

City of Rockville Parks, Recreation and Open Space Plan



Adopted March 15, 2010



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Executive Summary

This Parks, Recreation and Open Space Plan (PROSP) is a long-range policy document that sets overall direction in terms of goals and objectives for parks and recreation in the City of Rockville for the next 20 years. The Plan updates and replaces the Recreation, Parks and Open Space chapter of the City of Rockville 2002 Comprehensive Master Plan, which has functioned as the PROS Plan for the City. The plan will be adopted officially as part of the updated Comprehensive Master Plan, scheduled for completion in FY 2010.

Rockville, the Montgomery County seat, is located 12 miles northwest of Washington D.C. Parks, recreation and open space play a vital role in City life. The City's parks, recreation and open spaces serve a diverse resident population that extends well beyond the city's borders as well as a large employment base. In a scientific survey conducted for the PROSP over 80 percent of respondents said that the availability of recreation classes, parks, and facilities was important to their satisfaction with living in Rockville.

Chapter 1 sets the plan's organizational framework. The City of Rockville's Department of Recreation and Parks is one of the City's largest departments and is key to implementing the City's overall vision as set by the Mayor and Council in 2008:

- Distinct Neighborhoods, One City
- A Cultural Destination
- Green City
- Quality Built Environment
- Exceptional City Services
- Economic Development and Sustainability
- Community Engagement

The Department of Recreation and Parks is organized into seven divisions:

- Administration,
- Recreation Services,
- Senior Citizen Services,
- Community Services,
- Facilities,
- Parks and Open Space, and
- RedGate Golf Course.

The Recreation and Park Advisory Board, an advisory group of resident volunteers, works closely with staff and with the City's elected and

appointed officials to implement the recreation and parks program.

Chapter 2 describes existing and planned recreation resources in and around the City. As of 2009, PROS in the City totaled 1,199 acres. The Department of Recreation and Parks owns or maintains 69 parks, recreation and open space sites totaling approximately 1,035 acres. This includes 14 citywide parks and facilities, 40 neighborhood parks and facilities, four athletic parks, and 11 open space parks. An additional 164 acres are at public school sites and Montgomery College. The PROSP analyzes these sites from a number of perspectives, especially their location with respect to three broad geographic service areas of the City:

- West: West of I-270
- Central: Between I-270 and MD 355
- East: East of MD 355

A broad range of PROS resources are close to the City in Montgomery County, and are readily accessible to city residents. The PROSP defines an Outer Rockville Recreation Area (ORRA), extending approximately one mile around the city in all directions, to study and evaluate these resources and demands.

Chapter 3 describes population and other socio-economic information relevant to planning for future PROS. As of 2008 the City's population was estimated at 61,909, a 31 percent increase over its 2000 population. Growth is expected to continue, with the population projected to reach approximately 74,500 by 2030. The ORRA population, including the City of Rockville, is projected to reach approximately 256,000 by 2030. The City is also a major employment center. As of 2005, there were approximately 78,700 jobs in the City and this number is projected to increase to approximately 108,800 by 2030.

Looking to the future the City and Department are facing a number of challenges with respect to PROS:

- Maintaining high levels of service as the City and ORRA grow.
- Serving an increasingly culturally and linguistically diverse population.
- Serving an increasingly older population.

- Retrofitting an essentially built-out City to meet demands for increased pedestrian connectivity and for more “natural” greenways and open space.
- Providing accessible services to all sectors of the population including minorities, lower income, and disabled populations.

Chapter 4 contains the PROSP’s needs assessment. It incorporates a very broad range of inputs, both quantitative and qualitative including an assessment of social and PROS trends, an examination of PROS best practices, a review of past neighborhood master plans, and a supply, demand, and need assessment for PROS land and 17 types of PROS facilities such as tennis, basketball and soccer. Public input into the PROSP was extensive including a scientific survey, two communitywide outreach meetings and 13 stakeholder focus group meetings.

A number of topics were given special attention in the plan and are addressed in Chapter 4:

- Multi-cultural inclusion
- Serving the disabled population
- Safety/security
- Bicycling
- Zoning
- Rockville Pike redevelopment
- Cost recovery and impact fees
- Watershed planning and stormwater management
- Growth and development of the Department of Recreation and Parks

Chapter 5 contains the PROS plan’s major recommendations which are divided into two sections:

- Major department-wide policy recommendations
- Division-specific recommendations

The plan’s recommendations include, wherever possible, benchmarks and performance measures for use in reviewing progress in implementing the plan and for possible incorporation into the department’s annual budget and capital improvement program.

Nine department-wide policy recommendations address the most important themes and ideas that emerged through the PROSP preparation process.

1. **Build community pride and ownership in the City’s recreation and parks system.** The importance of promoting volunteerism,

partnerships with neighborhoods and businesses, stewardship and developing civic pride was a consistent theme through the PROSP preparation process. Through continued and broadened outreach and strengthened partnerships with neighborhoods and businesses the objective is to instill in people a sense of ownership and a desire to be stewards, leaving parks and open spaces in a better state than how they found them.

2. **Support the City’s Sustainability Initiatives.** The Department of Recreation and Parks, with management and maintenance responsibilities for most of the city’s lands, buildings, trees, and landscaping, has a vital role in the City’s drive for sustainability. The Department can be at the vanguard of the initiative by making all facilities and parks models of sustainability, working towards green building standards for facilities, leading with respect to running programs, facilities and events on sustainable principles, and helping implement the City’s Strategy for a Sustainable Rockville
3. **Acquire additional park and open space land.** In order to meet the Department’s citywide parks and open space acreage goal (18 acres for every 1,000 residents) the City will need to add 142 acres to its inventory by 2030. Key recommendations are to obtain funding for land acquisition, and focus on areas of greatest need, especially East Rockville, Twinbrook, Town Center, and Rockville Pike.
4. **Continue to build and develop Rockville as a cultural destination.** Rockville aspires to be a major, regional, cultural destination, recognized regionally, nationally, and internationally. The Department maintains and programs many of the public gathering places that host cultural activities. The PROSP recommends that the City’s cultural and entertainment plan, scheduled to be updated in 2009, consider arts programs that inspire and bring people together as a community in shared experiences; ways to reflect the culture of ethnic populations in park design and incorporate amenities supporting/reflecting different cultures; activities to bring younger audiences and whole families to arts facilities; and improved coordination of publicity of the arts in Rockville.

5. **Strengthen connectivity between neighborhoods, parks and facilities.** Rockville has achieved a great deal in the area of trail, sidewalk, and bicycle connectivity. In the past residents have ranked ease of travel by bicycle and walking relatively low, though in the 2008 citizen survey the rankings were above the national average. Strengthening connectivity will be part physical (new construction and enhancement of sidewalks and trail connections, and signage) and part outreach, educating the public about existing connections so that the perception of ease of connectivity increases.

6. **Balance programmed and un-programmed activities and areas. Focus more strongly on nature-based activities, play, and wellness.** Achieving the “right” balance between active and passive PROS, and programmed and non-programmed activities and areas was a common theme among participants in the PROSP process. Key plan recommendations are:

- Continue to maintain a near 50-50 balance between passive open space and active park areas with recreational amenities.
- Increase awareness of opportunities for un-programmed activities at parks and facilities.
- Promote opportunities for nature-based activities such as hiking trail and bird-watching, and for spontaneous, nature-based, play.
- Integrate wellness considerations into department-wide activities and new park and facility design.

7. **Reinvent, reinvest, and rebuild existing PROS. Share facilities.** While the City needs to acquire additional park and open space land, it also needs to continue to invest in its existing assets. Further, to stay relevant, PROS have to adapt to changing needs or people stop using them. The Plan also supports shared use of facilities; rather than developing centers for specific age groups.

Some staff members are concerned about their ability to maintain high standards given the increasing demands being placed on the PROS system. The Department’s past success is due in large measure to its providing a high quality program. Future success will rely on continuing this approach.

8. **Market the program.** Respondents to surveys generally respond that they receive about the right amount of information about departmental activities and know what PROS resources are available to them. Nevertheless, with approximately 25 percent of respondents responding negatively, and with new residents moving into the City all the time, marketing and promotion must remain high on the agenda. The Department markets well and in diverse ways, though a number of creative, marketing ideas were expressed during the PROSP process. The PROS Plan also recommends the Department not abandon efforts to capture its very broad range of services it provides in a logo or brand. A starting point could be making Rockville a magnet for people seeking a “healthy and fulfilling lifestyle”.

9. **Embrace cultural diversity. Maximize opportunities for ethnic groups to participate in Rockville's parks, facilities and programs.** The City has become a diverse community of many ethnicities and cultures and the Department of Recreation and Parks strives to understand, adapt to, and serve this reality. The PROSP process revealed that minority cultures and ethnicities feel welcome at City parks and facilities. The department should strive to continue this success in upcoming years. Among the Plan’s recommendations are to: showcase and celebrate the City’s diversity of cultures through its parks, facilities and programs; introduce cultural elements into parks; and partner with cultural associations.

Division-specific recommendations are the key recommendations for each of the Department of Recreation and Parks’ divisions. The recommendations are drawn from the analyses and assessments in Chapter 4 in relation to each division’s achievements and challenges. The entire list of findings and recommendations from all of the inputs is contained in a Compilation of Recommendations table included in the plan as Appendix E. Among the key recommendations made for each division are:

1. **Administration**

- Continue to strengthen workload and performance measures in the annual budget.
- Continue to work on marketing and outreach, concentrating on lower income

- populations, persons with disabilities, businesses, and people who work in the City.
 - Grow the Recreation and Parks Foundation.
 - Integrate wellness into Department-wide activities.
 - Designate a staff person knowledgeable in the area of therapeutic recreation and ADA regulations as a Department-wide clearinghouse.
 - Play a leadership role in disseminating the beneficial use of technology throughout the Department.
2. **Recreation Services**
- Increase the number of teen activities by 20 percent by 2014.
 - Promote opportunities for nature-oriented programming and unstructured play.
 - Introduce more programs and events of interest to young adults (20s and 30s).
 - Increase familiarity among residents, especially new residents, about what the Department offers.
3. **Senior Citizen Services**
- Meet senior needs by making maximum use of existing facilities throughout the City.
 - Capitalize on any opportunity to acquire a site/land for a future multi-purpose center. A new center should be in Central or East Rockville.
 - Reach out to underserved populations/ populations not using the senior center in numbers proportional to their size.
4. **Community Services**
- Continue programs that reach at-risk and disadvantaged youth and families.
 - Work with other divisions to increase outreach to lower income populations.
 - Continue outreach to and mentoring of young people at risk of involvement in gang activities.
5. **Facilities**
- Continue to “reinvent” recreation facilities, paying attention to maintenance, upkeep, and upgrade, to keep them fresh, interesting, novel, and attractive to users.
 - Enhance the smaller community centers.
 - Increase facility use by businesses and by people working in Rockville.
 - Address facilities needs from the supply versus demand needs analysis: indoor fitness facilities; and indoor sports facilities.
6. **Parks and Open Space**
- Acquire additional park and open space land, including 25 to 30 acres within the Rockville Pike Neighborhood Plan study area by 2030.
 - Develop a city wide open space plan to bring together into a single vision greenways, connections, and potential open spaces in the City.
 - Develop a long-range plan for each existing and new park.
 - Address parks needs from the supply versus demand needs analysis: two new dog parks; up to two artificial turf fields for multipurpose use; two to four picnic areas; eight playgrounds including, possibly, a multi-generational playground; two to three skate spots; an inflatable dome over the swim center outdoor fitness pool; and one new outdoor volleyball court.
 - Support additional community gardens (plots) on City-owned land.
7. **RedGate Golf Course**
- Continue to operate RedGate Golf Course as one of the major PROS assets within Rockville parks system. Retain RedGate as PROS resource if it ever stops operating as a golf course
 - Continue efforts to return RedGate to fully self-supporting financial status.

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Introduction

This Parks, Recreation and Open Space Plan (PROSP) is a long-range policy document that sets overall direction in terms of goals and objectives for the City of Rockville Department of Recreation and Parks for the next 20 years. The Plan updates and replaces the Recreation, Parks and Open Space chapter of the City of Rockville 2002 Comprehensive Master Plan, which has functioned as the PROS Plan for the City. The plan will be adopted officially as part of the updated Comprehensive Master Plan, scheduled for completion in FY 2010.

Rockville, the Montgomery County seat, is located 12 miles northwest of Washington D.C. Parks, recreation and open space play a vital role in City life. The City's parks, recreation and open spaces serve a diverse resident population that extends well beyond the city's borders as well as a large employment base.

The City of Rockville Department of Recreation and Parks has a track record of providing excellent facilities, services and programs to the residents of the City and the surrounding area, and people who work in the City. In a survey conducted for the PROSP over 80 percent of respondents said that the availability of recreation classes, parks, and facilities was important to their satisfaction with living in Rockville (see Chapter 4 Section B.9).

In 2008 and looking to the future the City and the Department are facing a number of challenges:

- Maintaining high levels of service, typically exceeding national standards, to a city projected to grow from a population of approximately 59,700 in 2005 to 74,500 in 2030, and the center of a region of over 255,000 people.
- Serving an increasingly culturally and linguistically diverse population. In 2000, 31 percent of the City's population was foreign born.
- Serving an increasingly older population. By 2030 the number of people over age 65 in the City will double compared to the number in 2005.

- Retrofitting an essentially built-out City to meet demands for increased pedestrian connectivity and for more "natural" greenways and open space.
- Providing equitable services to all sectors of the population including minorities, lower income, and disabled populations.

Through the PROS Plan process the Department of Recreation and Parks has explored these and other challenges from a variety of perspectives in a broad-based public involvement process engaging appointed officials, a large number of the department staff, staff from other City departments, and from the surrounding area, diverse groups, stakeholders, and the general public.

Chapters 1, 2 and 3 describe the organizational framework for the plan, PROS resources, and the City's demographic and socioeconomic characteristics. Chapter 4 is the plan's needs assessment, including inputs and analysis from the public involvement process. Chapter 5 contains the plan's recommendations. Wherever possible the recommendations incorporate quantitative measures or benchmarks to assist the Department in evaluating its success in implementing the plan.

Note on Plan Content and Appendices

A very large volume of data and information was used to prepare this Plan. To keep the Plan to a manageable length and size, the main text and appendices contain the Plan's key points, data, maps, figures, conclusions, policies and recommendations. Supporting documents, reports, data and memoranda are included in the electronic version of the plan which is available in CD-ROM format or from the City of Rockville Department of Recreation and Parks.

Chapter 1 Organizational Framework

Rockville is the county seat of Montgomery County and the third most populous city in Maryland. The City is governed by a Mayor and Council- City Manager form of government. The Mayor and Council formulate policies for the administration of the City. The City Manager serves as the Executive Manager of the City.

Reporting to the City Manager are seven departments. In FY 2009, the Department of Recreation and Parks had the largest number of employees of all these departments, with 164 full-time positions out of 553 total for the City and 88 out of 100 part-time/temporary employees. The Department had the second largest operating budget after the Department of Public Works, \$21.6 million, equivalent to 21 percent of the total operating budget for the City.

A. Goals and Objectives

In May 2008, the Mayor and City Council adopted its ten-year vision for the City and identified the short-term priorities to pursue over the next two years toward achieving that vision. The vision guides staff in planning programs, services and projects for the community. The visions are:

- **Distinct Neighborhoods, One City** – While all of our neighborhoods, new and old, exhibit strong individual identities; they are also fully integrated into the community. Neighborhoods are pedestrian friendly and physically connected to each other, to parks and to schools. 
- **A Cultural Destination** – Rockville is a major regional cultural center, and is recognized as such regionally, nationally, and internationally. 
- **Green City** – The community is dedicated to fulfilling its responsibility for strong stewardship of, and living in harmony with, the natural environment. 

- **Quality Built Environment** – Rockville is a beautiful city, and a model of quality development. Our buildings conform to the highest environmental and design standards. Great attention is given to ensuring high quality materials and technologies are incorporated in construction. 
- **Exceptional City Services** – The City of Rockville provides a full complement of services that are of high quality and well funded. The community's needs have been anticipated, and services adapt to and keep pace with changing needs. 
- **Economic Development and Sustainability** – Rockville is a regional employment center for both the public and private sector, with a strong emphasis on clean, high-tech industry. 
- **Community Engagement** – The City vigorously employs a multiplicity of communication techniques to keep the citizenry fully informed in a manner that facilitates broad and effective citizen participation in city decision-making. 

Each City department organizes its objectives around these visions.

The Department of Recreation and Parks mission is to “*promote participation for all Rockville citizens in diverse, interesting, and high quality recreational and leisure opportunities in safe, modern, and well-maintained parks and facilities.*”

The Department of Recreation and Parks makes the mission operational through strategic objectives, updated annually, and expressed in the department's operational budget. Examples from the budget of the Department's objectives in relation to the City's 10-year vision are:

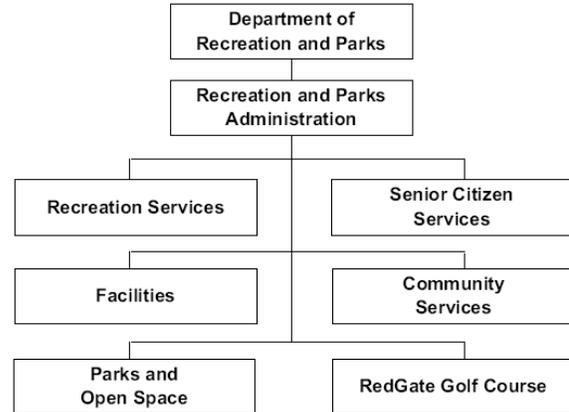
- **Distinct Neighborhoods, One City**
 - Collaborate with civic associations and individual residents to determine short- and long-range needs/desires for

neighborhood parks, community recreation facilities and programmed and drop-in services

- **A Cultural Destination**
 - In cooperation with citizens, neighborhoods, businesses, the non-profit sector, cultural associations and City Boards and Commissions, prepare and implement a cultural plan with ambitious goals for cultural amenities, including programs for cultural and entertainment activities
 - Continue to spearhead bringing a Science Center to Rockville
- **Green City**
 - Continue aggressive efforts to reduce fossil fuel-based energy consumption and carbon emissions at City buildings
 - In cooperation with Public Works and other departments, support and implement the programs and strategies of the Sustainable Rockville Initiative
- **Quality Built Environment**
 - Update 6-year improvement plans for all City facilities to maintain and improve them in as-built condition with the overall goal of enhancing enjoyment by all users
- **Exceptional City Services**
 - Deliver excellent customer service
 - Research and integrate best practices into ongoing departmental programming
 - Adapt to the growing diversity of facility and program users
- **Economic Development and Sustainability**
 - Support existing and prospective new Rockville businesses by promoting availability and use of City parks, facilities and programs among persons who work, as well as live, in Rockville
 - Encourage the business community to become more involved in civic and community activities such as Rockville's special events
- **Community Engagement**
 - Provide multiple opportunities and avenues for citizens to engage the Recreation and Parks department and work actively for betterment of services and facilities provided
 - Develop an "e-newsletter" to promote programs and services to the community

To implement its mission and objectives, the Department of Recreation and Parks is divided into seven divisions (Figure 1-1). Table 1-1 summarizes the responsibilities of each division.

Figure 1-1 Department of Recreation and Parks Organizational Chart



B. Recreation and Park Advisory Board

The Recreation and Park Advisory Board is established in the City Code (Section 14-16). The Board is a nine member advisory body appointed by the Mayor with the confirmation of the Council. Members serve for overlapping two year terms. The Board is charged with encouraging the development of desirable recreation and park facilities in the City and recommending those programs for young people and adults that suitably reflect the needs of the citizens.

The board works closely with staff and with the City's elected and appointed officials to implement the recreation and parks program.

Other boards and commissions important to PROS are:

- Cultural Arts Commission
- Human Services Advisory Commission (HDC)
- Rockville Seniors, Inc. (RSI)
- Senior Citizens Commission

Table 1-1 City of Rockville Department of Recreation and Parks Divisions

Division Name	Responsibilities	Number of Employees FY09 (Full Time Employee Equivalent plus Temp)	Operating Budget FY09 (\$ millions)
Administration	Leadership and management of the Recreation and Parks department, stewardship and management of all of the City's parkland, open space and buildings, planning and delivery of special events, management of capital projects.	13	\$1.7
Recreation Services	Provides diverse recreation and enrichment programs to Rockville residents and other users. This division includes arts, community recreation, teens, camps, classes, childcare and sports.	58	\$3.7
Senior Citizen Services	Provides for the social, recreational, educational, fitness and wellness needs of active employed, active retired and frail senior citizens. The division includes Senior Citizen Social Services, Recreation Services, Sports and Fitness, senior transportation, and the operation of the Rockville Senior Center	22.3	\$1.5
Community Services	This division provides supportive programs and services to help at-risk and disadvantaged youth and families to become self sufficient, make positive life choices, and adjust to societal challenges.	10	\$1.4
Facilities	Maintenance and Management of the City's major recreation facilities. These include: <ul style="list-style-type: none"> • Rockville Municipal Swim Center • Civic Center Complex (including Glenview Mansion and F. Scott Fitzgerald Theatre) • Lincoln Park Community Center • Twinbrook Community Recreation Center • Thomas Farm Community Center • Croydon Creek Nature Center The division has responsibility for all the City's recreational and non-recreational buildings (69 total- 854,824 square feet).	84.1	\$7.5
Parks and Open Space	Operation, maintenance and improvements to Rockville's parks, athletic fields, and rights of way (1,035 total acres). A horticulture section services parks and open spaces, administers the City Master Tree Plan, and plants and maintains 120 flowerbeds. Urban forest maintenance and forestry development review sections manage the City's more than 25,000 trees and reviews forest plans for development plans.	49.1	\$4.4
RedGate Golf Course	This division operates and maintains the RedGate Municipal Golf Course.	15.5	\$1.3
Total		252*	\$21.6

* Full Time Employee Equivalent- 164; Temp- 88

C. Related Groups and Organizations

The Department of Recreation and Parks' broad ranging Mission, goals, and strategic objectives relate to the interest of a large and diverse set of groups and organizations. These groups include but are not limited to:

- Chinese American Senior Services Association (CASSA)
- Chinese Culture and Community Services Center (CCACC)
- Community Ministries of Rockville
- Coordination Council for Chinese American Associations (CCCAA)
- Girls Softball League
- Glenview Mansion Subcommittee
- Hispanic Community/CHARLAS
- Hispanic Seniors Group
- Historic District Commission
- Latino Mothers Group
- Maryland-National Capital Park and Planning Commission (M-NCPPC)
- Maryvale Linkages to Learning
- Montgomery County Public Schools (MCPS)
- Montgomery County Recreation Department
- Montgomery County Road Runners Club
- Montgomery County Therapeutic Recreation
- Peerless Rockville Historic Preservation, Ltd
- Real Maryland Football Club
- Rockville Art League
- Rockville Baseball Association (RBBA)
- Rockville Bikeway Advisory Committee
- Rockville Civic Ballet
- Rockville Chamber of Commerce
- Rockville Dog Owners Group
- Rockville Economic Development Inc. (REDI)
- Rockville Football League (RFL)
- Rockville Housing Enterprise (RHE)
- Rockville Montgomery Swim Club
- Rockville Recreation and Parks Foundation, Inc.
- Rockville Seniors, Inc.
- Sister City Corporation
- Skate Park Users Group
- Swim Center Advisory Committee

- Taiwanese American Seniors Society (TASS)
- Theater User Group Committee
- Town Center Action Team
- Metropolitan Center for the Visual Arts at Rockville (VisArts)

D. Funding

Operating Budget

The Department of Recreation and Parks operating budget for FY 2009 is \$21.6 million. Of this total, \$13.3 million is for salaries and wages, benefits, and overtime. The remaining \$8.2 million is for contractual services, commodities, and capital outlays.

The Department's operating budget is substantially offset by revenues from program fees, admission fees, special events fees, facility rental fees, golf revenues, etc. In FY 2009, the Department expects to receive \$7.2 million in revenues. The remaining \$14.4 million is allotted from the City's General fund, the RedGate Fund, the Parking Fund and the Special Activities Fund.

Capital Budget

The Recreation and Parks Capital Improvements Program (CIP) focuses on maintaining and improving the City's "green infrastructure of parks, open spaces, forest areas, and rights-of-way, as well as constructing and maintaining the City's 69 buildings." The FY 2009 Capital Improvements Program budget covers the current fiscal year, the following four years through 2013, and for four projects in future years beyond.

The FY 2009-2013 CIP budget totals \$56.22 million, covering 36 capital projects, of which \$33.77 million were prior appropriations. Capital expenditures fluctuate from year to year, especially as larger projects are completed. The appropriation for FY 2009 for recreation and parks projects is \$3.22 million, approximately 16 percent of the City's total capital budget of \$20.47 million.

Major recreation and parks projects (over \$2 million) in the FY 2009-2013 CIP are:

- Art in Public Places
- Asphalt/Concrete Improvements
- Civic Center Accessibility Improvements
- Croydon Creek Nature Center Improvements
- F. Scott Fitzgerald Theatre Improvements
- Glenview Mansion Improvements
- Mattie J. T. Stepanek Park
- Pedestrian/Bike Bridge over I-270
(complete)
- Playground Equipment Replacement
- Roofing Replacement
- Senior Center Improvements
- Swim Center Improvements
- Thomas Farm Community Center

Chapter 2 PROS Resources and Programs

This chapter describes existing and planned recreation and open space resources in and around the City of Rockville. Rockville has a very broad and varied inventory of recreation and open space opportunities. PROS in the City total 1,199 acres. The City itself provides a large portion of these resources, including 69 parks and open space sites encompassing 1,035 acres. Other recreation and open space providers in the Rockville area include the Maryland National Capital Park and Planning Commission (M-NCPPC), Montgomery County Recreation Department, the City of Gaithersburg, Montgomery County Public Schools, homeowners and civic associations, non-profit organizations, and private businesses and commercial organizations.

A. City of Rockville Department of Recreation and Parks

Table 2-1 lists the 69 parks and open space sites owned or maintained by the Department of Recreation and Parks (see also Map 2-1). The City uses the following classification system for its PROS, which is based on each park or recreation area's primary function. The classification system is different from Montgomery County's (see below).

- **Citywide Parks** - Parks that serve a citywide function and attract users from all over the city.
These include facilities with indoor multi-purpose programming rooms, game rooms, craft rooms, and dance and exercise rooms. Some community centers also include gymnasiums with basketball and indoor volleyball courts, computer labs, and other neighborhood park-type facilities.

Examples of citywide parks include Welsh Park, Isreal Park, Mattie J.T. Stepanek Park, Twinbrook Park, and Fallsgrove Park.

- **Neighborhood Parks** - Recreational areas and passive open space within easy walking or cycling of residential areas.

These parks typically include tot lots and/or playgrounds with equipment for young children. Some neighborhood parks also include ball fields, tennis courts, basketball courts, picnic areas, shelters with restrooms, and other recreational amenities.

Examples of neighborhood parks include North Farm Park, Maryvale Park, Montrose Park, Calvin Park, and Potomac Woods Park.

- **Athletic Parks** - Areas for team sports, pickup sports games, and large group activities. Athletic parks also serve as neighborhood parks.

Examples of athletic parks include Broome Athletic Park, Dogwood Park, and Mark Twain School Athletic Park.

- **Open Space** - Conservation land with few if any recreation amenities.

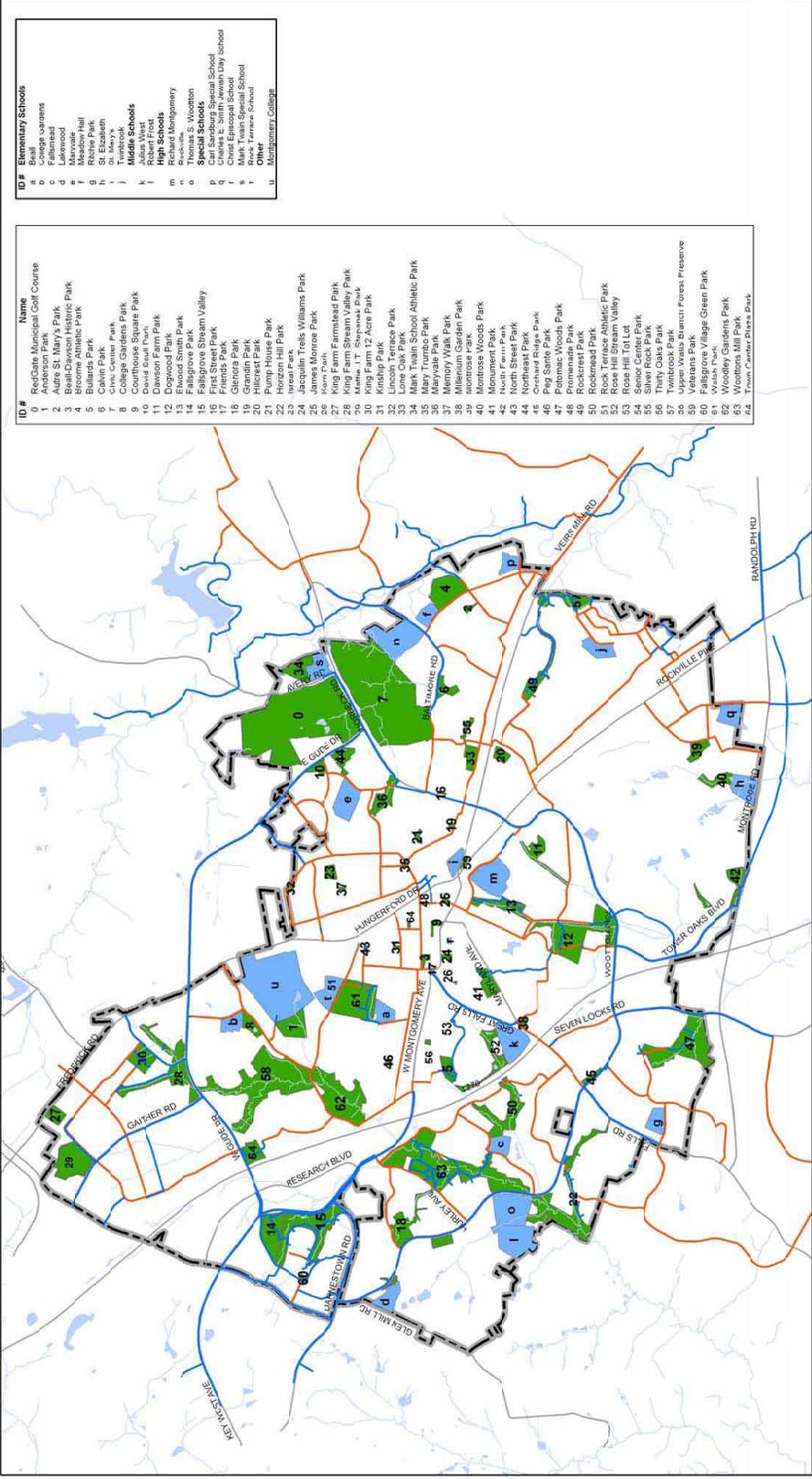
Open spaces are intended to be conserved for environmental benefits such as forests, flood and erosion control, enhancements to water quality, wildlife habitat, and scenic values.

Examples of open space include King Farm Stream Valley Park, Rockmead Park, and Anderson Park.

A detailed inventory including a listing of the amenities at each park/recreation area is presented in Appendix A.

Table 2-1 City of Rockville PROS Sites (Sites are shown by number on Map 2-1)

#	Site	Size (acres)	#	Site	Size (acres)
Citywide Parks			36	Maryvale Park	7
3	Beall-Dawson Historic Park	3	37	Memory Walk Park	0.2
7	Civic Center Park	153	39	Montrose Park	6
9	Courthouse Square Park	2	41	Monument Park	8
14	Fallsgrove Park/Thomas Farm Community Center	31	42	North Farm Park	6
23	Israel Park	7	43	North Street Park	0.1
29	Mattie J.T. Stepanek Park	26	45	Orchard Ridge Park	2
	Rockville Dog Park (at Mattie J.T. Stepanek Park - 1.35 acres included in Mattie J.T. Stepanek acreage)		46	Peg Sante Park (Mannakee Circle)	0.7
	RedGate Municipal Golf Course	130	47	Potomac Woods Park	42
54	Senior Center Park	12	48	Promenade Area/Park	0.2
	Swim Center (14 acres included in Welsh Park)		21	Pump House Park	1
64	Town Center Plaza Park	0.4	49	Rockcrest Park	7
57	Twinbrook Park	9	53	Rose Hill Tot Lot	0.4
59	Veterans Park	0.8	55	Silver Rock Park	3
61	Welsh Park	33	56	Thirty Oaks Park	0.5
Neighborhood Parks			62	Woodley Gardens Park	38
2	Autre St. Mary's Park	1	Athletic Parks		
5	Bullards Park	5	4	Broome Athletic Park	8
6	Calvin Park	6	12	Dogwood Park	44
8	College Gardens Park	6	34	Mark Twain School Athletic Park	9
	D. Scull Housing Authority	0.6	51	Rock Terrace Athletic Park (school)	4
10	D. Scull Park	4	Open Space		
11	Dawson Farm Park	7	1	Anderson Park	13
13	Elwood Smith Park	8	15	Fallsgrove Stream Valley Park	50
	Fallsmead Playground (Play Equipment)		16	First Street Park	1
60	Fallsgrove Village Green Park	0.8	28	King Farm Stream Valley Park	52
17	Friends Park	0.1	38	Millennium Gardens Park	1
18	Glenora Park	6	40	Montrose Woods Park	6
19	Grandin Park	0.6	44	Northeast Park	7
20	Hillcrest Park	4	50	Rockmead Park	25
22	Horizon Hill Park	12	52	Rose Hill Stream Valley	12
24	Jacquilin Trells Williams Park	1	58	Upper Watts Branch Forest/ Park	79
25	James Monroe Park	0.8	63	Woottons Mill Park	107
26	Karn Park	0.1	Total		
27	King Farm Farmstead Park	8	1,035		
30	King Farm Park/School Site	12			
31	Kinship Park	0.3			
32	Lincoln Terrace Park	1			
33	Lone Oak Park	5			
35	Mary Trumbo Park	0.2			



ID #	Elementary Schools
a	Beall
b	Bellevue
c	Fairland
d	Lakewood
e	Madison
f	Madison Hill
g	Ridge Park
h	St. Elizabeth
i	Timbrook
j	Woodmont
k	Woodmont
l	Woodmont
m	Woodmont
n	Woodmont
o	Woodmont
p	Woodmont
q	Woodmont
r	Woodmont
s	Woodmont
t	Woodmont
u	Woodmont

ID #	Name
0	Redeater Municipal Golf Course
1	Anderson Park
2	Black-Dawson Historic Park
3	Brome Athletic Park
4	Bullards Park
5	Calvin Park
6	College Gardens Park
7	Courthouse Square Park
8	David Beall Park
9	Deerwood Park
10	Dogwood Park
11	Edwood Smith Park
12	Fallgrove Park
13	First Street Park
14	Friends Park
15	Glenora Park
16	Horizon Hill Park
17	Horizon Hill Park
18	James Monroe Park
19	Jacqueline Trevis Williams Park
20	Kern Park
21	King Farm Park
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99	King Farm Park
100	King Farm Park

Rockville Parks, Recreation and Open Space
 Map 2-1: Park, Recreation and Open Space Resources in the City of Rockville

- Legend**
- City Parks
 - Shared-Use Paths
 - On Road Routes
 - City of Rockville
 - Schools
 - Major Roads
 - Streams
 - Ponds



In its inventory and throughout the plan, the City of Rockville recognizes three broad geographic service areas (Map 2-2).

- West: West of I-270
- Central: Between I-270 and MD 355
- East: East of MD 355

Map 2-2 Rockville Geographic Recreational Service Areas

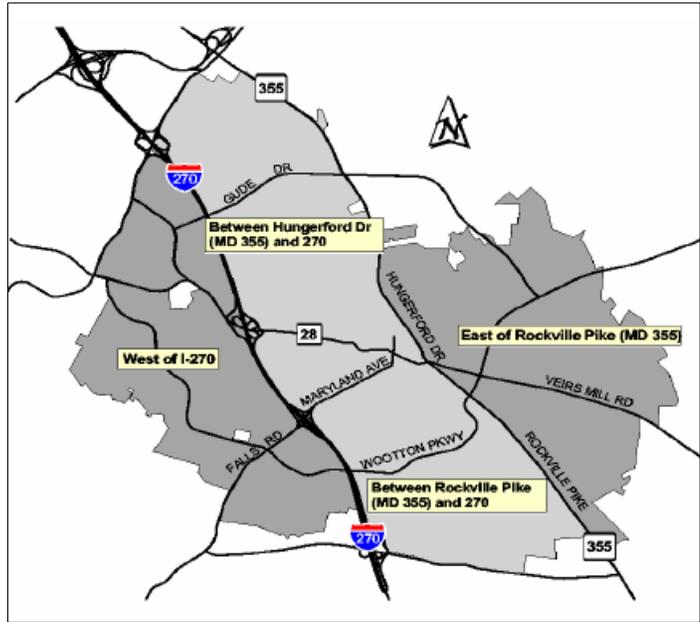


Table 2-2 Summary of City of Rockville PROS Resources by Geographical Area

		Citywide Parks	Neighborhood Parks	Athletic Parks	Open Space	Total	School Sites	Total (incl. schools)
West	Number of Sites	1	6	2	5	14	5	19
	Acres	31	63	50	183	327	49	376
Central	Number of Sites	8	17	3	5	33	6	39
	Acres	76	48	56	163	343	69	412
East	Number of Sites	5	13	2	2	22	6	28
	Acres	300	41	16	8	365	46	411
Total	Number of Sites	14	36	7	12	69	17	86
	Acres	407	152	122	354	1,035	164	1,199

Table 2-2 summarizes the City’s PROS resources by geographic area. PROS acreage is distributed fairly evenly among the three areas. However, the largest number of sites in each category, with the exception of open space, is located in central Rockville (39 sites). More of the smaller neighborhood and citywide parks are located in the central area, while larger citywide, athletic,

and open space parks are located in the east and west. The City’s two largest sites, Civic Center Park and RedGate Municipal Golf Course, are both located in the east. The table also shows public schools with PROS resources.

1. Major Citywide Facilities

- *Civic Center Park:* The Rockville Civic Center Park is the City's largest park with 153 acres, more than 100 of which are in a designated forest preserve. Facilities include the 25-room Glenview Mansion, a National Register historic site, formal gardens, the 460-seat F. Scott Fitzgerald Theatre, playgrounds, tennis courts, a climbing gym, the Croydon Creek Nature Center, a maintenance complex, and several miles of woodland trails.
- *RedGate Municipal Golf Course:* An 18-hole course with over 41,000 rounds of golf played in FY 2007.
- *Beall-Dawson Historic Park:* Built in 1815, the Beall-Dawson House is the City's major historic site. One of the oldest structures in Rockville, it serves as headquarters for the Montgomery County Historical Society.
- *Senior Center:* The Rockville Senior Center opened in 1983 and includes a heavily used multi-service building with a wide range of fitness, health, recreation, social and educational services directed primarily to seniors. The center also hosts City sponsored programs, community activities and private rentals.
- *Swim Center:* The Rockville Municipal Swim Center is adjacent to Welsh Park and contains two indoor and two outdoor pools as well as a gym, volleyball and 'Bankshot' basketball.



Rockville Swim Center has indoor and outdoor pools and serves approximately 158,000 visitors per year. The center first opened in 1968

- *Town Center Plaza Park:* The Town Center Plaza Park opened in 2006 as part of the City's award-winning, nationally recognized town center redevelopment. It hosts a growing number of citywide festivals and special events.



The redevelopment of Rockville's Town Center in 2004 created an important new, central, and multi-use location for residents, workers and visitors.

2. Neighborhood Parks

The City of Rockville's 39 neighborhood parks range from the 42-acre Potomac Woods Park to several mini-parks less than one acre in size. They include a range of facilities and feature several specialty centers.

The Department of Recreation and Parks operates and programs seven community centers, two large and five smaller centers. Lincoln Park Community Center in Isreal Park and Twinbrook Community Center in Twinbrook Park provide recreational, educational, social and cultural activities. Both have gyms, multi-purpose rooms and computers in a learning center. Thomas Farm Community Center in Fallsgrove Park is under construction and is scheduled to open in 2009. When complete the City will have one or more community centers in each of its three geographical service areas.

Smaller community centers are located at Rockcrest Park, Montrose Park, Elwood Smith Park, and Pump House Park. These centers generally have a building with a meeting space and a kitchen. Some house citywide facilities. Rockcrest Park houses Rockville's Ballet Center, for example.

3. Athletic Parks

Dogwood Park (44 acres) is the City's largest athletic park offering baseball/softball and football fields, tennis, volleyball, basketball, playgrounds and concession stands.

Two of the City's ten soccer/multi-use fields are at athletic parks with the others in citywide or neighborhood parks.

4. Open Space

The City's 12 open space parks are mostly located in the valleys of the main stems or tributaries of three streams that flow through Rockville draining towards the Potomac River: Watts Branch (West), Cabin John Creek (Central), and Rock Creek (East) (Map 2-3).

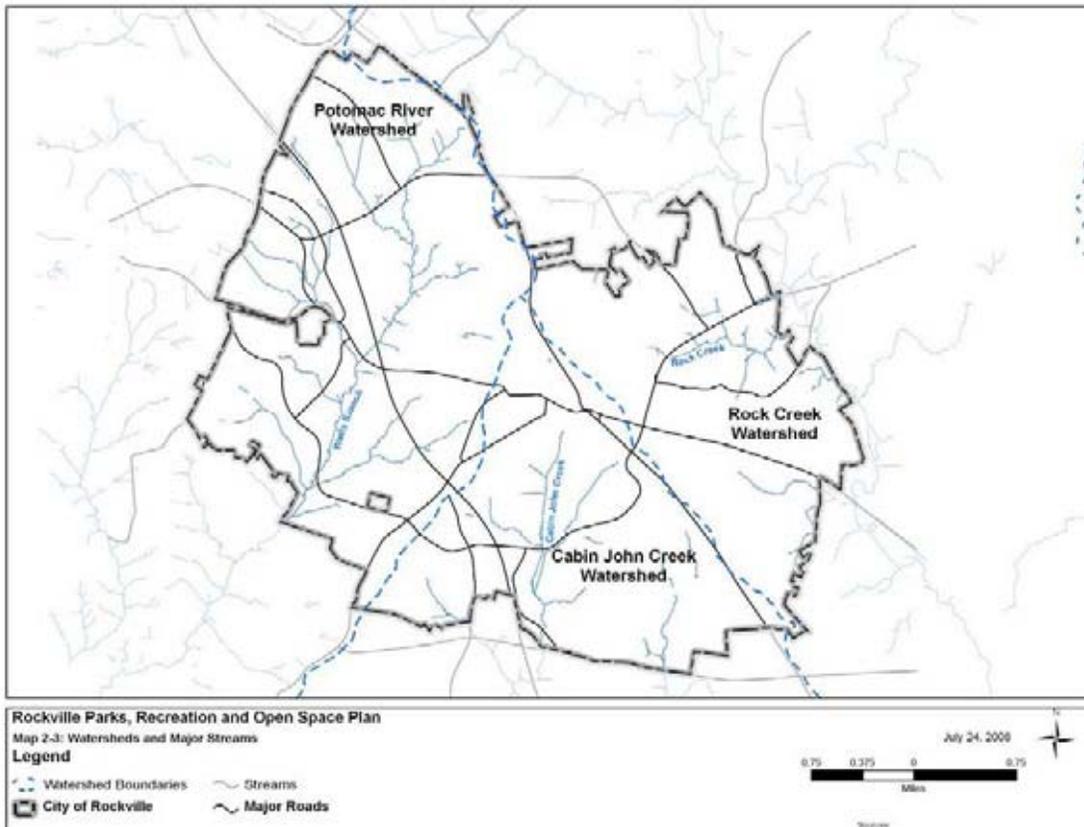
The headwaters of Watts Branch and Cabin John Creek are located in the City. The City's largest complex of open space is in the Watts Branch Valley. The City's four largest open space parks are Woottons Mill Park, Upper Watts Branch Park, King Farm Stream Valley Park, and Falls Grove Stream Valley Park.

Woottons Mill Park includes hiking trails and 177 garden plots available for rent. Other trails run through several of the open space parks, some of which have shelters and picnic facilities.

Upper Watts Branch Forest Preserve is managed solely as a forest preserve.

Pedestrian and Bicycle Amenities

The City's PROS sites are connected by an extensive network of sidewalks and multi-purpose trails. The City has approximately 68 miles of bikeways comprising off-road paths and on-road bicycle lanes and shared routes (see below Section E).



B. Recreation facilities within the City not owned or operated by the City Department of Recreation and Parks

1. Schools and Colleges

Montgomery County Public Schools operates 16 schools within the City with recreation facilities available to the public (Map 2-1). These include ball fields, tennis courts, gymnasiums, playgrounds, and basketball courts. By arrangement with the school system, the City maintains some of these facilities. Montgomery College's Rockville campus has several athletic fields and recreation facilities that are open to the public. Together, these sites provide approximately 164 acres of PROS (Table 2-2).

2. Private, non-profit, and commercial facilities

Private and commercial recreation facilities help meet the recreation needs of City residents, workers and visitors. All or portions of private facilities are open to the public for a fee. Private facilities include but are not limited to:

- Country Clubs such as Lakewood Country Club and Woodmont Country Club.
- Pools such as Twinbrook Swimming Pool, Woodley Garden Swim Club, and Fallgrove, Rockshire, Fallsmead, Potomac Woods, and King Farm community pools.
- Community facilities such as the Fallsgrove Community Center.
- Extensive homeowners and civic association neighborhood-owned facilities such as in Fallsmead, King Farm, New Mark Commons and Thomas Farm.
- Religious-based recreation facilities.

Commercial and non-profit facilities within the City include but are not limited to:

- Exercise and fitness facilities such as Balance Pilates & Yoga, Curves, Fitness First, Metro Fitness Center, National Fitness Institute, and Gold's Gym.
- American Dance Institute.
- Athletic facilities such as Earth Treks Climbing Gym, The Hitting Streak, and Rockville Sportsplex.
- Rockville Ice Arena (ARC)

Appendix A includes a detailed listing of the resources at each facility.

C. Parks and recreation areas outside the City

Recreation in the City of Rockville takes place in a regional context. Rockville PROS resources are used by non-residents including workers and visitors. Many Rockville residents use PROS resources outside the City.

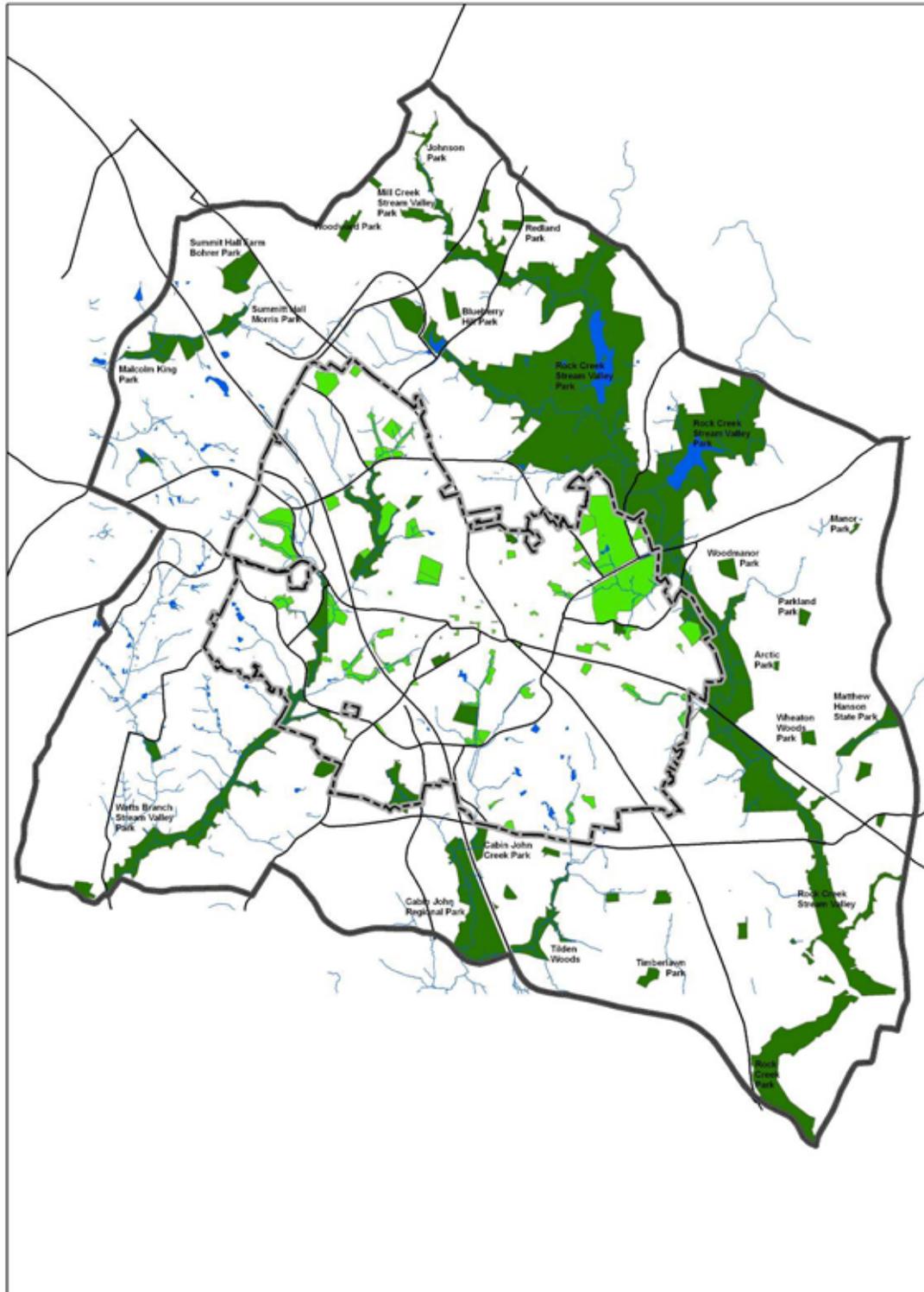
Many users are likely unaware which agency or organization owns or operates the particular PROS resource. To make the best use of its financial and other resources the City of Rockville needs to consider non-city public, private, and non-profit PROS resources both inside and outside the City.

A broad range of PROS resources are close to the City in Montgomery County, and are readily accessible (mostly by car or bicycle) to city residents. This PROS Plan defines an Outer Rockville Recreation Area (ORRA) to study and evaluate these resources.

The area extends approximately one mile around the city in all directions (see Map 2-4 and the detailed inventory in Appendix A). PROS outside the City are in four categories:

- i. Maryland-National Capital Park and Planning Commission (M-NCPPC)
 - ii. City of Gaithersburg
 - iii. Schools and Colleges
 - iv. Private non-profit and commercial
- i. Maryland National Park and Planning Commission (M-NCPPC)*

The M-NCPPC was established by the State of Maryland in 1927 to acquire, develop, maintain and administer a regional system of parks within Montgomery and Prince George's Counties. Within the Outer Rockville Recreation area, the M-NCPPC maintains 22 parks and open space totaling over 4,800 acres including portions of Rock Creek Regional Park, Cabin John Regional Park, and Muddy Branch Park. The M-NCPPC classifies its PROS differently than the City of Rockville based in part on the service area of each park, their physical size, natural features, and the kinds of facilities they contain (see Appendix B).



Rockville Parks, Recreation and Open Space
Map 2-4: Outer Rockville Recreation Area
Legend

Parks in the Outer Rockville Recreation Area	Outer Rockville Recreation Area	Major Roads	July 25, 2008	
City Parks	City of Rockville	Streams		
		Ponds		



Picnic Shelter by Needwood Lake in Rock Creek Regional Park adjacent to the west of Rockville. The park provides 13 miles of trails through woodlands and along the lakeshores, picnicking, fishing, boating and nature viewing.

ii. City of Gaithersburg

The City of Gaithersburg provides many parks and open space facilities for its residents, workers and visitors. Eleven of these facilities comprising over 220 acres of land are within the Outer Rockville Recreation area and thus are easily accessible to Rockville. Notable amongst these facilities are a dog park located at Green Park which includes a shade structure and disabled access, Morris Athletic Park which includes playgrounds, baseball and soccer fields, and tennis and basketball courts, the water park at Bohrer Park, and a 12,300 square foot skate park.

iii. Schools and Colleges

Montgomery County Public Schools operates twenty-four schools within the Outer Rockville Recreation area with recreation facilities (mostly sports fields, courts, playgrounds, and gyms) available to City of Rockville residents.

iv. Private, non-profit, and commercial facilities

Private and commercial recreation facilities within the Outer Rockville Recreation Area include:

- Private community centers such as the Jewish Community Center of Greater Washington, Saddle Ridge Circle Community Center, and Willows of Potomac Community Center.
- Private community recreation facilities such as Fallswood Condominium Pool and Wheaton Woods Swimming Pool.

- Dance facilities such as Arthur Murray Dance Studio, Ballet 106, and Now and Then Dance Studio.
- Exercise and fitness facilities such as Gold’s Gym and Champion Karate.
- Music facilities such as Glenn Music and Victor Litz Music Center.
- Private country clubs such as Manor Country Club and Norbeck Country Club.

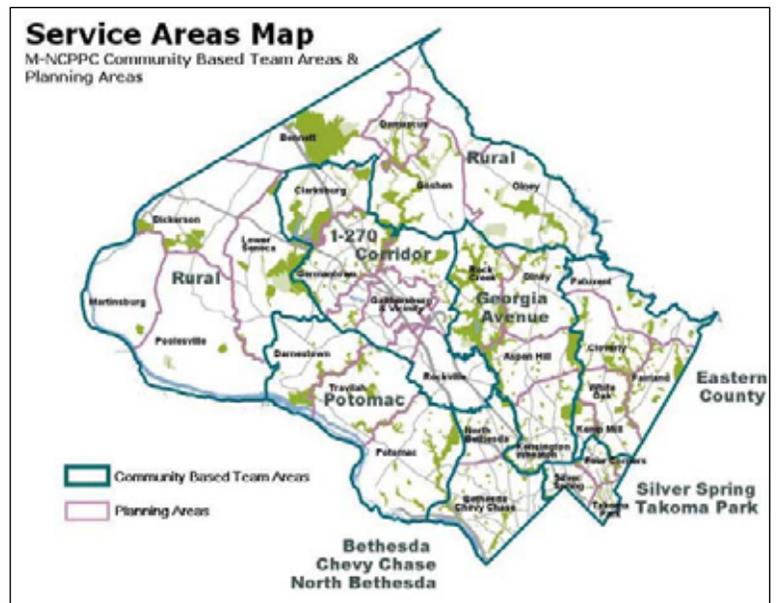
D. Montgomery County

Montgomery County has approximately 69,000 acres of parks, recreation space and open space. Planning for Montgomery County parks is by the Maryland-National Capital Park and Planning Commission, the Montgomery County Department of Planning, and the Montgomery County Department of Recreation.

The County’s 2005 Land, Preservation, Parks and Recreation Plan (LPPRP) inventory includes the PROS resources within the City of Rockville but does not make specific recommendations for the City.

Montgomery County divides the County into 28 planning areas. The City of Rockville is Planning Area # 26. For the purposes of recreation planning, the 28 planning areas are also aggregated into seven Community Based Team Areas. Rockville is in the I-270 Corridor Team Area (Map 2-5).

Map 2-5 Montgomery County Service Areas



E. Bicycling

Existing conditions

Bicycling is an activity growing more popular in Rockville. It is important for recreation and provides opportunities for transportation. The City is committed to creating safe and convenient opportunities for bicycling and to ensure that citizens are able to meet most of their daily needs by bicycle, if they so choose. The City's policy is that bicyclists of all ages and experience levels should have convenient and comfortable access to public services and recreational, cultural, commercial, and employment destinations.

The City has accomplished a lot in the area of bicycling. Since 1998 Rockville has developed from a city with a few unconnected bicycle trails into one of Maryland's leading communities for bicycling, with an extensive network of 68 miles of bikeways, including the Millennium Trail, a 10.6 mile loop around the City.



*Signed
shared
roadway
signage*

Rockville has also implemented far-reaching programs to promote bicycling to people living, working in, and visiting the City, to provide recycled bicycles to children, and educate children on how to ride safely. Rockville was awarded a grant from the State of Maryland to develop and implement a comprehensive Kindergarten through 5th Grade Pedestrian and Bicycle Safety Education Program. This program is now conducted in schools across the state and the District of Columbia

The City offers loaner bikes to employees to use for daytime transportation. The City cooperates

with a program called Bikes for the World, which sends bicycles to impoverished countries. The City awards bikes, helmets and locks, through Bikes for the World, to school age children who do good deeds and show good character, and often donates bikes to people in financial constraints who need transportation. Helmets are given to anyone who requests one in writing

The City provides extensive information on its bikeway network, including current development projects, safety information, how to get involved in bicycling in the City, and a detailed map of the City's bikeway network and connections to routes in the County.

The City classifies four types of bicycle routes:

- **Signed-Shared Roadway:** A roadway shared with motor vehicles designated with signs as a preferred route for bicycle use.
- **Bike Lane:** A portion of a roadway that has been designated by striping, signing and pavement markings for the preferential or exclusive use of bicyclists.
- **Shared-Use Path:** A bikeway physically separated from motorized vehicular traffic by an open space or barrier either within the roadway right-of-way or within an independent right-of-way. Shared-use paths may also be used by pedestrians, skaters, wheelchair users, joggers and other non-motorized users.
- **Shared Roadway:** A roadway which is open to both bicycle and motor vehicle travel. This may be an existing roadway, street with wide curb lanes or road with paved shoulders. No special accommodations for bicycles are provided (signage or striping).

After the 10-year completion of the Bikeway Master Plan, responsibility for shared roadways, signed-shared roadways and bike lanes was transitioned to the Department of Public Works. The Department of Recreation and Parks is responsible for shared-use paths and bridges



The City of Rockville’s current bicycle plan, the *Rockville Bikeway Master Plan Update*, was adopted in 2004. It includes recommendations for how bikeway facilities should be used in Rockville, signed-shared roadways, bike lanes, shared-use paths, dual facilities, intersections, and top priority bicycle programs.

F. PROS Programs

1. Recreation Programs

A broad range of recreation programming is available to City residents as well as people working in and visiting the City of Rockville. The City of Rockville is the major program provider within the City. The Montgomery County Recreation Department, City of Gaithersburg, and Montgomery College, as well as many private agencies and clubs offer programs within the Outer Rockville Recreation Area (ORRA) that are also accessible to the City of Rockville residents.

City of Rockville Department of Recreation and Parks Programs

The City of Rockville Department of Recreation and Parks offers a wide range of recreation programs. A detailed list of programs is in Appendix C. Areas of programming include:

- Parks, open space, and the natural environment (includes nature programs and outdoor adventure activities)
- Sports leagues and instructional programs
- Community Center based activities and events
- Preschoolers/Children and childcare
- Teen trips, clubs and after school programs
- Adults/families
- Senior citizen trips, classes and events
- Special Events
- Arts and culture

- Classes for all ages (Appendix C lists these by demographic group area)
- Summer camps and playgrounds (Appendix C lists these by demographic group area)

Many sports leagues are available to City of Rockville residents, workers and visitors. The main providers of these programs are the Department of Recreation and Parks, the Rockville Baseball Association (RBBA), and the Rockville Football League (RFL).

The City has established partnerships with the RBBA and the RFL and has Memorandums of Understanding, and models establishing its relationship with these organizations (included in the PROSP CD). The RBBA provides baseball leagues in the spring and fall. The RFL provides both flag and tackle football leagues.

Sports program participation represents a significant percentage of participation in all programs within the City. In FY 2007, of 32,279 total registrants in programs (both Guide and sports programs), 11,382 or 35 percent were participants in sports programs (see section 4.7.2 of Chapter 4).

Montgomery College

Montgomery College in Rockville offers a series Continuing Education Courses. Examples include business, information, technology, English language and skills, health sciences, art and design (see Appendix C).

Montgomery County Recreation Department

The Montgomery County Recreation Department offers a variety of programs near Rockville that are available to Rockville residents. The bulk of these programs are offered at the Montgomery Aquatic Center and Bauer Drive Community Center (see Appendix C).

City of Gaithersburg Department of Parks, Recreation and Culture

The City of Gaithersburg is partially in the Outer Rockville Recreation Area and offers programs that are easily accessible to Rockville residents (see Appendix C).

Other providers

Within the sports community recreational-level programs are provided by local communities with competitive leagues available at the “Club Team”

level. The City provides numerous opportunities for recreational play including soccer, basketball, football and baseball. Residents of Rockville looking for alternative youth sports programs, often at a higher level of play, can participate in other organizations within the Washington Metropolitan area including, but not limited to:

Montgomery Soccer Inc. (MSI)

MSI is the largest youth sports organization in Montgomery County. Every year, MSI provides soccer participation opportunities for 15,000 Montgomery County youth, of whom nearly 90 percent participate in both Fall and Spring seasons of league play, and many of whom participate in additional MSI programs.

Washington Area Girls Soccer (WAGS)

WAGS is a girls soccer league established to support Club level play within the Washington area. Different Club teams or organizations must apply to the league and qualify to participate. Numerous club teams exist in the Montgomery County area including but not limited to Bethesda Soccer Club, Seneca Soccer Association, Damascus Soccer Club, Montgomery Soccer Club and Olney Soccer Club. Participation in a soccer club generally comes at a higher cost compared to recreational play.

National Capital Soccer League (NCSL)

NCSL is the Washington DC National Capital area's premier boys travel soccer league. The league functions very similarly to WAGS.

Capital Beltway League (CBL)

The Capital Beltway League is a 501-3C non-profit organization established to provide a youth football league for the metropolitan areas of Washington DC, Montgomery County and Prince George's County.

Gaithersburg Sports Association (GSA)

The GSA is an age-specific youth baseball program. The league features trained coaches and fields located in Gaithersburg and the Kentlands.

Other leagues and organizations providing sports programs in Montgomery County include; Montgomery Village Sports Association (MVSA), Olney Boys and Girls Community Sports Association (OBGC), Montgomery

County Baseball Association (MCBA) and Damascus Sports Association.

2. Publicity and Registration

Most of these programs are advertised in the department's quarterly recreation guide, which is mailed to all City of Rockville households in the winter, spring, summer, and fall and is available at various locations such as community centers and libraries. The City also advertises programs and leagues on the City sports website. Program flyers outlining specific programs are distributed seasonally to the schools within the City. E-mail alerts regarding seasonal registration are sent to anyone who was previously registered or has a registration account in the registration system. The City handles and processes all registrations using the CLASS registration system. Registrations are done in person, via the internet or in the automated phone line which are all referred to as "Rock Enroll".



The Rockville Football League is a highly popular recreation program amongst the City's youth.

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Chapter 3 Demographic and Socioeconomic Characteristics and Trends

Demand for parks and recreation services in the City of Rockville comes primarily from residents and workers in the City and in the surrounding area. As the characteristics and distribution of these groups changes, demand for PROS services will also change and the City will need to change to meet the new demands.

This section describes population and other socio-economic information relevant to planning for future PROS. The section focuses on the City. However, it also discusses the area around the City, Montgomery County, and the State of Maryland to obtain insights into Rockville's unique socio-economic characteristics.



The City's population comes together for several major special events, Hometown Holidays being one of the most popular, pictured above. An estimated 135,000 persons attended special events in 2008.

This chapter relies on data from i) the 2000 Census, ii) the 2006 American Community Survey, iii) projections by the City of Rockville, iv) projections by the Maryland Department of Planning.¹ For the area around the City the analysis uses the Rockville Public Use Microdata Area (PUMA) (Map 3-1).

¹ The latest detailed data for the City of Rockville are from the 2000 census, unfortunately now 8 years old. Excellent recent data (2006) are available from the Census Bureau's American Community Survey (ACS). However, the smallest geographic areas covered under the survey are Public Use Microdata Areas (PUMAs). Rockville's PUMA covers approximately 44 square miles (see Map 3-1) and had a 2006 population of 173,569. This area is somewhat comparable to the Outer Rockville Recreation Area described in Chapter 2. Detailed demographic and socio-economic data are not available for the Outer Rockville Recreation Area. Because the City census data are now eight years old this analysis use the ACS data and compare them with 2000 data for the City (Appendix D).

A. Population

As of 2008 the City's population was estimated at 61,909. The PROSP uses population data from 2005, the most recent source of detailed data for small areas of the City. As of 2005, the population of the City of Rockville was estimated at 59,681 (Table 3-1). This was a 26 percent increase over the 2000 population of 47,388, and a dramatic increase after the relatively slow growth from 43,811 in 1980 to 47,388 in 2000. Growth is expected to continue, with the City projected to reach 74,566 by 2030².

In 2005, approximately 52 percent of the City's population lived in the central area of the City between I-270 and MD 355 Rockville Pike/Hungerford Drive (Table 3-1, Map 2-2). The areas in central Rockville with the highest population are Planning Areas 3, 5, 10, and 17 (Map 3-2). Approximately 26 percent of the City's population lives in East Rockville, and 22 percent in West Rockville. The areas in East Rockville with the highest population are Planning Areas 2, 7, and 8 and the areas in West Rockville with the highest population are Planning Areas 13 and 14.

Central Rockville is expected to be the City's major growth area, with 80 percent of the 14,885 population growth between 2005 and 2030 projected to occur there, primarily in Planning Areas 1, 9, 15, and 17. Growth is resulting from redevelopment which includes multifamily housing in Town Center and the Rockville Pike corridor.

East Rockville is projected to increase by approximately 3,000 persons, primarily in Planning Areas 2 and 8. West Rockville is projected to increase only slightly in population. In 2030, central Rockville is projected to contain 58 percent of the City's population, compared to East Rockville with 25 percent and West Rockville with 18 percent. The Outer Rockville Recreation Area, including the City of Rockville, had a 2005 population of approximately 195,500, which is projected to increase to approximately 256,000 by 2030 (Table 3-1, Figure 3-1).

² The most recent City projections are for a population of 62,129 in 2010 and 73,988 by 2025. These projections were developed after completion of the analyses in this PROSP, and would not significantly change the analyses or conclusions or recommendations.

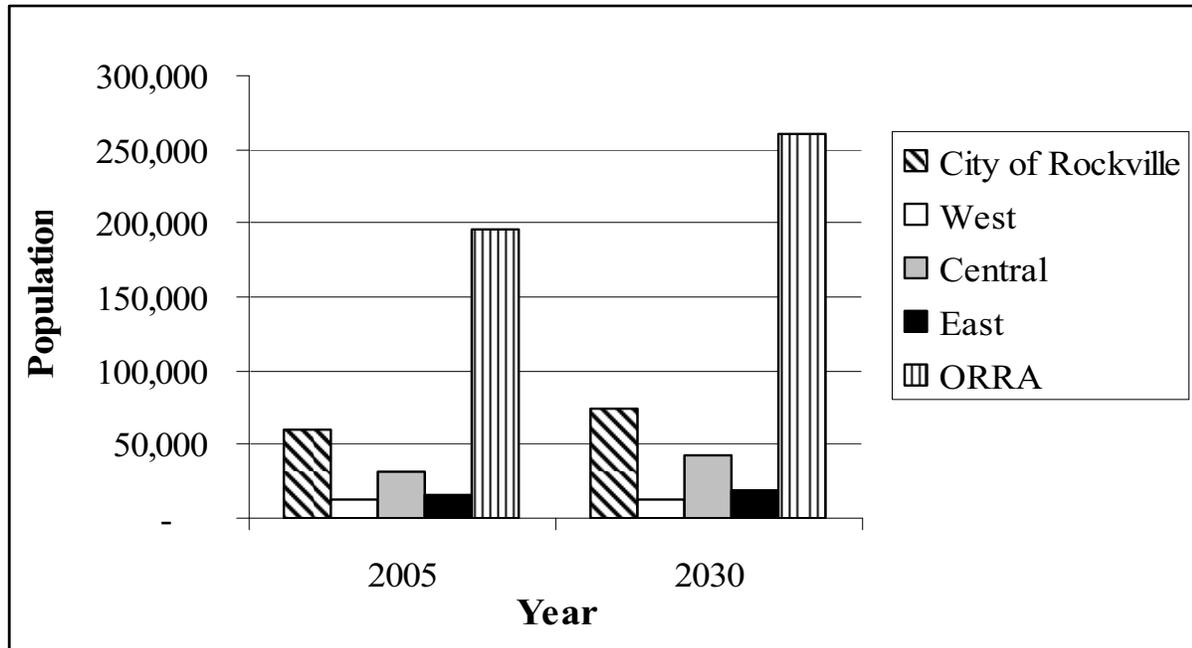
Table 3-1 City of Rockville Demographics Summary

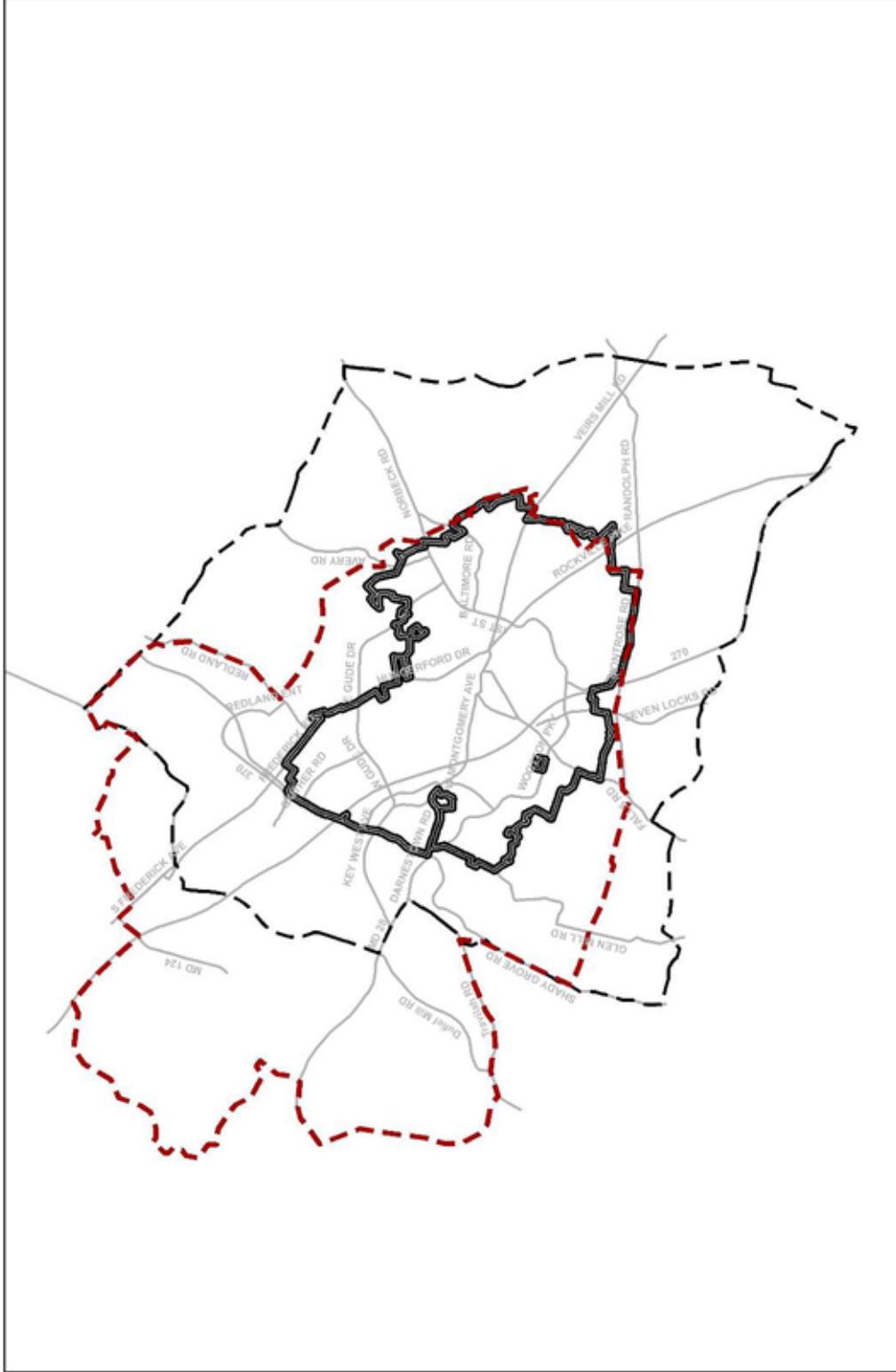
	2005		2010		2020		2030		Change 2005 to 2030	
	Number	%	Number	%	Number	%	Number	%	Number	%
City of Rockville										
Population	59,681	100%	67,461	100%	73,865	100%	74,566	100%	14,885	25%
Households	22,485	100%	26,306	100%	29,463	100%	29,798	100%	7,313	33%
Jobs	78,693	100%	94,084	100%	104,889	100%	108,810	100%	30,117	38%
West										
Population	13,049	22%	13,097	19%	13,097	18%	13,198	18%	149	1%
Households	4,424	20%	4,445	17%	4,445	15%	4,480	15%	56	1%
Jobs	21,513	27%	24,164	26%	25,434	24%	25,434	23%	3,921	18%
Central										
Population	31,168	52%	37,402	55%	42,407	57%	43,007	58%	11,839	38%
Households	12,776	57%	15,854	60%	18,323	62%	18,623	62%	5,847	46%
Jobs	46,907	60%	58,906	63%	67,766	65%	71,687	66%	24,780	53%
East										
Population	15,464	26%	16,962	25%	18,361	25%	18,361	25%	2,897	19%
Households	5,285	24%	6,007	23%	6,695	23%	6,695	22%	1,410	27%
Jobs	10,273	13%	11,014	12%	11,689	11%	11,689	11%	1,416	14%
City of Rockville plus Outer Rockville Recreation Area										
Population	195,557		212,019		240,745		260,403		64,846	33%
Households	76,040		82,613		95,254		105,182		29,142	38%
Jobs	187,954		210,540		237,730		255,796		67,842	36%

Sources: City of Rockville; ERM, City of Rockville Department of Community Planning and Development Services (2005); Outer Rockville Recreation Area; Montgomery County Planning Department, M-NCPPC

Note: City of Rockville population numbers are derived from household projections and differ slightly from the Round 7.1 Forecasts.

Figure 3-1 Population in the City of Rockville and the Outer Rockville Recreation Area





Rockville Parks, Recreation and Open Space Plan

Map 3-1: Boundaries: City of Rockville, Outer Rockville Recreation Area, and Rockville PUMA

Legend

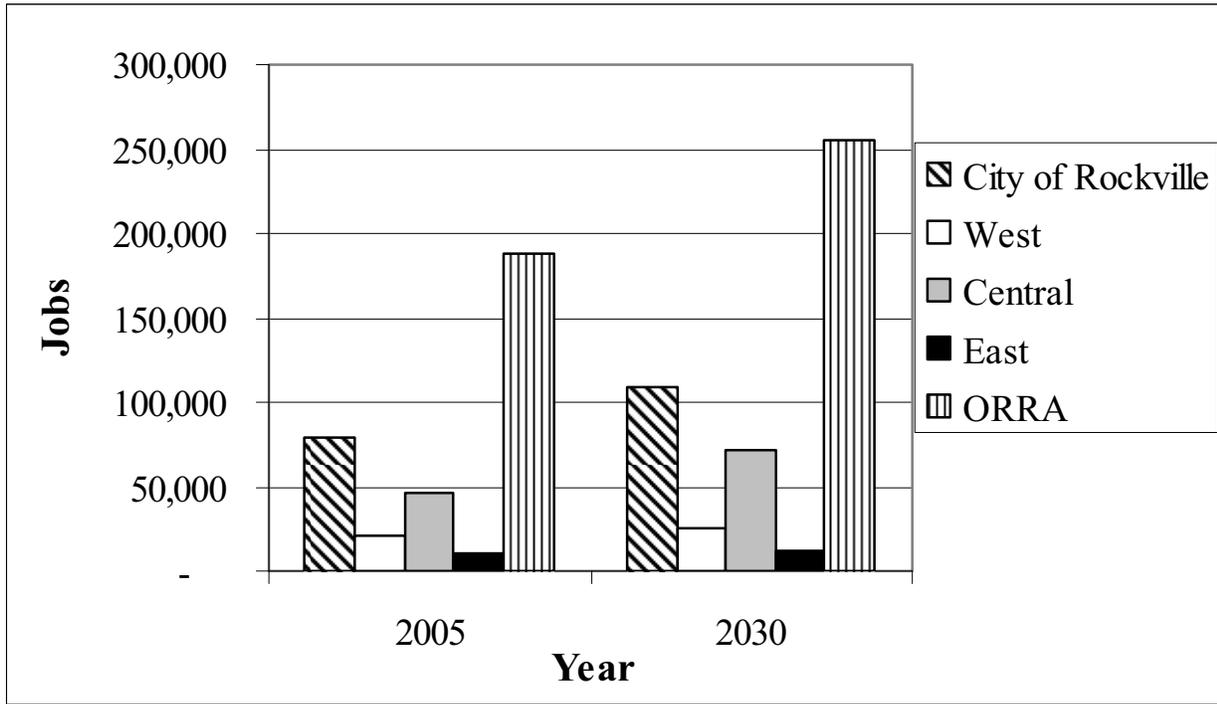
-  Rockville Public Use Microdata Area (PUMA Bureau of the Census-American Community Survey Geography)
-  City of Rockville
-  Outer Rockville Recreation Area (defined by the PROS Plan)



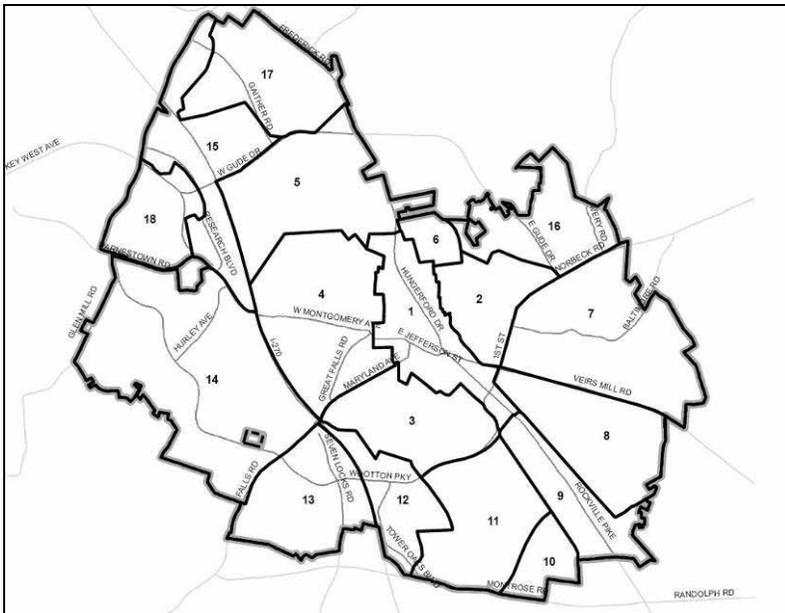
July 24, 2008



Figure 3-2 Jobs in the City of Rockville and the Outer Rockville Recreation Area



Map 3-2 City of Rockville Planning Areas



Source: Department of Community Planning and Development Services

B. Jobs

The City of Rockville is a major employment center. As of 2005, there were approximately 78,700 jobs in the City (Table 3-1). This number is projected to increase to by approximately 30,200 to 108,810 by 2030. 60 percent of the jobs in 2005 were located in central Rockville, especially in Town Center, and along Rockville Pike and Piccard Drive. West Rockville contained 27 percent of the jobs in 2005, most of which were located along Research Boulevard. East Rockville contained 13 percent of the jobs. Most of the new jobs between 2005 and 2030 are projected to be in Central Rockville, especially in Planning Areas 1, 5, 9, and 12. The Outer Rockville Recreation Area had almost 180,000 jobs in 2005, projected to increase to almost 256,000 by 2030 (Table 3-1).

C. Age

In 2000, approximately 25 percent of the City's population was age 19 or younger, 60 percent was between ages 20 and 64, and 13 percent was 65 and older (Table 3-2). This age profile is generally similar to that of the Rockville PUMA, Montgomery County, and the State of Maryland

in 2006, except for a slightly smaller share of persons 19 and under and a slightly larger share of persons 65 and older in the City compared to these other areas (Appendix D).

One in three households in the City had one or more persons under the age of 18 in 2000.

One in four households had one or more persons age 65 or older (Appendix D).

The Maryland Department of Planning (MDP) develops age projections at the county level but not for the City or areas like the Rockville PUMA.

The MDP projects that in Montgomery County, persons age 65 and older will increase from 12 percent of the population in 2005 to 21 percent of the population in 2030. The share of persons 19 and under is projected to decrease from 28 percent to 25 percent (Table 3-3). Applying these shares to the City's projected population in 2030 results in the 2030 profile shown in Table 3-2. By 2030 compared to 2000, the population age 19 and under in the City will increase by approximately 6,500, the population age 20 to 64 will increase by approximately 11,500, and the population 65 and over will increase by approximately 9,200, more than doubling the number of seniors in 2000.

Table 3-2 City of Rockville Age Profile 2000 and 2030

	2000		2030		Change 2000-2030	
	Number	Percent	Number	Percent	Number	Percent Change
0-19	12,023	25%	18,567	25%	6,544	54%
20-64	29,150	62%	40,638	55%	11,488	39%
65+	6,215	13%	15,361	21%	9,146	147%
Total	47,388	100%	74,566	100%	27,178	57%

2000 data from 2000 Census. 2030 estimates derived by applying Montgomery County projected population by age shares (from Table 3-3) to City of Rockville 2030 city wide population projection. Since the age distributions are similar for the City and the County, County age projections can inform projections for the City.

Table 3-3 Population Projections by Age and Race for Montgomery County and Maryland, 2000 and 2030

Age	2005				2030			
	Montgomery County		Maryland		Montgomery County		Maryland	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0-4	65,390	7%	370,650	7%	72,560	6.3%	420,050	6%
5-19	193,400	21%	1,201,500	21%	212,820	18.6%	1,315,400	20%
20-64	564,830	61%	3,373,920	60%	624,050	54.5%	3,689,910	55%
65+	108,430	12%	643,730	12%	235,570	20.6%	1,312,390	19%
Total	932,050	100%	5,589,800	100%	1,145,000	100%	6,737,750	100%
White	634,120	68%	3,584,900	64%	602,090	53%	3,929,040	58%
Nonwhite	297,930	32%	2,004,900	36%	542,910	47%	2,808,710	42%
Total	932,050	100%	5,589,800	100%	1,145,000	100%	6,737,750	100%

Source: Maryland Department of Planning, 2007

Note: The nonwhite numbers for Montgomery County 2005 and 2030 and Maryland 2005 were reduced by 10 to account for a rounding error.

D. Race and Ethnicity

The City of Rockville is racially diverse. In 2000, the City was 68 percent white, nine percent black or African American, 15 percent Asian, and 12 percent Hispanic (Appendix D).³ Compared to the Rockville Public Use Microdata Area (PUMA, see footnote 1), Montgomery County, and Maryland, the City had a higher white population share⁴ and a lower black or African American population share.⁵ The Asian population share was lower in the City than in the Rockville PUMA (23 percent), but higher than in Montgomery County (13 percent) or Maryland (5 percent).⁶

The MDP projects that Montgomery County’s non-white population share will increase from 32

to 47 percent between 2005 and 2030, an increase of almost 0.25 million people.

In 2000, 31 percent of the City’s population was foreign born compared to 12 percent for the State in 2006. The share of foreign born for the Rockville PUMA in 2006 was 35 percent, higher than the City or the State.



The PROS Plan process included input from all sections of the City’s diverse population, including the Hispanic Boys Soccer Team who met with staff at a Stakeholder Meeting (see Chapter 4).

³ Total is over 100%; Hispanics can be any race and are counted both as Hispanics and as their other race.

⁴ 59 percent in the Rockville PUMA, 62 percent in Montgomery County, and 61 percent in Maryland.

⁵ 11 percent in the Rockville PUMA, 16 percent in Montgomery County, and 29 percent in Maryland.

⁶ The Asian shares in 2006 were 23 percent in the PUMA, 13 percent in Montgomery County, and 5 percent in the State.

E. Disabilities

In 2000, 14 percent of the City's population over the age of 5 had a disability.⁷ This share was higher than the 2006 share of the Rockville PUMA (8 percent), Montgomery County (10 percent), or Maryland (13 percent). Of the City's 5,933 disabled individuals, 342 were ages 5 to 15 and 1,949 were age 65 and over.

F. Language

In 2000, among the population of the City age 5 and older, 16,349 persons or 37 percent spoke a language other than English at home (Appendix D). This share was higher than the 2006 share for Maryland (15 percent) and Montgomery County (36 percent). The Rockville PUMA's share was higher at 44 percent. Of the 16,349 persons, 7,463 or 46 percent reported percent speaking English less than very well.

G. Income

The median household income in the Rockville PUMA in 2006 was \$84,350, approximately \$3,300 lower than the median household income for Montgomery County as a whole but much higher than the median for the state as a whole, \$65,144 (Appendix D).

In 1999, the City's median household income was \$68,074 (1999 dollars), approximately \$3,500 lower than the median for Montgomery County (\$71,551).

In 1999, 5,905 households or 35 percent of the City's households had an income below \$50,000 (1999 dollars).⁸ In 2006, 27 percent of the households in the Rockville PUMA had income below \$50,000 (2006 dollars), slightly higher than the share in Montgomery County (26

percent) but significantly below the share for the state as a whole (46 percent).

⁷ The Census defines a disabled individual as a person that has long-lasting conditions of blindness, deafness, or a severe vision or hearing impairment, a person that has a condition that substantially limits a basic physical activity, or a person with a physical, mental, or emotional condition lasting 6 months or more that causes difficulty learning, remembering, concentrating, dressing, bathing, going outside alone, working at a job, or getting around inside the home.

⁸ Note that the 2000 Census reports income in 1999.

Chapter 4 Plan Inputs, Needs Assessment

A. Introduction

The needs assessment is an important part of the PROS Plan providing the basis for the Plan’s recommendations in Chapter 5. The needs assessment incorporated a broad range of inputs, both quantitative and qualitative. This type of assessment, sometimes called triangulation, ensures that all perspectives are considered in a balanced way and is consistent with the Mayor and City Council’s ten-year vision for the City regarding community engagement. In order to ensure that the plan included all perspectives, the process included identification of trends, an examination of best practices, benchmarking, an extensive public input process, and detailed analyses of supply, demand, and need for PROS land and facilities in the City including

consideration of the Outer Rockville Recreation Area (ORRA).

Plan Making Methodology

The PROS Plan was developed between Summer 2007 and Fall 2008. Table 4-1 summarizes the major inputs and milestones in developing the plan. Each input is described in this chapter. Key findings and recommendations from each input are included in a Compilation of Recommendations table included in the plan as Appendix E. Original source materials and additional context and background information are on the PROS Plan CD. The Compilation of Recommendations is organized based on Department of Recreation and Parks divisions and cost centers. The source of the recommendation is identified in the table, allowing the reader to learn the original source material context for the recommendation.

Table 4-1 PROS Plan Inputs and Milestones

#	Date/Period	Milestone/Description
1	July 2007	Project Initiation
2	August 2007	Trends Assessment: Assessment of current social and PROS trends.
3	September 20, 2007	Supervisor Staff Training Meeting: 60 staff met to discuss the PROS Plan process and to provide input on issues, concerns and ideas regarding PROS in Rockville.
4	October 2007	Review of Past Plans: The City of Rockville Master Plan and Neighborhood Master Plans since 1982 were analyzed for PROS recommendations, status, and relevance for the PROS Plan.
5	October 10 and 11, 2007	Community Outreach Meetings: Two communitywide outreach meetings were held to introduce the PROS Plan and solicit input.
6	November 2007	Best Practices, Benchmarking: 30 PROS best practice programs and 10 detailed case studies were prepared as potential benchmarks for the City.
7	November-December 2007	PROS Program Inventory and Analysis: PROS programs available to the public were inventoried and analyzed.
8	January-March 2008	PROS Stakeholder Meetings: PROS issues were discussed with 13 stakeholder groups that are affected by and/or work with the Department of Recreation and Parks.
9	February-March 2008	City of Rockville Recreation Survey: A survey of City residents was conducted to determine respondents’ opinions and perceptions of PROS in the City.
10	December 2007-July 2008	PROS Inventory, Needs and Assessment: Staff refined its PROS facilities inventory in the City and the ORRA. Supply, demand, and need for land and for selected facilities were calculated.
11	July 2007-July 2008	<p>Special Topics:</p> <ul style="list-style-type: none"> • Multi-Cultural Inclusion • Disabilities • Safety/Security • Bicycling • Comprehensive Zoning Ordinance Revision • Rockville Pike Redevelopment • Cost Recovery and Impact Fees • Watershed Planning and Stormwater Management • Growth and Development of the Department of Recreation and Parks

B. Inputs

Project Initiation

The PROS Plan process was initiated by City and consultant staff. Staff discussed the form which the plan would take including main areas of interest such as best practices/benchmarking and public participation.

Trends Assessment¹

Staff assessed recent societal changes and trends in national and municipal recreation in order to inform the planning process and provide a context for evaluating the needs assessment and recommendations emerging from the various plan inputs. More detail is available in Section 1.0 of the Best Practices Paper on the PROS Plan CD.

Societal changes impacting the role of parks, recreation and open space in the initial decade of the 21st Century are:

a. An aging and changing demographic—more older people living healthier and longer lives, proportionately fewer nuclear families, and an increasing number of retirees and volunteers looking for new challenges, greater life meaning and satisfaction, who are likely to become even more active in their communities.



Senior citizens keep active at the Rockville Senior Center. As baby boomers age the City's demographics will shift providing opportunities and challenges for the City regarding a larger senior population.

b. A multicultural society—more immigrants/minorities, less homogeneity, more languages spoken, greater cultural diversity and potential for societal enrichment that brings with it an increased demand for venues, facilities, services and effective methods of outreach to meet the community needs of these groups.

c. Safety and the heightened need for community involvement—post 9/11 many citizens responded not by staying at home but rather by re-engaging with those around them, however there remains an underlying concern about terrorist threats and consequent issues of safety. The “third place” (places other than home and work) is being increasingly used and valued by citizens.

d. Increased housing density/changing urban form, including mixed-use development—issues of land availability, housing affordability, and limited investment in new infrastructure are leading to higher residential densities which increase demands on the use and adequacy of parks, recreation, and open space programs and facilities. Rockville has embarked on the transition from traditional suburban to increasingly urban development forms and has an expressed desire and interest in good urban form and an exceptional built environment.

e. Tightening family budgets—either through retirees on fixed incomes and/or rises in mortgage interest rates, tighter family budgets are likely to constrain disposable income for what are considered non-essential household expenditures.²

f. Cyber recreation and the explosion of choice in leisure activities—the advent of the Internet has coincided with a dramatically expanded range of choice (including Cable TV, video and online gaming, etc.) in how we spend our leisure time while paradoxically those in the workforce are spending more time on-the-job. Examples include on-line activities such as gaming, social networking, and virtual activities; expansion of cable and satellite television programming; and “non-traditional” recreation activities such as ultimate Frisbee, kickball, dodge ball, and futsal.

¹ Multiple sources were used for this trends assessment including, Alexander Garvin's, “Parks, Recreation, and Open Space; A Twenty-First Century Agenda.”, 2000; Peter Harnik's “The Excellent City Park System; What Makes It Great And How to Get There.”, 2003, plus consultant and staff personal insights and observations.

² Indeed, since the PROSP process began in mid-2007, the economic situation nationally has worsened dramatically, reinforcing the likelihood of tighter family budgets.

g. Wellness and obesity—the link between active outdoor recreation and wellness is accepted. Obesity is one of the fastest growing health problems in the developed nations, with a recent report from researchers at the Harvard Medical School finding that social networks tend to reinforce weight gain and loss.

h. The community role in crime prevention—“There’s nothing for the kids to do!” is heard all too frequently in many communities. Lack of opportunities for productive, leisure-time activities is associated with anti-social behaviors including crime and gangs. A parks, recreation, and open space program can productively engage, entertain, teach and give a sense of community ownership and belonging to all groups within the city.

i. Increased concern for the environment—from the neighborhood stream to the Chesapeake Bay to global climate change the environment is increasingly on everyone’s mind and at all levels of geography. Recreation departments are frequently the largest land owner in cities. What environmental role is appropriate for the recreation department?



As issues of sustainability and environmental concern become more prevalent in society, facilities like the City’s Croydon Creek Nature Center will play an increasingly important role with programs teaching future generations about the environment.

j. Accessibility and the rising costs of mobility—as the cost of gasoline increases and the population ages, the ability to easily access parks, recreation facilities and open space becomes increasingly critical.

k. Privatization, partnership and pressure on city budgets—the balancing of income and expenditure on parks, recreation and open space has become “mission critical”. In the face of fiscal imperatives cities have looked increasingly to partial or full cost recovery, sponsorships and other alternative sources of income, privatization and public/private partnerships, at a time when the electorate increasingly demands more from its parks, recreation and open space program.

National and Municipal Parks and Recreation Trends

a. Continued growth in demand for recreation services—the explosion in demand for recreation services at all levels, age, and income groups is ongoing. For reasons of health, fitness, play, and enjoyment, more and more people want to use parks, recreation and open space areas.

b. Growth in non-government recreation providers—the number of non-government recreation providers has grown, partly in response to the growth in demand. Private sports and recreation clubs are not a new phenomenon, but recent growth has included athletic clubs, private health clubs, non-profit organizations and private open space in subdivisions. This growth raises questions such as what is government’s role in providing recreation services, and how should governments best work with other sectors to meet the public need.

c. The public realm continues to be important—despite some privatization efforts and experiments, government’s continued role as a legitimate steward of the public realm is generally accepted.

d. Demand for bigger and better public facilities—partly in response to higher standards provided in private sector facilities, the public is demanding higher standards for public facilities, and abandoning facilities that are not high quality. In the Washington metropolitan region entities such as the Maryland-National Capital

Park and Planning Commission, the cities of Rockville and Gaithersburg, and park facilities in Northern Virginia have raised the standard for public recreation.

e. Recognition of the contribution of parks and recreation to local economies—parks, recreation, and open space add value to nearby real estate, and improve quality of life for the workforce and visitors as well as for residents, thereby boosting spending and local economic activity.

f. Operations and maintenance budgets have not kept up with system growth—the number of acres of public parks and open spaces has increased greatly, but budgets to maintain these facilities have not increased. As a result, the public dialogue in urban areas has shifted from expanding the public realm to maintaining it. Getting the money to pay for needed maintenance, repair, and replacement is even more difficult than generating public support for adding parkland.

g. Less funding to municipalities from the federal sector and from counties—growth in the suburbs and demand for recreation by suburbanites leaves less money available to municipalities that used to provide the bulk of recreation services to area populations.

h. Demands to increase revenues from programs and services—in response to tighter budgets and demands to do more with less, public recreation departments are increasingly being asked to increase revenues from programs and services they provide.

i. Increased entrepreneurship on the part of public agencies—public sector agencies are experimenting with different strategies to increase revenues. These include:

- Shifting costs for service to those who can pay (means testing).
- Pricing alternatives like the private sector, such as seasonal passes, or alternative rates for using facilities at off-peak times.
- Variable resident versus non-resident fees.

- Balancing budgets by using profitable programs and facilities to cross-subsidize unprofitable ones.
- Setting cost recovery policies for programs and service areas based on economic conditions and other customer-based factors.
- Partnerships with non-government groups and organizations.

j. Growth in demand for beauty and beautification programs—this includes plantings, flowers, and green islands. New York City’s “Greenstreets” program and Chicago’s greening projects have been very influential.

k. Growth in popularity of trails and greenways—not just as recreational venues but as basic infrastructure to improve the walkability and connectivity of neighborhoods so as to reduce the need for motor vehicle use.



The Department of Recreation and Parks provides the public connections with history through the Glenview Mansion in Civic Center Park. The mansion is a 25-room, neoclassical, 19th century house that features historical and arts displays as well as formal gardens.

l. Growth in interest in history and heritage—as a leisure activity, recreation departments are increasingly providing support and support services for history and heritage.

m. Growth in popularity of alternative sports and extreme sports—skateboarding and other extreme sports have become very popular especially with teenagers.

n. Increased security and safety considerations in design—some municipalities are no longer building toilet facilities in parks or are only opening them when there is supervision.

Supervisor Staff Training Meeting

On September 20, 2007, the PROS Plan was introduced to the Department of Recreation and Parks Supervisory staff (approximately 60 staff from all divisions at a half-day meeting). Staff worked in groups and discussed a series of questions. Key recommendations from the meeting are included in the Compilation of Recommendations (Appendix E). A compilation of all comments from the meeting, the agenda, and presentations made at the meeting is included in the PROS Plan CD.

Review of Past Plans

Staff analyzed city land use and development master plans adopted or drafted between 1982 and 2007. The purpose of this task was to understand previous PROS recommendations, determine whether they had been implemented and, if not, whether they should be carried forward into this PROSP. The following master plans were reviewed:

- Comprehensive Master Plan (2002)
- Twinbrook Neighborhood (Draft December 2006)
- Lincoln Park Neighborhood (Draft September 2005), plan revised and adopted January 2007 (recommendations are from the 9-05 Plan)
- East Rockville (2004)
- Town Center (October 2001)
- Rockville Pike (1989)
- West End-Woodley Gardens (1989)
- Planning Area 3 (1985)
- Planning Area 12 (1985)
- Croydon Park (1982)

A packet including a table summarizing the recreation and open space recommendations from these plans is included on the PROS Plan CD. Recommendations from the plans relevant to this PROS Plan are included in the Compilation of Recommendations (Appendix E).

Community Outreach Meetings

On October 10 and 11, 2007, the Department of Recreation and Parks hosted two community-wide outreach meetings. At each meeting a brief presentation about the PROS Plan was followed by an opportunity for the public to interact with

staff, ask questions, and provide recommendations. Ten different topic stations were set up where staff provided information, discussed issues with the public, and participants could complete a survey questionnaire with their opinions and recommendations on issues/questions in each topic area. These questionnaires were also posted on the City's website through January 2008 for input from people unable to attend the meetings. The ten stations were:

- Parks, Open Space and the Natural Environment
- Sports Fields and Programs
- Recreation and Community Centers
- Programs and Services for Preschoolers and Young Children
- Programs and Services for Teens
- Programs and Services for Adults/Families
- Programs and Services for Seniors
- Special Events
- Arts and Cultural Programs and Events
- Administration/Operational Issues

Key recommendations from the Community Outreach Meetings are included in the Compilation of Recommendations (Appendix E). A compilation write-up of comments from the meetings, the agendas, and results from the survey questionnaires is included in the PROS Plan CD.

Best Practices, Benchmarking

Department of Recreation and Parks staff are interested in benchmarking the City PROS resources and programs with other cities. Early in the process it was agreed that rather than merely selecting a number of cities and benchmarking the City against them, the Plan would review best practice PROS programs for lessons that could inform the development of a "unique and cutting edge" PROS Plan for the City. The full Best Practice Parks, Recreation and Open Space Paper is on the PROS Plan CD. It draws on documentation, surveys and reports from the City of Rockville; contemporary developments in American society; and, published research, to provide best practice guidance in the preparation of the PROS Plan. It is not intended as a static document but rather as a platform of best practice knowledge on which

to build, realign and refocus as necessary over the life of the PROS Plan. A summary of the Best Practice Paper follows. Key recommendations from the Paper are included in the compilation of Recommendations (Appendix E).

Baseline

The paper used as a baseline the “Seven Measures” developed by Peter Harnik in the Trust for Public Land’s 2003 publication, “The Excellent City Park System—What Makes it Great and How to Get There”:

- 1) *A Clear Exposition of Purpose*—a well conceptualized and publicly promulgated statement of mandate, mission, objectives, programs & budget and an annual report to make public actual outcomes.
- 2) *Ongoing Planning and Community Involvement*—including a regularly reviewed master plan.
- 3) *Sufficient Assets in Land, Staffing, and Equipment to meet the Program’s Goals*—a well conceived, community targeted and adequately resourced PROS program.
- 4) *Equitable Access*—ensuring that all members and groups within the community have convenient and equitable access to all elements of the PROS program.
- 5) *User Satisfaction*—how well used and whether or not users are satisfied with their City’s PROS program.

6) *Safety from Physical Hazards and Crime*—a PROS program planned, executed and policed to ensure users are safe from physical hazards and crime.

7) *Benefits for the City beyond the Boundaries of the Park*—the level of citizen pride, ownership, and participation in the PROS program.

Each of the seven measures was used to define best practice and seek out potential examples relevant to Rockville. “The Excellent City Park System” cites some best practice examples for each measure. To identify examples potentially more relevant to Rockville, ERM researched literature on best practices in parks and recreation and, to the list of candidate case studies, added several National Recreation and Park Association department and program award winners. ERM also used its staff network and intellectual property to round out the candidate list. The Best Practices Paper on the PROS Plan CD includes a table containing the candidate list of approximately 30 best practice programs. The table has been structured as an ongoing reference tool; best practices can be added to the table for future use by the City of Rockville and other users.

Ten programs were selected for further research and documentation from the 30 candidate programs because of their anticipated relevance to Rockville—ones that had valuable lessons that could value-add the City of Rockville PROS Plan:

Project/Program	City
Ensuring Excellence in the Strategic Master Plan and Open Space Plan	Alexandria, VA
Targeting Teen Programs	Austin, TX
Developing Therapeutic Recreation for the Disabled	Boulder, CO
Creating Parkland from Abandoned and Underutilized Property	Chicago, IL
Ensuring Equity of Geographic Access to Quality Open Space	Denver, CO
Maintaining the PROS Assets to a High Standard	New York City, NY
Integrating the Street System, Abandoned, and Disused Land in the Open Space Network	New York City, NY
Energizing Community Involvement	Philadelphia, PA
Ensuring Financial Equality	Portland, OR
Committing to a Meaningful Annual report	Seattle, WA

Readers may be surprised that Rockville, a city with a population of around 62,000 chose to benchmark its practices against those of large cities such as Philadelphia, Chicago, and New York. The explanation is that Rockville in many ways is a bigger city than is apparent from its population and shares many characteristics of larger cities. It is the county seat for a county of nearly one million people. The Outer Rockville Recreation Area, an area approximately one mile outside the City contains over 250,000 people. The Department of Recreation and Parks has 252 staff FTEs and an operating budget over \$21 million. Table 4-2 compares the City of Rockville and the Department of Recreation and Parks to the case study cities with respect to matrices such as population, household income, park system size and budget.

The ten case studies are structured under consistent headings detailing the history of each program/project; the purpose/motivation; the outcome; what can be learned; and, the relevance to Rockville.

Lessons Learned

In summary the lessons are as follows (see Best Practices Paper for additional detail):

Lesson 1: It all starts with a clearly stated mission

As stated by Peter Harnik, “the citizenry must clearly set forth in writing the purpose of the park system...a failure to develop this definition and to periodically check whether it is being followed can lead to a departmental drift due to political, financial, or administrative pressures.” The City of Rockville has a clearly stated mission.

Promote participation for all Rockville citizens in diverse, interesting, and high quality recreational and leisure opportunities in safe, modern, and well-maintained parks and facilities.”

The PROS Plan should serve to focus and accomplish this mission by integrating and driving all parts of the plan.

Lesson 2: A meaningful annual report is indispensable

Performance monitoring and public reporting is critical to the achievement of the mission. Clear benchmarks need to be established so that the

Department can report its annual performance. In its annual budget, the Department of Recreation and Parks provides much hard information on its activities. If cross referenced to benchmarks in the PROS Plan, the budget could be a best practice Annual Report. Such a report could also serve to reinforce citizens’ pride and commitment to their PROS system.

Lesson 3: Community involvement is a major PROS asset

Fairmount Park is a fine example of how an involved system of volunteer organizations can value-add a city’s park, recreation, and open space system. The City of Rockville has made a positive step forward with extensive use of volunteers, though there remains room for the creation of adopt-a-park and other programs. The opportunity exists to formalize these relationships between the Department of Recreation and Parks and such groups through written agreements to ensure that volunteers are held accountable and that their work meets agreed upon standards.

Lesson 4: Underutilized land holds open space value

Chicago, Denver, and New York City provide examples of how redevelopment of underutilized land can greatly increase the amount of park and recreation space within a city. As Harnik writes, “even cities which are considered ‘all built out’ can use redevelopment to increase parkland.” The City of Rockville is close to “all built out”, but more green space can be provided through adapting some of these redevelopment lessons—particularly in relation to the redevelopment along Rockville Pike.

Lesson 5: Recreation for seniors enriches the community

As the mortality rate continues to be pushed back and medical advances ensure that people live healthier and longer lives there are an increasing number of retirees and volunteers looking for new challenges, greater life meaning and satisfaction. They are a force for good within the community that can use the vehicle of recreational programs to give back and strengthen the community. Rockville should continue to analyze its programs in search of methods by which its senior programming can be improved.

Table 4-2 Comparison of City of Rockville to Case Study Cities

	Rockville	Alexandria	Austin	Boulder	Chicago	Denver	New York City	Philadelphia ¹	Portland	Seattle
City Population, 2006	59,114	136,794	709,893	83,432	2,833,321	557,478	8,085,742	1,479,339	538,544	569,101
Population white alone (2003 percent)	67.80%	59.80%	65.40%	88.30%	42%	65.30%	44.70%	45%	77.90%	70.10%
Median household income (1999) \$	\$68,074	\$56,054	\$42,689	\$44,748	\$38,625	\$39,500	\$38,293	\$30,746	\$41,406	45,736
Population with 1999 income below the poverty level (percent)	7.80%	8.90%	14.40%	17.40%	19.60%	14.30%	21.20%	22.90%	13.10%	11.80%
City Area (square miles)	13	15	252	24	227	153	303	135	134	84
Density, (persons per square mile)	3,524.10	8,452.00	2,610.40	3,884.10	12,750.30	3,616.80	26,402.00	11,233.60	3,939.20	6,717.00
Responsible Agency	Department of Recreation and Parks	Recreation, Parks and Cultural Activities Department	Parks and Recreation Department	Parks and Recreation Department	Chicago Park District	Parks, Recreation, and Cultural Facilities Department	Department of Parks and Recreation	Fairmont Park Commission	Parks and Recreation Department	Parks and Recreation Department
FY08 Parks and Recreation Budget breakdown (\$ millions)										
Total	\$19.3	\$30	\$50.3	\$49	\$396.9	\$120.17	\$355.5	\$53	\$109.9	\$184.8
Operating	\$19.3		\$47.96			\$109.44		\$40		\$117.5
Personnel	12.5	\$15			\$126	\$61	\$268.6		\$48.3	\$75.4
Capital	\$0		\$2.34	\$30.7		\$10.73		\$13.1	\$24.70	\$67.3
Performance Indicators in budget or plan? (Yes/No)	Yes	Yes	Yes		Yes	Yes	Yes		Yes	No
Revenues from programs (\$ millions)	\$6.60	\$2.99	\$3.8	\$3.8	\$62.3		\$49.7	\$23.30		45.2
Recreation spending per capita, FY08 (budget/population)	\$326	\$219.3	\$50.43	\$602.89	\$140.1	\$215.6	\$43.97	\$35.8	204.1	\$324
Parks and Recreation % of total City budget FY08	20.6%	5.8%	2.1%	21.15%	12.4%	6.5%	0.61%	1.4%	6.9%	4.1%
Staff										
Full	163	141	471	238		649		1,331	400	991
Temp	88									199
Seasonal									500	
Part time		53		165		82				
Total	252	194	0.66	403	1722	731	3874	1,500		1190
Full time staff per 1,000 population	2.7	1.03	0.66	2.9		1.3		0.9	0.74	1.74
Park and Open Space Land (2007)	1,199	944	16,682	1,000	7,300	4,000	28,000	9,200	10,500	6,200
Park land per 1,000 population (acres)	20.3	6.9	23.5	12.0	2.6	7.2	3.5	6.2	19.5	10.9

Sources: U.S. Census Bureau, City of Rockville Budget FY 2008, websites and budgets of case study cities



The Department of Recreation and Parks has embraced the concept of increasing park connectivity and availability to residents and workers through the construction of small pocket parks in the City, such as Courthouse Square depicted above. Other examples of these pocket parks include recently completed Karn Park (on the corner of Laura Lane and Evans Street) and Friends Park (on the corner of Falls Grove Road and West Montgomery Road).

Lesson 6: Therapeutic recreation integrates the disabled in the PROS program

With its EXPAND Program the City of Boulder ensured that individuals with special needs would be guaranteed a place and be properly embraced by the city's Department of Recreation and Parks. The City of Rockville has the opportunity to adapt this program to similar effect by reaching out to disabled individuals and providing therapeutic recreation. The City could embrace this opportunity by allocating responsibility to a specialist specifically charged to involve those with special needs in the Department's programs and to monitor performance against benchmarks

Lesson 7: Financial assistance may be needed to ensure all in the community have PROS access

The City of Rockville "believes that everyone, regardless of income, should be able to participate in its recreation opportunities." The City should consider the Portland scholarship approach for potential applicability to Rockville. Portland's scholarships can cover from 25 to 100 percent of participants' costs.

Lesson 8: Geographic accessibility to the PROS network is essential

As the cost of gasoline continues to increase and the population ages, the ability to easily access parks, recreation facilities and open space becomes increasingly critical. The City can prioritize the cost-effective achievement of these accessibility criteria through innovative use of GIS tools; greening of the street network; use of trails and new connections; redevelopment and reuse of abandoned or underutilized land; and, where essential, acquisition of new property; or, negotiated redevelopment so that every citizen has easy access to parks and recreation facilities in close proximity to their homes.

Lesson 9: Teens need to be an essential part of the PROS equation

The City of Rockville provides opportunities for teens to participate in recreation activities through classes, camps, sports leagues, swim teams, and drop-in activities at community centers. The Leaders-in-training, student serving learning (SSL) opportunities and part-time employment opportunities for teens constitute a significant segment of the seasonal

work force providing life-skill training. The number of teen programs listed in the Program Guide is substantially less those offered to children and seniors. Since teenagers are a high at-risk age group, these demographic should be provided with increased opportunities for involvement.



Teen activities like the Teen Wellness Expo at the Twinbrook Community Recreation Center Gym (depicted above) have dual purposes of engaging a high-at-risk age group while teaching them important life lessons about health and fitness.

Lesson 10: Park and facility maintenance is paramount

Peter Harnik states “to be successful, a city park system should be safe, free of both crime and of unreasonable physical hazards—from sidewalk potholes to rotten branches overhead.” New York City has systematically attacked the problem of park maintenance through random inspections. Rockville uses the Hansen Maintenance Management System. Whatever system is used, safety, efficiency, and responsiveness are the watchwords.



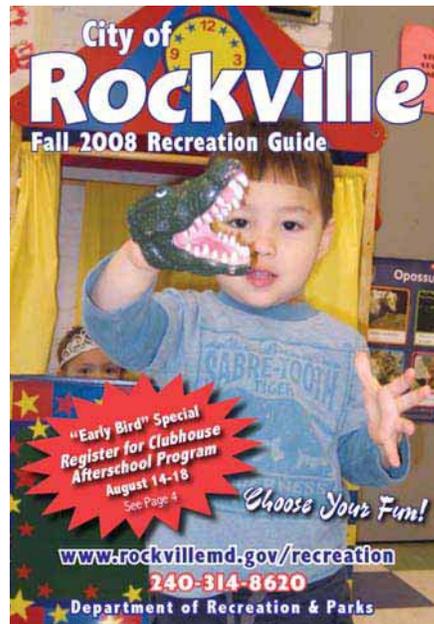
Screen capture of the Hansen Maintenance Management System, which the Department utilizes to ensure that its facilities and parks are safe and well-maintained.

7. PROS Program Inventory and Analysis

Table 4-3 and Figure 4-1 show the programs offered by the City of Rockville organized by the sections in the Recreation Guide. In FY 2007 the Department offered 2,728 programs (each time a class or program is offered it is counted as a separate program). Note that this analysis does not include sport programs (see the sports programs section below for more information).

7.1 Guide Programs

The largest percentage of these 2,728 programs (40 percent) was aquatics programs at the Rockville Municipal Swim Center. The second largest program area was senior programming with 485 or 18 percent of the programs. Adult programs accounted for 12 percent and children’s programs 11 percent of all programs.



The Department mails its Recreation Guide, listing the programs it offers, to all City of Rockville households in the winter, spring, summer, and fall. It is also available at various locations such as community centers and libraries.

Table 4-3 Programs by Program Guide Section

Program Guide Section	FY 2007		FY 2006		FY 2005		FY 2004	
	Number	%	Number	%	Number	%	Number	%
Croydon Creek Nature Center	31	1	28	1	63	4	120	5
Swim	1,097	40	1,011	39	799	34	720	31
Camps	118	4	122	5	104	4	106	4
Children	305	11	282	11	283	12	289	13
Preschool	135	5	137	5	117	5	90	4
Adults	337	12	323	13	340	14	367	16
Seniors	485	18	443	17	412	17	409	18
Other	220	8	220	8	220	9	201	9
Teens	52	2	64	2	59	3	62	3
Family	47	2	57	2	58	2	30	1
Non-Guide Programs ¹	89	3	70	3	68	3	69	3
Not Classified	32	1	29	1	35	1	40	2
Total	2,728		2,566		2,338		2,302	

Note: each time a class or program is offered it counts as a separate program.

¹ "Non-Guide Programs" are those which for a variety of reasons are not included in the Recreation Guide (For example, smaller classes not open to online registration).

Based on the four years of data in Table 4-3 a few trends can be discerned:

- Swimming as a share of all programs has increased dramatically from 31% in FY 2004 to 40% in FY 2007. This is partially explained by the fact that the Center hosts programs year-round and numerous classes are held each day.
- Senior programs increased from 16% of all programs in FY 2004 to 18% in FY 2007.
- Programs at Croydon Creek decreased from 120 in FY 2004 (5% of all programs) to 1% in FY 2007. This decrease can be attributed to differences in how programs were counted over the four years. Guide

programs are only a small percentage of the total programming provided by the Nature Center, which also hosts school programs, scout programs, birthday party programs, and customized programs.

- Programs for preschool, children and adults decreased slightly between FY2004 and FY2007. Programs for Teens and Families consistently comprised between 4 and 5 percent of programs advertised in the guide, although these demographics are also represented in swim, sports, camps and drop-in activities, so that Table 4-3 understates the number of programs available to these groups.

Figure 4-1 Share of City of Rockville Recreation and Parks Programs by Program Guide Area FY 2007

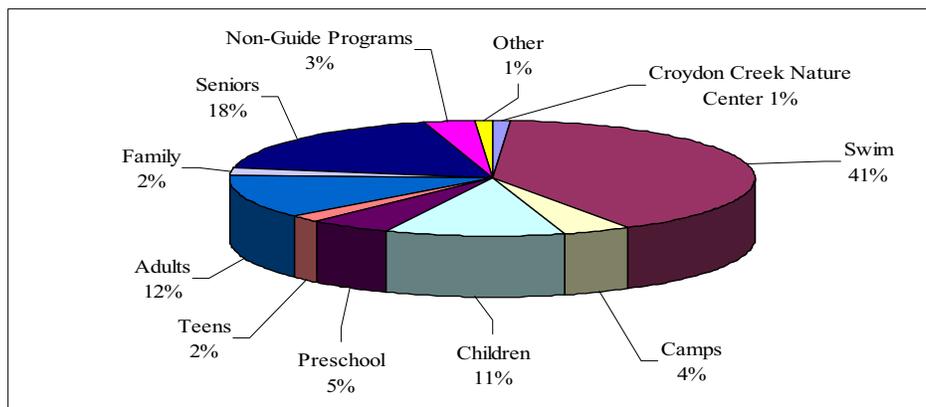


Table 4-4 shows the number of registrants by program area. In FY 2007 children's programming had the largest number of registrants with 8,803 or 27 percent of the total (32,279). Other popular areas were senior programs with 20 percent of the registrants, aquatic programs with 16 percent, adult programs with 11 percent, and camps with almost nine percent.

In FY 2007 approximately 23,800 or 74 percent of the total registrants were city residents. Non-resident registrants come from all over Montgomery County and beyond indicating the broad reach of the City's programs. Map 4-1 shows the locations of approximately 31,600 registrants in the Rock Enroll database. Of 35,200 registrants in the database, addresses could only be located for approximately 31,600. The remainder of the registrants were either located outside of the County or could not be located.

Approximately 15,300 of registrant addresses were in the City of Rockville.

The four-year data in Table 4-4 shows several trends: The total number of registrants increased by only 979 or 3 percent between FY 2004 and FY 2007 while the number of programs offered increased by 426 or almost 19 percent.

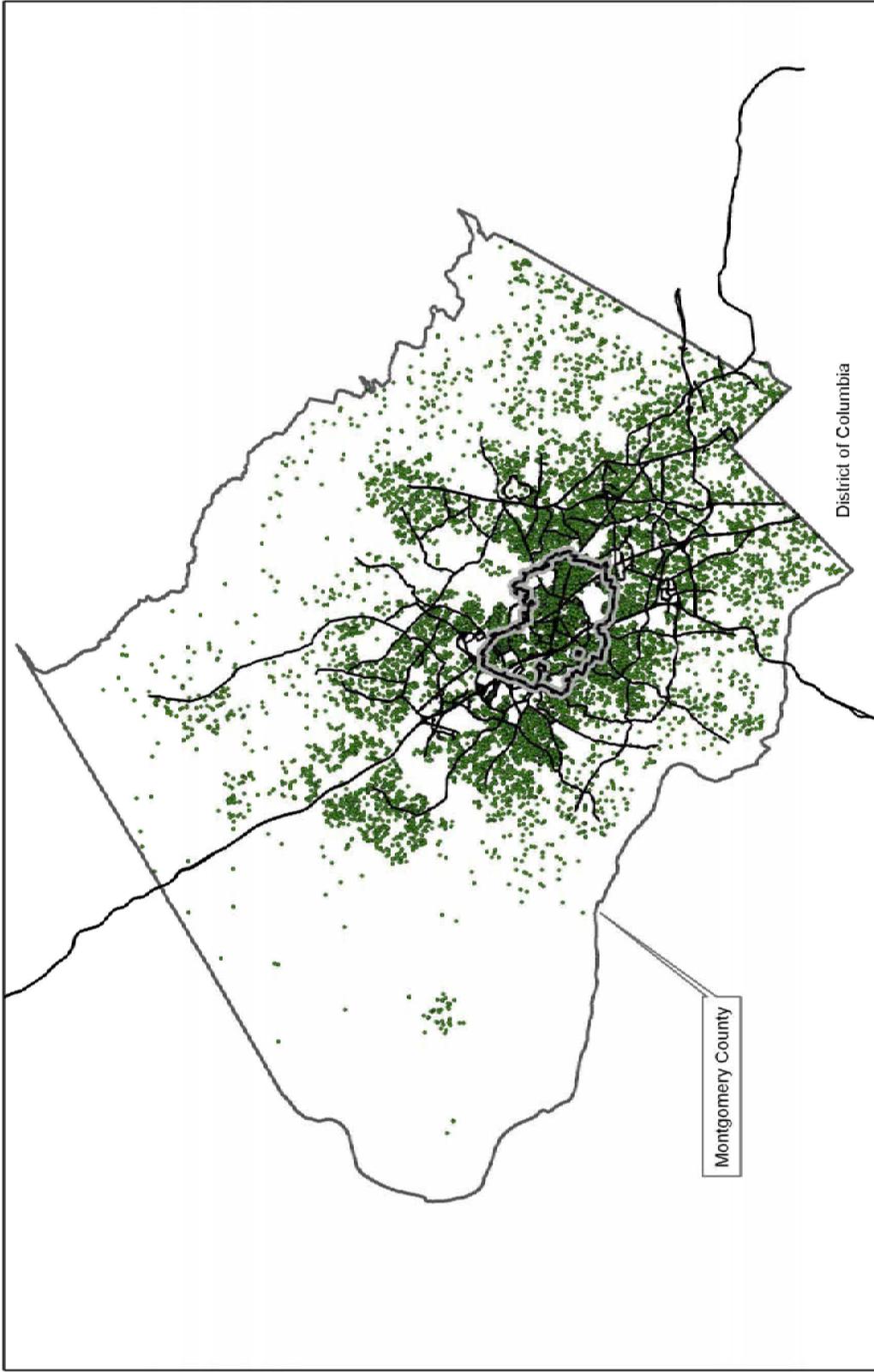
- Children's programs became more popular, increasing from 6,665 to 8,803, or 21 to 27 percent of the total registrants, between FY 2004 and FY 2007.
- The number of registrants for senior programs increased from 4,919 (16 percent) in FY 2004 to 6,521 (20 percent) in FY 2007.
- The number of registrants taking part in aquatics programs decreased from 6,291 or 20 percent of all registrants in FY 2004 to 5,268 or 16 percent in FY 2007. Though the number of registrations went down, the actual number of participants did not. While the Swim Center used to require participants to register multiple times for different sessions of the same class, it now has one registration for year-round classes.

Table 4-4 Registrants by Program Guide Section

Table X-2 Number of Registrants by Program Guide Section												
Program Guide Section	FY 2007			FY 2006			FY 2005			FY 2004		
	Non-Residents	Residents	Total									
Croydon Creek Nature Center	71	330	401	85	312	397	283	355	638	345	736	1,081
Swim	1,633	3,635	5,268	1,899	3,484	5,383	2,344	3,787	6,135	2,473	3,812	6,291
Camps	725	2,103	2,828	741	1,988	2,729	744	1,912	2,656	728	1,950	2,677
Children	2,315	6,488	8,803	1,777	5,529	7,308	1,812	5,248	7,061	1,913	4,751	6,665
Preschool	177	1,019	1,196	167	959	1,126	221	900	1,121	208	715	924
Adults	872	2,468	3,341	844	2,412	3,256	941	2,297	3,240	1,142	2,559	3,714
Seniors	1,040	5,485	6,525	880	4,904	5,784	1,234	4,920	6,156	1,258	4,618	5,882
Other	1,633	2,281	3,917	1,504	2,583	4,090	1,623	2,565	4,188	1,747	2,349	4,096
Teens	114	336	450	157	435	592	174	403	577	196	458	654
Family	228	503	731	398	583	982	319	372	691	241	331	572
Non-Guide Programs	575	988	1,563	330	862	1,192	436	1,145	1,581	596	1,090	1,686
Not Classified	716	454	1,173	619	703	1,324	694	645	1,339	714	470	1,184
Total	8,466	23,809	32,279	7,897	22,171	30,074	9,202	21,984	31,195	9,814	21,489	31,330

¹"Other" includes Teen, Family and programs which for a variety of reasons are not included in the Recreation Guide.

Source: City of Rockville Department of Recreation and Parks. Includes registration for all programs, not just registrations through Rock Enroll.

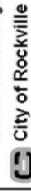


Rockville Parks, Recreation and Open Space Plan

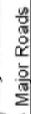
Map 4-1: Rockville Recreation Program Registrants

Legend

- Recreation Program Participants*



City of Rockville



Major Roads

* Each dot represents the address of a City of Rockville recreation program registrant. There are registrants outside Montgomery County, but these are not mapped. There are 31,677 dots of which 15,325 are in the City of Rockville.



July 28, 2008

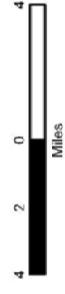
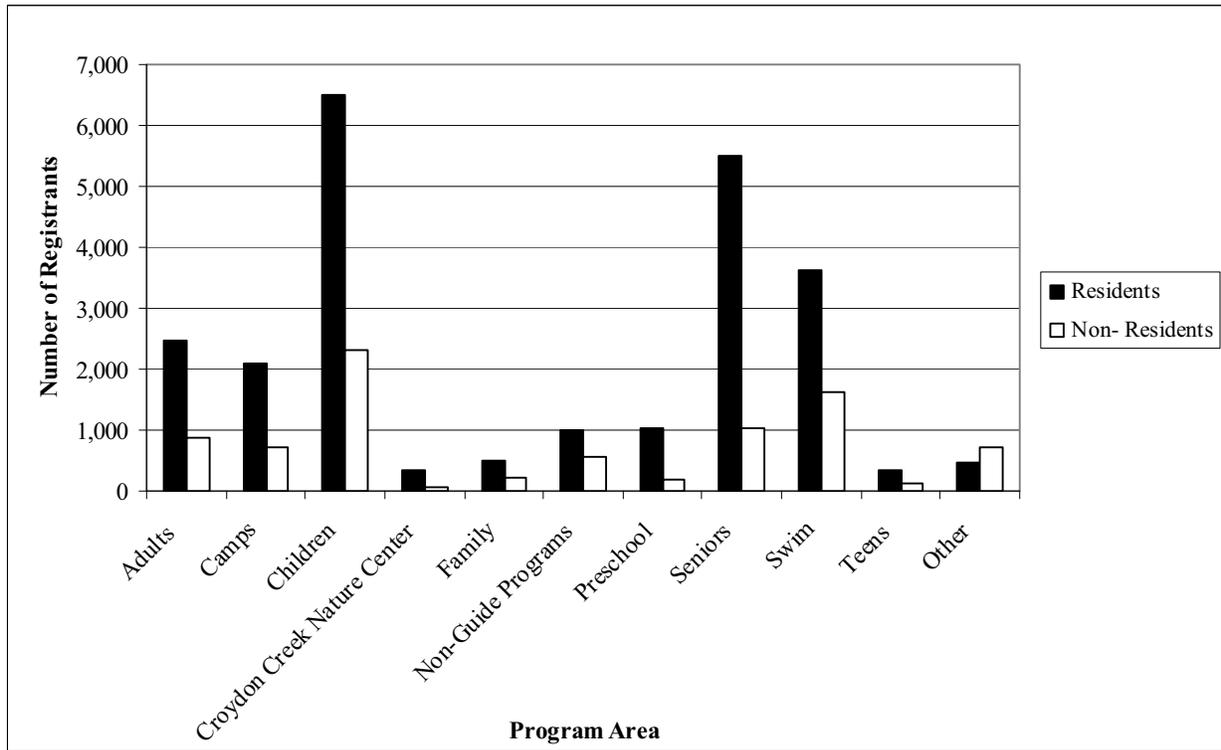


Figure 4-2 Resident and Non-Resident Registrants FY 2007



Source: Recreation and Parks Registration Database

- In FY 2007 program areas with the largest share of residents versus non-residents were senior programs, with 84 percent, and preschoolers, with 85 percent. Program areas with large numbers (over 1,000) of non-residents were children, swimming, and seniors (see Figure 4-2).

Age of registrants

Table 4-5 shows the age of participants in City of Rockville Recreation and Parks programming by year. Younger people and older people make

up the bulk of the registrants. In FY 2007, persons age 14 and under were the largest group with 18,160 or 56 percent of all registrants. Persons age 65 and older made up 7,018 or 21 percent. Relatively few persons between the age of 20 and 34 (924 or 3 percent) took part in programs. Rockville PUMA data (see Chapter 3) shows that in 2006 29,879 or 17 percent of the population was in this age cohort. Between FY 2004 and FY 2007 the age distribution of those taking part in Rockville's programs has varied very little.

Table 4-5 Age of Registrants by Year

Age	FY 2007		FY 2006		FY 2005		FY 2004	
	Number	%	Number	%	Number	%	Number	%
Under 5 years	1,991	6	1,910	6	1,900	6	2,039	7
5 to 9 years	9,370	29	8,526	28	8,516	27	8,364	27
10 to 14 years	6,799	21	6,299	21	6,617	21	6,290	20
15 to 19 years	1,582	5	1,527	5	1,615	5	1,561	5
20 to 34 years	925	3	1,042	3	849	3	934	3
35 to 64 years	3,147	10	3,238	11	3,340	11	3,601	11
65 to 74 years	3,011	9	2,784	9	2,901	9	3,030	10
75 years and over	4,007	12	3,263	11	3,775	12	3,697	12
No age given	1,447	4	1,485	5	1,682	5	1,814	6
Totals	32,279		30,074		31,195		31,330	

Source: Rockville Department of Recreation and Parks

Registration Method

The Department of Recreation and Parks initiated its automated program registration system called Rock Enroll in 2003. Rock Enroll accepts registration for both Guide programs and sports programs via the telephone or the internet. Among other benefits Rock Enroll permits analysis of registration trends to enable the City to better tailor its programs to needs and demand.

In winter 2005-2006, the Department expanded the Rock Enroll system to include the Rockin' Rewards program. Through Rockin' Rewards, registrants earn points for course registrations. Points can be used to pay for programs or memberships.

In 2007, the Department of Recreation and Parks surveyed Rock Enroll users (approximately 16,000 addresses) about the Rock Enroll system.

- 65 percent of the respondents were satisfied with their overall experience using Rock Enroll.
- Almost all (96 percent) respondents had received a timely response to any questions they emailed to Rock Enroll.
- 65 percent had not heard about Rockin' Reward points and 96 percent had never used Rockin' Reward point to pay for a class or membership (the Reward point initiative was not launched until winter 2005-2006 and it takes some time to accumulate enough points to redeem them).
- When asked whether they would like to be notified of events from an email sent by Rock Enroll, 88 percent replied yes. Of these, 24 percent would like weekly emails, 48 percent would like monthly emails, and 24 percent would like quarterly emails.
- 90 percent of respondents were interested in receiving a monthly email newsletter highlighting upcoming programs and special events, showcasing instructors, providing information on parks and offering tips for improved health and fitness.

7.2 Sports Programs

The City tracks participation in sports programs separately from Guide programs analyzed above. The main providers of sports leagues in the City are the Department of Recreation and Parks, which provides a variety of athletic opportunities, the Rockville Baseball Association (RBBA), and the Rockville Football League (RFL). Both Department and RBBA registration is through Rock Enroll (discussed in the previous section) and the Department uses Rock Enroll to track information on participation in individual programs. Table 4-6 shows the number of participants in sports programs as a percentage of all recreation programs offered in Rockville.

Table 4-6 Sports Programs Participation

Program Type	FY 2006		FY 2007	
	Number	Percent	Number	Percent
Sports Programs	11,196	37%	11,382	35%
Guide Programs	18,878	63%	20,897	65%
Total	30,074	100%	32,279	100%

Source: Rockville Department of Recreation and Parks Registration Database, City of Rockville Budget

While sports programs constitute a large percentage of recreation programs in Rockville, they do not represent a majority of the PROS opportunities the City offers. Table 4-6 shows that the Department is not overly focused on sports programs and provides a diversity of recreation programs.

8. PROS Stakeholder Meetings

Between January and March 2008, 13 two to three-hour directed focus group meetings were held to discuss the PROS Plan with various groups and organizations that are affected by and/or work with the City of Rockville Department of Recreation and Parks.

Groups and Organizations	Meeting Date
Recreation and Park Advisory Board; Nature Center Advisory Group; Rockville Dog Owners Group; Bikeway Committee; Commission on the Environment; Historic District Commission; Rockville Recreation and Parks Foundation	January 25, 2008
Departments of Planning, Public Works, and Public Information, City Manager’s Office	January 30, 2008
Town Center Action Team; Rockville Chamber of Commerce; Rockville Economic Development Inc.	January 30, 2008
Rockville Seniors Inc (RSI); Senior Citizens Commission	February 5, 2008
Montgomery County Public Schools (MCPS); Maryland National Capital Park and Planning Commission (MNCPPC); Montgomery County Recreation; City of Gaithersburg, Frederick County	February 5, 2008
Coordination Council for Chinese American Associations (CCCAA); Taiwanese American Seniors Society (TASS); Chinese Culture and Community Services Center (CCACC); Chinese American Seniors Services Association (CASSA); Korean Population; Montrose Child Care Program representative	February 5, 2008
Human Services Advisory Commission (HDC); Community Ministries; Human Rights Commission; Rockville Housing Enterprise (RHE)	February 13, 2008
Theater User Group; VisArts; Rockville Art League; Musical Theater; Civic Ballet; June Linowitz; Cultural Arts Commission	February 20, 2008
Teen Club—Nina Herndon, Rockville Municipal Swim Club Representatives; Swim Center Advisory Committee; Skate Park Users Group; Part-time staff representative	February 21, 2008
Montgomery County Therapeutic Recreation Staff; Anne Black—Senior Center; Mrs. Stepanek; Camp and Class companion/interpreter program participants; Montgomery County Stroke Association Members	February 28, 2008
Civic Association Representatives	March 4, 2008
Rockville Baseball Association (RBBA); Rockville Football League (RFL); Girls Softball League	March 10, 2008
Boys Soccer Program	March 12, 2008

Summaries of the meetings, including lists of attendees and the meeting agendas, are included on the PROS Plan CD. Key recommendations from the PROS Stakeholder Meetings are included in the compilation of recommendations (Appendix E).

9. City of Rockville Recreation Survey

A telephone survey of 351 City of Rockville households was conducted between February 29th and March 13th 2008. The survey comprised eight sections with questions about adult and child use of City parks and facilities,

safety, participation in recreation and parks programs, and attitudes about PROS. Respondents provided information about household type, tenure, length and location of residency, race, and household income. A detailed summary of the survey results and the methodology is located in Appendix F and the raw data from the survey together with the cross tabulations are on the Plan CD. The following is a summary of key findings from the survey.

Park Visitation and Use by Adults

- 74% of respondents said that an adult in their household had visited a City park in the last year.
- Households with children under 11 years old had the highest park visitation rate (90%).
- Different racial groups reported visiting parks at approximately the same rate (Figure 4-3).
- There was little difference in visitation levels between the three geographic areas of Rockville (west of I-270, central (between I-270 and Rockville Pike), and east of Rockville Pike) (Figure 4-4).
- The most frequently cited activity at parks was walking (51%) and the second was respondents watching their children (23%).
- The most popular mode of transportation to City parks was walking (64%). Very few respondents (4%) rode bikes to parks.
- 66% of respondents who had visited a park in the past year and 81% of those who had not visited one stated that nothing could be done to improve the City of Rockville parks to make the adults in their households use or visit them more often. Geographically, residents of East Rockville had the highest percentage of people who felt that improvements to parks would induce greater use.
- Of those who replied that none of the adults in their household had visited a park in the last year, by far the largest percentage stated that this was because they were too busy (56%).
- A very high percentage of respondents said that the adults in their household felt safe in City of Rockville Parks (89%).

Facility Visitation and Use by Adults

- 66% of respondents stated that an adult in their household had visited a City of Rockville recreation facility in the past year.
- Groups with the highest facility visitation levels were upper income households, households with children under 11, and African Americans. Groups with the lowest

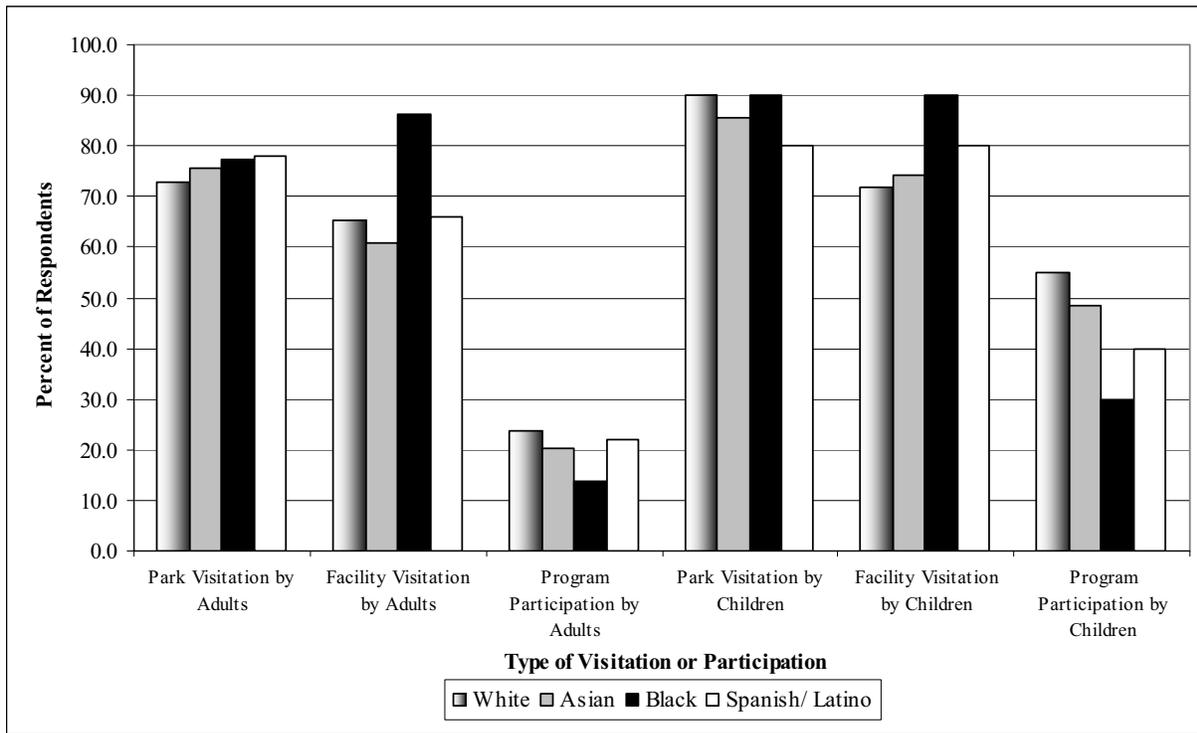


The City provides many opportunities for residents, workers and visitors to connect with nature. The image above shows open space at Upper Watts Branch Forest Preserve.

facility visitation levels were households with an annual income below \$50,000, single parent households, and households without children where the adults were over the age of 60.

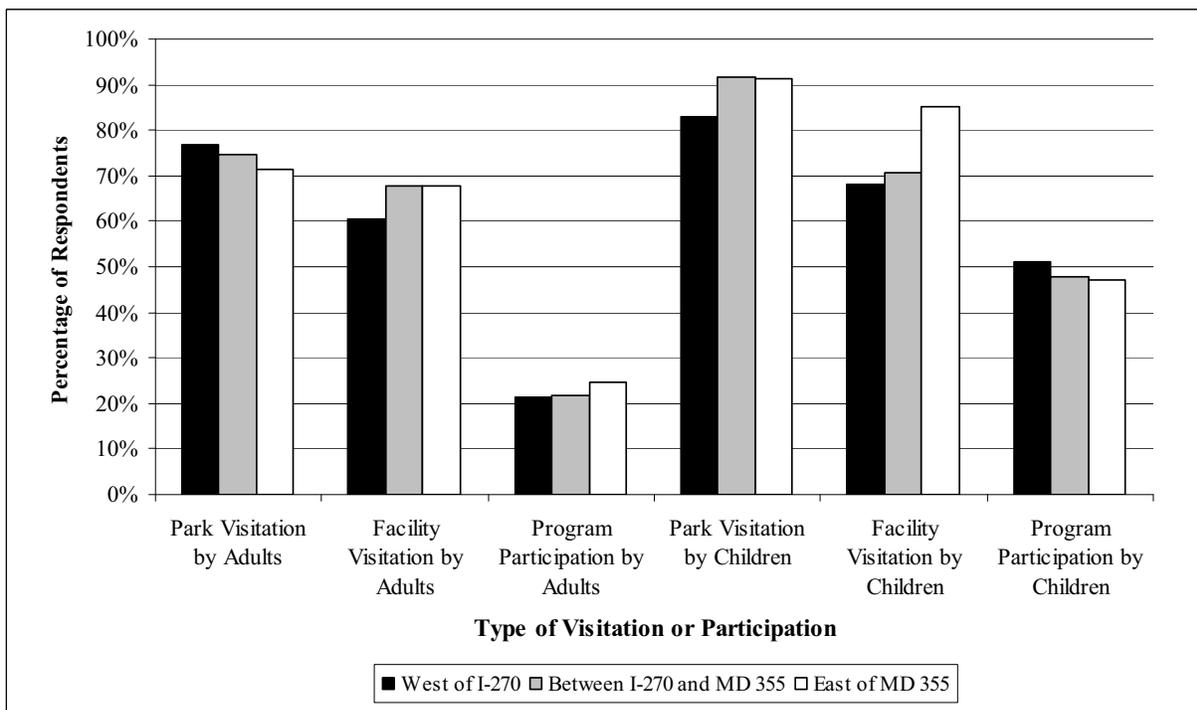
- When asked what the adults did at the City of Rockville facility they visited, the largest percentage replied that they had gone swimming (41%). Other frequently cited activities included viewing an arts performance, attending exercise classes, and playing basketball.
- Those who attended arts performances tended to have higher incomes, with no households with an annual income below \$50,000 having attended one.
- 75% of respondents said that nothing could be done to improve City of Rockville facilities to encourage the adults in their households to use them more often.
- A majority (53%) of the adults who had not visited a facility said that it was because they were too busy.
- 89% of respondents said that the adults in their household felt safe when using City of Rockville facilities.

Figure 4-3 PROS Resource Visitation by Race



Source: PROS Plan Recreation Survey.

Figure 4-4 PROS Resource Visitation by Geographic Area



Source: PROS Plan Recreation Survey.

Program Participation by Adults

- 23% of respondents said that an adult in their household had participated in a City of Rockville class, recreation program or sports league in the past year. The percentage was lowest among households with an annual income below \$25,000 (8%), African Americans (14%), and households who had lived in Rockville for less than five years (11%).
- Of those who attended a program, 43% said that what they liked best was that it was at a convenient location.
- Most individuals who had not participated in programs stated it was because they did not have enough personal time (63%).

Park Visitation and Use by Children

- 88% of respondents with children in their household said that children in the household had visited a City of Rockville park in the past year.
- Using the playground was by far the most frequently reported activity for children at the parks at 64%, with other popular activities including walking (26%), basketball (16%), walking a dog (11%), soccer (11%), baseball (10%), tennis (8%), biking (8%), and observing nature (7%).
- Using the bike paths was most popular amongst Latino children (25%), with African Americans (22%) also biking at relatively high levels.
- 68% of respondents whose children had visited a park in the last year said that nothing could be done to improve the City of Rockville parks to encourage the children in their household to use or visit them more often.
- Among those who said something could be done, suggestions for improvements included adding more swings and slides for small children and adding rubberized safety surfaces for the children's safety.



The City owns and maintains seven community centers. Twinbrook Community Recreation Center, depicted above, includes a full-sized gym open for public use and programming.

Facility Visitation and Use by Children

- 74% of respondents in households with children said that a child in their household had visited a City of Rockville recreation facility in the last year.
- Visitation rates were highest among upper income households, households with children under 11 years old, and among African Americans. Visitation rates were lowest among households with children over 18 years old and lower income households.
- By far the most popular activity for children at facilities was swimming 65%.
- Most respondents whose children had not visited a facility replied that it was because they were too busy (77%) or that their children were too young (12%).

Program Participation by Children

- 49% of respondents said that a child in their household had participated in a City of Rockville Recreation and Parks Department Program in the last year.
- Participation in programs was highest among upper income households (56%) and lowest among lower income households (25% to 30%).

Attitudes about PROS

In this part of the survey respondents were asked to state how much they agreed or disagreed with a series of statements. Key results included:

- Asked whether the availability of recreation classes, parks and facilities was important to their satisfaction with living in Rockville, 60% strongly agreed and 21% agreed somewhat.
- 72% of those questioned agreed that the cost to participate in programs and classes offered by the City of Rockville was reasonable.
- Only 24% of respondents said that they were not familiar with the classes, parks and facilities available to them in the City while 65% said that they were familiar. Households in East Rockville and the two lower income brackets tended to agree strongly that they were not familiar.
- 69% of all respondents strongly agreed and 15% somewhat agreed that there were sufficient parks within a “reasonable distance” (not defined) of their home. Responses varied only little geographically among those strongly agreeing.
- African Americans (50%) and residents who lived east of Rockville Pike (37%) were the most likely to agree that additional parks are needed within the city limits of Rockville.

Special Needs

- 9% of all respondents (32/351) replied that a disabled individual lived in their household.
- Respondents who had lived in Rockville for less than 5 years were more likely to say that the disabled individuals in their households were not well served compared to those who had lived in the City for more than 5 years.

Survey Conclusions

The high numbers of respondents saying that nothing can be done to induce increased use of parks or facilities suggests it will be difficult for the City to significantly increase visitation among the adult and child population. It also suggests that attention to maintenance, upkeep, upgrade and “reinvention” will be important to maintain high use levels by those who do use the parks.

As with *use of parks*, with the number currently at 89%, the data suggests that it will be difficult to significantly improve the percentage of

people who *feel safe* in parks.³ It is a statistic the department should continue to monitor on a regular basis.

Only 53% of seniors had visited a facility. While low compared to rate of use by other groups, ERM suspects this number may actually be high compared to use of facilities by seniors in other cities.

Lack of time was a frequently cited factor throughout the survey for not visiting parks or facilities and not participating in programs. This suggests that increased use and participation will require the City making use of facilities and participation in programs as convenient as possible (such as program times to meet busy schedules and offerings at multiple locations).

Households in the two lower income brackets tended to agree strongly that they were not familiar with the classes, parks and facilities available to them in the City of Rockville, with households with an annual income under \$25,000 at 23% and households with an income of \$25,000 to \$49,000 at 25%. These two lower income brackets also had the lowest program participation rate among adults and children. This suggests that more outreach to lower income households will be needed to increase participation rate.

The relatively low number of lower income households in the survey was unfortunate. The survey controlled most carefully for race than for income (see methodology description) and 39% of respondents refused to provide household income information. A future survey might be focused more directly on income.

³ This number (89%) is significantly higher than the result from the Rockville 2007 Citizen Survey, in which only 63% of respondents said they felt safe in parks and recreation facilities and centers.

10. PROS Inventory, Land and Facilities Needs and Assessment

A supply versus demand needs analysis was conducted to evaluate the amount of land and the number of different kinds of facilities needed to satisfy demand through 2030.

10.1 Land Needs Assessment

The land needs assessment has three main components:

- i. Acreage analysis
- ii. Underserved areas
- iii. Accessibility Analysis

These components were complemented with input from the Stakeholder meetings, Recreation Survey, Supervisor Staff Meeting, and the Community Outreach Meetings.

i. Acreage Analysis

The Department of Recreation and Parks maintains an extensive network of parks and open space land. The Department has a current goal to have 18 acres of PROS for every 1,000 residents.⁴

Table 4-7 shows PROS acres per 1,000 residents for the entire City and the three geographic subareas based on population (Table 3-1) and the City's PROS inventory (Tables 2-1 and 2-2). Based on the 2005 population of 59,681, citywide there were 20 acres of PROS per 1,000 residents. As the City's population grows, this ratio will decline to 16 acres per 1,000 residents by 2030 if more parks and open space land is not obtained. Looking at the City's geographic areas, both West and East Rockville have ratios above 18 acres per 1,000 residents while Central Rockville has 13 acres per 1,000 residents. In order to meet the current citywide acreage goal the City will need to add 142 acres of PROS land by 2030 when the City's population is projected to be 74,566.

⁴ City of Rockville Comprehensive Master Plan, 2002, p. 6-7.

Table 4-7 City of Rockville PROS per 1,000 Residents (all PROS)

Area	PROS acres per 1,000 Population			
	2005	2010	2020	2030
Total	20	18	16	16
West	29	29	29	28
Central	13	11	10	10
East	27	24	22	22

Sources: Tables 2-1, 2-2, 3-1

Table 4-8 shows the ratio of "local or neighborhood-serving" PROS acreage per 1,000 residents. This acreage excludes citywide facilities such as the Civic Center and Rockville Municipal Golf Course and PROS at schools sites in order to focus on locally-oriented PROS (neighborhood parks, open space, and athletic parks). The results are different compared to Table 4-7; East Rockville had only four acres of PROS per 1,000 residents based on the 2005 population, Central Rockville had nine acres per 1,000 residents, and West Rockville had 23 acres per 1,000 residents. By 2030, given the projected population growth in Central Rockville, especially along Rockville Pike, this area's ratio will fall to six acres per 1,000 residents.

Table 4-8 City of Rockville PROS per 1,000 Residents (all PROS excluding citywide)

Area	PROS acres per 1,000 Population			
	2005	2010	2020	2030
Total	11	9	9	8
West	23	23	23	22
Central	9	7	6	6
East	4	4	4	4

Sources: Tables 2-1, 2-2, 3-1

The City of Rockville 2002 Comprehensive Master Plan recommended that the City maintain a near 50-50 balance between passive open space and active park areas with recreational amenities.⁵ As of 2008, parkland designated as open space represents 46 percent of all parkland within the City, close to the goal of 50 percent. This includes the 354 acres of

⁵ City of Rockville Comprehensive Master Plan, 2002, p. 6-7.

parks specified as open space (Table 2-2) plus 120 acres of Civic Center Park that are designated as a forest preserve. Many neighborhood parks, athletic parks, and citywide parks include at least some open space suitable for passive recreation, so open space represents at least half, if not more, of all parkland.

This Plan includes PROS at schools in the City and land at Montgomery College towards its PROS acreage goal because such land is used for recreation and legitimately contributes to meeting PROS demand. The acreage has been calculated carefully, including only acreage available for recreation, not the whole site (see Appendix A).

ii. Underserved Areas of the City of Rockville (input from meetings)

Participants in the Stakeholder meetings, the Supervisor Staff Meeting, and the Community Outreach Meetings were asked if they thought any specific areas of the City were underserved by PROS. Map 4-2 shows the recommendations



Attendants at the PROS Stakeholder Meetings, such as the Sports Stakeholder Meeting shown above, discussed their thoughts on PROS in the City and what direction the City should take in the future in regard to these resources.

for both general and specific PROS needs meeting participants made at these meetings.

iii. Accessibility Analysis

A goal of the Department of Recreation and Parks is to have a park within a 10-minute walking distance of any point in the City. The

Department conducted an initial assessment of its performance with respect to this goal in 2002/2003, see Figure 4-5. This assessment was relatively basic, drawing 0.125 and 0.25 mile radius polygons around the perimeter of each park to represent 5-minute and 10-minute walking distances. Based on these criteria and the methodology nearly all of the City meets the goal. The chief limitation of this assessment is that it assumes no barriers to access within the polygons. For example, a polygon crossing I-270 or the metro rail line assumes there is pedestrian access across the facility. In reality, this is not the case. For this PROSP a refinement of the radius analysis was conducted, see Figure 4-6.

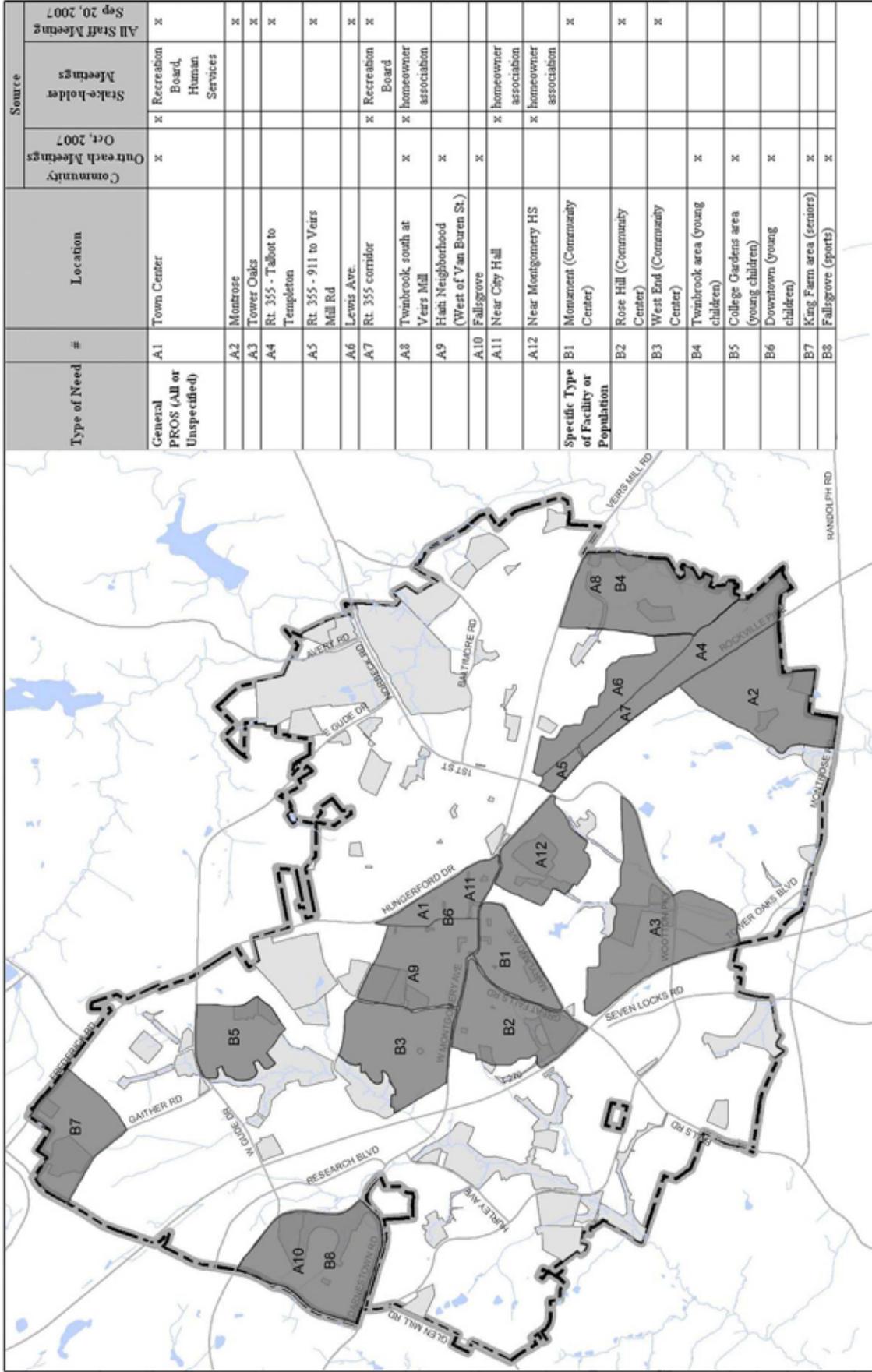
The refinement used a GIS extension called Network Analyst, which analyzes how far from a point or points one can move along a given network in a given time and then draws polygons around the furthest point reached. Essentially, the map shows the walkable area (in red on Figure 4-6) around each PROS resource

in the City based on available access routes (sidewalks or trails). Public schools in the City are noted in the map but are not included in the analysis. Figure 4-6 shows significantly less accessibility in the City compared to Figure 4-5. 2008 coverage in the City is quite extensive but certain areas, including Rockville Pike and Twinbrook are shown to need improved access.

Because of base data limitations (data on sidewalks, trails and other access routes, including informal “goat paths”, was

incomplete), Figure 4-6 lacks the precision to generate definitive conclusions for planning. With complete data on access routes, a refined analysis would:

- Provide a more accurate understanding of access.
- Help identify underserved parts of the city.
- Identify potential access enhancement projects, such as paths or sidewalks.
- Help prioritize new park and recreation facility projects.



Map 4-2. Underserved Areas of the City of Rockville
Park, Recreation and Open Space Resources in the City of Rockville

Legend

- City Parks
- Streams
- Underserved Areas
- Schools
- Ponds
- Roads
- City of Rockville



Figure 4-5 Park Accessibility Walking Distance Analysis 2002/2003

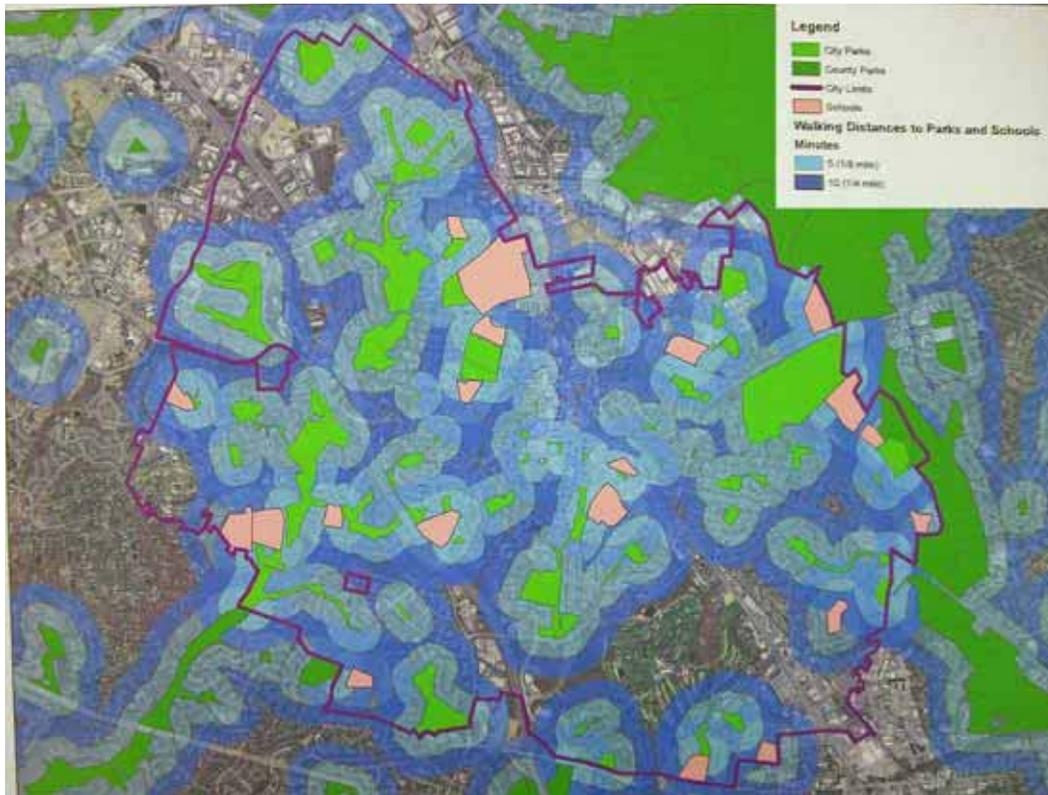
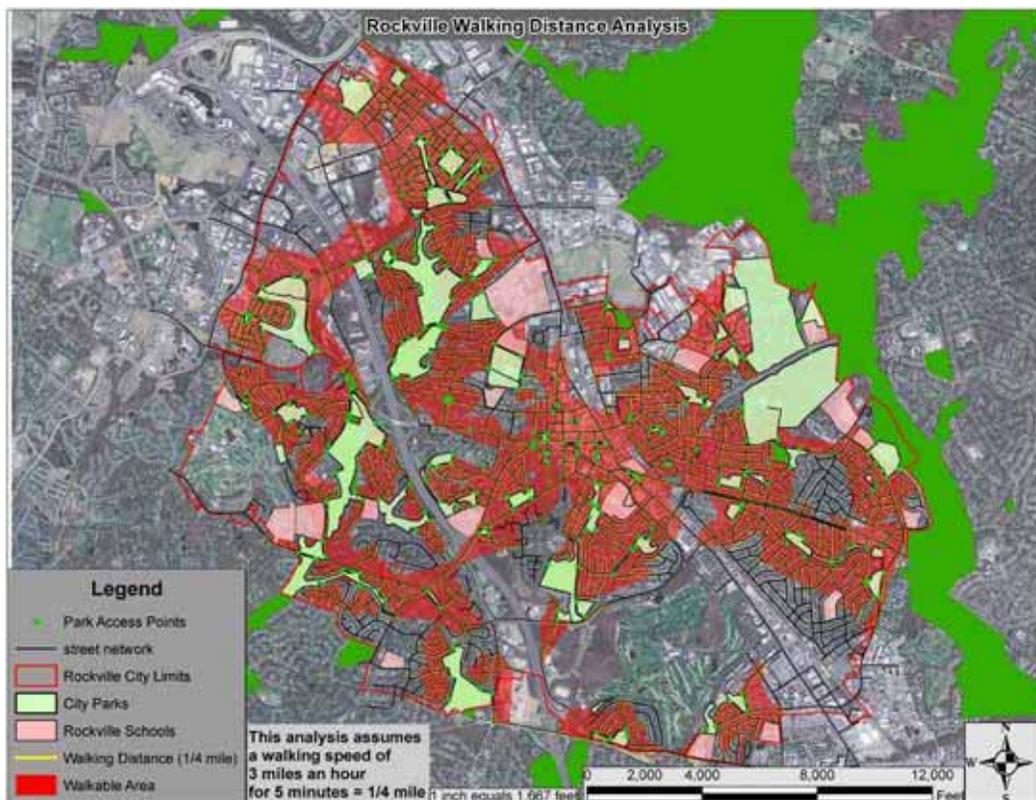


Figure 4-6 Park Accessibility Analysis 2008 Using Network Analyst



Conclusions

The City of Rockville compares favorably to other cities with regards to its PROS land. The City's ratio of approximately 20 PROS acres per 1,000 residents is higher than eight out of the nine cities discussed in the Best Practices Paper, with only Austin, TX exceeding its ratio (Table 4-2). Rockville's ratio exceeds seven of the cities by more than eight acres per 1,000 residents. However, the Plan analyses do indicate some areas of need:

- East Rockville, especially for locally oriented PROS (neighborhood parks and athletic parks)
- Twinbrook
- Rockville Pike
- Town Center

East Rockville is a good candidate for additional park land which could be accomplished through conversion of existing rights-of-way, purchase of vacant lots or acquisition land through the development process. When participants of the PROS recreation survey were asked what means of transportation they used to travel to parks in the City, households in East Rockville were the most likely to drive and least likely to walk of the three areas. This suggests participants in East Rockville had to travel further from their homes to reach parks. Participants from East Rockville were also the most likely of the three geographical areas to agree with the statement that "I think additional parks are needed within the City limits of Rockville."

The Twinbrook area was cited frequently as an underserved area during Community and Stakeholder meetings. Both accessibility analyses (Figures 4-5 and 4-6) reflect this, showing a lack of coverage in this area.

Rockville Pike was frequently mentioned as underserved, and this is also reflected in the accessibility analyses. Chapter 2 of this plan shows Twinbrook and Rockville Pike are also expected to be growth areas in the next 20 years, making them priority areas for PROS needs.

Open space is essential in dense urban areas to provide places for relaxation and gathering, connection to nature, and improve aesthetics. Town Center Plaza Park that resulted from redevelopment of the City's Town Center has been very successful and well received. In spite

of this success, some park advocates were disappointed by the space because it is quite small and consists mostly of a paved plaza. Town Center was mentioned numerous times as an underserved area and additional parkland should be a key component of the Town Center Phase II redevelopment (see Section B.4 of this chapter and Appendix E).

10.2 Facilities Needs Assessment

A supply versus demand needs analysis was conducted to evaluate the number of facilities needed on a citywide basis to satisfy the demand for 17 types of recreational facilities and activities.⁶ The analysis used three time frames: current (2008), mid-range (2020), and long-range (2030). Two analyses were conducted; one for facilities within the City, and one that included facilities in the City and in the Outer Rockville Recreation Area (ORRA), since these facilities are accessible to City residents and help meet demand.

10.2.1 Supply

For the City, the supply comprised existing and planned (in the CIP) facilities in the Department of Recreation and Parks PROS inventory plus facilities in public schools in the City that are available for public recreation. For the ORRA the City developed a PROS inventory, since no comprehensive inventory existed⁷. Chapter 2 includes a summary description of both inventories and the complete inventory is in Appendix A. Daily carrying capacity and season length data for each facility/activity were defined by the Department of Recreation and Parks based on past experience.

10.2.2 Demand

Demand was derived from population and from recreation participation rates among the general population for different activities⁸. Detailed

⁶ The analysis was limited to those facilities/activities for which the City had accurate supply information. In the future the City intends to run the analysis for other facilities such as on-road and off-road trails.

⁷ This inventory is extensive but the ORRA is large with many PROS resources and providers. The inventory should be updated periodically to ensure completeness and accuracy.

⁸ Population from the City Department of Planning for the City, and from the Montgomery County Planning Department for the ORRA. Participation rates were initially derived from Donald F. Norris and Royce

tables showing the results for the supply, demand, and needs analyses are provided in Appendix A. The electronic version of the supply and demand tables (available from the Department of Recreation and Parks) includes explanatory comments indicating and explaining where changes were made to baseline demand, season length or daily carrying capacity data.

10.2.3 Results

Table 4-12 (next page) summarizes the results of the supply versus demand analysis. It lists the supply of existing facilities and shows the calculated facilities surplus or deficit for 2008, 2020 and 2030. The detailed supply, demand and needs analysis tables are included in Appendix A.

An example calculation, for baseball, is provided as a footnote to Table 4-12.

Montgomery County Land Preservation, Parks and Recreation Plan

Input from Montgomery County also factored into the needs assessment. Montgomery County's park system is highly regarded. Together with the Prince George's County Department of Parks and Recreation, The Maryland-National Capital Park and Planning Commission is the country's only five-time national gold medal award-winning park system.

Montgomery County assesses recreation facilities needs at different geographic scales depending on the facility type (Table 4-9). For example, playgrounds need to be provided close to home and so they are assessed at the planning area level. The service area for team sports is larger as teams expect to drive to play these sports, though preferably these facilities should be in the general area of the players. Team sports needs are assessed at the Team Area scale.

Table 4-9 Scale at which Montgomery County Assesses Facilities Needs

Planning Area	Community-Based Team Areas	Countywide
Playgrounds	Baseball/ Softball	Picnic shelters/areas
Tennis	Rectangular fields; soccer, football, lacrosse	Nature centers, community centers, aquatic centers
Basketball		Skate parks, roller hockey
		Dog exercise areas

The LPPRP did not assess the specific unmet needs for Planning Area 26 (Rockville).

For the I-270 Corridor Community-Based Team Area the LPPRP identified additional needs by the year 2020 (Table 4-10):

Table 4-10 I-270 Area PROS Facility Needs

Field Type	Additional Need by 2020
Youth (age 0-9) Multi-Purpose Diamonds	0.1
Baseball (age 10-13) and Softball (age 10-65+) Diamonds	1.5
90' Infield- Baseball Fields (ages 14+)	3.0
Multi-Purpose Rectangular Fields (age 10-65+)	19.4
Youth Multi-Purpose Rectangles Fields (age 0-9)	9.7

Source: M-NCPPC LPPRP, 2005 page III-26

At the countywide level the LPPRP identified many facility needs (Table 4-11):

Table 4-11 Countywide PROS Facility Needs

Facility	Existing	Additional Need by 2020
Picnic shelters	78	21
Group picnic areas	3	1
Nature centers	4	2
Skate parks	0	16
Dog exercise areas	3	15
Natural surface regional trails (miles)	116	105
Hard surface regional trails (miles)	74	23
Community recreation centers	18	12
Aquatic facilities	11	3-4

Source: M-NCPPC LPPRP, 2005 page III-28

Laytonia Recreational Park near the intersection of Muncaster Mill Road and Airport Road is the only recreation facility currently planned in the portion of Montgomery County around the City. It will have four baseball fields, picnic shelters, and trails.

Hanson, *Participation in Local Park and Recreation Activities in Maryland A Survey of Households in Maryland and Seven Sub-State Regions*, Maryland Institute for Policy Analysis and Research, 2003. The Department of Recreation and Parks modified some participation rates based on local knowledge and experience to better represent the actual participation in these activities in the City.

Table 4-12 Summary of PROS Facilities Needs

Summary of Needs Report - City of Rockville					
Note: A positive demand number (without parenthesis) indicates a facility surplus. A number in parenthesis indicates a facility deficit. For example, there is a deficit of four football fields in 2008.					
Activity	Facility Type	Existing Facilities (1)	Facilities Surplus or (Deficit)		
			2008 (2)	2020 (3)	2030 (4)
Baseball	Diamonds	8	(0.3)	(2)	(2)
Basketball (indoor)	Courts	9	(9)	(12)	(12)
Basketball (outdoor)	Courts	79	16	4	4
Dog Park	Acres	1	0.3	0.1	0.1
Football	Fields	2	(4)	(4)	(5)
Golf	Courses (18 hole)	1	0	(0)	(0)
Indoor fitness	Fitness/weight room	5	1	1	1
Indoor sports	Gyms	14	3	1	1
Picnic Areas	Picnic table(s) with grill (and shelter)	19	3	(0)	(0)
Playgrounds/ Tot-Lots	Playgrounds	53	1	(8)	(8)
Skateboarding	Skateboard Park	1	(0)	(1)	(1)
Soccer/Multi-Use	Fields	25	7	4	4
Softball	Diamonds	21	6	3	3
Swimming Pools (indoor)	Pools	2	(0.1)	(0.4)	(0.5)
Swimming Pools (outdoor)	Pools	2	0.6	0.3	0.3
Tennis (outdoor)	Courts	73	14	3	3
Volleyball (outdoor)	Courts	4	1	1	1
Summary of Needs Report - The City of Rockville and the Outer Rockville Recreation Area					
Note: A positive demand number (without parenthesis) indicates a facility surplus. A number in parenthesis indicates a facility deficit. For example, there is a deficit of eleven football fields in 2008.					
Activity	Facility Type	Existing Facilities (1)	Facilities Surplus or (Deficit)		
			2008 (2)	2020 (3)	2030 (4)
Baseball	Diamonds	56	29	24	21
Basketball (indoor)	Courts	12	(46)	(56)	(62)
Basketball (outdoor)	Courts	105	(6)	(27)	(37)
Dog Park	Acres	3	(1)	(1)	(2)
Football	Fields	7	(11)	(14)	(16)
Golf	Courses (18 hole)	8	5	4	4
Indoor fitness	Fitness/weight room	19	7	4	3
Indoor sports	Gyms	29	(5)	(12)	(15)
Picnic Areas	Picnic table(s) with grill (and shelter)	48	(4)	(14)	(19)
Playgrounds/ Tot-Lots	Playgrounds	94	(57)	(86)	(101)
Skateboarding	Skateboard Park	2	(2)	(3)	(3)
Soccer/Multi-Use	Fields	61	3	(8)	(14)
Softball	Diamonds	67	19	10	5
Swimming Pools (indoor)	Pools	6	(1)	(2)	(3)
Swimming Pools (outdoor)	Pools	23	14	12	11
Tennis (outdoor)	Courts	142	47	29	19
Volleyball (outdoor)	Courts	9	1	(1)	(2)
(1) City of Rockville 2008 Parks, Recreation and Open Space Plan (PROS) Resources Inventory. City of Rockville facilities include facilities in Montgomery County Public Schools within the city.					
(2) Needs Report Column 4.					
(3) Needs Report Column 7.					
(4) Needs Report Column 10.					
Notes in the electronic version of the spreadsheets explain the assumptions behind the numbers in each report.					

Sample calculation for baseball. Eight fields in 2008 provide a total supply of 108,000 annual play occasions (based on 150 day season and daily field capacity of 90 players; 150x90x8). Demand in 2008 was 112,533 play occasions based on participation rate of 0.79% (survey derived) of the city population and an annual participation frequency of 22.71 occasions (62,724x0.79x22.71). Supply minus demand divided by annual carrying capacity per field gives the 2008 deficit of 0.3: (108,000-112,533)/13,500.

10.2.4 Facility/Activity Discussion

Baseball

The City of Rockville has 8 baseball diamonds available for public recreation. With a 2008 demand for 8.3 diamonds, there is a slight current deficit. This deficit will increase to 2 diamonds in 2020 and 2030 as the City population increases. When the additional 48 baseball diamonds within the ORRA are considered, there is a 2008 surplus of 29 diamonds within the ORRA which will fall to 21 diamonds in 2030. The quality and usability of each of the ORRA fields is not fully understood. Rockville Baseball Association (RBBA) is a major baseball diamond user. There was general agreement at the Sports Stakeholder Meeting that the baseball fields within the City were being overused and were in need of replacement of their dirt infields (see Sports Stakeholder & Focus Group Meeting, March 2008 on the PROSP CD).

Basketball

Indoor

The City has 9 indoor basketball courts (3 each at Falls Grove Park/Thomas Farm Community Center, Isreal Park, Twinbrook Park/Twinbrook Community Center). With a 2008 demand for 18 courts, there is a deficit of 9 courts. This will increase to 12 courts by 2030 as the population increases. Geographically, six of the courts are located in East Rockville, 3 courts are in West Rockville, and none are in Central Rockville. In the ORRA, the supply is 12 courts with a 2008 demand for 58 courts, making a deficit of 46 courts in 2008. This deficit will grow to 62 courts by 2008. If gyms, which often include space for basketball, are factored into the supply, the total number of courts available within the City increases to 23, covering the City demand through 2030 (the City uses at least one of the three Rockville High School gyms on Sundays in the winter). However, within the ORRA a deficit of 17 courts exists for 2008 which will grow to 33 courts by 2030. With indoor basketball courts in the City mainly located in East Rockville and, to a lesser extent, West Rockville, the City should concentrate on constructing new courts in Central and West Rockville.

Outdoor

The City of Rockville has 79 outdoor basketball courts distributed relatively evenly throughout the City. The 2008 demand is 63, resulting in a

citywide surplus of 16 courts. However, outdoor basketball is a neighborhood activity for which people expect to travel smaller distances compared to other sport activities. In the ORRA, there are 105 outdoor basketball courts. The 2008 demand is for 121 courts, making a deficit of 6 courts. As the population grows, this deficit will grow to 27 courts in 2020 and 37 courts in 2030. On a case by case basis, therefore, in new neighborhoods or in existing neighborhoods with high demand the City may need to add a small number of new outdoor courts.



The Department offers many locations throughout the City for residents, workers and visitors to play outdoor pick-up basketball. These courts are located at Calvin Park.

Dog Park

There is one dog park, one acre in size, in the City at Mattie J.T. Stepanek Park in Central Rockville. The demand for dog parks within the City in 2008 is 0.7 acres making a 0.3 acre current surplus. This surplus will decrease to 0.1 acres in 2020 and 2030. The 2008 demand for dog parks in the ORRA is four acres. With a 2008 supply of three acres, there is a one acre deficit that will increase to two acres by 2030. Considering this deficit and the fact that the only dog park within the City is located in north Central Rockville, the City should consider building up to two additional dog parks in other areas of the City. Rockville Dog Owners' Group (RDOG) would like to see the next dog park in the Twinbrook area.

Football

The City of Rockville has only two dedicated football fields available for public recreation (fields at high schools are not available). These are the new fields at Mattie J.T. Stepanek Park which in Fall 2009 will replace the multi-purpose

fields at Dogwood Park that can no longer meet football demand. The 2008 deficit is four fields, though if the City's multi-purpose fields are factored into the supply the deficit is less. Per Table 4-12, there are an additional seven fields in the ORRA but demand is high, and the City plus ORRA deficit is 11 fields. Rockville Football League (RFL) is a major field user. As of 2008 it had 1,500 players and has experienced 10 percent annual growth each year since 2005. RFL has advocated for lighted, turf fields to increase supply and reduce the number of cancellations and postponed games due to muddy and overused fields (see Sports Stakeholder & Focus Group Meeting, March 2008). To address future demand the City should monitor the supply/demand situation after the move to Mattie Stepanek Park and consider adding a lighted turf field at a location to be determined.

Golf

The City of Rockville Department of Recreation and Parks owns and manages the 18-hole RedGate Municipal Golf Course, the only publicly owned course in the City. This one course covers the demand in the City through 2030. There are an additional seven public and private golf courses within the ORRA, three which are located within the City, making an ORRA 2008 surplus of five courses which will decrease to four courses in 2020 and 2030.



RedGate Municipal Golf Course, Rockville's championship 18-hole par-71 golf course and driving range, has been ranked as one of the 10 finest facilities in the Washington metropolitan area by Washington Golf Magazine. Open year-round, the course offers a four tee system that allows players of all skill levels to enjoy the course.

Indoor fitness

There are five indoor fitness/weight rooms run by the Department distributed relatively evenly through the City, with one in West Rockville, two

in Central Rockville, and two in East Rockville. With a 2008 demand for four such rooms, there is a one room surplus that will remain through 2030 in spite of the increase in the City's population. Throughout the PROS Plan process there was a good deal of public input stating that the fitness/weight room in the Rockville Senior Center is overcrowded and the facility should be considered for expansion and renovation. A new, replacement fitness/weight room at the Rockville Municipal Swim Center capable of accommodating 25 persons at a time is under construction. Indoor fitness is an activity where private clubs such as Gold's Gym help meet public demand. There are 19 fitness/weight rooms in the ORRA, more than covering the 2008 demand for 12 such rooms.

Indoor sports

The City of Rockville has 20 gyms available for public indoor sports. Six of these are at the three high schools in the City. The Department of Recreation and Parks uses these six for summer camp programs but they are not otherwise available for public recreation and are therefore not included on Table 4-12. The 14 gyms on Table 4-12 are distributed evenly across the City, with five in West Rockville, four in Central Rockville, and five in East Rockville. The 2008 surplus is three gyms but this surplus will decrease as the City's population grows and the facilities will just meet the projected demand in 2020 and 2030. Since demand for indoor sports facilities increases during the winter as outdoor activities are moved inside, there is in fact a deficit of facilities in winter months and the City should consider constructing more gyms. There are 29 gyms in the ORRA. With a 2008 demand for 34 gyms, there is a 5 gym deficit which will grow to 12 gyms in 2020 and 15 gyms in 2030.

Picnic areas

There are 19 picnic areas located in the City. With a 2008 demand for 16 picnic areas, there is a surplus of 3 picnic areas. As the population grows, the demand for picnic areas will just be met in 2020 and 2030. Since most of the picnic areas are concentrated in Central Rockville (10 areas, with 4 areas in West Rockville and 5 in East Rockville), the City should consider adding picnic spaces in East and West Rockville. There is currently a deficit of picnic areas in the ORRA, with a demand for 52 areas and only 48 existing

areas. This deficit will grow to 14 areas in 2020 and 19 areas in 2030.

Playgrounds/Tot-lots

City of Rockville parks and open space contain 53 playgrounds/tot-lots. These playgrounds are relatively evenly distributed, though there are more located in Central and East Rockville (19 and 20 respectively) than in West Rockville (14). There is a citywide surplus of one playground in 2008. As the population grows, there will be a deficit of eight playgrounds in 2020 and 2030.

Since playgrounds need to be in close proximity to neighborhoods for ease of access, West Rockville with fewer playgrounds than other areas of the City should be considered a priority area for the construction of playgrounds/tot-lots. In the ORRA, there are 94 playgrounds/tot-lots and a 2008 deficit of 57 playgrounds. This deficit will grow to 86 playgrounds in 2020 and 101 playgrounds in 2030, making the construction of more playgrounds a priority in the area. Consideration should be given to building a multi-generational playground in support of the City's wellness initiative.

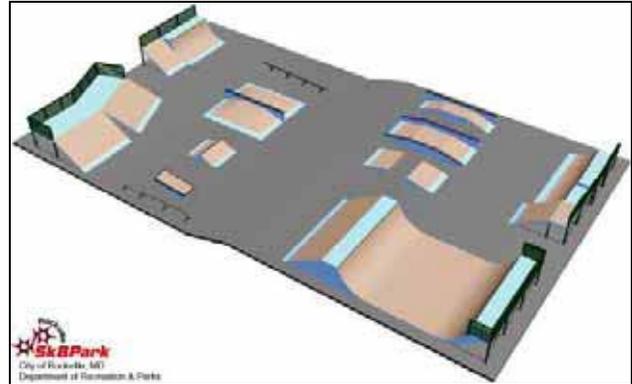


Pictures from the Britain's first playground for the over-60s which opened in 2008 in Manchester. A similar park opened in Berlin, inspired by fitness parks in Beijing.

Skateboarding

The Department of Recreation and Parks has one skate park at Welsh Park in Central Rockville. With a 2008 demand for one such park, the Rockville skate park currently covers the City's demand. As the population grows, there will be a deficit of one facility in 2020 and 2030. There is a deficit of two skate parks in the ORRA which will grow to three parks in 2020 and 2030.

During the plan's public participation process there were recommendations for smaller "skate spots" as less structured spaces for individuals to skateboard (with curbs and ramps convenient for skating). Priority areas for these "skate spots" would be East Rockville, Twinbrook/Rockville Pike, and West Rockville.



The Skate Park in Welsh Park is a 10,300 square foot skating area constructed with "Skatelite Pro," for in-line skaters, skateboarders, and freestyle bikers.

Soccer/Multi-Use

There are 25 soccer/multi-use fields in City parks and County public schools within the City (spread relatively evenly geographically). With a surplus of seven fields in 2008 and four fields in 2020 and 2030, there is need for new fields in the City. There are 61 soccer/multi-use fields in the ORRA, making a 2008 surplus of three fields that will become a deficit of eight fields 2020. At the boy's soccer stakeholder meeting it was stated that many multi-purpose fields are not suitable for soccer (tussocky and lacking grass at Mark Twain Park, for example). The Montgomery County LPPRP indicated a need for 30 multi-purpose rectangular fields in the I-270 corridor by 2020 (youth plus adult).

Softball

The City has 21 dedicated softball diamonds available for public recreation (diamonds at public schools are not available). With a 2008 demand for 15 diamonds, there is a surplus of six diamonds, indicating that the current citywide need for new softball diamonds is small, although the surplus will decrease to three diamonds in 2020 and 2030. The picture is similar in the ORRA, where there are 67 diamonds and a 2008 demand for 48 diamonds. Rockville Softball is a major softball diamond user. Representatives from the organization stated during a PROS Stakeholder meeting that the current number of

fields is sufficient (see PROS Plan CD, Sports Stakeholder & Focus Group Meeting, March 2008).

Swimming

Indoor

Swimming is a very popular activity in Rockville. The City Department of Recreation and Parks maintains two indoor pools at the Rockville Municipal Swim Center at Welsh Park. When only these facilities are considered, there is a 2008 deficit of 0.1 pools, growing to 0.4 pools in 2020 and 0.5 pools in 2030. In the ORRA, there are 6 indoor pools. With a 2008 demand for 7 facilities, there is a 2008 deficit of one indoor pool which will grow to 2 pools by 2020 and 3 pools by 2030. The City's FY 2009 CIP includes a 2012 project to add an inflatable dome (bubble) over the outdoor fitness pool at the Swim Center, which will increase the supply of swimming pools available for use year round.



The construction of a bubble over the outdoor fitness pool would relieve some of the strain the Swim Center receives from its high level of usage by Rockville residents and workers.

Outdoor

The Department of Recreation and Parks maintains two outdoor swimming pools at the Rockville Municipal Swim Center at Welsh Park. With a 2008 demand for 1.4 outdoor pools, there is a 0.6 pool surplus that will decrease to 0.3 pools in 2020 and 2030. There are 23 outdoor pools located in the ORRA, and a surplus of 14 pools in 2008, 12 pools in 2020, and 11 pools in 2030.

Tennis (outdoor)

There are 73 tennis courts in the City. With a 2008 demand for 59 courts, there is a surplus of 14 courts. This will decrease to three courts by 2030 as the population increases. The courts are

relatively evenly spread through the three geographic areas of the City, with East Rockville having somewhat fewer (16 courts compared to 26 in West Rockville and 31 in Central Rockville) so the citywide need for new outdoor courts is small.

There have been proposals to construct an indoor tennis bubble, possibly at Mark Twain School Athletic Park, on property owned by Montgomery County Public Schools. The City supports the project as an opportunity to promote tennis as a lifetime skill, and a low-cost fitness activity. This proposal would increase supply by making courts available for use year round.

Volleyball (outdoor)

The City has 4 outdoor volleyball courts. The surplus within the city for such facilities is one court for 2008, 2020, and 2030. These four courts are located in West and Central Rockville (two courts in each). There are nine outdoor volleyball courts in the ORRA. With a 2008 demand for eight courts, there is a one court surplus, which will shrink to a one court deficit by 2020 and a two court deficit by 2030. The City should consider building a volleyball court in East Rockville. Demand will come in part from the ORRA, so any new court should be coordinated with M-NCPPC, which is considering volleyball at proposed Laytonia Recreational Park.

Chapter 5 contains a table summarizing the conclusions and recommendations for all facilities/activities.

11. Special Topics

As part of the PROS Plan the Department of Recreation and Parks was interested in exploring several topics in detail:

- Areas where the Department felt its performance could be improved (security, disabilities, access).
- Areas where the Department felt it did not fully understand new demands (multi-cultural inclusion).
- New areas where the Department felt challenged (Zoning, Rockville Pike Redevelopment).

These topics were examined throughout the PROS Plan development process.

11.1 Multi-Cultural Assessment

City staff were particularly interested in race, cultural and language due to changing demographics. As noted in Chapter 3 the City of Rockville is becoming increasingly racially and linguistically diverse. To explore and gain feedback on this issue, best practice research was done and questions about outreach were asked at the Community Outreach Meetings and in the Recreation Survey. Discussions on multi-cultural issues occurred during several Stakeholder Meetings and some of the meetings targeted specific cultures in the community (Asians and Latinos).

Results

Results from the meetings and survey indicate that different cultures and ethnicities feel equally welcome at City parks and use them in similar frequency. Figure 4-3 in Section B.9 of this chapter shows little difference between the percentages of each racial group using PROS parks and facilities. While there were differences among racial groups in responses to individual questions, there was no consistent discernible pattern of differences across all or most of the questions. This was borne out in the stakeholder meetings. Table 4-13 shows selected results by race from the Recreation Survey.

The various meetings did produce some specific recommendations on outreach to different cultures, which are included in the Compilation of Recommendations. The participants in the stakeholder meetings said that they felt welcome in the City and were happy with PROS in the City. Among the more interesting

recommendations to increase multicultural participation were:

- A Cultural Exchange day in the City to introduce residents of the City to different cultures.
- Hire a translator/cultural liaison/advisor for persons from different cultures.
- Rather than advertising in newspapers (because there are so many) Asian participants recommended working with and through cultural associations and with the churches. The cultural associations also offer programs and might partner with the City to provide programs.
- Food is important to Hispanic culture. Picnics or pot luck events could be used as a draw for Hispanic adults.
- Recreation facilities and City Hall could host open houses to show people what the City offers with displays in different languages and native language speakers.
- Asians reported liking water features (ponds, streams) in the parks with bridges and gardens. Vegetable gardens could be another idea.

The Asian Stakeholder Group became excited with the idea of an Asian-oriented park design. A unique feature is "pebble paths" (reflexology paths) along which people walk barefoot, which is good for exercise, balance, and relaxation. The Senior Center might be a candidate location.



Pebble (Reflexology) Path in Shanghai, China. They are typically 6-15 feet wide and 50 feet long (or shorter) and there are smooth rocks 2-4" embedded randomly in the path.

Table 4-13 Recreation Survey Selected Results by Race

Response	Race (percentage)			
	White	Asian	Black	Spanish/Latino
Park visitation by adults	72.9	75.7	77.3	78
Mode of transportation to parks: biking	1.7	10.7	5.9	3.1
Adults saying that improvements to parks would result in their increased use	28.5	44.6	41.2	43.8
Adults who did not visit parks saying that something could be done to induce them to visit	23.4	11.1	0	0
Adults saying that they felt safe at City parks	88.6	90.5	90.9	85.4
Adults saying they did not visit any parks because they were too busy	54.7	44.4	80	88.9
Facility visitation by adults	65.3	60.8	86.4	65.9
Adults saying that they went swimming at a facility	36.4	57.8	36.8	48.1
Adults saying that improvements to facilities would result in their increased use	29.2	33.3	31.6	29.6
Adults who did not visit facilities saying that something could be done to induce them to visit	20.7	31	33.3	14.3
Adults saying that they felt safe at City facilities	90.3	83.8	90.9	87.8
Adults saying that their child went biking at a park	4.7	6.7	22.2	25
Adults saying that improvements to facilities would result in their increased use by the children in their household	15.7	34.6	22.2	6.3
Adults saying their children did not participate in programs because they were too expensive	6.3	0	28.6	16.7
Respondents strongly agreeing that the availability of PROS is important to their satisfaction with living in Rockville	59.3	56.8	50	73.2
Respondents agreeing that they would pay reasonable user fees to maintain the level of PROS service	68.3	67.5	81.8	70.7
Respondents agreeing that there were sufficient parks within a "reasonable distance"	85.1	81.8	100	78
Respondents agreeing that additional parks were needed within the City limits of Rockville	25.9	37.9	50	46.3

11.2 Disabled Population

As noted in Chapter 3, in 2000 14 percent (5,933 persons) of the City’s population had a disability. In order to assess services to individuals with disabilities in the City of Rockville, staff conducted best practice research in the area and asked questions about special needs at Stakeholder Meetings (including at a Therapeutic Stakeholder meeting on February 28, 2008) and in the Recreation Survey. When respondents of the Survey who had a disabled individual living in their household were asked whether the disabled members of their household were adequately served by the classes, parks and facilities provided by the City of Rockville Department of Recreation and Parks, 63% replied that they were. There was a notable difference between respondents who had lived in Rockville for less than 5 years (60% saying no they were

not adequately served) and those who had lived there for more than 5 years (27% saying no).

The Best Practices Paper discusses the case study of Boulder, CO, whose EXPAND Program ensures that individuals with special needs are guaranteed a place by the City’s Department of Recreation and Parks. The Paper suggests that the City of Rockville allocate responsibility to a specialist specifically charged to involve those with special needs in the Department’s programs and to monitor performance against benchmarks. Some other interesting recommendations from the Stakeholder and other meetings were:

- Consider doing a park "sweep" of each park, examining safety features and measuring accessibility for disabled individuals (see Virginia Beach example in Best Practice Paper Appendix 1 on the PROSP CD).
- Just as children under 15 years of age are given opportunities to attend concerts at

Strathmore at reduced rates or free of charge, perhaps there is scope to do this for the disabled.

- In some recreational activities, such as those at the Swim Center, a companion is needed who understands the special needs of the intellectually disabled.
- Physical access to and within parks may need to be improved for the physically disabled (see Chapter 5 Section C.6).
- The Department has special obligations to the disabled persons who the for-profit sector is not obliged to serve.
- Inclusive leisure service operations should be the ultimate goal of all recreation personnel and programs. Inclusive means:
 - Participants with disabilities should come to understand that access to community leisure settings and programs is possible and can be achieved without difficulty and with the full support of leisure providers and the community as a whole.
 - People with disabilities should be considered “participants” not “the handicapped.”
 - Therefore, they are entitled the same respect and attention afforded any other member of the community when recreation programming is being planned, designed and implemented.

11.3 Safety and Security Assessment

Investigating safety and security in City of Rockville PROS was an important part of the PROS plan process. Staff were concerned about recent drops in safety and security scores in the Citywide Citizen Survey.

As part of the PROSP the public was asked about their perceptions of PROS security at the community meetings, stakeholder meetings, and in the recreation survey. The consensus at the meetings was that most attendees felt safe visiting City of Rockville PROS, with very few exceptions. In the Survey, 89% of adults felt safe visiting parks and the same percentage felt safe using facilities.

Staff investigated ways of quantitatively evaluating security of PROS. Table 4-14 shows the results for three Rockville Parks. Town Square Park and Courthouse Square Park scored very high on the assessment and Monument Park also had a good score.



City parks and facilities are designed where possible to meet Americans with Disabilities Act guidelines. Here, for example, paving to the picnic table allows wheelchair access. Also, the table portion extends beyond the benches to allow wheelchairs to pull up underneath the table.

Table 4-14 Safety and Security Index

Variable	Rockville Sites (scored 1-24-08)			New York Sites (scored in Nemeth and Schmidt, 2007)	
	Courthouse Square Park	Monument Park	Town Square Park	Washington Square Park	Sony Plaza
Features encouraging use					
Sign announcing "public space"	0	2	0	2	2
Public ownership or management	2	2	2	2	0
Restroom available	0	1	2	2	1
Diversity of seating types	2	1	2	2	2
Various microclimates	2	2	1	2	1
Lighting to encourage nighttime use	2	0	2	2	1
Small-scale food vendors	2 (visible from park)	0	2	1	2
Art, cultural, or visual enhancement	2	1	0	2	1
Entrance accessibility	2	2	2	2	1
Orientation accessibility	2	2	2	2	2
Total A	16	13	15	19	13
Features controlling (limiting) use					
Visible sets of rules posted	0	2	0	2	2
Subjective or judgment rules posted	0	0	0	0	2
In a business improvement district (BID)	0	0	0	0	2
Security cameras	0	0	0	0	2
Security personnel	1	0	0	1	2
Secondary security personnel	0	0	0	0	2
Design to imply appropriate use	1	0	0	0	1
Presence of sponsor or advertisement	0	0	0	0	2
Areas of restricted or conditional use	0	0	0	2	2
Constrained hours of operation	0	1	0	1	1
Total B	2	3	0	6	18
Overall Score (Total A minus Total B)	14	10	15	13	-5

Understanding and interpreting the scores.

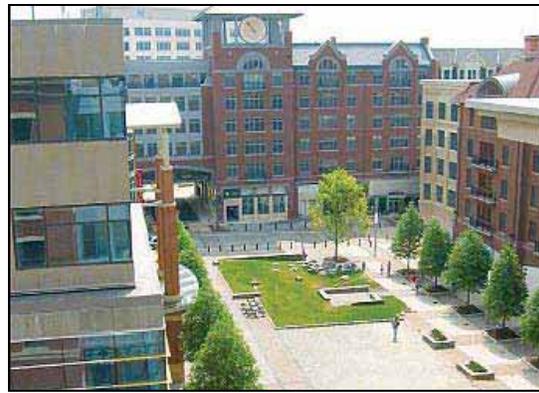
Each of the 20 variables represents strategies for securing open space. The variables are divided into 10 encouraging free use of space and 10 indicating control of use. The scores are based on the presence and intensity of each variable. Scores range from 0-2, 0=none present, 1=variable moderately present, 2=variable strongly present. The overall score for a given space is calculated by subtracting the total score for all variables indicating control from the total score for all variables indicating free use. The lower the score, both on individual variables and overall, the more controlled the space is, and the higher the score, the freer the use of the space. The highest possible score is a +20 (least controlled), the lowest would be a -20 (very controlled); zero would be a perfectly neutral score. A detailed description of the methodology is in Németh, Jeremy and Schmidt, Stephan (2007) 'Toward a Methodology for Measuring the Security of Publicly Accessible Spaces', Journal of the American Planning Association, 73:3, 283 - 297. The article is reproduced on the PROS Plan CD.

Figure 4-7 Parks Evaluated in Safety and Security Index

Courthouse Square Park



Town Center Plaza Park



Monument Park, Central Rockville



Washington Square Park, NY



Sony Plaza, NY



11.4 Bicycling

The Department of Recreation and Parks has implemented almost all of the off-road recommendations in the 2004 *Rockville Bikeway Master Plan Update*, including a bicycle pedestrian bridge over I-270, a \$5.3 million project that included a connecting multi-use trail, which opened in 2007.

The major remaining off-road project was to complete an 8-foot wide shared-use path on the west side of MD 355 (Rockville Pike), Hungerford Drive and Frederick Road. However, the draft Rockville Pike Corridor Neighborhood Plan (see below Section 11.6) recommends a boulevard roadway configuration along the Pike.

The City of Rockville’s 2007 Citizen Survey asked about ease of travel by bicycle. Somewhat surprisingly given the City’s recent efforts, ease of travel by bicycle was rated at 44 out of a possible 100. This is below the norm compared other jurisdictions across the nation (Rockville ranked 67th out of 115 jurisdictions). However, ease of travel by bicycle was also deemed to be of relatively low importance by respondents (only 40% of respondents rated it as “Essential” or “Very Important”). Ease of travel by bicycle was ranked highest by residents in East Rockville and lowest in Central Rockville. In the 2008 citizen survey the rankings were above the national average.

11.5 Comprehensive Zoning Ordinance Revision

While the PROSP was being developed the City of Rockville zoning code was comprehensively updated. The new code, effective March 2009, includes the following provisions:

- 1) Creation of a new zoning district, the Park Zone (Sec. 25.14.06), with the purpose of providing and maintaining adequate open space areas within the City. This zone includes most existing PROS land in the City.
- 2) Creation of a new category of PROS for zoning purposes called “Public Use Space” (Sec. 25.17.01). Public Use Space is required in mixed-use districts to provide light, air and recreational space and must be

accessible to the general public. Examples include lawns, decorative plantings, sidewalks and walkways, playgrounds, fountains, wooded areas and watercourses. Table 4-15 (derived from Sec 25.13.05) shows what percentage of each district would be required as public use space.

For sites where it is not feasible to provide the required amount of public use space onsite, a fee-in-lieu will be required to provide public use space in the vicinity of the site (Sec. 25.17.01)

Table 4-15 Percentage of Public Use Space Required in Mixed-Use Districts

District	Description of Area	%
MXTD (Transit District)	Near the Metro stations	20
MXCD (Corridor District)	Along the major highway corridors outside of the MXTD zone areas	20
MXE (Employment)	Office, light industrial, and industrial park uses	20
MXB (Business)	Intended primarily for retail sales, neighborhood services and compatible residential development	20
MXNC (Neighborhood Commercial)	Intended for local retail and service uses in areas within or in close proximity to single-unit detached residential uses.	20
MXC (Commercial)	Intended for local retail and services uses in areas within or in close proximity to single-unit detached residential uses.	20
MXT (Transition)	Areas located between moderate or high-density development and single unit detached residential neighborhoods.	20

- 3) Sec. 25.21.19 regulates public sites and open spaces. It states that if a proposed park, playground or other public use shown in the Comprehensive Plan is located in whole or in part within a proposed subdivision, the subdivider is required to dedicate the land to the City.

It also states that the City may require the dedication or reservation of such other areas or sites of a character, extent, and location reasonably related to the needs generated by such development.

Through provision such as these, under the prior code, the King Farm and Falls Grove developments dedicated PROS land to the City (22 percent in King Farm and 34 percent from Falls Grove).

11.6 Rockville Pike Redevelopment

The Rockville Pike Corridor Neighborhood Plan Update which began in 2007 is the product of a community planning initiative known as Rockville’s Pike: Envision a Great Place. Public input culminated in a Community Design Charrette held in May and June 2008. The description in this section is based on the August 5, 2008 draft of the plan (the final plan is expected to be adopted in 2009).

Three of the ten principles guiding the draft Rockville Pike Plan are directly relevant to recreation and parks:

- The Pike will feature a safe and pleasant environment for walking and biking.
- Additional open space, landscaping, and environmentally friendly development will contribute to a “greener” Pike.
- New public spaces on the Pike will provide a pleasant environment for community gathering and outdoor activity.

Key components of the draft plan that are relevant to recreation and parks include:

- Projections for Rockville Pike indicate a market with a strong demand for multi-family units (3,312 of 4,889 projected residential units by 2027)⁹, limited demand

⁹ Estimates generally consistent with the City’s projections in Chapter 3 of this PROSP.

for office space, and some demand for additional retail.



Traffic congestion and the unappealing physical character of Rockville Pike have led the City to consider significant changes to its layout and adjoining development.

- Rockville Pike is envisioned as a multi-way boulevard. A multi-way boulevard is a type of street design that can simultaneously move a large volume of through traffic while safely accommodating local traffic and providing the framework for the creation of a distinctive public realm. The design of the boulevard would expand beyond the current six travel lanes to include sidewalks, a two-lane access road (with one lane devoted to buses and bicycles), one lane of parallel on-street parking and a tree lined island to protect local traffic and pedestrians from through traffic.
- The plan recommends greening Rockville Pike through tree planting and landscaping.
- New development along the Pike would be required to provide 15 percent of each lot as open space, with the option of providing 5 percent as “real” open space and 10 percent as a “fee in lieu” providing funds for the City to use in acquiring and developing open space.¹⁰ Three types of requirements for open space would apply:
 - For small properties along the Pike, the requirement could be satisfied through

¹⁰ This 15 percent open space is lower than the 20 percent requirement for MXCD (Mixed Use Corridor District), which Rockville Pike Corridor is zoned in the RORZOR (Table 4-15).

setback improvements to accommodate and landscape the access road portion of the boulevard.

- Larger properties along the Pike would provide small open space gathering places.
- Properties that do not face the Pike would develop pocket parks, squares, playgrounds, and small active recreation facilities such as basketball courts that are oriented to provide easy access to residents living in and near the study area. For example, in the south portion of the Pike, the plan suggests a park along East Jefferson Street that would serve as a desirable amenity for existing and new residential development.
- The plan promotes improved wayfinding along the Pike through the separation of through traffic and local traffic, informational kiosks and maps to help pedestrians find their way around, and an enhanced pedestrian environment of smaller blocks and safer roads.
- The plan suggests providing additional private recreation opportunities in the form of green areas on the roofs of residential buildings.



In the Rockville Pike Plan draft, an expansion of the current six travel lanes would separate local traffic from mainline traffic and provide for on-street parking, local circulation, transit and bicycle movement, and a pedestrian area.

11.7 Cost Recovery and Impact Fees

Cost Recovery

To supply the City with high quality recreational and leisure opportunities, the Department of Recreation and Parks charges fees for certain services. These fees and charges provide roughly a third of the finances necessary for the Department's operation. The Department's cost recovery policies are guided by a Revenue and Fee Policy adopted in 2004 (see the PROS Plan CD). This Policy is reviewed each year to adjust for the changing needs of the Department, and is approved by the Mayor and Council when the budget is approved.

The Revenue and Fee Policy divides the services provided by the Department into five service levels (see Table 4-16). Each level has a different expectation for how much of the costs should be recovered through fees and charges.

Table 4-16 also shows the percentage of cost recovery the Department achieved between 2005 and 2008. The City's cost recovery policy is somewhat controversial and was the subject of many comments during the PROSP process (see the Stakeholder Meetings Summary document on the PROS Plan CD). The City is currently satisfied with the cost recovery percentages established for all divisions.

In the PROSP Recreation Survey, 72 percent of those questioned agreed that the cost to participate in programs and classes offered by the City of Rockville was reasonable. Only 2.8% strongly disagreed with the statement.

Cost recovery is a means whereby the City can offer PROS resources and programs that exceed regional and national standards

Development Impact Fees

The City is continually looking at alternative means to fund its capital program. A revenue source frequently used by governments is development impact fees. These fees are imposed on new development with the intent of recovering the growth-related capital costs of facilities (or portions of facilities) built to serve growth, thereby minimizing the capital fiscal impact of growth on existing residents and businesses.

Table 4-16 Cost Recovery Service Levels

Service Level	Description	Cost Recovery Policy	Percentage of Department Actual Costs Recovered from Revenues ¹			
			FY 2005	FY 2006	FY 2007	FY 2008
1. Basic Services, Parks and Facilities	Includes park operation and maintenance, greenways, trails, playgrounds, and non-reservation amenities. Activities include hiking, walking, and fishing.	No cost recovery. These services are provided with funds derived from tax revenues.	1%	1%	2%	2%
2. Community Benefit- Core Programs, Services and Facilities	Includes core or basic recreation programs, activities/events that utilize parks, recreation facilities, and other public spaces that provide benefits to the entire community and are not routinely provided by the private sector. Activities include at-risk youth programs, art galleries, basic after-school programs, and the farmers' market.	Expected to recover approximately 25% of direct costs through fees, sponsorships and grants. Supplemented with tax dollars.	40%	43%	42%	41%
3. Community/ Individual Benefit Services	Services that provide benefit to the community as well as the individual and which space or time may limit or preclude participation. The private sector may offer some of these services. Activities include sports leagues, swim center programs, and senior citizen programs.	Expected to recover between 25% and 100% of direct costs and 25% of indirect costs. Supplemented with tax dollars.	40%	43%	42%	41%
4. Individual Benefit Services	Products/processes for the individual that are often provided by the private sector. Includes fitness facilities, childcare programs, trips, and tours.	Expected to recover 100% of direct costs, up to 100% indirect costs, and in some cases a portion of allocated costs (Citywide expenses such as legal and payroll). Minimal tax support.	94%	102%	100%	90%
5. Enterprise Services	Bridge the gap between government provision and full private sector commercial involvement. Includes the Redgate Golf Course.	Fees and charges must cover direct, indirect and allocated costs, as well as debt service on bonds sold to support capital projects.	89%	91%	98%	97%

¹ User fees, charges, grants, sponsorships, etc.

11.8 Watershed Planning and Stormwater Management

Much of the City of Rockville was built before stormwater management (SWM) practices were required. The City wants to improve the environment by installing SWM to retrofit areas built without SWM, as well as engaging in stream restoration, wetland creation and reforestation. To further these objectives, the Department of Public Works (DPW) developed watershed studies and watershed management plans for the City's three watersheds: Cabin John Creek, Watts Branch, and Rock Creek (see Map 2-3).

The Department of Recreation and Parks works with DPW in support of these projects. In a fully developed City like Rockville, PROS land often provides among the few opportunities to accomplish major SWM retrofits. SWM facilities, if well designed, can be attractive amenities for an area, providing a pleasing landscape and attracting wildlife, while performing their task of improving water quality.

DPW expects to complete SWM projects at College Gardens Park and at Maryvale Park in 2009. Three other projects at Glenora Park, Welsh Park, and Horizon Hill Park are either planned or are in their initial construction.

The project at College Gardens Park, conceived in the *2001 Watts Branch Watershed Study*, completes the construction of a SWM pond retrofit. An existing farm pond has been expanded to provide full water quantity control and water quality treatment for a 78-acre drainage area. In association with the SWM component approximately 300 linear feet of stream along a tributary to Watts Branch were restored. Throughout the project, City staff worked with community members to finalize design details that support a shared vision of the future park. This design process should be the prototype for designing SWM facilities within parks. Table 4-17 describes other existing and future SWM projects in City parks.



The stormwater management retrofit project at Maryvale Park (under construction in 2009) will improve water quality and provide an attractive wetland marsh at the park.

Table 4-17 Watershed Enhancement Projects Affecting PROS

Location	Features	Schedule
Existing		
College Gardens Park	<ul style="list-style-type: none"> • Expand existing pond for a 78-acre drainage area • Approximately 300 linear feet of stream restoration • Replacement of aging park amenities; relocation and upgrade of walking trails, basketball court, and gazebo and installation of fitness equipment 	2009
Glenora Park	<ul style="list-style-type: none"> • Approximately 1,100 linear feet of stream restoration between Hurley Avenue and the northern end of Bouldercrest Court. 	2012
	<ul style="list-style-type: none"> • Construction of a new SWM pond for a 115-acre drainage area 	2014
Horizon Hill Park	<ul style="list-style-type: none"> • Retrofit three existing SWM dry ponds at the park for a 185-acre drainage area • Complementary park improvements 	2011
Maryvale Park	<ul style="list-style-type: none"> • Converts Maryvale II SWM facility from a dry pond to an extended detention wetland marsh • Construction of a 250-foot by 150-foot soccer field to replace the existing ball field 	2008
Watts Branch Forest Preserve Park	<ul style="list-style-type: none"> • Stabilization to approximately 3,200 linear feet of streambank • Additional investigation will be completed to evaluate Native American artifacts within the project limits 	2013
Welsh Park	<ul style="list-style-type: none"> • Construction of a new SWM facility for a 53-acre drainage area • Channel protection storage and partial quality storage for the 53-acre drainage area • Park improvements 	2015
Future		
Calvin Park	<ul style="list-style-type: none"> • Improvements to underground drainage 	N/A
Montrose Park	<ul style="list-style-type: none"> • Construction of a dry pond, including a small micropool 	N/A
North Farm Park	<ul style="list-style-type: none"> • Conversion of the existing dry pond into an extended detention shallow marsh 	N/A

The City plans to initiate a watershed study of Cabin John in FY 2010. This will result in updated information on the conditions of streams, wetlands and stream buffers in the watershed. Because the City has limited opportunity for new SWM facilities, it is likely that the plan will focus on alternative measures to improve water quality. These may include changing maintenance practices in the parks (such as increasing "no-mow" areas adjacent to streams), encouraging proper pet waste disposal, incorporating green building techniques on

existing and new buildings, adding measures (raingardens, bioretention areas) that mitigate stormwater impact on a small scale, and disconnecting roof leaders to storm drains.

11.9 Growth and Development of the Department of Recreation and Parks

The City of Rockville Department of Recreation and Parks is a somewhat unusual recreation department. In addition to typical parks department functions such as parks development and recreation programming it is responsible for functions not necessarily associated with recreation departments including senior services, social services, managing parking garages, and maintaining city buildings including a performing arts theater. The Department is large for a city of Rockville's size with over 160 full-time employees. Recreation and Parks constitutes a major vehicle through which the City of Rockville provides a high quality of life both to its residents as well as those that work in and visit the City.

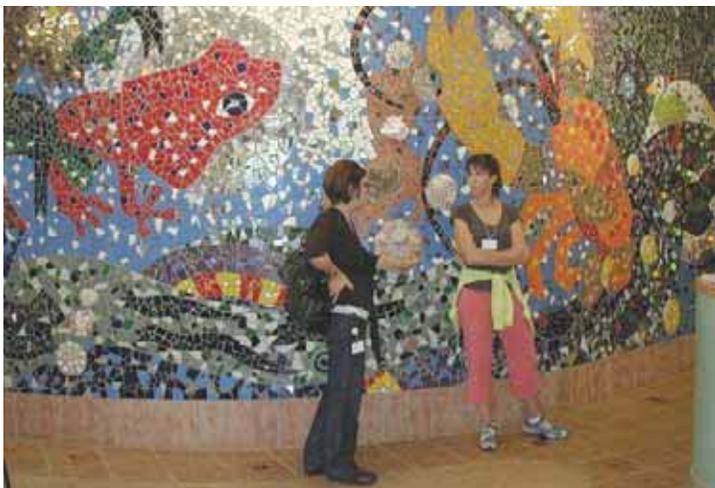
The history behind this unusual situation provides lessons for how to grow a successful organization but is also important to understand as a context and basis for the PROSP's evaluations and recommendations.

The information from this section resulted from a 2008 interview with Mr. Burt Hall, the City of Rockville's current Director of Recreation and Parks. A more detailed write-up of the interview can be found on the PROS Plan CD.

History

Milestones in the growth of the Department include:

- 1957 Glenview Mansion and Estate purchased (later converted to the Rockville Civic Center).
- 1968 Rockville Municipal Swimming Center opened.
- 1968 City of Rockville Recreation and Parks Department was formed from the Parks Division of the City's Public Works Department. At inception it was responsible for maintaining ball fields, metal playground equipment and a small recreation division staff of part-timers.
- 1974 Peerless Rockville, Rockville Musical Theater, and Rockville Civic Ballet chartered, RedGate Golf Course opened.
- 1978 Art in Public Places created. The Cultural Arts Commission and Victorian Lyric Opera Company formed. The Humanities Commission created.
- 1982 Rockville Senior Center opened.
- 1988 National Chamber Orchestra took up residence at the F. Scott Fitzgerald Theater.
- 1989 Hometown Holidays program inaugurated. Rockville Arts Place organized. Rockville Farmers Market opened.
- 1995 King Farm was annexed and development agreement finalized.
- 1997 Courthouse Square Park created including Spirit of Rockville fountain.
- 2006 Rockville Town Center Plaza Park opened.



The Department promotes and maintains art in public locations throughout the City. The mural shown left is in the Croydon Creek Nature Center and depicts images of the creatures found in and alongside of Croydon Creek.

Departmental Success

The following factors have been key to the Department's successful growth and development:

- **A Strong Civic Tradition and Commitment to Community Improvement.** The City has continually reinforced and strengthened its commitment to community improvement and quality of life. It has been a necessary precondition to development of today's very broad and diverse recreation and parks program.
- **Alignment of Services and Products with Community Need.** Encouraging the feedback of its citizens/clients is an important way that the City keeps its services in alignment with needs and reduces the recreation and parks program claim on general revenue.
- **Devise a Strategy but Seize Opportunities.** The Department has made careful use of strategic planning that integrates and guides annual budgets and against which performance is assessed, calibrated and redirected as a management tool. Of equal importance is the ability to seize unforeseen opportunities that present themselves. One of many examples is that of the City's bicycle infrastructure. The enactment of the 1991 Federal Intermodal Surface Transportation Efficiency Act (ISTEA) increased the opportunity for Metropolitan Planning Organizations to dramatically increase their share of Federal Transport funds allocated to non-road infrastructure and facilities. Rockville saw this as a major opportunity to enhance its recreational program through the planning and implementation a bicycle network. The Department of Recreation and Parks moved quickly to create its plan, detail its funding submission and secure federal funds to create an integrated network of county bikeway connections, shared-use paths and neighborhood bike routes which now service the entire City. The most recent manifestation of the funding this approach was the award of \$3.8 million in Federal TEA-21 funding and a \$1.6 million City capital funds appropriation (a total of \$5.4

million) to build a pedestrian-bicycle bridge over I-270, one of the final links of an 11-mile circumferential Millennium Trail around the City.

- **Use the Budget as an Integrated Management Tool.** The Department's budget documents contain not only the means and logic of resource allocation but also the framework for monitoring service delivery. The budget process involves a great many staff and is a vehicle for tapping the full range of the Department's knowledge and skills. The budget documents are presented program by program, each with specific objectives, and performance measures.
- **Dedicated Staff.** The Department has a long tradition of staff dedicated to improving the City's quality of life. It has also enjoyed consistent leadership, with Mr. Hall having served in his current position since 1993 and as Superintendent of Recreation for 10 years before that. His interest in reinvention and change and philosophy of quality service has fostered the Department's development into the success it has become today.



The City has developed an extensive network of 68 miles of bikeways, including the Millennium Trail, a 10.6 mile loop around the City.

Regular Positions:

Position Title	Adopted FY07	Adopted FY08	Adopted FY09
Parks Maintenance Supervisor	0.5	0.5	0.5
Crew Supervisor	1.0	1.0	1.0
Maintenance Worker	1.0	1.0	1.0
Laborer	1.0	1.0	1.0
Cost Center Total	3.5	3.5	3.5

Planned Improvement Projects

Fiscal Year	Funding	Description
FY 2009	\$20,000	Installation of benches adjacent to multi-use paths throughout the City

Cost Center: Urban Forest Maintenance

Objectives:

- Preserve, protect and manage the existing population of more than 25,000 street trees through preventative maintenance and block pruning on a 15-year cycle, at an average cost of \$112 per tree 🗑️
- Continue to update the City's street tree inventory
- Remove dead, dying, hazardous and utility-conflicted trees, as appropriate for adjacent use area, at an average cost of \$639 per tree
- Improve the quality of Rockville's urban forest areas by implementing an exotic and invasive plant management program 🗑️
- Perform emergency snow, ice and storm damage cleanup at City facilities and grounds
- Provide staff support for City wide special events

Performance Measures:

	Actual FY07	Target FY08	Est. Act. FY08	Target FY09
Percent of citizens rating street trees as excellent or good *	67%	Next Survey FY09	Next Survey FY09	75%

* The City conducts a citizen survey every other year. A survey was conducted in FY07 and the next survey will take place in FY09.

Workload Measures:

	Actual FY07	Estimate FY08	Est. Act. FY08	Estimate FY09
Number of trees block pruned	1,603	2,000	2,150	2,000
Number of street trees inventoried *	1,690	2,750	2,880	2,750
Number of trees removed **	507	600	740	740

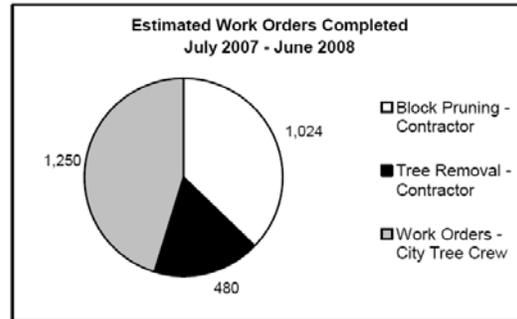
* This performance measure reflects the number of trees that have been entered into the Hansen database.

** Trees are replanted by the Horticulture Cost Center.

Regular Positions:

Position Title	Adopted FY07	Adopted FY08	Adopted FY09
City Forester	0.7	1.0	1.0
Tree Crew Supervisor	1.0	1.0	1.0
Tree Climber	4.0	4.0	4.0
Cost Center Total	5.7	6.0	6.0

Supplemental Information:



Page from the FY09 Department of Recreation and Parks Operating Budget, Parks and Open Space Division. The page illustrates how the Department uses workload measures to assess performance over time. Note the symbols in the text of the left column. They are found throughout the budget and indicate performance measures that directly relate to Mayor and Council visions.

Chapter 5 Plan Recommendations

A. Introduction

This chapter describes the plan and recommendations for PROS in the City of Rockville over the next 10 to 20 years. The plan aligns the Mayor and Council’s vision for the City and the Department of Recreation and Parks mission and objectives (Chapter 1) with the PROSP inputs and needs assessment (Chapters 2, 3 and 4). This PROSP is the result of a very broad range of inputs. The key findings and recommendations from each input are included in a detailed Compilation of Recommendations table included in the plan as Appendix E.

Chapter 5 is divided into two major sections:

- Major department-wide policy recommendations
- Division-specific recommendations

The department-wide policy recommendations represent the most important themes and ideas that emerged through the PROSP preparation process. These themes and ideas were raised repeatedly at staff, stakeholder, and community outreach meetings, and were reinforced in the surveys, best practices research and other plan inputs.

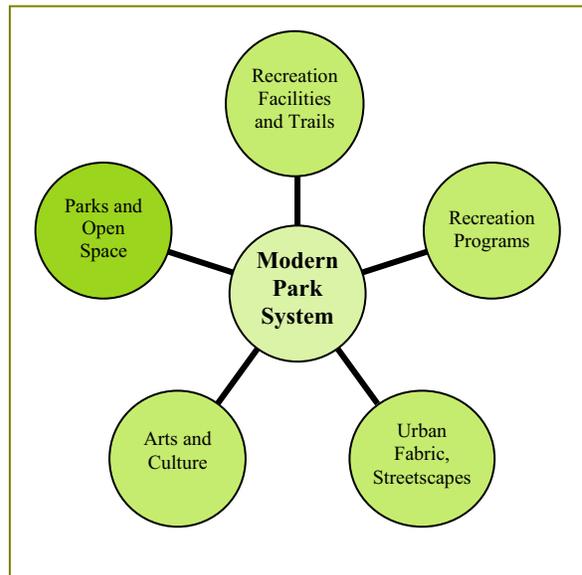
Division-specific recommendations are the key recommendations for each division of the Department of Recreation and Parks. These are drawn from an assessment of each division’s achievements and challenges and the major recommendations from the Compilation of Recommendations table.

The plan’s recommendations include, wherever possible, benchmarks and performance measures for use in reviewing progress in implementing the plan and for possible incorporation into the department’s annual budget and capital improvement program.

B. Major Department-Wide Policy Recommendations

The modern park system is more than just a collection of parks. The modern park system is a vital component of a city’s quality of life, its natural environment, physical fabric, and business and economic development. Figure 5-1 illustrates that while parks remain at the core of a recreation department, the different components of PROS combine to create a system that is more than the sum of its parts.

Figure 5-1 The Modern Park System



Source: Adapted from Lee Springgate, Principal, Point Wilson Group. Retired Director of the City of Bellevue, WA, Parks and Community Services Department

The City of Rockville’s Department of Recreation and Parks has evolved since its creation in 1968 into a truly modern park system. The following major department-wide policy recommendations are intended to guide the Department as it continues to evolve and remain at the core of the life of the City.

Icons next to each recommendation indicate which of the visions the policy relates to. Each of these is connected to one of the Mayor and Council’s visions listed in Chapter 1.

1. Build community pride and ownership in the City's recreation and parks system



The City of Rockville places heavy emphasis on the importance of the public realm, its vital contribution to city life, and government's legitimate role as its steward. The importance of promoting volunteerism, partnerships with neighborhoods and businesses, stewardship and developing civic pride was a consistent theme through the PROSP preparation process. This was echoed in the best practice research (see, for example, the case study of the Fairmont Park system in Philadelphia, Chapter 4 Section B.6). The objective is to instill in the public a sense of ownership and a desire to be stewards, leaving parks and open spaces in a better state than how they found them.

Implementation Recommendations

Pride and ownership comes from knowledge, understanding and involvement. Among the PROSP's key recommendations are:

- Continued and broadened outreach so that residents, workers, and visitors know what PROS facilities and programs are available.
- Bringing programs to different neighborhoods. Expanding locations where special events are held.
- Involving the public in as many ways as possible in PROS planning, maintenance, and programming.
- Strengthening and perhaps formalizing, management partnerships between Department of Recreation and Parks staff and neighborhoods and businesses. Creating "friends" of or "adopt" a park or facility (recreation center) groups.

Benchmarking Assessment

The City has collected a lot of data and measures to benchmark its performance in building community pride and ownership:

- Score on quality of and importance of sense of community in Rockville (1)
- Extent of agreement on whether the City of Rockville welcomes citizen involvement (1)

- Score on whether residents receive enough information on volunteer opportunities and the importance of volunteering opportunities (1)
- Number of community and non-profit groups participating in City-sponsored events (2)
- Dollar amount raised for community groups and non-profits through events (2)
- Number of volunteers in various Recreation and Parks division cost centers (2)
- Number of volunteer hours contributed in various Recreation and Parks division cost centers (2)
- Percent of parents, caregivers, and family members involved in after school programs (2)
- Number of outreach publications describing community needs and/or resources (2)
- Number of community meetings (2)
- Extent of familiarity with classes, parks and facilities available in the City (3)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008



Brownie Troop #6764 takes part in the Adopt-a-Stream program, through which Rockville groups adopt a stream segment in the community and conduct at least two trash cleanups annually.

Benchmarking Recommendations

- i. Develop more detailed measures regarding extent of familiarity with classes, parks and facilities available in the City. Among

respondents to the recreation survey, 24 percent said that they were not familiar with the classes, parks and facilities available to them in the City, and households in East Rockville and the lower income brackets tended to agree strongly that they were not familiar.

- ii. Build on the measure of the number of community and non-profit groups participating in City-sponsored events to report on the number of (formal) partner groups and “friends” of parks groups.

2. Support the City’s Sustainability Initiatives



Sustainability is a relatively new phenomenon at the municipal government level, but along with energy, greenhouse gas emissions and other environmental concerns, is unlikely to be a passing fad.

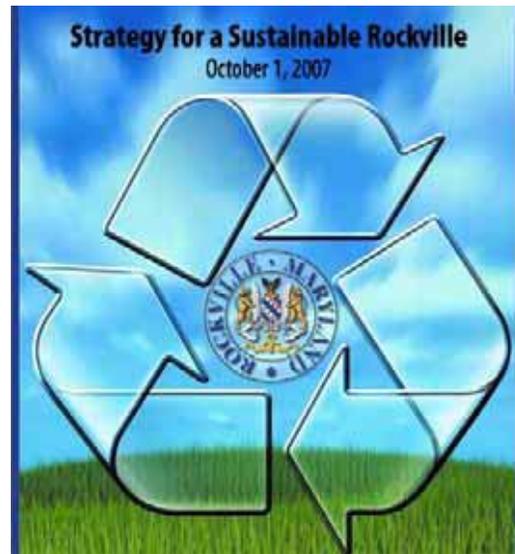
In May 2006, the Mayor and Council committed to making Rockville a sustainability leader among Maryland communities with its vision for 2020 and the establishment of an Environmental Management Division in the Department of Public Works. As a “sustainable” city, Rockville would concentrate on achieving economic prosperity and meeting the needs of the present generation while protecting the planet’s natural systems and without compromising the ability of future generations to meet their own needs. In October 2007, the Division published a “Strategy for a Sustainable Rockville” a comprehensive strategy designed to make Rockville more sustainable and environmentally-sensitive.

Implementation Recommendations

The Department of Recreation and Parks with management and maintenance responsibilities for most of the city’s lands, buildings, trees, and landscaping, has a vital role in the City’s drive for sustainability and can be at the vanguard of the initiative. Examples include:

- Use sustainable maintenance practices at all parks and facilities.
- Work towards Leadership in Energy and Environmental Design (LEED) green building certification for facilities.

- Leading with respect to running programs, facilities and events on sustainable principles (examples include using no more resources such as water, fossil fuels, electricity, paper products, and plastics as necessary and using green cleaning supplies), providing programming on recycling, and the environment, and showcasing the environment at its facilities.
- Helping implement the Strategy for a Sustainable Rockville especially by limiting natural resource consumption, reducing pollution sources, avoiding adverse environmental impacts, and reducing impervious surfaces.



The “Strategy for a Sustainable Rockville” primarily targets city activities and actions but also promotes and encourages similar actions by businesses and residents.

Benchmarking Assessment

While the Department of Recreation and Parks has a lot of sustainability-related data, it has reported few of them in its annual budget:

- Number of street tree planting areas inspected (2)
- Number of street trees inventoried (2)
- Number of random air quality inspections completed within City facilities(2)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

- i. Develop and report in the budget on one or more measures of energy consumption and conservation. The City intends to conduct an energy conservation study for selected City facilities in FY 2009.
- ii. Report on the status of the City’s tree canopy goal (under development with the Maryland Department of Natural Resources).
- iii. Add a general performance measure related to facilities-related sustainability or environmental showcasing.

3. Acquire additional park and open space land



In order to meet the Department’s citywide acreage goal (18 acres of parkland and open space for every 1,000 residents), the City will need to add 142 acres of parkland and open space land by 2030 (Chapter 4 Section B.10.1). This will be a very significant challenge given the availability and cost of land. The greatest needs are in east Rockville, portions of central Rockville, and in the Rockville Pike Corridor. Much of the central portion is served well. Only isolated areas exhibit this need.

Implementation Recommendations

Key recommendations are:

- Use different means to acquire land:
 - Fee simple acquisition
 - Continue the City’s successful practice of constructing pocket parks and open space throughout the City, such as the ones at Courthouse Square Park, Mary Trumbo Park, Karn Park, and Friends Park. Paper streets, rights of way and street corners offer opportunities for these kinds of spaces.
 - Dedications through the development and redevelopment processes.
 - Donations and bequests.

- Obtain funding for land acquisition
 - Fee in lieu (pursuant to the new zoning ordinance). See Chapter 4 section B.11.5
 - Fund the parkland acquisition plan in the City’s Capital Improvements Program (CIP). This project has been assigned “placeholder” status and is not funded.
 - Impact fees (see discussion in Chapter 4 section B.11.7)
 - The newly formed Rockville Recreation and Parks Foundation, Inc. could be a future source of funding for land acquisition, (see below Section C.1.iii.d.).
- Focus on areas of greatest need:
 - East Rockville, especially for locally oriented PROS (neighborhood parks and athletic parks). Consider acquisition of 4-10 acres of existing residential or commercial property to be converted to neighborhood parks
 - Twinbrook
 - Town Center
 - Rockville Pike (see discussion in Chapter 4 section B.11.6 and below in section C.6.)

Benchmarking Assessment

While the Department of Recreation and Parks continually measures the City’s need for parkland and looks for possible parkland acquisition sites, it currently reports few measures in its annual budget. Benchmark measures from the Recreation Surveys are:

- Park and open space acres by park type (2)
- Number and acres of parks by east, central and west service section areas of the City (2)
- Level of agreement with the statement “there are sufficient parks within a reasonable distance of my home to meet the needs of my household” (3)
- Level of agreement with the statement “I think additional parks are needed to provide athletic fields for softball, football, soccer and other sports” (3)

- Level of agreement with the statement “I think additional parks are needed within the city limits of Rockville” (3)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

- i. Report in the annual budget on park and open space acres
 - by park type
 - by geographic area
 - by number of acres per 1,000 population against the citywide acreage goal
 - changes over time

See Chapter 4, Section 10.1.
- ii. Report on progress in geographic areas of greatest need.
- iii. Report on balance between passive open space versus active park areas with recreational amenities.

4. Continue to build and develop Rockville as a cultural destination



Under the Mayor and Council’s vision, Rockville will be a major regional cultural destination, recognized as such regionally and nationally. In the context of this PROSP, “cultural” means the City’s history and heritage, its arts and humanities facilities and programs, as well as incorporating into city life the many ethnic groups that make Rockville so diverse. The Department maintains and programs many of the public gathering places that host cultural activities including the Town Center Plaza Park, Civic Center, F. Scott Fitzgerald Theater, and Glenview Mansion. People throughout the region enjoy the performances, concerts, special events, public art and sculpture in the City.

Implementation Recommendations

The City’s cultural and entertainment plan is scheduled to be updated in 2009. The plan will evaluate and analyze community cultural resources, including fine arts, performing arts,

entertainment, sports, historical, shopping and other related assets. It will assess the possibility of Rockville becoming part of the Montgomery County Heritage Area and the development of an Arts and Entertainment District. The plan should consider the recommendations made during the PROSP process, including:

- Arts programs that inspire and bring people together as a community.
- Reflect the culture of ethnic populations in park design and incorporate amenities supporting/reflecting different cultures
- More music, arts, and cultural events in parks.
- Activities to bring younger audiences and whole families to arts facilities.
- Improved coordination of publicity of the arts in Rockville so as to make it accessible and affordable for all, both to attend and participate.



The Rockville Civic Ballet performs at the F. Scott Fitzgerald Theatre. The theatre is used for performances, concerts, trade shows, conferences, awards ceremonies, graduations and other large activities.

Benchmarking assessment

The City has collected a lot of data and measures to benchmark its performance in arts and culturally related activities:

- Score on quality of and importance of opportunities to attend cultural or arts events (1)
- Number of times a person attended a City-sponsored special event (such as outdoor

concerts, Farmer's Market, July 4th fireworks, Hometown Holidays, or Car Show (1)

- Rating of quality of and importance of City-sponsored special events (1)
- Score on amount of and importance of information received about cultural events (1)
- Number of community and non-profit groups participating in City sponsored events (2)
- Dollar amount raised for community groups and non-profits through events (2)
- Number of City-sponsored events held (2)
- Number of persons attending special events (2)
- Number of public art projects approved and installed in Town Center (2)
- Percent of capacity attendance of City sponsored performing arts groups (2)
- Percent of arts operating costs recovered by fees (2)
- Number of volunteer hours contributed in the arts (2)
- Number of volunteers (2)
- Number of registrants / attendees in arts programs (2)
- Number of performances at F. Scott Fitzgerald Theatre (2)
- Number of events at Glenview Mansion (2)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008



Sculpture provided by the Art in Public Places program in front of the Senior Center.

Benchmarking Recommendations

- i. Develop additional measures related to implementing the Mayor and Council's vision and the cultural and entertainment plan.
- ii. Broaden the measure regarding the number of public art projects in Town Center to the City as a whole.

5. Strengthen connectivity between neighborhoods, parks and facilities



For an essentially built-out city, developed before trails and pedestrian/bicycle connections became as popular and in demand as they are today, Rockville has achieved a great deal in the area of trail, sidewalk, and bicycle connectivity (see Chapter 2 Section E.).

In the City of Rockville's 2007 Citizen Survey ease of travel by bicycle and walking were rated at 44 and 50 respectively out of a possible 100. These scores were below the norm compared other jurisdictions across the nation. However, in the 2008 Survey the rankings were above the national average.

Increasing connectivity will be part physical (new construction, enhancement, and signage) and part outreach and educating the public about existing connections so that the perception of ease of connectivity increases.

Implementation Recommendations

The Compilation of Recommendations (Appendix E) contains many recommendations for strengthening connectivity. Among the key ones are:

- Develop an open space plan to explore, assess and bring together into a single vision the greenways, connections, and potential open spaces in the City.
- Complete missing sidewalk links (lead agency Department of Public Works).
- An enhanced wayfinding system. For example, at PROS resources and at major intersections, have maps or signage of how to travel to nearby PROS resources; a "yellow brick road" concept, perhaps, where all paths to PROS have yellow

bricks. An enhanced system would also improve the perception of connectivity among residents, workers, and visitors.

- Partnering with neighborhoods to create interconnecting spaces (most participants used the term "greenways") through the city and making this a "formal" program.
- Better connections across and in and around Rockville Pike.
- Improve pedestrian safety to and within parks.



Projects like the Pedestrian and Bicycle Bridge over I-270 provide essential elements for pedestrians and bicyclists and have increased connectivity between east and west Rockville

Benchmarking Assessment

Measures the city has used to benchmark its performance in connectivity are:

- Score on the ease and importance of travel by bicycle in Rockville (1)
- Score on the ease and importance of travel by walking in Rockville (1)
- Score on the condition and importance of paths (bike paths, walking trails) in the city (1)
- Score on the condition and importance of sidewalks in the city (1)
- Percent of participants who rate the Ride and Stride for Rockville event as good or excellent (2)
- Percent of schools conducting Safe Routes to School Programs (2)
- Number of bicycle/pedestrian path inspections completed (2)

- Number of bicycle/pedestrian path sweepings completed (2)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

- Develop by 2010 an improved accessibility analysis to better assess success in achieving the Department of Recreation and Parks goal to have a park within a 10-minute walking distance of any point in the City (see Chapter 4 Section B.10.1.)
- Develop by 2010 supply and demand measures so that trails and sidewalks can be included in the recommended biannual land and facilities needs and assessment (see Chapter 4 Section B.10.2).

6. Balance programmed and un-programmed activities and areas. Focus more strongly on nature-based activities, play, and wellness.



Achieving the "right" balance between active and passive PROS, and programmed and non-programmed activities and areas was a common theme among participants in the PROSP process. While many participants cited a perceived overemphasis on "active" recreation (sports and athletics) and lack of places for un-programmed activities (places for spontaneous recreation or to just "be"), the balance between active park areas and passive open space land is actually fairly even i.e. passive open space is – close to or even exceeding 50 percent (see Chapter 4 Section 10.1). Knowledge of where these PROS are and how they can be used may be more the issue. Spontaneous, un-programmed use of indoor facilities is more difficult because of access, supervision, and security issues.

The need to promote opportunities for children in urban areas to experience nature and provide them places for unstructured play is of growing

concern to many¹. Rockville has a variety of different spaces – from woods to the more formal Civic Center grounds – to allow for this kind of play. The City’s summer playgrounds and camps are very popular among children, and may be a good vehicle to promote spontaneous, nature-based, play.

Recognizing the urgency in ensuring that Rockville's young people have the opportunity to connect with nature and grow to be informed and responsible stewards of our environment, the City should partner with the state, county and other jurisdictions on the "Maryland Partnership for Children in Nature" established in April 2008. The goals and strategies developed and funding sources identified should be used as a resource to provide locations and opportunities for nature-based play in Rockville.

Allied to these ideas is wellness; comprising initiatives that increase awareness of health issues and that encourage people to make behavioral changes that lead to healthier lifestyles. In recognition of its increasing importance and value, in FY 2009 the Department of Recreation and Parks elevated employee wellness from a single position to its own cost center within the Administration Division. Wellness considerations can be integrated department-wide and into new park and facility design (see, for example a picture of a reflexology path in Chapter 4 Section B.11.1 and of an over 60s playground in Chapter 4 Section B.10.2.4 “Playgrounds/Tot-lots” and Chapter 5 Section B.6 “Implementation”).

Implementation Recommendations

Key recommendations are:

- Continue to maintain a near 50-50 balance between passive open space and active park areas with recreational amenities.

¹ See "Last Child in the Woods - Saving Our Kids from Nature Deficit Disorder. Richard Louv, 2nd ed. 2008; "Where Do the Children Play", a Public Broadcasting Service documentary, produced by Michigan Television; and the National Institute for Play, <http://nifplay.org/>

- Increase awareness of opportunities for unprogrammed activities for all ages at PROS facilities.
- Promote opportunities for spontaneous, nature-based, play.
- Integrate wellness considerations into department-wide activities and new park and facility design.



Playgrounds and unprogrammed space are not only for children. This picture is from Britain's first playground for the over-60s which opened in 2008 in Manchester.

Benchmarking assessment

Measures have included:

- Park and open space acres by park type (2).
- Measures of overall satisfaction and meeting needs (see below under “Reinvent, reinvest, and rebuild”).
- Percent of survey respondents rating wellness programs as “good” or “excellent” (2)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008
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Benchmarking Recommendations

- Consider asking an explicit question in the Biannual Citizen Survey or a future recreation survey regarding satisfaction with Citywide / Department of Recreation and Parks performance in supporting/promoting wellness.

7. Reinvent, reinvest, and rebuild existing PROS. Share facilities.



While the City needs to acquire additional park and open space land, per Chapter 5 Section B.3, the City is largely built out and needs to continue to invest in its existing assets.

Maintaining the City's parks and open space areas, athletic fields, rights of way, buildings, forests and street trees is a huge job. By and large these assets are in good condition; the Department does invest, conducts regular inspections, and uses a maintenance management system to track needed repairs.

To stay relevant, PROS have to change and adapt to changing needs or people stop using them - like abandoned malls or streets.

Facilities need to be repositioned to continue to attract a critical mass of regular users. The keynotes in facility design are flexibility and adaptability, respecting the needs of different user groups, and allowing for facilities to be adapted to future changes in recreation needs and demand.

Shared use of facilities was a theme frequently raised during the community outreach for the PROSP. Rather than constructing a new, seniors-only or teens-only center, all facilities in the City should allow for different age groups to express their contribution and meet their needs. In so doing each group can enrich the experience for other age groups. This is not to say that all programs should be intergenerational, but the program and facility approach is one of inclusion and sharing rather than separation and serving each group in its own facility.

Line staff – those actually doing the inspections, maintenance, and clean up on a day to day basis, are very concerned about their ability to maintain high standards given the demands being placed on the PROS system that will likely grow with many small dispersed sites. The Department's past success is due in large measure to its providing a high quality program. Future success will rely on continuing this approach.

Implementation Recommendations

Key recommendations are:

- Continue to invest in and reinvent facilities. With good, regular and sound reinvestment the City's major facilities – Civic Center Park, Croydon Creek Nature Center Senior Center, Municipal Swim Center, Community Centers, and RedGate will be able to serve this and the next generation.
- Develop a long-range plan for each park to guide future planning within the framework of the PROSP.
- Maximize use of capacity in different facilities around the City. For example, direct and facilitate seniors' use of fitness rooms at community centers at times when the senior center fitness room is busy. Resolve price differentials to meet this objective.
- Approach new and redesigned facilities with the objective of shared use among different age groups and design flexibility to allow adaptation to future changes in recreation needs and demand.

Benchmarking assessment

The best measures of the department's success in reinvention and investment are those of overall satisfaction and meeting needs.

Measures have included:

- Score on quality of and importance of (1)
 - Rockville Senior Center programs and services
 - Services to youth
 - Range of activities available in parks and recreation centers and facilities
 - Appearance of City buildings
- Score on quality of and importance of the condition of (1)
 - Park grounds
 - Paths (bike paths, walking trails)
 - Street trees
- Questions on whether adults and children visited a park or recreation facility in the past year, if so what they did, and if not why they did not. Further questions on what could improve City recreation facilities to increase usage (3)

- Sufficiency of parks within a reasonable distance of respondents' home to meet the needs of their household (3)
- Percent of clients rating cleanliness of facilities as excellent (2)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

- i. Devise a measure of the numbers of people in different age groups who are members of and/or are using different PROS facilities, especially community centers.
- ii. Report on the number of parks with current master plans (reviewed, updated within past 10 years).

8. Market the program



The Department of Recreation and Parks enjoys an excellent reputation in the City, the legacy and result of years of careful planning, attention to detail, and providing a high quality program aligned with community needs (see Chapter 4 section B.11.9).

Marketing and promoting the program remain key, centered on the Department's mission; promoting participation for all Rockville citizens in diverse, interesting, and high quality recreational and leisure opportunities. Capturing the very broad range of services the department provides in a logo or brand (as was suggested during the PROSP process) is difficult, but the effort should not be abandoned because the department's name and, arguably, its mission statement, oversimplifies the full range of its activities, and perhaps leads residents and businesses to not even seek out its many services. A starting point for branding, perhaps, is an integrated mix of parks, facilities, programs and initiatives that make Rockville a magnet for those that want and need a **healthy and fulfilling lifestyle**. Any branding will need to be consistent with citywide branding policies.

Respondents to surveys generally respond that they receive about the right amount of information about departmental activities and know what PROS resources are available to

them². Nevertheless, the results indicate that with approximately 25 percent responding negatively, and with new residents moving into the City all the time, marketing and promotion must remain high on the agenda. Indeed, in the recreation survey, among residents living less than five years in the City, 36 percent reported unfamiliarity with the classes, parks and facilities available to them.

Implementation Recommendations

The Department markets well and in diverse ways. However, a number of creative, marketing ideas were expressed during the PROSP process (see the Compilation of Recommendations, Appendix E). These include:

- Hosting an open house at each recreation center to make the public aware of what they have to offer. Include displays in different languages.
- One main web page for Recreation and Parks to make the site more user-friendly. This was implemented in 2008.
- Create a dedicated parks and recreation e-mail listserv where the public can receive updates on parks news and special events.
- A thematic guide to the parks, what is at each park, and how to use the park system.
- Marketing guide targeted at teens and young adults.
- A flyer/brochure with activities, programs and services from the Recreation Guide that would be of interest to employees of local businesses (such as early morning, lunch time and evening classes, sports programs, etc.).
- Market PROS services in other languages or, perhaps, add a paragraph or two in other languages in printed materials on how

² Between 74% and 82% of respondents said they received about the right amount of information about recreation and park activities, special events and cultural events. This was echoed in the PROSP recreation survey with only 24% of respondents saying they were not familiar with the classes, parks and facilities available to them in the City.

foreign language speakers can find further information.

Benchmarking Assessment

Measures the city has used to benchmark its performance in marketing are:

- Score on quality of and importance of the City of Rockville’s Web site (1)
- Number of times residents visited the City of Rockville’s Web site in the last 12 months (1)
- The amount of information about Rockville residents receive from a variety of sources (Recreation Guide, *Rockville Reports*, the Rockville Channel, the Web site, etc.) (1)
- Score on whether residents receive enough information about special events (1)
- Score on whether residents receive enough information about recreation and parks activities (1)
- Score on whether residents receive enough information about cultural events (1)
- Data on park and facility visitation and use (3)
- Data on program participation (3)
- Level of agreement with the statement “I am not familiar with the classes, parks and facilities available to me in the City of Rockville” (3)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

- i. Continue to monitor performance using current measures.

9. Embrace cultural diversity. Maximize opportunities for all ethnic groups to participate in Rockville's parks, facilities and programs



The City has become a diverse community of many ethnicities and cultures and the Department of Recreation and Parks strives to understand, adapt to, and serve this reality. The PROSP process revealed that minority cultures and ethnicities feel welcome at City parks and

use them in similar frequency to the white population (see Chapter 4 Section B.6). The department should strive to continue this success in upcoming years.



Multi-cultural performance at the Rockville Senior Center.

Implementation Recommendations

Among this Plan’s key recommendations are:

- Showcase and celebrate the City’s diversity of cultures through its parks, facilities and programs. Such showcasing enriches the lives of all residents, providing opportunities for recreation while educating all about other cultures.
- Introduce cultural elements into parks such as a pebble path (reflexology), Asian-style water features, and gardens.
- Partner with cultural associations; initiate a cultural exchange day.

Benchmarking Assessment

The Department of Recreation has used few measures to benchmark its performance in cultural diversity:

- Score on quality of and importance of the openness and acceptance of the community toward people of diverse backgrounds (1)
- Number of Latino or Hispanic parents attending community meetings (2)
- Satisfaction scores by racial group to questions in 2008 recreation survey (3)

(1)= Biannual Citizen Survey, (2) = Recreation and Parks annual budget (3) = PROSP Recreation Survey, 2008

Benchmarking Recommendations

Develop additional measures to enable benchmarking on cultural diversity. These might include: a measure of the number of culturally diverse physical elements in parks; and a citywide or recreation survey question asking about the extent to which PROS reflect and serve the City's diverse population.

C. Recommendations, Organized by Budget Division

The following section is organized based on departmental divisions. See Chapter 1 for the Department's organizational framework. Each division is discussed by its achievements and strengths, challenges it faces, and recommendations this Plan makes for the division. This section contains major recommendations only. The Compilation of Recommendations (Appendix E) lists all the recommendations and ideas for each division.

1. Administration

"Not everything that counts can be counted and not everything that can be counted counts" Albert Einstein

i. Achievements and Strengths

- a. The Department is large and has grown over the years because it does a good job and the City has given it more responsibilities over time. The Department has pursued a consistent strategy over the years of delivering high quality programs and services perceived to have excellent value and this strategy has paid off. Success has bred success.
- b. The Department's annual budget is transparent and instructive and includes meaningful performance and workload measures. It includes the Department's mission, which is clearly stated, and ties the Department's programs to citywide objectives directed by the Mayor and Council. The budget, effectively, serves as the Department's annual report. Many staff are involved in preparing the budget giving them a sense of ownership in the process and content. The Department has a clear exposition of purpose, the first measure of "The Excellent City Park System" (See Chapter 4 Section 4.B.6).
- c. The Department has a successful cost recovery policy that currently offsets approximately 35 percent of operational expenditures. It is reviewed and approved by the Recreation and Park Advisory Board and the Mayor and Council, and is periodically adjusted. While the policy is somewhat controversial and was the subject of many comments during the PROSP preparation process, there is no question that in large part the Department is able to offer the broad range of programs it does and engage in the initiatives it does because of the cost recovery policy.
- d. Rockville residents in need receive financial support via the Recreation Funds and Senior Assistance. A variety of funds provide financial assistance to persons otherwise unable to participate in recreation programs and activities. Recreation center membership costs are reasonably priced.
- e. Over 70 percent of respondents in the recreation survey agreed that the cost to participate in programs and classes offered by the City was reasonable.
- f. Results from PROSP meetings and survey indicate that different cultures and ethnicities feel equally welcome at City parks and use them in similar frequency.
- g. The Department hires 400-500 teens annually, giving them experience and exposing them to motivated, responsible individuals.
- h. Parks and recreation facilities are safe. The consensus at the PROSP meetings was that most attendees felt safe visiting City of Rockville PROS, with few exceptions. In the Recreation Survey, 89 percent of adults felt safe visiting parks and using facilities.



The City of Rockville Department of Recreation and Parks team (shown above) is a body of individuals dedicated to improving the quality of life in the City. The Department employed 252 full time equivalent and temporary employees in FY 2009.

- i. Through successful partnerships with many organizations, including RFL, RBBA, Peerless Rockville, Rockville Economic Development, Inc. (REDI), and the Metropolitan Center for the Visual Arts (VisArts), the City is able to provide more activities and community based programs than the Department could alone.

ii. Challenges

- a. The Department of Recreation and Parks is very successful and, as such, might have become a victim of its own success. High levels of service have raised expectations, causing the Department to be caught between trying to do more while keeping its budget under control. Efficiency is the natural response to this dilemma, but efficiency has limits.
- b. The City of Rockville is becoming increasingly racially and linguistically diverse. Meeting the needs of this changing population will require constant change, adjustment, and re-evaluation.
- c. The Department’s mission is directed at Rockville’s “citizens.” While residents are clearly the Department’s major client, the Department also has

an obligation to serve the businesses that support the City’s economy.

- d. Meeting the needs of lower income populations remains a challenge. These groups are the least familiar with the classes, parks and facilities available to them and have the lowest program participation rate among adults and children.

iii. Recommendations

- a. **Workload and performance measures.** Continue to strengthen workload and performance measures in the annual budget. They are an important and powerful tool.
 - Add new measures where possible tied to cost center objectives (see benchmarking recommendations in Section B above). Much work is being done today around the country on performance indicators helping governments effectively communicate performance to the public³.

³ See, for example, Community Indicators Consortium <http://www.communityindicators.net/>; ICMA (International City/County Management Association) <http://www.icma.org/>; International Sustainability Indicators Network <http://www.sustainabilityindicators.org/>; Association of Government Accountants, Service Efforts and Accomplishments (SEA) Program <http://www.agacgfm.org/performance/sea/>. King

- Review each measure and, where possible, improve the methodology to create more objective measures, and improve the reporting. Some of the scores on measures in the recent budgets are or appear to be estimated (for example, number of persons attending special events, number of volunteers, number of registrants / attendees in arts programs).
- b. **Budget, annual report.** Consider an executive summary to the Department’s annual budget, in the form of a four-page (glossy), “annual report”, that would serve as a marketing piece, report on accomplishments, strengthen the constituencies for parks and recreation, and reach a broad audience less likely to read the full, detailed budget.
- c. **Marketing and outreach.** Continue work on marketing and outreach focusing on the following:
- Capturing the very broad range of services the department provides in a logo or brand, consistent with citywide branding policies. As discussed above in Section B, the department’s name and, arguably, its mission statement, oversimplifies the full range of its activities, and perhaps leads residents, businesses, and workers to not even seek out its many services.
 - Lower income populations. The Department has special obligations to low income households and persons with disabilities who the for-profit sector is not obliged to serve (see Portland’s best practice example, Chapter 4 Section B.6 Lesson 7).
- Businesses and persons who work in the City. Examples include renting facilities such as the Rooftop (just off Town Center Plaza) for business functions, and participating in special events such as the Taste of Rockville.
- d. **Funding.** Funding issues will always be important. Major recommendations from the PROSP process are:
- Support the possible use of development impact fees to help fund the Department’s capital programs (see Chapter 4 Section B.11.7).
 - Support the growth of the Recreation and Parks Foundation. The Foundation was incorporated in 2008 to provide support and assistance with the appropriate officials in the City of Rockville's Recreation and Parks Department by raising funds and soliciting contributions and grants to provide additional financial support and otherwise facilitate efforts to improve park properties and facilities, acquire new park and open space sites, purchase equipment and other amenities and provide recreational, educational and environmental programs.
- e. **Employee feedback.** Continue to encourage feedback from employees:
- a) are there enough feedback loops?
 - b) Do employees feel that they can make a difference?
 - c) Do employees feel that they are listened to?
- f. **Wellness.** If the Department’s branding moves forward based on a healthy and fulfilling lifestyle, wellness should be an underlying theme of all department-wide activities.

County, WA, has a particularly well developed indicator program with carefully developed measures <http://www.metrokc.gov/auditor/PM.htm>



The Rockville Community Health Fair, part of the City's Community Wellness Initiative. The event provides activities and games for children and health information for adults of all ages.

- g. **Therapeutic.** Designate a staff person knowledgeable in the area of therapeutic recreation and ADA regulations, as a Department-wide clearinghouse to make referrals and assign companions. The City has a higher share of disabled persons than Montgomery County, but the range of disabilities and needs is broad. The Department does what it can but currently each division addresses needs on its own. The City will provide better services in partnership with Montgomery County than by trying to meet all of its needs in house.
- h. **Technology.** Technology and technological change impacts every division of the Department. Technology can bring efficiencies though new practices but can be costly and sometimes be unfamiliar and therefore threatening to employees and some sectors of the public. Examples of technology discussed in this PROSP include using Network Analysis to analyze PROS access and new means of assuring security in parks. Communication continues to be the fastest changing aspect of technology and the Department will need to determine how to use new tools such as social networking which hold the potential to teens and young adults who

participate in PROS programs in lower numbers compared to other age groups. The Administration Division needs to play a leadership role in disseminating the beneficial use of technology throughout the Department.

2. Recreation Services

i. Achievements and Strengths

- a. In the recreation survey 49 percent of respondents said that a child in their household had participated in a City of Rockville class, recreation program or sports league in the past year. 23 percent of respondents said that an adult in their household had participated.
- b. Arts and cultural programs rank high. In the 2007 City of Rockville Citizen Survey over 70 percent of respondents rated opportunities to attend cultural or arts events as “excellent or “good”.
- c. In the 2007 City of Rockville Citizen Survey, 81 percent of respondents rated the variety of recreational programs offered as “excellent or “good”.
- d. In the 2007 survey of participants in City of Rockville programs, 97 percent of respondents said that they would recommend using the Rock Enroll program enrollment system and 97 percent said that they were “very” or “somewhat” satisfied with their overall experience using Rock Enroll.
- e. Map 4-1, showing the location of Rockville program registrants, shows that people travel from all over Montgomery County in order to participate in the City’s programs and classes.

ii. Challenges

- a. Improving ways the Division of Recreation Services meets the needs of specific groups and populations. The Division does the basics very well, meeting the needs of core groups and constituencies, such as the arts, camps, adult and youth sports, after school recreation. The challenge is to increase

participation among and improve services to specific groups especially teens, lower income populations, and the disabled.

The number of teen programs is less compared to the number of senior and children programs (Table 4-3). Program registrations in the 15 to 19 age group are approximately five percent of all participants (Table 4-5)⁴. Finding opportunities for teens to participate in programs and activities and provide safe places for them to recreate continues to be a challenge.

- b. In meeting this challenge the Division will need to work hard and be creative. As noted in recreation survey, the main reason given for not participating in programs is lack of time (63% of adults, and 52% of children). This suggests that it will be difficult to significantly increase participation in programs.

iii. Recommendations

- a. **Convenience.** Explore the schedule for facilities and programs to ensure that programs are offered and facilities are open at times convenient to users.
- b. **Teens.** Increase the number of teen recreational activities by 20 percent by 2014 and increase the number of attendees/registrants in teen programs by 10 to 20 percent. Advertise opportunities for teen employment/volunteer positions in the recreation guide in the Teen section. The Compilation of Recommendations recommends more carefully targeted programs; assessing what teens want and targeting programs accordingly. One example is programs that teach life

skills that are often overlooked or taken for granted, such as banking.

Teen Center. This has been talked about for many years but never enacted. One centralized facility will not be effective given teens geographical location throughout the City, and would be counter to the multi-use, multi-generational building use general recommendation in this PROSP. This PROSP recommends making better use of facilities throughout the City – such as teen nights at Twinbrook, Lincoln Park, and Thomas Farm Community Center.

- c. **Outdoor Recreation.** Promote opportunities for nature-oriented activities (see Chapter 5 Section B.6). Establish a baseline number for programs offered in this area and/or number of participants and seek to increase one or both of these measures by 40 to 50 percent.



The After School Lounge, a program run at the Elwood Smith Recreation Center during the school year for 6th through 8th graders, provides an unprogrammed space for teens to enjoy the computers with internet access, entertainment systems, sports, table tennis, and structured time with clubs, field trips, and craft projects.

- d. **Young adults.** Introduce more programs and events of interest to young adults (20s and 30s). Program registrations in the 20 to 34 age group are approximately three percent of all participants (Table 4-5). Seek to increase this percentage to five percent.

⁴ The data in the FY 09 budget Teen Cost Center give number of registrants and attendees at 922 for FY 2007 versus 1,582 in Table 4-5. It is not clear how the numbers in the budget are derived, if they are estimates or from records. Table 4-5 gives the number for the 15 to 19 age group.

- e. **Outreach.** Review the Compilation of Recommendations for ideas for programs to increase familiarity among residents, especially new residents, about what the Department offers (in coordination, especially, with the Division of Parks and Open Space).

3. Senior Citizen Services

i. Achievements and Strengths

- a. The senior center is warm and welcoming in a pleasant, quiet, wooded neighborhood. It is very popular among seniors in the City.
- b. Senior citizen participants at stakeholder meetings were very pleased with the services they received at the senior center.
- c. 94 percent of respondents to a survey of Senior Center members conducted between May and July 2008 said that attending the Rockville Senior Center had improved their quality of life. Almost all (99 percent) said they would recommend attending the Senior Center to a friend.

ii. Challenges

- a. By 2030 the population 65 and over in the City will increase by approximately 9,200 to a total of approximately 15,360, more than doubling the number of seniors in year 2000.
- b. The location of the senior center in the rear of a residential neighborhood is not ideal from an access standpoint, and it would likely not be built new today in its current location, but other priorities make it prohibitively expensive to relocate it.
- c. In the Recreation Survey, approximately 53 percent of respondents age 60 and over had visited a City recreation facility in the previous 12 months. This could be considered a strength, but is also a challenge to increase this percentage to 60 or 65 percent.

- d. Some senior citizens are unable to transport themselves or are unwilling to travel distances to participate in programs, presenting a challenge to increase participation.
- e. Increasing participation among non-English speaking seniors is particularly challenging.



Seniors remain active with arts and crafts activities at the Senior Center.

iii. Recommendations

- a. **Meet senior needs by making maximum use of existing facilities throughout the City.** Sharing use of facilities is a major plan theme. Rotating senior programming among different recreation facilities meets multiple objectives: making efficient use of facilities; reducing crowding at some senior center facilities (such as the exercise room on some days); providing alternatives for younger senior citizens who might not want to go to the Senior Center and be dubbed as a “senior”.

Review pricing policies at different centers to encourage/discourage use at different times.

Increase the percent of survey respondents aged 60 and over that had visited a City recreation facility in the previous year to 60 or 65 percent.

b. **Continue to monitor senior needs. Capitalize on any opportunity to acquire a site/land for a future multi-purpose center.** The increase in senior population will be a huge challenge in the next 20 to 30 years. A second senior center (as part of a multi-purpose center) could be needed in the out years of this plan if recommendation a. above is unsuccessful in meeting needs (staff estimate the current center is at 75 to 80 percent capacity. A new center should be in Central or East Rockville. Town Center Phase II or the Rockville Pike –Twinbrook area would be excellent locations if a site could be obtained.

c. **Consider senior needs in a healthy and fulfilling lifestyle department-wide “brand” and in wellness programs.** The compilation of recommendations (Appendix E) contains many specific recommendations for this including a senior “playground,” a program catering to people in the early stages of dementia (a level somewhere between what is offered at the senior center and at a day care), and adult sightseeing trips.

d. **Reach out to underserved populations/ populations not using the senior center in numbers proportional to their size.** Senior populations identified through the PROSP process were seniors living alone; African-American seniors, seniors with limited mobility, and senior men.

4. Community Services

i. Achievements and Strengths

a. The presence of the Community Services division within the Department of Recreation and Parks permits an unusually high level of coordination between at risk and disadvantaged youth and families and

“core” recreation and parks programs services.

- b. The Department can say that no Rockville resident in need is turned away from recreation programs or facilities for lack of funds.
- c. The division has engaged in innovative programs such as the Hispanic boys soccer program (see Stakeholder & Focus Group Meetings March 12, 2008 meeting summary on PROS Plan CD).
- d. The division has an excellent set of performance and workload measures.



Outreach to teens, a high-risk age group, is and should be a priority for the Department. The PROS Plan process included discussions with teens, including the participants of the Hispanic boys soccer program, about their PROS needs.

ii. Challenges

- a. Continuing to provide high quality services in a period of tight budgets.
- b. Coordinating with multiple supporting agencies to provide services to very diverse groups and populations across the City.
- c. Increasing participation in social services and recreation programs among lower income populations.
- d. Demonstrating the need for human services programs. Many Community Services programs provide county-wide services and the number of Rockville residents they serve may be small (see February 13, 2008 meeting summary on PROS Plan CD).

iii. Recommendations

- a. **Continue programs that reach at-risk and disadvantaged youth and families.** While the Department cannot be “all things to all people”, it has special obligations to these populations that the for-profit sector is not obliged to serve. Continue to build on and improve performance and workload measures and reporting to ensure the effectiveness of programs is accurately measured.
- b. **Lower income populations.** Work with other divisions to increase outreach to lower income populations. As noted above under Administration, lower income populations are the least familiar with the classes, parks and facilities available to them and have the lowest program participation rate among adults and children.
- c. **Gangs.** Continue outreach to and mentoring of young people at risk of involvement in gang activities. The goal should be programs that bring youth to enjoyable but yet educational programs, providing them with hope and opportunity (see Targeting Teen Programs case study from Austin TX in the Best Practices Paper on the PROSP CD).

Many recommendations relating to Community Services also apply to other Department divisions and are recorded there. See especially under Administration.

5. Facilities

i. Achievements and Strengths

- a. The Department’s broad suite of facilities including eight community centers⁵, Civic Center - including Glenview Mansion and the F. Scott Fitzgerald Theater, RedGate Golf Course, a nature center, and the Municipal Swim Center provide very diverse opportunities for recreation and cultural activities. They provide major benefits to residents and workers and contribute greatly to Rockville as a regional cultural center.
- b. A high share of residents use city recreation facilities; two thirds of respondents in the recreation survey said that an adult in their household had visited a facility in the past year, and almost three quarters said a child in their household had.
- c. Over 80 percent of respondents in the 2007 City of Rockville Citizen Survey rated the appearance of City buildings as good or excellent. Over 70 percent rated the overall appearance of Rockville as good or excellent. Over 80 percent rated recreation centers⁶ as good or excellent quality.
- d. The Rockville Municipal Swim Center is very popular. The Department has continued to upgrade the facility through the years, most recently with the addition of a meeting room, and renovation/upgrade of the fitness center.
- e. The annual budget contains a good suite of performance measures.

⁵ Including Thomas Farm Community Center under construction.

⁶ Defined broadly to include all recreation facilities.

ii. Challenges

- a. Maintaining high levels of facility use. As noted in Chapter 4, the high numbers of respondents saying that nothing can be done to induce their increased use of facilities suggests it will be difficult for the City to significantly increase visitation. It also suggests that attention to maintenance, upkeep, upgrade and “reinvention” will be important to maintain high use levels by those who do use the facilities.
- b. Balancing demand for new facilities with upgrade of existing facilities. During the PROSP process, for example, there were calls for creation of “state of the art facilities” (such as a new Swim Center), to compete with other service providers, including the private sector.
- c. Ensuring facility use by low income populations. As noted above under Administration in “Challenges”, these groups are the least familiar with the facilities available to them.

iii. Recommendations

- a. **“Reinvent” recreation facilities.** Continue to “reinvent” recreation facilities, paying attention to maintenance, upkeep, and upgrade, to keep them fresh, interesting, novel, and attractive to users.
The Department’s philosophy has been to build some new facilities, and to not ignore existing assets. Indeed, most of the projects in the Capital Improvements Program are upkeep, replacement, upgrade, and modification projects, and the level of maintenance at Glenview Mansion, for example, is exemplary. The Department believes, with justification, that with effective investments its major facilities (Civic Center, Swim Center, and major community centers) can serve the community well for decades to come.
- b. **PROS inventory, needs assessment.** Update the inventory periodically (every three years) to ensure completeness and accuracy, and as a basis for future needs

assessments. Include the Outer Rockville Recreation Area. (Appendix A). The next update and revised needs assessment should be in 2011.

- c. **Showcase the environment as part of the City’s sustainability initiative.** See Section B.2 above.
- d. **Ensure each facility has a current Emergency Procedures Action Plan.** This was a recommendation at the September 2007 staff meeting, and relates to safety. Respondents to the Recreation survey rated facility safety very high, but continued vigilance regarding safety and security is vital.
- e. **Enhance the smaller community centers.** These include the centers at Rockcrest Park (Ballet Center), Montrose Park, Elwood Smith Park, and Pump House Park. Enhanced facilities could be used more broadly and support more programming to help meet demand. Staff suggested, for example, that recreation center at Montrose Park could be expanded for more than the existing daycare facility to include a gym and space for other programs. At the teens stakeholder meeting it was suggested that Elwood Smith Recreation Center could be expanded to include a gym.
Consider partnering with private communities that have their own community/recreation centers to meet programming needs. Examples include New Mark Commons, Fallsgrove and King Farm.
- f. **Increase facility use by businesses and by people working in Rockville.** The compilation of recommendations includes a number of recommendations that might be used to achieve this such as:
 - Creating a “card” for members of the business community to use at recreation and parks activities, programs and facilities. They would be “card carrying members”, making the business community feel welcome and a part of City programs.

- Paying attention to Rockville’s west side where much of Rockville’s business employment is. The new Thomas Farm Community Center is an opportunity to reach out.

g. **Address facilities needs from the supply versus demand needs analysis.** A significant component of the PROSP was a supply versus demand needs analysis to evaluate the amount of land and the number of different kinds of facilities needed to satisfy demand through 2030. Table 5-1 includes the key facilities recommendations from the analysis in Chapter 4 Section B.10.2 (See next section for parks and open recommendations).

Table 5-1 Facility Conclusions and Recommendations

Activity	Conclusions/Recommendations
Basketball	
Indoor	<ul style="list-style-type: none"> • Supply will be just adequate through 2030.
Indoor Fitness	<ul style="list-style-type: none"> • Encourage seniors to use fitness facilities other than those at the Senior Center (such as Twinbrook). Review pricing policies at the different facilities to support this. Target 2010. • Expand/renovate the fitness/weight room at the Senior Center and/or develop a new fitness/weight room in association with a new senior center/multipurpose facility (see also under senior and special population recommendations). Target 2012.
Indoor Sports	<ul style="list-style-type: none"> • There is a deficit of indoor sports facilities. The City should take every opportunity to increase the supply. Special consideration should be given to the City’s growth areas, especially Rockville Pike. Expansions of smaller community centers might meet some of these deficits. Target 2016.

6. Parks and Open Space

i. Achievements and Strengths

- The Department has a very well-maintained system of parks with which the public is very satisfied. Use of parks and open space is high. More than 70 percent of respondents to the Citywide survey rated as good or excellent the quality of athletic fields and playgrounds, and the range of activities available in parks and recreation centers.
- With approximately 20 acres of PROS for every 1,000 residents, the City of Rockville compares favorably to other cities with respect to the amount of PROS, ahead of cities such as Alexandria, Washington D.C., Philadelphia, and Denver (Table 4-2). The City has increased the amount of public PROS through new developments including King Farm, Fallsgrove and Town Center.
- More than 80 percent of respondents in the 2007 City of Rockville Citizen Survey rated the condition of park grounds as good or excellent. Close to 70 percent rated the condition of street trees as good or excellent.
- The Department’s policy of constructing small pocket parks throughout the City, such as the ones at Courthouse Square Park, Mary Trumbo Park, Karn Park, and Friends Park, has been well received and is successful in expanding PROS coverage in the City.
- The City has done a great deal for pedestrian and bicycle connectivity, especially since it had to be a retrofit effort. One can walk or bike around the City to most locations without having to use main roads. Good maps of the walk/bike network are available and free.
- The Parks and Open Space Division does a good job of involving the public in its plans for parks.

ii. Challenges

- a. Maintaining high levels of parks use. As with facilities, the high numbers of respondents in the Recreation Survey saying that nothing can be done to induce their increased use of parks suggests it will be difficult for the City to significantly increase visitation among the adult population. It also suggests that attention to maintenance, upkeep, upgrade and “reinvention” will be important to maintain high use levels by those who do use the parks.
- b. The increased numbers of pocket parks and other dispersed open space areas will increase the maintenance burden on this division. Line staff are concerned that they are spread too thinly to maintain the high standards the City has established.
- c. In the past residents have ranked ease of travel by bicycle and walking relatively low, though in the 2008 citizen survey the rankings were above the national average. This may reflect the missing on-road sidewalk links and lack of connections in and around Rockville Pike (see this chapter, section B.5).
- d. Acquiring more PROS land as the City’s population grows primarily through infill and redevelopment. See Major department-wide policy recommendations (see this chapter, section B.3).

iii. Recommendations

- a. **Acquire additional park and open space land.** As discussed in section B.3 above, to maintain the City’s acreage goal of 18 acres of PROS for every 1,000 residents the City will need to add 142 acres of PROS land by 2030, a very significant challenge.

As with facilities, the parks portion of the PROS inventory should be updated periodically (every three years) to ensure completeness and accuracy, and as a basis for future needs assessments. Include the Outer Rockville Recreation Area. (Appendix A). The next update

and revised needs assessment should be in 2011.

- b. **Continue to maintain a near 50-50 balance between passive open space and active park areas with recreational amenities.**
- c. **Develop an improved PROS accessibility analysis.** See above, section B.5.
- d. **Develop a long-range plan for each existing and new park to help plan and schedule future modifications and upgrades.**

Coordinate long-range park planning with watershed planning and stormwater management retrofit projects. Incorporate improved access for the disabled into the plans. Use the design process at College Gardens as the prototype for designing SWM facilities within parks.

All future park designs, during the conceptual design phase, should consider the least disruptive access to parks and facilities and the available access to transportation.
- e. **Continue to build the case for well-maintained, high quality PROS.** Over 70 percent of respondents in the 2007 City of Rockville Citizen Survey rated the condition of park grounds, street trees, and paths as very important or essential to them. Consistent with other parts of the Department’s program, success has come from providing a high quality program. Future success will rely on continuing this approach. The Compilation of Recommendations (Appendix E) contains a number of ideas for maintenance and staffing.
- f. **Acquire 25 to 30 acres of PROS land within the Rockville Pike Neighborhood Plan study area by 2030.** Chapter 4 section B.11.6 discusses Rockville Pike redevelopment. The recommended acreage would come from the 5 percent “real” open space recommended in the

Rockville Pike Plan plus the additional 10 percent that could be open space or fee in lieu. It could also include the pedestrian/bicycle “way” proposed in the plan, and could, perhaps, include other types of space the City does not currently include in its inventory (such as quasi-public spaces).

- g. **Address parks needs from the supply versus demand needs analysis.** A significant component of the PROSP was a supply versus demand needs analysis to evaluate the amount of land and the number of different kinds of parks and facilities needed to satisfy demand through 2030. Table 5-2 includes the key parks recommendations from the analysis in Chapter 4 Section B.10.2 (See Section C.5 above for facilities recommendations)
- h. **Acquire 4-10 acres of land in the section of Rockville east of Route 355 to be converted to neighborhood parks.**
- i. **Consider ways to have more open bathrooms in parks to encourage extended park use.** Security is an issue but other communities have found ways to overcome this including bathroom design and security cameras.
- j. **Support additional community gardens (plots) specifically on City property and managed by community associations.**

7. RedGate Golf Course

i. Achievements and Strengths

- a. RedGate Municipal Golf Course, Rockville's championship 18-hole par-71 golf course, has been ranked as one of the 10 finest public facilities in the Washington metropolitan area by Washington Golf Magazine. Open year-round, the course offers a four-tee system that allows players of all skill levels to enjoy their round. RedGate offers a full schedule of lessons and clinics by skilled professional staff.

The driving range and practice area was improved and lengthened in 2008. On average 43,000 rounds of golf are played annually at the course.

- b. RedGate offers an affordable golfing experience without sacrificing quality. Each year, greens fees rank among the most affordable in the Washington metropolitan area.
- c. RedGate established a five-year business plan in May 2006. The goals are to maintain the golf course as an enterprise fund, make improvements both in course conditions and marketing strategies, restore the Golf Fund to financial health, establish annual performance goals and benchmarks and create a three-month financial reserve.

ii. Challenges

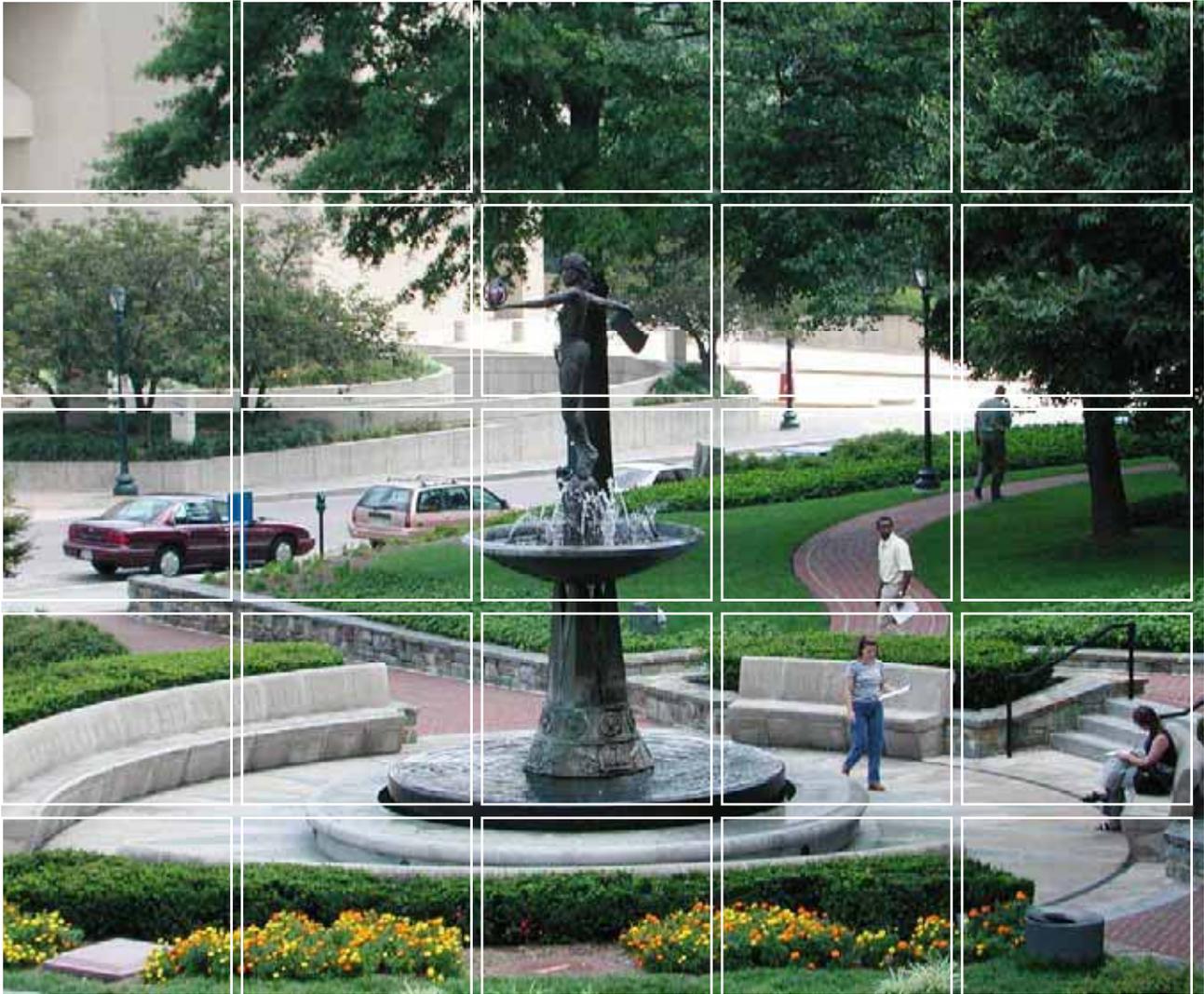
- a. Eliminating need for general fund financial subsidy.
- b. Providing for consistent high-quality playing conditions and customer service at an attractive, affordable price.
- c. Identifying and attracting new customers while retaining the base of RedGate regular players.
- d. Increasing the quantity and effectiveness of marketing and advertising.

iii. Recommendations

Continue to operate RedGate Golf Course as one of the major PROS assets within Rockville parks system, with the goal of covering all operating and capital costs. Retain RedGate as a PROS resource if it ever stops operating as a golf course.

Table 5-2 Parks Conclusions and Recommendations

Activity	Conclusions/Recommendations
Baseball	<ul style="list-style-type: none"> • Renovate, upgrade the dirt infields on the City’s eight diamonds as funding permits. • Review the condition and availability of diamonds in the ORRA and consider adding two new diamonds to the City’s inventory by 2030.
Basketball Outdoor	<ul style="list-style-type: none"> • Add one to two new outdoor basketball courts 1) in new neighborhoods, such as along Rockville Pike and 2) in existing neighborhoods that are underserved or where there is high demand.
Dog Park	<ul style="list-style-type: none"> • Develop two new dog parks by 2030, one in Twinbrook and the other at a location to be determined. • Since much of the demand for dog parks will come from the ORRA the City should coordinate future dog park provision with the M-NCPPC to jointly meet demand.
Football	<ul style="list-style-type: none"> • Monitor demand as the two new fields are absorbed in to the supply chains. • Consider installing up to artificial two turf fields for multipurpose use. Turf fields have many advantages over grass fields but are costly to install. The City should investigate cost sharing options to reduce its contribution. Options to locate turf fields are limited. The most feasible location appears to be at Mark Twain Park.
Golf	<ul style="list-style-type: none"> • Continue to own and operate RedGate Municipal Golf Course. • Determine a plan to eliminate the need for general fund subsidies to the golf course. • No further action is required by the City to meet projected demand for golf.
Picnic Areas	<ul style="list-style-type: none"> • Add one or two picnic areas in East and West Rockville (two to four total) by 2030. • Since much demand will come from the ORRA, the City should coordinate future picnic provision with the M-NCPPC.
Playgrounds/Tot-lots	<ul style="list-style-type: none"> • Add eight playgrounds by 2030 with special focus on the City’s growth areas and West Rockville. • Consider building a multi-generational playground as part of the City’s wellness program.
Skateboarding	<ul style="list-style-type: none"> • Build two to three skate spots (total) in East Rockville, Twinbrook/Rockville Pike, and West Rockville.
Soccer/Multi-use	<ul style="list-style-type: none"> • Review the multi-purpose fields for possible use for soccer. • Install an artificial turf field (see above under football).
Softball	<ul style="list-style-type: none"> • No new facilities are needed to meet demand.
Swimming Pools	<ul style="list-style-type: none"> • Continue to move forward on the inflatable dome over the outdoor fitness pool (FY 2012). • Continue to upgrade, modify, and reinvent the Swim Center.
Tennis (outdoor)	<ul style="list-style-type: none"> • Continue to maintain existing courts. • No new facilities are needed to meet projected demand. • Support current concept to build an indoor bubble, possibly at Mark Twain Park or Broome Athletic Park. This would increase the capacity in the winter, when outdoor tennis is unavailable. • Consider removing courts where they are underutilized, and converting to other uses.
Volleyball (outdoor)	<ul style="list-style-type: none"> • Consider adding one court in East Rockville in coordination with M-NCPPC.



City of Rockville Parks, Recreation and Open Space Plan Appendices



City of Rockville PROS Plan Appendixes

Table of Contents

- A. Inventory, Supply and Demand Sheets
- B. M-NCPPC Park Classification System
- C. PROS Programs Inventory
- D. City of Rockville Demographics Comparison
- E. Compilation of Recommendations
- F. Recreation Survey Results Summary
- G. Planning Commission Recommendations to City Council

Appendix A Recreational Facilities Needs Analysis Tables (PROS Inventory, Summary, Supply, Demand, Needs)

These tables show the detailed calculations for the City's supply versus demand needs analysis

The first table is an inventory of PROS resources available to the residents of the City of Rockville. The first part of the table lists City of Rockville PROS resources maintained by the Department of Recreation and Parks. The next section lists non-City of Rockville PROS resources within the City and the Outer Rockville Recreation Area (ORRA) that help satisfy the demand for recreation facilities. The City developed this inventory since no comprehensive inventory existed. The inventory includes PROS provided by M-NCPPC, the City of Gaithersburg, Montgomery County Public Schools, and private, commercial, and non-profit organizations.

Information on M-NCPPC facilities was obtained from the Montgomery County 2005 Land, Preservation, Parks and Recreation Plan and the Montgomery County Parks and Recreation website:

<http://mcparkandplanning.org/parks/>. City of Gaithersburg information was from the City's 1999 "Parks, Recreation and Open Space Plan for the 21st Century". Details on Montgomery County Public Schools facilities were from the Rockville Area Public Schools Recreation Facilities spread sheet and the Montgomery County Facilities Community use website: <http://www.montgomerycountymd.gov/cupt>. Information on private, commercial, and non-profit facilities with public access was found at each organization's website. Phone calls were made as needed to clarify/verify information.

The second table is the Summary of Needs Report with the results of the analysis for 17 PROS activities. This table is derived from the Needs Report. The top section contains the results for the City and the bottom section gives the results for the City plus the ORRA. The analysis was limited to those facilities/activities for which the City had accurate supply information. In the future the City would like to run the analysis for other activities such as use of on-road and off-road trails.

The third table is the Supply Report for the 17 activities. Numbers of facilities are from the inventory. Daily carrying capacity and season length data for each facility/activity were defined by the Department of Recreation and Parks based on past experience. The electronic version of the supply and demand tables (available from the Department of Recreation and Parks) includes explanatory comments indicating and explaining where changes were made to season length, daily carrying capacity or demand,

The fourth table is the Demand Report for 2008, 2020, and 2030. Population projections for the City were from the City of Rockville Department of Planning and Community Services. Projections for the ORRA were from the Montgomery County Planning Department. Individual participation rates and frequency of participation rates were from *Participation in Local Park and Recreation Activities in Maryland A Survey of Households in Maryland and Seven Sub-State Regions* by Donald F. Norris of the Maryland Institute for Policy Analysis and Research and Royce Hanson of the Center for Urban Environmental Research and Education University of Maryland, Baltimore County in 2003. This survey included responses from 400 households in each of the seven regions of Maryland. For the City of Rockville, in some instances the demand numbers from the survey were raised or lowered to better represent the actual participation in these activities in the City. See electronic version of the supply and demand tables (available from the Department of Recreation and Parks) for explanatory comments

The fifth table is the Needs Report based on the numbers in the previous tables.

City of Rockville Parks, Recreation and Open Space Plan (PROS) Resources

#	Code	Park/Facility	Location	Size (Acres)	Geographical Location (note: facilities in Rockville identified as East, West, or Central)	Park Type	Shelters				Play Equipment				Fields				COURTS				Facilities types inventoried differently in City of Rockville PROS Inventory.												Facility types not inventoried differently (dedicated column) in City's PROS Inventory.											
							Event Shelter	Other Shelters	Small Shelter/Casbo	Picnic Area	Soccer/Multi-Use	Baseball	Softball	Baseball	Football	Volleyball Ct. Outdoor	Tennis	Basketball (Indoor)	Basketball (Outdoor)	Picnic Tables	Benches	Benches	Dumpers	Trash Cans	Dog Waste Recycle	Mart Mirt Stations	Chill	Parking	Outside Drink Fountains	Other Amenities and Notes	Indoor Program People	Outdoor Program People	Ice/ Roller Rinks	Coit Courses	Cym	Fitness/Weight Rooms	Fitness Clusters	Community Centers	Bowling Alleys	Other						
<p>All City Park Facility information is from the Montgomery County 2016 LPPRP and the Montgomery County Parks and Recreation website. <http://recreation.montgomery.org/parks/></p> <p>Montgomery County's PW7 CAP <http://www.montgomerycountymd.gov/capmp.asp?unit=community/index.asp></p> <p>All information School facilities listed are from the Rockville Area Public Schools Recreation facilities spread sheet and the Montgomery County Facilities Community use website <http://www.montgomerycountymd.gov/communi> and non-park facilities with public access was found at each organization's website. (i.e. the first four were found at http://americaonline.com/location/rockville.html, http://www.3gs.com/, and http://www.cortex.com/)</p> <p>The list is not intended to be an exhaustive list of all facilities in the Rockville inventory.</p> <p>Additional Facilities Identified during the PROS Plan process (these should be incorporated into future inventory updates with their full information) / all listed community pool, Potomac Work community pool, and King Farm community pool.</p>																																														

Summary of Needs Report - City of Rockville

Note: A positive demand number (without parenthesis) indicates a facility surplus. A number in parenthesis indicates a facility deficit. For example, there is a deficit of four football fields in 2008. Notes in the electronic version of the spreadsheets explain the assumptions behind the numbers in each report.

Activity	Facility Type	Existing Facilities (1)	Facilities Surplus or (Deficit)		
			2008 (2)	2020 (3)	2030 (4)
Baseball	Diamonds	8	(0.3)	(2)	(2)
Basketball (indoor)	Courts	9	(9)	(12)	(12)
Basketball (outdoor)	Courts	79	16	4	4
Dog Park	Acres	1	0.3	0.1	0.1
Football	Fields	2	(4)	(4)	(5)
Golf	Courses (18 hole)	1	0	(0)	(0)
Indoor fitness	Fitness/weight room	5	1	1	1
Indoor sports	Gyms	14	3	1	1
Picnic Areas	Picnic table(s) with grill (and shelter)	19	3	(0)	(0)
Playgrounds/ Tot-Lots	Playgrounds	53	1	(8)	(8)
Skateboarding	Skateboard Park	1	(0)	(1)	(1)
Soccer/Multi-Use	Fields	25	7	4	4
Softball	Diamonds	21	6	3	3
Swimming Pools (indoor)	Pools	2	(0.1)	(0.4)	(0.5)
Swimming Pools (outdoor)	Pools	2	0.6	0.3	0.3
Tennis (outdoor)	Courts	73	14	3	3
Volleyball (outdoor)	Courts	4	1	1	1

Summary of Needs Report - The City of Rockville and the Outer Rockville Recreation Area

Note: A positive demand number (without parenthesis) indicates a facility surplus. A number in parenthesis indicates a facility deficit. For example, there is a deficit of eleven football fields in 2008.

Activity	Facility Type	Existing Facilities (1)	Facilities Surplus or (Deficit)		
			2008 (2)	2020 (3)	2030 (4)
Baseball	Diamonds	56	29	24	21
Basketball (indoor)	Courts	12	(46)	(56)	(62)
Basketball (outdoor)	Courts	105	(6)	(27)	(37)
Dog Park	Acres	3	(1)	(1)	(2)
Football	Fields	7	(11)	(14)	(16)
Golf	Courses (18 hole)	8	5	4	4
Indoor fitness	Fitness/weight room	19	7	4	3
Indoor sports	Gyms	29	(5)	(12)	(15)
Picnic Areas	Picnic table(s) with grill (and shelter)	48	(4)	(14)	(19)
Playgrounds/ Tot-Lots	Playgrounds	94	(57)	(86)	(101)
Skateboarding	Skateboard Park	2	(2)	(3)	(3)
Soccer/Multi-Use	Fields	61	3	(8)	(14)
Softball	Diamonds	67	19	10	5
Swimming Pools (indoor)	Pools	6	(1)	(2)	(3)
Swimming Pools (outdoor)	Pools	23	14	12	11
Tennis (outdoor)	Courts	142	47	29	19
Volleyball (outdoor)	Courts	9	1	(1)	(2)

(1) City of Rockville 2008 Parks, Recreation and Open Space Plan (PROS) Resources Inventory. City of Rockville facilities include facilities in Montgomery County Public Schools within the city.

(2) Needs Report Column 4.

(3) Needs Report Column 7.

(4) Needs Report Column 10.

Supply Report - City of Rockville

	1	2	3	4	5	6
Activity	Facility type	Existing Facilities 2008 (1)	Season Length (days) (2)	Daily Carrying Capacity per Facility (3)	Annual Carrying Capacity (4)	Total Supply of all Facilities (5)
Baseball	Diamonds	8	150	90	13,500	108,000
Basketball (indoor)	Courts	9	345	36	12,420	111,780
Basketball (outdoor)	Courts	79	270	24	6,480	511,920
Dog Park	Acres	1	335	400	134,000	180,900
Football	Fields	2	180	120	21,600	43,200
Golf	Courses (18 hole)	1	310	280	86,800	86,800
Indoor fitness	Fitness/weight room	5	345	192	66,240	331,200
Indoor sports	Gyms	14	345	144	49,680	695,520
Picnic Areas	Picnic table(s) with grill (and shelter)	19	180	40	7,200	136,800
Playgrounds/ Tot-Lots	Playgrounds	48	270	120	32,400	1,545,480
Skateboarding	Skateboard Park	1	180	75	13,500	13,500
Soccer/Multi-Use	Fields	25	250	28	7,000	175,000
Softball	Diamonds	21	185	34.5	6,383	134,033
Swimming Pools (indoor)	Pools	2	360	900	324,000	648,000
Swimming Pools (outdoor)	Pools	2	112	2,100	235,200	470,400
Tennis (outdoor)	Courts	73	255	18	4,590	335,070
Volleyball (outdoor)	Courts	4	180	96	17,280	69,120

Supply Report - The City of Rockville and the Outer Rockville Recreation Area

	1	2	3	4	5	6
Activity	Facility type	Existing Facilities 2008 (1)	Season Length (days) (2)	Daily Carrying Capacity per Facility (3)	Annual Carrying Capacity (4)	Total Supply of all Facilities (5)
Baseball	Diamonds	56	150	90	13,500	756,000
Basketball (indoor)	Courts	12	345	36	12,420	149,040
Basketball (outdoor)	Courts	105	270	24	6,480	677,160
Dog Park	Acres	3	335	400	134,000	381,900
Football	Fields	7	180	120	21,600	151,200
Golf	Courses (18 hole)	8	310	280	86,800	651,000
Indoor fitness	Fitness/weight room	19	345	192	66,240	1,258,560
Indoor sports	Gyms	29	345	144	49,680	1,440,720
Picnic Areas	Picnic table(s) with grill (and shelter)	48	180	40	7,200	345,600
Playgrounds/ Tot-Lots	Playgrounds	94	270	120	32,400	3,045,600
Skateboarding	Skateboard Park	2	180	75	13,500	27,000
Soccer/Multi-Use	Fields	61	250	28	7,000	427,000
Softball	Diamonds	67	185	34.5	6,383	427,628
Swimming Pools (indoor)	Pools	6	360	900	324,000	1,944,000
Swimming Pools (outdoor)	Pools	23	112	1,050	117,600	2,704,800
Tennis (outdoor)	Courts	142	255	24	6,120	869,040
Volleyball (outdoor)	Courts	9	180	96	17,280	155,520

(1) City of Rockville 2008 Parks, Recreation and Open Space Plan (PROS) Resources Inventory. City of Rockville facilities include facilities in Montgomery County Public Schools within the city.

(2) Defined by the City based on past experience. Notes in the electronic version of the spreadsheet explain the assumption for each capacity. Note: Carrying capacity means the number of users the facility can support in a day.

(3) Defined by the City based on past experience. Notes in the electronic version of the spreadsheet explain the assumptions for each season length.

(4) Annual Capacity derived by multiplying Columns 3 and 4.

(5) Total supply (derived by multiplying Columns 2 and 5) represents the total number of occasions/users per year that a facility can serve.

Demand Report - City of Rockville								
	1	2	3	4	5	6	7	8
Activity	Population (Jan 2008) (1)	Individual Participation Rate (%) (2)	Frequency of Participation Rate (2)	2008 Demand (3)	2020 Population (1)	2020 Demand (3)	2030 Population (1)	2030 Demand (3)
Baseball	62,724	0.08	22.71	112,533	73,865	132,520	74,566	133,778
Basketball (indoor)	62,724	0.18	19.63	221,629	73,866	260,998	74,567	263,475
Basketball (outdoor)	62,724	0.18	36.32	410,014	73,865	482,840	74,566	487,422
Dog Park	62,724	0.16	14.48	144,411	73,865	170,061	74,566	171,675
Football	62,724	0.08	24.64	119,005	73,865	140,143	74,566	141,473
Golf	62,724	0.11	11.28	78,535	73,865	92,485	74,566	93,363
Indoor fitness	62,724	0.11	36.61	250,299	73,865	294,758	74,566	297,555
Indoor sports	62,724	0.42	20.1	530,777	73,865	625,053	74,566	630,985
Picnic Areas	62,724	0.20	9.180	116,313	73,865	136,972	74,566	138,272
Playgrounds/ Tot-Lots	62,724	0.55	43.800	1,522,010	73,865	1,792,349	74,566	1,809,359
Skateboarding	62,724	0.03	8.430	17,624	73,865	20,754	74,566	20,951
Soccer/Multi-Use	62,724	0.10	19.26	125,639	73,865	147,955	74,566	149,359
Softball	62,724	0.07	21.39	95,258	73,865	112,178	74,566	113,243
Swimming Pools (indoor)	62,724	0.51	20.88	673,174	73,865	792,743	74,566	800,266
Swimming Pools (outdoor)	62,724	0.51	10.44	336,587	73,865	396,371	74,566	400,133
Tennis (outdoor)	62,724	0.18	23.80	270,949	73,865	319,075	74,566	322,103
Volleyball (outdoor)	62,724	0.06	12.87	45,206	73,865	53,236	74,566	53,741

Demand Report - The City of Rockville and the Outer Rockville Recreation Area								
	1	2	3	4	5	6	7	8
Activity	Population (Jan 2008) (1)	Individual Participation Rate (%) (2)	Frequency of Participation Rate (2)	2008 Demand (3)	2020 Population (1)	2020 Demand (3)	2030 Population (1)	2030 Demand (3)
Baseball	202,141	0.08	22.71	362,659	240,745	431,918	260,403	467,186
Basketball (indoor)	202,142	0.18	19.63	714,249	240,746	850,652	260,404	920,111
Basketball (outdoor)	202,141	0.18	19.63	714,245	240,745	850,648	260,403	920,108
Dog Park	202,141	0.16	14.48	465,393	240,745	554,272	260,403	599,531
Football	202,141	0.08	24.64	383,518	240,745	456,761	260,403	494,057
Golf	202,141	0.11	11.28	253,097	240,745	301,432	260,403	326,045
Indoor fitness	202,141	0.11	36.61	806,642	240,745	960,691	260,403	1,039,136
Indoor sports	202,141	0.42	20.1	1,710,537	240,745	2,037,208	260,403	2,203,556
Picnic Areas	202,141	0.20	9.180	374,842	240,745	446,428	260,403	482,881
Playgrounds/ Tot-Lots	202,141	0.55	43.800	4,904,992	240,745	5,841,726	260,403	6,318,731
Skateboarding	202,141	0.03	8.430	56,796	240,745	67,643	260,403	73,166
Soccer/Multi-Use	202,141	0.10	19.26	404,897	240,745	482,222	260,403	521,598
Softball	202,141	0.07	21.39	306,990	240,745	365,617	260,403	395,471
Swimming Pools (indoor)	202,141	0.51	20.88	2,169,442	240,745	2,583,752	260,403	2,794,728
Swimming Pools (outdoor)	202,141	0.51	10.44	1,084,721	240,745	1,291,876	260,403	1,397,364
Tennis (outdoor)	202,141	0.12	23.80	582,126	240,745	693,297	260,403	749,909
Volleyball (outdoor)	202,141	0.06	12.87	145,687	240,745	173,510	260,403	187,678

(1) ERM based on City of Rockville Department of Planning and Community Services projections, May 2007.

(2) "Participation in Local Park and Recreation Activities in Maryland; A Survey of Households in Maryland and Seven Sub-State Regions", Maryland Institute for Policy Analysis and Research, May 2003. Key tables provided below in this spreadsheet.

(3) Demand for 2008 (Column 4) is derived by multiplying Columns 1, 2 and 3. Demand for 2020 and 2030 is derived by multiplying respectively Columns 5 and 7 by Columns 2 and 3.

Needs Report - City of Rockville											
Activity	Facility type	1 2008 Supply (1)	2 Annual Carrying Capacity (2)	3 2008 Demand (3)	4 2008 Facilities Need (4)	5 2020 Demand (5)	6 2020 Demand Surplus or (Deficit) (6)	7 2020 Facilities Need (7)	8 2030 Demand (8)	9 2030 Demand Surplus or (Deficit) (9)	10 2030 Facilities Need (10)
Baseball	Diamonds	108,000	13,500	112,533	0	132,520	(24,520)	(2)	133,778	(25,778)	(2)
Basketball (indoor)	Courts	111,780	12,420	221,629	-9	260,998	(149,218)	(12)	263,475	(151,695)	(12)
Basketball (outdoor)	Courts	511,920	6,480	410,014	16	482,840	29,080	4	487,422	24,498	4
Dog Park	Acres	180,900	134,000	144,411	0	170,061	10,839	0	171,675	9,225	0
Football	Fields	43,200	21,600	119,005	-4	140,143	(96,943)	(4)	141,473	(98,273)	(5)
Golf	Courses (18 hole)	86,800	86,800	78,535	0	92,485	(5,685)	(0)	93,363	(6,563)	(0)
Indoor fitness	Fitness/weight room	331,200	66,240	250,299	1	294,758	36,442	1	297,555	33,645	1
Indoor sports	Gyms	695,520	49,680	530,777	3	625,053	70,467	1	630,985	64,535	1
Picnic Areas	Picnic table(s) with grill (and shelter)	136,800	7,200	116,313	3	136,972	(172)	(0)	138,272	(1,472)	(0)
Playgrounds/ Tot-Lots	Playgrounds	1,545,480	32,400	1,522,010	1	1,792,349	(246,869)	(8)	1,809,359	(263,879)	(8)
Skateboarding	Skateboard Park	13,500	13,500	17,624	0	20,754	(7,254)	(1)	20,951	(7,451)	(1)
Soccer/Multi-Use	Fields	175,000	7,000	125,639	7	147,955	27,045	4	149,359	25,641	4
Softball	Diamonds	134,033	6,383	95,258	6	112,178	21,854	3	113,243	20,790	3
Swimming Pools (indoor)	Pools	648,000	324,000	673,174	0	792,743	(144,743)	(0)	800,266	(152,266)	(0)
Swimming Pools (outdoor)	Pools	470,400	235,200	336,587	1	396,371	74,029	0	400,133	70,267	0
Tennis (outdoor)	Courts	335,070	4,590	270,949	14	319,075	15,995	3	322,103	12,967	3
Volleyball (outdoor)	Courts	69,120	17,280	45,206	1	53,236	15,884	1	53,741	15,379	1

Needs Report - The City of Rockville and the Outer Rockville Recreation Area											
Activity	Facility type	1 2008 Supply (1)	2 Annual Carrying Capacity (2)	3 2008 Demand (3)	4 2008 Facilities Need (4)	5 2020 Demand (5)	6 2020 Demand Surplus or (Deficit) (6)	7 2020 Facilities Need (7)	8 2030 Demand (8)	9 2030 Demand Surplus or (Deficit) (9)	10 2030 Facilities Need (10)
Baseball	Diamonds	756,000	13,500	362,659	29	431,918	324,082	24	467,186	288,814	21
Basketball (indoor)	Courts	149,040	12,420	714,249	(46)	850,652	(701,612)	(56)	920,111	(771,071)	(62)
Basketball (outdoor)	Courts	677,160	6,480	714,245	(6)	850,648	(173,488)	(27)	920,108	(242,948)	(37)
Dog Park	Acres	381,900	134,000	465,393	(1)	554,272	(172,372)	(1)	599,531	(217,631)	(2)
Football	Fields	151,200	21,600	383,518	(11)	456,761	(305,561)	(14)	494,057	(342,857)	(16)
Golf	Courses (18 hole)	651,000	86,800	253,097	5	301,432	349,568	4	326,045	324,955	4
Indoor fitness	Fitness/weight room	1,258,560	66,240	806,642	7	960,691	297,869	4	1,039,136	219,424	3
Indoor sports	Gyms	1,440,720	49,680	1,710,537	(5)	2,037,208	(596,488)	(12)	2,203,556	(762,836)	(15)
Picnic Areas	Picnic table(s) with grill (and shelter)	345,600	7,200	374,842	(4)	446,428	(100,828)	(14)	482,881	(137,281)	(19)
Playgrounds/ Tot-Lots	Playgrounds	3,045,600	32,400	4,904,992	(57)	5,841,726	(2,796,126)	(86)	6,318,731	(3,273,131)	(101)
Skateboarding	Skateboard Park	27,000	13,500	56,796	(2)	67,643	(40,643)	(3)	73,166	(46,166)	(3)
Soccer/Multi-Use	Fields	427,000	7,000	404,897	3	482,222	(55,222)	(8)	521,598	(94,598)	(14)
Softball	Diamonds	427,628	6,383	306,990	19	365,617	62,010	10	395,471	32,156	5
Swimming Pools (indoor)	Pools	1,944,000	324,000	2,169,442	(1)	2,583,752	(639,752)	(2)	2,794,728	(850,728)	(3)
Swimming Pools (outdoor)	Pools	2,704,800	117,600	1,084,721	14	1,291,876	1,412,924	12	1,397,364	1,307,436	11
Tennis (outdoor)	Courts	869,040	6,120	582,126	47	693,297	175,743	29	749,909	119,131	19
Volleyball (outdoor)	Courts	155,520	17,280	145,687	1	173,510	(17,990)	(1)	187,678	(32,158)	(2)

(1) Supply Report Column 6.

(2) Supply Report Column 5.

(3) Demand Report Column 4.

(4) Column 1 minus Column 3 divided by Column 2. Parenthesis indicates a facility deficit. A number without parenthesis indicates a facility surplus.

(5) Demand Report Column 6.

(6) Column 1 minus Column 5.

(7) Column 1 minus Column 5 divided by Column 2. Parenthesis indicates a facility deficit. A number without parenthesis indicates a facility surplus.

(8) Demand Report Column 8.

(9) Column 1 minus Column 8.

(10) Column 1 minus Column 8 divided by Column 2. Parenthesis indicates a facility deficit. A number without parenthesis indicates a facility surplus.

Appendix B. M-NCPPC Park Classification System

Park Type	Park Type Description	Typical Facilities	Approximate Size
County-Wide Parks—Parks in this Category serve all residents of Montgomery County			
Recreational Oriented Parks			
Regional Parks	Large Parks that provide a wide range of recreational opportunities but retain 2/3 or the acreage as conservation areas.	Picnic / playground areas, tennis courts, athletic fields, golf course, campgrounds, water-oriented recreation areas.	200 Acres or more
Recreational Parks	Parks larger than 50 acres in size that are more intensively developed than Regional Parks, but may also contain natural areas.	Athletic fields, tennis courts, multi-use courts, picnic/playground areas, golf course, trails, natural areas.	50 Acres or more
Special Parks	These parks include areas that contain features of historic and cultural significance.	Vary, but may include agricultural centers, garden, small conference centers, historic structures, etc.	Varies
Conservation Oriented Parks			
Stream Valley Parks	Interconnected linear parks along major stream valleys providing conservation and recreation areas.	Hiker-biker trails, fishing, picnicking, playground areas.	Varies
Conservation Area Parks	Large natural areas acquired to preserve specific natural archaeological or historic features. They also provide opportunities of compatible recreation activities.	Trails, fishing areas, nature study areas, informal picnic areas.	Varies
Community Use Parks—Parks in this category serve residents of surrounding communities			
Urban Parks	Very small parks, serving highly urban areas	Landscaping, sitting/picnic areas, play equipment, courts, and shelters.	1 Acre
Neighborhood Parks	Small parks providing informal recreation in residential areas.	Play equipment, play field, sitting area, shelter, tennis and Multi-use courts. (Do not include regulation size ballfields).	2.5 Acre
Local Parks	Larger parks that provide ballfields and both programmed and unprogrammed recreation facilities.	Ballfields, play equipment, tennis and multi-use courts, sitting/picnic area, shelters, buildings and other facilities.	15 Acre
Neighborhood Conservation Areas	Small parcels of conservation oriented parkland in residential areas, generally dedicated at the time of subdivision.	Generally undeveloped, may include a storm water management pond and related facilities.	Varies

Appendix C. City of Rockville PROS Plan PROS Program Inventory Summary

- 1-10 City of Rockville Programs; Organized by Service Areas (Community Outreach Meeting Stations)
- Parks, open space, and the natural environment (includes Nature Programs and Outdoor Adventure Activities)
 - Sports leagues and instructional programs
 - Community Center based activities and events
 - Preschoolers/Children and childcare
 - Teen trips, clubs and after school programs
 - Adults/families
 - Senior citizen trips, classes and events
 - Special Events
 - Arts and culture
 - Other
- 11 Montgomery County Programs
- 12 City of Gaithersburg Programs
- 13 Montgomery College Programs

1) Parks, open space, and the natural environment (includes Nature Programs and Outdoor Adventure (Activities))

- Appalachian Trail Hiking Series¹
- Butterfly Bonanza
- Composting with Worms
- Croydon Creek Campfire
- Hawk Mountain Trip
- Junior Naturalists Club
- Leaf Prints
- Natural Holiday Ornaments
- Pumpkin Science
- Scout Badge Days
- Summer Herbs Container Gardens
- Tiny Tot Walks – Adult/Children
- Tyke Hikes

2) Sports leagues and instructional programs

- Badminton for Seniors
- Community Night Running²
- Co-Rec Softball (spring and fall)²
- Co-Rec Volleyball²
- Fencing
- Gaelic Football for Children

- Golf
- Lacrosse for Girls
- Men's Basketball²
- Men's Draft Softball League (spring and fall)²
- Mighty Mites Basketball League
- Sand Volleyball²
- Softball – Girls (Children)
- T-Ball 'Majors' (Children)
- T-Ball 'Minors' (Children)
- Tennis for Adults²
- Tennis Social
- Track & Field (Children)
- Twilight Runfest²
- U.K. elite Youth Soccer
- Women's Softball²
- Women's Volleyball²
- Wrestling Team for Children
- Youth Baseball (spring and fall)²
- Youth Basketball²
- Youth Cheerleading²
- Youth Football²
- Youth Soccer²
- Youth T-Ball²
- Youth Track & Field²
- Youth Wrestling²

3) Community Center based activities and events

a) Rockville Municipal Swim Center

- 60 Plus Swim
- Adult Beginner I-III
- Adult Stroke Correction
- Aqua Fitness
- Aqua MS
- Aqua Pre and Post Natal Workout
- Aquatic Doctor's Orders
- Bobblers I/II Adult/Child
- Deep Water Workout
- Floaters I/II Preschoolers
- H2O Walking
- Lunch Crunch Workout
- Senior Exercise Swim
- Senior Aquacize
- Stokers I/II Preschoolers

- Swim for Fitness
- Swim Team Prep Children
- Twinges in Your Hinges
- Youth I-VII Children

b) Lincoln Park Community Recreation Center

- “Drop-in” for Computer Access, Playstation 2, etc.
- Club House After School Program
- Fitness Trainers
- Open Gym Basketball
- Private Rentals

c) Twinbrook Community Recreation Center

- 2nd Fridays!
- Annual Fall Spooktacular
- Home Buying Seminars
- Trick or Treat at TCRC

4) Preschoolers/Children and childcare

- Abrakadoodle Mini Doodlers
- After School Adventure
- After School Drama& Arts Club
- After School Hobbies & Crafts Club
- After School Inventors & Inventions Club
- Baggie Terrariums
- Ballet for Children
- Book Arts
- Bugs@TheLittleGym
- Cartooning
- Cheerleading Basics
- Chess
- CLINIC: Basketball, Cheerleading, Golf, Lacrosse, and Tennis
- Creative Movement
- Creative Drama: Animals Down Under
- Derek Hacopian Baseball Academy
- Early Risers Club
- Fitness, Friends, & Fun
- Funfit Tots
- Healthy Snack Attack
- Hip-Hop Kids
- Jazzy Bugs
- Karate – Tang Soo Do Youth
- Karate Kids
- Kids Rooms

- Kidz Clubs: “Beach Bag”, “Creatures”, “Everday Heroes”, “Friendship”, “Kind Time”, “Geo-Shapes and Colr”, and “Who’s Who”
- Little Ninjas
- Montrose Discovery
- Music Together
- Nature & the Outdoors
- Our World of Color & Culture
- Papermaking
- Parent’s Night Out
- PetitLab French & Spanish
- Pin Hole Photography
- Powder Puff Basketball
- Pre-Ballet
- Rockville Baseball Association
- Shorty Sports
- Sing, Dance, Act- Musical Theatre Introduction
- Soccer Co-Recreational League
- Soccer Skills
- Sport mix
- Sports Kids
- Summer Literature Club
- Summer Playgrounds
- T-Ball Skills
- T-Ball Skills Plus
- Tennis for Children
- Tennis & Swim Camp
- Tiny Hands Crafts
- Tiny Tot Walks
- Track and T’s
- Tumble Tykes
- Tumbleweeds Camp
- Tumbling and Tramp
- Tyke Hikes
- U.K. Elite Soccer Camp
- Winter Break – Fest of Fun
- Yoga Kids Camp

5) Teens trips, clubs and afterschool programs

- Achievers Program
- Adventure Park & Movie Trips
- Aggressive In-Line Skate Camp
- Anime – Japanese Animation Drawing
- Babysitting Skills
- Ballet for Teens

- Billiards & Out to Lunch Trips
- Bowling – teen Trip
- Chat Room
- Chess for Teens
- Dave & Busters Trips
- Do the WRITE thing
- Friday Night Ski Club
- Girlz Club
- Guitar
- Hip-Hop Dance for Teens
- In-Line Skate Camp
- Junior Recreation Leader program (volunteer opportunities for teens seeking to earn Service Learning Credits for school and work experience training)²
- Kidz Clubs²
- Laser Tag and Bowling Trip
- Paint Ball Trip
- Potter & Movie trips
- Rockin' Teen Yoga
- Second Fridays
- Skateboard Camp
- Snow Tubing & Dinner – Teen Trip
- TEENS On The Go
- Transitions: Series 1 and 2
- Wizards basketball Game – Teen Trip
- Youth Performance Troupe

6) Adults/Families

- Badminton- Beginner/Intermediate
- Ballet for Adults
- Ballroom Dance
- Baseball Game at Yankee Stadium Trip
- Belly Dance Aerobics
- Belly Dancing (Mid-Eastern)
- Bike Tour – Eastern Shore
- Biking- North Central Rail Trail #1
- Bridging the Cultural Divide
- C&O Canal Bike Series
- Christmas Spectacular at Radio City Trip
- Creating a Cleansing Diet
- Climbing for Adults
- Climbing for Children and Parents
- Conversational Spanish
- Cooking Lessons
- CPR courses

- Cybereducation
- Dieting: Not a Fad
- Digital Photography and Editing
- Dogs – Basics & Beyond
- EFT: for Pain and Stress Relief
- Ellicott City Escape Trip
- Evening Paddle on the Potomac
- Father’s Day Surprise Craft
- Flying Trapeze School
- Food for Life
- Getting Paid to Talk
- Girl Talk
- Guitar
- Harper’s Ferry Excursion Trip
- Healthy Body Program
- Healthy Living Seminar
- Healthy Snacks Attack
- Heart Healthy Tea Party
- Hike the Catoctins Trip
- Hike the Frederick Watershed Trip
- Hip-Hop Dance for Adults
- Home Ownership 101
- Horseback Riding
- Jazzercise
- June Wildflower Walk
- Kick Boxing
- Knitting – Circle
- Line Dancing for All
- Marry Poppins on Broadway Trip
- Mentor Program Training
- Mother’s Day Surprise Craft
- New York City Excursion
- Nia – Movement/Fitness
- Pet First Aide
- Photo Organizing Made Easy
- Pilates
- Potomac Boat & Bike Excursion
- Pottery – Introduction to Clay
- Quilting
- Reducing Seasonal Allergies
- REP Reebok
- Rose Garden Basics
- Royal Tea Party
- Salsa

- Self-Defense for Women
- Slimnastics
- Snow-Tubing at Whitetail Trip
- Spring Container Gardens
- Spring Night Hike
- Step Aerobics
- Step Interval (Advanced)
- Sunset Hike
- Sunset Sail on the Chesapeake
- Tai Chi Ch'uan
- Tae Kwon Do
- To Life
- Tubing Down the Potomac River Trip
- United States Botanic Garden Tour Trip
- Watercolor
- Wine Workshops
- Winter Wonderland in Garrett County Trip
- Women on the Move
- Yoga - Beginner/Continuing
- Yoga - Gentle Hatha Beg./Cont.
- Yoga- Strength, Wholeness & Health

7) Senior citizen trips, classes and events

- 25th Anniversary Mystery Trip
- AARP Driver Safety Program
- ABC's of Estate Planning
- Acupuncture for Seniors
- Afternoon Delight
- Afternoon Tone and Stretch
- All Day Exercise
- American Celebration Parade Trip
- Antique Street Show
- Arthritis Foundation's PACE
- Ask the Doctor
- Atlantic City Trip
- Avoiding Skin Cancer and Wrinkles
- Baking for Men
- Baking from Scratch
- Balancing Sorrow & Celebration
- Basic Weight Training
- Bingo
- Birthday and Anniversary Parties
- Bonnie Rideout's Caledonia Trip
- Bocce Ball Club

- Book Club
- Broadway's Best Trip
- Bingo
- Buy New or Upgrade?
- Cardio Salsa
- Caring for the Caregiver
- Carnation Players
- Cathedral Tour and Tea
- Chair Cardio/Strength
- Chair Exercise
- Chair Volleyball
- Chesapeake Bay Lighthouses Trip
- Chinese Art Demonstration
- Chinese Group Piano Lessons
- Chronic Lyme Disease
- Citizenship Class
- Clarify Computer Concepts
- Classical Music Appreciation
- Computer Aided Speech-Language Therapy
- Computer Essentials
- Computer Security
- Conversational French
- Counseling & Support for Spanish Speaker
- Crab Feast at Fisherman's Crab Deck Trip
- Dapper-Flapper Era: the 1920s
- Decluttering and Downsizing
- Decoupage: Napa Style
- Deep Brain Simulation
- Digital Photo - Beginner & Intermediate
- Down County Civil War Sites
- Drawing Using WORD & PAINT
- Emergency Preparation
- Exercise Plus Intermediate/Chinese Dance
- Exercise Plus/Chinese Dance
- Fall Prevention and Balance
- Fitness Club
- Free Computer Software
- Funeral Planning] 0]
- Game Room Activities
- Good Queen Bess
- Goodbye Charlie at Rainbow Trip
- Group Piano
- Healing Aspects of Art
- Heart Disease - Diagnosis to Treatment

- HELP and More
- Hidden Rockville
- Horseshoe Club
- Indoor Walking Class
- "Jefferson Cafe"
- Jewelry Club
- Keyboard & Mouse
- Learn the New Medicare Alphabet
- Line Dancing
- Line Dancing- Beginner
- Looking to Meet Someone New?
- Maintaining and Growing Wealth
- Manage Your Stress
- Meal Program
- Microsoft WORD
- Mind-Body Network
- More Keyboard & Mouse
- More WORD Processing
- National Museum of the Marine Corps Trip
- Newcomb Volleyball
- Orioles Baseball Game Trip
- Out for Lunch Trips
- Personal Trainer
- Picnic at Smokey Glen Farm
- Piecemaker's Club
- Poetry of Robert Frost
- Preparing Your Spring Garden
- Quilts: Myth or Message
- Real Estate Dollar for Dollar
- Reverse Mortgages
- Right Click - Left Click
- Rockville's Notable Women
- ROMEO (Retired Older Men Eating Out)
- Save & Find Documents
- Senior Aerobics
- Senior Ballroom Dance Lessons
- Senior Belly-Dance
- Senior Co-Rec Softball Team
- Senior Dodgeball
- Senior Duffers
- Senior Fit
- Senior Ice Skating Lessons
- Senior Pilates
- Senior Self-Defense

- Senior T-ai Chi Ch-uan
- Senior Tennis
- Seniors on the Ball
- Seven Deadly Sins of Point and Shoot
- Stars On Ice! Trip
- Stepping Stone
- Suburban Hospital Heartwell Program
- Summer Night's Ball
- Table Tennis
- Ten Pin Rockin' Rollers
- The Belle of Amherst
- The New Attitudes
- The Phantom of the Opera Trip
- Toning Table Training
- Total Conditioning Workout
- Totem Pole Playhouse Trip
- Transportation
- Use & Demo of Burners
- Windows XP
- Woodworking Club
- Woodrow Wilson House Trip
- Woosh Down Whitetail Trip
- Word Processing
- Yoga

8) Special Events

- Annual Fall Wine Tasting Social
- Fall Fest Community Health Fair
- Fall Spooktacular at Twinbrook Community Center
- Farmer's Market Out to Lunch Wednesdays²
- Flag Day²
- Glenview Mansion Holiday Open House
- Halloween Family Funfest
- Hometown Holidays²
- Independence Day Celebration and Rotary Twilight 8k Runfest²
- Memorial Day Ceremony and Parade²
- Rockville 10K/5K Run²
- Rockville Music Festival²
- Special Pre-Thanksgiving Farmer's Market³
- Veterans' Day²

9) Arts and culture

- Annual African American Heritage Production²
- Annual American Indian Festival²

- Annual Outdoor Sculpture Exhibit
- Concert in the Square³
- Glenview Mansion Art Gallery Exhibits
- Kids, Parks, & Performing Arts³
- Rockville Art League³
- Rockville arts Sampler
- Rockville Chorus³
- Rockville Civic Ballet³
- Rockville Concert Band³
- Rockville Concert Band Patio Performances
- Rockville Little Theatre³
- Rockville Musical Theatre³
- Rockville Regional Youth Orchestra
- Rockville Student Art Show
- Rockville's Art in Public Places³
- Sunday Afternoon Concert Series
- Various Performances at the F. Scott Fitzgerald Theatre
- Victorian Lyric Opera Company³
- VisArts³

10) Other

- Bike Program (Safe Routes to School Program, Ride and Stride for Rockville, Bikeway Enhancement Program)²
- Wellness Program²
- Community Programs
 - Rockville Emergency Assistance Program (REAP)²
- Non-City Run, but Partially City Funded⁴
 - Chase Partnership Shelter²
 - Chinese Culture and Community Service Center Inc.²
 - Dorothy Day Place²
 - Elderly Ministries²
 - Friends in Action²
 - Furniture Exchange²
 - Healthy Families Montgomery²
 - Helping Hands Shelter²
 - Hope Housing²
 - Horizons House²
 - Interfaith Clothing Center²
 - Jefferson House²
 - Korean Community Center of Greater Washington²
 - Latino Outreach Program²
 - Manna Food Center Inc.²
 - Mansfield Kaseman Health Program²
 - Men's Emergency Shelter²
 - Montgomery Avenue Women's Center²

- Primary Care Coalition of Montgomery County²
- Rainbow Place shelter²
- Sophia House²
- Stepping Stones Shelter²
- Top Banana Home Delivered Groceries²
- Welcome Homes²

11) Montgomery County Programs (at centers within the Outer Rockville Recreation Area)⁵

- **Montgomery Aquatic Center**

- Body Sculpting
- CPR/FDR/AED
- Lifeguard Training
- Masters Swim Training
- Montgomery Dive Club
- Montgomery Stroke & Turn Clinic
- Swimming Lessons
- SwiMontgomery
- Water Aerobics
- Water Exercise
- Water Exercise for Arthritis

- **Bauer Drive Community Center**

- Badminton
- Ballroom Dancing
- Basic Photography
- Baton
- Beautiful Etched Wine Glasses
- Chinese Landscapes
- Dynaerobics
- Earrings, Earrings, Earrings!
- Fantastic Jewelry Workshop for Kids
- Fencing
- Hands Crafts
- Jewelry Basics
- Karate Clinics
- Kelley's Complete Fitness Workout
- Little Linguists
- Multi Strand Illusion Necklace
- Oil Painting from A to Z
- Right Angel Weave Bracelet
- Russian Spiral Stitch Bracelet
- Step by Step Draw & Paint
- Tai Chi
- Winter Ventures Extended Day

- Yoga
- **Tilden Middle School**
 - Guitar Songs
 - PDQ (Pretty Darn Quick) Thanksgiving Dinner
 - Vegetarian Cooking
 - Voice Level I
 - Voice Level II

12) City of Gaithersburg Programs (selected programs)⁶

- Backyard Concert Series
- Bark in the Park Canine Festival
- Co-ed Roller Hockey
- Concentrated Ballet Camp
- Creative Tot Time Program
- Dance Camp
- Farmers Markets
- Flag Football
- Gaithersburg Community Chorus
- Gymnastics Clinic
- Indoor Flea Markets
- Morning Concerts for Kids at the City Hall Pavilion
- Oktoberfest at the Kentlands
- Olde Towne Street Festival
- On Stage Concert Series
- School of Skate
- Start Smart Baseball (children and parents)
- Start Smart GOLF! (children and parents)
- Winter Lights Festival

13) Montgomery College Programs⁷

- Continuing Education Courses
 - Business, Information, Technology, and Safety
 - Community Education
 - Customized/Contract Training
 - English Language and Skills
 - Gudelsky Institute for Technical Education
 - Health Sciences Institute
 - Information Technology Institute
 - School of Art and Design

¹ All City of Rockville Programs for Recreation, except those indicated, are from the City of Rockville Department of Recreation and Parks Winter, Spring, Summer, and Fall 2007 Recreation Guides.

² Department of Recreation and Parks FY08 Budget.

³ City of Rockville Website

⁴ Nonprofit Caregiver agencies receive annual grant awards from the City to provide social services addressing residents' basic needs such as food, clothing, housing, and emergency financial assistance.

⁵ Montgomery County Guide to Recreation and Park Programs

⁶ City of Gaithersburg Leisure Times Program Guide, City of Gaithersburg website

⁷ Montgomery College Website

Appendix D (highlighted cells are discussed in the text)								
	City of Rockville (2000 Census SF 1)		2006 American Community Survey					
			Rockville PUMA		Montgomery County		Maryland	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Population	47,388	100%	173,569	100%	932,491	100%	5,615,727	100%
Population by age								
Under 5 years	2,992	6%	12,974	7%	65,884	7%	368,501	7%
5 to 9 years	3,156	7%	12,382	7%	61,794	7%	363,536	6%
10 to 14 years	3,101	7%	10,906	6%	62,384	7%	382,153	7%
15 to 19 years	2,774	6%	12,148	7%	60,947	7%	412,727	7%
20 to 34 years	9,102	19%	29,879	17%	161,742	17%	1,089,176	19%
35 to 64 years	20,048	42%	77,257	45%	408,953	44%	2,352,302	42%
65 to 74 years	3,238	7%	8,471	5%	56,230	6%	341,696	6%
75 years and over	2,977	6%	9,552	6%	54,557	6%	305,636	5%
Race								
Total population	47,388	100%	173,569	100%	932,131	100%	5,615,727	100%
One race	45,907	97%	170,887	98%	913,899	98%	5,509,533	98%
<i>White</i>	32,120	68%	103,225	59%	576,153	62%	3,441,497	61%
<i>Black or African American</i>	4,317	9%	18,514	11%	152,669	16%	1,624,858	29%
<i>American Indian and Alaska Native</i>	160	0.3%	522	0.3%	1,898	0.2%	12,603	0.2%
<i>Asian</i>	7,030	15%	39,596	23%	124,605	13%	276,362	5%
Asian Indian	984	2%	6,673	4%	27,827	3%	64,142	1%
Chinese	2,888	6%	15,468	9%	38,305	4%	67,351	1%
Filipino	592	1%	1,782	1%	8,762	1%	33,812	1%
Japanese	565	1%	2,036	1%	5,109	1%	8,876	0.2%
Korean	971	2%	5,864	3%	18,715	2%	48,516	1%
Vietnamese	316	1%	2,538	1%	10,438	1%	22,736	0.4%
Other Asian	714	2%	5,235	3%	15,449	2%	30,929	1%
<i>Native Hawaiian and Other Pacific Islander</i>	15	0.03%	-	0%	546	0.1%	3,511	0.1%
<i>Some other race</i>	2,265	5%	9,030	5%	58,028	6%	150,702	3%
Two or more races	1,481	3%	2,682	2%	18,232	2%	106,194	2%
Hispanic or Latino and Race								
Total population	47,388	100%	173,569	100%	932,131	100%	5,615,727	100%
<i>Hispanic or Latino (of any race)</i>	5,529	12%	25,802	15%	128,365	14%	336,390	6%
Mexican	426	1%	2,021	1%	12,707	1%	64,374	1%
Puerto Rican	225	0%	1,281	1%	8,081	1%	36,592	1%
Cuban	145	0%	808	0.5%	3,163	0.3%	7,862	0.1%
Other Hispanic or Latino	4,733	10%	21,692	12%	104,414	11%	227,562	4%
<i>Not Hispanic or Latino</i>	41,859	88%	147,767	85%	803,766	86%	5,279,337	94%
Place of Birth*								
Native	32,613	69%	113,114	65%	658,904	71%	4,932,570	88%
Foreign Born	14,644	31%	60,455	35%	274,227	29%	683,157	12%
Households	17,247	100%	61,814	100%	341,438	100%	2,089,031	100%
Households with one or more people under 18 years	6,095	35%	24,162	39%	127,132	37%	744,133	36%
Households with one or more people 65 years and over	4,114	24%	12,096	20%	76,469	22%	458,675	22%
Housing Units	17,786	100%	64,843	100%	359,685	100%	2,300,749	100%
Owner Occupied	11,669	66%	40,537	63%	241,108	67%	1,450,411	63%
Renter Occupied	5,578	31%	21,277	33%	100,330	28%	638,620	28%
Vacant	539	3%	3,029	5%	18,247	5%	211,718	9%
Disability Status Of The Civilian Non-institutionalized Population*								
Population 5 years and over	42,890	100%	157,059	100%	856,462	100%	5,149,748	100%
With a disability	5,933	14%	12,911	8%	83,600	10%	660,119	13%
Population 5 to 15 years	6,888	16%	24,722	16%	135,550	16%	826,382	16%
With a disability	342	1%	1,256	1%	8,324	1%	49,631	1%
Population 16 to 64 years	30,545	71%	115,986	74%	614,095	72%	3,701,954	72%
With a disability	3,642	8%	6,434	4%	42,072	5%	376,220	7%
Population 65 years and over	5,457	13%	16,351	10%	106,817	12%	621,412	12%
With a disability	1,949	5%	5,221	3%	33,204	4%	234,268	5%
Language spoken at home*								
Population 5 years and over	44,311	100%	160,595	100%	866,247	100%	5,247,226	100%
English only	27,962	63%	89,855	56%	558,508	64%	4,467,027	85%
Language other than English	16,349	37%	70,740	44%	307,739	36%	780,199	15%
Speak English less than "very well"	7,463	17%	32,125	20%	123,361	14%	299,736	6%
Spanish	5,353	12%	21,840	14%	110,433	13%	298,072	6%
Speak English less than "very well"	2,669	6%	10,020	6%	48,326	6%	134,503	3%
Other Indo-European languages	4,659	11%	19,724	12%	87,523	10%	225,428	4%
Speak English less than "very well"	1,679	4%	6,061	4%	26,741	3%	64,506	1%
Asian and Pacific Islander languages	5,122	12%	26,924	17%	84,452	10%	175,457	3%
Speak English less than "very well"	2,853	6%	15,632	10%	41,700	5%	83,469	2%
Other languages	1,215	3%	2,252	1%	25,331	3%	81,242	2%
Speak English less than "very well"	262	1%	412	0.3%	6,694	1%	17,258	0.3%
Employment Status*								
Population 16 years and over	37,388	100%	135,134	100%	729,958	100%	4,419,589	100%
In labor force	25,037	67%	94,357	70%	518,717	71%	3,059,715	69%
Not in labor force	12,351	33%	40,777	30%	211,241	29%	1,359,874	31%
Income and Benefits (ACS data are in 2006 Inflation-Adjusted Dollars)*								
Total households	17,222	100%	61,814	100%	341,438	100%	2,089,031	100%
Less than \$24,999	2,519	15%	6,742	11%	31,810	9%	336,023	16%
\$25,000 to \$49,999	3,386	20%	9,879	16%	57,285	17%	629,029	30%
\$50,000 to \$99,999	6,181	36%	19,302	31%	104,332	31%	710,434	34%
\$100,000 to \$199,999	4,337	25%	18,868	31%	104,108	30%	479,406	23%
\$200,000 or more	799	5%	7,023	11%	43,903	13%	115,192	6%
Median household income (dollars)	\$ 68,074		\$ 84,350		\$ 87,624		\$ 65,144	

Sources: 2000 Census (SF 1 and 3), 2006 American Community Survey, where noted by a * the Rockville 2000 data is from the U.S. Census SF 3.

Appendix E. City of Rockville PROSP Compilation of Recommendations Contents

This compilation of recommendations table summarizes the major recommendations from the PROS Plan public involvement outreach program. The recommendations were compiled from the following:

- A Department of Recreation and Parks Staff Meeting held September 20, 2007
- Community Outreach meetings held in October 2007,
- 13 Stakeholder Meetings held January through March 2008
- A citywide scientific telephone survey conducted in March 2008
- City of Rockville Comprehensive Plan
- City of Rockville Neighborhood Plans
- Best Practices Research
- Additional consultant team and city staff comments

Each recommendation source has a column in the table where the source of the recommendation is identified. Notes in the electronic version provide additional information regarding sources. Original source material for recommendations and additional context and background information are in the PROS Plan CD.

The recommendations are organized based on department divisions and cost centers in the Department of Recreation and Parks Operational Budget FY 2008. For ease of organization and presentation some budget cost centers were combined for purposes of assigning recommendations. The recommendations are organized as follows:

A. Administration

- Policy
 - Interdepartmental Coordination
 - Branding/Identity
 - Budget/Cost Recovery
 - Feedback
 - Outreach
 - Publications
 - Business
 - Partnerships
 - Special Needs
 - Wellness
 - Disabled
 - Staff
- Facilities
 - Programs
 - Other: policies
2. Preschoolers and Young Children
 - Facilities
 - Programs
 - Other: Policies
 3. Teens
 - Facilities
 - Programs
 - Other: policies
 4. Sports
 - Programs
 - New Program Ideas
 - Other: policies
 5. Classes
 - Facilities

B. Recreation Services

1. Arts & Cultural Programs

- Programs
- Other: policies

6. Special events

- Programs
- Other: policies

C. Senior Citizen Services

- Facilities
- Programs
- Other: policies

D. Community Services

- Adults/Families
 - Facilities
 - Programs
 - Other: policies

E. Facilities

- Policies
- General

- Recommendations for Specific Facilities

F. Parks and Open Space

- Policies
- Interconnections
- Horticulture
- Urban Forestry
- Athletic Field Services
- Right of Way/Trails/Pathways
- Parks- General Recommendations
 - Existing
 - New
 - Signs
 - Pathways
 - Maintenance
 - Safety
 - Other policies
- Recommendations for Specific Parks

City of Rockville PROSP Compilation of Recommendations		Sources of Recommendations							Staff Comments
Department Division/Cost Center	Recommendation	Community Outreach Meetings Oct. 2007	Stakeholder Meetings	All Staff Meeting Sep 20, 2007	City-wide Survey	Comprehensive Plan, Neighborhood Plans	Best Practices Research	Staff/Consultant Team	Staff Comments
A. Administration Policy	The City Department of Recreation and Parks is very successful and as such might be becoming a victim of its own success. High levels of service have raised expectations, causing the Department to be caught between trying to do more while keeping to its budget. The natural response, efficiency, has a limit. The Department should consider in all its actions Peter F. Drucker's questions for organizations: 1) Should we be doing this?, 2) If we weren't already doing this, would we take this on now?, and 3) What should we be doing? (that is go back to the core of the responsibilities of a Department of Recreation and Parks) (Managing in a Time of Great Change, 1995).							x	
	The high numbers of respondents in the Recreation Survey saying that nothing can be done to induce them visit parks more or more often suggests it will be difficult for the City to significantly increase visitation among the adult population. It also suggests that attention to maintenance, upkeep, upgrade and "reinvention" will be important to maintain high use levels by those who do use the parks.				x				
	One major reason residents don't use the parks is lack of time. Perhaps the Divisions need to take a close look at their schedule for facilities and programs to ensure that they are offering programs at convenient times. Perhaps they should adjust their thinking on lights in parks and allow later use of the parks?				x			x	
	The Mayor and Council have a desire to reinforce the City of Rockville as a cultural destination of world class recognition and excellence.		x						
	The Department should lead by example making all its facilities models of sustainable development. New facilities should be LEED certified.		x						
	The Department should strive to spur neighborhood cohesion and combat the Bowling Alone Syndrome (referring to the widely read book by Robert Putnam).		x						
	The Dept. needs to decide where it can and should 'compete', and where it should not. It cannot be "all things to all people". In addition it has special obligations to low income and the disabled persons who, for example, the for-profit sector is not obliged to serve.		x						
	Government can't be expected to keep up with the private sector, but rather needs to complement private facilities.		x						
	The Department does a great job on the "recreation" side but needs to emphasize more the "open space" side.		x						
Branding/Identity	The Department should change its name to better represent the full range of the services it provides. There is concern that the current Departmental name marginalized the human services program.		x						
	Need better branding of the Department of Recreation and Parks and what it does.		x						
	Consider developing a logo to represent the Recreation Services Division (and maybe the Department of Recreation and Parks as a whole). Considerations: the logo must be all encompassing and needs to coordinate with other City marketing.		x					x	
	"Green" and "healthy" are not currently part of the Rockville "branding" - but they could be (in part referring to all the parks and open space both in and around the City).		x						
Interdepartmental Coordination	Development Review Committee needs to be more involved with Recreation and Parks during the design of PROS.		x						
	Consider expanding cooperative efforts between the Recreation and Parks Department and the historic preservation program to encourage heritage tourism at city owned sites, such as Greenview Mansion and King Farm.							x	
	The Police Dept. should be part of park and facility design to check for safety considerations. This does not always happen now and staff believe it should be mandatory when designing new facilities. Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior.		x						
	Need to have a better sense of each City Department's initiatives; quarterly meetings, perhaps?		x						
	There is an approved watershed plan for each of the City's three watersheds. These should be considered in PROS planning.		x						
Budget/Cost Recovery	Cost recovery goals sometimes cause good programs not to be implemented (because they won't meet the goals)		x						
	The City's cost recovery system limits the Twinbrook Community Recreation Center's ability to program free or very low cost drop-in activities for either youth or seniors.			x					
	The Cost Recovery policy has been reviewed and approved by the Recreation and Park Advisory Board and the Mayor and Council. It is periodically adjusted during budget preparation. The current 5-year Cost Recovery target for TCRC is 50%. The City is currently satisfied with the Cost Recovery percentages established for all Divisions. The City recently revised the Youth Recreation Fund to increase the options available to residents, especially families. Scholarships and financial assistance is also available to seniors. Center memberships are \$20 per year. This includes drop-in or general use of the computer room and the lobby space. No Rockville resident in need has ever been turned away for lack of funds.					x			
	Consider listing the economic benefits of parks to the City of Rockville in the budget (this would include property values, classes taken by employees, whether or not the employees spend money in the City after hours, etc.). This would help build support for recreation in the City.						x		
	Consider creating an "Adults" cost center under Recreation Services (there is currently an adult sports cost center) (See under B. Policy).							x	

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	The Park Land Acquisition Fund in the City's Capital Improvements Program (CIP) has been assigned "placeholder" status and is not funded. This gives the City little ability to act quickly should suitable open space become available.										
	The Capital Improvement Program has a Park Land and Open Space Acquisition project line item but it is rarely funded.										
	The City needs to re-look at cost recovery. The Rockville Football League's high level of payment to the City, which was once \$4 per registrant and is now \$14, is making it impossible for the RFL to maintain its fees.										
	Consider offering "resident-business rates" for employees of City businesses. Some Rockville businesses have corporate memberships programs in City facilities specifically the Municipal Swim Center and recreation centers. Add Business rate to price structure (Resident rate; Business rate and Non-resident rate).										
	Budget information on the long-term operating cost impacts of new capital projects is not complete enough.										
	Subsidies and scholarships for all Departmental services be provided in the Community Services Division budget and not in other division budgets										
	Design an interactive web feedback system so the public can comment on the state of parks/programs										
	Department should consider whether it does enough to encourage feedback from its employees. It should consider whether: a) it has enough feedback loops; b) employees feel that they can make a difference; and c) employees feel that they are listened to.										
	Provide evening/walking feedback surveys at special events										
	Provide more numerous and attractive feedback boxes for citizens- they are currently at only a few facilities and are just wood boxes										
	The relatively low number of lower income households in the City-wide Recreation Survey was a little unfortunate. The survey controlled more carefully for race than for income (see methodology description) and 39% of respondents refused to provide household income information. A future survey might be focused more directly on income.										
	Create a suggestion hotline, where customers can call in suggestions related to Rec and Parks										
	Schedule City events in different parks around the City to acquaint citizens with parks. As a variant, participants might stamp a passport or guide sheet with a seal at the park (as in some orienteering events). The completed guide sheets could be turned in to receive a prize or recognition. Other ways might be to promote special events at particular parks, or devise mystery tours or treasure hunts.										
	Consider making an annual report with measurable objectives/benchmarks (such as so many fields per capita), performance assessments, and a description of what happened during the year part of the annual budget. This will help to make the budget more accessible.										
	See recommendation for a "Bikeabout Rockville" under B.6. "Programs"										
	Organized tours to familiarize residents with different parts of the City.										
	Need to publicize the locations of non-programmed fields (places for people to "run around")										
	The City needs to emphasize communication, letting people know what Rockville has to offer, whether through weekly e-mails or a park challenge/pressure hunt which introduces people taking part in the activity to all of the City's parks										
	City of Rockville educational programs as currently telecast on TRC II the Rockville Channel should be put on DVD and made available through the libraries										
	Are there quantified goals with respect to participation across various demographic categories in Rockville? Are we meeting those goals? If not, what changes in practice/policy would help?										
	Outreach staff who can speak the language and are familiar with the customs could be very important to increasing use by the Chinese.										
	The Department should employ more Latino and Asian staff so people feel more comfortable working with these groups.										
	Food is important to Hispanic culture - picnics or pot luck events could be used as a draw for Hispanic adults.										
	Elderly Asian immigrants have special difficulties in participating in City recreation programming. Transportation is a huge issue for the elderly - language, lack of driving skill, lack of their own car all make it very difficult to get around.										
	To achieve greater participation, major recreation facilities, and City Hall could hold semi-annual open houses to show people what the City offers with displays in many languages and native language speakers.										
	Marketing/promotion to underserved populations										
	More recognition, acknowledgement of cultural diversity										
	Set up a booth at city events to include a live link to the GIS, and a volunteer to help citizens locate parks near their home (get and print out directions to under-utilized parks)										
	Mail a nice brochure describing all the available park facilities, rec centers, playgrounds, etc. with pictures and descriptive information - to each household										
	Consider creating a "Where can I do this?" corner of a publication to let the public know PROS resources that are available. There are lots of open spaces available but the public is unaware of them.										
	Consider adding more detail about facilities on the Recreation and Parks website. For example, the description of Lincoln Park Community Center is in the budget, not on the website.										
	Develop master plans for each park to guide long range park planning.										

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	Prepare a Park, Recreation and Open Space (PROS) plan for all major developments and redevelopments.				x Comprehensive			The Department agrees with this concept and will initiate a program to develop master plans, starting with the larger parks.	
	Use the Rockville Gazette to announce new Parks and Rec programs	x							
	The Asian Stakeholder group felt the City's website was confusing and few of them have used it. They tend to read the Gazette newspaper and also Rockville Reports.		x Asian						
	Special feature in the Rockville newsletter highlighting park of the month or birds sighted at Croydon or teams playing at parks	x							
	A thematic guide to the parks, what is at each park, and how to use the park system could be interesting. If you like to watch birds go to x, y, z parks; for off-road trails a, b, c parks; for exercise trails d, e, f parks, etc.		x senior						
	Create a dedicated City Parks e-mail listserve where the public can receive updates on parks improvements and special events	x							
	Maps and brochures available at all city facilities, including senior citizens centers; also available on PDF through Web site	x							
	More historic walking tour maps in partnership with Peerless Rockville								
	Create a flyer/brochure with activities, programs and services from Recreation Guide that would be of interest to employees of local businesses (early morning, lunch time and evening classes, sports programs, etc.)		x business						
	Recreation Guide ingested at Teens		x teens						
	Suggest wording on the front of the Recreation guide written in Chinese (and Spanish) that says translation is available. The Chinese don't think the Recreation guide has anything in it for them. Perhaps a few paragraphs in different languages could be added to the inside introductory page.		x Asian						
	Create a "card" for members of the business community to use at R&P activities, programs and facilities. They would be "card carrying members", making the business community feel welcome and a part of City programs.		x business						
	If the Dept. was serious about working with business it would need to create something structurally within its organizational framework. A business liaison, perhaps. Consider appointing a business representative to the Recreation and Park Advisory Board.		x business						
	Most attendees were aware not of the opportunity to rent the Rooftop (just off Town Center Plaza) for business functions. Make sure marketing materials get to individual businesses, RED) and the Chamber when ready to open.		x business						
	Increase marketing of programs, especially facilities. Many attendees didn't know the Glenview Mansion, Senior Center, etc. could be rented for business meetings and functions.		x business						
	Many businesses do not know what the City has to offer. Dept. of Rec. and Parks should have a marketing office. Could be a useful single point of contact for business. Could market to business. Businesses just outside the City don't hear about special events such as Hometown Holidays.		x business						
	Expand Parks and Recreation partnership with Montgomery County			x					
	Rather than advertising in newspapers (because there are so many) Asian participants recommended working with and through the associations (i.e., TASS, TAA, CCACC, CASSA, K CSC) and also with the churches. There are large Korean churches in Germantown and Gaithersburg, not in Rockville. The cultural associations also offer a wide range of programs and they would love to "partner" with the City to provide programs.		x Asian						
	The Department could run courses for volunteers on how they might help seniors in their community with tasks like shoveling snow, etc. Some of these jobs might become part-time employment opportunities.		x human services						
	Rockville is a city of neighborhoods and that the Department should make this the platform for delivery of services. It should support and leverage the neighborhood associations with logistics/flyers/training and development.		x human services						
	Partner with Neighborhood Resources Depts. (each neighborhood has a Coordinator, Rec and Parks should use them to publicize events, projects, and programs)			x					
	Involvement in Md Invasive Species Council and more emphasis on native species								
	The City in general, not just the Dept. of Recreation and Parks) is not focused enough on business especially given businesses contribution to the City's tax base. Office of Special Events does a better job of working with business than other Rec. and Parks cost centers.		x business						
	The City should formalize its relationships with volunteer groups through written agreements to ensure that volunteers are held accountable and that their work meets an agreed standard.					x			
	Mayor and Council need to re-establish liaisons to the boards and commissions		x						
	More minority representation on boards, committees, commissions						x		
	Incorporate Rec Dept into City's Sustainability Initiative, emphasize recycling at all parks and facilities			x					
	Strengthen relations with business. Increase sponsorships.						x		
	Explore corporate memberships at facilities						x		
	Make volunteer (experienced) driver programs available to better ensure that all citizens can take full advantage of sports programs regardless of where they live, social-demographic background, age or how much disposable income they have		x						
	African Americans are underserved								
	Low income persons are underserved								
	Rockville Reports needs to pay attention to programs and promote inclusion, especially facilities and programs that are non aggressive ball playing facilities which it has thus far neglected								
	ADA upgrades and staff to coordinate								
	Disabled persons/groups are underserved.								
	The Department should hire a staff/consultant for improving therapeutic recreation								
	Commitment to fitness for all levels in the parks								

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	Provide language classes to City staff, systemize approach for translating services			x					
	Expand training for City Staff: languages, cultural sensitivity, programs available to residents			x					
	Hire a translator/cultural liaison/advisor			x					
Wellness	There should be a policy for healthy snacks, offering turkey dogs in addition to hotdogs and other healthy options at sports games, etc. See also under special events.		x sports						
	Need to promote healthy living activities to combat obesity and health-related problems.		x Rec&Parks Board						
	Dept. does offer and should promote places to go, things to do ways to socialize outside the workplace in "healthy environments", providing alternatives to "going out for a drink".		x business						
Disabled	Once disabled kids aged out of the camps programs there are few opportunities provided to include recreation in their lives		x therapeutic						
	Consider doing a park "sweep" of each park, examining safety features and measuring accessibility for disabled individuals (see Virginia Beach example in the Best Practice Paper on the PROSP CD).						x		
	Wheelchair lifts on vans								
	Needs of the "differently-abled" are not being met because playfields, athletic fields, and "programmed" recreation take up most of the recreation budget.		x homeowner association						
	Just as kids under 15 years of age are given opportunities to attend concerts at Strathmore at reduced rates or free of charge, perhaps there is scope to do this for the disabled		x therapeutic						
	In some recreational activities, such as those at the Swim Center, a companion is needed who understood the special needs of the intellectually disabled		x therapeutic						
Staff	Parks and Recreation Construction Division needed			x					
	Consider hiring a disabled "specialist" to coordinate Recreation and Parks efforts for the disabled. This person would be charged with involving those with special needs in the Department's programs and monitoring performance against relevant and specific benchmarks in the PROSP Plan.						x		
	Need more people to collect park trash (currently one for all 225 locations)			x					
	Lighting engineers need tree crews (tree crew thinks the traffic division needs their own tree crew)			x					
	Potential for a City inclusion coordinator that could work city-wide across all programs to outreach to all groups in the community (including the disabled).		x therapeutic						
	A CIP long range interdepartmental coordinator, or perhaps a new working team that would meet once/twice per year, around CIP time to look at all projects, so that all departments know what the other departments are planning 5, 10, and 15 years out.								
	Consider a weekend park crew-avoid the cost of overtime for trash, ball fields, etc.			x					
	More benefits and incentives for part-timers (some receive no benefits though they work as long and often as fulltime)- possibly offer some annual leave, partial health care, sick leave, etc.			x					
	Reduce bumping of crews' work schedule for special interest (crews are occasionally pulled to move furniture, work a special event, etc.)			x					
B. Recreation Services	Attract employees to stay in Rockville before and after work (concert series and other activities in Town Square are well received).		x business						
Policies	Consider creating an "Adults" cost center under Recreation Services (there is currently an adult sports cost center).							x	
	Intergenerational programming should be a departmental initiative.								
	Rotate programs from park to park.								
	Rotate programs from park to park.		x homeowner association						
	See also recommendations under other divisions including Senior Citizen Services and Park and Open Space								
I. Arts & Cultural Programs									
Facilities	Better upkeep of public artwork								
	Facilities should be allowed to perform their original reason for existence—as venues for the arts programs that allow Rockville families to grow up in a city environment that inspires them and brings them together.		x arts						
	Black box theatre		x						
Programs	More Gilbert & Sullivan, Blue Grass		x						
	Create a Cultural Exchange Day.		x senior						
	Activities to bring younger audiences to arts facilities								
	More programs for persons in their 20s and 30s								
	Animation Art								
	More local theater								
	More ethnic music events								
	More music in the parks (some residents go as far as Pen Mar County Park in Washington County for the music).		x senior						
	It was felt that if the entire family could be involved in the Arts program then this might develop volunteerism but the city might have to contribute by way of reduced family fee rates to achieve this.		x arts						
	There was great success with a children's mainline session.		x arts						
	With the departure of the NSO, quality of music programs has declined. I do know that other groups use Fitzgerald for top-notch performances (e.g., upcoming Russian violins) but those aren't promoted by the City—and should be. If it's happening in Rockville, whether or not it's sponsored by the City, we should find a way to publicize them to residents								

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<i>Other: policies</i>	Find ways to offer reduced prices for classes at VisArts Center, especially for children	x							The Department of Recreation and Parks has Cultural Arts Plan which is due to be updated in 2008
	Funding should be directed not to the fine arts but performing arts as it is a great way to engage and involve the community across all age groups.		human services						
	There is a misprint of City fees at the F. Scott Fitzgerald Theatre. Musical Theatre Center spends the largest amount of its budget on rental fees and the City staff can't explain why their rates are more than other groups using the facility. City fee policy is not transparent.		business						
	Need for better city co-ordination of publicity of the Arts in Rockville so as to make it accessible and affordable for all, both to attend and participate.		arts						The Department of Recreation and Parks has Cultural Arts Plan which is due to be updated in 2008
	Keep the theater affordable.		arts						
	The City should hire someone to provide co-ordination and support for advertising arts programs.		arts						
	Suggested having a "box office" that sold tickets to all Arts events, perhaps with a café and store.		arts						
	Suggested having an inventory of restaurants, bookstores, and other places that are willing to exhibit local artists.		arts						
	Suggested that Rockville Arts do what the Kennedy Center did and become a consortium of the Arts working together.		arts						
	The city might consider a reduced rent on its facilities for groups that put on performances at senior centers, schools, and other minorities' locations or in parks as a way to engage these groups in the Arts program. In essence co-operative programs would earn a credit from the City in the use of the theater.		arts						
	Suggested that there be a two-monthly calendar of arts programs/activities (like one in Bethesda produced by Bethesda Urban Partnership).		arts						
	It was suggested using the internet to attract people to Rockville-based programs and using the internet to drive volunteer hours further by say, setting up a web-based costume inventory that could be shared between different companies along with the potential to share patron and donor lists etc.		arts						
2. Preschoolers and Young Children									
<i>Facilities</i>	Kids need unstructured, unprogrammed space to "just be." "Where Do the Children Play", a new 55-minute PBS documentary, produced by Michigan Television, examines the social and technological trends that conspire to rob children of their bright light time and opportunity for unstructured, spontaneous play, especially outdoors in nature (See also the National Institute for Play, http://niplay.org)		senior					x	
<i>Programs</i>	Expand before camp, after care to more locations	x	sports						
	Kids love the drop-in playgrounds camps. They are a bargain (\$30 for the entire summer) and perhaps the fees should be raised.								
	Day long camps for days that school is out but parents have to work	x							
<i>Other: Policies</i>	Evaluate to see if more staff are needed to increase safety with children's programs		homeowner association					x	
	Need to promote children experiencing nature. See "Last Child in the Woods - Saving Our Kids from Nature Deficit Disorder." Richard Louv, 2nd ed. 2008.								
3. Teens									
<i>Facilities</i>	There is a need for a dedicated Teen Center in the City. The Center could act as the focus for Teens, just as the Senior Center does for Seniors. It would allow for the expansion of Teen programs in the after school bracket, career development programs for Teens, a place to hang out, incorporate Teen recreation (basketball), particularly less programmed activities, tutoring, mentoring, and the teaching of life skills like how to establish and operate a bank account, checking account, etc. The Center would need to be accessible via public transportation, and within walking distance of many locations if possible.		teens	x					
	Need more gyms that could be used for fitness activities by Teens as many Teens are not obese but aspire to a higher level of fitness. Commercial gyms and fitness centers are a little intimidating for Teens who prefer to work out with people their own age		teens						
	Existing facility, "The Chat Room" at Elwood Smith Recreation Center needed a gym and a new video games system.		teens						
<i>Programs</i>	Bike rides that show teens how they can get around Rockville safely	x							
	It would be prudent to use computer glasses on how to use an office system such as Microsoft. Especially for teenage girls, some type of counseling group would be beneficial to deal with issues such as sex, drugs, peer pressure, etc..		teens						
	Need a better balance between structured and self directed recreational programs.		teens						
	Need for Teen programs that teach Teens life skills related to banking and other skills essential to living in today's society that are either overlooked or taken for granted.		teens	x					
	The number of Teen programs pales to the number of senior and children programs. The Department should give special attention to this high-risk group by providing more programming.							x	
	Need more after school programs which should be open door, income-based in terms of cost, targeted to the 3pm to 6pm timeslot and share school facilities such as gyms, pools, etc.		human services						
	Need "jam session" for teens who play instruments	x							
<i>Hispanic Boys and Girls</i>	Need to do more for Hispanic girls. The current funding is spent disproportionately on the boys' side of the program.		Hispanic boys						
	The boys felt that working through schools was the best way to attract interest. Their parents wanted them to do well in school so they suggested holding meetings at schools. They thought it would be most effective to work through the children rather than through the parents, in part because language was an issue (Hispanic adults' English being more limited).		Hispanic boys						
<i>Other: policies</i>	Promote outreach so that kids from different backgrounds can do activities together		homeowner association						
	Needs of poor, program-aged kids are not being met.		teens						
	Teens would like the ability to use their facilities for some self directed recreation, as forcing Teens into activities often produces the wrong response—Teens often have the view that, "we want to do what we want to do sometimes"								

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	Identify leaders in various communities to help teens from a variety of socio-economic backgrounds	x						
4. Sports Programs	Concern: the Rockville Football League's size is becoming unwieldy and it's methods of assigning Rockville residents to teams by neighborhoods while placing non-residents on teams by some mysterious method is not turning out equitable teams where kids learn to play	x						
<i>New Program Ideas</i>	The Rockville Football League's greatest concern is outgrowing facilities and finding facilities for teams to practice.		x sports					
	Volleyball for girls ages 10 and over	x						
	Weekly bike ride	x						
	Frisbee Golf		x Jurisdiction					
	Battling clinic			x				
	Archery			x				
	Organized basketball (wheelchair)			x				
	Karate	x						
	Fencing	x						
	Lacrosse league			x				
	Rickball league			x				
	Dodge ball league			x				
	Tennis classes are hard to find	x						
	Adult basketball league			x				
<i>Other: policies</i>	The only sport with many ethnicities is soccer- need more outreach.		x sports					
	Rockville lacks a soccer identity (Potomac and Bethesda dominate youth soccer)	x						
5. Classes Facilities Programs	More places for clubs to meet	x						
	Home improvements and design classes			x				
	Tai Chi in the parks			x				
	Dance classes- not enough, nor the right ones			x				
	Yoga in the park			x				
	Paint ball			x				
	Mid-day/lunch hour programs			x				
	Cooking classes			x				
	More music classes			x				
	Self defense classes			x				
	Maybe guest lectures, similar to the variety offered at the Senior Center, but directed at Boomers. If the City wants us to retire, the City must address Boomers needs	x						
	Try some short workshops or clinics that relate to issues like & "designing deer-proof gardens"; some cooking classes, ballroom dancing, badminton, some advanced classes in partnership with local businesses or organizations (photography, mushroom identification, etc.). City needs to go beyond the usual, don't worry about competing with county offerings.	x						
<i>Other: policies</i>	Keep police informed of all programs for safety			x				
6. Special events Programs	<i>Special Events is classified under Administration for budget purposes.</i>			x				
	More outdoor movies in the summer			x				
	Chinese New Year Parade			x				
	Bring back Oktoberfest	x						
	Consider a "Bikeabout Rockville". This would involve a program where participants would bike around Rockville, getting to know what the City has to offer, including PROS resources (Bikeabout Columbia is a very popular event and includes bike safety and helmet check events).						x	
	Focus on health, with a community health day to attract family interest			x				
	Go-Karts (Formula 1 style) race through the Town Center (Andrew Klef)			x				
	Isn't dance party outdoors in the summer 6:30-9:30 sponsored and hosted by the city of Rockville. Should be considered in light of interest of Rec and Parks in responding to ethnic diversity	x						
	Lunchtime walks. With guides, once a week. Perhaps this is another opportunity for inter-generational activity.		x business					
	Need more special events in the winter to bring people to Town Square - like a winter arts and crafts fair right before the holidays	x						
	Need more variety in the headliners for Hometown Holidays -- how about some Black or Latino bands or a group that appeals to a diverse audience	x						
	A flower/plant show, art show, science, astronomy. A few years ago the NASA Exhibit was very good. We need to entertain children and adults, but attract interest in science, technology, horticulture, etc..	x						
	Candlelight tour of Gettysburg, cradling teams for families	x						
	Drive-in movies/movies on the lawn	x						
	Diversity fair/dance	x						
<i>Other: policies</i>	Expansion of locations for special events	x						
	Include 'Hidden Rockville' participants at special events (discovering local artists program)	x						

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	Shuttles, especially for disabled and elderly.	x						
	Hold large events with broad public appeal within neighborhoods so that each neighborhood feels like it is getting some special attention from the City. Use shopping center parking lots that have high visibility from major roads to attract more people.	x						
	Use the new Town Square as much as possible. The City should also sponsor smaller events in different neighborhoods. For example, the City could host something at the Twinbrook Shopping Center to attract new people to that area of the City.	x						
	De-centralize some events	x						
	Use new facilities for annual activities	x						
C. Senior Citizen Services								
<i>Facilities</i>	Senior center needs a new location, closer to the metro and major bus lines- current location is hard to get to and lacks parking	x						
	The Senior Center needs upgrading if it is to remain at the same location. This could be done by using a "Christmas in April" approach. The facilities are probably underutilized due to its location and lack of close parking facilities.	x						
	Basketball court needs re-topping so shuffleboard can be added	x						
	Need park space similar to Hadley's Playground (on Falls Road in Potomac) for seniors and other adults who have limited mobility	x						
	Some citizens feel that the City did not make its case for expanding the parking at the Senior Center.		x				homeowner association	
	Need larger senior center- will require more space in the next few years		x					
	Two or more pieces of each type of equipment, e.g. two upright bicycles, two recumbent bicycles ... should be provided		x					
<i>Fitness</i>	The fitness room have a monitor person (volunteer or intern) to assure that people don't rest or fall asleep on equipment that other more active users are waiting to use. A couple of soft chairs can be provided for that purpose as space permits		x					
	Need larger fitness room (to accommodate seniors with assistive devices)		x					
	The exercise room is most busy Mondays, Wednesdays, and Fridays until noon. Perhaps the center should open earlier (7:30 a.m. instead of 8:30 a.m.) since it is so popular in the mornings. Perhaps this would make the facility less crowded.		x					
	The exercise room should have a two-tiered payment system with higher costs at more popular times (such as the morning) and lower costs at less popular times (the afternoon).		x					
<i>Hours</i>	Perhaps the Center should only be open to citizens to reduce crowding.		x					
	The Center should be open longer hours on Saturdays and be open on Sundays (it is currently closed on Sundays)		x					
	There should be Senior-only times at other City gyms, relieving the Senior Center of the strain of numbers while still giving seniors opportunities to exercise with other seniors		x					
	The Center is being wasted on the weekend since it is barely open.		x					
<i>Programs</i>	There should be more adult sightseeing trips offered by the City. There are plenty of physical activity programs, but not enough for those you have limited mobility (i.e., not hiking, biking) but can walk and enjoy an outing, boating, sailing, museum, (i.e., Maritime Museum w/o a hike at Calvert Cliffs or a picnic w/o a biking adventure) As Baby Boomers age, we need more trips similar to the variety offered at the Senior Center, but Boomers cannot join the Senior Center, yet.		x					
	Rotate senior programs through all of the City's facilities.		x					
	Some of the Senior Center programs are very attractive but are limited by an age restriction for enrollment which perhaps should be relaxed for persons with disabilities.		x					
	Need for programs that provide intellectual stimulation for the disabled and seniors		x					
	The Seniors Center should look into developing a similar program to the "Join the Club" program at the Bradley Hills Presbyterian Church which caters to people in the early stages of dementia. Something like a social day club for people with early stage memory loss (a level somewhere between what is offered at the senior center and at day care. It would be vital to provide transportation to and from such programs.		x					
	Need more programs to get the men to come to the center		x					
	Needs more discussion groups		x					
<i>Other: policies</i>	African American seniors are underserved		x					
	The Department should continually analyze its programs in search of methods by which senior programming can be improved.		x					
	More participation by local businesses in getting them to sponsor programs aimed at seniors		x					
	The rules of the Rockville Senior Center prevent non-members from using Senior Center equipment and facilities. This is a shame as it prevents inter-group games which could act as the lead up to the Special Olympics.		x					
	Department of Recreation and the Senior Center tried to limit and ignore public input in order to proceed with their plans to pave over one of the two remaining large open spaces in the Senior Center Park. They collected no data to support their decision (they attempted to manufacture some data to put into a report after telling members of the nearby neighborhood in September that they had collected none) and made no effort to consider the future of the Senior Center, given the expected growth of its membership and the limited capacity to support it at its present location		x					
	Determine how best to reach out to senior singles living alone. There are many, many women (and some men) in this position in this city. A mail campaign may be best with large print and "flyer"; approach to communication		x					

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	A paradigm shift is needed to integrate seniors; into the larger community via programs like Rockville U. (8-week program about the City) so that seniors, are not isolated	x							
D. Community Services	Many comments pertaining to Community Services apply to other service areas and are recorded there. See especially under A. Administration particularly under profices, outreach and budget/cost recovery								
Adults/Families									
Facilities	There needs to be some room for the City to provide modest increases to deserving human services programs as well as support some new or expanded initiatives that address a critical gap in services		x						
Programs	Vital for the community to demonstrate the need for the Human Services programs as utilization was often low and used as a reason for cutting or not expanding such programs		x						
Other: policies	The Department should increase its grants to relevant non-profit organizations		x						
E. Facilities									
Policies	Large sums should only be spent on facilities that are used by all segments of the City (justify money spending).		x						
	Consider increasing the role of the City's smaller community centers. Potential for broader use, increased programming?		x					x	
	Showcase the environment in the City's facilities.								
	Consider going green as a priority.								
	Need an inclusionary approach to community centers, especially after passage of ADA legislation which marks society's determination to include the disabled as a vital part of the community.		x						
	Find best management practice to deal with graffiti/vandalism/trash issues								
	Emergency Procedures Action Plan for all facilities								
	In order to compete with other service providers the quality of the facility must be as good as the private sector. The example used was the Swim Center where the fitness room was described as - "dark dingy, old, with equipment not of high quality". Make facilities more modern, bright and attractive.		x						
General	More multigenerational buildings								
	Consider providing more meeting space for communities. Organizations are often looking for public meeting space in or close to their neighborhood.								
	Need long-range plans for each facility.								
	Need Ping Pong Tables, Horseshoe pits, game tables								
	Need more indoor basketball hoops for practice and un-programmed recreation.		x						
	A. large facility for community events (e.g. old Giant) like the Bohrer Center in Gaithersburg								
	Drop-in (open gym)								
	More indoor space for programs								
	A number of shopping centers have empty stores and a mechanism might be developed for the City to use them. There would appear to be a mutual benefit: the City acquires additional space, with parking provided and often with access to transit, and the property owner and adjacent tenants enjoy an occupied space and increased traffic.		x						
	More mirrored indoor space for dance classes								
	Need an affordable ballroom. The nearest one is perhaps the Hollywood Ballroom north of Silver Spring. Needs a lot of space								
	Purchase old "White a White" building on Gude Drive and convert it into a recreation center								
	Enlarge smaller recreation centers (build up, not out), add fitness clusters								
Recommendations for Specific Facilities									
Civic Center Complex	F. Scott Theatre needs a proper pit space		x						
	The F. Scott Fitzgerald theater would benefit from the City providing more storage facilities for costumes, sets, etc		x						
	Need for a quiet ventilator to get the heat off the stage and back into the seating area where it was needed.								
	The front doors need to be fixed so you don't get an aerobic experience every time you try to open them and so they don't slam shut.		x						
	Suggested a shuttle bus to get people from the Rockville Town Center and Metro to F. Scott Fitzgerald Theater and allow people to eat out before they come to the show.		x						
	Need an awing/shelter in front of the theater and a sign on Route 28 for upcoming events--many people don't know the Civic Center exists		x						
	There is a need for rehearsal space, as the main theatre is not available for this purpose. One suggestion was that the social hall be reconfigured as rehearsal space.								
	Need better lighting and signage and two handicapped parking spaces out the front of the F. Scott Fitzgerald Theater. The pathway between the upper and lower parking areas at the Civic Center is most unattractive to use at night.								
	The need for more advanced lighting was suggested as was a new theater curtain.								
	Preserve the Civic Center woodland track and continue to improve its premiere facilities.								
	It was suggested that "The Meadow" behind Glenview Mansion and the theater be enhanced with the addition of an outdoor covered stage and lighting to create an outdoor music bowl facility.								

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	The PROSP Plan should reference the Rockville Civic Center Long Range Plan and its mandate for historic preservation of the Mansion and some of the surrounding parkland.							x	
Croydon Creek Nature Center	ADA Trail at Nature Center Night time astronomy program at the Nature Center (no infrastructure, just a designated observation area with convenient access to the parking lot and with relatively clear horizons)- similar program at Black Hill Regional Park (Mont. Co.) Need a challenge course at the Nature Center	x		x					
Elwood Smith Comm. Center Glenview Mansion	Construction of a bridge over Cabin John Creek to connect the Elwood Smith Community Center to the basketball courts. Glenview Mansion is underused Need a new garden plot opened on the Glenview Mansion property that is for organic gardening only. The Mansion used to have a veggie garden back in the day, so this would be in keeping with the tradition of the property. More recreational use in Glenview mansion fields (back of the Mansion - not the mall) - As open, unstructured space.	x	x teens	x					
Lincoln Park Comm. Center Monroe Park Comm. Center	Lincoln Park restroom needs to be renovated			x					
Rockcrest Park Comm. Center	Ballet center is underused and should be for more than just ballet.		x homeowner association		x	Twinbrook			Studies for additional uses are in the CIP, design in FY 2010 and construction in 2011.
State Park	Skate park under-used, could use renovation The skate park is not well used because you have to pay to use it and you have to wear a helmet. Teens prefer the smaller pocket skate parks where the activity is self-directed and unstructured. It is felt that the Skate Park is a bit "out of sight, out of mind". Needs larger lockers (new lockers are ugly and too small), locker rooms are dismal A variety of groups use the Swim Center (Masters; Casuals; Seniors; Asian community; physically handicapped; the swim team; etc). A modern facility needs to have facilities that accommodate the needs of each of these groups. The Swim Center is being loved to death—we have to look beyond the notion that a Swim Center is rectangular pools that we fill up with programs. A meeting room should be included in any redesign of the Swim Center. Needs to look at its purpose either as a swim center or a fitness center. Path between indoor and outdoor pool should be improved. Need a real path, lots of poison ivy.	x	x teens						
	Provide shuttle from Town Square to Swim Center for employees to workout. Pool hours on Sundays in summer start way too late. Also impossible to do rec swim with kids after school. All open pools are for lessons, should be mixed use to allow families with kids out of school to swim too. Swim Center needs renovation and re-invention. Focus on maintaining and enhancing existing assets, not building new ones.		x teens and Rec&Parks Board						
Thomas Farm Comm. Center	Need a "bubble" over the outdoor pool. Thomas Farm Comm. Ctr - on the big wall, put a lot of books into the wall to allow people to hang pictures and shelves for sculpture New community center should be multi-purpose and multi-generational.	x	x homeowner association					x	
Twinbrook Res. Center	Much of Rockville's business employment is on the west side - Research Blvd. This area needs attention too - Thomas Farm community center is an opportunity. The building used as a dance center is underused. Needs an outdoor water fountain. Gym should be open to use for indoor soccer. Expand the Twinbrook Community Center Expand activities for seniors within Twinbrook Expand activities for teens within Twinbrook	x	x business Hispanic boys Hispanic boys						Currently in the CIP for future years, beyond 2012. Twinbrook Community Center currently has additional capacity for daytime programming for Seniors. Significant drop in use by teens occurs during non-school hours. Additional activities for teens have been added
	It is not safe to walk to Twinbrook—you have to either walk in the driveway with cars on a blind curve or on unpaved muddy walkway next to tennis court There are few drop-in facilities for non-athletes. Need more computers and fitness facilities.	x	x homeowner association homeowner association						

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	Need walking and biking paths to get from residential areas to shops in order to cut down on car traffic	x						x	
	Pathways and sidewalks need to be wider so can be used by both bikers and walkers	x							
	Improve well-planned walkways connecting all the parks to one another and to the communities	x							
	Expand access to area-wide parks such as Rock Creek Park		x						Consultant comment- the Rockville Bicycle Map appears to indicate several existing access points to Rock Creek Park
	Need to address the issue of connectivity among the parks and facilities and the quality of the walking/biking experience for the users of such connections.		x						
	The City's sites could be made more into destinations, as important components of the City's open space fabric and park and recreation experience, as well as contributing to the City's long-term sustainability. Cemeteries should also be considered as part of the open space framework		x						
	Increase water features			x					
	Hanging baskets along roads similar to Montreal, Quebec								
	Develop native landscaping plans for City parks and rights of way.								
	More lightly forested land for unstructured play for children (currently an over-emphasis on artificially created recreation areas)	x				x			Native plants are a priority, however non-native plants are used in many locations.
	More community vegetable gardens	x							
	Increase garden plots city-wide	x							
	United greenway throughout the City and natural focus features	x							
	More tree cover in non-park green spaces	x							
	Reforest area of storm drain easement between Howard and Crabb Avenues, as permitted. Pursue options with landowners to protect and naturalize this area	x				x			The City owns the easement. Naturalization of this area will require coordination and approval by the community
	Consider permaculture when planting new trees. Nut trees could provide food security as well as shade. Permaculture is a system of cultivation intended to maintain permanent agriculture or horticulture by relying on renewable resources and a self-sustaining ecosystem	x							
	Replant the trees in many of the older neighborhoods (reaching the end of their natural lives)	x							
	Consider the development of a tree canopy goal. Put serious effort into restoring the tree canopy by planting more trees per year than what is already planned.	x				x		x	The City is currently working with DNR on a tree canopy goal. The State is determining the City's existing coverage, then a goal setting meeting with take place.
	Consider synthetic turf in major areas of use (perhaps partner with Montgomery College to convert their football stadium to field turf and add lights then make this field available to local soccer leagues) they are far more durable and can withstand the use by many teams- two such turf fields would be excellent.	x							
	Softball is too early because fields have no lights, need to install lights	x							
	Need lacrosse fields	x							
	Need soccer fields with better playing surfaces- they have little grass and what little grass is there is tussocky.	x							
	Though ball fields are well maintained they are in need of replacement of all the dirt infields. They are so over used that the dirt has become like powder and during light use periods and dry times they become like concrete.	x							
	Night lighting for basketball and tennis courts should be on timers so that they aren't on when people are not using them.	x							
	Tennisball courts	x							
	Need ball playing sports facilities for all based on universal design like bankshot for the differently abled and wheelchair participants	x							
	Provide more locations for pickup sports play rather than programming all facilities	x							
	Need a croquet court	x							
	Need unscheduled large fields with lighting for night use	x							
	Need warehouse space for tennis courts/multi-use activities (basketball, soccer, lacrosse, kick ball, flag football, laser tag, and dodge ball)	x							
	Running track/year-round track and field (currently rely on schools)	x							
	More large open flat spaces suitable for field sports	x							
	Sidewalk links- construct additional sidewalks identified in the City program (many miles are planned)	x							
	Consider building a rail route along the railroad tracks by Rockville Pike	x							
	Rockville Staff should consider running a supply/demand analysis for over-road and off-road trails in the City. An analysis could not be done with this PROS Plan because there was not sufficient inventoried information on the supply of trails in the City.							x	
	More paths entering into the parks especially for wheel chairs								
	Request that the entrance to 270 North near the new ped/bike bridge over I-270 become a stop sign for cars accessing it, as cars do not look or stop and are surprised by the pedestrians and bikers.	x							
	The National Lutheran Home on Vears Road (near Lakewood Country Club) has an exercise trail that is underused.								
	Need connections across Rockville Pike (like the new pedestrian bridge over I-270).								
	More linear corridors, e.g. non-hard-surface foot trails through corridors like Warts Branch in the West End	x							Can the City "promote" this? Presumably it would be okay with property owner approval. Liability issues, since private?

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	Consider facilities for moms with strollers throughout parks (i.e. diaper changing areas, places to lock strollers, etc.)			X				
	Bring back par course (exercise stations)			X				
Maintenance	Solve problem that bathrooms are often closed (customers complain)			X				
	If the PROS Plan results increased usage of parks, the Department needs to ensure that increased maintenance compensates for this usage.			X				
	Keep the Millennium trail clear from overgrowth and snow	X						
	Need a laptop computer for the field supervisor			X				
	Need secure (lidded) trash cans, recycling bins, and bag dispensers for picking up after pets	X						
	Many playgrounds have very old pavement courts that need replacing. Others need modern playground play equipment	X						
	Tennis courts need to replace tennis nets and straps	X						
	Research self-cleaning, vandal-proof bath facilities	X						
	More of-leash-enforcement with dogs (dog waste is a major issue in some parks) check whether Rockville has a pet waste ordinance	X						
Signs	Post signage at all parks for guided walks	X						
	Fewer "no skateboarding" signs	X						
	All parks should have signage identifying them as parks	X						
Safety	Park Ranger system on horseback			X				
	The data from the Recreation Survey suggests that it will be difficult to significantly improve the percentage of people who feel safe in parks. It is a statistic the department should continue to monitor on a regular basis. Consider applying the "safety and security index" as a way to quantify safety conditions. This is described in the PROS Plan and PROS Plan CD.				X			X
	Consider developing a code of conduct for all City facilities, parks and programs. For example, the City of Guelph has such a code named Zonic. The Zonic procedure enforces a set of expectations around violence, vandalism and inappropriate behavior for participants and the general public, thus improving the safety and leisure environment.							X
	More rubber playground safety surfaces			X				
	Never see police monitoring the parks or emergency call stations	X						
	I live near Maryvale Park, but I go to the Civic Center because I feel safer there. I often see illegal behavior going on at Maryvale Park and we desperately need more police surveillance	X						
	Add more lights in parks so they are safer and be kept open longer.							
	Park watch program/Adopt-A-Park, consider using neighborhood watch							
	Check list to incorporate safety issues in new designs							
	Call boxes (emergency) at every park							
Recommendations for Specific Parks								
Anderson Park	No specific recommendations							
Beall-Dawson Historic Park	No specific recommendations							
Broome Athletic Park	Basketball court underused- turn it into a dog park							
Bullards Park	No specific recommendations							
Calvin Park	Bathrooms need to be renovated							
	Calvin Park should have a "skate spot" since many teens skate in the streets of that area.							
	Older shelter underused							
Civic Center Park	Need Goose Control							
College Gardens Park	No specific recommendations							
Courthouse Square Park	No specific recommendations							
D. Scull Housing Authority	Add park shelters							
D. Scull Park	Renovate or demolish building							
Dawson Farm	Needs a picnic table at the granary shelter.							
	Renovate snack bar							
Dogwood Park	Program- a tree tour of the park							
	Dogwood is about 150 parking spaces short on busy days and there needs to be more parking at Dogwood. Also, though the lighting placed in the parking area has made a huge difference and improved handicap access, the first base side of the parking lot is too steep for elderly/handicapped to walk up.							
	The fields at Dogwood are being torn up by double usage by football and baseball.							
	The snack bar needs to be fixed since it is very old, the fuses blow frequently, the bathrooms need renovation, etc. (the structure was built in 1965).							
	Lower fields need more lighting for the elderly.							
	Need more parking for Rockville Football league							
	Need more parking							
	Evaluate the usage of the Park- is it used by residents?							
	Upgrade tot lot							
Elwood Smith								

City of Rockville PROSP Compilation of Recommendations		Sources of Recommendations							Staff Comments
Department Division/Cost Center	Recommendation	Community Outreach Meetings Oct. 2007	Stakeholder Meetings	All Staff Meeting Sep 20, 2007	City-wide Survey	Comprehensive Plan, Neighborhood Plans	Best Practices Research	Staff/Consultant Team	
Fallsgrove Park/Thomas Farm Community Center	No specific recommendations								
Fallsgrove Stream Valley/Open Forest	No specific recommendations								
Fallsmeade Playground	No specific recommendations								
First Street Park	No specific recommendations								
Friends Park	No specific recommendations								
Glenora Park	No specific recommendations								
Grandin Ave. Park	No specific recommendations								
Hillcrest Park	Add picnic tables Small playground off Edmonston and Crawford is very old	x							
Horizon Hill Park	Tennis courts underused								
Homers Lane Pump House	No specific recommendations								
Isreal Park	Provide a computer room when the Pump House is renovated Upgrade tot lot								
Jacquelin Trails Williams Park	Need tennis courts	x							
James Monroe Park	No specific recommendations								
King Farm Homesstead Park & Farm Site	New benches have settled too low and uneven (makes it difficult for seniors to use) No specific recommendations	x							
King Farm Park/School Site	Need for residents and youth to get together and work through their problems with bad language and perceived security and safety issues with use of the Kings Farm basketball courts where there have been complaints about swearing		x						
King Farm Stream Valley Park	Need a plan for this park								
Kingship Park	No specific recommendations								
Lincoln Terrace Park	No specific recommendations								
Leah Oak Park	No specific recommendations								
Mark Twain Park	If the school closes, the school would make an ideal spot for an expanded park.		x						
Mary Thumbo Park	No specific recommendations								
Maryvale Park	Create a pond with walking/recreational amenities in place of existing dry pond.								
Mattie J.T. Sepanek Park	No specific recommendations								
Memory Walk Park	No specific recommendations								
Millennium Gardens Park (SIA Property)	No specific recommendations								
Montrose Park	Upgrade tot lot Add a gym								
Montrose Woods Park	Expand Montrose center so it can be used for other activities besides child care, renovate it for additional programming								
Monument Park	No specific recommendations								
North Farm Park	Needs a playground								
North Street Park	No specific recommendations								
Northeast Park	No specific recommendations								
Orchard Ridge Park	No specific recommendations								
Peg Sauter Park (Manatee Circle)	No specific recommendations								
Potomac Woods Park	This park might be a good location for a fitness trail								
Promenade Area/Park	No specific recommendations								
Redgate Municipal Golf Course	Glow in the dark golf once a month to raise more revenue Consider creating a corporate membership for resident businesses at RedGate. The Golf Course should have a 9-hole rate available for walkers The Rockville Citizen rate, which is very reasonable, should be better advertised on the website, etc.) Additional funding and long range planning needs to be implemented at RedGate golf course - RedGate is a great facility that is well managed. However, in order to stay competitive with other area public golf courses the course needs to be lengthened, widened and there are some areas that need to be renovated to improve turf grass quality, drainage, play-ability and safety Convert wood mulch to rubber surface								
Rockcrest Park	Rockcrest Park needs lots of improvements								
Rockmead Park	Rockcrest basketball court is a mess								
Rockterrace (school) athletic	No specific recommendations								

City of Rockville PROSP Compilation of Recommendations		Sources of Recommendations									
Department Division/Cost Center	Recommendation	Community Outreach Meetings Oct. 2007	Stakeholder Meetings	All Staff Meeting Sep 20, 2007	City-wide Survey	Comprehensive Plan, Neighborhood Plans	Best Practices Research	Staff/Consultant Team	Staff Comments		
Rockville Dog Park at Mattie Sepanek	No specific recommendations										
Rose Hill Stream Valley	No specific recommendations										
Senior Center Park	No specific recommendations See Senior Citizen Services										
Silver Rock Park	No specific recommendations										
Swim Center	Banks hot basketball is rarely used Indoor pools are always too crowded Refit of weight room at Rockville Swim center, and repairs to boiler and A/C to eliminate lack of hot water and climate control in Men's locker room	x		x							
Thirty Oaks	No specific recommendations										
Town Center Plaza Park	Needs a playground Could use grassy space for children and families to picnic.	x	homeowner association								
	There should be a "skate spot" near or in the Town Center Plaza. As the population ages, transportation to and from facilities is becoming a major issue. Access to the Town Center parking for the disabled is just too difficult given the long and difficult route from the parking area to the Town Center. The uneven nature of the brick pavement makes it both difficult and dangerous to walk around the Rockville Town Center.		x	therapeutic sports					One idea for a solution to this problem is to make a small selection of battery operated scooters available for the disabled. These vehicles could be secured and charged near the handicapped area in the garage, ready for use and return after shopping.		
Tweed Park	No specific recommendations										
Twinbrook Park	Upgrade lot lot I have not seen an event at the Twinbrook Park that invited all the Twinbrook Community to come together. There are many special events at the Center but nothing that I have seen to encourage neighbors to come meet one another	x									
Upper Watts Branch Forest Park	No specific recommendations										
Veterans Park	No specific recommendations										
Village Green Park	No specific recommendations										
Welsh Park	Needs a roofed shelter The tennis courts are not well used. I teen group wondered if a tennis court "bubble" was the answer, but staff doubted that this would prove cost effective. Fitness courses Needs lights along the paths The talking tube in the playground is broken Backboard in the tennis court is too small to be useful Needs lighting Add a recreation center		x	teens							
Woodley Gardens											
Woottons Mill Park	Basketball hoops undrained, could space be used for other sports fields? Ball field needs renovation (Nelson St.) Area behind Feather rock (Woottons Mill) needs maintenance Complete the bike path at Feather rock (Woottons Mill) Need a path/cross-over to make it easier for citizens to access the park (currently have to cross Hurley or Watts Branch, which is impossible between 7-9 a.m. Bring back the exercise stations at Wootton Mill Park	x									

Appendix F. Rockville PROS Plan Survey Results Summary

This report summarizes results of a Recreation Survey of City of Rockville residents conducted between February 29th and March 13th 2008 on behalf of the Department of Recreation and Parks as part of the update of the City's PROS Plan. Recreation resources are a key element of the quality of life in Rockville and the findings from this survey will guide the Department of Recreation and Parks in improving the services it provides residents and visitors.

A total of 351 telephone surveys were conducted. The survey included eight sections with questions about adult and child use of City parks and facilities, safety, participation in recreation and parks programs, and attitudes about PROS. Respondents provided information about household type, tenure, length and location of residency, race, and household income. The survey methodology and a table summarizing the characteristics of the sample compared to 2000 census data are provided at the end of this summary. Detailed results of the survey are provided in the CD-ROM electronic appendix to the PROS Plan.

1. Park Visitation and Use by Adults

The first questions in the survey dealt with the attendance and perception of City of Rockville parks by adults. 74.4% of those polled said that an adult in their household had visited a City park in the last year (Table 1¹). Other results of interest included the following:

- The group with the highest percentage of park visitation was households with children under 11 years old (90%) (Table 1).²
- There was no significant variance in attendance between ethnicities; different racial groups reported visiting parks at approximately the same rate (73 to 78%).
- Respondents who had lived in Rockville for more than 5 years were more likely to have visited a park (76.2%) than those who had lived in Rockville for less than five years (66.7%) (Table 1).
- While households with higher incomes had the highest rate of park visits (81.8%), visitation by lower income households was also quite high (69.2%). (Note, however, that the sample size of low income households was small: 41 households below \$50,000 annual household income, compared to the sample over \$100,000, 110 households) (Table 1).³
- There was little difference in visitation levels between the three geographic areas of Rockville, with households west of I-270 at 76.9%, households between in Central Rockville between Hungerford Drive/I-270 and Rockville Pike at 74.6%, and households east of Rockville Pike the lowest at 71.4% (Table 1b).

Use of Parks

When asked what the adults did at the park they visited, the largest percentage replied that they walked (51%) (Table 2). Other popular activities included watching their children on the playground (22.6%), using the playground (16.9%), observing nature (12.3%), walking a dog (11.5%), and playing tennis (10%). Other activities such as picnicking, playing basketball, soccer or baseball, or using bike paths were reported by less than 10% of respondents. One respondent reported "looking at the new sculptures" and several reported watching games. A very large percentage (64.7%) of African American park visitors walked at the park, a larger percentage than that of any other ethnic group (Table 2b).

Means of Access

¹ See PROS Plan appendix for detailed tables.

² Highlighted items will be used in the section of the PROSP describing the survey.

³ *The relatively low number of lower income households in the survey is a little unfortunate. The survey controlled most carefully for race than for income (see methodology description) and 39% of respondents refused to provide household income information. A future survey might be focused more directly on income.*

The most popular mode of transportation to City parks was walking (64.4%). Driving by car was the next most popular way to travel at 31% (Table 4). Other results of interest were:

- Respondents with an annual household income below \$25,000 were less likely to walk (33.3%) than to drive (66.7%) while those with an income of \$100,000 or higher were much more likely to walk (68.9%) than to drive (24.4%).
- Very few respondents (4.2%) rode bikes to parks.
- Adults between the age of 41 and 59 without children in the household were the most likely of all age groups to bike to a park (9.8%). Households with children between the ages 12 and 18 were the next most likely to bike (8.1%). A relatively large percentage of Asians (10.7%) rode bikes (Table 4b).
- Households in central Rockville had the highest percentage of walkers (75.5%) while households in East Rockville were more likely to drive (40%) compared to households in central or west Rockville (Table 4b).

Improvements to Parks to Increase Use

When asked if anything could be done to improve the City of Rockville parks to make the adults in their households use or visit them more often, 66.3% replied no (Table 6). Other interesting results included:

- Households more likely to respond that improvements could be made to increase usage were households with an annual income between \$25,000 and \$49,000 (44.4%) and households with children (40.9%), particularly those with children between the ages of 12 and 18 (43.2%) (Table 6).
- Of the various ethnicities, whites were the most satisfied with parks, with only 29.5% saying that something could be done to improve the parks. African Americans (41.2%) and Asians (44.6%) were more likely to respond that improvements could be made (Table 6b).
- Geographically, residents of East Rockville had the highest percentage of people who felt that improvements to parks would induce greater use (44%, more than 10% higher than the other two areas).

Frequent suggestions of what could be done to improve the parks included providing more benches, cleaning, fixing and making the restrooms more available to the public, and fixing and installing more water fountains (Table 7).

Reasons for Not Visiting Parks

Of those who replied that none of the adults in their household had visited a park in the last year, by far the largest percentage stated that this was because they were too busy (55.6%) (Table 8). 80% of blacks and 89% of Hispanics gave being too busy as the reason for not visiting a park (Table 8b). 8.9% of all respondents replied that they were not interested in visiting parks. 6.7% said that they did not know where the parks were located. 81% of those who had not visited a park said that nothing that could be done to improve parks to make the adults in their household use or visit them more often. *The high numbers of respondents saying that nothing can be done to induce them visit parks suggests it will be difficult for the City to significantly increase visitation among the adult population. It also suggests that attention to maintenance, upkeep, upgrade and “reinvention” will be important to maintain high use levels by those who do use the parks.*

Parks Safety

A very high percentage of respondents said that the adults in their household felt safe in City of Rockville Parks (88.9%, Table 12). When asked what made them feel safe in a park, the most common response was having “lots of people around” at 43.9% (Table 13). This was most important to people with an income less than \$25,000 (66.7%) and to those with children between 12 and 18 (68.2%).

The park being located in a “safe area, neighborhood” was second most common response to why people felt safe with 30.4% and was most important in households without children with adults age 60 or over (33.9%). The park being well maintained (26.9%) and having good lighting (18.3%) were also cited frequently.

A third of those who said they did not feel safe in City of Rockville parks said it was because though they had not been to parks they did not believe they were safe. A large percentage of people living west of I-270 gave this response (50%) (though the base was small; 4 out of 8 respondents). 28% (11 out of 38 responses) replied that there were “suspicious looking people in the parks.” Other responses included crime reports, vandalism, and the need for more policemen patrolling the parks.

As with use of parks, the data suggests that it will be difficult to significantly improve the percentage of people who feel safe in parks. It is a statistic the department should continue to monitor on a regular basis.

2. Facility Visitation and Use by Adults

65.5% of respondents stated that an adult in their household had visited a City of Rockville recreation facility such as the Rockville Municipal Swim Center, Twinbrook Community Recreation Center, or F. Scott Fitzgerald Theatre in the past year (Table 17). Other results of interest include the following (Table 17):

- The two groups that had the highest visitation levels were households with an annual income \$100,000 or higher (75.5%) and households with children under 11 (81.1%).
- 73% percent of those who had lived in Rockville less than 5 years had visited a facility.
- Only 52.6% of seniors had visited a facility.⁴
- A very high percentage (86.4%) of African Americans had visited a facility (Table 17b).
- There was no significant variance in responses by geographical parts of the City.

Use of Facilities

When asked what the adults did at the City of Rockville facility they visited, the largest percentage replied that they had gone swimming (41.3%) (Table 18). Other frequently cited activities included viewing an arts performance (17.2%), and attending exercise classes (11.3%), playing basketball (9.1%). Other results are of note (Table 18):

- A high percentage of those with an annual income below \$25,000 (66.7%) and of households with children under 11 years old (53.4%) went swimming. A high percentage of Asians (57.8%) went swimming (Table 18b).
- Those who attended arts performances tended to have higher incomes, with no households with an annual income below \$50,000 having attended one. 18.6% of those with an income between \$50,000 and \$99,000 reported attending an arts performance and 22.9% of those with an income \$100,000 or over attended.
- Of households with children, those with children over 18 years old attended arts performances the most (25.5%).
- Participation in exercise classes was particularly low by respondents living west of I-270 (3.2%) as opposed to 15.5% by respondents living east of Rockville Pike and 13.5% living of respondents living in central Rockville (Table 18b). Note that the questionnaire listed fitness club separately from exercise class, though the low attendance by respondents west of I-270 was the same.

Improvements to Facilities to Increase Use

Among respondents in whose household an adult had visited a facility, 71.3% said that there was nothing that could be done to improve facilities to encourage them to use them more often (Table 20). Among the 29% who felt improvements could be made, recommendations for improvement included remodeling the senior center, reducing crowding in the senior center and other facilities, and renovating the Municipal Swim Center’s fitness center (Table 21).

⁴ While low compared to rate of use by other groups, we suspect this number may actually be high compared to use of facilities by seniors in other cities.

Reasons for Not Visiting Facilities

A majority of the adults who had not visited a facility said that it was because they were too busy (52.9%) (Table 22). Other responses included “no facilities near my house” (8.3%), “not interested” (7.4%) and “used non-City parks instead” (6.6%). When asked if there was anything that could be done to improve City of Rockville facilities to encourage the adults in their households to use them more often, 75.2% of these respondents replied no (Table 24). Groups with a higher percentage of respondents who felt improvements could be made included households with children under 11 years old (35.3%), Asians (31%), and African Americans (33.3%). Several respondents felt that the swimming pool water needed to be cleaner (Table 25).

Facilities Safety

88.6% of respondents said that the adults in their household felt safe when using City of Rockville facilities. The group that felt the least safe was households with income below \$25,000 with only 46.2% saying they felt safe (Table 26) (only 6 respondents).

When they were asked what made them feel safe at facilities, the most popular response was having “lots of people around” (49.7%) (Table 27). Other frequent responses included well-maintained facilities (29%), the facility being in a safe area/neighborhood (23.5%), and good lighting in the facility (19%). Other results of interest were:

- Asians placed particular emphasis on well-maintained facilities (35.5%) and a safe area/neighborhood (38.7%), with a much higher percentage giving these responses than any other groups (Table 27b).
- One individual stated that having the people who run the facility always present and thus knowing who is in charge made them feel safe.

The largest percentage of those who did not feel safe at City of Rockville facilities stated it was because though they had not been to facilities they did not believe they were safe (39%) (Table 29b). 9.8% said they did not feel safe because there were not enough people around, 7.3% said it was due to poor lighting, and another 7.3% said it was because there were “suspicious looking people in the facility.”

3. Program Participation by Adults

22.5% respondents said that an adult in their household had participated in a City of Rockville class, recreation program or sports league in the past year (Table 31). The percentage was lowest among households with an annual income below \$25,000 (7.7%), African Americans (13.6%), and households who have lived in Rockville for less than five years (11.1%). The low participation rate among households who had lived in the City for less than 5 years was most likely a result of new people moving to the area and not knowing what programs the City has to provide.

Perception of Programs

Of those who attended a program, 43% said that what they liked best was that it was at a convenient location (Table 32). Other program attributes valued highly were affordability (39.2%), good instructors (also 39.2%), a good variety of programs (30.4%), and good quality of programs (19.4%).

Additional Programs

Only 22.8% of those in whose household an adult had attended a program said that they would like to see other classes, recreation programs or leagues offered by the City for adults (Table 34). Suggestions for new programs included a tennis league, more social events, dinners, and picnics, and classes for older people in the evenings (for individuals who work during the day) (Table 35).

Reasons for Not Participating in Programs

Most individuals who said that adults in their household had not participated in a class, recreation program, or sports league stated it was because they did not have enough personal time (62.5%) (Table 36). The next highest percentage said it was because the programs offered were not of interest to them

(15.4%). 5.9% said it was because programs were not offered at a convenient time. Only 2.2% stated they did not attend programs because they were too expensive and only 4.8% reported not participating because they did not know what was offered.

Lack of time is a frequently cited factor throughout this summary for not visiting parks or facilities and not participating in programs. This suggests that increased use and participation will require the City making use of facilities and participation in programs as convenient as possible (such as program times to meet busy schedules and offerings at multiple locations).

Only 25.4% of all respondents said that there were any classes or leagues which adults in their household would like to see offered by the City of Rockville Recreation and Parks Department (Table 38). The groups with the highest percentage of respondents that would like to see new programs were those with an annual household income above \$100,000 (32.5%), households with children between the age of 12 and 18 (37.8%), and households without children where the adults were between the age of 18 and 40 (40%). Suggestions for new programs included yoga, exercise classes later in the day for seniors, classes on car buying (the respondent offered to head the class), bridge classes, and line dancing.

4. Park Visitation and Use by Children

36.8% of respondents had children under the age of 18 living in their household (Table 40). Of these, 88.4% said that children in the household had visited a City of Rockville park in the past year (Table 41). Using the playground was by far the most frequently reported activity for children at the parks at 64%, with other popular activities including walking (26.3%), basketball (15.8%), walking a dog (11.4%), soccer (10.5%), baseball (9.6%), tennis (7.9%), biking (7.9%), and observing nature (7%) (Table 42). Using the bike paths was most popular amongst Latino children (25%), with African Americans (22.2%) also biking at relatively high levels (Table 42b).

Improvements to Parks to Increase Use

68.4% of respondents whose children had visited a park in the last year said that nothing could be done to improve the City of Rockville parks or added to the parks to encourage the children in their household to use or visit them more often (Table 44). Among those who said something could be done, suggestions for improvements included adding more swings and slides for small children and adding padding and mats for the children's safety (Table 45).

Reasons for Not Visiting Parks

Among the small number of respondents in households where children had not visited a park in the past year (11.6%, Table 41), the largest percentage stated that this was because they were too busy (80%). When asked whether there was anything that could be done to improve parks to make the children in their household use or visit them more often, 86.7% replied no. *This again suggests it will be difficult for the City to increase the level of visitation significantly among households with children.*

Facility Visitation and Use by Children

73.6% of respondents in households with children said that a child in their household had visited a City of Rockville recreation facility in the last year (Table 50). This percentage was highest amongst households with an annual income over \$100,000 (80%), households with children under 11 years old (80%), and among African Americans (90%).

Use of Facilities

By far the most popular activity for children at facilities was swimming 65.3% (Table 51). This percentage was particularly high among Spanish/Latinos (75%) and among those who replied "other" under race (85.7%) (Table 51b). Other popular activities were basketball (15.8%), classes/lectures (6.3%), and open gyms (5.3%).

Improvements to Facilities to Increase Use

78.9% of respondents whose children had visited a facility in the last year said that nothing could be done to improve the facilities to make the children use or visit them more often (Table 53). The groups with the largest percentage of respondents who felt improvements could be made were single-parent households (42.9%) and Asians (34.6%).

Reasons for Not Visiting Facilities

Respondents whose children had not visited a facility replied in the main that it was because they were too busy (76.5%) or that their children were too young (11.8%) (Table 55). A large majority of the same respondents said there was nothing that could be done to improve the City of Rockville facilities to make the children in their household use or visit them more often (88.2%) (Table 57).

6. Program Participation by Children

48.8% of respondents said that a child in their household had participated in a City of Rockville Recreation and Parks Department Program in the last year (Table 59). Participation was highest among upper income households (56%) and lowest among lower income households (25% to 30%). When respondents whose children had taken part in a program were asked what they liked best about the classes, programs and sports leagues, the results were as follows (Table 60):

- Good instructors (41.3%)
- Cost is affordable (34.9%)
- Convenient location (31.7%). This response was low west of I-270 at 20.8%, more than 10 percent lower than in the other two areas.
- Good variety of programs (23.8%)
- Good quality of programs (19%)
- Competition level is good (12.7%)

Other answers included “everything is well organized”, there was a “very positive environment”, and that “all the kids in the neighborhood go and their friends are there”.

Additional Programs

Only 27% of respondents whose children had taken part in programs said that there were any other programs that they would like to see offered for their children (Table 62). Suggestions for new programs included a basketball team that went through the 12th grade and more classes/social events for teenage girls.

Reasons for Not Participating in Programs

More than half of the respondents (51.5%) whose children had not participated in a program said it was because they did not have enough personal time (Table 64). Other responses were that their children were too young (15.2%), the programs were not of interest to them (10.6%), programs were too expensive (9.1%), programs were not offered at a convenient time (6.1%), and that they did not know what was offered (4.5%). The explanation that programs were too expensive was most frequently cited among households with an annual income below \$25,000 (66.7%), African Americans (28.6%), and among those who replied “other” under race (25%). However, there were only two respondents in these last two racial groups.

7. Attitudes About PROS

In this part of the survey respondents were asked to state how much they agreed or disagreed with a series of statements.

Asked whether the availability of recreation classes, parks and facilities was important to their satisfaction with living in Rockville, 59.8% strongly agreed and 21.4% agreed somewhat (Table 68). Households with children and Spanish/Latinos strongly agreed in very high percentages, 74.4% and 73.2% respectively. Only 3.4% of respondents strongly disagreed.

When asked whether they would pay reasonable user fees to maintain the level of service offered by the Recreation and Parks Department, 69% of all respondents either agreed strongly or somewhat agreed (Table 69) (*Note, the term “reasonable” was not defined in the survey question*). Only 9.7% of respondents strongly disagreed. A higher percentage African Americans agreed strongly or somewhat agreed (81.8%) (Table 69b). Households without children where the adults were between the ages of 18 and 40 strongly disagreed at a high percentage (25%) (5 respondents).

72.4% of those questioned agreed strongly or somewhat agreed that the cost to participate in programs and classes offered by the City of Rockville was reasonable (Table 70). Only 2.8% strongly disagreed with the statement.

Only 23.6% of respondents said that they were not familiar with the classes, parks and facilities available to them in the City of Rockville while 65.2% said that they were familiar (Table 71). Other results of interest include:

- 20% of respondents who live east of Rockville Pike strongly agreed that they were not familiar with City classes, parks and facilities, approximately twice the percentage reported by respondents from the other two areas of the City.
- Households in the two lower income brackets tended to agree strongly that they were not familiar, with households with an annual income under \$25,000 at 23.1% and households with an income of \$25,000 to \$49,000 at 25%. *This suggests that more outreach to lower income households will be needed to increase participation rates (see also Sections 3 and 6).*

Asked whether they felt it was easy to register in classes offered by the City of Rockville Department of Recreation and Parks, 69.2% of respondents either agreed strongly or somewhat agreed (Table 72). Only 5.4% strongly disagreed that registration was easy.

68.9% of all respondents strongly agreed and 14.8% somewhat agreed that there were sufficient parks within a “reasonable distance” (not defined) of their home to meet the needs of their household (Table 73). Other interesting results on this question included (Table 73b):

- Asians were especially satisfied with 81.1% agreeing that parks were within reasonable distance.
- Responses varied only little geographically among those strongly agreeing, with 72.4% of those living east of Rockville Pike, 65.5% of those living in central Rockville, and 70.2% of those living west of I-270.

The level of agreement/disagreement with the statement “I think additional parks are needed to provide athletic fields for softball, football, soccer and other sports” was very evenly spread among all respondents, with close to the mean of respondents (2.97) neither agreeing nor disagreeing.⁵ However, households with an annual income below \$25,000 were much more likely to strongly agree (30.8%) than those with an annual income of \$100,000 or more (11.8%) (Table 74).

The response to the statement “I think additional parks are needed within the City limits of Rockville” was also evenly spread, with close to the mean of respondents (2.88) neither agreeing nor disagreeing. However, African Americans were more likely to agree than any other group (50%) and residents who lived east of Rockville Pike were the most likely of the three geographical areas to agree at 37.2% (Table 75b).

8. Special Needs

9.1% of all respondents (32/351) replied that a disabled individual lived in their household (Table 76). When these respondents were asked whether the members of their household that have a disability were adequately served by the classes, parks and facilities provided by the City of Rockville Department of

⁵ The mean was created by assigning the following numbers to the responses: 1=Strongly Disagree, 2=Somewhat Disagree, 3=Neither agree or disagree, 4=Somewhat Agree, and 5=Strongly Agree. These numbers were multiplied by the percentage who gave each answer and the results were added together to form the mean.

Recreation and Parks, 62.5% replied that they were (Table 77). There was a notable difference between respondents who had lived in Rockville for less than 5 years (60% saying no they were not adequately served) and those who had lived there for more than 5 years (27.3% saying no).

When asked what could be done to improve City of Rockville Recreation and Parks access to disabled individuals, suggestions included services for blind people and group recreation classes for people with mental illnesses (Table 78).

Summary Charts and Tables

The following charts and tables summarize selected key results by geographic area and race.

Figure 1 PROS Resource Visitation by Geographic Area

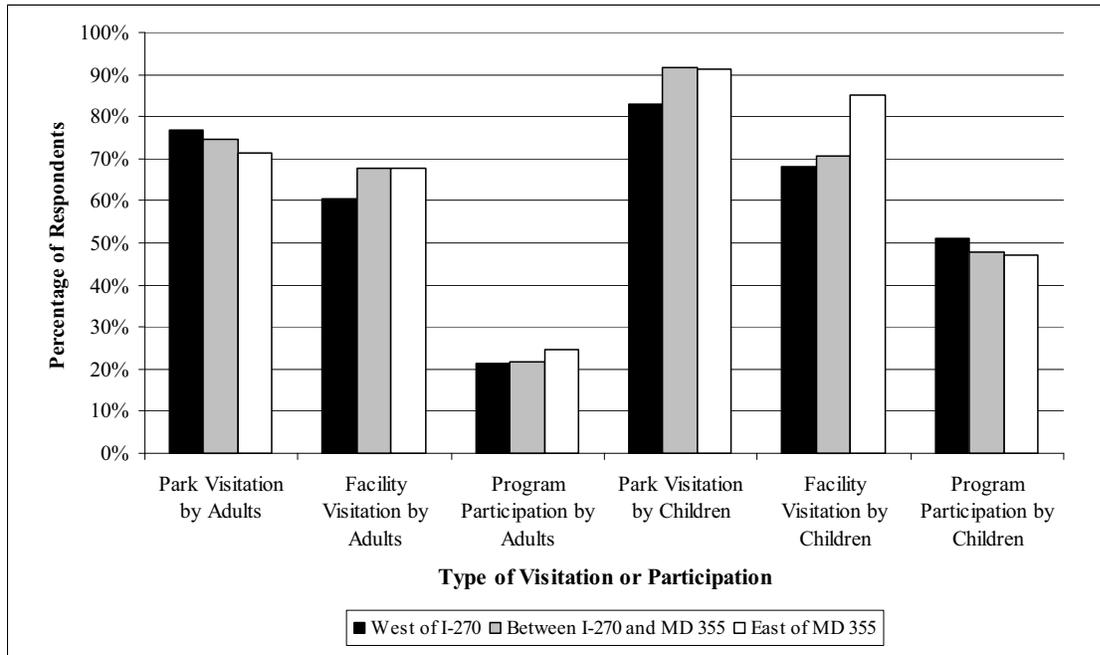


Table 1 PROS Recreation Survey Selected Results by Geographic Area (data of particular interest shaded)

Response	Geographic Area (percentage)		
	East of MD 355	Between I-270 and MD 355	West of I-270
Mode of transportation to parks: walking	54.7	75.5	58.8
Mode of transportation to parks: driving by car	40	22.6	33.8
Adults saying that improvements to parks would result in their increased use	44	28.3	31.3
Respondents strongly agreeing that they were not familiar with PROS in Rockville	20	9.9	10.6
Respondents agreeing that there were sufficient parks within a "reasonable distance"	72.4	65.5	70.2
Respondents agreeing that additional parks were needed	37.2	28.9	28.8

Figure 2 PROS Resource Visitation by Race

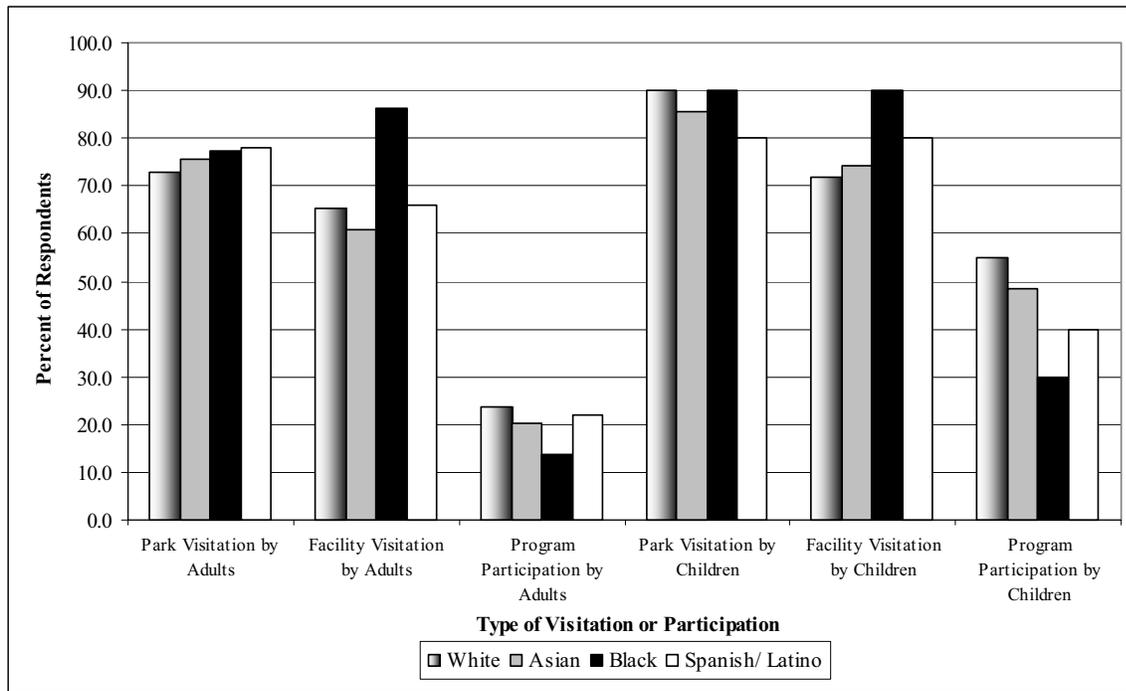


Table 2 PROS Recreation Survey Selected Results by Race (data of particular interest shaded)

Response	Race (percentage)			
	White	Asian	Black	Spanish/ Latino
Adult saying that they walked at a park	49.4	51.8	64.7	46.9
Mode of transportation to parks: biking	1.7	10.7	5.9	3.1
Adults saying that improvements to parks would result in their increased use	28.5	44.6	41.2	43.8
Adults saying they did not visit a park because they were too busy	54.7	44.4	80	88.9
Adults saying that they went swimming at a facility	36.4	57.8	36.8	48.1
Adults saying that improvements to facilities would result in their increased use	29.2	33.3	31.6	29.6
Adults saying that well-maintained facilities made them feel safe	27.4	35.5	20	28.6
Adults saying that a safe area/neighborhood surrounding facilities made them feel safe	20.8	38.7	25	8.6
Adults saying that their child went biking at a park	4.7	6.7	22.2	25
Adults saying that improvements to facilities would result in their increased use by the children in their household	15.7	34.6	22.2	6.3
Adults saying their children did not participate in programs because they were too expensive	6.3	0	28.6	16.7
Respondents strongly agreeing that the availability of PROS is important to their satisfaction with living in Rockville	59.3	56.8	50	73.2
Respondents agreeing that they would pay reasonable user fees to maintain the level of PROS service	68.3	67.5	81.8	70.7
Respondents agreeing that that there were sufficient parks within a "reasonable distance"	85.1	81.8	100	78
Respondents agreeing that additional parks were needed	25.9	37.9	50	46.3

Survey Methodology/Sampling

ERM contracted with Maryland Marketing Source, Inc. (MMS), a full-service market research company established in 1986, to complete 350 telephone interviews with City of Rockville residents. MMS' responsibilities included programming the survey into a Computer Assisted Telephone Information (CATI) system, procurement of telephone sample, actual data collection via telephone, data editing as well as providing the final data in a cross-tabbed format.

MMS purchased a random, stratified telephone sample of over 3,200 residents in the city of Rockville. The sample was purchased in proportion to current census data for accurate population and race representation. The sample was then compared to the City's Geographic Information System resident list to remove any potential non-city residents prior to calling. Screening questions at the beginning of the survey also ensured that potential respondents were City of Rockville residents.

Data collection for this project was fielded over a two week period from February 29th 2008 through March 13th 2008. All surveys were conducted out of MMS' Randallstown call center location.

Conducting Non-English Speaking Surveys

MMS conducted several bilingual market research telephone interviews. Bilingual interviewers would initially call and conduct the survey in English until they encounter a Non-English speaking respondent. If the potential respondent did not speak the same language as the interviewer, that person was then called back by a native speaker. During the course of this study 4 such interviews occurred and were completed in Spanish.

Sampling Error

The overall margin of error for this study is +/-5.21% at the 95% confidence interval. This is based on the assumption of the 2005 Census Population estimate of 53,710 City of Rockville residents.

The following table compares the base survey sample to Census 2000 data for the City of Rockville.

		Survey Base Sample		City of Rockville Census 2000	
		#	%	#	%
# of Years Residing in Rockville (two people refused to answer)	0-5 years	83	24		
	6-10 years	54	15		
	11-20 years	83	24		
	21+ years	129	37		
	Total	349	100		
Own or Rent Home (three people refused to answer)	Own	305	88	11,669	66
	Rent	43	12	5,578	31
	Vacant			539	3
	Total	348	100	17,786	100
Location of Residence in Rockville	East	105	30		
	Central	142	20		
	West	104	30		
	Total	351	100		
Race (two people refused to answer)	White	236	68	32,120	68
	Asian	74	21	7,030	15
	Black	22	6	4,317	9
	Spanish	10	3		
	Hispanic	4	1.1		
	Latina	1	0.3		
	Indian	1	0.3	160	0.3
	North Africa	1	0.3		
	Other/2+			3,746	8
	Races				
Total	349	100	47,388	100	
Hispanic Race Note: one can be Hispanic and a member of another race (one person refused to answer)	Yes	41	12	5,529	12
	No	309	88	41,859	88
	Total	350	100	47,388	100
Gender of persons in household of respondents (12 people refused to answer)	Male	479	48	23,126	49
	Female	510	52	24,262	51
	Total	989	100	47,388	100
Household Income (\$ thousands) (133 people refused to answer)	<25	13	6	2,519	15
	25-49.9	28	13	3,386	20
	50-99.9	67	31	6,181	36
	100-149.9	88	40	4,337	25
	200 or more	22	10	799	5
Total	218	100	17,222	100	
# of Households with Children	Yes	129	37	6,095	35
	No	222	63	11,152	65
	Total	351	100	17,247	100

		Survey Base		City of Rockville	
		Sample		Census 2000	
		#	%	#	%
Ages of Household Residents (years)	Under 5	59	7	2,992	6
	5 to 9	73	8	3,156	7
	10 to 14	56	6	3,101	7
	15 to 19	56	6	2,774	6
	20 to 24	145	16	9,102	19
	35 to 64	421	46	20,048	42
	65 to 74	57	6	3,238	7
	75 and over	41	5	2,997	6
Total		908	100	47,388	100

Appendix G



City of Rockville

MEMORANDUM

March 4, 2010

TO: Mayor and Council

FROM: Steven Mader, Superintendent of Parks and Facilities

SUBJECT: Responses to Planning Commission Recommendations

The Recreation and Parks Department reviewed the Planning Commission's February 24, 2010 memorandum to the Mayor and Council and have the following staff responses.

- 1) The cost of acquiring land for parks is a big challenge for the future. It is suggested that the payment a developer would make in place of providing public use space as specified by the zoning ordinance (25.17.01d), known as the "fee in lieu", should be kept high enough for it to be a real source for parkland acquisition. The fee charged on a project should be comparable to the actual costs of acquiring parkland in the parts of the City where the development is occurring, since land costs vary depending on specific location.

Staff response: *The Recreation and Parks Department agrees that the acquisition of land is a very big challenge. The PROS Plan does make the statement that fee-in-lieu is the only realistic source of funds for parkland acquisition. Recreation and Parks staff recommend the PROS plan not make a strong policy recommendation on amount of fee-in-lieu to be extracted. The amount should be included in the zoning ordinance.*

- 2) The PROS Plan should be more proactive in its recommendations by including potential locations for open space, including pocket parks, in neighborhoods that are determined to be underserved (such as East Rockville and Twinbrook) and strategies for acquiring them. The upcoming revision of the Comprehensive Plan also may offer an opportunity to identify sites throughout the City that would be appropriate for acquisition of parkland using, in part, funds collected in lieu of open space.

Staff response: *The PROS Plan (on page 5) gives general recommendations for where more parks/open space is recommended. Other recommendations are on pages 5-6 and 5-22. The Recreation and Parks Department believes the recommendations are specific enough for the purposes of the PROS Plan. Given the nature of current land use in most PROS underserved areas - that are mostly residential - it is important to note that land acquisition for parkland use would almost certainly entail replacing homes with parks. This is a difficult strategy to support. Recreation and Parks staff recommends that more specific language be included in the Comprehensive Master Plan rather than in the PROS Plan.*

- 3) Strengthen statements that RedGate will remain a PROS resource, even if it stops operating as a golf course.

Staff response: *Recreation and Parks staff agrees and recommends adding language that RedGate remain a PROS resource if it ever stops operating as a golf course. In addition, the Recreation and Park Advisory Board supported the policy statement that RedGate remain a golf course.*

- 4) Observe that storm water management (SWM) facilities and PROS space can co-exist beneficially when sufficient design focus is placed on the amenity character of the SWM water feature in the PROS setting. However, with population growth putting pressure on limited supply of PROS space, diminishing usable PROS space by occupying it with SWM should be weighed carefully.

Staff response: *The PROS Plan does support the design focus related to stormwater management facilities. Page 4-41 of the plan gives examples of recent projects and recommends support of future projects. Staff recommends no changes to the PROS Plan document.*

- 5) Widen the gap between resident and non-resident fee structures. Rockville residents already support Recreation and Parks with their taxes so non-residents should be expected to pay the full cost of their participation. Many programs seem to fill quickly with non-resident registration, indicating that non-resident fees could be increased.

Staff response: *Staff does not concur that this statement is correct and is not aware of any data indicating that programs fill with non-residents. Cost recovery is described on pages 4-39 and 4-40 and the major conclusion statement is on page 5-12. Seventy-two percent of those questioned in surveys for the PROS Plan agreed that the cost to participate in programs and classes offered by the City of Rockville is reasonable. Non-resident fees are generally set at "market" levels – i.e. comparable to fees charged by the County, Gaithersburg, and the private and non-profit sectors. Resident fees are then discounted from market levels – anywhere from 10% to 50%. The more heavily discounted resident fees are generally in programs that serve needy individuals/neighborhoods as well as senior citizen services. Enrollment for classes is*

generally open to residents only for two weeks prior to allowing non-resident enrollment. Staff agrees that non-resident fees should be set to cover all costs (when possible given competitor/market fees), and to bring in as much revenue as possible, thereby relieving pressure on need for revenues from City residents. Staff recommends no changes to the PROS plan recommendations.

- 6) Fees for some facilities, specifically community center party rooms, may be high relative to comparable private facility rental options for events such as childrens' birthday parties. Therefore, these rooms (Twinbrook Community Center was cited as an example) may not be utilized as much as they could be. Lower fees for community rooms in neighborhoods may make them more financially accessible to local residents and increase usage. Increased usage can also serve as a form of marketing (by increasing word-of-mouth, etc.) that may further increase demand for facility rentals.

Staff response: *Fees for facilities is an area of intense focus and analysis by staff. Annually, staff surveys fees for all similar public and private sector facilities and sets fees at average levels – not too high, not too low. If facility use is low, fee increases are postponed. Fees are increased where staff believes the market will bear the higher fees. Staff recommends no change to the plan.*

- 7) PROS marketing should be targeted to underused facilities and programs rather than those that are already at or over capacity. Do not market to groups that we know, through surveys and other data, are unlikely to respond to efforts.

Staff response: *Marketing recommendations are found on pages 5-10, 5-11 and 5-14. The overall marketing plan is centered on the Department's mission; promoting participation for all Rockville citizens in diverse, interesting, and high quality recreational and leisure opportunities. Most marketing is done in City publications: The Rockville Channel 11, the City website, Recreation Guide, "This Week in Rockville" – all of these are provided to the entire City population. Targeted marketing efforts are generally in neighborhoods surrounding the Recreation Centers or to members of facilities, such as Swim & Fitness, RedGate, and Senior Center. Staff does not concur that any one of our facilities is at or over capacity. Staff requests that the Planning Commission identify which facilities they believe are underused and/or are at capacity. Staff recommends no change to the plan.*

- 8) The City's recreational facilities and programs should complement those that are already offered by private enterprise, rather than competing with the private sector. The private sector provides valuable recreational services and choices that, to some extent, can reduce what the City needs to provide and thereby help to reduce public costs.

Staff response: *The plan discusses private enterprise on page 4-3 and elsewhere, but does not take a strong policy position. Staff is confident there is an appropriate mix of public and private recreational facilities in Rockville and in the Outer Rockville*

Recreation Area (ORRA). The City receives virtually no complaints from either residents or owners of private recreation facilities regarding the City's public facilities. Staff recommends no change to the plan.

- 9) Provide wide-ranging and alternative recreational opportunities that are sought by Rockville's demographically and culturally diverse population.

Staff response: *The PROS plan addresses the demographic and cultural diversity of Rockville's population. Several recommendations are listed on page 4-32. The ethnic and cultural communities surveyed felt equally welcome at City Parks and used them with similar frequency. Page 5-5 also has recommendations for continuing to develop Rockville as a cultural destination through Recreation and Parks programs and activities. Staff recommends no changes to the plan.*

- 10) More indoor open play space is needed, especially for children in the wintertime.

Staff response: *Based on surveys and focus group meetings, the greatest need for recreation services include teens, lower income populations, and the disabled. On page 5-16, the plan makes specific recommendations for these groups. Staff believes there is sufficient supply of indoor open space play areas. Open use of gyms and facilities at City Recreation Centers is a priority in the summer and during non-school hours. Computer centers and game rooms are primarily scheduled as drop in facilities. Staff agrees that providing indoor open play space is a priority, which is being sufficiently addressed.*

- 11) The City should explore partnering with local civic associations, garden groups, etc. to help maintain smaller neighborhood parks and thereby help defray maintenance costs. There have been successful examples of citizen groups supporting park maintenance in the past (such as the College Gardens Garden Club and Twinbrook Citizens Association) and the City may want to encourage more volunteer assistance.

Staff response: *On page 5-2 the plan recommends strengthening and/or formalizing partnerships with neighborhoods and businesses. The plan also recommends involving the public in as many ways as possible in planning, maintenance, and programming of PROS resources. Staff recommends no changes to the plan*

- 12) Community gardens are a PROS resource that warrants supply/demand analysis to determine if there will be a need for more in the future. The City also may want to allow residents to have the option to rent the same plots year-round so that they can be continuously maintained.

Staff response: *Staff agrees community gardens are a major benefit to the residents of Rockville. There was no comparable data available to complete a supply/demand analysis for garden plots. Staff recommends adding specific language to the plan in support of additional community gardens wherever possible. The option of renting the*

same plots on a year round basis is an administrative procedure, which does not belong in the PROS Plan. Staff will evaluate this recommendation separate from the plan.

- 13) Emission control of City-operated lawn mowers and sensitivity to other environmental aspects of park maintenance should be encouraged.

Staff response: *On page 5-3, the PROS Plan supports the City's Sustainability Initiatives, including recommending sustainable maintenance practices at all parks and facilities*

- 14) Bicycle and pedestrian lanes/infrastructure in the Rockville Pike Corridor should be counted as contributing to the Complete Streets concept rather than as park or open space. Need to decide what is really considered public use space in different (urban v. suburban) parts of the City. Linear bike and pedestrian paths should count only if they are located within a larger scheme of open space.

Staff response: *The only bike/pedestrian lanes included as a PROS resource are the ones currently located in a larger scheme of open space. For example the bikeway suggested in the Rockville Pike Plan would only be included if it were part of a larger open space scheme.*

- 15) The concept of pathway marking (yellow brick road idea at the bottom of page 5-6) for wayfinding is an excellent alternative to increasing sign clutter.

Staff response: *Staff agrees.*

- 16) In addition to promoting bicycle and pedestrian access, minimize the impacts of parking and vehicular access to Citywide facilities on surrounding neighborhoods by analyzing alternatives that would be less disruptive (such as providing access to the Senior Center from Gude Drive).

Staff response: *Staff agrees that, whenever possible, the City should look for opportunities to provide vehicular traffic access from non-residential streets, thereby reducing the impacts to surrounding communities. However, these alternatives are often very controversial as has been the experience at the Senior Center. Staff recommends adding language to the plan that all future park designs, during the conceptual design phase, consider the least disruptive access to parks and facilities.*

Comments on Plan Analysis and Organization

- 17) The Executive Summary should be reduced in length.

Staff response: *Many people will only read the Executive Summary. Staff believes the Executive Summary is appropriate.*

18) The pool of cities chosen to illustrate “best practices” in Chapter 4 should be limited to providing programmatic examples that Rockville can learn from and consider implementing. Following best practices from places of innovation is good. However, direct comparisons between these cities and Rockville should not be made (e.g. top of page 4-25 and Table 4-2) as they are very different from Rockville in terms of population size, geographic location, and other characteristics.

Staff response: *The intent of Table 4-2 was to provide information on the cities used to find best practices, not to do a comparison. While these cities are different from Rockville, it is entirely possible to study and emulate programs and services provided by them. For example, Austin, TX is very different from Rockville but does a great job with its “Targeting Teens” initiative. A similar program would serve Rockville teens and their families very well. Staff recommends changing the title of Table 4-2 from “Comparison of City of Rockville to Case Study Cities” to “Case Study Cities”.*

19) The railroad right-of-way is a more logical division between the east and west halves of the City than Rockville Pike because it is a more formidable physical boundary and it makes more sense to use it for analysis from a planning perspective. The PROS Plan understandably uses the Pike because it matches the division used in the City’s biannual citizen surveys. The City should consider changing the boundary used in the survey and in future plans, even if it is too late to change it for the PROS Plan. (The PROS Plan recognizes the railroad tracks as a barrier to access to PROS facilities in its walking distance analysis on page 4-21 and does support using this boundary for analysis.)

Staff response: *Staff agrees the boundary used for future citywide surveys should be evaluated. However, the PROS Plan used the same sectors as the bi-annual Citizen Survey, which is appropriate and allows for comparisons between the results and recommendations of both documents.*

20) Add population of east, west and central sections of Rockville from Table 3-1 to tables 4-7 and 4-8 that show PROS resources by City slice.

Staff response: *Staff recommends adding a bullet at the bottom of tables 4-7 and 4-8 stating “see table 3-1 for population statistics.”*

21) Figure 4-6 on page 4-24 could be more meaningful and visually clear if areas that are not residential are blocked out (such as the Tower Oaks business area) and if PROS resources outside of, but adjacent to City boundaries, are included. The map would then better focus on truly underserved areas.

Staff response: *The purpose of the map was to form the basis for more detailed analysis. The map was produced at a larger scale and reduced in size to fit into the document. Creating the map was a very complex procedure. Staff recommends no changes to figure 4-6.*

22) The Chapter 5 introductory statement on page 5-4 that “The greatest need is in central and east Rockville” warrants more precision. Qualify further as “The greatest need is in the east, portions of central Rockville, and Rockville Pike.” Much of the central portion is served well. Only isolated areas exhibit this need. The bald statement, as summary, does not stand scrutiny.

Staff response: Staff agrees to add the qualifying statement.

cc: Scott Ullery, City Manager
Burt Hall, Director of Recreation and Parks
Steve Mader, Superintendent of Parks and Facilities
Susan Swift, Director of CPDS
David Levy, Chief of Long Range Planning and Redevelopment
James Wasilak, Chief of Planning
Cynthia Kebba, Planner II
Ann Wallas, Planner III
Bridget Newton, Councilmember