



# City of Rockville, Maryland

Mayor and Council Priorities

April 2017

- Mayor & Council established priorities in 2016
  - Some Items “Complete”
  - Other items “In process”
  - New issues have emerged where staff is seeking direction

- New City Manager onboard in 2017
- Organization wants to better understand how the initiatives are prioritized by the Mayor & Council
- Have asked that the Mayor & Council “prioritize the priorities” – items marked as “complete by staff were removed from consideration
  - Question about one item that staff marked as “complete” LGBT Non-Discrimination



- Mayor & Council had “homework” this weekend to sort 23 “priorities” into three categories
- 12 Priorities emerge – each are a TOP or HIGH priority of at least 3 individuals
- Results
  - Top – Four items weighted score of 10-12
  - High – Five items weighted score of 9
  - Other – 3 items weighted score of 8

# TOP Priorities

- Modify & incentivize the required percentage of various housing requirements (affordable/workforce) in new development
- Improve the plan review process in CPDS and other development/permitting customer processes
- Formulate a policy on economic incentives and develop supportive programs
- Review & agree upon the scope of duties of the Rockville Police Department and determine appropriate staffing

# HIGH Priorities

- Beautify the concrete walls under the railroad tracks at Middle Ln. & Park Rd.
- Review the scope and role of the City's Brds. & Cmsns. And make appropriate changes & review the systems and process to create, appoint & sunset
- Identify and establish new public/pvt partnerships for the City
- Refine the City's relationship to and expectations of Rockville Economic Development
- Examine the appropriateness of different development standards around Metro Stations

## OTHER Priorities

- Review and improve wayfinding and entrance way signage throughout the City and consider a fresh branding initiative
- Explore mechanisms to encourage neighborhood shopping center revitalization and explore additional zoning and uses
- Grow and foster the arts, sciences and Rockville's heritage as increasing segments of the local economy and destination appeal



## Ongoing Items

- Complete the Master Plan revision by 2018
  - Score of 8; 2 individuals have as Top or High priority
- Adopt and implement Vision Zero and engage the community in implementing the vision
  - Score of 7; 2 individuals have as Top or High priority
- Create a parkland dedication ordinance to address the impact of increased residential development
  - Score of 7; 1 individual has as a Top or High priority



- Hire a consultant to conduct a feasibility study for a pilot trolley/streetcar program
  - Score of 6; 2 individuals have as a Top or High priority

Develop an Open Data Initiative that includes all aspects of City governance

- Score of 6; 2 individuals have as Top or High priority
- Formulate the conditions under which Rockville can support Bus Rapid Transit
  - Score of 6; 1 individual has as a Top or High priority

# Ongoing Priorities

None of the following are a Top Priority of any member of the Mayor and Council

- Develop a plan to increase physical connectivity of neighborhoods (6)
- Adopt a sustainable fleet policy (5)
- Explore improvements to the City's forestry requirements (2)
- Create a community climate action plan developed by a citizens task force (2)
- Document and assess work processes to improve efficiency and effectiveness as a prelude to implementing ERP, establishing an open data initiative and improving performance measures (2)