



Mayor & Council Meeting Date: May 10, 2021

Agenda Item Type: Update

Department: CMO - Public Information and Community Engagement

Responsible Staff: Hjarman Cordero

Subject

Volunteer Program Update

Recommendation

Recommend that Mayor and Council receive the staff provided update on the Volunteer Program.

Discussion

This is an update on the City's volunteer activities from July 2020 through the Martin Luther King Jr. holiday on Jan. 18, 2021. In addition, this report outlines ongoing steps to improve the volunteer program.

The Rockville Volunteer Program inspires and mobilizes people from all walks of life to volunteer for a stronger, healthier, and more productive and engaged community.

Our mission is to promote volunteerism through information, education, local nonprofit communities, and other Rockville organizations.

During the past months, City staff has worked diligently and creatively to provide volunteer opportunities to members of the community and students, following safety guidelines indicated by the CDC, Montgomery County government and Montgomery County Public Schools.

This spring, staff conducted a survey of the City's active and past volunteers to assess the program's effectiveness. The results were inspiring and overwhelmingly positive. Of 1,600 distributed polls, 355 responded, giving Rockville's volunteer program a satisfaction rating of 4.4 stars out of five, and indicated that they derived as much personal satisfaction volunteering as the City benefitted from their selflessness. Time, family responsibilities and work commitments are the biggest inhibitors for volunteers.

Even so, more than 2,600 volunteers contribute in excess of 97,000 hours of assistance annually to Recreation and Parks Department programs and services. The department offers 90% of the City's volunteer opportunities. The time volunteers have donated to Rec and Parks is equivalent to \$2.4 million in value.

While the baseline financial benefit to the City is one aspect of Rockville's robust and dynamic volunteer program, the intangible benefits to the city's families and business are much broader and more impactful.

On average, each volunteer provides 37 hours of service a year. Volunteers are a mainstay in many of our programs and services: they mentor children as sports coaches; they remove

invasive plant species from our parks; they pick up litter; they mentor; and they support City events. These are just a few examples where volunteers make invaluable contributions to our community.

HOW DOES ROCKVILLE'S VOLUNTEER PROGRAM COMPARE?

It is impressive for a city of Rockville's size to have so many volunteers and for each volunteer to provide, on average, 37 hours in a year.

By comparison, as you can see from the chart below, MNCPPC-Montgomery County has more than 1 million residents. Of those, approximately 10,000 volunteers average a little more than seven hours of service per year.

Agency	Population	Volunteers	Total Volunteer Hours
City of Rockville Department of Recreation and Parks	66,402	2,634	97,449
MNCPPC - Montgomery County	1,052,567	10,890	72,118
Arlington County Department of Parks and Recreation	226,400	1,210	34,245
City of Westerville Parks and Recreation	39,737	3,325	14,694
Park District of Oak Park	51,793	1,426	9,899
City of Gaithersburg Parks, Recreation and Culture	70,000	800+	Information not provided
City of Asheville Parks and Recreation	91,902	Do not use	
Recreation - Montgomery County	1,052,567	Information not provided	Information not provided

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2021 VOLUNTEER ASSESSMENT SURVEY

In March 2021, the City sent a survey via email to more than 1,600 individuals who, from 2019 to 2020, took part in Rockville's volunteer activities.

Three hundred and fifty-five people responded, providing input on 12 questions that focused on different aspects of the volunteer experience. These questions included an opportunity to provide open-ended responses, allowing survey takers to suggest ways to improve communication and future experiences, and recommend new volunteer opportunities. The average rating for Rockville's program was 4.4 out of 5 stars — 90% of respondents indicated they were satisfied or very satisfied with their experience. A similar number would recommend volunteering in Rockville. The rating of training and communication delivered 3.8 stars out of 5. Respondents indicated that their primary sources for finding out about volunteer activities is, in order, word of mouth, *Rockville Reports* and the City's website. According to the survey, the biggest impediments to volunteering are time, and work and family commitments. The program has excellent retention — 85% of the participants are likely to continue to volunteer in Rockville.

The following ideas, drawn from the survey, will be considered for implementation in FY22.

Increase awareness of volunteer opportunities

- Partner with businesses to increase corporate participation.

- Tell more volunteer stories.
- Publicize broadly across Montgomery County by using the MOCO Service Center more frequently.
- Volunteer email newsletter.

To improve the volunteer experience

- Continue the yearly volunteer appreciation.
- Offer “micro-opportunities” so those with time, work and family commitments can take part.

Opportunities the City of Rockville should offer

- Intergenerational volunteering.
- language learning.
- Activities for Spanish Speakers.

2021 SO FAR: A QUICK OVERVIEW OF PROGRAMS AND STUDENT INVOLVEMENT

During the first semester of Fiscal Year 2021, the City offered 15 volunteering opportunities. A total of 599 people took part from a range of age groups. Participants donated a total of 2,073 volunteer hours, with students earning a total of 98 SSL hours.

Students from Beall ES, Twinbrook ES, Meadow Hall ES, Julius West MS, Wood Elementary, Rockville HS, St. Mary’s, Richard Montgomery HS, Bayard Rustin ES, were represented. The equivalent value of total donated time was \$59,163.

To promote opportunities, staff has engaged with several public and private schools in Rockville:

- Rockville High School
- Richard Montgomery High School
- Thomas S. Wootton High School
- Walter Johnson High School
- Gaithersburg High School
- Rock Terrace School
- Robert Frost
- Earle B. Woods Elementary School
- Bayard Rustin
- Beall Elementary
- College Gardens
- Maryvale ES
- Meadow Hall
- Ritchie Park
- Twinbrook Elementary
- Fallsmead Elementary
- Lakewood Elementary

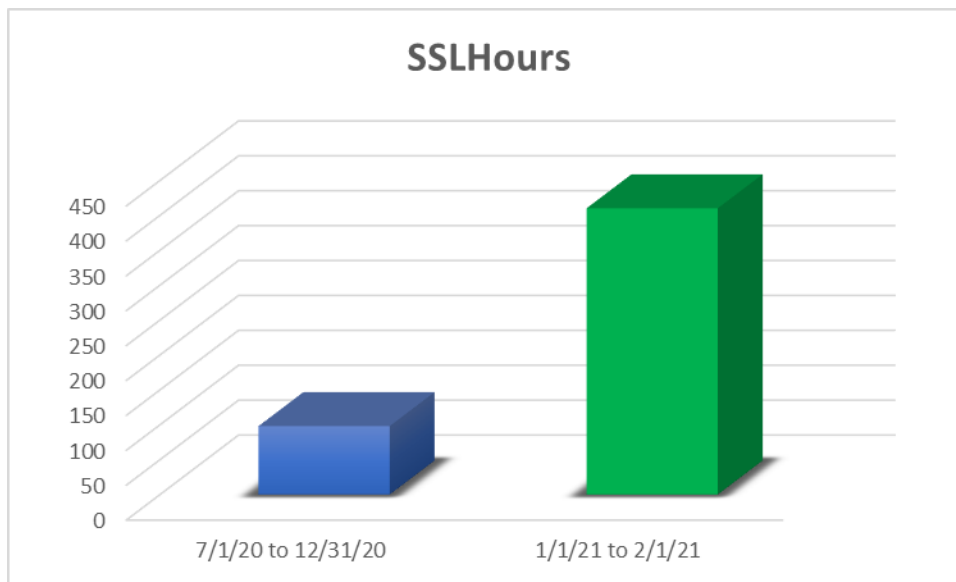
The chart below breaks down each volunteering opportunity by category.

DESCRIPTION OF VOLUNTEER ACTIVITY	TOTAL NUMBER OF VOLUNTEERS	TOTAL NUMBER OF VOLUNTEER HOURS	SSL HOURS	SCHOOLS PARTICIPATING
SWIM INSTRUCTOR'S AID	2	35	5	N/A
REC-IT KITS PACKING AND DISTRIBUTION	2	12	5	n/a
PROGRAM SET UP/CLEAN UP & MEAL DISTRIBUTION	3	15	10	Bayard Rustin & Wood
PARK PRIDE CLEAN UP/ PLAYING IT SAFE PROGRAM	12	33	33	JW, Wood, RHS, St. Mary's, RM
ORGANIZING AND DISTRIBUTION OF CENSUS DOOR HANGERS	33	199		
ADOPT-A-STREAM PROGRAM	171	275		N/A
STORM DRAIN MARKING PROGRAM	1	5		N/A
WEED WARRIORS	164	328		N/A
YOUTH SPORTS COACHES	35	20	0	N/A
SUMMER CAMP VOLUNTEERS	50	35	35	JW, RF, WM, RM, R and W
LEAF RAKING VOLUNTEERS	5	11	4	8th grade and Up
SENIOR SNOW REMOVAL VOLUNTEERS	44	176		8th grade and Up
TRAIL CLEAN UP/ TRAIL VOLUNTEERS	44	66	6	Rockville HS
MENTORING PROGRAM	16	192	0	Beall ES, Twinbrook ES, Meadow Hall ES
SUMMER ENRICHMENT PROGRAM	17	671.5	0	Beall ES, Twinbrook ES, Meadow Hall ES
	599	2073.5	98	

Student Service Learning Hours

City staff has worked closely with Montgomery County Public Schools to ensure that Rockville's volunteer program meets MCPS requirements and provides student-specific opportunities, and the growth in student participation, measured in SSL hours, has been impressive.

The number of SSL hours granted increased 318% from the first semester of FY21 to the second semester of FY21, from 98 to 410 SSL hours.



Staff has actively and continually coordinated with Donna K. Kleffman in the Office of School Support and Improvement (OSSI) to provide volunteer opportunities.

During the second half of FY21, those opportunities have included encouraging students to take part in guided and self-guided programs, such as completing City surveys including the Environmental Survey, Vision Zero and Redgate Park.

Leadership student volunteer opportunities are being created as part of the City Academy, Juneteenth and pride event.

MARTIN LUTHER KING JR. DAY OF SERVICE

2021 marked the 26th anniversary of the day of service that celebrates the civil rights leader's life and legacy. King recognized the power of service. He famously said, "Everyone can be great because everybody can serve."

Observing the Martin Luther King Jr. holiday through service is a way to begin each year with a commitment to making the community a better place.

This year extended the service day into a week where members of the community were encouraged to take part in directed, non-social contact activities, as well as performing simple acts of kindness.

The City planned six SSL-eligible activities (following CDC pandemic health and safety guidelines).

Three hundred volunteers took part remotely in activities. Project kits were mailed to participants to reduce exposure to COVID-19.

All told, participation accounted for 754 hours of volunteering, including 410 in SSL hours.

Volunteers made more than 350 masks to reduce the spread of COVID-19; 28 scarves were donated to Steppingstone Homeless Shelter; 30 took part in self-guided clean ups.

Volunteers made 50 blankets that were donated to sick children through the Montgomery County Chapter of Project Linus. These blankets were distributed at local hospitals.

These City activities were promoted broadly through all communications channels, including Rockville Reports (print and online), Nextdoor and social media, the volunteer webpage (City and County), and emails to Community Engagement's listserv of neighborhood groups, houses of worship, schools, and nonprofit and diversity groups. The chart below details MLK Week of Service activities.

ACTIVITIES: JANUARY 2021 MLK WEEK OF SERVICE					
Division	Description of Activity	Total Number of Volunteers	Total Number of Volunteer Hours*	SSL Hours	Schools Participating
PICE	Week of Service – Scarf	28	168	102	Richard Montgomery HS, Winston Churchill HS, Julius West MS
	Week of Service – Masks	30	120	96	Julius West MS, Cabin Johns MS, Helley Wells Ms
PICE	Week of Service – Blanket	51	102	102	Julis West MS, Gaithersburg HS, Kingsville MS, Wheaton HS, Robert Frost Es. Takoma Park MS, Tilden MS, Robert Frost
	Week of Service - Self-Guided clean up	30	60	8	Julius West MD, Wootton Hs, John F. Kennedy MS.
Environmental Management	Weed Warriors	114	228	96	N/A
Croydon Creek Nature Center	Trail Clean Up/ trail volunteers	47	76	6	Rockville HS
Total January		300	754	410	

VOLUNTEER WEBPAGE IMPROVEMENTS

Staff has addressed three key areas related to the volunteer page:
(www.rockvillemd.gov/volunteer).

Accessibility

“Volunteer” tab, placed prominently in the top right navigation bar. This bar remains in place no matter which page is visited sitewide.

Information:

The volunteer page has been restructured with clarity of information and ease of access in mind. The new format is easy to read and clearly identifies volunteering categories, and includes a prominent call-out for opportunities that include SSL hours.

Link to non-City-provided opportunities:

Other opportunities to serve have been included, such as the Montgomery County Volunteer Center website, as well as ways to donate, give blood, serve on a board or commission, assist seniors and volunteer from home during the pandemic.

Page analytics show that most site visits are referred through a Google search, rather than visiting www.rockvillemd.gov and searching:

- July to Dec. 31, 2020: 1,519 total views, 1,078 from a Google search, 74 from the City's homepage).
- Jan. 1 to April 2021: 2,851 total views (1,846 from a Google search, 141 from the City's homepage).

The City Manager has directed staff to investigate possible software solutions to improve registration and data collection, and to eliminate barriers to registering for Rockville activities.

IN GENERAL

Outreach

Staff continues outreach to civic associations, HOAs, multifamily communities, faith-based communities, schools, Hispanic, Black, LGBTQ and humanitarian organizations.

City Ambassador

Staff will focus this summer on six communities in the city and target them in search for one community Ambassador for each community.

Montgomery College

Staff will coordinate with Montgomery College in the fall for partner volunteer activities. Planning will take place this summer.

Volunteer Recognition

Staff will continue the celebration of National Volunteer Week and use digital communication to recognize and thank volunteers. A special celebration, either in-person or virtually, will be held this fall.

Welcome Packet

The welcome packet has been completed and will be distributed to Rockville residents, including those with WSSC and multifamily communities. Welcome packet went to print the Week of May 3, 2021 and we will start distribution during the second week of May.

In Person Outreach

A volunteer display has been designed and will be used to create awareness and education about volunteer opportunities in the community at in-person outreach events.

Grants for Volunteer Program

To expand the volunteer programs, staff have identified a matching grant from AmeriCorps to develop an AmeriCorps program in the city and become a Volunteer Service Center. Staff will analyze this grant to ensure it is a good fit for Rockville's volunteer program.

GOALS FOR FY22

Staff has worked with several City departments to formulate goals, taking into consideration daily activities and demands.

- Create a baseline for volunteer opportunities in the City to build participation.
- Increase the number of volunteer opportunities in the City by 10% from FY 2021. This will be adjusted depending on the department's current volunteer opportunities and programs.
- Promote volunteer opportunities from outside partner agencies on the City's website.
- Follow the Mayor and Council's priority of inclusiveness and equity in all activities.
- Implement suggestions from the volunteer survey and the Recreation and Parks Strategic Plan. (<https://www.rockvillemd.gov/DocumentCenter/View/41331/Rockville-Strategic-Plan-Final?bidId=>) Mayor and Council History

Mayor and Council History

The Mayor and Council received a briefing about Rockville's volunteer program on January 28, 2019. It provided information about how the City recruits volunteers, how volunteers apply to serve, how Rockville coordinates with the Montgomery County Volunteer Center, and some volunteer program best practices. The Mayor and Council discussed and provided direction on enhancements to the City's volunteer program.

The Mayor and Council received a follow up briefing on program enhancements during the June 3, 2019 Mayor and Council meeting.

A September 20, 2019 memo provided volunteer data and another update about the ongoing development of the City's volunteer program.

The Mayor and Council received a briefing on January 13, 2020. It provided information about the City's volunteer program, including recruitment efforts, numbers of volunteers and volunteer programs being developed.

The Mayor and Council received a briefing on November 2, 2020. That provided information about the City's volunteer program, including COVID-19 status, recruitment and education, ongoing opportunities, data collection, SSL hours, boards and commissions, community ambassador, villages and volunteer appreciation.

Next Steps

A final report containing the information from volunteer opportunities originated in the second half of FY21 will be presented in July.

Attachments

- Attachment 17.a: Survey Question Number Eight Organized (DOCX)
- Attachment 17.b: Survey Question Number Eleven Organized (DOCX)
- Attachment 17.c: Survey Question Number Twelve Organized (DOCX)
- Attachment 17.d: Survey Graphic Report PDF (PDF)



Rob DiSpirito, City Manager

5/4/2021

How can the City of Rockville improve its communication about volunteer opportunities? Open-Ended Response

Businesses

Partner with businesses to increase corporate participation.

Advertise in local businesses

Put adds in grocery stores

Add in the Water Bill about Volunteer Opportunities

Grocery stores are a good place to put ads, especially with the pandemic, it is the rare place where most people still shop.

Local Media and networks

Post more often at next door

Tell more stories of volunteers in Rockville Reports

More prominent in Rockville reports

Community News letters

Use Text messages to communicate opportunities

All existing Volunteer enroll in a volunteer newsletter

Consider small ads in local newspapers

Keep posting, Rockville Reports and put notices in the Senior Center

USING the city's TV channel

More stories and info in Rockville paper

Publicize more broadly across Montgomery County.

Online

Better city webs

Improve website

Training and resources online

Keep the lines of communication open via email.

More outlets (maybe in social media or email newsletter)

Email volunteer opportunity to consistent participants

All existing Volunteer enroll in a volunteer newsletter

Better website: more modern, more voices on it; social media pages; special recruitment events

Not sure, but maybe in the emails the City sends out announcing various community events?

Training and organized resources that are available online

You reached me by sending me an email. You could send me an email about volunteering opportunities.

Email new opportunities to people who commonly volunteer (on a weekly basis), and email new opportunities for people who have volunteered before (on a monthly basis). Just a thought.

List more on city website

Easier portal on the website

Social Media

Post on LinkedIn

Use of Social media to advertise opportunities

Continuing to advertise it on social media to get the word out is a great idea.

I think if social media was branched out even farther, many people in the DMV would join. This is such an amazing organization! I didn't even know there was a website filled with service! City of Rockville has amazing volunteer opportunities and I think social media posts would be great. The graphic should be bright and I think that will attract many people to look.

Send email to volunteer groups, post the opportunities on social media.

More publicity through social media, Rockville gazette

Maybe use social media more with their own site and on the school sites

More Social Media posts?

Associations

Housing and Condominium Associations would be a great way to reach out to people who are natural local advocates. I would also say having advertisements at the rec centers and library would help. Maybe even doing an open house biannually where people can learn about opportunities.

Boards and Commissions

It would help to have City Council members follow through in being involved with their commissions and active rather than checking a box. Also, doing something real and useful rather than routine would help

There is no training for most boards - lack of communication with staff both from liaison and mayor's staff

Make the announcements at the community advisory boards, and events.

Board & commission members should recommend those they know could do the city a real service

Consider asking existing volunteers to refer others; it would act as a farming system for new talent. Also, the City may consider having someone scout or review talents for placement to areas of need.

Community News letters

Be clear about the expectations of the position. Have more interaction with the Mayor and Council.

Make volunteer coordinator Information available to the community

Make announcement at Community advisory boards

Campaign just for volunteer outreach

Annual Volunteer Open house

Community Events

Hands helping at City festivals

More community events which are social and entertains both volunteers' opportunities for guests and volunteers.

Have an open house when pandemic controls are ended

Get the word out in more locations. Right now, unless people are at the senior center, read the newsletter, or actively monitor the website it's very hard to find positions. They should be posted at the local community centers, and at community events.

Hometown Holidays

Schools

School events

Share opportunities in Middle School and High schools

Perhaps starting with Schools and Colleges nearby. Having information posters around can help a lot. Before the pandemic perhaps have a representative come and inform students of where to find volunteer opportunities (via the website), the benefits of volunteering but don't be coy like "it helps the community" or quotes like that. Tell us benefits of volunteering, chance to network, benefits of working for the City of Rockville. As well as ads for helping hands for festivals in Rockville and the ability to shadow someone. Or even a pamphlet for students. Thank you for taking the time to read this, I hope it helps.

Taxes

Tax incentives (e.g., credits or deductions) for volunteers who donate significant amounts of time or services

Language.

Advertise volunteer opportunities in multiple languages.

Communicate in languages other than English, connect with schools, houses of worship and multi-family housing to have them share opportunities with their members via announcements and flyers in common areas/corkboards, connect with the community to encourage volunteering as team-building exercises

Send news thru different languages media

Inclusion and Communication Improvement.

Advertise at Multifamily communities

It does a very good job of publicizing volunteer opportunities. Perhaps reaching out to social organizations and the faith community would increase exposure.

The same article runs every time. I would suggest profiling the various committees that need volunteers and explain more about their mission and work. Also I never got any training or orientation. I served in a time limited task force. Mentioned my availability to serve to staff but never received any communication about where I could be helpful. I thought I did a good job, maybe not.

Senior Centers

Ask people involved in a Senior center activity if they are willing to volunteer to take on a specific task. And encourage and help the volunteer to complete the task.

Advertise at Senior center

Positive Comments

I think Rockville is doing great about its communication about volunteer opportunities. I constantly see updates on its website.

Surveys like this one are great for current volunteers, but you need to find a way to get new folks to understand the "feel good" effect volunteering provides!

Don't stop!

I think Rockville is doing great about its communication about volunteer opportunities. I constantly see updates on its website.

Other

This written response is about the first time I tried to volunteer, not about the time I did volunteer. The first seven questions apply to my actual volunteer experience. I was horrified when I arrived at the volunteer meeting. Turns out it was not a volunteer meeting; it was a selection meeting, and the group was going to vote to select the winner, and that person would be the volunteer. I had gone to a lot of trouble to attend that meeting; I drove back early from Baltimore, and it was very inconvenient. I knew no one; how could I possibly be selected? Plus, why are they making this a popularity contest, when someone has volunteered their time and skills for free? It was so demeaning, disrespectful and inconsiderate. There was no thought about taking up my time. I will never volunteer again for the city. The reason I served later on was because my friend offered the position to me when she was leaving. But I would never volunteer "blind" again. I left that position because, in a nutshell, I didn't see any personal or organizational growth.

Invite new people to join

Encourage volunteer to invite others to participate

The City could advertise the band's events more widely and frequently in local media. Once people attend, the band "sells" itself WRT volunteer opportunities.

How can you target the age group of volunteers with that kind of time? Find out what they consume by way of media, news, games or places frequented and advertise volunteer options there. Or create a volunteer alliance and co-create volunteer registration platform with non-profits on the County, City or EDO sites.

What can we do to improve your volunteer experience in the future? Open-Ended Response

Funding

Keep the Rec and Parks (Arts) dept supported and well-funded and staffed with great folks like Betty W!

Make it easier for organizations to exist - more support

I do believe that the major role, responsibilities, and projects that I do should receive some compensation/stipend.

Continue to fund and support our programs.

Support resolution to create a Rockville Wildlife Corridors building project.

More members to offset work load

Feeding the volunteers is always a good idea. They did this one year but not the second year working at HTH. Thanks.

There still seems to be some communication issues over WebEx with background noise and folks having tech issues. I imagine there are also some Project apps that would be great to implement for a better collaboration. From a fundraising standpoint there seems to be challenge of groups developing their own email lists outside of the city list — it is hard to build — and that presents challenges because trying to communicate to the programs to receive the benefit that we need to raise money isn't allowed because that's a city list and can't be used for fundraising.

Incentives

This is not only on me but more as a broad request to other volunteers but maybe if someone has been a volunteer for a number of months, perhaps a chance of employment could help or an incentive; coupons, a free meal ticket for a festival, or if they are students perhaps some of the hours volunteering are converted to some form of school credit either to help with classes or for the school store.

Better training and appreciation for time and effort. Not monetary but a thank you would be nice

Free beer?

Volunteer appreciation events would probably be appreciated, like the annual one you used to have at Glenview Mansion

Letter of appreciation from mayor

The city needs to do a better job of publicly supporting volunteers by actively recognizing volunteers and the volunteer coordinators within Community Resources. Every Mayor and Council meeting should have a short presentation by a volunteer or volunteer group describing the work they do and the people they serve.

Stop charging volunteers \$50/year to "volunteer" with giving the city an excellent municipal band!

Provide incentives? While that would not affect me, it might lead to more interest. Could be anything from Rockville Swag (T-shirt/hat/coffee mug) to Tax Incentive's (not sure how that would work).

Provide Pizza

Community Events

Whenever the city can have volunteer recognition events in person again, I would suggest that the city help introduce volunteers from different community groups so that we can build a stronger network of volunteers in the community.

Make sure to continue the yearly volunteer appreciation dinner to catch up with the many volunteers and those in charge. Nice to be appreciated. Never let Betty leave. We love you Betty!!!!- RCB volunteer.

It's truly nice to be acknowledged and meet others that volunteer once a year at the mansion. To know that the city appreciates my time and effort is really nice.

I would like to see the city do more to feature and publicly honor volunteers at Council meetings or city functions.

Keep holding the car show!

Buy a lunch at the car show.

Band Events

I'm a member of the RCB. I think we all agree we'd probably like to perform more for the city, or outdoor concerts, when the pandemic has subsided anyway.

The band's open air concerts at Rockville Town square were terrific fun because of all the people walking around, sitting & listening, and enjoying the music. We could do at a couple of concerts there each summer, at least.

During COVID, if the band could be given the opportunity to rehearse perform outside even if it's by groups

After this covid situation lifts, meeting in person will elevate the experience

Try to help us open up and play again -- distanced

Location

Keep providing us with the superior location for our time together, i.e. F. Scott Fitz Aud

Have the rehearsal room not be so cold or a warmer location

More opportunities to play. More locations

Provide roomier facility.

Hope it will be in person rather than via zoom

Ensure all locations are fully accessible (ADA compliant or better)

Accessibility is key - part of the reason I am able to do this now is that everything is virtual so I don't have to worry about babysitters or commuting time.

I coached soccer (and will again). Maybe it's just me but I think it's difficult to find a decent practice field. I know we can't have perfect plots of grass, but some fields with lines would be nice. It would make the kids' experiences feel more official and as a result I think more meaningful than just running around on some potato patch in a park.

Mayor and Council

Have the Mayor and Council respond to recommendations from volunteer organizations in a more timely and responsive manner.

Have the mayor not be the only one who can appoint or approve. Make the process less politicized. When terms are done, rotate people off -- don't keep them on for years. It's discouraging to others to see that. Word gets around.

Mayorial change. More elected officials who can interact respectfully and seriously with taxpayers and residents and who feel secure enough to bring new ways of doing things to the city.

Have the Mayor and Council be more attentive to addressing recommendations made by volunteers and other forms of volunteer input.

Organization

Continue to be well-organized, try to contain the less-than-helpful volunteers who often get in the way

Be more proactive.

Have supplies ready/available and procedures in place

Enable remote participation for planning meetings, concall, zoom, etc.

Continue with flexible hours and offer "micro opportunities" so more people of working age can get involved. Offer more family opportunities like the Maryvale Stream Cleanup so more kids are involved. Add a high school student as ex-officio to each Board and Commission, including City Council.

Promotion/Communication

Make a major promotional pitch for volunteers as the pandemic fades away. With online sources for full information.

Make it easier to find information and easier to get SSL hours for kids. Perhaps have a "Volunteer!" button on the city's landing page online

I would love a newsletter possibly of upcoming volunteer opportunities that I can easily register to join and help out the community

Keep me informed of upcoming opportunities

Expand access to information about what the volunteers are doing

Keep sending out plans with an invitation to join.

Perhaps the city can have a social networking event for all volunteer groups once a year so people can understand more about what other people are volunteering for the communities.

Access to good information

There still seems to be some communication issues over WebEx with background noise and folks having tech issues. I imagine there are also some Project apps that would be great to implement for a better collaboration. From a fundraising standpoint there seems to be challenge of groups developing their own email lists outside of the city list — it is hard to build — and that presents challenges because trying to communicate to the programs to receive the benefit that we need to raise money isn't allowed because that's a city list and can't be used for fundraising.

Education/Training

Explain how to do the task

Every effort has been made to improve my skills on zoom however that deficiency on my part has caused a problem with my ability to volunteer effectively.

Continuing to share ideas about ways to engage with the mentees would be helpful. Sometimes it's hard to know how to best use our time together, and online makes it tougher.

Working in the Mentoring program for kids, I would encourage a 2 session per week program after Schools return.

More information and a clearer web page and dissemination of information

More feedback

Let's get back in the building so I can teach.

I am an English tutor currently. I love it, but the reporting survey is very cumbersome. I understand why the info is important but it's very long and sometimes it's hard to know how to answer, for example if we didn't get very far in the curriculum because we were just chatting, which boxes to select for which sections we've done, or remembering my students number, etc.

Education materials on what we are doing and how it helps. The SSL hours are great.

Training would be helpful. We've had no training on serving on a board and are now having to contract with an outside firm on making sure we are compliant for Open Meetings.

If volunteer position requires formal knowledge of rules, regulations, etc., then provide training/certification for those engaged in such activities.

Hold Weed Warrior training course, online if need be.

Boards and Commissions

Streamline board membership approvals. Mine took more than a year.

My experience is already great with Rockville Environment Commission. I wish to bring my volunteer service work at Rockville City and Rockville Rotary more together - to be able to engage my fellow Rotarian community members more with the work of Rockville City.

Improve the attitudes of senior city officials to volunteers

City officials visit community centers

Positive Comments

I think City of Rockville is already doing a great job!

No improvement needed. It's up to the people to make it work

Nothing. Doing a great job

It has been very positive.

What volunteer opportunities should the City of Rockville offer? Open-Ended Response

Food Security

More information on opportunities to help in soup kitchens, distributing food, tutoring school children, especially as kids return to classrooms, big sister / big brother programs, including helping kids participate in summer camps and town recreational activities (e.g., hiking, swimming)

Help feed people.

Food support, affordable childcare, language learning

Business

Student and business mentoring/internships

Planning Board, Financial Advisor to particular agencies - eg. trash pick-up.

Multigeneration

For my commission, the Senior Commission, the community engagement is excellent and a central part of the efforts of the Commissioners. I am not sure whether there is a gap with other commissions, but I would recommend engagement with non-Senior residents of Rockville, too.

Grab the younger generation and maybe have activities to blend both young and older generations.

Activities for ADULTS with special needs

If not already available: mentoring to early childhood aged children, more opportunities for seniors to participate in creative things (such as sewing, quilting, knitting, crocheting, other crafting, etc.).

Intergenerational volunteering, have older folks give newcomers / Young families gardening tips or some thing. This way the older people are helping the younger people and not feeling so needy. It will automatically build relationships and the younger people will of course help the older people naturally.

Senior center helper. Special events Park beautification

Languages

Additional opportunities that reflect equity and representation. E.g., (1) Volunteer translators for City surveys that are in other languages (not English). (2) Opportunities for student/youth -- perhaps allowing a student/youth member on existing Boards and Commissions.

I speak Spanish and this should be taken advantage of in terms of volunteering.

Teaching ESOL

Mentors For new members .conversation groups for people who want to improve their English.

Food support, affordable childcare, language learning

Helping Hispanic community which is becoming larger

Education/Schools

Try to get more of the school students involved. Start to advertise at the middle and high schools.

Summer camps, Summer classes, Vocational classes

Job training volunteer opportunities. I'm trying to get back into the workforce, am relatively intelligent, have some training and have a degree, but have been a care-taker for so long nobody will hire me by my resume. I think I can be a valuable member of one of the city's departments with a little bit of training. I am not a student, so do not qualify for any internship programs. I live in Rockville.

Activities related with kids. i.e. tutoring, and mentoring.

The city could offer more opportunities and do better outreach for teenagers and young people. Other than counselors training, I am not aware of other opportunities for students in HS.

Give students credentials for volunteering

SSL Hours

More opportunities for students to earn SSL Hours

More opportunities for teens. My son missed the LIT program due to a broken leg. Now I wish there was some way he could volunteer at summer camps, for SSL hours.

SSL, and easy to do at home

Younger ages for ssl

Clean up days at parks and rec centers - SSL hours for kids

Band Events

Support the band

Gardening

Neighborly trading of native plants.

Gardening volunteering.

Rockville currently offers quite a few, but tree or planting activities would be nice.

Keep up the Weed Warrior workdays! Thanks!

My family take a walk frequently in Wooten Mills Park & we saw a flower bed full of weeds last summer. Maybe the city can add gardening opportunities to help beautifying our city parks or provide opportunities for volunteers to make a pollinator garden in designate areas in the city.

Volunteer opportunities for the environment - planting butterfly gardens, river cleanups, tree planting, weed warriors, composting. Volunteer opportunities to support food banks, or other needs of the low income communities. Maybe more of cloth/shoes donation and circulation. Maybe a second hand donated goods location where low income groups can go and pick for their needs. More activities for children and youth - where elder residents can be engaged. More social activities for elder residents where high school students can be engaged.

Range of volunteer opportunities seems OK--maybe more outdoor & nature promotions

Maybe add some citizen science opportunities about nature (monarch butterfly, bird counts) and gardening work to help beautify the city/parks.

Serving the community/environmental activities

Community clean up

I'd love to do anything related to the library. Or I'd love to do some kind of tree planting or cleanup by a local river. Or, my choir sings to old folks homes, maybe more engagement with those homes would be nice

More cleanup opportunities

The City of Rockville can possibly offer a volunteer trash pickup group to collect trash around the community.

Regular opportunities to clean up streams and public areas on our own time (not just during covid). Make it fashionable!

All sorts, community clean ups, board positions, assisting community member options.

Clean up days at parks and rec centers - SSL hours for kids

Communication

CIM: Communication, Information and Media: either a task force, ad-hoc committee or advisory committee

The commissions should be more broadly advertised - they are a great way to get people involved but I also think listening sessions with food and activities for children would help get good ideas from residents that they would later invest in. It would also be great to have a listing of citywide volunteer

activities for children and teens. A lot of us want to teach our children volunteerism but many volunteer opportunities are not welcoming to elementary and middle school kids.

Sports

Maybe more activities, such as sports.

Boards and Commissions

Already 20+ boards and commissions seems like enough for a wide variety of interests

More boards and commission. Need younger demographic

Other Comments

This is a little off topic; however, consider an old fashion suggestion box. You have a large community with talent, they walk the streets and observe areas of attention. Couple of examples: street lamp out, fence at pool in need of repair, walking bridge at Welch Park in need of some maintenance before it fails. Take care and thanks for asking!

One thing that is a problem for volunteers is value recommendations made to mayor and council, staff, etc.,. I have given a large amount of time but issues such as approving projects, Upton II without sufficient parking, tends to imply the City is not really listening or comprehending permanent, negative quality of life, impositions on Residents.

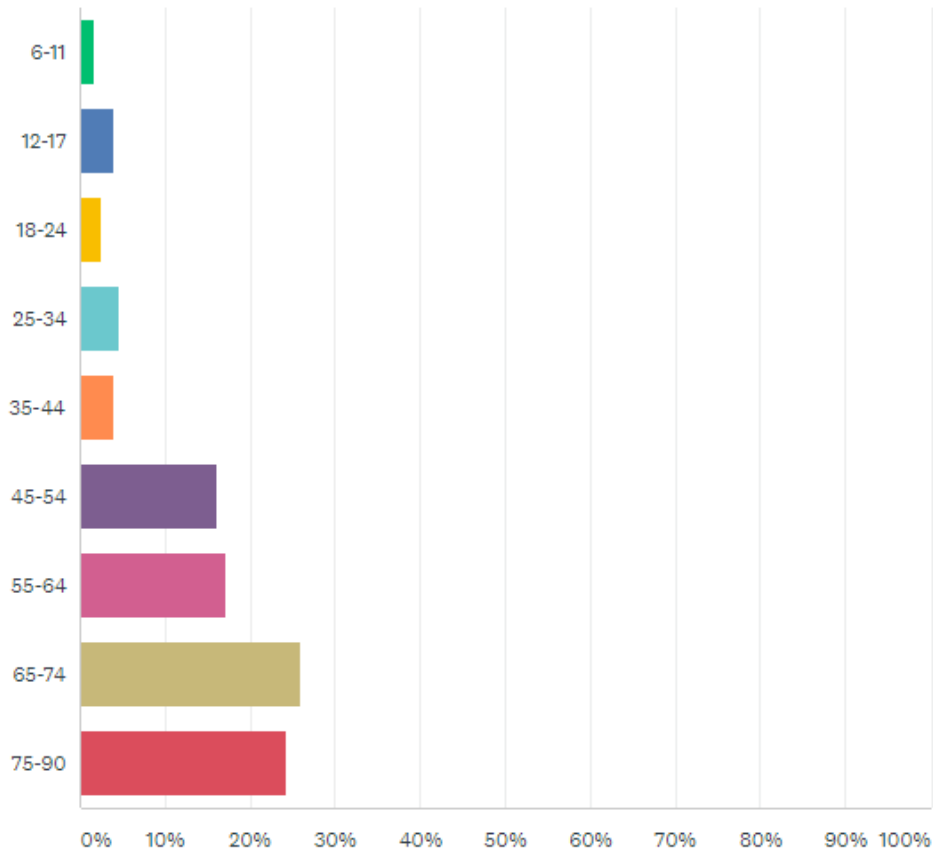
Law Enforcement Lite (Traffic Violations/Parking Enforcement); More direct work with Mayor and council. Higher impact opportunities.

Off topic but would like to see the City find a way to reach a more diverse community of volunteers and we know that is difficult to get the attention of the different groups within the city. good luck

More to target homelessness

Q1- Choose your age group:

- Answered: 355
- Skipped: 0



ANSWER CHOICES	RESPONSES	
6-11	1.69%	6
12-17	3.94%	14
18-24	2.54%	9
25-34	4.51%	16
35-44	3.94%	14
45-54	16.06%	57
55-64	17.18%	61
65-74	25.92%	92
75-90	24.23%	86
TOTAL		355

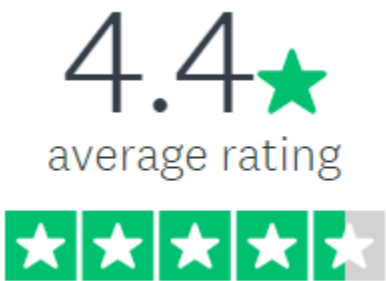
Q2- How would you rate your overall experience volunteering with the City of Rockville?

Very dissatisfied

Very satisfied



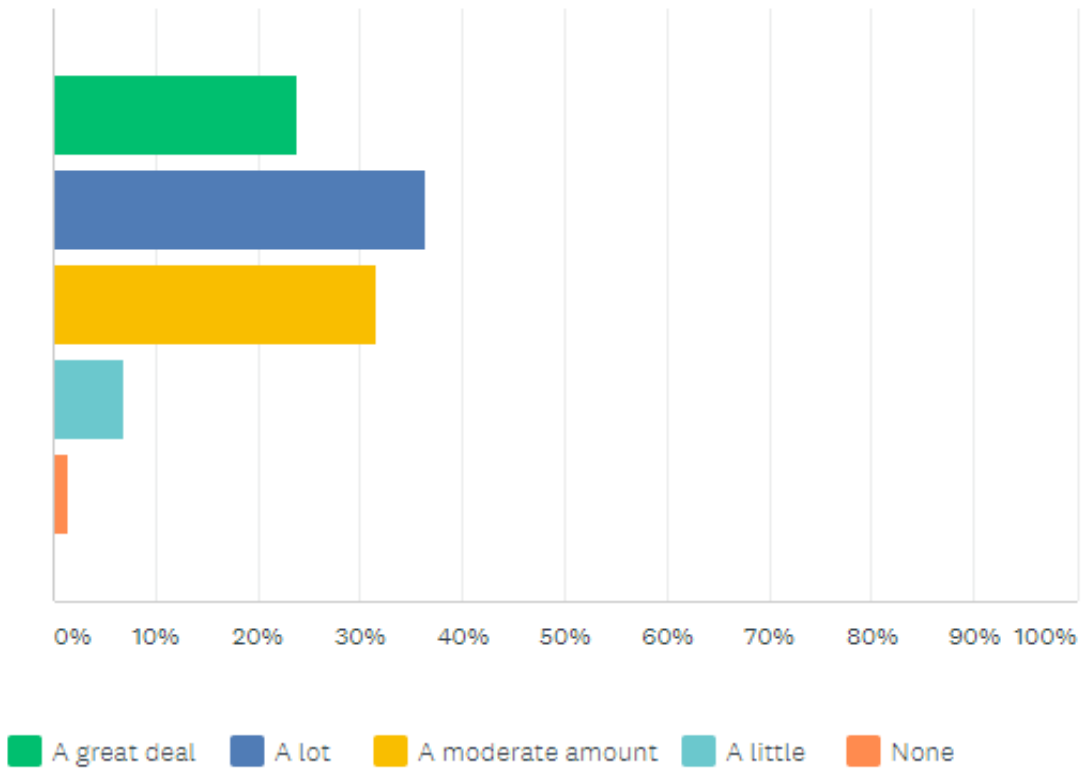
- Answered: 352
- Skipped: 3



	VERY DISSATISFIED	RANGE	RANGE	RANGE	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
	2.27%	0.57%	7.67%	30.11%	59.38%		
	8	2	27	106	209	352	4.44

Q3- How much impact do you feel your volunteer work had?

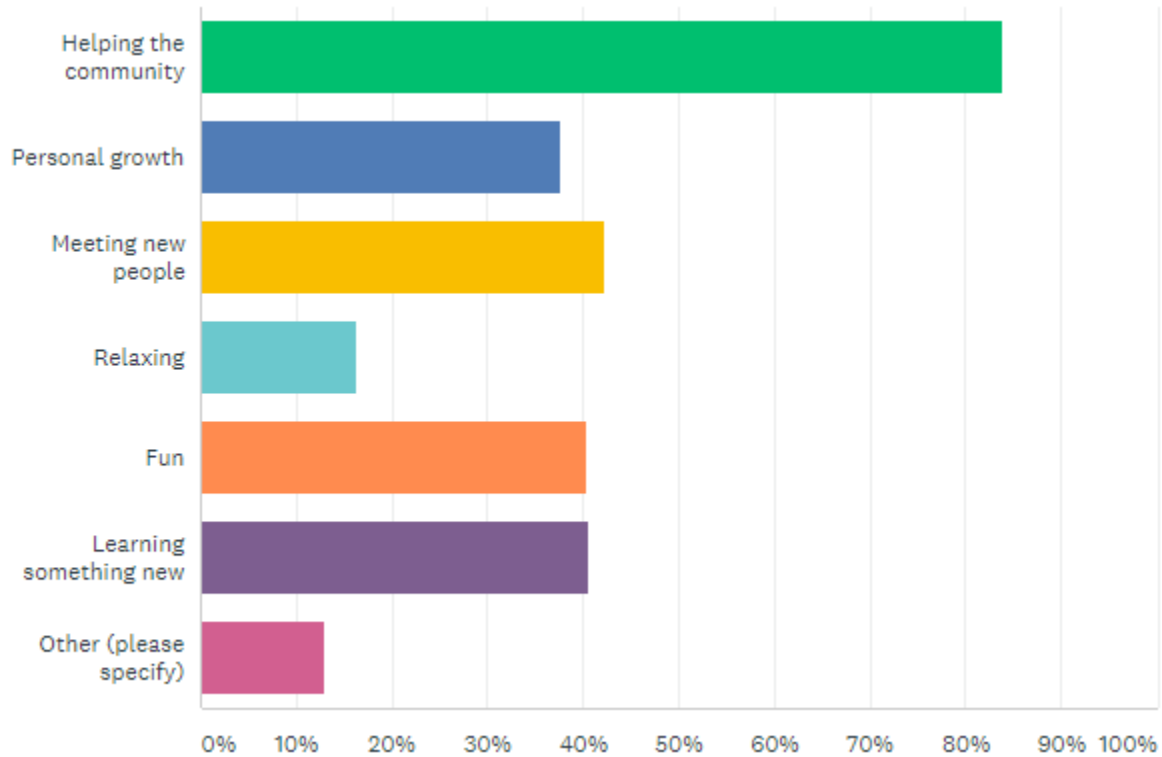
- Answered: 352
- Skipped: 3



	A GREAT DEAL	A LOT	A MODERATE AMOUNT	A LITTLE	NONE	TOTAL	WEIGHTED AVERAGE
(no label)	23.86% 84	36.36% 128	31.53% 111	6.82% 24	1.42% 5	352	2.26

Q4- What motivates you to volunteer?

- Answered: 355
- Skipped: 0

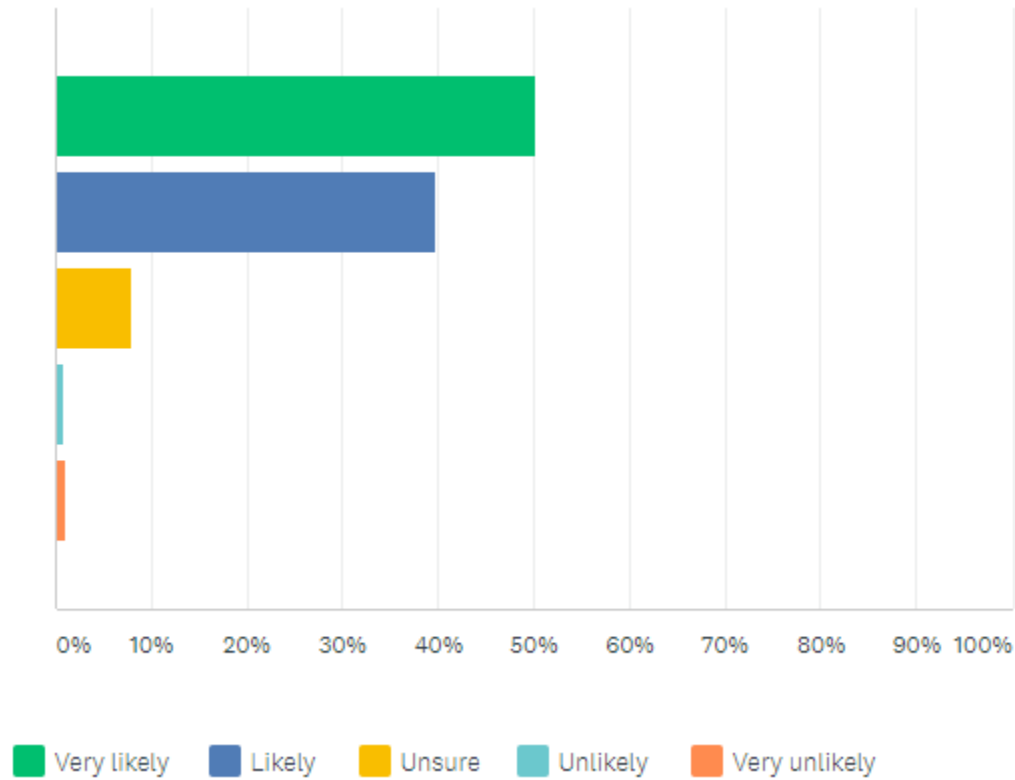


ANSWER CHOICES	RESPONSES
Helping the community	83.94% 298
Personal growth	37.75% 134
Meeting new people	42.25% 150
Relaxing	16.34% 58
Fun	40.28% 143
Learning something new	40.56% 144
Other (please specify)	12.96% 46

Total Respondents: 355

Q5- How likely are you to recommend our volunteer opportunities to friends, coworkers or family?

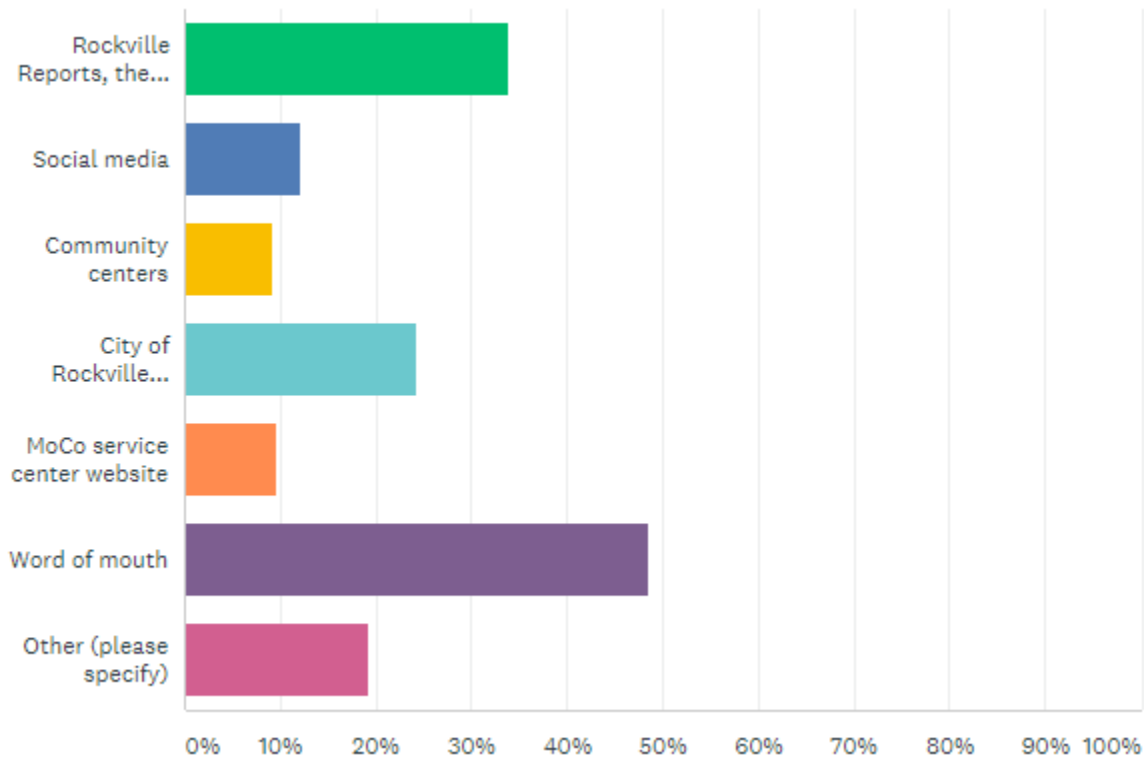
- Answered: 354
- Skipped: 1



	VERY LIKELY	LIKELY	UNSURE	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	50.28% 178	39.83% 141	7.91% 28	0.85% 3	1.13% 4	354	1.63

Q6- How do you find out about volunteer opportunities in the City of Rockville? (Choose a maximum of three.)

- Answered: 355
- Skipped: 0

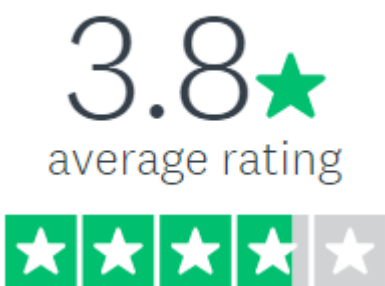


ANSWER CHOICES	RESPONSES
Rockville Reports, the city's newsletter	33.80% 120
Social media	12.11% 43
Community centers	9.30% 33
City of Rockville website (www.rockvillemd.gov)	24.23% 86
MoCo service center website	9.58% 34
Word of mouth	48.45% 172
Other (please specify)	19.15% 68
Total Respondents: 355	

Q7- How would you rate the amount of training and communication you received to be an effective volunteer?



- Answered: 350
- Skipped: 5



	POOR	Range	Range	Range	EXCELLENT	TOTAL	WEIGHTED AVERAGE
	5.43%	5.71%	26.86%	30.00%	32.00%		
	19	20	94	105	112	350	3.77

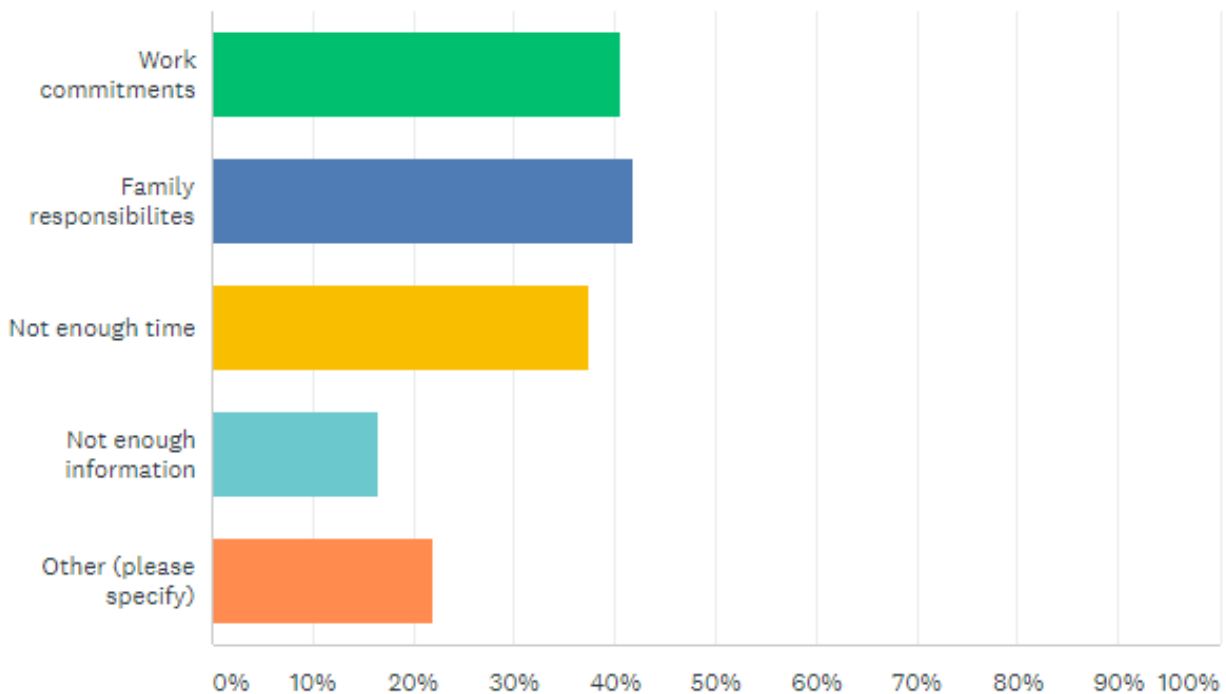
Q8- How can the City of Rockville improve its communication about volunteer opportunities?

- Answered: 216
- Skipped: 139

See attached document

Q9- What are some of the things that may affect your ability to volunteer more?

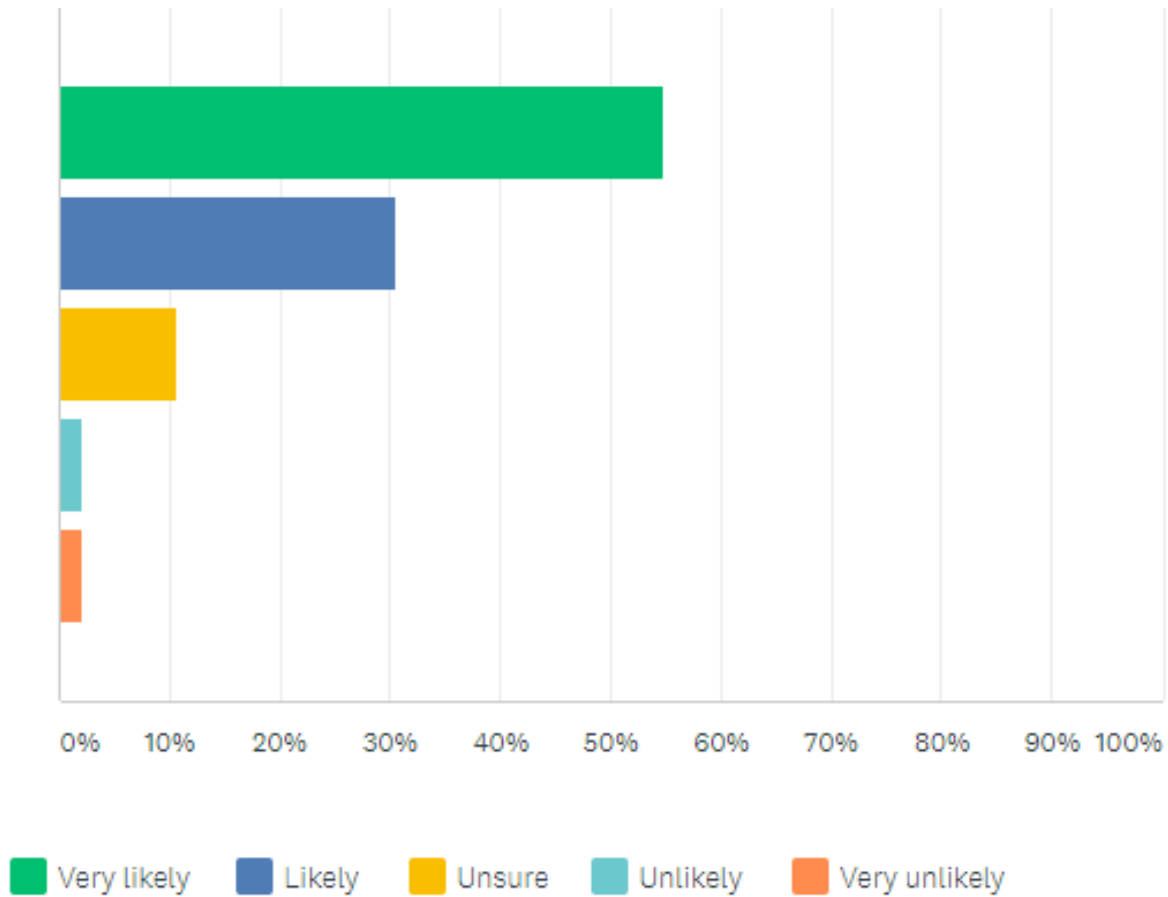
- Answered: 349
- Skipped: 6



ANSWER CHOICES	RESPONSES
Work commitments	40.69% 142
Family responsibilities	41.83% 146
Not enough time	37.54% 131
Not enough information	16.62% 58
Other (please specify)	22.06% 77

Q10- How likely are you to continue volunteering with the city?

- Answered: 350
- Skipped: 5



	VERY LIKELY	LIKELY	UNSURE	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	54.86% 192	30.57% 107	10.57% 37	2.00% 7	2.00% 7	350	1.66

Q11- What can we do to improve your volunteer experience in the future?

- Answered: 221
- Skipped: 13

See attached Document

Q12- What volunteer opportunities should the City of Rockville offer?

- Answered: 173
- Skipped: 182

See attached Document