



DOES ROCKVILLE'S VISION NEED A NEW PRESCRIPTION?

In 2008, the Rockville Mayor and Council developed its ten-year *Vision for Rockville* and identified the priorities to pursue over the next two years toward achieving that Vision. The Vision for the future of Rockville focuses on seven major topics: *Distinct Neighborhoods, One City; A Cultural Destination; Green City; Quality Built Environment, Exceptional City Services; Economic Development and Sustainability; and Community Engagement*. Unfortunately, their priorities are short-sighted, unfocused, and myopic, especially in today's economic climate. Let's compare their priorities for Rockville with Max van Balgooy's, a candidate for City Council:

DISTINCT NEIGHBORHOODS, ONE CITY

Current Mayor and Council Priorities

1. Ensure in our planning processes that pedestrian needs are met.
2. Develop a Master Plan for bike and pedestrian ways that surveys all signs, crossings, and sidewalks, identifies needed enhancements, and prioritizes needs.
3. Educate and provide operational support to neighborhoods for programming holiday events.
4. Undertake an aggressive campaign and lobby the Montgomery County Public Schools to ensure that all Rockville school children are assigned to schools within Rockville.

Max van Balgooy's Priorities

1. Develop a Transportation Master Plan for cars, bikes, and pedestrians that surveys existing conditions (including signs, crossings, sidewalks, visibility, and lighting), identifies needed enhancements (e.g., lighting, traffic calming, lane alignments), and prioritizes needs.
2. Identify needs, priorities, and strategies for every neighborhood to improve safety, transportation, appearance, recreation, and property maintenance in collaboration with the residents and businesses. Planning would begin with the older neighborhoods east of MD-355.

A CULTURAL DESTINATION

Current Mayor and Council Priorities

1. Prepare and implement a cultural plan with ambitious goals for cultural amenities, including programs for cultural and entertainment activities throughout Town Center.
2. Support and encourage the development of the new soccer team that will use the Richard Montgomery High School field.
3. Continue to spearhead bringing a Science Center to the City.

Max van Balgooy's Priorities

1. Develop a cultural plan that provides programs, activities, and amenities for families, adults, and seniors in the Town Center and throughout the city.
2. Support lifelong learning in the arts, humanities, and sciences through small pilot programs in partnership with local schools, colleges, and non-profit organizations.
3. Preserve places that matter while encouraging new high-quality design to maintain a distinctive city.

GREEN CITY

Current Mayor and Council Priorities

1. Continue conducting an environmental education campaign, to include recycling, eradicating invasive species, and other activities fostering environmental quality.
2. Create an incentive program for homeowners and citizens to adopt practices that reduce the negative environmental impacts of their homes and behaviors.
3. Identify and tap into Federal and State funding programs for improving energy conservation and efficiency.

Max van Balgooy's Priorities

1. Improve, enhance, and expand parks and natural areas, including trees and streams, to ensure their preservation and enjoyment by the community. Parks should be within a 10-minute walk from every home and linked by trails throughout the city.
2. Promote and model best practices in sustainability and energy efficiency by achieving LEED Gold in all major civic buildings.
3. Encourage and support the adoption of sustainable practices in homes and businesses through workshops, demonstration projects, grants, and other incentives.

Regain Focus. Vote **MAX VAN BALGOOY** for **ROCKVILLE CITY COUNCIL**

Learn more at MaxForRockville.WordPress.com or call (301) 251-6371

QUALITY BUILT ENVIRONMENT

Current Mayor and Council Priorities

1. Successfully complete the new Zoning Ordinance approval process.
2. Conduct a street lighting survey to determine its adequacy.
3. Improve Pepco's responsiveness and quality of service.

Max van Balgooy's Priorities

1. Ensure the new Zoning Ordinance balances residential and commercial needs; balances property rights and community impact; and creates distinctive suburban neighborhoods along with a central urban downtown. Review the size, scale, and location of schools and churches in residential areas to reduce overcrowding and traffic conflicts.
2. Require high quality, enduring architectural and landscape design in the Town Center and major neighborhood developments to attract activity throughout the day and evening.

EXCEPTIONAL CITY SERVICES

Current Mayor and Council Priorities

1. Reexamine the Charter with regard to the City Council's size, term length and concurrence, and at-large representation.
2. Better define the authority of and coordination among boards and commissions, the process for filling vacancies, and the qualifications of members.
3. Analyze and adopt, if feasible, a property tax deferral program for seniors.

Max van Balgooy's Priorities

1. Maintain and expand city services and support to those residents who are most vulnerable—disabled and low income seniors—to ensure they remain an active part of the community.
2. Improve recruitment, training, and recognition of city staff and volunteers (especially those who serve on city boards, commissions, and civic associations).
3. Simplify and streamline planning, building, and permitting processes in person, by phone, and online.

ECONOMIC DEVELOPMENT AND SUSTAINABILITY

Current Mayor and Council Priorities

1. Develop and implement a City branding campaign with a goal of attracting the public to Rockville.
2. Encourage the business community to become more involved in civic and community activities, including the City joining the Rockville Chamber of Commerce, Montgomery County Chamber of Commerce, and Committee for Montgomery County.
3. Develop partnerships with local venues to increase local entertainment.

Max van Balgooy's Priorities

1. Develop and implement strategic marketing plans that attract new and repeat customers to support a diversity of businesses throughout the city.
2. Revise the business plan for Town Square to improve financial sustainability for businesses and the city. Move Red Gate Golf Course out of the Enterprise Funds.
3. Ensure that both small and large businesses are able to succeed through a variety of strategies, including zoning, permitting, training, and financial incentives in partnership with local and state business organizations.
4. Make Rockville Pike more convenient, safe, and attractive while improving its economic success.

COMMUNITY ENGAGEMENT

Current Mayor and Council Priorities

1. Improve the effectiveness and inclusiveness of citizen input systems, with the objective of achieving broad and unifying consensus.
2. Increase resources for web-based and other technology-based methods for information dissemination.

Max van Balgooy's Priorities

1. Pursue programs and activities that build and support community life, including civic associations, community gardens, recreation centers, and parks.
2. Increase the ways that citizens can communicate with city staff and officials through traditional and new technologies.
3. Major development project meetings will be facilitated by trained, experienced, and neutral persons to ensure everyone's perspective is heard in a mutually respectful manner.

A new R_x: MAX VAN BALGOOY for ROCKVILLE CITY COUNCIL

Learn more at MaxForRockville.WordPress.com or write 313 Twinbrook Parkway, Rockville, Maryland 20851

Paid by Max van Balgooy for Rockville Council • Mary van Balgooy, Treasurer