



# 2024 Rockville Community Survey

## Presentation of Results

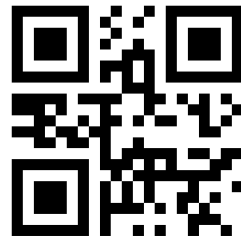




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# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**



**Benchmark  
against other  
communities**

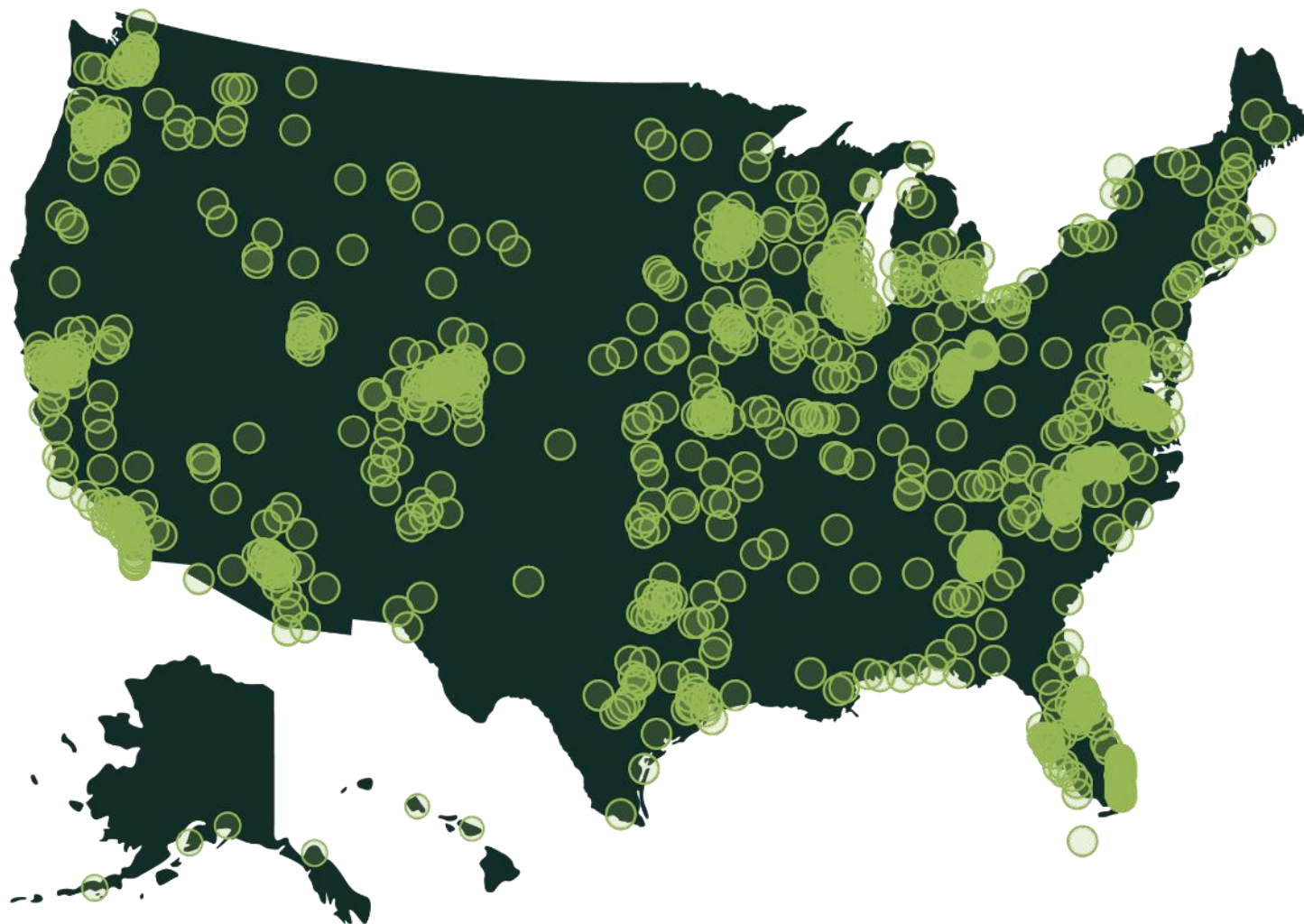


# 2024 Rockville Community Survey

- 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



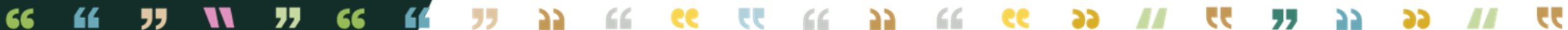


## Comparisons to National Benchmarks

44 received **higher** ratings

83 received **similar** ratings

0 received **lower** ratings







## Comparisons to Regional Benchmarks

44 received **higher** ratings

83 received **similar** ratings

0 received **lower** ratings







## Comparisons to Population Benchmarks

26 received **higher** ratings

101 received **similar** ratings

0 received **lower** ratings









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



**8 in 10 residents say**

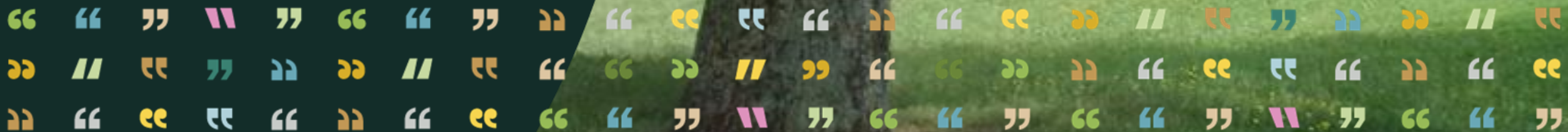
Rockville is an excellent or  
good place to work

**Half of residents say**

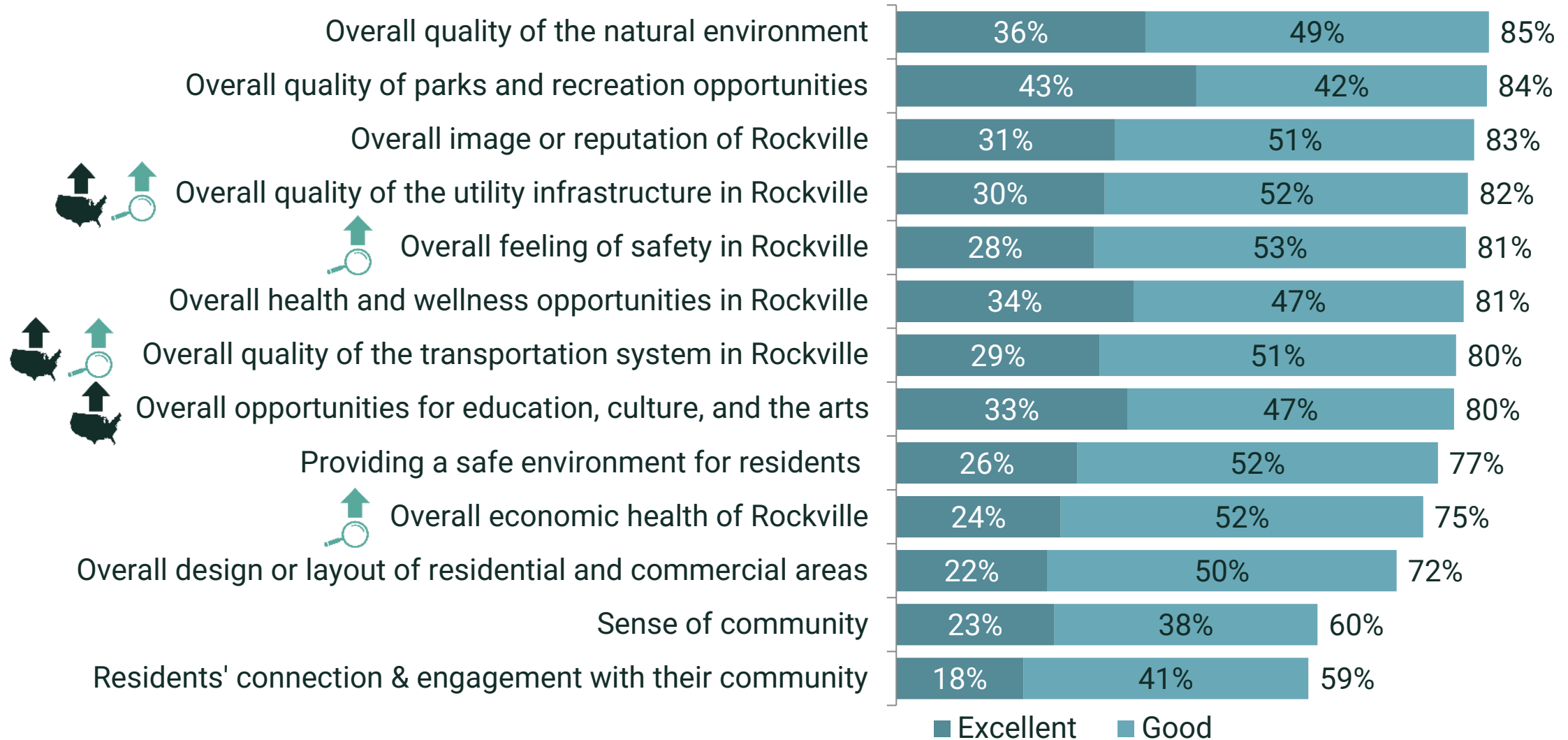
Rockville is an excellent or  
good place to retire



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



# Rockville Characteristics



Higher than the National Benchmark



Higher than the Regional Benchmark

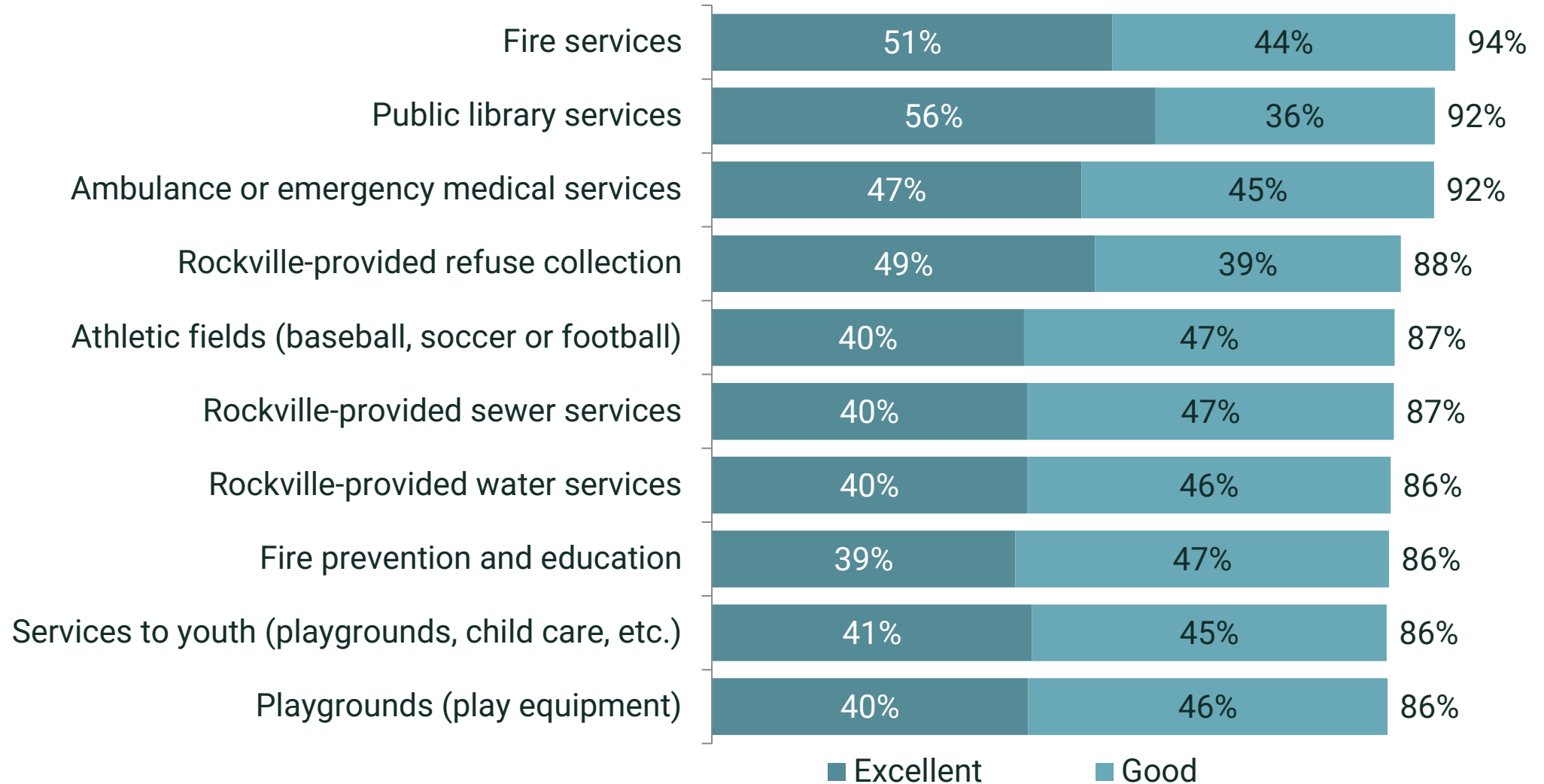




All of Rockville's city services were rated favorably by at least half of the respondents.



# 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

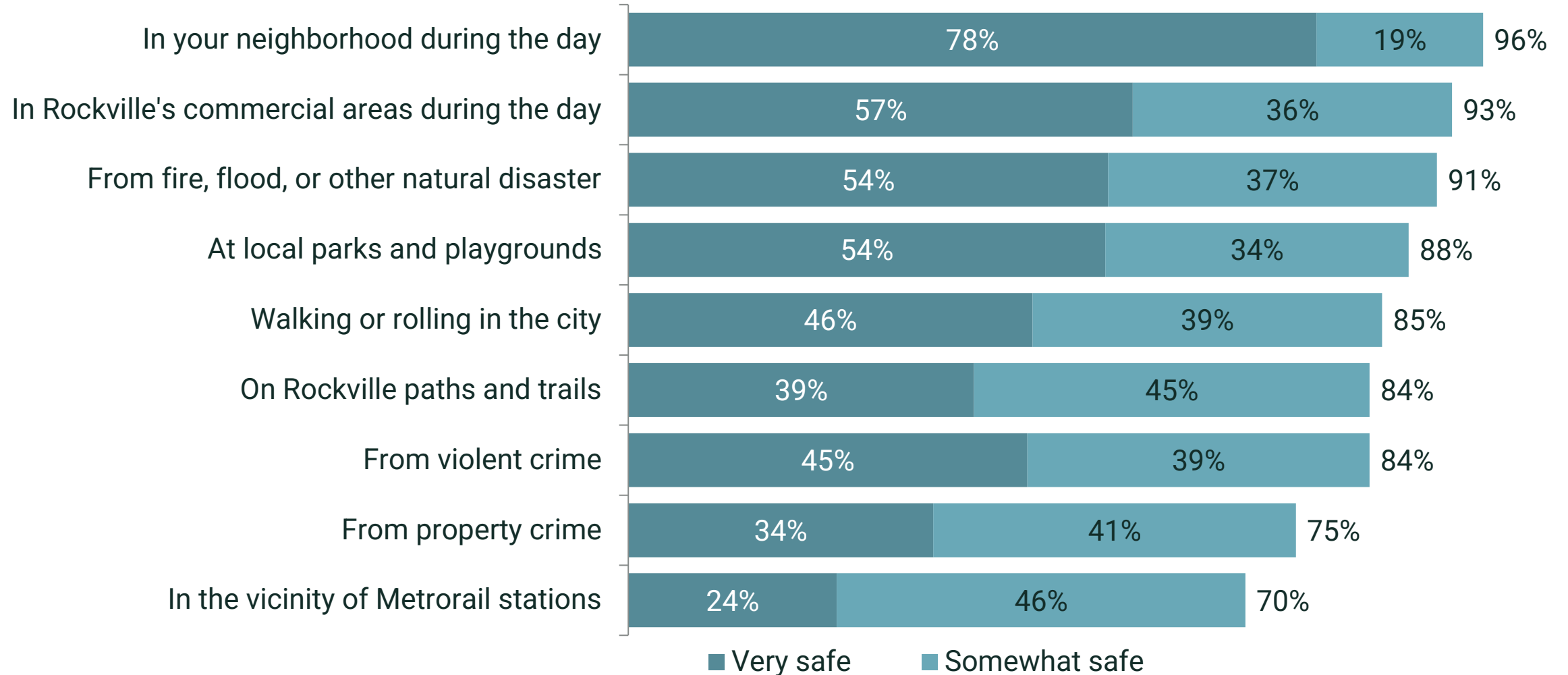




Residents tend  
to feel safe in  
Rockville.



# Feelings of Safety







Public  
transportation  
is well-rated by  
residents.





# Ease of Travel



Ease of walking and rolling in Rockville



Ease of travel by public transportation in Rockville



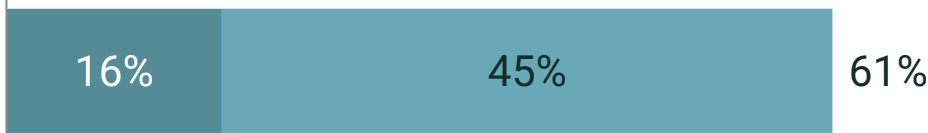
Ease of travel by car in Rockville



Ease of travel by bicycle in Rockville



Ease of public parking



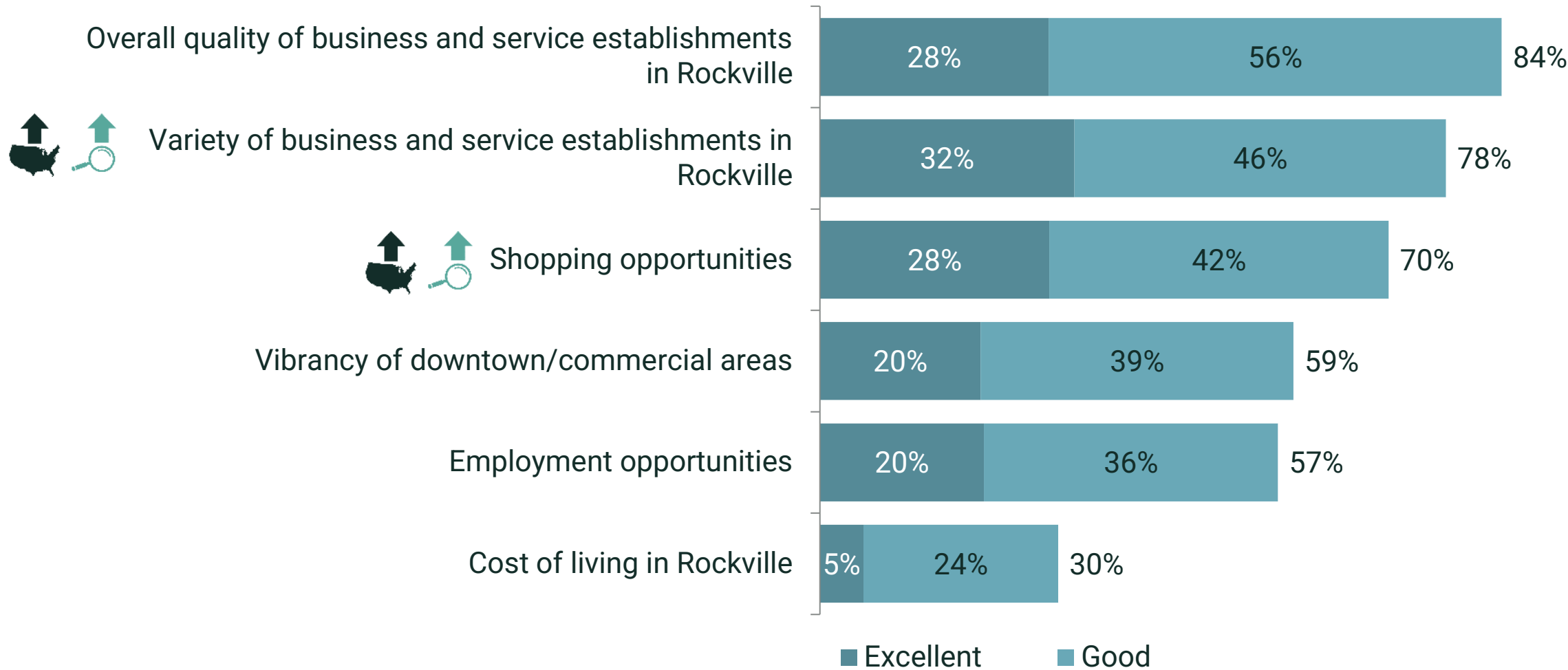
■ Excellent    ■ Good



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



# Economic Development



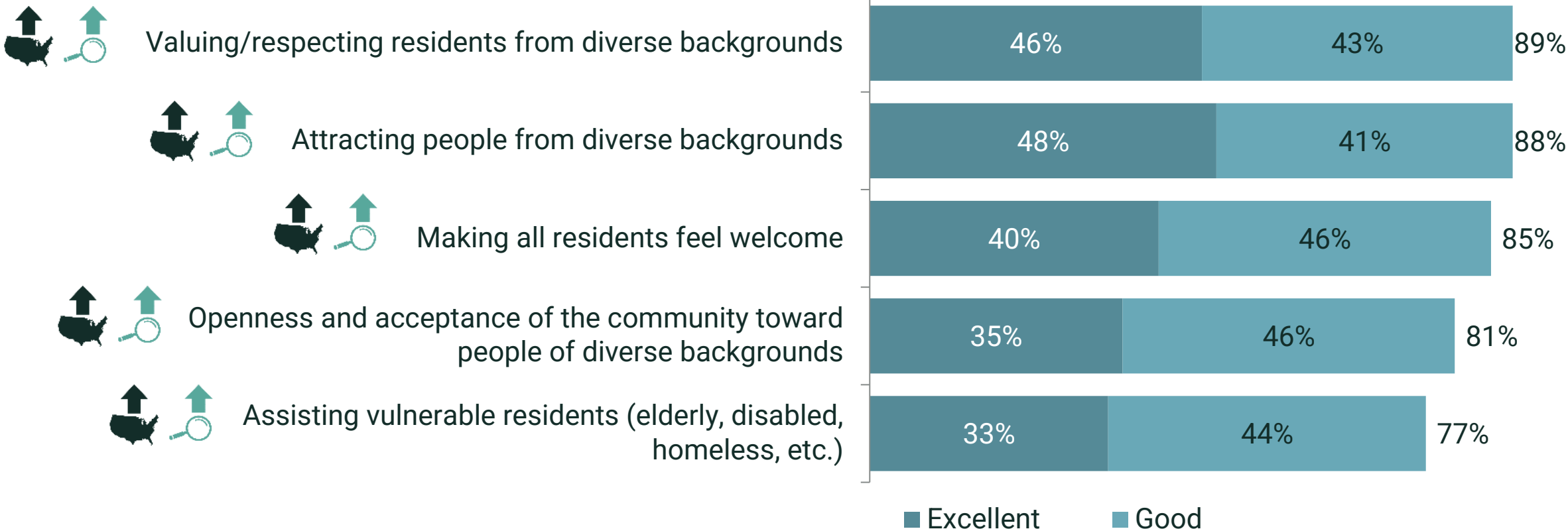




# Rockville receives high marks for Diversity, Equity, and Inclusion



# Diversity, Equity and Inclusion







Rockville  
residents are  
satisfied with the  
government's  
performance.





# Public Trust





## Summary of Conclusions

- 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.



# Thank you!

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