**Landover Hills - Community Engagement Strategy Survey: Requirements Document**

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**Executive Summary**

The purpose of this document is to outline the project requirements of the Landover Hills Community Engagement Strategy Survey, including its scope, expected deliverables, technical specifications, and potential risks. The goal of this project is to boost community engagement for the town of Landover Hills, Maryland, by developing and distributing a survey through the town’s newsletter for residents to respond to, aimed at assessing residents’ needs, gathering feedback on local issues and informing decision-making processes. Key considerations include ways to structure questions to maximize participation, and address potential barriers to engagement.

**Project Definition**

The town of Landover Hills aims to enhance its community engagement through strategic outreach and data gathering. The project aims to create transparency, improve participation in local governance, and support community concerns. The project will involve designing and implementing a community engagement survey to assess resident interests, priorities, and preferred methods of engagement. Previous survey attempts will be analyzed. These attempts were distributed through Facebook and the town webpage in addition to the newsletter, reaching approximately 510 households.

**Expected Deliverables**

1. Survey Design Document – A detailed plan outlining survey objectives, key questions, and methodology.
2. Draft Survey – A first draft of the survey, intended on gathering meaningful insights on community engagement preferences. This could be given out at a Town Hall meeting, or given to other students on campus for example feedback.
3. Final Presentation & Survey – A report and presentation summarizing survey content, distribution recommendations, and proposed strategies for ongoing community involvement.

**Technical Requirements**

The main technical requirements for this project include the designing and distributing of the survey itself, both in digital and physical formats, as well as data collection, analysis, and subsequent reports and presentations to the town officials and stakeholders. The survey design will involve the use of tools like Google Forms, while distribution and community outreach will take place largely through email and social media platforms like Facebook. We will use Excel and Python to assess data and gather insights from survey responses. Our final report and presentation will include data visualizations to emphasize key findings.

**Risks and Mitigation Strategies**

The forefront barrier impacting previous survey attempts has been the lack of survey engagement. With physical formats it’s hard to know if newsletters are being open and seen, but with virtual formats through Facebook and the Landover Hills town webpage the survey will be largely seen and ignored. To mitigate this, one technique we will employ is to use a shorter survey form to ensure customer retention, including a variety of answer types including Rank on a Scale (0-10 & N/A) and Short Answer responses for those inclined to elaborate on their choices. Another technique is to suggest answers in our questionnaire, particularly in the short answer sections, helping stuck survey respondents out by including items such as “the Landover Hills website should have their Hours of Operation more prominently displayed on their website”. An introduction showing prospective respondents the value and purpose of the survey, and conclusion thanking them for their participation, will bolster confidence that the survey will engage with their needs and effectively inform the Landover Hills government of the community’s desires.

**Conclusion**

This project provides us with an important opportunity to strengthen community engagement in the town of Landover Hills. By creating a well-designed survey, the town will be able to gain valuable insight into residents’ needs and priorities, which will create a more inclusive and effective governance. The collaboration between the University of Maryland and town officials will make sure that the project is executed efficiently and delivers what is needed. Through our efforts with strategic outreach, we will empower the town's residents to play a more active role in their community. We look forward to implementing this project and working with town leaders to achieve these goals.