

City of Rockville

FY 2027 Community Budget Priorities Survey

Prepared By:
Finance Department
(240) 314-8400

Interim Report

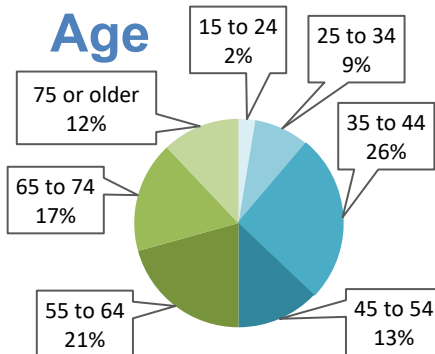
Data as of October 20, 2025

119 Responses



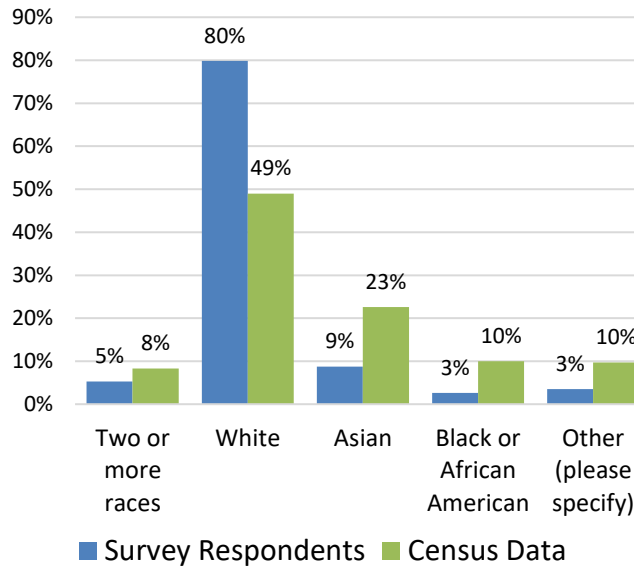
Our Respondents

119 Total Survey Responses



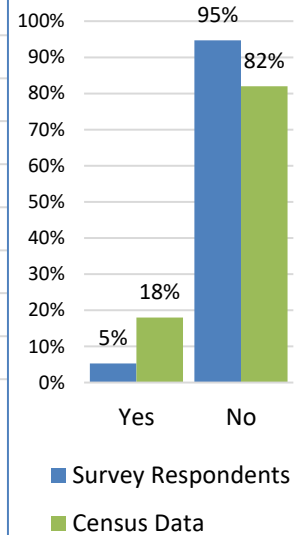
Age: Respondents 35+ are over-represented by 21 percentage points, while those 15-34 are under-represented by the same amount.

Racial Identity

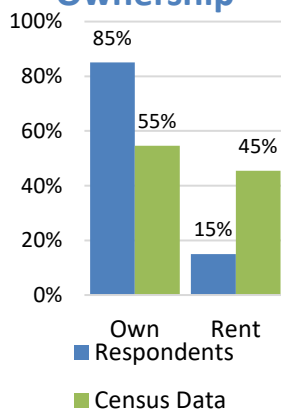


Racial Identity: Respondents identifying as White are over-represented by 31 percentage points. Those who identify as Hispanic or of Latin American identity are under-represented by 13 percentage points.

Hispanic or Latin American Identity

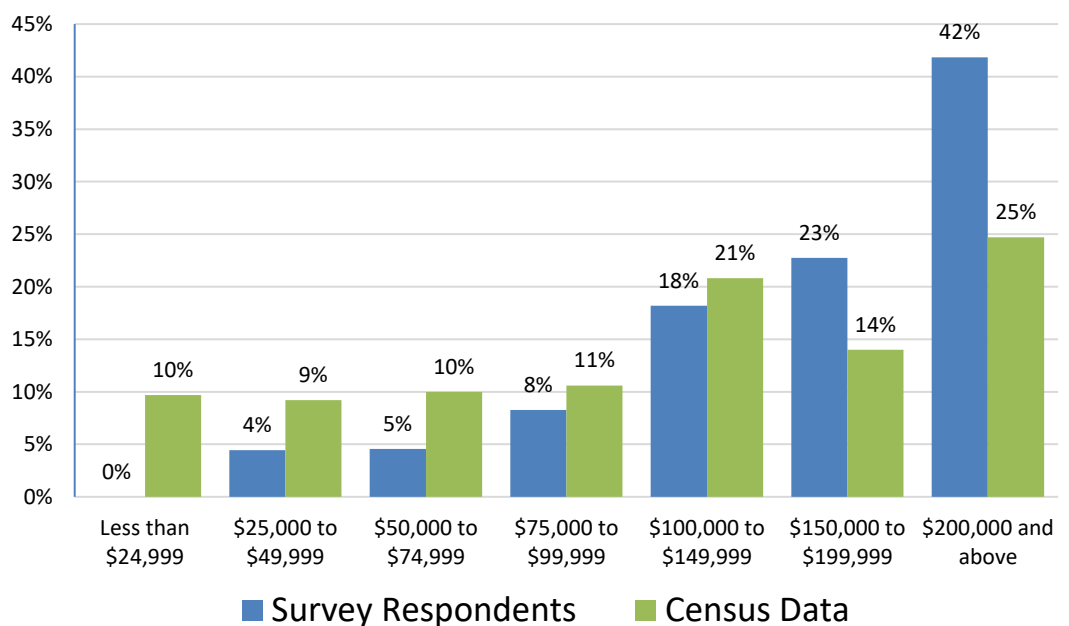


Home Ownership



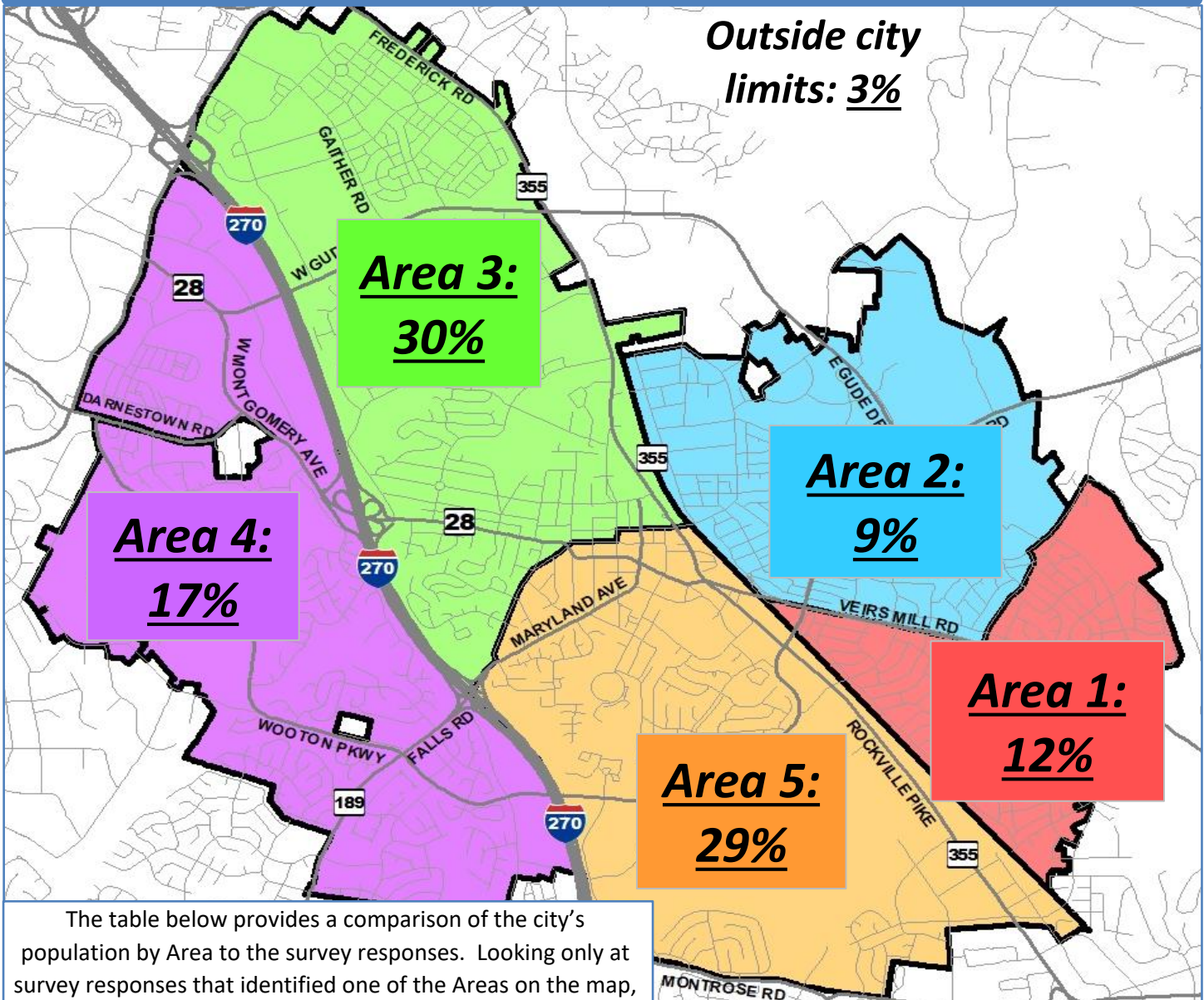
Home Ownership: Respondents who own their home are over-represented by 30 percentage points, while those who rent are under-represented by the same amount.

Income



Income: Respondents making over \$150K are over-represented by 26 percentage points, while those making under \$75K are under-represented by 20 percentage points.

Where our Respondents live



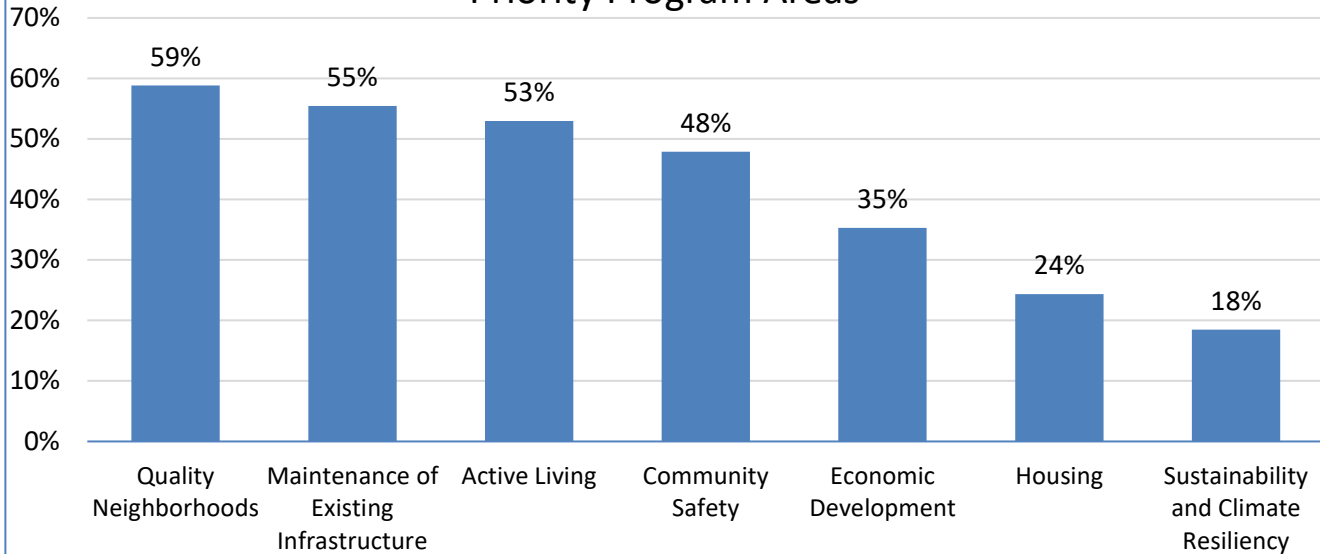
The table below provides a comparison of the city's population by Area to the survey responses. Looking only at survey responses that identified one of the Areas on the map, the survey representation aligns as follows.

Area	Population	Percentage	Respondents
1	7,760	12%	12%
2	8,241	12%	10%
3	18,760	28%	31%
4	12,036	18%	17%
5	20,320	30%	30%

Responses by Area is relatively representative of population by area.

Survey Responses

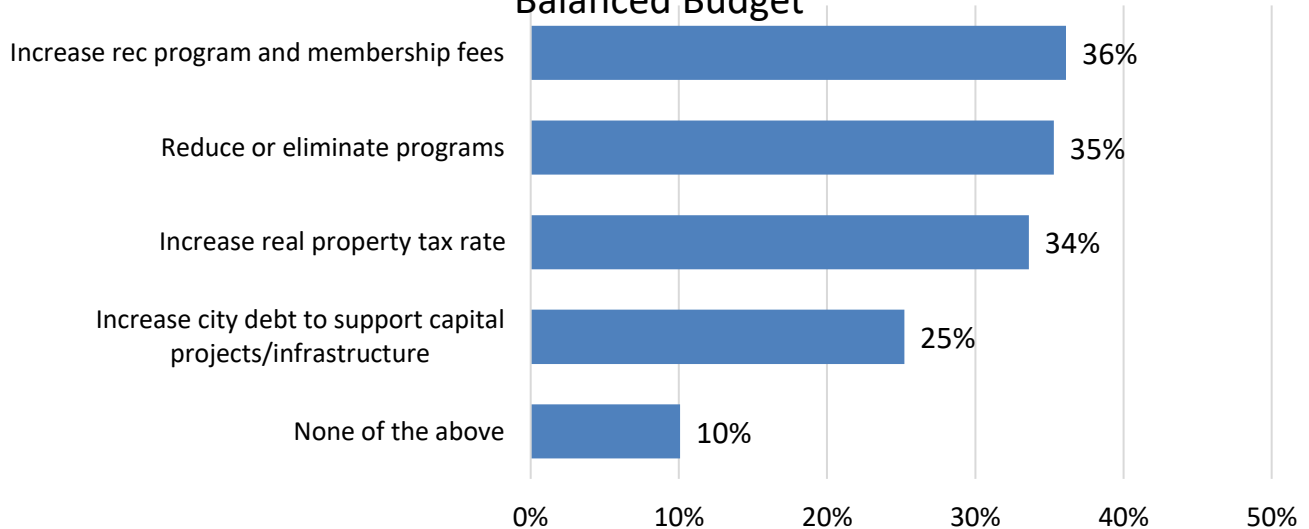
Priority Program Areas



Trends and Analysis

- Home Ownership: among respondents who rent, Housing is the most selected priority program area, selected by nearly 60%, while less than 20% of those who own their home selected it as a priority area.

Options to Maintain a Balanced Budget



Trends and Analysis

- Income: respondents making more than \$100,000 selected Increase Recreation Program and Membership Fees twice as often as those making less than \$100,000, at 40% and 21%.

- Area: respondents from Area 1 & 2 selected Increase Real Property Tax Rate twice as often as those from the other areas, at 56% and 28%.

Respondent ID	Rockville's greatest resource is you! Please share any innovative ideas you want the city to consider:
114833832811	We still need a sound wall on 270 behind Nelson St.
114833832811	More sidewalks and pedestrian safety!
114833832811	Please find a way to cull the deer population.
114833832811	Build the pedestrian bridge across the tracks. Have Metro install down escalator. Improve quality education at Twinbrook ES.
114833832811	Further investment in small business owners
114833832811	Have 1 day a month for hazardous waste pick up. Curbside.
114833832811	fix and maintain sidewalks, roads and grassy areas more efficiently and regularly
114833832811	Let's focus pedestrian and cyclist safety not just in the urban areas but walk school zones, like along Maryland Avenue
114833832811	Use art and/or advertising on back sides of buildings along Metro rails so that Metro passengers would see something attractive about Rockville as they ride along through town.
114833832811	Use common sense NOT highly political sensitivities.
114833832811	shared living arrangements
114833832811	Would appreciate a police presence at Richard Montgomery HS when school lets out. Students all over in cars not obeying traffic laws-blowing stop sign, turning left from center lanes, weaving motorcycles in and out of cars on 355
114833832811	Please consider investing more in a new building for the Rockville Civic Ballet, as their current space is cramped and unsuitable for a growing company. Also, please consider adding more recycling bins and compost bins to public spaces to encourage greater sustainability, as well as reducing plastic use in events (such as plastic handouts, water bottles, individually packed snacks).
114833832811	I'm a great believer in spending only when and where it's needed; so if it ain't broke, don't fix it. Right now the city is investing in side walks on Potomac Valley Road, that are not needed. They will pose danger to children using it to cross the most busy/dangerous entrance of both Markwood and New Marc Commons neighborhoods, Potomac Valley Nursing and Rehabilitation Center. In addition, there is constantly (2-3 times/day) emergency vehicles through such entrance. I do not understand the need of such sidewalk, as the New Mark Commons neighborhood is a planned and we have live in this house for over 30 yrs, and some neighbors for more than 40, and the new side walks have never been part of this neighborhood. So, there you can save money to balance the budget. Bike lanes seem to be another place that will strain the budget as they are confusing, create traffic, and now need to be maintained for the very few people that use them. I have not seen the first person using it.
114833832811	Do not increase membership fees for city programs. That would preclude people in low income brackets from using these programs. In my opinion you should focus on creating affordable housing for houseless people.
114833832811	Incentivize ride share commute options. Create a web page for similar commuters going to high traffic work places (ie. pentagon, Tyson's corner, etc) and provide an incentive to van pool.
114833832811	I think we should put solar panels on all City buildings. Let's show everyone how green and sustainable we can be!

114833832811	I have some ideas but none of them are innovative
114833832811	Please keep Rockville safely walkable and bus transportation plentiful.
114833832811	traffic enforcement at crosswalks, stop signs, and crosswalks. costs nothing and will generate tons of revenue!
114833832811	We desperately need jobs and economic development in the City. Losing X Energy and Argan are examples of material hits. If we're not prioritizing business development (not just stores and restaurants) then all the buildings downtown and along 270 are going to empty out and leave us more exposed to federal job losses and commercial property write downs. Residents can only bare so much in tax increases before they leave.
114833832811	Please consider installing an outdoor exercise station at Dogwood Park. The lone exercise station at Woottons Mill Park is great, but it is difficult to reach if you live on the east side of 270. Dogwood Park, with all its other recreation facilities, has lots of space for a similar calisthenics gym that would benefit the adult population of Rockville. Also please institute automated garbage pickup trucks that don't require people to handle the garbage cans
114833832811	Explore options of data centers to inrease tax revenue.
114833832811	Having Trader Joe's is awesome!!! I would love to see more stores/restaurants in the Town Square area. Maybe there is a way to attract them with initial low rents? That would seem better than having so many vacant properties.
114833832811	The Western Senior Center parking should be divided by North & South, rather than East & West as proposed. That way existing South accessors would still have access to existing South Side handicaped parking spaces close to the back entrance. New accessors from Gude Drive would could also have northside Handicapped Spaces also closer to the bace entrance !! Also as earlier proposed by Del.Jenny Forhand, a new I-270 Gude Drive Interchange #7 could provide greater access to Northern Rockville !!
114833832811	Public access running track (not attached to a school that has priority use).
114833832811	Reduce unnecessary costs, like putting in sidewalk where none are needed. Also, please reassess the use of bike lanes. I seldom see the lanes being used but they have greatly increased traffic congestion.
114833832811	Please provide bathroom facilities (temporary or permanent) at ALL city parks. Also, can we get compost pickup with trash?
114833832811	Figure out a way to lower rent in Rockville. I looked at the new apartment building the Milton...prices ranges from \$3k-4k. The average person can not afford to live here.
114833832811	Please respect the needs of current residents by preserving the character of our single-family neighborhoods. Rockville must also recognize the lack of reliable non-car transportation options before encouraging higher density development. Our historic resources are among the city's greatest assets and should be valued and protected—not diminished. Thoughtful planning means growth that complements, not erases, what makes Rockville unique.
114833832811	Better retail offerings in Town Square. Performing Arts center (King Farm) Rework the Metro area to better accommodate retail and walkability.

114833832811	I would like the City to do a study of bike traffic using the new bike lanes on N Washington St. My wife and I use the road to go to and from the pool 5-6 times each week. We see so few bikes that we always say "take a video" when we see one. But we've seen a big increase in car traffic congestion on the road, and lots of red-light running, especially at the intersection of N Washington and W Montgomery, right in front of the police station. It's not clear to me why we installed the bike lanes. Who did we expect to use the lanes? Where were they supposed to come from? I realize it might be difficult to do a bike count. If nothing else, pay someone \$20 bucks an hour for a couple of weeks in the summer to sit there and count the number of bikes.
114833832811	Rockville should acquire a manufacturing plant and/or business that will bring high paying jobs. It should reduce DEI related programs and cease subsidies for low income housing. If you grow industry (not service and government related jobs), the economy will grow with it. We have land in this city to attract very good industry. Do not be afraid to attract a serious company that will plant itself here and build wages and families. Stop settling for the same old government oriented solutions.
114833832811	Turn empty office buildings into housing.
114833832811	Cost cutting on city's work force? Or reduce some area of spending. So many grass cutting around Dogwood park, for example.
114833832811	I'm curious what a city wide composting program would cost. Maybe with one or two designated composting collection areas in each neighborhood (like USPS mailboxes) that are collected on trash days?
114833832811	North pool and whirlpool should be renovated
114833832811	For some of the smaller parks inside neighborhood communities, add some of the giant Jenga or connect 4 or checkers tables to encourage community members (especially for adults without kids) to get to know each other with outdoor game nights
114833832811	I hope the community is maintained at a high standard so we can encourage new business and maintain it. We have lost so much business that could be bringing in more tax income for the city.
114833832811	City-wide broadband could help level the playing field for all socio-economic groups.
114833832811	while I would love to prioritize active living and new programs, our current situation requires a longer view. That is why I say to reduce/eliminate -- maybe tiny cuts all over are less painful -- while simultaneously work on economic development. Things have gotten out of balance, and truly the backs of the taxpayers, along with Maryland property tax increases and other inflationary increases, cannot handle any more increases AT THIS TIME. So, it's time to pare back, work on economic development, maintain what we have, and perhaps in a few years we can see some relief and add things back in. Crumbling infrastructure is always a bad thing, but some projects can be deferred temporarily. There are many worthwhile pet projects -- it's hard to choose where to cut and eliminate. That is why I suggest first making small cuts across all departments and programs. Going into further debt would be a terrible move. And then -- do a very thorough job of explaining to everyone why we have to make unpopular decisions right now, so that we have a better future tomorrow.

114833832811	allowing short term rentals (Airbnb/VRBO) for people who own and live at their property full time.
114833832811	Improve Red Gate Park, including parking, but while maintaining quality ecosystem.
114833832811	Protect the diversity of the city and its diverse shopping/restaurant opportunities. Not innovative, but big plus of city.
114833832811	More bike paths please. Especially ones not on the streets with the cars.
114833832811	More safe bike paths not on the street but off of it like the new paths near Sam Eig hwy and Shady Grove Metro.
114833832811	Host "Data parties" for community based analysis of data about our city to inform policy
114833832811	Provide more environmental incentives for creating native landscapes.
114833832811	Any STEM related activity for the kids
114833832811	I am a very experienced financial executive and will be happy to review the full budget and recommend changes for balanced budget for free of charge of city is interested.
114833832811	I'm a senior and enjoy the senior programs at the Rockville Senior Center. Keep up the great programming.
114833832811	Reduce government spending and make this a more tax friendly area for businesses and more desirable for new residents when compared to Virginia!!! Do not raise taxes, LOWER THEM!
114833832811	Prioritize more affordable housing programs. Beyond social media, place public notice boards in the various neighborhoods to disseminate information. Increase funding for public art throughout the City and especially for installations at Redgate Park. And thank you for your service!
114833832811	Please look at where you can scale back spending. We are tightening our spending belts, making tough choices, and we need you to do the same without passing costs to an already economically burdened community. Until we get through these days, consider what sacrifices you can make along with us.
114833832811	Get rid of crazy bike lanes in city
114833832811	Please focus on rezoning Rockville to create truly livable communities, with most amenities within walking distance for most residents. Townhomes with businesses on the first floor should be encouraged, not zoned out of existence. Neighborhoods should have a variety of housing options (apartments, townhomes, single-family homes, etc.) within walking distance so that changing your housing type does not necessarily mean changing your community. People should be able to naturally transition from apartment to townhome to single-family home as their family grows, and then downsize appropriately as they age, without losing the tight-knit, immediate communities they have formed. Particularly for seniors, strong community is extremely important for healthy aging, but if the act of downsizing means moving further away from all the friends/businesses/etc. that they're used to having close at hand, there are no good options.