

City of Clayton 2013 Community Survey

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Final Report

Submitted to the City of Clayton, Missouri by:

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City of Clayton 2013 Community Survey Executive Summary Report

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri for the fifth time in December 2013. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The first survey was administered in 2009.

This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey
- benchmarking data that show how the results for Clayton compare to other communities
- Importance-satisfaction analysis that can help the City set priorities for improvement
- tabular data that shows the overall results for each question on the survey
- a copy of the survey instrument
- GIS maps that show the results of selected questions on the survey

Methodology. A seven-page survey was mailed to a random sample of 1,800 households in the City of Clayton. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey (www.2013claytoncommunitysurvey.com).

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone. Of the households that received a survey, 434 completed it. The results for the random sample of 434 households have a 95% level of confidence with a precision of at least +/- 4.6%.

Location of Respondents. To better understand how well services are being delivered in different parts of the City, the home address of respondents to the survey were geocoded.

Don't Knows. 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.”

How Clayton Compares to Other Communities

The City of Clayton **rated above the national and the Missouri/Kansas average** in all 45 areas that were assessed. The areas in which Clayton rated at least 20% or more above the national average are listed below:

- City communication with the public (+40%)
- Overall quality of City services provided (+39%)
- Adult recreation programs (+32%)
- Value received for City tax dollars and fees (+31%)
- Maintenance of City streets (+31%)
- Availability of information about City services/programs (+30%)
- Customer service (+27%)
- How open the City is to public involvement (+27%)
- Enforcement of codes and ordinances (+26%)
- Landscaping and appearances of areas along streets (+26%)
- City efforts to keep residents informed (+26%)
- Overall appearance of the City (+25%)
- Clean-up of litter/debris on private property (+25%)
- Parks/recreation programs & facilities (+24%)
- Overall image of the community (+24%)
- How well the City is planning growth (+22%)
- Condition of sidewalks (+22%)
- Feeling of safety in Downtown (+21%)
- Feeling of safety in your neighborhood at night (+21%)
- Enforcing the exterior maintenance of residential property (+21%)
- Snow/ice removal on City streets (+20%)
- Enforcing mowing/trimming on private property (+20%)

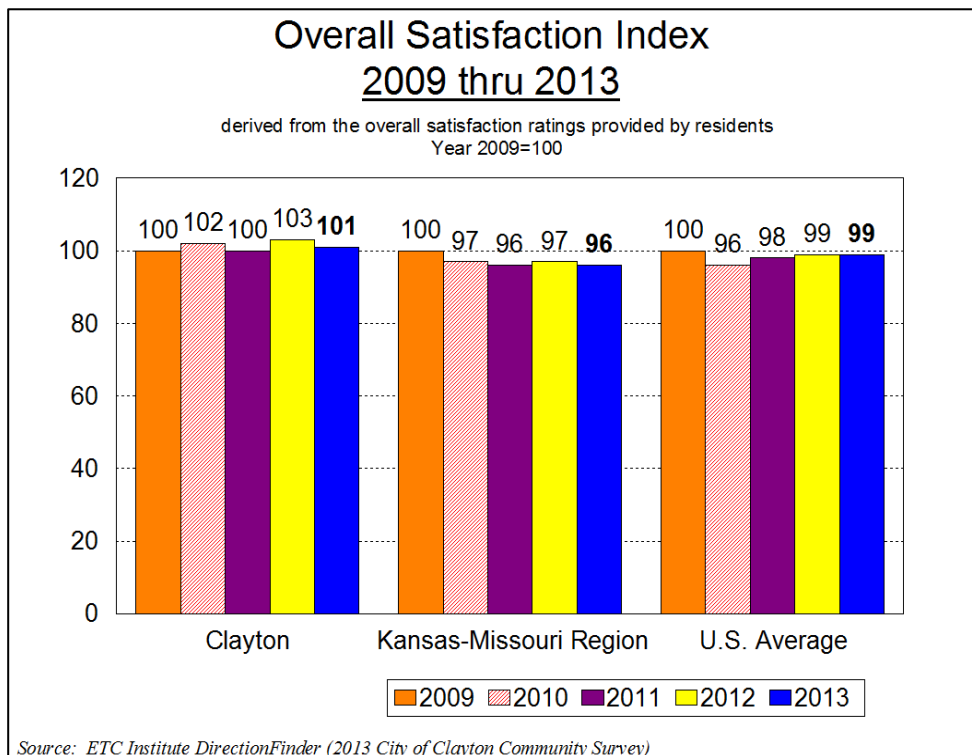
Quality of Life in the City

Nearly all (98%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the City. When asked about the quality of services provided by the City, ninety-six percent (96%) of the residents surveyed, who had an opinion, were either “very satisfied” or “satisfied”.

Overall Satisfaction with City Services

The overall 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: the quality of public safety services (95%), the quality of parks and recreation programs and facilities (95%), maintenance of City buildings and facilities (93%), and the effectiveness of City communication with citizens (85%).

Overall Satisfaction Index. To objectively assess the change in satisfaction from 2009 to 2013, ETC Institute created an Overall Satisfaction Index for the City. The Overall Satisfaction Index is derived from the mean rating given by residents for all major city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2009) and then multiplying the result by 100. The chart below shows how overall satisfaction has changed in the City of Clayton, Kansas-Missouri Region and the U.S. from 2009 to 2013. As the chart shows, Clayton’s Overall Satisfaction Index decreased slightly from 103 in 2012 to 101 in 2013. Despite this slight decrease, the City is still scoring above the initial baseline results of 100 in 2009. In comparison, both the Kansas-Missouri Region and the U.S. still scored below the initial results in 2009.



Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: overall competency of the Clayton Fire Department, (93%), quality of the Clayton Fire Department (92%), how quickly police respond to emergencies (91%) and the quality of Clayton EMS (91%).

Residents were also asked to rate how safe they felt in various situations in the City. The areas/situations where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: walking alone in their neighborhood in general (100%), walking alone in business areas during the day (100%) and walking alone in their neighborhood during the day (99%).

- **Maintenance and Public Works.** The highest levels of satisfaction with maintenance and public works in the City of Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of City buildings (91%), maintenance of street signs and traffic signals (91%) and landscaping and appearance of areas along streets (89%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of City parks (94%), how close neighborhood parks are to your home (89%), City special events and festivals (88%) and the City’s recreation opportunities (88%).
- **City Communication.** The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the availability of information about City programs and services (83%), the content of the City’s newsletter (80%) and City efforts to keep residents informed (75%).
- **Waste Collection Service.** Residents were generally satisfied with the City’s waste collection service. Ninety-one percent (91%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of residential trash collection; 89% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” quality of recycling collection services and 83% were satisfied with the quality of yard waste collection services.
- **Enforcement of City Codes and Ordinances.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: public safety and protection codes (75%), maintenance of business property (73%) and cleanup of litter and debris on private property (72%).

- **Customer Service.** Residents were asked to indicate how often City employees they interacted with displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: how easy the department was to contact (81%), how courteously you were treated (79%) and the technical competence/knowledge of employees (79%).
- **Transportation.** The highest levels of satisfaction with transportation in Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: ease of travel to and from work (85%), ease of travel from home to schools (78%) and availability of pedestrian walkways (74%).

Other Findings

Some of the other major findings from the survey are listed below:

- Most (87%) of the residents surveyed rated their own public safety awareness as “excellent” or “good;” 9% rated their awareness as “fair” or “poor” and 4% did not know.
- 48% of the residents surveyed did not have an emergency plan for their household; 45% did have an emergency plan and 7% did not know.
- 83% of the residents surveyed have used Clayton’s parks, recreation facilities or programs over the last 12 months; 8% had not and 9% did not know.
- Of the ten parks and recreation initiatives listed, residents felt the most important initiative in the City was the feeling of safety in City parks (90%).
- The primary source where residents reported they receive information about activities and programs in the community was The CityViews, City Newsletter (74%). When asked how important it was to continue to receive a printed version of CityViews versus reading it on the Internet, more than half (52%) of residents felt it was “very important” or “somewhat important” to continue to receive a printed version of the newsletter; 33% did not feel it was important to receive a printed copy and 15% were not sure.
- Eighty-percent (80%) of residents were “very satisfied” or “satisfied” with culture, dining and shopping in Clayton; 11% were neutral, 7% were dissatisfied and 2% did not know.

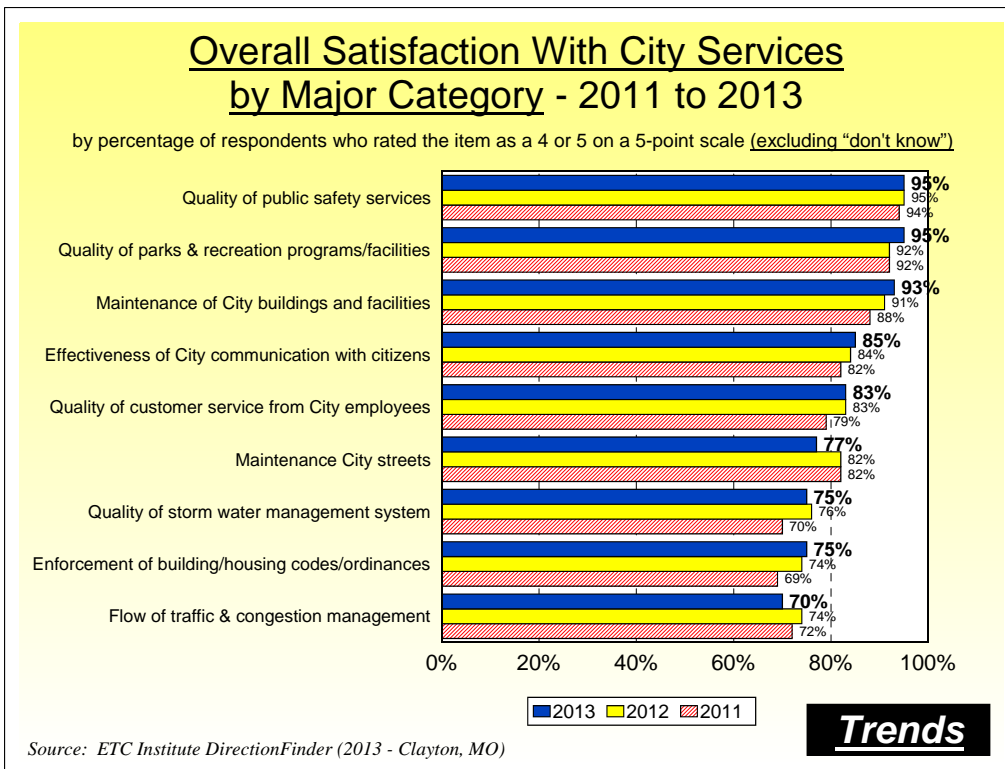
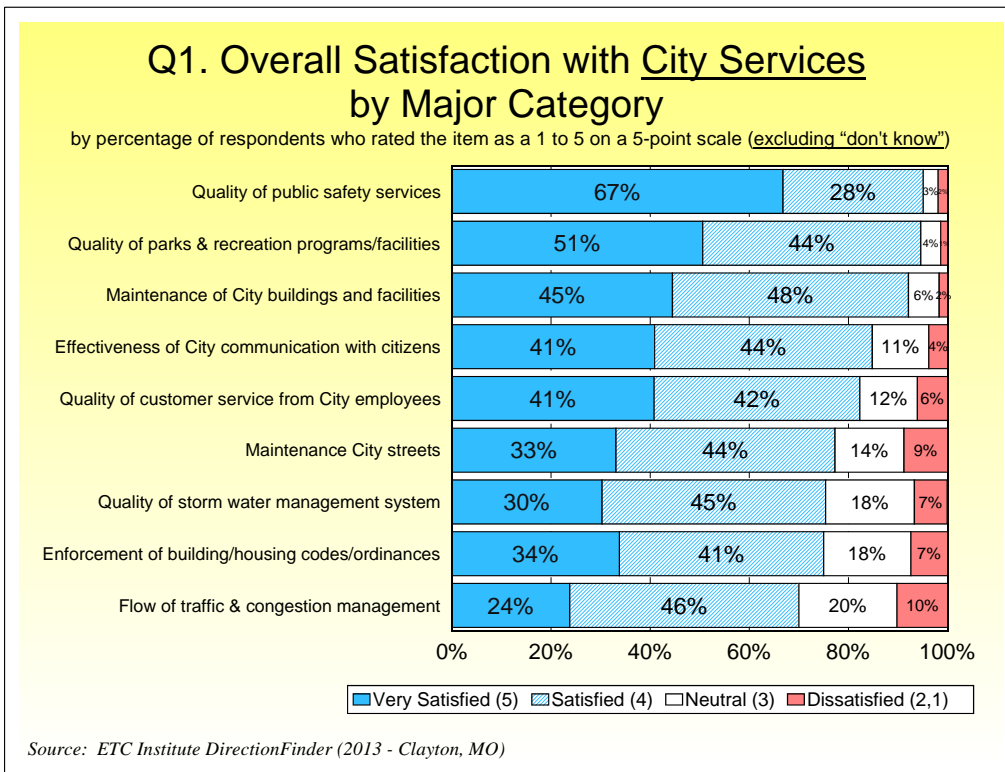
Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each 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 over the next two years. If the City wants to improve its overall satisfaction rating, the City 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. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

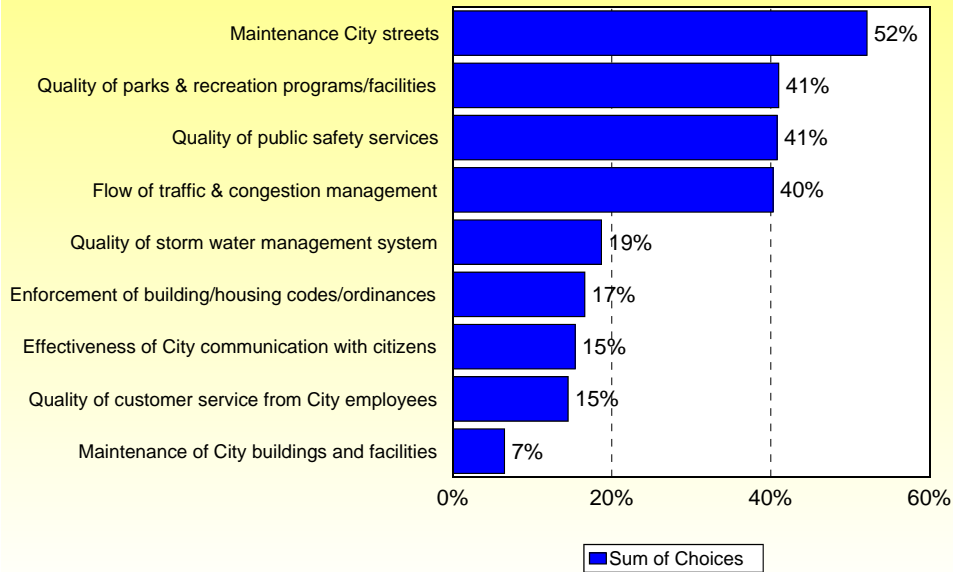
- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Flow of traffic and congestion management
 - Maintenance of City streets
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** No high priorities identified
 - **City Maintenance/Public Works:** Condition of City sidewalks
 - **Parks and Recreation:** Number of walking and biking trails

Section 1:
Charts and Graphs



Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

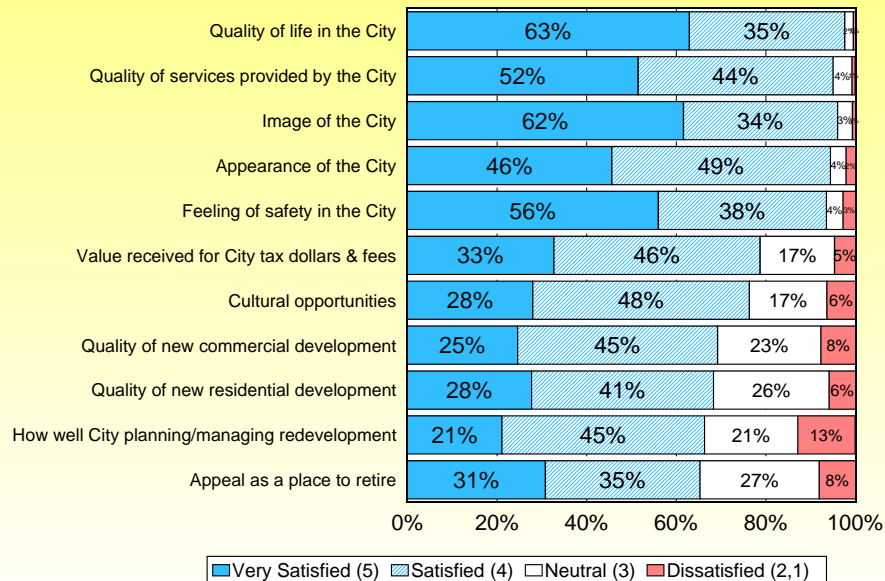
by percentage of respondents who selected the item as one of their top three choices



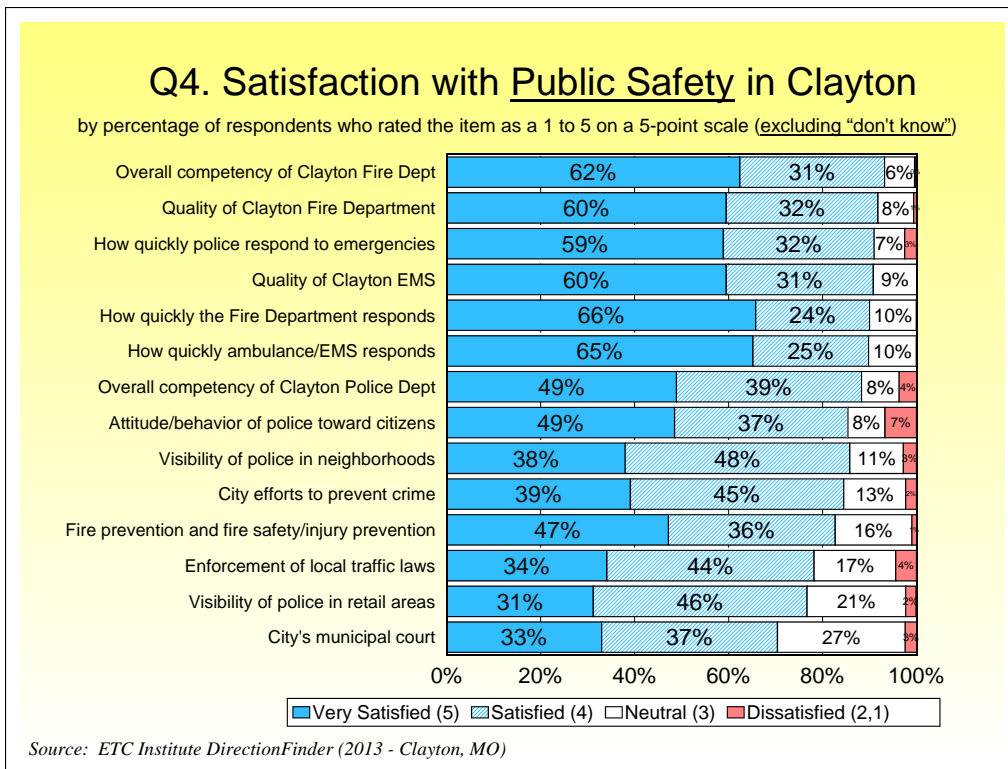
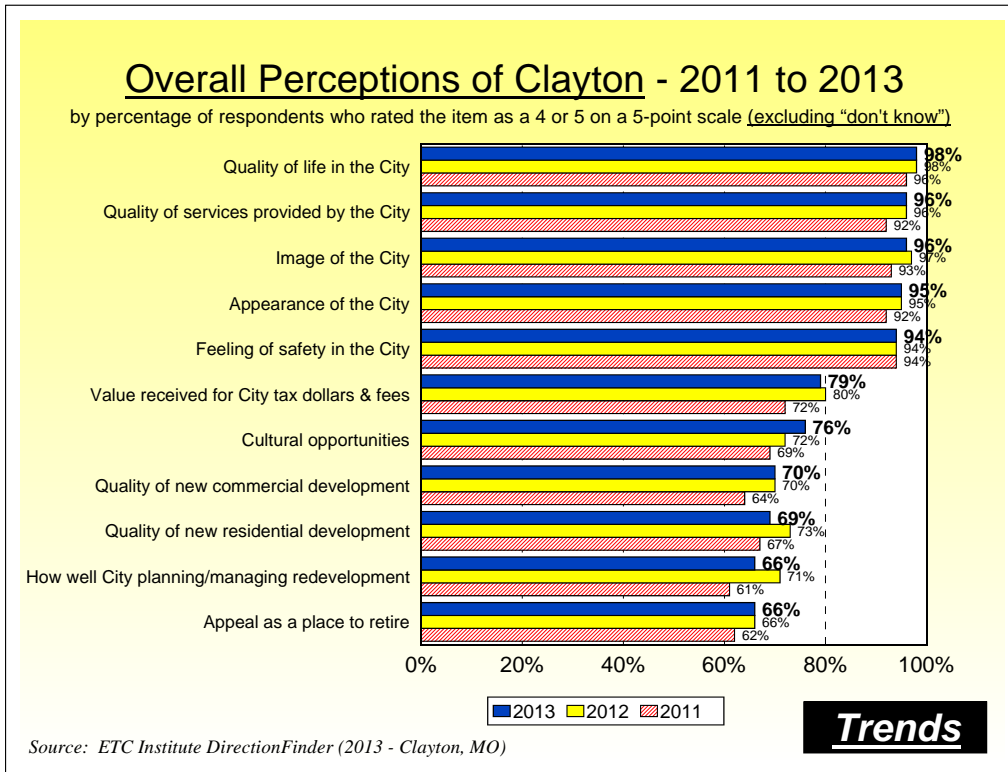
Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

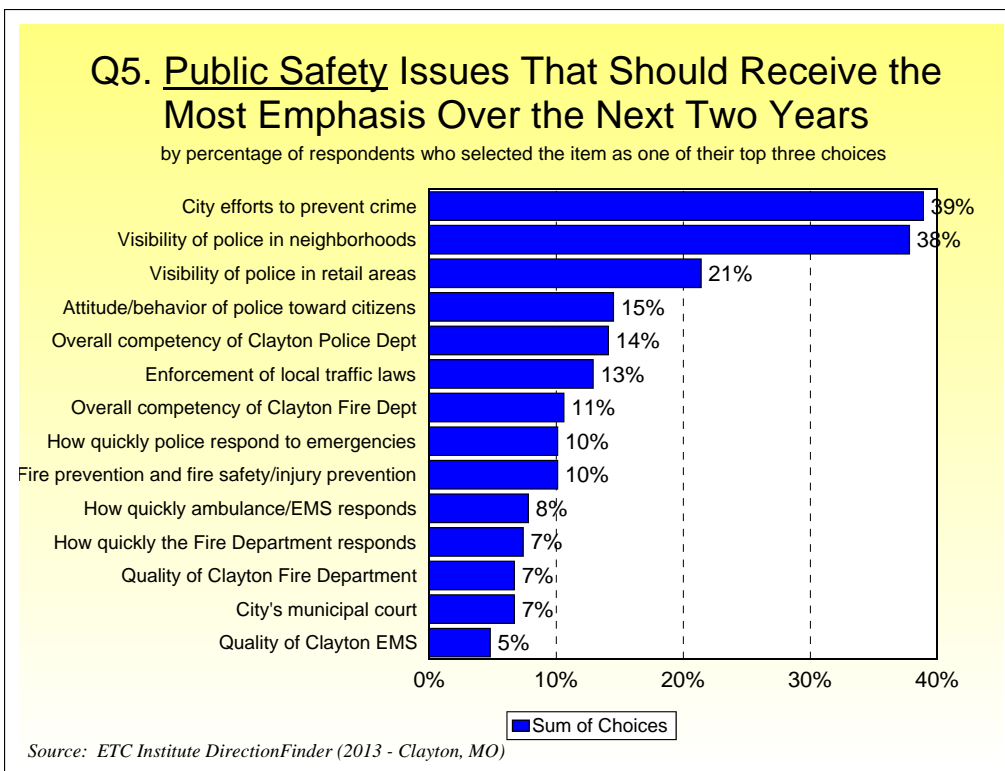
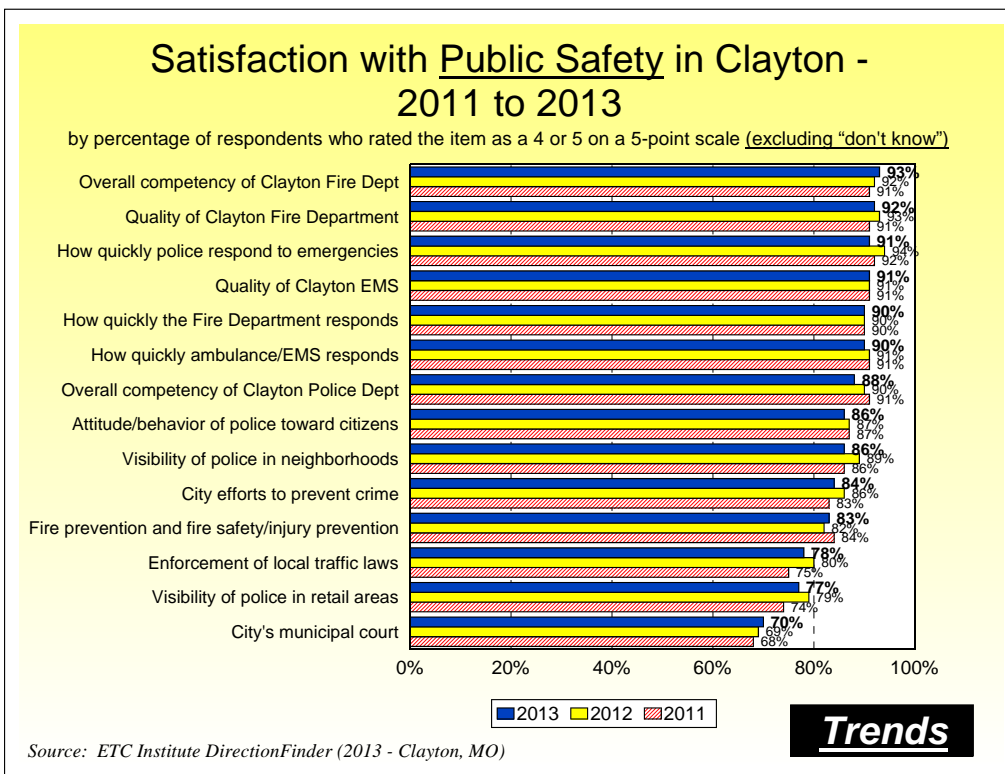
Q3. Overall Perceptions of Clayton

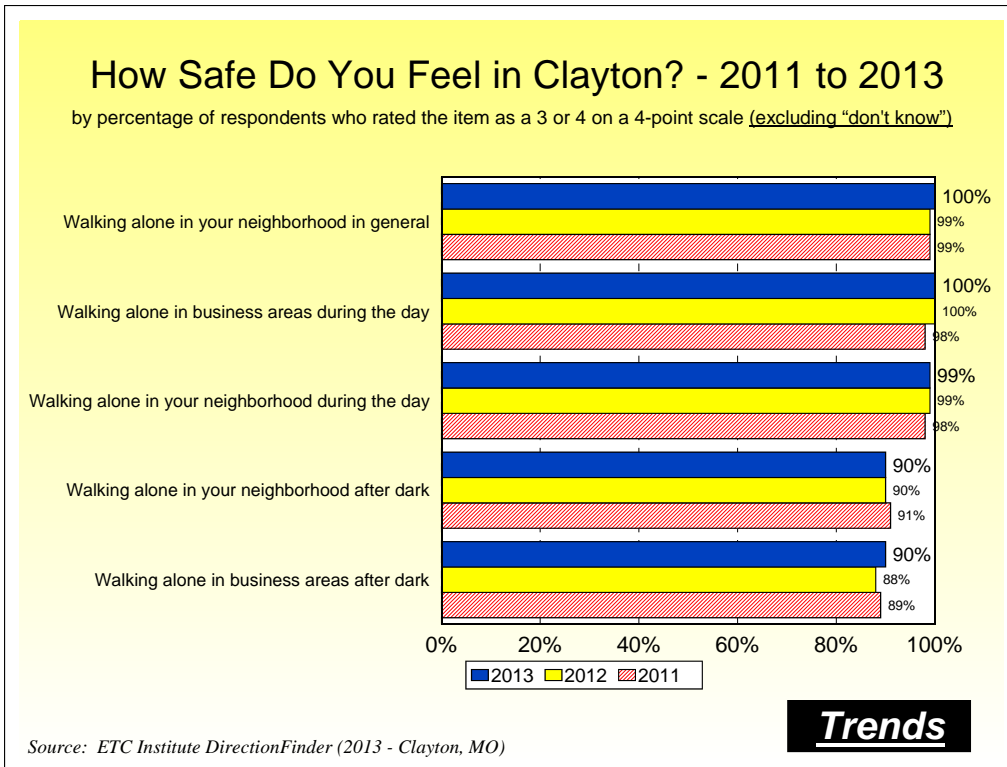
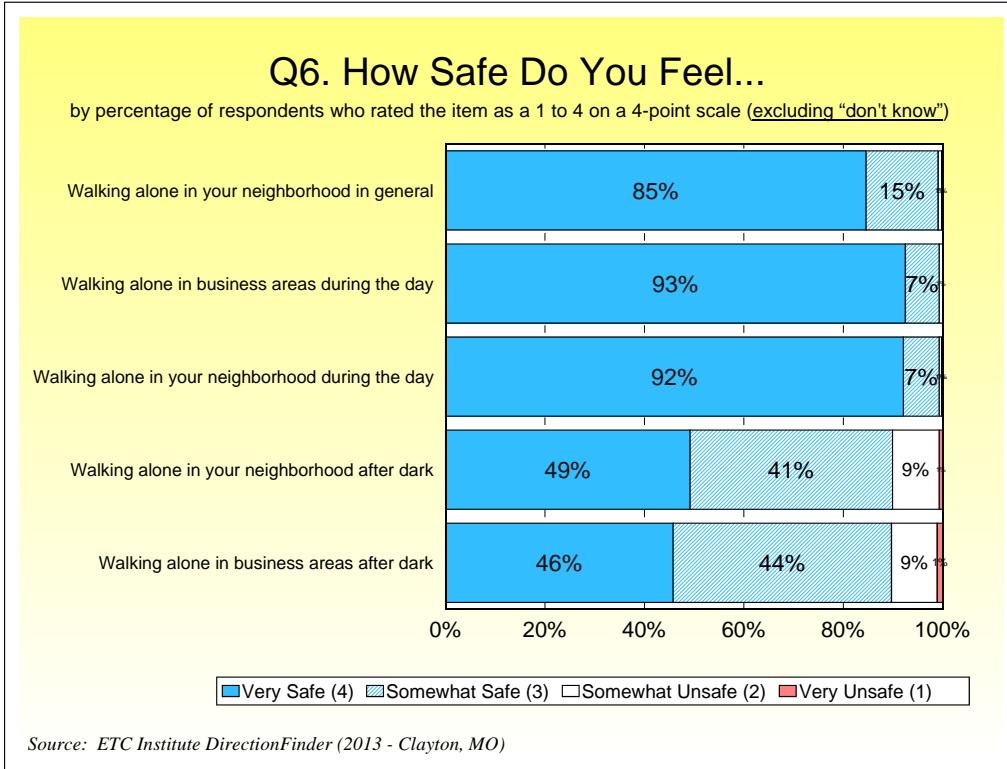
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)



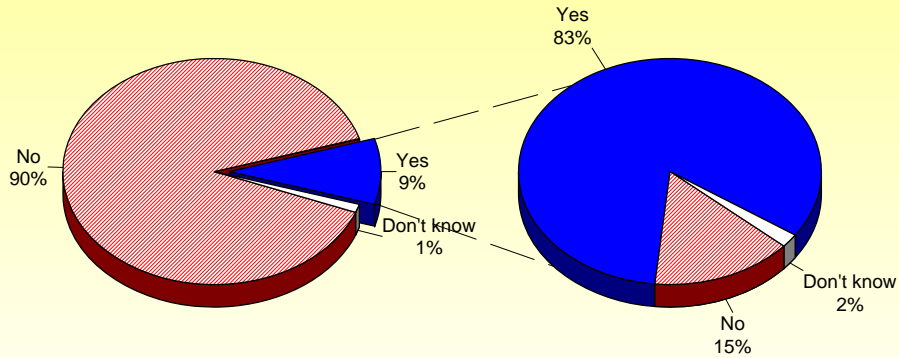




Q7. During the past 12 months, were you or anyone in your household a victim of any crimes in Clayton?

by percentage of respondents

Q7a. If YES, did you report it?

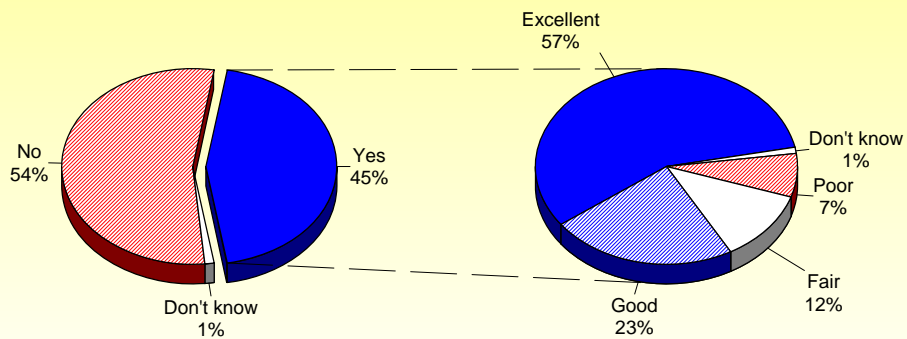


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q8. During the past 12 months, have you had ANY contact with the Police Department in Clayton?

by percentage of respondents

Q8a. If YES, how would you rate the contact?

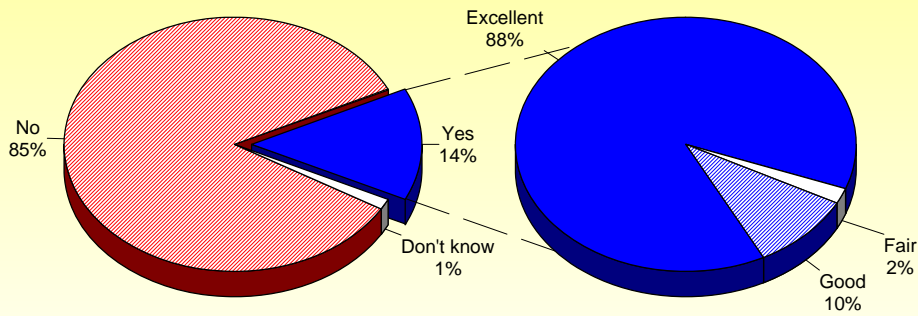


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q9. During the past 12 months, have you had ANY contact with the Fire Department in Clayton?

by percentage of respondents

Q9a. If YES, how would you rate the contact?

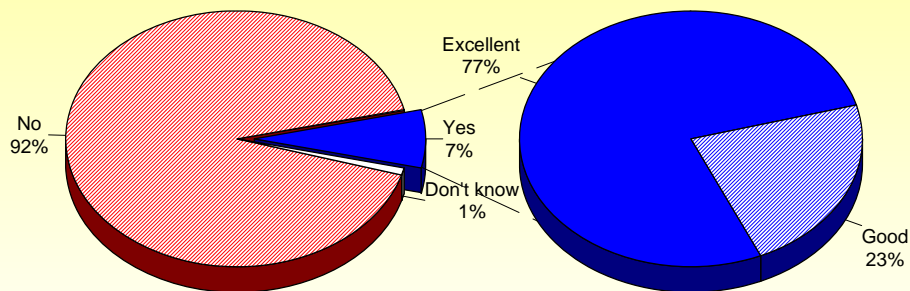


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q10. During the past 12 months, have you had ANY contact with ambulance/EMS in Clayton?

by percentage of respondents

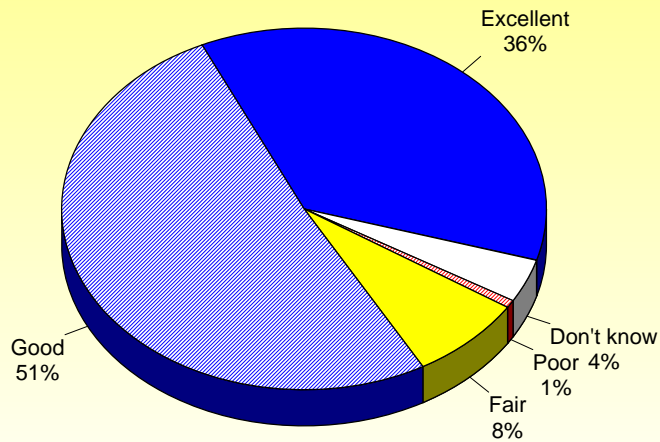
Q10a. If YES, how would you rate the contact?



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q11. How would you rate your own public safety awareness?

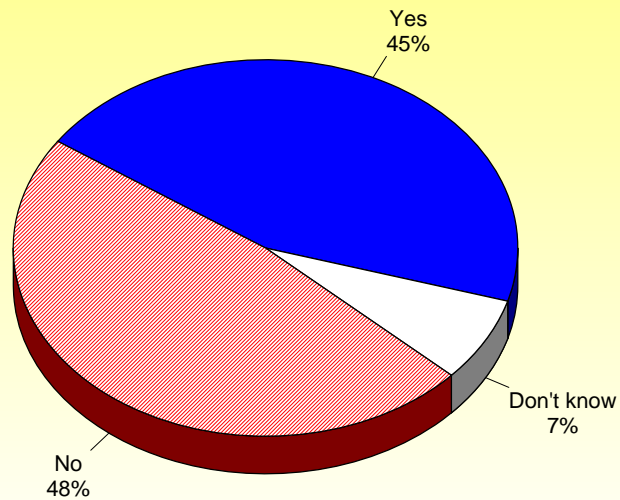
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q12. Do you have an emergency plan for your household?

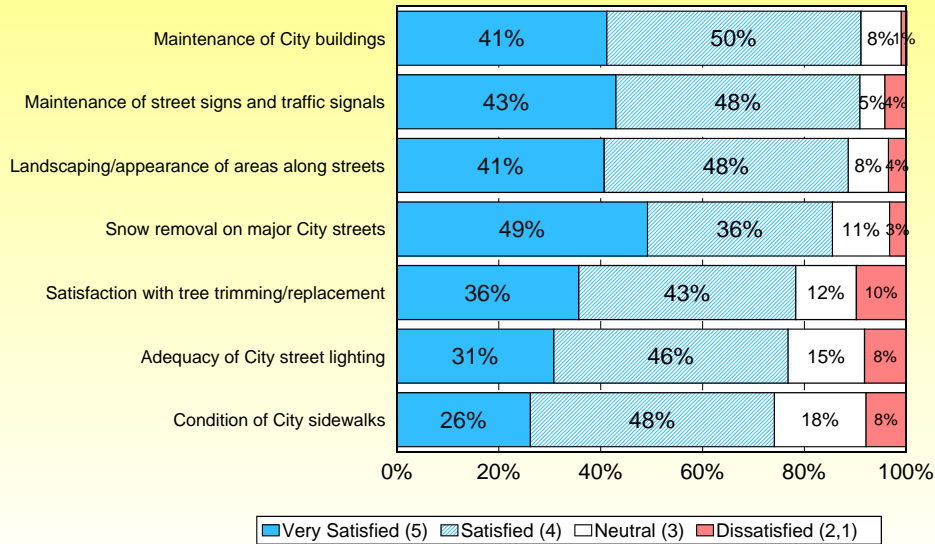
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q13. Satisfaction with Maintenance and Public Works in the City of Clayton

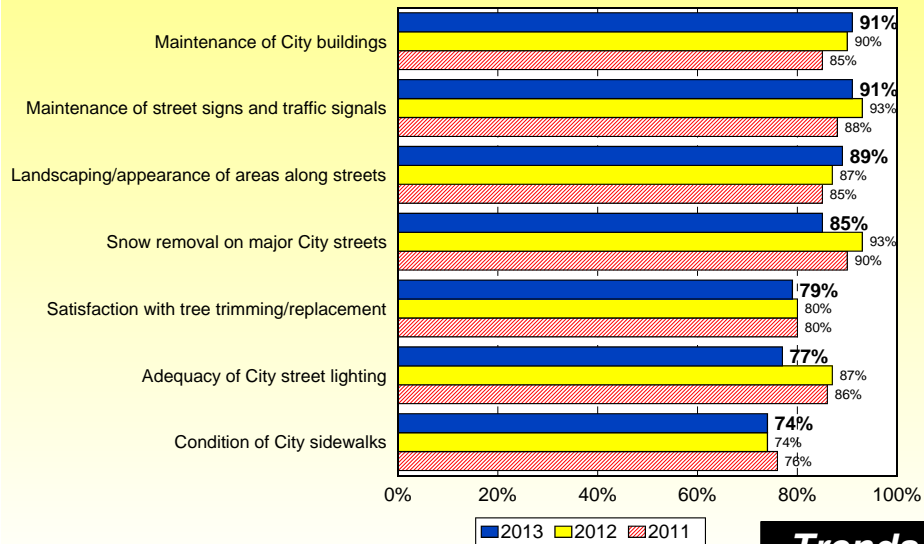
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

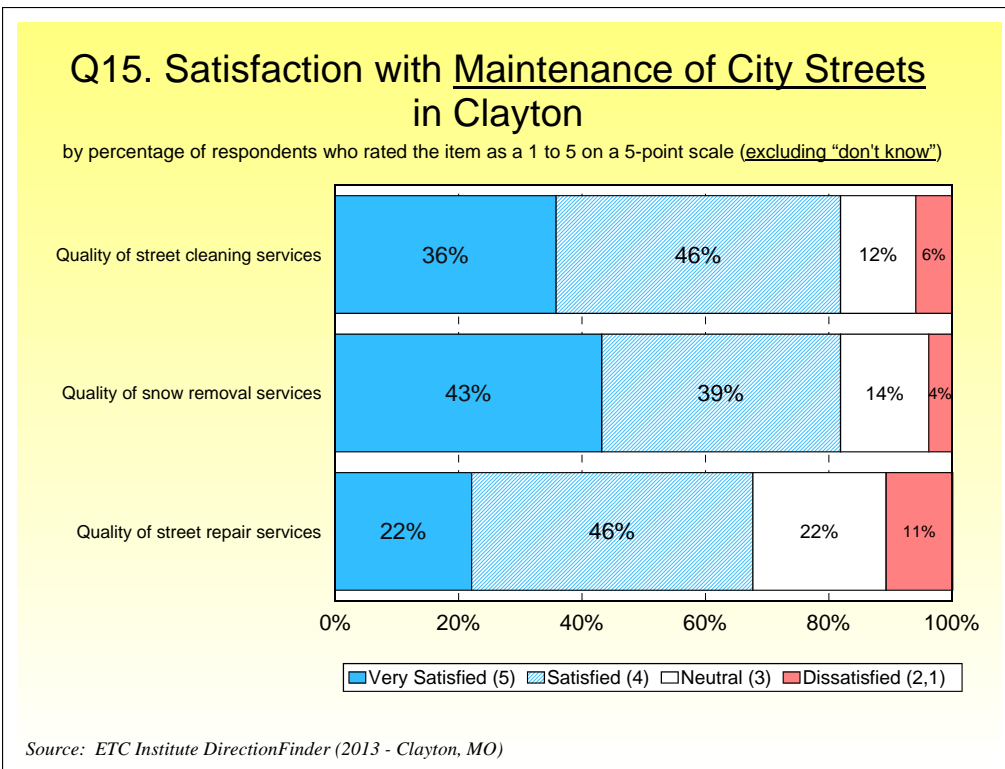
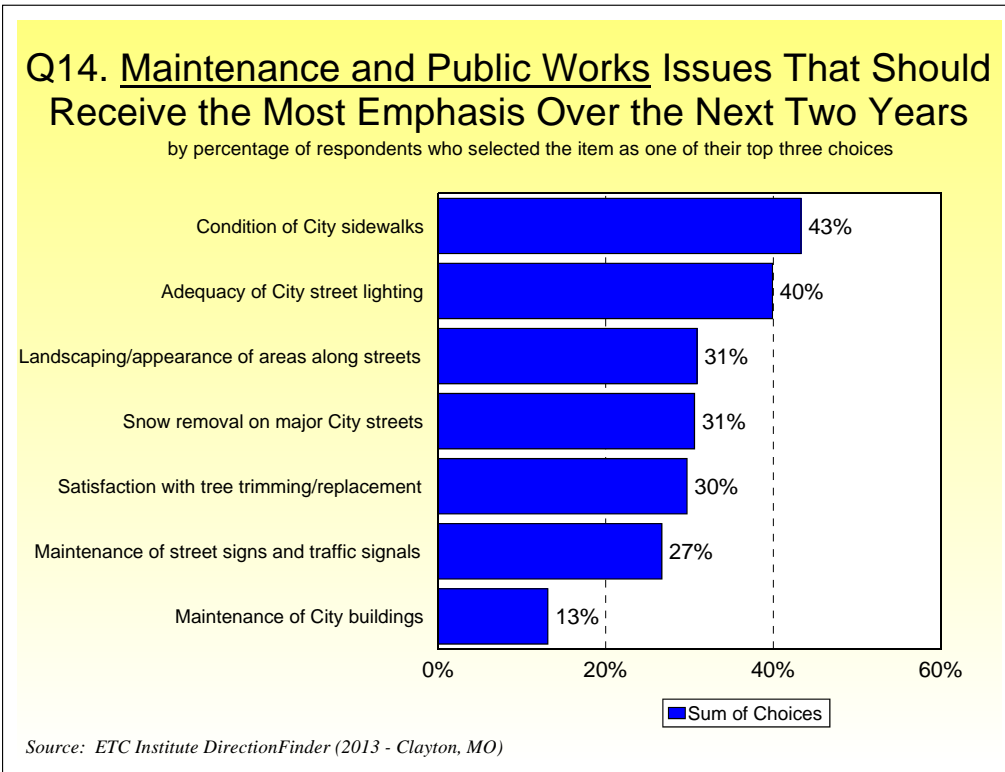
Satisfaction with Maintenance and Public Works in the City of Clayton - 2011 to 2013

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



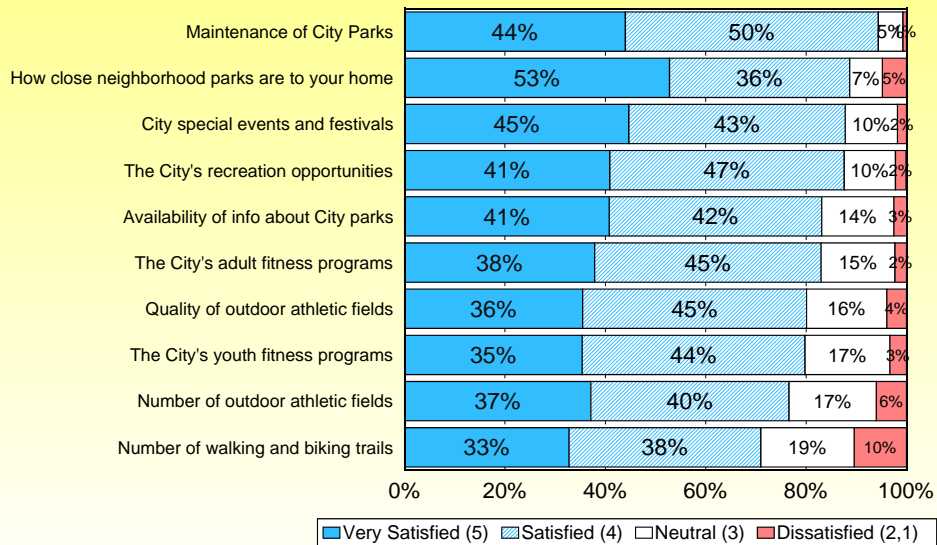
Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Trends



Q16. Satisfaction with Parks & Recreation in the City of Clayton

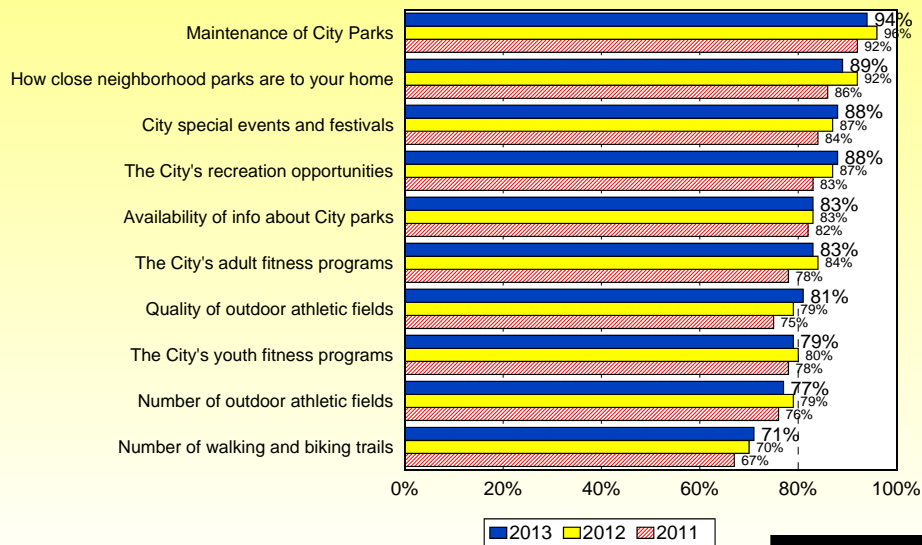
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Satisfaction with Parks & Recreation in the City of Clayton - 2011 to 2013

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

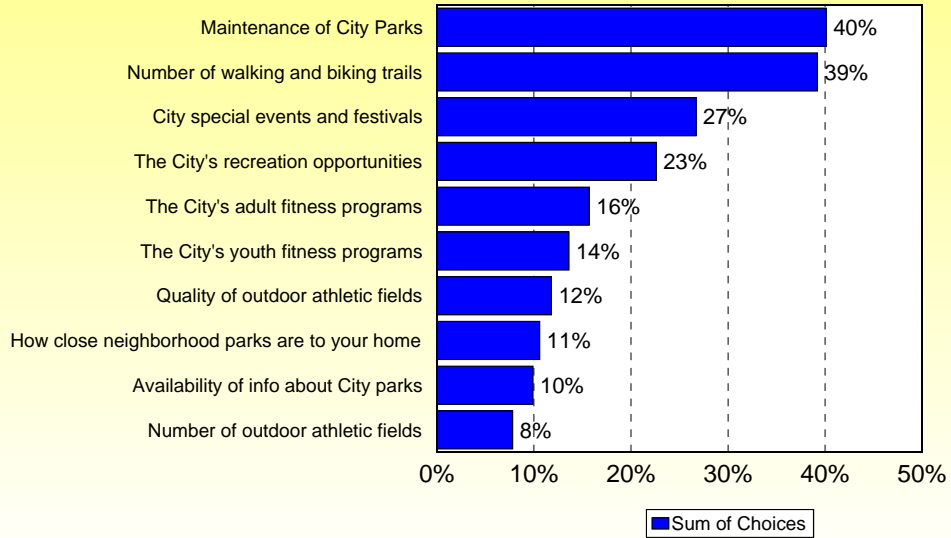


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)



Q17. Parks & Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

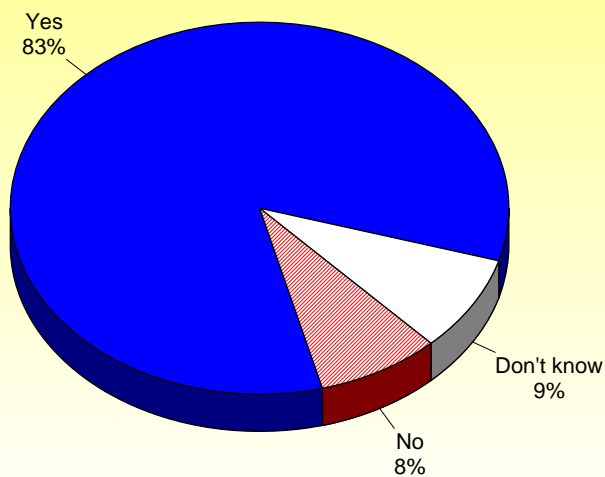
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q18. Has anyone in your household used any of Clayton's parks, recreation facilities/programs during the past 12 months?

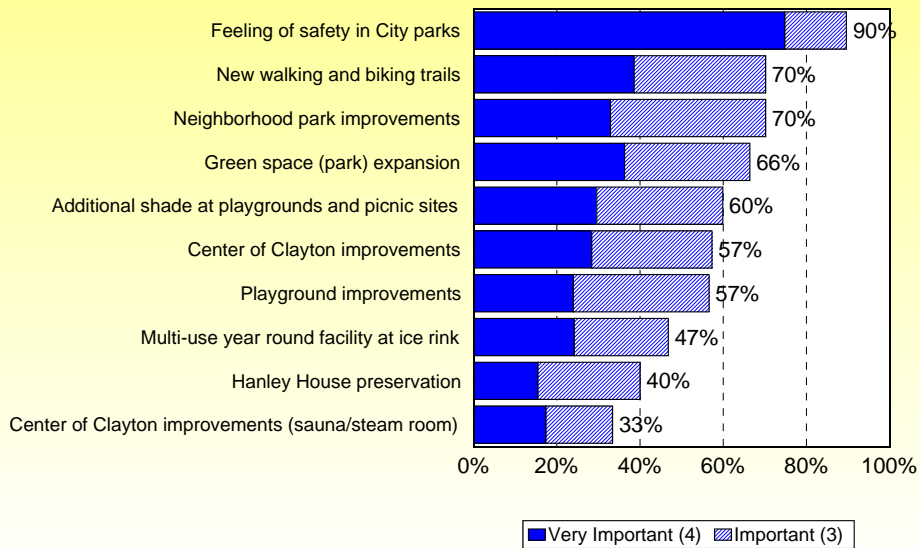
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q19. Importance of Parks & Recreation Initiatives in the City of Clayton

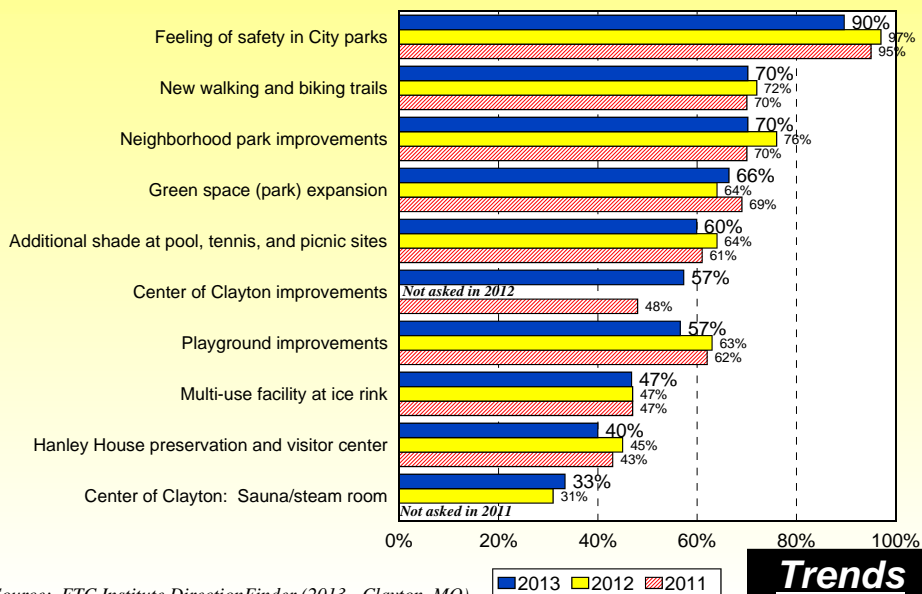
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

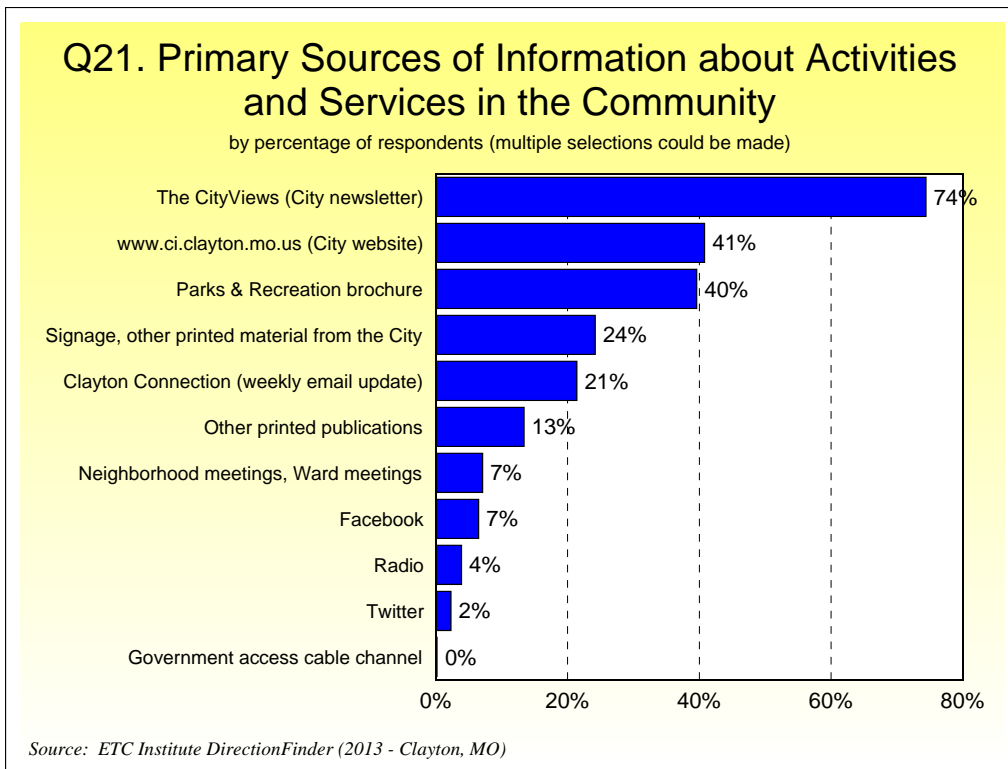
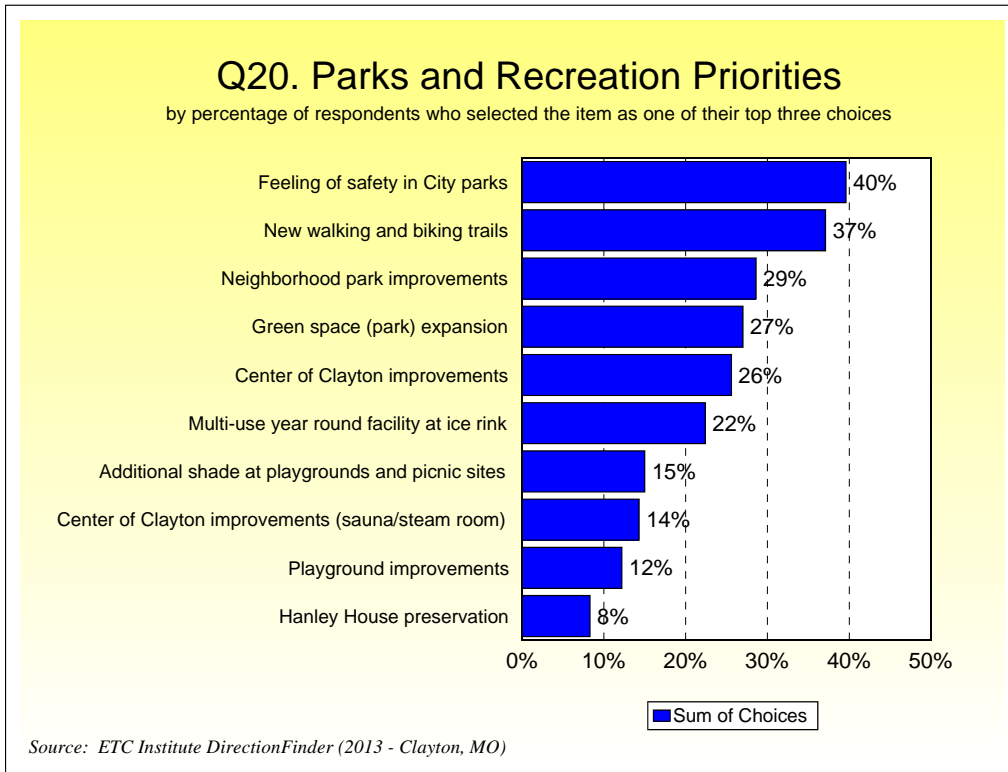
Importance of Parks & Recreation Initiatives in the City of Clayton - 2011 to 2013

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding "don't know")



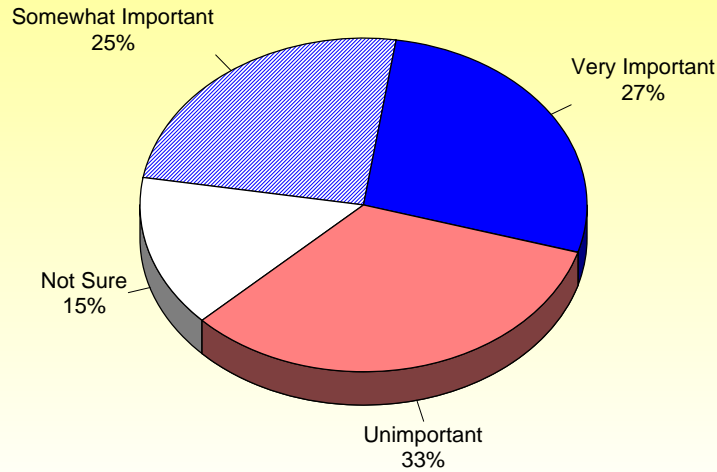
Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Trends



Q22. How important is it to continue to receive a printed version of CityViews newsletter versus reading it via the Internet?

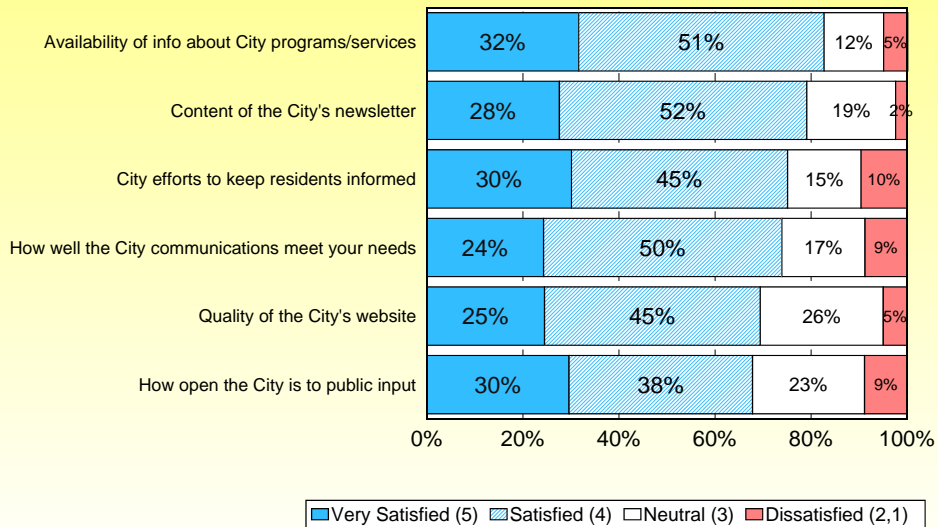
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q23. Satisfaction with City Communication

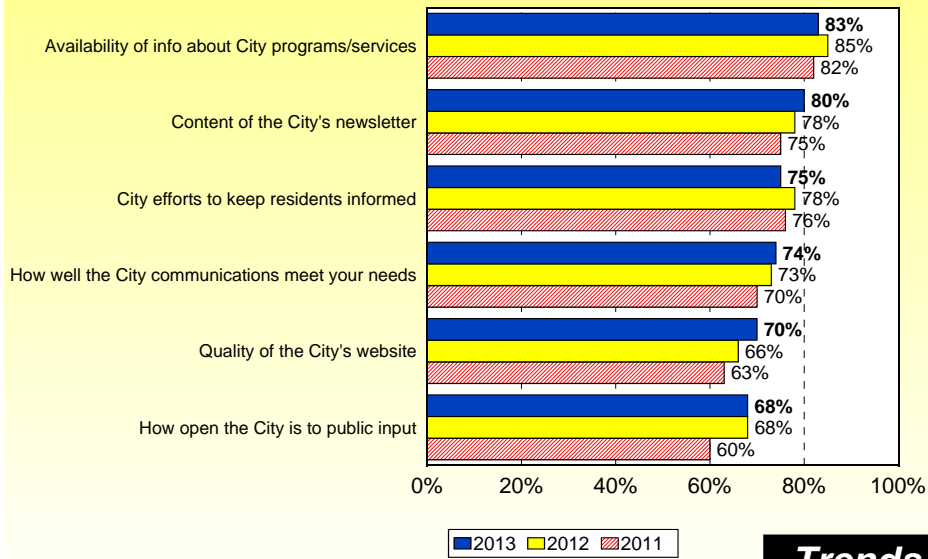
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Satisfaction with City Communication - 2011 to 2013

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

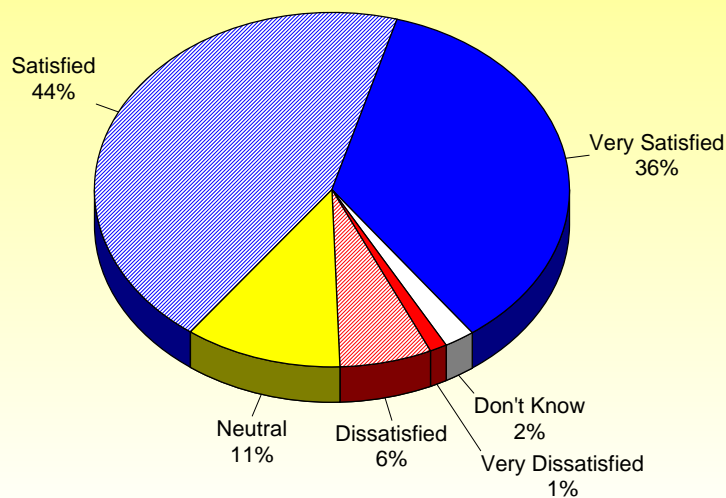


Trends

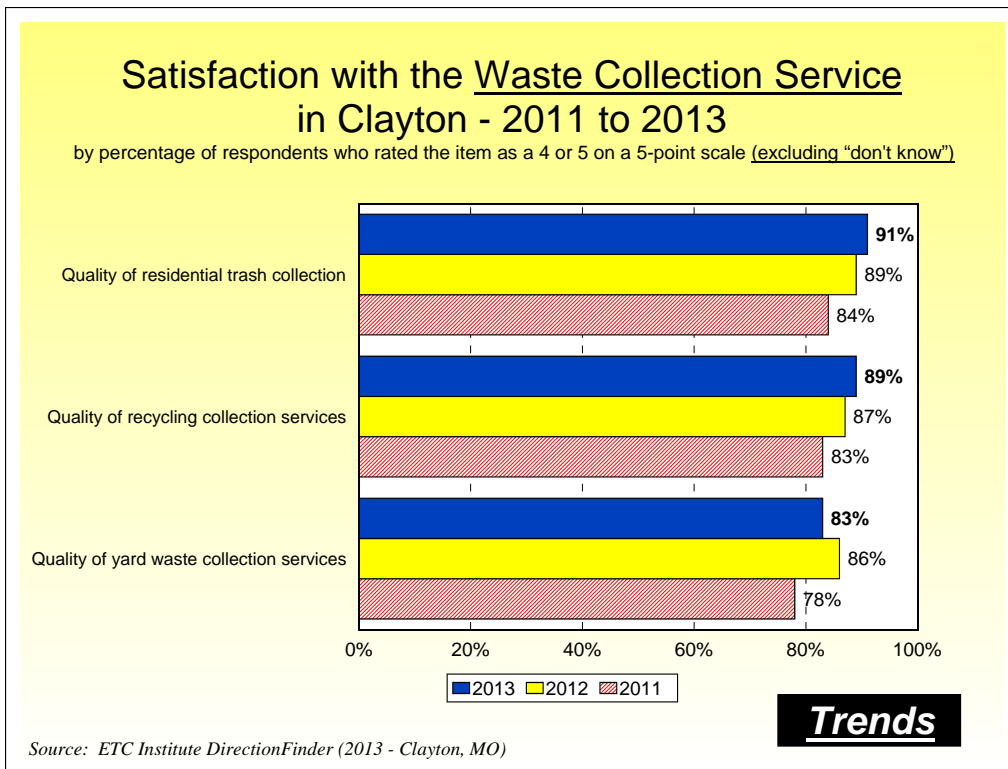
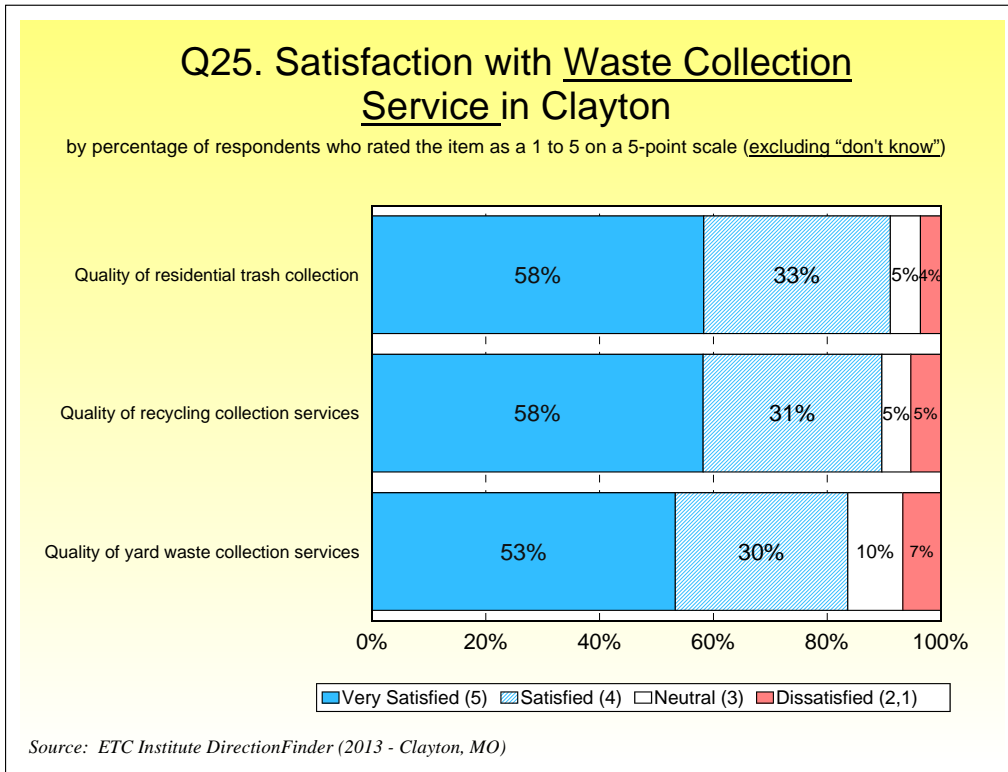
Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q24. How satisfied are you with culture, dining and shopping in Clayton?

by percentage of respondents

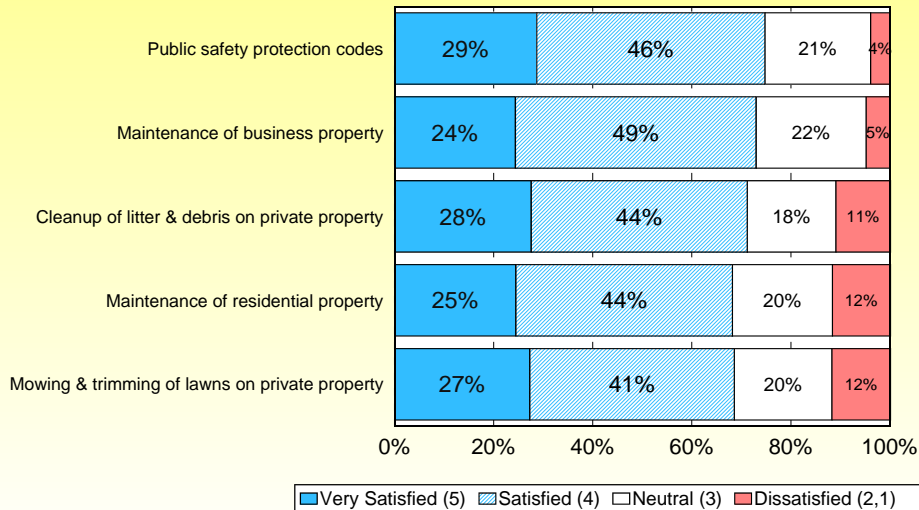


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)



Q26. Satisfaction with the Enforcement of City Codes and Ordinances

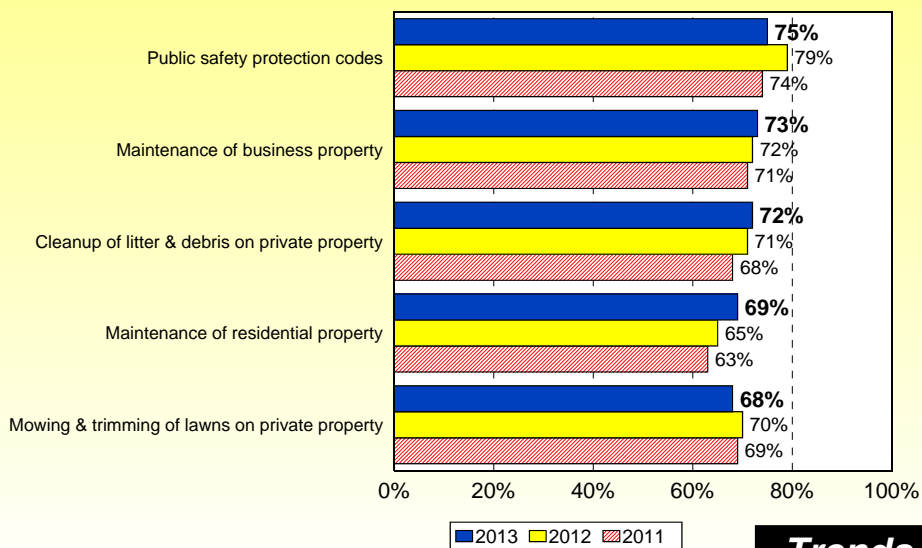
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Satisfaction with the Enforcement of City Codes and Ordinances - 2011 to 2013

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

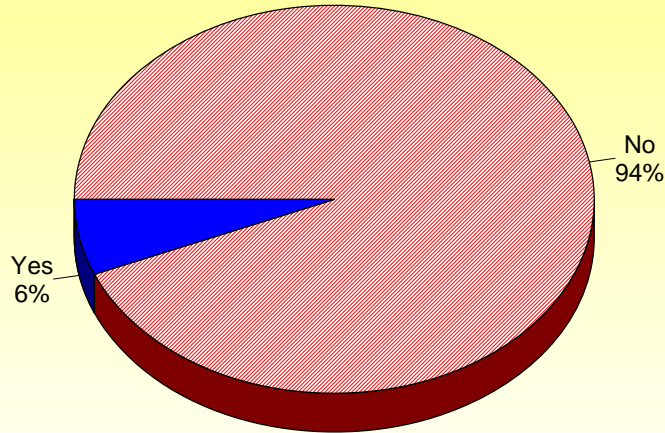


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Trends

Q27. Over the last year, have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

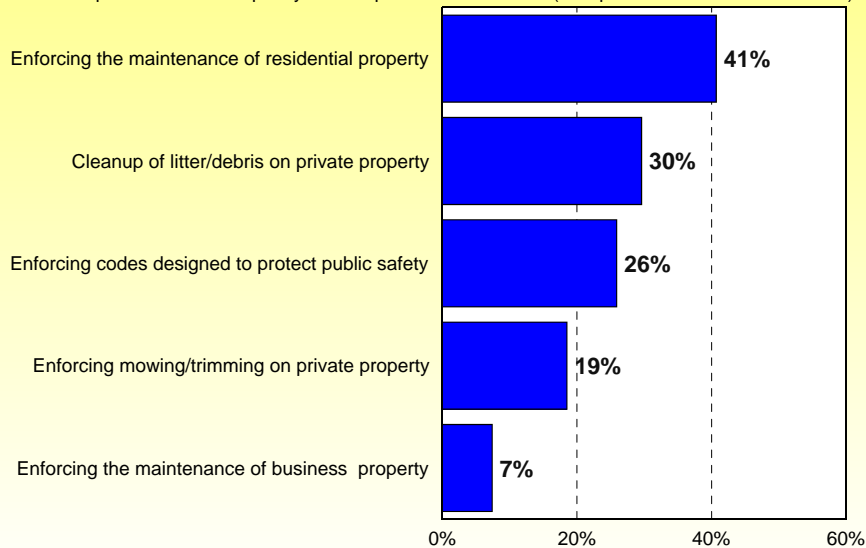
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q27a. Which of the categories were you calling to report?

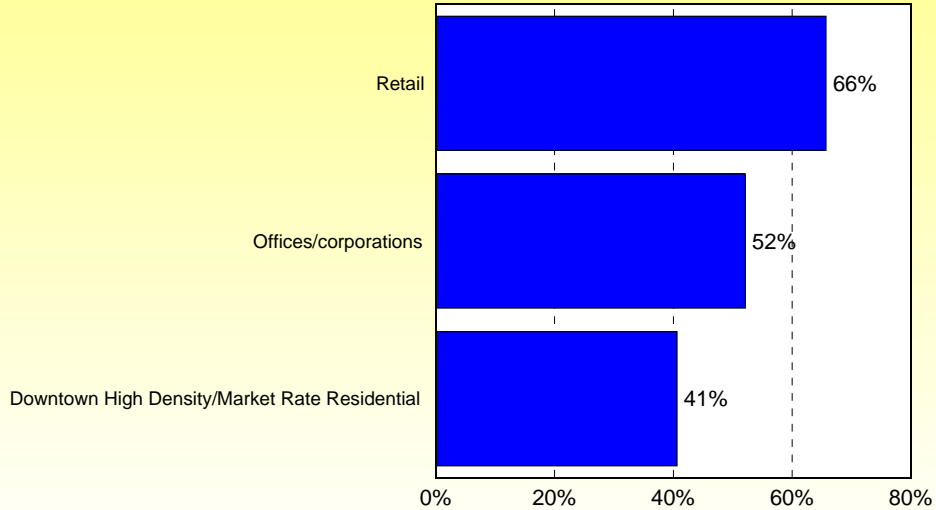
by percentage of respondents who had contacted the City's Planning/Development Services Department over the past year to report a code violation (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q28. For which of the following areas do you support the City's use of financial incentives to attract and expand?

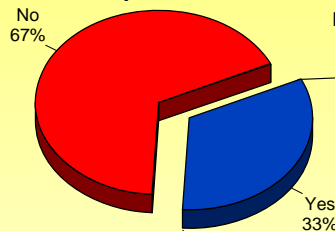
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

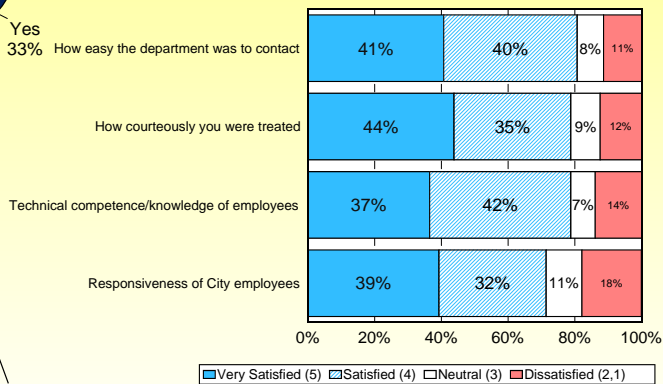
Q29. Have you contacted the City with a question, problem or complaint during the past year?

by percentage of respondents

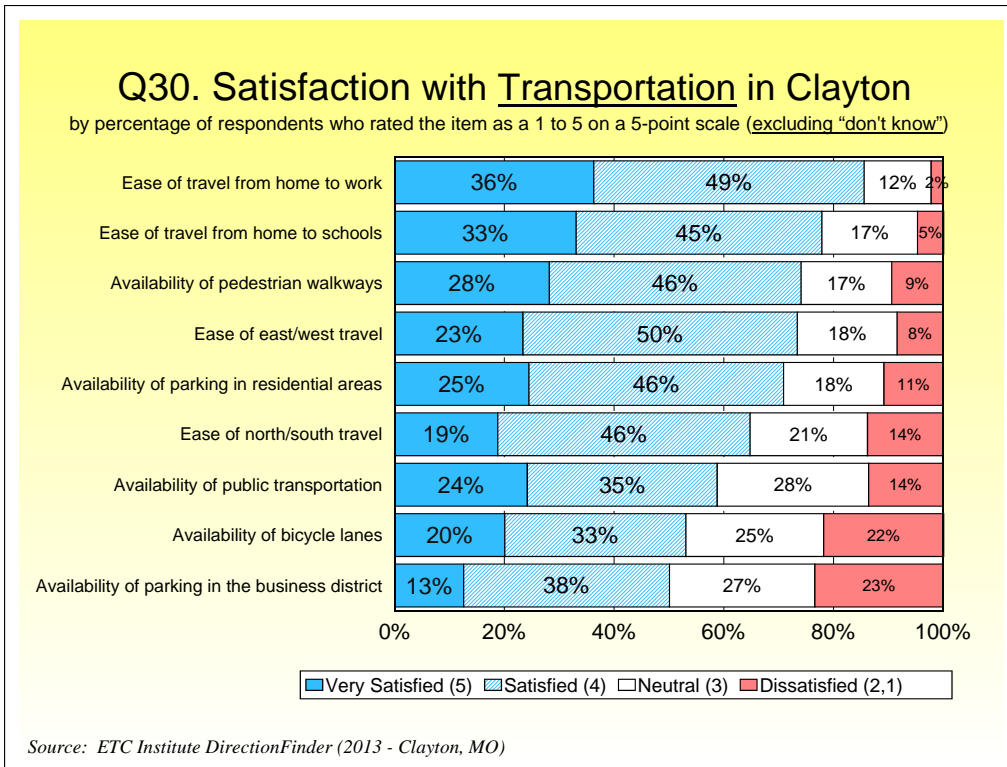
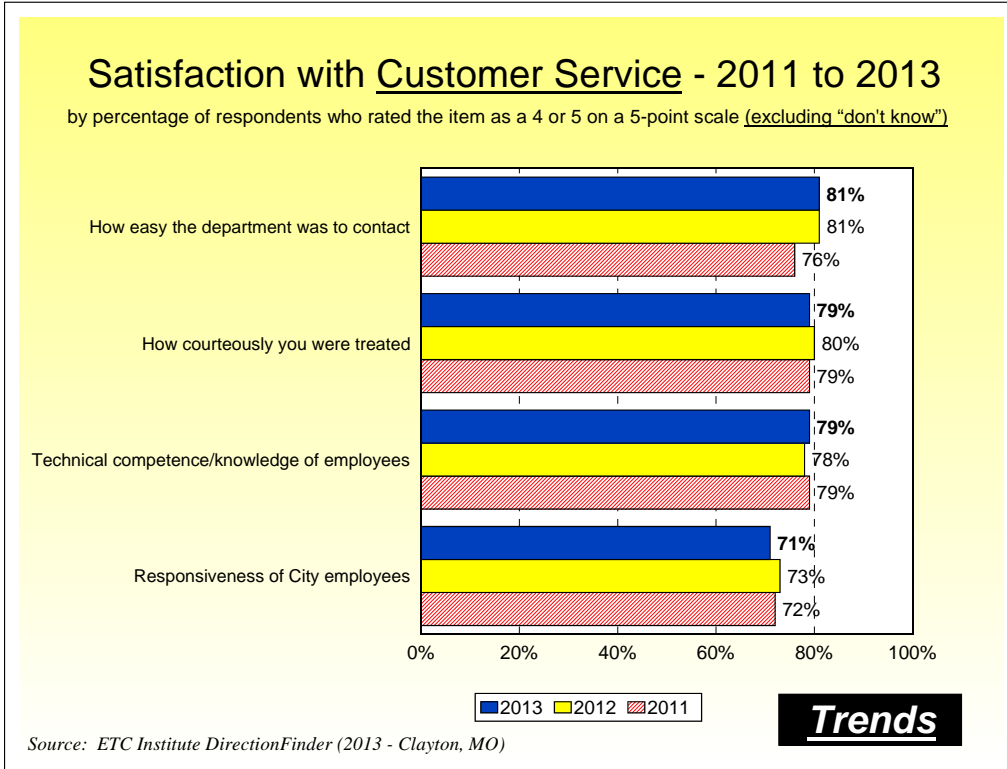


Q29b-e. Satisfaction with Customer Service

by percentage of respondents who had interacted with a City employee during the past year

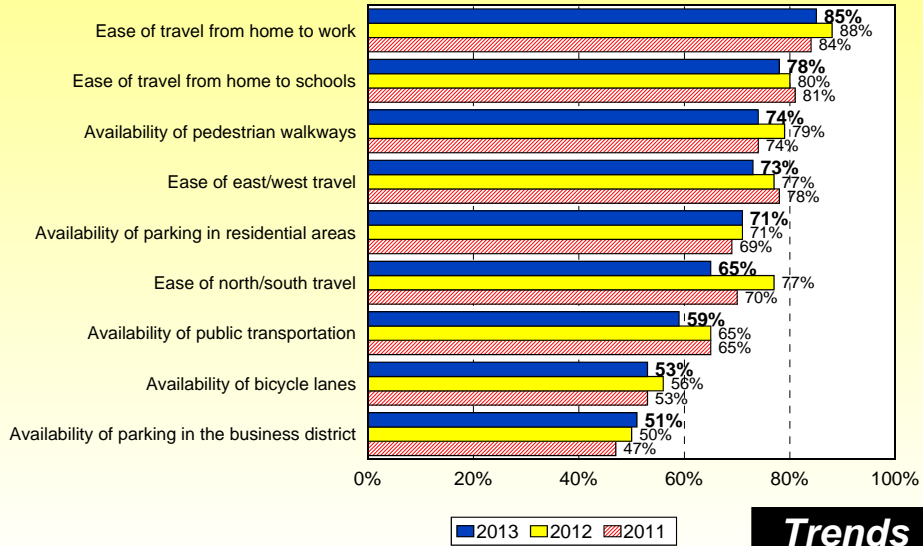


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)



Satisfaction with Transportation in Clayton - 2011 to 2013

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

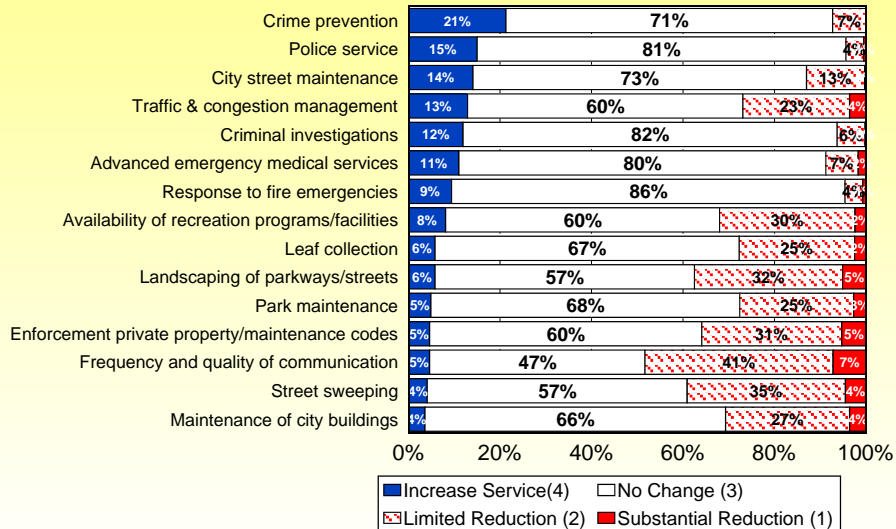


Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Trends

Q31. If it is determined that reductions are necessary, please indicate your support for reduction in the following services

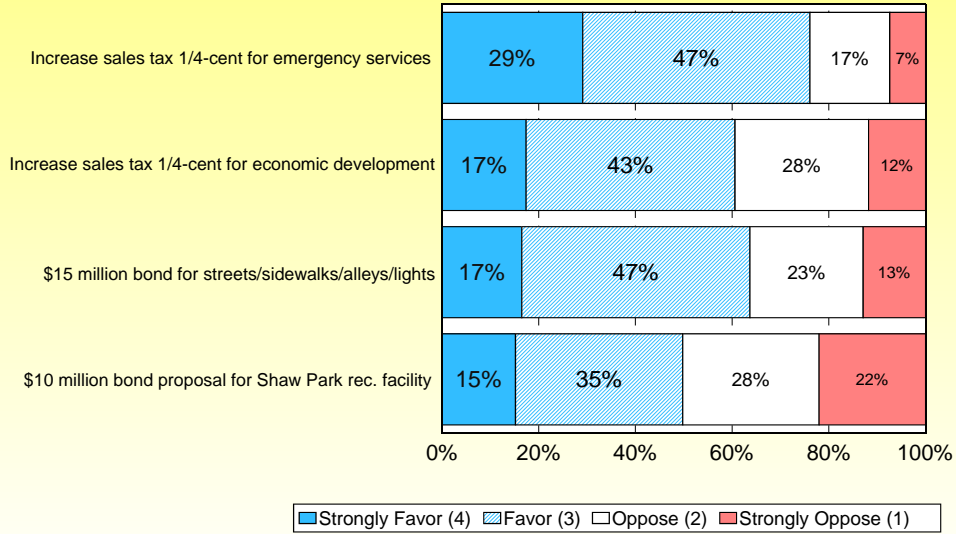
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q32. Support for Possible Ballot Proposals

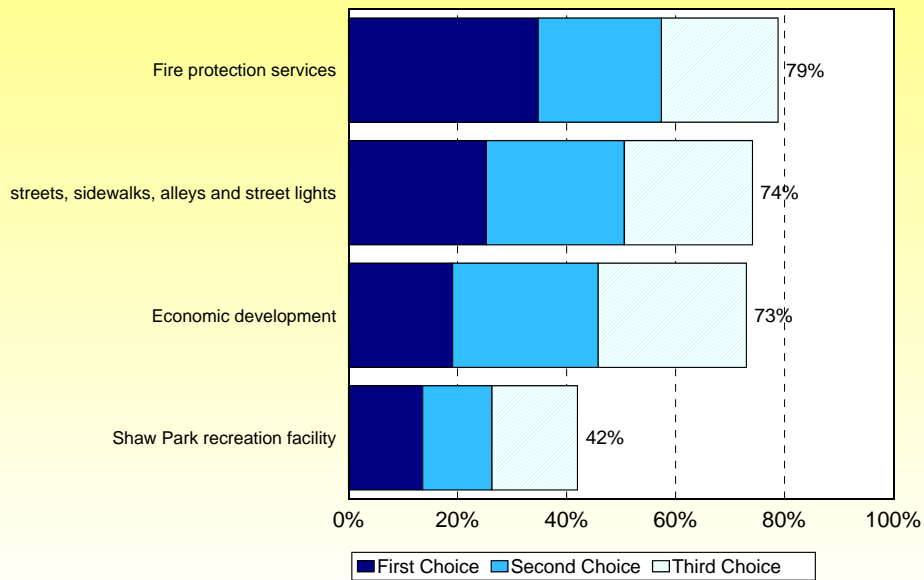
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q33. Rank these proposals in order of their importance

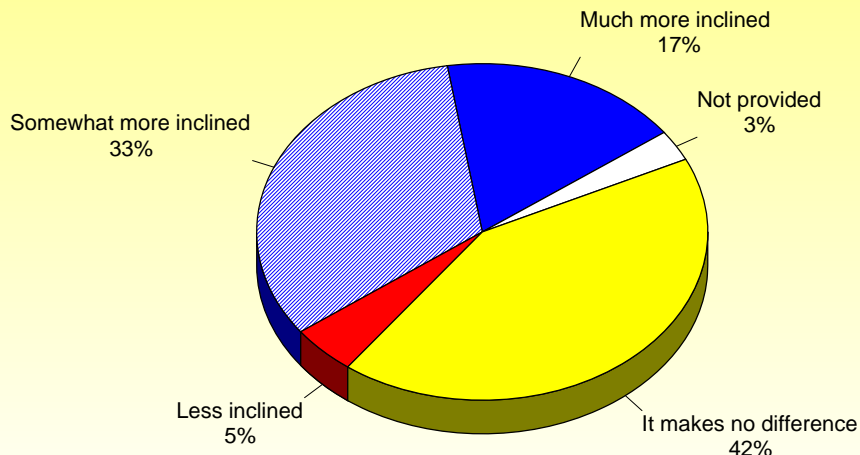
by percentage of respondents who selected the proposal as one of their top three choices (excluding "none selected")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q34. How inclined are you to support the proposals knowing that Clayton's total sales tax rate would still remain lower than in most nearby communities?

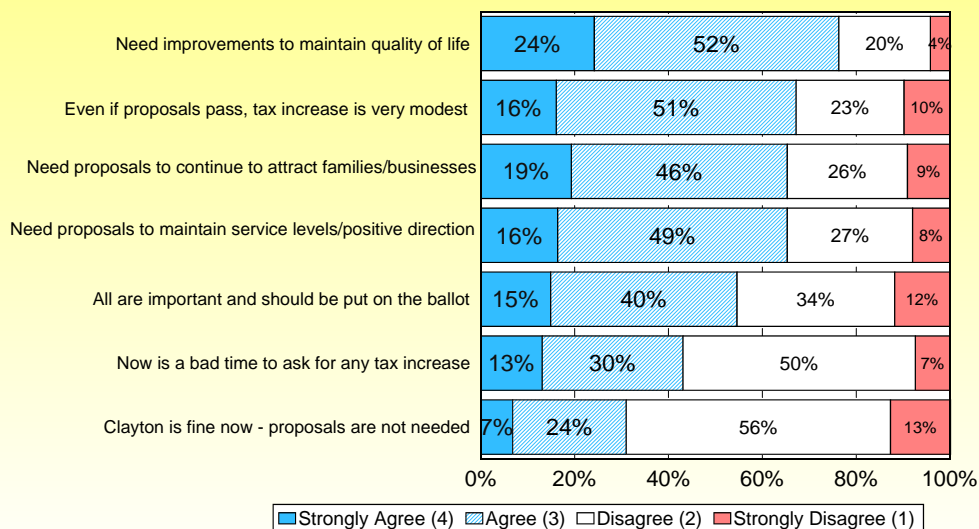
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q35. Level of Agreement with the Various Statements About Possible Proposals

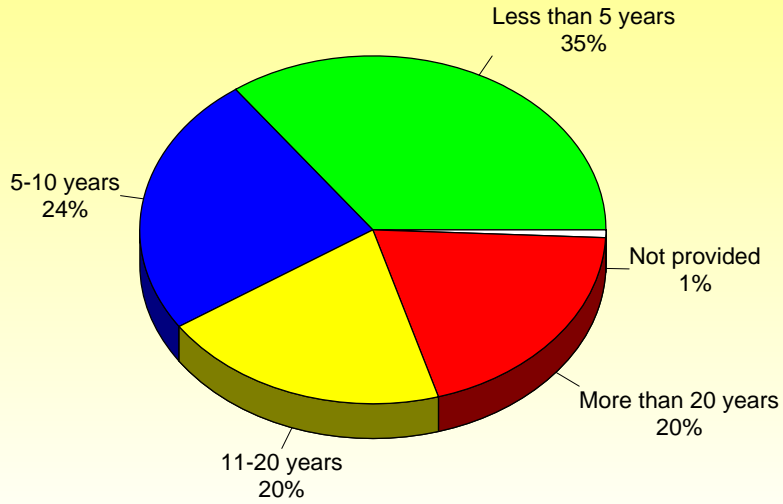
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q36. Demographics: Approximately how many years have you lived in the City of Clayton?

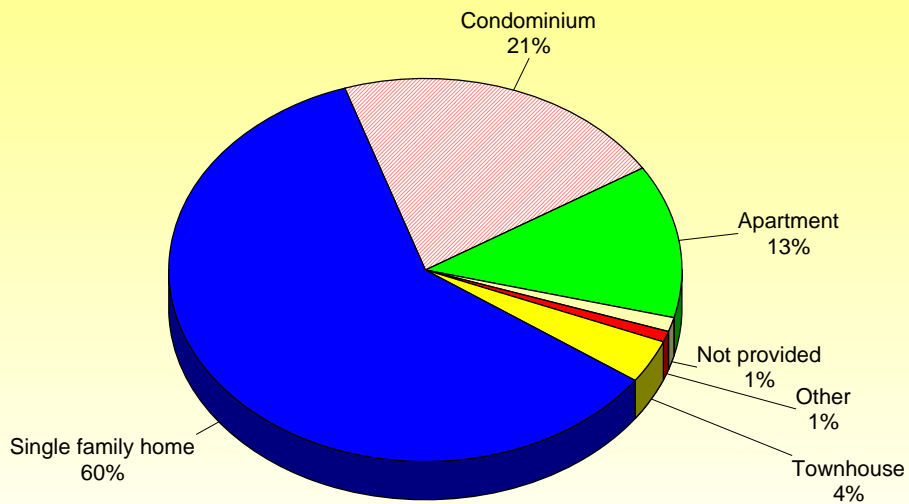
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q38. Demographics: In what kind of home do you live?

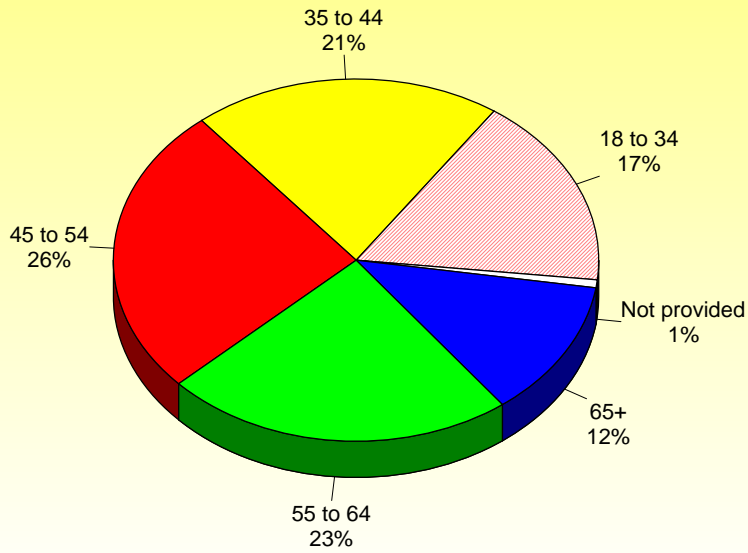
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

Q39. Demographics: Age of Respondents

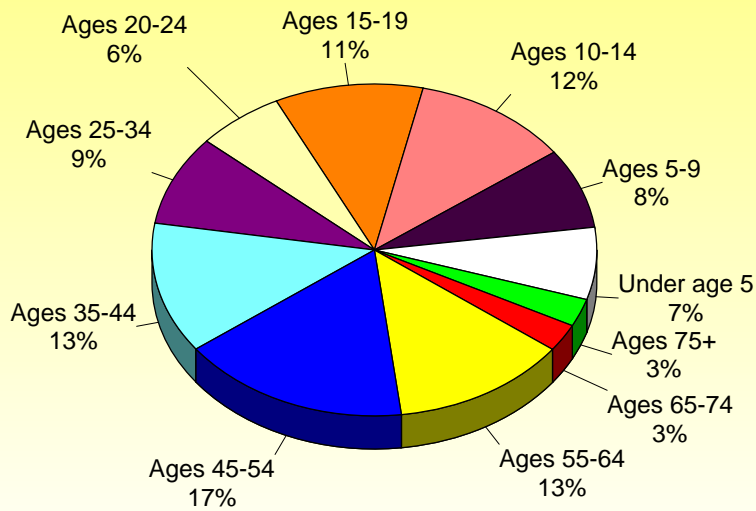
by percentage of respondents



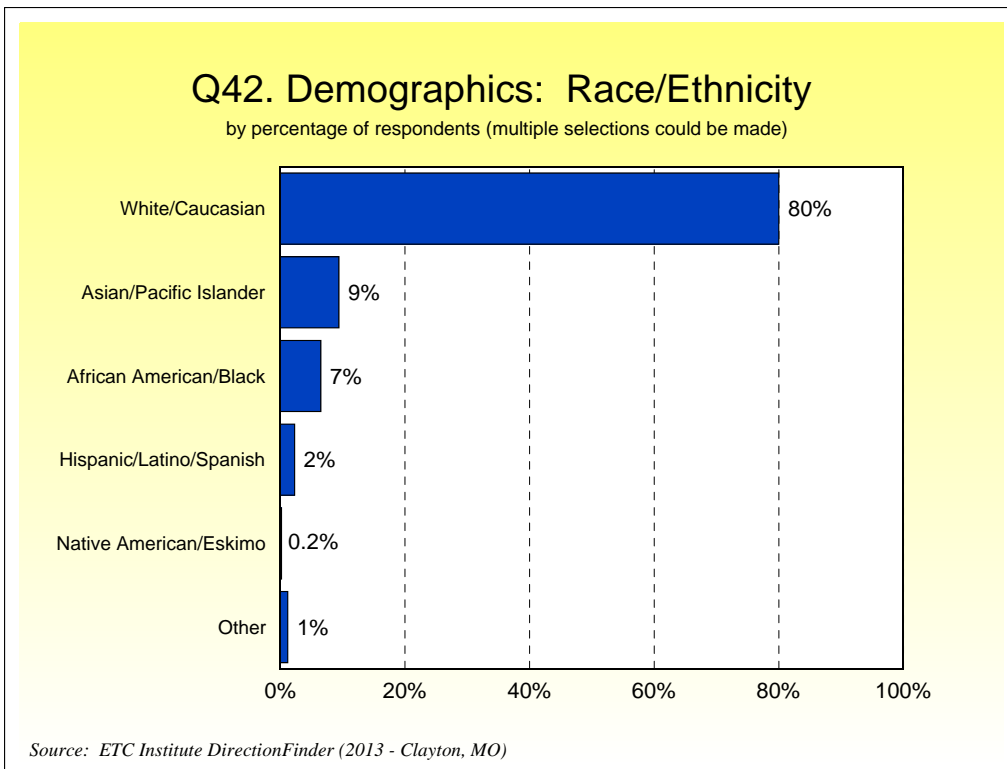
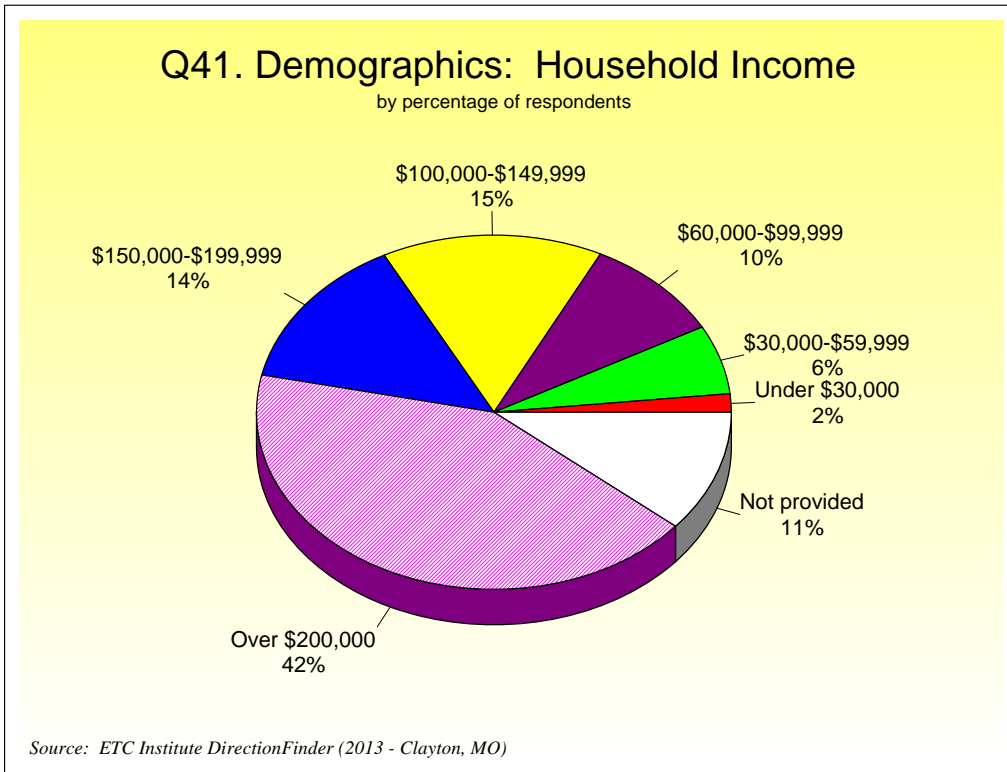
Source: ETC Institute DirectionFinder (2013 - Clayton, MO)

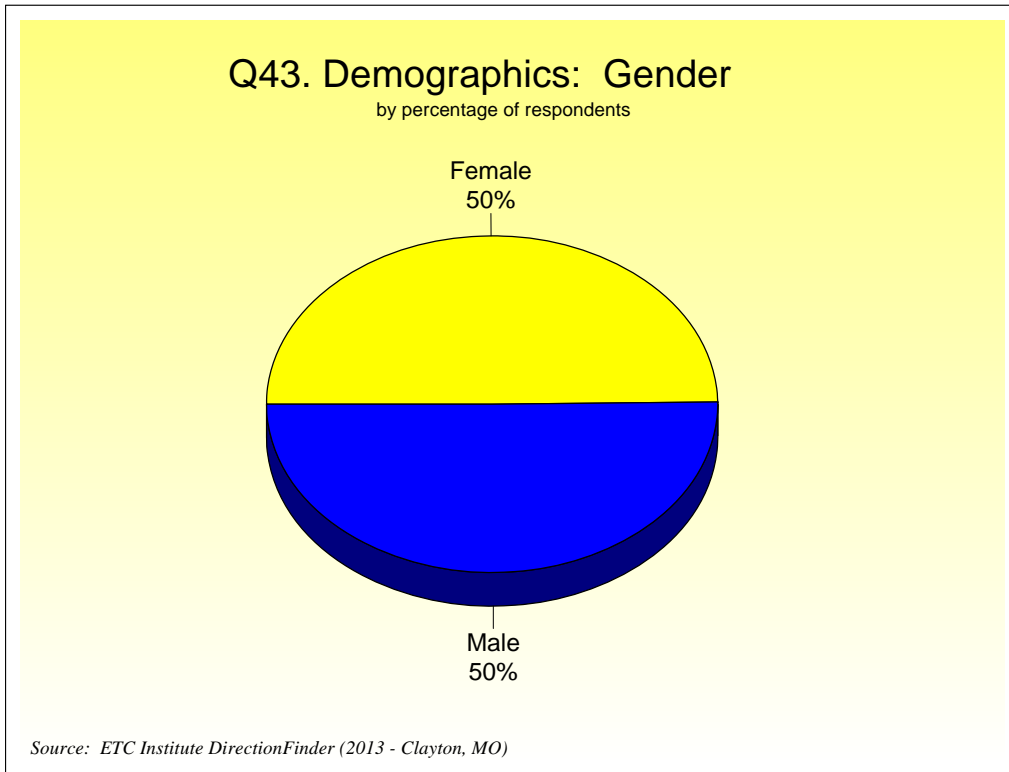
Q40. Demographics: Ages of Household Occupants

by percentage of persons in households



Source: ETC Institute DirectionFinder (2013 - Clayton, MO)





Section 2:
Benchmarking Analysis

2013 *DirectionFinder*[®] Survey Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a National Survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents in the summer of 2013, (2) a Regional Survey that was administered to 400 residents in Kansas and Missouri in the summer of 2013; and 3) surveys that have been administered by ETC Institute in 32 communities in Kansas and Missouri between January 2010 and December 2013. The Kansas and Missouri communities represented in this report include:

- Blue Springs, Missouri
- Clayton, Missouri
- Coffeyville, Kansas
- Columbia, Missouri
- Edgerton, Kansas
- Garden City, Kansas
- Gardner, Kansas
- Gladstone, Missouri
- Grain Valley, Missouri
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Saint Joseph, Missouri
- Shawnee, Kansas
- Wentzville, Missouri

Local and National Benchmarks. The first set of charts on the following pages show how the overall results for Clayton compare to the average level of satisfaction for the U.S. and for Kansas/Missouri communities based on the results of the 2013 National and Regional Survey that was administered by ETC Institute.

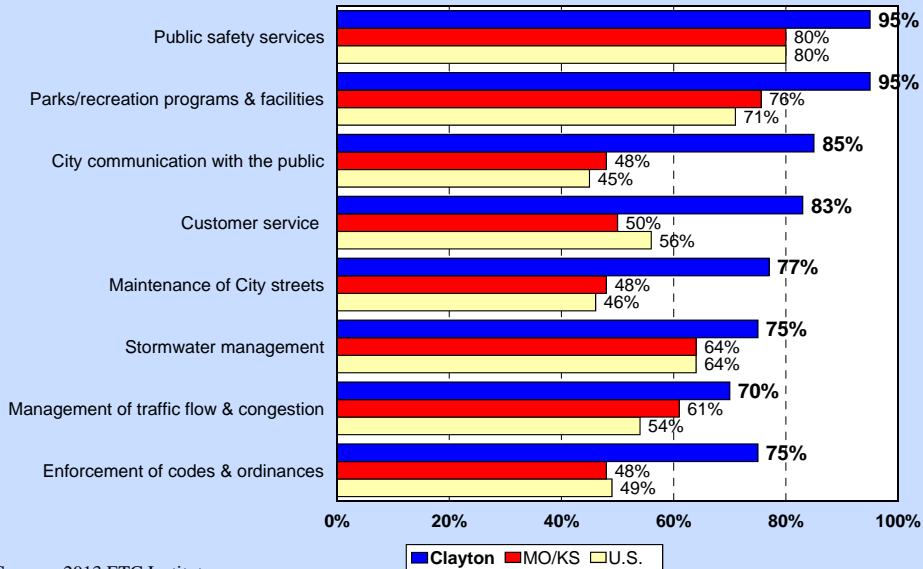
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 32 communities listed. The actual ratings for Clayton are listed to the right of each chart. The dot on each bar shows how the results for Clayton compare to the other communities in Kansas and Missouri where the DirectionFinder® survey has been administered.

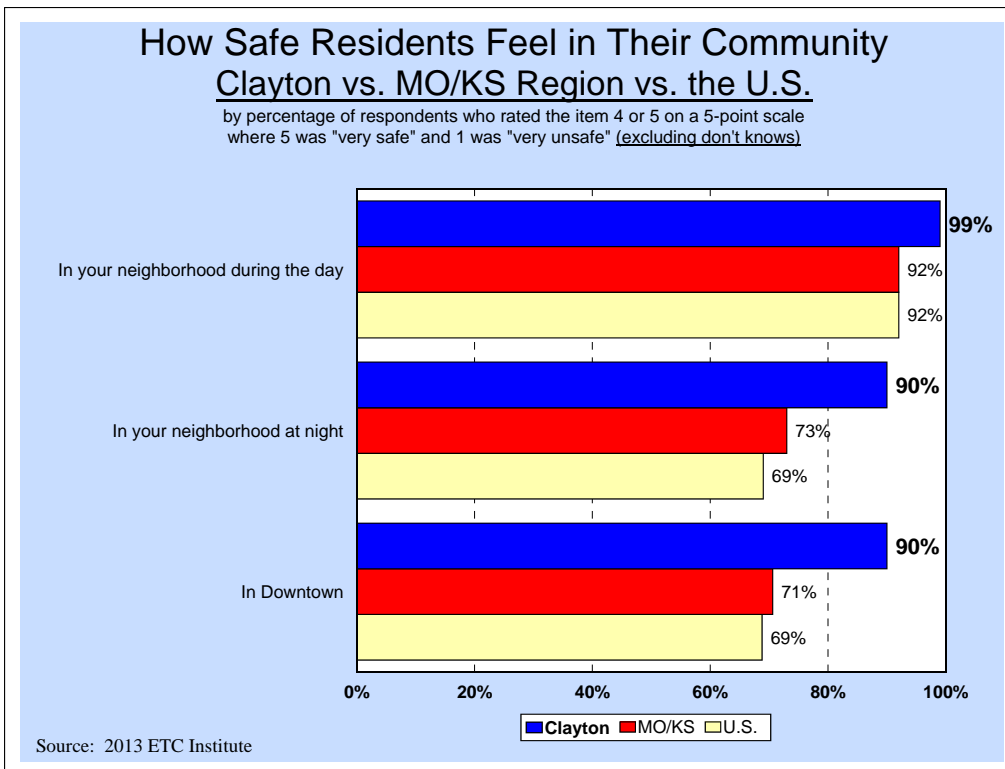
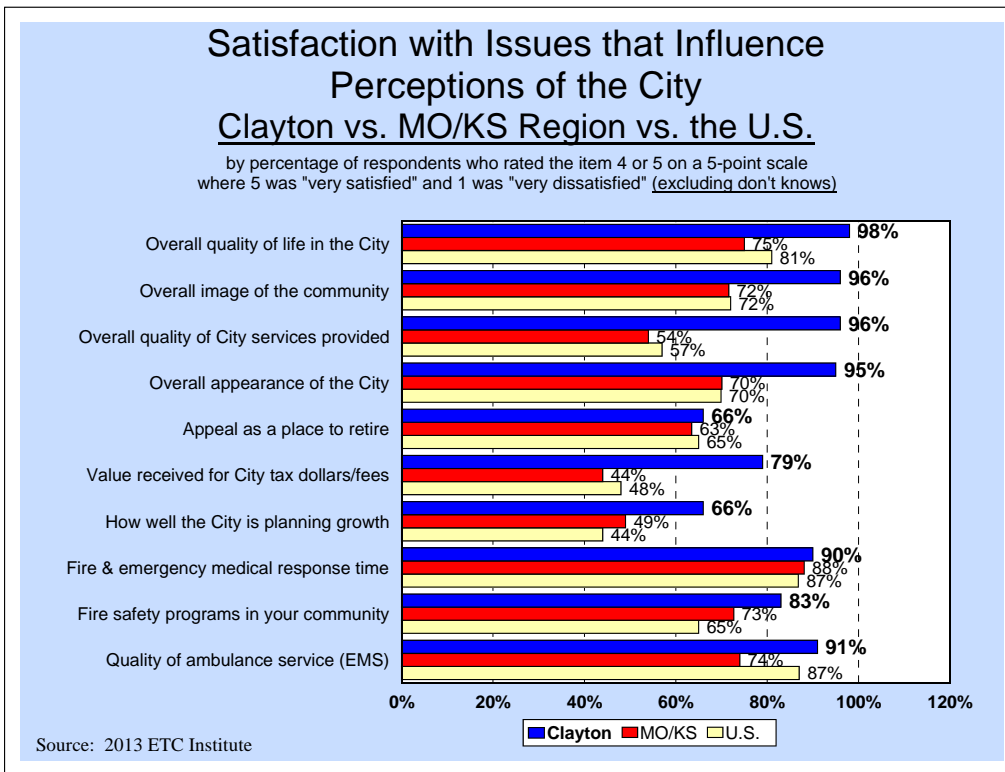
National Benchmarks

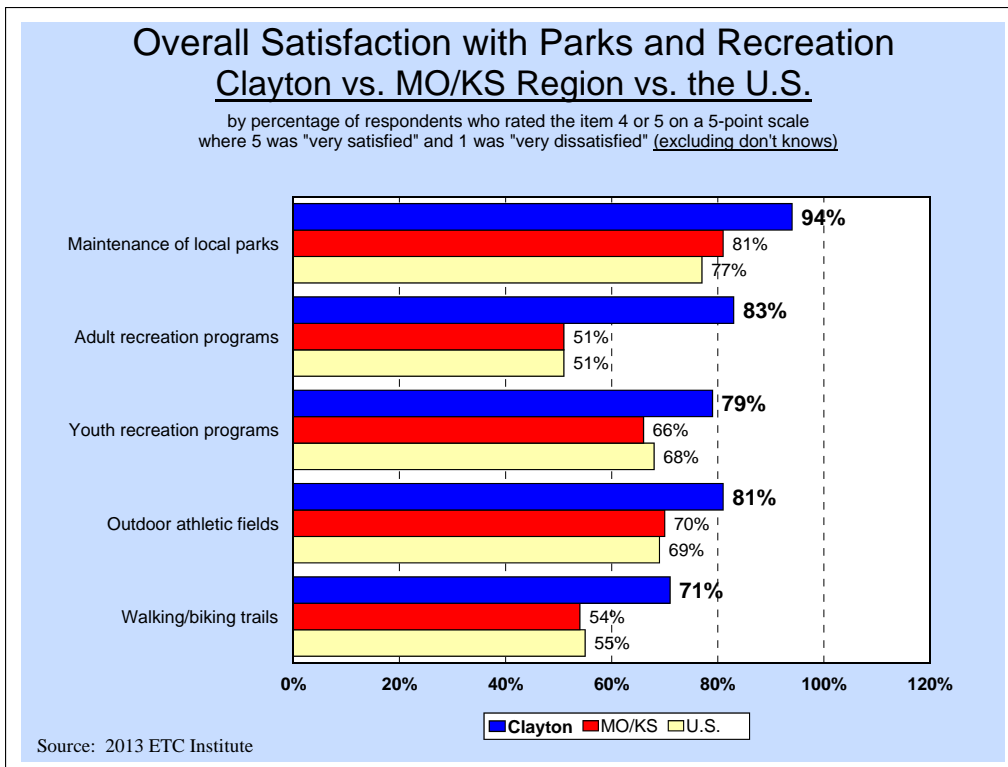
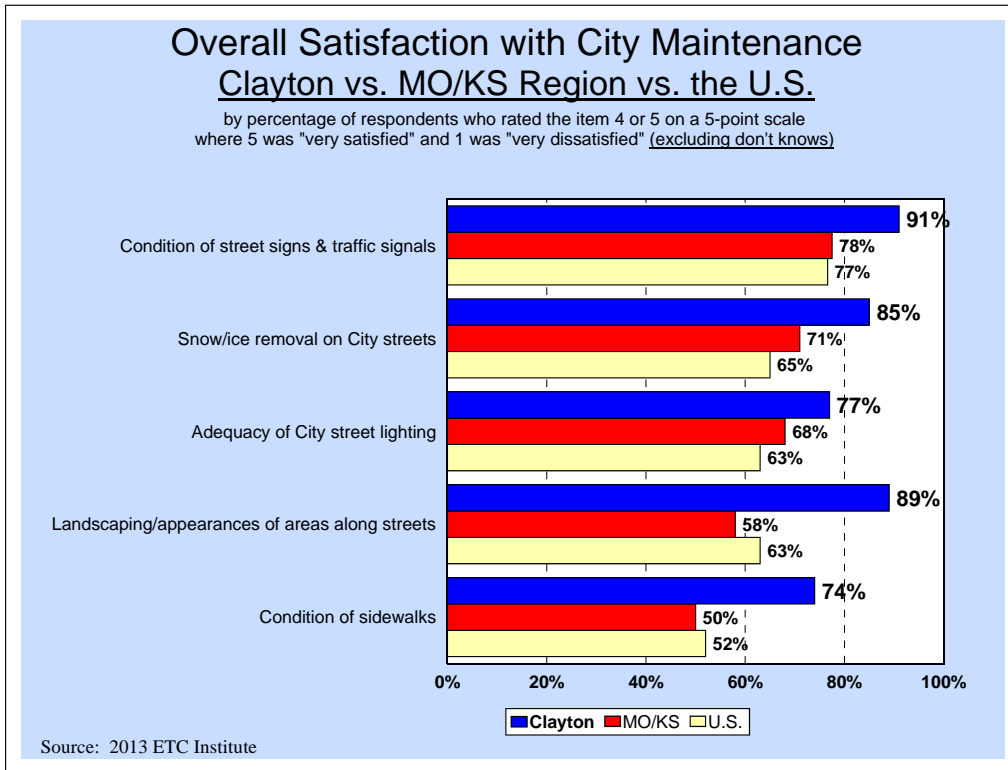
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Clayton, Missouri is not authorized without written consent from ETC Institute.

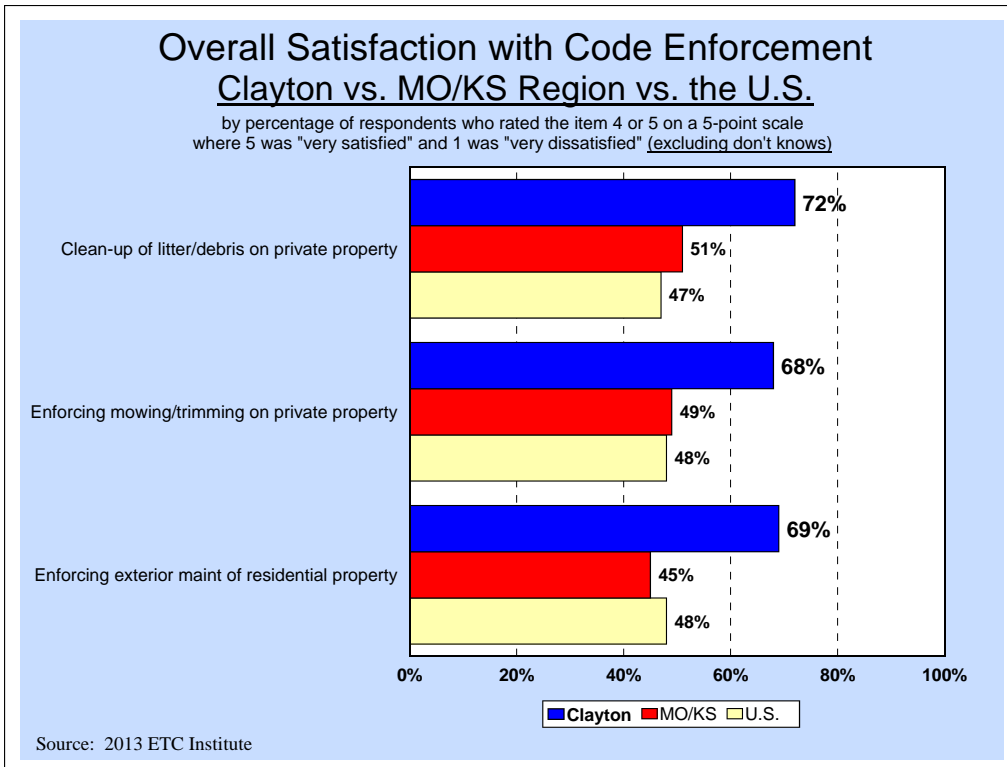
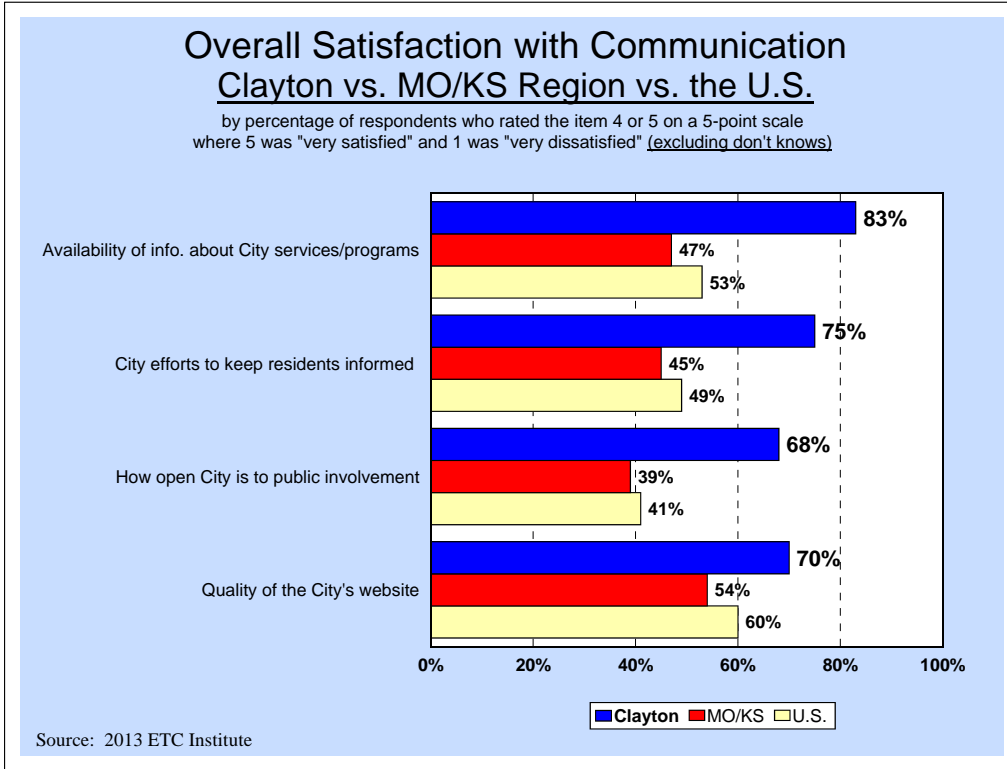
Overall Satisfaction with Various City Services Clayton vs. MO/KS Region vs. the U.S.

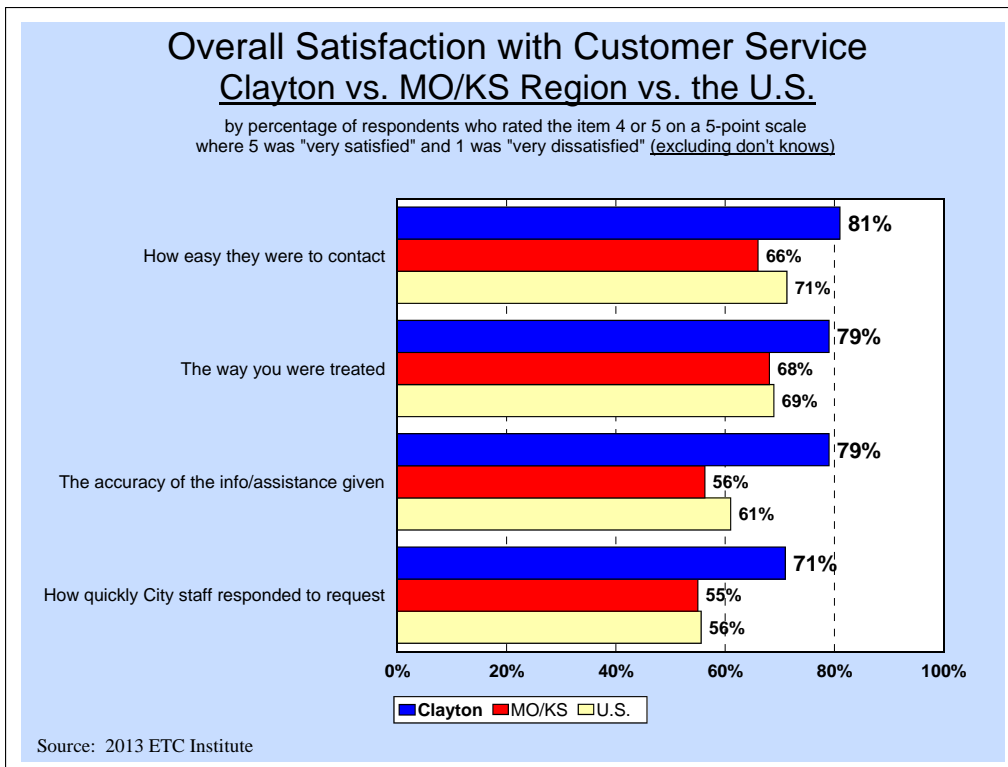
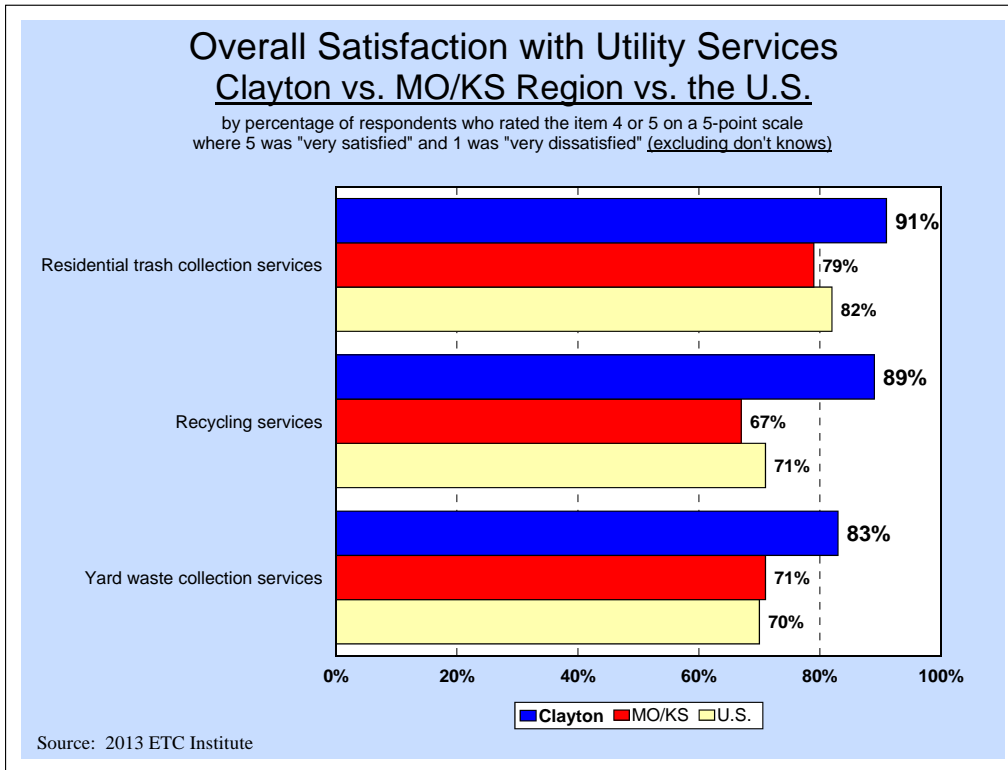
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)









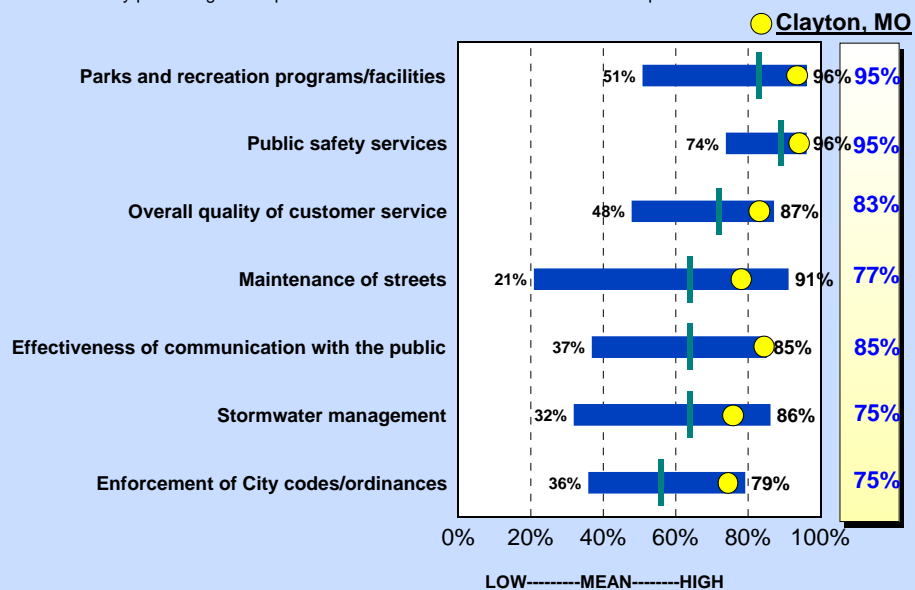


Missouri/Kansas Benchmarks 2013

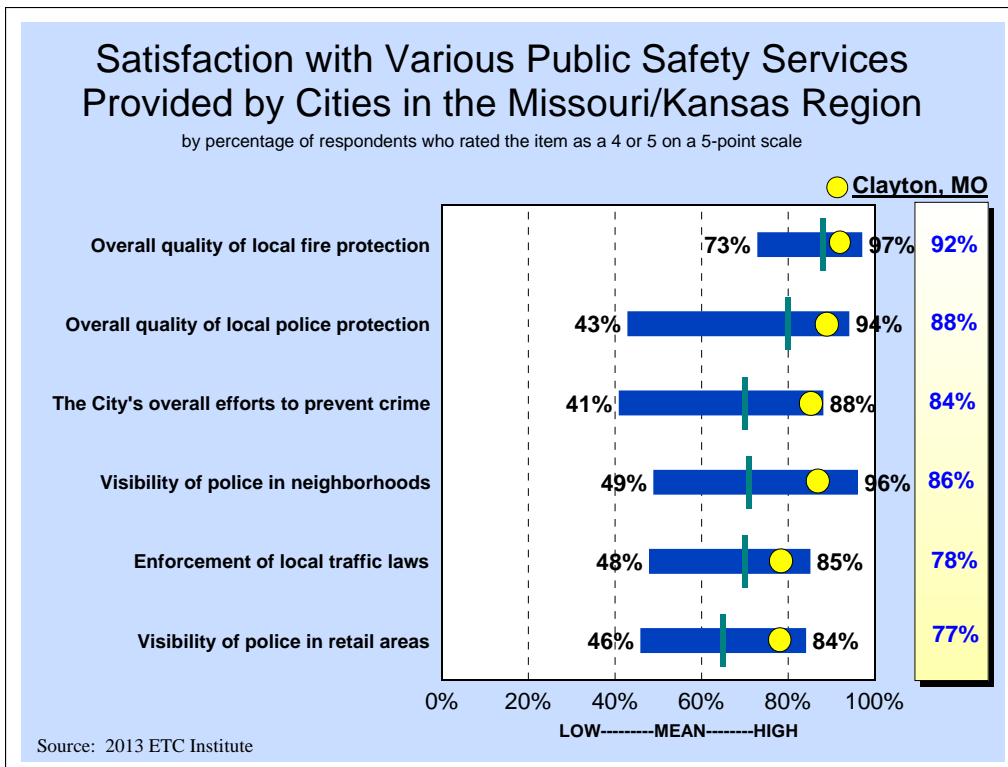
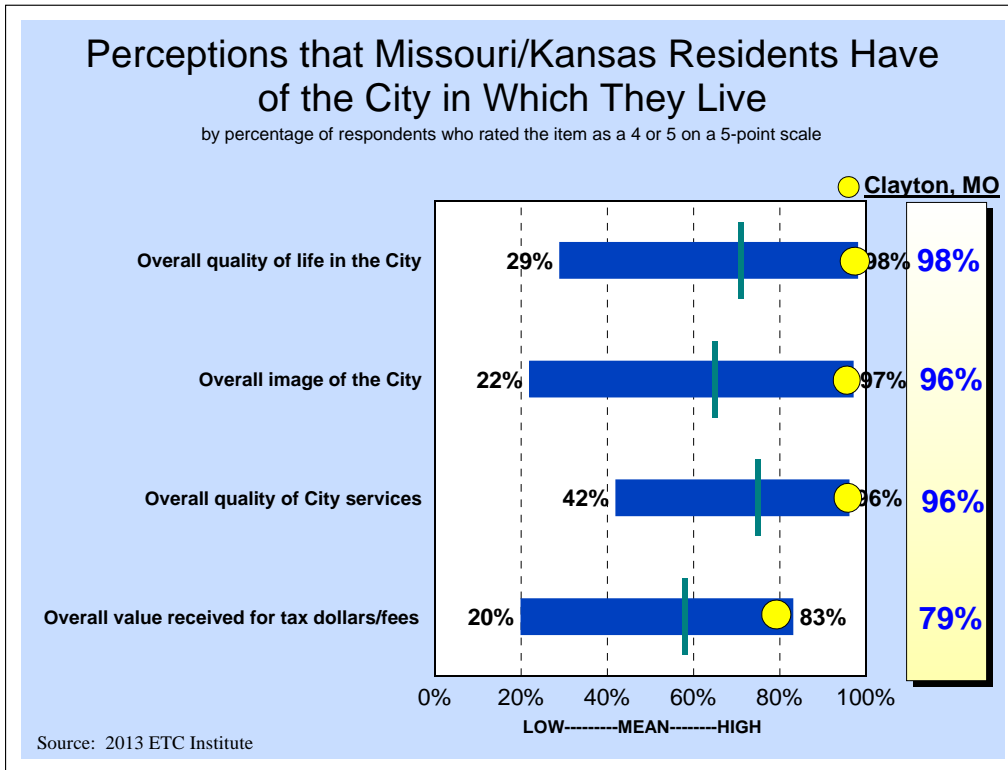
Source: 2013 ETC Institute

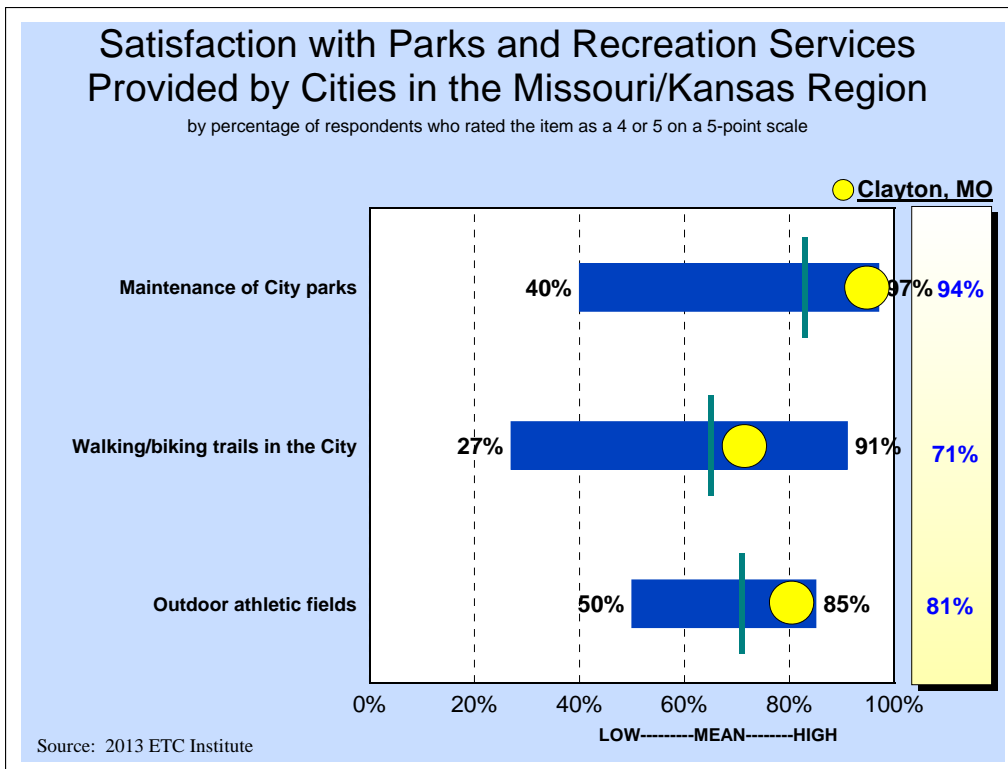
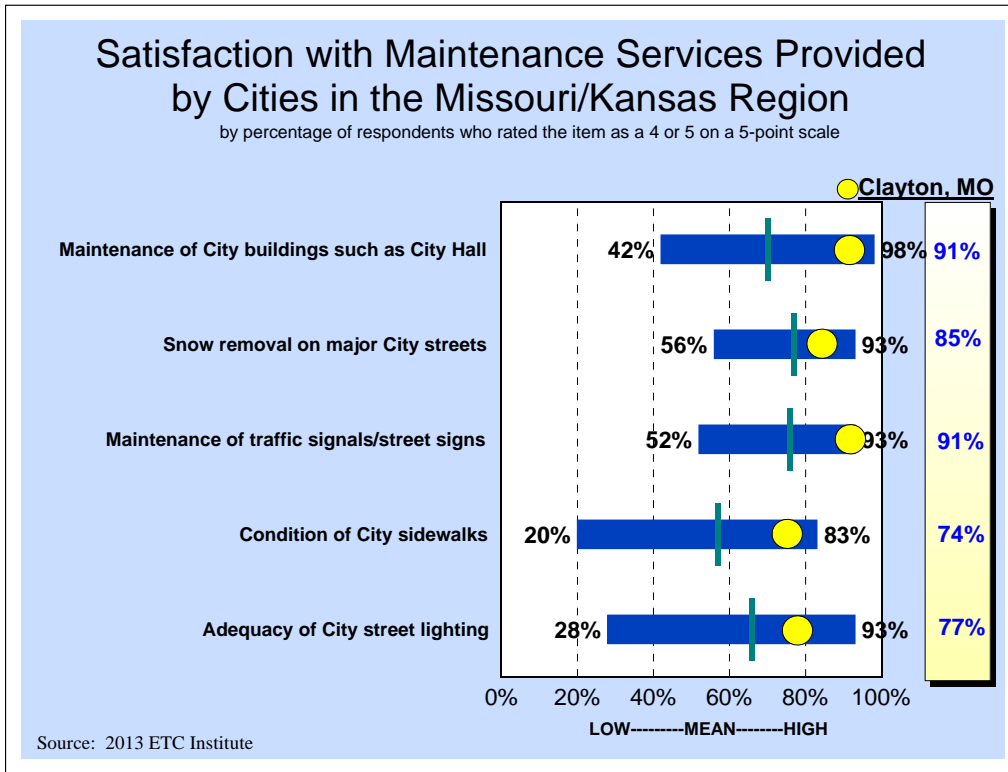
Overall Satisfaction With City Services Provided by Cities in the Missouri/Kansas Region

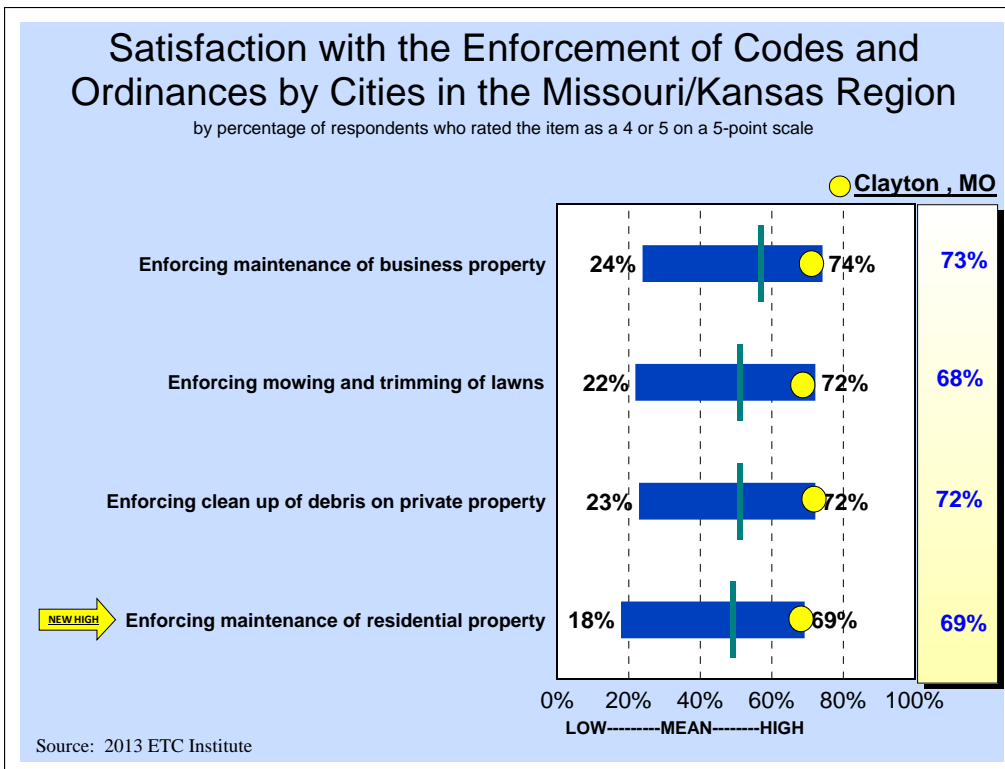
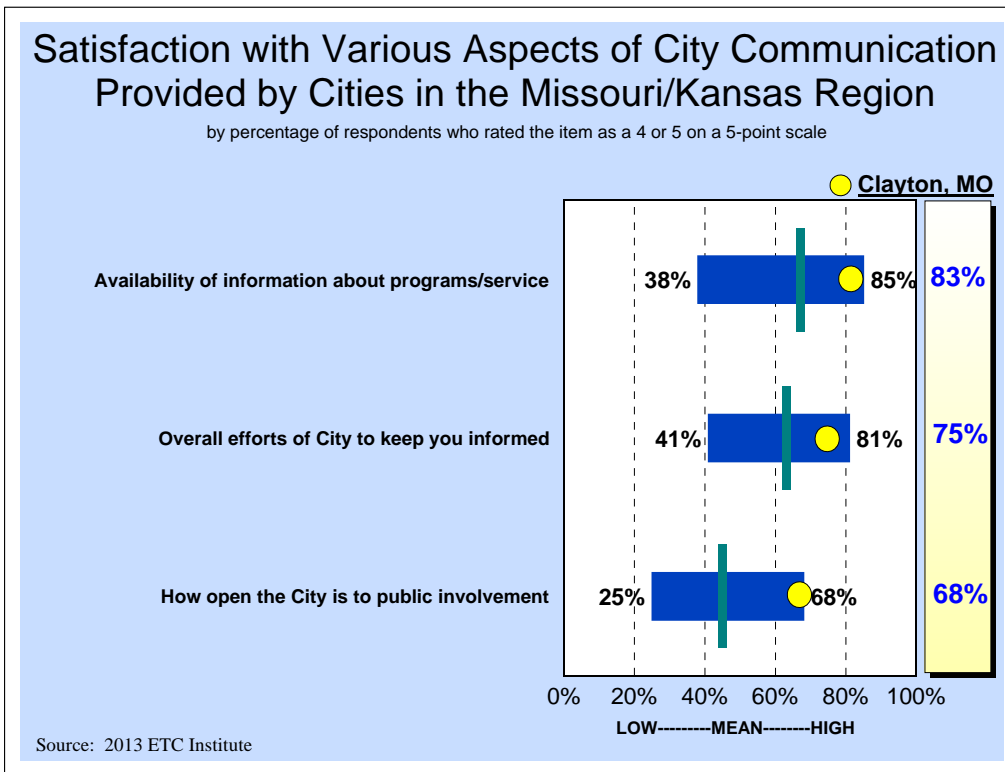
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2013 ETC Institute







Section 3:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

The City of Clayton, MO

Overview

Today, city officials 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 (IS) 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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that 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). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately forty percent (40.3%) of residents selected "flow of traffic & congestion management" as one of the most important major services to provide.

With regard to satisfaction, seventy percent (70%) of the residents surveyed rated their overall satisfaction with “flow of traffic & congestion management” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “flow of traffic & congestion management” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 40.3% was multiplied by 30% (1-0.7). This calculation yielded an I-S rating of 0.1209, which ranked first out of nine major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Clayton are provided on the following page.

Importance-Satisfaction Rating

City of Clayton

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Flow of traffic & congestion management	40%	4	70%	9	0.1209	1
Maintenance City streets	52%	1	77%	6	0.1183	2
Medium Priority (IS <.10)						
Quality of storm water management system	19%	5	75%	7	0.0460	3
Enforcement of building/housing codes/ordinances	17%	6	75%	8	0.0415	4
Quality of customer service from City employees	15%	8	83%	5	0.0247	5
Effectiveness of City communication with citizens	15%	7	85%	4	0.0234	6
Quality of parks & recreation programs/facilities	41%	2	95%	2	0.0221	7
Quality of public safety services	41%	3	95%	1	0.0200	8
Maintenance of City buildings and facilities	7%	9	93%	3	0.0046	9

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 items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Clayton

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
City efforts to prevent crime	39%	1	84%	10	0.0622	1
Visibility of police in neighborhoods	38%	2	86%	9	0.0537	2
Visibility of police in retail areas	21%	3	77%	13	0.0499	3
Enforcement of local traffic laws	13%	6	78%	12	0.0281	4
Attitude/behavior of police toward citizens	15%	4	86%	8	0.0203	5
City's municipal court	7%	13	70%	14	0.0198	6
Fire prevention and fire safety/injury prevention	10%	9	83%	11	0.0175	7
Overall competency of Clayton Police Dept	14%	5	88%	7	0.0165	8
How quickly police respond to emergencies	10%	8	91%	3	0.0091	9
How quickly ambulance/EMS responds	8%	10	90%	6	0.0080	10
How quickly the Fire Department responds	7%	11	90%	5	0.0074	11
Overall competency of Clayton Fire Dept	11%	7	93%	1	0.0072	12
Quality of Clayton Fire Department	7%	12	92%	2	0.0055	13
Quality of Clayton EMS	5%	14	91%	4	0.0044	14

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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Clayton

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of City sidewalks	43%	1	74%	7	0.1121	1
Medium Priority (IS <.10)						
Adequacy of City street lighting	40%	2	77%	6	0.0926	2
Satisfaction with tree trimming/replacement	30%	5	79%	5	0.0624	3
Snow removal on major City streets	31%	4	85%	4	0.0459	4
Landscaping/appearance of areas along streets	31%	3	89%	3	0.0352	5
Maintenance of street signs and traffic signals	27%	6	91%	2	0.0243	6
Maintenance of City buildings	13%	7	91%	1	0.0117	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Clayton

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Number of walking and biking trails	39%	2	71%	10	0.1137	1
Medium Priority (IS <.10)						
City special events and festivals	27%	3	88%	3	0.0326	2
The City's youth fitness programs	14%	6	79%	8	0.0286	3
The City's recreation opportunities	23%	4	88%	4	0.0280	4
The City's adult fitness programs	16%	5	83%	6	0.0267	5
Maintenance of City Parks	40%	1	94%	1	0.0225	6
Quality of outdoor athletic fields	12%	7	81%	7	0.0224	7
Number of outdoor athletic fields	8%	10	77%	9	0.0183	8
Availability of info about City parks	10%	9	83%	5	0.0167	9
How close neighborhood parks are to your home	11%	8	89%	2	0.0120	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction 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. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

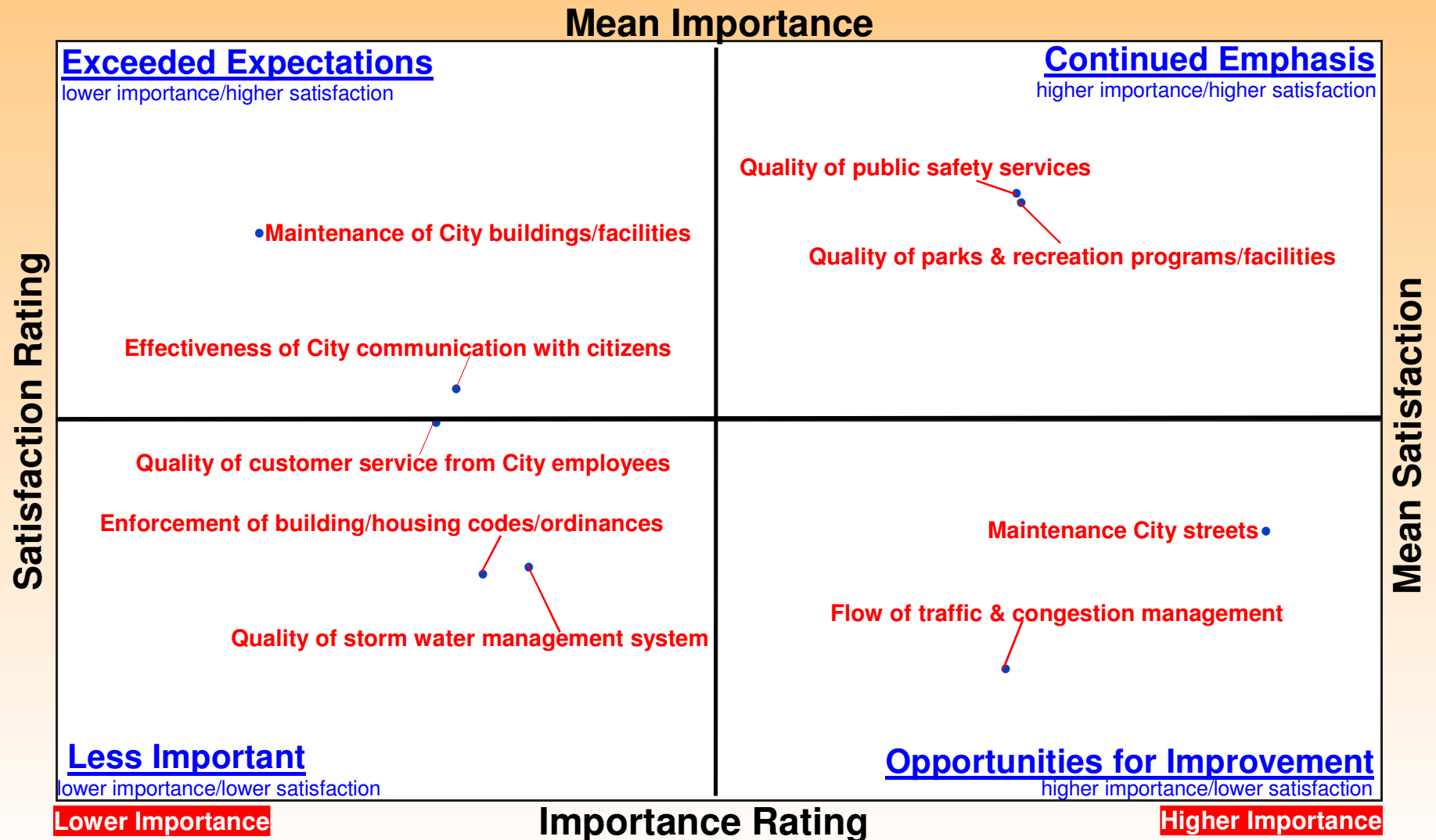
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Clayton are provided on the following pages.

2013 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

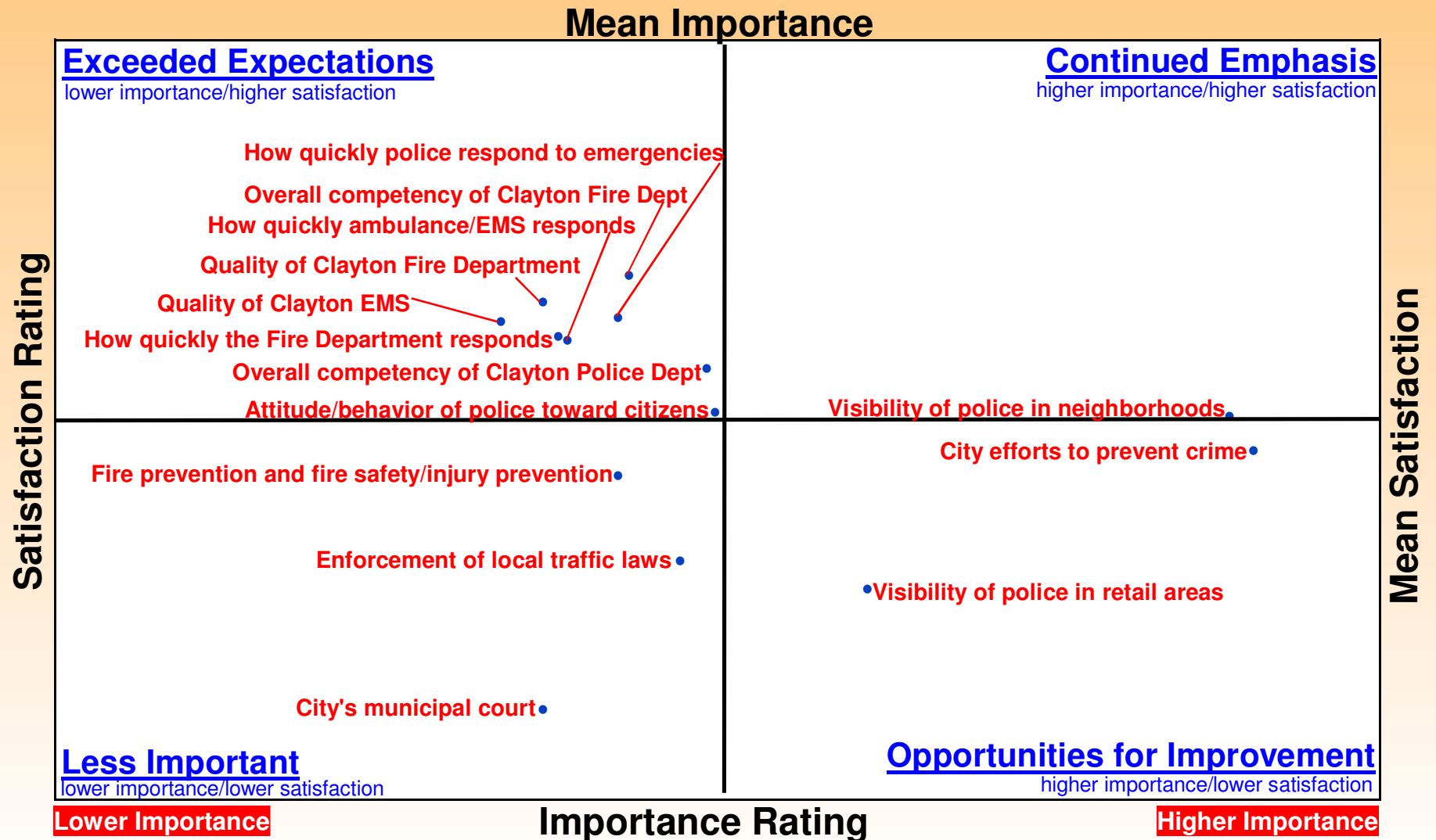
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

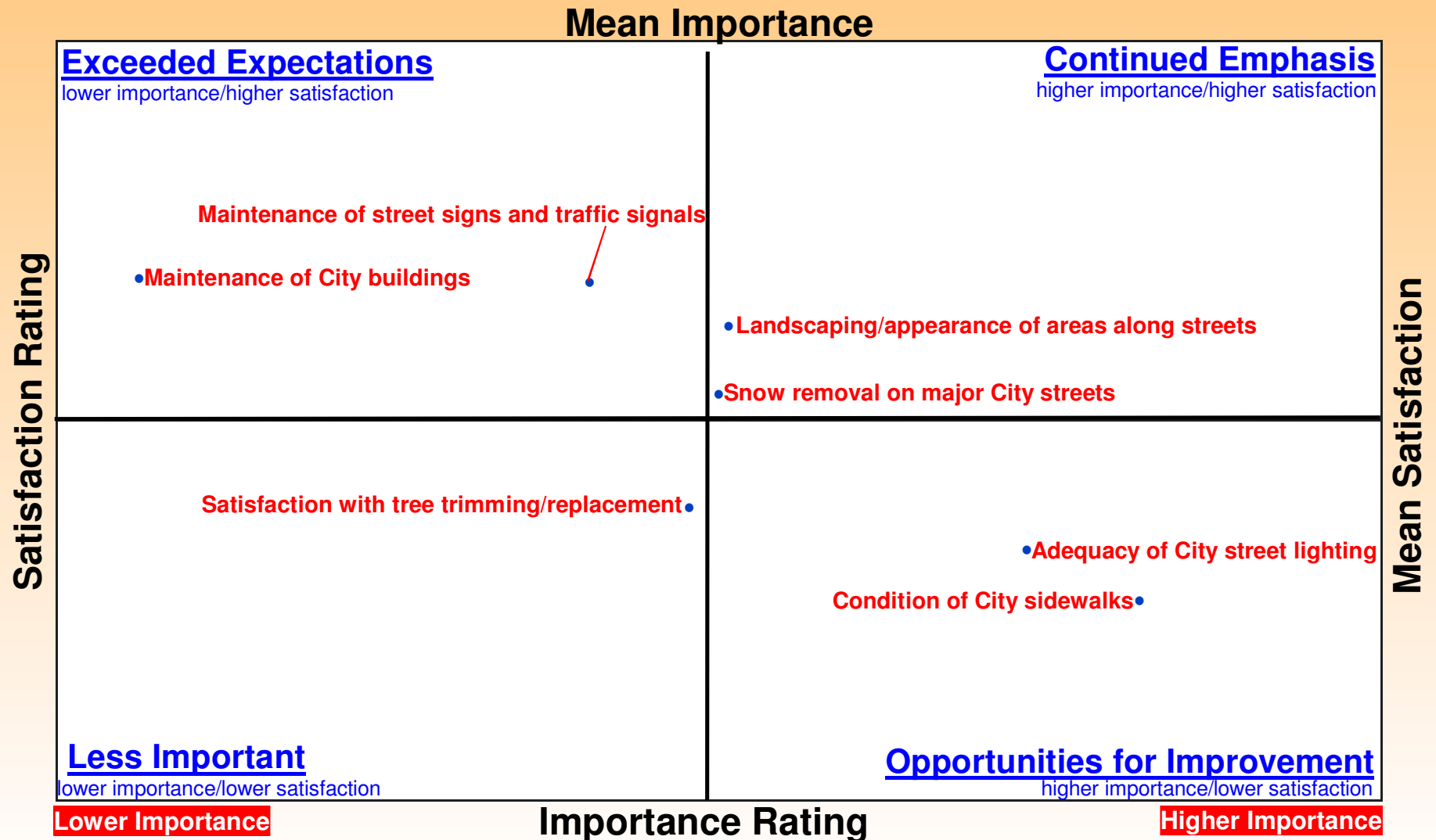
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance and Public Works-

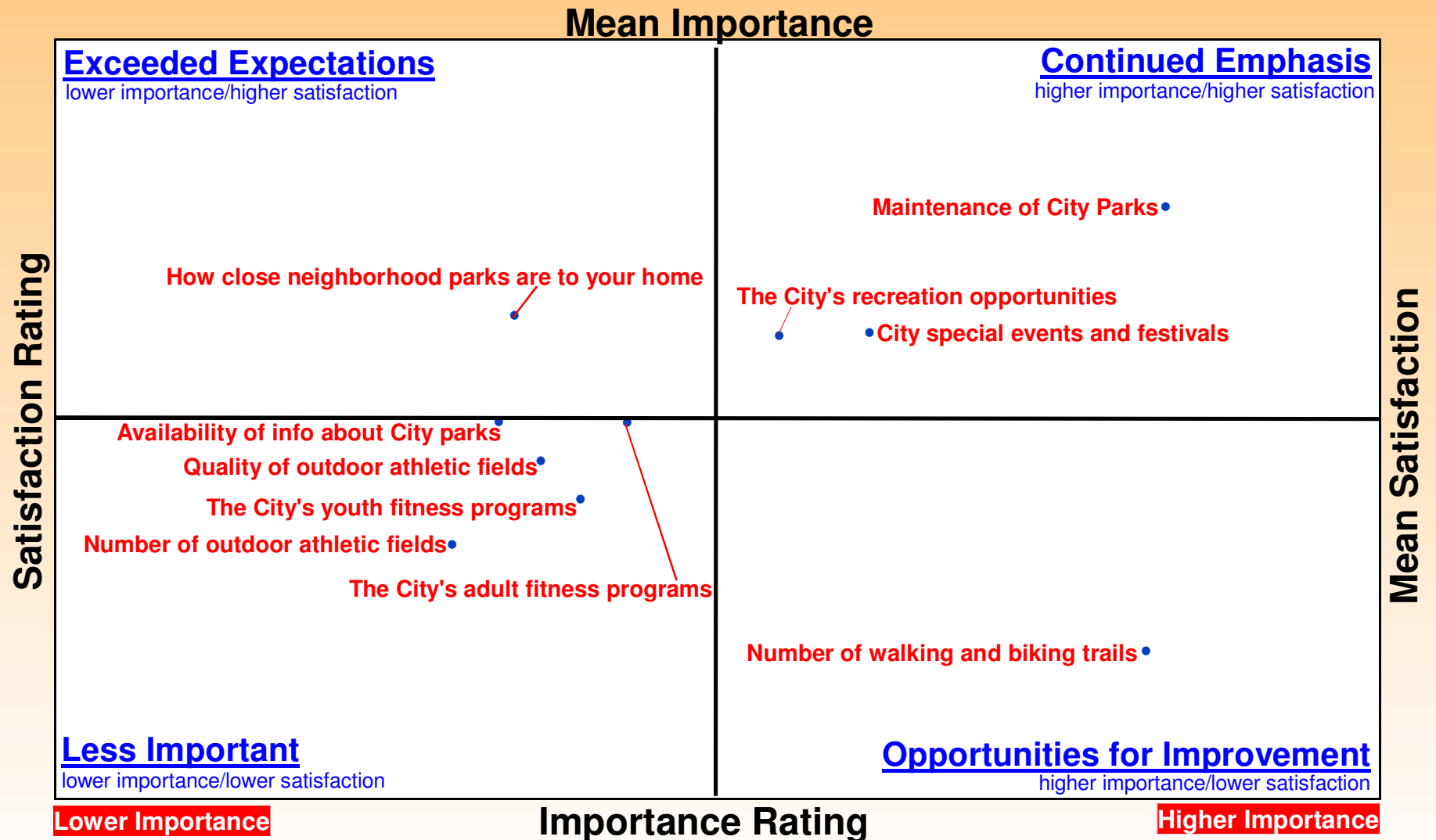
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Section 4:
Tabular Data

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of public safety services - police, fire and ambulance/emergency medical (EMS)	61.5%	26.0%	2.8%	0.9%	0.9%	7.8%
Q1b. Overall quality of City parks and recreation programs and facilities	49.7%	43.2%	3.9%	1.2%	0.2%	1.8%
Q1c. Overall maintenance of City streets	32.9%	44.0%	13.8%	6.5%	2.3%	0.5%
Q1d. Overall maintenance of City buildings/facilities	40.0%	42.7%	5.5%	1.2%	0.5%	10.2%
Q1e. Overall enforcement of City codes and ordinances for buildings and housing	28.3%	34.6%	14.7%	4.1%	2.1%	16.1%
Q1f. Overall quality of customer service you receive from City employees	37.1%	37.8%	10.6%	3.9%	1.6%	9.0%
Q1g. Overall effectiveness of City communication with citizens	39.6%	42.6%	11.1%	2.8%	0.9%	3.0%
Q1h. Overall quality of storm water runoff/storm water management system	26.5%	39.4%	15.7%	4.4%	1.4%	12.7%
Q1i. Overall flow of traffic and congestion management in the City	23.5%	45.6%	19.6%	8.8%	1.4%	1.2%

WITHOUT DON'T KNOW

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of public safety services - police, fire and ambulance/emergency medical (EMS)	66.8%	28.3%	3.0%	1.0%	1.0%
Q1b. Overall quality of City parks and recreation programs and facilities	50.6%	44.0%	4.0%	1.2%	0.2%
Q1c. Overall maintenance of City streets	33.1%	44.2%	13.9%	6.5%	2.3%
Q1d. Overall maintenance of City buildings/facilities	44.5%	47.6%	6.2%	1.3%	0.5%
Q1e. Overall enforcement of City codes and ordinances for buildings and housing	33.8%	41.2%	17.6%	4.9%	2.5%
Q1f. Overall quality of customer service you receive from City employees	40.8%	41.5%	11.6%	4.3%	1.8%
Q1g. Overall effectiveness of City communication with citizens	40.9%	43.9%	11.4%	2.9%	1.0%
Q1h. Overall quality of storm water runoff/storm water management system	30.3%	45.1%	17.9%	5.0%	1.6%
Q1i. Overall flow of traffic and congestion management in the City	23.8%	46.2%	19.8%	8.9%	1.4%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	110	25.3 %
Overall quality of City parks and recreation programs and facilities	53	12.2 %
Overall maintenance of City streets	88	20.3 %
Overall maintenance of City buildings/facilities	4	0.9 %
Overall enforcement of City codes and ordinances for buildings and housing	18	4.1 %
Overall quality of customer service you receive from City employees	21	4.8 %
Overall effectiveness of City communication with citizens	14	3.2 %
Overall quality of storm water runoff/storm water management system	24	5.5 %
Overall flow of traffic and congestion management in the City	53	12.2 %
None chosen	49	11.3 %
Total	434	100.0 %

<u>Q2. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	33	7.6 %
Overall quality of City parks and recreation programs and facilities	73	16.8 %
Overall maintenance of City streets	82	18.9 %
Overall maintenance of City buildings/facilities	10	2.3 %
Overall enforcement of City codes and ordinances for buildings and housing	23	5.3 %
Overall quality of customer service you receive from City employees	18	4.1 %
Overall effectiveness of City communication with citizens	24	5.5 %
Overall quality of storm water runoff/storm water management system	32	7.4 %
Overall flow of traffic and congestion management in the City	62	14.3 %
None chosen	77	17.7 %
Total	434	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	34	7.8 %
Overall quality of City parks and recreation programs and facilities	52	12.0 %
Overall maintenance of City streets	56	12.9 %
Overall maintenance of City buildings/facilities	14	3.2 %
Overall enforcement of City codes and ordinances for buildings and housing	31	7.1 %
Overall quality of customer service you receive from City employees	24	5.5 %
Overall effectiveness of City communication with citizens	29	6.7 %
Overall quality of storm water runoff/storm water management system	25	5.8 %
Overall flow of traffic and congestion management in the City	60	13.8 %
None chosen	109	25.1 %
Total	434	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	177	40.8 %
Overall quality of City parks and recreation programs and facilities	178	41.0 %
Overall maintenance of City streets	226	52.1 %
Overall maintenance of City buildings/facilities	28	6.5 %
Overall enforcement of City codes and ordinances for buildings and housing	72	16.6 %
Overall quality of customer service you receive from City employees	63	14.5 %
Overall effectiveness of City communication with citizens	67	15.4 %
Overall quality of storm water runoff/storm water management system	81	18.7 %
Overall flow of traffic and congestion management in the City	175	40.3 %
None chosen	49	11.3 %
Total	1116	

Q3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=434)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3a. Overall quality of services provided by the City	50.5%	42.6%	4.1%	0.7%	0.0%	2.1%
Q3b. Overall value that you receive for your City tax dollars and fees	31.8%	44.7%	16.1%	3.2%	1.4%	2.8%
Q3c. Overall image of the City	60.7%	33.9%	3.2%	0.5%	0.2%	1.4%
Q3d. How well the City is planning and managing redevelopment	18.9%	40.6%	18.7%	9.0%	2.5%	10.4%
Q3e. Overall quality of life in the City	62.2%	34.3%	1.8%	0.5%	0.0%	1.2%
Q3f. Overall feeling of safety in the City	55.8%	37.3%	3.7%	2.3%	0.5%	0.5%
Q3g. Quality of new residential development in the City	23.7%	34.8%	22.1%	3.7%	1.4%	14.3%
Q3h. Quality of new commercial development in the City	21.9%	39.6%	20.5%	6.0%	0.9%	11.1%
Q3i. Appeal as a place to retire	27.2%	30.4%	23.5%	5.5%	1.6%	11.8%
Q3j. Overall appearance of the City	45.1%	48.4%	3.5%	2.1%	0.0%	0.9%
Q3k. Cultural opportunities in Clayton	27.2%	47.0%	16.8%	4.8%	1.4%	2.8%

WITHOUT DON'T KNOW

Q3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (Without "Don't Know")

(N=434)

	Excellent	Good	Neutral	Below Average	Poor
Q3a. Overall quality of services provided by the City	51.5%	43.5%	4.2%	0.7%	0.0%
Q3b. Overall value that you receive for your City tax dollars and fees	32.7%	46.0%	16.6%	3.3%	1.4%
Q3c. Overall image of the City	61.6%	34.4%	3.3%	0.5%	0.2%
Q3d. How well the City is planning and managing redevelopment	21.1%	45.2%	20.8%	10.0%	2.8%
Q3e. Overall quality of life in the City	62.9%	34.7%	1.9%	0.5%	0.0%
Q3f. Overall feeling of safety in the City	56.0%	37.5%	3.7%	2.3%	0.5%
Q3g. Quality of new residential development in the City	27.7%	40.6%	25.8%	4.3%	1.6%
Q3h. Quality of new commercial development in the City	24.6%	44.6%	23.1%	6.7%	1.0%
Q3i. Appeal as a place to retire	30.8%	34.5%	26.6%	6.3%	1.8%
Q3j. Overall appearance of the City	45.6%	48.8%	3.5%	2.1%	0.0%
Q3k. Cultural opportunities in Clayton	28.0%	48.3%	17.3%	5.0%	1.4%

Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. The visibility of police in neighborhoods	37.6%	47.2%	11.3%	2.3%	0.5%	1.2%
Q4b. The visibility of police in retail areas	29.1%	42.5%	19.6%	1.6%	0.5%	6.7%
Q4c. The City's efforts to prevent crime	35.5%	41.2%	12.0%	1.4%	0.7%	9.2%
Q4d. How quickly police respond to emergencies	43.6%	23.8%	4.8%	1.2%	0.7%	25.9%
Q4e. Overall competency of Clayton Police Dept.	42.4%	34.1%	6.9%	2.3%	0.9%	13.4%
Q4f. Overall attitude and behavior of Police Department personnel toward citizens	43.5%	33.2%	7.1%	4.4%	1.6%	10.1%
Q4g. Enforcement of local traffic laws	30.6%	39.6%	15.7%	2.3%	1.6%	10.1%
Q4h. Overall quality of Clayton Fire Department	44.9%	24.4%	5.8%	0.5%	0.0%	24.4%
Q4i. Overall quality of Clayton EMS	39.9%	21.0%	6.2%	0.0%	0.0%	32.9%
Q4j. The City's efforts to prevent fires and provide fire safety and injury prevention education	30.6%	23.0%	10.6%	0.2%	0.5%	35.0%
Q4k. How quickly Fire Department responds	40.8%	15.0%	6.2%	0.0%	0.0%	38.0%
Q4l. How quickly ambulance/EMS responds	38.5%	14.5%	6.0%	0.0%	0.0%	41.0%
Q4m. Overall competency of Clayton Fire Dept., including ambulance service	42.4%	21.0%	4.4%	0.0%	0.2%	32.0%
Q4n. The City's municipal court	15.7%	17.8%	12.9%	0.5%	0.7%	52.4%

WITHOUT DON'T KNOW

Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. The visibility of police in neighborhoods	38.0%	47.8%	11.4%	2.3%	0.5%
Q4b. The visibility of police in retail areas	31.2%	45.5%	21.0%	1.7%	0.5%
Q4c. The City's efforts to prevent crime	39.1%	45.4%	13.2%	1.5%	0.8%
Q4d. How quickly police respond to emergencies	58.9%	32.1%	6.5%	1.6%	0.9%
Q4e. Overall competency of Clayton Police Dept.	48.9%	39.4%	8.0%	2.7%	1.1%
Q4f. Overall attitude and behavior of Police Department personnel toward citizens	48.5%	36.9%	7.9%	4.9%	1.8%
Q4g. Enforcement of local traffic laws	34.1%	44.1%	17.4%	2.6%	1.8%
Q4h. Overall quality of Clayton Fire Department	59.5%	32.3%	7.6%	0.6%	0.0%
Q4i. Overall quality of Clayton EMS	59.5%	31.3%	9.3%	0.0%	0.0%
Q4j. The City's efforts to prevent fires and provide fire safety and injury prevention education	47.2%	35.5%	16.3%	0.4%	0.7%
Q4k. How quickly Fire Department responds	65.8%	24.2%	10.0%	0.0%	0.0%
Q4l. How quickly ambulance/EMS responds	65.2%	24.6%	10.2%	0.0%	0.0%
Q4m. Overall competency of Clayton Fire Dept., including ambulance service	62.4%	30.8%	6.4%	0.0%	0.3%
Q4n. The City's municipal court	33.0%	37.4%	27.2%	1.0%	1.5%

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years?

<u>Q5. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	92	21.2 %
The visibility of police in retail areas	19	4.4 %
The City's efforts to prevent crime	89	20.5 %
How quickly police respond to emergencies	12	2.8 %
Overall competency of Clayton Police Dept.	22	5.1 %
Overall attitude and behavior of Police Department personnel toward citizens	20	4.6 %
Enforcement of local traffic laws	22	5.1 %
Overall quality of Clayton Fire Department	2	0.5 %
Overall quality of Clayton EMS	5	1.2 %
The City's efforts to prevent fires and provide fire safety and injury prevention education	10	2.3 %
How quickly Fire Department responds	8	1.8 %
How quickly ambulance/EMS responds	2	0.5 %
Overall competency of Clayton Fire Dept., including ambulance service	9	2.1 %
The City's municipal court	8	1.8 %
<u>None chosen</u>	<u>114</u>	<u>26.3 %</u>
Total	434	100.0 %

<u>Q5. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	46	10.6 %
The visibility of police in retail areas	43	9.9 %
The City's efforts to prevent crime	49	11.3 %
How quickly police respond to emergencies	11	2.5 %
Overall competency of Clayton Police Dept.	20	4.6 %
Overall attitude and behavior of Police Department personnel toward citizens	26	6.0 %
Enforcement of local traffic laws	18	4.1 %
Overall quality of Clayton Fire Department	17	3.9 %
Overall quality of Clayton EMS	4	0.9 %
The City's efforts to prevent fires and provide fire safety and injury prevention education	18	4.1 %
How quickly Fire Department responds	11	2.5 %
How quickly ambulance/EMS responds	12	2.8 %
Overall competency of Clayton Fire Dept., including ambulance service	13	3.0 %
The City's municipal court	6	1.4 %
<u>None chosen</u>	<u>140</u>	<u>32.3 %</u>
Total	434	100.0 %

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years?

Q5. 3 rd Choice	Number	Percent
The visibility of police in neighborhoods	26	6.0 %
The visibility of police in retail areas	31	7.1 %
The City's efforts to prevent crime	31	7.1 %
How quickly police respond to emergencies	21	4.8 %
Overall competency of Clayton Police Dept.	19	4.4 %
Overall attitude and behavior of Police Department personnel toward citizens	17	3.9 %
Enforcement of local traffic laws	16	3.7 %
Overall quality of Clayton Fire Department	10	2.3 %
Overall quality of Clayton EMS	12	2.8 %
The City's efforts to prevent fires and provide fire safety and injury prevention education	16	3.7 %
How quickly Fire Department responds	13	3.0 %
How quickly ambulance/EMS responds	20	4.6 %
Overall competency of Clayton Fire Dept., including ambulance service	24	5.5 %
The City's municipal court	15	3.5 %
None chosen	163	37.6 %
Total	434	100.0 %

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

Q5. Sum of Top Three Choices	Number	Percent
The visibility of police in neighborhoods	164	37.8 %
The visibility of police in retail areas	93	21.4 %
The City's efforts to prevent crime	169	38.9 %
How quickly police respond to emergencies	44	10.1 %
Overall competency of Clayton Police Dept.	61	14.1 %
Overall attitude and behavior of Police Department personnel toward citizens	63	14.5 %
Enforcement of local traffic laws	56	12.9 %
Overall quality of Clayton Fire Department	29	6.7 %
Overall quality of Clayton EMS	21	4.8 %
The City's efforts to prevent fires and provide fire safety and injury prevention education	44	10.1 %
How quickly Fire Department responds	32	7.4 %
How quickly ambulance/EMS responds	34	7.8 %
Overall competency of Clayton Fire Dept., including ambulance service	46	10.6 %
The City's municipal court	29	6.7 %
None chosen	114	26.3 %
Total	999	

Q6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=434)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q6a. Walking alone in your neighborhood in general	83.6%	14.3%	0.7%	0.2%	1.2%
Q6b. Walking alone in your neighborhood after dark	48.4%	40.1%	9.2%	0.7%	1.6%
Q6c. Walking alone in your neighborhood during the day	90.8%	7.1%	0.5%	0.2%	1.4%
Q6d. Walking alone in business areas after dark	43.8%	41.9%	8.8%	1.2%	4.4%
Q6e. Walking alone in business areas during the day	90.8%	6.7%	0.7%	0.0%	1.8%

WITHOUT DON'T KNOW

Q6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (Without "Don't Know")

(N=434)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q6a. Walking alone in your neighborhood in general	84.6%	14.5%	0.7%	0.2%
Q6b. Walking alone in your neighborhood after dark	49.2%	40.7%	9.4%	0.7%
Q6c. Walking alone in your neighborhood during the day	92.1%	7.2%	0.5%	0.2%
Q6d. Walking alone in business areas after dark	45.8%	43.9%	9.2%	1.2%
Q6e. Walking alone in business areas during the day	92.5%	6.8%	0.7%	0.0%

Q7. During the past 12 months, were you or anyone in your household the victim of any crime in Clayton?

Q7. During the past 12 months, were you or anyone in your household the victim of any crime in Clayton?	Number	Percent
Yes	40	9.2 %
No	389	89.6 %
Don't know	5	1.2 %
Total	434	100.0 %

Q7a. If "yes," did you report all of these crimes to the police?

Q7a. If "yes", did you report all of these crimes to the police?	Number	Percent
Yes	33	82.5 %
No	6	15.0 %
Don't know	1	2.5 %
Total	40	100.0 %

Q8. During the past 12 months, have you had ANY contact with the Clayton Police Department?

Q8. During the past 12 months, have you had ANY contact with the Clayton Police Department?	Number	Percent
Yes	195	44.9 %
No	234	53.9 %
Don't know	5	1.1 %
Total	434	100.0 %

Q8a. If "yes," how would you rate the contact?

Q8a. If "yes", how would you rate the contact?	Number	Percent
Excellent	112	57.4 %
Good	44	22.6 %
Fair	23	11.8 %
Poor	13	6.7 %
Don't know	3	1.5 %
Total	195	100.0 %

Q9. During the past 12 months, have you had ANY contact with the Clayton Fire Department?

Q9. During the past 12 months, have you had ANY contact with the Clayton Fire Department?	Number	Percent
Yes	61	14.1 %
No	367	84.6 %
Don't know	6	1.4 %
Total	434	100.0 %

Q9a. If "yes," how would you rate the contact?

Q9a. If "yes", how would you rate the contact?	Number	Percent
Excellent	54	88.5 %
Good	6	9.8 %
Fair	1	1.6 %
Total	61	100.0 %

Q10. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton?

Q10. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in	Number	Percent
Yes	31	7.1 %
No	399	91.9 %
Don't know	4	0.9 %
Total	434	100.0 %

Q10a. If "yes," how would you rate the contact?

Q10a. If "yes", how would you rate the contact?	Number	Percent
Excellent	24	77.4 %
Good	7	22.6 %
Total	31	100.0 %

Q11. How would you rate your own public safety awareness?

Q11. How would you rate your own public safety awareness?	Number	Percent
Excellent	159	36.6 %
Good	221	50.9 %
Fair	34	7.8 %
Poor	3	0.7 %
Don't know	17	3.9 %
Total	434	100.0 %

Q12. Do you have an emergency plan in place for members of your household?

Q12. Do you have an emergency plan in place for members of your household?	Number	Percent
Yes	196	45.2 %
No	206	47.5 %
Don't know	32	7.4 %
Total	434	100.0 %

Q13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of street signs and traffic signals	42.5%	47.3%	4.8%	2.5%	1.6%	1.2%
Q13b. Maintenance of City buildings	36.0%	43.6%	6.9%	0.9%	0.0%	12.5%
Q13c. Snow removal on major City streets	48.4%	35.7%	11.1%	2.1%	1.2%	1.6%
Q13d. Adequacy of City street lighting	30.5%	45.5%	14.8%	7.4%	0.7%	1.2%
Q13e. Condition of City sidewalks	25.8%	47.2%	17.7%	6.5%	1.4%	1.4%
Q13f. Landscaping/appearance of public areas along City streets	40.1%	47.2%	7.8%	2.3%	1.2%	1.4%
Q13g. Satisfaction with tree trimming/replacement	34.6%	41.2%	11.5%	7.6%	1.8%	3.2%

WITHOUT DON'T KNOW

Q13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."(Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of street signs and traffic signals	43.0%	47.9%	4.9%	2.6%	1.6%
Q13b. Maintenance of City buildings	41.2%	49.9%	7.9%	1.1%	0.0%
Q13c. Snow removal on major City streets	49.2%	36.3%	11.2%	2.1%	1.2%
Q13d. Adequacy of City street lighting	30.8%	46.0%	15.0%	7.5%	0.7%
Q13e. Condition of City sidewalks	26.2%	47.9%	18.0%	6.5%	1.4%
Q13f. Landscaping/appearance of public areas along City streets	40.7%	47.9%	7.9%	2.3%	1.2%
Q13g. Satisfaction with tree trimming/replacement	35.7%	42.6%	11.9%	7.9%	1.9%

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q14. 1 st Choice	Number	Percent
Maintenance of street signs and traffic signals	55	12.7 %
Maintenance of City buildings	17	3.9 %
Snow removal on major City streets	52	12.0 %
Adequacy of City street lighting	78	18.0 %
Condition of City sidewalks	64	14.7 %
Landscaping/appearance of public areas along City streets	32	7.4 %
Satisfaction with tree trimming/replacement program	41	9.4 %
None chosen	95	21.9 %
Total	434	100.0 %

Q14. 2 nd Choice	Number	Percent
Maintenance of street signs and traffic signals	32	7.4 %
Maintenance of City buildings	15	3.5 %
Snow removal on major City streets	46	10.6 %
Adequacy of City street lighting	54	12.4 %
Condition of City sidewalks	71	16.4 %
Landscaping/appearance of public areas along City streets	60	13.8 %
Satisfaction with tree trimming/replacement program	33	7.6 %
None chosen	123	28.3 %
Total	434	100.0 %

Q14. 3 rd Choice	Number	Percent
Maintenance of street signs and traffic signals	29	6.7 %
Maintenance of City buildings	25	5.8 %
Snow removal on major City streets	35	8.1 %
Adequacy of City street lighting	41	9.4 %
Condition of City sidewalks	53	12.2 %
Landscaping/appearance of public areas along City streets	42	9.7 %
Satisfaction with tree trimming/replacement program	55	12.7 %
None chosen	154	35.5 %
Total	434	100.0 %

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

Q14. Sum of Top Three Choices	Number	Percent
Maintenance of street signs and traffic signals	116	26.7 %
Maintenance of City buildings	57	13.1 %
Snow removal on major City streets	133	30.6 %
Adequacy of City street lighting	173	39.9 %
Condition of City sidewalks	188	43.3 %
Landscaping/appearance of public areas along City streets	134	30.9 %
Satisfaction with tree trimming/replacement program	129	29.7 %
None chosen	95	21.9 %
Total	1025	

Q15. Maintenance of City Streets: In general, how would you rate the following? For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. The quality of street repair services	21.2%	43.8%	20.7%	6.7%	3.7%	3.9%
Q15b. The quality of street cleaning services	35.0%	45.2%	12.0%	4.4%	1.4%	2.1%
Q15c. The quality of snow removal services	42.4%	38.0%	14.1%	3.0%	0.7%	1.8%

WITHOUT DON'T KNOW

Q15. Maintenance of City Streets: In general, how would you rate the following? For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. The quality of street repair services	22.1%	45.6%	21.6%	7.0%	3.8%
Q15b. The quality of street cleaning services	35.8%	46.1%	12.2%	4.5%	1.4%
Q15c. The quality of snow removal services	43.2%	38.7%	14.3%	3.1%	0.7%

Q16. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Maintenance of City parks	41.9%	47.9%	4.6%	0.5%	0.2%	4.9%
Q16b. How close neighborhood parks are to your home	50.7%	34.5%	6.3%	3.0%	1.6%	3.9%
Q16c. Number of walking and biking trails	30.6%	35.6%	17.4%	8.1%	1.6%	6.7%
Q16d. Quality of outdoor athletic fields	29.9%	37.5%	13.4%	3.2%	0.0%	16.0%
Q16e. Number of outdoor athletic fields	31.5%	33.6%	14.8%	4.4%	0.7%	15.0%
Q16f. Availability of information about City parks	37.4%	38.7%	13.2%	1.6%	0.7%	8.4%
Q16g. City's youth fitness programs	24.8%	31.0%	11.8%	2.1%	0.2%	30.1%
Q16h. City's adult fitness programs	30.3%	36.1%	11.8%	1.9%	0.0%	19.9%
Q16i. City's recreation opportunities	36.1%	41.2%	9.0%	1.6%	0.2%	11.8%
Q16j. City's special events and festivals	41.3%	39.9%	9.6%	1.2%	0.5%	7.5%

WITHOUT DON'T KNOW

Q16. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of City parks	44.0%	50.4%	4.9%	0.5%	0.2%
Q16b. How close neighborhood parks are to your home	52.8%	35.9%	6.5%	3.1%	1.7%
Q16c. Number of walking and biking trails	32.8%	38.2%	18.6%	8.7%	1.7%
Q16d. Quality of outdoor athletic fields	35.5%	44.6%	16.0%	3.9%	0.0%
Q16e. Number of outdoor athletic fields	37.1%	39.5%	17.4%	5.2%	0.8%
Q16f. Availability of information about City parks	40.8%	42.3%	14.4%	1.8%	0.8%
Q16g. City's youth fitness programs	35.4%	44.4%	16.9%	3.0%	0.3%
Q16h. City's adult fitness programs	37.9%	45.1%	14.7%	2.3%	0.0%
Q16i. City's recreation opportunities	40.9%	46.7%	10.2%	1.8%	0.3%
Q16j. City's special events and festivals	44.7%	43.1%	10.4%	1.3%	0.5%

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q17. 1 st Choice	Number	Percent
Maintenance of City parks	103	23.7 %
How close neighborhood parks are to your home	27	6.2 %
Number of walking and biking trails	76	17.5 %
Quality of outdoor athletic fields	12	2.8 %
Number of outdoor athletic fields	6	1.4 %
Availability of information about City parks recreation programs	9	2.1 %
City's youth fitness programs	23	5.3 %
City's adult fitness programs	22	5.1 %
City's recreation opportunities	9	2.1 %
City's special events and festivals	30	6.9 %
None chosen	117	27.0 %
Total	434	100.0 %

Q17. 2 nd Choice	Number	Percent
Maintenance of City parks	43	9.9 %
How close neighborhood parks are to your home	13	3.0 %
Number of walking and biking trails	67	15.4 %
Quality of outdoor athletic fields	25	5.8 %
Number of outdoor athletic fields	13	3.0 %
Availability of information about City parks recreation programs	16	3.7 %
City's youth fitness programs	20	4.6 %
City's adult fitness programs	27	6.2 %
City's recreation opportunities	40	9.2 %
City's special events and festivals	25	5.8 %
None chosen	145	33.4 %
Total	434	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q17. 3 rd Choice	Number	Percent
Maintenance of City parks	28	6.5 %
How close neighborhood parks are to your home	6	1.4 %
Number of walking and biking trails	27	6.2 %
Quality of outdoor athletic fields	14	3.2 %
Number of outdoor athletic fields	15	3.5 %
Availability of information about City parks recreation programs	18	4.1 %
City's youth fitness programs	16	3.7 %
City's adult fitness programs	19	4.4 %
City's recreation opportunities	49	11.3 %
City's special events and festivals	61	14.1 %
None chosen	181	41.7 %
Total	434	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

Q17. Sum of the Top Three Choices	Number	Percent
Maintenance of City parks	174	40.1 %
How close neighborhood parks are to your home	46	10.6 %
Number of walking and biking trails	170	39.2 %
Quality of outdoor athletic fields	51	11.8 %
Number of outdoor athletic fields	34	7.8 %
Availability of information about City parks recreation programs	43	9.9 %
City's youth fitness programs	59	13.6 %
City's adult fitness programs	68	15.7 %
City's recreation opportunities	98	22.6 %
City's special events and festivals	116	26.7 %
None chosen	117	27.0 %
Total	976	

Q18. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?

Q18. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?

	Number	Percent
Yes	362	83.4 %
No	35	8.1 %
Don't know	37	8.5 %
Total	434	100.0 %

Q19. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important."

(N=434)

	Very Important	Important	Neutral	Not Important	Don't Know
Q19a. Your feeling of safety in City parks	74.8%	14.8%	3.7%	2.1%	4.6%
Q19b. Additional shade at playgrounds and picnic sites	29.6%	30.3%	26.6%	7.2%	6.5%
Q19c. Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	24.2%	22.6%	28.6%	17.6%	6.9%
Q19d. Center of Clayton improvements: sauna and/or steam room	17.4%	16.0%	25.2%	32.6%	8.8%
Q19e. Green space (park) expansion	36.3%	30.1%	19.7%	8.3%	5.6%
Q19f. Hanley House preservation	15.5%	24.5%	33.3%	12.2%	14.5%
Q19g. Center of Clayton improvements: expanded fitness center	28.4%	28.9%	24.0%	11.1%	7.6%
Q19h. Neighborhood park improvements	32.9%	37.3%	19.0%	4.2%	6.7%
Q19i. Playground improvements	24.0%	32.6%	28.4%	7.0%	7.9%
Q19j. New walking and biking trails	38.6%	31.6%	16.3%	7.9%	5.6%

Q20. Please choose three of the priorities in Question 19 that are of highest priority for you and your family.

<u>Q20. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	120	27.6 %
Additional shade at playgrounds and picnic sites	16	3.7 %
Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	27	6.2 %
Center of Clayton improvements: sauna and/or steam room	20	4.6 %
Green space (park) expansion	39	9.0 %
Hanley House preservation	6	1.4 %
Center of Clayton improvements: expanded fitness center	45	10.4 %
Neighborhood park improvements	23	5.3 %
Playground improvements	6	1.4 %
New walking and biking trails	56	12.9 %
<u>None chosen</u>	<u>76</u>	<u>17.5 %</u>
Total	434	100.0 %

<u>Q22. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	25	5.8 %
Additional shade at playgrounds and picnic sites	26	6.0 %
Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	45	10.4 %
Center of Clayton improvements: sauna and/or steam room	25	5.8 %
Green space (park) expansion	39	9.0 %
Hanley House preservation	15	3.5 %
Center of Clayton improvements: expanded fitness center	40	9.2 %
Neighborhood park improvements	53	12.2 %
Playground improvements	24	5.5 %
New walking and biking trails	48	11.1 %
<u>None chosen</u>	<u>94</u>	<u>21.7 %</u>
Total	434	100.0 %

Q20. Please choose three of the priorities in Question 19 that are of highest priority for you and your family.

<u>Q22. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	27	6.2 %
Additional shade at playgrounds and picnic sites	23	5.3 %
Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	25	5.8 %
Center of Clayton improvements: sauna and/or steam room	17	3.9 %
Green space (park) expansion	39	9.0 %
Hanley House preservation	15	3.5 %
Center of Clayton improvements: expanded fitness center	26	6.0 %
Neighborhood park improvements	48	11.1 %
Playground improvements	23	5.3 %
New walking and biking trails	57	13.1 %
<u>None chosen</u>	<u>134</u>	<u>30.9 %</u>
Total	434	100.0 %

Q20. Please choose three of the priorities in Question 19 that are of highest priority for you and your family. (Sum of Top Three Choices)

<u>Q20. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	172	39.6 %
Additional shade at playgrounds and picnic sites	65	15.0 %
Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	97	22.4 %
Center of Clayton improvements: sauna and/or steam room	62	14.3 %
Green space (park) expansion	117	27.0 %
Hanley House preservation	36	8.3 %
Center of Clayton improvements: expanded fitness center	111	25.6 %
Neighborhood park improvements	124	28.6 %
Playground improvements	53	12.2 %
New walking and biking trails	161	37.1 %
<u>None chosen</u>	<u>76</u>	<u>17.5 %</u>
Total	1074	

Q21. City Communication: What are your primary sources for information about community activities and services?

Q21. City Communication: What are your primary sources for information about community activities and services?

	Number	Percent
The CityViews (City newsletter)	323	74.4 %
www.ci.clayton.mo.us (City website)	177	40.8 %
Clayton Connection (weekly email update)	93	21.4 %
Government access cable channel	1	0.2 %
Radio	17	3.9 %
Facebook	28	6.5 %
Twitter	10	2.3 %
Other printed publications	58	13.4 %
Signage, other printed material from the City	105	24.2 %
Neighborhood meetings, Ward meetings	31	7.1 %
Parks & Recreation brochure	172	39.6 %
Other	19	4.4 %
None chosen	15	3.5 %
Total	1049	

Q21. Other

Q21 Other

-
- BOOK CLUB
 - CENTER OF CLAYTON
 - CENTER OF CLAYTON
 - DAVIS PLACE NEWSLETTER
 - EMAIL
 - FRIENDS
 - LOCAL NEWS
 - MY DAUGHTER KEEPS UP WITH ALL THE CLAYTON NEWS FROM OUT OF TOWN AND INFORMS ME OF ANYTHING.
 - NEIGHBORS
 - NEIGHBORS
 - NEIGHBORS/FRIENDS
 - NEW APP
 - NOT AWARE OF ANY
 - OLD TOWN CLAYTON MEETINGS AND EMAILS
 - WEST END WORD
 - WORD OF MOUTH
 - WORD OF MOUTH
 - WORD OF MOUTH AND THE NEW CLAYTON PUBLICATION

Q22. How important is it to you to continue to receive a printed version of the CityViews newsletter versus reading it via the Internet?

Q22. How important is it to you to continue to receive a printed version of the CityViews newsletter versus reading it via the Internet?

	Number	Percent
Very Important	118	27.2 %
Somewhat Important	107	24.7 %
Not Sure	64	14.7 %
Unimportant	145	33.4 %
Total	434	100.0 %

Q23. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. The availability of information about City programs and services	30.6%	49.5%	12.0%	4.6%	0.2%	3.0%
Q23b. City's efforts to keep you informed about local issues	29.0%	43.3%	14.7%	8.5%	0.7%	3.7%
Q23c. How open the City is to public involvement and input from residents	26.0%	33.6%	20.5%	6.2%	1.6%	12.0%
Q23d. The quality of the City's website	20.5%	37.6%	21.4%	3.2%	0.9%	16.4%
Q23e. The content of the City's newsletter	25.9%	48.4%	17.4%	1.6%	0.7%	6.0%
Q23f. How well the City's communications meet your needs	23.8%	48.5%	16.9%	7.6%	0.9%	2.3%

WITHOUT DON'T KNOW

Q23. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. The availability of information about City programs and services	31.6%	51.1%	12.4%	4.8%	0.2%
Q23b. City's efforts to keep you informed about local issues	30.1%	45.0%	15.3%	8.9%	0.7%
Q23c. How open the City is to public involvement and input from residents	29.6%	38.2%	23.3%	7.1%	1.8%
Q23d. The quality of the City's website	24.5%	44.9%	25.6%	3.9%	1.1%
Q23e. The content of the City's newsletter	27.6%	51.5%	18.5%	1.7%	0.7%
Q23f. How well the City's communications meet your needs	24.3%	49.6%	17.3%	7.8%	0.9%

Q24. How satisfied are you with culture, dining and shopping in Clayton?

Q24. How satisfied are you with culture, dining and shopping in Clayton?	Number	Percent
Very Satisfied	155	35.7 %
Satisfied	192	44.2 %
Neutral	46	10.6 %
Dissatisfied	27	6.2 %
Very Dissatisfied	5	1.2 %
Don't Know	9	2.1 %
Total	434	100.0 %

Q25. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25a. Quality of residential trash collection services	55.8%	31.3%	5.1%	2.8%	0.7%	4.4%
Q25b. Quality of recycling collection services	55.5%	30.0%	4.8%	3.9%	1.2%	4.6%
Q25c. Quality of yard waste collection services	47.0%	26.7%	8.5%	5.1%	0.9%	11.8%

WITHOUT DON'T KNOW

Q25. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25a. Quality of residential trash collection services	58.3%	32.8%	5.3%	2.9%	0.7%
Q25b. Quality of recycling collection services	58.2%	31.4%	5.1%	4.1%	1.2%
Q25c. Quality of yard waste collection services	53.3%	30.3%	9.7%	5.7%	1.0%

Q26. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q26a. Enforcing the cleanup of litter and debris on private property	20.3%	32.0%	13.1%	6.0%	2.1%	26.5%
Q26b. Enforcing the mowing and trimming of lawns on private property	19.8%	30.0%	14.3%	6.0%	2.5%	27.4%
Q26c. Enforcing the maintenance of residential property (exterior of homes)	18.4%	32.9%	15.2%	6.5%	2.3%	24.7%
Q26d. Enforcing the maintenance of business property	17.7%	35.3%	16.1%	2.8%	0.7%	27.4%
Q26e. Enforcing codes designed to protect public safety	20.6%	33.0%	15.2%	1.8%	0.9%	28.4%

WITHOUT DON'T KNOW

Q26. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q26a. Enforcing the cleanup of litter and debris on private property	27.6%	43.6%	17.9%	8.2%	2.8%
Q26b. Enforcing the mowing and trimming of lawns on private property	27.3%	41.3%	19.7%	8.3%	3.5%
Q26c. Enforcing the maintenance of residential property (exterior of homes)	24.5%	43.7%	20.2%	8.6%	3.1%
Q26d. Enforcing the maintenance of business property	24.4%	48.6%	22.2%	3.8%	1.0%
Q26e. Enforcing codes designed to protect public safety	28.7%	46.1%	21.3%	2.6%	1.3%

Q27. Over the last year have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

Q27. Over the last year have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

	Number	Percent
Yes	27	6.2 %
No	407	93.8 %
Total	434	100.0 %

Q27a. Which of the categories in Question 26 were you calling to report? Circle all that apply: A, B, C, D, E

Q27a. Which of the categories in Question 26 were you calling to report?

	Number	Percent
Enforcing the cleanup of litter and debris on private property	8	29.6 %
Enforcing the mowing and trimming of lawns on private property	5	18.5 %
Enforcing the maintenance of residential property (exterior of homes)	11	40.7 %
Enforcing the maintenance of business property	2	7.4 %
Enforcing codes designed to protect public safety	7	25.9 %
None chosen	5	17.5 %
Total	38	

Q28. For which of the following areas do you support the City's use of financial incentives to attract and expand?

Q28. For which of the following areas do you support the City's use of financial incentives to attract and expand?

	Number	Percent
Offices/corporations	226	52.1 %
Retail	285	65.7 %
Downtown High Density/Market Rate Residential	176	40.6 %
None chosen	70	16.1 %
Total	757	

Q29. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

Q29. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

	Number	Percent
Yes	141	32.5 %
No	293	67.5 %
Total	434	100.0 %

Q29b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q29a.

(N=141)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q29b. How easy the department was to contact	40.7%	40.0%	7.9%	7.1%	4.3%	0.0%
Q29c. How courteously you were treated	42.9%	34.3%	8.6%	7.1%	5.0%	2.1%
Q29d. Technical competence and knowledge of City employees who assisted you	35.7%	41.4%	7.1%	6.4%	7.1%	2.1%
Q29e. Overall responsiveness of City employees to your request or concern	39.3%	32.1%	10.7%	7.1%	10.7%	0.0%

WITHOUT DON'T KNOW

Q29b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q29a. (Without "Don't Know")

(N=141)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q29b. How easy the department was to contact	40.7%	40.0%	7.9%	7.1%	4.3%
Q29c. How courteously you were treated	43.8%	35.0%	8.8%	7.3%	5.1%
Q29d. Technical competence and knowledge of City employees who assisted you	36.5%	42.3%	7.3%	6.6%	7.3%
Q29e. Overall responsiveness of City employees to your request or concern	39.3%	32.1%	10.7%	7.1%	10.7%

Q30. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q30a. Ease of north/south travel	18.0%	44.1%	20.6%	12.2%	0.9%	4.2%
Q30b. Ease of east/west travel	22.6%	48.3%	17.6%	7.4%	0.7%	3.5%
Q30c. Ease of travel from home to schools	27.3%	37.0%	14.4%	2.8%	1.2%	17.4%
Q30d. Ease of travel from your home to work	33.8%	45.8%	11.3%	1.2%	0.9%	6.9%
Q30e. Availability of public transportation	19.9%	28.4%	22.6%	9.0%	2.1%	18.0%
Q30f. Availability of bicycle lanes	17.5%	28.8%	21.9%	13.8%	5.3%	12.7%
Q30g. Availability of pedestrian walkways	26.7%	43.5%	15.7%	6.7%	2.3%	5.1%
Q30h. Availability of parking in residential areas	23.5%	44.5%	17.5%	9.0%	1.4%	4.1%
Q30i. Availability of parking in business district	12.2%	36.2%	25.6%	18.9%	3.7%	3.5%

WITHOUT DON'T KNOW

Q30. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=434)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q30a. Ease of north/south travel	18.8%	46.0%	21.4%	12.8%	1.0%
Q30b. Ease of east/west travel	23.4%	50.0%	18.2%	7.7%	0.7%
Q30c. Ease of travel from home to schools	33.1%	44.8%	17.4%	3.4%	1.4%
Q30d. Ease of travel from your home to work	36.3%	49.3%	12.2%	1.2%	1.0%
Q30e. Availability of public transportation	24.2%	34.6%	27.6%	11.0%	2.5%
Q30f. Availability of bicycle lanes	20.1%	33.0%	25.1%	15.8%	6.1%
Q30g. Availability of pedestrian walkways	28.2%	45.9%	16.5%	7.0%	2.4%
Q30h. Availability of parking in residential areas	24.5%	46.4%	18.3%	9.4%	1.4%
Q30i. Availability of parking in business district	12.6%	37.5%	26.5%	19.6%	3.8%

Q31. During budget discussions, if it is determined that reductions in services are necessary, please indicate your preference for reduction in the following services.

(N=434)

	Increase Service but Cut Other Services	No Change	Limited Reduction	Substantial Reduction	Don't Know
Q31a. Police service	14.4%	77.3%	3.7%	0.5%	4.2%
Q31b. Crime prevention	20.4%	68.4%	7.0%	0.0%	4.2%
Q31c. Criminal investigations	11.4%	78.3%	5.8%	0.2%	4.2%
Q31d. Response to fire emergencies	9.1%	82.6%	3.7%	0.7%	4.0%
Q31e. Advanced emergency medical services	10.5%	76.5%	6.7%	1.6%	4.7%
Q31f. Park maintenance	4.7%	64.3%	23.8%	2.6%	4.7%
Q31g. Availability of recreation programs and facilities	7.7%	57.0%	28.1%	2.3%	4.9%
Q31h. Leaf collection	5.6%	63.7%	24.2%	2.3%	4.2%
Q31i. Street sweeping	4.0%	54.2%	33.0%	4.2%	4.7%
Q31j. Landscaping of parkways and public streets	5.6%	54.2%	30.9%	4.9%	4.4%
Q31k. City street maintenance	13.5%	69.7%	12.1%	0.2%	4.4%
Q31l. Traffic and congestion management	12.3%	57.5%	22.3%	3.5%	4.4%
Q31m. Maintenance of city buildings	3.5%	63.1%	26.0%	3.5%	3.9%
Q31n. Enforcement of private property building/maintenance codes	4.4%	57.3%	29.5%	5.1%	3.7%
Q31o. Frequency and quality of communication from the City	4.4%	45.6%	39.8%	7.0%	3.3%

WITHOUT DON'T KNOW

Q31. During budget discussions, if it is determined that reductions in services are necessary, please indicate your preference for reduction in the following services. (Without "Don't Know")

(N=434)

	Increase Service but Cut Other Services	No Change	Limited Reduction	Substantial Reduction
Q31a. Police service	15.0%	80.6%	3.9%	0.5%
Q31b. Crime prevention	21.3%	71.4%	7.3%	0.0%
Q31c. Criminal investigations	11.9%	81.8%	6.1%	0.2%
Q31d. Response to fire emergencies	9.4%	86.0%	3.9%	0.7%
Q31e. Advanced emergency medical services	11.0%	80.2%	7.1%	1.7%
Q31f. Park maintenance	4.9%	67.5%	24.9%	2.7%
Q31g. Availability of recreation programs and facilities	8.1%	59.9%	29.6%	2.4%
Q31h. Leaf collection	5.8%	66.5%	25.2%	2.4%
Q31i. Street sweeping	4.1%	56.8%	34.6%	4.4%
Q31j. Landscaping of parkways and public streets	5.8%	56.7%	32.4%	5.1%
Q31k. City street maintenance	14.1%	72.9%	12.7%	0.2%
Q31l. Traffic and congestion management	12.9%	60.2%	23.3%	3.6%
Q31m. Maintenance of city buildings	3.6%	65.7%	27.1%	3.6%
Q31n. Enforcement of private property building/maintenance codes	4.6%	59.5%	30.6%	5.3%
Q31o. Frequency and quality of communication from the City	4.6%	47.1%	41.1%	7.2%

Q32. The Board of Aldermen is considering possible ballot proposals for next April. Below is a list of possible proposals. For each, indicate if it is something you would "strongly favor", "favor", "oppose" or "strongly oppose".

(N=434)

	Strongly Favor	Favor	Oppose	Strongly Oppose	Don't Know
Q32a. A bond proposal for \$15 million to improve residential streets, plus sidewalks, alleys and street lights. To repay these bonds, this proposal will increase property taxes approximately 12 cents costing the owner of a \$500,000 house \$114 a year, or about \$2.19 per week.	15.1%	43.2%	21.3%	11.8%	8.6%
Q32b. A proposal to maintain the existing level of ambulance and fire protection service by passing a ¼-cent sales tax increase earmarked for these emergency services.	27.4%	44.3%	15.5%	7.0%	5.8%
Q32c. A proposal to improve City economic development activities, including downtown infrastructure improvements, by passing a ¼-cent sales tax increase.	15.1%	37.4%	23.9%	10.2%	13.5%
Q32d. A bond proposal for \$10 million to build a Shaw Park multi-purpose recreation facility. These funds would also include replacing the outdated ice rink with a new rink that could be used year-round by converting the surface for other activities during non-winter months. Repayment of these bonds would increase property taxes approximately 8 cents costing the owner of a \$500,000 house \$76 a year, or about \$1.46 per week.	13.7%	31.1%	25.3%	19.7%	10.2%

WITHOUT DON'T KNOW

Q32. The Board of Aldermen is considering possible ballot proposals for next April. Below is a list of possible proposals. For each, indicate if it is something you would "strongly favor", "favor", "oppose" or "strongly oppose". (without don't know)

(N=434)

	Strongly Favor	Favor	Oppose	Strongly Oppose
Q32a. A bond proposal for \$15 million to improve residential streets, plus sidewalks, alleys and street lights. To repay these bonds, this proposal will increase property taxes approximately 12 cents costing the owner of a \$500,000 house \$114 a year, or about \$2.19 per week.	16.5%	47.2%	23.4%	12.9%
Q32b. A proposal to maintain the existing level of ambulance and fire protection service by passing a ¼-cent sales tax increase earmarked for these emergency services.	29.1%	47.0%	16.5%	7.4%
Q32c. A proposal to improve City economic development activities, including downtown infrastructure improvements, by passing a ¼-cent sales tax increase.	17.4%	43.2%	27.6%	11.8%
Q32d. A bond proposal for \$10 million to build a Shaw Park multi-purpose recreation facility. These funds would also include replacing the outdated ice rink with a new rink that could be used year-round by converting the surface for other activities during non-winter months. Repayment of these bonds would increase property taxes approximately 8 cents costing the owner of a \$500,000 house \$76 a year, or about \$1.46 per week.	15.2%	34.6%	28.2%	22.0%

Q33. Please rank order these proposals in order of their importance using the numbers 1 through 4. If you think it is the most important of the four, rank it a "1." If you think it the least important of the four, rank it "4." Then use "2" and "3" for your middle two choices. If you think none are important, just place a "X" next to that choice and leave the others blank.

(N=434)

	Most Important	Important	Somewhat Important	Least Important	None Are Important	None Selected
Q33a. Shaw Park recreation facility	13.6%	12.7%	15.7%	45.9%	6.9%	5.3%
Q33b. Fire protection services	34.8%	22.6%	21.4%	10.4%	0.0%	10.8%
Q33c. Economic development	19.1%	26.7%	27.2%	16.1%	0.0%	10.8%
Q33d. Streets, sidewalks, alleys and street lights	25.3%	25.3%	23.5%	14.5%	0.0%	11.3%

WITHOUT NONE SELECTED

Q33. Please rank order these proposals in order of their importance using the numbers 1 through 4. If you think it is the most important of the four, rank it a "1." If you think it the least important of the four, rank it "4." Then use "2" and "3" for your middle two choices. If you think none are important, just place a "X" next to that choice and leave the others blank.

(N=434)

	Most Important	Important	Somewhat Important	Least Important	None Are Important
Q33a. Shaw Park recreation facility	13.6%	12.7%	15.7%	45.9%	6.9%
Q33b. fire protection services	34.8%	22.6%	21.4%	10.4%	0.0%
Q33c. economic development	19.1%	26.7%	27.2%	16.1%	0.0%
Q33d. streets, sidewalks, alleys and street lights	25.3%	25.3%	23.5%	14.5%	0.0%

Q34. If the two possible proposals for increasing the sales tax are successful, Clayton's total sales tax rate, counting sales taxes paid in many cities to support Community Improvement and Transportation Development Districts, would still remain lower than in most nearby communities. Knowing that, are you.....

Q34. Would still remain lower than in most nearby communities. Knowing that, are you.....	Number	Percent
Much more inclined to support the proposal	75	17.3 %
Somewhat more inclined to support the proposal	141	32.5 %
Less inclined to support the proposal	21	4.8 %
None are important	182	41.9 %
No response	15	3.5 %
Total	434	100.0 %

Q35. For each of the following statements about these possible proposals, please indicate if you "strongly agree", "agree", "disagree", or "strongly disagree".

(N=434)

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Q35a. These are all important proposals for keeping Clayton strong. The Board of Aldermen should put all of them on the ballot.	13.1%	34.7%	29.4%	10.3%	12.6%
Q35b. With the soft economy, now is just a bad time to ask for any type of tax increase.	11.9%	27.2%	44.9%	6.7%	9.3%
Q35c. Clayton is just fine the way it is now. These proposals are not needed.	6.0%	21.6%	50.2%	11.4%	10.7%
Q35d. Clayton has been a great place for people to live for a long time now. We need to make these improvements, including investing in our infrastructure, to maintain the quality of life we enjoy in our city.	21.3%	45.9%	17.2%	3.7%	11.8%
Q35e. Even if all of these proposals pass, the tax increase is very modest. Plus the sales tax brings in revenue from those who shop, but don't live, in Clayton. These	13.7%	43.4%	19.5%	8.4%	15.1%
Q35f. As Clayton begins its second century, we need to pass these proposals so the City can continue to attract families and businesses.	16.2%	38.7%	21.6%	7.7%	15.8%
Q35g. The city has made cuts according to the plan communicated to citizens. Citizens can now help by passing these proposals to maintain our service levels and positive direction.	12.5%	37.4%	20.4%	6.0%	23.7%

WITHOUT DON'T KNOW

Q35. For each of the following statements about these possible proposals, please indicate if you "strongly agree", "agree", "disagree", or "strongly disagree". (Without "Don't Know")

(N=434)

	Strongly Agree	Agree	Disagree	Strongly Disagree
Q35a. These are all important proposals for keeping Clayton strong. The Board of Aldermen should put all of them on the ballot.	14.9%	39.7%	33.6%	11.7%
Q35b. With the soft economy, now is just a bad time to ask for any type of tax increase.	13.1%	30.0%	49.5%	7.4%
Q35c. Clayton is just fine the way it is now. These proposals are not needed.	6.8%	24.2%	56.3%	12.8%
Q35d. Clayton has been a great place for people to live for a long time now. We need to make these improvements, including investing in our infrastructure, to maintain the quality of life we enjoy in our city.	24.2%	52.1%	19.5%	4.2%
Q35e. Even if all of these proposals pass, the tax increase is very modest. Plus the sales tax brings in revenue from those who shop, but don't live, in Clayton. These	16.1%	51.1%	23.0%	9.8%
Q35f. As Clayton begins its second century, we need to pass these proposals so the City can continue to attract families and businesses.	19.3%	46.0%	25.6%	9.1%
Q35g. The city has made cuts according to the plan communicated to citizens. Citizens can now help by passing these proposals to maintain our service levels and positive direction.	16.4%	48.9%	26.7%	7.9%

Q36. Approximately, how many years have you lived in the City of Clayton?

Q36. Approximately, how many years have you lived in the City of Clayton?	Number	Percent
Less than 5 years	151	34.8 %
5-10 years	105	24.2 %
11-20 years	89	20.5 %
20+ years	86	19.8 %
Not provided	3	0.7 %
Total	434	100.0 %

Q38. In what kind of home do you live?

Q38. In what kind of home do you live?	Number	Percent
Apartment	55	12.7 %
Condominium	91	21.0 %
Single family home	263	60.6 %
Townhouse	16	3.7 %
Other	4	0.9 %
Not provided	5	1.2 %
Total	434	100.0 %

Q39. What is your age?

Q39. What is your age?	Number	Percent
18 to 34	74	17.1 %
35 to 44	89	20.5 %
45 to 54	113	26.0 %
55 to 64	101	23.3 %
65+	54	12.4 %
Not provided	3	0.7 %
Total	434	100.0 %

Q40. Number of Household Occupants By Age

	Mean	Sum
Number	2.91	1224
Under age 5	0.20	83
Ages 5-9	0.23	96
Ages 10-14	0.34	142
Ages 15-19	0.31	130
Ages 20-24	0.19	79
Ages 25-34	0.26	109
Ages 35-44	0.37	154
Ages 45-54	0.49	206
Ages 55-64	0.38	159
Ages 65-74	0.08	34
Ages 75+	0.08	32

Q41. Would you say your total annual household income is:

Q41. Would you say your total annual household income is:	Number	Percent
Under \$30,000	7	1.6 %
\$30,000-\$59,999	27	6.2 %
\$60,000-\$99,999	42	9.7 %
\$100,000-\$149,999	64	14.7 %
\$150,000-\$199,999	63	14.5 %
Over \$200,000	181	41.7 %
Not provided	50	11.5 %
Total	434	100.0 %

Q42. Which of the following best describes your race/ethnicity?

Q42. Which of the following best describes your race/ethnicity?	Number	Percent
White/Caucasian	347	80.0 %
African American/Black	28	6.5 %
Hispanic/Latino/Spanish	10	2.3 %
Native American/Eskimo	1	0.2 %
Asian/Pacific Islander	41	9.4 %
Other	5	1.2 %
Not provided	12	2.8 %
Total	444	

Q43. Your gender

Q43. Your gender:	Number	Percent
Male	216	49.8 %
Female	218	50.2 %
Total	434	100.0 %

Section 5:
Survey Instrument



City of Clayton

10 North Bemiston • Clayton, Missouri 63105 • 314-727-8100

November 2013

Dear Clayton Resident,

The City of Clayton is requesting your help and a few minutes of your time. You have been chosen to participate in a survey designed to gather resident opinions and input on City programs and services. The information requested in this survey will be used to improve and expand existing programs and determine future needs of residents of the City of Clayton.

We greatly appreciate your participation. We realize that completing this survey will take time, but we have included only questions that are vital to an effective evaluation. The time you invest in this survey will influence decisions made about the City's future.

Please return your completed survey as soon as possible using the postage-paid envelope provided. You have the option of completing the survey online at www.2013claytoncommunitysurvey.com Individual responses to the survey will remain confidential.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the City this spring.

Please contact Judy Kekich with the City of Clayton at 314.290.8473 if you have any questions.

Thank you in advance for your participation and help in shaping Clayton's future.

Sincerely,

Craig S. Owens
City Manager



2013 City of Clayton Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call Judy Kekich at 314.290.8473.

1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below.

City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of public safety services - police, fire and ambulance/emergency medical (EMS)	5	4	3	2	1	9
B.	Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of City streets	5	4	3	2	1	9
D.	Overall maintenance of City buildings/facilities	5	4	3	2	1	9
E.	Overall enforcement of City codes and ordinances for buildings and housing	5	4	3	2	1	9
F.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G.	Overall effectiveness of City communication with citizens	5	4	3	2	1	9
H.	Overall quality of storm water runoff/storm water management system	5	4	3	2	1	9
I.	Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

_____ 1st _____ 2nd _____ 3rd

3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

How would you rate The City of Clayton:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the City	5	4	3	2	1	9
D.	How well the City is planning and managing redevelopment	5	4	3	2	1	9
E.	Overall quality of life in the City	5	4	3	2	1	9
F.	Overall feeling of safety in the City	5	4	3	2	1	9
G.	Quality of new residential development in the City	5	4	3	2	1	9
H.	Quality of new commercial development in the City	5	4	3	2	1	9
I.	Appeal as a place to retire	5	4	3	2	1	9
J.	Overall appearance of the City	5	4	3	2	1	9
K.	Cultural opportunities in Clayton	5	4	3	2	1	9

4. **Public Safety:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The visibility of police in neighborhoods	5	4	3	2	1	9
B.	The visibility of police in retail areas	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Overall competency of Clayton Police Dept	5	4	3	2	1	9
F.	Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
G.	Enforcement of local traffic laws	5	4	3	2	1	9
H.	Overall quality of Clayton Fire Department	5	4	3	2	1	9
I.	Overall quality of Clayton EMS	5	4	3	2	1	9
J.	The City's efforts to prevent fires and provide fire safety and injury prevention education	5	4	3	2	1	9
K.	How quickly Fire Department responds	5	4	3	2	1	9
L.	How quickly ambulance/EMS responds	5	4	3	2	1	9
M.	Overall competency of Clayton Fire Dept, including ambulance service	5	4	3	2	1	9
N.	The City's municipal court	5	4	3	2	1	9

5. Which **THREE** of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 4 above.]

_____ 1st _____ 2nd _____ 3rd

6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking alone in your neighborhood in general	4	3	2	1	9
B.	Walking alone in your neighborhood after dark	4	3	2	1	9
C.	Walking alone in your neighborhood during the day	4	3	2	1	9
D.	Walking alone in business areas after dark	4	3	2	1	9
E.	Walking alone in business areas during the day	4	3	2	1	9

7. During the past 12 months, were you or anyone in your household the victim of any crime in Clayton?
 _____ (1) Yes [go to Q7a] _____ (2) No [go to Q8] _____ (9) Don't know [go to Q8]

7a. If "yes", did you report all of these crimes to the police?
 _____ (1) Yes _____ (2) No _____ (9) Don't know

8. During the past 12 months, have you had ANY contact with the Clayton Police Department?
 _____ (1) Yes [go to Q8a] _____ (2) No [go to Q9] _____ (9) Don't know [go to Q9]

8a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (9) Don't know

9. During the past 12 months, have you had ANY contact with the Clayton Fire Department?
 _____ (1) Yes [go to Q9a] _____ (2) No [go to Q10] _____ (9) Don't know [go to Q10]

9a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (9) Don't know

10. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton? (1) Yes [go to Q10a] _____ (2) No [go to Q11] _____ (9) Don't know [go to Q11]

10a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (9) Don't know

11. How would you rate your own public safety awareness?

_____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (5) Don't know

12. Do you have an emergency plan in place for members of your household?

_____ (1) Yes _____ (2) No _____ (9) Don't know

13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
B.	Maintenance of City buildings	5	4	3	2	1	9
C.	Snow removal on major City streets	5	4	3	2	1	9
D.	Adequacy of City street lighting	5	4	3	2	1	9
E.	Condition of City sidewalks	5	4	3	2	1	9
F.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
G.	Satisfaction with tree trimming/replacement	5	4	3	2	1	9

14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]

_____ 1st _____ 2nd _____ 3rd

15. Maintenance of City Streets: In general, how would you rate the following? For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.

<i>Public Works Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The quality of street repair services	5	4	3	2	1	9
B.	The quality of street cleaning services	5	4	3	2	1	9
C.	The quality of snow removal services	5	4	3	2	1	9

16. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	How close neighborhood parks are to your home	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Quality of outdoor athletic fields	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Availability of information about City parks	5	4	3	2	1	9
G.	City's youth fitness programs	5	4	3	2	1	9
H.	City's adult fitness programs	5	4	3	2	1	9
I.	City's recreation opportunities	5	4	3	2	1	9
J.	City's special events and festivals	5	4	3	2	1	9

17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 16 above.]

_____ 1st _____ 2nd _____ 3rd

18. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months? _____ (1) Yes _____ (2) No _____ (3) Don't know

19. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important."

<i>Parks and Recreation Initiatives</i>		<i>Very Important</i>	<i>Important</i>	<i>Neutral</i>	<i>Not Important</i>	<i>Don't Know</i>
A.	Your feeling of safety in City parks	4	3	2	1	9
B.	Additional shade at playgrounds and picnic sites	4	3	2	1	9
C.	Multi-use year round facility at the ice rink which might include covered rink, a performance venue and restaurant	4	3	2	1	9
D.	Center of Clayton improvements: sauna and/or steam room	4	3	2	1	9
E.	Green space (park) expansion	4	3	2	1	9
F.	Hanley House preservation	4	3	2	1	9
G.	Center of Clayton improvements: expanded fitness center	4	3	2	1	9
H.	Neighborhood park improvements	4	3	2	1	9
I.	Playground improvements	4	3	2	1	9
J.	New walking and biking trails	4	3	2	1	9

20. Please choose three of the priorities in Question 19 that are of highest priority for you and your family. [Write in the letters below from the list in Question 19 above.]

_____ 1st _____ 2nd _____ 3rd

21. City Communication: What are your primary sources for information about community activities and services?

- | | |
|----------------------------------------------------------------------------------------|--------------------------------------------------------|
| ____(01) The CityViews (City newsletter) | ____(07) Twitter |
| ____(02) www.ci.clayton.mo.us (City website) | ____(08) Other printed publications |
| ____(03) Clayton Connection (weekly email update) | ____(09) Signage, other printed material from the City |
| ____(04) Government access cable channel | ____(10) Neighborhood meetings, Ward meetings |
| ____(05) Radio | ____(11) Parks & Recreation brochure |
| ____(06) Facebook | ____(12) Other _____ |

22. How important is it to you to continue to receive a printed version of the CityViews newsletter versus reading it via the Internet? ____ (1) Very Important ____ (2) Somewhat Important ____ (3) Not Sure ____ (4) Unimportant

23. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Communication</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City's efforts to keep you informed about local issues	5	4	3	2	1	9
C.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
D.	The quality of the City's website	5	4	3	2	1	9
E.	The content of the City's newsletter	5	4	3	2	1	9
F.	How well the City's communications meet your needs	5	4	3	2	1	9

24. How satisfied are you with culture, dining and shopping in Clayton?

- | | | |
|-------------------------|-----------------------|----------------------------|
| ____ (1) Very Satisfied | ____ (3) Neutral | ____ (5) Very Dissatisfied |
| ____ (2) Satisfied | ____ (4) Dissatisfied | ____ (6) Don't Know |

25. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Trash Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of residential trash collection services	5	4	3	2	1	9
B.	Quality of recycling collection services	5	4	3	2	1	9
C.	Quality of yard waste collection services	5	4	3	2	1	9

26. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Property Maintenance Codes</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing codes designed to protect public safety	5	4	3	2	1	9

27. Over the last year have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

_____ (1) Yes [go to Q27a] _____ (2) No [go to Q28]

27a. Which of the categories in Question 25 were you calling to report? Circle all that apply: A, B, C, D, E

28. For which of the following areas do you support the City's use of financial incentives to attract and expand? (check all that apply)

_____ (1) Offices/corporations _____ (2) Retail _____ (3) Downtown High Density/Market Rate Residential

29. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

_____ (1) Yes [go to Q29a-e] _____ (2) No [go to Q30]

29a. Which City department did you contact most recently? _____

29b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q29a.

<i>Customer Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B.	How easy the department was to contact	5	4	3	2	1	9
C.	How courteously you were treated	5	4	3	2	1	9
D.	Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
E.	Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

Other Issues

30. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Transportation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Ease of north/south travel	5	4	3	2	1	9
B.	Ease of east/west travel	5	4	3	2	1	9
C.	Ease of travel from home to schools	5	4	3	2	1	9
D.	Ease of travel from your home to work	5	4	3	2	1	9
E.	Availability of public transportation	5	4	3	2	1	9
F.	Availability of bicycle lanes	5	4	3	2	1	9
G.	Availability of pedestrian walkways	5	4	3	2	1	9
H.	Availability of parking in residential areas	5	4	3	2	1	9
I.	Availability of parking in business district	5	4	3	2	1	9

31. During budget discussions, if it is determined that reductions in services are necessary, please indicate your preference for reduction in the following services.

<i>Services</i>		<i>Increase Service but Cut Other Services</i>	<i>No Change</i>	<i>Limited Reduction</i>	<i>Substantial Reduction</i>
A.	Police service	4	3	2	1
B.	Crime prevention	4	3	2	1
C.	Criminal investigations	4	3	2	1
D.	Response to fire emergencies	4	3	2	1
E.	Advanced emergency medical services	4	3	2	1
F.	Park maintenance	4	3	2	1
G.	Availability of recreation programs and facilities	4	3	2	1
H.	Leaf collection	4	3	2	1
I.	Street sweeping	4	3	2	1
J.	Landscaping of parkways and public streets	4	3	2	1
K.	City street maintenance	4	3	2	1
L.	Traffic and congestion management	4	3	2	1
M.	Maintenance of city buildings	4	3	2	1
N.	Enforcement of private property building/maint. codes	4	3	2	1
O.	Frequency and quality of communication from the City	4	3	2	1

BALLOT PROPOSAL

32. The Board of Aldermen is considering possible ballot proposals for next April. Below is a list of possible proposals. For each, indicate if it is something you would “strongly favor”, “favor”, “oppose” or “strongly oppose”.

<i>Possible Ballot Proposals</i>		<i>Strongly Favor</i>	<i>Favor</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>Don't Know</i>
A.	A bond proposal for \$15 million to improve residential streets, plus sidewalks, alleys and street lights. To repay these bonds, this proposal will increase property taxes approximately 12 cents costing the owner of a \$500,000 house \$114 a year, or about \$2.19 per week.	4	3	2	1	9
B.	A proposal to maintain the existing level of ambulance and fire protection service by passing a ¼-cent sales tax increase earmarked for these emergency services.	4	3	2	1	9
C.	A proposal to improve City economic development activities, including downtown infrastructure improvements, by passing a ¼-cent sales tax increase.	4	3	2	1	9
D.	A bond proposal for \$10 million to build a Shaw Park multi-purpose recreation facility. These funds would also include replacing the outdated ice rink with a new rink that could be used year-round by converting the surface for other activities during non-winter months. Repayment of these bonds would increase property taxes approximately 8 cents costing the owner of a \$500,000 house \$76 a year, or about \$1.46 per week.	4	3	2	1	9

33. Please rank order these proposals in order of their importance using the numbers 1 through 4. If you think it is the most important of the four, rank it a “1.” If you think it the least important of the four, rank it “4.” Then use “2” and “3” for your middle two choices. If you think none are important, just place a “X” next to that choice and leave the others blank.

- | | |
|-----------------------------------------|--------------------------------------------------------|
| _____ (A) Shaw Park recreation facility | _____ (D) streets, sidewalks, alleys and street lights |
| _____ (B) fire protection services | _____ (E) None are important |
| _____ (C) economic development | |

34. If the two possible proposals for increasing the sales tax are successful, Clayton’s total sales tax rate, counting sales taxes paid in many cities to support Community Improvement and Transportation Development Districts, would still remain lower than in most nearby communities. Knowing that, are you.....

- _____ (A) Much more inclined to support the proposal
 _____ (B) Somewhat more inclined to support the proposal
 _____ (C) Less inclined to support the proposal
 _____ (D) It makes no difference in how I feel about the proposal

35. For each of the following statements about these possible proposals, please indicate if you “strongly agree”, “agree”, “disagree”, or “strongly disagree”.

LEVEL OF AGREEMENT		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
A.	These are all important proposals for keeping Clayton strong. The Board of Aldermen should put all of them on the ballot.	4	3	2	1	9
B.	With the soft economy, now is just a bad time to ask for any type of tax increase.	4	3	2	1	9
C.	Clayton is just fine the way it is now. These proposals are not needed.	4	3	2	1	9
D.	Clayton has been a great place for people to live for a long time now. We need to make these improvements, including investing in our infrastructure, to maintain the quality of life we enjoy in our city.	4	3	2	1	9
E.	Even if all of these proposals pass, the tax increase is very modest. Plus the sales tax brings in revenue from those who shop, but don't live, in Clayton. These important proposals are affordable and we should move forward.	4	3	2	1	9
F.	As Clayton begins its second century, we need to pass these proposals so the City can continue to attract families and businesses.	4	3	2	1	9
G.	The city has made cuts according to the plan communicated to citizens. Citizens can now help by passing these proposals to maintain our service levels and positive direction.	4	3	2	1	9

DEMOGRAPHICS

36. Approximately, how many years have you lived in the City of Clayton?

___ (1) less than 5 years ___ (2) 5-10 years ___ (3) 11-20 years ___ (4) more than 20 years

37. If you have lived in Clayton for less than 10 years, from where did you move?

City _____, State _____

38. In what kind of home do you live?

___ (1)Apartment ___ (2)Condominium ___ (3)Single family home ___ (4)Townhouse ___ (5)Other _____

39. What is your age?

___ (1) under 25 ___ (2) 25 to 34 ___ (3) 35 to 44 ___ (4) 45 to 54 ___ (5) 55 to 64 ___ (6) 65+

40. How many in your household (counting yourself), are?

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

41. 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 to \$149,999 ___ (5) \$150,000 to \$199,999 ___ (6) over \$200,000

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

___ (1) White/Caucasian ___ (2) African American/Black ___ (3) Hispanic/Latino/Spanish ___ (4) Native American/Eskimo ___ (5) Asian/Pacific Islander ___ (6) Other _____

43. Your gender: ___ (1) Male ___ (2) Female

44. If you are interested in receiving automated phone message news/emergency alerts and/or weekly e-mail news updates, please provide your: phone number _____; e-mail address _____

This concludes the survey. Thank you for your time!
 Please Return Your Completed Survey in the Enclosed Postage Paid Envelope to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on 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.