



The 2016 City of Rockville Community Survey

Report of Results

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Preface

The City of Rockville welcomes the opportunity to hear from residents regarding their community. The 2016 Community Survey, the ninth in a series of such surveys conducted since 2001, is one way we make sure we know what residents think about local government and the quality of life in Rockville. The survey serves as a consumer score card by letting us know what residents think is working well and what is not in city service delivery. The survey also permits Rockville residents to make judgments about the quality of life here, and to indicate what they like about and what can improve in our community. The results of the survey comprise a major component of Rockville's work to measure performance, and also are intended for use in planning and resource allocation. We appreciate the responses given by those who participated in the survey. We hope that you will find these results interesting and useful.

The Rockville Community Survey is comprehensive, covering many topics related to life in this community. The 2016 report of results is organized around the eight Mayor and Council Priority Initiatives. These are:

- ◆ Efficient and Effective City Service Delivery
- ◆ Good Governance
- ◆ Safe and Livable Neighborhoods
- ◆ Fiscal Responsibility
- ◆ Planning and Preservation
- ◆ Informed and Engaged Residents
- ◆ Economic Development
- ◆ Stewardship of Infrastructure

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Executive Summary

Summary of Comparisons

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

Evaluated against the 2016 benchmark comparisons, the following items were:

<p>Much higher than the benchmark</p>	<ul style="list-style-type: none"> ◆ Crime prevention efforts ◆ Enforcement of traffic laws by Rockville City Police Department ◆ Emergency preparedness ◆ Refuse collection ◆ Recycling collection ◆ Leaf pick-up ◆ Street repairs and maintenance ◆ Street sweeping ◆ Sidewalk maintenance ◆ Ease of travel in Rockville by car ◆ Ease of travel in Rockville by transit ◆ Water and sewer services ◆ Appearance of city parks ◆ Recreation facilities ◆ Recreation programs ◆ Athletic fields ◆ Range of activities available in parks and recreation facilities ◆ Senior citizen programs and services ◆ Services to youth 	<ul style="list-style-type: none"> ◆ Overall quality of life in Rockville ◆ Overall quality of your neighborhood ◆ Opportunities to attend cultural or arts events ◆ Rockville as a place to raise children ◆ Sense of community ◆ Overall quality of services ◆ I am pleased with the overall direction that the city government is taking ◆ I am pleased with the overall performance of the City of Rockville's Mayor and Council ◆ I receive good value for the city taxes I pay ◆ The city welcomes community involvement ◆ City-sponsored special events 	<ul style="list-style-type: none"> ◆ Overall appearance of Rockville ◆ Openness and acceptance of the community toward people of diverse backgrounds ◆ Overall image or reputation of Rockville ◆ Health and wellness opportunities in Rockville ◆ Overall quality of business and service establishments ◆ Current information (city's website) ◆ Visited or used a Rockville recreation facility ◆ Visited or used a Rockville park ◆ Used bus, Metrorail, MARC train or other public transportation instead of driving ◆ Overall customer service
<p>Higher than the benchmark</p>	<ul style="list-style-type: none"> ◆ Adequacy of street lighting in your neighborhood 	<ul style="list-style-type: none"> ◆ Snow and ice removal ◆ Building permit process 	<ul style="list-style-type: none"> ◆ Courtesy (of interaction with the city) ◆ Rockville 11 (cable channel 11) programming

Similar to the benchmark	<ul style="list-style-type: none"> ◆ Overall City of Rockville police services ◆ Ease of travel in Rockville by bicycle ◆ Ease of travel in Rockville by walking ◆ Drinking water quality ◆ Rockville's natural environment 	<ul style="list-style-type: none"> ◆ Knowledge (of interaction with the city) ◆ Responsiveness (of interaction with the city) ◆ The city listens to its residents ◆ The City of Rockville's website (www.rockvillemd.gov) 	<ul style="list-style-type: none"> ◆ City of Rockville utility billing ◆ Appearance (city's website) ◆ Online services offered (city's website) ◆ Ease of navigation (city's website)
Lower than the benchmark	<ul style="list-style-type: none"> ◆ Ease of public parking ◆ Search function (city's website) 	<ul style="list-style-type: none"> ◆ Contact with the City of Rockville during the past 12 months 	<ul style="list-style-type: none"> ◆ Experiencing housing costs stress (housing costs 30% or MORE of income) ◆ Participated in a Rockville recreation program
Much lower than the benchmark	<ul style="list-style-type: none"> ◆ Rockville as a place to retire ◆ Availability of affordable housing 	<ul style="list-style-type: none"> ◆ Safety in your neighborhood during the day 	<ul style="list-style-type: none"> ◆ Safety in business areas in Rockville during the day

Survey Background

The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the city's performance management is to collect feedback directly from our customers. The city is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The city contracted with National Research Center, Inc. (NRC) to conduct the 2016 City of Rockville Community Survey.

The Rockville Community Survey was created in 2001 to gather the resident perception data needed for the city's performance measures. Since then, a community survey has been conducted biennially to continue to measure resident opinion and monitor trends. These results are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the city government.

The four-page City of Rockville 2016 Community Survey was mailed to 3,000 randomly selected households, of which approximately 3% were vacant. Completed surveys were obtained from 1,066 community residents, for a response rate of 37%; similar to response rates in previous survey years (41% in 2014 and 36% in 2012). The 95% confidence interval (also referred to as "the margin of error") was three percentage points around any given percent and two points around any average score on the 100-point scale. Surveys were completed in languages other than English including Spanish, Chinese, Korean, Russian and Vietnamese. Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 1,066 responses, 112 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

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

Although responses to many of the evaluative questions were made on a four-point scale with one representing the highest rating (usually "excellent") and four the lowest (usually "poor"), many of the results in this summary are converted to a common scale where zero is the lowest possible

rating and 100 is the highest possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. An average rating of 67 is equivalent to “good,” and 33 is “fair.” Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

Because Rockville has administered community surveys previously, where available, comparisons were made between 2016 responses and those from prior years. Rockville’s results also were compared to those of other jurisdictions around the nation. These comparisons were made possible through NRC’s national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions.

Survey Findings

Overall, stability in the survey results from 2014 to 2016 was common, with few changes in ratings. Similar to previous survey administrations, Rockville residents gave positive evaluations to many questions on the survey, and when compared to ratings given by residents in other communities across the country, Rockville generally received ratings that were higher or much higher than the national benchmark.

Efficient and Effective City Service Delivery

- ◆ **The overall quality of city services was seen as “good” by a majority of residents.**
 - About 6 in 10 residents gave “good” ratings to the overall quality of city services and an additional 23% gave “excellent” ratings. Only one percent gave a “poor” rating.
 - These ratings were similar to previous survey years and were much higher than ratings given by residents in other communities across the U.S.
- ◆ **Most individual services listed on the 2016 survey received “excellent” or “good” marks from at least 6 in 10 respondents.**
 - Among the highest rated services were recycling collection, recreation facilities and refuse collection with about 9 in 10 residents giving “excellent” or “good” ratings. Services receiving lower marks included adequacy of street lighting in their neighborhood (65% “excellent” or “good”), street repairs and maintenance (63%) and the building permit process (57%).
 - Benchmark comparisons were available for 25 of the 33 services listed on the survey; ratings for 22 of the 25 individual services were much higher or higher than those given by residents in other communities across the nation. The remaining three services received ratings that were similar to the national benchmark; these include City of Rockville utility billing, overall City of Rockville police services and the City of Rockville’s website.
 - Service ratings were converted to the 100-point scale. When compared over time, average ratings for nearly all services remained stable from 2014 to 2016 (the rating for snow and ice removal declined from an average rating of 67 in 2014 to 61 in 2016).
- ◆ **Respondents had positive impressions of their interactions with the City of Rockville.**
 - Of the 43% of residents who reported having contact with the City of Rockville in the 12 months prior to the survey (a rate of contact that was lower than what was reported in other communities), at least 8 in 10 gave “excellent” or “good” marks to the various aspects of their interaction. Ratings were similar between 2014 and 2016.

- When compared to the national average, ratings for overall customer service and courtesy were higher or much higher than the benchmark and ratings of knowledge and responsiveness were similar.

Good Governance

- ◆ **The overall direction that the city government is taking and the overall performance of the Mayor and Council received positive ratings from 6 in 10 residents.**
 - A majority agreed that they were pleased with the overall performance of the City of Rockville’s Mayor and Council (60%) and pleased with the overall direction of the city government (62%). About one in three said that they neither agreed nor disagreed with both of these statements and two percent “strongly” disagreed.
 - These ratings were similar to previous survey years and were much higher than ratings given by residents in other communities across the U.S.
- ◆ **When given a list of 15 potential priorities for Rockville to focus on, importance of each priority varied; however, most listed priorities received “essential” or “very important” marks from at least a majority of respondents.**
 - Priorities deemed as most important were maintaining public infrastructure (91% “essential” or “very important”), addressing transportation and traffic congestion (90%) and addressing crime (88%).
 - The priority deemed as least important was increasing the quality and amount of bike lanes with less than a majority indicating this priority as “essential” or “very important.”
 - When over time comparison were available, importance ratings were similar in 2016 compared to 2014.

Safe and Livable Neighborhoods

- ◆ **Residents continued to experience a high quality of life in Rockville and voiced appreciation for the city as a place to raise children and the quality of their neighborhood.**
 - Rockville residents rated the overall quality of life in the city highly, with 92% saying that it was “excellent” or “good,” and 7% saying it was “fair.” No residents thought it was “poor.” The overall quality of life in the city received ratings that were much higher than the national benchmark.
 - Residents awarded similarly positive ratings to Rockville as a place to raise children (88% “excellent” or “good”) and to the overall quality of their neighborhood (88%). Rockville as a place to raise children and the overall quality of neighborhoods received ratings that were much higher than the national benchmark.
 - Fewer (59%) felt that Rockville was an “excellent” or “good” place to retire, and 15% felt it was a “poor” place to retire. Much lower ratings were given to Rockville as a place to retire when compared to ratings given in other communities across the country.
- ◆ **Favorable ratings were given to the various characteristics of the community, with each receiving at least “good” ratings from a majority of respondents.**
 - About 8 in 10 residents rated the community’s openness and acceptance, image or reputation, opportunities to attend cultural events and overall appearance as “excellent” or “good.” Three-quarters gave positive ratings to the sense of community in Rockville.

- When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for all characteristics of the community.
- ◆ **Residents thought highly of health and wellness opportunities in Rockville and find the importance of improving walking paths between neighborhoods and access to parkland and a recreation center close to home as moderately important priorities.**
 - Among the list of 18 community characteristics included on the survey, residents were asked to rate the quality of health and wellness opportunities in Rockville. About three-quarters of residents indicated the quality was “excellent” or “good” with 19% reporting the quality as “fair” and 3% reporting “poor.” The quality of health and wellness opportunities received ratings that were much higher than the national benchmark and similar in 2016 compared to 2014, when this question was first asked.
 - When asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years, improving walking paths between neighborhoods was rated as “essential” or “very important” by about 63% of residents while access to a parkland within a 10 minute walk from home was rated “essential” or “very important” by 60% of residents. About 5 in 10 felt access to a recreation center close to their neighborhood was “essential” or “very important.”
- ◆ **Residents generally felt safe in Rockville but feelings of safety were rated lower in Rockville when compared to communities across the U.S.**
 - Residents generally felt safe crossing the street in Rockville (71% “very” or “reasonably safe”); this was similar to ratings given in 2014.
 - As may be expected, survey respondents tended to feel safer in their neighborhoods compared to business areas and in the vicinity of Metrorail stations.
 - National benchmarks were available for feelings of safety in their neighborhood during the day and in business areas during the day; both were much lower in Rockville than in comparison communities.
 - When asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years, about 88% of residents indicated addressing crime as “essential” or “very important” and only three percent reported it as “not at all important.”
- ◆ **The availability of affordable housing was among the lowest rated items on the survey, with only six percent choosing “excellent” and 7 in 10 choosing “fair” or “poor,” and was much lower than the national benchmark comparison; therefore, this may be an area of opportunity for the city.**

Fiscal Responsibility

- ◆ **The value for the city government taxes paid was seen as about “good” by residents.**
 - About 6 in 10 residents agreed that they received good value for the taxes paid to the city. These ratings were much higher than ratings given by residents in other communities across the U.S.
 - When compared to 2014, residents in 2016 gave similar evaluations to the value they get for the city taxes they pay and ratings have remained stable since this question was first asked in 2001.
- ◆ **About 4 in 10 residents agreed that the city budgeting process is open and understandable.**

- Forty-four percent of residents agreed that the city budgeting process is open and understandable; a similar percentage (40%) said that they neither agreed nor disagreed with this statement and about 15% disagreed.
- When compared to 2014, residents in 2016 gave similar evaluations to the city budgeting process being open and understandable to residents and ratings have remained stable since this question was first asked in 2008.

Planning and Preservation

- ◆ **Ratings for the ease of travel by various transportation modes remained stable from 2014 to 2016, and tended to be much higher than or similar to the national averages.**
 - Evaluations of the ease of travel in Rockville by transit and by car were high, with three-quarters of respondents rating each as “excellent” or “good” (74% and 72%, respectively). Two-thirds said that the ease of travel by walking was “excellent” or “good,” and 5 in 10 felt that the ease of getting around by bicycle in Rockville was at least “good.” Ease of public parking received the lowest rating with less than half of residents giving an “excellent” or “good” rating.
 - When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much higher average ratings to the ease of travel by transit and by car while similar ratings were given to the ease of travel by bicycle and by walking. Lower ratings were given to the ease of public parking.
- ◆ **Rockville residents frequently use public transportation instead of driving and are more likely to walk or ride a bicycle for fun or exercise compared to walking or biking to run errands or commute.**
 - When asked how frequently they used bus, Metrorail, MARC train or other public transportation instead of driving, one-third indicated they had done so two times a week or more and an additional one-fifth had done so two to four times a month. The frequency of using public transportation instead of driving reported in Rockville was much higher than the national benchmark.
 - When asked about frequency of walking and bicycling for three potential reasons, about 9 in 10 residents reported walking for fun or exercise while 4 in 10 reported biking for fun or exercise. Those who reported walking or biking for the reasons of shopping, getting a meal, or running errands and for commuting were significantly fewer compared to those who reported using each for fun or exercise.

Informed and Engaged Residents

- ◆ **Residents thought highly of opportunities to be heard and have a say in what happens in Rockville and agreed that the city welcomes community involvement.**
 - Among the list of 18 community characteristics included on the survey, residents were asked to rate the quality of opportunities to be heard and have a say in what happens in Rockville. About 7 in 10 gave “excellent” or “good” ratings to this question and only seven percent gave a “poor” rating. When compared to when this question was first asked in 2014, ratings have remained stable.
 - Seven in 10 respondents agreed that the city welcomes community involvement. About half (53%) agreed that the city listens to its residents. Two percent of fewer strongly disagreed with each of these statements. The city welcoming community involvement was rated much

higher than the national benchmark while the city listening to its residents was rated similar to the benchmark.

◆ **Community participation rates remained strong and stable over time.**

- Most reported that they had visited or used a Rockville park at least once in the previous 12 months (91%) and 7 in 10 said they had attended a City-sponsored special event (70%). About 6 in 10 said they had visited or used a Rockville recreation facility and 4 in 10 had participated in a Rockville recreation program.
- Rates of participation and use for three of the four parks and recreation offerings could be compared to the national benchmark. Rockville residents reported much higher usage of city parks and recreation facilities compared to other communities across the country, while Rockville residents participated less frequently in a city recreation program.
- Rates of participation and use remained stable from 2014 to 2016.

◆ **Ratings of the City of Rockville’s website were positive.**

- The quality of the City of Rockville’s website received positive ratings (72% “excellent” or “good”), which was similar to the national benchmark. About half of residents said they had visited the website in the previous 12 month period, a rate similar to what was reported in 2014.
- Those who had visited the City of Rockville’s website rated it most highly for having current information and gave the lowest rating to the website’s search function. Ratings for each aspect of the website remained stable when compared to 2014 ratings.

◆ **Rockville Reports and the city’s website continued to be the most preferred sources for information about the city government; however, 2016 marks the first time since this question was first asked in 2010 when the city’s website received a higher preference rating than Rockville Reports.**

Economic Development

◆ **Respondents feel positive about the quality of business and service establishments in Rockville and feel neighborhood shopping center revitalization is a moderately important priority.**

- About 8 in 10 residents rated the overall quality of business and service establishments in Rockville as “excellent” or “good.” About 7 in 10 gave positive ratings to the quality of new commercial development in Rockville.
- When compared to the nation, the overall quality of business and service establishments received ratings that were much higher than the benchmark.
- When compared to 2014, average ratings for the quality of new commercial development and for the overall quality of business and service establishments in Rockville were similar.
- When asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years, about 6 in 10 residents indicated that neighborhood shopping center revitalization was “essential” or “very important” and only seven percent reported it as “not at all important.”

Stewardship of Infrastructure

◆ **Rockville residents were generally pleased with infrastructure-related services and characteristics of Rockville.**

- About 8 in 10 residents rated water and sewer services and Rockville’s natural environment as “excellent” or “good.” About three-quarters gave positive ratings to drinking water quality and environmental protection and sustainability initiatives. About 7 in 10 gave positive ratings to street light maintenance and sidewalk maintenance. About two-thirds gave positive ratings to street repair and the adequacy of street lighting in their neighborhood.
- When compared to the nation, Rockville residents gave ratings that were much higher or higher than the benchmark for water and sewer services, sidewalk maintenance, street repairs and adequacy of street lighting while the rating for drinking water quality and Rockville’s natural environment were similar to the benchmarks.
- When compared to 2014, average ratings for each of these aspects of the community were similar in 2016.

◆ **Residents indicated that maintaining public infrastructure is top priority for Rockville in the coming three years.**

- When asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years, about 9 in 10 residents indicated maintaining public infrastructure was “essential” or “very important.” Among the 15 potential priorities, this was the top priority ahead of transportation and traffic congestion and addressing crime.

Survey Background

The City of Rockville's 2016 Community Survey provided an opportunity for a representative sample of residents to rate their satisfaction with the quality of life in the city, the community's amenities and with local government. The City of Rockville contracted with National Research Center, Inc. (NRC) to conduct the 2016 Community Survey. The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the city's performance management is to collect feedback directly from its customers. The city is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The results of this survey are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the city government.

The City of Rockville conducted its first Community Survey for this effort in 2001, with subsequent implementations approximately every two years; the 2016 Community Survey represents the ninth iteration. The questionnaire results more often tell the city and its residents how residents feel about the services provided, but not why they feel that way. Knowing what the City of Rockville residents think about service delivery provides a score card on city performance. Periodic sounding of resident opinion builds an important trend line from which to understand the impact of policies and programs and make course corrections as needed.

Survey Methods

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 Rockville households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households two weeks after the postcard. Finally, one week after the reminder letter and survey, a reminder postcard was sent. Of the mailed postcards, about 3% were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Completed surveys were received from 1,066 residents for a response rate of 37%. This is an excellent response rate (in general, response rates obtained on mailed resident surveys range from 25% to 40%).

Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 1,066 responses, 112 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

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

Reaching Non-English Speaking Residents

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

Language translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voicemail box was created for each of the five languages to receive calls after hours. In total, 86 calls were received and 80 translated surveys were sent to these residents. Nineteen residents requested additional help by phone to complete the translated surveys and two requested assistance in person. (More information on outreach to non-English speakers can be found in *Appendix E: Survey Methodology*.) In total, 35 surveys were completed in languages other than English in 2016 compared to 37 in 2014 and 12 in 2012. Further, in 2016 there were 80 requests for surveys in languages other than English compared to 118 in 2014 and 31 in 2012.

How the Results Are Reported

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

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

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

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence interval around an average score on the 100-point scale will be no greater than plus or minus two points based on all respondents. The 95 percent confidence level for this survey of 1,066 residents is generally no greater than plus or minus three percentage points around any given percent reported for all survey respondents.

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

Comparing Survey Results by Geographic and Demographic Subgroups

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

Comparing Survey Results Over Time

Because this survey was the ninth in a series of citizen surveys, the 2016 results are presented along with past ratings when available. Differences between years, as presented in the body of the report, can be considered statistically significant if they are six points or more on the 100-point scale or six percentage points or more around any given percent. Trend data for Rockville represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Comparing to Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. It is difficult to judge what is small or large without comparing to benchmarks. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, it is important to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents' ratings of fire service compare to opinions about fire service in other communities is the real question.

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

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International

City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

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

Comparison of Rockville to the Benchmark Database

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

Where comparisons for quality ratings were available, the City of Rockville's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Rockville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher" or "lower" if the difference between Rockville's rating and the benchmark is greater than the margin of error; and "much higher" or "much lower" if the difference between Rockville's rating and the benchmark is more than twice the margin of error.

Special Chart Markings

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

Double asterisks (**) have been used to show where differences between results in 2016 and 2014 are statistically significant (six or more points for average ratings given by all respondents or six or more percentage points).

Statistically significant differences between geographic subgroups in 2016 are shown with a double dagger (‡). Inferential statistical tests (ANOVA or chi-square) were used to determine whether these differences were statistically significant ($p < 0.05$).

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

Survey Respondent Profile

The following figures display the demographic characteristics of those responding to the Rockville 2016 Community Survey.

Figure 1: Respondent Length of Residency

How many years have you lived in Rockville?	Percent of respondents
2 years or less	19%
3 to 5 years	19%
6 to 10 years	17%
11 to 20 years	21%
21 years or more	24%
Total	100%

Figure 2: Respondent Housing Unit Type

What best describes your home? Is it a...	Percent of respondents
One family house detached from any other houses	46%
A duplex or townhouse	15%
A building with three or more units	34%
Other	5%
Total	100%

Figure 3: Respondent Rent or Own

Do you rent or own your home?	Percent of respondents
Rent	39%
Own	61%
Total	100%

Figure 4: Respondent Monthly Housing Costs

About how much is your monthly housing cost for the place you live including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent of respondents
Less than \$999 per month	9%
\$1,000 to \$1,499 per month	16%
\$1,500 to \$1,999 per month	25%
\$2,000 to \$2,499 per month	23%
\$2,500 to \$2,999 per month	11%
\$3,000 to \$3,499 per month	7%
\$3,500 or more per month	9%
Total	100%

Figure 5: Respondent Housing Cost-to-Income Ratio

	Percent of respondents
Housing costs LESS than 30% of income	66%
Housing costs 30% or MORE of income	34%
Total	100%

Figure 6: Internet Access

Do you have access to the internet at home, work or school?	Percent of respondents
No	4%
Yes	96%
Total	100%

Figure 7: How Internet is Accessed

How?	Percent of respondents
Desktop computer	56%
Laptop computer	82%
Mobile device/tablet	65%
Mobile device/smart phone	84%

Total may exceed 100% as respondents could select more than one answer. Asked only of respondents who said they have access to the internet.

Figure 8: Respondent Ethnicity

Are you Spanish/Hispanic/Latino?	Percent of respondents
No	86%
Yes	14%
Total	100%

Figure 9: Respondent Race

What is your race?	Percent of respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	22%
Black or African American	9%
White/Caucasian	66%
Other	7%

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

Figure 10: Do you speak a language other than English at home?

Do you speak a language other than English at home?	Percent of respondents
No, English only	60%
Yes	40%
Total	100%

Figure 11: Which language?

Which language?	Percent of respondents
Persian/Farsi	6%
Spanish	28%
Chinese	27%
Korean	7%
Vietnamese	5%
Russian	4%
Other	24%
Total	100%

Asked only of respondents who said they speak a language other than English at home. Respondents had the opportunity to write-in an "other" language; these responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Figure 12: How well do you speak English?

How well do you speak English?	Percent of respondents
Very well	59%
Well	30%
Not well	8%
Not at all	3%
Total	100%

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

Figure 13: Respondent Gender

What is your gender?	Percent of respondents
Male	47%
Female	53%
Total	100%

Figure 14: Respondent Age

In which category is your age?	Percent of respondents
18-24 years	3%
25-34 years	25%
35-44 years	17%
45-54 years	21%
55-64 years	13%
65-74 years	12%
75 years or older	9%
Total	100%

Figure 15: Annual Household Income in 2015

What was your household's total annual income in 2015?	Percent of respondents
Less than \$25,000	8%
\$25,000 to \$49,999	13%
\$50,000 to \$99,999	27%
\$100,00 to \$149,999	22%
\$150,000 to \$199,999	14%
\$200,000 or more	15%
Total	100%

Figure 16: Geographic Area of Residence

Which best describes where you live?	Percent of respondents
Middle, North of MD 28	18%
King Farm/Fallsgrove	22%
East, North of MD 28	7%
East, South of MD 28	16%
Middle, South of MD 28	27%
West of I-270	11%
Total	100%

Figure 17: Language of Survey

	Percent of respondents
English	96%
Spanish	2%
Russian	0%
Vietnamese	0%
Chinese	1%
Korean	0%
Total	100%

Survey Results

The Rockville Community Survey is comprehensive, covering many topics related to life in this community. The 2016 report of results is organized around the eight Mayor and Council Priority Initiatives. These are:

- ◆ Efficient and Effective City Service Delivery
- ◆ Good Governance
- ◆ Safe and Livable Neighborhoods
- ◆ Fiscal Responsibility
- ◆ Planning and Preservation
- ◆ Informed and Engaged Residents
- ◆ Economic Development
- ◆ Stewardship of Infrastructure

Efficient and Effective City Service Delivery

Through this Priority Initiative, the City of Rockville strives to provide exceptional, personalized service delivery to residents and businesses, characterized by efficient, well-documented processes that are administered equitably by a committed workforce of employees with a “can-do” attitude. The city leadership works to ensure the city government is moving in the right direction.

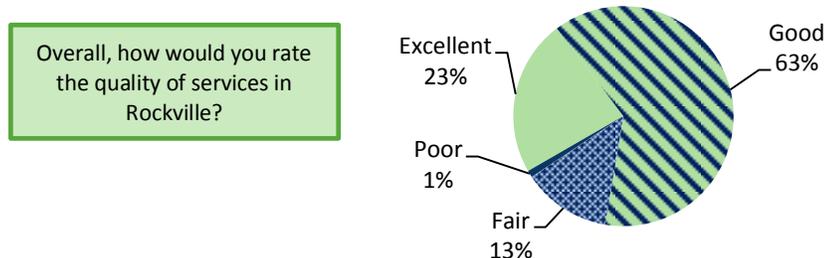
Assessing residents’ perspectives about the overall quality of services in Rockville as well as quality and importance of individual services and the quality of interactions with the city will aid the city in tracking the goals identified under this Mayor and Council Priority Initiative.

City Services

Residents were asked their opinion about the overall quality of services provided in Rockville. One-quarter of respondents felt the overall quality of city services was “excellent” and about two-thirds felt it was “good.” Thirteen percent said the overall quality of services was “fair” and only one percent said it was “poor.”

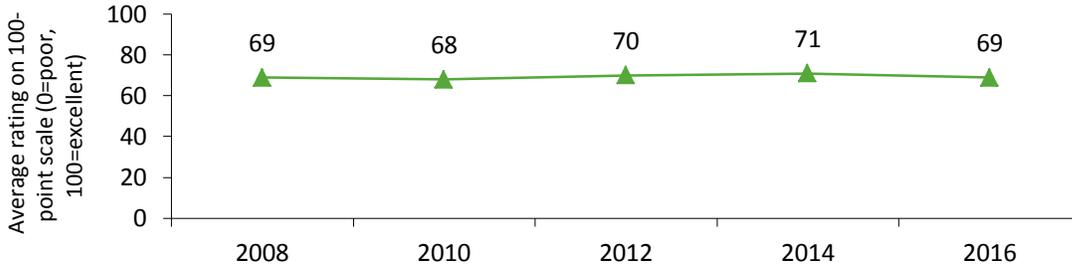
Many survey questions were available for comparison to the National Benchmark Database (for a complete list of cities and counties to which Rockville ratings were compared, see *Appendix F: Jurisdictions Included in Benchmark Comparisons*). These ratings were much higher than the average ratings given by residents in other jurisdictions across the country.

Figure 18: Overall Quality of City of Rockville Services



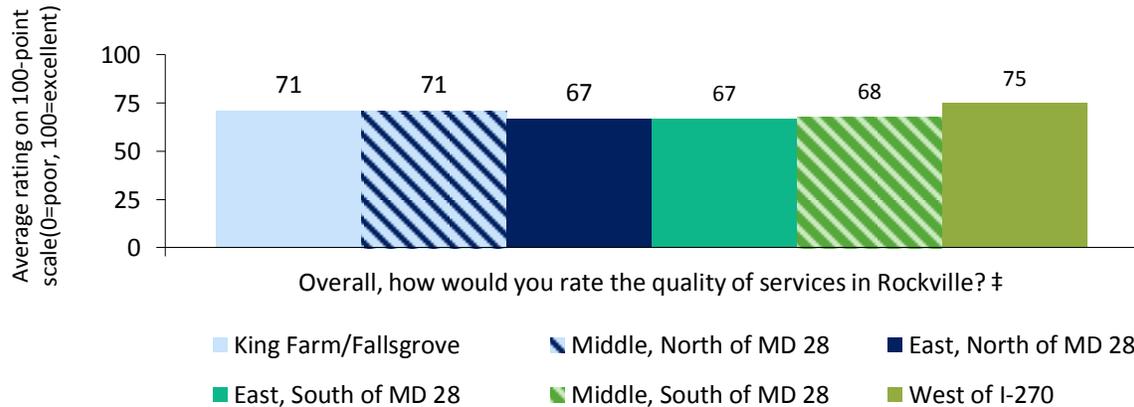
Survey responses to most questions were converted to a 100-point scale where 0 equals the most negative response (“strongly disagree,” “poor,” etc.) and 100 equals the most positive response (“strongly agree,” “excellent,” etc.) for ease of comparison to previous survey years and to the national benchmarks. The overall quality of services received an average rating of 69, or just above “good,” which was similar to previous survey years.

Figure 19: Ratings of Overall Quality of Services Compared by Year



As in previous survey years, survey responses were compared by geographic areas within the city but in 2016, the areas changed from three areas to six areas (please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown). Respondents living west of I-270 tended to give higher ratings to the overall quality of city services than did those living in other areas in Rockville.

Figure 20: Ratings of Overall Quality of Services Compared by Geographic Area



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

The survey asked respondents to evaluate the quality of 33 different city services, and 25 of these were included under the Efficient and Effective Service Delivery Mayor and Council Priority Initiative (see the table on the following page). Most services received “excellent” or “good” marks from at least 6 in 10 respondents. Top rated services included recycling collection, recreation facilities and refuse collection with about 9 in 10 residents awarding positive ratings. Services receiving lower marks included adequacy of street lighting in their neighborhood (65% “excellent” or “good”), street repairs and maintenance (63%) and the building permit process (57%).

Over 20% of respondents selected “don’t know” when rating the quality of a variety of services. These services are marked on the table on the following page with a single dagger (†). Responses shown in the body of the report represent those who had an opinion about a particular question. A full set of responses, including “don’t know” can be found in *Appendix A: Complete Set of Survey Responses.*)

Twenty-five of the 33 services were comparable to the national benchmark. Ratings for 22 of the 25 services were much higher or higher than those given by residents in other communities across the nation. The remaining three services received ratings that were similar to the national benchmark; these include City of Rockville utility billing, Overall City of Rockville police services and the City of Rockville’s website.

Figure 21: City Services

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Recycling collection *	44%	46%	8%	2%	100%	Much higher
Recreation facilities * †	33%	55%	12%	1%	100%	Much higher
Refuse collection *	45%	43%	9%	2%	100%	Much higher
Appearance of city parks *	32%	55%	13%	1%	100%	Much higher
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.) * †	34%	52%	13%	1%	100%	Much higher
Yard waste collection * †	40%	45%	13%	2%	100%	NA
Recreation programs * †	32%	53%	14%	1%	100%	Much higher
Athletic fields (such as baseball/softball, soccer or football) * †	32%	53%	13%	2%	100%	Much higher
Playgrounds (play equipment) * †	33%	52%	13%	2%	100%	NA
City-sponsored special events * †	30%	55%	14%	2%	100%	Much higher
Range of activities available in parks and recreation facilities * †	27%	55%	16%	2%	100%	Much higher
Leaf pick-up * †	33%	48%	15%	3%	100%	Much higher
Water and sewer services	27%	54%	17%	2%	100%	Much higher
Overall City of Rockville police services *	27%	54%	15%	4%	100%	Similar
Senior citizen programs and services * †	34%	47%	17%	2%	100%	Much higher
Crime prevention efforts * †	20%	57%	19%	4%	100%	Much higher
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) * †	23%	54%	19%	4%	100%	Much higher
Environmental protection and sustainability initiatives †	21%	53%	23%	3%	100%	NA
Sidewalk maintenance	19%	53%	22%	5%	100%	Much higher
The City of Rockville's website (www.rockvillemd.gov) †	14%	58%	25%	3%	100%	Similar
Street tree maintenance *	20%	51%	21%	8%	100%	NA
Enforcement of traffic laws by Rockville City Police Department * †	19%	52%	23%	6%	100%	Much higher
Commercial property maintenance code enforcement * †	18%	52%	22%	8%	100%	NA
Snow and ice removal *	22%	47%	24%	8%	100%	Higher
Street sweeping * †	20%	49%	24%	7%	100%	Much higher
Street light maintenance	20%	49%	22%	9%	100%	NA
City of Rockville utility billing * †	18%	50%	26%	7%	100%	Similar
Rockville 11 (cable channel 11) programming †	15%	52%	27%	6%	100%	Higher
Residential property maintenance code enforcement * †	17%	49%	26%	8%	100%	NA
Providing planning and zoning information * †	18%	48%	24%	10%	100%	NA
Adequacy of street lighting in your neighborhood	17%	48%	22%	12%	100%	Higher
Street repairs and maintenance	16%	47%	29%	8%	100%	Much higher
Building permit process * †	14%	43%	32%	11%	100%	Higher

All City services are included in the above table. Services with an * are among the 25 that were designated as services under the Efficient and Effective City Service Delivery of the Mayor and Council Priority Initiatives. †Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

Service ratings were converted to the 100-point scale for ease of interpretation and comparison by year. Average ratings for these 33 services ranged from 53 points to 77 points. Fifteen services were rated above “good” and 18 were between “good” and “fair.”

When comparisons were available, average ratings for nearly all services remained stable from 2014 to 2016 (the rating for snow and ice removal declined from an average rating of 67 in 2014 to 61 in 2016).

Figure 22: City Service Ratings Compared by Year

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Recycling collection	77	80	77	76	74	71	70	71	74
Refuse collection	77	80	79	76	75	75	74	74	75
Yard waste collection	74	76	75	NA	NA	NA	NA	NA	NA
Recreation facilities	73	73	72	69	70	69	70	72	NA
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	73	72	73	69	71	68	68	70	68
Recreation programs	72	72	72	68	71	70	70	73	73
Athletic fields (such as baseball/softball, soccer or football)	72	71	70	66	68	64	67	NA	NA
Playgrounds (play equipment)	72	72	73	69	69	63	67	NA	NA
Appearance of city parks	72	72	73	70	70	NA	NA	NA	71
City-sponsored special events	71	73	70	73	74	70	71	75	77
Senior citizen programs and services	71	73	73	69	75	72	74	72	74
Leaf pick-up	70	71	70	68	64	66	69	67	66
Range of activities available in parks and recreation facilities	69	69	68	66	67	63	66	70	NA
Water and sewer services	68	70	68	67	68	68	69	68	67
Overall City of Rockville police services	68	65	67	65	65	64	NA	NA	NA
Crime prevention efforts	65	64	62	61	59	57	NA	NA	NA
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65	63	61	NA	NA	NA	NA	NA	NA
Environmental protection and sustainability initiatives	64	65	63	61	64	NA	NA	NA	NA
Sidewalk maintenance	62	64	63	59	58	NA	NA	NA	NA
Snow and ice removal **	61	67	65	55	64	67	66	62	69
Street sweeping	61	63	63	57	59	57	57	58	59
Street tree maintenance	61	62	60	55	57	NA	NA	NA	NA
Enforcement of traffic laws by Rockville City Police Department	61	60	60	62	64	60	60	59	59
The City of Rockville's website (www.rockvillemd.gov)	61	63	62	60	64	62	64	NA	NA
Street light maintenance	60	64	62	NA	NA	NA	NA	NA	NA
City of Rockville utility billing	60	62	NA						

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Commercial property maintenance code enforcement	60	60	58	57	56	57	59	58	NA
Rockville 11 (cable channel 11) programming	59	56	58	58	58	57	57	56	NA
Providing planning and zoning information	58	62	57	56	NA	NA	NA	NA	NA
Residential property maintenance code enforcement	58	59	56	56	53	57	58	56	NA
Street repairs and maintenance	57	60	61	57	59	58	58	54	59
Adequacy of street lighting in your neighborhood	57	60	58	54	54	54	57	58	59
Building permit process	53	55	54	54	51	51	49	NA	NA

Prior to 2016, "recreation programs" was "recreational programs," "recreation facilities" was "recreation centers," and "range of activities available in parks and recreation facilities" included "recreation centers and facilities." Prior to 2014, "Residential property maintenance and "Commercial property maintenance" had "(conducted by the Community Enhancement and Code Enforcement Division)" included in each and "Playgrounds (play equipment)" was "Playgrounds (tot lots)." Prior to 2012, "Adequacy of street lighting in your neighborhood" and "Street light maintenance" were combined into a single question: "Street lighting." For 2012, 2014 and 2016, ratings of the "Adequacy of street lighting in your neighborhood" were compared to "Street lighting."

*** Denotes a significant difference between 2014 and 2016 responses.*

Several differences were observed for ratings of various city services among the six geographic subareas of the city. Generally, respondents living west of I-270 were more likely to give favorable ratings to individual city services than were those living in the other five areas of the city.

Figure 23: City Service Ratings Compared by Geographic Area

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Recycling collection ‡	75	73	80	82	77	84
Refuse collection ‡	74	74	81	82	77	83
Yard waste collection ‡	70	74	76	77	73	82
Recreation facilities ‡	73	75	80	73	69	80
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	70	75	69	73	72	78
Recreation programs	71	73	77	73	69	76
Athletic fields (such as baseball/softball, soccer or football) ‡	73	73	78	71	67	79
Playgrounds (play equipment)	72	73	74	70	71	75
Appearance of city parks	75	72	76	69	72	76
City-sponsored special events	70	71	72	71	69	74
Senior citizen programs and services	69	74	71	69	73	71
Leaf pick-up ‡	68	70	70	75	69	77
Range of activities available in parks and recreation facilities	70	68	71	70	68	75
Water and sewer services ‡	68	67	70	63	69	76
Overall City of Rockville police services	67	68	69	66	70	72
Crime prevention efforts	65	64	62	63	66	67
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67	67	67	61	67	61
Environmental protection and sustainability initiatives	65	64	68	65	64	62
Sidewalk maintenance ‡	63	65	59	55	64	66
Snow and ice removal ‡	59	65	58	57	59	73
Street sweeping ‡	64	65	54	51	62	66
Street tree maintenance ‡	65	63	51	51	64	66
Enforcement of traffic laws by Rockville City Police Department	63	61	62	58	63	64
The City of Rockville's website (www.rockvillemd.gov)	60	62	64	58	60	62
Street light maintenance ‡	64	62	54	53	63	62
City of Rockville utility billing ‡	61	55	62	56	60	67
Commercial property maintenance code enforcement	63	59	64	54	61	58
Rockville 11 (cable channel 11) programming	62	60	65	60	59	55
Providing planning and zoning information ‡	61	58	61	50	64	58

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Residential property maintenance code enforcement ‡	65	56	64	48	59	56
Street repairs and maintenance ‡	53	60	62	57	56	66
Adequacy of street lighting in your neighborhood ‡	63	59	49	49	58	59
Building permit process ‡	56	47	62	43	59	53

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

Key Driver Analysis

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

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

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

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

The 2016 City of Rockville Action Chart™ on the following page combines three dimensions of performance:

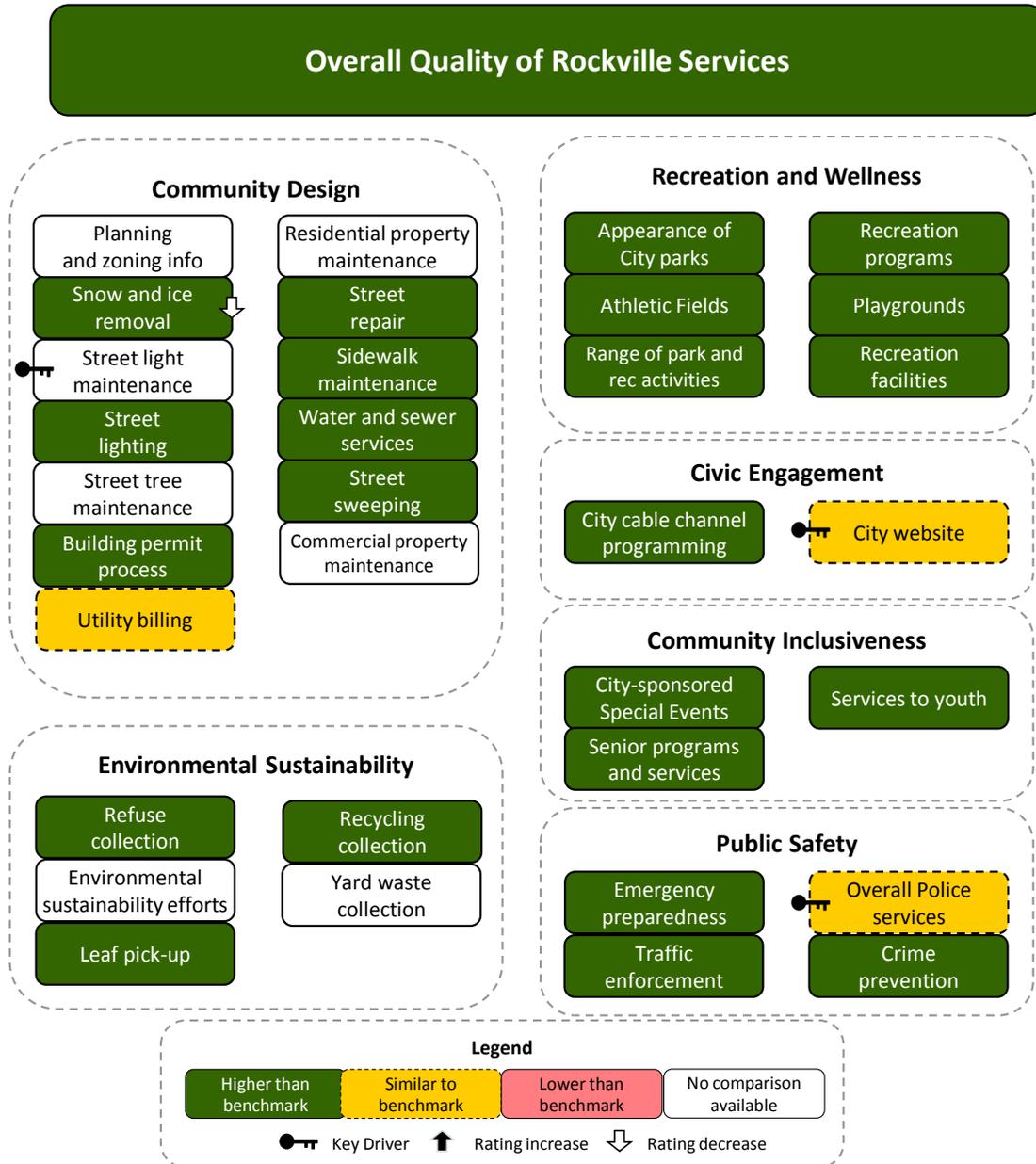
- ◆ Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey. If no arrow is present, service ratings were similar when compared to the previous survey year.
- ◆ Comparison to the national benchmark. When a comparison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

Twenty-four services were included in the KDA for the City of Rockville. Three of the services included in the KDA were identified as key drivers for the city: overall City of Rockville police services, street light maintenance and the City of Rockville's website. The City of Rockville's website and overall City of Rockville police services were rated similar to the benchmarks while a benchmark comparison was not available for street light maintenance. Ratings of each key driver remained stable from 2014 to 2016.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not higher than the benchmark. In Rockville, the City of Rockville’s website and overall City of Rockville police services were rated similar to the benchmarks and are areas the city may want to keep a watchful eye in order to maintain and improve the favorable ratings of the overall quality of city services.

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

Figure 24: 2016 City of Rockville Action Chart™

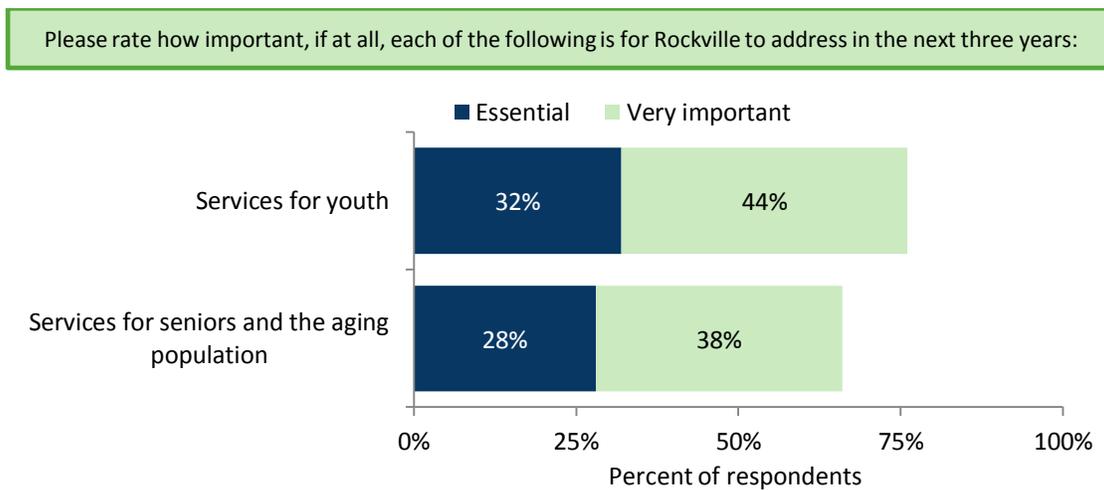


Resident Priorities Related to Service Delivery

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Three of these 15 potential priorities were included under the Efficient and Effective Service Delivery Mayor and Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

Two of the three priorities were services for youth and seniors. Services for youth were rated as “essential” or “very important” by about 76% of residents while services for seniors and the aging population were rated “essential” or “very important” by slightly fewer (66%) residents. Among the 15 potential priorities, these were the fourth and ninth most important priorities, respectively.

Figure 25: Importance of Youth and Senior Services



Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential” for ease of interpretation and comparison by year. Importance ratings for youth and senior services were similar in 2016 compared to 2014.

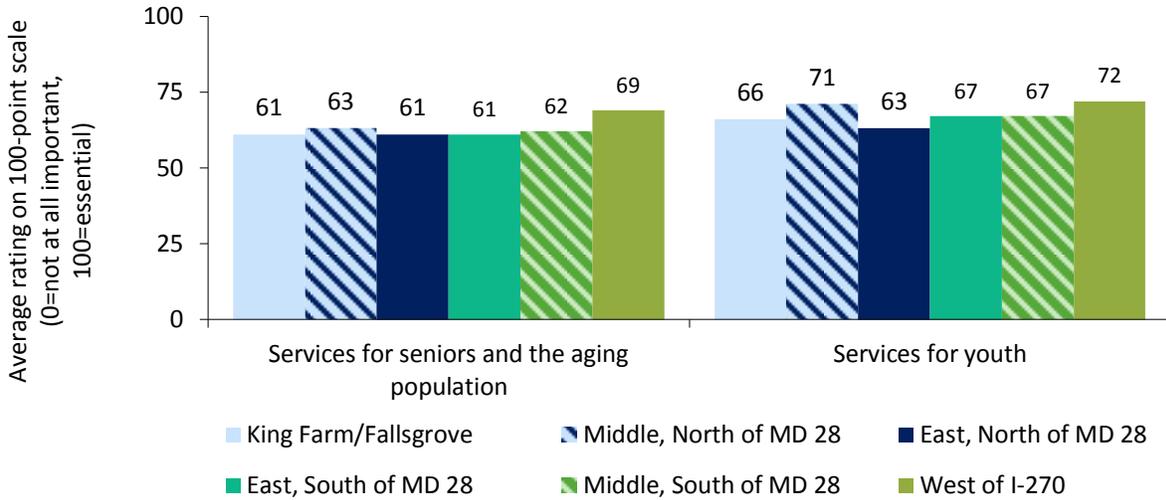
Figure 26: Importance of Youth and Senior Services Compared by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2016	2014
Services for youth	68	64
Services for seniors and the aging population	62	60

In 2014, the question used the timeframe of the next two years which was changed to three years in 2016. Items were reordered alphabetically in 2016.

Respondents living in each area of the city felt similarly about the importance of Rockville addressing the quality of services for youth and services for seniors.

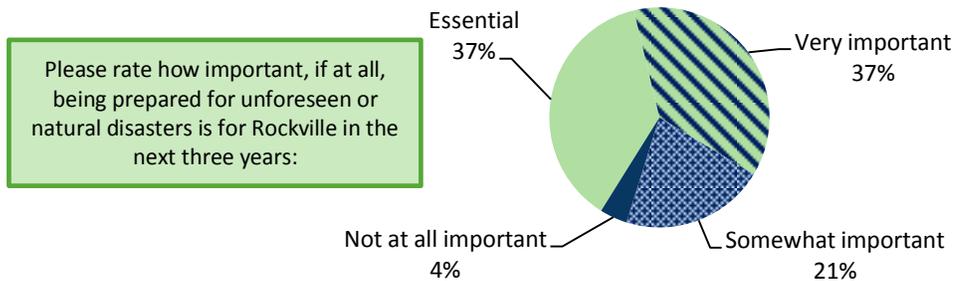
Figure 27: Importance of Youth and Senior Services Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

The third potential priority included under the Efficient and Effective Service Delivery Mayor and Council Priority Initiative was being prepared for unforeseen or natural disasters. About three-quarters of residents indicated this as “essential” or “very important” and only four percent reported it as “not at all important.” Among the 15 potential priorities, this was the seventh most important priority.

Figure 28: Importance of Emergency Preparedness



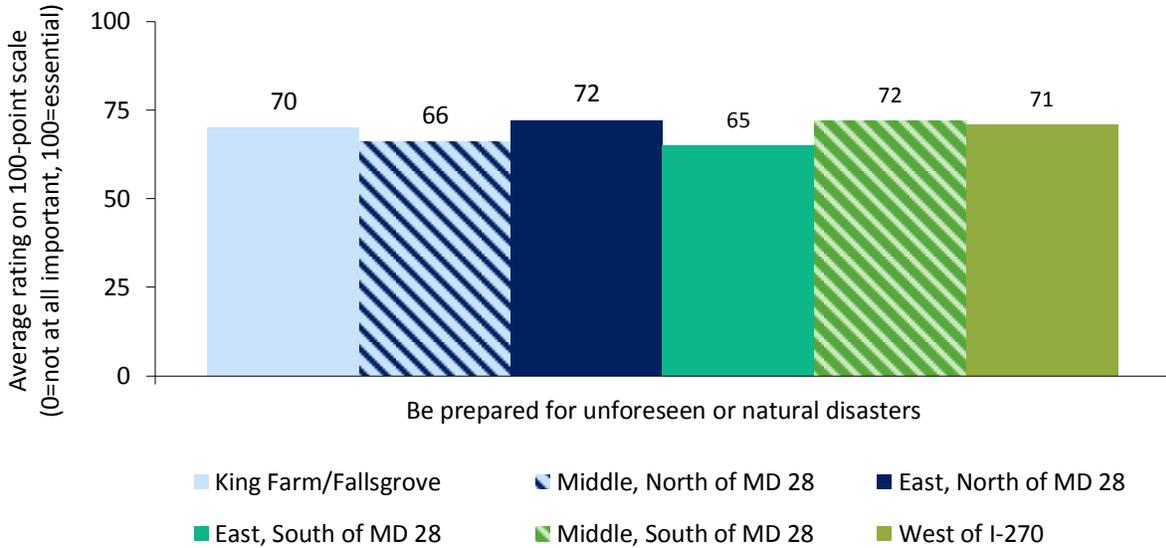
Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential” for ease of interpretation and comparison by year. The importance rating in 2016 for being prepared for unforeseen or natural disasters was similar when compared to 2014.

Figure 29: Importance of Emergency Preparedness Compared by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2016	2014
Be prepared for unforeseen or natural disasters	69	69

No differences were observed for ratings of the importance of being prepared for unforeseen or natural disasters when compared by respondents living in different geographic areas in Rockville.

Figure 30: Importance of Emergency Preparedness Compared by Geographic Area



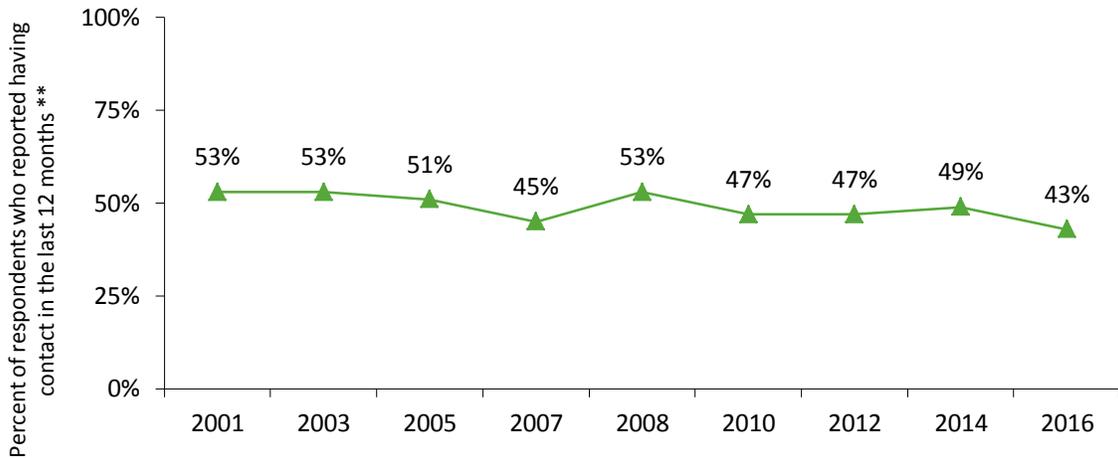
There were no significant differences between responses given by residents living in different areas of the city.

Contact with City

About 43% of respondents reported having had contact with the City of Rockville in the 12 months prior to the survey, which was lower when compared to 2014 (49%). The rate of contact with the City of Rockville was lower when compared to what was reported in other communities across the nation.

Figure 31: Contact with City Compared by Year

Have you had phone, in-person or email contact with the City of Rockville during the past 12 months?



Prior to 2016, this question was worded "Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?"

*** Denotes a significant difference between 2014 and 2016 responses.*

Respondents who reported having contact with the City of Rockville in the last 12 months were asked to evaluate their interactions with the City of Rockville. Respondents lauded the level of courtesy, knowledge, responsiveness as well as overall customer service provided by the City of Rockville with 8 in 10 or more giving “excellent” or “good” ratings.

When compared to the national benchmarks, ratings for courtesy were higher while ratings for knowledge and responsiveness were similar. The ratings for overall customer service were much higher than ratings given in communities across the country.

Figure 32: Interactions with City

What was your impression of your interactions with the City of Rockville during the past 12 months?	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Courtesy	50%	39%	9%	2%	100%	Higher
Overall customer service	44%	41%	13%	2%	100%	Much higher
Knowledge	41%	44%	12%	3%	100%	Similar
Responsiveness	43%	37%	13%	7%	100%	Similar

Asked only of those who reported having contact with the City of Rockville in the 12 months prior to the survey.

Responses were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville received high scores with ratings between “good” and “excellent.” The level of courtesy received the highest rating (79), while responsiveness received somewhat lower ratings (72). Ratings of interactions with the City of Rockville in 2016 were similar to 2014.

Figure 33: Ratings of Interactions with City Compared by Year

What was your impression of your interactions with the City of Rockville during the past 12 months? (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Courtesy	79	77	76	75	72	73	76	75	74
Overall customer service	75	72	72	72	68	69	70	69	70
Knowledge	75	75	76	73	71	71	72	72	71
Responsiveness	72	73	75	71	66	69	70	69	70

Prior to 2016, this question was worded "What was your impression of City government employees in your most recent contact?"

Asked only of those who reported having contact with the City of Rockville in the 12 months prior to the survey. There were no significant differences between 2014 and 2016 responses.

Good Governance

Through this Priority Initiative, the Mayor and Council work well together with an engaged community to make decisions for the betterment of the city, working with Montgomery County, the State of Maryland and other governmental entities.

Understanding residents’ priorities for the city and assessing residents’ perspectives about the overall direction that the city government is taking and the overall performance of the Mayor and Council will aid the city in tracking the goals identified under this Mayor and Council Priority Initiative.

Overall Direction and Performance

Survey respondents were asked the extent to which they agreed or disagreed that they are pleased with the overall direction of the city government and the overall performance of the City of Rockville’s Mayor and Council. A majority (62%) agreed that they were pleased with overall direction of the city government and a similar proportion (60%) agreed they were pleased with the overall performance of the City of Rockville’s Mayor and Council. About 3 in 10 said that they neither agreed nor disagreed with both of these statements and two percent “strongly” disagreed.

When compared to the national benchmark, Rockville residents gave ratings for both statements that were much higher than ratings given in other communities.

Figure 34: Overall Direction and Overall Performance

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to benchmark
I am pleased with the overall direction that the city government is taking	12%	50%	29%	8%	2%	100%	Much higher
I am pleased with the overall performance of the City of Rockville's Mayor and Council	13%	47%	32%	7%	2%	100%	Much higher

Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2014, residents in 2016 gave similar evaluations to the overall direction of the city government and the overall performance of the Mayor and Council. Overall, ratings have remained stable since these questions were first asked.

Figure 35: Overall Direction and Overall Performance Compared by Year

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	2016	2014	2012	2010	2008	2007	2005	2003	2001
I am pleased with the overall direction that the City government is taking	66	66	66	65	66	64	66	65	65
I am pleased with the overall performance of the City of Rockville’s Mayor and Council	66	67	65	64	NA	NA	NA	NA	NA

No differences were observed for ratings of the overall direction of the city government and the overall performance of the Mayor and Council between respondents living in different geographic areas in Rockville.

Figure 36: Overall Direction and Overall Performance Compared by Geographic Area

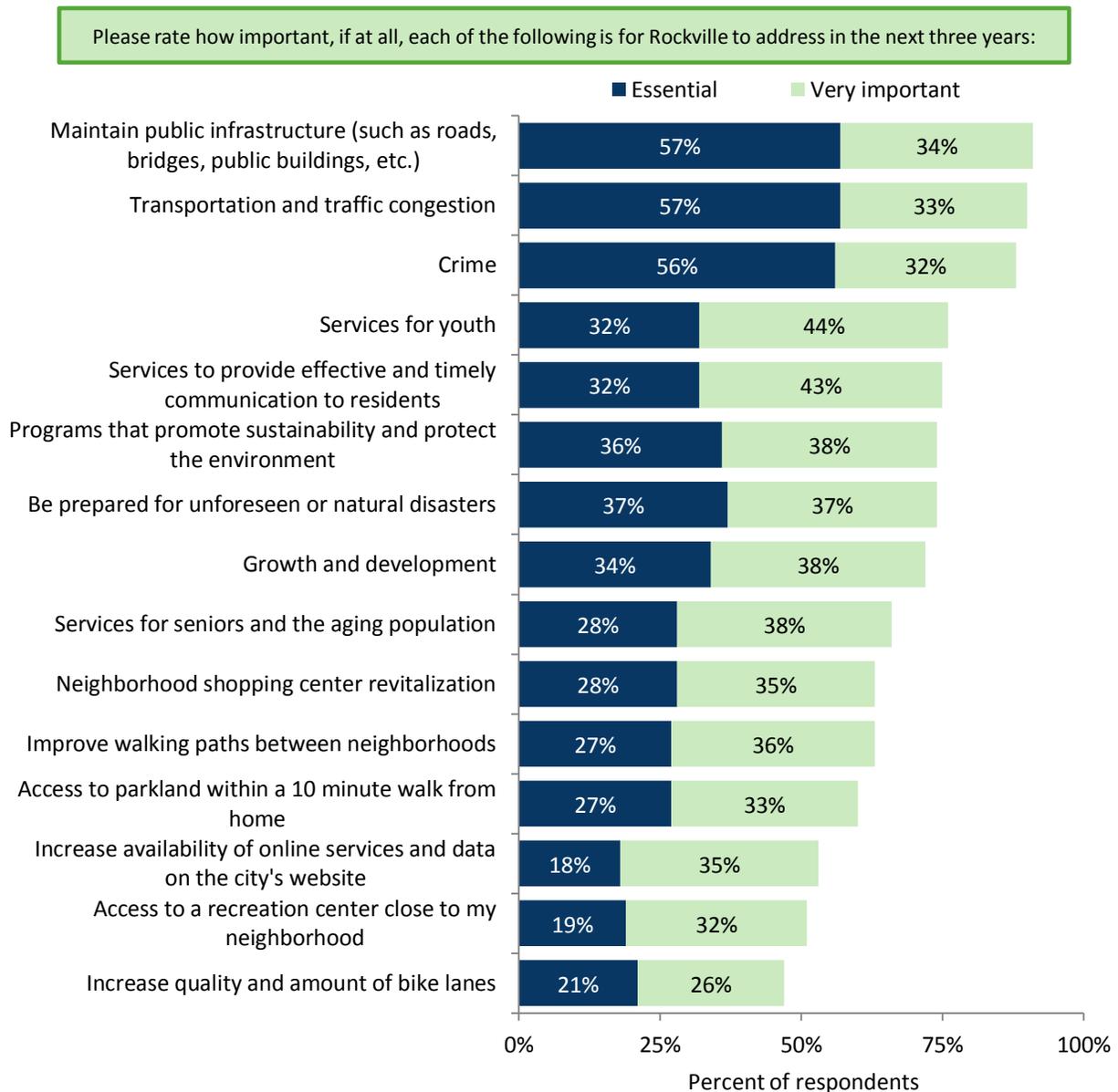
Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
I am pleased with the overall direction that the city government is taking	67	66	64	62	65	69
I am pleased with the overall performance of the City of Rockville's Mayor and Council	68	67	66	61	65	68

There were no significant differences between responses given by residents living in different areas of the city.

Resident Priorities Related to Good Governance

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Each of the 15 potential priorities have been included under other Mayor and Council Priority Initiatives but the question as a whole has been included here to aid in understanding residents’ relative importance of the varied potential priorities for the city in the next three years. Nearly all potential priorities (14 of 15) received “essential” or “very important” marks from at least 50% of respondents. Priorities deemed as most important were maintaining public infrastructure (91% “essential” or “very important”), addressing transportation and traffic congestion (90%) and addressing crime (88%). The priority deemed as least important was increasing the quality and amount of bike lanes with less than a majority indicating it as “essential” or “very important.”

Figure 37: Importance of Potential Priorities



Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential” for ease of interpretation and comparison by year. Importance ratings for each listed priority were similar in 2016 compared to 2014.

Figure 38: Importance of Potential Priorities Compared by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2016	2014
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	83	80
Transportation and traffic congestion	82	79
Crime	80	76
Be prepared for unforeseen or natural disasters	69	69
Programs that promote sustainability and protect the environment	68	NA
Services for youth	68	64
Services to provide effective and timely communication to residents	68	64
Growth and development	67	71
Neighborhood shopping center revitalization	62	NA
Services for seniors and the aging population	62	60
Improve walking paths between neighborhoods	60	NA
Access to parkland within a 10 minute walk from home	57	NA
Increase availability of online services and data on the city's website	53	52
Access to a recreation center close to my neighborhood	50	NA
Increase quality and amount of bike lanes	49	46

Prior to 2016, "increase availability of online services and data on the city's website" was "increase quality and availability of online services on the City's website" and "services to provide effective and timely communication to residents" was "to citizens." In 2014, the question used the timeframe of the next two years which was changed to three years in 2016. Items were reordered alphabetically in 2016.

Safe and Livable Neighborhoods

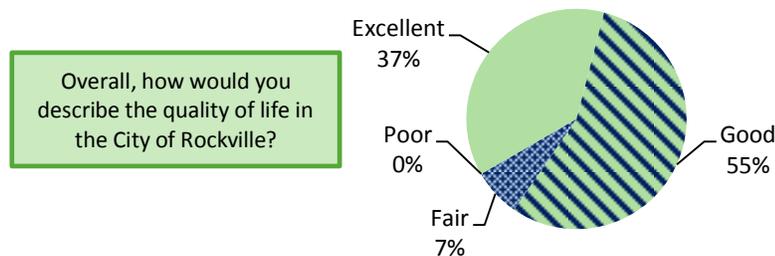
Through this Priority Initiative, the City of Rockville is a community of safe, diverse neighborhoods with well-kept homes and vital neighborhood centers. This is accomplished through the city’s commitment to public and pedestrian safety, diversity in housing, support for high-quality education and well-maintained infrastructure and by providing city services that address the needs of all constituencies.

Assessing residents’ perspectives about the aspects of quality of life, characteristics of the community and feelings of safety among others, will aid the city in tracking the goals identified under this Priority Initiative.

Quality of Life in Rockville

Rockville residents rated the overall quality of life in the city highly, with 92% saying that it was “excellent” or “good,” and 7% saying it was “fair.” No residents thought it was “poor.” The overall quality of life in the city received ratings that were much higher than the national benchmark.

Figure 39: Overall Quality of Life



Residents awarded similarly positive ratings to Rockville as a place to raise children (88% “excellent” or “good”) and to the overall quality of their neighborhood (88%). Fewer (59%) felt that Rockville was an “excellent” or “good” place to retire, and 15% felt it was a “poor” place to retire. Rockville as a place to raise children and the overall quality of neighborhoods received ratings that were much higher than the national benchmark. Much lower ratings were given to Rockville as a place to retire when compared to ratings given in other communities across the country.

Twenty-three percent of respondents selected “don’t know” when rating Rockville as a place to retire. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

Figure 40: Aspects of Quality of Life

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
How do you rate Rockville as a place to raise children?	44%	44%	11%	1%	100%	Much higher
How do you rate the overall quality of your neighborhood?	37%	51%	11%	2%	100%	Much higher
How do you rate Rockville as a place to retire? †	20%	39%	27%	15%	100%	Much lower

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

The overall quality of life in Rockville received an average rating of 77, representing a score between “good” and “excellent” on the 100-point scale. The city as a place to raise children was given a similar rating (77 points). The overall quality of their neighborhood (74) also was given favorable ratings by respondents. Fewer residents gave positive ratings to Rockville as a place to retire (54). Ratings of the various aspects of quality of life in 2016 were similar to those given in 2014.

Figure 41: Overall Quality of Life Compared by Year

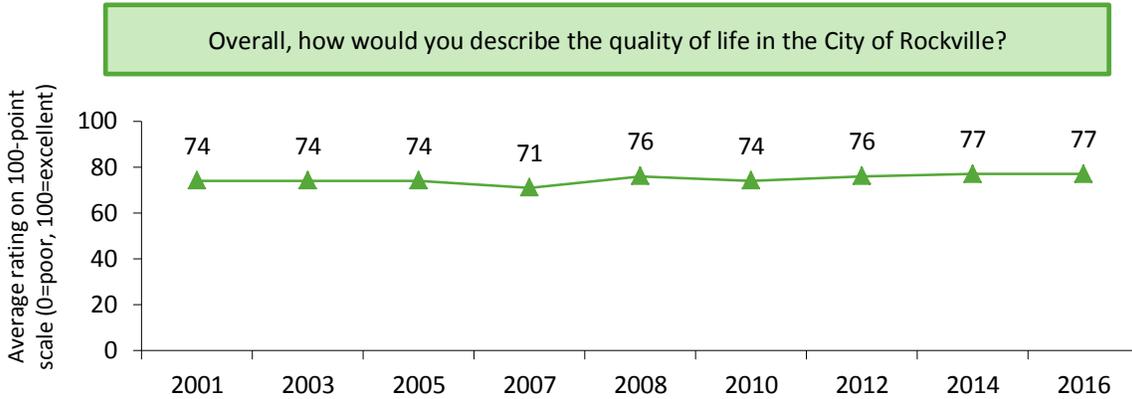


Figure 42: Aspects of Quality of Life Compared by Year

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
How do you rate Rockville as a place to raise children?	77	77	77	76	74	68	73	71	70
How do you rate the overall quality of your neighborhood?	74	74	74	71	71	70	74	73	70
How do you rate Rockville as a place to retire?	54	55	57	57	53	47	52	53	51

Respondents living in the east portion, south of MD 28 tended to give lower ratings to the overall quality of life in Rockville and to each aspect of quality of life in Rockville while respondents living west of I-270 tended to give higher ratings. (Please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown.)

Figure 43: Aspects of Quality of Life Compared by Geographic Area

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Overall, how would you describe the quality of life in Rockville? ‡	77	79	74	71	76	81
How do you rate Rockville as a place to raise children? ‡	81	80	74	68	77	83
How do you rate the overall quality of your neighborhood? ‡	81	77	60	61	74	85
How do you rate Rockville as a place to retire? ‡	55	58	54	45	54	58

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

Characteristics of the Community

Several questions gauged perspectives about various aspects of the community. Rockville residents were pleased with most characteristics of their community, with about 8 in 10 rating the community’s openness and acceptance, image or reputation, opportunities to attend cultural events and overall appearance as “excellent” or “good.” Three-quarters gave positive ratings to the sense of community in Rockville.

When compared to the nation, Rockville residents gave ratings that were much higher than the benchmarks for all characteristics of the community.

Figure 44: Community Characteristics

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Openness and acceptance of the community toward people of diverse backgrounds	37%	47%	14%	3%	100%	Much higher
Overall image or reputation of Rockville	26%	59%	15%	1%	100%	Much higher
Opportunities to attend cultural or arts events	31%	48%	19%	2%	100%	Much higher
Overall appearance of Rockville	25%	59%	16%	1%	100%	Much higher
Sense of community	19%	56%	22%	3%	100%	Much higher

Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents felt most positively about the openness and acceptance of the community toward people of diverse backgrounds (72 points or above “good”), followed by the overall image or reputation of Rockville (70). Sense of community received the lowest rating of 63 points, or just below “good.”

When compared to 2014, each rating for characteristics of the community remained similar in 2016.

Figure 45: Ratings of Community Characteristics Compared by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Openness and acceptance of the community toward people of diverse backgrounds	72	72	73	69	69	66	68	68	68
Overall image or reputation of Rockville	70	NA							
Opportunities to attend cultural or arts events	69	69	69	66	70	63	64	64	64
Overall appearance of Rockville	69	68	69	67	67	61	61	62	62
Sense of community	63	62	63	62	59	58	59	61	59

There were no significant differences between 2014 and 2016 responses.

Respondents living in the east portion, south of MD 28 tended to give lower ratings to the overall image or reputation of Rockville, overall appearance of Rockville and the sense of community compared to residents living in the five other areas of the city. (Please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown.)

Figure 46: Ratings of Community Characteristics Compared by Geographic Area

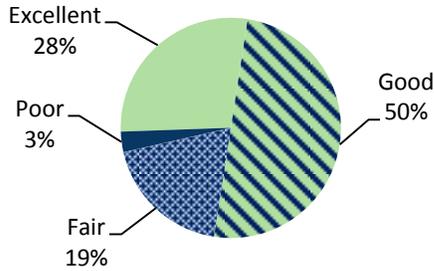
Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Openness and acceptance of the community toward people of diverse backgrounds	74	74	78	71	70	77
Overall image or reputation of Rockville ‡	71	72	71	64	69	73
Opportunities to attend cultural or arts events	68	69	71	69	68	74
Overall appearance of Rockville ‡	71	69	73	64	68	73
Sense of community ‡	64	68	65	59	63	65

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

Health and Wellness Opportunities

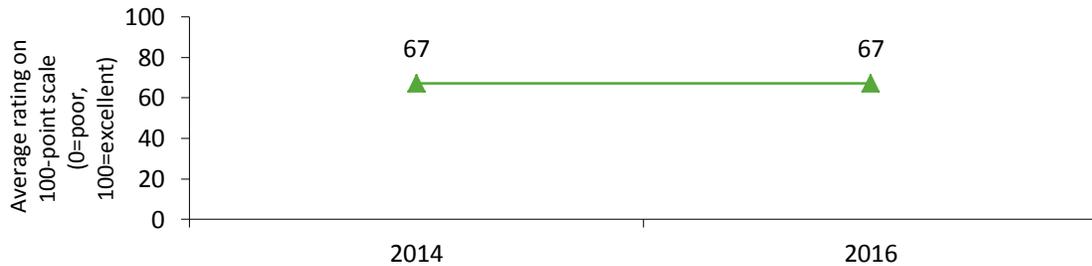
Among the list of 18 community characteristics included on the survey, residents were asked to rate the quality of health and wellness opportunities in Rockville. About three-quarters of residents indicated the quality was “excellent” or “good” with 19% reporting the quality as “fair” and 3% reporting “poor.” The quality of health and wellness opportunities received ratings that were much higher than the national benchmark.

Figure 47: Health and Wellness Opportunities in Rockville



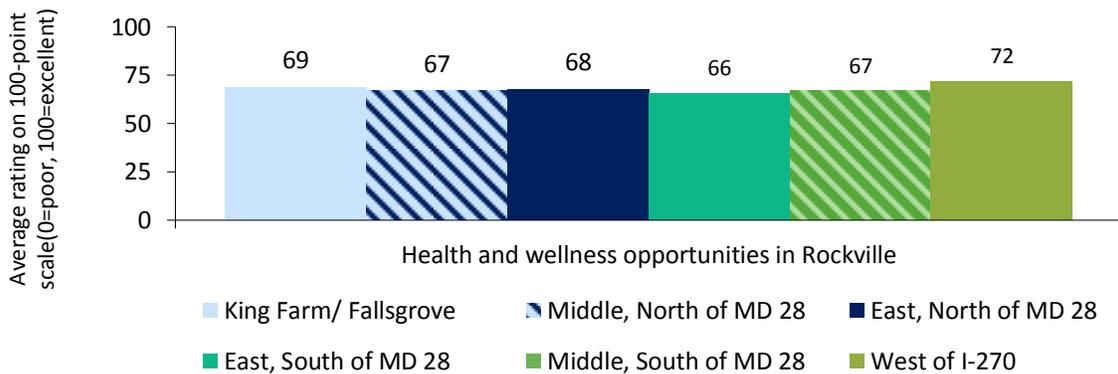
Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” As in 2014, health and wellness opportunities in Rockville received ratings of about “good” (67) on the 100-point scale in 2016.

Figure 48: Health and Wellness Opportunities in Rockville Compared by Year



Respondents living in each area of the city felt similarly about the quality of health and wellness opportunities available in Rockville.

Figure 49: Ratings of Health and Wellness Opportunities in Rockville Compared by Geographic Area



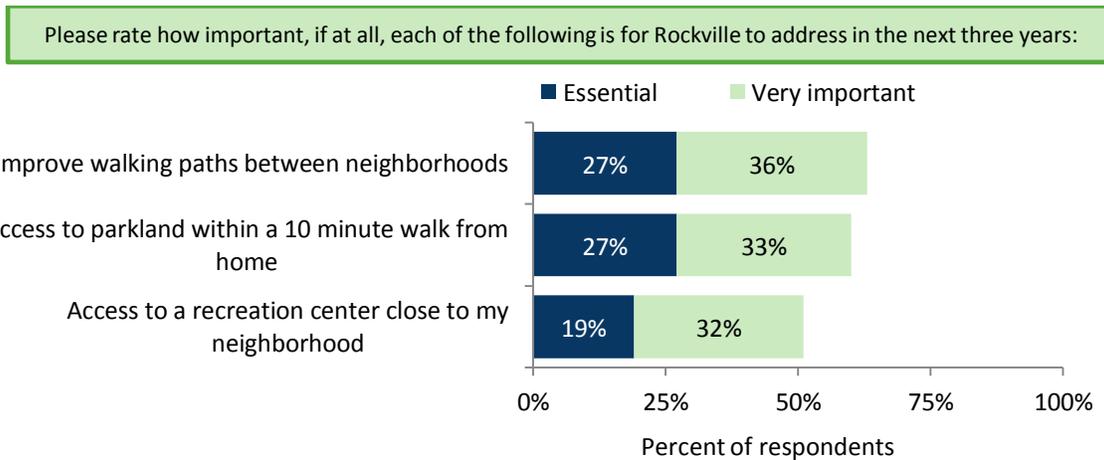
There were no significant differences between responses given by residents living in different areas of the city.

Resident Priorities Related to Safe and Livable Neighborhoods

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Four of these 15 potential priorities were included under the Safe and Livable Neighborhoods Mayor and Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

Three of the four priorities were related to recreation aspects of Safe and Livable Neighborhoods. Improving walking paths between neighborhoods was rated as “essential” or “very important” by about 63% of residents and access to parkland within a 10 minute walk from home was rated “essential” or “very important” by a similar proportion of residents (60%). About half of residents (51%) felt access to a recreation center close to their neighborhood was “essential” or “very important.” Among the 15 potential priorities, these were the eleventh, twelfth and fourteenth most important priorities, respectively.

Figure 50: Importance of Priorities Related to Recreation Aspects of Safe and Livable Neighborhoods



The priorities related to recreation aspects of Safe and Livable Neighborhoods were new to this question in 2016.

Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential.” Residents living west of I-270 tended to give lower importance ratings to having access to a recreation center close to their neighborhood and improving walking paths between neighborhoods compared to residents living in the five other areas of the city.

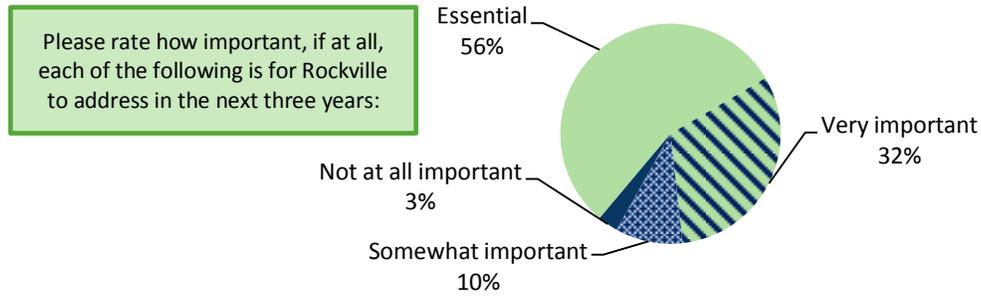
Figure 51: Priorities Related to Recreation Aspects of Safe and Livable Neighborhoods Compared by Geographic Area

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Access to a recreation center close to my neighborhood ‡	46	47	53	49	55	43
Access to parkland within a 10 minute walk from home	53	53	59	59	61	53
Improve walking paths between neighborhoods ‡	56	58	65	64	62	55

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

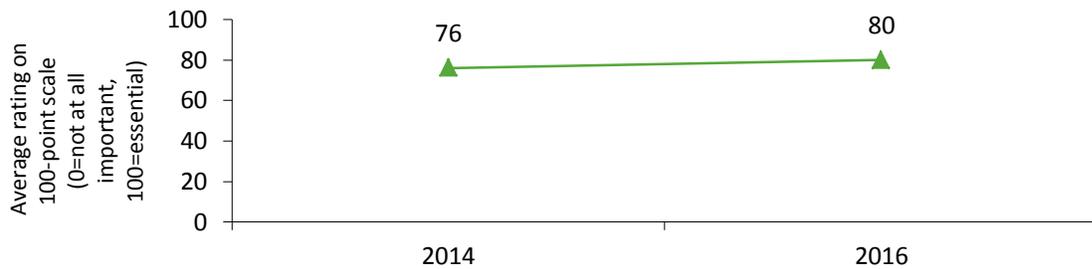
The fourth potential priority included under the Safe and Livable Neighborhoods Mayor and Council Priority Initiative was the importance of addressing crime. About 88% of residents indicated this as “essential” or “very important” and only three percent reported it as “not at all important.” Among the 15 potential priorities, this was the third most important priority following maintaining public infrastructure and transportation and traffic congestion.

Figure 52: Importance of Addressing Crime



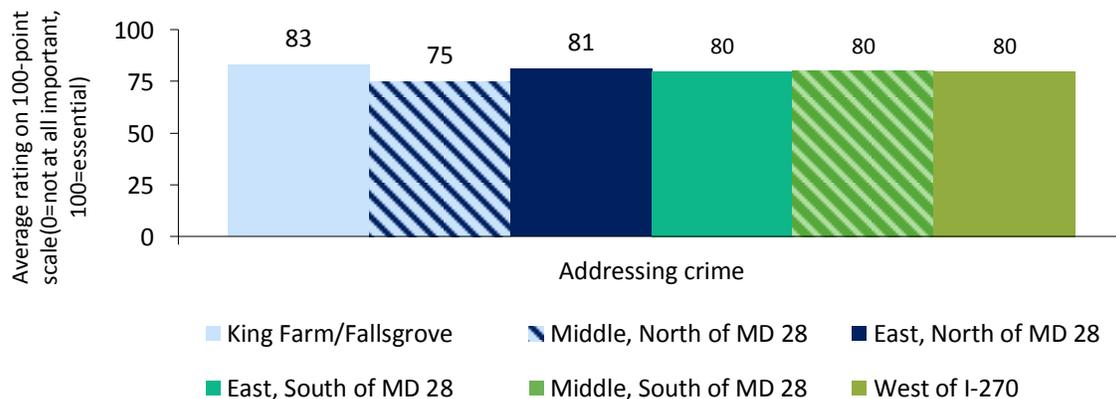
Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential.” When compared to 2014, importance ratings were similar in 2016.

Figure 53: Importance of Addressing Crime Compared by Year



Addressing crime received ratings between “essential” and “very important” (80) on the 100-point scale. Respondents living in each area of the city felt similarly about the importance of addressing crime in Rockville.

Figure 54: Ratings of Importance of Addressing Crime Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

Feelings of Safety

Rockville residents generally felt safe in their community during the day; about 9 in 10 felt “very” or “reasonably” safe in their neighborhood during the day and slightly fewer felt “very” or “reasonably” safe in business areas in Rockville during the day. About 7 in 10 felt at least “reasonably” safe crossing the street in Rockville. Residents felt least safe in the vicinity of Metrorail stations, with 14% percent feeling “somewhat” or “very” unsafe. When benchmark comparisons were available, ratings were much lower in Rockville than in comparison communities across the nation.

Figure 55: Safety in Rockville

How safe do you feel...	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison to benchmark
In your neighborhood during the day	53%	38%	7%	2%	0%	100%	Much lower
In business areas in Rockville during the day	42%	43%	11%	3%	1%	100%	Much lower
Crossing the street in Rockville	18%	53%	17%	9%	3%	100%	NA
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	15%	46%	26%	11%	3%	100%	NA

Safety ratings in Rockville were converted to the 100-point scale where 0 equals “very” unsafe and 100 equals “very” safe. Ratings of safety have remained stable in 2016 when compared to 2014.

Figure 56: Ratings of Safety in Rockville Compared by Year

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	2016	2014	2012	2010	2008	2007	2005	2003	2001
In your neighborhood during the day	85	87	84	83	84	83	87	89	89
In business areas in Rockville during the day	81	83	81	79	83	82	83	86	86
Crossing the street in Rockville	69	70	68	63	65	61	59	60	NA
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	65	NA							

Compared to residents living in other areas of the city, those living in the east portion, north of MD 28 tended to feel less safe in their neighborhood during the day while those living in the King Farm/Fallsgrove area and in the middle portion, south of MD 28 tended to feel safer in the vicinity of Metrorail stations. (Please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown.)

Figure 57: Ratings of Safety in Rockville Compared by Geographic Area

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Crossing the street in Rockville	69	70	66	65	71	72
In your neighborhood during the day‡	88	85	78	84	85	90
In business areas in Rockville during the day	82	80	78	80	83	77
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove) ‡	69	62	62	65	68	62

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

Affordability of Housing and Quality of Residential Development

Evaluations of the quality of new residential development were positive with about 7 in 10 residents giving an “excellent” or “good” rating. About 3 in 10 gave positive ratings to the availability of affordable housing.

Thirty-three percent of respondents selected “don’t know” when rating the quality of new residential development. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to ratings given by residents in other communities across the nation, Rockville residents gave much lower average ratings to the availability of affordable housing. A benchmark rating was not available for the quality of new residential development.

Figure 58: Affordable Housing and Quality of Residential Development

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Quality of new residential development †	19%	50%	26%	6%	100%	NA
Availability of affordable housing	6%	25%	42%	27%	100%	Much lower

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

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings between “good” and “fair” for the quality of new residential development and the availability of affordable housing (61 and 37 points on the 100-point scale, respectively).

When compared to 2014, average ratings for each of the two aspects of the community were similar in 2016.

Figure 59: Ratings of Affordable Housing and Quality of Residential Development Compared by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Quality of new residential development	61	62	61	60	59	57	59	56	56
Availability of affordable housing	37	39	37	36	37	33	35	39	NA

No differences were found among ratings for the availability of affordable housing and for the quality of new residential development by geographic area of residence.

Figure 60: Affordable Housing and Quality of Residential Development Compared by Geographic Area

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Quality of new residential development	63	56	58	58	63	60
Availability of affordable housing	36	36	36	34	40	38

There were no significant differences between responses given by residents living in different areas of the city.

Fiscal Responsibility

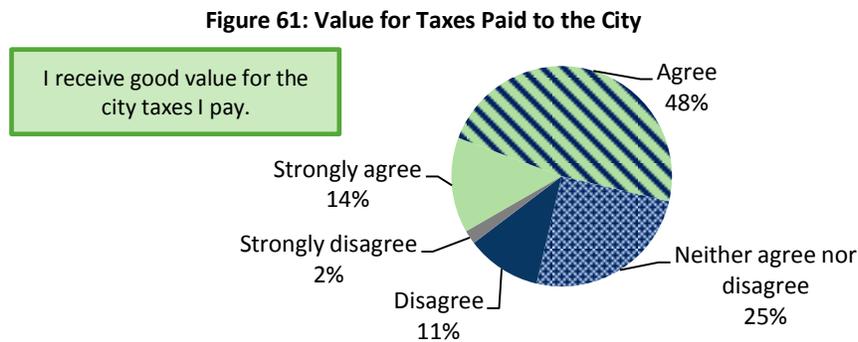
Through this Priority Initiative the City of Rockville has a track record of fiscal stability evidenced by exemplary bonding ratings, appropriate reserve planning and well-thought-out and researched capital and operating plans.

Assessing residents' perspectives about the value of services they receive for the city taxes they pay as well as residents' priorities for spending will aid the city in tracking the goals identified under this Priority Initiative.

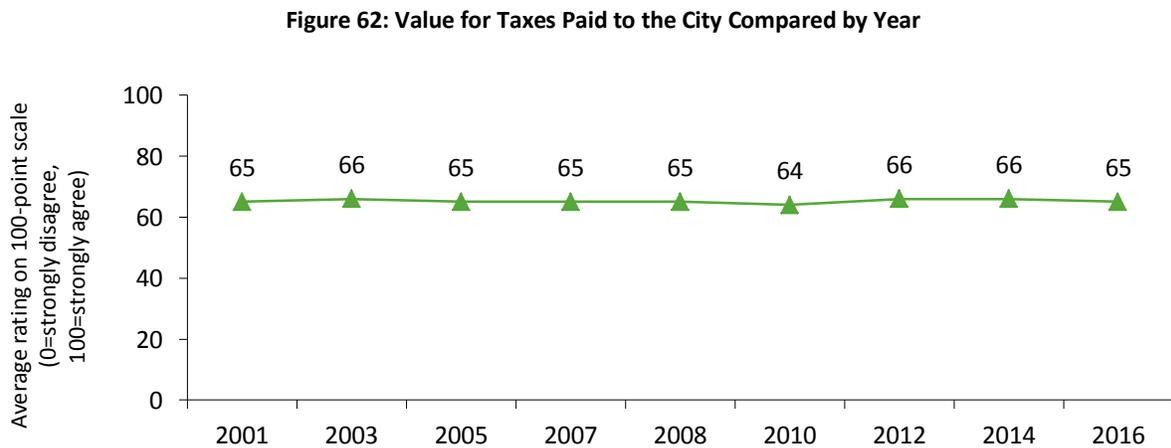
Value for Taxes Paid

Survey respondents were asked the extent to which they agreed or disagreed that they received good value for the city taxes they pay. A majority (62%) agreed that they received good value for the city taxes they paid. One-quarter said that they neither agreed nor disagreed with this statement and about 1 in 10 disagreed.

When compared to the national benchmark, Rockville residents gave ratings to the value they received for the taxes paid that were much higher than ratings given in other communities.

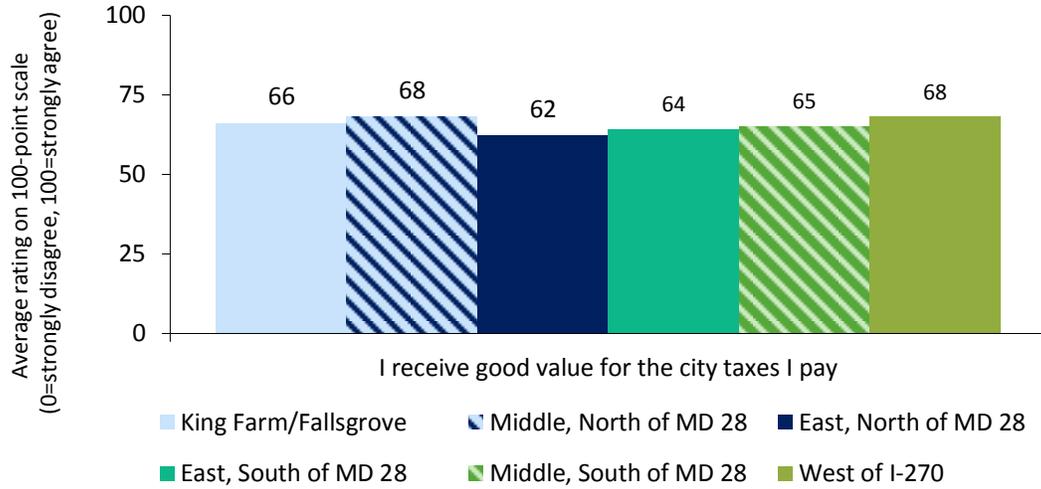


Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2014, residents in 2016 gave similar evaluations to the value they get for the city taxes they pay, 65 points on the 100-point scale or a rating of just under “good.” Overall, ratings have remained stable since this question was first asked in 2001.



No differences were observed for residents' evaluations of the value they get for the city taxes they pay between respondents living in different geographic areas in Rockville.

Figure 63: Ratings of Value for Taxes Paid to the City Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

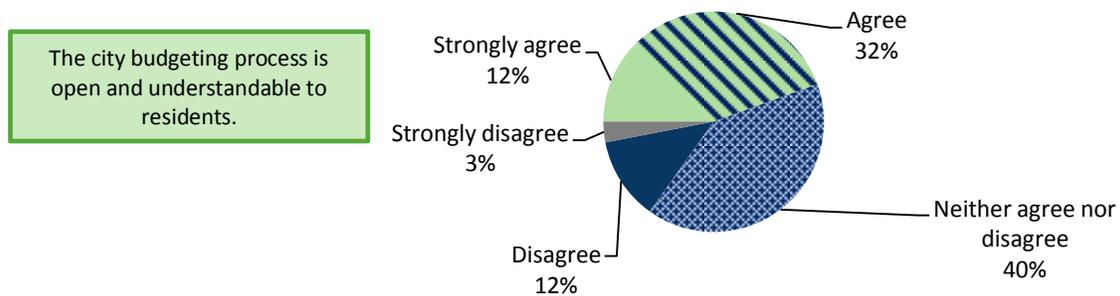
Budget Process

Survey respondents were asked the extent to which they agreed or disagreed that the city budgeting process is open and understandable to residents. About 44% of residents agreed that the city budgeting process is open and understandable to residents. About 4 in 10 said that they neither agreed nor disagreed with this statement and about 15% disagreed.

Forty percent of respondents selected “don’t know” when rating their agreement that the city budgeting process is open and understandable to residents. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

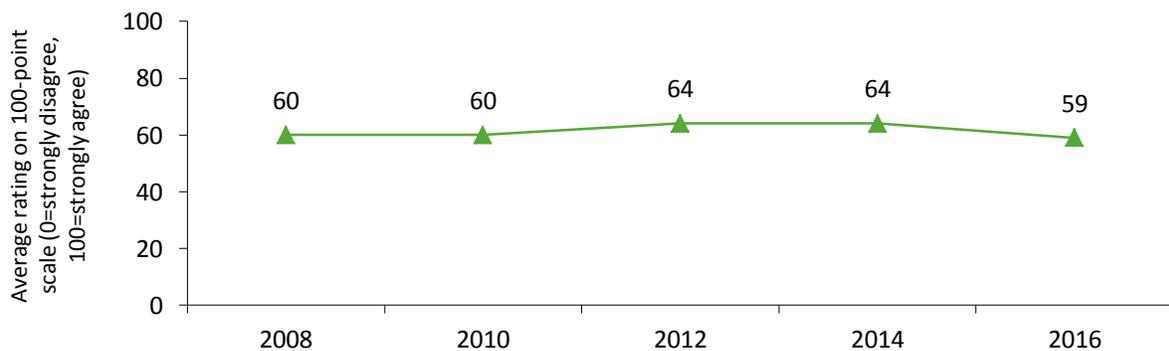
A national benchmark was not available for this question.

Figure 64: City Budget Process



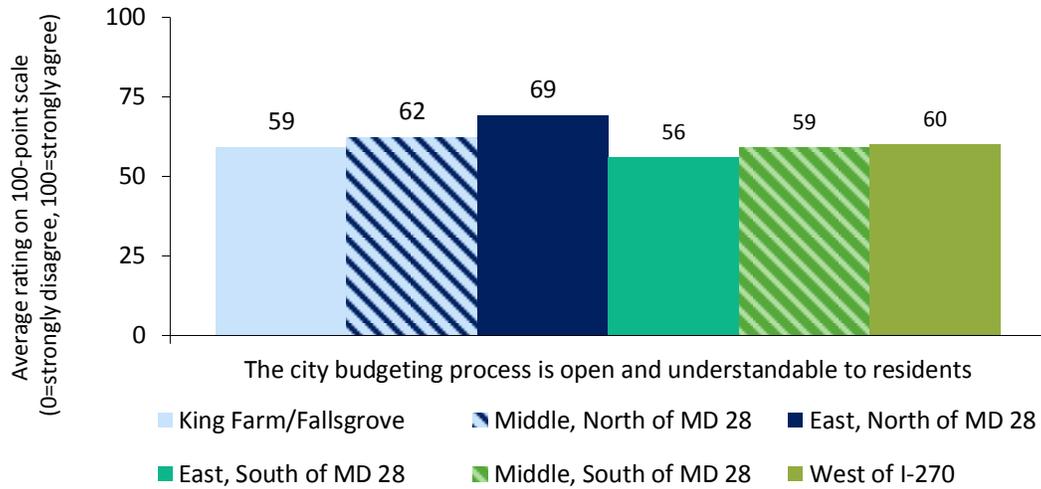
Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2014, residents in 2016 gave similar evaluations to the city budgeting process being open and understandable to residents, 59 points on the 100-point scale or a rating just below “good.” Overall, ratings have remained stable since this question was first asked in 2008.

Figure 65: Ratings of Budget Process Compared by Year



There were no differences observed for ratings of the city budgeting process being open and understandable to residents between respondents living in different geographic areas in Rockville.

Figure 66: Ratings of Budget Process Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

Planning and Preservation

Through this Priority Initiative, the city strives to protect the integrity of each neighborhood and ensure the quality of life for its residents. Rockville is a well planned community that has constantly reinvented itself and handled increasing density and growth associated with being part of a major metropolitan area. Rockville is known for quality transit-oriented development. The city’s “Rockville Pike” is noted as a best practice application of multi-model transportation planning and includes retail and housing opportunities for diverse populations.

Assessing residents’ perspectives about ease of travel, transportation needs, and growth will aid the city in tracking the goals identified under this Priority Initiative.

Ease of Travel

Evaluations of the ease of travel in Rockville by transit and by car were high, with three-quarters of respondents rating each as “excellent” or “good” (74% and 72%, respectively). Two-thirds said that the ease of travel by walking was “excellent” or “good,” and about 5 in 10 felt that the ease of getting around by bicycle and the ease of public parking in Rockville were at least “good.”

Thirty-one percent of respondents selected “don’t know” when rating the quality of ease of travel by bicycle. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much higher average ratings to the ease of travel by transit and by car. Similar ratings were given to the ease of travel by walking and by bicycle while lower ratings were given to the ease of public parking.

Figure 67: Ease of Travel

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Ease of travel in Rockville by transit	25%	49%	22%	4%	100%	Much higher
Ease of travel in Rockville by car	25%	47%	23%	5%	100%	Much higher
Ease of travel in Rockville by walking	23%	43%	26%	8%	100%	Similar
Ease of travel in Rockville by bicycle †	16%	36%	34%	14%	100%	Similar
Ease of public parking	13%	35%	37%	15%	100%	Lower

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

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings between “good” and “fair” to each mode of travel and to ease of public parking. When compared to 2014, average ratings for each of these aspects of the community were similar in 2016.

Figure 68: Ratings of Ease of Travel Compared by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Ease of travel in Rockville by transit	65	68	66	63	63	63	61	64	63
Ease of travel in Rockville by car	64	64	65	59	59	56	55	58	56
Ease of travel in Rockville by walking	60	60	60	55	55	50	51	52	52
Ease of travel in Rockville by bicycle	51	54	51	48	50	44	42	44	41
Ease of public parking	48	NA							

Those living in the King Farm/ Fallsgrove area tended to give lower ratings to the ease of travel by transit compared to residents living in other areas of the city. Those living in the middle portion, north of MD 28 and in the east portion, north of MD 28 tended to give lower ratings to the ease of public parking compared to residents living in the four other areas of Rockville. (Please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown.)

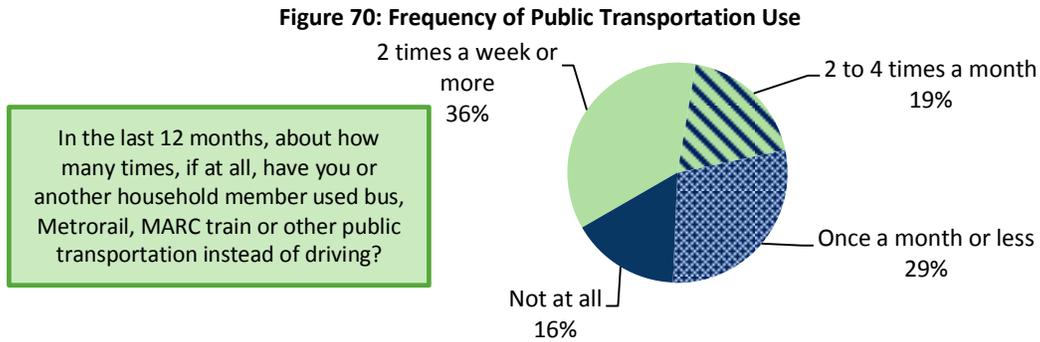
Figure 69: Ratings of Ease of Travel Compared by Geographic Area

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Ease of travel in Rockville by transit ‡	60	62	69	63	69	68
Ease of travel in Rockville by car	64	65	64	59	67	65
Ease of travel in Rockville by walking	59	62	65	56	61	63
Ease of travel in Rockville by bicycle	51	51	56	52	50	57
Ease of public parking ‡	50	42	41	49	53	48

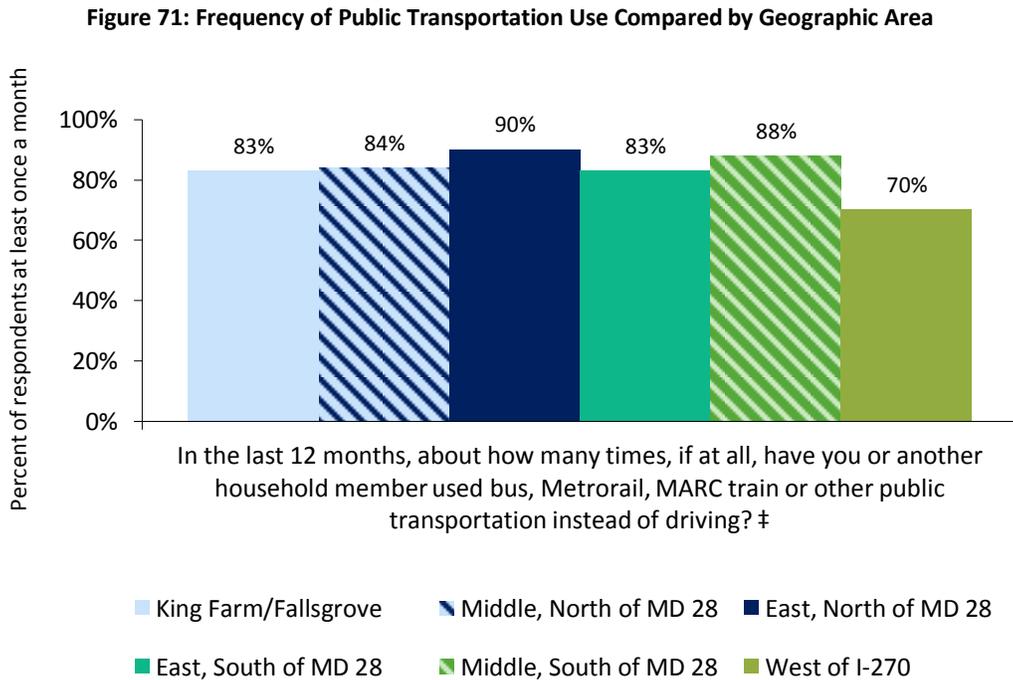
‡Denotes a significant difference between responses given by residents in living in different areas of the city.

A new question on the survey asked residents to indicate how frequently they used bus, Metrorail, MARC train or other public transportation instead of driving in the last 12 months. Nearly one-third indicated they had done so two times a week or more and an additional one-fifth had done so two to four times a month; only 16% indicated that they did not use public transportation instead of driving in the last 12 months.

The frequency of using public transportation instead of driving reported in Rockville was much higher than the national benchmark.



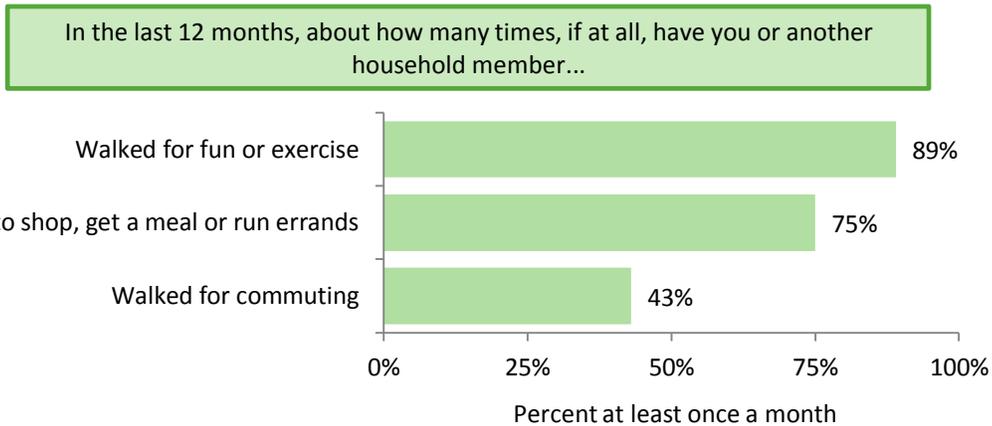
Residents living west of I-270 were less likely to use public transportation instead of driving compared to residents living in other areas of Rockville.



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

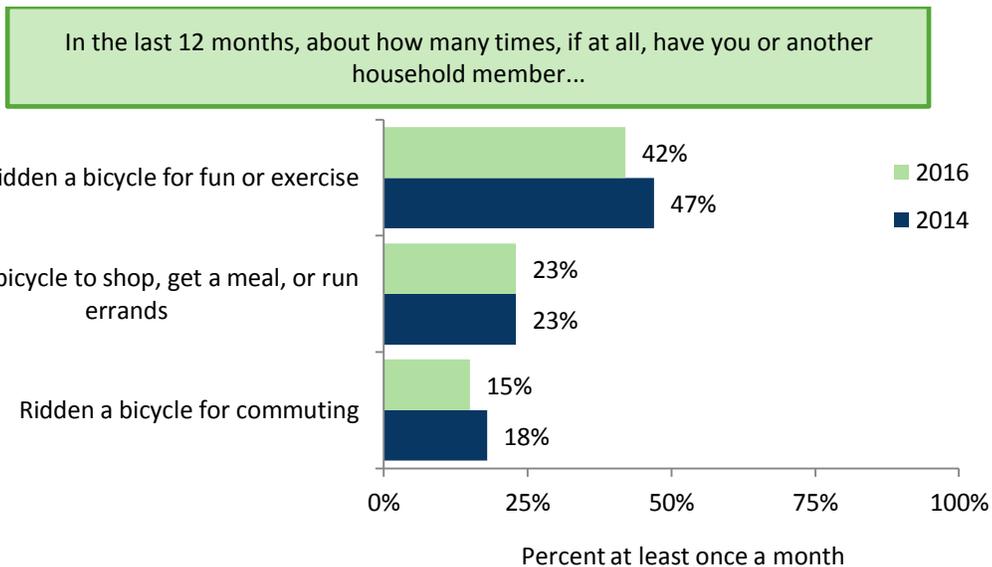
Residents were also asked another new question on the 2016 survey. When asked to indicate how frequently they walked in the last 12 months for three potential reasons, nearly 9 in 10 residents indicated they did so for fun or exercise at least once a month or less in the last 12 months. About three-quarters walked to shop, get a meal or run errands and about 4 in 10 walked for the purpose of commuting.

Figure 72: Walking Frequency



As in 2014, respondents were asked how frequently they have ridden a bicycle in the last 12 months for the same three potential reasons outlined for walking. About 4 in 10 indicated they had ridden a bicycle for fun or exercise at least once a month or less in the last 12 months. About one in five indicated they had ridden a bicycle to shop, get a meal or run errands (23%) and slightly fewer did so for commuting (15%). When compared to 2014, ratings remained stable in 2016.

Figure 73: Bicycle Use Frequency Compared by Year

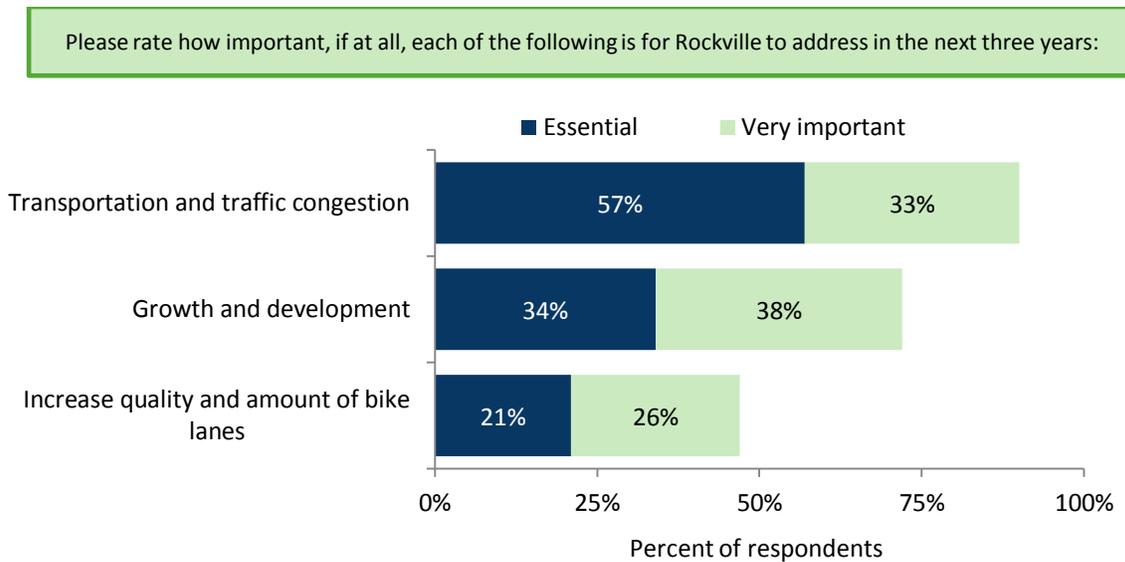


Resident Priorities Related to Planning and Preservation

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Three of these 15 potential priorities were included under the Planning and Preservation Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

Addressing transportation and traffic congestion was rated as “essential” or “very important” by 90% of residents followed by growth and development with 72% giving an “essential” or “very important” rating. About 47% of residents indicated that increasing the quality and amount of bike lanes was at least “very important.” Among the 15 potential priorities, addressing transportation and traffic congestion was the second most important priority, growth and development was the eighth and increasing the quality and amount of bike lanes was the lowest priority.

Figure 74: Importance of Priorities Related to Planning and Preservation



Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential” for ease of interpretation and comparison by year. Importance ratings for priorities related to Planning and Preservation were similar in 2016 compared to 2014.

Figure 75: Importance of Priorities Related to Planning and Preservation Compared by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2016	2014
Transportation and traffic congestion	82	79
Growth and development	67	71
Increase quality and amount of bike lanes	49	46

There were no differences observed for ratings of the importance of priorities related to Planning and Preservation between respondents living in different geographic areas in Rockville.

Figure 76: Ratings of Importance of Priorities Related to Planning and Preservation Compared by Geographic Area

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Transportation and traffic congestion	83	80	82	82	82	80
Growth and development	70	66	64	67	67	66
Increase quality and amount of bike lanes	47	45	51	51	54	47

There were no significant differences between responses given by residents living in different areas of the city.

Informed and Engaged Residents

Through this Priority Initiative, the city encourages residents to be engaged in the community and take an active interest in city government. The city ensures residents have access to information about city services and current issues, and reaches out to all populations through the innovative use of all media.

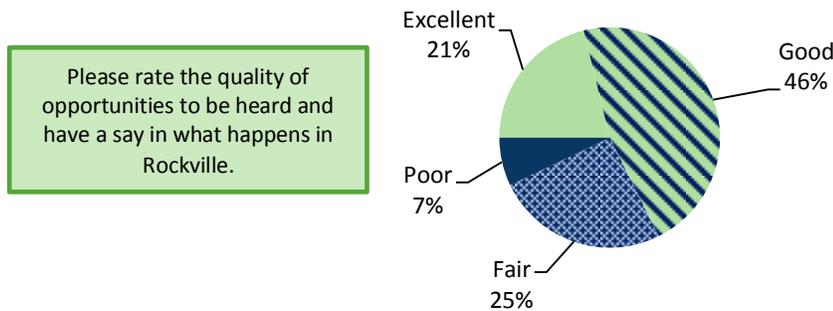
Assessing residents’ perspectives about communication with the city, community participation in parks and recreation facilities and programs, use of technology and preferences of information sources about city news will aid the city in tracking the goals under this Mayor and Council Priority Initiative.

Opportunities to be involved in Rockville

As in 2014, survey respondents were asked to rate the quality of opportunities to be heard and have a say in what happens in Rockville. About 7 in 10 gave “excellent” or “good” ratings to this question and only seven percent gave a “poor” rating.

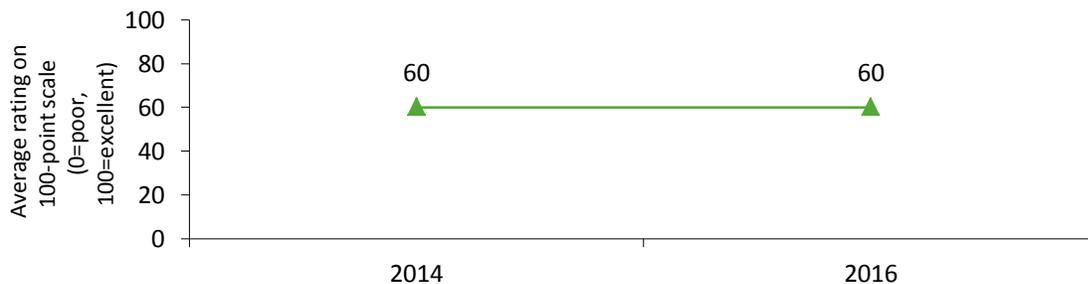
A benchmark comparison is not available for opportunities to be heard and have a say in what happens in Rockville.

Figure 77: Opportunities to be involved in Rockville



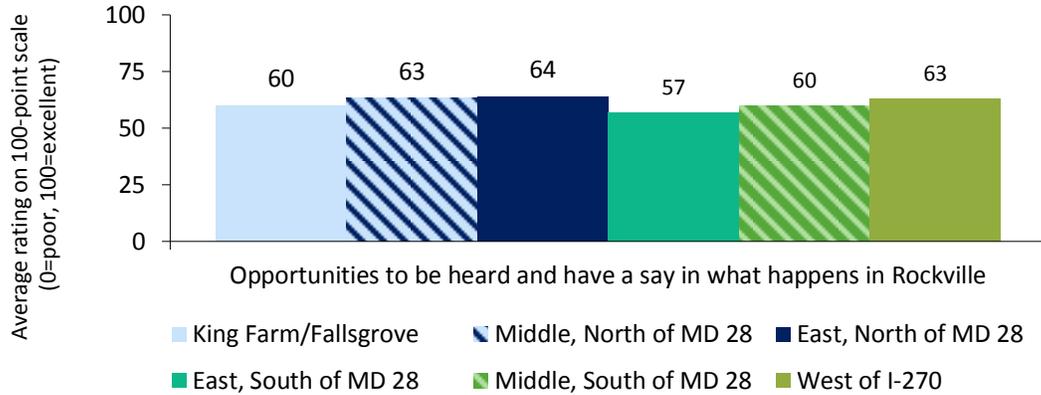
Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” As in 2014, opportunities to be heard and have a say in what happens in Rockville received ratings of just below “good” (60) on the 100-point scale in 2016.

Figure 78: Opportunities to be involved in Rockville Compared by Year



No differences were observed for quality ratings of opportunities to be heard and have a say in what happens in Rockville between respondents living in different geographic areas in Rockville.

Figure 79: Ratings of Opportunities to be involved in Rockville Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

As in previous years, those completing the survey were asked to evaluate the performance of the local government. Rockville residents gave mostly positive reviews to the various aspects of local government performance related to the Informed and Engaged Residents Mayor and Council Priority Initiative.

Seven in 10 respondents agreed that the city welcomes community involvement. About half (53%) agreed that the city listens to its residents. Two percent or fewer residents strongly disagreed with each of these statements.

Twenty-eight percent of respondents said “don’t know” when assessing their agreement with the statement, “the city listens to its residents.” Responses presented in the body of the report are for those who had an opinion (see *Appendix A: Complete Set of Survey Responses* for a full set of responses to each question).

When compared to the national benchmark, the city welcoming community involvement was much higher in Rockville while the city listening to its residents was rated similarly to the benchmark.

Figure 80: Government Performance Ratings Related to Informed and Engaged Residents

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to benchmark
The city welcomes community involvement	19%	53%	23%	4%	1%	100%	Much higher
The city listens to its residents †	13%	40%	38%	7%	2%	100%	Similar

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

Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2014, residents in 2016 gave similar evaluations to the city listening to its residents and welcoming community involvement.

Figure 81: Government Performance Ratings Related to Informed and Engaged Residents Compared by Year

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	2016	2014	2012	2010	2008	2007	2005	2003	2001
The city welcomes community involvement	71	71	70	68	70	69	70	70	72
The city listens to its residents	64	65	65	60	NA	NA	NA	NA	NA

Prior to 2016, "the city welcomes community involvement" was "the City welcomes citizen involvement."

No differences were observed between respondents living in different geographic areas in Rockville for evaluations of the city listening to its residents and welcoming community involvement.

Figure 82: Government Performance Ratings Related to Informed and Engaged Residents Compared by Geographic Area

Please rate to what extent you agree or disagree with each of the following statements. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
The city welcomes community involvement	73	72	72	71	70	74
The city listens to its residents	64	64	68	61	64	66

There were no significant differences between responses given by residents living in different areas of the city.

Community Participation

Respondents were asked how frequently they visited, used or participated in various parks and recreation facilities and programs in the 12 months prior to the survey. Most reported that they had visited or used a Rockville park at least once in the previous 12 months (91%) and 7 in 10 said they had attended a City-sponsored special event (70%). About 6 in 10 said they had visited or used a Rockville recreation facility and 4 in 10 had participated in a Rockville recreation program.

Rates of participation and use for three of the four parks and recreation offerings could be compared to the national benchmark. Rockville residents reported much higher usage of city parks and recreation facilities compared to other communities across the country, while Rockville residents participated less frequently in a city recreation program.

Figure 83: Community Participation

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	Comparison to benchmark
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	9%	23%	29%	14%	25%	100%	Much higher
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th, Car Show)	30%	38%	26%	4%	2%	100%	NA
Visited or used a Rockville recreation facility	36%	24%	21%	10%	10%	100%	Much higher
Participated in a Rockville recreation program	55%	21%	14%	4%	5%	100%	Lower

Rates of participation and use remained stable from 2014 to 2016.

Figure 84: Frequency of Participation Compared by Year

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things: (Percent of respondents who had used at least once in the last 12 months.)	2016	2014	2012	2010	2008	2007	2005	2003	2001
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	91%	86%	85%	81%	83%	83%	78%	80%	76%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th, Car Show)	70%	71%	69%	75%	74%	73%	67%	65%	71%
Visited or used a Rockville recreation facility	64%	61%	55%	56%	60%	62%	56%	58%	55%
Participated in a Rockville recreation program	45%	43%	40%	42%	46%	46%	39%	38%	41%

Prior to 2016, "visited or used" was "used" and a Rockville recreation facility was a Rockville recreation center. In 2016, "natural areas" was added to the parenthetical for a Rockville park.

City Cable Channel and Website

As in previous years, respondents were asked to evaluate the quality of Rockville 11 programming and the City of Rockville’s website and whether or not they had used the website. About 7 in 10 rated the City of Rockville’s website as “excellent” or “good,” and two-thirds gave such ratings to Rockville 11 programming.

Thirty percent of respondents selected “don’t know” when rating the quality of the City of Rockville’s website while 67% said “don’t know” to the quality of Rockville 11 programming (see *Appendix A: Complete Set of Survey Responses* for all responses including “don’t know”).

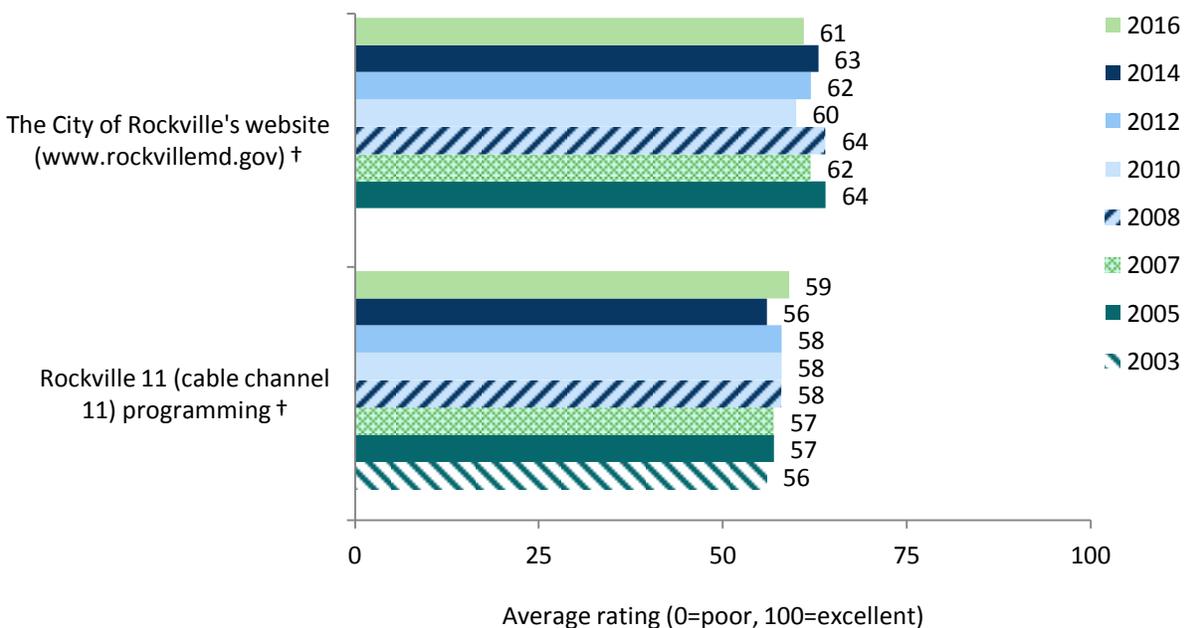
When compared to the benchmark, Rockville’s website received ratings similar those given by residents across the country and Rockville 11 programming received ratings that were higher.

Figure 85: Rockville 11 Programming and City Website

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
The City of Rockville's website (www.rockvillemd.gov)	14%	58%	25%	3%	100%	Similar
Rockville 11 (cable channel 11) programming	15%	52%	27%	6%	100%	Higher

Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Average ratings for the website received a slightly higher rating (61) than those given to the cable channel programming (59). Ratings in 2016 were similar to those given in 2014.

Figure 86: Ratings of Rockville 11 Programming and City Website Compared by Year



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

No differences were observed for quality ratings of Rockville 11 programming and the City of Rockville’s website between respondents living in different geographic areas in Rockville.

Figure 87: Ratings of Rockville 11 Programming and City Website Compared by Geographic Area

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Rockville 11 (cable channel 11) programming	62	60	65	60	59	55
The City of Rockville's website (www.rockvillemd.gov)	60	62	64	58	60	62

There were no significant differences between responses given by residents living in different areas of the city.

Respondents were asked whether or not they had used the City of Rockville’s website in the 12 months prior to the survey. About half (56%) of residents reported having visited the City of Rockville’s website in the prior 12 month period. Usage of the website in 2016 was similar compared to the usage reported in 2014.

Figure 88: Use of City Website Compared by Year

	2016	2014	2012	2010	2008	2007	2005	2003	2001
Have you used the City of Rockville’s website (www.rockvillemd.gov) in the last 12 months?	56%	54%	65%	66%	68%	60%	52%	46%	27%

Percent “yes.”

Prior to 2014, the responses were on a scale of never, less than once a month, 1 to 3 times a month, once a week. The percents reported prior to 2014 are the combination of less than once a month or more frequently.

Those who reported having visited the City of Rockville’s website in the last 12 months were asked to rate five different aspects of the website. When evaluating the website’s provision of up-to-date information, 85% of respondents indicated it was “excellent” or “good.” About three-quarters gave favorable ratings to the website’s appearance and to the quality of online services offered. Six in 10 rated the ease of navigation and the website search function positively.

Each of the five aspects of the City of Rockville’s website were available for comparison to the national benchmark. The website’s provision of up-to-date information received ratings much higher than the national benchmark while ratings for online services offered, the appearance and ease of navigation were similar. The website search function was rated lower in Rockville.

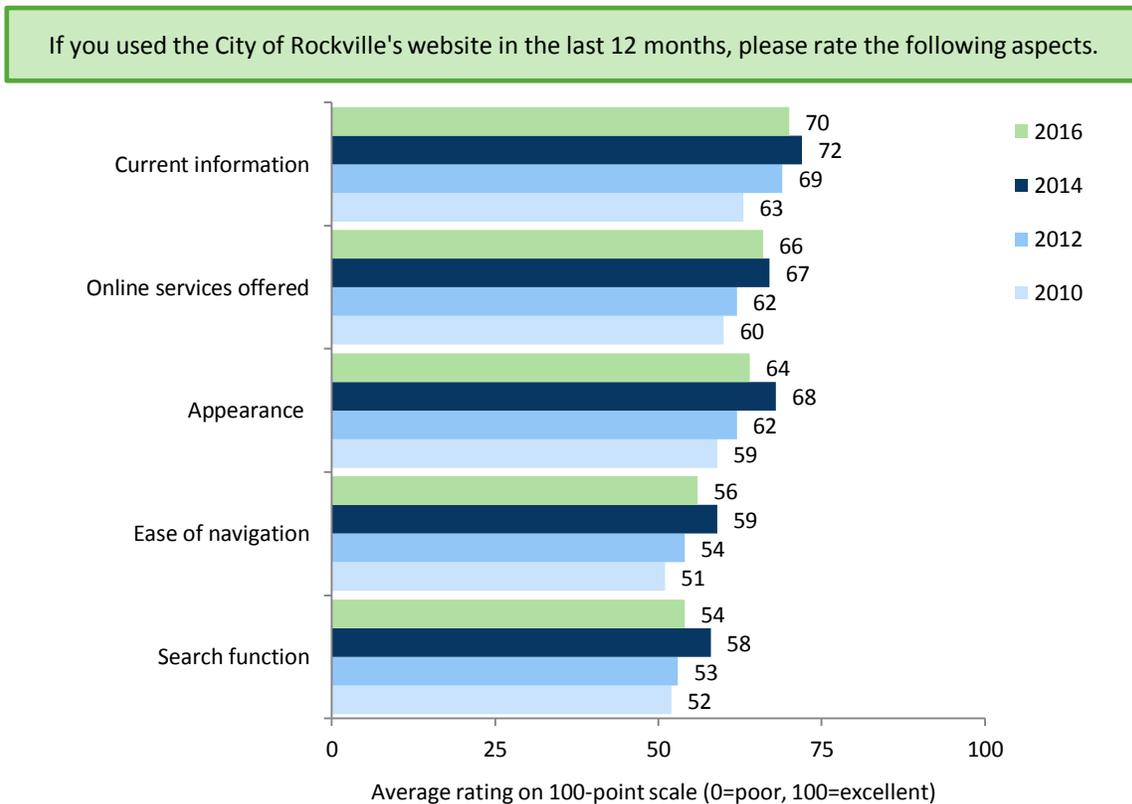
Figure 89: Aspects of City Website

If you used the City of Rockville's website in the last 12 months, please rate the following aspects.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Current information	25%	60%	13%	2%	100%	Much higher
Online services offered	23%	56%	18%	3%	100%	Similar
Appearance	21%	53%	22%	4%	100%	Similar
Ease of navigation	17%	44%	30%	9%	100%	Similar
Search function	15%	44%	30%	11%	100%	Lower

Asked only of those who said they had visited the website in the 12 months prior to the survey.

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Each aspect of the City of Rockville’s website remained stable in 2016 compared to 2014.

Figure 90: Ratings of the City Website Compared by Year



Asked only of those who said they had visited the website in the 12 months prior to the survey.

Public Information

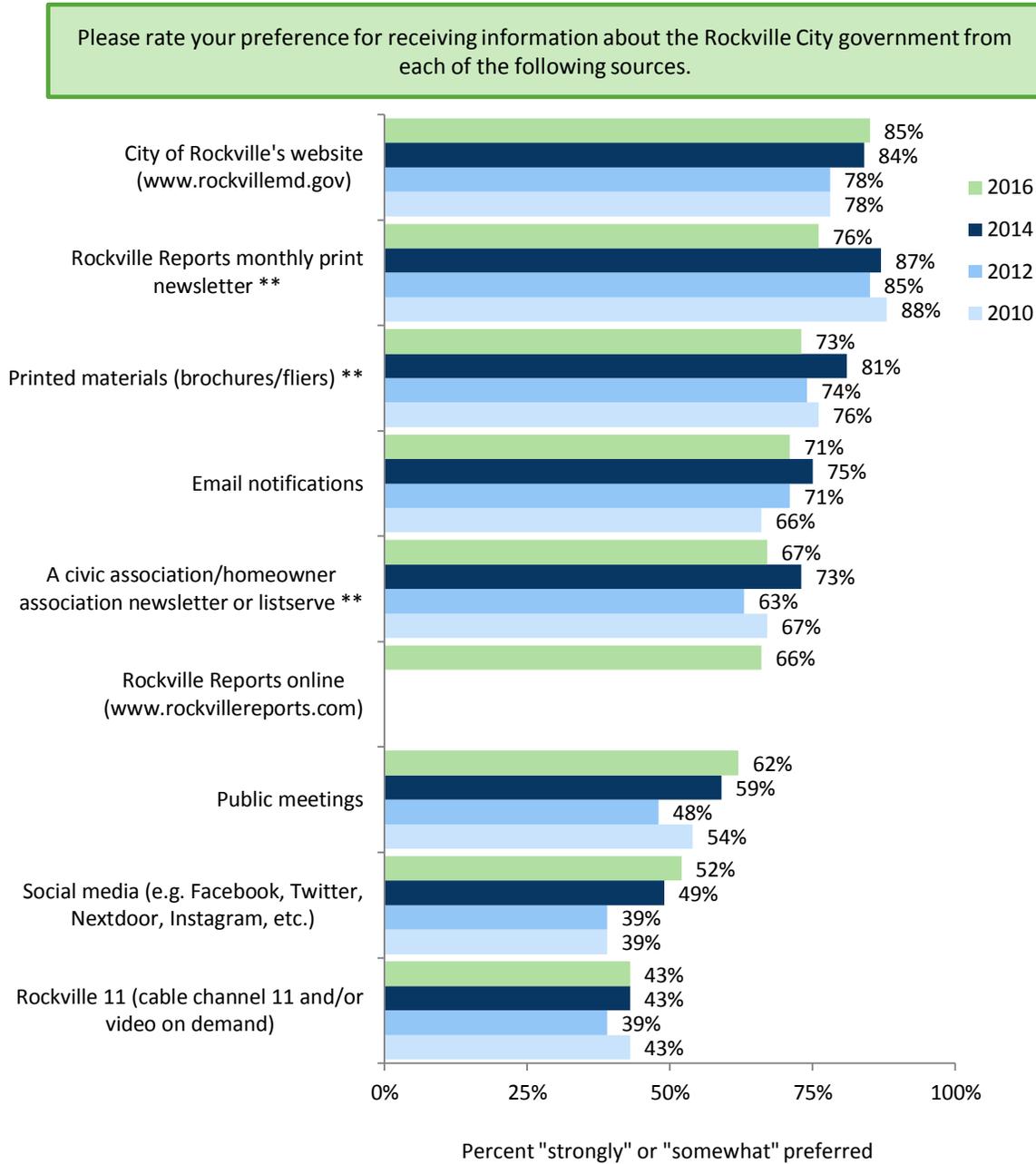
When asked their preferences for receiving information about the Rockville city government from a variety of sources, the relative order of preferred sources was similar in 2016 compared to 2014. The most preferred sources of information about the city government were the City of Rockville’s website (46% “strongly” preferred), Rockville Reports monthly print newsletter (45%), email notifications (36%) and printed materials (35%). One-quarter or fewer respondents “strongly” preferred the remaining listed sources.

Figure 91: Preferences for Receiving Information about the City

Please rate your preference for receiving information about the Rockville city government from each of the following sources.	Strongly prefer	Somewhat prefer	Not at all prefer	Total
City of Rockville's website (www.rockvillemd.gov)	46%	39%	15%	100%
Rockville Reports monthly print newsletter	45%	31%	24%	100%
Email notifications	36%	35%	29%	100%
Printed materials (brochures/fliers)	35%	38%	27%	100%
A civic association/homeowner association newsletter or listserve	25%	42%	33%	100%
Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.)	20%	32%	48%	100%
Rockville Reports online (www.rockvillereports.com)	20%	45%	34%	100%
Public meetings	14%	48%	38%	100%
Rockville 11 (cable channel 11 and/or video on demand)	12%	31%	57%	100%

When 2016 ratings were compared to 2014 ratings, preference declined for Rockville Reports monthly print newsletter, printed materials and a civic association/homeowner association newsletter or listserv.

Figure 92: Preferences for Receiving Information about the City Compared by Year



Items listed were reordered in 2016. Prior to 2016, "Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.)" was "Social networking (e.g. Facebook, Twitter, etc.)" and the items in parenthesis for printed materials included postcards. Prior to 2016, the two items for Rockville Reports (online and print) were only one item and worded as "Rockville Reports (the City's monthly newsletter);" for comparative purposes, past years data is included under "Rockville Reports monthly print newsletter."

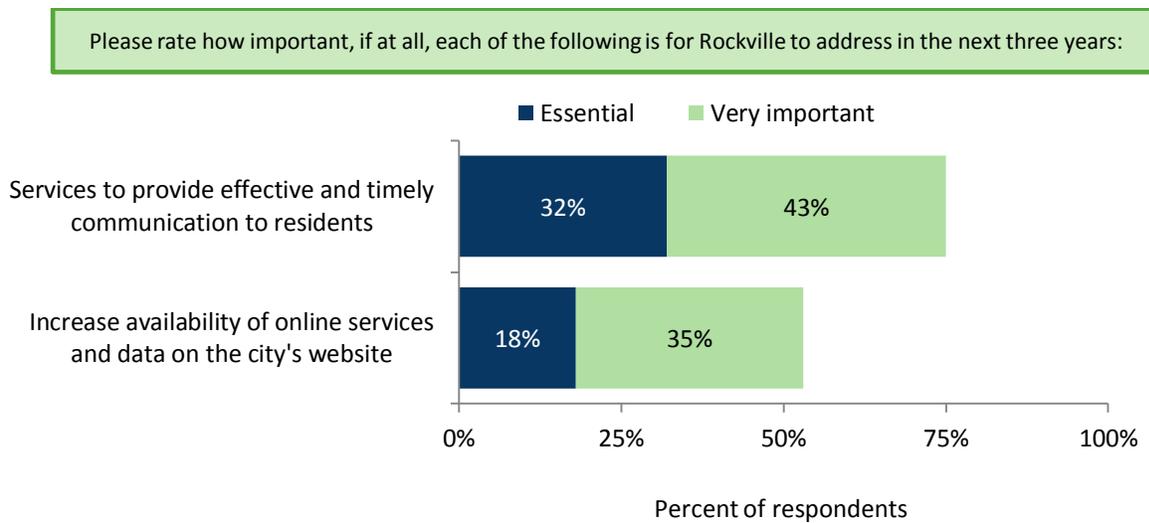
** Indicates significant differences between 2014 and 2016 responses.

Resident Priorities Related to Informed and Engaged Residents

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Two of these 15 potential priorities were included under the Informed and Engaged Residents Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

Services to provide effective and timely communication to residents was rated as “essential” or “very important” by about 75% of residents while increasing the availability of online services and data on the city’s website was rated “essential” or “very important” by fewer (53%) residents. Among the 15 potential priorities, these were the fifth and thirteenth most important priorities, respectively.

Figure 93: Importance of Priorities Related to Informed and Engaged Residents



Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential” for ease of interpretation and comparison by year. Importance ratings for priorities related to Informed and Engaged Residents were similar in 2016 compared to 2014.

Figure 94: Importance of Priorities Related to Informed and Engaged Residents Compared by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2016	2014
Services to provide effective and timely communication to residents	68	64
Increase availability of online services and data on the city's website	53	52

In 2014, the question used the timeframe of the next two years which was changed to three years in 2016. Items were reordered alphabetically in 2016.

Prior to 2016, "increase availability of online services and data on the city's website" was "increase quality and availability of online services on the City's website" and "services to provide effective and timely communication to residents" was "to citizens."

No differences were observed for importance ratings for priorities related to Informed and Engaged Residents between respondents living in different geographic areas in Rockville.

Figure 95: Importance of Priorities Related to Informed and Engaged Residents Compared by Geographic Area

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Services to provide effective and timely communication to residents	67	68	74	66	67	71
Increase availability of online services and data on the city's website	54	55	62	48	53	52

There were no significant differences between responses given by residents living in different areas of the city.

Economic Development

Through this priority initiative, the city strives to create a balance of commercial and residential development, small and large businesses and is characterized by mixed use development. New investment is encouraged by innovative business incubators and the development community is supported by an efficient development process that balances and respects private and community interests in the process.

Assessing residents’ perspectives about the quality of commercial development, the quality of business and service establishments in Rockville and the importance of neighborhood shopping center revitalization will aid the city in tracking the goals identified under this priority initiative.

About 8 in 10 residents rated the overall quality of business and service establishments in Rockville as “excellent” or “good.” About 7 in 10 gave positive ratings to the quality of new commercial development in Rockville.

Twenty-four percent of respondents selected “don’t know” when rating the quality of new commercial development. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to the nation, the overall quality of business and service establishments received ratings that were much higher than the benchmark. A benchmark was not available for the quality of new commercial development.

Figure 96: Community Characteristics Related to Economic Development

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Overall quality of business and service establishments in Rockville	26%	55%	16%	3%	100%	Much higher
Quality of new commercial development †	19%	49%	26%	5%	100%	NA

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

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings of about “good” for the overall quality of business and service establishments in Rockville (69 on the 100-point scale) and between “good” and “fair” for the quality of new commercial development (61).

When compared to 2014, average ratings for the overall quality of business and service establishments in Rockville and the quality of new commercial development were similar in 2016.

Figure 97: Community Characteristics Related to Economic Development Compared by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Overall quality of business and service establishments in Rockville	69	67	NA						
Quality of new commercial development	61	63	61	59	61	58	58	56	54

Those living in the middle portion, south of MD 28 gave higher ratings to the quality of new commercial development compared to those living in other areas of the city. (Please see the map in *Appendix E: Survey Methodology* for more detail on the geographic breakdown.)

Figure 98: Community Characteristics Related to Economic Development Compared by Geographic Area

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I- 270
Overall quality of business and service establishments in Rockville	67	66	70	67	72	69
Quality of new commercial development ‡	60	56	56	54	66	60

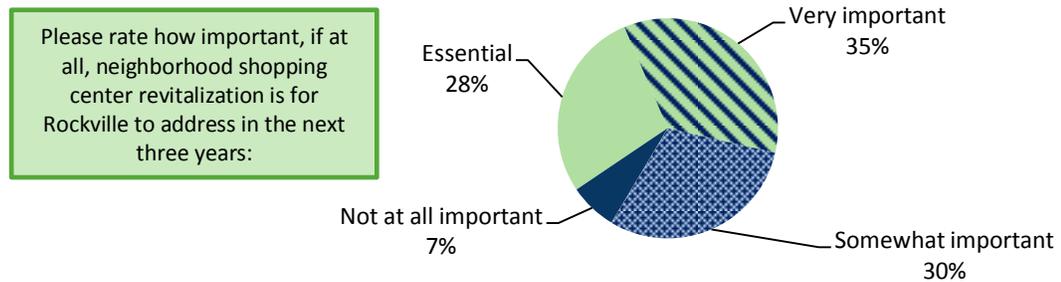
‡Denotes a significant difference between responses given by residents in living in different areas of the city.

Resident Priorities Related to Economic Development

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. One of these 15 potential priorities was included under the Economic Development Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

About 6 in 10 residents indicated that neighborhood shopping center revitalization was “essential” or “very important” and only seven percent reported it as “not at all important.” Among the 15 potential priorities, this was tenth most important priority.

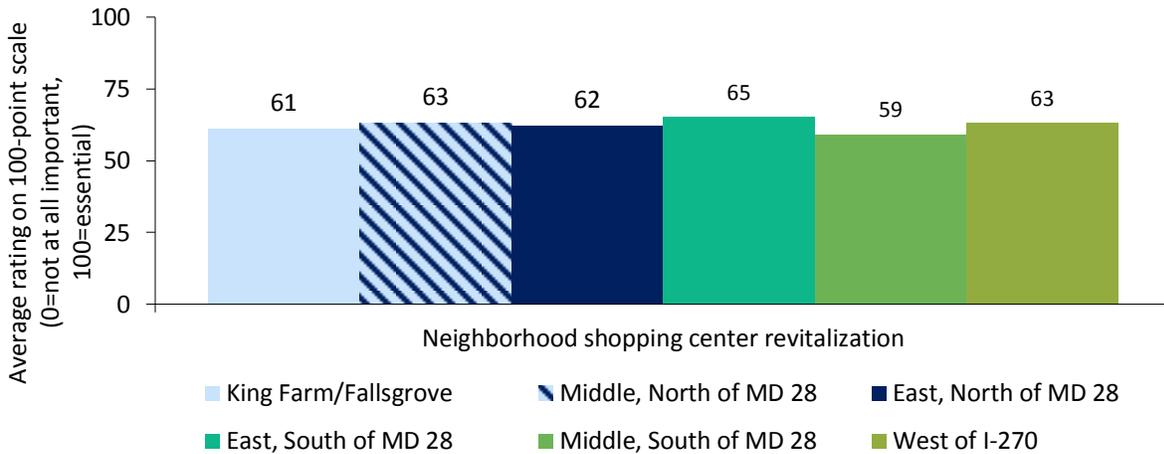
Figure 99: Importance of Neighborhood Shopping Center Revitalization



The importance of neighborhood shopping center revitalization was new to this question in 2016.

No differences were observed for ratings of the importance of neighborhood shopping center revitalization between respondents living in different geographic areas in Rockville.

Figure 100: Ratings of Importance of Neighborhood Shopping Center Revitalization Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

Stewardship of Infrastructure

Through this priority initiative, Rockville maintains and enhances existing city infrastructure (i.e. roads, bridges, water and sewer systems, buildings, fleet, amenities, etc.) through responsible planning for future needs and sound fiscal decisions for the long-term health of the city. The city strives to be an environmentally sustainable community that preserves green space and continually reevaluates ways to reduce its environmental footprint.

Assessing residents’ perspectives about the importance of maintaining public infrastructure and the quality of service delivery related to infrastructure and environmental sustainability will aid the city in tracking the goals identified under this priority initiative.

Quality of Infrastructure Services and Characteristics

Several questions gauged perspectives about various services and community characteristics related to the city’s infrastructure and environment. Rockville residents were generally pleased with infrastructure and environment related services and characteristics of Rockville, with about 8 in 10 rating water and sewer services and Rockville’s natural environment as “excellent” or “good.” Slightly fewer gave positive ratings to drinking water quality and environmental protection and sustainability initiatives. About 7 in 10 gave positive ratings to street light maintenance and sidewalk maintenance. About two-thirds gave positive ratings to street repair and the adequacy of street lighting in their neighborhood.

Forty-three percent of residents selected “don’t know” when rating the quality of environmental protection and sustainability initiatives. A full set of responses, including “don’t know” can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to the nation, Rockville residents gave ratings that were much higher or higher than the benchmark for water and sewer services, sidewalk maintenance, street repairs and adequacy of street lighting while the ratings for Rockville’s natural environment and drinking water quality were similar to the benchmarks. Benchmarks were not available for street light maintenance and environmental protection and sustainability initiatives.

Figure 101: Quality of Infrastructure Services and Characteristics

Please rate each of the following City of Rockville government services or characteristics.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Water and sewer services	27%	54%	17%	2%	100%	Much higher
Rockville's natural environment	23%	56%	19%	3%	100%	Similar
Drinking water quality	25%	52%	17%	6%	100%	Similar
Environmental protection and sustainability initiatives †	21%	53%	23%	3%	100%	NA
Sidewalk maintenance	19%	53%	22%	5%	100%	Much higher
Street light maintenance	20%	49%	22%	9%	100%	NA
Street repairs and maintenance	16%	47%	29%	8%	100%	Much higher
Adequacy of street lighting in your neighborhood	17%	48%	22%	12%	100%	Higher

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

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Most average ratings were between “fair” and “good” (57 to 65) while the average rating for Rockville’s natural environment was just about “good” (66) and the average rating for water and sewer services was slightly above “good” (68).

When compared to 2014, average ratings for each of these aspects of the community were similar in 2016.

Figure 102: Quality of Infrastructure Services and Characteristics Compared by Year

Please rate each of the following City of Rockville government services or characteristics. (Average rating on 100-point scale (0=poor, 100=excellent))	2016	2014	2012	2010	2008	2007	2005	2003	2001
Water and sewer services	68	70	68	67	68	68	69	68	67
Rockville’s natural environment	66	66	67	64	62	NA	NA	NA	NA
Drinking water quality	65	65	66	60	61	56	53	54	50
Environmental protection and sustainability initiatives	64	65	63	61	64	NA	NA	NA	NA
Sidewalk maintenance	62	64	63	59	58	NA	NA	NA	NA
Street light maintenance	60	64	62	NA	NA	NA	NA	NA	NA
Street repairs and maintenance	57	60	61	57	59	58	58	54	59
Adequacy of street lighting in your neighborhood	57	60	58	54	54	54	57	58	59

Several differences were observed for ratings of various services and community characteristics related to the city’s infrastructure and environment. Generally, respondents living west of I-270 were more likely to give favorable ratings to individual services than were those living in the other five areas of the city.

Figure 103: Quality of Infrastructure Services and Characteristics Compared by Geographic Area

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Water and sewer services ‡	68	67	70	63	69	76
Rockville's natural environment ‡	64	67	70	66	67	73
Drinking water quality	65	65	65	61	66	71
Environmental protection and sustainability initiatives	65	64	68	65	64	62
Sidewalk maintenance ‡	63	65	59	55	64	66
Street light maintenance ‡	64	62	54	53	63	62
Street repairs and maintenance ‡	53	60	62	57	56	66
Adequacy of street lighting in your neighborhood ‡	63	59	49	49	58	59

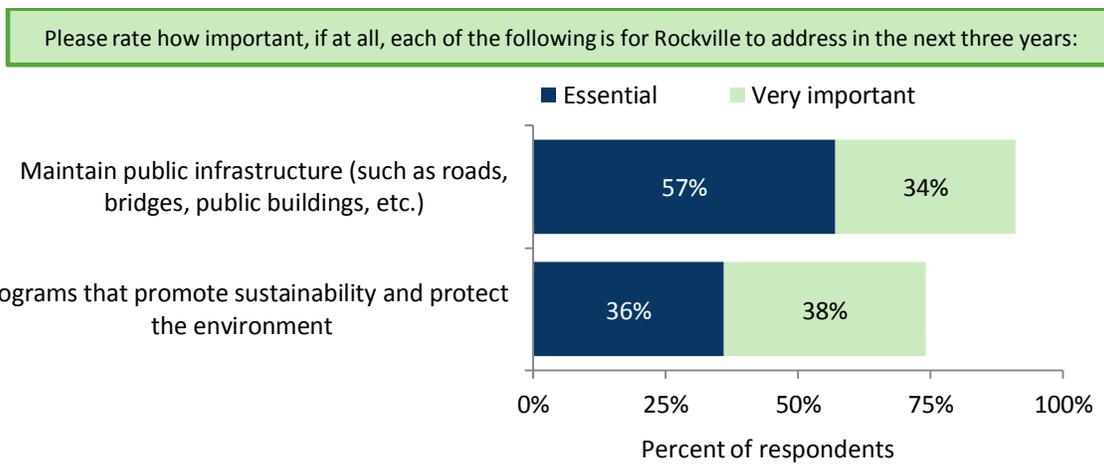
‡Denotes a significant difference between responses given by residents in living in different areas of the city.

Resident Priorities Related to Stewardship of Infrastructure

As in 2014, residents were asked to indicate how important they felt it was for the city to focus on 15 potential priorities for the city in the next three years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality and amount of bike lanes. Two of these 15 potential priorities were included under the Stewardship of Infrastructure Council Priority Initiative. See Figure 37 for the full list of important resident priorities.

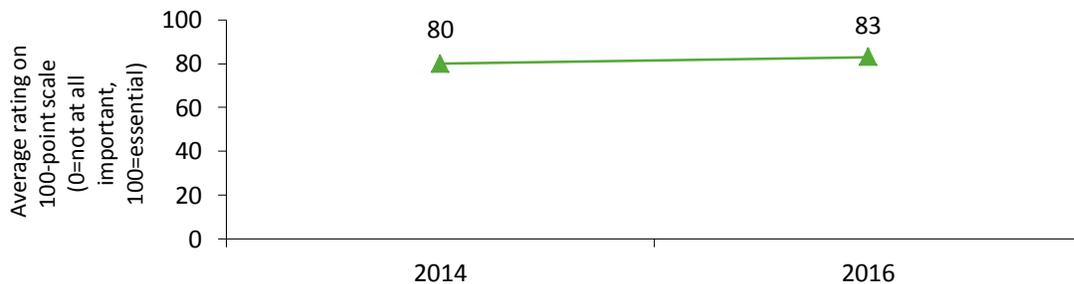
About 9 in 10 residents indicated maintaining public infrastructure was “essential” or “very important” while about three-quarters felt programs that promote sustainability and protect the environment were “essential” or “very important.” Among the 15 potential priorities, maintaining public infrastructure was the top priority and programs that promote sustainability and protect the environment was the sixth most important priority.

Figure 104: Importance of Priorities Related to Stewardship of Infrastructure



Ratings were converted to the 100-point scale where 0 equals “not at all important” and 100 equals “essential.” Importance ratings for maintaining public infrastructure were similar in 2016 compared to 2014.

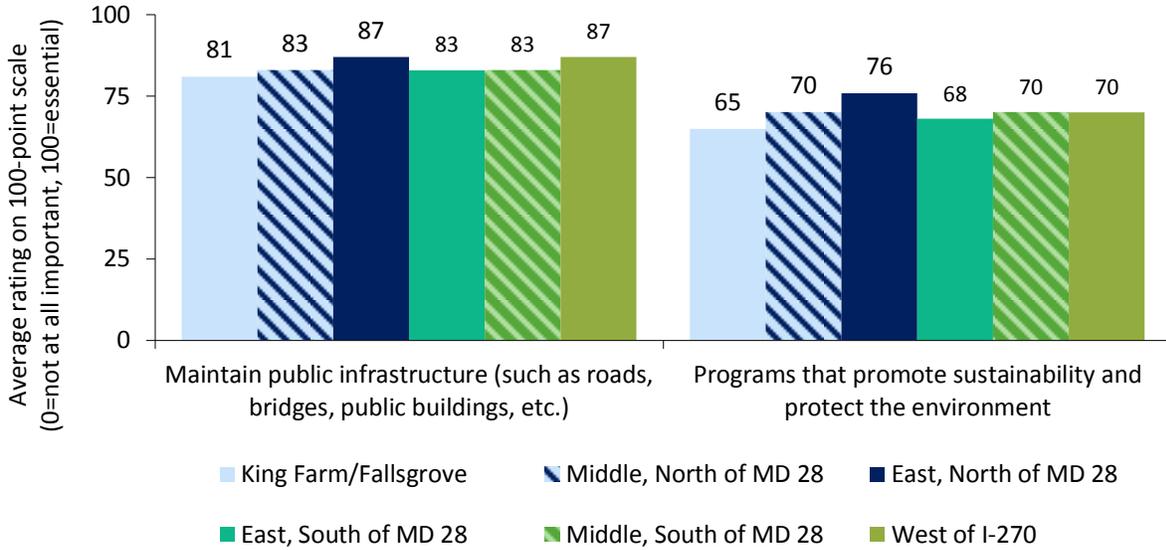
Figure 105: Importance of Maintaining Public Infrastructure Compared by Year



The importance of programs that promote sustainability and protect the environment was new to this question in 2016.

There were no differences observed for ratings of the importance of priorities related to Stewardship of Infrastructure between respondents living in different geographic areas in Rockville.

Figure 106: Importance of Priorities Related to Stewardship of Infrastructure Compared by Geographic Area



There were no significant differences between responses given by residents living in different areas of the city.

Additional Comments

As in previous years, the survey included a question where respondents had the opportunity to write in responses in their own words to a question regarding any other comments or suggestions they had about living in Rockville or the services provided by the city.

About 34% of respondents opted to make a comment or suggestion. Of those making a comment, 15% wrote in comments related to Rockville being a great place to live with great services; 13% shared comments about the cost of living and/or taxes; and 13% shared comments related to sidewalk repairs, road repairs and more streetlights. Fewer than 13% of respondents who wrote in a response cited the other issues listed in the table below. A complete set of the verbatim comments made by respondents can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 107: Additional Comments

Do you have any additional comments about the services provided by the city of the job that the City of Rockville is doing?	Percent of respondents*	Percent of respondents making a comment*
No comment made	66%	--
Rockville is a great place/good services	5%	15%
Cost of living and/or tax rates	4%	13%
Sidewalk repair, road repair, more streetlights	4%	13%
Parking issues, transportation, bike lanes	4%	12%
Traffic enforcement, congestion, lights/light timing	4%	12%
Recycling and Refuse Services, landscaping/outdoor maintenance	4%	11%
Police services/code enforcement, safety	3%	10%
Parks, recreation and youth and senior programs	3%	9%
More/better development, more small businesses/restaurants and less chain businesses, stimulate economic development	3%	9%
Pedestrian problems or suggestions	3%	8%
Additional or improvements to city services	3%	7%
Less development/over building/high density living	2%	6%
More information/communication from city	2%	5%
Dissatisfaction with city employees/leaders/government	2%	4%
Less speed cameras/speed traps	1%	4%
Cultural/community events	1%	3%
Other	4%	13%

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

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 395 residents who responded to question 16.

Appendix A: Complete Set of Survey Responses

The full set of responses to each survey question are displayed in the tables in this appendix. Many survey questions included a “don’t know” response option. Most of the analyses in the body of the report were for respondents who had an opinion. Eliminating “don’t know” responses allows for easier comparison between evaluative responses. Two sets of tables are provided in this appendix; the first with the “don’t know” responses excluded, to show the proportion of respondents with an opinion giving a response; and the second with the “don’t know” responses included, to allow examination of the magnitude of unfamiliarity with certain items.

Survey Responses without “Don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Table 1: Question 1

Please rate your quality of life in Rockville.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall, how would you describe the quality of life in Rockville?	37%	N=392	55%	N=574	7%	N=76	0%	N=4	100%	N=1045
How do you rate the overall quality of your neighborhood?	37%	N=386	51%	N=525	11%	N=111	2%	N=17	100%	N=1038
How do you rate Rockville as a place to raise children?	44%	N=391	44%	N=391	11%	N=96	1%	N=7	100%	N=885
How do you rate Rockville as a place to retire?	20%	N=155	39%	N=306	27%	N=214	15%	N=117	100%	N=791

Table 2: Question 2

Please rate each of the following characteristics of Rockville.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sense of community	19%	N=188	56%	N=559	22%	N=222	3%	N=32	100%	N=1001
Overall appearance of Rockville	25%	N=256	59%	N=610	16%	N=168	1%	N=8	100%	N=1043
Overall image or reputation of Rockville	26%	N=256	59%	N=588	15%	N=147	1%	N=7	100%	N=998
Opportunities to be heard and have a say in what happens in Rockville	21%	N=181	46%	N=398	25%	N=216	7%	N=63	100%	N=858
Opportunities to attend cultural or arts events	31%	N=299	48%	N=460	19%	N=187	2%	N=23	100%	N=968
Health and wellness opportunities in Rockville	28%	N=256	50%	N=467	19%	N=174	3%	N=31	100%	N=928
Openness and acceptance of the community toward people of diverse backgrounds	37%	N=354	47%	N=452	14%	N=134	3%	N=26	100%	N=965
Overall quality of business and service establishments in Rockville	26%	N=262	55%	N=549	16%	N=154	3%	N=25	100%	N=990
Availability of affordable housing	6%	N=50	25%	N=222	42%	N=372	27%	N=234	100%	N=878
Ease of public parking	13%	N=127	35%	N=348	37%	N=371	15%	N=154	100%	N=1000
Ease of travel in Rockville by bicycle	16%	N=112	36%	N=257	34%	N=243	14%	N=98	100%	N=709
Ease of travel in Rockville by walking	23%	N=226	43%	N=421	26%	N=255	8%	N=79	100%	N=982

Please rate each of the following characteristics of Rockville.	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Ease of travel in Rockville by transit	25%	N=218	49%	N=429	22%	N=196	4%	N=39	100%	N=882
Ease of travel in Rockville by car	25%	N=257	47%	N=478	23%	N=229	5%	N=51	100%	N=1014
Quality of new residential development	19%	N=134	50%	N=348	26%	N=180	6%	N=39	100%	N=700
Quality of new commercial development	19%	N=151	49%	N=389	26%	N=206	5%	N=42	100%	N=788
Drinking water quality	25%	N=237	52%	N=500	17%	N=160	6%	N=57	100%	N=954
Rockville's natural environment	23%	N=232	56%	N=566	19%	N=189	3%	N=27	100%	N=1014

Table 3: Question 3

How safe do you feel . . .	Very safe		Reasonably safe		Somewhat safe		Somewhat unsafe		Very unsafe		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Crossing the street in Rockville	18%	N=191	53%	N=546	17%	N=179	9%	N=90	3%	N=34	100%	N=1040
In your neighborhood during the day	53%	N=553	38%	N=396	7%	N=75	2%	N=18	0%	N=3	100%	N=1044
In business areas in Rockville during the day	42%	N=430	43%	N=435	11%	N=110	3%	N=29	1%	N=10	100%	N=1014
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	15%	N=143	46%	N=439	26%	N=250	11%	N=101	3%	N=27	100%	N=960

Table 4: Question 4

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	9%	N=98	23%	N=233	29%	N=301	14%	N=145	25%	N=255	100%	N=1033
Visited or used a Rockville recreation facility	36%	N=363	24%	N=249	21%	N=209	10%	N=98	10%	N=102	100%	N=1021
Participated in a Rockville recreation program	55%	N=555	21%	N=215	14%	N=140	4%	N=45	5%	N=46	100%	N=1001
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th, Car Show)	30%	N=310	38%	N=389	26%	N=272	4%	N=43	2%	N=22	100%	N=1036

Table 5: Question 5

Have you had phone, in-person or email contact with the City of Rockville during the past 12 months?	Percent	Number
No	57%	N=576
Yes	43%	N=429
Total	100%	N=1005

Table 6: Question 6

What was your impression of City government employees in your most recent contact?	Excellent		Good		Fair		Poor		Total	
Knowledge	41%	N=169	44%	N=181	12%	N=48	3%	N=12	100%	N=410
Courtesy	50%	N=205	39%	N=160	9%	N=38	2%	N=9	100%	N=412
Responsiveness	43%	N=177	37%	N=151	13%	N=54	7%	N=27	100%	N=409
Overall customer service	44%	N=180	41%	N=168	13%	N=55	2%	N=9	100%	N=412

Table 7: Question 7

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Total	
Recycling collection	44%	N=413	46%	N=434	8%	N=75	2%	N=18	100%	N=940
Refuse collection	45%	N=403	43%	N=381	9%	N=84	2%	N=21	100%	N=888
Yard waste collection	40%	N=289	45%	N=326	13%	N=97	2%	N=17	100%	N=728
Leaf pick-up	33%	N=242	48%	N=358	15%	N=114	3%	N=25	100%	N=739
Street repairs and maintenance	16%	N=162	47%	N=461	29%	N=289	8%	N=76	100%	N=989
Snow and ice removal	22%	N=203	47%	N=438	24%	N=225	8%	N=73	100%	N=939
Street sweeping	20%	N=153	49%	N=383	24%	N=185	7%	N=55	100%	N=776
Adequacy of street lighting in your neighborhood	17%	N=176	48%	N=494	22%	N=227	12%	N=122	100%	N=1018
Street light maintenance	20%	N=180	49%	N=431	22%	N=189	9%	N=80	100%	N=881
Street tree maintenance	20%	N=185	51%	N=476	21%	N=200	8%	N=72	100%	N=933
Sidewalk maintenance	19%	N=183	53%	N=516	22%	N=218	5%	N=52	100%	N=968
Water and sewer services	27%	N=243	54%	N=494	17%	N=151	2%	N=23	100%	N=910
City of Rockville utility billing	18%	N=144	50%	N=401	26%	N=208	7%	N=55	100%	N=808
Building permit process	14%	N=48	43%	N=146	32%	N=110	11%	N=37	100%	N=340
Providing planning and zoning information	18%	N=84	48%	N=224	24%	N=112	10%	N=45	100%	N=465
Recreation programs	32%	N=244	53%	N=410	14%	N=108	1%	N=9	100%	N=771
Recreation facilities	33%	N=247	55%	N=411	12%	N=87	1%	N=6	100%	N=751
Athletic fields (such as baseball/softball, soccer or football)	32%	N=232	53%	N=387	13%	N=94	2%	N=15	100%	N=728
Playgrounds (play equipment)	33%	N=250	52%	N=397	13%	N=98	2%	N=15	100%	N=760
Range of activities available in parks and recreation facilities	27%	N=218	55%	N=436	16%	N=126	2%	N=12	100%	N=792
City-sponsored special events	30%	N=226	55%	N=418	14%	N=111	2%	N=12	100%	N=767
Appearance of city parks	32%	N=298	55%	N=516	13%	N=120	1%	N=10	100%	N=945
Residential property maintenance code enforcement	17%	N=95	49%	N=280	26%	N=146	8%	N=47	100%	N=568
Commercial property maintenance code enforcement	18%	N=77	52%	N=221	22%	N=95	8%	N=34	100%	N=426
Enforcement of traffic laws by Rockville City Police Department	19%	N=157	52%	N=420	23%	N=183	6%	N=50	100%	N=810
Crime prevention efforts	20%	N=151	57%	N=429	19%	N=142	4%	N=28	100%	N=751

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Total	
Overall City of Rockville police services	27%	N=232	54%	N=455	15%	N=131	4%	N=31	100%	N=849
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	N=116	54%	N=277	19%	N=99	4%	N=22	100%	N=515
Environmental protection and sustainability initiatives	21%	N=122	53%	N=308	23%	N=130	3%	N=17	100%	N=577
Senior citizen programs and services	34%	N=154	47%	N=211	17%	N=75	2%	N=11	100%	N=451
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	34%	N=189	52%	N=286	13%	N=69	1%	N=7	100%	N=551
Rockville 11 (cable channel 11) programming	15%	N=51	52%	N=175	27%	N=92	6%	N=20	100%	N=338
The City of Rockville's website (www.rockvillemd.gov)	14%	N=98	58%	N=417	25%	N=180	3%	N=22	100%	N=717

Table 8: Question 8

Overall, how would you rate the quality of services in Rockville?	Percent	Number
Excellent	23%	N=229
Good	63%	N=633
Fair	13%	N=128
Poor	1%	N=10
Total	100%	N=1000

Table 9: Question 9

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Total	
I receive good value for the city taxes I pay	14%	N=128	48%	N=447	25%	N=234	11%	N=100	2%	N=21	100%	N=930
I am pleased with the overall direction that the city government is taking	12%	N=104	50%	N=446	29%	N=253	8%	N=69	2%	N=14	100%	N=885
The city welcomes community involvement	19%	N=164	53%	N=456	23%	N=200	4%	N=34	1%	N=9	100%	N=863
The city budgeting process is open and understandable to residents	12%	N=73	32%	N=197	40%	N=243	12%	N=72	3%	N=21	100%	N=607
The city listens to its residents	13%	N=96	40%	N=293	38%	N=276	7%	N=52	2%	N=18	100%	N=735
I am pleased with the overall performance of the City of Rockville's Mayor and Council	13%	N=106	47%	N=396	32%	N=268	7%	N=56	2%	N=14	100%	N=840

Table 10: Question 10

Have you used the City of Rockville's website (www.rockvillemd.gov) in the last 12 months?	Percent	Number
No	44%	N=453
Yes	56%	N=578
Total	100%	N=1031

Table 11: Question 11

If you used the City's website in the last 12 months, please rate the following aspects.	Excellent		Good		Fair		Poor		Total	
Current information	25%	N=140	60%	N=333	13%	N=71	2%	N=11	100%	N=554
Appearance	21%	N=119	53%	N=297	22%	N=124	4%	N=21	100%	N=561
Online services offered	23%	N=122	56%	N=292	18%	N=96	3%	N=16	100%	N=526
Ease of navigation	17%	N=94	44%	N=245	30%	N=170	9%	N=51	100%	N=560
Search function	15%	N=75	44%	N=222	30%	N=154	11%	N=58	100%	N=509

Table 12: Question 12

Please rate your preference for receiving information about the Rockville City government from each of the following sources.	Strongly prefer		Somewhat prefer		Not at all prefer		Total	
City of Rockville's website (www.rockvillemd.gov)	46%	N=449	39%	N=377	15%	N=141	100%	N=967
Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.)	20%	N=199	32%	N=311	48%	N=465	100%	N=975
Rockville Reports online (www.rockvillereports.com)	20%	N=193	45%	N=428	34%	N=327	100%	N=947
Rockville Reports monthly print newsletter	45%	N=450	31%	N=313	24%	N=235	100%	N=998
Rockville 11 (cable channel 11 and/or video on demand)	12%	N=113	31%	N=300	57%	N=555	100%	N=969
Email notifications	36%	N=356	35%	N=337	29%	N=283	100%	N=975
Public meetings	14%	N=139	48%	N=463	38%	N=364	100%	N=966
A civic association/homeowner association newsletter or listserve	25%	N=241	42%	N=408	33%	N=319	100%	N=967
Printed materials (brochures/fliers)	35%	N=345	38%	N=375	27%	N=266	100%	N=986

Table 13: Question 13

Please rate how important, if at all, each of the following is for Rockville to address in the next three years:	Essential		Very important		Somewhat important		Not at all important		Total	
Access to a recreation center close to my neighborhood	19%	N=181	32%	N=304	29%	N=279	21%	N=199	100%	N=963
Access to parkland within a 10 minute walk from home	27%	N=256	33%	N=321	24%	N=228	16%	N=154	100%	N=958
Be prepared for unforeseen or natural disasters	37%	N=372	37%	N=373	21%	N=206	4%	N=44	100%	N=995
Crime	56%	N=559	32%	N=323	10%	N=98	3%	N=26	100%	N=1007
Growth and development	34%	N=342	38%	N=383	22%	N=217	6%	N=62	100%	N=1004
Improve walking paths between neighborhoods	27%	N=269	36%	N=354	27%	N=271	10%	N=100	100%	N=994
Increase quality and amount of bike lanes	21%	N=199	26%	N=251	32%	N=305	20%	N=192	100%	N=947

Please rate how important, if at all, each of the following is for Rockville to address in the next three years:	Essential		Very important		Somewhat important		Not at all important		Total	
Increase availability of online services and data on the city's website	18%	N=174	35%	N=327	35%	N=330	12%	N=112	100%	N=943
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	57%	N=584	34%	N=347	8%	N=81	0%	N=4	100%	N=1016
Neighborhood shopping center revitalization	28%	N=285	35%	N=351	30%	N=299	7%	N=70	100%	N=1006
Programs that promote sustainability and protect the environment	36%	N=359	38%	N=384	21%	N=208	5%	N=54	100%	N=1005
Services for seniors and the aging population	28%	N=262	38%	N=360	27%	N=257	7%	N=64	100%	N=943
Services for youth	32%	N=303	44%	N=422	20%	N=188	4%	N=39	100%	N=952
Services to provide effective and timely communication to residents	32%	N=313	43%	N=430	22%	N=220	3%	N=28	100%	N=992
Transportation and traffic congestion	57%	N=579	33%	N=331	10%	N=99	1%	N=9	100%	N=1017

Table 14: Question 14

In the last 12 months, about how many times, if at all, have you or another household member used bus, Metrorail, MARC train or other public transportation instead of driving?	Percent	Number
2 times a week or more	36%	N=365
2 to 4 times a month	19%	N=195
Once a month or less	29%	N=291
Not at all	16%	N=167
Total	100%	N=1018

Table 15: Question 15 - Ridden a Bicycle

In the last 12 months, about how many times, if at all, have you or another household member: Ridden a bicycle...	2 times a week or more		2 to 4 times a month		Once a month or less		Not at all		Total	
Ridden a bicycle to shop, get a meal or run errands	5%	N=53	7%	N=75	11%	N=109	77%	N=788	100%	N=1025
Ridden a bicycle for commuting	5%	N=52	5%	N=48	5%	N=52	85%	N=856	100%	N=1008
Ridden a bicycle for fun or exercise	11%	N=115	14%	N=146	16%	N=166	58%	N=594	100%	N=1020

Table 16: Question 15 - Walked

In the last 12 months, about how many times, if at all, have you or another household member: Walked...	2 times a week or more		2 to 4 times a month		Once a month or less		Not at all		Total	
Walked to shop, get a meal or run errands	33%	N=346	24%	N=250	18%	N=185	25%	N=254	100%	N=1035
Walked for commuting	23%	N=229	10%	N=106	10%	N=100	57%	N=581	100%	N=1016
Walked for fun or exercise	53%	N=552	25%	N=255	12%	N=120	11%	N=112	100%	N=1038

Table 17: Question 16

Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing?	Percent	Number
No comment made	66%	N=702
Rockville is a great place/good services	5%	N=56
Cost of living and/or tax rates	4%	N=47
Sidewalk repair, road repair, more streetlights	4%	N=47
Parking issues, transportation, bike lanes	4%	N=44
Traffic enforcement, congestion, lights/light timing	4%	N=44
Recycling and Refuse Services, landscaping/outdoor maintenance	4%	N=38
Police services/code enforcement, safety	3%	N=36
Parks, recreation and youth and senior programs	3%	N=34
More/better development, more small businesses/restaurants and less chain businesses, stimulate economic development	3%	N=32
Pedestrian problems or suggestions	3%	N=29
Additional or improvements to city services	3%	N=27
Less development/over building/high density living	2%	N=23
More information/communication from city	2%	N=17
Dissatisfaction with city employees/leaders/government	2%	N=16
Less speed cameras/speed traps	1%	N=15
Cultural/community events	1%	N=11
Other	4%	N=46

Total may exceed 100% as respondents could write-in more than one answer. Verbatim responses can be found in in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 18: Question D1

Respondent length of residency	Percent	Number
2 years or less	19%	N=193
3 to 5 years	19%	N=191
6 to 10 years	17%	N=173
11 to 20 years	21%	N=219
21 years or more	24%	N=251
Total	100%	N=1028

Table 19: Question D2

What best describes your home? Is it a . . .	Percent	Number
One family house detached from any other houses	46%	N=477
A duplex or townhouse	15%	N=157
A building with three or more units	34%	N=356
Other	5%	N=50
Total	100%	N=1041

Table 20: Question D3

Do you rent or own your home?	Percent	Number
Rent	39%	N=410
Own	61%	N=631
Total	100%	N=1041

Table 21: Question D4

About how much is your monthly housing cost for the place you live including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent	Number
Less than \$999 per month	9%	N=91
\$1,000 to \$1,499 per month	16%	N=159
\$1,500 to \$1,999 per month	25%	N=246
\$2,000 to \$2,499 per month	23%	N=233
\$2,500 to \$2,999 per month	11%	N=115
\$3,000 to \$3,499 per month	7%	N=66
\$3,500 or more per month	9%	N=93
Total	100%	N=1004

Table 22: Question D5

Do you have access to the Internet at home, work or school?	Percent	Number
No	4%	N=45
Yes	96%	N=973
Total	100%	N=1018

Table 23: Question D5b

How?	Percent	Number
Mobile device/smart phone	84%	N=819
Laptop computer	82%	N=799
Mobile device/tablet	65%	N=638
Desktop computer	56%	N=551

Total may exceed 100% as respondents could select more than one answer. Asked only of respondents who said they have access to the internet.

Table 24: Question D6

Are you Spanish/Hispanic/Latino?	Percent	Number
No	86%	N=878
Yes	14%	N=145
Total	100%	N=1023

Table 25: Question D7

What is your race?	Percent	Number
White/Caucasian	66%	N=666
Asian or Pacific Islander	22%	N=219
Black or African American	9%	N=90
Other	7%	N=69
American Indian or Alaskan native	1%	N=8

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

Table 26: Question D8

Do you speak a language other than English at home?	Percent	Number
No, English only	60%	N=619
Yes	40%	N=420
Total	100%	N=1038

Table 27: Question D8b

Which language?	Percent	Number
Persian/Farsi	6%	N=21
Spanish	28%	N=107
Chinese	27%	N=102
Korean	7%	N=25
Vietnamese	5%	N=19
Russian	4%	N=14
Other	24%	N=90
Total	100%	N=378

Asked only of respondents who said they speak a language other than English at home. Respondents had the opportunity to write-in an "other" language; these responses can be found in in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 28: Question D9

How well do you speak English?	Percent	Number
Very well	59%	N=245
Well	30%	N=123
Not well	8%	N=34
Not at all	3%	N=10
Total	100%	N=412

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

Table 29: Question D10

What is your gender	Percent	Number
Male	47%	N=479
Female	53%	N=551
Total	100%	N=1030

Table 30: Question D11

In which category is your age?	Percent	Number
18-24 years	3%	N=31
25-34 years	25%	N=254
35-44 years	17%	N=177
45-54 years	21%	N=213
55-64 years	13%	N=135
65-74 years	12%	N=124
75 years or older	9%	N=98
Total	100%	N=1032

Table 31: Question D12

What was your household's total annual income in 2015?	Percent	Number
Less than \$25,000	8%	N=82
\$25,000 to \$49,999	13%	N=125
\$50,000 to \$99,999	27%	N=268
\$100,00 to \$149,999	22%	N=220
\$150,000 to \$199,999	14%	N=133
\$200,000 or more	15%	N=149
Total	100%	N=977

Survey Responses with “Don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 32: Question 1

Please rate your quality of life in Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall, how would you describe the quality of life in Rockville?	37%	N=392	55%	N=574	7%	N=76	0%	N=4	0%	N=1	100%	N=1047
How do you rate the overall quality of your neighborhood?	37%	N=386	51%	N=525	11%	N=111	2%	N=17	0%	N=1	100%	N=1040
How do you rate Rockville as a place to raise children?	38%	N=391	38%	N=391	9%	N=96	1%	N=7	15%	N=152	100%	N=1037
How do you rate Rockville as a place to retire?	15%	N=155	30%	N=306	21%	N=214	11%	N=117	23%	N=242	100%	N=1033

Table 33: Question 2

Please rate each of the following characteristics of Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	18%	N=188	54%	N=559	21%	N=222	3%	N=32	4%	N=37	100%	N=1038
Overall appearance of Rockville	24%	N=256	58%	N=610	16%	N=168	1%	N=8	0%	N=4	100%	N=1046
Overall image or reputation of Rockville	25%	N=256	57%	N=588	14%	N=147	1%	N=7	4%	N=39	100%	N=1036
Opportunities to be heard and have a say in what happens in Rockville	17%	N=181	38%	N=398	21%	N=216	6%	N=63	18%	N=189	100%	N=1047
Opportunities to attend cultural or arts events	29%	N=299	44%	N=460	18%	N=187	2%	N=23	7%	N=73	100%	N=1041
Health and wellness opportunities in Rockville	25%	N=256	45%	N=467	17%	N=174	3%	N=31	11%	N=109	100%	N=1037
Openness and acceptance of the community toward people of diverse backgrounds	34%	N=354	43%	N=452	13%	N=134	2%	N=26	8%	N=80	100%	N=1045
Overall quality of business and service establishments in Rockville	25%	N=262	53%	N=549	15%	N=154	2%	N=25	5%	N=48	100%	N=1038
Availability of affordable housing	5%	N=50	21%	N=222	36%	N=372	23%	N=234	16%	N=161	100%	N=1039
Ease of public parking	12%	N=127	34%	N=348	36%	N=371	15%	N=154	4%	N=39	100%	N=1040
Ease of travel in Rockville by bicycle	11%	N=112	25%	N=257	23%	N=243	9%	N=98	31%	N=326	100%	N=1035
Ease of travel in Rockville by walking	22%	N=226	40%	N=421	24%	N=255	8%	N=79	6%	N=60	100%	N=1042
Ease of travel in Rockville by transit	21%	N=218	41%	N=429	19%	N=196	4%	N=39	15%	N=161	100%	N=1043
Ease of travel in Rockville by car	25%	N=257	46%	N=478	22%	N=229	5%	N=51	2%	N=23	100%	N=1037
Quality of new residential development	13%	N=134	33%	N=348	17%	N=180	4%	N=39	33%	N=339	100%	N=1039
Quality of new commercial development	14%	N=151	37%	N=389	20%	N=206	4%	N=42	24%	N=255	100%	N=1042
Drinking water quality	23%	N=237	48%	N=500	15%	N=160	5%	N=57	9%	N=91	100%	N=1045
Rockville's natural environment	22%	N=232	54%	N=566	18%	N=189	3%	N=27	3%	N=27	100%	N=1041

Table 34: Question 3

How safe do you feel . . .	Very safe		Reasonably safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know		Total	
Crossing the street in Rockville	18%	N=191	52%	N=546	17%	N=179	9%	N=90	3%	N=34	1%	N=13	100%	N=1053
In your neighborhood during the day	53%	N=553	38%	N=396	7%	N=75	2%	N=18	0%	N=3	0%	N=3	100%	N=1047
In business areas in Rockville during the day	41%	N=430	42%	N=435	11%	N=110	3%	N=29	1%	N=10	3%	N=34	100%	N=1048
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	14%	N=143	42%	N=439	24%	N=250	10%	N=101	3%	N=27	8%	N=84	100%	N=1044

Table 35: Question 4

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Don't know		Total	
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	9%	N=98	22%	N=233	29%	N=301	14%	N=145	24%	N=255	1%	N=16	100%	N=1048
Visited or used a Rockville recreation facility	35%	N=363	24%	N=249	20%	N=209	9%	N=98	10%	N=102	2%	N=23	100%	N=1044
Participated in a Rockville recreation program	53%	N=555	21%	N=215	13%	N=140	4%	N=45	4%	N=46	4%	N=40	100%	N=1041
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th, Car Show)	30%	N=310	37%	N=389	26%	N=272	4%	N=43	2%	N=22	1%	N=15	100%	N=1051

Table 36: Question 5

Have you had phone, in-person or email contact with the City of Rockville during the past 12 months?	Percent	Number
No	57%	N=576
Yes	43%	N=429
Total	100%	N=1005

Table 37: Question 6

What was your impression of City government employees in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Not applicable		Total	
Knowledge	41%	N=169	43%	N=181	11%	N=48	3%	N=12	1%	N=4	1%	N=4	100%	N=418
Courtesy	49%	N=205	38%	N=160	9%	N=38	2%	N=9	0%	N=1	1%	N=4	100%	N=417
Responsiveness	43%	N=177	37%	N=151	13%	N=54	7%	N=27	0%	N=0	1%	N=4	100%	N=413
Overall customer service	43%	N=180	40%	N=168	13%	N=55	2%	N=9	0%	N=0	1%	N=5	100%	N=417

Table 38: Question 7

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycling collection	39%	N=413	41%	N=434	7%	N=75	2%	N=18	10%	N=108	100%	N=1047
Refuse collection	39%	N=403	36%	N=381	8%	N=84	2%	N=21	15%	N=156	100%	N=1044
Yard waste collection	28%	N=289	31%	N=326	9%	N=97	2%	N=17	30%	N=312	100%	N=1040
Leaf pick-up	23%	N=242	35%	N=358	11%	N=114	2%	N=25	29%	N=297	100%	N=1037
Street repairs and maintenance	16%	N=162	44%	N=461	28%	N=289	7%	N=76	5%	N=53	100%	N=1042
Snow and ice removal	19%	N=203	42%	N=438	22%	N=225	7%	N=73	10%	N=105	100%	N=1044
Street sweeping	15%	N=153	37%	N=383	18%	N=185	5%	N=55	25%	N=261	100%	N=1036
Adequacy of street lighting in your neighborhood	17%	N=176	47%	N=494	22%	N=227	12%	N=122	2%	N=23	100%	N=1042
Street light maintenance	17%	N=180	41%	N=431	18%	N=189	8%	N=80	15%	N=162	100%	N=1042
Street tree maintenance	18%	N=185	46%	N=476	19%	N=200	7%	N=72	10%	N=107	100%	N=1040
Sidewalk maintenance	18%	N=183	50%	N=516	21%	N=218	5%	N=52	7%	N=69	100%	N=1037
Water and sewer services	23%	N=243	47%	N=494	14%	N=151	2%	N=23	13%	N=132	100%	N=1042
City of Rockville utility billing	14%	N=144	39%	N=401	20%	N=208	5%	N=55	22%	N=222	100%	N=1030
Building permit process	5%	N=48	14%	N=146	11%	N=110	4%	N=37	67%	N=693	100%	N=1032
Providing planning and zoning information	8%	N=84	22%	N=224	11%	N=112	4%	N=45	55%	N=565	100%	N=1030
Recreation programs	24%	N=244	40%	N=410	10%	N=108	1%	N=9	25%	N=264	100%	N=1035
Recreation facilities	24%	N=247	40%	N=411	9%	N=87	1%	N=6	26%	N=271	100%	N=1022
Athletic fields (such as baseball/softball, soccer or football)	23%	N=232	38%	N=387	9%	N=94	1%	N=15	29%	N=303	100%	N=1031
Playgrounds (play equipment)	24%	N=250	38%	N=397	10%	N=98	1%	N=15	26%	N=272	100%	N=1032
Range of activities available in parks and recreation facilities	21%	N=218	42%	N=436	12%	N=126	1%	N=12	23%	N=236	100%	N=1028
City-sponsored special events	22%	N=226	41%	N=418	11%	N=111	1%	N=12	25%	N=253	100%	N=1020
Appearance of city parks	29%	N=298	50%	N=516	12%	N=120	1%	N=10	8%	N=82	100%	N=1027
Residential property maintenance code enforcement	9%	N=95	27%	N=280	14%	N=146	5%	N=47	45%	N=457	100%	N=1025
Commercial property maintenance code enforcement	8%	N=77	22%	N=221	9%	N=95	3%	N=34	58%	N=590	100%	N=1016
Enforcement of traffic laws by Rockville City Police Department	15%	N=157	41%	N=420	18%	N=183	5%	N=50	21%	N=221	100%	N=1032
Crime prevention efforts	15%	N=151	41%	N=429	14%	N=142	3%	N=28	28%	N=285	100%	N=1036
Overall City of Rockville police services	22%	N=232	44%	N=455	13%	N=131	3%	N=31	18%	N=186	100%	N=1035
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=116	27%	N=277	10%	N=99	2%	N=22	50%	N=517	100%	N=1031
Environmental protection and sustainability initiatives	12%	N=122	30%	N=308	13%	N=130	2%	N=17	43%	N=443	100%	N=1021

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Senior citizen programs and services	15%	N=154	21%	N=211	7%	N=75	1%	N=11	56%	N=578	100%	N=1029
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	18%	N=189	28%	N=286	7%	N=69	1%	N=7	46%	N=477	100%	N=1028
Rockville 11 (cable channel 11) programming	5%	N=51	17%	N=175	9%	N=92	2%	N=20	67%	N=683	100%	N=1021
The City of Rockville's website (www.rockvillemd.gov)	10%	N=98	40%	N=417	17%	N=180	2%	N=22	30%	N=313	100%	N=1029

Table 39: Question 8

Overall, how would you rate the quality of services in Rockville?	Percent	Number
Excellent	22%	N=229
Good	62%	N=633
Fair	13%	N=128
Poor	1%	N=10
Don't know	2%	N=20
Total	100%	N=1019

Table 40: Question 9

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
I receive good value for the city taxes I pay	12%	N=128	43%	N=447	23%	N=234	10%	N=100	2%	N=21	10%	N=109	100%	N=1039
I am pleased with the overall direction that the city government is taking	10%	N=104	43%	N=446	25%	N=253	7%	N=69	1%	N=14	14%	N=142	100%	N=1027
The city welcomes community involvement	16%	N=164	44%	N=456	19%	N=200	3%	N=34	1%	N=9	16%	N=166	100%	N=1029
The city budgeting process is open and understandable to residents	7%	N=73	19%	N=197	24%	N=243	7%	N=72	2%	N=21	40%	N=411	100%	N=1018
The city listens to its residents	9%	N=96	29%	N=293	27%	N=276	5%	N=52	2%	N=18	28%	N=281	100%	N=1016
I am pleased with the overall performance of the City of Rockville's Mayor and Council	10%	N=106	38%	N=396	26%	N=268	5%	N=56	1%	N=14	19%	N=194	100%	N=1034

Table 41: Question 10

Have you used the City of Rockville's website (www.rockvillemd.gov) in the last 12 months?	Percent	Number
No	44%	N=453
Yes	56%	N=578
Total	100%	N=1031

Table 42: Question 11

If you used the City's website in the last 12 months, please rate the following aspects.	Excellent		Good		Fair		Poor		Don't know		Total	
Current information	24%	N=140	58%	N=333	12%	N=71	2%	N=11	3%	N=19	100%	N=573
Appearance	21%	N=119	52%	N=297	22%	N=124	4%	N=21	2%	N=14	100%	N=575
Online services offered	21%	N=122	51%	N=292	17%	N=96	3%	N=16	8%	N=47	100%	N=574
Ease of navigation	16%	N=94	43%	N=245	30%	N=170	9%	N=51	2%	N=14	100%	N=574
Search function	13%	N=75	39%	N=222	27%	N=154	10%	N=58	11%	N=66	100%	N=575

Table 43: Question 12

Please rate your preference for receiving information about the Rockville City government from each of the following sources.	Strongly prefer		Somewhat prefer		Not at all prefer		Total	
City of Rockville's website (www.rockvillemd.gov)	46%	N=449	39%	N=377	15%	N=141	100%	N=967
Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.)	20%	N=199	32%	N=311	48%	N=465	100%	N=975
Rockville Reports online (www.rockvillereports.com)	20%	N=193	45%	N=428	34%	N=327	100%	N=947
Rockville Reports monthly print newsletter	45%	N=450	31%	N=313	24%	N=235	100%	N=998
Rockville 11 (cable channel 11 and/or video on demand)	12%	N=113	31%	N=300	57%	N=555	100%	N=969
Email notifications	36%	N=356	35%	N=337	29%	N=283	100%	N=975
Public meetings	14%	N=139	48%	N=463	38%	N=364	100%	N=966
A civic association/homeowner association newsletter or listserve	25%	N=241	42%	N=408	33%	N=319	100%	N=967
Printed materials (brochures/fliers)	35%	N=345	38%	N=375	27%	N=266	100%	N=986

Table 44: Question 13

Please rate how important, if at all, each of the following is for Rockville to address in the next three years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Access to a recreation center close to my neighborhood	18%	N=181	30%	N=304	28%	N=279	20%	N=199	5%	N=48	100%	N=1011
Access to parkland within a 10 minute walk from home	25%	N=256	32%	N=321	23%	N=228	15%	N=154	5%	N=46	100%	N=1004
Be prepared for unforeseen or natural disasters	36%	N=372	37%	N=373	20%	N=206	4%	N=44	3%	N=26	100%	N=1021
Crime	54%	N=559	31%	N=323	10%	N=98	3%	N=26	2%	N=19	100%	N=1026
Growth and development	33%	N=342	37%	N=383	21%	N=217	6%	N=62	2%	N=18	100%	N=1022
Improve walking paths between neighborhoods	26%	N=269	35%	N=354	26%	N=271	10%	N=100	3%	N=28	100%	N=1021
Increase quality and amount of bike lanes	20%	N=199	25%	N=251	30%	N=305	19%	N=192	7%	N=73	100%	N=1020
Increase availability of online services and data on the city's website	17%	N=174	32%	N=327	33%	N=330	11%	N=112	7%	N=71	100%	N=1014
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	57%	N=584	34%	N=347	8%	N=81	0%	N=4	1%	N=13	100%	N=1028
Neighborhood shopping center revitalization	28%	N=285	34%	N=351	29%	N=299	7%	N=70	1%	N=15	100%	N=1020
Programs that promote sustainability and protect the environment	35%	N=359	38%	N=384	20%	N=208	5%	N=54	1%	N=15	100%	N=1019
Services for seniors and the aging population	25%	N=262	35%	N=360	25%	N=257	6%	N=64	8%	N=87	100%	N=1030
Services for youth	30%	N=303	41%	N=422	18%	N=188	4%	N=39	7%	N=67	100%	N=1020
Services to provide effective and timely communication to residents	31%	N=313	42%	N=430	22%	N=220	3%	N=28	3%	N=27	100%	N=1019
Transportation and traffic congestion	56%	N=579	32%	N=331	10%	N=99	1%	N=9	1%	N=10	100%	N=1028

Table 45: Question 14

In the last 12 months, about how many times, if at all, have you or another household member used bus, Metrorail, MARC train or other public transportation instead of driving?	Percent	Number
2 times a week or more	36%	N=365
2 to 4 times a month	19%	N=195
Once a month or less	29%	N=291
Not at all	16%	N=167
Total	100%	N=1018

Table 46: Question 15 - Ridden a Bicycle

In the last 12 months, about how many times, if at all, have you or another household member: Ridden a bicycle...	2 times a week or more		2 to 4 times a month		Once a month or less		Not at all		Total	
Ridden a bicycle to shop, get a meal or run errands	5%	N=53	7%	N=75	11%	N=109	77%	N=788	100%	N=1025
Ridden a bicycle for commuting	5%	N=52	5%	N=48	5%	N=52	85%	N=856	100%	N=1008
Ridden a bicycle for fun or exercise	11%	N=115	14%	N=146	16%	N=166	58%	N=594	100%	N=1020

Table 47: Question 15 - Walked

In the last 12 months, about how many times, if at all, have you or another household member: Walked...	2 times a week or more		2 to 4 times a month		Once a month or less		Not at all		Total	
Walked to shop, get a meal or run errands	33%	N=346	24%	N=250	18%	N=185	25%	N=254	100%	N=1035
Walked for commuting	23%	N=229	10%	N=106	10%	N=100	57%	N=581	100%	N=1016
Walked for fun or exercise	53%	N=552	25%	N=255	12%	N=120	11%	N=112	100%	N=1038

Table 48: Question 16

Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing?	Percent	Number
No comment made	66%	N=702
Rockville is a great place/good services	5%	N=56
Cost of living and/or tax rates	4%	N=47
Sidewalk repair, road repair, more streetlights	4%	N=47
Parking issues, transportation, bike lanes	4%	N=44
Traffic enforcement, congestion, lights/light timing	4%	N=44
Recycling and Refuse Services, landscaping/outdoor maintenance	4%	N=38
Police services/code enforcement, safety	3%	N=36
Parks, recreation and youth and senior programs	3%	N=34
More/better development, more small businesses/restaurants and less chain businesses, stimulate economic development	3%	N=32
Pedestrian problems or suggestions	3%	N=29
Additional or improvements to city services	3%	N=27
Less development/over building/high density living	2%	N=23
More information/communication from city	2%	N=17
Dissatisfaction with city employees/leaders/government	2%	N=16
Less speed cameras/speed traps	1%	N=15
Cultural/community events	1%	N=11
Other	4%	N=46

Total may exceed 100% as respondents could write-in more than one answer. Verbatim responses can be found in in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 49: Question D1

Respondent length of residency	Percent	Number
2 years or less	19%	N=193
3 to 5 years	19%	N=191
6 to 10 years	17%	N=173
11 to 20 years	21%	N=219
21 years or more	24%	N=251
Total	100%	N=1028

Table 50: Question D2

What best describes your home? Is it a . . .	Percent	Number
One family house detached from any other houses	46%	N=477
A duplex or townhouse	15%	N=157
A building with three or more units	34%	N=356
Other	5%	N=50
Total	100%	N=1041

Table 51: Question D3

Do you rent or own your home?	Percent	Number
Rent	39%	N=410
Own	61%	N=631
Total	100%	N=1041

Table 52: Question D4

About how much is your monthly housing cost for the place you live including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent	Number
Less than \$999 per month	9%	N=91
\$1,000 to \$1,499 per month	16%	N=159
\$1,500 to \$1,999 per month	25%	N=246
\$2,000 to \$2,499 per month	23%	N=233
\$2,500 to \$2,999 per month	11%	N=115
\$3,000 to \$3,499 per month	7%	N=66
\$3,500 or more per month	9%	N=93
Total	100%	N=1004

Table 53: Question D5

Do you have access to the Internet at home, work or school?	Percent	Number
No	4%	N=45
Yes	96%	N=973
Total	100%	N=1018

Table 54: Question D5b

How?	Percent	Number
Mobile device/smart phone	84%	N=819
Laptop computer	82%	N=799
Mobile device/tablet	65%	N=638
Desktop computer	56%	N=551

Total may exceed 100% as respondents could select more than one answer. Asked only of respondents who said they have access to the internet.

Table 55: Question D6

Are you Spanish/Hispanic/Latino?	Percent	Number
No	86%	N=878
Yes	14%	N=145
Total	100%	N=1023

Table 56: Question D7

What is your race?	Percent	Number
White/Caucasian	66%	N=666
Asian or Pacific Islander	22%	N=219
Black or African American	9%	N=90
Other	7%	N=69
American Indian or Alaskan native	1%	N=8

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

Table 57: Question D8

Do you speak a language other than English at home?	Percent	Number
No, English only	60%	N=619
Yes	40%	N=420
Total	100%	N=1038

Table 58: Question D8b

Which language?	Percent	Number
Persian/Farsi	6%	N=21
Spanish	28%	N=107
Chinese	27%	N=102
Korean	7%	N=25
Vietnamese	5%	N=19
Russian	4%	N=14
Other	24%	N=90
Total	100%	N=378

Asked only of respondents who said they speak a language other than English at home. Respondents had the opportunity to write-in an "other" language; these responses can be found in in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 59: Question D9

How well do you speak English?	Percent	Number
Very well	59%	N=245
Well	30%	N=123
Not well	8%	N=34
Not at all	3%	N=10
Total	100%	N=412

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

Table 60: Question D10

What is your gender	Percent	Number
Male	47%	N=479
Female	53%	N=551
Total	100%	N=1030

Table 61: Question D11

In which category is your age?	Percent	Number
18-24 years	3%	N=31
25-34 years	25%	N=254
35-44 years	17%	N=177
45-54 years	21%	N=213
55-64 years	13%	N=135
65-74 years	12%	N=124
75 years or older	9%	N=98
Total	100%	N=1032

Table 62: Question D12

What was your household's total annual income in 2015?	Percent	Number
Less than \$25,000	8%	N=82
\$25,000 to \$49,999	13%	N=125
\$50,000 to \$99,999	27%	N=268
\$100,00 to \$149,999	22%	N=220
\$150,000 to \$199,999	14%	N=133
\$200,000 or more	15%	N=149
Total	100%	N=977

Appendix B: Survey Results by Location within Rockville

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

Table 63: Quality of Life by Geographic Location

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Overall, how would you describe the quality of life in Rockville?	77	79	74	71	76	81	77
How do you rate the overall quality of your neighborhood?	81	77	60	61	74	85	74
How do you rate Rockville as a place to raise children?	81	80	74	68	77	83	77
How do you rate Rockville as a place to retire?	55	58	54	45	54	58	54

Table 64: Ratings of Community Characteristics by Geographic Location

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Sense of community	64	68	65	59	63	65	63
Overall appearance of Rockville	71	69	73	64	68	73	69
Overall image or reputation of Rockville	71	72	71	64	69	73	70
Opportunities to be heard and have a say in what happens in Rockville	60	63	64	57	60	63	60
Opportunities to attend cultural or arts events	68	69	71	69	68	74	69
Health and wellness opportunities in Rockville	69	67	68	66	67	72	67
Openness and acceptance of the community toward people of diverse backgrounds	74	74	78	71	70	77	72
Overall quality of business and service establishments in Rockville	67	66	70	67	72	69	69
Availability of affordable housing	36	36	36	34	40	38	37
Ease of public parking	50	42	41	49	53	48	48
Ease of travel in Rockville by bicycle	51	51	56	52	50	57	51
Ease of travel in Rockville by walking	59	62	65	56	61	63	60
Ease of travel in Rockville by transit	60	62	69	63	69	68	65
Ease of travel in Rockville by car	64	65	64	59	67	65	64
Quality of new residential development	63	56	58	58	63	60	61

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Quality of new commercial development	60	56	56	54	66	60	61
Drinking water quality	65	65	65	61	66	71	65
Rockville's natural environment	64	67	70	66	67	73	66

Table 65: Ratings of Safety by Geographic Location

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Crossing the street in Rockville	69	70	66	65	71	72	69
In your neighborhood during the day	88	85	78	84	85	90	85
In business areas in Rockville during the day	82	80	78	80	83	77	81
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	69	62	62	65	68	62	65

Table 66: City Employee Ratings by Geographic Location

What was your impression of your interactions with the City of Rockville during the past 12 months? (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Knowledge	74	77	79	71	72	78	75
Courtesy	80	82	79	75	77	81	79
Responsiveness	76	73	74	70	71	77	72
Overall customer service	76	76	79	72	75	79	75

Asked only of those respondents who reported having had contact with the City of Rockville in the 12 months prior to the survey.

Table 67: Ratings of City Services by Geographic Location

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Recycling collection	75	73	80	82	77	84	77
Refuse collection	74	74	81	82	77	83	77
Yard waste collection	70	74	76	77	73	82	74
Leaf pick-up	68	70	70	75	69	77	70
Street repairs and maintenance	53	60	62	57	56	66	57

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Snow and ice removal	59	65	58	57	59	73	61
Street sweeping	64	65	54	51	62	66	61
Adequacy of street lighting in your neighborhood	63	59	49	49	58	59	57
Street light maintenance	64	62	54	53	63	62	60
Street tree maintenance	65	63	51	51	64	66	61
Sidewalk maintenance	63	65	59	55	64	66	62
Water and sewer services	68	67	70	63	69	76	68
City of Rockville utility billing	61	55	62	56	60	67	60
Building permit process	56	47	62	43	59	53	53
Providing planning and zoning information	61	58	61	50	64	58	58
Recreation programs	71	73	77	73	69	76	72
Recreation facilities	73	75	80	73	69	80	73
Athletic fields (such as baseball/softball, soccer or football)	73	73	78	71	67	79	72
Playgrounds (play equipment)	72	73	74	70	71	75	72
Range of activities available in parks and recreation facilities	70	68	71	70	68	75	69
City-sponsored special events	70	71	72	71	69	74	71
Appearance of city parks	75	72	76	69	72	76	72
Residential property maintenance code enforcement	65	56	64	48	59	56	58
Commercial property maintenance code enforcement	63	59	64	54	61	58	60
Enforcement of traffic laws by Rockville City Police Department	63	61	62	58	63	64	61
Crime prevention efforts	65	64	62	63	66	67	65
Overall City of Rockville police services	67	68	69	66	70	72	68
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67	67	67	61	67	61	65
Environmental protection and sustainability initiatives	65	64	68	65	64	62	64
Senior citizen programs and services	69	74	71	69	73	71	71
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	70	75	69	73	72	78	73
Rockville 11 (cable channel 11) programming	62	60	65	60	59	55	59
The City of Rockville's website (www.rockvillemd.gov)	60	62	64	58	60	62	61

Table 68: Overall Quality of City Services Rating by Geographic Location

	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	71	71	67	67	68	75	69

Table 69: Public Trust Ratings by Geographic Location

Please rate to what extent you agree or disagree with each of the following statements. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
I receive good value for the city taxes I pay	66	68	62	64	65	68	65
I am pleased with the overall direction that the city government is taking	67	66	64	62	65	69	66
The city welcomes community involvement	73	72	72	71	70	74	71
The city budgeting process is open and understandable to residents	59	62	69	56	59	60	59
The city listens to its residents	64	64	68	61	64	66	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	68	67	66	61	65	68	66

Table 70: Website Quality Ratings by Geographic Location

If you used the City of Rockville's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Current information	67	69	73	70	70	70	70
Appearance	62	61	63	64	64	67	64
Online services offered	66	67	69	64	66	68	66
Ease of navigation	59	55	63	51	54	61	56
Search function	56	47	62	52	53	58	54

Asked only of those respondents who reported having used the City of Rockville's website in the 12 months prior to the survey.

Table 71: Resident Priority Ratings by Geographic Location

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270	City overall
Access to a recreation center close to my neighborhood	46	47	53	49	55	43	50
Access to parkland within a 10 minute walk from home	53	53	59	59	61	53	57
Be prepared for unforeseen or natural disasters	70	66	72	65	72	71	69
Crime	83	75	81	80	80	80	80
Growth and development	70	66	64	67	67	66	67
Improve walking paths between neighborhoods	56	58	65	64	62	55	60
Increase quality and amount of bike lanes	47	45	51	51	54	47	49
Increase availability of online services and data on the city's website	54	55	62	48	53	52	53
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	81	83	87	83	83	87	83
Neighborhood shopping center revitalization	61	63	62	65	59	63	62
Programs that promote sustainability and protect the environment	65	70	76	68	70	70	68
Services for seniors and the aging population	61	63	61	61	62	69	62
Services for youth	66	71	63	67	67	72	68
Services to provide effective and timely communication to residents	67	68	74	66	67	71	68
Transportation and traffic congestion	83	80	82	82	82	80	82

Appendix C: Survey Results by Demographic Subgroups

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

Table 72: Quality of Life Ratings by Demographic Subgroups

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Overall, how would you describe the quality of life in Rockville?	73	80	77	78	75	73	79	73	74	75	82	77
How do you rate the overall quality of your neighborhood?	71	78	75	74	75	72	76	69	73	73	81	74
How do you rate Rockville as a place to raise children?	74	81	77	79	76	76	78	76	74	76	82	77
How do you rate Rockville as a place to retire?	53	56	55	54	55	55	54	60	55	47	55	54

Table 73: Quality of Life Ratings by Demographic Subgroups

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Overall, how would you describe the quality of life in Rockville?	74	79	77	75	79	78	76	77	77	77
How do you rate the overall quality of your neighborhood?	73	74	76	73	76	75	74	75	74	74
How do you rate Rockville as a place to raise children?	76	79	77	76	79	76	79	77	79	77
How do you rate Rockville as a place to retire?	51	50	61	53	57	51	60	54	57	54

Table 74: Community Characteristics by Demographic Subgroups

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Sense of community	61	66	65	65	62	62	65	65	62	60	67	63
Overall appearance of Rockville	67	71	69	69	69	70	69	72	69	65	69	69
Overall image or reputation of Rockville	68	71	70	69	71	72	69	74	68	67	71	70
Opportunities to be heard and have a say in what happens in Rockville	59	60	63	62	59	59	61	61	60	57	63	60
Opportunities to attend cultural or arts events	65	70	74	72	66	66	71	70	66	68	72	69
Health and wellness opportunities in Rockville	65	69	69	69	66	66	68	68	64	67	72	67
Openness and acceptance of the community toward people of diverse backgrounds	72	75	71	75	71	71	74	70	66	74	80	72
Overall quality of business and service establishments in Rockville	67	71	67	68	69	71	67	71	66	69	71	69
Availability of affordable housing	33	38	38	39	35	33	40	37	35	31	43	37
Ease of public parking	49	50	43	47	49	51	47	49	49	46	51	48
Ease of travel in Rockville by bicycle	48	52	56	53	50	49	53	53	49	47	54	51
Ease of travel in Rockville by walking	59	60	63	62	60	61	60	66	58	57	61	60
Ease of travel in Rockville by transit	65	66	63	65	65	68	63	70	64	63	64	65
Ease of travel in Rockville by car	66	66	59	62	66	69	62	68	62	65	65	64
Quality of new residential development	61	62	59	59	62	64	59	63	62	59	61	61
Quality of new commercial development	60	64	58	59	62	65	59	63	61	58	63	61
Drinking water quality	60	67	70	69	63	60	69	64	62	64	71	65
Rockville's natural environment	66	66	68	69	64	65	68	68	64	63	69	66

Table 75: Community Characteristics by Demographic Subgroups

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Sense of community	61	64	66	61	66	63	65	63	67	63
Overall appearance of Rockville	68	70	69	67	71	69	70	68	73	69
Overall image or reputation of Rockville	68	72	70	69	71	68	73	70	73	70
Opportunities to be heard and have a say in what happens in Rockville	53	62	64	59	62	62	58	61	59	60
Opportunities to attend cultural or arts events	63	71	72	67	71	71	67	70	65	69
Health and wellness opportunities in Rockville	65	68	70	66	69	69	66	69	62	67
Openness and acceptance of the community toward people of diverse backgrounds	73	74	72	72	73	75	71	74	67	72
Overall quality of business and service establishments in Rockville	71	69	66	67	70	69	69	68	73	69
Availability of affordable housing	34	36	40	35	38	36	38	36	37	37
Ease of public parking	49	51	45	47	50	48	50	49	46	48
Ease of travel in Rockville by bicycle	48	53	51	50	53	51	51	52	50	51
Ease of travel in Rockville by walking	58	63	61	60	61	59	63	60	61	60
Ease of travel in Rockville by transit	65	67	63	63	67	64	66	65	65	65
Ease of travel in Rockville by car	68	65	61	62	67	61	70	64	68	64
Quality of new residential development	60	64	59	59	63	61	62	61	59	61
Quality of new commercial development	63	62	59	60	62	60	63	60	63	61
Drinking water quality	62	67	66	67	65	67	63	66	64	65
Rockville's natural environment	65	66	67	64	68	67	65	66	66	66

Table 76: Safety Ratings by Demographic Subgroups

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Crossing the street in Rockville	70	67	69	68	69	69	68	70	68	69	68	69
In your neighborhood during the day	86	85	85	86	85	84	86	81	86	86	88	85
In business areas in Rockville during the day	84	79	79	80	82	82	80	78	82	83	82	81
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	68	63	63	63	67	68	63	65	68	66	61	65

Table 77: Safety Ratings by Demographic Subgroups

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Crossing the street in Rockville	70	68	68	67	70	69	69	69	66	69
In your neighborhood during the day	89	85	83	85	86	88	82	86	81	85
In business areas in Rockville during the day	86	82	76	81	82	83	79	82	77	81
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	68	64	64	66	65	65	66	66	61	65

Table 78: City Employee Ratings by Demographic Subgroups

What was your impression of your interactions with the City of Rockville during the past 12 months? (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Knowledge	75	74	75	76	71	75	74	76	73	74	76	75
Courtesy	79	78	79	79	78	81	78	79	76	76	81	79
Responsiveness	72	73	71	74	69	74	72	71	72	70	75	72
Overall customer service	76	76	73	76	73	77	75	78	73	74	77	75

Asked only of those respondents who reported having had contact with the City of Rockville in the 12 months prior to the survey.

Table 79: City Employee Ratings by Demographic Subgroups

What was your impression of your interactions with the City of Rockville during the past 12 months? (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Knowledge	69	78	74	75	75	75	73	74	79	75
Courtesy	73	81	80	79	79	80	75	79	80	79
Responsiveness	65	76	72	73	72	74	70	73	72	72
Overall customer service	72	78	74	76	75	77	73	75	77	75

Asked only of those respondents who reported having had contact with the City of Rockville in the 12 months prior to the survey.

Table 80: Service Ratings by Demographic Subgroups

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Recycling collection	73	79	81	82	73	72	80	73	77	77	82	77
Refuse collection	73	78	82	83	71	71	80	71	77	76	82	77
Yard waste collection	71	74	78	78	67	69	76	67	73	74	79	74
Leaf pick-up	68	70	74	75	64	66	72	65	70	67	75	70
Street repairs and maintenance	54	57	61	60	54	55	59	56	58	55	59	57
Snow and ice removal	55	62	66	65	57	55	64	56	59	58	67	61
Street sweeping	63	61	58	58	63	64	59	56	62	63	61	61
Adequacy of street lighting in your neighborhood	56	58	58	53	60	61	55	55	57	58	58	57
Street light maintenance	62	59	60	58	62	64	58	59	60	61	62	60
Street tree maintenance	63	62	57	57	65	66	58	58	61	63	62	61
Sidewalk maintenance	62	62	61	61	63	64	61	58	61	64	65	62
Water and sewer services	66	69	73	70	67	67	69	64	65	69	73	68
City of Rockville utility billing	59	61	60	62	56	56	61	56	56	57	67	60
Building permit process	55	54	49	52	55	57	52	57	50	52	56	53
Providing planning and zoning information	58	60	56	57	59	59	58	57	57	58	63	58
Recreation programs	67	73	77	76	68	68	74	68	70	70	77	72

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Recreation facilities	70	74	78	76	70	70	75	70	72	71	78	73
Athletic fields (such as baseball/softball, soccer or football)	70	73	74	74	70	69	73	70	65	73	77	72
Playgrounds (play equipment)	72	72	73	75	69	71	73	67	69	72	77	72
Range of activities available in parks and recreation facilities	66	70	75	73	66	66	71	65	66	69	75	69
City-sponsored special events	67	72	74	73	68	67	72	69	66	71	75	71
Appearance of city parks	72	73	74	74	71	70	74	70	69	71	76	72
Residential property maintenance code enforcement	63	58	54	56	61	63	56	60	58	54	60	58
Commercial property maintenance code enforcement	62	60	57	60	60	62	59	64	55	60	62	60
Enforcement of traffic laws by Rockville City Police Department	60	63	63	62	62	60	62	65	59	58	64	61
Crime prevention efforts	63	66	67	65	65	64	65	65	63	63	67	65
Overall City of Rockville police services	64	70	72	70	67	66	69	68	67	65	71	68
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66	65	65	63	67	68	63	72	60	61	67	65
Environmental protection and sustainability initiatives	65	64	65	64	64	65	64	66	61	64	67	64
Senior citizen programs and services	68	72	73	73	68	69	71	72	67	71	75	71
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	69	75	76	76	70	71	74	72	72	71	76	73
Rockville 11 (cable channel 11) programming	53	64	58	60	57	56	60	62	55	59	60	59
The City of Rockville's website (www.rockvillemd.gov)	58	63	62	61	61	61	61	66	59	61	60	61

Table 81: Service Ratings by Demographic Subgroups

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Recycling collection	76	78	78	76	79	81	73	78	75	77
Refuse collection	75	78	78	76	79	81	72	78	74	77
Yard waste collection	73	75	74	72	76	79	67	75	70	74
Leaf pick-up	70	71	69	67	73	74	64	71	66	70
Street repairs and maintenance	53	58	60	57	58	58	56	57	59	57
Snow and ice removal	57	61	63	60	62	63	58	61	59	61
Street sweeping	65	60	59	59	62	61	60	60	63	61
Adequacy of street lighting in your neighborhood	58	55	59	57	58	58	57	58	50	57
Street light maintenance	65	57	61	59	62	61	60	61	55	60
Street tree maintenance	66	61	59	60	63	61	61	61	60	61
Sidewalk maintenance	64	64	59	62	63	62	63	62	65	62
Water and sewer services	67	69	69	68	69	70	66	69	67	68
City of Rockville utility billing	61	59	61	59	61	62	56	60	59	60
Building permit process	57	54	51	52	55	52	55	53	57	53
Providing planning and zoning information	59	61	56	57	60	61	56	59	55	58
Recreation programs	68	74	73	70	74	74	69	72	74	72
Recreation facilities	72	75	73	72	75	76	70	73	75	73
Athletic fields (such as baseball/softball, soccer or football)	71	72	72	71	73	74	67	72	74	72
Playgrounds (play equipment)	73	73	70	70	74	76	67	72	72	72
Range of activities available in parks and recreation facilities	67	71	70	67	72	72	65	70	70	69
City-sponsored special events	70	72	71	69	73	73	67	70	73	71
Appearance of city parks	72	73	72	71	74	75	68	73	70	72
Residential property maintenance code enforcement	64	59	54	57	60	57	61	57	64	58
Commercial property maintenance code enforcement	66	60	56	60	61	60	60	59	66	60
Enforcement of traffic laws by Rockville City Police Department	61	62	62	60	63	62	61	62	61	61
Crime prevention efforts	66	65	64	67	64	66	63	65	66	65
Overall City of Rockville police services	65	69	69	68	69	70	65	68	70	68
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	70	64	63	66	64	66	65	65	64	65

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Environmental protection and sustainability initiatives	67	64	63	65	64	66	62	64	66	64
Senior citizen programs and services	70	72	71	70	72	74	67	71	73	71
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	68	76	73	70	76	77	70	73	77	73
Rockville 11 (cable channel 11) programming	53	60	59	57	60	61	56	56	69	59
The City of Rockville's website (www.rockvillemd.gov)	57	62	62	59	63	61	61	60	65	61

Table 82: Overall Quality of City Services Rating by Demographic Subgroups

Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Overall, how would you rate the quality of services in Rockville?	66	72	71	72	68	67	71	67	66	70	74	69

Table 83: Overall Quality of City Services Rating by Demographic Subgroups

Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Overall, how would you rate the quality of services in Rockville?	67	71	70	68	71	71	68	70	70	69

Table 84: Public Trust Ratings by Demographic Subgroups

Please rate to what extent you agree or disagree with each of the following statements. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
I receive good value for the city taxes I pay	64	67	65	66	65	67	65	66	62	64	70	65
I am pleased with the overall direction that the city government is taking	68	66	64	65	67	68	65	69	63	64	69	66
The city welcomes community involvement	70	72	72	72	71	71	71	73	68	70	74	71
The city budgeting process is open and understandable to residents	58	60	61	61	58	60	60	61	56	59	62	59
The city listens to its residents	65	64	63	65	63	64	64	63	62	64	67	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	65	66	65	65	66	66	66	68	63	65	68	66

Table 85: Public Trust Ratings by Demographic Subgroups

Please rate to what extent you agree or disagree with each of the following statements. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
I receive good value for the city taxes I pay	64	66	66	64	68	66	65	65	67	65
I am pleased with the overall direction that the city government is taking	66	68	64	66	67	65	68	66	69	66
The city welcomes community involvement	70	73	71	69	73	72	71	72	70	71
The city budgeting process is open and understandable to residents	53	62	61	58	61	59	62	60	61	59
The city listens to its residents	64	64	63	64	64	65	63	65	60	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	63	67	66	65	67	66	67	66	65	66

Table 86: Website Quality Ratings by Demographic Subgroups

If you used the City of Rockville’s website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Current information	70	69	70	70	69	73	68	75	69	68	70	70
Appearance	60	64	69	65	62	66	63	65	66	63	62	64
Online services offered	64	68	67	68	64	65	67	73	65	62	68	66
Ease of navigation	55	57	56	56	57	60	54	67	57	51	55	56
Search function	53	55	54	53	55	57	52	65	56	50	51	54

Asked only of those respondents who reported having used the City of Rockville’s website in the 12 months prior to the survey.

Table 87: Website Quality Ratings by Demographic Subgroups

If you used the City of Rockville’s website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Current information	72	69	70	69	71	69	71	69	74	70
Appearance	58	64	70	62	66	65	63	63	70	64
Online services offered	64	67	69	66	68	66	67	65	73	66
Ease of navigation	53	56	60	54	58	55	58	55	63	56
Search function	49	55	57	50	58	53	55	52	65	54

Asked only of those respondents who reported having used the City of Rockville’s website in the 12 months prior to the survey.

Table 88: Resident Priority Ratings by Demographic Subgroups

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Access to a recreation center close to my neighborhood	49	51	48	49	50	52	48	59	52	44	47	50
Access to parkland within a 10 minute walk from home	61	55	54	56	58	61	54	60	60	56	54	57
Be prepared for unforeseen or natural disasters	67	71	70	69	70	71	69	76	70	69	65	69
Crime	79	83	78	80	80	79	81	81	78	79	82	80
Growth and development	67	68	66	67	67	66	68	68	63	67	70	67
Improve walking paths between neighborhoods	63	60	57	60	60	62	59	62	63	58	59	60
Increase quality and amount of bike lanes	56	48	41	49	50	55	46	54	53	47	49	49
Increase availability of online services and data on the city's website	57	54	48	52	54	56	52	57	50	55	53	53
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	82	84	83	85	82	81	84	80	79	88	85	83
Neighborhood shopping center revitalization	60	64	63	63	60	58	64	62	56	64	65	62
Programs that promote sustainability and protect the environment	71	66	68	68	68	70	67	71	70	67	65	68
Services for seniors and the aging population	56	64	70	63	62	60	63	70	64	59	56	62
Services for youth	65	70	70	69	67	68	68	69	68	68	68	68
Services to provide effective and timely communication to residents	64	70	72	70	67	64	71	72	67	67	67	68
Transportation and traffic congestion	82	83	81	81	83	81	82	81	82	83	82	82

Table 89: Resident Priority Ratings by Demographic Subgroups

Please rate how important, if at all, each of the following is for Rockville to address in the next three years: (Average rating on 100-point scale (0=not at all important, 100=essential))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Access to a recreation center close to my neighborhood	49	52	48	46	53	44	59	48	60	50
Access to parkland within a 10 minute walk from home	62	57	52	54	60	54	62	56	65	57
Be prepared for unforeseen or natural disasters	65	69	73	62	76	67	74	69	73	69
Crime	75	84	80	76	84	78	84	80	81	80
Growth and development	67	68	65	67	67	64	72	67	66	67
Improve walking paths between neighborhoods	61	62	57	56	63	56	66	59	66	60
Increase quality and amount of bike lanes	53	52	44	47	52	47	53	47	65	49
Increase availability of online services and data on the city's website	54	58	46	54	53	49	60	52	61	53
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	82	84	83	82	83	85	80	83	82	83
Neighborhood shopping center revitalization	60	63	61	60	63	61	63	61	63	62
Programs that promote sustainability and protect the environment	69	68	68	65	71	68	70	68	71	68
Services for seniors and the aging population	50	59	75	57	67	60	65	61	69	62
Services for youth	63	71	70	64	72	66	71	67	75	68
Services to provide effective and timely communication to residents	62	69	72	66	70	66	71	67	75	68
Transportation and traffic congestion	82	83	81	80	84	82	81	82	82	82

Appendix D: Verbatim Responses to Open-ended Survey Questions

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

Question 16: Do you have any additional comments about the services provided by the city or the job that the City of Rockville is doing?

- ◆ (Development looks good but is very dense. High density everywhere. Many new buildings (office & apartment)). Very heavy traffic. I really enjoy all the multi-cultural offerings. Overall, a great place to live!
- ◆ 1) I live in the Town Center area and I like it. Mostly safe, attractive, convenient, police are around without being overbearing. 2) I don't like people in Town Center area asking me for money. 3) I don't like homeless people in the library or sitting in Dawson's while I'm eating there. I don't like some of the people I see who hang around.
- ◆ 1) If bike lanes are to be implemented it is essential that they are their own lanes. Bikes that are able to travel on any given road is a hazard! A danger to the rider and car - we are not.
- ◆ 1) Make the information of service to youth more clear or make more programs. We did not find suitable swimming program for my kid (age six-beginner). 2) The living/housing is somehow expensive.
- ◆ 1) My kids love the parks. 2) More affordable housing.
- ◆ 1) Please do not make Rockville a sanctuary city. We cannot afford to let illegal persons to destroy our way of life. Laws must be obeyed. 2) Recycling does not appear to be consistent throughout Rockville. Why? It should be clarified.
- ◆ 1) Rent events real increasing this is the main problem. 2) Ride on bus, service is worst, always they never work properly, some people paid and some people never paid.
- ◆ 1) Rockville does not enforce cars yielding to pedestrians in cross walks. 2) Bicycle use is a hazard to pedestrians - they do not yield to pedestrians on sidewalks or on streets.
- ◆ 1) Rockville is much too build up and quality of life is in decline. Too much noise & traffic. 2) I am disabled and cannot walk much which is the reason for answers. 3) One of the best police forces in the country.
- ◆ 1) Street sweeping to be increased. 2) Clean bus stop trash more often.
- ◆ 1) Terrible management of Rockville Glenola Park, Natural area (about 2000 sq ft). This area is located at the end of Dundee Rd (close to Wootton Parkway) across the street is Dundee Ct. This area is the north-east part, has more than 20 trees and is adjacent to the backyards of five townhouses. In the past 21 years, the Rockville City Government has never done any cleaning or trimming work for the area. Hundreds of branches and twigs spread everywhere. Thick heaps of leaves and branches utterly putrid and cause a lot of termites that attacked the houses, owners of the houses had to cost hundreds of dollars to lure persons to do cleaning and thousands dollars to kill the termites.
- ◆ 1) The street on which I live is hilly & windy. The city have permitted parking on each side of the street for long cars to travel in the middle a dangerous situation. Poor decision on the city's part. 2) I would like to see better enforcement of the residential property mainetnace codes. Abandoned vehicles and junk should not be permitted to left on property and the houses should not be permitted to fall into decay due to lack of external maintenance. Yearly property inspection recommended! The character of the community should not be allowed to be changed by allowing investors to buy up and destroy foreclosed houses and build monster houses in communities which are made up of smaller single level or modest sized homes. Developers should not be allowed to buy a property that has been foreclosed on, destroy (teardown) the house and leave the property un-developed for many

months or perhaps yrs. They should stand to have the property taken over by the city if they simply leave a mess and don't develop the property in a reasonable number of months.

- ◆ 1) Wish Rockville City has more high rises like Bethesda. Feel sorry for the small business stores closed due to lack of business. 2) Pls fix the small unevenness/Southbound on 355 between West Gude Dr lane before College Gordon Plaza.
- ◆ A better job is needed on maintaining street lights: Replacing burnt-out light bulbs, clearing trees branches around the lights so the lights are effect in providing light!
- ◆ A) Sidewalk repairs poorly done & poorly inspected. B) Cost increases post-2008 not sustainable. C) Infrastructure repairs good, need better inspection.
- ◆ Add speed cameras to residential roads.
- ◆ Address the traffic congestion along 355 during rush hour & weekends.
- ◆ Affordable housing for working families is essential but not addressed by city. MPDU's are not the answer. Apartments are not the answer. Low income housing is not the answer. Need for smaller houses and apartments for families.
- ◆ All these new apt. complexes are not affordable for average employee. Please do not put in bike lanes - like Bethesda has done.... will only add to traffic congestion - very few bicycles to spend the \$ bike lanes.
- ◆ Allow the reconstruction of old housing stock into new housing units.
- ◆ Although I am a senior, and do not partake of many of the opportunities available to me, I know many who do I read about all that is offered & my experiences always while going to & from places always makes me happy & proud to be in Rockville.
- ◆ Annoyed by number and aggressiveness of red-light spreading cameras. Too many new 'luxury' apartment complexes; too little affordable apartment & single-family homes. Most of my co-workers have left Rockville for cheaper housing in Frederick.
- ◆ Anything you can do to help improve Metro service, and to fight/prevent crime are good.
- ◆ Appreciate the service, please keep up the good work.
- ◆ As you can tell from this survey, we are very happy to be living in Rockville and love all of the wonderful and diverse opportunities that are available. I grew up in Rockville and have to say that living in Rockville now is much more exciting than it was when I was a kid. We love being able to walk to town center and enjoy the library (what a gem!), restaurants, gym, ice rink, Starbucks, and shops. We look forward to hometown holidays, the Rockville run, and the music and arts festivals held throughout th year. (We do miss the summer movies that used to be held in the summer.) In addition, my kids love all the opportunities available through your recreational classes, especially the basketball, tennis, swim, and ballet classes. (While Ms. Claudia Mangan is greatly missed, the Rockville Civic Ballet looks like it is under very capable leadership.) The teachers have been dedicated and impressive, and they have taught my kids so much. There is so much variety for all ages and skill levels, which is much appreciated. Of course growth can be a concern, but it seems to be carefully managed. There are a few intersections that seem to need a left turn signal due to increased traffic (Beall and N. Washington St; Maryland Ave and E. Jefferson St). Also, I sometimes walk to the gym in town center before 7 am (while it's still dark), and I often see people sleeping on the benches right in town square (next to the ice rink). I know we have a homeless shelter for women at the church on Harrison St, but are there options for homeless men to have a place nearby to sleep esp as the weather gets colder? Thanks for the opportunity to complete this survey!
- ◆ Baltimore Road is in serious disrepair. It has not been completely milled & repaired in over 10 years. It is dangerous during inclement weather, and wear & tear on vehicles is not good! Please do something about it, I've made several calls over the years.
- ◆ Because of the huge difference in age groups, I feel that City Hall could have better mediation opportunities if needed. Rockville, is mainly retired people over age of 70 years.
- ◆ Better code enforcement in residential neighborhoods.
- ◆ Better monitoring of intersections (& traffic lights) during rush hour - particularly Hurley Ave/Rt 28 intersection. Traffic control on residential streets used as cut offs when 270 is gridlocked.
- ◆ Bike lanes too narrow & dangerous.
- ◆ Bike stolen from house.

- ◆ Biking facilities are good, but due to hills & bridges, not easy to use by bike with children in carriage behind. Some connection points are too steep. Lack of light to be safe on a bike in the evening.
- ◆ Bring the 4th of July fireworks to Montgomery College or Town Center.
- ◆ Can not apply for indoor recycling boxes
- ◆ Can't believe what Rockville is doing to stream in Dogwood Park - the pooling will be a mosquito breeding ground - awful.
- ◆ City council should stop regulating things for "political gain" and "bragging rights" as Berliner & Rice described the ill-conceived Radon Legislation & stop lying to public i.e. recordation taxes are going to schools.
- ◆ City of Rockville and police, fire, EMS department are providing excellent service to Rockville residents.
- ◆ City of Rockville services - rock!
- ◆ Code enforcement is nothing more than a way to generate another tax and they are focused on all of the wrong things. It is generally perceived as a group that exists to harass residents over ridiculous issues and not focused on the things that matter most.
- ◆ Concerned about the new sidewalk at Falls & Wootton that it narrows fall road considerably. Will the road be widened.
- ◆ Concerned re: BRT on Veirs Mill Rd - Metrobus ridership is down - 1/2 full buses most of the day - Why do we need to pay for another bus line that no one uses?
- ◆ Continue to keep the great services and community in great quality. Rockville is providing an excellent environment to reside in. Thank you!!
- ◆ Continued on back. Would like to see some street lights on path leading down to Maryvale Park. Very dark, and unsafe with overgrown vegetation which needs to be cleaned up.
- ◆ Cost of water & refuse is very high, a real burden for seniors - & parking for library - possibly a separate specific area.
- ◆ Courses/class for seniors. More social opportunities for seniors e.g, game nights, movie nights.
- ◆ Cross walks are very dangerous, you are make crossing roads, dangerous by putting in the cross lights & bike paths. You are spending a lot of my tax money for a few. Never see anyone riding bikes on paths.
- ◆ Crosswalks - especially 355 & College Pkwy - very dangerous. Move it to north side of intersection. 355 & Shady Grove - should have 2 lanes to turn N on Shady Grove from South - would free up traffic for at least one mile.
- ◆ Crothers Lane has ditches between edges of sidewalks & grass. These need to be filled in with dirt to avoid sprained ankles, etc. Vacant house on Crothers Lane with plants growing into windows (807 Crothers Lane?).
- ◆ Cut the weed vines of the trees along the creeks.
- ◆ Deer present a health risk destroy flora & fauna cause accidents. When will you call the herd. I noticed nothing on the new animal regs, talk about them - they are a problem!!!
- ◆ Despite having a wonderful, wide bike path along Wootton Pkwy, cyclists prefer to ride on the road - and as a driver it's difficult to share the road as it is now - moving over isn't always that simple.
- ◆ Do not invest anymore in bike lanes. Cops enforce traffic laws on bike riders. Let development sort itself out, including housing prices.
- ◆ Do not like that water services are almost like a private corporation.
- ◆ Do to keep up - attention to road maintenance. Try to reduce or maintain taxes for property.
- ◆ Don't have a bike, but plan to begin biking next spring.
- ◆ East Rockville needs love and support from the city. Regular street sweepings and litter control can go a long way. Our neighbor has very unsafe intersections and is in need of more lighting. I have asked the city to address such issues in the past, but have gotten no response. I have also tried to become involved with local work by applying to serve on the landlord/tenant committee. I sent in an application and called and left a message 3 times to follow up, but not one called me back. I know that this committee is not full, and is in need of volunteers, yet when one does, the city doesn't make the basic effort to call them back.
- ◆ Empty commercial spaces are a blight in King Farm structure taxes and incentives to keep these doors open - rent gouging is the problem.

- ◆ Essential you keep the neighborhood outreach program functioning
- ◆ Everything is fine.
- ◆ Excellent.
- ◆ Excellent.
- ◆ Focus on things that are important - forget backyard chickens, fertilizer (Micromanaging people's lives). Lets support those in the country legally!
- ◆ From permitting & planning to police Rockville employees are great.
- ◆ Gaithersburg cleans Rockville's clock when it comes to economic development, restaurants and shopping choices. Much easier to shop, live and eat at Rio, the Kentlands and Crown. Also, the fact that the Rockshire shopping center can sit empty with no proactive involvement from the city government or mayor and council is a disgrace. Council needs to attract people who understand economic development and business.
- ◆ Generally, city has good services which are taxed for. However, state & county have poor track record of contract management (Silver Spring bus transit center & state ACA website) - not sure city much better. I'll start voting against incumbents for that reason. Mayor & council cater to developers too much. Traffic horrible & drivers worse (biking risky), but keep cramming in more condos without addressing traffic/transit needs & schools for kids.
- ◆ Get rid of red light and speed cameras. stop wasting ticket money.
- ◆ Get rid of the speed cameras. It is not safe if drivers are watching their speed meters and not the road.
- ◆ Good on picking up the waste.
- ◆ Great city. Reside since 1981.
- ◆ Great job City Hall. # 111 Maryland, form very important of volunteering ideas to channel #11 spech given on t.v. of improvements V.P.
- ◆ Great volunteer / admire how Rockville is expanding to meet population demands, and modernizing with the times. I'd like to see more paper invites for free downtown concerts.
- ◆ Growth and lack of school facilities most important issue. There needs to be funding for schools prior to any more building of housing.
- ◆ have lived here for almost 30 years and am overall satisfied and happy here. I would prefer and requested more neighborhood lighting without success. I even offered to pay for intallation and would allow the street lighting in front of my home. Very very dark cul de sac and not safe at night. the only other negative is the retrictions on allowing home improvement due to variances, though I understand the reasons for rules and guidelines--but sometimes they are too sttringent to the deficit of quality of life and beautification. Aside from that the City offers many activities and opportunities for the community as a whole.
- ◆ Having lived here for over 12 years, it feels like the real estate taxes increase at an extremely high rate compared to increases in resident's wages. The fire hydrants could use some painting in the fallsgrove community. Took probably years to patch the huge pot holes leading to the fallsgrove shopping center and still doesn't appear to address the intersection after the shopping center leading into the community. Its extremely dangerous to cross the intersections around the fallsgrove shopping center with the heavy traffic of which much of it never stops at the stop signs. Annual refuse cost have sky rocketed even though service was reduced to once a week and appear to be much higher than local neighborhoods outside of Rockville. The Thomas Farm communtiy center, open space, playgrounds and trails are great features, some dog waste enforcement (dog owners in the fallsgrove condos and apartment residents) would be nice as along the trails its littered with dog waste and I've seen several dog owners pick up the waste only to chuck the bag of dog waste into the woods.
- ◆ Hired retired senior citizen.
- ◆ Hope there are more opportunities to minority or foreigners. (Job...).
- ◆ Hope to get more information of looking for jobs.
- ◆ Housing code/inspection - very lacking; several houses in neighborhood have more than 4 unreacted adults/children living in residences. Seem not understand trash and appearance rules I have reported that to the city - Response not effective

- ◆ How about some more police presence in residential neighborhoods? Not just the high crime areas, but in all neighborhoods. It would be nice to see a police car routinely driving on our street a few times a month.
- ◆ I am concerned about how much tax payer money was spent on i.e. doing the circle in front of the Rockville court house. Construction seems to have been going on for months or may be a year. What was done?
- ◆ I am overall pleased, however recycling program is confusing and congestion has become unbearable and Metro is worse.
- ◆ I believe that the City of Rockville gets B+ for effort. However, I believe that the city has become very adverse to cars use...parking needs to be addressed. People still need to drive cars!! The cameras for completely stopping at the white line in the streets is unfair, running red lights and speeding yes, but not the other one...It seems like Rockville is trying to make money off cameras...the government should not be in the business of making money. More needs to be done in terms of ridding the city of weeds and keeping the planted areas maintained. I personally tried to speak with a manager/supervisor who was tending to a park area but the issue with the plants were never addressed. Applications to Rockville City jobs goes unanswered and I have no idea what criteria is used. I personally have applied to several position and have never got an interview even though I am qualified, add to the diversity of the applicant pool and volunteer in Rockville. I have lived in Montgomery County for over 25 years! Additionally, I tried to call your Human Resources department and got no response. I find this all very frustrating. Feel free to contact me at [REDACTED] if you have any questions.
- ◆ I believe the survey should include questions related to pets, enforcement of licensing and waste disposal, accessibility of dog parks, and similar pet related issues.
- ◆ I do not get the Rockville TV channel! Housing cost are a major issue, not for me but for most people. Crime is also an issue in Rockville.
- ◆ I do not know if RV police follow the national trend to militarization. If they do it stop, here and in the county.
- ◆ I do not like in MD - so commercial & few large green areas. If I could afford it I would return to VA.
- ◆ I don't have children but I'm very proud that Rockville invests so much attention in sports programs, etc. for the well-being of "kids".
- ◆ I find that the City staff are dedicated and very responsive. I think that in terms of City power, democracy can be strengthened through implementing such measures as single runoff voting and neighborhood representation.
- ◆ I find yearly apartment inspections a serious violation of my privacy. I am furious I must let in inspectors.
- ◆ I have a park behind my house, and are within 10 minutes of both the Rockville Swim Center and the Thomas Farm Community Center - hence my answers to the 1st two items in question #13.
- ◆ I have lived for more than 43 years in the city. I am an octogenarian. Rents increases for older seniors must be monitored closely. Cells costs/quality also must be monitored closely. A circular bus service from Metro should be considered.
- ◆ I like Rockville a lot. Excellent services, good community. I know a lot of my neighbors, lots of kids & diverse population. I miss the Rockville gazette!
- ◆ I like the new center lines on the Rockville trail. Thank you. Why are there no lines painted between Henslowe and Edmonston?
- ◆ I live a condominium that is under the MPDU program. But due to constant increases in my condo fee, it is not MPDU, my condo fee will soon be more than my mortgage. There should be a cap on the condo fees for this program.
- ◆ I live in a rental complex and feel detached from any Rockville services. Taxes are paid by the corporate entity, but services seem less than tailor made -- I feel as though our residents do not count. Thank you
- ◆ I live in a Retirement Community and do not use most of the above items.
- ◆ I live in a senior facility.
- ◆ I live in East Rockville, and it seems to be neglected/ignored compared to the "nicer" parts of the city. All city residents should receive the same services/quality of life regardless of income.

- ◆ I lived in Mont. Co.(not Rockville) from 3 yrs to 25 yrs of age. I moved to Rockville (part time) 5 years ago so my answers are based on no full time experience.
- ◆ I love everything about Rockville except for the rude recreation secretary, [REDACTED] and the water billing website.
- ◆ I love Rockville - I've been here for 42 yrs.
- ◆ I love Rockville but you need to control the growth and stop apartments & we need more green space.
- ◆ I love Rockville. I greatly appreciate the trash, leaf pickup & the great snow removal in my neighborhood. So much better than just a few blocks away in Potomac.
- ◆ I love the parks and hope Rockville continues to support the parks. Would like to see more and better maintained bike paths to connect Shady Grove to Twinbrook.
- ◆ I need more informations and more services for city.
- ◆ I need more lights in my area. King Farm needs a decent fast food joint and a coffee shop. Road cleanliness and maintenance is missing.
- ◆ I probable notice Montgomery County services more than Rockville.
- ◆ I really appreciate the way the parks, landscaping and streets are well maintained and clear. Rockville, is also a safe place to live. Thank you for doing a great job!
- ◆ I resent city of Rockville's refuse costs being placed on my mortgage the government has no right to my personal business.
- ◆ I resent having my refuse bill attached to my mortgage. That's government interference in my business.
- ◆ I see police cars hiding in parking lots at night time, I mean hiding.
- ◆ I see that work is being done on the roads, but it's not keeping up with demand, which is damaging my car. New roads or bypass-type highways need to be built to relieve traffic, especially with no good East-West roads. Why not widen Randolph Rd or make it an interstate type highway?
- ◆ I support the city clearing sidewalks of snow. I support a moratorium on future growth.
- ◆ I think the fees at the Senior Center are too high, I am a widow, and live on a tight budget. I am borderline at qualifying for financial help to pay for the classes. So I have to pick and choose, so I do not do the paid classes.
- ◆ I think the fields are closed for weather reasons too easily. I have golfed on those days and the field is dry.
- ◆ I think the revitalization efforts are key to continuing to make Rockville a wonderful community to live in. Law enforcement is crucial to keeping our community center safe, especially around the Rockville metro station and even now in the Rockville towncenter. The Rockville town center does not seem as safe as it once had. It's also important to have a greater focus on zoning to make sure the commercial businesses and residential properties are adhering to the set standards. We currently live near a ommercial property where they have essentially destroyed the appearance of landscaping in a residential neighborhood. Property values have declined because of it.
- ◆ I think the Rockville Swim Center is very dirty/unclean. We stopped going there & will drive to Eunice Shriver Center. City of Rockville should move than Farmers Market to the town square (20850).
- ◆ I think the sense of community that has been created in the town square is awesome. please keep this going and continue to expand. outside of town square, there are quite a few residential areas that need some improvement and a sense of safety.
- ◆ I tried to fill out this survey online. Google could not find the address. The cost of housing is too high. I may have to leave if my rent goes up.
- ◆ I was caught in the "erroneous water bill" issue. Still not corrected.
- ◆ I was shocked that the city council members/mayor had no knowledge of the "Carver Bus Depot" fiasco until activists in the neighborhoods raised concerns, totally unaware or paid off?
- ◆ I was very disappointed to see that the city is not fixing the large bump in the road in the left turn lane going north bound at the intersection of "Great Falls Rd and Winding Rose Dr." The road was replaced with a brand new road several years ago, which was great. However, within days, this patch of road was torn up, presumably for some speed-camera equipment, and never properly repaired. I was hoping the city would fix this patch of road to make it in like condition as the rest of the new

road, but nothing has happened for years. Every time I hit that bump and add a little more unnecessary wear-and-tear to my car's suspension, I am reminded of the day the city replaced the entire road, and then ruined this small patch that I (and all my neighbors) happen to care about so much, to wire up that speed camera. I would be very grateful if you guys would fix this. In addition, I think something that would cost very little (thousands a year) but have a great impact on the look and feel of Rockville in general would be pull/trim the weeds along the highway onramps/offramps in Rockville (Exits 4/5/6 and maybe 8). There are weeds growing taller than a 1 story house - it is out of control. Anyways, thanks for reading my feedback.

- ◆ I will like to see more free parking around Town Center - (2 hours is fine but you cannot shopping around & eat in 2 hours).
- ◆ I would be nice to add field hockey to the city of Rockville activities for youth. Also taxes are high, it would be nice to have them lowered. The cost of living for a family is also very high. It seems we are building Rockville to look like Silver Spring. The buildings are very high and a lot of traffic on the Pike which makes it difficult to get around.
- ◆ I would like to have pull up/ chin up bars at some of the parks.
- ◆ I would like to see a dedicated & protected bike lane on Rockville Pike for bicycles.
- ◆ I would like to see a flashing indicator at the crosswalk between Woodley Gardens Park & the Carmen's/ Hard Times Plaza. The crosswalk was much needed but a flashing.
- ◆ I would like to see fewer national chains and more boutique shops/restaurants at the Town Center. The cost keeps out all but the big players.
- ◆ I would love Rockville to be a more "walker-friendly" city. If Rockville Pike allowed it, I would love to be able to walk or jog my 6 miles to work everyday. It would take me 30-40 min. Instead I sit in traffic that long burning precious fossil fuel, polluting, and decreasing my mental health.
- ◆ If live in Rockville should be assigned Rockville School not Gaithersburg. Walking paths need to be added most to busy roads. Lights need to be better regulated, i.e. busy intersection remain flashing & not on highway in the morning making it difficult.
- ◆ I'm disappointed that the council and mayor approved the Pike plan despite great opposition and lack of sufficient emphasis on pedestrians and bicyclists.
- ◆ I'm lucky to be living here.
- ◆ I'm very concerned where Rockville, MD and Montgomery County Maryland is going, especially Rockville, MD. Rockville is becoming too congested and building the purple line isn't going to solve this problem. The city is building too many apartment buildings and overcrowding the city. And many people are moving out because the increase of population and high rent prices. I've been living in Rockville, MD for the past fifteen years and I'm extremely disappointed where Rockville is heading. There's traffic everywhere, and the council members of Rockville is only worried how Rockville looks from the outside and not seeing what's happening inside(the residents). Many former residents are moving out, and I will soon if the city is keep heading in the wrong direction The city only cares about infrastructure instead of the environment which the city preached for years. Montgomery county only cares for new residents, yet neglecting the former residents.
- ◆ Improve residential street lighting so that walking in the evening is safer.
- ◆ In mid June I requested by email that the apron at the end of my driveway be replaced. No response to date.
- ◆ Increase density along Metro. Break from County alcohol laws and allow bars and restaurants to buy directly from distributors. Allow bar only establishments. Make Rockville a nightlife destination.
- ◆ Increase width of lanes - Too much building and not enough roads to handle traffic congestion.
- ◆ Information needs to be given to the Chinese media.
- ◆ Insufficient information provided to new immigrants!
- ◆ It appears the city is cutting too many trees from neighborhoods. Some of the trees are healthy and being cut anyway. This needs to stop. More planting is needed.
- ◆ It should be given better maintenance to roads, crosswalks. In my neighborhood there are broken roads and is difficult to cross with the stroller.
- ◆ It took at least 4 phone calls before they plowed our street for snow removal.
- ◆ It would be really nice to have a more extensive bike network, and to be more connected to the other local bike trails.

- ◆ It's difficult to adequately measure the quality of service without information about cost and a way to express the relation priority. Police, more and teachers can't afford to live Rockville and Rockville has no progress to assist.
- ◆ It's good, no problems.
- ◆ It's important for our parks to have open restrooms available to it's residents young & old. The only preference is given to football players. I often see young children relieving themselves behind bushes & if you walk between bushes on paths near parks you have to avoid areas where people have relived themselves & leave Kleenex as a sign!.
- ◆ It's obvious the city of Rockville's priority is to provide events & services to residents.
- ◆ I've lived in Rockville for only two months so I do not have enough experiences with be city's services to provide useful information.
- ◆ Keep the population from growing further. Rockville is already too crowded and congested. Yard waste disposal won't pick up 5 lb branches unless in a bag/container - are they lazy or weak? Neighborhood lighting for back streets along Twinbrook Pkwy (between Veirs Mill & Baltimore) is poor.
- ◆ Keep this rate and try for the better.
- ◆ King Farm is fabulous place to live.
- ◆ Leaving leaves on the curbs makes neighborhoods look so messy. Homeowners should just bag leaves. Hard to find information on website at times.
- ◆ Less development and more parks.
- ◆ Less focus on bike lanes and more focus on educating motorists and cyclists about shaving the roads that allow taxes pay for.
- ◆ Less speed cameras. More well signed crosswalks, more bike paths.
- ◆ Let the community use the softball field at K.F. Park - not just under 12's! No benches at M.S. Park tennis courts! Do more to stop communities from overusing pesticides/fertilizers!
- ◆ Local road maintenance in Nelson & other roads poor condition in many areas & Rt 355 from Gude Dr to Wootton Pkwy is in extremely bad condition in many areas i.e. Gude Dr to Colby Pkwy & Middle Ln to Veirs Mill Rd is and has been for years in. Horrendous condition!!!
- ◆ Love Rockville-public areas (metro property) need leaning & landscaping more trees in large paved parking areas especially in commercial areas. Intersperse statues & works of are around city.
- ◆ Love that the Marc train also runs from Rockville. I use both Marc & Metro.
- ◆ Love the ease of shopping of Rio because easy parking. Would love Rockville town center to have easy free parking.
- ◆ Maintain balance between services and cost/taxes. Do not try to be excellent at double cost - between fair and good for 50% of the cost is better.
- ◆ Make it difficult to get back in work force when your an older adult. Most jobs require being bilingual for older adults trying to keep their home it's tough when attempting to re enter work force.
- ◆ Make the hoops on the Basketball court higher or at least make them adjustable. Also make a area for people to play soccer.
- ◆ Many empty lots and commercial buildings near the Rockville Metro Station are in disrepair. Very unsightly! Needs development.
- ◆ Means not, means correct.
- ◆ More bike lanes, more police for traffic violations. Roads are bumpy and not always well kept, high home buying cost.
- ◆ More emphasis should be given to shopping options in downtown Rockville. None of the stores at town square are places I shop in. A grocery store like Trader Joe's would attract many.
- ◆ More enforcing speeding on ICC.
- ◆ More information about emergency preparedness.
- ◆ More street light night, specifically in King Farm. Around 8 pm it is very dark. Suggestion: Fix the current lights & add more.
- ◆ My family is delighted with the overall quality of life in the City. The commitment and work of City leaders is appreciated.

- ◆ My husband & I are generally pleased with Rockville services. We were, however, very disappointed in the city's acquiescence to Pepco's tree trimming. It has defaced the neighborhood. We are happy that the city is aggressively planting trees that homeowners want on their streets.
- ◆ My main issue is residential code enforcement and how it is poorly enforced. So many overgrown trees and bushes hanging into sidewalks, junk in yards, old/rusted chain link fences everywhere in East Rockville. I do think you do a great job maintaining even the smallest parks and nature areas.
- ◆ My mother is a single parent with two children. Working time indeed, so I can not be observed & commented about the trier of the phat. Thanks.
- ◆ My wife and I moved here 3 months ago, so we are not overly familiar with the city of Rockville.
- ◆ Need a walkable residential shopping & food neighborhood center in the Rockshire community.
- ◆ Need affordable day-care, after & before care.
- ◆ Need affordable housing for middle income, working adults (i.e. teachers, nurses, social workers law enforcement), who often find that they earn too much to get assistance but don't.
- ◆ Need better notification of leave pick-up. Streets are a mess!
- ◆ Need cheaper housing.
- ◆ Need for better public transportation/ support for backyard garden. Better waste management - recycle education.
- ◆ Need more and better bike lanes and longer crossing walk times, especially across the Pike and around the metro stations in Rockville. It's nearly impossible to cross the Pike in 20 seconds; especially difficult for those with kids, elderly or disabled people. Better recycling programs (commingled) would be great. Increase support for small businesses. Rockville Town Center is filled with chain restaurants. Supporting small businesses/unique restaurants would make the center more attractive, like Pike & Rose and Bethesda.
- ◆ Need more bike lanes to make city accessible for bike commuters - currently too scared to try it due to lack of safe spaces for riders.
- ◆ Need more oversight regarding homeowners cleaning sidewalks after snow/ice falls (especially along Maryland Avenue).
- ◆ Need new chairs at Rockville Community Center outdoor pool. Many lounge chairs were broken this summer. Twinbrook shopping center needs revitalization & a facelift.
- ◆ Need to better trim trees in Rockville streets especially in King Farm.
- ◆ Need to bring businesses to city & help stores at shopping ctr.
- ◆ Need to do a much better job of pruning city trees. Ours have not been cutback for at least 8 years & are over grown. Too many trees even for "Tree city USA"!!!
- ◆ Need to enforce more stringent code for businesses along Hwy 355. Right now, they look so dated! Need to work with neighboring cities to build modern high speed trains that replace the old MARC trains.
- ◆ Need to fix Baltimore Road, too many pot holes.
- ◆ Need to keep green spaces green; do not change former Rockshire Giant into town homes.
- ◆ Needed - A few "full-service" gas stations for seniors or people with a disability - such as putting gas in the car.
- ◆ No
- ◆ no
- ◆ No comment.
- ◆ No comment.
- ◆ No comments.
- ◆ No MCPS Bus Depot at Carver Center.
- ◆ No!
- ◆ No.

- ◆ No.
- ◆ No. City of Rockville is doing a good job.
- ◆ none
- ◆ none
- ◆ not at this time
- ◆ On numerous occasions my trash was not picked up on the designated day and the others in the neighborhood have, even though the trash was out. In fact the recycle bin has been picked up but the trash has been skipped.
- ◆ One of my goals is to get involved with biking.
- ◆ Our kids were all born in Kensington. Then we moved to Rville and it was a great place for kids to grow up. Teams to join, the swim center, close schools.
- ◆ Over all I'm very happy with the city - at 79 yr some of these questions do not apply to me - the bottom line it's "great" city.
- ◆ Over all Rockville is a wonderful place to live. I am so very disappointed in the town center. Building too tall and unattractive. Parking awful.
- ◆ Over this past summer the contractor repairing streets in the Potomac Woods neighborhood appeared to be grossly inefficient and not adequately overseen by city public works staff. Frequent rain caused problem but contractor inefficient far outweighed.
- ◆ Overall good!!
- ◆ Overall very pleased, Rockville is a great place to live.
- ◆ Overall, city services are very good. Traffic, commercial revitalization and zoning are core issues. Town Center has not kept up with other competitors (Pike-and-Rose, Crown) and without.
- ◆ Overall, I think Rockville is doing and has done an excellent. Although, I have not benefits from most basic essentials (housing etc).
- ◆ Overall, it's a nice community when I feel safe and neighbors are caring and helpful.
- ◆ Overall, very happy with city services. Would like to see efforts to remove invasive non-nature spices. A by problem at Dawson Farm Park & the stream.
- ◆ Parking area and trash area always messy and terribly dirty. Snow removing during winter never perfectly done. Carpets in elevator area are dirty and terribly unclear.
- ◆ Parking can be difficult, confusing, and expensive. Rockville Town Center needs a music venue.
- ◆ Parking car on Atlantic Ave is not safe. My car got keyed.
- ◆ Parking in Town Center is terrible and confusing. Signs under underpass next to American tap room is misleading it looks as if lot B is down the street and Lot A should not be another sign. Pedestrian walkway at Town Center is not marked sufficiently.
- ◆ Parking is a very big issue. Severe lack of local independent businesses & cost of commercial space means it is all chain restaurants & shops.
- ◆ parking meter should not be paying after 6:00 PM. Weekend and holiday should be free parking. Especially, around Rockville Town Center area should be free on those day. All the cars which parking in residential area should not be parking more than 7 day in the same parking. If they park more than 7 days, the residence can report and the city of Rockville government must send the police or toll car right away.
- ◆ Parking on the curb in front of my house and grass, receiving a ticket from city of Rockville. I myself and family take care of the grass cutting the grass seeding the ground. We park on the grass because people here speed and most of the time they will crash into the mirror and don't stop.
- ◆ Pay a high price for water supply - water billed did not go down after you removed refuse from the bill and placed it onto the tax bill...
- ◆ People are forgetting about great, culture. Using more on mobile & fiction. People has to realize we are human.
- ◆ People in cars not stopping for peds in crosswalks (sometimes they speed up (Baltimore Rd & Grandin Crossing)). People speeding on residential streets. People not cleaning up after their dogs. I used to feel very safe in Rockville and would walk my dogs into the late hours of the night in the whole east side of the city but now I just stay in my immediate neighborhood. I also used to walk to the center of town late in the evening but again I don't feel safe anymore.

- ◆ Please add crosswalk on Talbott St and Rockville Pike to cross Rockville Pk to bus stop, thank you very much.
- ◆ Please cancel the 1st leaf collection and save our tax dollars. Also, build community center in Potomac Woods Park, there is an abandoned building already standing there. Please maintain the Potomac Woods playground better (it's been missing pieces for over a year now).
- ◆ Please choose more aesthetically appealing & modern structures. New buildings on Rockville Pike are ugly block shapes.
- ◆ Please get new lounge chairs at the pool. There are currently not enough chairs, and the ones there are broken.
- ◆ Please honor the city's decision (around 2005) to fix Baltimore Rd decently & stop patching it!!
- ◆ Please improve road conditions particularly Rockville Pike.
- ◆ Please improve some street lighting on Gaither Road and traffic on 355
- ◆ Some ideas: 1. Please staff community service units effectively, to review the code of practice with clear responsibilities assigned to each unit, and delegate responsibility to maintain and provide quality customer service for the residents; 2. Please effectively eliminate mosquitos in public parks near senior communities; 3. Please supervise and train apartment maintenance staff to effectively serve the residents in a timely manner and eliminate potential security risks when serving the frail and elderly.
- ◆ Please make biking more accessible. Mainly route.
- ◆ Please more health activities in the town square! Cultural events too. Some kind of activity that would bring the community together (a forum? speaking events/discussions?) and allow us to get to know one another. Address crime & lighting especially in the bridge going over.
- ◆ Please offer "free" parking at "Raill' Town Square". It's so difficult to park in town & I've lived here 28 yrs & never used to pay for parking. Perhaps you could issue "senior" parking tags, decals. etc. If I have to pay for parking I won't shop a lot in town. More discount for seniors please.
- ◆ Please reconsider the occasional speed trap on Watts Branch, at the edge of Wootton Mill Park. Surely there are higher priorities.
- ◆ Please see attached.
- ◆ Please see to it that the snow removal staff stop piling up snow in front of our driveways. We still spend hours shoveling or driveway in order to get our car out, only to find later.
- ◆ Please stop making it so difficult for people to do business in Rockville. You are the hardest city to work with.
- ◆ Police enforcement of traffic laws is poor, especially on roads. Maryland Ave, where speeding is common place and large trucks which are not supposed to be on that road.
- ◆ Poor boring survey! What did it cost us??
- ◆ Poor job with traffic control and safety in Twinbrook. Numerous cars have been observed not stopping at stop lights and signs, not enough police cars patrol the area. Twinbrook.
- ◆ Poor lighting at night. Few traffic lights cars go over speed limit in Twinbrook.
- ◆ Portions of sidewalks were replaced near my house which had very minor damage or none at all. These replacements were not necessary & the money could have been better spent elsewhere. The city should arrange to have the site of the former waste disposal facility opened as a park.
- ◆ Preserve quality of neighborhoods e.g. tear down & building massive - full lot homes. Preserve quality of "neighborhood" center - developments at Pike & Rose - Washington - White Flint - local restaurants & shops struggle & benefit is watered down.
- ◆ Property taxes are high.
- ◆ Quality of infrastructure and maintenance of the communities (cleanliness) is important to support the tax base.
- ◆ Quick response to all questions & neighborhood maintenance issues. Very happy with the city's services.
- ◆ Recently moved to Rockville from Baltimore for work - very pleased with Rockville as a community.
- ◆ Recycle not done as promised. Horrible level terribly unfulfilled.
- ◆ Recycling/Refuse: Nicest crews - friendly, approachable and engaging with the kids. Thank you! Parks and Rec are also awesome. Amanda Knox has been very helpful and accommodating.

- ◆ Red light sensors. Sometimes the light will be red for a long time. Less speed cameras!
- ◆ Reduce congestion. Traffic bad even on weekends, subway & public transport into city is poor. The 1 factor, above all, that makes me want to leave Rockville.
- ◆ Replace aging underground water and sewer pipe.
- ◆ Residents should get free parking in Town Center. It would encourage us to spend more time shopping & dining in town square.
- ◆ Resources for small business owners in Rockville are horrendous. There is no incentive to start a business here. Additionally, availability of employment that provides a livable wage is very sparse. Living here feels like a struggle for survival. I will not stay here any longer than is necessary.
- ◆ Rockville city PD are under-trained incompetent and hazardous to the citizens of the city. Uniformed and other officers currently are failing to serve the public & protect the community.
- ◆ Rockville city police are under-trained and ineffective. Uniform and other officers have no clue about serving the public and protecting the community.
- ◆ Rockville has inadequate road planning & expansion. Roads should be widened with additional lanes, especially before new buildings are erected. Before new buildings are erected, roads should be widened with additional lanes/ Rt 355 should have been widen with additional lanes before Rockville Town Center was erected. Now widening will be more costly. As I best recall from Rockville Reports Newsletter money expenditures pie chart, parks and rec is a very large portion. It should be reduced. I see money wasting projects, e.g. installation of median in Stone Street south of Baltimore Road in name of "safety."
- ◆ Rockville in general is a nice place to live but we really get slammed with taxes. I understand we're between Potomac & Bethesda but not everyone is wealthy. Things like county taxes, bag taxes, & car registration at 135 are very costly. I wish these could be lowered or replaced.
- ◆ Rockville is a great place to live, the services are excellent! The cost of living is so high though, especially when raising children and paying for both housing and childcare. I hope we can stay here a long time but the cost would be the main reason we would think of moving elsewhere.
- ◆ Rockville is an excellent place to live and raise a family. Now that I'm nearing retirement I see the need for more diverse housing to sustain all people at all economic levels.
- ◆ Rockville needs more bike lanes. Darnestown Rd and Hurley Ave intersection is very dangerous for Pedestrians specially with new development coming up there. Also 175 Watts Branch Parkway should be included as part of Wootton Mill Park. Any development on that property will be bad for Watts Branch stream. A community center as part of the park will be a welcome addition to Rockshire neighborhood
- ◆ Rockville needs more bikers lanes and good visual signs for sharing the road with motorist. Side walks should be repaired as some of them are deteriorated.
- ◆ Rockville needs to more fully embrace its next era of development, which will primarily be infill development of current commercial establishments and parking lots. Rockville needs to do a better job of focusing its attention on pedestrian and bicycle infrastructure and deemphasizing the car. Rockville needs to not look at all new development applications or neighborhood/city plans through the lens of car congestion. Rockville needs to begin finding ways to disincentive driving. Reducing parking requirements is a good place to start.
- ◆ Rockville police is excellent, has given exceptional service. Historic District Commission is disgruntled, surly, given little to no attention to citizens, & does not show up for historical events in the city. The mayor is charismatic and personable, and a wonderful ambassador for Rockville. I feel mayor Newton is really listening to citizens.
- ◆ Rockville social media is unclear; MD should contribute \$ to metro, as it is essential to our livelihood.
- ◆ Rockville takes great care of it's residents.
- ◆ Satisfied.
- ◆ Sawtooth oak trees are a nuisance and noxious. Their acorns damage parked cars. The USDA says, "The primary use for this species is as a wildlife food source and cover", which makes them inappropriate for residential neighborhoods. Please refrain from usng them in future street plantings, and fund cutting existing trees down and replacing with better specimens.
- ◆ I am concerned about cyclists using the same roadway as cars. I think it is hazardous, as well as impeding the flow of traffic I don't see that many cyclists. It would be better if they used sidewalks. A

good deal of money has been spent on the two overpasses to accommodate cyclists though few in numbers – the ones over Veirs Mill Road and Route 28. I'm not opposed to cycling – I wish I could myself!

- ◆ Services are fair value at the moment. Concerned about increasing prices. Intra-neighborhood bike/walk infrastructure is excellent. Inter-neighborhood bike/walk infrastructure is poor/unsafe/totally inefficient.
- ◆ Services are so plentiful and good for all ages, especially seniors. Recently participated in overnight trip & it was marvelous. Also running into mayor and city officials while shopping is very pleasant.
- ◆ Setting up the autopay option for paying for utilities is very confusing and unintuitive. I have done this with several other vendors with no trouble. Please fix this!
- ◆ Sewer line replacement project is ridiculously slow.
- ◆ Shady Grove Metro Station needs to be improved. Too many speed cameras that are not effective. Improving developments and congestion & traffic.
- ◆ Shopping Center revitalization is important to make Rockville look better and "newer".
- ◆ Short end of Midway Avenue in Twinbrook not plowed in timely manner last winter - Residents stuck on street even after storm - An LGBTQ Center would be amazing!
- ◆ Slow the pace of high-density housing growth! Infrastructure is already strained up behind on maintenance. Put legal pressure on landlords to fill commercial space - even if they need to lower rent.
- ◆ Snow removal during the blizzard was outstanding in Montrose park, but terrible on the off ramp from 270 to Montrose Rd. I'm a nurse; being able to drive home in the snow is more important to me than the sidewalks in the park being cleared. My husband takes Metro to work--along with our two year old and infant. I worry about them crossing 355 at Halpine Road. I don't trust the drivers around here to see/stop for pedestrians.
- ◆ Snow removal on Rockville Pike needs to improve in case of heavy snow, traffic congestion was a huge problem after the heavy snowstorm of January, 2016.
- ◆ Snow removal services have gotten noticeably worse the last few years. Building permit process is terrible - very very slow issuance of permits - also had electrical service contractor performed subpar with numerous code violations that were identified by me, yet the work passed inspection.
- ◆ Some issues have been reported to the city of Rockville that affect our house and neighborhood. Even though, they have been acknowledge by the city of Rockville, the action to solve have not been taken yet.
- ◆ Some people can't speak English. So I think translation is important.
- ◆ Some residents do not care for their front yard and it looks so bad for the community. More lighting in community is needed (too dark at night).
- ◆ Some streets are often constantly not clean. Drainages are often logged with heavy debris - sticks, leaves. I always clean the drainage on my street. But otherwise the neighborhood are always logged!!
- ◆ Special events are wonderful. Lower taxes.
- ◆ Speed camera's in hidden places cause financial hardship as well as send unfriendly messages to visitors to our city!
- ◆ Speed of traffic needs to be controlled in S Stone Street. Too many speeding vehicles and disregard for traffic signals at Metro during rush hours.
- ◆ Staff in the recreation department is very responsive and helpful. My son has used the summer playgrounds for past two years. I would like to see that program improve. He complains that they always to the same thing. But the value is great and the staff is excellent. Our refuse/recycle drivers are also friendly and conscious of traffic on out tight street.
- ◆ Staff responsiveness is excellent. Senior Center does a great job, but needs wider and more publicity. The paper survey was extremely difficult to read = print too small. Overall, Rockville is a great place to retire, but had we not bought our home 20 ears ago, we could not afford to live here. We get good value for the Rockville taxes, but the Montgomery County taxes seem to be getting out of hand. I enjoy being involved in city events.
- ◆ Stop building apartments on every open space. Let residents decide if they want trash pick up.
- ◆ Stop development other than more affordable housing not "luxury". Emergency preparedness info & proper sheltering with pets.

- ◆ Stop tearing down trees. 'No more commercial!' I think Rockville is over-developed. Rockville Pike is used only if I need to. Trees are being removed for commercial or residential.
- ◆ Stop with the construction already.
- ◆ Storm water management access the property damages to homes in the Twinbrook section; when heavy rain leaving water standing. Poor drainage, causing damage to foundation to homes.
- ◆ Street cleaning waste of money. Neighborhood enhancement is a joke. They do nothing to enforce city codes.
- ◆ Street lights problematic. Roads (maybe state) are in terrible shape in Falls Grove.
- ◆ Taxes are too high. Crime. Housing is expensive.
- ◆ Taxes too high, property tax - no discount for seniors or lower income in Montgomery County. Very poor closing Red Gate Golf Course, should have sold land around course to pay off debt.
- ◆ Terrible situation concerning reducing noise. The city emergency services (fire, ambulance, and police) use their sound signals unnecessary everywhere and at any time, even at 3-4 AM. There are children, sick or elderly people around who are unnecessarily disturbed by a loud emergency sound used with NO REASON at night or on weekends. Totally uncontrolled situation beyond any health safety standards!
- ◆ Thank to support from city, we stopped the Carver bus malarkey, city and our community truly worked together.
- ◆ Thank you for the Rockville City government for your attention.
- ◆ Thanks for asking. I've lived here for almost 2 years and love it here.
- ◆ The alleged "homeless" beggars through Rockville detract from the quality of life of it's tax-paying citizens. I left New York City - this is one of the reasons. Our property values is also adversely impacted. They are also a traffic hazard.
- ◆ The biggest issue I have about Rockville is the horrific driving. I've lived all over the country & here is by far the worst. People speed, don't use blinkers, cut ppl off - it is ridiculous.
- ◆ The city can do a bit of more curb cleaning and bus stop areas. Also, city's contractors paving streets should do a better job to pick up trash, and construction material/debris.
- ◆ The city does not clean up and maintain public property as aggressively as private landowners do. Just look at the long uncleaned stretch of sidewalk on Route 355 from Montgomery College to College Gardens. Or look at Fleet Street from the High School to City Hall
- ◆ The city has always provided services needed and there has always been a great variety for everyone.
- ◆ The City is doing a great job and we are proud of the excellent services being provided by the Mayor and her team. Wish you all the success in your efforts. Thank you!
- ◆ The city is doing a great job. Keep up the good work.
- ◆ The city is fantastic but... transportation is key including a decent metro and ample vehicle traffic volume improvements. We love the area too but plan to move to NoVA in a few years since all the industries we work in won't move or grow here. Sadly, since the commute is so horrible to Nova, moving there is only option.
- ◆ The city needs to do proper planning for buildings new houses, don't build houses until you built new roads!!
- ◆ The City of Rockville needs to take greater measures to ensure wheelchair handicap accessibility in both residential and commercial business developments (including taxi services) as my husband is a power wheelchair user. Also, many cars do not stop at crosswalks where there are signs that say it is state law that the cars must stop at the crosswalks when there are pedestrians. Because there is no enforcement (i.e. cameras), drivers frequently violate this law endangering the lives of pedestrians.
- ◆ The city services are exemplary, especially in comparison to others I have encountered. Even the staffers who handle phone inquiries appear more than willing to help.
- ◆ The code enforcement doesn't do enough to correct problems in some neighborhood.
- ◆ The director of public works is incompetent & should have been replaced years ago. Snow removal in my neighborhood has been terrible for the last 10 years. Water bill is getting outrageous.
- ◆ The downtown is floundering restaurants & shops come in & fail faster than you can count. Parking is way too expensive. Library drop off spots always taken by non-library patrons. My friends from SS, Bethesda refuse to go to movie here as parking is difficult, costly, M Mall & Rio-free. Library full of homeless, mentally ill.

- ◆ The high cost of water bill.
- ◆ The lack of free or low cost parking discourage our family from visiting Town Center.
- ◆ The metro is horrible. Always late and does not run often enough.
- ◆ The pot holes are getting out of hand and when you fix them you leave a bigger bump on the road!
- ◆ The roads and sidewalks in the City of Rockville are in need of high quality and sustainable repair. They seem to be repaired and damaged in a never-ending cycle every year. The endless construction causes transportation delay and is an eyesore. Also, some of the playgrounds in Rockville have aged and are in need of repair. Yet, the recreation opportunities offered to adults, children and families by the city are great!
- ◆ The Senior Center is a wonderful source of exercise, entertainment, fellowship and concern for the needs of elders.
- ◆ The services are very nice and helpful when needed.
- ◆ The sidewalk project was very poorly planned or not planned at all. The re-seeding was not done properly. The plastic mesh is not designed for residential areas. Did anyone ask the company what type of seed they were using?
- ◆ The vacant retail establishments on the east side of Rockville Pike across from Congressional Plaza and northward look run down and neglected which lowers property values.
- ◆ The website needs to be in Spanish.
- ◆ There are homes in my neighborhood that rent rooms to non-residents. Rooms are rented illegally and sometimes to as many as 6-7 tenants. The home is not a rental property and is inhabited by a family of 6. Neighborhood services or code enforcement needs to check on this.
- ◆ There is a lot of graffiti along the metrorail from Grosvenor Strathmore onward. IT is an eyesore and made a negative impression upon elderly relatives visiting from the midwest.
- ◆ There is a red light camera at corner of Seven Locks Rd & Fortune Terrace that seems to be there to "punish" people for using Park Potomac, lifetime and stores & services Potomac Woods Plaza. Certainly gives a bad name to the city.
- ◆ There is never government information in the Chinese newspapers.
- ◆ There is no Rockville identity - it is just another Silver Spring or Bethesda. We need something to say "this is Rockville" - we are alive and exciting. We need to focus on the traffic management and flow. The traffic lights and buses create disturbances that can be moderated. Don't waste your time on bicycles since no one wants to use them for transportation and there is only one for every 5 thousands cars.
- ◆ They have great programs for small children but need to have more for teens & tweens. For teens, they need more CIT/LIT slots and other leadership opportunities.
- ◆ They need to seriously consider fixing rockville pike starting at shady grove rd to old georgetown rd.
- ◆ This is a tale of two cities: Rockville is divided by 270 and city services end. This side of 270 has limited shopping, last to have roads plowed, and forgotten - I do not see this as a new problem - ongoing - lack of equity.
- ◆ Time the traffic lights on 355 to improve traffic flow. Put sensors into traffic signals.
- ◆ To have more security during occasion day. For example on 2014 for day of garag sales. Some people rub from our garag. My sister in law bag with some important ID Card.
- ◆ Too frequent replacement of sidewalks and driveway aprons in my neighborhood. It is most important to add sidewalks to neighborhood that don't have them. Snow removal is generally great. The cul-de-sacs however need to not be blocked in by picks of snow.
- ◆ Too many new developments which like at the upper rock fire had ramifications (i.e. 270 access) for thousands.
- ◆ Too much traffic congestion, loss of green spaces, too much housing development & not enough services - loss of drug stores, grocery stores, restaurants etc., places to play, parking.
- ◆ Top priority - feel safe in my neighborhood or anywhere I walk (and my wife & kid) in Rockville.
- ◆ Traffic along Rt 355 is always heavy, rush hours is very bad! That lowers the quality of life for someone who lives in the area during retirement. Housing costs are very high too.
- ◆ Traffic cameras are unfair (unconstitutional). Do not give warning 1st. Ticket comes 1-2 weeks after offense - can't even remember being on that street or circumstances of offense.
- ◆ Traffic congestion on Rockville Pike needs to be resolved.

- ◆ Traffic is horrible! With all the new construction seems as usual, they build first, people move in, and much later you all try to fix traffic. Also cost of living is outrageous!
- ◆ Traffic is our biggest problem, getting too crowded, need to address the deer population - beautiful parks but they breed Lyme disease.
- ◆ Traffic on Maryland Avenue is bad! It is a very dangerous street and no cameras have been placed. I have seen many accidents.
- ◆ Trash cans in city parks. Even the small parks like the one in the round-a-bout on Manakee should have a trash can and recycle can.
- ◆ Tree replacement program needs improvement regarding time interval between removing & planting a new tree. Too much money spent on replacing sidewalks that still have years of life left. Storm drain that doesn't drain but gets pumped out a few times a year after neighbors complain should be sealed off. The growth of high density housing is beyond reason and infrastructure is lagging. The use of traffic control cameras has gotten out of hand. The development of downtown Rockville has been and continues to be a major disappointment.
- ◆ Tree trimming in neighborhoods is poor and causes roof issues, parking in town square is hard.
- ◆ Twinbrook needs more attention in many ways - maintenance, crime prevention, parking & maintenance enforcement, elementary school cleanup, everything! We may not be the most affluent neighborhood, but we are a historical part of Rockville & worth your time and attention.
- ◆ Unnecessary concrete replacement in neighborhood! Waste of money! Rate increases for water, sewer, tax assessments were ridiculous. No warning and some increases were 10%+.
- ◆ Very expensive.
- ◆ Very good job! We are worry we move here.
- ◆ Very good.
- ◆ Very poor street lights (Beall Ave between Van Buren St and Lockett St is practically dark), very poor lights on pedestrian crossing - Pl. look at ped. crossing near Smallwood Rd.
- ◆ We are concerned about a lack of low-income housing. Thank you for all you are doing to make Rockville a great place to live.
- ◆ We are human - kept it live and humanitarian. Respect, greet and behave. No mobile, and fiction - Destroying culture. Increasing & nobody stopping.
- ◆ We have had some issues with trash pickup recently (they came late or didnt come at all) -- but until then for 20 years it has been great. This past two years we also had some issues with snow plowing (we used to be plowed out by the first day, this past winter it was the third or fourth day until we were plowed out). I don't know what's changed, but it has not changed in our favor!
- ◆ We have lived in Rockville for 49 years, and we are completely satisfied with the government and services. That is why we stay.
- ◆ We have lived in the city of Rockville for the last 8 years. It seems that city services has slipped in the last year from "excellent" rating to a "very good" rating in my opinion. I think that city staff are trying to do a good job.
- ◆ We have seen a decline in the quality and responsiveness to citizens concerns as the cost of these services has steadily increased. Further, the costs of living in the city is not worth it and causes people to move out of the city limits. Not pleased with some council members and their decisions.
- ◆ We just moved here Aug 2016. Great job so far!
- ◆ We live at Ingleside, I don't use many of the community resources.
- ◆ We moved to Rockville because of it's access to DC & it's walkability. We love it here. It's expensive (taxes & water/sewage/trash) but the services are good quality.
- ◆ We need a "311" type of service. I called the main number to ask if a political poster was placed illegally. I was transferred from the person who answered to another to another to a voicemail box. That person did receive my v/m message and did respond quickly; however, the person answering the original (main) number should have some means to get me to the right person the first time.
- ◆ We need more community programs for autistic children and children with sensory sensitivities. There are many fun activities like Nature Tots at Croydon Creek and art classes with Abrakadoodle through the Rockville Park district, but many of these classes are not accessible t kids who are highly sensitive to things like sound, light and large crowds. We would like to see more fun hands on classes

like the ones mentioned where the class size is kept small and parents/caregivers are allowed to accompany the child regardless of age.

- ◆ We need more illumination (lights) in the residential areas at night. It would be nice to have more light post.
- ◆ We need more light by to Building 1001. The Rd. Garden Vine. I did feel in January 2016 6:30 pm. It's was dark if you need more information about my accident please call me. [REDACTED]
- ◆ We need more speed cameras or roads such as Shady Grove Road from Anniston Rd to Rt 355.
- ◆ We want to see more food stores, shops, and gym facilities around King Farm.
- ◆ We would love to see a dog park built!!!
- ◆ We've been here for almost 40 years and are very happy with our neighborhood and the city.
- ◆ We've been in Rockville less than a year and enjoy living here. We'd liked to see more opportunities to meet other Koreans living in Rockville.
- ◆ When the weather turns cold I enjoy swimming laps at the Swim Center, and appreciate the recent pool renovation. The wifi at the Swim Center is helpful, as are the public computers at Rec. Centers. I also enjoy the green spaces with trees and paths that the city nurtures and maintains. One path following a stream in my neighborhood was carefully reinforced this year. Before the main work began the trees in the area were surveyed and protected. If the plans being developed for the Rt 355 business district could find ways to be more green friendly that would- in the long run- be good both for businesses and for a sustainable environment.
- ◆ When you speak to a city employee the service is outstanding.
- ◆ Why or how does the water in Rockville become hard? The "hard" taste is very distinct from the taste of bottled water. Skin feels "drier" after exposure to city water.
- ◆ Wish garbage men wouldn't leave trash carts in the middle of the street after emptying them.
- ◆ Would like extended hours for public buses.
- ◆ Would like to see community events be accessible to deaf & hard of hearing residents.
- ◆ Would like to see more focus on controlling noise especially around the major travel routes (roads and tracks) to minimize the spill over into the local neighborhoods. These efforts should be included in transit planning and building permitting processes and should be a cooperative effort with county and state agencies and private transportation resource providers.
- ◆ Years ago was the perfect community. Now I think over populated are less sense of community. Senior center is very poor hard to understand and nothing for healthy seniors to do other than exercise and cost too much for those on limited income to utilize. Parks are for the upper class not for kids who really could utilize the programs like used to be.
- ◆ Yes, hometown holidays I've called and ask a representative to come down to the Bethesda Metro to see this band called Rise Band & Show. It's sad when you call and no one really gives chances look them up. Lets see a change in music.
- ◆ You (we) really need a good bike lane from the heart of Rockville to the C and O Canal Park.
- ◆ Your forest enhance program by the brook bank in marvelously successful. They are really booming. The leaf collection process is somewhat messy. Increasing collection times may improve the results.
- ◆ Zoning - allowing demolition of senior housing. Too many old trees & branches cut down carelessly.

Question D8b: Do you speak a language other than English at home? If yes, which language? Other responses:

- | | | |
|------------|-----------------------|-------------|
| ◆ Akan. | ◆ Armenian. | ◆ Burmese |
| ◆ Amharic. | ◆ Armenian. | ◆ Burmese |
| ◆ Amharic. | ◆ ASL. | ◆ Burmese. |
| ◆ Amharic. | ◆ ASL. | ◆ Dutch. |
| ◆ Amharic. | ◆ ASL. | ◆ Dutch. |
| ◆ Amharic. | ◆ Bahasa Indonesia. | ◆ Farsi. |
| ◆ Amharic. | ◆ Bengali | ◆ Filipino. |
| ◆ Arabic. | ◆ Bengali. | ◆ Filipino. |
| ◆ Arabic. | ◆ Bulgarian, Italian. | ◆ Filipino. |

- ◆ Filipino.
- ◆ Filipino.
- ◆ Filipino.
- ◆ French
- ◆ French
- ◆ French.
- ◆ French/Arabic.
- ◆ French/Greek.
- ◆ Ga.
- ◆ Georgian.
- ◆ German
- ◆ German.
- ◆ German.
- ◆ German.
- ◆ Greek.
- ◆ Greek.
- ◆ Greek.
- ◆ Gujarati.
- ◆ Gujarati.
- ◆ Haitian Creole
- ◆ Hebrew, Yiddish.
- ◆ Hebrew.
- ◆ Hebrew.
- ◆ Hindi, Malayalam.
- ◆ Hindi.
- ◆ Hungarian.
- ◆ Hungarian.
- ◆ Indonesia.
- ◆ Italian.
- ◆ Italian.
- ◆ Italian.
- ◆ Japanese.
- ◆ Kannada.
- ◆ Latvian.
- ◆ Malayalam.
- ◆ Mandarin.
- ◆ Oromo.
- ◆ Philippine.
- ◆ Polish and Portuguese
- ◆ Polish.
- ◆ Polish.
- ◆ Portuguese.
- ◆ Romanian.
- ◆ Romanian.
- ◆ Romanian.
- ◆ Romanian.
- ◆ Russian.
- ◆ Serbian
- ◆ Serbian.
- ◆ Sign language.
- ◆ Swahili.
- ◆ Swahili.
- ◆ Tagalog.
- ◆ Taiwanese.
- ◆ Tamil
- ◆ Tamil
- ◆ Telugu.
- ◆ Telugu.
- ◆ Thai.
- ◆ Thai.
- ◆ Turkish.
- ◆ Urdu.
- ◆ Urdu.
- ◆ Urdu

Appendix E: Survey Methodology

Survey Instrument Development

General community surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The 2016 Rockville Community Survey was the ninth iteration since the survey was first conducted in 2001. To preserve trends over time, the 2014 survey served as the foundation for the 2016 community survey instrument. Questions that asked about topics found to be less salient in 2016 were eliminated and a list of topics for new questions was generated. New questions were created, all questions were prioritized and an optimal composition of topics and questions were selected to be included on the final survey. Through this iterative process between city staff and NRC staff, a final four-page questionnaire was created. The City of Rockville funded this research. Please contact Louise Atkins of the City of Rockville at latkins@rockvillemd.gov if you have any questions about the survey.

Selecting Survey Recipients

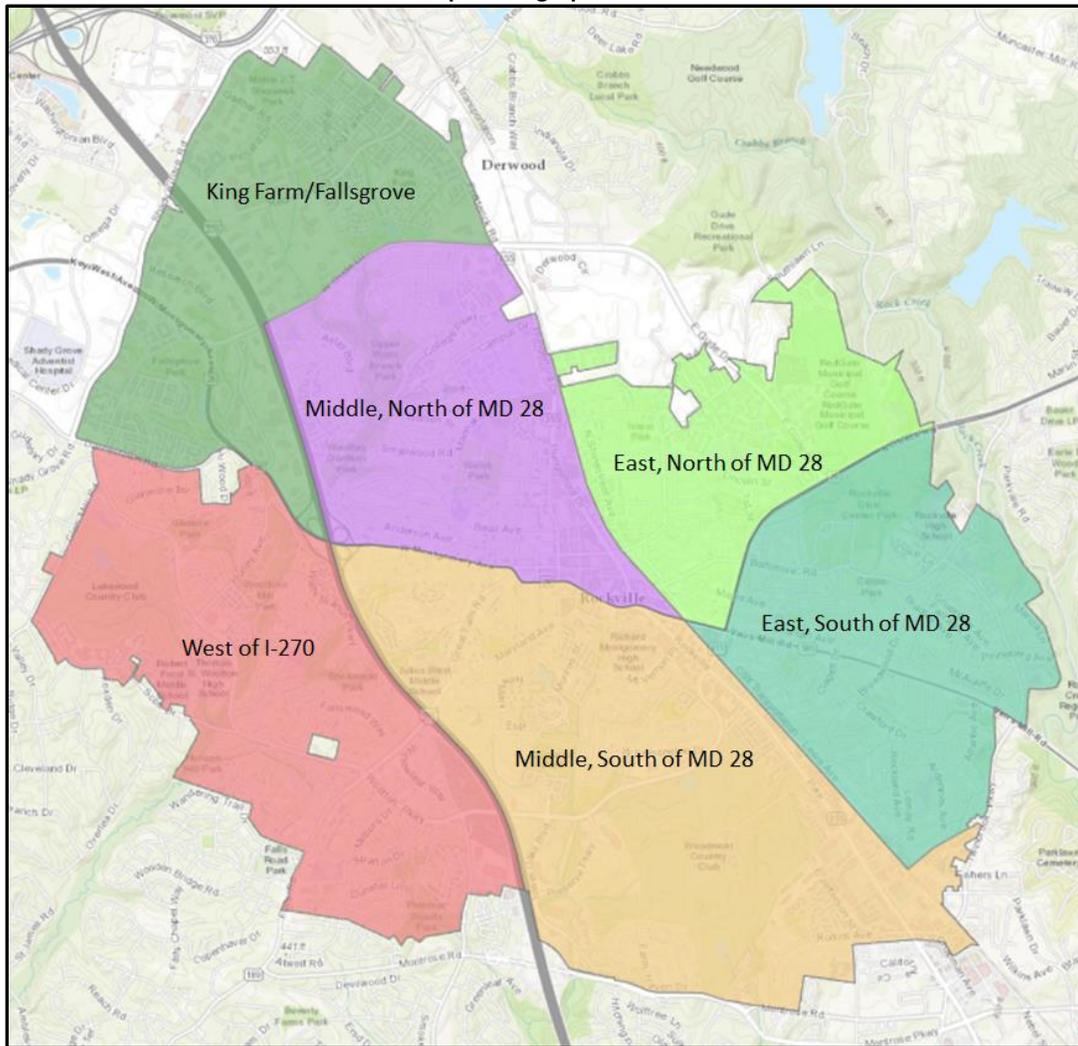
“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of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

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the city boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 3,000 addresses, each identified as being within one of six geographic areas (King Farm/Fallsgrove; Middle, North of MD 28; East, North of MD 28; East, South of MD 28; Middle, South of MD 28 and West of I-270). Please see the map on the following page.

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

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Map of Geographic Areas



Survey Administration and Response

Households received the three mailings starting October 3rd, 2016. The first was a postcard, signed by the Mayor, notifying them they had been selected to participate in the Rockville Community Survey. About a week later a survey was mailed with a cover letter signed by the Mayor, a four-page questionnaire and a postage-paid envelope. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again. A reminder postcard, also signed by the Mayor, was mailed to residents a week after the second survey.

About 3% (102) of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,898 households that received the survey, 1,066 respondents completed the survey, providing a response rate of 37%.

Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 1,066 responses, 112 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

Reaching Non-English Speaking Residents

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

Translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voicemail box was created for each of the five languages to receive calls after hours. In total, 86 calls were received and 80 translated surveys sent to these residents. Nineteen requested additional help by phone to complete the translated surveys and two requested help in person. The table below displays all the contacts made by language.

Multicultural Community Outreach Results 2016

	Spanish	Chinese	Russian	Korean	Vietnamese	Total
Total number of calls	41	32	1	9	3	86
Requests for surveys	39	28	1	9	3	80
Surveys sent	39	28	1	9	3	80
Assistance by phone	7	10	1	1	0	19
Assistance in person	1	1	0	0	0	2
Comments for translation	7	5	0	1	1	14
Completed mailed surveys returned	18	11	0	3	1	33
Completed web surveys	0	2	0	0	0	2
Total completed mail and web surveys	18	13	0	3	1	35

Confidence Interval and Margin of Error

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval for the City of Rockville 2016 Community Survey is generally no greater than plus or minus three percentage points around any given percent and two points around any given rating on the 100-point scale for all survey respondents (1,066).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as “excellent” or “good,” then the 3% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 69% and 75%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

The margin of error increases for subgroups of responses (e.g., gender or age) because the number of respondents within the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. The margin of error also is larger for comparisons between survey years.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Weighting the Data

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

The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit type (attached versus detached), race (white versus non-white) and ethnicity (Hispanic versus non-Hispanic). This decision was based on:

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

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

Several different weighting “schemes” are tested to ensure the best fit for the data.

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

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

2016 Rockville Citizen Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	40%	29%	39%
Own home	60%	71%	61%
Detached unit ²	46%	51%	46%
Attached unit ²	54%	49%	54%
Race and Ethnicity			
White alone, not Hispanic	56%	59%	55%
Hispanic and/or other race	44%	41%	45%
Hispanic	13%	10%	14%
Non-Hispanic	87%	90%	86%
White	62%	64%	62%
Non-white	38%	36%	38%
Sex and Age			
18-34 years of age	29%	13%	28%
35-54 years of age	39%	33%	38%
55+ years of age	32%	54%	35%
Male	47%	41%	47%
Female	53%	59%	53%
Females 18-34	15%	8%	14%
Females 35-54	20%	19%	20%
Females 55+	18%	31%	19%
Males 18-34	14%	5%	13%
Males 35-54	19%	13%	18%
Males 55+	14%	23%	15%

¹ Source: 2010 Census

² Source: 2011 American Community Survey

Data Analysis

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

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

Appendix F: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the national benchmark comparisons provided for the City of Rockville followed by its 2010 population according to the U.S. Census.

National Benchmark Comparison

Airway Heights city, WA	6,114	Bloomfield Hills city, MI.....	3,869
Albany city, OR.....	50,158	Bloomington city, MN	82,893
Albemarle County, VA	98,970	Blue Springs city, MO	52,575
Albert Lea city, MN	18,016	Boise City city, ID	205,671
Alexandria city, VA	139,966	Boone County, KY	118,811
Algonquin village, IL.....	30,046	Boulder city, CO	97,385
Aliso Viejo city, CA	47,823	Bowling Green city, KY	58,067
Altoona city, IA	14,541	Bozeman city, MT	37,280
American Canyon city, CA.....	19,454	Brentwood city, MO.....	8,055
Ames city, IA	58,965	Brentwood city, TN	37,060
Andover CDP, MA	8,762	Brighton city, CO.....	33,352
Ankeny city, IA	45,582	Brighton city, MI	7,444
Ann Arbor city, MI.....	113,934	Bristol city, TN.....	26,702
Annapolis city, MD.....	38,394	Broken Arrow city, OK.....	98,850
Apache Junction city, AZ.....	35,840	Brookfield city, WI.....	37,920
Apple Valley town, CA.....	69,135	Brookline CDP, MA.....	58,732
Arapahoe County, CO.....	572,003	Broomfield city, CO	55,889
Arkansas City city, AR.....	366	Brownsburg town, IN	21,285
Arlington County, VA.....	207,627	Burien city, WA	33,313
Arvada city, CO	106,433	Burleson city, TX	36,690
Asheville city, NC	83,393	Cabarrus County, NC.....	178,011
Ashland city, OR.....	20,078	Cambridge city, MA.....	105,162
Ashland town, MA	16,593	Cannon Beach city, OR	1,690
Ashland town, VA.....	7,225	Cañon City city, CO.....	16,400
Aspen city, CO.....	6,658	Canton city, SD.....	3,057
Athens-Clarke County, GA	115,452	Cape Coral city, FL.....	154,305
Auburn city, AL	53,380	Cape Girardeau city, MO	37,941
Auburn city, WA.....	70,180	Carlisle borough, PA.....	18,682
Augusta CCD, GA.....	134,777	Carlsbad city, CA	105,328
Aurora city, CO.....	325,078	Carroll city, IA	10,103
Austin city, TX.....	790,390	Cartersville city, GA.....	19,731
Avon town, CO.....	6,447	Cary town, NC.....	135,234
Avondale city, AZ	76,238	Casper city, WY.....	55,316
Azusa city, CA	46,361	Castine town, ME.....	1,366
Bainbridge Island city, WA.....	23,025	Castle Pines North city, CO	10,360
Baltimore city, MD.....	620,961	Castle Rock town, CO	48,231
Bartonville town, TX.....	1,469	Cedar Hill city, TX.....	45,028
Battle Creek city, MI.....	52,347	Cedar Rapids city, IA.....	126,326
Bay City city, MI	34,932	Celina city, TX	6,028
Baytown city, TX	71,802	Centennial city, CO.....	100,377
Bedford city, TX	46,979	Chambersburg borough, PA	20,268
Bedford town, MA	13,320	Chandler city, AZ.....	236,123
Bellevue city, WA.....	122,363	Chandler city, TX	2,734
Bellingham city, WA.....	80,885	Chanhasen city, MN.....	22,952
Beltrami County, MN	44,442	Chapel Hill town, NC	57,233
Benbrook city, TX.....	21,234	Charles County, MD	146,551
Bend city, OR	76,639	Charlotte city, NC.....	731,424
Bettendorf city, IA.....	33,217	Charlotte County, FL	159,978
Billings city, MT.....	104,170	Charlottesville city, VA	43,475
Blaine city, MN.....	57,186	Chattanooga city, TN.....	167,674

Chesterfield County, VA	316,236	Eagan city, MN.....	64,206
Chippewa Falls city, WI.....	13,661	Eagle Mountain city, UT	21,415
Citrus Heights city, CA	83,301	Eagle town, CO	6,508
Clackamas County, OR.....	375,992	East Baton Rouge Parish, LA	440,171
Clarendon Hills village, IL.....	8,427	East Grand Forks city, MN	8,601
Clayton city, MO	15,939	East Lansing city, MI.....	48,579
Clearwater city, FL	107,685	Eau Claire city, WI	65,883
Cleveland Heights city, OH	46,121	Eden Prairie city, MN	60,797
Clinton city, SC.....	8,490	Edgerton city, KS.....	1,671
Clive city, IA	15,447	Edgewater city, CO.....	5,170
Clovis city, CA	95,631	Edina city, MN	47,941
College Park city, MD	30,413	Edmond city, OK	81,405
College Station city, TX.....	93,857	Edmonds city, WA.....	39,709
Colleyville city, TX	22,807	El Cerrito city, CA	23,549
Collinsville city, IL.....	25,579	El Dorado County, CA	181,058
Columbia city, SC	129,272	El Paso city, TX.....	649,121
Columbia Falls city, MT.....	4,688	Elk Grove city, CA.....	153,015
Columbus city, WI	4,991	Elk River city, MN.....	22,974
Commerce City city, CO.....	45,913	Elko New Market city, MN.....	4,110
Concord city, CA	122,067	Elmhurst city, IL	44,121
Concord town, MA.....	17,668	Encinitas city, CA.....	59,518
Coon Rapids city, MN	61,476	Englewood city, CO	30,255
Copperas Cove city, TX.....	32,032	Erie town, CO.....	18,135
Coronado city, CA	18,912	Escambia County, FL	297,619
Corvallis city, OR	54,462	Estes Park town, CO	5,858
Cottonwood Heights city, UT.....	33,433	Fairview town, TX	7,248
Creve Coeur city, MO	17,833	Farmersville city, TX	3,301
Cross Roads town, TX.....	1,563	Farmington Hills city, MI.....	79,740
Dacono city, CO	4,152	Fayetteville city, NC.....	200,564
Dade City city, FL.....	6,437	Fishers town, IN	76,794
Dakota County, MN.....	398,552	Flower Mound town, TX.....	64,669
Dallas city, OR.....	14,583	Forest Grove city, OR	21,083
Dallas city, TX.....	1,197,816	Fort Collins city, CO.....	143,986
Danville city, KY.....	16,218	Fort Lauderdale city, FL	165,521
Dardenne Prairie city, MO.....	11,494	Fort Smith city, AR	86,209
Davenport city, IA	99,685	Fort Worth city, TX.....	741,206
Davidson town, NC.....	10,944	Fountain Hills town, AZ	22,489
Dayton city, OH.....	141,527	Franklin city, TN	62,487
Decatur city, GA.....	19,335	Fredericksburg city, VA.....	24,286
Del Mar city, CA	4,161	Fremont city, CA	214,089
Delaware city, OH	34,753	Friendswood city, TX.....	35,805
Delray Beach city, FL	60,522	Fruita city, CO	12,646
Denison city, TX	22,682	Gahanna city, OH.....	33,248
Denton city, TX	113,383	Gaithersburg city, MD	59,933
Denver city, CO	600,158	Galveston city, TX	47,743
Derby city, KS.....	22,158	Gardner city, KS	19,123
Des Moines city, IA.....	203,433	Geneva city, NY.....	13,261
Des Peres city, MO.....	8,373	Georgetown city, TX.....	47,400
Destin city, FL	12,305	Germantown city, TN	38,844
Dothan city, AL	65,496	Gilbert town, AZ.....	208,453
Douglas County, CO	285,465	Gillette city, WY	29,087
Dover city, NH.....	29,987	Glendora city, CA	50,073
Dublin city, CA	46,036	Glenview village, IL.....	44,692
Dublin city, OH.....	41,751	Globe city, AZ.....	7,532
Duluth city, MN.....	86,265	Golden city, CO.....	18,867
Duncanville city, TX.....	38,524	Golden Valley city, MN.....	20,371
Durham city, NC.....	228,330	Goodyear city, AZ.....	65,275
Durham County, NC	267,587	Grafton village, WI	11,459

Grand Blanc city, MI.....	8,276	Kennedale city, TX.....	6,763
Grand Island city, NE.....	48,520	Kennett Square borough, PA.....	6,072
Grants Pass city, OR.....	34,533	Kent city, WA.....	92,411
Grass Valley city, CA.....	12,860	Kettering city, OH.....	56,163
Greenville city, NC.....	84,554	Key West city, FL.....	24,649
Greenwich town, CT.....	61,171	King City city, CA.....	12,874
Greenwood Village city, CO.....	13,925	King County, WA.....	1,931,249
Greer city, SC.....	25,515	Kirkland city, WA.....	48,787
Guilford County, NC.....	488,406	Kirkwood city, MO.....	27,540
Gunnison County, CO.....	15,324	Knoxville city, IA.....	7,313
Hailey city, ID.....	7,960	La Mesa city, CA.....	57,065
Haines Borough, AK.....	2,508	La Plata town, MD.....	8,753
Hallandale Beach city, FL.....	37,113	La Porte city, TX.....	33,800
Hamilton city, OH.....	62,477	La Vista city, NE.....	15,758
Hanover County, VA.....	99,863	Lafayette city, CO.....	24,453
Harrisburg city, SD.....	4,089	Laguna Beach city, CA.....	22,723
Harrisonburg city, VA.....	48,914	Laguna Hills city, CA.....	30,344
Harrisonville city, MO.....	10,019	Laguna Niguel city, CA.....	62,979
Hayward city, CA.....	144,186	Lake Forest city, IL.....	19,375
Henderson city, NV.....	257,729	Lake Oswego city, OR.....	36,619
Herndon town, VA.....	23,292	Lake Stevens city, WA.....	28,069
High Point city, NC.....	104,371	Lake Worth city, FL.....	34,910
Highland Park city, IL.....	29,763	Lake Zurich village, IL.....	19,631
Highlands Ranch CDP, CO.....	96,713	Lakeville city, MN.....	55,954
Holland city, MI.....	33,051	Lakewood city, CO.....	142,980
Honolulu County, HI.....	953,207	Lakewood city, WA.....	58,163
Hooksett town, NH.....	13,451	Lane County, OR.....	351,715
Hopkins city, MN.....	17,591	Lansing city, MI.....	114,297
Hopkinton town, MA.....	14,925	Laramie city, WY.....	30,816
Hoquiam city, WA.....	8,726	Larimer County, CO.....	299,630
Horry County, SC.....	269,291	Las Vegas city, NV.....	583,756
Howard village, WI.....	17,399	Lawrence city, KS.....	87,643
Hudson city, OH.....	22,262	Lee's Summit city, MO.....	91,364
Hudson town, CO.....	2,356	Lehi city, UT.....	47,407
Hudsonville city, MI.....	7,116	Lenexa city, KS.....	48,190
Huntersville town, NC.....	46,773	Lewis County, NY.....	27,087
Huntley village, IL.....	24,291	Lewiston city, ID.....	31,894
Hurst city, TX.....	37,337	Lewisville city, TX.....	95,290
Hutchinson city, MN.....	14,178	Libertyville village, IL.....	20,315
Hutto city, TX.....	14,698	Lincoln city, NE.....	258,379
Hyattsville city, MD.....	17,557	Lindsborg city, KS.....	3,458
Independence city, MO.....	116,830	Little Chute village, WI.....	10,449
Indian Trail town, NC.....	33,518	Littleton city, CO.....	41,737
Indianola city, IA.....	14,782	Livermore city, CA.....	80,968
Iowa City city, IA.....	67,862	Lombard village, IL.....	43,165
Irving city, TX.....	216,290	Lone Tree city, CO.....	10,218
Issaquah city, WA.....	30,434	Long Grove village, IL.....	8,043
Jackson County, MI.....	160,248	Longmont city, CO.....	86,270
James City County, VA.....	67,009	Longview city, TX.....	80,455
Jefferson County, NY.....	116,229	Lonsdale city, MN.....	3,674
Jefferson Parish, LA.....	432,552	Los Alamos County, NM.....	17,950
Johnson City city, TN.....	63,152	Los Altos Hills town, CA.....	7,922
Johnston city, IA.....	17,278	Louisville city, CO.....	18,376
Jupiter town, FL.....	55,156	Lower Merion township, PA.....	57,825
Kansas City city, KS.....	145,786	Lynchburg city, VA.....	75,568
Kansas City city, MO.....	459,787	Lynnwood city, WA.....	35,836
Keizer city, OR.....	36,478	Macomb County, MI.....	840,978
Kenmore city, WA.....	20,460	Manhattan Beach city, CA.....	35,135

Manhattan city, KS.....	52,281	Northglenn city, CO.....	35,789
Mankato city, MN.....	39,309	Novato city, CA.....	51,904
Maple Grove city, MN.....	61,567	Novi city, MI.....	55,224
Maricopa County, AZ.....	3,817,117	O'Fallon city, IL.....	28,281
Marshfield city, WI.....	19,118	O'Fallon city, MO.....	79,329
Martinez city, CA.....	35,824	Oak Park village, IL.....	51,878
Marysville city, WA.....	60,020	Oakland city, CA.....	390,724
Matthews town, NC.....	27,198	Oakley city, CA.....	35,432
McAllen city, TX.....	129,877	Ogdensburg city, NY.....	11,128
McDonough city, GA.....	22,084	Oklahoma City city, OK.....	579,999
McKinney city, TX.....	131,117	Olathe city, KS.....	125,872
McMinnville city, OR.....	32,187	Old Town city, ME.....	7,840
Menlo Park city, CA.....	32,026	Olmsted County, MN.....	144,248
Mercer Island city, WA.....	22,699	Olympia city, WA.....	46,478
Meridian charter township, MI.....	39,688	Orland Park village, IL.....	56,767
Meridian city, ID.....	75,092	Oshkosh city, WI.....	66,083
Merriam city, KS.....	11,003	Oshtemo charter township, MI.....	21,705
Mesa County, CO.....	146,723	Otsego County, MI.....	24,164
Miami Beach city, FL.....	87,779	Oviedo city, FL.....	33,342
Miami city, FL.....	399,457	Paducah city, KY.....	25,024
Middleton city, WI.....	17,442	Palm Beach Gardens city, FL.....	48,452
Midland city, MI.....	41,863	Palm Coast city, FL.....	75,180
Milford city, DE.....	9,559	Palo Alto city, CA.....	64,403
Milton city, GA.....	32,661	Papillion city, NE.....	18,894
Minneapolis city, MN.....	382,578	Paradise Valley town, AZ.....	12,820
Mission Viejo city, CA.....	93,305	Park City city, UT.....	7,558
Modesto city, CA.....	201,165	Parker town, CO.....	45,297
Monterey city, CA.....	27,810	Parkland city, FL.....	23,962
Montgomery County, VA.....	94,392	Pasadena city, CA.....	137,122
Monticello city, UT.....	1,972	Pasco city, WA.....	59,781
Monument town, CO.....	5,530	Pasco County, FL.....	464,697
Mooresville town, NC.....	32,711	Payette city, ID.....	7,433
Moraga town, CA.....	16,016	Pearland city, TX.....	91,252
Morristown city, TN.....	29,137	Peoria city, AZ.....	154,065
Morrisville town, NC.....	18,576	Peoria city, IL.....	115,007
Morro Bay city, CA.....	10,234	Peoria County, IL.....	186,494
Mountain Village town, CO.....	1,320	Pflugerville city, TX.....	46,936
Mountlake Terrace city, WA.....	19,909	Phoenix city, AZ.....	1,445,632
Murphy city, TX.....	17,708	Pinehurst village, NC.....	13,124
Naperville city, IL.....	141,853	Piqua city, OH.....	20,522
Napoleon city, OH.....	8,749	Pitkin County, CO.....	17,148
Needham CDP, MA.....	28,886	Plano city, TX.....	259,841
New Braunfels city, TX.....	57,740	Platte City city, MO.....	4,691
New Brighton city, MN.....	21,456	Plymouth city, MN.....	70,576
New Hanover County, NC.....	202,667	Pocatello city, ID.....	54,255
New Orleans city, LA.....	343,829	Polk County, IA.....	430,640
New Smyrna Beach city, FL.....	22,464	Pompano Beach city, FL.....	99,845
New Ulm city, MN.....	13,522	Port Orange city, FL.....	56,048
Newberg city, OR.....	22,068	Portland city, OR.....	583,776
Newport city, RI.....	24,672	Post Falls city, ID.....	27,574
Newport News city, VA.....	180,719	Powell city, OH.....	11,500
Newton city, IA.....	15,254	Prince William County, VA.....	402,002
Noblesville city, IN.....	51,969	Prior Lake city, MN.....	22,796
Nogales city, AZ.....	20,837	Pueblo city, CO.....	106,595
Norcross city, GA.....	9,116	Purcellville town, VA.....	7,727
Norfolk city, VA.....	242,803	Queen Creek town, AZ.....	26,361
North Port city, FL.....	57,357	Radnor township, PA.....	31,531
North Richland Hills city, TX.....	63,343	Ramsey city, MN.....	23,668

Raymond town, ME.....	4,436	Shorewood city, MN	7,307
Raymore city, MO	19,206	Shorewood village, IL	15,615
Redmond city, OR	26,215	Shorewood village, WI	13,162
Redmond city, WA	54,144	Sierra Vista city, AZ	43,888
Rehoboth Beach city, DE	1,327	Sioux Center city, IA	7,048
Reno city, NV	225,221	Sioux Falls city, SD.....	153,888
Reston CDP, VA.....	58,404	Skokie village, IL.....	64,784
Richmond city, CA.....	103,701	Snellville city, GA.....	18,242
Richmond Heights city, MO	8,603	South Lake Tahoe city, CA	21,403
Rifle city, CO	9,172	Southborough town, MA.....	9,767
Rio Rancho city, NM.....	87,521	Southlake city, TX.....	26,575
River Falls city, WI.....	15,000	Spokane Valley city, WA.....	89,755
Riverside city, CA	303,871	Spring Hill city, KS	5,437
Riverside city, MO.....	2,937	Springboro city, OH.....	17,409
Roanoke County, VA	92,376	Springfield city, MO.....	159,498
Rochester Hills city, MI.....	70,995	Springville city, UT.....	29,466
Rock Hill city, SC.....	66,154	St. Augustine city, FL	12,975
Rockville city, MD.....	61,209	St. Charles city, IL.....	32,974
Roeland Park city, KS.....	6,731	St. Cloud city, FL.....	35,183
Rogers city, MN	8,597	St. Cloud city, MN	65,842
Rohnert Park city, CA	40,971	St. Joseph city, MO.....	76,780
Rolla city, MO	19,559	St. Louis County, MN.....	200,226
Roselle village, IL.....	22,763	St. Louis Park city, MN.....	45,250
Rosemount city, MN	21,874	Stallings town, NC.....	13,831
Rosenberg city, TX.....	30,618	State College borough, PA.....	42,034
Roseville city, MN	33,660	Steamboat Springs city, CO	12,088
Round Rock city, TX.....	99,887	Sterling Heights city, MI	129,699
Royal Oak city, MI	57,236	Sugar Grove village, IL.....	8,997
Saco city, ME	18,482	Sugar Land city, TX.....	78,817
Sahuarita town, AZ.....	25,259	Suisun City city, CA.....	28,111
Salida city, CO.....	5,236	Summit city, NJ.....	21,457
Sammamish city, WA	45,780	Summit County, UT	36,324
San Anselmo town, CA	12,336	Summit village, IL.....	11,054
San Antonio city, TX	1,327,407	Sunnyvale city, CA.....	140,081
San Carlos city, CA.....	28,406	Surprise city, AZ.....	117,517
San Diego city, CA	1,307,402	Suwanee city, GA	15,355
San Francisco city, CA.....	805,235	Tacoma city, WA	198,397
San Jose city, CA.....	945,942	Takoma Park city, MD	16,715
San Juan County, NM	130,044	Tamarac city, FL.....	60,427
San Marcos city, CA.....	83,781	Temecula city, CA.....	100,097
San Marcos city, TX.....	44,894	Tempe city, AZ.....	161,719
San Rafael city, CA.....	57,713	Texarkana city, TX.....	36,411
Sanford city, FL	53,570	The Woodlands CDP, TX.....	93,847
Sangamon County, IL.....	197,465	Thornton city, CO.....	118,772
Santa Clarita city, CA.....	176,320	Thousand Oaks city, CA	126,683
Santa Fe County, NM	144,170	Tigard city, OR	48,035
Santa Monica city, CA.....	89,736	Tracy city, CA	82,922
Sarasota County, FL.....	379,448	Trinidad CCD, CO.....	12,017
Savage city, MN	26,911	Tualatin city, OR.....	26,054
Schaumburg village, IL.....	74,227	Tulsa city, OK	391,906
Scott County, MN.....	129,928	Twin Falls city, ID	44,125
Scottsdale city, AZ.....	217,385	Tyler city, TX	96,900
Seaside city, CA.....	33,025	Umatilla city, OR	6,906
Sevierville city, TN.....	14,807	University Park city, TX.....	23,068
Shawnee city, KS.....	62,209	Upper Arlington city, OH	33,771
Sheboygan city, WI.....	49,288	Urbandale city, IA	39,463
Sherborn town, MA.....	4,119	Vail town, CO.....	5,305
Shoreview city, MN.....	25,043	Vancouver city, WA.....	161,791

Ventura CCD, CA	111,889	Westminster city, CO	106,114
Vernon Hills village, IL	25,113	Weston town, MA.....	11,261
Vestavia Hills city, AL.....	34,033	White House city, TN.....	10,255
Victoria city, MN	7,345	Wichita city, KS	382,368
Vienna town, VA	15,687	Williamsburg city, VA	14,068
Virginia Beach city, VA.....	437,994	Willowbrook village, IL	8,540
Wake Forest town, NC	30,117	Wilmington city, NC	106,476
Walnut Creek city, CA.....	64,173	Wilsonville city, OR	19,509
Washington County, MN	238,136	Winchester city, VA.....	26,203
Washington town, NH.....	1,123	Windsor town, CO.....	18,644
Washougal city, WA	14,095	Windsor town, CT	29,044
Watauga city, TX.....	23,497	Winnetka village, IL.....	12,187
Wauwatosa city, WI	46,396	Winston-Salem city, NC.....	229,617
Waverly city, IA.....	9,874	Winter Garden city, FL.....	34,568
Weddington town, NC.....	9,459	Woodbury city, MN.....	61,961
Wentzville city, MO.....	29,070	Woodland city, CA	55,468
West Carrollton city, OH.....	13,143	Wrentham town, MA	10,955
West Chester borough, PA	18,461	Wyandotte County, KS	157,505
West Des Moines city, IA.....	56,609	Yakima city, WA	91,067
Western Springs village, IL.....	12,975	York County, VA	65,464
Westerville city, OH	36,120	Yorktown town, IN	9,405
Westlake town, TX	992	Yountville city, CA	2,933

Appendix G: Survey Materials

The following pages display the questionnaire and other survey materials for the 2016 Rockville Community Survey.

Dear Rockville Resident,

Your household has been selected at random to participate in an anonymous community survey about City of Rockville services and quality of life. You will receive a copy of the survey next week in the mail along with instructions for completing and returning it. We are only mailing surveys to 3,000 households, so your response is extremely important and will assist us in improving services for the entire city. Many thanks in advance for your help.

Sincerely,



Bridget Donnell Newton
Mayor

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Bridget Donnell Newton
Mayor



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

240-314-5000
TTY 240-314-8137

October 2016

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2016 City of Rockville Community Survey. The City is providing you with this important opportunity to tell us what you think of our service delivery and how you view the quality of life in Rockville. Your participation in this process is very important because only 3,000 households will be asked to complete the survey. The overall goal of this process is to use your feedback to help us further improve the high level of services that our residents have come to expect and enjoy.

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

A few things to remember:

- **Your responses are anonymous.**
- In order to hear from a diverse group of residents, the adult (18 years or older) in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/rockville.htm

Individuals with disabilities who would like to receive information in another form may contact the City's ADA Coordinator at 240-314-8108 (TTY 240-314-8137). If you have any questions about this survey, please call Louise Atkins, Management Assistant, at 240-314-8139.

The 2016 Community Survey analysis and results will be available on the City's website at www.rockvillemd.gov in spring 2017.

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

Sincerely,

Bridget Donnell Newton
Mayor

¡Encuesta de Rockville Community 2016! Llame al (844) 787-7225 para acceder a una encuesta en su idioma y obtener asistencia.

2016年Rockville社区调查!如果您需要用自己熟悉的语言填写这份问卷,请致电(888) 310-7410寻求帮助。

2016年Rockville社區調查!如果您需要用自己熟悉的語言填寫這份問卷,請致電(888) 310-7410尋求幫助。

Опрос жителей Роквилла «Rockville Community Survey» 2016 г.! Позвоните по телефону (855) 560-0735, чтобы получить копию опроса на вашем языке или иную помощь.

Bản Thăm Dò Ý Kiến Cộng Đồng Rockville 2016! Xin gọi (844) 465-6364 để nhận bản thăm dò ý kiến bằng ngôn ngữ quý vị và hỏi xin giúp đỡ.

2016 록빌 커뮤니티 설문조사! 설문지를 귀하의 언어로 받으시거나 도움을 받으시려면(877) 343-1246으로 전화하세요.

MAYOR
Bridget Donnell Newton

COUNCIL
Beryl L. Feinberg
Virginia D. Onley
Julie Palakovich Carr
Mark Pierzchala

ACTING CITY MANAGER
Craig L. Simoneau

CITY CLERK
DIRECTOR OF COUNCIL OPERATIONS
Kathleen Conway

CITY ATTORNEY
Debra Yerg Daniel



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

240-314-5000
TTY 240-314-8137

October 2016

Dear Rockville Resident:

Approximately two weeks ago, you should have received a copy of the enclosed 2016 City of Rockville Community Survey. **Please disregard this notification if you have already completed the survey and returned it.** If you have not had an opportunity to complete the survey, we would appreciate it if you would do so now. The City of Rockville is providing you with this important opportunity to tell us what you think of City service delivery and how you view the quality of life in Rockville.

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

A few things to remember:

- **Your responses are anonymous.**
- In order to hear from a diverse group of residents, the adult (18 years or older) in your household who most recently had a birthday should complete this survey.
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Bản Thăm Dò Ý Kiến Cộng Đồng Rockville 2016! Xin gọi (844) 485-6364 để nhận bản thăm dò ý kiến bằng ngôn ngữ quý vị và hỏi xin giúp đỡ.

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CITY CLERK
DIRECTOR OF COUNCIL OPERATIONS
Kathleen Conway

CITY ATTORNEY
Debra Yerg Daniel

2016 City of Rockville Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only. Results are tabulated by a company independent of the City of Rockville. Thank you.

1. Please rate your quality of life in Rockville.

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community.....	1	2	3	4	5
Overall appearance of Rockville.....	1	2	3	4	5
Overall image or reputation of Rockville	1	2	3	4	5
Opportunities to be heard and have a say in what happens in Rockville.....	1	2	3	4	5
Opportunities to attend cultural or arts events.....	1	2	3	4	5
Health and wellness opportunities in Rockville.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds ...	1	2	3	4	5
Overall quality of business and service establishments in Rockville.....	1	2	3	4	5
Availability of affordable housing	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel in Rockville by bicycle.....	1	2	3	4	5
Ease of travel in Rockville by walking	1	2	3	4	5
Ease of travel in Rockville by transit.....	1	2	3	4	5
Ease of travel in Rockville by car	1	2	3	4	5
Quality of new residential development.....	1	2	3	4	5
Quality of new commercial development	1	2	3	4	5
Drinking water quality.....	1	2	3	4	5
Rockville's natural environment.....	1	2	3	4	5

3. How safe do you feel . . .

	<u>Very safe</u>	<u>Reasonably safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Crossing the street in Rockville	1	2	3	4	5	6
In your neighborhood during the day	1	2	3	4	5	6
In business areas in Rockville during the day	1	2	3	4	5	6
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	1	2	3	4	5	6

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

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>	<u>Don't know</u>
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	1	2	3	4	5	6
Visited or used a Rockville recreation facility*	1	2	3	4	5	6
Participated in a Rockville recreation program.....	1	2	3	4	5	6
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4 th , Car Show)	1	2	3	4	5	6

**(Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; Twinbrook, Lincoln Park, Montrose, Elwood Smith and Thomas Farm Community Centers; Pumphouse; Rockcrest Ballet Center; Croydon Creek Nature Center; Rockville SK8 Park)*

5. Have you had phone, in-person or email contact with the City of Rockville during the past 12 months?

- No → go to question 7
- Yes

6. What was your impression of your interactions with the City of Rockville during the past 12 months?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Not applicable</u>
Knowledge.....	1	2	3	4	5	6
Courtesy.....	1	2	3	4	5	6
Responsiveness.....	1	2	3	4	5	6
Overall customer service.....	1	2	3	4	5	6

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Recycling collection.....	1	2	3	4	5
Refuse collection.....	1	2	3	4	5
Yard waste collection.....	1	2	3	4	5
Leaf pick-up.....	1	2	3	4	5
Street repairs and maintenance.....	1	2	3	4	5
Snow and ice removal.....	1	2	3	4	5
Street sweeping.....	1	2	3	4	5
Adequacy of street lighting in your neighborhood.....	1	2	3	4	5
Street light maintenance.....	1	2	3	4	5
Street tree maintenance.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Water and sewer services.....	1	2	3	4	5
City of Rockville utility billing.....	1	2	3	4	5
Building permit process.....	1	2	3	4	5
Providing planning and zoning information.....	1	2	3	4	5
Recreation programs.....	1	2	3	4	5
Recreation facilities (see note on question #4 for full list).....	1	2	3	4	5
Athletic fields (such as baseball/softball, soccer or football).....	1	2	3	4	5
Playgrounds (play equipment).....	1	2	3	4	5
Range of activities available in parks and recreation facilities.....	1	2	3	4	5
City-sponsored special events (see question #4 for examples).....	1	2	3	4	5
Appearance of city parks.....	1	2	3	4	5
Residential property maintenance code enforcement.....	1	2	3	4	5
Commercial property maintenance code enforcement.....	1	2	3	4	5
Enforcement of traffic laws by Rockville City Police Department.....	1	2	3	4	5
Crime prevention efforts.....	1	2	3	4	5
Overall City of Rockville police services.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Environmental protection and sustainability initiatives.....	1	2	3	4	5
Senior citizen programs and services.....	1	2	3	4	5
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.).....	1	2	3	4	5
Rockville 11 (cable channel 11) programming.....	1	2	3	4	5
The City of Rockville's website (www.rockvillemd.gov).....	1	2	3	4	5

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

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

9. Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville government.

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

10. Have you used the City of Rockville's website (www.rockvillemd.gov) in the last 12 months?

- No → go to question 12 Yes

11. If you used the City of Rockville's website in the last 12 months, please rate the following aspects.

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

12. Please rate your preference for receiving information about the Rockville city government from each of the following sources.

	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Not at all prefer</u>
City of Rockville's website (www.rockvillemd.gov).....	1	2	3
Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.).....	1	2	3
Rockville Reports online (www.rockvillereports.com)	1	2	3
Rockville Reports monthly print newsletter	1	2	3
Rockville 11 (cable channel 11 and/or video on demand)	1	2	3
Email notifications	1	2	3
Public meetings.....	1	2	3
A civic association/homeowner association newsletter or listserve	1	2	3
Printed materials (brochures/fliers).....	1	2	3

13. Please rate how important, if at all, each of the following is for Rockville to address in the next three years:

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Access to a recreation center close to my neighborhood.....	1	2	3	4	5
Access to parkland within a 10 minute walk from home	1	2	3	4	5
Be prepared for unforeseen or natural disasters.....	1	2	3	4	5
Crime.....	1	2	3	4	5
Growth and development	1	2	3	4	5
Improve walking paths between neighborhoods	1	2	3	4	5
Increase quality and amount of bike lanes	1	2	3	4	5
Increase availability of online services and data on the city's website	1	2	3	4	5
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	1	2	3	4	5
Neighborhood shopping center revitalization	1	2	3	4	5
Programs that promote sustainability and protect the environment	1	2	3	4	5
Services for seniors and the aging population	1	2	3	4	5
Services for youth.....	1	2	3	4	5
Services to provide effective and timely communication to residents	1	2	3	4	5
Transportation and traffic congestion	1	2	3	4	5

14. In the last 12 months, about how many times, if at all, have you or another household member used bus, Metrorail, MARC train or other public transportation instead of driving?

- 2 times a week or more 2 to 4 times a month Once a month or less Not at all

15. In the last 12 months, about how many times, if at all, have you or another household member:

2 times a week or more 2 to 4 times a month Once a month or less Not at all

Ridden a bicycle...

To shop, get a meal or run errands	1	2	3	4
For commuting.....	1	2	3	4
For fun or exercise	1	2	3	4

Walked...

To shop, get a meal or run errands	1	2	3	4
For commuting.....	1	2	3	4
For fun or exercise	1	2	3	4

16. Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)

These last questions are about you and your household. All of your responses to this survey are anonymous and will be reported in group form only.

D1. How many years have you lived in Rockville?

_____ years

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

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

D3. Do you rent or own your home?

- Rent Own

D4. About how much is your monthly housing cost for the place you live including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?

- Less than \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$1,999 per month
- \$2,000 to \$2,499 per month
- \$2,500 to \$2,999 per month
- \$3,000 to \$3,499 per month
- \$3,500 or more per month

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

- No → go to question D6
- Yes → how? (Please check all that apply.)
 - Desktop computer Mobile device/tablet
 - Laptop computer Mobile device/smart phone

D6. Are you Spanish/Hispanic/Latino?

- No Yes

D7. What is your race? (Please check all that apply.)

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

D8. Do you speak a language other than English at home?

- No, English only → go to question D10
- Yes → which language?
 - Persian/Farsi Spanish Chinese Korean
 - Vietnamese Russian Other: _____

D9. How well do you speak English?

- Very well Well Not well Not at all

D10. What is your gender?

- Male Female

D11. In which category is your age?

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

D12. What was your household's total annual income in 2015?

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

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

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

City of Rockville
111 Maryland Avenue
Rockville, MD 20850

Dear Rockville Resident,

Recently, you should have received a copy of the 2016 City of Rockville Community Survey.

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

Thank you very much!

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Thank you very much!



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Rockville, Maryland
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The 2016 City of Rockville Community Survey

Additional Comparisons of Results by Demographic Subgroups

March 2017



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The following table contains breakdowns of the results from questions 7, 9, 10, 11 and 12 by various demographic subgroups within Rockville. Where differences between subgroups are statistically significant (p<0.05), they are shaded grey.

Question 7 (website quality) by Demographic Subgroups

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Household income				Race		Ethnicity		Asian		Do you have access to the Internet at home, work or school?		Do you speak a language other than English at home?		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	No	Yes	No, English only	Yes	
	The City of Rockville's website (www.rockvillemd.gov)	57	62	62	66	59	61	60	61	61	60	65	58	62	52	61	61	

Question 9 by Demographic Subgroups

Please rate to what extent you agree or disagree with each of the following statements. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	Age			Household income				Race		Ethnicity		Asian		Do you have access to the Internet at home, work or school?		Do you speak a language other than English at home?		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	No	Yes	No, English only	Yes	
	I receive good value for the city taxes I pay	64	66	66	66	62	64	70	66	65	65	67	64	66	61	65	67	
I am pleased with the overall direction that the city government is taking	66	68	64	69	63	64	69	65	68	66	69	68	66	62	66	65	67	66
The city welcomes community involvement	70	73	71	73	68	70	74	72	71	72	70	70	72	69	71	72	70	71
The city budgeting process is open and understandable to residents	53	62	61	61	56	59	62	59	62	60	61	63	59	59	60	58	61	59
The city listens to its residents	64	64	63	63	62	64	67	65	63	65	60	67	64	64	64	64	63	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	63	67	66	68	63	65	68	66	67	66	65	68	66	62	66	67	65	66

Question 10 by Demographic Subgroups

Have you used the City of Rockville's website (www.rockvillemd.gov) in the last 12 months? (Percent "yes")	Age			Household income				Race		Ethnicity		Asian		Do you have access to the Internet at home, work or school?		Do you speak a language other than English at home?		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	No	Yes	No, English only	Yes	
	Have you used the City of Rockville's website (www.rockvillemd.gov) in the last 12 months?	53%	68%	46%	38%	49%	65%	69%	59%	53%	58%	52%	51%	58%	11%	59%	57%	

Question 11 by Demographic Subgroups

If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Household income				Race		Ethnicity		Asian		Do you have access to the Internet at home, work or school?		Do you speak a language other than English at home?		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	No	Yes	No, English only	Yes	
	Current information	72	69	70	75	69	68	70	69	71	69	74	68	70	79	70	70	
Appearance	58	64	70	65	66	63	62	65	63	63	70	59	65	62	64	65	63	64
Online services offered	64	67	69	73	65	62	68	66	67	65	73	61	68	72	66	67	66	66
Ease of navigation	53	56	60	67	57	51	55	55	58	55	63	52	57	61	56	56	57	56
Search function	49	55	57	65	56	50	51	53	55	52	65	48	55	62	53	54	55	54

Question 12 by Demographic Subgroups

Please rate your preference for receiving information about the Rockville City government from each of the following City sources. (Percent "strongly" or "somewhat" prefer)	Age			Household income				Race		Ethnicity		Asian		Do you have access to the Internet at home, work or school?		Do you speak a language other than English at home?		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	No	Yes	No, English only	Yes	
	City of Rockville's website (www.rockvillemd.gov)	94%	91%	71%	81%	81%	87%	93%	83%	90%	86%	87%	90%	84%	43%	88%	84%	
Social media (e.g. Facebook, Twitter, Nextdoor, Instagram, etc.)	67%	59%	31%	56%	54%	56%	50%	49%	58%	51%	61%	57%	51%	30%	54%	47%	59%	52%
Rockville Reports online (www.rockvillereports.com)	71%	70%	55%	68%	66%	64%	68%	61%	74%	65%	69%	73%	64%	35%	67%	61%	72%	66%
Rockville Reports monthly print newsletter	68%	75%	86%	78%	73%	83%	73%	76%	77%	77%	73%	77%	76%	72%	76%	79%	72%	76%
Rockville 11 (cable channel 11 and/or video on demand)	38%	41%	47%	57%	47%	34%	35%	35%	53%	41%	49%	49%	40%	46%	42%	36%	52%	43%
Email notifications	72%	76%	63%	68%	66%	69%	79%	69%	76%	70%	76%	74%	71%	28%	73%	70%	72%	71%
Public meetings	53%	63%	70%	59%	64%	59%	65%	61%	64%	63%	58%	64%	62%	63%	62%	63%	61%	62%
A civic association/homeowner association newsletter or listserve	58%	72%	69%	66%	66%	59%	72%	65%	70%	67%	70%	74%	65%	58%	68%	67%	68%	67%
Printed materials (brochures/fliers)	63%	73%	82%	81%	70%	79%	66%	70%	78%	73%	73%	80%	71%	69%	73%	74%	72%	73%