



The 2018 City of Rockville Community Survey

Report of Results

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2955 Valmont Rd., Suite 300 • Boulder, Colorado 80301
t: 303-444-7863 • f: 303-444-1145 • www.n-r-c.com

Preface

The City of Rockville welcomes the opportunity to hear from residents regarding their community. The 2018 Community Survey, the tenth in a series of such surveys conducted since 2001, is one way to make sure City officials and other stakeholders know what residents think about local government and the quality of life in Rockville. The survey serves as a consumer score card by letting leaders and others 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 the 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 readers find these results interesting and useful.

The Rockville Community Survey is comprehensive, covering many topics related to life in this community. The 2018 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.)

There were 60 evaluative and 10 participation items on the Rockville survey that could be compared to benchmarks. Of the 60 evaluative items (items to which respondents gave quality ratings), 37 were much higher, 9 were higher, 9 were similar, and 5 were lower than the benchmark comparisons. (See the table on the next page for the items in each category). Of the 10 participation items (items in which respondents reported the frequency with which they engaged in various activities), 7 were much higher than the national comparison, 1 was similar, 2 were lower and 1 was much lower. These items are shown in the table below.

Benchmark comparison	Participatory survey items	
Much higher than the benchmark	◆ Did NOT report crime or concern to the Rockville City Police Department ◆ Did NOT report a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.) ◆ Visited or used a Rockville recreation facility* ◆ Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	◆ Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show) ◆ 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?
Similar to the benchmark	◆ Did NOT experience housing costs stress (housing costs 30% or MORE of income)	
Lower than the benchmark	◆ Had phone, in-person or email contact with the City of Rockville during the past 12 months?	◆ Participated in a Rockville recreation program
Much lower than the benchmark	◆ Stockpiled supplies in preparation for an emergency	

Benchmark comparison	Evaluative survey items	
Much higher than the benchmark	◆ Overall, how would you describe the quality of life in Rockville? ◆ How do you rate Rockville as a place to raise children? ◆ Sense of community ◆ Overall appearance of Rockville ◆ Overall image or reputation of Rockville ◆ Opportunities to attend cultural or arts events ◆ Health and wellness opportunities in Rockville ◆ Openness and acceptance of the community toward people of diverse backgrounds ◆ Overall quality of business and service establishments in Rockville ◆ Overall economic health of Rockville ◆ Ease of travel in Rockville by transit ◆ Ease of travel in Rockville by car ◆ Overall customer service (of city employees) ◆ Recycling collection ◆ Refuse collection ◆ Yard waste collection (e.g., grass, brush, tree limbs, etc.) ◆ Street repairs and maintenance ◆ Snow and ice removal ◆ Street sweeping ◆ Sidewalk maintenance ◆ Water and sewer services	◆ Building permit process ◆ Recreation programs and classes ◆ Recreation facilities ◆ City-sponsored special events ◆ Appearance of city parks ◆ Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.) ◆ Animal control (licensing, enforcement, and complaints) ◆ Enforcement of traffic laws by Rockville City Police Department ◆ Crime prevention efforts ◆ Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations) ◆ Senior citizen programs and services ◆ Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, etc.) ◆ Rockville 11 (cable channel 11) programming ◆ The City of Rockville's website (www.rockvillemd.gov) ◆ Overall, how would you rate the quality of services in Rockville? ◆ I am pleased with the overall performance of the City of Rockville's Mayor and Council
Higher than the benchmark	◆ Overall quality of your neighborhood ◆ Ease of travel in Rockville by bicycle ◆ Adequacy of brightness of street lighting in your neighborhood ◆ Athletic fields (e.g., baseball/softball, soccer or football)	◆ Overall City of Rockville police services ◆ Knowledge (of city employees) ◆ Responsiveness (of city employees) ◆ I receive good value for the city taxes I pay ◆ The city welcomes community involvement
Similar to the benchmark	◆ Ease of travel in Rockville by walking ◆ Drinking water quality ◆ Rockville's natural environment ◆ City of Rockville utility billing ◆ Courtesy (of city employees)	◆ I am pleased with the overall direction that the city government is taking ◆ The city listens to its residents ◆ Overall feeling of safety in Rockville ◆ Safety in local parks and playgrounds
Lower than the benchmark	◆ Rockville as a place to retire ◆ Ease of public parking	◆ Safety in your neighborhood during the day ◆ Safety in business areas in Rockville during the day
Much lower than the benchmark	◆ Availability of affordable housing	

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 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 city contracted with National Research Center, Inc. (NRC) to conduct the 2018 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 2018 Community Survey was mailed to 3,000 randomly selected households, of which approximately 4% were vacant. Completed surveys were obtained from 895 community residents, for a response rate of 31%. 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 895 completed surveys obtained, 180 were completed online, while 24 were completed in languages other than English through a consultant to the City of Rockville.

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 2018 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 2016 to 2018 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

- **Nearly 9 in 10 residents rated the overall quality of services in Rockville as excellent or good.**
 - 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 residents.**
 - Benchmark comparisons were available for 26 of the 35 services evaluated by survey participants; ratings for 25 of the 26 individual services were much higher or higher than those given by residents in other communities across the nation. One service received a rating that was similar to the national benchmark: City of Rockville utility billing.
 - Top rated services, receiving excellent ratings from over 50% of respondents and excellent or good ratings by about 9 in 10 respondents included recycling collection and refuse collection. Other top rated items considered excellent or good by nearly 9 in 10 respondents were appearance of city parks, police services, and yard waste collection.
 - Services receiving lower marks included adequacy of brightness of street lighting, the building permit process and street repairs and maintenance, with positive ratings from 62% to 65% of respondents. However, these are items to which residents tend to give lower grades, and these Rockville ratings were higher than the national benchmark comparison.
 - Of the 35 services evaluated in by survey respondents in 2018, 31 were also evaluated in 2016. When compared over time, average ratings for nearly all services that were also included on the 2016 Community Survey were similar in 2016 and 2018. However, ratings for snow and ice removal increased in 2018 compared to 2016, returning to the level observed in 2014.
- **Interactions with the City of Rockville garnered applause.**
 - Of the 42% 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), nearly 9 in 10 rated the level of knowledge and courtesy of those with whom they had communicated excellent or good. Responsiveness and overall customer service were rated as excellent or good by about 8 in 10 respondents.

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

Good Governance

➤ **Most residents (about 6 in 10) were pleased with the overall direction that the city government is taking and with the overall performance of the Mayor and Council.**

- 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. About 6 in 10 strongly or somewhat agreed that they were pleased with overall direction of the city government and with the overall performance of the City of Rockville's Mayor and Council. About 1 in 10 disagreed with these statements, while about 3 in 10 neither agreed nor disagreed.
- The ratings of the overall performance of Mayor and Council was much higher than the national benchmark comparison, while the rating of the overall direction that the city government is taking was similar.

➤ **When presented with a list of 15 potential priorities for Rockville to address, the three deemed most important were maintaining public infrastructure, addressing transportation and traffic congestion and addressing crime.**

- These three priorities were deemed essential or very important by about 9 in 10 respondents.
- The priority deemed as least important was increasing the quality and amount of bike lanes with less than half (46%) considering this priority essential or very important.
- Importance ratings for each of the 15 priorities were similar in 2018 compared to 2016. However, compared to 2014, some issues were seen as more important in 2018, including addressing crime, providing effective and timely communications, providing services for youth and increasing the availability of online services and data on the city's website

Safe and Livable Neighborhoods

➤ **Rockville residents reported enjoying an exceptional quality of life.**

- Over 9 in 10 Rockville residents (94%) reported they would describe the overall quality of life in the city as excellent or good. This rating was much higher than the national benchmark comparison.
- Nine in 10 residents awarded positive ratings to Rockville as a place to raise children and to the overall quality of their neighborhood. The rating of Rockville as a place to raise children was much higher than the national benchmark.

- However, fewer respondents, about 6 in 10, felt that Rockville was an excellent or good place to retire, ratings lower when compared to ratings given in other communities across the country.
- **Residents viewed their community as a desirable one.**
 - Several questions gauged perspectives about various aspects of the community. Rockville residents were satisfied 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. Seven in 10 awarded excellent or good ratings to the sense of community in Rockville.
 - When compared to 2014, each rating for characteristics of the community remained similar in 2016, and has remained stable over time.
 - When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for all characteristics of the community.
- **Residents appreciated the health and wellness opportunities in Rockville, with 8 in 10 respondents giving this aspect excellent or good ratings.**
 - The rating of health and wellness was much higher than the national benchmark.
 - Sentiment about health and wellness opportunities has remained unchanged since the item was first evaluated in 2014.
- **The City of Rockville received high marks for demonstrating respect for residents of different cultures and belief systems.**
 - Nine in 10 survey participants gave positive ratings to extent that the City of Rockville demonstrates respect for residents of different cultures and belief systems, is committed to creating a community welcoming to residents of all backgrounds, and works to provide a safe and secure environment for residents of all backgrounds.
 - Those completing the survey also evaluated the openness and acceptance of the community toward people of diverse backgrounds. About 4 in 10 residents rated this as excellent, and another 4 in 10 as good.
 - Compared to the average of communities across the nation, the Rockville rating for the openness and acceptance of the community toward people of diverse backgrounds was much higher. The rating for this item has remained essentially unchanged since it was first included on the baseline survey in 2001.
- **Residents generally felt safe in Rockville but feelings of safety were rated lower in Rockville when compared to communities across the U.S.**
 - About 8 in 10 survey respondents rated their overall feeling of safety in Rockville as excellent or good. About 9 in 10 said they felt very or reasonably safe in their neighborhood or in Rockville business areas during the day.
 - National benchmarks were available for feelings of safety in the neighborhood during the day and for business areas during the day; Rockville ratings for both were lower than the average in comparison communities across the nation.

- As noted earlier, addressing crime was the potential priority on which survey respondents placed the third highest importance (out of 15 items).
- **Another key focus area for the City of Rockville and the Rockville community may be affordable housing, a challenge for the region.**
 - The availability of affordable housing was among the lowest rated items on the survey, with only about 3 in 10 respondents providing an excellent or good rating. In addition, this rating was much lower than the national benchmark comparison.
 - This is not a surprising finding for an attractive community in a region where housing prices are increasing.
- **Opinion was split on whether deer in Rockville were considered a problem, and whether lethal actions should be taken if other measures prove ineffective.**
 - Nearly half of respondents (48%) considered deer a major or moderate problem, while about half (52%) considered them only a minor problem or not a problem at all.
 - About 54% strongly or somewhat supported lethal action, while 46% opposed it. The proportion who strongly supported lethal actions (27%) was the same as the proportion who strongly opposed it.

Fiscal Responsibility

- **Two-thirds of respondents agreed that the value for the city government taxes paid was excellent or good.**
 - When compared to the national benchmark, Rockville residents gave ratings to the value they received for the taxes paid that were higher than ratings given in other communities.
- **Rockville residents were twice as likely to agree that the city budgeting process is open and understandable as they were to disagree.**
 - When asked the extent to which they agreed or disagreed that the city budgeting process is open and understandable to residents, about half of survey respondents strongly agreed or agreed that the budget process was open and understandable, while less than 2 in 10 disagreed. About 4 in 10 said that they neither agreed nor disagreed with this statement.
 - When compared to 2016, residents in 2018 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

- **While ratings of the ease of travel in Rockville by car were much higher than the benchmark comparison, ratings of the ease of public parking were lower.**
 - Evaluations of the ease of travel in Rockville by car were positive, with about 7 in 10 giving a rating of excellent or good, a rating that was much higher than the benchmark comparison. However, the ease of public parking was viewed much less

positively, with just under half (46%) giving ratings of excellent or good, a rating that was lower than the national benchmark comparison.

➤ **A higher proportion of Rockville residents reported using public transportation compared to communities across the nation, and gave high marks to the ease of travel in Rockville by transit.**

- About 8 in 10 survey respondents said they had used public transportation instead of driving at least once in the past 12 months, and over half (56%) had done so two or more times a month.
- The ease of travel by transit was viewed favorably by about 7 in 10 survey participants, a rating that was much higher than the national benchmark comparison.

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 eight percent gave a poor rating. Ratings for this item have remained stable since it was first asked in 2014.
- About three-quarters of respondents agreed that the city welcomes community involvement, over half agreed that the city listens to its residents. Two percent or fewer strongly disagreed with each of these statements.
- The city welcoming community involvement was rated higher than the national benchmark while the city listening to its residents was rated similar to the benchmark.

➤ **The sources of information about Rockville city government most preferred by residents were the city's website and the Rockville Reports monthly print newsletter.**

- The next two most popular sources were email notifications and direct mail.
- The question about preferred information sources has been included in the Rockville Community Survey since 2010. Over time, the proportion preferring to use the City of Rockville's website, social media, and email notifications has increased, while the proportion preferring printed materials has decreased.

➤ **Residents applauded the City of Rockville's website.**

- About 7 in 10 considered the City of Rockville's website excellent or good, a rating was much higher than what was observed in communities across the nation.
- About three-quarters of survey respondents awarded excellent or good ratings to the quality of Rockville 11 programming, a rating that was also much higher than the benchmark comparison.

Economic Development

➤ **The local Rockville economy was considered healthy.**

- About three-quarters of respondents rated the overall economic health of Rockville as excellent or good, a rating that was much higher than the benchmark comparison.
- Three-quarters of respondents believed the overall quality of business and service establishments in Rockville are excellent or good, a rating that was much higher than observed in communities across the nation.

Stewardship of Infrastructure

➤ **While maintaining public infrastructure was residents' top priority, Rockville residents were generally satisfied with infrastructure-related services and characteristics of Rockville.**

- As mentioned earlier, about 9 in 10 survey respondents felt that maintaining public infrastructure was essential or very important. Out of the 15 potential priorities rated, this item was the one considered essential or very important by the greatest number of respondents.
- Water and sewer services were given excellent or good marks from over 8 in 10 respondents (84%), while drinking water quality was deemed excellent or good by about three-quarters of respondents.
- Items related to snow and ice removal, street sweeping, street light maintenance, street tree maintenance and sidewalk maintenance were awarded ratings of excellent or good by about 7 in 10 respondents. Street repairs and neighborhood street lighting items were regarded positively by about two-thirds of respondents.
- About three-quarters of respondents rated Rockville's natural environment as excellent or good, a rating that was similar to the national benchmark comparison. The City of Rockville's environmental protection and sustainability initiatives were deemed excellent or good by nearly 8 in 10 respondents.
- 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 brightness of street lighting while the rating for drinking water quality and Rockville's natural environment were similar to the benchmarks.
- When compared to the communities across the nation, Rockville residents gave ratings that were much higher or higher than the benchmark for street repairs and maintenance, snow and ice removal, street sweeping, sidewalk maintenance, adequacy of brightness of street lighting in your neighborhood, and water and sewer services. The ratings for Rockville's natural environment and drinking water quality were similar to the benchmarks. Benchmarks were not available for the other items.

Survey Background

The City of Rockville's 2018 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 itself. The City of Rockville contracted with National Research Center, Inc. (NRC) to conduct the 2018 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 2018 Community Survey represents the tenth 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, following the reminder letter and survey, two follow-up reminder postcards were sent. Of the mailed postcards, about 4% 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 895 residents for a response rate of 31%. This is a very good response rate (in general, response rates obtained on mailed resident surveys range from 15% to 35%). Response rates for all surveys have been declining over the last decade, and Rockville has seen a small decline as well. Response rates in previous survey years were 37% in 2016, 41% in 2014 and 36% in 2012.

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 895 responses, 180 were completed online. Twenty-four of the surveys were completed in a language other than English (see the next section for more information).

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, 70 calls were received and 53 translated surveys were sent to these residents. Eighteen residents requested additional help by phone to complete the translated surveys. (More information on outreach to non-English speakers can be found in *Appendix E: Survey Methodology*.) In total, 24 surveys were completed in languages other than English in 2018 compared to 35 in 2016, 37 in 2014 and 12 in 2012. Further, in 2018 there were 70 requests for surveys in languages other than English compared to 80 in 2016, 118 in 2014 and 31 in 2012.

How the Results Are Reported

Putting Responses on a 100-Point Scale

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.

Don't Know Responses

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 noted 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.

Rounding

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 895 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% around any given *percent* 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 tenth in a series of citizen surveys, the 2018 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.

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 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 2018 and 2016 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 2018 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 2018 Community Survey.

Figure 1: Gender of Respondent

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

Figure 2: Age of Respondent

In which category is your age?	Percent
18-24 years	6%
25-34 years	22%
35-44 years	19%
45-54 years	19%
55-64 years	13%
65-74 years	10%
75 years or older	11%
Total	100%

Figure 3: Ethnicity of Respondent

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

Figure 4: Race of Respondent

What is your race?	Percent
White/Caucasian	66%
Asian or Pacific Islander	22%
Black or African American	9%
Other	8%
American Indian or Alaskan native	2%

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

Figure 5: Languages Other Than English Spoken at Home

Do you speak a language other than English at home?	Percent
No, English only	59%
Yes	41%
Total	100%

Figure 6: Language Spoken at Home

Which language?	Percent
Persian/Farsi	3%
Vietnamese	5%
Spanish	30%
Russian	8%
Chinese	26%
Korean	13%
Other: Other	11%
Other: German	1%
Other: French	1%
Other: Hebrew	0%
Other: Portuguese	2%
Other: Japanese	0%
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 7: English Proficiency Among Those Who Speak Another Language

How well do you speak English?	Percent
Very well	66%
Well	23%
Not well	9%
Not at all	1%
Total	100%

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

Figure 8: Respondent Length of Residency

Respondent length of residency	Percent
2 years or less	22%
3 to 5 years	17%
6 to 10 years	14%
11 to 20 years	21%
21 years or more	26%
Total	100%

Figure 9: Type of Housing Unit

What best describes your home? Is it a . . .	Percent
One family house detached from any other houses	46%
A duplex or townhouse	15%
A building with three or more units	35%
Other	3%
Total	100%

Figure 10: Respondent Housing Tenure (Rent or Own)

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

Figure 11: Monthly Housing Costs

About how much is your monthly housing cost for the place where you live, including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent
Less than \$999 per month	9%
\$1,000 to \$1,499 per month	14%
\$1,500 to \$1,999 per month	22%
\$2,000 to \$2,499 per month	21%
\$2,500 to \$2,999 per month	13%
\$3,000 to \$3,499 per month	8%
\$3,500 or more per month	13%
Total	100%

Figure 12: Housing Cost to Income Ratio

Percent of income devoted to housing costs	Percent
Housing costs LESS than 30% of income	69%
Housing costs 30% or MORE of income	31%
Total	100%

Figure 13: Internet Access

Do you have access to the Internet at home, work or school?	Percent
No	3%
Yes	97%
Total	100%

Figure 14: Type of Internet Access

How?	Percent
Mobile device/smartphone	71%
Laptop computer	69%
Desktop computer	66%
Mobile device/tablet	55%

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 15: Annual Household Income

What was your household's total annual income in 2017?	Percent
Less than \$25,000	5%
\$25,000 to \$49,999	12%
\$50,000 to \$99,999	27%
\$100,00 to \$149,999	24%
\$150,000 to \$199,999	13%
\$200,000 or more	19%
Total	100%

Figure 16: Geographic Area of Residence

Geographic Area of Residence	Percent of respondents
Middle, North of MD 28	18%
King Farm/Fallsgrove	23%
East, North of MD 28	5%
East, South of MD 28	15%
Middle, South of MD 28	27%
West of I-270	12%
Total	100%

Figure 17: Language of Survey

Language of Survey	Percent of respondents
Simplified Chinese	1%
Traditional Chinese	0%
Korean	0%
Spanish	2%
Vietnamese	0%
English	96%
Total	100%

Survey Results

The Rockville Community Survey is comprehensive, covering many topics related to life in this community. The 2018 report of results is organized around the eight Mayor and Council Priority Initiatives, framed within the Critical Success Factors that capture the Mayor and Council's long term vision for the community.¹ 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 the Efficient and Effective City Service Delivery 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.

¹ <http://www.rockvillemd.gov/1919/Priorities-Initiatives>

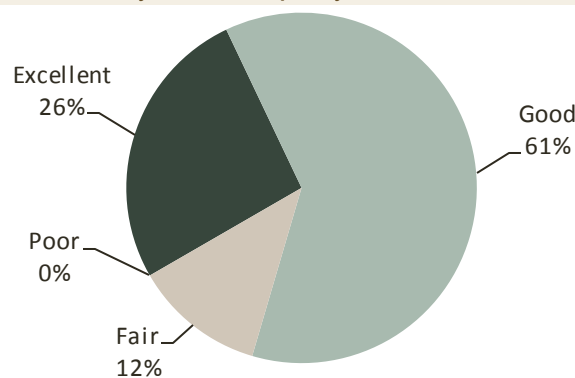
City Services

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. Only twelve percent said the overall quality of services was fair and less than one percent felt 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*). The Rockville rating of overall quality of services was much higher than the average ratings given by residents in other jurisdictions across the country.

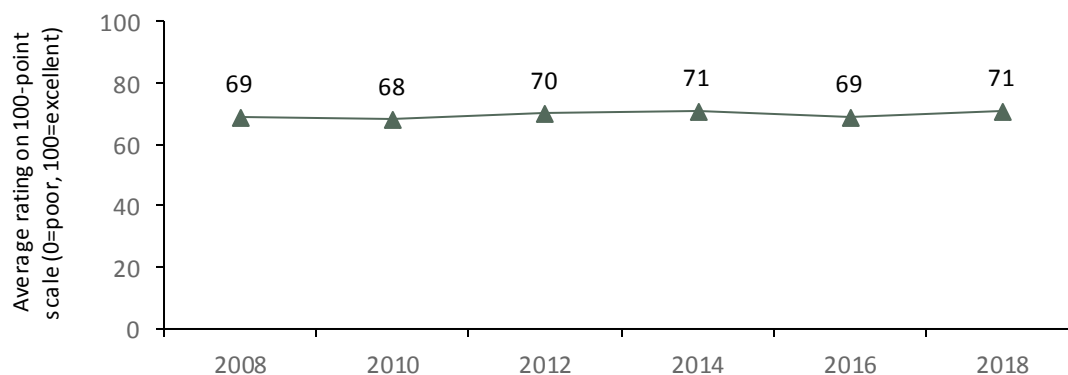
Figure 18: Overall Quality of City of Rockville Services, 2018

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



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 71, or just above “good,” which was similar to previous survey years.

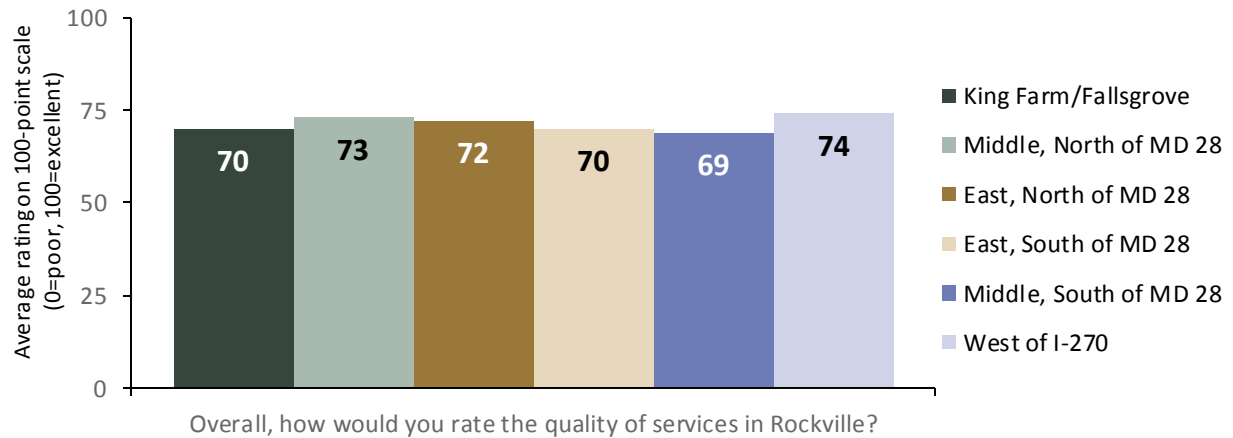
Figure 19: Ratings of Overall Quality of Services by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Survey responses were compared by geographic areas within the city (please see the map in *Appendix E: Survey Methodology* for the boundaries of the geographic areas). For overall quality of services, ratings were similar across the six areas.

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



Differences between responses given by residents living in different areas of the city are not statistically significant

The survey asked respondents to evaluate the quality of 35 different city services, and 24 of these were included under the Efficient and Effective Service Delivery Mayor and Council Priority Initiative. Figure 21 on the following page shows the ratings given to all 35 services, with an asterisk (*) indicating the 24 shown only in this section. All 35 services received excellent or good marks from at least 6 in 10 respondents. Top rated services, receiving excellent ratings from over 50% of respondents and excellent or good ratings by about 9 in 10 respondents included recycling collection and refuse collection. Other top rated items considered excellent or good by nearly 9 in 10 respondents were appearance of city parks, police services, and yard waste collection. Services receiving lower marks included adequacy of brightness of street lighting, adequacy of the number of street lights, the building permit process and street repairs and maintenance, with positive ratings from 62% to 65% of respondents. However, these are items to which residents tend to give lower grades, and these Rockville ratings were higher than the national benchmark comparison where comparisons were available.

In fact, 26 of the 33 services could be compared to national benchmark. Ratings for 22 of the 26 services were much higher than those given by residents in other communities across the nation, on average; three were higher, and one was similar.

(For more information about the benchmarks, see the explanation “*Comparison of Rockville to the Benchmark Database*” in the *Survey Background* section, or in *Appendix E: Survey Methodology*. The list of jurisdictions in the comparisons are shown in *Appendix F: Jurisdictions Included in Benchmark Comparisons*.)

Many of the same services were evaluated by respondents in previous iterations of the Rockville Community Survey. Trends over time are shown in Figure 22 starting on page 25. Of the 35 services rated in 2018, 31 were also evaluated in 2016. All but one of these were similar to the 2016 rating; however, ratings for snow and ice removal increased in 2018 compared to 2016, returning to the level observed in 2014.

Figure 21: Ratings of City Services, 2018

Please rate the quality of each of the following City of Rockville government services:*	Excellent	Good	Fair	Poor	Benchmark Comparison
Recycling collection*	52%	39%	8%	1%	Much higher
Refuse collection*	53%	37%	8%	1%	Much higher
Yard waste collection (e.g., grass, brush, tree limbs, etc.) †*	48%	39%	12%	1%	Much higher
Leaf pickup †*	37%	43%	15%	5%	Not available
Street repairs and maintenance	17%	48%	25%	9%	Much higher
Snow and ice removal*	30%	46%	19%	5%	Much higher
Street sweeping †*	25%	49%	21%	5%	Much higher
Adequacy of number of street lights in your neighborhood	21%	42%	26%	11%	Not available
Adequacy of brightness of street lighting in your neighborhood	21%	41%	24%	13%	Higher
Street light maintenance - City-maintained metal poles †	22%	51%	21%	6%	Not available
Street light maintenance - Pepco-maintained wood poles †	20%	49%	22%	9%	Not available
Street tree maintenance	21%	50%	23%	6%	Not available
Sidewalk maintenance	23%	48%	24%	5%	Much higher
Water and sewer services	31%	53%	14%	2%	Much higher
City of Rockville utility billing †*	23%	46%	23%	8%	Similar
Building permit process †*	23%	42%	23%	13%	Much higher
Providing planning and zoning information †*	22%	46%	24%	8%	Not available
Recreation programs and classes †*	36%	46%	15%	3%	Much higher
Recreation facilities †*	36%	49%	13%	2%	Much higher
Athletic fields (e.g., baseball/softball, soccer or football) †*	31%	51%	16%	2%	Higher
Playgrounds (play equipment) †*	33%	52%	13%	2%	Not available
Range of activities available in parks and recreation facilities †*	30%	52%	16%	2%	Not available
City-sponsored special events †*	31%	54%	14%	1%	Much higher
Appearance of city parks*	34%	53%	12%	1%	Much higher
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.) †*	17%	54%	22%	7%	Much higher
Animal control (licensing, enforcement, and complaints) †*	22%	57%	17%	4%	Much higher
Enforcement of traffic laws by Rockville City Police Department †*	22%	51%	20%	7%	Much higher
Crime prevention efforts †*	20%	60%	16%	4%	Much higher
Overall City of Rockville police services*	32%	55%	11%	3%	Higher

Please rate the quality of each of the following City of Rockville government services:*	Excellent	Good	Fair	Poor	Benchmark Comparison
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations) †*	24%	56%	15%	5%	Much higher
Environmental protection and sustainability initiatives †	24%	54%	16%	6%	Not available
Senior citizen programs and services †*	38%	49%	12%	2%	Much higher
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.) †*	37%	47%	14%	1%	Much higher
Rockville 11 (cable channel 11) programming †	23%	50%	22%	6%	Much higher
The City of Rockville's website (www.rockvillemd.gov) †	19%	53%	26%	3%	Much 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. Other items are shown again in other sections where they relate to these Mayor and Council Priority Initiatives.*

† More than 20% of respondents said "don't know" when asked to rate this item.

Figure 22: City Service Ratings 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Recycling collection	81	77	80	77	76	74	71	70	71	74
Refuse collection	81	77	80	79	76	75	75	74	74	75
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	78	74	76	75	NA	NA	NA	NA	NA	NA
Leaf pickup	70	70	71	70	68	64	66	69	67	66
Street repairs and maintenance	58	57	60	61	57	59	58	58	54	59
Snow and ice removal**	67	61	67	65	55	64	67	66	62	69
Street sweeping	64	61	63	63	57	59	57	57	58	59
Adequacy of number of street lights in your neighborhood*	58	57	60	58	54	54	54	57	58	59
Adequacy of brightness of street lighting in your neighborhood*	57	NA	NA	NA	NA	NA	NA	NA	NA	NA
Street light maintenance - City-maintained metal poles	63	60	64	62	NA	NA	NA	NA	NA	NA
Street light maintenance - Pepco-maintained wood poles	60	NA	NA	NA	NA	NA	NA	NA	NA	NA
Street tree maintenance	62	61	62	60	55	57	NA	NA	NA	NA
Sidewalk maintenance	63	62	64	63	59	58	NA	NA	NA	NA
Water and sewer services	71	68	70	68	67	68	68	69	68	67
City of Rockville utility billing	62	60	62	NA	NA	NA	NA	NA	NA	NA
Building permit process	58	53	55	54	54	51	51	49	NA	NA
Providing planning and zoning information	60	58	62	57	56	NA	NA	NA	NA	NA
Recreation programs and classes	71	72	72	72	68	71	70	70	73	73
Recreation facilities	73	73	73	72	69	70	69	70	72	NA
Athletic fields (e.g., baseball/softball, soccer or football)	71	72	71	70	66	68	64	67	NA	NA
Playgrounds (play equipment)	72	72	72	73	69	69	63	67	NA	NA
Range of activities available in parks and recreation facilities	70	69	69	68	66	67	63	66	70	NA
City-sponsored special events	71	71	73	70	73	74	70	71	75	77
Appearance of city parks	74	72	72	73	70	70	NA	NA	NA	71
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	60	NA	NA	NA	NA	NA	NA	NA	NA	NA
Animal control (licensing, enforcement, and complaints)	66	NA	NA	NA	NA	NA	NA	NA	NA	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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Enforcement of traffic laws by Rockville City Police Department	62	61	60	60	62	64	60	60	59	59
Crime prevention efforts	65	65	64	62	61	59	57	NA	NA	NA
Overall City of Rockville police services	72	68	65	67	65	65	64	NA	NA	NA
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	67	65	63	61	NA	NA	NA	NA	NA	NA
Environmental protection and sustainability initiatives	66	64	65	63	61	64	NA	NA	NA	NA
Senior citizen programs and services	74	71	73	73	69	75	72	74	72	74
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	73	73	72	73	69	71	68	68	70	68
Rockville 11 (cable channel 11) programming	63	59	56	58	58	58	57	57	56	NA
The City of Rockville's website (www.rockvillemd.gov)	62	61	63	62	60	64	62	64	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." In 2018, "recreation programs" was changed to "recreation programs and classes." 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." In 2018, street lighting was split into two items: "Adequacy of number of street lights in your neighborhood" and "Adequacy of brightness of street lighting in your neighborhood." Over time comparisons are made to "Adequacy of street lighting in your neighborhood." In 2018, "street light maintenance" was split into two items: "street light maintenance – City-maintained metal poles" and "street light maintenance – Pepco-maintained wood poles."

** Differences between ratings in 2018 are statistically different than ratings in 2016.

Several differences were observed for ratings of various city services among the six geographic subareas of the city. Most often, where differences were observed, marked with a double dagger symbol (‡), the lowest ratings were given by residents in east part of town south of MD 28.

Figure 23: City Service Ratings 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/ Falls Grove	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‡	78	81	80	84	76	88
Refuse collection‡	78	85	76	85	77	87
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	74	81	80	79	75	81
Leaf pickup	67	76	67	68	68	73
Street repairs and maintenance‡	56	59	64	56	55	63
Snow and ice removal	68	69	67	69	64	70
Street sweeping‡	66	68	57	57	64	66
Adequacy of number of street lights in your neighborhood‡	59	65	61	49	57	58
Adequacy of brightness of street lighting in your neighborhood‡	57	64	60	47	56	55
Street light maintenance - City-maintained metal poles‡	63	68	66	55	61	63
Street light maintenance - Pepco-maintained wood poles	62	63	63	51	59	64
Street tree maintenance	64	66	61	56	62	60
Sidewalk maintenance	62	67	63	62	61	61
Water and sewer services	71	72	69	66	71	73
City of Rockville utility billing	62	62	63	60	60	67
Building permit process	64	53	61	54	59	54
Providing planning and zoning information	63	63	70	56	58	54
Recreation programs and classes‡	70	76	80	74	67	69
Recreation facilities	73	77	79	72	70	72
Athletic fields (e.g., baseball/softball, soccer or football)	72	75	69	69	69	67
Playgrounds (play equipment)	74	74	83	71	71	69
Range of activities available in parks and recreation facilities	70	71	76	65	71	69
City-sponsored special events‡	72	76	78	65	69	73
Appearance of city parks‡	77	79	75	69	69	74

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
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)‡	64	63	51	52	63	62
Animal control (licensing, enforcement, and complaints)	68	65	66	67	66	64
Enforcement of traffic laws by Rockville City Police Department	62	60	59	62	61	66
Crime prevention efforts	68	65	64	65	62	64
Overall City of Rockville police services	75	72	68	69	70	74
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	67	65	64	69	67	64
Environmental protection and sustainability initiatives	65	64	57	64	68	66
Senior citizen programs and services	73	78	74	75	71	69
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	75	76	76	73	69	68
Rockville 11 (cable channel 11) programming	66	64	61	68	62	57

‡Difference between responses given by residents living in different areas of the city are statistically significant.

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 police services – 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 overall rating of the City of Rockville's 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 2018 City of Rockville Action Chart™ on page 30 combines three dimensions of performance:

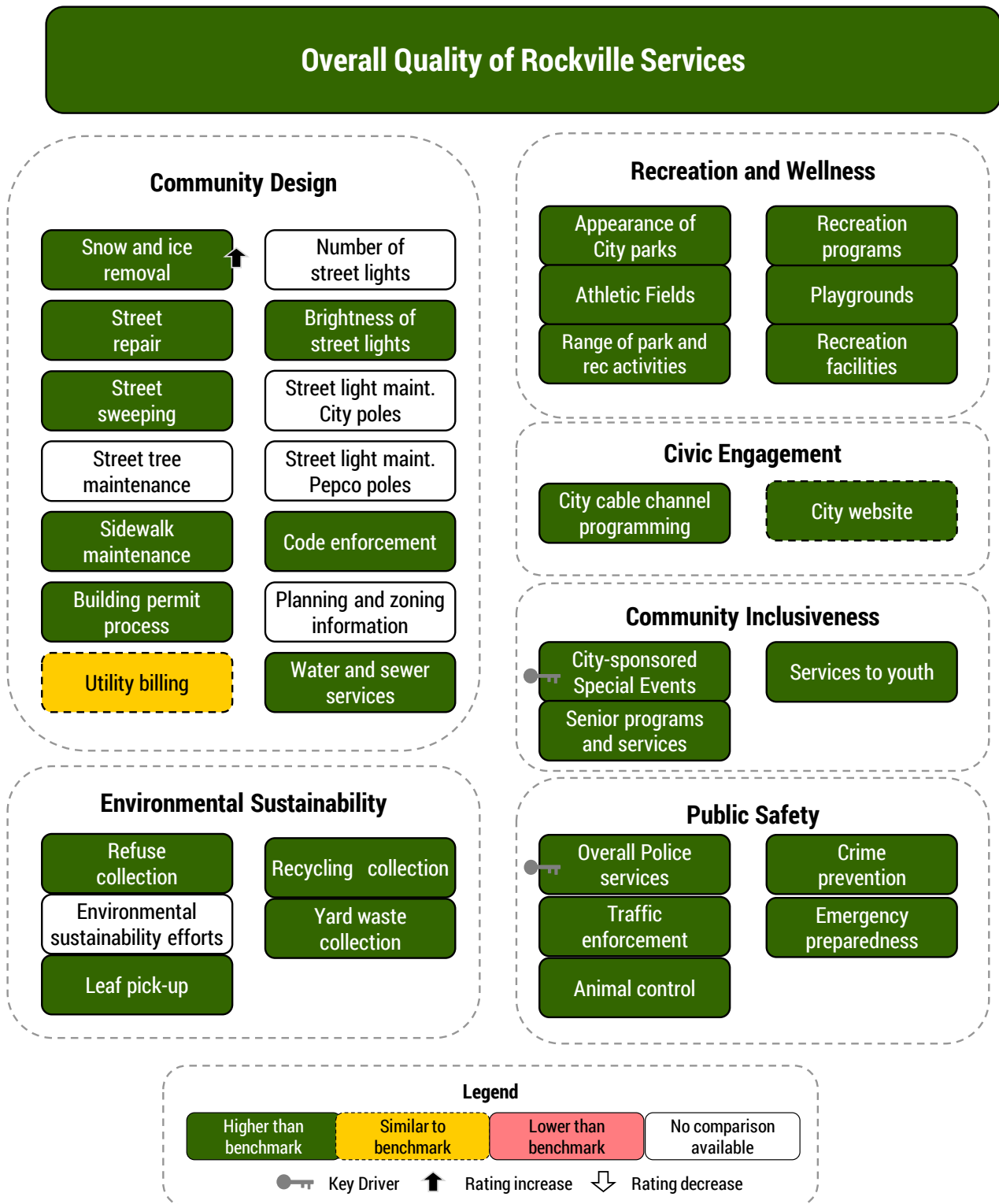
- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey. If no arrow is present, service ratings were similar when compared to the previous survey year.
- Comparison to the national benchmark. When a comparison is 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.

The two identified as key drivers for the city were:

- ♦ overall City of Rockville police services, and
- ♦ City-sponsored special events.

Both of these items had ratings higher than the benchmark comparison. Ratings of each key driver remained stable from 2016 to 2018.

Figure 24: 2018 City of Rockville Action Chart™



Resident Priorities Related to Service Delivery

Residents participating in the survey 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 two 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 75% of residents while services for seniors and the aging population were rated essential or very important by slightly fewer (67%) residents (see Figure 25 below). Among the 15 potential priorities, these were the sixth (tied with another) and ninth most important priorities, respectively.

Importance ratings for youth and senior services were similar in 2018 compared to 2016, but the importance placed on services for youth increased from 2014 in 2018 (see Figure 26 below). 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 on the next page).

Figure 25: Importance of Youth and Senior Services, 2018

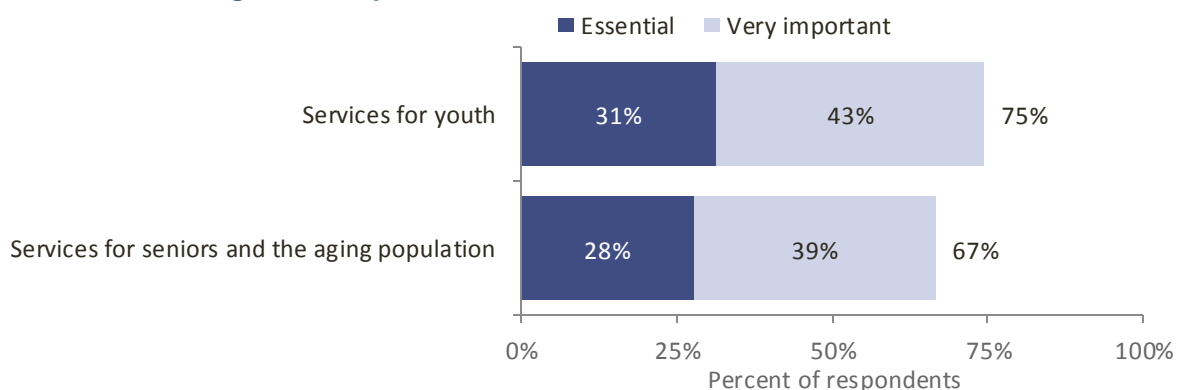


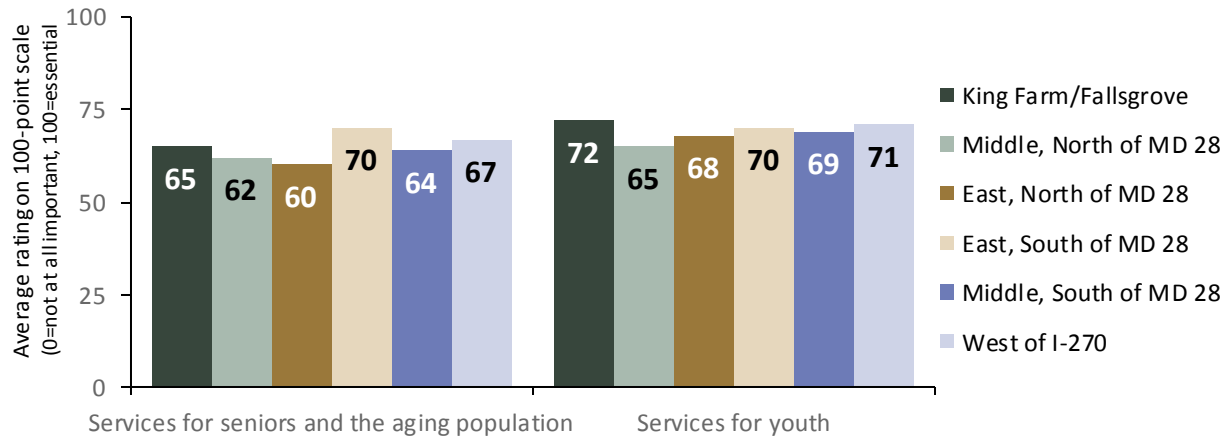
Figure 26: Importance of Youth and Senior Services by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
Services for youth	70	68	64
Services for seniors and the aging population	65	62	60

Differences between ratings given in 2018 and 2016 are not statistically significant.

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

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



Differences between responses given by residents living in different areas of the city were not statistically significant

The third potential priority included under the Efficient and Effective Service Delivery Mayor and Council Priority Initiative was the City of Rockville's preparation for unforeseen or natural disasters. About three-quarters of residents indicated this as essential or very important and only three percent considered it as "not at all important" (see Figure 28 below). Among the 15 potential priorities, this was the fifth most important priority.

Importance ratings for emergency preparedness were similar in 2018 as what had been observed in 2016 and 2014 (see Figure 29). Importance ratings for this item were similar across the six geographic areas in the city (see Figure 30). Interestingly, while the importance placed on the City's preparation was seen as fairly important, most residents (79%) had not prepared themselves by stockpiling supplies for an emergency (see Figure 61 on page 51).

Figure 28: Importance of Emergency Preparedness, 2018

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:
City's preparation for unforeseen or natural disasters

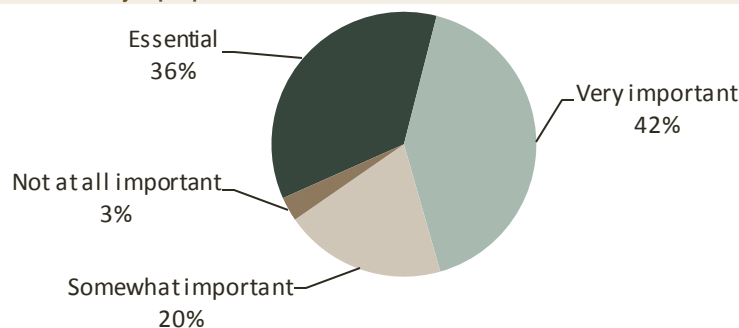


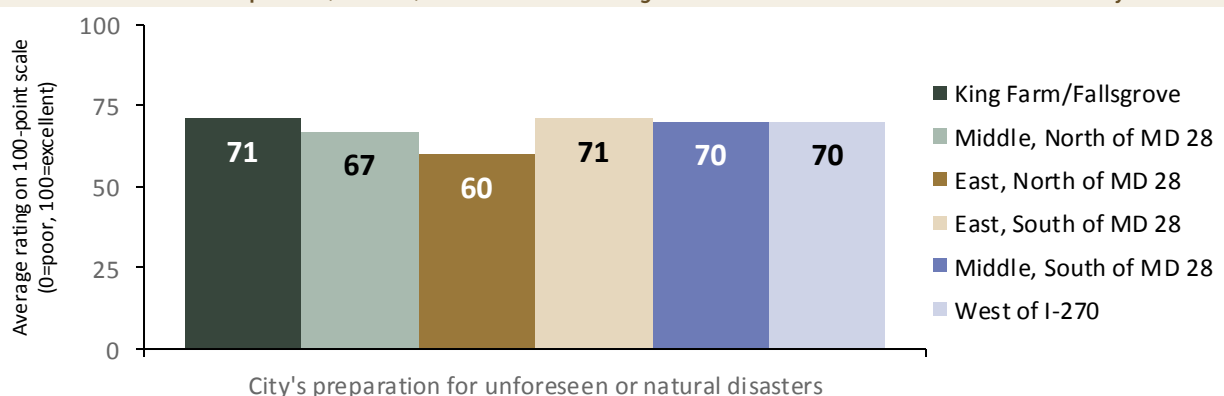
Figure 29: Importance of Emergency Preparedness by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
City's preparation for unforeseen or natural disasters	70	69	69

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 30: Importance of Emergency Preparedness by Geographic Area

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



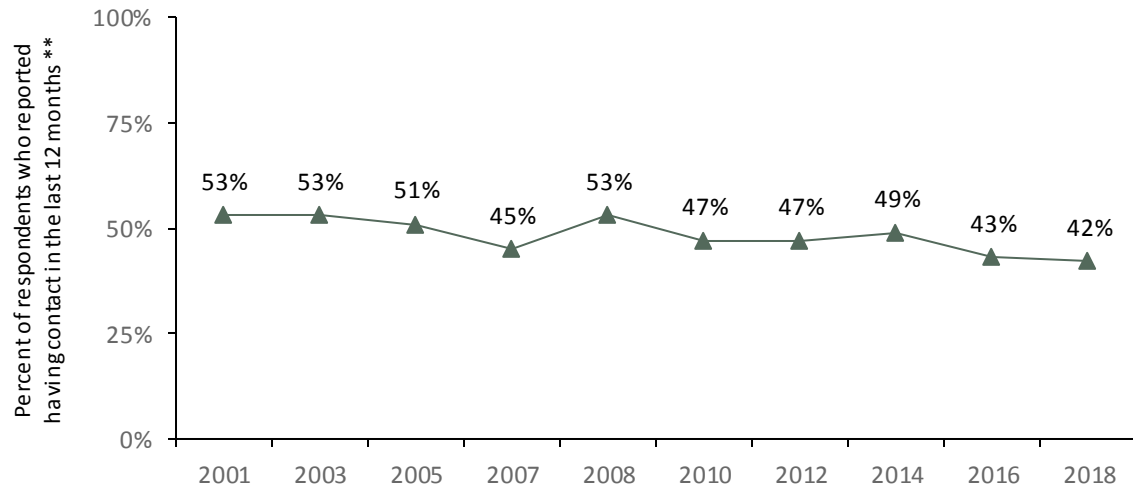
Difference between responses given by residents living in different areas of the city are not statistically significant

Contact with City

About 4 in 10 respondents reported having had contact with the City of Rockville in the 12 months prior to the survey, which was similar to what had been observed in 2016, but lower than in many previous survey iterations (see Figure 31). The rate of contact with the City of Rockville staff was lower when compared to what was reported in other communities across the nation.

Figure 31: Contact with City 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)?"

Differences between results from 2018 and 2016 are not statistically significant.

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 applauded the level of knowledge and courtesy of those with whom they had communicated, with nearly 9 in 10 rating these attributes as excellent or good (see Figure 32). Responsiveness and overall customer service were rated as excellent or good by about 8 in 10 respondents.

When compared to the national benchmarks, ratings for knowledge and responsiveness were higher, while overall customer service ratings were much higher. The ratings given to the courtesy of those with whom they interacted were similar to the national benchmark.

Ratings of interactions with the City of Rockville in 2018 were similar to 2016 and previous years (see Figure 33).

Figure 32: Ratings of Interactions with City, 2018

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
Knowledge	44%	43%	10%	3%	100%	Higher
Courtesy	50%	38%	10%	2%	100%	Similar
Responsiveness	43%	40%	12%	5%	100%	Higher
Overall customer service	44%	39%	13%	3%	100%	Much higher

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

Figure 33: Ratings of Interactions with City Employees 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Knowledge	76	75	75	76	73	71	71	72	72	71
Courtesy	79	79	77	76	75	72	73	76	75	74
Responsiveness	74	72	73	75	71	66	69	70	69	70
Overall customer service	75	75	72	72	72	68	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. Differences between ratings given in 2018 and 2016 are not statistically significant.

Good Governance

The goal of the Good Governance Priority Initiative is that 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. About 6 in 10 strongly or somewhat agreed that they were pleased with overall direction of the city government and with the overall performance of the City of Rockville's Mayor and Council. About 1 in 10 disagreed with these statements, while about 3 in 10 neither agreed nor disagreed.

The ratings of the overall performance of Mayor and Council was much higher than the national benchmark comparison, while the rating of the overall direction that the city government is taking was similar.

Ratings for both these items have remained stable over time (see Figure 35 on the next page). 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 (see Figure 36 on the next page).

Figure 34: Ratings Overall Direction and Overall Performance, 2018

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 performance of the City of Rockville's Mayor and Council	15%	47%	31%	5%	2%	100%	Much higher
I am pleased with the overall direction that the city government is taking	13%	48%	28%	8%	2%	100%	Similar

Figure 35: Ratings of Government Performance 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
I am pleased with the overall performance of the City of Rockville's Mayor and Council	67	66	67	65	64	NA	NA	NA	NA	NA
I am pleased with the overall direction that the city government is taking	65	66	66	66	65	66	64	66	65	65

Prior to 2014, "I am pleased with the overall direction that the City government is taking" was "I am pleased with the overall direction that the City of Rockville government is taking."

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 36: Overall Direction and Overall Performance 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/ Falls Grove	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	68	60	63	65	66	65
I am pleased with the overall performance of the City of Rockville's Mayor and Council	70	64	66	66	67	69

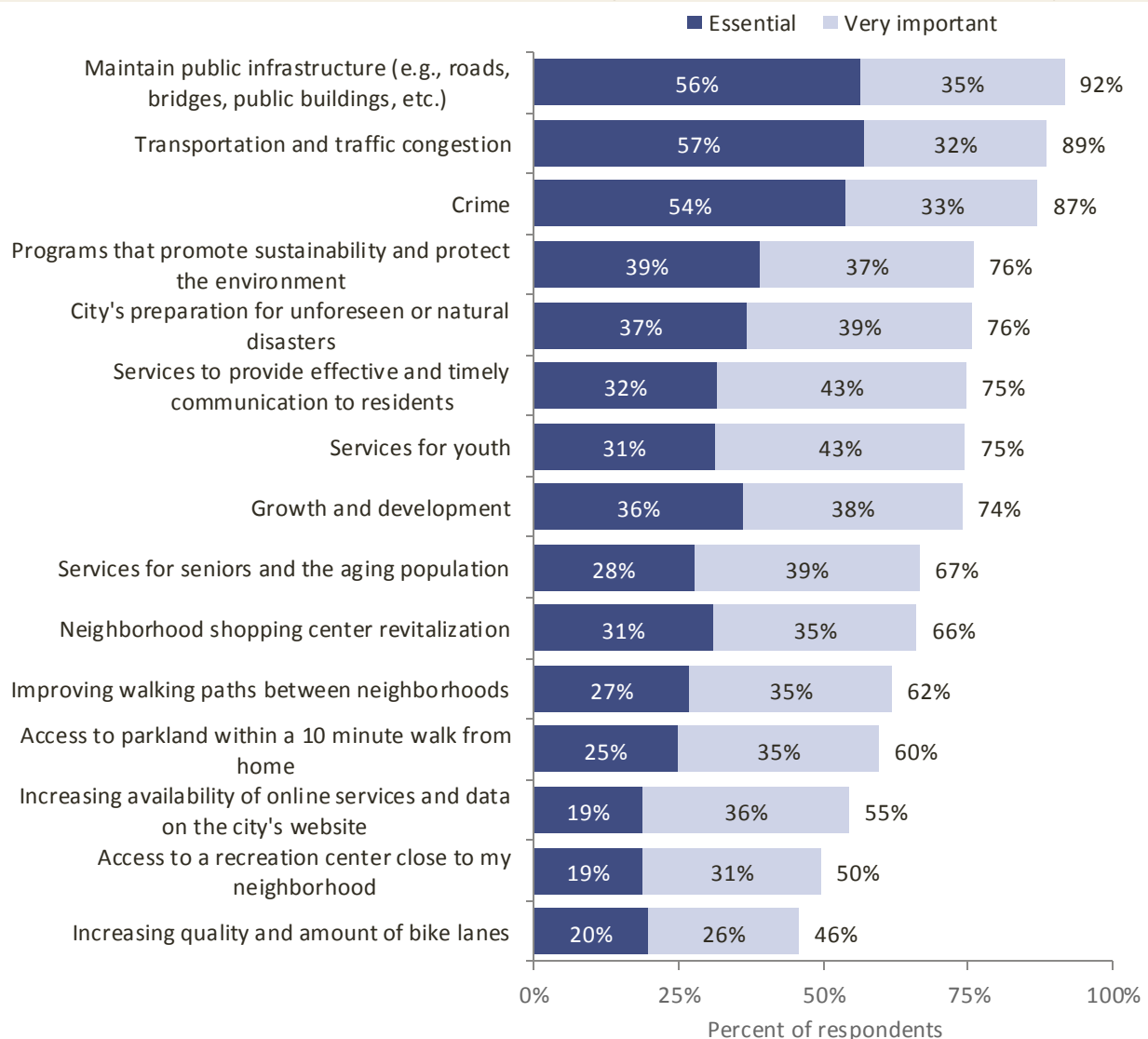
Differences between responses given by residents living in different areas of the city are not statistically significant

Resident Priorities Related to Good Governance

Fifteen potential priorities were presented to survey participants, who rated how important they felt it was for the city to focus on each in the next two years. 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 issues. Nearly all potential priorities (14 of 15) received essential or very important marks from at least 50% of respondents. Priorities deemed most important were maintaining public infrastructure, addressing transportation and traffic congestion and addressing crime, each of which was considered essential by over half of respondents and essential or very important by about 9 in 10 respondents. The priority deemed as least important was increasing the quality and amount of bike lanes with only 46% of respondents considering this essential or very important.

Figure 37: Importance of Potential Priorities, 2018

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



Importance ratings for each of the 15 priorities were similar in 2018 compared to 2016. However, compared to 2014, some issues were seen as more important in 2018, including addressing crime, providing effective and timely communications, providing services for youth and increasing the availability of online services and data on the city's website.

Figure 38: Importance of Potential Priorities by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	84	83	80
Transportation and traffic congestion	83	82	79
Crime	82	80	76
Programs that promote sustainability and protect the environment	73	68	NA
Services to provide effective and timely communication to residents	72	68	64
City's preparation for unforeseen or natural disasters	70	69	69
Services for youth	70	68	64
Growth and development	68	67	71
Neighborhood shopping center revitalization	66	62	NA
Services for seniors and the aging population	65	62	60
Improving walking paths between neighborhoods	60	60	NA
Increasing availability of online services and data on the city's website	58	53	52
Access to parkland within a 10 minute walk from home	54	57	NA
Increasing quality and amount of bike lanes	49	49	46
Access to a recreation center close to my neighborhood	48	50	NA

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."

Differences between ratings given in 2018 and 2016 are not statistically significant.

Safe and Livable Neighborhoods

The positive outcome to be obtained with the Safe and Livable Neighborhoods Priority Initiative is that the City of Rockville is a community of safe, diverse neighborhoods with well-kept homes and vital neighborhood centers. It will be 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.

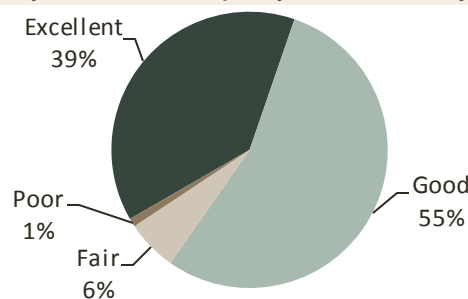
Assessing residents' perspectives about the aspects of quality of life, characteristics of the community and feelings of safety, among other factors, will aid the city in tracking the goals identified under this Priority Initiative.

Quality of Life in Rockville

Over 9 in 10 Rockville residents (94%) reported they would describe the overall quality of life in the city as excellent or good. About 6% would give a fair grade, while only 1% would say quality of life is 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, 2018

Overall, how would you describe the quality of life in the City of Rockville?



Residents bestowed similarly positive grades to Rockville as a place to raise children (89% excellent or good) and to the overall quality of their neighborhood (87%). However, fewer (58%) felt that Rockville was an excellent or good place to retire, and 12% felt it was a poor place to retire. The rating of Rockville as a place to retire was lower than the national benchmark comparison, but Rockville as a place to raise children was awarded a rating much higher than the national benchmark comparison, while neighborhoods were rated higher than the national benchmark comparison.

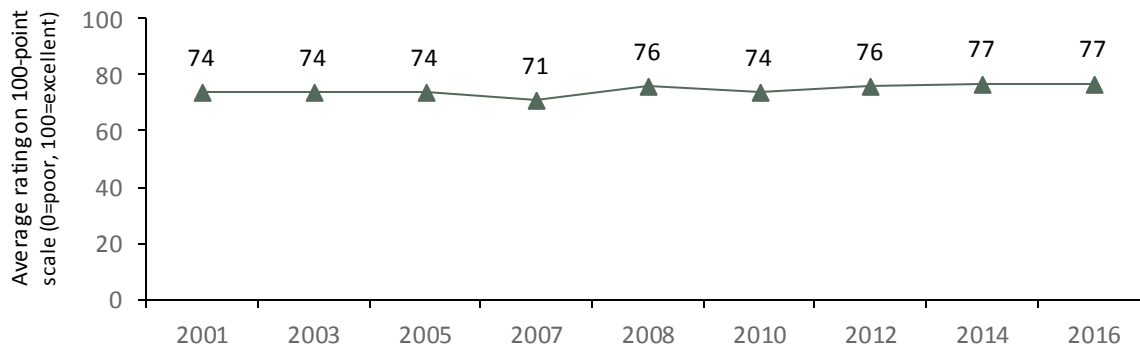
Figure 40: Aspects of Quality of Life, 2018

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
How do you rate the overall quality of your neighborhood?	41%	46%	12%	1%	100%	Higher
How do you rate Rockville as a place to raise children?	45%	44%	10%	1%	100%	Much higher
How do you rate Rockville as a place to retire?	22%	36%	31%	12%	100%	Lower

Ratings of the overall quality of life in Rockville and the other aspects of quality of life assessed were similar in 2018 compared to 2016, and these ratings have all remained stable over time (see Figure 41 and Figure 42). Ratings of overall quality of life in Rockville did not differ greatly by area of residence within the city, but ratings of Rockville as a place to raise children, to retire and quality of neighborhood had higher ratings among those in King Farm/Fallsgrove and west of I-270, while ratings tended to be lowest in the east part of Rockville south of MD28 and north of MD 28 (see Figure 43).

Figure 41: Overall Quality of Life by Year

Overall, how would you describe the quality of life in the City of Rockville?



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 42: Aspects of Quality of Life by Year

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Overall quality of life in Rockville	77	77	77	76	74	76	71	74	74	74
Overall quality of your neighborhood	75	74	74	74	71	71	70	74	73	70
Rockville as a place to raise children	78	77	77	77	76	74	68	73	71	70
Rockville as a place to retire	56	54	55	57	57	53	47	52	53	51

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 43: Aspects of Quality of Life 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?	79	74	77	74	78	80
How do you rate Rockville as a place to raise children? ‡	83	79	68	63	71	83
How do you rate the overall quality of your neighborhood? ‡	81	84	77	68	76	81
How do you rate Rockville as a place to retire? ‡	60	54	47	49	55	60

‡ Differences between responses given by residents living in different areas of the city are statistically significant

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. Seven in 10 awarded excellent or good ratings to the sense of community in Rockville. All four of these items had ratings much higher than the national benchmark comparisons. When compared to 2014, each rating for characteristics of the community remained similar in 2016, and has remained stable over time.

Figure 44: Ratings of Community Characteristics, 2018

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Sense of community	20%	51%	26%	3%	100%	Much higher
Overall appearance of Rockville	27%	55%	16%	2%	100%	Much higher
Overall image or reputation of Rockville	31%	53%	14%	1%	100%	Much higher
Opportunities to attend cultural or arts events	33%	45%	18%	5%	100%	Much higher

Figure 45: Ratings of Community Characteristics by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Sense of community	63	63	62	63	62	59	58	59	61	59
Overall appearance of Rockville	70	69	68	69	67	67	61	61	62	62
Overall image or reputation of Rockville	71	70	NA	NA	NA	NA	NA	NA	NA	NA
Opportunities to attend cultural or arts events	69	69	69	69	66	70	63	64	64	64

Differences between ratings given in 2018 and 2016 are not statistically significant.

Some differences were seen in the perception of these community characteristics by area of residence in Rockville. In general, those in the east part of the city (both north and south of MD 28) gave the lowest ratings to the sense of community or the overall appearance of Rockville. However, those in the east portion of the city north of MD 28 gave the highest ratings to opportunities to attend cultural or arts events.

Figure 46: Ratings of Community Characteristics 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
Sense of community ‡	66	64	55	61	60	65
Overall appearance of Rockville ‡	73	72	64	64	68	71
Overall image or reputation of Rockville	74	71	63	70	70	73
Opportunities to attend cultural or arts events ‡	69	73	75	66	65	73

‡ Differences between responses given by residents living in different areas of the city are statistically significant

Health and Wellness Opportunities

About 8 in 10 respondents deemed the health and wellness opportunities in Rockville as excellent or good (see Figure 47). The rating of health and wellness was much higher than the national benchmark. Sentiment about health and wellness opportunities has remained unchanged since the item was first evaluated in 2014 (see Figure 48). Ratings of these opportunities were similar in all areas of the city (see Figure 49).

Figure 47: Health and Wellness Opportunities in Rockville, 2018

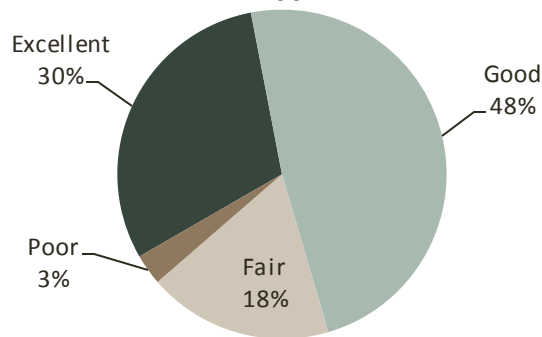
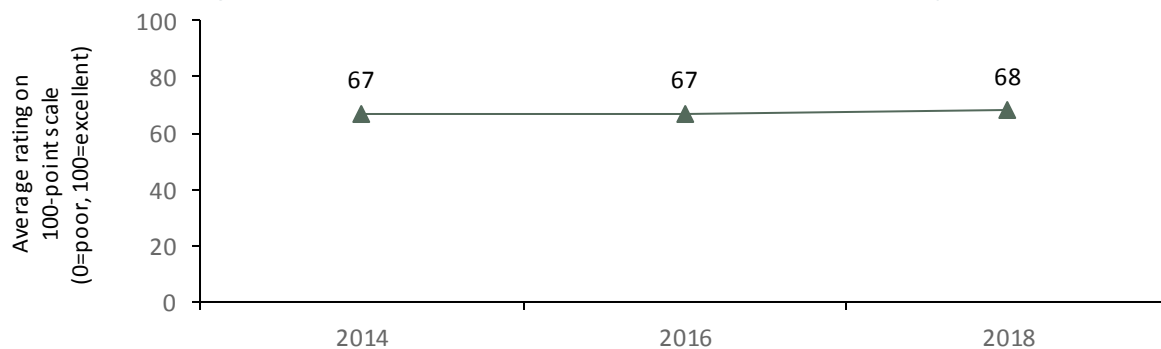


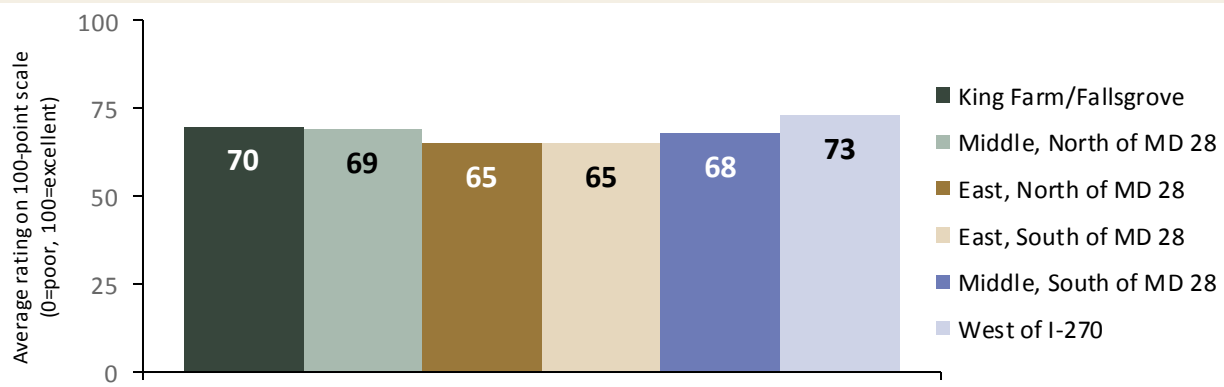
Figure 48: Health and Wellness Opportunities in Rockville by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

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

Please rate each of the following characteristics of Rockville:



Health and wellness opportunities in Rockville

Differences between responses given by residents living in different areas of the city are not statistically significant.

Community Respect for Residents of All Backgrounds

One measure of the respect in the community for residents of all backgrounds is the rating of the openness and acceptance of the community toward people of diverse backgrounds. About 4 in 10 residents rated this as excellent, and another 4 in 10 as good (see Figure 50). Compared to the average of communities across the nation, the Rockville rating was much higher. The rating for this item has remained essentially unchanged since it was first included on the baseline survey in 2001 (see Figure 51).

Figure 50: Ratings of Openness and Acceptance toward People of Diverse Backgrounds, 2018

Openness and acceptance of the community toward people of diverse backgrounds

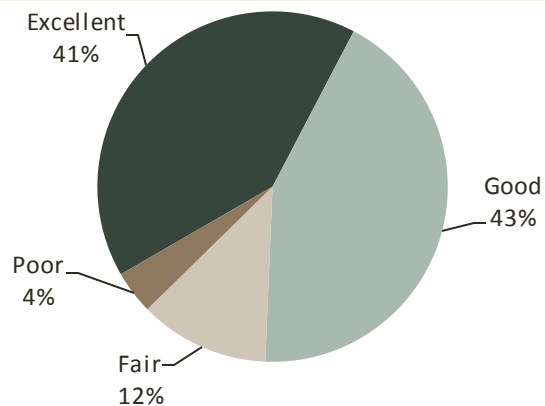
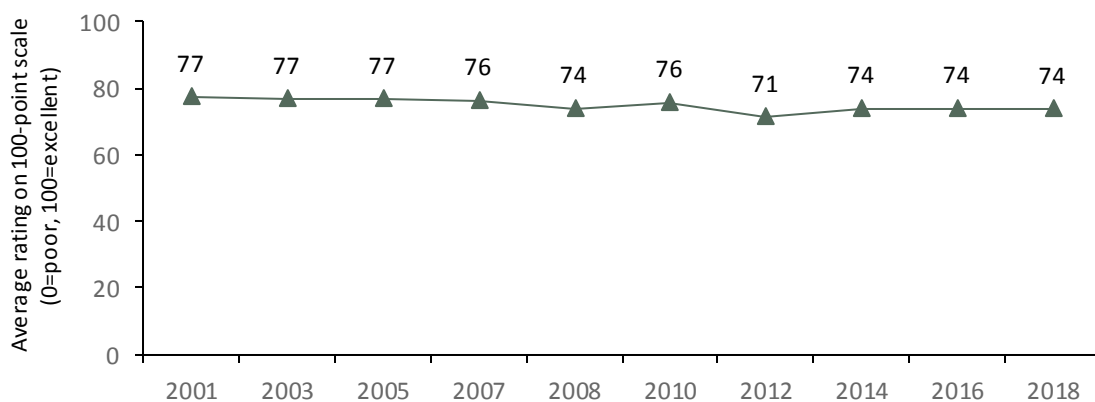


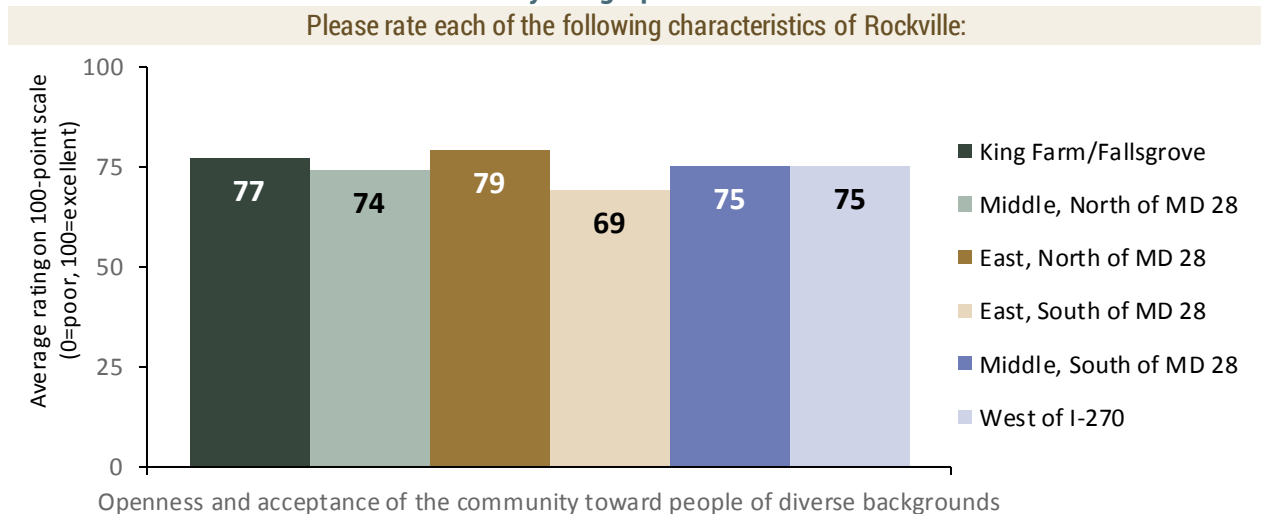
Figure 51: Ratings of Openness and Acceptance toward People of Diverse Backgrounds by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

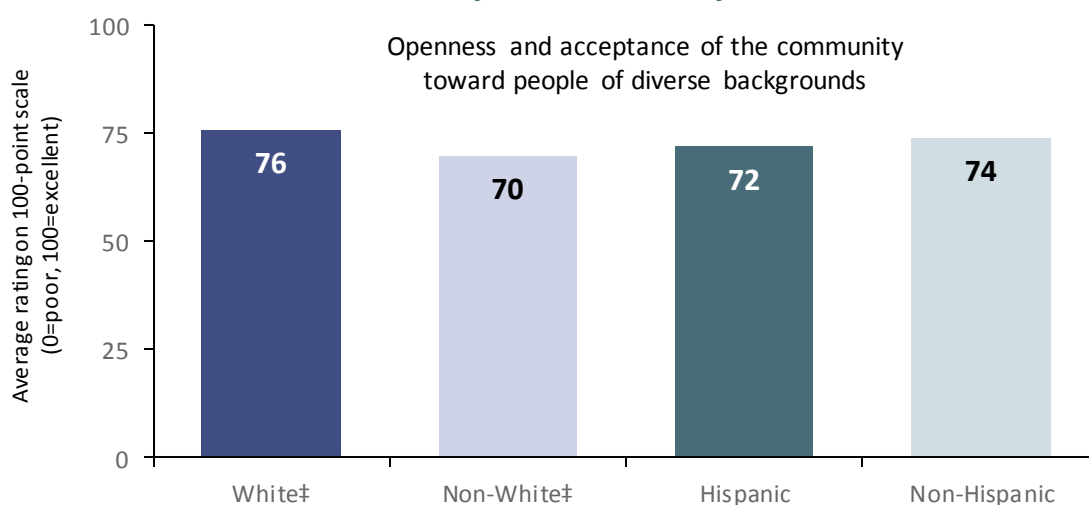
Ratings of the openness and acceptance of the community toward people of diverse backgrounds were similar in all areas of the city (see Figure 52). However, ratings by racial background (white versus non-white) were different, with whites giving an average rating on the 100-point scale of 76 compared to a 70 by those who were not white (see Figure 53). Differences between Hispanics and Non-Hispanics were small and not statistically significant.

Figure 52: Ratings of Openness and Acceptance toward People of Diverse Backgrounds by Geographic Area



Difference between responses given by residents living in different areas of the city are not statistically significant

Figure 53: Ratings of Openness and Acceptance toward People of Diverse Backgrounds by Race and Ethnicity

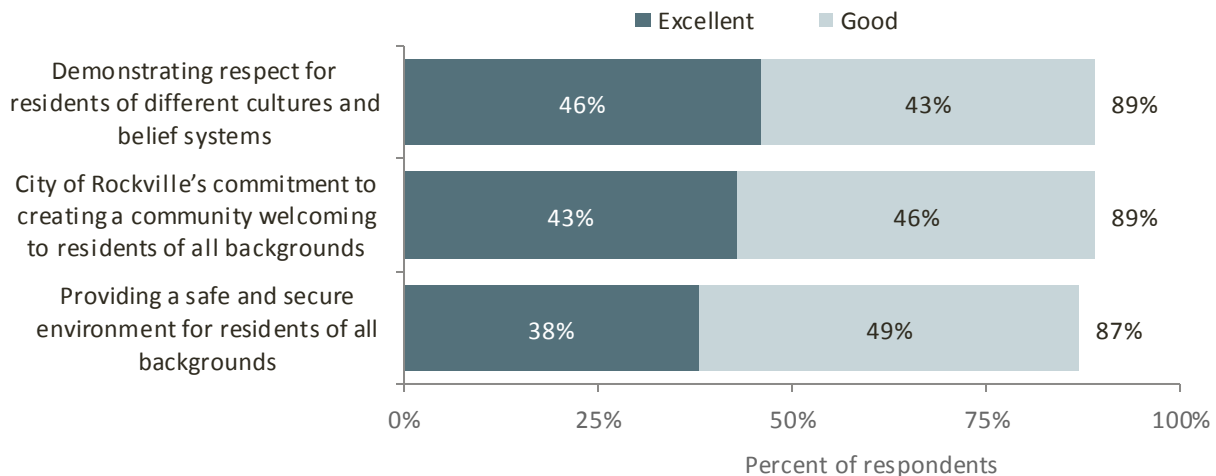


† Differences between responses given by white and non-white residents are statistically significant

In 2018, a new question with three items was added to the survey to help measure progress towards community respect for all backgrounds. As shown in Figure 54 below, ratings were quite positive for feeling that the City of Rockville demonstrates respect for residents of different cultures and belief systems, is committed to creating a community welcoming to residents of all backgrounds, and works to provide a safe and secure environment for residents of all backgrounds; about 9 in 10 respondents rated each aspect as excellent or good.

Figure 54: Ratings of Inclusivity, 2018

Please rate the quality of each of the following aspects of the City of Rockville:



Some differences were observed in the ratings given by residents living in different parts of the city. Those in the middle section of the city north of MD 28 typically had the lowest assessments of these items, while those living in the King Farm/Fallsgrove area, west of I-270 or in the east area north of MD 28 had the highest.

Figure 55: Ratings of Inclusivity by Geographic Area

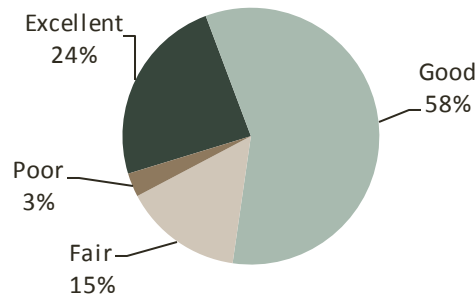
Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Demonstrating respect for residents of different cultures and belief systems ‡	83	74	82	77	77	80
Providing a safe and secure environment for residents of all backgrounds ‡	78	71	78	73	73	79
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	80	75	78	76	75	79

‡Differences between responses given by residents in living in different areas of the city are statistically significant

Feelings of Safety

The 2018 survey was the first time those participating in the Rockville Community Survey were asked how they would assess their overall feeling of safety in Rockville. About one-quarter of respondents felt it was excellent, while another 6 in 10 considered it good.

Figure 56: Overall Feeling of Safety, 2018



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 6 in 10 felt very or reasonably safe in the vicinity of Metrorail stations. About 8 in 10 said they felt at least reasonably safe at local parks and playgrounds, while 7 in 10 reported feeling very or reasonably safe on Rockville paths and trails. About 7 in 10 felt at least reasonably safe crossing the street in Rockville. Ratings were lower in Rockville than in comparison communities across the nation for feeling of safety in the neighborhood during the day and in business areas during the day, but were similar for feelings of safety at local parks and playgrounds (see Figure 57 below). Feelings of safety in 2018 were similar to what had been observed in 2016, and ratings have mostly remained stable over time. Evaluations of safety when crossing the street have increased over time compared to the baseline rating in 2001 (see Figure 58 on the next page).

Figure 57: Feelings of Safety in Rockville, 2018

How safe do you feel...	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison to benchmark
Crossing the street in Rockville	19%	49%	20%	8%	3%	100%	Not available
In your neighborhood during the day	54%	37%	7%	2%	0%	100%	Lower
In business areas in Rockville during the day	43%	43%	11%	3%	1%	100%	Lower
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	14%	46%	28%	8%	2%	100%	Not available
On Rockville paths and trails	20%	51%	21%	7%	2%	100%	Not available
At local parks and playgrounds	33%	50%	14%	3%	0%	100%	Similar

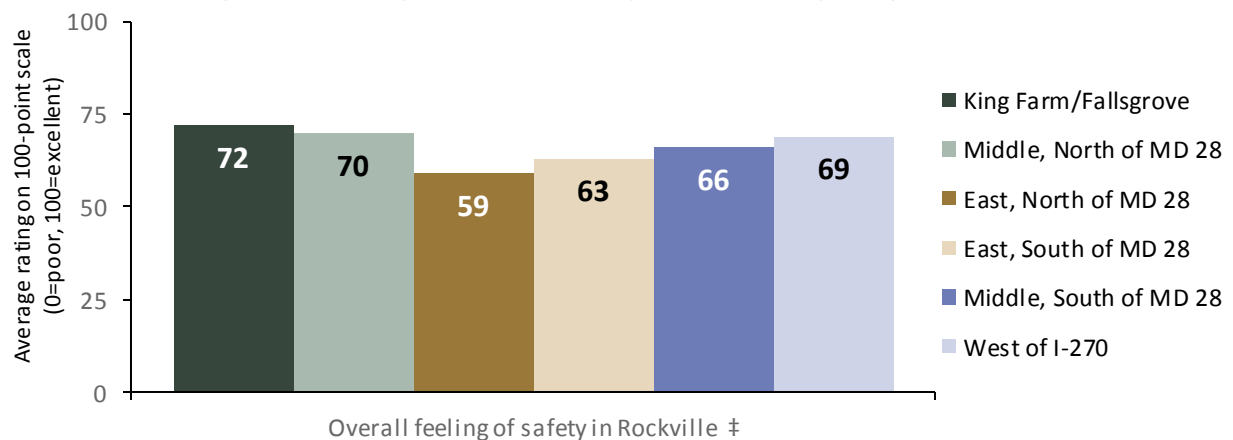
Figure 58: Ratings of Safety in Rockville by Year

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Crossing the street in Rockville	68	69	70	68	63	65	61	59	60	NA
In your neighborhood during the day	86	85	87	84	83	84	83	87	89	89
In business areas in Rockville during the day	81	81	83	81	79	83	82	83	86	86
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	65	65	NA	NA	NA	NA	NA	NA	NA	NA
On Rockville paths and trails	70	NA	NA	NA	NA	NA	NA	NA	NA	NA
At local parks and playgrounds	78	NA	NA	NA	NA	NA	NA	NA	NA	NA

Differences between ratings given in 2018 and 2016 are not statistically significant.

Differences were observed in the feelings of safety by area of residence; those in the East part of town, north of MD 28, had the lowest rating of feeling of safety, while those in the King Farm/Fallsgrove area had the highest (see Figure 59). Other ratings of personal safety did not vary across areas within the city, except at local parks and playgrounds, where those in the east part of the city south of MD 28 gave the lowest ratings (see Figure 60.) Differences were also seen in the rating of safety crossing the street in different areas of Rockville; those in the east section of the city north of MD 28 gave the lowest rating to this item compared to those in other parts of the city.

Figure 59: Ratings of Overall Safety in Rockville by Geographic Area



‡ Difference between responses given by residents living in different areas of the city are statistically significant

Figure 60: Ratings of Safety in Rockville by Geographic Area

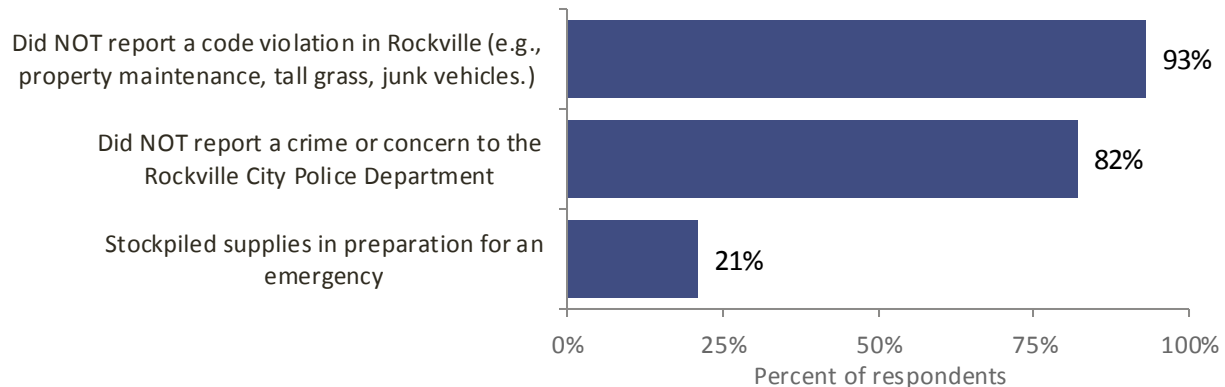
How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	King Farm/Fallsgrove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Crossing the street in Rockville ‡	69	65	61	65	70	73
In your neighborhood during the day	86	86	83	84	84	88
In business areas in Rockville during the day	83	82	79	80	79	80
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	66	64	63	67	66	65
On Rockville paths and trails	72	71	70	64	69	71
At local parks and playgrounds ‡	80	79	79	73	77	78

‡ Differences between responses given by residents living in different areas of the city are statistically significant

Very few respondents had reported a code violation in Rockville; about 7% had done so in the last year, while 93% had not done so. Nearly 2 in 10 (18%) had reported a crime or concern to the Rockville City Police Department, while 82% had not done so. About 2 in 10 respondents had stockpiled supplies in preparation for an emergency.

Figure 61: Public Safety Involvement and Emergency Preparedness, 2018

Please indicate whether or not you have done each of the following in the last 12 months:



Fewer respondents in Rockville reported having stockpiled supplies in preparation for an emergency compared to the average seen in communities across the nation. A greater proportion of respondents had NOT reported a crime or a code violation compared to the national benchmarks. The benchmarks for these two items are for the proportion who had NOT done these things, as less reporting of crime and less reporting of code violations implies a more positive view of the community.

Figure 62: Public Safety Involvement and Emergency Preparedness, 2018

Please indicate whether or not you have done each of the following in the last 12 months:	Yes	No	Total	Comparison to benchmark
Reported a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.)*	7%	93%	100%	Much higher ¹
Reported a crime or concern to the Rockville City Police Department	18%	82%	100%	Much higher ¹
Stockpiled supplies in preparation for an emergency	21%	79%	100%	Much lower

* Most of the communities in the benchmark database asked whether a code violation had been **observed**, rather than **reported**.

¹ The benchmarks for these two items are for the proportion who had NOT done these things, as less reporting of crime and less reporting of code violations implies a more positive view of the community.

Respondents living in the east part of the city were more likely to have reported a code violation than were those who lived in other parts of the city. Respondents who lived in the east are north of MD 28 were more likely to have reported a crime or concern to police while those in the area west of I-270 were least likely to have done so.

Figure 63: Public Safety Involvement and Emergency Preparedness by Geographic Location

Please indicate whether or not you have done each of the following in the last 12 months: Percent having done each	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
Reported a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.) ‡	3%	4%	17%	18%	6%	5%
Reported a crime or concern to the Rockville City Police Department ‡	14%	23%	42%	25%	16%	10%
Stockpiled supplies in preparation for an emergency	19%	28%	22%	14%	22%	27%

‡ Differences between responses given by residents living in different areas of the city are statistically significant

Affordability of Housing and Quality of Residential Development

In contrast to most of the evaluations given by residents, a large majority of respondents, about 7 in 10, gave ratings of *fair* or *poor* to the availability of affordable housing in Rockville, while only about 3 in 10 gave positive ratings. This was much lower than the national benchmark comparison (see Figure 64), but perhaps not unexpected given the attractiveness of the Rockville community and the rising housing prices in the region. Opinions of the quality of new residential development were more positive, with 7 in 10 respondents giving a rating of excellent or good.

These ratings were similar to what had been observed in 2016 (see Figure 65). The rating of the availability of affordable housing has remained stable over time, but the rating of the quality of new residential development has slowly increased - about six points - since 2001.

Ratings of the availability of affordable housing were similar across the city, but differences were seen by area of residence in the ratings of new residential development (see Figure 66). Those in the east part of the city, both north and south of MD 28, as well as those west of I-270, gave lower ratings than did those in the other areas.

Figure 64: Ratings of Affordable Housing and Quality of Residential Development, 2018

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Availability of affordable housing	7%	22%	43%	28%	100%	Much lower
Quality of new residential development †	20%	51%	23%	6%	100%	Not available

† More than 20% of respondents said "don't know" when asked to rate this item.

Figure 65: Ratings of Affordable Housing and Quality of Residential Development by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Availability of affordable housing	36	37	39	37	36	37	33	35	39	NA
Quality of new residential development	62	61	62	61	60	59	57	59	56	56

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 66: Affordable Housing and Quality of Residential Development by Geographic Area

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Falls Grove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Availability of affordable housing	34	30	42	39	35	36
Quality of new residential development ‡	66	59	52	51	65	55

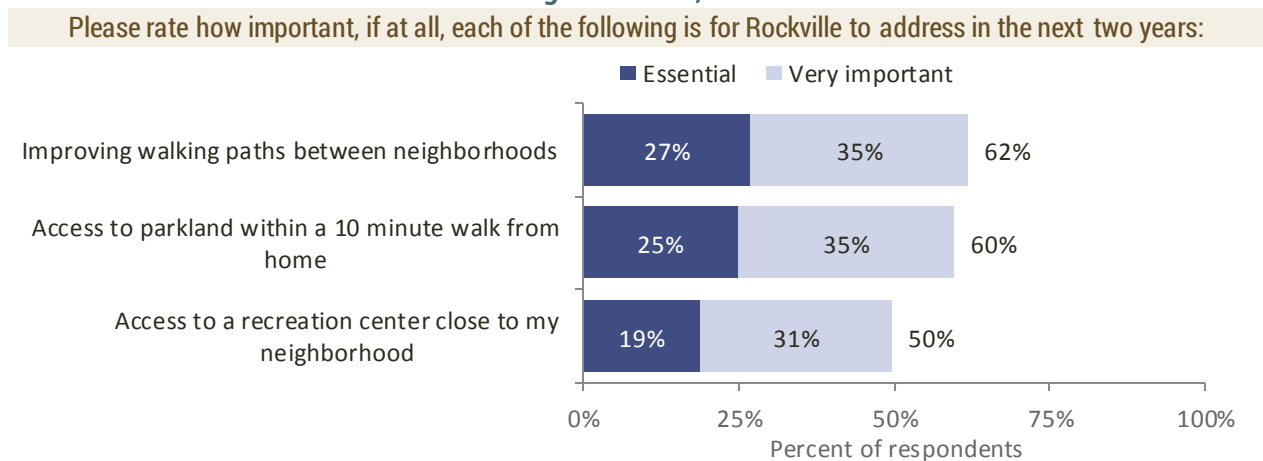
‡ Differences between responses given by residents living in different areas of the city are statistically significant.

Resident Priorities Related to Safe and Livable Neighborhoods

Four of the 15 potential priorities considered by survey respondents 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 and providing access to parkland within a 10 minute walk from home were deemed essential or very important by about 6 in 10 survey respondents, while about half felt access to a recreation center close to their neighborhood was essential or very important. These were similar to the importance ratings given by respondents in 2016 (see Figure 38 on page 39). Among the 15 potential priorities, these were the eleventh, twelfth and fourteenth most important priorities, respectively.

Figure 67: Importance of Priorities Related to Recreation Aspects of Safe and Livable Neighborhoods, 2018



Residents living in the east area south of MD 28 placed a higher priority on improving walking paths between neighborhoods compared to residents living in other areas of the city; those west of I-270 placed the lowest priority on this aspect compared to those in the other areas.

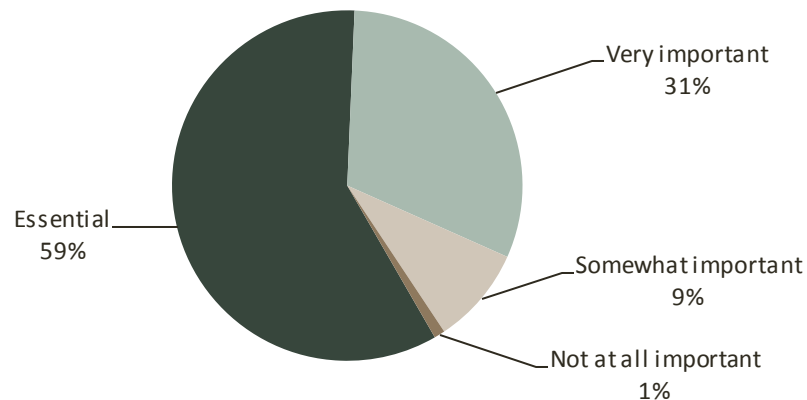
Figure 68: Priorities Related to Recreation Aspects of Safe and Livable Neighborhoods by Geographic Area

Please rate how important, if at all, each of the following is for Rockville to address in the next two 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	43	46	51	48	48
Access to parkland within a 10 minute walk from home	55	51	51	57	55	55
Improve walking paths between neighborhoods ‡	59	58	54	68	61	49

‡ Differences between responses given by residents living in different areas of the city are statistically significant

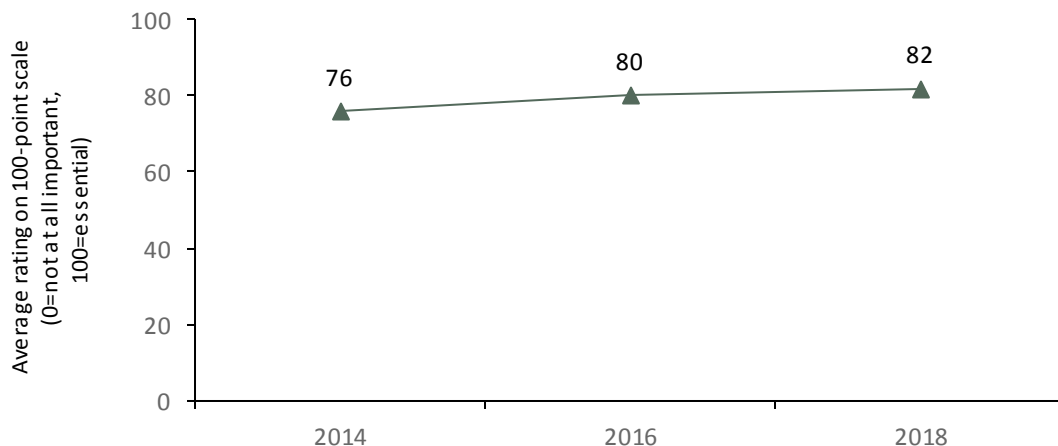
The fourth potential priority included under the Safe and Livable Neighborhoods Mayor and Council Priority Initiative was the importance of addressing crime. About 9 in 10 survey respondents regarded this as essential or very important (see Figure 69 below). Among the 15 potential priorities, this was in the top tier of resident priorities, and was the third most important priority following maintaining public infrastructure and transportation and traffic congestion.

Figure 69: Importance of Addressing Crime, 2018



The importance placed on addressing crime was similar in 2018 compared to 2016, but was an increase from 2014 (see Figure 70 below). Respondents living in each area of the city felt similarly about the importance of addressing crime in Rockville (see Figure 71 on the next page).

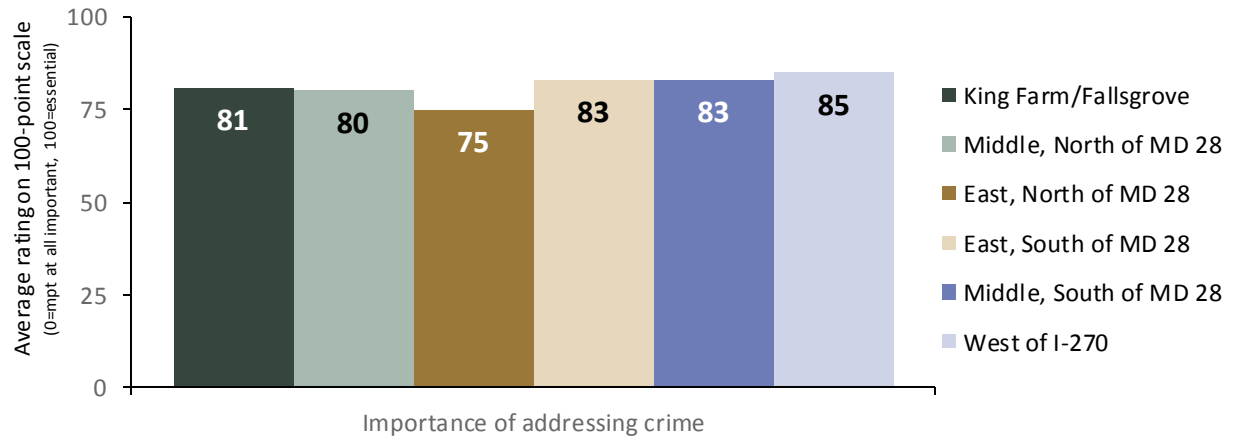
Figure 70: Importance of Addressing Crime by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 71: Ratings of Importance of Addressing Crime by Geographic Area

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



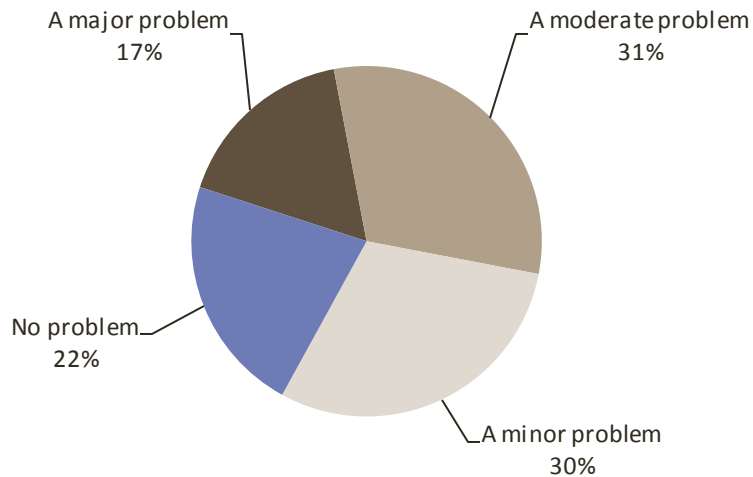
There were no significant differences between responses given by residents living in different areas of the city.

Resident Perspectives of Deer in Rockville

The 2018 community survey included some questions to assess resident opinion about deer in Rockville. Nearly half of respondents (48%) considered deer a major or moderate problem, while about half (52%) considered them only a minor problem or not a problem at all.

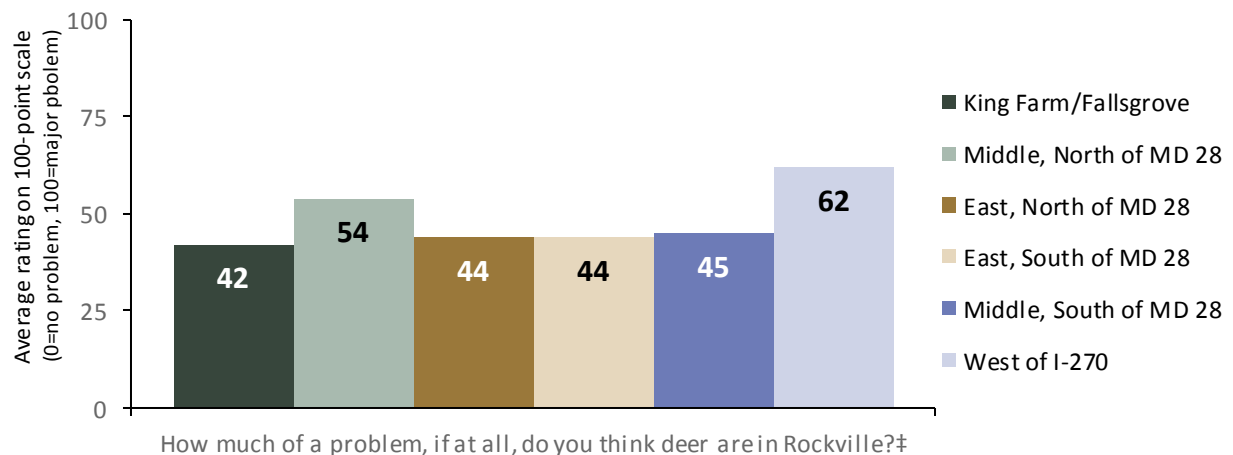
Figure 72: Rating of Deer as a Problem

How much of a problem, if at all, do you think deer are in Rockville?



However, resident opinion varied greatly by area of residence. Those west of I-270 were much more likely to consider deer a problem than were those living in other areas of the city.

Figure 73: Ratings of Deer as a Problem by Geographic Area

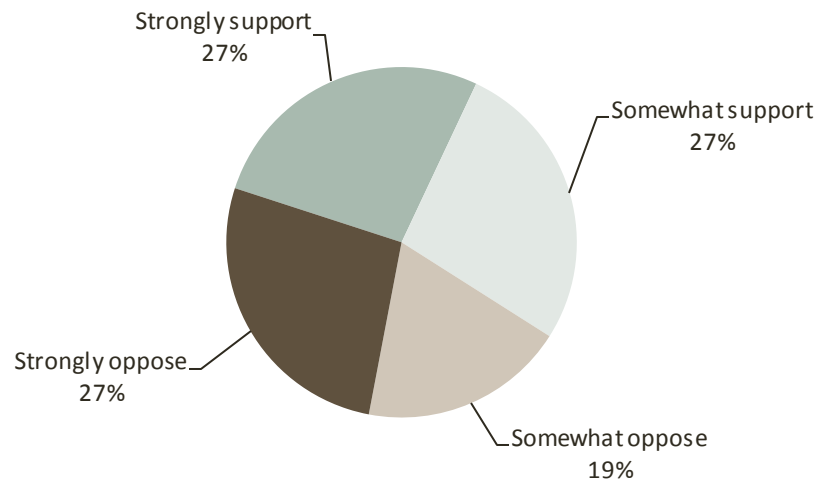


† Differences between responses given by residents living in different areas of the city are statistically significant.

Survey respondents were divided on whether they thought lethal action should be taken to reduce the deer population if no other measures were found to be effective. About 54% strongly or somewhat supported lethal action, while 46% opposed it. The proportion who strongly supported lethal actions (27%) was the same as the proportion who strongly opposed it.

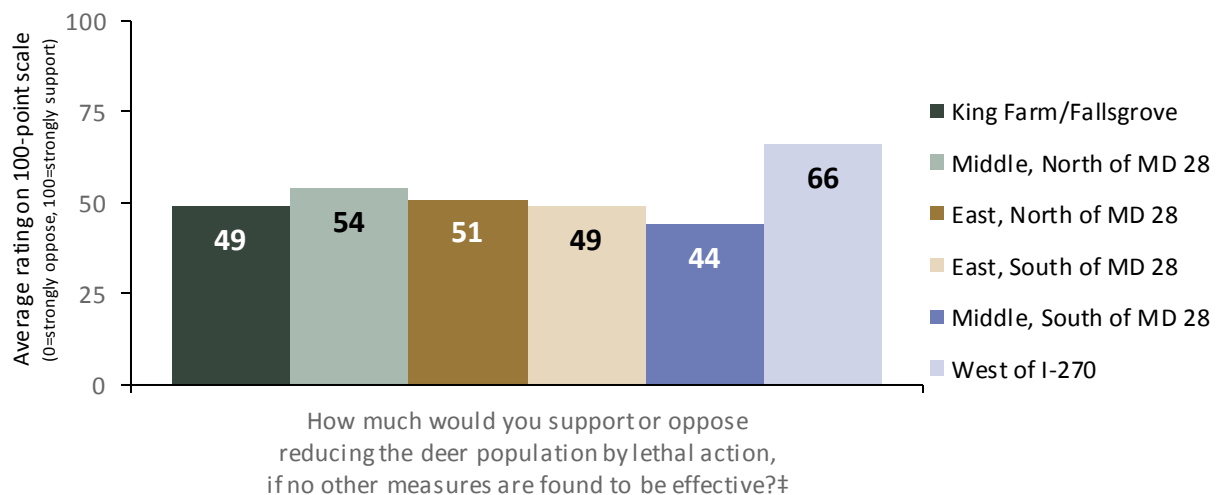
Figure 74: Support for or Opposition to Reducing the Deer Population by Lethal Action

How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective?



Those who lived in the area of Rockville west of I-270 were more likely to support lethal action than those who lived in other areas, not surprising since they were also more likely to consider deer a problem.

Figure 75: Support for or Opposition to Reducing the Deer Population by Lethal Action by Geographic Area



‡ Differences between responses given by residents living in different areas of the city are statistically significant.

Fiscal Responsibility

The expected outcome of the Fiscal Responsibility Priority Initiative is that 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. Two-thirds agreed that they received good value for the city taxes they paid (see Figure 76 below). About 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 higher than ratings given in other communities.

Ratings for this item have stayed stable since the baseline survey in 2001, never varying by more than three points (see Figure 77 on the next page). 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 (see Figure 78 on the next page).

Figure 76: Value for Taxes Paid to the City, 2018

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government: I receive good value for the city taxes I pay

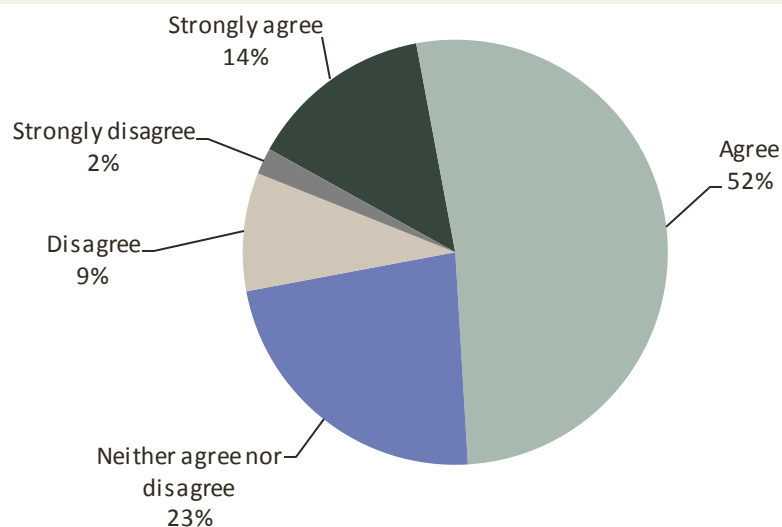
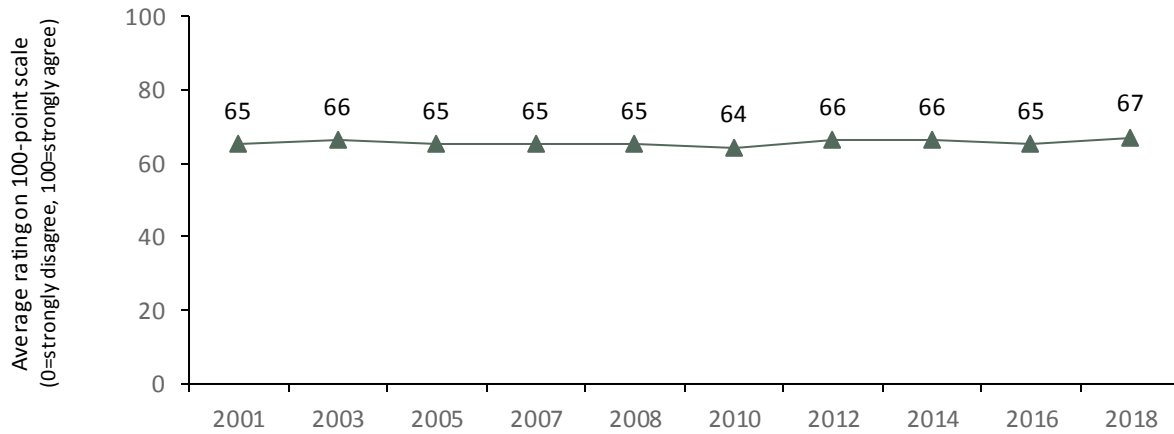
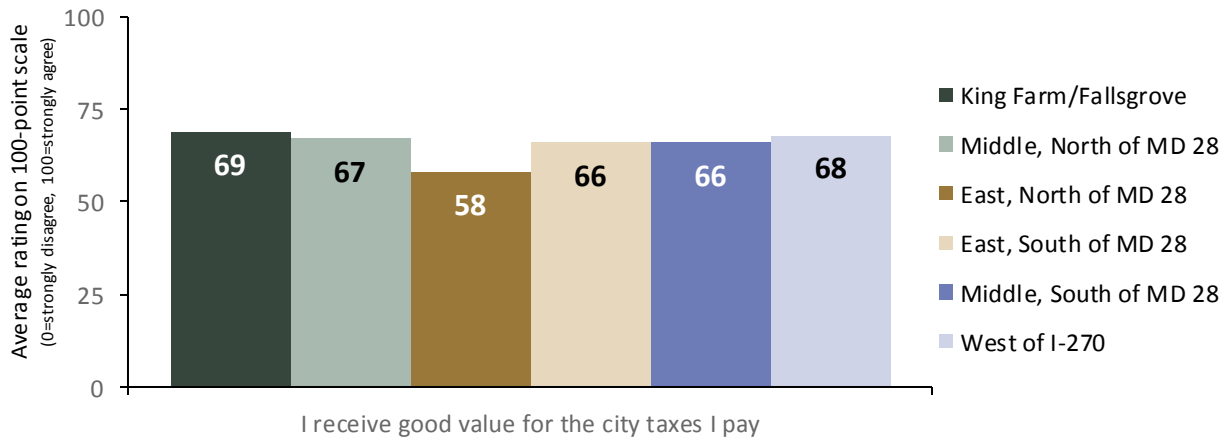


Figure 77: Value for Taxes Paid to the City by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 78: Ratings of Value for Taxes Paid to the City by Geographic Area



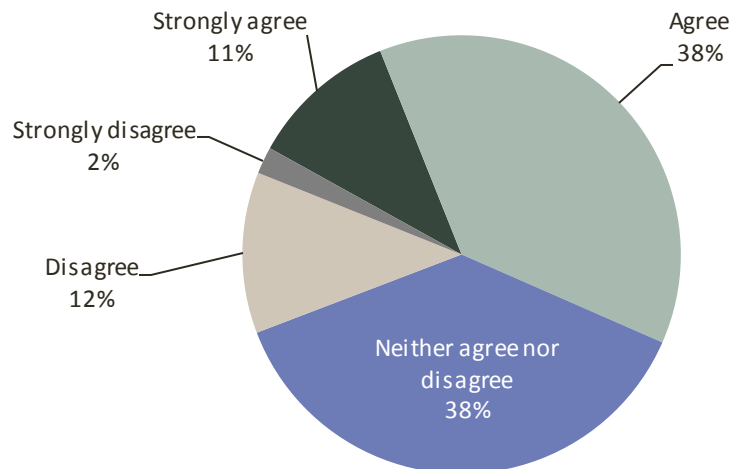
There were no significant differences between responses given by residents living in different areas of the city.

Budget Process

When asked the extent to which they agreed or disagreed that the city budgeting process is open and understandable to residents, about half of survey respondents strongly agreed or agreed that the budget process was open and understandable, while less than 2 in 10 disagreed. About 4 in 10 said that they neither agreed nor disagreed with this statement. A national benchmark was not available for this question.

Figure 79: Rating of City Budget Process, 2018

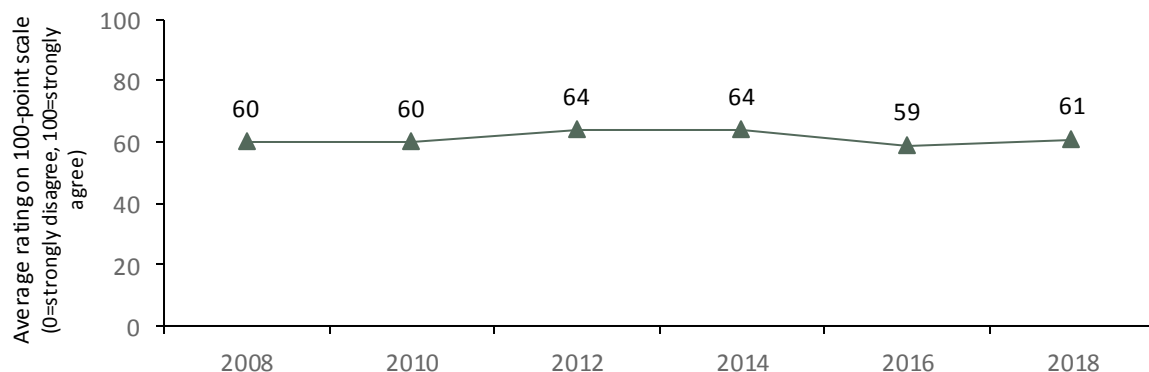
Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government: The city budgeting process is open and understandable to residents†



† More than 20% of respondents said “don’t know” when asked to rate this item.

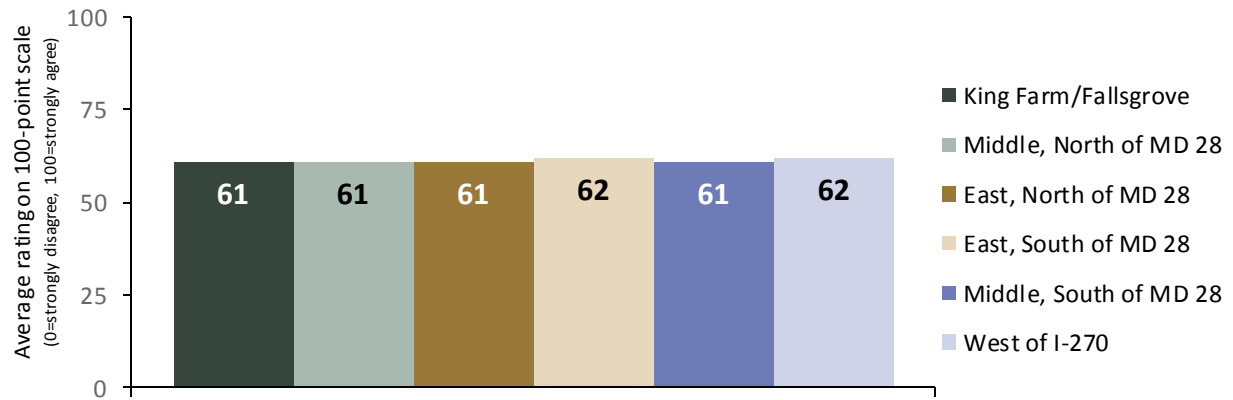
Ratings of the budget process have remained similar since 2008, when this question was first included on the survey (see Figure 80 below). There were no differences observed in the ratings of the city budgeting process being open and understandable by area residence (see Figure 81 on the next page).

Figure 80: Ratings of Budget Process by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 81: Ratings of Budget Process by Geographic Area



The city budgeting process is open and understandable to residents

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

Planning and Preservation

Through the Planning and Preservation Priority Initiative, the city strives to protect the integrity of each neighborhood and ensure the quality of life for its residents. The expected outcome of this Priority Initiative is that:

- 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 car were positive, with about 7 in 10 giving a rating of excellent or good, a rating that was much higher than the benchmark comparison. However, the ease of public parking was viewed much less positively, with just under half (46%) giving ratings of excellent or good, a rating that was lower than the national benchmark comparison.

The ease of travel by transit was also viewed favorably, with 7 in 10 respondents giving ratings of excellent or good, a rating that was much higher than the average seen in communities across the nation.

Six in 10 said that the ease of travel by walking was excellent or good, a rating that was similar to the national benchmark comparison. About six in 10 respondents felt the ease of travel by bicycling was excellent or good, a rating higher than the national benchmark comparison.

Figure 82: Ratings of Ease of Travel, 2018

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Ease of travel in Rockville by car	25%	47%	23%	5%	100%	Much higher
Ease of public parking	11%	35%	36%	18%	100%	Lower
Ease of travel in Rockville by transit	26%	47%	21%	6%	100%	Much higher
Ease of travel in Rockville by walking	20%	40%	30%	10%	100%	Similar
Ease of travel in Rockville by bicycle †	17%	39%	30%	15%	100%	Higher

† More than 20% of respondents said "don't know" when asked to rate this item.

Ratings of the ease of travel by various modes were similar to what had been observed in 2016. Ratings of the ease of travel by transit have remained stable over time, while ratings of the ease of travel by car, walking or bicycling have increased over time, particularly for bicycling, which has gone from an average rating of 41 on the 100-point scale in 2001 to 52 in 2018.

Figure 83: Ratings of Ease of Travel by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Ease of travel in Rockville by car	64	64	64	65	59	59	56	55	58	56
Ease of public parking	47	48	NA	NA	NA	NA	NA	NA	NA	NA
Ease of travel in Rockville by transit	64	65	68	66	63	63	63	61	64	63
Ease of travel in Rockville by walking	57	60	60	60	55	55	50	51	52	52
Ease of travel in Rockville by bicycle	52	51	54	51	48	50	44	42	44	41

Differences between ratings given in 2018 and 2016 are not statistically significant.

Similar ratings were given to most modes of travel by those living in different areas of the city. However, the ease of travel by bicycle was given lower ratings by those living in the middle area of the city south of MD 28 compared to those in other areas.

Figure 84: Ratings of Ease of Travel by Geographic Area

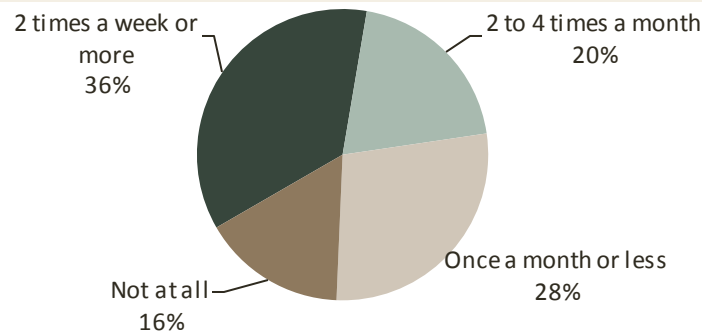
Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Falls Grove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Ease of travel in Rockville by car	62	61	60	61	66	64
Ease of public parking	50	45	46	44	48	43
Ease of travel in Rockville by transit	61	65	69	63	66	58
Ease of travel in Rockville by walking	54	63	58	52	55	58
Ease of travel in Rockville by bicycle‡	53	59	53	53	44	56

‡Differences between responses given by residents in living in different areas of the city are statistically significant

Starting in 2016, the Rockville Community Survey was used to gauge how frequently residents used alternative modes of transportation. About 8 in 10 survey respondents said they had used public transportation instead of driving at least once in the past 12 months, and over half (56%) had done so two or more times a month. About a third did so two or more times per week. The frequency of using public transportation instead of driving reported in Rockville was much higher than the national benchmark.

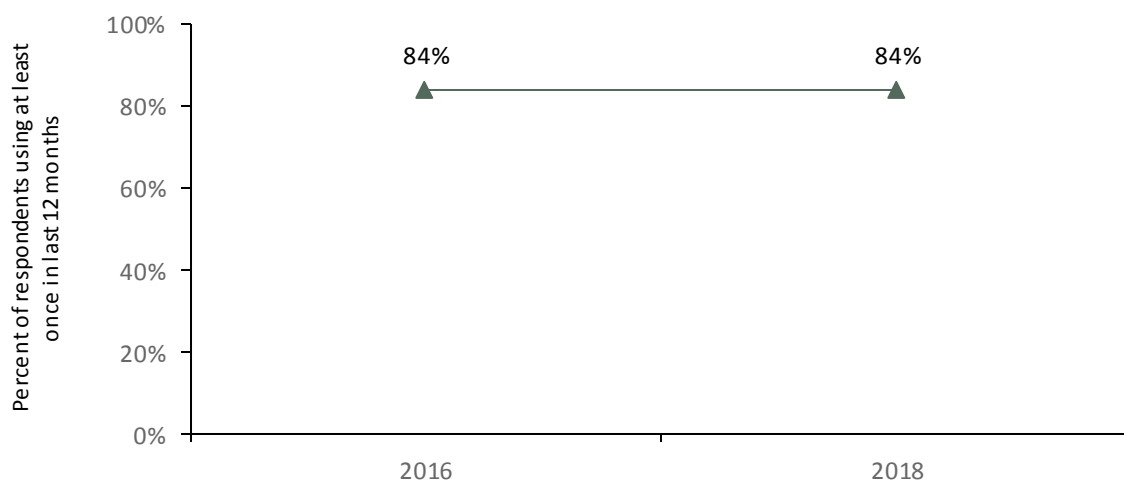
Figure 85: Frequency of Public Transportation Use, 2018

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?



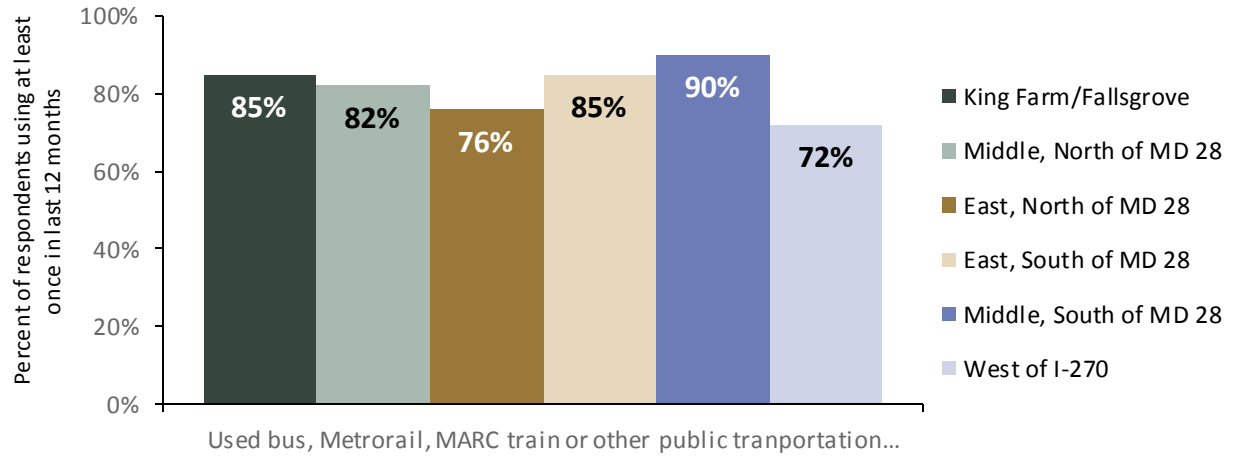
The proportion of respondents reporting ever using public transportation was similar in 2016 compared to 2018 (see Figure 86 below). Residents living west of I-270 were less likely to use public transportation instead of driving compared to residents living in other areas of Rockville, while those living in the middle area south of MD 28 were most likely to do so (see Figure 87 on the next page).

Figure 86: Frequency of Public Transportation Use by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 87: Frequency of Public Transportation Use by Geographic Area



‡ Differences between responses given by residents living in different areas of the city are statistically significant

Participation in active forms of transportation was also assessed. Respondents were more likely to have walked or bicycled for fun or exercise than to use walking or bicycling as a means of transportation. About 9 in 10 respondents reported having walked for fun or exercise in the previous 12 months, while about 4 in 10 had ridden a bicycle for fun or exercise.

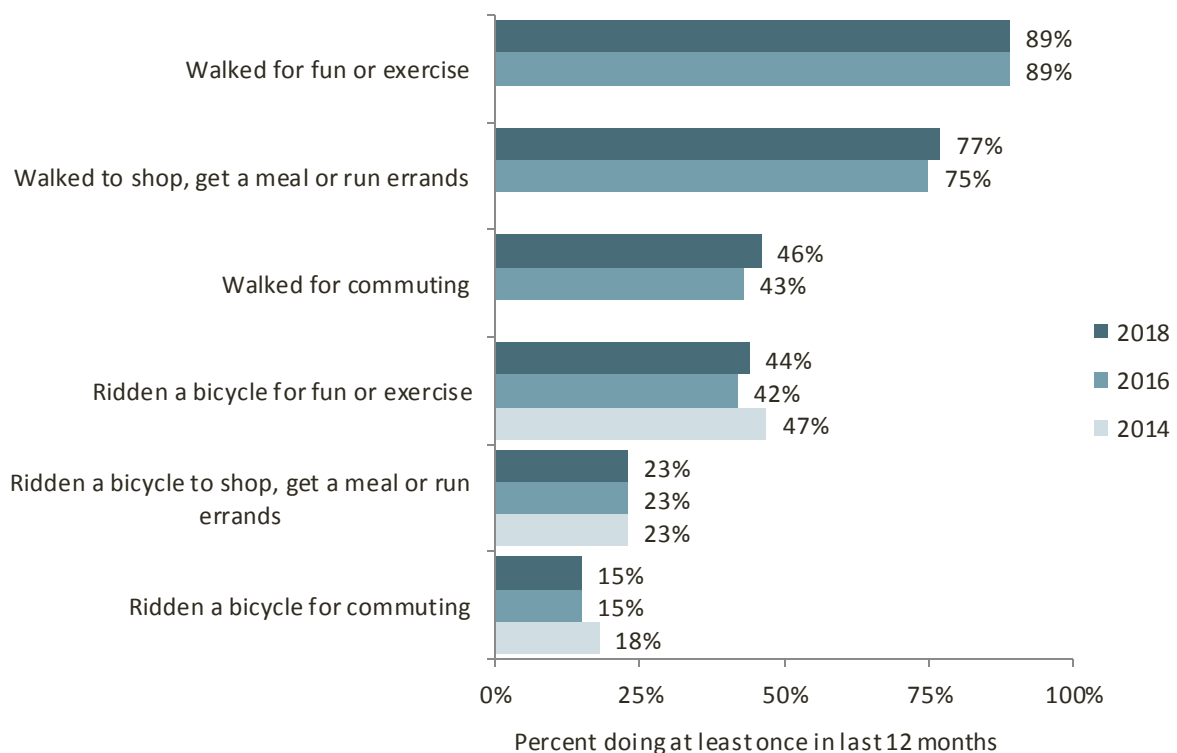
About three-quarters of respondents had walked to shop, get a meal or run errands, while about one-quarter of respondents had bicycled for these reasons.

Nearly half (46%) had walked as a part of their work commute at least once in the previous 12 months, while 15% had bicycled for their commute.

The proportion of respondents reporting riding or walking has remained stable over the survey years.

Figure 88: Frequency of Engaging in Active Transportation by Year

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



Differences between ratings given in 2018 and 2016 are not statistically significant.

Resident Priorities Related to Planning and Preservation

Three of the 15 potential priorities considered by survey respondents were included under the Planning and Preservation Mayor and Council Priority Initiative. (See Figure 37 for the full list of important resident priorities.)

Addressing transportation and traffic congestion was deemed essential or very important by about 9 in 10 respondents, and was one of the top tier resident priorities, the item given the second most important priority by residents (see Figure 89 below).

About three-quarters of respondents felt growth and development was an essential or very important issue to address, the eighth most important priority.

Less than half of respondents (46%) indicated that increasing the quality and amount of bike lanes was essential or very important, the issue given the lowest priority rating by respondents.

The importance placed on these three issues by respondents has remained virtually unchanged since 2014 (see Figure 90 on the next page).

No significant differences in the importance placed on addressing growth and development and increasing quality and amount of bike lanes was seen by area of residence (see Figure 91 on the next page). However, some statistically significant differences were seen in the importance placed on addressing transportation and traffic congestions. In all areas, high importance was placed on these items, but the importance ratings were a bit lower for those in the middle area north of MD 28 and in the east area north of MD 28, while they were highest among those living west of I-270.

Figure 89: Importance of Priorities Related to Planning and Preservation. 2018

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

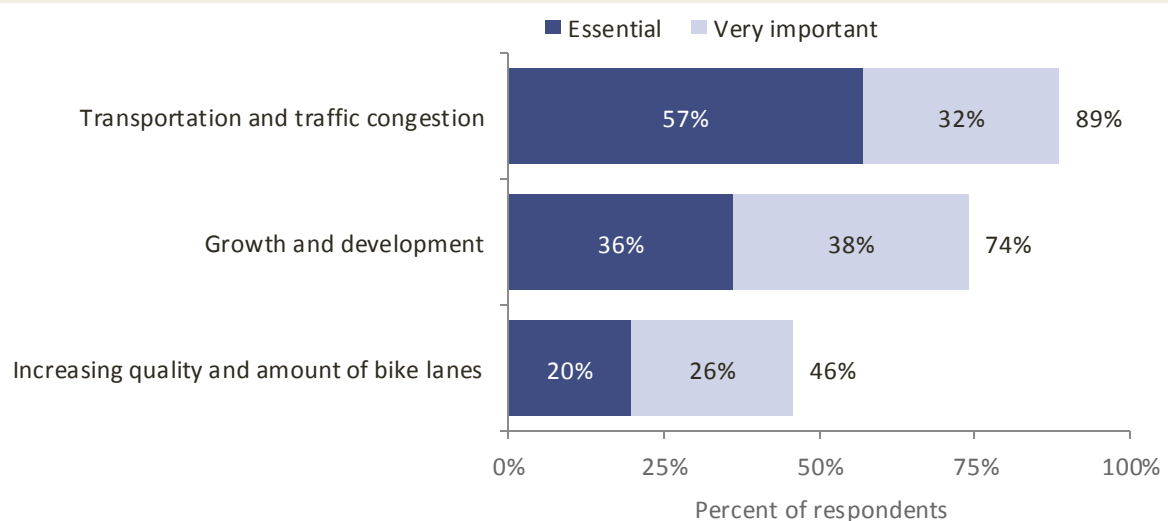


Figure 90: Importance of Priorities Related to Planning and Preservation by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
Transportation and traffic congestion	83	82	79
Growth and development	68	67	71
Increasing quality and amount of bike lanes	49	49	46

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 91: Ratings of Importance of Priorities Related to Planning and Preservation by Geographic Area

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	King Farm/ Falls Grove	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 ‡	85	79	79	87	81	87
Growth and development	69	64	68	67	70	67
Increasing quality and amount of bike lanes	50	44	54	51	53	42

‡ Differences between responses given by residents living in different areas of the city are statistically significant

Informed and Engaged Residents

Through the Informed and Engaged Residents Priority Initiative, the city encourages residents to be engaged in the community and take an active interest in city government. The expected outcome is that 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.

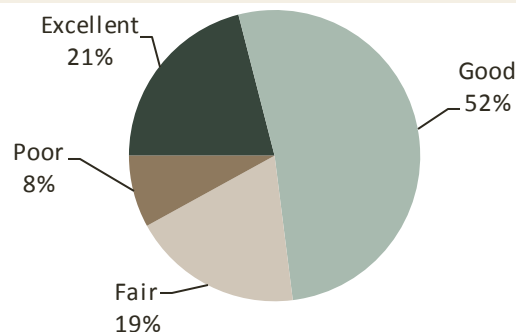
Assessing residents' perspectives about communication with the city, community participation in parks and recreation facilities and programs, use of technology and preferences of information sources about city news will aid the city in tracking the goals under this Mayor and Council Priority Initiative.

Opportunities to be Involved in Rockville

About 7 in 10 survey respondents considered the quality of opportunities to be heard and have a say in what happens in Rockville as excellent or good; only 8% felt these opportunities were poor in Rockville. A benchmark comparison is not available for this item.

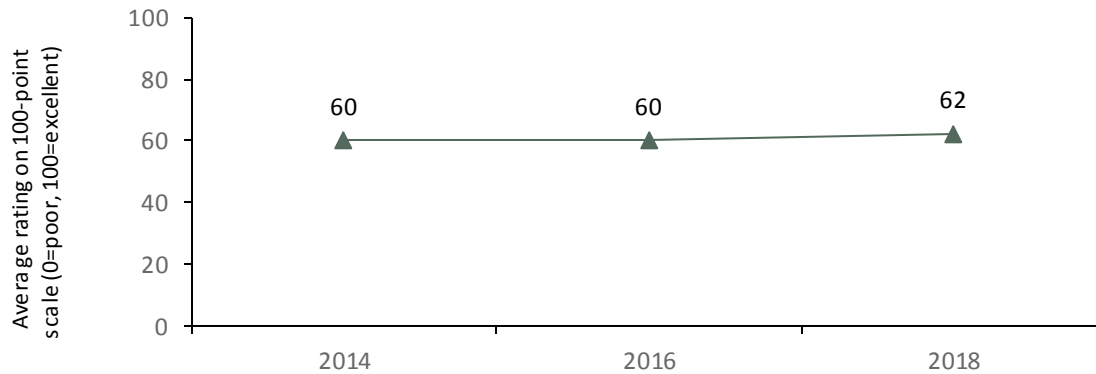
Figure 92: Opportunities to be Involved in Rockville

Please rate the quality of opportunities to be heard and have a say in what happens in Rockville.



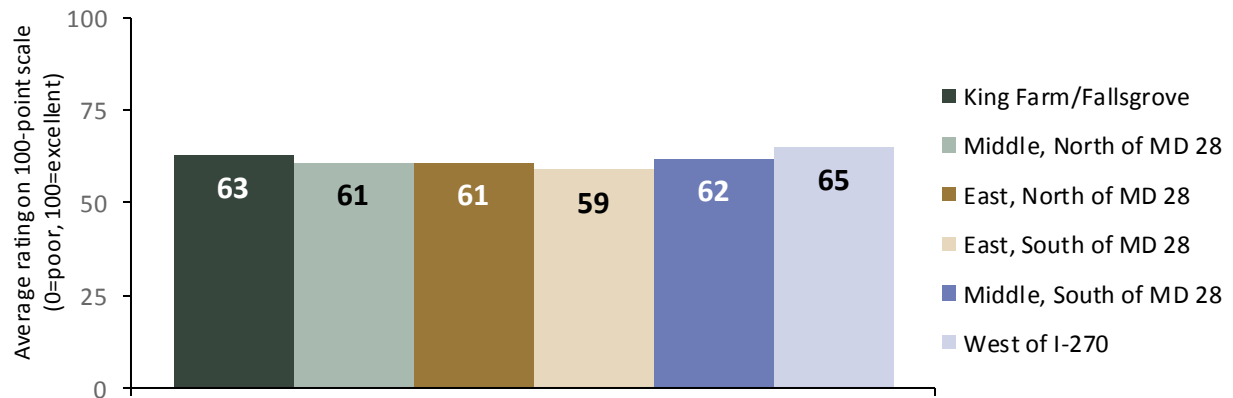
Ratings for quality of opportunities to be heard and have a say in what happens in Rockville have remained stable since 2014, when it was first included on the Rockville Community Survey (see Figure 93). No differences were observed in ratings for this item between respondents living in different geographic areas in Rockville (see Figure 94).

Figure 93: Opportunities to be Involved in Rockville by Year



Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 94: Ratings of Opportunities to be Involved in Rockville by Geographic Area



Opportunities to be heard and have a say in what happens in Rockville

Differences between responses given by residents living in different areas of the city are not statistically significant

Those completing the survey were asked to evaluate the performance of the local government. About three-quarters of respondents agreed that the city welcomes community involvement. About half (54%) agreed that the city listens to its residents. Only two percent or fewer residents strongly disagreed with each of these statements.

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 comparison.

Figure 95: 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	20%	56%	20%	4%	1%	100%	Higher
The city listens to its residents †	12%	42%	38%	7%	2%	100%	Similar

† More than 20% of respondents said "don't know" when asked to rate this item.

Evaluations of how well the city listens to its residents and how welcoming it is of community involvement have remained stable since 2001 (see Figure 96 below).

No differences were observed between respondents living in different geographic areas in Rockville for these items (see Figure 97 on the next page).

Figure 96: Government Performance Ratings Related to Informed and Engaged Residents 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
The city welcomes community involvement	73	71	71	70	68	70	69	70	70	72
The city listens to its residents	64	64	65	65	60	NA	NA	NA	NA	NA

Prior to 2016, "the city welcomes community involvement" was "the City welcomes citizen involvement."
Differences between ratings given in 2018 and 2016 are not statistically significant.

**Figure 97: Government Performance Ratings Related to Informed and Engaged Residents
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	75	73	73	71	71	72
The city listens to its residents	64	64	66	64	61	66

Differences between responses given by residents living in different areas of the city are not statistically significant

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 (87%), much higher than has been observed on average in other communities across the nation (see Figure 98 below). About 7 in 10 said they had attended a City-sponsored special event, also a much higher participation rate than the national benchmark comparison. About two-thirds had visited or used a Rockville recreation facility, a much higher rate than observed nationally, while 4 in 10 had participated in a Rockville recreation program, a rate lower than the benchmark comparison.

Rates of participation and use have remained stable since 2014 (see Figure 99 on the next page). Quite a bit of variability in household participation in these activities was seen across the different geographic areas in Rockville (see Figure 100 on the next page). Those in the King Farm/Fallsgrove area were among those areas with the lowest rates of visitation of recreation facilities, participation in recreation programs and attendance at special events. Those in the east area north of MD 28 had the lowest participation rates in recreation programs, while those in the middle area south of MD 28 had the lowest attendance at special events. Participation rates were highest in the middle area north of MD 28.

Figure 98: 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)	13%	19%	28%	16%	24%	100%	Much higher
Visited or used a Rockville recreation facility*	35%	25%	22%	8%	10%	100%	Much higher
Participated in a Rockville recreation program	56%	23%	13%	3%	5%	100%	Lower
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show)	28%	39%	26%	4%	2%	100%	Much higher

Figure 99: Frequency of Participation 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.)	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	87%	91%	86%	85%	81%	83%	83%	78%	80%	76%
Visited or used a Rockville recreation facility*	65%	64%	61%	55%	56%	60%	62%	56%	58%	55%
Participated in a Rockville recreation program	44%	45%	43%	40%	42%	46%	46%	39%	38%	41%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show)	72%	70%	71%	69%	75%	74%	73%	67%	65%	71%

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.

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 100: Participation in Parks and Recreation Activities by Geographic Area

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 reporting ever having done each	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
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	89%	87%	88%	85%	85%	89%
Visited or used a Rockville recreation facility ‡	49%	78%	64%	70%	62%	70%
Participated in a Rockville recreation program ‡	35%	52%	29%	50%	42%	49%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show) ‡	67%	89%	78%	68%	64%	73%

‡ Differences between responses given by residents living in different areas of the city are statistically significant

When given the opportunity to answer, in their own words, what recreation activity or opportunity they think is missing in Rockville that they would like to see offered, about a third did provide a response, although a number of these were answers such as “don’t know” or “nothing.” A few who wrote in a response chose to make a comment about something unrelated to recreation. The answers as written by survey participants in response to this question can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

These responses were read and classified into groups with similar themes. The proportion of responses sorted into these response categories is shown in Figure 101 below. The types of activities mentioned most frequently by respondents were community events and activities and opportunities for teens.

Figure 101: Recreation Activity Respondents Think is Missing and Would Like to See Offered

What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?	Percent of respondents*	Percent of respondents making a comment*
No comment made	64%	--
Community activities (events, festivals, cultural activities, etc.)	6%	18%
Activities and opportunities for youth and teens	4%	12%
Adult athletic activities and opportunities (leagues, clubs, classes, etc.)	3%	7%
Park activities and facilities, dog parks	2%	6%
Athletic facilities (health club, track, courts, pools, golf course, etc.)	2%	6%
Restaurants, shopping, theatre, cinema, museums	2%	5%
Activities and opportunities for senior citizens and people with special needs	1%	4%
Social clubs/classes (cooking, chess, CPR, groups)	1%	4%
Bike lanes and bike shares	1%	3%
Other comment related to recreation activities/opportunities	1%	3%
Don't know/nothing	9%	25%
Other comment not related to recreation	3%	8%
Total	100%	100%

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 14.

City Cable Channel and Website

The City of Rockville provides content about city governance, city services and city programs through its cable channel and website.

About three-quarters of survey respondents awarded excellent or good ratings to the quality of Rockville 11 programming, a rating that was much higher than the benchmark comparison. About 7 in 10 considered the City of Rockville's website excellent or good, a rating was also much higher than what was observed in communities across the nation.

Figure 102: Rockville 11 Programming and City Website, 2018

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Rockville 11 (cable channel 11) programming †	23%	50%	22%	6%	100%	Much higher
The City of Rockville's website (www.rockvillemd.gov) †	19%	53%	26%	3%	100%	Much higher

†More than 20% of respondents said "don't know" when asked to rate this item.

Ratings of these communication and interaction portals were similar in 2018 compared to 2016. Ratings of the City of Rockville's website have remained stable over time, while the ratings of the quality of Rockville 11 programming has increased from the baseline rating in 2003.

Figure 103: Quality of Rockville Channel and Website 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003
Rockville 11 (cable channel 11) programming	63	59	56	58	58	58	57	57	56
The City of Rockville's website (www.rockvillemd.gov)	62	61	63	62	60	64	62	64	NA

Differences between ratings given in 2018 and 2016 are not statistically significant.

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 104: Ratings of Rockville 11 Programming and City Website 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/ Falls Grove	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	66	64	61	68	62	57
The City of Rockville's website (www.rockvillemd.gov)	61	59	66	65	63	65

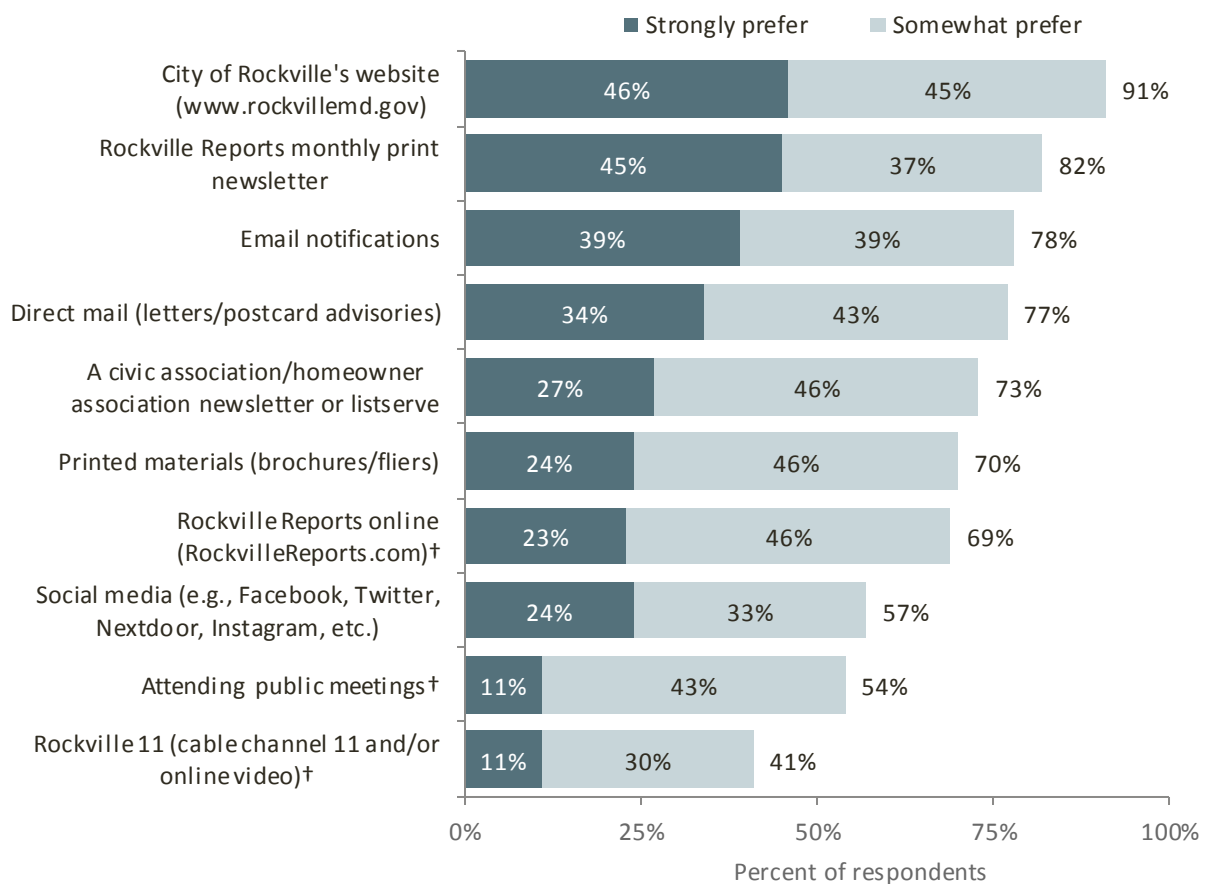
Differences between responses given by residents living in different areas of the city are not statistically significant

Public Information

When asked their preferences for receiving information about the Rockville city government from a variety of sources, the most preferred sources of information were the City of Rockville's website (46% strongly preferred it), Rockville Reports monthly print newsletter (45%), email notifications (39%) and direct mail (34%). Fewer than 3 in 10 respondents strongly preferred the remaining listed sources.

Figure 105: Preferences for Receiving Information about the City, 2018

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



† More than 20% of respondents said "don't know" when asked to rate this item

As in 2016, the top two preferred sources of information in 2018 were the City of Rockville's website and the Rockville Reports monthly print newsletter. In fact, the overall rank order of preferred information sources remained fairly similar in 2018, except that printed materials such as brochures and fliers dropped below some of the other sources in 2018.

Over time, the proportion preferring to use the City of Rockville's website, social media, and email notifications has increased, while the proportion preferring printed materials has decreased.

Figure 106: Preferences for Receiving Information about the City by Year

Please rate your preference for receiving information about the Rockville city government from each of the following sources. (Percent indicating "strongly" or "somewhat prefer")	2018	2016	2014	2012	2010
City of Rockville's website (www.rockvillemd.gov) **	91%	85%	84%	78%	78%
Social media (e.g., Facebook, Twitter, Nextdoor, Instagram, etc.)	57%	52%	49%	39%	39%
Rockville Reports online (RockvilleReports.com)	69%	66%	NA	NA	NA
Rockville Reports monthly print newsletter**	82%	76%	87%	85%	88%
Rockville 11 (cable channel 11 and/or online video)	41%	43%	43%	39%	43%
Email notifications**	78%	71%	75%	71%	66%
Attending public meetings**	54%	62%	59%	48%	54%
A civic association/homeowner association newsletter or listserve**	73%	67%	73%	63%	67%
Printed materials (brochures/fliers)	71%	73%	81%	74%	76%
Direct mail (letters/postcard advisories)	77%	NA	NA	NA	NA

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."

*** Differences between ratings given in 2018 and 2016 are statistically significant.*

Resident Priorities Related to Informed and Engaged Residents

Two of the 15 potential priorities considered by survey respondents 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 regarded as essential or very important by three-quarters of respondents (see Figure 107 below), with an average importance rating on the 100-point scale not statistically significantly higher than was observed in 2016, but higher than what was seen in 2014 (see Figure 108 at the bottom of the page). Increasing the availability of online services and data on the city's website was deemed essential or very important by just over half of respondents (55%), with an average importance rating similar to what was seen in 2016. Among the 15 potential priorities, these were the sixth and thirteenth most important priorities, respectively.

No differences were observed for importance ratings for priorities related to Informed and Engaged Residents between respondents living in different geographic areas in Rockville (see Figure 109 on the next page).

Figure 107: Importance of Priorities Related to Informed and Engaged Residents, 2018

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

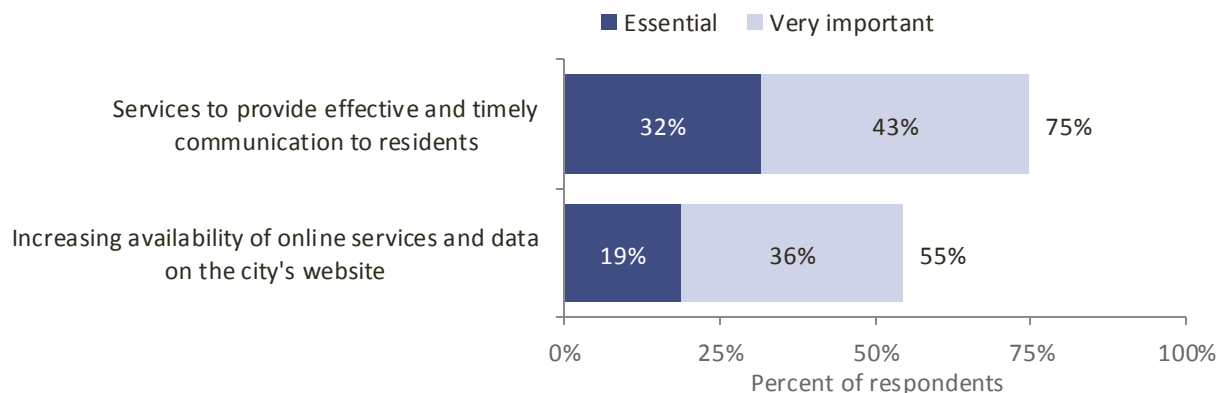


Figure 108: Importance of Priorities Related to Informed and Engaged Residents by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
Services to provide effective and timely communication to residents	72	68	64
Increase availability of online services and data on the city's website	58	53	52

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."

Differences between ratings given in 2018 and 2016 are not statistically significant.

**Figure 109: Importance of Priorities Related to Informed and Engaged Residents
by Geographic Area**

Please rate how important, if at all, each of the following is for Rockville to address in the next two 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
Increasing availability of online services and data on the city's website	57	55	63	60	60	52
Services to provide effective and timely communication to residents	70	71	71	72	70	75

Differences between responses given by residents living in different areas of the city are not statistically significant

Economic Development

Through the Economic Development Priority Initiative, the city strives to create a balance of commercial and residential development, small and large businesses. The expected outcomes are development that 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 three-quarters of respondents rated the overall economic health of Rockville as excellent or good, a grade that was much higher than the national benchmark comparison.

About three-quarters of respondents believed the overall quality of business and service establishments in Rockville are excellent or good, a rating that was much higher than observed in communities across the nation.

About two thirds considered the quality of new commercial development to be excellent or good.

Figure 110: Community Characteristics Related to Economic Development, 2018

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	25%	50%	19%	6%	100%	Much higher
Overall economic health of Rockville	23%	52%	21%	4%	100%	Much higher
Quality of new commercial development†	17%	49%	26%	7%	100%	Not available

† More than 20% of respondents said "don't know" when asked to rate this item

When compared to 2016, average ratings for the overall quality of business and service establishments in Rockville and the quality of new commercial development were similar in 2018 (see Figure 111 on the next page). These trends have remained stable over time.

These economic indicators were given higher quality ratings by those living in the King Farm/Fallsgrove area compared to those in other areas of the city (see Figure 112 on the next page). 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. The lowest ratings were seen in the middle area north of MD 28 and in the east are north of MD 28.

Figure 111: Community Characteristics Related to Economic Development by Year

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Overall quality of business and service establishments in Rockville	65	69	67	NA	NA	NA	NA	NA	NA	NA
Overall economic health of Rockville	65	NA	NA	NA	NA	NA	NA	NA	NA	NA
Quality of new commercial development	59	61	63	61	59	61	58	58	56	54

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 112: Community Characteristics Related to Economic Development by Geographic Area

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Falls Grove	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 ‡	69	57	59	61	66	66
Overall economic health of Rockville‡	70	58	61	64	66	64
Quality of new commercial development‡	62	51	48	52	64	56

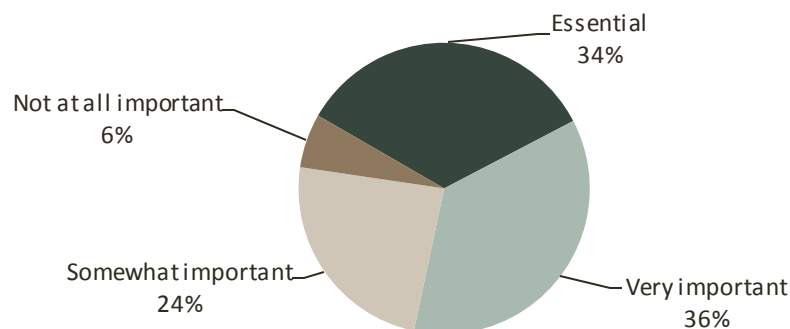
‡ Differences between responses given by residents living in different areas of the city are statistically significant

Resident Priorities Related to Economic Development

One of the 15 potential priorities rated by survey respondents was related to the Economic Development Priority Initiative. (See Figure 37 for the full list of important resident priorities.) That item was neighborhood shopping center revitalization. About 7 in 10 residents indicated that this was essential or very important, while only seven percent considered it not at all important. Among the 15 potential priorities, this was tenth most important priority to residents.

Figure 113: Importance of Neighborhood Shopping Center Revitalization, 2018

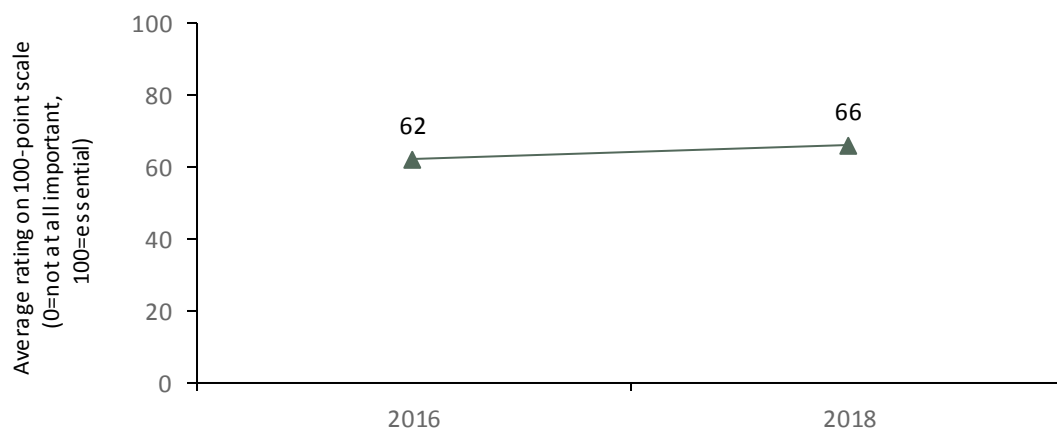
Please rate how important, if at all, each of the following is for Rockville to address in the next two years:
Neighborhood shopping center revitalization



The importance placed on ratings of the importance of neighborhood shopping center revitalization has remained largely unchanged since 2016 (see Figure 114 below). No statistically significant differences were observed in this item between respondents living in different geographic areas of Rockville (see Figure 115 on the next page).

Figure 114: Importance of Neighborhood Shopping Center Revitalization by Year

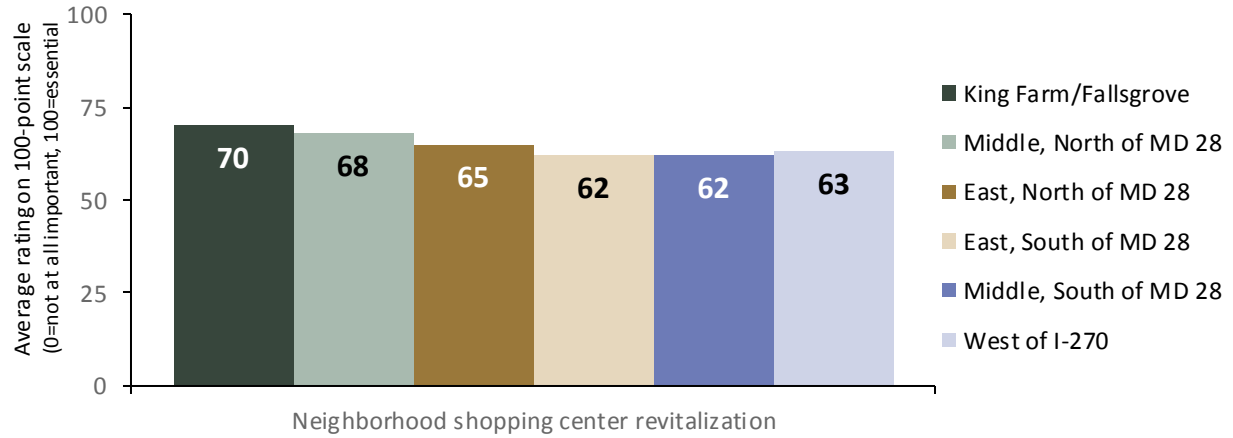
Please rate how important, if at all, each of the following is for Rockville to address in the next two years:
Neighborhood shopping center revitalization



Differences between ratings given in 2018 and 2016 are not statistically significant.

**Figure 115: Ratings of Importance of Neighborhood Shopping Center Revitalization
by Geographic Area**

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



Differences between responses given by residents living in different areas of the city are not statistically significant

Stewardship of Infrastructure

Through the Stewardship of Infrastructure 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 survey questions were asked to gauge 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 more than 6 in 10 rating each as excellent or good.

The natural environment in Rockville, and the environmental protection and sustainability initiatives of the city government were considered excellent or good by about three-quarters of respondents. Water and sewer services were given excellent or good marks from over 8 in 10 respondents (84%), while drinking water quality was deemed excellent or good by about three-quarters of respondents. Items related to snow and ice removal, street sweeping, street light maintenance, street tree maintenance and sidewalk maintenance were awarded ratings of excellent or good by about 7 in 10 respondents. Street repairs and neighborhood street lighting items were regarded positively by about two-thirds of respondents.

When compared to the communities across the nation, Rockville residents gave ratings that were much higher or higher than the benchmark for street repairs and maintenance, snow and ice removal, street sweeping, sidewalk maintenance, adequacy of brightness of street lighting in your neighborhood, and water and sewer services. The ratings for Rockville's natural environment and drinking water quality were similar to the benchmarks.

Benchmarks were not available for the other items.

Figure 116: Quality of Infrastructure Services and Characteristics, 2018

Please rate the quality of each of the following City of Rockville government services:*	Excellent	Good	Fair	Poor	Benchmark Comparison
Drinking water quality	25%	51%	19%	6%	Similar
Rockville's natural environment	28%	50%	19%	3%	Similar
Street repairs and maintenance	17%	48%	25%	9%	Much higher
Snow and ice removal	30%	46%	19%	5%	Much higher
Street sweeping	25%	49%	21%	5%	Much higher
Adequacy of number of street lights in your neighborhood	21%	42%	26%	11%	Not available
Adequacy of brightness of street lighting in your neighborhood	21%	41%	24%	13%	Higher
Street light maintenance - City-maintained metal poles†	22%	51%	21%	6%	Not available
Street light maintenance - Pepco-maintained wood poles†	20%	49%	22%	9%	Not available
Street tree maintenance	21%	50%	23%	6%	Not available
Sidewalk maintenance	23%	48%	24%	5%	Much higher
Water and sewer services	31%	53%	14%	2%	Much higher
Environmental protection and sustainability initiatives†	24%	54%	16%	6%	Not available

† More than 20% of respondents said "don't know" when asked to rate this item

The average quality ratings on the 100-point scale for almost all of these aspects of the community was similar in 2016 compared to 2018, except an increase was seen in snow and ice removal, returning to the levels observed in 2014 (see Figure 117 below). The trend for most of the items was stable over time, but ratings of the quality of drinking water have increased over time.

Figure 117: Quality of Infrastructure Services and Characteristics 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))	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Drinking water quality	65	65	65	66	60	61	56	53	54	50
Rockville's natural environment	68	66	66	67	64	62	NA	NA	NA	NA
Street repairs and maintenance	58	57	60	61	57	59	58	58	54	59
Snow and ice removal**	67	61	67	65	55	64	67	66	62	69
Street sweeping	64	61	63	63	57	59	57	57	58	59
Adequacy of number of street lights in your neighborhood	58	57	60	58	54	54	54	57	58	59
Adequacy of brightness of street lighting in your neighborhood	57	NA	NA	NA	NA	NA	NA	NA	NA	NA
Street light maintenance - City-maintained metal poles	63	60	64	62	NA	NA	NA	NA	NA	NA
Street light maintenance - Pepco-maintained wood poles	60	NA	NA	NA	NA	NA	NA	NA	NA	NA
Street tree maintenance	62	61	62	60	55	57	NA	NA	NA	NA
Sidewalk maintenance	63	62	64	63	59	58	NA	NA	NA	NA
Water and sewer services	71	68	70	68	67	68	68	69	68	67
Environmental protection and sustainability initiatives	66	64	65	63	61	64	NA	NA	NA	NA

Prior to 2012, "Adequacy of street lighting in your neighborhood" and "Street light maintenance" were combined into a single question: "Street lighting." Prior to 2018, adequacy of number of street lights in your neighborhood and adequacy of brightness of street lighting in your neighborhood were a single item "Adequacy of street lighting in your neighborhood." For 2012, 2014 and 2016, ratings of the "Adequacy of street lighting in your neighborhood" were compared to "Street lighting." In 2018, "street light maintenance" was split into two items: "street light maintenance - City-maintained metal poles" and "street light maintenance - Pepco-maintained wood poles."

**Differences between ratings given in 2018 and 2016 are statistically significant.

G28

Several differences were observed for ratings of various services and community characteristics related to the city's infrastructure and environment. For the most part (but not in every case), those living in the middle area north of MD 28 gave the highest ratings where there were differences, while those in the east area south of MD 28 gave the lowest.

Figure 118: Quality of Infrastructure Services and Characteristics 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/ Falls Grove	Middle, North of MD 28	East, North of MD 28	East, South of MD 28	Middle, South of MD 28	West of I-270
Drinking water quality ‡	62	65	62	66	60	71
Rockville's natural environment	70	69	68	65	64	69
Street repairs and maintenance ‡	59	63	60	54	54	60
Snow and ice removal	68	69	67	69	64	70
Street sweeping ‡	66	68	57	57	64	66
Adequacy of number of street lights in your neighborhood ‡	59	65	61	49	57	58
Adequacy of brightness of street lighting in your neighborhood ‡	57	64	60	47	56	55
Street light maintenance - City-maintained metal poles ‡	63	68	66	55	61	63
Street light maintenance - Pepco-maintained wood poles	62	63	63	51	59	64
Street tree maintenance	64	66	61	56	62	60
Sidewalk maintenance	62	67	63	62	61	61
Water and sewer services	71	72	69	66	71	73
Environmental protection and sustainability initiatives	65	64	57	64	68	66

‡ Differences between responses given by residents living in different areas of the city are statistically significant

Resident Priorities Related to Stewardship of Infrastructure

Two of the 15 potential priorities appraised by survey respondents were related to the Stewardship of Infrastructure 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 fourth most important priority.

Importance ratings for maintaining public infrastructure were similar in 2018 compared to 2016 (see Figure 120 below). 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 (see Figure 121 on the next page).

Figure 119: Importance of Priorities Related to Stewardship of Infrastructure, 2018

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

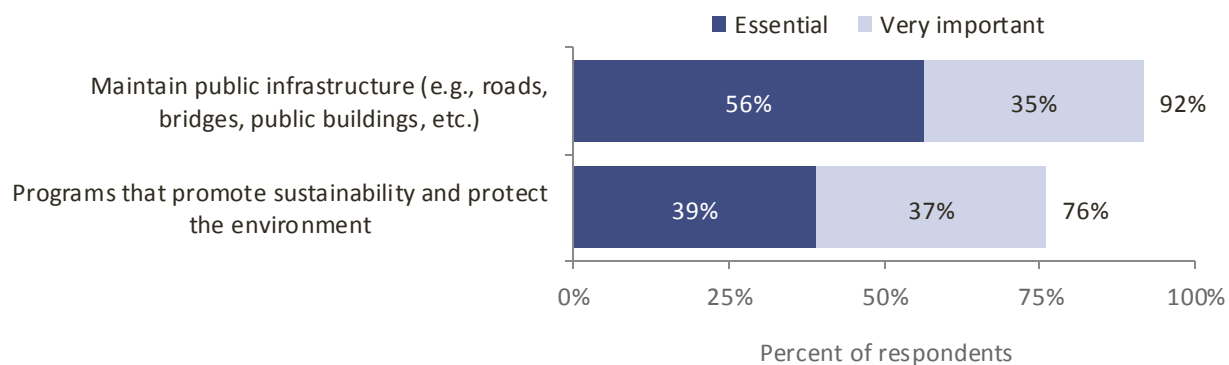


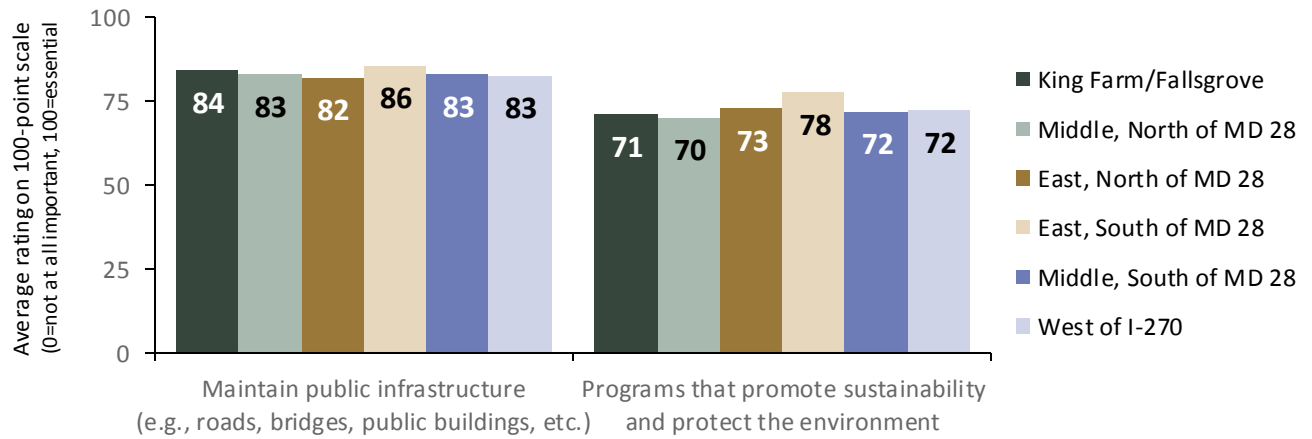
Figure 120: Importance of Maintaining Public Infrastructure by Year

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	2018	2016	2014
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	84	83	80
Programs that promote sustainability and protect the environment	73	68	NA

Differences between ratings given in 2018 and 2016 are not statistically significant.

Figure 121: Importance of Priorities Related to Stewardship of Infrastructure by Geographic Area

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



Differences between responses given by residents living in different areas of the city are not statistically significant

Additional Comments

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 a third of respondents opted to make a comment or suggestion. Of those making a comment, 20% wrote in comments related to Rockville being a great place to live with great services and 19% shared comments about parking or transportation issue. A complete set of the verbatim comments made by respondents can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 122: Additional Comments

Do you have any additional comments about the services provided by the city or the job that the City of Rockville is doing?	Percent of respondents*	Percent of respondents making a comment*
No comment made	63%	--
Rockville is a great place/good services	8%	20%
Parking, public transportation, roads, bike lanes, paths, crosswalks	7%	19%
Nothing/don't know	5%	15%
Growth, development, downtown/commercial area	5%	13%
Traffic enforcement, congestion, lights, light timing	4%	12%
Collection services, landscaping, outdoor maintenance, snow plowing	4%	10%
Police services, code enforcement, safety	4%	10%
Other	3%	9%
Cost of living, taxes, government spending, affordable housing	3%	9%
Additional or improvements to City services	2%	6%
Information/communication from City needed	2%	5%
Dissatisfaction with City employees/leaders/government	2%	5%
Parks, recreation and youth and senior programs	1%	4%
Animal control, deer	1%	3%

**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 337 residents who responded to question 19.

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 include 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	
Overall, how would you describe the quality of life in Rockville?	39%	N=345	55%	N=485	6%	N=54	1%	N=5	100%	N=889
How do you rate the overall quality of your neighborhood?	41%	N=359	46%	N=409	12%	N=107	1%	N=10	100%	N=885
How do you rate Rockville as a place to raise children?	45%	N=347	44%	N=333	10%	N=76	1%	N=6	100%	N=762
How do you rate Rockville as a place to retire?	22%	N=154	36%	N=254	31%	N=218	12%	N=82	100%	N=708

Table 2: Question 2

Please rate each of the following characteristics of Rockville:	Excellent		Good		Fair		Poor		Total	
Sense of community	20%	N=169	51%	N=436	26%	N=218	3%	N=24	100%	N=848
Overall appearance of Rockville	27%	N=243	55%	N=491	16%	N=139	2%	N=15	100%	N=888
Overall image or reputation of Rockville	31%	N=259	53%	N=450	14%	N=121	1%	N=12	100%	N=842
Opportunities to be heard and have a say in what happens in Rockville	21%	N=151	52%	N=379	19%	N=136	8%	N=60	100%	N=726
Opportunities to attend cultural or arts events	33%	N=271	45%	N=364	18%	N=143	5%	N=37	100%	N=815
Health and wellness opportunities in Rockville	30%	N=230	48%	N=365	18%	N=137	3%	N=26	100%	N=759
Openness and acceptance of the community toward people of diverse backgrounds	41%	N=342	43%	N=361	12%	N=98	4%	N=32	100%	N=833
Overall quality of business and service establishments in Rockville	25%	N=210	50%	N=432	19%	N=166	6%	N=48	100%	N=856
Overall economic health of Rockville	23%	N=183	52%	N=419	21%	N=170	4%	N=31	100%	N=803
Availability of affordable housing	7%	N=49	22%	N=165	43%	N=325	28%	N=210	100%	N=748
Ease of public parking	11%	N=98	35%	N=307	36%	N=313	18%	N=153	100%	N=872
Ease of travel in Rockville by bicycle	17%	N=98	39%	N=225	30%	N=175	15%	N=86	100%	N=584
Ease of travel in Rockville by walking	20%	N=167	40%	N=342	30%	N=256	10%	N=81	100%	N=846
Ease of travel in Rockville by transit	26%	N=200	47%	N=363	21%	N=165	6%	N=45	100%	N=773
Ease of travel in Rockville by car	25%	N=217	47%	N=407	23%	N=202	5%	N=46	100%	N=872
Overall feeling of safety in Rockville	24%	N=213	58%	N=507	15%	N=136	3%	N=23	100%	N=879
Quality of new residential development	20%	N=126	51%	N=323	23%	N=146	6%	N=39	100%	N=635
Quality of new commercial development	17%	N=119	49%	N=338	26%	N=176	7%	N=50	100%	N=682
Drinking water quality	25%	N=202	51%	N=416	19%	N=153	6%	N=49	100%	N=821
Rockville's natural environment	28%	N=245	50%	N=429	19%	N=164	3%	N=28	100%	N=865

Table 3: Question 3

How safe do you feel . . .	Very safe		Reasonably safe		Somewhat safe		Somewhat unsafe		Very unsafe		Total	
Crossing the street in Rockville	19%	N=171	49%	N=438	20%	N=180	8%	N=69	3%	N=30	100%	N=888
In your neighborhood during the day	54%	N=477	37%	N=326	7%	N=64	2%	N=18	0%	N=2	100%	N=886
In business areas in Rockville during the day	43%	N=372	43%	N=369	11%	N=93	3%	N=27	1%	N=6	100%	N=867
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	14%	N=119	46%	N=387	28%	N=236	8%	N=71	2%	N=20	100%	N=833
On Rockville paths and trails	20%	N=142	51%	N=367	21%	N=153	7%	N=49	2%	N=13	100%	N=725
At local parks and playgrounds	33%	N=254	50%	N=390	14%	N=113	3%	N=22	0%	N=2	100%	N=781

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	
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	13%	N=112	19%	N=171	28%	N=248	16%	N=137	24%	N=213	100%	N=881
Visited or used a Rockville recreation facility*	35%	N=300	25%	N=219	22%	N=189	8%	N=72	10%	N=89	100%	N=869
Participated in a Rockville recreation program	56%	N=473	23%	N=192	13%	N=109	3%	N=28	5%	N=46	100%	N=848
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show)	28%	N=250	39%	N=341	26%	N=231	4%	N=38	2%	N=21	100%	N=882

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	58%	N=510
Yes	42%	N=371
Total	100%	N=881

Table 6: Question 6

What was your impression of your interactions with the City of Rockville during the past 12 months?	Excellent		Good		Fair		Poor		Total	
Knowledge	44%	N=157	43%	N=154	10%	N=35	3%	N=10	100%	N=355
Courtesy	50%	N=177	38%	N=133	10%	N=34	2%	N=8	100%	N=353
Responsiveness	43%	N=152	40%	N=142	12%	N=41	5%	N=18	100%	N=353
Overall customer service	44%	N=157	39%	N=137	13%	N=48	3%	N=11	100%	N=354

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	52%	N=410	39%	N=304	8%	N=60	1%	N=11	100%	N=786
Refuse collection	53%	N=391	37%	N=274	8%	N=59	1%	N=8	100%	N=732
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	48%	N=291	39%	N=239	12%	N=72	1%	N=8	100%	N=610
Leaf pickup	37%	N=228	43%	N=267	15%	N=95	5%	N=34	100%	N=623
Street repairs and maintenance	17%	N=145	48%	N=402	25%	N=210	9%	N=78	100%	N=834
Snow and ice removal	30%	N=241	46%	N=364	19%	N=155	5%	N=38	100%	N=797
Street sweeping	25%	N=164	49%	N=327	21%	N=141	5%	N=36	100%	N=668
Adequacy of number of street lights in your neighborhood	21%	N=185	42%	N=362	26%	N=221	11%	N=93	100%	N=861
Adequacy of brightness of street lighting in your neighborhood	21%	N=185	41%	N=354	24%	N=210	13%	N=112	100%	N=861
Street light maintenance - City-maintained metal poles	22%	N=145	51%	N=337	21%	N=141	6%	N=43	100%	N=666
Street light maintenance - Pepco-maintained wood poles	20%	N=125	49%	N=304	22%	N=136	9%	N=57	100%	N=622
Street tree maintenance	21%	N=172	50%	N=402	23%	N=188	6%	N=49	100%	N=810
Sidewalk maintenance	23%	N=190	48%	N=402	24%	N=201	5%	N=43	100%	N=834
Water and sewer services	31%	N=238	53%	N=412	14%	N=110	2%	N=16	100%	N=776
City of Rockville utility billing	23%	N=154	46%	N=312	23%	N=157	8%	N=51	100%	N=673
Building permit process	23%	N=64	42%	N=119	23%	N=64	13%	N=36	100%	N=282
Providing planning and zoning information	22%	N=84	46%	N=180	24%	N=91	8%	N=32	100%	N=387
Recreation programs and classes	36%	N=217	46%	N=281	15%	N=94	3%	N=17	100%	N=608
Recreation facilities (see note on question #4 for full list)	36%	N=217	49%	N=300	13%	N=80	2%	N=10	100%	N=608

Please rate the quality of each of the following City of Rockville government services:	Excellent		Good		Fair		Poor		Total	
Athletic fields (e.g., baseball/softball, soccer or football)	31%	N=182	51%	N=297	16%	N=91	2%	N=9	100%	N=579
Playgrounds (play equipment)	33%	N=206	52%	N=326	13%	N=81	2%	N=11	100%	N=624
Range of activities available in parks and recreation facilities	30%	N=186	52%	N=324	16%	N=102	2%	N=12	100%	N=623
City-sponsored special events (see question #4 for examples)	31%	N=207	54%	N=357	14%	N=93	1%	N=9	100%	N=666
Appearance of city parks	34%	N=269	53%	N=412	12%	N=97	1%	N=5	100%	N=784
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	17%	N=103	54%	N=322	22%	N=131	7%	N=43	100%	N=599
Animal control (licensing, enforcement, and complaints)	22%	N=103	57%	N=266	17%	N=78	4%	N=17	100%	N=464
Enforcement of traffic laws by Rockville City Police Department	22%	N=148	51%	N=351	20%	N=140	7%	N=48	100%	N=687
Crime prevention efforts	20%	N=123	60%	N=369	16%	N=102	4%	N=24	100%	N=618
Overall City of Rockville police services	32%	N=222	55%	N=385	11%	N=77	3%	N=19	100%	N=703
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	24%	N=109	56%	N=251	15%	N=66	5%	N=21	100%	N=447
Environmental protection and sustainability initiatives	24%	N=121	54%	N=271	16%	N=82	6%	N=28	100%	N=502
Senior citizen programs and services	38%	N=150	49%	N=194	12%	N=46	2%	N=8	100%	N=398
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	37%	N=182	47%	N=233	14%	N=71	1%	N=7	100%	N=494
Rockville 11 (cable channel 11) programming	23%	N=55	50%	N=123	22%	N=53	6%	N=14	100%	N=244
The City of Rockville's website (www.rockvillemd.gov)	19%	N=114	53%	N=324	26%	N=157	3%	N=18	100%	N=614

Table 8: Question 8

Overall, how would you rate the quality of services in Rockville?	Percent	Number
Excellent	26%	N=221
Good	61%	N=512
Fair	12%	N=105
Poor	0%	N=3
Total	100%	N=841

Table 9: Question 9

Please indicate whether or not you have done each of the following in the last 12 months:	Yes		No		Total	
Reported a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.)	7%	N=62	93%	N=812	100%	N=874
Reported a crime or concern to the Rockville City Police Department	18%	N=156	82%	N=719	100%	N=876
Stockpiled supplies in preparation for an emergency	21%	N=187	79%	N=686	100%	N=872

Table 10: Question 10

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=108	52%	N=399	23%	N=176	9%	N=73	2%	N=15	100%	N=772
I am pleased with the overall direction that the city government is taking	13%	N=96	48%	N=355	28%	N=210	8%	N=61	2%	N=16	100%	N=738
The city welcomes community involvement	20%	N=147	56%	N=410	20%	N=145	4%	N=31	1%	N=4	100%	N=737
The city budgeting process is open and understandable to residents	11%	N=59	38%	N=205	38%	N=204	12%	N=64	2%	N=9	100%	N=541
The city listens to its residents	12%	N=73	42%	N=259	38%	N=237	7%	N=41	2%	N=10	100%	N=621
I am pleased with the overall performance of the City of Rockville's Mayor and Council	15%	N=105	47%	N=328	31%	N=214	5%	N=33	2%	N=14	100%	N=694

Table 11: Question 11

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=337	45%	N=333	9%	N=66	100%	N=735
Social media (e.g., Facebook, Twitter, Nextdoor, Instagram, etc.)	24%	N=165	33%	N=222	43%	N=291	100%	N=679
Rockville Reports online (RockvilleReports.com)	23%	N=137	46%	N=268	31%	N=179	100%	N=584
Rockville Reports monthly print newsletter	45%	N=326	37%	N=271	18%	N=129	100%	N=726
Rockville 11 (cable channel 11 and/or online video)	11%	N=61	30%	N=169	59%	N=324	100%	N=554
Email notifications	39%	N=280	39%	N=283	22%	N=156	100%	N=718
Attending public meetings	11%	N=70	43%	N=277	46%	N=296	100%	N=643
A civic association/homeowner association newsletter or listserve	27%	N=180	46%	N=315	27%	N=185	100%	N=680
Printed materials (brochures/fliers)	24%	N=180	46%	N=340	29%	N=216	100%	N=736
Direct mail (letters/postcard advisories)	34%	N=269	43%	N=338	23%	N=182	100%	N=789

Table 12: Question 12

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Access to a recreation center close to my neighborhood	19%	N=153	30%	N=244	28%	N=229	23%	N=188	100%	N=814
Access to parkland within a 10 minute walk from home	23%	N=185	36%	N=297	23%	N=183	18%	N=150	100%	N=815
City's preparation for unforeseen or natural disasters	36%	N=291	42%	N=338	20%	N=161	3%	N=22	100%	N=811
Crime	59%	N=494	31%	N=262	9%	N=79	1%	N=8	100%	N=843
Growth and development	38%	N=320	35%	N=290	22%	N=183	6%	N=47	100%	N=840
Improving walking paths between neighborhoods	27%	N=221	34%	N=280	30%	N=247	9%	N=75	100%	N=823
Increasing quality and amount of bike lanes	21%	N=164	26%	N=202	33%	N=263	20%	N=159	100%	N=788
Increasing availability of online services and data on the city's website	21%	N=163	40%	N=310	32%	N=248	8%	N=60	100%	N=782
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	60%	N=509	33%	N=284	6%	N=55	1%	N=5	100%	N=852
Neighborhood shopping center revitalization	34%	N=285	36%	N=299	24%	N=201	6%	N=54	100%	N=838
Programs that promote sustainability and protect the environment	43%	N=363	35%	N=297	18%	N=152	4%	N=30	100%	N=842
Services for seniors and the aging population	32%	N=246	38%	N=298	25%	N=193	5%	N=40	100%	N=778
Services for youth	35%	N=286	42%	N=341	19%	N=157	3%	N=24	100%	N=808
Services to provide effective and timely communication to residents	36%	N=304	44%	N=370	18%	N=154	1%	N=12	100%	N=839
Transportation and traffic congestion	61%	N=524	29%	N=246	9%	N=74	1%	N=10	100%	N=853

Table 13: Question 13

Please rate the quality of each of the following aspects of the City of Rockville:	Excellent		Good		Fair		Poor		Total	
Demonstrating respect for residents of different cultures and belief systems	46%	N=360	43%	N=339	8%	N=65	2%	N=19	100%	N=782
Providing a safe and secure environment for residents of all backgrounds	38%	N=299	49%	N=388	11%	N=85	2%	N=20	100%	N=791
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	43%	N=330	46%	N=360	8%	N=66	3%	N=20	100%	N=775

Table 14: Recreation Activity Respondents Think is Missing and Would Like to See Offered

What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?	Percent of respondents*	Number	Percent of respondents making a comment*	Number
No comment made	64%	N=569	--	---
Don't know/nothing	9%	N=81	25%	N=81
Community activities (events, festivals, cultural activities, etc.)	6%	N=58	18%	N=58
Activities and opportunities for youth and teens	4%	N=39	12%	N=39
Other comment not related to recreation	3%	N=26	8%	N=26
Adult athletic activities and opportunities (leagues, clubs, classes, etc.)	3%	N=23	7%	N=23
Park activities and facilities, dog parks	2%	N=19	6%	N=19
Athletic facilities (health club, track, courts, pools, golf course, etc.)	2%	N=19	6%	N=19
Restaurants, shopping, theatre, cinema, museums	2%	N=18	5%	N=18
Activities and opportunities for senior citizens and people with special needs	1%	N=13	4%	N=13
Social clubs/classes (cooking, chess, CPR, groups)	1%	N=13	4%	N=13
Bike lanes and bike shares	1%	N=9	3%	N=9
Other comment related to recreation activities/opportunities	1%	N=9	3%	N=9
Total	100%		100%	

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 14.

Table 15: Question 15

How much of a problem, if at all, do you think deer are in Rockville?	Percent	Number
A major problem	17%	N=135
A moderate problem	31%	N=246
A minor problem	30%	N=231
No problem	22%	N=170
Total	100%	N=783

Table 16: Question 16

How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective?	Percent	Number
Strongly support	27%	N=199
Somewhat support	27%	N=201
Somewhat oppose	19%	N=142
Strongly oppose	27%	N=204
Total	100%	N=745

Table 17: Question 17

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=314
2 to 4 times a month	20%	N=168
Once a month or less	28%	N=243
Not at all	16%	N=137
Total	100%	N=862

Table 18: Question 18 - 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=47	6%	N=49	12%	N=105	77%	N=657	100%	N=857
Ridden a bicycle for commuting	6%	N=52	3%	N=24	6%	N=52	85%	N=715	100%	N=843
Ridden a bicycle for fun or exercise	10%	N=87	15%	N=129	18%	N=156	56%	N=480	100%	N=853

Table 19: Question 18 - 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	37%	N=315	22%	N=191	18%	N=153	23%	N=202	100%	N=861
Walked for commuting	25%	N=217	9%	N=73	12%	N=100	54%	N=462	100%	N=852
Walked for fun or exercise	56%	N=484	22%	N=192	11%	N=93	11%	N=96	100%	N=865

Table 20: Question 19: Additional Comments

What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?	Percent of respondents*	Number	Percent of respondents making a comment*	Number
No comment made	64%	N=569	--	---
Rockville is a great place/good services	8%	N=68	20%	N=68
Parking, public transportation, roads, bike lanes, paths, crosswalks	7%	N=62	19%	N=62
Nothing/don't know	5%	N=49	15%	N=49
Growth, development, downtown/commercial area	5%	N=43	13%	N=43
Traffic enforcement, congestion, lights, light timing	4%	N=38	12%	N=38
Collection services, landscaping, outdoor maintenance, snow plowing	4%	N=33	10%	N=33
Police services, code enforcement, safety	4%	N=32	10%	N=32
Other	3%	N=30	9%	N=30
Cost of living, taxes, government spending, affordable housing	3%	N=29	9%	N=29
Additional or improvements to City services	2%	N=20	6%	N=20
Information/communication from City needed	2%	N=16	5%	N=16
Dissatisfaction with City employees/leaders/government	2%	N=15	5%	N=15
Parks, recreation and youth and senior programs	1%	N=13	4%	N=13
Animal control, deer	1%	N=12	3%	N=12

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

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 14.

Table 21: Question D1

Respondent length of residency	Percent	Number
2 years or less	22%	N=188
3 to 5 years	17%	N=145
6 to 10 years	14%	N=118
11 to 20 years	21%	N=178
21 years or more	26%	N=224
Total	100%	N=853

Table 22: Question D2

What best describes your home? Is it a . . .	Percent	Number
One family house detached from any other houses	46%	N=404
A duplex or townhouse	15%	N=132
A building with three or more units	35%	N=310
Other	3%	N=28
Total	100%	N=875

Table 23: Question D3

Do you rent or own your home?	Percent	Number
Rent	39%	N=340
Own	61%	N=523
Total	100%	N=863

Table 24: Question D4

About how much is your monthly housing cost for the place where you live, including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent	Number
Less than \$999 per month	9%	N=80
\$1,000 to \$1,499 per month	14%	N=117
\$1,500 to \$1,999 per month	22%	N=185
\$2,000 to \$2,499 per month	21%	N=176
\$2,500 to \$2,999 per month	13%	N=110
\$3,000 to \$3,499 per month	8%	N=65
\$3,500 or more per month	13%	N=112
Total	100%	N=845

Table 25: Question D5

Do you have access to the Internet at home, work or school?	Percent	Number
No	3%	N=23
Yes	97%	N=832
Total	100%	N=855

Table 26: Question D5b

How?	Percent	Number
Mobile device/smartphone	71%	N=517
Laptop computer	69%	N=503
Desktop computer	66%	N=485
Mobile device/tablet	55%	N=402

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 27: Question D6

Are you Spanish/Hispanic/Latino?	Percent	Number
No	86%	N=745
Yes	14%	N=124
Total	100%	N=869

Table 28: Question D7

What is your race?	Percent	Number
White/Caucasian	66%	N=562
Asian or Pacific Islander	22%	N=185
Black or African American	9%	N=73
Other	8%	N=70
American Indian or Alaskan native	2%	N=13

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

Table 29: Question D8

Do you speak a language other than English at home?	Percent	Number
No, English only	59%	N=516
Yes	41%	N=358
Total	100%	N=874

Table 30: Question D8b

Which language?	Percent	Number
Persian/Farsi	3%	N=7
Vietnamese	5%	N=13
Spanish	30%	N=84
Russian	8%	N=23
Chinese	26%	N=73
Korean	13%	N=38
Other: Other	11%	N=30
Other: German	1%	N=2
Other: French	1%	N=4
Other: Hebrew	0%	N=1
Other: Portuguese	2%	N=5
Other: Japanese	0%	N=1
Total	100%	N=283

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.

Table 31: Question D9

How well do you speak English?	Percent	Number
Very well	66%	N=235
Well	23%	N=83
Not well	9%	N=32
Not at all	1%	N=5
Total	100%	N=355

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

Table 32: Question D10

What is your gender	Percent	Number
Male	47%	N=402
Female	53%	N=459
Total	100%	N=861

Table 33: Question D11

In which category is your age?	Percent	Number
18-24 years	6%	N=50
25-34 years	22%	N=192
35-44 years	19%	N=163
45-54 years	19%	N=167
55-64 years	13%	N=114
65-74 years	10%	N=87
75 years or older	11%	N=94
Total	100%	N=866

Table 34: Question D12

What was your household's total annual income in 2017?	Percent	Number
Less than \$25,000	5%	N=42
\$25,000 to \$49,999	12%	N=102
\$50,000 to \$99,999	27%	N=217
\$100,00 to \$149,999	24%	N=194
\$150,000 to \$199,999	13%	N=109
\$200,000 or more	19%	N=153
Total	100%	N=818

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 35: 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?	39%	N=345	55%	N=485	6%	N=54	1%	N=5	0%	N=0	100%	N=889
How do you rate the overall quality of your neighborhood?	41%	N=359	46%	N=409	12%	N=107	1%	N=10	0%	N=1	100%	N=886
How do you rate Rockville as a place to raise children?	39%	N=347	38%	N=333	9%	N=76	1%	N=6	13%	N=118	100%	N=880
How do you rate Rockville as a place to retire?	18%	N=154	29%	N=254	25%	N=218	9%	N=82	19%	N=170	100%	N=878

Table 36: Question 2

Please rate each of the following characteristics of Rockville:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	19%	N=169	50%	N=436	25%	N=218	3%	N=24	4%	N=33	100%	N=881
Overall appearance of Rockville	27%	N=243	55%	N=491	16%	N=139	2%	N=15	0%	N=3	100%	N=891
Overall image or reputation of Rockville	29%	N=259	51%	N=450	14%	N=121	1%	N=12	4%	N=36	100%	N=878
Opportunities to be heard and have a say in what happens in Rockville	17%	N=151	43%	N=379	15%	N=136	7%	N=60	18%	N=156	100%	N=882
Opportunities to attend cultural or arts events	31%	N=271	41%	N=364	16%	N=143	4%	N=37	8%	N=68	100%	N=883
Health and wellness opportunities in Rockville	26%	N=230	42%	N=365	16%	N=137	3%	N=26	13%	N=113	100%	N=872
Openness and acceptance of the community toward people of diverse backgrounds	39%	N=342	41%	N=361	11%	N=98	4%	N=32	6%	N=49	100%	N=882
Overall quality of business and service establishments in Rockville	24%	N=210	49%	N=432	19%	N=166	5%	N=48	3%	N=30	100%	N=886
Overall economic health of Rockville	21%	N=183	47%	N=419	19%	N=170	4%	N=31	9%	N=80	100%	N=883
Availability of affordable housing	6%	N=49	19%	N=165	37%	N=325	24%	N=210	15%	N=130	100%	N=878
Ease of public parking	11%	N=98	35%	N=307	35%	N=313	17%	N=153	2%	N=14	100%	N=885
Ease of travel in Rockville by bicycle	11%	N=98	26%	N=225	20%	N=175	10%	N=86	33%	N=291	100%	N=875
Ease of travel in Rockville by walking	19%	N=167	39%	N=342	29%	N=256	9%	N=81	4%	N=36	100%	N=882
Ease of travel in Rockville by transit	23%	N=200	41%	N=363	19%	N=165	5%	N=45	12%	N=109	100%	N=882
Ease of travel in Rockville by car	25%	N=217	46%	N=407	23%	N=202	5%	N=46	1%	N=9	100%	N=881
Overall feeling of safety in Rockville	24%	N=213	57%	N=507	15%	N=136	3%	N=23	0%	N=4	100%	N=883
Quality of new residential development	14%	N=126	37%	N=323	17%	N=146	4%	N=39	28%	N=245	100%	N=880
Quality of new commercial development	14%	N=119	39%	N=338	20%	N=176	6%	N=50	22%	N=194	100%	N=877
Drinking water quality	23%	N=202	47%	N=416	17%	N=153	6%	N=49	7%	N=58	100%	N=879
Rockville's natural environment	28%	N=245	48%	N=429	18%	N=164	3%	N=28	2%	N=21	100%	N=886

Table 37: 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	19%	N=171	49%	N=438	20%	N=180	8%	N=69	3%	N=30	1%	N=5	100%	N=893
In your neighborhood during the day	54%	N=477	37%	N=326	7%	N=64	2%	N=18	0%	N=2	0%	N=1	100%	N=887
In business areas in Rockville during the day	42%	N=372	42%	N=369	11%	N=93	3%	N=27	1%	N=6	2%	N=16	100%	N=884
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	13%	N=119	44%	N=387	27%	N=236	8%	N=71	2%	N=20	6%	N=57	100%	N=889
On Rockville paths and trails	16%	N=142	41%	N=367	17%	N=153	6%	N=49	1%	N=13	18%	N=164	100%	N=888
At local parks and playgrounds	28%	N=254	44%	N=390	13%	N=113	2%	N=22	0%	N=2	12%	N=112	100%	N=892

Table 38: 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)	13%	N=112	19%	N=171	28%	N=248	15%	N=137	24%	N=213	1%	N=11	100%	N=892
Visited or used a Rockville recreation facility*	34%	N=300	25%	N=219	21%	N=189	8%	N=72	10%	N=89	2%	N=20	100%	N=888
Participated in a Rockville recreation program	54%	N=473	22%	N=192	12%	N=109	3%	N=28	5%	N=46	4%	N=34	100%	N=883
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show)	28%	N=250	38%	N=341	26%	N=231	4%	N=38	2%	N=21	1%	N=10	100%	N=892

Table 39: Question 5

Have you had phone, in-person or email contact with the City of Rockville during the past 12 months?	Percent	Number
No	58%	N=510
Yes	42%	N=371
Total	100%	N=881

Table 40: Question 6

What was your impression of your interactions with the City of Rockville during the past 12 months?	Excellent		Good		Fair		Poor		Don't know		Not applicable		Total	
Knowledge	43%	N=157	42%	N=154	10%	N=35	3%	N=10	1%	N=4	1%	N=3	100%	N=362
Courtesy	49%	N=177	37%	N=133	10%	N=34	2%	N=8	1%	N=5	1%	N=3	100%	N=361
Responsiveness	42%	N=152	39%	N=142	11%	N=41	5%	N=18	2%	N=7	0%	N=1	100%	N=361
Overall customer service	44%	N=157	38%	N=137	13%	N=48	3%	N=11	1%	N=3	1%	N=3	100%	N=359

Table 41: Question 7

Please rate the quality of each of the following City of Rockville government services:	Excellent		Good		Fair		Poor		Don't know		Total	
Recycling collection	46%	N=410	34%	N=304	7%	N=60	1%	N=11	11%	N=101	100%	N=887
Refuse collection	44%	N=391	31%	N=274	7%	N=59	1%	N=8	17%	N=154	100%	N=886
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	33%	N=291	27%	N=239	8%	N=72	1%	N=8	31%	N=270	100%	N=880
Leaf pickup	26%	N=228	30%	N=267	11%	N=95	4%	N=34	29%	N=256	100%	N=879
Street repairs and maintenance	16%	N=145	45%	N=402	24%	N=210	9%	N=78	6%	N=49	100%	N=883
Snow and ice removal	27%	N=241	41%	N=364	18%	N=155	4%	N=38	10%	N=84	100%	N=881
Street sweeping	19%	N=164	37%	N=327	16%	N=141	4%	N=36	24%	N=210	100%	N=878
Adequacy of number of street lights in your neighborhood	21%	N=185	41%	N=362	25%	N=221	11%	N=93	3%	N=23	100%	N=884
Adequacy of brightness of street lighting in your neighborhood	21%	N=185	40%	N=354	24%	N=210	13%	N=112	2%	N=21	100%	N=882
Street light maintenance - City-maintained metal poles	16%	N=145	38%	N=337	16%	N=141	5%	N=43	24%	N=214	100%	N=880
Street light maintenance - Pepco-maintained wood poles	14%	N=125	35%	N=304	15%	N=136	7%	N=57	29%	N=254	100%	N=876
Street tree maintenance	20%	N=172	46%	N=402	21%	N=188	6%	N=49	8%	N=69	100%	N=879
Sidewalk maintenance	22%	N=190	46%	N=402	23%	N=201	5%	N=43	5%	N=46	100%	N=881
Water and sewer services	27%	N=238	47%	N=412	13%	N=110	2%	N=16	11%	N=99	100%	N=875
City of Rockville utility billing	18%	N=154	36%	N=312	18%	N=157	6%	N=51	23%	N=199	100%	N=873
Building permit process	7%	N=64	14%	N=119	7%	N=64	4%	N=36	68%	N=587	100%	N=869
Providing planning and zoning information	10%	N=84	21%	N=180	10%	N=91	4%	N=32	56%	N=488	100%	N=875
Recreation programs and classes	25%	N=217	32%	N=281	11%	N=94	2%	N=17	31%	N=271	100%	N=879

Please rate the quality of each of the following City of Rockville government services:	Excellent		Good		Fair		Poor		Don't know		Total	
Recreation facilities (see note on question #4 for full list)	25%	N=217	35%	N=300	9%	N=80	1%	N=10	30%	N=258	100%	N=866
Athletic fields (e.g., baseball/softball, soccer or football)	21%	N=182	34%	N=297	10%	N=91	1%	N=9	34%	N=298	100%	N=877
Playgrounds (play equipment)	24%	N=206	37%	N=326	9%	N=81	1%	N=11	29%	N=250	100%	N=874
Range of activities available in parks and recreation facilities	21%	N=186	37%	N=324	12%	N=102	1%	N=12	29%	N=256	100%	N=879
City-sponsored special events (see question #4 for examples)	24%	N=207	41%	N=357	11%	N=93	1%	N=9	24%	N=208	100%	N=874
Appearance of city parks	31%	N=269	47%	N=412	11%	N=97	1%	N=5	10%	N=87	100%	N=871
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	12%	N=103	37%	N=322	15%	N=131	5%	N=43	31%	N=267	100%	N=867
Animal control (licensing, enforcement, and complaints)	12%	N=103	31%	N=266	9%	N=78	2%	N=17	47%	N=407	100%	N=871
Enforcement of traffic laws by Rockville City Police Department	17%	N=148	41%	N=351	16%	N=140	6%	N=48	21%	N=178	100%	N=865
Crime prevention efforts	14%	N=123	42%	N=369	12%	N=102	3%	N=24	29%	N=250	100%	N=868
Overall City of Rockville police services	25%	N=222	44%	N=385	9%	N=77	2%	N=19	19%	N=168	100%	N=871
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	12%	N=109	29%	N=251	8%	N=66	2%	N=21	49%	N=428	100%	N=875
Environmental protection and sustainability initiatives	14%	N=121	31%	N=271	9%	N=82	3%	N=28	42%	N=361	100%	N=863
Senior citizen programs and services	17%	N=150	22%	N=194	5%	N=46	1%	N=8	54%	N=476	100%	N=874

Please rate the quality of each of the following City of Rockville government services:	Excellent		Good		Fair		Poor		Don't know		Total	
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	21%	N=182	27%	N=233	8%	N=71	1%	N=7	44%	N=384	100%	N=877
Rockville 11 (cable channel 11) programming	6%	N=55	14%	N=123	6%	N=53	2%	N=14	72%	N=625	100%	N=869
The City of Rockville's website (www.rockvillemd.gov)	13%	N=114	37%	N=324	18%	N=157	2%	N=18	30%	N=258	100%	N=872

Table 42: Question 8

Overall, how would you rate the quality of services in Rockville?	Percent	Number
Excellent	26%	N=221
Good	60%	N=512
Fair	12%	N=105
Poor	0%	N=3
Don't know	2%	N=15
Total	100%	N=857

Table 43: Question 9

Please indicate whether or not you have done each of the following in the last 12 months:	Yes		No		Total	
Reported a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.)	7%	N=62	93%	N=812	100%	N=874
Reported a crime or concern to the Rockville City Police Department	18%	N=156	82%	N=719	100%	N=876
Stockpiled supplies in preparation for an emergency	21%	N=187	79%	N=686	100%	N=872

Table 44: Question 10

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	
I receive good value for the city taxes I pay	13%	N=108	46%	N=399	20%	N=176	8%	N=73	2%	N=15	11%	N=92	100%	N=864
I am pleased with the overall direction that the city government is taking	11%	N=96	41%	N=355	24%	N=210	7%	N=61	2%	N=16	15%	N=129	100%	N=867
The city welcomes community involvement	17%	N=147	48%	N=410	17%	N=145	4%	N=31	0%	N=4	14%	N=124	100%	N=861
The city budgeting process is open and understandable to residents	7%	N=59	24%	N=205	24%	N=204	7%	N=64	1%	N=9	37%	N=322	100%	N=863
The city listens to its residents	9%	N=73	30%	N=259	28%	N=237	5%	N=41	1%	N=10	27%	N=235	100%	N=856
I am pleased with the overall performance of the City of Rockville's Mayor and Council	12%	N=105	38%	N=328	25%	N=214	4%	N=33	2%	N=14	20%	N=171	100%	N=864

Table 45: Question 11

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		Don't know		Total	
City of Rockville's website (www.rockvillemd.gov)	39%	N=337	39%	N=333	8%	N=66	14%	N=119	100%	N=855
Social media (e.g., Facebook, Twitter, Nextdoor, Instagram, etc.)	20%	N=165	26%	N=222	34%	N=291	20%	N=168	100%	N=846
Rockville Reports online (RockvilleReports.com)	16%	N=137	32%	N=268	21%	N=179	31%	N=257	100%	N=841
Rockville Reports monthly print newsletter	38%	N=326	32%	N=271	15%	N=129	14%	N=121	100%	N=848
Rockville 11 (cable channel 11 and/or online video)	7%	N=61	20%	N=169	39%	N=324	34%	N=288	100%	N=842
Email notifications	33%	N=280	33%	N=283	18%	N=156	15%	N=128	100%	N=846
Attending public meetings	8%	N=70	33%	N=277	35%	N=296	24%	N=202	100%	N=846
A civic association/homeowner association newsletter or listserve	21%	N=180	37%	N=315	22%	N=185	19%	N=163	100%	N=844
Printed materials (brochures/fliers)	21%	N=180	40%	N=340	25%	N=216	13%	N=114	100%	N=850
Direct mail (letters/postcard advisories)	31%	N=269	39%	N=338	21%	N=182	8%	N=68	100%	N=857

Table 46: Question 12

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Access to a recreation center close to my neighborhood	18%	N=153	28%	N=244	27%	N=229	22%	N=188	6%	N=50	100%	N=864
Access to parkland within a 10 minute walk from home	21%	N=185	35%	N=297	21%	N=183	17%	N=150	5%	N=46	100%	N=861
City's preparation for unforeseen or natural disasters	34%	N=291	39%	N=338	19%	N=161	3%	N=22	6%	N=47	100%	N=858
Crime	57%	N=494	30%	N=262	9%	N=79	1%	N=8	2%	N=19	100%	N=863
Growth and development	37%	N=320	34%	N=290	21%	N=183	6%	N=47	2%	N=20	100%	N=861
Improving walking paths between neighborhoods	26%	N=221	33%	N=280	29%	N=247	9%	N=75	4%	N=35	100%	N=858
Increasing quality and amount of bike lanes	19%	N=164	24%	N=202	31%	N=263	19%	N=159	7%	N=63	100%	N=850
Increasing availability of online services and data on the city's website	19%	N=163	36%	N=310	29%	N=248	7%	N=60	8%	N=69	100%	N=851
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	59%	N=509	33%	N=284	6%	N=55	1%	N=5	1%	N=12	100%	N=864
Neighborhood shopping center revitalization	33%	N=285	35%	N=299	23%	N=201	6%	N=54	2%	N=19	100%	N=858
Programs that promote sustainability and protect the environment	42%	N=363	35%	N=297	18%	N=152	4%	N=30	2%	N=14	100%	N=856
Services for seniors and the aging population	29%	N=246	35%	N=298	22%	N=193	5%	N=40	10%	N=84	100%	N=862
Services for youth	33%	N=286	40%	N=341	18%	N=157	3%	N=24	6%	N=52	100%	N=859
Services to provide effective and timely communication to residents	35%	N=304	43%	N=370	18%	N=154	1%	N=12	3%	N=25	100%	N=864
Transportation and traffic congestion	61%	N=524	28%	N=246	9%	N=74	1%	N=10	1%	N=11	100%	N=864

Table 47: Question 13

Please rate the quality of each of the following aspects of the City of Rockville:	Excellent		Good		Fair		Poor		Don't know		Total	
Demonstrating respect for residents of different cultures and belief systems	41%	N=360	39%	N=339	7%	N=65	2%	N=19	10%	N=86	100%	N=868
Providing a safe and secure environment for residents of all backgrounds	34%	N=299	45%	N=388	10%	N=85	2%	N=20	9%	N=77	100%	N=867
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	38%	N=330	42%	N=360	8%	N=66	2%	N=20	10%	N=90	100%	N=865

Table 48: Recreation Activity Respondents Think is Missing and Would Like to See Offered

What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?	Percent of respondents*	Number	Percent of respondents making a comment*	Number
No comment made	64%	N=569	--	---
Don't know/nothing	9%	N=81	25%	N=81
Community activities (events, festivals, cultural activities, etc.)	6%	N=58	18%	N=58
Activities and opportunities for youth and teens	4%	N=39	12%	N=39
Other comment not related to recreation	3%	N=26	8%	N=26
Adult athletic activities and opportunities (leagues, clubs, classes, etc.)	3%	N=23	7%	N=23
Park activities and facilities, dog parks	2%	N=19	6%	N=19
Athletic facilities (health club, track, courts, pools, golf course, etc.)	2%	N=19	6%	N=19
Restaurants, shopping, theatre, cinema, museums	2%	N=18	5%	N=18
Activities and opportunities for senior citizens and people with special needs	1%	N=13	4%	N=13
Social clubs/classes (cooking, chess, CPR, groups)	1%	N=13	4%	N=13
Bike lanes and bike shares	1%	N=9	3%	N=9
Other comment related to recreation activities/opportunities	1%	N=9	3%	N=9
Total	100%		100%	

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 14.

Table 49: Question 15

How much of a problem, if at all, do you think deer are in Rockville?	Percent	Number
A major problem	16%	N=135
A moderate problem	28%	N=246
A minor problem	27%	N=231
No problem	20%	N=170
Don't know/no opinion	10%	N=89
Total	100%	N=871

Table 50: Question 16

How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective?	Percent	Number
Strongly support	23%	N=199
Somewhat support	23%	N=201
Somewhat oppose	16%	N=142
Strongly oppose	23%	N=204
Don't know	14%	N=123
Total	100%	N=868

Table 51: Question 17

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=314
2 to 4 times a month	20%	N=168
Once a month or less	28%	N=243
Not at all	16%	N=137
Total	100%	N=862

Table 52: Question 18 - 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=47	6%	N=49	12%	N=105	77%	N=657	100%	N=857
Ridden a bicycle for commuting	6%	N=52	3%	N=24	6%	N=52	85%	N=715	100%	N=843
Ridden a bicycle for fun or exercise	10%	N=87	15%	N=129	18%	N=156	56%	N=480	100%	N=853

Table 53: Question 18 - 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	37%	N=315	22%	N=191	18%	N=153	23%	N=202	100%	N=861
Walked for commuting	25%	N=217	9%	N=73	12%	N=100	54%	N=462	100%	N=852
Walked for fun or exercise	56%	N=484	22%	N=192	11%	N=93	11%	N=96	100%	N=865

Table 54: Question 19: Additional Comments

What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?	Percent of respondents*	Number	Percent of respondents making a comment*	Number
No comment made	64%	N=569	--	---
Rockville is a great place/good services	8%	N=68	20%	N=68
Parking, public transportation, roads, bike lanes, paths, crosswalks	7%	N=62	19%	N=62
Nothing/don't know	5%	N=49	15%	N=49
Growth, development, downtown/commercial area	5%	N=43	13%	N=43
Traffic enforcement, congestion, lights, light timing	4%	N=38	12%	N=38
Collection services, landscaping, outdoor maintenance, snow plowing	4%	N=33	10%	N=33
Police services, code enforcement, safety	4%	N=32	10%	N=32
Other	3%	N=30	9%	N=30
Cost of living, taxes, government spending, affordable housing	3%	N=29	9%	N=29
Additional or improvements to City services	2%	N=20	6%	N=20
Information/communication from City needed	2%	N=16	5%	N=16
Dissatisfaction with City employees/leaders/government	2%	N=15	5%	N=15
Parks, recreation and youth and senior programs	1%	N=13	4%	N=13
Animal control, deer	1%	N=12	3%	N=12

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

The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 313 residents who responded to question 14.

Table 55: Question D1

Respondent length of residency	Percent	Number
2 years or less	22%	N=188
3 to 5 years	17%	N=145
6 to 10 years	14%	N=118
11 to 20 years	21%	N=178
21 years or more	26%	N=224
Total	100%	N=853

Table 56: Question D2

What best describes your home? Is it a . . .	Percent	Number
One family house detached from any other houses	46%	N=404
A duplex or townhouse	15%	N=132
A building with three or more units	35%	N=310
Other	3%	N=28
Total	100%	N=875

Table 57: Question D3

Do you rent or own your home?	Percent	Number
Rent	39%	N=340
Own	61%	N=523
Total	100%	N=863

Table 58: Question D4

About how much is your monthly housing cost for the place where you live, including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees?	Percent	Number
Less than \$999 per month	9%	N=80
\$1,000 to \$1,499 per month	14%	N=117
\$1,500 to \$1,999 per month	22%	N=185
\$2,000 to \$2,499 per month	21%	N=176
\$2,500 to \$2,999 per month	13%	N=110
\$3,000 to \$3,499 per month	8%	N=65
\$3,500 or more per month	13%	N=112
Total	100%	N=845

Table 59: Question D5

Do you have access to the Internet at home, work or school?	Percent	Number
No	3%	N=23
Yes	97%	N=832
Total	100%	N=855

Table 60: Question D5b

How?	Percent	Number
Mobile device/smartphone	71%	N=517
Laptop computer	69%	N=503
Desktop computer	66%	N=485
Mobile device/tablet	55%	N=402

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 61: Question D6

Are you Spanish/Hispanic/Latino?	Percent	Number
No	86%	N=745
Yes	14%	N=124
Total	100%	N=869

Table 62: Question D7

What is your race?	Percent	Number
White/Caucasian	66%	N=562
Asian or Pacific Islander	22%	N=185
Black or African American	9%	N=73
Other	8%	N=70
American Indian or Alaskan native	2%	N=13

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

Table 63: Question D8

Do you speak a language other than English at home?	Percent	Number
No, English only	59%	N=516
Yes	41%	N=358
Total	100%	N=874

Table 64: Question D8b

Which language?	Percent	Number
Persian/Farsi	3%	N=7
Vietnamese	5%	N=13
Spanish	30%	N=84
Russian	8%	N=23
Chinese	26%	N=73
Korean	13%	N=38
Other: Other	11%	N=30
Other: German	1%	N=2
Other: French	1%	N=4
Other: Hebrew	0%	N=1
Other: Portuguese	2%	N=5
Other: Japanese	0%	N=1
Total	100%	N=283

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.

Table 65: Question D9

How well do you speak English?	Percent	Number
Very well	66%	N=235
Well	23%	N=83
Not well	9%	N=32
Not at all	1%	N=5
Total	100%	N=355

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

Table 66: Question D10

What is your gender	Percent	Number
Male	47%	N=402
Female	53%	N=459
Total	100%	N=861

Table 67: Question D11

In which category is your age?	Percent	Number
18-24 years	6%	N=50
25-34 years	22%	N=192
35-44 years	19%	N=163
45-54 years	19%	N=167
55-64 years	13%	N=114
65-74 years	10%	N=87
75 years or older	11%	N=94
Total	100%	N=866

Table 68: Question D12

What was your household's total annual income in 2017?	Percent	Number
Less than \$25,000	5%	N=42
\$25,000 to \$49,999	12%	N=102
\$50,000 to \$99,999	27%	N=217
\$100,00 to \$149,999	24%	N=194
\$150,000 to \$199,999	13%	N=109
\$200,000 or more	19%	N=153
Total	100%	N=818

Appendix B: Survey Results by Location within Rockville

The following pages contain breakdowns of the survey results by geographic location within Rockville. A map of the boundaries of these six areas can be found in *Appendix E: Survey Methodology*. Where differences between subgroups are statistically significant ($p < 0.05$), they are shaded grey.

Table 69: 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?	79	74	77	74	78	80	77
How do you rate the overall quality of your neighborhood?	83	79	68	63	71	83	75
How do you rate Rockville as a place to raise children?	81	84	77	68	76	81	78
How do you rate Rockville as a place to retire?	60	54	47	49	55	60	56

Table 70: 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/ Falls Grove	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	66	64	55	61	60	65	63
Overall appearance of Rockville	73	72	64	64	68	71	70
Overall image or reputation of Rockville	74	71	63	70	70	73	71
Opportunities to be heard and have a say in what happens in Rockville	63	61	61	59	62	65	62
Opportunities to attend cultural or arts events	69	73	75	66	65	73	69
Health and wellness opportunities in Rockville	70	69	65	65	68	73	68
Openness and acceptance of the community toward people of diverse backgrounds	77	74	79	69	75	75	74
Overall quality of business and service establishments in Rockville	69	57	59	61	66	66	65
Overall economic health of Rockville	70	58	61	64	66	64	65
Availability of affordable housing	34	30	42	39	35	36	36
Ease of public parking	50	45	46	44	48	43	47
Ease of travel in Rockville by bicycle	53	59	53	53	44	56	52
Ease of travel in Rockville by walking	54	63	58	52	55	58	57
Ease of travel in Rockville by transit	61	65	69	63	66	58	64
Ease of travel in Rockville by car	62	61	60	61	66	64	64
Overall feeling of safety in Rockville	72	70	59	63	66	69	68
Quality of new residential development	66	59	52	51	65	55	62
Quality of new commercial development	62	51	48	52	64	56	59
Drinking water quality	62	65	62	66	60	71	65
Rockville's natural environment	70	69	68	65	64	69	68

Table 71: 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	65	61	65	70	73	68
In your neighborhood during the day	86	86	83	84	84	88	86
In business areas in Rockville during the day	83	82	79	80	79	80	81
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	66	64	63	67	66	65	65
On Rockville paths and trails	72	71	70	64	69	71	70
At local parks and playgrounds	80	79	79	73	77	78	78

Table 72: Participation in Parks and Recreation Activities by Geographic Location

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 reporting ever having done each	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
Visited or used a Rockville park (includes trail, playground, ball fields/courts, natural areas)	89%	87%	88%	85%	85%	89%	87%
Visited or used a Rockville recreation facility	49%	78%	64%	70%	62%	70%	65%
Participated in a Rockville recreation program	35%	52%	29%	50%	42%	49%	44%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July Fourth, Car Show)	67%	89%	78%	68%	64%	73%	72%

Table 73: 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	79	77	78	74	73	80	76
Courtesy	86	77	82	75	75	84	79
Responsiveness	77	72	75	71	73	77	74
Overall customer service	78	74	78	73	72	77	75

**Asked only of those respondents who reported having had contact with a City employee in the last 12 months.*

Table 74: 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/ Falls Grove	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	78	81	80	84	76	88	81
Refuse collection	78	85	76	85	77	87	81
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	74	81	80	79	75	81	78
Leaf pickup	67	76	67	68	68	73	70
Street repairs and maintenance	59	63	60	54	54	60	58
Snow and ice removal	68	69	67	69	64	70	67
Street sweeping	66	68	57	57	64	66	64
Adequacy of number of street lights in your neighborhood	59	65	61	49	57	58	58
Adequacy of brightness of street lighting in your neighborhood	57	64	60	47	56	55	57
Street light maintenance - City-maintained metal poles	63	68	66	55	61	63	63
Street light maintenance - Pepco-maintained wood poles	62	63	63	51	59	64	60
Street tree maintenance	64	66	61	56	62	60	62
Sidewalk maintenance	62	67	63	62	61	61	63
Water and sewer services	71	72	69	66	71	73	71
City of Rockville utility billing	62	62	63	60	60	67	62
Building permit process	64	53	61	54	59	54	58
Providing planning and zoning information	63	63	70	56	58	54	60
Recreation programs and classes	70	76	80	74	67	69	71
Recreation facilities	73	77	79	72	70	72	73

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
Athletic fields (e.g., baseball/softball, soccer or football)	72	75	69	69	69	67	71
Playgrounds (play equipment)	74	74	83	71	71	69	72
Range of activities available in parks and recreation facilities	70	71	76	65	71	69	70
City-sponsored special events (see question #4 for examples)	72	76	78	65	69	73	71
Appearance of city parks	77	79	75	69	69	74	74
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	64	63	51	52	63	62	60
Animal control (licensing, enforcement, and complaints)	68	65	66	67	66	64	66
Enforcement of traffic laws by Rockville City Police Department	62	60	59	62	61	66	62
Crime prevention efforts	68	65	64	65	62	64	65
Overall City of Rockville police services	75	72	68	69	70	74	72
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	67	65	64	69	67	64	67
Environmental protection and sustainability initiatives	65	64	57	64	68	66	66
Senior citizen programs and services	73	78	74	75	71	69	74
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	75	76	76	73	69	68	73
Rockville 11 (cable channel 11) programming	66	64	61	68	62	57	63
The City of Rockville's website (www.rockvillemd.gov)	61	59	66	65	63	65	62

Table 75: Overall Quality of City Services Rating by Geographic Location

(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 rate the quality of services in Rockville?	70	73	72	70	69	74	71

Table 76: Public Safety Involvement and Emergency Preparedness by Geographic Location

Percent having done each	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
Did NOT report a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.)	97%	96%	83%	82%	94%	95%	93%
Did NOT report a crime or concern to the Rockville City Police Department	86%	77%	58%	75%	84%	90%	82%
Stockpiled supplies in preparation for an emergency	19%	28%	22%	14%	22%	27%	21%

Table 77: 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	69	67	58	66	66	68	67
I am pleased with the overall direction that the city government is taking	68	60	63	65	66	65	65
The city welcomes community involvement	75	73	73	71	71	72	73
The city budgeting process is open and understandable to residents	61	61	61	62	61	62	61
The city listens to its residents	64	64	66	64	61	66	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	70	64	66	66	67	69	67

Table 78: 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 two 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	43	46	51	48	48	48
Access to parkland within a 10 minute walk from home	55	51	51	57	55	55	54
City's preparation for unforeseen or natural disasters	71	67	60	71	70	70	70
Crime	81	80	75	83	83	85	82
Growth and development	69	64	68	67	70	67	68
Improving walking paths between neighborhoods	59	58	54	68	61	49	60
Increasing quality and amount of bike lanes	50	44	54	51	53	42	49
Increasing availability of online services and data on the city's website	57	55	63	60	60	52	58
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	84	83	82	86	83	83	84
Neighborhood shopping center revitalization	70	68	65	62	62	63	66
Programs that promote sustainability and protect the environment	71	70	73	78	72	72	73
Services for seniors and the aging population	65	62	60	70	64	67	65
Services for youth	72	65	68	70	69	71	70
Services to provide effective and timely communication to residents	70	71	71	72	70	75	72
Transportation and traffic congestion	85	79	79	87	81	87	83

Table 79: Inclusivity Ratings by Geographic Location

Please rate the quality of each of the following aspects of the City of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	King Farm/ Falls Grove	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
Demonstrating respect for residents of different cultures and belief systems	83	74	82	77	77	80	78
Providing a safe and secure environment for residents of all backgrounds	78	71	78	73	73	79	74
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	80	75	78	76	75	79	76

Table 80: Deer Population Rating by Geographic Location

	King Farm/ Falls Grove	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
How much of a problem, if at all, do you think deer are in Rockville? (Average rating on 100-point scale (0=no problem, 100=a major problem))	42	54	44	44	45	62	48

Table 81: Deer Population Solution Rating by Geographic Location

	King Farm/ Falls Grove	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
How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective? (Average rating on 100-point scale (0=strongly oppose, 100=strongly support))	49	54	51	49	44	66	51

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 82: Quality of Life Ratings by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Overall, how would you describe the quality of life in Rockville?	79	76	75	78	76	76	78	74	75	76	81
How do you rate the overall quality of your neighborhood?	76	75	74	76	75	74	76	69	74	76	80
How do you rate Rockville as a place to raise children?	77	79	78	79	77	76	79	74	78	77	82
How do you rate Rockville as a place to retire?	57	52	58	54	57	58	54	58	61	51	54

Table 83: Quality of Life Ratings by Age, Gender, Race and Ethnicity of Respondent

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non- white	Non- Hispanic	Hispanic	City overall
Overall, how would you describe the quality of life in Rockville?	77	78	77	76	78	78	76	77	79	77
How do you rate the overall quality of your neighborhood?	77	75	75	76	75	78	72	76	74	75
How do you rate Rockville as a place to raise children?	77	80	78	79	78	79	77	77	83	78
How do you rate Rockville as a place to retire?	58	51	60	57	56	54	58	56	60	56

Table 84: Ratings of Community Characteristics by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

Please rate each of the following characteristics of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single- family home	Multi- family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Sense of community	60	64	65	64	62	61	64	60	63	62	65
Overall appearance of Rockville	71	68	69	69	70	70	69	69	71	68	70
Overall image or reputation of Rockville	72	69	70	70	72	72	71	73	72	72	70
Opportunities to be heard and have a say in what happens in Rockville	63	58	64	63	60	62	62	61	58	62	65
Opportunities to attend cultural or arts events	68	67	73	72	66	64	72	64	64	70	74
Health and wellness opportunities in Rockville	68	66	72	69	68	67	70	68	64	70	71
Openness and acceptance of the community toward people of diverse backgrounds	75	73	70	75	72	72	75	66	68	77	80
Overall quality of business and service establishments in Rockville	66	62	65	63	66	67	63	65	66	63	63
Overall economic health of Rockville	67	61	65	63	66	67	63	67	66	64	64
Availability of affordable housing	34	37	37	39	33	33	38	41	33	32	39
Ease of public parking	53	44	42	46	48	48	46	42	48	49	48
Ease of travel in Rockville by bicycle	52	49	57	54	51	53	52	60	53	53	49
Ease of travel in Rockville by walking	55	55	61	58	56	55	58	66	56	54	55
Ease of travel in Rockville by transit	66	60	66	65	64	65	64	70	65	63	62
Ease of travel in Rockville by car	67	63	59	62	64	66	62	68	67	60	61

Please rate each of the following characteristics of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single- family home	Multi- family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Overall feeling of safety in Rockville	71	65	66	66	69	70	67	66	66	69	70
Quality of new residential development	68	55	58	57	65	67	58	65	62	62	60
Quality of new commercial development	63	56	55	56	62	64	56	63	61	58	57
Drinking water quality	61	64	70	68	62	59	68	65	62	62	70
Rockville's natural environment	68	67	68	69	66	66	69	66	68	69	68

Table 85: Ratings of Community Characteristics by Age, Gender, Race and Ethnicity of Respondent

Please rate each of the following characteristics of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non- white	Non- Hispanic	Hispanic	City overall
Sense of community	58	64	66	62	64	62	64	63	66	63
Overall appearance of Rockville	71	70	69	71	69	70	69	69	72	70
Overall image or reputation of Rockville	73	71	70	71	71	71	71	71	74	71
Opportunities to be heard and have a say in what happens in Rockville	60	62	63	60	63	64	58	61	65	62
Opportunities to attend cultural or arts events	66	68	73	66	71	73	63	69	68	69
Health and wellness opportunities in Rockville	64	70	71	68	69	70	66	69	69	68
Openness and acceptance of the community toward people of diverse backgrounds	72	75	74	73	75	76	70	74	72	74
Overall quality of business and service establishments in Rockville	66	62	67	63	66	64	65	64	69	65
Overall economic health of Rockville	67	63	65	65	64	64	66	65	64	65
Availability of affordable housing	31	37	40	34	37	36	36	35	38	36
Ease of public parking	50	49	43	49	45	47	47	46	53	47
Ease of travel in Rockville by bicycle	53	53	51	55	50	52	52	51	59	52
Ease of travel in Rockville by walking	54	56	60	58	56	56	58	56	62	57
Ease of travel in Rockville by transit	64	65	64	65	64	63	66	64	65	64
Ease of travel in Rockville by car	66	65	60	64	64	60	68	63	67	64
Overall feeling of safety in Rockville	72	68	64	70	66	68	68	68	68	68

Please rate each of the following characteristics of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non- white	Non- Hispanic	Hispanic	City overall
Quality of new residential development	68	61	57	64	59	60	65	62	63	62
Quality of new commercial development	63	59	55	60	58	56	63	58	63	59
Drinking water quality	63	65	67	67	63	66	62	64	68	65
Rockville's natural environment	68	69	66	68	68	67	69	67	70	68

Table 86: Ratings of Safety by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Crossing the street in Rockville	71	66	67	67	69	70	67	70	67	68	69
In your neighborhood during the day	87	83	85	86	85	85	86	82	83	87	89
In business areas in Rockville during the day	84	80	78	80	82	84	80	79	80	83	83
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	68	62	65	65	66	68	64	67	66	65	66
On Rockville paths and trails	74	67	68	68	71	72	69	68	71	72	70
At local parks and playgrounds	81	77	75	78	78	78	78	75	77	80	80

Table 87: Ratings of Safety by Age, Gender, Race and Ethnicity of Respondent

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Crossing the street in Rockville	72	67	67	70	67	68	69	67	73	68
In your neighborhood during the day	89	86	83	86	85	86	84	86	86	86
In business areas in Rockville during the day	87	82	76	83	80	82	80	81	83	81
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	68	65	64	68	63	66	65	65	67	65
On Rockville paths and trails	76	70	65	74	66	71	69	70	72	70
At local parks and playgrounds	83	79	74	81	75	79	77	78	80	78

Table 88: City Employee Ratings by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

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))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Knowledge	76	77	75	78	72	76	76	78	71	71	81
Courtesy	78	77	79	81	74	78	78	76	76	73	84
Responsiveness	75	73	72	75	70	77	72	71	73	69	77
Overall customer service	75	74	75	76	71	76	74	75	71	70	80

*Asked only of those respondents who reported having had contact with a City employee in the last 12 months.

Table 89: City Employee Ratings by Age, Gender, Race and Ethnicity of Respondent

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))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Knowledge	80	77	74	79	74	78	74	78	68	76
Courtesy	78	77	80	82	75	80	76	80	69	79
Responsiveness	76	75	70	75	72	75	72	74	70	74
Overall customer service	77	75	73	77	73	75	75	76	69	75

*Asked only of those respondents who reported having had contact with a City employee in the last 12 months.

Table 90: Ratings of City Services by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Recycling collection	79	80	85	86	75	73	84	77	77	79	87
Refuse collection	78	81	86	86	74	73	85	74	78	79	88
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	76	76	82	82	71	71	80	70	74	80	83
Leaf pickup	68	69	76	72	67	67	72	67	68	71	74
Street repairs and maintenance	56	56	61	60	56	55	60	59	54	57	62
Snow and ice removal	66	65	69	71	63	64	68	66	64	63	73
Street sweeping	67	61	63	62	66	67	62	62	64	64	67
Adequacy of number of street lights in your neighborhood	58	57	58	57	59	58	58	57	54	61	61
Adequacy of brightness of street lighting in your neighborhood	58	55	58	55	59	59	56	58	56	55	60
Street light maintenance - City-maintained metal poles	65	59	64	62	63	64	62	63	60	62	65
Street light maintenance - Pepco-maintained wood poles	63	57	59	58	62	61	59	57	59	64	59
Street tree maintenance	64	58	62	60	64	64	61	62	60	65	62
Sidewalk maintenance	65	60	63	63	63	63	63	64	62	62	65
Water and sewer services	70	69	74	71	71	70	71	71	69	69	75
City of Rockville utility billing	57	60	67	64	59	56	64	54	57	60	70
Building permit process	65	53	58	54	64	65	56	65	55	62	57
Providing planning and zoning information	67	55	60	58	62	61	60	63	54	65	61

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Recreation programs and classes	67	71	78	75	67	66	75	69	63	74	78
Recreation facilities	72	69	79	75	71	69	75	70	67	77	77
Athletic fields (e.g., baseball/softball, soccer or football)	71	68	77	71	70	68	72	66	65	74	75
Playgrounds (play equipment)	72	70	75	74	70	68	75	67	66	76	78
Range of activities available in parks and recreation facilities	70	67	74	72	68	67	72	64	66	70	76
City-sponsored special events (see question #4 for examples)	70	70	74	73	70	67	73	66	66	73	76
Appearance of city parks	74	71	76	75	72	71	75	72	70	76	77
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	65	58	56	58	63	65	58	59	61	62	60
Animal control (licensing, enforcement, and complaints)	72	61	64	66	66	68	65	69	62	66	69
Enforcement of traffic laws by Rockville City Police Department	62	62	63	62	62	60	63	63	63	59	63
Crime prevention efforts	67	63	65	64	66	65	65	67	63	66	66
Overall City of Rockville police services	73	71	70	72	71	71	72	73	70	69	73
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	67	65	68	66	68	65	67	70	65	64	68
Environmental protection and sustainability initiatives	67	64	66	64	67	64	67	68	62	64	68

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Senior citizen programs and services	78	68	77	74	75	71	75	76	70	72	79
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	73	70	77	75	70	69	76	74	68	72	78
Rockville 11 (cable channel 11) programming	65	58	67	64	62	62	64	64	63	68	62
The City of Rockville's website (www.rockvillemd.gov)	63	60	65	63	62	61	63	66	63	62	62

Table 91: Ratings of City Services by Age, Gender, Race and Ethnicity of Respondent

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Recycling collection	76	82	83	80	81	83	77	81	77	81
Refuse collection	76	83	83	82	80	84	75	81	79	81
Yard waste collection (e.g., grass, brush, tree limbs, etc.)	76	78	79	76	80	82	72	78	78	78
Leaf pickup	68	70	72	68	72	73	67	70	72	70
Street repairs and maintenance	55	59	59	57	58	59	56	58	58	58
Snow and ice removal	64	67	69	67	67	68	64	67	67	67
Street sweeping	67	65	61	64	65	64	64	63	72	64
Adequacy of number of street lights in your neighborhood	61	59	56	60	57	60	56	57	63	58
Adequacy of brightness of street lighting in your neighborhood	60	59	53	59	55	58	56	56	65	57
Street light maintenance - City-maintained metal poles	62	65	61	63	62	63	63	62	66	63
Street light maintenance - Pepco-maintained wood poles	57	62	60	61	59	61	59	59	67	60
Street tree maintenance	66	62	60	62	62	63	61	61	68	62
Sidewalk maintenance	67	62	61	65	61	62	65	62	69	63
Water and sewer services	71	71	71	71	70	72	69	70	74	71
City of Rockville utility billing	56	61	66	60	62	65	55	62	59	62
Building permit process	72	56	52	55	61	56	62	57	67	58
Providing planning and zoning information	69	59	57	60	60	60	61	59	67	60

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Recreation programs and classes	65	74	73	68	75	75	66	72	70	71
Recreation facilities	74	72	74	71	75	77	68	73	73	73
Athletic fields (e.g., baseball/softball, soccer or football)	69	71	72	70	72	73	67	71	73	71
Playgrounds (play equipment)	70	74	72	72	73	76	67	72	74	72
Range of activities available in parks and recreation facilities	70	70	70	69	71	72	67	70	70	70
City-sponsored special events (see question #4 for examples)	70	72	71	70	72	74	66	71	71	71
Appearance of city parks	74	75	72	74	74	76	70	73	76	74
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.)	66	62	55	60	60	60	61	61	59	60
Animal control (licensing, enforcement, and complaints)	68	69	62	65	67	66	66	66	66	66
Enforcement of traffic laws by Rockville City Police Department	63	61	63	61	63	61	63	61	69	62
Crime prevention efforts	69	64	65	66	64	67	63	65	66	65
Overall City of Rockville police services	72	73	71	72	71	72	71	71	76	72
Emergency preparedness (i.e., services that prepare the community for natural disasters or other emergency situations)	68	67	67	68	66	67	66	66	71	67
Environmental protection and sustainability initiatives	63	67	67	65	66	66	66	66	67	66

Please rate the quality of each of the following City of Rockville government services: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Senior citizen programs and services	81	74	73	76	73	75	74	73	81	74
Services to youth (e.g., summer camps/playgrounds, after school programs, child care, teen activities, swim classes, sports, etc.)	74	73	74	72	75	74	72	72	81	73
Rockville 11 (cable channel 11) programming	72	62	63	58	67	65	63	64	63	63
The City of Rockville's website (www.rockvillemd.gov)	63	62	64	61	64	63	63	62	64	62

Table 92: Overall Quality of City Services Rating by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	70	69	74	73	69	68	73	70	66	71	75

Table 93: Overall Quality of City Services Rating by Age, Gender, Race and Ethnicity of Respondent

	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	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	72	71	71	73	69	71	71	71

Table 94: Public Trust Ratings by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

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))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
I receive good value for the city taxes I pay	68	63	69	68	65	67	66	63	66	66	69
I am pleased with the overall direction that the city government is taking	67	65	64	65	66	68	64	64	66	66	65
The city welcomes community involvement	74	71	73	74	71	71	73	71	71	71	75
The city budgeting process is open and understandable to residents	62	59	63	62	60	60	62	62	62	61	61
The city listens to its residents	65	62	66	66	61	63	64	62	63	63	66
I am pleased with the overall performance of the City of Rockville's Mayor and Council	68	67	68	67	67	69	66	68	67	67	67

Table 95: Public Trust Ratings by Age, Gender, Race and Ethnicity of Respondent

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))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
I receive good value for the city taxes I pay	67	67	67	67	67	68	64	66	70	67
I am pleased with the overall direction that the city government is taking	67	65	65	65	66	66	65	65	70	65
The city welcomes community involvement	73	72	74	71	74	74	71	73	74	73
The city budgeting process is open and understandable to residents	56	61	64	61	61	62	61	61	63	61
The city listens to its residents	59	65	66	64	64	66	61	64	65	64
I am pleased with the overall performance of the City of Rockville's Mayor and Council	67	67	67	67	68	68	67	67	72	67

Table 96: Resident Priority Ratings by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Access to a recreation center close to my neighborhood	46	51	47	48	48	48	48	53	51	45	46
Access to parkland within a 10 minute walk from home	55	56	50	54	54	58	53	52	55	52	55
City's preparation for unforeseen or natural disasters	69	69	73	70	71	71	70	77	70	70	65
Crime	82	82	85	83	82	82	83	83	86	78	81
Growth and development	72	66	65	68	69	70	68	62	75	66	68
Improving walking paths between neighborhoods	63	58	55	59	60	63	57	56	64	60	58
Increasing quality and amount of bike lanes	54	47	43	50	49	53	46	49	48	47	52
Increasing availability of online services and data on the city's website	61	58	52	58	57	62	56	59	62	58	54
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	86	83	83	85	83	83	85	79	86	83	86
Neighborhood shopping center revitalization	66	68	64	66	65	61	69	62	69	64	68
Programs that promote sustainability and protect the environment	75	70	73	73	72	73	72	79	76	72	70

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Services for seniors and the aging population	60	65	73	68	63	64	66	75	68	62	60
Services for youth	69	71	70	71	69	69	71	73	73	65	70
Services to provide effective and timely communication to residents	70	71	75	73	71	70	73	74	75	70	69
Transportation and traffic congestion	83	84	83	85	82	82	85	79	84	85	84

Table 97: Resident Priority Ratings by Age, Gender, Race and Ethnicity of Respondent

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Access to a recreation center close to my neighborhood	47	51	46	47	49	44	55	47	57	48
Access to parkland within a 10 minute walk from home	57	57	49	52	57	53	57	53	62	54
City's preparation for unforeseen or natural disasters	69	70	73	66	74	66	76	69	76	70
Crime	80	83	83	81	84	80	86	81	90	82
Growth and development	70	70	66	68	69	65	74	68	70	68
Improving walking paths between neighborhoods	64	61	55	57	62	58	64	59	63	60
Increasing quality and amount of bike lanes	53	51	44	49	49	48	51	48	53	49
Increasing availability of online services and data on the city's website	62	59	52	58	57	55	63	57	64	58
Maintain public infrastructure (e.g., roads, bridges, public buildings, etc.)	86	83	84	83	85	85	84	84	85	84
Neighborhood shopping center revitalization	65	67	66	63	68	65	68	65	70	66
Programs that promote sustainability and protect the environment	79	69	72	68	77	72	75	72	78	73

Please rate how important, if at all, each of the following is for Rockville to address in the next two years: (Average rating on 100-point scale (0=not at all important, 100=essential))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Services for seniors and the aging population	61	59	75	62	69	63	69	65	67	65
Services for youth	69	70	72	69	71	68	73	69	79	70
Services to provide effective and timely communication to residents	74	69	74	70	74	69	75	71	77	72
Transportation and traffic congestion	87	82	83	83	84	84	83	83	86	83

Table 98: Inclusivity Ratings by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

Please rate the quality of each of the following aspects of the City of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
Demonstrating respect for residents of different cultures and belief systems	78	76	77	79	77	77	78	74	73	81	83
Providing a safe and secure environment for residents of all backgrounds	75	73	73	76	73	73	75	72	71	76	78
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	77	76	76	78	75	75	77	72	74	78	81

Table 99: Inclusivity Ratings by Age, Gender, Race and Ethnicity of Respondent

Please rate the quality of each of the following aspects of the City of Rockville: (Average rating on 100-point scale (0=poor, 100=excellent))	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
Demonstrating respect for residents of different cultures and belief systems	77	79	77	77	78	82	73	78	78	78
Providing a safe and secure environment for residents of all backgrounds	74	75	73	75	74	77	71	74	75	74
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	76	78	76	75	78	79	73	77	74	76

Table 100: Deer Population Rating by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single- family home	Multi- family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
How much of a problem, if at all, do you think deer are in Rockville? (Average rating on 100-point scale (0=no problem, 100=a major problem))	35	50	62	59	37	34	56	47	36	45	58

Table 101: Deer Population Rating by Age, Gender, Race and Ethnicity of Respondent

	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non- white	Non- Hispanic	Hispanic	City overall
How much of a problem, if at all, do you think deer are in Rockville? (Average rating on 100-point scale (0=no problem, 100=a major problem))	35	46	60	44	52	51	41	50	33	48

Table 102: Deer Population Solution Rating by Length of Residency, Type of Housing Unit, Housing Tenure and Annual Household Income

	Lived in Rockville 5 years or less	Lived in Rockville 6 to 20 years	Lived in Rockville 21 years or more	Detached single-family home	Multi-family housing unit	Rent	Own	Annual income less than \$49,999	Annual income \$50,000 to \$99,999	Annual income \$100,000 to \$149,999	Annual income \$150,000 or more
How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective? (Average rating on 100-point scale (0=strongly oppose, 100=strongly support))	42	54	59	61	42	37	59	37	38	57	63

Table 103: Deer Population Solution Rating by Age, Gender, Race and Ethnicity of Respondent

	18-34 years old	35-54 years old	55+ years old	Male	Female	White	Non-white	Non-Hispanic	Hispanic	City overall
How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective? (Average rating on 100-point scale (0=strongly oppose, 100=strongly support))	37	55	58	53	48	56	42	54	33	51

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 14: What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?

- ◆ A party venue where hundred people can be seated inside one single room.
- ◆ A place to have long walks safely.
- ◆ A tool library (where you could borrow tools).
- ◆ A town soccer team for adults?
- ◆ Access to a wood working shop.
- ◆ Activities for teens, recreational businesses.
- ◆ Adult size pull-up bars at outdoor parks.
- ◆ Affordable housing.
- ◆ Affordable middle-class housing - ability to live near work without a need for an automobile
- ◆ AMUSEMENT PARK FOR KIDS.
- ◆ AN ADULT PROJECT CENTER/COURSES.
- ◆ An advertised afternoon old fashion dance for elders once weekly at Rockville Senior Center.
- ◆ An excellent Health Club.
- ◆ an LGBT center
- ◆ Another dog park.
- ◆ Area around Town Center needs a (small) park- all concrete, no place to walk dog.
- ◆ As I am 86 yrs old and don't participate in rec. activities.
- ◆ ballroom/latin dance classes
- ◆ Basketball.
- ◆ Better drop-in senior center(not long courses!)
- ◆ BETTER GOLF COURSE (RED GATE) MUCH BETTER BIKE PATHS.
- ◆ Better maintenance of park walkways & public tennis courts.
- ◆ Better playground equipment in ALL parks.
- ◆ Better quality and more diverse restaurants in Rockville Town Center. Town Center restaurants have to charge too much for the food, so residents are paying DC cost of food for much lower quality.
- ◆ Black History Month Celebration for all families.
- ◆ Board game cafe
- ◆ Bocce Ball.
- ◆ Bocci courts.
- ◆ Bowling alleys (ten pin).
- ◆ Bowling/ youth field hockey/ youth fast pitch softball.

- ◆ Boys Lacross.
- ◆ Bring military concerts/bands to Rockville- this is done in other communities like suburban Washington D.C.
- ◆ BRING WHEEL-A-WHILE BACK PLEASE!
- ◆ Can not think of any.
- ◆ Can' t think of any.
- ◆ Cannot answer.
- ◆ Cannot think of any.
- ◆ Can't think of any off hand. May be more adult sport opportunities.
- ◆ Can't think of any!
- ◆ Can't think of any.
- ◆ Can't think of anything you don't offer that I have needed.
- ◆ Center nearer to Falls Rd & Wootton Parkway.
- ◆ CHESS CLUB- I WOULD ATTEND!
- ◆ Childish activity.
- ◆ Chinese chess game.
- ◆ Chinese New Year.
- ◆ City of Rockville Senior Olympics.
- ◆ Clay court tennis.
- ◆ Clean up nature reserves especially pond.
- ◆ coed sports for youth
- ◆ Community Biking Event for all ages. Close some streets and let everyone bike together.
- ◆ Community Compost, Cultural Festivals.
- ◆ Community Fair?
- ◆ Community gardening, dancing.
- ◆ community gardens (might exist, but i haven't heard of any)
- ◆ Community theater.
- ◆ Consider adding curbside composting.
- ◆ Cooking for teens/more teen activities that are affordable
- ◆ Cultural exchange/ showcase events.
- ◆ Culture activities
- ◆ Cultures and diversity not Asian only.
- ◆ Curling
- ◆ Dance classes for seniors, synchronized swimming.
- ◆ DAY TRIP (EXCURSION) FOR SENIOR CITIZENS.
- ◆ DAY TRIPS FOR RESIDENTS TO SIGHT SEE.
- ◆ Daycare.
- ◆ dedicated bicycle lanes on major thoroughfares. bicycle paths that feed to the middle and high schools.
- ◆ Deer hunting. Yoga classes, remove/reduce ice rink in Town Center.
- ◆ Diving at swimming pools. Batting cages. Trampoline.
- ◆ Do have a good idea
- ◆ Dog off-leash parks.

- ◆ DOG PARK IN DOGWOOD PARK AREA.
- ◆ Dog park near the town center
- ◆ Dog Park.
- ◆ Don't know
- ◆ Don't know.
- ◆ Don't know.
- ◆ Don't know.
- ◆ Don't know.
- ◆ DON'T KNOW.
- ◆ E sports Arena.
- ◆ Eating est. that offer good quality good quality food at good price.
- ◆ Elimination of Rockville as an independent city- should just be part of the county.
- ◆ Enclosed dog parks.
- ◆ Enhanced services for children & families with special needs.
- ◆ ETHNIC SUMMER FESTIVALS: CHINESE, FILIPINO, KOREAN, LATIN.
- ◆ festival celebrations of various cultures (street festivals, like marathons but also fun for the whole family that includes activities and sponsored/help by local mosques, churches or ethnic clubs/organizations)
- ◆ Field hockey for young girls (in Rec guide).
- ◆ Fishing.
- ◆ Food trucks.
- ◆ Football/Basketball teams for children.
- ◆ Free exercise classes.
- ◆ Free health initiatives for young adults (ages 18-29)
- ◆ Free public meeting space for recreational groups (book clubs, board game clubs, etc.).
- ◆ giving program to motherhood that give them certificate to future used in looking job, like CPR, for baby sitting, related to caregiver, public relation or front desk, home base work ideas to all mother.
- ◆ Golf Driving Range
- ◆ Group travel i.e. camping.
- ◆ Group walking events on weekends of 1-3 miles and a place to park car free of charge if I want to participate (for seniors and people with disabilities).
- ◆ Helping pets more.
- ◆ I don't know I'm new of Rockville.
- ◆ I don't know.
- ◆ I like music so a City Jam Session would be nice.
- ◆ I would like to see another swim facility, particularly one closer to the Shady Grove end of town rather than downtown. Also a rec center/community center/ymca that restricts hours for those under 18 would be ideal.
- ◆ I would like to see more outdoor (eg: hiking activities) for adults like what city used to offer through the parks & recreation departments.
- ◆ I would like to see safe bike lanes and a couple of events for biking to show residents routes/ how and where they can bike safely around the area.

- ◆ I would really like more centers like the town square but with popular shops, restaurants, and opportunities for children to play or activities for children (we love having access to the splash pad, for example, but the shops are lacking in the town square).
- ◆ I'm new to the community - no input yet.
- ◆ Improve the access from Metro to Town center through Middle Lane Crossing, Lights-BridgeCrossing.
- ◆ Increase and invite more high quality Chinese performance to Strathmore Hall
- ◆ INCREASED YOUTH PROGRAMS/ TEEN COMMUNITY SEEN OPPORTUNITIES.
- ◆ Indoor walking, track & running places.
- ◆ INDOOR WALKING/RUNNING TRACK.
- ◆ International day/festivals. Introducing cultures/foods.
- ◆ Intramural baseball & basketball with games on Sunday, not Saturday.
- ◆ Jazz fest-type event.
- ◆ Jazzercise Premier Center.
- ◆ Job fairs.
- ◆ Jobs for teens.
- ◆ kids community activity
- ◆ KidsFair? An event to help educate kids on good health - mental health, physical health, emotional health - safety - community service/engagement opportunities - what is good for families to get involved with their kids? Celebrate Rockville - we may be surprised to learn what great people our own community may have to offer... skills, services, creativity - we also seem to have a lot of great businesses who are off of the beaten path - may be helpful for them to get a chance to market to the community in some fashion (with support by the City) and promote who they are and what they do and help our residents learn a bit more about what may be available in "our backyard"... but which you may not be able to see from the main road and may be back in some of these more industrial/warehouse areas.
- ◆ Larger fitness rooms at community centers.
- ◆ Less for illegals- no property tax increase. Fix the road/ Stop 270 expansion/ More police in the neighborhoods.
- ◆ LET' GO TO DANCING ONE DAY.
- ◆ LIST OF SR. VOLUNTEER OPPORTUNITIES.
- ◆ LITERALLY YOU GUYS HAVE EVERYTHING.
- ◆ Live music/ outdoor venue 5-10,000 capacity (i.e. Wolf-trap).
- ◆ Local community/neighborhood. Events that build interaction, civic responsibility, [?][?] [?] composing [?]. I think often measures are available.
- ◆ Lower commercial rent and offer free parking- restaurants are disappearing.
- ◆ Marathon.
- ◆ maybe a "walking club" for those who want to recreationally walk neighborhoods with others
- ◆ Maybe additional dog parks. King farm is far.
- ◆ Maybe taste of Rockville.
- ◆ Mommy and toddler activities.
- ◆ more activities and playgroups for small children
- ◆ More activities for children specifically toddler aged
- ◆ More activities for seniors not just focused on Senior Center.
- ◆ More adult softball leagues (are there any?)

- ◆ More areas for dogs to safely be off leash.
- ◆ More bike & car shares. Zipcar & capital Bike share are expensive and restrictive.
- ◆ More bike lanes.
- ◆ More businesses/organizations to partner- the disabled population to promote contact/opportunities.
- ◆ More community walks.
- ◆ MORE CONCERN FOR SENIORS.
- ◆ More counseling for group.
- ◆ More events encouraging respect for- and protection of- our impressive wildlife populations (geese/deer/etc.).
- ◆ More family trips; pickleball; exercise classes for out-of-shape people/ beginner exercise classes.
- ◆ More LAW enforcement presence.
- ◆ More live music would be nice.
- ◆ More parent-child classes for infants/toddlers/pre-schoolers that are on the weekends (with afternoon options) for working parents.
- ◆ More parking, social services.
- ◆ More paths beyond Rock Creek Park.
- ◆ More planned activities at parks and playgrounds.
- ◆ More public spaces for young children of shaded areas.
- ◆ More reaching out for activities for active seniors.
- ◆ More running events.
- ◆ More safe bike lanes/trails.
- ◆ More skateboard parks.
- ◆ More stuff for couples.
- ◆ more stuff for teenagers (ages 13-18)?
- ◆ More "taste of Rockville" street fair events in Rockville Town Center.
- ◆ More transport, less cars, demolish Rockville Pike (strip malls) and create walkable, green, work/live development.
- ◆ More walkable access to creeks and protected areas
- ◆ MORE/ADDITIONAL YEAR ROUND SWIMMING FACILITIES.
- ◆ MULTI CULTURAL COOKING CLASSES (FOR FREE).
- ◆ Museums/ day destination.
- ◆ N/A
- ◆ N/A
- ◆ N/A- only lived here for 4 months.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.

- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ Neighborhood works, get to know your own as well as others.
- ◆ Neighborhood-oriented events.
- ◆ Neighbors competing for best neighborhood- flowers, lighting, decoration etc.
- ◆ Neighbourhood socials/ get-to-gathers.
- ◆ Night life entertainment, night clubs
- ◆ No comment.
- ◆ No comment.
- ◆ No input, Rockville has always met our needs.
- ◆ NO OPINION OTHER THAN INCREASE BIKE LANES.
- ◆ No opinion.
- ◆ No opinion.
- ◆ No.
- ◆ None come to mind
- ◆ None in particular- many opportunities are offered.
- ◆ None- we have everything!
- ◆ None.
- ◆ NONE.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ NONE.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ NONE.
- ◆ None. Would like to see events discontinued that are near residential properties. They are too annoying.
- ◆ Not really!
- ◆ Not sure
- ◆ Not sure what's currently offered.
- ◆ Not sure.
- ◆ NOT SURE.
- ◆ NOT SURE.
- ◆ NOT SURE.
- ◆ Not sure.

- ◆ Not sure?
- ◆ Not totally missing, but we could use more inexpensive indoor community swimming pools that can be used all year. Older and disabled citizens cannot hike or dance but many/most can swim.
- ◆ Nothing all good!
- ◆ nothing comes to mind
- ◆ Nothing is missing. There is already a wonderful variety and abundance.
- ◆ Nothing more than what is being offered.
- ◆ Nothing specific
- ◆ NOTHING SPECIFIC COMES TO MIND.
- ◆ Nothing to suggest.
- ◆ Nothing.
- ◆ Nothing.
- ◆ Once a month "meet your neighbor events" where neighbors meet and talk. Allow residents to bring drinks & food, but the city provides the meeting location.
- ◆ OPPORTUNITY TO WALK TO RESTAURANTS, STORES, BANK, OTHER BUSINESS.
- ◆ Organization of local recurring opportunities for sports (Tuesday night basketball in neighborhood?)
- ◆ Outdoor activity: yoga.
- ◆ Outdoor gym in recreation parks specially for youth (free of charges).
- ◆ Paintball
- ◆ Parks.
- ◆ Pickle ball court, outdoor
- ◆ Pickle ball.
- ◆ PICKLEBALL/PILATES.
- ◆ Playground.
- ◆ Please decrease the deer population- they can be donated to food bank. we do this in NJ.
- ◆ PLEASE PROVIDE BATHROOMS AT NEIGHBORHOOD PARKS.
- ◆ Pretty good as is!
- ◆ Program after school for kids with DOWN SYNDROME.
- ◆ Programs for people with disability, more group homes.
- ◆ Programs/speakers for seniors. Opportunities for seniors to be involved.
- ◆ Promoting greener living (eg. bike to work incentives, etc.), solar panel co-ops, etc.
- ◆ Provide people with disability.
- ◆ Public shooting range.
- ◆ Public shooting range.
- ◆ Recreational gardening and yard beautifying (such activities will yield physical & mental exercises and beautify our neighborhoods in our city).
- ◆ recreational soccer for high school age
- ◆ Reopening of grocery store like DAWSONS.
- ◆ Ride-on buses every 10-15 minutes.
- ◆ Rockshire shopping mall has been abandoned for 5 years. If this mall can be converted to be recreation center, it will greatly help people nearby. Thanks for consideration!
- ◆ Rockville is better than most rec opportunities. May be a youth ski club.

- ◆ Rockville Town Center activities are very kid & family-friendly but how about activities for seniors?
- ◆ ROLLER RINK.
- ◆ Rolling Jockey
- ◆ Running event
- ◆ Safe walking- mainly in connection with vehicular traffic.
- ◆ Safer bicycle & pedestrian access to Town Square & nature centers & community centers.
- ◆ Science museum.
- ◆ Science: center, explanations to youth.
- ◆ Scooters available to seniors in public buildings, shopping centers, parks etc.
- ◆ Self defense class.
- ◆ Senior baseball or softball league.
- ◆ Sidewalk initiative in all neighborhood (at least on one side of St.).
- ◆ Skiing facility
- ◆ Social clubs for adults & youth.
- ◆ Sports groups (e.g. basketball) for kids without Saturday games (i.e. just play on the one day per week that they meet).
- ◆ Sr. center closer to my home.
- ◆ STOP DOING MORE AND MAKE WHAT WE HAVE BETTER.
- ◆ Streets paved property & sidewalks even.
- ◆ Supervised playgrounds.
- ◆ survey is WAY TOO LONG
- ◆ Taekwondo for youth
- ◆ Tai chi class
- ◆ Team sports leagues for younger children (age 5).
- ◆ Tennis lessons at the park.
- ◆ The city needs a big central park, take measures to get away from the strip-mall environment.
- ◆ The morals have not represented people of [?] color and have contributed a lot to the COR.
- ◆ THEATERS, CINEMAS.
- ◆ Think you all do a good job.
- ◆ Too much at this already done, implies tax burden that is too high.
- ◆ Top liner band at Hometown Holidays- 3 dog night, little river band.
- ◆ TopGolf, arcade, bike paths, outdoor movies
- ◆ Town Center has no soul. Ice rink takes up valuable space for too long.
- ◆ Town trick-or- treating; saw in CT and wished we could too.
- ◆ Tried to use swim center, all the times to use it given to clubs/teams.
- ◆ UNABLE TO IDENTIFY ANY AT THIS TIME.
- ◆ Very diverse Thank you!
- ◆ Volks march.
- ◆ Walking group.
- ◆ Walking tour of different sections- Rockville & neighboring towns.
- ◆ We should have more playing grounds, gyms, and parks near residential areas.
- ◆ Weekly community events downtown i.e. "First Fridays" to support local businesses.

- ◆ Weight room built for substantial population.
- ◆ Winter Holiday event community cleanup of parks, streams etc.
- ◆ Would like to see more brewery events.
- ◆ Would like to see something go in where Dawson's market was.
- ◆ Yard sale.
- ◆ Yoga or Tai Chi.
- ◆ Youth- Young Adult programs (15-18) Programs for 40-60 years old.
- ◆ ZUMBA.

Question 19: Do you have any additional comments about the services provided by the city or the job that the City of Rockville is doing?

- ◆ (1) Absorb Rockville police dept into MCPD. (2) Automate and upgrade quality of animal control.
- ◆ (1) Housing neighborhood codes too strict (Re: lawns, car parked on grass). (2) Activities are not affordable (bowling, movies, food festivals, concerts). (3) Buses are unreliable, trains are only good for long distance commuting.
- ◆ (1) I would like to see more bus service thru the streets of Rockville. (2) Less metered parking.
- ◆ (1) It appears that on some streets asphaltting was not necessary. (2) Very poor asphaltting on E. Middle Lane (uneven).
- ◆ (1) Mattie Stepanek Park & the Thompson Dairy Barns are beautiful. (2) Croyden Creek no.8 is a treasure. (3) Too many speeding vehicles, speed limits should be lowered, esp. on 355.
- ◆ (1) Please stop building in town center too congested NOW. (2) Need for affordable housing. (3) Give senior citizens more benefits.
- ◆ (1) TRASH & RECYCLE PICK-UP IS SLOPPY. (2) CODE ENFORCEMENT (I.E. PROPERTY MAINT., TALLGRASS, SUNK HOUSES) IS EXTREMELY INCONSISTENT).
- ◆ (long attachment)
- ◆ 1) I have been extremely pleased with the Rockville services and staff. Most things (trash, animal control, water, etc) work well and smoothly. The few times we have had to call for a problem, it was handled promptly and professionally. 2) I would like to see the city develop a permitting and inspection process aimed for homeowners doing little projects around the house - charge an extra fee for this if you have to - the current process is opaque and complex, and unscrupulous contractors use it as a wedge for exaggerated prices for basic work.
- ◆ All Montgomery country the worst traffic light. Not study, traffic engineer he fixed own interest.
- ◆ Any and all benefit programs are unavailable to me. I always make just a little too much money - or I'm not a minority or I haven't lived in my house for 40 yrs.
- ◆ APPARENTLY THE CITY'S GRASS CUTTING SERVICES IN THE RIGHT-OF-WAY DOES NOT INCLUDE LITTER/TRASH PICKUP. IT MIGHT BE BENEFICIAL THAT, AT LEAST, LARGE PIECES OF LITTER ARE REMOVED WHEN THE GRASS IS CUT.
- ◆ appreciate the diversity of efforts
- ◆ As a Latina who speaks English I have more advantage than my fellow citizens. Wish the government will be more welcoming to us here.
- ◆ As a senior, I noticed that the information on cultural events are not told beforehand.
- ◆ Back door pick-up of refuse for disabled persons is very helpful. Snow is plowed promptly.
- ◆ Baltimore Rd is a major artery and the condition is disgraceful. I was always proud in my 62 yr. residency that roads were so well maintained. It's been over 13 or 14 yrs. since it was paved. I think it is a necessity.
- ◆ BETTER MONITORING OF # OF PEOPLE PER HOUSEHOLD; ANY WAY TO MONITOR # OF CARS PER HOUSEHOLD & CROWDED ON-STREET PARKING (AROUND OVERCROWDED HOUSES & WITH LOTS OF GARBAGE).
- ◆ Better quality restaurants in Rockville Town Center. Too many chains. Need better restaurants/night life to draw people into Rockville.
- ◆ Better supervision of contractors needed (e.g. when asphaltting the streets).
- ◆ BEWARE OF STATISTICS.
- ◆ Bicycle parking places in the apt. buildings for residents.
- ◆ Bike lanes are the best thing to encourage more bike use. This increases health and lowers congestion. I ride to the metro every day. Please continue to expand the cities bikes lanes.

- ◆ Bike riders present dangers when riding or walking. Can never tell if they are on street, sidewalk, crosswalk etc. Never seen police admonish or ticket bike riders.
- ◆ Bring/attract more restaurants (non-Asian) to town (i.e. Cracker Barrel, Longhorn, Outback, etc.)- we have to drive to German town & Frederick for dining variety; open a Wal-mart! Reduce number of high-end stores; eliminate the deer.
- ◆ BUILDING PERMIT DEPT./WHEN HOMES ARE REMODELED OR SQUARE FOOTAGE IS INCREASED HOMES ARE NOT REASSESSED FOR TAX COLLECTION PURPOSES! I have multiple neighbors that have.
- ◆ Bus and benches coverings need @ bus stops.
- ◆ CAN THE CITY ENCOURAGE THE RETURN OF NEIGHBORHOOD POSTAL MAIL BOXES. THEY WERE NICE. THEY WERE ALL REMOVED ABOUT 10 YEARS AGO. THANK YOU.
- ◆ Children's basketball rec league is poorly run. Bad experience with adult rec league soccer.
- ◆ City is doing an excellent job with services for residents- Rockville!
- ◆ CITY MUST PAY ATTENTION TO HEAVY TRAFFIC ON W. MONTGOMERY AVE. CITY MUST PROVIDE OPPORTUNITY FOR RESIDENTS OF ROCKVILLE ON THE BORDER OF W. MONTGOMERY AVE FOR ALTERNATE EXIT TO ALLEY BEHIND THEIR PROPERTY. THE CITY WITH MASSIVE EXPANSION IN CITY CENTER HAS COMPLETELY IGNORED THIS PROBLEM.
- ◆ City of Rockville is doing a good job
- ◆ City permitting is widely viewed by me and neighbors as inefficient, too lengthy. Many different departments involved and no accountability for providing accurate, timely information. This stands out in contrast to other situations in which I've dealt with city services and found them to be much more professional and efficient.
- ◆ City should provide more parking at transit points. City should stop allowing i.e.- storage places- too many already.
- ◆ Closing of Dawson's significantly decreases my quality of life.
- ◆ Code enforcement- Too many multi-family single family homes.
- ◆ Comcast alternative/ FIOS should be in all neighborhoods & available to all residents.
- ◆ CONCERN ABOUT LOSS OF GROCERY STORE IN ROCKVILLE TOWN CENTER AND FAILURE OF OTHER COUNTER BUSINESSES.
- ◆ Cost is high for events.
- ◆ Cost of living is kind of high, but at least we generally get what we pay for.
- ◆ COSTS AND TAXES ARE TOO HIGH.
- ◆ Crime at night.
- ◆ Deer destroying gardens, hedges, lowering property values, reducing property values by destroying shape and appearances.
- ◆ Development, especially for commercial purposes and perhaps more so for residential space created by builders, seems to outpace investment in services, such as schools.
- ◆ Disappointed that Dawson was closed, no taking care of streets in front of the Condominium "The FITZ". Unsafe to walk and driving. Approximately more than 200 residents at the FITZ end.
- ◆ Doing as well as we can expect.
- ◆ doing good
- ◆ Don't know.
- ◆ Don't know.
- ◆ Ease traffic congestion between RT. 355 and Tanque ave in Norbeck.
- ◆ Enforcement of Jaywalking laws on Rockville Pike need to be improved. Too many accidents are caused by pedestrians recklessly crossing that street.

- ◆ Engage with the business community and compete with Gaithersburg and our unincorporated neighbors for higher quality retail. And please "Team Rockville" stop.
- ◆ Ever since the city replaced sidewalks & driveway aprons the soil has been damaged & the trees die. Ours have been replaced several times.
- ◆ Everyone at the City Services- Recycling & Refuse, Billing dept, Senior Services, Snow Removal, Tree Maintenance (Wayne Holl). Voter Info: everyone was very helpful & knowledgeable.
- ◆ Excellent! Retired- very active- good programs in Rockville for me.
- ◆ Field maintenance has gone down (Athletic). Neighbors seem to have issues with large item pickup (trash). Animal control? Deer are not being "controlled".
- ◆ Frederick Road intersections are very pedestrian unsafe, especially new Shady Grove Metro.
- ◆ Free bike sharing services. Frequent Ride on services.
- ◆ Generally excellent - The concern relates to a market like Dawson's closing when a market with the same management, vision, and mission operates profitably in Richmond. That vision seemed also to fit the desires of Rockville citizens.
- ◆ GENERALLY VERY PLEASED. NEED MORE BIKE LANES, TRAFFIC IN OUR NEIGHBORHOOD IS BECOMING DANGEROUS. WE LIVE ON WAL-MART ST IN MONTROSE SUB DIVISION. CARS COMING FROM CONGRESSIONAL SHOPPING (TO HEAD WEST ON MONTROSE RD.) CUT THROUGH TO AVOID THE LIGHT AT.
- ◆ Good services
- ◆ Great events. Love Hometown Holidays.
- ◆ Great place to live except traffic.
- ◆ Hate the fact that my hometown of over 50 years is known as a sanctuary city. That's wrong and needs to change!!!
- ◆ Have let Red Gate golf course become very rundown. I no longer play there because of course condition. City won't/can't do anything about barking neighbor's dog, constant.
- ◆ Have lived in Rockville 10+ years, very impressed with the services, the city & the employees professionalism and attentiveness when I contact them. One time I was disappointed when waiting for a permit for work in my house. I was told we were #2 on the list. It took 2+ weeks and 4 phone calls to get it.
- ◆ Have more free parking place.
- ◆ HAVING LIVED IN ROCKVILLE FOR 42 YEARS I FEEL THAT I CAN SAY THAT I HAVE ALWAYS FELT THAT ROCKVILLE HAS ALWAYS DONE A GREAT JOB FOR ALL RESIDENTS! WE RAISED 5 CHILDREN HERE AND WE ALL ALWAYS FELT THE TOWN WAS DOING WELL BY US!
- ◆ HEAVY TRAFFIC, IS TOO CONGESTED TO WALK OR BIKE.
- ◆ Housing- communication delays. Fireside Park Apts. need to remodel ASAP.
- ◆ I absolutely love the quality and number of parks in Rockville. I walk to several of them frequently with my young son every week as the weather allows. They are a great public resource and tax money well spent to enhance the quality of life in this community. The availability and condition of sidewalks is also very important to me. I definitely would not have bought a house here if I couldn't walk to bus stops, the Metro, shopping centers, etc.
- ◆ I am almost 90 years old am not allowed to drive. I hire help whenever possible, but try to manage alone. I am wealthy.
- ◆ I am concerned that the city is not enforcing single family housing. When many people multiple families are in a single.
- ◆ I am disappointed that Wegmans was allowed on the Pike! Already congested, the large store will drive small shops & stores out of business!

- ◆ I am enclosing the body of a July 5, 2018, email I sent Mayor Newton (identifying personal info deleted to maintain survey's intended anonymity) to which I received NO reply from the Mayor or anyone in.
- ◆ I am retired and plan to stay in Rockville. However, housing is very expensive. The City needs to be much more involved in providing affordable housing and getting the entire community involved in the effort. The City needs to actively address inclusion for all residents regardless of race, religion, sexual orientation, or income. A few highly advertised "workshops" do not suffice. The City needs to speak out forcefully and immediately when there is an incident of hate and/or violence. City staff need to be treated more respectfully.
- ◆ I believe the city of Rockville is doing an amazing job. Please, keep doing it.
- ◆ I BELIEVE TOO MUCH EMPHASIS ON ENVIRONMENT/ THAT IS UP TO STATE & FEDS. ALSO VERY UNHAPPY WITH MONEY SPENT ON SOCIAL SERVICES/ NOT CITIES RESPONSIBILITY.
- ◆ I disagree with displaying flags of other countries on a permanent basis. The only flags that the city should be displaying on an everyday basis are those of the United States of America, the State of Maryland, and the City of Rockville (in that order). I am furious every time I see the US flag and assorted international flags displayed throughout the city, where the flags have not been maintained, and often the US flag is now flying lower than the non-US flag (a violation of the US flag code) or worse yet, is missing, so there is only the flag of a different nation flying. Please, feel free to display other countries flags during an international festival, or other special event where it may be appropriate, but remove the sad, poorly maintained, permanent display. You should be encouraging pride in our country...despite the council members personal political beliefs.
- ◆ I don't believe that the city of Rockville monitors the number of facilities that presents for example, a senior health care home is being built that will impact some homeowners in King Farm.
- ◆ I don't feel safe crossing roads at lights and crosswalks. People drive too fast and don't really pay attention to pedestrians. I can't feel safe walking at.
- ◆ I enjoy living in Rockville. I worked in Rockville for more than 30 yrs. Sometimes the employees are not very nice, like the tree man that came to look at tree. The tree was here when I came 55 yrs and it's molded, holes in it, hardly any leaves. I said it needed to be cut down he said and.
- ◆ I enjoy the events such as Hometown Holidays, The Arts festival and Summer concerts. I was pleased at the addition of Rocktoberfest this year. These types of events are what goes missing from communities.
- ◆ I feel that the costs of items & services by the City of Rockville are always rising & it make it difficult for retired people to continue to live here.
- ◆ I HAVE BEEN A ROCKVILLE RESIDENT FOR 31 YEARS AND HAVE NOTICED A DECREASE IN THE QUALITY OF SERVICES. SNOW REMOVAL HAS DEFINITELY GOTTEN MUCH SLOWER THE LAST FEW YEARS.
- ◆ I have emailed about the deteriorating stage/state of Edmonston bridge. Repairs are going on very slow- grasses, small plants are growing at the curbs and intersections walkways and no one is bothered to clear them off the roads near Edmonston bridge.
- ◆ I haven't heard about school programs and how they are being maintained; no updates on the school curriculum being updated in these ever changing times.
- ◆ I hope there can be as many events as possible!!
- ◆ I hope we (the city) does not allow 5G technology to threaten our health & safety. 10,000 world wide studies have been done & show harm to humans & animals.
- ◆ I like living in Rockville but do not live within the city limits. I would like a Sr. center closer to my home. I feel traffic signals are VERY POORLY TIMED.

- ◆ I live in the Twinbrook Neighborhood... I feel that this historical WWII neighborhood is totally over looked by the city- "step child" Grandin Rd. is horrible and has been since Jan 2018. NOTHING HAS been done.
- ◆ I love Rockville and recently bought a home to make it home. But my concern is with the growing commercial development, it is going to impact the quality of life specially with regards to school overcrowding and traffic congestion. I hope the city will take necessary measures to keep the population growth and commercial development under check.
- ◆ I LOVE ROCKVILLE I HAVE LIVED IN MANY PLACES IN MONTGOMERY COUNTY AND IT IS BY FAR THE BEST. TAXES ARE A BIT HIGH FOR WHAT YOU ACTUALLY GET.
- ◆ I made a telephone call to city for a street light post. No action is done yet. I also send a request via website no repair and/or no action is done yet. It is about 1 month.
- ◆ I notice that when new phone poles go up, the power is moved over, but the phone/cable/fiber is not. What needs to be done to push the phone/cable/fiber over to the new pole so that the old pole can be removed? Seems like that should all happen in a relatively short timeframe, but it does not (if it happens at all).
- ◆ I often notice how dirty Rockville is on my walks. Rockville must do a better job surveying and cleaning streets and sidewalks. They must also hold businesses accountable for cleaning their storefronts and parking lots. Rockville should also encourage healthy habits of its residents, by supporting walkers, bikers, and scooters by improving lighting, immediately correcting outages, enlarging sidewalks, and considering pedestrian bridges for walkers and bikers along Rockville Pike. Many would walk or bike to the many businesses in South Rockville if there were viable options.
- ◆ I personally like Gaithersburg & Germantown for their prices and activities for kids. We go there often. We stay in Rockville because it is conveniently located.
- ◆ I really don't understand why we need a separate city government. I live on the border of Potomac and don't see any difference in the services available to those neighbors. Police, fare, FMS, trash, parks, schools are so better in Rockville.
- ◆ I REGRET THE PARKING AT ROCKVILLE SHOPPING CENTER. THE FIRST 2 HOURS SHOULD BE FREE.
- ◆ I take advantage of the Montgomery County Community Center program for residents worker than Rockville City. It is SIGNIFICANTLY clergies[?] and has more offerings that appeal to me.
- ◆ I think my neighborhood in Rockville is overall a great place to raise kids. We have great schools, parks and the pools are surprisingly good. There are parts of Rockville I would not go to unless I had to so I can't speak to the services etc in those parts of the city. I would love to see more independently owned restaurants of the craft beer/trendy/fun genre (not to be confused with clubby - fun for families). I was very disappointed that Dawson's closed but happy they are open again. Very bummed about the closure of mellow Mushroom.
- ◆ I think I am a broken record here, representing many residents, but something needs to be done about the parking in the Rockville town center. The lack of easy, free parking is 100% prohibitive to getting people to patronize shops and restaurants in the town center. If Pike and Rose can offer two-hour, non-validated parking, we should absolutely be able to do offer this as well. And if we do decide to offer it, we will need to publicize the fact that this is the new system.
- ◆ I think Rockville provides excellent services- both for young and old- but I think the tax rate is difficult for retirees- real property, solid waste & water are all extremely high.
- ◆ I think the city does a very good job.
- ◆ I think the costs of the garbage/recycling is a bit high.
- ◆ I think the police dept. should regularly patrol the Twinbrook Metro Station. For years I was an enthusiastic metro rider; I no longer do because of safety issues.

- ◆ I think we need more small businesses instead of chain companies. We need to promote local, small business.
- ◆ I usually walk between home and the metro station while commuting, and cars on the street seem to be very dangerous because many drivers use cell phones while driving.
- ◆ I was robbed near Twinbrook Station. I do not feel safe anymore.
- ◆ I wish Rockville did Bulk trash pickup like Gaithersburg does- once a month (2ndWed.) and free.
- ◆ I would like to see Baltimore Rd. paved. It has been studied for years- but only receives patches which do not last.
- ◆ I would love to see a veteran apprenticeship program for city jobs.
- ◆ I would support lethal deer population enforcement if the meat went to food center for the homeless.
- ◆ If you had more buses!
- ◆ I'm disappointed that special events have been cut back (Uncorked Hometown Holidays).
- ◆ I'm very satisfied.
- ◆ Implement more community presence. Visit homes and talk to citizens, become more visible and accessible so that new goals are met.
- ◆ Improve safety around metro stations.
- ◆ In general, sometimes it seems that timing of some stoplights is problematic (triggering when nobody is on a side street, etc.) and it seems to be causing more aggressive driving (usually cars running red lights). I wouldn't be opposed to more red light or speed cameras.
- ◆ Increase and enhance services for children and families with special needs,
- ◆ Enforcing the housing codes, especially the overcrowding of a single house & excessive number of cars & trucks from that house.
- ◆ It is better if the city take care of the street lights. Specially in the evening the lights really dull. When we cross roads it is terrible.
- ◆ I'VE ONLY RESIDED IN ROCKVILLE FOR 4 MONTHS SO QUESTIONS ARE DIFFICULT TO ANSWER.
- ◆ Jaywalking around metro and town center.
- ◆ job- give more information about this. recreation or activities for kids - looking for more cheaper for us. home apartment give us low-cost idea.
- ◆ Keep up the good work!!
- ◆ Keep up-to-date w/ street lights. Complete tasks and finish the task/ don't leave it completed half way. Affordable housing.
- ◆ Kill the deer and harvest the meat for hungry families. If not possible, manage the deer with norplant darts. The deer are among the top five annoyances I experience in my neighborhood on a daily basis. The walking paths in College Gardens Park are not level and mud accumulates in two places, making it slippery and dangerous to walk in the park. The paths need to be leveled and graded so that water runs off the paths.
- ◆ Leaf pickup is a little early Area 1- Trucks just go up and down our street- doing nothing- wasting time & money- should be monitored better... Snow removal is a little hap hazard also.
- ◆ LEAF PICKUP THIS FALL IS VERY POOR.
- ◆ Library is good, however, 2 hr. parking is too short. Refuse collection & recycle should be contracted out to private company or to county there by saving city residents' money. The city employs too many people. The city government is bloated which.
- ◆ Love Hometown Holidays - understand this is likely a very expensive event and a major undertaking - but if this could be a twice a year event - our family would love it. Concerned about the inability to retain retail vendors at the Town Square - other areas may have similar struggles -

but some seem to have a good mix of restaurants, clothing, books, athletic, etc. retailers - Pike & Rose - Kentlands - Crown - Rio. Understand this has the attention of the Mayor and City Council - but would not mind being a part of a team to evaluate the economic development opportunities for our town center. There may be difficulties with the land/property owners and the contractual leasing with their tenants - but if that is not a concern and it comes down to getting people to the "square" - would welcome opportunities to explore creative options to help our local town center thrive.

- ◆ Love my city!
- ◆ Love Rockville. Deer are a problem (tick & driving) but I don't want them kill-Housing is an issue thou- Single salaries with kids are stuck, like me- I mail too much for help/assistance, not enough to pay bills.
- ◆ Maintain metro stations. Provide public restrooms.
- ◆ Many of the answers I marked as "don't know" or "not concerned" are because I'm unaware of these services, they do not affect me, or in the case of "not concerned" I am satisfied.
- ◆ Monitor traffic thru neighborhood streets - specifically Walt Branch- from Hurley & Fallsmead- Terrible problem! still.
- ◆ More bike paths!! More transit!
- ◆ More city-sponsored special event. More city-sponsored play care.
- ◆ More connected bike trails preferably away from busy roads when possible.
- ◆ More information in my language in Korean is welcome. Good.
- ◆ More light on the trails. Improve safety of pedestrians crossing sidewalks.
- ◆ More parking, social services, programming/outreach for seniors.
- ◆ My bicycle was stolen within 2 wks. of moving to Rockville and has never been recovered.
- ◆ My family is happy.
- ◆ N/a
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ N/A.
- ◆ Need more community watch in King Farm. My cars were broken into & a pedestrian was raped walking on RT. 355 (Rockville Pike).
- ◆ Need more walking/biking overpasses.
- ◆ Need to focus on speed reduction in neighborhoods and cross walk enforcement. I almost get hit daily walking my children to day care. The main issue for us is on Baltimore Road.
- ◆ NO

- ◆ no
- ◆ No
- ◆ No
- ◆ No
- ◆ no - love it so far.
- ◆ No - my family loves living in Rockville. I feel very safe walking my dog in my neighborhood.
- ◆ No additional comments.
- ◆ No at this moment, but will be pleasure to participate in a future.
- ◆ No comment
- ◆ No comment.
- ◆ No issues
- ◆ No.
- ◆ No.
- ◆ NO.
- ◆ No.
- ◆ No.
- ◆ NO.
- ◆ No.
- ◆ No.
- ◆ NO.
- ◆ NO. SATISFIED WITH SERVICES PROVIDED.
- ◆ none
- ◆ NONE- Any complaints are those on king forum.
- ◆ None at this moment.
- ◆ None.
- ◆ None.
- ◆ NONE.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ NONE.
- ◆ None.
- ◆ Not enforcing home w/ multiple cars or messy yards & porches.
- ◆ Not enough done for walking pedestrians. Need more crosswalk safety like signs with flashing lights esp. at night. Works well in other countries.
- ◆ Not much thought for persons with impaired mobility.
- ◆ Not recycling plastics bags is a bad failure. If Rockville's recycling machines cannot handle them, then separate the bags and pay for a service that can. Do not suggest we take them to Target (parasitic behavior). If Target can deal with them, do what they do, whatever that is, or pay Target to take them, and charge us a tiny bit more.

- ◆ Not the city's issue but we get our mail delivered at 6:00 pm or later. Great place to live and have your children attend school.
- ◆ Nothing comes to mind at the moment. Keep the fairs/ festival/ markets coming! We love attending.
- ◆ Once a week trash pick-up, ridiculous! Poorer countries. Manage daily pickup.
- ◆ Over development too soon, w/ too much luxury housing/rentals, leads to rents so high that all character-full smaller stores, businesses get pushed out for big chain restaurants. Update older places rather than just build/tear down.
- ◆ Overall excellent.
- ◆ Overall Rockville has been a wonderful place to live and raise our family.
- ◆ Overall Rockville is very beautiful city, we love to live there. Here, parks, roads, public transport, community, and etc. are well maintained. I would like to thank you for giving me this opportunity to give me feedback.
- ◆ Overall we enjoy living in Rockville. There are a few issues: -Separating the plastic from the recycling is an annoyance and always causes mix ups with the pick-up crews. It is not clear when tree limbs etc will get picked up, either - it is not every week. -There is a major pipe renovation/sewer project ongoing in twinbrook. But no one communicates with us about how long it will take and when water will be shut off. We often wake up to no water without any warning. It is very frustrating. When we call the hotline they say oh we're sorry but no one gives an answer. -Twinbrook especially needs more modern options, the twinbrook shopping center should be revitalized. For example one building closed recently in twinbrook and in its place there is going to be another laundromat - we already have one across the street. Not a great use of retail space.
- ◆ Parking at Town Center too high.
- ◆ Parking is a problem everywhere.
- ◆ People hanging out at metro is alarming. Need more crosswalks & a traffic light at NEWMARK and MD Ave! (Since I was hit once seriously at a crosswalk- I am happy to see traffic).
- ◆ Please bring in more business
- ◆ Please consider installing street lights between Shady Grove Metro and Frederick Road.
- ◆ Please ease (or help to ease) business growth in Rockville, reduce regulations. More community retail or Asian supermarket in Town Center! We miss Dawson's Mkt.
- ◆ Please have more bike trails. Silver Spring & Grosvenor have bike/run trails (~10 mi).
- ◆ please reduce rent increases....or provide more incentives for public servants like police, ems services, teachers, etc to reduce cost of living....our incomes can't catch up fast enough with the corporate rent increases that do not follow City of Rockville guidelines because it doesn't affect them but renters are seriously struggling
- ◆ Please replace dead trees instead of simply removing them. It seems none of the dead trees in King Farm on streets maintained by the city of Rockville are ever replaced.
- ◆ Please see attached.
- ◆ POORENFORCEMENT OF STOP SIGN INFRACTIONS. I HAVE ALMOST HIT BY CARS RUNNING NEIGHBORHOOD STOP SIGNS WHILE WALKING MY DOGS AT LEAST ONCE A WEEK.
- ◆ Poor parking because meters in town square are only 2 hours. Business are leaving.
- ◆ Post office does not deliver Rockville reports.
- ◆ Promote events in different locations for the Rockville residents to move around Rockville different areas to learn/know/interact with other areas not only town center- that will promote diversity.
- ◆ Promote walkable development. Address school segregation. Promote affordable housing.

- ◆ Provide a better bike rail and passenger walkway on major roads
- ◆ provide services in Spanish
- ◆ Put conservatives in those jobs, not liberals. (Have you noticed the improvement in the state as a whole since we elected a conservative as a governor?)
- ◆ Recreation Registration needs to allow free agents to sign up for softball, there needs to be an easier way to join a rec. sports team.
- ◆ ROADS OVERCROWDED- NO MORE NEW HOUSING WITHOUT INCREASE IN ROAD IMPROVEMENT.
- ◆ Rockville is a great city. Please tell all the city of Rockville Workers "Thankyou" for the work they do.
- ◆ Rockville is a great place to live.
- ◆ Rockville is not a very female friendly place- I do not plan to retire in Rockville because of this fact. Single senior citizen females, if they live alone or if perceived as being alone do not get helped.
- ◆ ROCKVILLE POSTURING AS A SANCTUARY CITY IS INFURIATING. ROCKVILLE SHOULD BE DOING MORE TO KEEP BUSINESSES HERE. LIQUOR CONTROL IS OFFENSIVE AND AN ANACHRONISM.
- ◆ Rockville Senior Center is doing excellent services to the seniors like senior fit programs, library free, notary public and excellent help from the employees.
- ◆ Rockville services are great but the property taxes are too high for retired citizens. We will not be able to live here once I retired in a couple years.
- ◆ Rockville services are very good and my quality of life here is quite good. However, it feels congested & claustrophobic to me and would love prettier place to walk- not just when I get to a park, but through neighborhoods.
- ◆ Rockville should support providing more affordable housing for middle income first-time home buyers.
- ◆ ROCKVILLE TOWN CENTER- FREE PARKING FOR ROCKVILLE RESIDENTS. HOMETOWN HOLIDAYS-HEADLINERBAND (WITHIN REASON) THIS SURVEY- ONLINE? SORRY, I SEE IT ON THE FRONT PAGE (COULD NOT USE ONLINE, THOUGH).
- ◆ Rockville Town Square area is depressing- failing retail, all Concrete Lighting at night is terrible, especially important in Fall/Winter. Dangerous to cross the Pike or smaller streets on foot at night.
- ◆ Rockville's Town Center is very pleasant to look at, and an improvement for the community, but unfortunately another failure.
- ◆ Rockville needs to do more about overcrowded houses- single family houses are not meant for multiple families and half a dozen cars parked outside.
- ◆ See attached.
- ◆ Sewer Maintenance, Bike paths overcome by weed and vermin. Need to return to cutting the grass, it is a hideout for journal consuming alcohol and vermin run rampant.
- ◆ Should attract developer to build Rockville Chinatown.
- ◆ Shovel the curb cuts completely during snowfall in the Rockville city center and town square.
- ◆ SIDEWALKS MADE WITH BRICKS OR PAVERS NEED TO BE BETTER MAINTAINED. THEY ARE DANGEROUS, FALLING APART, NOT MAINTAINED AND A HAZARD TO PEOPLE WHO USE THEM.
- ◆ Snow removal efforts border on excessive. We get a city truck plowing or salting every other hour during frozen precip events. While nice, it is excessive.

- ◆ Snow removal, which had been good for the first 15 years, have not been as good in the last 5 years- would like to see this improved- service needs to arrive sooner.
- ◆ Snow shovel Shady Grove Road more quickly- major transit area!
- ◆ So many problem traffic light Rockville city include Montgomery county extremely worst.
- ◆ Something needs to be done about the homeless population in residential areas. I've lived in Rockville for 3.5 years and when I first arrived I never saw homeless people in residential areas, now I see them on a regular basis. Also something MUST be done about pedestrian and cyclist fatalities in Rockville and Montgomery County in general. I've contacted the county about adjusting timing for crosswalk signals and turn signals and nothing has been done. Pedestrians get the signal to cross a street at the same time that drivers are given a signal to turn left and I'm sure this increases the number of accidents.
- ◆ Sometimes they miss our recycling.
- ◆ Speeding is a huge problem in the Twinbrook neighborhoods, not enough is done to enforce, I have seen cops driving behind speed violators & do not even pull them over.
- ◆ Still a relatively new resident. Still have the glow of newness!
- ◆ Stop bringing developers to destroy Rockville and its nature. Over 100,000 people brought to MC since 2007 will only suffocate and destroy our beautiful land. Once the "resources" are all used and abused we will be left like Detroit.
- ◆ Stop building. Enough already. Now you want to take away the people's houses that have lived here for 50 years. Shame on you!
- ◆ Stop businesses from leaving! A grocery store in the Town Center is essential.
- ◆ Stop catering to illegal aliens/immigrants. They are illegal! We have too many in our city/neighborhoods/schools! I am all for immigration but legal immigration only.
- ◆ Stop for pedestrians in crosswalk signs give pedestrians a false sense of security.
- ◆ STREET LIGHTS NEED TO BE LOOKED AT. SOME ARE ACTIVATED WHEN UNNECESSARY R/F ROTHGEB DR.
- ◆ Street lights on Edmunsten ave are bad.
- ◆ Stricter laws on cars for pedestrians. I'm scared to get hit because so many cars run red lights.
- ◆ Strive to alleviate the stress of housing problem to low income families.
- ◆ SURVEY IS WAAAAAAAAAY TOOOOOOOOOOOOOO LONG
- ◆ Swimming center should be improved.
- ◆ Taxes are high and over populated from over building. Parking at meters is ridiculous for people especially paying until 10:00 pm. Federal Realty charges too much rent and causes businesses to close.
- ◆ The biggest concern is the high turnover of businesses in and under utilization of Rockville Town Center. This, more than anything, has a negative impact on the city, its image and offerings.
- ◆ The building across Metro, at the corner of midde lane is very ugly. However, its look can be great if it is light up with creative art and paintings from local artists.
- ◆ The city does a good job at responding to road maintenance issues. They could improve on traffic light coordination/ alienating congestion and improving zoning of commercial areas, especially around the metro line.
- ◆ The city does a great job with its services, provides plenty of recreational activities. Specifically in the Twinbrook neighborhood, I'd love to see a daily pass option for the pool offered. The local business and housing options are fantastic and the proximity to.
- ◆ THE CITY HAS AN EXTREME LACK OF PAINTED CROSSWALKS.. LESS CROSSWALKS = MORE PEDESTRIAN DEATHS. CATCH ON!

- ◆ The city needs more affordable housing and does not do enough to provide affordable housing. The city needs FULL connectivity of bike lanes.
- ◆ The City of Rockville is a great place to live and to raise a family.
- ◆ The City of Rockville is doing a fabulous job of providing our and our neighbors' needs. We do not take advantage of all of the wonderful services it offers.
- ◆ The deer lower property values, and increase the need for stormwater rehab. Get rid of the deer, see stormwater expenses go down, property values go up.
- ◆ The deer population is out of control- this is very important to address. And the metro station is not as well maintained as it should be.
- ◆ The discontinuity between growth of residential and commercial construction is unsustainable. City planning is poor and a motivation to leave the area.
- ◆ The foreign flags hanging next to the American flag on every light pole is totally offensive to Americans & our flag. This is the USA- not the UN- take down the foreign flags.
- ◆ The issue with Town Square seems to be the high rents- no incentive for property mngmt co to keep tenants b/c they can claim an empty storefront as a loss. It is mere business. Meanwhile the shopping/dining choices go downhill. I'm not a fan of the national chains.
- ◆ The lights in the tennis courts & basketball are on when the sun is shining in Summer.
- ◆ The loss/closure of Dawsons is a tragedy ! Who is responsible for rental in towncenter? I'm not impressed by quality of some stores/restaurants
- ◆ The only thing that concerns me is that we have 100,000 restaurants, but if I want to go shopping or to a home improvement store, I have to drive to North Bethesda or Gaithersburg. Part of Town Center's problem.
- ◆ The parking at the metro station is so expensive. The recreation center and field ground is rare and worn. It's difficult to find soccer fields for kids because schools fields are often unavailable.
- ◆ The playground needs porta-potties. We live near Montrose playground. No bathroom access impacts our family.
- ◆ The Police Department has a well-earned reputation for being unprofessional.
- ◆ The police officers are professional and courteous. Please do what you can to support the expansion of I-270, freeway traffic congestion is the #1 problem with this area.
- ◆ The presence of the Rockville Police Department supplemented by the Montgomery County Police is exceptional. There is never a long wait for Police response. The same for Fire & EMS services.
- ◆ THE "PUBLIC RIGHT OF WAY" (WHICH SHOULD BE GRASS BETWEEN SIDEWALK AND STREET). PLANTING FLOWERS IN NEIGHBORHOOD WITH STREET PARKING FOR ALMOST EVERY PROPERTY. SOME PROPERTY OWNERS PLANT YEAR ROUND FLOWERS BUSHES. CODE ENFORCEMENT WILL WALK BY TAKE PICTURES.
- ◆ The senior center is great.
- ◆ There are no street lights in the block of King Farm Blvd between Somerville Drive and Frederick Rd. and it is pretty dark and lonely when you exit the Shady Grove Metro Station parking lot and walk towards Frederick Rd.
- ◆ There are too many speed and Red Light cameras in the Rockville area. This is just a money making device for the city. Property taxes is already ridiculous. People cannot afford to live here anymore.
- ◆ there is a dire need of safe biking and walking paths. there are very few! Very poor management of crime especially around twinbrook metro. Repeated requests to improve lighting of the streets in that area were never addressed.
- ◆ there is nothing for gay people in Rockville

- ◆ This comment is in regard to recycling in the City of Rockville. One of the things that needs attention (or more attention) by the City is oversight of commercial trash haulers. Some of these haulers (and I know one) will mix trash and recycle and dispose of it all as trash. If the City of Rockville is to reach 70% recycle that is disposed of as recycle (not trash), policing of trash haulers is necessary. Otherwise, you are just being fooled.
- ◆ This survey is too long.
- ◆ This survey is too narrow in scope. It only addresses existing services. It fails to address views for the future of Rockville, particularly growth & development, it fails to address desire for better or more mass transit options. The future is at least as important as what exists today.
- ◆ Timely maintenance of street trees & grass. Treatment of sidewalks during ice/snow activity.
- ◆ TIRED OF SANCTUARY CITY BEHAVIOR. I DESPISE WATER BILLS ROUNDED UP TO NEAREST 1000 INSTEAD OF ACTUAL USE, RIP OFF! WIRE THE TOWN FOR HOTSPOT INTERNET - BE A PIONEER. CODE ENFORCEMENT OVER THE TOP. TREE BUTCHERY SEEMS EXCESSIVE.
- ◆ To arrange for pick up the trash and recycle before holiday.
- ◆ To be able to contact somebody for services to the blind.
- ◆ Too much development: shouldn't have to pay for parking, won't shop or use movies because of the parking. Don't like the restaurants there. Roads suck.
- ◆ Traffic is a huge problem, all else is great.
- ◆ TRAFFIC LAW ENFORCEMENT NEEDS REINFORCEMENT/ PEOPLE NOT FOLLOWING TRAFFIC SIGNS, FAILURE TO OBSERVE POSTED SIGNS IS A MAJOR PROBLEM IN ROCKVILLE.
- ◆ Traffic.
- ◆ Trash can should be placed on curb after empty, not left in street.
- ◆ Trash pickup seems later/slower. Snow plow seems later & slower. 270 street light replacement slower.
- ◆ TRIM TREE BRANCHES AS NECESSARY.
- ◆ Try to fix Rockville Town Center so businesses can have success. Maybe that includes better / free parking.
- ◆ USED TO REALLY LIKE ROCKVILLE - DO NOT LIKE IT NOW.
- ◆ VERY GOOD.
- ◆ Very happy with the services provided by the city.
- ◆ VERY PLEASANT COMMUNICATIONS.
- ◆ Very poor communication about Twinbrook road & sewer construction. As a resident I have ZERO knowledge or confidence in the PLAN, the schedule and the goal. I cannot find any information online. POOR Website!
- ◆ Very poor on street parking for those with disabled tag!! With one exception mayor and council listen, but do not follow up and respond.
- ◆ Water- poor quality, expensive, city slow to respond to water main breaks/issues. Please bring Rockville Reports back in print- I felt better.
- ◆ We believe the city of Rockville is doing a terrific job. We attended Rockville University a couple years ago and benefited greatly. We love Rockville!
- ◆ We live at the village at Rockville (The Lutheran home) and we have no access to public transportation. We have no way to get to Metro. A bus would benefit the employees here, too.
- ◆ We love Rockville.
- ◆ We love the nature centers!
- ◆ We moved here 4 years ago and love it.

- ◆ We need a lot more trees. Rockville Pike is a barren wasteland! We should be planting trees to promote clean air, reduce urban heat island effect.
- ◆ We need more bike paths and more frequent & reliable bus service.
- ◆ We need more restaurants in the city. Federal Realty is changing too much to lease their properties. Maryland/Moco's archive world laws contribute to the problem.
- ◆ We understand that the Town Center was designed to attract people, but there are people who LIVE here and want peace & quiet just as much as those who live in houses outside the town center. The choice we made to live in the town center is due to the proximity to the metro station and to grocery stores and apartments that provide underground parking. In fact, you can't find decent/clean apartments to live outside the town center. We pay a lot of rent for this choice and we also save the environment by walking more and using car less and yet we are made to SUFFER for all the noisy events that are held IN THE TOWN CENTER. Why? Why does the ice rink need to play awful loud music during the whole fall-winter months? Why does it even need to be here? And why during the summer, the water fountain in the town center attracts so many crazy loud kids that people DO NOT want to sit outside the restaurants listening to these crazy kids scream and chlorine smell drifting into your summer wine. Who enjoys that anyway? We noticed that restaurants that have outdoor sitting always suffer when the kids are allowed to scream in the water fountain. This is supposed to be a quiet, relaxing area to read a book, sip a wine, and dine. The environment is not good for this. There should be more trees there and the fountain should be amended so that no one is allowed to bathe or go near it. The stage is also odd. There is so much awful music played there - why is that there also? We never hear classical music or jazz being performed there. Also noisy events should be held outside, away from areas where people live & sleep. There are recreation centers and Welsh park, etc. where these events can be held. If the home owners object then why shouldn't the renters object to the noise as well? Is it because renters are considered itinerants so we are not people? We also want trees, hear birds, and have some peace when trying to sleep. The rooftop restaurant noise is bad enough, we have to endure all kinds of street closures and noisy events. Also, there is no place for dogs/pets to enjoy in the town center. The town center is just devoid of trees and green grass. In fact, rather than having the stupid music stage and chlorine bleach water fountain that attracts screaming kids, why not have more trees, green grass for pet owners (cats too) to come out and enjoy the birds. The city should force all future developers to enhance the natural environment by paying for planting more green spaces, benches, trees, quiet locations away from traffic, including energy efficiency with sound and energy insulation in walls in between apartment units. Also make them pay for sidewalk and/or signals in front of their new development. Finally, Garage A 5th floor should have video cameras installed as it is becoming a haven for kids and adults who use it as a skateboarding, dancing, and screaming match and tossing things below (even fights that require a 911 call). Everyone who lives around here suffer, including the new development that is about to be built in the Choice Hotel parking lot. If this is something that the city can force FRIT management to comply, please consider it. The cost of installing these video cameras and warning signs everywhere, not just in one place, but also inside the elevators and by the entrance doors are minuscule compared to the security officers and police time responding to calls. The only time we get any quiet is when the weather is bad.
- ◆ We would like see a McDonalds- fast food- built on the corner of Shady Grove Rd. and Darnstown Road, in Rockville, MD- we would walk to this!
- ◆ Well, I thinking the major (my buddy) doing very well. If she want other, 8 year, I will give to her. Everything is fine.
- ◆ When doing public works projects (road repaving, sidewalks, etc.) please let us know or make sure info is posted on your website and easy to find.
- ◆ Will Dawson's Market be replaced? Great job by all in this time of unrest. Hate crimes are happening and perhaps not reported.

- ◆ Wish they would plow the alley behind my house on W. Montgomery Ave. when it snows. It is the only access to my house for my car. The events are fun! The parks are great!
- ◆ Would like to see business return to Rockshire Mall area.
- ◆ Would like to see control of geese population. Also am not happy with preventing access to side roads during rush hour, I'm a local resident and my taxes pay for those roads.
- ◆ Would like to see the city oppose the school bus depot move to 355. It will make traffic and pollution in an already crowded residential area worse.
- ◆ Yearly rotation of leaf pick-up by area, i.e., area 1 is not always first area for leaves to be picked-up.
- ◆ Yes- there is an ungodly amount of noise pollution, particularly along 355 near King Farm. This has had a very negative impact on the quality of life, and several neighbors have already left the area due to this problem.
- ◆ Yes, I have some comments in the back page.
- ◆ You are doing a good job.
- ◆ You're overdoing it on the outreach to other cultures. You're substantially underachieving at providing economic assistance and direction. You're underachieving at managing the deer epidemic.

2018 City of Rockville Community Survey comments

Thank you.

This is a beautiful place to live. There are wonderful people.

16. Reducing the deer population by lethal action...

There appear to be two options, (1) reintroduce white-tailed deer predators to the area, according to National Geographic, bobcats, mountain lions and coyotes, which would be dangerous for residents, or (2) other lethal means.

There is another city in Maryland that chose to have police sharp shooters kill deer and after inspection of the meat for health (they eat lawns, which may be treated with pesticides), it was provided to homeless shelters and others for food. My preference would be to have the death of the deer be of service to the community.

19. Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing?

Yes. The amount of smoking and second hand smoke in the air has substantially increased, tobacco and marijuana.

THERE IS NO SAFE DISTANCE FROM SECOND HAND SMOKE, TOBACCO OR MARIJUANA.

Please see Attachment 1 for health risks.

Have first responders and emergency rooms had an increase in respiratory emergencies in the past year? How much is this costing in medical care for taxpayers who are non-smokers? How much is this affecting the value of real estate in the area? How much is this costing taxpayers? Is this affecting the city budget?

Individuals who live in Rockville who are addicts of unhealthy substances should not be able to kill or impact the health, immune systems, learning capabilities, well-being or quality of life of other residents (non-smoking children, seniors, women and men, people doing their best, working hard, going to school, contributing to the community).

Marijuana second hand smoke is similar to tobacco smoke, giving nonsmokers increased health risks, the same risks as the smokers.

Addiction is treatable. (Thank you for providing compassionate, accessible, knowledgeable treatment. We want who they are back; their smiles, their joy laughter, their ideas and contributions to making our community, our environment and the world a better place.)

(1) Please update the no smoking requirements to include both tobacco and marijuana, including all forms.

(2) Please update the no smoking requirements to include multi-family, multi-people apartments and condominiums, people share air circulation in the same building.

Apartments/condominiums are not airtight, neither are the buildings. There is not a way to quarantine and contain the tobacco and marijuana second hand smoke so it stays in the home of the user and doesn't cause the death, cancer or other health problems for other residents. Smokers may not be direct neighbors, they may just be in the building. Smokers can negatively impact the health of all the individuals in the building.

I started to telecommute in 2017 and it's a serious problem to try to maintain my routine level of productivity when I can't breathe comfortably and my sinuses are inflamed. Working from home saves commuting time and expense. Telecommuting is a common option for companies with employees in the area. It saves on traffic congestion. Telecommuting is an inclement weather option for the Federal Government.

The cigarette second hand smoke has gone to include some marijuana second hand smoke in the past year and it's hard to stay focused and awake. Homes are now work places for many people.

Tobacco and marijuana second hand smoke can impact the life, health, sleep, learning, productivity, and quality of life of children, seniors (many are downsizing to apartments and don't know to ask if the building is 100% Smoke Free), adults, and employees of local companies.

When the outdoor air is a concern, there is a notice that people at risk should stay indoors. There is an assumption that where they live the indoor air is healthy, in homes, in apartments, in condominiums, in buildings.

(3) Please consider updating the no smoking requirements to include homes in close proximity, townhomes, single family homes, I talked to someone who lives in a house at Kings Farm who has a neighbor that smokes, he can't open windows on nice days the second hand smoke affects his wife's health. Homes are not airtight. Buildings are not airtight.

(4) Please consider an education process for residents.

Tobacco second hand smoke causes thousands of deaths each year and health issues that are unnecessary, strokes, respiratory and immune system problems. Marijuana

second hand smoke has the same death causing elements as tobacco, and more health risks. There is no safe distance to be from second hand smoke,

- Reinforce the importance, the value, the essential resource for health and well being of Clean Air, indoor and outdoor; for human beings, for wildlife, for plant life, for food, for water quality. In schools, at Montgomery College speakers, study it in every grade every year. Consider Clean Air banner awards for Clean Air support banners to hang in the city for the year. Have schools measure indoor and outdoor air quality. Keep a chart. Make this a Clean Air City.
- Publish copies of the court ordered tobacco company disclosure ads in the Rockville Report, and include information at the end about where to make contacts to become Smoke Free. How great would it feel to be well again?
- Consider having children in schools read the ads and discuss that some advertisers take advantage of children (as appropriate), always ask yourself if an ad or what you hear is true, can you prove that it's 100% true, and send thank you notes to the judge for supporting the health of children and Americans and requiring the tobacco company disclosure ads. Thank you notes come in many delightful forms.
- Consider having the tobacco company disclosure ads shown in city theatres, including malls, before movies as (this could be mandatory) public service announcements with information on where to go for help to be Smoke Free. It would be helpful if it could have a voice over reading. With education, the market could diminish. Consider having the information posted in one or two of the spaces outside the theatre for movie posters.

-I read tobacco company ads. See Attachment 2 for information. I wanted to ask Rockville and every city, every place in America, to read the ads, read them aloud in the news, and to stop selling tobacco products to stop enabling tobacco companies to do more harm to children and adults and make money from it. Stop the cycle at the beginning. Have that be a giant step in America to cure cancer, reinforce immune systems, and minimize some illnesses. Cleaner air to breathe for all could benefit humans and the environment. Stop second hand smoke and it's death and health risks and pollution to the environment. Have nicotine only available in the lozenges and gum and patches and focus on healing addictions before they start. Show children and adults why they have had a hard time quitting. Give encouragement and help people be Smoke Free. The best way to help someone who is working on quitting, is to not have the smell in the air. Require tobacco companies to make a sealed, safe, nose and mouth or face cover of some kind for anyone who wants to smoke that's required and only pristine air comes out of the mechanism, and it's tested by independent labs to confirm. I understand these items may not be feasible.

Taxpayers, cities, counties and this country, businesses other than tobacco, have paid enough, millions or more over time, in lives, in human suffering, in medical costs, in taxes, in lost productivity at work and at school and availability of healthy, human resources. Did you see the amount of tobacco company profits annually? I was wondering if cities, counties and states could send invoices, by year, to the defendants via the judge and request payment for decades of expenses, related to tobacco costs. There is no monetary invoice for a life, for human suffering, an invoice could still be made, amount may be priceless.

Have sample Smoke Free classes in schools, if appropriate, and show what it is like to learn to be free of addictions.

5. Marijuana, THC, etc. Please consider an education process for residents.

Please confirm that Rockville has learned from the tobacco company disclosure. Marijuana sales are people making money on products that do harm to smokers and non-smokers, promotions targeted to young and old.

This could cost more than the tobacco addictions, more costs in education, smokers and second hand smoke exposure because of affects on brain, memory, learning, etc. More costs for police, first responders, other services. More costs to businesses to locate workers.

Substance can be taken orally for medical purposes. People taking it for medical purposes should not be allowed to do harm to others via second hand smoke. It leaves residue on real estate, and may lower value of homes or residences. It could negatively impact any visitors to the location, children, seniors, women and men. It may be helpful to create air sealed places with air purifiers at doctor offices that prescribe it to assist with study and safe use.

- Colorado Governor won't rule out banning marijuana again. Here's why (since 2014 crime has been rising in his state). See Attachment 3.
- Study Shows Heavy Adolescent Post Use Permanently Lowers IQ, see Attachment 4. (FYI - Dr. Amen's work shows brains can heal and grow.)

The advantage will be to the residents of cities, counties and states with the cleanest indoor and outdoor air for optimum body and brain health. Look at how many people are eating healthier, exercising and working on doing their best and better every day, working toward peak performance.

Please have Rockville continue to be a city that strongly supports healthy lifestyles, quality of life, a healthy environment, clean air (indoors and outside) and peak performance goals.

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

Other responses:

- | | | |
|--------------------|-------------------------|------------------|
| ◆ A little German. | ◆ French. | ◆ Jewish |
| ◆ amharic | ◆ French. | ◆ Kannada |
| ◆ amharic | ◆ French. | ◆ Kannada |
| ◆ AMHARIC. | ◆ French/Haitian Kreole | ◆ Latrian |
| ◆ AMHARIC. | ◆ Georgian | ◆ Latvian. |
| ◆ Arabic | ◆ German | ◆ Malay |
| ◆ Arabic | ◆ German | ◆ Malayalam |
| ◆ Arabic & French | ◆ German | ◆ NEPALI. |
| ◆ Bengali | ◆ German | ◆ portuguese |
| ◆ Bengali | ◆ german, french | ◆ Portuguese |
| ◆ Bengali. | ◆ German, Mongolian | ◆ Portuguese |
| ◆ Bulgarian | ◆ German. | ◆ Portuguese |
| ◆ burmese | ◆ GERMAN. | ◆ Portuguese |
| ◆ computer | ◆ German. | ◆ Portuguese |
| ◆ Deutsch. | ◆ German. | ◆ Portuguese |
| ◆ DUTCH. | ◆ Greek | ◆ Portuguese |
| ◆ Filipino. | ◆ Greek | ◆ Portuguese. |
| ◆ Frech & Arabic | ◆ Gujarati | ◆ Portuguese. |
| ◆ FRENCH | ◆ Hebrew | ◆ Portuguese. |
| ◆ French | ◆ Hebrew | ◆ Slovak |
| ◆ French | ◆ hebrew | ◆ tagalog |
| ◆ French | ◆ Hebrew | ◆ tagalog |
| ◆ FRENCH | ◆ Hebrew | ◆ Tagalog. |
| ◆ french | ◆ Hebrew. | ◆ Tagalog. |
| ◆ french | ◆ hebro hingstain | ◆ Taiwan |
| ◆ French | ◆ Hindi | ◆ taiwanese |
| ◆ French | ◆ Hindi | ◆ Taiwanese |
| ◆ French | ◆ Hindi | ◆ tamil |
| ◆ FRENCH | ◆ Hindi | ◆ Tamil |
| ◆ FRENCH | ◆ Hindi. | ◆ Tamil |
| ◆ FRENCH | ◆ Hindi. | ◆ telugu |
| ◆ French | ◆ Hindi. | ◆ Telugu |
| ◆ French | ◆ INDONESIAN | ◆ Telugu |
| ◆ French | ◆ ITALIAN | ◆ Thai |
| ◆ French and some | ◆ Italian, French. | ◆ Turkish. |
| German,Guarani | ◆ Italian. | ◆ Ukrainian |
| ◆ FRENCH. | ◆ japanese | ◆ Urdu |
| ◆ French. | ◆ japanese | ◆ Urdu, Panjabi. |
| ◆ French. | ◆ Japanese | ◆ URDU. |
| ◆ French. | ◆ Japanese. | ◆ YORUBA. |
| ◆ French. | ◆ Japanese. | |

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 2018 Rockville Community Survey was the tenth iteration since the survey was first conducted in 2001. To preserve trends over time, the 2016 survey served as the foundation for the 2018 community survey instrument. Questions that asked about topics found to be less salient in 2018 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

The target population for the Rockville Community Survey is adults who live in the city limits of Rockville. The survey was designed as a mailed survey. The list from which survey recipients will be selected is referred to as a “sampling frame.” A sampling frame is chosen which will provide high “coverage,” meaning that almost every member of the target population has a chance of being selected.

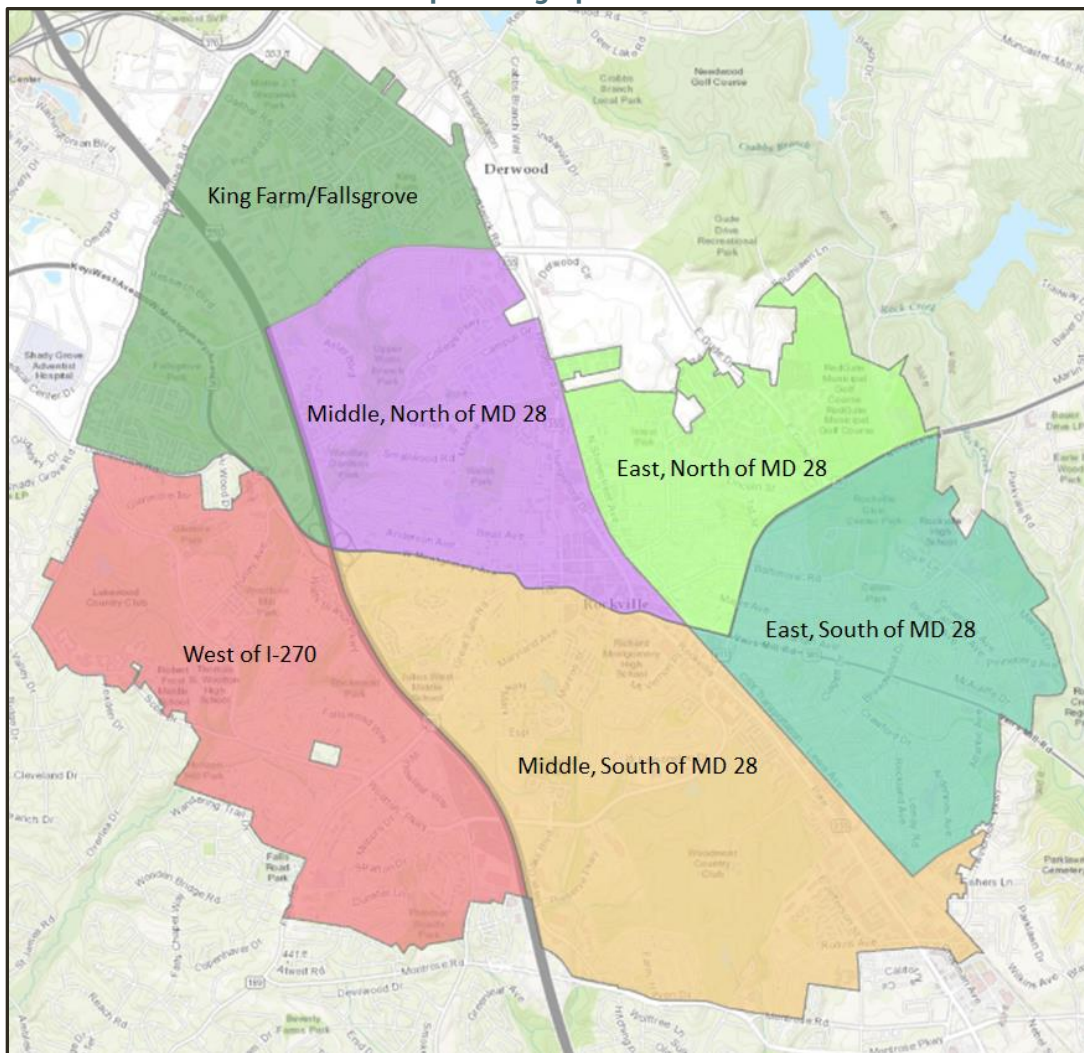
Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units or multi-family housing units), lists from the United States Postal Service (USPS), based on the Delivery Sequence File (DSF), used by the postal carriers to deliver the mail and updated every three months, usually provide the best representation of all households in a specific geographic location. A list of all households within the zip codes serving the city of Rockville was purchased from Go-Dog Direct. 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. 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 for the boundaries of these areas. 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

A survey research best practices to increase survey responses rates include having multiple contacts with each survey recipient, and appealing to a sense of community in the invitation. Households began receiving mailings starting October 8th, 2018. The first contact 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. Following the

reminder letter and survey, two follow-up reminder postcards were sent, to remind recipients about the survey and encourage those who had not yet participated to do so.

About 4% (116) 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 2,884 households that received the survey, 895 respondents completed the survey, providing a response rate of 31%.

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 895 responses, 180 were completed online. Twenty-four of the surveys were completed in a language other than English, as described below.

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, 70 calls were received and 53 translated surveys sent to these residents. Eighteen requested additional help by phone to complete the translated surveys. The table below displays all the contacts made by language.

Multicultural Community Outreach Results 2018

	Spanish	Chinese	Russian	Korean	Vietnamese	Total
Total number of calls	24	33	2	7	4	70
Requests for surveys	17	24	1	7	4	53
Surveys sent	17	24	1	7	4	53
Assistance by phone	7	10	0	1	0	18
Assistance in person	0	0	0	0	0	0
Comments for translation	9	4	0	0	0	13
Total completed surveys returned	11	9	1	2	1	24

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 2018 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 (895).

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.

2018 Rockville Citizen Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	40%	32%	39%
Own home	60%	68%	61%
Detached unit ²	46%	51%	46%
Attached unit ²	54%	49%	54%
Race and Ethnicity			
White alone, not Hispanic	56%	61%	55%
Hispanic and/or other race	44%	39%	45%
Hispanic	13%	10%	14%
Non-Hispanic	87%	90%	86%
White	62%	67%	62%
Non-white	38%	33%	38%
Sex and Age			
18-34 years of age	29%	12%	28%
35-54 years of age	39%	34%	38%
55+ years of age	32%	55%	34%
Male	47%	42%	47%
Female	53%	58%	53%
Females 18-34	15%	7%	15%
Females 35-54	20%	20%	20%
Females 55+	18%	31%	19%
Males 18-34	14%	5%	13%
Males 35-54	19%	14%	19%
Males 55+	14%	23%	15%

¹ Source: 2017 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

Adams County, CO	441,603	Baytown city, TX	71,802
Airway Heights city, WA	6,114	Bedford city, TX	46,979
Albany city, OR	50,158	Bedford town, MA	13,320
Albemarle County, VA	98,970	Bellevue city, WA	122,363
Albert Lea city, MN	18,016	Bellingham city, WA	80,885
Alexandria city, VA	139,966	Benbrook city, TX	21,234
Algonquin village, IL	30,046	Bend city, OR	76,639
Aliso Viejo city, CA	47,823	Bethlehem township, PA	23,730
American Canyon city, CA	19,454	Bettendorf city, IA	33,217
Ames city, IA	58,965	Billings city, MT	104,170
Ankeny city, IA	45,582	Bloomington city, IN	80,405
Ann Arbor city, MI	113,934	Bloomington city, MN	82,893
Apache Junction city, AZ	35,840	Blue Springs city, MO	52,575
Arapahoe County, CO	572,003	Boise City city, ID	205,671
Arkansas City city, AR	366	Bonner Springs city, KS	7,314
Arlington city, TX	365,438	Boone County, KY	118,811
Arvada city, CO	106,433	Boulder city, CO	97,385
Asheville city, NC	83,393	Bowling Green city, KY	58,067
Ashland city, OR	20,078	Bozeman city, MT	37,280
Ashland town, MA	16,593	Brentwood city, MO	8,055
Ashland town, VA	7,225	Brentwood city, TN	37,060
Aspen city, CO	6,658	Brighton city, CO	33,352
Athens-Clarke County, GA	115,452	Brighton city, MI	7,444
Auburn city, AL	53,380	Bristol city, TN	26,702
Augusta CCD, GA	134,777	Broken Arrow city, OK	98,850
Aurora city, CO	325,078	Brookline CDP, MA	58,732
Austin city, TX	790,390	Brooklyn Center city, MN	30,104
Avon town, CO	6,447	Brooklyn city, OH	11,169
Avon town, IN	12,446	Broomfield city, CO	55,889
Avondale city, AZ	76,238	Brownsburg town, IN	21,285
Azusa city, CA	46,361	Buffalo Grove village, IL	41,496
Bainbridge Island city, WA	23,025	Burlingame city, CA	28,806
Baltimore city, MD	620,961	Cabarrus County, NC	178,011
Baltimore County, MD	805,029	Cambridge city, MA	105,162
Bartonville town, TX	1,469	Canandaigua city, NY	10,545
Battle Creek city, MI	52,347	Cannon Beach city, OR	1,690
Bay City city, MI	34,932	Cañon City city, CO	16,400
Bay Village city, OH	15,651	Canton city, SD	3,057

Cape Coral city, FL	154,305	Creve Coeur city, MO	17,833
Carlisle borough, PA	18,682	Cupertino city, CA	58,302
Carlsbad city, CA	105,328	Dacono city, CO	4,152
Carroll city, IA	10,103	Dakota County, MN	398,552
Cartersville city, GA	19,731	Dallas city, OR	14,583
Cary town, NC	135,234	Dallas city, TX	1,197,816
Castine town, ME	1,366	Danville city, KY	16,218
Castle Rock town, CO	48,231	Dardenne Prairie city, MO	11,494
Cedar Hill city, TX	45,028	Darien city, IL	22,086
Cedar Rapids city, IA	126,326	Davenport city, FL	2,888
Celina city, TX	6,028	Davidson town, NC	10,944
Centennial city, CO	100,377	Dayton city, OH	141,527
Chandler city, AZ	236,123	Dayton town, WY	757
Chandler city, TX	2,734	Dearborn city, MI	98,153
Chanhassen city, MN	22,952	Decatur city, GA	19,335
Chapel Hill town, NC	57,233	Del Mar city, CA	4,161
Chardon city, OH	5,148	DeLand city, FL	27,031
Charles County, MD	146,551	Delaware city, OH	34,753
Charlotte city, NC	731,424	Denison city, TX	22,682
Charlotte County, FL	159,978	Denton city, TX	113,383
Charlottesville city, VA	43,475	Denver city, CO	600,158
Chattanooga city, TN	167,674	Des Moines city, IA	203,433
Chautauqua town, NY	4,464	Des Peres city, MO	8,373
Chesterfield County, VA	316,236	Destin city, FL	12,305
Clackamas County, OR	375,992	Dover city, NH	29,987
Clarendon Hills village, IL	8,427	Dublin city, CA	46,036
Clayton city, MO	15,939	Dublin city, OH	41,751
Clearwater city, FL	107,685	Duluth city, MN	86,265
Cleveland Heights city, OH	46,121	Durham city, NC	228,330
Clinton city, SC	8,490	Durham County, NC	267,587
Clive city, IA	15,447	Dyer town, IN	16,390
Clovis city, CA	95,631	Eagan city, MN	64,206
College Park city, MD	30,413	Eagle Mountain city, UT	21,415
College Station city, TX	93,857	Eagle town, CO	6,508
Colleyville city, TX	22,807	Eau Claire city, WI	65,883
Columbia city, MO	108,500	Eden Prairie city, MN	60,797
Columbia city, SC	129,272	Eden town, VT	1,323
Columbia Falls city, MT	4,688	Edgerton city, KS	1,671
Commerce City city, CO	45,913	Edgewater city, CO	5,170
Concord city, CA	122,067	Edina city, MN	47,941
Concord town, MA	17,668	Edmond city, OK	81,405
Conshohocken borough, PA	7,833	Edmonds city, WA	39,709
Coolidge city, AZ	11,825	El Cerrito city, CA	23,549
Coon Rapids city, MN	61,476	El Dorado County, CA	181,058
Copperas Cove city, TX	32,032	El Paso de Robles (Paso Robles) city, CA	29,793
Coral Springs city, FL	121,096	Elk Grove city, CA	153,015
Coronado city, CA	18,912	Elko New Market city, MN	4,110
Corvallis city, OR	54,462	Elmhurst city, IL	44,121
Cottonwood Heights city, UT	33,433	Englewood city, CO	30,255

Erie town, CO	18,135	Hanover County, VA	99,863
Escambia County, FL	297,619	Harrisburg city, SD	4,089
Estes Park town, CO	5,858	Harrisonburg city, VA	48,914
Euclid city, OH	48,920	Harrisonville city, MO	10,019
Fairview town, TX	7,248	Hastings city, MN	22,172
Farmers Branch city, TX	28,616	Hayward city, CA	144,186
Farmersville city, TX	3,301	Henderson city, NV	257,729
Farmington Hills city, MI	79,740	Herndon town, VA	23,292
Farmington town, CT	25,340	High Point city, NC	104,371
Fayetteville city, GA	15,945	Highland Park city, IL	29,763
Fayetteville city, NC	200,564	Highlands Ranch CDP, CO	96,713
Fernandina Beach city, FL	11,487	Homer Glen village, IL	24,220
Flagstaff city, AZ	65,870	Honolulu County, HI	953,207
Flower Mound town, TX	64,669	Hooksett town, NH	13,451
Forest Grove city, OR	21,083	Hopkins city, MN	17,591
Fort Collins city, CO	143,986	Hopkinton town, MA	14,925
Franklin city, TN	62,487	Hoquiam city, WA	8,726
Frederick town, CO	8,679	Horry County, SC	269,291
Fremont city, CA	214,089	Howard village, WI	17,399
Friendswood city, TX	35,805	Hudson town, CO	2,356
Fruit a city, CO	12,646	Huntley village, IL	24,291
Gahanna city, OH	33,248	Huntsville city, TX	38,548
Gaithersburg city, MD	59,933	Hurst city, TX	37,337
Galveston city, TX	47,743	Hutchinson city, MN	14,178
Gardner city, KS	19,123	Hutto city, TX	14,698
Georgetown city, TX	47,400	Independence city, MO	116,830
Germantown city, TN	38,844	Indianola city, IA	14,782
Gilbert town, AZ	208,453	Indio city, CA	76,036
Gillette city, WY	29,087	Iowa City city, IA	67,862
Glen Ellyn village, IL	27,450	Irving city, TX	216,290
Glendora city, CA	50,073	Issaquah city, WA	30,434
Glenview village, IL	44,692	Jackson city, MO	13,758
Golden city, CO	18,867	Jackson County, MI	160,248
Golden Valley city, MN	20,371	James City County, VA	67,009
Goodyear city, AZ	65,275	Jefferson County, NY	116,229
Grafton village, WI	11,459	Jefferson Parish, LA	432,552
Grand Blanc city, MI	8,276	Johnson City city, TN	63,152
Grants Pass city, OR	34,533	Johnston city, IA	17,278
Grass Valley city, CA	12,860	Jupiter town, FL	55,156
Greeley city, CO	92,889	Kalamazoo city, MI	74,262
Greenville city, NC	84,554	Kansas City city, KS	145,786
Greenwich town, CT	61,171	Kansas City city, MO	459,787
Greenwood Village city, CO	13,925	Keizer city, OR	36,478
Greer city, SC	25,515	Kenmore city, WA	20,460
Gunnison County, CO	15,324	Kennedale city, TX	6,763
Haltom City city, TX	42,409	Kent city, WA	92,411
Hamilton city, OH	62,477	Kerrville city, TX	22,347
Hamilton town, MA	7,764	Kettering city, OH	56,163
Hampton city, VA	137,436	Key West city, FL	24,649

King City city, CA	12,874	Macomb County, MI	840,978
Kingman city, AZ	28,068	Manassas city, VA	37,821
Kirkland city, WA	48,787	Manhattan Beach city, CA	35,135
Kirkwood city, MO	27,540	Manhattan city, KS	52,281
Knoxville city, IA	7,313	Mankato city, MN	39,309
La Plata town, MD	8,753	Maple Grove city, MN	61,567
La Vista city, NE	15,758	Maplewood city, MN	38,018
Laguna Niguel city, CA	62,979	Maricopa County, AZ	3,817,117
Lake Forest city, IL	19,375	Marin County, CA	252,409
Lake in the Hills village, IL	28,965	Marion city, IA	34,768
Lake Stevens city, WA	28,069	Mariposa County, CA	18,251
Lake Worth city, FL	34,910	Marshfield city, WI	19,118
Lake Zurich village, IL	19,631	Martinez city, CA	35,824
Lakeville city, MN	55,954	Marysville city, WA	60,020
Lakewood city, CO	142,980	Matthews town, NC	27,198
Lakewood city, WA	58,163	Maui County, HI	154,834
Lancaster County, SC	76,652	McAllen city, TX	129,877
Lane County, OR	351,715	McKinney city, TX	131,117
Lansing city, MI	114,297	McMinnville city, OR	32,187
Laramie city, WY	30,816	Mecklenburg County, NC	919,628
Larimer County, CO	299,630	Menlo Park city, CA	32,026
Las Cruces city, NM	97,618	Menomonee Falls village, WI	35,626
Las Vegas city, NM	13,753	Mercer Island city, WA	22,699
Lawrence city, KS	87,643	Meridian charter township, MI	39,688
Lawrenceville city, GA	28,546	Meridian city, ID	75,092
Lee's Summit city, MO	91,364	Merriam city, KS	11,003
Lehi city, UT	47,407	Mesa city, AZ	439,041
Lenexa city, KS	48,190	Mesa County, CO	146,723
Lewisville city, TX	95,290	Miami Beach city, FL	87,779
Lewisville town, NC	12,639	Miami city, FL	399,457
Libertyville village, IL	20,315	Middleton city, WI	17,442
Lincolnwood village, IL	12,590	Midland city, MI	41,863
Lindsborg city, KS	3,458	Milford city, DE	9,559
Little Chute village, WI	10,449	Milton city, GA	32,661
Littleton city, CO	41,737	Minneapolis city, MN	382,578
Livermore city, CA	80,968	Minnetrissa city, MN	6,384
Lombard village, IL	43,165	Missouri City city, TX	67,358
Lone Tree city, CO	10,218	Modesto city, CA	201,165
Long Grove village, IL	8,043	Moline city, IL	43,483
Longmont city, CO	86,270	Monroe city, MI	20,733
Longview city, TX	80,455	Monterey city, CA	27,810
Lonsdale city, MN	3,674	Montgomery city, MN	2,956
Los Alamos County, NM	17,950	Montgomery County, MD	971,777
Los Altos Hills town, CA	7,922	Monticello city, UT	1,972
Loudoun County, VA	312,311	Montrose city, CO	19,132
Louisville city, CO	18,376	Monument town, CO	5,530
Lower Merion township, PA	57,825	Moraga town, CA	16,016
Lynchburg city, VA	75,568	Morristown city, TN	29,137
Lynnwood city, WA	35,836	Morrisville town, NC	18,576

Morro Bay city, CA	10,234	Paducah city, KY	25,024
Mountain Village town, CO	1,320	Palm Beach Gardens city, FL	48,452
Mountlake Terrace city, WA.....	19,909	Palm Coast city, FL.....	75,180
Murphy city, TX	17,708	Palo Alto city, CA	64,403
Naperville city, IL	141,853	Palos Verdes Estates city, CA	13,438
Napoleon city, OH	8,749	Papillion city, NE.....	18,894
Nederland city, TX	17,547	Paradise Valley town, AZ	12,820
Needham CDP, MA	28,886	Park City city, UT	7,558
Nevada City city, CA	3,068	Parker town, CO	45,297
Nevada County, CA	98,764	Parkland city, FL	23,962
New Braunfels city, TX	57,740	Pasco city, WA	59,781
New Brighton city, MN	21,456	Pasco County, FL.....	464,697
New Concord village, OH.....	2,491	Payette city, ID.....	7,433
New Hope city, MN	20,339	Pearland city, TX.....	91,252
New Orleans city, LA	343,829	Peoria city, AZ.....	154,065
New Smyrna Beach city, FL	22,464	Peoria city, IL	115,007
New Ulm city, MN	13,522	Pflugerville city, TX	46,936
Newberg city, OR	22,068	Pinehurst village, NC	13,124
Newport city, RI	24,672	Piqua city, OH	20,522
Newport News city, VA.....	180,719	Pitkin County, CO	17,148
Newton city, IA.....	15,254	Plano city, TX	259,841
Noblesville city, IN	51,969	Platte City city, MO	4,691
Norcross city, GA.....	9,116	Pleasant Hill city, IA	8,785
Norfolk city, NE	24,210	Pleasanton city, CA	70,285
Norfolk city, VA	242,803	Polk County, IA.....	430,640
North Mankato city, MN	13,394	Pompano Beach city, FL	99,845
North Port city, FL	57,357	Port Orange city, FL.....	56,048
North Richland Hills city, TX.....	63,343	Port St. Lucie city, FL	164,603
North Yarmouth town, ME	3,565	Portland city, OR.....	583,776
Novato city, CA	51,904	Powell city, OH	11,500
Novi city, MI	55,224	Powhatan County, VA.....	28,046
O'Fallon city, IL.....	28,281	Prince William County, VA	402,002
O'Fallon city, MO	79,329	Prior Lake city, MN	22,796
Oak Park village, IL	51,878	Pueblo city, CO.....	106,595
Oakland city, CA.....	390,724	Purcellville town, VA	7,727
Oakley city, CA	35,432	Queen Creek town, AZ	26,361
Oklahoma City city, OK.....	579,999	Raleigh city, NC.....	403,892
Olathe city, KS	125,872	Ramsey city, MN.....	23,668
Old Town city, ME	7,840	Raymond town, ME.....	4,436
Olmsted County, MN	144,248	Raymore city, MO	19,206
Olympia city, WA.....	46,478	Redmond city, OR	26,215
Orange village, OH	3,323	Redmond city, WA	54,144
Orland Park village, IL	56,767	Redwood City city, CA	76,815
Orleans Parish, LA	343,829	Reno city, NV.....	225,221
Oshkosh city, WI	66,083	Reston CDP, VA	58,404
Oshtemo charter township, MI	21,705	Richland city, WA.....	48,058
Oswego village, IL	30,355	Richmond city, CA	103,701
Ottawa County, MI	263,801	Richmond Heights city, MO	8,603
Overland Park city, KS.....	173,372	Rio Rancho city, NM	87,521

River Falls city, WI	15,000	Shorewood village, WI	13,162
Riverside city, CA	303,871	Sierra Vista city, AZ	43,888
Roanoke city, VA	97,032	Silverton city, OR	9,222
Roanoke County, VA	92,376	Sioux Center city, IA	7,048
Rochester city, NY	210,565	Sioux Falls city, SD	153,888
Rochester Hills city, MI	70,995	Skokie village, IL	64,784
Rock Hill city, SC	66,154	Snoqualmie city, WA	10,670
Rockville city, MD	61,209	Snowmass Village town, CO	2,826
Roeland Park city, KS	6,731	Somerset town, MA	18,165
Rogers city, MN	8,597	South Jordan city, UT	50,418
Rohnert Park city, CA	40,971	South Lake Tahoe city, CA	21,403
Rolla city, MO	19,559	Southlake city, TX	26,575
Roselle village, IL	22,763	Spearfish city, SD	10,494
Rosemount city, MN	21,874	Spring Hill city, KS	5,437
Rosenberg city, TX	30,618	Springfield city, MO	159,498
Roseville city, MN	33,660	Springville city, UT	29,466
Round Rock city, TX	99,887	St. Augustine city, FL	12,975
Royal Oak city, MI	57,236	St. Charles city, IL	32,974
Royal Palm Beach village, FL	34,140	St. Cloud city, FL	35,183
Sacramento city, CA	466,488	St. Joseph city, MO	76,780
Sahuarita town, AZ	25,259	St. Joseph town, WI	3,842
Sammamish city, WA	45,780	St. Louis County, MN	200,226
San Anselmo town, CA	12,336	State College borough, PA	42,034
San Diego city, CA	1,307,402	Steamboat Springs city, CO	12,088
San Francisco city, CA	805,235	Sugar Grove village, IL	8,997
San Jose city, CA	945,942	Sugar Land city, TX	78,817
San Marcos city, CA	83,781	Suisun City city, CA	28,111
San Marcos city, TX	44,894	Summit County, UT	36,324
San Rafael city, CA	57,713	Summit village, IL	11,054
Sangamon County, IL	197,465	Sunnyvale city, CA	140,081
Santa Fe city, NM	67,947	Surprise city, AZ	117,517
Santa Fe County, NM	144,170	Suwanee city, GA	15,355
Santa Monica city, CA	89,736	Tacoma city, WA	198,397
Sarasota County, FL	379,448	Takoma Park city, MD	16,715
Savage city, MN	26,911	Tamarac city, FL	60,427
Schaumburg village, IL	74,227	Temecula city, CA	100,097
Schertz city, TX	31,465	Tempe city, AZ	161,719
Scott County, MN	129,928	Temple city, TX	66,102
Scottsdale city, AZ	217,385	Texarkana city, TX	36,411
Sedona city, AZ	10,031	The Woodlands CDP, TX	93,847
Sevierville city, TN	14,807	Thousand Oaks city, CA	126,683
Shakopee city, MN	37,076	Tigard city, OR	48,035
Sharonville city, OH	13,560	Tracy city, CA	82,922
Shawnee city, KS	62,209	Trinidad CCD, CO	12,017
Shawnee city, OK	29,857	Tualatin city, OR	26,054
Sherborn town, MA	4,119	Tulsa city, OK	391,906
Shoreline city, WA	53,007	Tustin city, CA	75,540
Shoreview city, MN	25,043	Twin Falls city, ID	44,125
Shorewood village, IL	15,615	Unalaska city, AK	4,376

University Heights city, OH	13,539	Westlake town, TX	992
University Park city, TX	23,068	Westminster city, CO	106,114
Upper Arlington city, OH	33,771	Weston town, MA	11,261
Urbandale city, IA	39,463	Wheat Ridge city, CO	30,166
Vail town, CO	5,305	White House city, TN	10,255
Ventura CCD, CA	111,889	Wichita city, KS	382,368
Vernon Hills village, IL	25,113	Williamsburg city, VA	14,068
Vestavia Hills city, AL	34,033	Willowbrook village, IL	8,540
Victoria city, MN	7,345	Wilmington city, NC	106,476
Vienna town, VA	15,687	Wilsonville city, OR	19,509
Virginia Beach city, VA	437,994	Windsor town, CO	18,644
Walnut Creek city, CA	64,173	Windsor town, CT	29,044
Warrensburg city, MO	18,838	Winnetka village, IL	12,187
Washington County, MN	238,136	Winter Garden city, FL	34,568
Washington town, NH	1,123	Woodbury city, MN	61,961
Washoe County, NV	421,407	Woodinville city, WA	10,938
Washougal city, WA	14,095	Woodland city, CA	55,468
Wauwatosa city, WI	46,396	Wyandotte County, KS	157,505
Waverly city, IA	9,874	Yakima city, WA	91,067
Wentzville city, MO	29,070	York County, VA	65,464
West Carrollton city, OH	13,143	Yorktown town, IN	9,405
Western Springs village, IL	12,975	Yorkville city, IL	16,921
Westerville city, OH	36,120	Yountville city, CA	2,933

Appendix G: Survey Materials

The following pages display the questionnaire and other survey materials for the 2018 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

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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

240-314-5000
TTY 240-314-8137

MAYOR
Bridget Donnell Newton

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

CITY MANAGER
Robert DiSpirito

CITY CLERK
DIRECTOR OF COUNCIL OPERATIONS
Kathleen Conway

CITY ATTORNEY
Debra Yerg Daniel

October 2018

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2018 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:**

bit.ly/2018rockville

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 2018 Community Survey analysis and results will be available on the City's website at www.rockvillemd.gov in spring 2019.

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 2018! Llame al 866-223-5991 para acceder a una encuesta en su idioma y obtener asistencia.

2018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 855-491-8880 寻求帮助。

2018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 855-491-8880 尋求幫助。

Опрос жителей Роквилла «Rockville Community Survey» 2018 г.! Позвоните по телефону 844-235-4836, чтобы получить копию опроса на вашем языке или иную помощь.

Bản Thăm dò Ý Kiến Cộng Đồng Rockville 2018! Xin gọi 877-235-5389 để nhận bản thăm dò ý kiến bằng ngôn ngữ quý vị và hỏi xin giúp đỡ.

2018 록빌 커뮤니티 설문조사! 설문지를 귀하의 언어로 받으시거나 도움을 받으시려면 888-248-9630 으로 전화하세요.



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

240-314-5000
TTY 240-314-8137

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Robert DiSpirito

CITY CLERK
DIRECTOR OF COUNCIL OPERATIONS
Kathleen Conway

CITY ATTORNEY
Debra Yerg Daniel

October 2018

Dear Rockville Resident:

Approximately two weeks ago, you should have received a copy of the enclosed 2018 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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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

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2018 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
Overall economic health of 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
Overall feeling of safety in Rockville.....	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
On Rockville paths and trails.....	1	2	3	4	5	6
At local parks and playgrounds	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 Fourth, 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, Elwood Smith and Thomas Farm community centers; PumpHouse; Rockcrest Ballet Center; Croydon Creek Nature Center; Rockville Skate 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 (e.g., grass, brush, tree limbs, etc.)	1	2	3	4	5
Leaf pickup	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 number of street lights in your neighborhood	1	2	3	4	5
Adequacy of brightness of street lighting in your neighborhood	1	2	3	4	5
Street light maintenance – City-maintained metal poles	1	2	3	4	5
Street light maintenance – Pepco-maintained wood poles	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 and classes.....	1	2	3	4	5
Recreation facilities (see note on question 4 for full list)	1	2	3	4	5
Athletic fields (e.g., 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
Code enforcement (e.g., property maintenance, tall grass, junk vehicles, etc.).....	1	2	3	4	5
Animal control (licensing, enforcement, and complaints)	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 (i.e., 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 (e.g., summer camps/playgrounds, after-school programs, child care, 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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
8. Overall, how would you rate the quality of services in Rockville?	1	2	3	4	5

9. Please indicate whether or not you have done each of the following in the last 12 months:

	Yes	No
Reported a code violation in Rockville (e.g., property maintenance, tall grass, junk vehicles.)	Y	N
Reported a crime or concern to the Rockville City Police Department	Y	N
Stockpiled supplies in preparation for an emergency	Y	N

10. 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
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

11. 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	Don't know
City of Rockville's website (www.rockvillemd.gov)	1	2	3	4
Social media (e.g., Facebook, Twitter, Nextdoor, Instagram, etc.)	1	2	3	4
Rockville Reports online (RockvilleReports.com)	1	2	3	4
Rockville Reports monthly print newsletter	1	2	3	4
Rockville 11 (cable channel 11 and/or online video)	1	2	3	4
Email notifications	1	2	3	4
Attending public meetings	1	2	3	4
A civic association/homeowner association newsletter or listserve	1	2	3	4
Printed materials (brochures/fliers)	1	2	3	4
Direct mail (letters/postcard advisories)	1	2	3	4

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

	Essential	Very important	Somewhat important	Not at all important	Don't know
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
City's preparation for unforeseen or natural disasters	1	2	3	4	5
Crime	1	2	3	4	5
Growth and development	1	2	3	4	5
Improving walking paths between neighborhoods	1	2	3	4	5
Increasing quality and amount of bike lanes	1	2	3	4	5
Increasing availability of online services and data on the city's website	1	2	3	4	5
Maintain public infrastructure (e.g., 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

13. Please rate the quality of each of the following aspects of the City of Rockville:

	Excellent	Good	Fair	Poor	Don't know
Demonstrating respect for residents of different cultures and belief systems	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds	1	2	3	4	5
City of Rockville's commitment to creating a community welcoming to residents of all backgrounds	1	2	3	4	5

14. What one recreation activity (or opportunity) do you think is missing in Rockville that you would like to see offered in our community?

15. How much of a problem, if at all, do you think deer are in Rockville?

☐ A major problem ☐ A moderate problem ☐ A minor problem ☐ No problem ☐ Don't know/no opinion

16. How much would you support or oppose reducing the deer population by lethal action, if no other measures are found to be effective?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know/no opinion

17. 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

18. 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

19. 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 where 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/smartphone

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 2017?

- ☐ 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



City of Rockville
111 Maryland Avenue
Rockville, MD 20850-2364

**Community
Survey
Enclosed**

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear Rockville Resident,

Your household should have received a copy of the 2018 City of Rockville Community Survey in October.

If you have already returned the survey, you do not need to do anything. If you have NOT returned the survey, please take a few moments to find it, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope.

You can also complete the survey online at:

bit.ly/XXplaceholder

If you have misplaced the survey and would rather have a hard copy, please call Louise Atkins at 240-314-8139 and she will mail another to you.

Thank you very much!

Dear Rockville Resident,

Your household should have received a copy of the 2018 City of Rockville Community Survey in October.

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