

Community Engagement and Diversity

Rockville prides itself on its hometown appeal as a city of diverse neighborhoods. As one of the top ten most diverse cities in the United States, the Mayor and Council have identified increasing the city's proactive outreach to diverse populations as one of their priority initiatives. To that end, the Mayor and Council regularly engage community members in exploring ways to continue building a community that thrives on inclusion.

City programs and services to foster neighborhood engagement have evolved significantly over the last 15 years. In 2016, the City formed the Community Engagement Division to more actively inform and engage residents and ensure responsive City services and a high quality of life in neighborhoods:

www.rockvillemd.gov/146/Diversity-Inclusion-Engagement

Staff supports neighborhood organizations, serves as a liaison and facilitates communication between City government and residents and cultivates civic leadership. The City hosts a variety of programs to support community engagement and diversity, including but not limited to:

- Walking Town Meetings: A walking town meeting offers a casual environment for an informal meeting between residents and city leadership and staff to address issues. By taking City Hall to the community, the Mayor and Council encourage all populations to feel empowered and connect with neighbors.
- Rockville Academy: The City offers an interactive and enriching six-session course that provides opportunities for Rockville residents to learn from those who lead city departments about how the City of Rockville operates. Community members have the opportunity to learn from professionals about their roles in the city and how to become a leader in the community through staff briefings and tours.
- The Human Rights Program works to ensure equal treatment, free of discrimination, for people who live, visit or work in the City of Rockville. The Human Rights Commission is charged with minimizing the effects of conflict and promoting appreciation of diversity within the City. They also serve as mediators in the community mediation program.
- The Asian Pacific American Task Force was established in May 2008 in an effort to create communication between the Asian-American community and the City government. Programs and services are offered throughout the year to celebrate and support the Asian-American community, including forums on financial, legal and immigration issues and other events throughout the year.

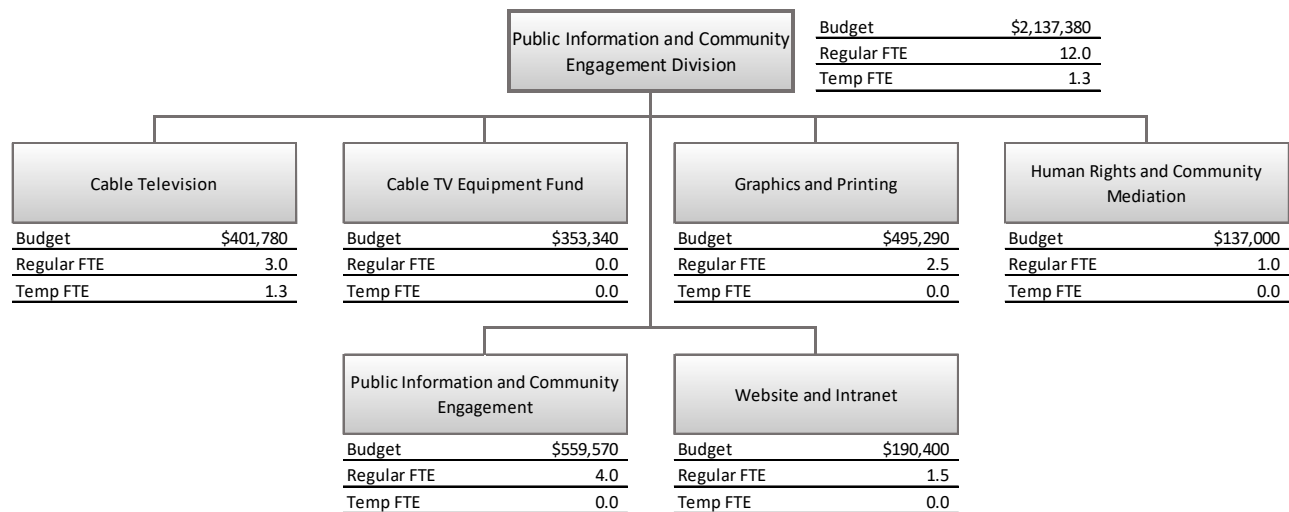
Additional information regarding community engagement and diversity initiatives, program partners, outreach methods, future planned activities, budget and performance measures is included in the attached FY21 budget for Community Engagement and memorandum summarizing diversity initiatives. Rockville publicizes these initiatives at community meetings, emailed newsletters, monthly online and mailed Rockville Reports newsletters, education and recognition events, social media, the website and at neighborhood events and meetings.



Public Information and Community Engagement Division

The Public Information and Community Engagement Division leads the effort to communicate with and engage all of Rockville's residents and stakeholders. This effort includes developing and implementing strategic, efficient, and transparent communication plans that are appropriate for the community's diverse audiences. The Division drives engagement between the city government and the community, facilitating awareness of city programs, projects, events, and services using the website (www.rockvillemd.gov), the city's newsletter (Rockville Reports and RockvilleReports.com), video production capabilities (Rockville Channel 11), as well as social media, electronic newsletters, video on demand, contact with local and national media outlets, and mobile technology.

Engaging the community also means direct contact with residents, promoting volunteerism, celebrating diversity, and supporting community problem solving. Quality of life is enhanced by funding neighborhood improvement projects, celebrating good neighbors, and cultivating civic leadership. The Division responds to our diverse population's needs by providing a staff liaison to the Human Rights Commission, the Asian Pacific-American Task Force, and the LGBTQ community.



Performance Measures and Short Term Objectives

Goal: Ensure Rockville residents are well informed about city services and the Mayor and Council, and have access to accurate, comprehensive, and engaging information

Critical Success Factor(s): Informed and Engaged Residents

Performance Measures	Actual FY 2018	Actual FY 2019	Adopted FY 2020	Adopted FY 2021
Number of website average monthly total visits*	109,954	61,927	100,000	70,000
Number of YouTube subscribers	523	675	550	700
Number of Facebook fans	4,770	6,615	6,000	7,500
Number of Twitter followers	9,835	10,906	15,000	15,000
Number of news segments taped and aired (including all meetings)	502	581	550	590
Number of video views on all platforms (streaming, YouTube, etc.)	74,133	116,000	200,000	200,000

*Tracking now done by Google Analytics which has resulted in lower, but more accurate tracking.



Short Term Objectives	Planned Completion
Redesign Rockville Reports news website	Q1 FY 2021

Goal: Create high quality and timely printed media

Critical Success Factor(s): Efficient and Effective City Service Delivery

Performance Measures	Actual FY 2018	Actual FY 2019	Adopted FY 2020	Adopted FY 2021
Number of copy jobs completed	577	592	550	550

Goal: Facilitate public engagement and mobilization around issues that are important to Rockville's diverse community

Critical Success Factor(s): Informed and Engaged Residents

Performance Measures	Actual FY 2018	Actual FY 2019	Adopted FY 2020	Adopted FY 2021
Number of Good Neighbor awards given to residents	5	4	5	8
Number of Walking Town Meetings annually (Target: 3)	2	3	3	3
Number of residents engaged with at community meetings	644	472	600	450
Number of residents engaged with the city ambassador	1,627	1,932	1,500	1,500
Number of Rockville City Academy participants	15	18	20	20
Percent of Rockville City Academy participants rating the program good or excellent (Target: > 90%)	100%	100%	100%	100%
Percent of biennial Community Survey respondents who agree or strongly agree that the City of Rockville welcomes community involvement* (Target: > 73%)	-	76%	-	-
Number of formal mediations per year	1	0	2	2
Number of community forum and workshop participants	60	160	50	60
Percent of attendees at community forums and workshops rating the program good or excellent (Target: > 90%)	100%	100%	100%	100%
Estimated number of attendees at the Martin Luther King Jr. Celebration	650	600	600	600
Number of student Diversity Leadership Workshop participants	22	11	30	30
Percent of students participating in the Diversity Leadership Workshop rating the program good or excellent (Target: > 90%)	100%	100%	100%	100%
Number of volunteer hours generated by the Community Empowerment grant	2,210	576	100	400

*Due to the financial impacts associated with the COVID-19 pandemic, the city's biennial Community Survey was not funded in FY 2021. The future of the survey is unknown at this time.

Short Term Objectives	Planned Completion
Increase the visibility of the volunteer program	Q1 FY 2021
Implementation of the City Academy with a focus on underrepresented groups	Q4 FY 2021



Public Information and Community Engagement Division FY 2021 Adopted Expenditures by Cost Center

	Actual FY 2019	Adopted FY 2020	Adopted FY 2021	% Change from FY20
Cable Television	452,064	432,450	401,780	-7.1%
Cable TV Equipment Fund	138,666	376,500	353,340	-6.2%
Graphics and Printing	567,198	485,410	495,290	2.0%
Human Rights and Community Mediation	142,123	139,830	137,000	-2.0%
Public Information and Community Engagement	532,822	549,230	559,570	1.9%
Website and Intranet	156,394	176,120	190,400	8.1%
Division Total (\$)	1,989,267	2,159,540	2,137,380	-1.0%

Public Information and Community Engagement Division FY 2021 Adopted Expenditures by Type

	Actual FY 2019	Adopted FY 2020	Adopted FY 2021	% Change from FY20
Personnel	1,408,413	1,369,830	1,406,430	2.7%
Operating	433,410	530,910	472,150	-11.1%
Capital Outlay	140,845	252,200	252,200	0.0%
Other	6,599	6,600	6,600	0.0%
Division Total (\$)	1,989,267	2,159,540	2,137,380	-1.0%

Public Information and Community Engagement Division FY 2021 Adopted Revenues by Cost Center

	Actual FY 2019	Adopted FY 2020	Adopted FY 2021	% Change from FY20
Cable Television	1,158,547	1,185,280	1,102,300	-7.0%
Cable TV Equipment Fund	870,509	840,000	785,630	-6.5%
Graphics and Printing	-	-	-	-
Human Rights and Community Mediation	-	-	-	-
Public Information and Community Engagement	-	-	-	-
Website and Intranet	-	-	-	-
Division Total (\$)	2,029,056	2,025,280	1,887,930	-6.8%

Significant Changes from FY 2020 to FY 2021

The Cable Television Cost Center's budget decreased due to the transfer of a contract to the Cable TV Equipment Fund.

The Cable TV Equipment Fund Cost Center's budget decreased due to the removal of one-time operating funding.

Revenues in the Cable Television and Cable TV Equipment Fund declined in conjunction with the number of cable subscribers.



**Public Information and Community Engagement Division
FY 2021 Adopted Regular and Temporary FTEs**

	Adopted FY 2019	Adopted FY 2020	Adopted FY 2021	% Change from FY20
<i>Regular</i>				
Cable Television	3.0	3.0	3.0	0.0%
Cable TV Equipment Fund	-	-	-	-
Graphics and Printing	3.5	2.5	2.5	0.0%
Human Rights and Community Mediation	1.0	1.0	1.0	0.0%
Public Information and Community Engagement	4.0	4.0	4.0	0.0%
Website and Intranet	1.5	1.5	1.5	0.0%
Regular Subtotal	13.0	12.0	12.0	0.0%
<i>Temporary</i>				
Cable Television	1.3	1.3	1.3	0.0%
Cable TV Equipment Fund	-	-	-	-
Graphics and Printing	-	-	-	-
Human Rights and Community Mediation	-	-	-	-
Public Information and Community Engagement	-	-	-	-
Website and Intranet	-	-	-	-
Temporary Subtotal	1.3	1.3	1.3	0.0%
Division Total	14.3	13.3	13.3	0.0%

**Significant Changes from
FY 2020 to FY 2021**

There were no significant changes.



June 22, 2018

City of Rockville

MEMORANDUM

TO: Rob DiSpirito, City Manager

FROM: Linda Moran, Assistant to the City Manager

VIA: Jenny Kimball, Deputy City Manager

SUBJECT: Update on the Status of Outreach Initiatives to Welcome and Include Diverse Populations

Background

This memorandum provides an update on progress made on the Mayor and Council's priority initiative to proactively reach out to diverse populations in Rockville. Rockville is the 9th most culturally diverse city in America, according to Wallet Hub in 2017, with more than one-third of the City's residents born outside of the United States. The 2016 Community Survey results revealed that 40% of Rockville residents speak a language at home other than English.

Rockville is a flourishing community of many cultures, nationalities, and backgrounds. In 2018 Money Magazine named Rockville as the best place to live in Maryland. Money Magazine used diversity as one of the criteria for this ranking. In 2017, Time and Money Magazine named Rockville as the 39th best place to live in the nation. These accolades are a testament to the leadership of the Mayor and Council, and partnership with staff and residents, to build a community where people from all "walks of life" make Rockville their home. This recognition brings national attention to the City's welcoming and inclusion efforts.

I. Accomplishments

The Mayor and Council have made a strong commitment to the community that all are welcome, included, and can thrive here. Rockville has advanced the initiative, with the following high-level accomplishments:

Fostering Community Trust Ordinance

The Mayor and Council adopted this ordinance on June 9, 2017. It amends Rockville's Human Rights Code to memorialize the City's long-standing practice of having all employees-including police officers-not request citizenship or immigration status of any person, unless required by law. It is a significant public policy statement to the community that all are welcome. Additionally, it aligns with the fundamental American principle that the greatness of our nation comes from our differences.

International Flags Program

This program celebrates the international community in Rockville with 193 flags recognized by the United Nations throughout Rockville Town Center. The idea for this program originated from several community members at the Diversity Town Hall meeting held in February 2017. Each flag is matched with an American flag as a symbol of support for the many residents from other countries who made the United States and Rockville their home. The flags also represent Rockville's support for its growing international community.

Human Rights Campaign Municipal Quality Index

On October 2017, Rockville received a perfect score for its commitment to the health, welfare, safety and equality of its lesbian, gay, bisexual, transgender, and queer community on the Human Rights Campaign 2017 Municipality Equality Index scorecard. The scoring is based on nondiscrimination laws, trans-inclusive health care benefits, and leadership on LGBTQ issues. This achievement directly supports the Mayor and Council priority on welcoming and inclusion, and taking steps to enhance LGBTQ nondiscrimination.

Villages Program

Villages is a program that began in FY 17, with support from Mayor and Council to fund a position at the Senior Center to lead the effort. According the Montgomery County Department of Health and Human Services, villages are grassroots, volunteer networks that aim to support neighbors who choose to age and thrive in place. They foster intergenerational, social connections through activities and events, and coordinate volunteer help-at-home using a neighbor-helping-neighbor model. As the program has taken off, it is evolving to one that supports all generations. Each village reflects the unique character, interests and needs of the community that forms it.

A group of interested residents formed a 501c (3) non-profit entitled "Rockville Area Villages Exchange", which supports the Rockville Villages program in an overarching way. It provides support such as group insurance for volunteer drivers, and helps provide solutions to problems that pave the way for villages to be successful.

Much progress has been made, and the following villages are emerging:

- Twinbrook
- King Farm
- Pumphouse East Rockville
- West Rockville

The Villages Program is grounded in community outreach to all members of Rockville's diverse population, and will serve as a vehicle for spreading information about future diversity initiatives of the Mayor and Council.

II. Other Programs and Activities

The matrix provided at Attachment A provides examples of other City programs and outreach to the community in support of this initiative. The chart includes many engaging, educational, and interactive programs that make Rockville a place that residents are proud to call home. These ongoing activities are refined as the community's characteristics evolve. The goal of every activity is to create an environment where all residents feel comfortable engaging with their City government, neighbors, and fellow community members.

Rockville also has two Boards and Commissions that are dedicated to welcoming and inclusion of diverse populations: 1). the Human Rights Commission and 2). Asian and Pacific American Task Force. These entities provide a foundation for some of the City's efforts.

III. The Next Phase

With significant actions in place, the next phase of this important work has begun. The following information summarizes new efforts underway in support of proactive outreach to diverse populations:

Diversity Email Updates

Anyone interested in periodic updates on Rockville activities that celebrate welcoming, inclusion, and diversity can sign up for an email via the City's web site. The multi-media content can be viewed from any mobile device, which supports the "on the go" lifestyles of Rockville residents.

These interactive updates include pictures, video, and web site links to more information. The Diversity email updates will continue to educate the community on welcoming, inclusivity, and diversity, and opportunities to participate in events and engage with their City government.

My Rockville Campaign

This strategic campaign created by the Community Engagement and Public Information Division, kicked off with a feature in the February 2018 Rockville Reports. It directly supports the Mayor and Council's efforts to reach out to all community members and encourage them to take part in the effort to build a city that continues to thrive on inclusion. It's the first piece of an ongoing public engagement initiative. The Rockville Reports insert provides readers with information about the variety of programs, activities, and resources available for residents to feel welcome, celebrate the Rockville's rich diversity, and get engaged. It also provides profiles of four Rockville residents and why they love to call Rockville their home. There are also My Rockville profiles that aired in February 2018 on Rockville 11. This values-based initiative will

include outreach on a variety of platforms, taking special care to appeal to all age groups, including millennials.

The inspiring, powerful, and unifying messages in My Rockville are that in Rockville “you can be you” and “we are Rockville, we are different.” My Rockville’s theme is that the city is a place to grow and be your best self. It includes people from all races, ancestries, language, gender identification, sexual orientation, ages, abilities, and education and income levels. My Rockville is an empowering philosophy behind the City’s welcoming and inclusion initiative. The message behind this campaign will serve as a catalyst for further engagement by the Mayor and Council with all segments of the Rockville community.

In the coming months, there will be more My Rockville features and activities designed to get all Rockville residents engaged.

City Ambassador Program

This new program carries out the Mayor and Council’s desire for the City to have a larger presence in the community and “go where the residents are.” It began in February 2018 during a Black History month event held in partnership with Peerless Rockville, entitled “Screening Community Cornerstones, a documentary on African American Churches” and the City’s Lunar New Year celebration of Asian cultures.

Community Engagement staff get out into the community and serve as City “ambassadors.” They will attend a variety of events over the course of the year in support of welcoming and inclusion.

At events, staff will engage residents in conversation, answer questions, and connect them with services that support their needs and activities that align with their interests. The City Ambassador will also serve as a vehicle to push out the My Rockville message and other important information, such as “Vote by Mail,” voter registration, and future diversity initiatives. It’s also an opportunity for staff to recruit volunteers who may be interested in lending their time and talents to the City.

A sampling of 2018 City Ambassador events is as follows:

- February 8, 2018 - Black History Month events
- February 24, 2018 - Lunar New Year celebration
- March 4, 2018 - community event at the Kid’s Museum
- April 13, 2018 - Asian Market at Montgomery College
- May 6, 2018 - NAACP Freedom Fund dinner
- May 26, 2018 - Welcoming and Inclusion Booth at Hometown Holidays, in partnership with the Human Rights Commission
- June 16, 2018 - Rockville Pride Day
- September 8, 2018 - Rockville Farmer’s Market
- October 21, 2018- World of Montgomery Festival
- Rocktoberfest – TBD Fall 2018

More events will be identified, including activities hosted by faith-based organizations.

Community Empowerment Grant Program

Beginning in FY19, the former Neighborhood Matching Grant program will be re-imagined. The focus will be on welcoming, inclusion, and bringing neighborhoods together to support connectivity across the community, which are goals of the Mayor and Council.

New Questions for the 2018 Citizen Survey

The next Citizen Survey will be sent to the community in the fall of 2018. It is recommended that a section of it be devoted to welcoming and inclusion questions. It will be a way to collect data from residents about how they perceive welcoming and inclusion in Rockville. The data can be used to refine current programs, create new ones, and address any issues that the community may identify.

Using this feedback tool provides a scientific sample that is representative of the entire population, which will help the City to assess its progress and further build this initiative.

III. Next Steps

City Manager's Welcoming and Inclusion Task Force

An interdepartmental team of staff will be convened to look at issues and programs associated with making Rockville's diverse community feel welcome and included. The group will review and audit current activities, and devise a list of recommended initiatives that will further build the City's welcoming and inclusion program for Mayor and Council review.

The Task Force members will be selected and hold its initial meeting in the first quarter of FY19. Possible themes to be addressed by the Task Force include:

1. **Clear Away the Roadblocks:**
Identify barriers that prevent those who are underrepresented from taking part in City programs and initiatives, and community-based activities.
2. **Bring People Together:**
Find and foster opportunities to help neighbors meaningfully connect.
3. **Start Young:**
Connect with young people; discover pathways to help them be included and engaged in City programs and initiatives, and community-based activities.
4. **Build a Workplace Culture:**
Use hiring practices to help the City's workforce to reflect Rockville's community diversity, and exemplify Rockville's core values; inclusivity, respect, openness.

Discussion with Mayor and Council

Prior to moving forward with the Task Force, staff will bring this item on agenda for a discussion with the Mayor and Council. Staff is interested in receiving input from the Mayor and Council on the initiatives underway, the development of a new task force, and items for the task force to explore.

Staff will incorporate the Mayor and Council's input into the work of the Task Force, so that it reflects the welcoming and inclusion priorities of the governing body.

Attachment A

Overview of Rockville Welcoming and Inclusion Activities

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Program	Rockville Business Academy	In partnership with the Hispanic Chamber of Commerce, REDI, and the Cambria Suites, provided training to multicultural business owners, including the Latino, Asian, and Eastern Indian business community. Participants received training on the city's building and construction permits application processes; keeping their customers and employees safe; growing their business; and partnering with the city on special event.	City Manager's Office/Public Information and Community Engagement	Annual November 30, 2017 Planning for 2018 program underway.	Rockville City Hall
Program	ADA Coordination	Provides sign language interpreter services at city meetings and events. Assists with providing individuals with disabilities access to city service and programs.	City Manager's Office/Public Information and Community Engagement	As Needed	Various

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Program	Minority, Female, and Disabled-owned Business Program	Program is designed to increase minority, female, and disabled-owned (MFD) businesses in the city's procurement processes. City staff works to identify proactive ways to include MFD businesses in city contracting by publicizing procurement opportunities at conference seminars, workshops, and networking functions and by submitting articles about the program to minority and local publications.	City Manager's Office/Procurement Division	Ongoing	One-on-one consultations at City Hall. Participate at events at a variety of locations in the Washington, D.C metropolitan region.
Program	Latino Youth Development	The program promotes positive, team oriented activities and physical exercise for students in grades 7-10. Participants play in a soccer league after school and on weekends. The students also participate in drug/alcohol/tobacco and gang prevention workshops and meet weekly with a program coordinator to discuss their individual and academic progress. Eligible participants are enrolled in the Free and Reduced Meals program. Students are provided with opportunities to receive Student Service Learning Credit Hours. Students can attend a summer camp that prepares them for the fall soccer season.	Recreation and Parks/Community Services	Ongoing	Various

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Program	Chinese Lunch Program	On Friday, Chinese luncheon is offered by the Chinese Cultural Adult Community Center.	Recreation and Parks/Senior Services	Weekly	Senior Center
Program	Glenview Wine and Foreign Film Festival	Free film series. February 13 – German Film in English sub-titles “Young Goeth in Love.” March 13 Farsi film in English sub-titles “Fifi Howls from Happiness.”	Recreation and Parks/Civic Center	Ongoing	Glenview Mansion Conservatory
Program	Lunch and Learn Series Workshops for City Employees	Lunch and learn series for City employees that offered informal conversations around welcoming and inclusion issues such as: race, age, political party, LGBTQ, nationality, gender, faith and religion, and ethnicity.	Human Resources	March-December 2017	City Hall
Program	Project Search Internships	Partnership with Montgomery County, the State, and non-profits on a program in government offices to provide real workplace experiences to enhance the acquisition of marketable work skills and the development of robust resumes.	Human Resources	Montgomery County provides candidates that serve in 10 week internships in the CC/DC	City Clerk/Director of Council Operations Offices, Rockville Swim and Fitness Center, and IT
Program	Project Search-Hired Employee	A project search .5 FTE with benefits was hired in the fall of 2015 at the Rockville Swim and Fitness Center as a General Services Aid that cleans the locker rooms, removes litter from the facility grounds, and cleans pool deck areas.	Human Resources/Recreation and Parks	Ongoing	Rockville Swim and Fitness Center

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Event	Martin Luther King Jr. Celebration	Community event, open to all, that commemorates Dr. King through diverse, interactive, and multicultural performances, keynote speaker, and awards to community members exemplifying Dr. King's legacy. The event also provides the audience with current and future opportunities to give back to the community and helpful resources to maintain a peaceful environment for themselves and others.	Police	Annual January 15, 2018	Richard Montgomery High School
Event	Lunar New Year	Event co-sponsored with the Asian Pacific American Task Force to celebrate the contributions of Asian cultures through performances, games, and crafts. Provides the opportunity for education about Asian cultures.	Recreation and Parks	Annual February 24, 2018	Richard Montgomery High School

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Event	World of Montgomery Day Sponsorship and Participation	Event celebrating the rich diversity of Montgomery County through international music, food, dance, arts, demos, and a parade of cultures. City waived event permit fees and provided a booth manned by staff who shared information and material about city programs and services, engaging with the city, focusing on welcoming and inclusion. In FY18 the Mayor and Council provided \$5,000 in support of the event.	City Manager's Office/Public Information and Community Engagement	Annual in October October 21, 2018	Montgomery College, Rockville Campus
Event	Diversity Leadership Workshop – 'Building Bridges in a Diverse Society'	Sponsored by the Human Rights Commission. An interactive workshop designed for students attending a Rockville high school students and Montgomery College-Rockville campus. Students are trained with skills to have awareness and celebrate individuals from diverse backgrounds. Students learn skills to be advocates; diffuse difficult situations; recognize prejudice and isolation; and create an environment for inclusion in their schools.	City Manager's Office/Public Information and Community Engagement	Annual April 21, 2018	Rockville City Hall

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Event	Rockville Pride Celebration	Partnered with the Montgomery Pride Center, Montgomery College, and the Rainbow Youth Alliance to host an event in celebration of the LGBTQ community. Activities included panelists sharing experiences, interactive and intergenerational performances including singing, dancing, and poetry, and a PRIDE mural. The program was designed to inspire, empower, and strengthen the community.	City Manager's Office/Public Information and Community Engagement	Annual June 24, 2017	Montgomery College
		The second program that celebrated the LGBTQ community was done in partnership with the Dance Exchange. The city hosted a workshop in support of self-expression featuring drama, storytelling, dance, and the exchange of ideas. There was multi-generational participation. Participants learned skills in forming alliances and advocating for one another		July 12, 2017	Twinbrook Community Recreation Center
		Second Annual Rockville Pride event celebrated the LGBTQ community and featured live performances, educational booths, interactive dialogue, crafts, a moonbounce, and face painting.		June 16, 2018	Rockville Memorial Library and Rockville Town Square

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Event	International Night	An event held to celebrate all creeds, colors, and cultures of Rockville residents. Participants showcase their skills while celebrating and sharing cultural talents. Performances include dancing, singing, and instrumental pieces. There is international food sampling and participants wear traditional clothing. Information booths are also present at the event.	Recreation and Parks	Annual November 18, 2016 March 23, 2018	F. Scott Fitzgerald Theatre
Event	Memorial Day Parade	Music and dance performances from cultures from all over the world and reflective of the Rockville community are featured in the Memorial Day Parade.	Recreation and Parks/Special Events	Annual Memorial Day Weekend	Throughout Rockville Town Center
Event	International Day	Staff and senior center members partner to plan event which highlights the many cultures of senior members including table displays from each country containing information, pictures, and food samples; volunteers dressed in traditional clothing; and dancing and storytelling.	Recreation and Parks/Senior Center	Annual June 2017	Rockville Senior Center
Event	Hispanic Festival	Lunch, dancing, and a band performance is provided.	Recreation and Parks/Senior Center	September 2017	Rockville Senior Center
Event	Black History Month	The Senior Club, in partnership with the Willing C's, hosted a program "Change Takes a Generation" including a musical selection and a panel of eight speakers.	Recreation and Parks/Senior Center	Annual February 2018	Rockville Senior Center

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Event	Lunar New Year	A lunch celebration was planned by the Chinese Adult Cultural Community Center and Evergreen which included dancing and singing performances. The Senior Center provided bus transportation for seniors to attend the Lunar New Year event at Richard Montgomery High School.	Recreation and Parks/Senior Center	Annual February 2018 event was cancelled due to inclement weather.	Senior Center
Education/Outreach	Diversity Email Updates	An opt-in email subscription list that updates the community on events and programs that celebrate and highlight the international and diverse fabric of the Rockville community. Includes interactive video and web links. Helps to educate subscribers on the message of welcoming, inclusivity, and diversity and provides information to the community to participate in events and engage with their city government.	City Manager's Office/Public Information and Community Engagement	Ongoing	N/A
Education/Outreach	Proclamation	National Hispanic Heritage Month	Mayor and Council	Annual September 18, 2017	Mayor and Council meeting at City Hall
Education/Outreach	Proclamation	National LGBTQ Awareness Month	Mayor and Council	Annual October 9, 2017	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	LGBTQ Pride Month	Mayor and Council	Annual May 2018	Mayor and Council Meeting at City Hall

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Proclamation	National American Indian Heritage Month	Mayor and Council	Annual October 16, 2017	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	Human Rights Day	Mayor and Council	Annual December 4, 2017	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	World Refugee Day	Mayor and Council	Annual June 12, 2017	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	Asian Pacific American Heritage Month	Mayor and Council	Annual April 9, 2018	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	National Black History Month	Mayor and Council	Annual February 7, 2018	Mayor and Council Meeting at City Hall
Education/Outreach	Proclamation	National Women's History Month	Mayor and Council	Annual February 26, 2018	Mayor and Council Meeting at City Hall

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Community Liaisons	The liaisons provide information, assistance, and build relationships with diverse communities. Community Engagement and Police have LGBTQ liaisons. Police has a faith community liaison. Community Engagement is the liaison to Montgomery County's Hispanic Safety Committee, which works to advance initiatives and educate the Hispanic community on public safety and immigration issues.	City Manager's Office/Public Information and Community Engagement and Police Department	Ongoing	Various
Education/Outreach	Know Your Rights Forum	In partnership with CASA De Maryland, the program provided information to individuals from other countries migrating to the U.S. about their rights and what to do if stopped by the police or ICE.	City Manager's Office/Public Information and Community Engagement	Annual November 16, 2017 The Human Relations Commission is monitoring developments at the federal and state levels regarding immigration issues, and will focus the next session based on that review.	Twinbrook Community Center

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Multi-Media Contest	Contest challenges the minds of high school students to use any media (such as an essay, video, or art project) to address a human rights issue, or if they witnessed bias or racism, to express how they chose to respond. Winner receives a \$1,000 award from the Human Rights Commission.	City Manager's Office/Public Information and Community Engagement	Annual	In addition to receiving an award, the winner is publicly recognized at the following MLK Celebration and in Rockville Reports.
Education/Outreach	Voter Registration Drive	Effort to secure voter registration by traveling to multiple sites in the community focused on diverse populations that may be underrepresented. Residents are educated on the importance of voting in city, state, and federal elections.	City Manager's Office/Public Information and Community Engagement	city and federal elections Spring 2018 through 2019 election	Various Community centers, restaurants, Farmer's Market, grocery stores, and Town Square.
Education/Outreach	Police Chief Search multi-cultural outreach	Staff visited various multi-cultural businesses and places of worship. Encouraged individuals to get involved in the search by filling out the City Manager's survey for the next police chief.	City Manager's Office/Public Information and Community Engagement	November 2017	Various businesses and places of worship.

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Asian Business Network	Session held by Rockville's Asian/Pacific American Task Force to educate Asian business owners about getting engaged with the city, including an overview of the city's zoning and permitting processes; volunteering and partnering opportunities; MFD program information; and a presentation by Mayor Newton on Boards and Commissions and the Mayor and Council. The activity includes a mix and mingle opportunity where business owners can meet city officials and get questions answered.	Department of the Mayor and Council, City Manager's Office, and Community Planning and Development Services	March 27, 2018	Rockville City Hall
Education/Outreach	Bilingual Staff	There are staff which speak eight languages other than English which facilitates high-level of engagement with senior center members from other cultures and countries including: Spanish, Chinese, French, Russian, Italian, German, Amharic, and Arabic. I believe we have a list of city hall staff who speak multiple languages to serve a similar helping purpose here.	Recreation and Parks/Senior Center	Ongoing	Senior Center

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Enrichment Classes – Citizenship	Classes that prepare residents that have lived in the U.S, for 4 ¾ years. Offers instruction in English and communication, and preparation for the U.S. Citizen and Immigration Services naturalization review.	Recreation and Parks/Senior Center	Quarterly classes run on a one or two day a week schedule.	Senior Center
Education/Outreach	Enrichment Classes - English	Offers instruction in English to seniors whose first language is not English. Classes include reading, speaking, listening, and pronunciation for seniors whose first language is not English.	Recreation and Parks/Senior Center	Quarterly classes run on a two day a week schedule	Senior Center
Education/Outreach	Language Line Assistance for employees	This service is provided by LanguageLine.com. It is available to employees who are communicating with a non-English speaking customer who may need assistance with one of the many services that the city provides. Translation services are provided in 62 languages, and are accessed by dialing a 1-800 number. Separate numbers are provided for translation services for routine and emergency requests.	City Manager's Office/ Public Information and Community Engagement	Ongoing	N/A

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Translation for City Materials	Materials related to city programs and services that are intended for public distribution are translated into different languages.	City Manager's Office/Public Information and Community Engagement	Ongoing	N/A
Education/Outreach	Rockville Reports.com	Rockville Reports.com is an interactive web version of the hard copy publication, and readers can use Google translate which converts the publication into more than 100 different languages.	City Manager's Office/ Public Information and Community Engagement	Ongoing	N/A

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Education/Outreach	Web Activities	Prevalent research and our own web site statistics demonstrate a need to be responsive to how minorities access Rockville's web site. One goal (among many) of the web site design is removing barriers to those whose first language may not be English. Google Translate allows Rockvillemd.gov to be translated into more than 100 languages, Including Vietnamese, Chinese, Spanish, as well as Pashto, Pakistani, Welsh and Scots Gaelic. Minorities rely more heavily on their smartphones to access the Internet. According to Pew Research from 2014, 40 percent of all smartphone users used their phone to look up government services or information in the year prior to the survey. Four years later, we can assume that number is much higher. The new web site will be optimized for mobile phone use. The upgrade is in FY19, and staff will submit a budget request for FY20 for a web site redesign that would hopefully be completed by the end of FY20.	City Manager's Office/Public Information and Community Engagement	Anticipated FY19-FY20	N/A

Activity Type	Activity Name	Description	Department	Date/Frequency	Location
Internal Organization	Data Collection - Rockville Workforce Employee Demographics	The Human Resources Department collects demographic data on the entire Rockville workforce on an annual basis. The current full-time workforce is 60.89% white, 24.32% African American, 4.28% Asian, 9.34% Hispanic, and .97% unknown. For new full-time hires in 2017 (most recent year that data is available) there was an 11.62% increase in African American employees from 2016.	Human Resources	Ongoing	N/A