

2025 City of Killeen Community Survey Findings Report

Presented to the City of
Killeen, TX

August 2025

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Purpose

ETC Institute administered a community survey for the City of Killeen in July 2025. The survey was conducted as part of the City's effort to gather resident opinion and feedback on programs and services. The results of the survey will be used to help the City improve existing programs and determine future needs of residents.

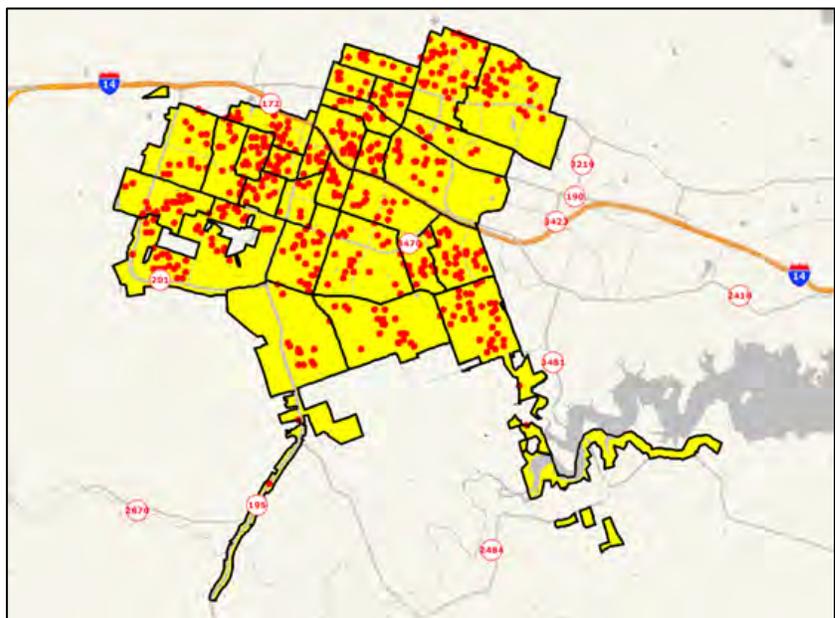
Methodology

A six-page survey was mailed to a random sample of households throughout the City of Killeen. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet. After the surveys were mailed, ETC Institute followed up with residents to encourage participation.

To prevent people who were not residents of Killeen from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 500 completed surveys. This goal was met, with a total of 545 households responding to the survey. The results for the random sample of 545 households have a 95% level of confidence with a precision of at least $\pm 4.2\%$.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of survey respondents based on the locations of their homes.



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Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that show how the results for Killeen compare to results in other communities in the state of Texas and across the U.S. (Section 2)
- Importance-Satisfaction Analysis showing priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Overall Quality of Life in Killeen

Thirty-three percent (33%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with their overall quality of life in Killeen; 28% were “neutral,” 30% were “dissatisfied,” and 10% were “very dissatisfied” with their overall quality of life in Killeen.

Satisfaction With Major Categories of City Services

The categories City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: ambulance services (80%), fire services (77%), trash collection (73%), water service (65%), sewer service (63%), library services (63%), and brush collection (62%).

Based on the sum of their top five choices, the City services that respondents indicated should receive the most emphasis from City leaders are: 1) street maintenance, 2) police services, 3) code enforcement, 4) City parks, and 5) animal control.

Value of City Services

Forty-five percent (45%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of customer service from City employees; 41% were satisfied with the quality of services provided by the City, and 19% were satisfied with the value they received for their tax dollars and fees.

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Satisfaction with Various Work the City Has Done

Thirty-five percent (35%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the work the City has done in providing adequate community events. Other work the City has done that residents were satisfied with include: keeping residents informed about City business (30%), providing a safe community (29%), working with surrounding cities (27%), and working with the Killeen ISD (27%).

Based on the sum of their top three choices, the items that respondents indicated should receive the most emphasis from City leaders are: 1) providing a safe community, 2) planning the future needs of residents, and 3) keeping residents informed about City business.

Concern With Neighborhood Issues

Ninety-two percent (92%) of the residents surveyed, *who had an opinion*, indicated the condition of streets was a “major concern” or “minor concern” in their neighborhood. Other issues that were major or minor concerns to residents were: condition of major streets leading into their neighborhood (88%), street lighting (86%), and trash and litter (85%).

Customer Service

Fifty-three percent (53%) of the residents surveyed, *who had an opinion*, indicated they had contact with a City employee during the past year. When those who had contact with an employee were asked about their satisfaction with various aspects of customer service, 66% *who had an opinion* were “very satisfied” or “satisfied” with being directed to the correct department; 62% were satisfied with the courtesy of the person answering the telephone; 58% were satisfied with being asked adequate questions to determine the nature of the problem, and 56% were satisfied with the way the primary employee they worked with represented the City in a positive manner.

Public Safety

Eighty-five percent (85%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the professionalism of the Fire Department. Other aspects of public safety that residents were satisfied with include: customer service provided by the Fire Department (80%), Fire Department speed of response to emergency calls (80%), care given to residents and their property by the Fire Department (74%), and Police Department professionalism (63%).

Based on the sum of their top three choices, the public safety services that respondents indicated should receive the most emphasis from City leaders are: 1) crime prevention, 2) Police Department speed of response to emergency calls, and 3) community policing efforts.

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Parks and Recreation

Fifty-one percent (51%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City parks. Other aspects of parks and recreation that residents were satisfied with include: having parks conveniently located for people in all areas (50%), overall quality of City athletic fields (45%), and number of athletic fields in the City (44%).

Based on the sum of their top three choices, the parks and recreation services that respondents indicated should receive the most emphasis from City leaders are: 1) overall safety of City parks, 2) overall quality of City parks, and 3) having parks conveniently located for people in all areas.

Killeen Regional Airport

Forty-four percent (44%) of the residents surveyed indicated they had visited or utilized the Killeen Regional Airport in the past 12 months. Of those, 35% visited the airport and 65% took a flight. Of the 44% who visited or utilized the airport in the past 12 months, 94% rated the ease of finding the airport (signage) as “excellent” or “good;” 89% rated the convenience of parking as “excellent” or “good,” and 82% rated the overall impression of the airport as “excellent” or “good.”

Of the 65% of respondents who took a flight from Killeen Regional Airport in the past 12 months, 86% *who had an opinion* rated the convenience of checking into their flight(s) as “excellent” or “good;” 87% rated the convenience of boarding their flight(s) as “excellent” or “good,” and 32% rated the food and beverage services offered at the airport as “excellent” or “good.”

Code Enforcement

Twenty-one percent (21%) of the residents surveyed, *who had an opinion*, indicated enforcement of vehicles for sale on parking lots and corners was “very effective” or “effective.” Other aspects of code enforcement that respondents indicated were “very effective” or “effective” include: high grass and weeds (20%) and property cleanliness (19%).

Based on the sum of their top three choices, the code enforcement services that respondents indicated should receive the most emphasis from City leaders are: 1) high grass and weeds, 2) property cleanliness, and 3) illegal dumping.

Other Findings

- Sixty-nine percent (69%) of respondents indicated they had visited or used a City park in the past 12 months; 49% had visited or used the Civic & Conference Center, 46% had attended a City-sponsored event, like the parade, and 40% had visited or used the Lions Club Park Senior Center in the past 12 months. *Multiple selections could be made for this question.*

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- Forty-one percent (41%) of respondents, *who had an opinion*, indicated they had visited or used the Family Recreation Center at Lions Club Park in the past 12 months. Of those, 88% *who had an opinion* rated the overall quality of the facility as “excellent” or “good” and 78% rated the helpfulness of the staff as “excellent” or “good.”
- Residents were asked if they would like to see more, keep the same, or see fewer of various types of development in Killeen. The types of development that respondents, *who had an opinion*, indicated they would like to see more of include: entertainment venues (72%), major supermarkets (69%), manufacturing and warehouses (56%), full-menu restaurants (55%), and retail stores (49%). The types of development that respondents, *who had an opinion*, indicated they would like to see fewer of include: apartments (39%), other multi-family dwellings (38%), and fast food restaurants (36%).
- Sixty-three percent (63%) of respondents, *who had an opinion*, indicated they are “very supportive” or “supportive” of increasing property taxes to fund additional public safety personnel; 53% were supportive of funding street improvements, and 48% were supportive of increasing property taxes to fund recreational facilities/programs.
- Residents were asked to indicate their level of support for potential improvements to Downtown Killeen. The improvements that received the most support, based on the combined ratings of “very supportive” and “supportive,” were: improved street lighting (84%), increased police patrols Downtown (67%), construction of art or museum facilities, including a children’s museum (65%), landscaping on public streets, including benches, planters, trees, and other greenery (65%), and providing for pedestrian only areas (64%).
- Sixty-five percent (65%) of residents indicated they utilize City social media (Facebook/Instagram) to gather information about City business and events. Other sources resident utilize include: City website (52%), water bill inserts (43%), and newspaper/TV news media (39%). When asked about online resources used to gather information in the last year, the top responses were: calendar of events (71%), online utility bill payments (55%), and the Parks and Recreation page (44%). *Multiple selections could be made for these questions.*
- Eighteen percent (18%) of residents, *who had an opinion*, feel that as a community, Killeen has improved in the last year; 39% feel it has stayed the same, and 43% feel Killeen as a community has gotten worse in the last year.

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How the City of Killeen Compares to Other Communities Nationally

Satisfaction levels for the City of Killeen rated higher than the U.S. average in 9 of the 24 areas that were assessed. Listed below are the comparisons between Killeen and the U.S. average:

Service	Killeen	U.S.	Difference	Category
Trash collection	73.2%	55.1%	18.1%	Major Categories of City Services
Water service	65.0%	51.9%	13.1%	Major Categories of City Services
Sewer service	63.3%	52.8%	10.5%	Major Categories of City Services
Ambulance services	79.5%	70.5%	9.0%	Major Categories of City Services
Brush collection	61.8%	53.8%	8.0%	Major Categories of City Services
Fire Dept. speed of response to emergency calls	79.5%	71.7%	7.8%	Public Safety
Quality of customer service from City employees	44.9%	39.4%	5.5%	Value of City Services
Police services	54.5%	53.0%	1.5%	Major Categories of City Services
Fire services	77.4%	76.2%	1.2%	Major Categories of City Services
Library services	62.8%	63.9%	-1.1%	Major Categories of City Services
Police Dept. speed of response to emergency calls	49.0%	56.1%	-7.1%	Public Safety
Quality of services provided by the City	40.6%	49.0%	-8.4%	Value of City Services
Traffic enforcement	38.6%	49.6%	-11.0%	Public Safety
Value received for tax dollars and fees	19.1%	32.9%	-13.8%	Value of City Services
Keeping residents informed about City business	29.5%	43.3%	-13.8%	Work the City Has Done
Animal control	33.4%	48.6%	-15.2%	Major Categories of City Services
Providing an adequate forum for public input	18.2%	33.9%	-15.7%	Work the City Has Done
Code enforcement	20.1%	40.1%	-20.0%	Major Categories of City Services
Recycling	34.2%	55.6%	-21.4%	Major Categories of City Services
Crime prevention	26.3%	48.6%	-22.3%	Public Safety
Street maintenance	15.6%	40.5%	-24.9%	Major Categories of City Services
Property cleanliness	19.3%	45.1%	-25.8%	Code Enforcement
High grass and weeds	19.6%	46.1%	-26.5%	Code Enforcement
Providing a safe community	29.0%	66.0%	-37.0%	Work the City Has Done

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How the City of Killeen Compares to Other Communities in Texas

Satisfaction levels for the City of Killeen rated higher than the Texas regional average in 10 of the 24 areas that were assessed. Listed below are the comparisons between the City of Killeen and the Texas regional average:

Service	Killeen	Texas	Difference	Category
Trash collection	73.2%	46.2%	27.0%	Major Categories of City Services
Water service	65.0%	45.2%	19.8%	Major Categories of City Services
Ambulance services	79.5%	61.1%	18.4%	Major Categories of City Services
Sewer service	63.3%	46.4%	16.9%	Major Categories of City Services
Quality of customer service from City employees	44.9%	29.9%	15.0%	Value of City Services
Fire Dept. speed of response to emergency calls	79.5%	64.6%	14.9%	Public Safety
Fire services	77.4%	64.1%	13.3%	Major Categories of City Services
Library services	62.8%	51.3%	11.5%	Major Categories of City Services
Police services	54.5%	44.1%	10.4%	Major Categories of City Services
Brush collection	61.8%	54.8%	7.0%	Major Categories of City Services
Police Dept. speed of response to emergency calls	49.0%	49.6%	-0.6%	Public Safety
Traffic enforcement	38.6%	44.9%	-6.3%	Public Safety
Quality of services provided by the City	40.6%	50.3%	-9.7%	Value of City Services
Street maintenance	15.6%	25.3%	-9.7%	Major Categories of City Services
Value received for tax dollars and fees	19.1%	30.4%	-11.3%	Value of City Services
Code enforcement	20.1%	36.0%	-15.9%	Major Categories of City Services
Animal control	33.4%	50.0%	-16.6%	Major Categories of City Services
Crime prevention	26.3%	44.4%	-18.1%	Public Safety
Keeping residents informed about City business	29.5%	49.5%	-20.0%	Work the City Has Done
Providing an adequate forum for public input	18.2%	40.8%	-22.6%	Work the City Has Done
Recycling	34.2%	59.7%	-25.5%	Major Categories of City Services
Providing a safe community	29.0%	58.3%	-29.3%	Work the City Has Done
Property cleanliness	19.3%	51.7%	-32.4%	Code Enforcement
High grass and weeds	19.6%	52.7%	-33.1%	Code Enforcement

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Investment Priorities

Recommended Priorities. In order to help the City of Killeen identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each service and the level of satisfaction with that service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with overall City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the overall City services that are recommended as the top priorities for investment in order to raise the City's overall satisfaction rating are listed below:

- Street maintenance (I-S Rating = 0.6262)
- Code enforcement (I-S Rating = 0.2892)
- Police services (I-S Rating = 0.2311)
- Animal control (I-S Rating = 0.2051)

The table on the following page shows the Importance-Satisfaction rating for all 20 categories of City services that were rated.

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Importance-Satisfaction Rating

City of Killeen, TX

Major Categories of City Services

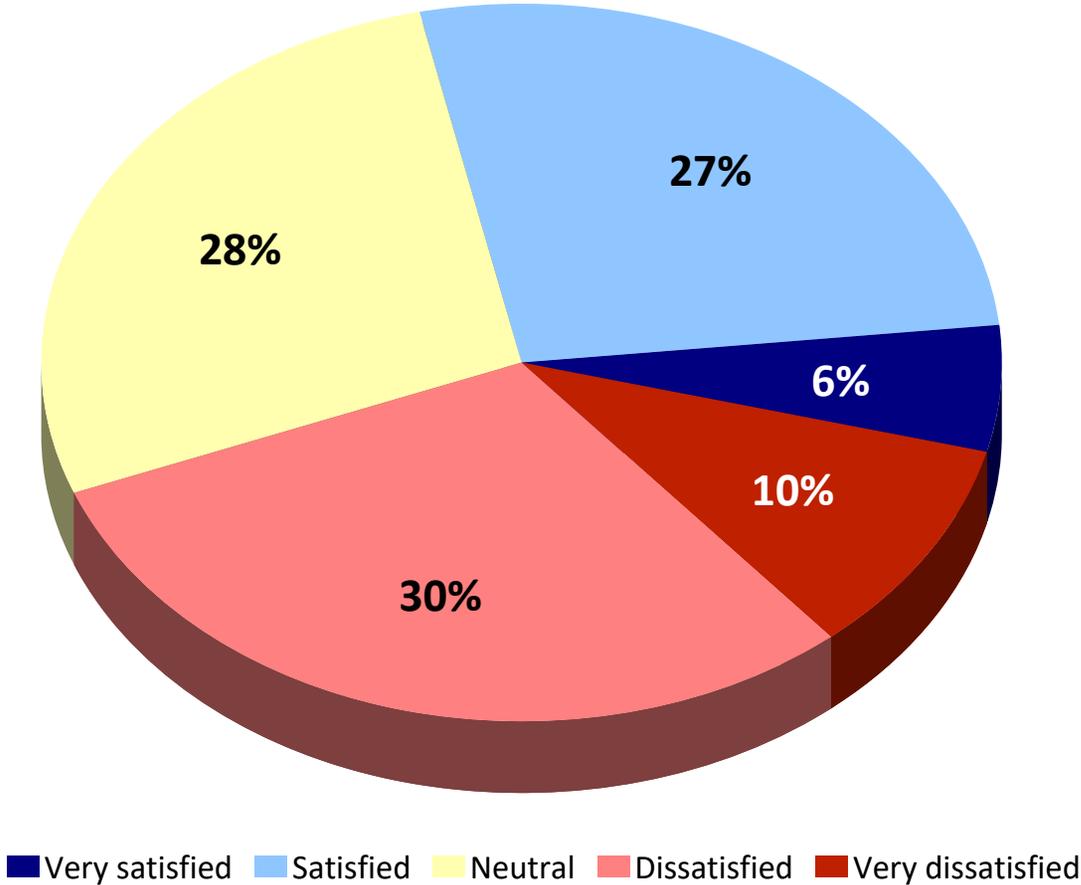
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Street maintenance	74%	1	16%	20	0.6262	1
Code enforcement	36%	3	20%	19	0.2892	2
Police services	51%	2	55%	9	0.2311	3
Animal control	31%	5	33%	15	0.2051	4
High Priority (IS .10-.20)						
City youth programs	27%	6	27%	18	0.1972	5
Recycling	25%	7	34%	13	0.1619	6
City parks	31%	4	49%	11	0.1585	7
Recreational programming	22%	8	29%	17	0.1581	8
Ambulance services	14%	12	80%	1	0.1509	9
Medium Priority (IS < .10)						
Water service	20%	9	65%	4	0.0693	10
Resident volunteer programs	8%	16	34%	14	0.0498	11
Airports	9%	15	55%	8	0.0410	12
Trash collection	15%	11	73%	3	0.0394	13
Fire services	17%	10	77%	2	0.0384	14
Brush collection	10%	13	62%	7	0.0371	15
Sewer service	9%	14	63%	5	0.0345	16
Municipal court	5%	18	37%	12	0.0301	17
Library services	7%	17	63%	6	0.0246	18
Utility collections	5%	19	53%	10	0.0217	19
Municipal golf course	2%	20	32%	16	0.0136	20



Charts and Graphs

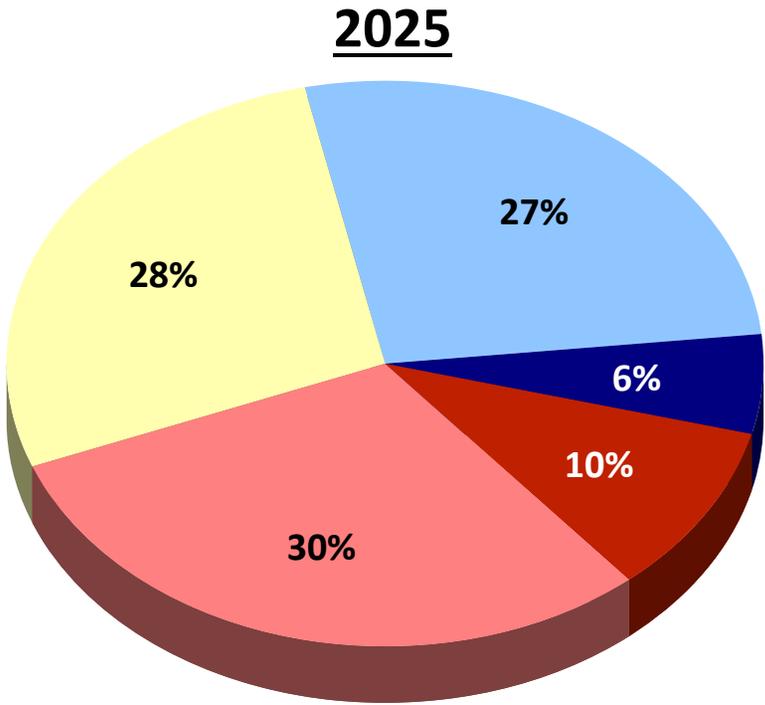
Q1. Satisfaction with Overall Quality of Life in the City of Killeen

by percentage of respondents (excluding “not provided”)

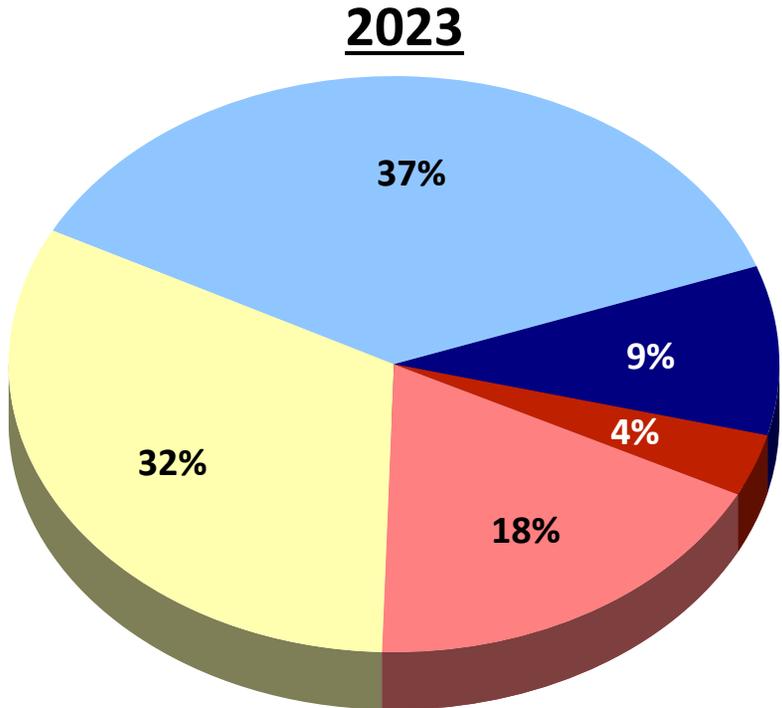


TRENDS: Satisfaction with Overall Quality of Life in the City of Killeen - 2023 vs. 2025

by percentage of respondents (excluding "not provided")



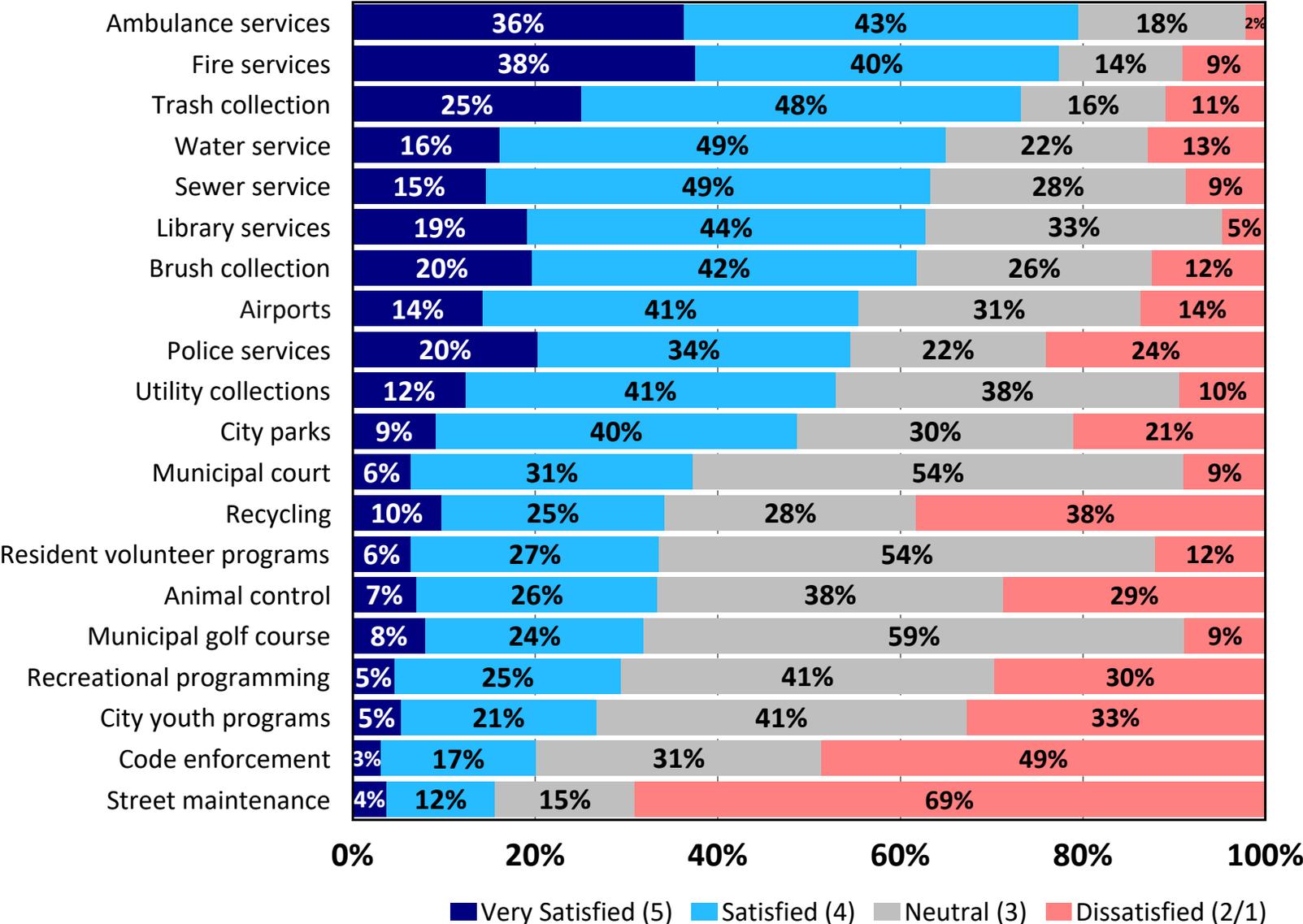
Very satisfied Satisfied Neutral
Dissatisfied Very dissatisfied



Very satisfied Satisfied Neutral
Dissatisfied Very dissatisfied

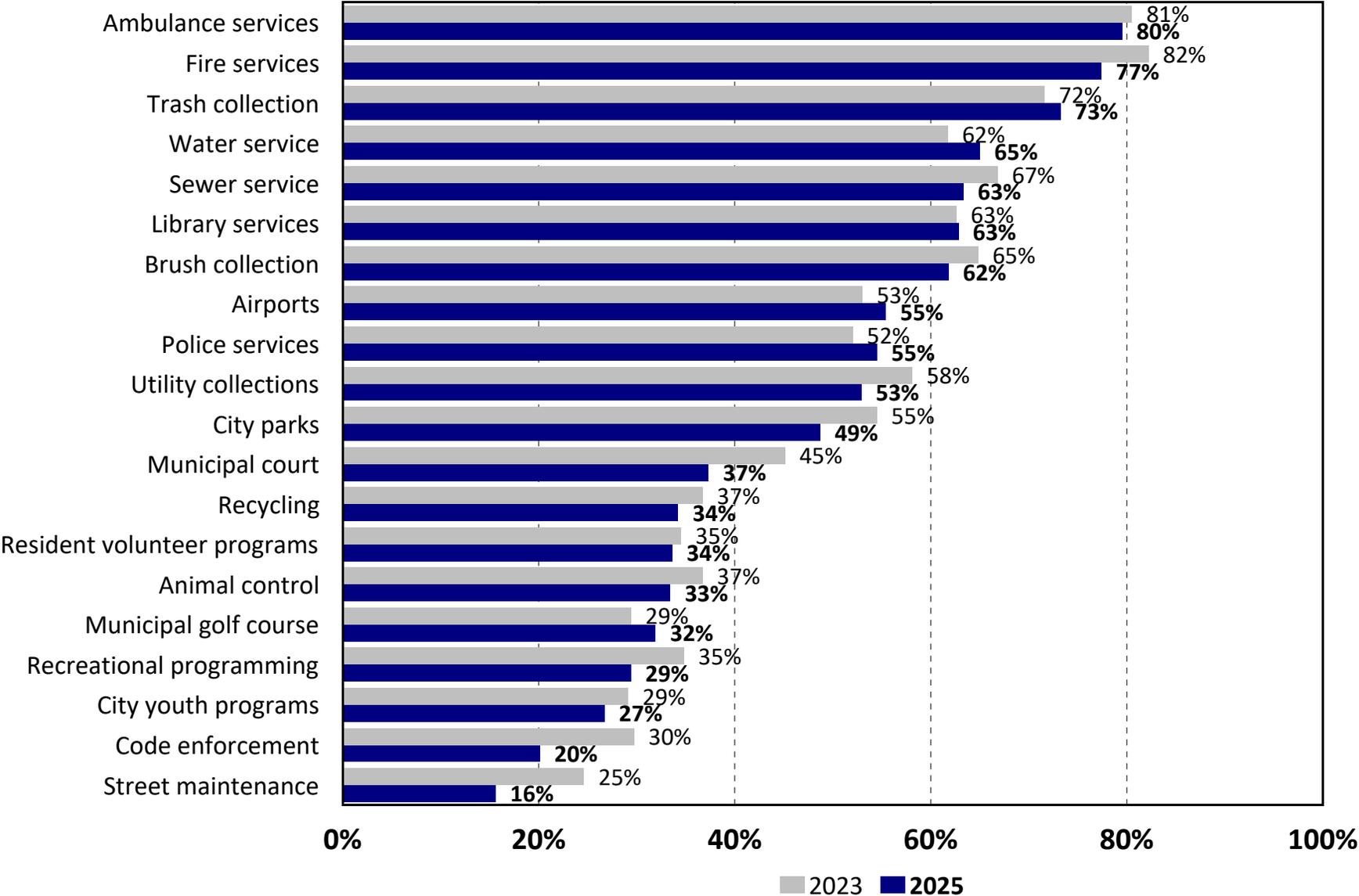
Q2. Satisfaction with Major Categories of City Services

by percentage of respondents (excluding "don't know")



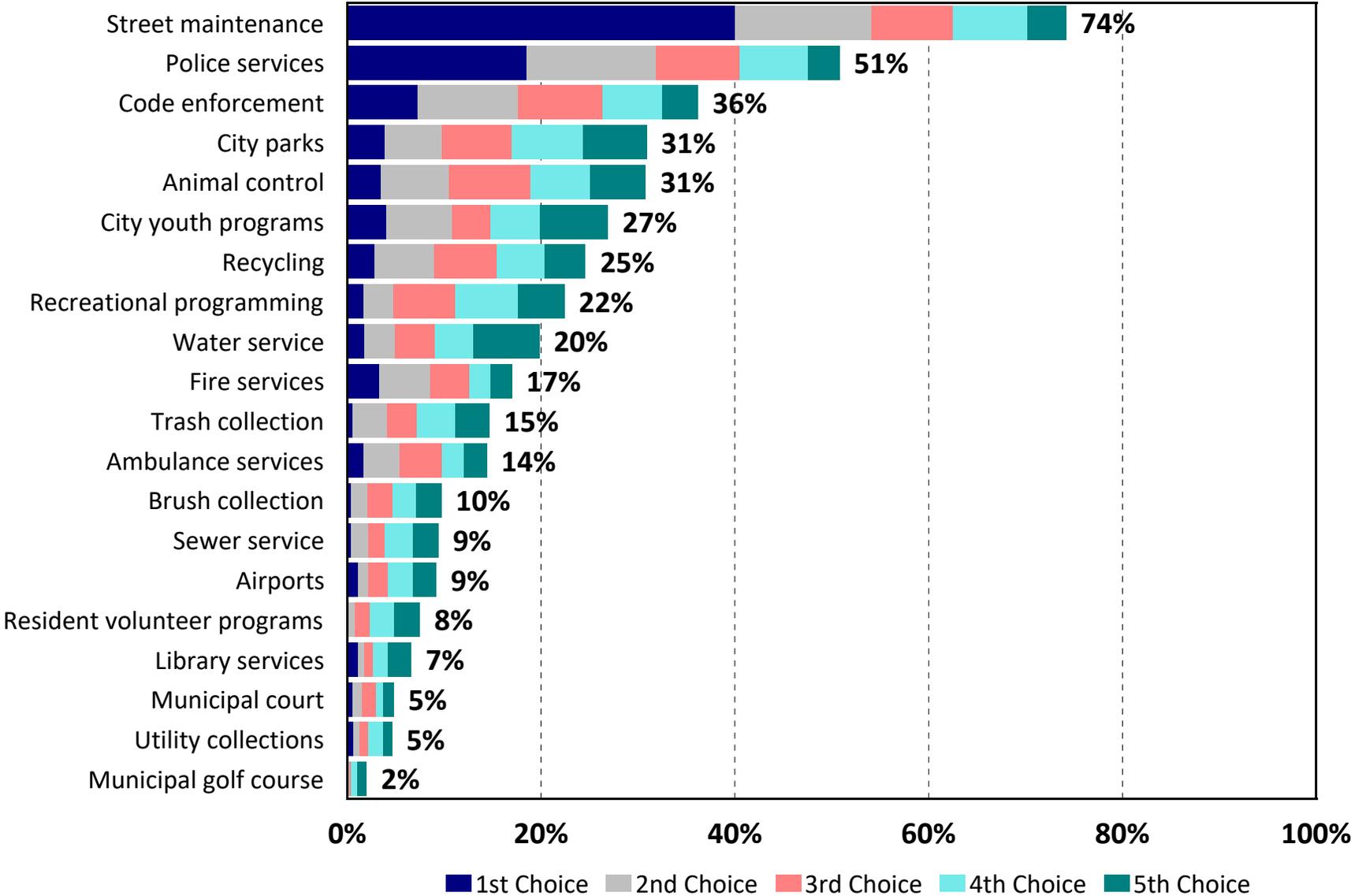
TRENDS: Satisfaction with Major Categories of City Services 2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



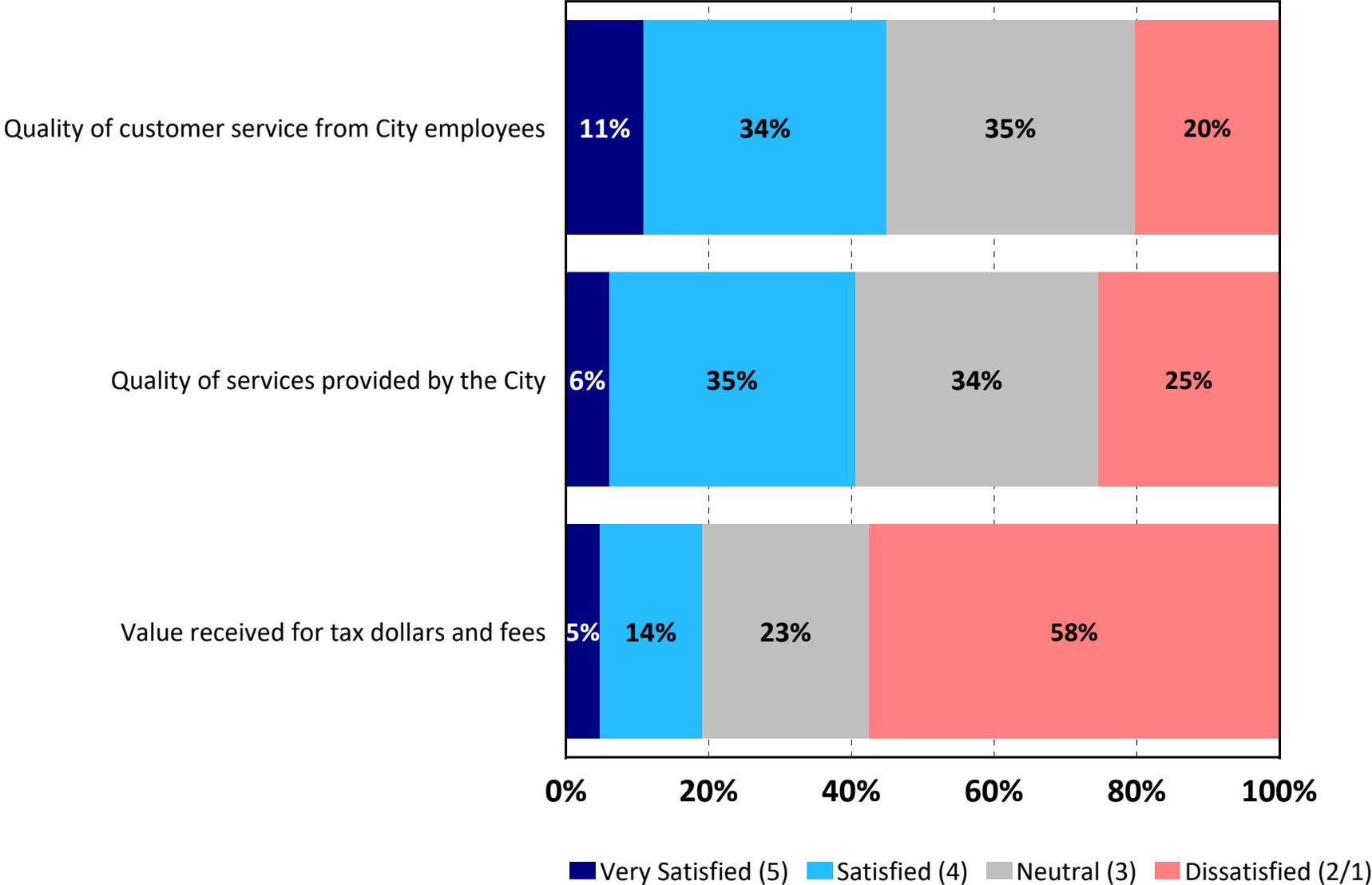
Q3. City Services That Should Receive the Most Emphasis from City Leaders

by percentage of respondents who selected the item as one of their top five choices



Q4. Satisfaction with the Value of City Services

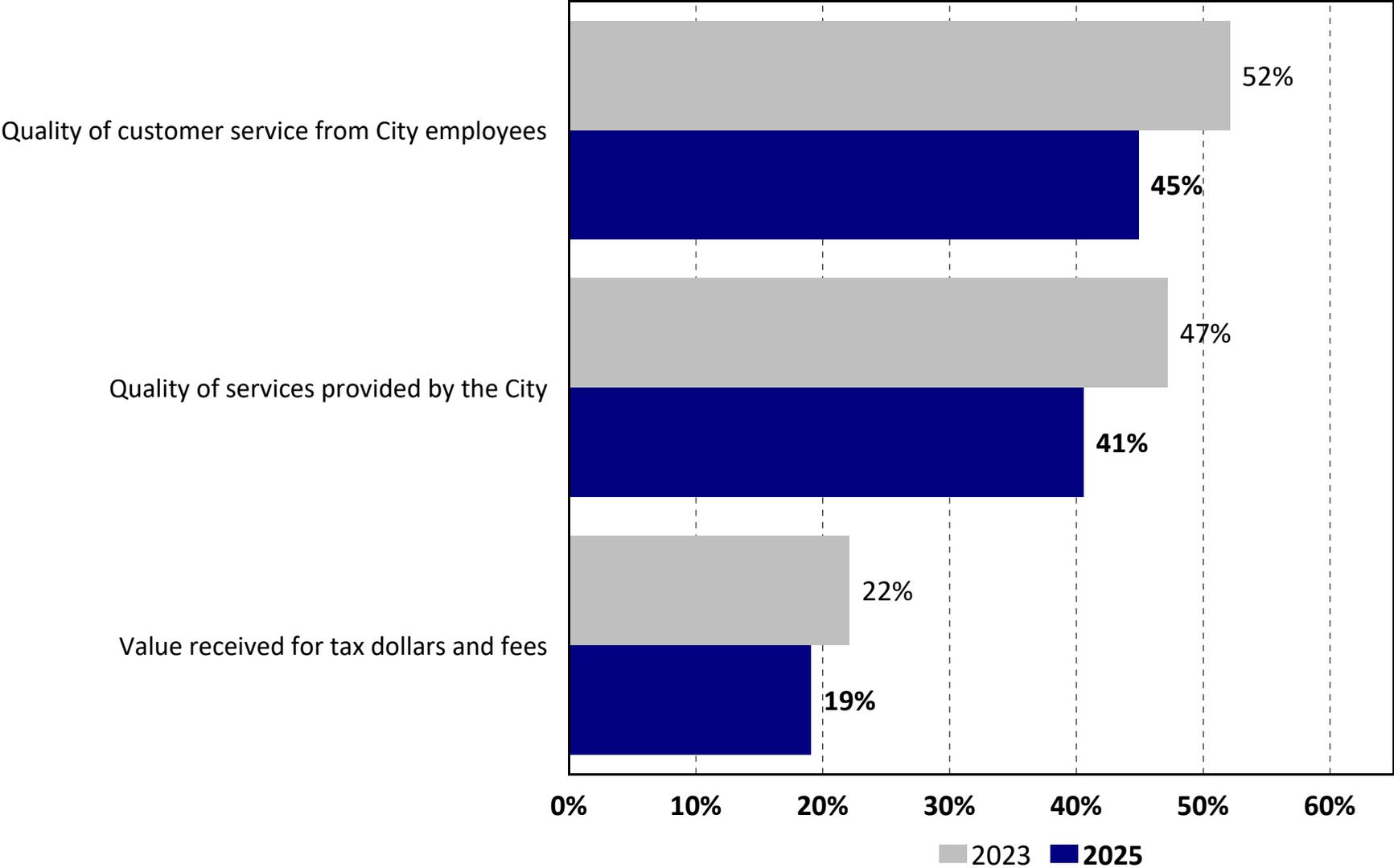
by percentage of respondents (excluding "don't know")



TRENDS: Satisfaction with the Value of City Services

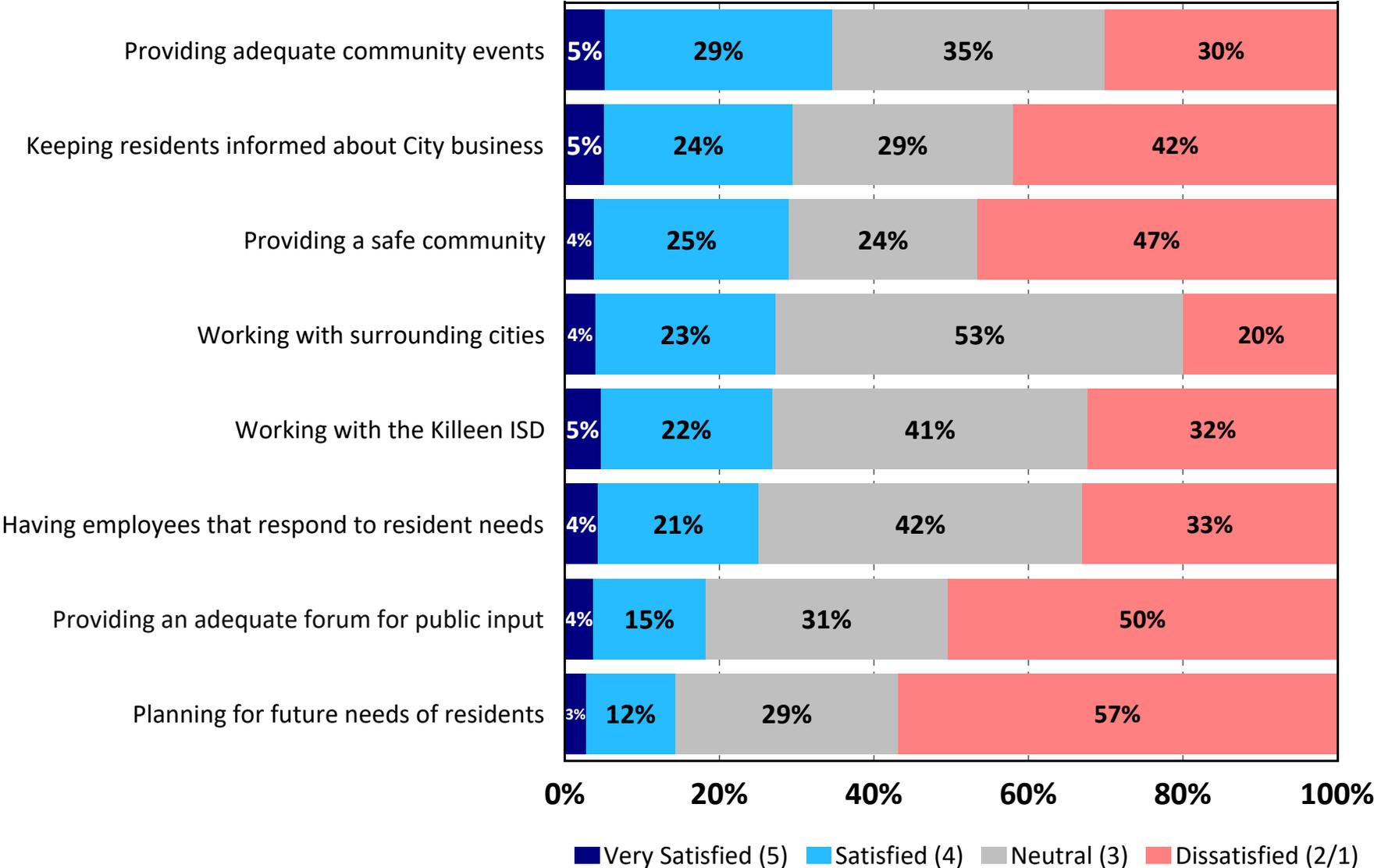
2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



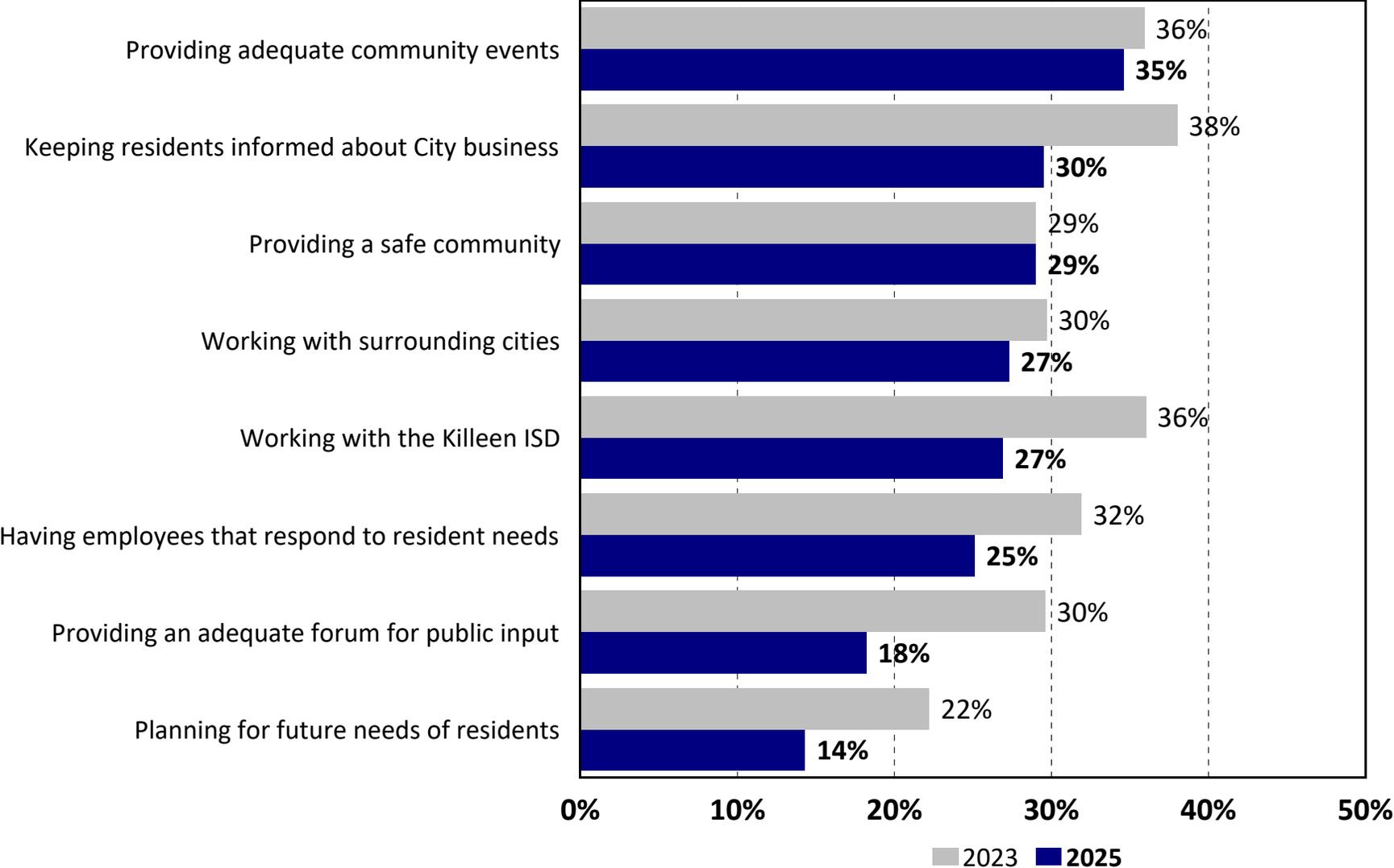
Q5. Satisfaction with the Work the City Has Done in the Following Areas

by percentage of respondents (excluding “don’t know”)



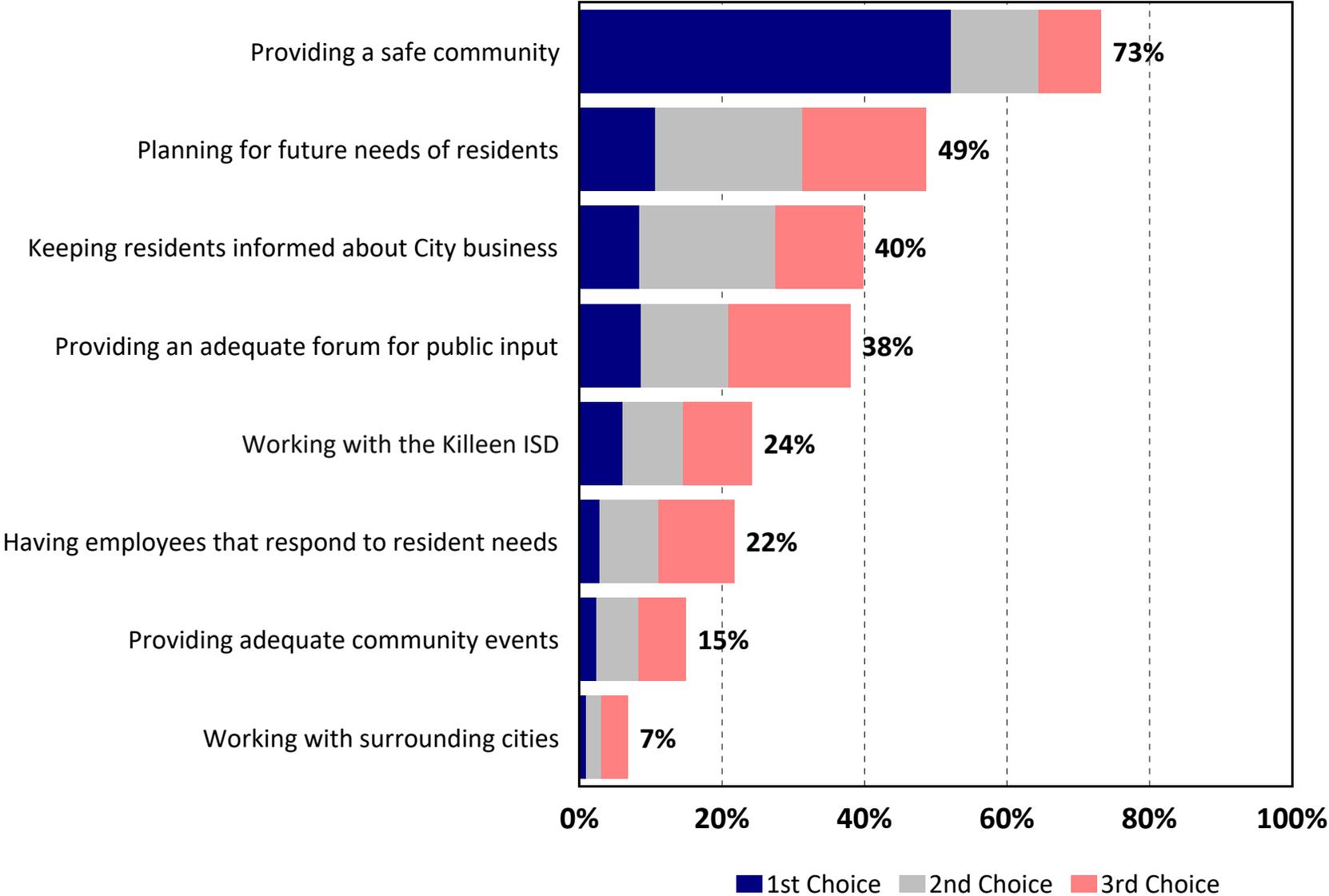
TRENDS: Satisfaction with the Work the City Has Done in the Following Areas - 2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



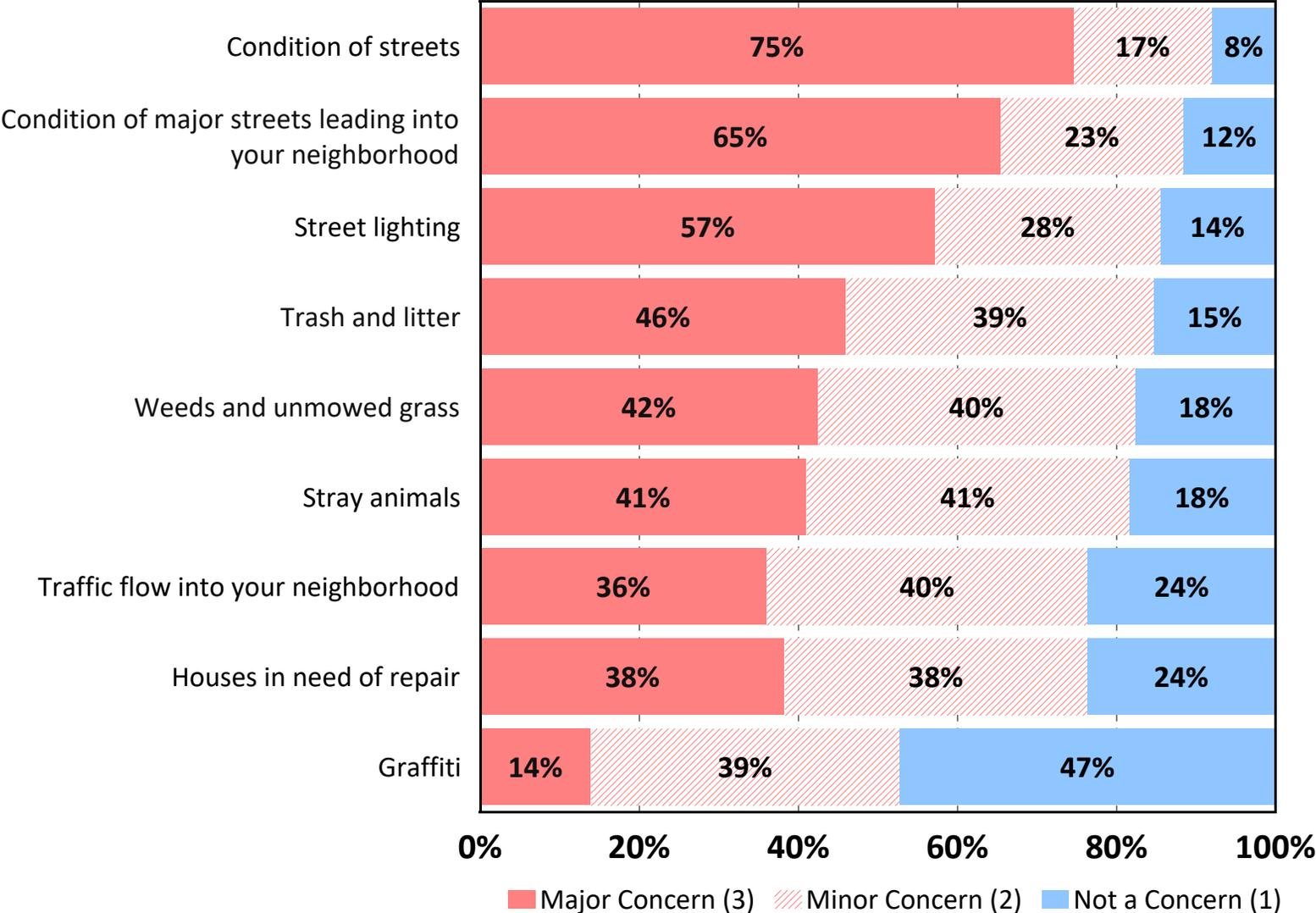
Q6. Items That Should Receive the Most Emphasis from City Leaders

by percentage of respondents who selected the item as one of their top three choices



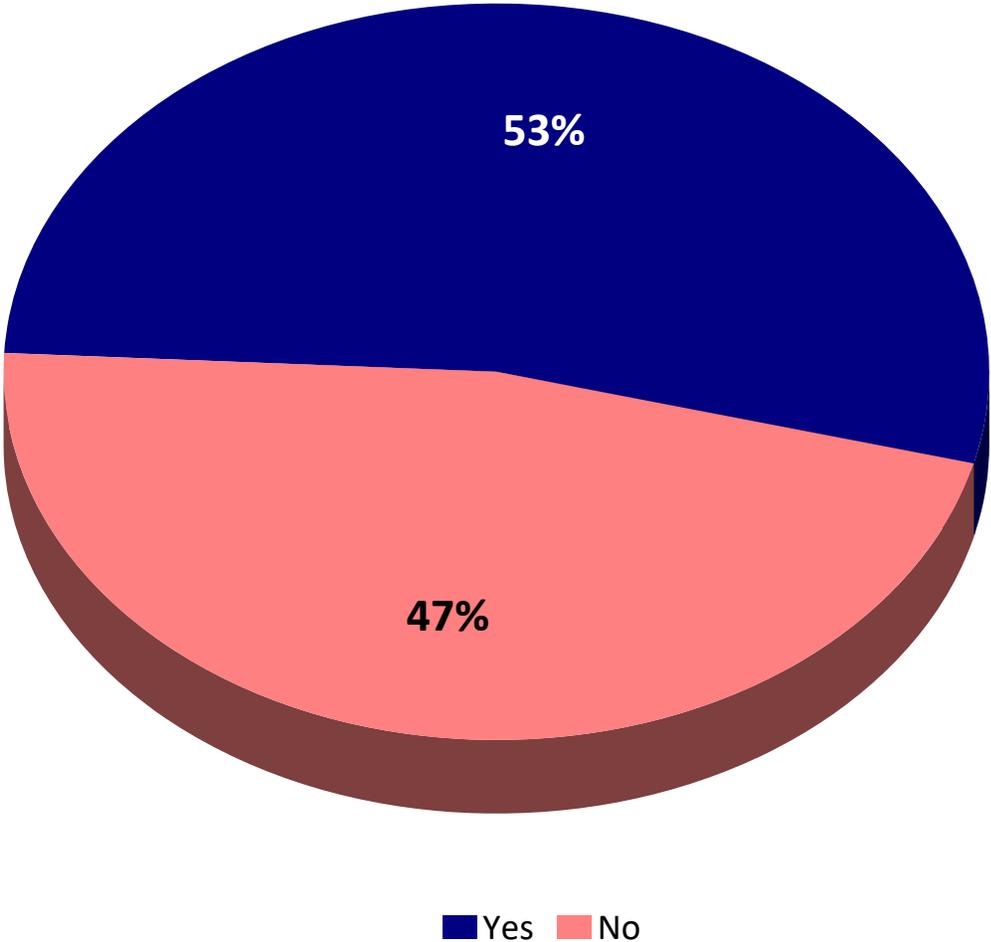
Q7. Level of Concern With the Following Neighborhood Issues

by percentage of respondents (excluding "not provided")



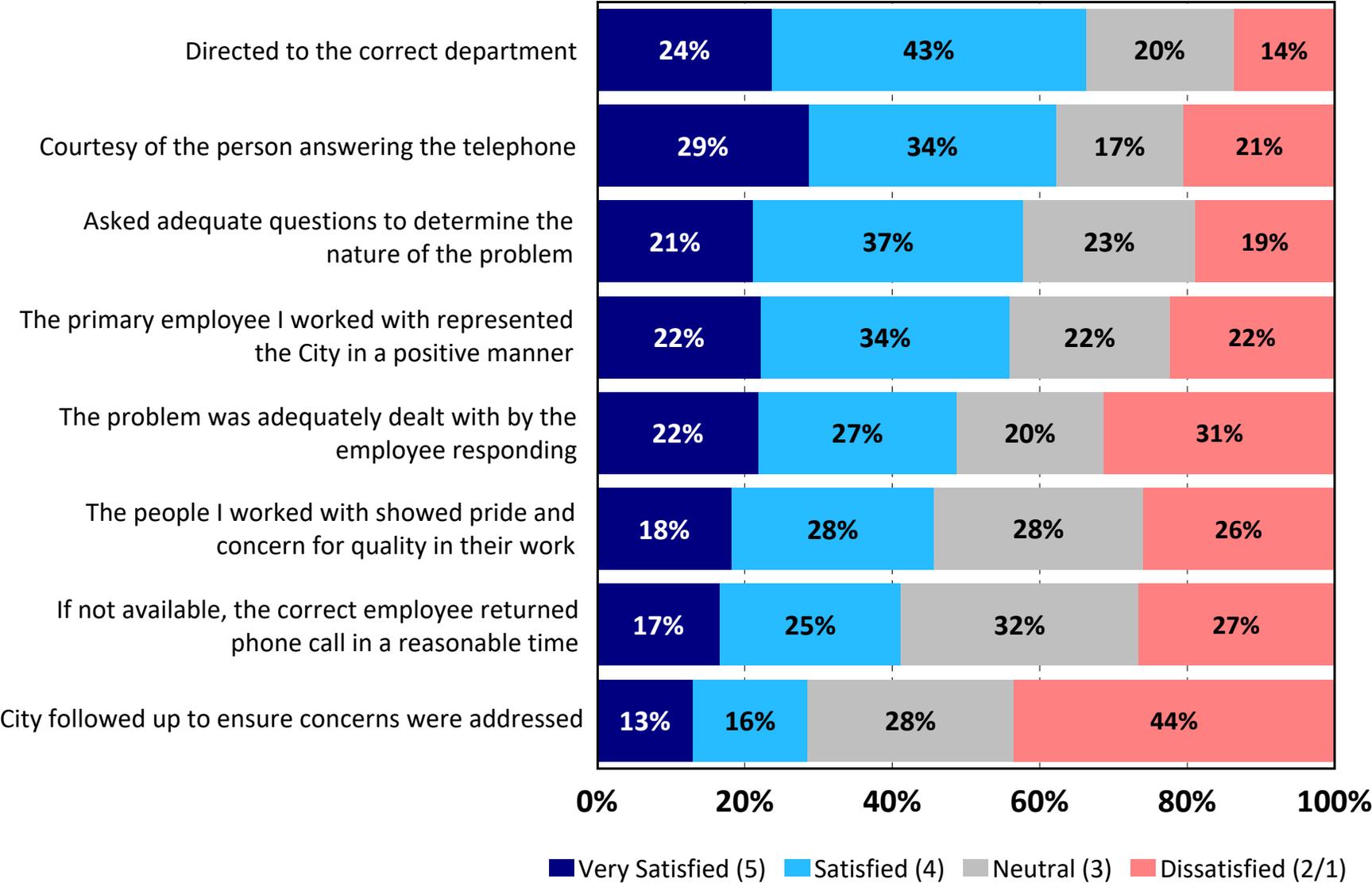
Q8. Have you had contact with a City employee during the past year?

by percentage of respondents (excluding "not provided")



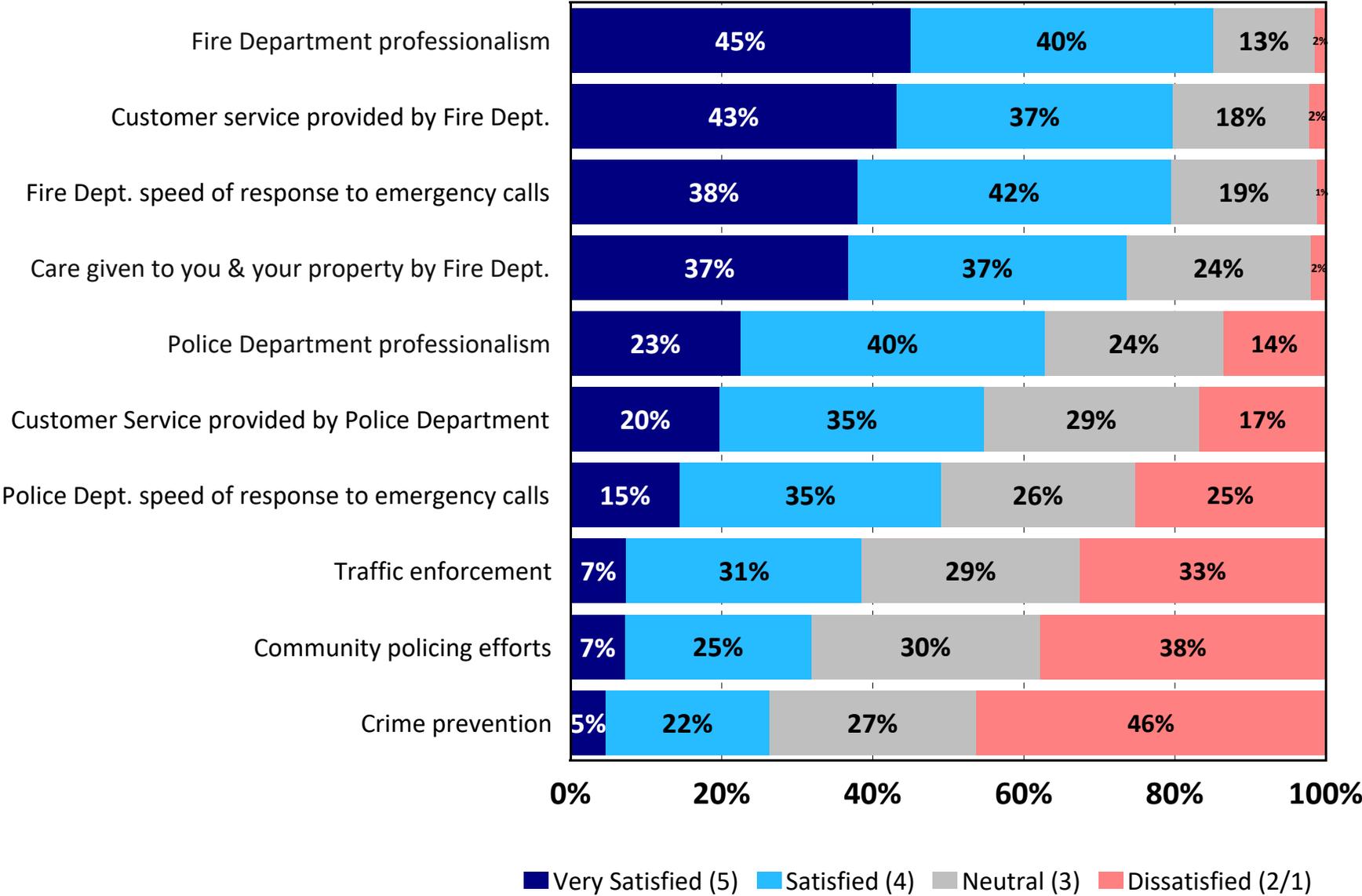
Q8a. Satisfaction with Customer Service Received from City Employees

by percentage of respondents who had contact with a City employee during the past year (excluding “don’t know”)



Q9. Satisfaction with Public Safety Services

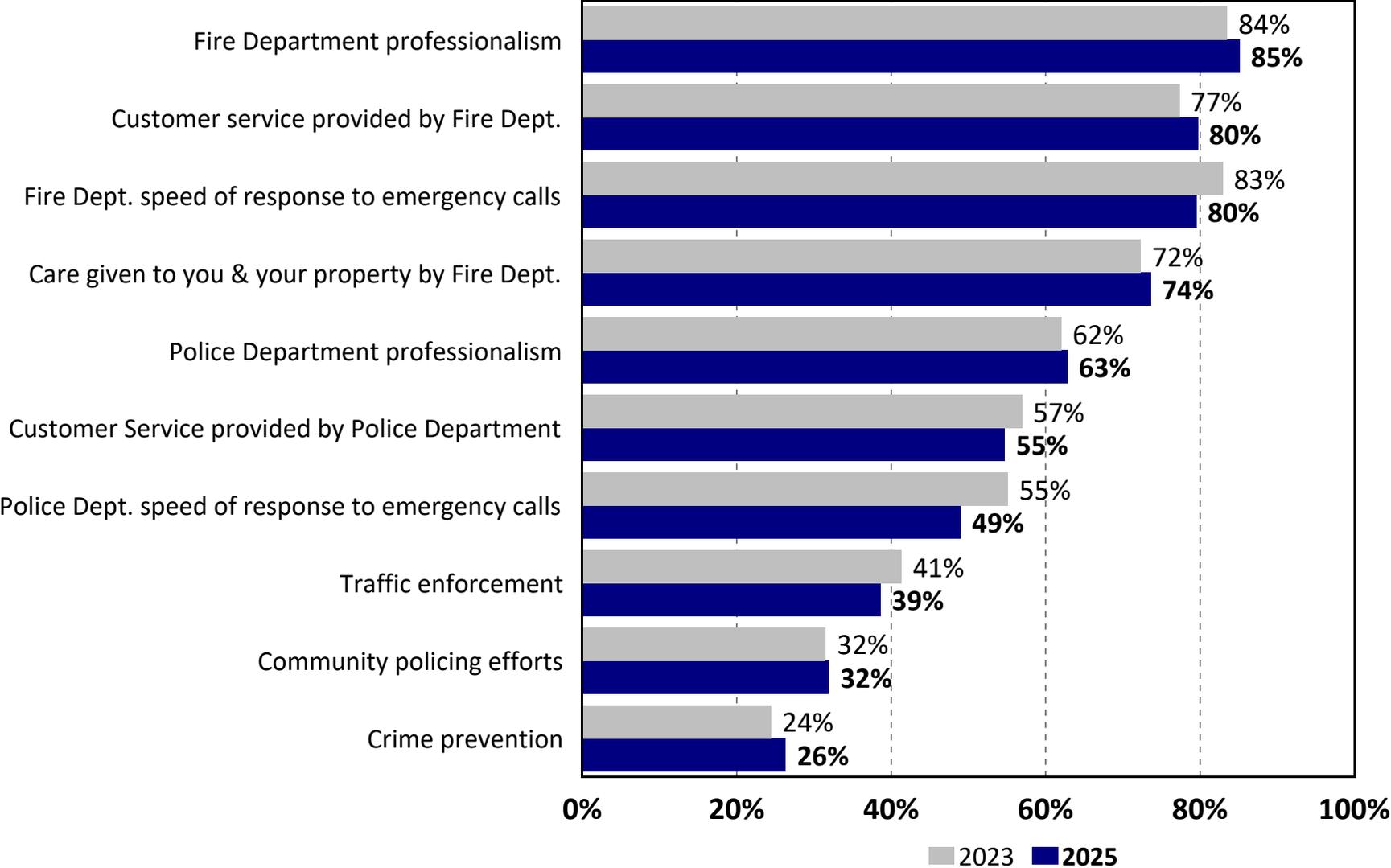
by percentage of respondents (excluding "don't know")



TRENDS: Satisfaction with Public Safety Services

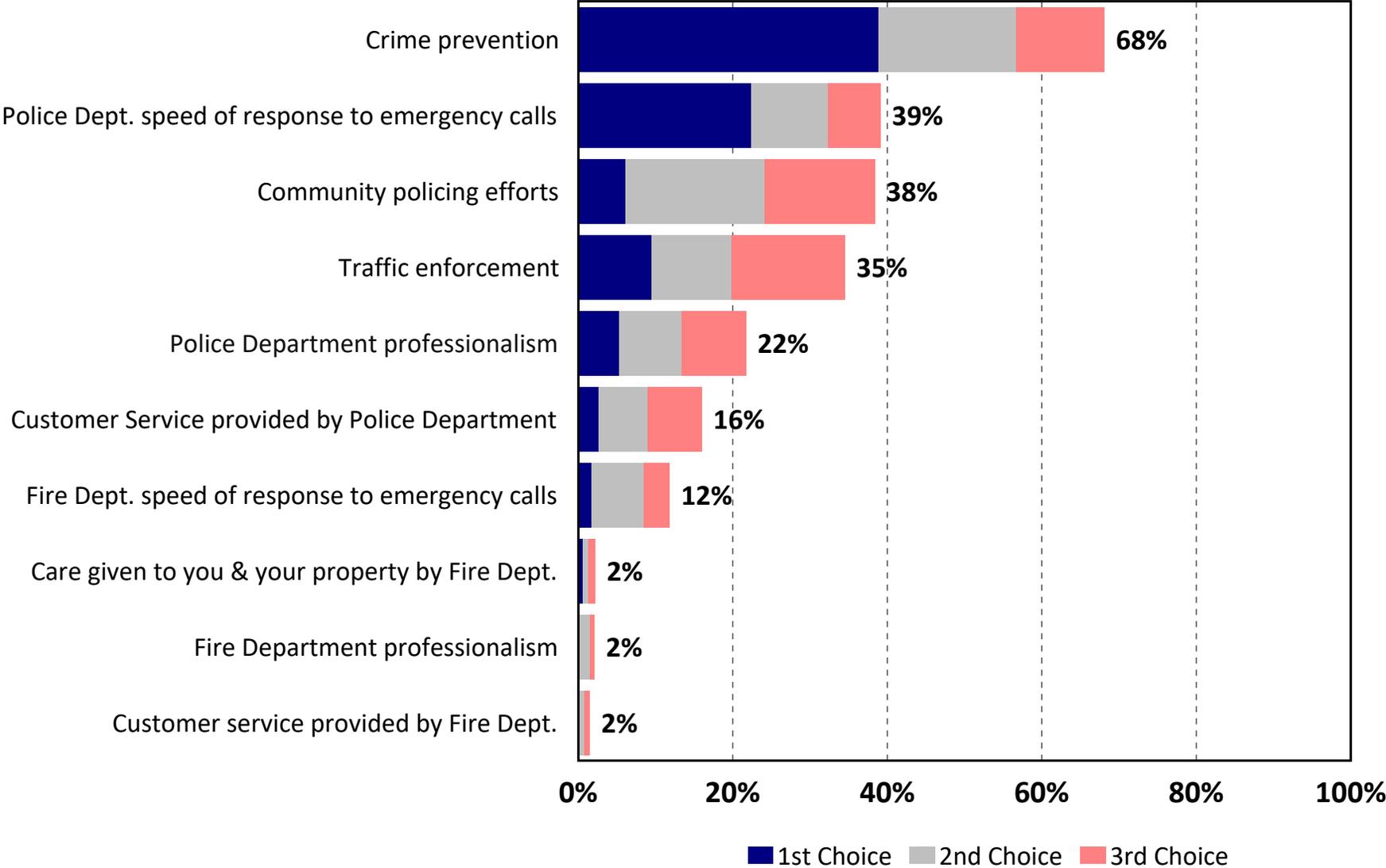
2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



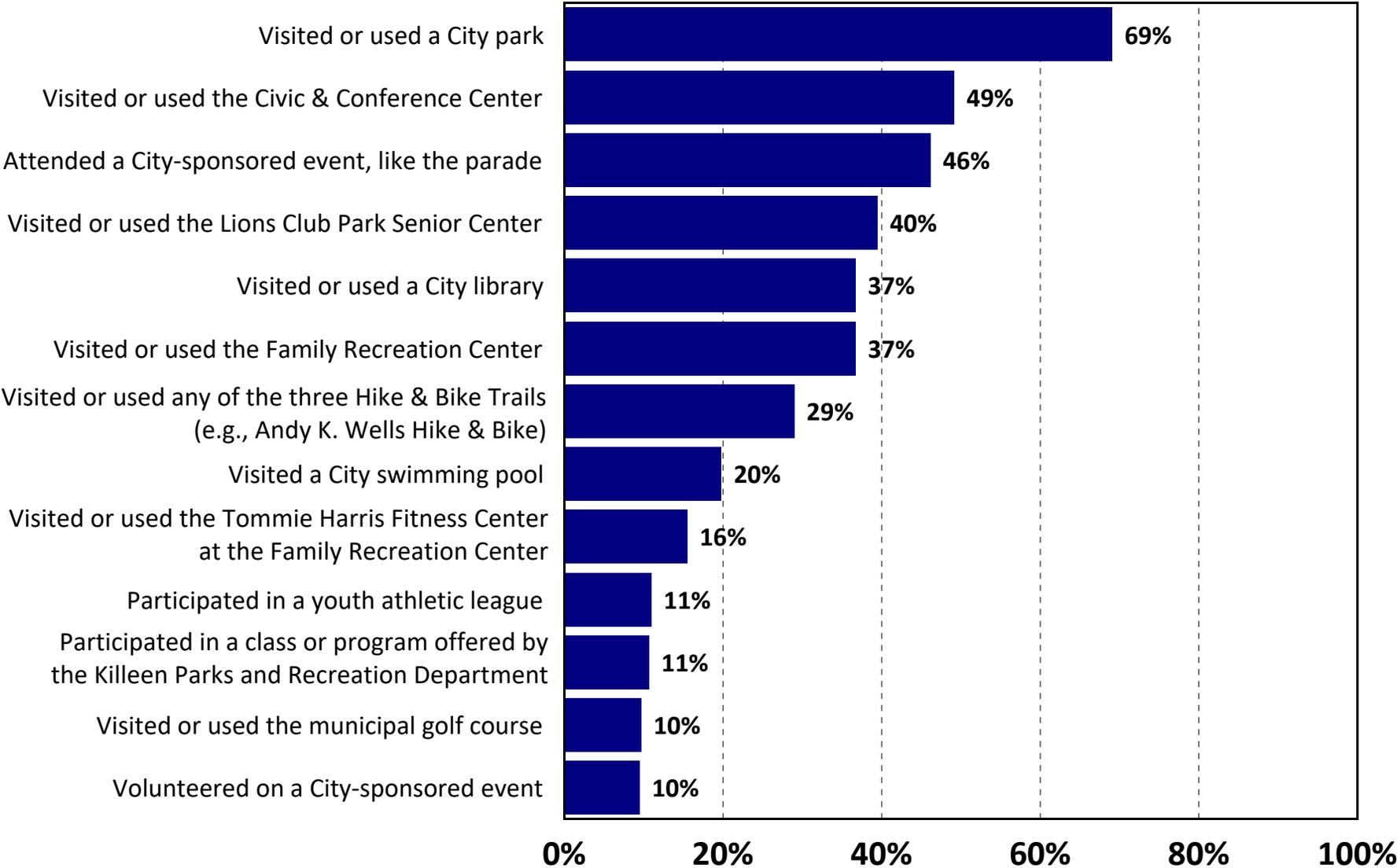
Q10. Public Safety Services That Should Receive the Most Emphasis from City Leaders

by percentage of respondents who selected the item as one of their top three choices



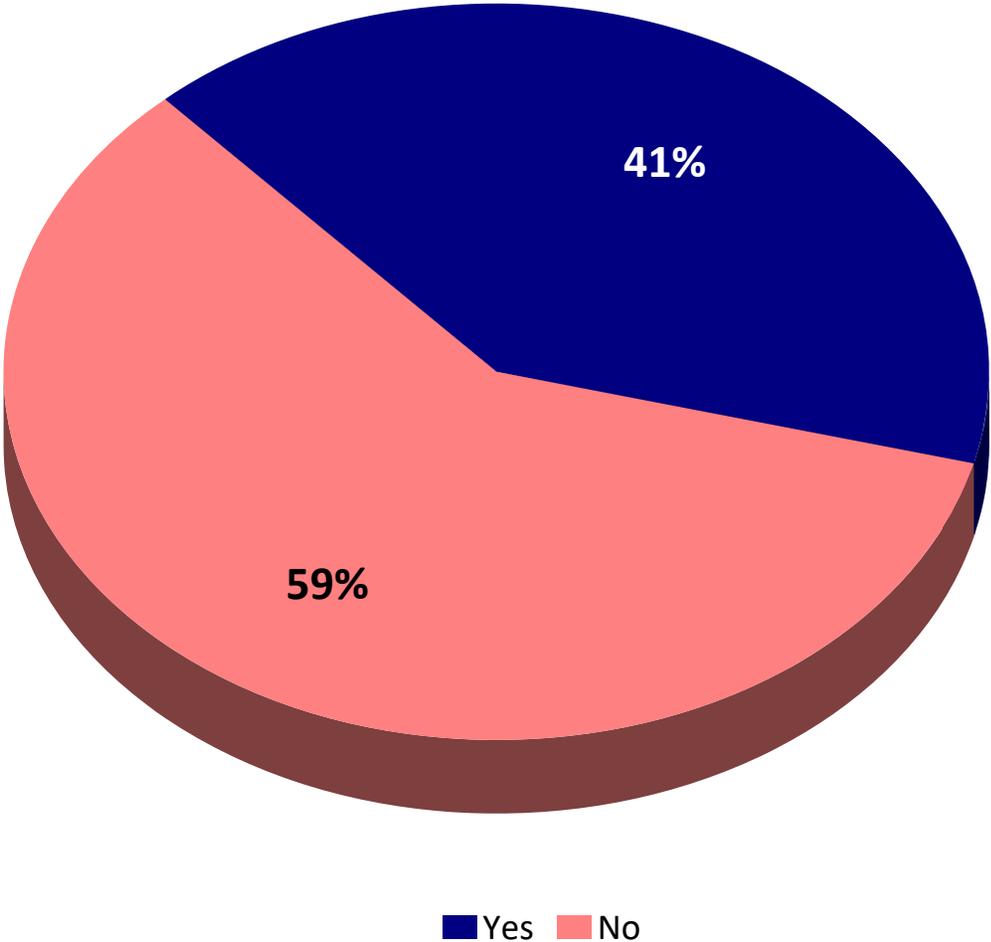
Q11. In the past 12 months, have you done any of the following?

by percentage of respondents who answered “yes” (multiple selections could be made)



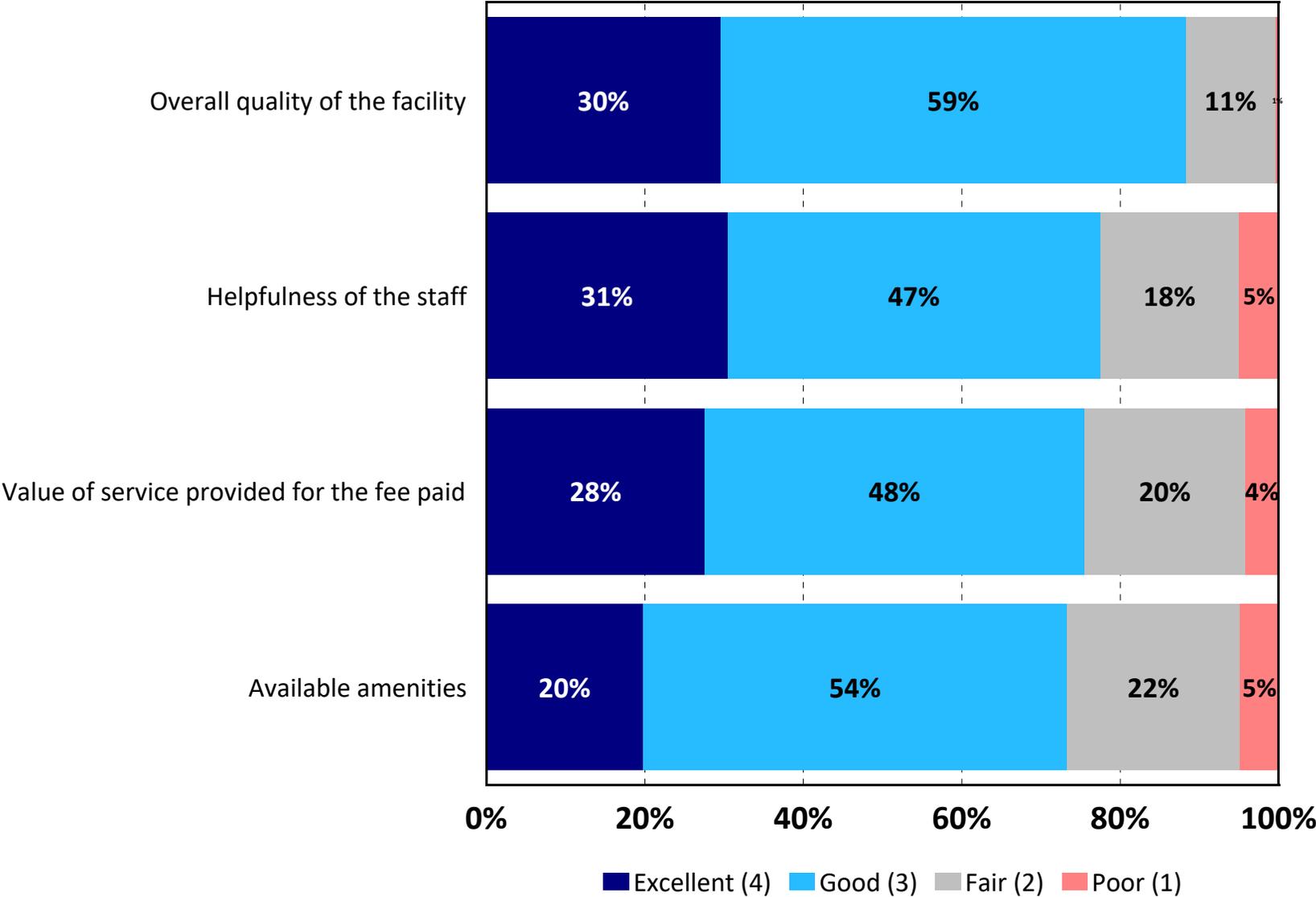
Q12. In the past 12 months, have you visited or used the Family Recreation Center at Lions Club Park?

by percentage of respondents (excluding "not provided")



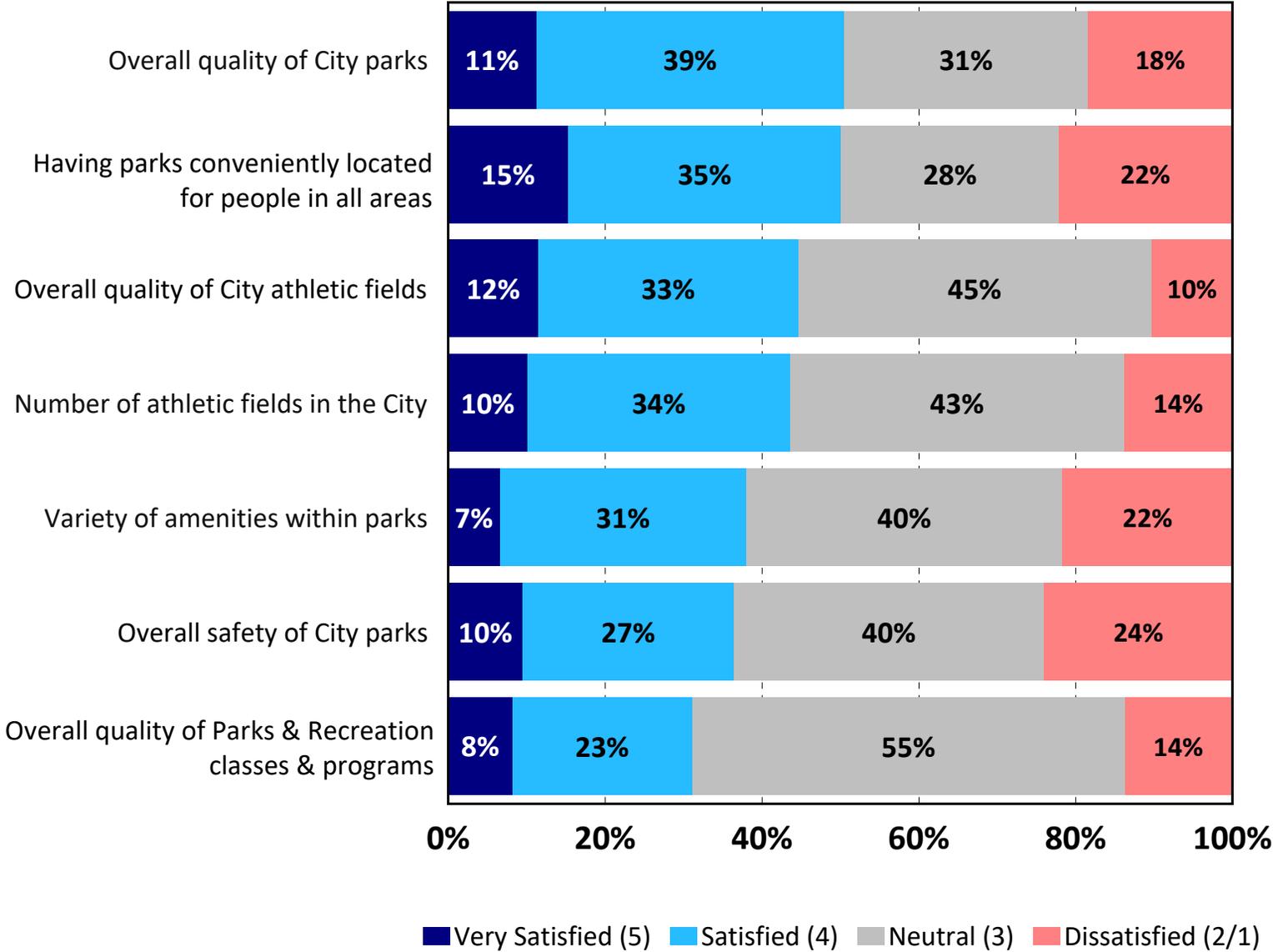
Q12a. How would you rate the following aspects of the Family Recreation Center at Lions Club Park?

by percentage of respondents who have visited or used the Family Recreation Center at Lions Club Park in the past 12 months (excluding “not provided”)



Q13. Satisfaction with Parks and Recreation Services

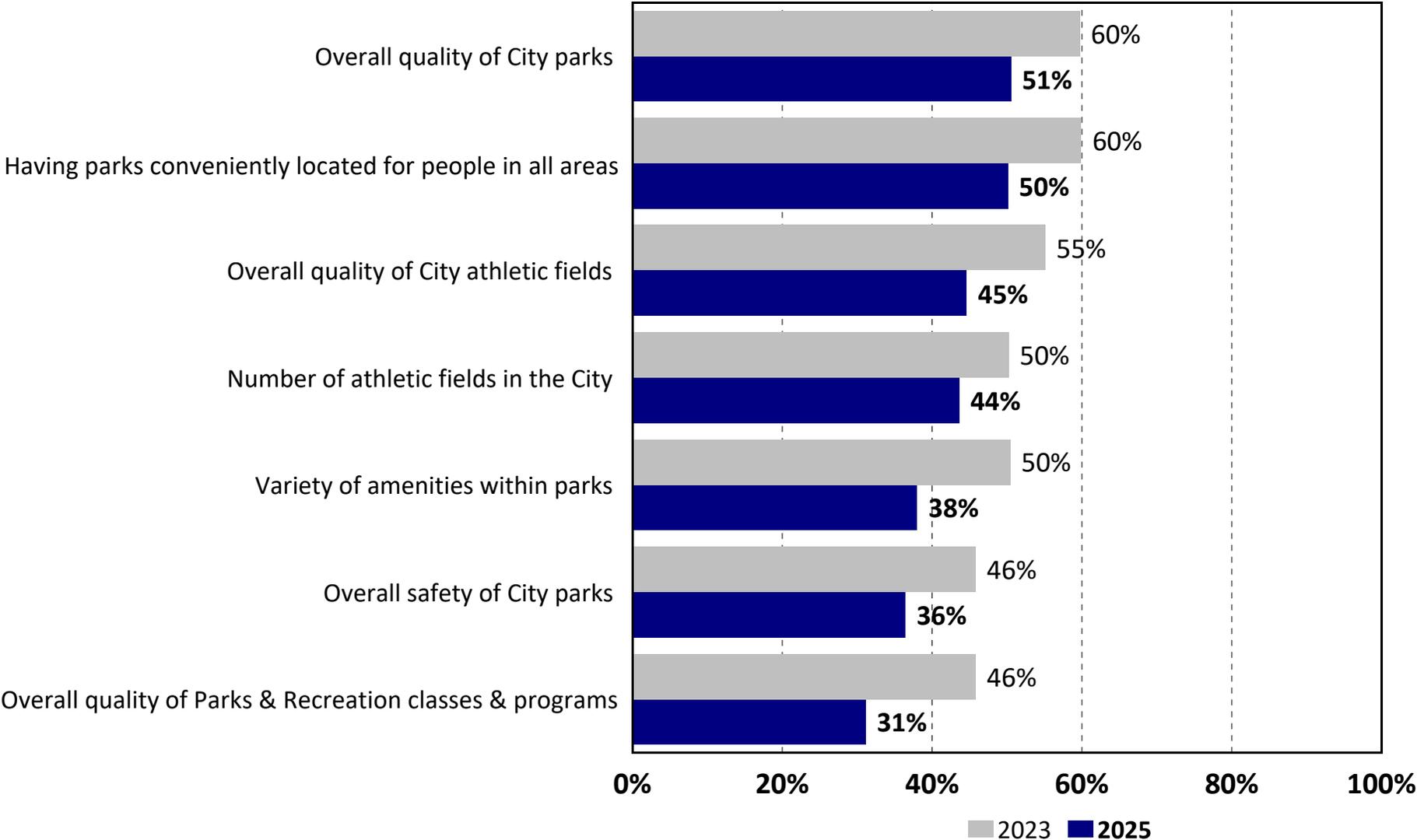
by percentage of respondents (excluding “don’t know”)



TRENDS: Satisfaction with Parks and Recreation Services

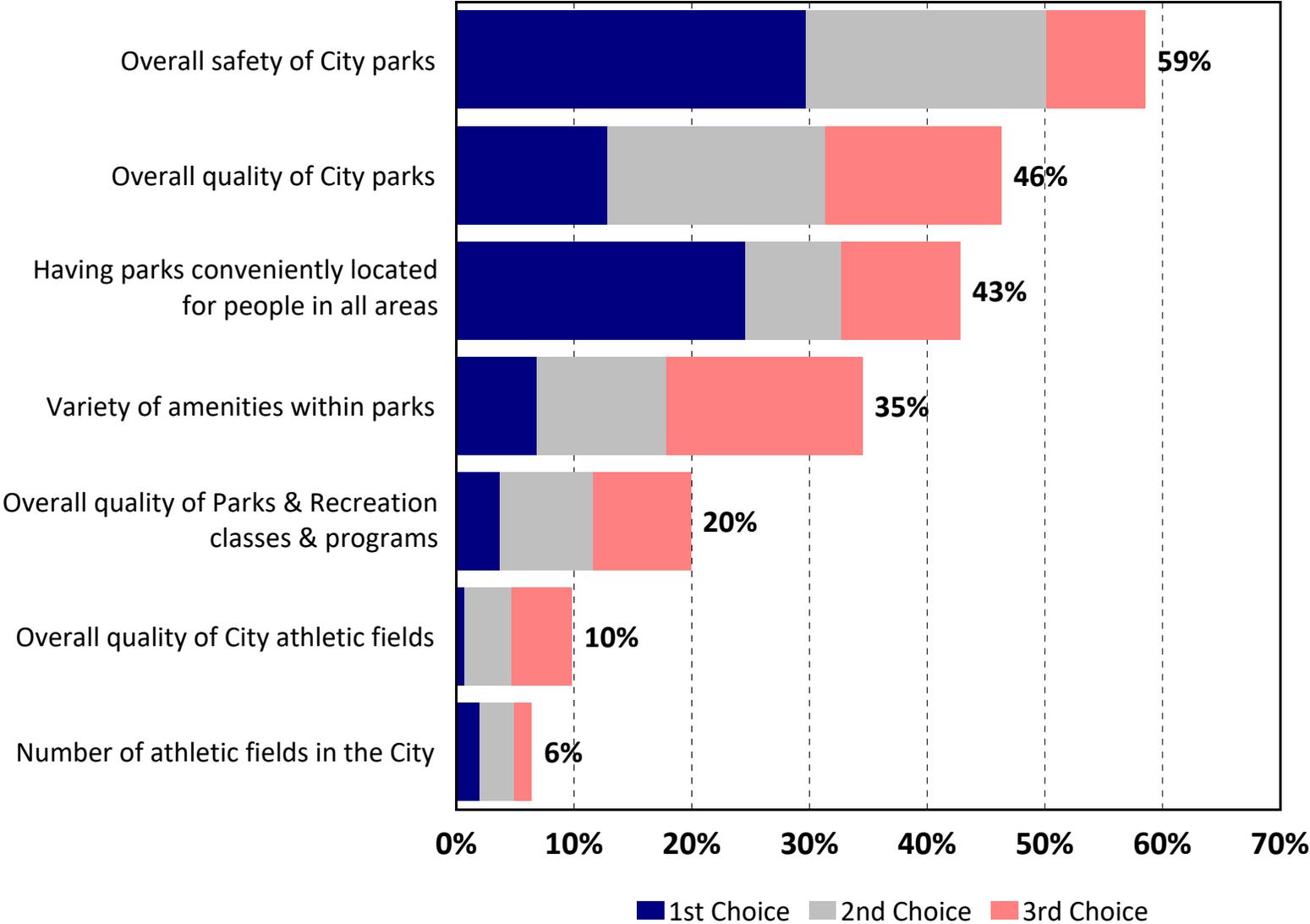
2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



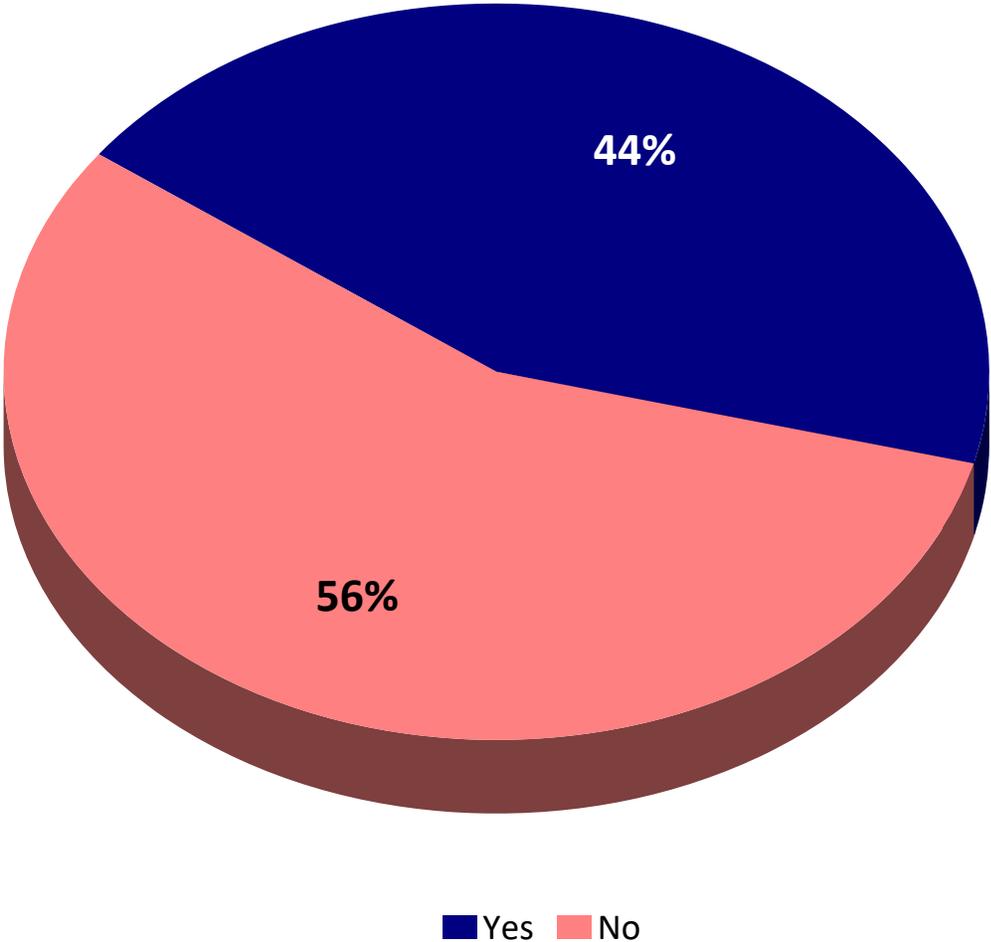
Q14. Parks and Recreation Services That Should Receive the Most Emphasis from City Leaders

by percentage of respondents who selected the item as one of their top three choices



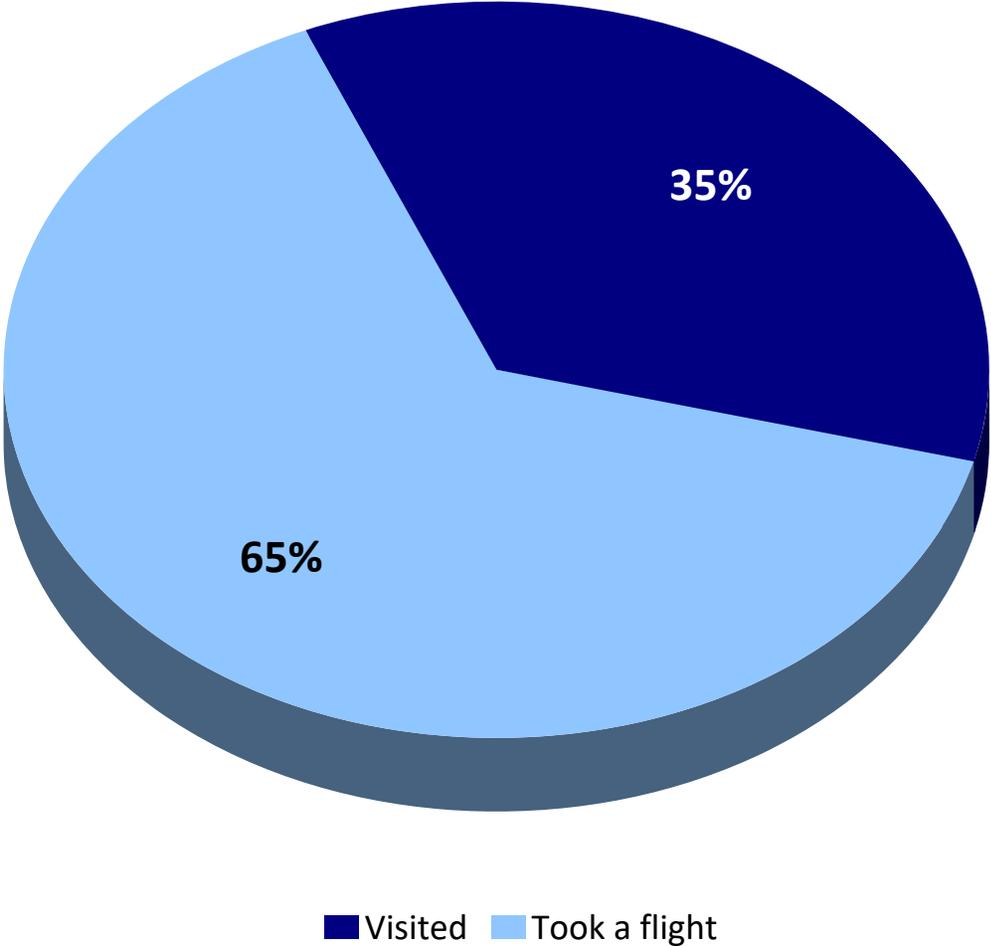
Q15. In the past 12 months, have you visited or utilized the Killeen Regional Airport?

by percentage of respondents



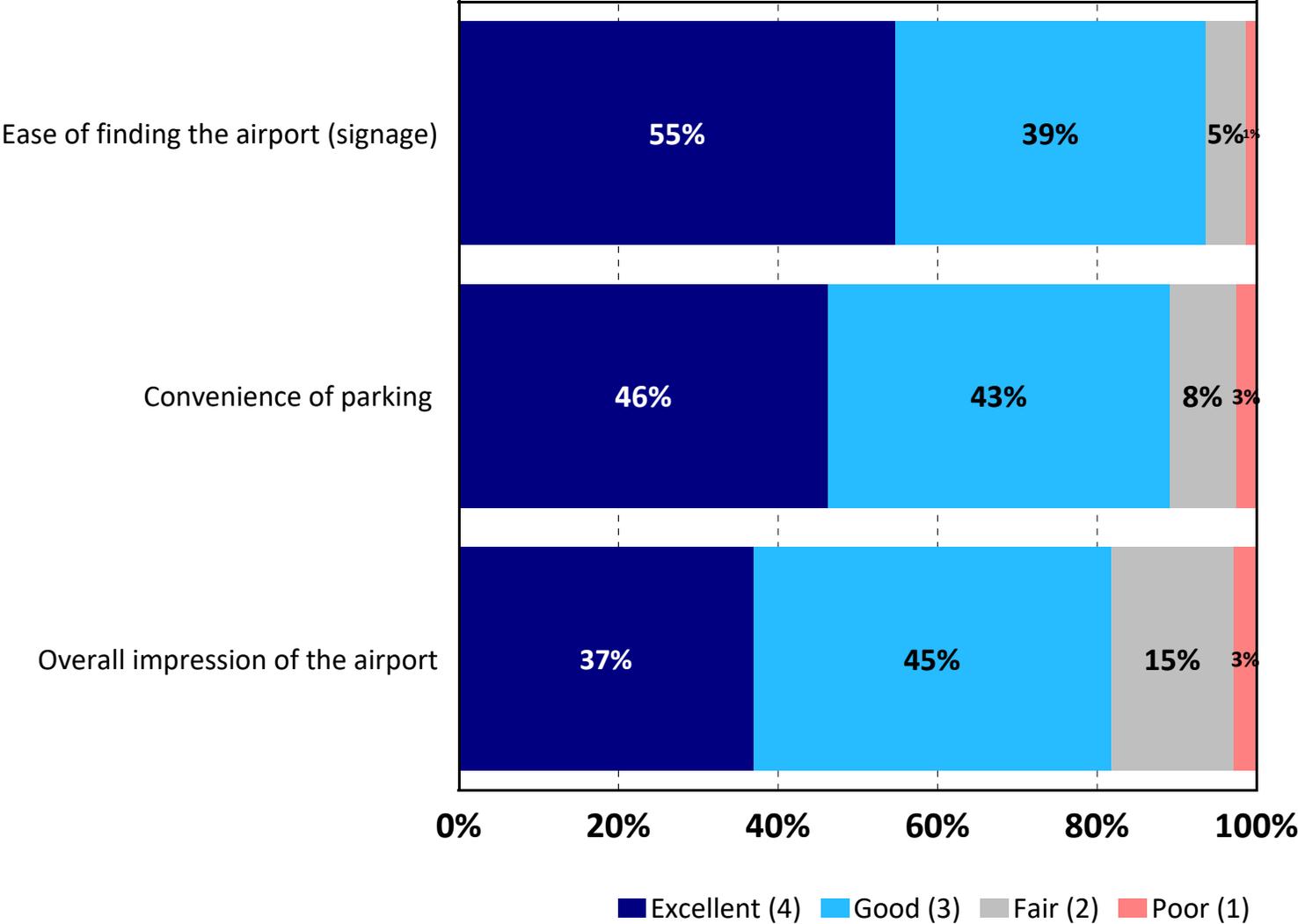
Q15a. Did you visit or take a flight?

by percentage of respondents who visited or utilized Killeen Regional Airport in the past 12 months



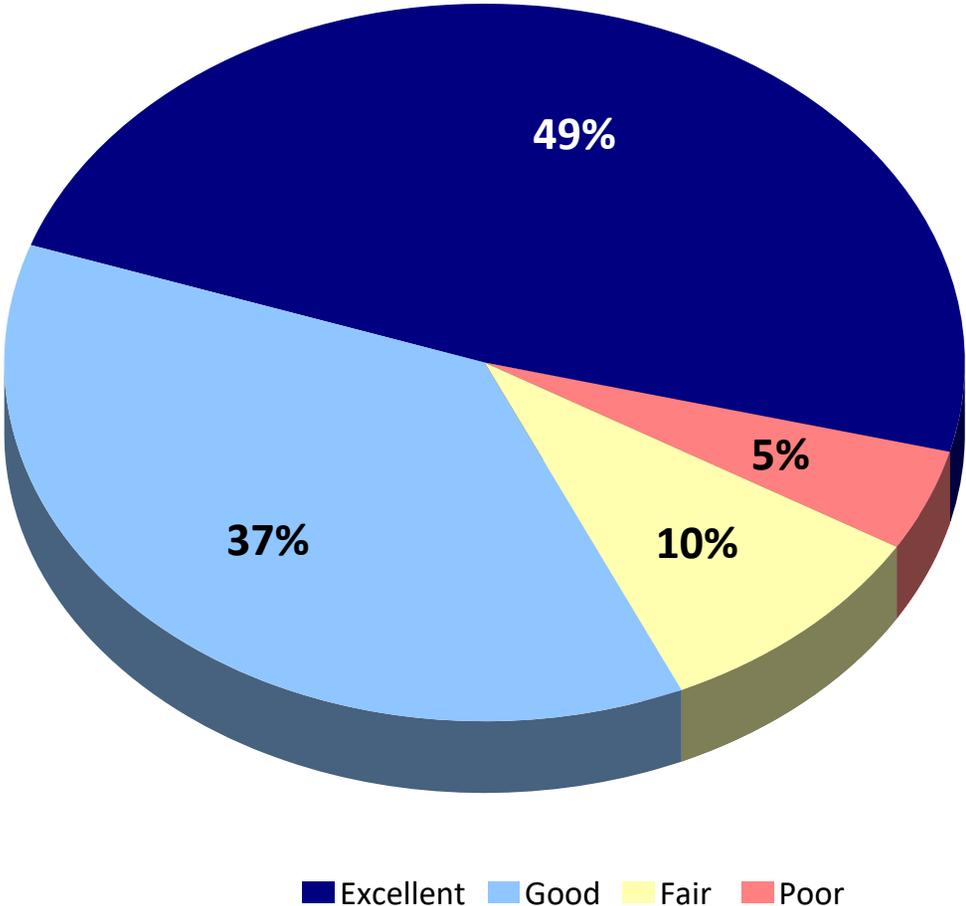
Q15b. How would you rate the following aspects of the airport?

by percentage of respondents who visited or utilized Killeen Regional Airport in the past 12 months (excluding "not provided")



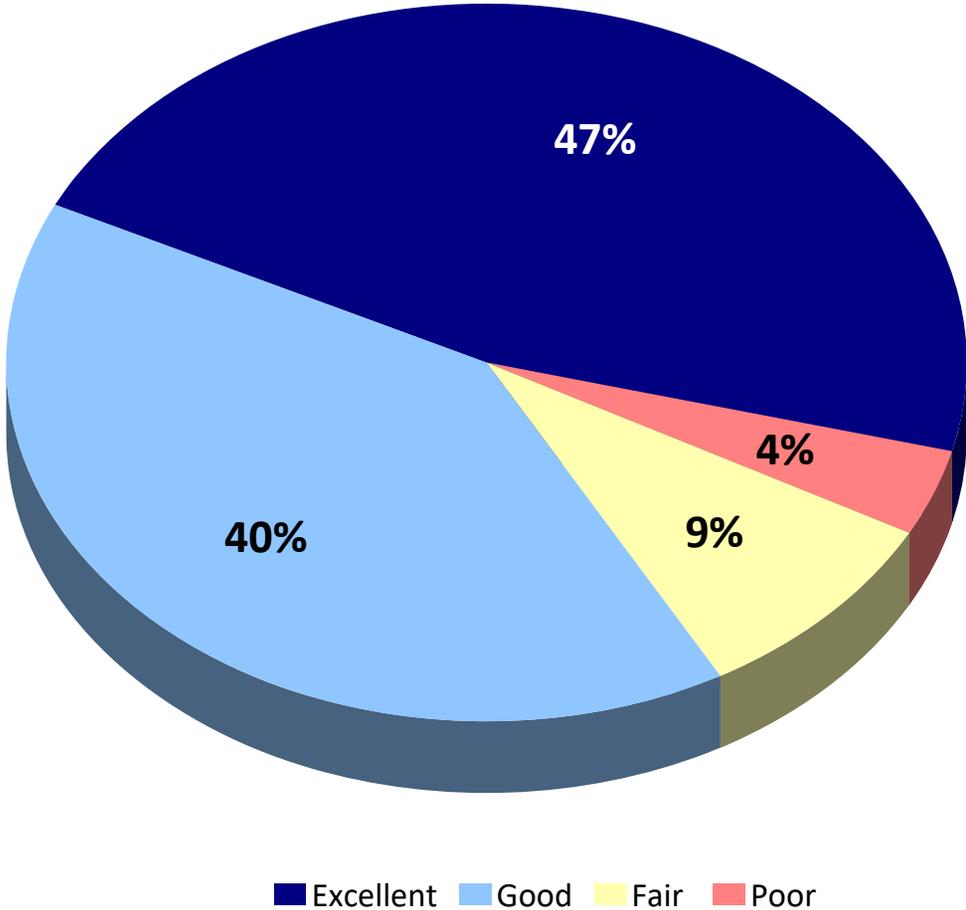
Q15c. How would you rate the convenience of checking into your flight(s)?

by percentage of respondents who took a flight from Killeen Regional Airport in the past 12 months
(excluding “not provided”)



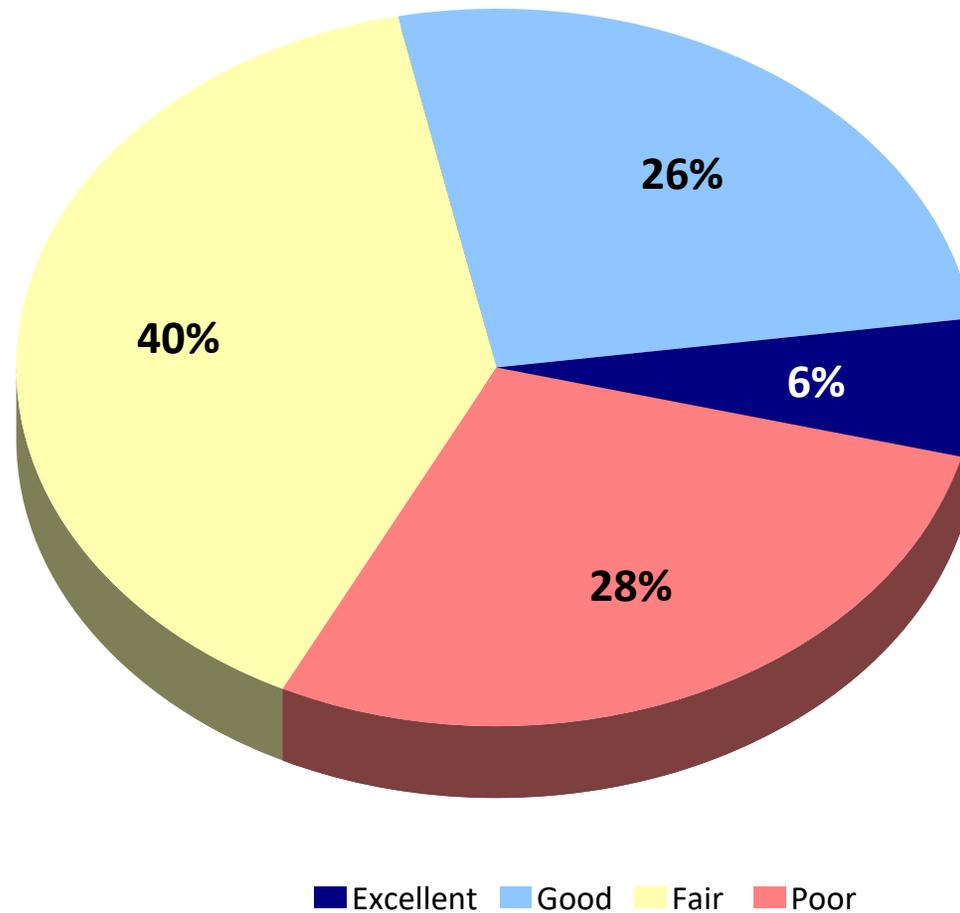
Q15d. How would you rate the convenience of boarding your flight(s)?

by percentage of respondents who took a flight from Killeen Regional Airport in the past 12 months (excluding "not provided")



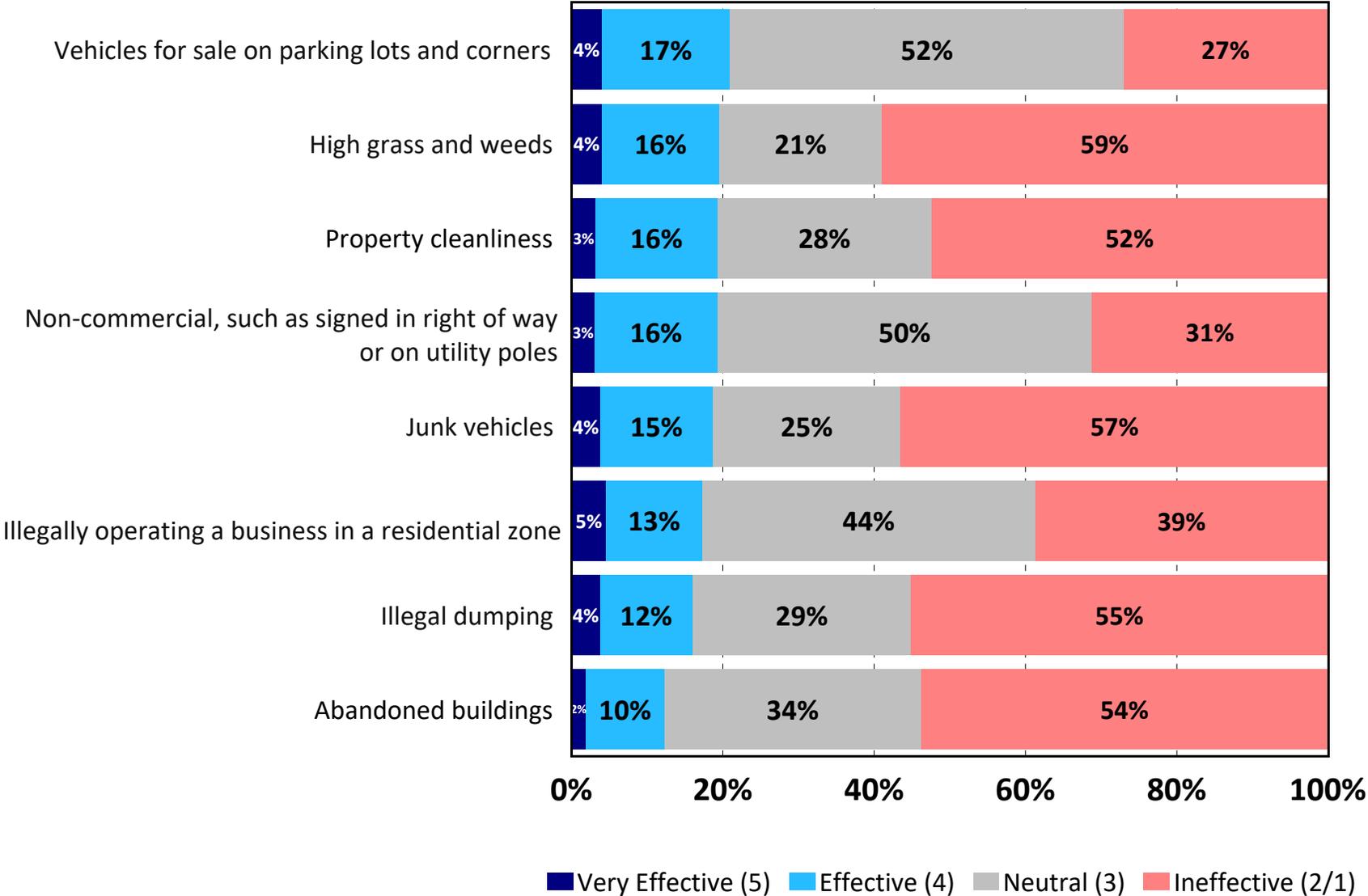
Q15e. How would you rate the food and beverage services offered at the airport?

by percentage of respondents who took a flight from Killeen Regional Airport in the past 12 months
(excluding “not provided”)



Q16. Effectiveness of Code Enforcement Services

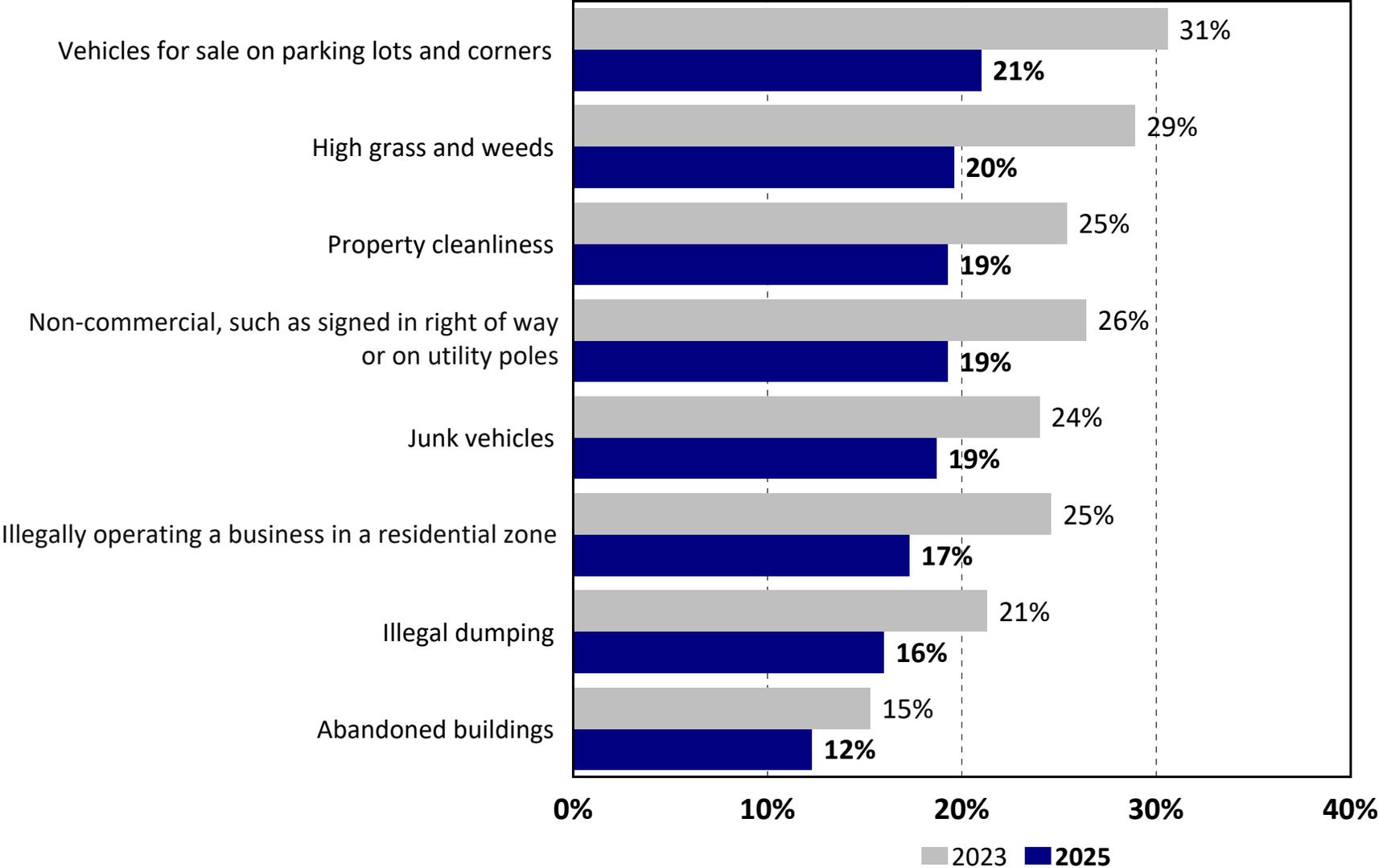
by percentage of respondents (excluding “don’t know”)



TRENDS: Effectiveness of Code Enforcement Services

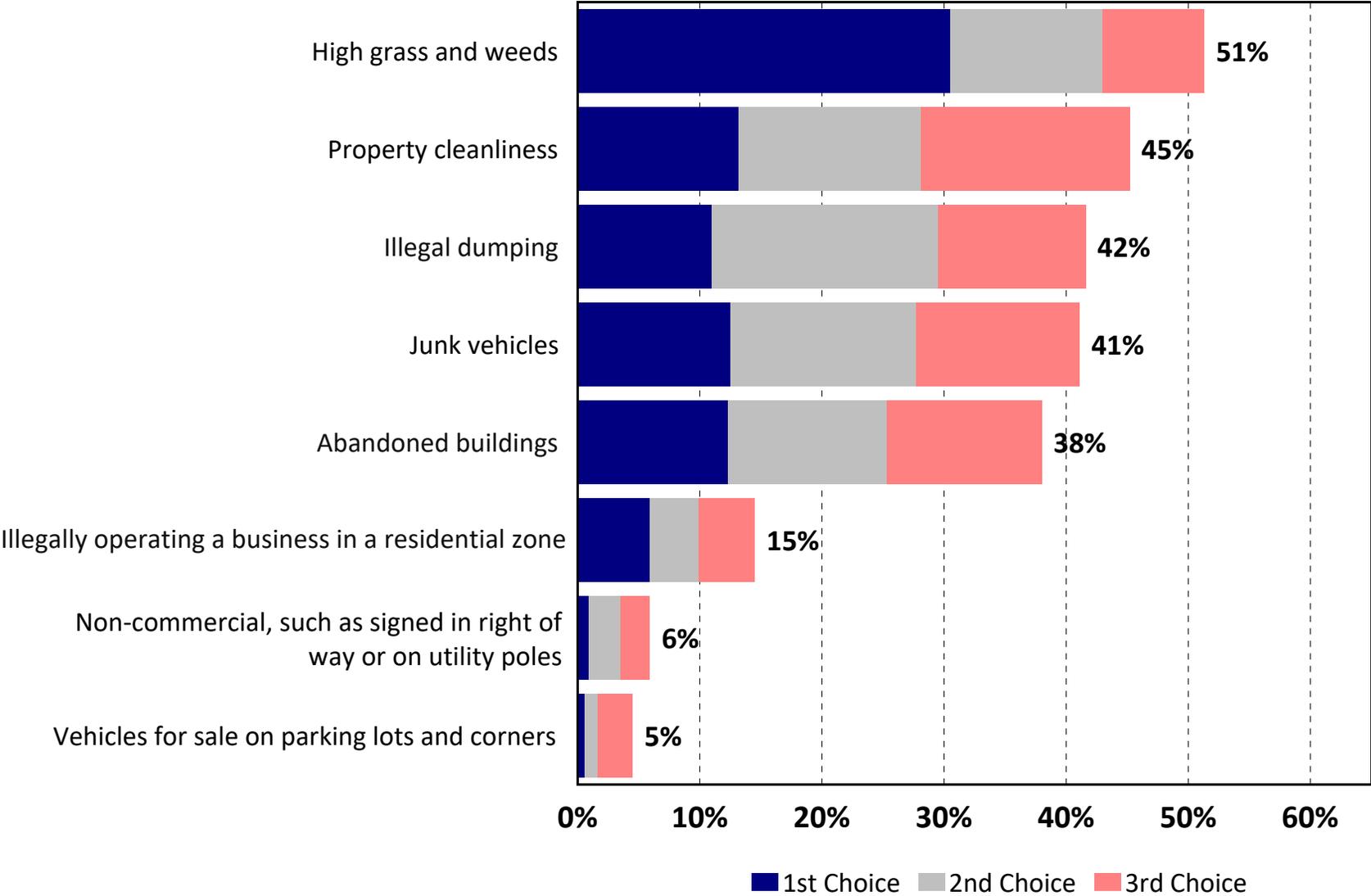
2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



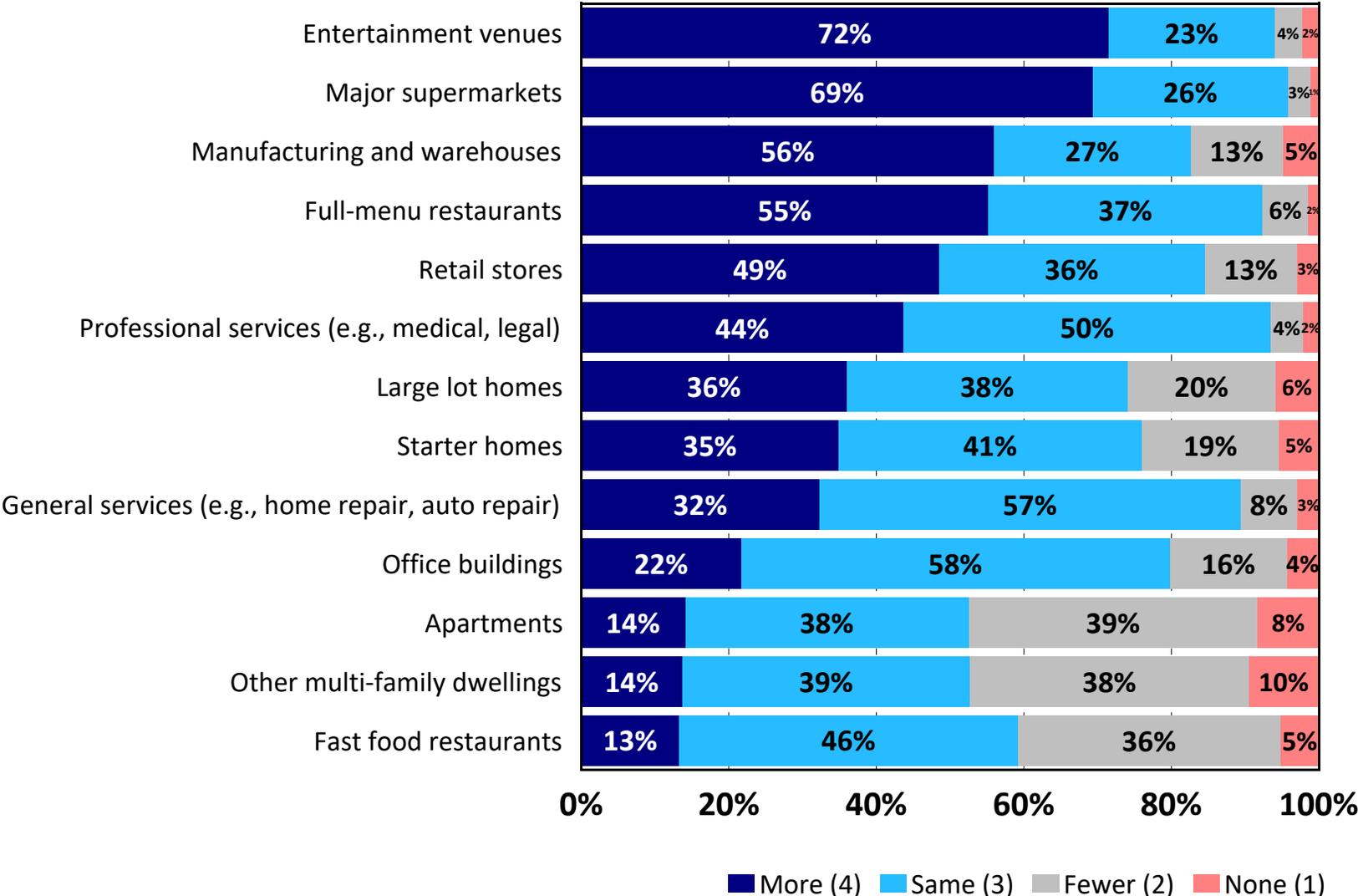
Q17. Code Enforcement Services That Should Receive the Most Emphasis from City Leaders

by percentage of respondents who selected the item as one of their top three choices



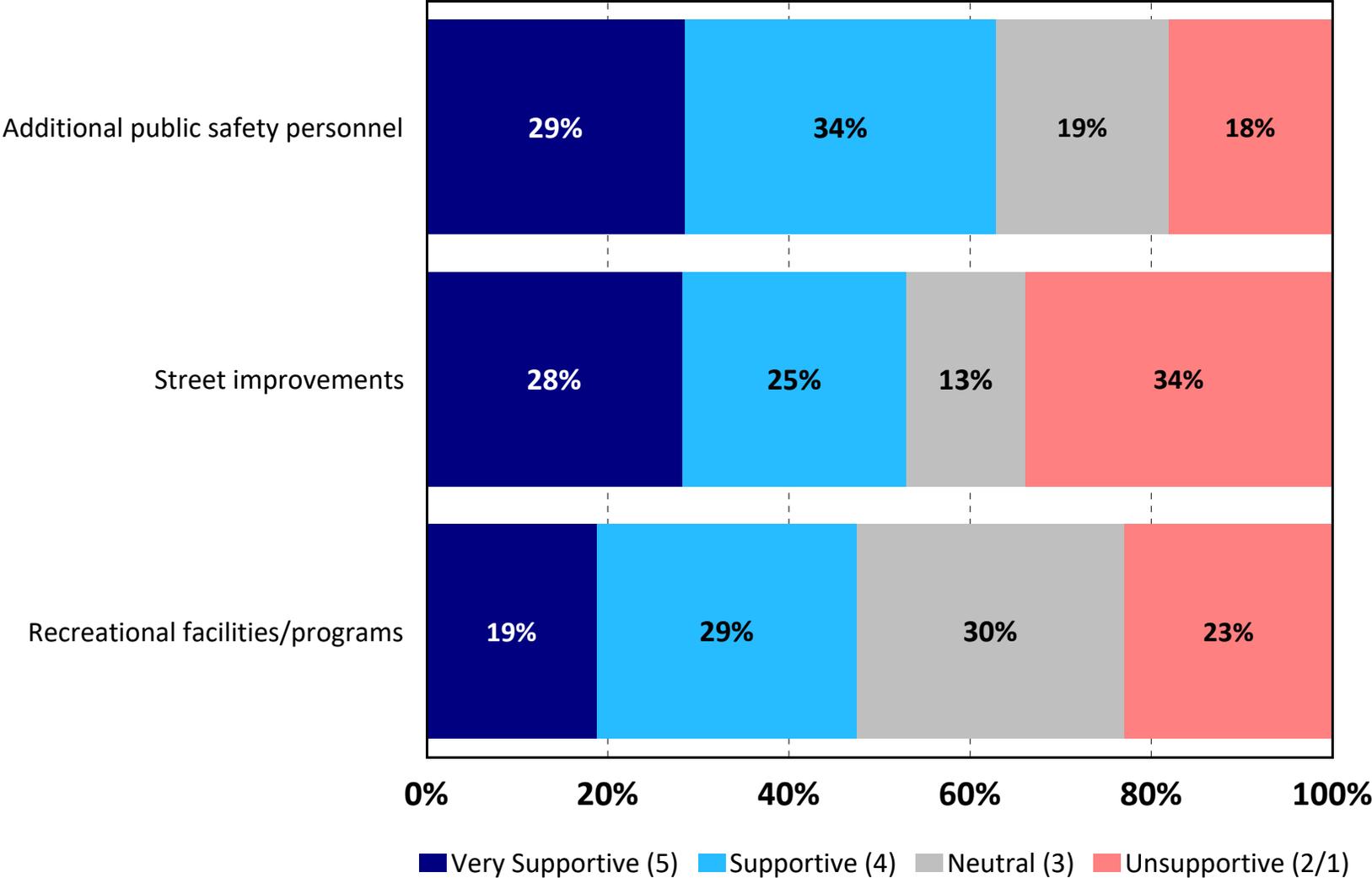
Q18. Would you like to see more, keep the same, or fewer of the following types of development?

by percentage of respondents (excluding "not provided")



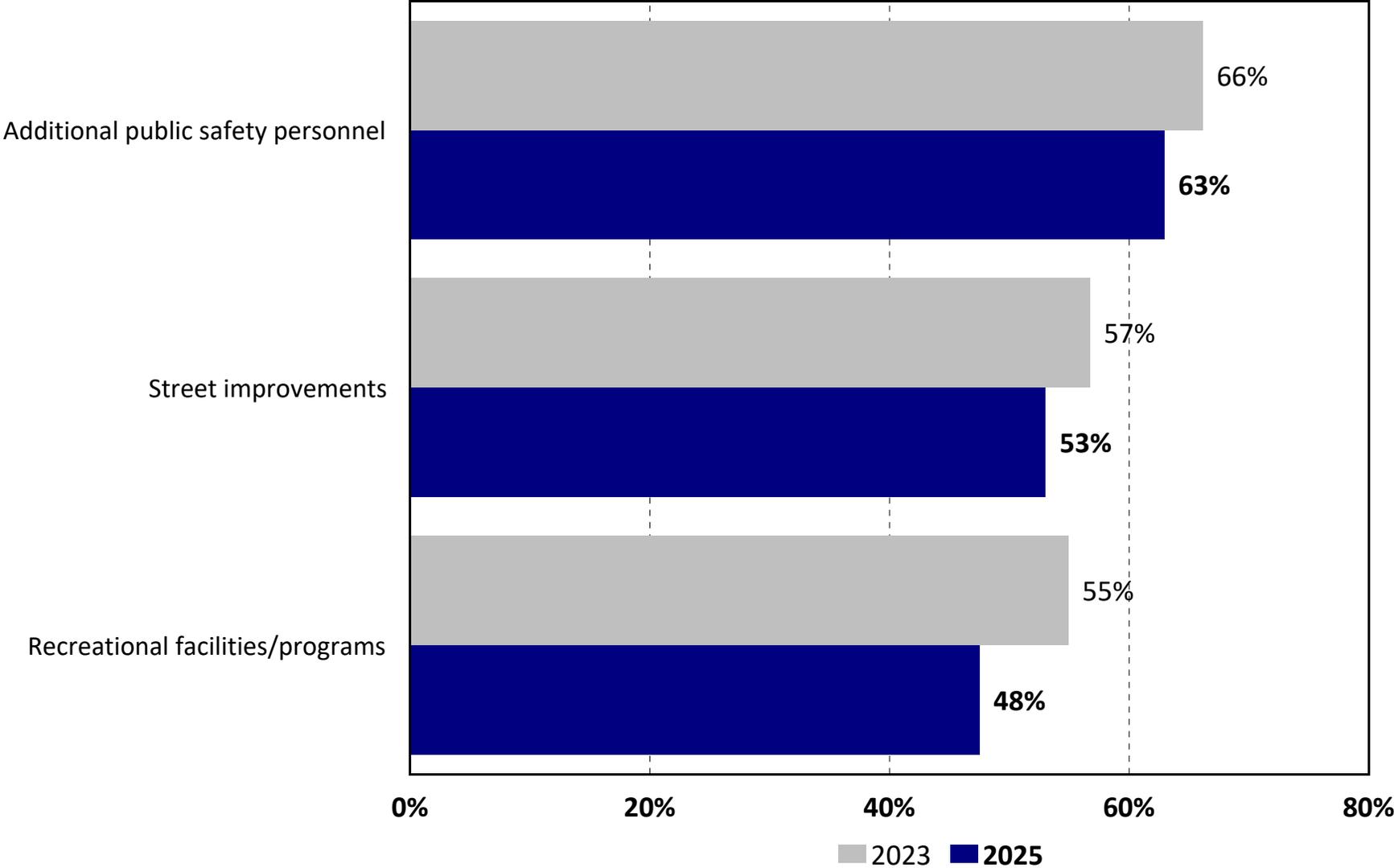
Q19. Level of Support for an Increase in Property Taxes to Fund the Following

by percentage of respondents (excluding "don't know")



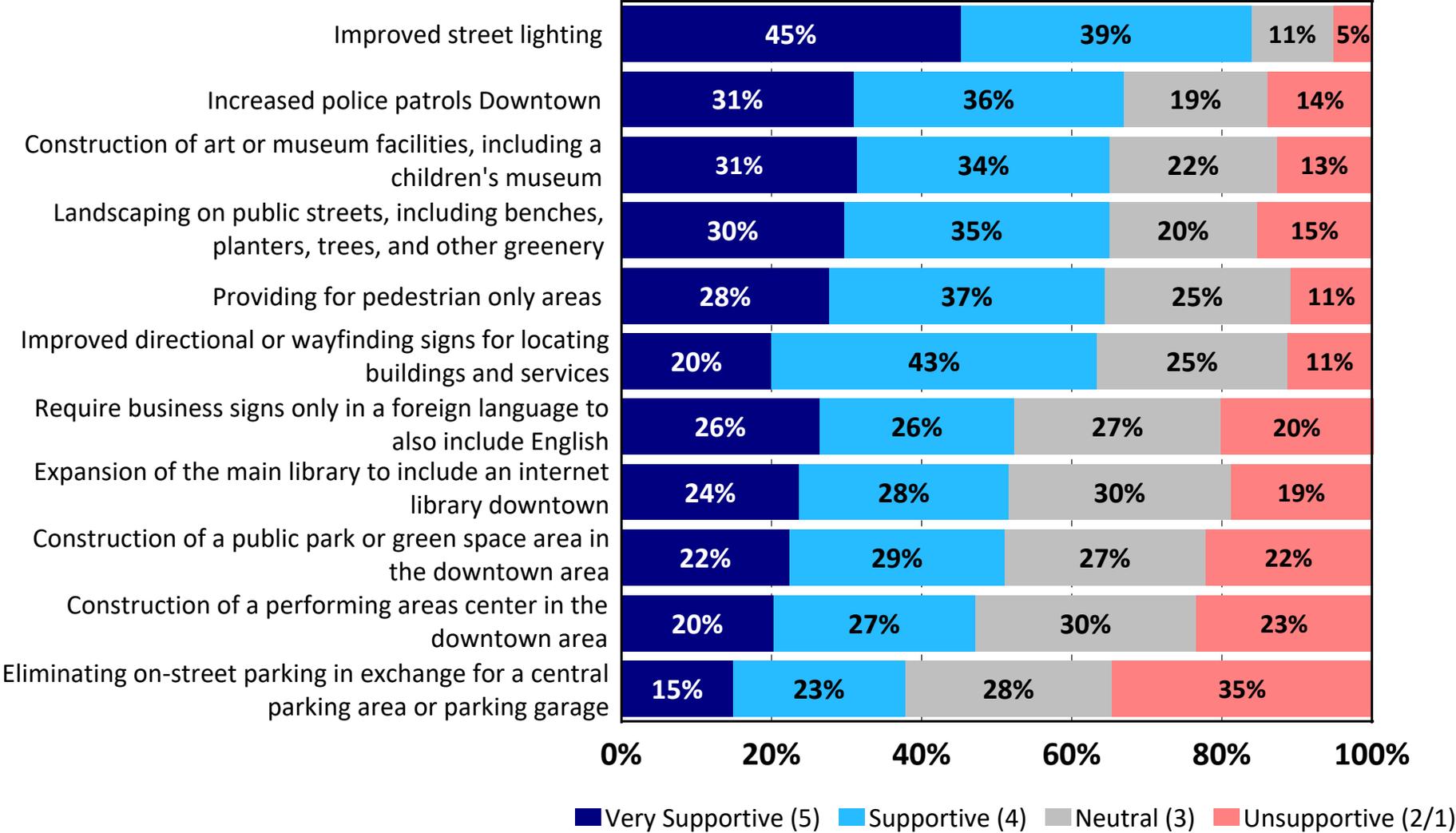
TRENDS: Level of Support for an Increase in Property Taxes to Fund the Following - 2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



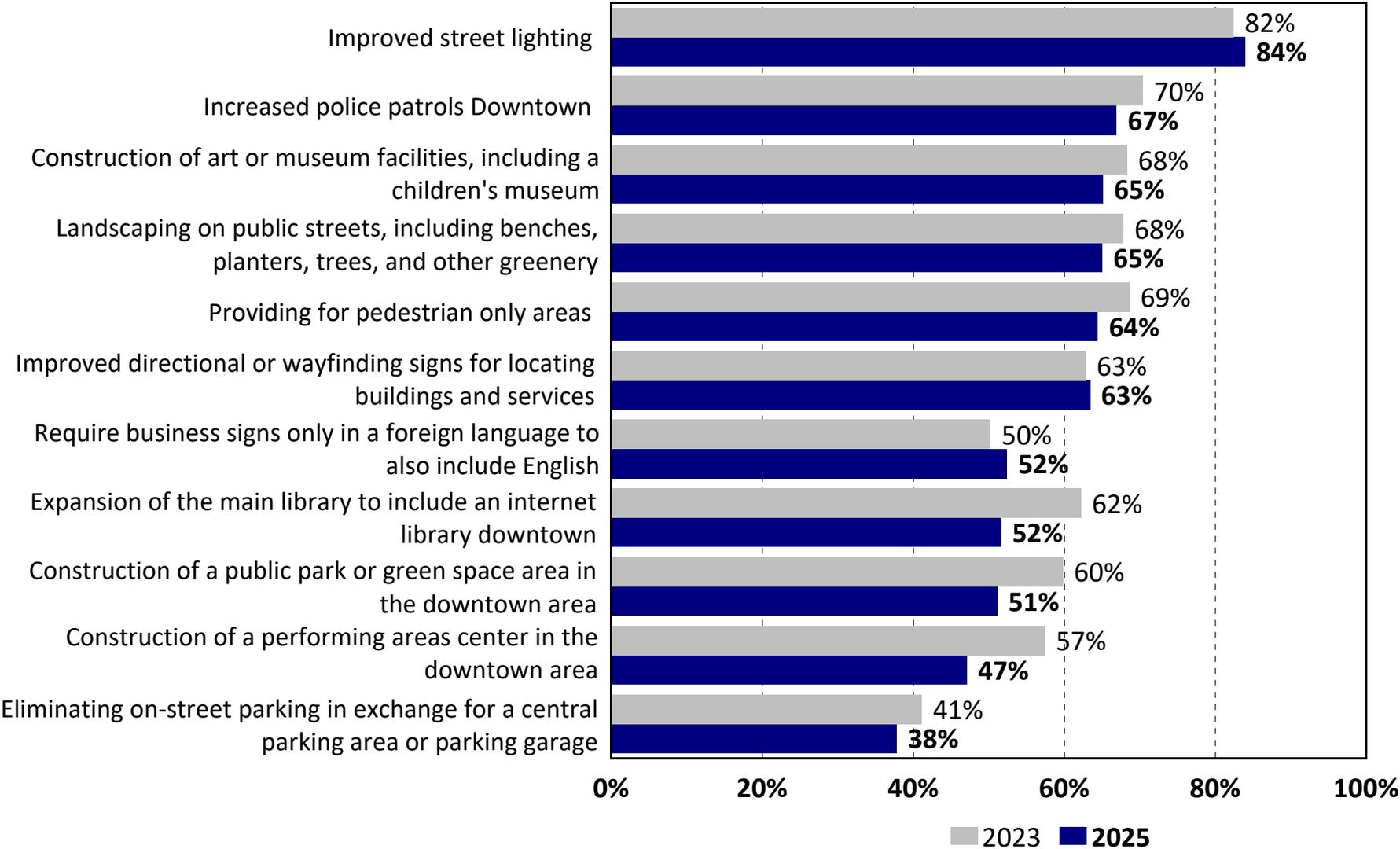
Q20. Level of Support for the Following Possible Improvements to be Implemented

by percentage of respondents (excluding "don't know")



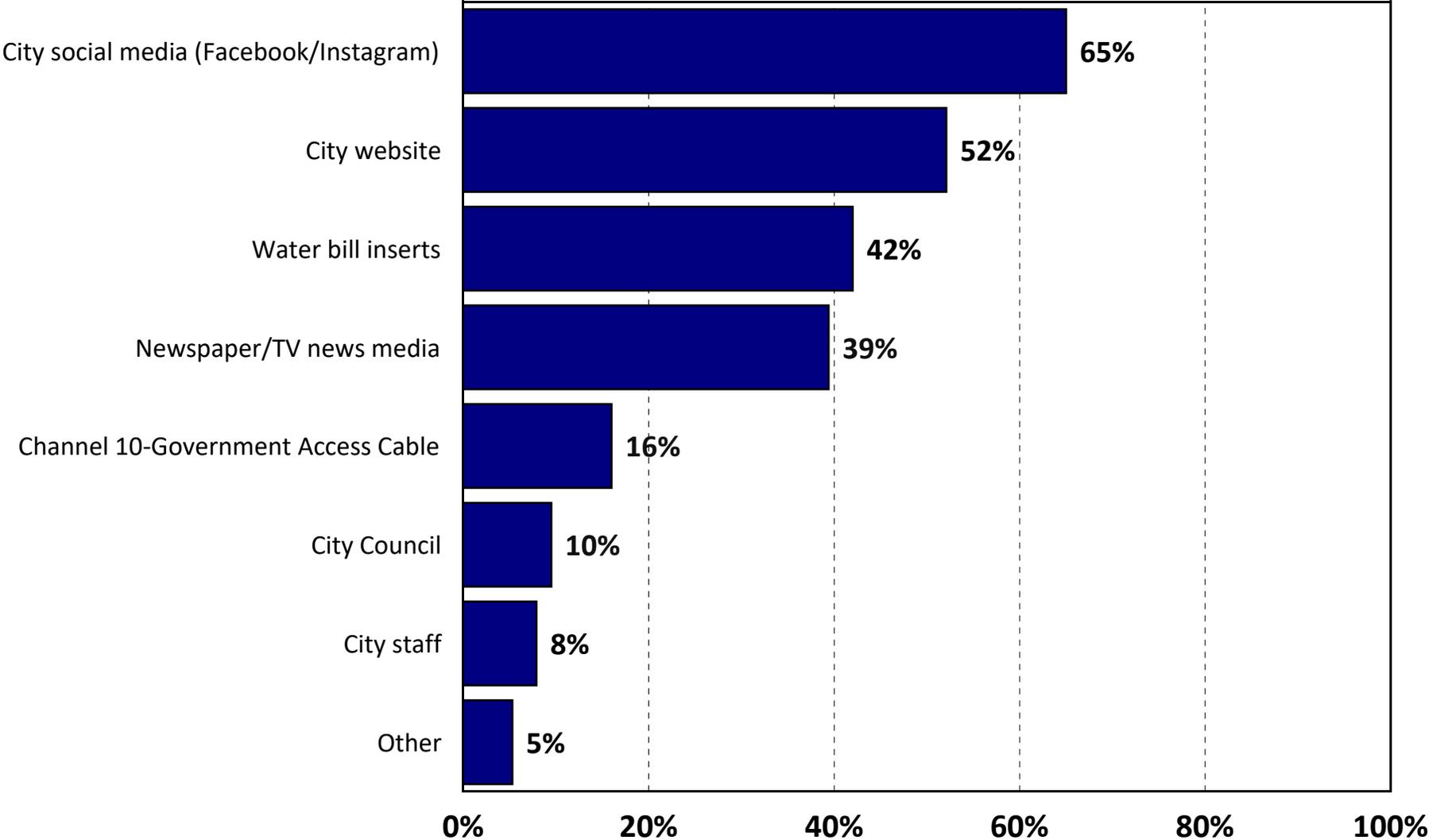
TRENDS: Level of Support for the Following Possible Improvements to be Implemented - 2023 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



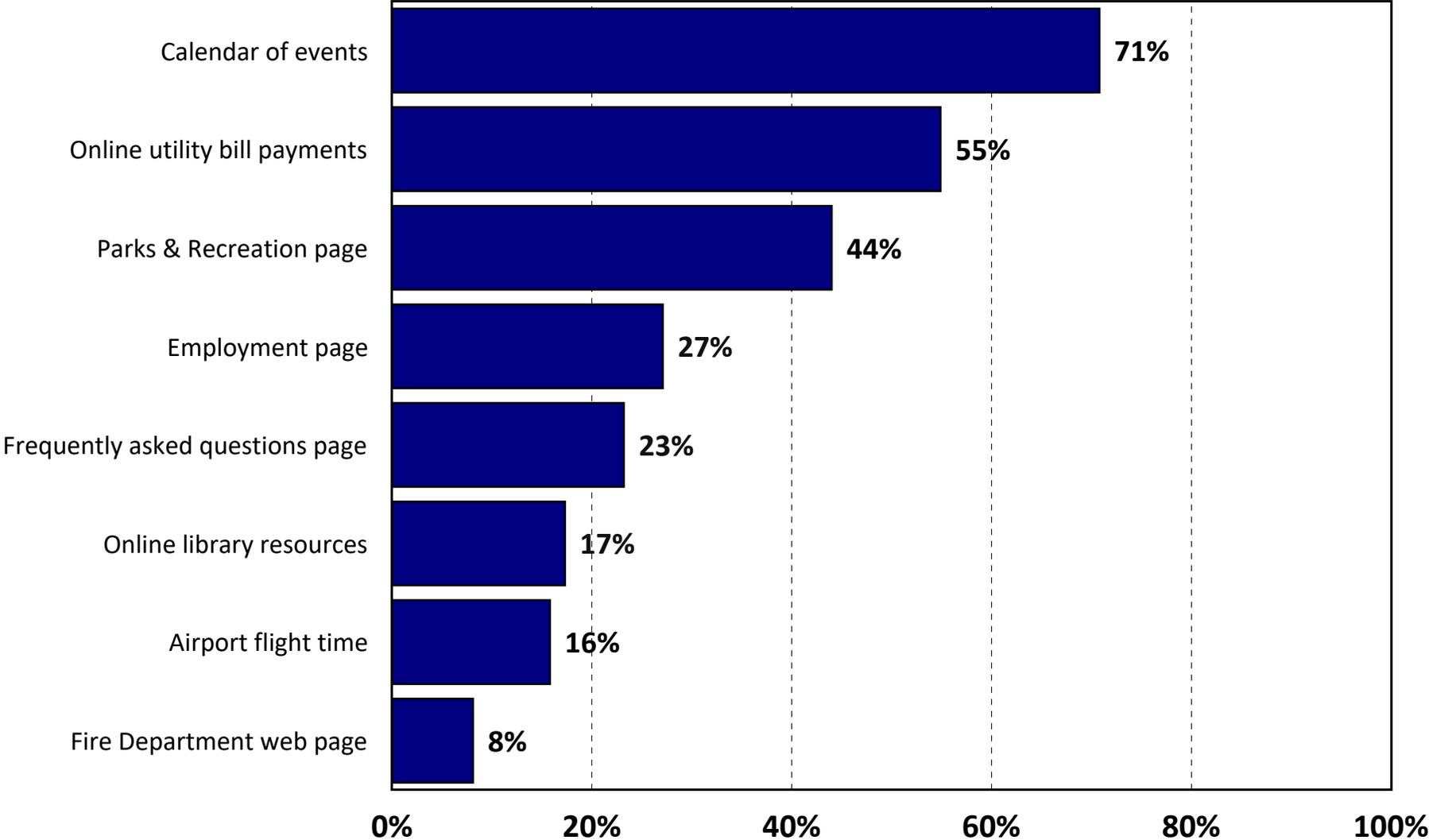
Q21. Sources Utilized to Gather Information About City Business and Events

by percentage of respondents (multiple selections could be made)



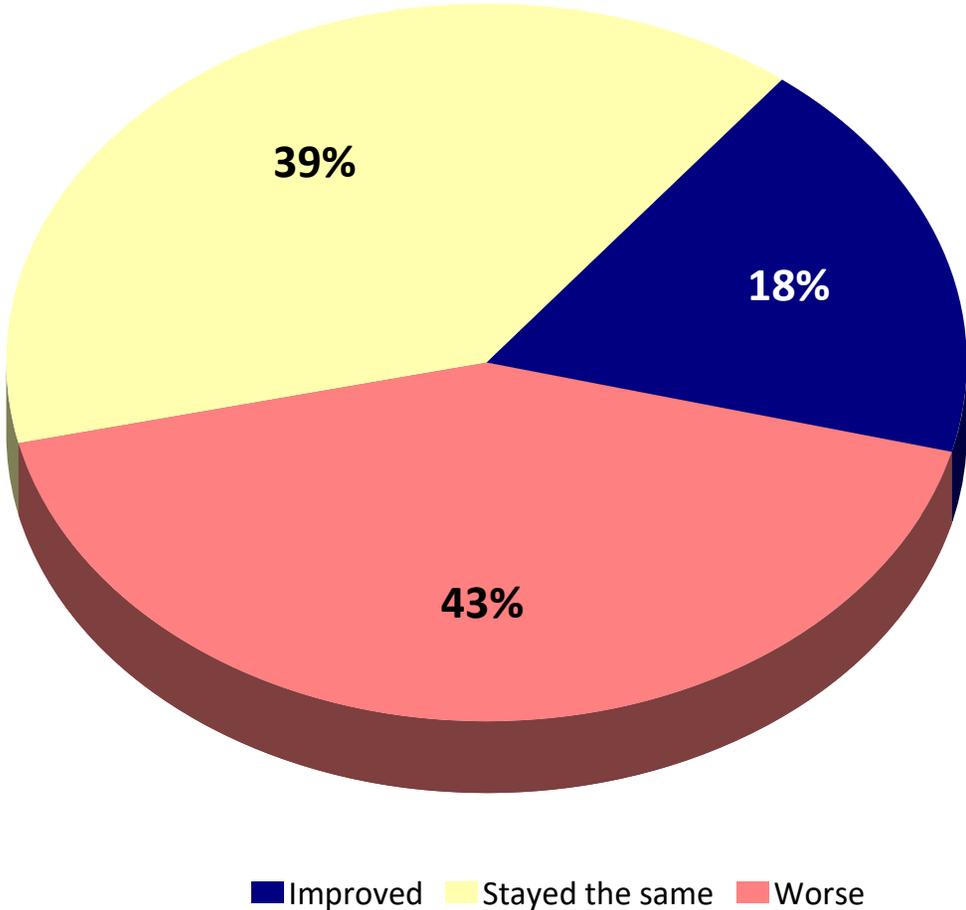
Q22. Online Resources or Services Used to Gather Information in the Last Year

by percentage of respondents (multiple selections could be made)



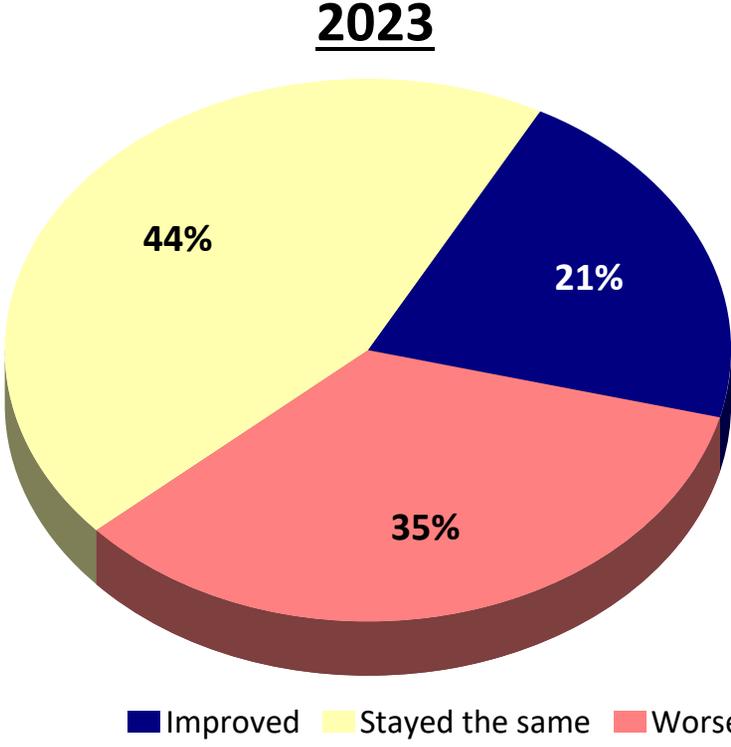
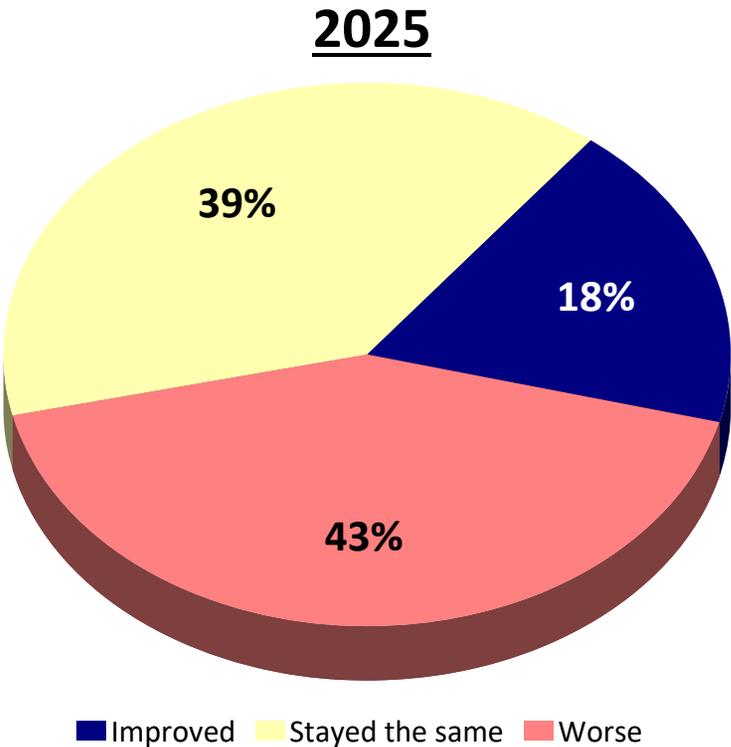
Q23. In the last year, do you feel that, as a community, Killeen has improved, stayed the same, or gotten worse?

by percentage of respondents (excluding "not provided")



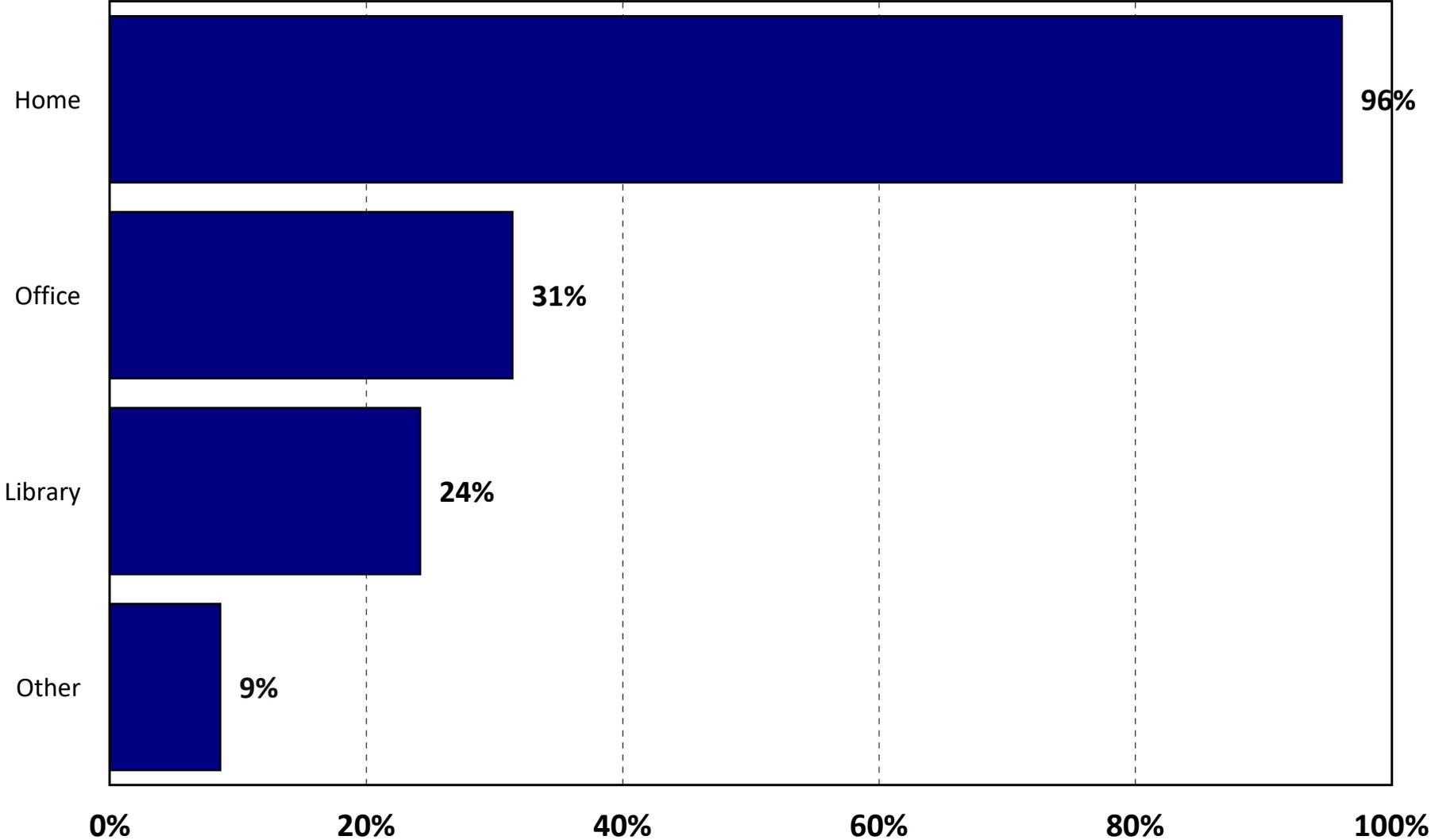
TRENDS: In the last year, do you feel that, as a community, Killeen has improved, stayed the same, or gotten worse? 2023 vs. 2025

by percentage of respondents (excluding "not provided")



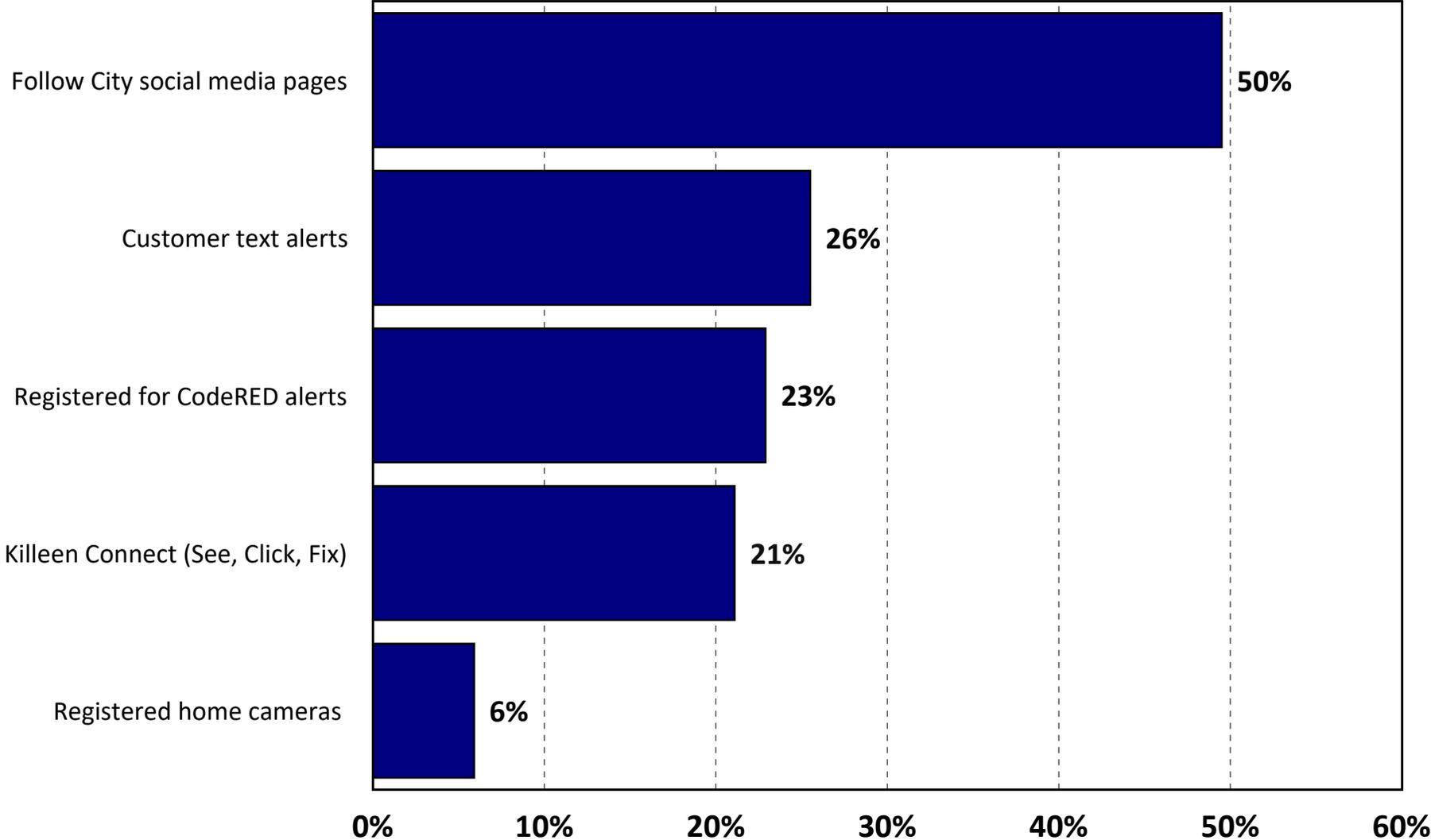
Q25. Where can you access the internet?

by percentage of respondents (multiple selections could be made)



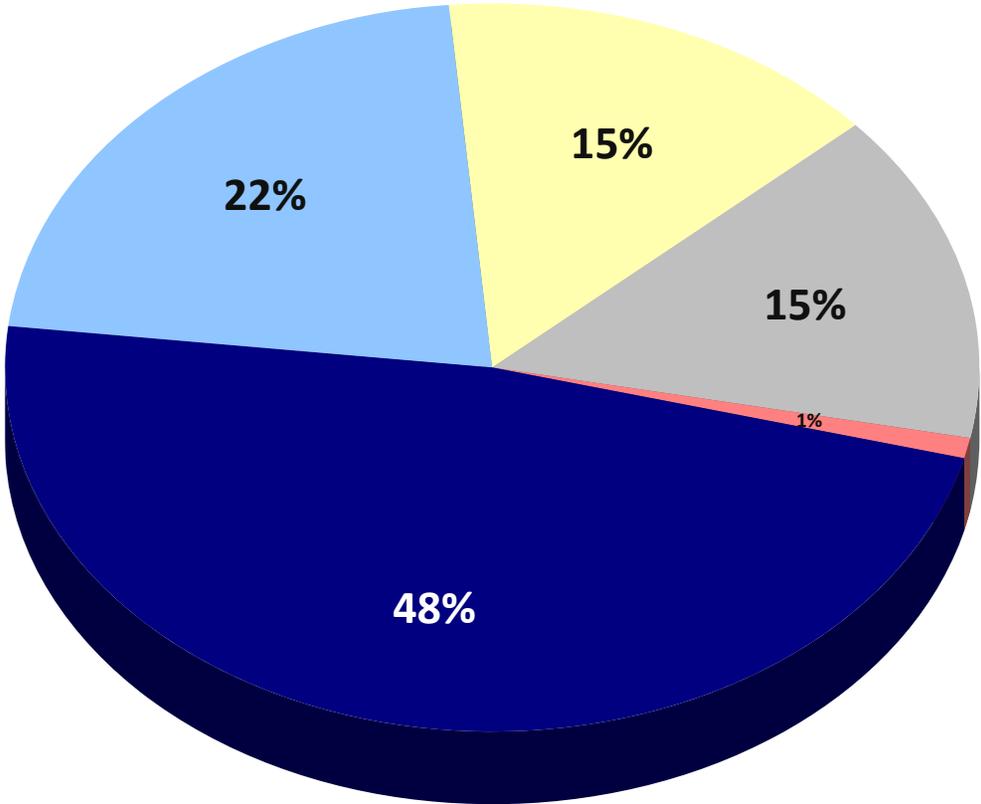
Q26. Have you used any of the following service platforms the City offers?

by percentage of respondents (multiple selections could be made)



Q27. Demographics: How long have you lived in Killeen?

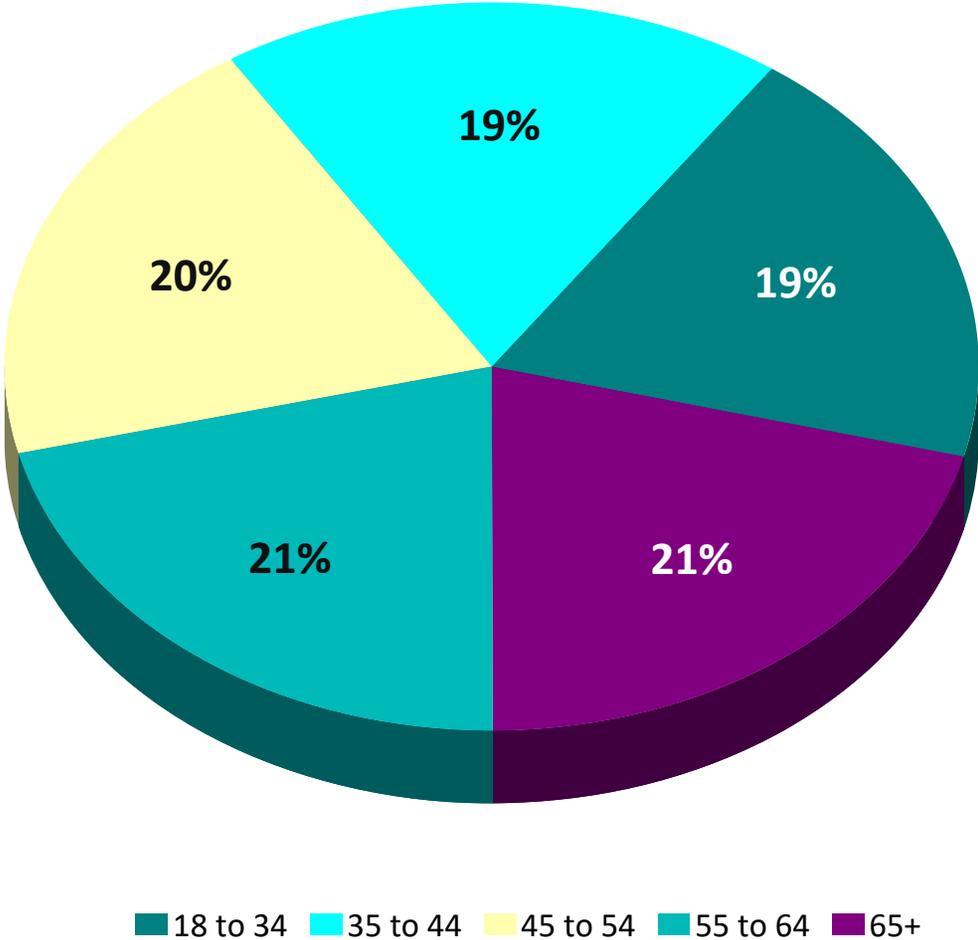
by percentage of respondents (excluding "not provided")



Less than 6 months 6 months to 5 years 6 to 10 years
11 to 20 years 20+ years

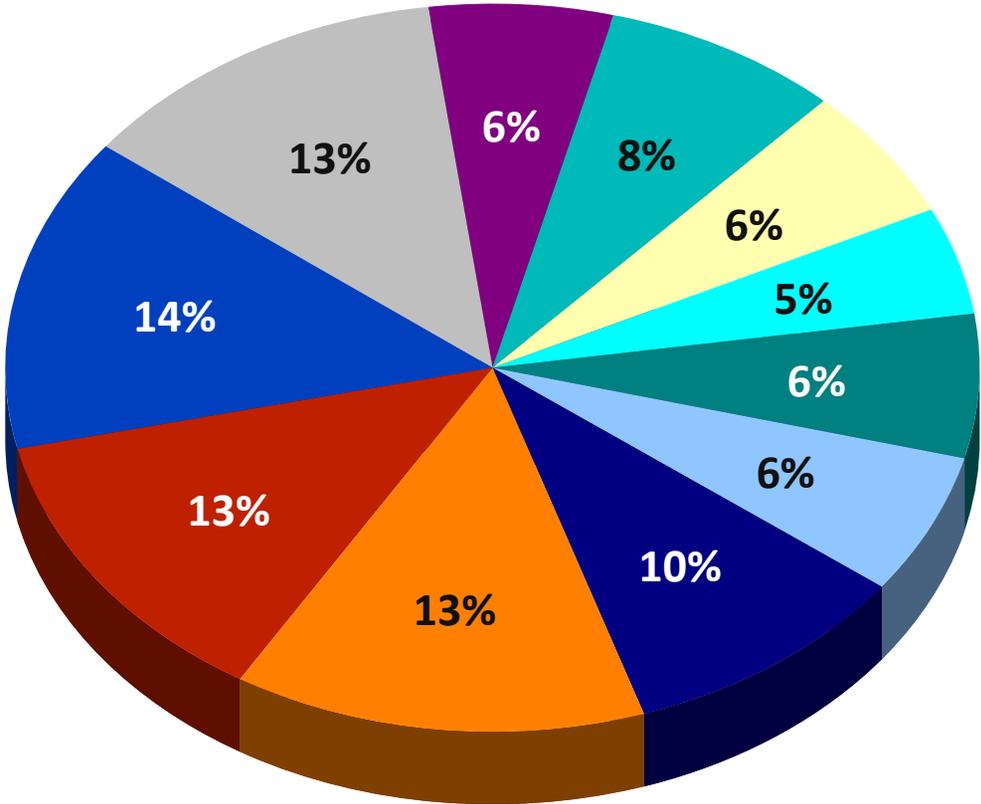
Q28. Demographics: Age of Respondent

by percentage of respondents (excluding "not provided")



Q29. Demographics: Ages of Household Members

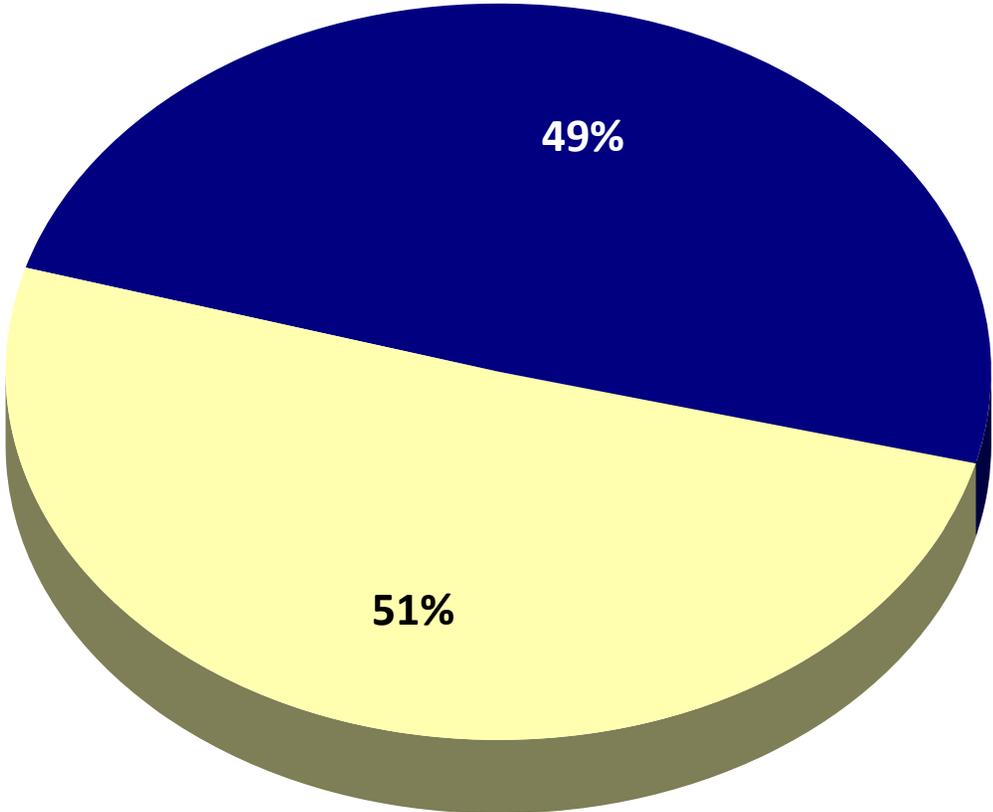
by percentage of persons in the household



- Under age 5
- Ages 5 to 9
- Ages 10 to 14
- Ages 15 to 19
- Ages 20 to 24
- Ages 25 to 34
- Ages 35 to 44
- Ages 45 to 54
- Ages 55 to 64
- Ages 65 to 74
- Ages 75+

Q30. Demographics: How do you identify yourself?

by percentage of respondents (excluding "not provided")

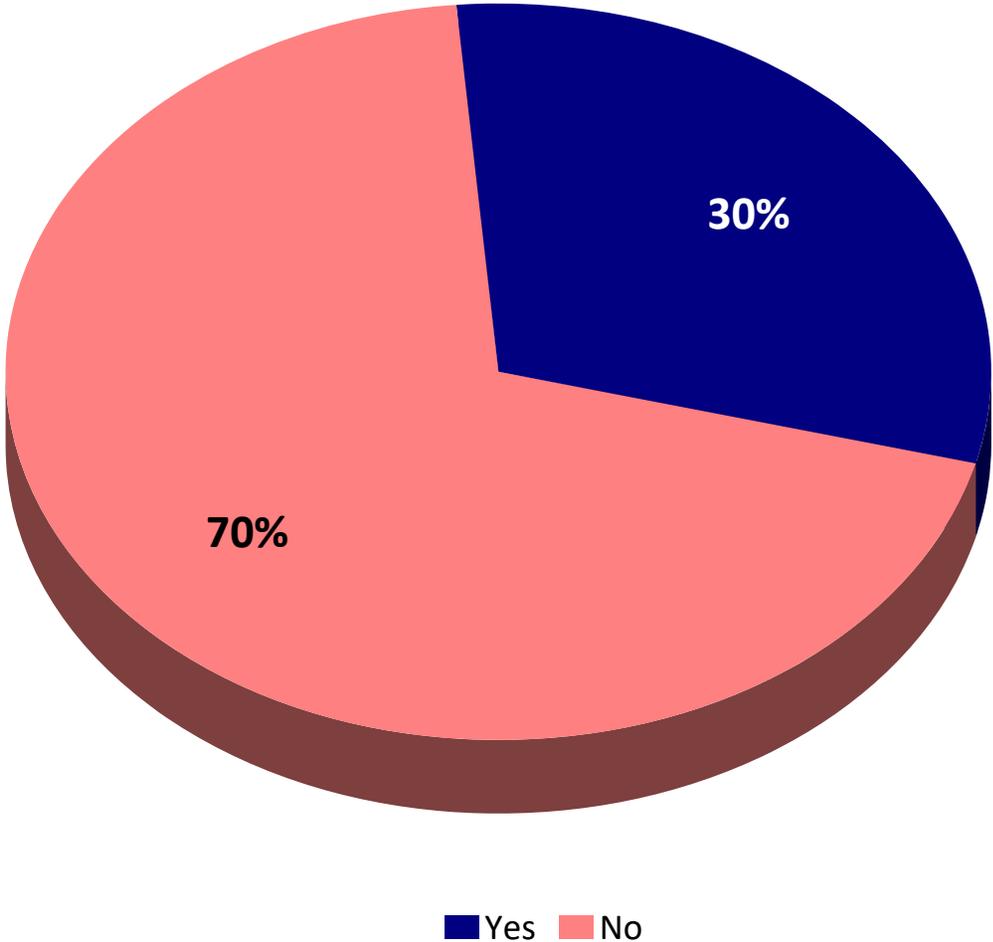


■ Male ■ Female

*0.4% identified as non-binary
0.2% preferred to self-describe*

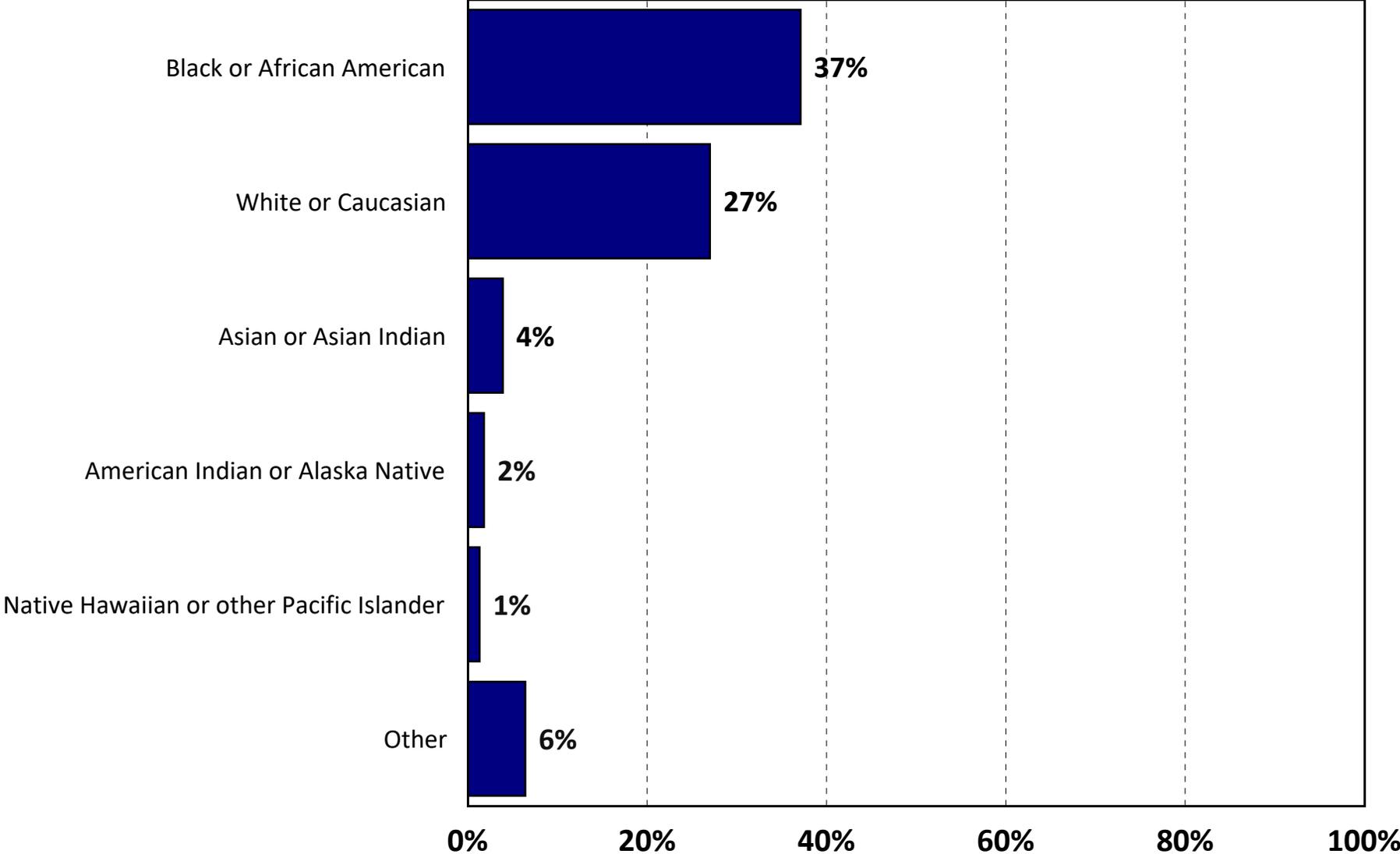
Q31. Demographics: Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

by percentage of respondents (excluding “not provided”)



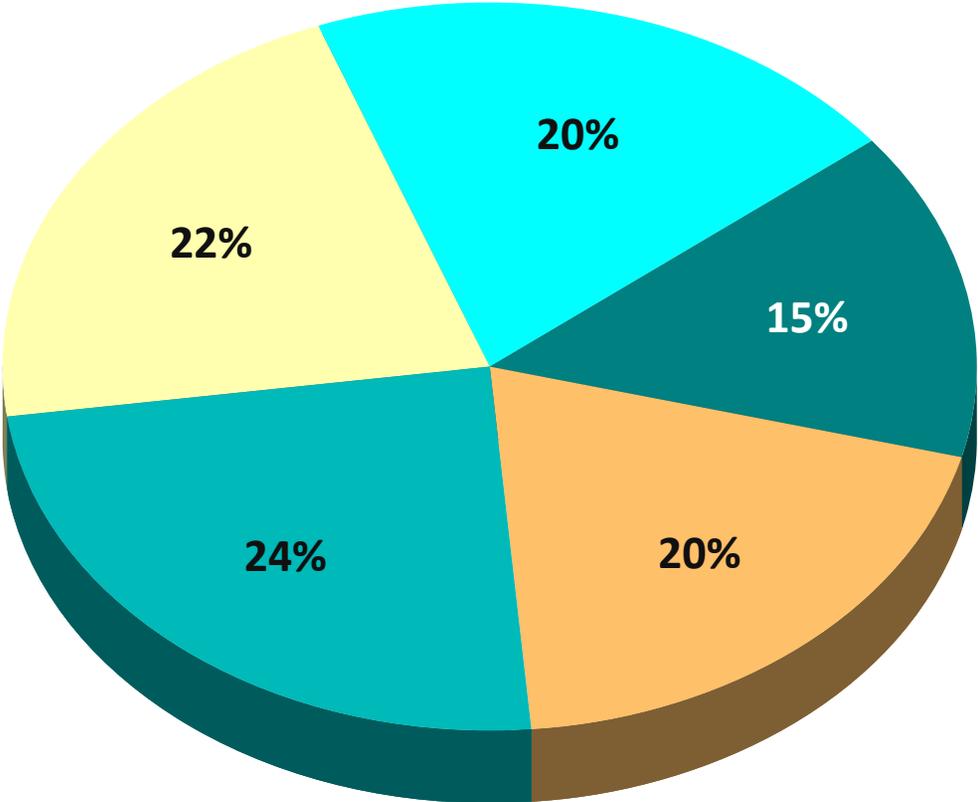
Q32. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q33. Demographics: Annual Household Income

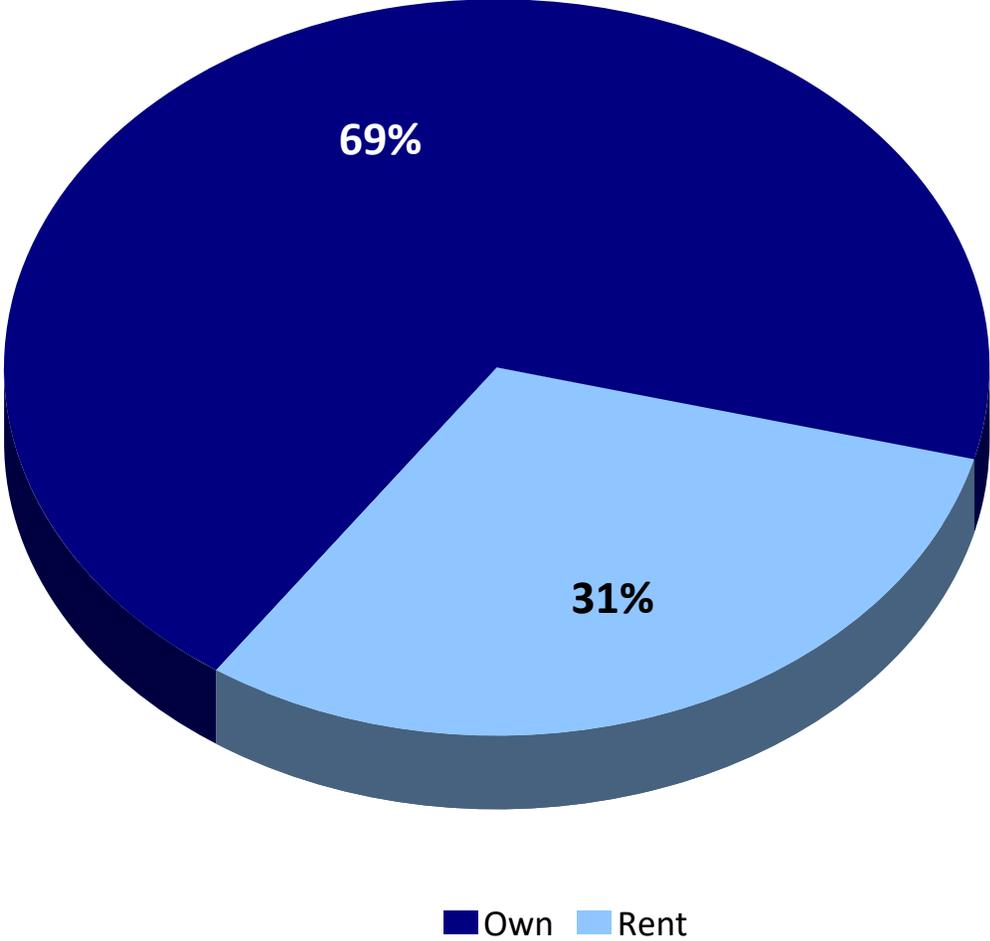
by percentage of respondents



■ Under \$30K ■ \$30K to \$59,999 ■ \$60K to \$99,999
■ \$100K+ ■ Not provided

Q34. Demographics: Do you own or rent your residence?

by percentage of respondents (excluding “not provided”)





2 Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the state of Texas.

The charts on the following pages show how the results for the City of Killeen compare to the national average and the Texas regional average. The blue bar shows the results for Killeen. The red bar shows the Texas regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

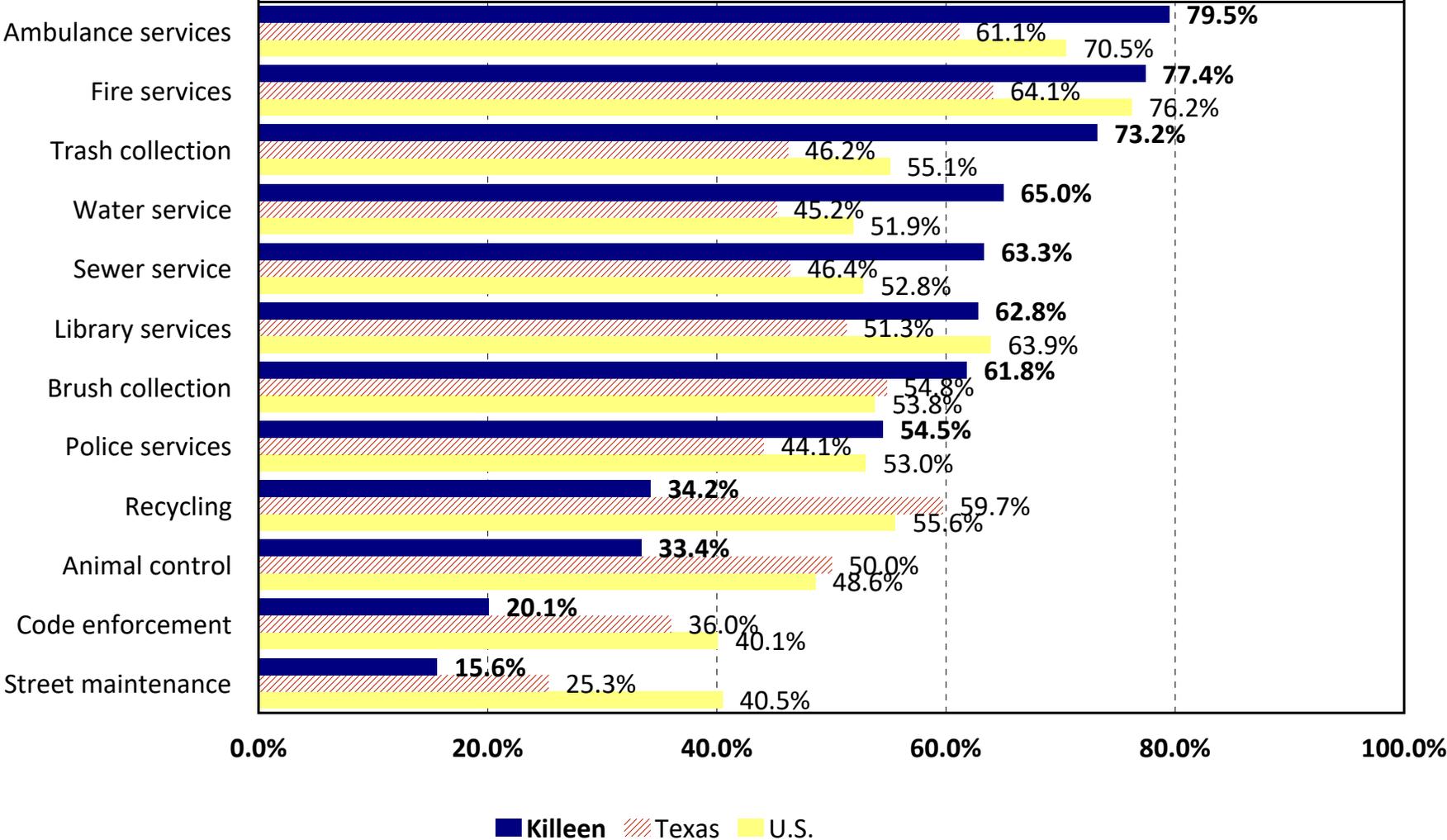
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Killeen, TX is not authorized without written consent from ETC Institute

Satisfaction with Major Categories of City Services

Killeen vs. Texas vs. U.S.

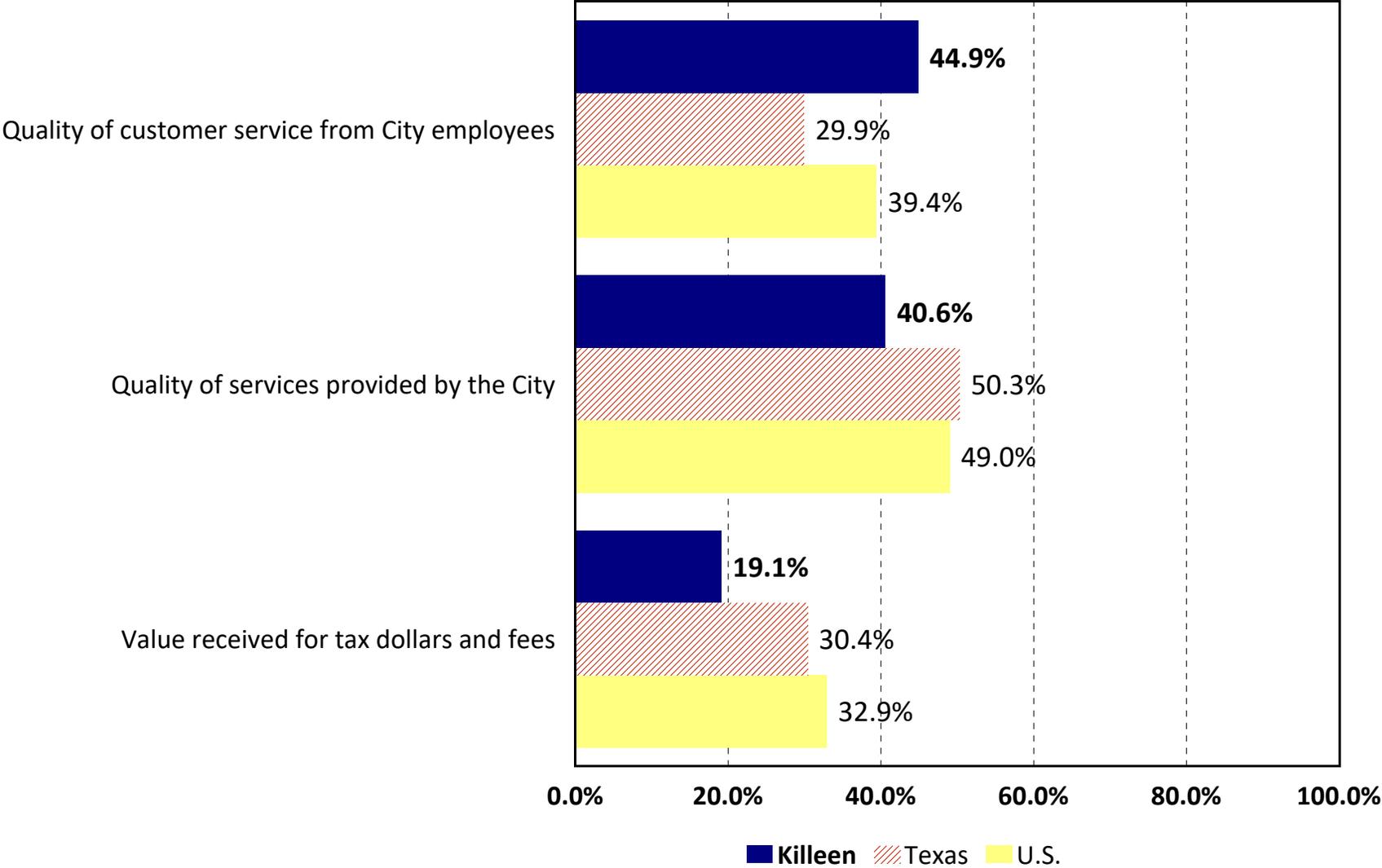
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Satisfaction with the Value of City Services

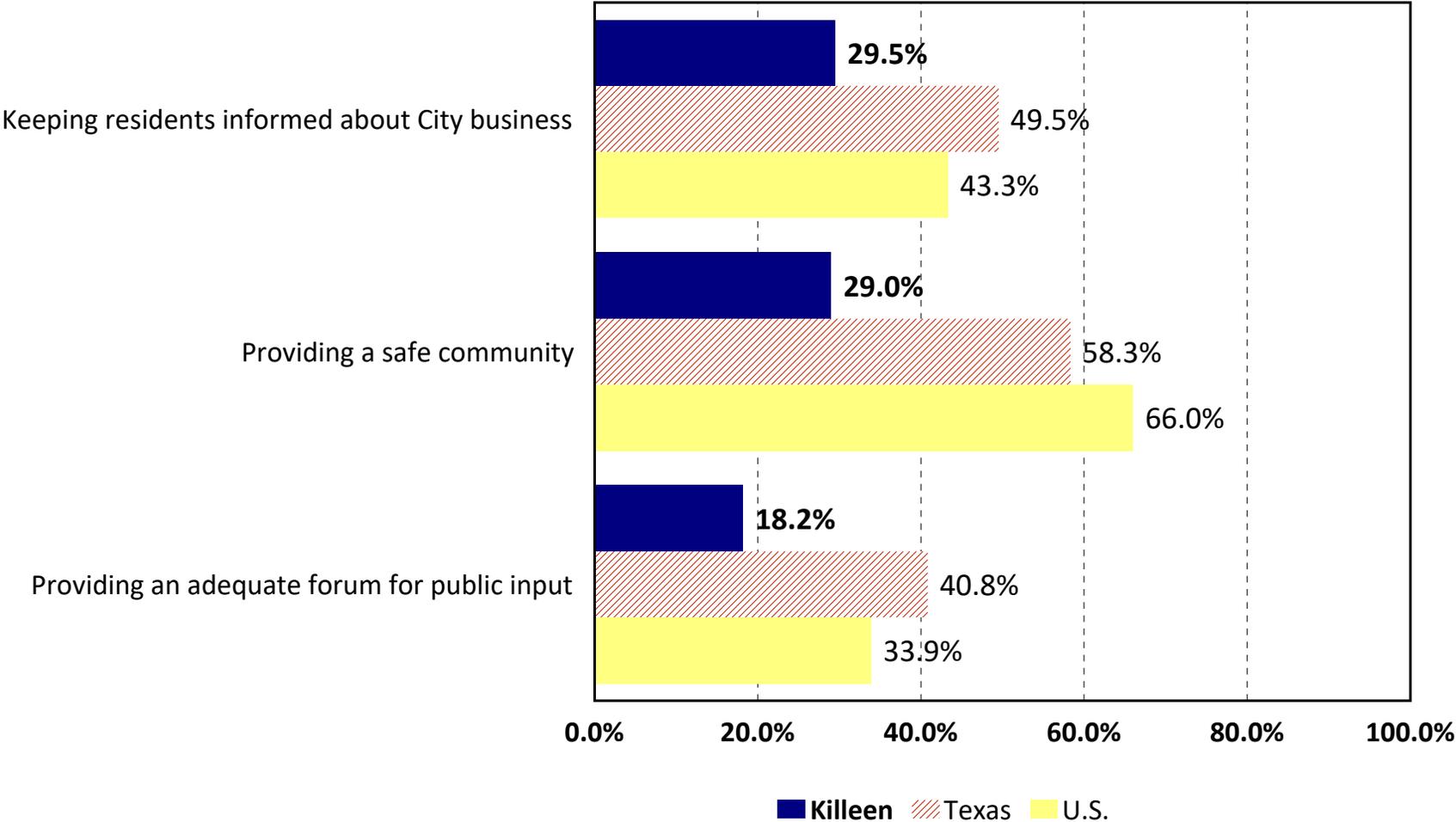
Killeen vs. Texas vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Satisfaction with the Work the City Has Done in the Following Areas Killeen vs. Texas vs. U.S.

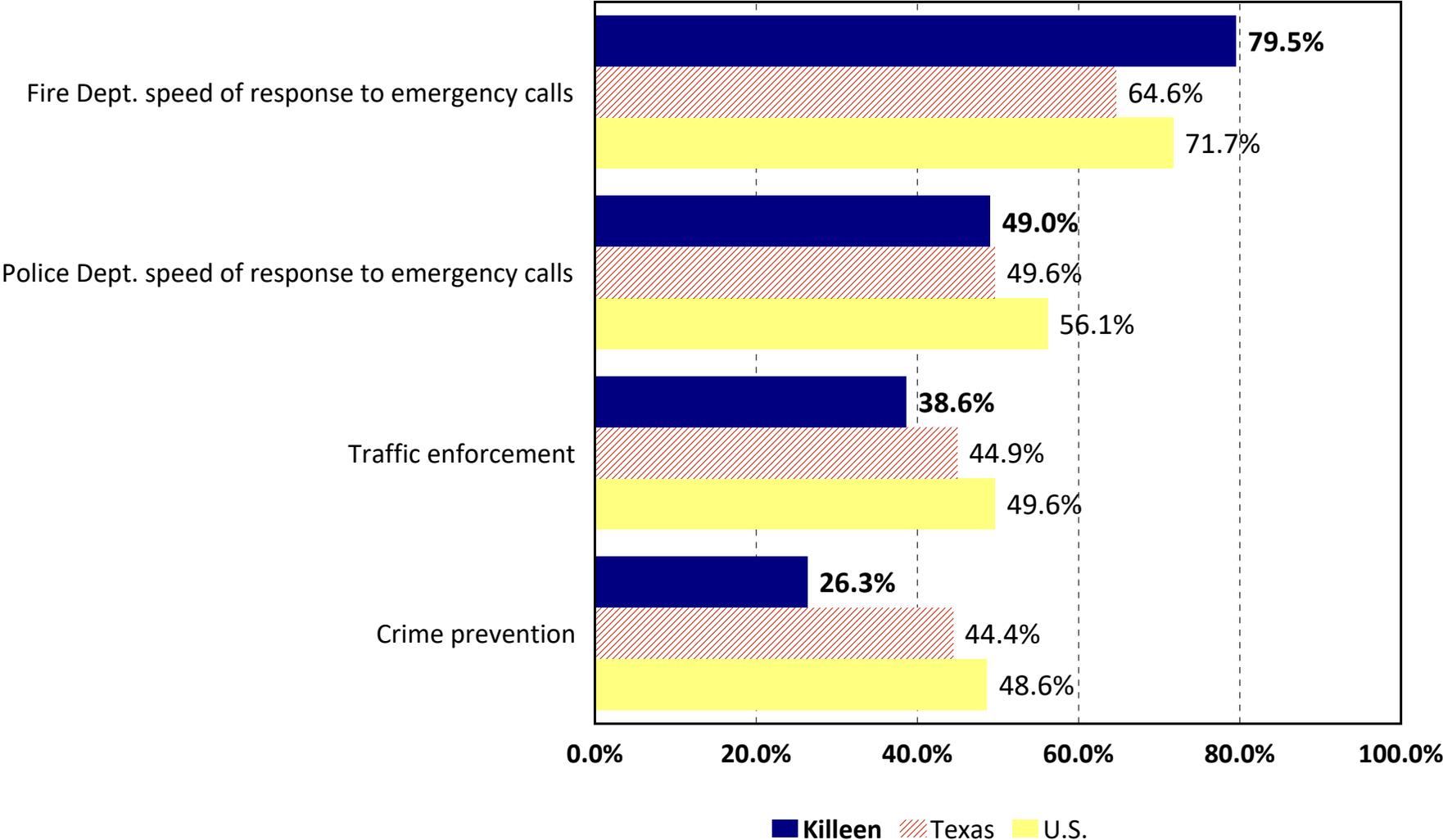
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Satisfaction with Public Safety

Killeen vs. Texas vs. U.S.

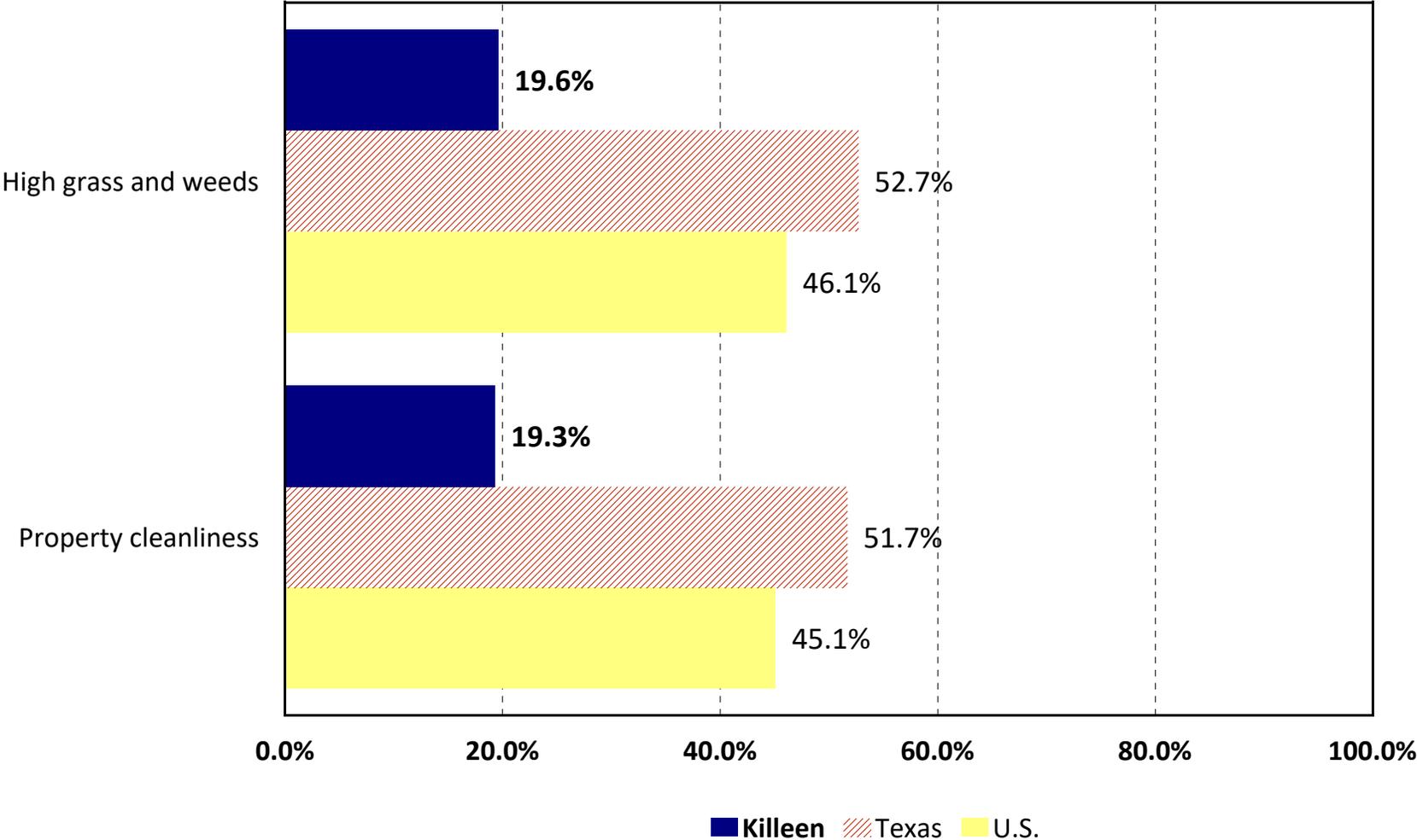
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Effectiveness of Code Enforcement Services

Killeen vs. Texas vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very effective" and 1 was "very ineffective"





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, third, fourth, and fifth most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). The "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that should receive the most emphasis by City leaders. Nearly three-fourths (74.2%) of the respondent households selected "*street maintenance*" as one of the City services that should receive the most emphasis by City leaders.

With regard to satisfaction, 15.6% of respondents surveyed rated "*street maintenance*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 74.2% was multiplied by 84.4% (1-0.156). This calculation yielded an I-S rating of 0.6262, which ranked first out of twenty categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top five (or top three) choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Killeen are provided on the following pages.

Importance-Satisfaction Rating

City of Killeen, TX

Major Categories of City Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Street maintenance	74%	1	16%	20	0.6262	1
Code enforcement	36%	3	20%	19	0.2892	2
Police services	51%	2	55%	9	0.2311	3
Animal control	31%	5	33%	15	0.2051	4
High Priority (IS .10-.20)						
City youth programs	27%	6	27%	18	0.1972	5
Recycling	25%	7	34%	13	0.1619	6
City parks	31%	4	49%	11	0.1585	7
Recreational programming	22%	8	29%	17	0.1581	8
Ambulance services	14%	12	80%	1	0.1509	9
Medium Priority (IS <.10)						
Water service	20%	9	65%	4	0.0693	10
Resident volunteer programs	8%	16	34%	14	0.0498	11
Airports	9%	15	55%	8	0.0410	12
Trash collection	15%	11	73%	3	0.0394	13
Fire services	17%	10	77%	2	0.0384	14
Brush collection	10%	13	62%	7	0.0371	15
Sewer service	9%	14	63%	5	0.0345	16
Municipal court	5%	18	37%	12	0.0301	17
Library services	7%	17	63%	6	0.0246	18
Utility collections	5%	19	53%	10	0.0217	19
Municipal golf course	2%	20	32%	16	0.0136	20

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, fourth, and fifth most important responses for each item. Respondents were asked to identify the services that should receive the most emphasis.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Killeen, TX

Public Safety Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Crime prevention	68%	1	26%	10	0.5019	1
Community policing efforts	38%	3	32%	9	0.2615	2
Traffic enforcement	35%	4	39%	8	0.2118	3
High Priority (IS .10-.20)						
Police Dept. speed of response to emergency calls	39%	2	49%	7	0.1994	4
Medium Priority (IS <.10)						
Police Department professionalism	22%	5	63%	5	0.0807	5
Customer Service provided by Police Department	16%	6	55%	6	0.0725	6
Fire Dept. speed of response to emergency calls	12%	7	80%	3	0.0242	7
Care given to you & your property by Fire Dept.	2%	8	74%	4	0.0058	8
Fire Department professionalism	2%	9	85%	1	0.0031	9
Customer service provided by Fire Dept.	2%	10	80%	2	0.0030	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Killeen, TX

Parks and Recreation Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall safety of City parks	59%	1	36%	6	0.3721	1
Overall quality of City parks	46%	2	51%	1	0.2292	2
Variety of amenities within parks	35%	4	38%	5	0.2139	3
Having parks conveniently located for people in all areas	43%	3	50%	2	0.2136	4
High Priority (IS .10-.20)						
Overall quality of Parks & Recreation classes & programs	20%	5	31%	7	0.1371	5
Medium Priority (IS <.10)						
Overall quality of City athletic fields	10%	6	45%	3	0.0543	6
Number of athletic fields in the City	6%	7	44%	4	0.0361	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Killeen, TX

Code Enforcement Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
High grass and weeds	51%	1	20%	2	0.4125	1
Property cleanliness	45%	2	19%	3	0.3648	2
Illegal dumping	42%	3	16%	7	0.3494	3
Junk vehicles	41%	4	19%	5	0.3341	4
Abandoned buildings	38%	5	12%	8	0.3333	5
High Priority (IS .10-.20)						
Illegally operating a business in a residential zone	15%	6	17%	6	0.1199	6
Medium Priority (IS <.10)						
Non-commercial, such as signed in right of way or on utility poles	6%	7	19%	4	0.0476	7
Vehicles for sale on parking lots and corners	5%	8	21%	1	0.0356	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very effective and "1" being very ineffective.

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4

Tabular Data

Q1. How satisfied are you with the overall quality of life in the City of Killeen?

Q1. How satisfied are you with overall quality of life in City of Killeen	Number	Percent
Very satisfied	29	5.3 %
Satisfied	142	26.1 %
Neutral	146	26.8 %
Dissatisfied	161	29.5 %
Very dissatisfied	53	9.7 %
Not provided	14	2.6 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"

Q1. How satisfied are you with the overall quality of life in the City of Killeen? (without "not provided")

Q1. How satisfied are you with overall quality of life in City of Killeen	Number	Percent
Very satisfied	29	5.5 %
Satisfied	142	26.7 %
Neutral	146	27.5 %
Dissatisfied	161	30.3 %
Very dissatisfied	53	10.0 %
Total	531	100.0 %

Q2. Major Categories of City Services. What is your level of satisfaction with the City of Killeen's City services?

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Fire services	34.1%	36.3%	12.3%	6.6%	1.7%	9.0%
Q2-2. Ambulance services	31.0%	36.9%	15.6%	1.1%	0.7%	14.7%
Q2-3. Police services	19.3%	32.5%	20.4%	15.2%	7.5%	5.1%
Q2-4. Street maintenance	3.7%	11.7%	15.0%	30.1%	38.0%	1.5%
Q2-5. Trash collection	25.0%	47.7%	15.8%	7.2%	3.7%	0.7%
Q2-6. Recycling	8.4%	21.3%	23.9%	18.5%	14.7%	13.2%
Q2-7. Brush collection	18.0%	38.7%	23.7%	8.8%	2.6%	8.3%
Q2-8. Water service	15.8%	47.9%	21.7%	9.5%	3.1%	2.0%
Q2-9. Sewer service	13.6%	45.3%	26.1%	5.9%	2.2%	7.0%
Q2-10. Animal control	6.2%	23.5%	33.8%	16.9%	8.6%	11.0%
Q2-11. Municipal court	4.4%	21.3%	37.1%	4.4%	1.8%	31.0%
Q2-12. City parks	8.4%	36.7%	28.1%	14.9%	4.6%	7.3%
Q2-13. Municipal golf course	4.2%	12.7%	31.4%	2.2%	2.6%	47.0%
Q2-14. Recreational programming	3.5%	18.9%	31.2%	16.5%	6.2%	23.7%
Q2-15. Code enforcement	2.8%	15.0%	27.7%	24.4%	18.5%	11.6%
Q2-16. Library services	14.7%	33.6%	25.0%	3.1%	0.6%	23.1%
Q2-17. City youth programs	3.7%	14.7%	27.9%	13.4%	9.0%	31.4%
Q2-18. Airports	12.1%	34.7%	26.1%	7.9%	3.7%	15.6%
Q2-19. Resident volunteer programs	4.0%	17.2%	34.5%	6.1%	1.7%	36.5%
Q2-20. Utility collections	11.6%	37.8%	35.2%	7.0%	1.8%	6.6%

WITHOUT "DON'T KNOW"**Q2. Major Categories of City Services. What is your level of satisfaction with the City of Killeen's City services? (without "don't know")**

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Fire services	37.5%	39.9%	13.5%	7.3%	1.8%
Q2-2. Ambulance services	36.3%	43.2%	18.3%	1.3%	0.9%
Q2-3. Police services	20.3%	34.2%	21.5%	16.1%	7.9%
Q2-4. Street maintenance	3.7%	11.9%	15.3%	30.5%	38.5%
Q2-5. Trash collection	25.1%	48.1%	15.9%	7.2%	3.7%
Q2-6. Recycling	9.7%	24.5%	27.5%	21.4%	16.9%
Q2-7. Brush collection	19.6%	42.2%	25.8%	9.6%	2.8%
Q2-8. Water service	16.1%	48.9%	22.1%	9.7%	3.2%
Q2-9. Sewer service	14.6%	48.7%	28.0%	6.3%	2.4%
Q2-10. Animal control	7.0%	26.4%	37.9%	19.0%	9.7%
Q2-11. Municipal court	6.4%	30.9%	53.7%	6.4%	2.7%
Q2-12. City parks	9.1%	39.6%	30.3%	16.0%	5.0%
Q2-13. Municipal golf course	8.0%	23.9%	59.2%	4.2%	4.8%
Q2-14. Recreational programming	4.6%	24.8%	40.9%	21.6%	8.2%
Q2-15. Code enforcement	3.1%	17.0%	31.3%	27.6%	21.0%
Q2-16. Library services	19.1%	43.7%	32.5%	4.1%	0.7%
Q2-17. City youth programs	5.3%	21.4%	40.6%	19.5%	13.1%
Q2-18. Airports	14.3%	41.1%	30.9%	9.3%	4.3%
Q2-19. Resident volunteer programs	6.4%	27.2%	54.3%	9.5%	2.6%
Q2-20. Utility collections	12.4%	40.5%	37.7%	7.5%	2.0%

Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Fire services	18	3.3 %
Ambulance services	9	1.7 %
Police services	101	18.5 %
Street maintenance	218	40.0 %
Trash collection	3	0.6 %
Recycling	15	2.8 %
Brush collection	2	0.4 %
Water service	10	1.8 %
Sewer service	2	0.4 %
Animal control	19	3.5 %
Municipal court	3	0.6 %
City parks	21	3.9 %
Recreational programming	9	1.7 %
Code enforcement	40	7.3 %
Library services	6	1.1 %
City youth programs	22	4.0 %
Airports	6	1.1 %
Resident volunteer programs	1	0.2 %
Utility collections	3	0.6 %
None chosen	37	6.8 %
Total	545	100.0 %

Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Fire services	29	5.3 %
Ambulance services	20	3.7 %
Police services	73	13.4 %
Street maintenance	77	14.1 %
Trash collection	19	3.5 %
Recycling	34	6.2 %
Brush collection	9	1.7 %
Water service	17	3.1 %
Sewer service	10	1.8 %
Animal control	38	7.0 %
Municipal court	5	0.9 %
City parks	32	5.9 %
Municipal golf course	1	0.2 %
Recreational programming	17	3.1 %
Code enforcement	56	10.3 %
Library services	4	0.7 %
City youth programs	37	6.8 %
Airports	6	1.1 %
Resident volunteer programs	3	0.6 %
Utility collections	4	0.7 %
None chosen	54	9.9 %
Total	545	100.0 %

Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders?

Q3. 3rd choice	Number	Percent
Fire services	22	4.0 %
Ambulance services	24	4.4 %
Police services	47	8.6 %
Street maintenance	46	8.4 %
Trash collection	17	3.1 %
Recycling	35	6.4 %
Brush collection	14	2.6 %
Water service	23	4.2 %
Sewer service	9	1.7 %
Animal control	46	8.4 %
Municipal court	8	1.5 %
City parks	39	7.2 %
Municipal golf course	1	0.2 %
Recreational programming	35	6.4 %
Code enforcement	48	8.8 %
Library services	5	0.9 %
City youth programs	22	4.0 %
Airports	11	2.0 %
Resident volunteer programs	8	1.5 %
Utility collections	5	0.9 %
None chosen	80	14.7 %
Total	545	100.0 %

Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders?

Q3. 4th choice	Number	Percent
Fire services	12	2.2 %
Ambulance services	12	2.2 %
Police services	38	7.0 %
Street maintenance	42	7.7 %
Trash collection	22	4.0 %
Recycling	27	5.0 %
Brush collection	13	2.4 %
Water service	21	3.9 %
Sewer service	16	2.9 %
Animal control	34	6.2 %
Municipal court	4	0.7 %
City parks	40	7.3 %
Municipal golf course	4	0.7 %
Recreational programming	35	6.4 %
Code enforcement	33	6.1 %
Library services	8	1.5 %
City youth programs	28	5.1 %
Airports	14	2.6 %
Resident volunteer programs	14	2.6 %
Utility collections	8	1.5 %
None chosen	120	22.0 %
Total	545	100.0 %

Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders?

Q3. 5th choice	Number	Percent
Fire services	12	2.2 %
Ambulance services	13	2.4 %
Police services	18	3.3 %
Street maintenance	22	4.0 %
Trash collection	19	3.5 %
Recycling	23	4.2 %
Brush collection	14	2.6 %
Water service	37	6.8 %
Sewer service	14	2.6 %
Animal control	31	5.7 %
Municipal court	6	1.1 %
City parks	36	6.6 %
Municipal golf course	5	0.9 %
Recreational programming	26	4.8 %
Code enforcement	20	3.7 %
Library services	13	2.4 %
City youth programs	38	7.0 %
Airports	13	2.4 %
Resident volunteer programs	14	2.6 %
Utility collections	5	0.9 %
None chosen	166	30.5 %
Total	545	100.0 %

SUM OF TOP 5 CHOICES**Q3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders? (top 5)**

Q3. Sum of top 5 choices	Number	Percent
Fire services	93	17.1 %
Ambulance services	78	14.3 %
Police services	277	50.8 %
Street maintenance	405	74.3 %
Trash collection	80	14.7 %
Recycling	134	24.6 %
Brush collection	52	9.5 %
Water service	108	19.8 %
Sewer service	51	9.4 %
Animal control	168	30.8 %
Municipal court	26	4.8 %
City parks	168	30.8 %
Municipal golf course	11	2.0 %
Recreational programming	122	22.4 %
Code enforcement	197	36.1 %
Library services	36	6.6 %
City youth programs	147	27.0 %
Airports	50	9.2 %
Resident volunteer programs	40	7.3 %
Utility collections	25	4.6 %
None chosen	37	6.8 %
Total	2305	

Q4. Value of City Services. What is your level of satisfaction with the following items?

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of services provided by City	5.7%	33.0%	32.5%	17.8%	6.4%	4.6%
Q4-2. Overall quality of customer service from City employees	9.7%	30.3%	31.0%	12.5%	5.7%	10.8%
Q4-3. Value you receive for your tax dollars & fees	4.4%	13.4%	21.8%	31.6%	22.0%	6.8%

WITHOUT "DON'T KNOW"**Q4. Value of City Services. What is your level of satisfaction with the following items? (without "don't know")**

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of services provided by City	6.0%	34.6%	34.0%	18.7%	6.7%
Q4-2. Overall quality of customer service from City employees	10.9%	34.0%	34.8%	14.0%	6.4%
Q4-3. Value you receive for your tax dollars & fees	4.7%	14.4%	23.4%	33.9%	23.6%

Q5. What is your level of satisfaction with the work the City of Killeen has done?

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Providing a safe community	3.7%	24.0%	23.3%	30.5%	13.9%	4.6%
Q5-2. Providing adequate community events	4.8%	26.8%	32.1%	20.2%	7.2%	9.0%
Q5-3. Keeping residents informed about City business	4.8%	22.9%	26.8%	22.4%	17.2%	5.9%
Q5-4. Planning for future needs of residents	2.6%	10.5%	26.2%	31.0%	20.6%	9.2%
Q5-5. Having employees that respond to resident needs	3.7%	17.6%	35.4%	16.3%	11.6%	15.4%
Q5-6. Providing an adequate forum for public input	3.3%	13.0%	28.3%	23.1%	22.2%	10.1%
Q5-7. Working with surrounding cities	2.9%	17.1%	38.7%	7.5%	7.2%	26.6%
Q5-8. Working with Killeen ISD	3.5%	17.1%	31.2%	13.2%	11.6%	23.5%

WITHOUT "DON'T KNOW"**Q5. What is your level of satisfaction with the work the City of Killeen has done? (without "don't know")**

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Providing a safe community	3.8%	25.2%	24.4%	31.9%	14.6%
Q5-2. Providing adequate community events	5.2%	29.4%	35.3%	22.2%	7.9%
Q5-3. Keeping residents informed about City business	5.1%	24.4%	28.5%	23.8%	18.3%
Q5-4. Planning for future needs of residents	2.8%	11.5%	28.9%	34.1%	22.6%
Q5-5. Having employees that respond to resident needs	4.3%	20.8%	41.9%	19.3%	13.7%
Q5-6. Providing an adequate forum for public input	3.7%	14.5%	31.4%	25.7%	24.7%
Q5-7. Working with surrounding cities	4.0%	23.3%	52.8%	10.3%	9.8%
Q5-8. Working with Killeen ISD	4.6%	22.3%	40.8%	17.3%	15.1%

Q6. Which THREE of the items listed in Question 5 should receive the MOST EMPHASIS from City leaders?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Providing a safe community	284	52.1 %
Providing adequate community events	13	2.4 %
Keeping residents informed about City business	46	8.4 %
Planning for future needs of residents	58	10.6 %
Having employees that respond to resident needs	15	2.8 %
Providing an adequate forum for public input	47	8.6 %
Working with surrounding cities	5	0.9 %
Working with Killeen ISD	33	6.1 %
<u>None chosen</u>	<u>44</u>	<u>8.1 %</u>
Total	545	100.0 %

Q6. Which THREE of the items listed in Question 5 should receive the MOST EMPHASIS from City leaders?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Providing a safe community	67	12.3 %
Providing adequate community events	32	5.9 %
Keeping residents informed about City business	104	19.1 %
Planning for future needs of residents	113	20.7 %
Having employees that respond to resident needs	45	8.3 %
Providing an adequate forum for public input	67	12.3 %
Working with surrounding cities	12	2.2 %
Working with Killeen ISD	46	8.4 %
<u>None chosen</u>	<u>59</u>	<u>10.8 %</u>
Total	545	100.0 %

Q6. Which THREE of the items listed in Question 5 should receive the MOST EMPHASIS from City leaders?

Q6. 3rd choice	Number	Percent
Providing a safe community	48	8.8 %
Providing adequate community events	36	6.6 %
Keeping residents informed about City business	67	12.3 %
Planning for future needs of residents	95	17.4 %
Having employees that respond to resident needs	58	10.6 %
Providing an adequate forum for public input	93	17.1 %
Working with surrounding cities	20	3.7 %
Working with Killeen ISD	53	9.7 %
None chosen	75	13.8 %
Total	545	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the items listed in Question 5 should receive the MOST EMPHASIS from City leaders?

(top 3)

Q6. Sum of top 3 choices	Number	Percent
Providing a safe community	399	73.2 %
Providing adequate community events	81	14.9 %
Keeping residents informed about City business	217	39.8 %
Planning for future needs of residents	266	48.8 %
Having employees that respond to resident needs	118	21.7 %
Providing an adequate forum for public input	207	38.0 %
Working with surrounding cities	37	6.8 %
Working with Killeen ISD	132	24.2 %
None chosen	44	8.1 %
Total	1501	

Q7. Would you consider the following issues to be a major concern, minor concern, or not a concern to YOUR neighborhood?

(N=545)

	Major concern	Minor concern	Not a concern	Not provided
Q7-1. Houses in need of repair	37.4%	37.1%	23.1%	2.4%
Q7-2. Stray animals	39.8%	39.4%	17.8%	2.9%
Q7-3. Weeds & unmowed grass	41.8%	39.4%	17.4%	1.3%
Q7-4. Trash & litter	45.1%	38.0%	15.0%	1.8%
Q7-5. Street lighting	56.0%	27.7%	14.1%	2.2%
Q7-6. Condition of streets	73.8%	17.2%	7.9%	1.1%
Q7-7. Condition of major streets leading into your neighborhood	64.6%	22.8%	11.4%	1.3%
Q7-8. Traffic flow into your neighborhood	35.2%	39.6%	23.1%	2.0%
Q7-9. Graffiti	13.2%	36.9%	45.0%	5.0%

WITHOUT "NOT PROVIDED"

Q7. Would you consider the following issues to be a major concern, minor concern, or not a concern to YOUR neighborhood? (without "not provided")

(N=545)

	Major concern	Minor concern	Not a concern
Q7-1. Houses in need of repair	38.3%	38.0%	23.7%
Q7-2. Stray animals	41.0%	40.6%	18.3%
Q7-3. Weeds & unmowed grass	42.4%	40.0%	17.7%
Q7-4. Trash & litter	46.0%	38.7%	15.3%
Q7-5. Street lighting	57.2%	28.3%	14.4%
Q7-6. Condition of streets	74.6%	17.4%	8.0%
Q7-7. Condition of major streets leading into your neighborhood	65.4%	23.0%	11.5%
Q7-8. Traffic flow into your neighborhood	36.0%	40.4%	23.6%
Q7-9. Graffiti	13.9%	38.8%	47.3%

Q8. Have you had contact with a City employee during the past year?

Q8. Have you had contact with a City employee during past year	Number	Percent
Yes	280	51.4 %
No	247	45.3 %
Not provided	18	3.3 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"

Q8. Have you had contact with a City employee during the past year? (without "not provided")

Q8. Have you had contact with a City employee during past year	Number	Percent
Yes	280	53.1 %
No	247	46.9 %
Total	527	100.0 %

Q8a. How satisfied were you with the customer service received from the City employees?

(N=280)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a-1. Courtesy of the person answering the telephone	27.9%	32.5%	16.8%	10.0%	10.0%	2.9%
Q8a-2. Directed to the correct department	22.9%	41.1%	19.3%	6.4%	6.8%	3.6%
Q8a-3. Asked adequate questions to determine the nature of problem	20.4%	35.4%	22.5%	9.3%	8.9%	3.6%
Q8a-4. If not available, the correct employee returned your phone call in a reasonable time	12.5%	18.6%	24.3%	9.6%	10.4%	24.6%
Q8a-5. The problem was adequately dealt with by the employee responding	20.7%	25.4%	18.9%	13.2%	16.4%	5.4%
Q8a-6. City followed up to ensure my concerns were addressed	11.1%	13.2%	23.9%	15.7%	21.4%	14.6%
Q8a-7. The people I worked with showed pride & concern for quality in their work	16.1%	24.3%	25.0%	11.4%	11.4%	11.8%
Q8a-8. The primary employee I worked with represented City in a positive manner	20.7%	31.4%	20.4%	9.6%	11.1%	6.8%

WITHOUT "DON'T KNOW"**Q8a. How satisfied were you with the customer service received from the City employees? (without "don't know")**

(N=280)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a-1. Courtesy of the person answering the telephone	28.7%	33.5%	17.3%	10.3%	10.3%
Q8a-2. Directed to the correct department	23.7%	42.6%	20.0%	6.7%	7.0%
Q8a-3. Asked adequate questions to determine the nature of problem	21.1%	36.7%	23.3%	9.6%	9.3%
Q8a-4. If not available, the correct employee returned your phone call in a reasonable time	16.6%	24.6%	32.2%	12.8%	13.7%
Q8a-5. The problem was adequately dealt with by the employee responding	21.9%	26.8%	20.0%	14.0%	17.4%
Q8a-6. City followed up to ensure my concerns were addressed	13.0%	15.5%	28.0%	18.4%	25.1%
Q8a-7. The people I worked with showed pride & concern for quality in their work	18.2%	27.5%	28.3%	13.0%	13.0%
Q8a-8. The primary employee I worked with represented City in a positive manner	22.2%	33.7%	21.8%	10.3%	11.9%

Q9. Public Safety Services. What is your level of satisfaction with the following items?

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Police Department speed of response to emergency calls	11.0%	26.2%	19.6%	11.4%	7.7%	24.0%
Q9-2. Police Department professionalism	19.3%	34.5%	20.2%	7.3%	4.2%	14.5%
Q9-3. Customer Service provided by Police Department	15.8%	27.9%	22.8%	9.0%	4.4%	20.2%
Q9-4. Crime prevention	4.0%	18.5%	23.5%	25.9%	13.9%	14.1%
Q9-5. Community policing efforts	6.1%	20.9%	25.5%	21.7%	10.5%	15.4%
Q9-6. Traffic enforcement	6.8%	28.4%	26.2%	18.7%	11.0%	8.8%
Q9-7. Fire Department speed of response to emergency calls	27.9%	30.5%	14.1%	0.6%	0.4%	26.6%
Q9-8. Fire Department professionalism	33.8%	30.1%	10.1%	0.7%	0.4%	25.0%
Q9-9. Customer Service provided by Fire Department	29.7%	25.1%	12.5%	0.9%	0.6%	31.2%
Q9-10. Care given to you & your property by Fire Department	22.9%	22.9%	15.2%	0.7%	0.6%	37.6%

WITHOUT "DON'T KNOW"**Q9. Public Safety Services. What is your level of satisfaction with the following items? (without "don't know")**

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Police Department speed of response to emergency calls	14.5%	34.5%	25.8%	15.0%	10.1%
Q9-2. Police Department professionalism	22.5%	40.3%	23.6%	8.6%	4.9%
Q9-3. Customer Service provided by Police Department	19.8%	34.9%	28.5%	11.3%	5.5%
Q9-4. Crime prevention	4.7%	21.6%	27.4%	30.1%	16.2%
Q9-5. Community policing efforts	7.2%	24.7%	30.2%	25.6%	12.4%
Q9-6. Traffic enforcement	7.4%	31.2%	28.8%	20.5%	12.1%
Q9-7. Fire Department speed of response to emergency calls	38.0%	41.5%	19.3%	0.8%	0.5%
Q9-8. Fire Department professionalism	45.0%	40.1%	13.4%	1.0%	0.5%
Q9-9. Customer Service provided by Fire Department	43.2%	36.5%	18.1%	1.3%	0.8%
Q9-10. Care given to you & your property by Fire Department	36.8%	36.8%	24.4%	1.2%	0.9%

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from City leaders?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police Department speed of response to emergency calls	122	22.4 %
Police Department professionalism	29	5.3 %
Customer Service provided by Police Department	14	2.6 %
Crime prevention	212	38.9 %
Community policing efforts	33	6.1 %
Traffic enforcement	52	9.5 %
Fire Department speed of response to emergency calls	9	1.7 %
Customer Service provided by Fire Department	1	0.2 %
Care given to you & your property by Fire Department	3	0.6 %
<u>None chosen</u>	<u>70</u>	<u>12.8 %</u>
Total	545	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from City leaders?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police Department speed of response to emergency calls	54	9.9 %
Police Department professionalism	44	8.1 %
Customer Service provided by Police Department	35	6.4 %
Crime prevention	97	17.8 %
Community policing efforts	98	18.0 %
Traffic enforcement	56	10.3 %
Fire Department speed of response to emergency calls	37	6.8 %
Fire Department professionalism	8	1.5 %
Customer Service provided by Fire Department	3	0.6 %
Care given to you & your property by Fire Department	4	0.7 %
<u>None chosen</u>	<u>109</u>	<u>20.0 %</u>
Total	545	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from City leaders?

Q10. 3rd choice	Number	Percent
Police Department speed of response to emergency calls	37	6.8 %
Police Department professionalism	45	8.3 %
Customer Service provided by Police Department	38	7.0 %
Crime prevention	62	11.4 %
Community policing efforts	78	14.3 %
Traffic enforcement	80	14.7 %
Fire Department speed of response to emergency calls	18	3.3 %
Fire Department professionalism	3	0.6 %
Customer Service provided by Fire Department	4	0.7 %
Care given to you & your property by Fire Department	5	0.9 %
None chosen	175	32.1 %
Total	545	100.0 %

SUM OF TOP 3 CHOICES**Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from City leaders? (top 3)**

Q10. Sum of top 3 choices	Number	Percent
Police Department speed of response to emergency calls	213	39.1 %
Police Department professionalism	118	21.7 %
Customer Service provided by Police Department	87	16.0 %
Crime prevention	371	68.1 %
Community policing efforts	209	38.3 %
Traffic enforcement	188	34.5 %
Fire Department speed of response to emergency calls	64	11.7 %
Fire Department professionalism	11	2.0 %
Customer Service provided by Fire Department	8	1.5 %
Care given to you & your property by Fire Department	12	2.2 %
None chosen	70	12.8 %
Total	1351	

Q11. Facilities or Services provided by the City. In the past 12 months, have you done any following?

(N=545)

	Yes	No	Not provided
Q11-1. Visited or used a City park	67.7%	30.3%	2.0%
Q11-2. Visited a City swimming pool	19.4%	78.9%	1.7%
Q11-3. Visited or used a City library	35.8%	61.8%	2.4%
Q11-4. Visited or used Family Recreation Center	36.0%	62.0%	2.0%
Q11-5. Visited or used Tommie Harris Fitness Center at Family Recreation Center	15.0%	81.8%	3.1%
Q11-6. Participated in a youth athletic league	10.6%	86.4%	2.9%
Q11-7. Participated in a class or program offered by Killeen Parks & Recreation Department	10.3%	85.9%	3.9%
Q11-8. Visited or used Civic & Conference Center	48.1%	49.5%	2.4%
Q11-9. Visited or used Lions Club Park Senior Center	38.3%	58.7%	2.9%
Q11-10. Attended a City-sponsored event, like the parade	44.4%	51.7%	3.9%
Q11-11. Volunteered on a City-sponsored event	9.2%	87.2%	3.7%
Q11-12. Visited or used municipal golf course	9.4%	86.8%	3.9%
Q11-13. Visited or used any of the three Hike & Bike Trails (e.g., Andy K. Wells Hike & Bike)	28.1%	68.8%	3.1%

WITHOUT "NOT PROVIDED"**Q11. Facilities or Services provided by the City. In the past 12 months, have you done any following? (without "not provided")**

(N=545)

	Yes	No
Q11-1. Visited or used a City park	69.1%	30.9%
Q11-2. Visited a City swimming pool	19.8%	80.2%
Q11-3. Visited or used a City library	36.7%	63.3%
Q11-4. Visited or used Family Recreation Center	36.7%	63.3%
Q11-5. Visited or used Tommie Harris Fitness Center at Family Recreation Center	15.5%	84.5%
Q11-6. Participated in a youth athletic league	11.0%	89.0%
Q11-7. Participated in a class or program offered by Killeen Parks & Recreation Department	10.7%	89.3%
Q11-8. Visited or used Civic & Conference Center	49.2%	50.8%
Q11-9. Visited or used Lions Club Park Senior Center	39.5%	60.5%
Q11-10. Attended a City-sponsored event, like the parade	46.2%	53.8%
Q11-11. Volunteered on a City-sponsored event	9.5%	90.5%
Q11-12. Visited or used municipal golf course	9.7%	90.3%
Q11-13. Visited or used any of the three Hike & Bike Trails (e.g., Andy K. Wells Hike & Bike)	29.0%	71.0%

Q12. In the past 12 months, have you visited or used the Family Recreation Center at Lions Club Park?

Q12. Have you visited or used Family Recreation Center at Lions Club Park in past 12 months

	Number	Percent
Yes	214	39.3 %
No	313	57.4 %
Not provided	18	3.3 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"

Q12. In the past 12 months, have you visited or used the Family Recreation Center at Lions Club Park? (without "not provided")

Q12. Have you visited or used Family Recreation Center at Lions Club Park in past 12 months

	Number	Percent
Yes	214	40.6 %
No	313	59.4 %
Total	527	100.0 %

Q12a. If "Yes" to Question 12, how would you rate the following aspects of the Family Recreation Center at Lions Club Park?

(N=214)

	Excellent	Good	Fair	Poor	Not provided
Q12a-1. Overall quality of the facility	29.4%	58.4%	11.2%	0.5%	0.5%
Q12a-2. Value of service provided for the fee paid	24.8%	43.0%	18.2%	3.7%	10.3%
Q12a-3. Helpfulness of the staff	28.5%	43.9%	16.4%	4.7%	6.5%
Q12a-4. Available amenities	18.7%	50.5%	20.6%	4.7%	5.6%

WITHOUT "NOT PROVIDED"

Q12a. If "Yes" to Question 12, how would you rate the following aspects of the Family Recreation Center at Lions Club Park? (without "not provided")

(N=214)

	Excellent	Good	Fair	Poor
Q12a-1. Overall quality of the facility	29.6%	58.7%	11.3%	0.5%
Q12a-2. Value of service provided for the fee paid	27.6%	47.9%	20.3%	4.2%
Q12a-3. Helpfulness of the staff	30.5%	47.0%	17.5%	5.0%
Q12a-4. Available amenities	19.8%	53.5%	21.8%	5.0%

Q13. Parks and Recreation Services. What is your level of satisfaction with the following items?

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Having parks conveniently located for people in all areas	13.6%	31.0%	24.8%	13.0%	6.6%	11.0%
Q13-2. Overall quality of City parks	9.9%	34.9%	27.5%	12.8%	3.5%	11.4%
Q13-3. Overall safety of City parks	8.3%	23.3%	34.3%	15.2%	5.5%	13.4%
Q13-4. Variety of amenities within parks	5.7%	27.2%	34.9%	14.7%	4.2%	13.4%
Q13-5. Number of athletic fields in City	7.9%	26.2%	33.4%	7.2%	3.7%	21.7%
Q13-6. Overall quality of City athletic fields	8.6%	24.8%	33.8%	5.3%	2.4%	25.1%
Q13-7. Overall quality of Parks & Recreation classes & programs	5.3%	14.9%	35.8%	6.4%	2.4%	35.2%

WITHOUT "DON'T KNOW"**Q13. Parks and Recreation Services. What is your level of satisfaction with the following items? (without "don't know")**

(N=545)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Having parks conveniently located for people in all areas	15.3%	34.8%	27.8%	14.6%	7.4%
Q13-2. Overall quality of City parks	11.2%	39.3%	31.1%	14.5%	3.9%
Q13-3. Overall safety of City parks	9.5%	26.9%	39.6%	17.6%	6.4%
Q13-4. Variety of amenities within parks	6.6%	31.4%	40.3%	16.9%	4.9%
Q13-5. Number of athletic fields in City	10.1%	33.5%	42.6%	9.1%	4.7%
Q13-6. Overall quality of City athletic fields	11.5%	33.1%	45.1%	7.1%	3.2%
Q13-7. Overall quality of Parks & Recreation classes & programs	8.2%	22.9%	55.2%	9.9%	3.7%

Q14. Which THREE of the items listed in Question 13 should receive the MOST EMPHASIS from City leaders?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Having parks conveniently located for people in all areas	134	24.6 %
Overall quality of City parks	70	12.8 %
Overall safety of City parks	162	29.7 %
Variety of amenities within parks	37	6.8 %
Number of athletic fields in City	11	2.0 %
Overall quality of City athletic fields	4	0.7 %
Overall quality of Parks & Recreation classes & programs	20	3.7 %
<u>None chosen</u>	<u>107</u>	<u>19.6 %</u>
Total	545	100.0 %

Q14. Which THREE of the items listed in Question 13 should receive the MOST EMPHASIS from City leaders?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Having parks conveniently located for people in all areas	44	8.1 %
Overall quality of City parks	101	18.5 %
Overall safety of City parks	111	20.4 %
Variety of amenities within parks	60	11.0 %
Number of athletic fields in City	16	2.9 %
Overall quality of City athletic fields	22	4.0 %
Overall quality of Parks & Recreation classes & programs	43	7.9 %
<u>None chosen</u>	<u>148</u>	<u>27.2 %</u>
Total	545	100.0 %

Q14. Which THREE of the items listed in Question 13 should receive the MOST EMPHASIS from City leaders?

Q14. 3rd choice	Number	Percent
Having parks conveniently located for people in all areas	55	10.1 %
Overall quality of City parks	82	15.0 %
Overall safety of City parks	46	8.4 %
Variety of amenities within parks	91	16.7 %
Number of athletic fields in City	8	1.5 %
Overall quality of City athletic fields	28	5.1 %
Overall quality of Parks & Recreation classes & programs	45	8.3 %
None chosen	190	34.9 %
Total	545	100.0 %

SUM OF TOP 3 CHOICES**Q14. Which THREE of the items listed in Question 13 should receive the MOST EMPHASIS from City leaders?
(top 3)**

Q14. Sum of top 3 choices	Number	Percent
Having parks conveniently located for people in all areas	233	42.8 %
Overall quality of City parks	253	46.4 %
Overall safety of City parks	319	58.5 %
Variety of amenities within parks	188	34.5 %
Number of athletic fields in City	35	6.4 %
Overall quality of City athletic fields	54	9.9 %
Overall quality of Parks & Recreation classes & programs	108	19.8 %
None chosen	107	19.6 %
Total	1297	

Q15. In the past 12 months, have you visited or utilized the Killeen Regional Airport?

Q15. Have you visited or utilized Killeen Regional Airport in past 12 months	Number	Percent
Yes	239	43.9 %
No	306	56.1 %
Total	545	100.0 %

Q15a. Did you visit or take a flight?

Q15a. Did you visit or take a flight	Number	Percent
Visited	84	35.1 %
Took a flight	155	64.9 %
Total	239	100.0 %

Q15b. How would you rate the following aspects of the airport?

(N=239)

	Excellent	Good	Fair	Poor	Not provided
Q15b-1. Your overall impression of the airport	36.4%	44.4%	15.1%	2.9%	1.3%
Q15b-2. Ease of finding the airport (signage)	53.6%	38.1%	5.0%	1.3%	2.1%
Q15b-3. Convenience of parking	44.4%	41.0%	7.9%	2.5%	4.2%

WITHOUT "NOT PROVIDED"

Q15b. How would you rate the following aspects of the airport? (without "not provided")

(N=239)

	Excellent	Good	Fair	Poor
Q15b-1. Your overall impression of the airport	36.9%	44.9%	15.3%	3.0%
Q15b-2. Ease of finding the airport (signage)	54.7%	38.9%	5.1%	1.3%
Q15b-3. Convenience of parking	46.3%	42.8%	8.3%	2.6%

Q15c. How would you rate the convenience of checking into your flight(s)?

Q5c. How would you rate the convenience of checking into your flight(s)	Number	Percent
Excellent	74	47.7 %
Good	56	36.1 %
Fair	15	9.7 %
Poor	7	4.5 %
Not provided	3	1.9 %
Total	155	100.0 %

WITHOUT "NOT PROVIDED"

Q15c. How would you rate the convenience of checking into your flight(s)? (without "not provided")

Q5c. How would you rate the convenience of checking into your flight(s)	Number	Percent
Excellent	74	48.7 %
Good	56	36.8 %
Fair	15	9.9 %
Poor	7	4.6 %
Total	152	100.0 %

Q15d. How would you rate the convenience of boarding your flight?

Q15d. How would you rate the convenience of boarding your flight	Number	Percent
Excellent	71	45.8 %
Good	61	39.4 %
Fair	14	9.0 %
Poor	6	3.9 %
Not provided	3	1.9 %
Total	155	100.0 %

WITHOUT "NOT PROVIDED"

Q15d. How would you rate the convenience of boarding your flight? (without "not provided")

Q15d. How would you rate the convenience of boarding your flight	Number	Percent
Excellent	71	46.7 %
Good	61	40.1 %
Fair	14	9.2 %
Poor	6	3.9 %
Total	152	100.0 %

Q15e. How would you rate the food and beverage services offered at the airport?

Q15e. How would you rate food & beverage services offered at the airport

	Number	Percent
Excellent	8	5.2 %
Good	35	22.6 %
Fair	53	34.2 %
Poor	38	24.5 %
Not provided	21	13.5 %
Total	155	100.0 %

WITHOUT "NOT PROVIDED"

Q15e. How would you rate the food and beverage services offered at the airport? (without "not provided")

Q15e. How would you rate food & beverage services offered at the airport

	Number	Percent
Excellent	8	6.0 %
Good	35	26.1 %
Fair	53	39.6 %
Poor	38	28.4 %
Total	134	100.0 %

Q16. Code Enforcement Services. How effective is the City in enforcing the following violations?

(N=545)

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Don't know
Q16-1. High grass & weeds	3.5%	13.6%	18.5%	30.8%	20.4%	13.2%
Q16-2. Junk vehicles	3.1%	12.3%	20.6%	24.2%	22.6%	17.2%
Q16-3. Illegal dumping	2.9%	9.4%	22.2%	25.1%	17.2%	23.1%
Q16-4. Property cleanliness	2.8%	13.9%	24.6%	27.2%	18.3%	13.2%
Q16-5. Abandoned buildings	1.5%	8.1%	26.2%	21.7%	20.0%	22.6%
Q16-6. Non-commercial, such as signed in right of way or on utility poles	2.2%	11.4%	34.7%	12.7%	9.2%	29.9%
Q16-7. Vehicles for sale on parking lots & corners	2.8%	11.6%	35.4%	10.1%	8.3%	31.9%
Q16-8. Illegally operating a business in a residential zone	2.8%	7.5%	26.1%	12.3%	10.6%	40.7%

WITHOUT "DON'T KNOW"**Q16. Code Enforcement Services. How effective is the City in enforcing the following violations? (without "don't know")**

(N=545)

	Very effective	Effective	Neutral	Ineffective	Very ineffective
Q16-1. High grass & weeds	4.0%	15.6%	21.4%	35.5%	23.5%
Q16-2. Junk vehicles	3.8%	14.9%	24.8%	29.3%	27.3%
Q16-3. Illegal dumping	3.8%	12.2%	28.9%	32.7%	22.4%
Q16-4. Property cleanliness	3.2%	16.1%	28.3%	31.3%	21.1%
Q16-5. Abandoned buildings	1.9%	10.4%	33.9%	28.0%	25.8%
Q16-6. Non-commercial, such as signed in right of way or on utility poles	3.1%	16.2%	49.5%	18.1%	13.1%
Q16-7. Vehicles for sale on parking lots & corners	4.0%	17.0%	52.0%	14.8%	12.1%
Q16-8. Illegally operating a business in a residential zone	4.6%	12.7%	44.0%	20.7%	18.0%

Q17. Which THREE of the items listed in Question 16 should receive the MOST EMPHASIS from City leaders?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
High grass & weeds	166	30.5 %
Junk vehicles	68	12.5 %
Illegal dumping	60	11.0 %
Property cleanliness	72	13.2 %
Abandoned buildings	67	12.3 %
Non-commercial, such as signed in right of way or on utility poles	5	0.9 %
Vehicles for sale on parking lots & corners	3	0.6 %
Illegally operating a business in a residential zone	32	5.9 %
<u>None chosen</u>	<u>72</u>	<u>13.2 %</u>
Total	545	100.0 %

Q17. Which THREE of the items listed in Question 16 should receive the MOST EMPHASIS from City leaders?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
High grass & weeds	68	12.5 %
Junk vehicles	83	15.2 %
Illegal dumping	101	18.5 %
Property cleanliness	81	14.9 %
Abandoned buildings	71	13.0 %
Non-commercial, such as signed in right of way or on utility poles	14	2.6 %
Vehicles for sale on parking lots & corners	6	1.1 %
Illegally operating a business in a residential zone	22	4.0 %
<u>None chosen</u>	<u>99</u>	<u>18.2 %</u>
Total	545	100.0 %

Q17. Which THREE of the items listed in Question 16 should receive the MOST EMPHASIS from City leaders?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
High grass & weeds	45	8.3 %
Junk vehicles	73	13.4 %
Illegal dumping	66	12.1 %
Property cleanliness	93	17.1 %
Abandoned buildings	69	12.7 %
Non-commercial, such as signed in right of way or on utility poles	13	2.4 %
Vehicles for sale on parking lots & corners	15	2.8 %
Illegally operating a business in a residential zone	25	4.6 %
<u>None chosen</u>	<u>146</u>	<u>26.8 %</u>
Total	545	100.0 %

SUM OF TOP 3 CHOICES**Q17. Which THREE of the items listed in Question 16 should receive the MOST EMPHASIS from City leaders?****(top 3)**

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
High grass & weeds	279	51.2 %
Junk vehicles	224	41.1 %
Illegal dumping	227	41.7 %
Property cleanliness	246	45.1 %
Abandoned buildings	207	38.0 %
Non-commercial, such as signed in right of way or on utility poles	32	5.9 %
Vehicles for sale on parking lots & corners	24	4.4 %
Illegally operating a business in a residential zone	79	14.5 %
<u>None chosen</u>	<u>72</u>	<u>13.2 %</u>
Total	1390	

Q18. City Development. Would you like to see more, keep the same, or fewer of the following types of development?

(N=545)

	More	Same	Fewer	None	Not provided
Q18-1. Retail stores	46.1%	34.1%	11.9%	2.8%	5.1%
Q18-2. Major supermarkets	67.2%	25.5%	2.9%	1.1%	3.3%
Q18-3. Full-menu restaurants	52.8%	35.6%	5.9%	1.5%	4.2%
Q18-4. Fast food restaurants	12.7%	43.7%	33.9%	5.0%	4.8%
Q18-5. Professional services (e.g., medical, legal)	40.9%	46.6%	4.0%	2.0%	6.4%
Q18-6. Large lot homes	32.5%	34.3%	18.0%	5.3%	9.9%
Q18-7. Starter homes	32.1%	37.8%	17.1%	5.0%	8.1%
Q18-8. Apartments	13.0%	35.4%	36.1%	7.7%	7.7%
Q18-9. Other multi-family dwellings	12.5%	35.6%	34.5%	8.6%	8.8%
Q18-10. Manufacturing & warehouses	51.4%	24.4%	11.6%	4.4%	8.3%
Q18-11. General services (e.g., home repair, auto repair)	30.1%	53.2%	7.2%	2.8%	6.8%
Q18-12. Office buildings	19.8%	53.0%	14.5%	3.9%	8.8%
Q18-13. Entertainment venues	67.7%	21.3%	3.5%	2.2%	5.3%

WITHOUT "NOT PROVIDED"**Q18. City Development. Would you like to see more, keep the same, or fewer of the following types of development? (without "not provided")**

(N=545)

	More	Same	Fewer	None
Q18-1. Retail stores	48.5%	36.0%	12.6%	2.9%
Q18-2. Major supermarkets	69.4%	26.4%	3.0%	1.1%
Q18-3. Full-menu restaurants	55.2%	37.2%	6.1%	1.5%
Q18-4. Fast food restaurants	13.3%	45.9%	35.6%	5.2%
Q18-5. Professional services (e.g., medical, legal)	43.7%	49.8%	4.3%	2.2%
Q18-6. Large lot homes	36.0%	38.1%	20.0%	5.9%
Q18-7. Starter homes	34.9%	41.1%	18.6%	5.4%
Q18-8. Apartments	14.1%	38.4%	39.2%	8.3%
Q18-9. Other multi-family dwellings	13.7%	39.0%	37.8%	9.5%
Q18-10. Manufacturing & warehouses	56.0%	26.6%	12.6%	4.8%
Q18-11. General services (e.g., home repair, auto repair)	32.3%	57.1%	7.7%	3.0%
Q18-12. Office buildings	21.7%	58.1%	15.9%	4.2%
Q18-13. Entertainment venues	71.5%	22.5%	3.7%	2.3%

Q19. Potential Future Funding. What is your level of support for an increase in your property taxes to fund?

(N=545)

	Very supportive	Supportive	Neutral	Unsupportive	Very unsupportive	Don't know
Q19-1. Street improvements	27.2%	23.9%	12.7%	14.7%	18.0%	3.7%
Q19-2. Additional public safety personnel	27.2%	32.8%	18.2%	6.8%	10.5%	4.6%
Q19-3. Recreational facilities/programs	17.6%	27.0%	27.7%	9.7%	11.9%	6.1%

WITHOUT "DON'T KNOW"**Q19. Potential Future Funding. What is your level of support for an increase in your property taxes to fund? (without "don't know")**

(N=545)

	Very supportive	Supportive	Neutral	Unsupportive	Very unsupportive
Q19-1. Street improvements	28.2%	24.8%	13.1%	15.2%	18.7%
Q19-2. Additional public safety personnel	28.5%	34.4%	19.0%	7.1%	11.0%
Q19-3. Recreational facilities/programs	18.8%	28.7%	29.5%	10.4%	12.7%

Q20. Downtown Revitalization Plan. What is your level of support with the following possible improvements to be implemented?

(N=545)

	Very supportive	Supportive	Neutral	Unsupportive	Very unsupportive	Don't know
Q20-1. Increased police patrols Downtown	29.4%	33.9%	18.2%	6.6%	6.6%	5.3%
Q20-2. Improved street lighting	43.1%	36.9%	10.5%	2.9%	2.0%	4.6%
Q20-3. Landscaping on public streets, including benches, planters, trees, & other greenery	28.3%	33.6%	18.7%	8.1%	6.4%	5.0%
Q20-4. Providing for pedestrian only areas	25.5%	33.8%	22.8%	4.8%	5.3%	7.9%
Q20-5. Eliminating on-street parking in exchange for a central parking area or parking garage	13.8%	21.1%	25.5%	20.2%	11.7%	7.7%
Q20-6. Improved directional or wayfinding signs for locating buildings & services	18.2%	39.4%	22.9%	6.2%	4.0%	9.2%
Q20-7. Construction of a public park or green space area in the downtown area	20.7%	26.6%	24.8%	11.2%	9.4%	7.3%
Q20-8. Expansion of the main library to include an internet library downtown	22.0%	25.9%	27.5%	10.8%	6.6%	7.2%
Q20-9. Construction of art or museum facilities, including a children's museum	29.4%	31.6%	20.7%	7.5%	4.4%	6.4%
Q20-10. Construction of a performing areas center in the downtown area	18.9%	25.0%	27.5%	11.4%	10.5%	6.8%
Q20-11. Require business signs only in a foreign language to also include English	24.0%	23.7%	25.0%	7.9%	10.6%	8.8%

WITHOUT "DON'T KNOW"**Q20. Downtown Revitalization Plan. What is your level of support with the following possible improvements to be implemented? (without "don't know")**

(N=545)

	Very supportive	Supportive	Neutral	Unsupportive	Very unsupportive
Q20-1. Increased police patrols Downtown	31.0%	35.9%	19.2%	7.0%	7.0%
Q20-2. Improved street lighting	45.2%	38.7%	11.0%	3.1%	2.1%
Q20-3. Landscaping on public streets, including benches, planters, trees, & other greenery	29.7%	35.3%	19.7%	8.5%	6.8%
Q20-4. Providing for pedestrian only areas	27.7%	36.7%	24.7%	5.2%	5.8%
Q20-5. Eliminating on-street parking in exchange for a central parking area or parking garage	14.9%	22.9%	27.6%	21.9%	12.7%
Q20-6. Improved directional or wayfinding signs for locating buildings & services	20.0%	43.4%	25.3%	6.9%	4.4%
Q20-7. Construction of a public park or green space area in the downtown area	22.4%	28.7%	26.7%	12.1%	10.1%
Q20-8. Expansion of the main library to include an internet library downtown	23.7%	27.9%	29.6%	11.7%	7.1%
Q20-9. Construction of art or museum facilities, including a children's museum	31.4%	33.7%	22.2%	8.0%	4.7%
Q20-10. Construction of a performing areas center in the downtown area	20.3%	26.8%	29.5%	12.2%	11.2%
Q20-11. Require business signs only in a foreign language to also include English	26.4%	26.0%	27.4%	8.7%	11.7%

Q21. Which of the following sources do you utilize to gather information about City business and events?

Q21. Sources you utilize to gather information about
City business & events

	Number	Percent
Channel 10-Government Access Cable	87	16.0 %
Water bill inserts	229	42.0 %
City website	284	52.1 %
City social media (Facebook/Instagram)	354	65.0 %
Newspaper/TV news media	215	39.4 %
City staff	43	7.9 %
City Council	52	9.5 %
Other	29	5.3 %
Total	1293	

Q21-8. Other

- a friend that keeps up with what is going on in the city.
- City text messages/notifications
- Email from City
- Facebook
- Facebook, Instagram
- Friends
- FRIENDS/NEIGHBORS/COFFEE SHOP
- Internet
- Library website
- Local Facebook groups
- Neighborhood
- News stations Facebook pages
- Online sources.
- Other internet/online sources, word of mouth, and social media, like X
- Other social media
- Reddit, neighbors
- Small temporary signs that can be reused often
- Social media
- Social media
- Social media
- Social media friends pages
- Social media, city does not out information
- Speed bumps on residential areas. Vehicles going over the speed limit
- Text from city
- There is no reason in 2025 the water utility does not have a free online payment portal. \$2 added to every water bill is unacceptable anymore.
- TV ads
- Word of mouth
- Word of mouth
- Word of mouth

Q22. If you used the City's website to gather information, have you used any of the following online resources or services in the last year?

Q22. Online resources or services you have used to gather information in last year

	Number	Percent
Airport flight time	45	15.8 %
Employment page	77	27.1 %
Parks & Recreation page	125	44.0 %
Fire Department web page	23	8.1 %
Calendar of events	201	70.8 %
Frequently asked questions page	66	23.2 %
Online utility bill payments	156	54.9 %
Online library resources	49	17.3 %
Total	742	

Q23. In the last year, do you feel that, as a community, Killeen has improved, stayed the same, or gotten worse?

Q23. What has Killeen become as a community in last year

	Number	Percent
Improved	96	17.6 %
Stayed the same	203	37.2 %
Worse	222	40.7 %
Not provided	24	4.4 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"

Q23. In the last year, do you feel that, as a community, Killeen has improved, stayed the same, or gotten worse? (without "not provided")

Q23. What has Killeen become as a community in last year

	Number	Percent
Improved	96	18.4 %
Stayed the same	203	39.0 %
Worse	222	42.6 %
Total	521	100.0 %

Q25. Where can you access the internet?

<u>Q25. Where can you access the internet</u>	<u>Number</u>	<u>Percent</u>
Home	524	96.1 %
Office	171	31.4 %
Library	132	24.2 %
Other	47	8.6 %
Total	874	

Q25-4. Other:

<u>Q25-4. Other</u>	<u>Number</u>	<u>Percent</u>
Cell phone	28	59.6 %
Mobile device	2	4.3 %
Family house	1	2.1 %
Anywhere on my phone	1	2.1 %
Anywhere	1	2.1 %
Retail establishments	1	2.1 %
My vehicle	1	2.1 %
Gym	1	2.1 %
Family member homes	1	2.1 %
Phone access when away from home	1	2.1 %
Cellular device	1	2.1 %
Several business	1	2.1 %
CTC	1	2.1 %
Personal cellular devices	1	2.1 %
Coffe shops	1	2.1 %
Mobile devices	1	2.1 %
Coffee shops	1	2.1 %
Starbucks	1	2.1 %
Practically any fast food establishment or café	1	2.1 %
Total	47	100.0 %

Q26. Have you used any of the following digital service platforms the City offers?

Q26. What following digital service platforms offered by City have you used	Number	Percent
Killeen Connect (See, Click, Fix) to report issues observed around City	115	21.1 %
Customer text alerts to be notified about events, public meetings, road closures, etc.	139	25.5 %
Follow City social media pages	270	49.5 %
Registered home cameras with Police Department's Real Time Crime Center	32	5.9 %
Registered for CodeRED alerts through Emergency Management	125	22.9 %
Total	681	

Q27. How long have you lived in Killeen?

Q27. How long have you lived in Killeen	Number	Percent
Less than 6 months	5	0.9 %
6 months-5 years	78	14.3 %
6-10 years	79	14.5 %
11-20 years	117	21.5 %
20+ years	256	47.0 %
Not provided	10	1.8 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"**Q27. How long have you lived in Killeen? (without "not provided")**

Q27. How long have you lived in Killeen	Number	Percent
Less than 6 months	5	0.9 %
6 months-5 years	78	14.6 %
6-10 years	79	14.8 %
11-20 years	117	21.9 %
20+ years	256	47.9 %
Total	535	100.0 %

Q28. What is your age?

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	101	18.5 %
35-44	98	18.0 %
45-54	104	19.1 %
55-64	112	20.6 %
65+	111	20.4 %
Not provided	19	3.5 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"**Q28. What is your age? (without "not provided")**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	101	19.2 %
35-44	98	18.6 %
45-54	104	19.8 %
55-64	112	21.3 %
65+	111	21.1 %
Total	526	100.0 %

Q29. Counting yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.8	1452
Under 5 years	0.2	90
5-9 years	0.1	69
10-14 years	0.2	88
15-19 years	0.2	116
20-24 years	0.2	86
25-34 years	0.3	183
35-44 years	0.4	201
45-54 years	0.4	188
55-64 years	0.4	196
65-74 years	0.3	143
75+ years	0.2	92

Q30. How do you identify yourself?

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	263	48.3 %
Female	269	49.4 %
Non-binary	2	0.4 %
Prefer to self-describe	1	0.2 %
Not provided	10	1.8 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"**Q30. How do you identify yourself? (without "not provided")**

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	263	49.2 %
Female	269	50.3 %
Non-binary	2	0.4 %
Prefer to self-describe	1	0.2 %
Total	535	100.0 %

Q30-4. Self-describe your gender:

<u>Q30-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Fluid	1	100.0 %
Total	1	100.0 %

Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	149	27.3 %
No	344	63.1 %
Not provided	52	9.5 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")

Q31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	149	30.2 %
No	344	69.8 %
Total	493	100.0 %

Q32. Which of the following best describes your race/ethnicity?

<u>Q32. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	21	3.9 %
Black or African American	202	37.1 %
American Indian or Alaska Native	10	1.8 %
White or Caucasian	147	27.0 %
Native Hawaiian or other Pacific Islander	7	1.3 %
Other	35	6.4 %
Total	422	

Q32-6. Self-describe your race/ethnicity:

<u>Q32-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	13	37.1 %
Mixed	4	11.4 %
Puerto Rican	4	11.4 %
Latino	3	8.6 %
European	2	5.7 %
Indigenous	1	2.9 %
Bi-racial	1	2.9 %
Celtic	1	2.9 %
Italian	1	2.9 %
Taino	1	2.9 %
Mexican	1	2.9 %
White/Hispanic	1	2.9 %
Latino/Mexican	1	2.9 %
Multi-racial	1	2.9 %
Total	35	100.0 %

Q33. Would you say your total annual household income is...

Q33. Your total annual household income	Number	Percent
Under \$30K	79	14.5 %
\$30K to \$59,999	109	20.0 %
\$60K to \$99,999	117	21.5 %
\$100K+	132	24.2 %
Not provided	108	19.8 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Would you say your total annual household income is... (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$30K	79	18.1 %
\$30K to \$59,999	109	24.9 %
\$60K to \$99,999	117	26.8 %
\$100K+	132	30.2 %
Total	437	100.0 %

Q34. Do you own or rent your residence?

Q34. Do you own or rent your residence	Number	Percent
Own	363	66.6 %
Rent	161	29.5 %
Not provided	21	3.9 %
Total	545	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Do you own or rent your residence? (without "not provided")**

Q34. Do you own or rent your residence	Number	Percent
Own	363	69.3 %
Rent	161	30.7 %
Total	524	100.0 %



5

Survey Instrument



CITY OF KILLEEN
City Manager's Office

July 2025

Dear Killeen Resident:

You have been selected to participate in a community survey designed to gather resident feedback on City services. Your input on the enclosed survey is extremely important. The City Council regularly makes decisions that affect a wide range of City services including public safety, parks and recreation, economic development, streets, code enforcement, and others. To make sure that Killeen's priorities are aligned with the needs of our residents, we need to know what you think.

We realize the survey takes a little time to complete, but every question is important. The time you invest in the survey will shape many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week in the enclosed postage paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey online at killeensurvey.org.

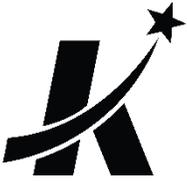
We have hired ETC Institute, a national market research firm who will be conducting this survey and providing the City's leaders the results. Please feel free to contact Torrie Bethany, Executive Director of Communications and Marketing at 254-501-7751, if you should have any questions or require additional information.

Thank you again for taking time out of your schedule to help us make Killeen a better community.

Sincerely,

Kent Cagle

Kent Cagle
City Manager



2025 City of Killeen Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City of Killeen's ongoing effort to identify ways to improve the quality of our services. Your responses will remain completely confidential. If you prefer to take this survey online, please visit KilleenSurvey.org. Thank you for your participation!

1. How satisfied are you with the overall quality of life in the City of Killeen?

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied

2. Major Categories of City Services. What is your level of satisfaction with the City of Killeen's...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Fire services	5	4	3	2	1	9
02. Ambulance services	5	4	3	2	1	9
03. Police services	5	4	3	2	1	9
04. Street maintenance	5	4	3	2	1	9
05. Trash collection	5	4	3	2	1	9
06. Recycling	5	4	3	2	1	9
07. Brush collection	5	4	3	2	1	9
08. Water service	5	4	3	2	1	9
09. Sewer service	5	4	3	2	1	9
10. Animal control	5	4	3	2	1	9
11. Municipal court	5	4	3	2	1	9
12. City parks	5	4	3	2	1	9
13. Municipal golf course	5	4	3	2	1	9
14. Recreational programming	5	4	3	2	1	9
15. Code enforcement	5	4	3	2	1	9
16. Library services	5	4	3	2	1	9
17. City youth programs	5	4	3	2	1	9
18. Airports	5	4	3	2	1	9
19. Resident volunteer programs	5	4	3	2	1	9
20. Utility collections	5	4	3	2	1	9

3. Which FIVE of the items listed in Question 2 should receive the MOST EMPHASIS from City leaders? [Write in your answers below using the numbers from the list in Question 2.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ 5th: ____ NONE

4. Value of City Services. What is your level of satisfaction with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall quality of customer service from City employees	5	4	3	2	1	9
3. Value you receive for your tax dollars and fees	5	4	3	2	1	9

5. What is your level of satisfaction with the work the City of Killeen has done in...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Providing a safe community	5	4	3	2	1	9
2. Providing adequate community events	5	4	3	2	1	9
3. Keeping residents informed about City business	5	4	3	2	1	9
4. Planning for future needs of residents	5	4	3	2	1	9
5. Having employees that respond to resident needs	5	4	3	2	1	9
6. Providing an adequate forum for public input	5	4	3	2	1	9
7. Working with surrounding cities	5	4	3	2	1	9
8. Working with the Killeen ISD	5	4	3	2	1	9

6. Which THREE of the items listed in Question 5 on the previous page should receive the MOST EMPHASIS from City leaders? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____ NONE

7. Would you consider the following issues to be a Major Concern, Minor Concern, or Not a Concern to YOUR neighborhood...	Major Concern	Minor Concern	Not a Concern
1. Houses in need of repair	3	2	1
2. Stray animals	3	2	1
3. Weeds and unmowed grass	3	2	1
4. Trash and litter	3	2	1
5. Street lighting	3	2	1
6. Condition of streets	3	2	1
7. Condition of major streets leading into your neighborhood	3	2	1
8. Traffic flow into your neighborhood	3	2	1
9. Graffiti	3	2	1

8. Have you had contact with a City employee during the past year?

____(1) Yes [Answer Q8a.] ____ (2) No [Skip to Q9.]

8a. How satisfied were you with the customer service received from the City employee...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The courtesy of the person answering the telephone	5	4	3	2	1	9
2. Directed to the correct department	5	4	3	2	1	9
3. Asked adequate questions to determine the nature of the problem	5	4	3	2	1	9
4. If not available, the correct employee returned your phone call in a reasonable time	5	4	3	2	1	9
5. The problem was adequately dealt with by the employee responding	5	4	3	2	1	9
6. The City followed up to ensure my concerns were addressed	5	4	3	2	1	9
7. The people I worked with showed pride and concern for quality in their work	5	4	3	2	1	9
8. The primary employee I worked with represented the City in a positive manner	5	4	3	2	1	9

9. Public Safety Services. What is your level of satisfaction with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police Department speed of response to emergency calls	5	4	3	2	1	9
02. Police Department professionalism	5	4	3	2	1	9
03. Customer Service provided by the Police Department	5	4	3	2	1	9
04. Crime prevention	5	4	3	2	1	9
05. Community policing efforts	5	4	3	2	1	9
06. Traffic enforcement	5	4	3	2	1	9
07. Fire Department speed of response to emergency calls	5	4	3	2	1	9
08. Fire Department professionalism	5	4	3	2	1	9
09. Customer service provided by the Fire Department	5	4	3	2	1	9
10. Care given to you and your property by the Fire Department	5	4	3	2	1	9

10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from City leaders? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____ NONE

11. Facilities or Services provided by the City. In the past 12 months, have you...		Yes	No
01.	Visited or used a City park	1	2
02.	Visited a City swimming pool	1	2
03.	Visited or used a City library	1	2
04.	Visited or used the Family Recreation Center	1	2
05.	Visited or used the Tommie Harris Fitness Center at the Family Recreation Center	1	2
06.	Participated in a youth athletic league	1	2
07.	Participated in a class or program offered by the Killeen Parks and Recreation Department	1	2
08.	Visited or used the Civic & Conference Center	1	2
09.	Visited or used the Lions Club Park Senior Center	1	2
10.	Attended a City-sponsored event, like the parade	1	2
11.	Volunteered on a City-sponsored event	1	2
12.	Visited or used the municipal golf course	1	2
13.	Visited or used any of the three Hike & Bike Trails (e.g., Andy K. Wells Hike & Bike)	1	2

12. In the past 12 months, have you visited or used the Family Recreation Center at Lions Club Park?

____(1) Yes [Answer Q12a.] ____ (2) No [Skip to Q13.]

12a. If "Yes," how would you rate the following aspects of the Family Recreation Center at Lions Club Park...		Excellent	Good	Fair	Poor
1.	The overall quality of the facility	4	3	2	1
2.	The value of service provided for the fee paid	4	3	2	1
3.	The helpfulness of the staff	4	3	2	1
4.	The available amenities	4	3	2	1

13. Parks and Recreation Services. What is your level of satisfaction with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Having parks conveniently located for people in all areas	5	4	3	2	1	9
2.	The overall quality of City parks	5	4	3	2	1	9
3.	The overall safety of City parks	5	4	3	2	1	9
4.	The variety of amenities within parks	5	4	3	2	1	9
5.	The number of athletic fields in the City	5	4	3	2	1	9
6.	The overall quality of City athletic fields	5	4	3	2	1	9
7.	The overall quality of Parks & Recreation classes and programs	5	4	3	2	1	9

14. Which THREE of the items listed in Question 13 should receive the MOST EMPHASIS from City leaders? [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____ 3rd: ____ NONE

15. In the past 12 months, have you visited or utilized the Killeen Regional Airport?

____(1) Yes [Answer Q15a.] ____ (2) No [Skip to Q16.]

15a. Did you visit or take a flight?

____(1) Visited [Answer Q15b.] ____ (2) Took a flight [Answer Q15b-e.]

15b. How would you rate the following aspects of the airport?		Excellent	Good	Fair	Poor
1.	Your overall impression of the airport	4	3	2	1
2.	The ease of finding the airport (signage)	4	3	2	1
3.	The convenience of parking	4	3	2	1

15c. How would you rate the convenience of checking into your flight(s)?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

15d. How would you rate the convenience of boarding your flight?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

15e. How would you rate the food and beverage services offered at the airport?

____(4) Excellent ____ (3) Good ____ (2) Fair ____ (1) Poor

16. Code Enforcement Services. How effective is the City in enforcing the following violations...		Very Effective	Effective	Neutral	Ineffective	Very Ineffective	Don't Know
1.	High grass and weeds	5	4	3	2	1	9
2.	Junk vehicles	5	4	3	2	1	9
3.	Illegal dumping	5	4	3	2	1	9
4.	Property cleanliness	5	4	3	2	1	9
5.	Abandoned buildings	5	4	3	2	1	9
6.	Non-commercial, such as signed in right of way or on utility poles	5	4	3	2	1	9
7.	Vehicles for sale on parking lots and corners	5	4	3	2	1	9
8.	Illegally operating a business in a residential zone	5	4	3	2	1	9

17. Which THREE of the items listed in Question 16 should receive the MOST EMPHASIS from City leaders? [Write in your answers below using the numbers from the list in Question 16.]

1st: ____ 2nd: ____ 3rd: ____ NONE

18. City Development. Would you like to see more, keep the same, or fewer of the following types of development?		More	Same	Fewer	None
01.	Retail stores	4	3	2	1
02.	Major supermarkets	4	3	2	1
03.	Full-menu restaurants	4	3	2	1
04.	Fast food restaurants	4	3	2	1
05.	Professional services (e.g., medical, legal)	4	3	2	1
06.	Large lot homes	4	3	2	1
07.	Starter homes	4	3	2	1
08.	Apartments	4	3	2	1
09.	Other multi-family dwellings	4	3	2	1
10.	Manufacturing and warehouses	4	3	2	1
11.	General services (e.g., home repair, auto repair)	4	3	2	1
12.	Office buildings	4	3	2	1
13.	Entertainment venues	4	3	2	1

19. Potential Future Funding. What is your level of support for an increase in your property taxes to fund...		Very Supportive	Supportive	Neutral	Unsupportive	Very Unsupportive	Don't Know
1.	Street improvements	5	4	3	2	1	9
2.	Additional public safety personnel	5	4	3	2	1	9
3.	Recreational facilities/programs	5	4	3	2	1	9

20. Downtown Revitalization Plan. What is your level of support with the following possible improvements to be implemented...		Very Supportive	Supportive	Neutral	Unsupportive	Very Unsupportive	Don't Know
01.	Increased police patrols Downtown	5	4	3	2	1	9
02.	Improved street lighting	5	4	3	2	1	9
03.	Landscaping on public streets, including benches, planters, trees, and other greenery	5	4	3	2	1	9
04.	Providing for pedestrian only areas	5	4	3	2	1	9

Question 20 continued: What is your level of support with the following possible improvements to be implemented...		Very Supportive	Supportive	Neutral	Unsupportive	Very Unsupportive	Don't Know
05.	Eliminating on-street parking in exchange for a central parking area or parking garage	5	4	3	2	1	9
06.	Improved directional or wayfinding signs for locating buildings and services	5	4	3	2	1	9
07.	Construction of a public park or green space area in the downtown area	5	4	3	2	1	9
08.	Expansion of the main library to include an internet library downtown	5	4	3	2	1	9
09.	Construction of art or museum facilities, including a children's museum	5	4	3	2	1	9
10.	Construction of a performing areas center in the downtown area	5	4	3	2	1	9
11.	Require business signs only in a foreign language to also include English	5	4	3	2	1	9

21. Which of the following sources do you utilize to gather information about City business and events? [Check all that apply.]

- (1) Channel 10 - Government Access Cable
- (2) Water bill inserts
- (3) City website
- (4) City social media (Facebook/Instagram)
- (5) Newspaper/TV News Media
- (6) City staff
- (7) City Council
- (8) Other: _____

22. If you used the City's website to gather information, have you used any of the following online resources or services in the last year? [Check all that apply.]

- (1) Airport flight time
- (2) Employment page
- (3) Parks & Recreation page
- (4) Fire Department web page
- (5) Calendar of events
- (6) Frequently asked questions page
- (7) Online utility bill payments
- (8) Online library resources

23. In the last year, do you feel that, as a community, Killeen has improved, stayed the same, or gotten worse?

- (3) Improved
- (2) Stayed the same
- (1) Worse

24. What would you say is the most important issue facing Killeen?

25. Where can you access the internet? [Check all that apply.]

- (1) Home
- (2) Office
- (3) Library
- (4) Other: _____

26. Have you used any of the following digital service platforms the City offers? [Check all that apply.]

- (1) Killeen Connect (See, Click, Fix) to report issues observed around the City
- (2) Customer text alerts to be notified about events, public meetings, road closures, etc
- (3) Follow City social media pages
- (4) Registered home cameras with the Police Department's Real Time Crime Center
- (5) Registered for CodeRED alerts through Emergency Management

Demographics

27. How long have you lived in Killeen?

(1) Less than 6 months (3) 6 - 10 years (5) More than 20 years
 (2) 6 months - 5 years (4) 11 - 20 years

28. What is your age? _____ years

29. Counting yourself, how many people in your household are...

Under 5 years: 15 - 19 years: 35 - 44 years: 65 - 74 years:
5 - 9 years: 20 - 24 years: 45 - 54 years: 75+ years:
10 - 14 years: 25 - 34 years: 55 - 64 years:

30. How do you identify yourself?

(1) Male (2) Female (3) Non-binary (4) Prefer to self-describe: _____

31. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

(1) Yes (2) No

32. Which of the following best describes your race/ethnicity? [Check all that apply.]

(01) Asian or Asian Indian (04) White or Caucasian
 (02) Black or African American (05) Native Hawaiian or other Pacific Islander
 (03) American Indian or Alaska Native (99) Other: _____

33. Would you say your total annual household income is...

(1) Under \$30,000 (2) \$30,000 to \$59,999 (3) \$60,000 to \$99,999 (4) \$100,000 or more

34. Do you own or rent your residence?

(1) Own (2) Rent

35. Would you be willing to participate in future surveys sponsored by the City of Killeen?

(1) Yes [Answer Q35a.] (2) No

35a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain anonymous. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.