



Public Information Department

Gathering Citizen Input

July 19, 2016

Dedicated Service – Every Day, For Everyone!



Citizen Surveys

- Citizen surveys are conducted to measure public perception of city services and quality of life and/or to gauge opinion of particular issues. They collect a random sample of responses to gain a more accurate and representative opinion from the entire community.



Survey Methods

- **Telephone**
 - Timeline: 4 to 6 months
 - Limited participation
 - Somewhat flexible in content
 - Most representative sample historically*
 - Outsourced
 - Minimum \$12,000 expense
- **By mail**
 - Timeline: 4 to 6 months
 - Moderate participation
 - Flexible in content
 - Representative sample
 - Outsourced
 - \$10,000 to \$20,000 expense
- **Online**
 - Timeline: 3 months
 - Most participation, most convenient
 - Most flexible in content
 - Less representative sample
 - In-house
 - Limited expense
- **In person**
 - Timeline: dependent on focus
 - Limited participation
 - Typically event/location specific
 - Least representative sample
 - In-house
 - Limited expense

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Killeen Survey History

- Citizen surveys were conducted in 1994, 1997, 2000, 2002, 2005, 2007 and 2009
 - Telephone Surveys
 - \$12,000
 - 400 responses; analyzed by district
 - 4 to 6 month timeline
 - Standard and topical questions

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Killeen Survey Options

- Hire an outside vendor to conduct a telephone or mail survey
- Create an online survey in-house
- Partner with TAMU-CT to conduct survey as part of Vision 2030 2.0

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