

ROCKVILLE Fiscal Year 2019 Annual Report

JULY 1, 2018 TO JUNE 30, 2019



A Message from the City Manager

People often ask: "Where do you live?" I hope that you are proud to answer "Rockville!" But how often do we ponder what our city government is doing to serve its residents? This is your chance!

I am pleased to report in these pages our progress on some of the community's highest priorities, including pedestrian safety, community policing, government efficiency and effectiveness, economic development that attracts and retains quality business and employers, and investments in parks and recreational services that improve your quality of life.

Our accomplishments highlight the value we place on protecting the environment, maintaining infrastructure and fostering diversity and inclusion. For example, we were pleased to once more achieve a perfect score on the 2018 Municipal Equality Index scorecard for Rockville's commitment to the health, welfare, safety and equality of the lesbian, gay, bisexual, transgender and queer community.

With more than one-third of the city's residents born outside the United States, we know ethnic diversity too. We are proud to be a destination for specialty grocers and ethnically focused restaurants. Rockville is home to some of the world's most prominent advanced research, life sciences, biomedical and technology companies, attracting talent from around the world to work here.

We listen to you. We took time last year to gather feedback on our development review and permitting services. We convened a town hall meeting to discuss Rockville Town Center. And we initiated a waste, fraud and abuse tipline – all efforts to understand your needs and improve our services. We can always do better, and I invite you to share your ideas and suggestions.

We are a community of neighbors and neighborhoods. I encourage you to get to know your city government, follow us on social media, volunteer with the city government or local nonprofits, and engage with your homeowners or civic association. I am proud to call Rockville home, and I believe that working together, we can make Rockville the best it can be.


Rob DiSpirito
City Manager



ROCKVILLE IS ... Safe, Secure and Welcoming

Nearly 900 of 3,000 randomly selected community members responded to the city's 10th biennial community survey. Rockville's residents said their city has high-quality, secure neighborhoods where they can raise children and retire, that Rockville is respectful to different cultures and beliefs, and is a city committed to creating a welcoming community for all backgrounds.

The city received excellent or good ratings from:



94%

of residents describing the city's overall quality of life.



89%

rating Rockville as a place to raise children.



89%

rating the city as welcoming of different cultures/beliefs.



87%

describing the quality of their neighborhood.



87%

rating the quality of city services.



82%

describing the city as safe and secure.

Learn more at www.rockvillemd.gov/2018survey.



ROCKVILLE IS... About to Vote by Mail

The city will make history this fall as the first in Maryland to hold a Vote by Mail election. Rockville will elect a mayor and four councilmembers.

Learn more at www.rockvillemd.gov/election.

ROCKVILLE IS... On a Stamp



The mural of Sugarloaf Mountain in the Rockville City Police Department's lobby was featured as part of the U.S. Postal Service's 2019 Forever Stamp lineup. Learn more at RockvilleReports.com/police-station-lobby-mural-to-be-featured-in-postage-stamp.

ROCKVILLE IS... An Engaged Community

71,895

hours contributed to Recreation and Parks programs by 1,849 volunteers, saving the city an estimated \$1.83 million.*
*Valued at \$25.43 per hour.

20

community members participated in the annual Rockville City Academy, a highly interactive program that seeks to empower community leaders to use their talents to serve their communities and the City of Rockville. The free, six-session program included presentations from staff leaders who oversee the city's daily operations.

5,900

hours donated by 70 community members to help 53 children in the community through the city's mentoring program.



The city responded to concerns about pedestrian safety by establishing a Pedestrian Advocacy Committee, installing better crosswalks and new pedestrian-activated crosswalk signals, improving lighting, designing and building sidewalks, educating drivers and pedestrians, and drafting a Vision Zero plan for safer streets.



The Recreation and Parks Department and Public Information and Community Engagement Division won Showcase Marketing Awards from the Maryland Recreation and Parks Association for the fall 2018 Life in Rockville Recreation Guide and for promotional materials for Movies in the Parks.

The city launched a weekly "Rockville Reports" email newsletter to provide timely information in a user-friendly format.

Visit RockvilleReports.com/rockville-reports-newsletter and sign up to receive the newsletter in your email inbox at noon each Sunday.

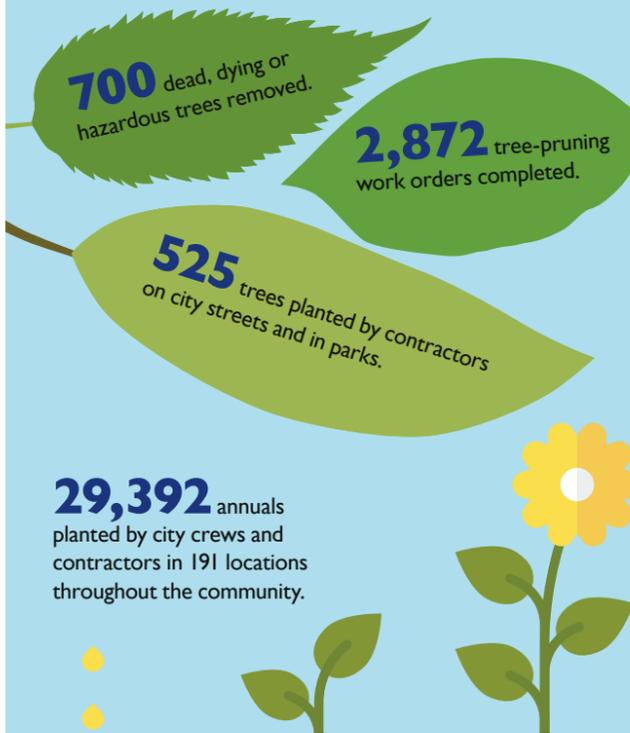
ROCKVILLE IS...

Green



The city has been recognized as a Sustainable Maryland Community by the University of Maryland three times. Rockville was recertified in October, earning the program's Sustainability Champion designation, recognizing its three decades as a Tree City USA, its diversity and inclusion initiatives, its green schools, its community garden plots, and health assessments of its three watersheds. Learn more at www.sustainablemaryland.com.

300 free trees given away to celebrate Rockville's 30th consecutive year designated as a Tree City USA by the National Arbor Day Foundation. The city also received the PLANT (People Loving and Nurturing Trees) Award from the Maryland Urban and Community Forestry Council, recognizing Rockville with its highest green-level award for tree maintenance and planting efforts.



54,125 spring flower bulbs planted by city crews in 167 locations throughout the city.

400 reusable shopping bags distributed to Rockville residents by the city's environmental management and community services divisions as part of the city's annual Holiday Drive.

The Mayor and Council approved a ban on single-use plastic drinking straws and on polystyrene in food plates, trays, containers and packing materials. The ban includes exceptions that avoid the need for businesses to determine a customer's physical need for a straw or the customer having to show proof of such a need.

The city obtained a grant from the Maryland Energy Administration to replace the standard exterior lights around the Lincoln Park Community Center with energy saving LED lights.



100% of the city's electrical energy consumption is offset by its purchase of wind renewable energy certificates.

The Environmental Management Division launched "Environment & Sustainability News," a quarterly email newsletter delivering environmental news and events. Visit www.rockvillemd.gov/newsletters to subscribe to this and other city newsletters.

ROCKVILLE IS...

Home to Safe and Livable Neighborhoods



18 community members successfully completed the RCPD's free course highlighting safety for the 60-plus population, which explored code enforcement, the K-9 unit, forensic science and the city's police station.



22 community members successfully completed the RCPD's Community Police Academy. The free course explored crime scene processing, firearms training simulations, the K-9 unit, traffic law, investigations and the bomb unit.



3 days of intensive Unified Command Training that staff from departments across the city government undertook June 4-6, along with the Rockville Volunteer Fire Department. The Federal Emergency Management Agency training allowed staff to practice how to work together seamlessly to prevent, protect against, mitigate, respond to and recover from emergency incidents.



64 sworn officers in the Rockville City Police Department, which added two new officers in FY19.

5 officers promoted to the rank of sergeant.

2 officers promoted to the rank of lieutenant.

Nearly 1,000 Pounds

of unused, discarded medication collected by the RCPD through seven drug take-back initiatives.



Nearly 1,000 Attendees

at the RCPD open house in September, which featured vehicle and equipment displays, a K-9 demonstration, a moon bounce, face painting, a DJ, pumpkin decorating, food, information booths, a visit by McGruff the Crime Dog, and the opportunity to meet city police officers.

The RCPD, with help from the city's IT Department, launched a new program that allows residents and business owners to voluntarily register their privately owned video security camera systems with city police, giving them a valuable tool for investigating crime in the community.



5 RCPD officers recognized for bravery and service during the 30th annual Rockville Public Safety Awards on June 12. (L to R): Lt. Andy Taglienti, Cpl. Eddie Roman, Officer Lindsay Fader and Officer Brandon Thomas. Not pictured: Cpl. Norman Paul.

100

Rockville's perfect score on the Human Rights Campaign's Municipal Equality Index. It was the second consecutive year Rockville earned perfect marks for its commitment to the health, welfare, safety and equality of its lesbian, gay, bisexual, transgender and queer community.

ROCKVILLE IS ...

Efficient and Effective Community Policing



The RCPD underwent a departmentwide reorganization based on best practices in policing, with the goal of increasing department efficiency, following a comprehensive operational analysis of the department by a national consultant.

General orders and policies on mandatory drug testing, storage of duty weapons in vehicles and the use of its body-worn camera system.

The RCPD automated dog license registrations. All sworn staff were trained in de-escalation techniques that reflect best practices.

An RCPD team competed in the Montgomery County Police Patrol Services Pistol Competition in November.

The RCPD received the Crime Prevention Program Award from the Governor's Office of Crime Control and Prevention.

ROCKVILLE IS...

Going Purple



In March, the city launched its Rockville Goes Purple campaign to raise awareness about the dangers of opioid use and abuse with a presentation by former NBA player and recovery advocate Chris Herren at the F. Scott Fitzgerald Theatre. The city also organized a panel discussion and free training on how to respond to an opioid overdose, at Montgomery College.

In June, the Rockville Senior Center hosted a forum to educate seniors, caregivers and families about the risks of opioid use and abuse.

All RCPD officers were issued Narcan, a life-saving drug that can be used to reverse the effects of an opioid overdose.

ROCKVILLE IS... Maintaining Its Infrastructure

The city completed repairs to John C. Brown Memorial Bridge, which provides a critical link between the eastern and western portions of the city over the Metrorail and CSX tracks on Edmonston Drive. The project included cleaning and painting the bridge's structural beams, upgrading its safety fence, replacing expansion joints, repairing bridge deck potholes, and reinstalling the John C. Brown Memorial Bridge plaque on a new pedestal.



Construction of the Park Road, Calvin Lane, Dean Drive, Broadwood Avenue loop and Vandegrift Avenue water lines were part of the ongoing watermain rehabilitation and improvement project, which constructs water mains and tank improvements, and upgrades the city's aging water system.

Replaced aged informational signs designating the Early Rockville and African American Heritage walking tours, and Dawson Farm Park's history.

37,071

square feet of asphalt surface repaired or replaced at city parks, along paths and in parking lots.

11 basketball courts renovated. **5** tennis courts renovated.

154 acres of parkland and open spaces mowed and maintained.



Completed construction of a replacement bridge along the John G. Hayes Forest Preserve Trail at Croydon Creek Nature Center.

Completed construction of Ritchie Parkway stormdrain improvements.

ROCKVILLE IS... Planning for the Future

2040
ROCKVILLE

The Planning and Development Services Department completed, and delivered to the city's Planning Commission, a draft of the Rockville 2040 comprehensive plan, which will guide, direct and manage private and public growth and development in the city for the next 10 to 15 years. Find it at www.rockvillemd.gov/rockville2040

Completed the Transit Gap Analysis and Needs Assessment Study, which the Mayor and Council requested to assess and analyze potential needs and gaps within the public transit network and determine unmet demand for new or additional transit services.

Changes to the city's Forest and Tree Preservation Ordinance provided the opportunity to add parkland and trees to an already healthy tree canopy.

The Planning and Development Services Department completed the Stonestreet Corridor Study. The plan will guide redevelopment in the corridor, which is home to warehouse buildings and storage areas for Montgomery County Public Schools and the former Lincoln High School building.



Supported the Mayor and Council's consideration and approval of mixed-use developments near transit, including Champion Projects, to bring more vitality and economic benefits to the city by replacing aged office buildings and strip centers on Shady Grove Road and Rockville Pike.

ROCKVILLE IS... Delivering Efficient and Effective City Services

3 sessions were held by the Planning and Development Services Department in May and June to gather feedback from the public about FAST, an ongoing initiative to make development review and permitting faster, accountable, smarter and more transparent. The city also created a Development Services Center to provide a one-stop shop for development and permitting activities.

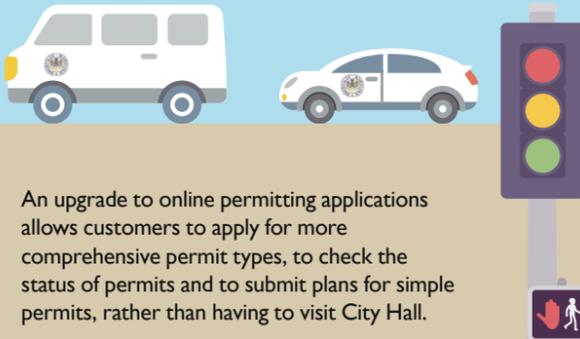
The city's water treatment plant earned the American Water Works Association Partnership for Clean Water 2019 Five-Year Directors Award for Water Treatment, which honors utilities' operations, outstanding performance, and protection of the environment and public health.



18,848 tons of material collected by city recycling and trash crews, including **8,940** tons of recycling and green waste, and **9,908** tons of trash.

The city's Environmental Management Division worked with the American Federation of State, County and Municipal Employees in FY19 to establish a team-task approach to recycling and trash collection, making operations more efficient.

172 city vehicles (sedans, SUVs, vans and pickup trucks) will be leased, beginning in FY20, under a contract awarded in FY19. The leases will save the city money on repairs, maintenance and fuel costs, and reduce the city's carbon footprint by adding more fuel-efficient vehicles to the city's fleet.



An upgrade to online permitting applications allows customers to apply for more comprehensive permit types, to check the status of permits and to submit plans for simple permits, rather than having to visit City Hall.

The city's obsolete traffic signal communication system was replaced with a new Max View Traffic Signal System, which allows transportation staff to manage traffic signals from their desks.

Video recording and livestreaming was upgraded from standard definition to high definition for Mayor and Council, Planning Commission, Historic District Commission and Board of Appeals meetings.



The IT Department completed an upgrade of Wi-Fi at city facilities to improve access, connectivity and efficiency, and enhanced web access security on computers used by community members at city community centers.

A **50,000**-square-foot building was purchased at 6 Taft Court to relocate 200 employees involved in maintenance and emergency operations from the city's current maintenance facility at Rothgeb Drive, to a safer and more functional and modern structure.

ROCKVILLE IS... Practicing Good Governance



The city launched a telephone hotline and website for community members to use to report potential fraud, waste and abuse related to city government services and employees. To report fraud, waste or abuses, call 866-921-6714, email rockvillemd@integritycounts.ca or visit integritycounts.ca/rockvillemd.



The City Manager's Office supported the Mayor and Council's successful effort to prevent state legislation from being enacted that would restrict municipal authority over the location and installation of small cellular antennae used in wireless networks.

ROCKVILLE IS... Accessible to All

The Department of Public Works completed an assessment for compliance with the Americans with Disabilities Act and completed improvements to sidewalks along Wootton Parkway, between Hurley Avenue and Greenplace Terrace.

DPW constructed sidewalks along Falls Road and Frederick Avenue as part of the Pedestrian and Bicycle Safety project, in which the city works with neighborhoods to improve pedestrian and bicycle safety. DPW also completed construction along Wootton Parkway of a sidewalk project spurred by the city's Sidewalk Prioritization Policy rating system, in which residents submit petitions in support of new sidewalks.

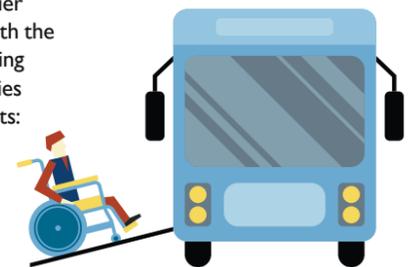
\$396,000 from the federal Enhanced Mobility of Seniors and Individuals with Disabilities Program allowed Rockville to construct missing sidewalk segments on Potomac Valley Road and improve accessibility at 78 Metro and Ride On bus stops.

\$60,000 from a federal Transportation Alternatives Program grant allows the city to study the feasibility of a 1.2-mile shared-use path for pedestrians and bicycles, along Scott Drive and Veirs drives, between Wootton Parkway and Glen Mill Road.

8 new bus shelters constructed at high-activity bus stops.

All visitors now have easier access to city facilities with the completion of the following Americans with Disabilities Act-related improvements:

- An accessible parking lot at Glenview Mansion at Rockville Civic Center Park.
- An expansion of the Lincoln Park Community Center's parking lot by 23 spaces, including four accessible spaces.
- Renovations to the Rockville Senior Center's front entrance foyer, offices, Carnation Room stage, back bathrooms, main bathrooms and dining room breakfast bar. Many of the center's doors were widened to the appropriate width and light switches were adjusted to the appropriate height.
- Accessible Paths to two baseball fields and the tennis and basketball courts at Dogwood Park, which also saw repairs and new roofs for two press boxes and the construction of four covered dugouts on its baseball fields.



- A new accessible playground at Welsh Park.
- Accessible bleachers in the gym and ADA-related improvements to the interior (water fountains, light switches) and exterior (parking pads at the tennis courts) of the Twinbrook Community Recreation Center and Annex.
- An accessible sidewalk and building entrance at Elwood Smith Community Center.
- An accessible pathway from the playground to basketball and tennis courts at Woodley Gardens Park.

ROCKVILLE IS...
A City That Plays Together

Recreation and Parks Visits

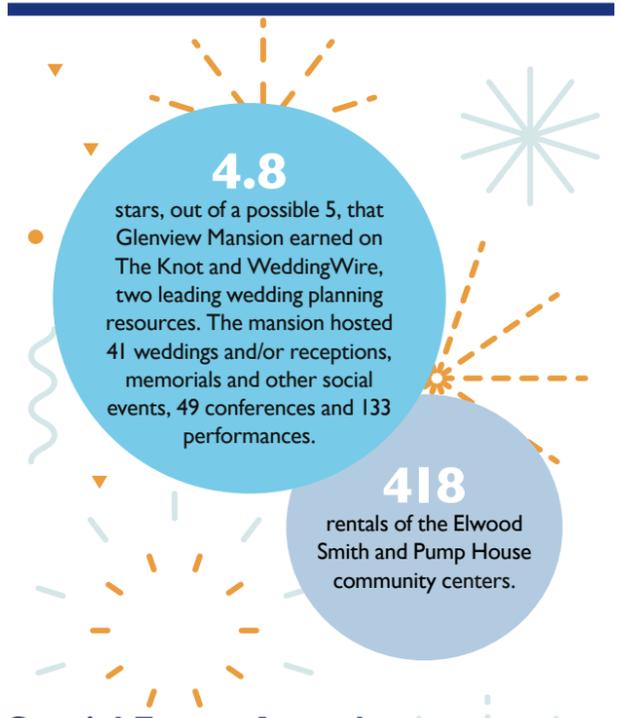
Croydon Creek Nature Center	27,204
Lincoln Park Community Center	25,266
Rockville Civic Center Park	77,375
Rockville Senior Center	31,900
Rockville Swim and Fitness Center	300,000+
Thomas Farm Community Center	48,118
Twinbrook Community Recreation Center	67,425



4,923
 participants
 in city sports
 leagues.



ROCKVILLE IS ...
A City That Celebrates Together



Special Events Attendance

Antique and Classic Car Show	15,000
Hometown Holidays and Memorial Day Ceremony and Parade	60,000
Independence Day	12,000
Lunar New Year	1,500
Martin Luther King Jr. Day Celebration	600
Movies in the Parks	1,000
Rocktoberfest	12,000
Suds & Soles 5K	1,400



ROCKVILLE IS...
A Giving Community



\$70,000
 in total value of food, cash, toys and gift cards donated by more than 190 individuals, businesses and community organizations through the annual Holiday Drive, organized by the Community Services Division.

500+
 Rockville households received Thanksgiving food baskets and grocery store gift cards through the Holiday Drive.

100+
 Rockville seniors were treated to a Thanksgiving dinner.

309
 teens received a gift card to a local retailer.

55
 Rockville families — a total of 238 individuals — were matched with sponsors who provided gifts, tailored to each family's specific needs.

287
 seniors and households without children received a gift card to a local grocery store.

1,800+ toys, books and games were distributed to more than 450 children younger than 12.

ROCKVILLE IS...
Fiscally Responsible

AAA

The city's bond rating as reaffirmed by two rating agencies. The agencies expressed confidence in Rockville's ability to meet its financial obligations, citing the city's conservative fiscal management, strong policies and practices, ample reserve levels and low direct debt burden. The highest-possible rating saves Rockville taxpayers money by allowing the city to borrow at the lowest possible interest rates.

The Finance Department updated the city's stormwater management cash flow model and the Mayor and Council adopted new rates for fiscal years 2020 and 2021. The rate structure means no rate increase for two years and complies with the new storm drain system pollutant discharge permit issued to the city by the Maryland Department of the Environment.

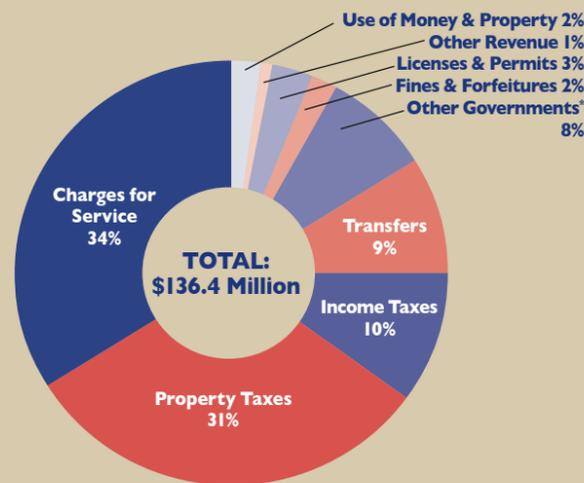


\$14.8 million

in general obligation bonds were sold by the city at a 2.55% interest rate in April. The bond proceeds will be used to finance the purchase and renovation of 6 Taft Court (see above), ongoing watermain rehabilitation and improvements citywide, and upgrade and expansion of the District of Columbia Water and Sewer Authority's Blue Plains Wastewater Treatment Plant, which treats the city's wastewater.

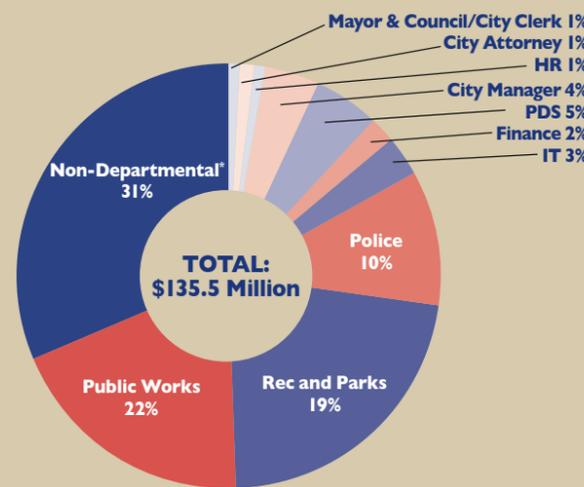
The Finance Department was recognized by the Government Finance Officers Association, earning the Certificate of Achievement for Excellence in Financial Reporting for the FY 2018 Comprehensive Annual Financial Report, the Distinguished Budget Presentation Award for the FY 2019 Adopted Operating Budget and Capital Improvements Program, and the Popular Annual Financial Reporting Award for the FY 2018 Popular Annual Financial Report. Find city budgets and other financial reports at www.rockvillemd.gov/budget.

FY 2019 Operating Revenue: All Funds



*Includes revenue collected by county, state and federal governments and passed to the city, such as tax duplication, admissions and amusement tax, highway users and grants.

FY 2019 Expenditures: By Department



*Non-departmental expenses support citywide insurance programs, contingency accounts, and capital and debt service costs.

ROCKVILLE IS...
Supporting Its Business Community

400 community members attended a town hall meeting about Rockville Town Center. The meeting began a conversation about how to support a thriving downtown.

The Mayor and Council partnered with Rockville Economic Development, Inc. (REDI) to launch a public-private financial assistance fund, the Rockville Small Business Impact Fund, for qualified small- and medium-sized businesses. The first Impact Funds were awarded by REDI to Dawson's Market and Cottage Monet, preserving jobs and ensuring needed quality retail services to Rockville Town Center residents and visitors.

Rockville joined Montgomery County's Inter-Agency Central Vendor Registration System, allowing the city to increase opportunities for minority-, female- and disabled-owned businesses to do business with the city on small-dollar procurements.



The city collaborated with VisArts, the Maryland Women's Business Center and Federal Realty Investment Trust to bring visitors to downtown Rockville through art classes, the Friday Night Live music series and a pop-up business selling local products.