



# CITY OF ROCKVILLE 2024 RESIDENT SURVEY

Report of Results

December 2024



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# Executive Summary

## Survey Background and Methods

The 2024 Rockville Resident Survey gathers community-wide feedback to help map residents' priorities for community planning and resource allocation. It allows residents to rate important aspects of their community such as the livability of their city, local government performance and the quality of local government services and serves as a consumer report card for Rockville; checking in with residents to make sure the City policies and services are on course.

The 2024 Rockville Resident Survey was administered to 3,000 randomly selected households within the city. A postcard was mailed to each of the 3,000 households inviting them to complete the survey online. A paper survey was mailed a week later and a reminder postcard followed one week after that. In total, 476 completed surveys were obtained from the 2,913 households who had a chance to participate (for 87 households the invitations were returned by the post office as undeliverable/vacant). Surveys were completed in languages other than English (466 surveys) including Spanish (4 surveys), Korean (4), Russian (1) and Simplified Chinese (1). This resulted in a response rate of 16.3%.

The margin of error is plus or minus 5 percentage points around any given percentage for the entire sample. The margin of error is important because it helps decision-makers understand the reliability of the data and make informed judgments. A smaller margin of error indicates more confidence in the results.

Survey results were weighted so that the characteristics of gender, age, race, ethnicity, tenure, housing unit type and area of residence are represented in proportions reflective of the entire city population. Comparisons of the results were made across demographic subgroups and geographic areas as well as to Polco's National Benchmark database.

The full set of frequencies or the "percent positive" are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important").

For comparisons with previous survey iterations results were converted to a common scale where zero is the lowest possible rating and 100 is the highest possible rating. The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent"=100, "good"=67, "fair"=33 and "poor"=0. Use of this converted scale to show average ratings allows for comparison to other survey iterations, where different question wording and response scales may have been used.

## Summary on National 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 Polco'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 statistical comparisons of Rockville's results to all communities in the benchmark database to a regional cohort of communities and to communities with a similar population size.

There were 127 evaluative and 10 participation items on the Rockville survey that could be compared to benchmarks. Of the 127 evaluative items (items to which respondents gave quality ratings), 5 were much higher, 39 were higher and 83 were similar. No item was lower than the benchmark comparisons. Of the 10 participation items (items in which respondents reported the frequency with which they engaged in various activities), 1 was much higher than the national comparison, 1 was higher and 8 were similar. All benchmark comparisons are shown in *Appendix F: Benchmark Comparisons*.

## Survey Key Findings

Overall, the survey results from 2018 to 2024 showed stability, with few changes in ratings. Similar to previous survey administrations, Rockville residents provided positive evaluations to most questions. When compared to ratings from residents in other communities across the country, Rockville generally received ratings that were higher than or similar to the national benchmark.

### Residents continue to be satisfied with the overall quality of life in Rockville.

- About 9 in 10 respondents rated the overall quality of life in Rockville as excellent or good. Additionally, about 9 in 10 residents praised Rockville and their neighborhoods as great places to live, and the city as a good place to raise children. Where comparisons could be made, 2024 ratings were consistent with 2018 ratings and with those from communities across the country and the region, except for Rockville as a place to work that ranked higher than the national benchmark.

### The quality of the natural environment and the parks and recreation opportunities are top-rated characteristics of Rockville.

- The survey asked residents to provide their opinions of 13 characteristics related to community livability in Rockville. All 13 characteristics were rated favorably by at least 6 in 10 residents. Among the highest-rated characteristics in Rockville were the overall quality of the natural environment, parks and recreation opportunities, the image or reputation of Rockville, the utility infrastructure, the feeling of safety, overall health and wellness opportunities, the transportation system, and overall opportunities for education.

- When comparisons to the national benchmarks were possible, 9 characteristics had ratings on par with the national average, while 3 had higher ratings: the overall quality of the transportation system, overall quality of infrastructure, and overall opportunities for education, culture, and the arts.

### **All of Rockville's city services were rated favorably by at least half of the respondents.**

- Residents were asked to rate the quality of 44 different city services. All 44 services received excellent or good marks from at least half of the respondents. The top-rated services, receiving excellent or good ratings from over 90% of respondents, included fire services, public library services, and ambulance services (these three services are provided by Montgomery County). Other top-rated services, considered excellent or good by more than 85% of respondents, included playgrounds, services for youth, fire prevention and education, Rockville-provided water services, Rockville-provided sewer services, athletic fields, and Rockville-provided refuse collection.

### **Residents tend to feel safe in Rockville.**

- Virtually all respondents feel very or somewhat safe in their neighborhood and in commercial areas in Rockville during the day. About 9 in 10 residents also feel very or somewhat safe at local parks and playgrounds and safe from fire, flood, or other natural disasters, while 8 in 10 feel safe when walking or rolling in the city, using paths and trails, and safe from violent crime. Finally, about 7 in 10 feel safe from property crime and in the vicinity of Metrorail stations.
- Compared to 2018, feelings of safety in 2024 were higher for paths and trails, parks and playgrounds, and in neighborhoods. Ratings for feelings of safety in Rockville were similar to comparison communities across the nation and the region.

### **Public transportation is well-rated by residents.**

- Evaluations of the ease of walking and rolling in Rockville were positive, with about three-fourths of respondents rating it as excellent or good. About 7 in 10 respondents also praised the ease of travel by public transportation and by car, while 6 in 10 gave positive ratings for the ease of travel by bicycle and the ease of public parking.
- Compared to 2018, the ease of walking and rolling (previously referred to as the ease of walking) and the ease of public parking showed increased positive rankings, while the other items remained consistent. When compared to the national benchmark, all transportation items were similar except for the ease of travel by public transportation, which was much higher than the benchmark. When compared to the regional benchmark, the ease of travel by bike and the ease of walking and rolling received higher marks while the ease of travel by public transportation received much higher marks.

### **The variety of business and service establishments in Rockville is rated higher than in other communities.**

- When it comes to economic development, about 8 in 10 respondents rated the overall quality of business and service establishments and the variety of business and service establishments in Rockville as excellent or good. Meanwhile, 7 in 10 residents praised the shopping opportunities, and 6 in 10 rated the vibrancy of the commercial areas and

employment opportunities favorably. Finally, just about a third of respondents thought the cost of living in Rockville was excellent or good.

- When compared to the national and regional benchmarks, the variety of business and service establishments in Rockville and the shopping opportunities were rated higher, while the vibrancy of downtown/commercial areas and the quality of business and service establishments were on par.

### **Rockville residents are satisfied with the government's performance.**

- All public trust dimensions received at least 60% favorable ratings, with the top-rated aspects being treating residents with respect (81%), treating residents fairly (78%), and the responsiveness of city staff (75%). Other well-rated aspects included being open and transparent to the public and being honest (both at 70%).
- All comparable items were higher than the national and regional benchmarks, except for the value of services for taxes paid which was on par with both benchmarks and the overall direction Rockville is taking, which was on par with the national benchmark.
- About 9 in 10 residents commended the overall quality of services provided by the City of Rockville. In contrast, about three-quarters gave favorable ratings to the services provided by Montgomery County Government, while two-thirds praised the services provided by the State of Maryland. Federal government services were commended by about half of the residents. As seen in other communities across the nation, local government services tend to receive more positive ratings than services provided by higher levels of government.

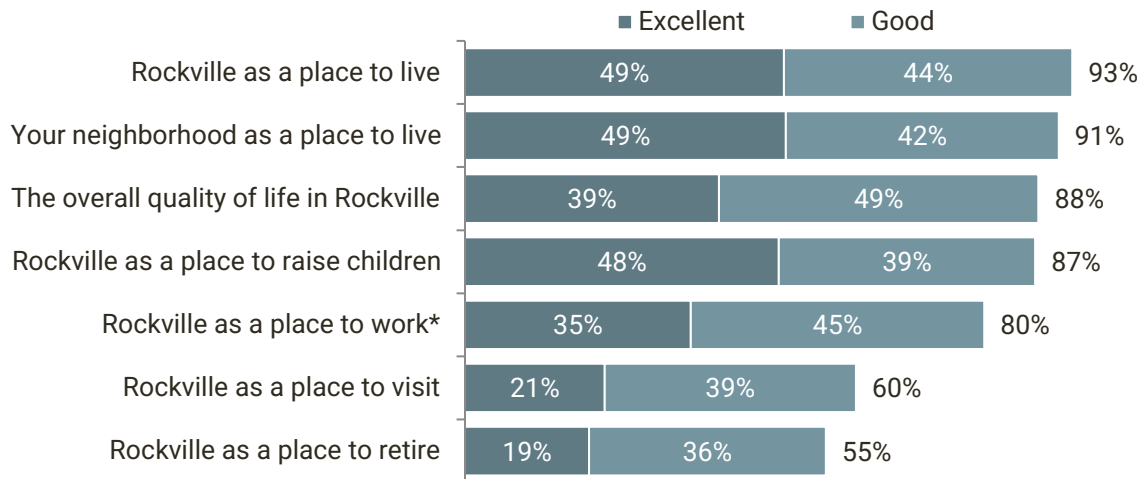
# Survey Results

## Quality of Life in Rockville

Rockville residents were asked to assess the overall quality of life in the city, as well as six other dimensions of quality of life. About 9 in 10 respondents rated the overall quality of life in Rockville as excellent or good. Additionally, about 9 in 10 residents praised Rockville and its neighborhoods as great places to live, and the city as a good place to raise children. About 8 in 10 respondents rated Rockville as an excellent or good place to work. Finally, about 6 in 10 residents gave positive ratings to the city as a place to visit or retire (Figure 1).

Where comparisons could be made, 2024 ratings were on par with 2018 ratings (Figure 2) and similar to communities across the country and the region, except for Rockville as a place to work, which ranked higher than the national benchmark (see *Appendix F: Benchmark Comparisons*).

**Figure 1: Aspects of Quality of Life in Rockville**



\* More than 30% of respondents said "Don't know" when evaluating "Rockville as a place to work".

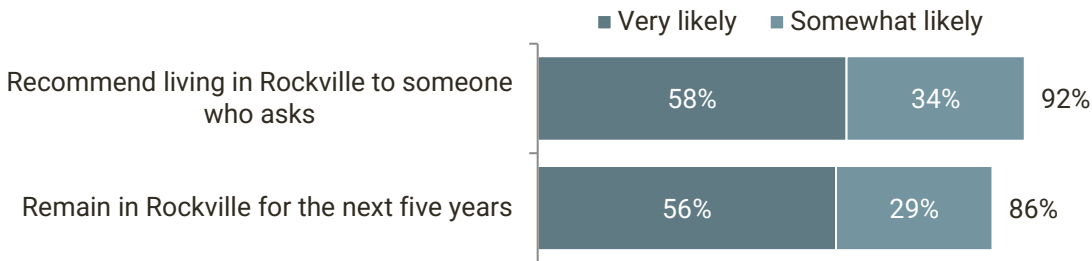
**Figure 2: Aspects of Quality of Life by Year**

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Your neighborhood as a place to live	80	75	74	74	74	71	71	70	74	73	70
Rockville as a place to raise children	78	78	77	77	77	76	74	68	73	71	70
Overall quality of life in Rockville	75	77	77	77	76	74	76	71	74	74	74
Rockville as a place to retire	52	56	54	55	57	57	53	47	52	53	51

Residents stay loyal to Rockville, with about 9 in 10 residents indicating they would be very or somewhat likely to recommend living in Rockville to someone who asks and almost the same proportion planning to remain in Rockville for the next five years. Both ratings are on par with other communities across the nation and the region (see *Appendix F: Benchmark Comparisons*).

Homeowners, those over age 35, and those who had lived in Rockville for more than five years were more likely to plan on living in the community for the next five years than their counterparts (see *Appendix D: Comparison of Responses by Area of Residence*).

**Figure 3: Likelihood of Remaining in and Recommending Rockville**





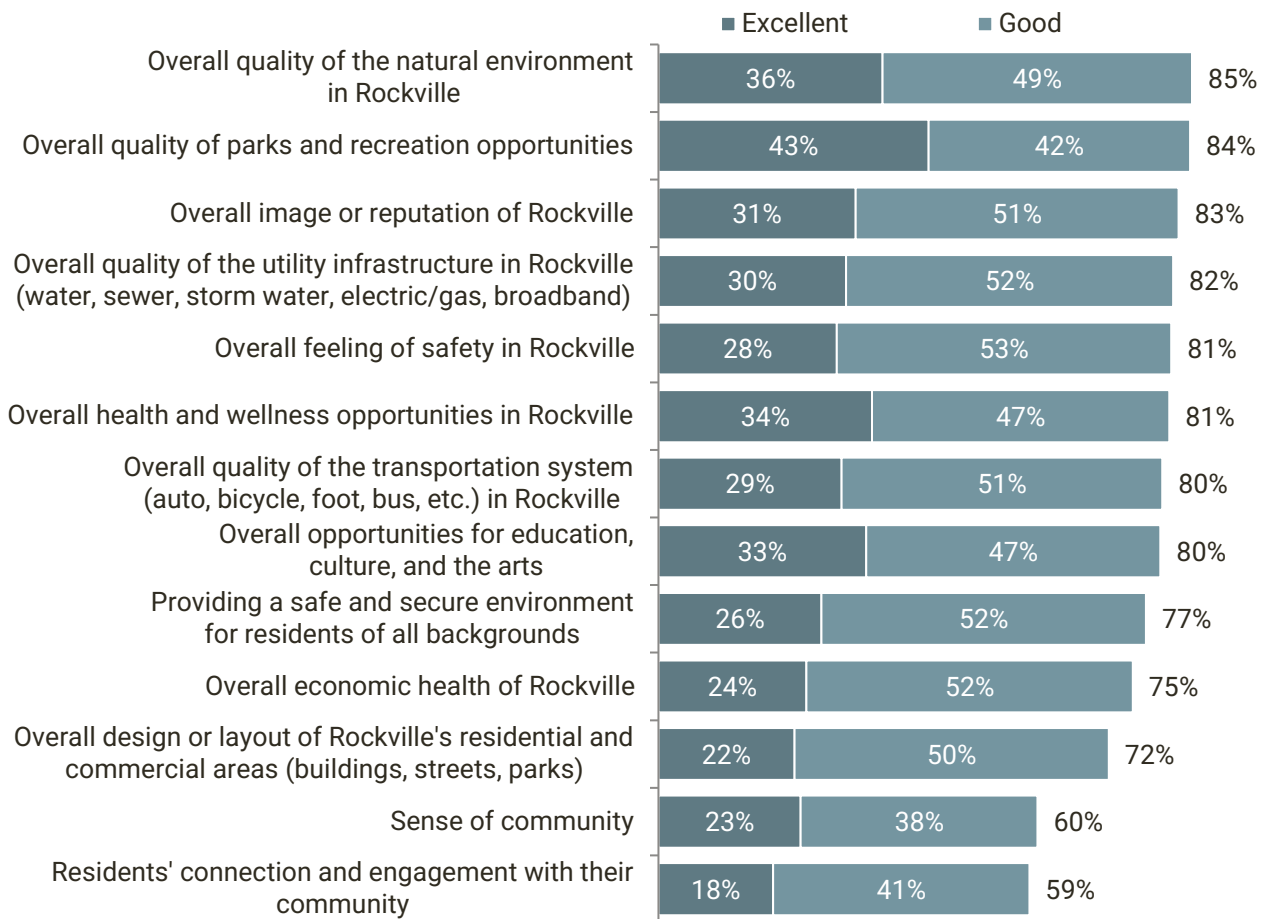
## Community Characteristics

The survey asked residents to provide their opinions on 13 characteristics related to community livability in Rockville, from overall economic health to the sense of community. All 13 characteristics were rated favorably by at least 6 in 10 residents. Among the best Rockville characteristics were the overall quality of the natural environment, parks and recreation opportunities, the image or reputation of Rockville, utility infrastructure, feelings of safety, overall health and wellness opportunities, the transportation system and overall opportunities for education.

Where comparisons with previous years were available, community characteristics remained stable versus 2018.

When compared to the national benchmarks, there were 9 characteristics on par and 3 rated higher (the overall quality of the transportation system, the overall quality of infrastructure and the overall opportunities for education culture and the arts). When compared to the regional benchmarks, there were 10 characteristics rated on par and two rated higher: the overall quality of the transportation system and the overall quality of infrastructure (see *Appendix F: Benchmark Comparisons*).

**Figure 4: Community Characteristics**



**Figure 5: Community Characteristics Ratings by Year**

<b>Please rate each of the following characteristics as they relate to Rockville as a whole. (Average rating on 100-point scale (0=poor, 100=excellent))</b>	<b>2024</b>	<b>2018</b>	<b>2016</b>	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Overall quality of the natural environment in Rockville	72	68	66	66	67	64	62	-	-	-	-
Overall image or reputation of Rockville	71	71	70	-	-	-	-	-	-	-	-
Overall health and wellness opportunities in Rockville	71	68	67	67	-	-	-	-	-	-	-
Overall Feeling of Safety	69	68	-	-	-	-	-	-	-	-	-
Providing a safe and secure environment for residents of all backgrounds	67	74	-	-	-	-	-	-	-	-	-
Overall economic health of Rockville	65	65	-	-	-	-	-	-	-	-	-
Sense of community	59	63	63	62	63	62	59	58	59	61	59

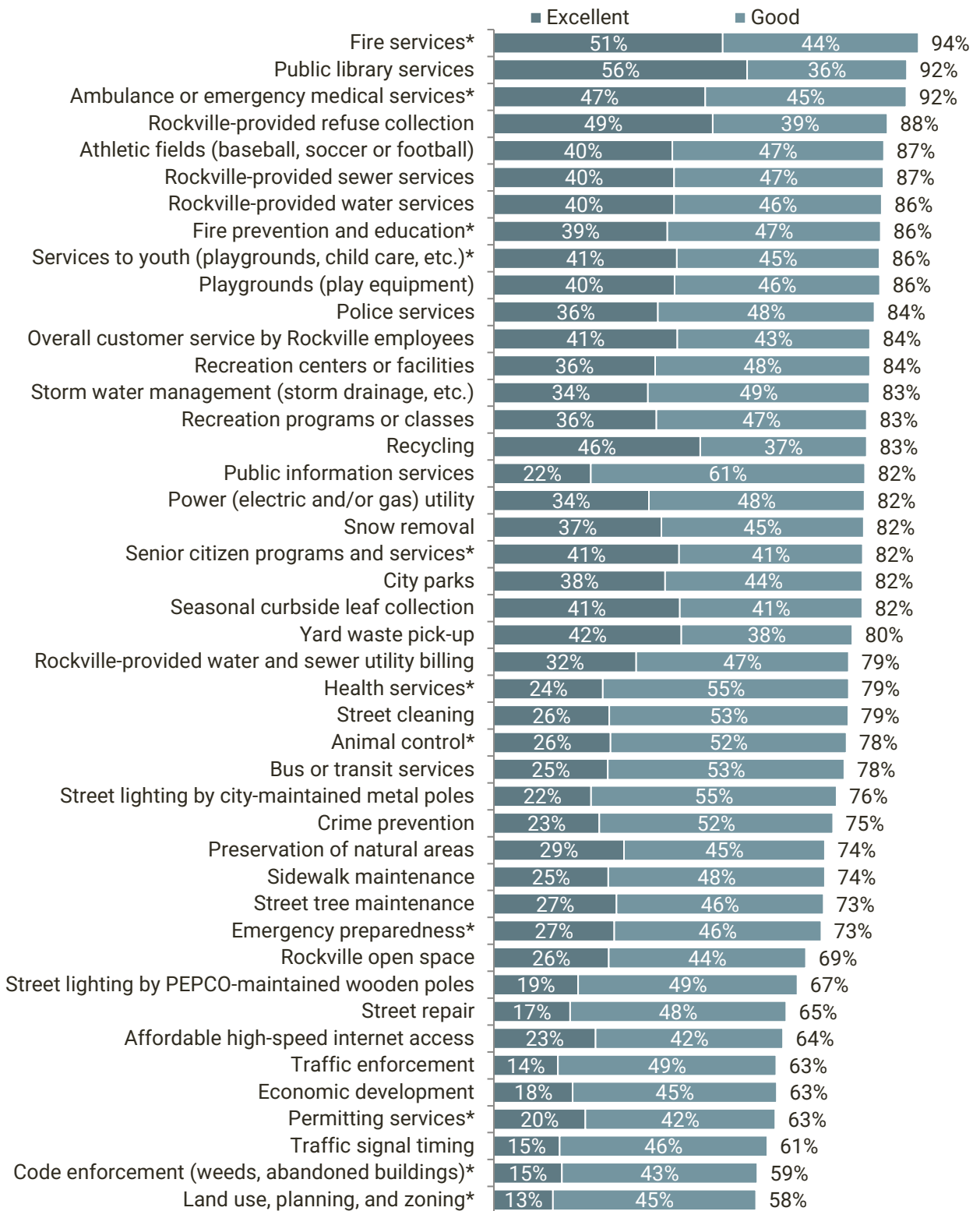
## City Services

Residents were asked to rate the quality of 44 different city services. All 44 services received excellent or good marks from at least half of the respondents. Top rated services, receiving excellent or good ratings from over 90% of respondents, included fire services, public library services and ambulance services. Other top-rated services considered excellent or good by more than 85% of respondents were playgrounds, services to youth, fire prevention and education, Rockville-provided water services, Rockville-provided sewer services, athletic fields and Rockville-provided refuse collection (Figure 6).

Services receiving lower marks included code enforcement and land use planning and zoning. However, these are items to which residents tend to give lower grades, and Rockville's rating for land use planning and zoning was higher than the national benchmark comparison.

In fact, of the 35 services that could be compared to the national benchmark, 24 received similar ratings while 11 received higher ratings than those given by residents in other communities across the nation. No Rockville service received a rating below the national benchmark (see *Appendix F: 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 7 starting on page 12. Of the 44 services rated in 2024, 29 were also evaluated in 2018. Of those 29, 24 were similar to the 2018 rating; 4 were lower (traffic enforcement, recycling collection, yard waste collection and code enforcement) while one increased from 2018 to 2024 (City of Rockville utility billing).

**Figure 6: City Service Ratings**

\* More than 30% of respondents said "Don't know" when evaluating "Land use, planning, and zoning", "Permitting services", "Code enforcement", "Animal control", "Ambulance or emergency medical services", "Fire services", "Fire prevention and education", "Emergency preparedness", "Health services", "Senior citizen programs and services" and "Services to youth".

Figure 7: City Service Ratings by Year

Please rate the quality of each of the following services in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Rockville-provided refuse collection	78	81	77	80	79	76	75	75	74	74	75
Recycling	75	81	77	80	77	76	74	71	70	71	74
Rockville-provided water services	75	71	68	70	68	67	68	68	69	68	67
Athletic fields	75	71	72	71	70	66	68	64	67	-	-
Overall customer service by Rockville employees	74	75	75	72	72	72	68	69	70	69	70
Playgrounds (play equipment)	74	72	72	72	73	69	69	63	67	-	-
Services to youth	74	73	73	72	73	69	71	68	68	70	68
Seasonal curbside leaf collection	73	70	70	71	70	68	64	66	69	67	66
Police services	73	72	68	65	67	65	65	64	-	-	-
Senior citizen programs and services	73	74	71	73	73	69	75	72	74	72	74
Yard waste pick-up	72	78	74	76	75	-	-	-	-	-	-
Snow removal	72	67	61	67	65	55	64	67	66	62	69
Recreation programs and classes	72	71	72	72	72	68	71	70	70	73	73
Recreation centers or facilities	72	73	73	73	72	69	70	69	70	72	-
City parks	72	74	72	72	73	70	70	-	-	-	71
Rockville-provided water and sewer utility billing	69	62	60	62	-	-	-	-	-	-	-
Street cleaning	66	64	61	63	63	57	59	57	57	58	59
Animal control	66	66	-	-	-	-	-	-	-	-	-
Street tree maintenance	65	62	61	62	60	55	57	-	-	-	-
Sidewalk maintenance	65	63	62	64	63	59	58	-	-	-	-
Crime prevention	65	65	65	64	62	61	59	57	-	-	-
Preservation of natural areas (open space, farmlands, and greenbelts)	65	66	64	65	63	61	64	-	-	-	-
Street lighting by city-maintained metal poles	64	63	60	64	62	-	-	-	-	-	-
Emergency preparedness	64	67	65	63	61	-	-	-	-	-	-
Street lighting by PEPCO-maintained wooden poles	60	60	-	-	-	-	-	-	-	-	-
Street repair	58	58	57	60	61	57	59	58	58	54	59
Permitting services	57	58	53	55	54	54	51	51	49	-	-
Traffic enforcement	55	62	61	60	60	62	64	60	60	59	59
Code enforcement (weeds, abandoned buildings, etc.)	54	60	-	-	-	-	-	-	-	-	-

## Community Design

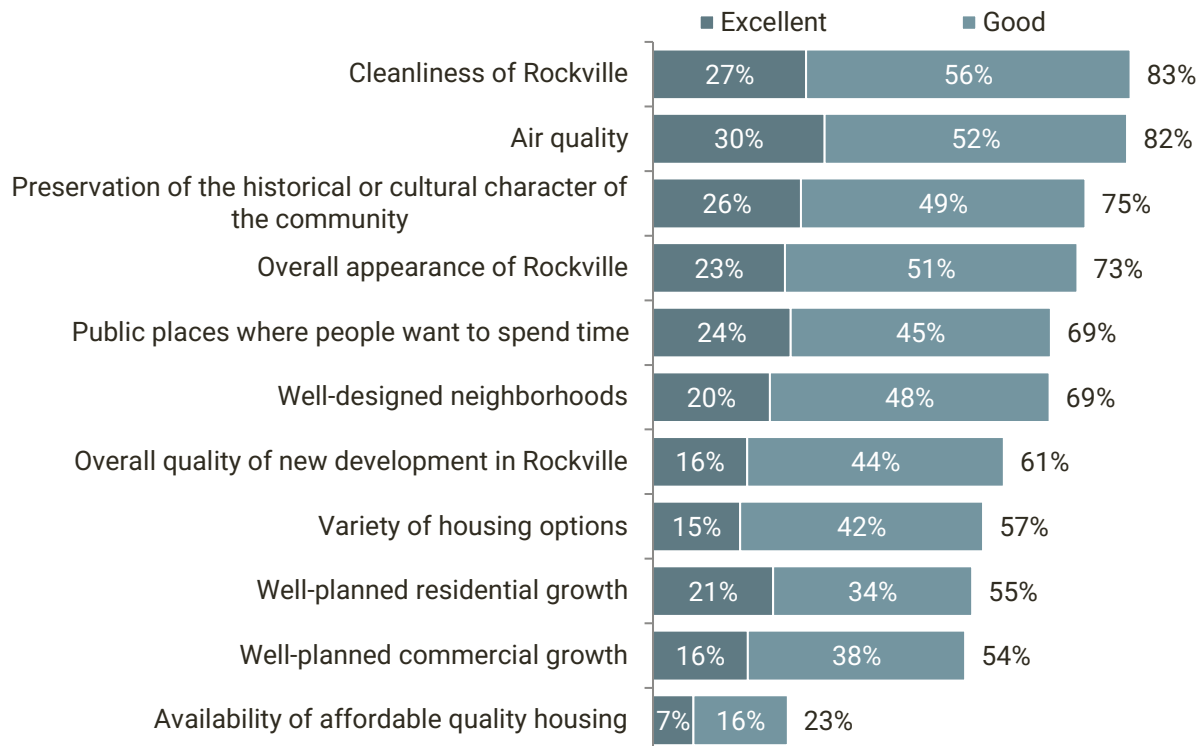
About 8 in 10 respondents praised the cleanliness and air quality of Rockville, while three-quarters of respondents positively rated the preservation of the historical character of the community as well as the overall appearance of the city. Respondents also praised the public places where people want to spend time and the well-designed neighborhoods of Rockville.

Meanwhile, the overall quality of new development and the variety of housing options were rated positively by 6 in 10 residents, slightly above well-planned residential and commercial growth. Lastly, just about 1 in 4 respondents had positive ratings for the availability of affordable housing in Rockville.

Three items could be compared with previous iterations of the survey: the overall appearance of Rockville and the availability of affordable quality housing, which were on par with the 2018 rating; and the overall quality of new development in Rockville, which was slightly below 2018 ratings.

When compared to communities across the nation, two community design areas received higher marks than the national benchmark: well-planned commercial growth and well-planned residential growth. When compared to communities across the region, several community design areas received higher marks than the regional benchmark: preservation of natural areas, well-planned residential growth, well-planned commercial growth and well-designed neighborhoods (see *Appendix F: Benchmark Comparisons*).

**Figure 8: Housing and Development**



**Figure 9: Ratings of Housing and Development by Year**

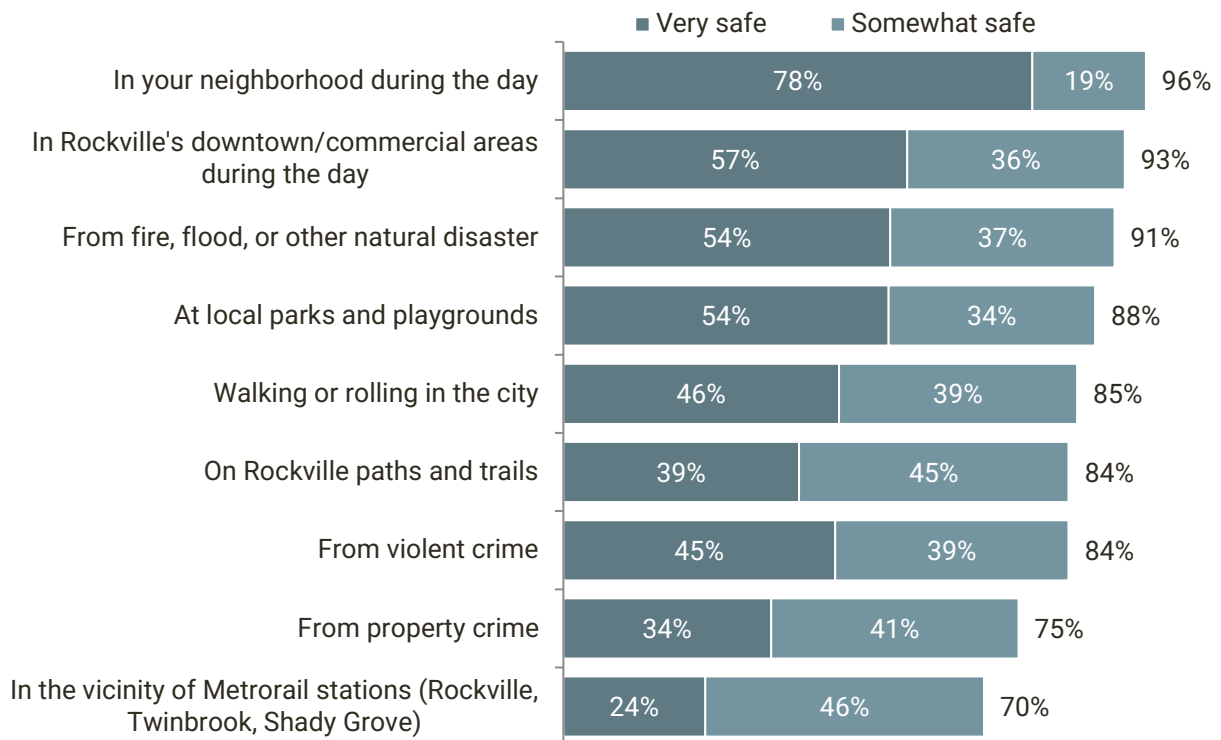
<b>Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))</b>	<b>2024</b>	<b>2018</b>	<b>2016</b>	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Overall appearance of Rockville	65	70	69	68	69	67	67	61	61	62	62
Overall quality of new development in Rockville	55	62	61	62	61	60	59	57	59	56	56
Availability of affordable quality housing	32	36	37	39	37	36	37	33	35	39	-

## Safety

Rockville residents generally feel safe in their community during the day; virtually all respondents feel very or somewhat safe in their neighborhood and in commercial areas in Rockville, during the day. About 9 in 10 residents also feel very or somewhat safe at local parks and playgrounds and safe from fire, flood or other natural disasters, while 8 in 10 feel safe when walking or rolling in the city, using paths and trails, and from violent crime. Finally, about 7 in 10 feel safe from property crime and safe in the vicinity of Metrorail stations.

When compared to 2018, feelings of safety were higher in 2024 for paths and trails, at parks and playgrounds and in their neighborhood. Safety ratings in Rockville were similar to comparison communities across the nation and the region (see *Appendix F: Benchmark Comparisons*).

**Figure 10: Feelings of Safety in Rockville, 2024**



**Figure 11: Ratings of Safety in Rockville by Year**

Please rate how safe or unsafe you feel: (Average rating on 100-point scale (0=very unsafe, 100=very safe))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
In your neighborhood during the day	93	86	85	87	84	83	84	83	87	89	89
In Rockville's downtown/commercial areas during the day	86	81	81	83	81	79	83	82	83	86	86
At local parks and playgrounds	84	78	-	-	-	-	-	-	-	-	-
On Rockville paths and trails	79	70	-	-	-	-	-	-	-	-	-
In the vicinity of Metrorail stations	69	65	65	-	-	-	-	-	-	-	-

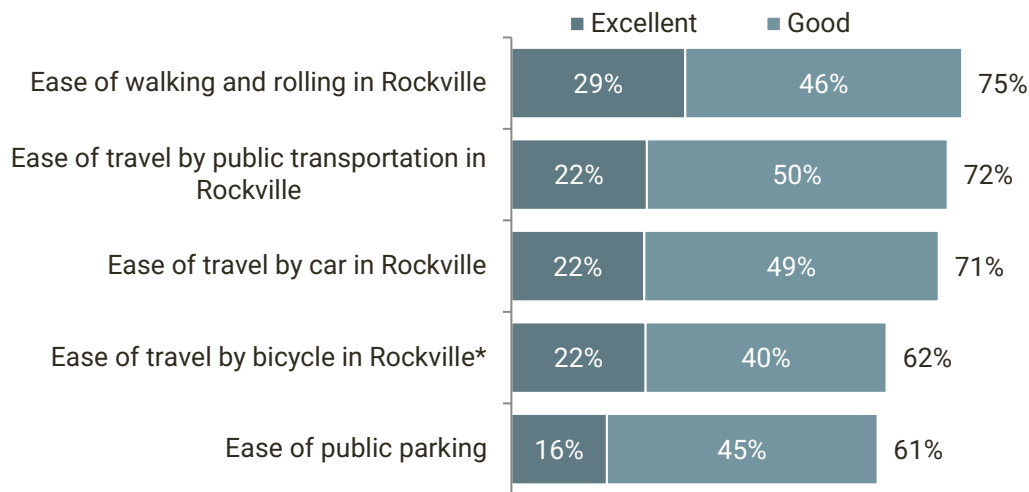


## Transportation

Evaluations of the ease of walking and rolling in Rockville were positive, with three fourths of respondents giving a rating of excellent or good. About 7 in 10 respondents also praised the ease of travel by public transportation and the ease of travel by car. Lastly, 6 in 10 residents rated positively the ease of travel by bicycle and the ease of public parking.

Compared to 2018, the ease of walking and rolling (previously ease of walking) and the ease of public parking showed increased positive ratings, while the other items remained on par. When compared to the national benchmark, all transportation items were similar except for the ease of travel by public transportation, which was much higher than the benchmark. When compared to the regional benchmark, the ease of travel by bicycle and the ease of walking and rolling received higher marks while the ease of travel by public transportation received much higher marks (see *Appendix F: Benchmark Comparisons*).

**Figure 12: Ratings of Ease of Travel, 2024**



\* More than 30% of respondents said "Don't know" when evaluating "Ease of travel by bicycle in Rockville".

**Figure 13: 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))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Ease of walking and rolling in Rockville*	66	57	60	60	60	55	55	50	51	52	52
Ease of travel by public transportation in Rockville	63	64	65	68	66	63	63	63	61	64	63
Ease of travel by car in Rockville	62	64	64	64	65	59	59	56	55	58	56
Ease of public parking	56	47	48	-	-	-	-	-	-	-	-
Ease of travel by bicycle in Rockville	56	52	51	54	51	48	50	44	42	44	41

\* In 2024, pedestrian modes were changed include "rolling" where in prior years the item was "ease of walking".

## Health and Wellness

About 8 in 10 respondents gave high marks to the availability of paths and walking trails, as well as fitness and recreational opportunities available in Rockville. About 7 in 10 rated the availability of preventive health services as excellent or good, while two-thirds of respondents rated the availability of affordable quality healthcare and affordable quality food favorably. Lastly, about 6 in 10 respondents praised the availability of affordable quality mental health care.

When compared to the national benchmark the availability of preventive health and affordable quality mental health care received higher marks. While when compared the regional benchmarks, all health and wellness ratings were on par (see Appendix F: Benchmark Comparisons).

**Figure 14: Health and Wellness**



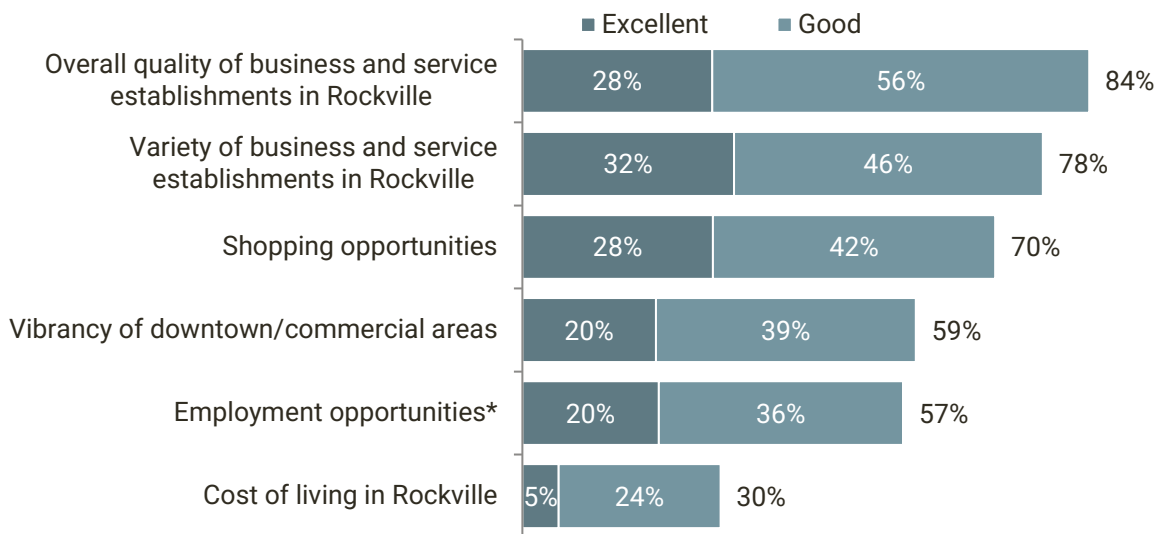
\* More than 30% of respondents said "Don't know" when evaluating "Availability of affordable quality mental health care".

## Economic Development

When it comes to economic development, about 8 in 10 respondents believe the overall quality of business and service establishments in Rockville are excellent or good. About the same proportion rated the variety of business and service establishments in Rockville as excellent or good. Meanwhile, 7 in 10 residents praised the shopping opportunities, and 6 in 10 rated the vibrancy of the commercial areas and employment opportunities favorably. Finally, only about one-third of respondents thought the cost of living in Rockville was excellent or good.

When compared to the national and the regional benchmarks, the variety of business and service establishments in Rockville and shopping opportunities were rated higher, while the vibrancy of downtown/commercial areas and the quality of business and service establishments were on par (see *Appendix F: Benchmark Comparisons*).

**Figure 15: Economic Development**



\* More than 30% of respondents said "Don't know" when evaluating "Employment opportunities".

**Figure 16: Ratings of Economic Development by Year**

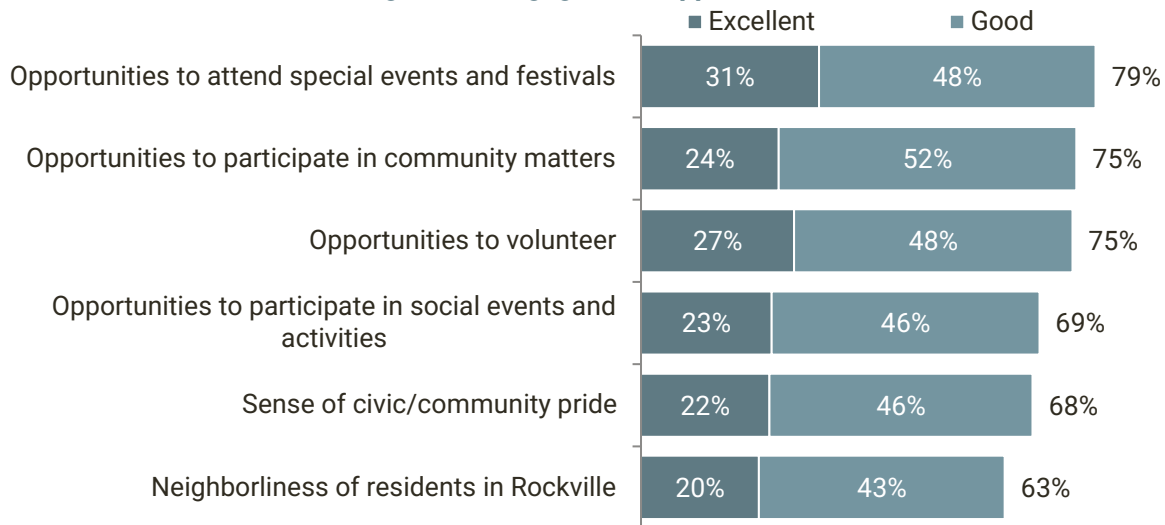
Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Overall quality of business and service establishments in Rockville	70	65	69	67	-	-	-	-	-	-	-

## Engagement Opportunities

About 8 in 10 residents rated the opportunities to attend special events and festivals in Rockville as excellent or good. Meanwhile, about three-quarters of respondents gave high marks to the opportunities to participate in community matters and volunteer. Finally, about two-thirds of respondents rated positively the opportunities to participate in social events, the sense of civic pride and the neighborliness of residents in Rockville.

When compared to the national and regional benchmarks, all items were on par with the community averages (see *Appendix F: Benchmark Comparisons*).

**Figure 17: Engagement Opportunities**

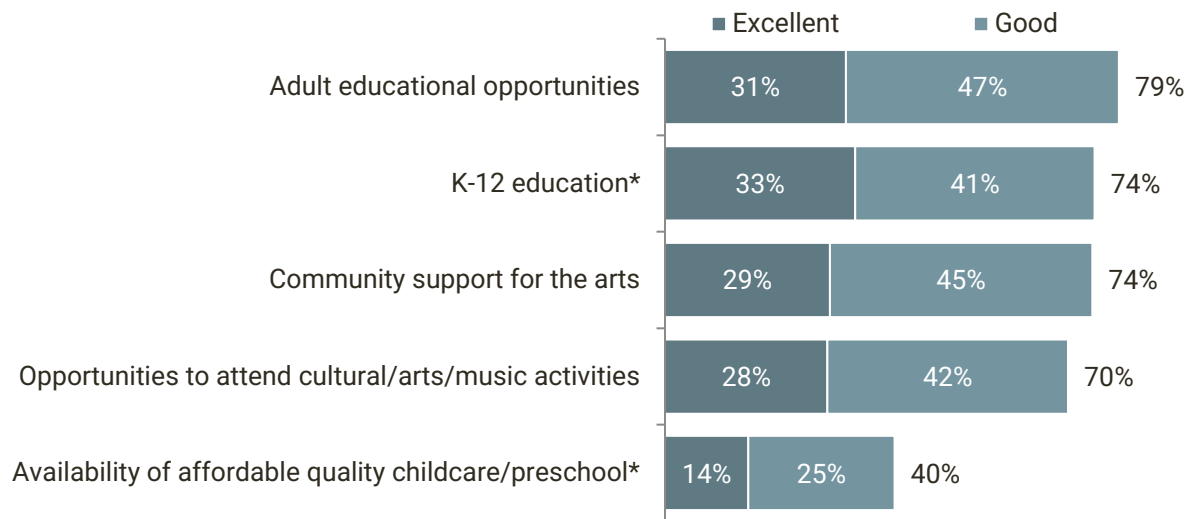


## Education, Arts, and Culture

Between 7 and 8 respondents out of 10 rated adult education opportunities, K-12 education, community support for the arts and opportunities to attend cultural/arts/music activities to be excellent or good in Rockville. The only aspect to be rated positively by a minority of residents was the availability of affordable quality childcare/preschool, which received favorable marks from 40% of respondents.

When compared to the national benchmark, the opportunities to attend cultural/arts/music activities, community support for the arts, and adult educational opportunities received higher marks, while the availability of affordable, quality childcare/preschool and K-12 education marks were on par. Compared to the regional benchmark, all ratings were on par except for adult educational opportunities, which were rated higher in Rockville (see *Appendix F: Benchmark Comparisons*).

**Figure 18: Education, Arts, and Culture**



\* More than 30% of respondents said "Don't know" when evaluating "K-12 education" and "Availability of affordable quality childcare/preschool".

**Figure 19: Ratings of Education, Arts, and Culture**

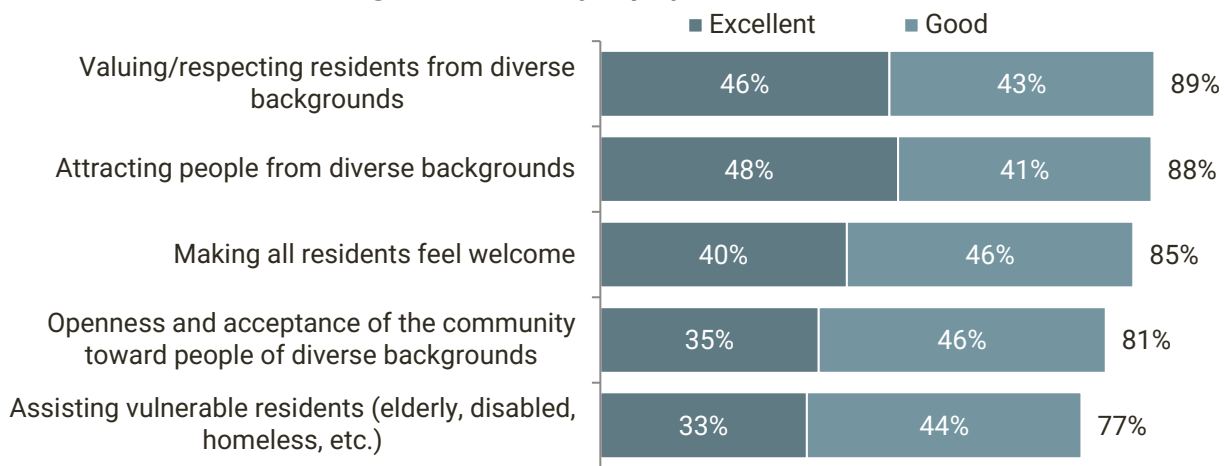
Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Opportunities to attend cultural/arts/music activities	65	69	69	69	69	66	70	63	64	64	64

## Diversity, Equity and Inclusion

Respondents were asked to rate how the Rockville community fares in five areas related to diversity, equity and inclusion. About 9 in 10 respondents felt that Rockville was excellent or good in valuing/respecting residents from diverse backgrounds and in attracting people from diverse backgrounds. Meanwhile, about 8 in 10 respondents felt that Rockville is excellent or good in making all residents feel welcome, accepting people of diverse backgrounds and assisting vulnerable residents.

When compared to the national and the regional benchmark, all five areas received higher or much higher ratings (see *Appendix F: Benchmark Comparisons*).

**Figure 20: Diversity, Equity and Inclusion**



**Figure 21: Ratings of Diversity, Equity and Inclusion by year**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2024	2018	2016	2014	2012	2010	2008	2007	2005	2003	2001
Openness and acceptance of the community toward people of diverse backgrounds	72	74	72	72	73	69	69	66	68	68	68

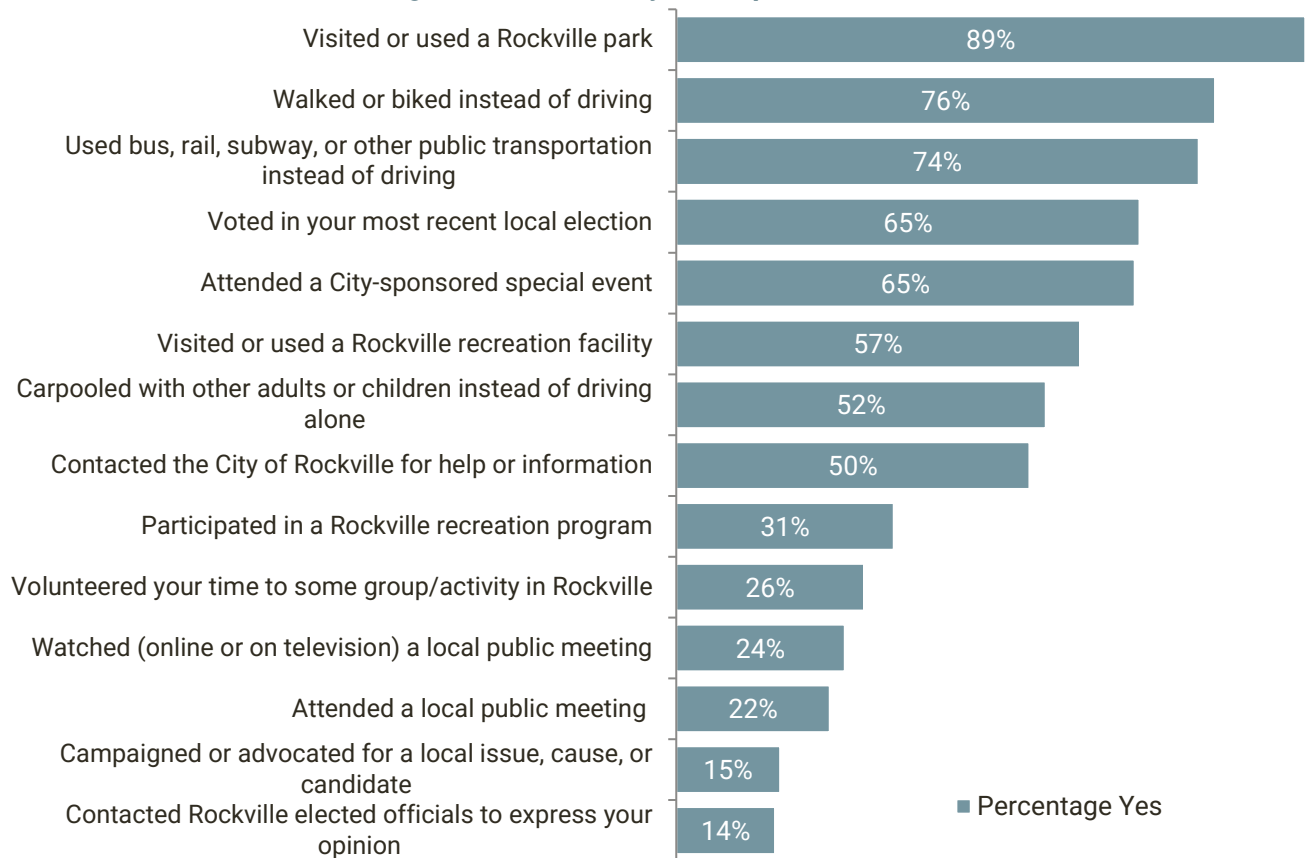
## Community Participation

Respondents were asked if they have visited, used or engaged in various community activities in the 12 months prior to the survey. About 9 in 10 respondents reported that they had visited or used a Rockville park at least once in the previous 12 months (89%), while about three quarters acknowledged having walked or biked instead of driving and having used public transportation instead of driving. Also, about two thirds reported having voted in a local election and having attended a City-sponsored special event. At least half of the residents said they had visited a Rockville recreation facility, contacted the City of Rockville for help or information or carpooled with others instead of driving. Lastly, less than a third of the respondents reported having participated in a Rockville recreation program, volunteered time to some activity in Rockville, watched or attended a local public meeting, campaigned for an issue or contacted Rockville elected officials to express their opinion.

Overall, homeowners and those living in detached housing unit types tended to participate in higher proportion than renters and those living in attached dwellings (see *Appendix C: Comparison of Responses by Demographics*).

All community participation ratings were on par with the national and regional benchmarks, except for walked or biked or used bus instead of driving, which were higher than their regional benchmarks (see *Appendix F: Benchmark Comparisons*).

**Figure 22: Community Participation**



When comparisons to previous years were available, attendance at City-sponsored special events, usage of recreation facilities, and participation in recreation programs showed a decrease, while usage of Rockville parks remained stable.

**Figure 23: Frequency of Participation by Year**

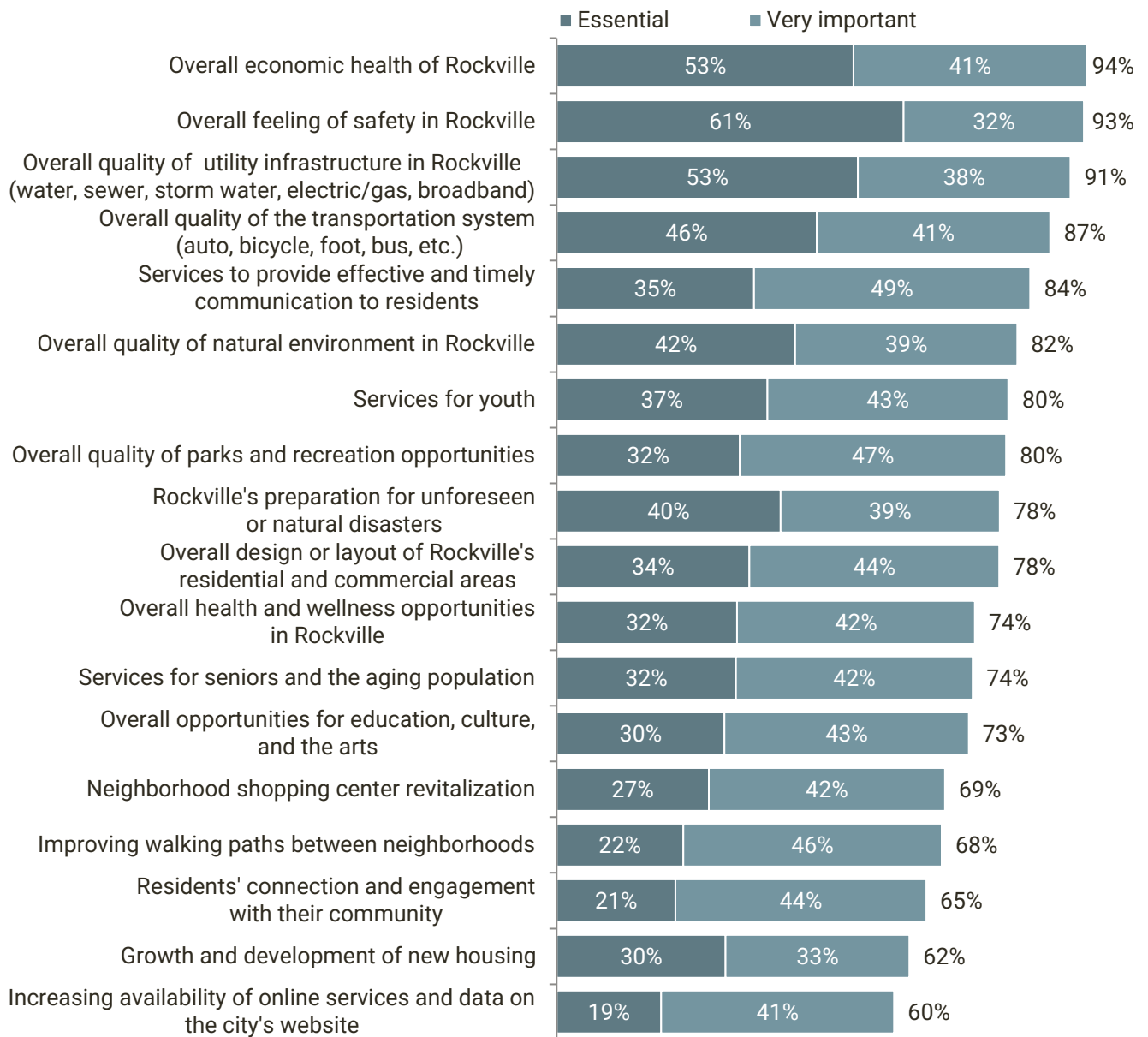
<b>Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")</b>	<b>2024</b>	<b>2018</b>	<b>2016</b>	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Visited or used a Rockville park	89%	87%	91%	86%	85%	81%	83%	83%	78%	80%	76%
Attended a City-sponsored special event	65%	72%	70%	71%	69%	75%	74%	73%	67%	65%	71%
Visited or used a Rockville recreation facility	57%	65%	64%	61%	55%	56%	60%	62%	56%	58%	55%
Participated in a Rockville recreation program	31%	44%	45%	43%	40%	42%	46%	46%	39%	38%	41%



## Resident Priorities

Eighteen potential priorities were presented to survey participants, who rated how important they felt it was for the city to focus on each over the next two years. All potential priorities received “essential” or “very important” ratings from at least 60% of respondents. The priorities deemed most important are the economic health of Rockville, the feeling of safety, and the quality of the city's utility infrastructure. Each of these was considered “essential” by more than half of respondents and rated as “essential” or “very important” by approximately 9 in 10 respondents. The priorities deemed least important were the growth and development of new housing and increasing the availability of online services and data on the city's website.

**Figure 24: Importance of Potential Priorities**

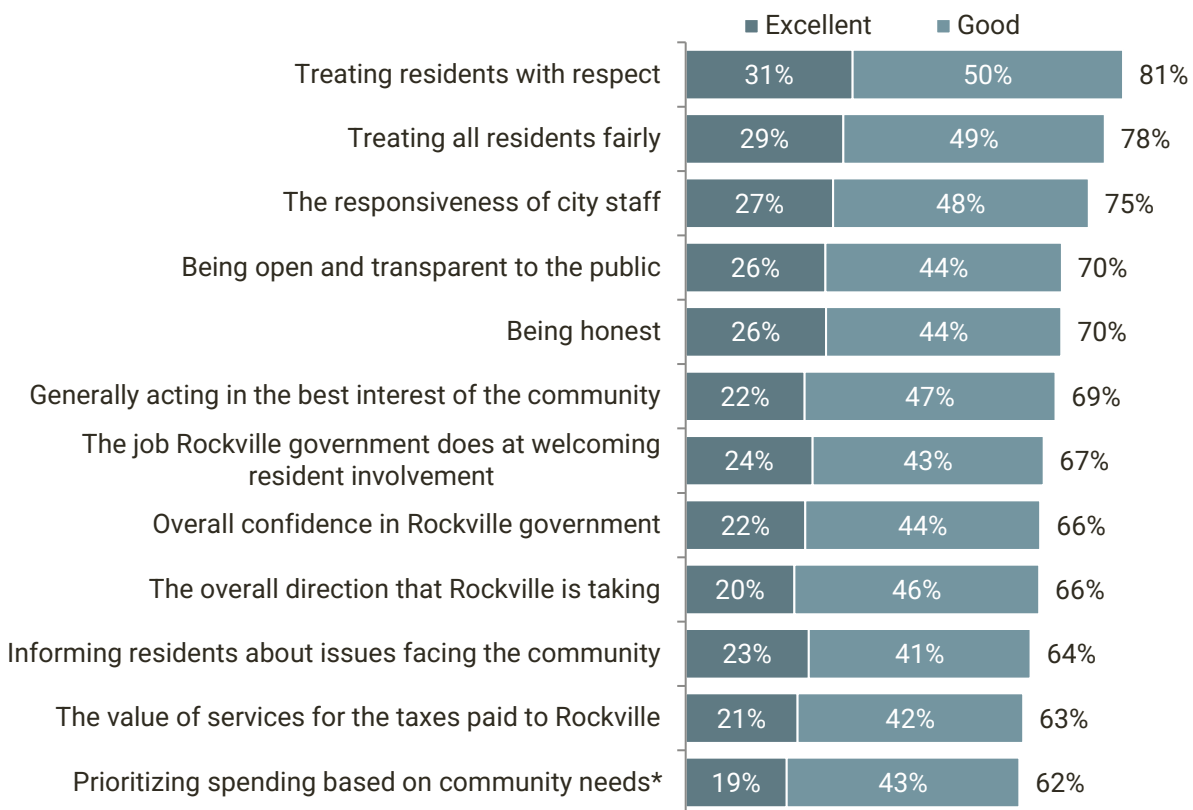


## Public Trust

The survey included several questions designed to rate local government performance such as the overall direction that Rockville is taking and how well the government welcomes resident involvement. All public trust items received favorable ratings by at least 60% of respondents, with top ratings for treating residents with respect (81%), treating residents fairly (78%) and the responsiveness of city staff (75%). Other well-rated aspects were being open and transparent to the public and being honest (both with 70%).

All comparable items were higher than the national and regional benchmarks, except for the value of services for taxes paid to Rockville which was on par with both benchmarks and the overall direction that Rockville is taking, which was on par with the national benchmark. There were no benchmarks to compare to for prioritizing spending based on community needs and the responsiveness of city staff (see *Appendix F: Benchmark Comparisons*).

**Figure 25: Public Trust**

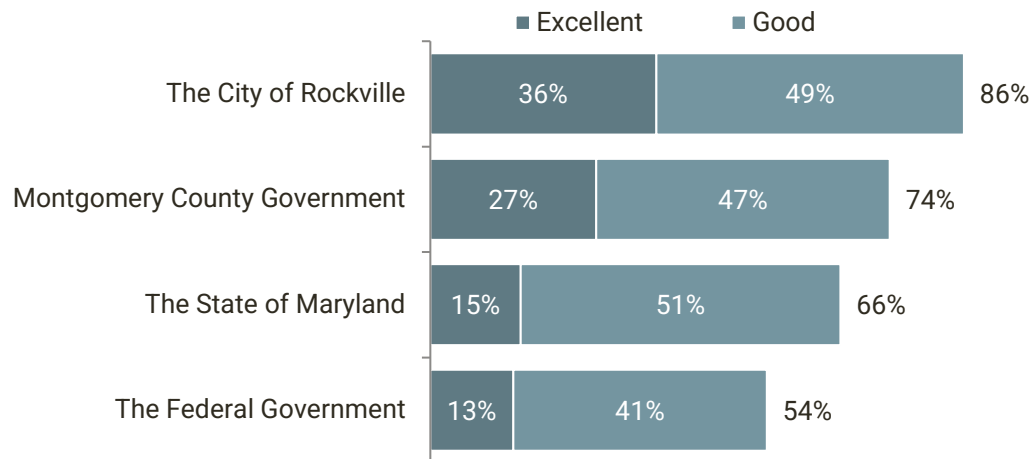


\* More than 30% of respondents said "Don't know" when evaluating "Prioritizing spending based on community needs"

About 9 in 10 residents commended the overall quality of services provided to them by the City of Rockville. About three-quarters gave favorable scores to the services provided by Montgomery County Government, while only two thirds praised the services provided by the State of Maryland. Federal Government services were commended by about half of the residents. As seen in other communities across the nation, local government services tend to receive higher positive ratings than services provided by higher levels of government.

No statistically significant differences were found in the City of Rockville services ratings when analyzed by demographic variables (see *Appendix C: Comparison of Responses by Demographics*).

**Figure 26: Quality of Services by Level of Government,**

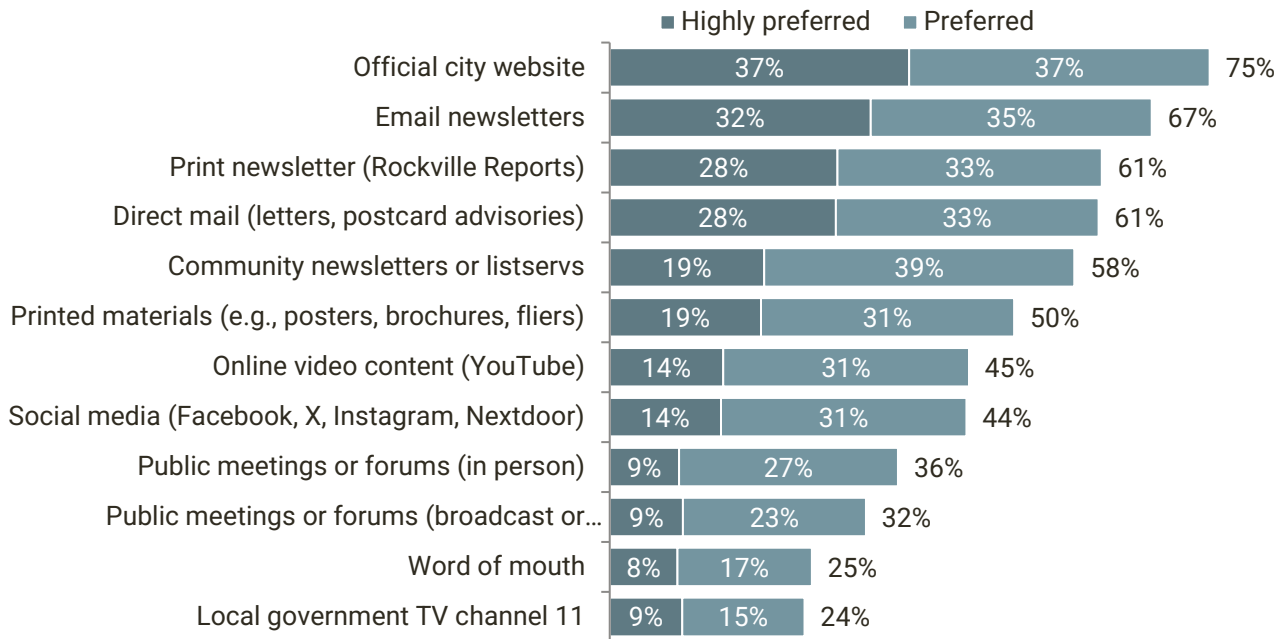


## Public Information

When asked about their preferences for receiving information about the Rockville City government, the most preferred sources were the City of Rockville's website (75% preferred or strongly preferred it), emailed newsletters (67%), Rockville Reports print newsletter (61%), and direct mail (61%). Other commonly preferred sources included community newsletters or listservs (58%), printed materials (50%), online video content (45%), and social media (44%). Public meetings (in person or online), word of mouth, and the local TV channel 11 were the least preferred options for receiving information from Rockville's city government.

When comparisons to previous years were available, all items showed a decline in preference.

**Figure 27: Preferences for Receiving Information about the City, 2024**



**Figure 28: 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")	2024	2018	2016	2014	2012	2010
Official city website	75%	91%	85%	84%	78%	78%
Print newsletter (Rockville Reports)	61%	82%	76%	87%	85%	88%
Direct mail (e.g., letters, postcard advisories)	61%	77%	-	-	-	-
Printed materials (brochures/fliers)	50%	71%	73%	81%	74%	76%
Social media (e.g., Facebook, X, Instagram, Nextdoor)	44%	57%	52%	49%	39%	39%
Local government TV channel 11	24%	41%	43%	43%	39%	43%

## Appendix A: Demographic Characteristic of Respondents

Table 1: Question D1

In general, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop, or tablet computer	82%	N=382	10%	N=46	3%	N=15	1%	N=6	3%	N=16	100%	N=464
Access the internet from your cell phone	85%	N=392	6%	N=29	2%	N=9	2%	N=8	5%	N=25	100%	N=463
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	47%	N=215	15%	N=69	12%	N=54	4%	N=19	23%	N=104	100%	N=461
Use or check email	76%	N=352	17%	N=78	4%	N=18	1%	N=7	2%	N=10	100%	N=465
Share your opinions online	8%	N=38	4%	N=20	11%	N=51	15%	N=68	61%	N=278	100%	N=455
Shop online	13%	N=62	8%	N=36	28%	N=127	42%	N=192	10%	N=44	100%	N=461

Table 2: Question D2

Please rate your overall health.	Percent	Number
Excellent	28%	N=133
Very Good	45%	N=211
Good	21%	N=99
Fair	4%	N=20
Poor	1%	N=5
Total	100%	N=468

Table 3: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	10%	N=44
Somewhat positive	28%	N=128
Neutral	45%	N=210
Somewhat negative	15%	N=70
Very negative	2%	N=11
Total	100%	N=463

Table 4: Question D4

Respondent length of residency	Percent	Number
Less than 2 years	13%	N=63
2 to 5 years	25%	N=118
6 to 10 years	16%	N=77
11 to 20 years	16%	N=77
Over 20 years	29%	N=134
Total	100%	N=468

Table 5: Question D5

Which best describes the building you live in?	Percent	Number
Single-family detached home	42%	N=195
Townhouse or duplex (may share walls but no units above or below you)	14%	N=67
Condominium or apartment (have units above or below you)	43%	N=199
Mobile home	0%	N=0
Other	1%	N=6
Total	100%	N=467

Table 6: Question D6

Do you rent or own your home?	Percent	Number
Rent	44%	N=205
Own	56%	N=258
Total	100%	N=463

Table 7: Question D7

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300	2%	N=9
\$300 to \$599	2%	N=8
\$600 to \$999	4%	N=17
\$1,000 to \$1,499	8%	N=35
\$1,500 to \$2,499	35%	N=160
\$2,500 to \$3,999	32%	N=146
\$4,000 to \$6,999	15%	N=68
\$7,000 to \$9,999	1%	N=4
\$10,000 or more	1%	N=7
Total	100%	N=453

Table 8: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=335
Yes	28%	N=129
Total	100%	N=464

Table 9: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	64%	N=301
Yes	36%	N=166
Total	100%	N=467

Table 10: Question D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=19
\$25,000 to \$49,999	7%	N=32
\$50,000 to \$74,999	12%	N=54
\$75,000 to \$99,999	14%	N=61
\$100,000 to \$149,999	20%	N=87
\$150,000 to \$199,999	17%	N=75
\$200,000 to \$299,999	18%	N=81
\$300,000 or more	7%	N=33
Total	100%	N=441

Table 11: Question D11

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent	Number
No	85%	N=389
Yes	15%	N=67
Total	100%	N=456

Table 12: Question D12

What is your race?	Percent	Number
White	59%	N=270
Asian	27%	N=124
Black or African American	15%	N=71
A race not listed	6%	N=29
American Indian or Alaskan Native	1%	N=4

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



Table 13: Question D13

In which category is your age?	Percent	Number
18-24 years	2%	N=9
25-34 years	26%	N=120
35-44 years	17%	N=80
45-54 years	16%	N=77
55-64 years	10%	N=48
65-74 years	15%	N=69
75 years or older	14%	N=64
Total	100%	N=467

Table 14: Question D14

What is your gender?	Percent	Number
Female	53%	N=247
Male	46%	N=212
Identify in another way	1%	N=4
Total	100%	N=463

## Appendix B: 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 included a “don’t know” response option. Most of the analyses in the body of the report were for respondents who had an opinion, as eliminating “don’t know” responses allow for easier comparison between evaluative responses.

Two sets of tables are provided in this appendix; the first set excludes the “don’t know” responses, to show the proportion of respondents with an opinion giving a response; and the second set includes the “don’t know” responses, to allow examination of the magnitude of unfamiliarity with certain items.

### Survey Responses without “Don’t know”

Table 15: Question 1

Please rate each of the following aspects of quality of life in Rockville.	Excellent		Good		Fair		Poor		Total	
Rockville as a place to live	49%	N=231	44%	N=209	6%	N=30	1%	N=3	100%	N=473
Your neighborhood as a place to live	49%	N=231	42%	N=196	9%	N=41	0%	N=2	100%	N=470
Rockville as a place to raise children	48%	N=186	39%	N=152	10%	N=37	3%	N=12	100%	N=386
Rockville as a place to work	35%	N=111	45%	N=145	16%	N=53	4%	N=12	100%	N=321
Rockville as a place to visit	21%	N=90	39%	N=162	33%	N=138	7%	N=31	100%	N=421
Rockville as a place to retire	19%	N=69	36%	N=131	27%	N=97	18%	N=64	100%	N=361
The overall quality of life in Rockville	39%	N=182	49%	N=230	11%	N=52	1%	N=5	100%	N=469
Sense of community	23%	N=103	38%	N=172	35%	N=160	5%	N=22	100%	N=457

Table 16: Question 2

Please rate each of the following characteristics as they relate to Rockville as a whole.	Excellent		Good		Fair		Poor		Total	
Overall economic health of Rockville	24%	N=97	52%	N=214	22%	N=91	3%	N=11	100%	N=413
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	29%	N=132	51%	N=231	17%	N=76	3%	N=14	100%	N=453
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	22%	N=99	50%	N=230	24%	N=108	5%	N=23	100%	N=461
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	30%	N=135	52%	N=235	16%	N=73	2%	N=10	100%	N=454
Overall feeling of safety in Rockville	28%	N=133	53%	N=250	16%	N=75	3%	N=12	100%	N=471
Overall quality of the natural environment in Rockville	36%	N=165	49%	N=228	12%	N=56	3%	N=14	100%	N=463
Overall quality of parks and recreation opportunities	43%	N=197	42%	N=191	13%	N=60	3%	N=12	100%	N=460
Overall health and wellness opportunities in Rockville	34%	N=147	47%	N=204	16%	N=70	3%	N=12	100%	N=433
Overall opportunities for education, culture, and the arts	33%	N=144	47%	N=205	17%	N=77	3%	N=12	100%	N=438
Residents' connection and engagement with their community	18%	N=76	41%	N=170	35%	N=144	7%	N=28	100%	N=417
Providing a safe and secure environment for residents of all backgrounds	26%	N=113	51%	N=225	19%	N=85	3%	N=14	100%	N=437

Table 17: Question 3

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Rockville to someone who asks	58%	N=269	34%	N=155	6%	N=29	2%	N=10	100%	N=464
Remain in Rockville for the next five years	56%	N=254	29%	N=133	8%	N=38	6%	N=28	100%	N=453

Table 18: Question 4

How safe or unsafe do you feel . . .	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	78%	N=363	19%	N=88	2%	N=9	1%	N=7	0%	N=1	100%	N=468
In Rockville's downtown/commercial areas during the day	57%	N=263	36%	N=166	4%	N=19	2%	N=9	1%	N=4	100%	N=461
From property crime	34%	N=156	41%	N=186	15%	N=66	9%	N=43	1%	N=4	100%	N=455
From violent crime	45%	N=204	39%	N=175	11%	N=50	5%	N=22	0%	N=2	100%	N=454
From fire, flood, or other natural disaster	54%	N=243	37%	N=167	6%	N=28	2%	N=10	0%	N=1	100%	N=449
Walking or rolling in the city	46%	N=209	39%	N=181	8%	N=35	6%	N=27	1%	N=7	100%	N=459
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	23%	N=105	46%	N=207	16%	N=72	12%	N=56	2%	N=8	100%	N=449
On Rockville paths and trails	39%	N=162	45%	N=186	10%	N=42	6%	N=24	1%	N=3	100%	N=416
At local parks and playgrounds	54%	N=237	34%	N=151	8%	N=36	3%	N=14	1%	N=3	100%	N=440

Table 19: Question 5

Please rate the job you feel the Rockville community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	39%	N=172	46%	N=200	13%	N=55	2%	N=9	100%	N=436
Attracting people from diverse backgrounds	48%	N=206	41%	N=175	11%	N=46	1%	N=5	100%	N=432
Valuing/respecting residents from diverse backgrounds	46%	N=199	42%	N=183	9%	N=40	2%	N=8	100%	N=431
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	33%	N=111	44%	N=147	18%	N=60	5%	N=16	100%	N=334

Table 20: Question 6

Please rate each of the following in the Rockville community.	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Rockville	28%	N=129	56%	N=256	13%	N=61	2%	N=10	100%	N=457
Variety of business and service establishments in Rockville	32%	N=145	46%	N=212	19%	N=90	3%	N=14	100%	N=462
Vibrancy of downtown/commercial areas	20%	N=90	39%	N=175	31%	N=142	10%	N=45	100%	N=452
Employment opportunities	20%	N=57	36%	N=102	36%	N=101	7%	N=20	100%	N=281
Shopping opportunities	28%	N=131	42%	N=194	21%	N=96	9%	N=40	100%	N=461
Cost of living in Rockville	5%	N=25	24%	N=110	46%	N=209	25%	N=113	100%	N=457
Overall image or reputation of Rockville	31%	N=143	51%	N=235	16%	N=72	2%	N=8	100%	N=458

Table 21: Question 7

Please also rate each of the following in the Rockville community	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	9%	N=43	37%	N=171	37%	N=171	16%	N=71	100%	N=457
Ease of public parking	16%	N=70	45%	N=198	30%	N=133	9%	N=41	100%	N=442
Ease of travel by car in Rockville	22%	N=99	49%	N=220	22%	N=101	7%	N=31	100%	N=452
Ease of travel by public transportation in Rockville	22%	N=85	50%	N=188	21%	N=81	6%	N=24	100%	N=377
Ease of travel by bicycle in Rockville	22%	N=63	40%	N=114	23%	N=65	15%	N=44	100%	N=286
Ease of walking and rolling in Rockville	29%	N=127	46%	N=202	19%	N=83	7%	N=29	100%	N=441
Well-planned residential growth	21%	N=75	34%	N=124	32%	N=115	13%	N=46	100%	N=360
Well-planned commercial growth	16%	N=59	38%	N=134	34%	N=122	12%	N=42	100%	N=357
Well-designed neighborhoods	20%	N=86	48%	N=206	26%	N=110	6%	N=24	100%	N=425
Preservation of the historical or cultural character of the community	26%	N=97	49%	N=186	21%	N=81	4%	N=15	100%	N=379
Public places where people want to spend time	24%	N=107	45%	N=202	25%	N=110	7%	N=29	100%	N=447
Variety of housing options	15%	N=63	42%	N=177	26%	N=111	17%	N=70	100%	N=421
Availability of affordable quality housing	7%	N=26	16%	N=61	42%	N=156	35%	N=130	100%	N=373
Overall quality of new development in Rockville	16%	N=60	44%	N=164	28%	N=102	12%	N=43	100%	N=368
Overall appearance of Rockville	23%	N=105	51%	N=233	24%	N=113	2%	N=10	100%	N=460
Cleanliness of Rockville	26%	N=122	56%	N=260	16%	N=72	2%	N=9	100%	N=463
Air quality	30%	N=134	52%	N=235	17%	N=76	1%	N=5	100%	N=449
Availability of paths and walking trails	35%	N=152	48%	N=210	14%	N=60	3%	N=12	100%	N=434

<b>Please also rate each of the following in the Rockville community</b>	<b>Excellent</b>		<b>Good</b>		<b>Fair</b>		<b>Poor</b>		<b>Total</b>	
Fitness opportunities (including exercise classes and paths or trails, etc.)	36%	N=154	47%	N=202	16%	N=67	2%	N=7	100%	N=431
Recreational opportunities	33%	N=145	48%	N=210	16%	N=71	3%	N=13	100%	N=439
Availability of affordable quality food	20%	N=91	45%	N=205	26%	N=119	8%	N=38	100%	N=453
Availability of affordable quality health care	21%	N=81	46%	N=182	26%	N=101	7%	N=28	100%	N=392
Availability of preventive health services	28%	N=106	44%	N=164	23%	N=87	5%	N=19	100%	N=377
Availability of affordable quality mental health care	17%	N=41	41%	N=98	27%	N=66	15%	N=36	100%	N=241
Opportunities to attend cultural/arts/music activities	28%	N=117	42%	N=174	27%	N=114	3%	N=13	100%	N=418
Community support for the arts	28%	N=107	45%	N=170	22%	N=81	4%	N=17	100%	N=374
Availability of affordable quality childcare/preschool	14%	N=30	25%	N=53	35%	N=73	25%	N=53	100%	N=210
K-12 education	33%	N=95	41%	N=120	18%	N=52	8%	N=22	100%	N=289
Adult educational opportunities	31%	N=106	47%	N=160	18%	N=59	4%	N=13	100%	N=338
Sense of civic/community pride	22%	N=89	45%	N=183	26%	N=106	6%	N=24	100%	N=402
Neighborliness of residents in Rockville	20%	N=90	42%	N=186	31%	N=136	6%	N=27	100%	N=439
Opportunities to participate in social events and activities	23%	N=94	46%	N=192	28%	N=117	3%	N=12	100%	N=415
Opportunities to attend special events and festivals	31%	N=132	48%	N=205	19%	N=80	3%	N=11	100%	N=428
Opportunities to volunteer	26%	N=92	48%	N=167	22%	N=76	4%	N=13	100%	N=348
Opportunities to participate in community matters	24%	N=86	52%	N=186	21%	N=76	4%	N=14	100%	N=361
Openness and acceptance of the community toward people of diverse backgrounds	35%	N=146	46%	N=191	18%	N=73	1%	N=5	100%	N=415

Table 22: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	50%	N=235	50%	N=233	100%	N=468
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	86%	N=401	14%	N=64	100%	N=465
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town halls, HOA, neighborhood watch, etc.)	78%	N=365	22%	N=101	100%	N=466
Watched (online or on television) a local public meeting	76%	N=356	24%	N=111	100%	N=467
Volunteered your time to some group/activity in Rockville	74%	N=344	26%	N=124	100%	N=468
Campaigned or advocated for a local issue, cause, or candidate	85%	N=398	15%	N=68	100%	N=467
Voted in your most recent local election	35%	N=163	65%	N=306	100%	N=469
Used bus, rail, subway, or other public transportation instead of driving	26%	N=124	74%	N=345	100%	N=469
Carpooled with other adults or children instead of driving alone	48%	N=223	52%	N=242	100%	N=465
Walked or biked instead of driving	24%	N=113	76%	N=352	100%	N=465
Visited or used a Rockville park (includes trails, playground, ball fields/courts, natural areas)	11%	N=53	89%	N=410	100%	N=463
Visited or used a Rockville recreation facility (Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; etc.)	43%	N=198	57%	N=261	100%	N=460
Participated in a Rockville recreation program	69%	N=321	31%	N=142	100%	N=463
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th Fireworks, Car Show, or other event)	35%	N=165	65%	N=299	100%	N=464

Table 23: Question 9

Please rate the quality of each of the following services in Rockville.	Excellent		Good		Fair		Poor		Total	
Public information services	22%	N=85	61%	N=240	14%	N=56	3%	N=13	100%	N=395
Economic development	18%	N=60	45%	N=154	31%	N=106	6%	N=20	100%	N=340
Traffic enforcement	14%	N=58	49%	N=198	25%	N=102	12%	N=50	100%	N=408
Traffic signal timing	15%	N=65	46%	N=205	29%	N=129	10%	N=46	100%	N=444
Street repair	17%	N=75	48%	N=213	26%	N=116	9%	N=40	100%	N=444
Street cleaning	26%	N=109	53%	N=225	16%	N=70	5%	N=21	100%	N=425
Street lighting by city-maintained metal poles	22%	N=93	55%	N=235	19%	N=82	5%	N=21	100%	N=431
Street lighting by PEPCO-maintained wooden poles	19%	N=71	49%	N=186	27%	N=103	6%	N=21	100%	N=382
Snow removal	37%	N=149	45%	N=179	15%	N=61	3%	N=10	100%	N=399
Sidewalk maintenance	25%	N=112	48%	N=213	23%	N=100	4%	N=17	100%	N=443
Bus or transit services	25%	N=97	53%	N=202	19%	N=74	3%	N=11	100%	N=384
Land use, planning, and zoning	13%	N=39	45%	N=133	32%	N=94	10%	N=29	100%	N=295
Permitting services	20%	N=39	42%	N=81	26%	N=50	12%	N=22	100%	N=192
Code enforcement (weeds, abandoned buildings, etc.)	15%	N=38	43%	N=110	29%	N=73	13%	N=32	100%	N=252
Affordable high-speed internet access	23%	N=83	42%	N=153	29%	N=106	7%	N=26	100%	N=369
Rockville-provided refuse collection	49%	N=171	39%	N=137	11%	N=39	2%	N=5	100%	N=352
Recycling	46%	N=187	37%	N=151	14%	N=59	3%	N=12	100%	N=407
Yard waste pick-up	42%	N=133	38%	N=121	16%	N=50	5%	N=15	100%	N=319
Seasonal curbside leaf collection	41%	N=136	40%	N=133	15%	N=48	4%	N=12	100%	N=329
Rockville-provided water services	40%	N=160	46%	N=184	13%	N=50	1%	N=5	100%	N=399
Rockville-provided sewer services	40%	N=157	47%	N=183	12%	N=49	1%	N=4	100%	N=393
Power (electric and/or gas) utility	34%	N=144	48%	N=200	16%	N=65	2%	N=9	100%	N=419
Rockville-provided water and sewer utility billing	32%	N=115	47%	N=172	17%	N=60	5%	N=17	100%	N=364
Police services	36%	N=136	48%	N=179	15%	N=55	1%	N=3	100%	N=373
Crime prevention	23%	N=84	52%	N=186	21%	N=75	4%	N=14	100%	N=359
Animal control	26%	N=68	52%	N=137	16%	N=43	5%	N=14	100%	N=261
Ambulance or emergency medical services	47%	N=134	45%	N=127	8%	N=22	1%	N=2	100%	N=284
Fire services	51%	N=162	44%	N=139	5%	N=16	1%	N=2	100%	N=319



Please rate the quality of each of the following services in Rockville.	Excellent		Good		Fair		Poor		Total	
Fire prevention and education	38%	N=99	47%	N=122	12%	N=32	2%	N=4	100%	N=257
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	27%	N=61	46%	N=105	20%	N=46	7%	N=16	100%	N=228
Preservation of natural areas (open space, farmlands, and greenbelts)	29%	N=101	45%	N=156	19%	N=67	7%	N=25	100%	N=349
Rockville open space	25%	N=100	44%	N=171	25%	N=98	6%	N=22	100%	N=391
City parks	38%	N=167	44%	N=192	15%	N=68	3%	N=12	100%	N=438
Recreation programs or classes	36%	N=130	47%	N=168	15%	N=55	2%	N=6	100%	N=361
Recreation centers or facilities	36%	N=138	48%	N=183	14%	N=55	2%	N=8	100%	N=384
Health services	24%	N=69	55%	N=155	20%	N=57	1%	N=3	100%	N=285
Public library services	56%	N=225	36%	N=142	7%	N=30	1%	N=3	100%	N=399
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	41%	N=151	43%	N=158	15%	N=55	2%	N=6	100%	N=370
Street tree maintenance	27%	N=111	46%	N=188	22%	N=88	5%	N=21	100%	N=409
Athletic fields (e.g., baseball/softball, soccer or football)	40%	N=129	47%	N=153	12%	N=38	2%	N=5	100%	N=326
Playgrounds (play equipment)	40%	N=139	46%	N=158	12%	N=41	2%	N=9	100%	N=347
Senior citizen programs and services	41%	N=88	41%	N=87	15%	N=32	3%	N=7	100%	N=214
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	41%	N=100	45%	N=111	11%	N=27	3%	N=8	100%	N=247

Table 24: Question 10

Please rate the following categories of Rockville government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Rockville	21%	N=86	42%	N=173	28%	N=115	9%	N=38	100%	N=412
The overall direction that Rockville is taking	20%	N=83	46%	N=187	27%	N=111	7%	N=30	100%	N=411
The job Rockville government does at welcoming resident involvement	24%	N=79	43%	N=144	25%	N=84	8%	N=28	100%	N=335
Overall confidence in Rockville government	22%	N=92	44%	N=181	29%	N=118	5%	N=23	100%	N=413
Generally acting in the best interest of the community	22%	N=90	47%	N=190	25%	N=101	7%	N=27	100%	N=408
Being honest	26%	N=86	44%	N=144	24%	N=80	6%	N=19	100%	N=329
Being open and transparent to the public	26%	N=95	44%	N=160	23%	N=85	7%	N=24	100%	N=364
Informing residents about issues facing the community	23%	N=87	41%	N=156	27%	N=101	9%	N=35	100%	N=380
Treating all residents fairly	29%	N=96	49%	N=159	18%	N=60	4%	N=13	100%	N=326
Treating residents with respect	31%	N=111	50%	N=181	16%	N=57	3%	N=10	100%	N=359
The responsiveness of city staff	27%	N=90	48%	N=155	21%	N=67	5%	N=15	100%	N=326
Prioritizing spending based on community needs	19%	N=54	43%	N=125	26%	N=75	12%	N=35	100%	N=289

Table 25: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Rockville	36%	N=156	49%	N=213	13%	N=55	2%	N=8	100%	N=432
Montgomery County Government	27%	N=110	47%	N=194	22%	N=89	5%	N=20	100%	N=413
The State of Maryland	15%	N=61	51%	N=215	26%	N=111	8%	N=33	100%	N=420
The Federal Government	13%	N=56	41%	N=171	34%	N=142	12%	N=52	100%	N=421

Table 26: Question 12

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Rockville	53%	N=237	41%	N=187	6%	N=27	0%	N=1	100%	N=452
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	46%	N=212	41%	N=190	11%	N=50	2%	N=8	100%	N=460
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	34%	N=155	44%	N=202	20%	N=89	2%	N=10	100%	N=456
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	53%	N=245	38%	N=173	8%	N=39	1%	N=3	100%	N=460
Overall feeling of safety in Rockville	61%	N=282	32%	N=147	6%	N=26	1%	N=5	100%	N=460
Overall quality of natural environment in Rockville	42%	N=193	39%	N=180	17%	N=78	1%	N=7	100%	N=458
Overall quality of parks and recreation opportunities	32%	N=149	47%	N=217	20%	N=91	1%	N=3	100%	N=461
Overall health and wellness opportunities in Rockville	32%	N=146	42%	N=193	23%	N=107	3%	N=13	100%	N=459
Overall opportunities for education, culture, and the arts	30%	N=135	43%	N=196	25%	N=113	2%	N=11	100%	N=455
Residents' connection and engagement with their community	21%	N=95	44%	N=201	32%	N=142	3%	N=14	100%	N=452
Rockville's preparation for unforeseen or natural disasters	40%	N=179	39%	N=176	19%	N=84	3%	N=14	100%	N=453
Growth and development of new housing	30%	N=134	32%	N=146	29%	N=131	8%	N=38	100%	N=450
Improving walking paths between neighborhoods	22%	N=102	46%	N=208	28%	N=126	4%	N=19	100%	N=456
Increasing availability of online services and data on the city's website	18%	N=83	41%	N=186	35%	N=158	5%	N=24	100%	N=451
Neighborhood shopping center revitalization	27%	N=123	42%	N=191	26%	N=120	5%	N=23	100%	N=456
Services for seniors and the aging population	32%	N=146	42%	N=192	24%	N=111	2%	N=11	100%	N=459
Services for youth	37%	N=170	43%	N=194	19%	N=86	1%	N=6	100%	N=456
Services to provide effective and timely communication to residents	35%	N=159	49%	N=222	15%	N=67	1%	N=7	100%	N=455

Table 27: Question 13

Please rate your preference for receiving information about Rockville city government from each source.	Highly preferred		Preferred		Slightly preferred		Not preferred		Total	
Official city website	37%	N=165	37%	N=166	18%	N=79	8%	N=34	100%	N=445
Social media (e.g., Facebook, X, Instagram, Nextdoor)	14%	N=62	30%	N=137	22%	N=100	34%	N=152	100%	N=451
Print newsletter (Rockville Reports)	28%	N=128	33%	N=149	22%	N=99	17%	N=78	100%	N=454
Local government TV channel 11	9%	N=41	15%	N=69	26%	N=118	50%	N=225	100%	N=453
Public meetings or forums (TV broadcast or livestream)	9%	N=41	23%	N=103	37%	N=168	31%	N=141	100%	N=452
Online video content (YouTube)	14%	N=64	31%	N=138	26%	N=119	29%	N=131	100%	N=451
Email newsletters	32%	N=147	35%	N=159	19%	N=86	14%	N=64	100%	N=456
Public meetings or forums (in person)	9%	N=39	27%	N=122	36%	N=161	28%	N=128	100%	N=450
Community newsletters or listservs	19%	N=86	38%	N=171	25%	N=109	18%	N=79	100%	N=444
Printed materials (e.g., posters, brochures, fliers)	19%	N=85	31%	N=142	24%	N=110	26%	N=116	100%	N=453
Direct mail (e.g., letters, postcard advisories)	28%	N=128	33%	N=149	24%	N=108	16%	N=72	100%	N=458
Word of mouth	8%	N=38	17%	N=76	20%	N=93	54%	N=247	100%	N=454

**Table 28: Question 14**

<b>Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing?</b>	<b>Percent</b>	<b>Number</b>
Rockville is a great place/good services	6%	N=29
Growth, development, downtown/commercial area	4%	N=17
Police services, code enforcement, safety	3%	N=16
Cost of living, taxes, government spending, affordable housing	3%	N=17
Parking, public transportation, roads, bike lanes, paths, crosswalks	3%	N=15
Parks, recreation and youth and senior programs	2%	N=11
Collection services, landscaping, outdoor maintenance, snow plowing	2%	N=10
Traffic enforcement, congestion, lights, light timing	1%	N=7
Additional or improvements to City services	1%	N=3
Information/communication from City needed	1%	N=5
Dissatisfaction with City employees/leaders/government	1%	N=5
Other	4%	N=20
Nothing/don't know	9%	N=45
No comment made	58%	N=276
<b>Total</b>	<b>100%</b>	<b>N=476</b>

## Survey Responses with “Don’t know”

Table 29: Question 1

Please rate each of the following aspects of quality of life in Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Rockville as a place to live	49%	N=231	44%	N=209	6%	N=30	1%	N=3	0%	N=1	100%	N=474
Your neighborhood as a place to live	49%	N=231	42%	N=196	9%	N=41	0%	N=2	0%	N=2	100%	N=472
Rockville as a place to raise children	39%	N=186	32%	N=152	8%	N=37	2%	N=12	18%	N=85	100%	N=471
Rockville as a place to work	24%	N=111	31%	N=145	11%	N=53	3%	N=12	31%	N=144	100%	N=465
Rockville as a place to visit	20%	N=90	35%	N=162	30%	N=138	7%	N=31	9%	N=40	100%	N=461
Rockville as a place to retire	15%	N=69	28%	N=131	21%	N=97	14%	N=64	23%	N=109	100%	N=470
The overall quality of life in Rockville	39%	N=182	49%	N=230	11%	N=52	1%	N=5	0%	N=2	100%	N=471
Sense of community	22%	N=103	36%	N=172	34%	N=160	5%	N=22	3%	N=16	100%	N=474

Table 30: Question 2

Please rate each of the following characteristics as they relate to Rockville as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Rockville	21%	N=97	45%	N=214	19%	N=91	2%	N=11	13%	N=59	100%	N=472
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	28%	N=132	49%	N=231	16%	N=76	3%	N=14	3%	N=15	100%	N=468
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	21%	N=99	49%	N=230	23%	N=108	5%	N=23	2%	N=12	100%	N=472
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	29%	N=135	50%	N=235	15%	N=73	2%	N=10	4%	N=20	100%	N=474
Overall feeling of safety in Rockville	28%	N=133	53%	N=250	16%	N=75	3%	N=12	0%	N=1	100%	N=472
Overall quality of the natural environment in Rockville	35%	N=165	48%	N=228	12%	N=56	3%	N=14	2%	N=7	100%	N=470
Overall quality of parks and recreation opportunities	42%	N=197	41%	N=191	13%	N=60	3%	N=12	2%	N=11	100%	N=471
Overall health and wellness opportunities in Rockville	31%	N=147	43%	N=204	15%	N=70	2%	N=12	8%	N=37	100%	N=470
Overall opportunities for education, culture, and the arts	31%	N=144	43%	N=205	16%	N=77	3%	N=12	7%	N=33	100%	N=471
Residents' connection and engagement with their community	16%	N=76	36%	N=170	31%	N=144	6%	N=28	11%	N=52	100%	N=469
Providing a safe and secure environment for residents of all backgrounds	24%	N=113	48%	N=225	18%	N=85	3%	N=14	7%	N=33	100%	N=471

Table 31: Question 3

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Rockville to someone who asks	57%	N=269	33%	N=155	6%	N=29	2%	N=10	1%	N=5	100%	N=469
Remain in Rockville for the next five years	54%	N=254	28%	N=133	8%	N=38	6%	N=28	4%	N=17	100%	N=470

Table 32: Question 4

How safe or unsafe do you feel . . .	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	77%	N=363	19%	N=88	2%	N=9	1%	N=7	0%	N=1	1%	N=2	100%	N=470
In Rockville's downtown/commercial areas during the day	55%	N=263	35%	N=166	4%	N=19	2%	N=9	1%	N=4	3%	N=12	100%	N=473
From property crime	33%	N=156	39%	N=186	14%	N=66	9%	N=43	1%	N=4	3%	N=16	100%	N=471
From violent crime	43%	N=204	37%	N=175	11%	N=50	5%	N=22	0%	N=2	4%	N=17	100%	N=471
From fire, flood, or other natural disaster	51%	N=243	35%	N=167	6%	N=28	2%	N=10	0%	N=1	5%	N=23	100%	N=472
Walking or rolling in the city	45%	N=209	39%	N=181	7%	N=35	6%	N=27	1%	N=7	2%	N=9	100%	N=468
In the vicinity of Metrorail stations (Rockville, Twinbrook, Shady Grove)	22%	N=105	44%	N=207	15%	N=72	12%	N=56	2%	N=8	4%	N=21	100%	N=469
On Rockville paths and trails	35%	N=162	40%	N=186	9%	N=42	5%	N=24	1%	N=3	11%	N=51	100%	N=467
At local parks and playgrounds	51%	N=237	32%	N=151	8%	N=36	3%	N=14	1%	N=3	6%	N=28	100%	N=469

Table 33: Question 5

Please rate the job you feel the Rockville community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	37%	N=172	43%	N=200	12%	N=55	2%	N=9	7%	N=34	100%	N=470
Attracting people from diverse backgrounds	44%	N=206	37%	N=175	10%	N=46	1%	N=5	8%	N=38	100%	N=470
Valuing/respecting residents from diverse backgrounds	42%	N=199	39%	N=183	8%	N=40	2%	N=8	9%	N=41	100%	N=471
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	24%	N=111	32%	N=147	13%	N=60	3%	N=16	28%	N=131	100%	N=464

Table 34: Question 6

Please rate each of the following in the Rockville community.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Rockville	28%	N=129	55%	N=256	13%	N=61	2%	N=10	2%	N=11	100%	N=468
Variety of business and service establishments in Rockville	31%	N=145	46%	N=212	19%	N=90	3%	N=14	1%	N=5	100%	N=466
Vibrancy of downtown/commercial areas	19%	N=90	38%	N=175	30%	N=142	10%	N=45	3%	N=14	100%	N=466
Employment opportunities	12%	N=57	22%	N=102	22%	N=101	4%	N=20	39%	N=180	100%	N=461
Shopping opportunities	28%	N=131	42%	N=194	21%	N=96	9%	N=40	1%	N=3	100%	N=464
Cost of living in Rockville	5%	N=25	24%	N=110	45%	N=209	24%	N=113	2%	N=10	100%	N=467
Overall image or reputation of Rockville	31%	N=143	50%	N=235	15%	N=72	2%	N=8	2%	N=10	100%	N=468

Table 35: Question 7

Please also rate each of the following in the Rockville community	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	9%	N=43	37%	N=171	37%	N=171	15%	N=71	2%	N=8	100%	N=466
Ease of public parking	15%	N=70	43%	N=198	29%	N=133	9%	N=41	5%	N=24	100%	N=465
Ease of travel by car in Rockville	21%	N=99	47%	N=220	22%	N=101	7%	N=31	3%	N=14	100%	N=466
Ease of travel by public transportation in Rockville	19%	N=85	41%	N=188	18%	N=81	5%	N=24	17%	N=78	100%	N=455
Ease of travel by bicycle in Rockville	14%	N=63	25%	N=114	14%	N=65	9%	N=44	38%	N=176	100%	N=462
Ease of walking and rolling in Rockville	27%	N=127	44%	N=202	18%	N=83	6%	N=29	5%	N=22	100%	N=463
Well-planned residential growth	16%	N=75	27%	N=124	25%	N=115	10%	N=46	22%	N=104	100%	N=464
Well-planned commercial growth	13%	N=59	29%	N=134	26%	N=122	9%	N=42	23%	N=104	100%	N=462
Well-designed neighborhoods	19%	N=86	44%	N=206	24%	N=110	5%	N=24	8%	N=37	100%	N=462
Preservation of the historical or cultural character of the community	21%	N=97	40%	N=186	17%	N=81	3%	N=15	19%	N=87	100%	N=466
Public places where people want to spend time	23%	N=107	43%	N=202	24%	N=110	6%	N=29	4%	N=18	100%	N=466
Variety of housing options	14%	N=63	38%	N=177	24%	N=111	15%	N=70	10%	N=45	100%	N=466
Availability of affordable quality housing	6%	N=26	13%	N=61	34%	N=156	28%	N=130	19%	N=89	100%	N=462
Overall quality of new development in Rockville	13%	N=60	35%	N=164	22%	N=102	9%	N=43	20%	N=93	100%	N=461
Overall appearance of Rockville	23%	N=105	50%	N=233	24%	N=113	2%	N=10	1%	N=4	100%	N=464



Please also rate each of the following in the Rockville community	Excellent		Good		Fair		Poor		Don't know		Total	
Cleanliness of Rockville	26%	N=122	56%	N=260	15%	N=72	2%	N=9	1%	N=3	100%	N=466
Air quality	29%	N=134	50%	N=235	16%	N=76	1%	N=5	4%	N=18	100%	N=467
Availability of paths and walking trails	33%	N=152	45%	N=210	13%	N=60	3%	N=12	7%	N=31	100%	N=465
Fitness opportunities (including exercise classes and paths or trails, etc.)	33%	N=154	44%	N=202	14%	N=67	2%	N=7	7%	N=33	100%	N=464
Recreational opportunities	31%	N=145	45%	N=210	15%	N=71	3%	N=13	5%	N=25	100%	N=464
Availability of affordable quality food	19%	N=91	44%	N=205	26%	N=119	8%	N=38	3%	N=13	100%	N=467
Availability of affordable quality health care	18%	N=81	40%	N=182	22%	N=101	6%	N=28	15%	N=67	100%	N=459
Availability of preventive health services	23%	N=106	36%	N=164	19%	N=87	4%	N=19	18%	N=80	100%	N=457
Availability of affordable quality mental health care	9%	N=41	21%	N=98	14%	N=66	8%	N=36	47%	N=217	100%	N=458
Opportunities to attend cultural/arts/music activities	26%	N=117	38%	N=174	25%	N=114	3%	N=13	8%	N=38	100%	N=456
Community support for the arts	23%	N=107	37%	N=170	18%	N=81	4%	N=17	18%	N=83	100%	N=457
Availability of affordable quality childcare/preschool	7%	N=30	12%	N=53	16%	N=73	12%	N=53	54%	N=249	100%	N=459
K-12 education	21%	N=95	26%	N=120	11%	N=52	5%	N=22	37%	N=169	100%	N=459
Adult educational opportunities	23%	N=106	35%	N=160	13%	N=59	3%	N=13	26%	N=122	100%	N=460
Sense of civic/community pride	20%	N=89	40%	N=183	23%	N=106	5%	N=24	11%	N=52	100%	N=453
Neighborliness of residents in Rockville	19%	N=90	40%	N=186	29%	N=136	6%	N=27	6%	N=26	100%	N=465
Opportunities to participate in social events and activities	20%	N=94	41%	N=192	25%	N=117	3%	N=12	10%	N=48	100%	N=462
Opportunities to attend special events and festivals	28%	N=132	44%	N=205	17%	N=80	2%	N=11	8%	N=39	100%	N=467
Opportunities to volunteer	20%	N=92	36%	N=167	16%	N=76	3%	N=13	25%	N=115	100%	N=463
Opportunities to participate in community matters	19%	N=86	40%	N=186	16%	N=76	3%	N=14	22%	N=101	100%	N=462
Openness and acceptance of the community toward people of diverse backgrounds	31%	N=146	41%	N=191	16%	N=73	1%	N=5	11%	N=50	100%	N=466

Table 36: Question 9

Please rate the quality of each of the following services in Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	18%	N=85	52%	N=240	12%	N=56	3%	N=13	15%	N=69	100%	N=463
Economic development	13%	N=60	33%	N=154	23%	N=106	4%	N=20	26%	N=121	100%	N=462
Traffic enforcement	13%	N=58	43%	N=198	22%	N=102	11%	N=50	12%	N=53	100%	N=462
Traffic signal timing	14%	N=65	44%	N=205	28%	N=129	10%	N=46	4%	N=17	100%	N=460
Street repair	16%	N=75	46%	N=213	25%	N=116	9%	N=40	4%	N=20	100%	N=464
Street cleaning	23%	N=109	49%	N=225	15%	N=70	4%	N=21	8%	N=39	100%	N=464
Street lighting by city-maintained metal poles	20%	N=93	51%	N=235	18%	N=82	5%	N=21	7%	N=32	100%	N=463
Street lighting by PEPCO-maintained wooden poles	16%	N=71	40%	N=186	22%	N=103	5%	N=21	17%	N=78	100%	N=459
Snow removal	32%	N=149	39%	N=179	13%	N=61	2%	N=10	13%	N=62	100%	N=461
Sidewalk maintenance	24%	N=112	46%	N=213	22%	N=100	4%	N=17	4%	N=16	100%	N=460
Bus or transit services	21%	N=97	44%	N=202	16%	N=74	2%	N=11	17%	N=76	100%	N=461
Land use, planning, and zoning	9%	N=39	29%	N=133	21%	N=94	6%	N=29	35%	N=159	100%	N=454
Permitting services	9%	N=39	18%	N=81	11%	N=50	5%	N=22	58%	N=262	100%	N=454
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=38	24%	N=110	16%	N=73	7%	N=32	45%	N=203	100%	N=455
Affordable high-speed internet access	18%	N=83	33%	N=153	23%	N=106	6%	N=26	20%	N=91	100%	N=459
Rockville-provided refuse collection	37%	N=171	30%	N=137	8%	N=39	1%	N=5	23%	N=108	100%	N=460
Recycling	40%	N=187	33%	N=151	13%	N=59	3%	N=12	12%	N=54	100%	N=461
Yard waste pick-up	29%	N=133	26%	N=121	11%	N=50	3%	N=15	30%	N=140	100%	N=458
Seasonal curbside leaf collection	30%	N=136	29%	N=133	11%	N=48	3%	N=12	28%	N=128	100%	N=457
Rockville-provided water services	35%	N=160	40%	N=184	11%	N=50	1%	N=5	13%	N=59	100%	N=458
Rockville-provided sewer services	34%	N=157	40%	N=183	11%	N=49	1%	N=4	14%	N=65	100%	N=457
Power (electric and/or gas) utility	32%	N=144	44%	N=200	14%	N=65	2%	N=9	7%	N=33	100%	N=451
Rockville-provided water and sewer utility billing	25%	N=115	38%	N=172	13%	N=60	4%	N=17	20%	N=91	100%	N=455
Police services	30%	N=136	39%	N=179	12%	N=55	1%	N=3	19%	N=85	100%	N=458
Crime prevention	18%	N=84	41%	N=186	16%	N=75	3%	N=14	22%	N=101	100%	N=460
Animal control	15%	N=68	30%	N=137	9%	N=43	3%	N=14	43%	N=193	100%	N=454
Ambulance or emergency medical services	29%	N=134	28%	N=127	5%	N=22	0%	N=2	38%	N=174	100%	N=458

Please rate the quality of each of the following services in Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Fire services	35%	N=162	30%	N=139	3%	N=16	0%	N=2	31%	N=140	100%	N=459
Fire prevention and education	22%	N=99	27%	N=122	7%	N=32	1%	N=4	43%	N=197	100%	N=454
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=61	23%	N=105	10%	N=46	4%	N=16	49%	N=223	100%	N=452
Preservation of natural areas (open space, farmlands, and greenbelts)	22%	N=101	34%	N=156	15%	N=67	5%	N=25	23%	N=105	100%	N=454
Rockville open space	22%	N=100	38%	N=171	22%	N=98	5%	N=22	14%	N=65	100%	N=455
City parks	36%	N=167	42%	N=192	15%	N=68	3%	N=12	4%	N=20	100%	N=458
Recreation programs or classes	29%	N=130	37%	N=168	12%	N=55	1%	N=6	20%	N=92	100%	N=452
Recreation centers or facilities	30%	N=138	40%	N=183	12%	N=55	2%	N=8	16%	N=71	100%	N=455
Health services	15%	N=69	34%	N=155	13%	N=57	1%	N=3	37%	N=168	100%	N=452
Public library services	49%	N=225	31%	N=142	7%	N=30	1%	N=3	12%	N=57	100%	N=456
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	33%	N=151	35%	N=158	12%	N=55	1%	N=6	19%	N=85	100%	N=455
Street tree maintenance	24%	N=111	41%	N=188	19%	N=88	5%	N=21	11%	N=50	100%	N=459
Athletic fields (e.g., baseball/softball, soccer or football)	28%	N=129	34%	N=153	8%	N=38	1%	N=5	29%	N=131	100%	N=457
Playgrounds (play equipment)	31%	N=139	35%	N=158	9%	N=41	2%	N=9	23%	N=105	100%	N=452
Senior citizen programs and services	19%	N=88	19%	N=87	7%	N=32	2%	N=7	53%	N=238	100%	N=453
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	22%	N=100	25%	N=111	6%	N=27	2%	N=8	45%	N=206	100%	N=452

Table 37: Question 10

Please rate the following categories of Rockville government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Rockville	19%	N=86	38%	N=173	25%	N=115	8%	N=38	10%	N=46	100%	N=458
The overall direction that Rockville is taking	18%	N=83	41%	N=187	24%	N=111	7%	N=30	10%	N=46	100%	N=457
The job Rockville government does at welcoming resident involvement	17%	N=79	32%	N=144	18%	N=84	6%	N=28	27%	N=121	100%	N=456
Overall confidence in Rockville government	20%	N=92	39%	N=181	26%	N=118	5%	N=23	10%	N=46	100%	N=460
Generally acting in the best interest of the community	20%	N=90	41%	N=190	22%	N=101	6%	N=27	12%	N=54	100%	N=462
Being honest	19%	N=86	32%	N=144	17%	N=80	4%	N=19	28%	N=127	100%	N=456
Being open and transparent to the public	21%	N=95	35%	N=160	19%	N=85	5%	N=24	21%	N=96	100%	N=461
Informing residents about issues facing the community	19%	N=87	34%	N=156	22%	N=101	8%	N=35	17%	N=78	100%	N=457
Treating all residents fairly	21%	N=96	34%	N=159	13%	N=60	3%	N=13	29%	N=134	100%	N=460
Treating residents with respect	24%	N=111	39%	N=181	13%	N=57	2%	N=10	22%	N=99	100%	N=458
The responsiveness of city staff	20%	N=90	34%	N=155	15%	N=67	3%	N=15	29%	N=131	100%	N=457
Prioritizing spending based on community needs	12%	N=54	27%	N=125	16%	N=75	8%	N=35	37%	N=167	100%	N=455

Table 38: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Rockville	34%	N=156	46%	N=213	12%	N=55	2%	N=8	6%	N=26	100%	N=458
Montgomery County Government	24%	N=110	42%	N=194	20%	N=89	4%	N=20	10%	N=45	100%	N=458
The State of Maryland	13%	N=61	47%	N=215	24%	N=111	7%	N=33	8%	N=37	100%	N=457
The Federal Government	12%	N=56	37%	N=171	31%	N=142	11%	N=52	8%	N=35	100%	N=456

**Table 39: Question 14**

<b>Do you have any other comments about the services provided by the city or the job that the City of Rockville is doing?</b>	<b>Percent</b>	<b>Number</b>
Rockville is a great place/good services	19%	N=29
Growth, development, downtown/commercial area	11%	N=17
Police services, code enforcement, safety	11%	N=16
Cost of living, taxes, government spending, affordable housing	11%	N=17
Parking, public transportation, roads, bike lanes, paths, crosswalks	10%	N=15
Parks, recreation and youth and senior programs	7%	N=11
Collection services, landscaping, outdoor maintenance, snow plowing	6%	N=10
Traffic enforcement, congestion, lights, light timing	5%	N=7
Dissatisfaction with City employees/leaders/government	4%	N=5
Information/communication from City needed	3%	N=5
Additional or improvements to City services	2%	N=3
Other	13%	N=20
<b>Total</b>	<b>100%</b>	<b>N=155</b>

## Appendix C: Comparison of Responses by Demographics

### Understanding the Tables

For ease of comparison, responses have been condensed to an average rating on a 100-point scale. The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent”=100, “good”=67, “fair”=33 and “poor”=0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.”

Chi-square or ANOVA tests of significance were applied to these breakdowns of 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; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

For each pair or set of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper-case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper-case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 40 on the following page, respondents aged 55+ rated Rockville as a place to work with an average of 73 points in a scale from 0 to 100 compared to 64 points of respondents aged 18-34. Because this difference is statistically significant, on the row for “Rockville as a place to work” the cell for older respondents contains an “A” under the 73. The A in the cell for older respondents indicates that proportion is statistically significantly higher than the proportion of those who are aged 18-34 (Column A).

There are several groups of respondent characteristics examined in each table in this appendix. The letters start over for each new characteristic, and the letters only refer to the other subgroups within that characteristic, e.g., female respondents are in Column A and male respondents are Column B, and then for the next characteristic – Age - those aged 18-34 are in Column A while those aged 35-54 are in Column B, and those aged 55+ are in column C.

## Responses by Demographics Characteristics

Table 40: Question #1 by Demographics

Please rate each of the following aspects of quality of life in Rockville. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Rockville as a place to live	79	83	78	83	82	80	82	86	77	81
Your neighborhood as a place to live	80	81	78	79	82	80	79	78	78	80
Rockville as a place to raise children	78	78	75	80	78	76	77	83	78	78
Rockville as a place to work	72	70	64	73	73 A	71	74	71	77	70
Rockville as a place to visit	59	57	49	59 A	64 A	57	65	61	58	58
Rockville as a place to retire	54	50	39	51 A	60 A	53	57	50	47	52
The overall quality of life in Rockville	74	78	73	78	75	76	75	80	73	75
Sense of community	58	61	50	62 A	64 A	59	63	67	51	59

Table 41: Question #1 by Demographics

Please rate each of the following aspects of quality of life in Rockville. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Rockville as a place to live	80	80	82	81	81	80	82	81	77	86 B	81
Your neighborhood as a place to live	80	80	80	83 B	78	76	83 A	76	81	84 A	80
Rockville as a place to raise children	74	79	81	81	76	74	81 A	77	74	84 B	78
Rockville as a place to work	69	71	72	68	73	72	70	70	71	71	70
Rockville as a place to visit	58	58	60	55	60	60	56	64 B	52	58	58
Rockville as a place to retire	47	53	56	51	53	47	56 A	55	47	54	52
The overall quality of life in Rockville	74	76	77	77	75	73	78 A	75	73	79	75
Sense of community	57	61	62	62	58	55	63 A	58	58	63	59



Table 42: Question #2 by Demographics

Please rate each of the following characteristics as they relate to Rockville as a whole. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Overall economic health of Rockville	65	68	56	69 A	69 A	65	68	70	60	65
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	70	69	64	69	73 A	68	69	74	75	69
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	64	63	60	66	63	61	66	68	65	63
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	69	72	69	68	73	72	67	71	63	70
Overall feeling of safety in Rockville	68	71	69	71	68	69	72	72	63	69
Overall quality of the natural environment in Rockville	73	72	67	78 A	72	70	77	74	72	72
Overall quality of parks and recreation opportunities	76	74	71	76	77	76	75	73	70	75
Overall health and wellness opportunities in Rockville	72	71	66	73	73	70	72	70	77	71
Overall opportunities for education, culture, and the arts	69	71	64	73 A	72	70	70	72	69	70
Residents' connection and engagement with their community	55	60	53	58	59	58	60	56	47	57
Providing a safe and secure environment for residents of all backgrounds	64	71 A	63	71 A	66	68	68	70	63	67

Table 43: Question #2 by Demographics

Please rate each of the following characteristics as they relate to Rockville as a whole. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Overall economic health of Rockville	64	63	70	66	66	64	67	65	65	68	65
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	67	69	71	67	70	71	67	73	67	67	69
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	62	64	63	59	66 A	65	62	67	61	62	63
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	70	65	75 B	71	69	70	70	70	69	72	70
Overall feeling of safety in Rockville	71	69	67	71	68	69	70	67	69	74	69
Overall quality of the natural environment in Rockville	70	76	72	75	71	70	75 A	71	70	80 A B	72
Overall quality of parks and recreation opportunities	73	75	78	79 B	73	71	78 A	70	75	82 A	75
Overall health and wellness opportunities in Rockville	71	69	74	72	71	69	72	69	71	76	71
Overall opportunities for education, culture, and the arts	69	70	72	69	71	68	72	73	66	72	70
Residents' connection and engagement with their community	58	55	58	57	57	55	59	58	54	60	57
Providing a safe and secure environment for residents of all backgrounds	68	67	66	67	67	67	67	68	64	72 B	67

Table 44: Question #3 by Demographics

Please indicate how likely or unlikely you are to do each of the following. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Recommend living in Rockville to someone who asks	84	82	79	85	84	84	85	80	79	82
Remain in Rockville for the next five years	78	80	66	82 A	86 A	78	82	77	75	78

Table 45: Question #3 by Demographics

Please indicate how likely or unlikely you are to do each of the following. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Recommend living in Rockville to someone who asks	84	80	83	83	83	81	85	81	81	89 A B	82
Remain in Rockville for the next five years	74	79	83 A	85 B	74	69	86 A	77	74	87 A B	78

Table 46: Question #4 by Demographics

Please rate how safe or unsafe you feel: (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
In your neighborhood during the day	93	94	96	93	92	95	92	93	91	93
In Rockville's downtown/commercial areas during the day	87	87	90 C	88	84	88	84	86	90	86
From property crime	74	76	73	78	74	74	73	84 A B	77	75
From violent crime	80	83	80	83	80	83 B	75	86 B	85	81
From fire, flood, or other natural disaster	84	88 A	84	88	86	87	85	87	92	86
Walking or rolling in the city	80	82	76	86 A	80	79	83	90 A	81	80
On Rockville paths and trails	76	83 A	83 C	83 C	73	79	80	82	83	79
At local parks and playgrounds	83	87	86 C	89 C	80	86	84	86	84	84

Table 47: Question #4 by Demographics

Please rate how safe or unsafe you feel: (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
In your neighborhood during the day	95	93	91	94	93	93	94	91	94	96 A	93
In Rockville's downtown/commercial areas during the day	90 B C	85	84	86	87	89 B	85	86	89	86	86
From property crime	76	74	74	75	75	77	73	72	76	78	75
From violent crime	82	82	78	82	80	81	81	77	81	86 A	81
From fire, flood, or other natural disaster	86	85	86	86	86	87	85	83	86	90 A	86
Walking or rolling in the city	77	84 A	81	81	81	82	80	81	81	80	80
On Rockville paths and trails	82 C	79	75	79	79	80	78	75	81	84 A	79
At local parks and playgrounds	85	85	82	85	84	84	85	80	87 A	89 A	84

Table 48: Question #5 by Demographics

Please rate the job you feel the Rockville community does at each of the following. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Making all residents feel welcome	73	77	75	78 C	71	74	79	69	72	74
Attracting people from diverse backgrounds	77	80	79	81	75	80	80	72	78	78
Valuing/respecting residents from diverse backgrounds	76	80	78	81	75	80	79	72	72	78
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	67	71	67	73	66	68	73	63	72	69

Table 49: Question #5 by Demographics

Please rate the job you feel the Rockville community does at each of the following. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Making all residents feel welcome	77	74	72	74	75	74	75	74	75	76	74
Attracting people from diverse backgrounds	81	76	78	80	77	77	80	76	78	84 A	78
Valuing/respecting residents from diverse backgrounds	81	76	76	79	77	76	80	74	79	83 A	78
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	69	70	67	69	68	67	70	65	72	72	69

Table 50: Question #6 by Demographics

Please rate each of the following in the Rockville community. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Overall quality of business and service establishments in Rockville	69	73	74	69	69	70	73 D	77 D	59	70
Variety of business and service establishments in Rockville	67	71	71	70	66	68	69	75 D	56	69
Vibrancy of downtown/commercial areas	56	57	61	55	54	54	66 A D	59	47	56
Employment opportunities	54	61	58	56	58	61 D	63 D	55	44	57
Shopping opportunities	61	66	62	68	61	64	70	66	54	63
Cost of living in Rockville	35	40 A	32	36	41 A	37	38	37	28	37
Overall image or reputation of Rockville	70	73	70	72	71	70	71	83 A B D	66	71

Table 51: Question #6 by Demographics

Please rate each of the following in the Rockville community. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Overall quality of business and service establishments in Rockville	73	68	68	67	73 A	72	69	75 B C	69	68	70
Variety of business and service establishments in Rockville	70	68	67	66	71 A	70	68	74 C	67	65	69
Vibrancy of downtown/commercial areas	58	54	56	49	62 A	61 B	53	64 B C	54	50	56
Employment opportunities	61	52	58	56	58	58	57	58	56	63	57
Shopping opportunities	65	62	62	59	67 A	67 B	60	68	62	61	63
Cost of living in Rockville	35	37	38	37	37	33	40 A	38	32	42 B	37
Overall image or reputation of Rockville	71	71	71	71	71	71	71	72	70	72	71



Table 52: Question #7 by Demographics

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Traffic flow on major streets	48	47	41	50 A	49 A	44	54 A	45	49	47
Ease of public parking	52	61 A	57	60 C	52	55	60	53	52	56
Ease of travel by car in Rockville	61	65	66 C	65 C	57	60	68	66	56	62
Ease of travel by public transportation in Rockville	64	62	59	64	65	64	59	75 B D	55	63
Ease of travel by bicycle in Rockville	55	58	45	59 A	62 A	49	69 A	71 A	49	56
Ease of walking and rolling in Rockville	64	68	58	73 A	65	63	70	77 A	67	66
Well-planned commercial growth	50	57 A	57	56	49	50	62 A	57	51	53
Well-designed neighborhoods	60	63	58	65	61	61	67	57	63	61
Preservation of the historical or cultural character of the community	63	69 A	61	68	66	63	70	69	68	65
Public places where people want to spend time	60	66 A	62	66	60	61	64	67	59	62
Variety of housing options	47	57 A	49	50	57	53	55	47	39	52
Availability of affordable quality housing	26	38 A	26	30	38 A	31	36	31	19	32
Overall quality of new development in Rockville	51	60 A	58	58	51	54	62 D	55	40	55
Overall appearance of Rockville	64	66	62	67	65	63	66	70	64	65

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Cleanliness of Rockville	66	73 A	65	75 A C	67	68	70	74	64	69
Air quality	67	74 A	70	73	68	68	72	70	79	70
Availability of paths and walking trails	72	72	70	74	71	70	74	72	76	72
Fitness opportunities (including exercise classes and paths or trails, etc.)	72	73	73	74	72	74	69	73	76	72
Recreational opportunities	70	72	67	73	71	71	72	74	65	70
Availability of affordable quality food	54	65 A	60	60	58	61 D	56	63 D	43	59
Availability of affordable quality health care	57	64 A	60	59	63	61	58	62	51	60
Availability of preventive health services	62	69 A	65	66	65	64	68	68	53	65
Availability of affordable quality mental health care	48	58 A	53	51	56	52	55	53	45	53
Opportunities to attend cultural/arts/music activities	64	66	64	65	66	67	66	64	57	65
Community support for the arts	65	68	64	68	66	69	64	67	57	66
Availability of affordable quality childcare/preschool	36	49 A	24	48 A	47 A	41	49	42	42	43
K-12 education	64	71 A	62	70	66	67	68	68	61	67
Adult educational opportunities	64	74 A	62	74 A	69	71	71	66	59	69
Sense of civic/community pride	60	62	51	68 A	62 A	60	64	65	53	61
Neighborliness of residents in Rockville	56	62 A	48	66 A	62 A	59	61	65	55	59

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Opportunities to participate in social events and activities	60	66 A	62	65	62	65 D	62	64	52	63
Opportunities to attend special events and festivals	67	71	69	72	67	72 D	67	71	57	69
Opportunities to volunteer	64	69	59	68 A	69 A	69 D	65	66	51	66
Opportunities to participate in community matters	63	68	63	67	66	68	65	68	55	65
Openness and acceptance of the community toward people of diverse backgrounds	68	76 A	69	77 A C	69	74 D	73 D	72	59	72

Table 53: Question #7 by Demographics

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Traffic flow on major streets	46	49	46	43	50 A	49	46	50	45	45	47
Ease of public parking	57	59	51	51	60 A	57	55	56	54	60	56
Ease of travel by car in Rockville	66 C	62	57	56	67 A	63	61	61	63	65	62
Ease of travel by public transportation in Rockville	61	66	62	61	64	64	62	65	60	65	63
Ease of travel by bicycle in Rockville	45	64 A	61 A	57	55	56	56	60	54	53	56
Ease of walking and rolling in Rockville	60	72 A	66	64	67	67	65	70	66	63	66
Well-planned commercial growth	55	54	50	45	59 A	58 B	50	62 B C	51	46	53
Well-designed neighborhoods	61	60	63	58	64 A	61	62	63	58	65	61
Preservation of the historical or cultural character of the community	63	69	66	65	66	64	67	64	63	71	65
Public places where people want to spend time	61	64	62	60	64	62	63	62	62	65	62
Variety of housing options	51	51	54	54	50	46	57 A	51	49	58	52
Availability of affordable quality housing	30	32	33	34	30	27	36 A	32	25	38 B	32
Overall quality of new development in Rockville	59	54	52	51	58 A	58	53	59	52	56	55

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Overall appearance of Rockville	63	66	66	62	67	66	64	67	64	63	65
Cleanliness of Rockville	70	70	67	69	69	69	69	69	68	73	69
Air quality	69	73	70	70	70	70	70	68	72	73	70
Availability of paths and walking trails	69	73	74	73	71	70	74	70	71	76	72
Fitness opportunities (including exercise classes and paths or trails, etc.)	72	72	74	73	72	73	73	70	72	77	72
Recreational opportunities	69	70	73	71	70	69	73	69	70	76	70
Availability of affordable quality food	58	60	60	61	58	56	62 A	59	55	65 B	59
Availability of affordable quality health care	61	57	63	63	59	56	63 A	58	60	65	60
Availability of preventive health services	68	61	66	66	65	62	67	63	65	70	65
Availability of affordable quality mental health care	57	50	54	50	55	52	53	54	52	54	53
Opportunities to attend cultural/arts/music activities	65	62	68	64	66	65	65	63	66	67	65
Community support for the arts	66	64	68	66	66	65	67	66	65	69	66
Availability of affordable quality childcare/preschool	36	46	43	42	43	40	44	47	36	50	43
K-12 education	68	69	63	67	67	65	68	66	66	73	67
Adult educational opportunities	66	70	71	71	68	67	71	69	67	73	69
Sense of civic/community pride	60	61	63	61	61	59	63	59	62	63	61
Neighborliness of residents in Rockville	59	59	60	61	58	56	62 A	56	59	64	59

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Opportunities to participate in social events and activities	63	61	66	63	63	61	65	61	62	66	63
Opportunities to attend special events and festivals	70	68	70	68	70	69	69	66	71	72	69
Opportunities to volunteer	61	67	71 A	70 B	64	63	69	64	66	70	66
Opportunities to participate in community matters	65	65	68	67	65	64	67	63	65	69	65
Openness and acceptance of the community toward people of diverse backgrounds	73	71	70	73	71	72	72	68	72	78 A	72

Table 54: Question #8 by Demographics

Please indicate whether or not you have done each of the following in the last 12 months. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	48	51	38	48	59 A	56 B	33	58 B	35	50
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	12	14	7	15	17 A	15	8	14	6	14
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town halls, HOA, neighborhood watch, etc.)	19	24	17	23	25	23	18	15	16	22
Watched (online or on television) a local public meeting	25	22	14	22	32 A	22	12	26	48 A B	24
Volunteered your time to some group/activity in Rockville	29	23	19	30	29	27	17	22	43 B	26
Campaigned or advocated for a local issue, cause, or candidate	14	14	5	16 A	20 A	15	6	27 B	9	15
Voted in your most recent local election	62	68	48	61	80 A B	75 B	43	65 B	57	65
Used bus, rail, subway, or other public transportation instead of driving	70	79 A	93 B C	78 C	58	73	70	80	85	74
Carpooled with other adults or children instead of driving alone	54	51	75 B C	53 C	36	57 C	45	33	69 C	52
Walked or biked instead of driving	71	82 A	89 C	84 C	59	75	76	68	85	76
Visited or used a Rockville park (includes trails, playground, ball fields/courts, natural areas)	87	91	93 C	95 C	80	87	92	90	91	89
Visited or used a Rockville recreation facility (Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; etc.)	55	57	51	63	53	52	53	62	55	57
Participated in a Rockville recreation program	37 B	22	28	32	30	27	30	42	36	31

Please indicate whether or not you have done each of the following in the last 12 months. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th Fireworks, Car Show, or other event)	68	62	62	67	64	70 B	44	60	79 B	65

Table 55: Question #8 by Demographics

Please indicate whether or not you have done each of the following in the last 12 months. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	35	56 A	63 A	72 B	34	35	62 A	49	43	60 B	50
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	8	18 A	17	19 B	10	10	17	14	13	13	14
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town halls, HOA, neighborhood watch, etc.)	17	26	25	25	20	12	30 A	20	16	31 B	22
Watched (online or on television) a local public meeting	10	34 A	31 A	30 B	19	17	29 A	26	21	25	24
Volunteered your time to some group/activity in Rockville	18	31 A	34 A	33 B	22	22	30 A	27	24	29	26
Campaigned or advocated for a local issue, cause, or candidate	9	16	22 A	18	12	12	16	16	12	15	15



Please indicate whether or not you have done each of the following in the last 12 months. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Voted in your most recent local election	51	68 A	81 A	81 B	54	46	81 A	54	62	82 A B	65
Used bus, rail, subway, or other public transportation instead of driving	83 C	77 C	58	69	78 A	84 B	68	74	78	76	74
Carpooled with other adults or children instead of driving alone	58 C	55	41	51	53	57	49	51	51	63	52
Walked or biked instead of driving	82 C	79 C	63	74	77	81 B	73	70	83 A	81	76
Visited or used a Rockville park (includes trails, playground, ball fields/courts, natural areas)	90	93 C	82	90	87	86	90	85	92	95 A	89
Visited or used a Rockville recreation facility (Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; etc.)	43	70 A	58 A	64 B	51	48	62 A	55	53	61	57
Participated in a Rockville recreation program	26	34	32	36 B	27	29	32	25	32	35	31
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th Fireworks, Car Show, or other event)	63	67	63	59	68 A	66	63	64	66	67	65

Table 56: Question #9 by Demographics

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Public information services	66	68	64	70	66	68	65	70	69	67
Economic development	55	62 A	57	60	59	58	63 D	66 D	46	58
Traffic enforcement	56	53	49	57	57	52	54	62	59	55
Traffic signal timing	54	57	52	58	55	51	58	65 A	63	55
Street repair	54	62 A	56	59	58	58	59	58	52	58
Street cleaning	64	69	67	70 C	63	66	68	67	63	66
Street lighting by city-maintained metal poles	62	67	67	63	65	64	62	65	69	64
Street lighting by PEPCO-maintained wooden poles	60	61	62	57	63	60	58	66	59	60
Snow removal	69	76 A	73	72	72	74	68	68	77	72
Sidewalk maintenance	64	66	63	69	63	64	65	72	64	65
Bus or transit services	67	66	60	69 A	70 A	66	66	74	66	67
Land use, planning, and zoning	54	55	54	55	53	52	57	56	56	54
Permitting services	56	58	54	63	52	55	64 D	63	39	57
Code enforcement (weeds, abandoned buildings, etc.)	50	56	51	57	53	47	67 A	52	54	54
Affordable high-speed internet access	55	66 A	59	61	61	63	56	64	54	60
Rockville-provided refuse collection	75	82 A	76	78	80	81	74	70	88	78

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Recycling	71	80 A	69	77	77	78 B	69	73	73	75
Yard waste pick-up	71	75	68	74	73	73	75	65	72	72
Seasonal curbside leaf collection	71	76	64	73	77 A	77	72	65	69	73
Rockville-provided water services	73	78 A	75	73	77	78	73	70	72	75
Rockville-provided sewer services	72	79 A	74	73	78	79 C	74	69	67	75
Storm water management (storm drainage, dams, levees, etc.)	68	76 A	71	71	74	74	72	65	69	72
Power (electric and/or gas) utility	69	75 A	71	70	74	73 D	73 D	72	57	72
Rockville-provided water and sewer utility billing	63	75 A	67	67	71	73 C	69	57	58	69
Police services	71	76 A	69	75	75	74	74	69	73	73
Crime prevention	61	70 A	63	67	65	66	63	66	66	65
Animal control	65	68	68	66	66	69	65	61	67	66
Ambulance or emergency medical services	80	79	76	81	79	81	77	81	82	79
Fire services	82	82	81	84	81	84	79	76	86	82
Fire prevention and education	70	79 A	74	78	72	77	75	73	64	74
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63	66	64	64	65	66	65	60	59	64

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Preservation of natural areas (open space, farmlands, and greenbelts)	66	65	63	71	63	64	73	61	63	65
Rockville open space	61	67 A	60	68	61	64	67	54	55	63
City parks	72	73	72	76	71	75	71	67	65	72
Recreation programs or classes	70	76 A	69	75	73	76	70	73	63	72
Recreation centers or facilities	69	76 A	70	74	72	77	70	66	66	72
Health services	64	72 A	63	69	69	68	68	70	69	67
Public library services	81	84	82	84	81	83	79	80	90	82
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	72	78 A	70	77	75	77	73	71	72	74
Street tree maintenance	64	67	62	68	64	65	65	68	67	65
Athletic fields (e.g., baseball/softball, soccer or football)	75	76	77	76	74	75	75	70	81	75
Playgrounds (play equipment)	73	77	76	76	73	76	73	74	62	74
Senior citizen programs and services	74	73	62	77	74	75	70	74	68	73
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	74	76	74	74	76	77	70	74	72	74

Table 57: Question #9 by Demographics

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Public information services	65	68	68	66	67	66	68	63	69	69	67
Economic development	60	57	58	54	62 A	62 B	56	60	59	57	58
Traffic enforcement	51	56	58	53	56	58	53	54	56	52	55
Traffic signal timing	53	56	57	53	56	56	54	59	52	53	55
Street repair	57	60	55	58	57	56	59	58	54	62	58
Street cleaning	67	67	64	63	69 A	68	65	65	66	70	66
Street lighting by city-maintained metal poles	66	62	65	61	66 A	65	63	63	63	68	64
Street lighting by PEPCO-maintained wooden poles	62	55	63	55	64 A	63	58	61	58	60	60
Snow removal	70	73	74	75	70	69	74 A	71	70	76	72
Sidewalk maintenance	65	68	62	64	65	64	65	65	62	68	65
Bus or transit services	65	68	69	67	66	65	68	67	64	70	67
Land use, planning, and zoning	55	53	54	49	58 A	56	52	58	52	55	54
Permitting services	57	58	55	50	63 A	62	54	60	52	60	57
Code enforcement (weeds, abandoned buildings, etc.)	51	57	53	49	57 A	56	52	58	50	55	54
Affordable high-speed internet access	61	60	60	62	59	58	62	59	59	66	60
Rockville-provided refuse collection	78	74	83 B	84 B	71	73	80 A	73	77	85 A	78

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Recycling	71	73	82 A B	83 B	69	69	80 A	72	72	85 A B	75
Yard waste pick-up	69	70	77	76 B	67	69	73	71	67	78 B	72
Seasonal curbside leaf collection	69	69	80 A B	76 B	69	68	75 A	74	67	79 B	73
Rockville-provided water services	75	72	79	77	73	72	77 A	73	73	80	75
Rockville-provided sewer services	76	71	80 B	76	74	72	77 A	74	72	81 B	75
Storm water management (storm drainage, dams, levees, etc.)	72	68	76	72	72	68	74 A	69	70	78 A	72
Power (electric and/or gas) utility	71	67	77 B	71	72	70	72	72	68	76 B	72
Rockville-provided water and sewer utility billing	71 B	62	74 B	70	67	64	72 A	66	66	73	69
Police services	73	72	75	73	74	72	74	72	74	74	73
Crime prevention	68	63	63	67	64	65	65	62	64	70	65
Animal control	70	63	66	65	67	66	66	64	66	70	66
Ambulance or emergency medical services	79	77	81	78	80	81	77	80	79	80	79
Fire services	84	77	84	82	82	82	81	81	81	83	82
Fire prevention and education	74	72	77	74	74	73	75	73	73	80	74
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65	62	65	61	66	62	65	64	61	69	64

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Preservation of natural areas (open space, farmlands, and greenbelts)	66	68	62	66	65	65	65	61	66	70	65
Rockville open space	64	64	61	64	63	60	65	58	64	70 A	63
City parks	71	73	74	75	71	70	74	68	73	78 A	72
Recreation programs or classes	71	71	77	72	73	71	74	71	72	76	72
Recreation centers or facilities	72	69	77 B	73	72	70	75 A	68	75	75	72
Health services	65	65	71	67	67	65	68	66	66	72	67
Public library services	83	83	81	81	83	82	83	78	84	84	82
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	75	74	74	74	75	74	75	70	74	79 A	74
Street tree maintenance	65	66	64	60	69 A	69 B	62	66	63	66	65
Athletic fields (e.g., baseball/softball, soccer or football)	76	73	76	73	76	74	75	71	78	77	75
Playgrounds (play equipment)	74	73	76	76	73	71	76	71	73	81 A B	74
Senior citizen programs and services	73	70	76	73	73	72	74	68	75	83 A	73
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	70	71	81 A B	77	72	71	76	70	74	82 A	74

Table 58: Question #10 by Demographics

Please rate the following categories of Rockville government performance. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
The value of services for the taxes paid to Rockville	56	61	53	62	60	61	59	54	47	58
The overall direction that Rockville is taking	58	62	60	61	58	61	60	59	56	60
The job Rockville government does at welcoming resident involvement	59	63	56	63	63	65 D	60 D	65 D	42	61
Overall confidence in Rockville government	59	63	56	63	63	63	60	65	52	61
Generally acting in the best interest of the community	60	63	58	64	61	65	57	65	53	61
Being honest	60	67 A	62	65	64	68	61	60	54	63
Being open and transparent to the public	61	66	65	65	61	66	62	64	55	63
Informing residents about issues facing the community	56	63 A	58	60	60	61	56	66	50	59
Treating all residents fairly	66	71	67	73 C	65	70	64	70	63	68
Treating residents with respect	70	71	67	76 A C	67	73	66	73	66	70
The responsiveness of city staff	63	69 A	64	68	65	70	62	64	59	66
Prioritizing spending based on community needs	53	60 A	55	60	55	58	59	63	46	56



Table 59: Question #10 by Demographics

Please rate the following categories of Rockville government performance. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
The value of services for the taxes paid to Rockville	59	56	60	59	58	56	60	54	58	67 A	58
The overall direction that Rockville is taking	63	58	57	58	61	59	60	58	58	65	60
The job Rockville government does at welcoming resident involvement	60	59	64	62	60	58	63	61	61	61	61
Overall confidence in Rockville government	62	59	62	60	62	60	62	63	59	64	61
Generally acting in the best interest of the community	65	58	62	61	62	61	62	63	60	64	61
Being honest	66	59	66	64	63	61	65	63	60	69	63
Being open and transparent to the public	67	60	62	61	65	63	63	63	61	69	63
Informing residents about issues facing the community	62	54	62	58	60	58	60	59	57	63	59
Treating all residents fairly	70	67	67	66	70	69	67	66	70	71	68
Treating residents with respect	71	69	70	68	72	71	70	69	69	74	70
The responsiveness of city staff	68	65	66	65	67	65	66	65	66	68	66
Prioritizing spending based on community needs	58	54	56	52	60 A	59	55	62	53	56	56

Table 60: Question #11 by Demographics

Overall, how would you rate the quality of the services provided by each of the following? (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
The City of Rockville	72	76	76	74	73	75	72	74	70	73
Montgomery County Government	64	67	68	66	63	66	65	67	56	65
The State of Maryland	58	58	55	58	60	59	58	56	49	57
The Federal Government	51	53	43	52 A	57 A	52	53	49	50	52

Table 61: Question #11 by Demographics

Overall, how would you rate the quality of the services provided by each of the following? (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
The City of Rockville	74	73	74	75	73	73	74	74	70	77	73
Montgomery County Government	68	64	63	60	69 A	68 B	63	68	63	63	65
The State of Maryland	59	55	58	55	60	57	58	58	56	58	57
The Federal Government	51	51	53	51	52	52	51	53	48	53	52

Table 62: Question #12 by Demographics

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Overall economic health of Rockville	81	83	84	83	80	82	78	83	88	82
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	77	78	82 C	76	75	77	78	77	81	77
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	68	72	65	69	74 A	70	74	70	69	70
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	82	80	73	85 A	83 A	80	83	81	77	81
Overall feeling of safety in Rockville	87	83	80	85	87 A	85	85	81	92	85
Overall quality of natural environment in Rockville	75	73	72	73	76	76	74	67	75	74
Overall quality of parks and recreation opportunities	70	71	68	69	73	71	70	71	75	70
Overall health and wellness opportunities in Rockville	72 B	63	63	65	72 A B	66	66	74	84 A B	68
Overall opportunities for education, culture, and the arts	69	64	62	65	71 A	63	69	71	82 A	67
Residents' connection and engagement with their community	63	59	59	59	64	59	62	59	71	61
Rockville's preparation for unforeseen or natural disasters	76 B	66	68	70	75	72	67	72	77	72
Growth and development of new housing	58	66 A	68	59	59	62	58	68	62	61
Improving walking paths between neighborhoods	61	64	64	63	60	63	63	60	67	62
Increasing availability of online services and data on the city's website	57	58	57	54	61 B	56	58	65	64	58
Neighborhood shopping center revitalization	61	67 A	58	64	66	63	60	69	60	64
Services for seniors and the aging population	72 B	63	62	63	76 A B	67	62	78 A B	82 A B	68

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Services for youth	75 B	69	69	72	74	72	68	76	85 A B	72
Services to provide effective and timely communication to residents	74	70	68	74	73	71	75	75	69	72

Table 63: Question #12 by Demographics

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Overall economic health of Rockville	82	82	82	80	83	83	81	81	82	82	82
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	81 B	74	75	73	80 A	81 B	74	78	78	76	77
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	66	69	77 A B	71	70	68	72	70	69	72	70
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	79	80	86 A B	82	80	78	83 A	80	81	82	81
Overall feeling of safety in Rockville	83	83	89	83	85	83	86	85	84	85	85
Overall quality of natural environment in Rockville	73	74	76	74	74	73	75	77	74	74	74
Overall quality of parks and recreation opportunities	70	69	74	72	69	69	72	72	70	71	70
Overall health and wellness opportunities in Rockville	66	65	72	62	71 A	70	65	77 B C	68 C	55	68
Overall opportunities for education, culture, and the arts	64	67	70	64	68	68	66	73 C	68 C	56	67
Residents' connection and engagement with their community	61	58	64	58	63 A	61	61	69 B C	57	56	61
Rockville's preparation for unforeseen or natural disasters	70	69	76	70	73	72	71	79 B C	68	66	72
Growth and development of new housing	65	60	58	53	67 A	68 B	56	64	63	56	61

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Improving walking paths between neighborhoods	63	64	60	62	62	63	61	64	61	63	62
Increasing availability of online services and data on the city's website	57	58	59	57	58	59	56	63 B C	55	53	58
Neighborhood shopping center revitalization	62	66	63	66	62	59	67 A	64	61	67	64
Services for seniors and the aging population	64	67	73 A	66	69	69	66	76 B C	67 C	56	68
Services for youth	70	72	76	72	72	73	71	77 C	72	66	72
Services to provide effective and timely communication to residents	71	73	74	73	71	71	73	75	72	69	72

Table 64: Question #13 by Demographics

Please rate your preference for receiving information about Rockville city government from each source. (Average rating on 100-point scale)	Gender		Age			Race				Overall
	Female	Male	18-34	35-54	55+	White	Asian	Black or African American	Other / multiple races	(A)
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	
Official city website	68	68	69	72	64	66	74	66	66	68
Social media (e.g., Facebook, Twitter, Instagram, Nextdoor)	43	40	49 C	46 C	33	38	48	48	33	41
Print newsletter (Rockville Reports)	57	58	49	56	64 A	62 B	48	58	56	57
Local government TV channel 11	26	30	16	26 A	38 A B	23	33 A	42 A	30	28
Public meetings or forums (TV broadcast or livestream)	36	38	24	39 A	43 A	33	40	42	32	37
Online video content (YouTube)	41	47	40	51 A C	39	36	53 A	54 A	57 A	43
Email newsletters	60	65	58	68 A	60	64	61	52	66	62
Public meetings or forums (in person)	37	41	29	41 A	44 A	39	36	35	40	39
Community newsletters or listservs	54	52	48	55	55	53	49	56	54	53
Printed materials (e.g., posters, brochures, fliers)	50	46	38	50 A	53 A	48	46	56	44	48
Direct mail (e.g., letters, postcard advisories)	59	56	52	58	61	62 B	48	62	46	58
Word of mouth	26	27	27	30	23	24	31 D	34 D	8	26

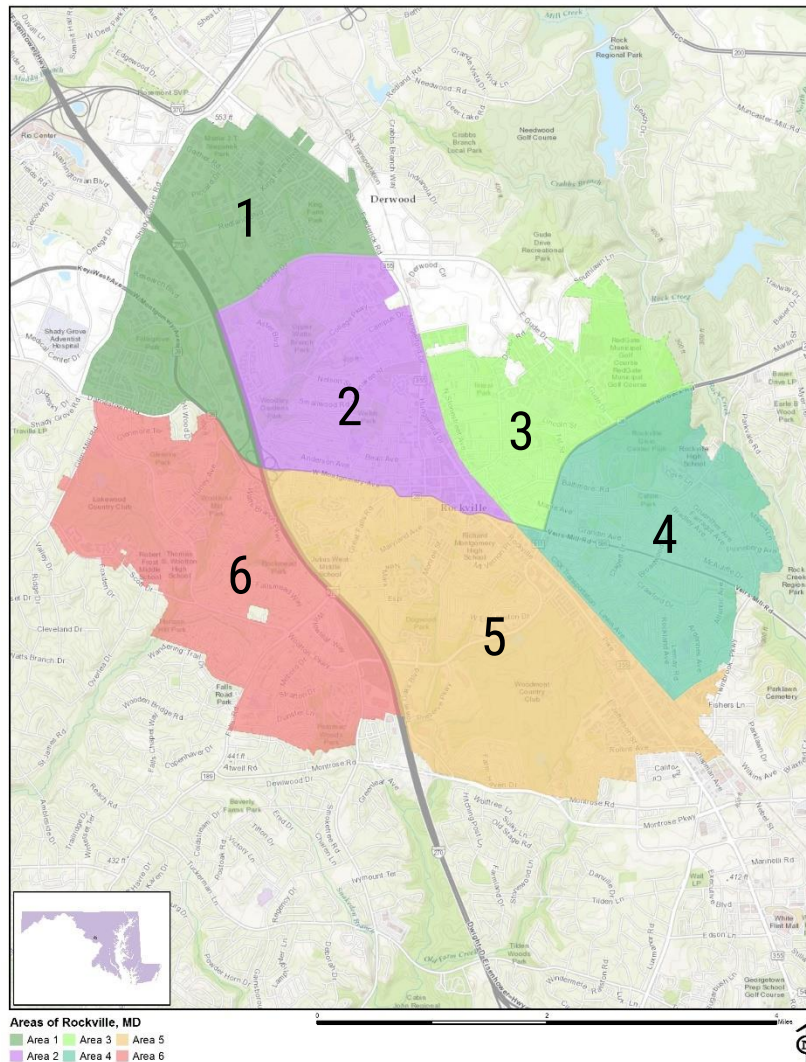
Table 65: Question #13 by Demographics

Please rate your preference for receiving information about Rockville city government from each source. (Average rating on 100-point scale)	Respondent length of residency			Housing unit type		Housing tenure		Household income			Overall
	5 years or less	6 to 20 years	Over 20 years	Detached	Attached	Rent	Own	Less than \$100,000	\$100,000 to \$199,999	\$200,000 or more	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	
Official city website	68	70	66	70	66	71	66	68	68	70	68
Social media (e.g., Facebook, X, Instagram, Nextdoor)	44	42	37	36	46 A	46	39	49 B C	39	38	41
Print newsletter (Rockville Reports)	52	54	69 A B	61 B	55	52	62 A	60	57	53	57
Local government TV channel 11	17	35 A	34 A	28	27	30	26	38 B C	24	17	28
Public meetings or forums (TV broadcast or livestream)	30	39 A	43 A	36	37	35	38	38	37	32	37
Online video content (YouTube)	39	50 A	42	42	44	46	41	50 B	39	42	43
Email newsletters	62	62	62	63	61	60	64	59	60	71 A B	62
Public meetings or forums (in person)	34	40	43 A	39	39	36	41	42	36	39	39
Community newsletters or listservs	50	56	56	54	52	48	58 A	58 B	47	54	53
Printed materials (e.g., posters, brochures, fliers)	43	46	56 A	48	47	47	49	58 B C	43	40	48
Direct mail (e.g., letters, postcard advisories)	54	54	68 A B	61	55	52	62 A	64 B	51	56	58
Word of mouth	24	34 A C	21	22	29 A	27	26	34 B C	21	24	26



## Appendix D: Comparison of Responses by Area of Residence

### City of Rockville Areas



- Area 1: King Farm/ Fallsgrove
- Area 2: Middle, North of MD 28
- Area 3: East, North of MD 28
- Area 4: East, South of MD 28
- Area 5: Middle, South of MD 28
- Area 6: West of I-270

## Responses by Geographic Area of Residence

**Table 66: Question #1 by Area of Residence**

Please rate each of the following aspects of quality of life in Rockville. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Rockville as a place to live	80	81	84	81	77	85	81
Your neighborhood as a place to live	82 E	84 E	71	78	73	89 C E	80
Rockville as a place to raise children	75	82	72	76	74	86	78
Rockville as a place to work	71	68	62	70	69	79	70
Rockville as a place to visit	60	60	61	57	55	58	58
Rockville as a place to retire	52	60 E	46	53	43	56	52
The overall quality of life in Rockville	71	79	73	75	74	81	75
Sense of community	56	66 E	54	60	53	67	59

Table 67: Question #2 by Area of Residence

Please rate each of the following characteristics as they relate to Rockville as a whole. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Overall economic health of Rockville	67	62	63	68	62	72	65
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	70	67	62	70	69	67	69
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	66 C	64	46	62	62	62	63
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	73 C	69 C	49	70 C	70 C	74 C	70
Overall feeling of safety in Rockville	68	71	71	66	69	73	69
Overall quality of the natural environment in Rockville	71	74	75	75	69	73	72
Overall quality of parks and recreation opportunities	78	72	73	79	72	77	75
Overall health and wellness opportunities in Rockville	72	70	71	75	67	72	71
Overall opportunities for education, culture, and the arts	70	71	65	71	66	77	70
Residents' connection and engagement with their community	56	64	45	52	55	62	57
Providing a safe and secure environment for residents of all backgrounds	65	66	63	63	71	71	67

Table 68: Question #3 by Area of Residence

Please indicate how likely or unlikely you are to do each of the following. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Recommend living in Rockville to someone who asks	80	87	78	84	80	83	82
Remain in Rockville for the next five years	71	85 A	76	81	74	87 A	78

Table 69: Question #4 by Area of Residence

Please rate how safe or unsafe you feel: (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
In your neighborhood during the day	95	95 D	90	88	93	96	93
In Rockville's downtown/commercial areas during the day	85	89	83	84	90	84	86
From property crime	72	80	76	70	76	77	75
From violent crime	80	83	73	78	82	82	81
From fire, flood, or other natural disaster	86	87 C	73	84	88 C	86	86
Walking or rolling in the city	82	82	77	78	79	85	80
On Rockville paths and trails	76	83	85	74	80	80	79
At local parks and playgrounds	85	86	85	81	85	86	84

Table 70: Question #5 by Area of Residence

Please rate the job you feel the Rockville community does at each of the following. (Average rating on 100- point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Making all residents feel welcome	71	75	73	74	76	77	74
Attracting people from diverse backgrounds	76	77	77	84	77	78	78
Valuing/respecting residents from diverse backgrounds	77	80	74	77	76	81	78
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	68	69	63	71	66	71	69

**Table 71: Question #6 by Area of Residence**

<b>Please rate each of the following in the Rockville community. (Average rating on 100-point scale)</b>	<b>King Farm/ Fallsgrove</b>	<b>Middle, North of MD 28</b>	<b>East, North of MD 28</b>	<b>East, South of MD 28</b>	<b>Middle, South of MD 28</b>	<b>West of I-270</b>	<b>Overall</b>
	<b>(A)</b>	<b>(B)</b>	<b>(C)</b>	<b>(D)</b>	<b>(E)</b>	<b>(F)</b>	<b>(A)</b>
Overall quality of business and service establishments in Rockville	71	71	69	70	70	68	70
Variety of business and service establishments in Rockville	72	65	73	68	69	66	69
Vibrancy of downtown/commercial areas	57	57	60	53	60	50	56
Employment opportunities	58	47	58	61	57	60	57
Shopping opportunities	66	55	51	64	72 B C	59	63
Cost of living in Rockville	33	42	40	41	32	35	37
Overall image or reputation of Rockville	67	74	63	72	72	71	71

Table 72: Question #7 by Area of Residence

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Traffic flow on major streets	47	49	55	41	45	55	47
Ease of public parking	57	60	71 E	51	51	58	56
Ease of travel by car in Rockville	64	66	71	55	62	59	62
Ease of travel by public transportation in Rockville	65	64	55	65	60	61	63
Ease of travel by bicycle in Rockville	61	55	52	52	56	61	56
Ease of walking and rolling in Rockville	68	68	64	59	68	65	66
Well-planned commercial growth	55	53	63	49	56	44	53
Well-designed neighborhoods	64	68	53	59	58	58	61
Preservation of the historical or cultural character of the community	66	66	62	64	65	69	65
Public places where people want to spend time	65	72 D E	65	57	56	59	62
Variety of housing options	52	56	50	52	46	59	52
Availability of affordable quality housing	32	33	39	30	26	45 E	32
Overall quality of new development in Rockville	56	61	64	49	53	53	55
Overall appearance of Rockville	66	69	69	62	60	68	65
Cleanliness of Rockville	66	74 D	70	64	70	71	69
Air quality	70	73	71	68	68	72	70
Availability of paths and walking trails	74	74	73	71	67	77	72
Fitness opportunities (including exercise classes and paths or trails, etc.)	75	75	65	72	68	76	72
Recreational opportunities	71	71	80	69	66	76	70
Availability of affordable quality food	61	57	65	60	54	66	59
Availability of affordable quality health care	66 E	66 E	59	60 E	47	64 E	60

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Availability of preventive health services	69	69	60	63	57	70	65
Availability of affordable quality mental health care	61	55	43	53	46	51	53
Opportunities to attend cultural/arts/music activities	66	70	56	66	60	65	65
Community support for the arts	65	68	52	67	65	71	66
Availability of affordable quality childcare/preschool	42	38	61	39	42	51	43
K-12 education	64	71	70	64	66	67	67
Adult educational opportunities	67	67	72	69	70	71	69
Sense of civic/community pride	63	65	46	60	58	66	61
Neighborliness of residents in Rockville	58	65	57	58	55	63	59
Opportunities to participate in social events and activities	60	67	63	61	61	68	63
Opportunities to attend special events and festivals	69	74	71	66	66	69	69
Opportunities to volunteer	65	66	61	63	66	71	66
Opportunities to participate in community matters	64	66	60	63	66	70	65
Openness and acceptance of the community toward people of diverse backgrounds	70	74	67	72	73	72	72

Table 73: Question #8 by Area of Residence

Please indicate whether or not you have done each of the following in the last 12 months. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	31	54 A	63	64 A	48	53	50
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	10	19	27	12	8	22	14
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town halls, HOA, neighborhood watch, etc.)	18	27	29	14	18	37 D	22
Watched (online or on television) a local public meeting	18	26	57 A B D E F	25	21	19	24
Volunteered your time to some group/activity in Rockville	28	31	30	22	20	36	26
Campaigned or advocated for a local issue, cause, or candidate	14	15	24	11	13	22	15
Voted in your most recent local election	67	64	72	70	52	81 E	65
Used bus, rail, subway, or other public transportation instead of driving	72	80 F	85	71	77	55	74
Carpooled with other adults or children instead of driving alone	51	60	43	44	57	46	52
Walked or biked instead of driving	75	87 F	93 F	72	73	60	76
Visited or used a Rockville park (includes trails, playground, ball fields/courts, natural areas)	86	87	97	88	92	87	89
Visited or used a Rockville recreation facility (Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; etc.)	54	68 E	74	55	46	59	57
Participated in a Rockville recreation program	31	43 E	23	32	18	34	31
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th Fireworks, Car Show, or other event)	64	79 E	74	60	56	59	65



Table 74: Question #9 by Area of Residence

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Public information services	66	64	70	67	69	69	67
Economic development	65	56	47	59	56	57	58
Traffic enforcement	54	54	58	55	53	60	55
Traffic signal timing	52	60	68	52	53	53	55
Street repair	54	62	56	56	55	65	58
Street cleaning	65	69	63	61	69	71	66
Street lighting by city-maintained metal poles	64	65	63	63	63	69	64
Street lighting by PEPCO-maintained wooden poles	62	57	63	60	59	64	60
Snow removal	69	78	69	68	70	80	72
Sidewalk maintenance	63	66	56	63	67	69	65
Bus or transit services	69	64	64	71	64	70	67
Land use, planning, and zoning	53	52	46	55	56	55	54
Permitting services	61	51	46	56	63	59	57
Code enforcement (weeds, abandoned buildings, etc.)	60	44	44	49	60	60	54
Affordable high-speed internet access	65 E	63	69	58	51	63	60
Rockville-provided refuse collection	75	77	72	83	75	83	78
Recycling	71	76	76	81	70	82	75
Yard waste pick-up	63	73	71	73	76	78	72
Seasonal curbside leaf collection	65	75	72	73	74	80	73
Rockville-provided water services	74	78	67	74	75	77	75
Rockville-provided sewer services	74	79	62	73	76	78	75
Storm water management (storm drainage, dams, levees, etc.)	71	78 C	59	71	71	72	72
Power (electric and/or gas) utility	76 C	70	58	72	70	72	72

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Rockville-provided water and sewer utility billing	69	68	58	70	68	74	69
Police services	77	73	63	77	68	77	73
Crime prevention	63	70	67	64	62	66	65
Animal control	68	68	60	65	69	64	66
Ambulance or emergency medical services	79	80	73	83	78	79	79
Fire services	83	78	77	86	80	82	82
Fire prevention and education	77	72	70	76	74	74	74
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67	62	63	66	55	72	64
Preservation of natural areas (open space, farmlands, and greenbelts)	66	63	67	65	63	69	65
Rockville open space	64	66	66	63	57	66	63
City parks	76	72	74	72	68	76	72
Recreation programs or classes	76	72	75	68	72	73	72
Recreation centers or facilities	74	73	77	70	71	74	72
Health services	68	66	72	66	66	70	67
Public library services	85	84	77	83	81	81	82
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	74	73	68	75	75	79	74
Street tree maintenance	66	69	52	60	67	66	65
Athletic fields (e.g., baseball/softball, soccer or football)	74	77	75	75	74	74	75
Playgrounds (play equipment)	74	73	74	74	75	78	74
Senior citizen programs and services	75	74	78	76	64	74	73
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	76	76	79	77	67	74	74

Table 75: Question #10 by Area of Residence

Please rate the following categories of Rockville government performance. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
The value of services for the taxes paid to Rockville	55	66	49	55	55	67	58
The overall direction that Rockville is taking	58	66 E	55	61	53	64	60
The job Rockville government does at welcoming resident involvement	56	65	73	59	57	65	61
Overall confidence in Rockville government	60	64	62	60	57	64	61
Generally acting in the best interest of the community	60	65	59	62	58	65	61
Being honest	60	67	64	63	59	70	63
Being open and transparent to the public	61	66	67	63	61	63	63
Informing residents about issues facing the community	61	58	63	60	57	60	59
Treating all residents fairly	69	70	60	66	67	69	68
Treating residents with respect	70	72	66	68	70	71	70
The responsiveness of city staff	64	69	58	65	64	72	66
Prioritizing spending based on community needs	57	55	57	54	58	57	56

Table 76: Question #11 by Demographics

Overall, how would you rate the quality of the services provided by each of the following? (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
The City of Rockville	69	76	81	74	72	76	73
Montgomery County Government	63	68	67	65	64	64	65
The State of Maryland	58	59	61	59	51	62	57
The Federal Government	52	50	52	54	49	54	52

Table 77: Question #12 by Area of Residence

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Overall economic health of Rockville	83	82	81	83	81	82	82
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	75	77	80	78	79	74	77
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	71	66	76	69	70	75	70
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	83	82	79	79	80	83	81
Overall feeling of safety in Rockville	85	83	77	86	84	88	85
Overall quality of natural environment in Rockville	70	77	70	77	75	70	74
Overall quality of parks and recreation opportunities	69	71	64	74	69	71	70
Overall health and wellness opportunities in Rockville	70	65	66	71	66	64	68
Overall opportunities for education, culture, and the arts	69	64	66	70	64	69	67
Residents' connection and engagement with their community	62	62	65	67 E	55	61	61
Rockville's preparation for unforeseen or natural disasters	71	68	73	73	72	77	72
Growth and development of new housing	67	60	66	57	63	53	61
Improving walking paths between neighborhoods	59	58	75	66	64	60	62
Increasing availability of online services and data on the city's website	59	56	75 B E	56	55	58	58
Neighborhood shopping center revitalization	60	69	76	60	60	67	64
Services for seniors and the aging population	68	64	60	72	70	66	68
Services for youth	70	71	62	76	73	74	72
Services to provide effective and timely communication to residents	69	73	74	74	71	76	72

Table 78: Question #13 by Area of Residence

Please rate your preference for receiving information about Rockville city government from each source. Percent highly preferred or preferred	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
	(A)	(B)	(C)	(D)	(E)	(F)	(A)
Official city website	65	68	63	68	72	70	68
Social media (e.g., Facebook, Twitter, Instagram, Nextdoor)	44	37	39	45	40	40	41
Print newsletter (Rockville Reports)	50	67 A C E	40	69 A C E	52	53	57
Local government TV channel 11	28	26	31	32	25	26	28
Public meetings or forums (TV broadcast or livestream)	38	43 E	29	41	29	32	37
Online video content (YouTube)	39	41	52	39	52	41	43
Email newsletters	57	68	53	61	66	57	62
Public meetings or forums (in person)	38	46	25	42	33	38	39
Community newsletters or listservs	45	62 A	49	57	52	50	53
Printed materials (e.g., posters, brochures, fliers)	44	51	37	55	49	40	48
Direct mail (e.g., letters, postcard advisories)	47	62 A	68	66 A	58	51	58
Word of mouth	24	31	55 A B D E F	23	22	26	26

## Responses by Geographic Area of Residence by Year (2018-2024)

**Table 79: Question #1 by Region & Year**

Please rate each of the following aspects of quality of life in Rockville. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Your neighborhood as a place to live	82	83	84	79	71	68	78 B	63	73	71	89	83
Rockville as a place to raise children	75	81	82	84	72	77	76 B	68	74	76	86	81
Rockville as a place to retire	52	60	60	54	46	47	53	49	43	55 A	56	60
The overall quality of life in Rockville	71	79 A	79	74	73	77	75	74	74	78	81	80
Sense of community	56	66 A	66	64	54	55	60	61	53	60 A	67	65

Table 80: Question #2 by Region &amp; Year

Please rate each of the following characteristics as they relate to Rockville as a whole. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Overall economic health of Rockville	67	70	62	58	63	61	68	64	62	66	72	64
Overall feeling of safety in Rockville	68	72	71	70	71	59	66	63	69	66	73	69
Overall quality of the natural environment in Rockville	71	70	74	69	75	68	75 B	65	69	64	73	69
Overall health and wellness opportunities in Rockville	72	70	70	69	71	65	75 B	65	67	68	72	73
Providing a safe and secure environment for residents of all backgrounds	65	78 A	66	71	63	78 A	63	73 A	71	73	71	79

Table 81: Question #4 by Region &amp; Year

Please rate how safe or unsafe you feel: (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
In your neighborhood during the day	95 B	86	95 B	86	90	83	88	84	93 B	84	96 B	88
In Rockville's downtown/commercial areas during the day	85	83	89 B	82	83	79	84	80	90 B	79	84	80
On Rockville paths and trails	76	72	83 B	71	85 B	70	74 B	64	80 B	69	80 B	71
At local parks and playgrounds	85	80	86 B	79	85	79	81 B	73	85 B	77	86 B	78

Table 82: Question #6 by Region &amp; Year

Please rate each of the following in the Rockville community. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Overall quality of business and service establishments in Rockville	71	69	71 B	57	69	59	70 B	61	70	66	68	66
Overall image or reputation of Rockville	67	74 A	74	71	63	63	72	70	72	70	71	73



Table 83: Question #7 by Region &amp; Year

Please also rate each of the following in the Rockville community. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Ease of public parking	57	62	60	65	71	62	51	66 A	51	60 A	58	71 A
Ease of travel by car in Rockville	64	62	66	61	71	60	55	61	62	66	59	64
Ease of travel by public transportation in Rockville	65	61	64	65	55	69	65	63	60	66	61	58
Ease of travel by bicycle in Rockville	61	53	55	59	52	53	52	53	56 B	44	61	56
Ease of walking and rolling in Rockville	68 B	54	68	63	64	58	59	52	68 B	55	65	58
Availability of affordable quality housing	32	34	33	30	39	42	30	39 A	26	35 A	45	36
Overall quality of new development in Rockville	56	66 A	61	59	64	52	49	51	53	65 A	53	55
Overall appearance of Rockville	66	73 A	69	72	69	64	62	64	60	68 A	68	71
Opportunities to attend cultural/arts/music activities	66	69	70	73	56	75 A	66	66	60	65	65	73
Openness and acceptance of the community toward people of diverse backgrounds	70	77 A	74	74	67	79	72	69	73	75	72	75

Table 84: Question #9 by Region &amp; Year

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Region											
	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	
	2024 (A)	2018 (B)	2024 (A)	2018 (B)	2024 (A)	2018 (B)	2024 (A)	2018 (B)	2024 (A)	2018 (B)	2024 (A)	2018 (B)
Traffic enforcement	54	62	54	60	58	59	55	62	53	61 A	60	66
Street repair	54	59	62	63	56	60	56	54	55	54	65	60
Street cleaning	65	66	69	68	63	57	61	57	69	64	71	66
Street lighting by city-maintained metal poles	64	63	65	68	63	66	63	55	63	61	69	63
Street lighting by PEPCO-maintained wooden poles	62	62	57	63	63	63	60	51	59	59	64	64
Snow removal	69	68	78 B	69	69	67	68	69	70	64	80 B	70
Sidewalk maintenance	63	62	66	67	56	63	63	62	67	61	69	61
Permitting services	61	64	51	53	46	61	56	54	63	59	59	54
Code enforcement (weeds, abandoned buildings, etc.)	60	64	44	63 A	44	51	49	52	60	63	60	62
Rockville-provided refuse collection	75	78	77	85 A	72	76	83	85	75	77	83	87
Recycling	71	78 A	76	81	76	80	81	84	70	76	82	88
Yard waste pick-up	63	74 A	73	81	71	80	73	79	76	75	78	81
Seasonal curbside leaf collection	65	67	75	76	72	67	73	68	74	68	80	73
Rockville-provided water services	74	71	78	72	67	69	74	66	75	71	77	73
Rockville-provided water and sewer utility billing	69	62	68	62	58	63	70 B	60	68 B	60	74	67
Police services	77	75	73	72	63	68	77 B	69	68	70	77	74
Crime prevention	63	68	70	65	67	64	64	65	62	62	66	64
Animal control	68	68	68	65	60	66	65	67	69	66	64	64

Please rate the quality of the following services in Rockville. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67	67	62	65	63	64	66	69	55	67 A	72	64
Recreation programs or classes	76	70	72	76	75	80	68	74	72	67	73	69
Recreation centers or facilities	74	73	73	77	77	79	70	72	71	70	74	72
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	74	78	73	74	68	78	75	73	75	72	79	77
Street tree maintenance	66	64	69	66	52	61	60	56	67	62	66	60
Athletic fields (e.g., baseball/softball, soccer or football)	74	72	77	75	75	69	75	69	74	69	74	67
Playgrounds (play equipment)	74	74	73	74	74	83	74	71	75	71	78 B	69
Senior citizen programs and services	75	73	74	78	78	74	76	75	64	71	74	69
Services to youth (e.g., summer camps/playgrounds, after-school programs, child care, teen activities, swim classes, sports, etc.)	76	75	76	76	79	76	77	73	67	69	74	68

Table 85: Question #12 by Region &amp; Year

Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years. (Average rating on 100-point scale)	Region											
	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	
	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018	2024	2018
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Growth and development of new housing	67	69	60	64	66	68	57	67 A	63	70 A	53	67 A
Neighborhood shopping center revitalization	60	70 A	69	68	76	65	60	62	60	62	67	63
Services for seniors and the aging population	68	65	64	62	60	60	72	70	70	64	66	67
Services for youth	70	72	71	65	62	68	76	70	73	69	74	71
Services to provide effective and timely communication to residents	69	70	73	71	74	71	74	72	71	70	76	75

## Appendix E: Verbatim Responses to Open-ended Survey Questions

The following pages show the responses to the open-ended question. Responses are presented here in verbatim form, including any typographical, grammatical or other mistakes. Responses were categorized, and then presented in alphabetical order within each category.

### Question 14: Do you have any additional comments about the services provided by the city or the job that the City of Rockville is doing?

#### **Rockville is a great place/good services**

- ◆ City of Rockville is providing excellent services.
- ◆ Community park maintenance is great
- ◆ Consideramos que hacen un excelente trabajo por la ciudad. *(We consider that the work you do for the city is excellent.)*
- ◆ Excellent services, please keep doing them
- ◆ Great job! I love living in Rockville.
- ◆ I feel like the infrastructure is well maintained. I have always been impressed by the snow removal as well.
- ◆ I'm newer to the area but fell in love with Rockville. It's clean, safe, and walkable.
- ◆ I'm originally from a small city called Thomasville, NC. The comparison between Thomasville, NC and Rockville, MD are like night and day. I truly appreciate the way Rockville local government is running this city. Keep up the good work!
- ◆ Job well done.
- ◆ Just moved here 3 weeks ago. Love it.
- ◆ Keep up the good work. Especially the effort being exerted to engage the community is commendable.
- ◆ Love the responsiveness & professionalism of the city employees.
- ◆ Overall a good place to live. I like the mixed use areas. A couple issues - 1. The city water tastes terrible, 2. There needs to be a bus stop at Rockville Swim and Fitness (how is there not a bus stop for a city facility?!), 3. In town square on Maryland Ave, the door to get from the square to parking in garage B (under the Palladian awning) needs a button for automatic opening. It is very heavy and that can't be ADA compliant.
- ◆ overall good services
- ◆ Rockville city is very well run.
- ◆ Rockville is a great place to live and the City keeps doing an excellent job.
- ◆ Rockville is a kind city.
- ◆ Rockville is doing great!
- ◆ Thank you, the staff, for being very responsive.
- ◆ This is a great city. We love living here!
- ◆ Very happy in Rockville. Only suggestions: a) do more to address climate warming through innovative programs like banning one time plastic for take out. RV might think of partnering with innovative towns in California! b) rather than spend money on road repaving (in my area -

Woodley Gardens - where roads were absolutely FINE and didn't need repaving - put that money into school social workers to help vulnerable youth and children; c) better REPORT ON and address through more active and present policing, the RAMPANT petty crime (check theft + shoplifting from RV business's + catalytic converter and tools stolen from cars. I'd start with a few listening sessions or a hotline for folks to report incidents of petty theft.

- ◆ Very impressed and satisfied with city services.
- ◆ We love living here! Thank you!
- ◆ We love Rockville!
- ◆ Yes they doing very well.
- ◆ You do a hard job very well. Our family is extremely grateful for all your hard work!

### **Parking, public transportation, roads, bike lanes, paths, crosswalks**

- ◆ I just moved here from MA, so I don't know much about Rockville yet, but I did notice the lack of safe biking infrastructure on many roads. That's an area for improvement, but otherwise I like living here!
- ◆ I would like to see more attention paid to the safety of pedestrians crossing 355 (particularly crossing from King Farm neighborhood to Shady Grove Metro.) It's a very dangerous intersection. I was almost run over crossing with the light on one occasion. Driver never even saw me.
- ◆ Improve connectivity of metro stations (particularly Shady Grove) with Rockville commercial and residential areas. Improve connectivity between Rockville residential areas through biking and walking trails. (It should be easy to bike to the town center from anywhere in Rockville.) Improve attractiveness of Rockville town center. What are you doing with the King Farm farmstead? - It has remained unused at taxpayers expense for over 20 years! How can you get the many non-citizens who live in Rockville involved in civic affairs.
- ◆ More pedestrian only downtown. Encourage desirable businesses, not expensive boutiques, to attract foot traffic and shoppers, Pike and Rose is busy because of the kind of stores they have, Rockville is quiet for the same reason. More events like Rocktoberfest, but have them run through the evening to get dinner and night traffic. No funding for failing businesses like Dawsons, that was just a waste of money.
- ◆ public transit has room for improvement. Citycenter has too many empty storefronts. Subsidize rents if that's what it takes. It needs a grocery store and a hardware store, and more affordable dining. A bike shop, a toy store, a book store, a second pharmacy, a local department store, a thrift store, all would be welcome additions. Address the exploding deer population!
- ◆ Replacing sidewalks when not needed is wasteful.
- ◆ Road system in & around N. Washington St & Town Center has become dangerous for vehicles, primary transportation for most citizens.
- ◆ Rockville should prioritize biking and walking infrastructure, especially along the Pike. There are too many cars these days and biking would be so much better for the community and public health.
- ◆ Sidewalks & paths along Wootton Parkway need to be kept clear of branches, poison ivy, & excessive leaf cover.
- ◆ The City is Not doing enough to stop/resist state and county efforts to scar the city with dedicated bus/high speed bus lanes. Planned routes through King Farm to Metro should never happen! These transit designs destroy communities, separate neighborhoods, and only help upstate developers sell more properties. ALSO IMPORTANT: Zoning needs to do a much better job of preventing developers from erecting UGLY and cheaply constructed new townhomes. The new development allowed between a parking garage near Piccard Drive and Choke Cherry are

pure eyesores and should never have been permitted. No greenspace, awful, and crowded design is not in keeping with the neighborhood. No plan should ever be approved that allows utilities and meters to be installed along the front entrances. We want a community that looks as nice as it is! Recent developments depart from that and make Rockville look ugly.

- ◆ The new road designs are irritating and confusing.
- ◆ The new traffic and parking patterns in downtown Rockville are a disaster. Whose idea was this? It's caused complete chaos for drivers, and made it impossible to park. And I say this as someone who regularly walks and uses public transportation. Barely anyone bikes, so why are there all these bike lanes at the expense of traffic flow? And all these random, terribly placed parking spots with meters everywhere looks like a poorly planned money grab. It's just awful. Please do not extend this terrible planning any further into the city. There is talk of doing the same thing on Martins Lane which would be horrible for residents there. The city does not understand the tremendous demand for street parking for the many recreational events at Welsh Park, the Rec center pool, and the soccer field opposite. Existing parking on Martins Lane is already insufficient during these times. Implementing the awful model that has been rolled out on Montgomery and Beall Avenues would be a terrible idea.
- ◆ There are a lot of older neighborhoods, like around Glen Mill Rd/Cleveland Drive, that don't have any sidewalks. I'm not sure really what can be done about this situation, but sometimes when I'm in residential areas of Rockville that blend into school/business areas, it's not actually possible to safely walk in a car-free zone. This is really important to me as not only a person, but a parent with a stroller. This is not limited to one area. Also, when there is a bicycle and a car sharing the road, it's really frustrating and sometimes doesn't feel safe or efficient. I would love to see a continuation of dedicated bike lanes.
- ◆ We need wider bike paths
- ◆ Who ever had the bright idea for the design of the bike lanes on N. Washington St and in town center should have their head examined. It is very confusing having to slalom back and forth as you go down the street. No wonder no one wants to come to town center to shop! Taking a lane away has just made traffic worse in town center and has pushed more cars through the neighborhoods. To make matters worse I never even see any bicyclists actually using these lanes! Change it back please. The change in the zoning ordinance to allow more outbuildings on single family properties is a HORRIBLE idea! It will just lead to more traffic congestion, parking issues in the neighborhoods, overcrowding in the schools and a significant decrease in the quality of life in Rockville. BAD IDEA!!

### **Growth, development, downtown/commercial area**

- ◆ Approval of very dense housing has overcrowded schools & roads. Many Montgomery County's schools policy to require children to read texts with "gender dysphoria" included goes against first amendment rights of family's religious beliefs.
- ◆ Better means for businesses to open & remain open in Town Center.
- ◆ Better urban planning more roads where there is new housing.
- ◆ Fix the city of Rockville downtown density of homes in & around King Farm must stop!
- ◆ Growing density has become a real issue, so development plans need to balance the need to maintain the quality of life for existing residents, including green spaces.
- ◆ I would prioritize revitalizing Rockville Town Center, including improving and diversifying the businesses there (it is also essential to have a good grocery store there). Safety is sometimes a concern in Town Center. The parks and open spaces are great, but for some reason there seems to be an overemphasis on baseball fields, which are not being used - would be nice to see some of those spaces used for something else, especially in Welsh Park, which has so much potential. ("The new skatepark and soccer courts in Welsh are great!") I

really like all the new bike lanes and I'm glad that the city is investing in this type of infrastructure (and overcoming initial complaints from drivers). One issue with the bike lanes is they don't often get you very far, before you are again on a road with no bike lane. Would like to see more interconnection, and being bold and putting bike lanes down Rockville Pike. One big concern I have is the amount of drivers speeding through neighborhoods -- this is a big problem in West End and other neighborhoods. Our street for example has changed a lot, with new families and young children now on the street, and we have drivers speeding down our neighborhood street daily.

- ◆ Last 4th of July Matty Stepanek Park had no traffic plan, was very dangerous and chaotic. Also, it seems that much of new housing is neither affordable nor attractive. Furthermore, new residents will have to live with constant noise from I-270, especially near King Farm. Horrible, tiny townhomes with horrendous sales prices. It would have been better not to have built these homes that look like warehouses or military barracks. Simply atrocious. The taxpayer and not the developer will have to pay for new infrastructure and services required by these new housing developments. More police, more fire department, and other resources will cost the taxpayers a great deal. Shoddy new housing with builders' grade materials is exorbitantly priced, as well. City of Rockville and its planning department completely disregarded valid points about traffic flow and other input of King Farm residents at hearings. The explanation given by City of Rockville for access of new Farmstead District to 355 and 270 seemed to completely disregard reality and at on line hearings a very condescending tone was taken toward concerns of King Farm residents. One of the residents conducted his own traffic study and raised very important points, yet he was completely disregarded and no adequate explanations were provided by the city planners. My impression was that the former mayor and city council bent over backwards to accommodate the developers, EYA and Pulte. It was a very bad look for the city and city government. Building more and more housing without considering long-term planning and costs seems to be a negative proposition, the city should not seek to become larger but manage its resources for the benefit of the majority and not to please developers. My impression is that the city is more interested in unrestricted growth and development than in making Rockville a better and more attractive place to live. Downtown Rockville is not an attractive area and if I have visitors, I take them to Pike and Rose in North Bethesda/White Flint. Social problems will worsen and crime will increase unless the city planners take sociological issues seriously.
- ◆ Live in Twinbrook 33 yrs own my home outright-We're losing open space-way too much development! Support for seniors-high costs of everything. Ear-shattering noisy cars & motorcycles. Trash on the street corners and median (start fining people several thousand), broken down homes, trashy yards. Why do you keep allowing car dealerships on the Pike when you are trying to cut down vehicle usage? It makes Rockville look VERY trashy and low-class. New restaurants are not healthy-junk food. I want to retire in place, but am concerned.
- ◆ More restaurants needed; more diverse cuisine; more info about walking! hiking trails.
- ◆ New housing is developing too quickly in regards to road access & school ratio # for students & teachers too much traffic.
- ◆ Please be careful not to over develop. Focus on affordable housing so that local workers can afford to live near where they work.
- ◆ Please bring brand-name retail to the town square. E.g., The gap or H&M to replace Buffalo Wild Wings, and fill in empty retail space. This will attract shoppers & young people who will then also go to the restaurants. Lu Lu lemon.
- ◆ POPULATION DENSITY V. TRAFFIC FLOW.
- ◆ Rockville lacks a center of gravity where people want to go. That's obviously a challenge with the County Govt taking up much of the prime center city real estate. Town Square should



have been it, but the inability keep local businesses has crippled it. The west and east sides of town are disconnected; there's no easy way for people to walk or ride from one side of town to the other. There's nothing that makes people want to come to Rockville; it's a good place to live, but to shop, eat, or recreate, people generally go elsewhere. It's still a bedroom community totally dependent on automobile transportation. Without jobs, recreation opportunities and better, human-scaled transportation, that's what it will remain.

- ◆ Rockville Town Center is terrible. Rockville's inability to attract desired stores is killing RTC.
- ◆ The city is no longer making smart development decisions in a correct sustainable manner. The city is being overdeveloped. The infrastructure is not being increased with the rate of development. The impact to streets, schools, overcrowding and the impact to the community including increased crime is not being taken into consideration. The fact that the city continues to take away parking to put up more buildings that do not get occupied. That there is a constant turn over of business in the town center because it is too expensive and it is hard to get to them. The fact that the city is even considering letting developers decide how much parking should be included in a development is unconscionable. The thought to increase heights of building in Rockville is ridiculous. This will only exasperate the congestion/road problem (getting in and out, traffic). The thought that public transportation is the answer is not correct. The logistics of everyone using public transportation to get to stores or restaurants is unrealistic. Taking away the parking lot near the post office is insanity, unless the city is trying to force the post office out. This uncontrolled development has put a strain on the services/people that are paid for by our taxes. Consistently the yard waste is not picked up on time. Special pickups have decreased. The snow removal previously was excellent, it has degraded over the last couple of years. Contacting the city and getting answers has been time consuming, not for lack of their trying. Bring in more development will not bring in more money to pay for the services, the ability to catchup past and it will only continue to get worst especially if the developers are left in charge/given the authority to make decision about what they should do for infrastructure and services. They are in it for the short haul and will leave the Rockville residents the mess to clean up. Anybody remember the Rockville mall (white elephant), if not do the research. Rockville is not learning from history. DECREASING the services provided is not an acceptable answer. The over development has brought in more crime. The Rockville police have always done a great job. There is only so much manpower and so much they can do with the resources they have. This is evidenced by the increased in car break-ins over the last couple of years, the shooting in broad daylight at welsh park and the stabbing in college gardens. Changing the zoning laws for residential neighborhoods is not an acceptable solution (ie established single family zones to mixed use). My neighborhood is already crowded enough. I did not work as hard as I did to be able to buy a single family home in a single family neighborhood to have zoning changed that will add to the problems rockville is already facing. Rockville has previously been a great place to live with a great location, amenities and services, this is why people want to move here. Unfortunately it is trending down. My responses to the survey questions reflect this. A couple of years ago my responses would have reflected Excellent, very likely, very safe, and good. These are NOT the majority of my responses now. It appears decisions are trending to make Rockville like a Bethesda or DC. This needs to stop. Do not bring in people or companies who developed kentland or columbia. Rockville has always been different and needs to stay different. If this is the thinking then go move to/work for Bethesda/DC. I hold out hope that this over development and unsustainable growth will change as I have always loved Rockville and told people what a great place it was/is. A comment on the survey. 5 pages of questions with most of the questions being repeated more than twice is ridiculous and aggravating. After receiving it and reading the question I was so aggravating/annoyed I almost did not respond. I hate to think that was the intent (it took me a couple hours to thoughtfully and fully respond).

- ◆ The city needs to focus on upzoning, new housing production, attracting employers, and revitalizing Town Center
- ◆ TOO MANY NEW HOUSINGS!
- ◆ Too many production homes squeezed onto every available open land.
- ◆ We need to preserve residential neighborhoods and prevent overdevelopment
- ◆ Yes. Enabling buildings
- ◆ You need a new grocery store (e.g. Trader Joe's) in downtown Rockville to replace Dawson's Market and need to replace the Regal (please put it out of its misery). There is a ton of empty retail space. The town center needs a revival.

**Traffic enforcement, congestion, lights, light timing**

- ◆ Address aggressive driving; encourage retail establishments to improve customer service, respect, friendliness.
- ◆ As public lighting is replaced, please consider options with less light pollution. This permits great efficiency and darker skies.
- ◆ Flashing lights on Viers Mill should operate the same at each location- at present, one set is flashing all the time, and another set a few miles away only flashes when it is necessary to stop. The first set (always flashing) could lead drivers to not pay attention when the other set is flashing to indicate a stop is needed. Also more walking paths, sidewalks, and bike lines are needed.
- ◆ FOLKS BEGGING AT TRAFFIC INTERSECTIONS HAVE THE POTENTIAL TO CAUSE ACCIDENTS.
- ◆ Get rid of photo enforced driving rule.
- ◆ I think one of the most essential things to work on is traffic issues in our area. WAY too many accidents in West End (355/Hungerford/Mannakee/Pike that could be avoided with better enforcement of speed and distracted drivers
- ◆ Like all governments, the city govt is too big and doesn't focus on providing essential services, Clean affordable water, and traffic enforcement for instance.
- ◆ Overall City staff are responsive and good at providing services to residents. There have been instances when filling out the online complaint form has resulted in large group email responses, which have appeared to kick the can between depts. In one instance the recommendation was for us - the residents - to contact the correct people to handle the request. If the online complaint form does not allow for accurate assignment of the complaint, perhaps the process should be tweaked to allow for better responses to residents. Is there any way for the City to request to be part of the traffic noise monitoring system that the State of Maryland has started. West and East Gude Drive have become race tracks even with the reduction of the speed limit. There are dump trucks speeding that need to use Jake brakes that rattle homes and this happens daily. There are car racing groups with altered engines that roar by at all hours of the day and night. Reducing the speed limit has not reduced the speed of a lot of vehicles and the noise they create has greatly impacted residents along this road.
- ◆ Overall, we have been pleased with the services. Our number one issue has been the level of traffic on residential streets. I live in Twinbrook and the amount of cut through traffic on Edmonston Road has increased exponentially over the 30 plus years we've lived here. We are frequently blocked from leaving by cut through traffic backed up waiting to enter Veirs Mill Road. The speed camera, when there is one, is poorly positioned after exiting the traffic mitigation at Wade Ave., drivers routinely pick up speed down the hill heading to the light at Veirs Mill. Visibility looking from Crawford up Edmonston is routinely blocked by parked cars

and over grown vegetation. The simple act of leaving my own neighborhood is the most stressful part of any drive.

- ◆ The traffic cameras are not helpful.
- ◆ The traffic light pattern that recently changed near Rockville town center, a short section on N Washington street between the subway at West Montgomery Ave to Beall Ave, the red lights are so out of syn that makes this road almost undrivable and wasting everybody time and gas. Whoever designed this should be fired.

### **Collection services, landscaping, outdoor maintenance, snow plowing**

- ◆ Collect trash only one time a week is very bad decision. During the summer hot day, to keep the trash inside for 7 days make the whole garage smell very bad. Only Rockville city did this. The city tax we paid should be used for this basic need first. I strongly ask to change trash collect back to two times per week!!!!!!!!!!!!
- ◆ I enjoy the public works services cleaning the lawn space on busy roads and planting seasonal plants.
- ◆ It would be nice to have more trash can options around the neighborhoods. Such as around or near some apartment complexes. Many people walk their pets and have limited trash bins to dump their dogs waste in because the trash dumpsters are a further distance than the direction that they are heading. It would resolve some troubles of animal waste being dumped anywhere.
- ◆ Kinship Park, which is just 100s feet away from town Square is an absolute mess at times. Beer cans, cigarette butts on the playground set. Families and kids can't even hang out there, And then another block down people drinking in front of Bell Grants Apts (254 North Washington St.) and the Montgomery County liquor store has a bus stop there where groups of people just hang out there playing loud music, smoking weed, and drinking, throughout the day and night. It's like another world compared to the rest of Rockville downtown Area.
- ◆ Rockville needs to provide recycle bins to residents again.
- ◆ The walk (using the Metro bridge) from the Metro to Town Center needs to be cleaned up and better lit. It is a scary welcome to Rockville.

### **Police services, code enforcement, safety**

- ◆ Been living in Rockville for over 20 years and love it. However, please improve public safety around the metro and town center area that is close to the metro. This will drive people and business back in that area.
- ◆ I had one negative experience with my car being broken into, and so I do believe there is a property crime issue that could be better handled and managed in Rockville.
- ◆ In the past 10 years, there has been a marked increase in the number of unhoused people, Rock Creek campsites, and public intoxication making things far more unsafe. It is to the point where I don't let my kids ride freely around town or in the parks on their bikes.
- ◆ More attention to Twinbrook is needed: safety, homeless population, public transit, increased language barriers and division, shopping centers. It always seems the least cared for, and the population of loiterers around its shopping centers and secluded paths grows with each passing year.
- ◆ Must be more drive by police night time enforcement.
- ◆ need protection from foreigners and trans-people
- ◆ Needs to crack down on crime.
- ◆ Petty theft is on the rise and should be stopped.

- ◆ Police don't respond to noise complaints. My neighborhood had 5 water main breaks last year. My driveway and front lawn and sidewalk were torn up for months after a water main break.
- ◆ Prioritize support of police. Prioritize crime & less Sanctuary city S Fal [?] & relationship.
- ◆ The City and its employees do a wonderful job. My only suggestion is to make sure that the City Police has the number of staff and resources it needs to continue to do its outstanding job of keeping us safe.
- ◆ The city seems to be doing a good job developing new housing, providing access to good restaurants, and hosting community and cultural events. The city should make living safer and more affordable by developing "missing middle" housing (i.e. townhomes, but not cheap wooden 5 over 1 apartments with massive parking garages), continuing to develop quality high-density housing, adding bike lanes and frequent light rail to existing roads, narrowing and slowing traffic on existing roads, completely pedestrianizing certain roads near businesses such as East Montgomery Ave and Maryland Ave, eliminating all gas and diesel powered vehicles from the city, imposing a fee on non-residents who enter the city in a personal automobile, replacing car-centric commercial development (including surface parking lots) with mixed residential and commercial zoning where applicable, removing all mandated parking minimums, expanding access to nature, ensuring the majority of residents have walking access to basic necessities such as food and primary care, sourcing all energy used in the city from nuclear, hydro, or renewable sources, and advocating for more frequent and electrified bus service from MCDOT. Of course, this is a wishlist and would be difficult to implement in any American city due to likely opposition. Furthermore, many recommendations would need to be implemented by the county or state, especially transportation-related recommendations. Hopefully with time these ideas can be implemented to make the city better for everyone. Additionally, perhaps the city could consider using some of the tax revenue it receives from the county to offer tax breaks to businesses and individuals from the amount saved by implementing these ideas. For example, with adequate public transit and the ability to walk to obtain basic necessities, most residents would not require a personal automobile and families with two may only require one. The positive health impact of improving air quality and reducing noise pollution by eliminating gas and diesel powered vehicles from the city would result in significant savings for every taxpayer in health related expenses and productivity improvements. Reducing automobile traffic would make streets safer and make each neighborhood a place people would feel safer raising children, increasing demand and thus increasing property values. I hope these suggestions can be of some assistance. Thank you for your work to keep the city functioning and improving.
- ◆ There is a growing homeless issue at Giant on Hungerford Dr. and the post office across the street. We have been feeling unsafe in Rockville for the first time in recent years.
- ◆ Too much illegal alien activity. Too much pronoun flipping.
- ◆ Very concerned about the increase in crime - robberies, car theft, mugging. Has increased tremendously since I moved here in 2011.

**Cost of living, taxes, government spending, affordable housing**

- ◆ A rework on MPDU housing . One to focus on low income families and another for local government employees to able to afford and quickly find housing in Rockville where they work.
- ◆ Child day care is very expensive here in Rockville and there is no public preschool for kids ages 3-5. I would like to request you please do the needful.

- ◆ I love living in rockville, great access nature/parks and public transportation. The kids love the library services. It's expensive to live here
- ◆ I really like Rockville and would like to stay. I cant afford a single family or townhouse here. I'll have to move away.
- ◆ I would say that being a resident of Rockville for the better part of twenty years I can proudly say that I am happy with my city, it's government, and the people of which reside within it. My only concern is the rising cost of housing (rent / own) in this city. Finding an apartment can be extremely difficult because a single bed in this area can cost upwards of \$2200, which is outrageous. Alongside this housing in the area can be very pricey, finding a strong family home can cost upwards of \$600,000 - \$800,000. Which can really be discouraging to families who are lower, middle -middle class because of the difficulties regarding loans, debt, and overall income. I really hope the new development in downtown Rockville near Congressional Plaza is affordable, and we continue to fight for incentives to own our own homes again; I want to see a Rockville where the residents are owners of their own homes and they can confidently feel financially and physically safe here.
- ◆ I think the cost of living in Rockville is way too high. Half my paycheck goes to rent. The cost of living needs to decrease. And food for that matter, though I don't know if Rockville has any control over that.
- ◆ I wish there was more affordable housing. I've lived in MOCO my entire life. Can't afford to live here when I retire.
- ◆ More affordable housing AND daycare is essential
- ◆ Need to give renters more leverage in negotiating leases, crack down on predatory towing, and also beautifying parks and shopping areas would be nice
- ◆ Rent is not affordable - do something.
- ◆ Rockville needs more affordable housing and rent stabilization.
- ◆ Stable house price (not to go high)
- ◆ This is a safe, welcoming community with access to transportation and essential services. Cost of living and housing prices should be improved, especially for residents.
- ◆ Would love to see things become more affordable and accessible for all.

### **Dissatisfaction with City employees/leaders/government**

- ◆ Code enforcement seems haphazard (neighborhood enhancement overlooks obvious violations) bike and bus lanes are confusing and dangerous.
- ◆ I feel that it's really difficult to suggest improvements to the city as it takes a significant amount of work for them to not only listen to us but take us seriously. I know the city puts their people first but think they need to do a better job listening and understanding where to invest relative to safety. For example, we have a crosswalk in our neighborhood where we have had to raise the issue of safety many times. It's taking a multi-step process just for the city to take our request seriously and we still haven't gotten confirmed support. Meanwhile, the city is repaving a street that had no issues previously (not even a pothole). Would like for the city to spend their time where it matters most to the people.
- ◆ I have repeatedly asked for roach control in the electrical panels embedded in the concrete behind and around my building, 38 Maryland Avenue. I've been told by the City the roach problem because of a cracked sidewalk on E. Middle would be fixed; it has not. I was told by the City that the extreme roach problem on the walking path behind my building is the responsibility of Morguard, not the City, even though the embedded panel says "ELECTRIC." At night when I walk my dog the roaches pour out. Passing off to Morguard without any followup, even if it were their responsibility, is disgraceful.



- ◆ I look forward to the new City Manager being more honest than the last one, including not biasing toward particular neighborhoods over others. It stems from the elected officials, who must not be the same themselves, as the previous Mayor was, by holding the City Manager to account in that regard. Overall I, the City staff is very responsive and professional. Rockville is lucky to have them.
- ◆ Insufficient and incompetent.
- ◆ Permits in Rockville take too long to get should be faster.
- ◆ Too much emphasis on cultural celebrations, outreach, etc. for diverse groups, etc. These are not really the responsibility of government, and the funds should be spent on higher priorities. Also do not focus on provision of affordable housing, which simply shifts costs to other taxpayers. Focus on core services like police, garbage, recreation. Would like some regulation of light pollution. Our HOA requires lights on at night and research shows this is detrimental to health, animal life, etc.
- ◆ Yes. I have had two experiences recently with the City of Rockville. One, I had a raccoon living in a tree in my backyard. I called Animal Control, who told me that they could lend me a trap but that if any other critter (like a squirrel) happened to get in there, I could be held liable for a FEDERAL crime. This made zero sense and they wound up not helping me at all. Secondly, I was working with my HOA to get an old white pine tree taken down in my backyard because it was not healthy, it was affecting my fence every time I got the fence fixed, and its large roots were also causing issues. My HOA first was told that the City approved the tree removal, but a week later, was told that the City was then changing their tune and I was not permitted to remove the tree. I contacted my City Councilman, who made things happen and got the permit I needed to get the tree removed. I also want to say that the speed cameras in Rockville are out of control. They are constantly moved around so as to "catch" more cars going 37 mph and often on a hill. It ought to be called a Revenue Generation Program, because that is what it really is.

### **Parks, recreation and youth and senior programs**

- ◆ I have only one concern and that is the loss to mature trees due to development.
- ◆ I love the parks and recreation events. This is what stands out Rockville. Please do not change that.
- ◆ I would like to see more symphonic concerts in parks
- ◆ Need lots of Spaces for families to have a good time during the whole day specially on weekends, Rio type like. Spaces (parks) for Senior People to relax enjoy the weather, special devised to exercise and light eating places.
- ◆ Plant more trees to replace the multitude that have been cut down.
- ◆ Please make walking along Rockville pike a better experience. The sidewalks are small and the crosswalks are dangerous.
- ◆ The City does a great job. For those of us in West Rockville, it would be nice to have more services (like a community center) nearby to help facilitate a sense of community. I was disappointed to learn that the Rockshire center was becoming private housing instead of a community spot.
- ◆ The Parks & Rec services are excellent. The indoor pools, sauna and hot tub at RMSC need a deep cleaning and facelift. Maintaining the beautiful parks should remain a priority-- daily trash and debris pick-up is unfortunately necessary. We need more affordable housing, especially for young people who are starting their careers. Our son is a second year MCPS teacher and cannot afford housing in Rockville (or MOCO). The Rockville population is going to trend older if there is not a push to attract or retain younger professionals.

- ◆ They are doing a good job but - more help needed for seniors in the city.
- ◆ Would love to see more green spaces in Rockville and support for local businesses

### **Information/communication from City needed**

- ◆ Better information on housing plans for the area
- ◆ I am very satisfied with the services the city provides. But I experienced difficulty to get to the right department on the phone, when I had problem. The person was very helpful but I hope directory/function of department is more organized. It is a minor problem. As I said, I am more than happy with the city. Keep up the good work. Thank you.
- ◆ I had to answer "don't know" to a lot of questions because the work of the city government is often invisible and only problems are publicized. The Rockville Reports are useful but are never going to acknowledge controversy, and the lack of an independent local newspaper is a huge gap in communications, a problem that many smaller communities suffer from that is obviously not a direct responsibility of government. The County Executive sends out a weekly video and text message; maybe the City could do something similar (brief summaries of "This Week in Rockville" and "Coming Up in Rockville", the major issues the City government is currently addressing, any forums available for public input, highlight a different agency or an activity each time).
- ◆ MORE INFO ABOUT WHEN/WHERE ROADS WILL BE CONVERTED TO BIKE PATHS. BE COGNITIVE OF OVER DEVELOPMENT AND EASE OF RESIDENTS TO GET AROUND THE CITY.
- ◆ We need better communications between the city of Rockville and its citizens.

### **Additional or improvements to City services**

- ◆ I am concerned about plans re: climate control and services for the young & the elderly that are affordable.
- ◆ I would like to see the removal of serious trimming or oak and maple trees along road ways. Oxygen can be provided by other tree varieties that don't become safety hazards. You don't need a canopy that is a danger to people or property.
- ◆ K-8 public schools are very low performing and low quality forcing many families to either pay for private school or move out of Rockville. Need to work with MCPS to improve local elementary schools if you want Rockville to continue to be an attractive place to live.
- ◆ Services are generally excellent. However, the City would do well to reduce light and noise pollution and discourage removal of large, healthy trees --- these factors greatly impact quality of life.

### **Other**

- ◆ A recent resident.
- ◆ Environmental concerns, global warming, trees.
- ◆ Fulfill responsibility to care for Tweed Cemetery Twinbrook needs a drug store.
- ◆ I believe strongly in welcoming everyone to Rockville regardless of race, religion, age, citizenship, etc. But I resent focusing time and financial resources on large numbers of illegal aliens when tax paying citizens are needing attention. I do not believe we should be a Sanctuary city.
- ◆ I have lived in Rockville, MD approximately 52 yrs.
- ◆ I live in the Twinbrook area and this section feels very disconnected from Rockville. Most events are centered in the Town Square or for the 4th of July, miles away in an athletic field. It would be nice for events to include this area as well. Crime is also a concern, there have been several car break-ins and there's an increase in homelessness, with no guidance from the city.

Green space is limited and East Jefferson Street lacks pedestrian cross walks to get to areas that have grass and trees, especially approaching Congressional. Cops could sit and write tickets all day for folks speeding on by. Rockville pike is also a mess. A pedestrian bridge to get to the Metro safely should be a priority, as traffic is intense to cross.

- ◆ I love the growing village movement!
- ◆ I would like to see a focus for consideration of the wants and needs of conservatives and not just the liberal faction of the city.
- ◆ Looks like the city is trying and succeeding in some areas better than others.
- ◆ Make Rockville more of a destination for tourists.
- ◆ Overall the City of Rockville is going a great job. I worry that there are too many vape stores and liquor stores in the general area.
- ◆ Please take down the old neighborhood watch signs.
- ◆ Raise or change the tier level of the water fee. I am being charged like a business and the water fee has doubled in the last few months.
- ◆ Sanctuary city? OUR FIRST PRIORITY is to our American Citizens and that of our legal residents.
- ◆ Spanish is a gendered language- it's been this way forever and it's great. You don't have to ruin it with your Latinx crap no one likes or uses. It's very insulting for you to exclude the very people you are trying to include.
- ◆ Thank you for giving us the opportunity to share our feedback. We are a family of 4 (2 adults, 2 children: 7 years old and 2 years old) and bought out house in Rockville 3 years ago. We have had the chance to live in several countries (in Europe and Africa) and cities in the US so here is our feedback as new residents/homeowners who really had high hopes about Rockville (especially given the amount of real estate taxes): We feel most safe and welcome here, but we do not spend a lot of time enjoying the city in itself because to put it plainly, there is not much to enjoy. When we receive visitors from out of town/country, we are more likely to take them to Downtown Bethesda than Downtown Rockville since it is really not attractive (lack of cute, charming and various stores, most shops are restaurants, lack of community events and entertainment places). Recreational activities for children are insanely expensive and not well subsidized, including summer camps. All children playgrounds could use a serious refresher/update and more treatment against mosquitos. Some playgrounds simply look abandoned (I have been several times during weekend with no children in there) because they don't attract children and/or parents, and this should be seen as an opportunity to either remove them or upgrade them. Crossing Weir Mills Road is a safety hazard for walker/jogger because the street signs asking the drivers to slow down are lacking in numbers and barely visible. Community events/outdoor festivals are not only rare, but they tend to be held either inside parking area (like Farmers Market) or in the city center (next to the library) which is insufficient. Weekly Farmer Market is very limited in options and not attractive or pleasant to walk around. All libraries could also use a serious lifting, all the buildings (specially Twinbrook's) look too depressing to even enter. Rockville keeps bragging about being diverse but there is no festival to show for it or events to bring these international crowds together. There is also clear lack of street lighting, and most shopping malls are very spread out (like on Rockville Pike) which is annoying. I have to stop in different malls along the road to find what I need and several stores in these large outdoor malls look abandoned/closed. There is no logic on how stores are gathered in Rockville, and it seems like an endless continuation of mismatched stores with no planning or vision in mind. Simply but, Rockville is not a pretty/charming city but looks like a very weird combination of bland suburbia mixed with industrial zone.



- ◆ There are still areas of Rockville that are forgotten about because they include affordable housing.
- ◆ We need to reduce the number of flights over our City the planes are flying too low and not enough over the Montgomery County Agriculture Area which is less populated.

**Nothing/don't know**

- ◆ I am still getting acquainted with the area so have no experience with some areas of this survey.
- ◆ I honestly don't know much about the issues that Rockville government is dealing with.
- ◆ I just moved here 2 months ago from MN and filling out this survey actually helped me learn a lot about Rockville and the many opportunities here. I like it so far and am excited to learn more and start using them.
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No - this survey is very inclusive!
- ◆ No, keep up the good work
- ◆ No.
- ◆ No.
- ◆ No.
- ◆ No.
- ◆ NO.
- ◆ NO.
- ◆ NO.
- ◆ NO.
- ◆ NO.
- ◆ No. Thanks.
- ◆ None
- ◆ None
- ◆ None
- ◆ None
- ◆ None
- ◆ None.
- ◆ None.
- ◆ NONE.
- ◆ Not @ this time.
- ◆ Nothing to add

## Appendix F: Benchmark Comparisons

### Interpreting the Results

Polco/National Research Center (NRC)'s database of comparative resident opinion comprises resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Rockville Resident Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range.

Three sets of benchmark comparisons are provided: National benchmark comparisons (all communities included in the Polco's database), regional comparisons (communities located in Virginia, Maryland, Delaware and Pennsylvania), and population comparisons (jurisdictions with populations between 60,000 and 80,000) when similar questions on the Rockville Resident Survey are included in Polco's database.

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Rockville's rating on the 100-point scale. The second column is the rank assigned to Rockville's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Rockville's rating to the benchmark.

In that final column, Rockville's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Rockville's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Rockville's average rating was more than 20 points different when compared to the benchmark.

## Comparisons to the National Benchmark

**Table 86: Quality of Life**

Quality of Life Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Rockville	71	94	345	Similar
The overall quality of life in Rockville	75	98	369	Similar
Rockville as a place to live	81	86	351	Similar
Recommend living in Rockville to someone who asks	92	81	318	Similar
Remain in Rockville for the next five years	85	127	322	Similar

**Table 87: Governance**

Governance Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Rockville government	61	31	314	Higher
The overall direction that Rockville is taking	60	61	335	Similar
The value of services for the taxes paid to Rockville	58	58	360	Similar
Generally acting in the best interest of the community	61	45	319	Higher
Being honest	63	36	310	Higher
Being open and transparent to the public	63	20	296	Higher
Informing residents about issues facing the community	59	34	299	Higher
The job Rockville government does at welcoming resident involvement	61	27	335	Higher
Treating all residents fairly	68	16	316	Higher
Treating residents with respect	70	22	293	Higher
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	74	66	347	Similar
Public information services	67	35	322	Similar
The City of Rockville	73	21	350	Higher
The Federal Government	52	4	303	Higher

**Table 88: Economy**

<b>Economy Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	65	92	317	Similar
Economic development	58	71	313	Similar
Overall quality of business and service establishments in Rockville	70	50	319	Similar
Variety of business and service establishments in Rockville	69	21	291	Higher
Vibrancy of downtown/commercial areas	56	116	305	Similar
Shopping opportunities	63	51	322	Higher
Rockville as a place to visit	58	175	320	Similar
Rockville as a place to work	70	56	348	Higher
Employment opportunities	57	50	329	Higher
Cost of living in Rockville	37	182	311	Similar
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the imp	37	7	305	Higher

**Table 89: Mobility**

<b>Mobility Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	69	10	299	Much Higher
Traffic flow on major streets	47	179	334	Similar
Ease of travel by car in Rockville	62	174	325	Similar
Ease of travel by public transportation in Rockville	63	11	310	Much Higher
Ease of travel by bicycle in Rockville	56	102	323	Similar
Ease of walking and rolling in Rockville	66	84	327	Similar
Ease of public parking	56	142	307	Similar
Bus or transit services	67	13	306	Much Higher
Traffic enforcement	55	152	342	Similar
Traffic signal timing	55	82	310	Similar
Street repair	58	50	355	Higher
Street cleaning	66	79	319	Similar
Street lighting by city-maintained metal poles	64	54	330	Similar
Snow removal	72	33	273	Higher
Sidewalk maintenance	65	23	319	Higher
Used bus, rail, subway, or other public transportation instead of driving	74	7	297	Much Higher
Carpooled with other adults or children instead of driving alone	52	74	305	Similar
Walked or biked instead of driving	76	41	306	Higher

**Table 90: Community Design**

<b>Community Design Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	63	63	311	Similar
Overall appearance of Rockville	65	150	328	Similar
Your neighborhood as a place to live	80	80	330	Similar
Overall quality of new development in Rockville	55	82	325	Similar
Well-planned residential growth	54	61	291	Higher
Well-planned commercial growth	53	52	291	Higher
Well-designed neighborhoods	61	59	290	Similar
Preservation of the historical or cultural character of the community	65	47	289	Similar
Public places where people want to spend time	62	78	307	Similar
Variety of housing options	52	90	317	Similar
Availability of affordable quality housing	32	158	334	Similar
Land use, planning, and zoning	54	40	324	Higher
Code enforcement (weeds, abandoned buildings, etc.)	54	80	336	Similar

**Table 91: Utilities**

<b>Utilities Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	70	33	290	Higher
Affordable high-speed internet access	60	41	288	Similar
Power (electric and/or gas) utility	72	67	286	Similar
Rockville-provided refuse collection	78	50	328	Similar
Rockville-provided water services	75	49	323	Higher
Storm water management (storm drainage, dams, levees, etc.)	72	44	328	Higher
Rockville-provided water and sewer utility billing	69	40	299	Similar

**Table 92: Safety**

<b>Safety Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall feeling of safety in Rockville	69	172	338	Similar
Police services	73	109	361	Similar
Crime prevention	65	152	338	Similar
Animal control	66	93	322	Similar
Ambulance or emergency medical services	79	81	327	Similar
Fire services	82	93	342	Similar
Fire prevention and education	74	51	316	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64	96	314	Similar
In your neighborhood during the day	93	115	327	Similar
In Rockville's downtown/commercial areas during the day	86	169	320	Similar
From property crime	75	140	299	Similar
From violent crime	81	163	299	Similar
From fire, flood, or other natural disaster	86	49	291	Similar

**Table 93: Natural Environment**

<b>Natural Environment Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the natural environment in Rockville	72	119	321	Similar
Cleanliness of Rockville	69	136	330	Similar
Air quality	70	135	317	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	65	65	307	Similar
Rockville open space	63	95	305	Similar
Recycling	75	14	331	Higher
Yard waste pick-up	72	63	303	Higher

**Table 94: Parks and Recreation**

<b>Parks and Recreation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of parks and recreation opportunities	75	84	296	Similar
Availability of paths and walking trails	72	91	329	Similar
City parks	72	132	339	Similar
Recreational opportunities	70	70	325	Similar
Recreation programs or classes	72	36	323	Higher
Recreation centers or facilities	72	38	314	Higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	72	68	309	Similar

**Table 95: Health and Wellness**

<b>Health and Wellness Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall health and wellness opportunities in Rockville	71	67	313	Similar
Health services	67	59	301	Similar
Availability of affordable quality health care	60	83	318	Similar
Availability of preventive health services	65	55	303	Higher
Availability of affordable quality mental health care	53	42	307	Higher
Availability of affordable quality food	59	83	306	Similar
Please rate your overall health.	74	107	301	Similar

**Table 96: Education, Arts, and Culture**

<b>Education, Arts, and Culture Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall opportunities for education, culture, and the arts	70	48	318	Higher
Opportunities to attend cultural/arts/music activities	65	61	327	Higher
Opportunities to attend special events and festivals	69	51	308	Similar
Community support for the arts	66	64	289	Higher
Public library services	82	57	333	Similar
Availability of affordable quality childcare/preschool	43	146	317	Similar
K-12 education	67	121	324	Similar
Adult educational opportunities	69	10	310	Higher



**Table 97: Inclusivity and Engagement**

<b>Inclusivity and Engagement Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Residents' connection and engagement with their community	57	90	292	Similar
Sense of community	59	150	331	Similar
Sense of civic/community pride	61	87	289	Similar
Neighborliness of residents in Rockville	59	129	307	Similar
Rockville as a place to raise children	78	111	355	Similar
Rockville as a place to retire	52	260	351	Similar
Openness and acceptance of the community toward people of diverse backgrounds	72	6	325	Higher
Making all residents feel welcome	74	9	295	Higher
Attracting people from diverse backgrounds	78	3	292	Much Higher
Valuing/respecting residents from diverse backgrounds	78	3	293	Higher
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	68	8	289	Higher
Opportunities to participate in social events and activities	63	83	314	Similar
Opportunities to volunteer	66	81	312	Similar
Opportunities to participate in community matters	65	33	313	Similar

**Table 98: Participation**

<b>Participation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	50	122	330	Similar
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	14	196	307	Similar
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town h	22	117	310	Similar
Watched (online or on television) a local public meeting	24	140	302	Similar
Volunteered your time to some group/activity in Rockville	26	213	312	Similar
Campaigned or advocated for a local issue, cause, or candidate	15	188	302	Similar
Voted in your most recent local election	65	253	291	Similar
Access the internet from your home using a computer, laptop, or tablet computer	99	12	262	Similar
Access the internet from your cell phone	98	16	269	Similar
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	95	1	285	Higher
Use or check email	99	47	257	Similar
Share your opinions online	62	1	288	Much Higher
Shop online	54	155	279	Similar

**Table 99: Focus Areas**

<b>Importance Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	82	26	301	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	77	9	289	Much Higher
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	70	120	301	Similar
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	81	82	289	Similar
Overall feeling of safety in Rockville	85	52	301	Similar
Overall quality of natural environment in Rockville	74	125	301	Similar
Overall quality of parks and recreation opportunities	70	138	290	Similar
Overall health and wellness opportunities in Rockville	68	156	301	Similar
Overall opportunities for education, culture, and the arts	67	138	301	Similar
Residents' connection and engagement with their community	61	203	301	Similar

## Comparisons to the Regional Benchmark

**Table 100: Quality of Life**

Quality of Life Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Rockville	71	6	24	Similar
The overall quality of life in Rockville	75	6	25	Similar
Rockville as a place to live	81	4	24	Similar
Recommend living in Rockville to someone who asks	92	3	24	Similar
Remain in Rockville for the next five years	85	7	24	Similar

**Table 101: Governance**

Governance Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Rockville government	61	2	24	Higher
The overall direction that Rockville is taking	60	3	24	Higher
The value of services for the taxes paid to Rockville	58	6	24	Similar
Generally acting in the best interest of the community	61	2	24	Higher
Being honest	63	2	24	Higher
Being open and transparent to the public	63	2	18	Higher
Informing residents about issues facing the community	59	2	18	Higher
The job Rockville government does at welcoming resident involvement	61	2	24	Higher
Treating all residents fairly	68	2	24	Higher
Treating residents with respect	70	2	18	Higher
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	74	7	25	Similar
Public information services	67	2	24	Similar
The City of Rockville	73	2	24	Higher
The Federal Government	52	2	24	Similar

**Table 102: Economy**

<b>Economy Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	65	6	24	Similar
Economic development	58	3	25	Similar
Overall quality of business and service establishments in Rockville	70	4	23	Similar
Variety of business and service establishments in Rockville	69	1	18	Higher
Vibrancy of downtown/commercial areas	56	12	23	Similar
Shopping opportunities	63	6	25	Higher
Rockville as a place to visit	58	16	24	Similar
Rockville as a place to work	70	4	24	Similar
Employment opportunities	57	3	24	Similar
Cost of living in Rockville	37	13	24	Similar
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the imp	37	2	23	Higher

**Table 103: Mobility**

<b>Mobility Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	69	1	18	Much Higher
Traffic flow on major streets	47	9	24	Similar
Ease of travel by car in Rockville	62	8	24	Similar
Ease of travel by public transportation in Rockville	63	1	23	Much Higher
Ease of travel by bicycle in Rockville	56	7	25	Higher
Ease of walking and rolling in Rockville	66	7	25	Higher
Ease of public parking	56	5	22	Similar
Bus or transit services	67	2	24	Higher
Traffic enforcement	55	11	26	Similar
Traffic signal timing	55	1	22	Similar
Street repair	58	4	25	Higher
Street cleaning	66	5	25	Similar
Street lighting by city-maintained metal poles	64	1	25	Higher
Snow removal	72	2	25	Higher
Sidewalk maintenance	65	2	24	Higher
Used bus, rail, subway, or other public transportation instead of driving	74	1	21	Much Higher
Carpooled with other adults or children instead of driving alone	52	4	22	Similar
Walked or biked instead of driving	76	5	22	Higher

**Table 104: Community Design**

<b>Community Design Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	63	1	23	Similar
Overall appearance of Rockville	65	13	25	Similar
Your neighborhood as a place to live	80	5	24	Similar
Overall quality of new development in Rockville	55	3	24	Similar
Well-planned residential growth	54	1	18	Higher
Well-planned commercial growth	53	1	18	Higher
Well-designed neighborhoods	61	2	19	Higher
Preservation of the historical or cultural character of the community	65	5	18	Similar
Public places where people want to spend time	62	6	23	Similar
Variety of housing options	52	4	24	Similar
Availability of affordable quality housing	32	9	24	Similar
Land use, planning, and zoning	54	2	24	Higher
Code enforcement (weeds, abandoned buildings, etc.)	54	5	25	Similar

**Table 105: Utilities**

<b>Utilities Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	70	2	18	Higher
Affordable high-speed internet access	60	5	18	Similar
Power (electric and/or gas) utility	72	4	19	Similar
Rockville-provided refuse collection	78	5	24	Similar
Rockville-provided water services	75	2	23	Higher
Storm water management (storm drainage, dams, levees, etc.)	72	2	24	Higher
Rockville-provided water and sewer utility billing	69	2	21	Similar

**Table 106: Safety**

<b>Safety Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall feeling of safety in Rockville	69	12	24	Similar
Police services	73	6	25	Similar
Crime prevention	65	10	25	Similar
Animal control	66	7	24	Similar
Ambulance or emergency medical services	79	9	24	Similar
Fire services	82	9	24	Similar
Fire prevention and education	74	4	24	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64	4	25	Similar
In your neighborhood during the day	93	7	25	Similar
In Rockville's downtown/commercial areas during the day	86	12	25	Similar
From property crime	75	12	18	Similar
From violent crime	81	12	18	Similar
From fire, flood, or other natural disaster	86	4	18	Similar

**Table 107: Natural Environment**

<b>Natural Environment Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the natural environment in Rockville	72	7	24	Similar
Cleanliness of Rockville	69	9	24	Similar
Air quality	70	10	23	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	65	1	23	Higher
Rockville open space	63	3	23	Similar
Recycling	75	1	25	Higher
Yard waste pick-up	72	6	24	Similar



**Table 108: Parks and Recreation**

<b>Parks and Recreation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of parks and recreation opportunities	75	3	18	Similar
Availability of paths and walking trails	72	5	24	Higher
City parks	72	10	25	Similar
Recreational opportunities	70	4	25	Higher
Recreation programs or classes	72	4	26	Higher
Recreation centers or facilities	72	3	26	Higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	72	4	23	Higher

**Table 109: Health and Wellness**

<b>Health and Wellness Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall health and wellness opportunities in Rockville	71	3	23	Similar
Health services	67	4	23	Similar
Availability of affordable quality health care	60	5	24	Similar
Availability of preventive health services	65	3	23	Similar
Availability of affordable quality mental health care	53	4	23	Similar
Availability of affordable quality food	59	8	23	Similar
Please rate your overall health.	74	9	23	Similar

**Table 110: Education, Arts, and Culture**

<b>Education, Arts, and Culture Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall opportunities for education, culture, and the arts	70	7	23	Similar
Opportunities to attend cultural/arts/music activities	65	8	25	Similar
Opportunities to attend special events and festivals	69	4	23	Similar
Community support for the arts	66	7	18	Similar
Public library services	82	5	24	Similar
Availability of affordable quality childcare/preschool	43	13	24	Similar
K-12 education	67	5	24	Similar
Adult educational opportunities	69	2	23	Higher

**Table 111: Inclusivity and Engagement**

<b>Inclusivity and Engagement Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Residents' connection and engagement with their community	57	7	18	Similar
Sense of community	59	9	25	Similar
Sense of civic/community pride	61	7	18	Similar
Neighborliness of residents in Rockville	59	9	23	Similar
Rockville as a place to raise children	78	5	25	Similar
Rockville as a place to retire	52	15	25	Similar
Openness and acceptance of the community toward people of diverse backgrounds	72	2	25	Higher
Making all residents feel welcome	74	2	18	Higher
Attracting people from diverse backgrounds	78	1	18	Much Higher
Valuing/respecting residents from diverse backgrounds	78	1	18	Higher
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	68	1	18	Higher
Opportunities to participate in social events and activities	63	7	24	Similar
Opportunities to volunteer	66	8	24	Similar
Opportunities to participate in community matters	65	3	24	Similar

**Table 112: Participation**

<b>Participation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	50	13	24	Similar
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	14	21	23	Similar
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town h	22	13	23	Similar
Watched (online or on television) a local public meeting	24	13	23	Similar
Volunteered your time to some group/activity in Rockville	26	22	23	Lower
Campaigned or advocated for a local issue, cause, or candidate	15	21	22	Similar
Voted in your most recent local election	65	16	18	Lower
Access the internet from your home using a computer, laptop, or tablet computer	99	3	17	Similar
Access the internet from your cell phone	98	2	16	Similar
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	95	1	17	Higher
Use or check email	99	5	13	Similar
Share your opinions online	62	1	18	Much Higher
Shop online	54	10	17	Similar

**Table 113: Focus Areas**

<b>Importance Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	82	1	20	Higher
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	77	1	18	Higher
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	70	10	20	Similar
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	81	4	18	Similar
Overall feeling of safety in Rockville	85	1	20	Higher
Overall quality of natural environment in Rockville	74	5	20	Similar
Overall quality of parks and recreation opportunities	70	4	18	Similar
Overall health and wellness opportunities in Rockville	68	9	20	Similar
Overall opportunities for education, culture, and the arts	67	8	20	Similar
Residents' connection and engagement with their community	61	14	20	Similar

## Comparisons to the Population Benchmark

**Table 114: Quality of Life**

Quality of Life Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Rockville	71	20	46	Similar
The overall quality of life in Rockville	75	18	50	Similar
Rockville as a place to live	81	18	49	Similar
Recommend living in Rockville to someone who asks	92	14	46	Similar
Remain in Rockville for the next five years	85	18	47	Similar

**Table 115: Governance**

Governance Items	Average rating	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Rockville government	61	6	45	Higher
The overall direction that Rockville is taking	60	10	47	Similar
The value of services for the taxes paid to Rockville	58	10	48	Similar
Generally acting in the best interest of the community	61	9	45	Similar
Being honest	63	6	43	Higher
Being open and transparent to the public	63	4	40	Higher
Informing residents about issues facing the community	59	8	40	Higher
The job Rockville government does at welcoming resident involvement	61	7	47	Similar
Treating all residents fairly	68	6	45	Higher
Treating residents with respect	70	6	40	Higher
Overall customer service by Rockville employees (police, receptionists, planners, etc.)	74	13	47	Similar
Public information services	67	9	43	Similar
The City of Rockville	73	7	49	Higher
The Federal Government	52	2	42	Higher

**Table 116: Economy**

<b>Economy Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	65	19	46	Similar
Economic development	58	15	43	Similar
Overall quality of business and service establishments in Rockville	70	15	46	Similar
Variety of business and service establishments in Rockville	69	6	40	Higher
Vibrancy of downtown/commercial areas	56	20	43	Similar
Shopping opportunities	63	12	44	Similar
Rockville as a place to visit	58	29	46	Similar
Rockville as a place to work	70	13	49	Similar
Employment opportunities	57	10	45	Similar
Cost of living in Rockville	37	25	43	Similar
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the imp	37	1	43	Higher

**Table 117: Mobility**

<b>Mobility Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	69	2	41	Higher
Traffic flow on major streets	47	24	45	Similar
Ease of travel by car in Rockville	62	27	47	Similar
Ease of travel by public transportation in Rockville	63	1	46	Much Higher
Ease of travel by bicycle in Rockville	56	17	46	Similar
Ease of walking and rolling in Rockville	66	11	48	Similar
Ease of public parking	56	24	45	Similar
Bus or transit services	67	2	41	Higher
Traffic enforcement	55	23	47	Similar
Traffic signal timing	55	17	47	Similar
Street repair	58	11	50	Higher
Street cleaning	66	15	46	Similar
Street lighting by city-maintained metal poles	64	12	47	Similar
Snow removal	72	5	37	Higher
Sidewalk maintenance	65	5	44	Higher
Used bus, rail, subway, or other public transportation instead of driving	74	2	42	Much Higher
Carpooled with other adults or children instead of driving alone	52	13	43	Similar
Walked or biked instead of driving	76	6	43	Higher

**Table 118: Community Design**

<b>Community Design Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	63	13	46	Similar
Overall appearance of Rockville	65	20	43	Similar
Your neighborhood as a place to live	80	17	47	Similar
Overall quality of new development in Rockville	55	17	44	Similar
Well-planned residential growth	54	13	39	Similar
Well-planned commercial growth	53	13	39	Similar
Well-designed neighborhoods	61	14	38	Similar
Preservation of the historical or cultural character of the community	65	7	39	Similar
Public places where people want to spend time	62	15	43	Similar
Variety of housing options	52	19	46	Similar
Availability of affordable quality housing	32	21	46	Similar
Land use, planning, and zoning	54	13	47	Similar
Code enforcement (weeds, abandoned buildings, etc.)	54	20	46	Similar

**Table 119: Utilities**

<b>Utilities Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	70	8	39	Similar
Affordable high-speed internet access	60	7	39	Similar
Power (electric and/or gas) utility	72	14	40	Similar
Rockville-provided refuse collection	78	7	43	Similar
Rockville-provided water services	75	8	47	Higher
Storm water management (storm drainage, dams, levees, etc.)	72	10	45	Similar
Rockville-provided water and sewer utility billing	69	8	42	Similar



**Table 120: Safety**

<b>Safety Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall feeling of safety in Rockville	69	21	47	Similar
Police services	73	17	50	Similar
Crime prevention	65	19	46	Similar
Animal control	66	15	45	Similar
Ambulance or emergency medical services	79	13	44	Similar
Fire services	82	18	47	Similar
Fire prevention and education	74	4	44	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64	16	41	Similar
In your neighborhood during the day	93	15	45	Similar
In Rockville's downtown/commercial areas during the day	86	18	44	Similar
From property crime	75	17	40	Similar
From violent crime	81	17	40	Similar
From fire, flood, or other natural disaster	86	7	40	Similar

**Table 121: Natural Environment**

<b>Natural Environment Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of the natural environment in Rockville	72	18	46	Similar
Cleanliness of Rockville	69	20	44	Similar
Air quality	70	18	43	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	65	14	46	Similar
Rockville open space	63	17	45	Similar
Recycling	75	1	45	Higher
Yard waste pick-up	72	11	40	Similar

**Table 122: Parks and Recreation**

<b>Parks and Recreation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall quality of parks and recreation opportunities	75	15	39	Similar
Availability of paths and walking trails	72	13	45	Similar
City parks	72	25	47	Similar
Recreational opportunities	70	12	44	Similar
Recreation programs or classes	72	12	46	Similar
Recreation centers or facilities	72	13	44	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	72	14	45	Similar

**Table 123: Health and Wellness**

<b>Health and Wellness Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall health and wellness opportunities in Rockville	71	17	46	Similar
Health services	67	13	40	Similar
Availability of affordable quality health care	60	17	44	Similar
Availability of preventive health services	65	13	43	Similar
Availability of affordable quality mental health care	53	12	44	Similar
Availability of affordable quality food	59	20	43	Similar
Please rate your overall health.	74	15	41	Similar

**Table 124: Education, Arts, and Culture**

<b>Education, Arts, and Culture Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall opportunities for education, culture, and the arts	70	12	46	Similar
Opportunities to attend cultural/arts/music activities	65	9	44	Similar
Opportunities to attend special events and festivals	69	6	41	Similar
Community support for the arts	66	14	39	Similar
Public library services	82	12	42	Similar
Availability of affordable quality childcare/preschool	43	23	43	Similar
K-12 education	67	20	45	Similar
Adult educational opportunities	69	3	43	Higher

**Table 125: Inclusivity and Engagement**

<b>Inclusivity and Engagement Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Residents' connection and engagement with their community	57	16	40	Similar
Sense of community	59	19	46	Similar
Sense of civic/community pride	61	17	39	Similar
Neighborliness of residents in Rockville	59	18	42	Similar
Rockville as a place to raise children	78	21	49	Similar
Rockville as a place to retire	52	34	49	Similar
Openness and acceptance of the community toward people of diverse backgrounds	72	4	46	Higher
Making all residents feel welcome	74	3	42	Higher
Attracting people from diverse backgrounds	78	3	40	Much Higher
Valuing/respecting residents from diverse backgrounds	78	3	41	Higher
Assisting vulnerable residents (elderly, disabled, homeless, etc.)	68	3	40	Higher
Opportunities to participate in social events and activities	63	14	44	Similar
Opportunities to volunteer	66	13	42	Similar
Opportunities to participate in community matters	65	4	43	Similar

**Table 126: Participation**

<b>Participation Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Contacted the City of Rockville (in-person, phone, email, or web) for help or information	50	13	46	Similar
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion	14	25	42	Similar
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town h	22	11	44	Similar
Watched (online or on television) a local public meeting	24	16	44	Similar
Volunteered your time to some group/activity in Rockville	26	30	44	Similar
Campaigned or advocated for a local issue, cause, or candidate	15	25	42	Similar
Voted in your most recent local election	65	35	40	Similar
Access the internet from your home using a computer, laptop, or tablet computer	99	2	35	Similar
Access the internet from your cell phone	98	4	36	Similar
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	95	1	39	Higher
Use or check email	99	7	34	Similar
Share your opinions online	62	1	39	Much Higher
Shop online	54	18	39	Similar

**Table 127: Focus Areas**

<b>Importance Items</b>	<b>Average rating</b>	<b>Rank</b>	<b>Number of communities in comparison</b>	<b>Comparison to benchmark</b>
Overall economic health of Rockville	82	4	41	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville	77	2	38	Higher
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	70	17	41	Similar
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband)	81	13	38	Similar
Overall feeling of safety in Rockville	85	10	41	Similar
Overall quality of natural environment in Rockville	74	17	41	Similar
Overall quality of parks and recreation opportunities	70	17	38	Similar
Overall health and wellness opportunities in Rockville	68	19	41	Similar
Overall opportunities for education, culture, and the arts	67	22	41	Similar
Residents' connection and engagement with their community	61	24	41	Similar

## Appendix G. Survey Methodology

### Developing the Questionnaire

The City of Rockville Community Survey was first administered in 2001, with subsequent implementations approximately every two years until 2018. The 2024 Community Survey represents the eleventh iteration.

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 2024 survey for the City of Rockville was developed by starting with the version from the previous implementation in 2018. In an iterative process between City staff and Polco staff, a final five-page questionnaire was created. The City of Rockville funded this research. Please contact Dave Gottesman at [dgottesman@rockvillemd.gov](mailto:dgottesman@rockvillemd.gov) if you have any questions about the survey.

### Selecting Survey Recipients

Approximately 3,000 Rockville households were randomly selected to participate in the survey. To ensure households selected to participate in the survey were within the city of Rockville boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" and who is at least 18 years of age to complete the questionnaire regardless of year of birth. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.

### Survey Administration and Response

The 3,000 households selected to participate in the survey were contacted three times. First, an invitation postcard informing the household members that they had been selected to participate in the City of Rockville Community Survey was sent on September 24, 2024. The postcard included a URL to take the survey online. Approximately one week after mailing the postcard, these households were mailed a paper survey containing a cover letter enlisting participation. The cover letter also included a URL where respondents could go to complete the survey online, if desired. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire to Polco. A reminder postcard, scheduled to arrive one week after the paper survey, was the final contact. The reminder postcard asked those who had not completed the survey to do so and included the URL for the online response option. Completed surveys were collected over the following six weeks.

The paper version of the survey was available in English only. The online version of the survey was available in English, Spanish, Simplified Chinese, French, Korean, Russian,

Vietnamese, and Arabic. In addition, respondents who required or preferred to take the survey in any language beyond these eight were able to get translation assistance from the city. The postcards and letters sent to the households also had instructions in all eight languages.

About 3% of the 3,000 surveys/postcards mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,913 households that received the survey, 476 completed the survey, providing an overall response rate of 16.3%. Of the 476 completed surveys, 261 were completed online and 215 on paper. Surveys were completed in languages other than English (466 surveys) including Spanish (4 surveys), Korean (4), Russian (1) and Simplified Chinese (1).

Additionally, responses were tracked by geographic area; response rates by the six areas ranged from 12% to 26%. The response rates were calculated using AAPOR's response rate #2<sup>1</sup> for mailed surveys of unnamed persons.

**Table 128: Survey Response Rates by Area**

	<b>King Farm/ Falls Grove</b>	<b>Middle, North of MD 28</b>	<b>East, North of MD 28</b>	<b>East, South of MD 28</b>	<b>Middle, South of MD 28</b>	<b>West of I-270</b>	<b>Overall</b>
Total sample used	713	579	134	471	856	247	3,000
I=Complete Interviews	105	98	18	90	102	63	476
NE=Not eligible	31	7	3	13	27	8	87
Response rate:	15%	17%	14%	20%	12%	26%	16%

## 95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within five percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus five percentage points around any given percent reported for all respondents results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

<sup>1</sup> See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

## **Survey Processing (Data Entry)**

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is 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 is 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.

Polco used its own platform to collect online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns or logic are programmed into the system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

## **Weighting the Data**

Weighting is a statistical technique used to adjust datasets through calculations, aligning them more closely with the population being studied. The primary distinction between the initial sample composition and weighting is that weights are applied after data collection, allowing researchers to address issues that arose during this process. This is why weighting is often referred to as post-stratification, as it occurs after the sample has been selected, in contrast to pre-stratification, which aims to balance a sample prior to data collection.

Researchers typically apply weights based on demographic characteristics such as age, gender, location, education and race. Weighting can also help mitigate self-selection bias, which refers to the differences between individuals who participate in research studies and those who do not. Additionally, weights can reduce the impact of survey design and data collection methods on the sample composition and the resulting data.

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 reviewing the demographic profile of respondents and comparing it to the demographic profile of the jurisdiction according to the most recent Census data. Those respondent subgroups that were less likely to respond are statistically adjusted to be given more weight, while those subgroups that were more likely to respond are given less weight. In this case, the demographic characteristics of the City of Rockville survey respondents were compared to those found in the 2022 American Community Survey (ACS) 5-year estimates. Survey results were weighted using the



population norms to reflect the appropriate percentage of those residents in the city. Other discrepancies between the whole population and the sample are usually aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The method used by Polco to weight survey results is called raking or random iterative method weighting, it is mainly used when weighting to a number of variables without knowing how the variables interlock. With raking, a researcher would first balance the sample based on one variable, such as gender, and then on the next variable, such as age. If the adjustments for one variable affect another variable too much, then more adjustments are performed until a balanced sample is achieved. Raking is one of the most common and accepted methods of weighting for public opinion surveys, as it allows for weighting based on multiple variables and aims to adjust each variable by as small an amount as possible. Weights were calculated in SPSS using an iterative (20 iterations), multiplicative raking model known as the ANES Weighting Algorithm. The variables used for weighting were respondent gender, age, race/ethnicity, and housing tenure (rent or own). No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

**Table 129: 2024 Rockville Community Survey Weighting Table**

Characteristics	Population Norm	Unweighted	Weighted
Rent home	45%	32%	44%
Own home	55%	68%	56%
Detached unit	41%	50%	42%
Attached unit	59%	50%	58%
White	52%	70%	53%
Not white	48%	30%	47%
Not Hispanic	85%	90%	85%
Hispanic	15%	10%	15%
Female	53%	57%	54%
Male	47%	43%	46%
18-34 years of age	29%	14%	28%
35-54 years of age	34%	28%	34%
55+ years of age	37%	58%	39%
Females 18-34	15%	9%	14%
Females 35-54	17%	15%	17%
Females 55+	21%	33%	23%
Males 18-34	14%	5%	13%
Males 35-54	17%	12%	17%
Males 55+	16%	26%	16%
King Farm/Fallsgrove	21%	22%	22%
Middle, North of MD 28	21%	21%	21%
East, North of MD 28	5%	4%	5%
East, South of MD 28	19%	19%	19%
Middle, South of MD 28	23%	21%	23%
West of I-270	10%	13%	10%

\* 2020 U.S. Census Bureau, 2022 American Community Survey Population Estimates

## Analyzing the Data

The electronic dataset was analyzed by Polco staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Set of Survey Responses*.

Also included are results by respondent characteristics (*Appendix C: Comparison of Responses by Demographics*). 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; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with capitalized letters.

## How the Results Are Reported

The full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important”).

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 B: Complete Set of Survey Responses* and is noted in the body of the report if it is 30% 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.

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.

Because this survey was the 11<sup>th</sup> in a series of citizen surveys, the 2024 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 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 represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

All comparisons with previous survey iterations were converted to a common scale where zero is the lowest possible rating and 100 is the highest possible rating. The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” =100, “good”=67, “fair”=33 and “poor”=0. Use of this converted scale allows for comparison to other surveys, where different question wording and response scales may have been used.

## **Appendix H: Survey Materials**

The following pages display the questionnaire and other survey materials for the 2024 Rockville Community Survey.

Dear Rockville Resident,

Join us in shaping the future of Rockville! You've been randomly selected to participate in the 2024 City of Rockville Community Survey. Your feedback is important, and it will impact decisions that affect our community.

To hear from a representative group of residents, the adult 18 or older in your household who most recently had a birthday should complete this survey.

**Please do not share your survey link.** This survey is for randomly selected households only. You can wait a few days for a paper survey to arrive in the mail, or go online now and complete the confidential survey at:

**[polco.us/xxplaceholder](https://polco.us/xxplaceholder)**

If you have any questions about this survey, please call the City of Rockville at 240-314-5000.

Thank you for your input.

Sincerely,



Monique Ashton  
Mayor

Residente de Rockville: Usted ha sido seleccionado al azar para participar en la Encuesta Comunitaria de Rockville del 2024. Conéctese ahora y complete la encuesta confidencial usando el link en la parte izquierda de la tarjeta o el código QR en el reverso. ¡Gracias!

罗克维尔居民：您已被随机选中参与2024年罗克维尔社区调查。请立即登录并使用卡片左侧的链接或背面的二维码完成保密调查。谢谢！

Résident de Rockville: Vous avez été sélectionné au hasard pour participer à l'Enquête Communautaire de Rockville 2024. Connectez-vous maintenant et complétez l'enquête confidentielle en utilisant le lien à gauche de la carte ou le code QR au verso. Merci!

록빌 주민님: 귀하는 2024년 록빌 커뮤니티 설문조사에 무작위로 선정되었습니다. 지금 로그인하여 카드 왼쪽의 링크나 뒷면의 QR 코드를 사용하여 비밀 설문조사를 완료해 주세요. 감사합니다!

Житель Роквилля: Вы были случайным образом выбраны для участия в Опросе сообщества Роквилля 2024 года. Пожалуйста, войдите сейчас и завершите конфиденциальный опрос, используя ссылку с левой стороны карты или QR-код на обратной стороне. Спасибо!

Cư dân Rockville: Bạn đã được chọn ngẫu nhiên để tham gia Khảo sát Cộng đồng Rockville 2024. Hãy đăng nhập ngay và hoàn thành khảo sát bí mật bằng cách sử dụng liên kết ở bên trái của thẻ hoặc mã QR ở mặt sau. Cảm ơn!

ساكن روكفيل: لقد تم اختيارك عشوائيًا للمشاركة في استطلاع المجتمع في روكفيل 2024، الرجاء تسجيل الدخول الآن وإكمال الاستطلاع السري باستخدام الرابط على الجانب الأيسر من البطاقة أو رمز! على الجهة الخلفية. شكرًا (QR) الاستجابة السريعة



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

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

QR Code  
Placeholder

## Complete the 2024 City of Rockville Community Survey.

完成2024年罗克维尔市社区调查。 / Complétez l'Enquête Communautaire de la Ville de Rockville 2024. / 2024년 록빌시 커뮤니티 설문조사를 완료하세요. / Заполните Опрос сообщества города Роквилль 2024 года. / Hoàn thành Khảo sát Cộng đồng Thành phố Rockville 2024. / 2024 أكمل استطلاع المجتمع في مدينة روكفيل.



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

240-314-5000  
TTY 240-314-8137

MAYOR  
Monique Ashton

COUNCILMEMBERS  
Kate Fulton  
Barry Jackson  
David Myles  
Izola (Zola) Shaw  
Marissa Valeri  
Adam Van Grack

CITY MANAGER  
Jeff Mihelich

CITY CLERK/DIRECTOR OF  
COUNCIL OPERATIONS  
Sara Taylor-Ferrell

CITY ATTORNEY  
Robert E. Dawson

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2024 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:**

➡ [polco.us/xxplaceholder](https://polco.us/xxplaceholder)


If you have any questions about this survey, please call the City of Rockville at 240-314-5000.

The online option to take the Community Survey (the link above) offers the survey in the seven most commonly spoken languages by Rockville households with Limited English Proficiency. If you cannot find your preferred language, please call the City of Rockville's Human Resources Department at 240-314-8473 for language assistance. Your feedback is important to us, and we want to ensure that everyone can participate.

The 2024 Community Survey results will be available on the City's website at [www.rockvillemd.gov](https://www.rockvillemd.gov) when the analysis of the responses is completed.

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,

  
Monique Ashton  
Mayor

QR Code  
Placeholder

¡Encuesta Comunitaria de Rockville de 2024! Para completar la encuesta online en su idioma escanee el código QR o visite el enlace adjunto.

2024年罗克维尔社区调查！  
要用您的语言完成在线调查，  
请扫描二维码或访问附上  
的链接。

Enquête Communautaire de Rockville 2024 ! Pour compléter l'enquête en ligne dans votre langue, scannez le code QR ou visitez le lien ci-joint.

2024년 "록빌" 커뮤니티 설문조사! 귀하의 언어로 온라인 설문조사를 완료하려면 QR 코드를 스캔하거나 첨부된 링크를 방문해 주세요.

2024 год. Опрос сообщества Rockville! Чтобы пройти онлайн-опрос на вашем языке, отсканируйте QR-код или перейдите по прикрепленной ссылке.

Khảo sát cộng đồng Rockville 2024! Để hoàn thành khảo sát trực tuyến bằng ngôn ngữ của bạn, hãy quét mã QR hoặc truy cập liên kết đính kèm.

استطلاع المجتمع في روكفيل  
2024! لإكمال الاستطلاع عبر  
الإنترنت بلغتك، يرجى مسح رمز  
أو زيارة (QR) الاستجابة السريعة  
الرابط المرفق.

# The City of Rockville 2024 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in Rockville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Rockville as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Rockville as a place to raise children.....	1	2	3	4	5
Rockville as a place to work .....	1	2	3	4	5
Rockville as a place to visit .....	1	2	3	4	5
Rockville as a place to retire .....	1	2	3	4	5
The overall quality of life in Rockville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Rockville as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Rockville .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.) in Rockville .....	1	2	3	4	5
Overall design or layout of Rockville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Rockville.....	1	2	3	4	5
Overall quality of the natural environment in Rockville.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Rockville.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds..	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Rockville to someone who asks .....	1	2	3	4	5
Remain in Rockville for the next five years .....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Rockville's downtown/commercial areas during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6
Walking or rolling in the city .....	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

## 5. Please rate the job you feel the Rockville community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Assisting vulnerable residents (elderly, disabled, homeless, etc.) .....	1	2	3	4	5

**6. Please rate each of the following in the Rockville community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Rockville .....	1	2	3	4	5
Variety of business and service establishments in Rockville.....	1	2	3	4	5
Vibrancy of downtown/commercial areas .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Cost of living in Rockville .....	1	2	3	4	5
Overall image or reputation of Rockville.....	1	2	3	4	5

**7. Please also rate each of the following in the Rockville community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Rockville .....	1	2	3	4	5
Ease of travel by public transportation in Rockville.....	1	2	3	4	5
Ease of travel by bicycle in Rockville.....	1	2	3	4	5
Ease of walking and rolling in Rockville .....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods .....	1	2	3	4	5
Preservation of the historical or cultural character of the community .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Rockville .....	1	2	3	4	5
Overall appearance of Rockville.....	1	2	3	4	5
Cleanliness of Rockville.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities .....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Rockville .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to attend special events and festivals .....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds...1	2	3	4	5	

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Rockville (in-person, phone, email, or web) for help or information .....	1	2
Contacted Rockville elected officials (in-person, phone, email, or web) to express your opinion .....	1	2
Attended a local public meeting (of local elected officials like City Council or County Council, advisory boards, town halls, HOA, neighborhood watch, etc.) .....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Rockville.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election .....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2



# The City of Rockville 2024 Community Survey

(Cont.)	No	Yes
Carpooled with other adults or children instead of driving alone .....	1	2
Walked or biked instead of driving .....	1	2
Visited or used a Rockville park (includes trails, playground, ball fields/courts, natural areas) .....	1	2
Visited or used a Rockville recreation facility * .....	1	2
Participated in a Rockville recreation program .....	1	2
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmers Market, July 4th Fireworks, Car Show, or other event) .....	1	2

## 9. Please rate the quality of each of the following services in Rockville.

	Excellent	Good	Fair	Poor	Don't know
Public information services .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting by city-maintained metal poles .....	1	2	3	4	5
Street lighting by PEPCO-maintained wooden poles .....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Bus or transit services .....	1	2	3	4	5
Land use, planning, and zoning .....	1	2	3	4	5
Permitting services .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Affordable high-speed internet access .....	1	2	3	4	5
Rockville-provided refuse collection .....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Seasonal curbside leaf collection .....	1	2	3	4	5
Rockville-provided water services .....	1	2	3	4	5
Rockville-provided sewer services .....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.) .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
Rockville-provided water and sewer utility billing .....	1	2	3	4	5
Police services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Emergency preparedness .....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts) .....	1	2	3	4	5
Rockville open space .....	1	2	3	4	5
City parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Overall customer service by Rockville employees (police, receptionists, etc.) .....	1	2	3	4	5
Street tree maintenance .....	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
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

\* 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

**10. Please rate the following categories of Rockville government performance.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Rockville.....	1	2	3	4	5
The overall direction that Rockville is taking.....	1	2	3	4	5
The job Rockville government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Rockville government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5
The responsiveness of city staff.....	1	2	3	4	5
Prioritizing spending based on community needs.....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by each of the following?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Rockville.....	1	2	3	4	5
Montgomery County Government.....	1	2	3	4	5
The State of Maryland.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the Rockville community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Rockville.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus, etc.).....	1	2	3	4
Overall design or layout of Rockville's residential and commercial areas.....	1	2	3	4
Overall quality of the utility infrastructure in Rockville (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Rockville.....	1	2	3	4
Overall quality of natural environment in Rockville.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Rockville.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community.....	1	2	3	4
Rockville's preparation for unforeseen or natural disasters.....	1	2	3	4
Growth and development of new housing.....	1	2	3	4
Improving walking paths between neighborhoods.....	1	2	3	4
Increasing availability of online services and data on the city's website.....	1	2	3	4
Neighborhood shopping center revitalization.....	1	2	3	4
Services for seniors and the aging population.....	1	2	3	4
Services for youth.....	1	2	3	4
Services to provide effective and timely communication to residents.....	1	2	3	4

**13. Please rate your preference for receiving information about Rockville city government from each source.**

	<u>Highly preferred</u>	<u>Preferred</u>	<u>Slightly preferred</u>	<u>Not preferred</u>
Official city website.....	1	2	3	4
Social media (e.g., Facebook, Twitter, Instagram, Nextdoor).....	1	2	3	4
Print newsletter (Rockville Reports).....	1	2	3	4
Local government TV channel 11.....	1	2	3	4
Public meetings or forums (TV broadcast or livestream).....	1	2	3	4
Online video content (YouTube).....	1	2	3	4
Email newsletters.....	1	2	3	4
Public meetings or forums (in person).....	1	2	3	4
Community newsletters or listservs.....	1	2	3	4
Printed materials (e.g., posters, brochures, fliers).....	1	2	3	4
Direct mail (e.g., letters, postcard advisories).....	1	2	3	4
Word of mouth.....	1	2	3	4

The City of Rockville 2024 Community Survey

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

Our last questions are about you and your household.  
Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

- D2. Please rate your overall health.

☐ Excellent    ☐ Very good    ☐ Good    ☐ Fair    ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?  
Do you think the impact will be:

☐ Very positive    ☐ Somewhat positive    ☐ Neutral    ☐ Somewhat negative    ☐ Very negative

D4. How many years have you lived in Rockville?

☐ Less than 2 years  
☐ 2-5 years  
☐ 6-10 years  
☐ 11-20 years  
☐ More than 20 years

D5. Which best describes the building you live in?

☐ Single-family detached home  
☐ Townhouse or duplex (may share walls but no units above or below you)  
☐ Condominium or apartment (have units above or below you)  
☐ Mobile home  
☐ Other

D6. Do you rent or own your home?

☐ Rent  
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

☐ Less than \$300    ☐ \$2,500 to \$3,999  
☐ \$300 to \$599    ☐ \$4,000 to \$6,999  
☐ \$600 to \$999    ☐ \$7,000 to \$9,999  
☐ \$1,000 to \$1,499    ☐ \$10,000 or more  
☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

☐ No    ☐ Yes
- D9. Are you or any other members of your household aged 65 or older?

☐ No    ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$25,000    ☐ \$100,000 to \$149,999  
☐ \$25,000 to \$49,999    ☐ \$150,000 to \$199,999  
☐ \$50,000 to \$74,999    ☐ \$200,000 to \$299,999  
☐ \$75,000 to \$99,999    ☐ \$300,000 or more

D11. Are you of Hispanic, Latino, or Spanish origin?

☐ No    ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native  
☐ Asian  
☐ Black or African American  
☐ Native Hawaiian or Other Pacific Islander  
☐ White  
☐ A race not listed

D13. 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

D14. What is your gender?

☐ Woman  
☐ Man  
☐ Identify in another way

Thank you!  
Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Dear Rockville Resident,

We want to hear from you! If you have not yet completed Rockville's 2024 Community Survey, please do so. If you have completed it, we appreciate your participation! We ask that you do not respond twice.

To hear from a representative group of residents, the adult 18 or older in your household who most recently had a birthday should complete this survey.

**Please do not share your survey link.** This survey is for randomly selected households only. Go online now and complete the confidential survey at:

**[polco.us/xxplaceholder](https://polco.us/xxplaceholder)**

If you have any questions about this survey, please call the City of Rockville at 240-314-5000.

Thank you for your input.

Sincerely,



Monique Ashton  
Mayor

Residente de Rockville: ¡Queremos escuchar de Ud! Si aún no ha completado la Encuesta Comunitaria de Rockville, por favor conéctese ahora y responda la encuesta en su idioma usando el link en la parte izquierda de la tarjeta o el código QR en el reverso. ¡Gracias!

록维尔居民：我们想听听您的意见！如果您还没有完成洛克维尔社区调查，请立即登录并使用卡片左侧的链接或背面的二维码，用您的语言回答调查。谢谢！

Résident de Rockville : Nous souhaitons avoir de vos nouvelles ! Si vous n'avez pas encore complété l'Enquête Communautaire de Rockville, veuillez vous connecter maintenant et répondre à l'enquête dans votre langue en utilisant le lien à gauche de la carte ou le code QR au verso. Merci !

록빌 주민님: 귀하의 의견을 듣고 싶습니다! 아직 록빌 커뮤니티 설문조사를 완료하지 않으셨다면, 지금 로그인하시고 카드 왼쪽의 링크나 뒷면의 QR 코드를 사용하여 귀하의 언어로 설문조사에 응답해주세요. 감사합니다!

Житель Роквилля: Мы хотим услышать ваше мнение! Если вы еще не завершили Опрос сообщества Роквилля, пожалуйста, войдите сейчас и ответьте на опрос на вашем языке, используя ссылку с левой стороны карты или QR-код на обратной стороне. Спасибо!

Cư dân Rockville: Chúng tôi muốn nghe ý kiến của bạn! Nếu bạn chưa hoàn thành Khảo sát Cộng đồng Rockville, vui lòng đăng nhập ngay và trả lời khảo sát bằng ngôn ngữ của bạn bằng cách sử dụng liên kết ở bên trái của thẻ hoặc mã QR ở mặt sau. Cảm ơn!

ساكن روكفيل: نريد أن نسمع منك! إذا لم تكن قد أكملت استطلاع المجتمع في روكفيل بعد، يرجى تسجيل الدخول الآن والرد على الاستطلاع بلغتك باستخدام الرابط على الجانب الأيسر من البطاقة أو على الجهة الخلفية. شكرًا (QR) رمز الاستجابة السريعة



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

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## **Last chance! Complete the 2024 City of Rockville Community Survey.**

完成2024年罗克维尔市社区调查。 / Complétez l'Enquête Communautaire de la Ville de Rockville 2024. / 2024년 록빌시 커뮤니티 설문조사를 완료하세요. / Заполните Опрос сообщества города Роквилль 2024 года. / Hoàn thành Khảo sát Cộng đồng Thành phố Rockville 2024. / 2024 أكمل استطلاع المجتمع في مدينة روكفيل.