

City of Rockville

FY 2027 Community Budget Priorities Survey

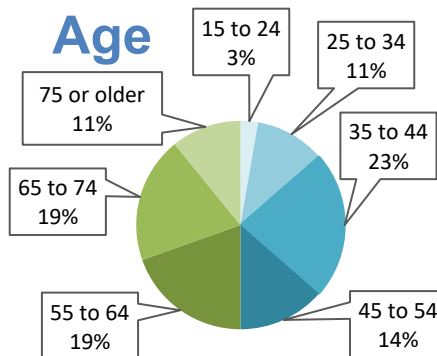
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Interim Report as of December 5, 2025
192 Responses



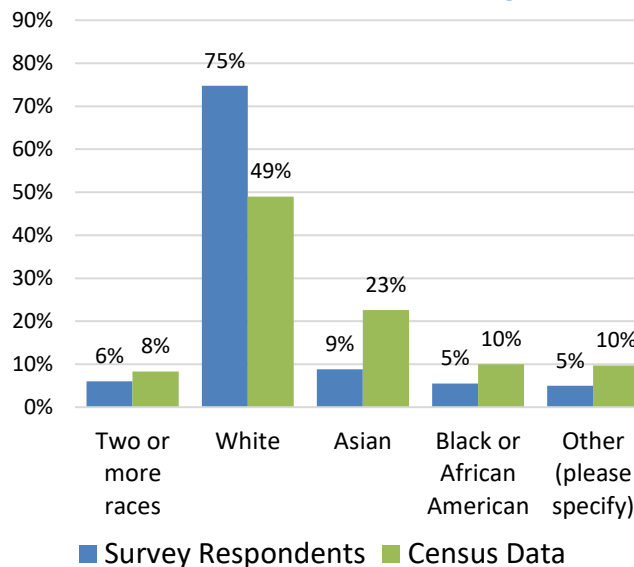
Our Respondents

192 Total Survey Responses



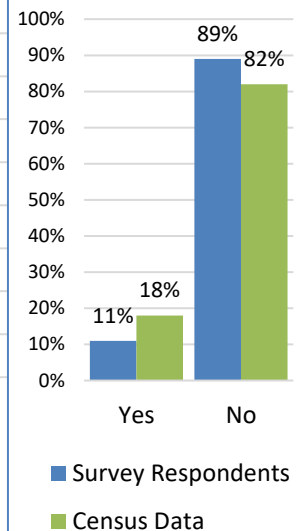
Age: Respondents 35+ are over-represented by 18 percentage points, while those 15-34 are under-represented by the same amount.

Racial Identity

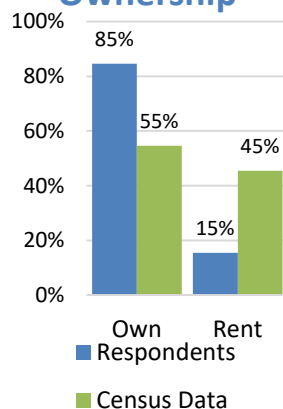


Racial Identity: Respondents identifying as White are over-represented by 26 percentage points. Those who identify as Hispanic or of Latin American identity are under-represented by 7 percentage points.

Hispanic or Latin American Identity

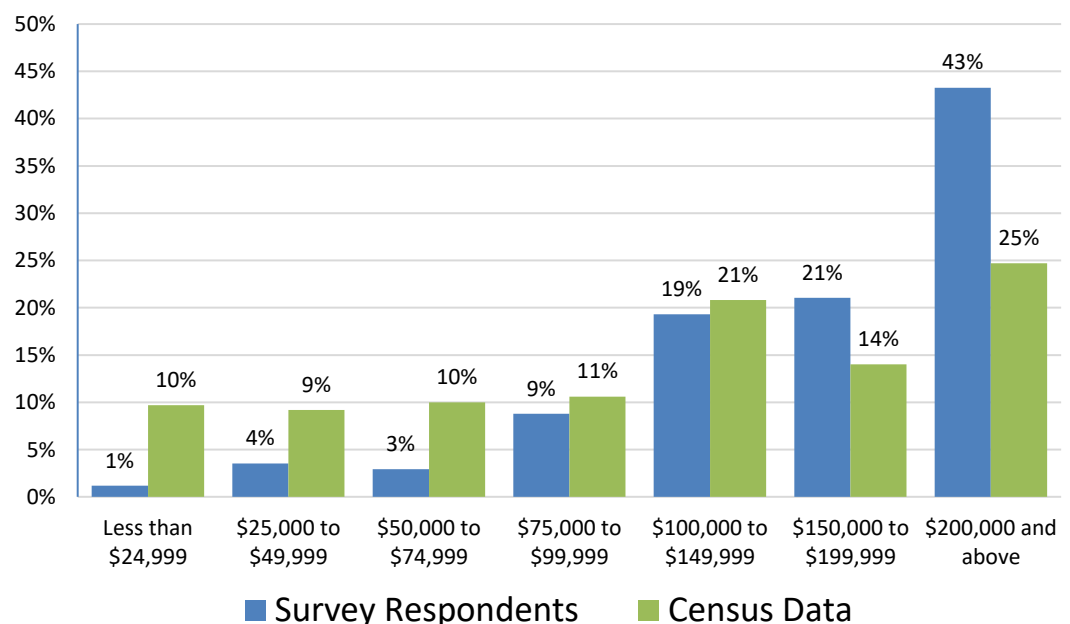


Home Ownership



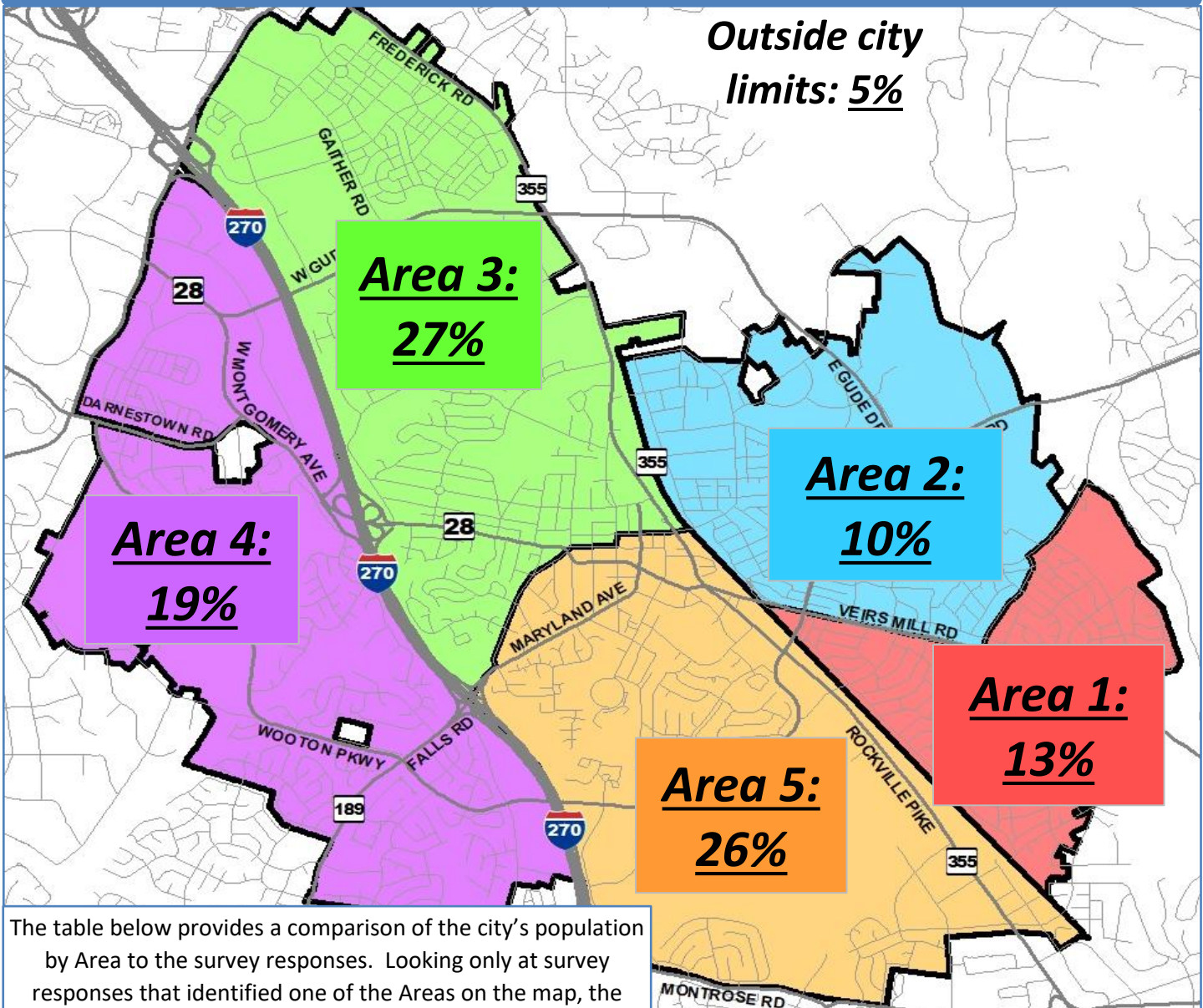
Home Ownership: Respondents who own their home are over-represented by 30 percentage points, while those who rent are under-represented by the same amount.

Income



Income: Respondents making over \$150K are over-represented by 25 percentage points, while those making under \$75K are under-represented by 21 percentage points.

Where our Respondents live



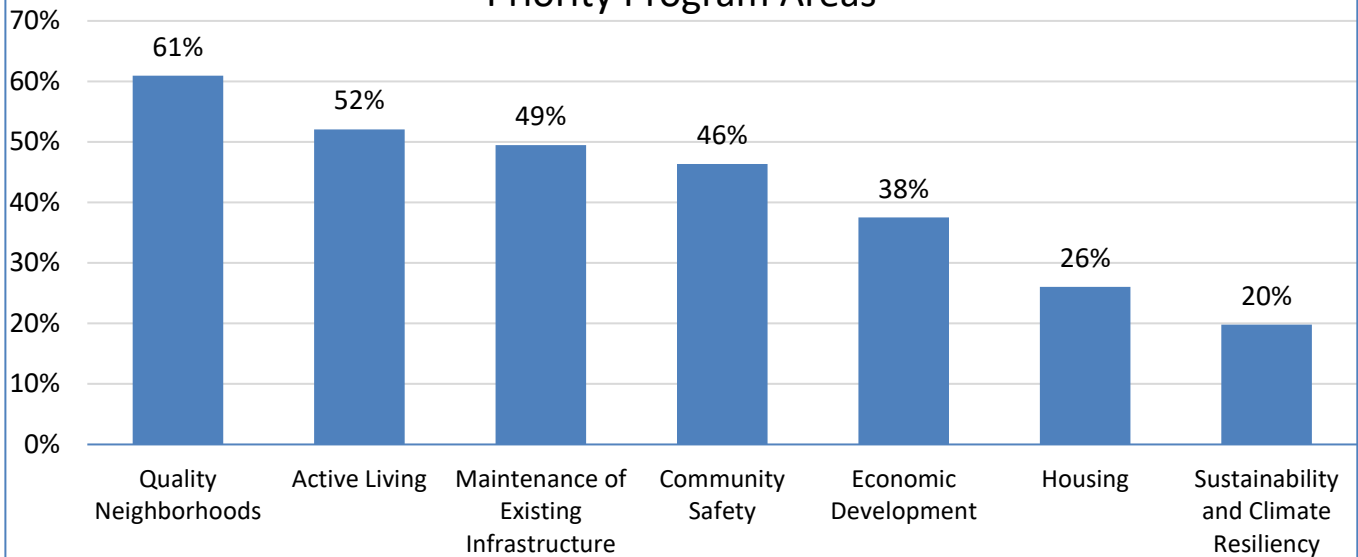
The table below provides a comparison of the city's population by Area to the survey responses. Looking only at survey responses that identified one of the Areas on the map, the survey representation aligns as follows.

Area	Population	Percentage	Respondents
1	7,760	12%	14%
2	8,241	12%	10%
3	18,760	28%	28%
4	12,036	18%	20%
5	20,320	30%	28%

Responses by Area is relatively representative of population by area.

Survey Responses

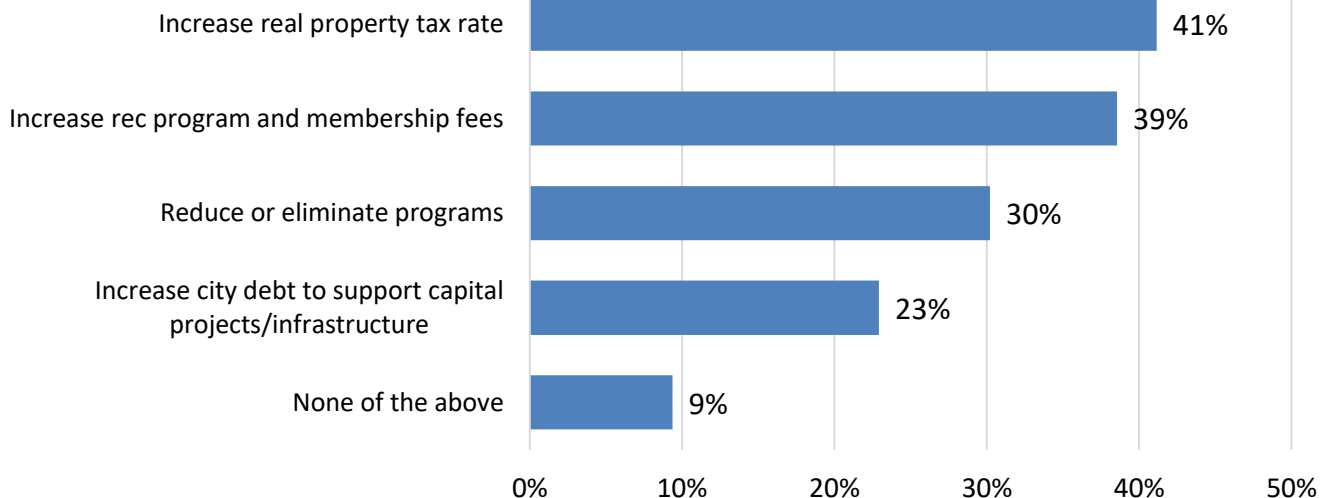
Priority Program Areas



Trends and Analysis

- Income: respondents with a household income less than \$100,000 selected Maintenance of Existing Infrastructure, Economic Development, and Housing more than 10% more frequently than respondents with household income over \$100,000, and Active Living half as frequently.

Options to Maintain a Balanced Budget



Trends and Analysis

- Age: respondents under 35 selected Increase Real Property Tax Rate more than 1.5 times as often as those aged 35 and over, at 64% and 41%.

- Income: respondents with a household income over more than \$100,000 selected Increase Real Property Tax Rate nearly twice as often as those with a household income less than \$100,000, at 45% and 25%.



Appendix: Respondent Comments

Respondent ID	Rockville's greatest resource is you! Please share any innovative ideas you want the city to consider:
119014156952	We need to prioritize economic development beyond building condos and opening restaurants. We are at a big risk of losing significant tax base from commercial properties. All the good things the City does depend on having money coming in... but residents are stressed and there are fewer and fewer businesses operating in the City. X Energy moving to Gaithersburg is an example of a loss that will affect us for years. Economic development needs to be a priority at every Mayor and Council meeting.
119006813798	Theres a lot of cracked sidewalks, pothole filled roads, and non working walk signals at cross walks. A lot of people use public transport and it'd be great to have those things fixed.
119003936026	Creation and retention of jobs and businesses is important to maintain reasonable taxes for residents.
119003467658	Free shuttles, especially for seniors, around the city (to Town Center, Pike and Rose, Metro). Reduced property taxes for seniors
119003434616	City of Rockville in public schools for after care and sports and rec programs!
119002823785	I want to thank the Council and Mayor for voting to preserve Red Gate Park in perpetuity! Adding to the area's abundant green space will keep Rockville and MoCo attractive to new residents for a long time. Consider attracting new cultural institutions to Rockville to bring more visitors to the Town Center - there is a lot of unused retail space that could be leased to performing and fine arts institutions.
119002626012	Thanks for the approval of improvements to Red Gate Park and the maintenance of all the parks in Rockville.
119002292191	ALL THE PARKS and green space, the pool, all the trees and general plantings along the streets, that the city streets are kept clean and graffiti when it does appear is cleaned off
119002254613	I believe that a common sense view at all the programs and weed out the less effective ones freeing up funds for the programs that better serve the community.
119002222778	Recently RedGate Park received a \$1.5 million grant. That is wonderful and can really help us continue to improve our city without having to any of the items in 3. above. This is a very positive development.
118998871650	Please increase funding to better enforce parking in and around Lincoln Park. So many cars break parking rules here as if they know they will not be punished for their actions.
118996120378	Renovate the Rockville Town Center to attract more clients and businesses.
118995297734	Make the signage at the Rockville Metro to get to Town Square larger and more inviting. Once you cross the pedestrian bridge, you could paint the sidewalk/bike lanes a colorful/inviting color with arrows and words leading to town center to encourage foot traffic and beautify the city.
118994893882	Move the Croydon creek nature center to RedGate Park and expand its programs and staff
118994791622	Pickleball courts including lines and nets
118994389138	We should plant food forests and integrate edible plants (serviceberry, apple trees) into landscaping. Also please start picking up compost
118992633166	Think affordable "green" housing at incomes <\$90K/year. Able to live near work, participate in local community (and pay taxes and vote) locally.

118991706717	Reconsider efforts to develop all undeveloped parcels of land in Rockville just to cram in more housing.
118991641350	Thanks
118988290916	Clean up your neighborhoods with Code Enforcement make sure the neighbors aren't dumping trash everywhere
118988006350	<p>I have just moved to the area and have enjoyed my new neighborhood. As a new homeowner, I think it would be great to have community clean up events for neighborhoods in Rockville, particularly for elderly individuals.</p> <p>I also think investment should be done to make sure the housing market is appealing to new young families that will take up residence in the area due to the aging population. Long term planning can lead to more young and influential individuals picking Rockville as their homes. Projects like walkable neighborhoods and community events within the city promote Rockville as a strong candidate for families but the housing costs deter young people.</p>
118987563910	City events should leverage city residents. For example, if you need a vendor or band for a city event, give priority to local residents.
118987558725	Build a pedestrian bridge over I-270 that connects the Tower Oaks community with the Park Potomac community. There are so many benefits to implementing this idea! Thanks.
118987547851	We need a foot bridge from Tower Oaks Townhouses to Park Potomac.
118987483195	With an abundance of new townhomes along both sides of the 270, I would like to see a pedestrian bridge erected that traverses 270 from Tower Oaks to Park Potomac area. This would greatly reduce vehicle traffic and parking challenges along these two growing areas. This is also a win for the environment.
118986986046	Improve use of traffic circles instead of lights. Recognize this would create change but set plan to help improve traffic flow and decrease idling.
118985669221	<p>I hope the city can continue to attract new businesses. I'm especially interested in seeing a couple moderate sized employers make the Town Center their home. I'm aware a lot of dedicated employees have worked tirelessly to support the Town Center, thank you.</p> <p>Have there been any attempts to attract a school to the strategically located Town Center, such as a College, University, trade school, an art school, paralegal/law etc? As I recall Education was identified by the consulting firm (the city hired 5 years ago or so to evaluate the Town Center) as one of the themes of the Town Center area.</p> <p>Lastly, after driving past Pike and Rose earlier today, I wonder if there is a way to encourage or ensure future development in Town Center enhances visibility from Rockville pike.</p> <p>For example, when the future development of 255 Rockville pike occurs can the height be limited to allow Blvd Ansel and/or Blvd 44 to be visible from the Pike. Additionally, could West Montgomery be extended to Rockville pike (even if it doesn't connect to the pike) to allow for a sight line from the pike up West Montgomery into the Town Center. I realize the proposed apartment building doesn't do this, but I thought it was worth mentioning, especially, since the developer has said they may seek a different use for the land.</p>
118967394116	Fund arts & culture and make Rockville an economic destination.
118985478616	Reconsideration of zero parking minimums in Town Center! It is already so difficult to stop in to support current establishments.

118984666244	Reduce illegal immigrants so crimes in our communities decrease.
118983466500	increase real property tax rate only for homes worth over \$1,000,000 (of course this would be unpopular among some people)
118982579584	Bike lanes are problematic. They impede traffic and appear to be used only rarely. A better option would be a system of bike paths, separate from highly trafficked streets, as in Boulder, Colorado where large numbers bike but few bicyclists are ever seen on the street.
118982535971	Summer Youth employment in city services.
118982507244	Would be great to keep moving forward on our Climate Action Plan! Would love to see Rockville as a model in resilience and climate action to other Maryland cities.
118981016286	Increase climate resilient infrastructure
118980769185	Keep working on pedestrian and bicycle safety infrastructure. It is such a great feature of Rockville whenever you can safely and comfortably walk or bike to your destination. The pedestrian deaths are unacceptable, keep up efforts to end them
118980145138	1. King Farm's town center is losing one of its biggest restaurants. Having access to different businesses is important and a deciding factor when looking for a place to live. 2. Look into the schools that are zoned for Rockville. Are families moving out of their zoned school or are they sending their kids to a private school?
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	<p>I'm a great believer in spending only when and where it's needed; so if it ain't broke, don't fix it.</p> <p>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.</p> <p>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.</p>
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	<p>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.</p> <p>Also please institute automated garbage pickup trucks that don't require people to handle the garbage cans</p>
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	<p>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 handicapped 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 !!</p> <p>Also as earlier proposed by Del.Jenny Forhand, a new I-270 Gude Drive Interchange #7 could provide greater access to Northern Rockville !!</p>
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	<p>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.</p> <p>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.</p>
114833832811	Better retail offerings in Town Square. Performing Arts center (King Farm) Rework the Metro area to better accommodate retail and walkability.
114833832811	<p>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.</p>
114833832811	<p>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.</p>
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.
