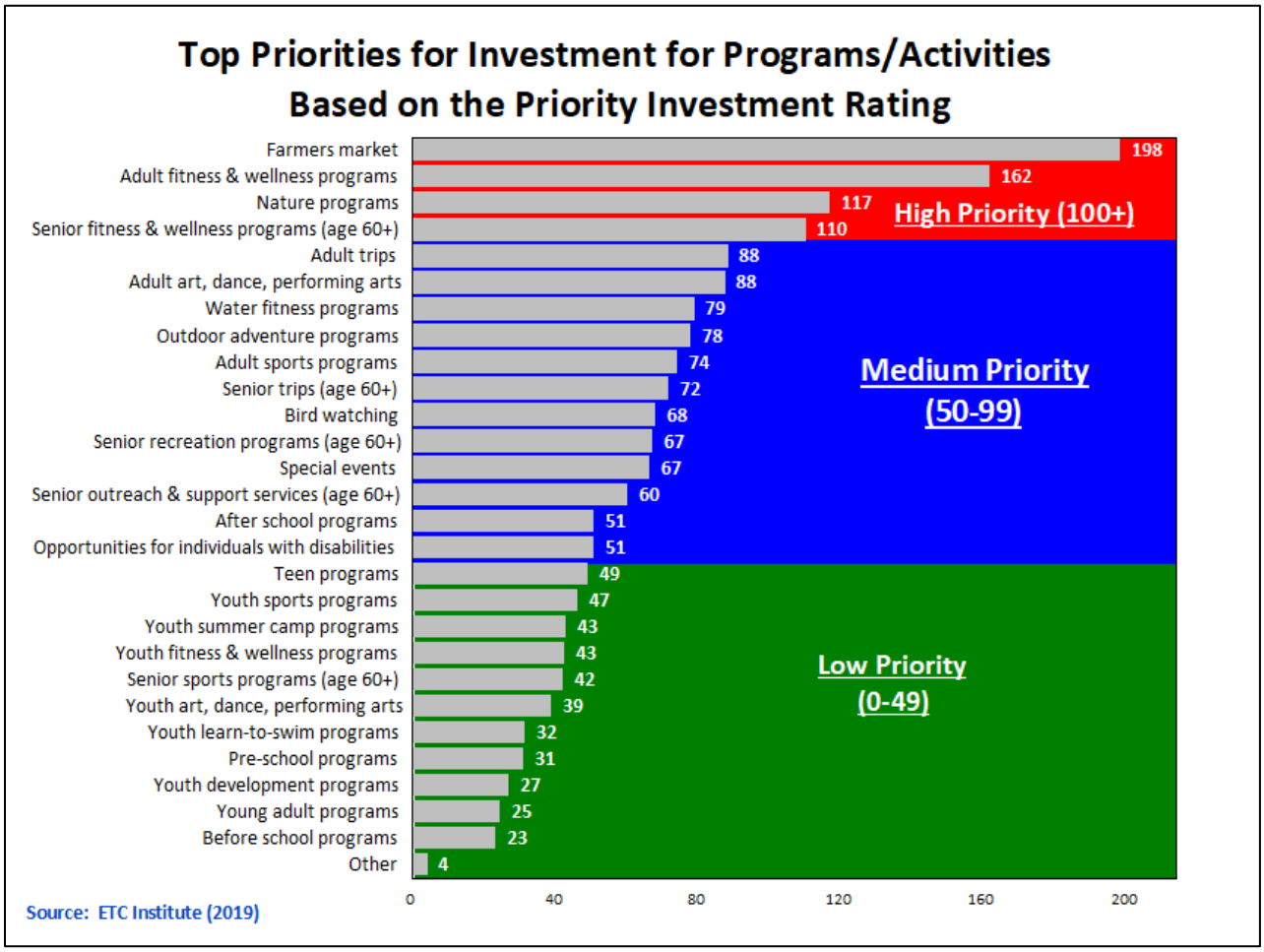


Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Priorities for Programming/Activities Investments. Based on the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following four programs/activities were rated as "high priorities" for investment:

- Farmers market (PIR=198)
- Adult fitness & wellness programs (PIR=162)
- Nature programs (PIR=117)
- Senior fitness & wellness programs (age 60+) (PIR=110)

The chart below shows the Priority Investment Rating (PIR) for each of the 28 programs/activities that were rated.



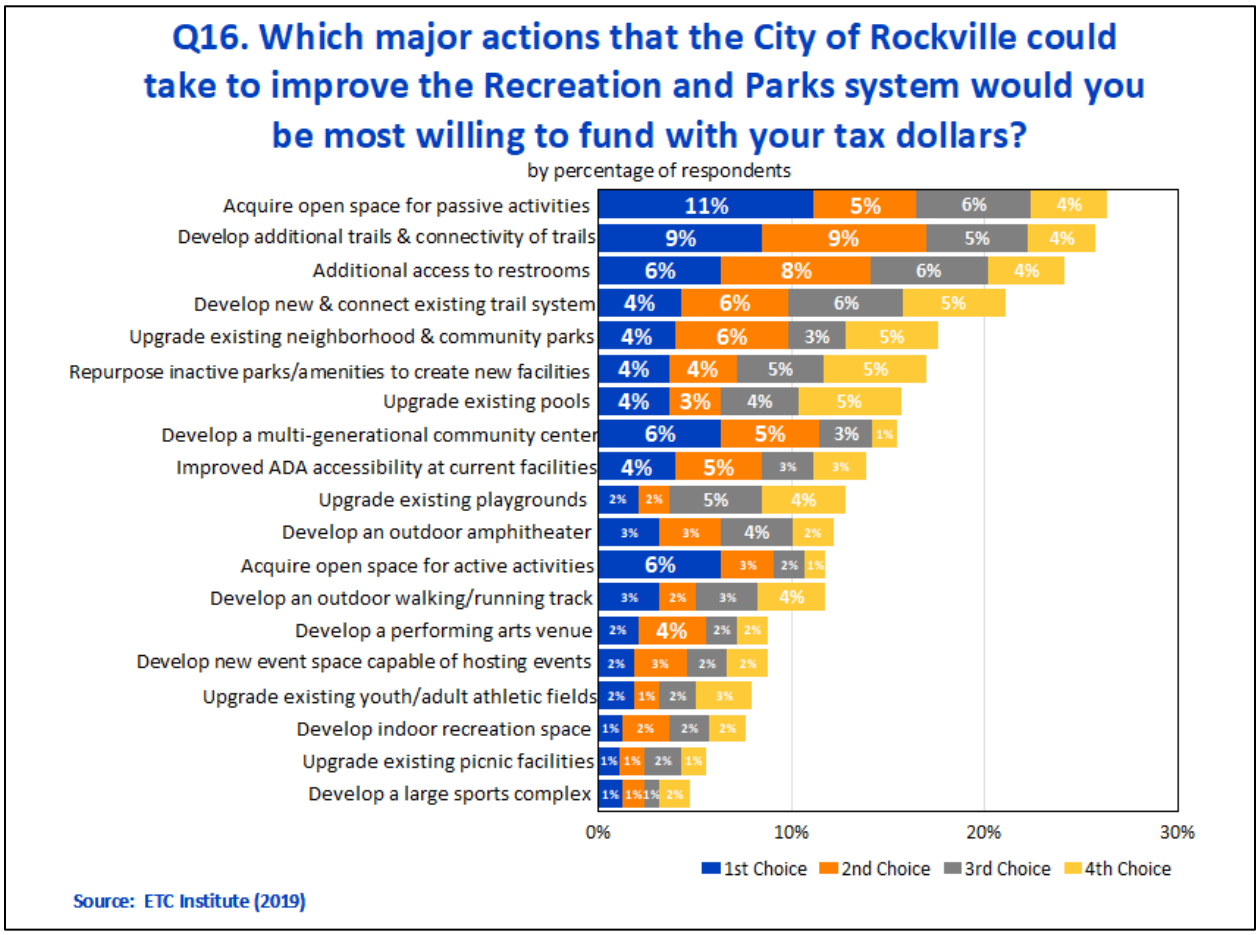
Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Potential Improvements to the Park System

Respondents were asked how supportive they would be of actions the City of Rockville could take to improve the park and recreations system. Sixty-five percent (65%) of respondents indicated they would be "very supportive" or "somewhat supportive" of acquire open space for passive activities. Sixty-three (63%) respondents indicated they would be "very supportive" or "somewhat supportive" of both developing additional trails & connectivity of trails throughout the community and upgrading existing neighborhood & community parks. Respondents were least supportive of developing a large sports complex.

The major actions that the City of Rockville could take to improve the Recreation and Parks system would you be most willing to fund with their tax dollars were: acquiring open space for passive activities (26.4%), developing additional trails & connectivity of trails throughout the community (26%) and additional access to restrooms (24%).

The chart below shows the percentage of residents who selected each actions the City of Rockville could take to improve the park and recreations system as one of their top four choices.



Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Additional Findings

- Eighty-nine percent (89%) respondents indicated that they have visited a park or facility of the City of Rockville Department of Recreation and Parks during the past year.
- Ninety-five percent (95%) of respondents who have used a park or facility rated the quality as “excellent” or “good”.
- Seventy-three percent (73%) of respondents indicated that they have visited a neighborhood park (small).
- Thirty-seven percent (37%) of respondents indicated that they have participated in a program offered by the City of Rockville Department of Recreation and Parks.
- Ninety-two percent (92%) of respondents rated the quality of programs they participated in as “excellent” or “good”.
- Respondents indicated they used Life in Rockville (55%) and the City of Rockville website (54%) most to learn about City of Rockville Department of Recreation and Parks programs and activities.
- Twenty-nine percent (29%) of respondents indicated “not enough time” was the reason that prevents their household from using parks, recreation facilities, and programs of the City of Rockville Department of Recreation and Parks more often.
- Eighty-eight percent (88%) of respondents indicated they are either “very satisfied” or “satisfied” with the overall value received from The City of Rockville department of Recreation and Parks.
- Ninety-six percent (96%) of respondents agreed the City of Rockville's Recreation and Park system makes Rockville a more desirable place to live

Conclusions

To ensure the City of Rockville continues to meet the needs and expectations of the community, ETC Institute recommends that they sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities/amenities with the highest PIR ratings are listed below.

Park and Facility Priorities

- Walking trails (paved surface) (PIR=158)
- Natural areas/wildlife habitats (PIR=134)
- Mountain bike & hiking trails (natural surface) (PIR=132)
- Indoor walking & running tracks (PIR=131)
- Botanical gardens/arboretum (PIR=127)
- Small neighborhood parks (1-10 acres) (PIR=124)
- Paved greenway trails (PIR=124)
- Outdoor walking/running track (PIR=100)

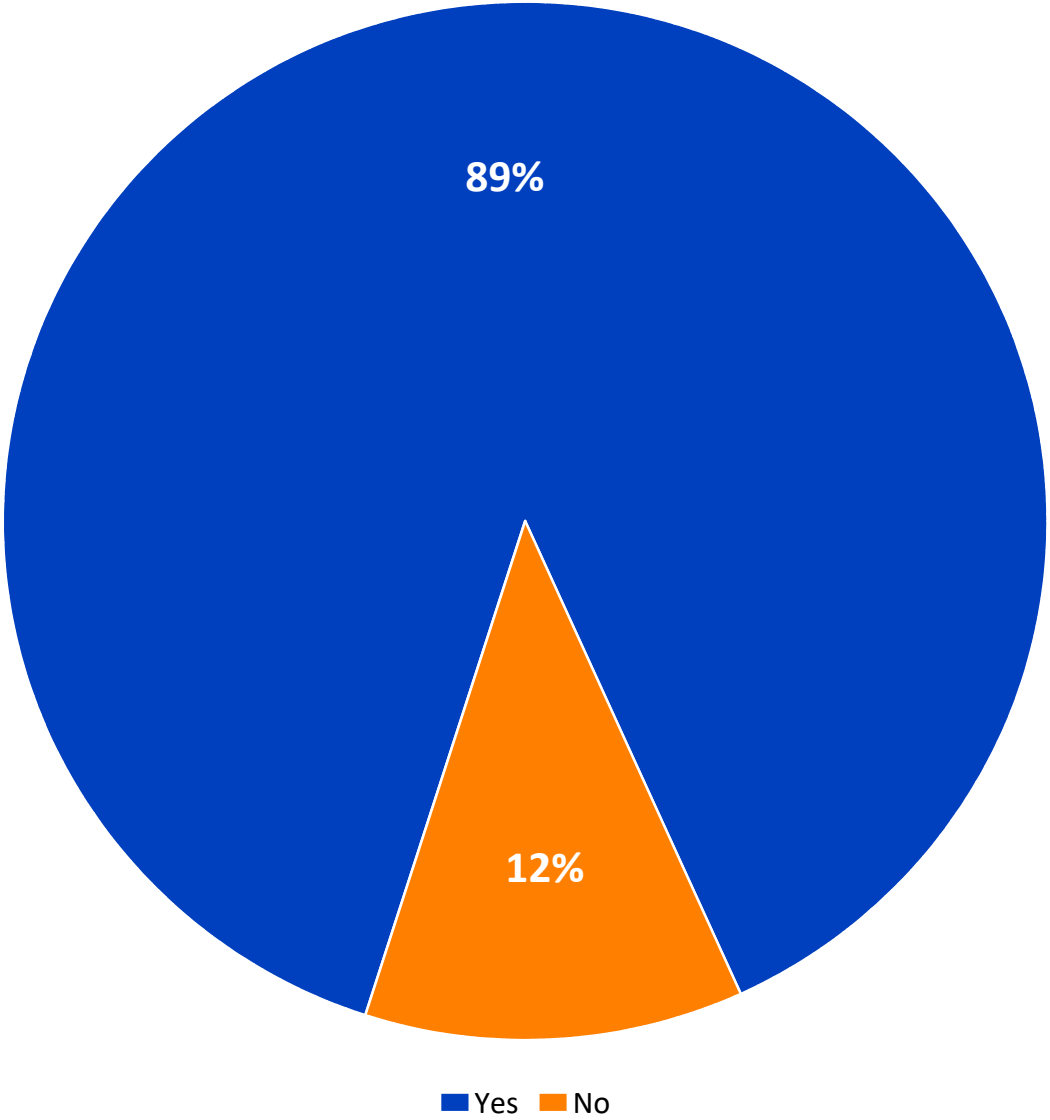
Program Priorities

- Farmers market (PIR=198)
- Adult fitness & wellness programs/activities (PIR=162)
- Nature programs/activities (PIR=117)
- Senior fitness & wellness programs/activities (age 60+) (PIR=110)

Section 1
Charts and Graphs

Q1.Have you or members of your household visited any parks or facilities of the City of Rockville Department of Recreation and Parks during the past year?

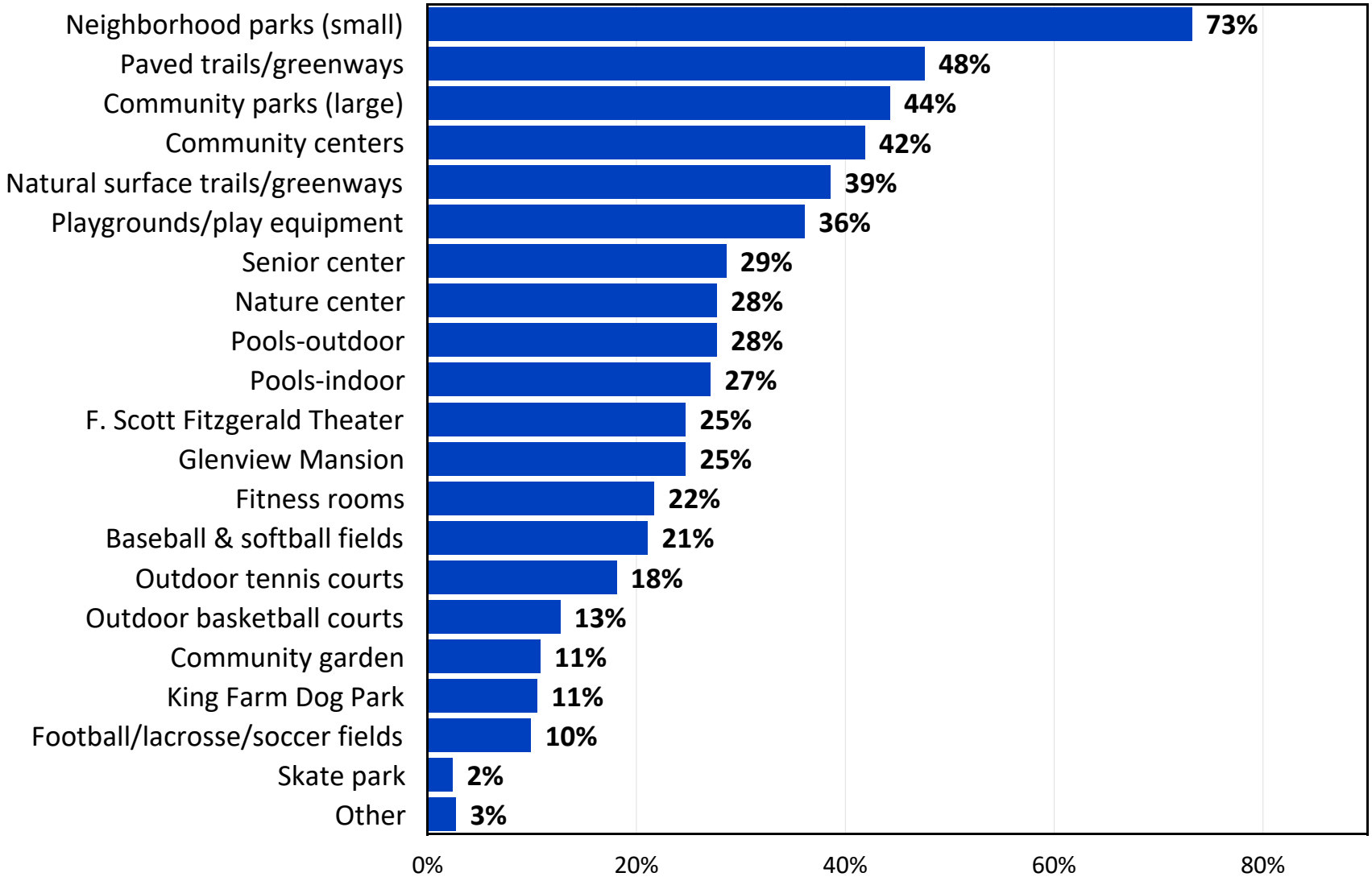
by percentage of respondents



Source: ETC Institute (2019)

Q1a. What parks or facilities offered by the City of Rockville Department of Recreation and Parks have you or your household used or visited over the past 12 months?

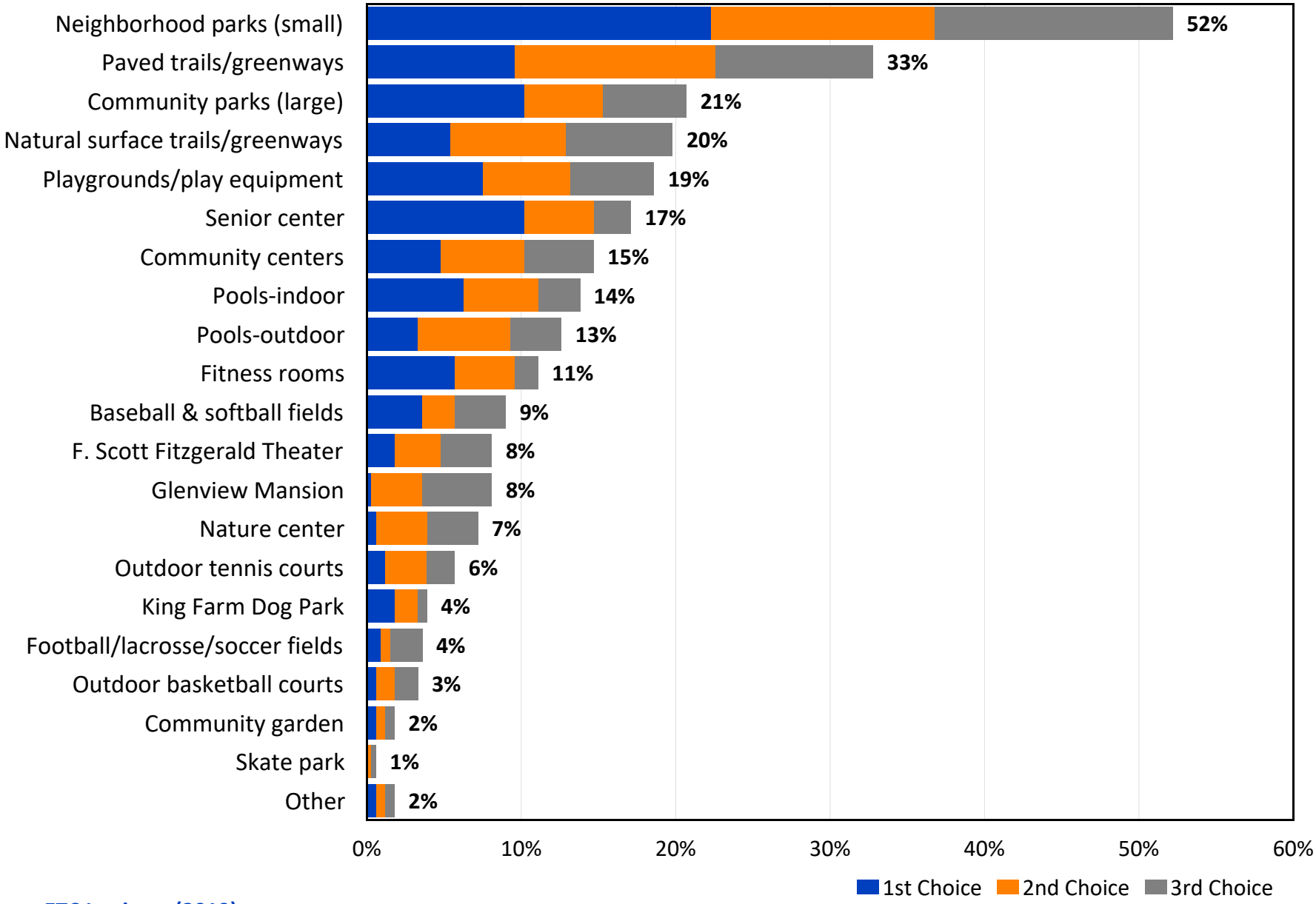
by percentage of respondents who have used a park or facility (mulitple resonses could be made)



Source: ETC Institute (2019)

Q1b. What parks/facilities do you and your household visit most often?

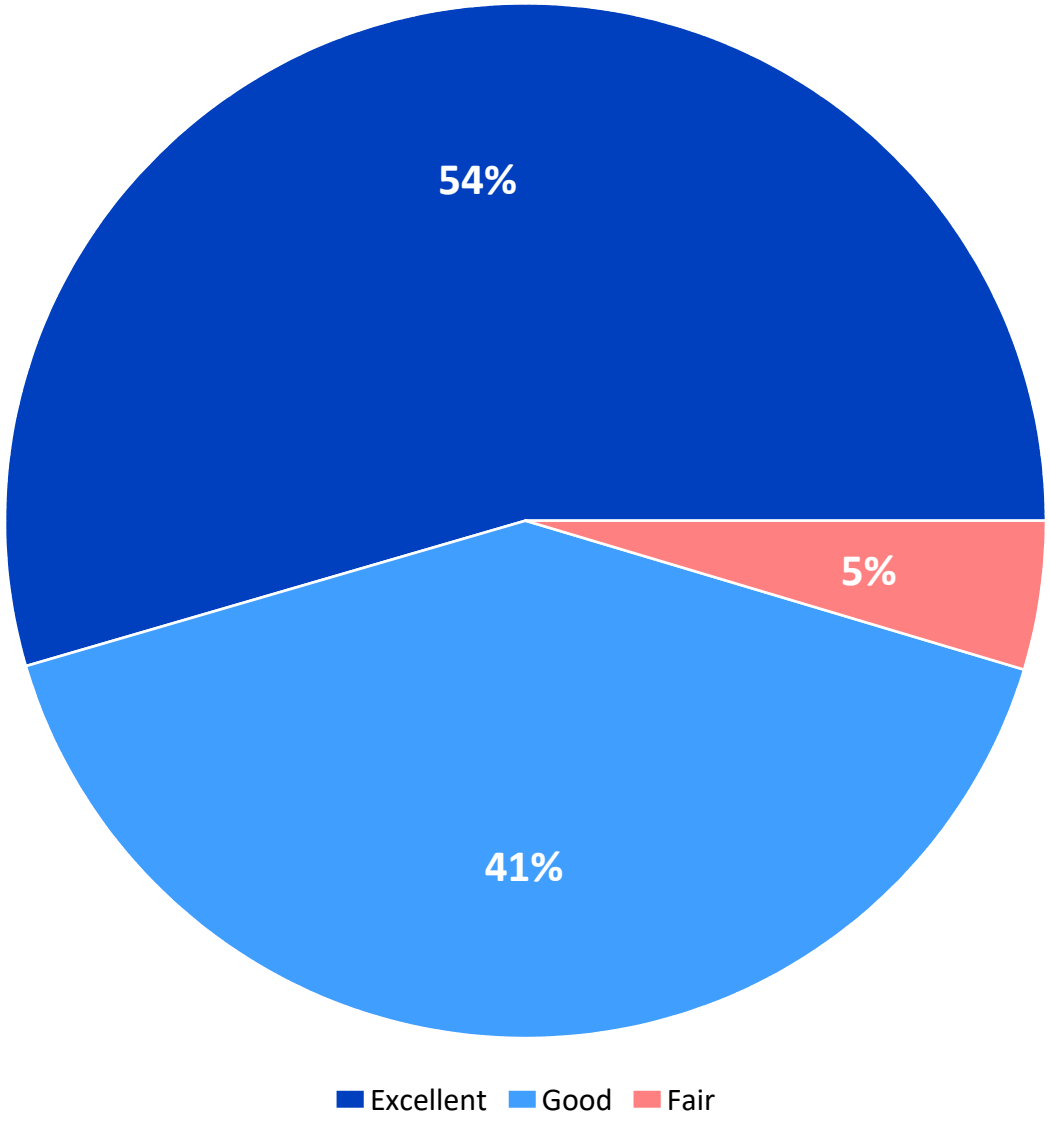
by percentage of respondents that selected the items as one of their top three choices



Source: ETC Institute (2019)

Q1c. How would you rate the overall quality of the parks/facilities of the City of Rockville Department of Recreation and Parks?

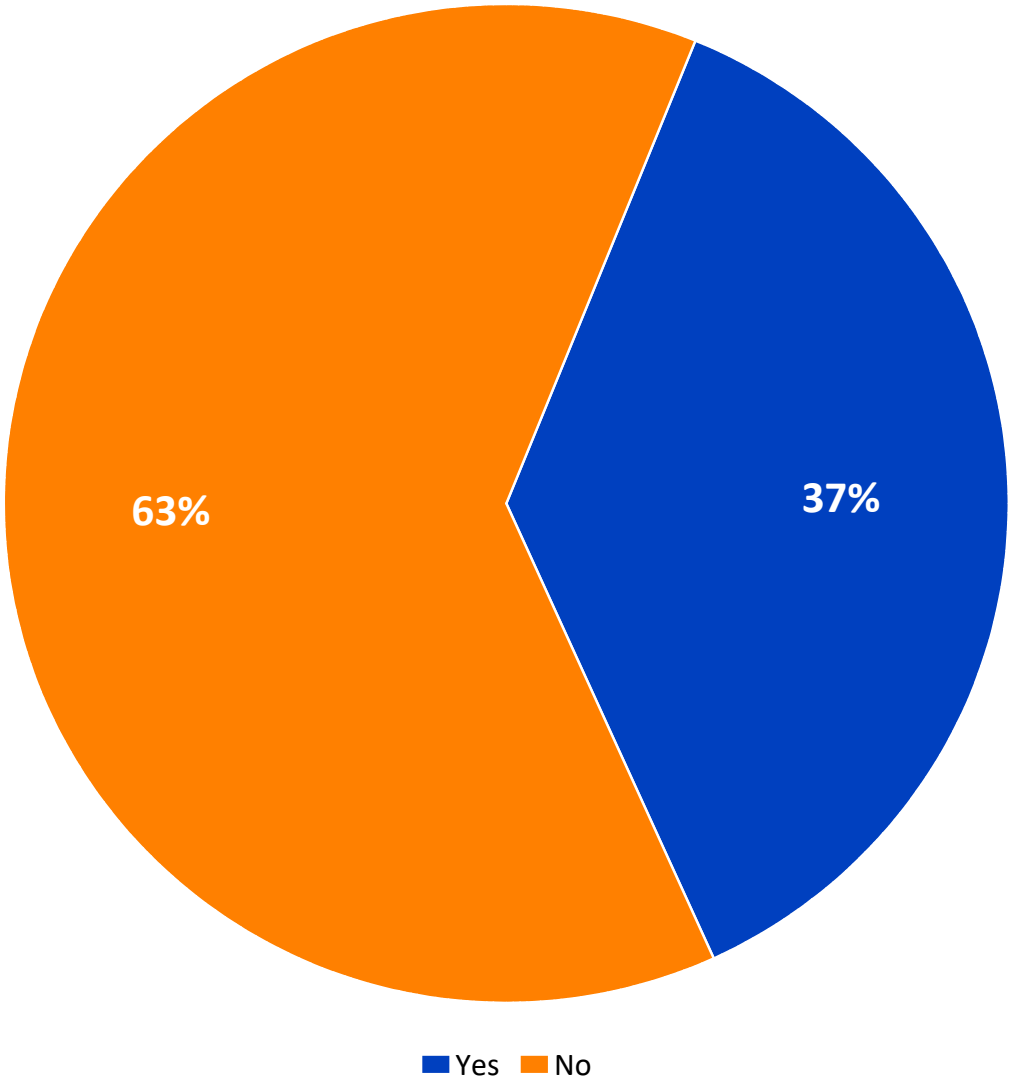
by percentage of respondents who indicated the have used a park or facility



Source: ETC Institute (2019)

Q2.Have you or other members of your household participated in any recreation programs offered by the City of Rockville Department of Recreation and Parks during the past 12 months?

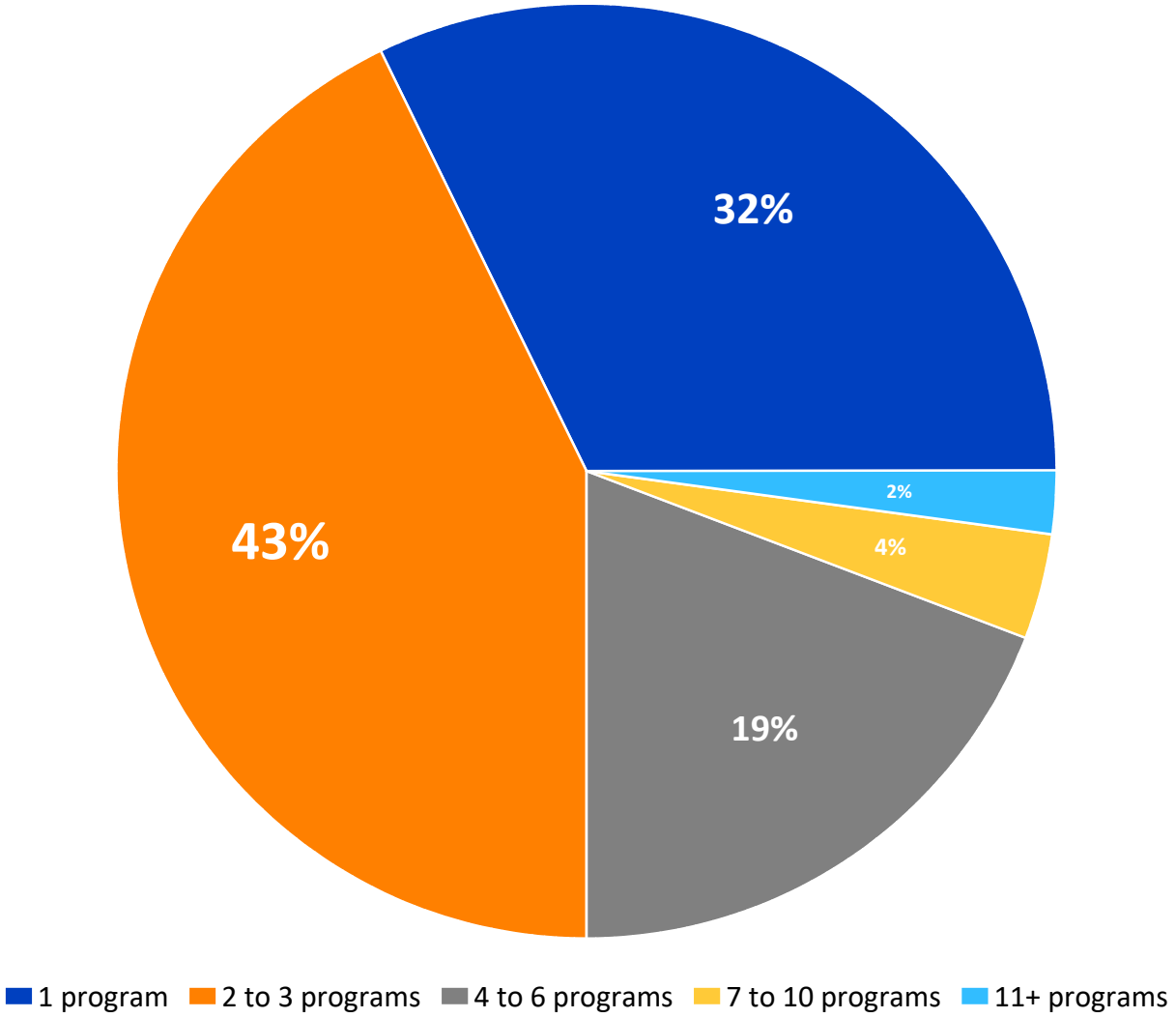
by percentage of respondents



Source: ETC Institute (2019)

Q2a. How many different recreation programs offered by the City of Rockville Department of Recreation and Parks did you or members of your household participate in over the past 12 months?

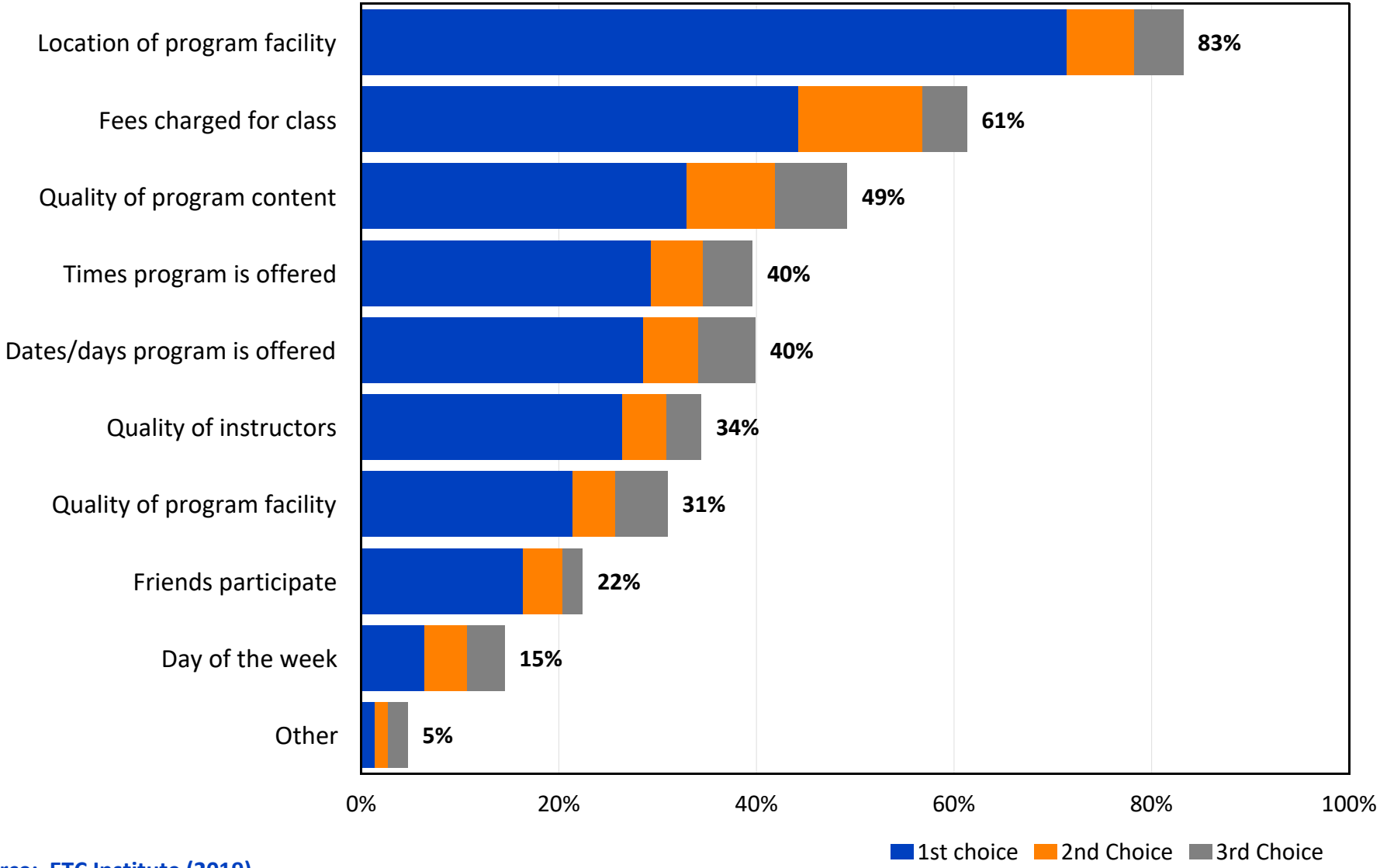
by percentage of respondents who have participated in programs



Source: ETC Institute (2019)

Q2b.What are primary reasons why your household has participated in the City of Rockville Department of Recreation and Parks programs.

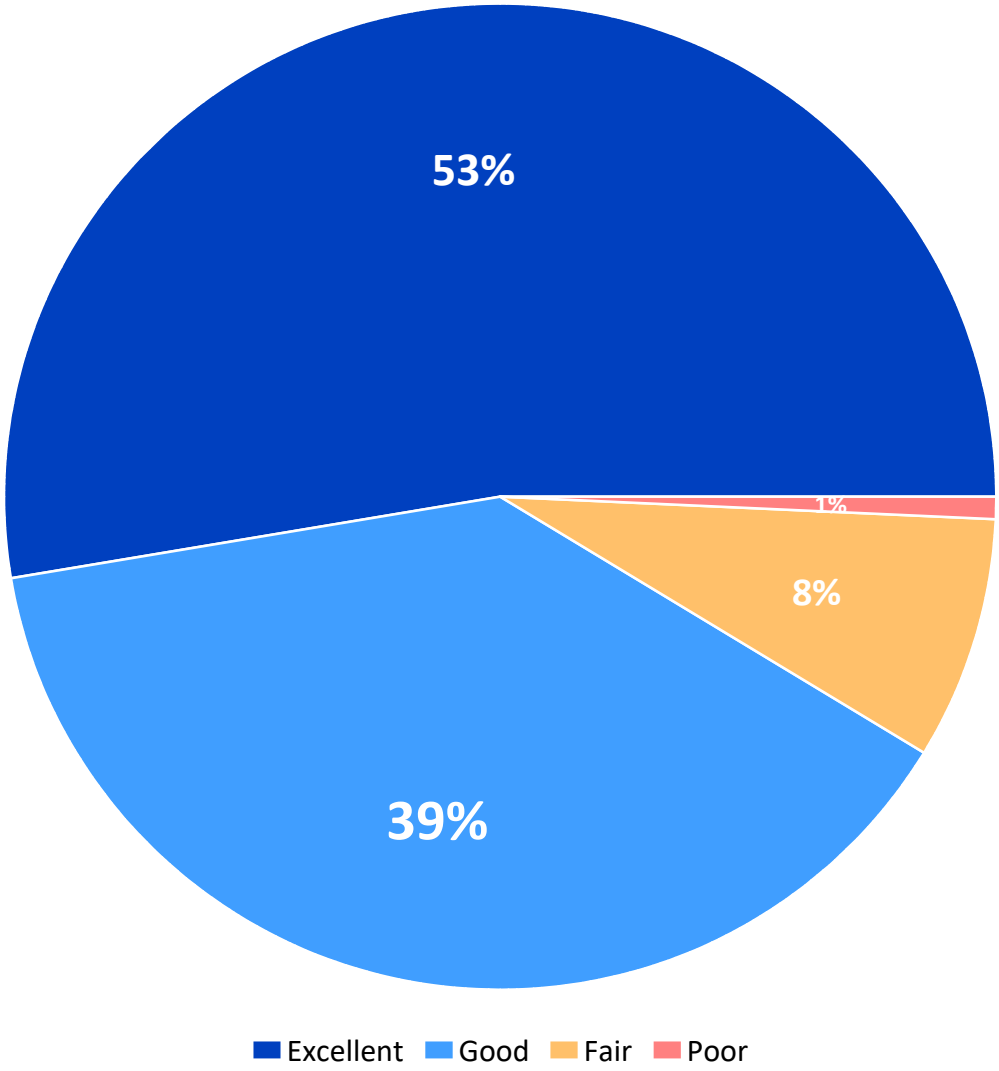
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2019)

Q2c.How would you rate the overall quality of the City of Rockville Department of Recreation and Parks programs that you and members of your household have participated in?

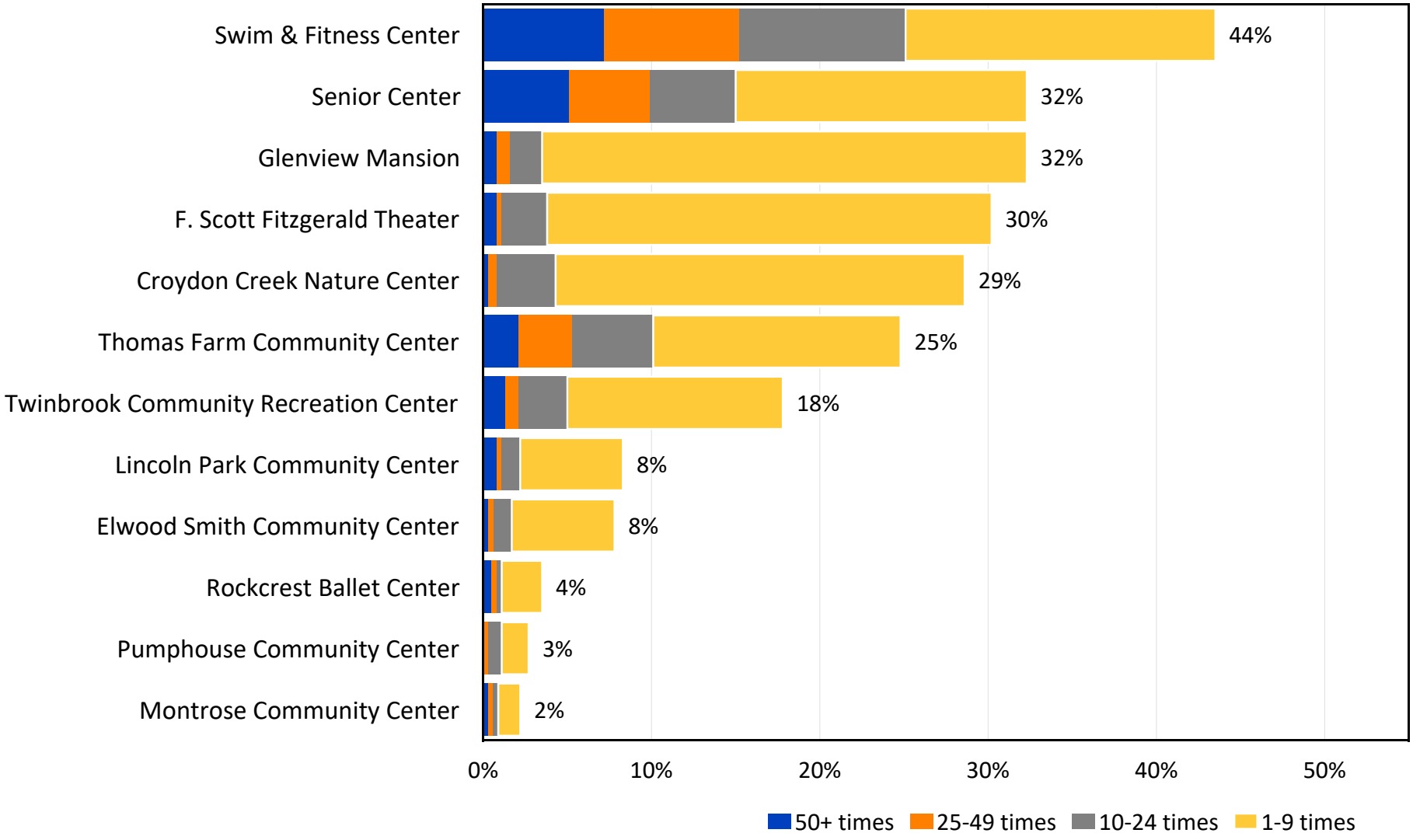
by percentage of respondents who have participated in a program



Source: ETC Institute (2019)

Q3.How often have you and members of your household used the listed recreation centers operated by the City of Rockville Department of Recreation and Parks during the past 12 months?

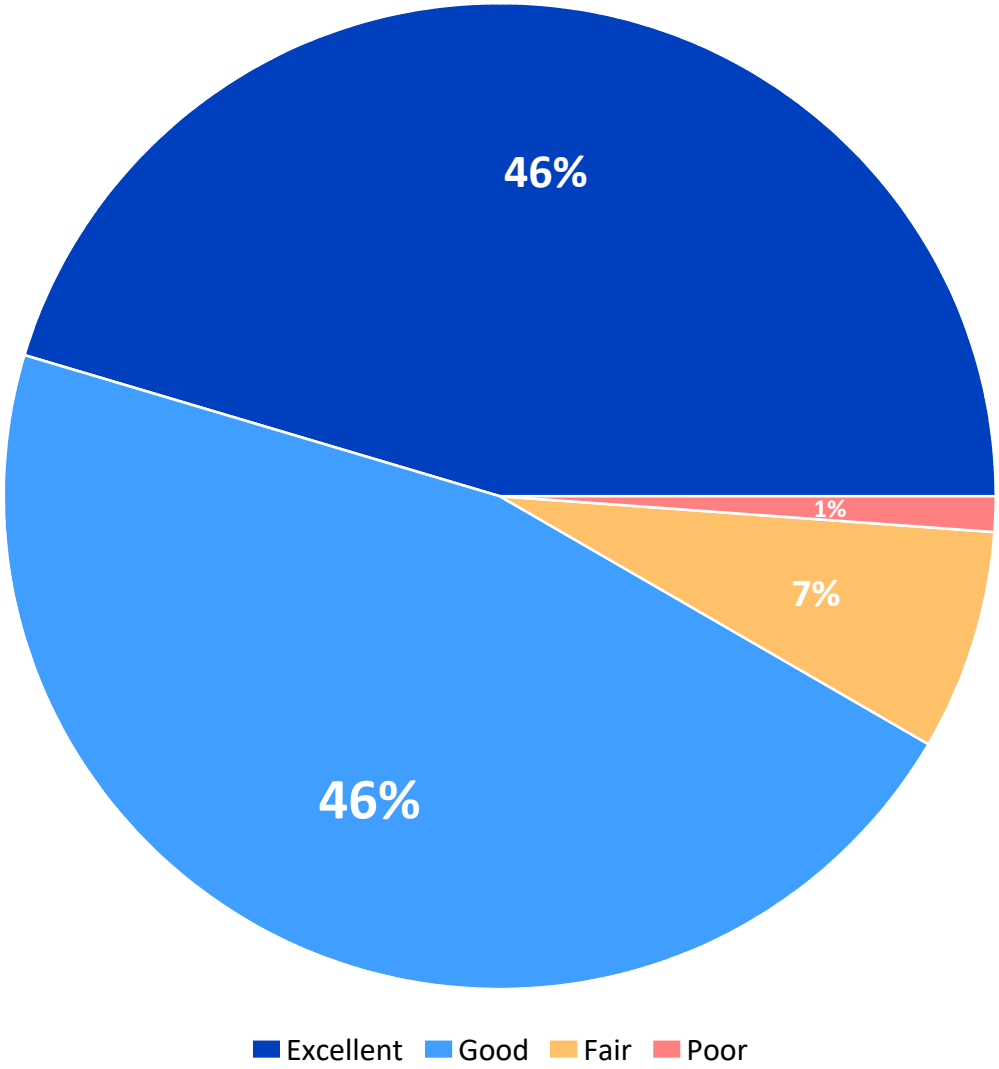
by percentage of respondents



Source: ETC Institute (2019)

Q4. How would you rate the overall quality of the recreation centers that you and members of your household have used during the past 12 months?

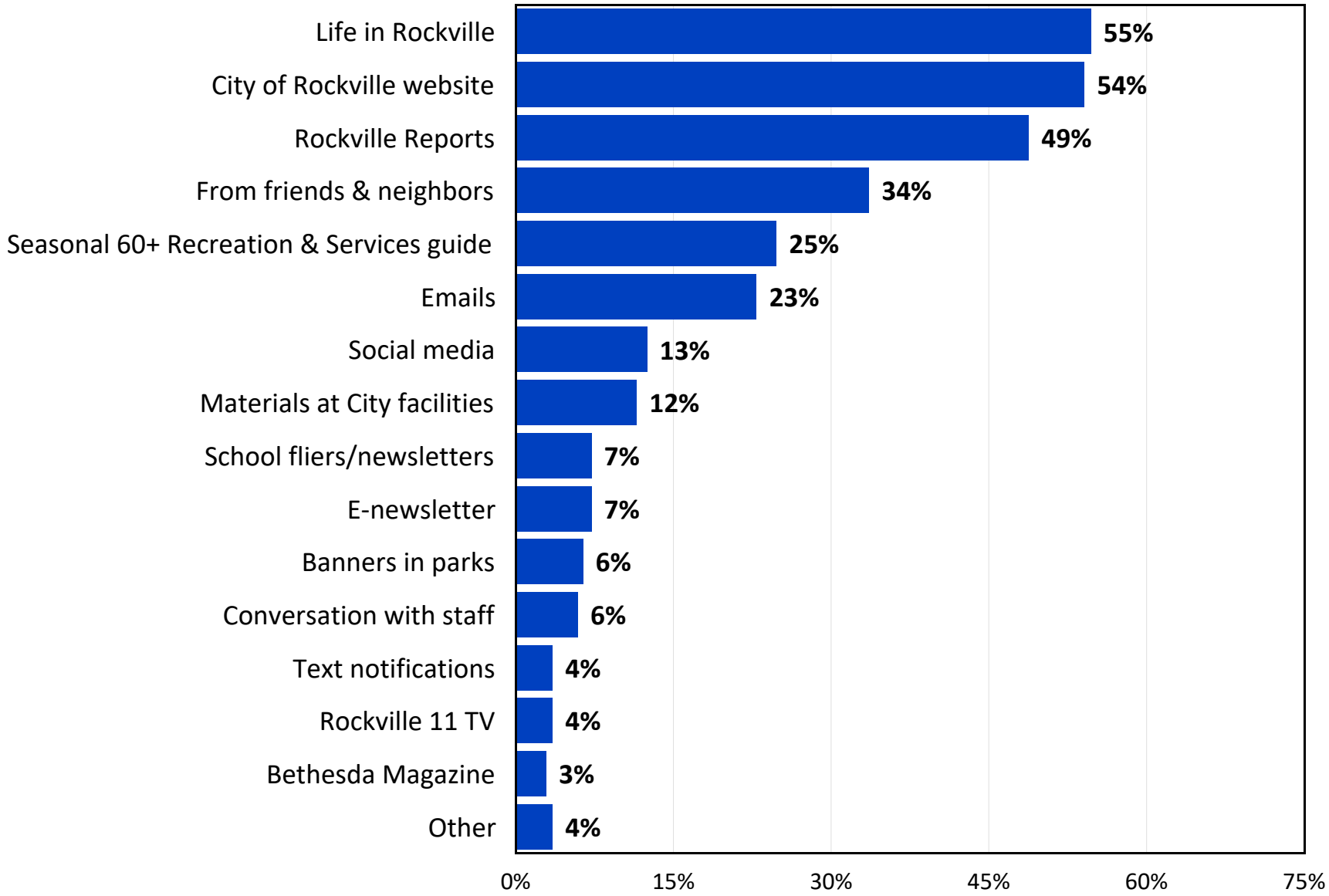
by percentage of respondents



Source: ETC Institute (2019)

Q5. How do you learn about City of Rockville Department of Recreation and Parks programs and activities?

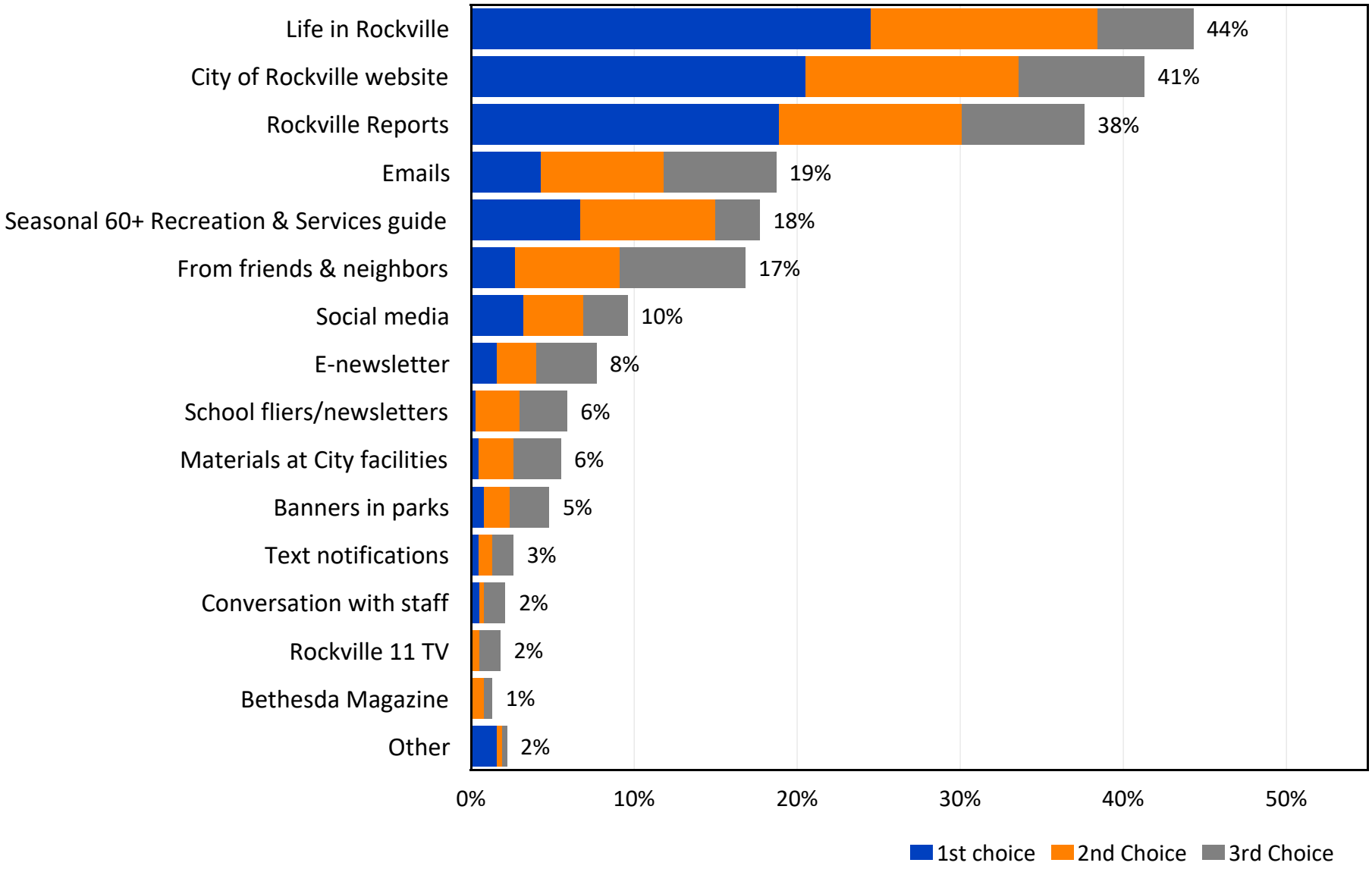
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q6. What is your most preferred way to learn about City of Rockville Department of Recreation and Parks programs and activities?

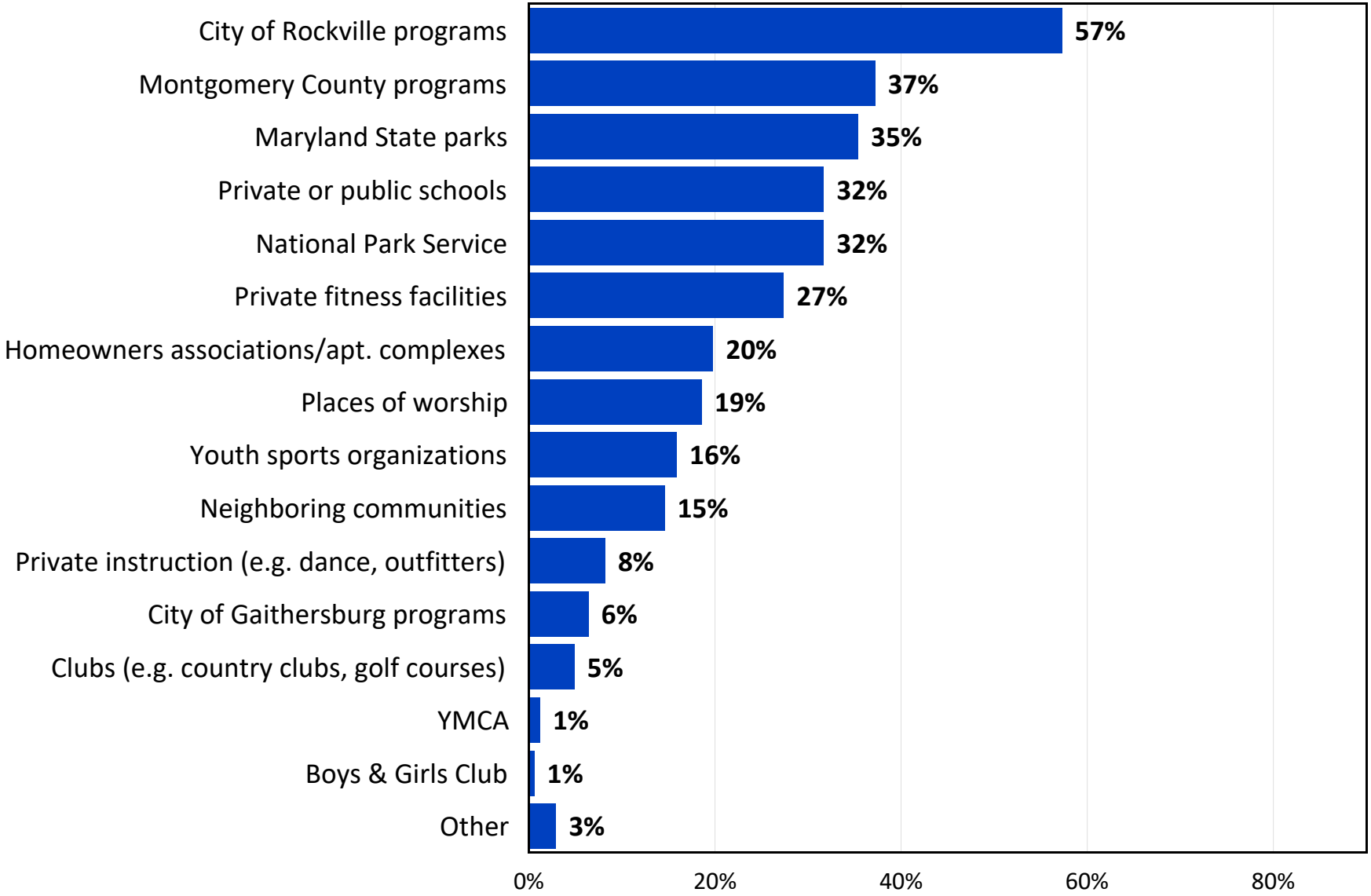
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2019)

Q7.What organizations do you and members of your household use for parks and recreation programs, services, and facilities?

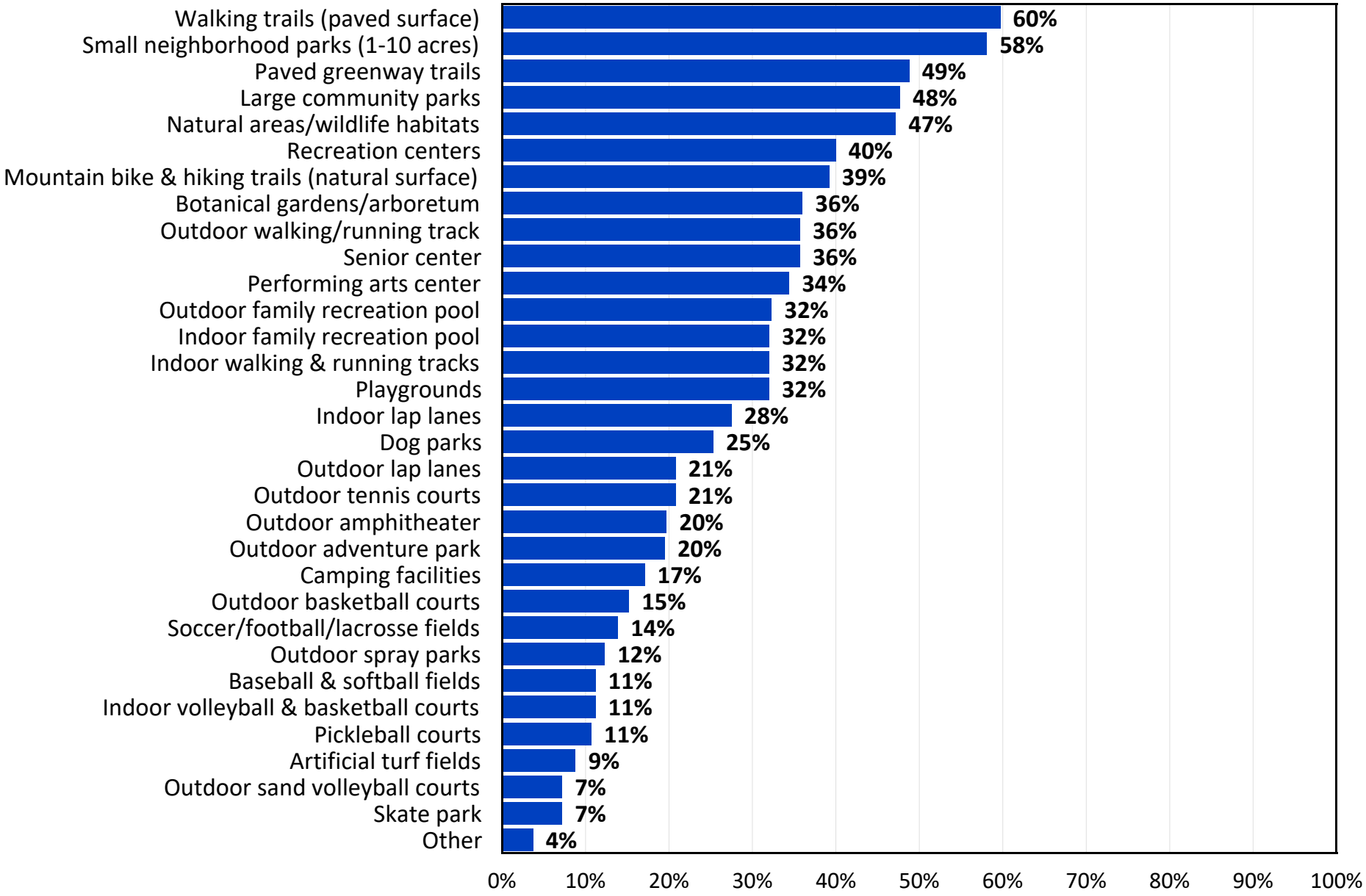
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q8. Facilities/Amenities Respondent Households Have a Need For

by percentage of respondents

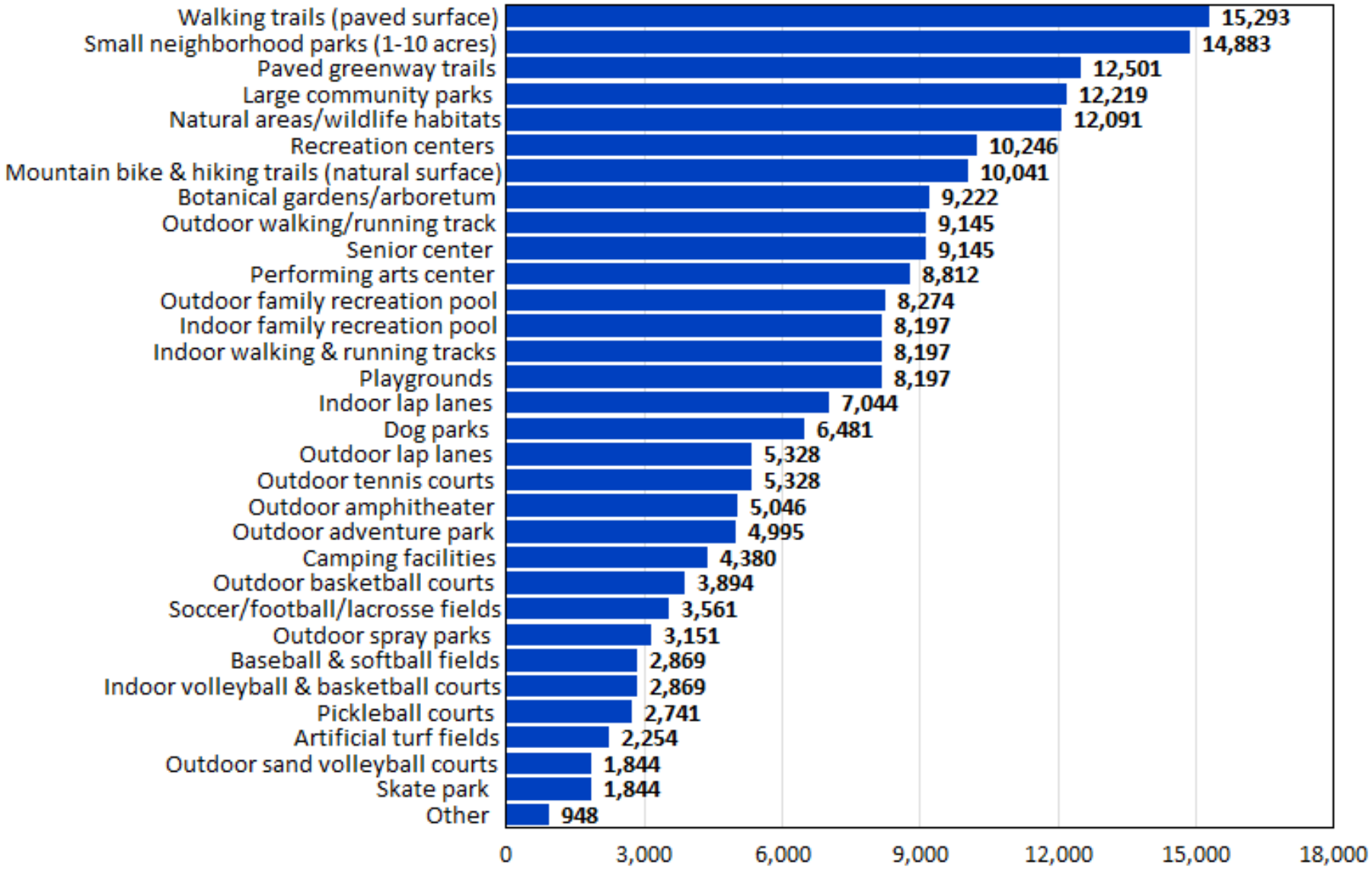


Source: ETC Institute (2019)

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2-

Q8-1. Estimated Number of Households That Have a Need for Various Facilities/Amenities

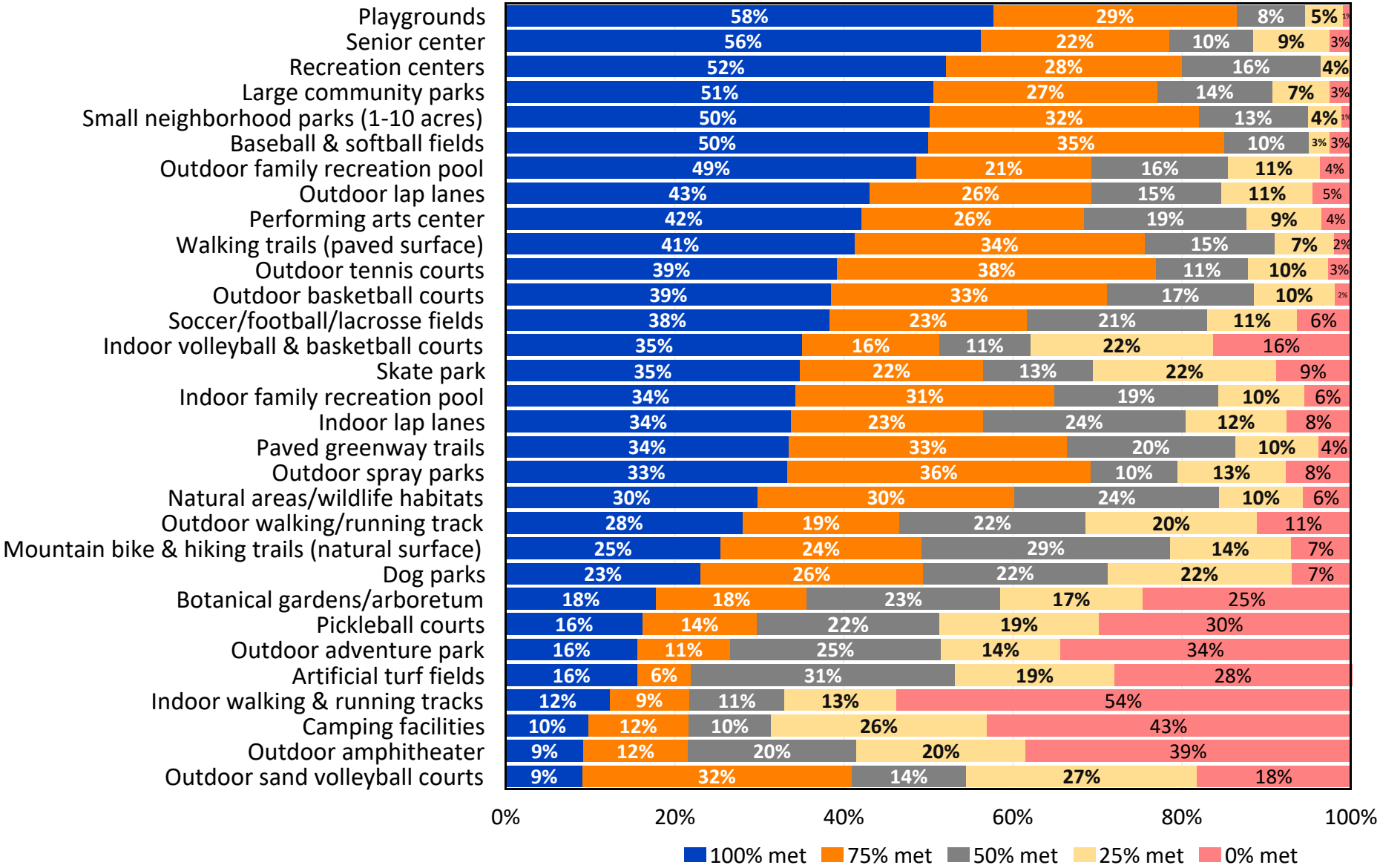
ESRI estimates for # of households for the Facility Needs (25,616 Total Households)



Source: ETC Institute (2019)

Q8-2. How Well Facilities/Amenities Meet the Needs of Respondent Households

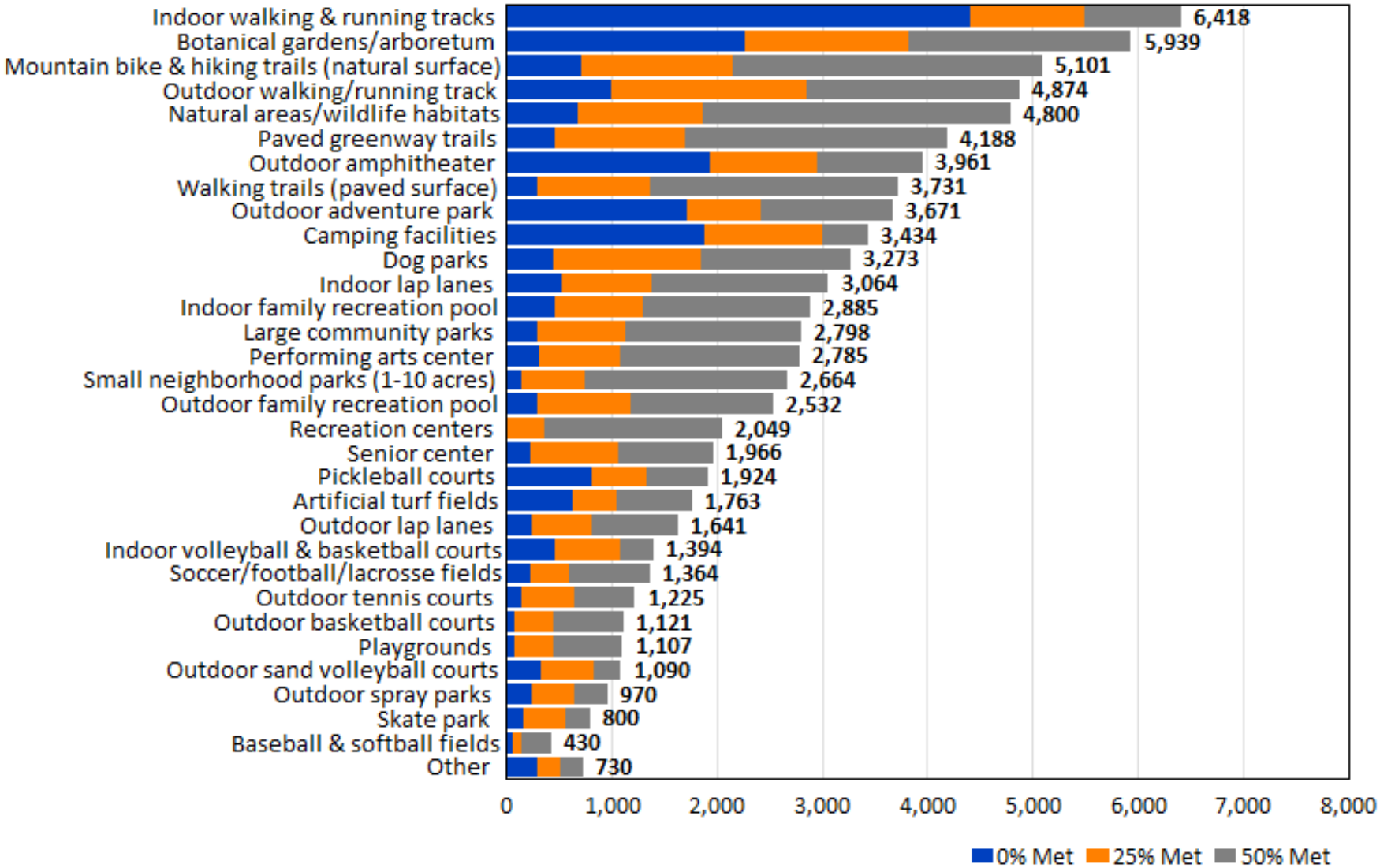
by percentage of respondents with a need for facilities



Source: ETC Institute (2019)

Q8-3. Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Met 50% or Less

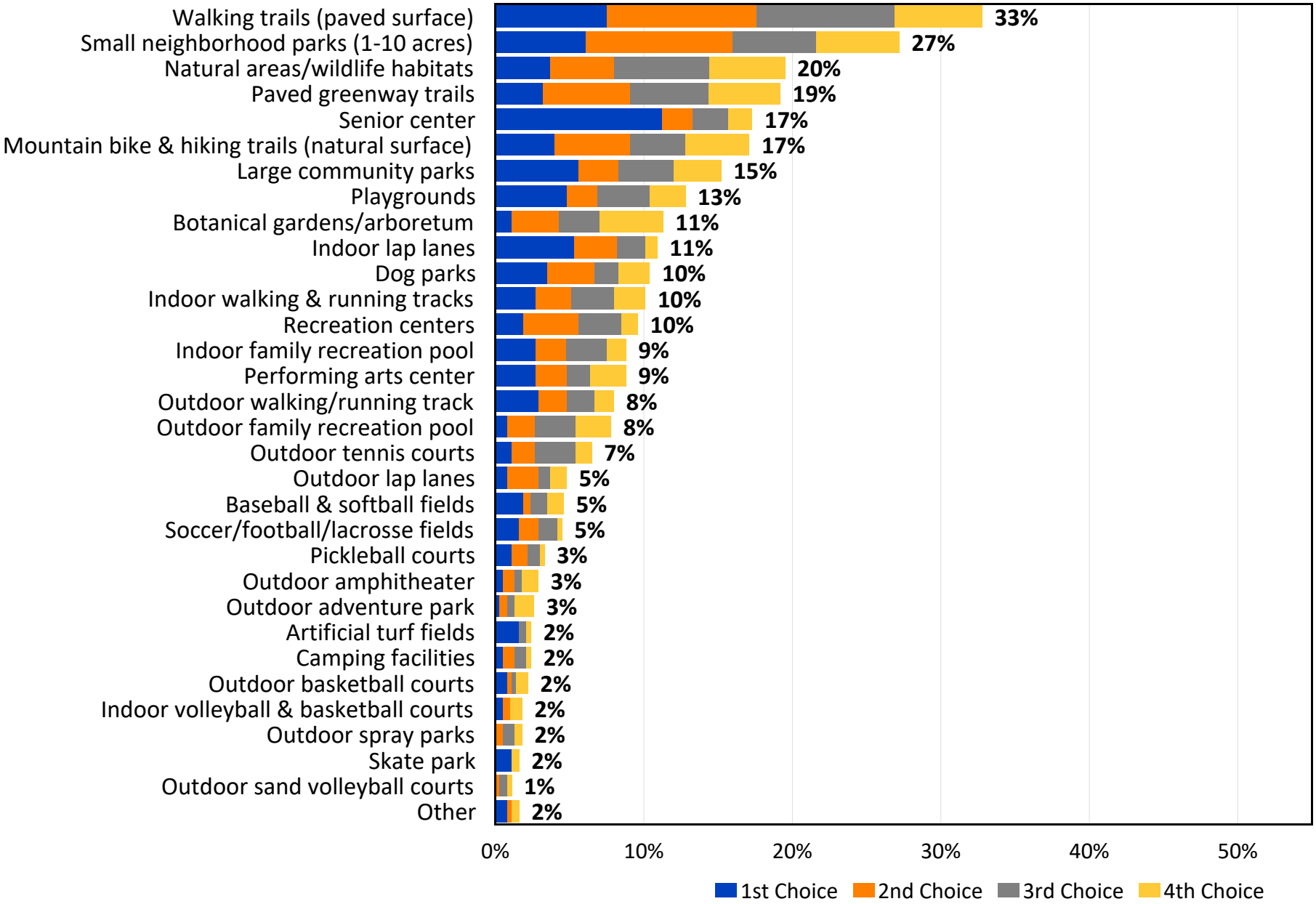
ESRI estimates for # of households for the Facility Unmet Needs (25,616 Total Households)



Source: ETC Institute (2019)

Q9. Facilities/Amenities That Are Most Important to Households

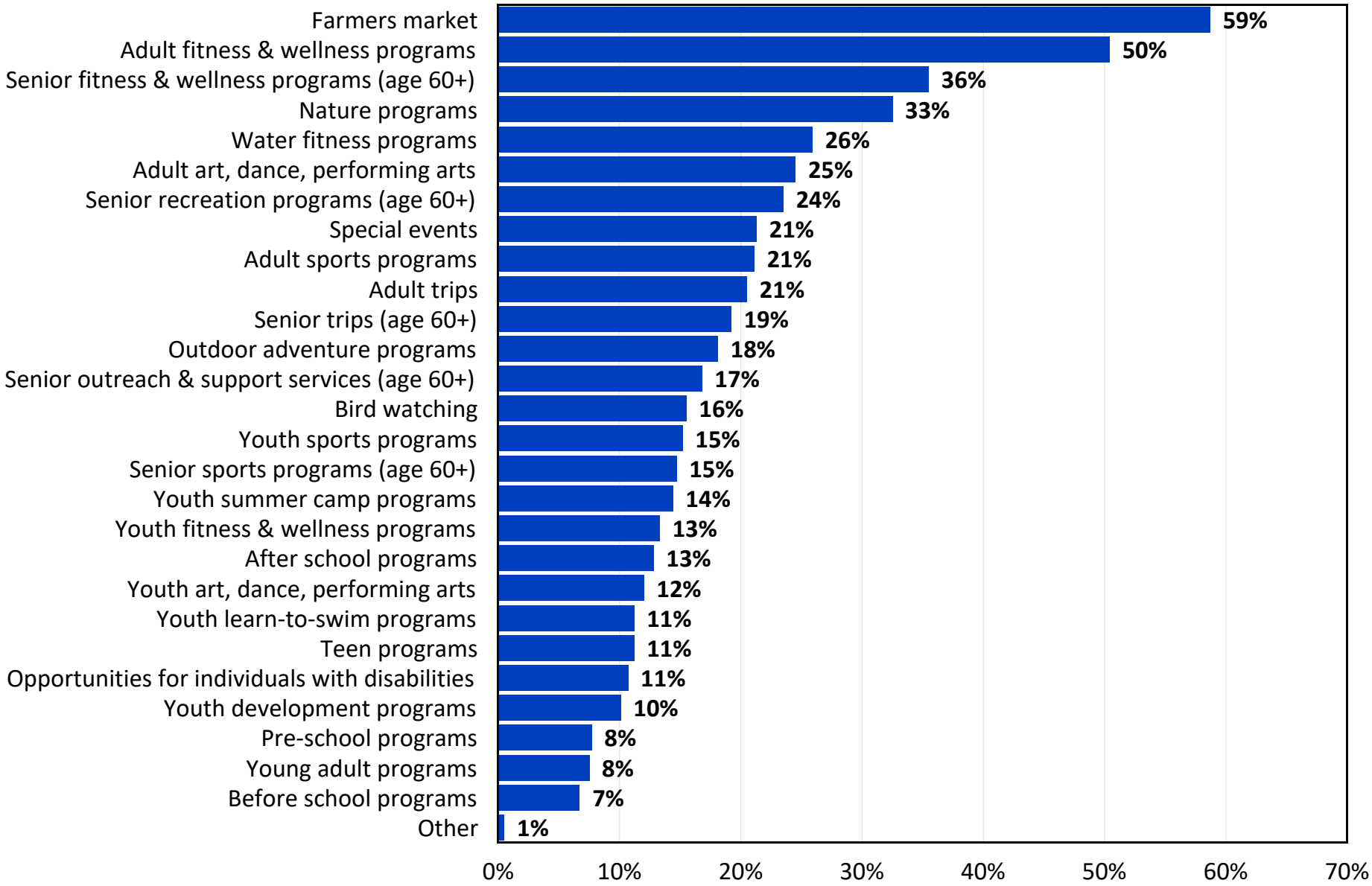
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

Q10. Programs/Activities Respondent Households Have a Need For

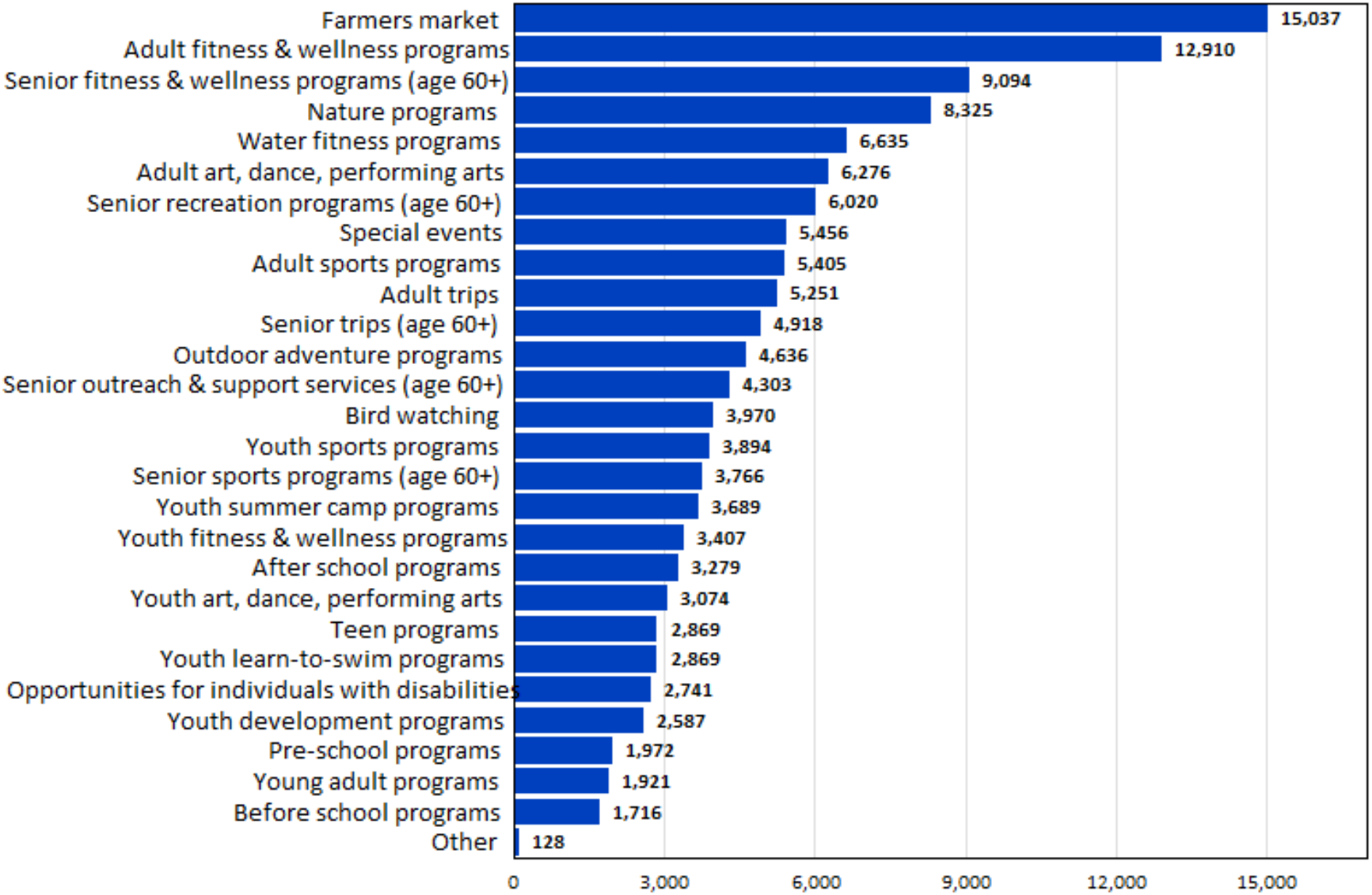
by percentage of respondents



Source: ETC Institute (2019)

Q10-1. Estimated Number of Households That Have a Need for Various Programs/Activities

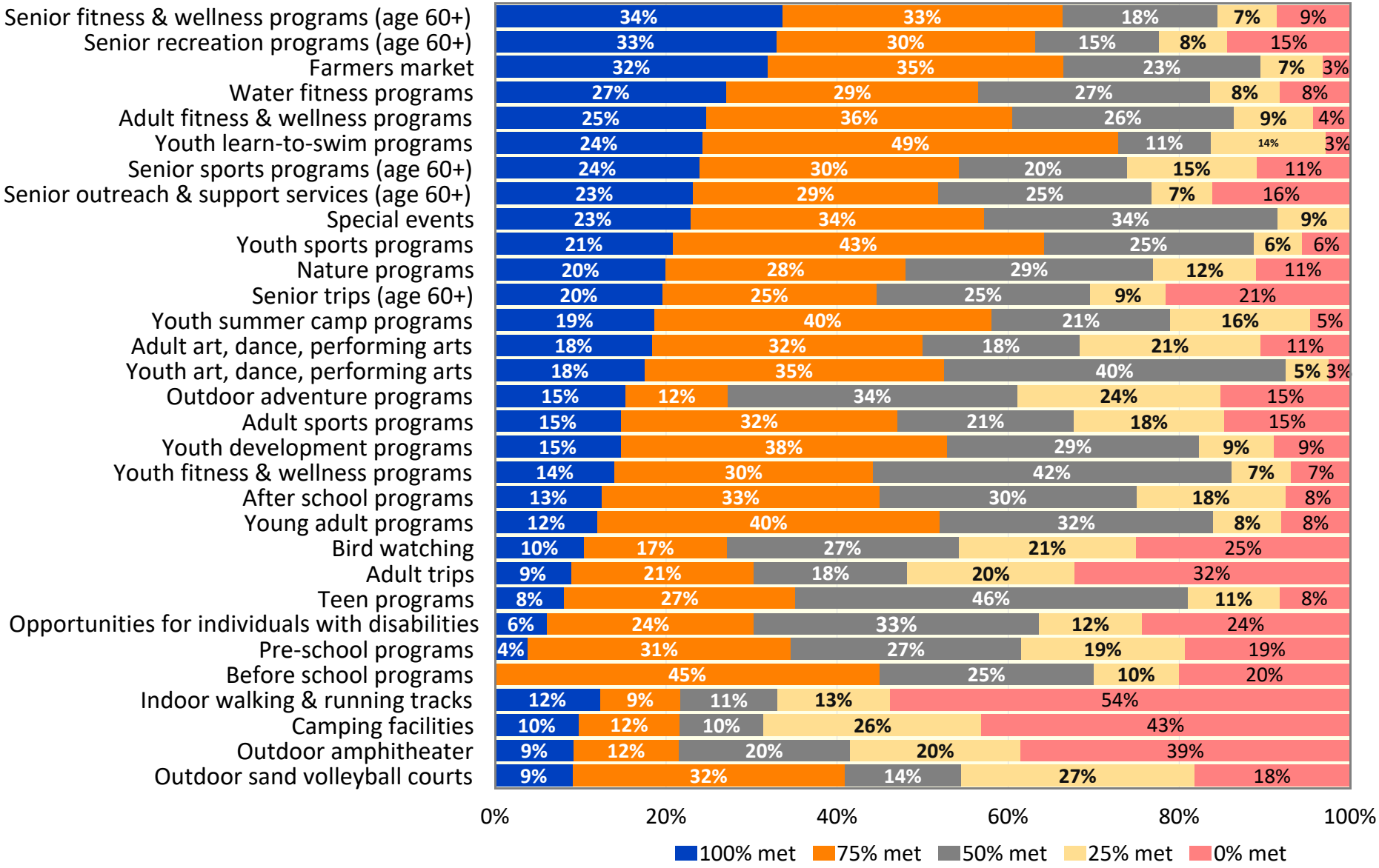
ESRI estimates for # of households for the Program Needs(25,616 Total Households)



Source: ETC Institute (2019)

Q10-2. How Well Programs Meet the Needs of Respondent Households

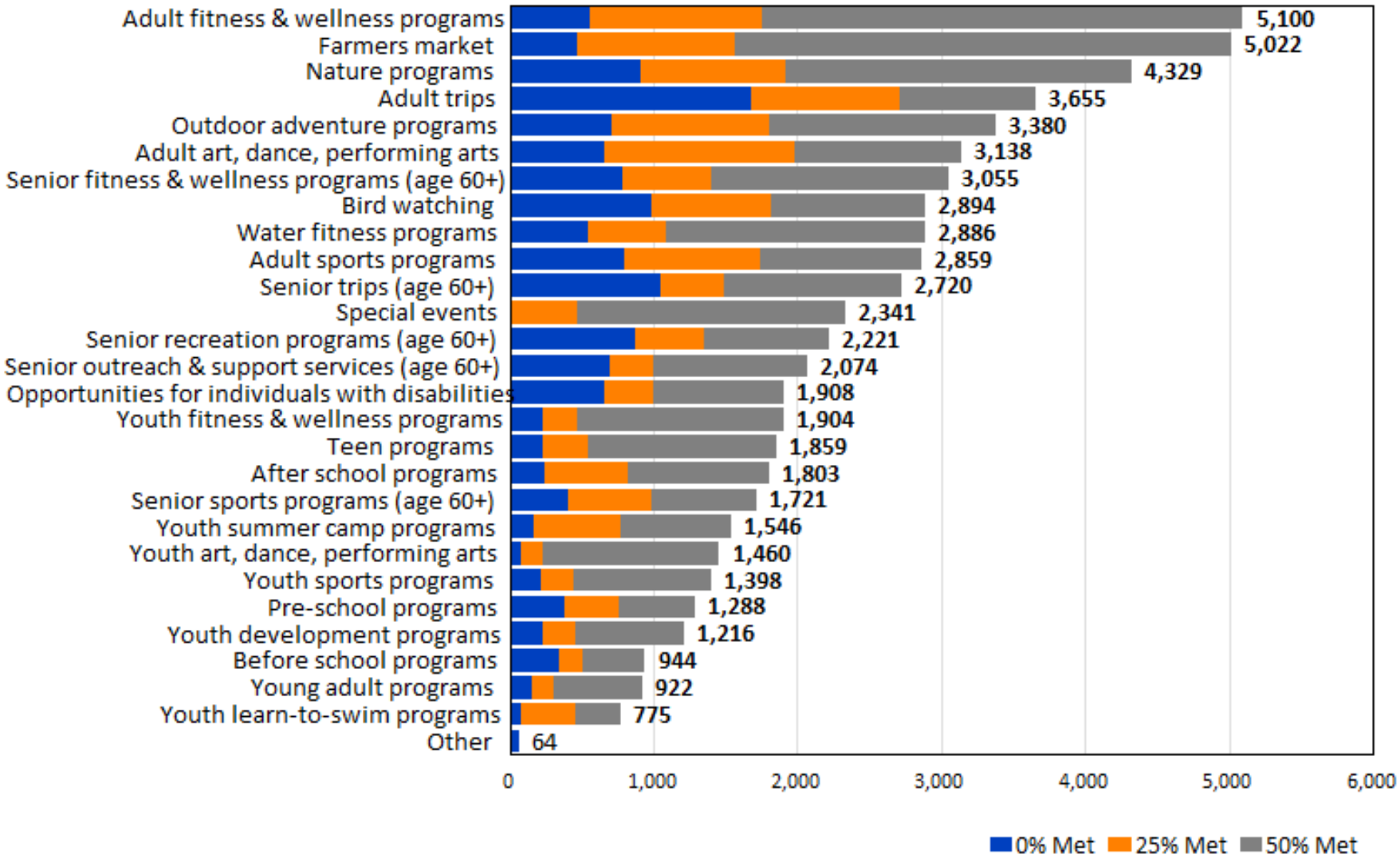
by percentage of respondents with a need for facilities



Source: ETC Institute (2019)

Q10-3. Estimated Number of Households Whose Needs for Programs/Activities Are Being Met 50% or Less

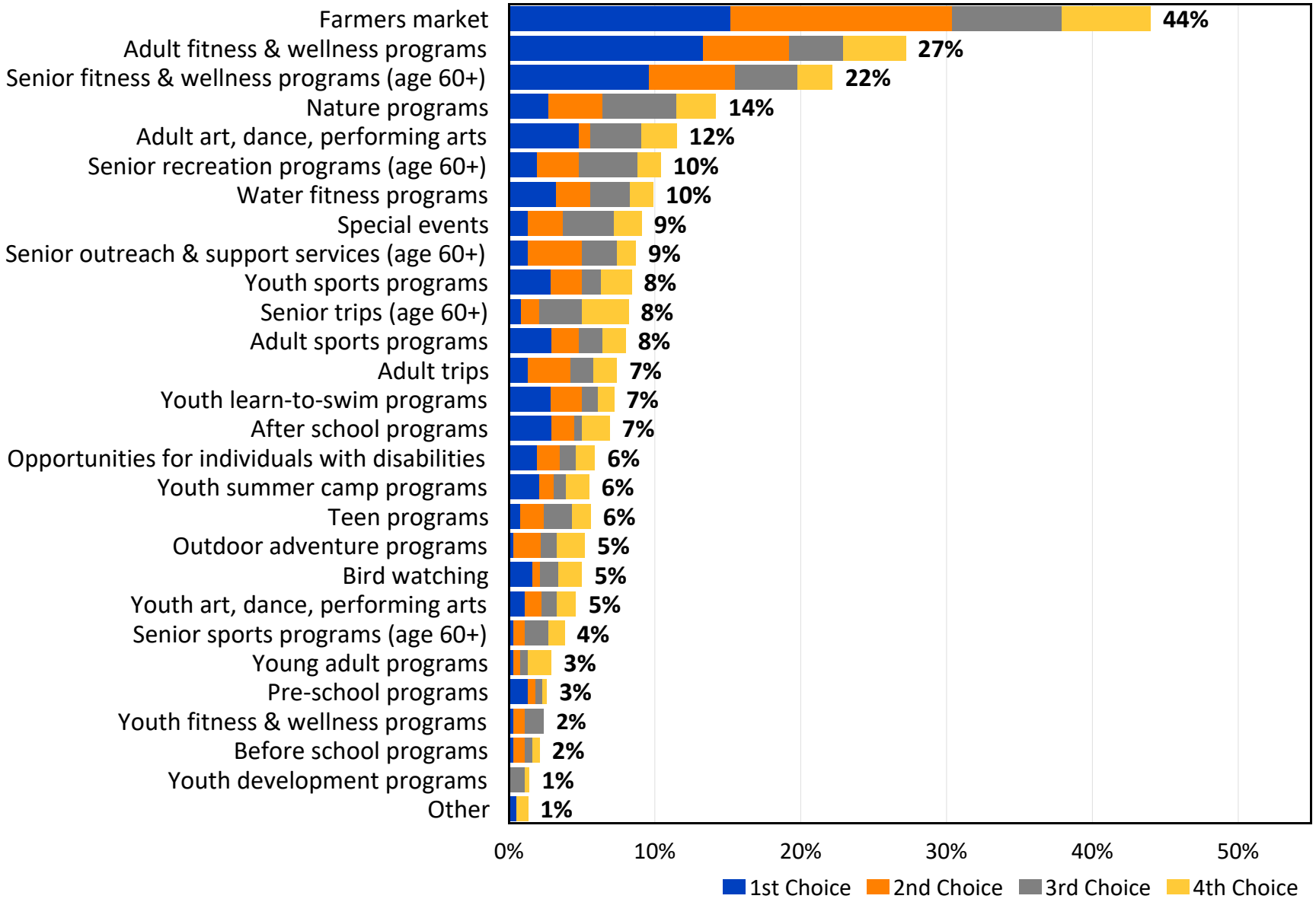
ESRI estimates for # of households for the Program Unmet Needs (25,616 Total Households)



Source: ETC Institute (2019)

Q11.Which programs/activities are most important to your household?

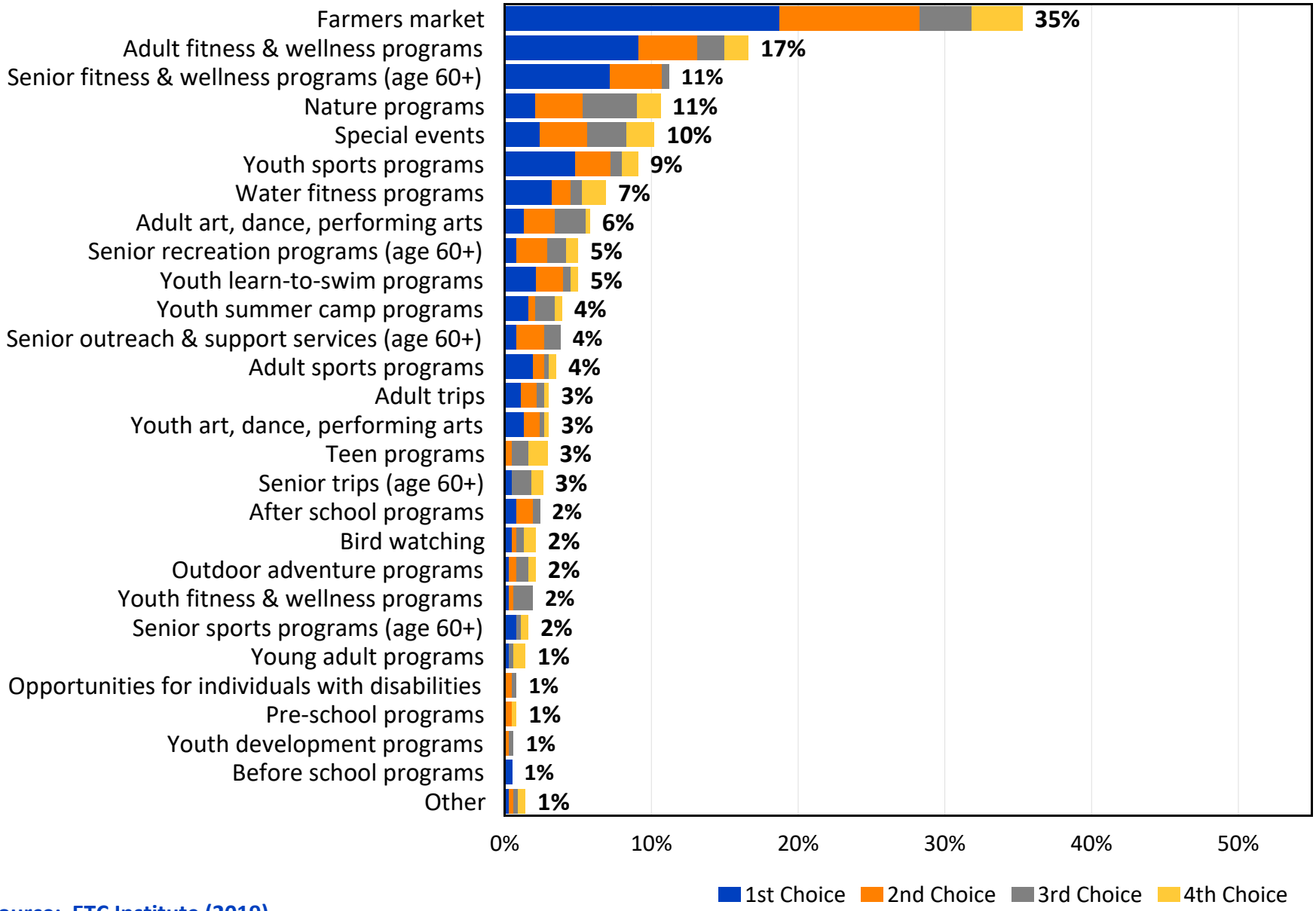
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

Q12. Which programs/activities do you currently participate in most often?

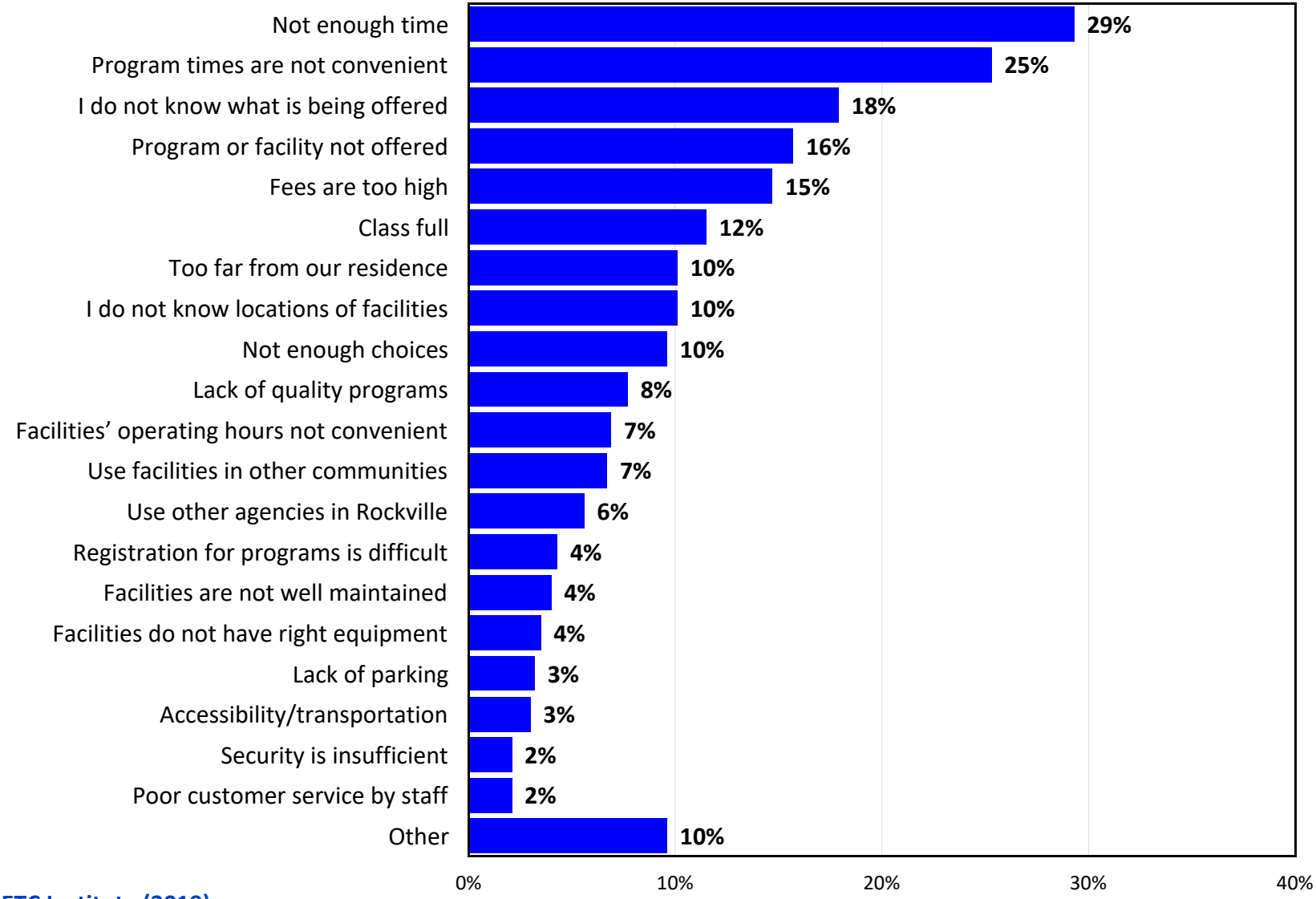
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

Q13. What reasons that prevent you or other members of your household from using parks, recreation facilities, and programs of the City of Rockville Department of Recreation and Parks more often.

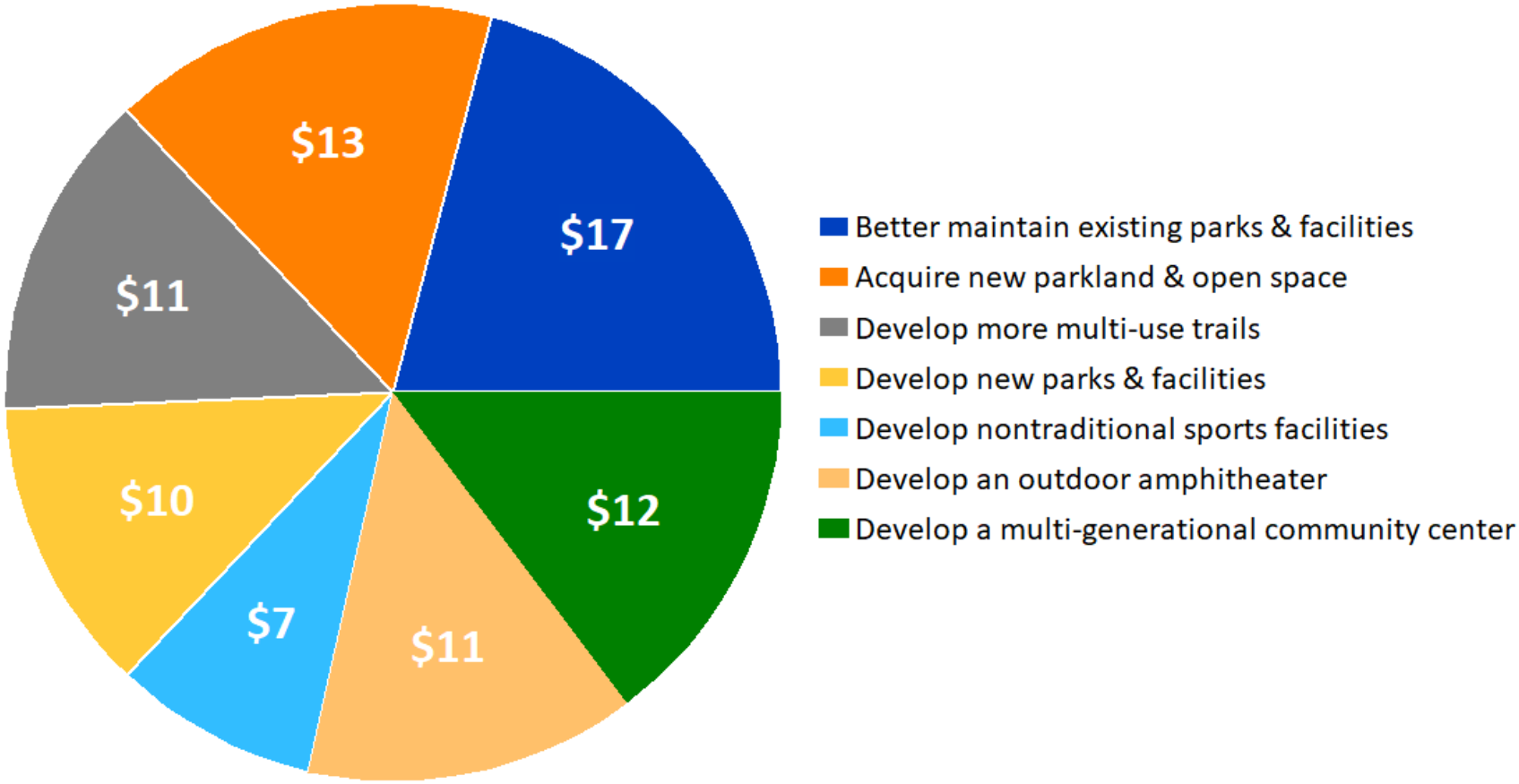
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q14. If you had an additional $100, how would you allocate the funds among the Recreation and Parks categories listed below?

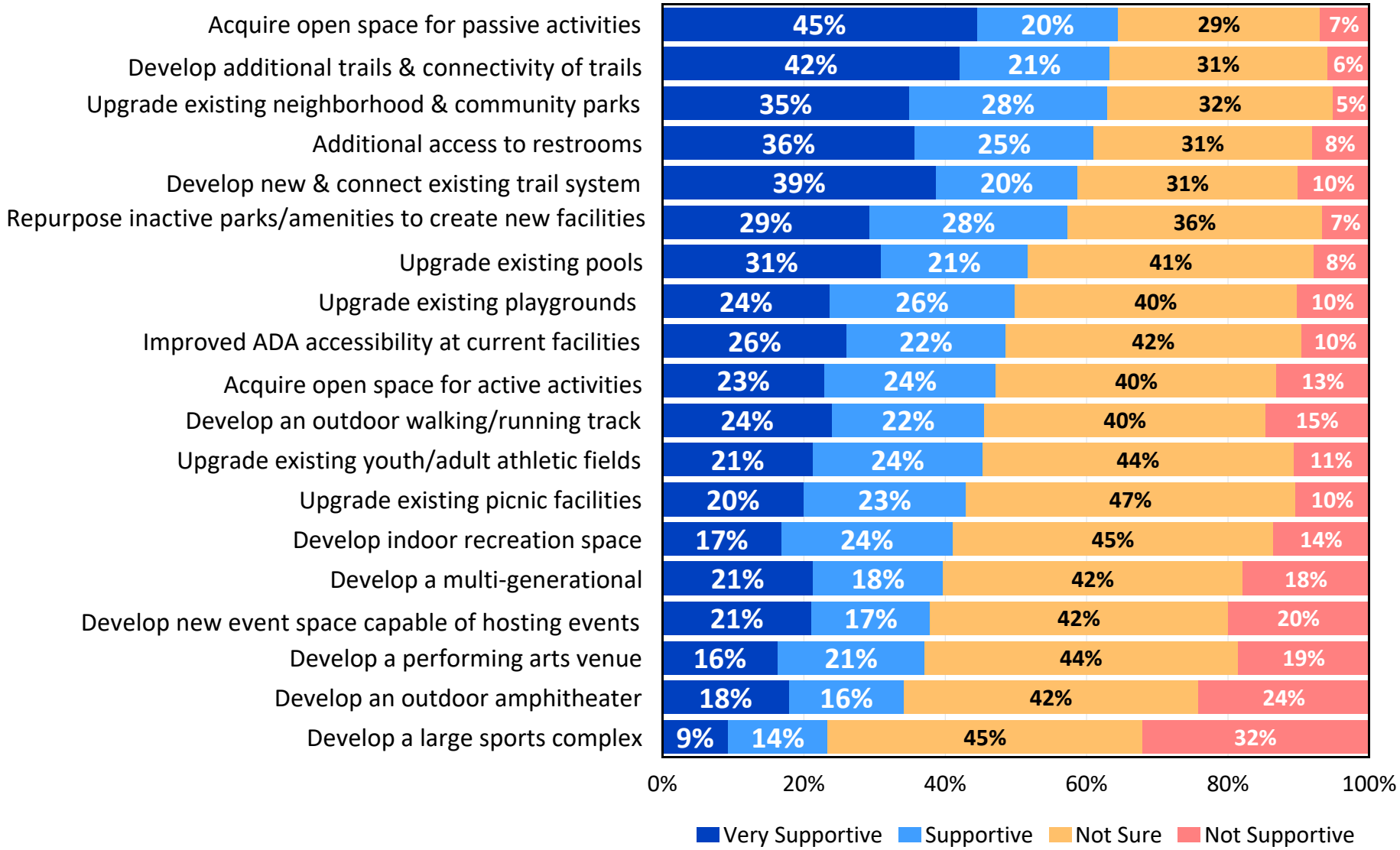
by percentage of respondents



Source: ETC Institute (2019)

Q15. How supportive you would be of each of the following major actions that the City of Rockville could take to improve the Recreation and Parks system?

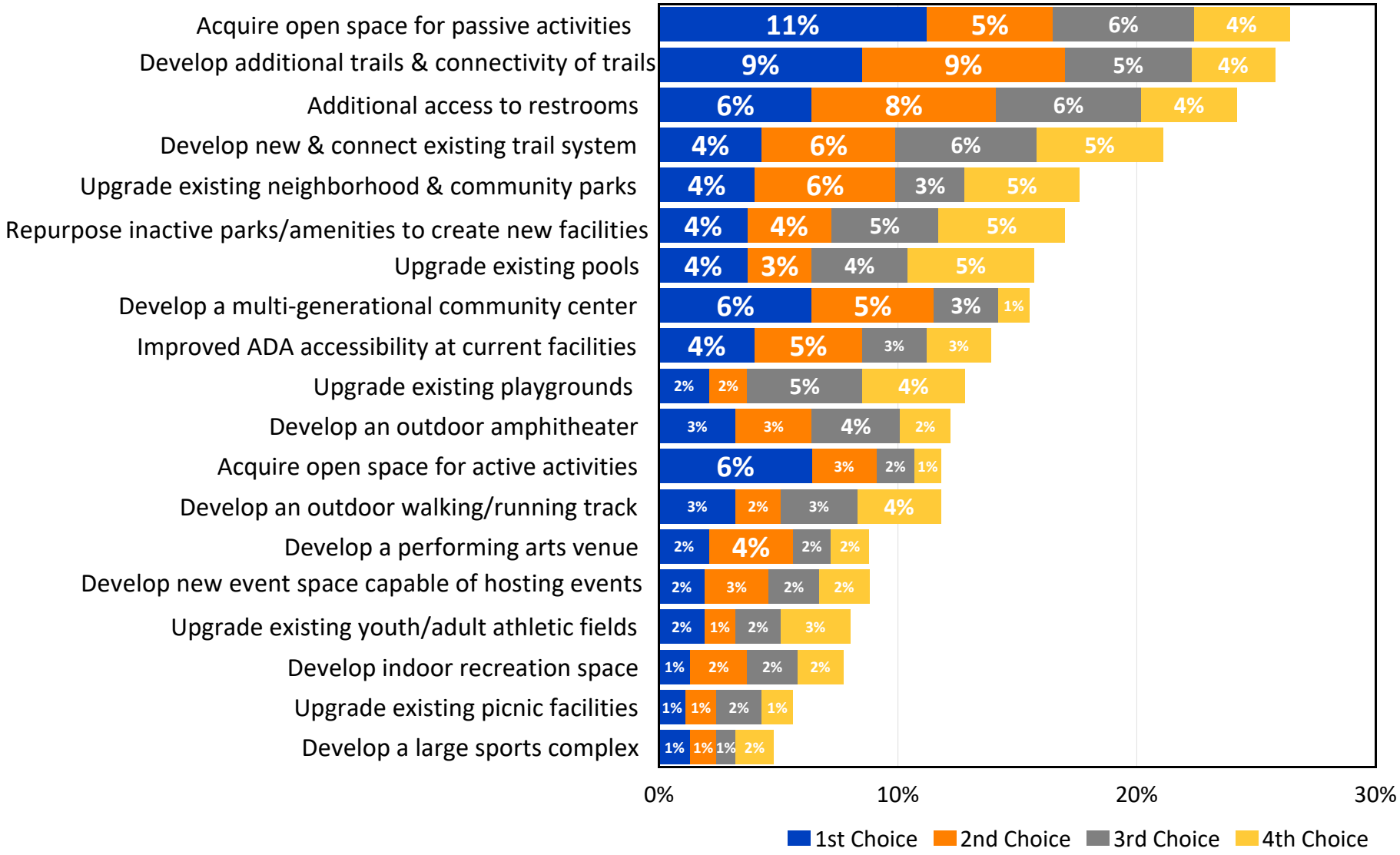
by percentage of respondents



Source: ETC Institute (2019)

Q16. Which major actions that the City of Rockville could take to improve the Recreation and Parks system would you be most willing to fund with your tax dollars?

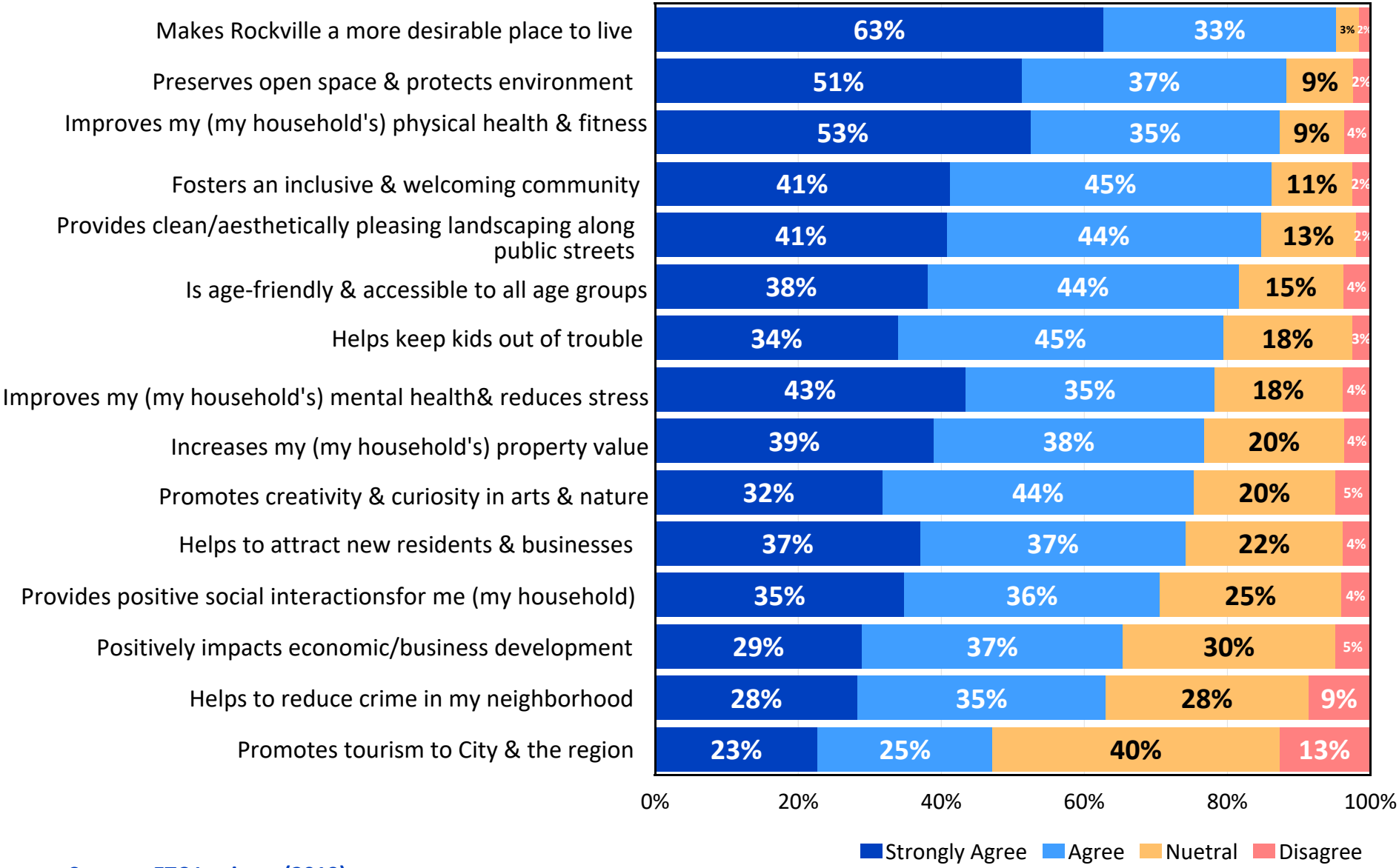
by percentage of respondents



Source: ETC Institute (2019)

Q17. Level of agreement for potential benefits of the City of Rockville's Recreation and Park system.

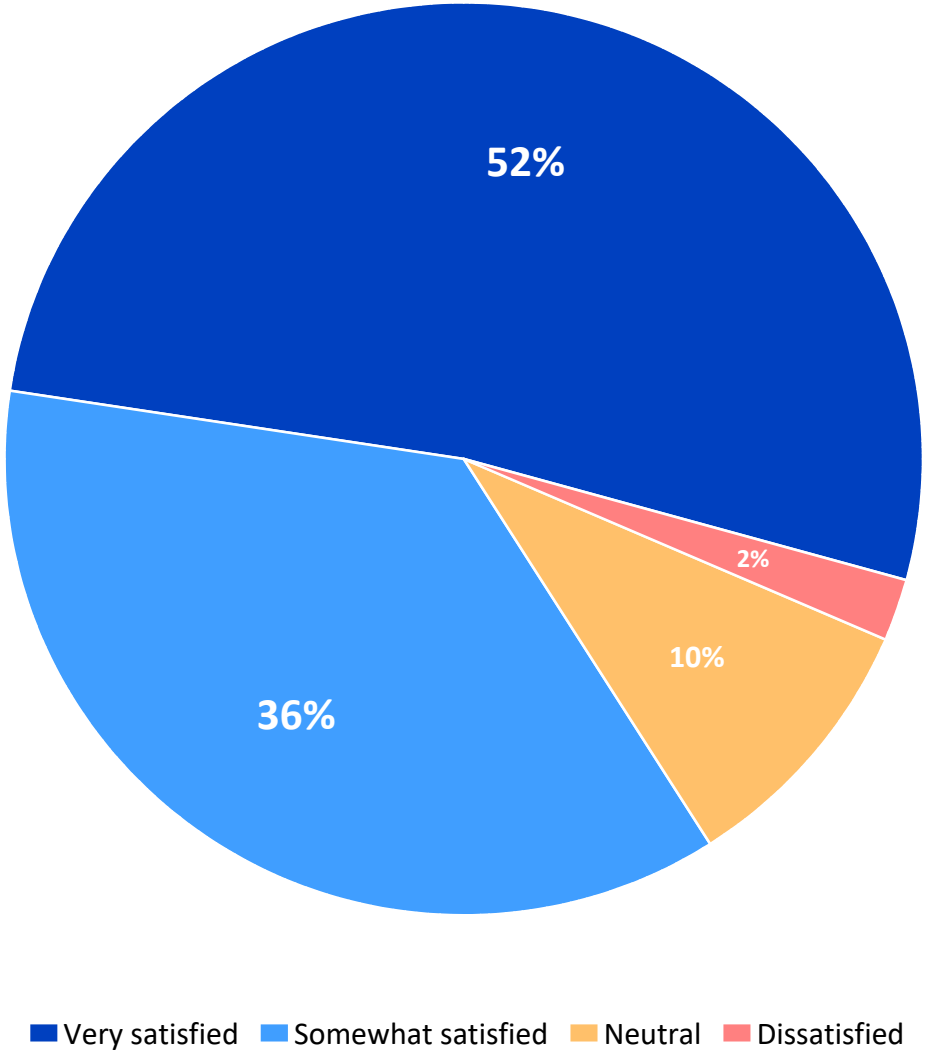
by percentage of respondents



Source: ETC Institute (2019)

Q18. Level of Satisfaction with Overall Value Households Received from The City of Rockville Department of Recreation and Parks

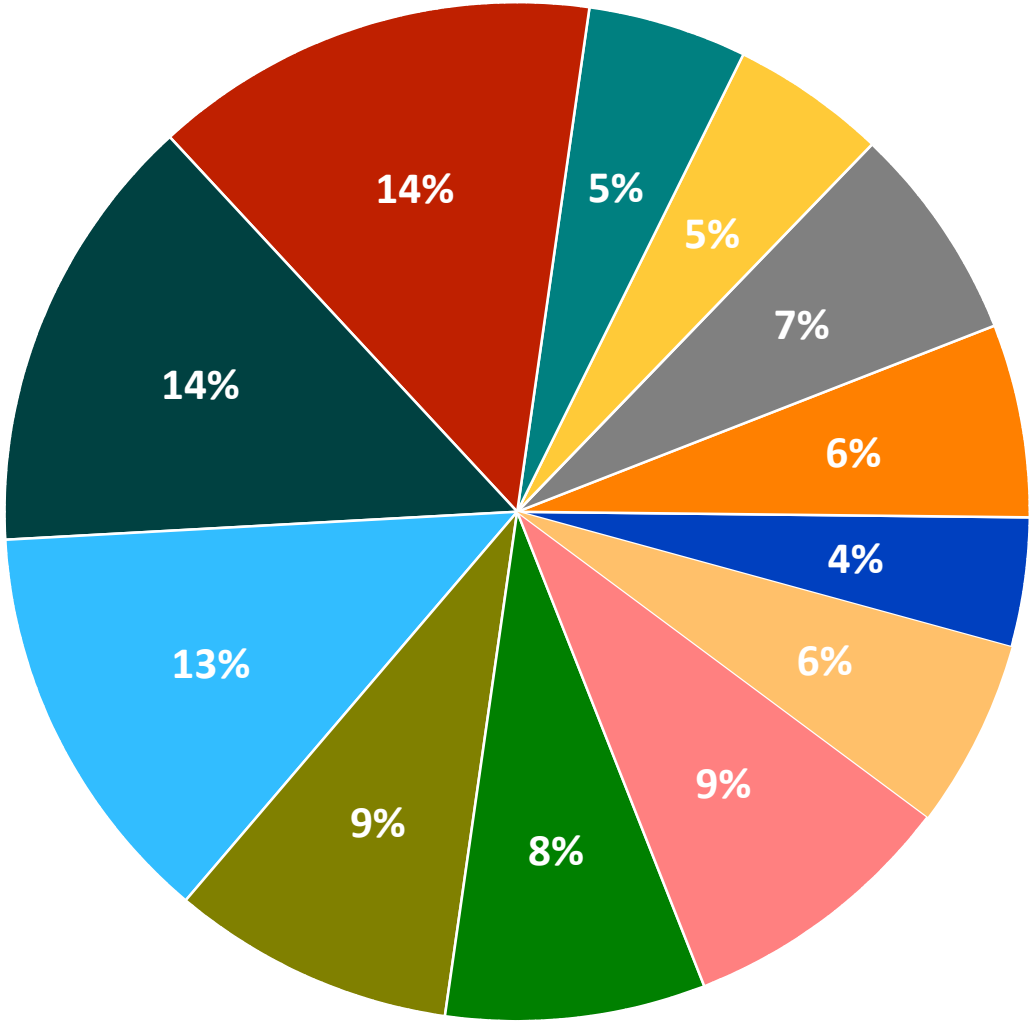
by percentage of respondents



Source: ETC Institute (2019)

Q19. Demographics: Ages of People in Household

by percentage of household occupants

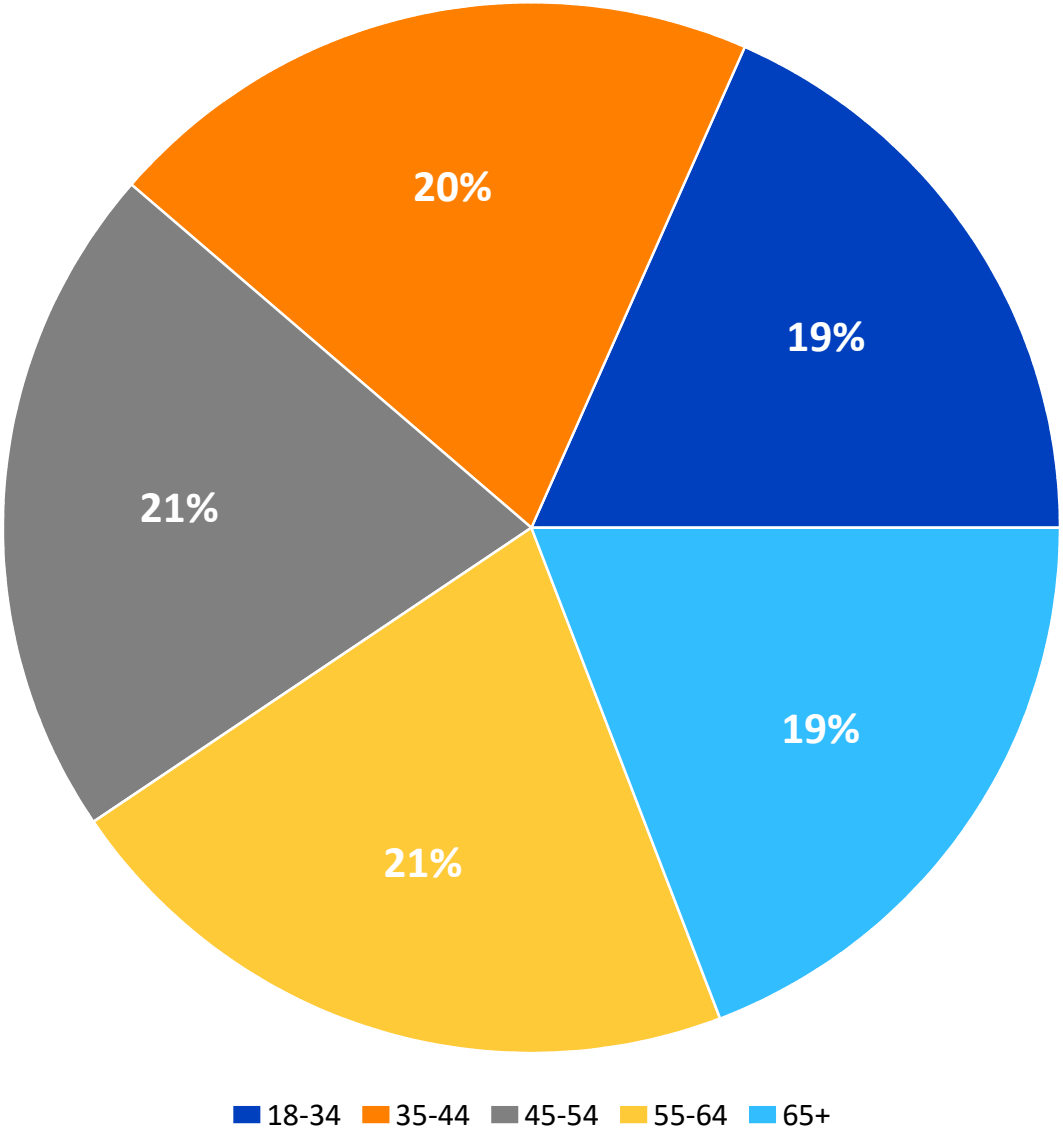


Under 5 years | 5-9 years | 10-14 years | 15-19 years | 20-24 years | 25-34 years
35-44 years | 45-54 years | 55-59 years | 60-64 years | 65-74 years | 75+ years

Source: ETC Institute (2019)

Q20. Demographics: What is your age?

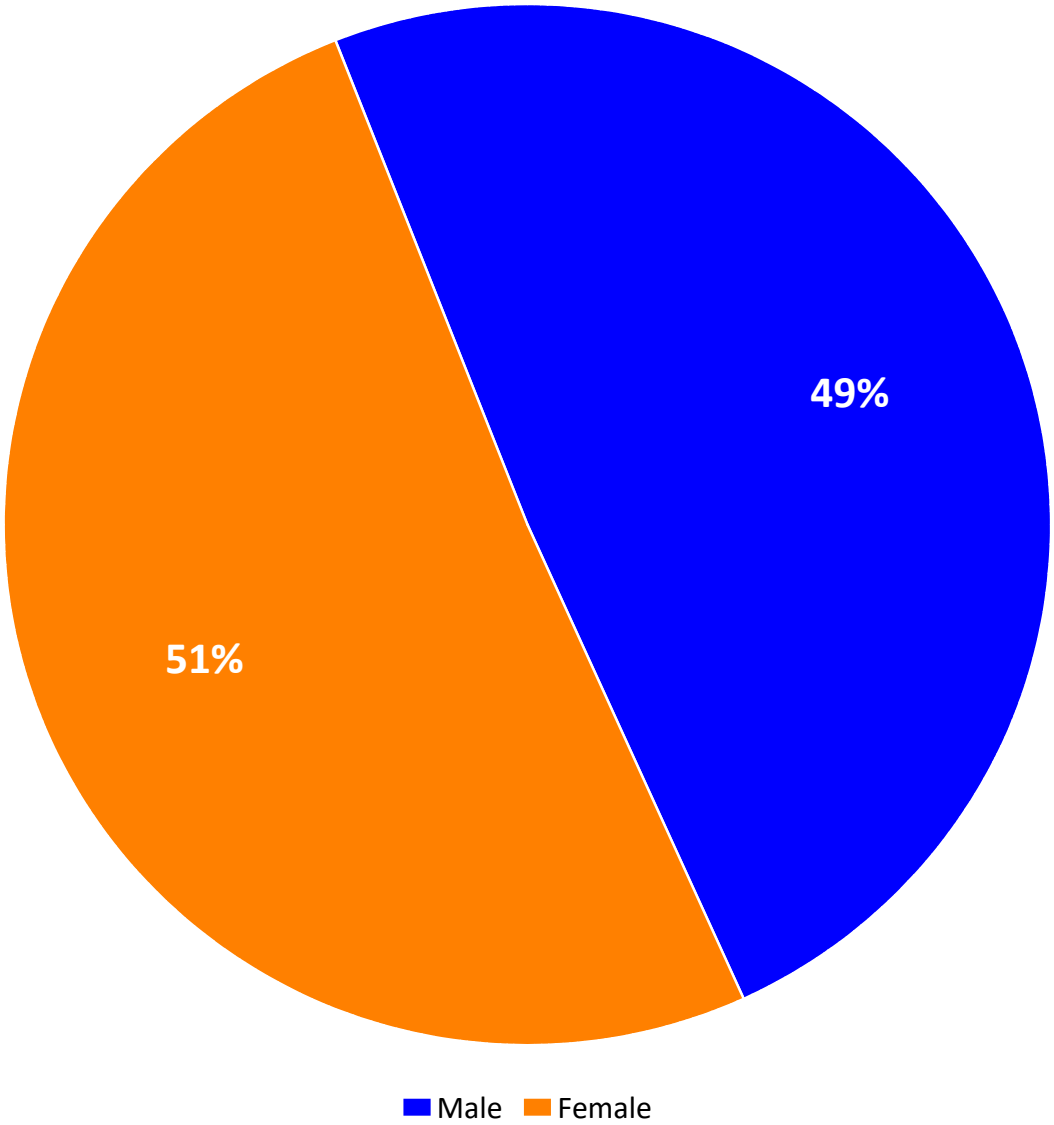
by percentage of respondents



Source: ETC Institute (2019)

Q21. Demographics: What is your gender?

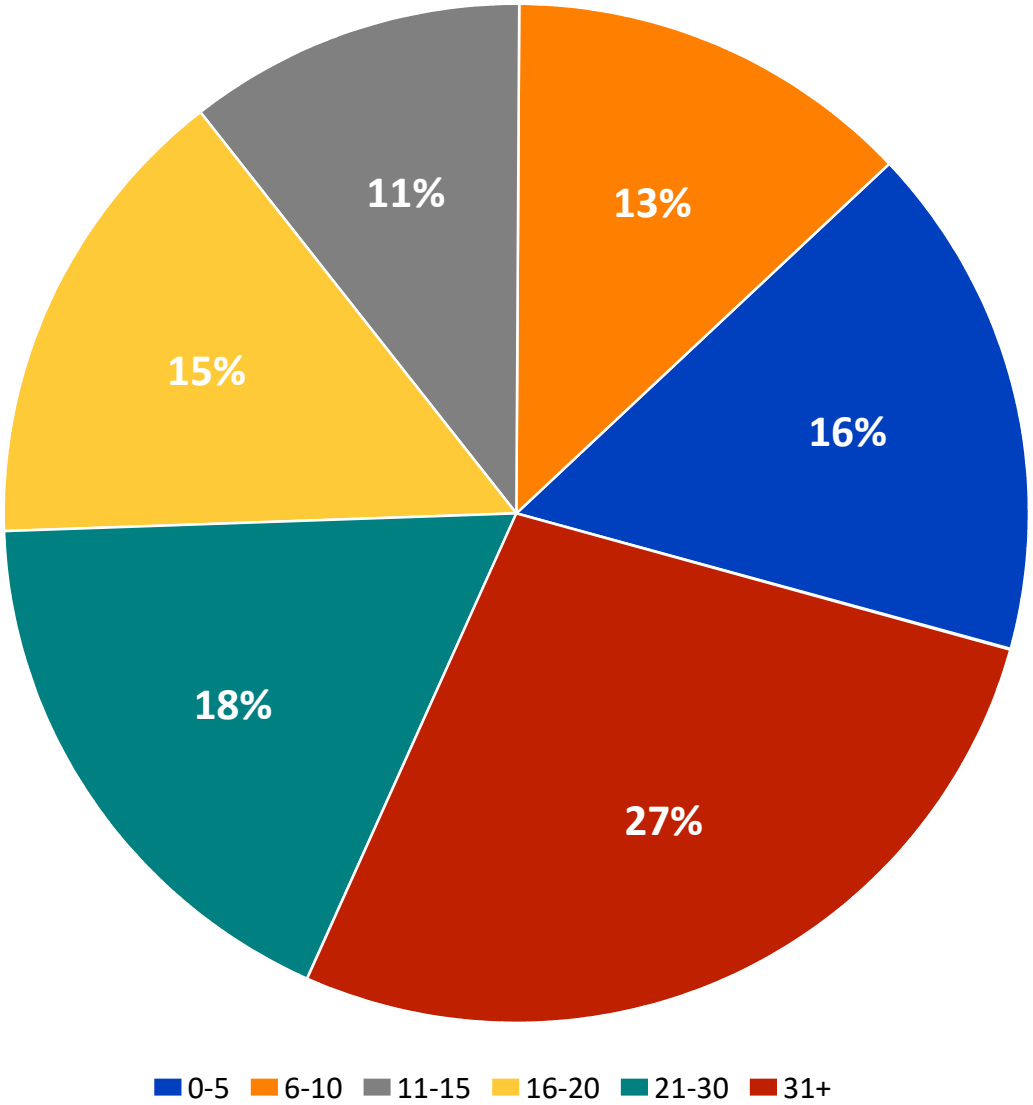
by percentage of respondents



Source: ETC Institute (2019)

Q22. Demographics: How many years have you lived in the City of Rockville?

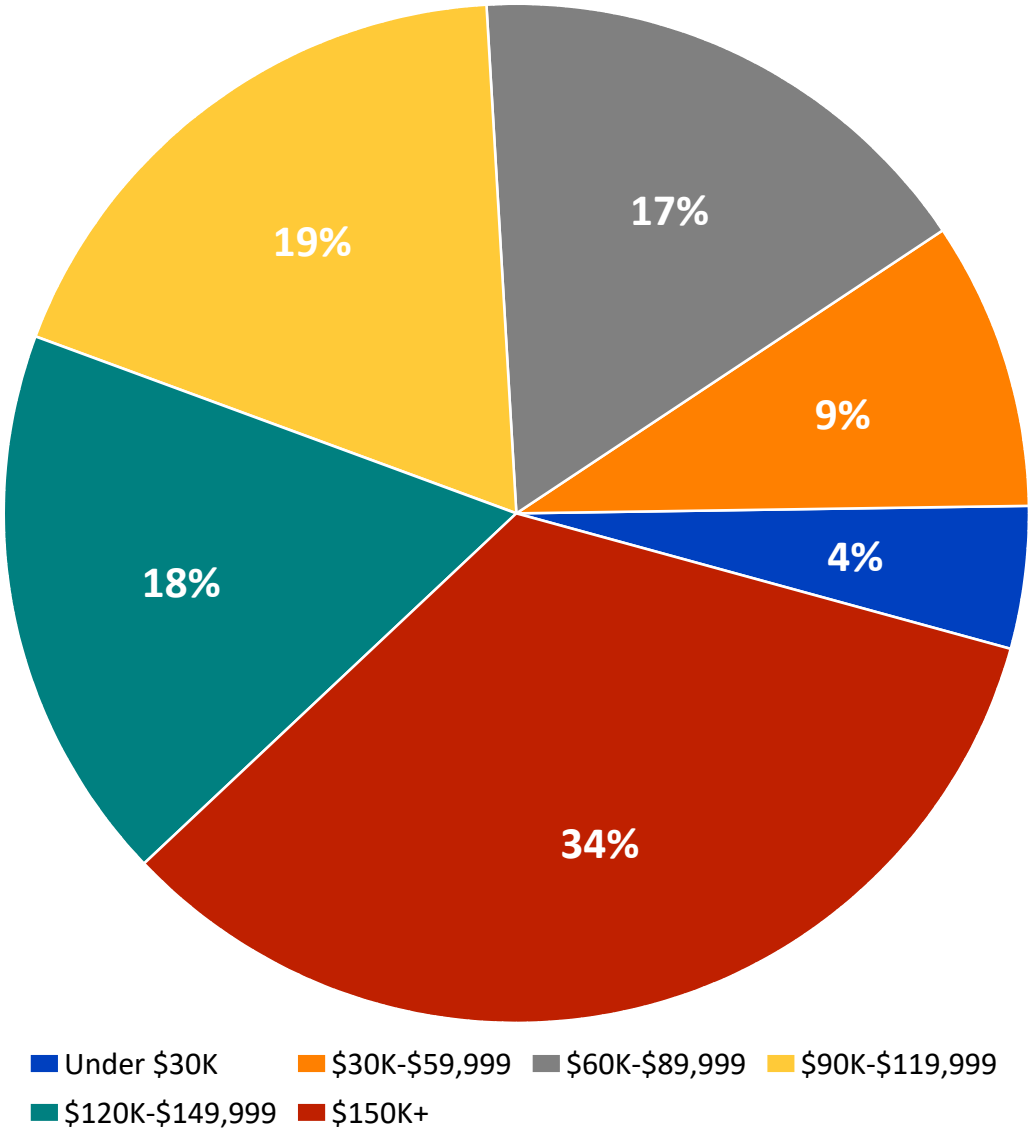
by percentage of respondents



Source: ETC Institute (2019)

Q23. Demographics: What is your household income?

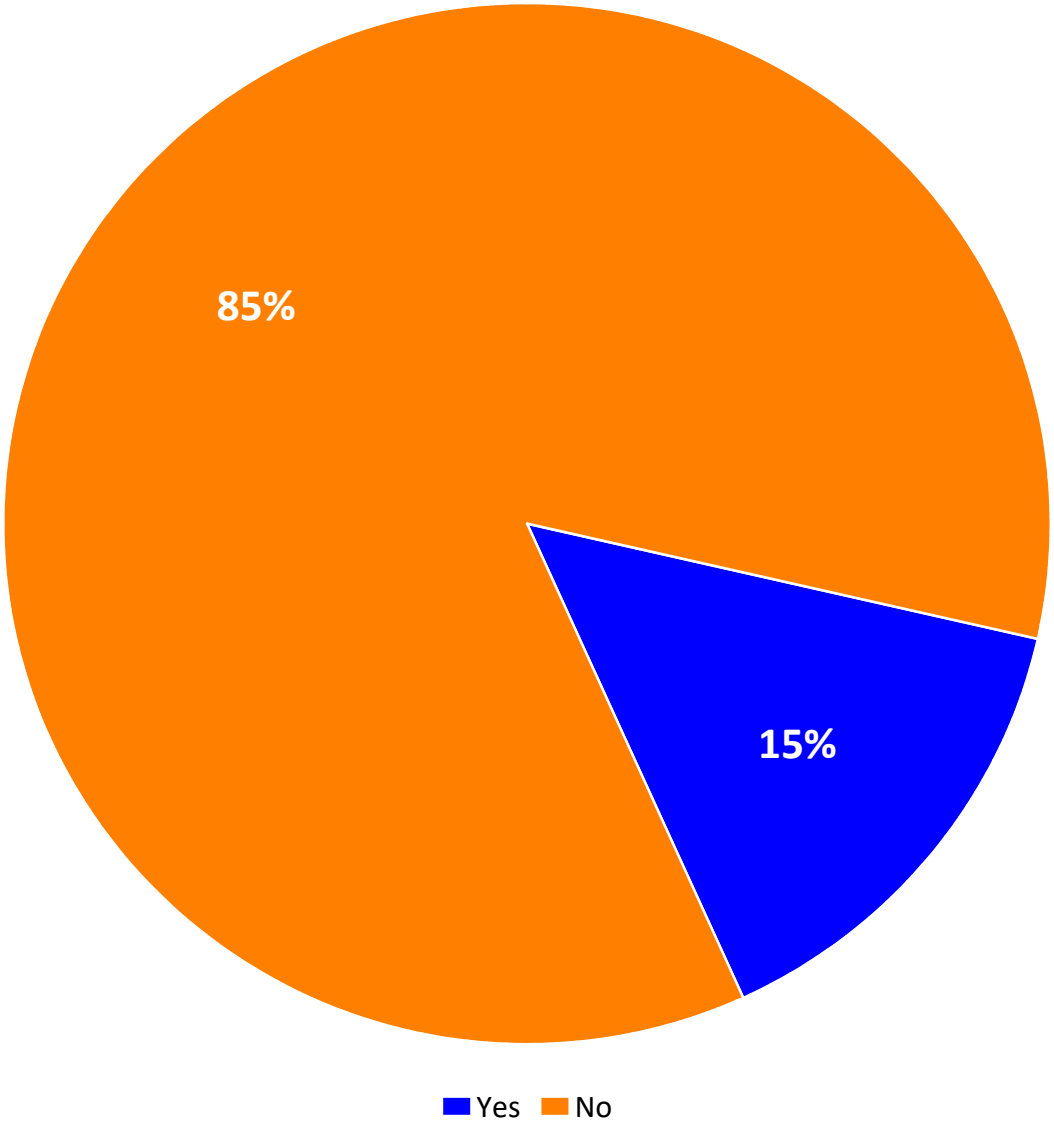
by percentage of respondents



Source: ETC Institute (2019)

Q24. Demographics: Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

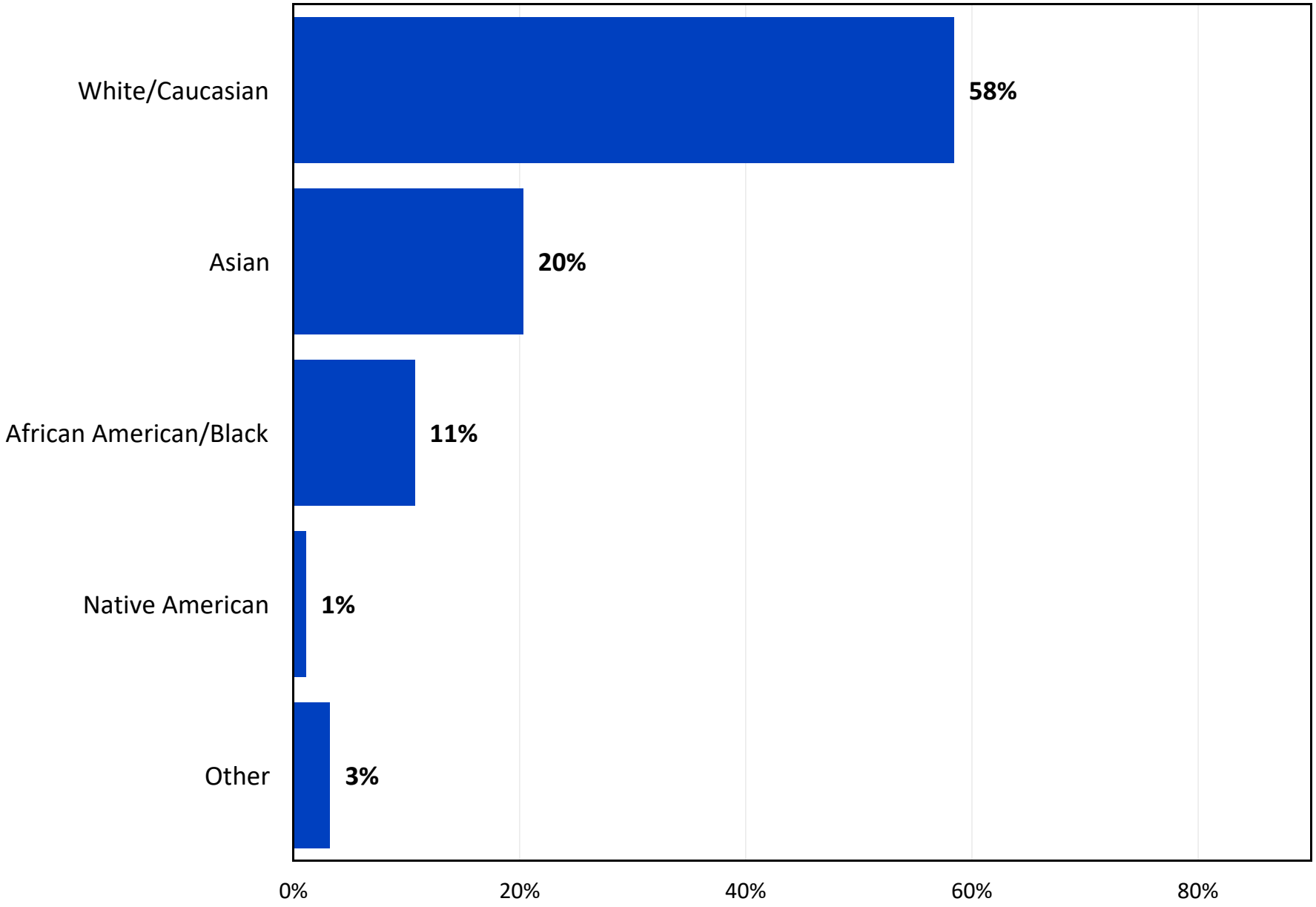
by percentage of respondents



Source: ETC Institute (2019)

Q25. Demographics:Which of the following best describes your race?

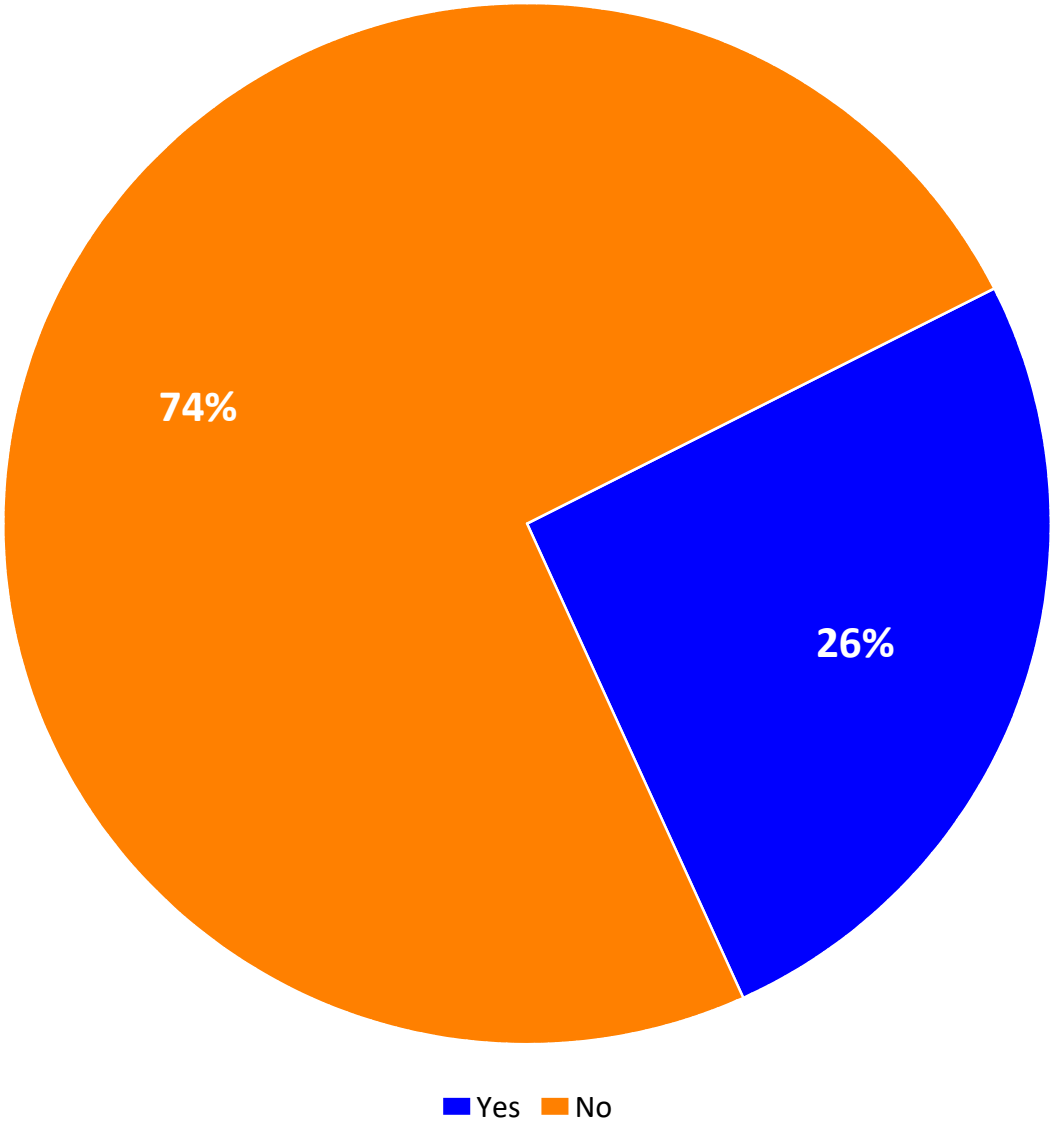
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q26. Demographics: Do you speak a language other than English at home?

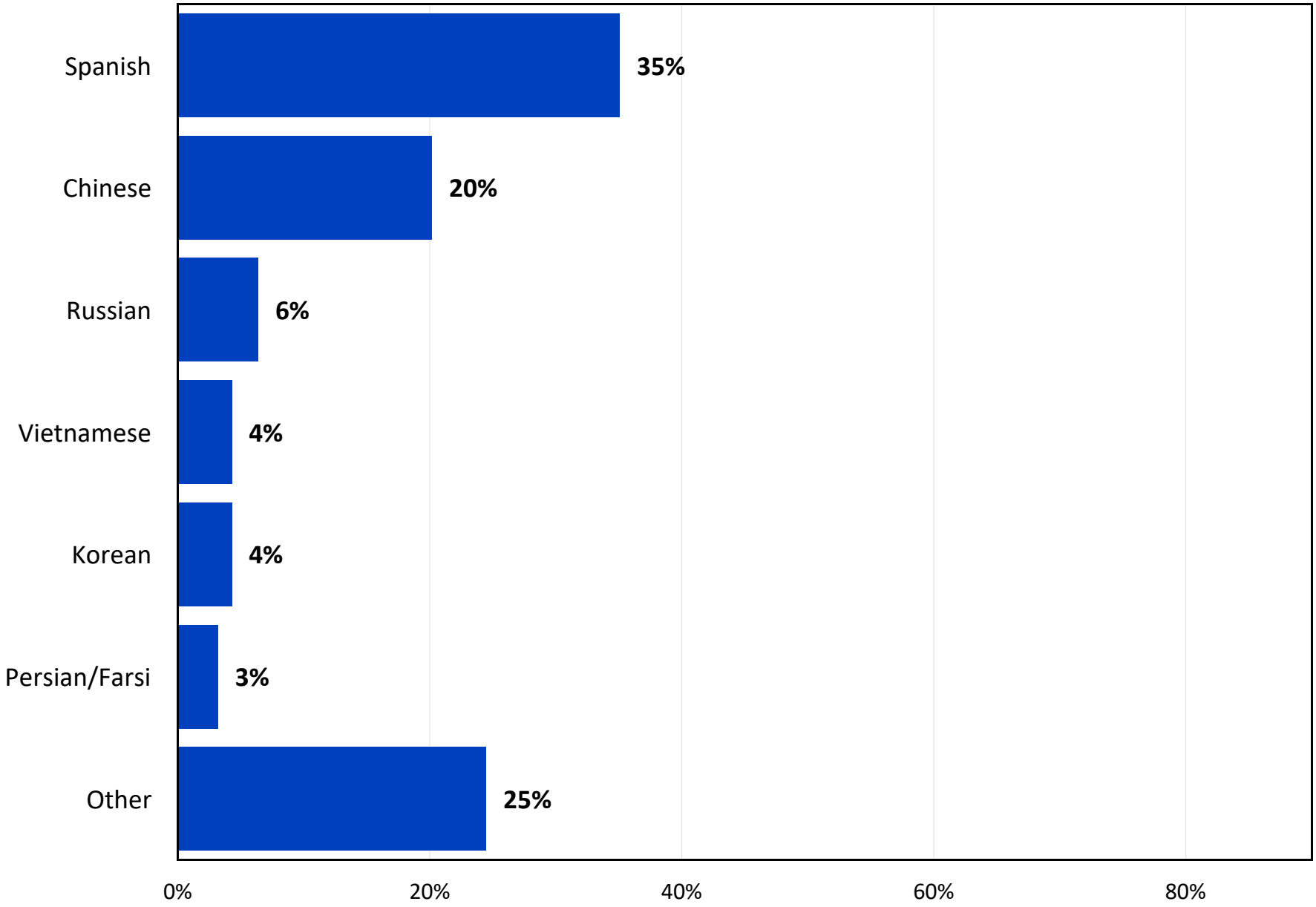
by percentage of respondents



Source: ETC Institute (2019)

Q26a. Demographics:Which languages do you speak?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Section 2
Priority Investment Rating

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Priority Investment Rating
City of Rockville, MD

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

PIR = UNR + IR

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.

- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

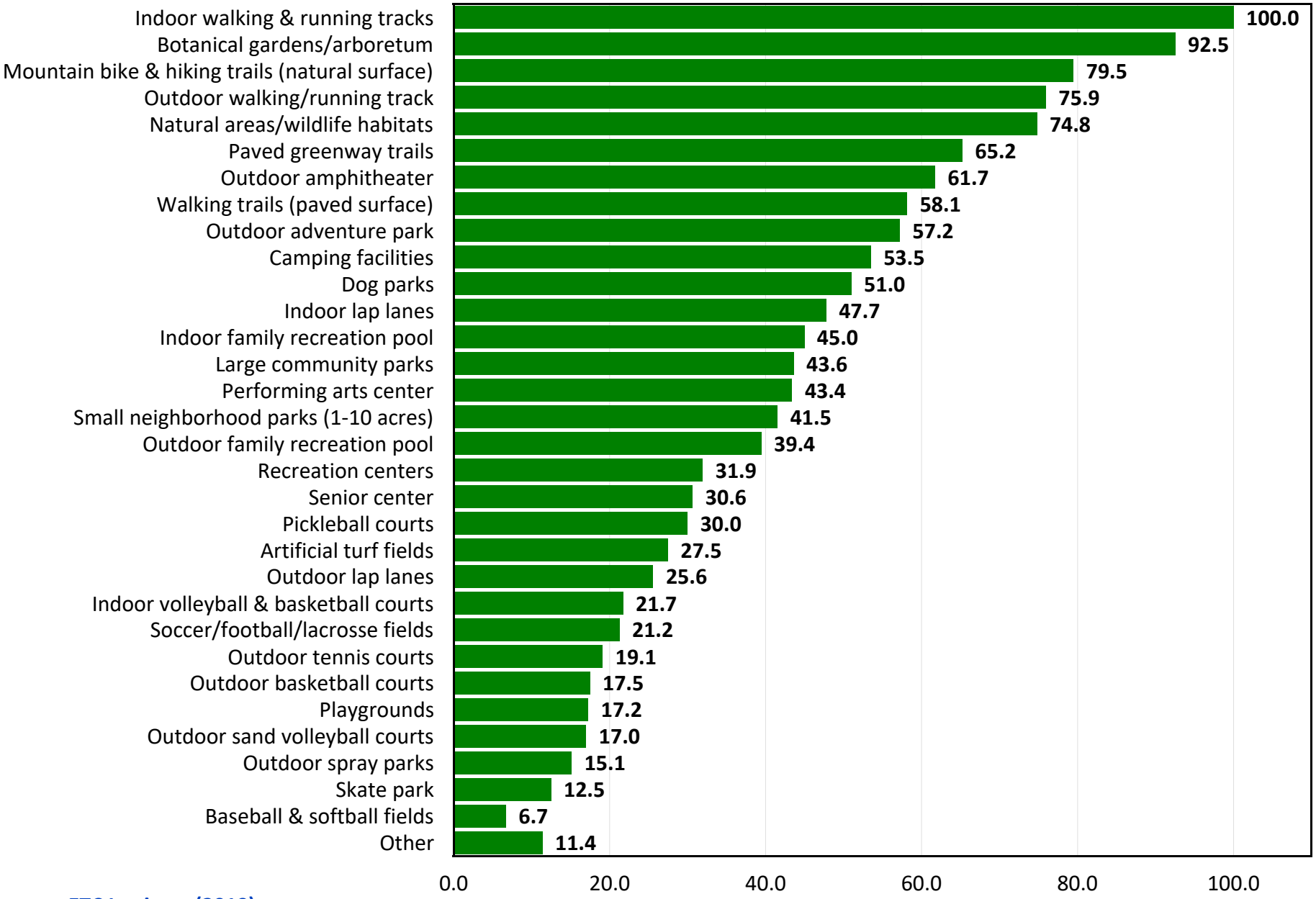
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Unmet Needs Rating for Recreation Facilities/Amenities

the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

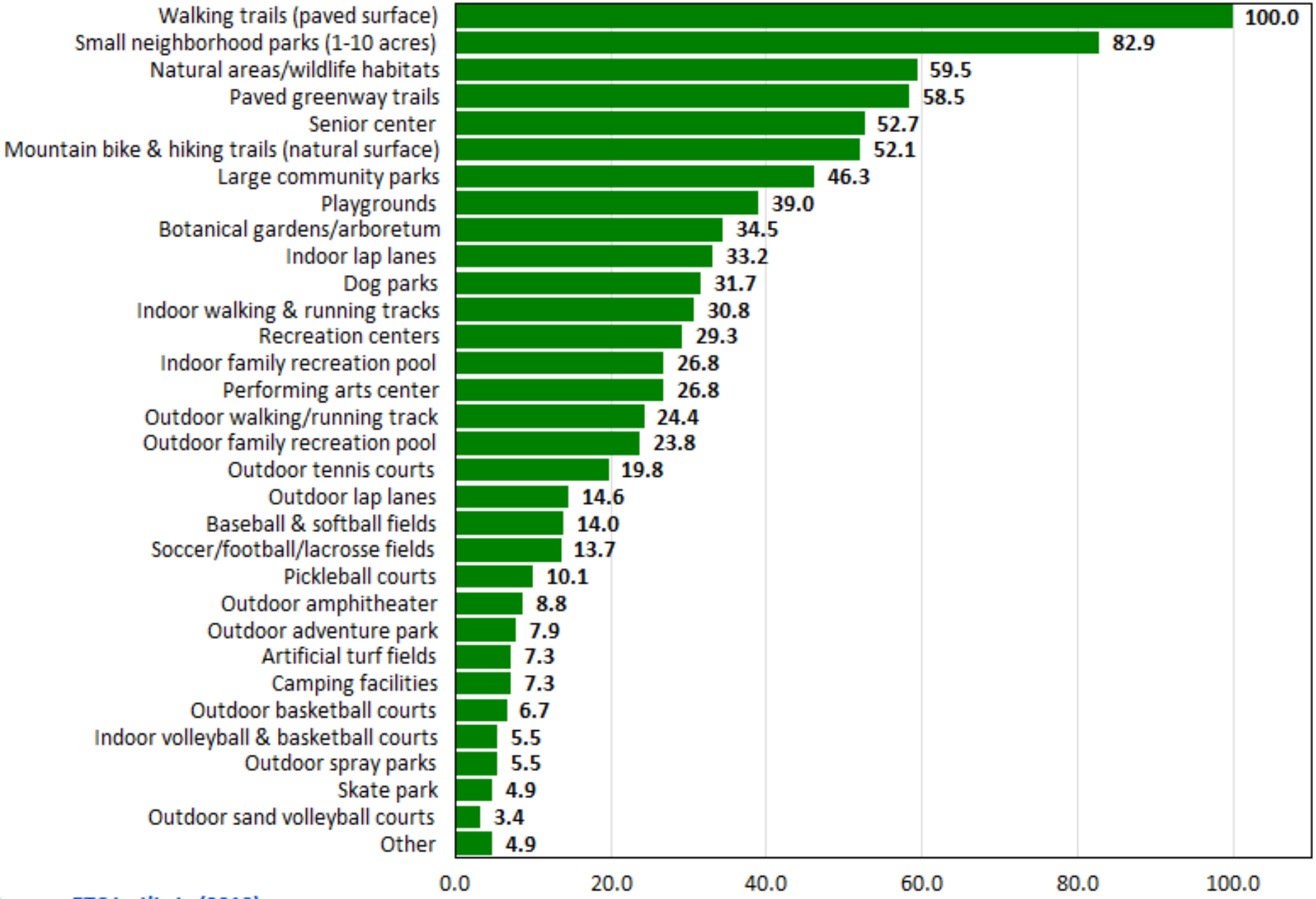


Source: ETC Institute (2019)

Importance Rating for Recreation Amenities/Facilities

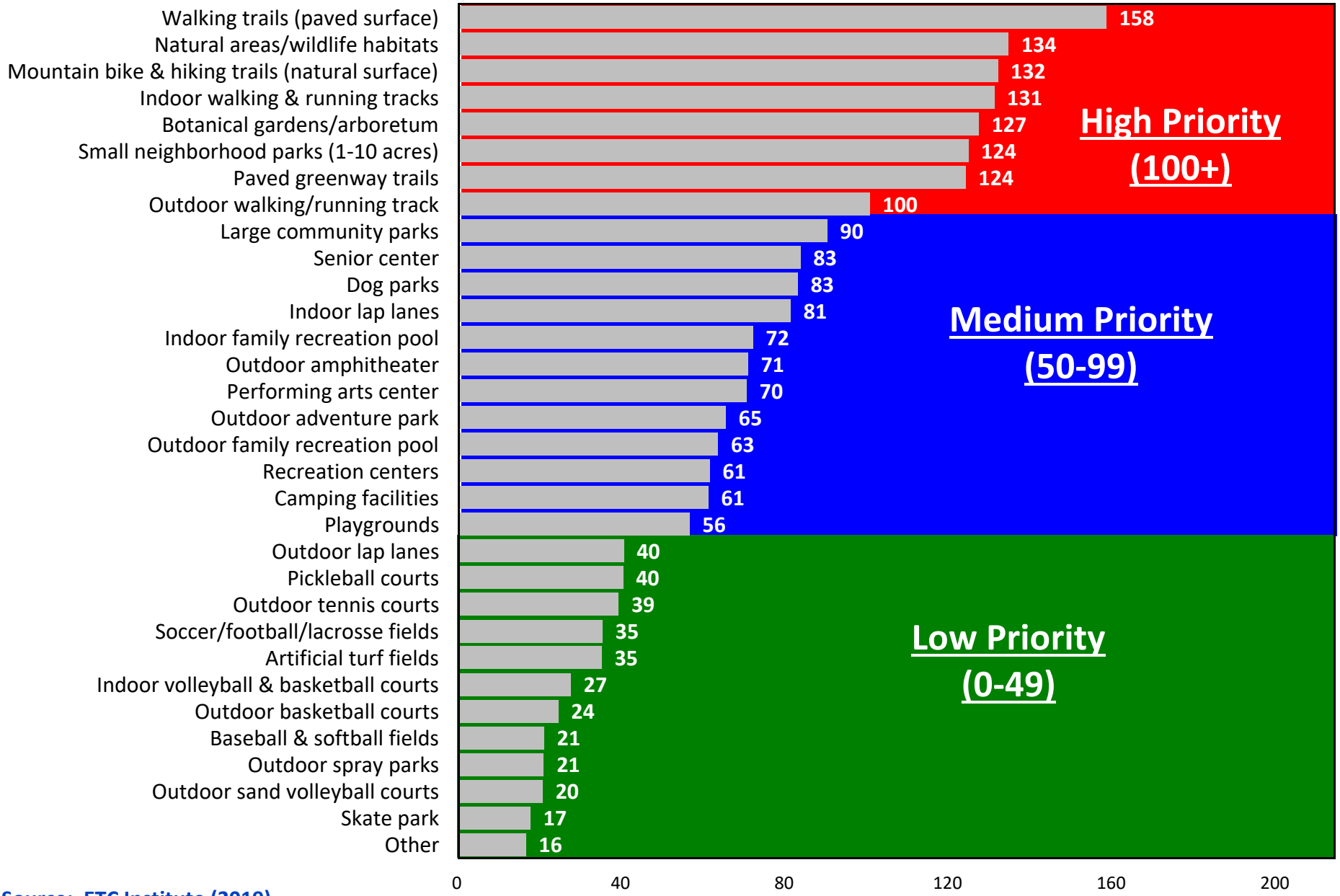
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating

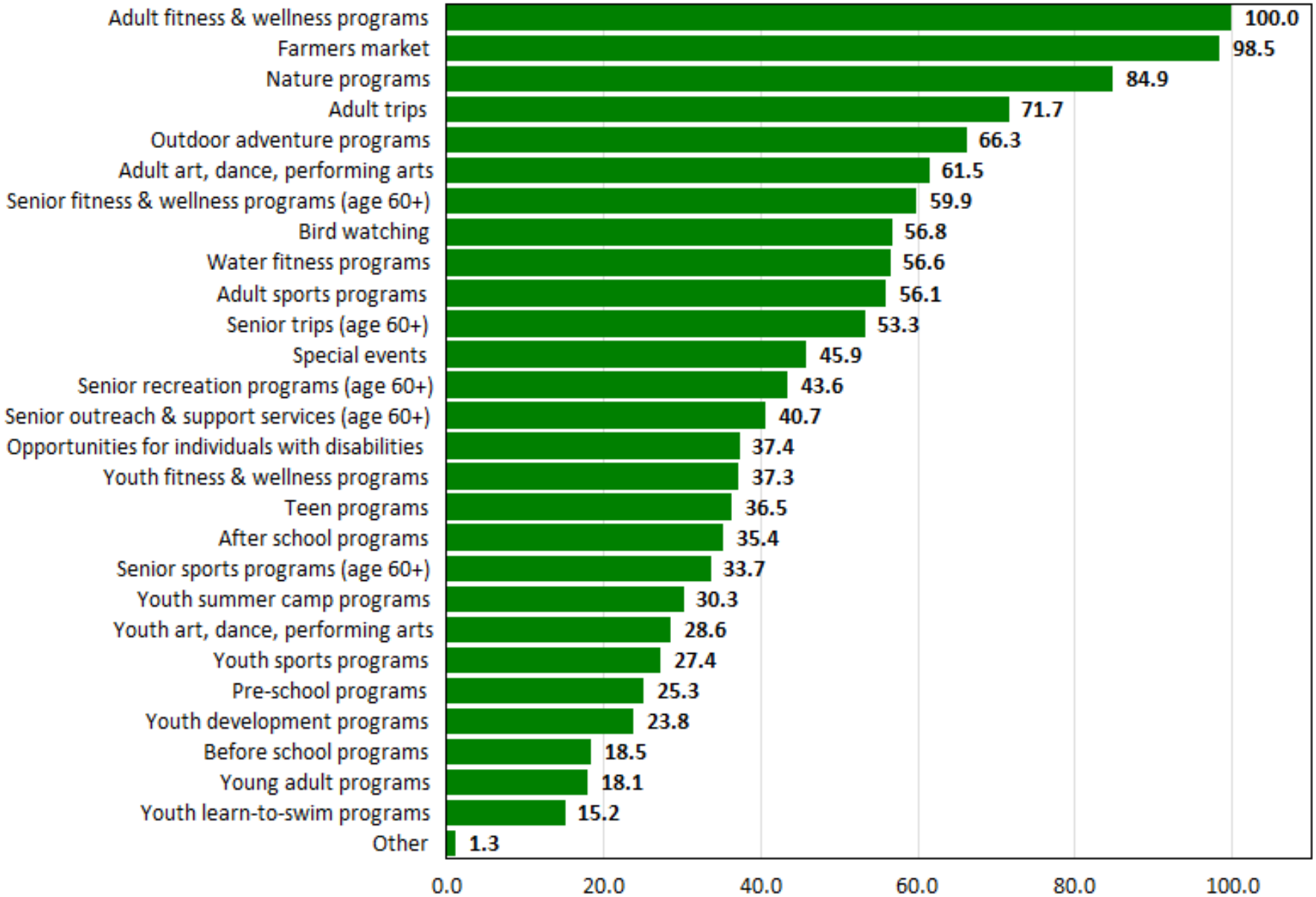


Source: ETC Institute (2019)

Unmet Needs Rating for Programs /Activities

the rating for the item with the most unmet need=100

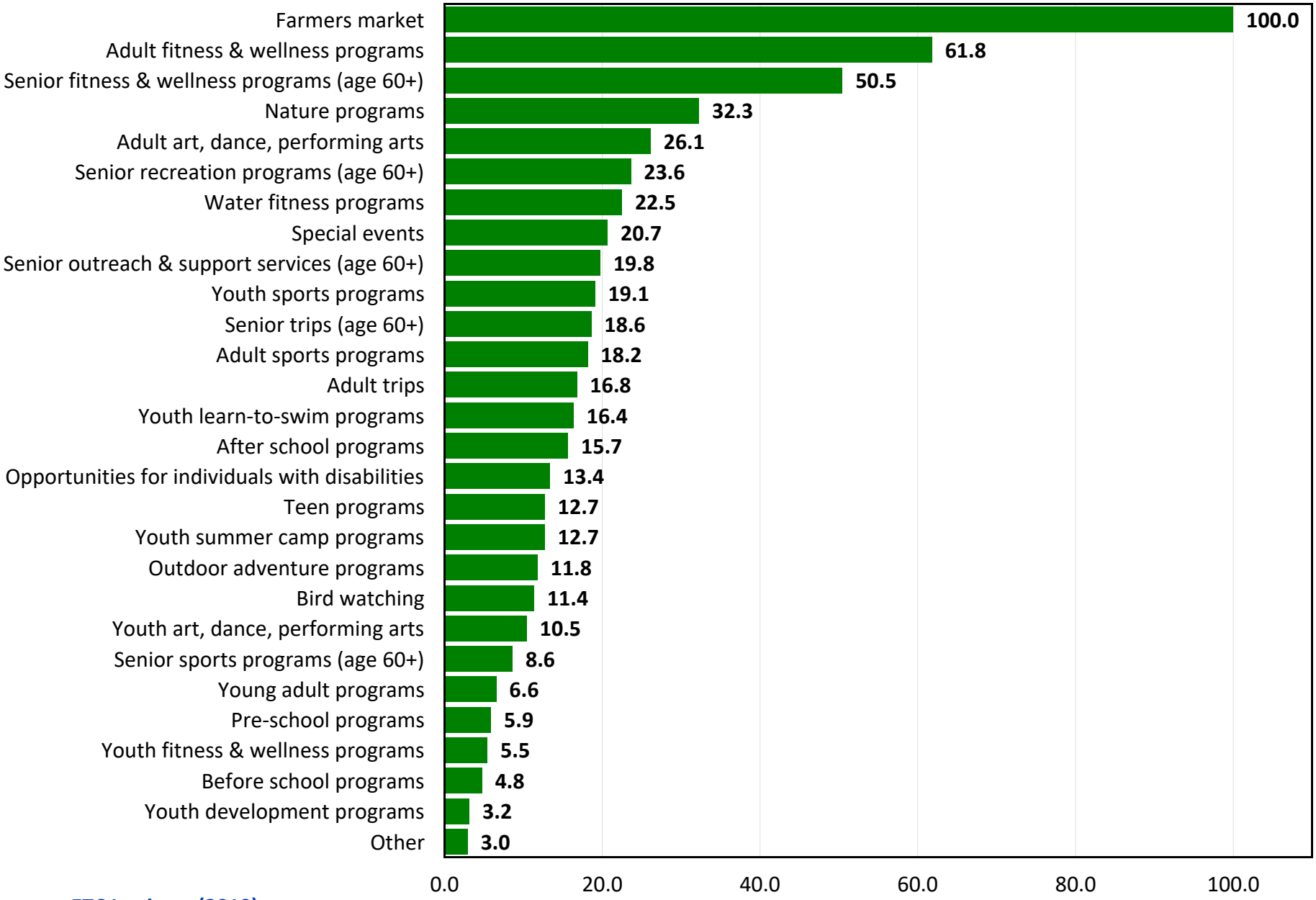
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2019)

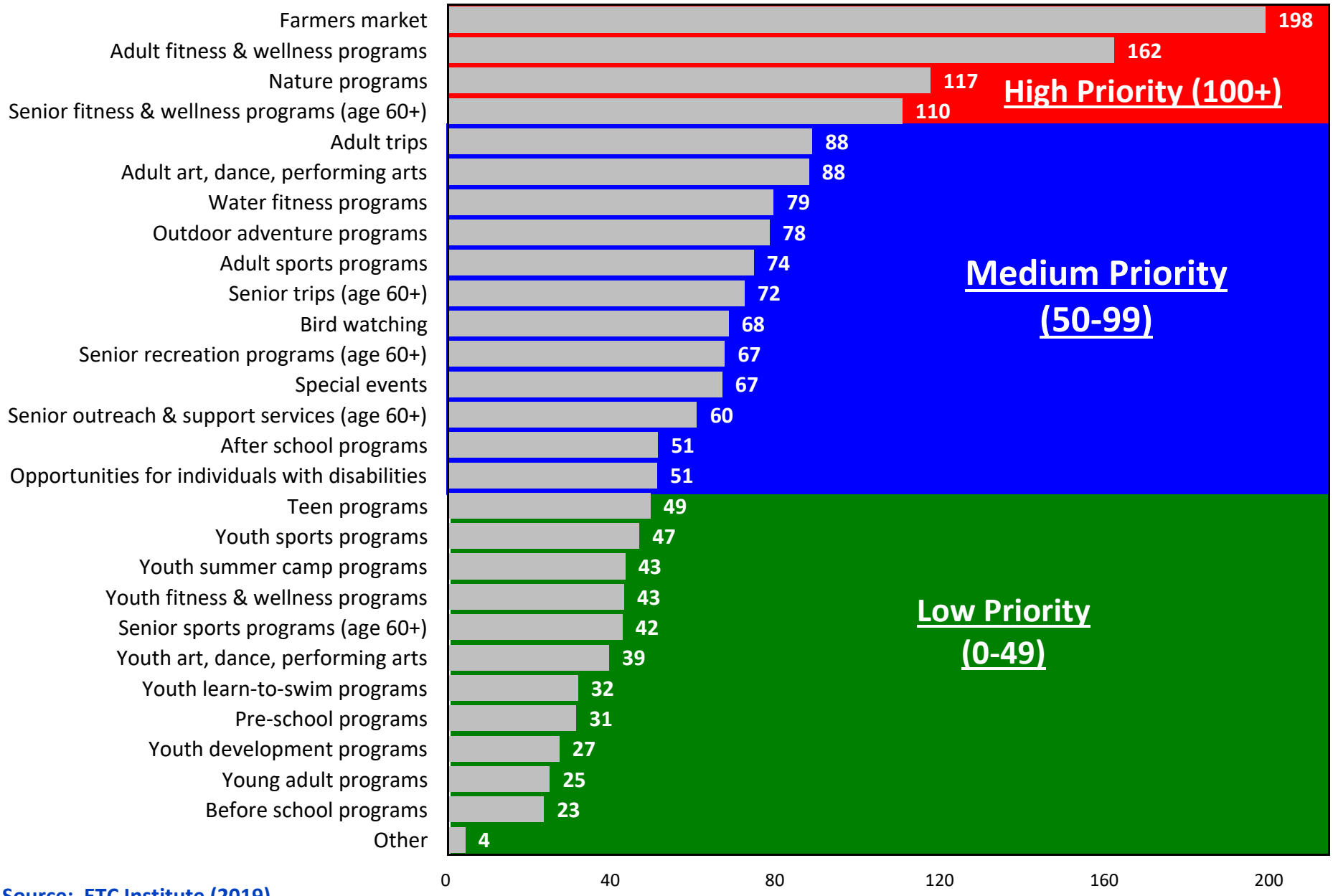
Importance Rating for Programs/Activities

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

Top Priorities for Investment for Programs/Activities Based on the Priority Investment Rating



Source: ETC Institute (2019)

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2-

Section 3
Benchmarking Data

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Benchmarking Summary Report

City of Rockville, MD

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to "National Averages" and therefore provide a unique tool to "assist organizations in better decision making."

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

"National Averages" have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the City of Rockville Department of Recreation and Parks were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with City of Rockville Department of Recreation and Parks is not authorized without written consent from ETC Institute.

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Benchmarking for the City of Rockville		
	City of Rockville 2019	National Average
Have you or members of your household visited any City/County/Park District parks over the past year?		
Yes	89%	80%
No	12%	18%
How would you rate the quality of all the parks you've visited?		
Excellent	54%	31%
Good	41%	54%
Fair	5%	12%
Poor	0%	1%
Have you or members of your household participated in City/County/Park District recreation programs during the past year?		
Yes	37%	33%
No	63%	63%
How would you rate the quality of all the recreation programs you've participated in?		
Excellent	53%	36%
Good	39%	53%
Fair	8%	9%
Poor	1%	1%

Benchmarking for the City of Rockville		
	City of Rockville 2019	National Average
Ways respondents learn about recreation programs and activities		
Life in Rockville	55%	52%
City of Rockville website	54%	30%
From friends & neighbors	34%	42%
Emails	23%	11%
Social media	13%	11%
Materials at City facilities	12%	18%
School fliers/newsletters	7%	14%
Conversation with staff	6%	9%
Rockville 11 TV	4%	13%
Organizations used for parks and recreation programs and facilities		
City of Rockville programs	57%	44%
Maryland State parks	35%	37%
Private fitness facilities	27%	20%
Homeowners associations/apt. complexes	20%	12%
Places of worship	19%	27%
Youth sports organizations	16%	17%
Neighboring communities	15%	23%
YMCA	1%	15%
Boys & Girls Club	1%	5%

Benchmarking for the City of Rockville

	City of Rockville 2019	National Average
Parks and recreation facilities that respondent households have a need for		
Walking trails (paved surface)	60%	70%
Small neighborhood parks (1-10 acres)	58%	55%
Large community parks	48%	51%
Natural areas/wildlife habitats	47%	51%
Recreation centers	40%	47%
Mountain bike & hiking trails (natural surface)	39%	54%
Botanical gardens/arboretum	36%	31%
Senior center	36%	24%
Performing arts center	34%	31%
Outdoor family recreation pool	32%	41%
Indoor family recreation pool	32%	39%
Indoor walking & running tracks	32%	39%
Playgrounds	32%	41%
Indoor lap lanes	28%	29%
Dog parks	25%	30%
Outdoor tennis courts	21%	21%
Outdoor amphitheater	20%	32%
Camping facilities	17%	32%
Outdoor basketball courts	15%	20%
Soccer/football/lacrosse fields	14%	21%
Outdoor spray parks	12%	25%
Indoor volleyball & basketball courts	11%	20%
Outdoor sand volleyball courts	7%	16%
Skate park	7%	11%

Benchmarking for the City of Rockville

	City of Rockville 2019	National Average
Most important parks and recreation facilities (sum of top choices)		
Walking trails (paved surface)	33%	45%
Small neighborhood parks (1-10 acres)	27%	24%
Natural areas/wildlife habitats	20%	21%
Senior center	17%	10%
Mountain bike & hiking trails (natural surface)	17%	7%
Large community parks	15%	20%
Playgrounds	13%	18%
Botanical gardens/arboretum	11%	9%
Indoor lap lanes	11%	10%
Dog parks	10%	15%
Indoor walking & running tracks	10%	15%
Recreation centers	10%	11%
Indoor family recreation pool	9%	17%
Performing arts center	9%	11%
Outdoor family recreation pool	8%	17%
Outdoor tennis courts	7%	6%
Soccer/football/lacrosse fields	5%	7%
Outdoor amphitheater	3%	8%
Camping facilities	2%	9%
Outdoor basketball courts	2%	4%
Indoor volleyball & basketball courts	2%	4%
Outdoor spray parks	2%	8%
Skate park	2%	2%
Outdoor sand volleyball courts	1%	2%

Benchmarking for the City of Rockville		
	City of Rockville 2019	National Average
Programs and amenities that respondent households have a need for		
Adult fitness & wellness programs	50%	49%
Senior fitness & wellness programs (age 60+)	36%	39%
Nature programs	33%	13%
Water fitness programs	26%	15%
Adult art, dance, performing arts	25%	21%
Special events	21%	15%
Adult sports programs	21%	23%
Youth sports programs	15%	19%
Youth fitness & wellness programs	13%	22%
Youth art, dance, performing arts	12%	17%
Teen programs	11%	15%
Youth learn-to-swim programs	11%	22%
Opportunities for individuals with disabilities	11%	25%
Youth development programs	10%	17%
Pre-school programs	8%	10%

Benchmarking for the City of Rockville

	City of Rockville 2019	National Average
Most important programs and amenities (sum of top choices)		
Adult fitness & wellness programs	27%	30%
Senior fitness & wellness programs (age 60+)	22%	16%
Nature programs	14%	14%
Adult art, dance, performing arts	12%	9%
Water fitness programs	10%	11%
Special events	9%	21%
Youth sports programs	8%	12%
Adult sports programs	8%	10%
Youth learn-to-swim programs	7%	11%
Teen programs	6%	6%
Opportunities for individuals with disabilities	6%	4%
Youth art, dance, performing arts	5%	5%
Pre-school programs	3%	6%
Youth fitness & wellness programs	2%	6%
Youth development programs	1%	5%
Reasons preventing the use of parks and recreation facilities and programs more often		
Not enough time	29%	33%
Program times are not convenient	25%	19%
I do not know what is being offered	18%	34%
Program or facility not offered	16%	19%
Fees are too high	15%	16%
Class full	12%	6%
Too far from our residence	10%	14%
I do not know locations of facilities	10%	19%
Lack of quality programs	8%	11%
Facilities' operating hours not convenient	7%	10%
Use facilities in other communities	7%	11%
Registration for programs is difficult	4%	3%
Facilities are not well maintained	4%	10%
Facilities do not have right equipment	4%	10%
Lack of parking	3%	8%
Accessibility/transportation	3%	3%
Security is insufficient	2%	9%
Poor customer service by staff	2%	4%

Section 4
Tabular Data

Q1. Have you or members of your household visited any parks or facilities of the City of Rockville Department of Recreation and Parks during the past year?

Q1. Have you visited any parks or facilities of City Department of Recreation & Parks during past year	Number	Percent
Yes	332	88.5 %
No	43	11.5 %
Total	375	100.0 %

Q1a. From the following list, please CHECK ALL of the types of parks/facilities of the City of Rockville Department of Recreation and Parks you or members of your household have used or visited over the past 12 months.

Q1a. All types of parks/facilities of City Department of Recreation & Parks you have used or visited over past 12 months	Number	Percent
Baseball & softball fields	70	21.1 %
Community centers	139	41.9 %
Community garden	36	10.8 %
Community parks (large)	147	44.3 %
F. Scott Fitzgerald Theater	82	24.7 %
Fitness rooms	72	21.7 %
Football/lacrosse/soccer fields	33	9.9 %
Glenview Mansion	82	24.7 %
King Farm Dog Park	35	10.5 %
Natural surface trails/greenways	128	38.6 %
Nature center	92	27.7 %
Neighborhood parks (small)	243	73.2 %
Outdoor basketball courts	42	12.7 %
Outdoor tennis courts	60	18.1 %
Paved trails/greenways	158	47.6 %
Playgrounds/play equipment	120	36.1 %
Pools-indoor	90	27.1 %
Pools-outdoor	92	27.7 %
Senior center	95	28.6 %
Skate park	8	2.4 %
Other	9	2.7 %
Total	1833	

Q1a-21. Other

Q1a-21. Other	Number	Percent
ROCKCREST BALLET CENTER	1	16.7 %
Billy goat trail	1	16.7 %
HOCKEY RINK	1	16.7 %
SPECIAL EVENTS	1	16.7 %
REC CENTER	1	16.7 %
Senior Center	1	16.7 %
Total	6	100.0 %

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Q1b. Which THREE of the parks/facilities listed in Question 1a do you or members of your household visit MOST OFTEN?

Q1b. Top choice	Number	Percent
Baseball & softball fields	12	3.6 %
Community centers	16	4.8 %
Community garden	2	0.6 %
Community parks (large)	34	10.2 %
F. Scott Fitzgerald Theater	6	1.8 %
Fitness rooms	19	5.7 %
Football/lacrosse/soccer fields	3	0.9 %
Glenview Mansion	1	0.3 %
King Farm Dog Park	6	1.8 %
Natural surface trails/greenways	18	5.4 %
Nature center	2	0.6 %
Neighborhood parks (small)	74	22.3 %
Outdoor basketball courts	2	0.6 %
Outdoor tennis courts	4	1.2 %
Paved trails/greenways	32	9.6 %
Playgrounds/play equipment	25	7.5 %
Pools-indoor	21	6.3 %
Pools-outdoor	11	3.3 %
Senior center	34	10.2 %
Other	2	0.6 %
None chosen	8	2.4 %
Total	332	100.0 %

Q1b. Which THREE of the parks/facilities listed in Question 1a do you or members of your household visit MOST OFTEN?

Q1b. 2nd choice	Number	Percent
Baseball & softball fields	7	2.1 %
Community centers	18	5.4 %
Community garden	2	0.6 %
Community parks (large)	17	5.1 %
F. Scott Fitzgerald Theater	10	3.0 %
Fitness rooms	13	3.9 %
Football/lacrosse/soccer fields	2	0.6 %
Glenview Mansion	11	3.3 %
King Farm Dog Park	5	1.5 %
Natural surface trails/greenways	25	7.5 %
Nature center	11	3.3 %
Neighborhood parks (small)	48	14.5 %
Outdoor basketball courts	4	1.2 %
Outdoor tennis courts	9	2.7 %
Paved trails/greenways	43	13.0 %
Playgrounds/play equipment	19	5.7 %
Pools-indoor	16	4.8 %
Pools-outdoor	20	6.0 %
Senior center	15	4.5 %
Skate park	1	0.3 %
Other	2	0.6 %
None chosen	34	10.2 %
Total	332	100.0 %

Q1b. Which THREE of the parks/facilities listed in Question 1a do you or members of your household

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visit MOST OFTEN?

Q1b. 3rd choice	Number	Percent
Baseball & softball fields	11	3.3 %
Community centers	15	4.5 %
Community garden	2	0.6 %
Community parks (large)	18	5.4 %
F. Scott Fitzgerald Theater	11	3.3 %
Fitness rooms	5	1.5 %
Football/lacrosse/soccer fields	7	2.1 %
Glenview Mansion	15	4.5 %
King Farm Dog Park	2	0.6 %
Natural surface trails/greenways	23	6.9 %
Nature center	11	3.3 %
Neighborhood parks (small)	51	15.4 %
Outdoor basketball courts	5	1.5 %
Outdoor tennis courts	6	1.8 %
Paved trails/greenways	34	10.2 %
Playgrounds/play equipment	18	5.4 %
Pools-indoor	9	2.7 %
Pools-outdoor	11	3.3 %
Senior center	8	2.4 %
Skate park	1	0.3 %
Other	2	0.6 %
None chosen	67	20.2 %
Total	332	100.0 %

Q1b. Which THREE of the parks/facilities listed in Question 1a do you or members of your household visit MOST OFTEN? (top 3)

Q1b. Sum of top 3 choices	Number	Percent
Baseball & softball fields	30	9.0 %
Community centers	49	14.8 %
Community garden	6	1.8 %
Community parks (large)	69	20.8 %
F. Scott Fitzgerald Theater	27	8.1 %
Fitness rooms	37	11.1 %
Football/lacrosse/soccer fields	12	3.6 %
Glenview Mansion	27	8.1 %
King Farm Dog Park	13	3.9 %
Natural surface trails/greenways	66	19.9 %
Nature center	24	7.2 %
Neighborhood parks (small)	173	52.1 %
Outdoor basketball courts	11	3.3 %
Outdoor tennis courts	19	5.7 %
Paved trails/greenways	109	32.8 %
Playgrounds/play equipment	62	18.7 %
Pools-indoor	46	13.9 %
Pools-outdoor	42	12.7 %
Senior center	57	17.2 %
Skate park	2	0.6 %
Other	6	1.8 %
None chosen	8	2.4 %
Total	895	

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Q1c. Overall, how would you rate the level of maintenance of ALL of the parks/facilities of the City of Rockville Department of Recreation and Parks you have visited?

Q1c. How would you rate level of maintenance of all parks/facilities you have visited	Number	Percent
Excellent	179	53.9 %
Good	135	40.7 %
Fair	15	4.5 %
Poor	1	0.3 %
Not provided	2	0.6 %
Total	332	100.0 %

WITHOUT "not provided"

Q1c. Overall, how would you rate the level of maintenance of ALL of the parks/facilities of the City of Rockville Department of Recreation and Parks you have visited? (without "not provided")

Q1c. How would you rate level of maintenance of all parks/facilities you have visited	Number	Percent
Excellent	179	54.2 %
Good	135	40.9 %
Fair	15	4.5 %
Poor	1	0.3 %

Q2. Have you or other members of your household participated in any recreation programs offered by the City of Rockville Department of Recreation and Parks during the past 12 months?

Q2. Have you participated in any recreation programs offered by City Department of Recreation & Parks during past 12 months	Number	Percent
Yes	140	37.3 %
No	235	62.7 %
Total	375	100.0 %

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Q2a. Approximately how many different recreation programs offered by the City of Rockville Department of Recreation and Parks did you or members of your household participate in over the past 12 months?

Q2a. How many different recreation programs did you participate in over past 12 months	Number	Percent
1 program	45	32.1 %
2 to 3 programs	60	42.9 %
4 to 6 programs	27	19.3 %
7 to 10 programs	5	3.6 %
11+ programs	3	2.1 %
Total	140	100.0 %

Q2b. From the following list, please check the THREE primary reasons why your household has participated in the City of Rockville Department of Recreation and Parks programs.

Q2b. Primary reasons why your household has participated in City Department of Recreation & Parks programs	Number	Percent
Quality of instructors	37	26.4 %
Location of program facility	100	71.4 %
Quality of program facility	30	21.4 %
Fees charged for class	62	44.3 %
Quality of program content	46	32.9 %
Times program is offered	41	29.3 %
Friends participate	23	16.4 %
Dates/days program is offered	40	28.6 %
Day of the week	9	6.4 %
Other	2	1.4 %
Total	390	

Q2b-10. Other

Q2b-10. Other	Number	Percent
PROGRAMS FOR 3 & 4 YEARS OLD	1	50.0 %
Exercise and badminton	1	50.0 %
Total	2	100.0 %

Q2c. How would you rate the overall quality of the City of Rockville Department of Recreation and Parks programs that you and members of your household have participated in?

Q2c. How would you rate overall quality of programsyou have participated in	Number	Percent
Excellent	73	52.1 %
Good	54	38.6 %
Fair	11	7.9 %
Poor	1	0.7 %
Not provided	1	0.7 %
Total	140	100.0 %

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WITHOUT "not provided"

Q2c. How would you rate the overall quality of the City of Rockville Department of Recreation and Parks programs that you and members of your household have participated in? (without "not provided")

Q2c. How would you rate overall quality of Programs you have participated in	Number	Percent
Excellent	73	52.5 %
Good	54	38.8 %
Fair	11	7.9 %
Poor	1	0.7 %
Total	139	100.0 %

Q3. Please indicate how often you and members of your household have used each of the following recreation centers operated by the City of Rockville Department of Recreation and Parks during the past 12 months.

(N=375)

	50+ times	25-49 times	10-24 times	1-9 times	Never
Q3-1. Croydon Creek Nature Center	0.3%	0.5%	3.5%	24.3%	71.5%
Q3-2. Elwood Smith Community Center	0.3%	0.3%	1.1%	6.1%	92.3%
Q3-3. F. Scott Fitzgerald Theater	0.8%	0.3%	2.7%	26.4%	69.9%
Q3-4. Glenview Mansion	0.8%	0.8%	1.9%	28.8%	67.7%
Q3-5. Lincoln Park Community Center	0.8%	0.3%	1.1%	6.1%	91.7%
Q3-6. Montrose Community Center	0.3%	0.3%	0.3%	1.3%	97.9%
Q3-7. Pumphouse Community Center	0.0%	0.3%	0.8%	1.6%	97.3%
Q3-8. Rockcrest Ballet Center	0.5%	0.3%	0.3%	2.4%	96.5%
Q3-9. Senior Center	5.1%	4.8%	5.1%	17.3%	67.7%
Q3-10. Swim & Fitness Center	7.2%	8.0%	9.9%	18.4%	56.5%
Q3-11. Thomas Farm Community Center	2.1%	3.2%	4.8%	14.7%	75.2%
Q3-12. Twinbrook Community Recreation Center	1.3%	0.8%	2.9%	12.8%	82.1%

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q4. How would you rate the overall quality of the recreation centers listed in Question 3 that you and members of your household have used during the past 12 months?

Q4. How would you rate overall quality of recreation you have used during past 12 months	Number	Percent
Excellent	133	44.9 %
Good	135	45.6 %
Fair	21	7.1 %
Poor	3	1.0 %
Not provided	4	1.4 %
Total	296	100.0 %

WITHOUT "not provided"

Q4. How would you rate the overall quality of the recreation centers listed in Question 3 that you and members of your household have used during the past 12 months? (without "not provided")

Q4. How would you rate overall quality of recreation you have used during past 12 months	Number	Percent
Excellent	133	45.5 %
Good	135	46.2 %
Fair	21	7.2 %
Poor	3	1.0 %
Total	292	100.0 %

Q5. Please CHECK ALL of the ways you learn about City of Rockville Department of Recreation and Parks programs and activities.

Q5. Ways you learn about City Department of Recreation & Parks programs & activities	Number	Percent
City of Rockville website	203	54.1 %
Life in Rockville (seasonal Recreation & Parks guide)	205	54.7 %
Seasonal 60+ Recreation & Services guide	93	24.8 %
Rockville Reports	183	48.8 %
From friends & neighbors	126	33.6 %
Text notifications	13	3.5 %
School fliers/newsletters	27	7.2 %
Bethesda Magazine	11	2.9 %
Social media	47	12.5 %
Rockville 11 TV	13	3.5 %
Conversation with staff	22	5.9 %
Banners in parks	24	6.4 %
Emails	86	22.9 %
Materials at City facilities	43	11.5 %
E-newsletter	27	7.2 %
Other	13	3.5 %
Total	1136	

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Q5-16. Other

Q5-16. Other	Number	Percent
GOOGLE	2	15.4 %
ROCKVILLE NEWSLETTER/NEWSPAPER	1	7.7 %
INSTRUCTORS	1	7.7 %
MY EYES	1	7.7 %
NEARBY	1	7.7 %
My Civic Association	1	7.7 %
Exploring the neighborhood on foot and bicycle	1	7.7 %
MAILING FROM SENIOR CENTER	1	7.7 %
LIFELONG RESIDENT	1	7.7 %
GOOGLE CITY SEARCH FOR PARKS AND REC	1	7.7 %
NEWSPAPER ROCKVILLE CITY	1	7.7 %
ROCKVILLE MAGAZINE	1	7.7 %
Total	13	100.0 %

Q6. Which THREE of the information sources listed in Question 5 do you MOST PREFER to use to learn about City of Rockville Department of Recreation and Parks programs and activities?

Q6. Top choice	Number	Percent
City of Rockville website	77	20.5 %
Life in Rockville (seasonal Recreation & Parks guide)	92	24.5 %
Seasonal 60+ Recreation & Services guide	25	6.7 %
Rockville Reports	71	18.9 %
From friends & neighbors	10	2.7 %
Text notifications	2	0.5 %
School fliers/newsletters	1	0.3 %
Social media	12	3.2 %
Conversation with staff	2	0.5 %
Banners in parks	3	0.8 %
Emails	16	4.3 %
Materials at City facilities	2	0.5 %
E-newsletter	6	1.6 %
Other	6	1.6 %
None chosen	50	13.3 %
Total	375	100.0 %

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Q6. Which THREE of the information sources listed in Question 5 do you MOST PREFER to use to learn about City of Rockville Department of Recreation and Parks programs and activities?

Q6. 2nd choice	Number	Percent
City of Rockville website	49	13.1 %
Life in Rockville (seasonal Recreation & Parks guide)	52	13.9 %
Seasonal 60+ Recreation & Services guide	31	8.3 %
Rockville Reports	42	11.2 %
From friends & neighbors	24	6.4 %
Text notifications	3	0.8 %
School fliers/newsletters	10	2.7 %
Bethesda Magazine	3	0.8 %
Social media	14	3.7 %
Rockville 11 TV	2	0.5 %
Conversation with staff	1	0.3 %
Banners in parks	6	1.6 %
Emails	28	7.5 %
Materials at City facilities	8	2.1 %
E-newsletter	9	2.4 %
Other	1	0.3 %
None chosen	92	24.5 %
Total	375	100.0 %

Q6. Which THREE of the information sources listed in Question 5 do you MOST PREFER to use to learn about City of Rockville Department of Recreation and Parks programs and activities?

Q6. 3rd choice	Number	Percent
City of Rockville website	29	7.7 %
Life in Rockville (seasonal Recreation & Parks guide)	22	5.9 %
Seasonal 60+ Recreation & Services guide	10	2.7 %
Rockville Reports	28	7.5 %
From friends & neighbors	29	7.7 %
Text notifications	5	1.3 %
School fliers/newsletters	11	2.9 %
Bethesda Magazine	2	0.5 %
Social media	10	2.7 %
Rockville 11 TV	5	1.3 %
Conversation with staff	5	1.3 %
Banners in parks	9	2.4 %
Emails	26	6.9 %
Materials at City facilities	11	2.9 %
E-newsletter	14	3.7 %
Other	1	0.3 %
None chosen	158	42.1 %
Total	375	100.0 %

Q6. Which THREE of the information sources listed in Question 5 do you MOST PREFER to use to learn about City of Rockville Department of Recreation and Parks programs and activities? (Sum of top 3)

Q6. Sum of top 3 choices	Number	Percent
City of Rockville website	155	41.3 %
Life in Rockville (seasonal Recreation & Parks guide)	166	44.3 %
Seasonal 60+ Recreation & Services guide	66	17.6 %
Rockville Reports	141	37.6 %
From friends & neighbors	63	16.8 %
Text notifications	10	2.7 %
School fliers/newsletters	22	5.9 %
Bethesda Magazine	5	1.3 %
Social media	36	9.6 %
Rockville 11 TV	7	1.9 %
Conversation with staff	8	2.1 %
Banners in parks	18	4.8 %
Emails	70	18.7 %
Materials at City facilities	21	5.6 %
E-newsletter	29	7.7 %
Other	8	2.1 %
None chosen	50	13.3 %
Total	875	

Q7. From the following list, please CHECK ALL of the organizations that you and members of your household use for parks and recreation programs, services, and facilities.

Q7. Organizations you use for parks & recreation programs, services, & facilities	Number	Percent
Private or public schools	104	27.7 %
Places of worship	61	16.3 %
Youth sports organizations	52	13.9 %
City of Rockville programs	188	50.1 %
Maryland State parks	116	30.9 %
Montgomery County programs	122	32.5 %
National Park Service	104	27.7 %
City of Gaithersburg programs	21	5.6 %
YMCA	4	1.1 %
Private fitness facilities	90	24.0 %
Private instruction (e.g. dance, outfitters)	27	7.2 %
Neighboring communities	48	12.8 %
Homeowners associations/apt. complexes	65	17.3 %
Boys & Girls Club	2	0.5 %
Clubs (e.g. country clubs, golf courses)	16	4.3 %
Other	11	2.9 %
None	47	12.5 %
Total	1078	

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WITHOUT "none"

Q7. From the following list, please CHECK ALL of the organizations that you and members of your household use for parks and recreation programs, services, and facilities. (without "none")

Q7. Organizations you use for parks & recreation programs, services, & facilities	Number	Percent
Private or public schools	104	31.7 %
Places of worship	61	18.6 %
Youth sports organizations	52	15.9 %
City of Rockville programs	188	57.3 %
Maryland State parks	116	35.4 %
Montgomery County programs	122	37.2 %
National Park Service	104	31.7 %
City of Gaithersburg programs	21	6.4 %
YMCA	4	1.2 %
Private fitness facilities	90	27.4 %
Private instruction (e.g. dance, outfitters)	27	8.2 %
Neighboring communities	48	14.6 %
Homeowners associations/apt. complexes	65	19.8 %
Boys & Girls Club	2	0.6 %
Clubs (e.g. country clubs, golf courses)	16	4.9 %
Other	11	3.4 %
Total	1031	

Q7-16. Other

Q7-16. Other	Number	Percent
SENIOR FIT HOLY CROSS	1	9.1 %
JCC	1	9.1 %
SENIOR CENTER	1	9.1 %
Home gym workout facilities	1	9.1 %
MONTGOMERY COUNTY ROAD RUNNERS	1	9.1 %
SCOUTS	1	9.1 %
OASIS	1	9.1 %
WALKING DOG	1	9.1 %
Dog walk	1	9.1 %
Isaac Walton, Olney Swim Club	1	9.1 %
City golf course	1	9.1 %
Total	11	100.0 %

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Q8. Please indicate if you or any member of your household has a need for each of the Recreation and Parks amenities/facilities listed below.

(N=375)

	Yes	No
Q8-1. Artificial turf fields	8.8%	91.2%
Q8-2. Baseball & softball fields	11.2%	88.8%
Q8-3. Botanical gardens/arboretum	36.0%	64.0%
Q8-4. Camping facilities	17.1%	82.9%
Q8-5. Dog parks	25.3%	74.7%
Q8-6. Indoor family recreation pool	32.0%	68.0%
Q8-7. Indoor lap lanes	27.5%	72.5%
Q8-8. Indoor volleyball & basketball courts	11.2%	88.8%
Q8-9. Indoor walking & running tracks	32.0%	68.0%
Q8-10. Large community parks	47.7%	52.3%
Q8-11. Mountain bike & hiking trails (natural surface)	39.2%	60.8%
Q8-12. Natural areas/wildlife habitats	47.2%	52.8%
Q8-13. Outdoor adventure park	19.5%	80.5%
Q8-14. Outdoor amphitheater	19.7%	80.3%
Q8-15. Outdoor basketball courts	15.2%	84.8%
Q8-16. Outdoor lap lanes	20.8%	79.2%
Q8-17. Outdoor family recreation pool	32.3%	67.7%
Q8-18. Outdoor sand volleyball courts	7.2%	92.8%
Q8-19. Outdoor spray parks	12.3%	87.7%
Q8-20. Outdoor tennis courts	20.8%	79.2%
Q8-21. Outdoor walking/running track	35.7%	64.3%

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Q8. Please indicate if you or any member of your household has a need for each of the Recreation and Parks amenities/facilities listed below.

	Yes	No
Q8-22. Paved greenway trails	48.8%	51.2%
Q8-23. Performing arts center	34.4%	65.6%
Q8-24. Pickleball courts	10.7%	89.3%
Q8-25. Playgrounds	32.0%	68.0%
Q8-26. Recreation centers	40.0%	60.0%
Q8-27. Senior center	35.7%	64.3%
Q8-28. Skate park	7.2%	92.8%
Q8-29. Small neighborhood parks (1-10 acres)	58.1%	41.9%
Q8-30. Soccer/football/lacrosse fields	13.9%	86.1%
Q8-31. Walking trails (paved surface)	59.7%	40.3%
Q8-32. Other	3.7%	96.3%

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Q8. If "yes," please rate ALL of the Recreation and Parks amenities/facilities of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% met" and 1 means "0% met."

(N=343)

	100% met	75% met	50% met	25% met	0% met
Q8-1. Artificial turf fields	15.6%	6.3%	31.3%	18.8%	28.1%
Q8-2. Baseball & softball fields	50.0%	35.0%	10.0%	2.5%	2.5%
Q8-3. Botanical gardens/arboretum	17.8%	17.8%	22.9%	16.9%	24.6%
Q8-4. Camping facilities	9.8%	11.8%	9.8%	25.5%	43.1%
Q8-5. Dog parks	23.0%	26.4%	21.8%	21.8%	6.9%
Q8-6. Indoor family recreation pool	34.3%	30.6%	19.4%	10.2%	5.6%
Q8-7. Indoor lap lanes	33.7%	22.8%	23.9%	12.0%	7.6%
Q8-8. Indoor volleyball & basketball courts	35.1%	16.2%	10.8%	21.6%	16.2%
Q8-9. Indoor walking & running tracks	12.3%	9.4%	11.3%	13.2%	53.8%
Q8-10. Large community parks	50.6%	26.5%	13.6%	6.8%	2.5%
Q8-11. Mountain bike & hiking trails (natural surface)	25.4%	23.8%	29.4%	14.3%	7.1%
Q8-12. Natural areas/wildlife habitats	29.8%	30.4%	24.2%	9.9%	5.6%
Q8-13. Outdoor adventure park	15.6%	10.9%	25.0%	14.1%	34.4%
Q8-14. Outdoor amphitheater	9.2%	12.3%	20.0%	20.0%	38.5%
Q8-15. Outdoor basketball courts	38.5%	32.7%	17.3%	9.6%	1.9%
Q8-16. Outdoor lap lanes	43.1%	26.2%	15.4%	10.8%	4.6%
Q8-17. Outdoor family recreation pool	48.6%	20.7%	16.2%	10.8%	3.6%
Q8-18. Outdoor sand volleyball courts	9.1%	31.8%	13.6%	27.3%	18.2%
Q8-19. Outdoor spray parks	33.3%	35.9%	10.3%	12.8%	7.7%
Q8-20. Outdoor tennis courts	39.2%	37.8%	10.8%	9.5%	2.7%

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Q8. If "yes," please rate ALL of the Recreation and Parks amenities/facilities of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q8-21. Outdoor walking/running track	28.0%	18.6%	22.0%	20.3%	11.0%
Q8-22. Paved greenway trails	33.5%	32.9%	19.9%	9.9%	3.7%
Q8-23. Performing arts center	42.1%	26.3%	19.3%	8.8%	3.5%
Q8-24. Pickleball courts	16.2%	13.5%	21.6%	18.9%	29.7%
Q8-25. Playgrounds	57.7%	28.8%	8.1%	4.5%	0.9%
Q8-26. Recreation centers	52.1%	27.9%	16.4%	3.6%	0.0%
Q8-27. Senior center	56.2%	22.3%	9.9%	9.1%	2.5%
Q8-28. Skate park	34.8%	21.7%	13.0%	21.7%	8.7%
Q8-29. Small neighborhood parks (1-10 acres)	50.2%	31.8%	12.9%	4.0%	1.0%
Q8-30. Soccer/football/lacrosse fields	38.3%	23.4%	21.3%	10.6%	6.4%
Q8-31. Walking trails (paved surface)	41.3%	34.3%	15.4%	7.0%	2.0%
Q8-32. Other	15.4%	7.7%	23.1%	23.1%	30.8%

Q8-32. Other

Q8-32. Other	Number	Percent
Restroom at our community park	1	7.1 %
ADULT EXERCISE EQUIPMENT	1	7.1 %
PUBLIC RESTROOMS	1	7.1 %
Community vegetable garden	1	7.1 %
DISABLED ACCESS	1	7.1 %
HOCKEY RINK	1	7.1 %
FITNESS CENTER/WEIGHTS	1	7.1 %
WARM WATER POOL FOR AEROBICS	1	7.1 %
VEGETABLE GARDENS	1	7.1 %
COMMUNITY GARDENS	1	7.1 %
POLLINATOR GARDEN	1	7.1 %
Badminton courts	1	7.1 %
Dance facilities	1	7.1 %
Archery range	1	7.1 %
Total	14	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Artificial turf fields	6	1.6 %
Baseball & softball fields	7	1.9 %
Botanical gardens/arboretum	4	1.1 %
Camping facilities	2	0.5 %
Dog parks	13	3.5 %
Indoor family recreation pool	10	2.7 %
Indoor lap lanes	20	5.3 %
Indoor volleyball & basketball courts	2	0.5 %
Indoor walking & running tracks	10	2.7 %
Large community parks	21	5.6 %
Mountain bike & hiking trails (natural surface)	15	4.0 %
Natural areas/wildlife habitats	14	3.7 %
Outdoor adventure park	1	0.3 %
Outdoor amphitheater	2	0.5 %
Outdoor basketball courts	3	0.8 %
Outdoor lap lanes	3	0.8 %
Outdoor family recreation pool	3	0.8 %
Outdoor tennis courts	4	1.1 %
Outdoor walking/running track	11	2.9 %
Paved greenway trails	12	3.2 %
Performing arts center	10	2.7 %
Pickleball courts	4	1.1 %
Playgrounds	18	4.8 %
Recreation centers	7	1.9 %
Senior center	42	11.2 %
Skate park	4	1.1 %
Small neighborhood parks (1-10 acres)	23	6.1 %
Soccer/football/lacrosse fields	6	1.6 %
Walking trails (paved surface)	28	7.5 %
Other	3	0.8 %
None chosen	67	17.9 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Baseball & softball fields	2	0.5 %
Botanical gardens/arboretum	12	3.2 %
Camping facilities	3	0.8 %
Dog parks	12	3.2 %
Indoor family recreation pool	8	2.1 %
Indoor lap lanes	11	2.9 %
Indoor volleyball & basketball courts	2	0.5 %
Indoor walking & running tracks	9	2.4 %
Large community parks	10	2.7 %
Mountain bike & hiking trails (natural surface)	19	5.1 %
Natural areas/wildlife habitats	16	4.3 %
Outdoor adventure park	2	0.5 %
Outdoor amphitheater	3	0.8 %
Outdoor basketball courts	1	0.3 %
Outdoor lap lanes	8	2.1 %
Outdoor family recreation pool	7	1.9 %
Outdoor sand volleyball courts	1	0.3 %
Outdoor spray parks	2	0.5 %
Outdoor tennis courts	6	1.6 %
Outdoor walking/running track	7	1.9 %
Paved greenway trails	22	5.9 %
Performing arts center	8	2.1 %
Pickleball courts	4	1.1 %
Playgrounds	8	2.1 %
Recreation centers	14	3.7 %
Senior center	8	2.1 %
Small neighborhood parks (1-10 acres)	37	9.9 %
Soccer/football/lacrosse fields	5	1.3 %
Walking trails (paved surface)	38	10.1 %
Other	1	0.3 %
None chosen	89	23.7 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Artificial turf fields	2	0.5 %
Baseball & softball fields	4	1.1 %
Botanical gardens/arboretum	10	2.7 %
Camping facilities	3	0.8 %
Dog parks	6	1.6 %
Indoor family recreation pool	10	2.7 %
Indoor lap lanes	7	1.9 %
Indoor walking & running tracks	11	2.9 %
Large community parks	14	3.7 %
Mountain bike & hiking trails (natural surface)	14	3.7 %
Natural areas/wildlife habitats	24	6.4 %
Outdoor adventure park	2	0.5 %
Outdoor amphitheater	2	0.5 %
Outdoor basketball courts	1	0.3 %
Outdoor lap lanes	3	0.8 %
Outdoor family recreation pool	10	2.7 %
Outdoor sand volleyball courts	2	0.5 %
Outdoor spray parks	3	0.8 %
Outdoor tennis courts	10	2.7 %
Outdoor walking/running track	7	1.9 %
Paved greenway trails	20	5.3 %
Performing arts center	6	1.6 %
Pickleball courts	3	0.8 %
Playgrounds	13	3.5 %
Recreation centers	11	2.9 %
Senior center	9	2.4 %
Small neighborhood parks (1-10 acres)	21	5.6 %
Soccer/football/lacrosse fields	5	1.3 %
Walking trails (paved surface)	35	9.3 %
None chosen	107	28.5 %
Total	375	100.0 %

Missing Cases = 0

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Artificial turf fields	1	0.3 %
Baseball & softball fields	4	1.1 %
Botanical gardens/arboretum	16	4.3 %
Camping facilities	1	0.3 %
Dog parks	8	2.1 %
Indoor family recreation pool	5	1.3 %
Indoor lap lanes	3	0.8 %
Indoor volleyball & basketball courts	3	0.8 %
Indoor walking & running tracks	8	2.1 %
Large community parks	12	3.2 %
Mountain bike & hiking trails (natural surface)	16	4.3 %
Natural areas/wildlife habitats	19	5.1 %
Outdoor adventure park	5	1.3 %
Outdoor amphitheater	4	1.1 %
Outdoor basketball courts	3	0.8 %
Outdoor lap lanes	4	1.1 %
Outdoor family recreation pool	9	2.4 %
Outdoor sand volleyball courts	1	0.3 %
Outdoor spray parks	2	0.5 %
Outdoor tennis courts	4	1.1 %
Outdoor walking/running track	5	1.3 %
Paved greenway trails	18	4.8 %
Performing arts center	9	2.4 %
Pickleball courts	1	0.3 %
Playgrounds	9	2.4 %
Recreation centers	4	1.1 %
Senior center	6	1.6 %
Skate park	2	0.5 %
Small neighborhood parks (1-10 acres)	21	5.6 %
Soccer/football/lacrosse fields	1	0.3 %
Walking trails (paved surface)	22	5.9 %
Other	2	0.5 %
None chosen	147	39.2 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household? (Sum of top 4)

Q9. Sum of top 4 choices	Number	Percent
Artificial turf fields	9	2.4 %
Baseball & softball fields	17	4.5 %
Botanical gardens/arboretum	42	11.2 %
Camping facilities	9	2.4 %
Dog parks	39	10.4 %
Indoor family recreation pool	33	8.8 %
Indoor lap lanes	41	10.9 %
Indoor volleyball & basketball courts	7	1.9 %
Indoor walking & running tracks	38	10.1 %
Large community parks	57	15.2 %
Mountain bike & hiking trails (natural surface)	64	17.1 %
Natural areas/wildlife habitats	73	19.5 %
Outdoor adventure park	10	2.7 %
Outdoor amphitheater	11	2.9 %
Outdoor basketball courts	8	2.1 %
Outdoor lap lanes	18	4.8 %
Outdoor family recreation pool	29	7.7 %
Outdoor sand volleyball courts	4	1.1 %
Outdoor spray parks	7	1.9 %
Outdoor tennis courts	24	6.4 %
Outdoor walking/running track	30	8.0 %
Paved greenway trails	72	19.2 %
Performing arts center	33	8.8 %
Pickleball courts	12	3.2 %
Playgrounds	48	12.8 %
Recreation centers	36	9.6 %
Senior center	65	17.3 %
Skate park	6	1.6 %
Small neighborhood parks (1-10 acres)	102	27.2 %
Soccer/football/lacrosse fields	17	4.5 %
Walking trails (paved surface)	123	32.8 %
Other	6	1.6 %
None chosen	67	17.9 %
Total	1157	

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q10. Please indicate if you or any member of your household has a need for each of the Recreation and Parks programs listed below.

(N=375)

	Yes	No
Q10-1. Adult art, dance, performing arts	24.5%	75.5%
Q10-2. Adult fitness & wellness programs	50.4%	49.6%
Q10-3. Adult sports programs	21.1%	78.9%
Q10-4. Adult trips	20.5%	79.5%
Q10-5. After school programs	12.8%	87.2%
Q10-6. Before school programs	6.7%	93.3%
Q10-7. Bird watching	15.5%	84.5%
Q10-8. Farmers market	58.7%	41.3%
Q10-9. Nature programs	32.5%	67.5%
Q10-10. Opportunities for individuals with disabilities	10.7%	89.3%
Q10-11. Outdoor adventure programs	18.1%	81.9%
Q10-12. Pre-school programs	7.7%	92.3%
Q10-13. Senior fitness & wellness programs (age 60+)	35.5%	64.5%
Q10-14. Senior outreach & support services (age 60+)	16.8%	83.2%
Q10-15. Senior recreation programs (age 60+)	23.5%	76.5%
Q10-16. Senior sports programs (age 60+)	14.7%	85.3%
Q10-17. Senior trips (age 60+)	19.2%	80.8%
Q10-18. Special events	21.3%	78.7%
Q10-19. Teen programs	11.2%	88.8%

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q10. Please indicate if you or any member of your household has a need for each of the Recreation and Parks programs listed below.

	Yes	No
Q10-20. Water fitness programs	25.9%	74.1%
Q10-21. Young adult programs	7.5%	92.5%
Q10-22. Youth art, dance, performing arts	12.0%	88.0%
Q10-23. Youth development programs	10.1%	89.9%
Q10-24. Youth fitness & wellness programs	13.3%	86.7%
Q10-25. Youth learn-to-swim programs	11.2%	88.8%
Q10-26. Youth sports programs	15.2%	84.8%
Q10-27. Youth summer camp programs	14.4%	85.6%
Q10-28. Other	0.5%	99.5%

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q10. If "yes," please rate the Recreation and Parks programs of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% met" and 1 means "0% met."

(N=326)

	100% met	75% met	50% met	25% met	0% met
Q10-1. Adult art, dance, performing arts	18.4%	31.6%	18.4%	21.1%	10.5%
Q10-2. Adult fitness & wellness programs	24.7%	35.8%	25.9%	9.3%	4.3%
Q10-3. Adult sports programs	14.7%	32.4%	20.6%	17.6%	14.7%
Q10-4. Adult trips	8.9%	21.4%	17.9%	19.6%	32.1%
Q10-5. After school programs	12.5%	32.5%	30.0%	17.5%	7.5%
Q10-6. Before school programs	0.0%	45.0%	25.0%	10.0%	20.0%
Q10-7. Bird watching	10.4%	16.7%	27.1%	20.8%	25.0%
Q10-8. Farmers market	31.9%	34.6%	23.0%	7.3%	3.1%
Q10-9. Nature programs	20.0%	28.0%	29.0%	12.0%	11.0%
Q10-10. Opportunities for individuals with disabilities	6.1%	24.2%	33.3%	12.1%	24.2%
Q10-11. Outdoor adventure programs	15.3%	11.9%	33.9%	23.7%	15.3%
Q10-12. Pre-school programs	3.8%	30.8%	26.9%	19.2%	19.2%
Q10-13. Senior fitness & wellness programs (age 60+)	33.6%	32.8%	18.1%	6.9%	8.6%
Q10-14. Senior outreach & support services (age 60+)	23.2%	28.6%	25.0%	7.1%	16.1%
Q10-15. Senior recreation programs (age 60+)	32.9%	30.3%	14.5%	7.9%	14.5%
Q10-16. Senior sports programs (age 60+)	23.9%	30.4%	19.6%	15.2%	10.9%
Q10-17. Senior trips (age 60+)	19.6%	25.0%	25.0%	8.9%	21.4%
Q10-18. Special events	22.9%	34.3%	34.3%	8.6%	0.0%

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q10. If "yes," please rate the Recreation and Parks programs of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q10-19. Teen programs	8.1%	27.0%	45.9%	10.8%	8.1%
Q10-20. Water fitness programs	27.1%	29.4%	27.1%	8.2%	8.2%
Q10-21. Young adult programs	12.0%	40.0%	32.0%	8.0%	8.0%
Q10-22. Youth art, dance, performing arts	17.5%	35.0%	40.0%	5.0%	2.5%
Q10-23. Youth development programs	14.7%	38.2%	29.4%	8.8%	8.8%
Q10-24. Youth fitness & wellness programs	14.0%	30.2%	41.9%	7.0%	7.0%
Q10-25. Youth learn-to-swim programs	24.3%	48.6%	10.8%	13.5%	2.7%
Q10-26. Youth sports programs	20.8%	43.4%	24.5%	5.7%	5.7%
Q10-27. Youth summer camp programs	18.6%	39.5%	20.9%	16.3%	4.7%
Q10-28. Other	50.0%	0.0%	0.0%	0.0%	50.0%

Q10-28. Other

Q10-28. Other	Number	Percent
COOKING CLASS	1	50.0 %
Swim team	1	50.0 %
Total	2	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. Top choice	Number	Percent
Adult art, dance, performing arts	18	4.8 %
Adult fitness & wellness programs	50	13.3 %
Adult sports programs	11	2.9 %
Adult trips	5	1.3 %
After school programs	11	2.9 %
Before school programs	1	0.3 %
Bird watching	6	1.6 %
Farmers market	57	15.2 %
Nature programs	10	2.7 %
Opportunities for individuals with disabilities	7	1.9 %
Outdoor adventure programs	1	0.3 %
Pre-school programs	5	1.3 %
Senior fitness & wellness programs (age 60+)	36	9.6 %
Senior outreach & support services (age 60+)	5	1.3 %
Senior recreation programs (age 60+)	7	1.9 %
Senior sports programs (age 60+)	1	0.3 %
Senior trips (age 60+)	3	0.8 %
Special events	5	1.3 %
Teen programs	3	0.8 %
Water fitness programs	12	3.2 %
Young adult programs	1	0.3 %
Youth art, dance, performing arts	4	1.1 %
Youth fitness & wellness programs	1	0.3 %
Youth learn-to-swim programs	11	2.9 %
Youth sports programs	11	2.9 %
Youth summer camp programs	8	2.1 %
Other	2	0.5 %
None chosen	83	22.1 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 2nd choice	Number	Percent
Adult art, dance, performing arts	3	0.8 %
Adult fitness & wellness programs	22	5.9 %
Adult sports programs	7	1.9 %
Adult trips	11	2.9 %
After school programs	6	1.6 %
Before school programs	3	0.8 %
Bird watching	2	0.5 %
Farmers market	57	15.2 %
Nature programs	14	3.7 %
Opportunities for individuals with disabilities	6	1.6 %
Outdoor adventure programs	7	1.9 %
Pre-school programs	2	0.5 %
Senior fitness & wellness programs (age 60+)	22	5.9 %
Senior outreach & support services (age 60+)	14	3.7 %
Senior recreation programs (age 60+)	11	2.9 %
Senior sports programs (age 60+)	3	0.8 %
Senior trips (age 60+)	5	1.3 %
Special events	9	2.4 %
Teen programs	6	1.6 %
Water fitness programs	9	2.4 %
Young adult programs	2	0.5 %
Youth art, dance, performing arts	4	1.1 %
Youth fitness & wellness programs	3	0.8 %
Youth learn-to-swim programs	8	2.1 %
Youth sports programs	8	2.1 %
Youth summer camp programs	4	1.1 %
None chosen	127	33.9 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 3rd choice	Number	Percent
Adult art, dance, performing arts	13	3.5 %
Adult fitness & wellness programs	14	3.7 %
Adult sports programs	6	1.6 %
Adult trips	6	1.6 %
After school programs	2	0.5 %
Before school programs	2	0.5 %
Bird watching	5	1.3 %
Farmers market	28	7.5 %
Nature programs	19	5.1 %
Opportunities for individuals with disabilities	4	1.1 %
Outdoor adventure programs	4	1.1 %
Pre-school programs	2	0.5 %
Senior fitness & wellness programs (age 60+)	16	4.3 %
Senior outreach & support services (age 60+)	9	2.4 %
Senior recreation programs (age 60+)	15	4.0 %
Senior sports programs (age 60+)	6	1.6 %
Senior trips (age 60+)	11	2.9 %
Special events	13	3.5 %
Teen programs	7	1.9 %
Water fitness programs	10	2.7 %
Young adult programs	2	0.5 %
Youth art, dance, performing arts	4	1.1 %
Youth development programs	4	1.1 %
Youth fitness & wellness programs	5	1.3 %
Youth learn-to-swim programs	4	1.1 %
Youth sports programs	5	1.3 %
Youth summer camp programs	3	0.8 %
None chosen	156	41.6 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 4th choice	Number	Percent
Adult art, dance, performing arts	9	2.4 %
Adult fitness & wellness programs	16	4.3 %
Adult sports programs	6	1.6 %
Adult trips	6	1.6 %
After school programs	7	1.9 %
Before school programs	2	0.5 %
Bird watching	6	1.6 %
Farmers market	23	6.1 %
Nature programs	10	2.7 %
Opportunities for individuals with disabilities	5	1.3 %
Outdoor adventure programs	7	1.9 %
Pre-school programs	1	0.3 %
Senior fitness & wellness programs (age 60+)	9	2.4 %
Senior outreach & support services (age 60+)	5	1.3 %
Senior recreation programs (age 60+)	6	1.6 %
Senior sports programs (age 60+)	4	1.1 %
Senior trips (age 60+)	12	3.2 %
Special events	7	1.9 %
Teen programs	5	1.3 %
Water fitness programs	6	1.6 %
Young adult programs	6	1.6 %
Youth art, dance, performing arts	5	1.3 %
Youth development programs	1	0.3 %
Youth learn-to-swim programs	4	1.1 %
Youth sports programs	8	2.1 %
Youth summer camp programs	6	1.6 %
Other	3	0.8 %
None chosen	190	50.7 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household? (Sum of top 4)

Q11 Sum of top 4.choices	Number	Percent
Adult art, dance, performing arts	43	11.5 %
Adult fitness & wellness programs	102	27.2 %
Adult sports programs	30	8.0 %
Adult trips	28	7.5 %
After school programs	26	6.9 %
Before school programs	8	2.1 %
Bird watching	19	5.1 %
Farmers market	165	44.0 %
Nature programs	53	14.1 %
Opportunities for individuals with disabilities	22	5.9 %
Outdoor adventure programs	19	5.1 %
Pre-school programs	10	2.7 %
Senior fitness & wellness programs (age 60+)	83	22.1 %
Senior outreach & support services (age 60+)	33	8.8 %
Senior recreation programs (age 60+)	39	10.4 %
Senior sports programs (age 60+)	14	3.7 %
Senior trips (age 60+)	31	8.3 %
Special events	34	9.1 %
Teen programs	21	5.6 %
Water fitness programs	37	9.9 %
Young adult programs	11	2.9 %
Youth art, dance, performing arts	17	4.5 %
Youth development programs	5	1.3 %
Youth fitness & wellness programs	9	2.4 %
Youth learn-to-swim programs	27	7.2 %
Youth sports programs	32	8.5 %
Youth summer camp programs	21	5.6 %
Other	5	1.3 %
None chosen	83	22.1 %
Total	1027	

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities?

Q12. Top choice	Number	Percent
Adult art, dance, performing arts	5	1.3 %
Adult fitness & wellness programs	34	9.1 %
Adult sports programs	7	1.9 %
Adult trips	4	1.1 %
After school programs	3	0.8 %
Before school programs	2	0.5 %
Bird watching	2	0.5 %
Farmers market	70	18.7 %
Nature programs	8	2.1 %
Outdoor adventure programs	1	0.3 %
Senior fitness & wellness programs (age 60+)	27	7.2 %
Senior outreach & support services (age 60+)	3	0.8 %
Senior recreation programs (age 60+)	3	0.8 %
Senior sports programs (age 60+)	3	0.8 %
Senior trips (age 60+)	2	0.5 %
Special events	9	2.4 %
Water fitness programs	12	3.2 %
Young adult programs	1	0.3 %
Youth art, dance, performing arts	5	1.3 %
Youth fitness & wellness programs	1	0.3 %
Youth learn-to-swim programs	8	2.1 %
Youth sports programs	18	4.8 %
Youth summer camp programs	6	1.6 %
Other	1	0.3 %
None chosen	140	37.3 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities?

Q12. 2nd choice	Number	Percent
Adult art, dance, performing arts	8	2.1 %
Adult fitness & wellness programs	15	4.0 %
Adult sports programs	3	0.8 %
Adult trips	4	1.1 %
After school programs	4	1.1 %
Bird watching	1	0.3 %
Farmers market	36	9.6 %
Nature programs	12	3.2 %
Opportunities for individuals with disabilities	2	0.5 %
Outdoor adventure programs	2	0.5 %
Pre-school programs	2	0.5 %
Senior fitness & wellness programs (age 60+)	13	3.5 %
Senior outreach & support services (age 60+)	7	1.9 %
Senior recreation programs (age 60+)	8	2.1 %
Special events	12	3.2 %
Teen programs	2	0.5 %
Water fitness programs	5	1.3 %
Youth art, dance, performing arts	4	1.1 %
Youth development programs	1	0.3 %
Youth fitness & wellness programs	1	0.3 %
Youth learn-to-swim programs	7	1.9 %
Youth sports programs	9	2.4 %
Youth summer camp programs	2	0.5 %
Other	1	0.3 %
None chosen	214	57.1 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities?

Q12. 3rd choice	Number	Percent
Adult art, dance, performing arts	8	2.1 %
Adult fitness & wellness programs	7	1.9 %
Adult sports programs	1	0.3 %
Adult trips	2	0.5 %
After school programs	2	0.5 %
Bird watching	2	0.5 %
Farmers market	13	3.5 %
Nature programs	14	3.7 %
Opportunities for individuals with disabilities	1	0.3 %
Outdoor adventure programs	3	0.8 %
Senior fitness & wellness programs (age 60+)	2	0.5 %
Senior outreach & support services (age 60+)	4	1.1 %
Senior recreation programs (age 60+)	5	1.3 %
Senior sports programs (age 60+)	1	0.3 %
Senior trips (age 60+)	5	1.3 %
Special events	10	2.7 %
Teen programs	4	1.1 %
Water fitness programs	3	0.8 %
Young adult programs	1	0.3 %
Youth art, dance, performing arts	1	0.3 %
Youth development programs	1	0.3 %
Youth fitness & wellness programs	5	1.3 %
Youth learn-to-swim programs	2	0.5 %
Youth sports programs	3	0.8 %
Youth summer camp programs	5	1.3 %
Other	1	0.3 %
None chosen	269	71.7 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities?

Q12. 4th choice	Number	Percent
Adult art, dance, performing arts	1	0.3 %
Adult fitness & wellness programs	6	1.6 %
Adult sports programs	2	0.5 %
Adult trips	1	0.3 %
Bird watching	3	0.8 %
Farmers market	13	3.5 %
Nature programs	6	1.6 %
Outdoor adventure programs	2	0.5 %
Pre-school programs	1	0.3 %
Senior recreation programs (age 60+)	3	0.8 %
Senior sports programs (age 60+)	2	0.5 %
Senior trips (age 60+)	3	0.8 %
Special events	7	1.9 %
Teen programs	5	1.3 %
Water fitness programs	6	1.6 %
Young adult programs	3	0.8 %
Youth art, dance, performing arts	1	0.3 %
Youth learn-to-swim programs	2	0.5 %
Youth sports programs	4	1.1 %
Youth summer camp programs	2	0.5 %
Other	2	0.5 %
None chosen	300	80.0 %
Total	375	100.0 %

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities? (top 4)

Q12. Top choice	Number	Percent
Adult art, dance, performing arts	22	5.9 %
Adult fitness & wellness programs	62	16.5 %
Adult sports programs	13	3.5 %
Adult trips	11	2.9 %
After school programs	9	2.4 %
Before school programs	2	0.5 %
Bird watching	8	2.1 %
Farmers market	132	35.2 %
Nature programs	40	10.7 %
Opportunities for individuals with disabilities	3	0.8 %
Outdoor adventure programs	8	2.1 %
Pre-school programs	3	0.8 %
Senior fitness & wellness programs (age 60+)	42	11.2 %
Senior outreach & support services (age 60+)	14	3.7 %
Senior recreation programs (age 60+)	19	5.1 %
Senior sports programs (age 60+)	6	1.6 %
Senior trips (age 60+)	10	2.7 %
Special events	38	10.1 %
Teen programs	11	2.9 %
Water fitness programs	26	6.9 %
Young adult programs	5	1.3 %
Youth art, dance, performing arts	11	2.9 %
Youth development programs	2	0.5 %
Youth fitness & wellness programs	7	1.9 %
Youth learn-to-swim programs	19	5.1 %
Youth sports programs	34	9.1 %
Youth summer camp programs	15	4.0 %
Other	5	1.3 %
None chosen	140	37.3 %
Total	717	

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Q13. Please CHECK ALL of the following reasons that prevent you or other members of your household from using parks, recreation facilities, and programs of the City of Rockville Department of Recreation and Parks MORE OFTEN.

Q13. Reasons that prevent you from using parks, recreation facilities, & programs more often	Number	Percent
Facilities are not well maintained	15	4.0 %
Program or facility not offered	59	15.7 %
Facilities do not have right equipment	13	3.5 %
Security is insufficient	8	2.1 %
Lack of quality programs	29	7.7 %
Too far from our residence	38	10.1 %
Class full	43	11.5 %
Fees are too high	55	14.7 %
Program times are not convenient	95	25.3 %
Use facilities in other communities	25	6.7 %
Poor customer service by staff	8	2.1 %
I do not know locations of facilities	38	10.1 %
Use other agencies in Rockville	21	5.6 %
I do not know what is being offered	67	17.9 %
Facilities' operating hours not convenient	26	6.9 %
Registration for programs is difficult	16	4.3 %
Lack of parking	12	3.2 %
Not enough choices	36	9.6 %
Not enough time	110	29.3 %
Accessibility/transportation	12	3.2 %
Other	36	9.6 %
Total	762	

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Q13-21. Other

Q13-21. Other	Number	Percent
NEW TO AREA	2	6.1 %
PLAYGROUND/PARK RESTROOMS LOCKED	1	3.0 %
CONSIDER LYME DISEASE	1	3.0 %
USE PARKS OUTSIDE OF ROCKVILLE	1	3.0 %
Lazy	1	3.0 %
TRAFFIC CONGESTION AND NASTY CLIMATE	1	3.0 %
PERSONAL LIMITATIONS	1	3.0 %
AGE	1	3.0 %
PRIVATE GYM MEMBERSHIP LIFETIME FITNESS	1	3.0 %
TOO OLD	1	3.0 %
TEMPERATURE IN EXERCISE ROOM	1	3.0 %
ADVANCE NOTIFICATIONS	1	3.0 %
CONCERN FOR SAFETY	1	3.0 %
WE TRAVEL A LOT SO HARD TO COMMIT	1	3.0 %
CONSISTENCY OF QUALITY AND QUALIFIED INSTRUCTORS	1	3.0 %
TRIPS FULL LOTTERY SYSTEM TOO CHALLENGING FOR DISABLED	1	3.0 %
REDUCE CHLORINATION OF POOLS	1	3.0 %
USE PRIVATE FACILITIES	1	3.0 %
SOME CLASSES ARE LESS THAN AN HOUR, TOO SHORT	1	3.0 %
JUST DON'T GO OUT TO USE THEM	1	3.0 %
CITY COMPLAINING ABOUT MY YARD	1	3.0 %
TIME IS SPLIT BETWEEN MD AND WV	1	3.0 %
Out of town taking care of parent	1	3.0 %
Pro homosexual policies of the city is wrong	1	3.0 %
We don't have any need	1	3.0 %
POOR ADVERTISING OF PROGRAMS	1	3.0 %
We recently moved out of the city	1	3.0 %
Procrastination	1	3.0 %
Flexibility with payments offering payment plans	1	3.0 %
Senior citizen enjoying the open space	1	3.0 %
Still working, not enough time	1	3.0 %
HOME	1	3.0 %
Total	33	100.0 %

Q14. If you had an additional $100, how would you allocate the funds among the Recreation and Parks categories listed below?

	Mean
Better maintain existing parks & facilities (e.g. playgrounds, shelters, sports fields, recreation centers, pools)	53.96
Acquire new parkland & open space	41.52
Develop more multi-use trails	35.37
Develop new parks & facilities	30.77
Develop nontraditional sports facilities (e.g. skatepark, BMX park)	21.35
Develop an outdoor amphitheater	33.97
Develop a multi-generational community center	36.91
Other	63.30

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Q14. Other

Q14-8. Other	Number	Percent
BIKE LANES	1	3.4 %
MORE PROGRAMS FOR SENIORS WITH EASY ACCESS	1	3.4 %
FREE PROGRAMS FOR UNDERPRIVILEGED KIDS	1	3.4 %
MORE CLASSES	1	3.4 %
MORE INDOOR SWIMMING POOLS	1	3.4 %
SAVE MONEY AND REDUCE TAXES	1	3.4 %
FIND AN ADULT TAP DANCE TEACHER	1	3.4 %
BETTER ENFORCEMENT, MIXED USE TRAILS	1	3.4 %
More dog parks where we can let the dogs run and play	1	3.4 %
Golf course	1	3.4 %
CREATE FEE GENERATE PROGRAM	1	3.4 %
Outdoor & covered pickelball courts	1	3.4 %
PAY DOWN DEBT EVERYWHERE IN CITY BUDGET	1	3.4 %
PICKLEBALL COURTS	1	3.4 %
MORE NATURAL/WILDLIFE AREA	1	3.4 %
VARIETY OF CLASSES/ACTIVITIES FOR PEOPLE BETWEEN 18 AND 60	1	3.4 %
ROCKCREST BALLET CENTER SECURITY AND LIGHTS	1	3.4 %
BOTANICAL GARDENS	1	3.4 %
ADDITIONAL CLASSES	1	3.4 %
Make the senior centers better	1	3.4 %
CONNECTING BIKE TRAILS OF BETHESDA & SILVER SPRINGS & WHEATON	1	3.4 %
Development of more children with disabilities recreation centers and parks	1	3.4 %
Build a senior center	1	3.4 %
Prevent pro-homosexual policies	1	3.4 %
REMODEL THE SENIOR CENTER	1	3.4 %
Archery range	1	3.4 %
Dog parks	1	3.4 %
Open Senior Center fitness center on Sundays	1	3.4 %
More Senior Center classes	1	3.4 %
Total	29	100.0 %

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Q15. Please indicate how supportive you would be of each of the following major actions that the City of Rockville could take to improve the Recreation and Parks system.

(N=375)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q15-1. Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	22.9%	24.3%	39.7%	13.1%
Q15-2. Acquire open space for passive activities (e.g. trails, picnicking)	44.5%	20.0%	28.5%	6.9%
Q15-3. Develop a large sports complex	9.3%	14.1%	44.5%	32.0%
Q15-4. Develop a multi-generational community center	21.3%	18.4%	42.4%	17.9%
Q15-5. Additional access to restrooms at parks	35.7%	25.3%	30.9%	8.0%
Q15-6. Develop additional trails & connectivity of trails throughout the community	42.1%	21.1%	30.9%	5.9%
Q15-7. Develop an outdoor amphitheater	17.9%	16.3%	41.6%	24.3%
Q15-8. Develop an outdoor walking/ running track	24.0%	21.6%	39.7%	14.7%
Q15-9. Develop a performing arts venue	16.3%	20.8%	44.3%	18.7%
Q15-10. Develop indoor recreation space (gyms & indoor programming spaces)	16.8%	24.3%	45.3%	13.6%
Q15-11. Develop new & connect existing trail system	38.7%	20.0%	31.2%	10.1%
Q15-12. Develop new event space capable of hosting events like Hometown Holidays & 4th of July	21.1%	16.8%	42.1%	20.0%
Q15-13. Improved ADA accessibility at current facilities	26.1%	22.4%	41.9%	9.6%

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Q15. Please indicate how supportive you would be of each of the following major actions that the City of Rockville could take to improve the Recreation and Parks system.

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q15-14. Repurpose inactive parks/ amenities to create new facilities	29.3%	28.0%	36.0%	6.7%
Q15-15. Upgrade existing neighborhood & community parks	34.9%	28.0%	32.0%	5.1%
Q15-16. Upgrade existing pools	30.9%	20.8%	40.5%	7.7%
Q15-17. Upgrade existing picnic facilities	20.0%	22.9%	46.7%	10.4%
Q15-18. Upgrade existing playgrounds	23.7%	26.1%	40.0%	10.1%
Q15-19. Upgrade existing youth/adult athletic fields	21.3%	24.0%	44.0%	10.7%

Q16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars?

Q16. Top choice	Number	Percent
Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	24	6.4 %
Acquire open space for passive activities (e.g. trails, picnicking)	42	11.2 %
Develop a large sports complex	5	1.3 %
Develop a multi-generational community center	24	6.4 %
Additional access to restrooms at parks	24	6.4 %
Develop additional trails & connectivity of trails throughout the community	32	8.5 %
Develop an outdoor amphitheater	12	3.2 %
Develop an outdoor walking/running track	12	3.2 %
Develop a performing arts venue	8	2.1 %
Develop indoor recreation space (gyms & indoor programming spaces)	5	1.3 %
Develop new & connect existing trail system	16	4.3 %
Develop new event space capable of hosting events like Hometown Holidays & 4th of July	7	1.9 %
Improved ADA accessibility at current facilities	15	4.0 %
Repurpose inactive parks/amenities to create new facilities	14	3.7 %
Upgrade existing neighborhood & community parks	15	4.0 %
Upgrade existing pools	14	3.7 %
Upgrade existing picnic facilities	4	1.1 %
Upgrade existing playgrounds	8	2.1 %
Upgrade existing youth/adult athletic fields	7	1.9 %
None chosen	87	23.2 %
Total	375	100.0 %

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Q16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars?

Q16. 2nd choice	Number	Percent
Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	10	2.7 %
Acquire open space for passive activities (e.g. trails, picnicking)	20	5.3 %
Develop a large sports complex	4	1.1 %
Develop a multi-generational community center	19	5.1 %
Additional access to restrooms at parks	29	7.7 %
Develop additional trails & connectivity of trails throughout the community	32	8.5 %
Develop an outdoor amphitheater	12	3.2 %
Develop an outdoor walking/running track	7	1.9 %
Develop a performing arts venue	13	3.5 %
Develop indoor recreation space (gyms & indoor programming spaces)	9	2.4 %
Develop new & connect existing trail system	21	5.6 %
Develop new event space capable of hosting events like Hometown Holidays & 4th of July	10	2.7 %
Improved ADA accessibility at current facilities	17	4.5 %
Repurpose inactive parks/amenities to create new facilities	13	3.5 %
Upgrade existing neighborhood & community parks	22	5.9 %
Upgrade existing pools	10	2.7 %
Upgrade existing picnic facilities	5	1.3 %
Upgrade existing playgrounds	6	1.6 %
Upgrade existing youth/adult athletic fields	5	1.3 %
None chosen	111	29.6 %
Total	375	100.0 %

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Q16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars?

Q16. 3rd choice	Number	Percent
Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	6	1.6 %
Acquire open space for passive activities (e.g. trails, picnicking)	22	5.9 %
Develop a large sports complex	3	0.8 %
Develop a multi-generational community center	10	2.7 %
Additional access to restrooms at parks	23	6.1 %
Develop additional trails & connectivity of trails throughout the community	20	5.3 %
Develop an outdoor amphitheater	14	3.7 %
Develop an outdoor walking/running track	12	3.2 %
Develop a performing arts venue	6	1.6 %
Develop indoor recreation space (gyms & indoor programming spaces)	8	2.1 %
Develop new & connect existing trail system	22	5.9 %
Develop new event space capable of hosting events like Hometown Holidays & 4th of July	8	2.1 %
Improved ADA accessibility at current facilities	10	2.7 %
Repurpose inactive parks/amenities to create new facilities	17	4.5 %
Upgrade existing neighborhood & community parks	11	2.9 %
Upgrade existing pools	15	4.0 %
Upgrade existing picnic facilities	7	1.9 %
Upgrade existing playgrounds	18	4.8 %
Upgrade existing youth/adult athletic fields	7	1.9 %
None chosen	136	36.3 %
Total	375	100.0 %

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Q16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars?

Q16. 4th choice	Number	Percent
Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	4	1.1 %
Acquire open space for passive activities (e.g. trails, picnicking)	15	4.0 %
Develop a large sports complex	6	1.6 %
Develop a multi-generational community center	5	1.3 %
Additional access to restrooms at parks	15	4.0 %
Develop additional trails & connectivity of trails throughout the community	13	3.5 %
Develop an outdoor amphitheater	8	2.1 %
Develop an outdoor walking/running track	13	3.5 %
Develop a performing arts venue	6	1.6 %
Develop indoor recreation space (gyms & indoor programming spaces)	7	1.9 %
Develop new & connect existing trail system	20	5.3 %
Develop new event space capable of hosting events like Hometown Holidays & 4th of July	8	2.1 %
Improved ADA accessibility at current facilities	10	2.7 %
Repurpose inactive parks/amenities to create new facilities	20	5.3 %
Upgrade existing neighborhood & community parks	18	4.8 %
Upgrade existing pools	20	5.3 %
Upgrade existing picnic facilities	5	1.3 %
Upgrade existing playgrounds	16	4.3 %
Upgrade existing youth/adult athletic fields	11	2.9 %
None chosen	155	41.3 %
Total	375	100.0 %

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Q16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars? (sum of top 4)

Q16. Sum of Top 4 choices	Number	Percent
Acquire open space for active activities (e.g. developing soccer, baseball, & softball fields)	44	11.7 %
Acquire open space for passive activities (e.g. trails, picnicking)	99	26.4 %
Develop a large sports complex	18	4.8 %
Develop a multi-generational community center	58	15.5 %
Additional access to restrooms at parks	91	24.3 %
Develop additional trails & connectivity of trails throughout the community	97	25.9 %
Develop an outdoor amphitheater	46	12.3 %
Develop an outdoor walking/running track	44	11.7 %
Develop a performing arts venue	33	8.8 %
Develop indoor recreation space (gyms & indoor programming spaces)	29	7.7 %
Develop new & connect existing trail system	79	21.1 %
Develop new event space capable of hosting events like Hometown Holidays & 4th of July	33	8.8 %
Improved ADA accessibility at current facilities	52	13.9 %
Repurpose inactive parks/amenities to create new facilities	64	17.1 %
Upgrade existing neighborhood & community parks	66	17.6 %
Upgrade existing pools	59	15.7 %
Upgrade existing picnic facilities	21	5.6 %
Upgrade existing playgrounds	48	12.8 %
Upgrade existing youth/adult athletic fields	30	8.0 %
None chosen	87	23.2 %
Total	1098	

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Q17. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Rockville's Recreation and Park system.

(N=375)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q17-1. Improves my (my household's) physical health & fitness	41.9%	27.7%	7.2%	0.8%	2.1%	20.3%
Q17-2. Helps to reduce crime in my neighborhood	20.0%	24.5%	20.0%	3.7%	2.4%	29.3%
Q17-3. Helps keep kids out of trouble	25.6%	34.1%	13.6%	0.8%	1.1%	24.8%
Q17-4. Makes Rockville a more desirable place to live	52.5%	27.2%	2.7%	0.3%	1.1%	16.3%
Q17-5. Preserves open space & protects environment	41.1%	29.6%	7.5%	0.8%	1.1%	20.0%
Q17-6. Increases my (my household's) property value	30.4%	29.6%	15.2%	1.6%	1.3%	21.9%
Q17-7. Improves my (my household's) mental health & reduces stress	34.9%	28.0%	14.4%	1.9%	1.3%	19.5%
Q17-8. Provides positive social interactions for me (my household)	27.5%	28.3%	20.0%	1.3%	1.9%	21.1%
Q17-9. Provides clean/ aesthetically pleasing landscaping along public streets	32.0%	34.4%	10.4%	0.5%	1.1%	21.6%
Q17-10. Helps to attract new residents & businesses	28.0%	28.0%	16.5%	1.6%	1.3%	24.5%

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Q17. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Rockville's Recreation and Park system.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q17-11. Promotes tourism to City & the region	16.3%	17.6%	28.8%	7.5%	1.6%	28.3%
Q17-12. Positively impacts economic/ business development	20.5%	25.9%	21.1%	2.4%	1.1%	29.1%
Q17-13. Is age-friendly & accessible to all age groups	29.9%	34.1%	11.5%	1.9%	1.1%	21.6%
Q17-14. Promotes creativity & curiosity in arts & nature	24.0%	32.8%	14.9%	2.9%	0.8%	24.5%
Q17-15. Fosters an inclusive & welcoming community	32.0%	34.9%	8.8%	1.3%	0.5%	22.4%

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WITHOUT "Don't Know"

Q17. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Rockville's Recreation and Park system. (without "don't know")

(N=375)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. Improves my (my household's) physical health & fitness	52.5%	34.8%	9.0%	1.0%	2.7%
Q17-2. Helps to reduce crime in my neighborhood	28.3%	34.7%	28.3%	5.3%	3.4%
Q17-3. Helps keep kids out of trouble	34.0%	45.4%	18.1%	1.1%	1.4%
Q17-4. Makes Rockville a more desirable place to live	62.7%	32.5%	3.2%	0.3%	1.3%
Q17-5. Preserves open space & protects environment	51.3%	37.0%	9.3%	1.0%	1.3%
Q17-6. Increases my (my household's) property value	38.9%	37.9%	19.5%	2.0%	1.7%
Q17-7. Improves my (my household's) mental health & reduces stress	43.4%	34.8%	17.9%	2.3%	1.7%
Q17-8. Provides positive social interactions for me (my household)	34.8%	35.8%	25.3%	1.7%	2.4%
Q17-9. Provides clean/aesthetically pleasing landscaping along public streets	40.8%	43.9%	13.3%	0.7%	1.4%
Q17-10. Helps to attract new residents & businesses	37.1%	37.1%	21.9%	2.1%	1.8%
Q17-11. Promotes tourism to City & the region	22.7%	24.5%	40.1%	10.4%	2.2%
Q17-12. Positively impacts economic/ business development	28.9%	36.5%	29.7%	3.4%	1.5%
Q17-13. Is age-friendly & accessible to all age groups	38.1%	43.5%	14.6%	2.4%	1.4%
Q17-14. Promotes creativity & curiosity in arts & nature	31.8%	43.5%	19.8%	3.9%	1.1%
Q17-15. Fosters an inclusive & welcoming community	41.2%	45.0%	11.3%	1.7%	0.7%

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Q18. Please rate your level of satisfaction with the overall value your household receives from The City of Rockville Department of Recreation and Parks.

Q18. Your level of satisfaction with overall value your household receives from City Department of Recreation & Parks	Number	Percent
Very satisfied	166	44.3 %
Somewhat satisfied	116	30.9 %
Neutral	31	8.3 %
Somewhat dissatisfied	5	1.3 %
Very dissatisfied	2	0.5 %
Don't know	55	14.7 %
Total	375	100.0 %

Without" Don't Know"

Q18. Please rate your level of satisfaction with the overall value your household receives from The City of Rockville Department of Recreation and Parks. (without "don't know")

Q18. Your level of satisfaction with overall value your household receives from City Department of Recreation & Parks	Number	Percent
Very satisfied	166	51.9 %
Somewhat satisfied	116	36.3 %
Neutral	31	9.7 %
Somewhat dissatisfied	5	1.6 %
Very dissatisfied	2	0.6 %
Total	320	100.0 %

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Q19. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.7	937
Under 5 years	0.1	38
5-9 years	0.1	52
10-14 years	0.2	61
15-19 years	0.1	51
20-24 years	0.1	47
25-34 years	0.4	133
35-44 years	0.4	130
45-54 years	0.4	123
55-59 years	0.2	81
60-64 years	0.2	77
65-74 years	0.2	85
75+ years	0.2	59

Q20. What is your age?

Q20. Your age	Number	Percent
18-34	65	17.3 %
35-44	71	18.9 %
45-54	73	19.5 %
55-64	75	20.0 %
65+	68	18.1 %
Not provided	23	6.1 %
Total	375	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

WITHOUT "not provided"

Q20. What is your age? (without "not provided")

Q20. Your age	Number	Percent
18-34	65	18.5 %
35-44	71	20.2 %
45-54	73	20.7 %
55-64	75	21.3 %
65+	68	19.3 %
Total	352	100.0 %

Q21. Your gender:

Q21. Your gender	Number	Percent
Male	182	48.5 %
Female	188	50.1 %
Not provided	5	1.3 %
Total	375	100.0 %

WITHOUT "not provided"

Q21. Your gender: (without "not provided")

Q21. Your gender	Number	Percent
Male	182	49.2 %
Female	188	50.8 %
Total	370	100.0 %

Q22. How many years have you lived in the City of Rockville?

Q22. How many years have you lived in City of Rockville	Number	Percent
0-5	55	14.7 %
6-10	44	11.7 %
11-15	36	9.6 %
16-20	51	13.6 %
21-30	61	16.3 %
31+	93	24.8 %
Not provided	35	9.3 %
Total	375	100.0 %

WITHOUT "not provided"

Q22. How many years have you lived in the City of Rockville? (without "not provided")

Q22. How many years have you lived in City of Rockville	Number	Percent
0-5	55	16.2 %
6-10	44	12.9 %
11-15	36	10.6 %
16-20	51	15.0 %
21-30	61	17.9 %
31+	93	27.4 %
Total	340	100.0 %

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Q23. What is your household income?

Q23. Your household income	Number	Percent
Under $30K	13	3.5 %
$30K-$59,999	27	7.2 %
$60K-$89,999	49	13.1 %
$90K-$119,999	55	14.7 %
$120K-$149,999	52	13.9 %
$150K+	100	26.7 %
Not provided	79	21.1 %
Total	375	100.0 %

WITHOUT "not provided"

Q23. What is your household income? (without "not provided")

Q23. Your household income	Number	Percent
Under $30K	13	4.4 %
$30K-$59,999	27	9.1 %
$60K-$89,999	49	16.6 %
$90K-$119,999	55	18.6 %
$120K-$149,999	52	17.6 %
$150K+	100	33.8 %
Total	296	100.0 %

Q24. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

Q24. Are you of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	55	14.7 %
No	313	83.5 %
Not provided	7	1.9 %
Total	375	100.0 %

WITHOUT "not provided"

Q24. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry? (without "not provided")

Q24. Are you of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	55	14.9 %
No	313	85.1 %
Total	368	100.0 %

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Q25. Which of the following best describes your race?

Q25. Your race	Number	Percent
White/Caucasian	219	58.4 %
African American/Black	40	10.7 %
Asian	76	20.3 %
Native American	4	1.1 %
Pacific Islander	1	0.3 %
Other	12	3.2 %
Total	352	

Q25-6. Other

Q25-6. Other	Number	Percent
MIXED	7	58.3 %
Hispanic	3	25.0 %
PERSIAN	1	8.3 %
LATINO	1	8.3 %
Total	12	100.0 %

Q26. Do you speak a language other than English at home?

Q26. Do you speak a language other than English at home	Number	Percent
Yes	94	25.1 %
No	272	72.5 %
Not provided	9	2.4 %
Total	375	100.0 %

WITHOUT "not provided"

Q26. Do you speak a language other than English at home? (without "not provided")

Q26. Do you speak a language other than English at home	Number	Percent
Yes	94	25.7 %
No	272	74.3 %
Total	366	100.0 %

Q26a. (If YES to Question 26) Which languages do you speak?

Q26a. Which languages do you speak	Number	Percent
Persian/Farsi	3	3.2 %
Vietnamese	4	4.3 %
Spanish	33	35.1 %
Russian	6	6.4 %
Chinese	19	20.2 %
Korean	4	4.3 %
Other	23	24.5 %
Total	92	

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Q26a-7. Other

Q26a-7. Other	Number	Percent
French	6	28.6 %
Portuguese	2	9.5 %
JAPANESE	2	9.5 %
Punjabi	1	4.8 %
Polish	1	4.8 %
TAMIL, HINDI	1	4.8 %
HUNGARIAN	1	4.8 %
Tamil	1	4.8 %
ITALIAN	1	4.8 %
BENGALI	1	4.8 %
Amharic	1	4.8 %
GERMAN	1	4.8 %
Hindi	1	4.8 %
Turkish	1	4.8 %
Total	21	100.0 %

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

Section 5
Survey Instrument

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

City of Rockville
Get Into It

A Few Minutes of Your Time Will Help Make the City of Rockville a Better Place to Live, Work and Play!

Dear City of Rockville Resident:

Your response to the enclosed survey is extremely important…
The City of Rockville Department of Recreation and Parks is developing an updated Strategic Plan that will guide the future of parks, trails, recreation facilities, programs and services in our community over the next 10 years. Public input is crucial to the plan's development. Therefore, the City of Rockville Department of Recreation and Parks is conducting a Community Survey to better understand our residents' priorities. Your household is one of a limited number selected at random to receive this survey, so we hope that you will be able to participate.

We appreciate your time…
We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Rockville Recreation and Parks in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks…
We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City of Rockville Department of Recreation and Parks. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would prefer to take the survey by web, the address is www.rockvillesurvey.org.

If you have any questions, please contact Karla Sheehi with the City of Rockville Department of Recreation and Parks at 240-314-8601. The Community Interest and Opinion Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

Tim Chesnutt,
Director, Department of Recreation and Parks

Connect • Create • Celebrate

City of Rockville Recreation and Parks Needs Assessment

Let your voice be heard today!

The City of Rockville would like your input to help determine recreation and parks priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time!

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1. Have you or members of your household visited any parks or facilities of the City of Rockville Department of Recreation and Parks during the past year?

____(1) Yes *[Answer Q1a-c.]* ____(2) No *[Skip to Q2.]*

1a. From the following list, please CHECK ALL of the types of parks/facilities of the City of Rockville Department of Recreation and Parks you or members of your household have used or visited over the past 12 months.

____(01) Baseball and softball fields
____(02) Community centers
____(03) Community garden
____(04) Community parks (large)
____(05) F. Scott Fitzgerald Theater
____(06) Fitness rooms
____(07) Football/lacrosse/soccer fields
____(08) Glenview Mansion
____(09) King Farm Dog Park
____(10) Natural surface trails/greenways
____(11) Nature center
____(12) Neighborhood parks (small)
____(13) Outdoor basketball courts
____(14) Outdoor tennis courts
____(15) Paved trails/greenways
____(16) Playgrounds/Play Equipment
____(17) Pools - **Indoor**
____(18) Pools - **Outdoor**
____(19) Senior center
____(20) Skate park
____(21) Other: _____

1b. Which THREE of the parks/facilities listed in Question 1a do you or members of your household visit MOST OFTEN? *[Write in your answers below using the numbers from the list in Question 1a.]*

1st: ____ 2nd: ____ 3rd: ____

1c. Overall, how would you rate the level of maintenance of ALL of the parks/facilities of the City of Rockville Department of Recreation and Parks you have visited?

____(1) Excellent ____(2) Good ____(3) Fair ____(4) Poor

2. Have you or other members of your household participated in any recreation programs offered by the City of Rockville Department of Recreation and Parks during the past 12 months?

____(1) Yes *[Answer Q2a-c.]* ____(2) No *[Skip to Q3.]*

2a. Approximately how many different recreation programs offered by the City of Rockville Department of Recreation and Parks did you or members of your household participate in over the past 12 months?

____(1) 1 program
____(2) 2 to 3 programs
____(3) 4 to 6 programs
____(4) 7 to 10 programs
____(5) 11 or more programs

2b. From the following list, please check the THREE primary reasons why your household has participated in the City of Rockville Department of Recreation and Parks programs.

____(01) Quality of instructors
____(02) Location of the program facility
____(03) Quality of the program facility
____(04) Fees charged for the class
____(05) Quality of program content
____(06) Times the program is offered
____(07) Friends participate
____(08) Dates/days the program is offered
____(09) Day of the week
____(10) Other: _____

2c. How would you rate the overall quality of the City of Rockville Department of Recreation and Parks programs that you and members of your household have participated in?

____(1) Excellent ____(2) Good ____(3) Fair ____(4) Poor

Attachment b: Rockville Survey Findings Report - Sept 25, 2019 (2972 : Additional Information - Topic 2- RedGate Master Planning)

3. Please indicate how often you and members of your household have used each of the following recreation centers operated by the City of Rockville Department of Recreation and Parks during the past 12 months.

		50+ Times	25-49 Times	10-24 Times	1-9 Times	Never
01.	Croydon Creek Nature Center	5	4	3	2	1
02.	Elwood Smith Community Center	5	4	3	2	1
03.	F. Scott Fitzgerald Theater	5	4	3	2	1
04.	Glenview Mansion	5	4	3	2	1
05.	Lincoln Park Community Center	5	4	3	2	1
06.	Montrose Community Center	5	4	3	2	1
07.	Pumphouse Community Center	5	4	3	2	1
08.	Rockcrest Ballet Center	5	4	3	2	1
09.	Senior Center	5	4	3	2	1
10.	Swim and Fitness Center	5	4	3	2	1
11.	Thomas Farm Community Center	5	4	3	2	1
12.	Twinbrook Community Recreation Center	5	4	3	2	1

4. How would you rate the overall quality of the recreation centers listed in Question 3 that you and members of your household have used during the past 12 months?

____(1) Excellent ____(2) Good ____(3) Fair ____(4) Poor

5. Please CHECK ALL of the ways you learn about City of Rockville Department of Recreation and Parks programs and activities.

____(01) City of Rockville Website
____(02) *Life in Rockville* (seasonal Recreation and Parks guide)
____(03) *Seasonal 60+ Recreation and Services Guide*
____(04) *Rockville Reports*
____(05) From friends and neighbors
____(06) Text notifications
____(07) School fliers/newsletters
____(08) Bethesda Magazine
____(09) Social Media
____(10) Rockville 11 TV
____(11) Conversation with staff
____(12) Banners in parks
____(13) Emails
____(14) Materials at city facilities
____(15) E-Newsletter
____(16) Other: _____

6. Which THREE of the information sources listed in Question 5 do you MOST PREFER to use to learn about City of Rockville Department of Recreation and Parks programs and activities? *[Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

7. From the following list, please CHECK ALL of the organizations that you and members of your household use for parks and recreation programs, services, and facilities.

____(01) Private or public schools
____(02) Places of worship
____(03) Youth sports organizations
____(04) City of Rockville programs
____(05) Maryland State Parks
____(06) Montgomery County programs
____(07) National Park Service
____(08) City of Gaithersburg programs
____(09) YMCA
____(10) Private fitness facilities
____(11) Private instruction (e.g. dance, outfitters)
____(12) Neighboring communities
____(13) Homeowners associations/apt. complexes
____(14) Boys and Girls Club
____(15) Clubs (e.g. country clubs, golf courses)
____(16) Other: _____
____(17) None

8. Please indicate if you or any member of your household has a need for each of the Recreation and Parks amenities/facilities listed below by circling either "Yes" or "No". Please don't limit your responses to what is currently provided by the City of Rockville Department of Recreation and Parks.

***If "Yes,"* please rate ALL of the Recreation and Parks amenities/facilities of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	Type of Amenity/Facility	Do you have a need for this amenity/facility?		*If "Yes,"* how well are your needs being met by amenities/facilities in Rockville?				
				100% Met	75% Met	50% Met	25% Met	0% Met
01.	Artificial turf fields	Yes	No	5	4	3	2	1
02.	Baseball and softball fields	Yes	No	5	4	3	2	1
03.	Botanical gardens/arboretum	Yes	No	5	4	3	2	1
04.	Camping facilities	Yes	No	5	4	3	2	1
05.	Dog parks	Yes	No	5	4	3	2	1
06.	Indoor family recreation pool	Yes	No	5	4	3	2	1
07.	Indoor lap lanes	Yes	No	5	4	3	2	1
08.	Indoor volleyball and basketball courts	Yes	No	5	4	3	2	1
09.	Indoor walking and running tracks	Yes	No	5	4	3	2	1
10.	Large community parks	Yes	No	5	4	3	2	1
11.	Mountain bike and hiking trails (natural surface)	Yes	No	5	4	3	2	1
12.	Natural areas/wildlife habitats	Yes	No	5	4	3	2	1
13.	Outdoor adventure park	Yes	No	5	4	3	2	1
14.	Outdoor amphitheater	Yes	No	5	4	3	2	1
15.	Outdoor basketball courts	Yes	No	5	4	3	2	1
16.	Outdoor lap lanes	Yes	No	5	4	3	2	1
17.	Outdoor family recreation pool	Yes	No	5	4	3	2	1
18.	Outdoor sand volleyball courts	Yes	No	5	4	3	2	1
19.	Outdoor spray parks	Yes	No	5	4	3	2	1
20.	Outdoor tennis courts	Yes	No	5	4	3	2	1
21.	Outdoor walking/running track	Yes	No	5	4	3	2	1
22.	Paved greenway trails	Yes	No	5	4	3	2	1
23.	Performing arts center	Yes	No	5	4	3	2	1
24.	Pickleball courts	Yes	No	5	4	3	2	1
25.	Playgrounds	Yes	No	5	4	3	2	1
26.	Recreation centers	Yes	No	5	4	3	2	1
27.	Senior center	Yes	No	5	4	3	2	1
28.	Skate park	Yes	No	5	4	3	2	1
29.	Small neighborhood parks (1-10 acres)	Yes	No	5	4	3	2	1
30.	Soccer/Football/Lacrosse fields	Yes	No	5	4	3	2	1
31.	Walking trails (paved surface)	Yes	No	5	4	3	2	1
32.	Other: _____	Yes	No	5	4	3	2	1

9. Which FOUR of the amenities/facilities from the list in Question 8 are MOST IMPORTANT to your household? *[Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

10. Please indicate if you or any member of your household has a need for each of the Recreation and Parks programs listed below by circling either "Yes" or "No". Please don't limit your responses to what is currently provided by the City of Rockville Department of Recreation and Parks.

***If "Yes,"* please rate the Recreation and Parks programs of this type in Rockville using a scale of 1 to 5, where 5 means the needs of your household are "100% Met" and 1 means "0% Met."**

	Type of Program	Do you have a need for this program?		*If "Yes,"* how well are your needs being met by programs in Rockville?				
				100% Met	75% Met	50% Met	25% Met	0% Met
01.	Adult art, dance, performing arts	Yes	No	5	4	3	2	1
02.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
03.	Adult sports programs	Yes	No	5	4	3	2	1
04.	Adult trips	Yes	No	5	4	3	2	1
05.	After school programs	Yes	No	5	4	3	2	1
06.	Before school programs	Yes	No	5	4	3	2	1
07.	Bird watching	Yes	No	5	4	3	2	1
08.	Farmers Market	Yes	No	5	4	3	2	1
09.	Nature programs	Yes	No	5	4	3	2	1
10.	Opportunities for individuals with disabilities	Yes	No	5	4	3	2	1
11.	Outdoor adventure programs	Yes	No	5	4	3	2	1
12.	Pre-School programs	Yes	No	5	4	3	2	1
13.	Senior fitness and wellness programs (age 60+)	Yes	No	5	4	3	2	1
14.	Senior outreach and support services (age 60+)	Yes	No	5	4	3	2	1
15.	Senior recreation programs (age 60+)	Yes	No	5	4	3	2	1
16.	Senior sports programs (age 60+)	Yes	No	5	4	3	2	1
17.	Senior trips (age 60+)	Yes	No	5	4	3	2	1
18.	Special events	Yes	No	5	4	3	2	1
19.	Teen programs	Yes	No	5	4	3	2	1
20.	Water fitness programs	Yes	No	5	4	3	2	1
21.	Young adult programs	Yes	No	5	4	3	2	1
22.	Youth art, dance, performing arts	Yes	No	5	4	3	2	1
23.	Youth development programs	Yes	No	5	4	3	2	1
24.	Youth fitness and wellness programs	Yes	No	5	4	3	2	1
25.	Youth learn-to-swim programs	Yes	No	5	4	3	2	1
26.	Youth sports programs	Yes	No	5	4	3	2	1
27.	Youth summer camp programs	Yes	No	5	4	3	2	1
28.	Other: _____	Yes	No	5	4	3	2	1

11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household? *[Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Rockville facilities? *[Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

13. Please CHECK ALL of the following reasons that prevent you or other members of your household from using parks, recreation facilities, and programs of the City of Rockville Department of Recreation and Parks MORE OFTEN.

____(01) Facilities are not well maintained
____(02) Program or facility not offered
____(03) Facilities do not have the right equipment
____(04) Security is insufficient
____(05) Lack of quality programs
____(06) Too far from our residence
____(07) Class full
____(08) Fees are too high
____(09) Program times are not convenient
____(10) Use facilities in other communities
____(11) Poor customer service by staff
____(12) I do not know locations of facilities
____(13) Use other agencies in Rockville
____(14) I do not know what is being offered
____(15) Facilities' operating hours not convenient
____(16) Registration for programs is difficult
____(17) Lack of parking
____(18) Not enough choices
____(19) Not enough time
____(20) Accessibility/Transportation
____(21) Other: _____

14. If you had an additional $100, how would you allocate the funds among the Recreation and Parks categories listed below? *[Please be sure your total adds up to $100.]*

$_____ Better maintain existing parks and facilities (e.g. playgrounds, shelters, sports fields, recreation centers, pools)
$_____ Acquire new parkland and open space
$_____ Develop more multi-use trails
$_____ Develop new parks and facilities
$_____ Develop nontraditional sports facilities (e.g. skatepark, BMX park)
$_____ Develop an outdoor amphitheater
$_____ Develop a multi-generational community center
$_____ Other: _____

$100 total

15. Please indicate how supportive you would be of each of the following major actions that the City of Rockville could take to improve the Recreation and Parks system.

	How supportive are you of having the City of Rockville...	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01.	Acquire open space for active activities (e.g. developing soccer, baseball, and softball fields)	4	3	2	1
02.	Acquire open space for passive activities (e.g. trails, picnicking)	4	3	2	1
03.	Develop a large sports complex	4	3	2	1
04.	Develop a multi-generational community center	4	3	2	1
05.	Additional access to restrooms at parks	4	3	2	1
06.	Develop additional trails and connectivity of trails throughout the community	4	3	2	1
07.	Develop an outdoor amphitheater	4	3	2	1
08.	Develop an outdoor walking/running track	4	3	2	1
09.	Develop a performing arts venue	4	3	2	1
10.	Develop indoor recreation space (gyms and indoor programming spaces)	4	3	2	1
11.	Develop new and connect the existing trail system	4	3	2	1
12.	Develop new event space capable of hosting events like Hometown Holidays and 4th of July	4	3	2	1
13.	Improved ADA accessibility at current facilities	4	3	2	1
14.	Repurpose inactive parks/amenities to create new facilities	4	3	2	1
15.	Upgrade existing neighborhood and community parks	4	3	2	1
16.	Upgrade existing pools	4	3	2	1
17.	Upgrade existing picnic facilities	4	3	2	1
18.	Upgrade existing playgrounds	4	3	2	1
19.	Upgrade existing youth/adult athletic fields	4	3	2	1

16. Which FOUR of the items listed in Question 15 would you be MOST WILLING to fund with your tax dollars? *[Write in your answers below using the numbers from the list in Question 15, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

17. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Rockville's Recreation and Park system.

	The Recreation and Parks system in Rockville...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
02.	Helps to reduce crime in my neighborhood	5	4	3	2	1	9
03.	Helps keep kids out of trouble	5	4	3	2	1	9
04.	Makes Rockville a more desirable place to live	5	4	3	2	1	9
05.	Preserves open space and protects the environment	5	4	3	2	1	9
06.	Increases my (my household's) property value	5	4	3	2	1	9
07.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
08.	Provides positive social interactions for me (my household)	5	4	3	2	1	9
09.	Provides clean/aesthetically pleasing landscaping along public streets	5	4	3	2	1	9
10.	Helps to attract new residents and businesses	5	4	3	2	1	9
11.	Promotes tourism to the city and the region	5	4	3	2	1	9
12.	Positively impacts economic/business development	5	4	3	2	1	9
13.	Is age-friendly and accessible to all age groups	5	4	3	2	1	9
14.	Promotes creativity and curiosity in the arts and nature	5	4	3	2	1	9
15.	Fosters an inclusive and welcoming community	5	4	3	2	1	9

18. Please rate your level of satisfaction with the overall value your household receives from The City of Rockville Department of Recreation and Parks.

____(1) Very satisfied
____(2) Somewhat satisfied
____(3) Neutral
____(4) Somewhat dissatisfied
____(5) Very dissatisfied
____(9) Don't know

19. Counting yourself, how many people in your household are...

Under 5 years: ____
5 - 9 years: ____
10 - 14 years: ____
15 - 19 years: ____
20 - 24 years: ____
25 - 34 years: ____
35 - 44 years: ____
45 - 54 years: ____
55 - 59 years: ____
60 - 64 years: ____
65 - 74 years: ____
75+ years: ____

20. What is your age? _____ years

21. Your gender: ____(1) Male ____(2) Female

22. How many years have you lived in the City of Rockville? _____ years

23. What is your household income?

____(1) Under $30,000
____(2) $30,000-$59,999
____(3) $60,000-$89,999
____(4) $90,000-$119,999
____(5) $120,000-$149,999
____(6) $150,000+

24. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

____(1) Yes ____(2) No

25. Which of the following best describes your race? *[Check all that apply.]*

____(1) White/Caucasian
____(2) African American/Black
____(3) Asian
____(4) Native American
____(5) Pacific Islander
____(6) Other: _____

26. Do you speak a language other than English at home? ____(1) Yes [answer Q26a] ____(2) No [skip to Q27]

26a. [If yes to Q26] Which languages do you speak? *[Check all that apply.]*

____(1) Persian/Farsi
____(2) Vietnamese
____(3) Spanish
____(4) Russian
____(5) Chinese
____(6) Korean
____(7) Other: _____

27. Do you have any other comments about the services provided or the job that the City of Rockville Department of Recreation and Parks is doing?

_____

_____

_____

_____

_____

_____

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.