



2022 City of Harker Heights Resident Survey

Center for Research, Public Policy and Training

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Overview

Research Method

The questionnaire was mailed to a random sample of 2,000 households in March 2022. Two options were available to respondents: 1. Complete the printed survey and return in a postage paid return envelope; 2. Complete the survey online using a code that also allows the selected household to respond to the survey once. The response rate for the random sample survey was 14.6% (292 returned surveys). Based on the response rate, we can be 95% certain that the results for the questions reflect the views of Harker Heights households with a margin of error of +/- 6%. In other words, if 80% of residents rate a service as “good or excellent,” we can be 95% certain that the true value is between 74% and 86%.

In addition, a link to an open survey was also made available to the public through City of Harker Heights social media and other sources. Two hundred and thirty (230) Harker Heights residents completed the online survey. A respondent or household submitting multiple responses to the online open survey from the same IP address was removed from the dataset. Because this was not a random survey, use of margin-of-errors is not appropriate. However, these findings can be discussed for purposes of comparison.

The demographic profile of the respondents was compared to known demographic characteristics of Harker Heights households. This comparison indicates that the random sample survey is generally representative of the residents. Homeowners and older residents are overrepresented. However, a sufficient number of renters and younger residents completed the survey to allow for analysis.

Suggestions for Interpretation

It is important to note that the responses reflect respondent perceptions. Perceptions are formed in the context of expectations that people have for the quality of public services in Harker Heights. For example, waiting three minutes to get through an intersection may be perceived to be an excessive amount of time by people expecting small town traffic. The same three minutes may not be noticed by people expecting rush hour traffic for a growing community in a booming metro area.

Another important note is the context of COVID-19. The responses are potentially skewed by COVID-19 because some city services were closed or on reduced hours, people were generally less active throughout the city, and a generalized level of stress and anxiety from the COVID-19 crisis that might lead to more negative perceptions overall.

Establishing benchmarks to aid in the interpretation of the results should be done with caution. For many service areas (e.g., overall quality of life, public services, emergency services), a useful approach is to calculate the percent of respondents who report the service area is “good” or “excellent.” If the percentage who rate the service of good or excellent is around 80%, then it is reasonable to conclude that the City of Harker Heights is meeting and/or exceeding standards for service quality. In other service areas, a high level of satisfaction might be very difficult to reach, especially when the city does not have more “control” over the outcomes or results (e.g., employment opportunities, housing availability, traffic congestion). In these cases, it may be more reasonable to expect a lower percentage of respondents who rate the area as good or excellent and focus more on the percentage of residents who rate the city’s performance as “poor.” In this case, “poor” could be interpreted as a belief that the city is failing to address the issue or make visible improvements.

A brief summary narrative for the random sample results is presented in the sections below. When the open-survey responses are substantially different, some comments are made. In general, respondents to the open survey are more motivated to participate than the typical resident and therefore their views tend to be more negative. In addition, any statistically significant differences in responses by demographic category are reported to shed further insight into the views of Harker Heights residents.

Quality of Life

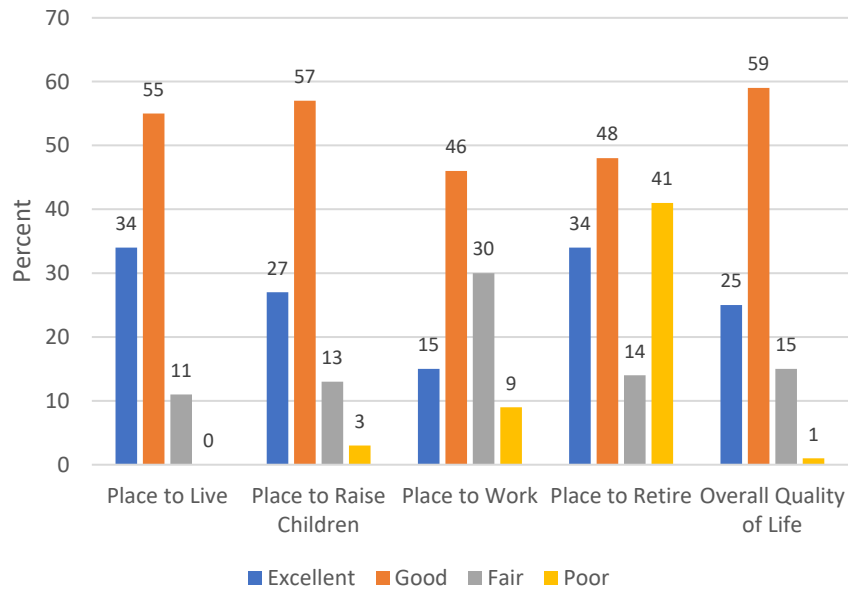
Respondents rated Quality of Life in Harker Heights highly. For five of the six indicators, the percent of respondents who say that the Quality-of-Life indicator was excellent or good exceeded 80%. There is one exception, Harker Heights as a Place to Work. In this case, 64% of respondents rate Harker Heights as an excellent or good place to work. However, 84% of respondents still rated Overall Quality of Life as either excellent or good.

Statistically Significant Differences

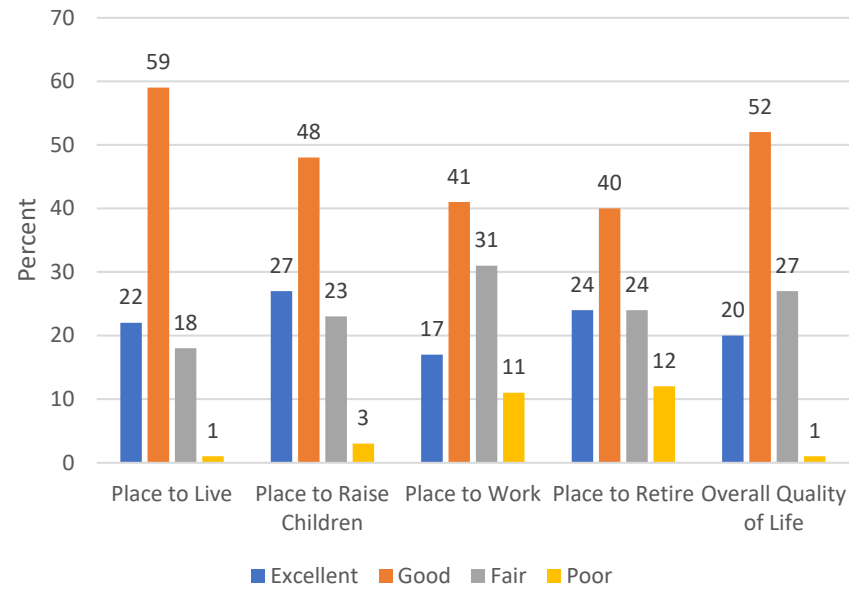
- Forty-three percent of respondents under 45 rate the city as a good or excellent ***place to work*** compared to 60% of respondents between 45 and 64, and 80% of respondents older than 65.
- Seventy percent of residents who have lived in Harker Heights more than 10 years rate the city as a good or excellent ***place to work*** compared to 53% of residents who have lived in Harker Heights less than 10 years.
- Thirty-four percent of non-white residents rate ***employment opportunities*** as good or excellent compared to 52% of white residents.
- Seventy-four percent of retired residents rate Harker Heights as a good or excellent ***place to work*** compared to 58% of residents who are not retired.
- Eighty-two percent of residents in households that earn less than \$75,000 rate the city as a good or excellent ***place to live*** compared to 94% of those living in households that earn between \$75,000 and \$100,000, and 94% of residents living in households that earn more than \$100,000.

| Please rate the following elements of quality of life in Harker Heights (Percent) | | | | | | | | | | |
|--|---------------|------|------|------|---------------------------|--------------------------|------|------|------|---------------------------|
| | Random Sample | | | | | Open Survey (not random) | | | | |
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | Excellent | Good | Fair | Poor | Percent Excellent or Good |
| Place to Live | 34 | 55 | 11 | 0 | 89 | 22 | 59 | 18 | 1 | 81 |
| Place to Raise Children | 27 | 57 | 13 | 3 | 84 | 27 | 48 | 23 | 3 | 75 |
| Place to Work | 14 | 50 | 29 | 7 | 64 | 17 | 41 | 31 | 11 | 58 |
| Place to Retire | 33 | 48 | 15 | 4 | 81 | 24 | 40 | 24 | 12 | 64 |
| Overall Quality of Life | 25 | 59 | 15 | 1 | 84 | 20 | 52 | 27 | 1 | 72 |

Quality of Life (Random Survey)



Quality of Life (Open Survey)



Economic Development and Housing

Respondents highly rated the overall quality of new development and businesses in Harker Heights. In both cases, more than 70% of respondents rated these indicators as good or excellent. Again, employment opportunities are a concern as only 45% rate Employment Opportunities and either good or excellent. Open survey respondents are considerably less positive about economic development and housing in Harker Heights.

Statistically Significant Differences

- Sixty-seven percent of homeowners rate **housing availability** as good or excellent compared with 29% of renters.
- Seventy percent of men rate **housing availability** as good or excellent compared to 55% of women.
- Sixty-eight percent of respondents under 45 rate the **quality of businesses** as good or excellent, compared to 68% of respondents between 45 and 64 and 87% of respondents older than 65.
- Fifty-three percent of respondents under 45 rate **housing availability** as good or excellent, compared to 59% of respondents between 45 and 64, and 75% of respondents older than 65.
- Forty-seven percent of respondents under 45 rate **retail options** as good or excellent, compared to 70% of respondents between 45 and 64 and 68% of respondents older than 65.
- Fifty-six percent of retired residents rate **employment opportunities** as good or excellent compared to 37% of residents who are not retired.
- Seventy-two percent of retired residents rate **housing availability** as good or excellent compared to 57% of residents who are not retired.

| Please rate the Following characteristics of development in Harker Heights (Percent) | | | | | | | | | | |
|---|---------------|------|------|------|---------------------------|--------------------------|------|------|------|---------------------------|
| | Random Sample | | | | | Open Survey (not random) | | | | |
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | Excellent | Good | Fair | Poor | Percent Excellent or Good |
| Quality of New Development | 16 | 55 | 24 | 6 | 71 | 12 | 39 | 36 | 13 | 51 |
| Overall Quality of Businesses | 12 | 63 | 20 | 4 | 75 | 11 | 47 | 35 | 7 | 58 |
| Employment Opportunities | 11 | 34 | 41 | 15 | 45 | 8 | 30 | 41 | 21 | 38 |
| Housing Availability | 16 | 47 | 29 | 7 | 63 | 9 | 39 | 26 | 26 | 48 |
| Retail options | 16 | 50 | 28 | 7 | 66 | 14 | 44 | 32 | 11 | 58 |

Economic Development and Housing
(Random Survey)



Economic Development and Housing
(Open Survey)



Protective Services

Police, Fire and EMS services are all rated highly by respondents. Other services that promote safety are also rated highly. The major exceptions are code enforcement and traffic enforcement. It is possible that some respondents rated code enforcement as fair or poor because of a desire for more enforcement. It is also possible that some respondents prefer less aggressive enforcement. Given that more respondents say that traffic and issues related to code enforcement are a priority in the open-ended comments, it is likely that this lower rating suggests a desire for more traffic and code enforcement.

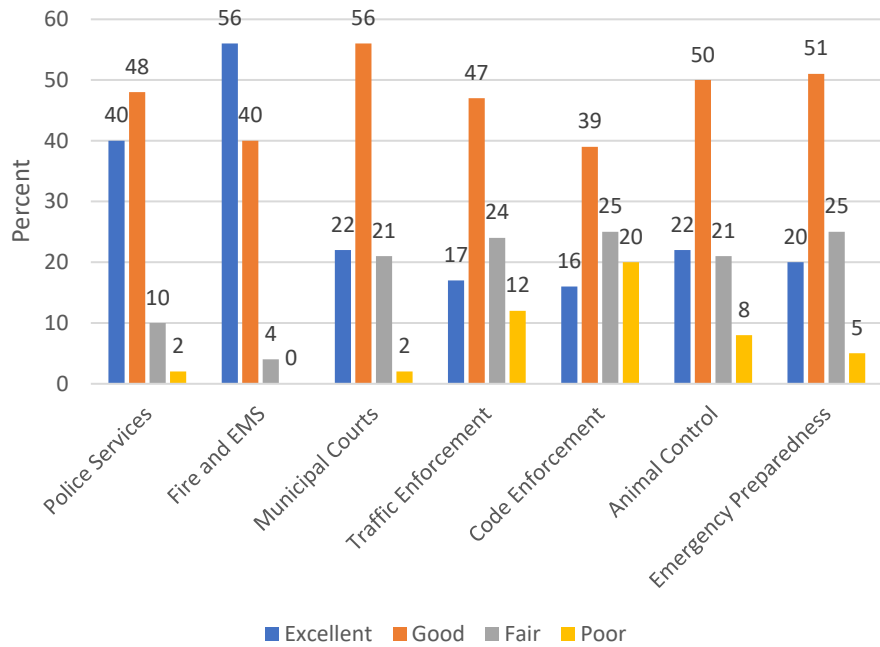
Statistically Significant Differences

- Fifty-five percent of men rate **traffic enforcement** as good or excellent compared to 74% of women.
- Eighty-eight percent of respondents under 45 rate **fire and EMS** as good or excellent compared to 96% of respondents between 45 and 64 and 99% of respondents older than 65.
- Fifty percent of residents who have lived in Harker Heights more than 10 years rate **code enforcement** as good or excellent compared to 53% of residents who have lived in Harker Heights less than 10 years.
- Ninety percent of retired residents rate **municipal courts** as good or excellent compared to 68% of residents who are not retired.
- Seventy percent of retired residents rate **traffic enforcement** as good or excellent compared to 59% of residents who are not retired.
- Seventy-eight percent of retired residents rate **emergency preparedness** as good or excellent compared to 65% of residents who are not retired.

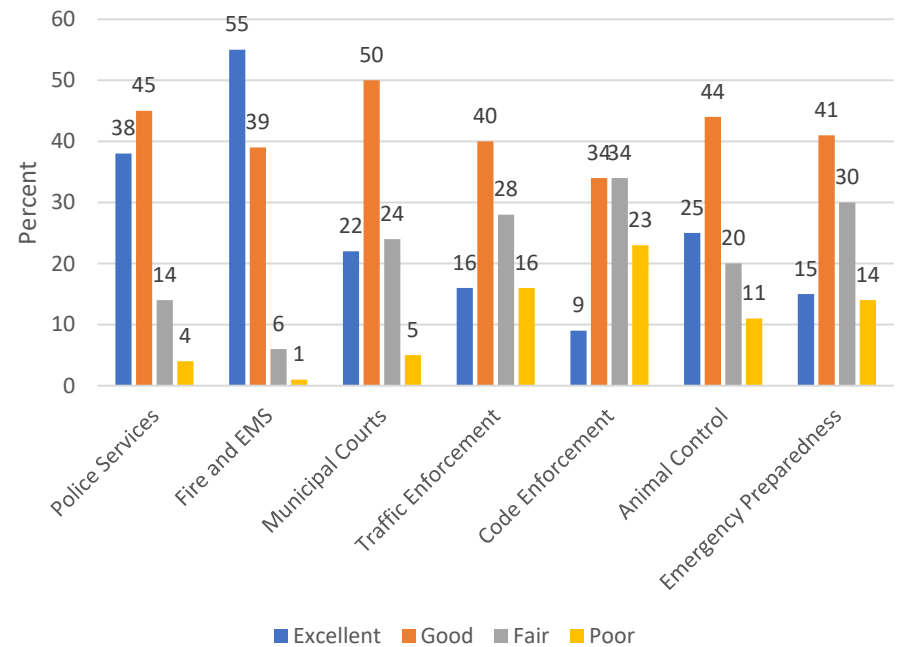
Please rate the quality of each of the following **protective services** in Harker Heights (Percent)

| | Random Sample | | | | | Open Survey (not random) | | | | |
|------------------------|---------------|------|------|------|---------------------------|--------------------------|------|------|------|---------------------------|
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | Excellent | Good | Fair | Poor | Percent Excellent or Good |
| Police Services | 40 | 48 | 10 | 2 | 88 | 38 | 45 | 14 | 4 | 83 |
| Fire and EMS | 56 | 40 | 4 | 0 | 96 | 55 | 39 | 6 | 1 | 94 |
| Municipal Courts | 22 | 56 | 21 | 2 | 78 | 22 | 50 | 24 | 5 | 72 |
| Traffic Enforcement | 17 | 47 | 24 | 12 | 64 | 16 | 40 | 28 | 16 | 56 |
| Code Enforcement | 16 | 39 | 25 | 20 | 55 | 9 | 34 | 34 | 23 | 43 |
| Animal Control | 22 | 50 | 21 | 8 | 72 | 25 | 44 | 20 | 11 | 69 |
| Emergency Preparedness | 20 | 51 | 25 | 5 | 71 | 15 | 41 | 30 | 14 | 56 |

Protective Services (Random Survey)



Protective Services (Open Survey)



Public Services

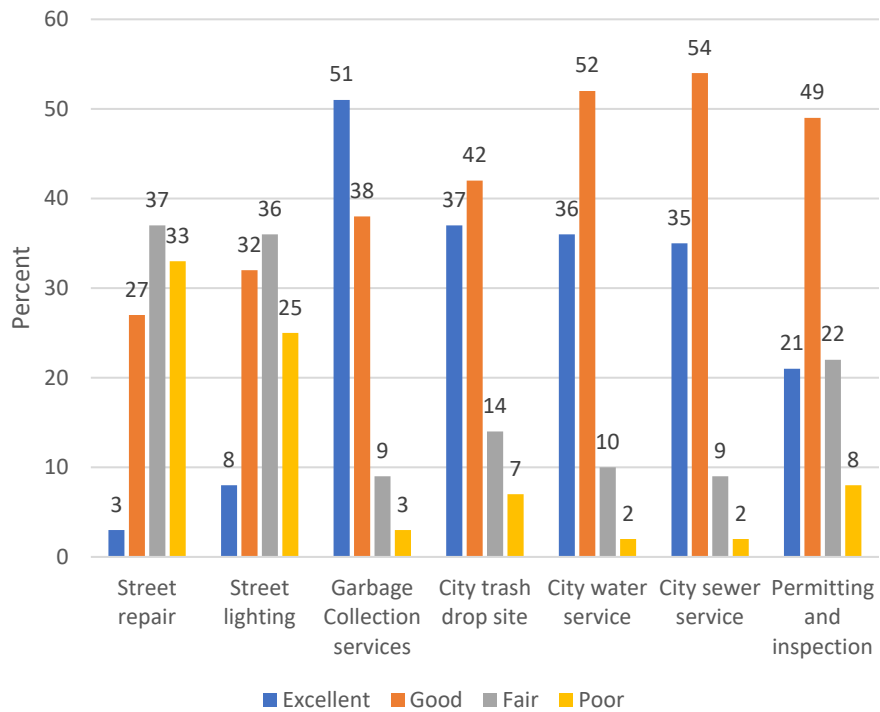
Nearly 90% of respondents rated city trash, water, and sewer as good or excellent. In both the random sample and the open survey, respondents rated street lighting and street repair poorly. Forty percent of respondents rated street lighting as good or excellent and 30% rated street repair as good or excellent.

Statistically Significant Differences

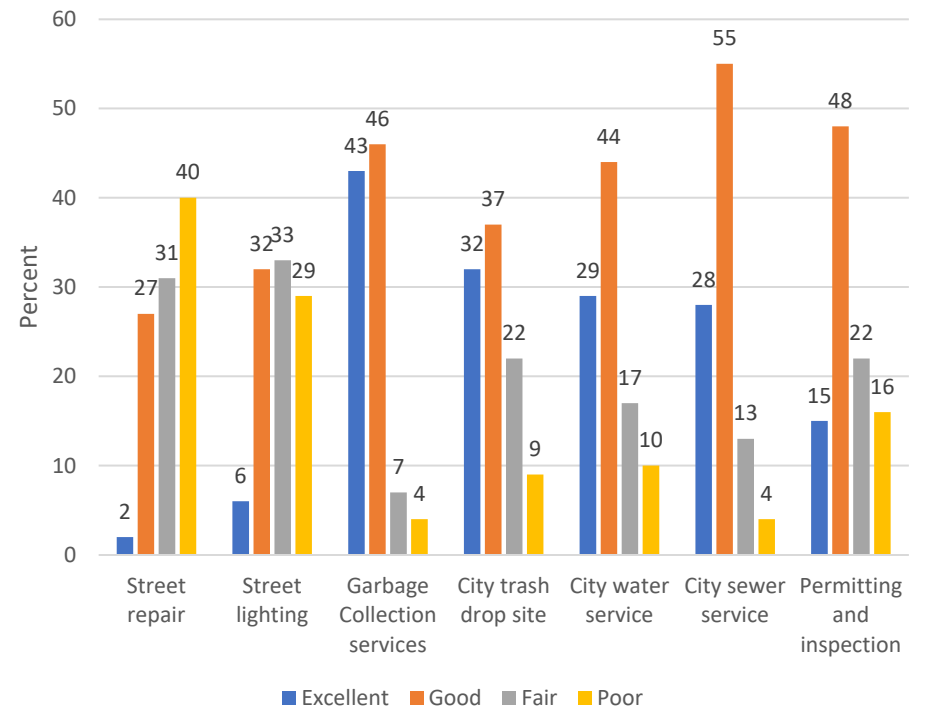
- Twenty-two percent of respondents under 45 rate **street lighting** as good or excellent, compared to 44% of respondents between 45 and 64 and 41% of respondents older than 65.
- Sixty-three percent of men rate permitting and inspection services as good or excellent compared to 78% of women.

| Please rate the quality of each of the following public services in Harker Heights (Percent) | | | | | | | | | | |
|---|---------------|------|------|------|---------------------------|--------------------------|------|------|------|---------------------------|
| | Random Sample | | | | | Open Survey (not random) | | | | |
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | Excellent | Good | Fair | Poor | Percent Excellent or Good |
| Street repair | 3 | 27 | 37 | 33 | 30 | 2 | 27 | 31 | 40 | 29 |
| Street lighting | 8 | 32 | 36 | 25 | 40 | 6 | 32 | 33 | 29 | 38 |
| Garbage Collection services | 51 | 38 | 9 | 3 | 89 | 43 | 46 | 7 | 4 | 89 |
| City trash drop site | 37 | 42 | 14 | 7 | 79 | 32 | 37 | 22 | 9 | 69 |
| City water service | 36 | 52 | 10 | 2 | 88 | 29 | 44 | 17 | 10 | 73 |
| City sewer service | 35 | 54 | 9 | 2 | 89 | 28 | 55 | 13 | 4 | 83 |
| Permitting and inspection | 21 | 49 | 22 | 8 | 70 | 15 | 48 | 22 | 16 | 63 |

Public Services (Random Survey)



Public Services (Open Survey)



Community Services

Community services such as parks, recreation programs, and the library were all rated highly by respondents. Nearly 90% of respondents rated city parks and the library as good or excellent. Youth and senior programs were rated lower with only around 60% of respondents rating these services as good or excellent. About 50% of both the random sample and open survey respondents rated city beautification as good or excellent.

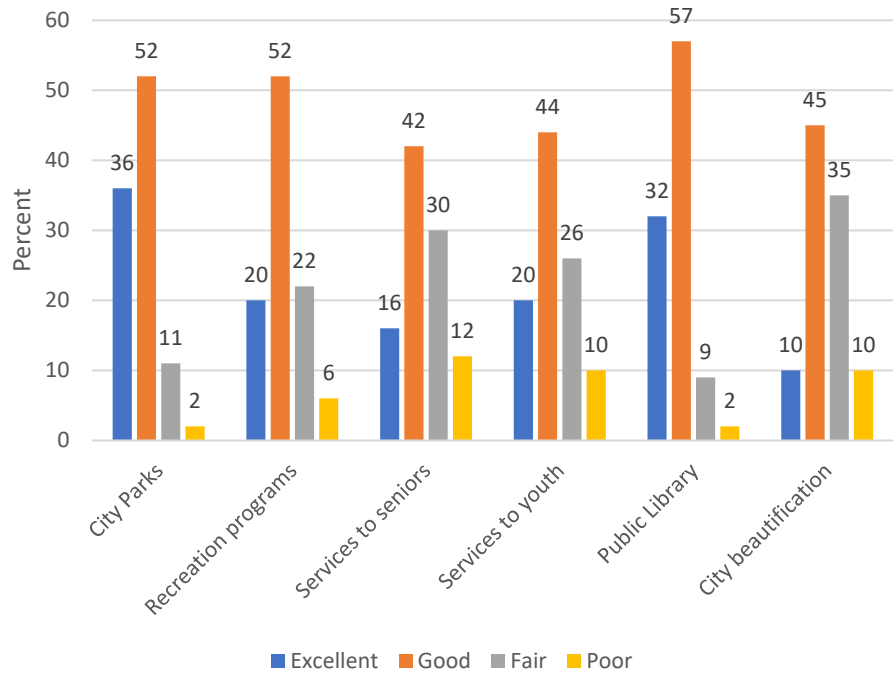
Statistically Significant Differences

- Seventy-five percent of homeowners rate **recreation programs** as good or excellent compared to 50% of renters.
- Ninety percent of homeowners rate the **library** as good or excellent compared to 69% of renters.
- Ninety percent of homeowners rate the **library** as good or excellent compared to 69% of renters.
- Eighty-two percent of residents over 65 rate **services to youth** as good or excellent compared to 55% of residents between 45 and 64 and 54% of residents less than 45 years old.
- Ninety-three percent of residents who have lived in Harker Heights more than 10 years rate the **library** as good or excellent compared to 80% of residents who have lived in Harker Heights less than 10 years.
- Seventy-eight percent of residents who have lived in Harker Heights more than 10 years rate **recreation programs** as a good or excellent compared to 63% of residents who have lived in Harker Heights less than 10 years.
- Sixty-nine percent of residents who have lived in Harker Heights more than 10 years rate **services to youth** as good or excellent compared to 55% of residents who have lived in Harker Heights less than 10 years.
- Sixty-four percent of non-white residents rate **recreation programs** as good or excellent compared to 80% of white residents.
- Forty-nine percent of non-white residents rate **services for seniors** as good or excellent compared to 64% of white residents.
- Eighty-one percent of retired residents rate **recreation programs** as good or excellent compared to 67% of residents who are not retired.
- Seventy-seven percent of retired residents rate **services to youth** as good or excellent compared to 55% of residents who are not retired.

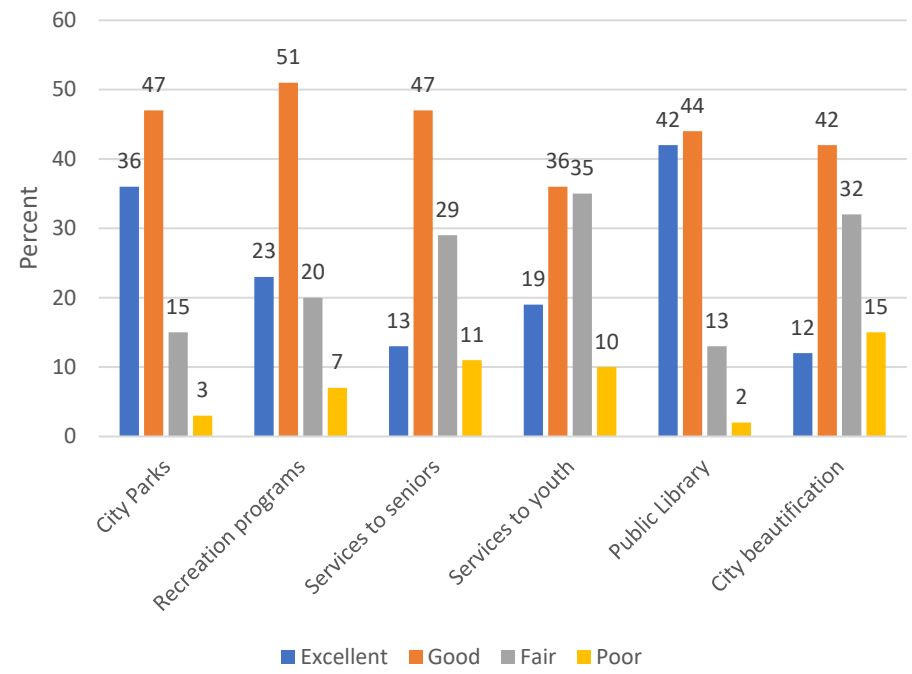
Please rate the quality of each of the following **community services** in Harker Heights (Percent)

| | Random Sample | | | | | Open Survey (not random) | | | | |
|---------------------|---------------|------|------|------|---------------------------|--------------------------|------|------|------|---------------------------|
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | Excellent | Good | Fair | Poor | Percent Excellent or Good |
| City Parks | 36 | 52 | 11 | 2 | 88 | 36 | 47 | 15 | 3 | 83 |
| Recreation programs | 20 | 52 | 22 | 6 | 72 | 23 | 51 | 20 | 7 | 74 |
| Services to seniors | 16 | 42 | 30 | 12 | 58 | 13 | 47 | 29 | 11 | 60 |
| Services to youth | 20 | 44 | 26 | 10 | 64 | 19 | 36 | 35 | 10 | 55 |
| Public Library | 32 | 57 | 9 | 2 | 89 | 42 | 44 | 13 | 2 | 86 |
| City beautification | 10 | 45 | 35 | 10 | 55 | 12 | 42 | 32 | 15 | 54 |

Community Services (Random Survey)



Community Services (Open Survey)



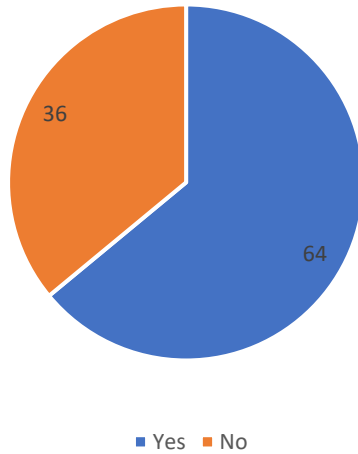
Resident-Initiated Contact and Satisfaction with the Contact

Sixty-four percent of respondents indicate that they have some in-person, phone, email, or social media contact with the city.

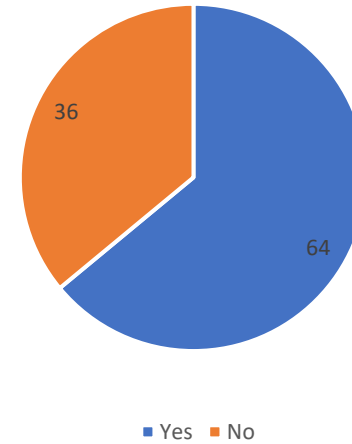
Have you had any **in-person, phone, email, or social media contact** with any employee of the city of Harker Heights within the last 12 months? (Percent)

| | Random Sample | Open Survey (not random) |
|-----|---------------|--------------------------|
| Yes | 64 | 64 |
| No | 36 | 36 |
| N | 294 | 227 |

Resident-Initiated Contact (Random Survey)



Resident-Initiated Contact (Open Survey)



The vast majority of contacts with city departments were rated as good or excellent. In the case of two areas (code enforcement and streets & drainage), the overall impression was below 50% good or excellent. Several departments that are contact most often by residents (Utility Billing, Parks & Recreation, Police) have a high percentage of residents rating the contact as good or excellent.

| If you answered yes, which department(s) were contacted and what was your overall impression? (Percent) | | | | | | | | | | | | |
|--|---------------|------|------|------|---------------------------|-----|--------------------------|------|------|------|---------------------------|----|
| | Random Sample | | | | | | Open Survey (not random) | | | | | |
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | N | Excellent | Good | Fair | Poor | Percent Excellent or Good | N |
| City Manager's Office | 33 | 45 | 13 | 10 | 78 | 40 | 54 | 18 | 13 | 15 | 72 | 39 |
| City Clerk's Office | 42 | 46 | 13 | 0 | 88 | 55 | 35 | 43 | 14 | 8 | 78 | 49 |
| Human Resources | 33 | 47 | 7 | 13 | 80 | 15 | 56 | 33 | 6 | 6 | 89 | 18 |
| Finance | 47 | 27 | 20 | 7 | 74 | 15 | 45 | 30 | 15 | 10 | 75 | 20 |
| Planning & Permitting | 37 | 31 | 24 | 9 | 68 | 59 | 33 | 37 | 19 | 11 | 70 | 54 |
| Parks & Recreation | 61 | 31 | 7 | 1 | 92 | 71 | 52 | 30 | 9 | 9 | 82 | 88 |
| Utility Billing | 56 | 35 | 7 | 3 | 91 | 133 | 41 | 43 | 12 | 4 | 84 | 93 |
| Municipal Court | 30 | 33 | 20 | 17 | 63 | 30 | 50 | 17 | 21 | 13 | 67 | 24 |
| Library | 57 | 31 | 9 | 3 | 88 | 65 | 58 | 38 | 4 | 1 | 96 | 80 |
| Police | 51 | 33 | 12 | 4 | 84 | 100 | 40 | 39 | 15 | 7 | 79 | 93 |
| Animal Control | 51 | 28 | 10 | 11 | 79 | 74 | 44 | 29 | 10 | 17 | 73 | 89 |
| Code Enforcement | 19 | 27 | 24 | 29 | 46 | 62 | 19 | 21 | 23 | 37 | 40 | 52 |
| Streets & Drainage | 21 | 25 | 27 | 27 | 46 | 52 | 20 | 24 | 28 | 28 | 44 | 46 |
| Water & Wastewater | 34 | 42 | 13 | 10 | 76 | 90 | 32 | 37 | 20 | 12 | 69 | 60 |

Perceptions of Safety

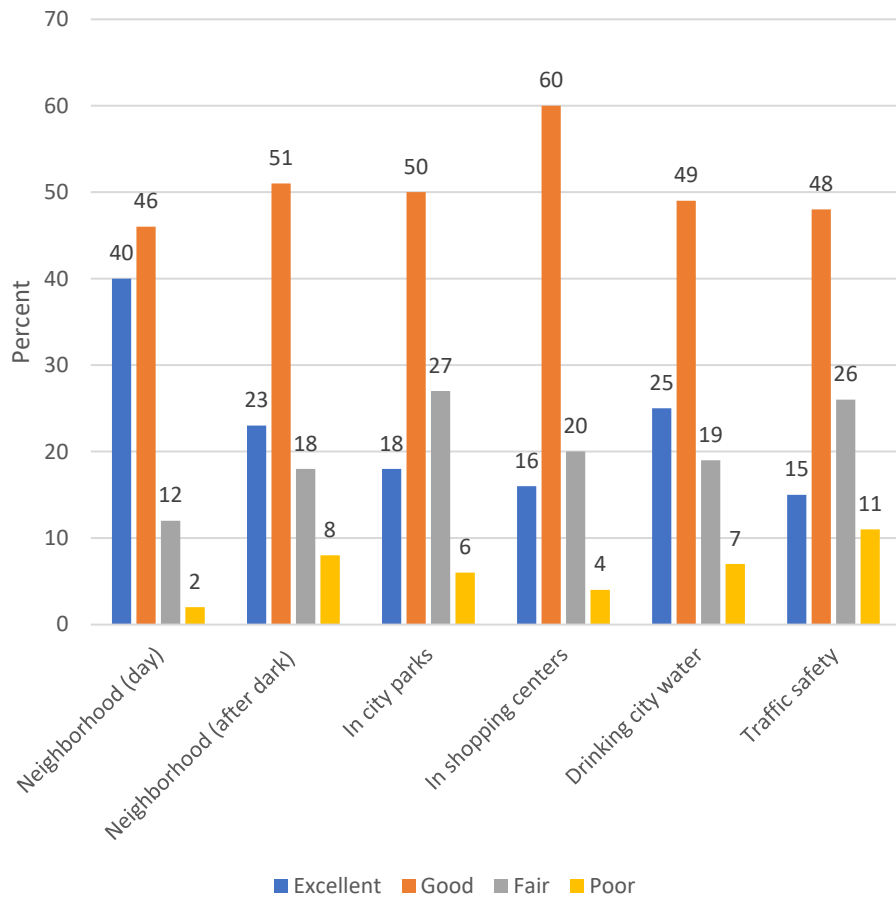
Eighty-six percent of residents rate safety in their neighborhoods during the day as good or excellent. Safety in city parks and perceptions of traffic safety are comparatively low. Sixty-three percent of respondents rate traffic safety as good or excellent in the random sample survey and fifty-two percent of open survey respondents rate traffic safety as good or excellent. Traffic safety and public safety were frequently mentioned in the open-ended comments. These findings suggest that traffic safety is a significant concern among residents.

Statistically Significant Differences

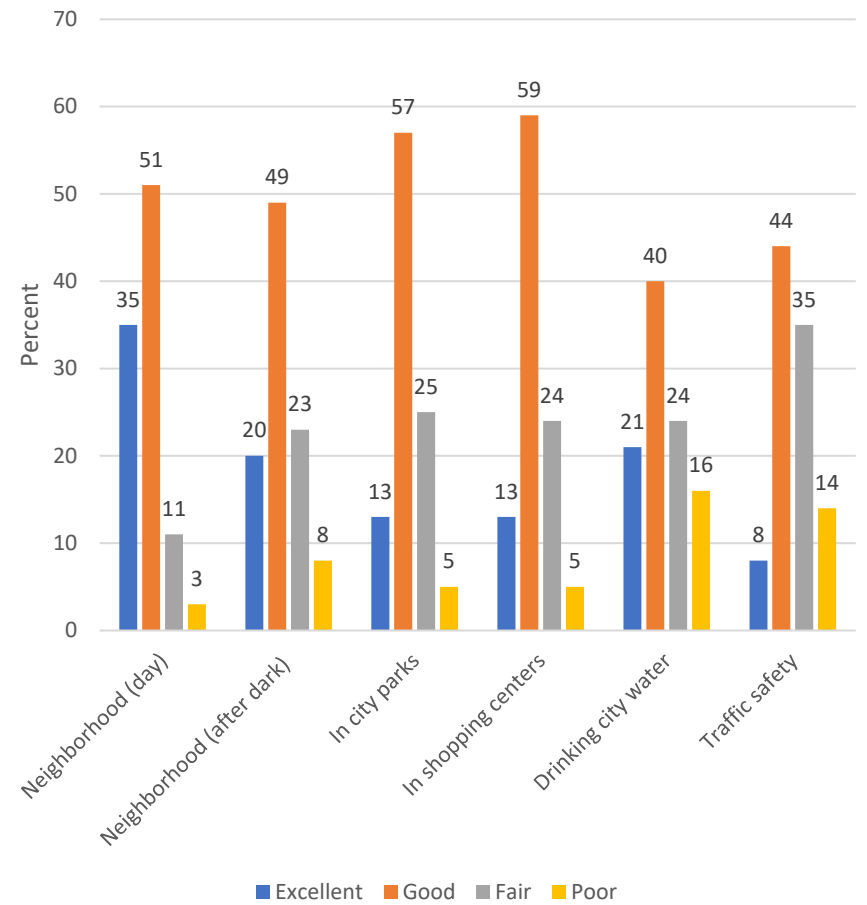
- Seventy percent of homeowners ***rate safety in parks*** as good or excellent compared to 43% of renters.
- Seventy-nine percent of residents who have lived in Harker Heights more than 10 years rate ***safety of drinking water*** as good or excellent compared to 65% of residents who have lived in Harker Heights less than 10 years.
- Sixty-four percent of non-white residents rate ***safety of drinking water*** as good or excellent compared to 80% of white residents.
- Seventy-seven percent of retired residents rate ***safety in parks*** as good or excellent compared to 61% of residents who are not retired.
- Eighty-three percent of retired residents rate ***safety in shopping centers*** as good or excellent compared to 71% of residents who are not retired.
- Seventy-one percent of retired rate ***traffic safety*** as good or excellent compared to 57% of residents who are not retired.
- Sixty-six percent of residents in households that earn less than \$75,000 the ***safety of city drinking water*** as good or excellent compared to 67% of those living in households that earn between \$75,000 and \$100,000, and 85% of residents living in households that earn more than \$100,000.

| Please rate safety in the following areas throughout the City. (Percent) | | | | | | | | | | | | |
|---|---------------|------|------|------|---------------------------------|-----|--------------------------|------|------|------|---------------------------------|-----|
| | Random Sample | | | | | | Open Survey (not random) | | | | | |
| | Excellent | Good | Fair | Poor | Percent Excellent or Good | N | Excellent | Good | Fair | Poor | Percent Excellent or Good | N |
| Neighborhood (day) | 40 | 46 | 12 | 2 | 86 | 286 | 35 | 51 | 11 | 3 | 86 | 213 |
| Neighborhood (after dark) | 23 | 51 | 18 | 8 | 74 | 286 | 20 | 49 | 23 | 8 | 69 | 212 |
| In city parks | 18 | 50 | 27 | 6 | 68 | 209 | 13 | 57 | 25 | 5 | 70 | 190 |
| In shopping centers | 16 | 60 | 20 | 4 | 76 | 270 | 13 | 59 | 24 | 5 | 72 | 208 |
| Drinking city water | 25 | 49 | 19 | 7 | 74 | 268 | 21 | 40 | 24 | 15 | 61 | 205 |
| Traffic safety | 15 | 48 | 26 | 11 | 63 | 285 | 8 | 44 | 35 | 14 | 52 | 213 |

Perceptions of Safety (Random Survey)



Perceptions of Safety (Open Survey)



Utilization of City Amenities

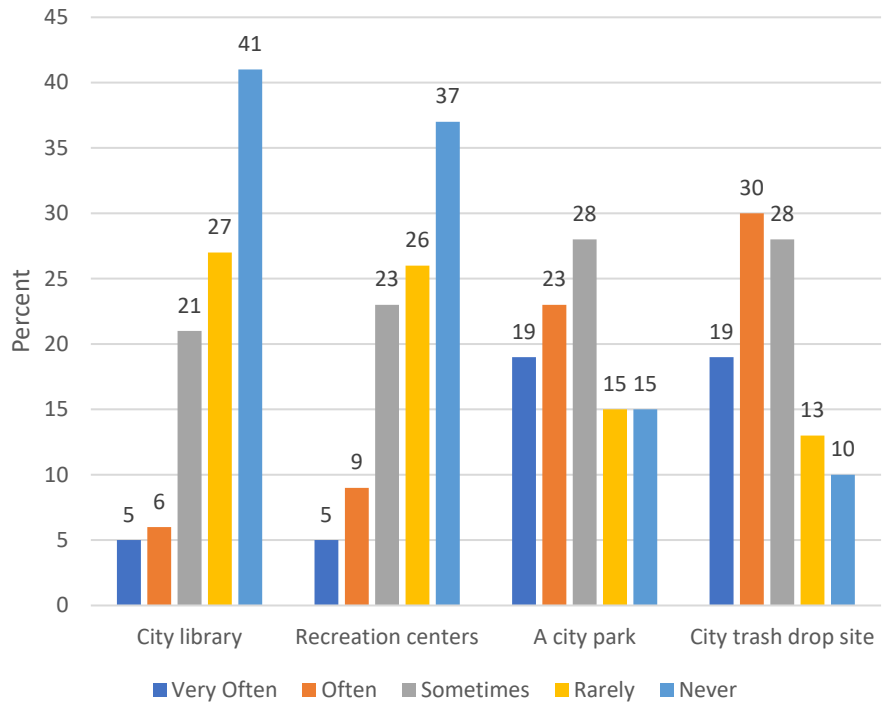
By a large margin, use of a city park and the city trash drop site were the most frequently used by residents. Almost 50% of residents say they use the city trash drop site often or very often and just over 40% of residents indicate that they visited a city park often or very often in the last 12 months.

Statistically Significant Differences

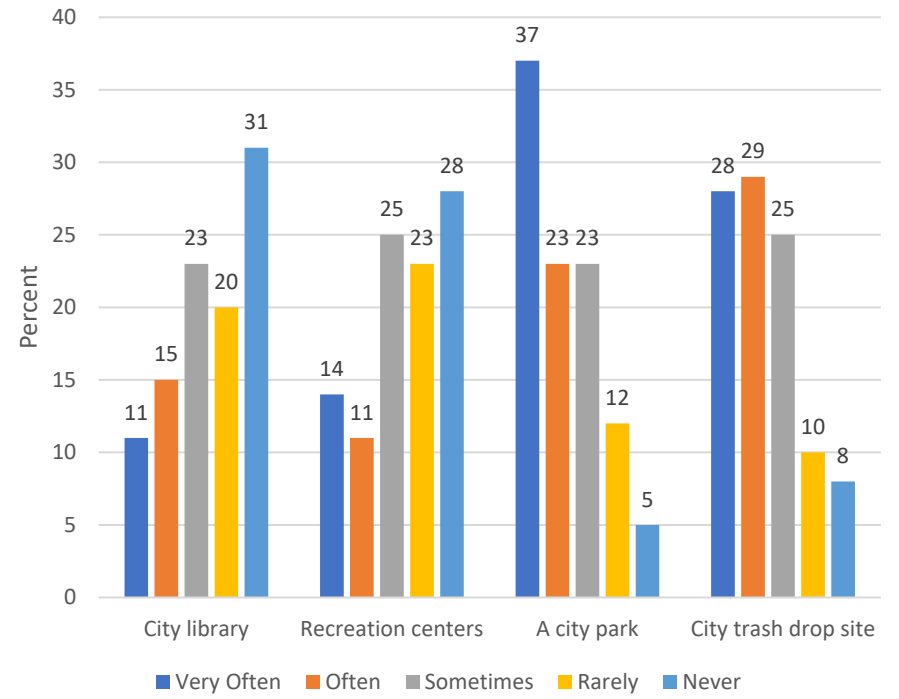
- Twelve percent of homeowners ***use recreation centers*** often or very often compared to 35% of renters.
- Fifty-one percent of homeowners ***use the city trash drop site*** often or very often compared to 20% of renters
- Thirty-eight percent of men say they ***use a city park*** often or very often compared to 51% of women.
- Nine percent of residents over 65 ***use recreation centers*** often or very often compared to 13% of residents between 45 and 64 and 29% of residents less than 45 years old.
- Sixty-one percent of residents under 45 ***use a city park*** often or very often compared to 44% of those between 45 and 64 and 35% of residents older than 65.

| In the previous 12 months, how often have you or members of your family used or visited the following areas? (Percent) | | | | | | | | | | | | |
|---|---------------|-------|-----------|--------|-------|-----|--------------------------|-------|-----------|--------|-------|-----|
| | Random Sample | | | | | | Open Survey (not random) | | | | | |
| | Very Often | Often | Sometimes | Rarely | Never | N | Very Often | Often | Sometimes | Rarely | Never | N |
| City library | 5 | 6 | 21 | 27 | 41 | 292 | 11 | 15 | 23 | 20 | 31 | 230 |
| Recreation centers | 5 | 9 | 23 | 26 | 37 | 291 | 14 | 11 | 25 | 23 | 28 | 229 |
| A city park | 19 | 23 | 28 | 15 | 15 | 292 | 37 | 23 | 23 | 12 | 5 | 228 |
| City trash drop site | 19 | 30 | 28 | 13 | 10 | 292 | 28 | 29 | 25 | 10 | 8 | 228 |

Service Utilization (Random Survey)



Service Utilization (Open Survey)



Sources of City News and Information

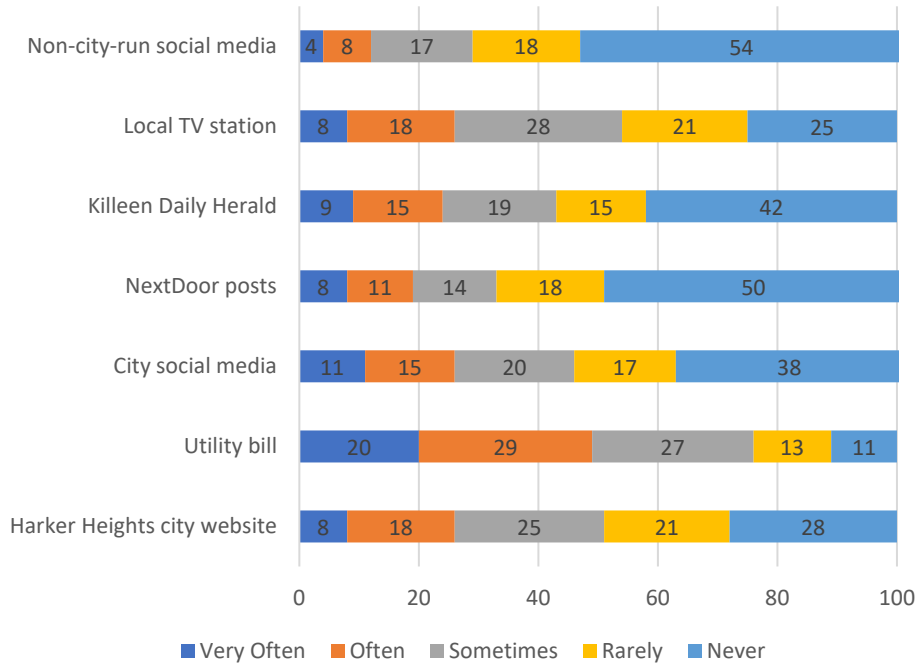
Nearly 50% of respondents indicated that they received news about the City of Harker Heights from the Utility Bill Newsletter often or very often. About 25% of respondents received news about the city from the city website and city social media often or very often.

Statistically Significant Differences

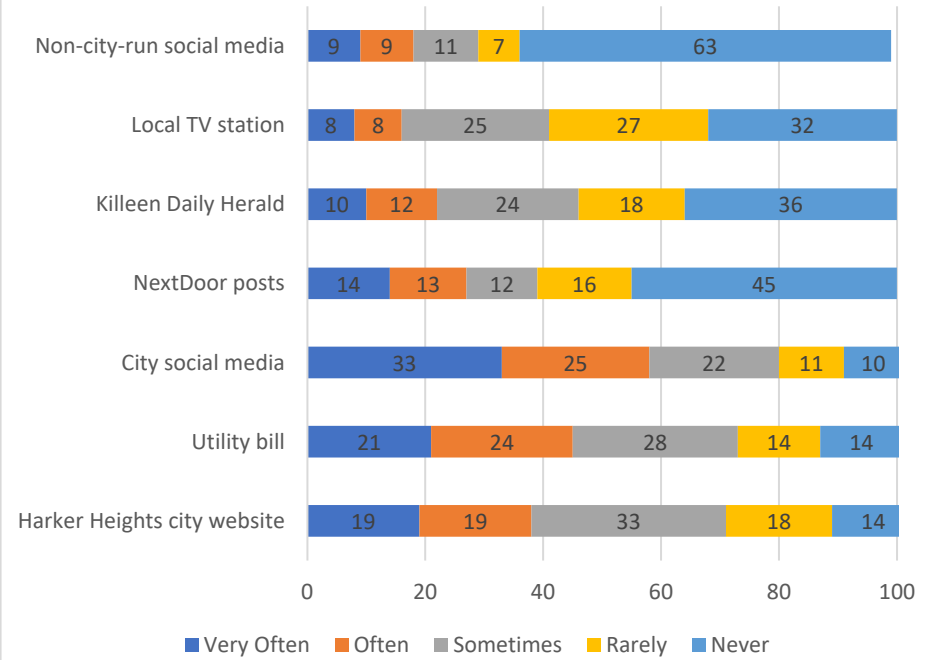
- Forty-seven percent of homeowners **use the utility bill for news** often or very often compared to 75% of renters.
- Twenty-six percent of homeowners **use the Killeen Daily Herald** for news compared to 5% of renters.
- Twenty-one percent of men **use social media** for news often or very often compared to 35% of women.
- Fourteen percent of men **use NextDoor** for news often or very often compared to 28% of women.
- Fifty percent of residents under 45 use **social media as a source for news** often or very often compared to 30% of residents between 45 and 64 and 13% of residents over 65.
- Thirty-five percent of residents over 65 **use the Killeen Daily Herald as a source for news** often or very often compared to 17% of residents between 45 and 64 and 16% of residents under 45.
- Twenty-one percent of residents who have lived in Harker Heights more than 10 years **use social media** often or very often compared to 35% of residents who have lived in Harker Heights less than 10 years.
- Nineteen percent of retired residents **use social media for news** about the city often or very often compared to 32% of residents who are not retired.
- Sixteen percent of residents in households that earn less than \$75,000 **use social media** for news often or very often 28% of those living in households that earn between \$75,000 and \$100,000, and 37% of residents living in households that earn more than \$100,000.

| In the previous 12 months, how often did you receive news about the City of Harker Heights from the following sources? (Percent) | | | | | | | | | | | | |
|---|---------------|-------|-----------|--------|-------|-----|--------------------------|-------|-----------|--------|-------|-----|
| | Random Sample | | | | | | Open Survey (not random) | | | | | |
| | Very Often | Often | Sometimes | Rarely | Never | N | Very Often | Often | Sometimes | Rarely | Never | N |
| Harker Heights city website | 8 | 18 | 25 | 21 | 28 | 291 | 17 | 19 | 33 | 18 | 14 | 229 |
| Utility bill | 20 | 29 | 27 | 13 | 11 | 291 | 21 | 24 | 28 | 14 | 14 | 227 |
| City social media | 11 | 15 | 20 | 17 | 38 | 287 | 33 | 25 | 22 | 11 | 10 | 229 |
| NextDoor posts | 8 | 11 | 14 | 18 | 50 | 289 | 14 | 13 | 12 | 16 | 45 | 227 |
| Killeen Daily Herald | 9 | 15 | 19 | 15 | 42 | 288 | 10 | 12 | 24 | 18 | 36 | 228 |
| Local TV station | 8 | 18 | 28 | 21 | 25 | 287 | 8 | 8 | 25 | 27 | 32 | 226 |
| Non-city-run social media | 4 | 8 | 17 | 18 | 54 | 281 | 9 | 9 | 11 | 7 | 63 | 176 |

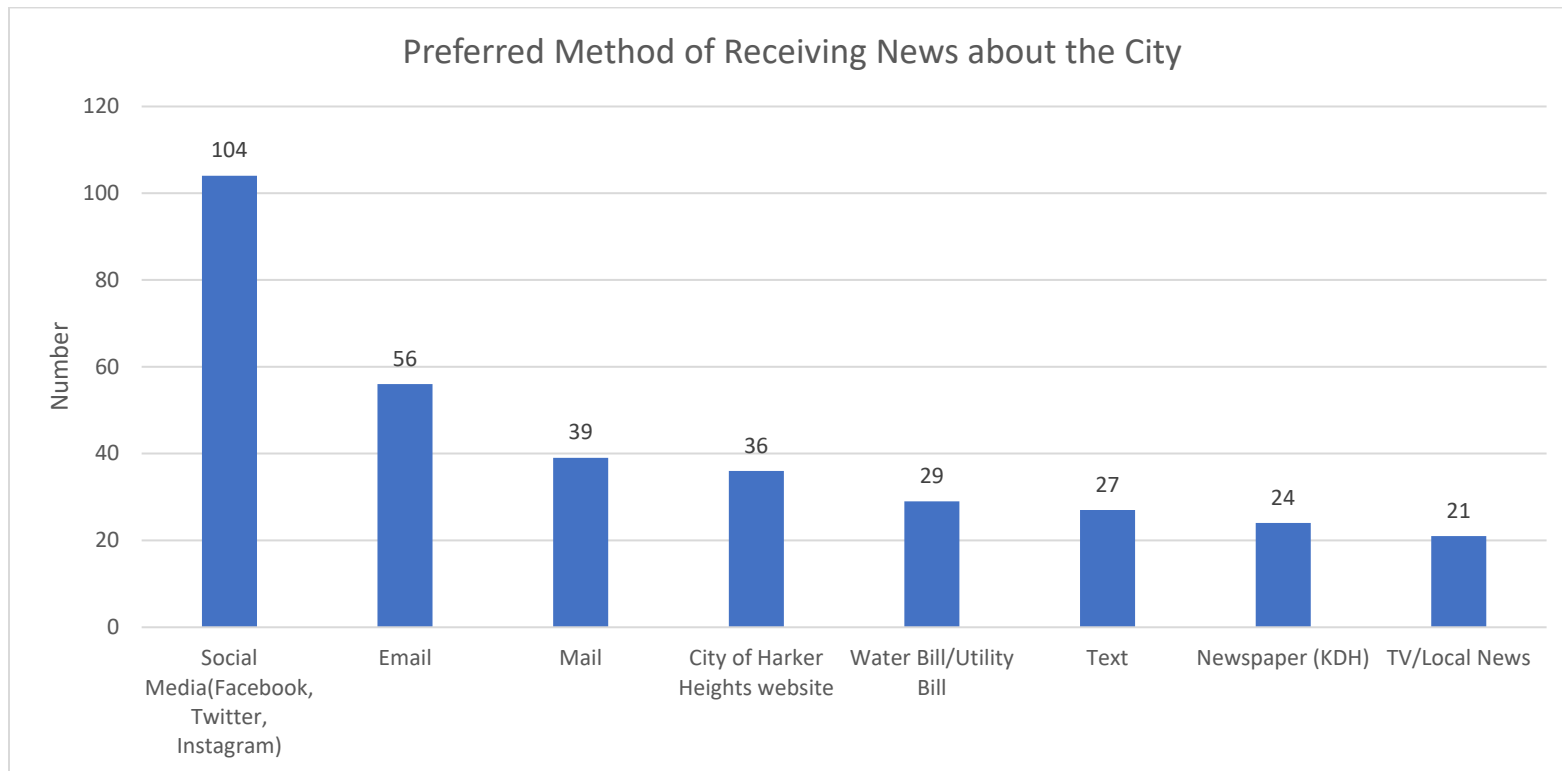
Resident Media Use (Random Survey)



Resident Media Use (Open Survey)



Respondents were asked to name their preferred method of receiving news about the city and were given the option to write in their response. These responses were coded by the research team. Based on the coded responses, social media was the most frequently mentioned option with 104 mentions. There is also some preference for older methods of information dissemination such as email and regular mail.



Trash Collection Services Options

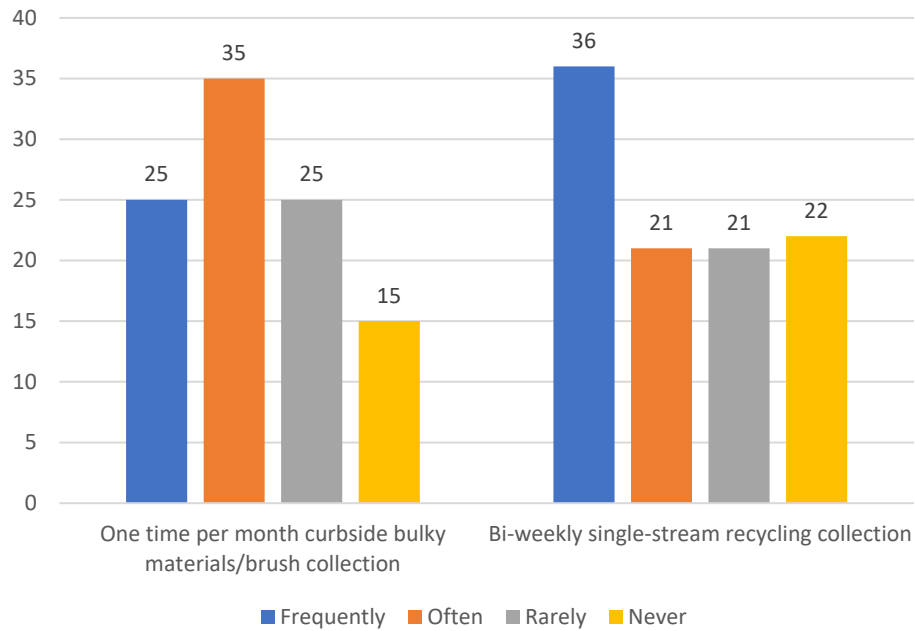
Fifty-seven percent of respondents indicated that they would use bi-weekly single-stream recycling collection often or frequently and 60% of respondents indicated they would use one-time per month curbside bulky materials and brush collection services often or frequently.

Statistically Significant Differences

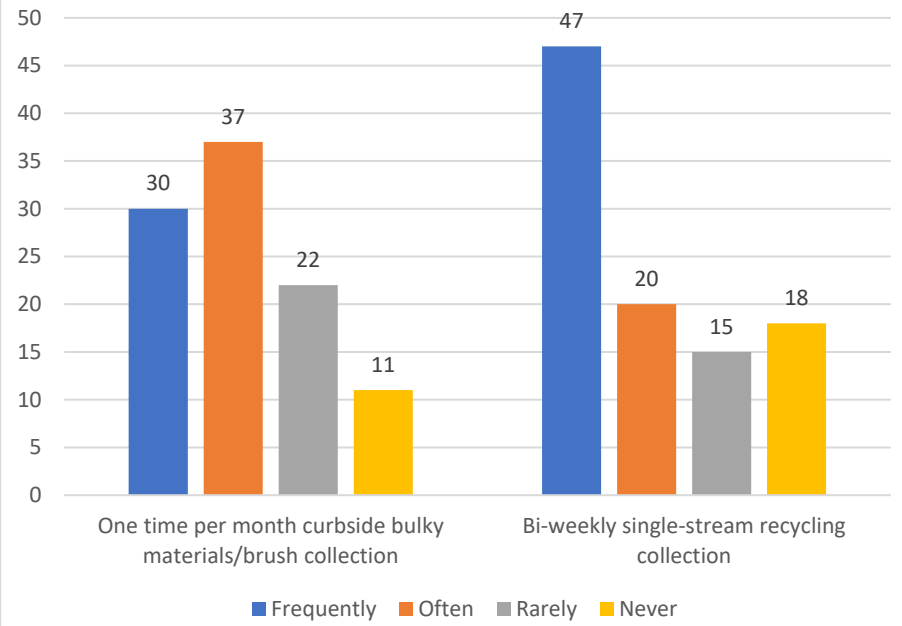
- Fifty-one percent of residents who have lived in Harker Heights more than 10 years would ***use bi-weekly single stream recycling*** often or very often compared to 68% of residents who have lived in Harker Heights less than 10 years.
- Fifty percent of retired residents would ***use single stream recycling*** often or very often compared to 63% of residents who are not retired.

| If added to current trash services, how often would you use the two options provided below? | | | | | | | | | | |
|---|---------------|-------|--------|-------|-----|--------------------------|-------|--------|-------|-----|
| | Random Sample | | | | | Open Survey (not random) | | | | |
| | Frequently | Often | Rarely | Never | N | Frequently | Often | Rarely | Never | N |
| One time per month curbside bulky materials/brush collection | 25 | 35 | 25 | 15 | 285 | 30 | 37 | 22 | 11 | 211 |
| Bi-weekly single-stream recycling collection | 36 | 21 | 21 | 22 | 281 | 47 | 20 | 15 | 18 | 211 |

Potential Use of Proposed Service (Random Survey)



Potential Use of Proposed Service (Open Survey)



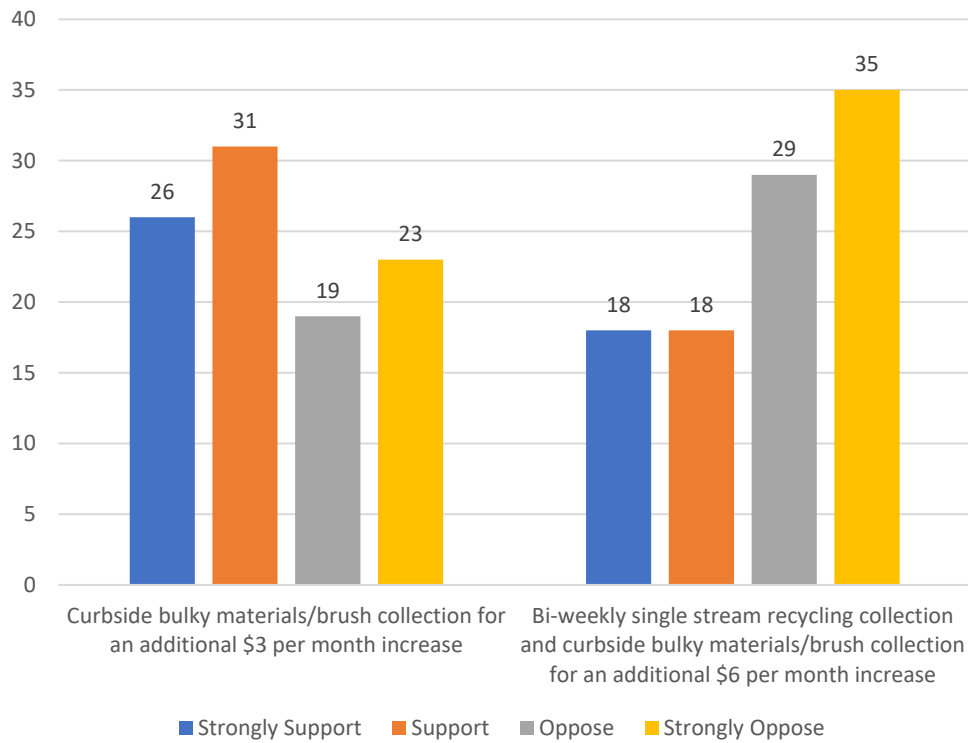
Fifty-seven percent of respondents support or strongly support curbside bulky materials/brush collection for an additional \$3 per month increase and 36% of respondents support or strongly support bi-weekly single stream recycling collection and curbside bulky materials/brush collection for an additional \$6 per month increase.

Statistically Significant Differences

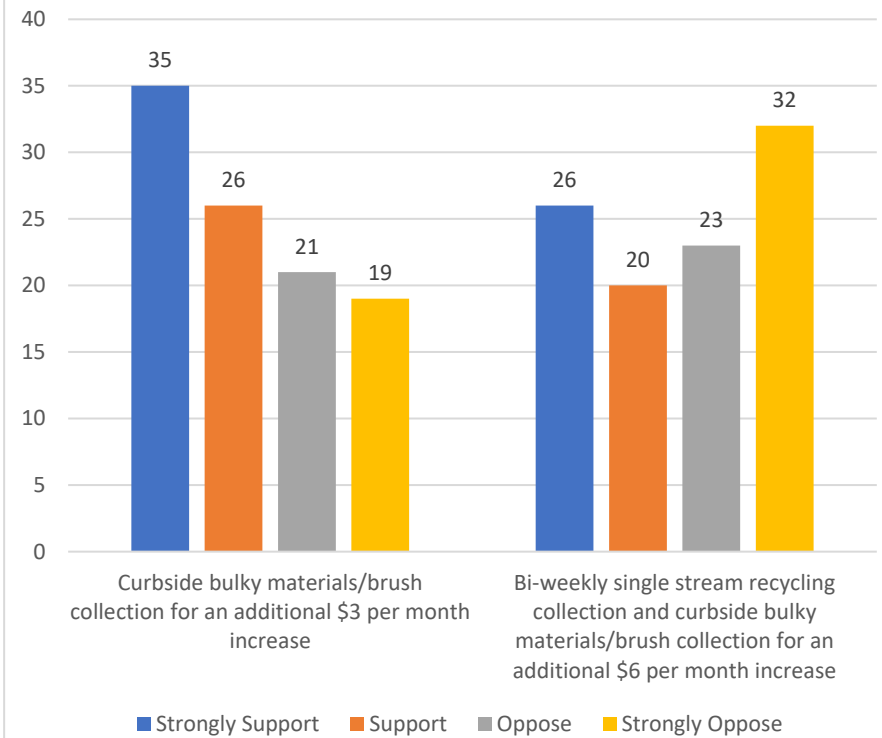
- Twenty-nine percent of men support ***adding single stream recycling and curbside bulky collection*** for \$6 per month compared to 46% of women.
- Sixty-one percent of residents under 45 ***support curbside and single stream services*** for \$6 compared to 32% of respondent between 45 and 64 and 33% of residents older than 65.
- Fifty-two percent of residents who have lived in Harker Heights more than 10 years rate support or strongly support ***curbside recycling for an additional \$3*** compared to 67% of residents who have lived in Harker Heights less than 10 years.
- Thirty-two percent of residents who have lived in Harker Heights more than 10 years support or strongly support ***curbside and single-stream recycling for \$6*** compared to 45% of residents who have lived in Harker Heights less than 10 years.
- Fifty percent of non-white residents support or strongly support ***curbside recycling for an additional \$3*** compared to 63% of white residents.

| How strongly do you support | | | | | | | | | | | | |
|---|------------------|---------|--------|-----------------|-----------------|-----|--------------------------|---------|--------|-----------------------|-----------------|-----|
| | Random Sample | | | | | | Open Survey (not random) | | | | | |
| | Strongly Support | Support | Oppose | Strongly Oppose | Percent Support | N | Strongly Support | Support | Oppose | Strongly Oppose 19 | Percent Support | N |
| Curbside bulky materials/brush collection for an additional \$3 per month increase | 26 | 31 | 19 | 23 | 57 | 289 | 35 | 26 | 21 | 19 | 61 | 214 |
| Bi-weekly single stream recycling collection and curbside bulky materials/brush collection for an additional \$6 per month increase | 18 | 18 | 29 | 35 | 36 | 291 | 26 | 20 | 23 | 32 | 46 | 215 |

Support for Proposed Service (Random Survey)



Support for Proposed Service (Open Survey)



Summary of Statistically Significant Differences

Six different contrasts were used including: Years Living in Harker Heights, Age, Race, Gender, Income, Home Ownership. These findings are only for the random sample. A requirement of statistics is that the respondents are randomly selected. The Chi-Square Statistic is used to determine if there are any statistically significant associations between each of the contrasts and service quality indicators.

Homeownership

- Sixty-seven percent of homeowners rate ***housing availability*** as good or excellent compared with 29% of renters.
- Seventy-five percent of homeowners rate ***recreation programs*** as good or excellent compared to 50% of renters.
- Ninety percent of homeowners rate the ***library*** as good or excellent compared to 69% of renters.
- Twelve percent of homeowners ***use recreation centers*** often or very often compared to 35% of renters.
- Fifty-one percent of homeowners ***use the city trash drop site*** often or very often compared to 20% of renters
- Forty-seven percent of homeowners ***use the utility bill for news*** often or very often compared to 75% of renters.
- Twenty-six percent of homeowners ***use the Killeen Daily Herald*** for news compared to 5% of renters.
- Seventy percent of homeowners ***rate safety in parks*** as good or excellent compared to 43% of renters.

Gender

- Seventy percent of men rate ***housing availability*** as good or excellent compared to 55% of women.
- Fifty-five percent of men rate ***traffic enforcement*** as good or excellent compared to 74% of women.
- Sixty-three percent of men rate ***permitting and inspection services*** as good or excellent compared to 78% of women.
- Thirty-eight percent of men say they ***use a city park*** often or very often compared to 51% of women.
- Twenty-one percent of men ***use social media*** for news often or very often compared to 35% of women.
- Fourteen percent of men ***use NextDoor*** for news often or very often compared to 28% of women.
- Twenty-nine percent of men support ***adding single stream recycling and curbside bulky collection*** for \$6 per month compared to 46% of women.

Age

- Forty-three percent of respondents under 45 rate the city as a good or excellent **place to work** compared to 60% of respondents between 45 and 64, and 80% of respondents older than 65.
- Sixty-eight percent of respondents under 45 rate the **quality of businesses** as good or excellent, compared to 68% of respondents between 45 and 64 and 87% of respondents older than 65.
- Fifty-three percent of respondents under 45 rate **housing availability** as good or excellent, compared to 59% of respondents between 45 and 64, and 75% of respondents older than 65.
- Forty-seven percent of respondents under 45 rate **retail options** as good or excellent, compared to 70% of respondents between 45 and 64 and 68% of respondents older than 65.
- Eighty-eight percent of respondents under 45 rate **fire and EMS** as good or excellent compared to 96% of respondents between 45 and 64 and 99% of respondents older than 65.
- Twenty-two percent of respondents under 45 rate **street lighting** as good or excellent, compared to 44% of respondents between 45 and 64 and 41% of respondents older than 65.
- Eighty-two percent of residents over 65 rate **services to youth** as good or excellent compared to 55% of residents between 45 and 64 and 54% of residents less than 45 years old.
- Nine percent of residents over 65 **use recreation centers** often or very often compared to 13% of residents between 45 and 64 and 29% of residents less than 45 years old.
- Sixty-one percent of residents under 45 **use a city park** often or very often compared to 44% of those between 45 and 64 and 35% of residents older than 65.
- Fifty-seven percent of residents between 45 and 64 **use the utility bill as a source for news** often or very often compared to 47% of residents older than 65 and 32% of residents under 45.
- Fifty percent of residents under 45 use **social media as a source for news** often or very often compared to 30% of residents between 45 and 64 and 13% of residents over 65.
- Thirty-five percent of residents over 65 **use the Killeen Daily Herald as a source for news** often or very often compared to 17% of residents between 45 and 64 and 16% of residents under 45.

- Sixty-one percent of residents under 45 **support curbside and single stream services** for \$6 compared to 32% of respondent between 45 and 64 and 33% of residents older than 65.

Years in Harker Heights

- Seventy percent of residents who have lived in Harker Heights more than 10 years rate the city as a good or excellent **place to work** compared to 53% of residents who have lived in Harker Heights less than 10 years.
- Fifty percent of residents who have lived in Harker Heights more than 10 years rate **code enforcement** as good or excellent compared to 53% of residents who have lived in Harker Heights less than 10 years.
- Seventy-eight percent of residents who have lived in Harker Heights more than 10 years rate **recreation programs** as a good or excellent compared to 63% of residents who have lived in Harker Heights less than 10 years.
- Sixty-nine percent of residents who have lived in Harker Heights more than 10 years rate **services to youth** as good or excellent compared to 55% of residents who have lived in Harker Heights less than 10 years.
- Ninety-three percent of residents who have lived in Harker Heights more than 10 years rate the **library** as good or excellent compared to 80% of residents who have lived in Harker Heights less than 10 years.
- Twenty-one percent of residents who have lived in Harker Heights more than 10 years **use social media** often or very often compared to 35% of residents who have lived in Harker Heights less than 10 years.
- Seventy-nine percent of residents who have lived in Harker Heights more than 10 years rate **safety of drinking water** as good or excellent compared to 65% of residents who have lived in Harker Heights less than 10 years.
- Fifty-one percent of residents who have lived in Harker Heights more than 10 years would **use bi-weekly single stream recycling** often or very often compared to 68% of residents who have lived in Harker Heights less than 10 years.
- Fifty-two percent of residents who have lived in Harker Heights more than 10 years rate support or strongly support **curbside recycling for an additional \$3** compared to 67% of residents who have lived in Harker Heights less than 10 years.
- Thirty-two percent of residents who have lived in Harker Heights more than 10 years support or strongly support **curbside and single-stream recycling for \$6** compared to 45% of residents who have lived in Harker Heights less than 10 years.

Race

- Thirty-four percent of non-white residents rate **employment opportunities** as good or excellent compared to 52% of white residents.
- Thirty-one percent of non-white residents rate **street lights** as good or excellent compared to 45% of white residents.
- Sixty-four percent of non-white residents rate **recreation programs** as good or excellent compared to 80% of white residents.
- Forty-nine percent of non-white residents rate **services for seniors** as good or excellent compared to 64% of white residents.
- Sixty-four percent of non-white residents rate **safety of drinking water** as good or excellent compared to 80% of white residents.
- Fifty percent of non-white residents support or strongly support **curbside recycling for an additional \$3** compared to 63% of white residents.

Employment Status

- Seventy-four percent of retired residents rate the Harker Heights as a good or excellent **place to work** compared to 58% of residents who are not retired.
- Fifty-six percent of retired residents rate **employment opportunities** as good or excellent compared to 37% of residents who are not retired.
- Seventy-two percent of retired residents rate **housing availability** as good or excellent compared to 57% of residents who are not retired.
- Ninety percent of retired residents rate **municipal courts** as good or excellent compared to 68% of residents who are not retired.
- Seventy percent of retired residents rate **traffic enforcement** as good or excellent compared to 59% of residents who are not retired.
- Seventy-eight percent of retired residents rate **emergency preparedness** as good or excellent compared to 65% of residents who are not retired.
- Eighty-one percent of retired residents rate **recreation programs** as good or excellent compared to 67% of residents who are not retired.
- Seventy-seven percent of retired residents rate **services to youth** as good or excellent compared to 55% of residents who are not retired.

- Nineteen percent of retired residents **use social media for news** about the city often or very often compared to 32% of residents who are not retired.
- Seventy-seven percent of retired residents rate **safety in parks** as good or excellent compared to 61% of residents who are not retired.
- Eighty-three percent of retired residents rate **safety in shopping centers** as good or excellent compared to 71% of residents who are not retired.
- Seventy-one percent of retired rate **traffic safety** as good or excellent compared to 57% of residents who are not retired.
- Fifty percent of retired residents would **use single stream recycling** often or very often compared to 63% of residents who are not retired.

Income

- Eighty-two percent of residents in households that earn less than \$75,000 rate the city as a good or excellent **place to live** compared to 94% of those living in households that earn between \$75,000 and \$100,000, and 94% of residents living in households that earn more than \$100,000.
- Sixteen percent of residents in households that earn less than \$75,000 **use social media** for news often or very often 28% of those living in households that earn between \$75,000 and \$100,000, and 37% of residents living in households that earn more than \$100,000.
- Sixty-six percent of residents in households that earn less than \$75,000 the **safety of city drinking water** as good or excellent compared to 67% of those living in households that earn between \$75,000 and \$100,000, and 85% of residents living in households that earn more than \$100,000.

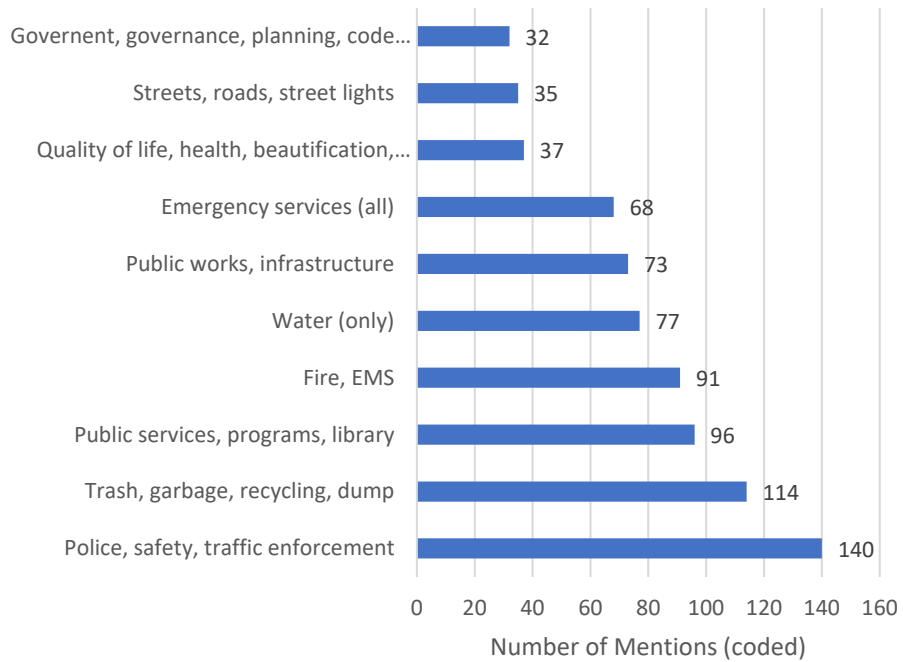
Three Most Important Services

Respondents were asked to name the three most important services provided by the City of Harker Heights. This question was asked at the start of the survey to better capture what is on the mind of respondents before they were influenced by the questions asked in the survey.

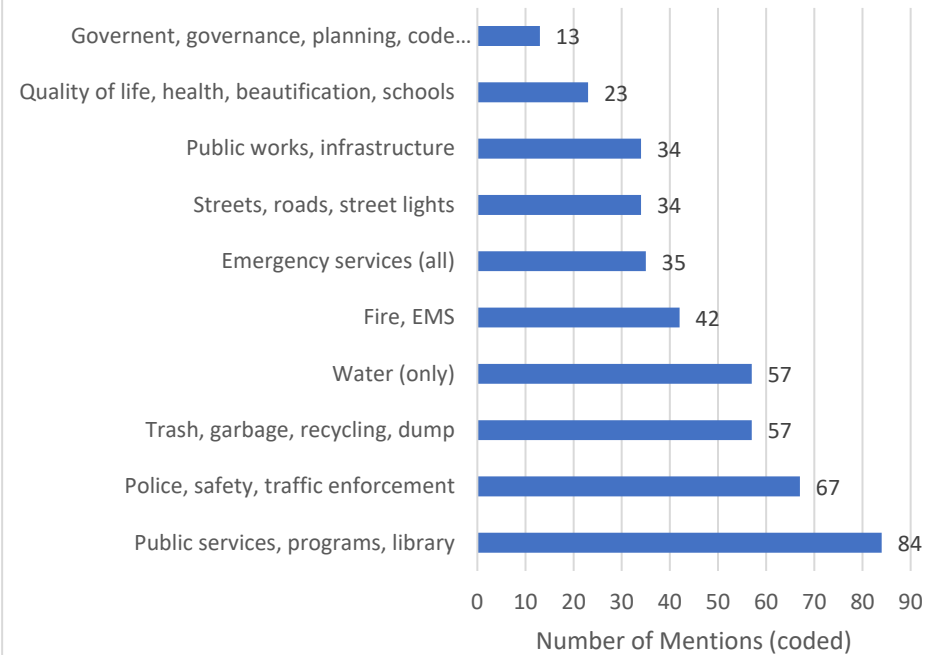
The tables below present the total number of mentions and the percentage of mentions for different categories coded by the research team (actual responses are presented at the end of the report See Appendix A). Coding open-ended responses is subjective and some of the categories could be combined. For example, streets/roads and traffic/parking point to a similar priority. In addition, if a respondent wrote a single word, for example, “growth” it is not possible to know if they believe that the pace of growth is too fast or too slow or if they are writing about the type of growth occurring.

The top three most mentioned services include police (including mentions for public safety and traffic enforcement), waste services (trash, garbage, dump, recycling), and public services (library, parks, and programs).

Most Important Service Provided by Harker Heights (Random)



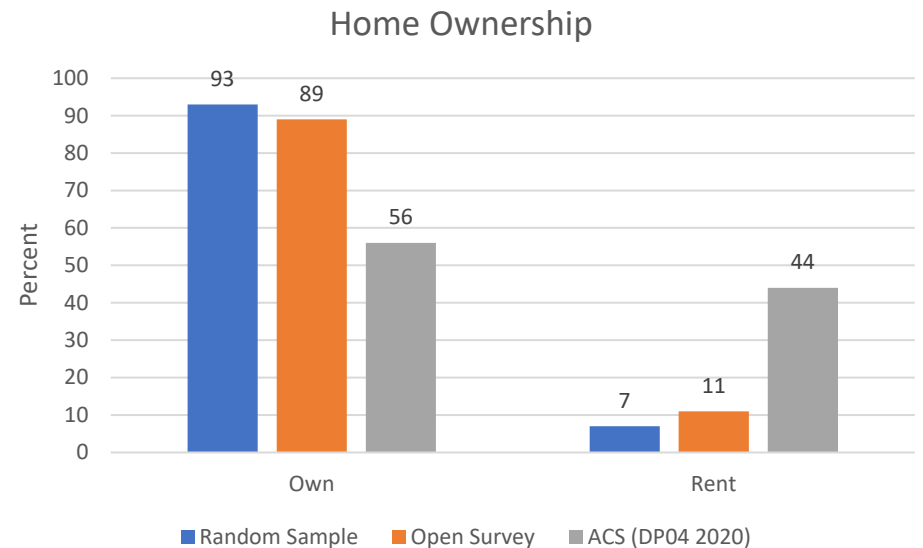
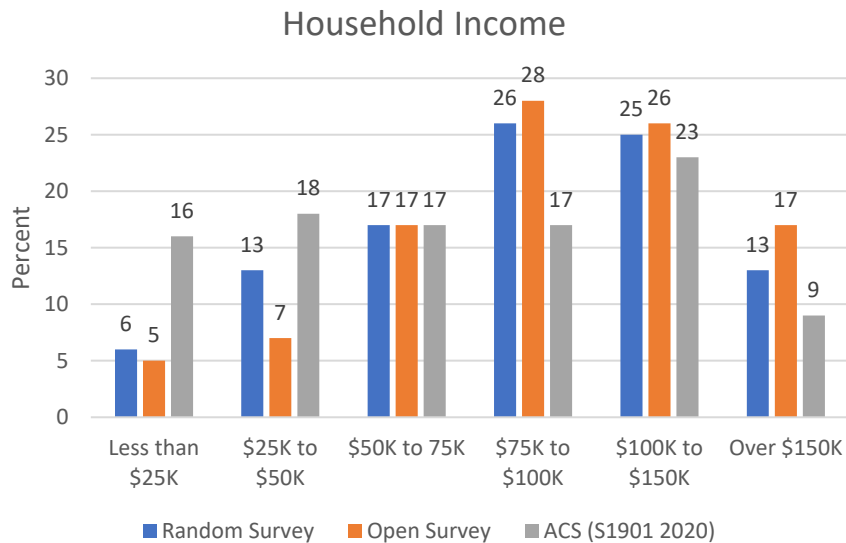
Most Important Service Provided by Harker Heights (Open Survey)



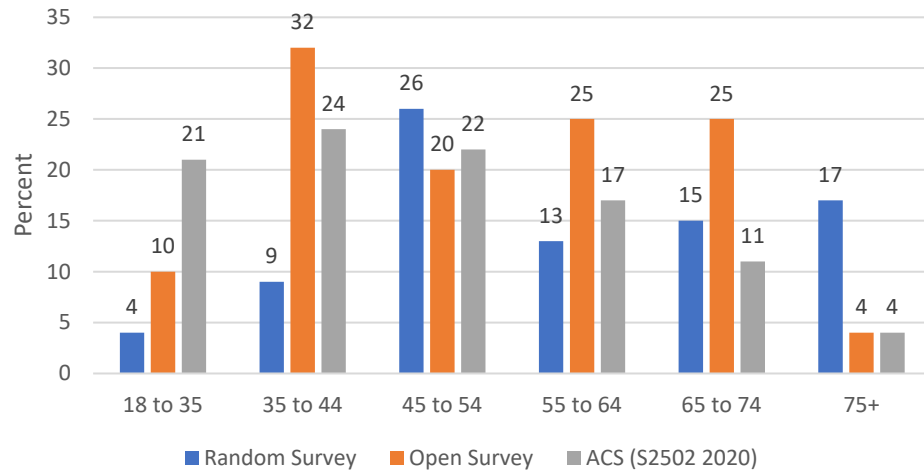
Respondent Characteristics

To determine the representativeness of the survey, the characteristics of the respondents in the random sample survey and the open survey were compared with the known estimates from the US Census Bureau.

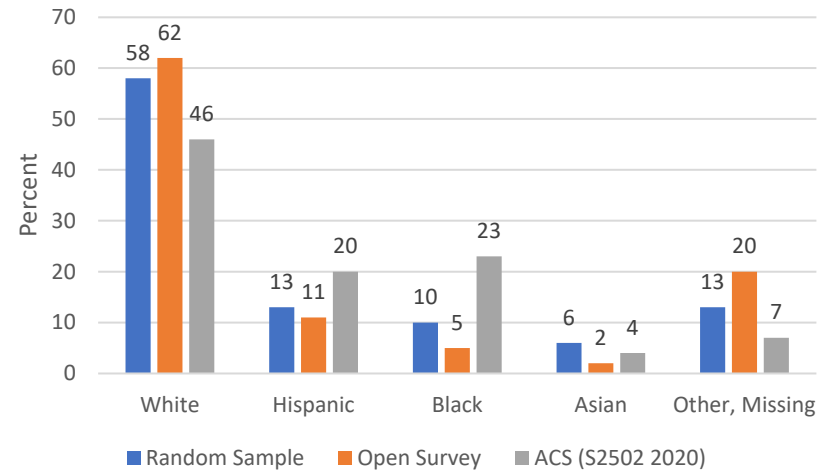
The random sample does a fairly good job approximating the household income, race, and gender composition of Harker Heights residents. As is often found with resident surveys, homeowners (versus renters) and older residents (versus younger residents) are overrepresented in the random sample survey.



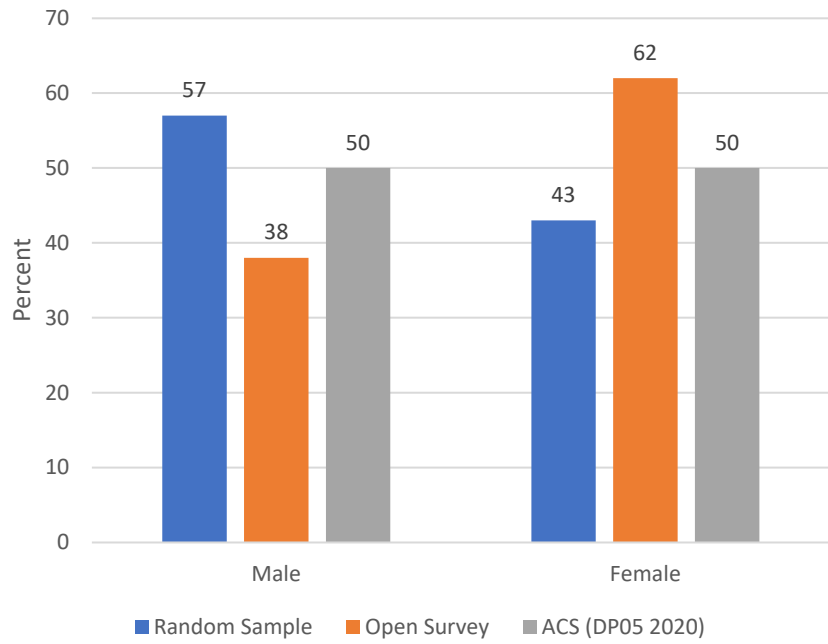
Age of Householder



Race of Householder



Gender



Employment Status

