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?**
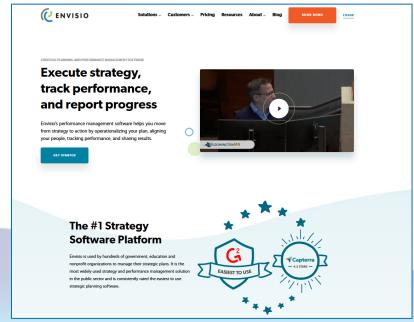
The Business Case

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
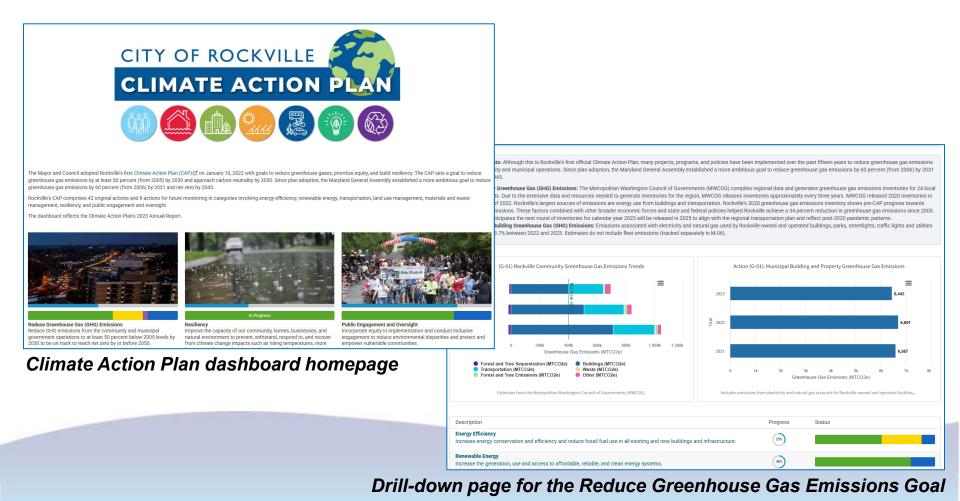
The Solution

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

The Current State (1/8)

Climate Action Plan dashboard

Climate Action Plan dashboard homepage

Drill-down page for the Reduce Greenhouse Gas Emissions Goal
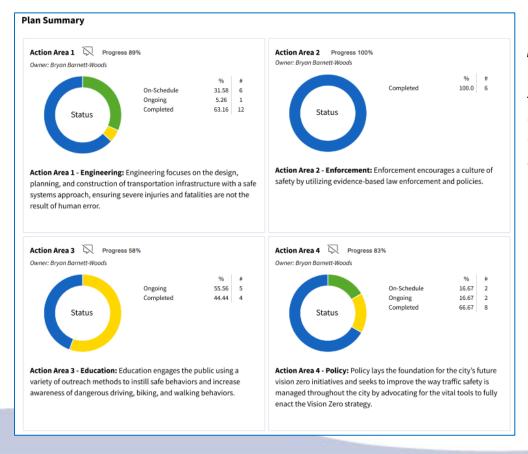
The Current State (2/8)

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	● On Track: 33.33% ● On Hold: 16.67% ● Upcoming: 50.0%	Progress 13%		
Action Item 3.1.1.1	Research	Engage UMD SPP grad student to research local government homeownership programs	Sep 01, 2024	May 01, 2025	On Track	Progress 30%	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	On Track	Progress 10%	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	On Hold	Progress 40%	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	Upcoming			
Action Item 3.1.1.5	Recruit Staff	Hire a Homeownership Specialist to manage the program	May 01, 2025	Jul 01, 2025	Upcoming			
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	Upcoming			

The Current State (5/8)

Reporting Example (cont):

Guiding Principle *Housing* →
Strategic Initiative *Develop a city homeownership program* →
Workplan *Rockville Homeownership Program* →
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Department Workplan 3.1.1	Rockville Homeownership Program	
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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):

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Strategic Initiative *Develop a city homeownership program* →
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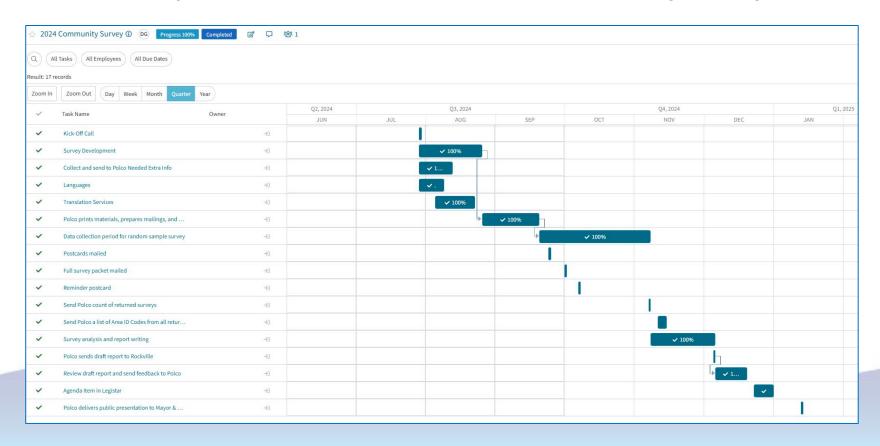| Start Date	End Date	Status	Progress
Jun 01, 2024	Dec 31, 2025	On Track: 33.33% / On Hold: 16.67% / Upcoming: 50.0%	Progress 13%
Sep 01, 2024	May 01, 2025	On Track	Progress 30%
Jan 01, 2025	Mar 24, 2025	On Track	Progress 10%
Jun 01, 2024	Mar 01, 2025	On Hold	Progress 40%
Apr 01, 2025	May 31, 2025	Upcoming	
May 01, 2025	Jul 01, 2025	Upcoming	
Jul 01, 2025	Dec 31, 2025	Upcoming	

The Current State (7/8)

Reporting Example (cont):

Guiding Principle *Housing* →
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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?**