



Sustainable Maryland Community Certification Report

This is the Sustainable Maryland Certification Report of Rockville (Montgomery), a Sustainable Maryland certified applicant.

Rockville (Montgomery) was certified on October 12, 2018 with 535 points. Listed below is information regarding Rockville (Montgomery)'s Sustainable Maryland efforts and materials associated with the applicant's certified actions.

Contact Information

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Sustainability Actions Implemented

Each approved action and supporting documentation for which Rockville (Montgomery) was approved for in 2018 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

Community Action

Innovative Demonstration Projects

30 Points

Program Summary:

Community Engagement and Diversity: Rockville prides itself on its hometown appeal as a city of diverse neighborhoods. As one of the top ten most diverse cities in the United States, the Mayor and Council have identified increasing the city's proactive outreach to diverse populations as one of their priority initiatives. To that end, the Mayor and Council regularly engage community members in exploring ways to continue building a community that thrives on inclusion. City programs and services to foster neighborhood engagement have evolved significantly over the last 15 years. In 2016, the City formed the Community Engagement Division to more actively inform and engage residents and ensure responsive City services and a high quality of life in neighborhoods. Staff supports neighborhood organizations, serves as a liaison and facilitates communication between City government and residents and cultivates civic leadership. The City hosts a variety of programs to support community engagement and diversity, including but not limited to: - Walking Town Meetings: A walking town meeting offers a casual environment for an informal meeting between residents and city leadership and staff to address issues. By taking City Hall to the community, the Mayor and Council encourage all populations to feel empowered and connect with neighbors. -Rockville Academy: The City offers an interactive and enriching six-session course that provides opportunities for Rockville residents to learn from those who lead city departments about how the City of Rockville operates. Community members have the opportunity to learn from professionals about their roles in the city and how to become a leader in the community through staff briefings and tours. - The Human Rights Program works to ensure equal treatment, free of discrimination, for people who live, visit or work in the City of Rockville. The Human Rights Commission is charged with minimizing the effects of conflict and promoting appreciation of diversity within the City. They also serve as mediators in the community mediation program. - The Asian Pacific American Task Force was established in May 2008 in an effort to create communication between the Asian-American community and the City government. Programs and services are offered throughout the year to celebrate and support the Asian-American community, including forums on financial, legal and immigration issues and other events throughout the year. - Diversity Town Hall: In February 2017, the Mayor and

Council invited residents to the first town hall meeting to open the dialogue on how to make the community a more inclusive place to live and work. The initial meeting welcomed over 150 residents and the city hopes to continue and grow participation throughout Rockville. A video of the meeting is available at: <https://www.youtube.com/watch?v=L0Us5-3I7Uw> Additional information regarding community engagement and diversity initiatives, program partners, outreach methods, future planned activities, budget and performance measures is included in the attached memorandum on diversity initiatives and in the FY19 budget for Community Engagement. Rockville publicizes these initiatives at community meetings, emailed newsletters, monthly online and mailed Rockville Reports newsletters, education and recognition events, social media, the website and at neighborhood events and meetings.

 [FY19 Community Engagement Budget](#)

 [Summary of Community Engagement Programs](#)

 [Rockville Changing Demographics](#)

 [Memo- Diversity Outreach Initiatives 2018](#)

Participation in MD Green Schools

30 Points

Program Summary:

The City of Rockville has seven "Green Schools" within its city limits: Lakewood Elementary was certified in 2009 and 2015, College Gardens Elementary in 2010 and 2014, Meadow Hall Elementary in 2012, Rock Terrace School in 2013 and 2017, Richard Montgomery High in 2014, Twinbook Elementary in 2014, and Charles E. Smith Jewish Day School in 2012 and 2016. Additionally, one Maryland Certified Green Center is located within the city limits that offers support to schools working towards green school certification status. The School Energy and Recycling Team (SERT) of Montgomery County Public Schools was certified in 2012 and 2016.

 [Participation in MD Green Schools Documentation](#)

 [Green Centers 2018](#)

Green Team

Complete a Green Team Action Plan

10 Points

Mandatory

Program Summary:

Since certification in 2012, the Green Team has continued to enhance existing SMC actions items (e.g. watershed stewardship volunteering, education and outreach, watershed plans,

etc.) and advance new action items (e.g., alternative fuel vehicles, energy efficiency, solar co-op, etc.) in support of the City's continued certification. The Green Team originally issued the community Sustainability Survey in 2012 that identified the “Top Ten” actions rated as a high priority for Rockville’s sustainable future: 1. 85% - ensure clean and reliable drinking water 2. 70% - increase waste reduction, reuse and recycling 3. 68% - increase green building practices used in new construction and retrofits 4. 64% - provide high quality parks, facilities and recreation programs 5. 61% - improve stormwater management and community watershed stewardship 6. 61% - reduce energy consumed by homes, businesses and Rockville government 7. 59% - promote compact, walkable and mixed use neighborhoods 8. 57% - increase use of renewable energy by homes, businesses and Rockville government 9. 57% - promote alternative transportation options 10. 51% - provide access to healthy, locally grown foods While a separate SMC sustainability survey has not been issued since 2012, the City conducted an overall community survey in 2014 and 2016 that assessed community amenities, services, quality of life and local government. The National Research Center, Inc. (NRC) completed the 2016 Rockville Survey data collection and analysis and submitted the Report of Results in March 2017. A total of 1,066 surveys were completed and yielded a response rate of 37%. The survey report is available online (www.rockvillemd.gov/index.aspx?NID=1076) with a comparison of services to national benchmarks (page 21) and rating comparisons by year (pages 22-23) . The Green Team updated in 2018 to include enhancements and several new innovative actions (solar co-op, electric vehicles, drug take-back, community engagement, etc.) to promote continued certification in the SMC program. The Green Team updated the attached 2018 Action Plan and endorsed the plan at their June monthly meeting.

 [2012 Sustainability Survey](#)

 [2014 Community Survey](#)

 [Green Team Mission](#)

 [Rockville Green Team Action Plan 2018](#)

 [2016 Community Survey](#)

Create Green Team

10 Points

Mandatory

Program Summary:

Rockville’s Environmental Commission continues to serve as the core of the Green Team, with support from community partners. The Commission is a nine-member body of Rockville residents with backgrounds in science, the environment and education. Members serve without compensation for terms of three years from the date of appointment and may be appointed to succeeding terms. The Commission continues to reach out to residents, municipal staff, the Rockville Chamber of Commerce, and other organizations to participate

and/or serve as advisors for individual SMC action items. For example, over the last several years they have hosted booths at public events (Farmers Market, Hometown Holidays) and posted information on their website for outreach purposes and to recruit new volunteers (www.rockvillemd.gov/index.aspx?NID=106). The Commission is fully appointed and additional volunteers can participate in any of the three designated committees that serve the Commission (Energy, Watersheds, and Climate Action). Since certification in 2012, the Team continues to implement existing SMC actions items (e.g. watershed stewardship volunteering, education and outreach, watershed plans, etc.) as well as advance new action items (e.g., solar co-op, electric vehicles, community wildlife habitat certification, etc.) in support of the City's recertification.

 [Green Team Roster 2018](#)

 [Agendas 2018](#)

 [Green Team Meeting Schedule 2018](#)

 [SMC and Green Team Establishment Resolution](#)

 [Minutes 2018](#)

Community Based Food System

Innovative Demonstration Projects

10 Points

Program Summary:

Backyard Chickens: In 2015, the Rockville Mayor and Council approved revisions to the Animal Control ordinance (Section 3-24) to allow up to five female chickens for personal use at a single-family home; only in their backyards and only if coops and cages are located at least five feet from the property line and at least 40 feet from the home on the lot. Residents must obtain a permit before keeping chickens at home and notify their neighbors. The ordinance language, permit application and information are included in the attached guide. Additional information on the program is attached.

 [Backyard Chickens Packet](#)

 [Backyard Chickens Website](#)

 [Backyard Hens Summary](#)

Local Food Consumption

Establish Local Farmers Market

15 Points

Program Summary:

The City of Rockville hosts its weekly farmers' market every Saturday from mid-May to the end of November in a public lot on the corner of Maryland 28 and Monroe. Operating for more than 25 years ago and managed by the City Parks and Recreation department, the market attracts vendors from all across Maryland as well as from Virginia, DC and Pennsylvania. While offering the standard locally grown fruits and vegetables and a variety of organically raised meats, the market is home to several stalls offering bakery fresh goods, local vineyard wines, freshly roasted coffee as well as plants and other goods. The proposed FY18 budget for the Farmers Market Eat Fresh Program is \$20,340 through the City operating budget. The City accepts EBT cards and the City will match up to \$5 of EBT benefits in \$1 Market tokens. Rockville estimates an annual attendance of approximately 55,000-58,000. Rockville coordinates its own promotion and advertising for the farmers' market using Facebook and other social media outlets as well as through its monthly newsletter (see Rockville Reports newsletter), brochures and Channel 11 local news station). The Rockville Farmers Market website is available at: <http://rockvillemd.gov/index.aspx?NID=664>

 [Harvest Dates](#)

 [Farmers Market Brochure](#)

 [Vendors](#)

 [EBT Program](#)

 [Farmers Market website](#)

 [Rockville Reports Articles](#)

Local Food Production

Community Gardens 15 Points Priority

Program Summary:

The City of Rockville has operated a community garden plot program at Woottons Mill Park (located on Hurley Avenue just west of I-270) for over 40 years. The City's Recreation and Parks Department manages this community garden program; including advertisement, plot registrations, payments, and park maintenance. The Parks Maintenance Division is responsible for mulching, mowing, and overall landscape management throughout the year. These maintenance activities are folded into the City's overall parks and open space maintenance budget, which is funded by the general fund. Additional management details are included in the supporting documentation. The Woottons Mill Park contains 178 plots and typically hosts around 110-120 gardeners at a time. Plots are 25'x20' and are available for \$55 for Rockville residents and \$80 for non-residents. The community garden website is available at: <http://www.rockvillemd.gov/index.aspx?nid=653> See attached promo for the 2018 garden season with a photo and a video on the community garden and program is

available at: <https://www.youtube.com/watch?v=vZMUK6ZyExs>

 [Community Gardens Rockville Reports Article 2018](#)

 [Community Gardens Plots and Registration 2018](#)

 [Community Gardens Website](#)

 [Maintenance Responsibilities](#)

Energy

Innovative Demonstration Projects

35 Points

Program Summary:

Please see attach summaries for the following four energy innovation projects: 1) Solar Co-op 2) Building Energy Benchmarking 3) Green Building Tax Credit 4) Electric Car and Charging Station

 [1- Solar Co-op](#)

 [2 - Building Energy Benchmarking](#)

 [3- Green Building Tax Credit](#)

 [4- Electric vehicle](#)


Residential Energy Efficiency

15 Points

Program Summary:

Rockville partners with Montgomery County, local utilities, non-profits and other agencies to promote residential energy programs that educate the community about utility, state and federal programs and incentives to promote home energy efficiency. Rockville's location within the Pepco service area and Montgomery County provides a unique opportunity to join forces with other residential energy programs to leverage limited resources. Rockville promotes Pepco's home energy savings incentive programs offered under the Maryland Empower Program through its website, online and printed monthly newsletters, and community events. Rockville also coordinates with Montgomery County on education and outreach. In 2016, Montgomery County Department of Environmental Protection hired a Residential Energy Program Manager to help residents become more energy efficient and find renewable energy options. The County spends approximately \$95,000 for residential energy program staff and materials. While the Residential Energy Program Manager works through-out Montgomery County, the Manager worked with various Rockville entities, including community centers, Senior Center, Community Services Division, Community

Development and Housing Division, Environment Management Division, and the Environment Commission to identify coordination opportunities for community energy outreach and engagement. Rockville includes energy efficiency outreach on the website, online and printed Rockville Reports monthly newsletters and community events. The attached program summary provides additional information on outreach events and program results for Rockville.

-  [Rockville Energy website](#)
-  [Rockville energy online articles](#)
-  [Montgomery County Residential Energy Manager](#)
-  [Residential Energy Summary](#)

Greenhouse Gas

Community Carbon Footprint

15 Points

Program Summary:

The Metropolitan Washington Council of Governments (COG) initiated a regional effort to prepare community carbon footprint/greenhouse gas inventories for member jurisdictions using ICLEI's ClearPath software. COG staff coordinated with local utilities and jurisdictions to obtain data. The attached fact sheet and methodology provides a general summary of data sources, emission factors and methodology used to calculate emissions. Detailed input data and sources included the attached GHG inputs table. The fact sheet displays Rockville's emissions in 2005, 2012 and 2015. Despite a 12% population increase between 2005 and 2015, Rockville's emissions decreased by 19% as a result of increased efficiencies and switching to cleaner fuel sources for electricity generation. According to the 2015 greenhouse gas emission inventory, the community generated approximately 846,185 metric tons of carbon dioxide equivalents (CO₂e). As indicated in the attached sector report, commercial energy generated the most emissions (347,500), followed by transportation (286,106), residential buildings (169,816), process and fugitive emissions (38,835) and solid waste (3,928). This community inventory will inform the City's development of a future Climate Action Plan. In July of 2017, Rockville's Mayor and Council approved a resolution to support the goals of the Paris Climate Agreement and reaffirm the city's commitment to reduce greenhouse gas emissions.

-  [2015 Sector report](#)
-  [2015 detailed report](#)
-  [COG GHG Factsheet and Methodology](#)
-  [Rockville GHG Emissions Summary](#)

Innovative Demonstration Projects

15 Points

Program Summary:

Green Power: The U.S. Environmental Protection Agency's Green Power Partnership is a voluntary program that encourages organizations to use green power as a way to reduce the environmental impacts associated with conventional electricity use. Since 2011, Rockville has been a Green Power Partner and has participated in the Green Power Community Challenge to support renewable energy development and carbon footprint reduction. Each year, Rockville purchases wind renewable energy certificates (RECs) for a portion of its municipal energy use. A REC is a market-based instrument that represents the rights to the environmental, social and other non-power attributes of renewable electricity generation. Rockville participates a Montgomery County led coalition of County agencies and municipalities to cooperatively purchase RECs. Since fiscal year 2015, the City increased its wind REC purchase to 100 percent of the electricity consumed by Rockville's municipal buildings, City utility systems and streetlights. This is enough green energy to offset approximately 24 million pounds of carbon dioxide emissions in one year. In FY18, the City purchased RECs for 23.6 MWh, totalling \$11,328. This purchase is a small part of the City's overall budget for electricity consumed across all departments; which was \$2.4 million in FY18. Additionally, the City promotes community green power use by businesses and residents. As of April 2018, EPA reported that the Rockville community collectively used more than 85 MWh of green power and ranked 17th in the nation for total annual green power use in the nation (<https://www.epa.gov/greenpower/green-power-communities>). EPA collects yearly reports from green power partners and green power suppliers to estimate community green power usage. EPA compiles data from the following sources in Rockville: 1) the City submits annual reports on municipal green power use to EPA; 2) for confidentiality purposes, a green power supplier reports aggregate green power use by Rockville customers to EPA; and 3) several individual green power partners (businesses, schools, non-profits, government agencies, etc.) report their green power usage to EPA, as illustrated in the attached green power summary. The majority of green power reported is from Green-e certified wind renewable energy certificates (RECs). While Rockville has numerous buildings with solar installations, these are not reported or factored in green power estimates at this time because the annual REC ownership can not be confirmed.

 [GPC resolution](#)

 [GPP Certificate](#)

 [2018/2019 RECs](#)

 [GPCC website](#)

 [Rockville Green Power Summary](#)

Municipal Carbon Footprint

15 Points Priority

Program Summary:

The City of Rockville prepared a greenhouse gas inventory for municipals facilities and operations for fiscal year 2016 (July 1, 2015 through June 30, 2016). This year was chosen because of available data and the ability to coordinate with a regional effort led by the Metropolitan Washington Council of Governments to develop community emissions inventories for calendar year 2015. The City joined ICLEI-Local Governments for Sustainability and utilized their ClearPath software to conduct the inventory. Municipal staff and the City's utility consultant contributed to the project. Annual membership dues (\$1,200) to ICLEI for training and access to the ClearPath program were the main costs. The City also coordinated with Montgomery County and the Metropolitan Washington Council of Governments for data collection, training, and technical assistance. Government data was sorted into buildings/facilities, street and traffic lights, water and wastewater system, and vehicle fleets. Data was unavailable for employee commute, solid waste, and process and fugitive emissions. The project required coordination with various departments, such as Facilities, Finance, Traffic and Transportation, Water and Sewer utilities, and Fleet Management to collect all necessary data. Summary reports are attached. Overall, City operations generated approximately 8,994 metric tons of carbon dioxide equivalents (CO₂e); which is approximately 1 percent of total community emissions. City buildings and facilities generated the most emissions (3,722), followed by water treatment and delivery systems (2,048), vehicle fleets (1,951), and street lights & traffic signals (1,273).

 [FY2016 Emission Sector Report](#)

 [FY2016 Emission Detailed Report](#)

 [Rockville GHG Emissions Summary](#)

Health & Wellness

Innovative Demonstration Projects

5 Points

Program Summary:

Drug Take-Back: The U.S. Drug Enforcement Administration's (DEA) National Prescription Drug Take Back Day is promoted in the region by the Metropolitan Washington Council of Governments (COGS) and area partners, including law enforcement agencies, water and wastewater utilities, and health officials. This is a safe, free and anonymous opportunity to dispose of unused, unwanted or expired prescription drugs. National Prescription Drug Take-Back Day aims to provide a convenient and responsible means of disposal, keeping

prescription drugs from potentially polluting our drinking water, while educating the public about the potential for abuse or theft of these medications. Twice a year, Rockville Police host take-back events to prevent drug abuse, accidental ingestion, and the contamination of area water supplies by properly disposing of unwanted medication. The drugs are accepted at the Rockville City Police Station parking lot. To make it quick and convenient, officers provide easy drive-up and drop-off access. The DEA destroys the medications. Rockville Police also coordinate with the Rockville Senior Center to offer a free and easy take-back at the Senior Center's lobby. This is held in conjunction with senior education programs for managing medications and other wellness programs. In April 2018, the police collected 489 pounds of medication for safe disposal. An additional benefit of safe drug disposal is preventing medicines from being poured down the drain or flushed down the toilet and entering streams and rivers used for drinking water. Regional water supply and wastewater officials applaud these efforts for keeping potential contaminants out of the water life cycle. In fact, Rockville's water utility participates in MWCOG's public education campaign to "protect your pipes". One element of the program is to promote the proper disposal of expired medication to prevent contamination of waterway and accidental ingestions.

 [MWCOG Public Education Campaign on RX Disposal](#)

 [April 2018 Rockville Drug Take Back](#)

 [Rockville Senior Center Take Back](#)

 [Police Take Back Photo](#)

Living Well Program

15 Points

Program Summary:

Rockville's Senior Citizen Services Division serves the City's diverse population of adults age 60 and above, and supports their social, recreational, educational, fitness, and wellness needs. This Division manages the 39,000 square foot Senior Center, the hub for the City's senior services, as well as a place to access information, services, and support related to aging. The Division offers various programs and services for aging in place, transportation, socialization, recreation, leisure, education, trips, fitness, health and wellness. A summary of program funding and performance measures is included in the attached budget. Rockville has approximately 1,450 Senior Center members; offers approximately 100 senior special interest and wellness classes; and provides approximately 1,900 wellness screening and health appointments a year. Programs and services are advertised the City's monthly Rockville Reports newsletter (attached), the website, and seasonal guide for adults 60 and over (see wellness programs on pages 24-25 in the attached spring senior guide). For example, in the spring of 2018, the City offered various senior wellness programs, including Wellness Coach services and classes on heart, vision, managing medications, healthy living,

nutrition, and stress reduction. Among the many health and wellness program offered by the Senior Center, is the Diabetes Self-Management Education program that follows a program developed by Stanford University. This is a six-week workshop includes techniques to deal with the symptoms of diabetes (such as fatigue, pain, hyper/hypo-glycemia, stress and emotional problems), diet and exercise, use of medications and working effectively with health-care providers. Participants receive a copy of the companion book, "Living a Healthy Life with Chronic conditions, 4th Edition." Presented by Adventist Healthcare Center for Health Equity and Wellness. Services are funded in part by Montgomery County, Maryland Dept. of Health and Human Services. Approximately 15 people were registered for this program in the spring 2018 session.

 [Diabetes Education Registration](#)

 [Senior Services Budget and Performance Measures FY19](#)

 [Senior Services Website](#)

 [Senior Center Class and Service Guide 2018](#)

 [April 2018 Rockville Reports Events](#)

Workplace Wellness

Join Healthiest Maryland Businesses

5 Points

Program Summary:

The City of Rockville's Employee Health and Wellness Program, LiveWell, has helped employees maintain or improve their health through health promotion programs, health education, screenings and other services since 1987. The City joined Maryland's Healthiest Businesses on July 21, 2010 and continues to provide LiveWell programs that support this program. LiveWell recently retook the Healthiest Maryland Business Scorecard and met with the Regional Coordinator in January 2018 for new ideas and suggestions on how to improve the wellness program. See attached 2018 MD Healthiest Business list for evidence that the City of Rockville continues to participate in the program.

 [Rockville HMBC letter](#)

 [Join Healthiest Maryland Businesses Documentation](#)

Workplace Wellness Program

15 Points

Program Summary:

The City of Rockville's Employee Health and Wellness Program, LiveWell, has helped

employees maintain or improve their health through health promotion programs, health education, screenings, and other services since 1987. Since its inception, the program has focused on identifying the health risks and needs of the employee population through health risk assessments and employee input surveys, and then developing programs to address the identified health priorities. Over the last 30 years, the program has offered health fairs, screenings, counseling, healthy lifestyle programs, exercise programs, and incentives to increase health awareness, provide education, and foster behavior change. The program is run by a full time Health and Wellness Program Manager in the Human Resources Department. The attached LiveWell Employee Wellness Program provides examples of the programs, events and activities provided for employees. The attached employee Health Fair summary provides information on health services and assessments that will be provided in April of 2018. The attached Health Assessment Info provides details of our health assessment campaign. Currently, approximately 60% of the employee population participates in at least one wellness activity or event per year. Tracking of a employee assessment since 2011 revealed that high blood pressure prevalence fell from 28.2 to 19.2 percent; stress readings fell from 26.3 to 20.5 percent; the percentage of smokers fell from 10.3 to 6.4 percent; colon cancer screenings rose from 59.6 to 69.2 percent; and flu shots rose from 61.5 to 67.7 percent. The contract with the vendor we used to track these health indicators ended in 2015. We are now under contract with a new vendor and we will be able to start tracking a cohort and health indicators for employees AND their spouses moving forward. This is launching in April 2018. The City's transition to a more comprehensive, strategic wellness program design has helped Rockville earn a spot on the "Washington Business Journal's" list of "Greater Washington's Healthiest Employers" for many years. See attached articles in the monthly Rockville Reports newsletter and Washington Business Journal. The program is promoted through routine employee emails (monthly newsletters and event reminders), posters in City facilities, the Livewell page on the City's intranet, and the WellRight! app/website portal. Through this portal, employees can explore all of WellRight's personal challenges, keep up to date with any City-wide challenges that are ongoing, and view earned points. The program can even connect a fitness device, such as an Apple Watch or a FitBit to the app so that it records things, like steps, easily.

 [Washington Business Journal Healthiest Employers](#)

 [Recognition as Healthiest Employer 2015](#)

 [Workplace Wellness Program Documentation](#)

 [LiveWell Exercise Program](#)

 [LiveWell Health Fair Vendors 2018](#)

 [Health Assessment Info](#)

Local Economies

Innovative Demonstration Projects

10 Points

Program Summary:

Economic Development: Rockville Economic Development, Inc. (REDI) was formed in 1997 as a 501(c)(3) by the City of Rockville to proactively support existing industry and attract new businesses to the city. The City of Rockville provides annual financial support (\$556,770 in FY2018) to REDI to perform economic development work in the community, which includes providing businesses with the necessary tools to get started in Rockville and guidance and support to business ventures in the city. REDI promotes local businesses in a variety of ways - events, networking, website, social media, monthly newsletters, blogs, etc. REDI services include, but are not limited to site selection assistance, fast track development coordination, data and demographic research, business funding and incentive connections, networking and referrals and workforce development. A full service list is available at: <http://rockvilleredi.org/about/redi-to-help/redi-business-assistance/> Among REDI's various programs and services, it maintains an online local business directory that helps identify potential customers, partners and/or vendors in the community. Approximately 9,500 businesses are located in Rockville, employing more than 72,500 people. For example, REDI maintains lists of local biotech/medical/health companies, IT companies, international affiliations and large employers in Rockville. A searchable database is located online (<http://rockvilleredi.org/choose-rockville/existing-business-base/#>) and sample lists are attached. REDI's annual report summarizes programs and accomplishments in 2017. Additionally, the attached Economic Report is one of a series of documents developed as background material for updating the City of Rockville's Comprehensive Master Plan (CMP). The Report discusses the existing economic, labor and market conditions in Rockville and the region, and also discusses past and future trends, core strengths and future challenges and uncertainties that provide a framework for setting policies, goals and objectives through the 2040 planning process.

-  [REDI Annual Report 2017](#)
-  [Industry Clusters](#)
-  [Biotech-medical-health companies](#)
-  [IT Businesses](#)
-  [International companies](#)
-  [Economic Trends Report 2016](#)

Buy Local Campaign

Buy Local Campaign

15 Points

Program Summary:

Rockville collaborates with the Rockville Chamber of Commerce to promote and maintain a buy local program to support local purchasing initiatives and a thriving local economy. The City of Rockville provides the Rockville Chamber of Commerce an outside agency grant of \$20,000 to administer the Rockville Rewards Card as a way to promote the local economy and local spending initiatives. Each year a new card is issued with program discounts running between September 1 through August 31. The 2017/2018 cycle featured discounts and savings to more than 145 local businesses, including restaurants, health & beauty, services, retail and many recreational activities. New businesses that are located in Rockville or are members of the Rockville Chamber of Commerce can sign up at any time, and are promoting right away. A list of businesses and discounts is attached for July 2018. All proceeds from the card sales go directly to the nonprofit partnered with each business. The program is advertised through Rockville social media outlets, Chamber events, Rockville's monthly newsletter and the City's cable TV and youtube programs. It is also possible to buy a rewards card at many participating businesses or through <https://www.rockvillerewards.com/buy/>. A video summarizing the program is available at: <https://youtu.be/i0k5-5znOeo>

 [Rockville Rewards Website](#)

 [Participating Non Profits](#)

 [Business and Discount List July 2018](#)

Economic Analysis of Procurement Practices

15 Points

Program Summary:

The City initiated a comprehensive analysis of procurement practices, developed a Purchasing Action Plan to address the study recommendations, and instituted annual reports to document progress. On March 2, 2015, the Mayor and Council approved a RFP for consulting services to review and recommend a comprehensive strategy to improve the City's overall purchasing operation. Calyptus Consulting Group was selected to conduct the study and presented a final report to the Mayor and Council on October 19, 2015. The purpose of this assessment was to evaluate purchasing processes, procedures, organization, staffing, metrics, compliance, systems, and performance. The study included project research, City staff and stakeholder interviews, policy and procedure review, observation study, vendor survey, skills assessment, evaluation of purchasing processes, purchasing file review, benchmarking, and an analysis of expenditures. On February 1, 2016, the City Manager submitted a Purchasing Action Plan with recommendations for improvement. City staff

instituted many of these recommendations and provides the Mayor and Council with an annual report. As a result of this initiative, the City increased measures to foster increased participation by minority, female and disabled-owned (MFD) businesses in the city's procurement process. Rockville's Procurement Division serves as an information resource and fosters a positive environment for MFD businesses. City staff works to identify proactive ways to include MFD businesses in city contracting by publicizing procurement opportunities at conferences, seminars, workshops and networking functions and by submitting articles about the program to minority and local publications. The city also works with Rockville Economic Development, Inc. and other partners to provide procurement training to MFD businesses. Rockville provides bid information and technical assistance to MFD business owners, and upon request, discusses why a bid did not result in a contract award. As a result, in FY2017, about 28% of Mayor and Council award items, including multiple award contracts, were awarded to MFD businesses.

 [2015 Purchasing Study](#)

 [Procurement Report 2017](#)

 [Purchasing Action Plan](#)

Establish Local Business Directory

10 Points

Program Summary:

The Rockville Chamber of Commerce maintains a local business directory at www.rockvillechamber.org/list/ and a sample list from the directory is attached. In addition to maintaining a local business directory, each year a team of members from the Mayor and Council, City of Rockville staff, Rockville Economic Development, Inc. (REDI) board members, and the Rockville Chamber of Commerce board members visit approximately 50 local businesses during Rockville Business Appreciation Week. The visits increase the community's understanding of the City's business climate and develop a greater understanding of companies' needs, while the companies are introduced to a variety of public resources that are available to help them succeed. Visits are promoted on the team's social media, websites (<http://rockvilleredi.org/news-events/business-appreciation-week/>), and Rockville's Youtube channel (www.youtube.com/watch?v=h9j9TMuY6ZM). The City of Rockville supports a variety of other Chamber initiatives to help foster an environment for businesses to succeed through leadership, advocacy and community partnerships. The Chamber's member-elected Board of Directors includes a City representative. The Chamber includes a Public Policy committee that interacts with the City and monitors and advises on legislative and regulatory issues on the local level to improve business conditions. The City of Rockville also provides the Rockville Chamber of Commerce an outside agency grant of \$20,000 to administer the Rockville Rewards Card as a way to promote the local economy

and local spending initiatives.

 [Rockville Business Directory](#)

 [Local Business Appreciation Week website](#)

Natural Resources

Innovative Demonstration Projects

20 Points

Program Summary:

Please see attach summaries for the following four energy innovation projects: 1) Storm drain mural 2) Croydon Creek Nature Center Spring Festival and Native Plant Sale 3) Community Wildlife Habitat

 [1- Stormdrain Mural](#)

 [2- CCNC Spring Festival and Native Plant Sale](#)

 [3- Community Wildlife Habitat](#)

Tree City USA

15 Points

Program Summary:

Rockville has been named a Tree City USA for 28 consecutive years. The City maintains approximately 28,000 street trees and more than 300 acres of parkland designated as Forest Preserve. The Environment Element of the 2002 Comprehensive Master Plan identifies a tree canopy goal of 40%, which is in accordance with the non-profit conservation organization, American Forests, recommendation that urban areas maintain an average tree canopy coverage of 40 percent to ensure a healthy and sustainable ecosystem. An Urban Tree Canopy Assessment using 2014 aerial images concluded that 50% of the City is covered by tree canopy. Thus the City's tree canopy is in excess of our 40% goal. The City Forester's Office is charged with preservation, protection, and management of Rockville's urban forest. The office maintains street trees on public right of ways and implements the City's Forest and Tree Preservation Ordinance. The ordinance, which was enacted in 1992, aims to encourage the preservation and enhancement of Rockville's urban forest; replaces tree cover in non-forest areas; establishes procedures, standards, and requirements for afforestation and reforestation; and meets Maryland's requirement to adopt the State's Forest Conservation Law. The City's forestry program is supported by a budget of more than \$1.5 million in fiscal year 2018 and is staffed by eight full time employees. This is well in excess of the goal of \$2 per capita. The City has several initiatives to engage the community in tree planting and

preservation. The Mayor and Council recognize Arbor Day every year with a tree planting event, proclamation, and acceptance of the PLANT award and Tree City USA designation (attached). In addition, City forestry staff visit first grade classes in Rockville to talk about Arbor Day and the benefits of trees, and to distribute tree seedlings. A video of the 2018 celebration is available at: https://www.youtube.com/watch?v=2dggWAtj_RU and an article is available at: <https://patch.com/maryland/rockville/rockville-celebrates-arbor-day-tree-planting>

 [FY18 Forestry Budget](#)

 [Master Plan- UTC goal](#)

 [Tree Canopy Assessment](#)

 [PLANT Certificate](#)

 [Tree City USA Documentation](#)

 [Tree Cities List in Maryland](#)

Pet Waste

Adopt a Pet Waste Ordinance

5 Points

Program Summary:

Rockville has a total of 4,461 cats, dogs and ferrets licensed in the city. Pet waste removal requirements are included in Chapter 3 of the Rockville City Code, Animal Control. While general pet waste removal requirements have been in the City Code for several years, the Mayor and Council adopted comprehensive amendments to this ordinance (attached Ord. 12-15) and a resolution establishing a new fine schedule (Resolution 7-15) on June 15, 2015. Section 3-21 (5) defines "animal nuisance" to include the failure to maintain sanitary conditions in enclosures or surroundings thereby causing unreasonable annoyance or discomfort to neighbors. Section 3-22 requires the removal and proper disposal of pet solid waste to protect public health, safety and welfare. Pet owners are required to immediately remove waste when deposited on any public walk, recreation area, public street or private property other than the owner's premise. When walking off property, pet owners must possess a viable means to pick up and remove pet waste. Section 3-38 designates the Neighborhood Services Division within the Police Department the authority to enforce the ordinance. Neighborhood Services administers pet licences, investigates complaints and issues notice of violations and fines in accordance with the Mayor and Council's adopted resolution establishing administrative and municipal infraction fines for Chapter 3 (attached). Violations of Sections 3-22 are municipal infractions with fines of \$25 for the first violation, \$50 for the second violation and \$100 for the third violation. Given the associated pollution prevention and park aesthetic benefits of this ordinance, the City's Department of Recreation and Parks maintains Mutt Mitt(TM) stations at 14 parks and contracts dog waste removal

services at the dog park. The Public Information Office provides pet waste pollution prevention public education tips on social media and Rockville Reports. Environmental Management distributes outreach material and free pet waste disposal bags at public events.

 [Adopted Ordinance \(12-15\)](#)

 [Resolution establishing animal control fines \(7-15\)](#)

Implement a Pet Waste Education Program

5 Points

Program Summary:

Proper disposal of pet waste is an important aspect of protecting health and preventing pollution in local watersheds. Rockville continues to implement a program to educate residents about the environmental and health hazards posed by pet waste, and to facilitate and motivate proper disposal of pet waste. The City aims for these efforts to decrease the amount of pet waste that enters streams and creeks, and to thereby decrease nutrients and bacteria in our waterways. In 2017, Rockville Channel 11 created a pet waste public service announcement to be featured on the city's cable TV channel, social media and website: <https://youtu.be/2-b00U8xoTg> The City has a brochure, "Doo the Right Thing, Scoop the Poop" (see attachment), to educate residents about risks to local waterways and human health posed by animal waste that is not picked up. The brochure also informs pet owners about how to properly dispose of pet waste. The brochure and pet waste bag holders (see photo) have been distributed by the City's Environmental Management Division at numerous civic and environmental events over the past three years, such as Hometown Holidays, Public Works Day, the spring native plant sale, and to neighborhoods upon request. The brochure is also available on the City's website. Articles reminding residents to pick up after their pets have also been included in Rockville Reports, the City's monthly newsletter (see attachments). The City maintains 20 pet waste stations, including at the municipal dog park and other locations, to help pet owners to clean up after their animals. Parks with pet waste (Mutt Mitt) stations are searchable on the website (see attached park list and map). Each station provides bags and a disposal container for pet waste, which is emptied routinely. Lastly, the City posts signs in parks reminding pet owners to pick up their pet's waste. The signs notify pet owners that the City can assess a fine when pet waste is not properly disposed.

 [Rockville Pet Waste Brochure](#)

 [Pet Waste Sign](#)

 [Pet waste bag holders](#)

 [Animal Control website featuring pet waste video](#)


 [Pet waste reminder in 2018 Rockville Reports](#)

Stormwater Management

Stormwater Fee Structure 20 Points

Program Summary:

The Mayor and Council adopted final legislation in April 2008 establishing a stormwater utility fee, based on impervious area, to fund stormwater management programs. A summary and copy of the ordinance is attached. In July 2009, the first Stormwater Utility Fee was billed via the Montgomery County tax bill. The Stormwater Utility Fee is a charge for service assessed for all property owners, including homeowners, businesses, houses of worship, governments and schools. This fee is structured to recover costs for the services the City must provide to protect public safety, property and the environment, and to share these costs among all property owners fairly and equitably. The City's Stormwater Utility Fee is based on the amount of impervious area for each property. Impervious surfaces, such as roofs, driveways and parking lots, produce more runoff from rainstorms than vegetated areas produce. Stormwater runoff typically flows through the City's public stormwater treatment facilities and/or storm drain pipes into streams. These are part of the City's stormwater management system. The cost to manage this system is being distributed to all property owners based on this fee. While the stormwater impact of any one property may seem small, the cumulative effect of impervious areas greatly affects stormwater runoff quality and rate of stream erosion. A summary of the stormwater fund and utility fee is included in the attached budget. The FY2018 fee was \$127.70 per equivalent residential unit and the FY2019 proposed fee is \$132. The fee is advertised in annual budget and utility fee public information materials (website, Mayor and Council meetings, monthly newsletter (see page 2 in attached Rockville Reports articles). The stormwater utility fee supports Rockville's Stormwater Management Capital Improvement Program which provides funding to study, design and construct stormwater management facilities, stream restoration projects and stormwater conveyance projects. The projects are designed to restore, protect and maintain the physical, chemical and biological integrity of City streams, as well as protect private property and eliminate downstream impacts. The attached summary provides an overview of three projects completed in the last three years and nutrient and sediment reduction estimates.

 [Chapter 19, see Article VI, pa](#)

 [Stormwater Fee Website](#)

 [FY19 Proposed SWM fund](#)

 [FY19 Proposed Budget Article in Rockville Reports Newsletter](#)

 [FY19 Proposed SWM CIP](#)

 [Stream and SWM Project Summaries](#)

Stormwater Management Program

15 Points

Priority

Program Summary:

The City of Rockville continues to implement a comprehensive Stormwater Management (SWM) program designed to maintain Rockville's SWM infrastructure and improve local and regional water quality. The comprehensive program is essential to protect the City's investment in public infrastructure and to meet state and federal requirements to protect the Chesapeake Bay. In 2008 the City adopted a stormwater utility fee to fund stormwater activities, which are carried out by numerous City departments. The City spends approximately 5 million dollars annually to implement operational and capital improvement project (CIP) activities. Chapter 5 of the Water Resources Element of the Comprehensive Master Plan, adopted by the Mayor and Council on December 13, 2010, contains an overview of the City's SWM program. Key elements and functions include:

- Development review: Review, approval, inspection and enforcement of sediment and erosion control and stormwater management plans.
- CIP program: Design and oversee construction of SWM facilities and stream restoration CIP projects.
- Program management and policy making: Update city ordinances and regulations to comply with State and Federal requirements; develop standard operating procedures; program coordination; and annual report writing.
- Outreach, education and incentives: Administer volunteer and residential incentive programs; developed website and written communications; and coordinate outreach events.
- Storm drain maintenance: Inspect and maintain storm drain lines and structures; clean infrastructure; administer street sweeping contract; and implement public works maintenance facility pollution prevention plan.
- SWM facility inspection and enforcement: Inspect public SWM facilities and oversee cleaning and maintenance; inspection and enforcement of private SWM facilities.
- Water quality investigation, documentation and enforcement: Investigate all complaints, perform hot spot investigations, and enforce any violations of the stormwater section of the City code.
- Illicit discharge detecting and elimination (IDDE) and spill response: Perform IDDE activities, including stream walks, outfall assessments, dry weather flow tracking and spill containment and cleanup.
- Fats, oils and grease (FOG) program: Inspect and enforce FOG requirements designed to keep grease out of the sanitary sewer.
- Watershed study, planning and monitoring: Oversee design and implementation of watershed study and planning; design and administer watershed-monitoring protocols; record and manage data.

 [Water Resources Element](#)

 [FY19 SWM CIP](#)

 [FY19 SWM fund](#)

Stormwater Manager / Coordinator

15 Points

Program Summary:

The City of Rockville established the Stormwater Manager position in 2008. As illustrated in the attached fY2018 budget, the position is still funded by the Stormwater Management Fund and held by Ms. Heather Gewandter. The Stormwater Manager has six direct reports and helps plan and coordinate activities of 14.6 additional staff. It is a matrix position with direct responsibility for:

- Program strategic planning and budget development;
- Watershed study and project prioritization;
- City-wide monitoring (to assess the success of program);
- Spill containment and cleanup;
- Water Quality Protection Ordinance enforcement;
- Public and private SWM facility inspection and maintenance/enforcement;
- Erosion and sediment control inspection and enforcement;
- Illicit discharge detection and elimination (IDDE);
- Inter-jurisdictional coordination;
- Outreach and volunteer coordination; and
- Ordinance, regulation and policy development.

The position is also responsible for planning, budgeting and coordination support for the following activities:

- Storm drain line, structure and outfall inspection, maintenance and cleaning;
- CIP identification, prioritization, community outreach/involvement and monitoring; and
- Standard operating procedure development for all activities listed above.

 [SWM Manager position](#)

 [FY18 - stormwater manager](#)

 [Stormwater Manager / Coordinator Documentation](#)

Water Conservation

Develop a Water Conservation Plan

15 Points

Program Summary:

Rockville is served by two public drinking water systems; one is owned by the City and the other is Washington Suburban Sanitary Commission (WSSC). The City serves approximately 50,000 water and sewer customers with more than 170 miles of drinking water pipelines and 148 miles of sewer pipeline. WSSC serves the remaining residents and businesses. Each year, Rockville withdraws nearly 2 billion gallons of water from the Potomac River. Current peak (summer) daily demand withdraw frequently rises to 8 million gallons. This amount is within our authorized allocation of up to 12.1 million gallons a day. In 2010, the Mayor and Council amended Rockville's Comprehensive Master Plan to adopt a new state-mandated Water Resources Element (WRE), consisting of analyses of the City's long term water and wastewater capacity (attached). The document concludes that Rockville's infrastructure in these areas will be able to accommodate projected population increases through 2040.

Rockville also developed a Water Conservation Plan (attached) that includes actions to decrease the volume of lost water in the distribution system and actions aimed at reducing our customer's demand for water, particularly during peak times. As described in the attached plan, Rockville has historically taken a proactive approach to water conservation through annual water accounting, consumer education, accurate metering and tiered pricing incentives (see FY17 water rates). Rockville is also an active partner in the Wise Use water program coordinated by the Metropolitan Council of Governments and the Interstate Commission on the Potomac River Basin. The program coordinates regional agencies and jurisdictions on monitoring and public education. The City has incorporated low flow plumbing fixture requirements in building codes to require efficient fixtures be installed in new construction and renovations requiring plumbing permits. The City offers a toilet replacement program to help low-income homeowners implement efficient upgrades. The City also offers a Rainscapes Rewards program that provides rebates for rain barrels and conservation landscaping with native plant that utilize less water after established.

 [Toilet Replacement Program](#)

 [Water Conservation Website Outreach](#)

 [Rainscapes Rewards Web](#)

 [Utility Rate Sheet](#)

 [WRE](#)

 [Water Conservation Plan](#)

Watershed Stewardship

Create a Watershed Plan

20 Points

Priority

Program Summary:

The City of Rockville periodically assesses the health of its three watersheds: Cabin John Creek, Watts Branch and Rock Creek. In general, teams involving various Rockville staff and consultants have contributed to the watershed assessment and management plans. With an emphasis on "stakeholder" involvement, City staff have also developed partnerships with interested residents, civic and homeowners' associations and watershed groups to contribute to the watershed planning process. These assessments inform the City and its residents on the health of the streams, the quality of habitat, and the diversity of aquatic life. They also identify problem spots, such as areas that are severely eroded and in need of repair and restoration. Finally, they document the successes of Rockville's stormwater program efforts and indicate the amount of work still required to achieve the goals, including new pollutants of concern on which the City may focus its resources. These plans make recommendations for activities that will improve water quality and manage stream erosion. These activities can

range from Capital Improvement Program projects, like stream restoration and stormwater management (see attached FY19 CIP), to enforcement and outreach programs. Rockville completed baseline studies on its three main watersheds and is in various stages of implementing these studies through the CIP: • Cabin John: A baseline study was first completed in February of 1996 and a comprehensive assessment was completed in 2011. • Rock Creek: A baseline study was completed in April of 2000 and an updated plan was completed in 2013. • Watts Branch: A baseline study was completed in August of 2001 and an updated plan was completed 2015. All of the City's watershed studies and management plans are available at: <http://www.rockvillemd.gov/570/Streams-Watersheds>

 [Watersheds Assessment Website](#)

 [FY19 SWM CIP](#)

Facilitate Engagement in Existing Watershed Stewardship Opportunities

20 Points

Program Summary:

Rockville facilitates engagement in several existing watershed stewardship programs with outside organizations; including the Alice Ferguson Foundation, Montgomery County, Montgomery College, Rockville Science Center, and WSSC. The City organizes an Earth Month promos and calendar to help promote various events in April. Included among these are the following: 1) Annual Potomac Watershed Cleanup: In support of the Alice Ferguson Foundations' Trash Free Potomac Watershed initiative, the City hosts and provides supplies for several stream cleanups. In April 2017, volunteers cleaned up 13 stream segments. Approximately 147 volunteers collected 132 bags of trash. The City provided promotional support, trash bags, gloves, and trash collection. 2) H2O Summit: In the fall of 2017, Rockville hosted the annual Montgomery County H2O Summit which brings local watershed groups, residents and jurisdictions together to discuss water quality issues and provides the participants with a range of our outreach materials on the local stormwater programs. 3) Montgomery County GreenFest: Several local jurisdictions, agencies and non-profits partner to host an annual green festival to promote local watershed stewardship and sustainability initiatives. Rockville staff serve on the event's planning committee and help staff the event. In 2017, more than 800 people braved the chilly weather and scattered rain showers to learn about the environment, meet environmental leaders, watched green films and more. The event includes a stream maze children's activity highlighting stormwater pollution. 4) Rockville Science Day: The Rockville Science Center sponsors Rockville Science Day every year with the support of the City of Rockville and Montgomery College. The event has over 90 exhibitors from the community, local businesses, and academic institutions. There are science activities for the whole family including chemistry, rocket launch, robotics, water

conservation, environment, birds and reptiles. The event typically has more than 4,000 visitors. 5) Montgomery County Community Service Day: In support of the Montgomery County Community Service Day, the City hosts a stream cleanup at Twinbrook Community Center. In 2017, approximately 20 volunteers donated a total of 80 volunteers hours and collected 14 bags of trash. The City offers student service learning hours, promotional support, trash bags, gloves, and trash collection.

 [Potomac Watershed Cleanup](#)

 [H2O Summit](#)

 [Earth Month 2018 calendar](#)

 [Science Day Exhibitors 2018](#)

 [Community Service Week 2017](#)

Implement Watershed Stewardship / Pollution Prevention Outreach Program(s)

10 Points

Program Summary:

The City of Rockville implements a comprehensive Watershed Stewardship/Pollution Prevention Outreach Program that uses a multi-media approach to inform residents and businesses about pollution prevention. Tips are included in Rockville Reports, the City's monthly newsletter sent to all residences and available to all businesses, and on social media. Information is also aired on Rockville Chanel 11, the City's cable TV station. The City has educational pamphlets that are handed out at community events and information sessions and are available at City facilities or by request. Inserts on water quality issues and programs, such as the RainScapes Rebate Program and the proper management of fats, oils and grease, are mailed out in the City water bill. The Watershed Committee also has also coordinated with community blogs, listserves and other distribution opportunities. This program is anchored by the City's "Pollution Solutions" webpage (www.rockvillemd.gov/pollutionsolutions) which includes a listing of "Things You Can Do to Prevent Pollution." This listing contains information on: proper disposal of fats, oils and grease (FOG's), proper disposal of pet waste, proper use of fertilizers and pesticides (lawn care), techniques for sustainable car washing and maintenance, pool drainage, and the proper use of de-icers, complete with links for additional information and printable handouts. Also included are details on the City's Pollution Hotline for reporting pollution and illegal dumping with examples of problems which should be reported. Brochures are available at City Hall and community center buildings. The attached NPDES MS4 annual report includes a summary of all stormwater pollution prevention education, outreach and enforcement activities for fiscal year 2017. According to the attached summary of public watershed stewardship outreach in fiscal year 2018, Rockville's monthly newsletter featured 29

articles/tips on watershed stewardship. Rockville hosted/participated in 11 environmental stewardship workshops/events and hosted environmental outreach tables at 7 public events. There were approximately 2,163 impressions; including people that volunteered, attended events or education sessions, interacted with outreach tables, or received education mailings.

 [Pollution Prevention Outreach Materials](#)

 [Watershed Outreach Activities FY2018](#)

 [FY2017 NPDES MS4 Annual Report](#)

Provide Incentives for Watershed Stewardship on Private Lands

15 Points

Program Summary:

The City of Rockville implements several incentives for Watershed Stewardship on Private Lands. In addition to a stormwater management utility fee credit program for property owners who maintain private onsite stormwater management facilities meeting current standards, the City provides smaller, accessible incentives through the “RainScapes Rewards” program. Funded by the City’s stormwater utility fee, this innovative program offers City homeowners and non-profits the opportunity to secure financial rebates for activities that retain stormwater onsite, including rain barrel installation, conservation landscaping, tree planting and pavement removal. Free training for implementing these techniques is offered twice a year at Green Your Backyard Information Sessions. The annual program budget for rebates is \$10,000, which is allocated as follows: - Rain barrels: The City offers a \$1 per gallon rebate for installation of rain barrels with a minimum volume of 55 gallons (max. rebate: \$500). In addition, the City maintains an informational website on rain barrel installation and use. The City also offers free rain barrel trainings and produced a four-part video series to show residents how to choose, install and maintain a rain barrel. The RainScapes program has also organized several giveaways at training programs. - Conservation landscaping: The City of Rockville offers rebates to homeowners for replacing turf grass with native plants. Residential properties are offered a financial rebate of \$1 per square foot (without soil improvement) or \$2 per square foot (with soil improvement), with a minimum volume of 250 square feet (max. rebate \$1,200). Conservation landscaping techniques encourage increased groundwater infiltration of rainwater. - Tree planting: The City offers an incentive for residents to plant native trees on their property. Currently residents are offered a \$150 rebate for each approved tree (max. rebate \$600). - Pavement Removal: The City offers a financial rebate of \$3 (sod) or \$4 (native plants) per square foot, with a minimum volume of 100 square feet(max. rebate \$1,200).). Program information, applications and instructions for all three RainScapes initiatives are available on the City Web page. The attached summary provides participation summaries for FY 2009 –FY 2017 rebate data. Photos of Rainscape installations are available at: <http://www.rockvillemd.gov/gallery.aspx?AID=22>. The program

website is available at: <http://www.rockvillemd.gov/index.aspx?nid=827>.

 [Rainscapes Rewards Web](#)

 [Rainscape Rewards Summary](#)

Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship

10 Points

Program Summary:

The City of Rockville provides several stewardship opportunities for community members who want to play an active role in protecting and improving watershed quality. The City promotes these opportunities and provides incentives and leadership through the Environment Commission/Green Team, the City Environmental Management Division, the Department of Public Works, the Department of Recreation and Parks, and city volunteer coordinators. City liaisons also partner with neighborhood and civic associations, schools, community centers, and places of worship to help citizens play an active role in the process of protecting and improving water quality in the city's three different watersheds. The City maintains a centralized environmental volunteer website to help local citizens and students understand the importance of natural habitats and healthy watersheds and access ongoing opportunities to engage in numerous workshops and training sessions so that they are adequately informed and equipped to participate. Opportunities for citizen engagement include: -H2O Summit: Rockville partnered with Montgomery County, WSSC and other local agencies to host an annual summit to help community groups learn about local water quality and how to become involved. - Stream cleanups: In FY2017, Rockville sponsored 30 stream cleanups. 307 volunteers removed 290 bags of trash out of Rockville's streams. - Adopt-A-Stream Program: Volunteers remove trash from their adopted streams at least twice per year. 39 stream segments out of 44 available (89%) are currently adopted by community volunteers. - Storm Drain Marker Program: In FY2017, volunteers have attached 127 "Do Not Pollute" plaques to City storm drain inlets. - Volunteer Stream Monitoring: In FY2017, 13 volunteers helped determine the "grades" of the Rockville's streams by evaluating habitat assessment, benthic organism identification, water chemistry, and invasive plant growth at sites in the City's three main stream tributaries. - Invasive Plant Management Program: The City of Rockville is in the beginning stages of developing an invasive plant management plan for City's parks system. The City partners with the Montgomery County Weed Warrior program to educate citizens about the identification and management of non-native invasives (NNIs). Weed Warriors are trained to focus on 17 of the worst invasive plants in the Montgomery County area and are taught proper methods for manual pulling and clean up strategies. Residents certified under the County's program and can then work in Rockville City parks to manually remove NNIs. - Croydon Creek Nature Center programs: The Nature

Center Summer Camp Stream Studies ran nine programs serving 134 campers where campers ages 5-14 years spend 2-3 hours studying aquatic macroinvertebrates and learn how they can be used as indicators of stream health. The Center also conducted three watershed themed school programs serving 45 students were conducted where students participated in activities that demonstrate how different sources of pollution impact water quality. The participants also hiked the sub-watershed of Rock Creek to examine and learn about how conservation and pollution prevention benefit stream health. Additionally, the Nature Center held four creek clean ups and two family creek crawl programs with 30 participants: A link to the environmental volunteer opportunities is available at: <http://www.rockvillemd.gov/index.aspx?NID=632> A link to the Croydon Creek Nature Center and volunteer and education activities is available at: <http://www.rockvillemd.gov/index.aspx?NID=380> Samples of promotional articles and photos are also attached.

 [Adopt a Stream](#)

 [Save Our Streams](#)

 [Storm drain marking](#)

 [Croydon Creek Nature Center 2018](#)

 [Watershed volunteer photos](#)

 [H2O Summit 2017](#)

Planning & Land Use

Housing and the Comprehensive Plan

10 Points

Program Summary:

Rockville's Housing Element is included as Chapter 10 of the Comprehensive Master Plan. This element includes goals, policies, an evaluation of conditions and trends, and identification of critical issues. The Housing Element establishes and communicates the City's long-term housing policies and goals for all segments of the community. The 2002 Comprehensive Master Plan (including the Housing Element) is available with the adopting resolution at: <http://rockvillemd.gov/DocumentCenter/View/1346> In keeping with State requirements, the 2002 Comprehensive Master Plan (CMP) was reviewed in 2008/2009. A decision was taken to amend it using a two-phase process: phase 1 focused on individual projects and components has been completed and phase 2 is currently underway which focuses on a comprehensive update to the CMP document. To support the development of the Rockville 2040 CMP, Rockville completed a Housing Scan in 2012 to provides data on housing characteristics, market, market, incomes, poverty, affordable housing and trends. In 2016, a City consultant completed a housing market analysis and needs assessment. This study analyzes the City's supply and demand of housing, estimates long-term housing needs

for market rate and affordable housing stock, and provides recommendations of housing programs and strategies to meet needs of forecasted future housing demand and supply. The housing scan and market analysis, combined with extensive engagement with the community, Planning Commission and Mayor and Council, are informing the development of the Rockville 2040 CMP and housing element. A draft CMP is anticipated to be released in 2018, as indicated in the attached 2040 CMP schedule. Additionally, the City's housing programs and services website includes information on Rockville's three housing programs – the Moderately Priced Dwelling Unit (MPDU) program, the Community Development Block Grant (CDBG) program, and the Single-Family Rehabilitation program.

 [Housing Element of 2002 CMP](#)

 [Housing Scan 2012](#)

 [2016 Housing Study](#)

 [Housing Website 2018](#)

 [2040 CMP Schedule](#)

Innovative Demonstration Projects

15 Points

Program Summary:

Bike Friendly Community: Rockville was recognized as a Bicycle Friendly Community at the Bronze level by the League of American Bicyclists in 2016 and continues efforts to improve bicycling for all residents through education, infrastructure and outreach. This award shows how far bicycling has come in Rockville as a sustainable, healthy, and equitable mode of transportation and recreation. The Rockville Bikeway Master Plan (Plan) provides a vision for a safe and efficient multimodal transportation system. First adopted in 1981, the Plan was updated in 1998, 2004, and most recently in 2017. This Plan was prepared by the City of Rockville Department of Public Works, Traffic and Transportation Division. Internal assistance was provided by the Department of Community Planning and Development Services, Department of Recreation and Parks, and the Police Department. In 1999, the Rockville Bicycle Advisory Committee (RBAC) was created to assist in the development of the City's bicycle and pedestrian-specific policies. Since then, the RBAC has worked closely with the City to improve bicycling conditions so that the City now boasts 34.6 miles of shared-use paths, 3.9 miles of bike lanes, and 2.9 miles of roads with sharrows and continues to plan pedestrian/bicyclist safety improvements. Additional bicycle programs include: Capital Bikeshare, bike rack grants to local businesses, bike safety checks, organized bike tours, bike award and recycling programs, and the celebration of Bike Month in May. Funding for bicycle programs is included in a variety of budgets: the Pedestrian and Bicycle Safety CIP (attached); the Traffic and Transportation operating budget includes the Pedestrian and Bicycle Coordinator; and the Recreation and Parks operating budget includes maintenance of

off-road shared use paths and recreation programs to encourage bicycling.

-  [Rockville Bike Map](#)
-  [Bike Friendly Community Report Card](#)
-  [Bikeway Master Plan 2017](#)
-  [FY19 Bike CIP](#)
-  [Bike Month Rockville Reports](#)
-  [Rockville Bike Webpages](#)

Participation in DHCD Sustainable Communities

20 Points

Program Summary:

The City of Rockville and several other municipalities in Montgomery County joined with the Montgomery County Department of Housing and Community Affairs to develop a joint application to the State of Maryland that would qualify portions of the county as a Sustainable Community. Municipalities in the County were invited to join in the County-wide request for designation rather than submitting applications individually, and the Mayor and Council approved Rockville's participation on December 12, 2011. In the development of the joint application, the City shared information with the County regarding Rockville's resources, policies and programs; including but not limited to: historic resources, zoning ordinance and promotion of mixed use development around transit, cultural events, water treatment and distribution system, carbon reduction measures, stormwater management program, affordable housing programs, parks and public amenities, Rockville Town Center redevelopment experience, Rockville Pike Plan for redevelopment, transportation policies, governance and extensive public participation opportunities, and City-wide sustainability strategy. While an official designation letter was not sent to all jurisdictions included in the Montgomery County's joint application, the attached DHCD website and map recognizes the portions of Rockville's developed core that are officially designated in the Sustainable Communities program. In support of the sustainable community goals, the Mayor and Council adopted the Rockville Pike Plan in 2016. The plan is the product of an intensive community planning process that began in 2007 and incorporated several years of input from citizens, private and public sector leaders, government agencies, consultants, City staff, and other stakeholders. Additional details of the plan development process is summarized on page ES-2 and Appendix A of the attached plan. The city contracted nearly \$500,000 in consulting services to lead numerous community meetings, conduct stakeholder interviews and public workshops, conduct technical assessments and report findings, conduct a community design charrette, and draft plans. Overall, the plan's focus is on the creation of a vibrant and comfortable mixed-use environment, more dense than existing suburban development, supported by high-quality public amenities and facilities, and complemented by a

transportation network that will better support pedestrians, bicyclists, drivers, and transit riders. A pending project that seeks to support the vision and goals of the Sustainable Communities program and Rockville Pike Plan is the Twinbrook Quarter, a proposed redevelopment of approximately 18 acres along Rockville Pike by Twinbrook Metro Station. The project plan application was submitted on 1/25/2018 and is currently undergoing review. The project involves redevelopment of the existing single-story retail and surface parking into a mix of commercial and residential buildings, retail and a dining art theater built around a one-acre central park. Additional project information is available at <https://md-rockville2.civicplus.com/2054/1500-1616-Rockville-Pike-Twinbrook-Quart>

-  [Application](#)
-  [Targeted Area strategies](#)
-  [Approved sustainable communities](#)
-  [Sustainable communities approval announcement](#)
-  [Sustainable Communities Map 2018](#)
-  [Rockville Pike Plan 2016](#)