



City of Rockville Fiscal Year 2025

Annual Report

JULY 1, 2024 TO JUNE 30, 2025

A Message from the City Manager

On behalf of our dedicated city staff, I'm pleased to present this annual report on the City of Rockville's progress during Fiscal Year 2025.

The fiscal year saw Rockville forge a path forward with a focus on public safety, economic development and housing. These focus areas have been agreed to by the Mayor and Council as guiding principles to inform the city's budget, along with two core quality-of-life commitments: effective and efficient service delivery, and stewardship of the environment and infrastructure.

The city's success in following these guiding principles to provide programs and services to our diverse population can be seen in results from the City of Rockville 2024 Resident Survey that were released in January:

- About nine in 10 Rockville residents feel the city's quality of life is good or excellent, and that their neighborhoods and the city are a great place to live and raise children. An equal amount gave the same high marks to the overall quality of city services and said they would recommend living in Rockville.
- Virtually all respondents feel very or somewhat safe in their neighborhood and commercial areas in Rockville during the day.
- About eight in 10 residents rated Rockville as a good or excellent place to work and rated the overall quality and variety of business and service establishments in Rockville as excellent or good.
- Rockville's highest-rated characteristics were the overall quality of the natural environment, parks and recreation opportunities, the city's image or reputation, utility infrastructure, a feeling of safety, overall health and wellness, the transportation system, and overall opportunities for education. I encourage you to visit www.rockvillemd.gov/survey to see more results from the 2024 survey. As the city resumes conducting the survey on an every-other-year cycle after a six-year pause due to the pandemic, the results will once again help identify areas where the city can improve services to its residents.

Another tool for forging our path forward is our city budget. As Rockville remains cautious about how actions taken by the federal administration will impact the Washington, D.C., metropolitan area, the budget outlines a fiscally sound response to economic conditions, balancing the cost to residents with quality services and strategic initiatives that benefit all of Rockville.

Amid this uncertainty, I'd like to thank the Rockville residents who remain engaged with their city government, sharing feedback about city priorities throughout the budget process and about city programs, projects and services throughout the year.

We owe our city's success to the Mayor and Council's guidance, leadership and vision, the teamwork of city staff, and the contributions of community members.

On behalf of our dedicated city staff, thank you for your support as we rise together to the future and continue creating a thriving and sustainable city for all.

Respectfully,

Jeff Mihelich



Mayor and Council



Above pictured, left to right: councilmembers Adam Van Grack, Izola (Zola) Shaw, Barry Jackson, Mayor Monique Ashton, councilmembers Marissa Valeri, Kate Fulton and David Myles.

Guiding Principles Adopted by Mayor and Council to Help Lead the Way

Rockville's budget in Fiscal Year 2025 was informed by five guiding principles agreed to by the Mayor and Council.

These principles, which also guided the Fiscal Year 2026 budget process, include three focus areas: public safety, economic development and housing. These focus areas "represent opportunities to make positive change in specific arenas that the Mayor and Council care deeply about and where the city has considerable leverage to make an impact and produce improved outcomes for our residents, businesses, and visitors," states the "Guiding Principles and Priorities for FY 2025" section of the budget document.

The two other guiding principles, called "core quality of life commitments," are effective and efficient service delivery and stewardship of the environment and infrastructure.

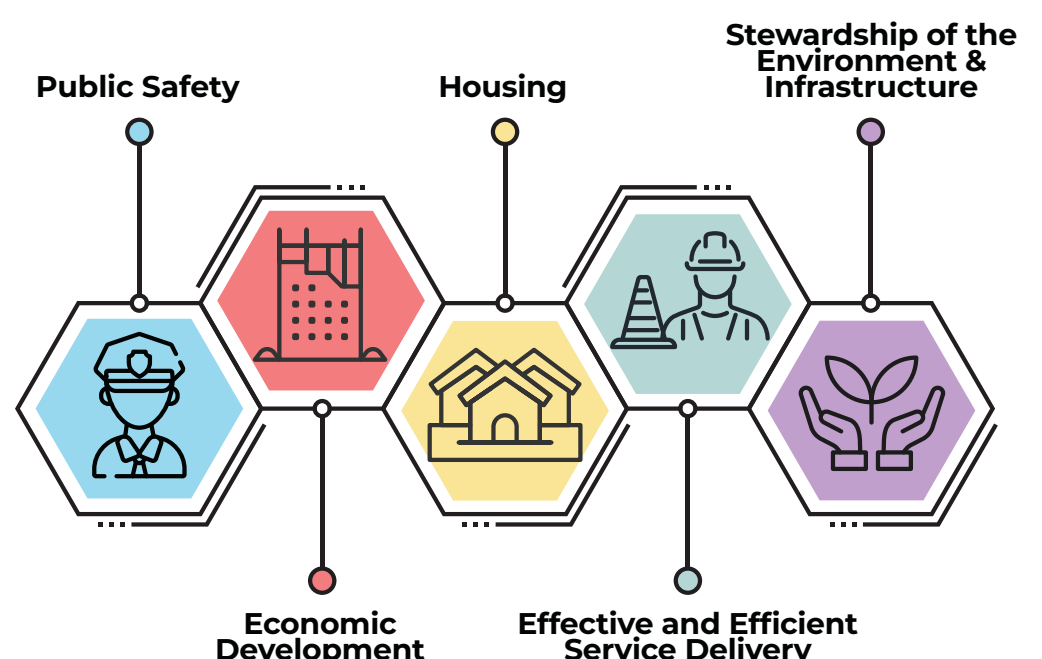
"The two Core Commitments broadly represent the most vital work of the city that directly contributes to Rockville being an outstanding place to live, work, play, and thrive," the budget states. "They reflect the ongoing provision of excellent municipal services and programs, responsibility for the resources entrusted to the city, and the resulting shared quality of life that is valued and expected by the community."

Focus Areas

- Public Safety.
- Economic Development.
- Housing.

Core Commitments

- Effective and Efficient Service Delivery.
- Stewardship of the Environment and Infrastructure.



WHAT IS THE ANNUAL REPORT?

The annual report is a requirement of the city's charter, and is a review of administrative activity from the preceding fiscal year that is submitted to the Mayor and Council by the city manager. The accomplishments presented here cover progress made by your city from July 1, 2024, to June 30, 2025.

FORGING A PATH



PUBLIC SAFETY

City Manager Jeff Mihelich named **Jason West as Rockville's police chief in June**. West, who was sworn in June 30, is a 25-year police veteran. He has been with the Rockville City Police Department for eight years, serving as acting chief since the resignation of Chief Victor V. Brito in October. West has also served Rockville as RCPD's public information officer and has commanded patrol operations, the Special Operations Division and the Field Services Bureau.

RCPD hosted a full-day **leadership and team-building seminar** on Jan. 31. Led by **Paul Butler**, a nationally renowned motivational speaker and law enforcement leadership consultant, the training focused on communication, accountability and leading with purpose, helping to strengthen leadership throughout the department.



RCPD unveiled a newly **designed police badge** in May as part of the department's modernization efforts. The department also introduced **updated cruiser decals** to enhance visibility and unify the department's professional image.



Rockville City Police Department in the Community

RCPD remains committed to community engagement, public safety, innovation and leadership development. The department strengthened community partnerships and enhanced public trust through a wide range of initiatives and events, including:

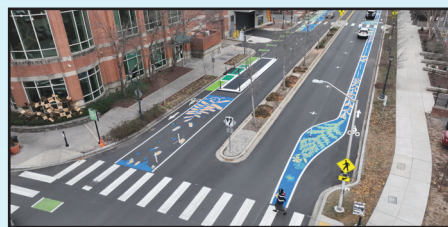
- By collecting 270 firearms on Aug. 17, 2024, in collaboration with the **Montgomery County State's Attorney's Office**, during the annual **gun buyback**, providing gift cards in exchange for unwanted firearms.
- RCPD proudly participated in the **Law Enforcement Torch Run in support of Special Olympics Maryland**, with officers presenting medals at competition events, including one to a City of Rockville employee, demonstrating the department's commitment to inclusion and community service.
- RCPD participated in the **DEA National Drug Take Back Day** on Oct. 26, collecting over **1,300 pounds** of unwanted or unused prescription medications, helping reduce the risk of misuse or accidental ingestion, and keeping prescription drugs from potentially polluting drinking water.

- RCPD held its **first-ever Neighborhood Safety Day** on June 28, with Main Street Connect, regional police agencies, the Montgomery County Fire and Rescue Service, and public safety partners offering K9 demonstrations, bicycle and motor unit displays, and safety education.

Completed all scheduled **Vision Zero Action Plan** items, including publishing new guidelines for determining where to install marked crosswalks.

2,000 streetlights replaced as part of Phase 1 of the LED Streetlight Conversion project. The city also awarded a contract for Phase 2, which will replace about 600 additional lights as part of the three-phase, 3,200-light project.

Completed construction of traffic-calming features and other safety improvements to shorten pedestrian-crossing distances on Beall Avenue and, in partnership with VisArts, added **asphalt art**, with a dynamic street mural created through a Bloomberg Philanthropies grant.



Completed construction of **sidewalks** along West Gude Drive between MD 355 and Watkins Pond Boulevard, and along Monroe Street into Dogwood Park.

Completed the **Mannakee Street Complete Streets** feasibility study, feasibility studies and preliminary designs for sidewalks and intersection improvements as part of the **Twinbrook Safe Routes to School and Transit Access Study**, preliminary design for **bicycle lanes on East Jefferson Street and Halpine Road**, and the installation of permanent **pedestrian and bicycle counters** citywide.

Developed an **artificial intelligence governance** framework and guidance for the city while continuing to invest in AI technologies to enhance the city's security.

Updated the city's **Continuity of Operations Plan** and conducted a tabletop exercise to evaluate the effectiveness of the plan and document lessons learned, as part of an effort led by the city's emergency manager in collaboration with the University of Maryland Center for Health and Homeland Security.

Added a **second Cisco Emergency Responder server** to the city phone system, providing backup internal emergency 911 calling services in the event of primary server failure.

The Department of Information Technology implemented **new security features**, including a new security information and event management environment, new disaster recovery infrastructure, firewall software upgrades across two data centers, and completion of the Supervisory Control and Data Acquisition Cybersecurity project.

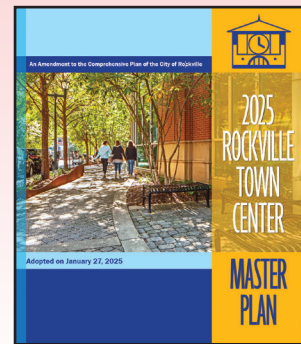


ECONOMIC DEVELOPMENT

Adopted **regulations for tobacco shops** and **zoning text amendments to regulate cannabis dispensaries** consistent with state law.

Completed the study for **Rockville Metro Station concept design** in partnership with the Washington Metropolitan Area Transit Authority and received Mayor and Council approval of a concept plan for station redevelopment.

The Mayor and Council adopted the new **Town Center Master Plan** as an amendment to the Rockville 2040



Comprehensive Plan and approved zoning ordinance amendments to implement portions of the plan.

Planning a Path Forward

Completed: The first two phases of the **zoning ordinance rewrite**, including a comprehensive review of the state of the city's zoning ordinance and calibration — a look at the future standards of the code. The next phase, the codification of the new ordinance, will result in a public draft and review. The goal is to streamline the review process, make the code more understandable and implement the zoning recommendations of the comprehensive plan.



HOUSING

Developed a **Housing Strategies Work Plan** that features items to implement in the short, medium and long term that will improve housing affordability and stability across the city. Many of these strategies are already being put in place.

\$250,000 in annual dedicated revenue approved by the Mayor and Council, along with **\$750,000** in one-time funds to support housing preservation and production.

Updated **Lincoln Park design guidelines**, which were adopted by the Mayor and Council, to ensure that new houses and additions are compatible with the existing neighborhood.



Adopted regulations for detached **Accessory Dwelling Units**.

Developed a pilot **code assistance program** for residents who struggle to bring their property into compliance after receiving code violations.

68 affordable, transit-oriented moderately priced dwelling units became available with the opening of The Milton at Twinbrook Quarter. The property is a key part of the city's vision for walkable growth and economic development around Metro stations, while also creating new housing opportunities.

The **Housing Action Team** — a partnership between several city departments — hosted outreach meetings at two properties to hear concerns and challenges, and share city resources, as the city increased efforts to proactively engage landlords, tenants and property managers.

The **Community Development Block Grant** program funded rehabilitation projects at properties serving low- and moderate-income households. The projects address safety and code compliance issues so that families can live in quality, healthy housing.

Over 100 residents avoided eviction or utility shutoff with assistance from the Rockville Emergency Assistance Program. A program update approved by the Mayor and Council increases the maximum amount of assistance that can be provided and will help more people remain housed safely.

20 units: The new minimum size (down from 50 units) at which developers must set aside units for moderate-income households under a change to Moderately Priced Dwelling Unit requirements approved by the Mayor and Council. With the change, more developments will be required to set aside at least 15% of their units for moderate income households.

"Your patience, attentiveness, knowledge, and willingness to address my inquiries left a lasting positive impression from the very first moment we spoke last year. Your professionalism, patience, attentiveness and commitment to my satisfaction were truly remarkable."

— Praise for a city housing specialist from a moderately priced dwelling unit rental tenant.

PATH FORWARD



EFFECTIVE AND EFFICIENT SERVICE DELIVERY



The city revealed its **new brand identity** in March, following Mayor and Council approval of the new brand in July 2024. The brand identity includes new logos, marks, fonts and colors found across city media and outreach materials. Each city department has their own color and department logo, and a new brand motto — “Rise Together” — encourages the community to come together to continue to make the Rockville the best place to live, work and play.

Completed the **Human Services Needs Assessment** to help the city assess available services, identify residents’ health and wellness needs, and recommend how to best address those needs.

Partnered with College Gardens Elementary School to **expand school-based resources** and offer both School and Community Youth Services and community counseling agencies onsite, providing short-term therapy, consultations with classroom teachers, community resource referrals and soft-skills focused lunch bunch groups.

15 students from the Latino Youth Development Program graduated from high school. **10** LYDP students were promoted from middle to high school, including one who won the Multilingual Award at the Earle B. Wood Middle School eighth-grade promotion. LYDP also hired a coach who was a graduate of the program.



Collaborated with Nonprofit Montgomery to host the **inaugural Nonprofit Symposium** on May 22, bringing nonprofits together to address the changing federal landscape, encourage opportunities for networking, discuss challenges and identify potential solutions.

Added a **Linkages to Learning family care coordinator** to support families at Twinbrook Elementary School.

Launched the **Edutainment after-school program** in partnership with Linkages to Learning and So What Else, a nonprofit offering programming for at-risk children and food and other support for families in need.

888 families received nonperishable and fresh produce for Thanksgiving in November, and **452** families received books or gift cards in December through the annual Holiday Drive.

Completed Phase 1 of the **FAST (Faster, Accountable, Smarter, Transparent)**

project to improve the development review and permitting processes.

Improved the **online permitting system** with planning and forestry applications, hotel and apartment license and renewal processes, and improvements to customer communications and address verification.

Produced an **equity analysis** using census data to inform various city initiatives.

90%: The average of initial plan reviews by building plans examiners completed within target timeframes, number of completed reviews increased significantly. In October, building plans examiners completed **100%** of initial reviews within the target timeframes.

The Office of the City Clerk/Director of Council Operations hired a new full-time **coordinator for boards and commissions**.

3 retreats held for the Mayor and Council, including two focused on strategic planning, priorities and initiatives.

12 grants totaling **\$5.4 million** received by the Department of Public Works from several agencies, including the Maryland Energy Administration, Federal Emergency Management Administration, Maryland Department of the Environment, Maryland Department of Transportation and Metropolitan Washington Council of Governments.



Completed renovations of the **new Taft Center**. The dedication and opening in April of the three-story **55,350**-square-foot building, at 6 Taft Court, moved nearly 150 employees from outdated facilities at the adjacent maintenance and emergency operations facility on Rothgeb Drive and relocated the Department of Recreation and Parks and the Environmental Management Division from City Hall. It includes:

87 new offices and workspaces.

6 conference rooms, a training room, gender-neutral restrooms, outside break areas and a fitness room.

More than **125** new lockers, **9** showers, touchless sinks and toilets, and other amenities in a new locker room that is Americans with Disabilities Act-accessible.

3 new backup electric power systems, **6** new network switches and over **600** cables spanning over **25,000** feet were part of a network migration from the maintenance and emergency operations facility on Rothgeb Drive to Taft Center to provide fast and reliable network connectivity to staff and visitors.

\$16.9 million in general obligation bonds issued to support the city’s capital projects, including water, sewer and general capital infrastructure.

Reaffirmed: the city’s **triple-A bond rating**, by Moody’s and Standard and Poor’s, two nationally recognized statistical ratings organizations. Triple-A is the highest possible rating and allows the city to borrow at the lowest possible interest rates, saving money for Rockville taxpayers.

Navigated record inflation, labor cost increases and supply chain challenges as external forces continue to place pressure on budgets across the nation. The city’s general fund maintained **healthy reserve levels** and the city’s **property tax rate remained flat**.

1995: the last year the city increased its real property tax rate.

40,960 participants in **3,716** recreation programs.

4,728 children — a record number — attended summer camps.

9,147 participants in sports leagues, including over **1,600** basketball players.

764 volunteers contributed **12,975** service hours to city sports leagues.

270 volunteers contributed **22,548** service hours toward city arts programs.

50 years of the Rockville Civic Ballet’s presentation of “The Nutcracker,” a community tradition performed at the F. Scott Fitzgerald Theatre each December.



Completed improvements to the **Rockcrest Ballet Center**, including replacement of a 50-year-old dance floor, installation of a new sound system and acoustic baffles, and fresh paint.

Visitors Always Welcome

City recreation center visits totaled:

393,531 at the Rockville Swim and Fitness Center.

101,004 at the Rockville Senior Center.

52,519 at Thomas Farm Community Center.

33,537 at Twinbrook Community Recreation Center.

29,090 at Lincoln Park Community Center.

28,758 at Croydon Creek Nature Center.

23,656 at the F. Scott Fitzgerald Theatre*.

10,547 at Glenview Mansion at Rockville Civic Center Park.

40,960 participants in **3,716** recreation programs.

**Fitzgerald theater closed for renovations on Dec. 17, limiting visitor numbers.*

Let’s Celebrate!

Attendance at city special events totaled:

Independence Day: **20,000**.

Hometown Holidays at Rockville Town Center: **15,000**.

Memorial Day: **12,000**.



Rocktoberfest: **7,000**.

Lunar New Year: **1,200**.

Movies in the Parks: **1,000**.

Veterans Day: **150**.

1,400 runners — a record high — registered to lace up their shoes for the Rockville 10K/5K on Nov. 3 and **1,300** runners registered for the Suds and Soles 5K on June 14.



A **renovated and reconfigured outdoor recreation pool** at the Rockville Swim and Fitness center reopened to the public on June 30.

79 people registered for Rockville Means Business, an event presented by the Department of Procurement for businesses interested in participating in the city’s contracting process and doing business with the City of Rockville.

Began the transition from desktop computers to laptops to achieve the IT department’s **mobile-first strategy** and implemented an enhanced remote access solution to support the strategy.

The IT department hosted a two-day **Technology Innovation Roadmap Event (T.I.R.E.)** highlighting various technologies and collaborating with the Department of Public Works on geographic information systems and with the Department of Community Planning and Development Services on using Legistar boards and commission meetings.

City staff conducted **7,721** hybrid and virtual meetings across **359,080** minutes utilizing Cisco Webex, with support from the IT department.

Upgraded the city’s **phone servers**, doubling processing capability, increasing storage capacity to five times that of the old servers and enhancing the city’s ability to provide public services by phone.

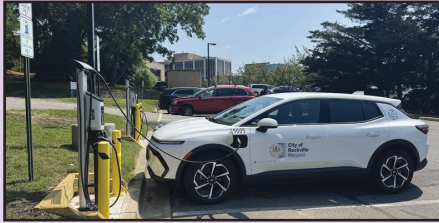
The IT department and the city clerk’s office partnered on a new **web portal for the legislative agenda management system** that allows councilmembers and the public to search for and view individual agenda items, such as staff reports and attachments.

Completed an upgraded **comprehensive cloud-based financial, procurement and human resources system**.



STEWARDSHIP OF THE ENVIRONMENT AND INFRASTRUCTURE

Progress on the **Climate Action Plan** to reduce climate-related emissions and bolster climate resilience, included:



Adopting the city's first **Electric Vehicle Readiness Plan**.

Beginning development of the **Flood Resiliency Master Plan**.

Replacing **1,045** lightbulbs with energy-efficient LEDs at the Twinbrook Community Center, Rockville Senior Center and Rothgeb Drive maintenance facility.

In partnership with Pepco, installing **14** ports for public use as part of EV charging stations at **5** locations, including **6** fleet charging stations at City Hall. The city also installed a fleet charger at the police station.

7 sustainable vehicles added to the city's fleet, which now has **22** battery-powered electric vehicles, **2** plug-in hybrid vehicles and **3** hybrid vehicles.

3 food scraps compost drop-off stations in Rockville, with the addition of the drop-off station at Twinbrook Community Recreation Center.

Expanded the drinking water **Cross Connection Control Program**, which aims to stop backflow from private prop-

erty from entering the city's drinking water supply. Additions include an inspection and enforcement program, commercial building survey, a device inventory, and an online portal for annual test reports and fees.

Mailed **8,300** letters to water customers requesting assistance with identifying and reporting their water service line material, identifying the material of an additional **418** service lines to achieve significant compliance with the **Environmental Protection Agency's Lead and Copper Regulations**.

Constructed the **Denham Road storm drain outfall stabilization and the Northeast Park stormwater management facility retrofit and stream restoration**.

1.1 miles of water main rehabilitation.

1.2 miles of sanitary sewer lining construction.

41.9 lane miles of asphalt rehabilitation.

Construction of electrical, roof and heating, ventilation and air conditioning upgrades at the **water treatment plant**.

48 water main breaks repaired.

56 sanitary sewer backups resolved.

Over **60** potential grave sites identified by a ground-penetrating radar survey at Avery Road Colored Cemetery, funded by a Maryland Heritage Areas Authority grant.

Implemented substantial **changes to Chapter 5 of the City Code**, including property maintenance code, accessibility enhancements and significant energy con-

servation and electrification requirements.

Implemented **changes to permitting structures for small accessory structures**, e.g., garden sheds, substantially reducing costs and time for residential customers while ensuring zoning compliance.

483 permits issued by the Department of Public Works. Permits are required when constructing, excavating, drilling, connecting to, installing or planting any public improvement within a City of Rockville right of way or easement.

1,656 regulatory inspections, including **464** of public and private stormwater management facilities, **578** for sediment and erosion control on construction sites, **165** for backflow, **131** of food service establishments, and **79** for commercial stormwater pollution prevention.

17,322 tons of material collected from **14,339** recycling and trash customers, including **4,122** tons of recycling and **3,182** tons of yard waste.

442 preventative maintenance work orders fulfilled to keep the city's fleet vehicles on the road.

215 bags of litter removed by **575** volunteers and over **49** public Weed Warrior workdays.

444 people offered input, through surveys and public engagement sessions, that will be used in developing a master plan for King Farm Farmstead's historic buildings and structures.

Recreation and Parks Planning for Future Fun

Completed **playground replacements** at Bullards Park, Woodley Gardens Park and Maryvale Park; **asphalt, concrete and path or trail renovations** at Elwood Smith, Falls Grove and Mattie J. T. Stepanek parks; **athletic court renovations** at Stepanek, College Gardens, Dogwood, Maryvale, Isreal, Montrose, Monument and Civic Center parks; **Americans with Disabilities Act-related upgrades** to the parking lots at Dogwood and Stepanek parks; **roof replacements** at City Hall, Bouic House, the Rockville Civic Center storage building and buildings at Dogwood Park, Lincoln Park, Monument Park and Twinbrook Park; **elevator replacement** at Promenade Park; **demolition of the open bay** at the Rothgeb Drive maintenance yard; **heating, ventilation and air-conditioning replacement** at City Hall, Glenview Mansion, the Twinbrook Community Recreation Center Annex and the Arts and Innovation Center IT room; and construction of a 47-space parking lot at King Farm Farmstead.

Neared completion of **renovations to improve accessibility and sound at F. Scott Fitzgerald Theatre**.

Began installing **electrical infrastructure at King Farm Farmstead** and a **renovation of Lincoln Park Community Center**.

Completed design of the **David Scull Park renovation**.

AWARDS AND ACCOLADES

Rockville was certified as a **silver-level Sustainable Maryland Community** by the Maryland Municipal League.

36 consecutive years designated as a Tree City USA by the National Arbor Day Foundation.

100 marks for the city's commitment to the health, welfare, safety and equality of its lesbian, gay, bisexual, transgender and queer community in its seventh year of participation in and the 13th year for the Human Rights Campaign's Municipal Equality Index.

The Department of Finance was honored by the Government Finance Officers Association with the **Distinguished Budget Presentation Award** for the FY 2025 Operating Budget and Capital

Improvements Program, with Special Capital Recognition, and with the Certificate of Achievement for Excellence in Financial Reporting for the FY 2024 Annual Comprehensive Financial Report, and the Popular Annual Financial Reporting Award for the FY 2024 Popular Annual Financial Report.

Sgt. Renae McEvoy was honored as a **"Hometown Hero"** in October during halftime of the University of Maryland's football game against Rutgers. Nominated by Servpro, she was recognized for her work on several major criminal investigations, which led to numerous firearms being removed from the community.

Finalist for the 2025 National Gold Medal Award for Excellence in Park

and Recreation Management by the American Academy for Park and Recreation Administration and the National Recreation and Parks Association, recognizing excellence in long-range planning, resource management and innovative approaches to delivering superb park and recreation services with fiscally sound business practices.

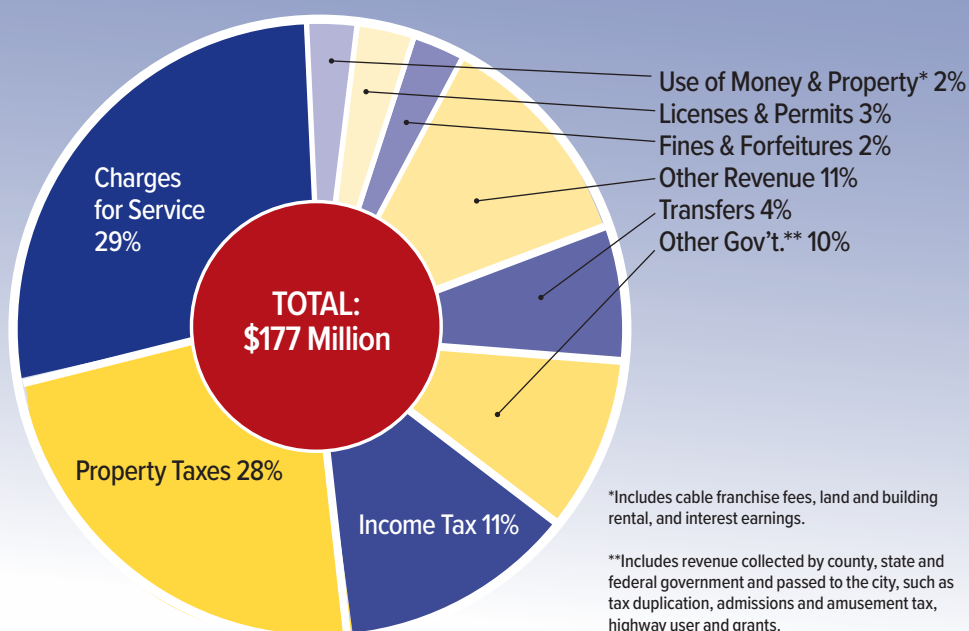
More than **500** people were certified through the Rockville Swim and Fitness Center's safety training classes, earning the center recognition by the American Red Cross as a 2025 Top Training Provider.

The Maryland Recreation and Parks Association recognized Department of Recreation and Parks staff with the **Outstanding Member of the Year Award** for senior services program coordinator

Andrea Rogers, **Committee of the Year Award** to senior services manager Terri Hilton for leading the Summit Training Committee, **Therapeutic Recreation Branch Chair Award** to program access supervisor Sharon Norcio and the **MRPA Retired Life Award** to former Recreation and Parks director Tim Chesnutt.

Teens programs supervisor Jordan Perry was one of four individuals nationwide selected for the **American Academy for Park and Recreation Administration's Externship Program**. The program gives outstanding parks and recreation professionals age 35 and under the opportunity to learn from national leaders in the field and participate in networking and educational events at the National Recreation and Park Association Conference.

FY 2025 OPERATING REVENUES BY CATEGORY



FY 2025 EXPENDITURES BY DEPARTMENT

