**MOST Analysis of the Town of Landover Hills**

**Mission:** The Town of Landover Hills is committed to maintaining a quiet, safe, and suburban environment while ensuring accessibility to transportation, public safety, and community services. The town aims to foster a welcoming atmosphere with well-maintained infrastructure, local engagement, and sustainable growth. Landover Hills prioritizes fostering a sense of community among its diverse residents while striving to create an inclusive and equitable town where all individuals, regardless of background, can thrive. Through responsible governance, strategic planning, and community-driven initiatives, the town seeks to enhance the well-being of its citizens by providing high-quality services and opportunities for active participation in local affairs.

**Objectives:** Landover Hills strives to enhance the quality of life for its residents by improving and maintaining infrastructure, ensuring public safety through an effective local police department, promoting economic growth and local businesses, and encouraging community engagement through public forums, events, and digital resources.

**Strategies:** To meet its objectives, the town implements strategies focused on regular maintenance and upgrades of town infrastructure, strengthening community relations and engagement through accessible communication channels, supporting sustainable development to balance growth with environmental conservation, and enhancing public safety through proactive policing and community partnerships.

**Tactics:** To execute its strategies effectively, the town conducts frequent public meetings and outreach initiatives, leverages digital platforms to share information with residents, develops partnerships with regional agencies to enhance public services, and implements community-driven programs that address specific local concerns.

**Diversity, Equity, and Inclusion (DEI) Considerations:** While the town does not explicitly state DEI policies on its website, its demographic diversity indicates an inherent need for inclusive governance. As part of this project, it is essential to assess whether current policies equitably serve all racial, ethnic, linguistic, and socioeconomic groups, ensure public services such as law enforcement and community programs are accessible to all, and promote transparency and representation within town leadership and decision-making processes.

**Project Objective:**The goal of this project is to create a survey for the Town of Landover Hills to enhance community engagement. This survey will serve as a tool to gather insights from residents about their needs, concerns, and preferences regarding town initiatives, services, and overall community well-being. By collecting this data, the town can better understand its residents and make more informed decisions that align with the community's diverse perspectives and priorities. Additionally, the survey will help identify barriers when it comes to participation in the community. The survey will also determine the most effective communication methods that will maximize participation in Landover Hills along with improving outreach and engagement efforts. The findings from the survey are significant because it will shape future town initiatives and create a stronger relationship between residents and the local government. Overall, the project will aim to ensure that all community voices are represented in its decision-making process.

**Stakeholders and impact:**

| **Stakeholders** | **Impact** |
| --- | --- |
| Residents | Gain more opportunities to engage with the community. |
| Town officials | Gain insights (through data we collect) to shape more policies and create more community programs. |
| Community Organizations | Community organizations can use our survey data to support their local events and promote engagement. |
| Team members | Get hands-on research and other opportunities to experience the community. |

Considerations:

* Younger families with children may not be able to engage with the community due to their time constraints.
* Low-income or non-digital residents may not have access to the internet to complete an online survey.
* Ensuring that we follow DEI requirements by making surveys accessible, unbiased, and available in different languages/formats.

**Constraints and Limitations:**

| **Constraint** | **Impact** | **Mitigation** |
| --- | --- | --- |
| No budget | The lack of funding limits our outreach and promotion efforts. | We can utilize free services such as social media and the town website or other cheap distribution services such as newsletters. |
| Low Resident Engagement | Reduce survey participation and its reliability. | Use multiple and different outreach methods (events, physical mail, Facebook) and maybe provide some kind of incentive for participation. |
| Survey Fatigue | Residents may not want to take the survey if it is too long. | Find an optimal survey length that gathers enough information without driving away potential respondents to balance the quality and completion rate. |
| Limited Staff Availability | Town officials have other important priorities, which could delay any help/feedback. | Create a clear communication schedule with a reliable point of contact and plan ahead throughout each stage of the project. |

**Required Resources:**

| **Resource** | **Source** |
| --- | --- |
| Survey Distribution Platforms. | Google Forms, SurveyMonkey, printed newsletters, Facebook |
| Communication Channels | Town Website, social media (Facebook primarily), email lists, physical mailing. |
| Data on surveys (email lists, etc.) | Town records and Data from mayor Schomish or town officials. |
| Technical Support | University of Maryland staff and faculty workers. |

**Transition and Closeout Plan:**

As we transition from the final stages of the project into its conclusion, we intend to leave our client and stakeholders with a comprehensive understanding of our work and its implications, including our findings, methodology, and recommendations moving forward. The closeout for our project includes giving the final deliverables to our client, including our final report as well as presentation demo to show our findings and leaving the Town of Landover Hills with our educated suggestions for community engagement to be increased in the future. This involves scheduling the presentation and giving a complete demo with visualizations and a question/answer section to ensure understanding between our team and our audience. We will also provide a digital repository so that the town board can access all of the relevant information and files to our work. Additionally, we will provide documentation of our insights, analyses, and suggestions for the future as well as technical documentation from our work collecting and analyzing survey response data. Our goal is to ensure that our client has a strong sense of direction in guiding community engagement in a positive direction based on our suggestions and findings, for years to come. To help ensure the longevity of our work, we will provide our client with a long-term sustainability plan that will aid the implementation of our feedback and insights into the town’s future.