

SURVEY REPORT

40% of Killeenites are dissatisfied or very dissatisfied with overall quality of life in the city; 33% are satisfied or very satisfied; 28% are neutral

AND THE SURVEY SAYS ...

Killeen residents have mixed results on city services

BY JOSEPH BAHR
KILLEEN DAILY HERALD

The city of Killeen received mixed results on a survey of its citizens conducted by the ETC Institute, a researcher located in eastern Kansas.



KENT CAGLE
City Manager

“The majority of residents felt neutral or satisfied,”

Robert Heacock, senior project manager for ETC, said, discussing the holistic response to the survey in a November Killeen City Council meeting.

He described Killeen as doing quite well on the survey. He pointed to the fact that 61% of residents reported being neutral, satisfied or very satisfied with the quality of life in Killeen.

Five hundred and forty-five people took the survey and it had a margin of error of 4.2%. Participants were asked about a variety of topics ranging

HERE'S A BRIEF BREAKDOWN OF THE \$20,000 SURVEY

- At the Nov. 4 Killeen City Council Meeting, a consultant went over the “2025 City of Killeen Community Survey” results.
- The Killeen Fire Department scored the best on the survey, as high as 85% in the area of professionalism. Its customer service and speed of response ratings were also high and above the state average.
- Street Maintenance scored the worst on the survey, with nearly 70% of respondents dissatisfied.
- 545 Killeen residents participated in the survey, which had margin of error of +/- 4.2%

from their overall opinions of the city to what they thought about specific services offered by the municipality.

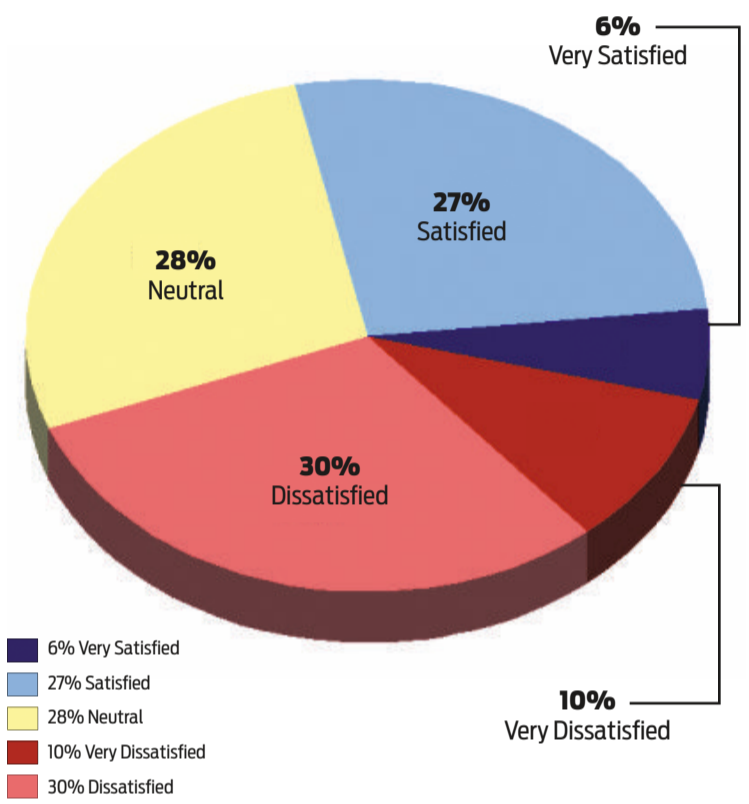
While Heacock highlighted the 61% number as a positive, it did represent a downturn from a 2023 survey of Killeen

residents that was also conducted by the ETC Institute. In 2023, 78% of residents reported being neutral, satisfied or very satisfied with the overall quality of life in the city. In 2025,

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Satisfaction with overall quality of life in the city of Killeen

by percentage of respondents (excluding “not provided”)



ADAMS

Has not spoken publicly about the survey results



ALVAREZ

Concerns with street maintenance is based on a misunderstanding.



COBB

‘Keep going out to see the forces that we’re coming against.’



GONZALEZ

Communication could be better



KENDRICK

Has not spoken publicly about the survey results



SEGARRA

‘Overall, citizens are pretty satisfied with everything’



SOLOMON

‘We always have room for improvement’

KILLEEN CITY COUNCIL REACTS TO SURVEY

Several elected officials had an optimistic view

BY KEVIN LIMITI
KILLEEN DAILY HERALD

The Killeen City Council’s reaction to the citizen survey — which was undertaken by a contractor hired by the city of Killeen — was more or less in sync with each other.

The council’s reaction to the results was mostly favorable, while some also acknowledged that there were significant areas that could be improved.

Overall, 61% of residents reported being neutral, satisfied or very satisfied with the quality of life in Killeen.

Those areas especially concerned street maintenance, code enforcement and crime prevention, both of which

were the biggest areas of concern for citizens that were surveyed, as well as the city’s communication with the citizens.

All of these concerns also regularly come up from residents on social media.

Only 20% of participants rated code enforcement highly and 16% scored street maintenance well. Both of those scores also represented notable declines from the 2023 survey.

However, the council appears to be taking a more optimistic approach toward analyzing the situation.

In the weeks since the council was presented the survey results at the

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JEFFERY ROBINSON | HERALD

Bunny Trail, which many Killeen residents have complained about in recent years, was rebuilt earlier this year.

MAYOR ON SURVEY:

‘This is some harsh criticism,’ she said before parading dept. heads

BY JOSEPH BAHR
KILLEEN DAILY HERALD

There was a lengthy discussion among the Killeen City Council and other city leaders following the survey presentation in November.

“This is some harsh criticism,” Killeen Mayor Debbie Nash-King said at the Nov. 4 meeting, speaking about the survey.



NASH-KING
Mayor

in September, changes to it would have been based

She explained that if the survey results had been released ahead of the city budget being passed

on the responses.

She challenged the Killeen City Council to do more, including hosting monthly town hall meetings.

“We got to listen to these people in the survey,” she said. “This reflects poorly on us.”

As part of the discussion following the survey, she called on various city leaders including Pete Lopez, Killeen’s police chief; Torrie Bethany,

Killeen’s executive director of communications and marketing; and James Kubinski, Killeen’s fire chief.

She implored them to explain the survey results, saying, “Sum up why the numbers are the way they are.”

For the Fire Department, the survey results were very positive.

“This is a great result,” James Kubinski said, high-

lighting the work his employees have done.

About 77% of respondents to the survey described being satisfied with fire services, which was one of the best results Killeen received. Its professionalism, customer service and speed of response all scored highly among survey respondents. At least 80% of

PLEASE SEE **MAYOR, 2**