'Critical Success Factors' to Achieving Mayor and Council Vision

In early 2016, the Mayor and Council set their vision and goals for the term that ends in November 2019. Mayor Bridget Donnell Newton and Councilmembers Beryl L. Feinberg, Virginia D. Onley, Julie Palakovich Carr and Mark Pierzchala reaffirmed, with some revisions, eight "critical success factors," which were first identified in January 2014, representing what the City will look like when the Mayor and Council achieve their shared vision.

EFFICIENT AND EFFECTIVE CITY SERVICE DELIVERY

Rockville is known for exceptional, personalized service delivery to residents and businesses, characterized by efficient, well documented processes that are administered equitably by a committed workforce of employees with a "can-do" attitude. The Mayor and Council, together with Senior Management, work well together as they govern the community. The City has talented leadership that ensures the City government is moving in the right direction.

GOOD GOVERNANCE

The Rockville Mayor and Council work well together to make decisions for the betterment of the City, and the City enjoys excellent relationships with Montgomery County, Montgomery College, Montgomery County Public Schools, the State of Maryland and other governmental entities. Rockville residents are engaged with the community, actively volunteer for boards and commissions and turn out the vote in City elections.

SAFE AND LIVABLE NEIGHBORHOODS

Rockville is a community of safe, diverse neighborhoods with well-kept homes and vital neighborhood centers. This is accomplished by the City's commitment to public and pedestrian safety, diversity in housing, support for high quality education and well-maintained infrastructure and by providing City services that address the needs of all constituencies.

FISCAL RESPONSIBLE

The City of Rockville has a track record of fiscal stability evidenced by exemplary bond ratings, appropriate reserve planning, and well thought out and researched capital and operating plans.

PLANNING AND PRESERVATION

Honoring its history, the City strives to protect the integrity of each neighborhood and ensure the quality of life for its residents. Rockville is the epitome of well-planned communities that has constantly reinvented itself and handled increasing density and growth associated with being part of a major metropolitan area. Rockville is known for quality transit-oriented development. The City's illustrious "Rockville Pike" is noted as a best practice application of multi-modal transportation planning and includes retail and housing opportunities for diverse populations.

INFORMED AND ENGAGED RESIDENTS

Rockville residents are involved with their community and take an active interest in City government by participating in City activities, serving on Boards and Commissions, voting in municipal elections, and engaging in City governance. The City ensures residents have access to information about City services and current issues, and reaches out to all populations through the innovative use of all media.

ECONOMIC DEVELOPMENT

Rockville has an enviable business climate built on the success of its multi-phased Town Center, Rockville Pike, and Neighborhood Commercial Centers. The community enjoys a balance of commercial and residential development, small and large businesses and is characterized by mixed use development. New investment is encouraged by the City's innovative business incubators and the development community is supported by an efficient development process that balances and respects private and community interests in the process.

STEWARDSHIP OF INFRASTRUCTURE

Rockville maintains and enhances existing City infrastructure (i.e. roads, bridges, water and sewer systems, buildings, fleet, amenities, etc.), and while planning for future needs, makes fiscally sound decisions for the long term health of the City. The City strives to be an environmentally sustainable community that preserves its green spaces and continually reevaluates ways to reduce its environmental footprint.