



Results Rockville Mayor & Council Worksession

March 3, 2025

Presented by: Dave Gottesman, Assistant City Manager



Agenda

- Purpose
- Requested Feedback
- The Business Case
- The Solution Being Implemented
- The Current State
- Next Steps
- Requested Feedback



Purpose



Results Rockville is our city-wide brand and framework to describe all things related to our performance, accountability, transparency, and strategic work on behalf of our residents and other stakeholders



Requested Feedback

- **Does the Mayor & Council support the Results Rockville framework?**
- **How might we most effectively share and promote the Results Rockville products with our community and other stakeholders?**



The Business Case

There was an identified need to modernize how we work, create efficiencies, increase transparency and accountability, and allow people both inside and outside of government to get a real-time window into the status of the work being performed by the city

The Solution

The city evaluated a variety of products in the marketplace before selecting Envisio; we are leveraging three modules: *Plans*, *Projects*, and *Analytics*

A screenshot of the Envisio website. The header includes the Envisio logo and navigation links: Solutions, Customers, Pricing, Resources, About, Blog, BOOK DEMO, and LOGIN. The main content area features the headline "Execute strategy, track performance, and report progress" and a sub-headline "STRATEGIC PLANNING AND PERFORMANCE MANAGEMENT SOFTWARE". Below this is a video player showing a man speaking at a podium. A "GET STARTED" button is visible. The footer section highlights "The #1 Strategy Software Platform" and includes a quote from G2: "Envisio is used by hundreds of government, education and nonprofit organizations to manage their strategic plans. It is the most widely used strategy and performance management solution in the public sector and is consistently rated the easiest to use strategic planning software." To the right of the quote are two award logos: "EASIEST TO USE" from G2 and "4.5 STARS" from Capterra.



The Current State (1/8)

Climate Action Plan dashboard



CITY OF ROCKVILLE
CLIMATE ACTION PLAN


The Mayor and Council adopted Rockville's first Climate Action Plan (CAP) on January 10, 2022 with goals to reduce greenhouse gases, prioritize equity, and build resiliency. The CAP sets a goal to reduce greenhouse gas emissions by at least 50 percent (from 2005) by 2030 and approach carbon neutrality by 2050. Since plan adoption, the Maryland General Assembly established a more ambitious goal to reduce greenhouse gas emissions by 60 percent (from 2006) by 2031 and net zero by 2045.

Rockville's CAP comprises 42 original actions and 8 actions for future monitoring in categories involving energy efficiency, renewable energy, transportation, land use management, materials and waste management, resiliency, and public engagement and oversight.

The dashboard reflects the Climate Action Plan's 2023 Annual Report.



Reduce Greenhouse Gas (GHG) Emissions
Reduce GHG emissions from the community and municipal government operations to at least 50 percent below 2005 levels by 2030 to be on track to reach net zero by or before 2050.



Resiliency
Improve the capacity of our community, homes, businesses, and natural environment to prevent, withstand, respond to, and recover from climate change impacts such as rising temperatures, more



Public Engagement and Oversight
Incorporate equity in implementation and conduct inclusive engagement to reduce environmental disparities and protect and empower vulnerable communities.

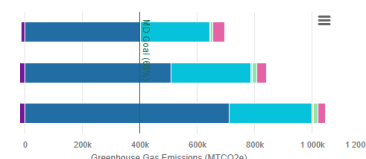
Climate Action Plan dashboard homepage

Although this is Rockville's first official Climate Action Plan, many projects, programs, and policies have been implemented over the past fifteen years to reduce greenhouse gas emissions from city and municipal operations. Since plan adoption, the Maryland General Assembly established a more ambitious goal to reduce greenhouse gas emissions by 60 percent (from 2006) by 2031 and net zero by 2045.

Greenhouse Gas (GHG) Emissions: The Metropolitan Washington Council of Governments (MWCOC) compiles regional data and generates greenhouse gas emissions inventories for 24 local jurisdictions. Due to the extensive data and resources needed to generate inventories for the region, MWCOC releases inventories approximately every three years. MWCOC released 2020 inventories in July 2022. Rockville's largest sources of emissions are energy use from buildings and transportation. Rockville's 2020 greenhouse gas emissions inventory shows pre-CAP progress towards emissions. These factors combined with other broader economic forces and state and federal policies helped Rockville achieve a 34 percent reduction in greenhouse gas emissions since 2005. The next round of inventories for calendar year 2023 will be released in 2025 to align with the regional transportation plan and reflect post-2020 pandemic patterns.

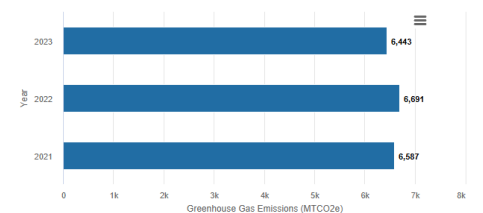
Building Greenhouse Gas (GHG) Emissions: Emissions associated with electricity and natural gas used by Rockville-owned and operated buildings, parks, streetlights, traffic lights and utilities decreased 3.7% between 2022 and 2023. Estimates do not include fleet emissions (tracked separately in M-06).

(G-01) Rockville Community Greenhouse Gas Emissions Trends



Estimates from the Metropolitan Washington Council of Governments (MWCOC).

Action (G-01): Municipal Building and Property Greenhouse Gas Emissions



Includes emissions from electricity and natural gas accounts for Rockville-owned and operated facilities...

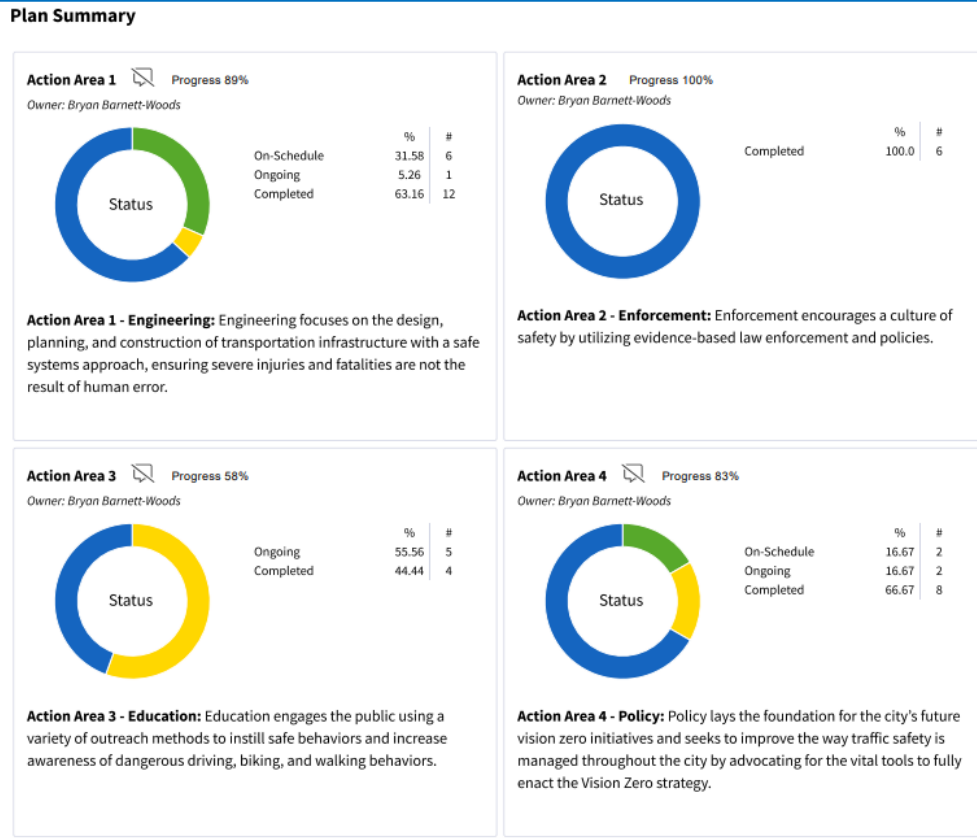
Description	Progress	Status
Energy Efficiency Increase energy conservation and efficiency and reduce fossil fuel use in all existing and new buildings and infrastructure.	<div><div></div></div>	<div><div></div></div>
Renewable Energy Increase the generation, use and access to affordable, reliable, and clean energy systems.	<div><div></div></div>	<div><div></div></div>

Drill-down page for the Reduce Greenhouse Gas Emissions Goal



The Current State (2/8)

Vision Zero



Summary progress page for the four Vision Zero Action Areas from DPW's most recent semi-annual update report



The Current State (3/8)

- We are now focused on building out additional plans, a website landing page, and training staff on how to input updates
 - The 2040 Comprehensive Plan
 - Elements
 - Planning Areas
 - FAST Phase 2
 - HCD's Housing Strategies



The Current State (4/8)

Reporting Example:

Guiding Principle *Housing* →
Strategic Initiative *Develop a city homeownership program* →
Workplan *Rockville Homeownership Program* →
Action Items

Status Legend:

Purple = Upcoming
Green = On Track
Yellow = On Hold (internal decision)
Red = Delayed (external factors)
Blue = Completed
Grey = Discontinued

Plan Label And Number	Description	Description Details	Start Date	End Date	Status	Progress	Last Update	Last Update Date
Department Workplan 3.1.1	Rockville Homeownership Program		Jun 01, 2024	Dec 31, 2025	<div><div></div><div></div><div></div></div> <div>● On Track: 33.33% ● On Hold: 16.67% ● Upcoming: 50.0%</div>	<div><div></div></div> <div>Progress 13%</div>		
Action Item 3.1.1.1	Research	Engage UMD SPP grad student to research local government homeownership programs	Sep 01, 2024	May 01, 2025	<div><div></div></div> <div>On Track</div>	<div><div></div></div> <div>Progress 30%</div>	UMD had been engaged, a student has been selected to work on the project. Initial student deliverables have been provided. Student results are expected in April 2025.	Jan 15, 2025
Action Item 3.1.1.2	Worksession	Seek feedback from M&C	Jan 01, 2025	Mar 24, 2025	<div><div></div></div> <div>On Track</div>	<div><div></div></div> <div>Progress 10%</div>	Work session identified (3/24) and scheduled on the 6-month calendar.	Jan 16, 2025
Action Item 3.1.1.3	Engage HCI	Get program, banking, and loan information from HCI	Jun 01, 2024	Mar 01, 2025	<div><div></div></div> <div>On Hold</div>	<div><div></div></div> <div>Progress 40%</div>	Still waiting for information and response from HCI.	Jan 16, 2025
Action Item 3.1.1.4	Design Program	Develop a logic model and program design	Apr 01, 2025	May 31, 2025	<div><div></div></div> <div>Upcoming</div>			
Action Item 3.1.1.5	Recruit Staff	Hire a Homeownership Specialist to manage the program	May 01, 2025	Jul 01, 2025	<div><div></div></div> <div>Upcoming</div>			
Action Item 3.1.1.6	Launch and Publicize Homebuyer Program(s)	Launch and spread the word throughout Rockville (community and staff)	Jul 01, 2025	Dec 31, 2025	<div><div></div></div> <div>Upcoming</div>			



The Current State (5/8)

Reporting Example (cont):

Guiding Principle *Housing* →

Strategic Initiative *Develop a city homeownership program* →

Workplan *Rockville Homeownership Program* →
Action Items

Plan Label And Number	Description	Description Details
Department Workplan 3.1.1	Rockville Homeownership Program	
Action Item 3.1.1.1	Research	Engage UMD SPP grad student to research local government homeownership programs
Action Item 3.1.1.2	Worksession	Seek feedback from M&C
Action Item 3.1.1.3	Engage HCI	Get program, banking, and loan information from HCI
Action Item 3.1.1.4	Design Program	Develop a logic model and program design
Action Item 3.1.1.5	Recruit Staff	Hire a Homeownership Specialist to manage the program
Action Item 3.1.1.6	Launch and Publicize Homebuyer Program(s)	Launch and spread the word throughout Rockville (community and staff)



The Current State (6/8)

Reporting Example (cont):

Guiding Principle *Housing* →

Strategic Initiative *Develop a city*

homeownership program →

Workplan *Rockville Homeownership Program* →

Action Items

Start Date	End Date	Status	Progress
Jun 01, 2024	Dec 31, 2025	<div><div></div><div></div><div></div></div> <div><div></div> On Track: 33.33%<div></div> On Hold: 16.67%<div></div> Upcoming: 50.0%</div>	<div>Progress 13%</div>
Sep 01, 2024	May 01, 2025	<div>On Track</div>	<div>Progress 30%</div>
Jan 01, 2025	Mar 24, 2025	<div>On Track</div>	<div>Progress 10%</div>
Jun 01, 2024	Mar 01, 2025	<div>On Hold</div>	<div>Progress 40%</div>
Apr 01, 2025	May 31, 2025	<div>Upcoming</div>	
May 01, 2025	Jul 01, 2025	<div>Upcoming</div>	
Jul 01, 2025	Dec 31, 2025	<div>Upcoming</div>	



The Current State (7/8)

Reporting Example (cont):

Guiding Principle *Housing* →

Strategic Initiative *Develop a city homeownership program* →

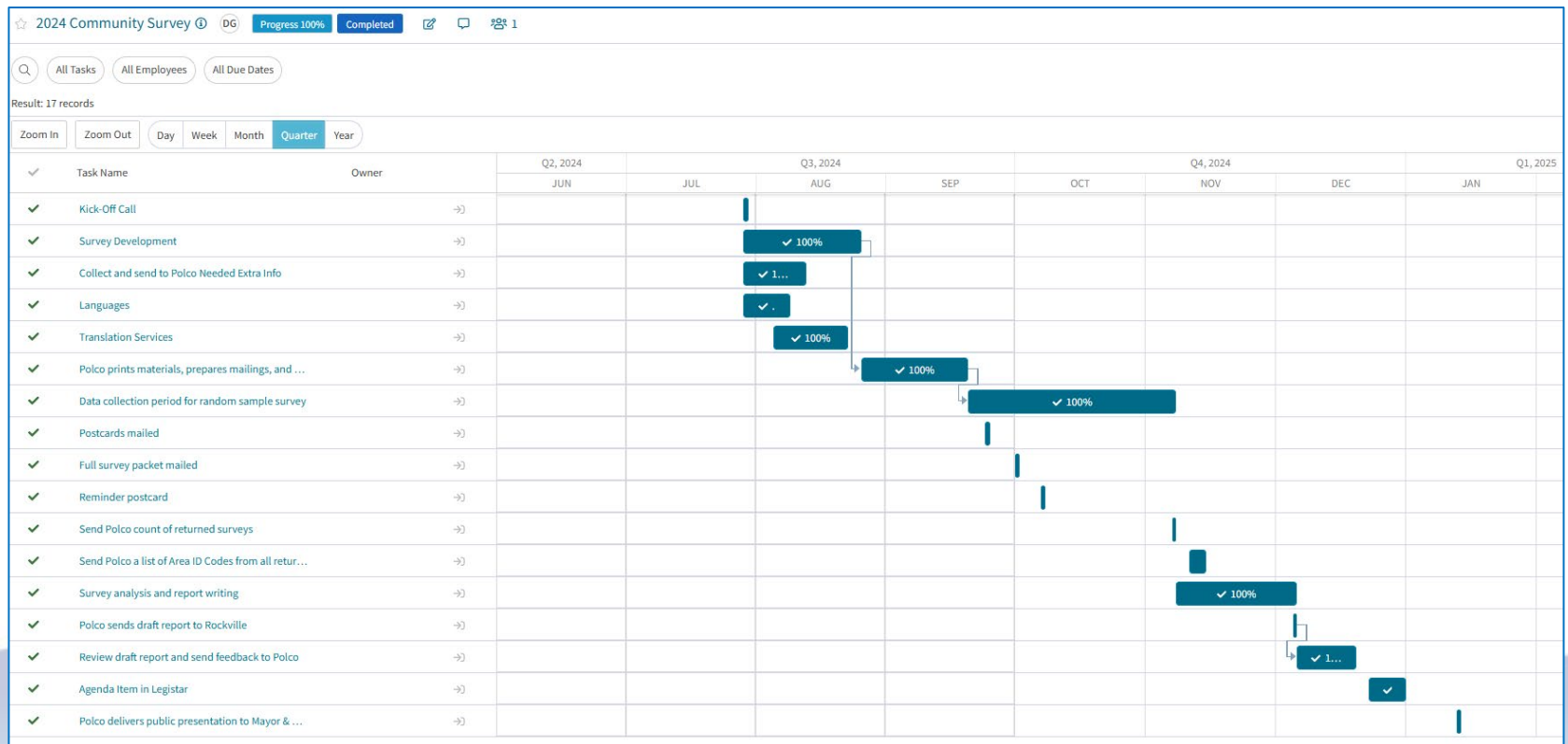
Workplan *Rockville Homeownership Program* →

Action Items

Last Update	Last Update Date
UMD had been engaged, a student has been selected to work on the project. Initial student deliverables have been provided. Student results are expected in April 2025.	Jan 15, 2025
Work session identified (3/24) and scheduled on the 6-month calendar.	Jan 16, 2025
Still waiting for information and response from HCI.	Jan 16, 2025

The Current State (8/8)

Projects Module example: The 2024 Community Survey





Next Steps

- **Complete the build-out of dashboards for:**
 - 2040 Comp Plan
 - FAST Phase 2
 - HCD Housing Strategies
- **Working with CCE on a Landing Page and the public-facing pieces**
- **Add additional existing plans whether they are standalone or fold into other plans (Town Center Master Plan into the 2040 Comp Plan, Pedestrian Master Plan into Vision Zero, etc.)**
- **Continually add new plans as they get approved (JEDI, etc.)**
- **Leverage the Analytics Module to house the city's performance measures and link them to their relevant plans where appropriate**
- **Build additional dashboards to display administrative data**



Requested Feedback

- **Does the Mayor & Council support the Results Rockville framework?**
- **How might we most effectively share and promote the Results Rockville products with our community and other stakeholders?**