



The City of Rockville, Maryland

Is seeking a proven, innovative professional
to serve as its next

City Manager

DRAFT

The Rockville Community

The City of Rockville (population 61,209), Maryland's third largest City, is located 12 miles northwest of the nation's capital along the prestigious I-270 corridor, which is rich in technology based businesses. Rockville is the county seat of Montgomery County, one of the most affluent counties in the United States and embraces a wide range of diverse cultures and an engaged citizenry while maintaining a strong sense of community. Recent data



from the 2010 Census indicates that the City continues to reflect the growing diversity of the Metropolitan Washington region with a vibrant and growing Asian, African American and Hispanic population.

The City serves as both a residential, employment and economic center for Montgomery County with an employed labor force of approximately 75,000. The City offers a vibrant downtown, a wide range of recreational and cultural opportunities, a variety of annual celebrations and easy access to Washington, D.C. Rockville, which comprises 13.03 square miles of land area, maintains stable residential neighborhoods, many of which date from the post-World War II period through current day styles of construction. Due to its diverse neighborhoods, the City offers a wide variety of housing prices, styles and sizes for the consumer and there are nearly a dozen state and local historical organizations dedicated to preserving Rockville's rich history and honoring its past.

Undeveloped land remaining for suburban-style single-family development is limited and, as a result, future growth is expected to occur in a mixed-use pattern with residential development primarily being focused in multifamily types of new housing.

In 2010 Rockville was recognized as a great place to live, work and start a business by Bloomberg Business Week, Money Magazine and U.S. News and World Report signifying the quality City's efforts to provide a high quality of life and a positive business climate. The City is served by three international airports, Amtrak, MARC, Metro bus and Ride On. As part of the Metropolitan areas transportation network Rockville has two strategically located Metro rail stops located within the City with a third located just outside Rockville which provide convenient access to the Metropolitan area for Rockville residents and visitors. Metro's rail stations are also important and developing hubs for residential, commercial and business development.

The City's downtown area includes the Rockville Town Center, a vibrant mixed use area in the heart



of Rockville with pedestrian-friendly streets and plaza, numerous restaurants and stores, the Rockville Library and VisArts Center with its rooftop deck; all of which make Town Square a lively attraction for residents and visitors to the community. The City is home to the F. Scott Fitzgerald Theater, its own ballet company, chorus, band and youth orchestra and employees and visitors to County offices add to the vibrancy of the downtown area.

A second area of commerce, Rockville Pike has long been a recognized commercial, business and transportation corridor for the City which attracts numerous shoppers and business people from outside the City and the region. Blending in with these areas are numerous commercial districts which have developed in neighborhoods over the years.

The economic base of the City is enhanced through the efforts of Rockville Economic Development Incorporated (REDI), a public-private partnership formed in 1997 by the City of Rockville to strengthen and broaden the city's economic base through business recruitment, retention and expansion. The Rockville Women's Business Center, a REDI supported program, assists Montgomery County's increasingly diverse population initiate and build successful women-owned enterprises that are positioned for long-term growth in the community. Through these efforts the City has built an impressive and diverse base of employment over the years which include major high technology companies like Supernus and Otsuka Pharmaceuticals. In addition, employers of all sizes find Rockville to be a hub for innovation. Rockville's largest employers include internationally recognized names such as Westat, BAE Systems, Booz Allen and the American Speech-Language-Hearing Association (ASHA).

While the City is well developed, Rockville takes great pride in its open space and owns or maintains 69 parks, recreation and open space sites totaling approximately 1,035 acres. This includes 14 citywide and 40 neighborhood parks and facilities, four athletic parks, a municipal swim center, an award winning golf course and 11 open space parks where residents of the community enjoy a wide range of recreational opportunities. Since 1998, the City has been committed to becoming a "bikeable" community" and has completed the construction of

over 20 miles of multi-use paths (including 10 of the 20-mile Millennium Trail), signed nearly 20 miles of bicycle routes, and striped more than two miles of bike lanes. In addition, under its extensive Urban Forestry program, the City maintains more than 21,000 street trees and thousands of trees located on facility grounds and in the parks.

Rockville residents are served by the Montgomery County Public Schools (MCPS) system, the largest school district in Maryland and a recent recipient of the Malcolm Baldrige National Quality Award. During the 2011-2012 school year, the district served 146,497 students from more than 164 countries who speak 184 languages. Students in the district score are among the top performers in the United States on Advanced Placement examinations and the City is home to a number of high performing public high schools including Thomas S. Wootton, Richard Montgomery and Rockville High School. A number of private and parochial schools are located in or accessible to the City.

Several institutions of higher education are convenient to the City with Montgomery College (Rockville Campus) located in Rockville and Johns Hopkins University (Montgomery County Campus) and the Universities at Shady Grove, a collaboration of nine Maryland public degree-granting institutions within close proximity to the City.

Governance and Services

The City of Rockville derives its governing authority from a charter granted by the General Assembly of Maryland and has operated under the Council-Manager form of government since 1948. The governing body of the City consists of an independently elected Mayor and four Council members all of whom are elected, at large, every two years. The Mayor and Council is the legislative body; its members are the community's decision makers. Power is centralized in the elected Mayor and Council, which approves the budget and determines the tax rate. The Mayor and Council also focuses on the community's goals, major projects, and such long-term considerations as community growth, land use development, capital improvement plans, capital financing, and strategic planning.

The City Manager prepares a budget for the Mayor and Council's consideration; recruits, hires, and supervises the government's staff; serves as the

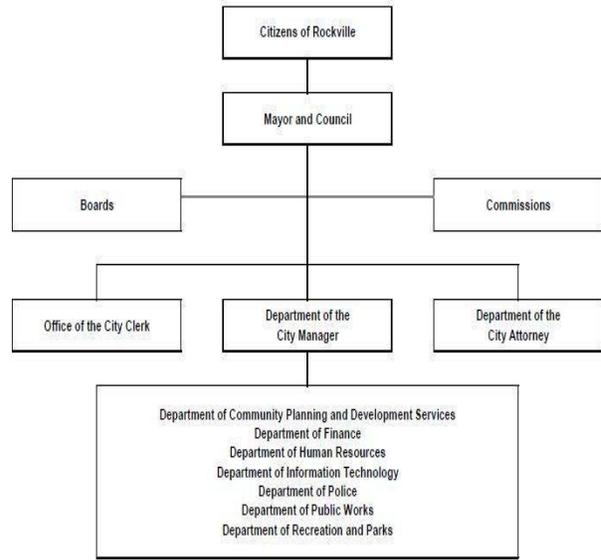
Mayor and Council's chief adviser; and carries out the Mayor and Council's policies.

The City of Rockville provides a full range of well developed and customer friendly services for the community including: police protection, zoning, planning and community development; water, sewer, and refuse collection; one-stop applications for licenses, permits, and inspections; operation of cultural and recreation centers; snow removal, leaf collection, street maintenance, and other public works functions; recreation and parks; and special programs for senior citizens, youth and low-income residents.

The City also takes an active role in working with its neighbors and actively promotes intergovernmental cooperation while partnering with metropolitan communities. The Mayor and City Council through the City's intergovernmental affairs program continually work to build and maintain relationships with other levels of government and their elected officials. In addition, the City takes a proactive role in lobbying all levels of government to protect the City's and resident's interests.

The Mayor and Council adopted the Fiscal Year 2012 operating and capital budget of \$107.2 million, an increase of just over 2 percent from the previous year. The General Fund budget of \$66 million represents an increase of 4.6 percent and the Fiscal Year 2011 real property tax rate of \$0.292 per \$100 of assessed valuation was continued with the Fiscal Year 2012 budget. The City also has a well developed Capital Improvements Plan (CIP) which annually programs funds for a range of projects in the areas of transportation, utilities, recreation and parks, storm water management and general government improvements. Rockville's adopted FY 2012 CIP budget included new funding of \$26.5 million to address priorities of the Mayor and Council. Fiscal Year's 2012 funding combined with prior year unspent funding of \$45.7 million supported a total of 51 CIP projects in the current fiscal year. The City also operates with a number of Enterprise Funds which support water and sewer, storm water, refuse, parking and golf course operations in the City and a number of special funds for grants and special programs. The City operates with a well defined set of financial policies which include a 15% minimum fund balance requirement and is an annual recipient of both the GFOA's

City of Rockville Organizational Chart



Budget and Financial Reporting 'Awards of Excellence'. Rockville's bonds have long been rated triple-A by Standard and Poor's.

Current and Future Issues

Growth Management and Development Issues – The City of Rockville has developed a strong foundation for community based planning over the years focusing on its urban growth corridors and employing 'smart growth' strategies. As Rockville continues to grow, issues related to sustainability of the City and its affordable housing, transportation, environmental, economic and financial resources need to be further explored and addressed to ensure the continued vitality of the City as the Mayor and Council continues to reach toward realization of the City's established vision. Major challenges in this area include further review of the City's Adequate Public Facilities Ordinance, which requires adequate services to be in place to serve new development, the revitalization of Rockville Pike and continued expansion of Rockville Town Center, three issues and projects which will have far reaching impacts in regard to the City's future.

Economic Competitiveness – As the City continues to grow maintaining competitiveness within the Metropolitan region through recruitment of successful businesses that support the local

economy will be an important challenge to ensure City revenues are maintained and level of services and the resident's quality of life are maintained.

Maintenance and Improvement of Existing Infrastructure – As the City matures maintenance of existing and development of new infrastructure at a level anticipated by City residents will be an important focus for the new City Manager. Well developed programs which focus on maintaining and improving the City's water and sewer systems, streets, roads and sidewalks), bridges, storm water management facilities and buildings as well as maintaining an effective transportation network through attention to mass transportation capacity; traffic on city, county and state roads and upcoming projects including the BRT and CCT will require close coordination with the Mayor and City Council and other regional and state partners.

Development on The City's Borders – New development is occurring near and around Rockville's borders including Science City, White Flint. The new City Manager will be required to be conscious of the impacts of new development external to the City and their impacts on traffic, as well as the City's economic competitiveness.

Technology Needs – The City is embarking on a significant upgrade to its technology program. The new City Manager will be challenged to ensure that opportunities to improve productivity of City staff and the customer's experience is improved and the new system meets the expectations of the community and staff.

Finance and Budget – Like most of today's localities, the City of Rockville is challenged by the current economic environment and the limited

opportunities for revenue expansion coupled with declining support from the State and Federal government. At the same time, the service needs of the City remain constant and attention to redevelopment activities, citizen service expectations and capital needs are growing. Managing the City's multi-faceted budget, maintaining the City's AAA credit rating and identifying creative ways to maintain, improve and provide services will be a key challenge in the City for the Mayor and City Council, City Manager, staff and citizens to address in the immediate future.

Maintenance of Strong Community Relations – The City of Rockville continues to grow and change, embracing diversity in race, culture, language and gender. Over the years, the City has developed strong relationships with its citizens and a wide variety of organizations, public and private, which serve various constituencies. As the City continues to change, ongoing recognition of how it is changing and the challenges which come with change will require continuous attention to maintain Rockville's position as a City with a 'small town feel' which recognizes its historic past while recognizing the richness of its diverse population.

More information on the City of Rockville may be found by visiting: <http://www.rockvillemd.gov/>



CITY OF ROCKVILLE, MARYLAND

City Manager

Position Requirements

The Mayor and City Council is seeking a highly experienced, well-rounded professional for the position of City Manager to work cooperatively with them to continue the City's past success. The primary criteria for consideration include demonstrated management success in a comparable or larger organization of similar or greater complexity, interest and desire to serve the needs of a highly diverse community, and the ability to function in a fast-paced, high-demand and change oriented environment. The ideal candidate will have a strong public sector management background gained in a complex urban county or municipal organization. Successful candidates should demonstrate a high level of energy and competency and possess exemplary management and analytical skills with the ability to successfully operate and exert influence in a highly diverse community with complex internal and external relationships. Competitive candidates are expected to be flexible, responsive to the needs of the Mayor and City Council, the entire Rockville community and organization, and able to manage a wide range of tactical and strategic issues simultaneously. The candidate's background and experience should include exposure to all aspects of managing a racially, ethnically and socially diverse full-service county or city undergoing change and ongoing redevelopment. The successful candidate will also have demonstrated a record of accomplishment in managing conversion of a city's technology system and the development and maintenance of a strong customer service focus for the delivery of services. While strong financial and technical competence is needed, the successful candidate should be creative, articulate and focused on implementing the City Council's policies and directions for the City. The City Manager should be comfortable working in, and interacting with, a diverse, highly educated and involved community. Key characteristics for the successful candidate include:

Preferred Qualifications

- Seven to ten years experience as a senior executive in a full-service local government, at least three of which must have been as a Manager or Deputy in an environment comparable to the City of Rockville
- A Master's degree in business or public administration or related field
- ICMA Credentialed Manager or eligibility to become credentialed
- Experience in an urban environment, including cultural diversity, smart growth development, staff development and productivity improvements, the use of information technology to improve services, fiscal and environmental sustainability and emergency management
- The ability to listen to, and work with, a bright, engaged, independent thinking governing body to effect successful outcomes
- A proven record of personal integrity, fiscal responsibility, and exceptional customer service
- The ability to pass a rigorous background check

Performance Evaluation Objectives Anticipated by the Mayor and Council

The following criteria are expectations identified by the City Council to guide the City Manager and serve as the basis for periodic evaluations of the Managers performance.

- **Relationship with City Council** - Effective interaction, communication and timely response to requests
- **Policy Execution/Reporting** - Implement City Council action, provide accurate and comprehensive reports for Council meetings, and present professional recommendations
- **Citizen, Community and Regional Relations** - Ensure and enhance customer service; initiate positive

relationships with all aspects of the community; accessible to citizens when needed, promote increased cooperation with other local governments in the area and with the State and federal government

- **Human Resource Administration** - Recruit and retain competent, high-quality personnel; advance the City's vision and values, including the letter and spirit of affirmative action; provide to the City Council recommendations on benefits and compensation consistent with an employer of choice philosophy; foster innovation, accountability, responsiveness, efficiency, professional development and positive morale among staff
- **Fiscal Management** - Prepare a balanced budget to ensure the best possible use of available funds to operate the City efficiently and effectively, preserve the City's 'AAA' bond rating and ensure useful and accurate departmental performance measures; foster economic and fiscal sustainability
- **Planning and Development** - Advance strategic planning processes to provide appropriate vision and clear guidance for future development in key areas of the City. Advance partnerships as may be feasible
- **Organizational Development** - Maintain Rockville as a community of choice through the competent, consumer-oriented delivery of a balanced array of community services expected of a world-class urban community. Such services include public safety, utility, recreational, cultural, and regulatory activities. Maintain Rockville as an employer of choice through the preservation of jobs, employee engagement, and with competitive and sustainable compensation. Continue Rockville's comprehensive communications capabilities to convey important City information and transparent government

Required Leadership Skills:

- Demonstrated ability to lead a strong, experienced professional senior management team
- Integrity
- Motivation and dedication
- Strong verbal communication and public speaking skills, especially the ability to explain complex issues to the public
- Strong written communication skills
- Knowledge and mastery of policy issues, especially urban smart growth and sustainability
- Soundness of judgment
- Ability to listen
- Decisiveness, including willingness to make difficult decisions
- Initiative and creativity

Compensation and Benefits

The salary for the position is negotiable, based on qualifications and experience within a range of \$190,000 to \$220,000 negotiable dependent upon qualifications and experience. The City offers a competitive benefit package, which includes participation in the City's retirement system, vacation and sick leave, group life insurance, deferred compensation, medical insurance, automobile allowance, professional dues and conference expenses. Relocation allowance provided. Residency within the City is required within a defined period of time.

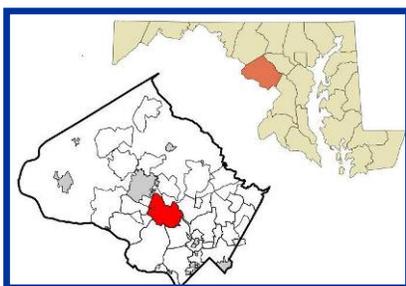
Application and Selection Process

The deadline for receipt of application materials is ____, 2012 and review of résumés starts on ____, 2012.

To apply for this position, send a cover letter, résumé, salary history and five (5) work-related references to John Anzivino, Senior Vice President, Springsted Incorporated, 1564 East Parham Road, Richmond, Virginia 23228, Fax 804.726.9752 or richmond@springsted.com. Electronic submissions are preferred.

Following the filing date, résumés will be reviewed by Springsted Incorporated based on the criteria established by the Rockville City Council. After a process which will include interviews and detailed background checks for those candidates who are determined to be best suited for the position, a group of finalists will be presented to the members of the City Council for their consideration. It is anticipated that the finalists will be interviewed in the City of Rockville during the month of February 2012.

The City of Rockville, Maryland is an Equal Opportunity Employer and values diversity at all levels of the City's governmental structure.



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