



	<h2 style="text-align: center;">Agenda</h2> <p style="text-align: center;">Saturday, November 3, 2012 Sonya Laurence Green, Emcee</p> <ul style="list-style-type: none">• Welcome: Mayor Phyllis Marcuccio<ul style="list-style-type: none">- Council Member Bridget Newton- Council Member Mark Pierzchala- Former Council Member John Britton• Reports from the Summit Working Groups<ul style="list-style-type: none">- City Services & Budget: Ray Whalen- Education & School Capacity: Doug Sanford- Housing: Larry Finkleberg- Job Growth & Residential Workforce: Caleb Michaud- Preserving Rockville's Character: Jerry Callistein- Transportation & Traffic: Sushil Birla• Community Feedback• Keynote Address: Edward T. McMahon• Next Steps: Barbara B. Matthews, City Manager
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Welcome



Mayor Phyllis Marcuccio
City of Rockville

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**City Services
& Budget**

**Education &
School Capacity**

Housing

**Job Growth &
Residential
Workforce**

**Preserving
Rockville's
Character**

**Transportation
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Organizers' Committee

Dr. Judy Ackerman, Vice President and Provost, Montgomery College

Ms. Laurie Boyer, Executive Director, Rockville Economic Development, Inc.

Hon. John Britton, former Rockville City Councilmember

Ms. Denise Fredericks, Director, Stepping Stones Shelter

Dr. Renata Greenspan, Rockville Resident

Ms. Andrea Jolly, Executive Director, Rockville Chamber of Commerce

Mr. Al Lampert, Chair, Board of Directors, Rockville Economic Development, Inc.

Hon. Bridget Newton, Rockville City Councilmember

Hon. Mark Pierzchala, Rockville City Councilmember

Ms. Susan Prince, Rockville Resident and Board Member, Rockville Economic Development, Inc.

Dr. Pofen Salem, Rockville resident and Montgomery County Office of Management and Budget

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Six Working Groups

- First Rockville Summit held October 2011.
- 85 community members convened at follow-up on June 12, 2012
- Volunteers broke into six working groups to:
 - Identify Rockville's strengths and opportunities for improvement
 - Develop recommendations for Rockville's future
- Worked for four months, through October 15, 2012

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- Education & School Capacity**

- Housing**

- Job Growth & Residential Workforce**

- Preserving Rockville's Character**

- Transportation & Traffic**

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Working Group Reports

- Full text of each Working Group's report is in your handout today. Also posted online at: www.rockvillemd.gov/summit.
- Explanations of abbreviations from this presentation can be found in the written reports:
 - MCPS: Montgomery County Public Schools
 - APFO: Adequate Public Facilities Ordinance
 - MPDUs: Moderately Priced Dwelling Units
 - HOAs: Home Owners Associations
 - CIP: Capital Improvements Program

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Working Group Members

- Margaret Chao
- James Cieplenski
- Beryl Feinberg
- Paul Love
- Bridget Newton, Organizers' Liaison
- Art Stigile
- Julie Palakovich Carr, Vice Chair
- Raymond J. Whalen, Chair

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Major Issues

- Major components of city revenue have been flat or declining.
- The cost of running the City continues to increase.
- There is no desire or movement to diminish services.

Raising taxes and fees should be considered only after making careful value judgments on expenditures, examining costs and methods, and reviewing the potential of enhancing the tax base.

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Areas of Focus

- Revenue generation
- Employee pension funding
- Capital improvements and infrastructure
- City services

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Revenue Generation: Findings

The City has only three avenues to raise the revenue necessary to maintain services.

- Raise taxes and fees on current Rockville residents/businesses.
- Generate new revenue from economic development.
- Find ways to provide the same or similar services at less cost.

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Revenue Generation: Recommendations

- Incorporate economic impacts into public policy processes:
 - Educate stakeholders
 - Require estimates in land use planning, budget outlooks, staff reports and planning commission discussions
 - Conduct an economic development competitive analysis of Rockville, Gaithersburg and Montgomery County
 - Pursue potential annexations

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Revenue Generation: Recommendations

- Support and promote economic development:
 - Continue investing in REDI
 - Adopt an Incentives Policy
 - Establish an Economic Development Fund to match incentives from other governments
 - Review and streamline city processes

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Employee Pension Funding: Findings

- The Defined Benefit plan's assets are 28% less than what is needed.
- City's policy is to make additional payments over the next 20 years to eliminate the shortfall.

Recommendations

- Contract for a comparative study of the total employee compensation package.
- Assess a supplemental employee contribution.
- Provide an independent fiduciary review at least once every three years.

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Capital Improvements and Infrastructure: Findings

- Rockville needs a functioning infrastructure to support its growing economy and population.
- Until a few years ago, city streets were repaved every 10 years. Now, city streets are repaved every 12 years.
- Rockville's water and sewer pipes are on what is equivalent to a 100-year replacement cycle.
- \$45.6 million in unfunded CIPs were identified by City staff in FY 2013.

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Capital Improvements and Infrastructure: Recommendations

- Don't extend street repaving beyond the current 12-year cycle.
- Increase funding and replacement cycle for aging water pipes.
- Issue new debt while interest rates are low to fund priority capital projects.

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City Services:

Findings

- Rockville meets residents' demands for excellent services.
- The cost of providing these services will increase as the population grows.

Recommendations

- Review city services on a regular basis for effectiveness and necessity.
- Compare services in neighboring jurisdictions.
- Create a Save Award to identify unnecessary spending.

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Working Group Members

- Judy Ackerman, Organizers' Liaison
- Susan Beckerman
- Eileen Bernstein
- Julia Brodsky
- Caroline Chapin
- Thomas D'Albora
- Peter Gebre
- Maritsa George
- Chris Heald
- Krishna Kumar
- Devinie Lye
- Lauren Menser
- Cheryl Moss Herman
- Cheryl Peirce
- Mary Robinson
- Jennifer Russel
- Pofen Salem, Organizers' Liaison
- Doug Sanford, Co-chair
- Roald Schrack
- Dena Sumaida
- Monica Trent
- Anna Vasylitsya
- Kathleen Wessman
- Kathleen Whitmire, Co-chair
- Mariana Williams
- Herb Winkler

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Education is a keystone for a thriving and economically vital community. We encourage Rockville to adopt a multifaceted and comprehensive approach to education.

Areas of Focus

- Rockville influence on education
- School capacity
- Linking with city constituencies
- Improving the school learning environment
- Preschool activities
- Higher education
- Sustainability and safety

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Rockville Influence on Education

Findings
 Laws prevent the City from formal relationships with education.
 But there are informal ways that Rockville can, and should, work to improve its education system.

Recommendations

- Establish a Rockville Education Forum
- Establish a "Rockville Education" web portal
- Form a permanent City committee for education
- Encourage and support community involvement

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School Capacity

Findings

- 7/9 of Rockville's schools are currently overcapacity still will be in 2016.
- Rockville's APFO differs from the similar ordinance for the County.
- Student growth continues from existing housing.

Recommendations

- Advocate for additional school capacity at the County and State levels.
- Participate in school facility planning committees.
- Facilitate relocation of Childhood Resource Center.
- Modify APFO to harmonize with the County.

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Linking with City Constituencies

Findings

- MCPS serves students from 164 countries speaking 184 languages.
- 26% of increased enrollment are Hispanic, 14.3 % are Asian American.
- 30% of MCPS students participate in subsidized meal programs, up 15.2% since 1990.
- Per Fuller Report from Summit 2011, Many K-12 teachers and college faculty cannot afford to live in Rockville due to limited housing stock/affordability.

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Linking with City Constituencies

Recommendations

- Strengthen partnership between the City and PTAs.
- Link with HOAs on education issues and advocacy.
- Help advertise school programs and services.
- Help the school system build communities among individuals who speak different languages.
- Support partnerships to promote transition from high school to higher education to business work force.
- Partner with MCPS and business to form training centers for prospective after-school teachers.
- Give preference to the development of MPDUs and workforce housing for teachers.

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Improving the School Learning Environment

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Findings

- Schools are not linked with the business community.
- Students would benefit from business community role models and networking.
- Businesses would benefit from recruiting and work force preparation.

Recommendations

- Facilitate business-school partnerships through internships and class visits by executives.
- Improve the connection between education providers and workforce development needs.
- Promote awareness of educational initiatives.

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Preschool Activities

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Findings

- 90% of a child's brain development happens by age 5.
- MCPS kindergartners are below MD state averages for school readiness and program attendance.
- MCPS preschool programs are limited w/waiting lists.
- >34% of MCPS kindergartners come from English Language Learners.

Recommendations

- Partner with government and private sector employers to develop child care programs.
- Disseminate information about preschool activities.
- Promote preschool via the Rockville Education Forum.

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Higher Education

Findings

- Local higher education options should support workforce development for Rockville's existing professional and entrepreneurial business sectors.
- Local independent research universities spawn new companies and research/graduate assistant jobs.

Recommendations

- Partner with others to secure a local, independent research university with bachelors and post-grad degrees.
- Promote higher education and continuing education for residents of all ages, including seniors.

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Sustainability and Safety

Findings

- Big-picture "system thinking" is essential in various professional fields but missing from school curriculum.
- Montgomery College has won grants for sustainability.
- Bullying and external threats degrade school safety.

Recommendations

- Advocate for system thinking and sustainability education.
- Facilitate ties between schools and sustainability programs.
- Promote a nurturing and secure school environment.
- Allocate Rockville police as school resource officers.

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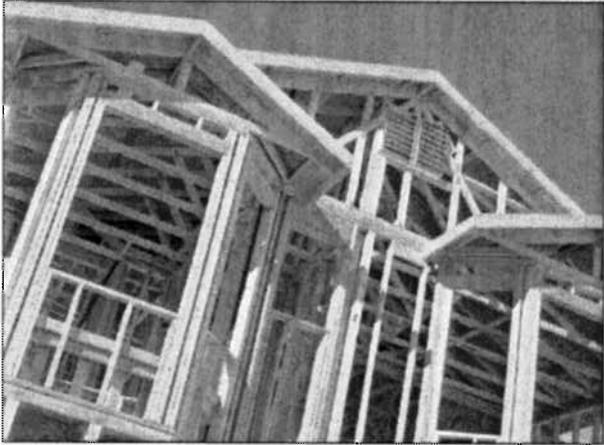
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Working Group Members

- Stacy Brooks
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- Renata Greenspan, Organizers' Liaison
- Cynthia Cotte Griffiths
- Karen Hall
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- Aileen Klein
- Marilyn Leist
- Ruth O'Sullivan
- Sam Stiebel

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Major Factors

Population growth is estimated at 34.6% by 2040. Developable land is limited. Therefore:

- Redevelopment of low density areas will be critical to Rockville's success.

Strict limits and policies that unduly restrict that anticipated development have negative affects:

- Limit Rockville's ability to compete with surrounding areas.
- Limit Rockville's ability to maintain services.

Growth and development should not be restricted but rather managed. Unduly restricted development and growth will not allow for realistic and effective planning.

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Major Factors

One of Rockville's greatest challenges: The perception that it is not accommodating to business, growth and development.

Private sector may ultimately choose to engage business and development elsewhere, resulting in:

- Continued aging of existing housing
- Limited/capped City property tax growth
- Reduced city revenue
- Higher housing costs
- Reduced affordable housing
- Reduced economic diversity among City residents.

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Development and growth can occur while maintaining the sense of "community"
Rockville is known and admired for.

Recommendations

- Maintain diversity
- Provide for senior housing
- Preserve/improve the MPDU ordinance
- Maintain "community"
- Maximize and improve green development
- Protect/preserve single family housing stock
- Maintain/preserve existing housing stock
- Modify City APFO to mirror County APFO

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Working Group Members

<p>Gerald Aldridge Laurie Boyer, Organizers' Liaison Bradley Cheng Thomas Gorman Stephen Hendrickson Christine Juettner Al Lampert, Organizers' Liaison Charles Littlefield Debra Liverpool</p>	<p>Jeffery Lynch Bernard McGuire Caleb Michaud, Vice-Chair Alicia Jones- McLeod Patricia Rogers, Chair Liya Shen Monika Taylor Manisha Tewari, Staff Liaison Chinyere Viviane Ukachu Mathew VonHendy Joy Young</p>
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Job Growth and Residential Workforce

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Rockville's Strengths

- Technology infrastructure
- High quality of life
- Educational opportunities
- Rockville Town Center
- Presence of county, state, federal government
- High jobs-to-residents ratio

Rockville's Main Strengths

- Highly educated, diverse and technology-oriented work force
- Proximity to key transportation infrastructure

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Job Growth and Residential Workforce

City Services & Budget	<p>Rockville's Limitations</p> <ul style="list-style-type: none"> • Traffic congestion; lack of control over major transportation arteries • High cost of doing business; difficult, "unfriendly" city business permit processes • Need for improved coordination between local, county, state & federal officials <p>Rockville's Main Limitations</p> <ul style="list-style-type: none"> • Limited available developable land • High cost of living • Quality of life at risk by over-development or loss of green space
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Job Growth and Residential Workforce

City Services & Budget	<p style="text-align: center;"><i>Promote balanced economic growth that respects Rockville's quality of life and strategically attracts the most desirable businesses and quality jobs to Rockville.</i></p> <p>Recommendations</p> <ul style="list-style-type: none"> • City Policies • City Actions: New city policies & programs • City Advocacy: Ideas for possible advocacy, analysis or public discussion
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Job Growth and Residential Workforce

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Recommendations: City Policies

- Provide business friendly processes
- Increase commercial tax base through redevelopment
- Continue funding economic development
- Capitalize on Rockville Pike and Metro stops
- Retain existing employers

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Recommendations: City Actions

- Create/strengthen city incentives
 - work-reside policies
 - tax credit for resident hires
 - in-kind incentives like infrastructure
- Brand/re-brand Rockville
- Increase public communication to/about business/jobs
- Take advantage of highly skilled seniors/retirees

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Job Growth and Residential Workforce

Recommendations: City Advocacy

- Target specific industry clusters
- Capitalize on Rockville's strengths; minimize its limitations
- Be mindful of future trends
- Collaborate and lead in regional advocacy
- Initiate international advocacy
- Consider a Montgomery College metro stop
- Partner with higher education
- Seek future Federal agency/facility

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Rockville is "The Small City with the Hometown Feel"

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Preserving Rockville's Character

<p>City Services & Budget</p> <hr/> <p>Education & School Capacity</p> <hr/> <p>Housing</p> <hr/> <p>Job Growth & Residential Workforce</p> <hr/> <p>Preserving Rockville's Character</p> <hr/> <p>Transportation & Traffic</p>	<p>To understand why people find Rockville a comfortable, desirable place to live and work, we looked at different facets of the City:</p> <ul style="list-style-type: none"> • Rockville's Physical Makeup • Rockville's Social Components • Rockville's Cultural Richness <p>We identified the Challenges facing our City</p> <p>We presented some recommendations to help preserve and grow our Character</p>
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Preserving Rockville's Character

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Physical Characteristics

- History is honored
- Everyone can live here
- Shopping is king
- Near DC, Central to County
- Green space is central to our identity

**We are as well known for our Parks
as we are for the Pike**

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Social Characteristics

- Diverse community
- Middle class community
- Involved and engaged community
- Residential community

**We understand the value of working
together for common goals and
we constantly strive to make things
better for ourselves, our children,
and our community.**

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Cultural Characteristics

- Accessible cultural arts and entertainment
- Respect for our history
- Open, participatory government

Our culture: the shared history, shared experiences, and shared values that make Rockville a unique and interesting place to live.

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Preserving Rockville's Character

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Rockville's Challenges

- Constrained tax base
- Business red tape
- Road and public transportation congestion
- Growing population and diversity
- County-run school system

Addressing our challenges in a way that protects the best interests of the City and its residents will not only preserve Rockville's character, but it will also help to define it.

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Preserving Rockville's Character

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Recommendations

- Maintain our residential feel
- Encourage business/Broaden our tax base
- Be an advocate for education
- Balance heritage with growth
- Involve all interests and encourage voting
- Keep our green spaces green
- Support transportation alternatives

Saying "Rockville's character is..." is like saying "I love you because..." There is no one thing that defines it.

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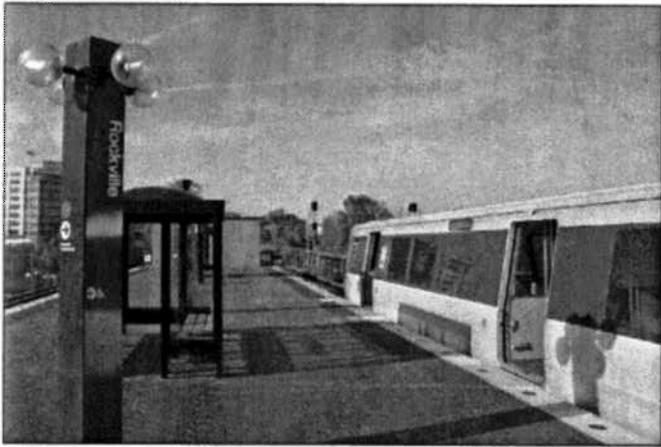
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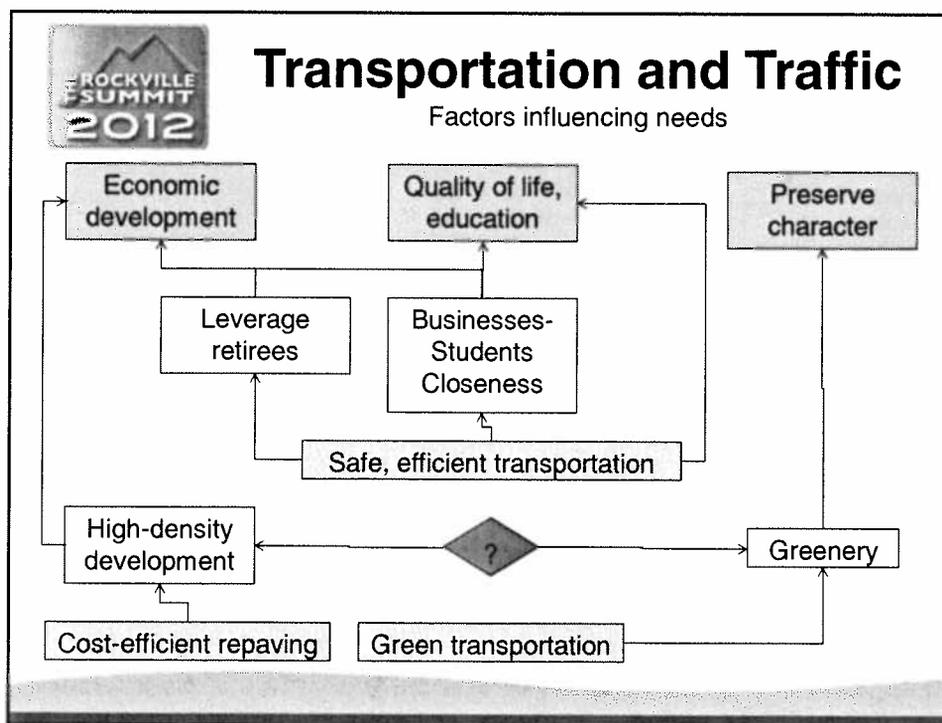
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Working Group Members

- Herbert Baum, Co-Chair
- Sushil Birla, Co-Chair
- John Britton, Organizers' Liaison
- Tom Loggia
- Sara Moline
- Mark Pierzchala, Organizers' Liaison
- Scott Samborn, Co-Chair
- Anita Segreti
- Mike Stein
- Emad Elshafei, Staff Liaison
- David Levy, Staff Liaison
- Ann Wallas, Staff Liaison

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Not this!



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Transportation and Traffic

Get safer, greener, more efficient

Disincentivize single occupancy vehicles

Congestion fee

Enforcement

- Strong penalty
- Increased patrol:
 - Foot; Bike; Segway
 - Commercial security
- Automated surveillance
- Easier citizen reporting

Incentivize green, ped, bike, shared transit

Parking outside high-density zone

Monetary incentives

All-weather sidewalks

All-weather bike paths

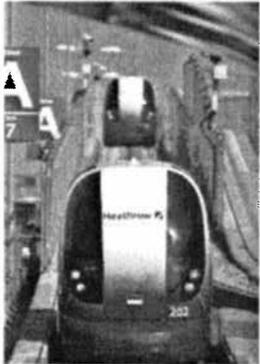
All-weather bus stops

Secure bike parking

Recharging stations

Intra-city circulator

 **Transportation and Traffic**
Intra-city circulator: Within affordable reach

Nevada licensed this autonomous car 2011 Heathrow PRT 2011

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Intra-city circulator: Exploit automation

Masdar City, UAE PRT 2010 Morgantown, W. Va PRT 1975

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Transportation and Traffic

Don't let transit arteries split Rockville: Reconnect

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- Preserving Rockville's Character
- Transportation & Traffic

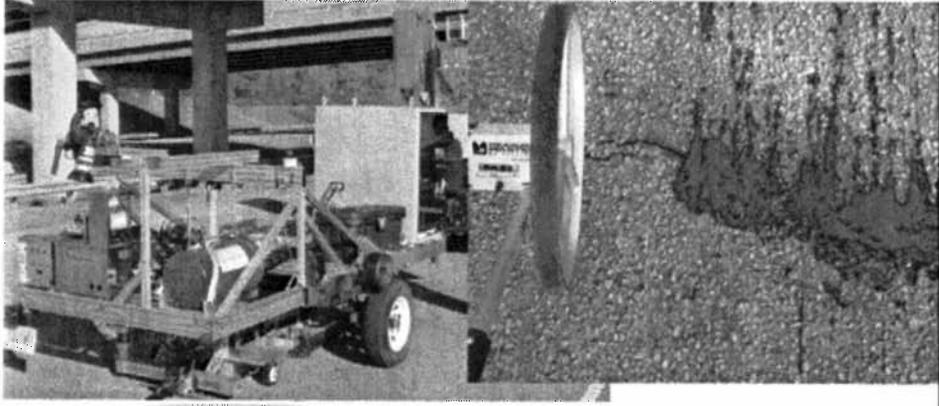


www.rockvillemd.gov/summit

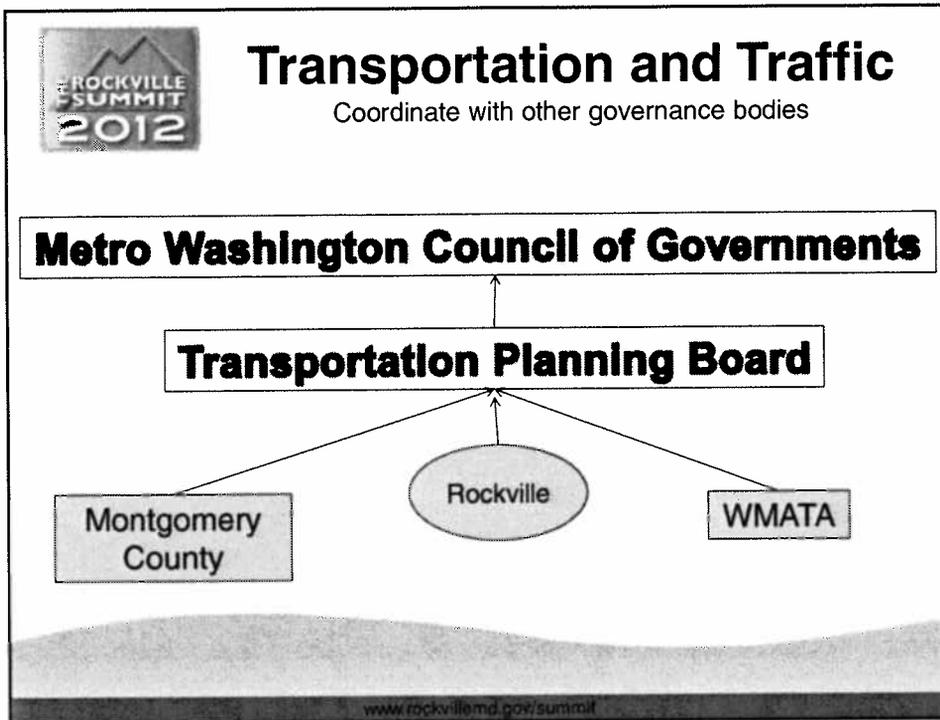
ROCKVILLE SUMMIT 2012

Transportation and Traffic

Exploit automation for repaving roads



www.rockvillemd.gov/summit



ROCKVILLE SUMMIT 2012

Transportation and Traffic

Safer, quicker, greener, cheaper

- City Services & Budget
- Education & School Capacity
- Housing
- Job Growth & Residential Workforce
- Preserving Rockville's Character
- Transportation & Traffic

Park Shuttle
Ontwikkeld in Nederland
Wereldprimeur

Rotterdam, Netherlands: Metro to Business Park

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Audience Polling



What do **YOU** think?

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Keynote Address



Edward T. McMahon

www.rockvillemd.gov/summit

Next Steps



Barbara B. Matthews
Rockville City Manager

www.rockvillemd.gov/summit



Next Steps

- City Services & Budget**
- Education & School Capacity**
- Housing**
- Job Growth & Residential Workforce**
- Preserving Rockville's Character**
- Transportation & Traffic**

Presentation about Rockville Summit 2012 to the Rockville Mayor and Council:
Monday, November 19, 2012
Meeting begins at 7:00 PM
Rockville City Hall

All information on the Summit can be found on the City of Rockville's website at:
www.rockvillemd.gov/summit

www.rockvillemd.gov/summit



Next Steps

**City Services
& Budget**

**Education &
School Capacity**

Housing

**Job Growth &
Residential
Workforce**

**Preserving
Rockville's
Character**

**Transportation
& Traffic**

Components of the City's Master Plan under discussion in coming months:

- Historic Preservation Element
- Rockville Pike Plan
- Municipal Growth Element

Volunteer to serve on one of the City's boards or commissions:

www.rockvillemd.gov/government/commissions/index.html

Stay Informed. Sign up for City email lists at:

<http://www.rockvillemd.gov/contacts/listservs.html>

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