Rockville’s Mayor and Council – Shaping the City’s Future

In January, the Mayor and Council voted to adopt a branding logo and tagline for the City, following nearly nine months of research by marketing consultants to develop a strategy to brand Rockville.

The new logo and tagline are shown at right.

A community brand is a collection of perceptions among residents, business owners and visitors. It is the way people think and feel about a community as a whole.

A community branding campaign was initiated during the Mayor and Council biannual retreat in 2008. At that time, they developed their 10-year vision of Rockville, and identified specific priorities. One of the vision priorities associated with “Economic Development and Sustainability” was to develop and implement a brand.

The current Mayor and Council developed seven “vision priorities” in 2010, many of which were similar to those in 2008. All aim to maintain Rockville as a world-class city with a hometown feel.

In the Mayor and Council Vision 2020, Rockville is seen as a regional economic engine that stays true to its values of environmental stewardship, neighborhood safety and historic preservation.

The following summarizes the seven vision themes:

Vision Priorities

- Strong and Distinctive Neighborhoods – Rockville’s attractive neighborhoods retain their distinctive identities and have strong, energetic leaders. Residents identify with and are proud of their communities, yet are fully aware of the value of their relationship to the rest of the city.
- Engaged Governance – Rockville’s urban core is centered in Town Center and pushes south and north along Route 355 – a thriving, pedestrian-friendly boulevard. The bulk of the city’s new housing is located within mixed-use communities in this urban setting, and there are options for long-under served young professionals, young families, “empty nesters” and non-traditional households.
- Business Friendly – Businesses locate here because Rockville is a cultural, recreational, educational and entertainment leader, a transportation hub, and a great place to raise a family. Rockville boasts a highly educated and motivated workforce, thereby positively affecting the City’s responsiveness. Communication between the City government and the citizenry is effective and runs both ways.

For more information, visit www.rockvillemd.gov.
Rockville values its residents and the excellent relationship that has been forged through the years...

In addition to efforts to meet your day-to-day needs, the City administers a Citizen Satisfaction Survey every other year. The survey is used to gather citizen perception data. We strive to educate and inform the community every day about what’s taking place in the city, how to participate and have your voice heard, and how to get involved in the decision making process.

We want your interaction with the City to be convenient and easy. As such, we know residents cannot always get to City Hall, which is why we have worked to provide more services through our website, www.rockvillemd.gov.

Residents can use the website any time of day to submit a service request, register for a program, pay their utility bill or find out what’s happening in Rockville.

In addition to the website, the City offers a variety of communication tools, including Rockville 11, Rockville Reports, This Week in Rockville, Facebook, Twitter and more.

Connecting with the community is critical to what the city does. The Neighborhood Resources Division is based on the core belief that a strong partnership with neighborhoods will improve City services and strengthen communities.

Organizational development is another significant component to the behind-the-scenes work that leads to a strong organization for the community. Organizational development services support the performance of all City departments.

Quick Facts

Legislative Accomplishments
- Worked with Maryland Municipal League to secure the restoration of approximately 25 percent of Highway User Revenues
- Worked with state legislators to pass a negligent homicide bill
- Received $20,000 in state funding for the renovation of the outdoor bathhouse at Rockville Swim and Fitness Center

Customer Service Requests
- Responded to 628 requests

Communication
- 35,325 unique views of Rockville 11 On Demand videos
- Monthly newsletter published for 32,000+ residents and businesses
- Weekly electronic newsletter compiled for nearly 2,000 subscribers
- National Association of Telecommunications officers (NATOA) recognized Rockville with four national awards for excellence in television programming
- Nearly 1 million visitors to the City’s website annually

Neighborhood Resources
- Over 500 hours spent in the community
- Attended 140 community meetings
- Coordinated four community events that focus on diversity, including Martin Luther King Jr. Day and Lunar New Year, with more than 2,500 attendees
- Organized Rockville University

To learn more about the City Manager’s office, go to www.rockvillemd.gov/government/citymanager or call 240-314-8100.

City Clerk’s Office

Provides a critical link between the Mayor and Council and the community...

...The City Clerk’s Office came under new leadership in FY11; Glenda Evans was appointed to the post in July 2010.

The City Clerk’s Office coordinates agendas and minutes for Mayor and Council meetings; publicizes public hearings; publishes notifications for zoning applications; administers all treasury functions; coordinates all aspects of City elections and the Ethics Code; and maintains and manages the official records of the Mayor and Council.

The Clerk’s Office also recruits members of the more than two dozen boards and commissions, and works with commission members.

The office organizes the annual Volunteer Appreciation picnic that salutes the hundreds who give their time to help in the city.

In the upcoming year, the City Clerk’s Office will be preparing for and administering the City election. In addition, the office will be responsible for transitioning any new members of the Mayor and Council.

The three-member team also handles all correspondence for the Mayor and Council.

To learn more about the City Clerk’s office, go to www.rockvillemd.gov/government/cityclerk.htm or 240-314-8280.
Finance

...Through sustainable financial management policies and consistent and strategic effort, Rockville is able to stabilize tax rates and provide residents high value for every tax dollar spent. Rockville received a triple “A” bond rating for the fifth consecutive year. The rating is important because it means that Rockville spends less in interest costs on City debt.

In addition to the coveted triple “A” bond rating, Rockville also received recognition from the Government Finance Officers Association (GFOA) for its external reporting of financial information, the Comprehensive Annual Financial Report (CAFR) and Popular Annual Financial Report (PAFR), as well as its budget presentation. The awards are significant because they honor the City for meeting the highest standards of financial reporting.

These documents provide residents with transparency and understanding of the City’s finances. This past year the Mayor and Council approved two significant program changes: a comprehensive user fee study and significant change to the pension system. The pension system changes reduce costs while maintaining the employee benefit. The user fee study is a tool that helped the Mayor and Council evaluate the cost of providing services. This past year the City also negotiated a new comprehensive banking services contract to reduce administrative banking costs.

The Finance and Budget Task Force – a citizen committee – was formed by the Mayor and Council to review the City’s Financial Management Policies, the annual budget process, and the information in the budget book. The recommendations from the Task Force helped make the City’s financial information more understandable to non-financiers.

Customer service is a key component to the Finance Department. Finance staff work with customers to ensure timely processing of payments, offering customers the option to receive bills through email or online payments.

Quick Facts

Vendor payment checks processed annually........................................ 5,434
Cash receipt transactions processed by the cashier annually................... 9,633
Utility bills generated and mailed to residents annually......................over 54,000
Grant funding reimbursement requests submitted annually.................45
Purchase orders processed annually..................................................665
Maintain about 275 multi-year contracts to streamline procurement requirements

AWARDS

In FY11 Rockville received recognition from the Government Finance Officers Association (GFOA):
• Operating Budget and Capital Improvement Program,
• Comprehensive Annual Financial Report (CAFR) and

Customer service is a key component to the Finance Department. Finance staff work with customers to ensure timely processing of payments, offering customers the option to receive bills through email or online payments.

To learn more about the Finance Department, go to www.rockvillemd.gov/government/finance.htm or call 240-314-8400.
Overall crime in the City of Rockville continues to decline and the percentage of residents who say they feel safe in their neighborhoods continues to climb, according to police statistics and the Citizen Satisfaction Survey…

Those statistics speak to how the Rockville City Police Department feels about the community it serves and how Rockville residents feel about their police department. Although Rockville’s population has consistently grown, there has not been a corresponding increase in serious crimes since 2000.

The Rockville City Police Department is committed to ensuring the safety and protection of homes, businesses, schools and the people who occupy them. In addition to Rockville’s resident population of more than 62,000, including a student population that occupies more than a dozen schools, it also serves the 80,000 people who work in Rockville.

The department is a fully accredited agency that works with the community to provide the best police protection, services, education and enforcement.

Public education and public safety awareness campaigns help to ensure Rockville residents of all ages feel safe in their neighborhoods. Community policing is a critical component to the department. In 2011, the police department provided dozens of programs reaching thousands of individuals.

Some of the programs include the Citizens Police Academy, National Night Out, Child Safety Seat, Victim Assistance, Drug Take Back Initiative and many others.

Fiscal Year 2011 was an exciting year for the department and the city as a whole. In March, we broke ground on the new state-of-the-art police headquarters. The new station, located in the Old Post Office at the corner of South Washington Street and West Montgomery Avenue, is expected to open next summer.

The department continued efforts to provide state-of-the-art public safety this year when it received a grant that allowed for the installation of License Plate Recognition systems on three cruisers.

Rockville City Police Department consists of four bureaus: Office of the Chief, Administrative Services, Field Operations and Special Operations. Police are responsible for code enforcement and animal control.

To learn more about the Rockville City Police Department, go to www.rockvillemd.gov/police or call 240-314-8900.

City Attorney’s Office

Legal advisor to the Mayor and Council, boards and commissions and City staff…

The office prepares legal documents for the City and is responsible for preparing for enactment of additions and amendments to the Rockville City Code. The Office of the City Attorney represents the City before administrative agencies and federal and state courts where the City is a party to or has an interest in legal proceedings.

The office prepares, negotiates and reviews all legal documents involving the City, including agreements, contracts, deeds, bonds, leases, procurement materials, releases, licenses, easements and memoranda of understanding.

The in-house City Attorney’s Office was created in 2009. Before then, an outside law firm performed legal work for Rockville. Since its inception, the City Attorney’s Office has streamlined many of the legal functions for the City. The City Attorney’s Office does not provide legal advice to citizens.
Recreation and Parks
Fitness, fun and fantastic programming are at the root of our Recreation and Parks Department...

BY THE NUMBERS
Recreation registrations .......... 28,546
Visits to Community Centers, including the nature and swim centers .................. 512,292
Rounds of golf at RedGate .... 32,392
Acres of Parkland ................. 1,061
Number of playgrounds .......... 52

KUDOS
• Rockville Montgomery Swim Club (RMSC) earned a USA Swimming Gold Medal that recognizes the top 20 teams in the country for organizational standards, as well as the performance of swimmers and coaches.
• Rockville has been named a Tree City USA for 22 consecutive years.

PRESCRIPTION AWARDS
Fallsgrove and College Gardens parks were recognized for “neighborhood beautification, environmentally sensitive design and civic involvement.”

ARTS AND CULTURE
• Installed seven new artworks, bringing total public art to 53 in the city
• 36,878 in attendance at F. Scott Fitzgerald Theatre for 144 performances
• 3,312 visitors to Glenview Mansion Art Gallery
• 91,489 attended events at Rockville Civic Center Park
• 82 city-sponsored events held with more than 167,000 attendees

HELPING THE COMMUNITY
• Processed more than $400,000 in tax refunds for 503 low-income residents through community and senior services and volunteer income tax assistance program
• 92 middle and high school students received help through youth development programs and an additional 36 Rockville youth received counseling services
• Weekly mentoring services provided to 31 students with the help of 30 volunteers.
• Holiday Drive served approximately 600 families thanks to more than $18,000 in donations from donors.
• 78 volunteers provided 156 hours to purchase and wrap toys, as well as help with food and toy deliveries
• 48 air conditioning units donated to families
• Senior Services provided 3,984 bus rides
• 428 seniors benefited from the Aging in Place home maintenance program
• 224 Senior Citizen volunteers provided 22,600 volunteer hours at the Senior Center

ROCKVILLE’S TREES
• Completed 4,459 work orders for tree pruning, removal of hazardous trees and picking up downed limbs

GRANTS
• Maryland State Arts Council awarded a $29,865 grant to support existing arts programs
• A Moneywise Financial Literacy and Outreach Education awarded $5,000 for basic money management workshops for 133 residents
• Senior Center’s renovation and expansion project received $1.7 million in outside funding
• $143,000 from State for Safe Routes to School program
• Recreation and Parks Foundation provided $2,500 in scholarship assistance
• The Youth Recreation Fund received $37,405 to support low-income families

To learn more about the Recreation and Parks Department, go to www.rockvillemd.gov/recreation or call 240-314-8600.
…The 2011 fiscal year was one of both rewards and challenges. In June, Rockville was recognized for its efforts to upgrade its aging Water Treatment Plant. The City of Rockville received the honor for its commitment to sustainable public health protection with the U.S. Environmental Protection Agency’s (EPA) 2010 Drinking Water State Revolving Fund (DWSRF) Award.

In July, the Maryland Department of the Environment recognized the City for its College Gardens stormwater management facility, which provides the community with an attractive recreational use area. Rockville received the award for its commitment to foster a smarter, greener and more sustainable future for residents.

One of the City’s transportation planners was designated as the pedestrian and bicycle coordinator. This position supports the City’s focus on multi-modal transportation and the Complete Streets Policy.

The Mayor and Council partnered with the EPA to become a Green Power Community, and issued a challenge to all residents and businesses to use green power. The community is responding and Rockville is currently the 11th largest user of green power in the nation.

Residents also played a major role in supporting environmental sustainability through their commitment to the single-stream recycling program, stream monitoring, conservation landscaping and reducing stormwater runoff.

Fiscal Year 2011 was not without its challenges. In July 2010, the City’s 24-inch water transmission line burst twice. The City closed its Water Treatment Plant and provided water to its more than 13,000 customers by using water from WSSC. The City was able to successfully repair four segments of the 10.1-mile pipe, replace or relocate 10 valves and install a new hydraulic surge suppression tank that reduces the negative impacts of abrupt changes in main pump operation or Pepco’s power supply.

Rockville also closed two pedestrian bridges – one over Wootton Parkway near Lakewood Elementary School and the other near Stonestreet Avenue. A new bridge near Lakewood Elementary School was installed prior to the start of the 2010-2011 school year. Work is under way to replace the Stonestreet bridge.

In the coming year, the department will continue to move forward with the water main rehabilitation program, replacing more than 30 miles of an aging water distribution system, as well as with improvements to snow and ice removal services.

BY THE NUMBERS
Miles of City-maintained streets 157
Miles of sidewalks.................... 252
Number of fire hydrants ..........1,137
Number of street lights.............. 3,069

KUDOS
In FY11, Rockville received the MDE Sustainable Infrastructure/Innovation in Stormwater Management Award and the EPA 2010 Drinking Water State Revolving Fund Award for Sustainable Public Health Protection.

The City has also focused efforts on its sustainable programs — including utilities, stormwater, recycling and refuse and bridges — in which infrastructure renewal and maintenance is ongoing to provide for generations of service.

Quick Facts

WATER/SEWER SERVICES
• Rockville produced and distributed nearly 1.31 billion gallons of water
• It produced an average of 5 million gallons of water a day, with a peak availability of 8 million gallons per day
• Inspected 12.8 miles of sewer line using closed circuit television camera
• The City met all water quality requirements and received no violations

RECYCLING AND REFUSE
• Collected 9,341 tons of recycling of which 5,614 is single stream (increase of 114 tons or 2 percent over FY10)
• Collected 11,440 tons of refuse
• Forty-five percent of the residential solid waste stream is recycled or composted
• Collected 704 electronics recycling requests and 186 household hazardous material requests

ENVIRONMENTAL MANAGEMENT
• Inspected 194 restaurants as part of the FOG (Fats, Oils and Grease) program
• Inspected 143 commercial facilities such as auto repair, dry cleaners and industrial sites for discharge compliance
• Inspected 118 private and 164 public stormwater management facilities

TRAFFIC AND TRANSPORTATION
• Maintained 47 City-owned traffic signals
• Maintained 3,069 City-owned streetlights; this does not include lights on Pepco poles (wooden poles) within the City limits
• Started or planned for the installation of 14 Accessible Pedestrian Signals (APS) at intersections
• Completed installation of 53 American with Disabilities Act (ADA) ramp upgrades at intersections
• Improved 63 intersections, including signal timing and signage
• Resurfaced 15 lane-miles of asphalt streets

FLEET SERVICES
• Performed maintenance on a total fleet of 414 vehicles, including 58 police vehicles, six buses, 37 recycling and refuse trucks, and 13 leaf collection trucks

BRIDGES
• Rockville maintains 99 bridges. Public Works manages a sustainable bridge program for all bridges
• There are 43 pedestrian and 56 vehicular bridges in the City
In Fiscal Year 2011, CPDS concentrated on making it easier for residents to get involved in Rockville's planning process.

Work with the Communications Task Force resulted in a revised development review process to make it more transparent and accessible to residents. In addition to the revisions, a Citizens Implementation Committee will be formed for Rockville residents interested in planning initiatives.

We also made key hiring decisions to enhance the department's analysis and graphic capabilities, and to improve responsiveness for fire plan review.

Rockville has little vacant land available for new construction, so well-planned and smart redevelopment is a top priority for the City. Although the focus has shifted over time from development to redevelopment in many areas of the city, the priority is always to make sure Rockville remains one of the nation's best places to live and raise a family.

Because of that, much of what took place in FY11 centered on working with county and state jurisdictions to ensure the future that Rockville's residents envision. The department tracked county plans for White Flint and the Great Seneca Science Corridor just outside the city's boundaries, and participated in county committees on various topics of interest to Rockville citizens.

Planners worked on initiatives related to Montgomery County Public Schools (MCPS), including revising procedures and codes to expedite school projects and portables. Staff also provided support during policy discussions for the Adequate Public Facilities Ordinance (APFO) Committee and the Municipal Growth Element.

This past year, Rockville Pike has been a major focus. We released the draft plan for Rockville's Pike: Envision a Great Place.

If adopted by the Planning Commission and the Mayor and Council, the plan would replace the Rockville Pike Corridor Neighborhood Plan that was adopted more than 20 years ago in 1989.

Rockville prides itself on preserving its history. In FY11, CPDS published the "Historic Buildings Catalog," which is an inventory of 478 homes, places and buildings built between 1790 and 1990.

The catalog was produced with a Preserve America grant from the National Park Service. The catalog includes maps and photographs of architecturally and historically significant properties built before 1945, and 20 properties built after 1945 that illustrate specific building styles. Properties that have received historical designation, and those that may be eligible for historic designation in the future, are included.

Historic preservation will continue to have an important role in the city's future. Planners are working to complete the Historic Preservation Element of the Comprehensive Plan and complete a Heritage Tourism plan.

We look forward in the coming year to enhancing our citizen outreach efforts. Work will continue on the Rockville Pike Plan with more public meetings with the Planning Commission, and Mayor and Council.

Other efforts to engage residents will take place once we have completed a customer survey for permitting and development review customers, and we look forward to continued work with residents and the business community to review the City’s sign regulations.

**KUDOS**

Rockville, in partnership with Heritage Montgomery, Inc., received a $20,000 grant from the Department of Interior, National Park Service (NPS) through the Preserve America (PA) grant program.

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Building Permits</th>
<th>3,634 (include fire, trades, occupancy)</th>
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<tbody>
<tr>
<td>Revenue from permits</td>
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<tr>
<td>Inspections</td>
<td>11,125</td>
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<tr>
<td>Development Review applications</td>
<td>125</td>
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<tr>
<td>Revenue from development review applications</td>
<td>$136,197</td>
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<tr>
<td>Historic district applications</td>
<td>32</td>
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<tr>
<td>Sign permits issued</td>
<td>160</td>
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<tr>
<td>MPDU certificates renewed or issued</td>
<td>473</td>
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<td>Federal housing grant funds expended</td>
<td>$324,329</td>
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<td>Comprehensive Master Plan elements adopted</td>
<td>2</td>
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<tr>
<td>Staff support to boards, commissions and committees</td>
<td>8</td>
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</tbody>
</table>

To learn more about the Community Planning and Development Services Department, go to www.rockvillemd.gov/cpds or call 240-314-8200.
Mayor and Council Vision Priorities

which includes many young professionals and members of the “creative class.”

• Multimodal Transportation – More viable transportation options exist throughout the City connecting Rockville neighborhoods and Rockville to the wider metropolitan area, including bus routes, trolley lines, the Corridor Cities Transitway, and expanded METRO and MARC service. Rockville is recognized as a “Pedestrian First City.”

• Exceptional City Services and Amenities – Rockville continues to apply reliable advanced information technology to improve the quality, cost, and speed of providing municipal services.

• Quality Environment – Rockville is a “Green City” in all areas. Cities around the country have taken notice of the fact that Rockville has found a way to be both green and economically attractive. Rockville has enticed a number of new “green” businesses to open their doors and provide employment in the City.

Information Technology

Provides exceptional customer service that exceeds expectations...

...Delivering successful service depends in part on information technology tools that are up-to-date, high quality and appropriate to a city of our size and complexity.

Rockville residents, customers and employees rely on the City’s information technology daily. Residents use technology tools, such as the website and phone system, to communicate with the City. They rely on additional tools to pay bills, register for recreation programs and obtain permits.

Other information technology impacts customers’ functions behind the scenes. For example, City staff cannot serve customers without an effective financial system or functioning PCs. The quality of our technology even impacts our ability to recruit the best employees.

In FY11, The IT Department achieved two significant milestones: completing a Strategic Technology Plan for Fiscal Years 2012-16 and providing free wireless Internet at most Rockville facilities.

The five-year Strategic Plan establishes a road map for the City government’s use of technology. The plan identifies the organization’s current IT needs and anticipates future IT needs. It lays out the means and steps necessary to meet those needs and the strategy to ensure the City’s IT resources support the delivery of high quality services to internal and external customers.

Providing free wireless helps to solidify Rockville’s position as a leader among communities. With more than 93 percent of residents connected to the Internet and with the proliferation of mobile devices, it is a service the community expects.

Quick Facts

<table>
<thead>
<tr>
<th>Alert Rockville users</th>
<th>7,653</th>
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<tbody>
<tr>
<td>Internal computers maintained</td>
<td>about 400</td>
</tr>
<tr>
<td>Internal phones maintained</td>
<td>about 450</td>
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<tr>
<td>City computer labs</td>
<td>3</td>
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</tbody>
</table>

To learn more about the Information Technology Department, go to www.rockvillemd.gov/government/it.htm - 240-314-8160

Human Resources

Recruiting and retaining the best, most capable people to deliver municipal services for a diverse Rockville community...

...The Human Resources Department provides services to ensure City employees are supported to achieve their goals and objectives. The Human Resources Department is responsible for staffing and recruiting services; health and wellness; learning, performance and development; labor and employees relations; and safety and risk management.

Human Resources takes an active role in personnel management and wage administration; interprets union contracts and the Personnel Policies and Procedures; maintains the appropriate record keeping to remain in compliance with state and federal employment guidelines; and fulfills the benefit requirements for Rockville employees and their families in order to attract and retain a quality workforce that provides exceptional services to the residents in a cost effective manner.

In the coming year, the department will focus on more wellness programs aimed at improving employee health and reducing health care costs for employees.