

2012 DirectionFinder® Survey

FINAL Report



conducted for
**The City of
Clayton, Missouri**

by
ETC Institute

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April, 2012

Contents

Executive Summary.....	i
Charts and Graphs	Section 1
Benchmarks	Section 2
Importance-Satisfaction Analysis	Section 3
Geocoded Maps	Section 4
Tabular Data	Section 5
Survey Instrument.....	Section 6

DirectionFinder® Survey

Executive Summary

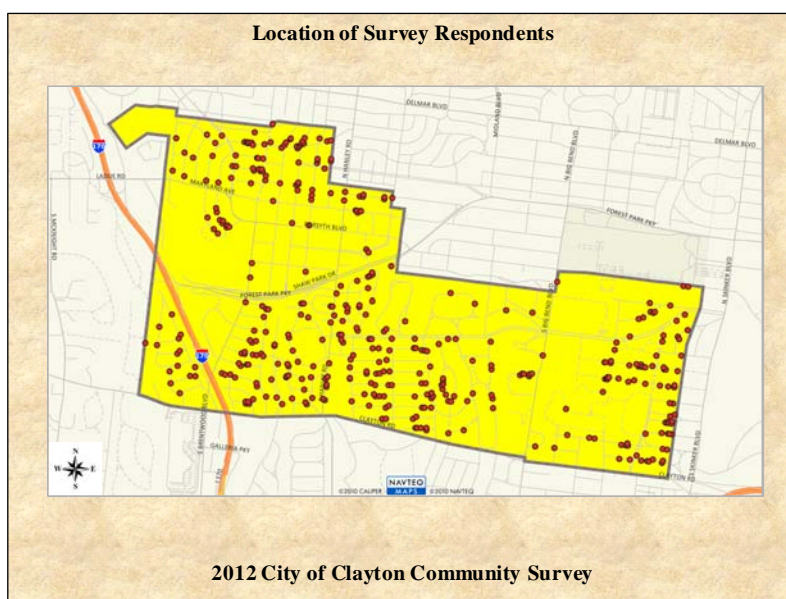
Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri, for the fourth time during February and March of 2012. 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 during the same time period in 2009, the second in 2010, and the third in 2011.

A seven-page survey was mailed to a random sample of 1,800 households in the City of Clayton. Of the households that received a survey, 425 completed it. The results for the random sample of 425 households have a 95% level of confidence with a precision of at least $\pm 4.7\%$. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey.

The map to the right shows the physical distribution of survey respondents based on the location of their home.

The percentage of “don't know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Clayton with the results from other communities in the *DirectionFinder®* database. 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 provided in the tabular data section of this report. When the “don't know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.



This report contains:

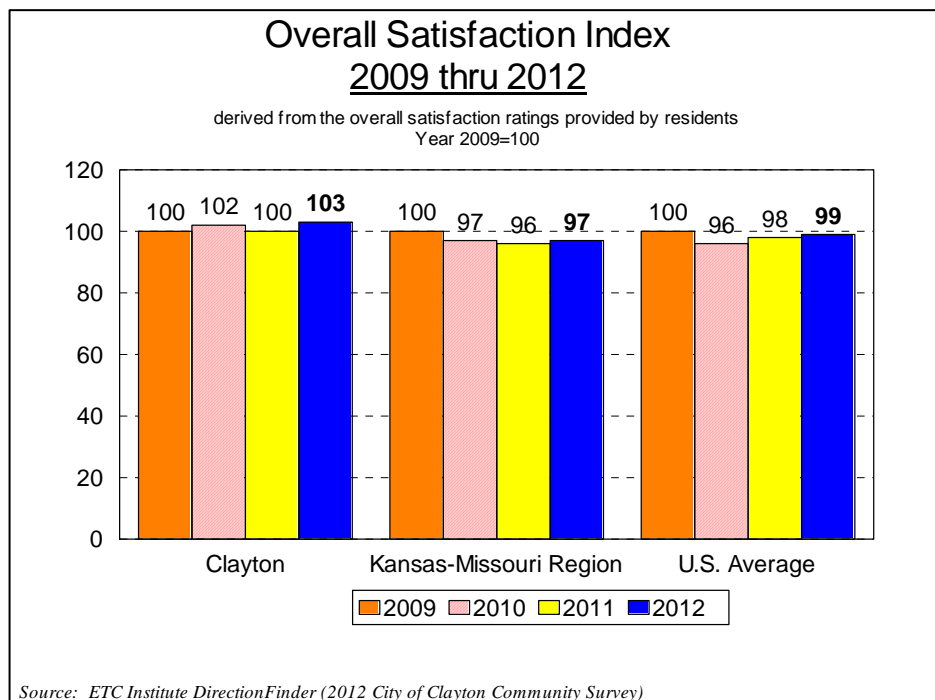
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey
- benchmarking data that shows how the results for Clayton compare to other cities and the nation

- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Trends This year there are several significant changes in Trends, or changes that are above or below the 4.7% margin of error. Clayton has set an unprecedented twenty-seven high benchmarks (ten are new from this year) for the Kansas-Missouri Region over the last four years and far exceeds most national benchmark categories. In light of the effect of the economy on most municipalities, the continued increases accomplished by the City of Clayton are truly exceptional.

Major Findings

The Composite Customer Satisfaction Index for Clayton The Composite Customer 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 that the Composite Customer Satisfaction Index for Clayton was 100 in 2009, moving to 102 in 2010, 100 in 2011, and up to 103 in 2012. It shows that Clayton has outperformed other communities across the United States and in the Kansas-Missouri Region during the past four years.



- **Residents were generally very satisfied with City services.** Ninety-five percent (95%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of public safety services; 92% were satisfied with the quality of parks and recreation programs and facilities, and 91% were satisfied with the maintenance of City buildings and facilities. **Two new high benchmarks were set in the effectiveness of communication with the public and the enforcement of City codes and ordinances.**
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Clayton over the next two years were: (1) maintenance of City streets, (2) the quality of public safety services, and (3) the flow of traffic & congestion management. These are the same three services that were chosen as most important last year.
- **Perceptions of the City.** Ninety-eight percent (98%) of the residents surveyed *who had an opinion* indicated that they felt the quality of life in Clayton was “excellent” or “good”; 97% felt the image of the City was “excellent” or “good”, and 96% felt the overall quality of City services was “excellent” or “good”. **Three new high benchmarks were set in the overall quality of life in the City, the overall image of the City, and the overall quality of City services.**
- **Public Safety.** Ninety-four percent (94%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly police respond to emergencies. Ninety-three percent (93%) of those surveyed were satisfied with the quality of Clayton Fire Department. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the City’s efforts to prevent crime and the visibility of police in neighborhoods. **One new high benchmark was set in the visibility of police in neighborhoods.**
- **City Maintenance/Public Works.** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of street signs and traffic signals. Ninety-three percent (93%) of those surveyed were satisfied with snow removal on major city streets and 90% were satisfied with the maintenance of City buildings. **Two new benchmarks were set in maintenance of traffic signals and street signs, and the adequacy of City street lighting.**
- **Parks and Recreation.** Ninety-six percent (96%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City parks; 92% of those surveyed were satisfied with how close neighborhood parks were to their homes, and 87% of those surveyed were satisfied with the City’s recreation opportunities.
- **The priority for Parks and Recreation Initiatives** Of ten possible initiatives, the one chosen well above the others as most important was; 1) the feeling of safety in City parks. **Fifty-two percent (52%) of all respondents were willing to use tax revenue to fund the top projects; 19% were not willing and 29% did not know.**

- **City Communication** Eighty-five percent (85%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 78% were satisfied with the content of the City’s newsletters, and 78% were satisfied with the City’s efforts to keep residents informed. **Two new high benchmarks were set with the availability of information about programs and services and with how open the City is to public involvement.**

- **Codes and Ordinances** Seventy-nine percent (79%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with codes and ordinances for public safety protection codes; 72% were satisfied with the maintenance of business property, and 70% were satisfied with mowing & trimming of lawns on private property. Residents were least satisfied (65%) with the codes and ordinances for the maintenance of residential property.

- **Transportation** Regarding transportation, residents were most satisfied with the ease of travel from home to work (88%), and with travel from home to schools (80%). Residents were least satisfied with the availability of parking in the business district (50%).

- **Funding** Those surveyed were asked to indicate their choice of four options for balancing the budget; A) make reductions in service levels, B) increase property tax by 12 cents, C) increase sales tax by ½ cent, or D) pay a \$15 trash bill each month. When asked to pick just one of the four options the top choice was C – 33%, with B chosen second - 32%, D third – 19%, and A last – 16%.

- **Preference for Potential Reduction of Services** Fifteen City services were listed and residents were asked to indicate their support for a reduction of each service. Very little tolerance for reduction was indicated in six categories relating to public safety and street maintenance. The greatest tolerance for reduction of services was in landscaping of parkways and streets, street sweeping, and frequency and quality of communication.

Other Findings.

- 87% of residents have used Clayton’s parks, recreation facilities, or recreation programs over the last twelve months.

- 47% of those surveyed had an emergency plan for their household.

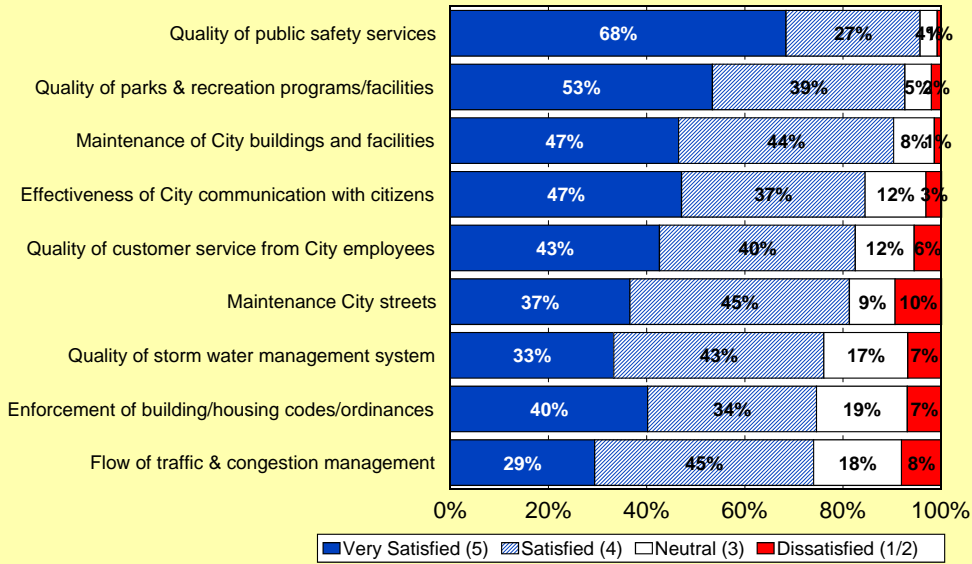
- 63% of residents felt it was very or somewhat important to continue to receive a printed version of CityViews newsletter versus reading it on the Internet.

- 84% of residents were very or somewhat satisfied with culture, dining and shopping in Clayton.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

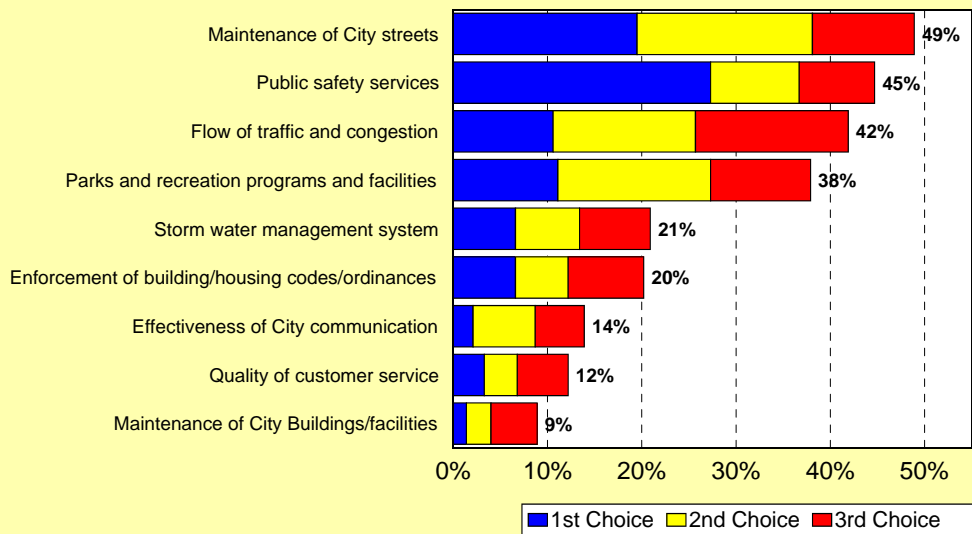
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

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

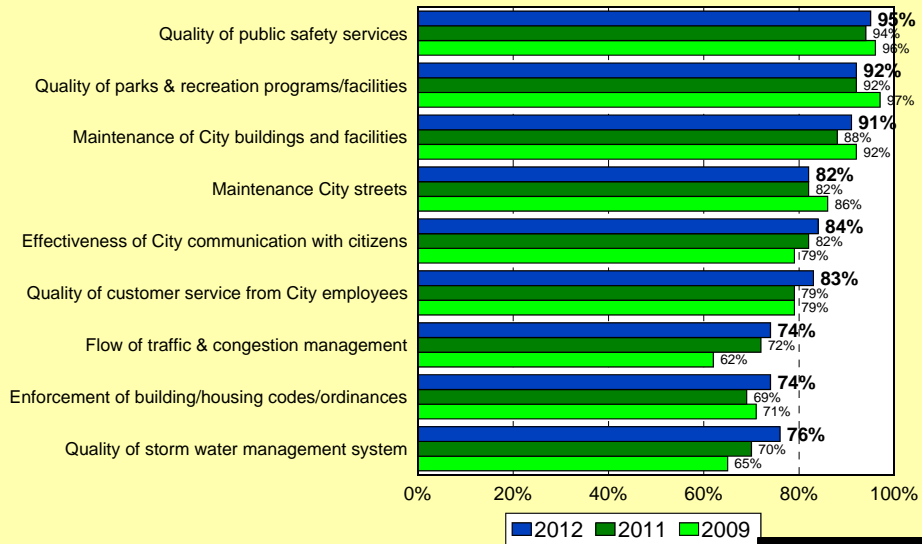
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Overall Satisfaction With City Services by Major Category - 2009, 2011, 2012

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

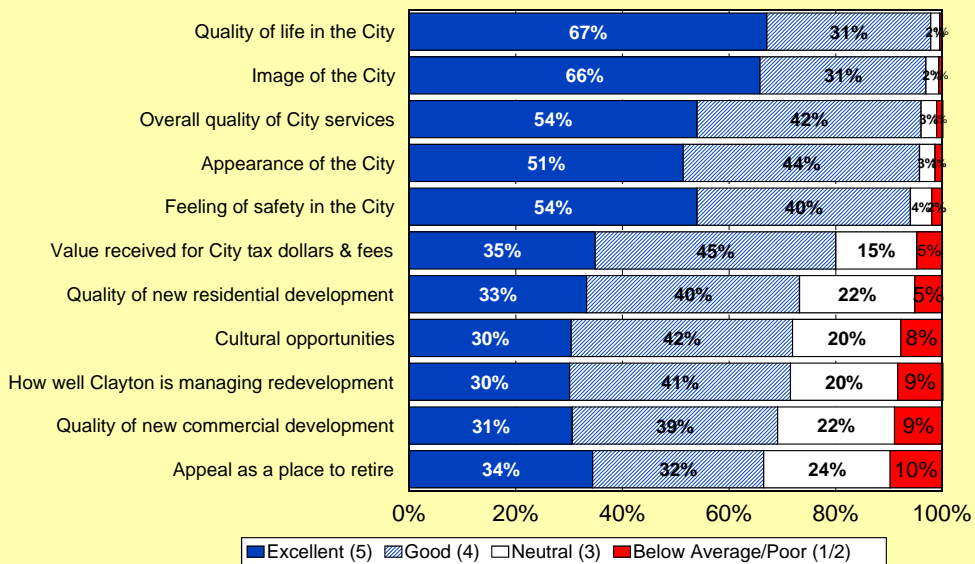


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q3. Overall Perceptions of Clayton

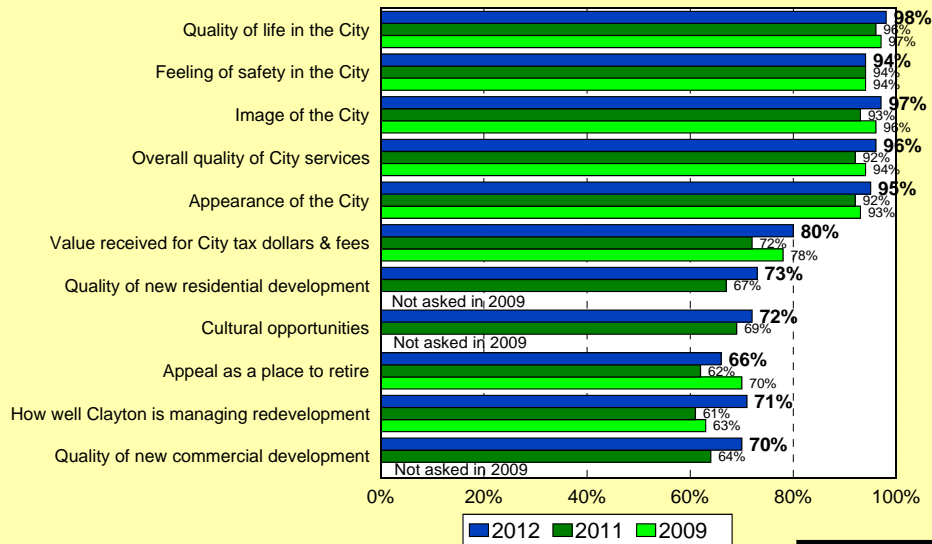
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Overall Perceptions of Clayton - 2009, 2011, 2012

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

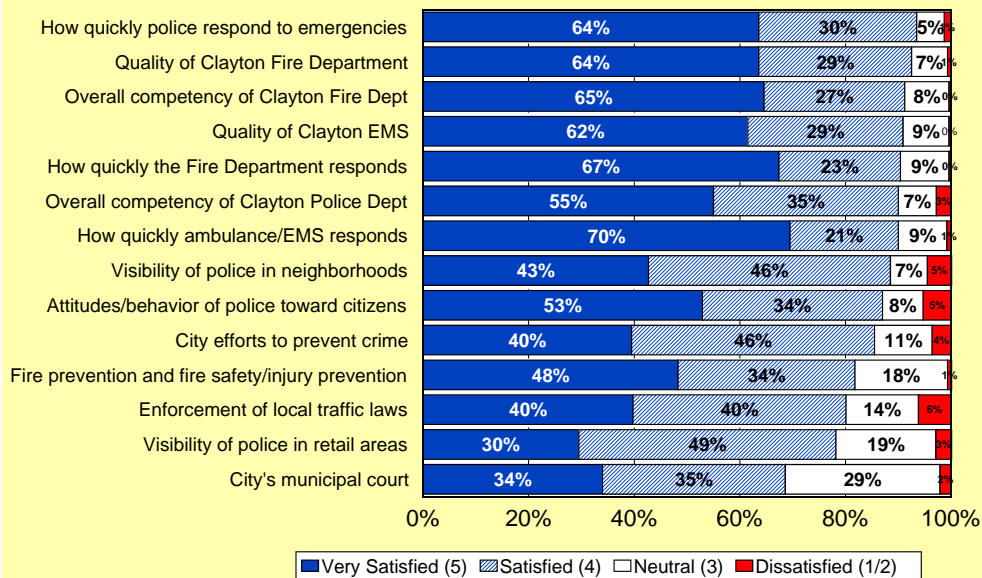


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q4. Satisfaction with Public Safety in Clayton

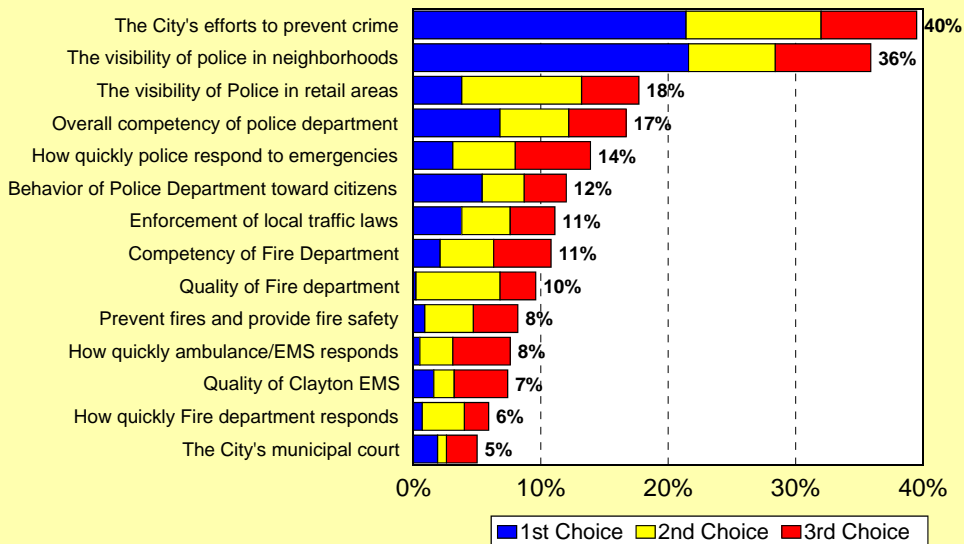
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q5. Public Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

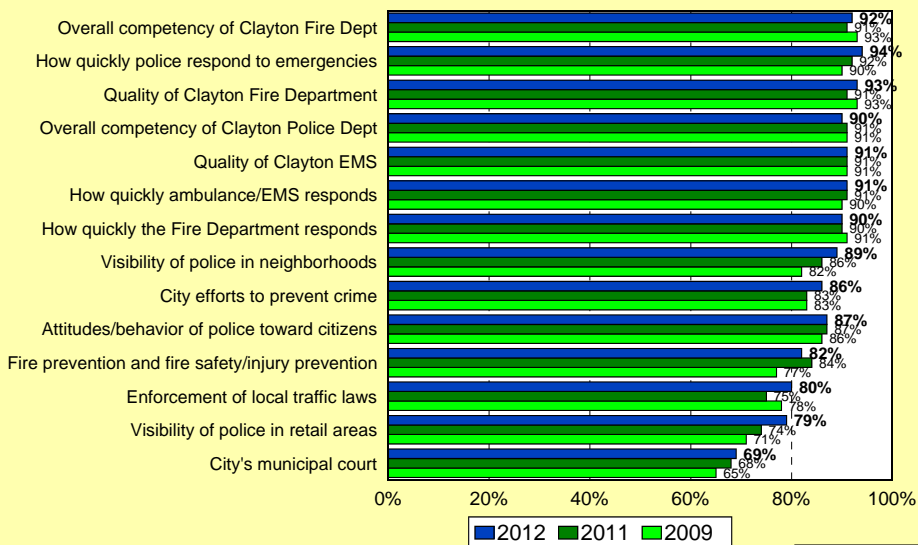
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Satisfaction with Public Safety in Clayton - 2009, 2011, 2012

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

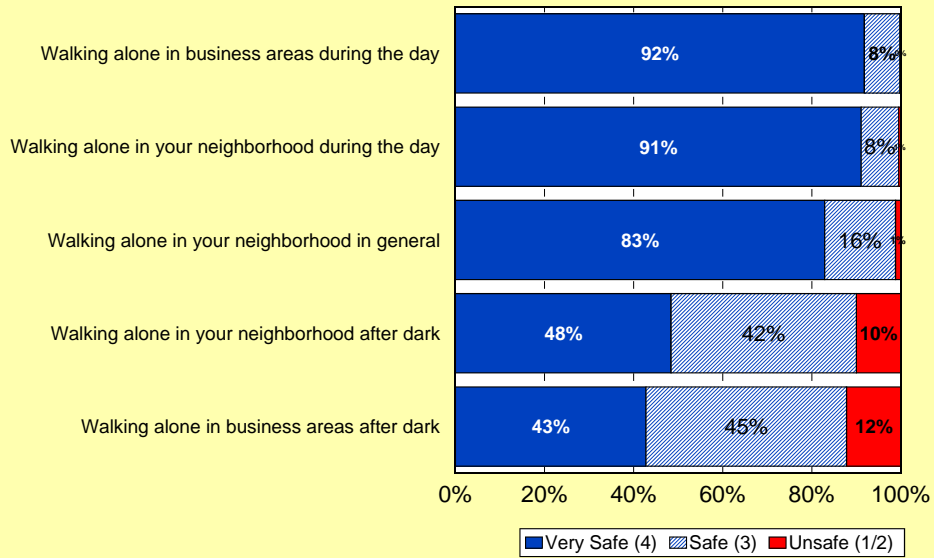


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q6. How Safe Do You Feel...

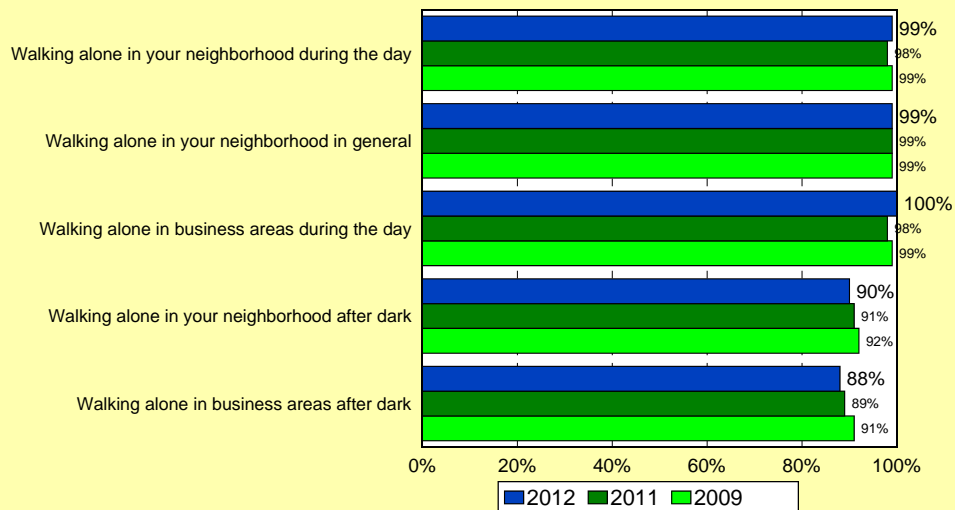
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

How Safe Do You Feel in Clayton - 2009, 2011, 2012

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



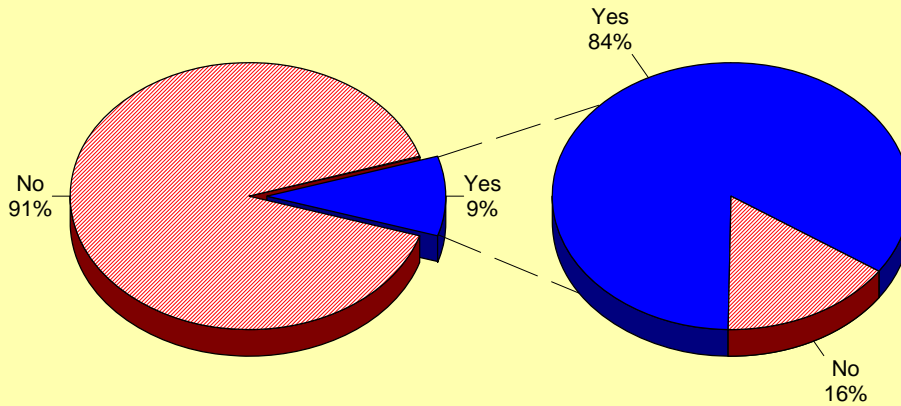
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q7. During the past twelve 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?

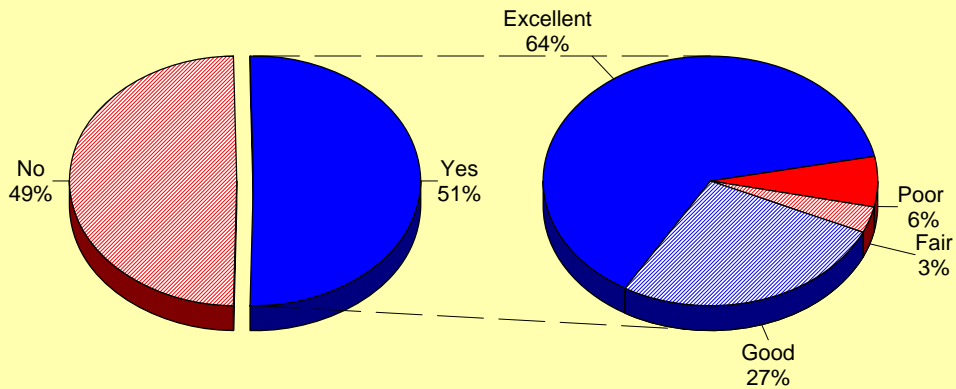


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q8. During the past twelve 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?

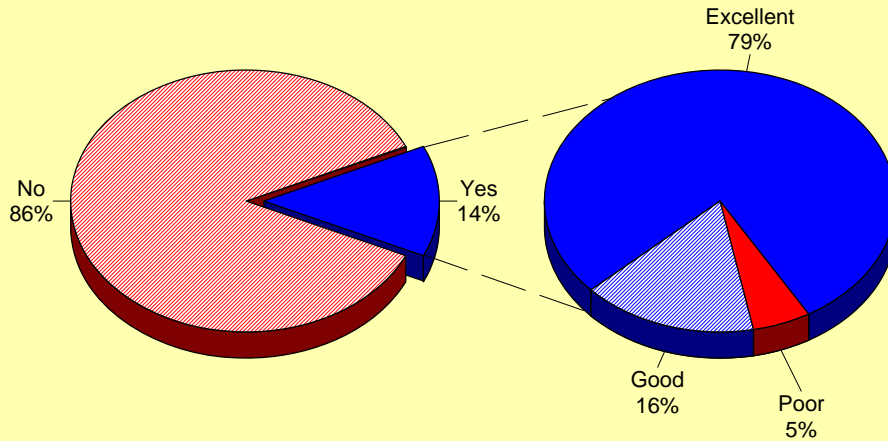


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q9. During the past twelve 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?

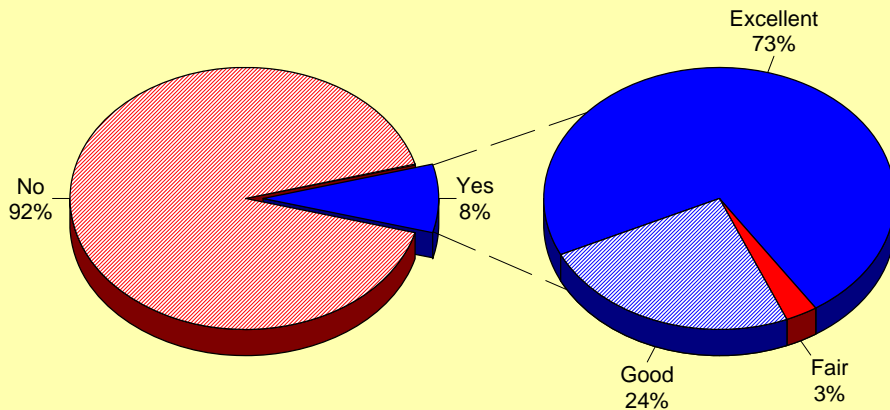


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

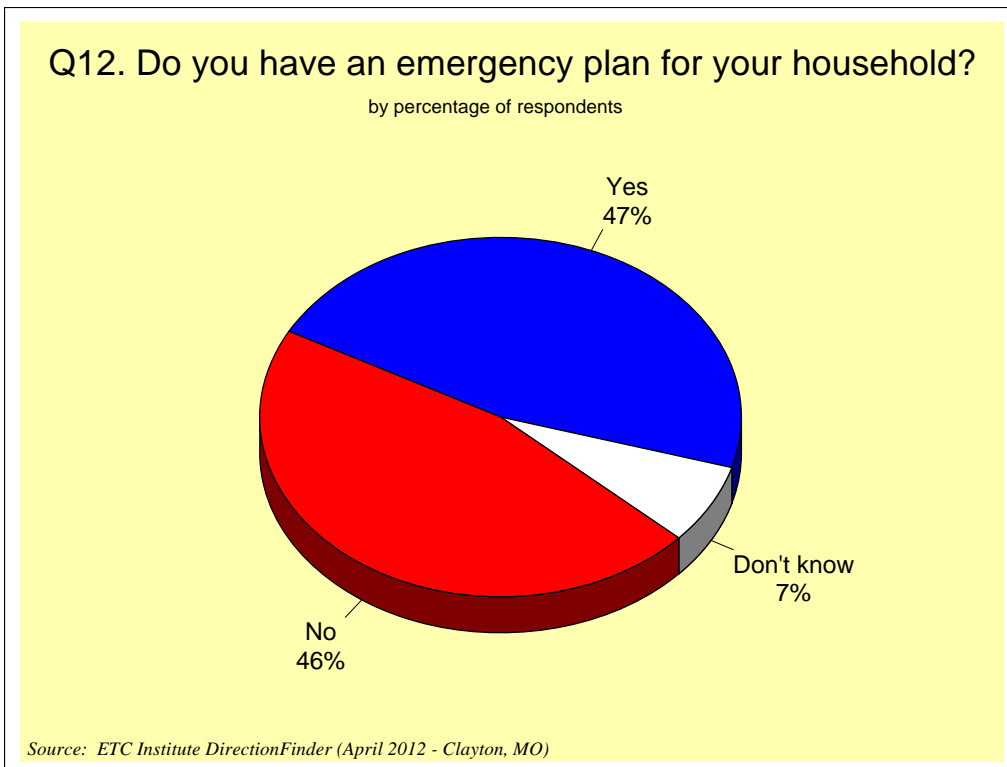
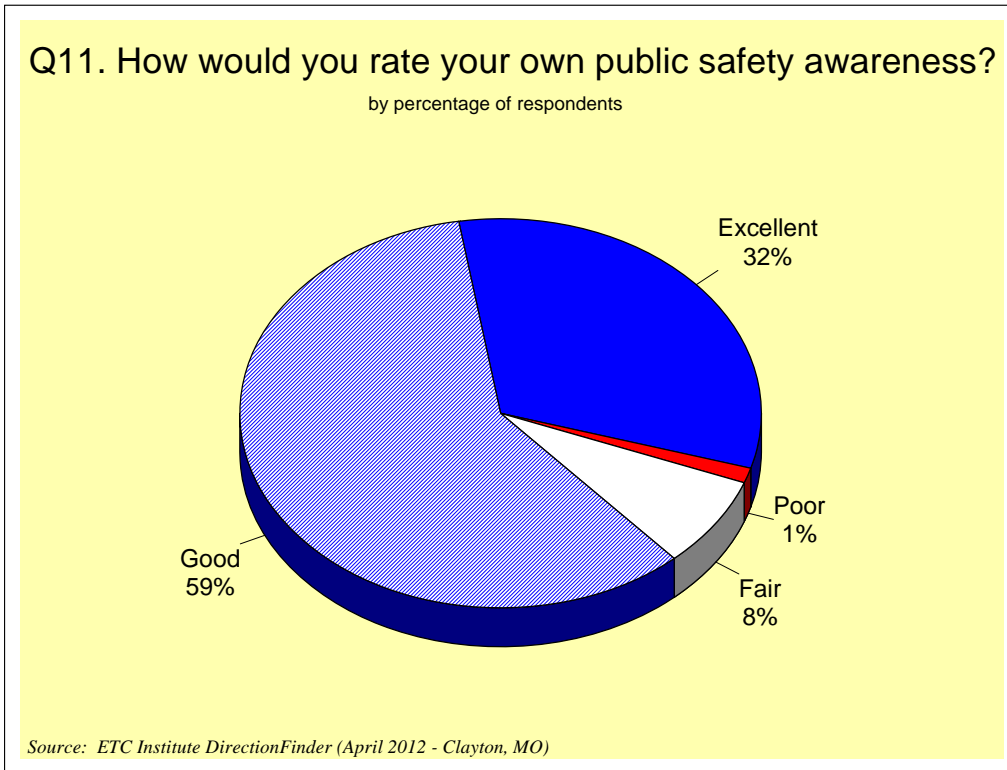
Q10. During the past twelve months, have you had ANY contact with the ambulance/emergency medical services in Clayton?

by percentage of respondents

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

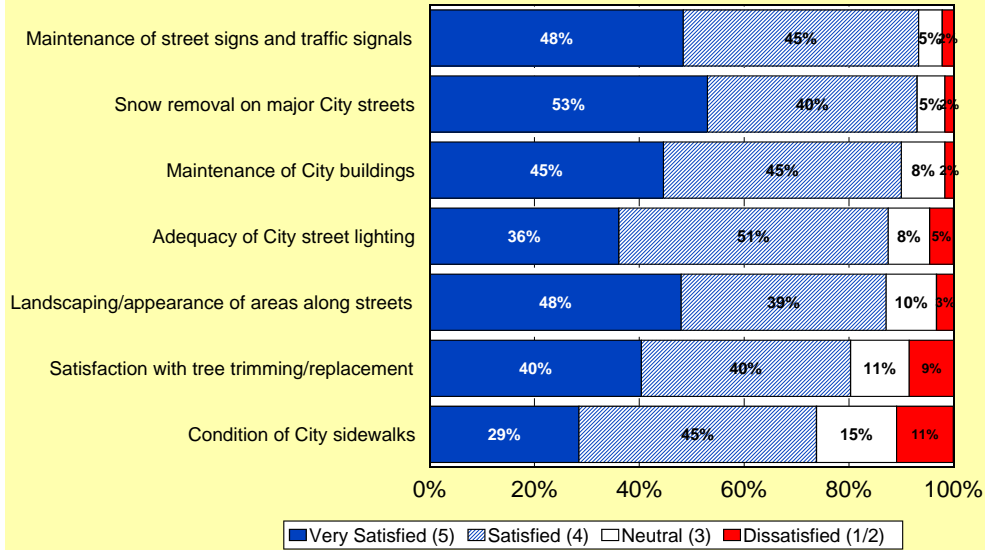


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



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

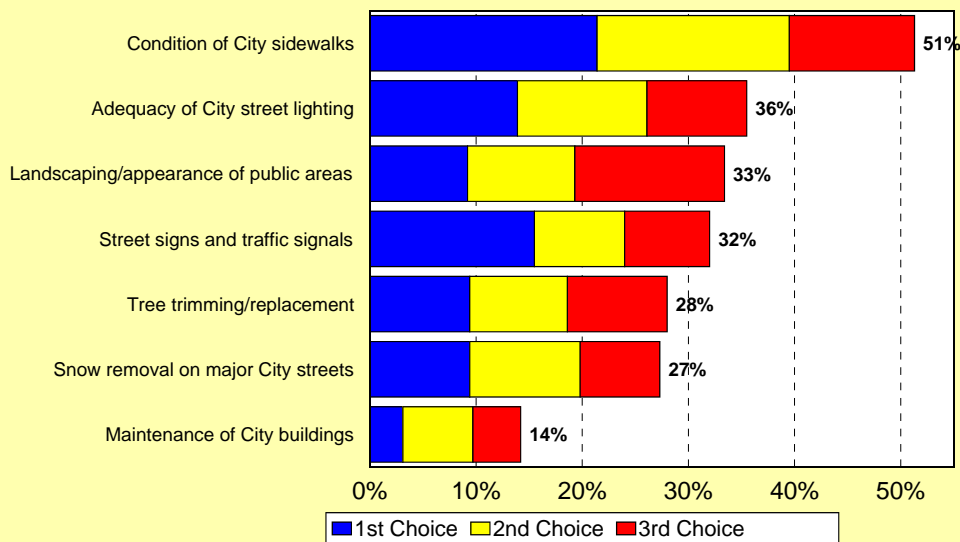
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



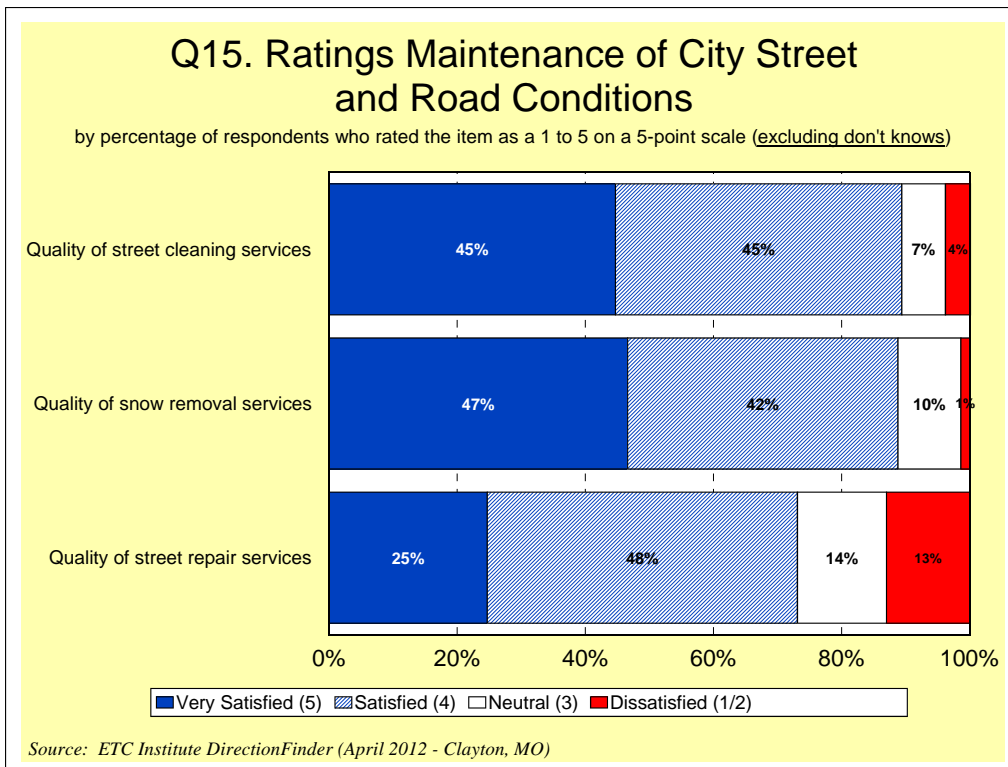
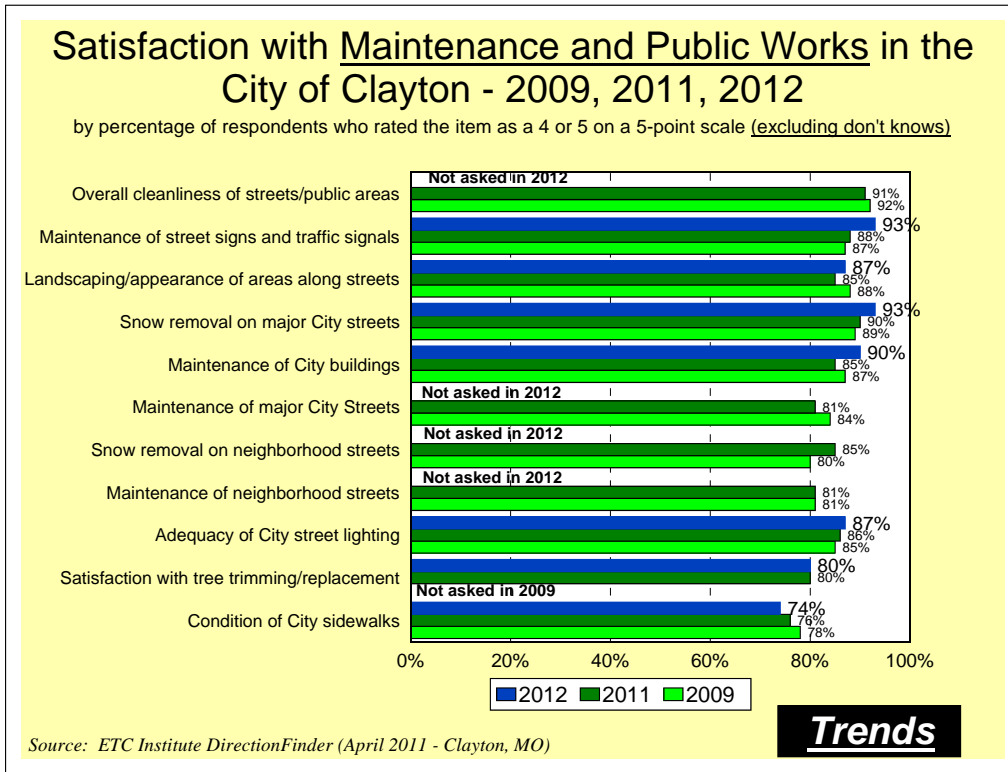
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q14. Maintenance and Public Works 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

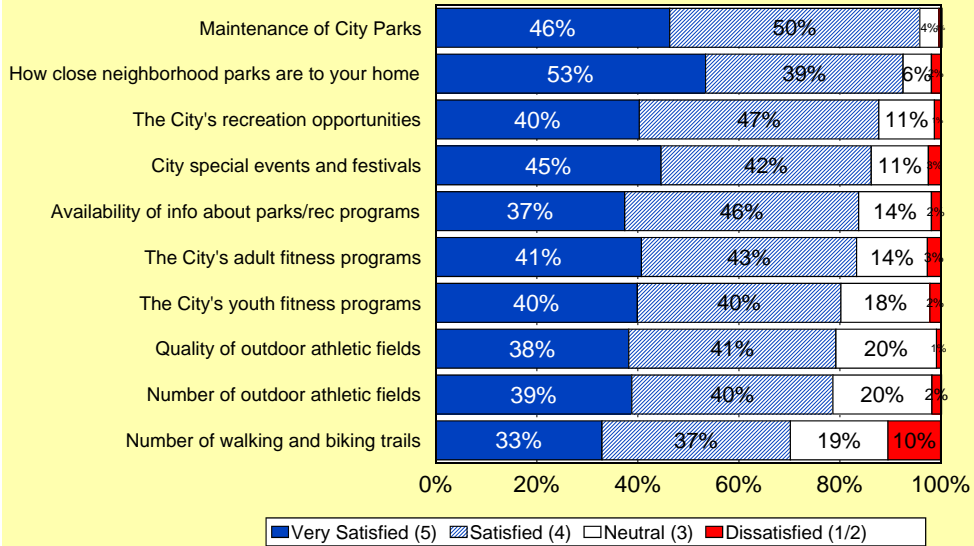


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



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

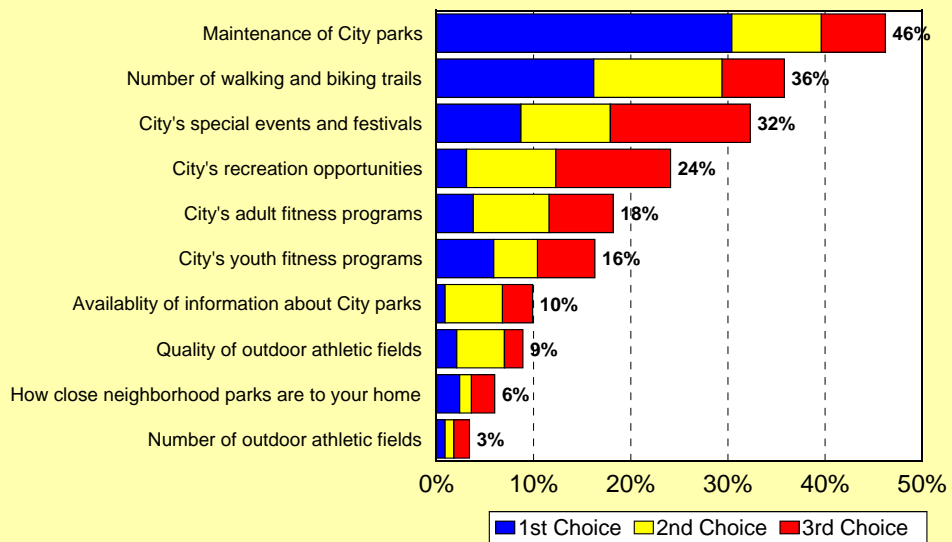
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



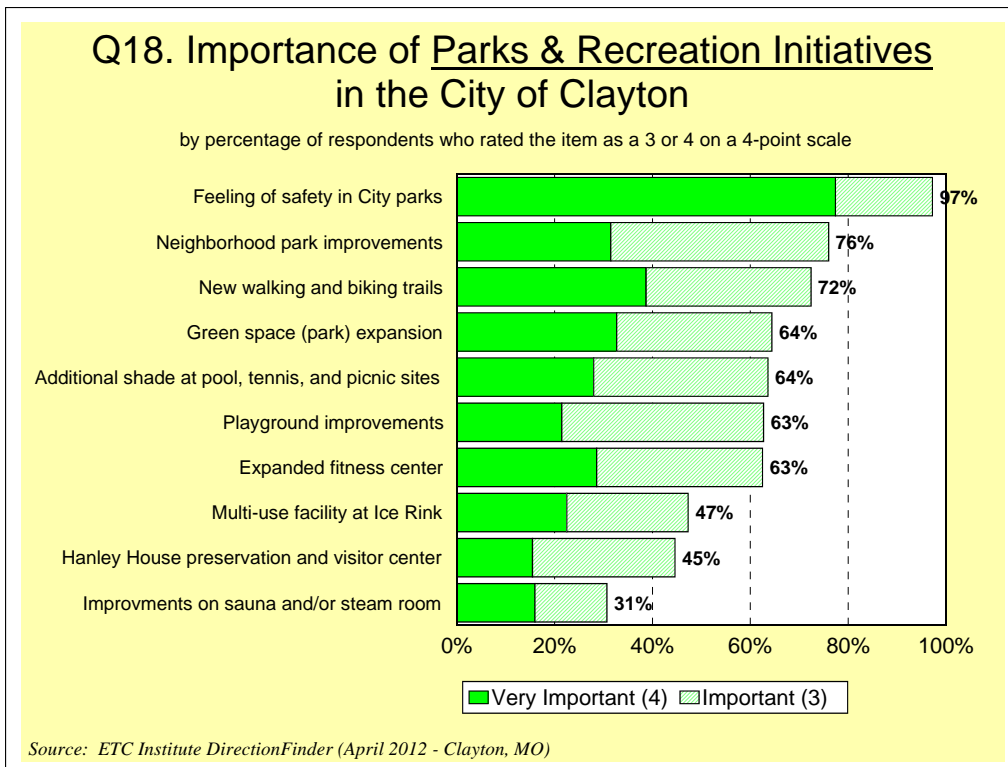
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

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

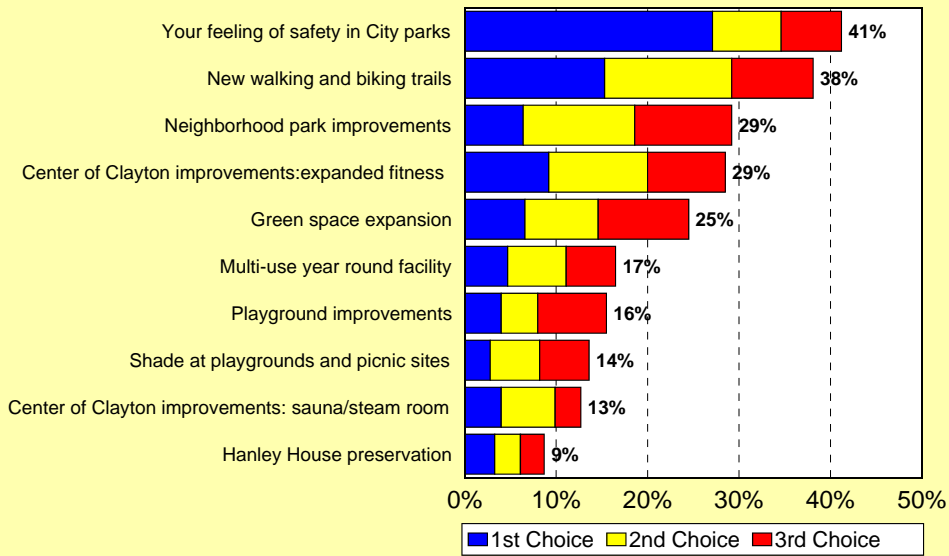


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



Q19. Parks and Recreation Priorities

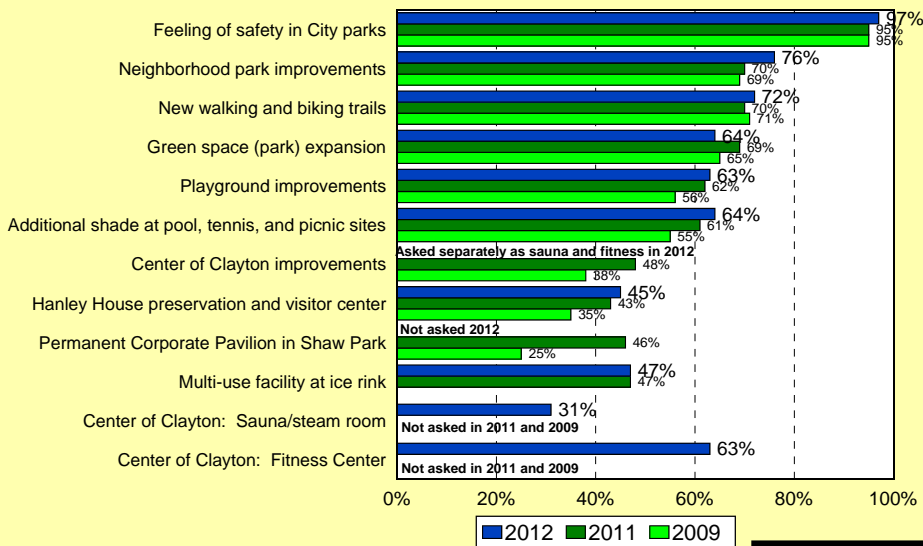
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Importance of Parks & Recreation Initiatives in the City of Clayton - 2009, 2011, 2012

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

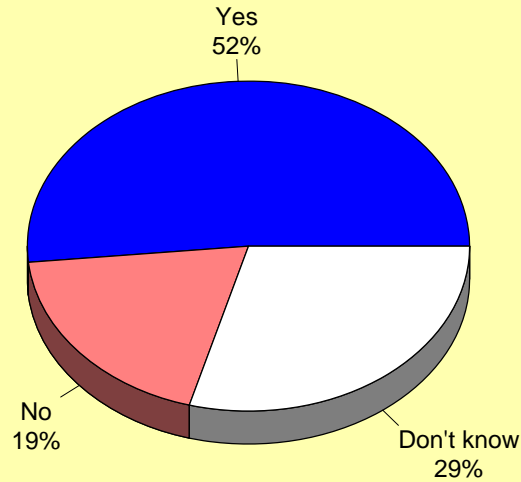


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q20. Would you be willing to use tax revenue to fund projects you rated as your top three park and recreation priorities?

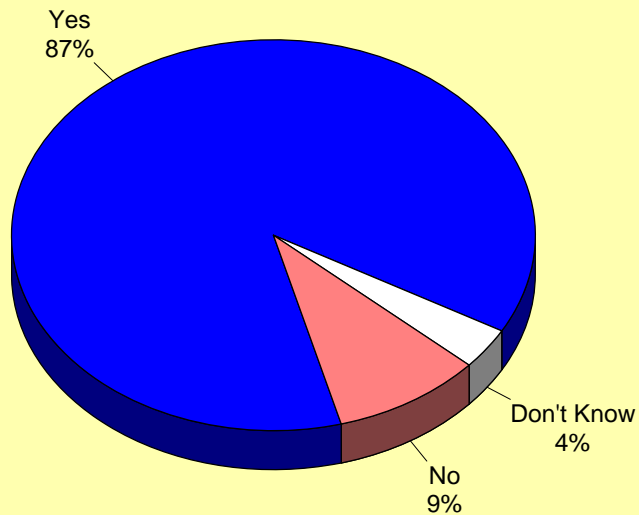
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q21. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past twelve months?

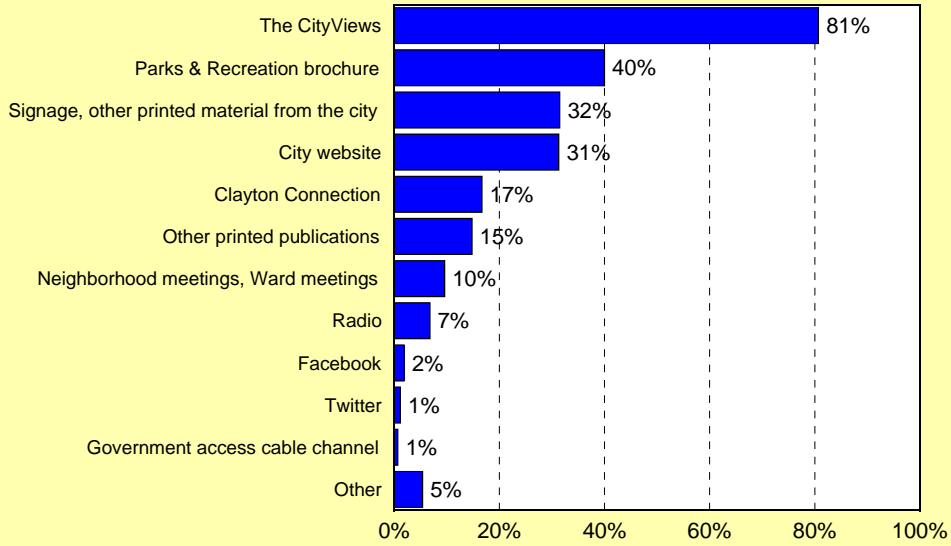
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q22. Primary Sources of Information about Activities and Services in the Community

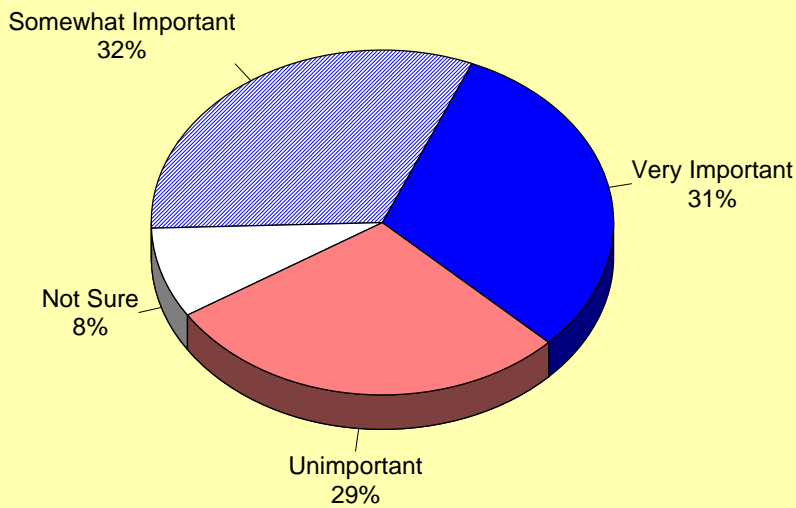
by percentage of respondents (multiple responses were allowed)



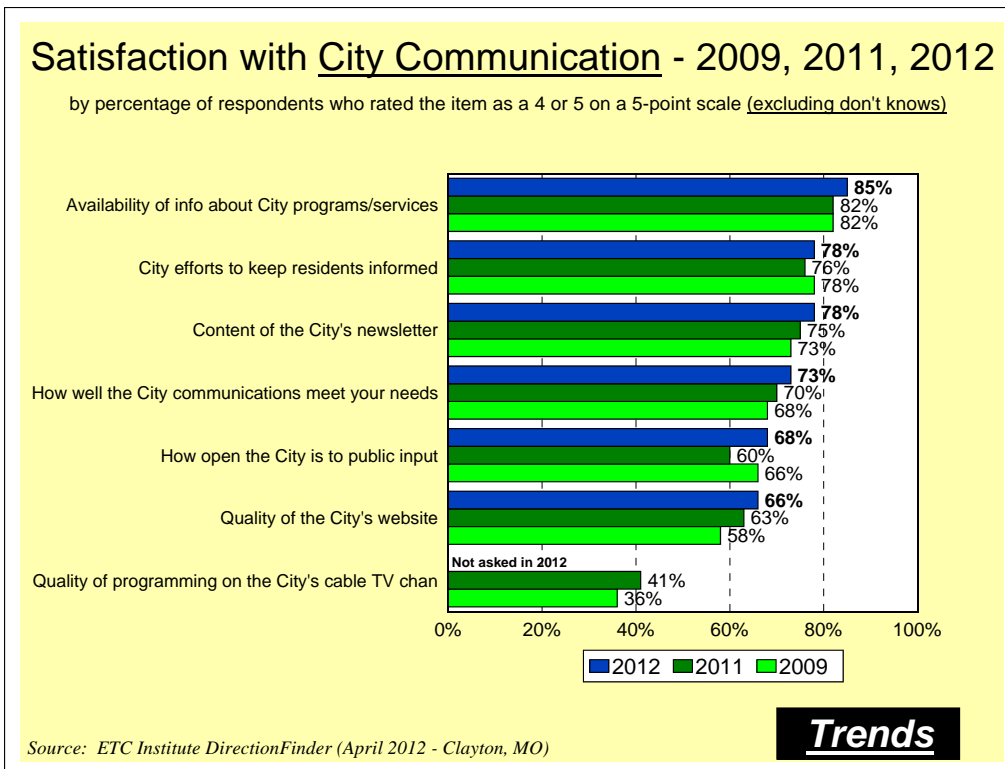
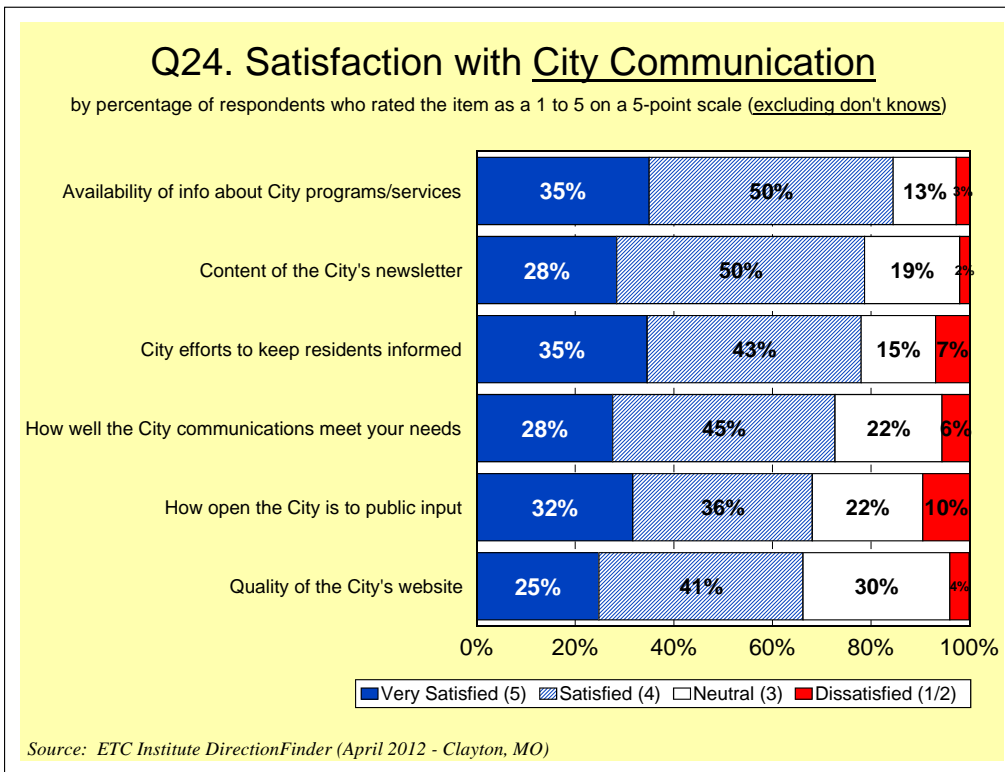
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

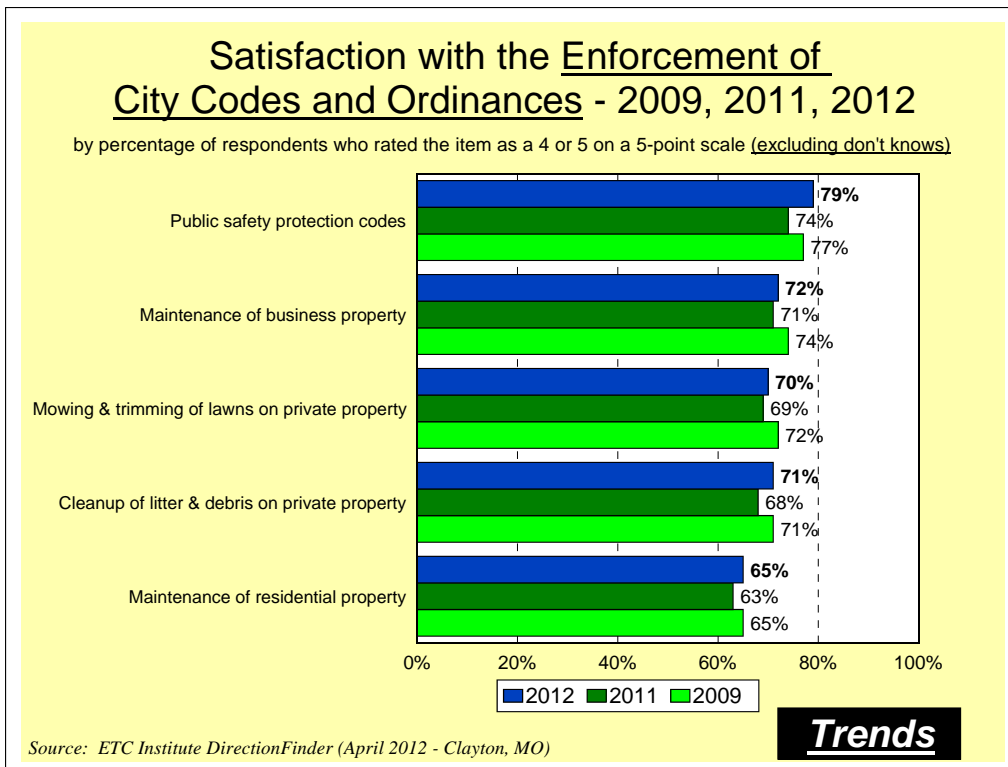
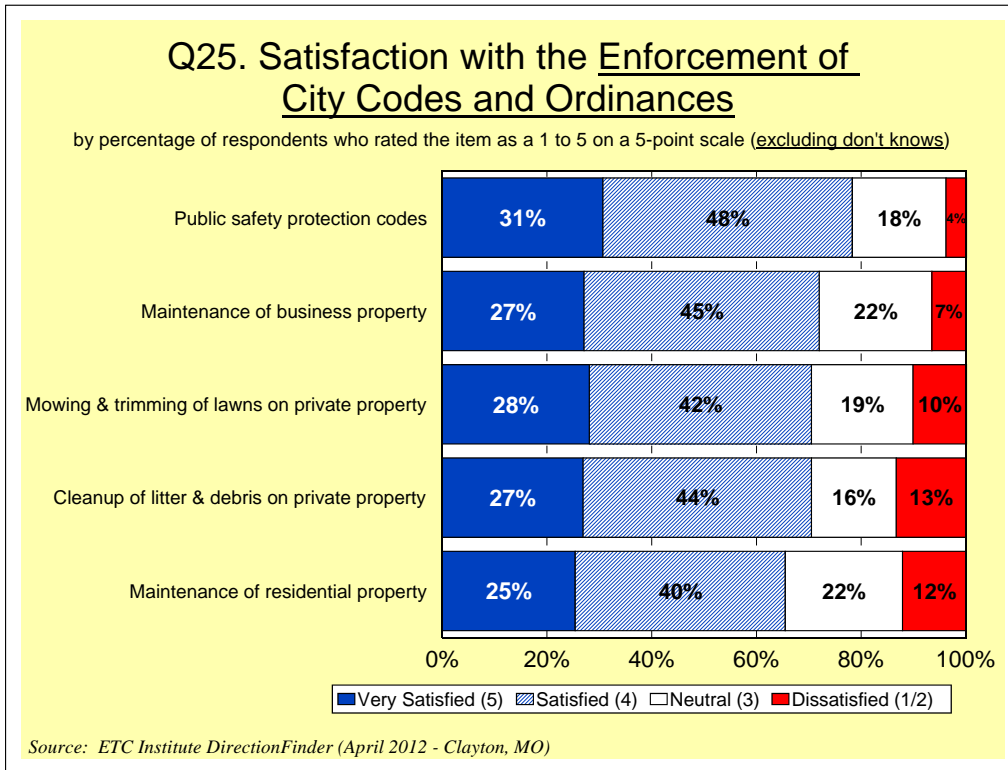
23. How important is it to continue to receive a printed version of CityViews newsletter versus reading it via Internet?

by percentage of respondents



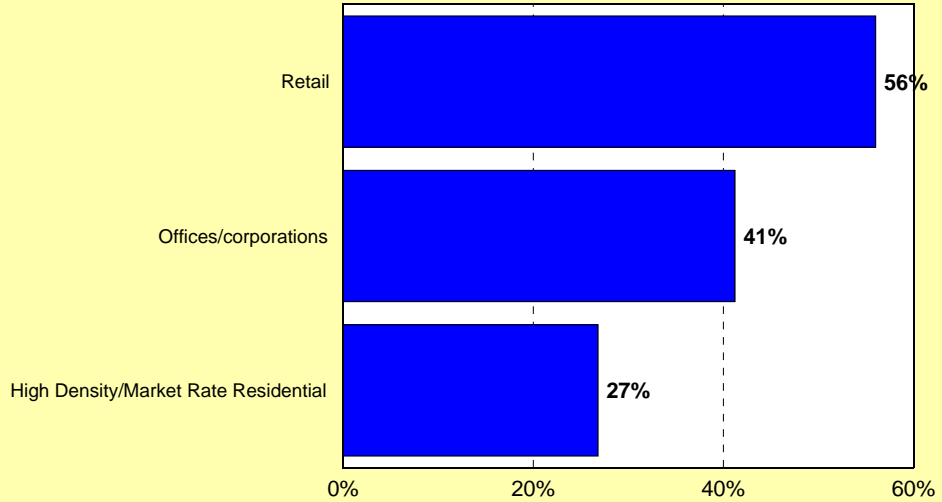
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)





Q26. From which of the following areas would you support the City's use of financial incentives to attract and expand?

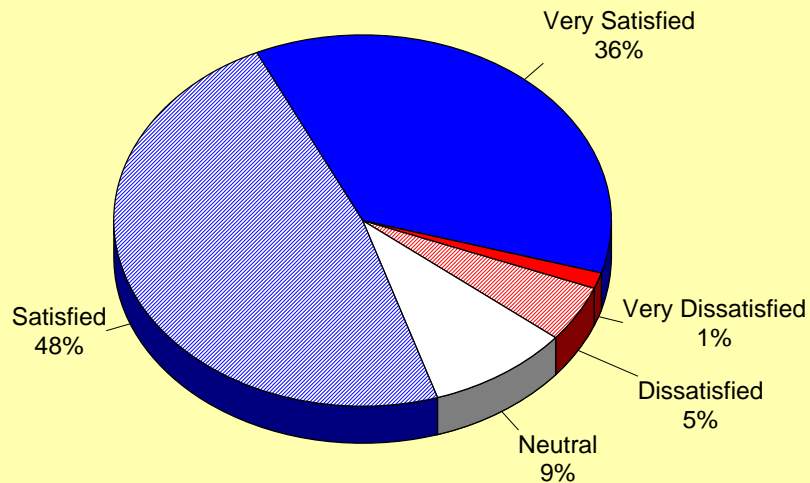
by percentage of respondents (multiple responses were allowed)



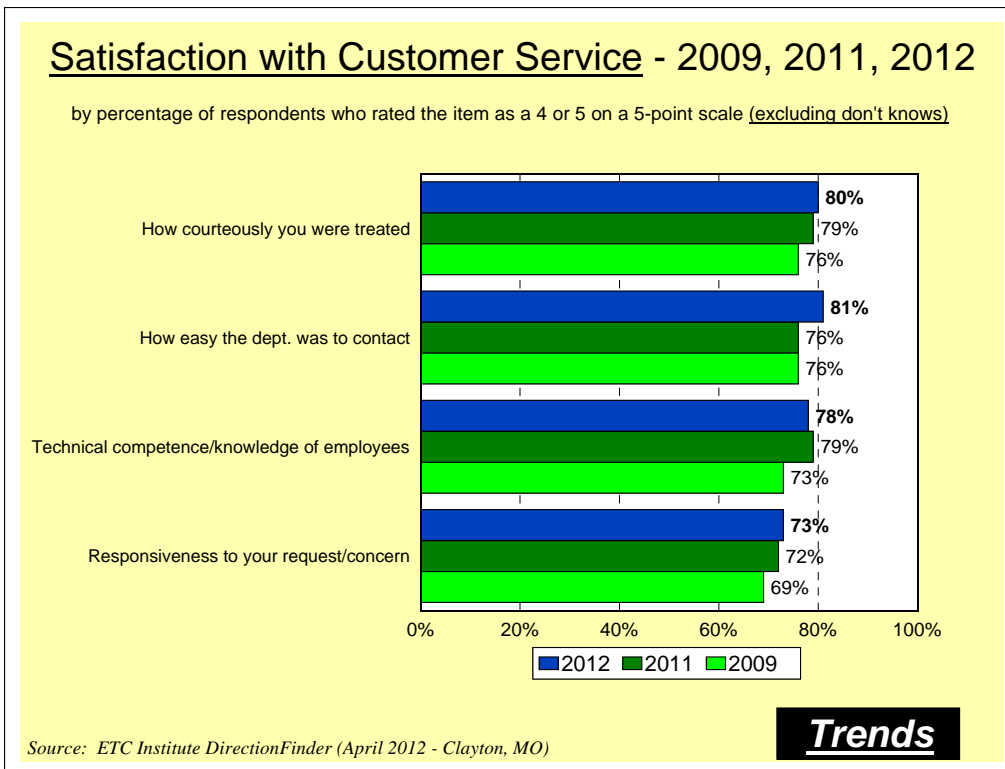
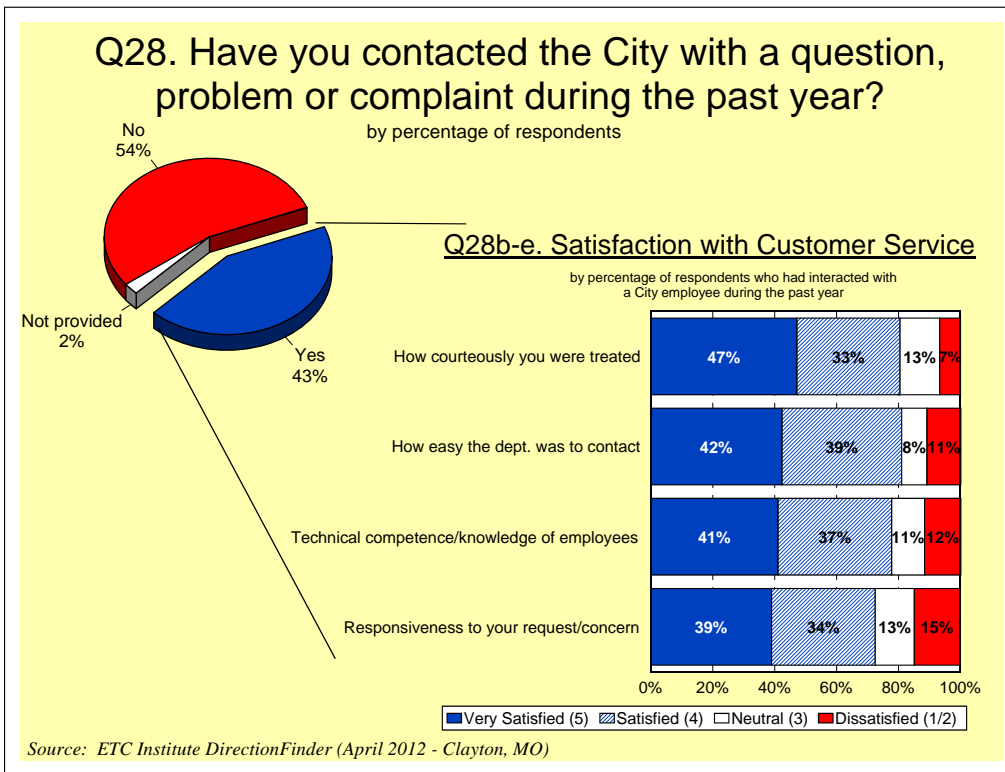
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q27. How satisfied are you with culture, dining and shopping in Clayton?

by percentage of respondents

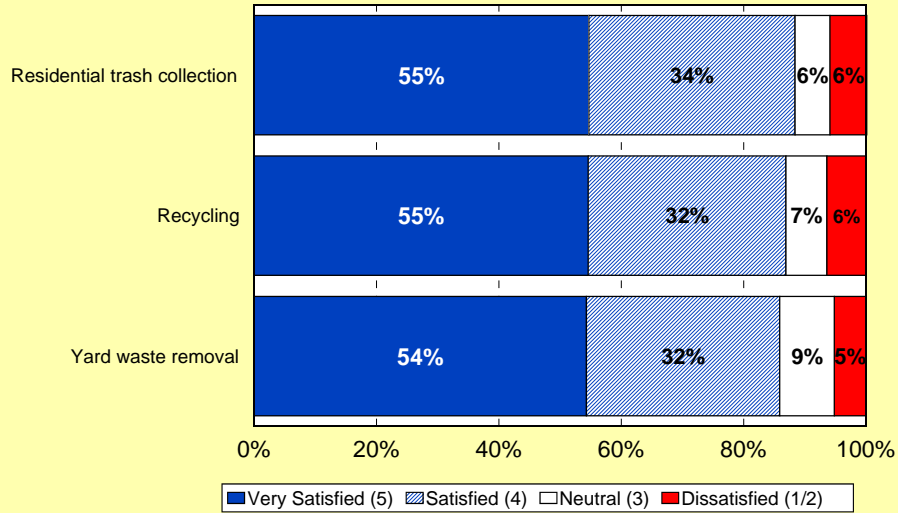


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



Q29. Satisfaction with the Waste Collection Service in Clayton

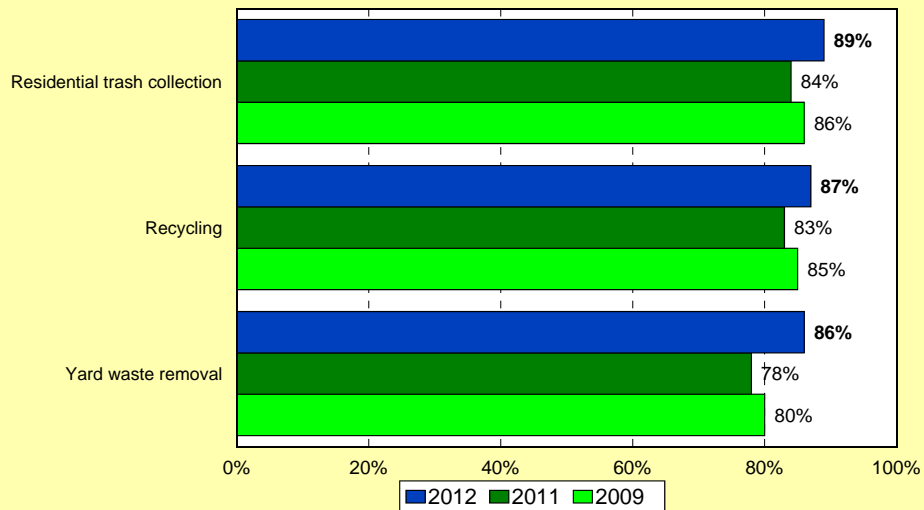
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Satisfaction with the Waste Collection Service in Clayton 2009, 2011, 2012

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

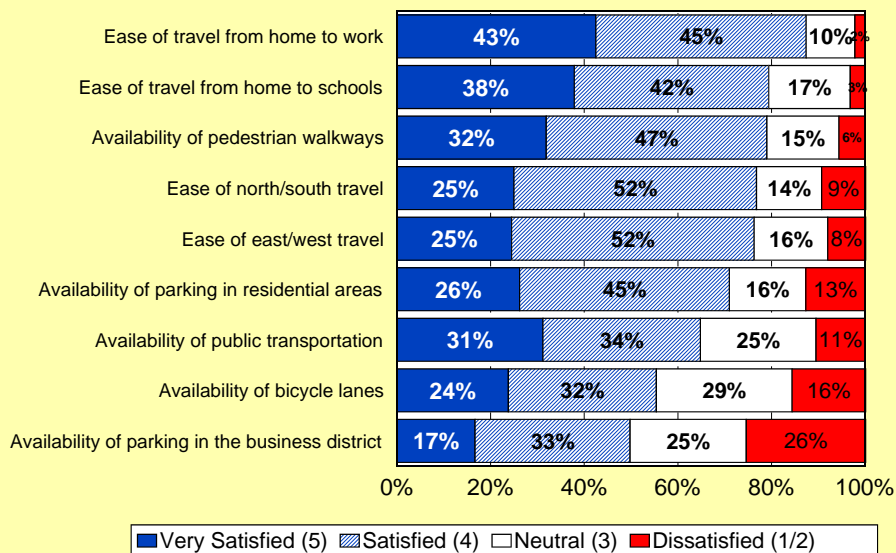


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends

Q30. Satisfaction with Transportation in Clayton

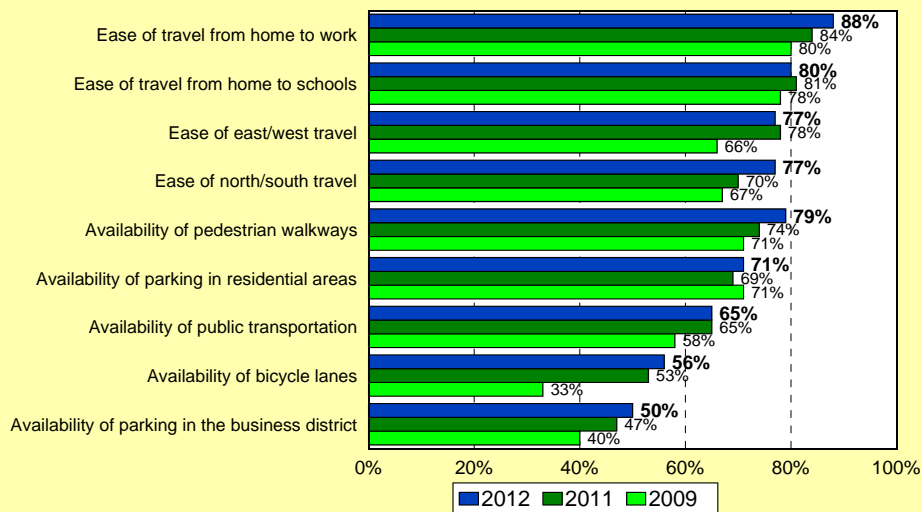
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

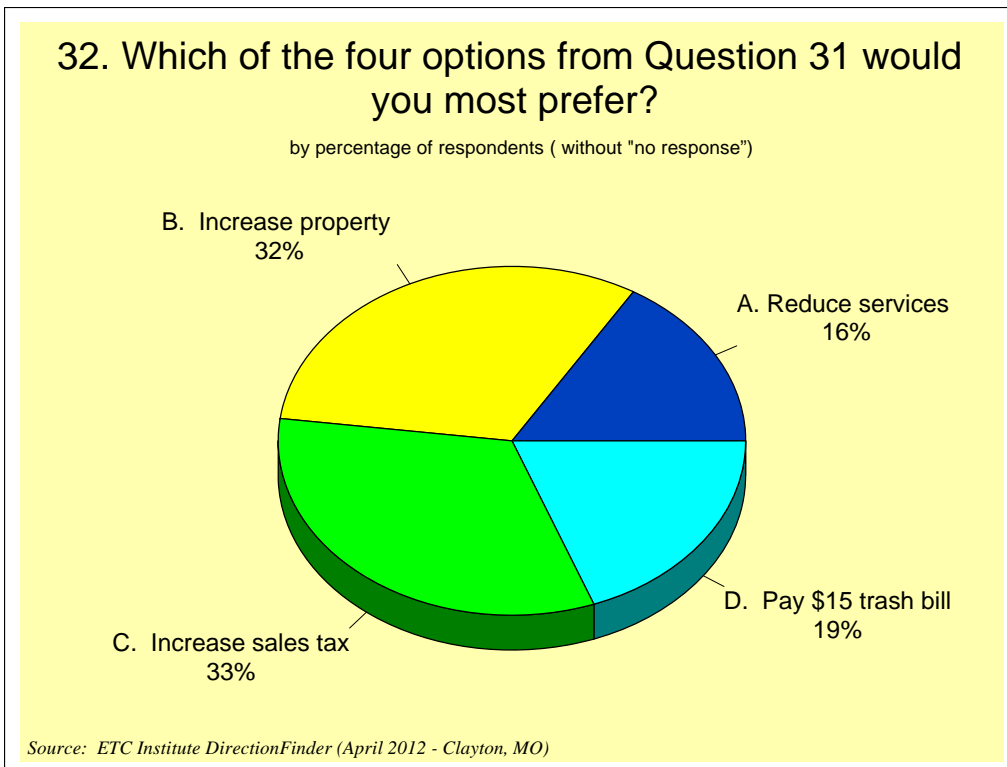
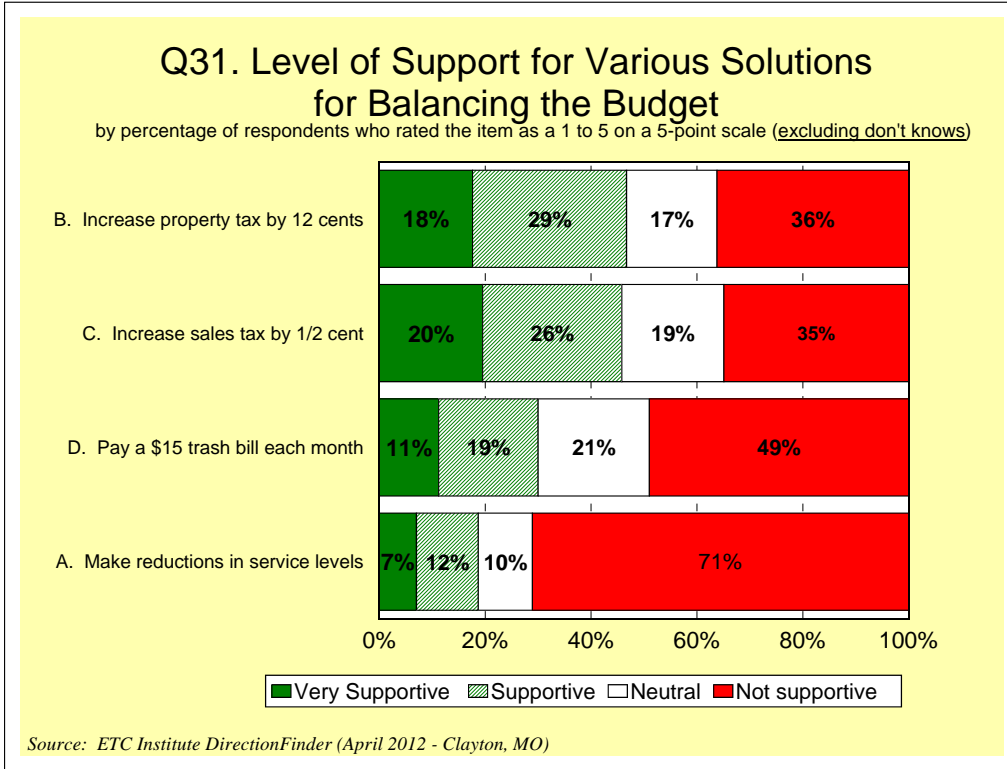
Satisfaction with Transportation in Clayton - 2009, 2011, 2012

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



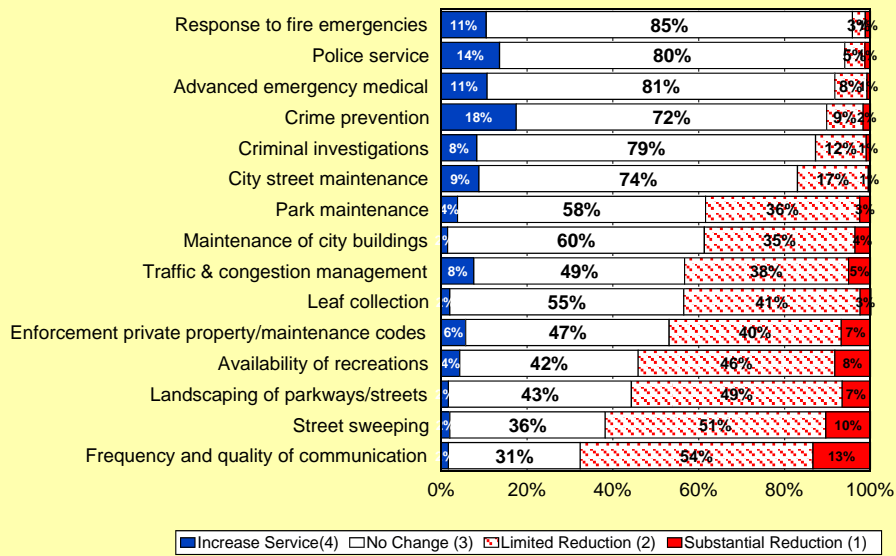
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Trends



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

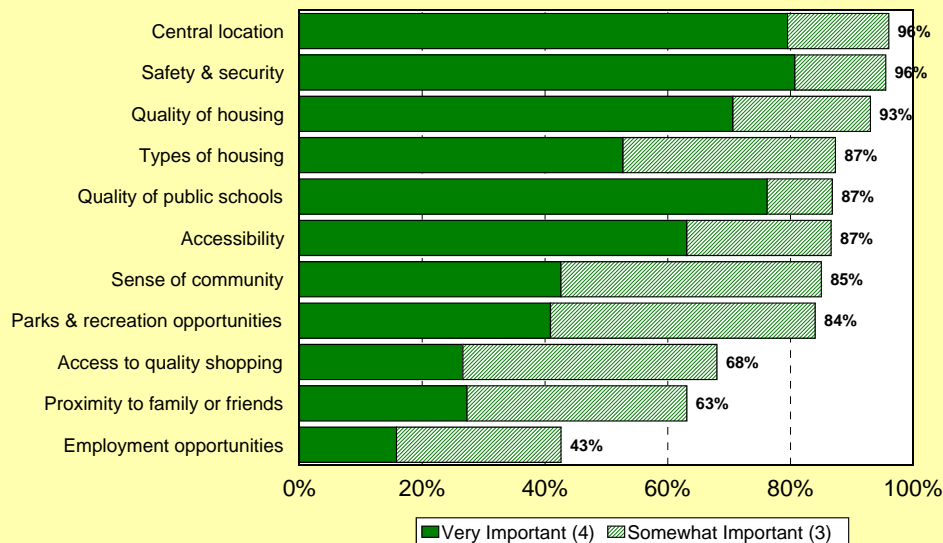
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



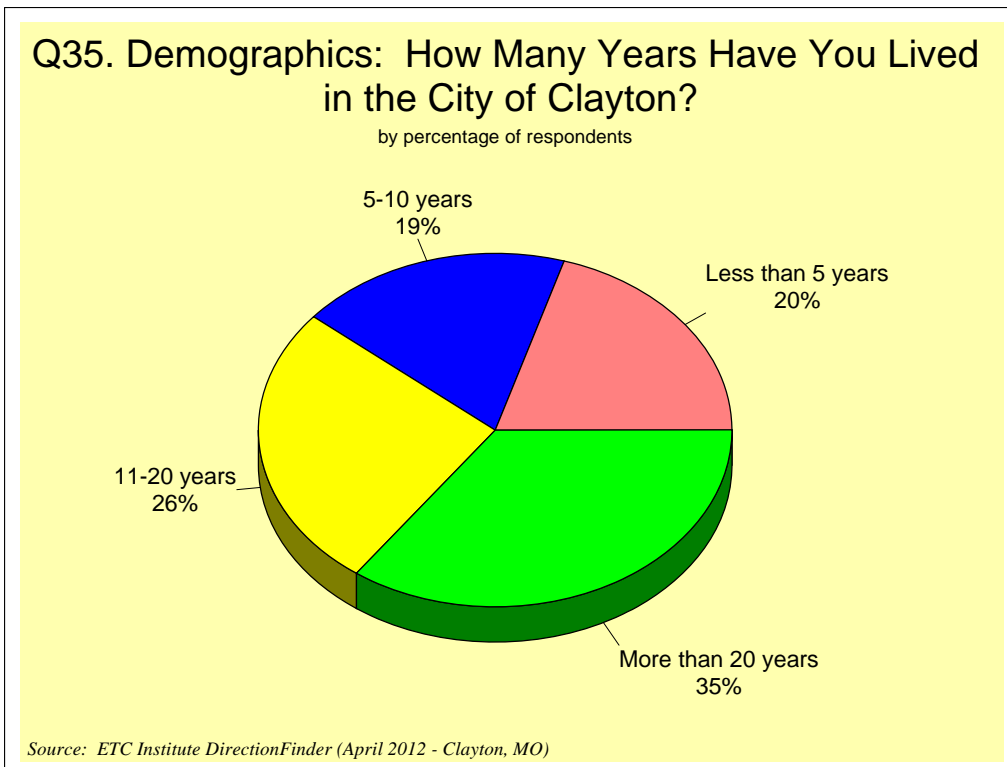
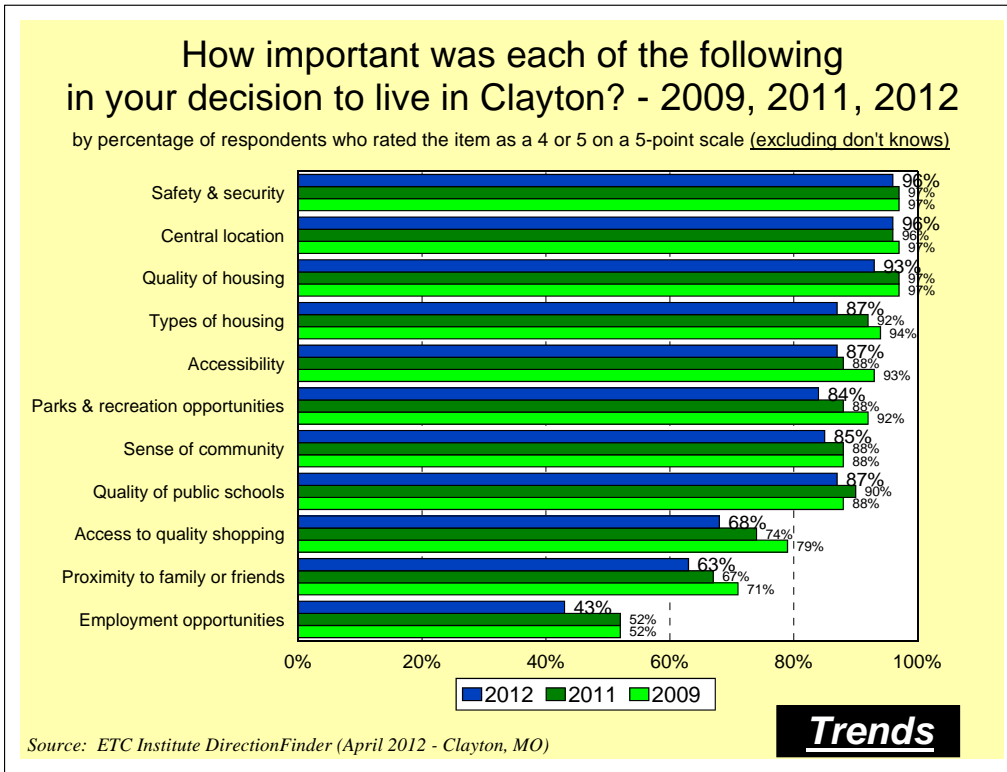
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q34. How important was each of the following in your decision to live in Clayton?

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

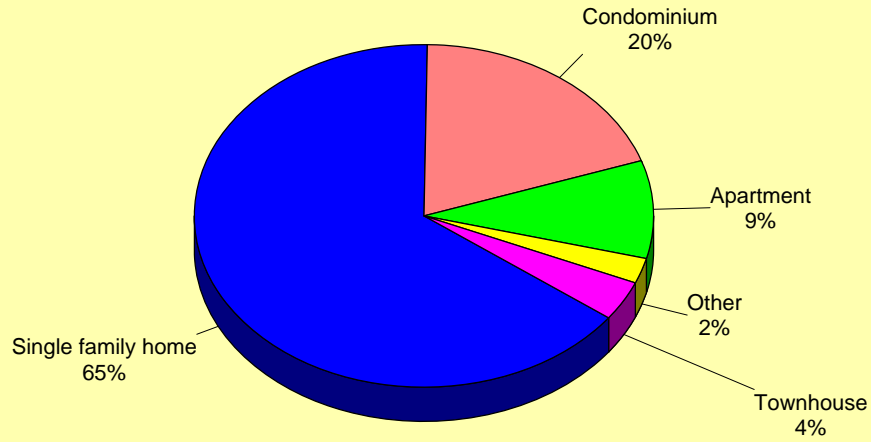


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



Q37. Demographics: In what kind of home do you live?

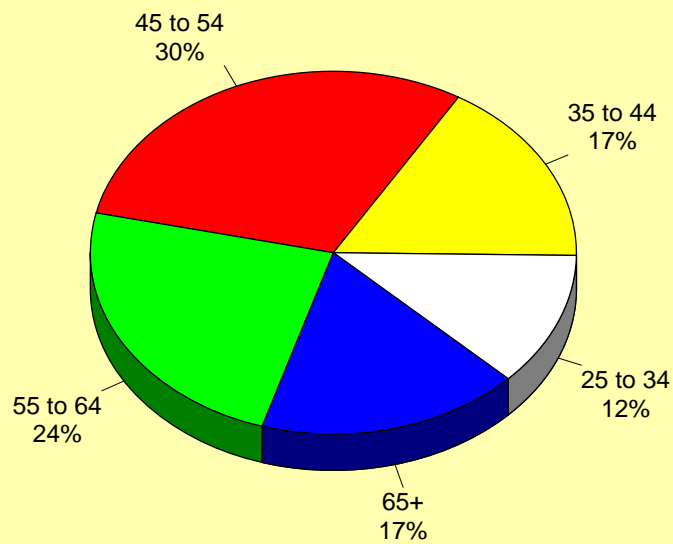
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q38. Demographics: Age of Respondents

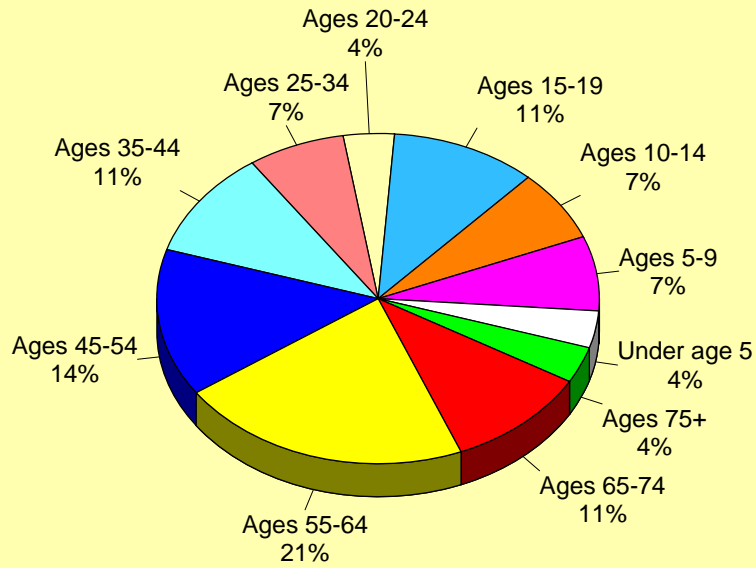
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Q39. Demographics: Ages of Household Occupants

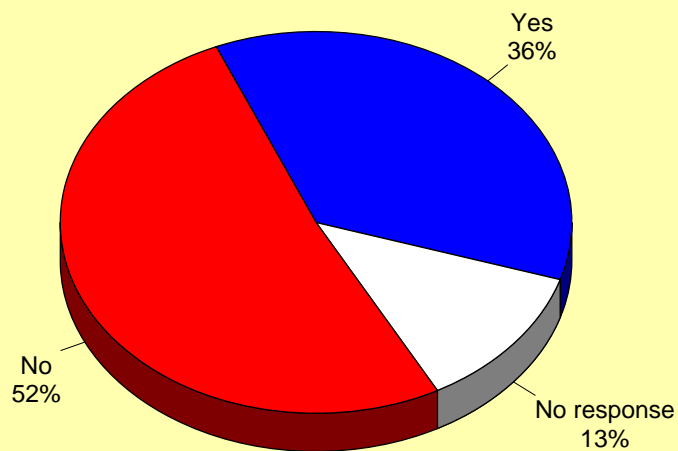
by percentage of persons in households



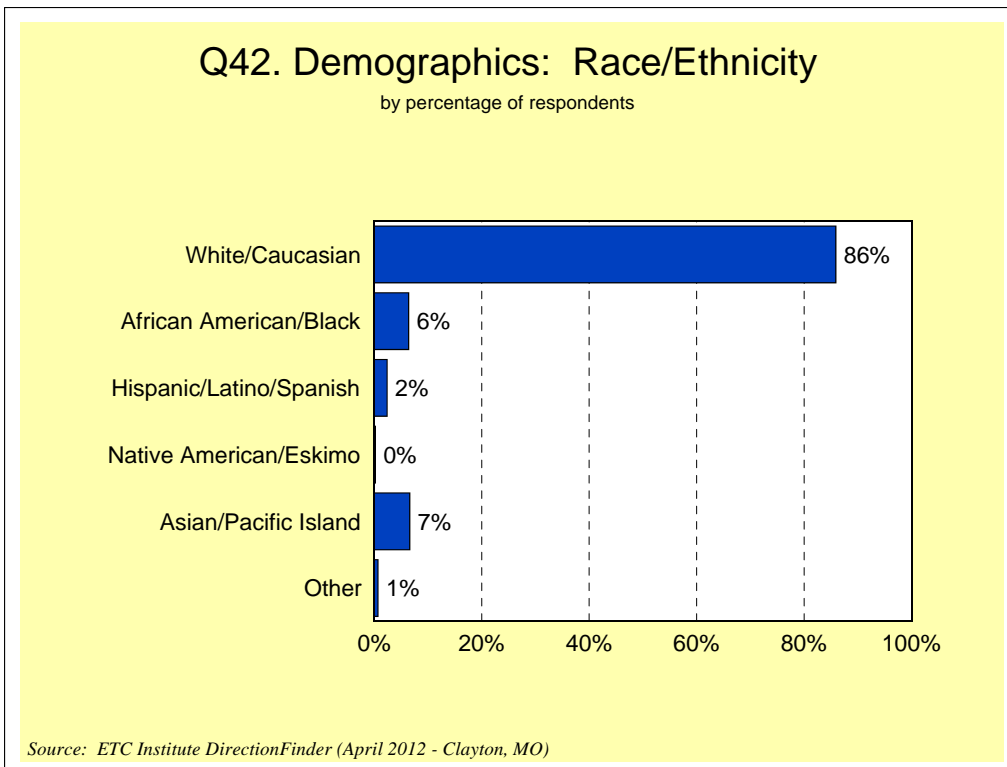
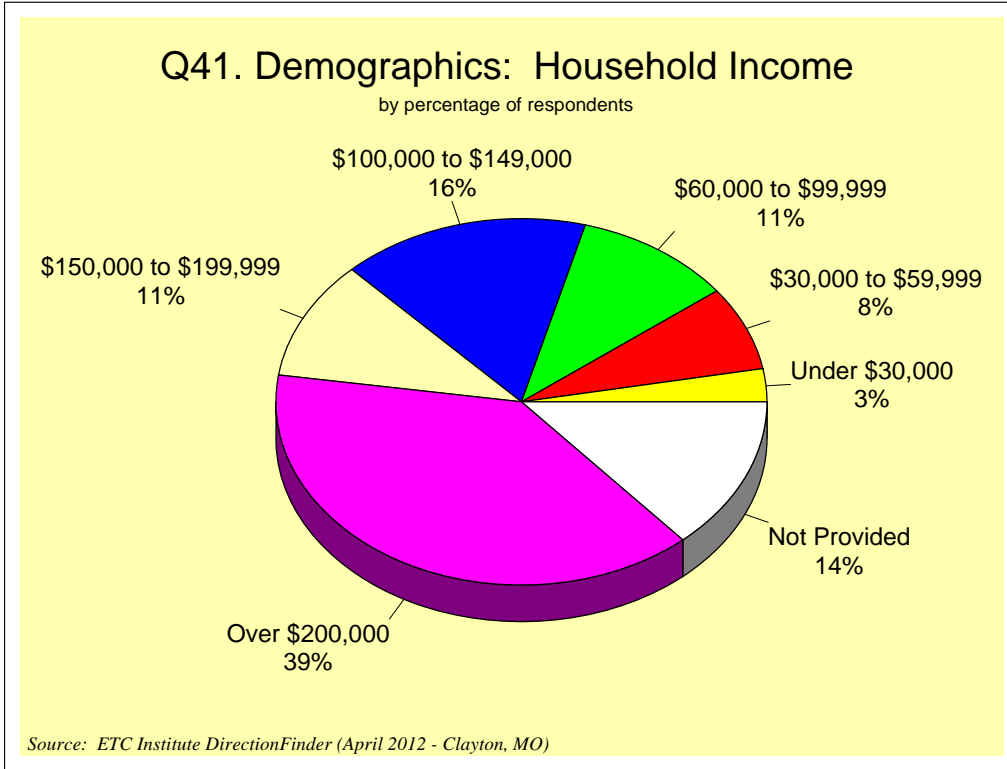
Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

40. Do you own a dog?

by percentage of persons in households

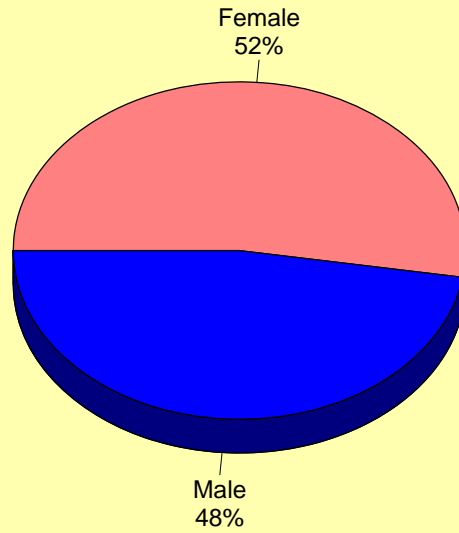


Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)



Q43. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (April 2012 - Clayton, MO)

Section 2:
Benchmarking Data



DirectionFinder® Survey Year 2012 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 3,926 U.S. residents in June 2011, (2) a Regional Survey that was administered to 456 residents in Kansas and Missouri in June 2011; and (3) surveys that have been administered by ETC Institute in 30 communities in Kansas and Missouri between January 2009 and March 2012. The Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Gladstone, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Raytown, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government

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 2011 National and Regional Survey that was administered by ETC Institute.



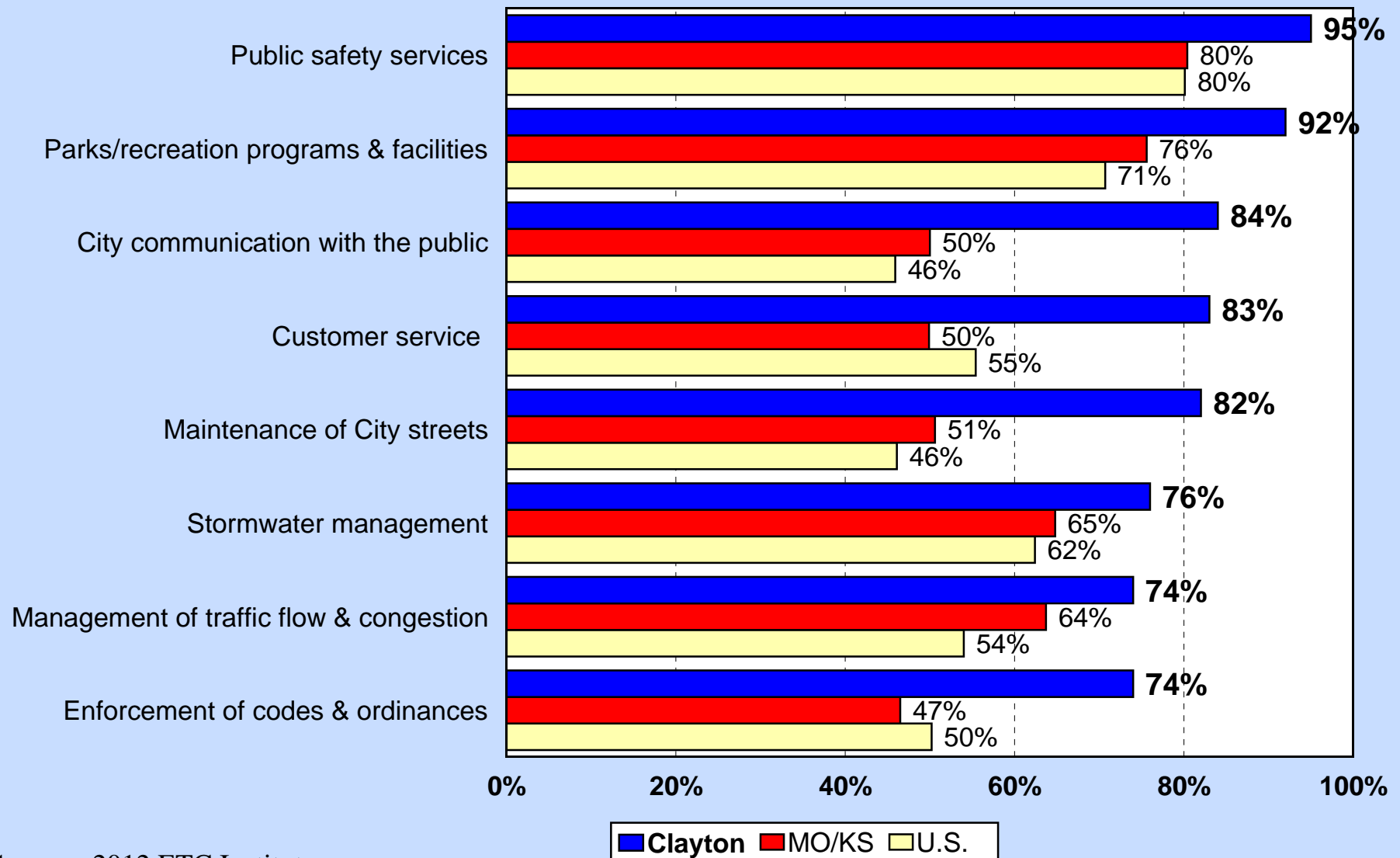
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. 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 the Kansas City area 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 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)

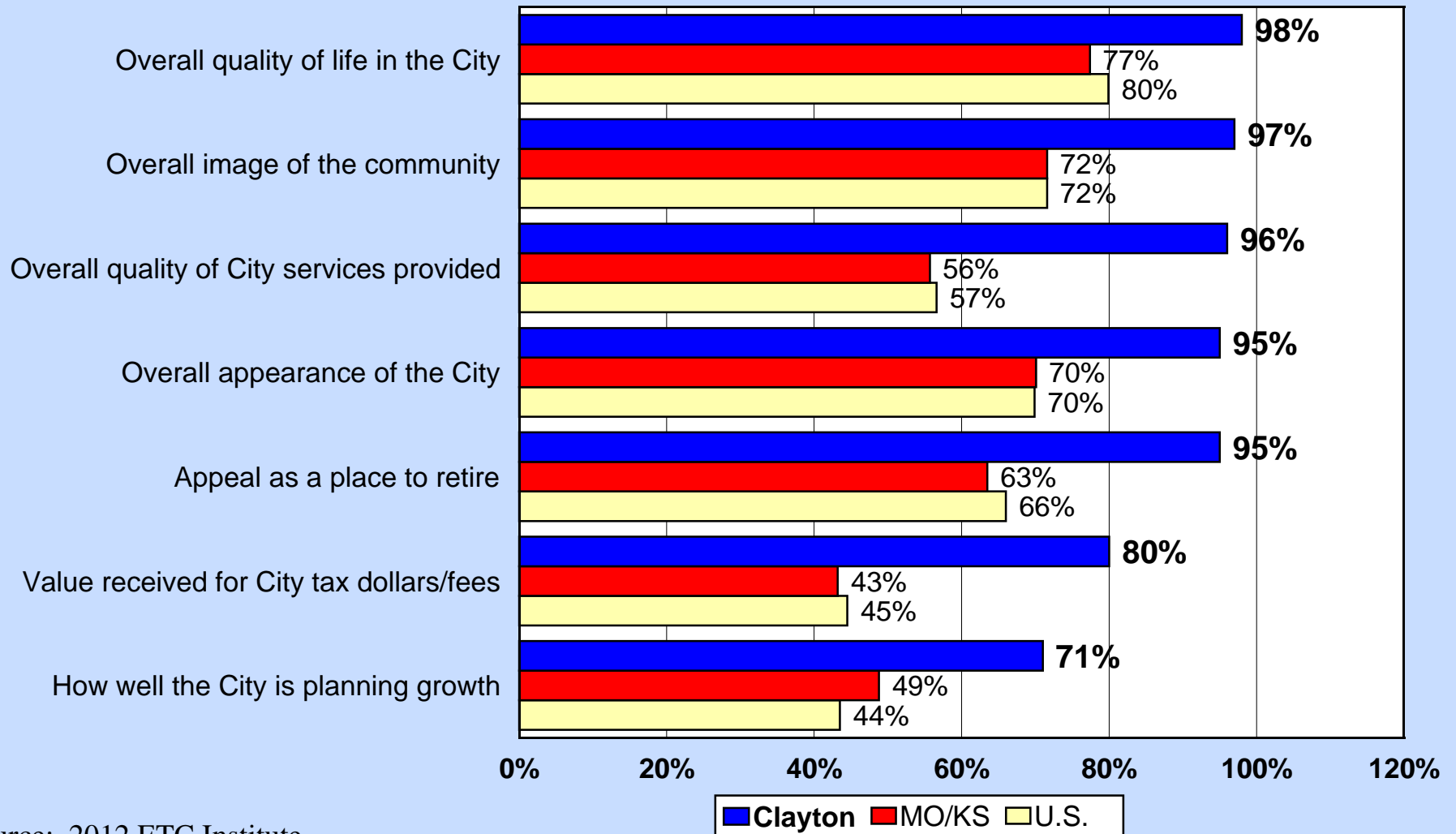


Source: 2012 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City

Clayton vs. MO/KS Region vs. the U.S.

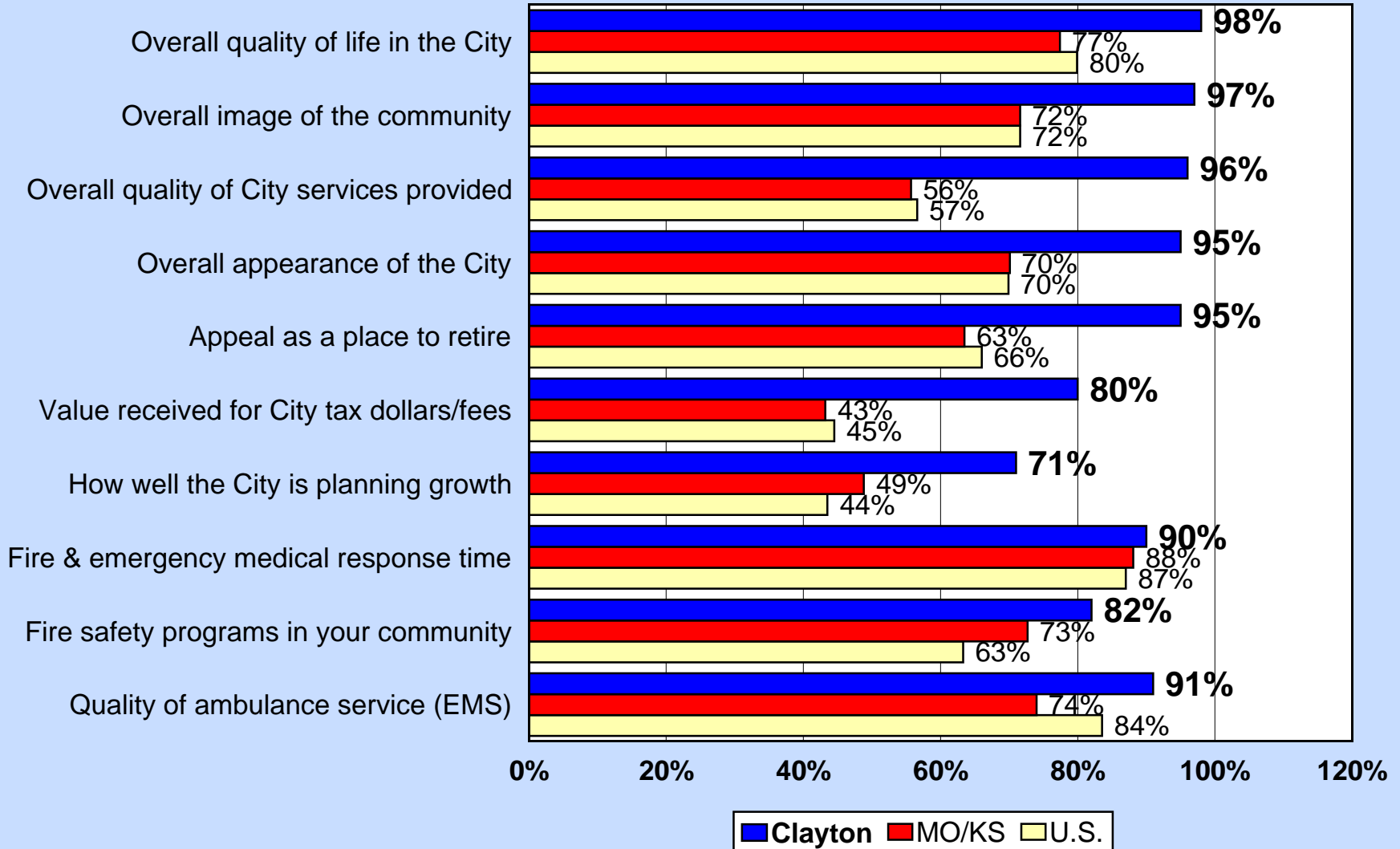
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

Overall Satisfaction with Public Safety Clayton vs. MO/KS Region vs. the U.S.

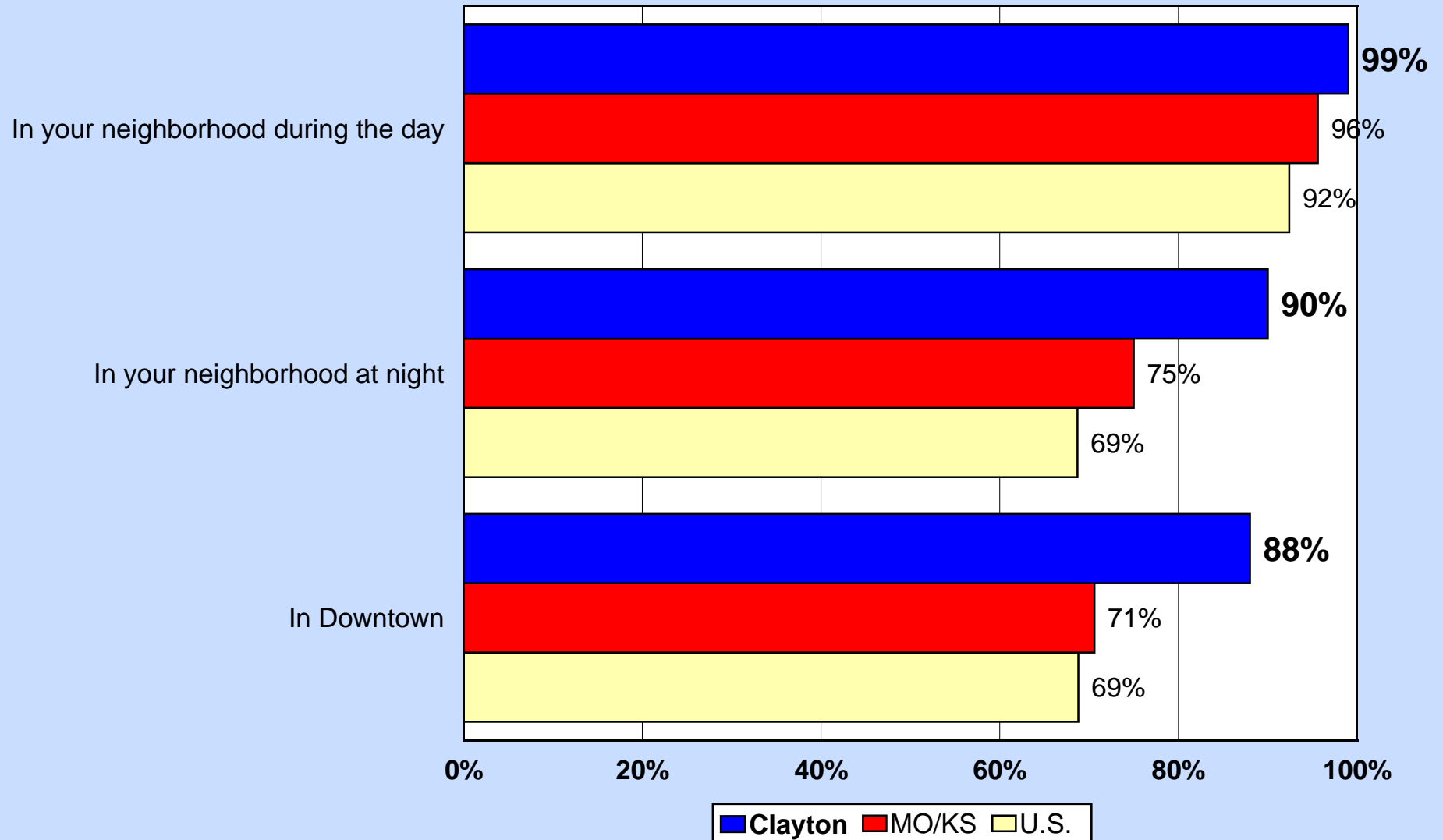
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

How Safe Residents Feel in Their Community Clayton vs. MO/KS Region vs. the U.S.

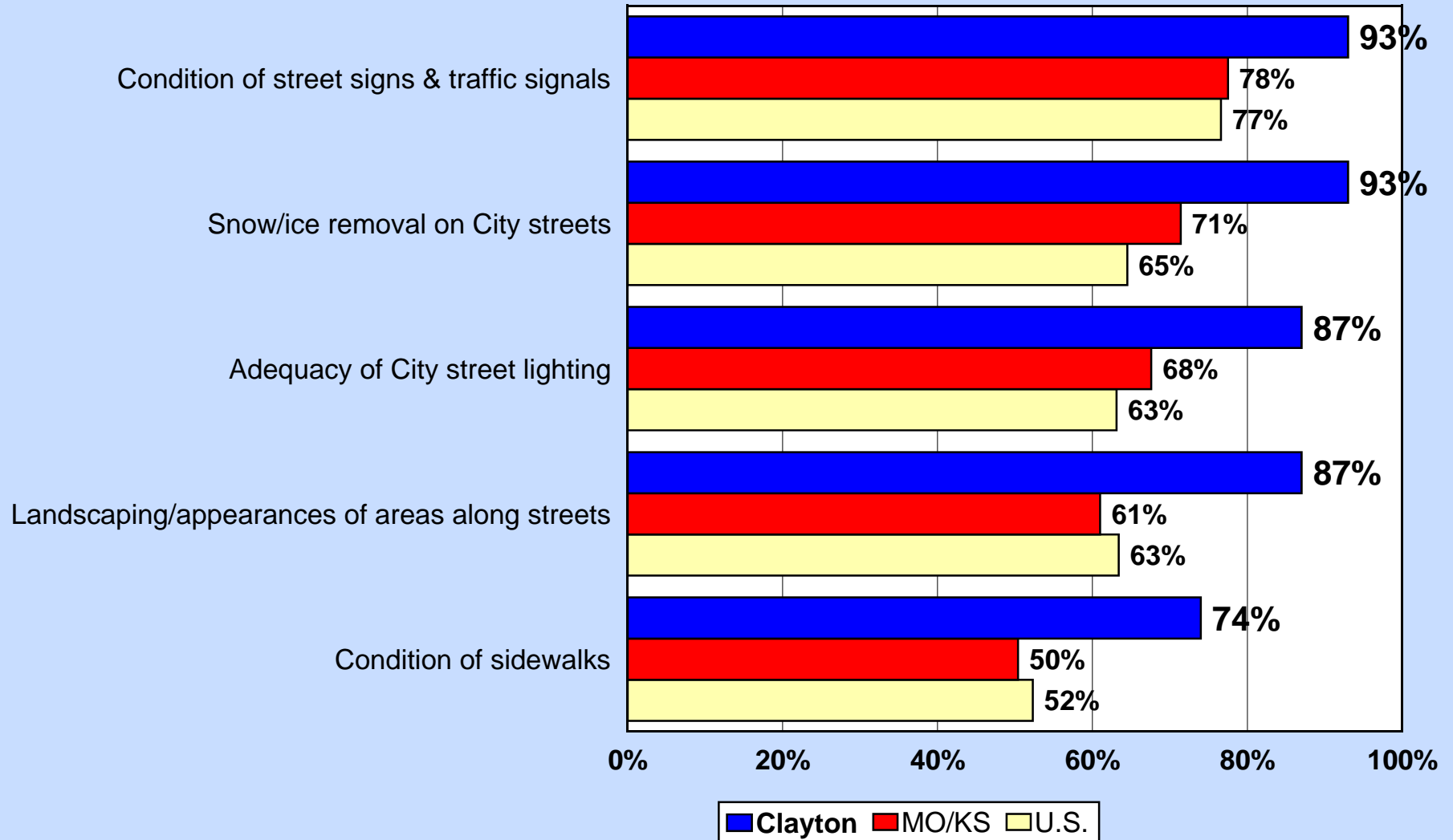
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with City Maintenance

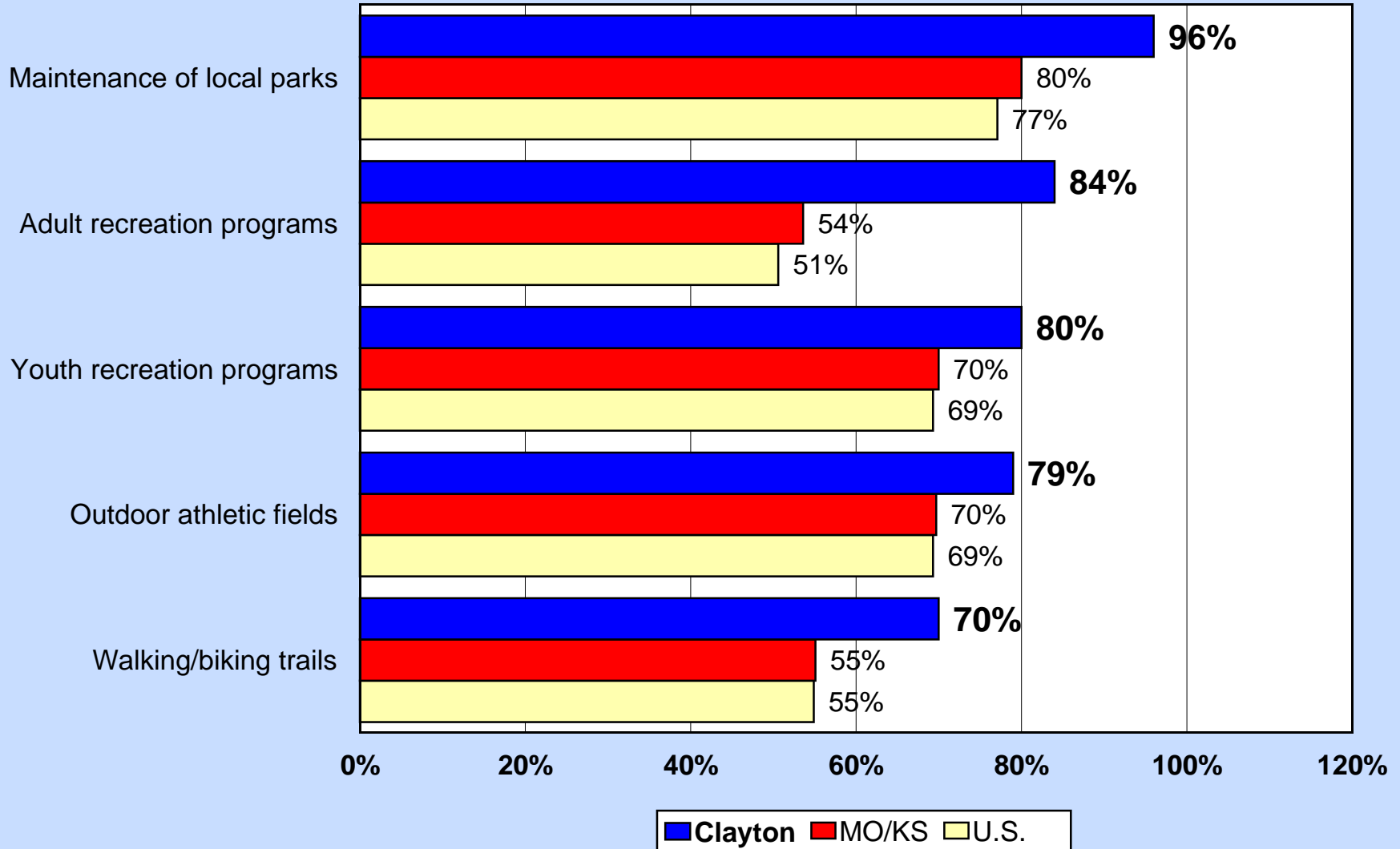
Clayton vs. MO/KS Region vs. the U.S.

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)



Overall Satisfaction with Parks and Recreation Clayton vs. MO/KS Region vs. the U.S.

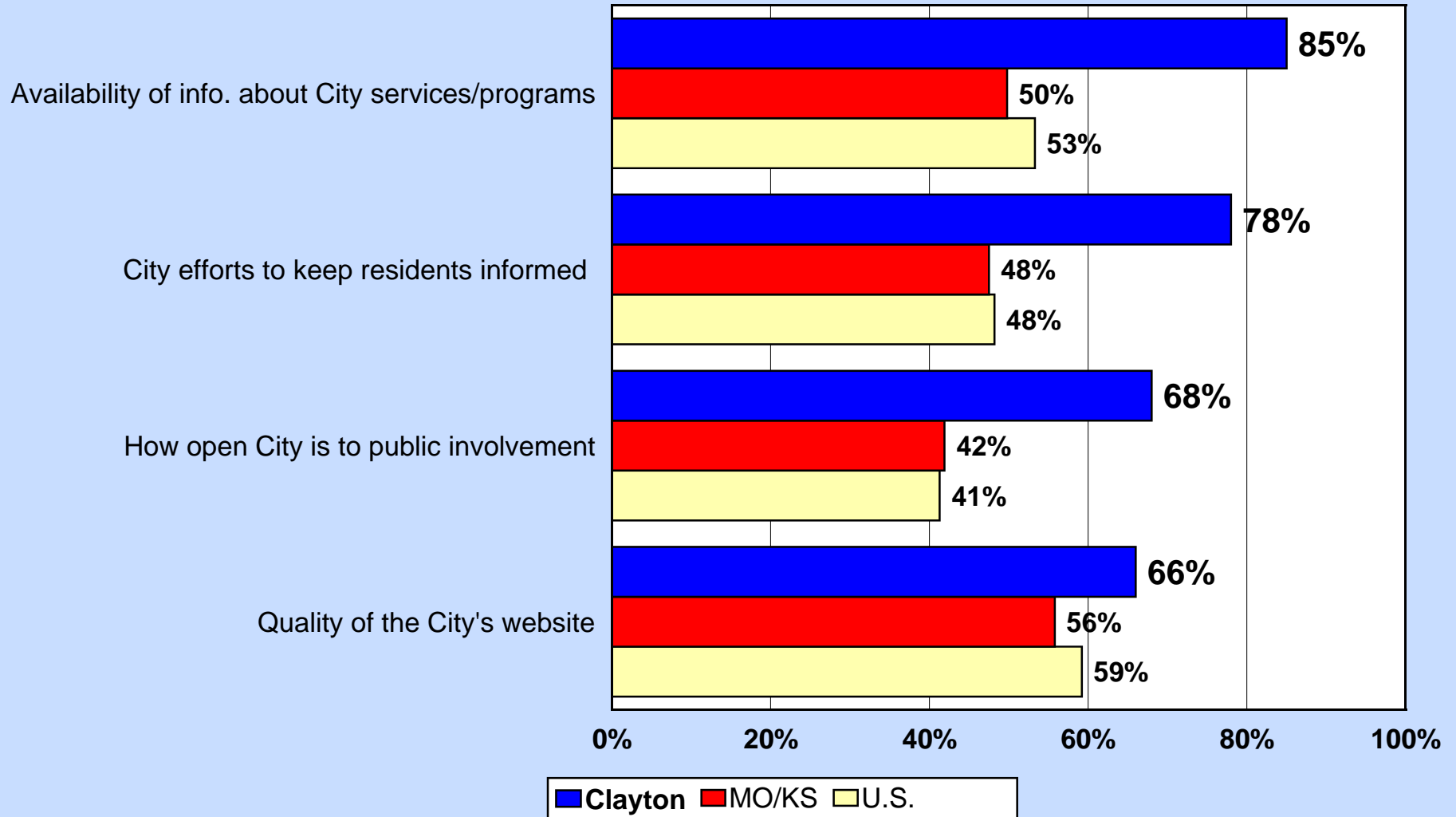
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Communication

Clayton vs. MO/KS Region vs. the U.S.

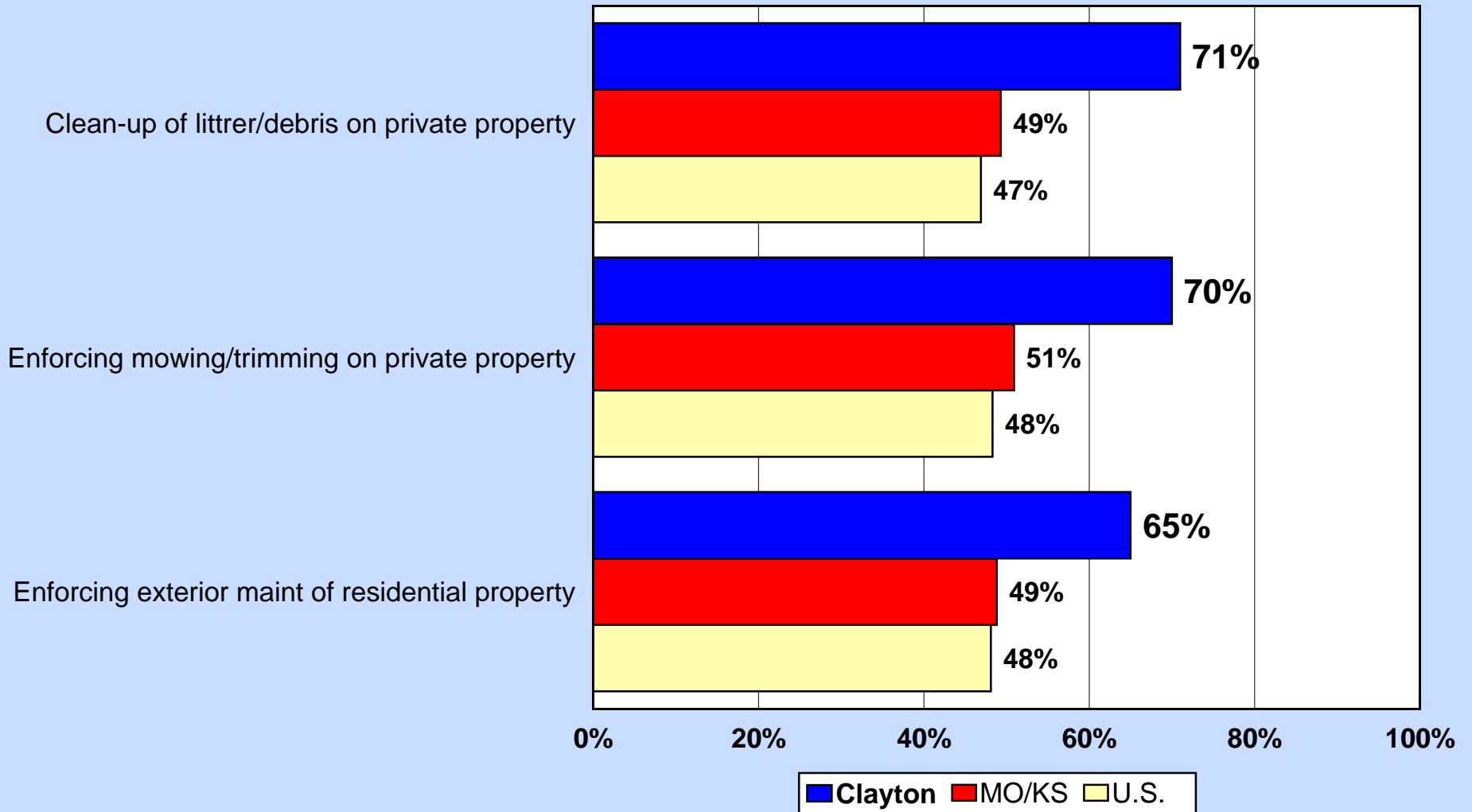
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

Overall Satisfaction with Code Enforcement Clayton vs. MO/KS Region vs. the U.S.

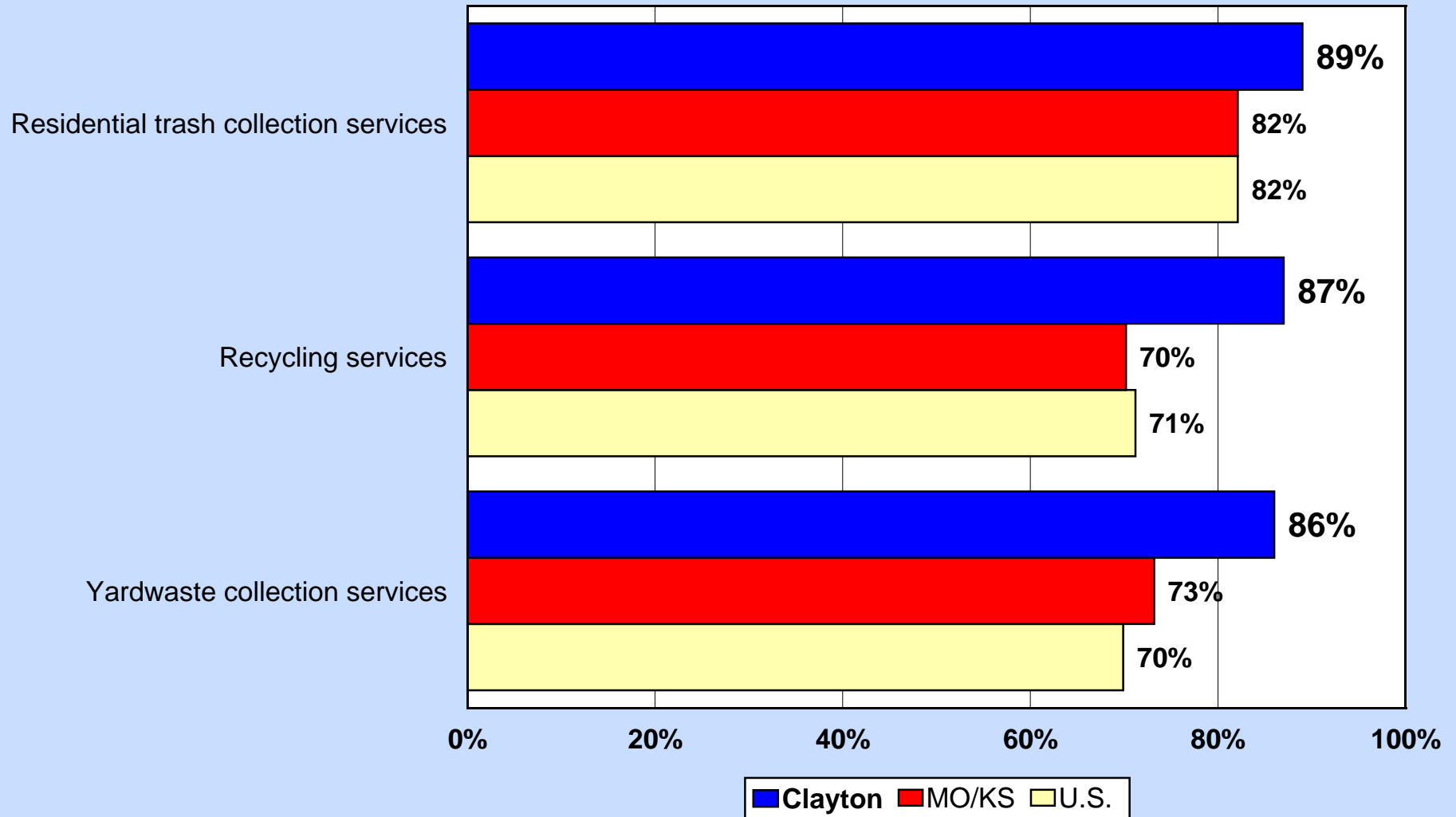
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Utility Services

Clayton vs. MO/KS Region vs. the U.S.

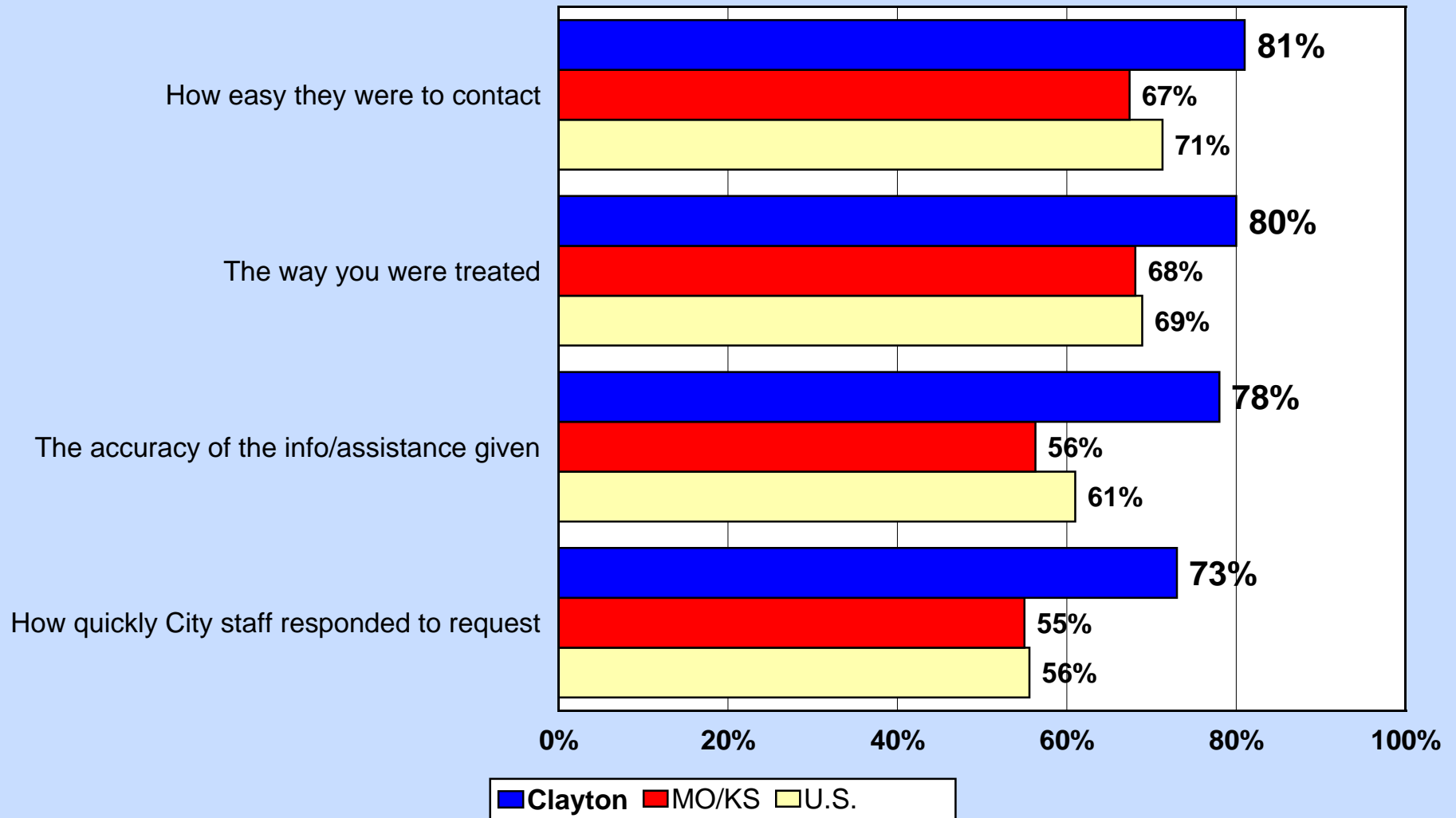
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Customer Service

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)

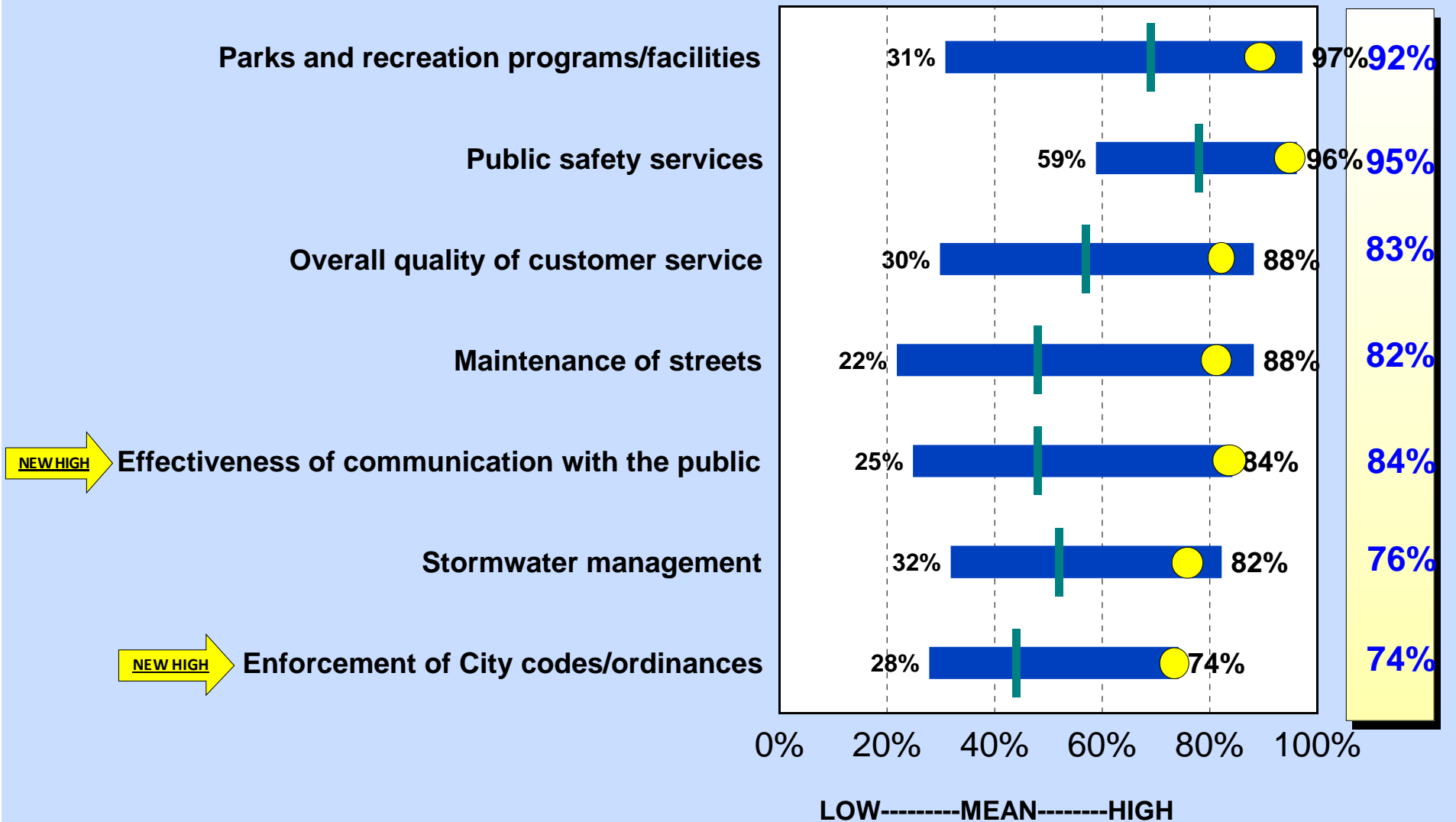


Missouri/Kansas Benchmarks 2012

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

● Clayton, MO

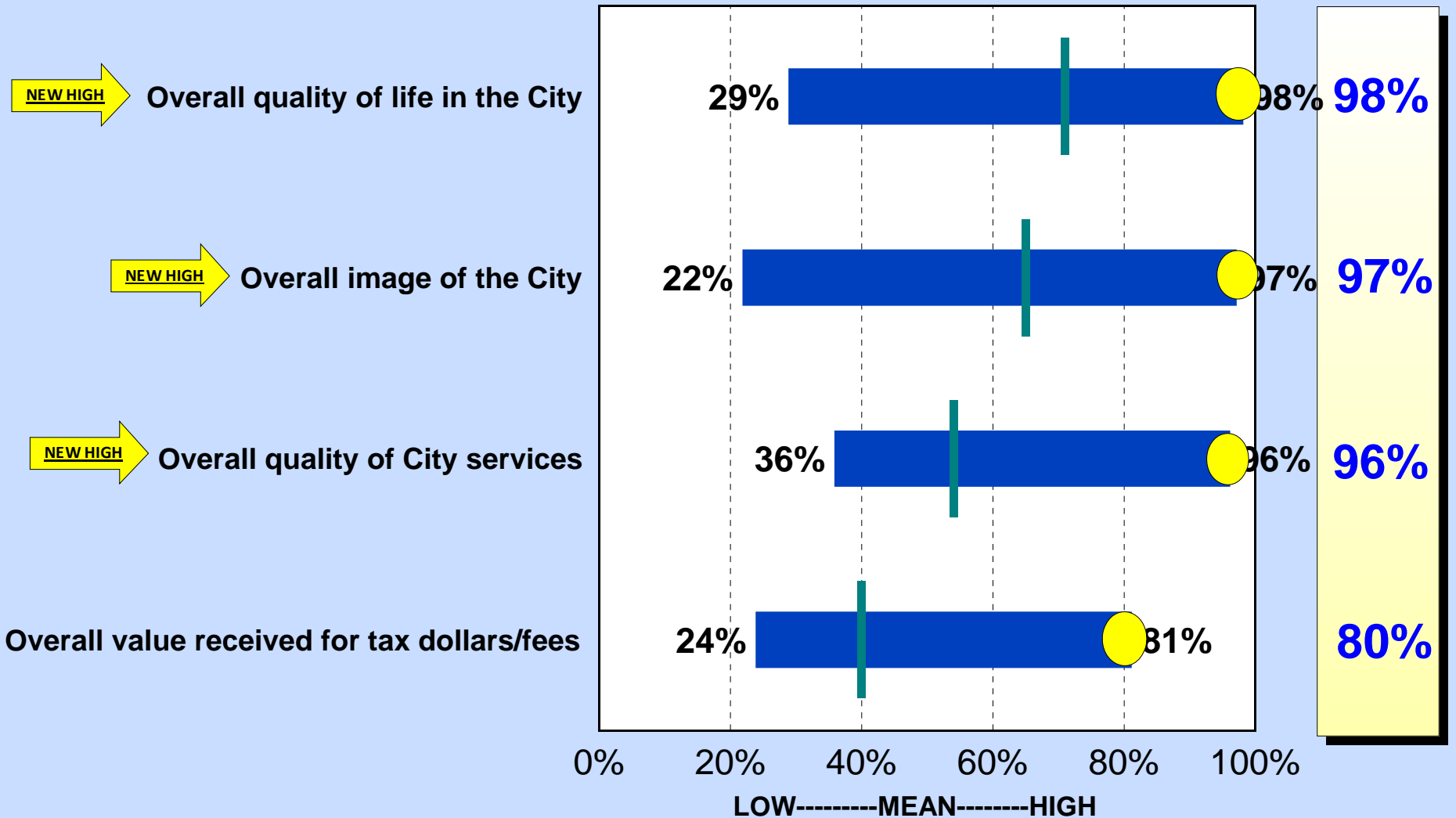


Source: ETC Institute DirectionFinder (2012)

Perceptions that Missouri/Kansas Residents Have of the City in Which They Live

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

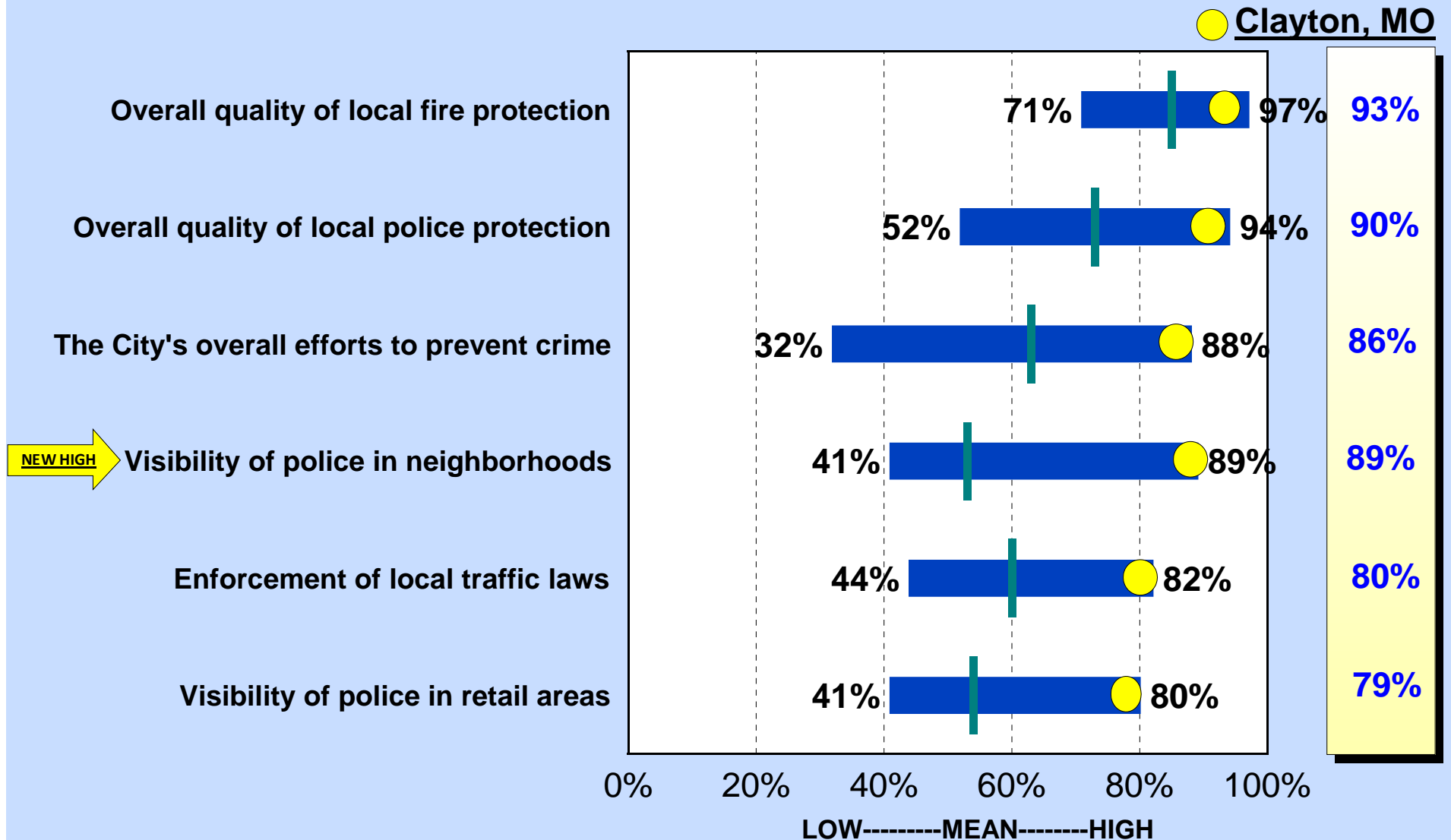
● Clayton, MO



Source: ETC Institute DirectionFinder (2012)

Satisfaction with Various Public Safety 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

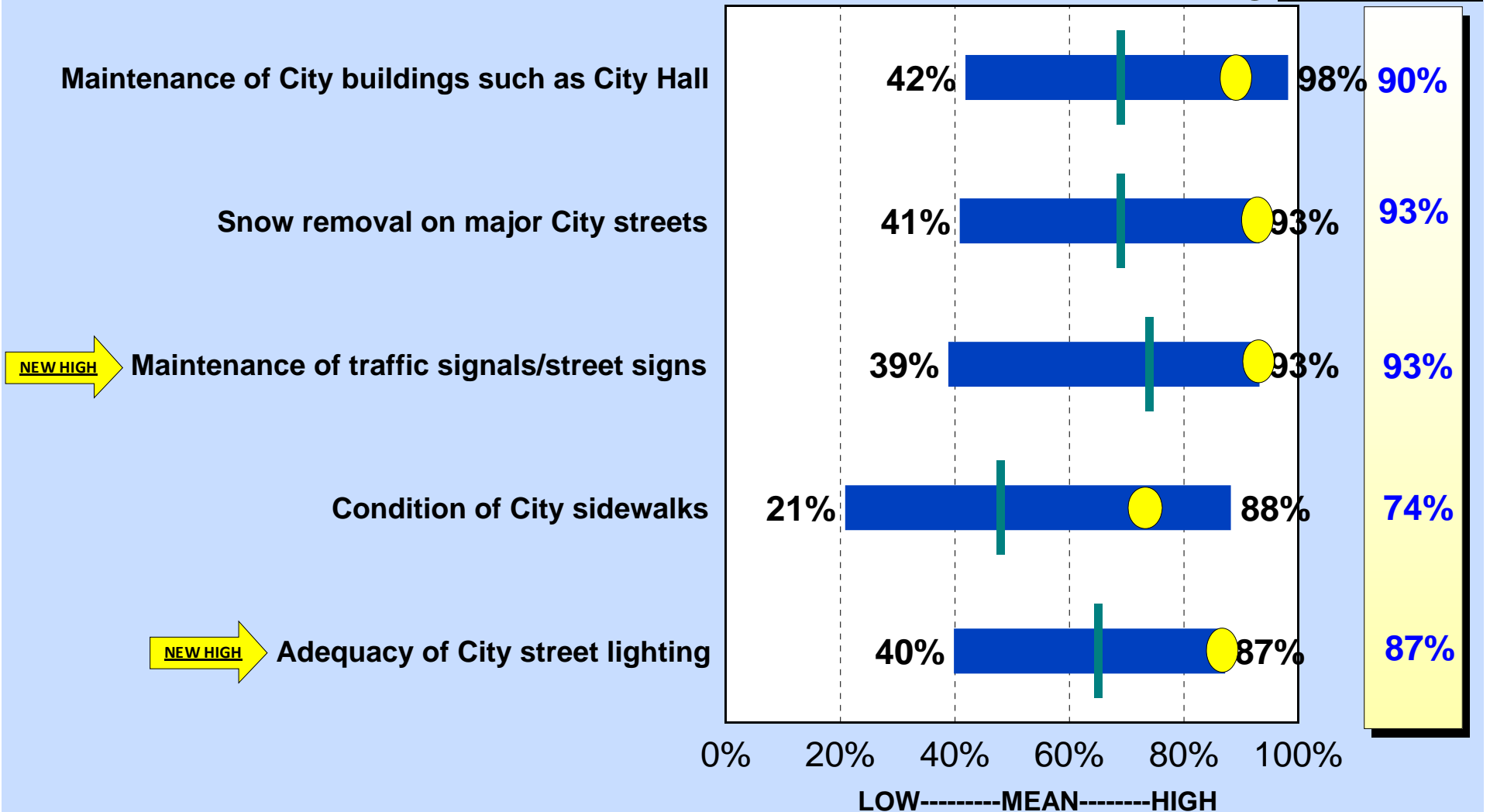


Source: ETC Institute DirectionFinder (2012)

Satisfaction with Maintenance 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

● Clayton, MO

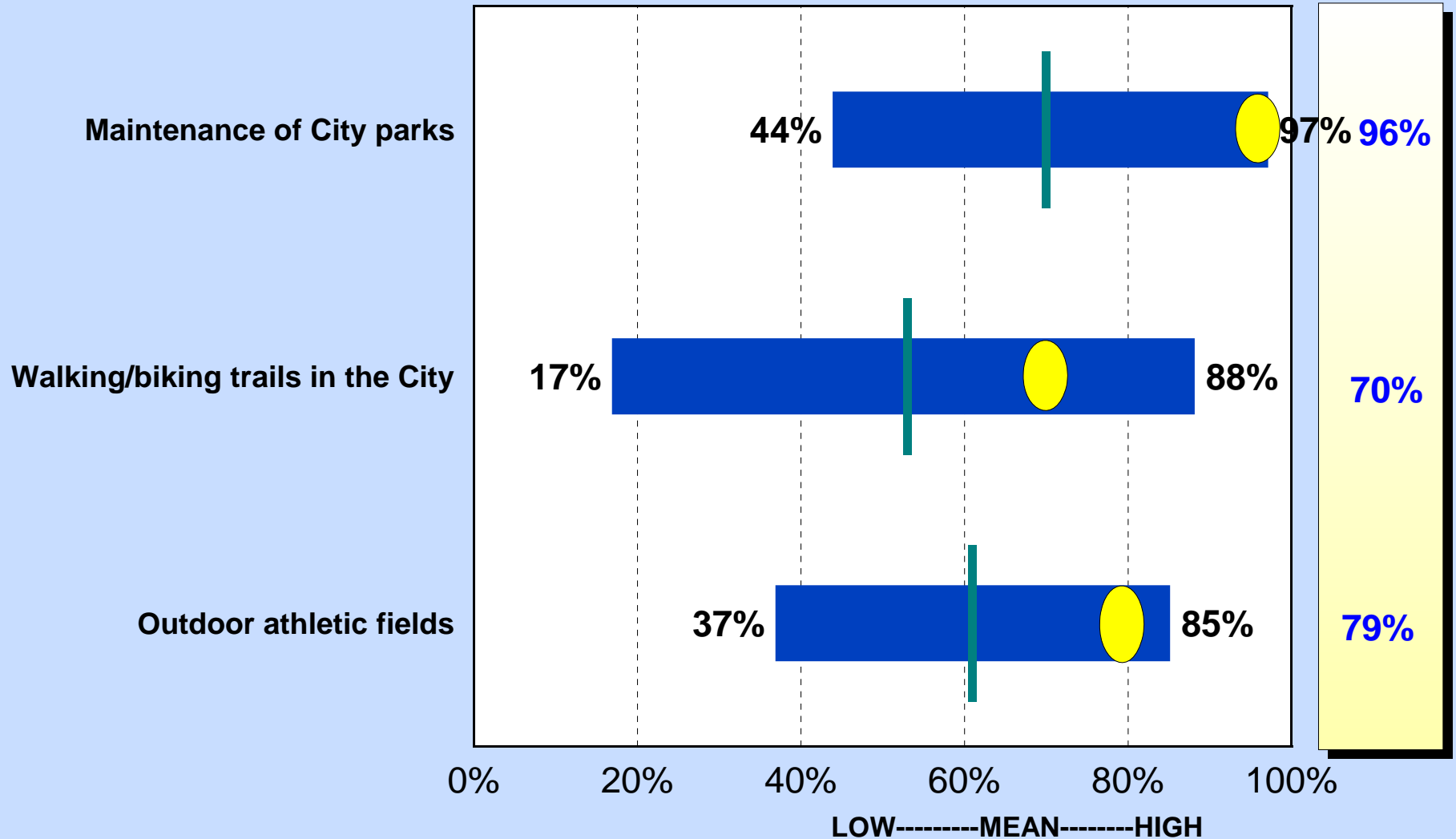


Source: ETC Institute DirectionFinder (2012)

Satisfaction with Parks and Recreation 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

● Clayton, MO

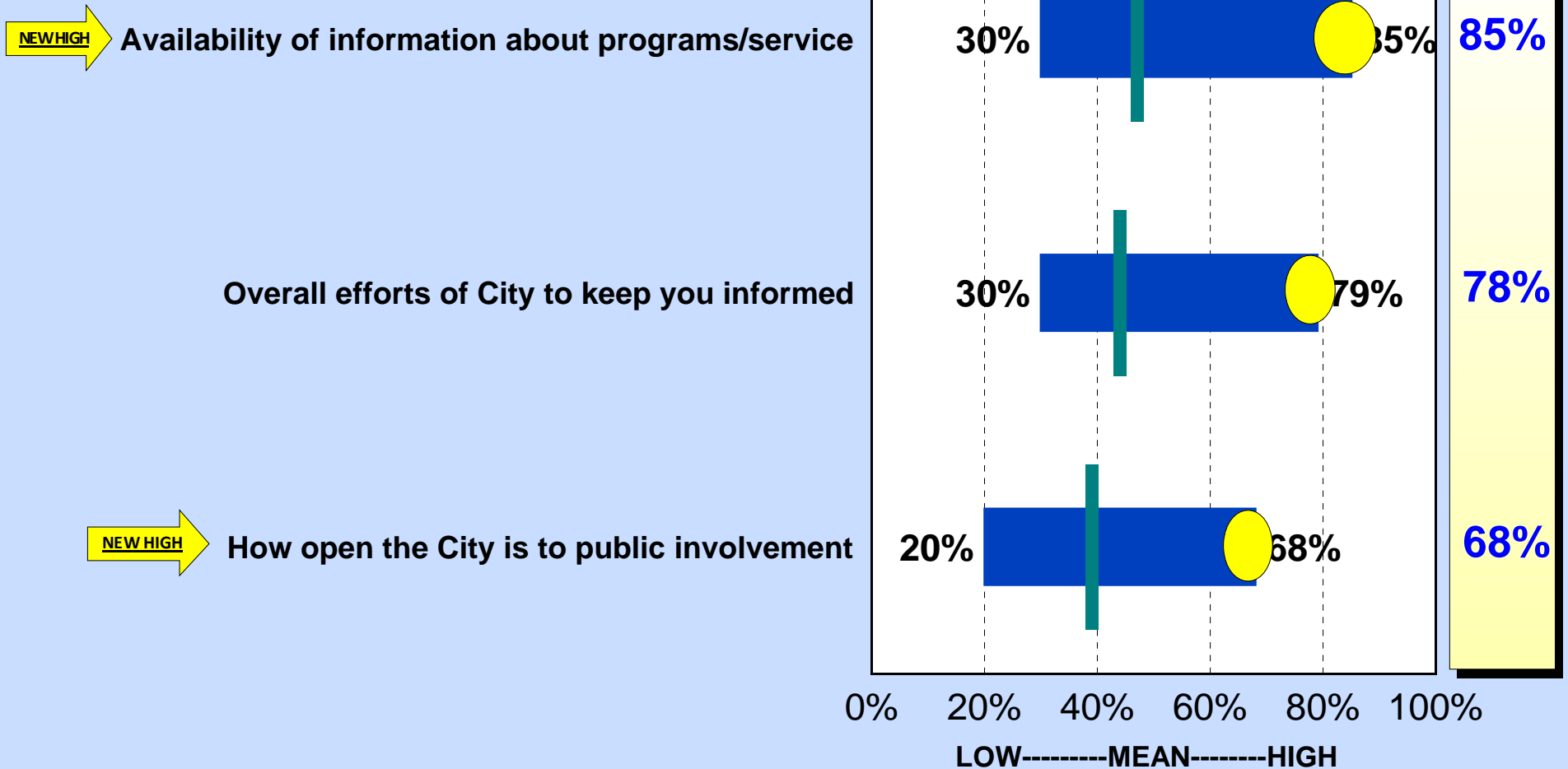


Source: ETC Institute DirectionFinder (2012)

Satisfaction with Various Aspects of City Communication 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

● Clayton, MO

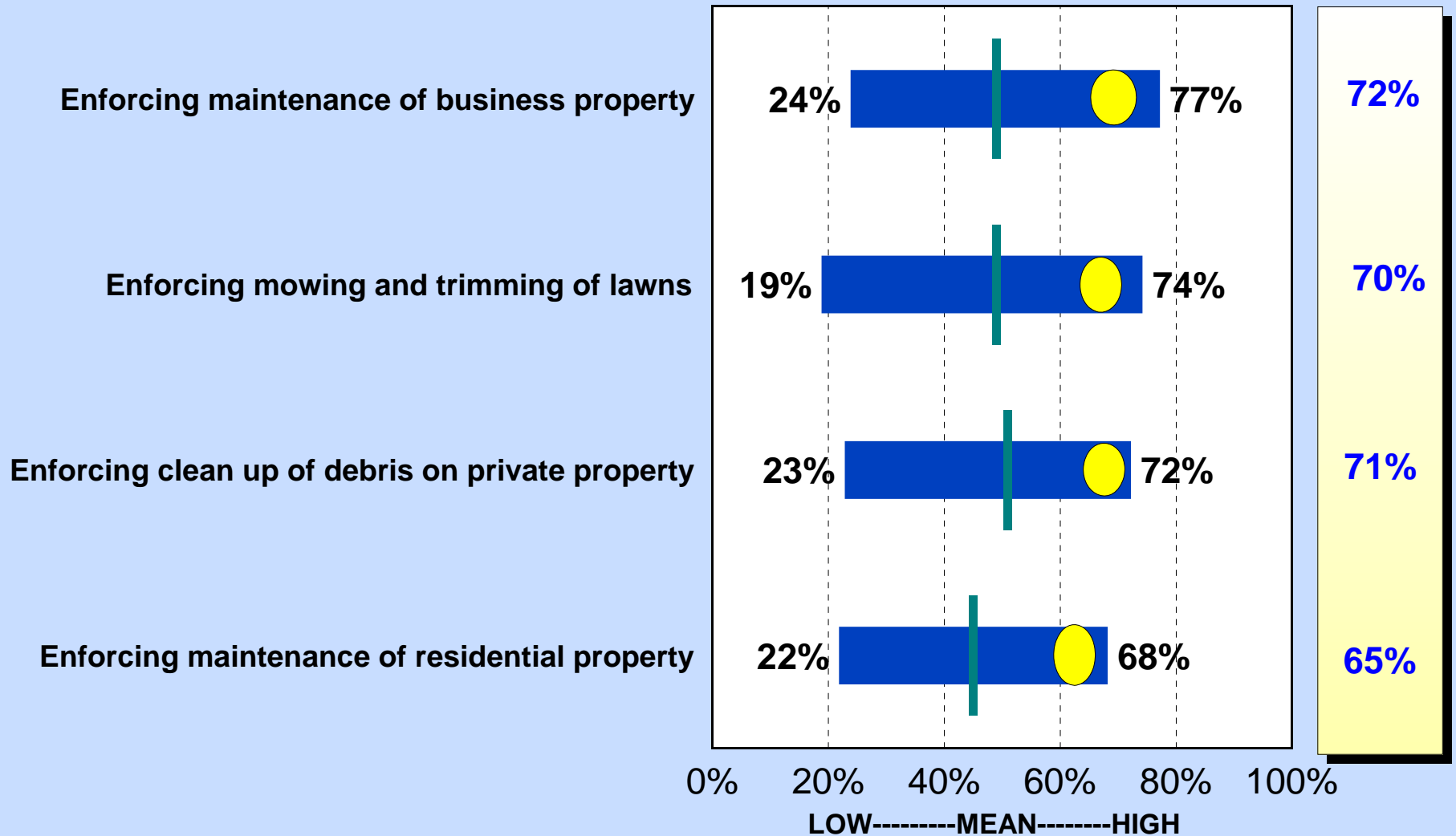


Source: ETC Institute DirectionFinder (2012)

Satisfaction with the Enforcement of Codes and Ordinances 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

● Clayton, MO



Source: ETC Institute DirectionFinder (2012)

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

Importance-Satisfaction Analysis

Clayton, Missouri

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 knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirty-seven percent (21%) ranked the *stormwater management system* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *stormwater management system* was ranked seventh overall with 76% rating *stormwater management system* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *stormwater management system* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 21% was multiplied by 24% (1-0.76). This calculation yielded an I-S rating of 0.0504, which was ranked fourth out of nine major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity 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 and congestion	42%	3	74%	9	0.1092	1
Medium Priority (IS <.10)						
Maintenance of City streets	49%	1	82%	6	0.0882	2
Enforcement of building/housing codes/ordinances	20%	6	74%	8	0.0520	3
Storm water management system	21%	5	76%	7	0.0504	4
Parks and recreation programs and facilities	38%	4	92%	2	0.0304	5
Public safety services	45%	2	95%	1	0.0225	6
Effectiveness of City communication	14%	7	84%	4	0.0224	7
Quality of customer service	12%	8	83%	5	0.0204	8
Maintenance of City Buildings/facilities	9%	9	91%	3	0.0081	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)						
The City's efforts to prevent crime	40%	1	86%	10	0.0560	1
The visibility of police in neighborhoods	36%	2	89%	8	0.0396	2
The visibility of Police in retail areas	18%	3	79%	13	0.0378	3
Enforcement of local traffic laws	11%	7	80%	12	0.0220	4
Overall competency of police department	17%	4	90%	6	0.0170	5
Behavior of Police Department toward citizens	12%	6	87%	9	0.0156	6
The City's municipal court	5%	14	69%	14	0.0155	7
Prevent fires and provide fire safety	8%	10	82%	11	0.0144	8
Competency of Fire Department	11%	8	92%	3	0.0088	9
How quickly police respond to emergencies	14%	5	94%	1	0.0084	10
How quickly ambulance/EMS responds	8%	11	91%	7	0.0072	11
Quality of Fire department	10%	9	93%	2	0.0070	12
Quality of Clayton EMS	7%	12	91%	4	0.0063	13
How quickly Fire department responds	6%	13	90%	5	0.0060	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	51%	1	74%	7	0.1326	1
Medium Priority (IS <.10)						
Tree trimming/replacement	28%	5	80%	6	0.0560	2
Adequacy of City street lighting	36%	2	87%	4	0.0468	3
Landscaping/appearance of public areas	33%	3	87%	5	0.0429	4
Street signs and traffic signals	32%	4	93%	1	0.0224	5
Snow removal on major City streets	27%	6	93%	2	0.0189	6
Maintenance of City buildings	14%	7	90%	3	0.0140	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
Medium Priority (IS .10 - .20)						
Number of walking and biking trails	36%	2	70%	10	0.1080	1
Medium Priority (IS <.10)						
City's special events and festivals	32%	3	87%	4	0.0416	2
City's youth fitness programs	16%	6	80%	7	0.0320	3
City's recreation opportunities	24%	4	87%	3	0.0312	4
City's adult fitness programs	18%	5	84%	6	0.0288	5
Quality of outdoor athletic fields	9%	8	79%	8	0.0189	6
Maintenance of City parks	46%	1	96%	1	0.0184	7
Availability of information about City parks	10%	7	83%	5	0.0170	8
Number of outdoor athletic fields	3%	10	79%	9	0.0063	9
How close neighborhood parks are to your home	6%	9	92%	2	0.0048	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.

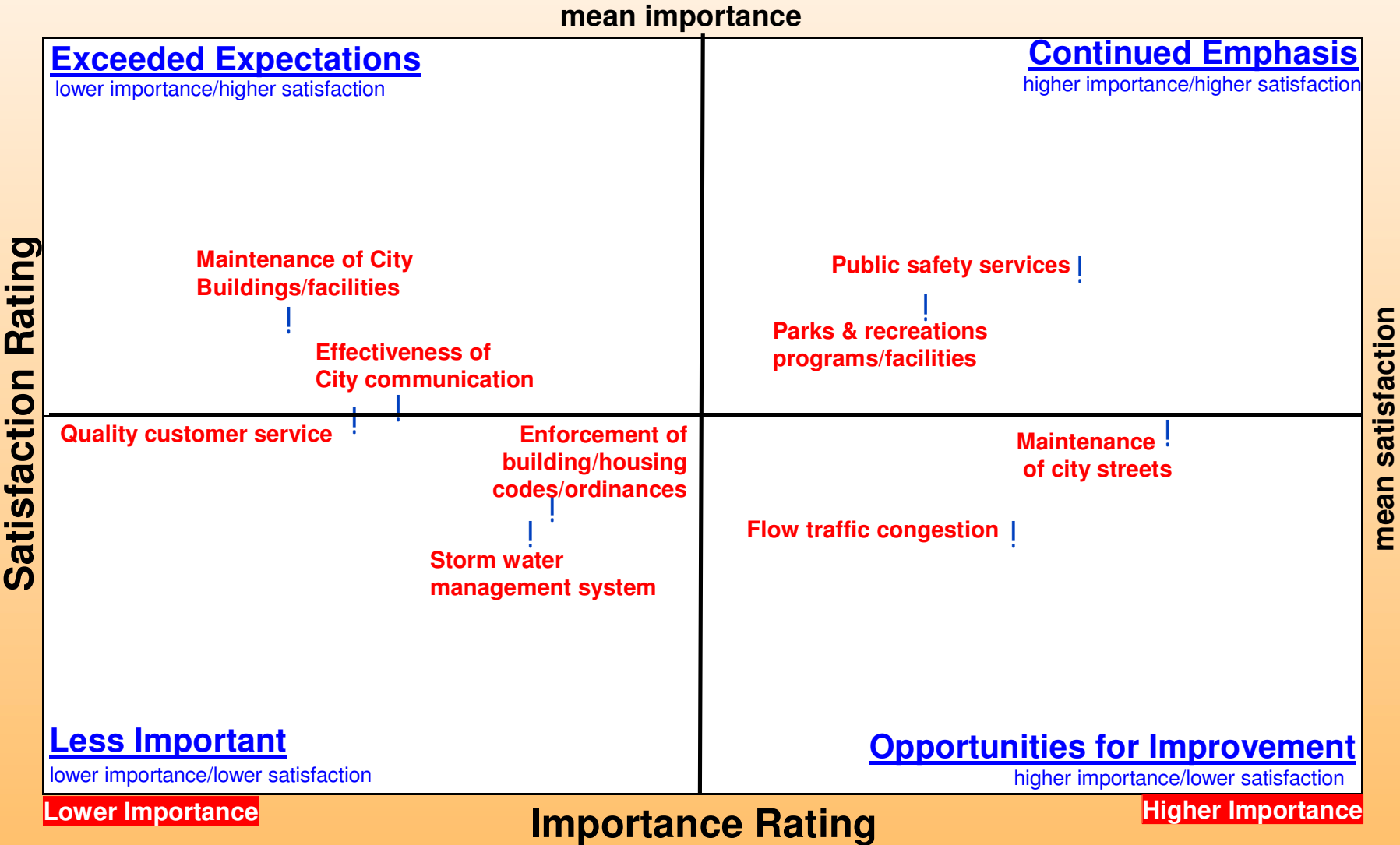
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2012 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)

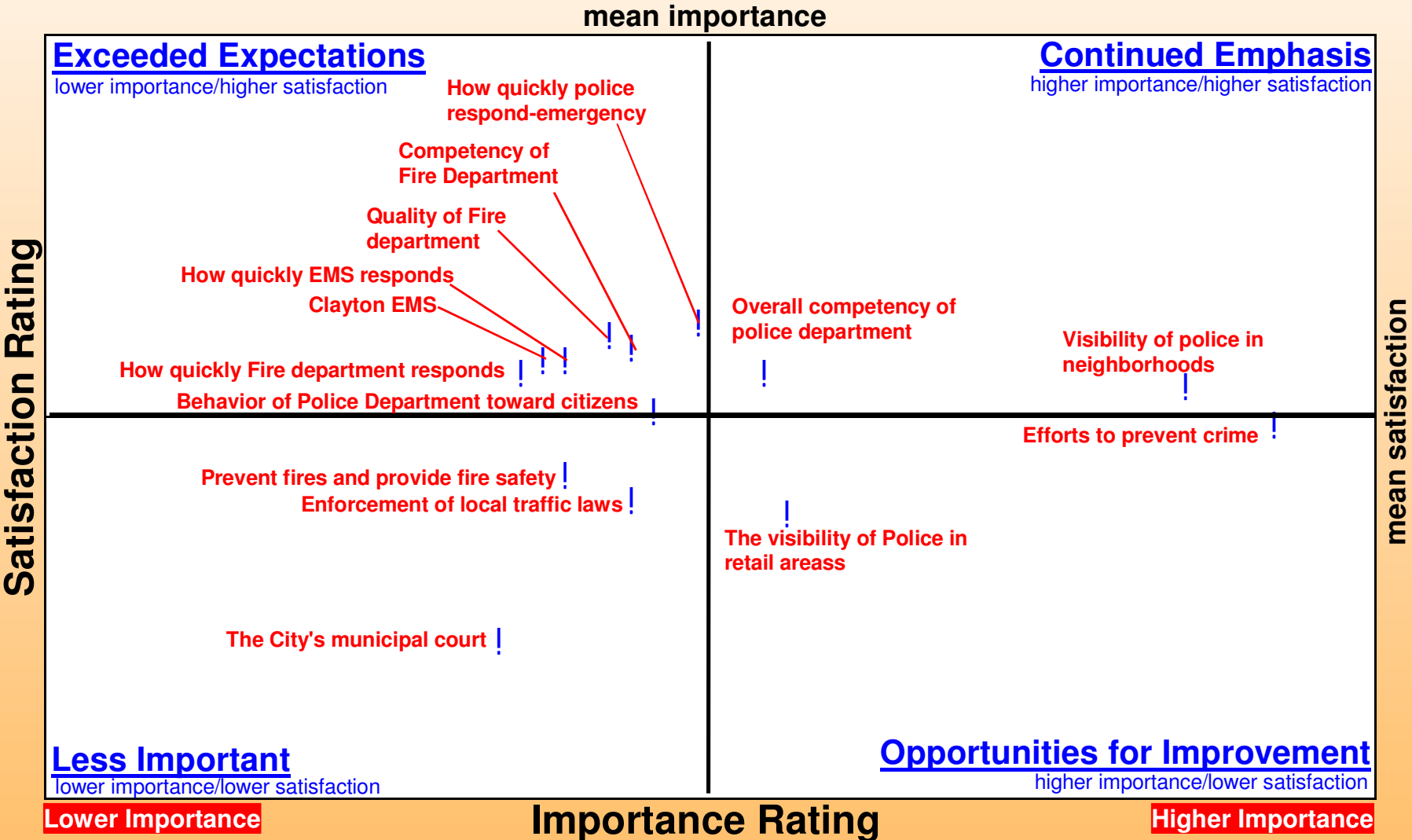


Source: ETC Institute (2012)

2012 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

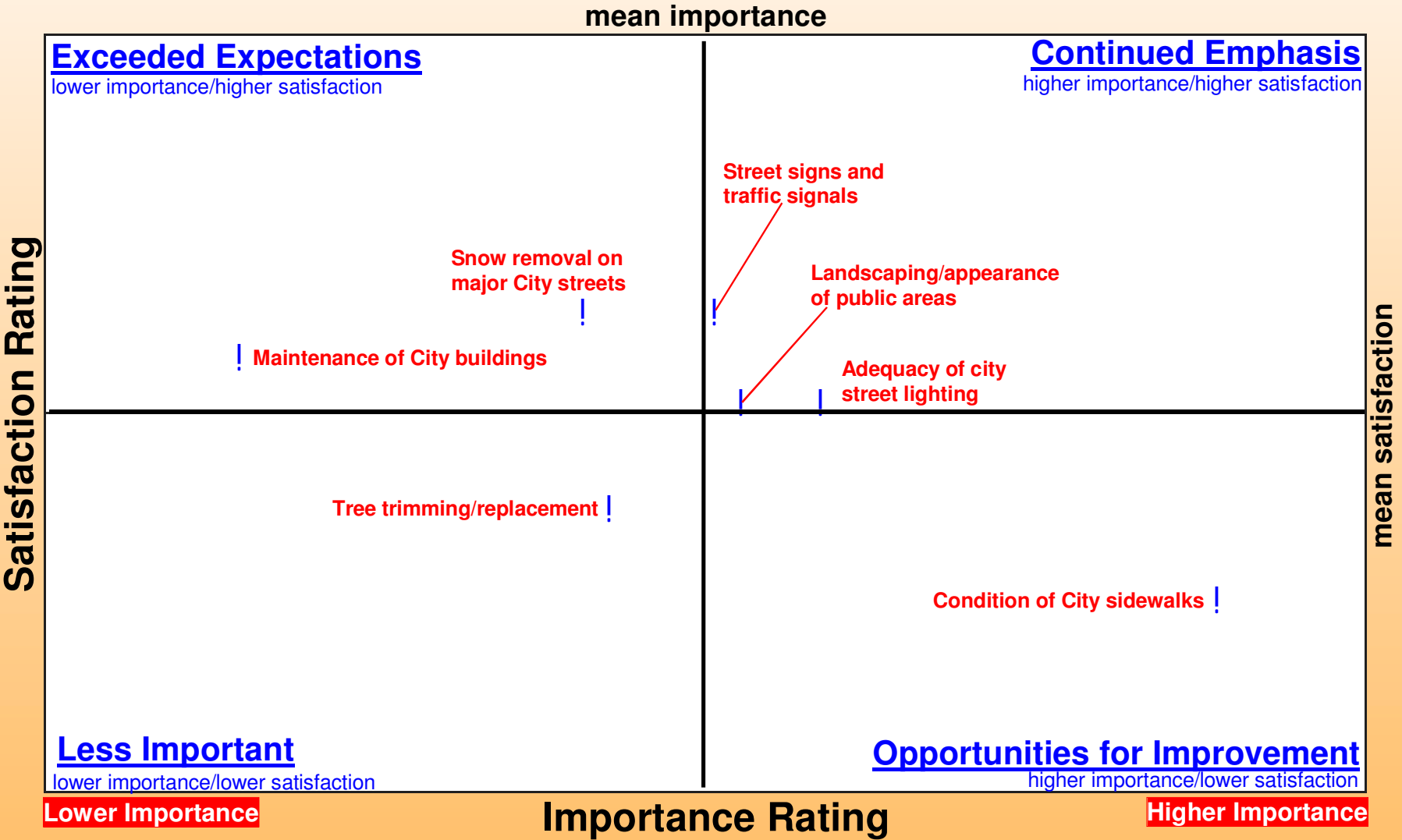
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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

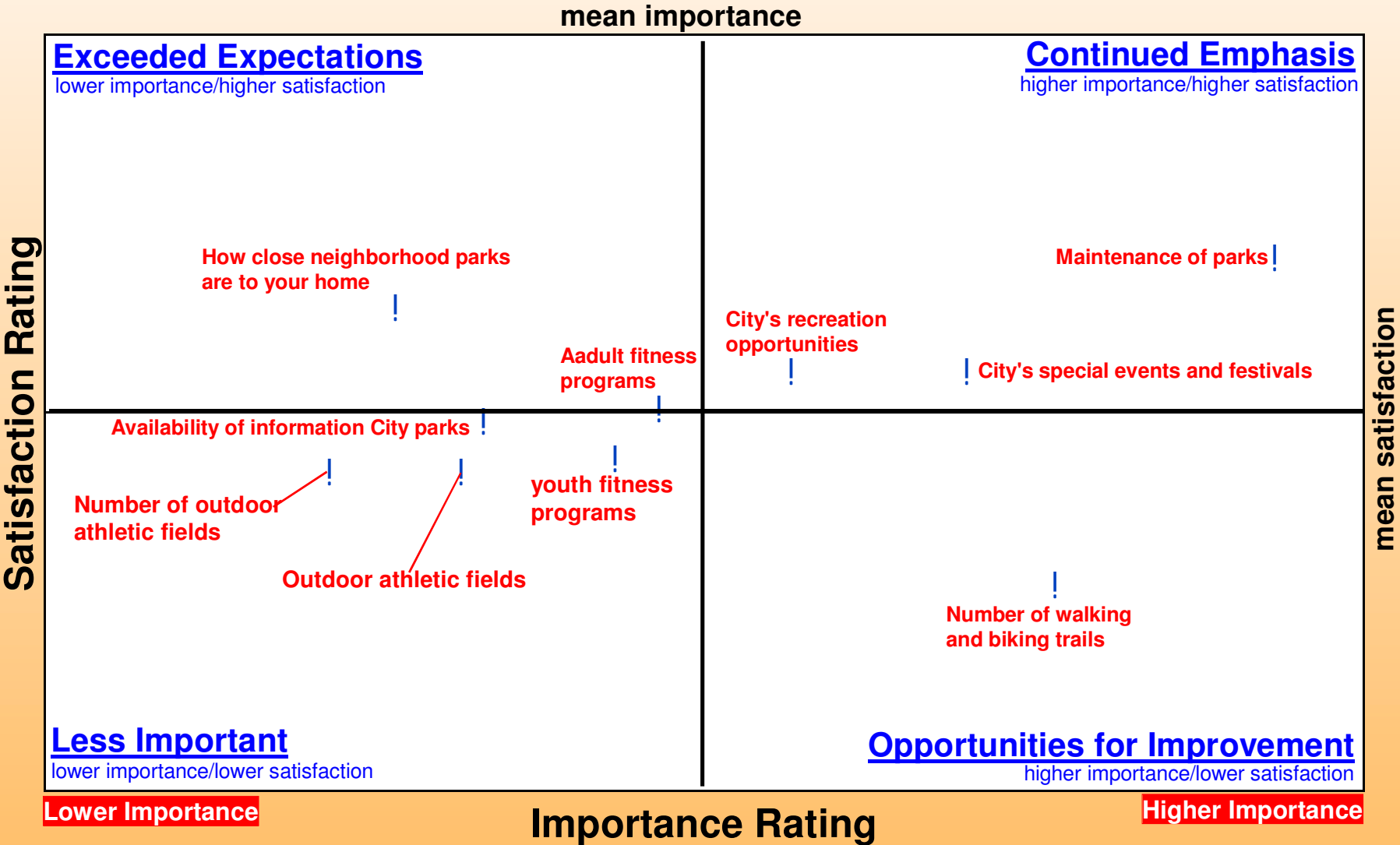


Source: ETC Institute (2012)

2012 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)



Source: ETC Institute (2012)

Section 4:
GIS Maps



Interpreting the Maps

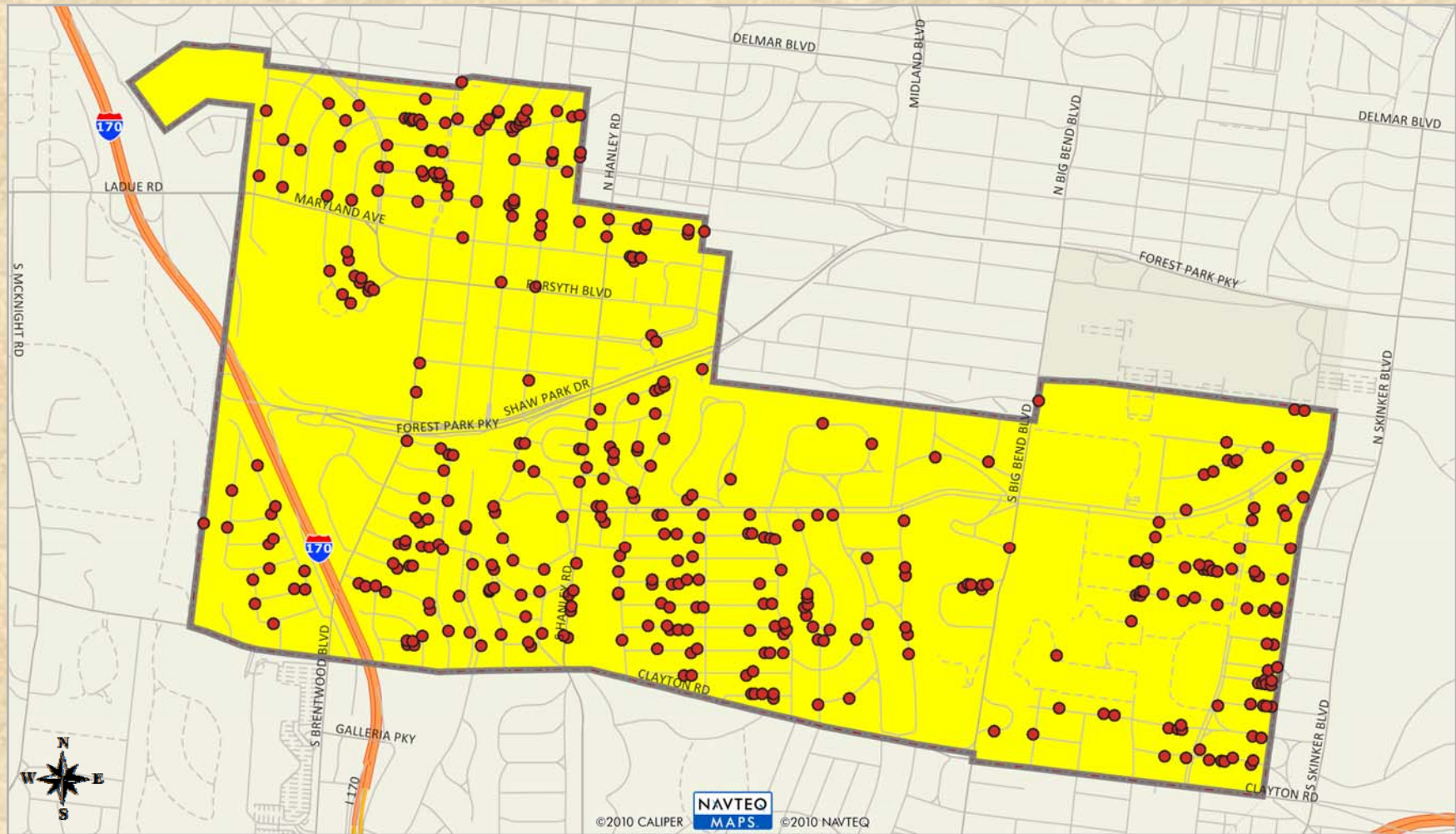
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

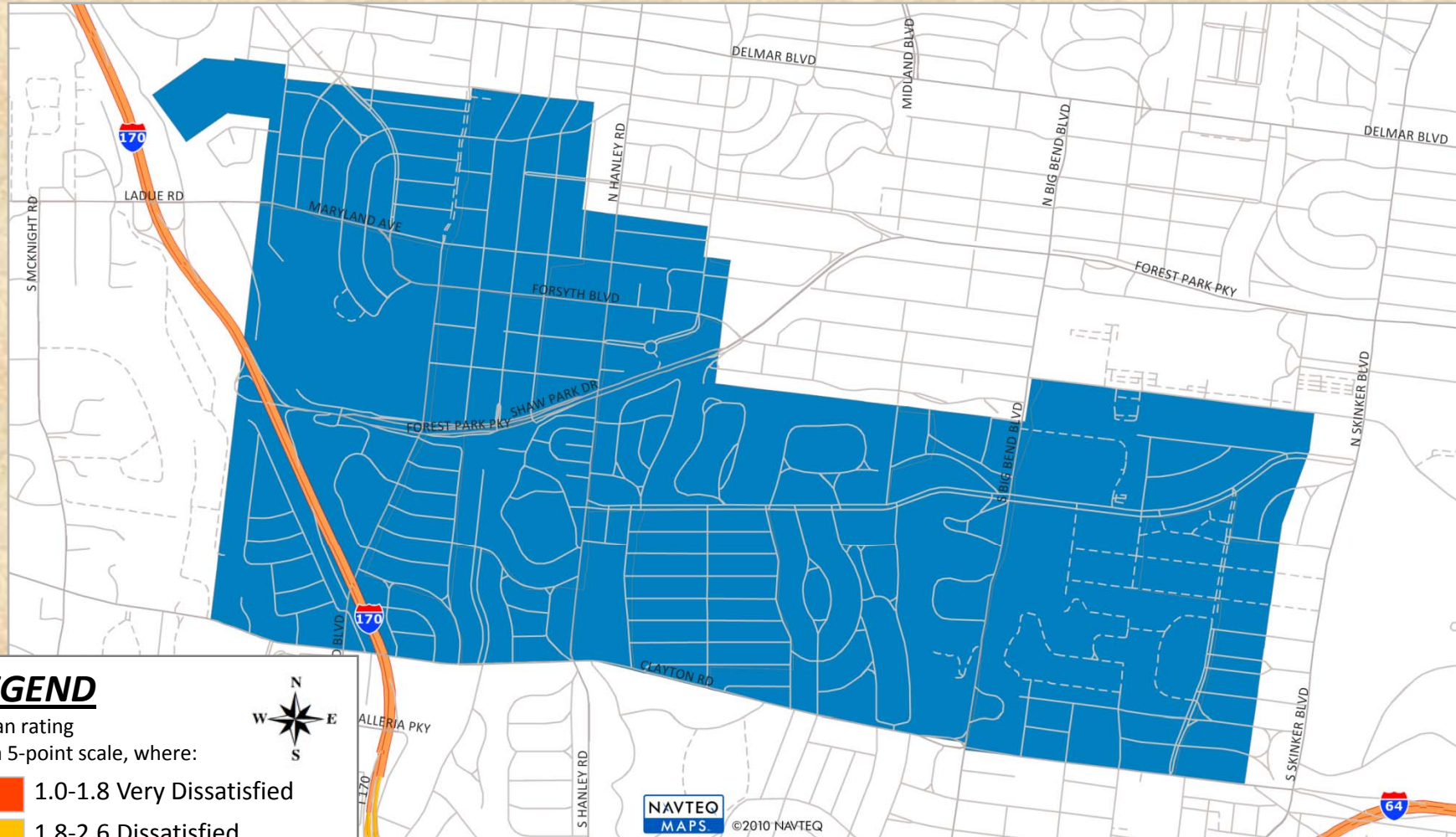
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents



2012 City of Clayton Community Survey

Q1A Overall quality public safety services.



LEGEND

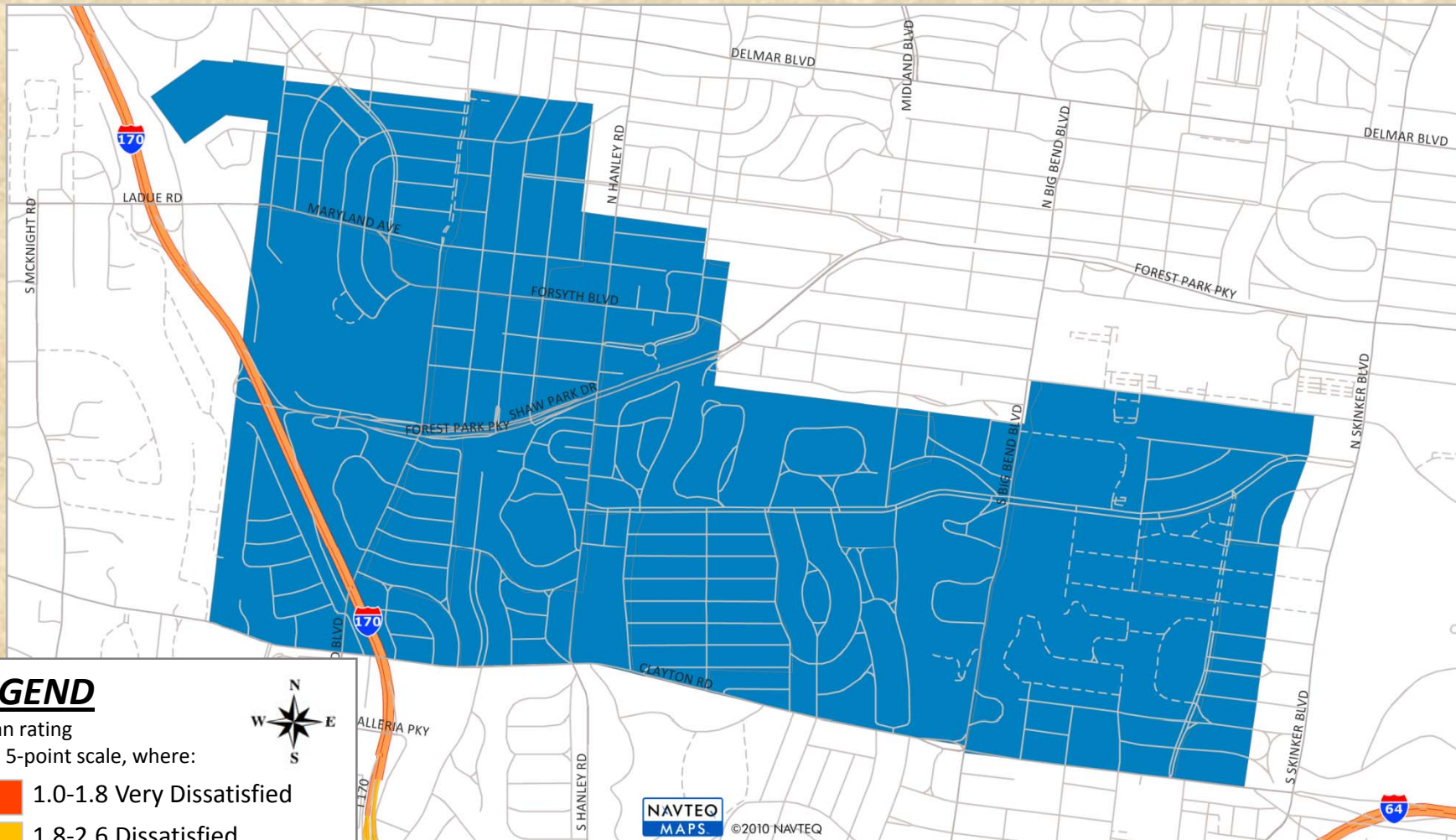
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

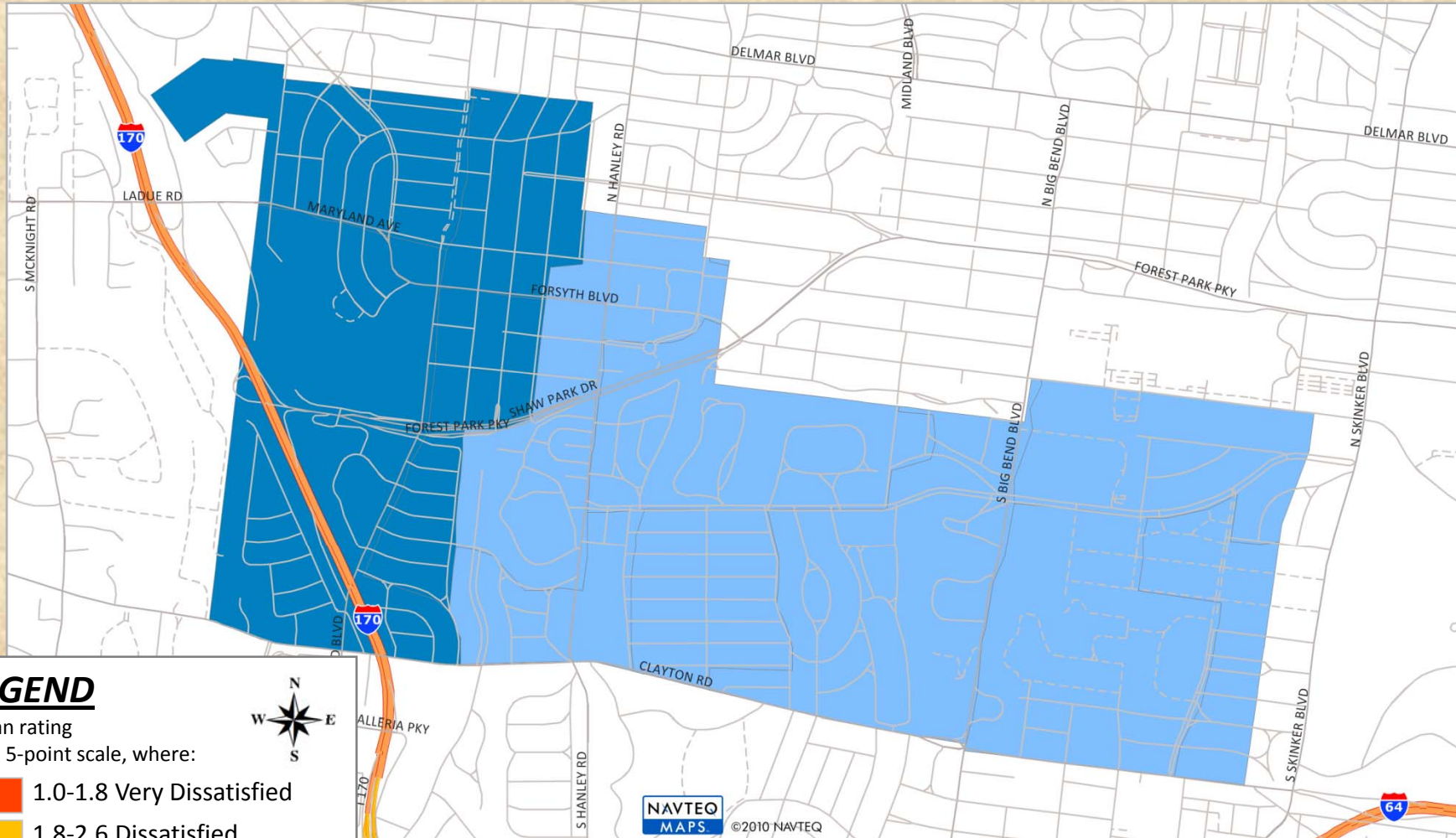
Q1B Overall quality parks and recreation.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

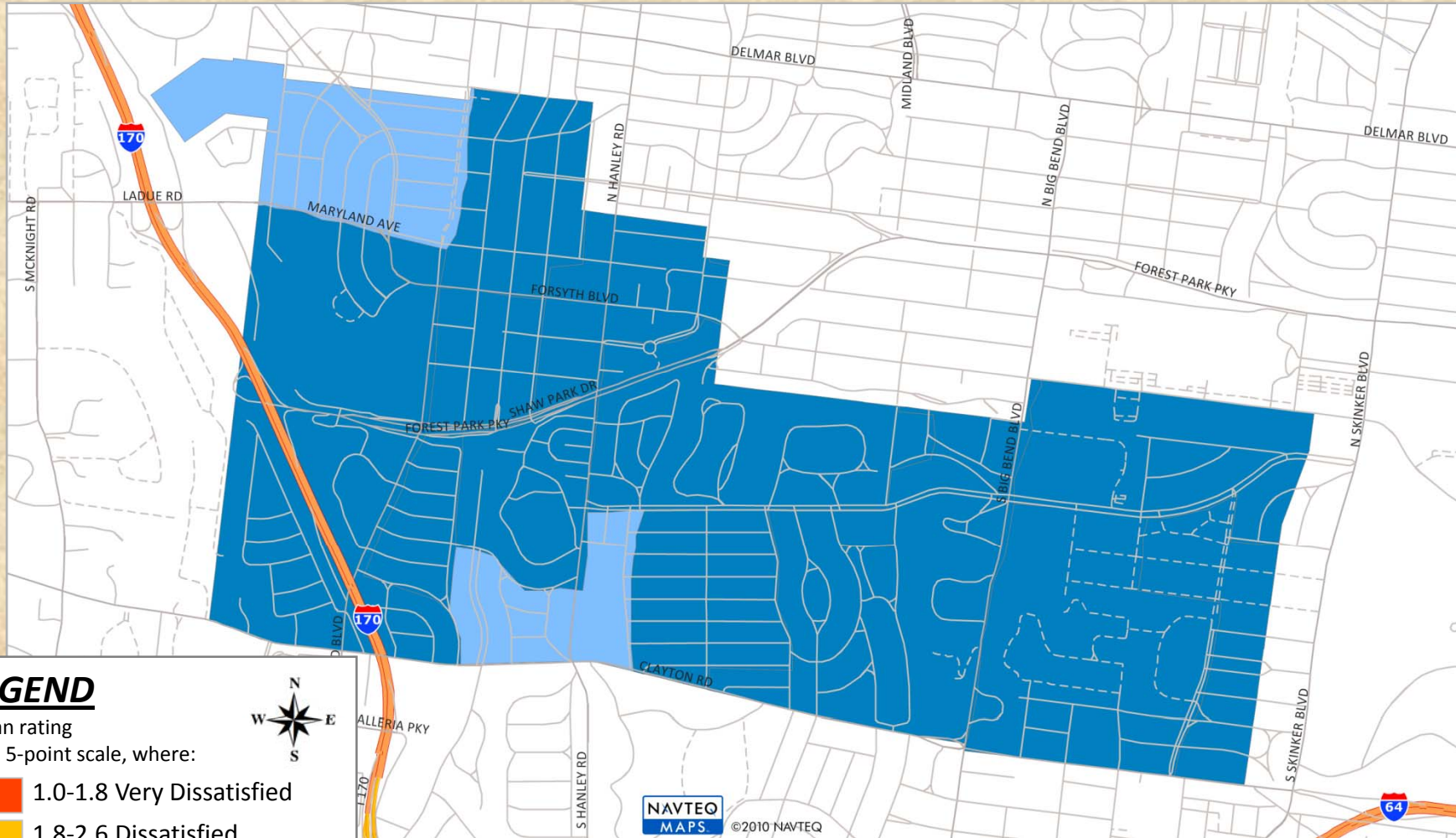
Q1C Overall maintenance of city streets.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1D Overall maintenance of city buildings.



LEGEND

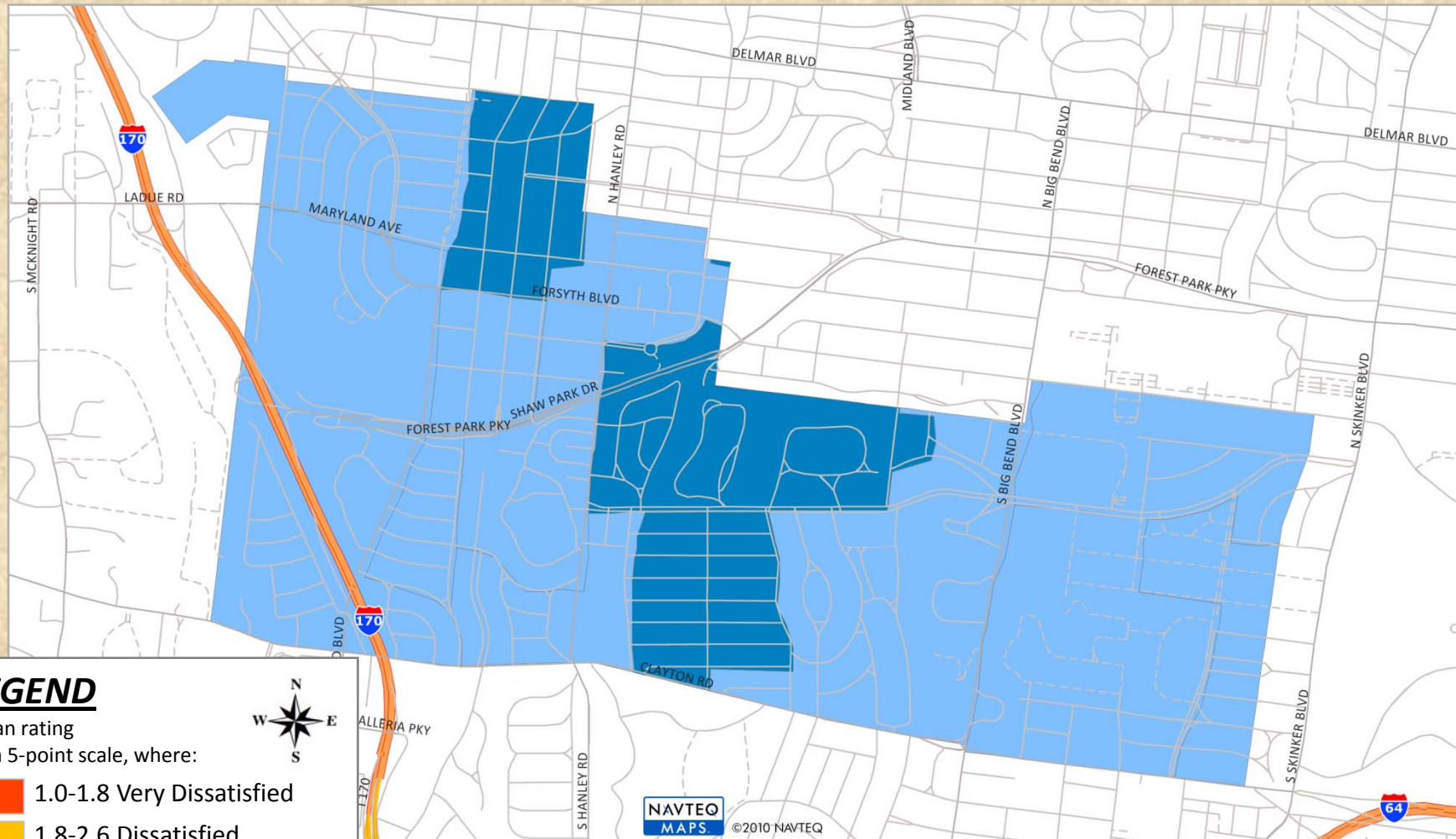
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

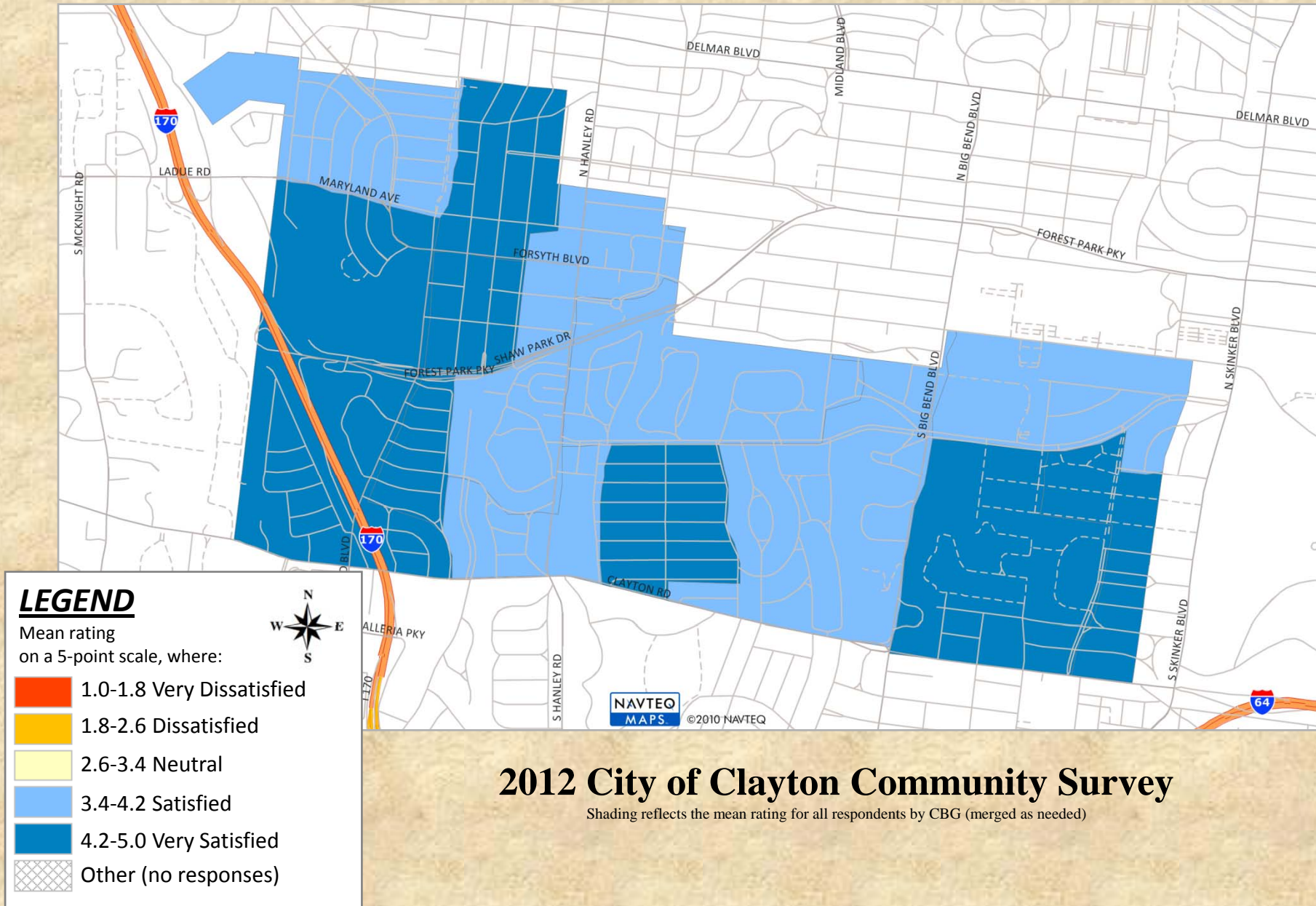
Q1E Overall enforcement of city codes.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

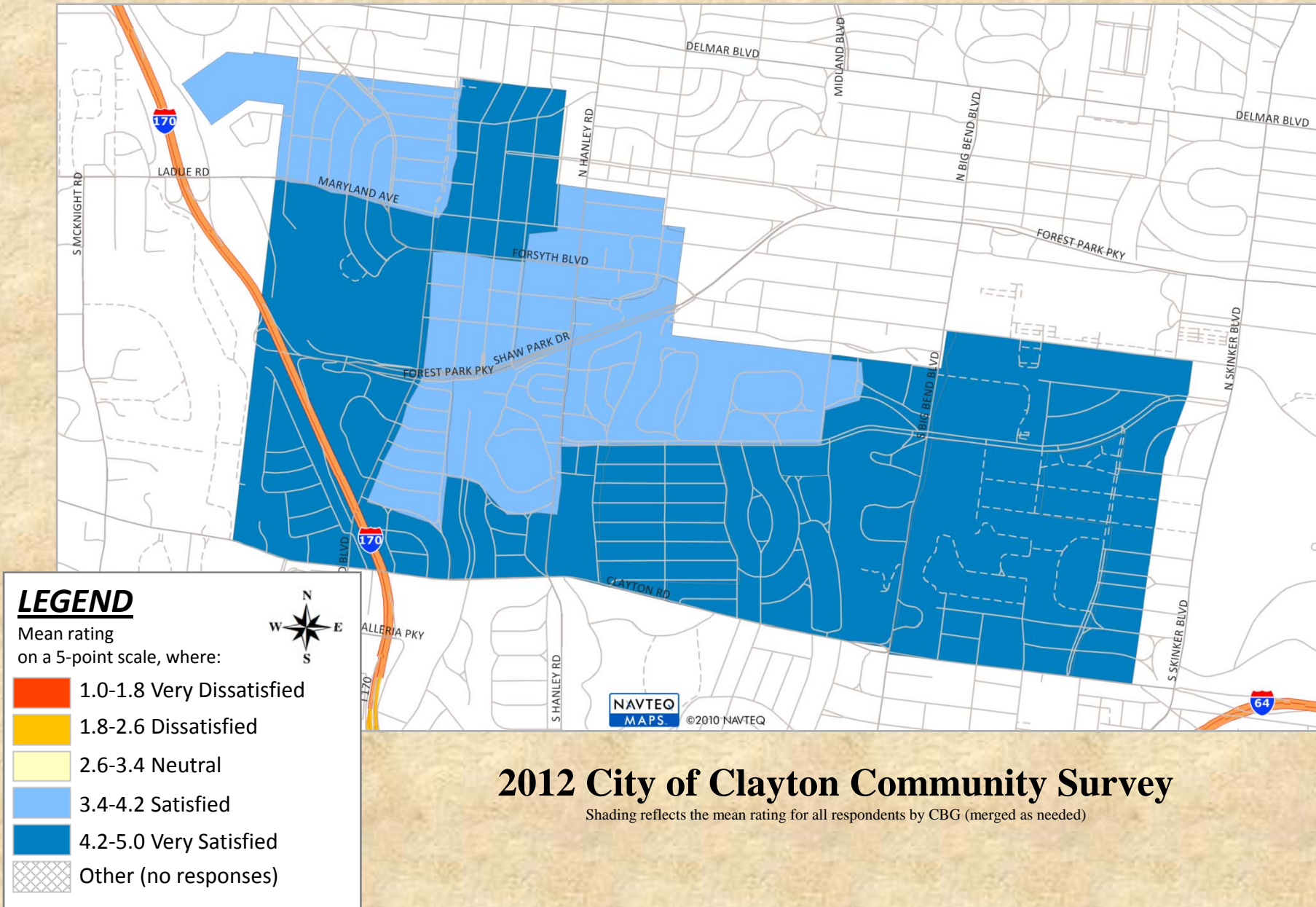
Q1F Overall quality of customer service.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

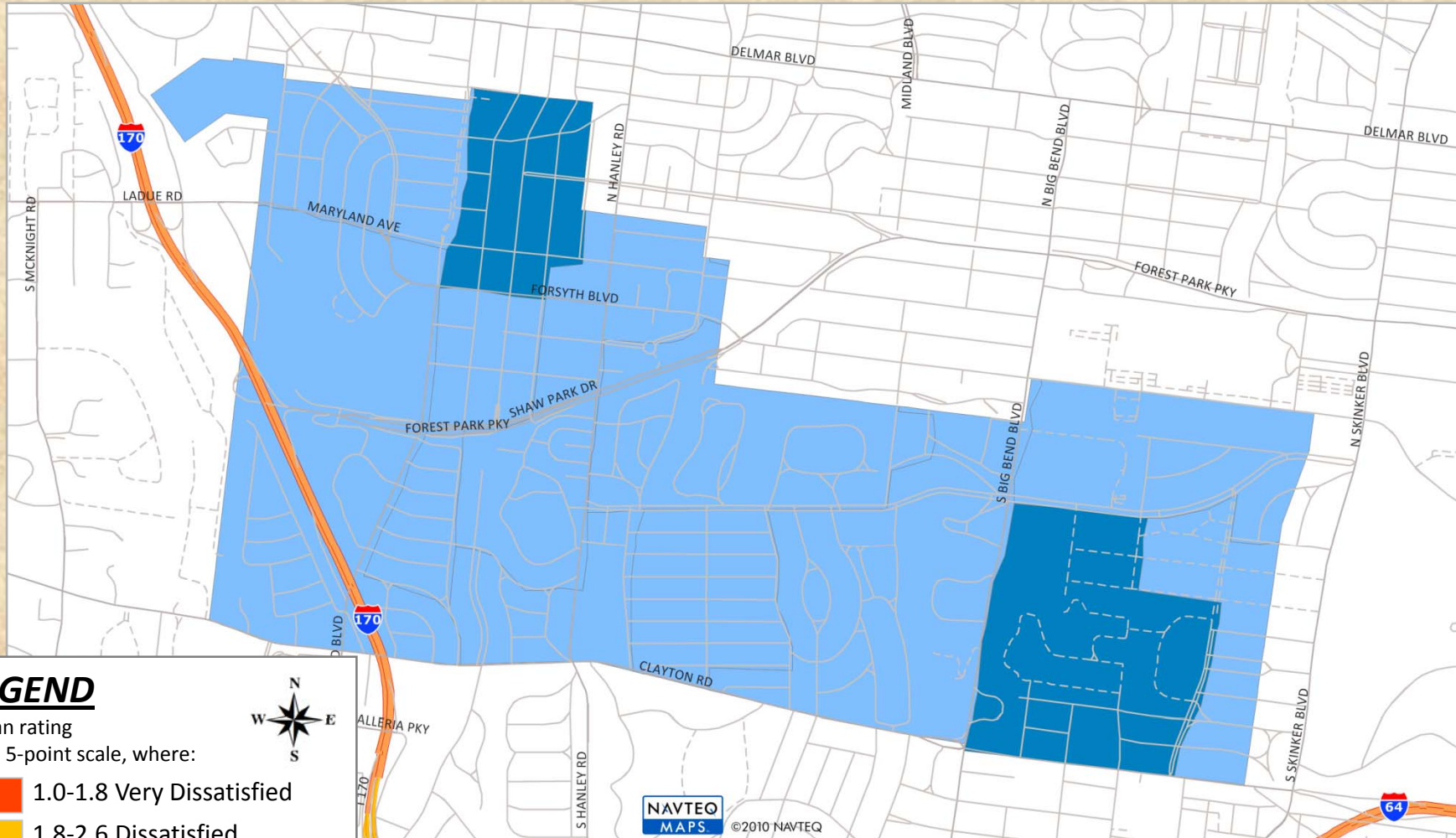
Q1G Overall effectiveness of city communication.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

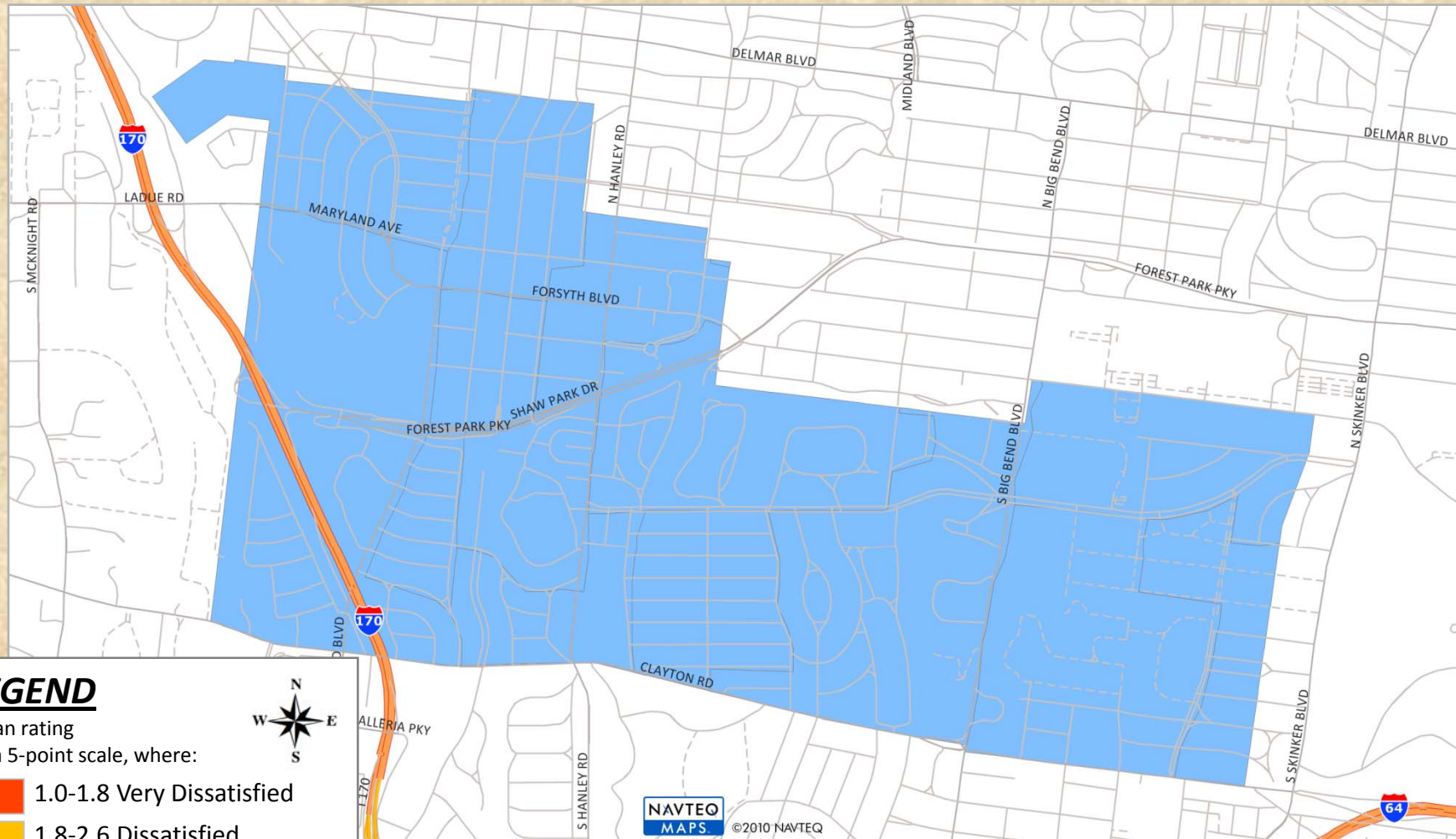
Q1H Overall quality of storm water runoff.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

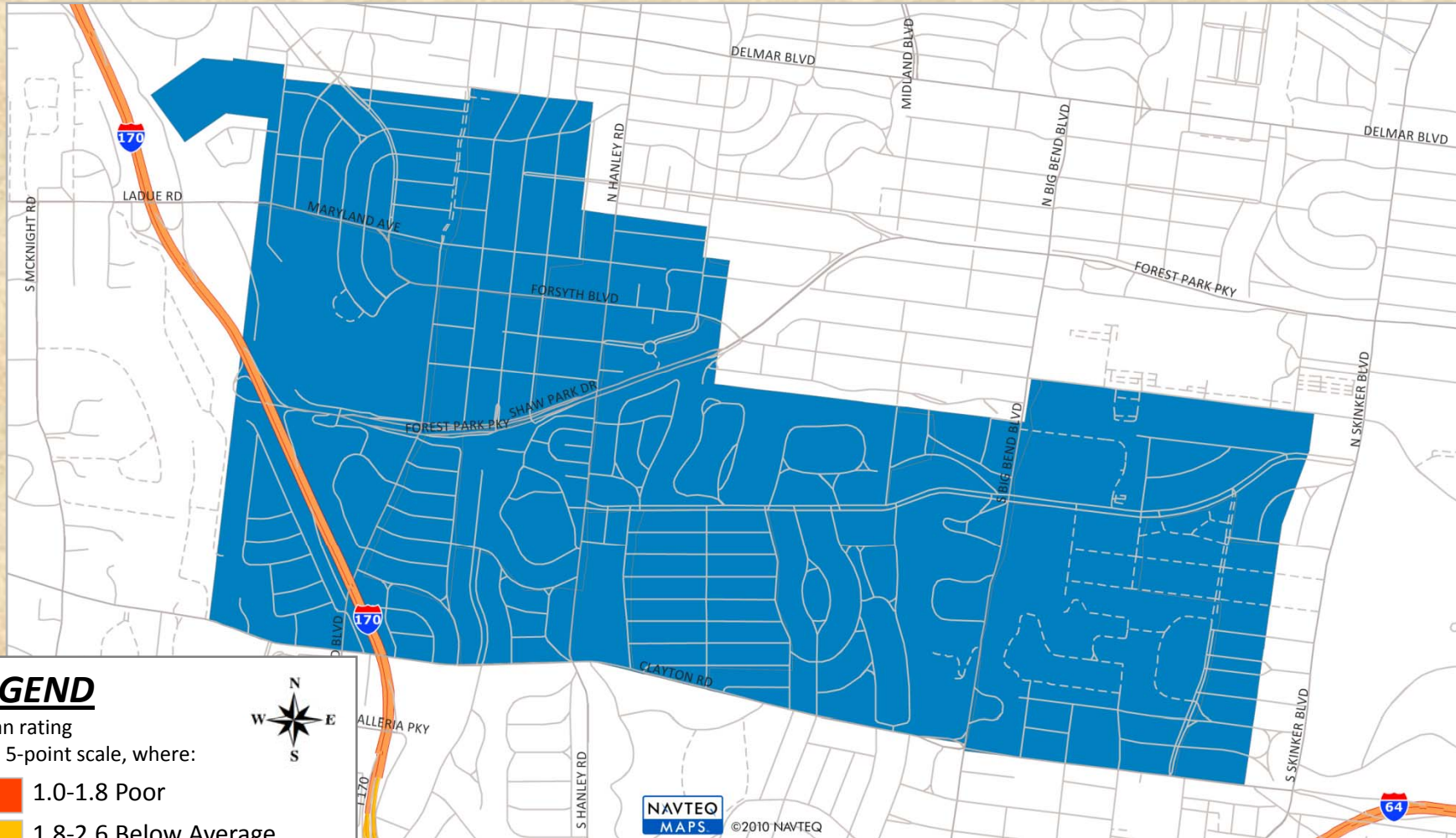
Q1I Overall flow of traffic and congestion management.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3A Overall quality of city services.



LEGEND

Mean rating on a 5-point scale, where:

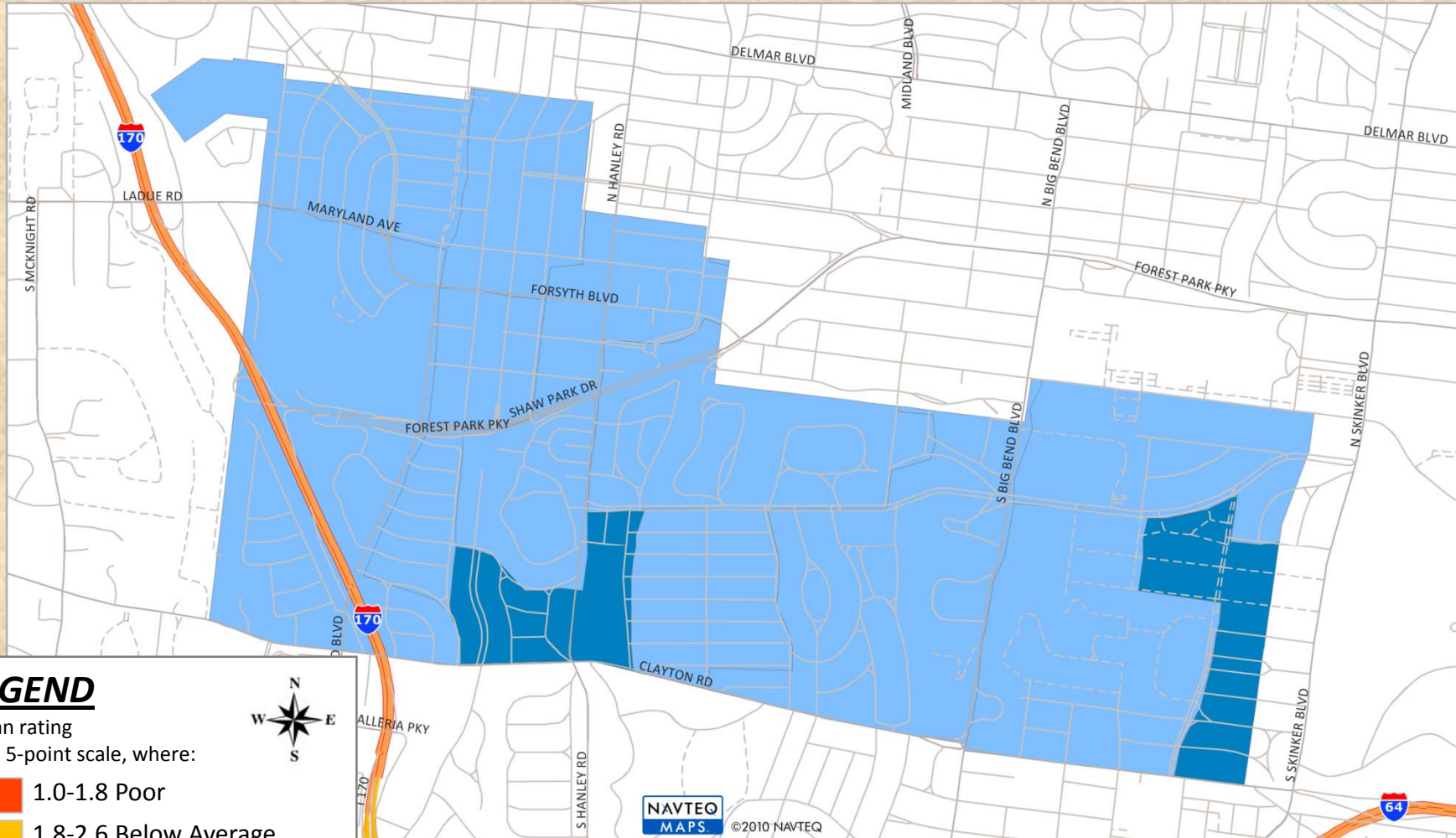
- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

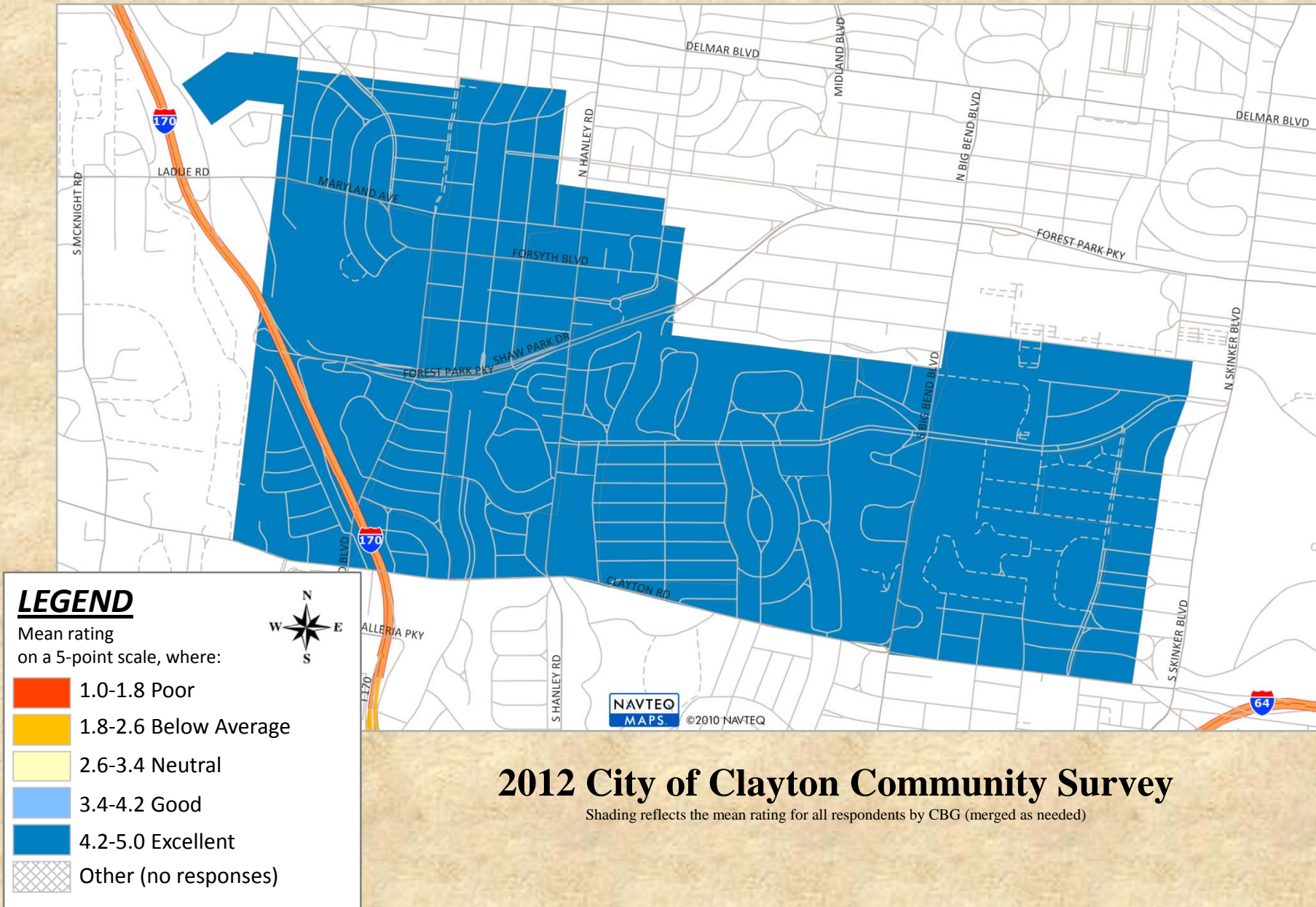
Q3B Overall value received for city tax dollars.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

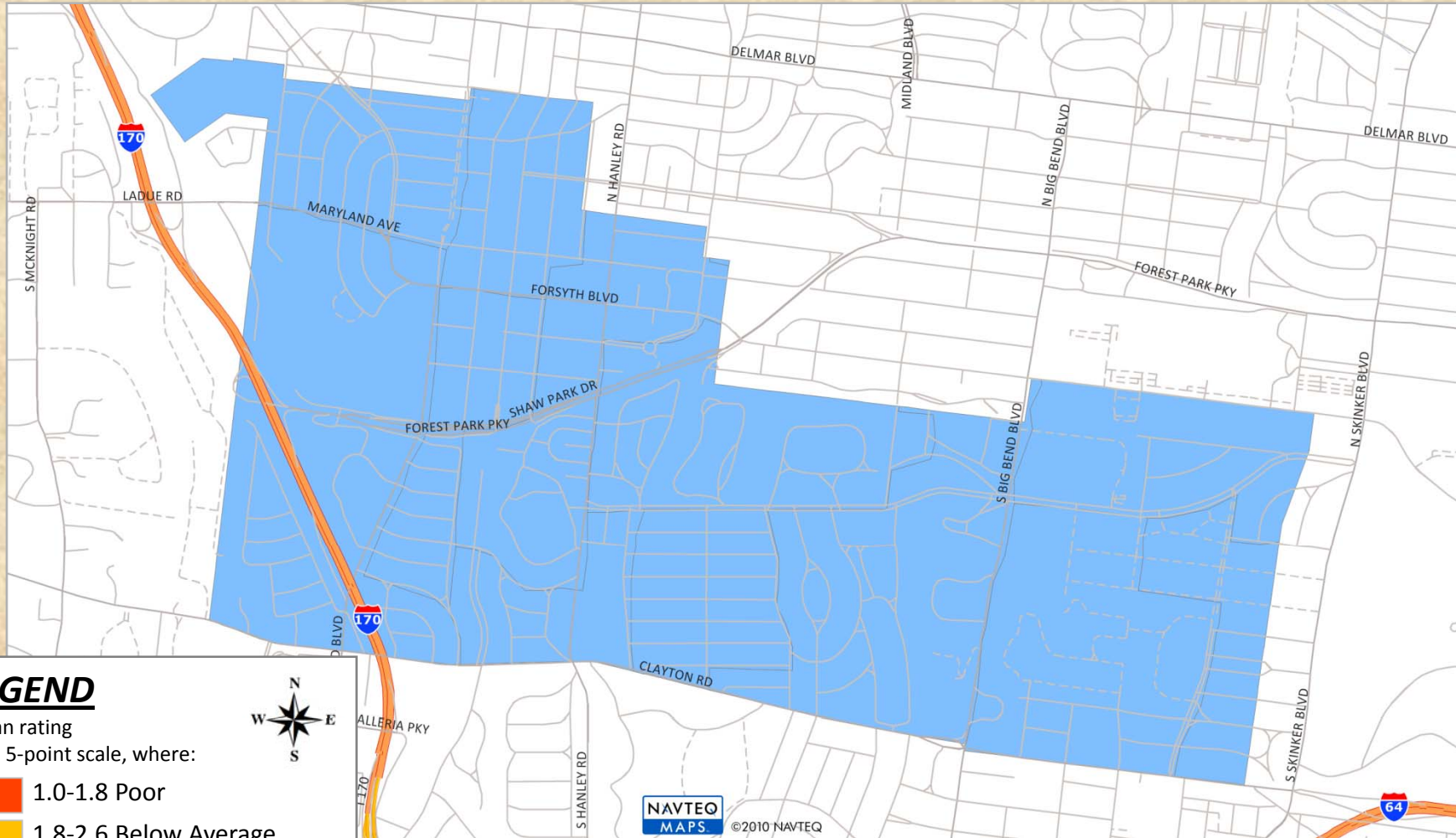
Q3C Overall image of the city.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3D How well the city is planning redevelopment.



LEGEND

Mean rating on a 5-point scale, where:

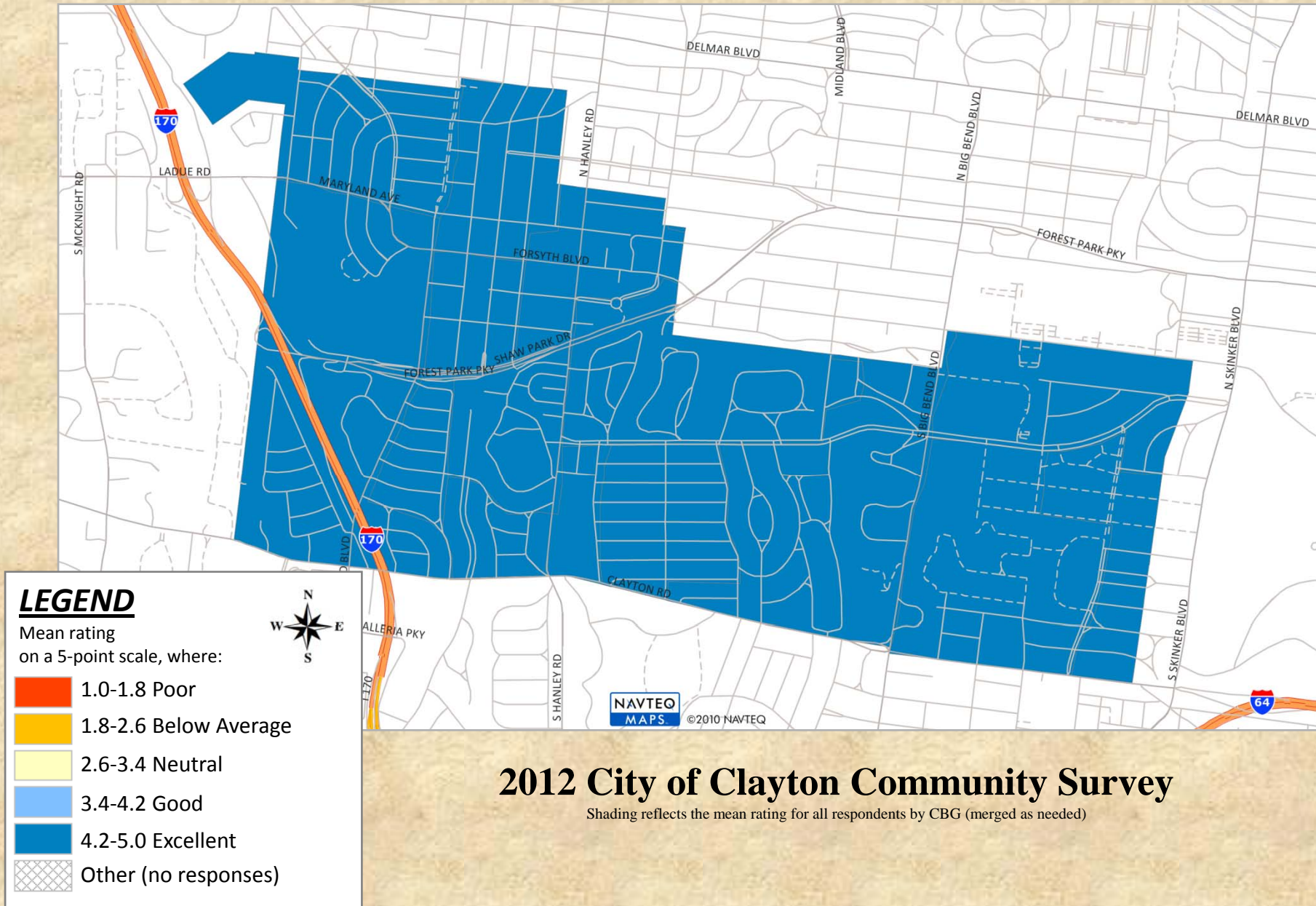
- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

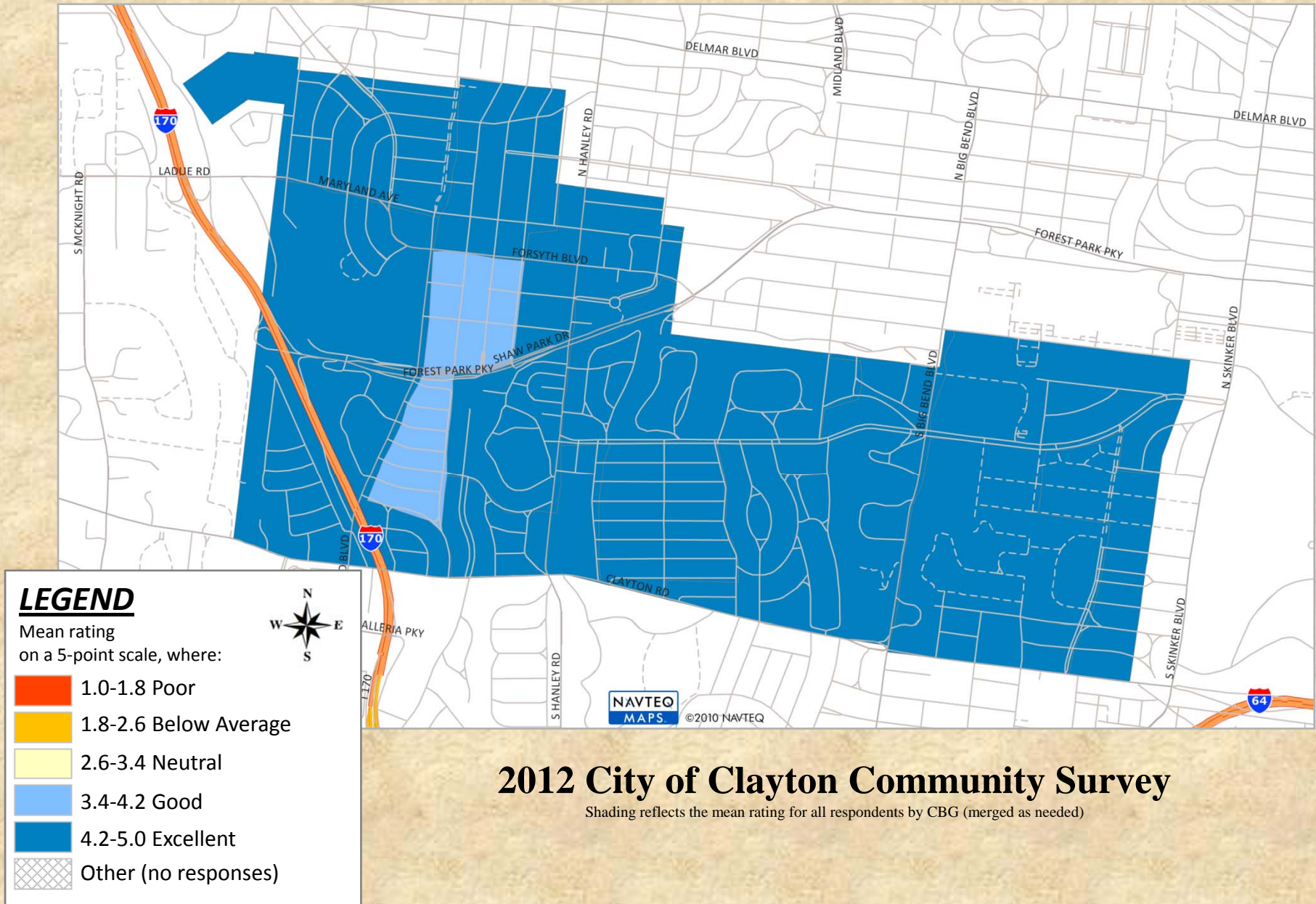
Q3E Overall quality of life in the city.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

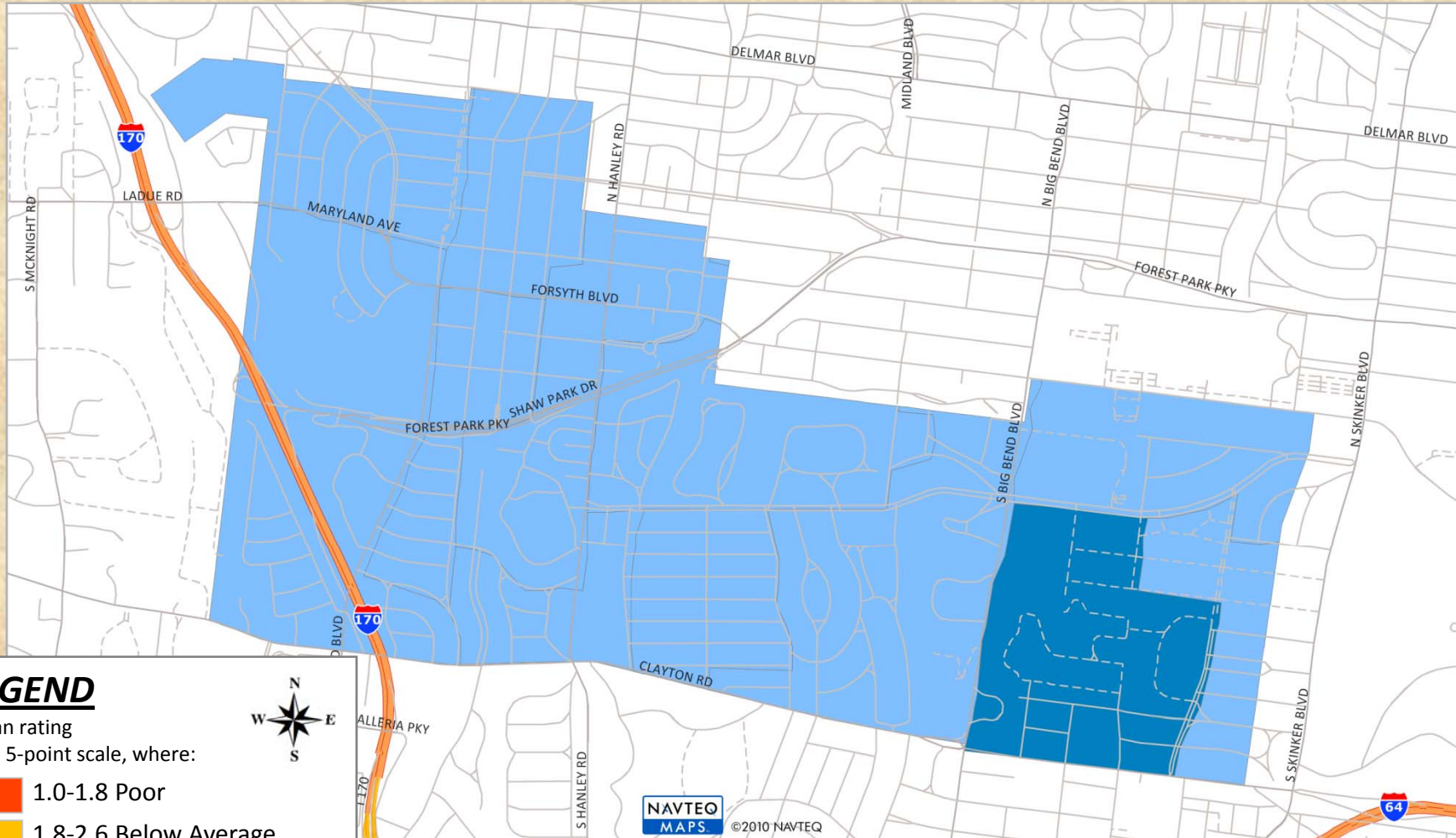
Q3F Overall feeling of safety in the city.



2012 City of Clayton Community Survey







Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3G Quality of new residential development.



LEGEND

Mean rating
on a 5-point scale, where:

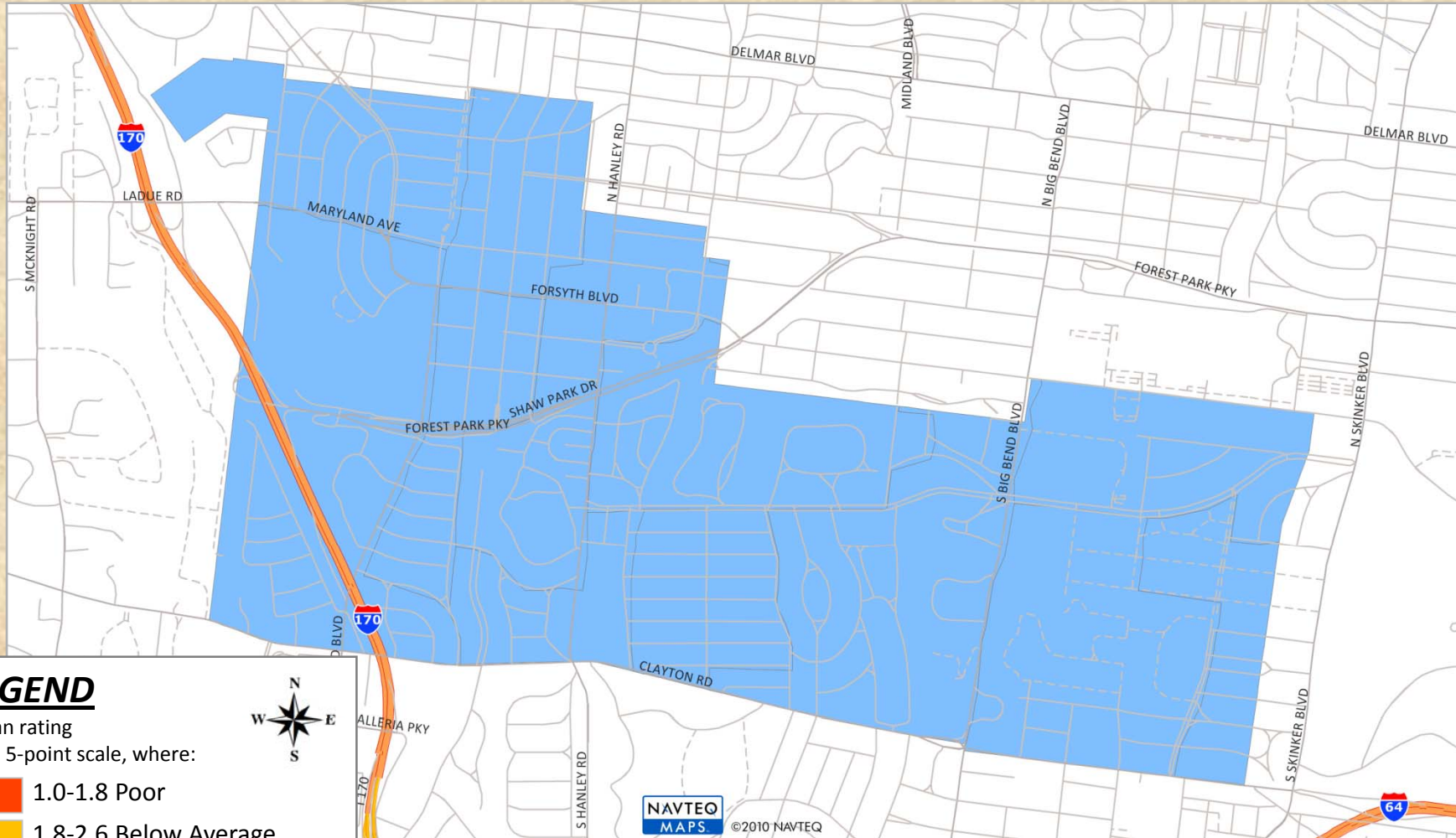
-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)



2012 City of Clayton Community Survey



Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3H Quality of new commercial development.



LEGEND

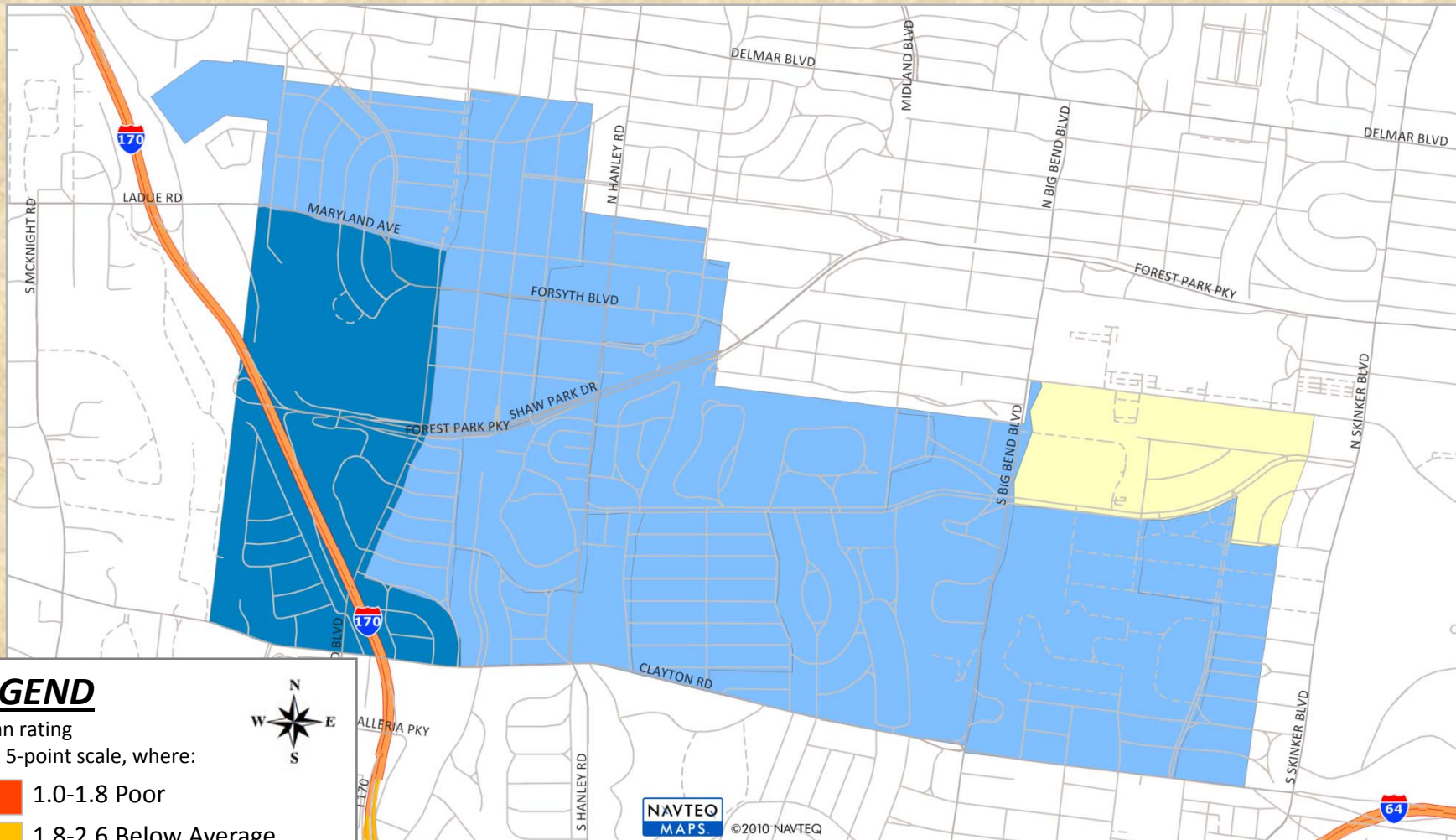
Mean rating
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3I Appeal as a place to retire.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Poor
- 1.8-2.6 Below Average
- 2.6-3.4 Neutral
- 3.4-4.2 Good
- 4.2-5.0 Excellent
- Other (no responses)

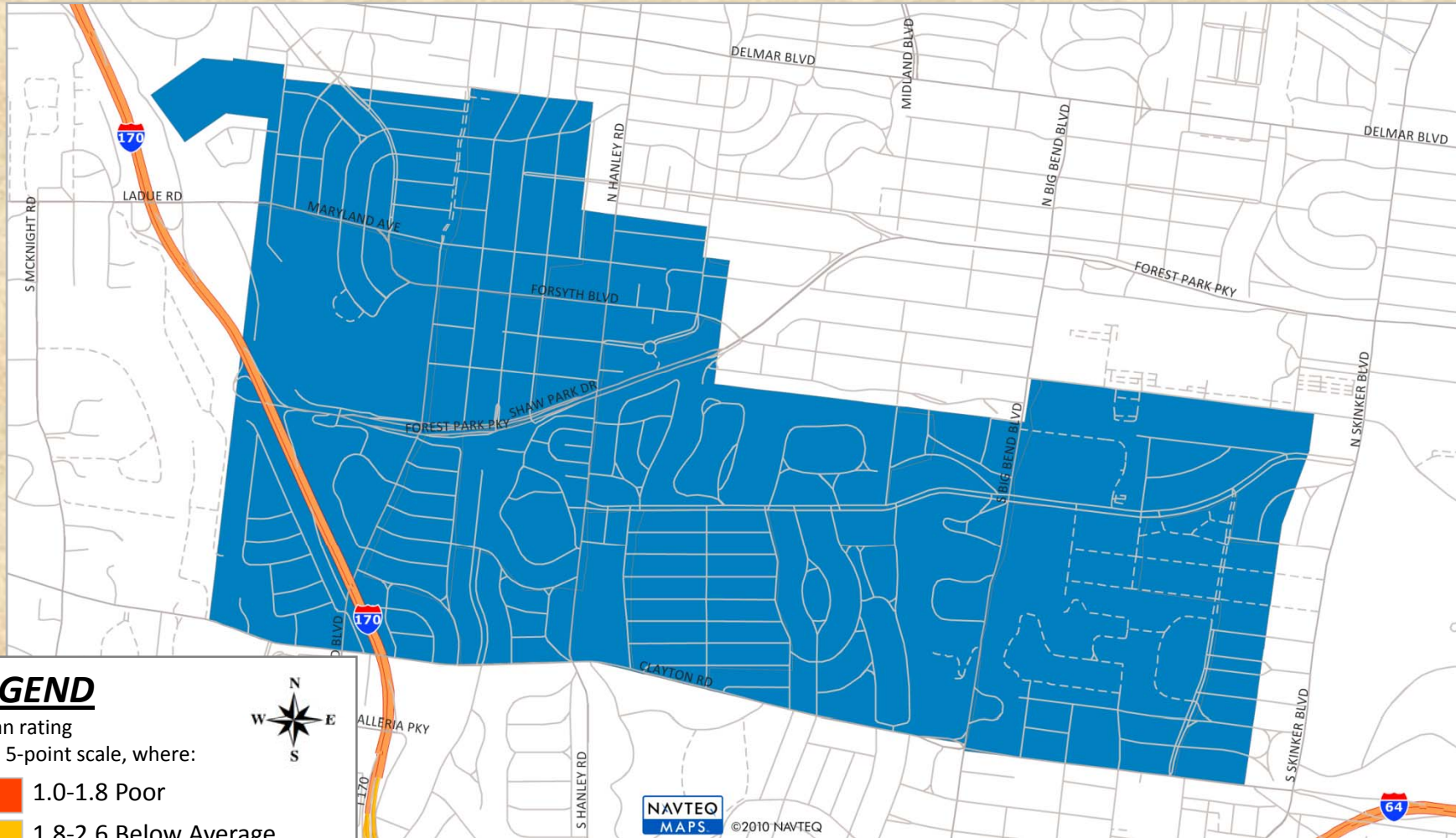


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey



Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3J Overall appearance of the city.



LEGEND

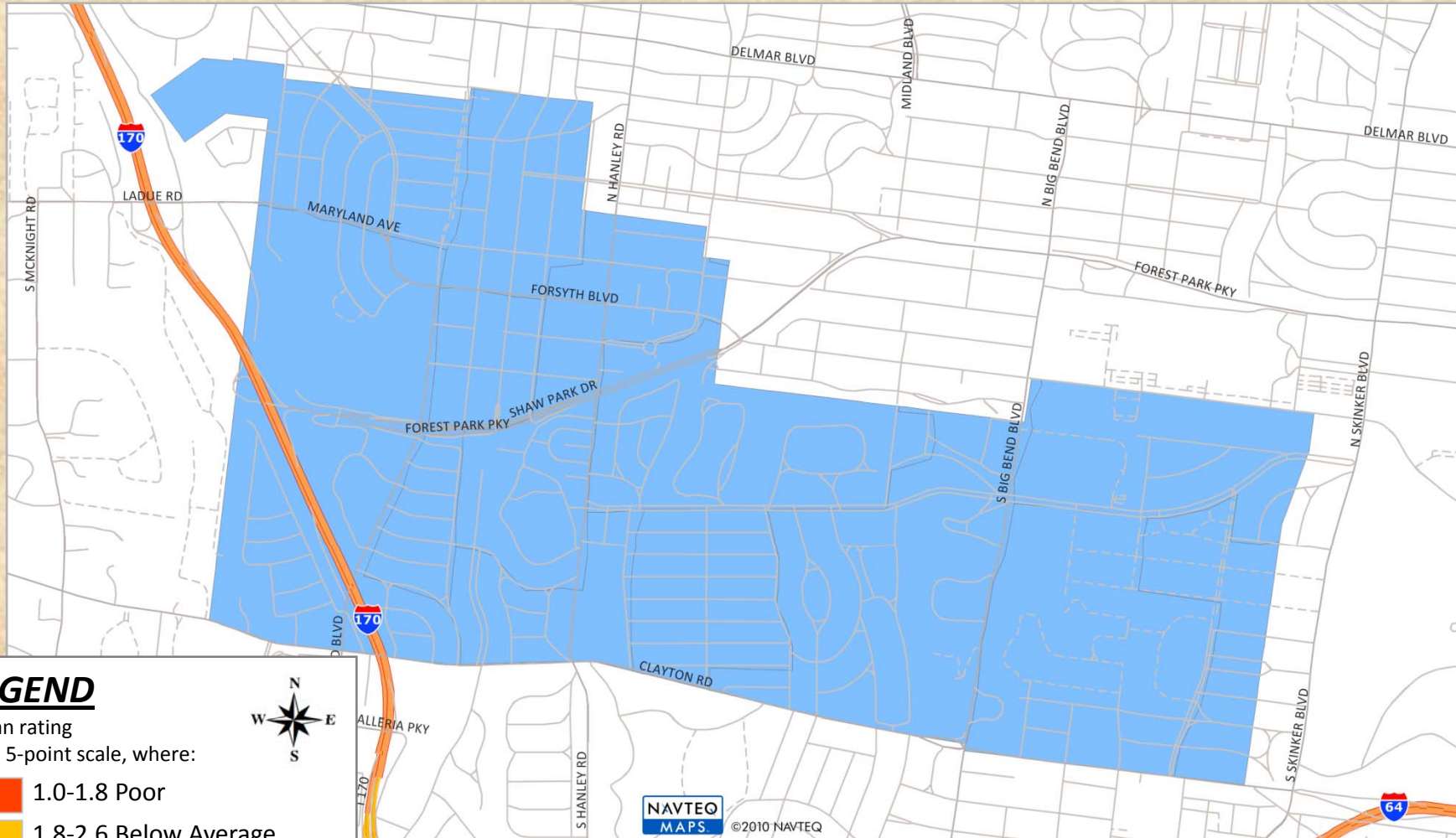
Mean rating
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

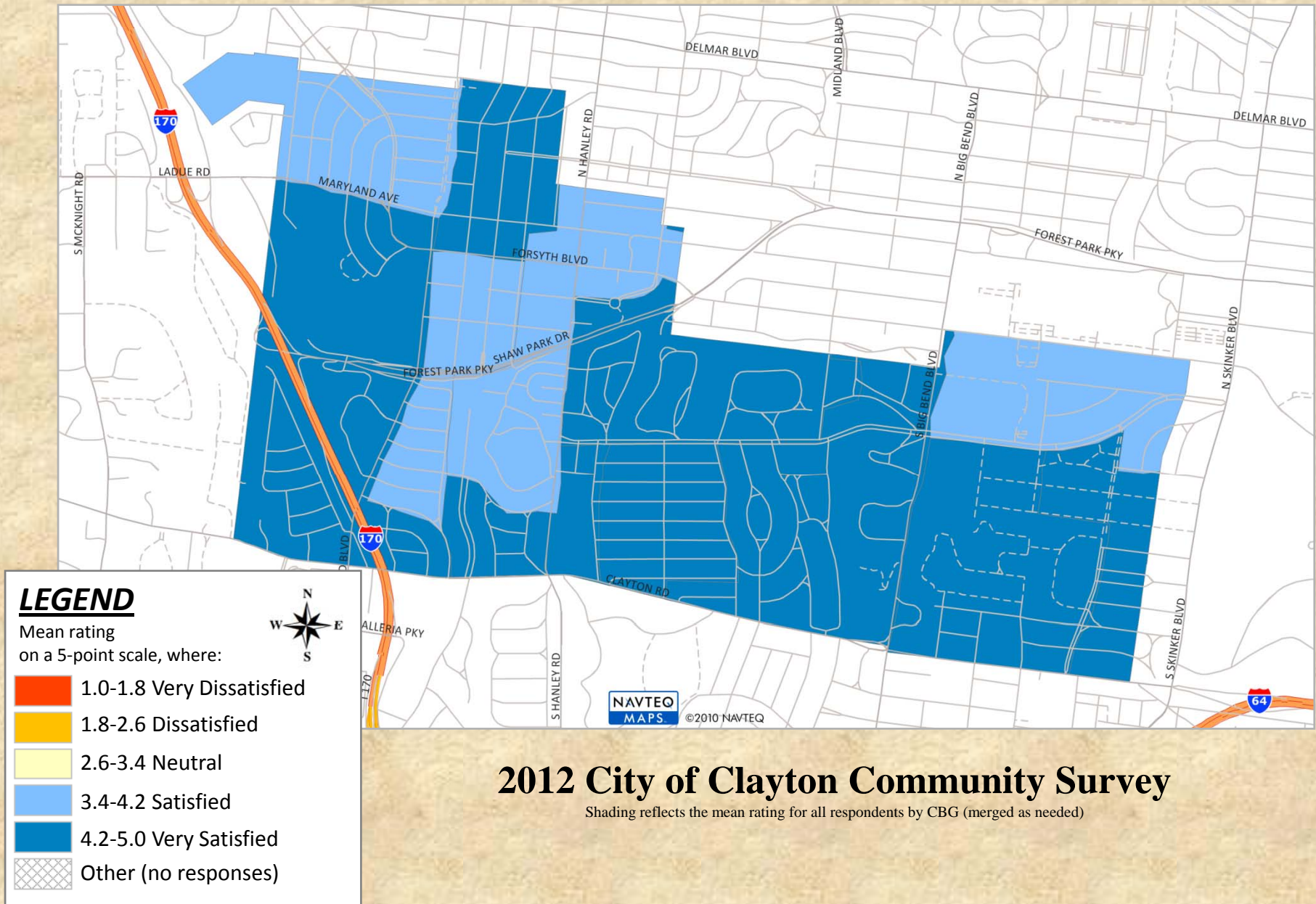
Q3K Cultural opportunities in Clayton.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

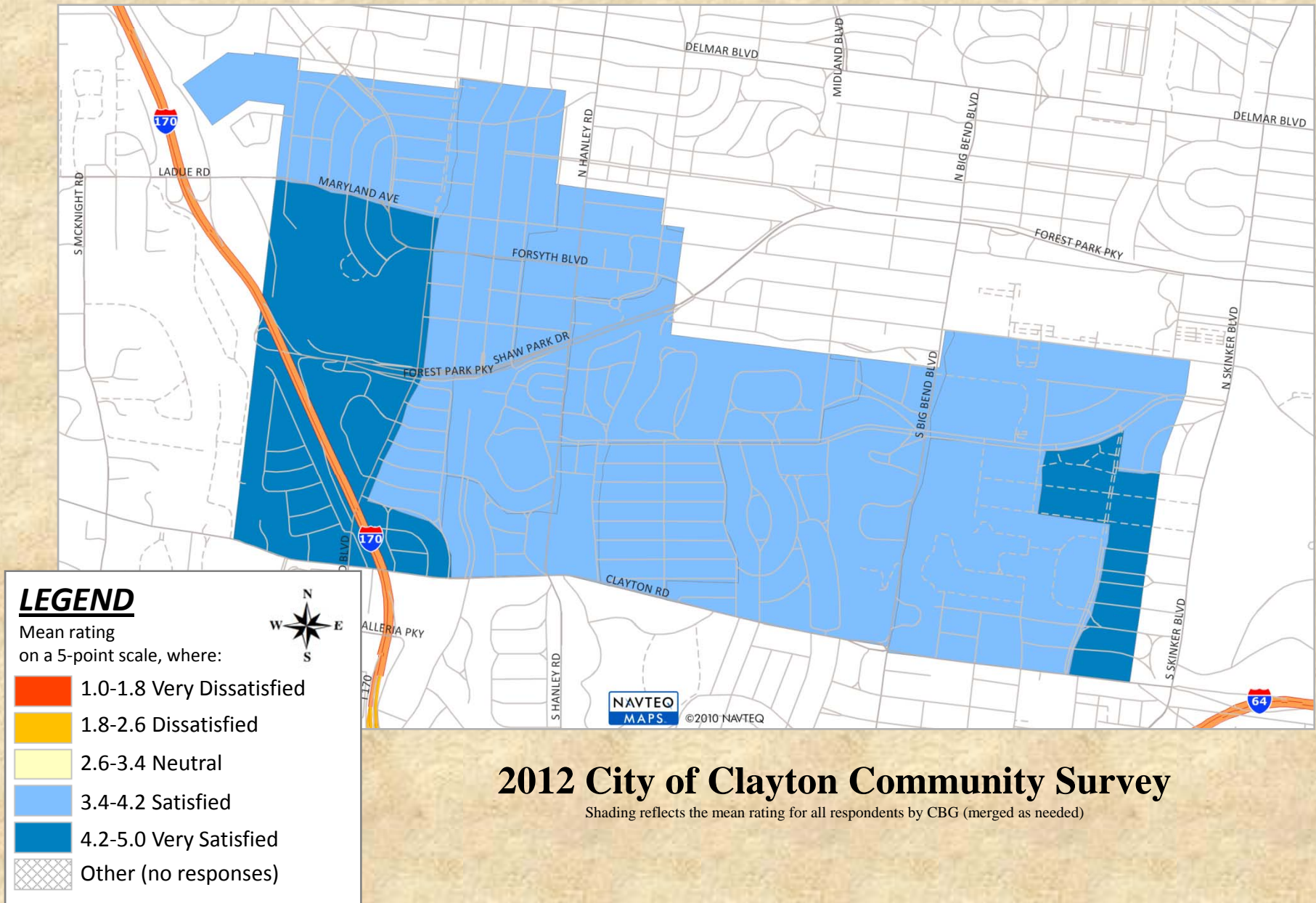
Q4A Visibility of police in neighborhood.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

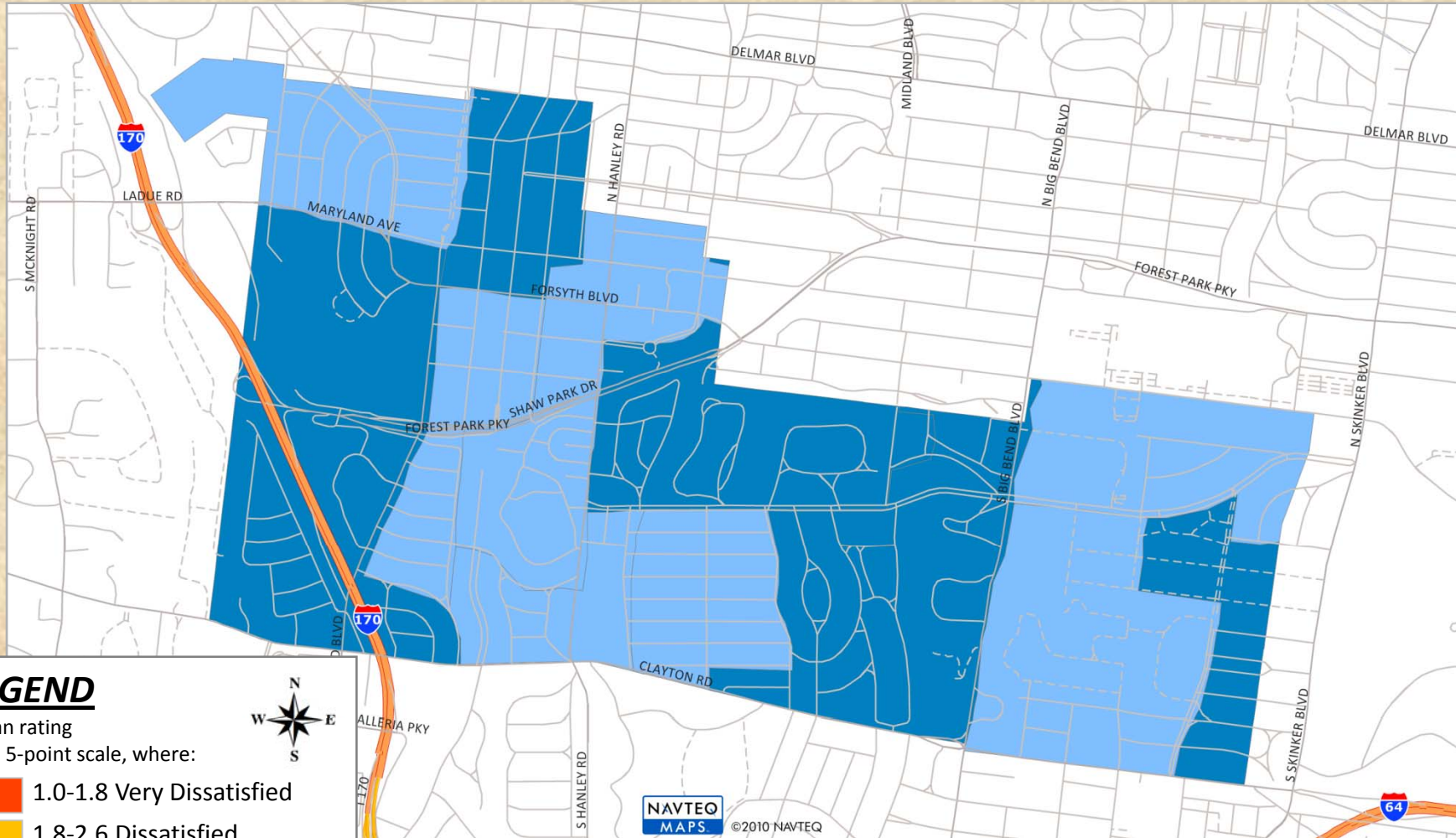
Q4B Visibility of police in retail areas.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

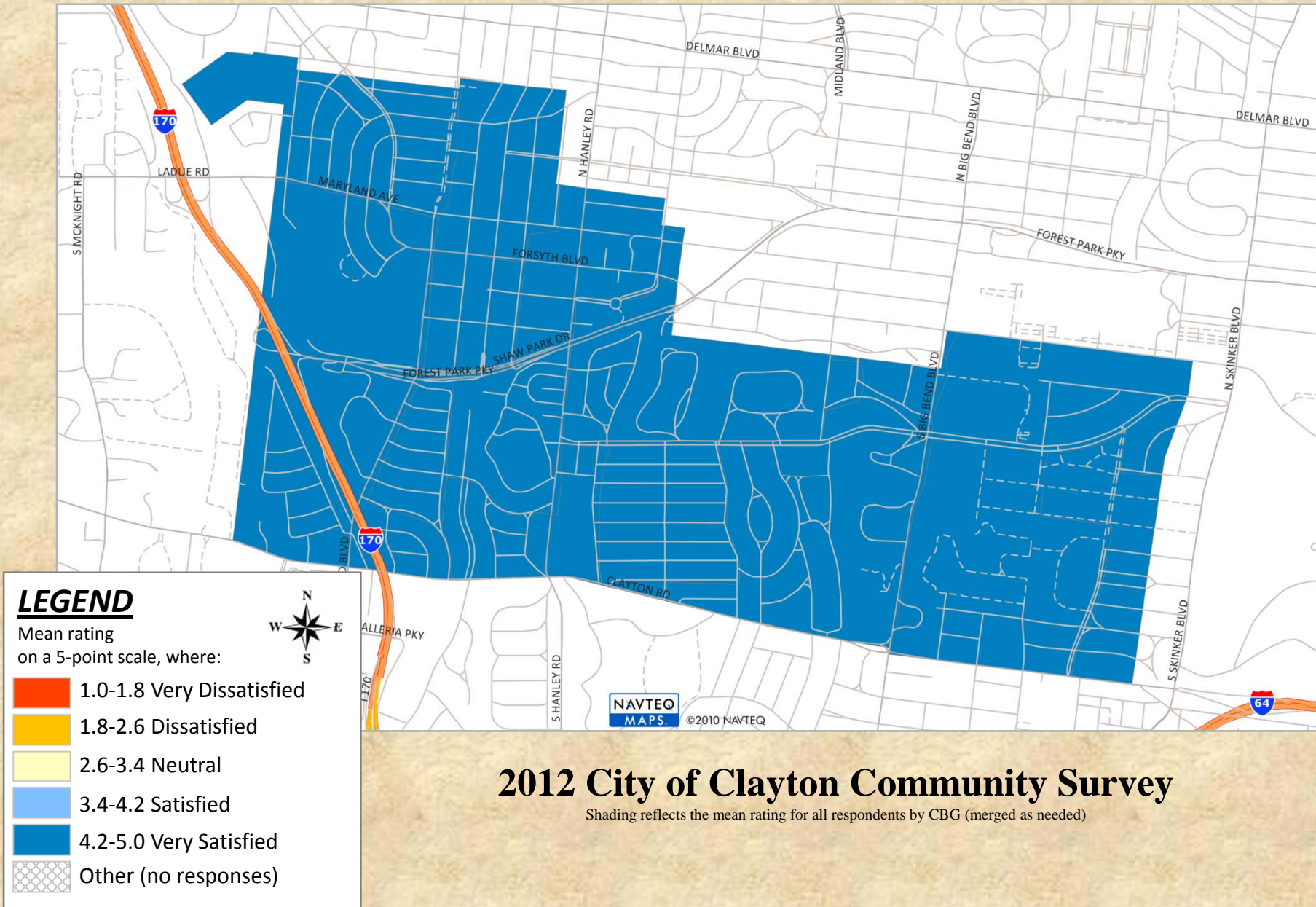
Q4C City effort to prevent crime.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

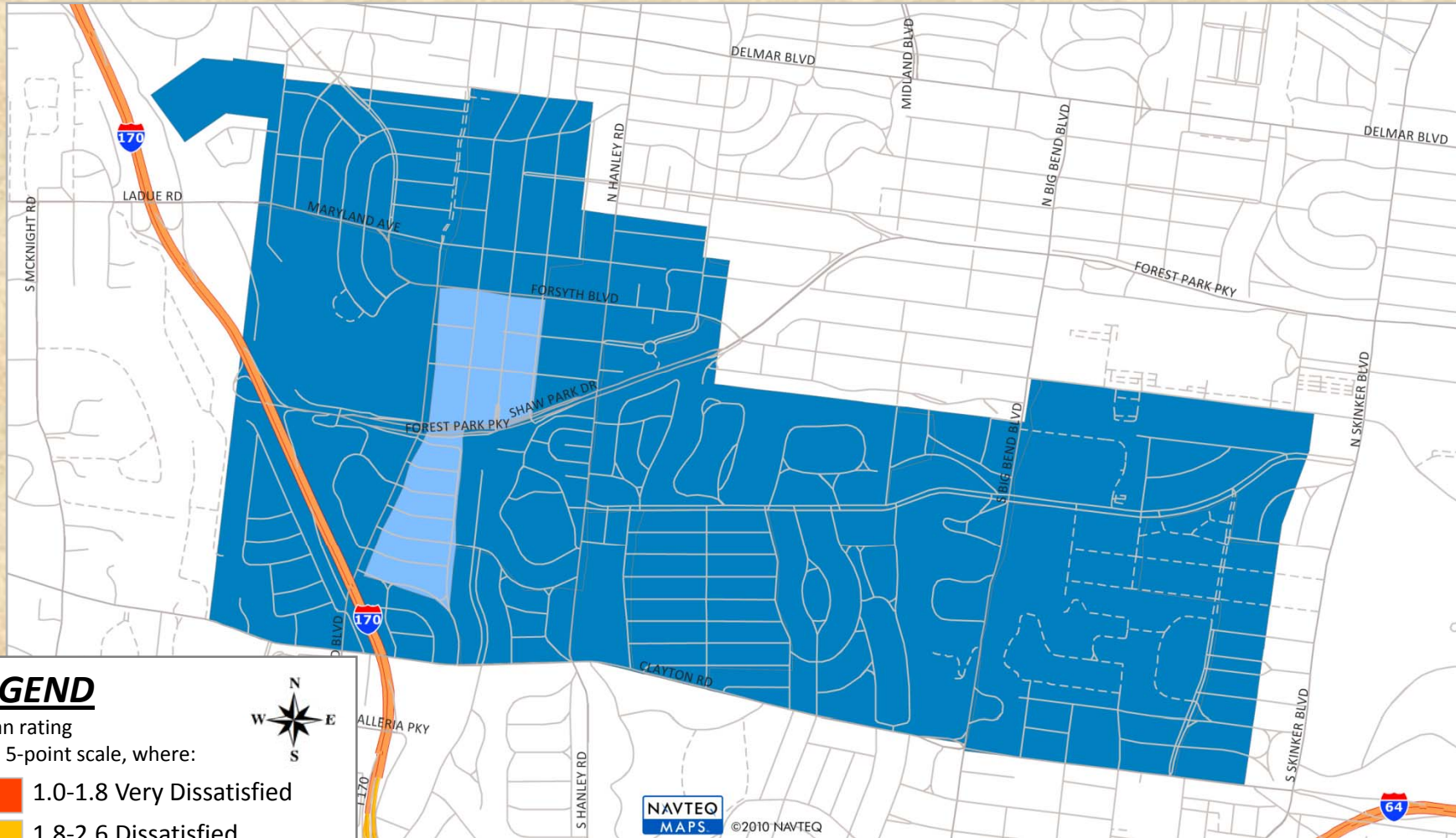
Q4D How quickly police respond to emergencies.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4E Overall competency of Clayton Police.



LEGEND

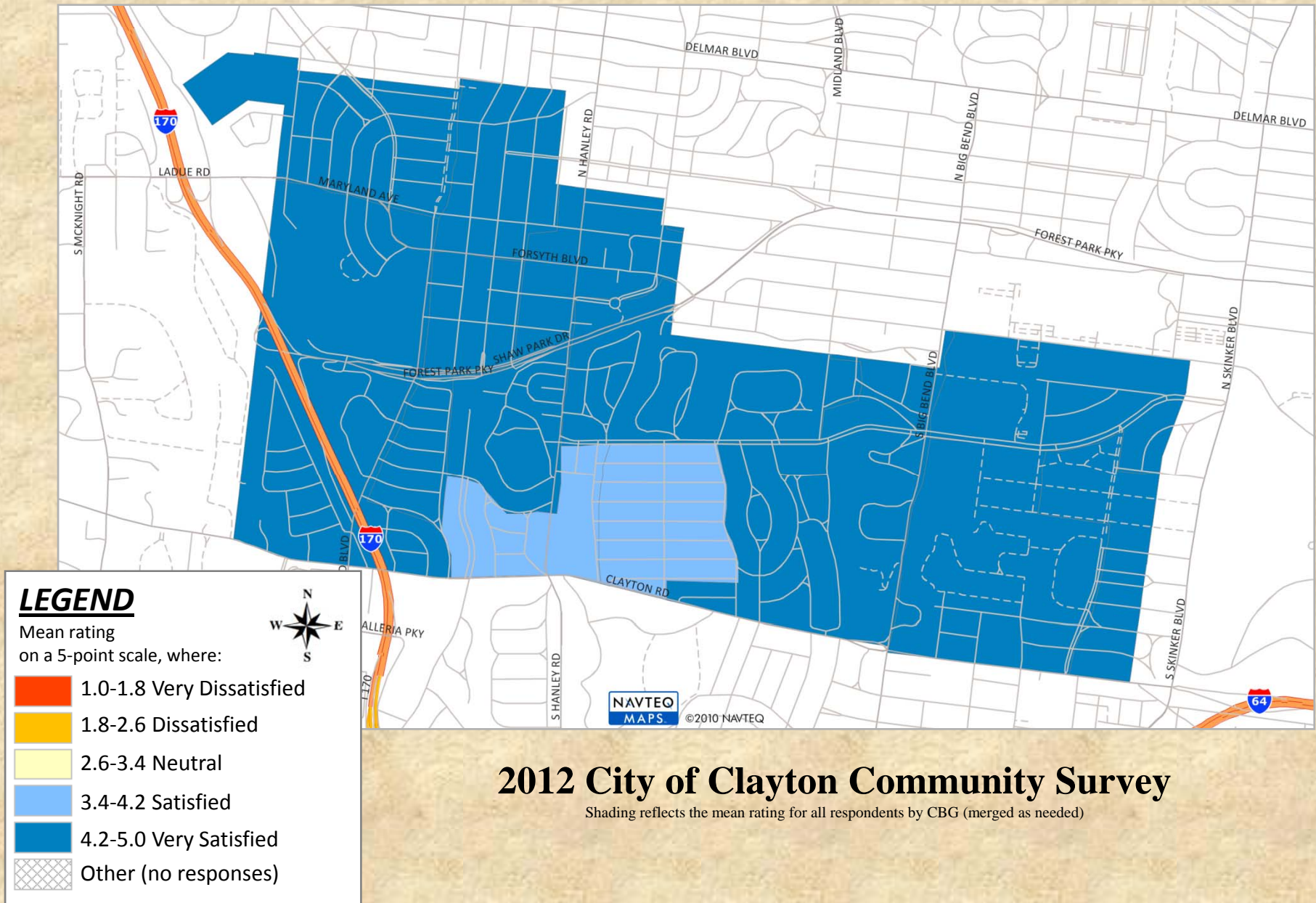
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

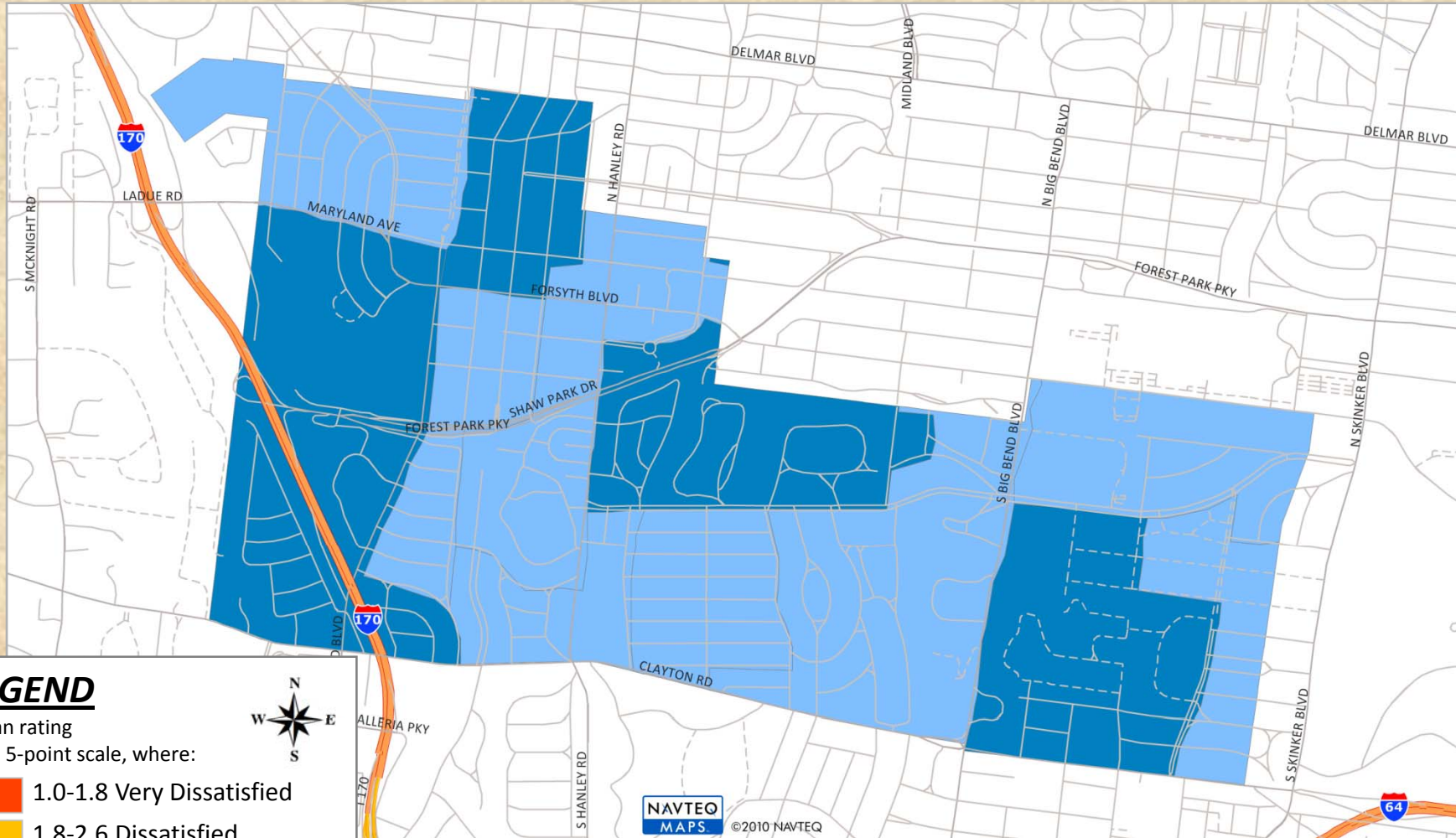
Q4F Attitude and behavior of police department.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4G Enforcement of local traffic laws.



LEGEND

Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

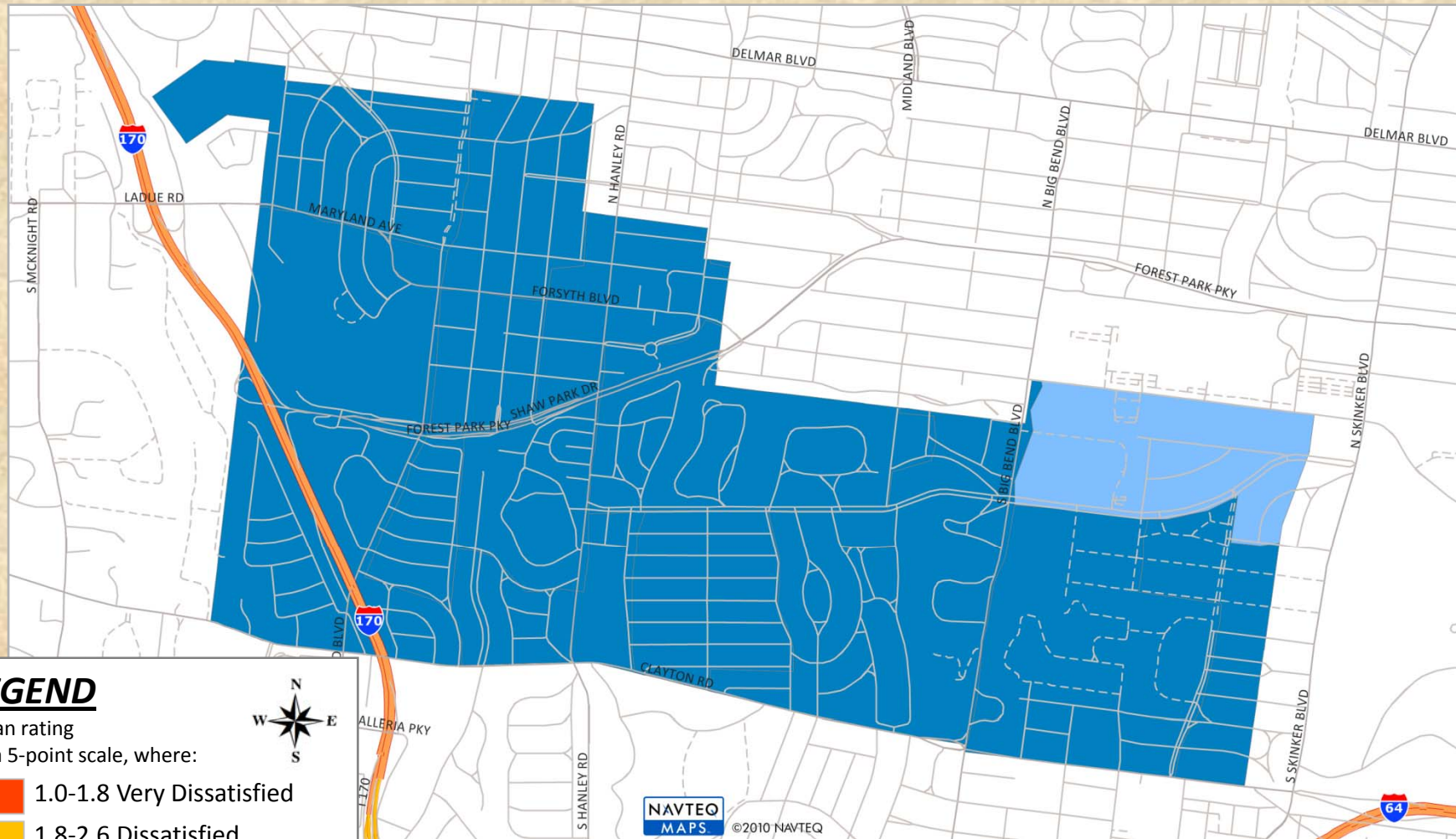


NAVTEQ
MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey







Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4H Overall quality Clayton Fire Department.



LEGEND

Mean rating
on a 5-point scale, where:

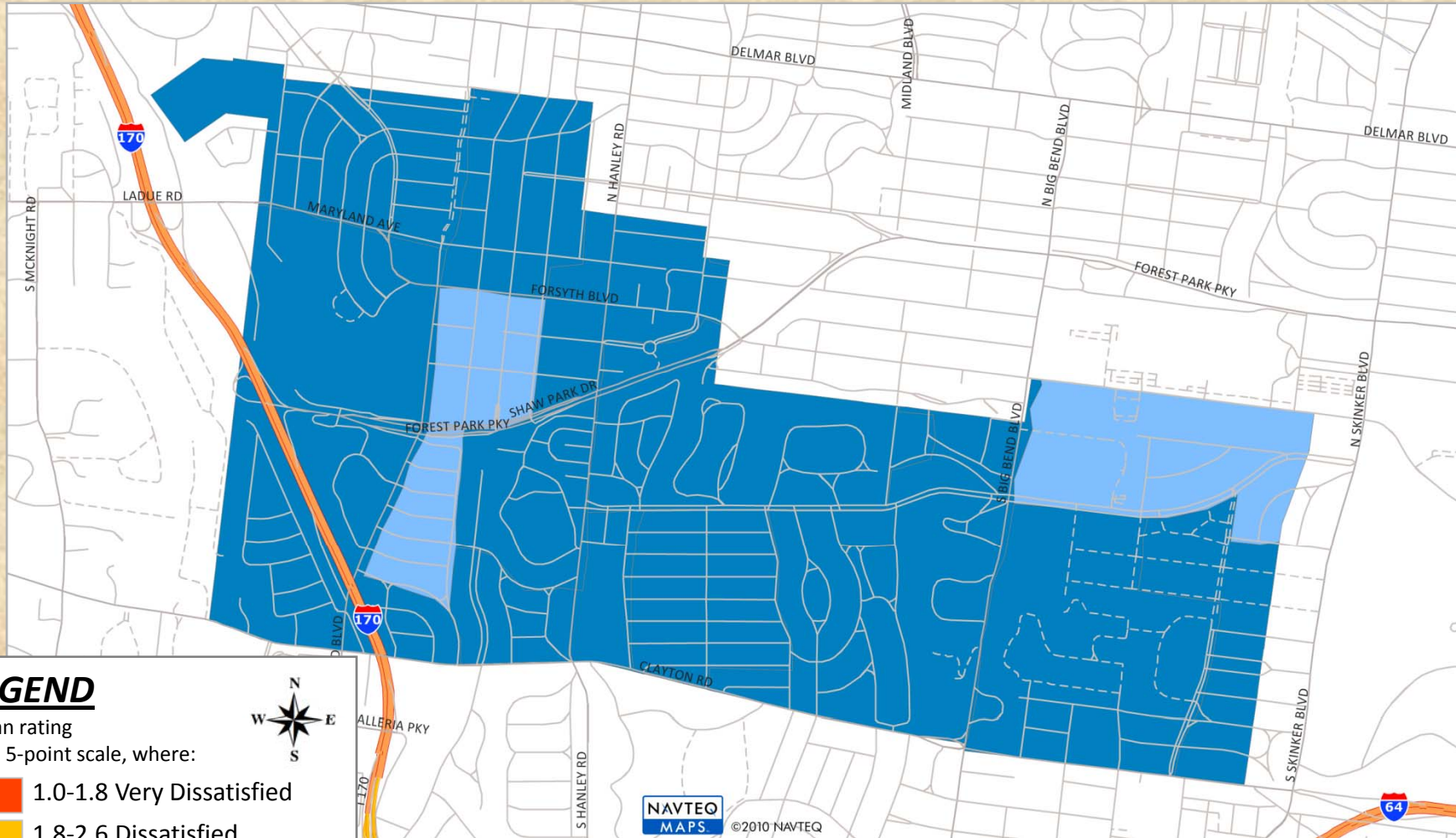
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4I Overall quality Clayton EMS.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

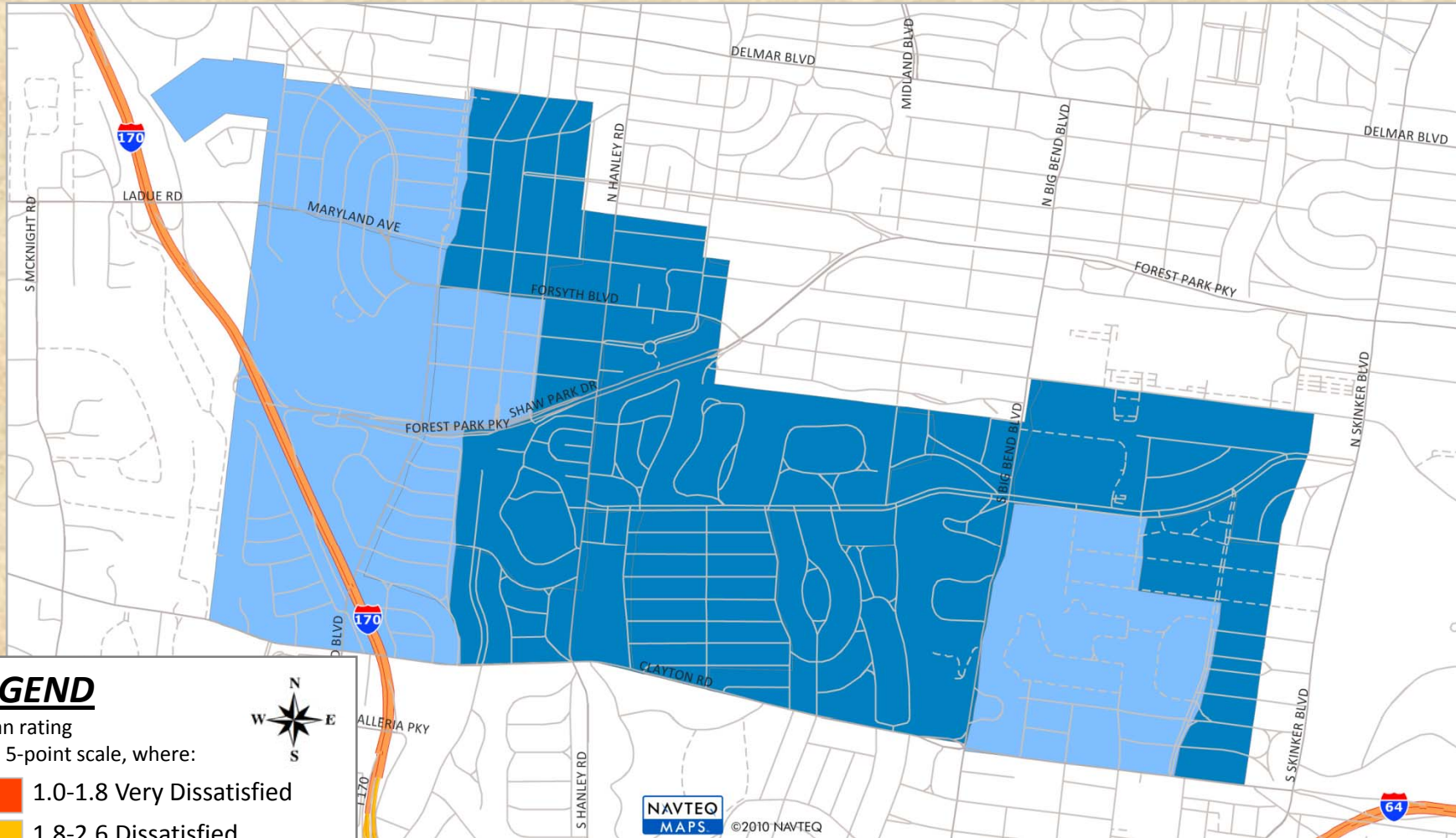


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4J Efforts to prevent fires.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

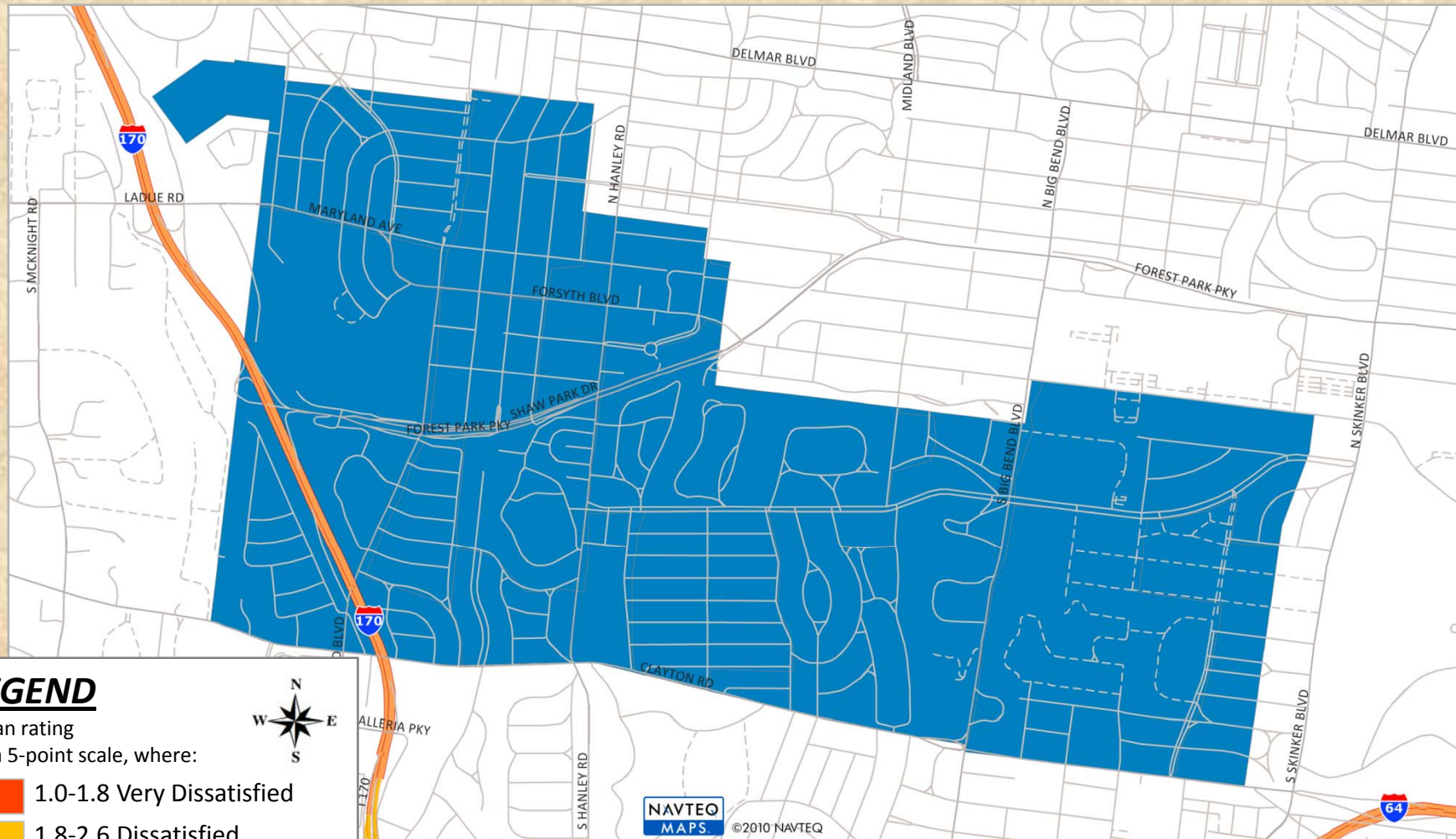


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4K How quickly Fire Dept responds.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

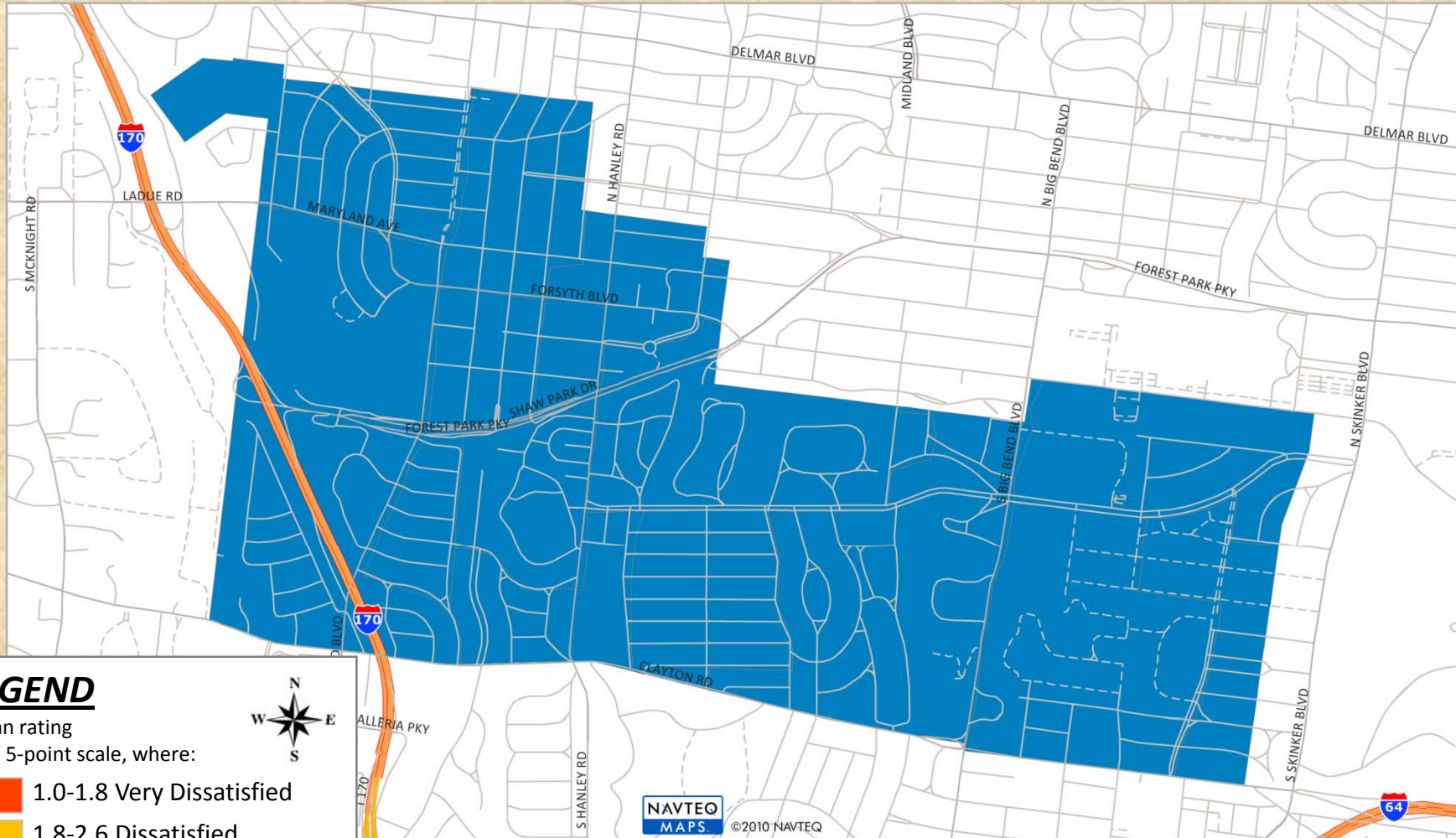


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4L How quickly ambulance EMS responds.



LEGEND

Mean rating on a 5-point scale, where:

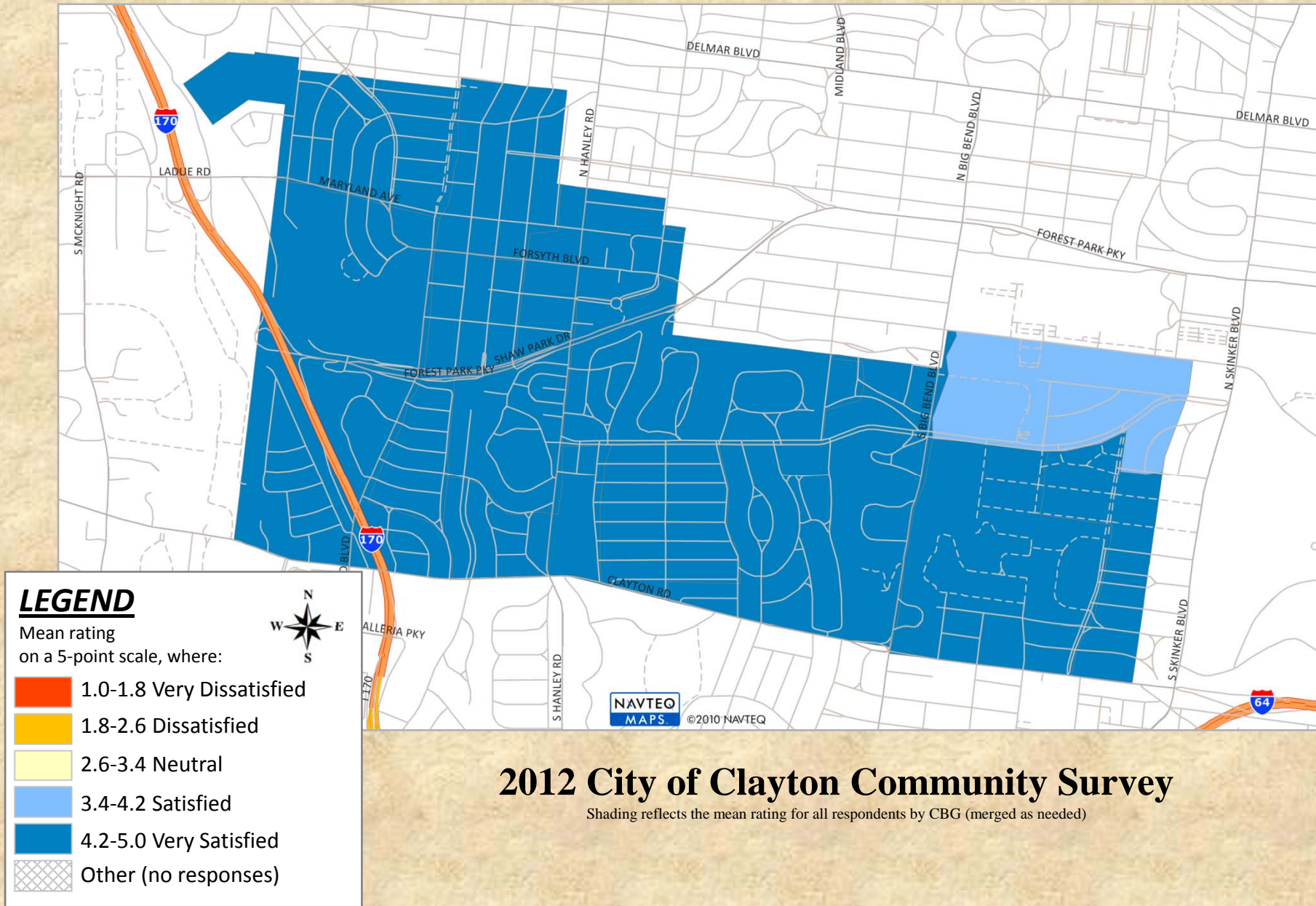
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

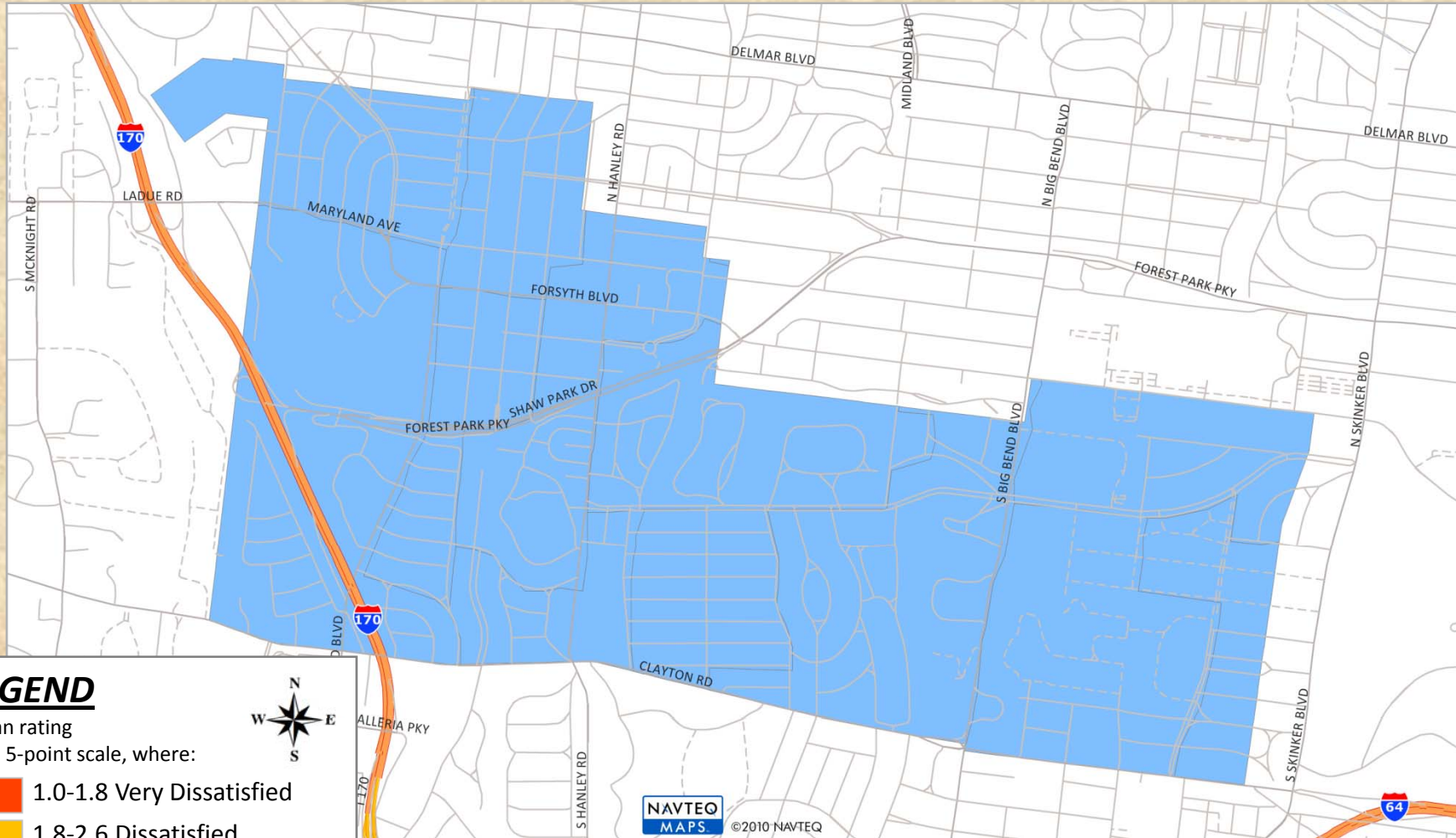
Q4M Overall competency of Clayton Fire Department.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

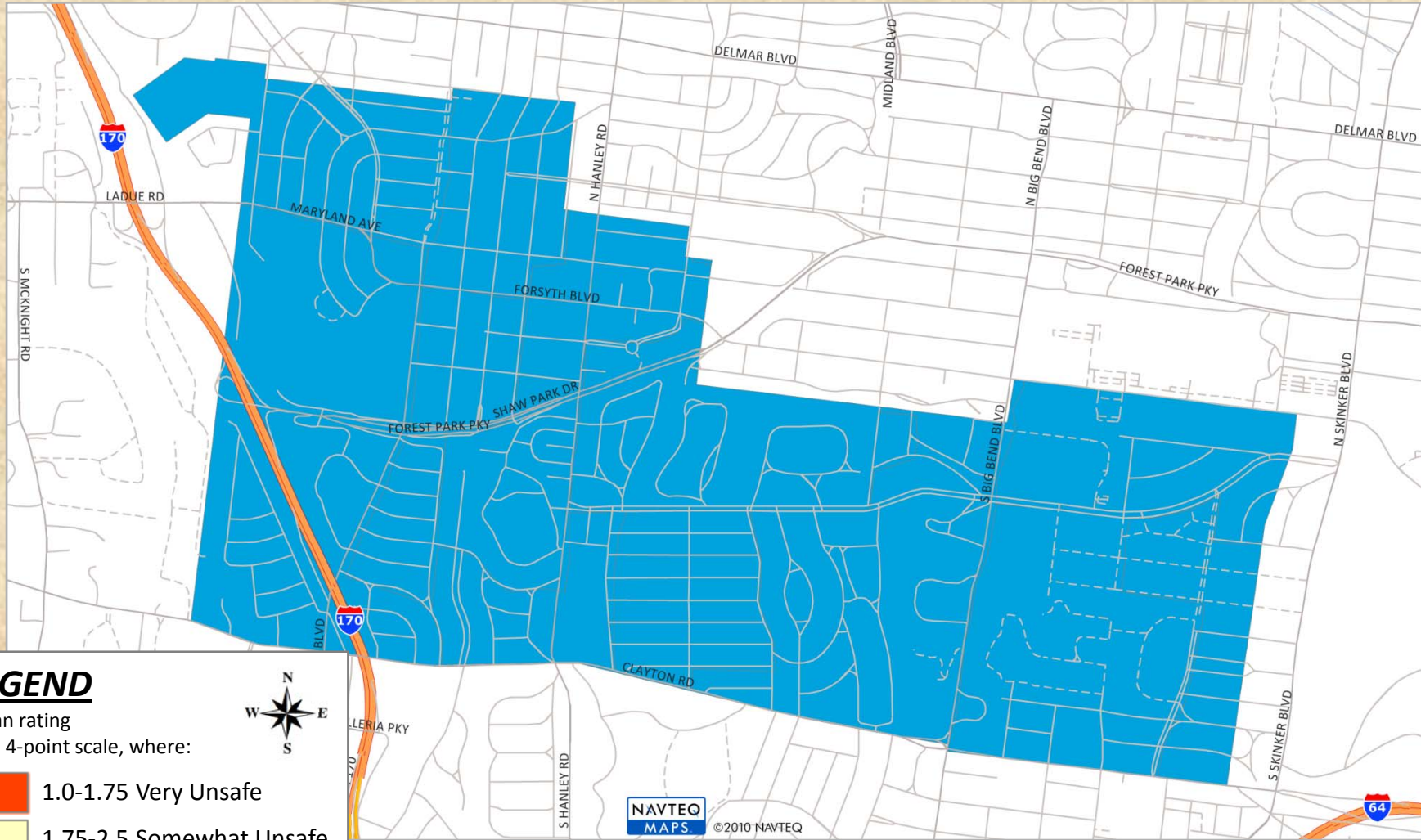
Q4N City's municipal court.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6A Walking alone in your neighborhood in general.



LEGEND

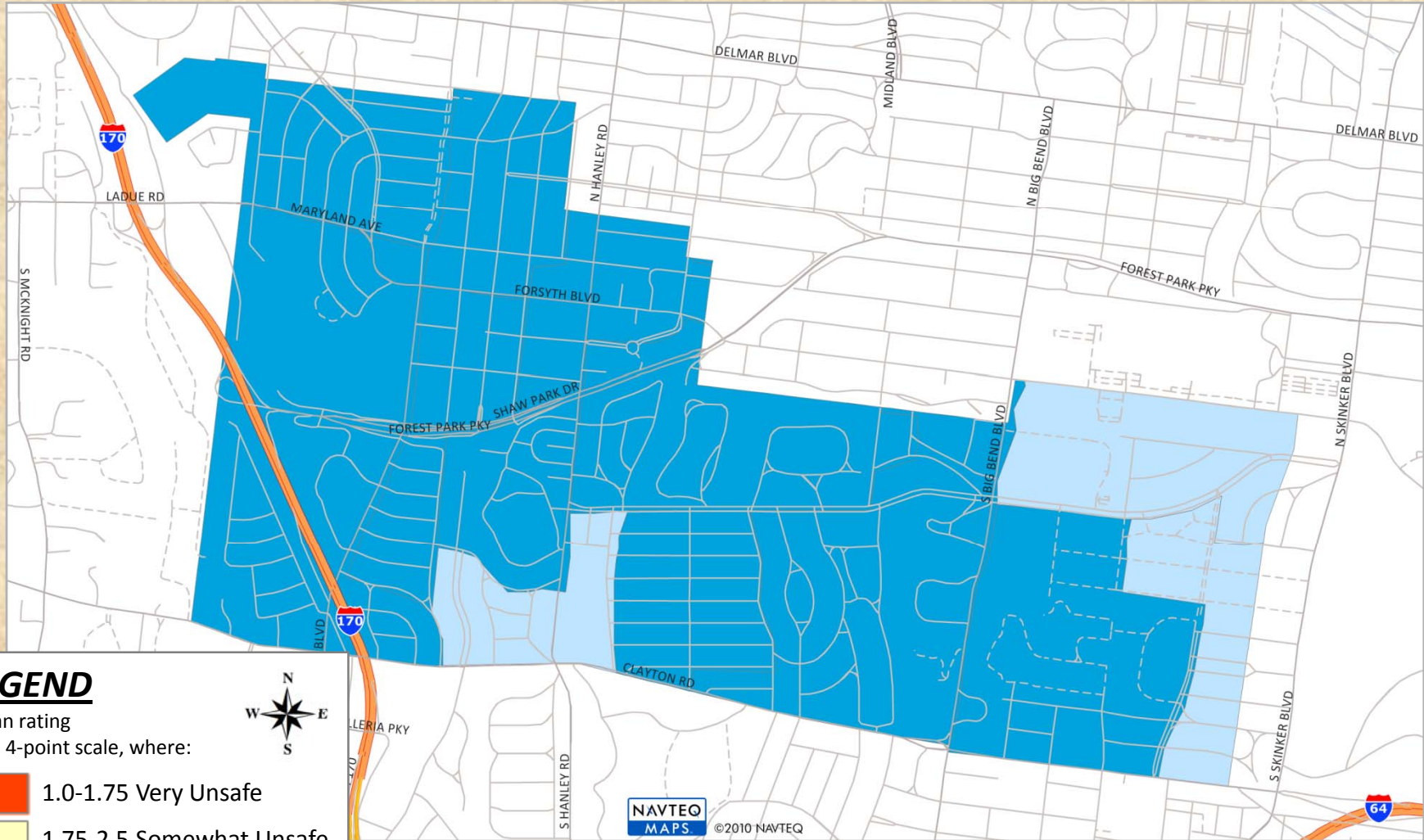
Mean rating on a 4-point scale, where:

- 1.0-1.75 Very Unsafe
- 1.75-2.5 Somewhat Unsafe
- 2.5-3.25 Somewhat Safe
- 3.25-4.0 Very Safe
- Other (no responses)

2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6B Walk alone your neighborhood after dark.



LEGEND

Mean rating on a 4-point scale, where:

	1.0-1.75 Very Unsafe
	1.75-2.5 Somewhat Unsafe
	2.5-3.25 Somewhat Safe
	3.25-4.0 Very Safe
	Other (no responses)

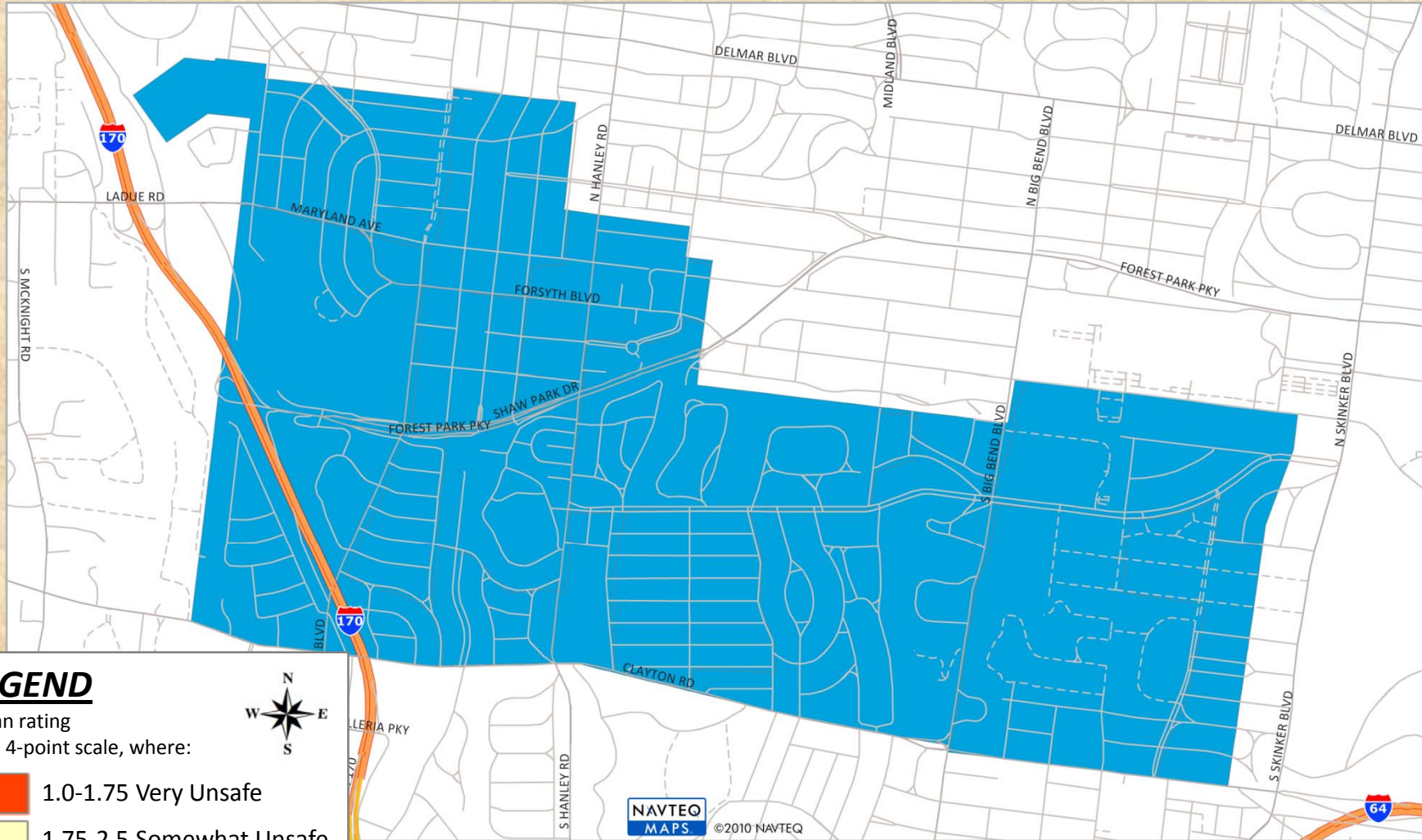


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

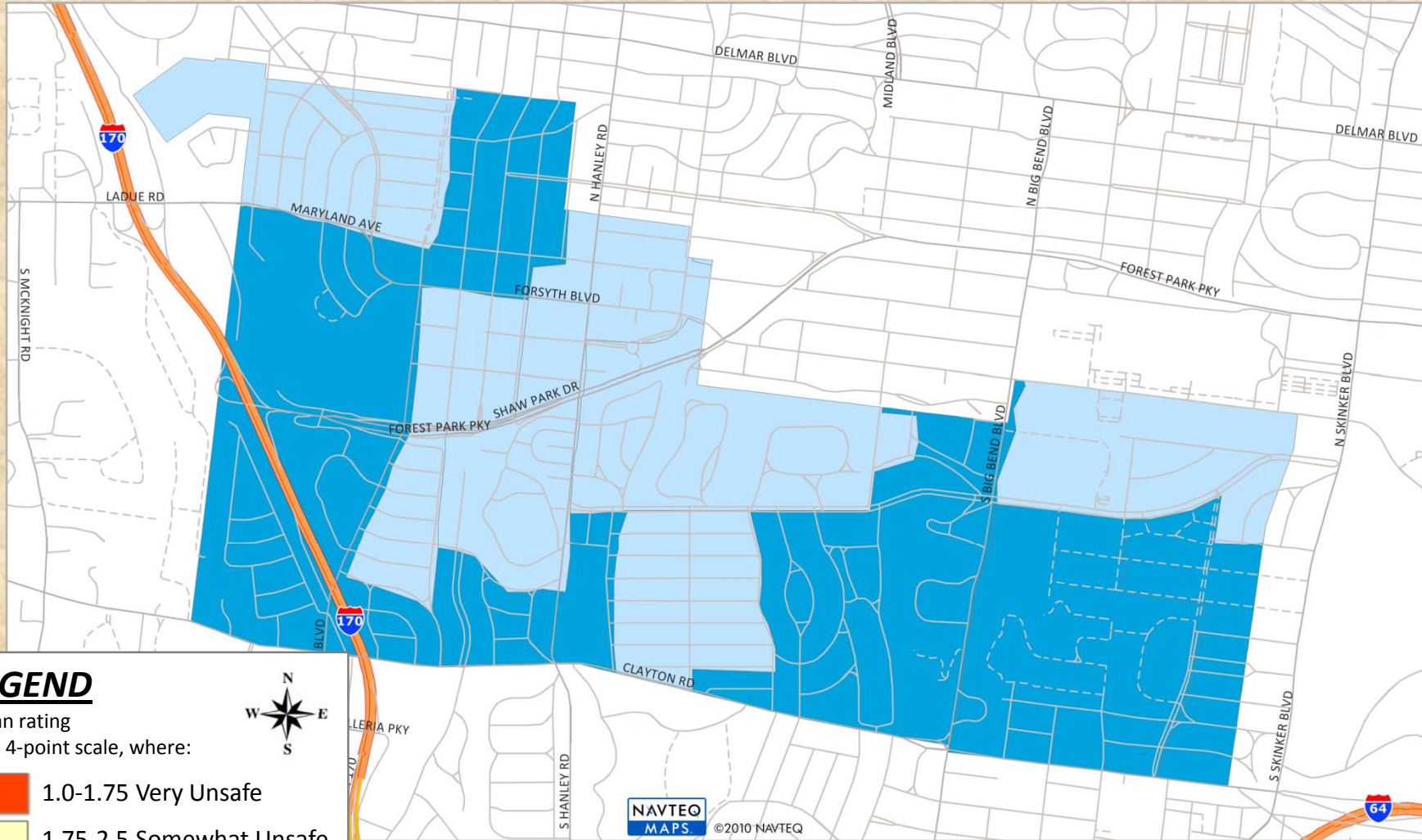
Q6C Walking alone in your neighborhood during the day.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

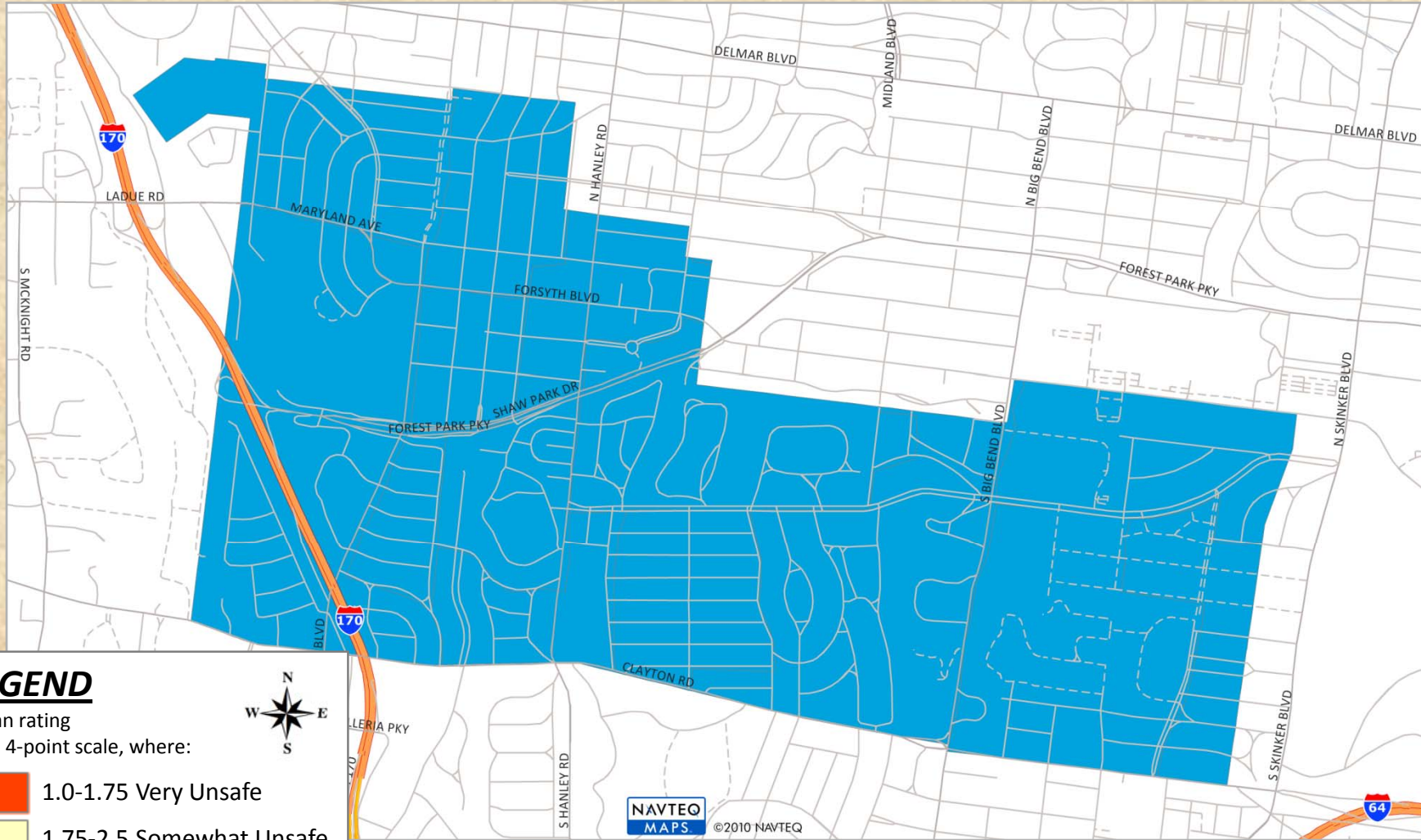
Q6D Walking alone in businesses areas after dark.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

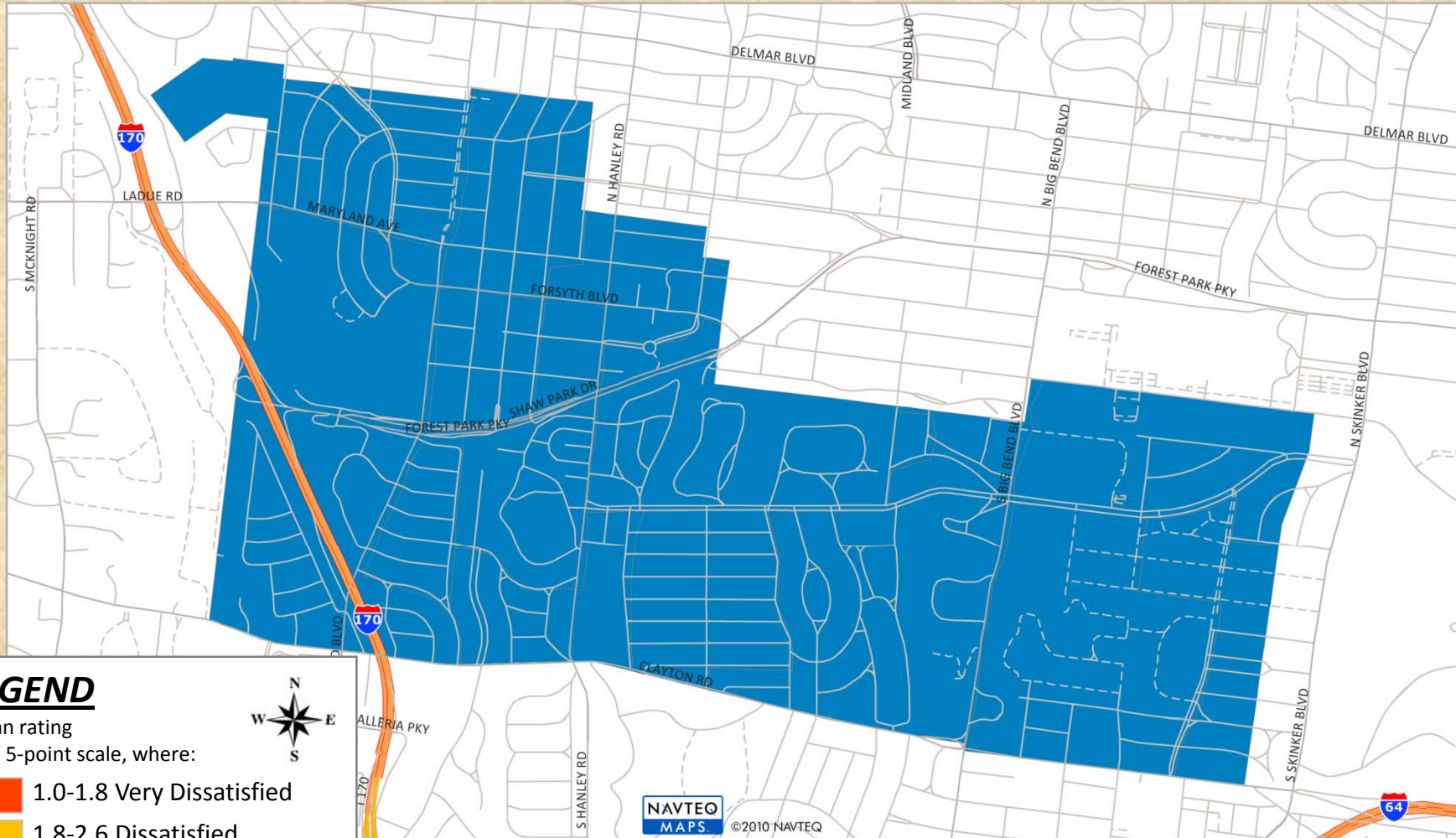
Q6E Walk along in business areas during the day.



2012 City of Clayton Community Survey







Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13A Maintenance street signs and traffic signals.



LEGEND

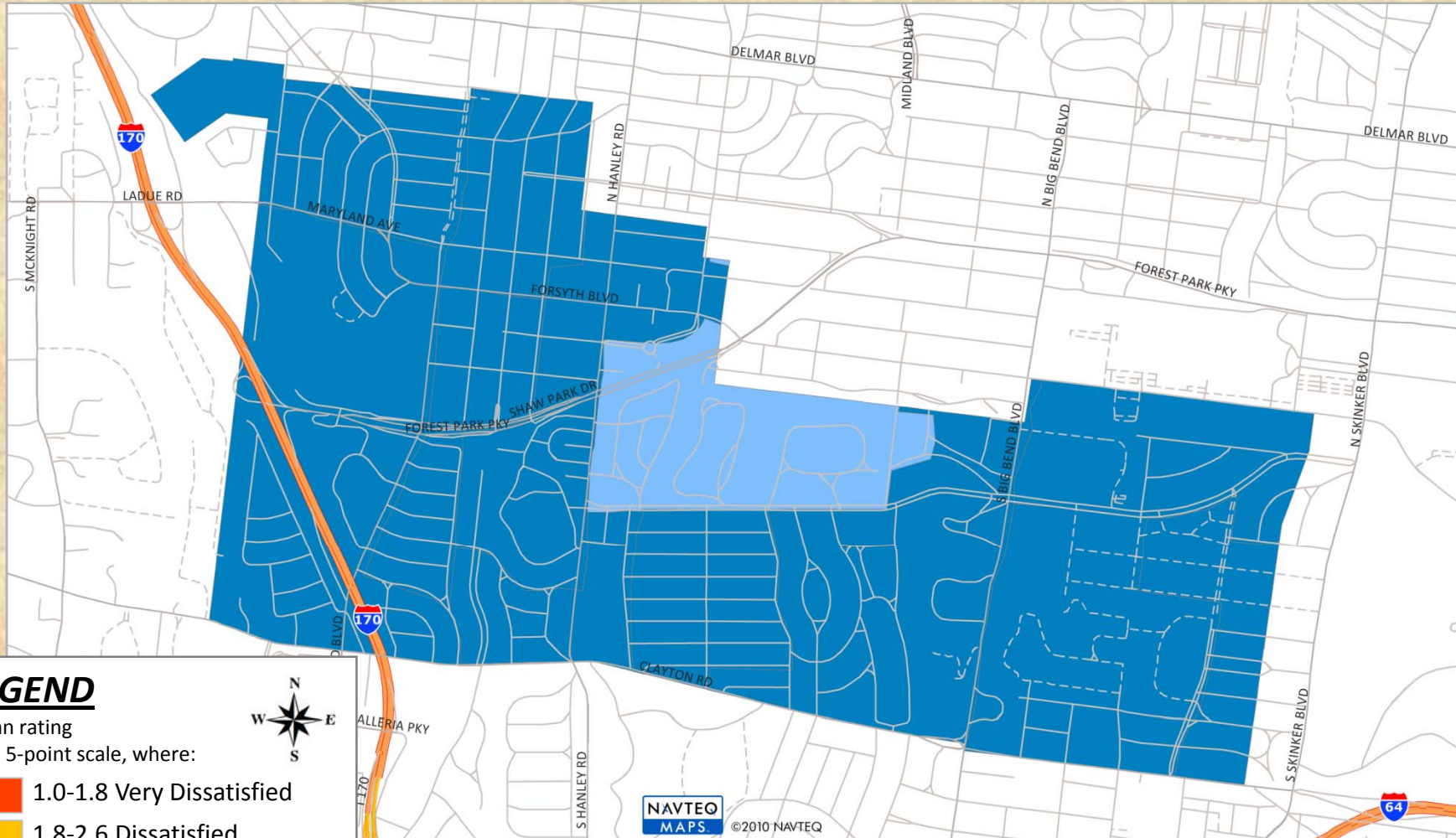
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13B Maintenance of city buildings.



LEGEND

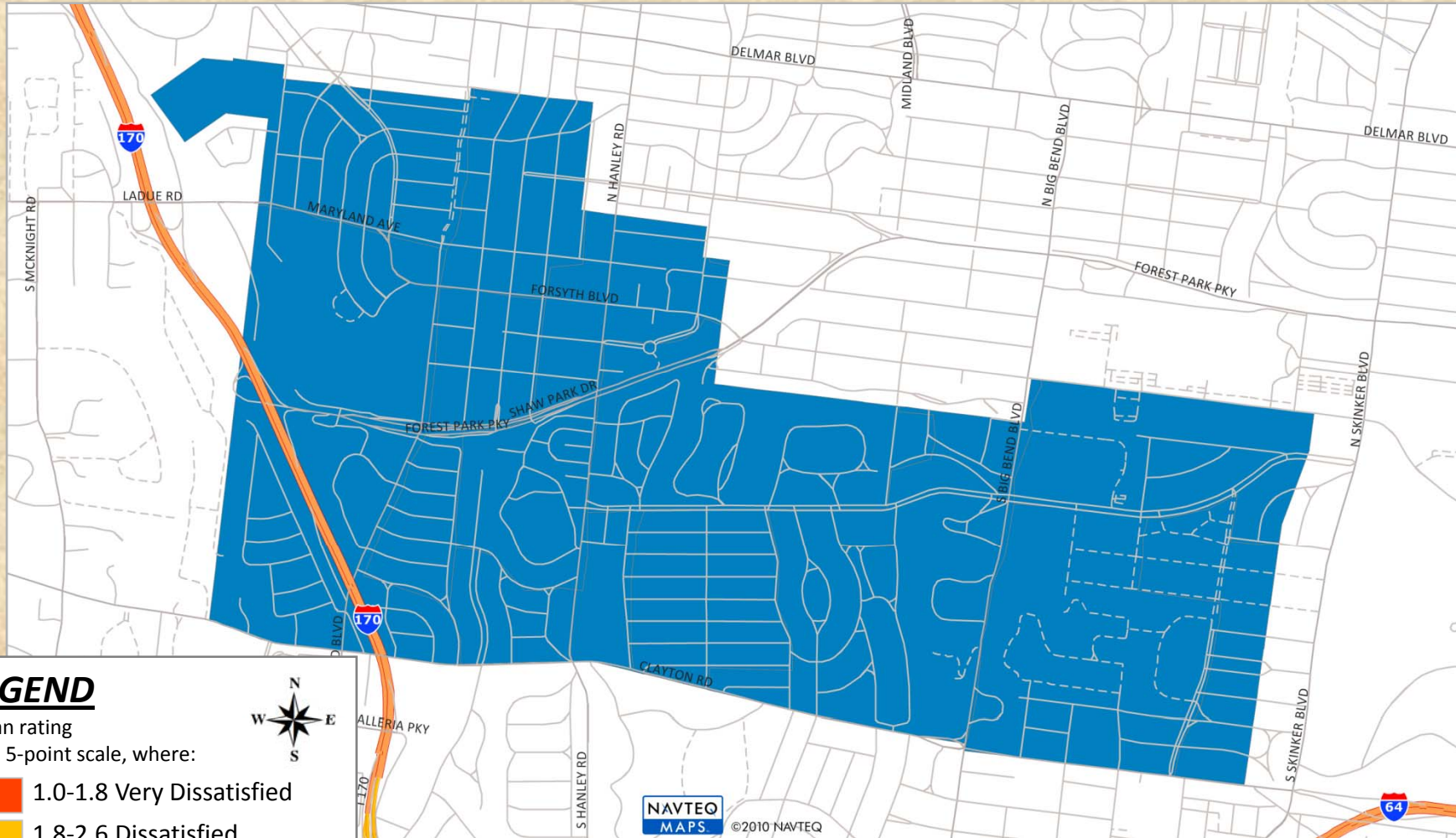
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13C Snow removal on major city streets.



LEGEND

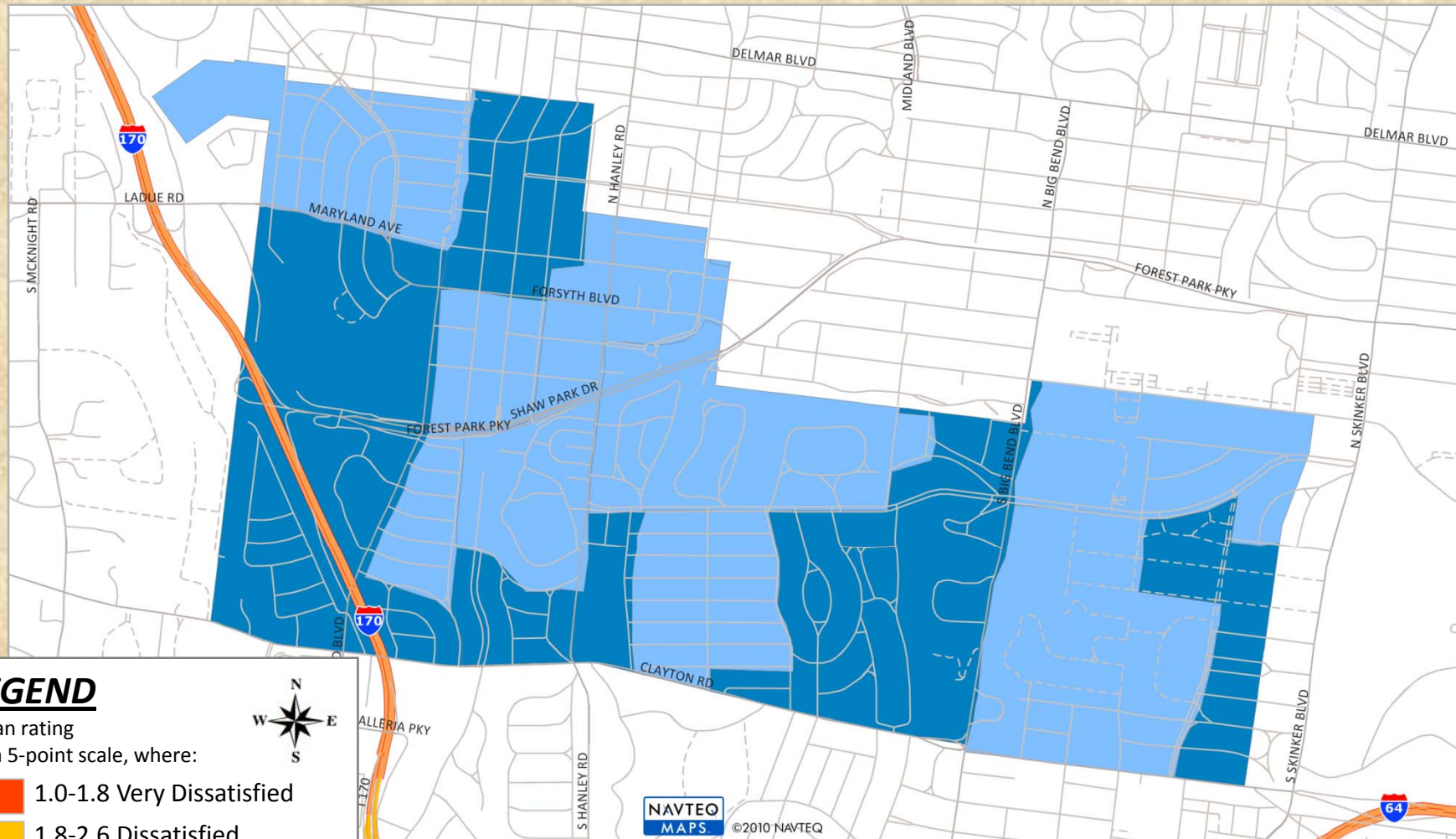
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13D Adequacy of city street lighting.



LEGEND

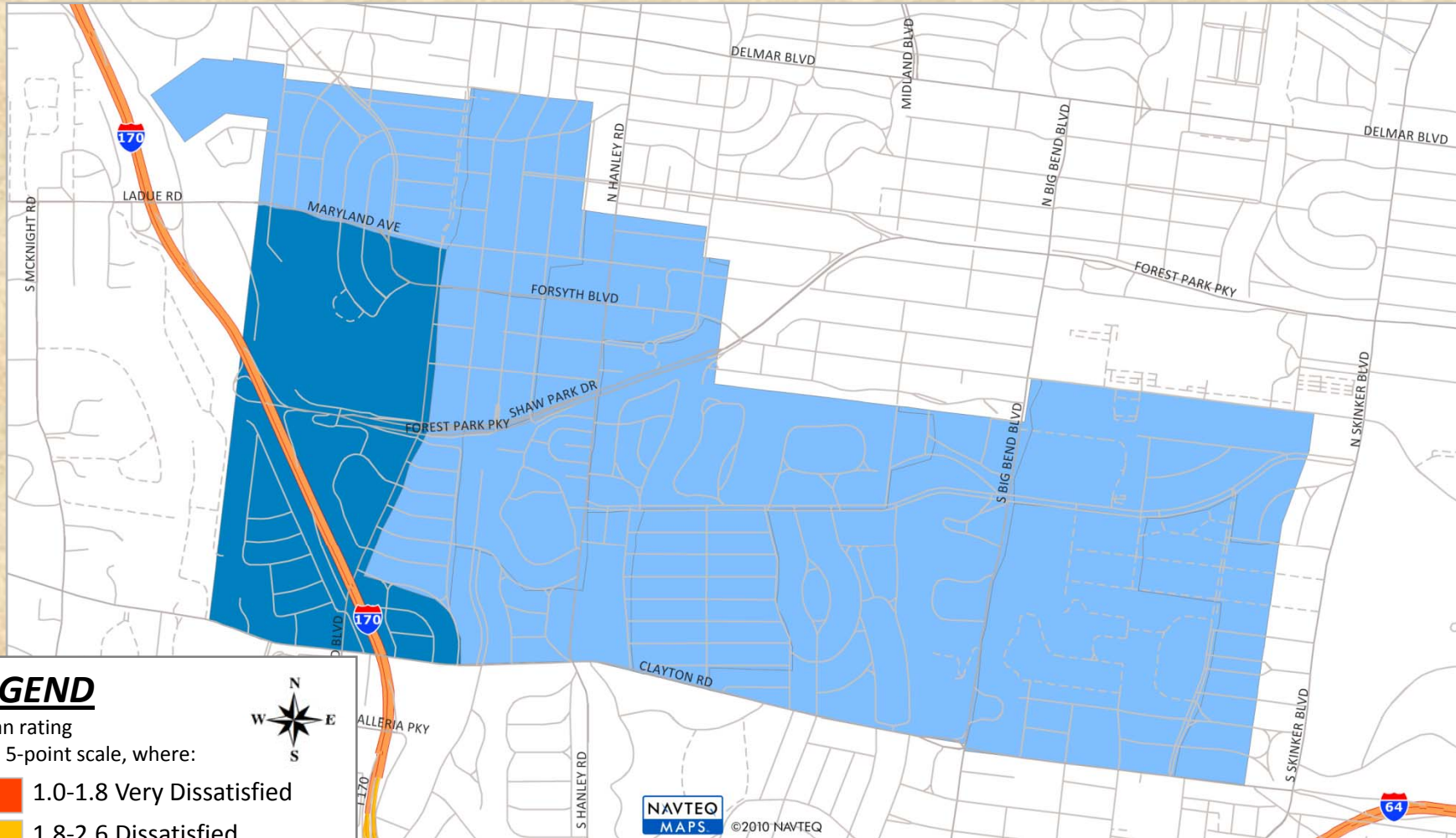
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

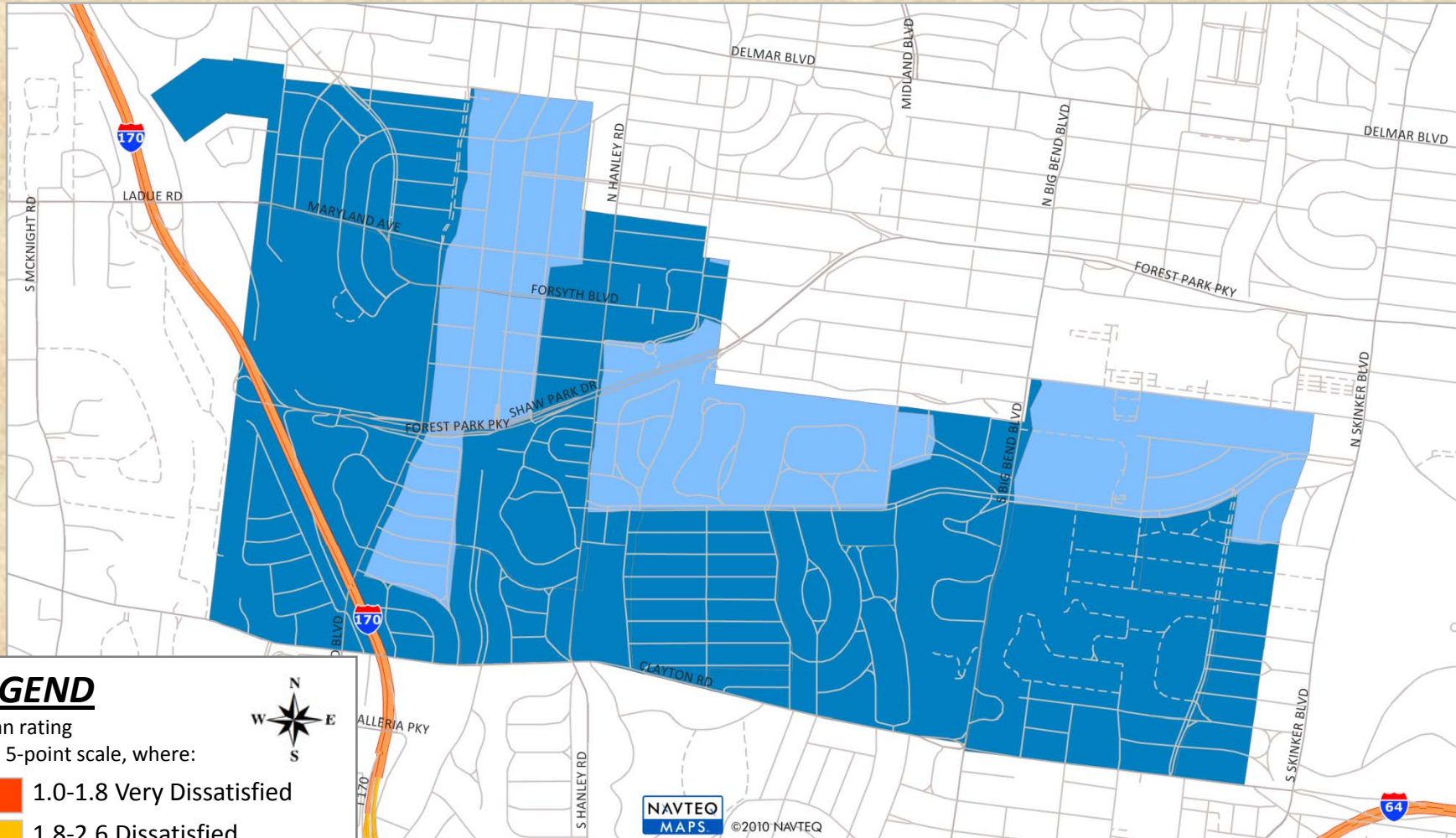
Q13E Condition of city sidewalks.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

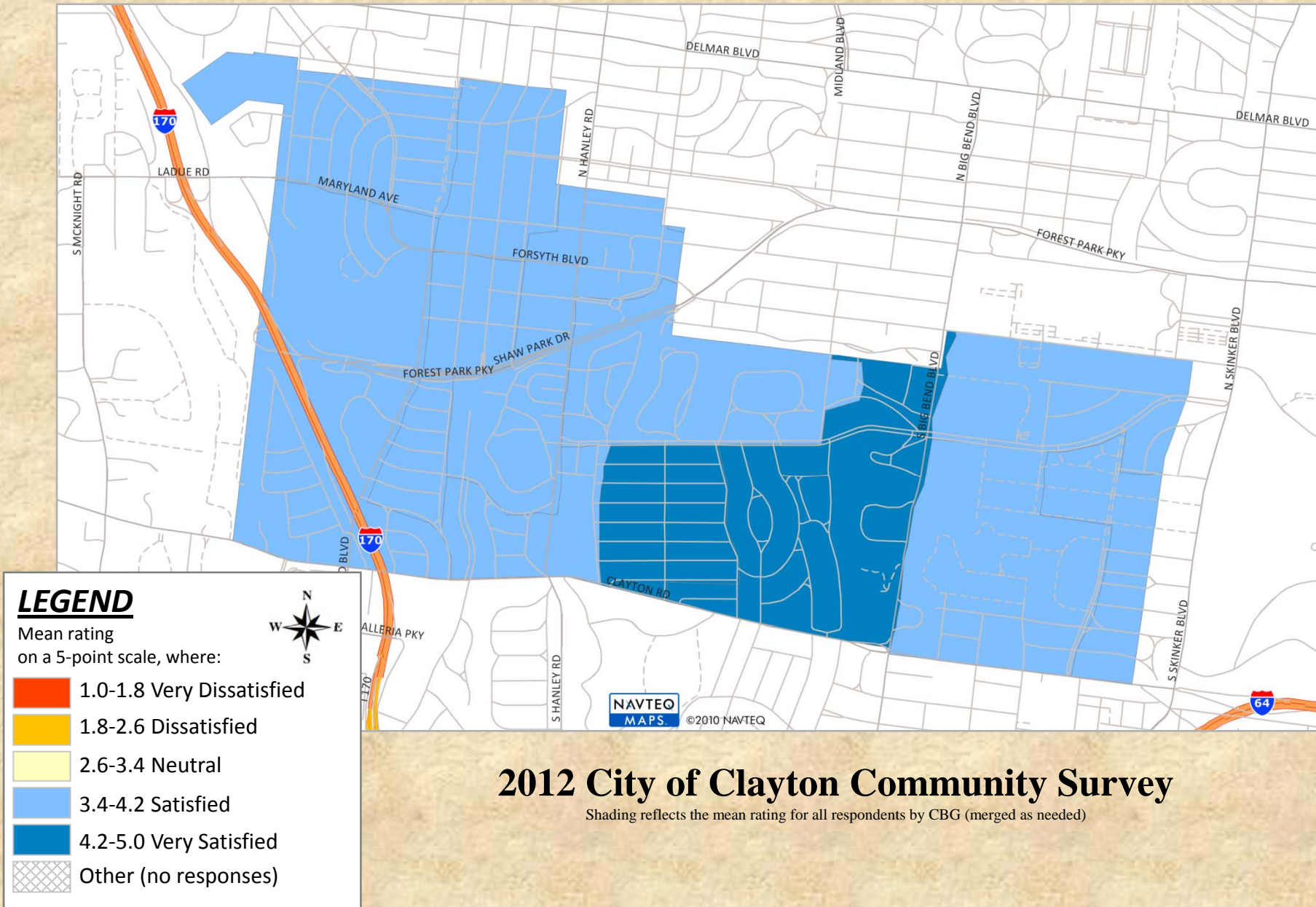
Q13F Landscaping and appearance of public areas.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

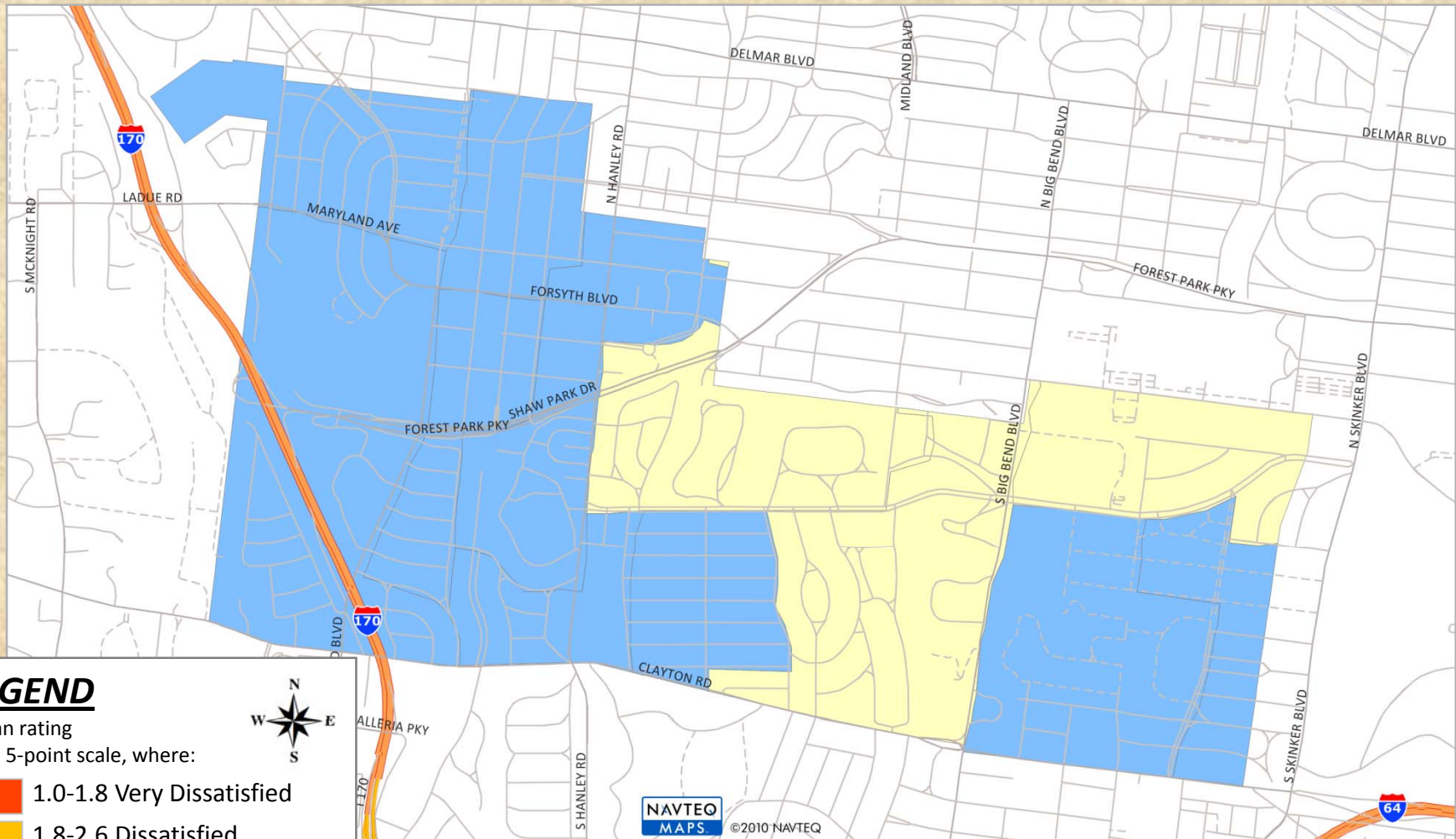
Q13G Satisfaction with tree trimming and replacement.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15A Quality of street repair services.



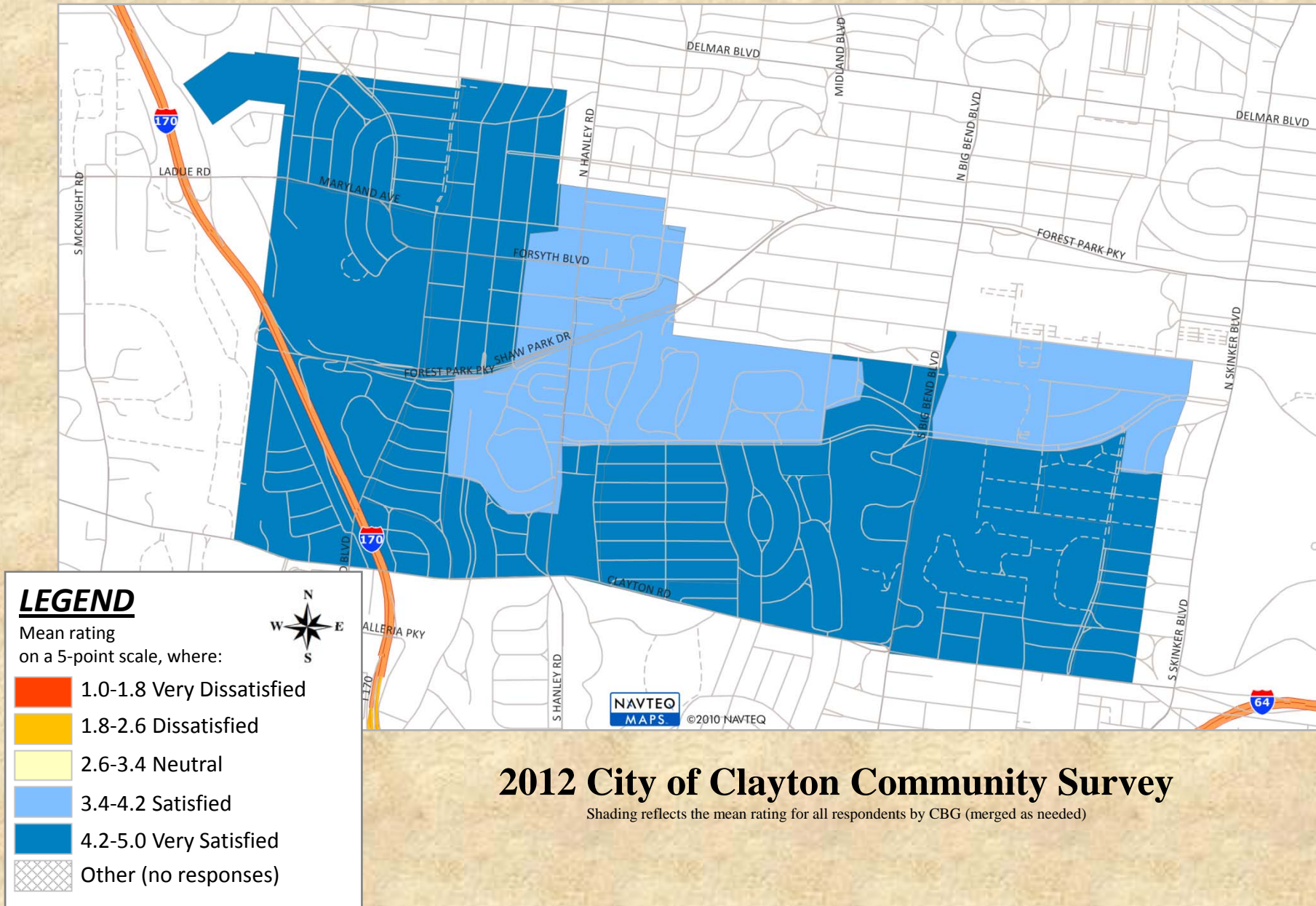
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

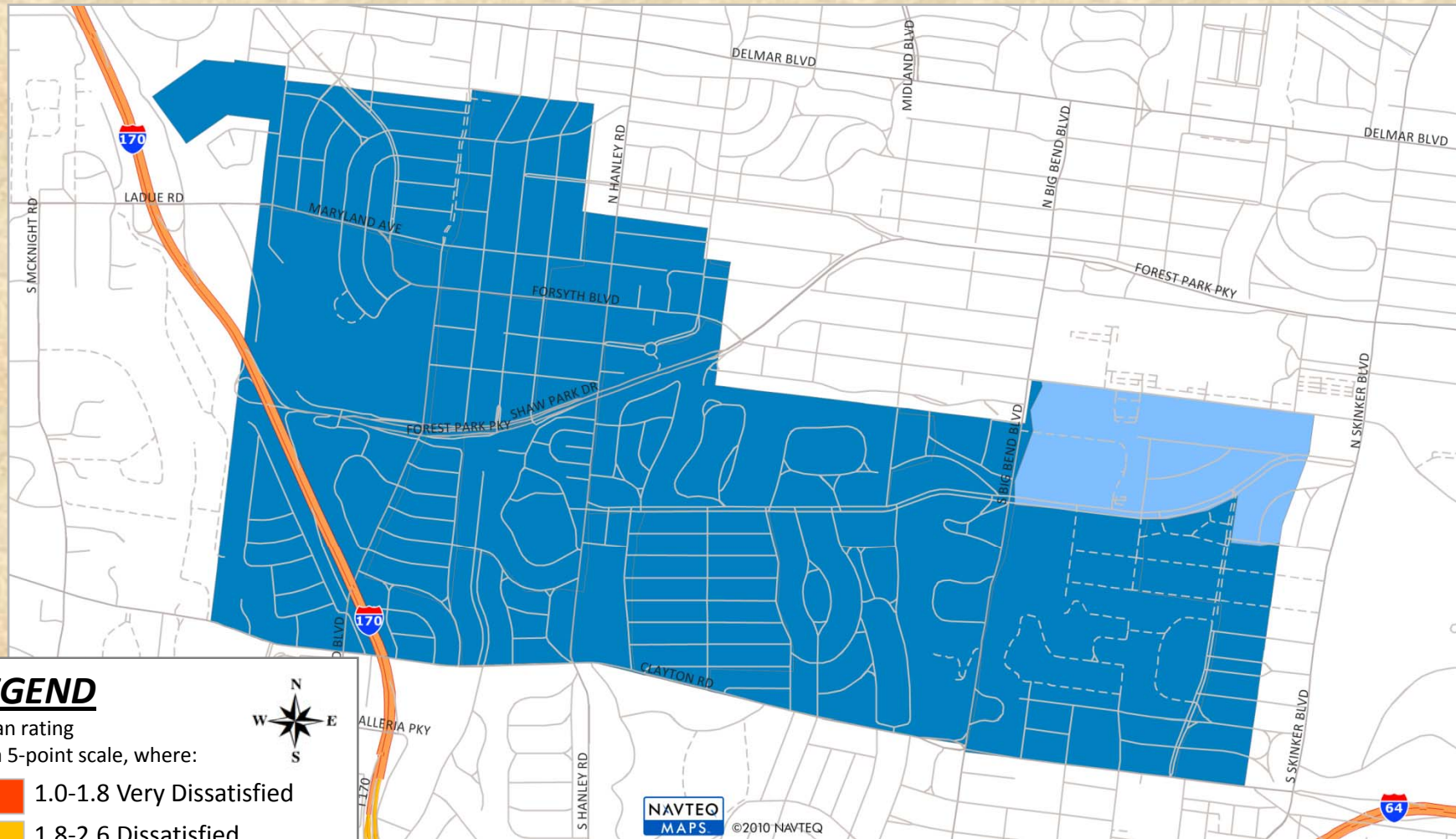
Q15B Quality of street cleaning services.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15C Quality of snow removal services.



LEGEND

Mean rating on a 5-point scale, where:

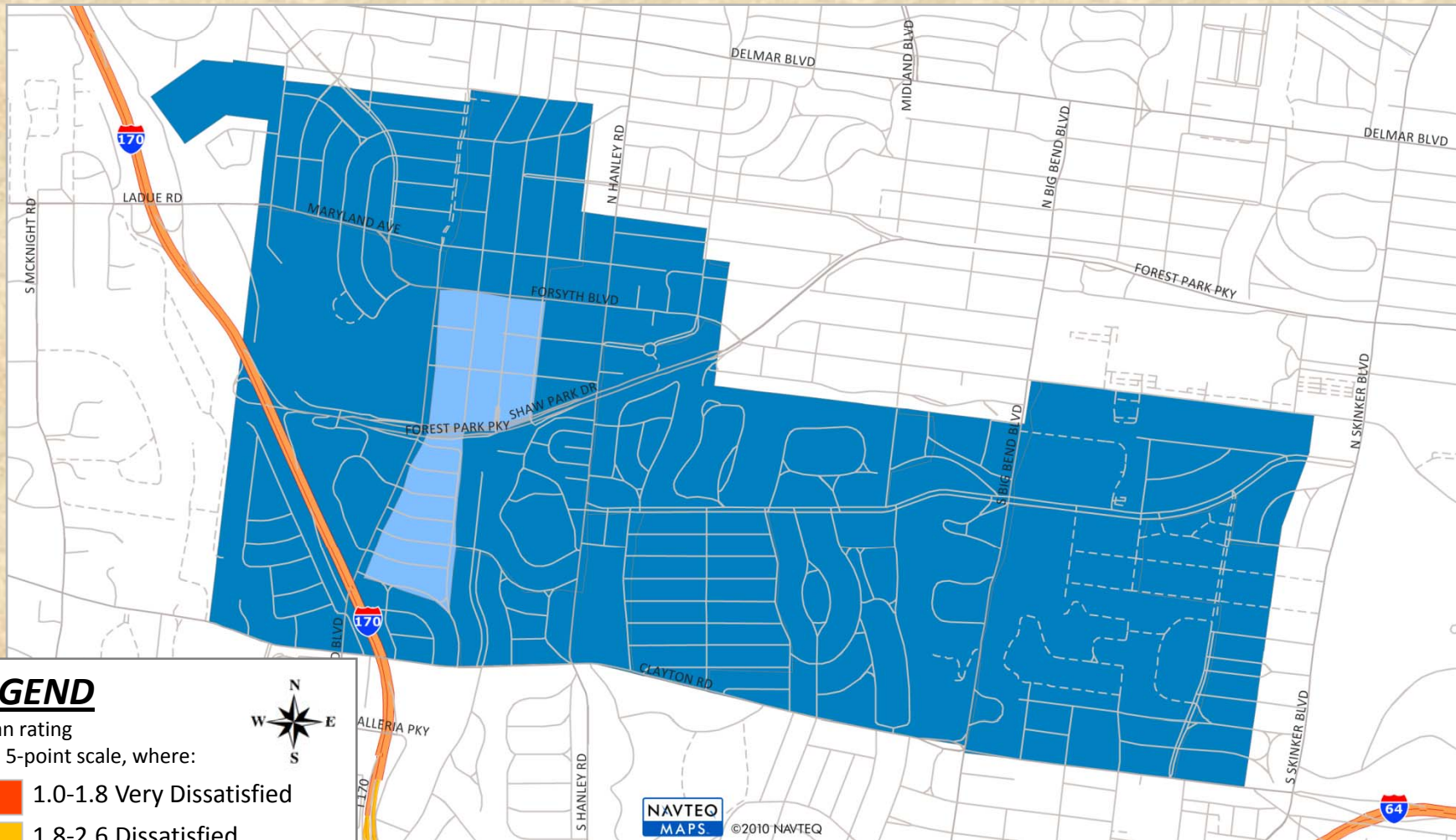
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16A Maintenance of city parks.



LEGEND

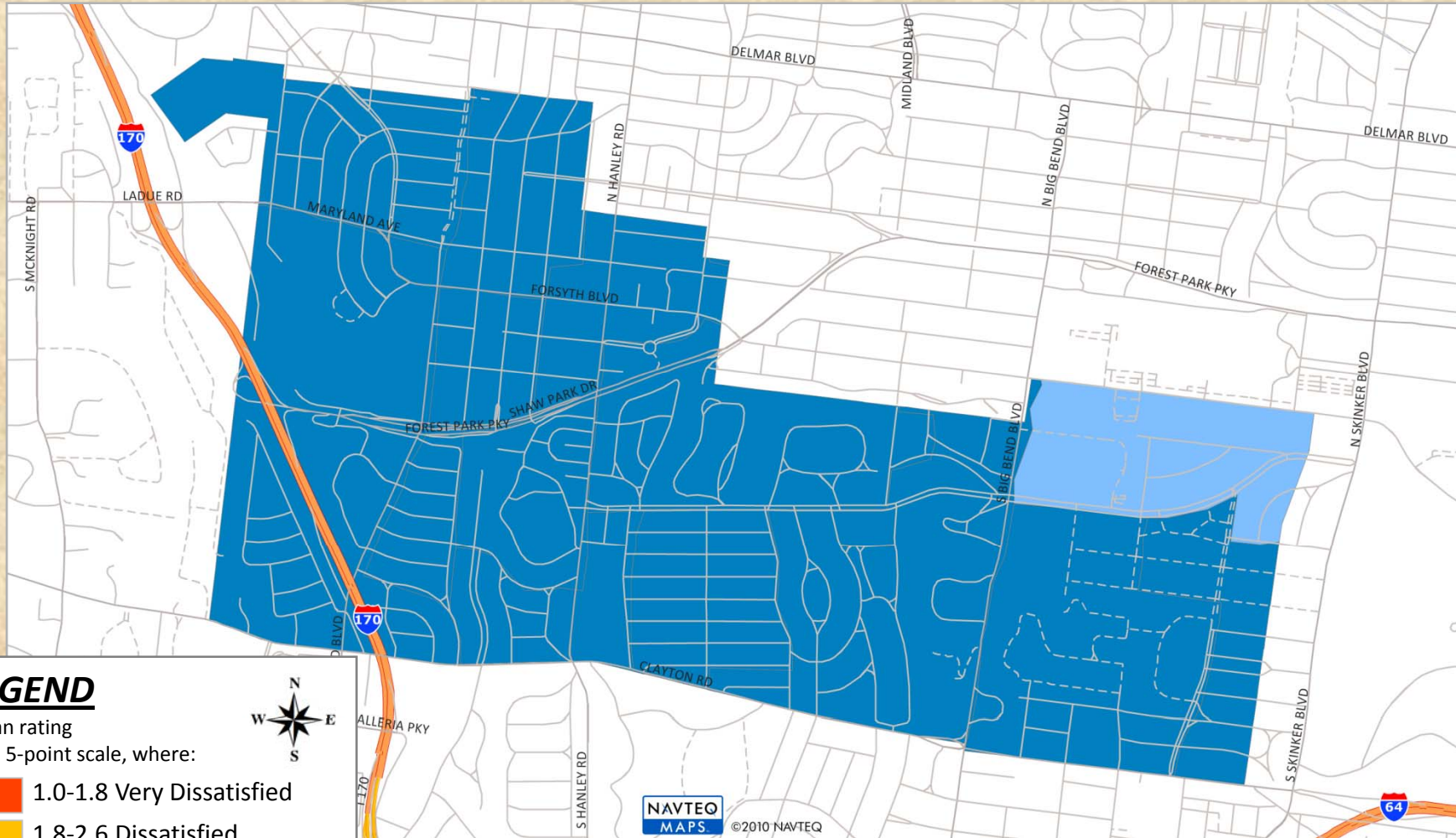
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16B How close parks are to your home.



2012 City of Clayton Community Survey

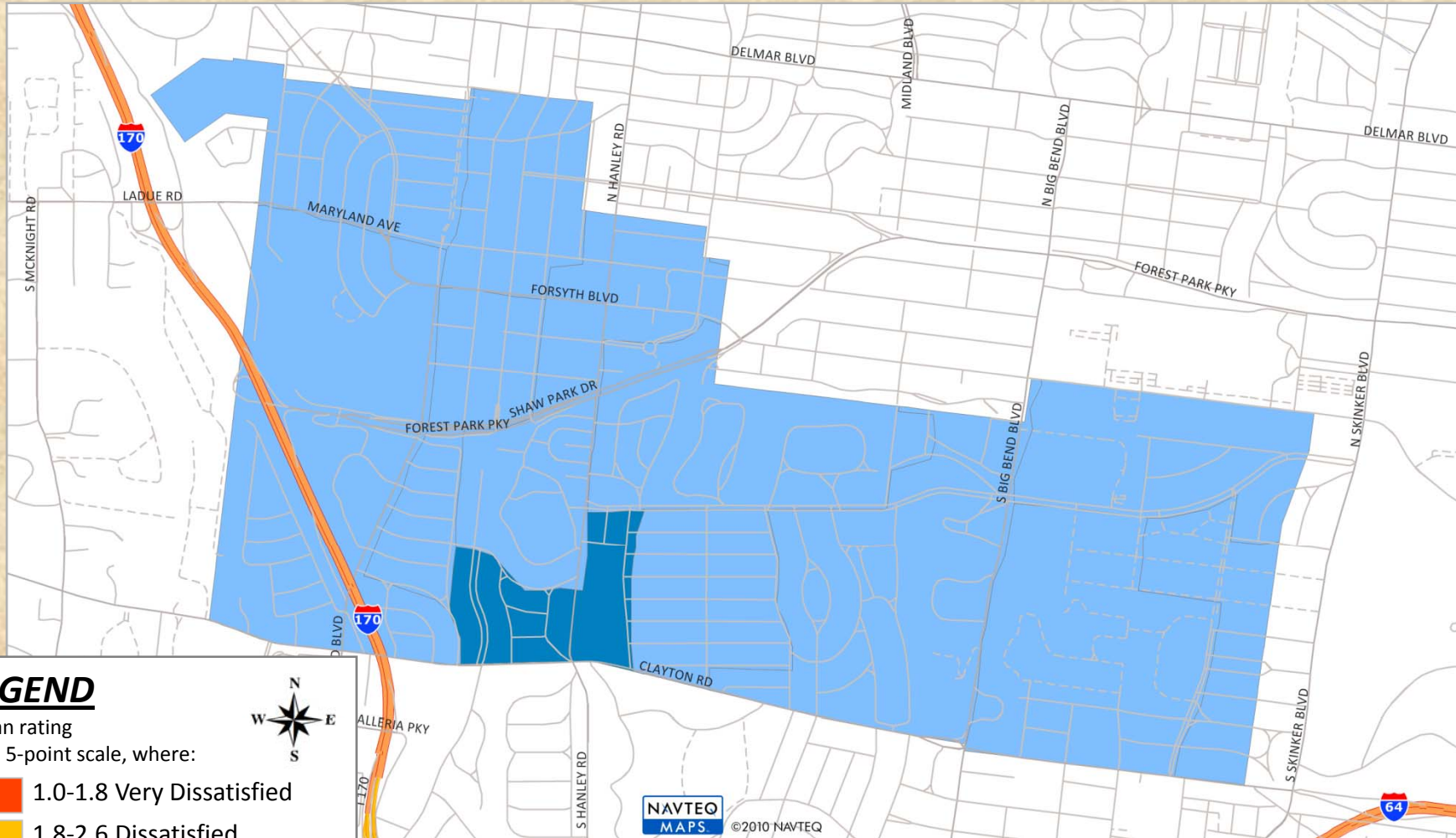
Shading reflects the mean rating for all respondents by CBG (merged as needed)

LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q16C Number of walking and biking trails.



LEGEND

Mean rating on a 5-point scale, where:

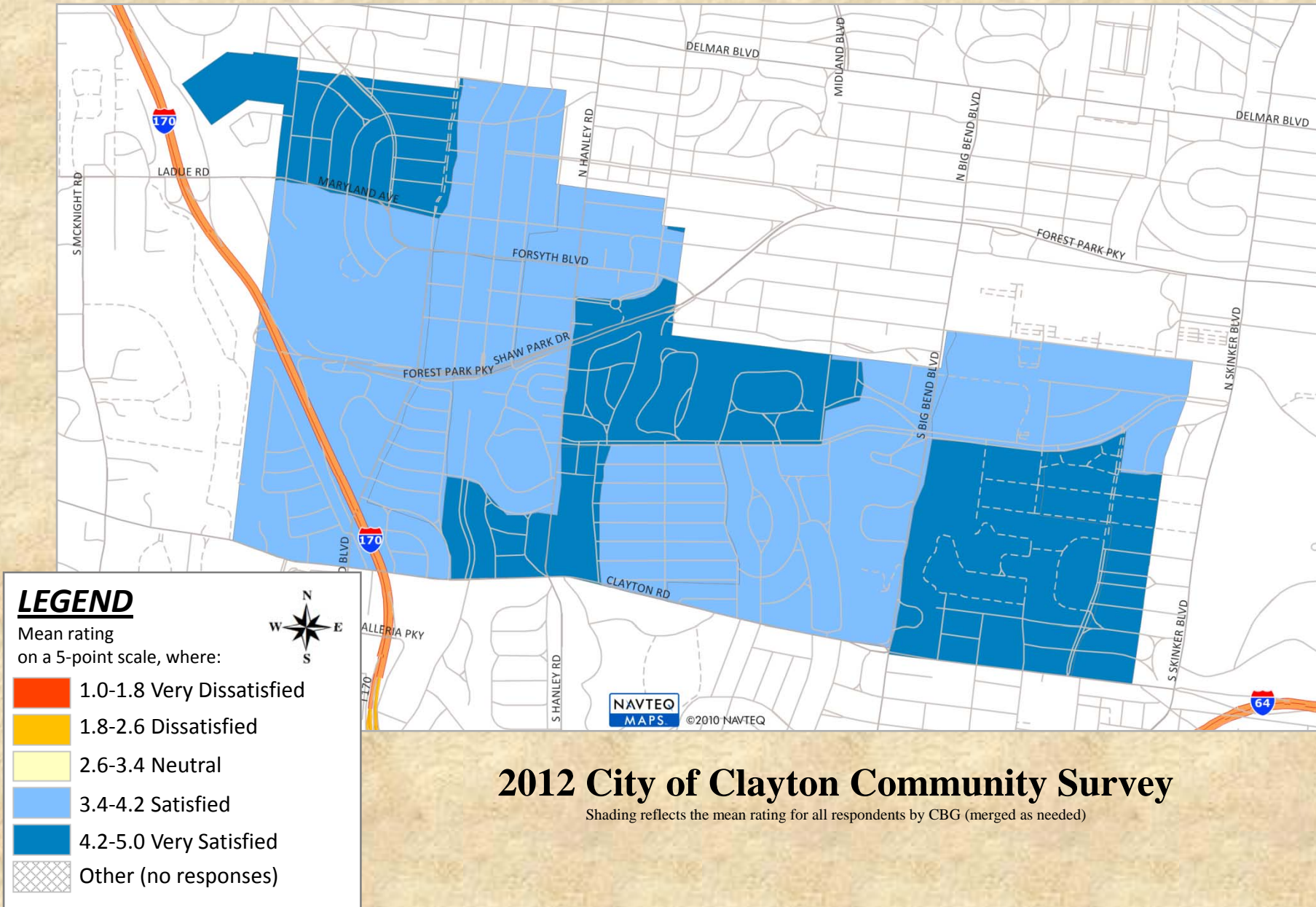
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

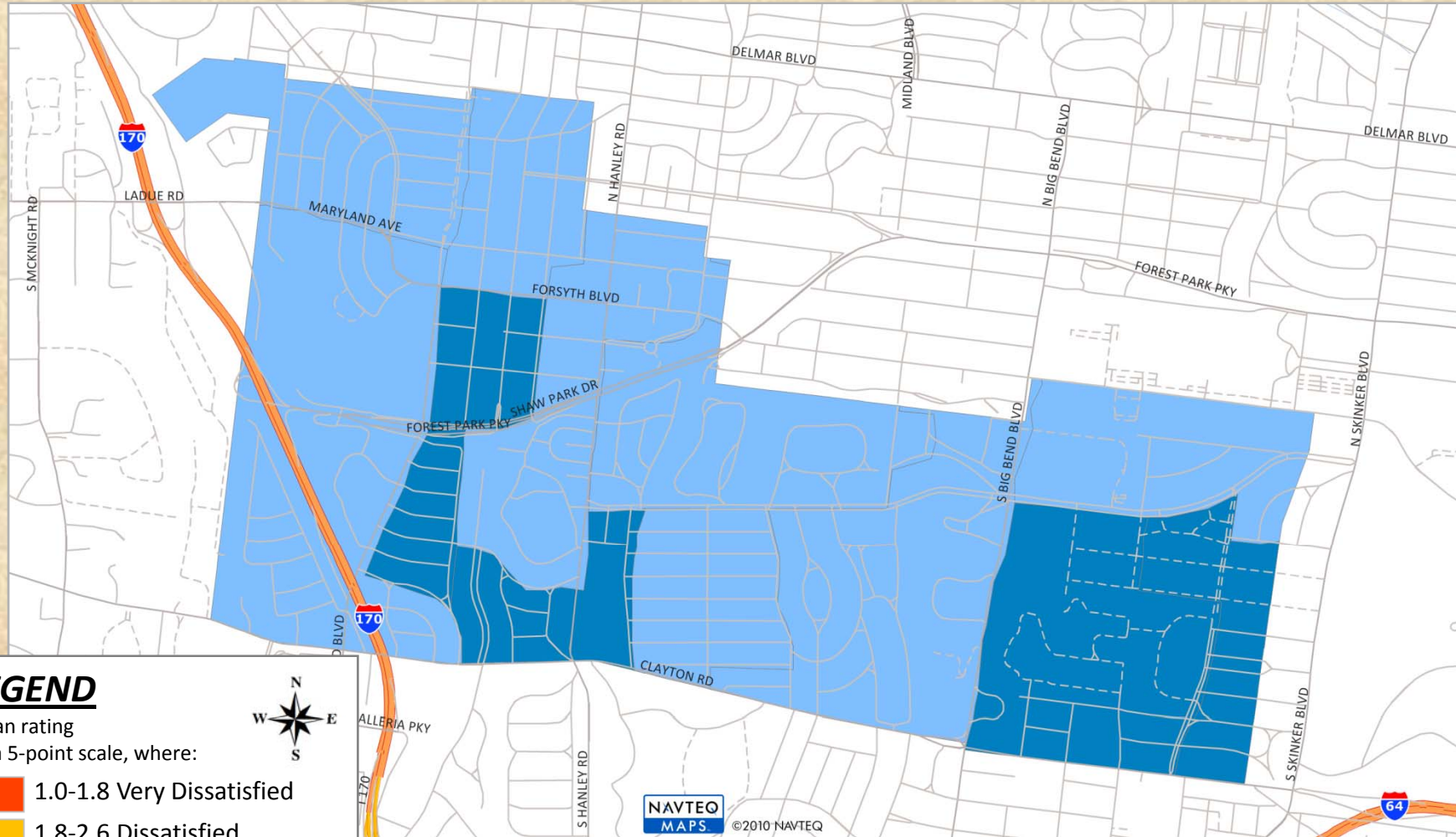
Q16D Quality of outdoor athletic fields.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16E Number of outdoor athletic fields.



LEGEND

Mean rating on a 5-point scale, where:

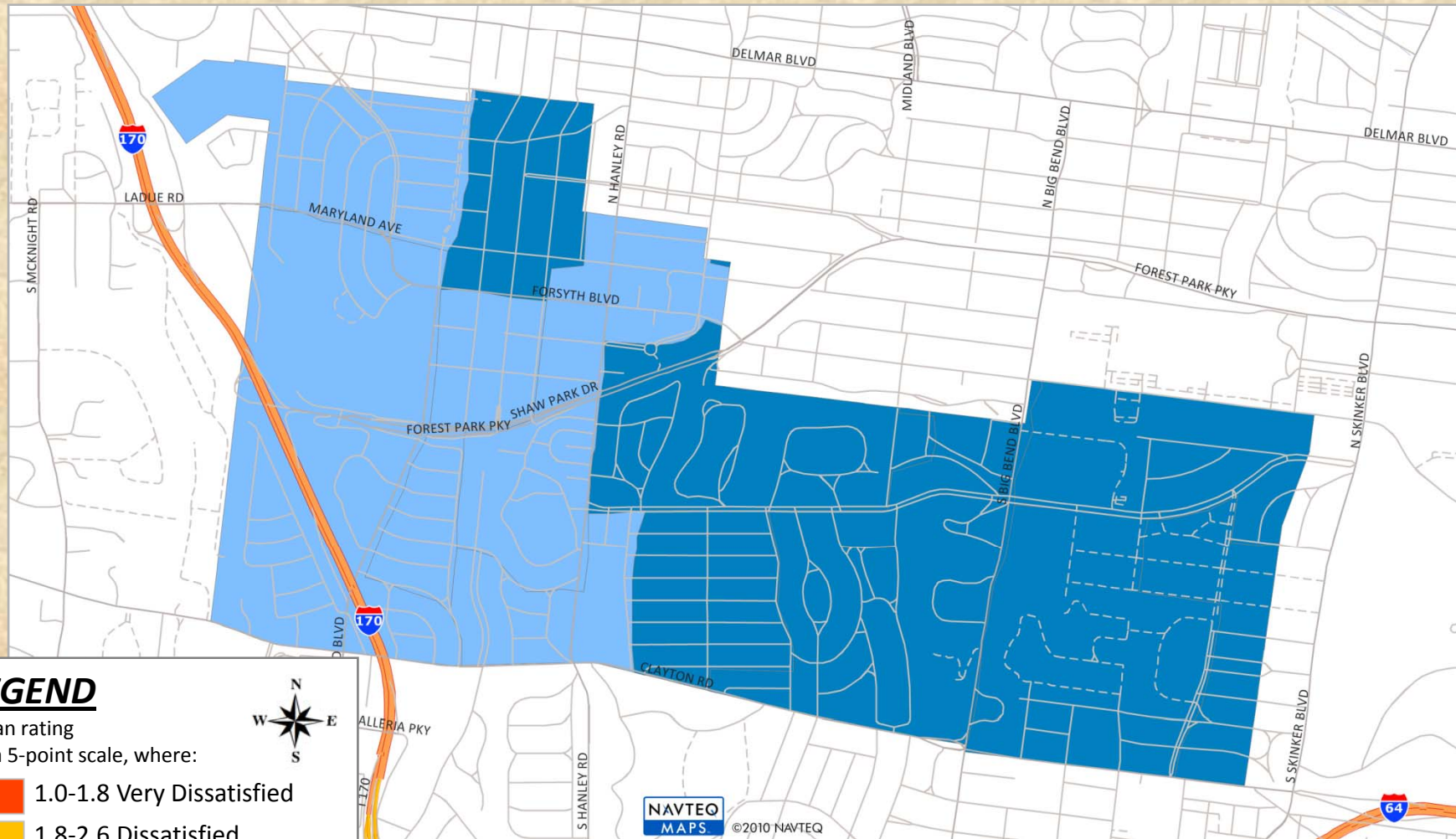
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

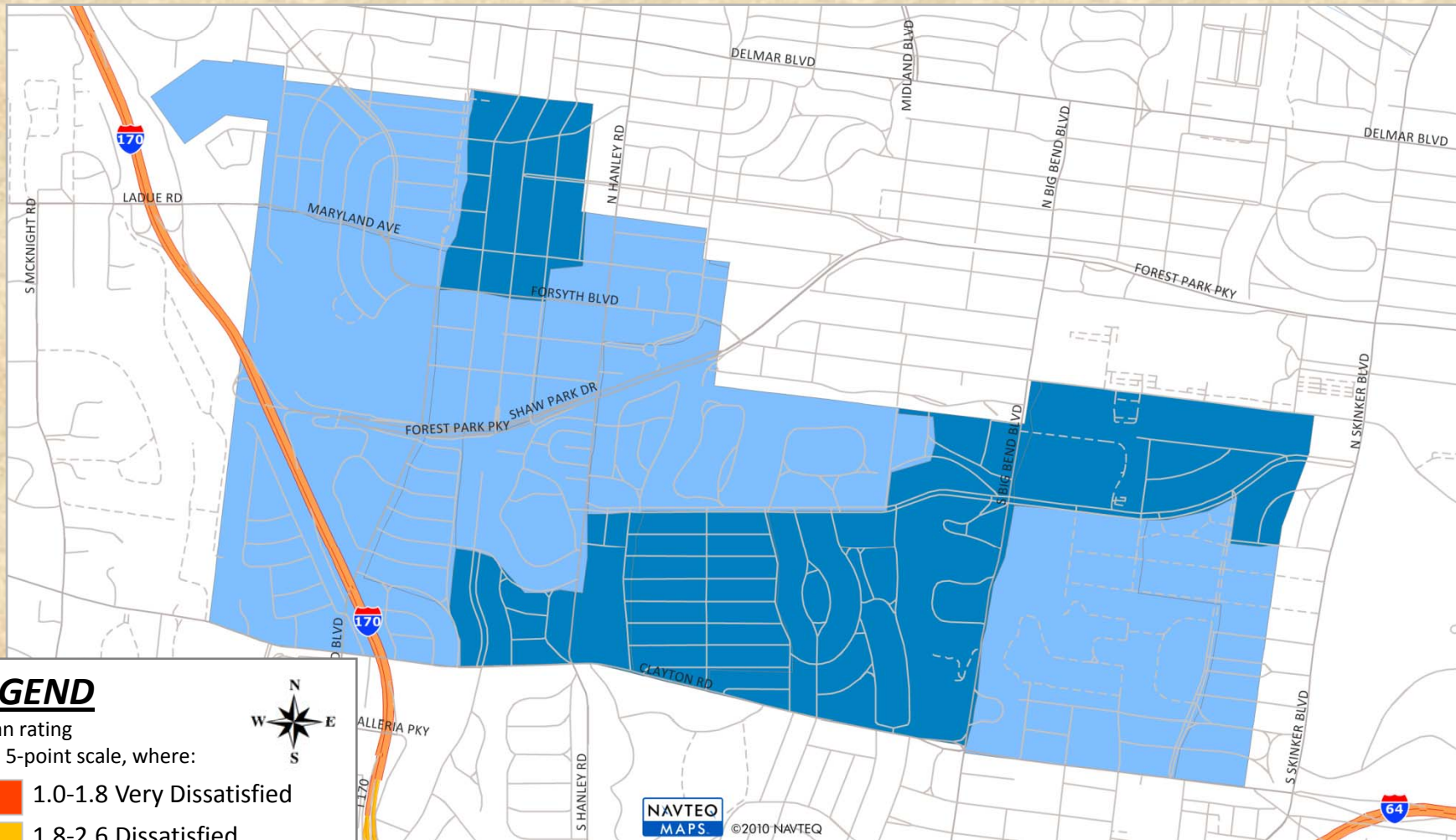
Q16F Availability of information about City parks.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

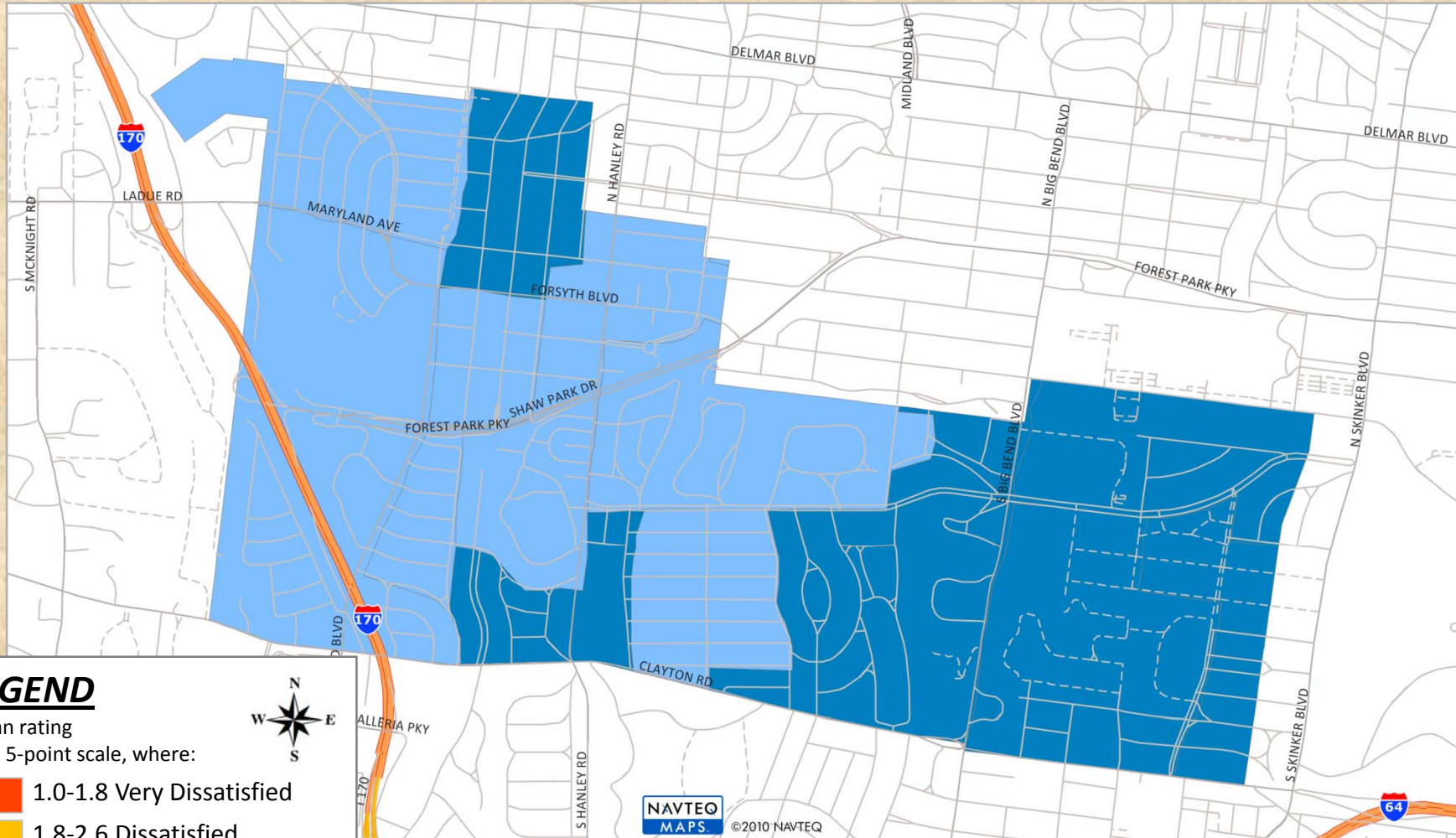
Q16G City youth fitness programs.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16H City adult fitness programs.



LEGEND

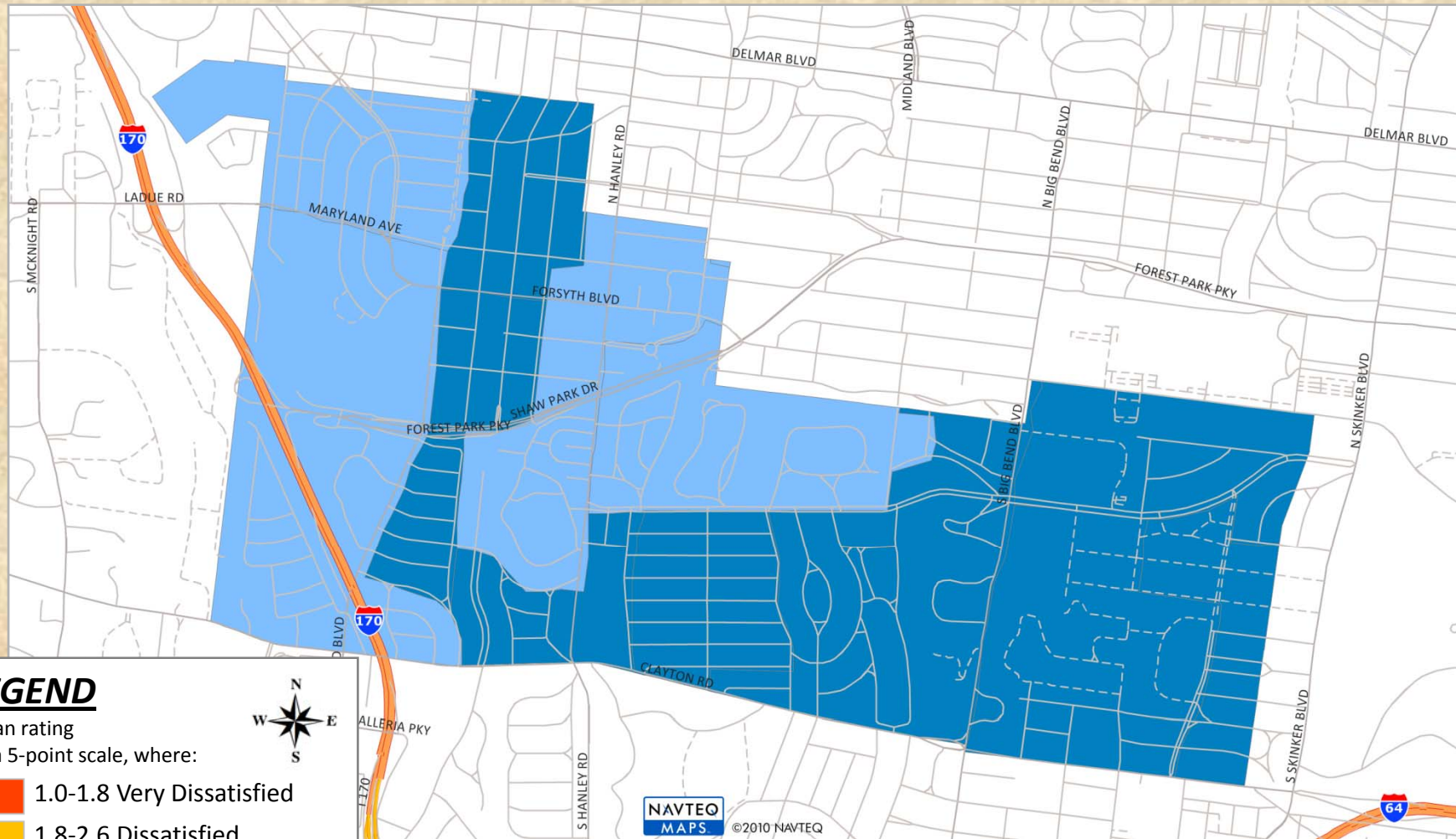
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16I City recreation opportunities.



LEGEND

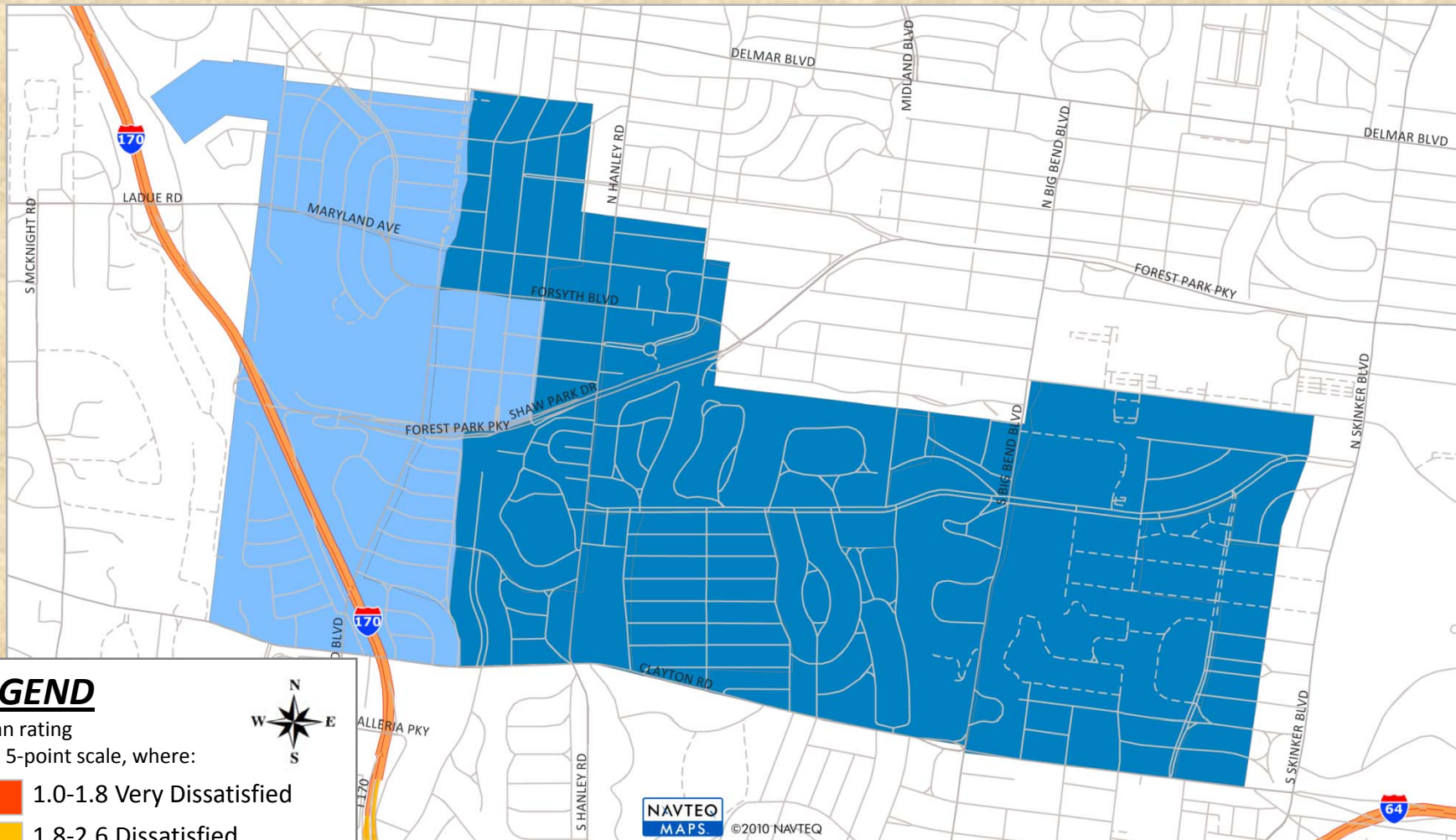
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q16J City special events and festivals.



LEGEND

Mean rating on a 5-point scale, where:

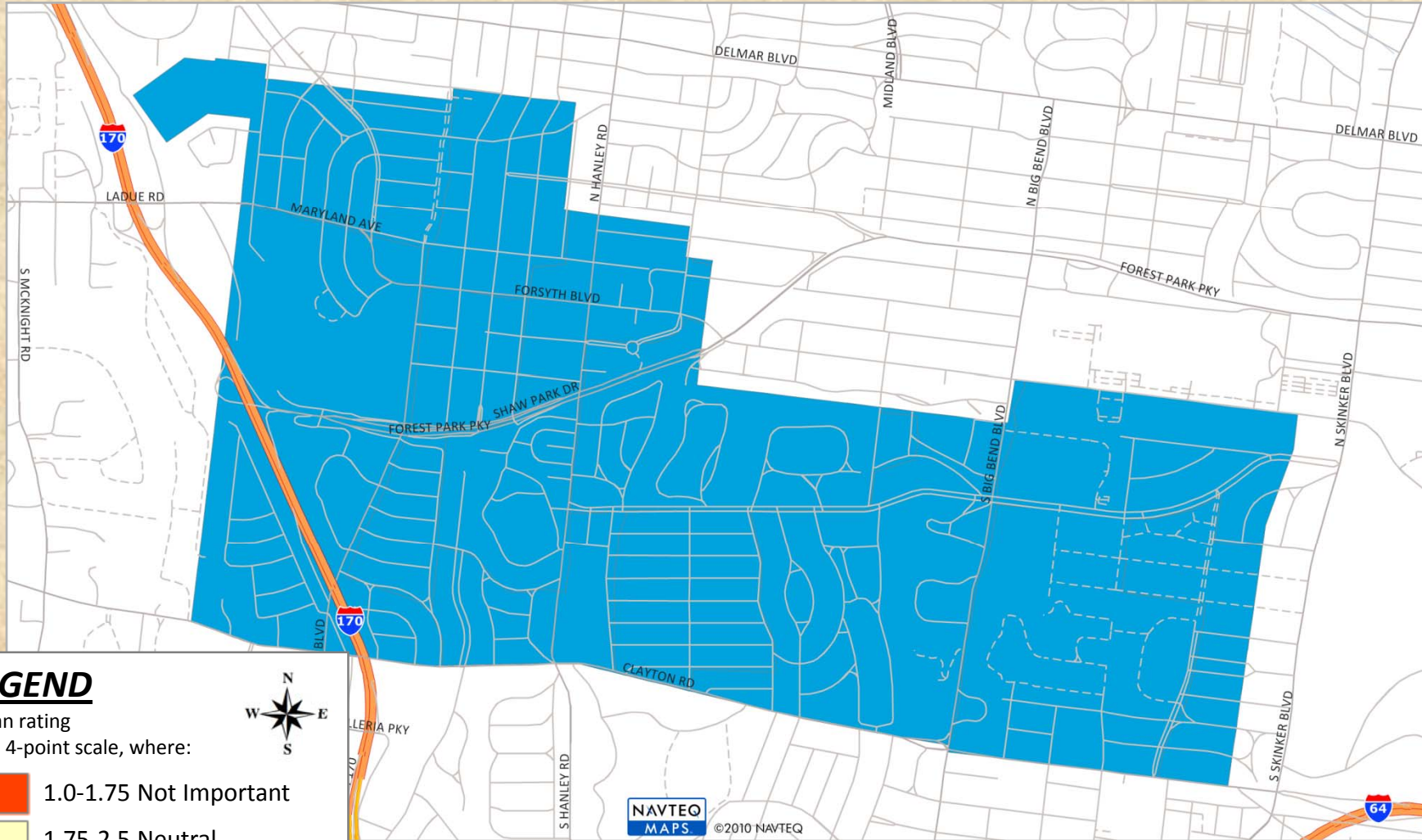
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

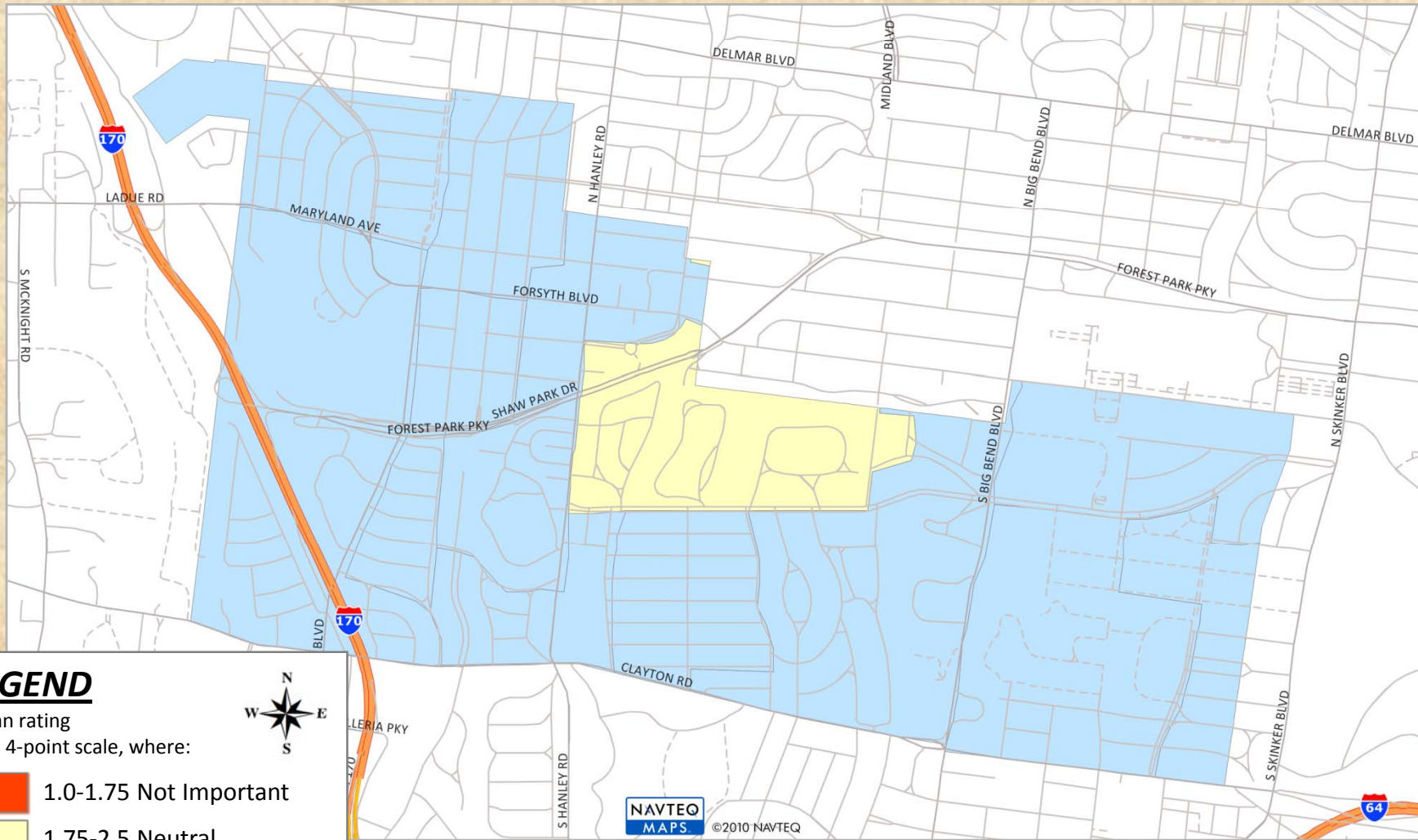
Q18A Feeling of safety in city parks.



2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18B Shade at playgrounds and picnic sites.



LEGEND

Mean rating on a 4-point scale, where:

	1.0-1.75 Not Important
	1.75-2.5 Neutral
	2.5-3.25 Important
	3.25-4.0 Very Important
	Other (no responses)

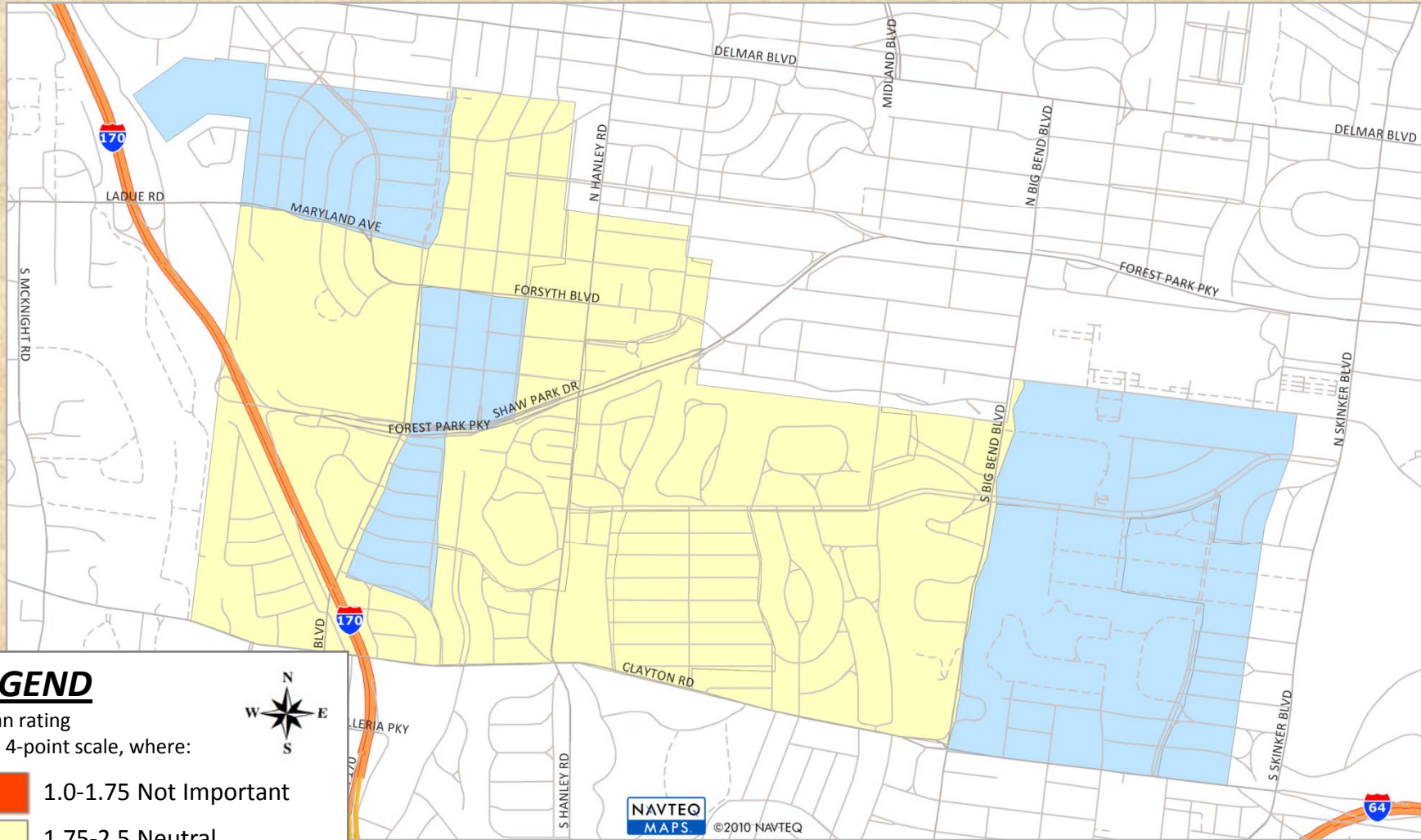


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18C Multi-use facility at ice rink.



LEGEND

Mean rating on a 4-point scale, where:

- 1.0-1.75 Not Important
- 1.75-2.5 Neutral
- 2.5-3.25 Important
- 3.25-4.0 Very Important
- Other (no responses)

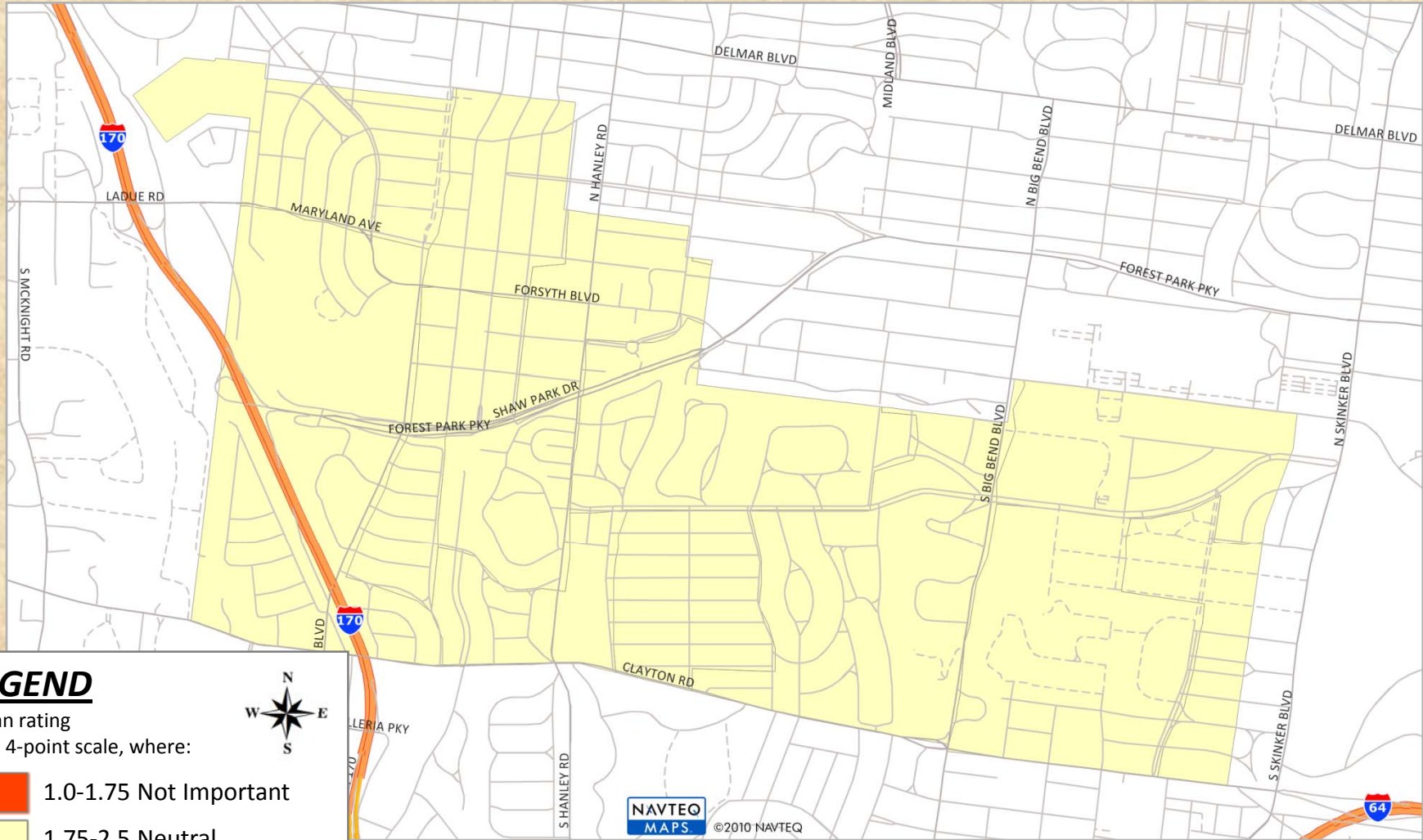


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18D Center of Clayton sauna steam room.



LEGEND

Mean rating
on a 4-point scale, where:

-  1.0-1.75 Not Important
-  1.75-2.5 Neutral
-  2.5-3.25 Important
-  3.25-4.0 Very Important
-  Other (no responses)

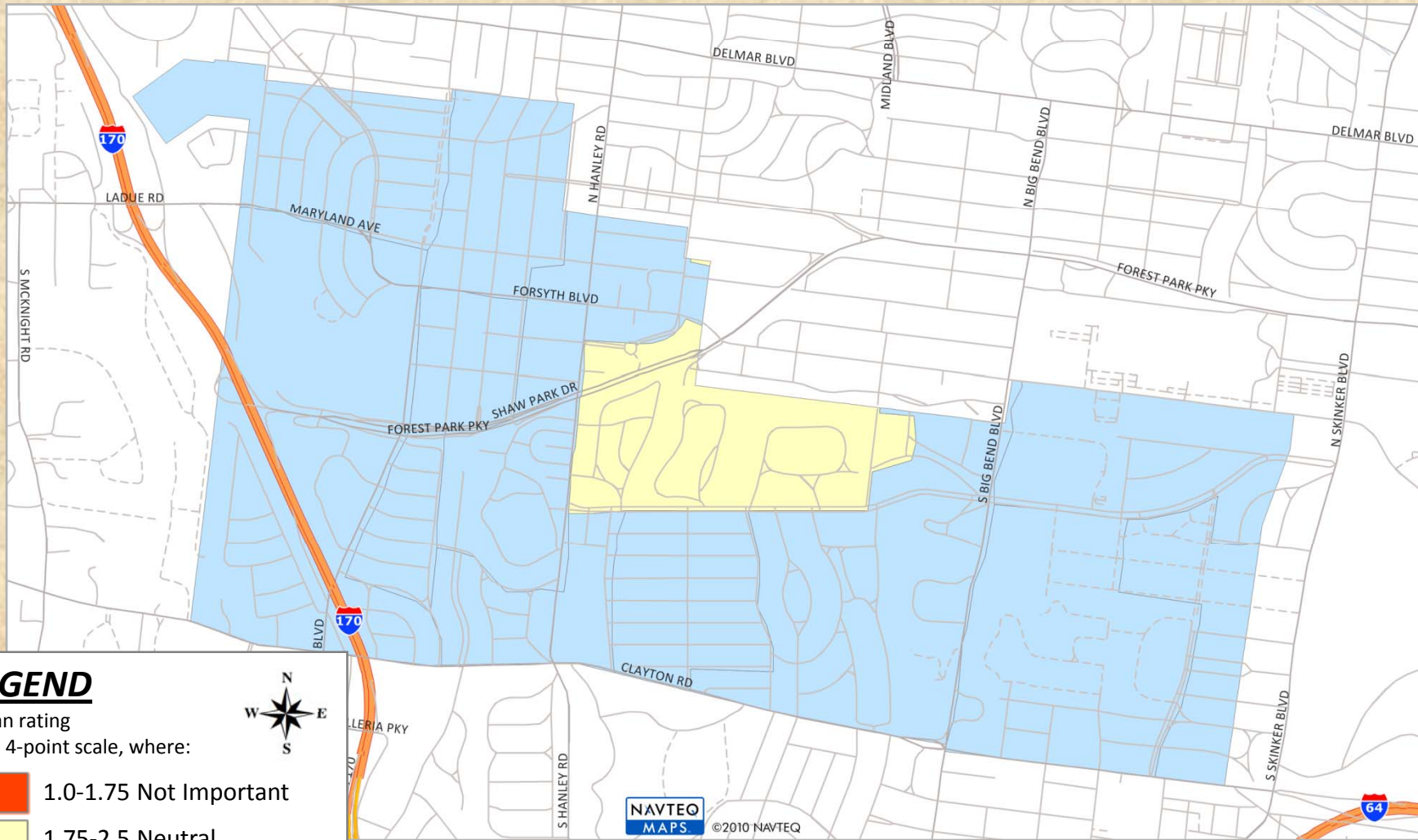


NAVTEQ
MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

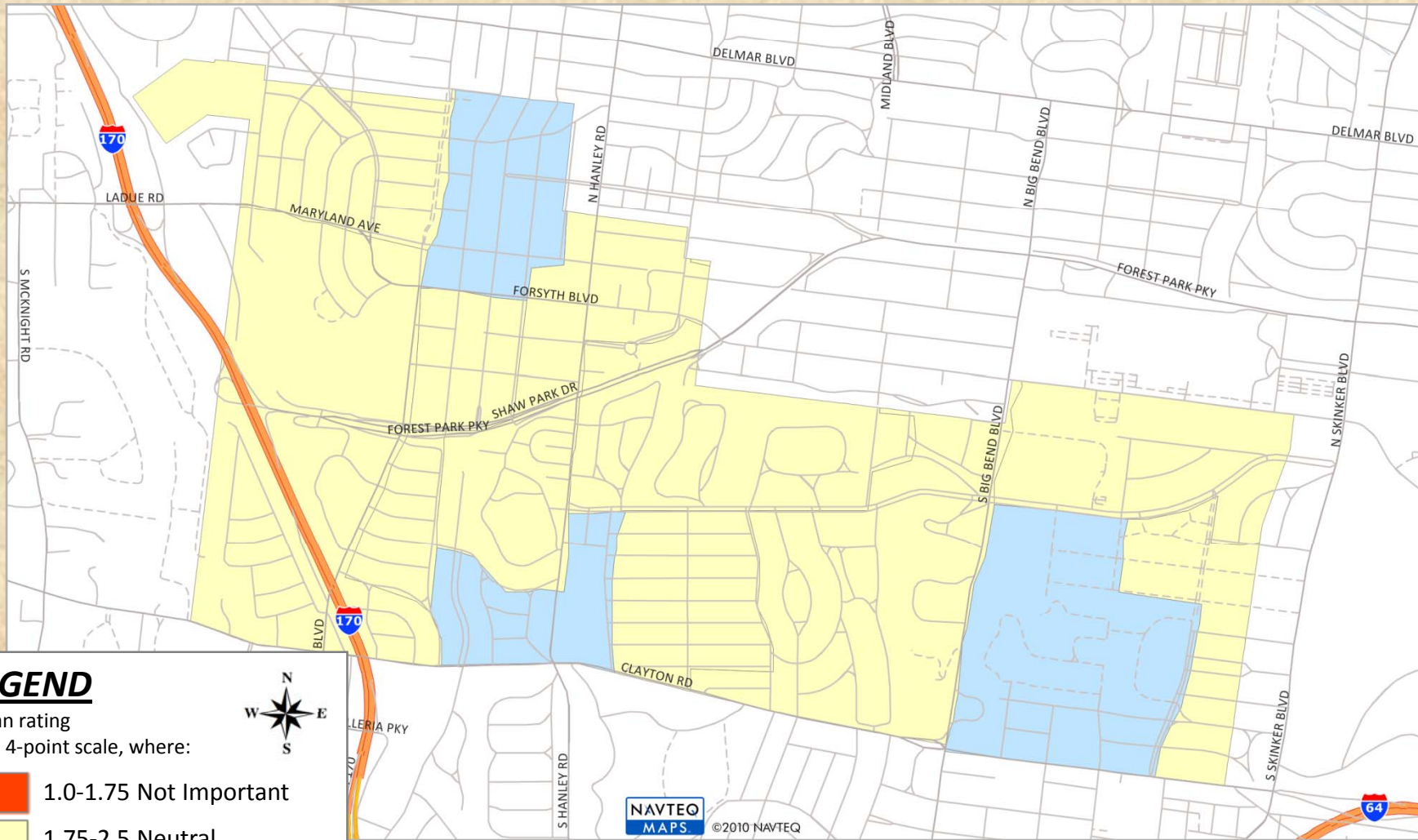
Q18E Green space expansion.



2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18F Hanley House preservation.



LEGEND

Mean rating
on a 4-point scale, where:

-  1.0-1.75 Not Important
-  1.75-2.5 Neutral
-  2.5-3.25 Important
-  3.25-4.0 Very Important
-  Other (no responses)

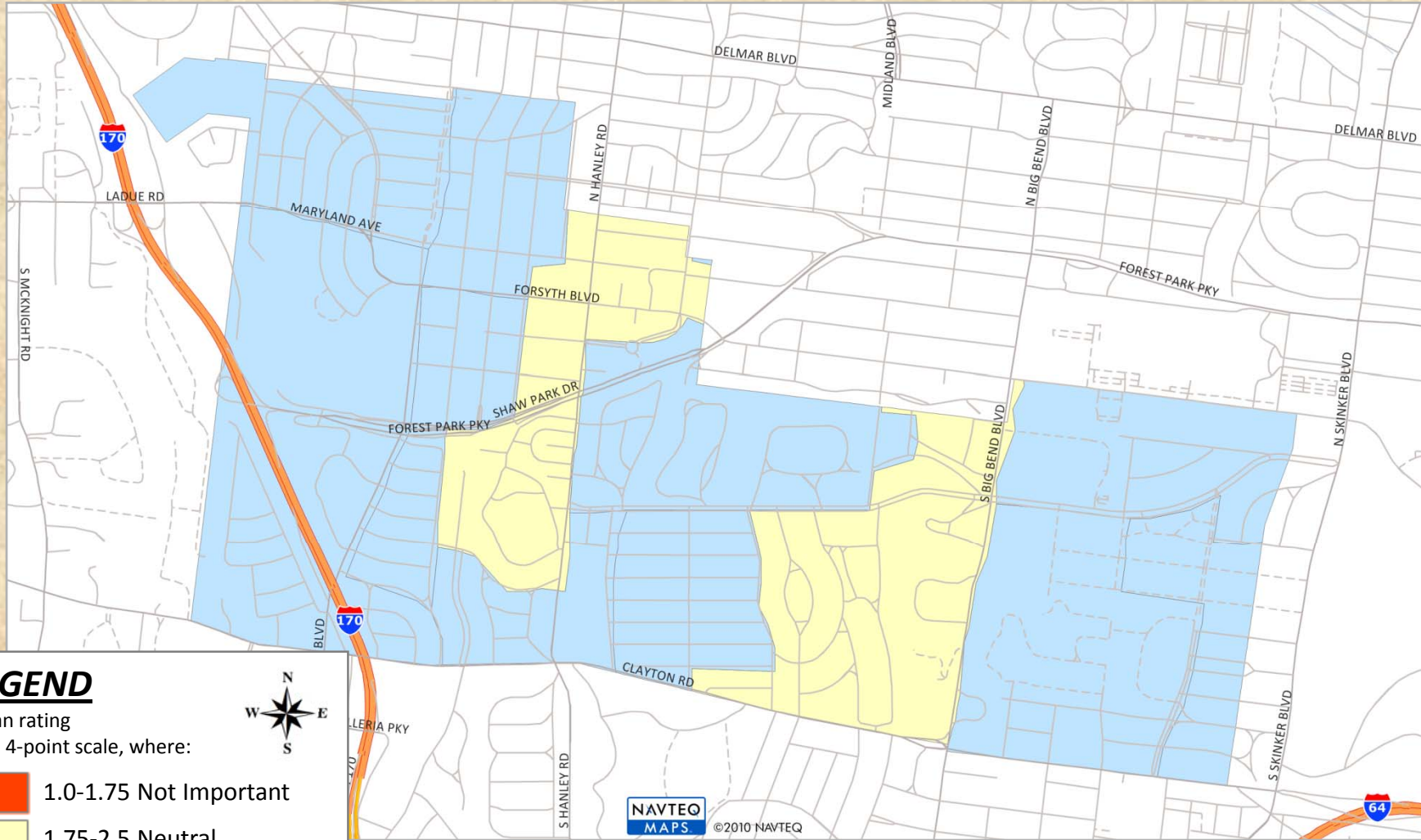


NAVTEQ
MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18G Center of Clayton expanded fitness.



LEGEND

Mean rating on a 4-point scale, where:

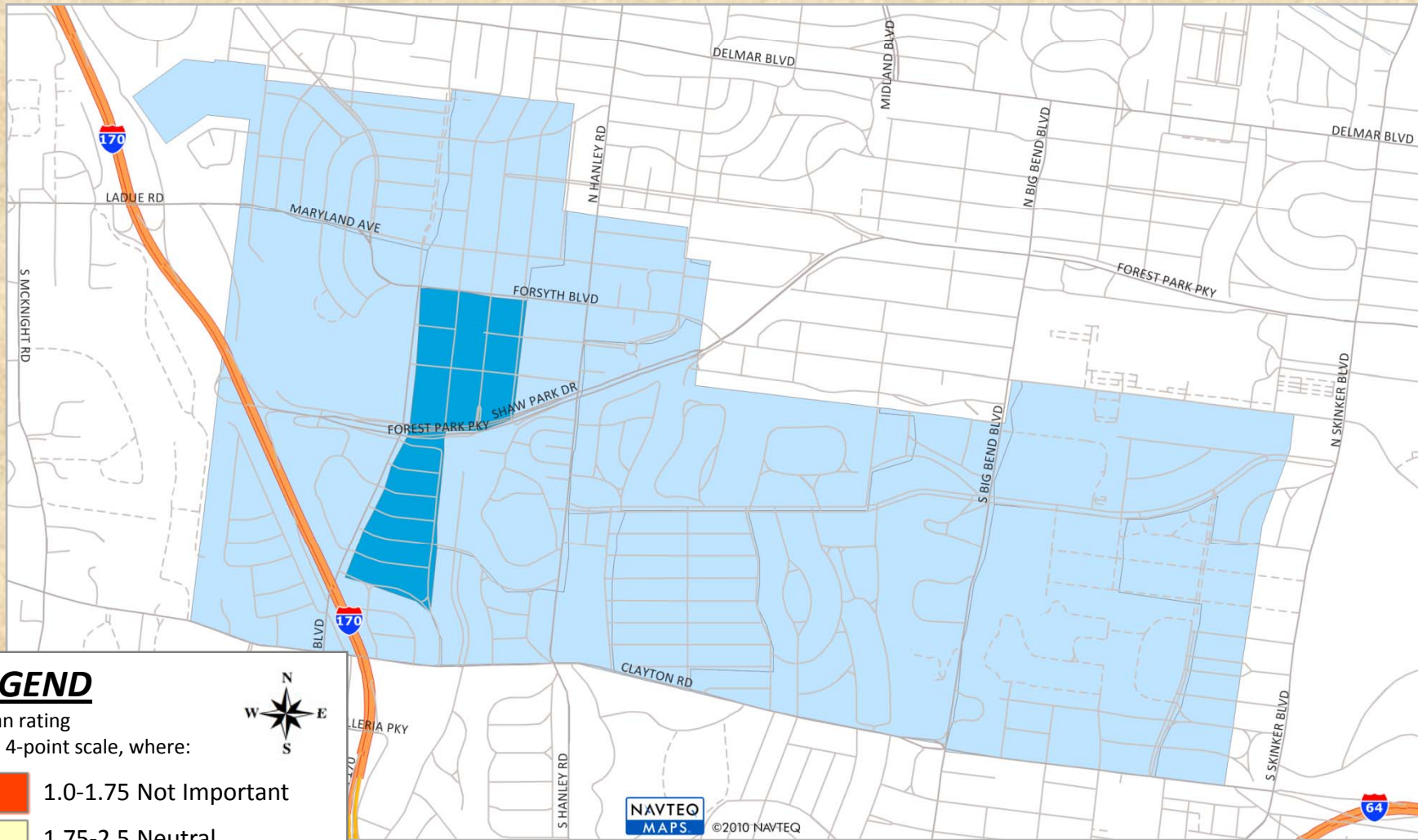
- 1.0-1.75 Not Important
- 1.75-2.5 Neutral
- 2.5-3.25 Important
- 3.25-4.0 Very Important
- Other (no responses)



2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18H Neighborhood park improvements.



LEGEND

Mean rating
on a 4-point scale, where:

-  1.0-1.75 Not Important
-  1.75-2.5 Neutral
-  2.5-3.25 Important
-  3.25-4.0 Very Important
-  Other (no responses)

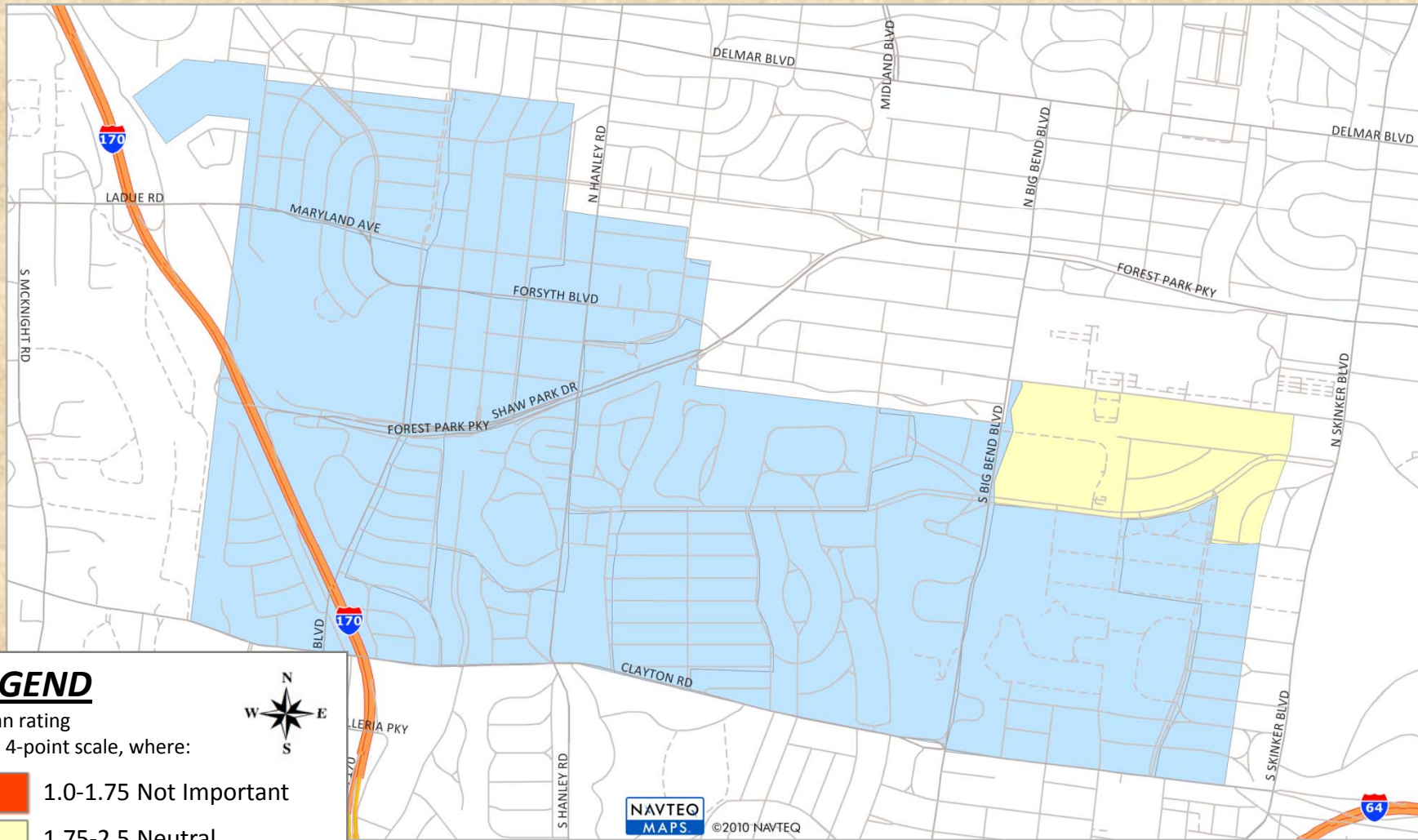


NAVTEQ
MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18I Playground improvements.



LEGEND

Mean rating on a 4-point scale, where:

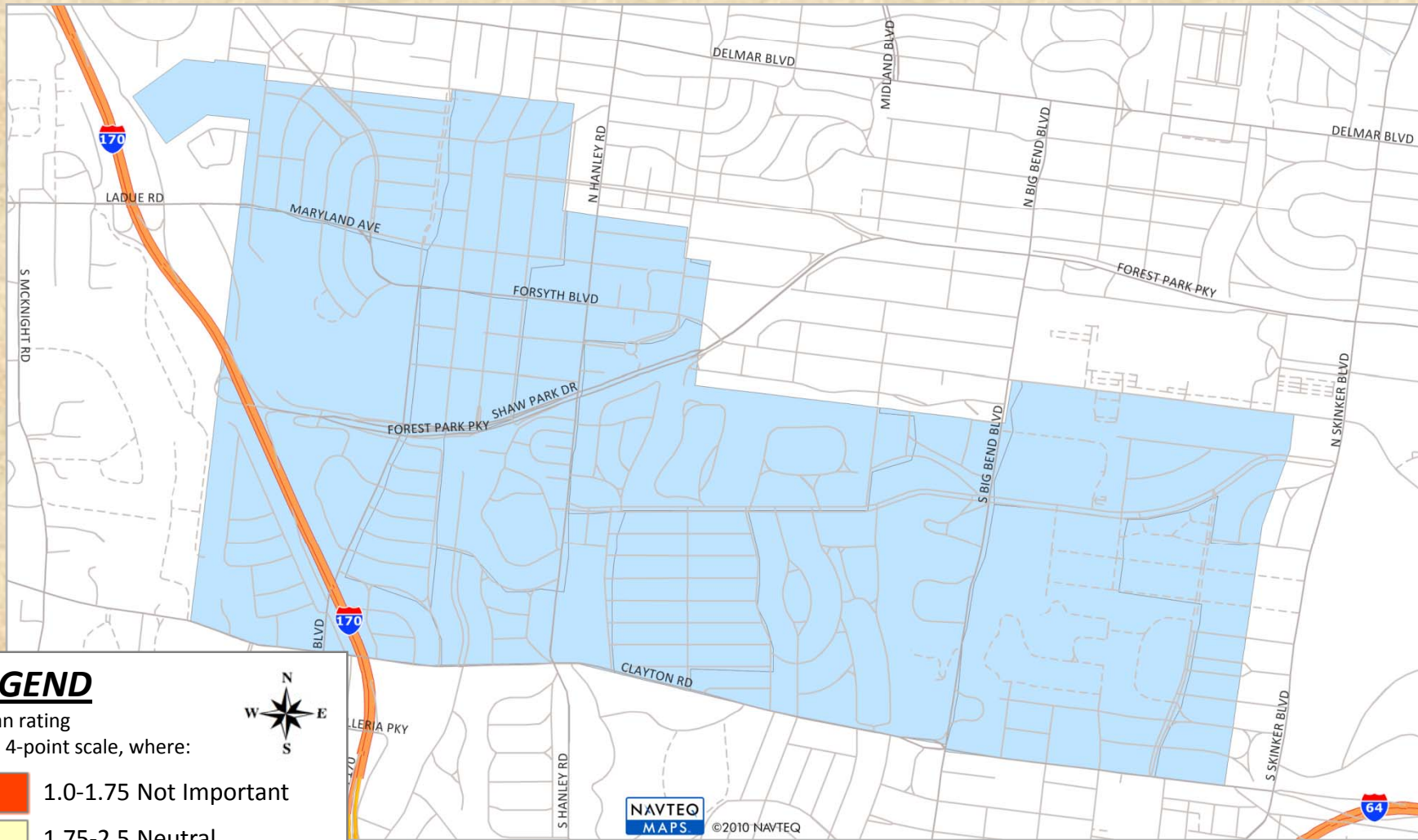
- 1.0-1.75 Not Important
- 1.75-2.5 Neutral
- 2.5-3.25 Important
- 3.25-4.0 Very Important
- Other (no responses)



2012 City of Clayton Community Survey






Shading reflects the mean rating for all respondents by CBG (merged as needed)


Q18J New walking and biking trails.




LEGEND

Mean rating on a 4-point scale, where:

	1.0-1.75 Not Important
	1.75-2.5 Neutral
	2.5-3.25 Important
	3.25-4.0 Very Important
	Other (no responses)

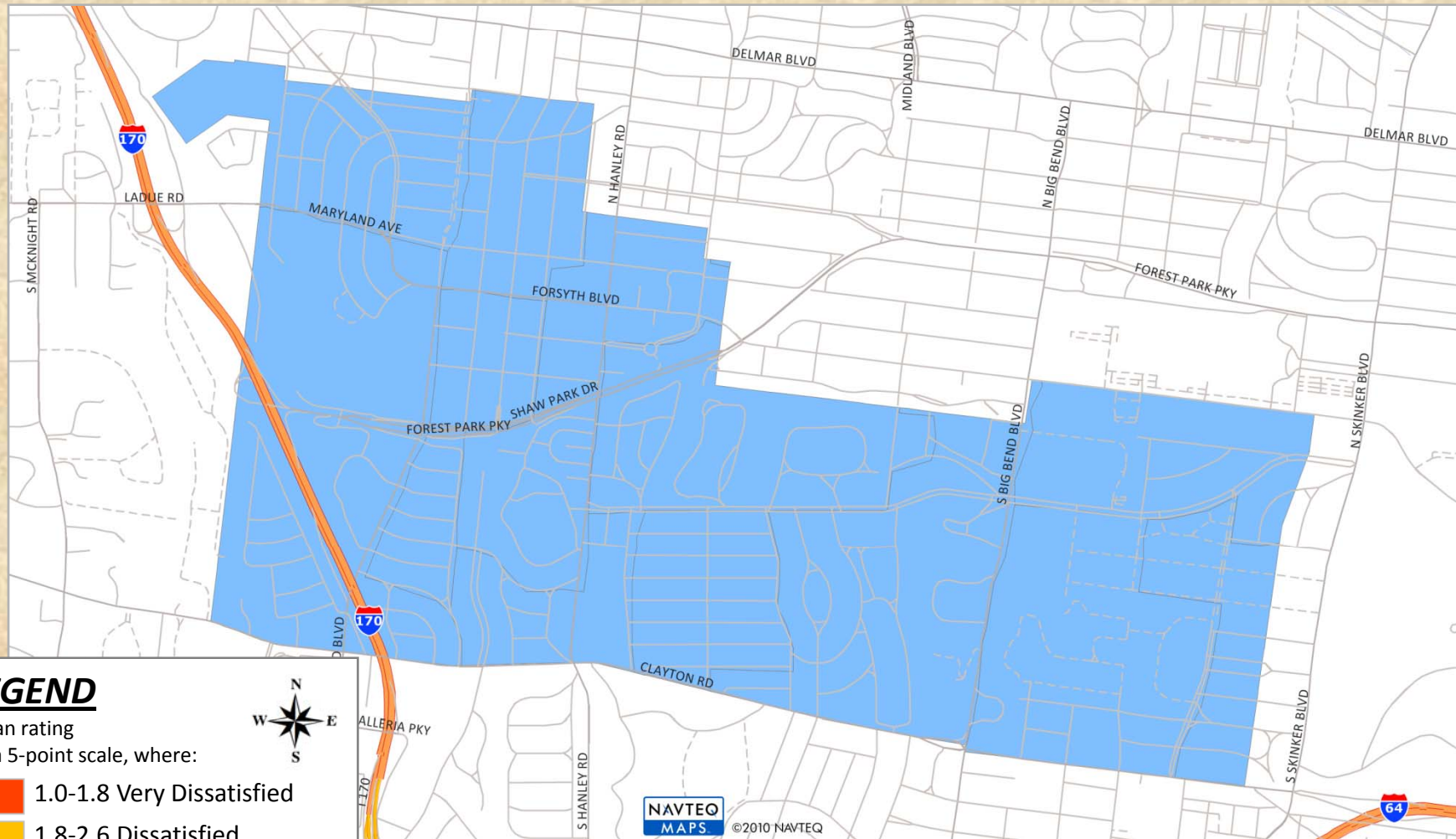


 ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q25A Enforce cleanup of private property.



LEGEND

Mean rating
on a 5-point scale, where:

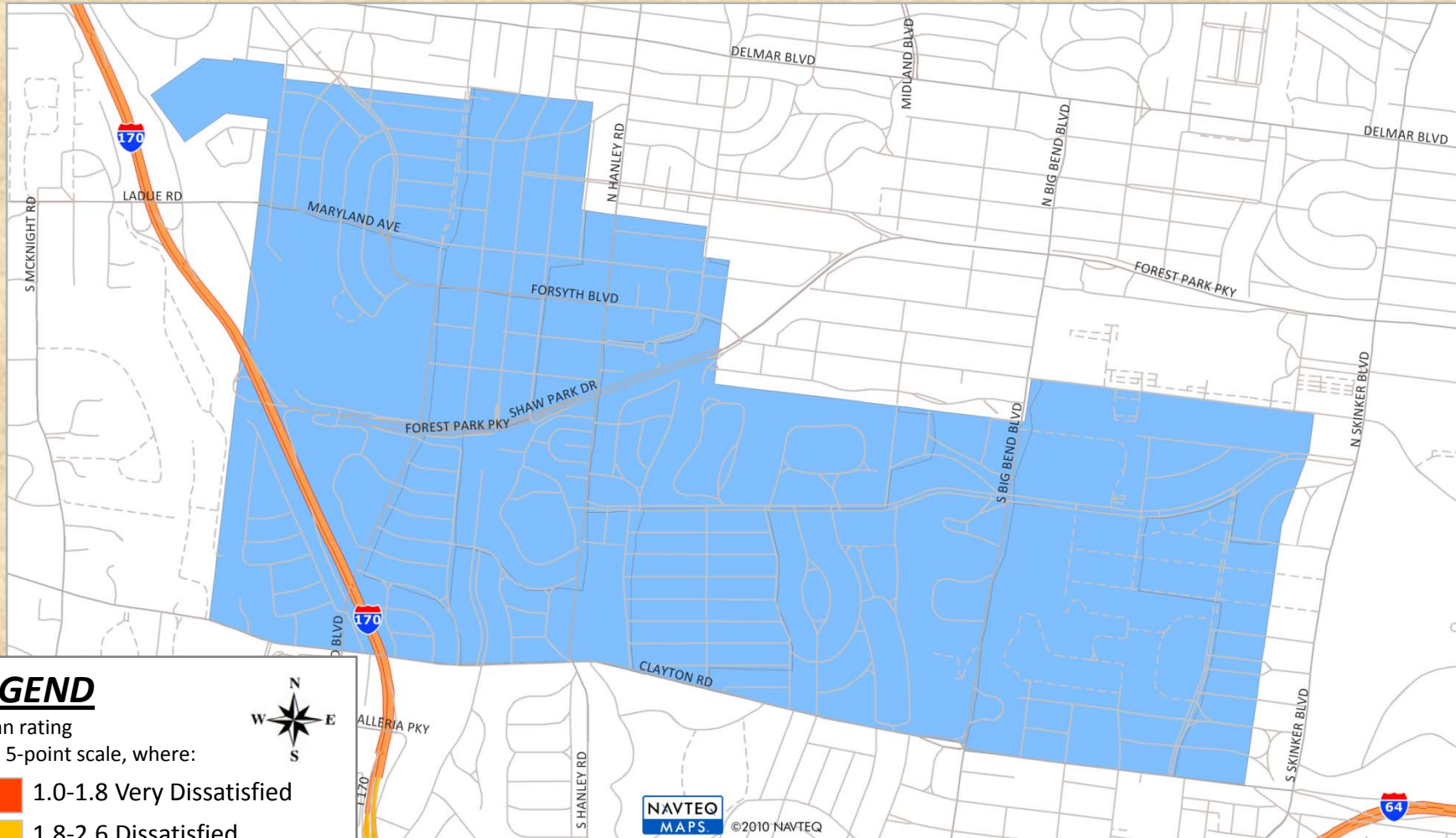
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

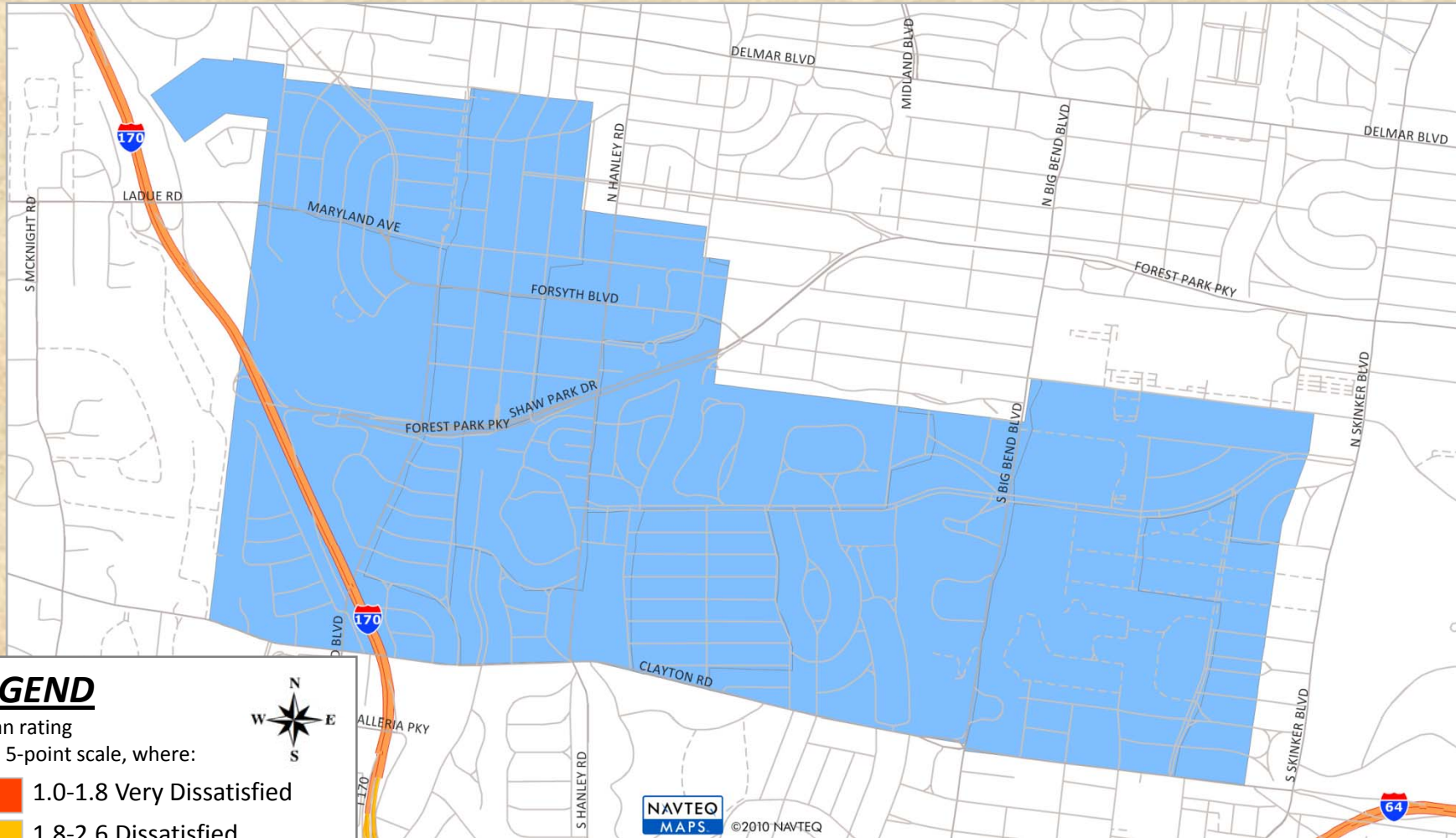
Q25B Enforce mowing and trimming of private property.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q25C Enforce maintenance of residential property.



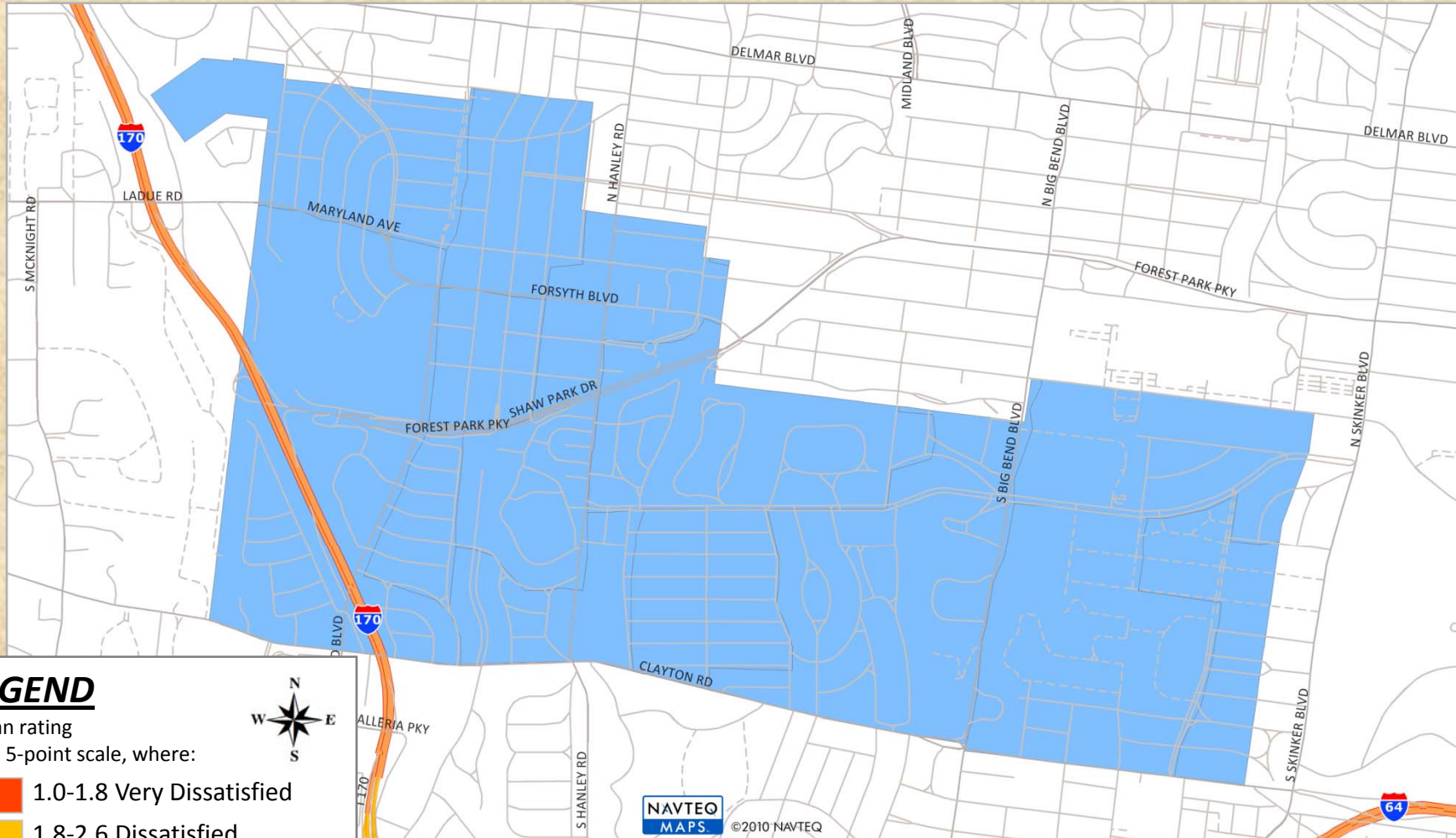
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)


Q25D Enforce maintenance business property.



LEGEND

Mean rating on a 5-point scale, where:

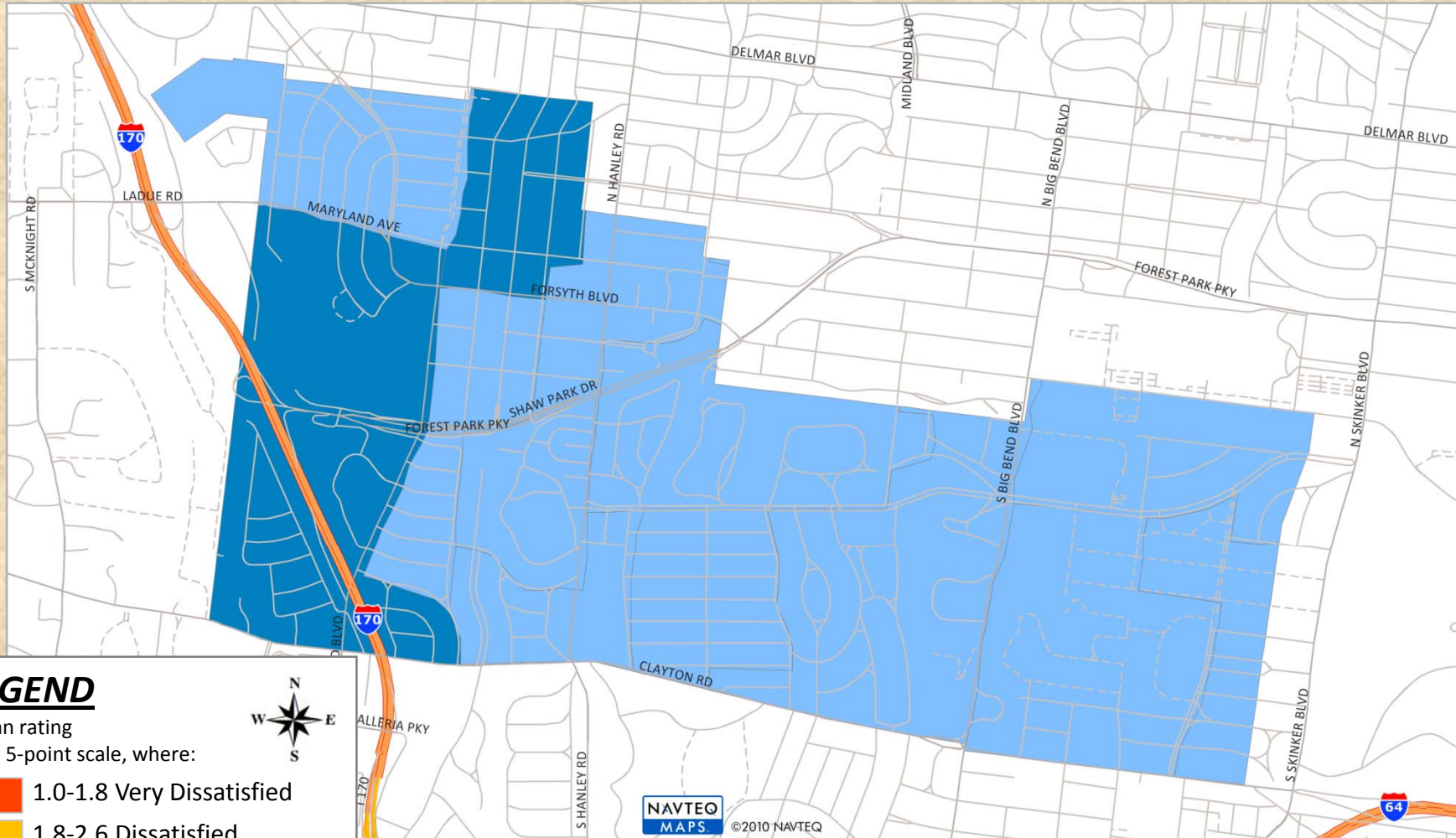
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

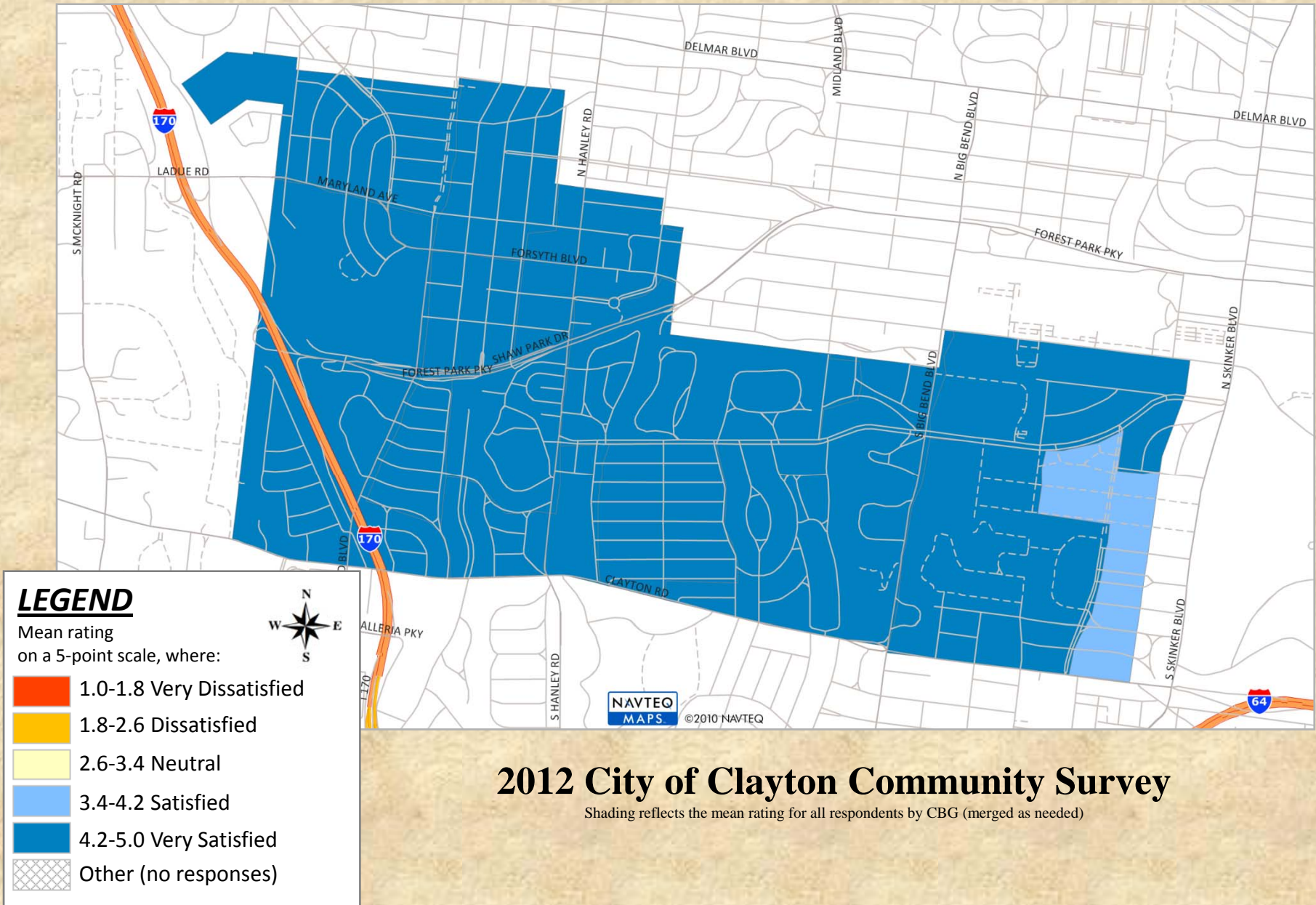
Q25E Enforce codes to protect public safety.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

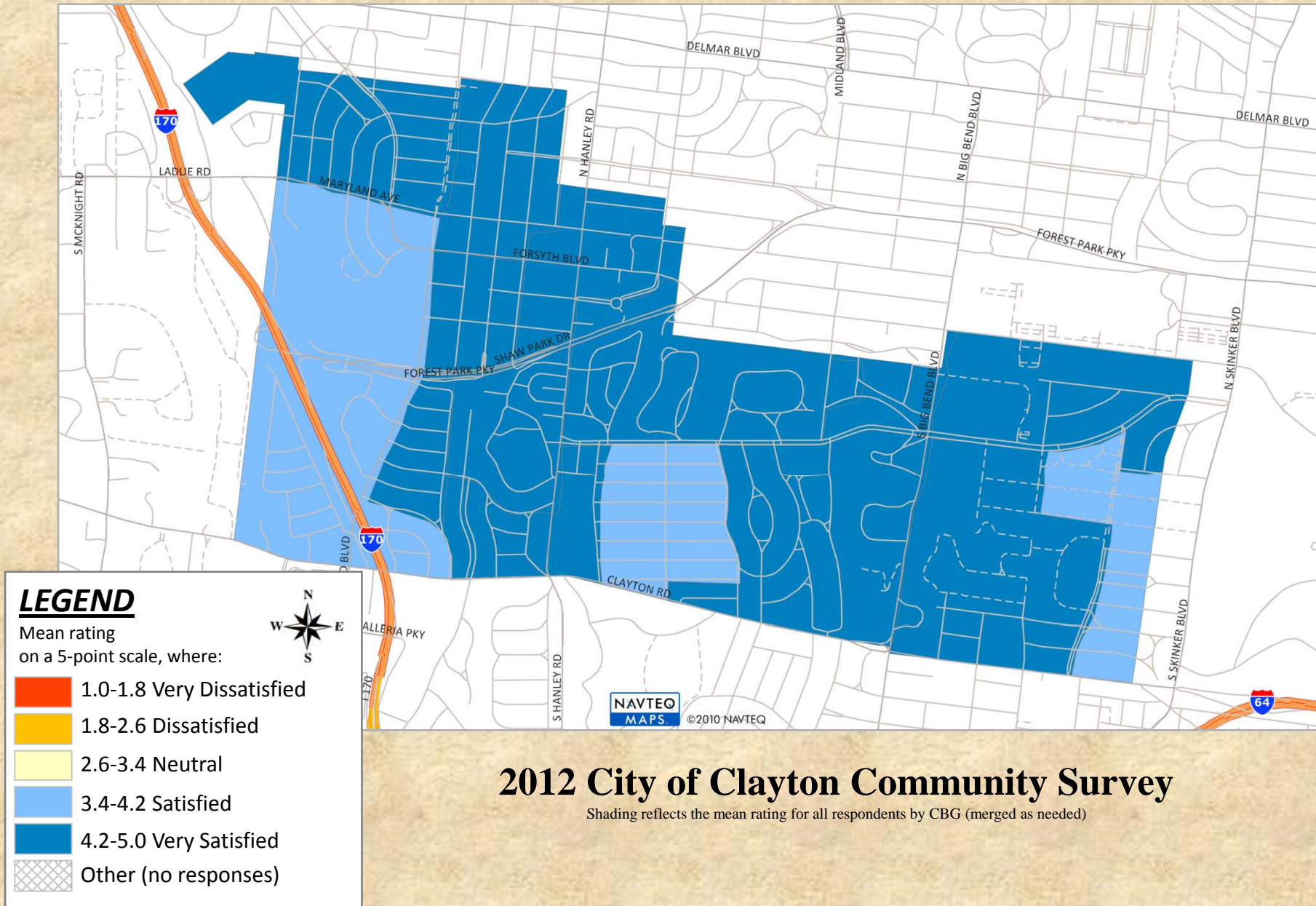
Q29A Quality of residential trash collection.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

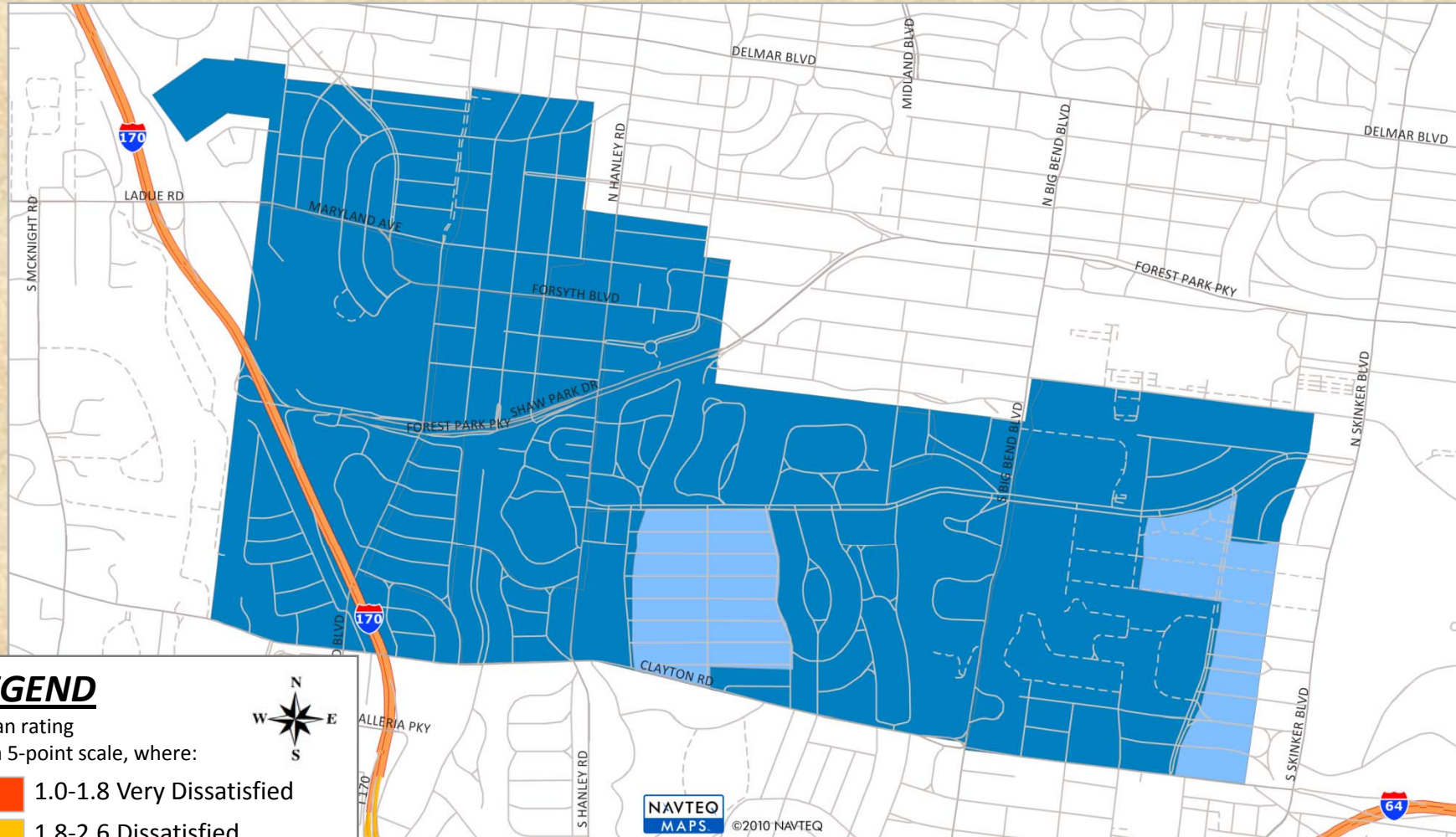
Q29B Quality of recycling collection services.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q29C Quality of yard waste collection.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

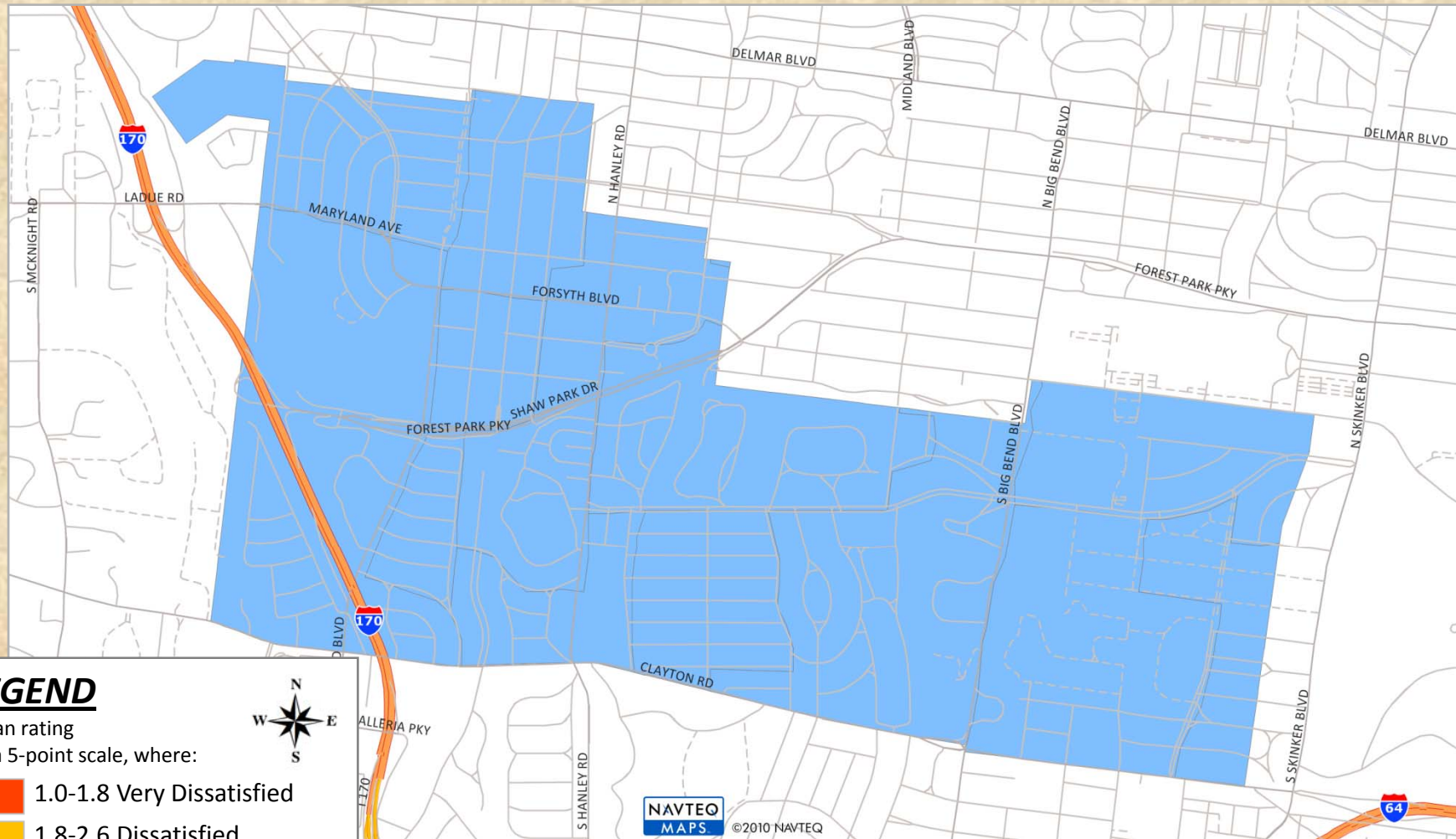


NAVTEQ MAPS ©2010 NAVTEQ

2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q30A Ease of north and south travel.



LEGEND

Mean rating on a 5-point scale, where:

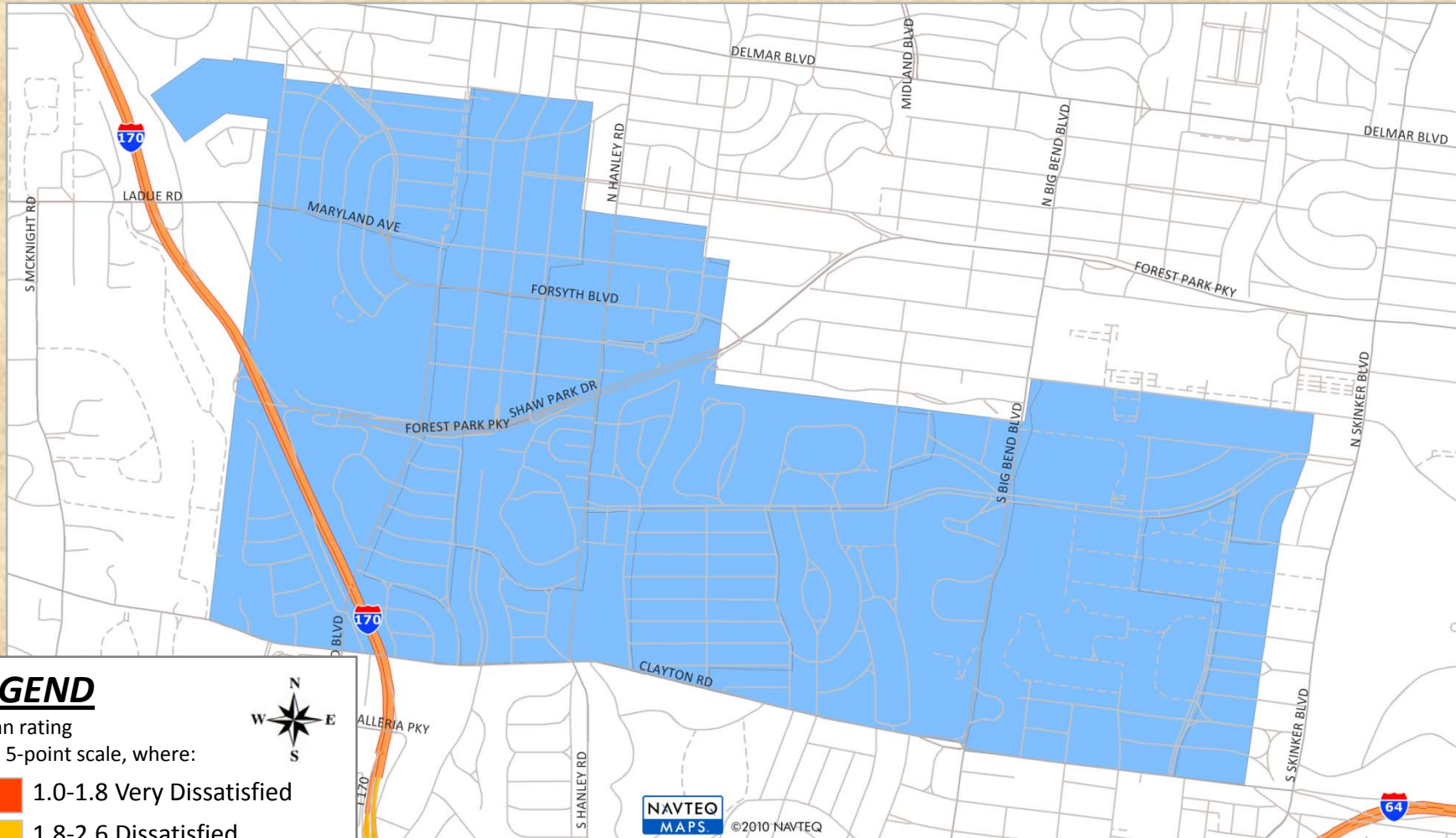
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

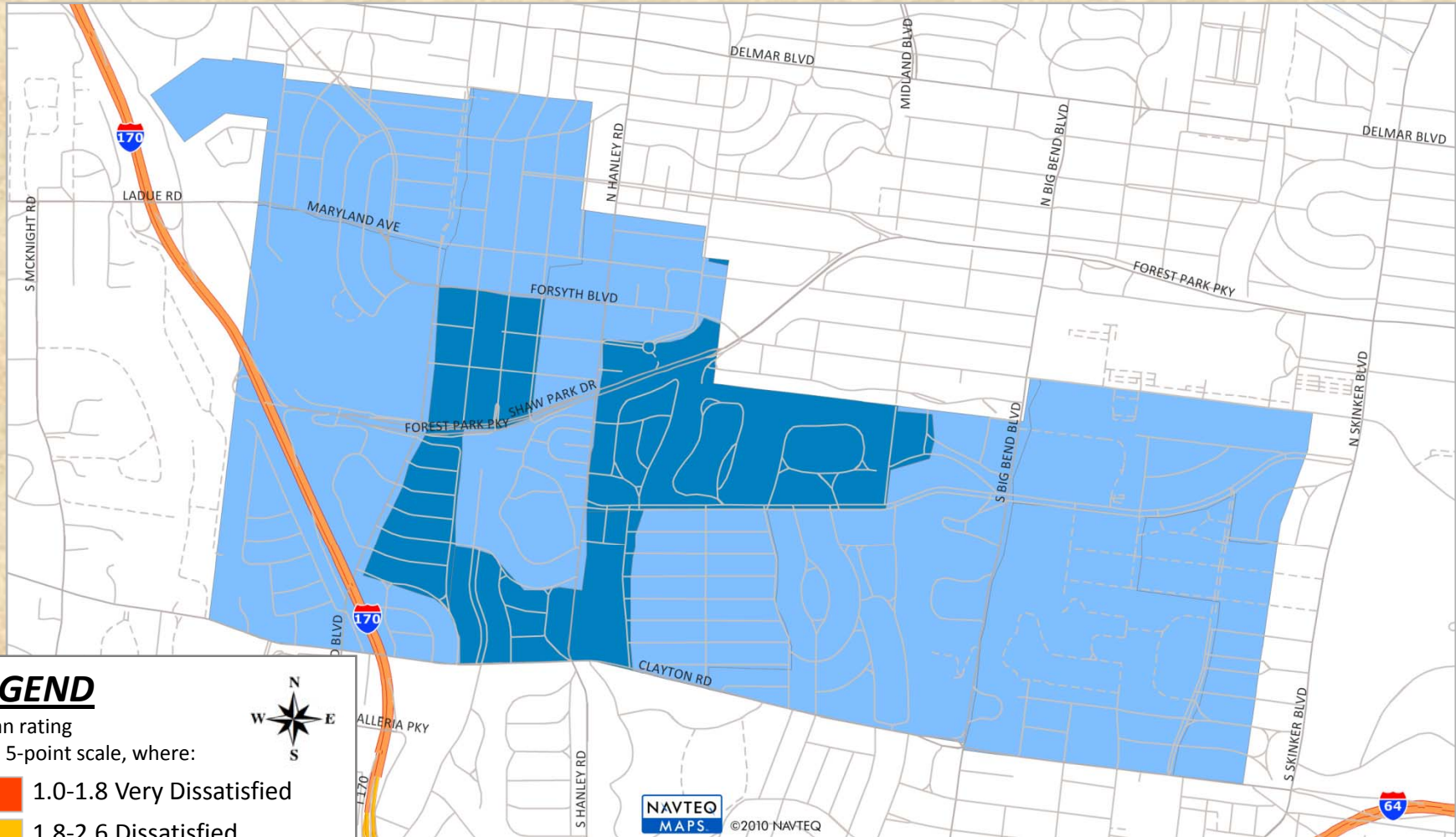
Q30B Ease of east and west travel.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q30C Ease of travel home to schools



LEGEND

Mean rating on a 5-point scale, where:

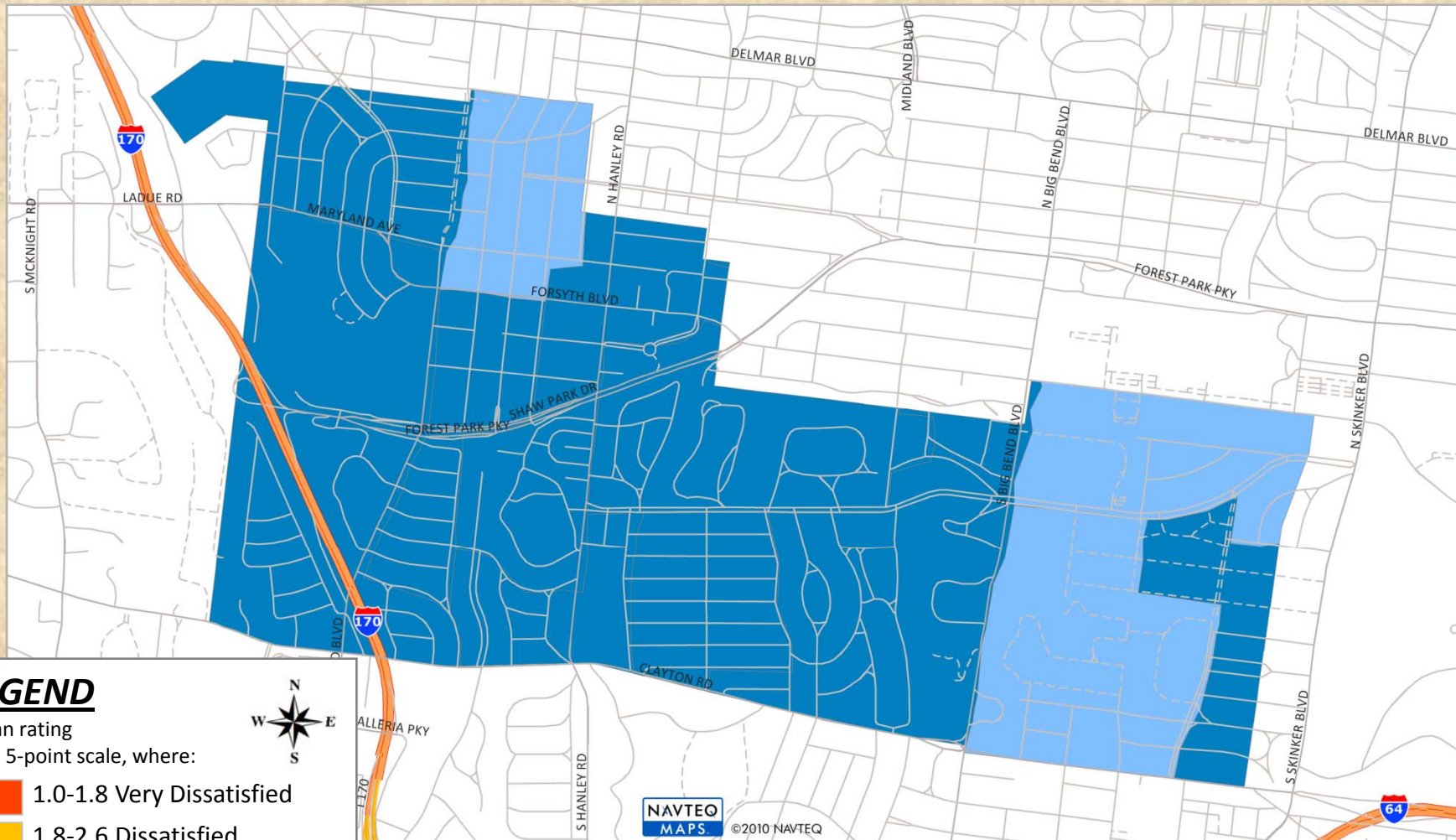
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

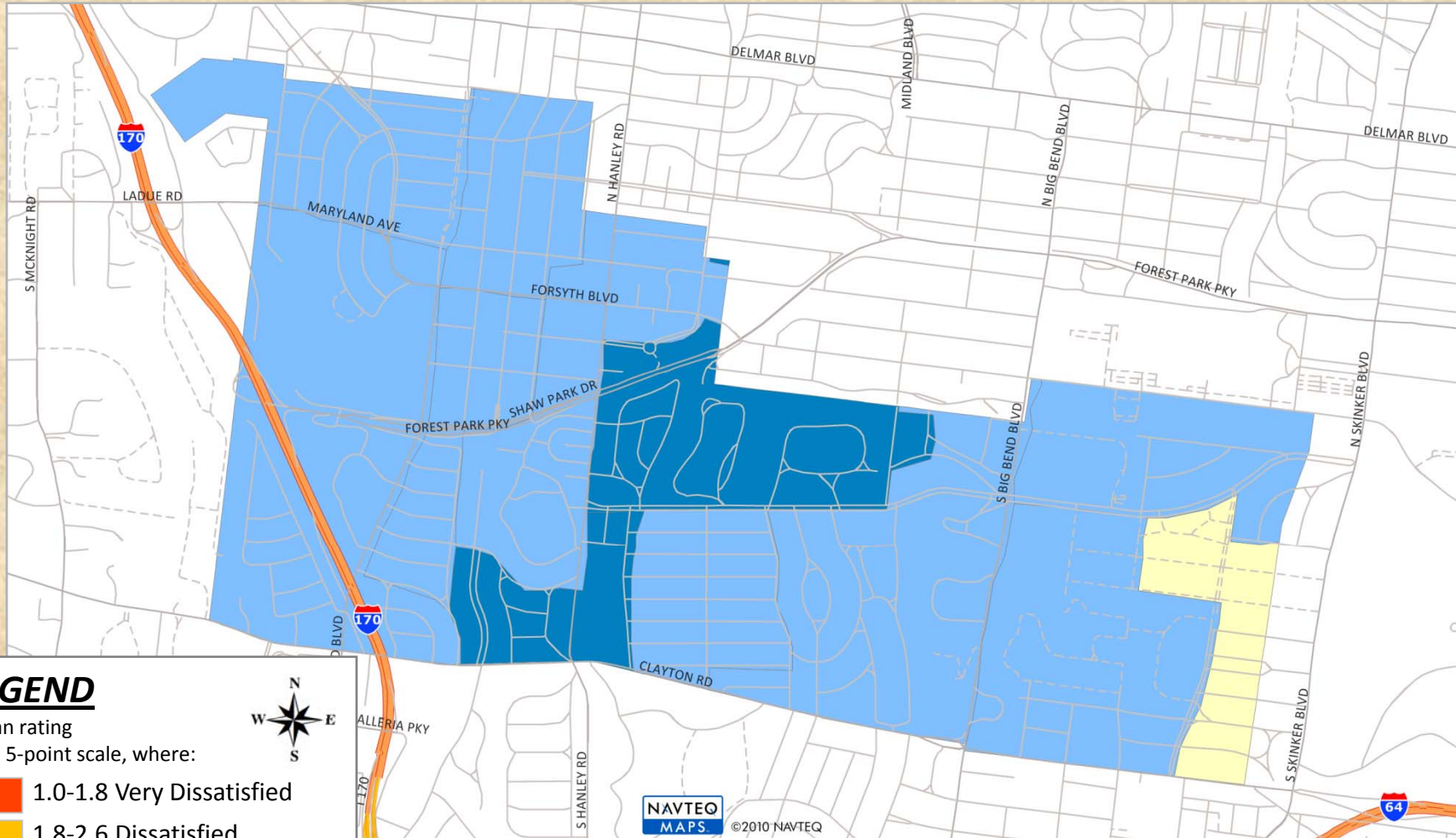
Q30D Ease of travel from home to work.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

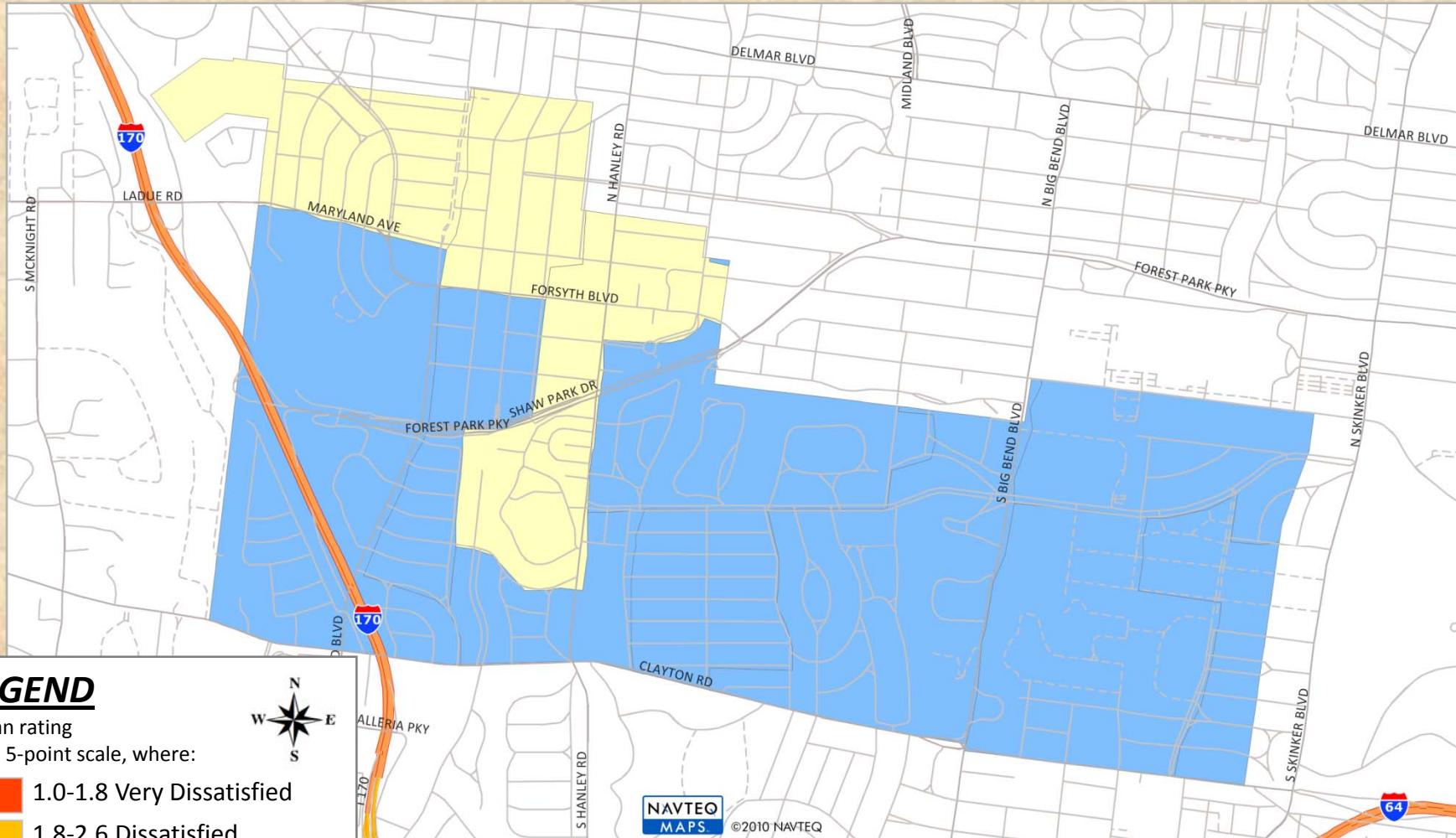
Q30E Availability of public transportation.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

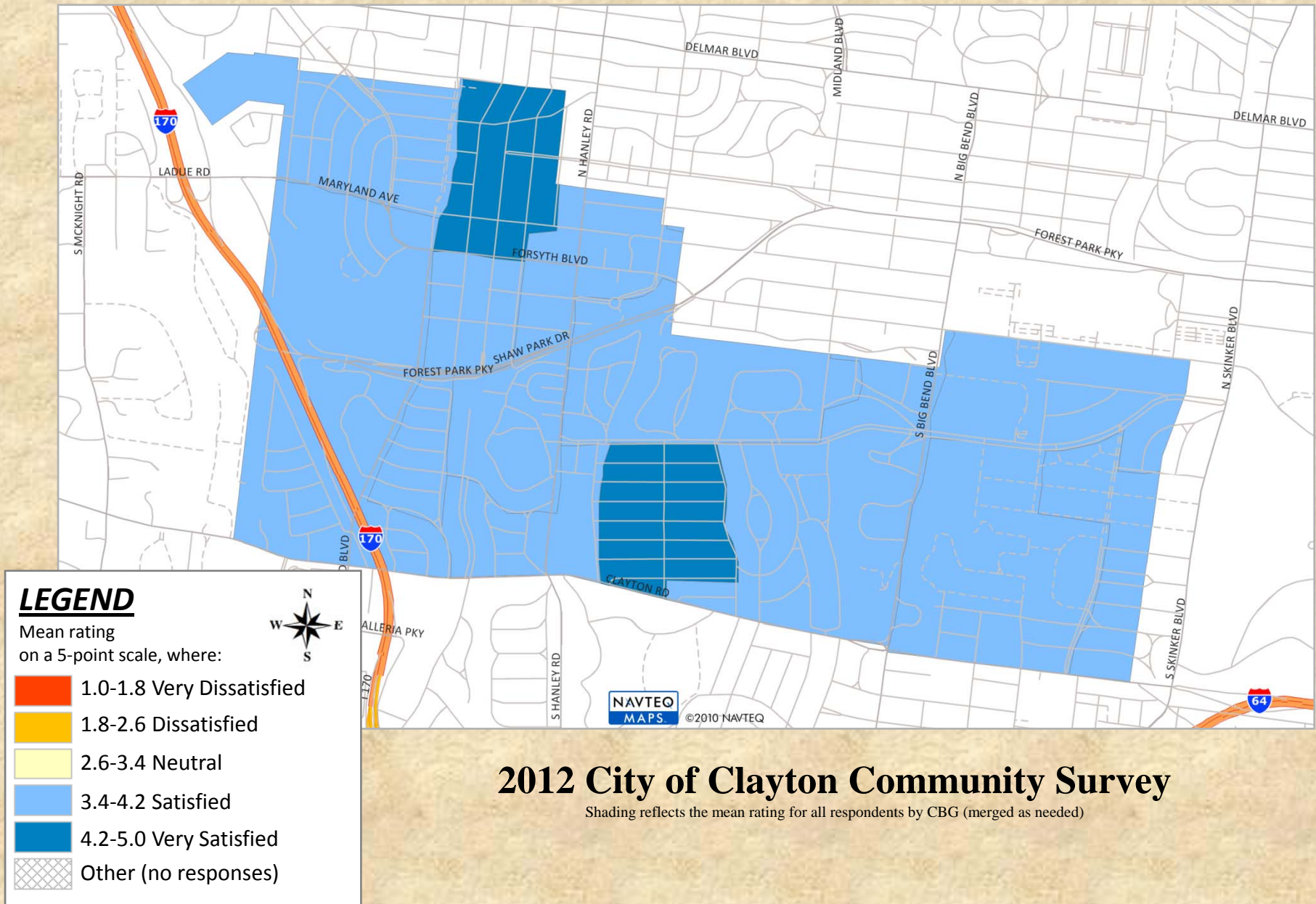
Q30F Availability of bike lanes.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

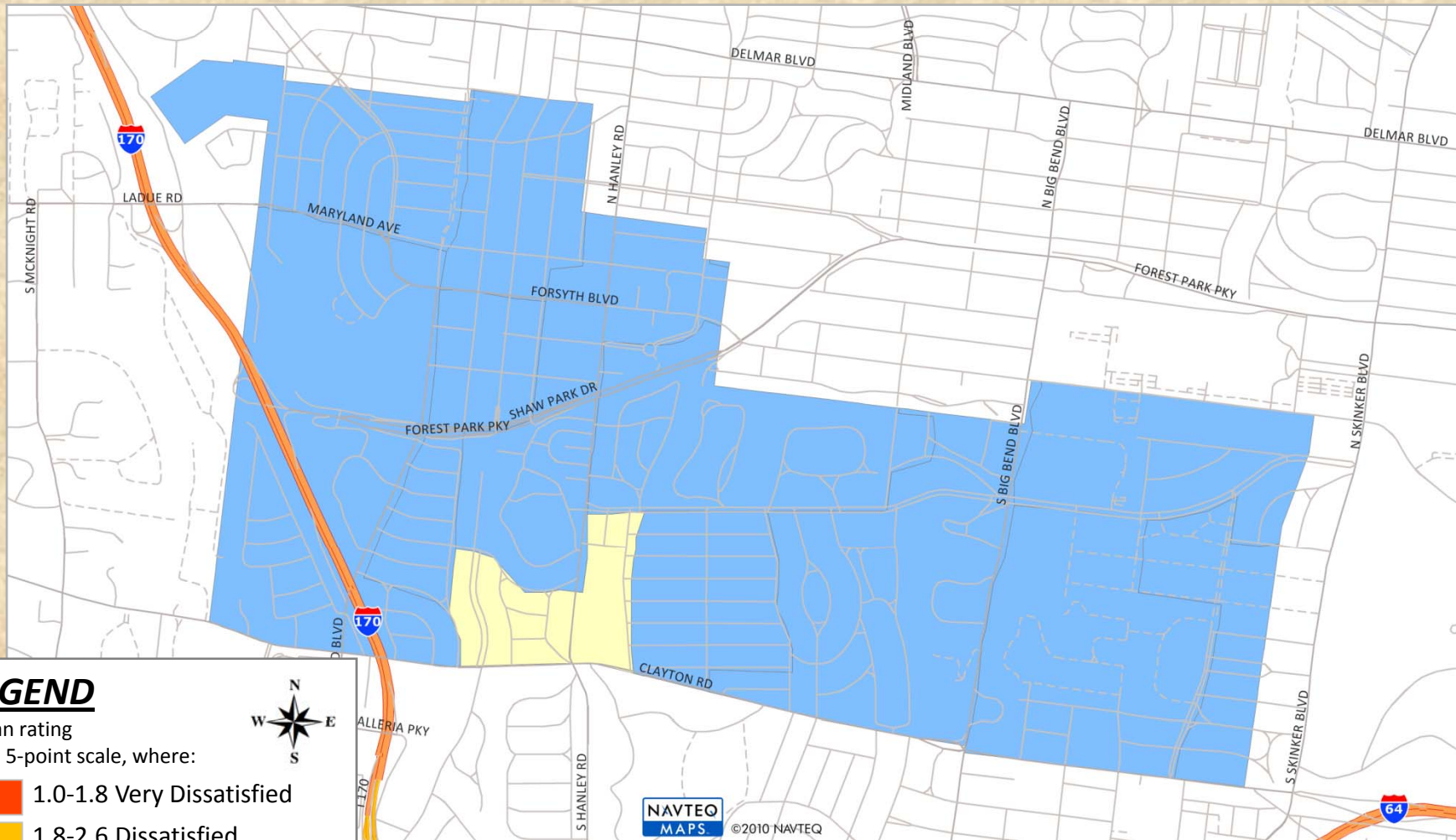
Q30G Availability of pedestrian walkways.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

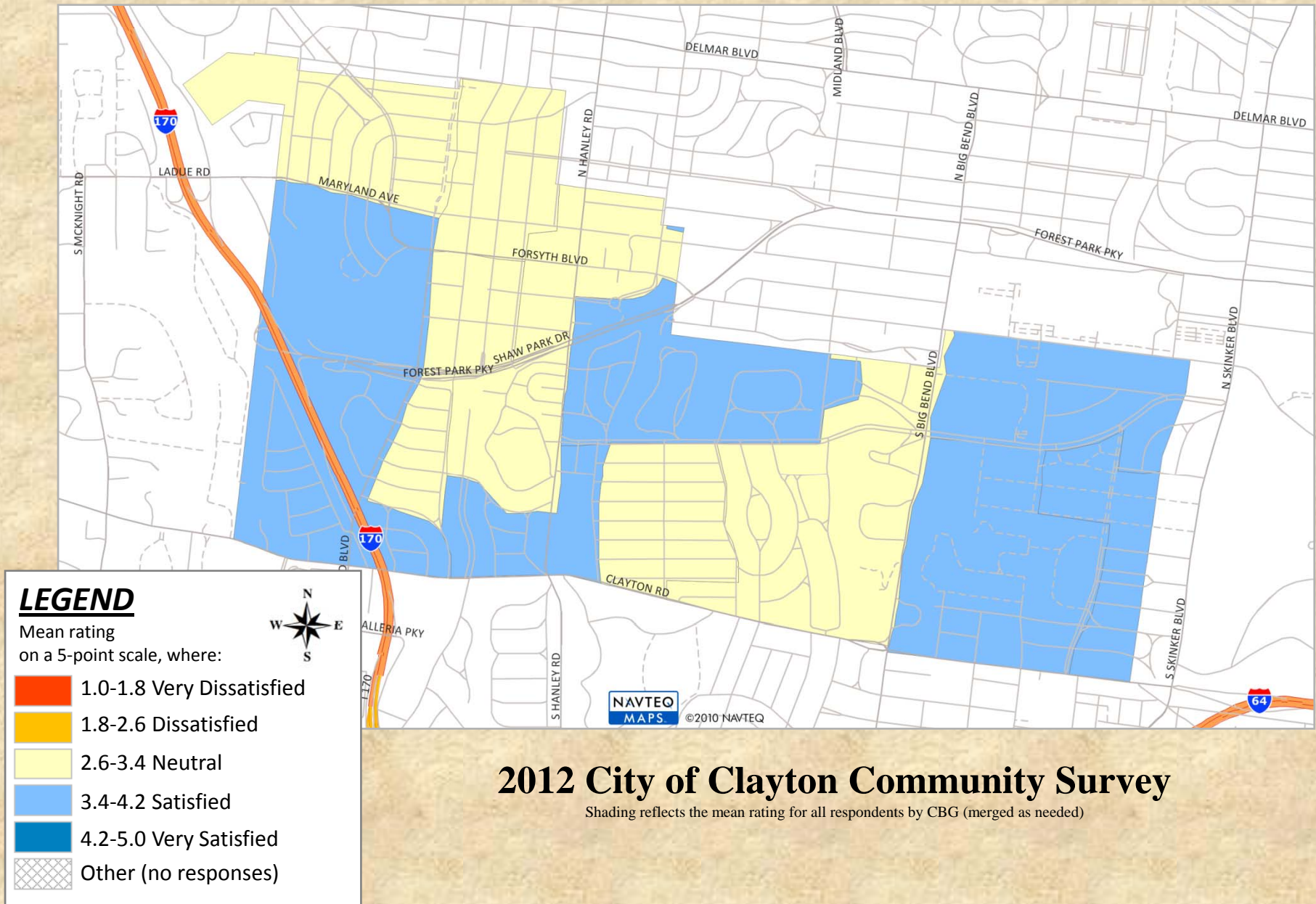
Q30H Availability of parking in residential area.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q30I Availability of parking in business district.



2012 City of Clayton Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Section 5:
Tabular Data

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1A Overall quality of public safety services-police, fire and ambulance/emergency medical	64.2%	25.6%	3.3%	0.5%	0.2%	6.1%
Q1B Overall quality of City parks and recreation programs and facilities	51.3%	37.6%	5.2%	1.2%	0.7%	4.0%
Q1C Overall maintenance city streets	36.2%	44.2%	9.2%	7.3%	2.1%	0.9%
Q1D Overall maintenance of buildings. Facilities	39.5%	37.2%	7.1%	0.7%	0.5%	15.1%
Q1E Overall enforcement of City codes and ordinances for buildings and housing	32.7%	28.0%	15.1%	3.8%	1.9%	18.6%
Q1F Overall quality of customer service you receive from City employees	38.4%	36.0%	10.8%	3.3%	1.6%	9.9%
Q1G Overall effectiveness of City communication with citizens	45.6%	36.2%	12.0%	1.6%	1.4%	3.1%
Q1H Overall quality of storm water runoff/storm water management system	28.9%	37.2%	14.8%	4.0%	1.9%	13.2%
Q1I Overall flow of traffic and congestion management in the City	28.9%	44.0%	17.6%	6.1%	1.9%	1.4%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1A Overall quality of public safety services-police, fire and ambulance/emergency medical	68.4%	27.3%	3.5%	0.5%	0.3%
Q1B Overall quality of City parks and recreation programs and facilities	53.4%	39.2%	5.4%	1.2%	0.7%
Q1C Overall maintenance city streets	36.6%	44.7%	9.3%	7.4%	2.1%
Q1D Overall maintenance of City buildings. Facilities	46.5%	43.8%	8.3%	0.8%	0.6%
Q1E Overall enforcement of City codes and ordinances for buildings and housing	40.2%	34.4%	18.5%	4.6%	2.3%
Q1F Overall quality of customer service you receive from City employees	42.6%	39.9%	12.0%	3.7%	1.8%
Q1G Overall effectiveness of City communication with citizens	47.1%	37.4%	12.4%	1.7%	1.5%
Q1H Overall quality of storm water runoff/storm water management system	33.3%	42.8%	17.1%	4.6%	2.2%
Q1I Overall flow of traffic and management in the City	29.4%	44.6%	17.9%	6.2%	1.9%

2012 City of Clayton Community Survey

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

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Public safety services	116	27.3 %
Parks and recreation programs and facilities	47	11.1 %
Maintenance of City streets	83	19.5 %
Maintenance of City Buildings/facilities	6	1.4 %
Enforcement of City codes and ordinances for buildings and housing	28	6.6 %
Quality of customer service	14	3.3 %
Effectiveness of City communication	9	2.1 %
Storm water runoff/storm water management system	28	6.6 %
Flow of traffic and congestion	45	10.6 %
<u>None chosen</u>	<u>49</u>	<u>11.5 %</u>
Total	425	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 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Public safety services	40	9.4 %
Parks and recreation programs and facilities	69	16.2 %
Maintenance of City streets	79	18.6 %
Maintenance of City Buildings/facilities	11	2.6 %
Enforcement of City codes and ordinances for buildings and housing	24	5.6 %
Quality of customer service	15	3.5 %
Effectiveness of City communication	28	6.6 %
Storm water runoff/storm water management system	29	6.8 %
Flow of traffic and congestion	64	15.1 %
<u>None chosen</u>	<u>66</u>	<u>15.5 %</u>
Total	425	100.0 %

2012 City of Clayton Community Survey

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

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Public safety services	34	8.0 %
Parks and recreation programs and facilities	45	10.6 %
Maintenance of City streets	46	10.8 %
Maintenance of City Buildings/facilities	21	4.9 %
Enforcement of City codes and ordinances for buildings and housing	34	8.0 %
Quality of customer service	23	5.4 %
Effectiveness of City communication	22	5.2 %
Storm water runoff/storm water management system	32	7.5 %
Flow of traffic and congestion	69	16.2 %
<u>None chosen</u>	<u>99</u>	<u>23.3 %</u>
Total	425	100.0 %

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

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Public safety services	190	44.7 %
Parks and recreation programs and facilities	161	37.9 %
Maintenance of City streets	208	48.9 %
Maintenance of City Buildings/facilities	38	8.9 %
Enforcement of City codes and ordinances for buildings and housing	86	20.2 %
Quality of customer service	52	12.2 %
Effectiveness of City communication	59	13.9 %
Storm water runoff/storm water management system	89	20.9 %
Flow of traffic and congestion	178	41.9 %
<u>None chosen</u>	<u>49</u>	<u>11.5 %</u>
Total	1110	

2012 City of Clayton Community Survey

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=425)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3A Overall quality of services provided by the City	52.9%	41.2%	2.8%	1.2%	0.0%	1.9%
Q3B Overall value that you receive for your City tax dollars and fees	34.1%	44.0%	14.8%	4.0%	0.7%	2.4%
Q3C Overall image of the	65.2%	30.8%	2.4%	0.5%	0.2%	0.9%
Q3D How well the City is planning and managing redevelopment	27.5%	37.9%	18.4%	5.2%	2.6%	8.5%
Q3E Overall quality of life in City	66.4%	30.4%	1.6%	0.5%	0.0%	1.2%
Q3F Overall feeling of safety in the City	53.4%	39.5%	4.0%	1.6%	0.2%	1.2%
Q3G Quality of new residential development in the City	28.7%	34.4%	18.6%	3.1%	1.4%	13.9%
Q3H Quality of new commercial development in the City	27.3%	34.4%	19.5%	5.4%	2.6%	10.8%
Q3I Appeal as a place to retire	31.5%	29.4%	21.6%	6.4%	2.6%	8.5%
Q3J Overall appearance of the City	50.6%	43.5%	2.8%	1.2%	0.2%	1.6%
Q3K Cultural opportunities in Clayton	29.6%	40.5%	19.8%	6.6%	0.9%	2.6%

2012 City of Clayton Community Survey

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=425)

	Excellent	Good	Neutral	Below Average	Poor
Q3A Overall quality of services provided the City	54.0%	42.0%	2.9%	1.2%	0.0%
Q3B Overall value that you receive for your City tax dollars and fees	34.9%	45.1%	15.2%	4.1%	0.7%
Q3C Overall image of the City	65.8%	31.1%	2.4%	0.5%	0.2%
Q3D How well the City is planning and Managing redevelopment	30.1%	41.4%	20.1%	5.7%	2.8%
Q3E Overall quality of life in the City	67.1%	30.7%	1.7%	0.5%	0.0%
Q3F Overall feeling of safety in the City	54.0%	40.0%	4.0%	1.7%	0.2%
Q3G Quality of new residential in the City	33.3%	39.9%	21.6%	3.6%	1.6%
Q3H Quality of new commercial development in the City	30.6%	38.5%	21.9%	6.1%	2.9%
Q3I Appeal as a place to retire	34.4%	32.1%	23.7%	6.9%	2.8%
Q3J Overall appearance of the City	51.4%	44.3%	2.9%	1.2%	0.2%
Q3K Cultural opportunities in Clayton	30.4%	41.5%	20.3%	6.8%	1.0%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4A Visibility of police in neighborhood	41.6%	44.7%	6.8%	4.0%	0.5%	2.4%
Q4B Visibility of police in retail areas	26.1%	43.1%	16.7%	2.4%	0.2%	11.5%
Q4C The City's efforts to prevent crime	34.1%	39.8%	9.4%	3.1%	0.0%	13.6%
Q4D How quickly police respond to emergencies	48.5%	22.8%	4.0%	0.7%	0.2%	23.8%
Q4E Overall competency of Clayton Police Dept.	46.6%	29.6%	6.1%	1.9%	0.5%	15.3%
Q4F Overall attitude and behavior of Police Department personnel toward citizens	47.1%	30.4%	6.8%	3.8%	0.9%	11.1%
Q4G Enforcement of local traffic laws	34.8%	35.3%	12.0%	4.5%	0.9%	12.5%
Q4H Overall quality of Clayton Fire Department	46.1%	20.9%	4.9%	0.2%	0.2%	27.5%
Q4I Overall quality of Clayton EMS	41.4%	19.8%	5.9%	0.0%	0.2%	32.7%
Q4J The City's efforts to prevent fires and provide fire safety and injury prevention education	29.9%	20.7%	10.8%	0.5%	0.0%	38.1%
Q4K How quickly Fire Department responds	41.4%	14.1%	5.6%	0.0%	0.2%	38.6%
Q4L How quickly ambulance/EMS responds	40.7%	12.0%	5.4%	0.2%	0.2%	41.4%

2012 City of Clayton Community Survey

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."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4M Overall competency of Clayton Fire Dept., including ambulance service	45.2%	18.6%	5.9%	0.0%	0.2%	30.1%
Q4N The City's municipal	15.3%	15.5%	13.2%	0.7%	0.2%	55.1%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4A Visibility of police in neighborhood	42.7%	45.8%	7.0%	4.1%	0.5%
Q4B Visibility of police in retail areas	29.5%	48.7%	18.9%	2.7%	0.3%
Q4C The City's efforts to prevent crime	39.5%	46.0%	10.9%	3.5%	0.0%
Q4D How quickly police respond to emergencies	63.6%	29.9%	5.2%	0.9%	0.3%
Q4E Overall competency of Clayton Police Dept	55.0%	35.0%	7.2%	2.2%	0.6%
Q4F Overall attitude and behavior of Police Department personnel toward citizens	52.9%	34.1%	7.7%	4.2%	1.1%
Q4G Enforcement of local traffic laws	39.8%	40.3%	13.7%	5.1%	1.1%
Q4H Overall quality of Clayton Fire Department	63.6%	28.9%	6.8%	0.3%	0.3%
Q4I Overall quality of Clayton EMS	61.5%	29.4%	8.7%	0.0%	0.3%
Q4J The City's efforts to prevent fires and provide fire safety and injury prevention education	48.3%	33.5%	17.5%	0.8%	0.0%
Q4K How quickly Fire Department responds	67.4%	23.0%	9.2%	0.0%	0.4%
Q4L How quickly ambulance/EMS responds	69.5%	20.5%	9.2%	0.4%	0.4%
Q4M Overall competency of Clayton Fire Dept, including ambulance service	64.6%	26.6%	8.4%	0.0%	0.3%
Q4N The City's municipal court	34.0%	34.6%	29.3%	1.6%	0.5%

2012 City of Clayton Community Survey

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 Top Priority</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	92	21.6 %
The visibility of Police in retail areas	16	3.8 %
The City's efforts to prevent crime	91	21.4 %
How quickly police respond to emergencies	13	3.1 %
Overall competency of police department	29	6.8 %
Behavior of Police Department toward citizens	23	5.4 %
Enforcement of local traffic laws	16	3.8 %
Quality of Fire department	1	0.2 %
Quality of Clayton EMS	7	1.6 %
Prevent fires and provide fire safety	4	0.9 %
How quickly Fire department responds	3	0.7 %
How quickly ambulance/EMS responds	2	0.5 %
Competency of Fire Department	9	2.1 %
The City's municipal court	8	1.9 %
No response	111	26.1 %
Total	425	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?

<u>Q5 Second Priority</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	29	6.8 %
The visibility of Police in retail areas	40	9.4 %
The City's efforts to prevent crime	45	10.6 %
How quickly police respond to emergencies	21	4.9 %
Overall competency of police department	23	5.4 %
Behavior of Police Department toward citizens	14	3.3 %
Enforcement of local traffic laws	16	3.8 %
Quality of Fire department	28	6.6 %
Quality of Clayton EMS	7	1.6 %
Prevent fires and provide fire safety	16	3.8 %
How quickly Fire department responds	14	3.3 %
How quickly ambulance/EMS responds	11	2.6 %
Competency of Fire Department	18	4.2 %
The City's municipal court	3	0.7 %
No response	140	32.9 %
Total	425	100.0 %

2012 City of Clayton Community Survey

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 Third Priority	Number	Percent
The visibility of police in neighborhoods	32	7.5 %
The visibility of Police in retail areas	19	4.5 %
The City's efforts to prevent crime	32	7.5 %
How quickly police respond to emergencies	25	5.9 %
Overall competency of police department	19	4.5 %
Behavior of Police Department toward citizens	14	3.3 %
Enforcement of local traffic laws	15	3.5 %
Quality of Fire department	12	2.8 %
Quality of Clayton EMS	18	4.2 %
Prevent fires and provide fire safety	15	3.5 %
How quickly Fire department responds	8	1.9 %
How quickly ambulance/EMS responds	19	4.5 %
Competency of Fire Department	19	4.5 %
The City's municipal court	10	2.4 %
No response	168	39.5 %
Total	425	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?(Top Three)

Q5 Top Priority	Number	Percent
The visibility of police in neighborhoods	153	36.0 %
The visibility of Police in retail areas	75	17.6 %
The City's efforts to prevent crime	168	39.5 %
How quickly police respond to emergencies	59	13.9 %
Overall competency of police department	71	16.7 %
Behavior of Police Department toward citizens	51	12.0 %
Enforcement of local traffic laws	47	11.1 %
Quality of Fire department	41	9.6 %
Quality of Clayton EMS	32	7.5 %
Prevent fires and provide fire safety	35	8.2 %
How quickly Fire department responds	25	5.9 %
How quickly ambulance/EMS responds	32	7.5 %
Competency of Fire Department	46	10.8 %
The City's municipal court	21	4.9 %
No response	111	26.1 %
Total	967	

2012 City of Clayton Community Survey

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=425)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q6A Walking alone in your neighborhood in general	81.2%	15.5%	1.2%	0.0%	2.1%
Q6B Walking alone in your neighborhood after dark	46.8%	40.2%	8.2%	1.4%	3.3%
Q6C Walking alone in your neighborhood during the day	89.2%	8.2%	0.5%	0.0%	2.1%
Q6D Walking alone in business areas after dark	40.2%	42.4%	10.8%	0.7%	5.9%
Q6E Walking alone in business areas during the day	89.4%	7.8%	0.2%	0.0%	2.6%

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=425)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q6A Walking alone in your neighborhood in general	82.9%	15.9%	1.2%	0.0%
Q6B Walking alone in your neighborhood dark	48.4%	41.6%	8.5%	1.5%
Q6C Walking alone in your neighborhood during the day	91.1%	8.4%	0.5%	0.0%
Q6D Walking alone in business areas after dark	42.8%	45.0%	11.5%	0.8%
Q6E Walking alone in business areas during the day	91.8%	8.0%	0.2%	0.0%

2012 City of Clayton Community Survey

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	39	9.2 %
No	370	87.1 %
Don't know	16	3.8 %
Total	425	100.0 %

Q7 During the past 12 months, were you or anyone in your household the victim of any crime in Clayton? (Without Don't Know)

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

	Number	Percent
Yes	39	9.5 %
No	370	90.5 %
Total	409	100.0 %

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

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

	Number	Percent
Yes	32	82.1 %
No	6	15.4 %
Don't know	1	2.6 %
Total	39	100.0 %

Q7a If "yes", did you report all of the crimes to police? (Without Don't Know)

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

	Number	Percent
Yes	32	84.2 %
No	6	15.8 %
Total	38	100.0 %

2012 City of Clayton Community Survey

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	209	49.2 %
No	204	48.0 %
Don't know	12	2.8 %
Total	425	100.0 %

Q8 During the past 12 months, have you had ANY contact with the Clayton Police Department? (Without Don't Know)

Q8 During the past 12 months, have you had any contact with the Clayton Police Department?	Number	Percent
Yes	209	50.6 %
No	204	49.4 %
Total	413	100.0 %

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

Q8a If "yes", how would you rate the contact?	Number	Percent
Excellent	130	62.2 %
Good	55	26.3 %
Fair	7	3.3 %
Poor	13	6.2 %
Don't know	4	1.9 %
Total	209	100.0 %

Q8a If "yes", how would you rate the contact?(Without Don't Know)

Q8a If "yes", how would you rate the contact?	Number	Percent
Excellent	130	63.4 %
Good	55	26.8 %
Fair	7	3.4 %
Poor	13	6.3 %
Total	205	100.0 %

2012 City of Clayton Community Survey

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	56	13.2 %
No	359	84.5 %
Don't know	10	2.4 %
Total	425	100.0 %

Q9 During the past 12 months, have you had ANY contact with the Clayton Fire Department?(Without Don't Know)

Q9 During the past 12 months, have you had any contact with the Clayton Fire Department?	Number	Percent
Yes	56	13.5 %
No	359	86.5 %
Total	415	100.0 %

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

Q9a If "yes", how would you rate the contact?	Number	Percent
Excellent	44	78.6 %
Good	9	16.1 %
Poor	3	5.4 %
Total	56	100.0 %

Q9a If "yes", how would you rate the contact? (without Don't Know)

Q9a If "yes", how would you rate the contact?	Number	Percent
Excellent	44	78.6 %
Good	9	16.1 %
Poor	3	5.4 %
Total	56	100.0 %

2012 City of Clayton Community Survey

Q10 During the past 12 months, have you have 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 Clayton?

	Number	Percent
Yes	34	8.0 %
No	381	89.6 %
Don't know	10	2.4 %
Total	425	100.0 %

Q10 During the past 12 months, have you have ANY contact with the ambulance/emergency medical services in Clayton? (Without Don't Know)

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

	Number	Percent
Yes	34	8.2 %
No	381	91.8 %
Total	415	100.0 %

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

Q10a If "yes", how would you rate the contact?	Number	Percent
Excellent	24	70.6 %
Good	8	23.5 %
Fair	1	2.9 %
Don't know	1	2.9 %
Total	34	100.0 %

Q10a If "yes", how would you rate the contact? (Without Don't Know)

Q10a If "yes", how would you rate the contact?	Number	Percent
Excellent	24	72.7 %
Good	8	24.2 %
Fair	1	3.0 %
Total	33	100.0 %

2012 City of Clayton Community Survey

Q11 How would you rate your own public safety awareness?

Q11 How would you rate your own public safety awareness?	Number	Percent
Excellent	130	30.6 %
Good	241	56.7 %
Fair	32	7.5 %
Poor	5	1.2 %
Don't know	17	4.0 %
Total	425	100.0 %

Q11 How would you rate your own public safety awareness? (Without Don't Know)

Q11 How would you rate your own public safety awareness?	Number	Percent
Excellent	130	31.9 %
Good	241	59.1 %
Fair	32	7.8 %
Poor	5	1.2 %
Total	408	100.0 %

2012 City of Clayton Community Survey

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	198	46.6 %
No	196	46.1 %
Don't know	31	7.3 %
Total	425	100.0 %

Q12 Do you have an emergency plan in place for members of your household? (Without Don't Know)

Q12 Do you have an emergency plan in place for members of your household?	Number	Percent
Yes	198	50.3 %
No	196	49.7 %
Total	394	100.0 %

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13A Maintenance of street signs and traffic signals	47.8%	44.2%	4.5%	1.6%	0.5%	1.4%
Q13B Maintenance of city buildings	36.7%	37.4%	6.8%	0.9%	0.5%	17.6%
Q13C Snow removal on City streets	51.5%	38.8%	5.2%	1.4%	0.2%	2.8%
Q13D Adequacy of city street lighting	35.3%	50.4%	7.8%	4.2%	0.2%	2.1%
Q13E Condition of city sidewalks	28.0%	44.5%	15.1%	8.2%	2.4%	1.9%
Q13F Landscaping/ appearance of public areas along City streets	47.1%	38.4%	9.4%	2.8%	0.5%	1.9%
Q13G Satisfaction with tree /replacement	39.1%	38.6%	10.8%	6.1%	2.1%	3.3%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13A Maintenance of street signs and traffic signals	48.4%	44.9%	4.5%	1.7%	0.5%
Q13B Maintenance of city buildings	44.6%	45.4%	8.3%	1.1%	0.6%
Q13C Snow removal on major City streets	53.0%	40.0%	5.3%	1.5%	0.2%
Q13D Adequacy of city street lighting	36.1%	51.4%	7.9%	4.3%	0.2%
Q13E Condition of city sidewalks	28.5%	45.3%	15.3%	8.4%	2.4%
Q13F Landscaping/appearance of public areas along City streets	48.0%	39.1%	9.6%	2.9%	0.5%
Q13G Satisfaction with tree trimming/replacement	40.4%	39.9%	11.2%	6.3%	2.2%

2012 City of Clayton Community Survey

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?

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Street signs and traffic signals	66	15.5 %
Maintenance of City buildings	13	3.1 %
Snow removal on major City streets	40	9.4 %
Adequacy of City street lighting	59	13.9 %
Condition of City sidewalks	91	21.4 %
Landscaping/appearance of public areas	39	9.2 %
Tree trimming/replacement	40	9.4 %
<u>No response</u>	<u>77</u>	<u>18.1 %</u>
Total	425	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?

<u>Q14 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Street signs and traffic signals	36	8.5 %
Maintenance of City buildings	28	6.6 %
Snow removal on major City streets	44	10.4 %
Adequacy of City street lighting	52	12.2 %
Condition of City sidewalks	77	18.1 %
Landscaping/appearance of public areas	43	10.1 %
Tree trimming/replacement	39	9.2 %
<u>No response</u>	<u>106</u>	<u>24.9 %</u>
Total	425	100.0 %

2012 City of Clayton Community Survey

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?

<u>Q14 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Street signs and traffic signals	34	8.0 %
Maintenance of City buildings	19	4.5 %
Snow removal on major City streets	32	7.5 %
Adequacy of City street lighting	40	9.4 %
Condition of City sidewalks	50	11.8 %
Landscaping/appearance of public areas	60	14.1 %
Tree trimming/replacement	40	9.4 %
No responseA=Street signs	150	35.3 %
Total	425	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? (Top Three)

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Street signs and traffic signals	136	32.0 %
Maintenance of City buildings	60	14.1 %
Snow removal on major City streets	116	27.3 %
Adequacy of City street lighting	151	35.5 %
Condition of City sidewalks	218	51.3 %
Landscaping/appearance of public areas	142	33.4 %
Tree trimming/replacement	119	28.0 %
No response	77	18.1 %
Total	1019	

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15A Quality of street repair services	23.8%	46.6%	13.4%	10.4%	2.1%	3.8%
Q15B Quality of street cleaning services	43.5%	43.5%	6.6%	3.3%	0.5%	2.6%
Q15C Quality of snow removal services	44.7%	40.5%	9.4%	1.2%	0.2%	4.0%

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15A Quality of street repair services	24.7%	48.4%	13.9%	10.8%	2.2%
Q15B Quality of street cleaning services	44.7%	44.7%	6.8%	3.4%	0.5%
Q15C Quality of snow removal services	46.6%	42.2%	9.8%	1.2%	0.2%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16A Maintenance of city parks	43.5%	46.6%	3.5%	0.2%	0.2%	5.9%
Q16B How close neighborhood parks are to your home	52.0%	38.1%	5.4%	1.6%	0.2%	2.6%
Q16C Number of walking and biking trails	29.6%	33.6%	17.4%	7.8%	1.6%	9.9%
Q16D Quality of outdoor athletic fields	28.5%	30.6%	14.8%	0.7%	0.0%	25.4%
Q16E Number of outdoor athletic fields	29.4%	30.1%	14.8%	1.4%	0.0%	24.2%
Q16F Availability of information about City parks	33.6%	41.6%	12.9%	1.6%	0.0%	10.1%
Q16G City youth fitness programs	25.6%	25.9%	11.3%	1.2%	0.2%	35.8%
Q16H City adult fitness programs	31.5%	32.9%	10.8%	1.6%	0.5%	22.6%
Q16I City recreation opportunities	36.2%	42.6%	9.9%	0.9%	0.2%	10.1%
Q16J City special events and festivals	41.9%	39.1%	10.6%	1.4%	0.9%	6.1%

2012 City of Clayton Community Survey

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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16A Maintenance of city parks	46.3%	49.5%	3.8%	0.3%	0.3%
Q16B How close neighborhood parks are to your home	53.4%	39.1%	5.6%	1.7%	0.2%
Q16C Number of walking and biking trails	32.9%	37.3%	19.3%	8.6%	1.8%
Q16D Quality of outdoor athletic fields	38.2%	41.0%	19.9%	0.9%	0.0%
Q16E Number of outdoor athletic fields	38.8%	39.8%	19.6%	1.9%	0.0%
Q16F Availability of information about City parks	37.4%	46.3%	14.4%	1.8%	0.0%
Q16G City youth fitness programs	39.9%	40.3%	17.6%	1.8%	0.4%
Q16H City adult fitness programs	40.7%	42.6%	14.0%	2.1%	0.6%
Q16I City recreation opportunities	40.3%	47.4%	11.0%	1.0%	0.3%
Q16J City special events and festivals	44.6%	41.6%	11.3%	1.5%	1.0%

2012 City of Clayton Community Survey

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?

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	129	30.4 %
How close neighborhood parks are to your home	10	2.4 %
Number of walking and biking trails	69	16.2 %
Quality of outdoor athletic fields	9	2.1 %
Number of outdoor athletic fields	4	0.9 %
Availability of information about City parks	4	0.9 %
City's youth fitness programs	25	5.9 %
City's adult fitness programs	16	3.8 %
City's recreation opportunities	13	3.1 %
City's special events and festivals	37	8.7 %
<u>No Response</u>	<u>109</u>	<u>25.6 %</u>
Total	425	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?

<u>Q17 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	39	9.2 %
How close neighborhood parks are to your home	5	1.2 %
Number of walking and biking trails	56	13.2 %
Quality of outdoor athletic fields	21	4.9 %
Number of outdoor athletic fields	4	0.9 %
Availability of information about City parks	25	5.9 %
City's youth fitness programs	19	4.5 %
City's adult fitness programs	33	7.8 %
City's recreation opportunities	39	9.2 %
City's special events and festivals	39	9.2 %
<u>No Response</u>	<u>145</u>	<u>34.1 %</u>
Total	425	100.0 %

2012 City of Clayton Community Survey

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 Third Priority	Number	Percent
Maintenance of City parks	28	6.6 %
How close neighborhood parks are to your home	10	2.4 %
Number of walking and biking trails	27	6.4 %
Quality of outdoor athletic fields	8	1.9 %
Number of outdoor athletic fields	7	1.6 %
Availability of information about City parks	13	3.1 %
City's youth fitness programs	25	5.9 %
City's adult fitness programs	28	6.6 %
City's recreation opportunities	50	11.8 %
City's special events and festivals	61	14.4 %
No Response	168	39.5 %
Total	425	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?(Top Three)

Q17 Top Priority	Number	Percent
Maintenance of City parks	196	46.1 %
How close neighborhood parks are to your home	25	5.9 %
Number of walking and biking trails	152	35.8 %
Quality of outdoor athletic fields	38	8.9 %
Number of outdoor athletic fields	15	3.5 %
Availability of information about City parks	42	9.9 %
City's youth fitness programs	69	16.2 %
City's adult fitness programs	77	18.1 %
City's recreation opportunities	102	24.0 %
City's special events and festivals	137	32.2 %
No Response	109	25.6 %
Total	962	

2012 City of Clayton Community Survey

Q18 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=425)

	Very Important	Important	Neutral	Not Important	Don't Know
Q18A Your feeling of safety in City parks	72.7%	18.6%	1.6%	0.9%	6.1%
Q18B Additional shade at playgrounds and picnic sites	25.2%	32.0%	26.1%	6.6%	10.1%
Q18C Multi-use year-round facility at the rink which might include covered rink, a performance venue and restaurant	20.9%	23.1%	28.7%	20.2%	7.1%
Q18D Center of Clayton improvements: sauna and/or steam room	14.1%	12.9%	31.8%	29.2%	12.0%
Q18E Green space expansion	30.6%	29.6%	23.5%	9.6%	6.6%
Q18F Hanley House preservation	13.4%	25.2%	32.2%	15.8%	13.4%
Q18G Center of Clayton improvements: expanded fitness center	25.9%	30.6%	21.9%	12.0%	9.6%
Q18H Neighborhood park improvements	29.6%	41.9%	17.9%	4.7%	5.9%
Q18I Playground improvements	19.3%	36.9%	24.2%	9.2%	10.4%
Q18J New walking and biking trails	36.0%	31.3%	18.6%	7.1%	7.1%

2012 City of Clayton Community Survey

Q18 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." (Without Don't Know)

(N=425)

	Very Important	Important	Neutral	Not Important
Q18A Your feeling of safety in City parks	77.4%	19.8%	1.8%	1.0%
Q18B Additional shade at playgrounds and picnic sites	28.0%	35.6%	29.1%	7.3%
Q18C Multi-use year-round facility at the ice rink which might include covered rink, a performance venue and restaurant	22.5%	24.8%	30.9%	21.8%
Q18D Center of Clayton improvements: sauna and/or steam room	16.0%	14.7%	36.1%	33.2%
Q18E Green space expansion	32.7%	31.7%	25.2%	10.3%
Q18F Hanley House preservation	15.5%	29.1%	37.2%	18.2%
Q18G Center of Clayton improvements: expanded fitness center	28.6%	33.9%	24.2%	13.3%
Q18H Neighborhood park improvements	31.5%	44.5%	19.0%	5.0%
Q18I Playground improvements	21.5%	41.2%	27.0%	10.2%
Q18J New walking and biking trails	38.7%	33.7%	20.0%	7.6%

2012 City of Clayton Community Survey

Q19 Please choose three of the priorities in Question 20 that are of highest priority for you and your family?

<u>Q19 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	115	27.1 %
Shade at playgrounds and picnic sites	12	2.8 %
Multi-use year round facility	20	4.7 %
Center of Clayton improvements:sauna and/or steam room	17	4.0 %
Green space expansion	28	6.6 %
Hanley House preservation	14	3.3 %
Center of Clayton improvements:expanded fitness center	39	9.2 %
Neighborhood park improvements	27	6.4 %
Playground improvements	17	4.0 %
New walking and biking trails	65	15.3 %
No Response	71	16.7 %
Total	425	100.0 %

Q19 Please choose three of the priorities in Question 20 that are of highest priority for you and your family?

<u>Q19 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	32	7.5 %
Shade at playgrounds and picnic sites	23	5.4 %
Multi-use year round facility	27	6.4 %
Center of Clayton improvements:sauna and/or steam room	25	5.9 %
Green space expansion	34	8.0 %
Hanley House preservation	12	2.8 %
Center of Clayton improvements:expanded fitness center	46	10.8 %
Neighborhood park improvements	52	12.2 %
Playground improvements	17	4.0 %
New walking and biking trails	59	13.9 %
No Response	98	23.1 %
Total	425	100.0 %

2012 City of Clayton Community Survey

Q19 Please choose three of the priorities in Question 20 that are of highest priority for you and your family?

<u>Q19 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	28	6.6 %
Shade at playgrounds and picnic sites	23	5.4 %
Multi-use year round facility	23	5.4 %
Center of Clayton improvements:sauna and/or steam room	12	2.8 %
Green space expansion	42	9.9 %
Hanley House preservation	11	2.6 %
Center of Clayton improvements:expanded fitness center	36	8.5 %
Neighborhood park improvements	45	10.6 %
Playground improvements	32	7.5 %
New walking and biking trails	38	8.9 %
No Response	135	31.8 %
Total	425	100.0 %

Q19 Please choose three of the priorities in Question 20 that are of highest priority for you and your family? (Top Three)

<u>Q19 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	175	41.2 %
Shade at playgrounds and picnic sites	58	13.6 %
Multi-use year round facility	70	16.5 %
Center of Clayton improvements:sauna and/or steam room	54	12.7 %
Green space expansion	104	24.5 %
Hanley House preservation	37	8.7 %
Center of Clayton improvements:expanded fitness center	121	28.5 %
Neighborhood park improvements	124	29.2 %
Playground improvements	66	15.5 %
New walking and biking trails	162	38.1 %
No Response	71	16.7 %
Total	1042	

2012 City of Clayton Community Survey

Q20 Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 19?

Q20 Would you be willing to use tax revenue to fund projects you rated as the top three items in Q19?

	Number	Percent
Yes	219	51.5 %
No	82	19.3 %
Don't know	124	29.2 %
Total	425	100.0 %

Q20 Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 19?(Without Don't Know)

Q20 Would you be willing to use tax revenue to fund projects you rated as the top three items in Q19?

	Number	Percent
Yes	219	72.8 %
No	82	27.2 %
Total	301	100.0 %

Q21 Has anyone in your household used any of Clayton's parks, recreation facilities, or recreations programs during the past 12 months?

Q21 Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?

	Number	Percent
Yes	370	87.1 %
No	40	9.4 %
Don't know	15	3.5 %
Total	425	100.0 %

Q21 Has anyone in your household used any of Clayton's parks, recreation facilities, or recreations programs during the past 12 months?(Without Don't Know)

Q21 Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?

	Number	Percent
Yes	370	90.2 %
No	40	9.8 %
Total	410	100.0 %

2012 City of Clayton Community Survey

Q22 City Communication: What are your primary sources for information about community activities and services?

Q22 City Communication: What are your primary sources for information about community activities and services?

	Number	Percent
The CityViews	343	80.7 %
City website	133	31.3 %
Clayton Connection	71	16.7 %
Government access cable channel	3	0.7 %
Radio	29	6.8 %
Facebook	8	1.9 %
Twitter	5	1.2 %
Other printed publications	63	14.8 %
Signage, other printed material from the city	134	31.5 %
Neighborhood meetings, Ward meetings	41	9.6 %
Parks & Recreation brochure	170	40.0 %
Other	23	5.4 %
No Response	16	3.8 %
Total	1039	

2012 City of Clayton Community Survey

Q22 Other

Q22 Other

ANYTHING AT THIS POINT
CALL UP AND ASK
CLAYTON CENTER FLIERS
EMAIL FROM CENTER OF CLAY
EMAILS FROM CITY
FRIENDS
INTERNET
MAILINGS
NEIGHBORS TALKING
NEIGHBORS, WORD OF MOUTH
PATCH.COM
PHONE CALLING THE CITY
REC CENTER
SCHOOLS
STL POST-D
STLTODAY.COM
TELEPHONE MESSAGES
TRUSTEES OF DAVIS PL EMAI
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH

2012 City of Clayton Community Survey

Q23 How important is it to you to continue to receive a printed version of the CityViews newsletter versus reading it via the Internet?

Q23 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	128	30.1 %
Somewhat Important	131	30.8 %
Not Sure	35	8.2 %
Unimportant	119	28.0 %
No Response	12	2.8 %
Total	425	100.0 %

Q23 How important is it to you to continue to receive a printed version of the CityViews newsletter versus reading it via the Internet? (Without No Response)

Q23 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	128	31.0 %
Somewhat Important	131	31.7 %
Not Sure	35	8.5 %
Unimportant	119	28.8 %
Total	413	100.0 %

2012 City of Clayton Community Survey

Q24 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q24A The availability of information about City programs and services	33.4%	47.3%	12.2%	1.9%	0.7%	4.5%
Q24B City's efforts to keep you informed about local	33.4%	41.9%	14.6%	5.2%	1.4%	3.5%
Q24C How open the City is to public involvement and input from residents	28.2%	32.5%	20.0%	5.6%	2.8%	10.8%
Q24D The quality of the City's website	17.6%	29.4%	21.2%	2.6%	0.2%	28.9%
Q24E The content of the City's newsletter	26.6%	47.1%	18.1%	1.4%	0.5%	6.4%
Q24F How well the City's communications meet your needs	26.6%	43.5%	20.9%	4.2%	1.2%	3.5%

2012 City of Clayton Community Survey

Q24 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q24A The availability of information about City programs and services	35.0%	49.5%	12.8%	2.0%	0.7%
Q24B City's efforts to keep you informed about local issues	34.6%	43.4%	15.1%	5.4%	1.5%
Q24C How open the City is to public involvement and input from residents	31.7%	36.4%	22.4%	6.3%	3.2%
Q24D The quality of the City's website	24.8%	41.4%	29.8%	3.6%	0.3%
Q24E The content of the City's newsletter	28.4%	50.3%	19.3%	1.5%	0.5%
Q24F How well the City's communications meet your needs	27.6%	45.1%	21.7%	4.4%	1.2%

2012 City of Clayton Community Survey

Q25 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q25A Enforcing the cleanup litter and debris on private	21.9%	35.5%	13.2%	8.7%	2.1%	18.6%
Q25B Enforcing the mowing trimming of lawns on property	22.1%	33.4%	15.3%	5.6%	2.4%	21.2%
Q25C Enforcing the of residential property	20.2%	32.0%	17.9%	7.8%	1.9%	20.2%
Q25D Enforcing the maintenance of business property	20.7%	34.4%	16.5%	3.3%	1.6%	23.5%
Q25E Enforcing codes designed to protect public safety	22.6%	35.1%	13.2%	2.1%	0.7%	26.4%

2012 City of Clayton Community Survey

Q25 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q25A Enforcing the cleanup of litter and debris on private property	26.9%	43.6%	16.2%	10.7%	2.6%
Q25B Enforcing the mowing and trimming of lawns on private property	28.1%	42.4%	19.4%	7.2%	3.0%
Q25C Enforcing the maintenance of residential property	25.4%	40.1%	22.4%	9.7%	2.4%
Q25D Enforcing the maintenance of business property	27.1%	44.9%	21.5%	4.3%	2.2%
Q25E Enforcing codes designed to protect public safety	30.7%	47.6%	17.9%	2.9%	1.0%

2012 City of Clayton Community Survey

Q26 For which of the following areas do you support the City's use of financial incentives to attract and expand?

Q26 For which of the following areas do you support the City's use of financial incentives to attract and expand?

	Number	Percent
Offices/corporations	175	41.2 %
Retail	238	56.0 %
Downtown High Density/Market Rate Residential	114	26.8 %
No Response	95	22.4 %
Total	622	

Q26 For which of the following areas do you support the City's use of financial incentives to attract and expand?(Without No Response)

Q26 For which of the following areas do you support the City's use of financial incentives to attract and expand?

	Number	Percent
Offices/corporations	175	41.2 %
Retail	238	56.0 %
Downtown High Density/Market Rate Residential	114	26.8 %
Total	527	

2012 City of Clayton Community Survey

Q27 How satisfied are you with culture, dining and shopping in Clayton?

<u>Q27 How satisfied are you with culture, dining and shopping in Clayton?</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	151	35.6 %
Satisfied	199	46.9 %
Neutral	39	9.2 %
Dissatisfied	21	5.0 %
Very Dissatisfied	6	1.4 %
Don't Know	8	1.9 %
Total	424	100.0 %

Q27 How satisfied are you with culture, dining and shopping in Clayton? (Without Don't Know)

<u>Q27 How satisfied are you with culture, dining and shopping in Clayton?</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	151	36.3 %
Satisfied	199	47.8 %
Neutral	39	9.4 %
Dissatisfied	21	5.0 %
Very Dissatisfied	6	1.4 %
Total	416	100.0 %

2012 City of Clayton Community Survey

Q28 Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

Q28 Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	184	43.3 %
No	231	54.4 %
No Response	10	2.4 %
Total	425	100.0 %

Q28 Customer Service: Have you contacted the City with a question, problem, or complaint during the past year? (Without Don't Know)

Q28 Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	184	44.3 %
No	231	55.7 %
Total	415	100.0 %

2012 City of Clayton Community Survey

Q28a Which City department did you contact most recently?

Q28a Which department did you contact

ABOUT AMERON
ALDERMAN
ALDERMEN
ALDERWOMAN
ALLIED WASTE, WASTE REMOV
ANIMAL CONTROL
ARB
ARCH BOARD
ARCHITECTURE
AUTO STOCKER
BD OF ALDERMEN
BUILDING
BUILDING AND ZONING
BUILDING INSPECTOR
CITY FIN OFFICER
CITY MANAGER
CITY WORKS/STREET SWEEPIN
COMMERCIAL CODES
COMMUNITY RELATION
COURTHOUSE
COURTS
DEPT OF PUBLIC WORKS
DOES NOT MATTER WHAT DEPT
EMERG
EMERGENCY MED
FIRE DEPT
FORESTRY
GARBAGE COLLECTION
GARBAGE RECYCLING
GENERAL
HOUSING & PLANNING
HOUSING/CODE ENFORCEMENT
INSPECTION
INSPECTION
INSPECTOR OF PROPERTY
LIBRARY
MOTOR VEHICLE
NEIGHBOR PROPERTY MAINTEN
NEW RESIDENT
NON-EMERGENCY
NOT SURE
P & Z, STREETS
P&Z
PARK & REC
PARKING

2012 City of Clayton Community Survey

Q28a Which City department did you contact most recently?

Q28a Which department did you contact

PARKING
PARKING
PARKING, BUILDING PERMITS
PARKING POLICE
PARKS & REC
PARKS & REC
PARKS & REC
PARKS & REC - TAYLOR PARK
PARKS & REC, PERMIT PLAN
PARKS & RECREATION
PLANNING
PLANNING
PLANNING
PLANNING
PLANNING & DEV
PLANNING & DEVELOP
PLANNING & DEVELOPMENT
PLANNING & ZONING
PLANNING & ZONING
PLANNING, PUBLIC WORKS
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE
POLICE, CITY WORKS
POLICE FOR PARKING TICKET
POLICE PARKING
PROPERTY MAINT
PUBLIC HEALTH
PUBLIC SAFETY
PUBLIC SERVICE
PUBLIC SERVICE
PUBLIC SERVICES
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS

2012 City of Clayton Community Survey

Q28a Which City department did you contact most recently?

Q28a Which department did you contact

PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS RE LIGHTING
PUBLIC WORKS, TRASH
PUBLIC WORKS, TRASH PICKUP
PUBLIC WORKS/TRASH PICKUP
RECYCLE INFO
RECYCLING
REFUSE
REFUSE COLLECTION
REFUSE SERVICES
STREET
STREET DEPT, PUBLIC WORKS
STREETS & LANDSCAPE
STREETS, POLICE, PROP MAI
STREETS, PUBLIC WORKS
TO PICKUP MISSED TRASH
TRAFFIC
TRASH
TRASH
TRASH
TRASH
TRASH
TRASH PICKUP
TRASH PICKUP
TRASH PICKUP
TRASH/RECYCLING PICKUP
TREE SERVICES
WASTE
WASTE COLLECTION SERVICES
WASTE MANAGEMENT
WASTE/RECYCLING PICKUP
WORKS

2012 City of Clayton Community Survey

Q28b-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 Q28a.

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
28B How easy the department was to contact	41.9%	38.2%	8.1%	8.6%	2.2%	1.1%
Q28C How courteously you were treated	45.7%	32.3%	12.4%	3.8%	2.7%	3.2%
Q28D Technical competence knowledge of City employees who assisted you	39.8%	35.5%	10.2%	7.5%	3.8%	3.2%
Q28E Overall responsiveness of City employees to your request or concern	38.2%	32.8%	12.4%	7.5%	7.0%	2.2%

Q28b-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 Q28a. (Without Don't Know)

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
28B How easy the department was to contact	42.4%	38.6%	8.2%	8.7%	2.2%
Q28C How courteously you were treated	47.2%	33.3%	12.8%	3.9%	2.8%
Q28D Technical competence and knowledge of City employees who you	41.1%	36.7%	10.6%	7.8%	3.9%
Q28E Overall responsiveness of City employees to your request or concern	39.0%	33.5%	12.6%	7.7%	7.1%

2012 City of Clayton Community Survey

Q29 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q29A Quality of residential trash collection services	52.0%	32.0%	5.4%	4.7%	0.9%	4.9%
Q29B Quality of recycling collection services	51.8%	30.6%	6.4%	4.9%	1.2%	5.2%
Q29C Quality of yard waste collection	47.3%	27.5%	7.8%	4.2%	0.2%	12.9%

Q29 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q29A Quality of residential trash collection services	54.7%	33.7%	5.7%	5.0%	1.0%
Q29B Quality of recycling collection services	54.6%	32.3%	6.7%	5.2%	1.2%
Q29C Quality of yard waste collection	54.3%	31.6%	8.9%	4.9%	0.3%

2012 City of Clayton Community Survey

Q30 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q30A Ease of north/south travel	23.3%	48.2%	12.9%	7.5%	1.2%	6.8%
Q30B Ease of east/west travel	22.8%	48.2%	14.6%	6.4%	1.2%	6.8%
Q30C Ease of travel from to schools	27.8%	30.4%	12.7%	2.1%	0.2%	26.8%
Q30D Ease of travel from your home to work	37.4%	39.5%	9.2%	1.6%	0.2%	12.0%
Q30E Availability of public transportation	23.8%	25.6%	18.8%	6.4%	1.6%	23.8%
Q30F Availability of bicycle lanes	19.3%	25.6%	23.5%	9.9%	2.8%	18.8%
Q30G Availability of pedestrian walkways	29.6%	43.8%	14.4%	4.0%	1.2%	7.1%
Q30H Availability of parking in residential areas	24.9%	42.6%	15.5%	8.2%	3.8%	4.9%
Q30I Availability of parking in business district	16.0%	31.8%	23.8%	20.5%	4.0%	4.0%

2012 City of Clayton Community Survey

Q30 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=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q30A Ease of north/south travel	25.0%	51.8%	13.9%	8.1%	1.3%
Q30B Ease of east/west travel	24.5%	51.8%	15.7%	6.8%	1.3%
Q30C Ease of travel from home to schools	37.9%	41.5%	17.4%	2.9%	0.3%
Q30D Ease of travel from your home to work	42.5%	44.9%	10.4%	1.9%	0.3%
Q30E Availability of public transportation	31.2%	33.6%	24.7%	8.3%	2.2%
Q30F Availability of bicycle lanes	23.8%	31.6%	29.0%	12.2%	3.5%
Q30G Availability of pedestrian walkways	31.9%	47.1%	15.4%	4.3%	1.3%
Q30H Availability of parking in residential areas	26.2%	44.8%	16.3%	8.7%	4.0%
Q30I Availability of parking in business district	16.7%	33.1%	24.8%	21.3%	4.2%

2012 City of Clayton Community Survey

Q31A Make reductions in service levels (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup).

Q31A Make reduction in service levels (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup).

	Number	Percent
Very supportive	28	6.6 %
Supportive	47	11.1 %
Neutral	41	9.6 %
Not supportive	286	67.3 %
No response	23	5.4 %
Total	425	100.0 %

Q31A Make reductions in service levels (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup).(Without No Response)

Q31A Make reduction in service levels (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup).

	Number	Percent
Very supportive	28	7.0 %
Supportive	47	11.7 %
Neutral	41	10.2 %
Not supportive	286	71.1 %
Total	402	100.0 %

2012 City of Clayton Community Survey

Q31B Increase property tax by 12 cents (\$10 per month on a \$500,000 home)

<u>Q31B Increase property tax by 12 cents (\$10 per month on a \$500,000 home)</u>	<u>Number</u>	<u>Percent</u>
Very supportive	72	16.9 %
Supportive	119	28.0 %
Neutral	70	16.5 %
Not supportive	148	34.8 %
No response	16	3.8 %
Total	425	100.0 %

Q31B Increase property tax by 12 cents (\$10 per month on a \$500,000 home)(Without No Response)

<u>Q31B Increase property tax by 12 cents (\$10 per month on a \$500,000 home)</u>	<u>Number</u>	<u>Percent</u>
Very supportive	72	17.6 %
Supportive	119	29.1 %
Neutral	70	17.1 %
Not supportive	148	36.2 %
Total	409	100.0 %

2012 City of Clayton Community Survey

Q31C Increase sales tax by 1/2 cent

<u>Q31C Increase sales tax by 1/2 cent</u>	<u>Number</u>	<u>Percent</u>
Very supportive	80	18.8 %
Supportive	108	25.4 %
Neutral	79	18.6 %
Not supportive	143	33.6 %
<u>No response</u>	<u>15</u>	<u>3.5 %</u>
Total	425	100.0 %

Q31C Increase sales tax by 1/2 cent(Without No Response)

<u>Q31C Increase sales tax by 1/2 cent</u>	<u>Number</u>	<u>Percent</u>
Very supportive	80	19.5 %
Supportive	108	26.3 %
Neutral	79	19.3 %
<u>Not supportive</u>	<u>143</u>	<u>34.9 %</u>
Total	410	100.0 %

2012 City of Clayton Community Survey

Q31D Pay a \$15 trash bill each month (currently paid out of taxes collected)

Q31D Pay a \$15 trash bill each month (currently paid out of taxes collected)	Number	Percent
Very supportive	46	10.8 %
Supportive	77	18.1 %
Neutral	86	20.2 %
Not supportive	201	47.3 %
No response	15	3.5 %
Total	425	100.0 %

Q31D Pay a \$15 trash bill each month (currently paid out of taxes collected)(Without No Response)

Q31D Pay a \$15 trash bill each month (currently paid out of taxes collected)	Number	Percent
Very supportive	46	11.2 %
Supportive	77	18.8 %
Neutral	86	21.0 %
Not supportive	201	49.0 %
Total	410	100.0 %

Q32 Which of the four options from Question 31 above would you most prefer?

Q32 Which of the four options from Question 31 above would you most prefer?	Number	Percent
A	68	16.0 %
B	132	31.1 %
C	136	32.0 %
D	81	19.1 %
No response	36	8.5 %
Total	453	

2012 City of Clayton Community Survey

Q33 During budget discussions, if it is determined that reductions in services are necessary, please indicate your support for reduction in each of the following services using a scale from 1 to 4, where "4" indicates "increase service but cut other services" and "1" indicates "substantial reduction."

(N=425)

	Increase Service but Cut Other	No Change	Limited Reduction	Substantial Reduction	No Response
Q33A Police service	12.9%	76.5%	4.5%	1.2%	4.9%
Q33B Crime prevention	16.5%	68.2%	8.0%	1.6%	5.6%
Q33C Criminal investigations	7.8%	73.9%	11.1%	0.9%	6.4%
Q33D Response to fire emergencies	9.9%	80.5%	2.8%	1.2%	5.6%
Q33E Advanced emergency medical services	10.1%	76.5%	7.1%	0.7%	5.6%
Q33F Park maintenance	3.5%	53.9%	33.4%	2.4%	6.8%
Q33G Availability of recreations programs and facilities	4.0%	38.8%	42.8%	7.8%	6.6%
Q33H Leaf collection	1.9%	51.8%	39.1%	2.4%	4.9%
Q33I Street sweeping	1.9%	34.4%	48.7%	9.9%	5.2%
Q33J Landscaping of parkways and public streets	1.6%	40.2%	46.4%	6.1%	5.6%
Q33K City street maintenance	8.2%	69.6%	15.5%	0.5%	6.1%
Q33L Traffic and congestion management	7.1%	45.6%	35.5%	4.7%	7.1%
Q33M Maintenance of city buildings	1.4%	55.8%	32.7%	3.3%	6.8%
Q33N Enforcement of private property building and property maintenance codes	5.4%	44.7%	37.9%	6.4%	5.6%
Q33O Frequency and quality of communication from the City	1.6%	29.2%	51.5%	12.7%	4.9%

2012 City of Clayton Community Survey

Q33 During budget discussions, if it is determined that reductions in services are necessary, please indicate your support for reduction in each of the following services using a scale from 1 to 4, where "4" indicates "increase service but cut other services" and "1" indicates "substantial reduction."(Without no Response)

(N=425)

	Increase Service but Cut Other	No Change	Limited Reduction	Substantial Reduction
Q33A Police service	13.6%	80.4%	4.7%	1.2%
Q33B Crime prevention	17.5%	72.3%	8.5%	1.7%
Q33C Criminal investigations	8.3%	78.9%	11.8%	1.0%
Q33D Response to fire emergencies	10.5%	85.3%	3.0%	1.2%
Q33E Advanced emergency medical services	10.7%	81.0%	7.5%	0.7%
Q33F Park maintenance	3.8%	57.8%	35.9%	2.5%
Q33G Availability of recreations programs and facilities	4.3%	41.6%	45.8%	8.3%
Q33H Leaf collection	2.0%	54.5%	41.1%	2.5%
Q33I Street sweeping	2.0%	36.2%	51.4%	10.4%
Q33J Landscaping of parkways and public streets	1.7%	42.6%	49.1%	6.5%
Q33K City street maintenance	8.8%	74.2%	16.5%	0.5%
Q33L Traffic and congestion management	7.6%	49.1%	38.2%	5.1%
Q33M Maintenance of city buildings	1.5%	59.8%	35.1%	3.5%
Q33N Enforcement of private property building and property maintenance codes	5.7%	47.4%	40.1%	6.7%
Q33O Frequency and quality of communication from the City	1.7%	30.7%	54.2%	13.4%

2012 City of Clayton Community Survey

Q34 Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Clayton?

(N=425)

	Very Important	Somewhat Important	Not Sure	Unimportant	No Response
Q34A Sense of community	42.6%	42.4%	5.2%	5.2%	4.7%
Q34B Quality of public schools	76.2%	10.6%	0.7%	10.1%	2.4%
Q34C Employment opportunities	15.8%	26.8%	12.0%	42.1%	3.3%
Q34D Types of housing	52.7%	34.6%	5.9%	4.0%	2.8%
Q34E Quality of housing	70.6%	22.4%	2.1%	2.1%	2.8%
Q34F Access to quality shopping	26.6%	41.4%	8.2%	20.9%	2.8%
Q34G Availability of parks and recreation opportunities	40.9%	43.1%	6.6%	5.9%	3.5%
Q34H Proximity to family or friends	27.3%	35.8%	5.9%	28.2%	2.8%
Q34I Safety and security	80.7%	14.8%	1.2%	1.2%	2.1%
Q34J Central location	79.5%	16.5%	0.7%	0.9%	2.4%
Q34K Accessibility	63.1%	23.5%	4.2%	6.4%	2.8%

2012 City of Clayton Community Survey

Q34 Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Clayton? (Without No Response)

(N=425)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q34A Sense of community	44.7%	44.4%	5.4%	5.4%
Q34B Quality of public schools	78.1%	10.8%	0.7%	10.4%
Q34C Employment opportunities	16.3%	27.7%	12.4%	43.6%
Q34D Types of housing	54.2%	35.6%	6.1%	4.1%
Q34E Quality of housing	72.6%	23.0%	2.2%	2.2%
Q34F Access to quality shopping	27.4%	42.6%	8.5%	21.5%
Q34G Availability of parks and recreation opportunities	42.4%	44.6%	6.8%	6.1%
Q34H Proximity to family or friends	28.1%	36.8%	6.1%	29.1%
Q34I Safety and security	82.5%	15.1%	1.2%	1.2%
Q34J Central location	81.4%	16.9%	0.7%	1.0%
Q34K Accessibility	64.9%	24.2%	4.4%	6.5%

2012 City of Clayton Community Survey

Q35 Approximately, how many years have you lived in the City of Clayton?

Q35 Approximately, how many years have you lived in the City of Clayton

	Number	Percent
Less than 5 years	86	20.2 %
5-10 years	78	18.4 %
11-20 years	110	25.9 %
More than 20 years	147	34.6 %
No response	4	0.9 %
Total	425	100.0 %

Q35 Approximately, how many years have you lived in the City of Clayton? (Without No Response)

Q35 Approximately, how many years have you lived in the City of Clayton

	Number	Percent
Less than 5 years	86	20.4 %
5-10 years	78	18.5 %
11-20 years	110	26.1 %
More than 20 years	147	34.9 %
Total	421	100.0 %

2012 City of Clayton Community Survey

Q36 If you lived in Clayton for less than 10 years, from where did you move?

Q36 From where did you move/City	Number	Percent
AFFTON	1	0.7 %
ATLANTA	2	1.3 %
AVISTON	1	0.7 %
BANGKOK THAILAND	1	0.7 %
BEDMINSTER	1	0.7 %
BERKELEY	1	0.7 %
BRENTWOOD	1	0.7 %
CAPE GIRARDEAU	1	0.7 %
CHESTERFIELD	7	4.7 %
CHICAGO	2	1.3 %
CHICAGO SUBURBS	1	0.7 %
CITY OF ST LOUIS	1	0.7 %
COLOGNE GERMANY	1	0.7 %
COLUMBIA	1	0.7 %
COLUMBUS	1	0.7 %
CRESCENT CITY	1	0.7 %
CREVE COEUR	11	7.3 %
CRYSTAL LAKE PARK	1	0.7 %
DENVER	1	0.7 %
DES PERES	3	2.0 %
EDINBURGH SCOTLAND UK	1	0.7 %
EVANSTON	1	0.7 %
FLORISSANT	1	0.7 %
FRONTENAC	3	2.0 %
IMPERIAL	1	0.7 %
ITHACA	1	0.7 %
JUPITER	1	0.7 %
LABADIE	1	0.7 %
LADUE	9	6.0 %
LAKE JACKSON	1	0.7 %
LEXINGTON	1	0.7 %
LINCOLN	1	0.7 %
LINWOOD	1	0.7 %
LOS ALAMITOS	1	0.7 %
MANASSAS	1	0.7 %
MANCHESTER	1	0.7 %
MIAMI	1	0.7 %
MIDLOTHIAN	1	0.7 %
NEW ORLEANS	1	0.7 %
NEW YORK	4	2.7 %
NEW ZEALAND	1	0.7 %
NIJMEYEN HOLLAND	1	0.7 %
NOWATA	1	0.7 %
OLIVETTE	1	0.7 %
OUTSIDE THE US	1	0.7 %
POTOMAC	1	0.7 %

2012 City of Clayton Community Survey

Q36 If you lived in Clayton for less than 10 years, from where did you move?

<u>Q36 From where did you move/City</u>	<u>Number</u>	<u>Percent</u>
RICHMOND HEIGHTS	5	3.3 %
RICHMOND HTS	1	0.7 %
ST CHARLES	1	0.7 %
ST JAMES	1	0.7 %
ST LOUIS	11	7.3 %
ST LOUIS CITY	5	3.3 %
ST LOUIS CITY & MAPLEWOOD	1	0.7 %
ST LOUIS CO	1	0.7 %
ST LOUIS RICHMOND HEIGHTS	1	0.7 %
ST PETERSBURG	1	0.7 %
STAMFORD	1	0.7 %
SYDNEY AUSTRALIA	1	0.7 %
TOLEDO	1	0.7 %
TOPEKA	1	0.7 %
TOWN & CO	1	0.7 %
TOWN & COUNTRY	4	2.7 %
U CITY	4	2.7 %
UNINCORPORATED STL COUNTY	1	0.7 %
UNIV CITY	1	0.7 %
UNIVERSITY CITY	14	9.3 %
VALLEY PARK	1	0.7 %
WARSON WOODS	1	0.7 %
WASHINGTON	1	0.7 %
WEBSTER GROVES	1	0.7 %
WEST LAFAYETTE	1	0.7 %
WESTFIELD	1	0.7 %
WESTON	1	0.7 %
WESTWOOD VILLAGE	1	0.7 %
WICHITA	1	0.7 %
WILDWOOD	4	2.7 %
WINSTON-SALEM	1	0.7 %
Total	150	100.0 %

2012 City of Clayton Community Survey

Q36 If you lived in Clayton for less than 10 years, from where did you move?

<u>Q36-From where did you move/State</u>	<u>Number</u>	<u>Percent</u>
CA	6	4.1 %
CO	1	0.7 %
CT	2	1.4 %
DC	1	0.7 %
FL	4	2.8 %
GA	2	1.4 %
IL	5	3.4 %
IN	1	0.7 %
KS	2	1.4 %
KY	1	0.7 %
LA	1	0.7 %
MD	1	0.7 %
MO	102	70.3 %
NC	1	0.7 %
NE	1	0.7 %
NJ	3	2.1 %
NY	5	3.4 %
OH	2	1.4 %
OK	1	0.7 %
TX	1	0.7 %
VA	2	1.4 %
Total	145	100.0 %

2012 City of Clayton Community Survey

Q37 In what kind of home do you live?

<u>Q37 In what kind of home do you live</u>	<u>Number</u>	<u>Percent</u>
Apartment	38	8.9 %
Condominium	83	19.5 %
Single family home	275	64.7 %
Townhouse	16	3.8 %
Other	10	2.4 %
No response	3	0.7 %
Total	425	100.0 %

Q37 In what kind of home do you live? (Without No Response)

<u>Q37 In what kind of home do you live</u>	<u>Number</u>	<u>Percent</u>
Apartment	38	9.0 %
Condominium	83	19.7 %
Single family home	275	65.2 %
Townhouse	16	3.8 %
Other	10	2.4 %
Total	422	100.0 %

2012 City of Clayton Community Survey

Q37 Other

Q37 Other

2 FAMILY

2 FAMILY OWNER OCCUPIED

4 TOWNHOMES 2 SIDE X SIDE

CONVERTED 2-FAMILY

DOUBLE HOME

DUPLEX

DUPLEX

OWN 2 FAMILY

OWNER OCCUPY 2 FAMILY

2012 City of Clayton Community Survey

Q38 What is your age?

<u>Q38 What is your age</u>	<u>Number</u>	<u>Percent</u>
25 to 34	51	12.0 %
35 to 44	71	16.7 %
45 to 54	128	30.1 %
55 to 64	101	23.8 %
65+	74	17.4 %
Total	425	100.0 %

Q39 How many in your household counting yourself are?

	<u>Mean</u>	<u>Sum</u>
number	2.7	1137
Q39 Under age 5	0.1	51
Q39 Ages 5-9	0.2	65
Q39 Ages 10-14	0.2	86
Q39 Ages 15-19	0.3	109
Q39 Ages 20-24	0.1	61
Q39 Ages 25-34	0.2	80
Q39 Ages 35-44	0.3	123
Q39 Ages 45-54	0.4	165
Q39 Ages 55-64	0.6	241
Q39 Ages 65-74	0.3	118
Q39 Ages 75+	0.1	38

2012 City of Clayton Community Survey

Q40 Do you own a dog?

<u>Q40 Do you own a dog</u>	<u>Number</u>	<u>Percent</u>
Yes	153	36.0 %
No	219	51.5 %
No response	53	12.5 %
Total	425	100.0 %

Q40 Do you own a dog? (Without No Response)

<u>Q40 Do you own a dog</u>	<u>Number</u>	<u>Percent</u>
Yes	153	41.1 %
No	219	58.9 %
Total	372	100.0 %

Q41 Would you say your total annual household income is?

<u>Q41 Would you say your total household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	12	2.8 %
\$30,000 to \$59,999	32	7.5 %
\$60,000 to \$99,999	45	10.6 %
\$100,000 to \$149,999	69	16.2 %
\$150,000 to \$199,999	45	10.6 %
Over \$200,000	164	38.6 %
No response	58	13.6 %
Total	425	100.0 %

Q41 Would you say your total annual household income is?(Without No Response)

<u>Q41 Would you say your total household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	12	3.3 %
\$30,000 to \$59,999	32	8.7 %
\$60,000 to \$99,999	45	12.3 %
\$100,000 to \$149,999	69	18.8 %
\$150,000 to \$199,999	45	12.3 %
Over \$200,000	164	44.7 %
Total	367	100.0 %

2012 City of Clayton Community Survey

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

Q42 Which of the following best describes your race/ethnicity?	Number	Percent
White/Caucasian	365	85.9 %
African American/Black	27	6.4 %
Hispanic/Latino/Spanish	10	2.4 %
Native American/Eskimo	1	0.2 %
Asian/Pacific Islander	28	6.6 %
Other	3	0.7 %
Total	434	

Q42 Which of the following best describes your race/ethnicity?(Without No Response)

Q42 Which of the following best describes your race/ethnicity?	Number	Percent
White/Caucasian	365	85.9 %
African American/Black	27	6.4 %
Hispanic/Latino/Spanish	10	2.4 %
Native American/Eskimo	1	0.2 %
Asian/Pacific Islander	28	6.6 %
Other	3	0.7 %
Total	434	

Q42 Other

Q42 Other
MIDDLE EASTERN

2012 City of Clayton Community Survey

Q43 Your Gender

<u>Q43 Gender</u>	<u>Number</u>	<u>Percent</u>
Male	202	47.5 %
Female	223	52.5 %
Total	425	100.0 %

Clayton 2012 Funding Alternatives Assessment Survey

1A. Would you rather have the City raise property taxes by approximately \$10 per month on a home valued at \$500,000 OR have the City reduce spending on City services?

<u>Q1a. Have City raise property taxes or have City reduce spending on City services</u>	<u>Number</u>	<u>Percent</u>
Raise property taxes by \$10 per month on a home valued at \$500K	169	54.3 %
Cut spending on City services	118	37.9 %
Don't know	24	7.7 %
Total	311	100.0 %

Q1B. Would you rather have the City raise the sales tax rate by 1/2 cent OR have the City reduce spending on City services?

<u>Q1b. Have City raise sales tax rate by 1/2 cent or have City reduce spending on City services</u>	<u>Number</u>	<u>Percent</u>
Raise sales tax rate by 1/2 cent	169	54.3 %
Cut spending on City services	117	37.6 %
Don't know	25	8.0 %
Total	311	100.0 %

Q1C. Would you rather pay a \$15 trash bill each month (currently paid out of taxes collected) OR have the City reduce spending on City services?

<u>Q1c. Pay a \$15 trash bill each month or have City reduce spending on City services</u>	<u>Number</u>	<u>Percent</u>
Pay a \$15 trash bill each month	114	36.7 %
Cut spending on City services	158	50.8 %
Don't know	39	12.5 %
Total	311	100.0 %

Clayton 2012 Funding Alternatives Assessment Survey

Q2. Are you registered to vote in the City of Clayton?

<u>Q2. Are you registered to vote</u>	<u>Number</u>	<u>Percent</u>
Yes	311	100.0 %
Total	311	100.0 %

Q3. Approximately, how many years have you lived in the City of Clayton?

<u>Q3. How many years have you lived in Clayton</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	21	6.8 %
5-10 years	60	19.3 %
11-20 years	126	40.5 %
20+ years	104	33.4 %
Total	311	100.0 %

Section 6:
Survey Instrument



City of Clayton

10 N. Bemiston • Clayton, Missouri 63105 • 314-727-8100 • FAX 314-863-0295

February 2012

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. 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



2012 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] _____ (3) Don't know [go to Q8]

7a. If "yes", did you report all of these crimes to the police?
 _____ (1) Yes _____ (2) No _____ (3) 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] _____ (3) Don't know [go to Q9]

8a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (5) 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] _____ (3) Don't know [go to Q10]

9a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (5) 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] _____ (3) Don't know [go to Q11]

10a. If "yes", how would you rate the contact?
 _____ (1) Excellent _____ (2) Good _____ (3) Fair _____ (4) Poor _____ (5) 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 _____ (3) 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. 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

19. Please choose three of the priorities in Question 18 that are of highest priority for you and your family. [Write in the letters below from the list in Question 18 above.]

_____ 1st _____ 2nd _____ 3rd

20. Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 18?

_____ (1) Yes _____ (2) No _____ (3) Don't know

21. 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

22. 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 _____ |

23. 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

24. 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
E.	The quality of the City's website	5	4	3	2	1	9
F.	The content of the City's newsletter	5	4	3	2	1	9
G.	How well the City's communications meet your needs	5	4	3	2	1	9

25. 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

26. For which of the following areas do you support the City's use of financial incentives to attract and expand?
 _____ (1) Offices/corporations _____ (2) Retail _____ (3) Downtown High Density/Market Rate Residential

27. 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

28. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?
 _____ (1) Yes [go to Q28a-e] _____ (2) No [go to Q29]

28a. Which City department did you contact most recently? _____

28b-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 Q28a.

<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

29. 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	5	4	3	2	1	9

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."

Transportation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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. The City's 3-year budget projections show a recurring operating deficit of over \$1 million annually. Though our reserves and budget approaches so far have limited the impact on services, we expect to be faced with a choice of reducing services or increasing revenue through other means. Assuming that we have thoroughly worked to improve efficiency and ensure lowest cost for the current service levels, what is your level of support for each of the following options?

A. Make reductions in service levels (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup).

___ (1) Very supportive ___ (2) Supportive ___ (3) Neutral ___ (4) Not supportive

B. Increase property tax by 12 cents (\$10 per month on a \$500,000 home)

___ (1) Very supportive ___ (2) Supportive ___ (3) Neutral ___ (4) Not supportive

C. Increase sales tax by 1/2 cent

___ (1) Very supportive ___ (2) Supportive ___ (3) Neutral ___ (4) Not supportive

D. Pay a \$15 trash bill each month (currently paid out of taxes collected)

___ (1) Very supportive ___ (2) Supportive ___ (3) Neutral ___ (4) Not supportive

32. Which of the four options from Question 31 above would you most prefer? Please select just one.

___ (1) A ___ (2) B ___ (3) C ___ (4) D

33. During budget discussions, if it is determined that reductions in services are necessary, please indicate your support for reduction in each of the following services. Using a scale from 1 to 4, where "4" indicates "increase service but cut other services" and "1" indicates "substantial reduction."

Services		Increase Service but Cut Other Services	No Change	Limited Reduction	Substantial Reduction
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 and property maintenance codes	4	3	2	1
O.	Frequency and quality of communication from the City	4	3	2	1

34. Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Clayton?

<i>Reasons to Live in Clayton</i>		<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not sure</i>	<i>Unimportant</i>
A.	Sense of community	4	3	2	1
B.	Quality of public schools	4	3	2	1
C.	Employment opportunities	4	3	2	1
D.	Types of housing	4	3	2	1
E.	Quality of housing	4	3	2	1
F.	Access to quality shopping	4	3	2	1
G.	Availability of parks and recreation opportunities	4	3	2	1
H.	Proximity to family or friends	4	3	2	1
I.	Safety and security	4	3	2	1
J.	Central location	4	3	2	1
K.	Accessibility	4	3	2	1

DEMOGRAPHICS

35. 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

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

City _____, State _____

37. In what kind of home do you live?

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

38. 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+

39. 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+ ___

40. Do you own a dog?

Yes ___ No ___

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 sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.