

## **Landover Hills Community Engagement Survey: Engagement Strategy Report**

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## **Introduction**

This report outlines recommended best practices for increasing and sustaining resident participation in community engagement efforts in the Town of Landover Hills. Grounded in principles of Community-Based Participatory Research (CBPR), these strategies are designed to emphasize shared ownership, equity, and the inclusion of historically underrepresented voices in decision-making (Balazs & Morello-Frosch, 2013; Harrison et al., 2021; Hebert & Gallion, 2016). The recommendations offered are meant to support not only short-term data collection like surveys, but broader, longer-term civic planning and community empowerment efforts.

## **Inclusive Engagement Practices**

### *Multilingual and Multimodal Communication*

One of the most effective ways to promote equity in engagement is to communicate in formats and languages that reflect the diversity of the community (Harrison et al., 2021; Oregon Department of Education, n.d.). In Landover Hills, where 58% of residents identify as Hispanic or Latino, all survey materials were offered in both English and Spanish and reviewed by fluent Spanish speakers for clarity, tone, and cultural relevance (U.S. Census Bureau, n.d.). Future town communications should continue this standard by extending multilingual support across all public-facing materials, including print, signage, emails, and presentations.

Multimodal engagement—balancing online and offline communication—is essential to ensuring that residents with varied access to technology and different communication preferences can still engage (Harrison et al., 2021; Nabatchi & Amsler, 2014; Oregon Department of Education, n.d.). Flyers, QR codes, website posts, cable television, in-person outreach, and

community events can all act as valuable touchpoints. Each medium should maintain a consistent message and provide clear instructions.

To maximize civic participation, meetings discussing important town topics—such as those involving community planning or major initiatives—should be open to all residents who are interested in attending. We recommend that the Town of Landover Hills offer the option for residents to join relevant Town Council meetings virtually via Zoom or livestream, and that these meetings be clearly advertised through the town’s digital channels and at public events. This ensures that working parents, residents with mobility limitations, and others can still stay informed and contribute meaningfully.

### **Strategies to Increase Participation**

#### *Follow-Up Communication*

Consistent, respectful follow-up messaging is one of the most effective tools for improving participation. Drawing from survey research by Nulty (2008), we suggest the town implement reminders at one, three, and five-week intervals for future outreach efforts. These reminders should restate the purpose of the initiative, include a progress update (e.g., “Thanks to the 20+ residents who have responded so far!”), and provide a clear call to action. To enhance trust and recognition, messages should be sent from a clearly identified sender—such as a ward-based town council member or department representative—which has been shown to increase responsiveness (Hebert & Gallion, 2016). For offline engagement, consider follow-up flyers, public announcements, and event-based reminders. See the Survey Distribution Plan for example messaging.

### *Respect for Time and Autonomy*

Residents are more likely to participate when they feel their time is respected and their data is treated ethically. The survey included a brief introduction stating the estimated completion time, the voluntary nature of the survey, and a clear statement that no identifying information was collected. This approach reflects CBPR-aligned norms for informed consent and can be replicated in future initiatives (Harrison et al., 2021).

## **Resident Empowerment and Shared Ownership**

### *Moving Toward Co-Creation*

While this initiative was not a fully participatory process, its foundation in CBPR values shaped its design. Future projects should continue moving beyond consultation toward co-creation. This might include inviting residents to help shape survey questions, define priority issues, or pilot new engagement tools. Shared ownership increases perceived relevance and encourages long-term involvement (Hebert & Gallion, 2016; Nabatchi & Amsler, 2014).

### *Ward-Level Analysis and Follow-Up*

The decision to collect ward-level responses also enables targeted follow-up. Town Council members could use disaggregated survey results to plan ward-specific initiatives, host localized engagement sessions, or follow up with materials tailored to their constituency. Publicizing these actions—especially when they are visibly tied to resident feedback—reinforces that input leads to real outcomes (Hebert & Gallion, 2016; Nabatchi & Amsler, 2014).

## **Conclusion**

Engagement cannot be sustained by outreach alone—it depends on relationships, responsiveness, and a demonstrated commitment to acting on resident input. This report offers a framework for inclusive, effective engagement that builds on the Community Engagement Survey and aligns with both best practices and community-driven research principles. By focusing on clarity, accessibility, respect, and actionable feedback loops, Landover Hills can continue to strengthen trust and participation across all wards.

## Appendices

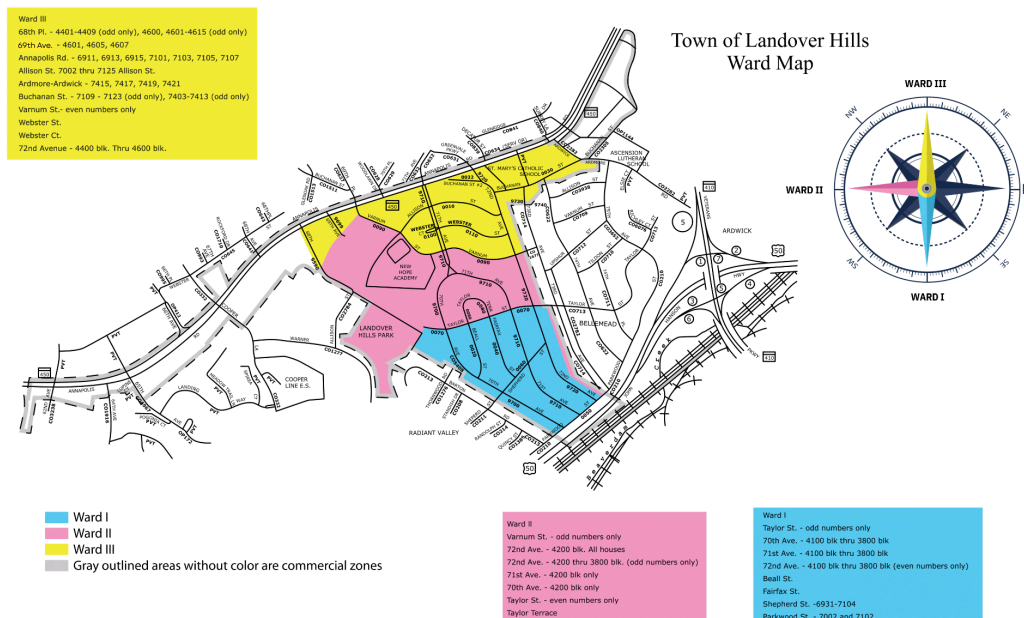
### *Appendix A: Full Survey (English)*

#### 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](mailto:lhces@gmail.com)



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.

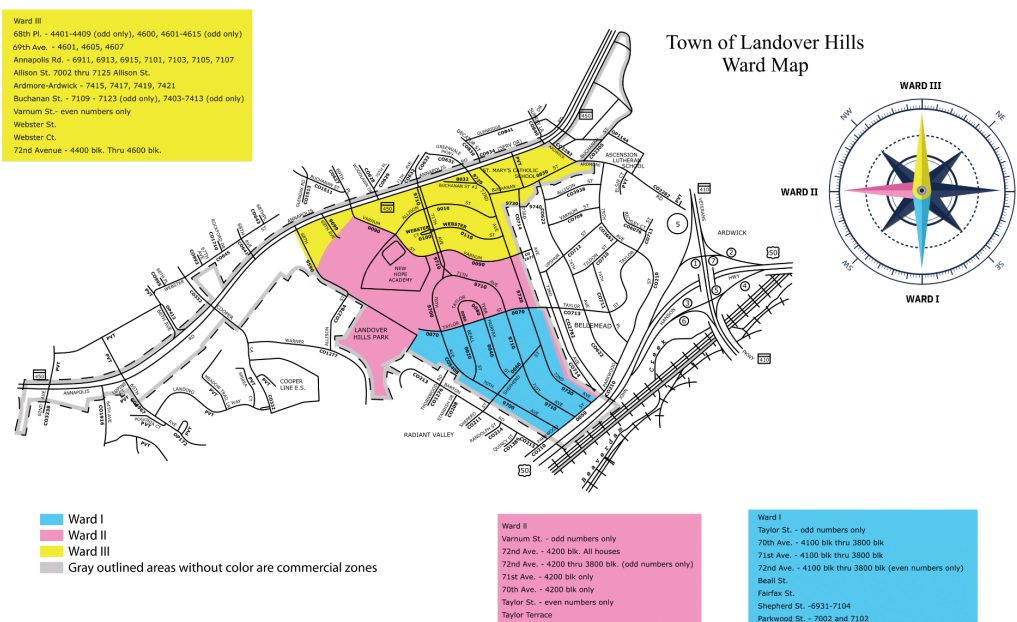
## Appendix B: Full Survey (Spanish)

### 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](mailto: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?

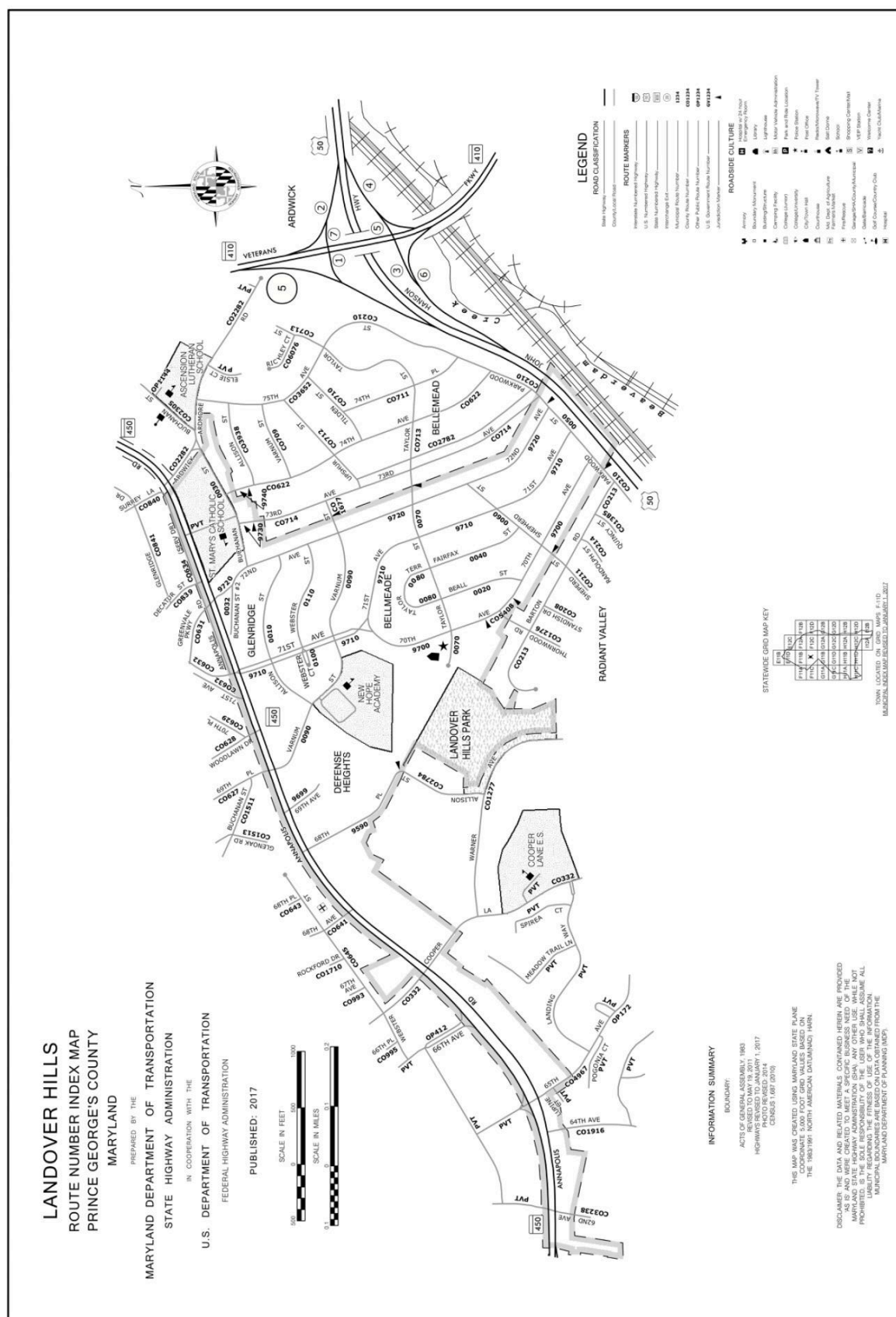
¿Cuánto tiempo estaría dispuesto(a) a dedicar a actividades comunitarias por mes? Ninguno, 1-2 horas, 3-5 horas, 6 o más horas

¿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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