

	Rockville Summit 2012 Recommendation	Working Group	Report Section
1	An educational initiative should be established to highlight for all stakeholders how property is assessed and the economic impact (costs and tax base enhancements) of various property types on the City's budget.	City Services & Budget	Revenue Generation
2	A component of all long term land use planning should include the estimated economic impact to the City in terms of revenue enhancements and expenditure impacts on the operating budget.	City Services & Budget	Revenue Generation
3	Estimated long term economic impacts should be component of long term budget outlook discussions.	City Services & Budget	Revenue Generation
4	All pertinent staff reports regarding land use to the Planning Commission and Mayor and Council should include estimated economic impact.	City Services & Budget	Revenue Generation
5	Economic impact should be part of the discussion at Planning Commission meetings when considering any proposed development.	City Services & Budget	Revenue Generation
6	The City should perform a competitive analysis between Rockville, Gaithersburg, and Montgomery County that would include zoning, entitlement costs, and process to understand Rockville's competitive advantages or disadvantages in creating potential redevelopment or annexation opportunities.	City Services & Budget	Revenue Generation
7	The City should consider approaching owners of the potential annexation properties about annexing into the City.	City Services & Budget	Revenue Generation
8	Continued investment in Rockville Economic Development, Inc. (REDI) to serve as the business growth and economic development agency for the City of Rockville.	City Services & Budget	Revenue Generation
9	The adoption of an "Incentives Policy" outlining assistance that could be made available to companies expanding and/or locating in the City of Rockville (to include both financial and non-financial incentives, i.e. streamlined permitting, etc.).	City Services & Budget	Revenue Generation
10	Establishing an Economic Development Fund that could be used to match State and County financial incentive offers to new and expanding businesses bringing increased jobs and tax revenues to the City.	City Services & Budget	Revenue Generation
11	Reviewing and streamlining City processes – quicker permitting saves businesses money and would serve as an incentive in attracting economic development.	City Services & Budget	Revenue Generation
12	Contract for a comparative study of the total compensation package for City employees.	City Services & Budget	Employee Pension
13	Assess a Supplemental Employee Contribution to help eliminate the pension plan shortfall.	City Services & Budget	Employee Pension

14	Provide an independent fiduciary review of the employee pension plan at least once every three years	City Services & Budget	Employee Pension
15	The repaving cycle for city roads should not be allowed to extend beyond the current 12 year schedule and should be reprioritized for funding. The City should periodically review and adjust this schedule based on municipal best practices and the City's experience of the extended duration.	City Services & Budget	Capital Improvements & Infrastructure
16	A higher priority should be placed on adequately funding the replacement of water pipes.	City Services & Budget	Capital Improvements & Infrastructure
17	Consider issuing new debt in a fiscally responsible manner while interest rates are low to pay for priority CIPs.	City Services & Budget	Capital Improvements & Infrastructure
18	Review city services on a regular basis for effectiveness and necessity.	City Services & Budget	City Services
19	Compare services in neighboring jurisdictions.	City Services & Budget	City Services
20	Create a Save Award to identify unnecessary spending.	City Services & Budget	City Services
21	Examine city events with a goal of having the costs for these events minimized or in the aggregate having these events be revenue neutral.	City Services & Budget	City Services
22	It is recommended that City leases be structured so that the City's costs (maintenance, utilities, insurance, etc. at a minimum) are recouped from the lessee. It is also recommended that any agreement to subsidize an outside entity, in any fashion, provide for a periodic review.	City Services & Budget	City Services
23	Rockville should summarize in its budget the average amount paid by each city household to the city government for property tax, stormwater management fee, and water, sewer, and refuse charges each year. Additionally, the City should summarize the taxes paid by Rockville residents to City and the County,	City Services & Budget	Impact of Budget on Taxpayers
24	Establish a Rockville Education Forum, open to all Rockville residents.	Education & School Capacity	Rockville Influence on Education
25	Establish a comprehensive "Rockville Education" web portal for coordinating information and developing educational opportunities for students, teachers, schools, and any other party.	Education & School Capacity	Rockville Influence on Education
26	Form a permanent City committee for education.	Education & School Capacity	Rockville Influence on Education
27	Encourage and support members of the community to get involved in the schools and advocate for Rockville's students.	Education & School Capacity	Rockville Influence on Education

28	A coordinated advocacy effort is required at the County and State levels to ensure adequate and appropriate school facilities for all in Rockville.	Education & School Capacity	School Capacity
29	Participate actively in feasibility study/architectural/facility design committees from their inception.	Education & School Capacity	School Capacity
30	Track and facilitate the process of relocating the Childhood Resource Center in order to ensure that no delays in its relocation affect the timely construction of the new Hungerford Park school.	Education & School Capacity	School Capacity
31	Modify the APFO to harmonize with the County, especially with regard to school facilities.	Education & School Capacity	School Capacity
32	Strengthen the partnership between the City of Rockville and the PTAs.	Education & School Capacity	Linking w/City constituencies
33	Link with neighborhood associations to promote awareness of education issues, coordinate advocacy efforts, and promote a sense of community with the local schools.	Education & School Capacity	Linking w/City constituencies
34	Work with the school system to distribute brochures that advertise school programs and services in public places such as libraries and cultural centers as well as the offices of pediatricians.	Education & School Capacity	Linking w/City constituencies
35	Help the school system to build communities among individuals who speak different languages.	Education & School Capacity	Linking w/City constituencies
36	Support partnerships that lead to a seamless transition from high school to higher education and then to businesses in order to create the workforce of the future.	Education & School Capacity	Linking w/City constituencies
37	Work with the school system to establish training centers/opportunities for prospective after-school teachers (to be run by local businesses together with educational institutions)	Education & School Capacity	Linking w/City constituencies
38	Give preference to the development of MPDUs (moderately priced dwelling units) and workforce housing to allow more teachers working in schools with Rockville children to live in the community they serve.	Education & School Capacity	Linking w/City constituencies
39	Facilitate additional internship availability: Advocate for REDI and local businesses to spearhead "Business and Innovation Idea" Challenge; Inform teachers of the current needs of local business and industry; Set up employment fairs and opportunities for college students to be employed part-time.	Education & School Capacity	Improving the school learning environment
40	Improve the connection between colleges and universities, teachers, and other education providers for the purpose of identifying and addressing City and County workforce development needs.	Education & School Capacity	Improving the school learning environment

41	As part of the Educational forum we recommend in the "Rockville Influence on Education" section, we recommend that the City establish a list of enrichment programs and after-school providers and create a website for the community to look them up by subject; list math and science related activities for students on Rockville Science Consortium website; establish monthly "Teen Math and Science Café"; make STEM internships more accessible for high school students; establish educational events/festivals/content that include local businesses and educational organizations; and a better connection between universities and education providers.	Education & School Capacity	Improving the school learning environment
42	The City of Rockville should partner with government and private sector employers to develop child care programs.	Education & School Capacity	Preschool Activities
43	Improve county wide distribution of brochures about Pre-K classes, special education and ESOL services in public places such as libraries, community and cultural centers.	Education & School Capacity	Preschool Activities
44	Create on the Rockville Education forum a section "Children from birth to 5"	Education & School Capacity	Preschool Activities
45	Work with County, State, other government agencies, non-profits, and other potential sponsors to locate in Montgomery County an independent research university that offers bachelors and post-graduate degrees.	Education & School Capacity	Higher Education
46	Work to ensure higher education and continuing education opportunities for Rockville students of all ages, including seniors.	Education & School Capacity	Higher Education
47	We recommend that Rockville advocate for system thinking and sustainability education and efforts.	Education & School Capacity	Sustainability and Safety
48	Facilitate ties between schools and sustainability programs.	Education & School Capacity	Sustainability and Safety
49	Continue to work closely with the community to engender a nurturing and secure school environment through positive role modeling and partnerships on anti-bullying and other safety (cybersafety, drunk driving, drug, etc.) programs.	Education & School Capacity	Sustainability and Safety
50	Allocate as needed Rockville Police as School Resource Officers at schools to build relationships and raise awareness to help prevent incidents and to support anti-bullying and anti-gang policies.	Education & School Capacity	Sustainability and Safety

51	Policy makers should continue to support and encourage community economic diversity by developing defined housing strategies that address each of the three income brackets: low income, moderate income and work force. These strategies should also promote a variety of housing stock that address special-needs housing i.e. senior housing, housing accessible for people with disabilities, etc..	Housing	Maintain Diversity
52	Policy makers should encourage development of a variety of housing types to provide housing those choices to senior citizens.	Housing	Senior Housing
53	It is recommended that a complete review of the MPDU ordinance be undertaken in order to deal with the issues described in Housing report and to make revisions that would make the Ordinance more effective in light of current conditions. Furthermore, The City should make every effort to preserve and assist to enhance the few aging multifamily rental developments in Rockville.	Housing	MPDU Ordinance
54	By providing flexibility in requirements on a case by case basis while meeting the goals of an adopted comprehensive plan, the City can promote communities with a more comprehensive set of housing and use types.	Housing	Maintaining "Community"
55	It is recommended that policy makers consider opportunities to perhaps increase densities, lower impact taxes, or other proffers and restrictions in certain situations so that developers can provide a mix of housing types and sizes while maintaining the bottom line. In addition, the City should explore what specific locations should be zoned for higher density. Specifically near Metro access. Perhaps a policy could be implemented in which the City works with developers to allow for higher density in some areas in exchange for an increased number of larger units (2-3 bedrooms).	Housing	Maintaining "Community"
56	We recommend reexamining City open space, forestry, parking, and utility requirements within a comprehensive context to allow for more focused and efficient redevelopment.	Housing	Maintaining "Community"
57	The City can also take a proactive approach to community facilities in new developments by working with private developers to lease and operate public or semi-public uses within new developments (such as the library and VisArts in Town Center).	Housing	Maintaining "Community"
58	Maximize and improve green development techniques required in current City building codes.	Housing	Green Development
59	Review whether tax and other incentives should be used to assist in green development in renovation and new development or should it remain a cost of doing business.	Housing	Green Development

60	In order to reduce redevelopment pressure on single family neighborhoods, future planning should make an effort to promote growth and redevelopment in all zones, at nodes (such as transit hubs or near existing “centers”).	Housing	Single Family Housing Stock
61	Policy makers should explore ways to extend subsidized low interest rehabilitation loans or grants to all residents who actually do and will occupy the single family stock, regardless of income bracket.	Housing	Maintaining and Preserving Existing Housing Stock
62	It is also recommended policy makers explore the viability of tax incentives for qualified single family home renovations not unlike those available to owners in historic homes.	Housing	Maintaining and Preserving Existing Housing Stock
63	Engage the private sector for financial assistance	Housing	Maintaining and Preserving Existing Housing Stock
64	lobby the County and State for possible resources/funds	Housing	Maintaining and Preserving Existing Housing Stock
65	By taking a more accommodative stance toward business perhaps the City can engage the banking and business community to help subsidize low interest rehabilitation options	Housing	Maintaining and Preserving Existing Housing Stock
66	Improve and continue to enforce housing code	Housing	Maintaining and Preserving Existing Housing Stock
67	Expedite don't impede the permitting process for building/renovation	Housing	Maintaining and Preserving Existing Housing Stock
68	Target elderly with incentives to assist them to “age in place”	Housing	Maintaining and Preserving Existing Housing Stock
69	The City should make every effort to preserve and assist in enhancing the few aging multifamily rental developments in Rockville.	Housing	Maintaining and Preserving Existing Housing Stock
70	Policy makers should give significant consideration to modifying Rockville's APFO to mirror that of Montgomery County's.	Housing	APFO

71	Business Friendly Processes: The City should streamline its regulations and permitting processes that affect local businesses, especially those which are of a non-controversial nature, in order to lower the cost of doing business in the City	Jobs Growth & Residential Workforce	City Policies
72	Commercial Tax Base: Continue to promote balanced economic development through policies that support an increased commercial tax base via commercial redevelopment projects.	Jobs Growth & Residential Workforce	City Policies
73	Continued Funding for Economic Development: The City should continue funding for different types of economic and business development initiatives, that promote/benefit Rockville, either through REDI or consortiums involving REDI; the City should also continue its support for REDI to strengthen its institutional capacity for developing recommendations related to the City's economy and workforce	Jobs Growth & Residential Workforce	City Policies
74	Rockville Pike / Red Line Metro Stops: Find ways (e.g. Rockville Pike Plan) to capitalize on Rockville Pike and the Twinbrook, Rockville and Shady Grove Metro Stops, as assets contributing to the City's competitiveness	Jobs Growth & Residential Workforce	City Policies
75	Existing Employers: City policies should help existing employers grow and stay in Rockville, and encourage local employers to hire local Rockville residents	Jobs Growth & Residential Workforce	City Policies
76	Create/Strengthen City-Level Incentives: In addition to taking advantage of existing federal, state and county incentives, the City should create its own financial and non-financial (in-kind) incentives to attract desirable companies.	Jobs Growth & Residential Workforce	City Actions
77	Branding / Re-Branding Rockville: Rockville's image is still somewhat of a "blank slate" and the City needs something more uniquely identifiable, related to its economic strengths. Rockville's current motto "Get Into It" does not communicate any type of economic strength and is more of an appeal to civic involvement. To appeal to companies, the City should also find a way to project an image that communicates a more "pro-business" attitude.	Jobs Growth & Residential Workforce	City Actions
78	Public Communication: The City should reach out systematically to businesses to determine their specific needs, to educate citizens on their efforts to balance growth and quality of life, and provide regular updates about positive job creation efforts taking place in the City (signs about projects underway, use of social media, etc.).	Jobs Growth & Residential Workforce	City Actions
79	Highly Skilled Seniors/Retirees: The City should find a way to tap into the wealth of skills and experience possessed by local seniors, many of whom might be willing to share their ideas, advice, and other resources to promote the local economy.	Jobs Growth & Residential Workforce	City Actions

80	Target Industry Clusters: The City should seek to promote specific industry clusters, based on Rockville's competitive advantages. In addition to promoting existing clusters, the City should be attentive to new potential clusters, especially those related to emerging industries of the future. The City should find a way to institutionalize this approach, via REDI or a consortium, and study how other cities identify and promote industry clusters. This consortium can also make future recommendations and market Rockville as a place to do business.	Jobs Growth & Residential Workforce	City Advocacy
81	Capitalize on Rockville's Strengths, and Minimize Its Limitations: The city should be mindful of its greatest strengths and limitations and apply them effectively, by pursuing both big and small opportunities, in both the public and private sectors.	Jobs Growth & Residential Workforce	City Advocacy
82	Future Trends: To successfully balance economic development and quality of life, the City should be mindful of future trends related to the changing world economy, the changing face of retail, new technology, social and environmental values, and where/how people work	Jobs Growth & Residential Workforce	City Advocacy
83	Regional Advocacy: Rockville should cultivate a leadership role in coordinating and collaborating with other entities at the state and county level, as well as with neighboring cities	Jobs Growth & Residential Workforce	City Advocacy
84	International Advocacy: Rockville hosts a very diverse population, with residents representing many countries from every continent. The City should harness this strength to encourage export of local goods and services, and to attract foreign companies to Rockville.	Jobs Growth & Residential Workforce	City Advocacy
85	New "Montgomery College" Metro Stop: Work with Montgomery County, the State of Maryland and WMATA to encourage a feasibility study for building a new Metro stop on the Red Line at Montgomery College	Jobs Growth & Residential Workforce	City Advocacy
86	Higher Education: Work closely with Montgomery College, Johns Hopkins University and the University of Maryland to maintain high quality education and resource centers for creating jobs; promote partnerships between community colleges and companies for creating jobs.	Jobs Growth & Residential Workforce	City Advocacy
87	Future Federal Agency/Facility: Over the long-term, the City should remain attentive to the possibility of being selected as the site for a future, major federal agency that would create jobs on a massive scale. In the short-term, the City should promote diversification into new, private-sector industries that complement existing industries, or that help lessen Rockville's dependency on federal spending.	Jobs Growth & Residential Workforce	City Advocacy

88	We should limit and control areas of density, making sure they taper down so they do not overwhelm and overshadow single family, townhouse and garden apartment neighborhoods.	Preserving Rockville's Character	Maintain our Residential Feel
89	Within our neighborhoods we need to encourage the upkeep and modernization of homes, but discourage mansionization, infill, and the creation of pipestem lots.	Preserving Rockville's Character	Maintain our Residential Feel
90	Encourage convenient neighborhood retail centers and small, locally-owned businesses	Preserving Rockville's Character	Maintain our Residential Feel
91	Carefully encourage and increase the number of businesses in Rockville by implementing mixed use development where appropriate, carefully redeveloping outdated or underused business properties, bringing in corporate and professional offices as well as expanding retail businesses, and encouraging the creation of small, locally-owned businesses.	Preserving Rockville's Character	Encourage Business/Broaden Our Tax Base
92	Make it a priority to open a productive dialog between residents and developers , creating a forum where both sides can share their concerns, proffer their ideas, and ultimately come to solutions that benefit us all.	Preserving Rockville's Character	Encourage Business/Broaden Our Tax Base
93	We recommend that the City work with State and County legislators and find a way that Rockville can collect capacity abatement fees (similar to the County's) and apply that money directly to schools in or that affect our City.	Preserving Rockville's Character	Be an Advocate for Education
94	We recommend opening and maintaining an ongoing dialog with Montgomery College so that issues that impact life in Rockville can be identified early in their planning processes, which would allow solutions to be developed that meet the needs of all concerned parties.	Preserving Rockville's Character	Be an Advocate for Education
95	We should continually review structures and locales for designation and preservation to best tell the history of our City, good or bad. This review should be informed by our goals for the growth and vitality of our City, and our need for sustainability.	Preserving Rockville's Character	Balance Heritage with Growth
96	We should continue to require that anyone who seeks to make a change to the built environment in the City first understand the priorities of the City, and to meet with all interested and impacted parties to the development.	Preserving Rockville's Character	Balance Heritage with Growth
97	We recommend the creation of a Community Outreach Commission. The charge of this body would be to monitor the different segments of Rockville's population and to advise the Mayor and Council on ways the City can better involve and meet the needs of all its citizens.	Preserving Rockville's Character	Involve All Interests and Encourage Voting

98	We must ensure the stability of the current green space and continue to create additional open spaces within the urban nodes, such as the public fountain, play area, and ice skating rink located in Rockville Town Square.	Preserving Rockville's Character	Keep Our Green Spaces Green
99	We should maintain the mix of land developed for business or residential use and the undeveloped land used for structured parks or natural preserves.	Preserving Rockville's Character	Keep Our Green Spaces Green
100	Expand our walking trail and bike path networks, and provide secure bike parking areas.	Preserving Rockville's Character	Support Transportation Alternatives
101	In our urban node areas we can expand the use of car-share programs like "Zip Car"	Preserving Rockville's Character	Support Transportation Alternatives
102	Perhaps a shuttle bus system could be developed for residential neighborhoods	Preserving Rockville's Character	Support Transportation Alternatives
103	Expand police presence at our Metro Rail stations, especially during off-peak and evening hours	Preserving Rockville's Character	Support Transportation Alternatives
104	Reduce vehicular traffic; improve pedestrian facilities. Assign priority to keep sidewalks and bike trails open even in inclement weather.	Transportation & Traffic	City policy (governance)
105	Promote "work where you live"	Transportation & Traffic	City policy (governance)
106	Foster and support innovations to support walking and biking to work (Showers at offices; Secure bike parking facilities)	Transportation & Traffic	City policy (governance)
107	Make Rockville more senior-friendly	Transportation & Traffic	City policy (governance)
108	Create bicyclist-/pedestrian-friendly environment	Transportation & Traffic	City policy (governance)
109	In its sidewalk prioritization policy, the utility score should include high weighting for the presence of seniors, school-going children, and people with disabilities.	Transportation & Traffic	City policy (governance)
110	Update accessibility policy to the latest ADA requirements and guidelines, and direct future planning to consider known requirements, guidelines, and compliance approaches under development.	Transportation & Traffic	City policy (governance)
111	In support of the "green" policy and to manage water drainage, consider pervious surfaces for parking lots sidewalks	Transportation & Traffic	City policy (governance)

112	Provide “free” intra-city transportation connecting to shared commuter parking lots and to public transit points. Make it more efficient than non-shared vehicular traffic (limit wait time to 5 min.); resolve the affordability issue for this intra-city service by working with the business community, consider automation to reduce operational cost, and exploit technology to implement cost-efficient, time-efficient demand-based routing/scheduling.	Transportation & Traffic	City policy (governance)
113	To incentivize movement on foot, bicycles, and shared transportation, establish monetary incentives; e.g. city tax rebate; free bus ride for a month.	Transportation & Traffic	City policy (governance)
114	Reduce space available for parking, especially as the areas slated for higher density development come on line	Transportation & Traffic	City actions (traffic congestion)
115	Levy congestion charge on larger, more polluting low-occupancy vehicles	Transportation & Traffic	City actions (traffic congestion)
116	Designate areas, zones or spaces limited to pedestrian and bicycle traffic only.	Transportation & Traffic	City actions (bikes and peds)
117	Provide ample, secure parking of bicycles; e.g. Rack at every store (requires change in zoning ordinance), Lock stations.	Transportation & Traffic	City actions (bikes and peds)
118	For cost-effective construction or maintenance of sidewalks and bikeways, seek technological innovation opportunities aggressively.	Transportation & Traffic	City actions (bikes and peds)
119	Make extraordinary provisions to keep sidewalks and bike trails open even in inclement weather.	Transportation & Traffic	City actions (bikes and peds)
120	Implement recommendations from the bikeway plan not yet fulfilled.	Transportation & Traffic	City actions (bikes and peds)
121	Protect high traffic bike lanes with barriers, e.g. rumble strips, so that vehicle-driver can feel and hear when too close to bicycle lane.	Transportation & Traffic	City actions (bikes and peds)
122	Create a master plan, as an explicit component of the CMP, such that it supports Rockville’s pedestrian policies and facilitates safe, efficient pedestrian movement	Transportation & Traffic	City actions (pedestrians)
123	Create more senior-friendly, child-friendly, persons-with-disabilities-friendly pedestrian paths and crosswalks.	Transportation & Traffic	City actions (pedestrians)
124	Seek more effective crosswalk signals.	Transportation & Traffic	City actions (pedestrians)
125	Employ automation-assisted enforcement.	Transportation & Traffic	City actions (pedestrians)
126	Make areas around schools more pedestrian friendly for children	Transportation & Traffic	City actions (pedestrians)
127	Explore techniques to improve process of road and sidewalk repairs, e.g. through automation. Build on Rockville’s history of being progressive and innovative in road repairs. Explore possibility of getting grant for innovation.	Transportation & Traffic	City actions (transportation infrastructure)

128	Minimize neighborhood separation effects of major transportation facilities and provide accessibility for all modes of transportation. Example: Separation of Twinbrook due to CSX/WMATA rail tracks, cutting off access to MD-355. Resolve potential issues: King Farm Blvd with the Corridor Cities Transitway (CCT); BRT up the middle of MD-355; BRT on Veirs Mill Rd.	Transportation & Traffic	City actions (transportation infrastructure)
129	Strengthen enforcement of pedestrian/bicycle-friendly rules and laws. (More physical enforcement could create more jobs.)	Transportation & Traffic	City enforcement
130	Employ best available automated technological support to detect and cite violations. For optimum cost-effectiveness, complement with patrol surveillance as needed; e.g. foot patrol, bicycle patrol, Segway scooter, patrol or vigilance by entity other than city-employed police force.	Transportation & Traffic	City enforcement
131	Make provision for citizen-observers to report violations immediately, e.g. with cell-phone applications to send message and photo of violation, automatically inserting location coordinates.	Transportation & Traffic	City enforcement
132	Pursue coordination and cooperation with related governance bodies (e.g. WMATA; County; State), building on common interests, synergizing on common goals, and working with MWCOG.	Transportation & Traffic	City advocacy (other gov. bodies)
133	Coordinate with MWCOG to build on common interests, synergizing on common goals; and seek change in Metro governance to get responsiveness to citizens' needs, orchestrating action with other governing bodies.	Transportation & Traffic	City advocacy (other gov. bodies)
134	Improve mass transit (e.g. bus-rail) infrastructure: increase Metro Red Line capacity; improve Metro Rail platforms at Shady Grove, Rockville, and Twinbrook; improve bus punctuality and arrival prediction, and leverage technology; helter and protect users of public transportation from bad weather, leverage technology to identify those high pickup areas; reduce wait time to the level that public transportation is more attractive than private low-occupancy vehicle.	Transportation & Traffic	City advocacy (other gov. bodies)
135	Orchestrate the culture-change necessary to realize the vision for Rockville's future, including, but not limited to, driver education and work with employers to encourage employees to respect the safety of pedestrians and bicyclists.	Transportation & Traffic	City advocacy (Community awareness & education)
136	Improve quality of life and the environment in Rockville, e.g. "greening", attracting people to "live where they work." Make housing affordable. Incentivize living in Rockville; Disincentivize commuting from outside.	Transportation & Traffic	Ideas for other Rockville Summit 2012 working groups

137	Incentivize employers to hire locally or to encourage/incentivize their employees to live within Rockville, shorten commute, or to telework.	Transportation & Traffic	Ideas for other Rockville Summit 2012 working groups
138	Promote the shop local concept	Transportation & Traffic	Ideas for other Rockville Summit 2012 working groups
139	Promote growth in local businesses rather than chains	Transportation & Traffic	Ideas for other Rockville Summit 2012 working groups