Landover Hills Community Engagement Survey: Survey Design Document

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Introduction

This survey aims to assess community engagement in the Town of Landover Hills by gathering resident input on interests, concerns, and preferred engagement formats. Results will inform the town's outreach and planning strategies.

While not a full Community-Based Participatory Research (CBPR) project, the survey is grounded in CBPR principles to prioritize resident voices, promote ethical data ownership, and encourage actionable outcomes (Balazs & Morello-Frosch, 2013; Collins et al., 2018; Engage for Equity, 2018; GivePulse, 2022). Residents are recognized as the true experts of their community. Their lived experiences and local knowledge are invaluable for equitable decision-making, especially because they are directly affected by policies and outcomes (Collins et al., 2018; Engage for Equity, 2018; Harrison, Mizota, Daly, & Falkenburger, 2021). Community-engaged research elevates their voices from passive participation to active partnership, helping to shape more relevant and impactful solutions (Engage for Equity, 2018; Harrison et al., 2021).

Objectives

The survey's main objectives are to:

- Identify key resident interests and concerns.
- Assess current engagement levels and practices.
- Determine preferred communication and participation methods.
- Inform town planning and outreach based on resident feedback.

Survey Design

A primary goal of the survey was to remain concise yet informative for both residents and the town council. A shorter survey is more likely to elicit responses; approximately 80% of respondents do not complete surveys to the end, often due to poor design and length (Mapita Oy, 2022). To address this, the survey was designed with a target completion time of under 10 minutes, and through refinement–particularly by favoring closed-form over open-ended questions–most pilot testers were able to complete it in about 5 minutes.

A major cause of survey fatigue is the perception that responses will not lead to meaningful action. To mitigate this, special care was taken to clearly communicate the purpose of the survey, how responses will inform community planning, and the town's sincere interest in resident input (Harrison et al., 2021; Supporting Communities, n.d.). These strategies align with CBPR principles, which emphasize mutual trust, accountability, and actionability, as well as ethical research practices such as informed consent, transparency, and equitable knowledge-sharing (Balazs & Morello-Frosch, 2013; Collins et al., 2018; Engage for Equity, 2018).

The introduction outlines the survey's goal, estimated completion time, and how respondents' data will be collected and used–core elements of ethical, accessible design (Harrison et al., 2021; Mapita Oy, 2022; Supporting Communities, n.d.). Creating a dedicated email address for feedback or questions further reinforces the town's commitment to responsiveness and two-way engagement (Harrison et al., 2021).

The survey opens with easy demographic questions to help respondents feel comfortable before progressing into more reflective, topic-relevant content (Harrison et al., 2021; Mapita Oy, 2022; Supporting Communities, n.d.). The first question was adapted to ask residents which

ward they live in, accompanied by a color-coded ward map and street list. This helps validate residency while supporting anonymity and ensuring immediate clarity for participants–especially important for households overlapping with neighboring ZIP codes. This ordering supports cognitive ease and improves completion rates by reducing early dropout (Harrison et al., 2021; Mapita Oy, 2022). A combination of multiple-choice and short-answer questions allows for the collection of both quantitative and qualitative data (Harrison et al., 2021). In places where richer input was necessary, short-answer fields followed relevant closed-form questions to provide context and inspire more thoughtful responses. This design supports the inclusion of community knowledge in a structured and digestible format–an essential aspect of equitable and inclusive engagement (Balazs & Morello-Frosch, 2013; Collins et al., 2018; Harrison et al., 2021). However, open-response fields were used sparingly. They can increase survey fatigue and response burden, and their qualitative data requires manual analysis, which is more time-consuming and difficult to automate (Mapita Oy, 2022). To maintain a balance between actionable feedback and ease of response, such fields were only included where essential.

Together, these design choices helped ensure that the survey was accessible, engaging, and capable of capturing meaningful insights from residents while minimizing response burden.

Key Questions

The following questions form the backbone of the survey. They were chosen not only for their alignment with our objectives, but also for their ability to yield data that the Town Council can translate into policy, outreach, and community building strategies.

How interested are you in being more involved in your community? / ¿Qué tanto interés tiene en participar más en su comunidad? 1-5 (No interest at all / Ningún interés, Very interested / Muy interesado(a))

This Likert-scale question quantifies baseline interest in civic participation, allowing the town to prioritize outreach and tailor programs to differing levels of engagement readiness. Likert formats are especially effective for measuring attitudes in a standardized, easily analyzable way (Harrison et al., 2021; Mapita Oy, 2022).

Which areas of community life would you be most interested in helping to improve? *(Check all that apply)* / **¿En qué áreas de la vida comunitaria estaría más interesado(a) en ayudar a mejorar?** *(Marque todas las que correspondan)*
- ☐ Communications/outreach / Comunicación y divulgación,
- ☐ Education / Educación
- ☐ Environment / Medio ambiente
- ☐ Housing / Vivienda
- ☐ Local events / Eventos locales
- ☐ Parks and recreation / Parques y recreación
- ☐ Public safety / Seguridad pública
- ☐ Transportation / Transporte
- ☐ Youth programs / Programas para jóvenes
- ☐ Other / Otro: _____

This checkbox question supports actionable program development by directly linking resident priorities with potential task forces, committees, or initiatives. "Check all that apply" formats offer flexibility, reduce forced choices, and allow more accurate representation of public preferences (Harrison et al., 2021; Mapita Oy, 2022; Supporting Communities, n.d.).

What are the most pressing issues in Landover Hills that you think need more attention? / ¿Cuáles considera que son los problemas más importantes en Landover Hills que necesitan mayor atención?
_____

An open response is used here because it invites unprompted, resident-defined concerns. These responses offer deeper qualitative insights not necessarily bound by pre-existing categories and can highlight previously overlooked needs. This design reflects CBPR's emphasis on valuing lived experiences and community-defined priorities (Balazs & Morello-Frosch, 2013; Collins et al., 2018; Harrison et al., 2021).

How would you prefer to receive updates from the town about opportunities for community activities? *(Check all that apply)* **/ ¿Cómo preferiría recibir actualizaciones del municipio sobre oportunidades para participar en actividades comunitarias?** *(Marque todas las que correspondan)*
- ☐ Email / Correo electrónico
- ☐ In-person meetings / Reuniones presenciales
- ☐ Social media / Redes sociales
- ☐ Text / Mensajes de texto
- ☐ Town cable television channel (Verizon: 28; Xfinity: 71) / Canal de televisión por cable municipal (Verizon: 28; Xfinity: 71)
- ☐ Town website / Sitio web del municipio
- ☐ Other / Otro: _____

Effective engagement depends on meeting residents where they are. This question helps optimize communication channels and ensures inclusivity across age, language, and access preferences. It also aligns with community engagement best practices that stress accessibility and varied communication strategies (Harrison et al., 2021; Mapita Oy, 2022; Supporting Communities, n.d.).

Access, Ethics, and Distribution

To ensure equitable participation, the Landover Hills Community Engagement Survey was designed for both online and offline distribution. The survey will be shared digitally through the town's website, email lists, and social media, and physically through printed flyers, town events, newsletters, and the cable television channel (Verizon: 28; Xfinity: 71). These varied dissemination strategies accommodate residents across levels of internet access, aligning with community-engaged research best practices that prioritize inclusion and remove barriers to entry (Harrison et al., 2021; Supporting Communities, n.d.). To further reduce barriers, a ward map with corresponding street names was embedded directly into the first section of the survey to help residents determine their eligibility without leaving the form. This design choice reflects our commitment to clarity, retention, and participant trust, aligning with CBPR values of

transparency and inclusivity (Collins et al., 2018; Engage for Equity, 2018; Harrison et al., 2021; Mapita Oy, 2022).

Recognizing that 58% of Landover Hills residents identify as Hispanic or Latino, the survey was developed in both English and Spanish (United States Census Bureau, n.d.) This bilingual approach affirms the town's commitment to linguistic accessibility and cultural relevance. Spanish translations were reviewed by fluent Spanish-speaking collaborators to ensure clarity, inclusiveness, and readability. Throughout the survey, plain language was prioritized to meet an approximate 8th-grade reading level and avoid official jargon, making the questionnaire accessible to a broader audience (Mapita Oy, 2022).

All survey participation is voluntary and anonymous. Respondents are informed in the survey introduction that no identifying information is collected, and that all questions are optional. Completion of the survey is treated as implied consent, a standard practice in anonymous, low-risk community engagement surveys (Harrison et al., 2021; Supporting Communities, n.d.). These ethical practices align with CBPR principles of transparency, informed consent, and equitable data stewardship (Collins et al., 2018; Engage for Equity, 2018).

Conclusion

The Landover Hills Community Engagement Survey was designed to meaningfully center resident perspectives through an approach rooted in accessibility, ethical data practices, and Community-Based Participatory Research (CBPR) principles. By offering bilingual access, prioritizing inclusive formats, and distributing the survey across both digital and physical channels, the design supports broad community participation regardless of language or internet access. Transparent consent processes, plain language, and flexible response formats reflect a

deep commitment to empowering residents as equal partners in shaping their community, rather than merely survey respondents. The resulting data will inform town council decisions while building a foundation for sustained engagement, trust, and collaboration.
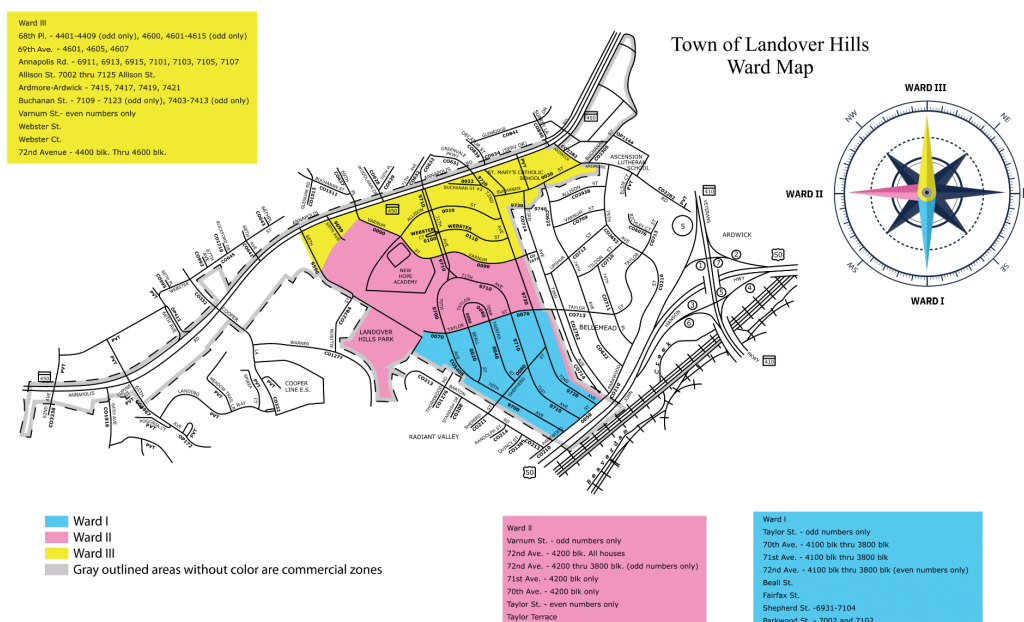
Appendices

Appendix A: Full Survey (English)

Landover Hills Community Engagement Survey

In collaboration with the Town of Landover Hills, this survey has been created by students from the University of Maryland's College of Information (iSchool) to understand how residents would like to engage more with their local community. The goal of this survey is to identify key areas of interest for community involvement, understand the most pressing local issues, and gather feedback on preferred ways to participate in town initiatives.

Your input will help inform strategies to strengthen community participation and guide future programs, committees, and events in Landover Hills. We estimate this survey will take approximately 5-10 minutes to complete. Participation is completely voluntary, and responses are recorded anonymously. Providing any identifying information is optional.

Thank you for your time and valuable feedback! If you have any questions or comments, please contact us at: lhces@gmail.com

Town of Landover Hills
Ward Map

Ward III
68th Pl. - 4401-4409 (odd only), 4600, 4601-4615 (odd only)
69th Ave. - 4601, 4605, 4607
Annapolis Rd. - 6911, 6913, 6915, 7101, 7103, 7105, 7107
Allison St. 7002 thru 7125 Allison St.
Ardmore-Ardwick - 7415, 7417, 7419, 7421
Buchanan St. - 7109 - 7123 (odd only), 7403-7413 (odd only)
Varnum St.- even numbers only
Webster St.
Webster Ct.
72nd Avenue - 4400 blk. Thru 4600 blk.

Ward I
Ward II
Ward III
Gray outlined areas without color are commercial zones

Ward II
Varnum St. - odd numbers only
72nd Ave. - 4200 blk, All houses
72nd Ave. - 4200 thru 3800 blk. (odd numbers only)
71st Ave. - 4200 blk only
70th Ave. - 4200 blk only
Taylor St. - even numbers only
Taylor Terrace

Ward I
Taylor St. - odd numbers only
70th Ave. - 4100 blk thru 3800 blk
71st Ave. - 4100 blk thru 3800 blk
72nd Ave. - 4100 blk thru 3800 blk (even numbers only)
Beall St.
Fairfax St.
Shepherd St. -6931-7104
Parkwood St. - 7002 and 7102

Please refer to the Ward Map below to answer the first question.

What ward do you live in? 1, 2, 3

How old are you? Under 18, 18-29, 30-44, 45-59, 60+

What is your gender? Male, Female, Other, Prefer not to answer

Have you participated in other town activities (e.g., night out/movie night, town hall meetings, cleanup events)? Yes, No

If yes, which activities have you participated in?

How interested are you in being more involved in your community? 1-5 (No interest at all, Very interested)

Which areas of community life would you be most interested in helping to improve? (Check all that apply) Communications/outreach, Education, Environment, Housing, Local events, Parks and recreation, Public safety, Transportation, Youth programs, Other

What are the most pressing issues in Landover Hills that you think need more attention?

How much time would you be willing to commit to community activities per month? None, 1-2 hours, 3-5 hours, 6+ hours

How would you prefer to receive updates from the town about opportunities for community activities? (Check all that apply) Email, In-person meetings, Social media, Text, Town cable television channel (Verizon: 28; Xfinity: 71), Town website, Other

Would you be interested in joining a committee or group focused on community engagement? Yes, No, Maybe

If you'd like to receive follow-up information, you may provide your contact information below.

Appendix B: Full Survey (Spanish)

La Encuesta De Participación Comunitaria Para Landover Hills

En colaboración con la ciudad de Landover Hills, esta encuesta fue creada por estudiantes de la Facultad de Información (iSchool) de la Universidad de Maryland para comprender cómo les gustaría a los residentes participar más con su comunidad local. El objetivo de esta encuesta es identificar las principales áreas de interés para la participación comunitaria, comprender los problemas locales más urgentes y recopilar opiniones sobre las formas preferidas de participar en las iniciativas del municipio.

Su participación ayudará a informar estrategias para fortalecer la participación comunitaria y guiar futuros programas, comités y eventos en Landover Hills. Estimamos que esta encuesta tomará aproximadamente de 5 a 10 minutos para completarse. La participación es completamente voluntaria y las respuestas se registran de forma anónima. Proporcionar cualquier información identificable es opcional.

¡Gracias por su tiempo y sus valiosos comentarios! Si tiene alguna pregunta o comentario, por favor contáctenos a: lhces@gmail.com
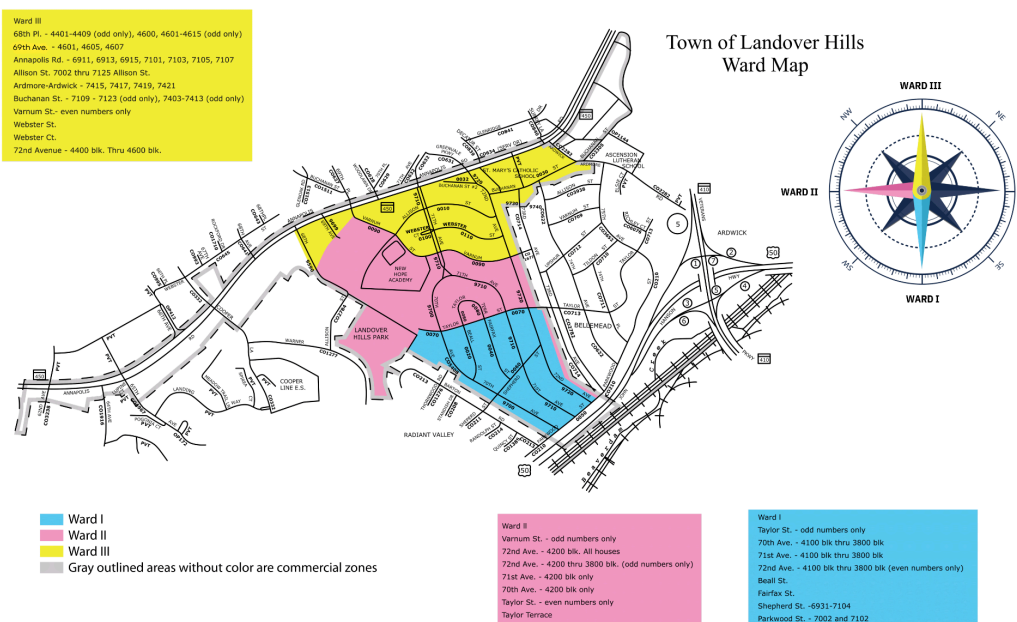
Por favor consulte el mapa de distritos a continuación para responder la primera pregunta.

¿En qué barrio vives? 1, 2, 3

¿Cuántos años tiene?, Menos de 18 años, 18-29, 30-44, 45-59, 60+

¿Cuál es su género? Masculino, Femenino, Otro, Prefiero no responder

¿Ha participado en otras actividades del municipio (por ejemplo: noche comunitaria/noche de cine, reuniones del ayuntamiento, eventos de limpieza)? Sí, No

Si es así, ¿en qué actividades ha participado?

¿Qué tanto interés tiene en participar más en su comunidad? 1-5 (Ningún interés, Muy interesado(a))

¿En qué áreas de la vida comunitaria estaría más interesado(a) en ayudar a mejorar? (Marque todas las que correspondan) Comunicación y divulgación, Educación, Medio ambiente, Vivienda, Eventos locales, Parques y recreación, Seguridad pública, Transporte, Programas para jóvenes, Otro

¿Cuáles considera que son los problemas más importantes en Landover Hills que necesitan mayor atención?

¿Cuánto tiempo estaría dispuesto(a) a dedicar a actividades comunitarias por mes? Ninguno, 1-2 horas, 3-5 horas, 6 o más horas

¿Cómo preferiría recibir actualizaciones del municipio sobre oportunidades para participar en actividades comunitarias? (Marque todas las que correspondan) Correo electrónico, Reuniones presenciales, Redes sociales, Mensajes de texto, Canal de televisión por cable municipal (Verizon: 28; Xfinity: 71), Sitio web del municipio, Otro

¿Estaría interesado(a) en unirse a un comité o grupo enfocado en la participación comunitaria? Sí, No, Tal vez

Si desea recibir información de seguimiento, puede proporcionar su información de contacto a continuación.

Appendix C: Map of Area
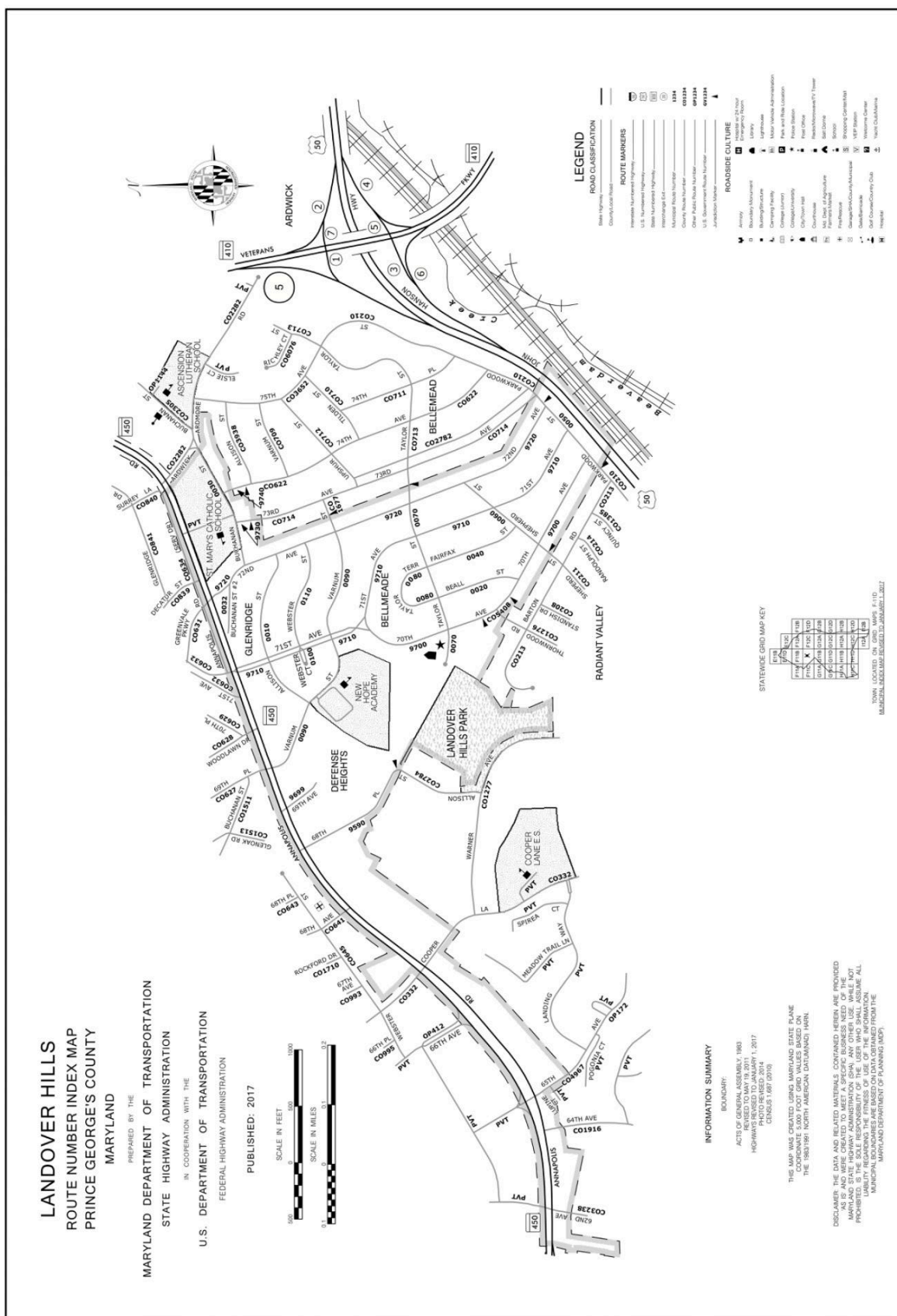
Appendix D: Sources

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