



2024 Rockville Community Survey

Presentation of Results

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Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance Inform budget, land use, strategic planning decisions

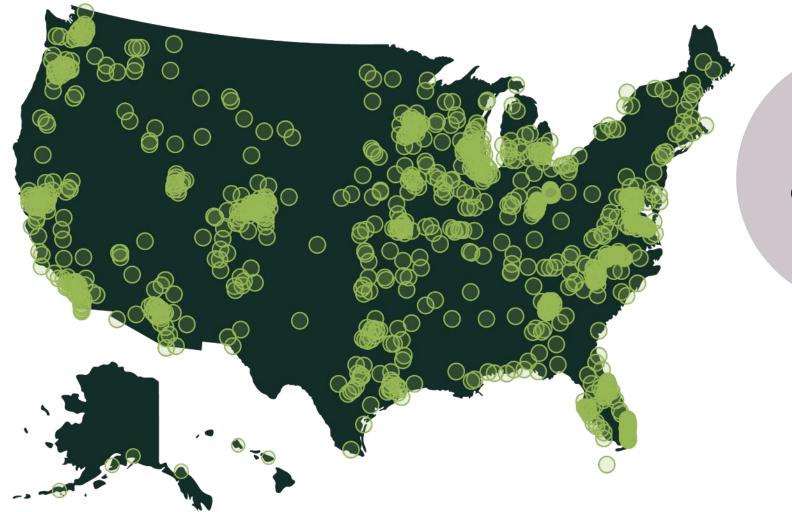


Benchmark against other communities

2024 Rockville Community Survey

- Eleventh time conducting a community survey since 2001 (previous in 2018)
- Survey conducted from September 24 November 8, 2024
- Mailing approach employed:
 - . Probability-based sample of 3,000 randomly selected households
 - . 476 total responses received
 - 16.3% overall response rate
- Survey available in 8 languages (English, Spanish, Simplified Chinese, French, Korean, Russian, Vietnamese, and Arabic)
- . Results statistically weighted to reflect Rockville overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database



More than 500 comparison communities across the nation.

> Representing the opinions of more than **50 million** residents.



Overview of Survey Results

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Comparisons to National Benchmarks

44 received higher ratings

83 received similar ratings

0 received lower ratings

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Comparisons to Regional Benchmarks

44 received higher ratings

83 received similar ratings

0 received lower ratings

66 44 77 11 77 66 44 77 33 44 66 57 44 33 46 56 33 44 55 33 33 33 44 55



Comparisons to Population Benchmarks

26 received higher ratings

101 received similar ratings

0 received lower ratings

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Key Findings





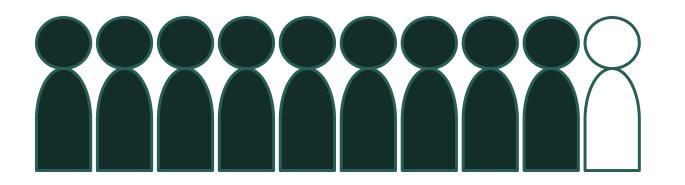


Residents continue to be satisfied with the overall quality of life in Rockville.





Overall Community Quality



About **9 in 10**

residents gave **excellent** or **good** ratings to:

- The overall quality of life in Rockville
- Rockville as a place to live
- Your neighborhood as a place to live
- Rockville as a place to raise children



Rockville is an excellent or good place to work

Half of residents say

Rockville is an excellent or good place to retire



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

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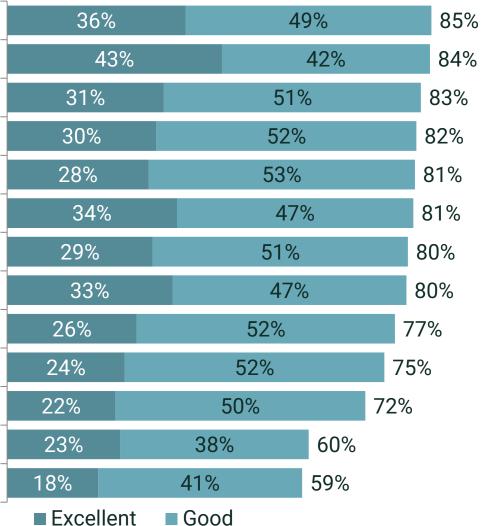
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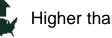


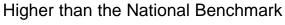
Rockville Characteristics

Overall quality of the natural environment Overall quality of parks and recreation opportunities Overall image or reputation of Rockville Overall quality of the utility infrastructure in Rockville Overall feeling of safety in Rockville Overall health and wellness opportunities in Rockville Overall quality of the transportation system in Rockville Overall opportunities for education, culture, and the arts Providing a safe environment for residents Overall economic health of Rockville Overall design or layout of residential and commercial areas Sense of community

Residents' connection & engagement with their community







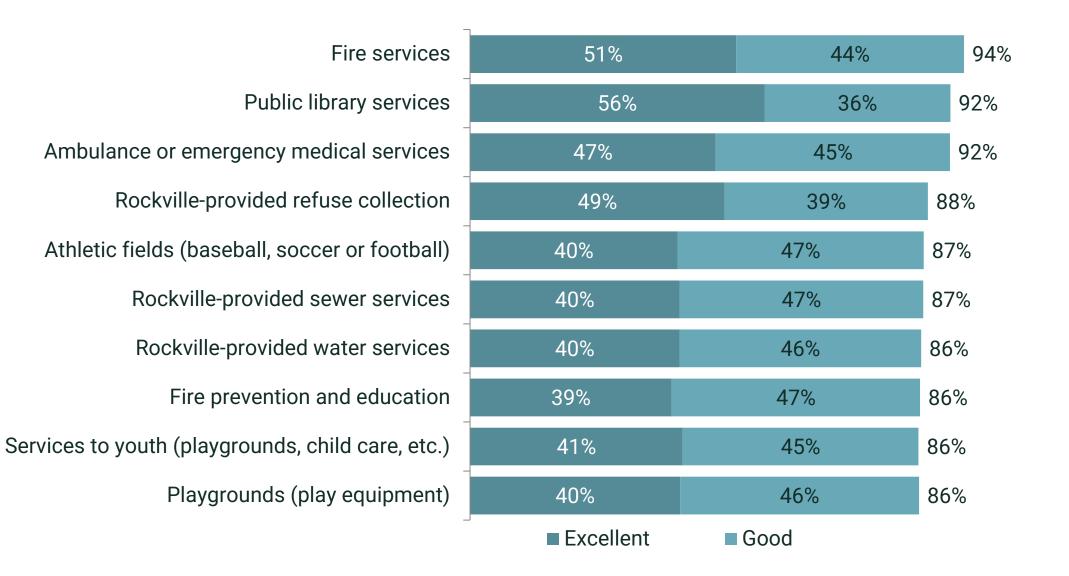


All of Rockville's city services were rated favorably by at least half of the respondents.

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Top-Rated Services



Services compared to the National Benchmark

Similar to the National Benchmark

- Public information services
- Economic development
- Traffic enforcement
- Traffic signal timing
- Street cleaning
- Street lighting
- Code enforcement
- Affordable high-speed internet access
- Rockville-provided refuse collection
- Power (electric and/or gas) utility

- Rockville-provided water and sewer utility billing
- Police services
- Crime prevention
- Animal control
- Ambulance or emergency medical services
- Fire services
- Fire prevention and education
- Emergency preparedness

- Preservation of natural areas
- Rockville open space
- City parks
- Health services
- Public library services
- Overall customer service by Rockville employees (police, receptionists, planners, etc.)

Higher than the National Benchmark

- Street repair
- Snow removal
- Sidewalk maintenance
- Land use, planning, and zoning

- Recycling
- Yard waste pick-up
- Rockville-provided water services
- Storm water management

- Recreation programs or classes
- Recreation centers or facilities
- Bus or transit services



Residents tend to feel safe in Rockville.

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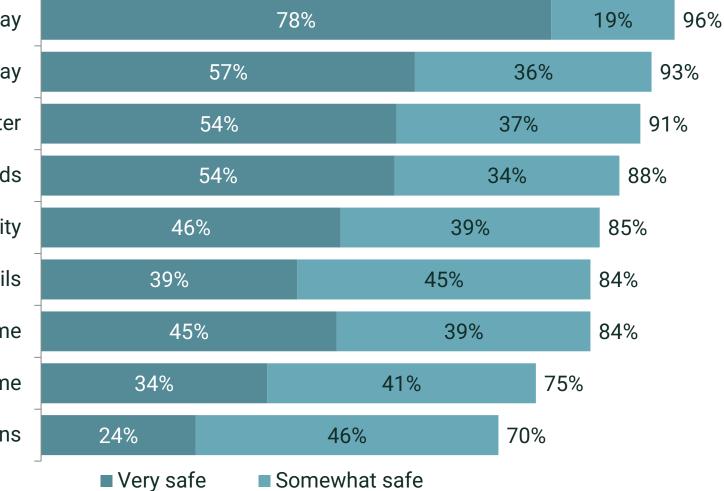
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Feelings of Safety



In your neighborhood during the day In Rockville's commercial areas during the day From fire, flood, or other natural disaster At local parks and playgrounds Walking or rolling in the city On Rockville paths and trails From violent crime From property crime In the vicinity of Metrorail stations 24%





Public transportation is well-rated by residents.

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Ease of Travel



Ease of walking and rolling in Rockville	29%	46%	75%
Ease of travel by public transportation in Rockville	22%	50%	72%
Ease of travel by car in Rockville	22%	49%	71%
Ease of travel by bicycle in Rockville	22%	40%	62%
Ease of public parking	16%	45%	61%
	Excellent	Good	



The variety of business and service establishments is rated higher than in other comunities.

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Economic Development



84%

78%

Overall quality of business and service establishments 28% 56% in Rockville Variety of business and service establishments in 32% 46% Rockville Shopping opportunities 42% 70% 28% Vibrancy of downtown/commercial areas 20% 39% 59% **Employment opportunities** 57% 20% 36% Cost of living in Rockville 5% 24% 30% Excellent Good



Rockville receives high marks for Diversity, Equity, and Inclusion





Diversity, Equity and Inclusion

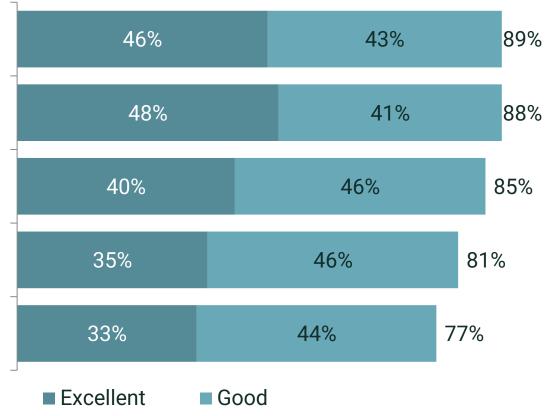
Valuing/respecting residents from diverse backgrounds

Attracting people from diverse backgrounds

Making all residents feel welcome

Openness and acceptance of the community toward people of diverse backgrounds

Assisting vulnerable residents (elderly, disabled, homeless, etc.)





Rockville residents are satisfied with the government's performance.

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Public Trust



Treating residents with respect Treating all residents fairly The responsiveness of city staff Being open and transparent to the public

Generally acting in the best interest of the community The job government does welcoming resident involvement Overall confidence in Rockville government

The overall direction that Rockville is taking

Informing residents about issues facing the community

The value of services for the taxes paid to Rockville Prioritizing spending based on community needs

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31%	50%	81%	
29%	49%	78%	
27%	48%	75%	
26%	44%	70%	
26%	44%	70%	
22%	47%	69%	
24%	43%	67%	
22%	44%	66%	
20%	46%	66%	
23%	41%	64%	
21%	42%	63%	
19%	43%	62%	
Excellen	t 🛛 🗖 Good		

Summary of Conclusions

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- Residents continue to be satisfied with the overall quality of life in Rockville.
- The quality of the natural environment and the parks and recreation opportunities are top-rated characteristics.
- All of Rockville's city services were rated favorably by at least half of the respondents.
- Residents tend to feel safe in Rockville and Public transportation is well-rated.
- The variety of business and service establishments is rated higher than in other communities.
- Rockville receives high marks for Diversity, Equity, and Inclusion
- Rockville residents are satisfied with the government's performance.

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Thank you!

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