

2011 DirectionFinder® Survey

DRAFT Report



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

by
ETC Institute

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May, 2011

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DirectionFinder® Survey

Executive Summary

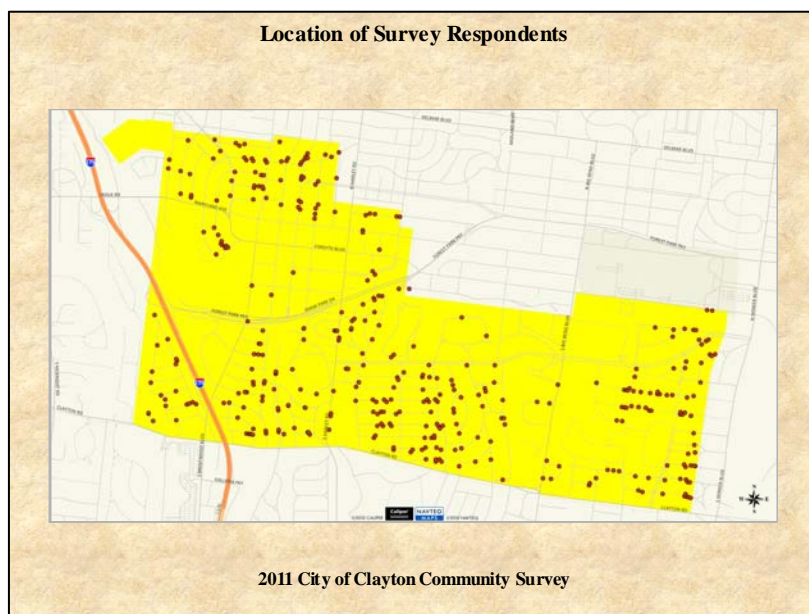
Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri, for the third time during March and April of 2011. 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, and the second in 2010.

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, 412 completed it. The results for the random sample of 412 households have a 95% level of confidence with a precision of at least +/-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:

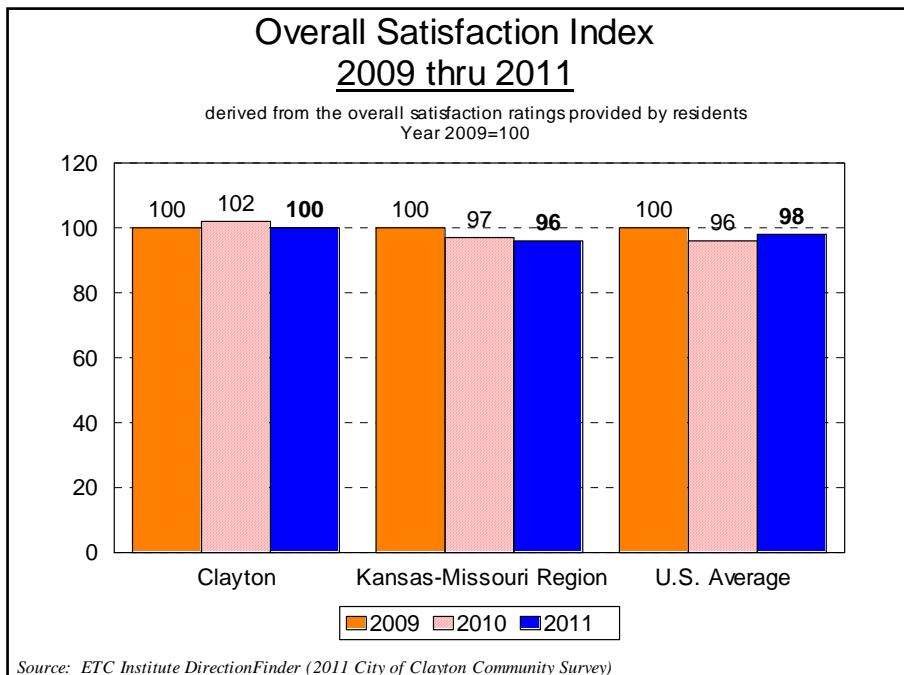
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey
- benchmarking data that shows how the results for Clayton compare to other cities and the nation

- 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 Trends are not addressed in this year’s Executive Summary because there were few significant changes from last year (above or below the 4.7% margin of error). Clayton has set an unprecedented seventeen high benchmarks for the Kansas-Missouri Region over the last three years and far exceeds most national benchmark categories. With such an extraordinary ranking overall, Trend changes here are informative, but not significant.

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, increasing in 2010 to 102 and is at 100 in 2011. It shows that Clayton outperformed other communities across the United States and in the Kansas-Missouri Region during the past three years.



- **Residents were generally very satisfied with City services.** 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 the quality of public safety services; 92% were satisfied with the quality of parks and recreation programs and facilities, and 88% were satisfied with the maintenance of City buildings and facilities.
- **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.
- **Perceptions of the City.** Ninety-six percent (96%) of the residents surveyed *who had an opinion* indicated that they felt the quality of life in Clayton was “excellent” or “good”; 94% felt the feeling of safety in the City was “excellent” or “good”, 93% felt the image of the City was “excellent” or “good”, and 92% felt the overall quality of City services “excellent” or “good”.
- **Public Safety.** Ninety-two percent (92%) 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-one percent (91%) of those surveyed were satisfied with the quality of Clayton EMS. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the visibility of police in retail areas, and the City’s municipal court.
- **City Maintenance/Public Works.** Ninety-one percent (91%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall cleanliness of streets and public areas. Ninety percent (90%) of those surveyed were satisfied with the snow removal on major city streets. Eighty-eight percent (88%) were satisfied with the maintenance of street signs and traffic signals.
- **Sewer/Water Utilities and Stormwater Management Services.** Ninety percent (90%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the clarity and taste of tap water in their homes; 86% of those surveyed were satisfied with the water pressure in their home, and 80% were satisfied with the adequacy of the water system. Residents were least satisfied with the drainage of rain water off properties next door (59%).
- **Parks and Recreation.** Ninety-two percent (92%) 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; 86% of those surveyed were satisfied with how close neighborhood parks were to their homes, and 84% of those surveyed were satisfied with City special events and festivals.
- **The priority for Parks and Recreation Initiatives** Of eleven possible initiatives, the one chosen well above the others as most important was; 1) the feeling of safety in City parks. **Fifty-six percent (56%) of all respondents were willing to use tax revenue to fund the top projects; 20% were not willing and 24% did not know.**

- **City Communication** Eighty-two percent (82%) 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; 75% were satisfied with the City's efforts to keep residents informed, and 75% were satisfied with the content of the City's newsletter. Residents were least satisfied with the quality of programming on the City's cable TV channel (41%).
- **Codes and Ordinances** Seventy-four percent (74%) 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; 71% were satisfied with the maintenance of business property, and 69% were satisfied with mowing & trimming of lawns on private property. Residents were least satisfied 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 (84%), and with travel from home to school (81%). Residents were least satisfied with the availability of parking in the business district (47%).
- **Transportation** Regarding transportation, residents were most satisfied with the ease of travel from home to work (84%), and home to school (81%).
- **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. The top choice was C – 34%, with B being second - 28%, D being third – 22%, and A being last – 16%.

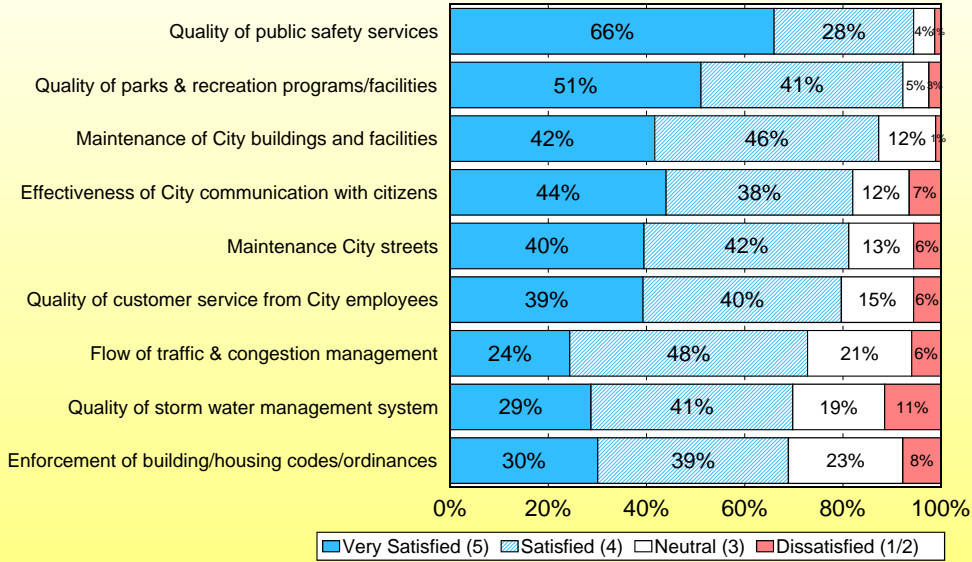
Other Findings.

- 91% of residents found the condition of streets and roads Clayton to be good or mostly good.
- 52% of those surveyed had an emergency plan for their household.
- Residents were asked about the importance of various issues to their decision to live in Clayton. Only one of the categories changed in a significant way; residents found accessibility to other areas significantly less important than in 2010.
- Regarding trash service, residents were most satisfied with residential trash collection services (84%) and recycling services (83%).

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

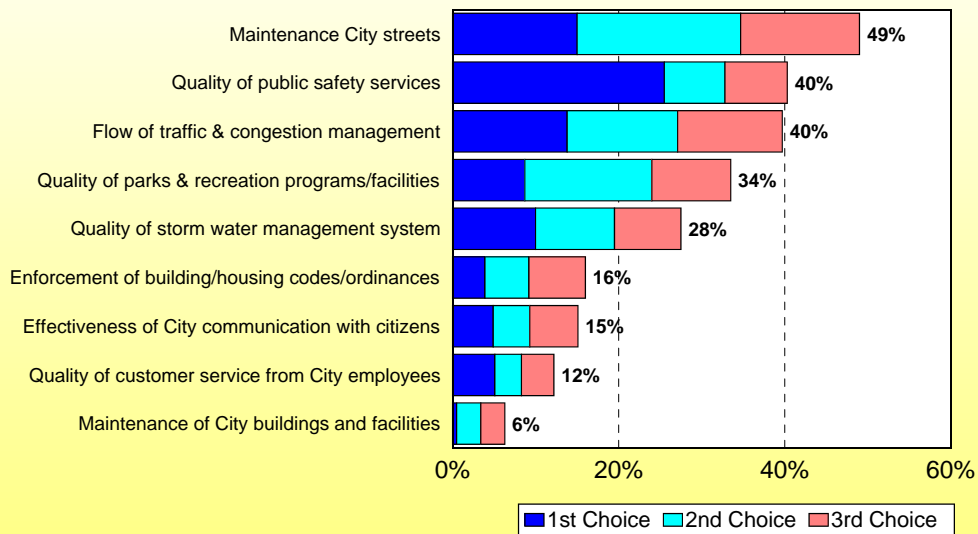
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

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

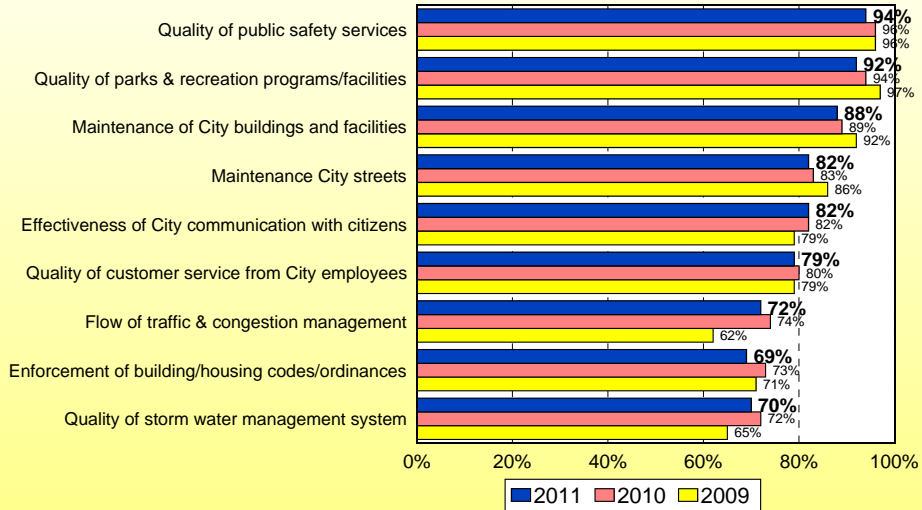
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Overall Satisfaction With City Services by Major Category - 2009, 2010, 2011

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

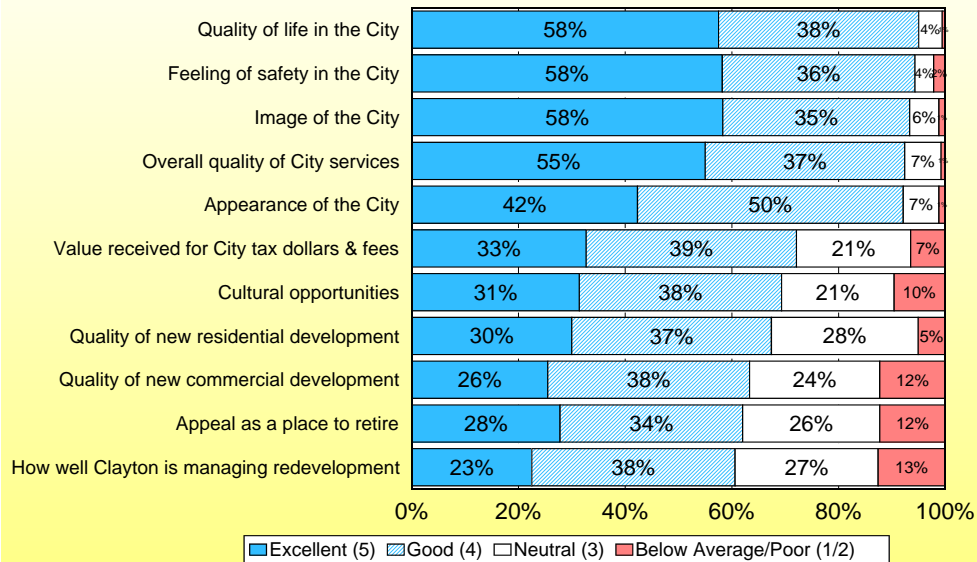


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q3. Overall Perceptions of Clayton

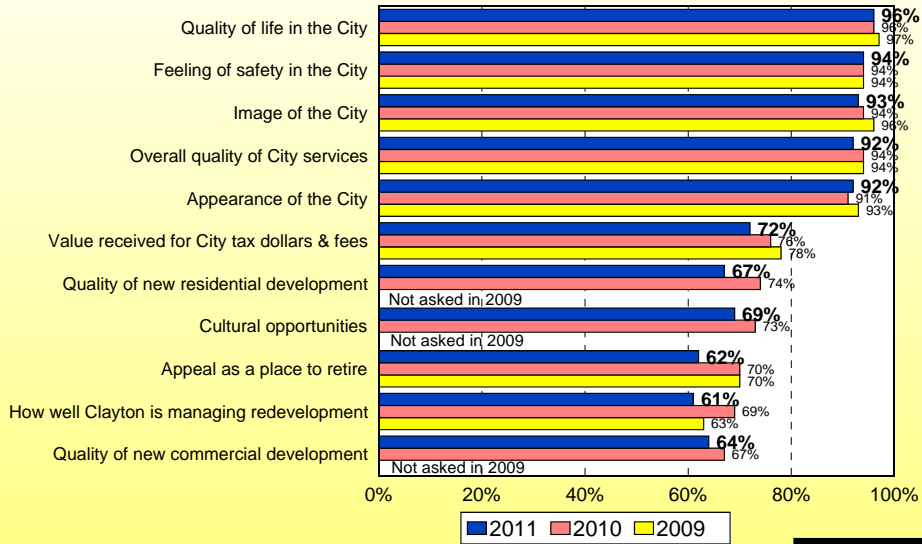
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Overall Perceptions of Clayton - 2009, 2010, 2011

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

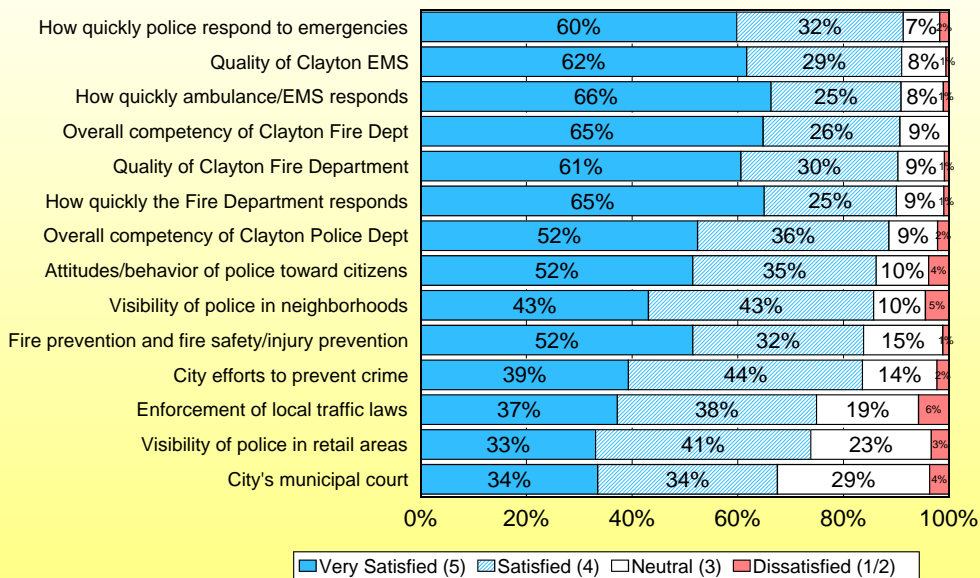


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q4. Satisfaction with Public Safety in Clayton

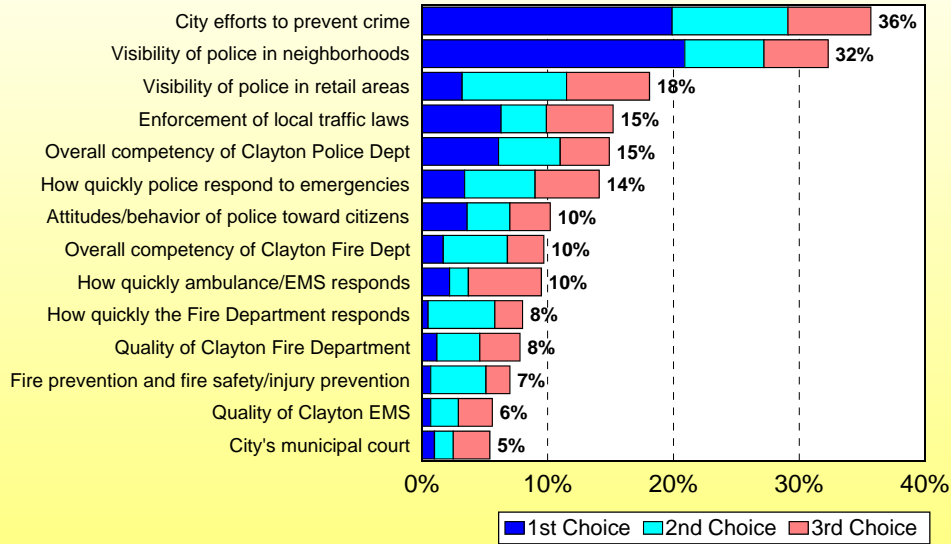
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

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

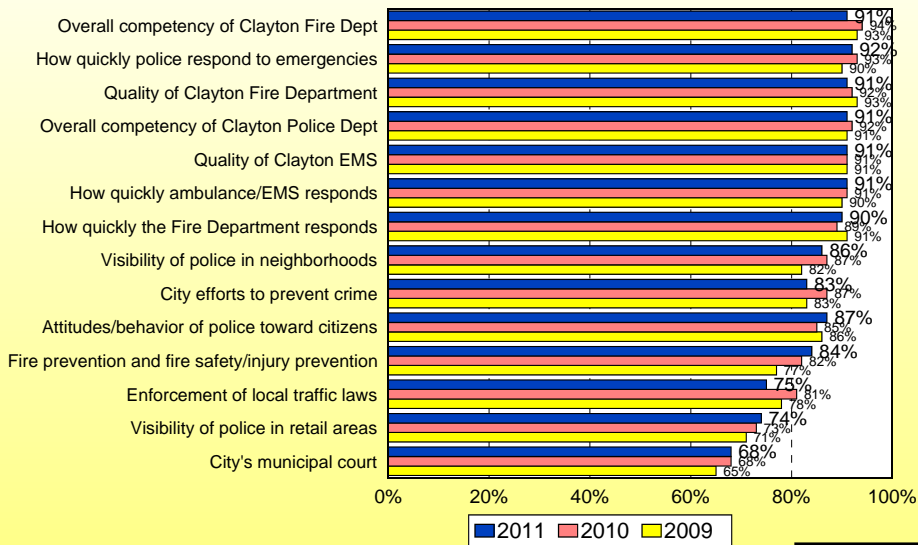
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Public Safety in Clayton - 2009, 2010, 2011

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

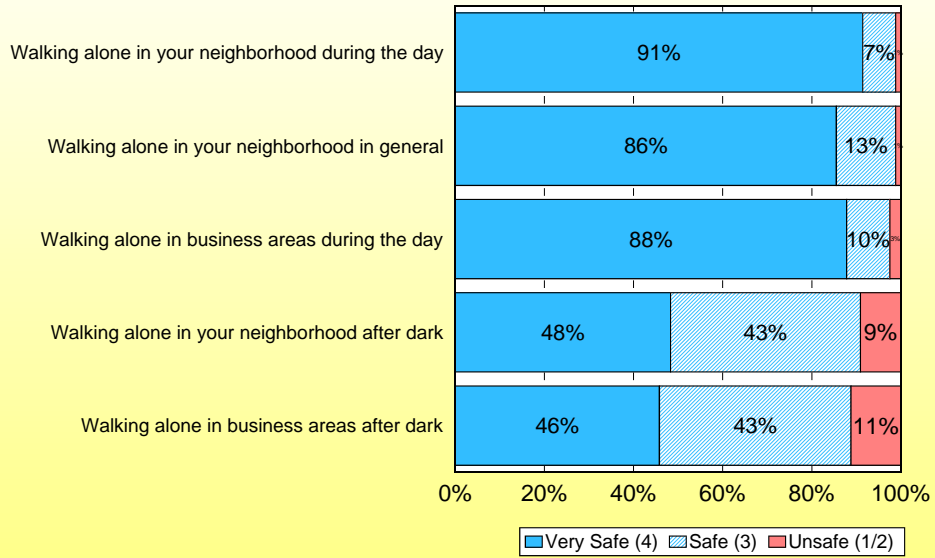


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q6. How Safe Do You Feel...

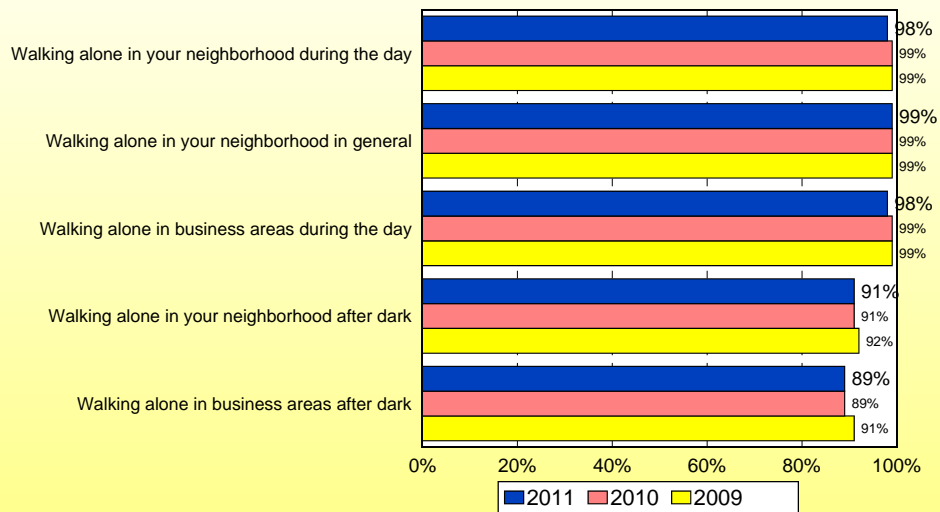
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

How Safe Do You Feel in Clayton - 2009, 2010, 2011

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



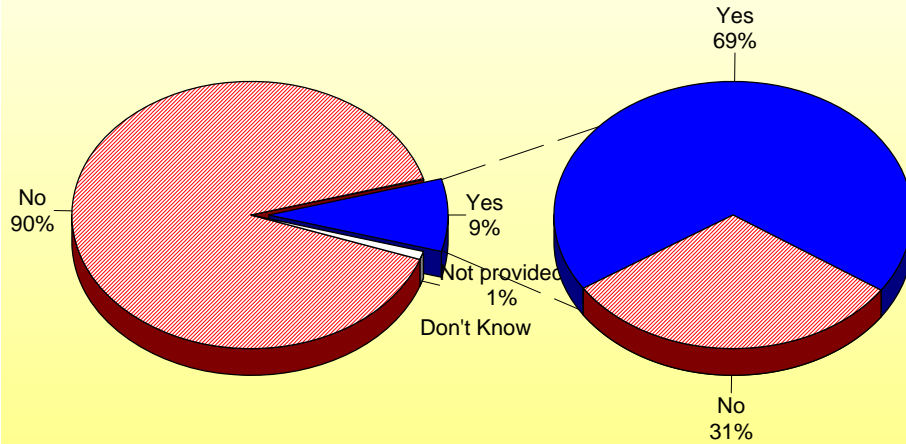
Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

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?

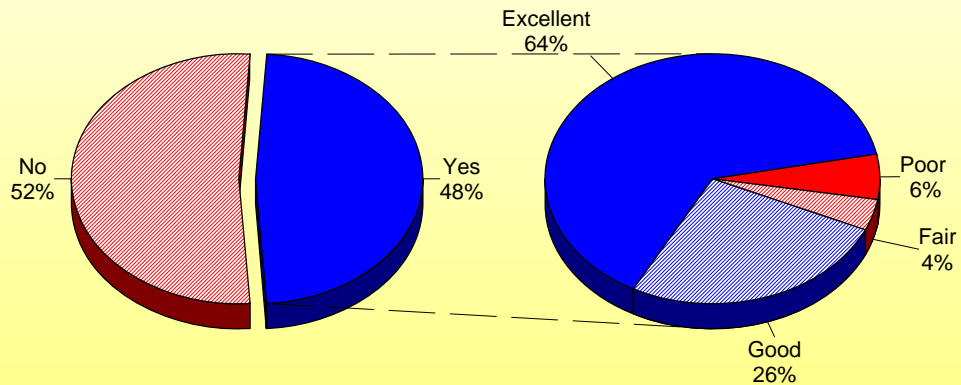


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

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?

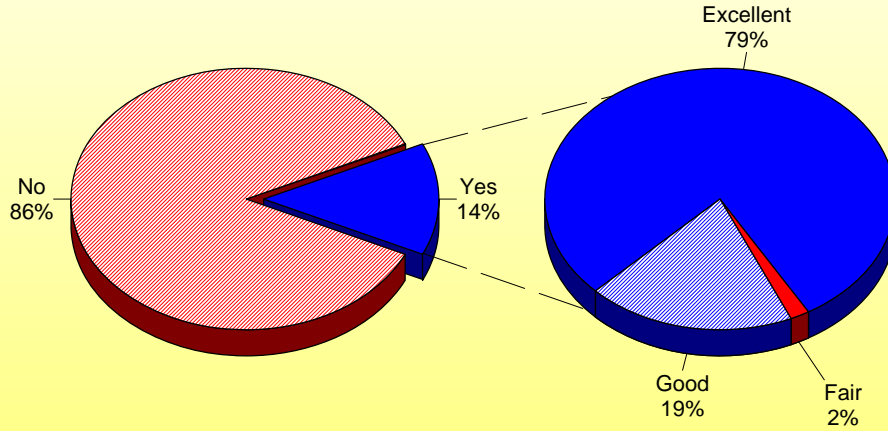


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

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?

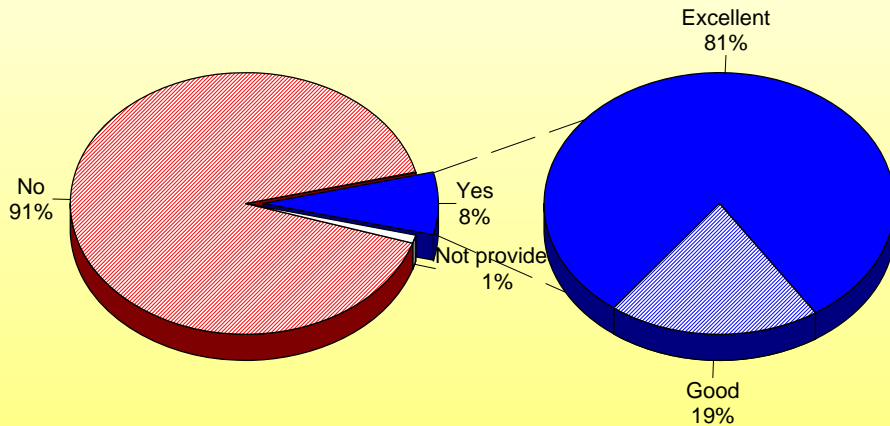


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

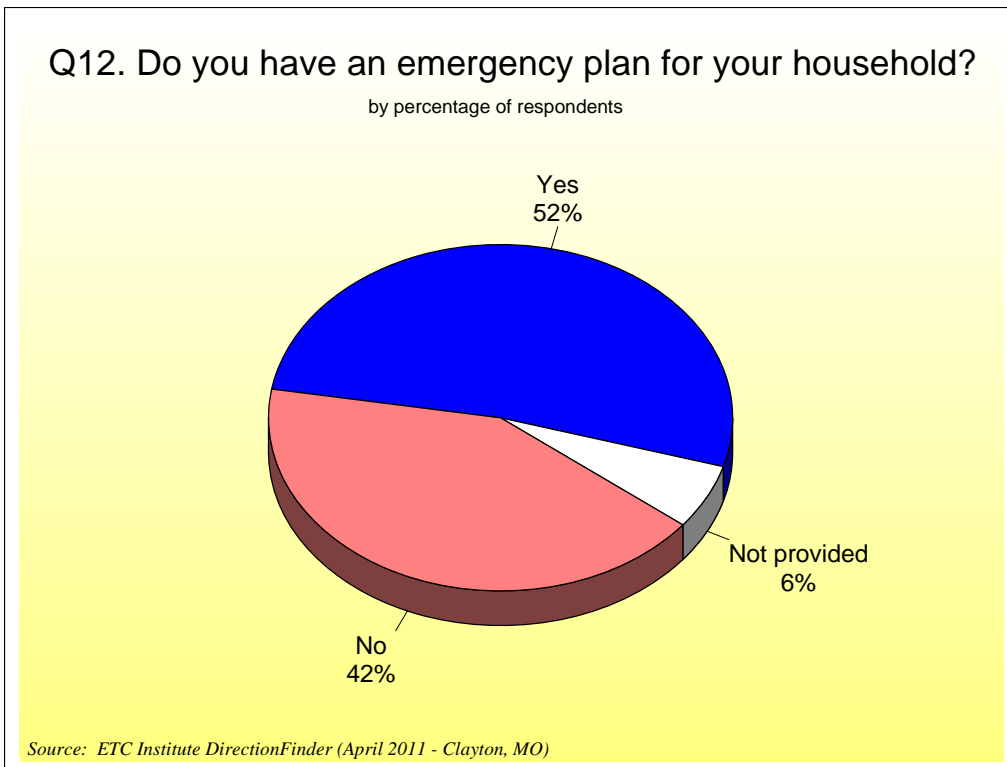
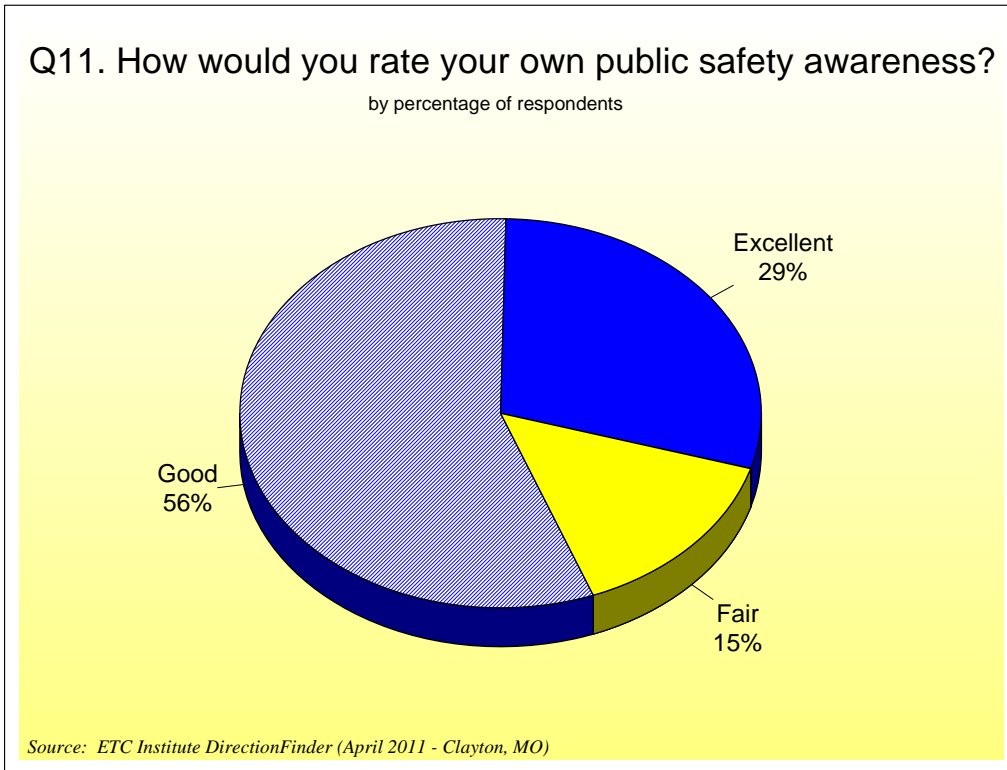
Q10. During the past twelve months, have you had ANY contact with the ambulance/emergency medical services in Clayton?

by percentage of respondents

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

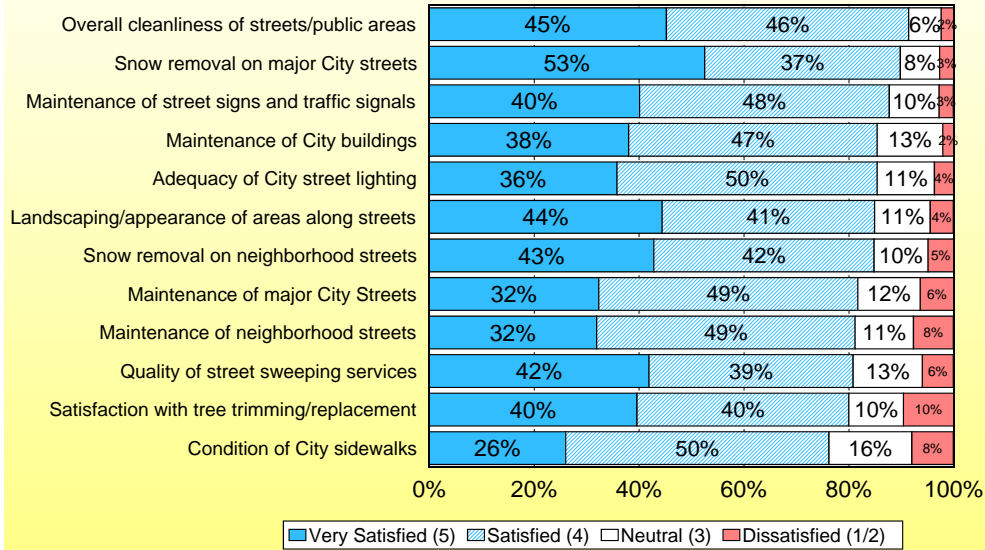


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)



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

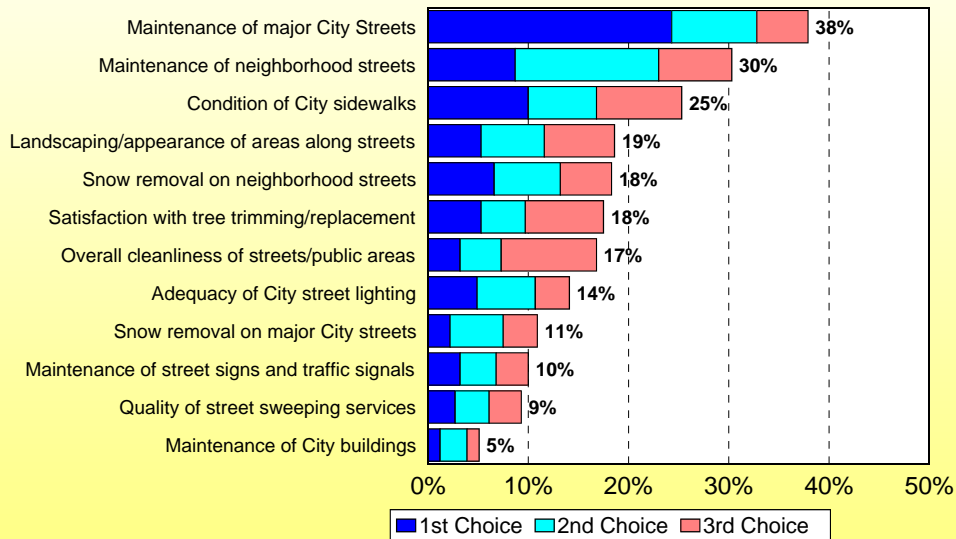
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q14. Maintenance and Public Works Issues That Should Receive the Most Emphasis Over the Next Two Years

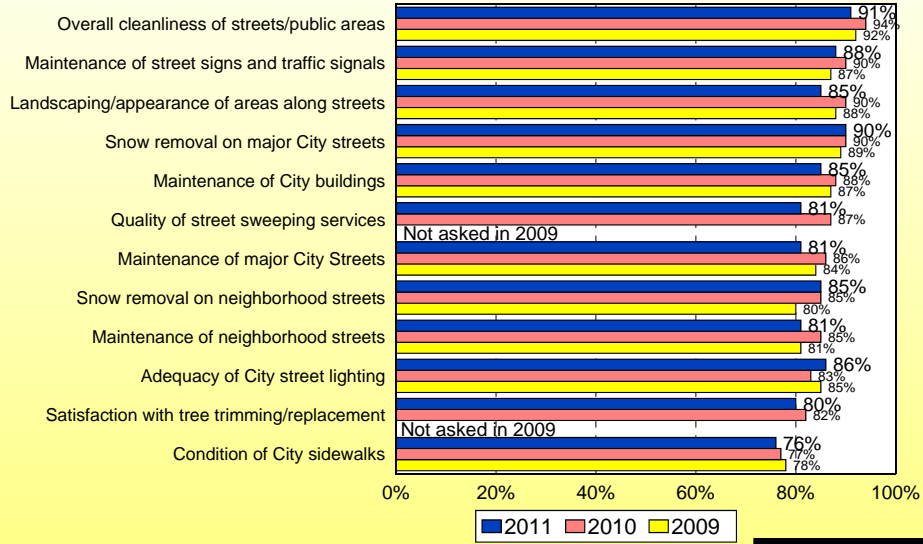
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Maintenance and Public Works in the City of Clayton - 2009, 2010, 2011

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

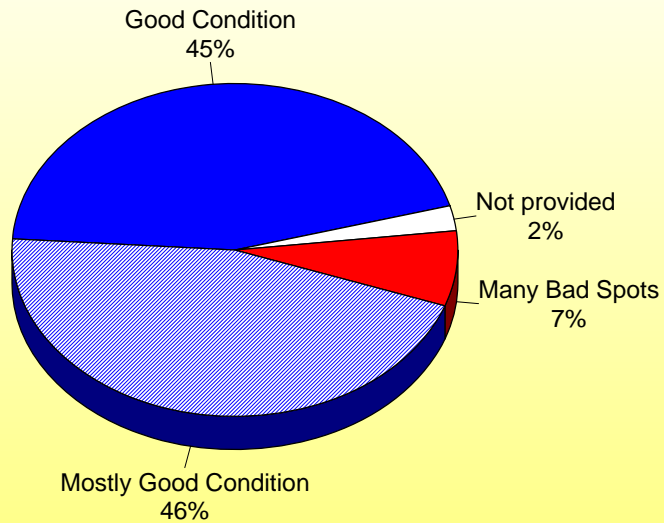


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q15. Ratings of Neighborhood Street and Road Conditions

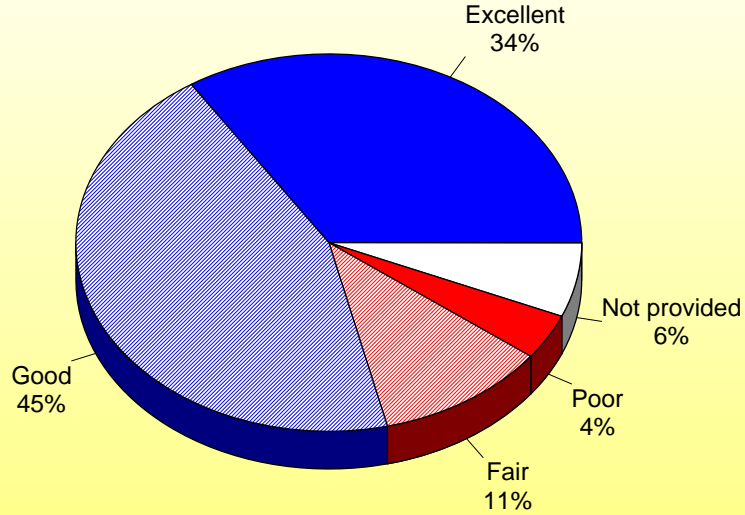
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q16. Ratings of Neighborhood Street Sweeping Services

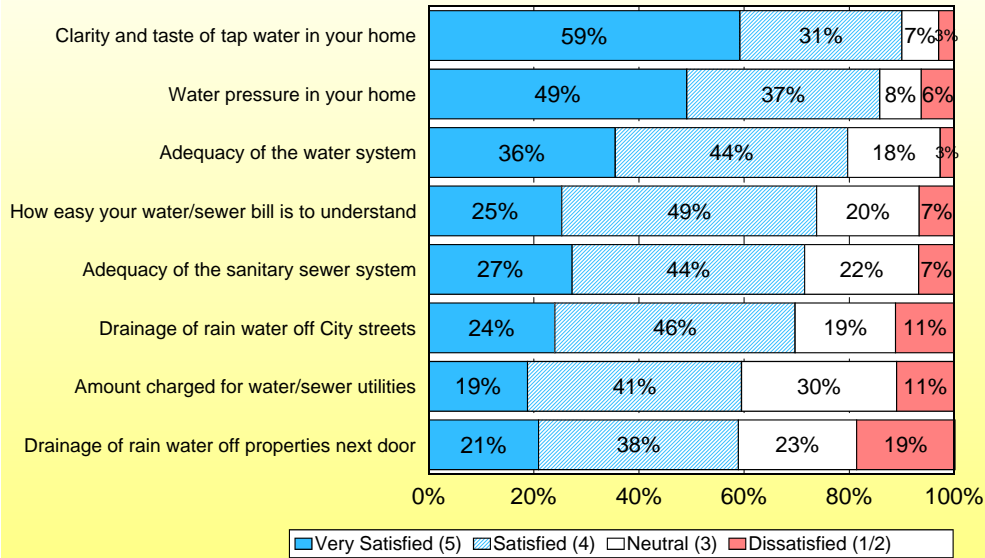
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q17. Satisfaction with Sewer/Water Utilities and Storm Water Management

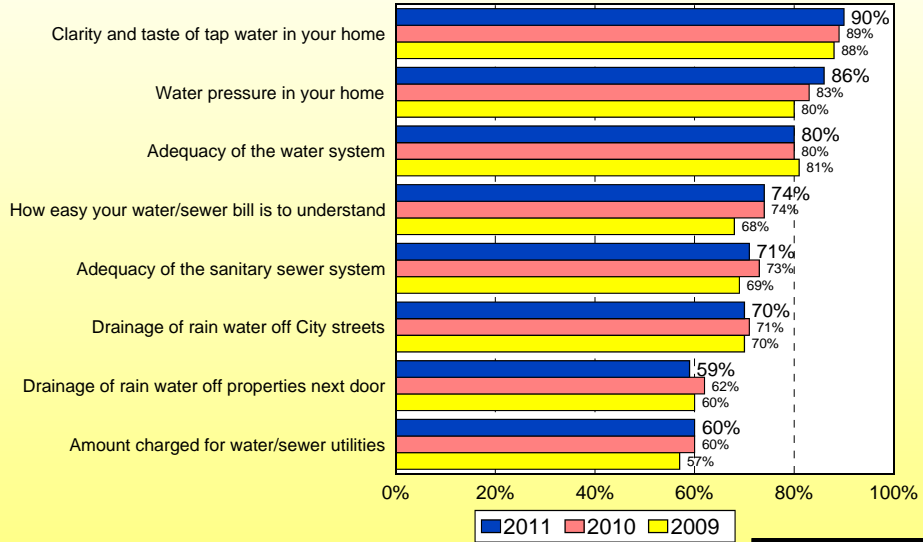
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Sewer/Water Utilities and Storm Water Management - 2009, 2010, 2011

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

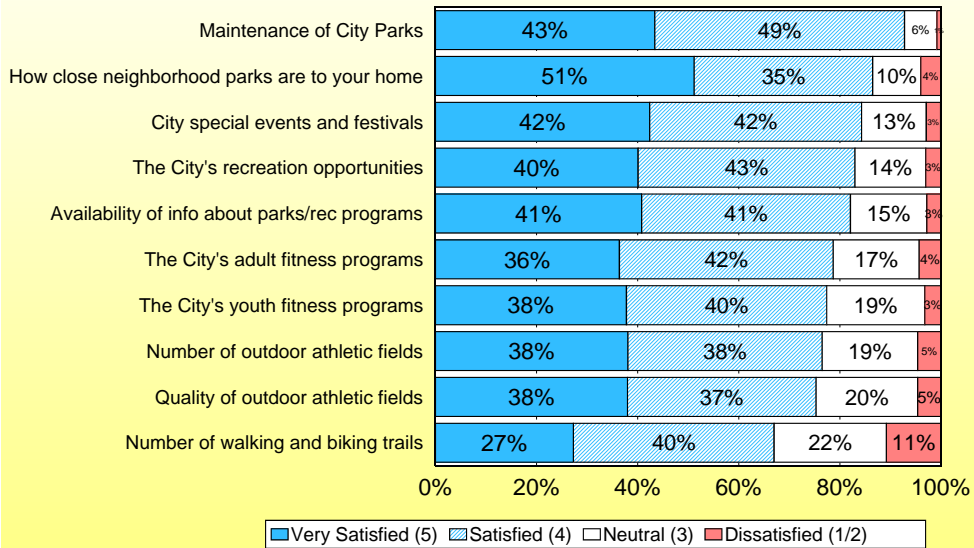


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q18. Satisfaction with Parks & Recreation in the City of Clayton

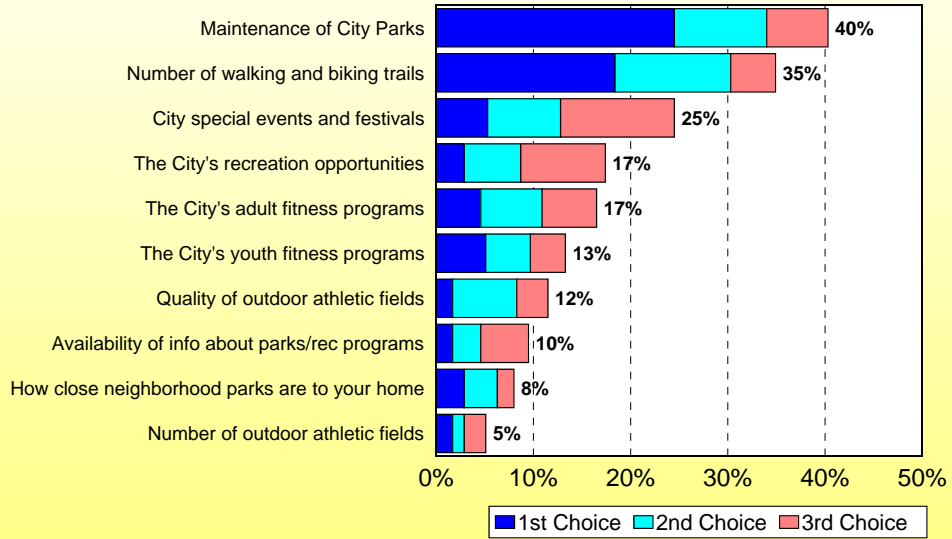
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q19. Parks & Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

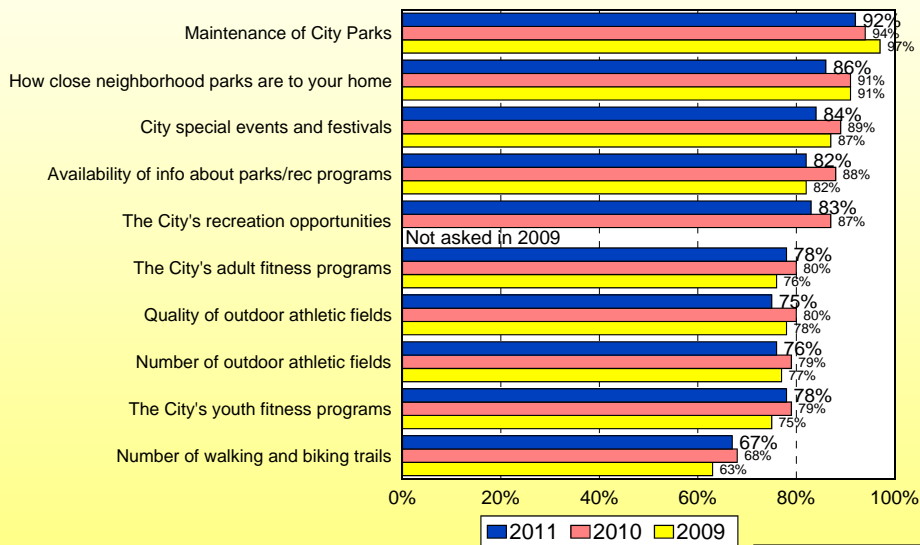
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Parks & Recreation in the City of Clayton - 2009, 2010, 2011

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

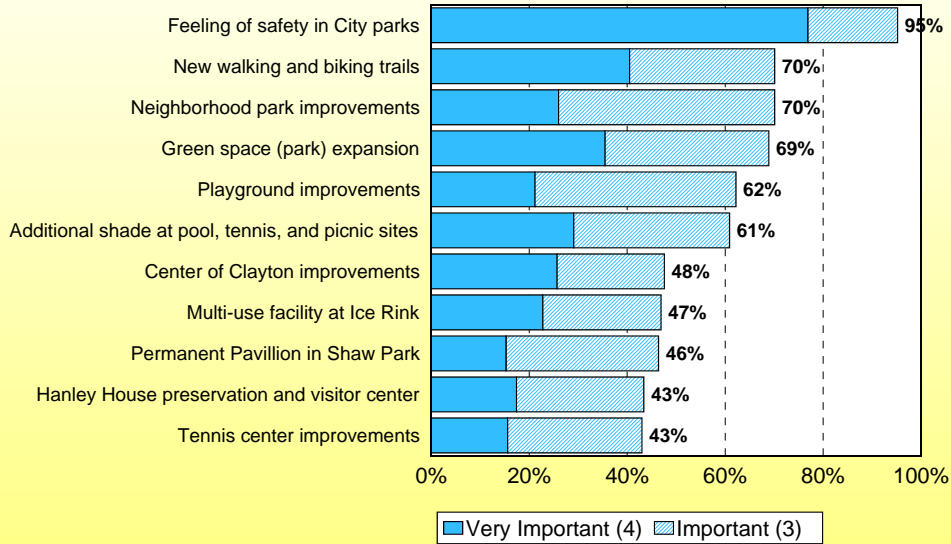


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)



Q20. Importance of Parks & Recreation Initiatives in the City of Clayton

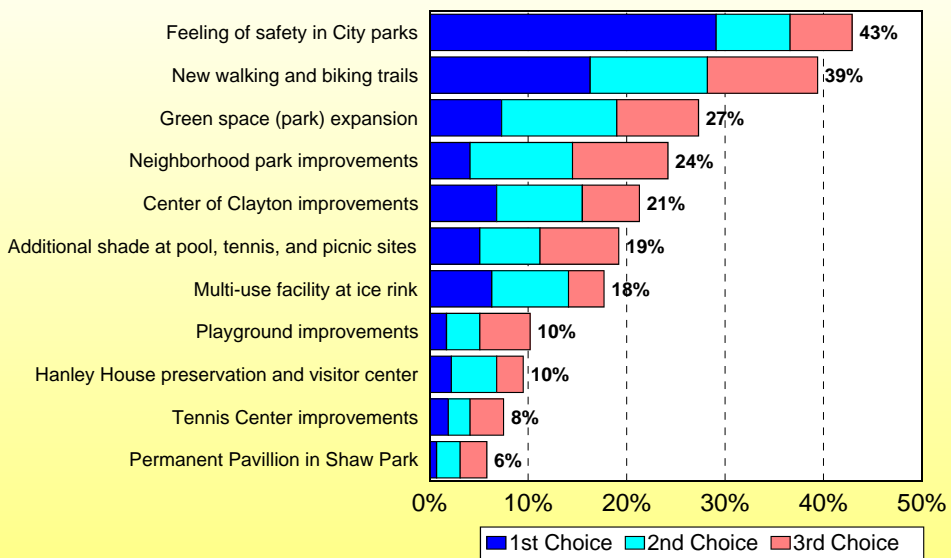
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q21. Parks and Recreation Priorities

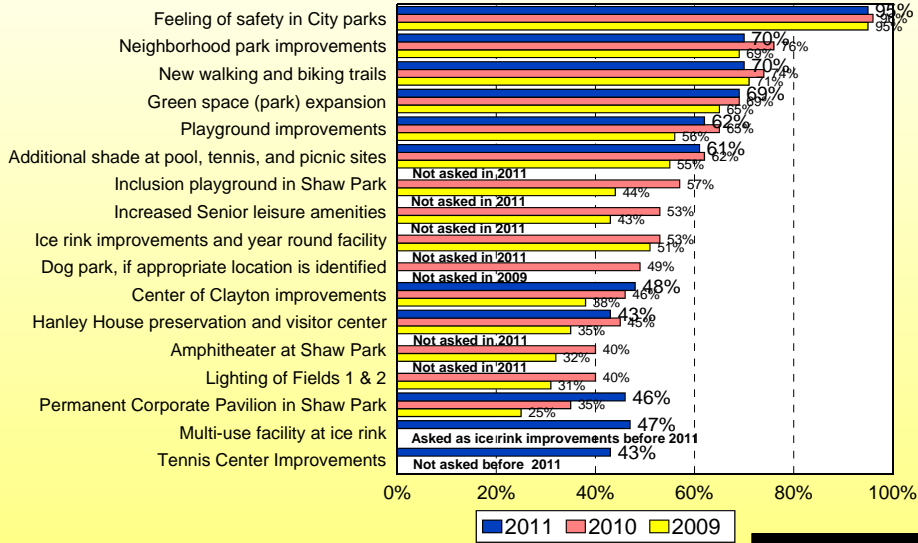
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Importance of Parks & Recreation Initiatives in the City of Clayton - 2009, 2010, 2011

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

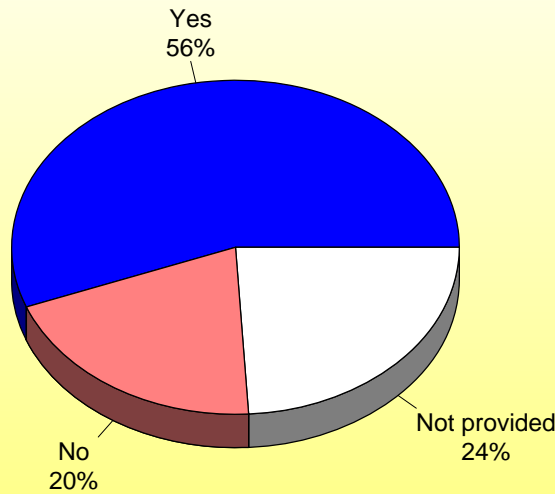


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q22. Would you be willing to use tax revenue to fund projects you rated as your top three park and recreation priorities?

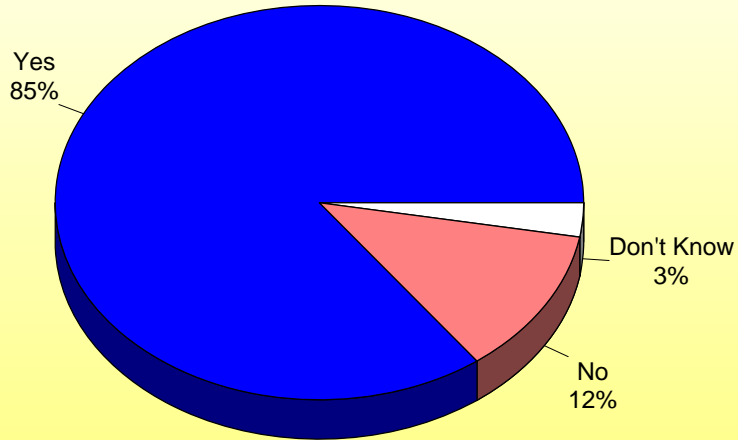
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q23. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past twelve months?

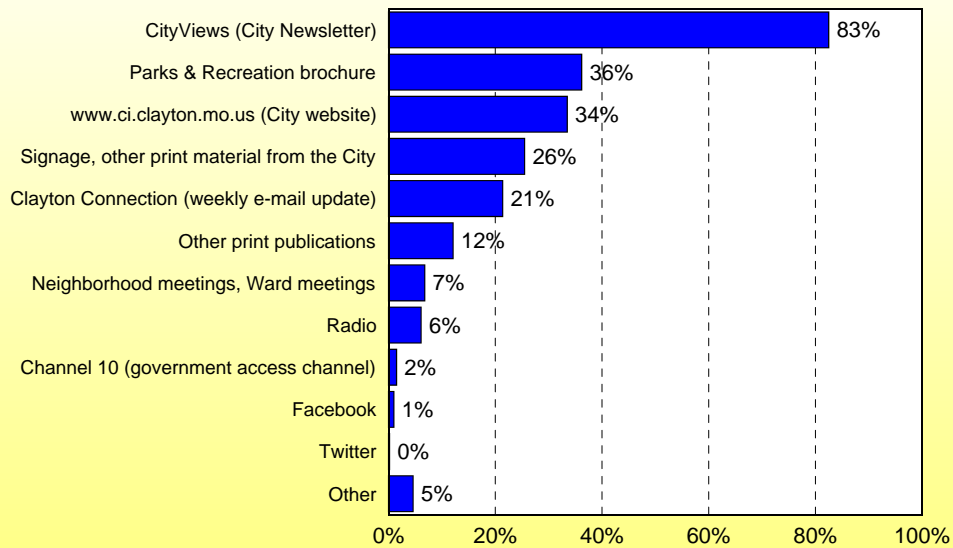
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q24. Primary Sources of Information about Activities and Services in the Community

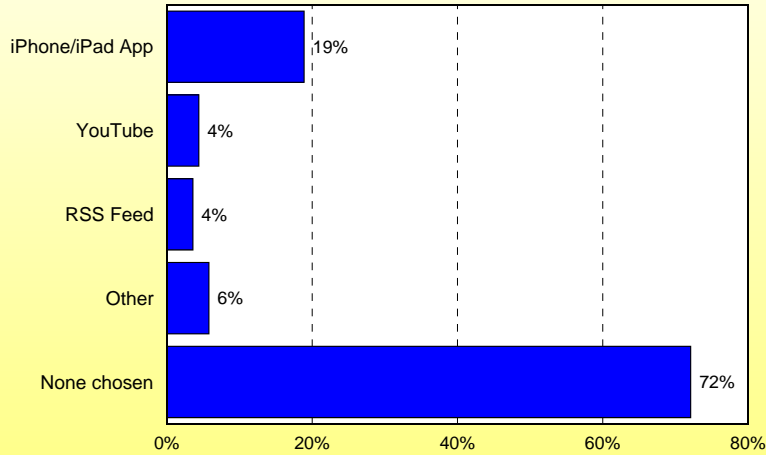
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q25. Other than those previously listed, what communication methods/resources would you like the City to use to keep you informed?

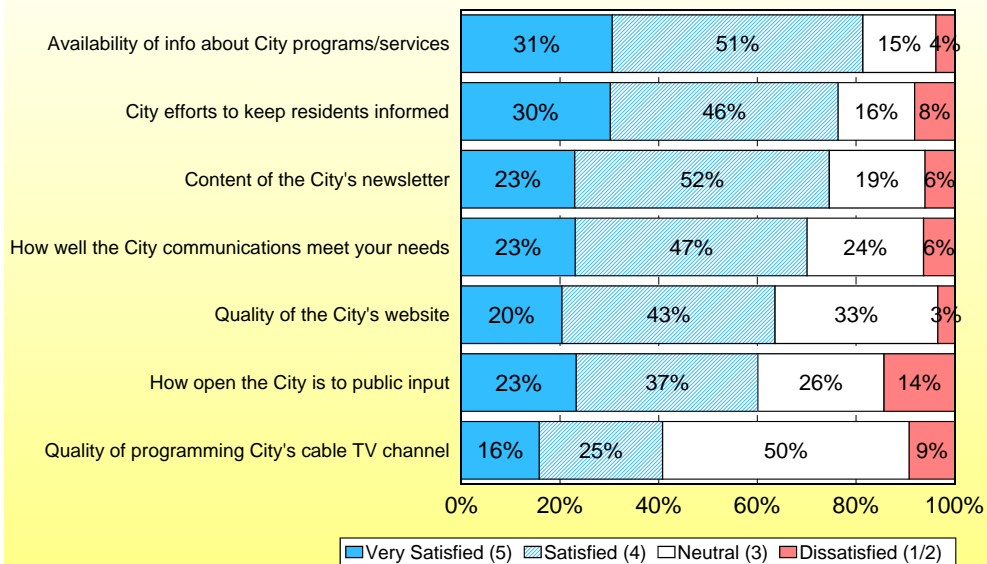
by percentage of respondents (multiple responses were allowed)



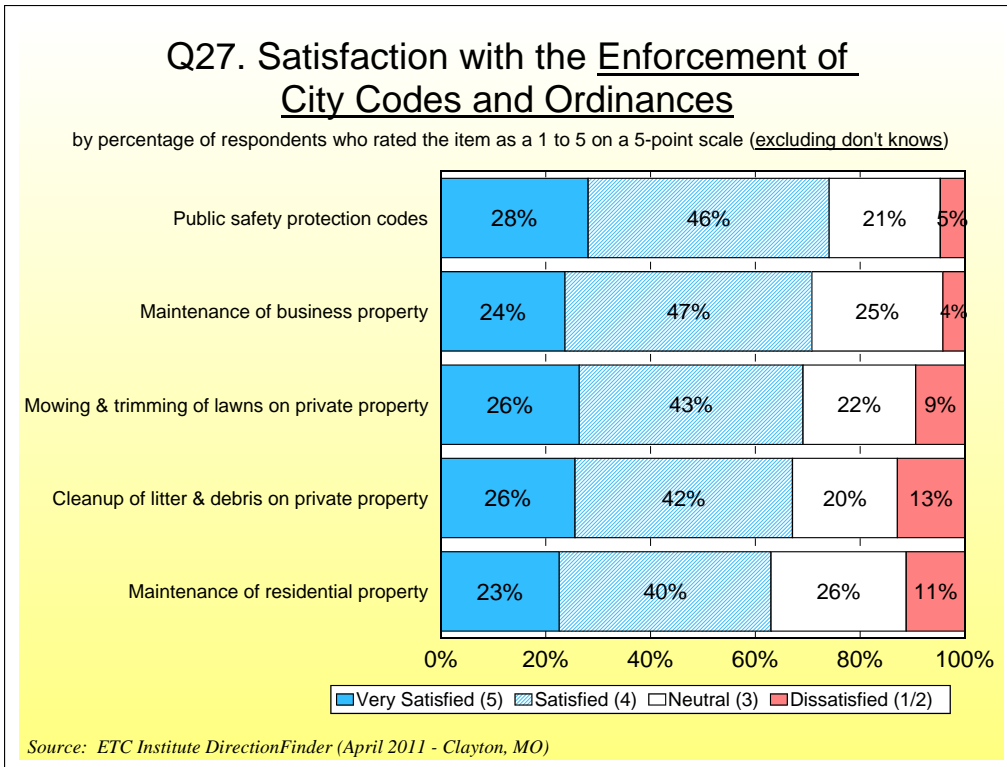
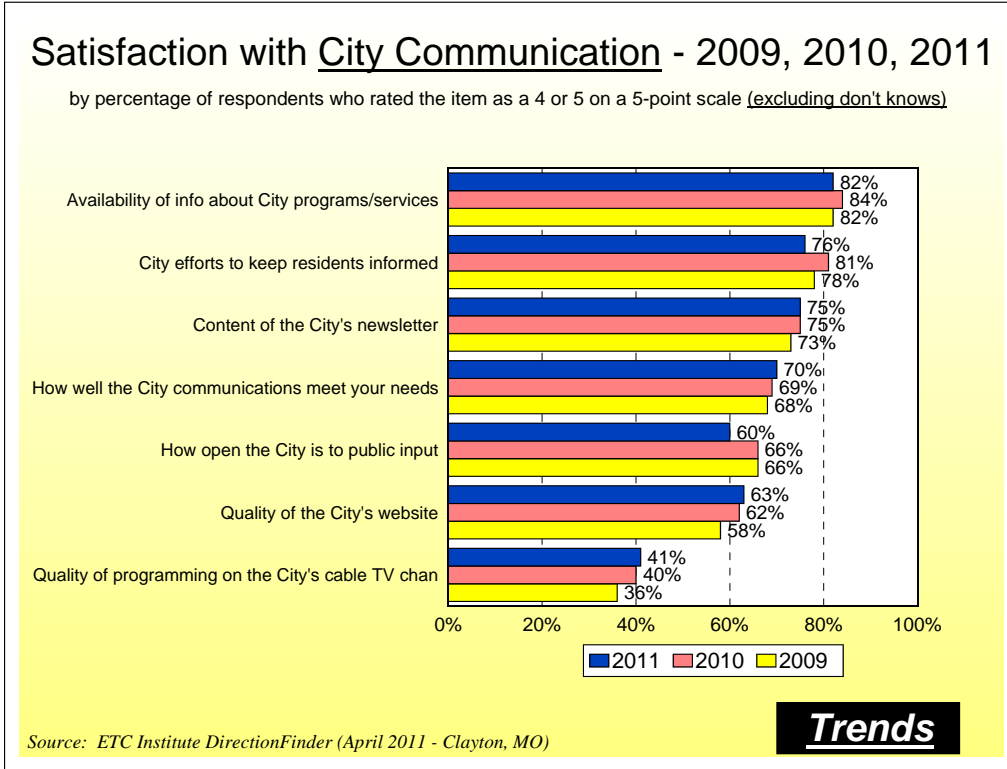
Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

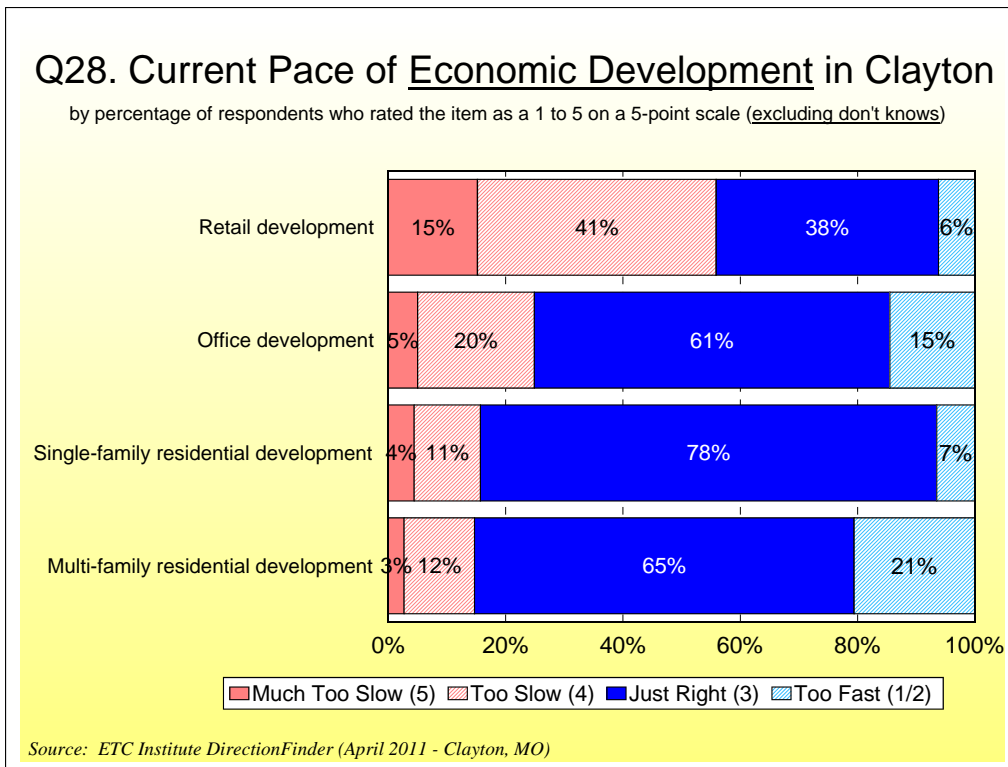
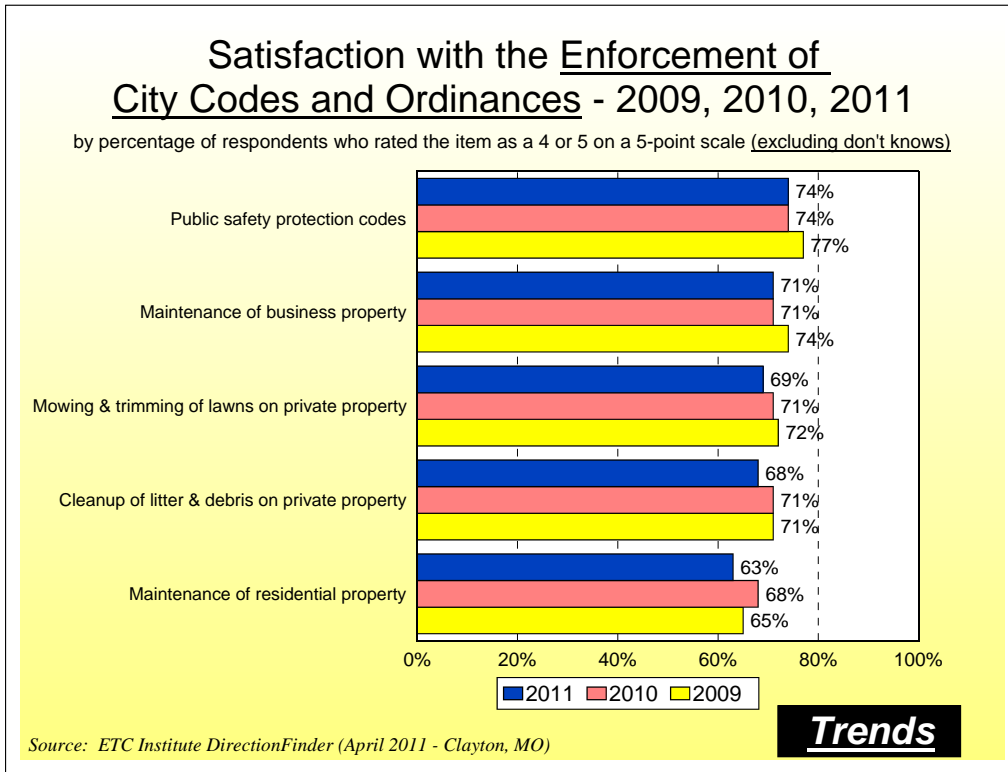
Q26. Satisfaction with City Communication

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



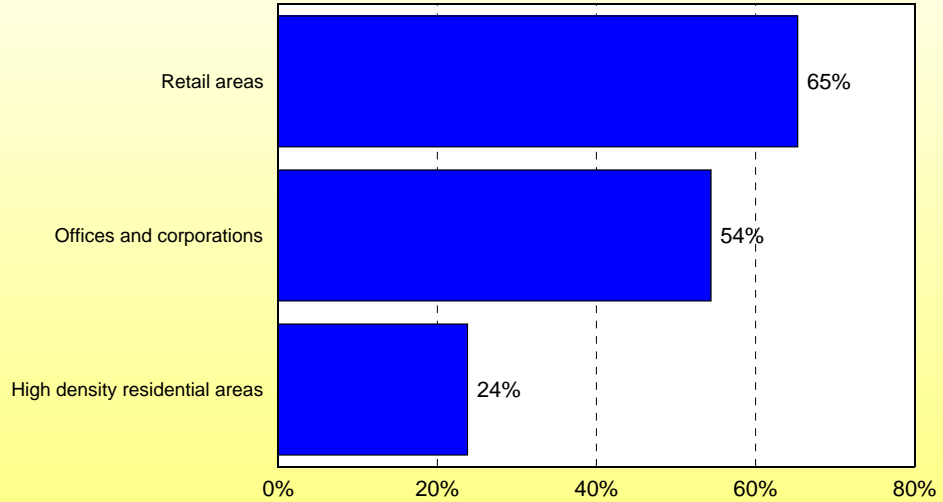
Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)





Q29. From which of the following areas would you support the City's use of financial incentives to attract and expand?

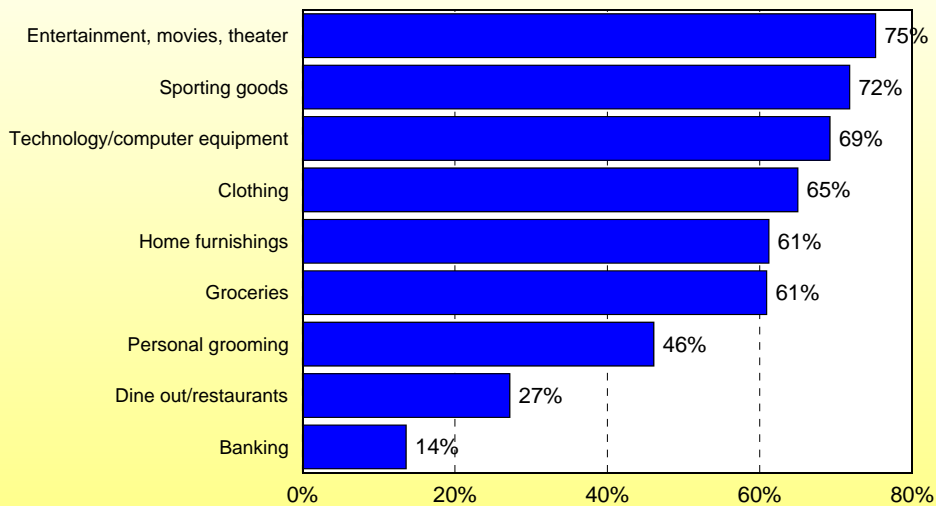
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q30. Goods and Services That Residents Typically Leave Clayton To Get

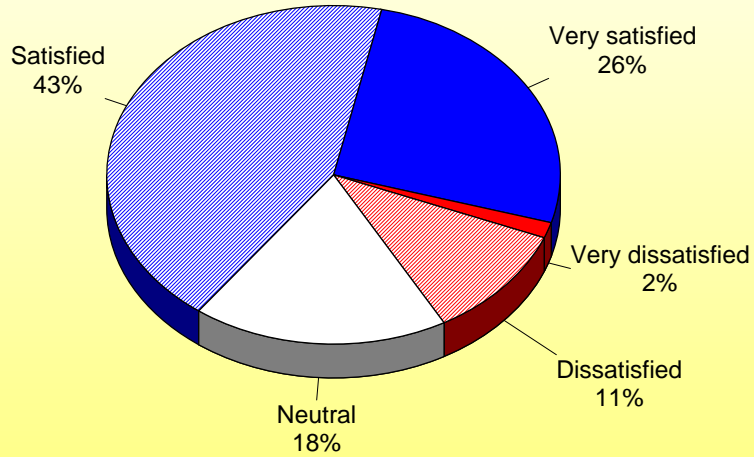
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q31. How satisfied are you with culture, dining and shopping in Clayton?

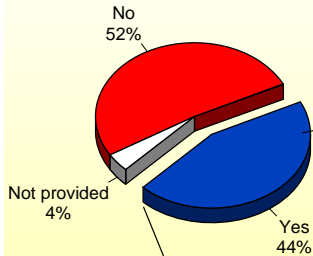
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

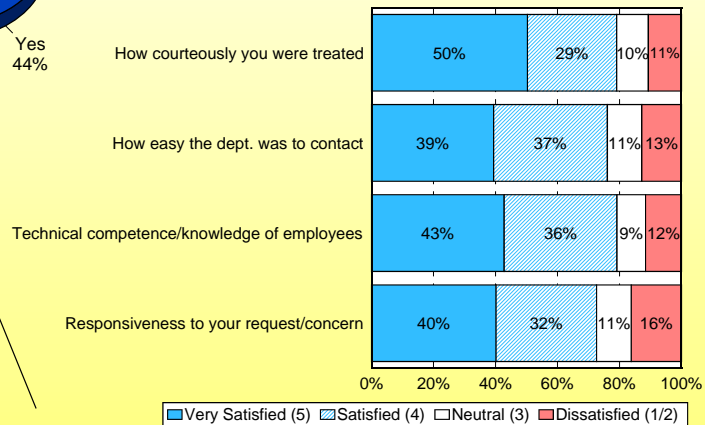
Q32. Have you contacted the City with a question, problem or complaint during the past year?

by percentage of respondents



Q32b-e. Satisfaction with Customer Service

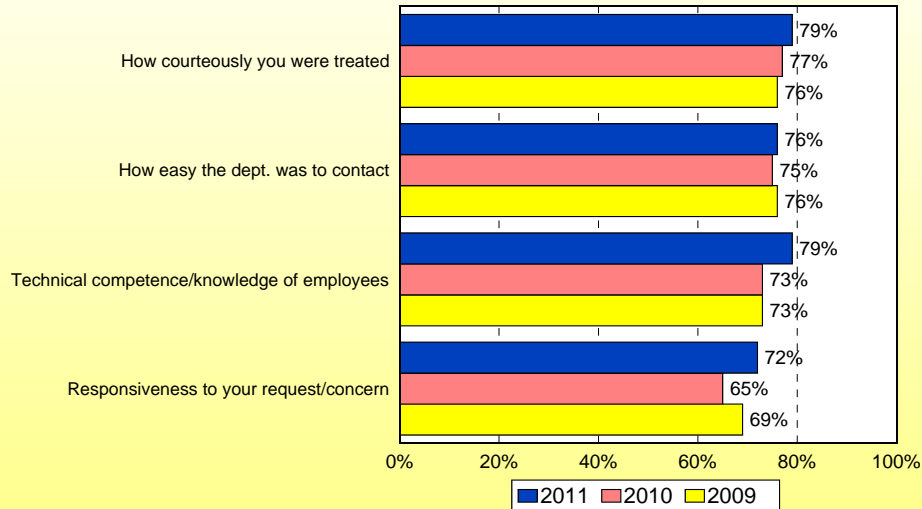
by percentage of respondents who had interacted with a City employee during the past year



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Customer Service - 2009, 2010, 2011

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

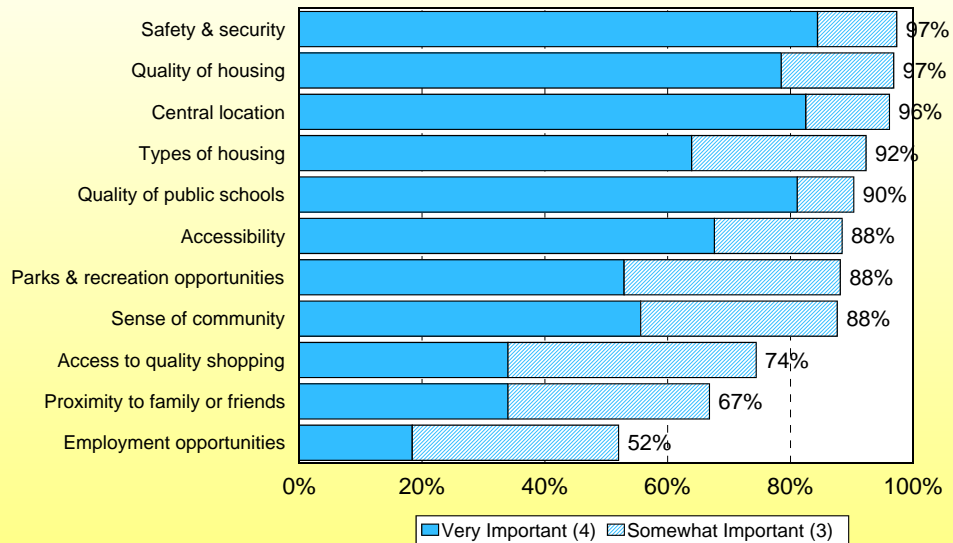


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

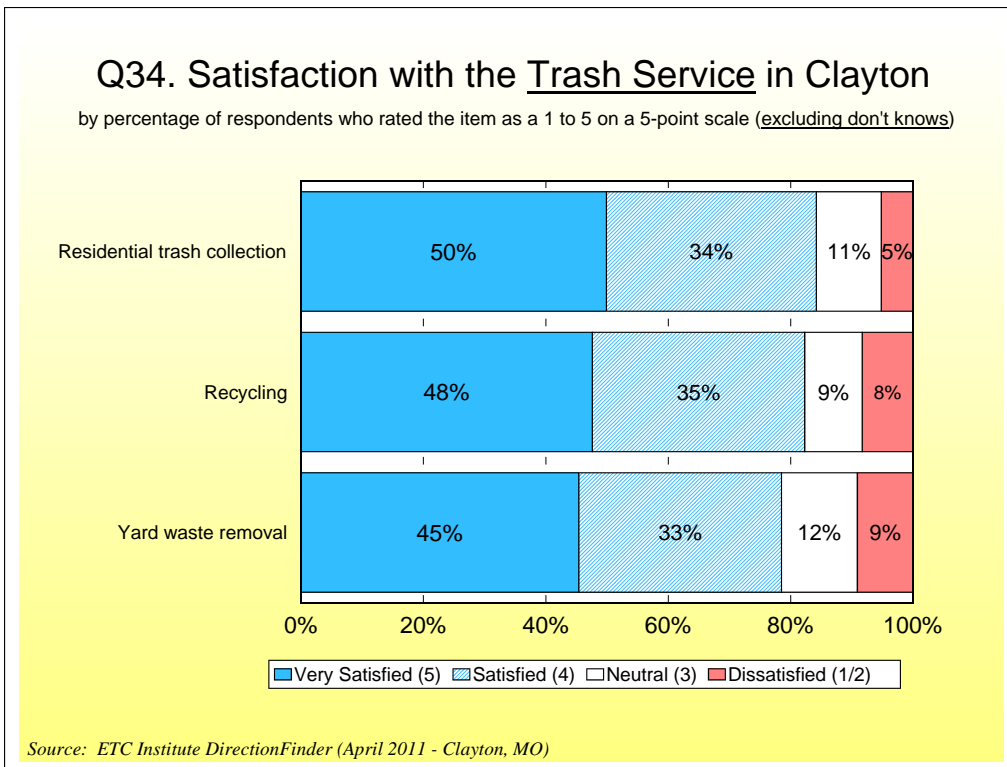
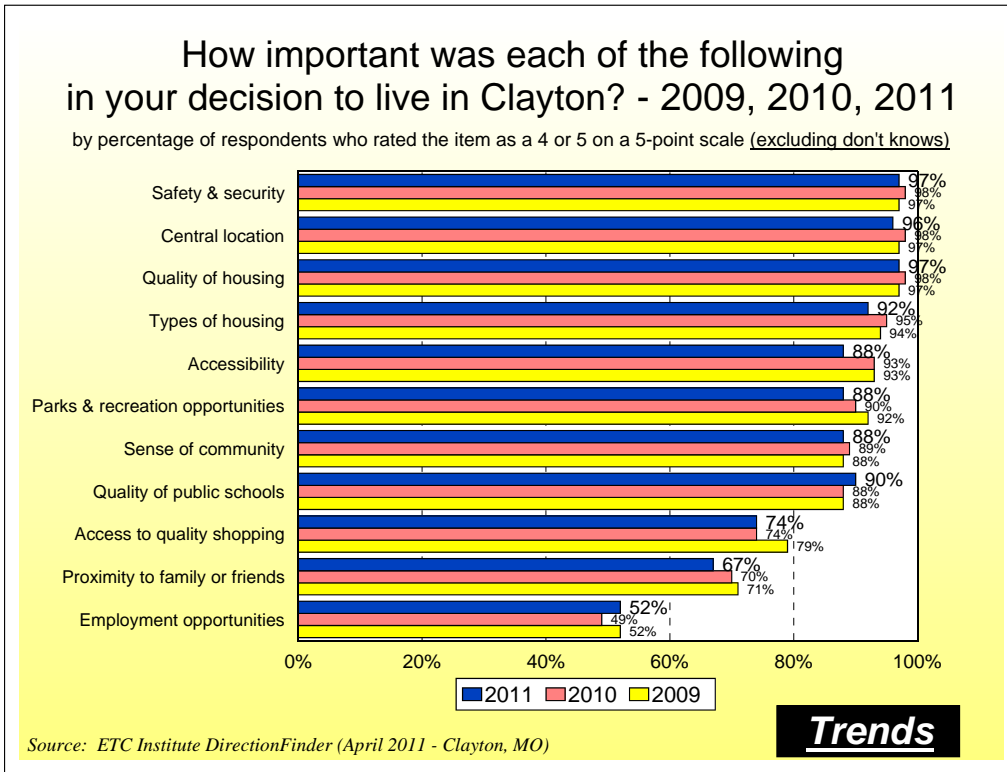
Trends

Q33. 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

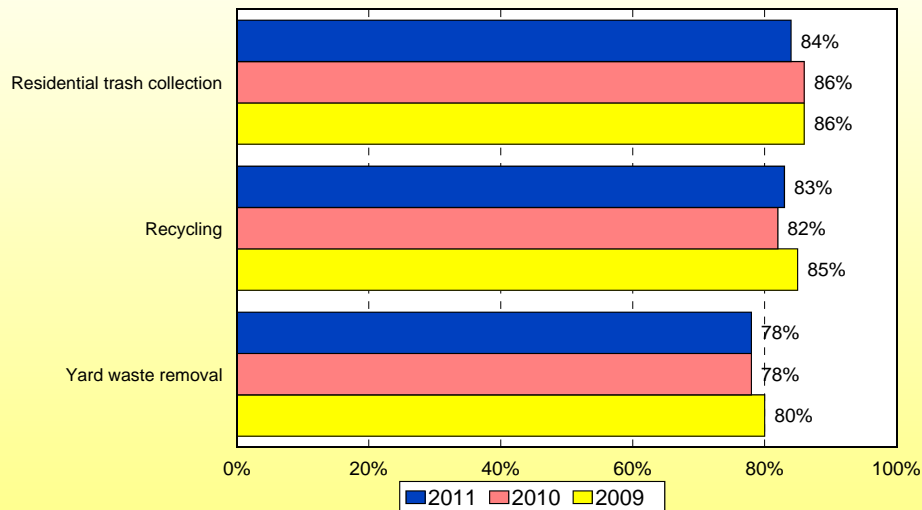


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)



Satisfaction with the Trash Service in Clayton - 2009, 2010, 2011

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

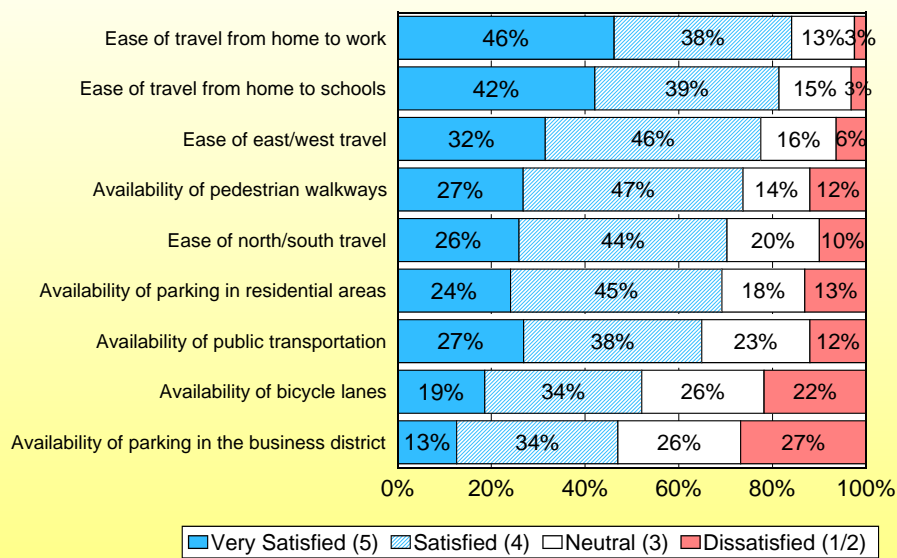


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q35. Satisfaction with Transportation in Clayton

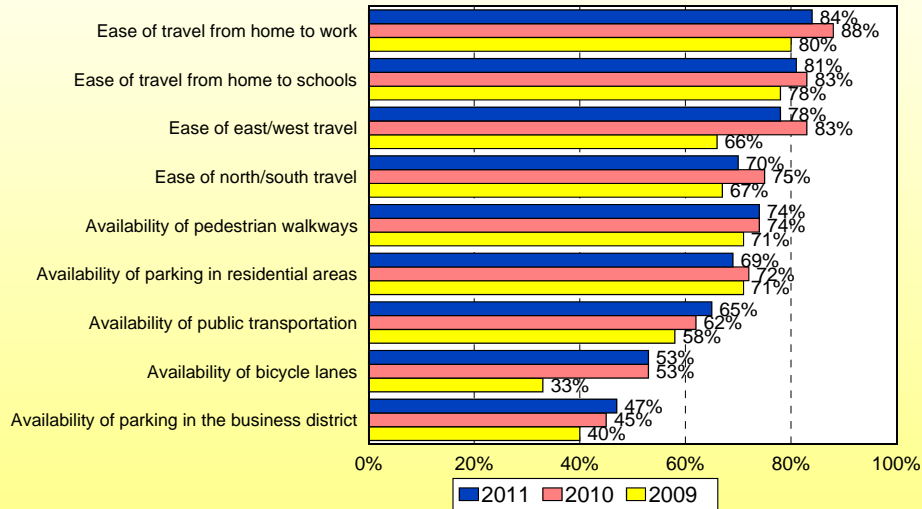
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Satisfaction with Transportation in Clayton - 2009, 2010, 2011

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

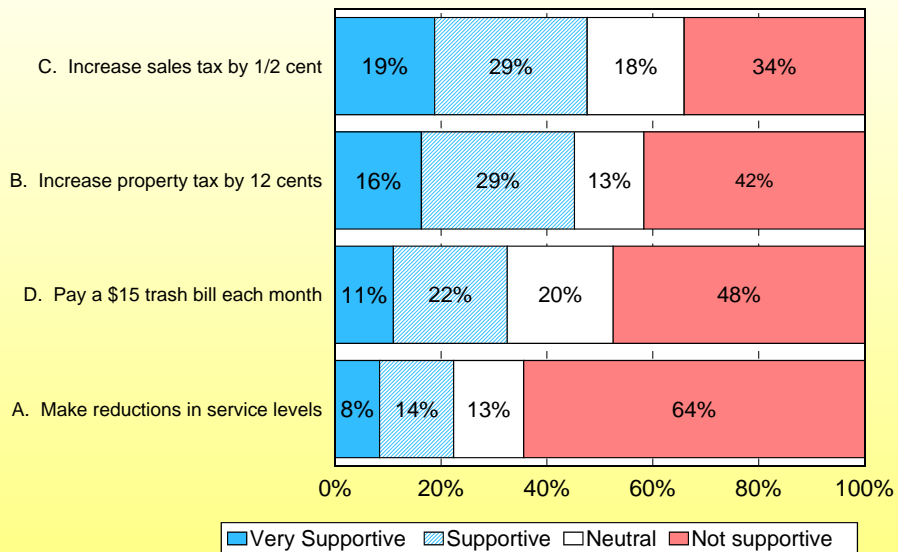


Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Trends

Q36. Level of Support for Various Solutions for Balancing the Budget

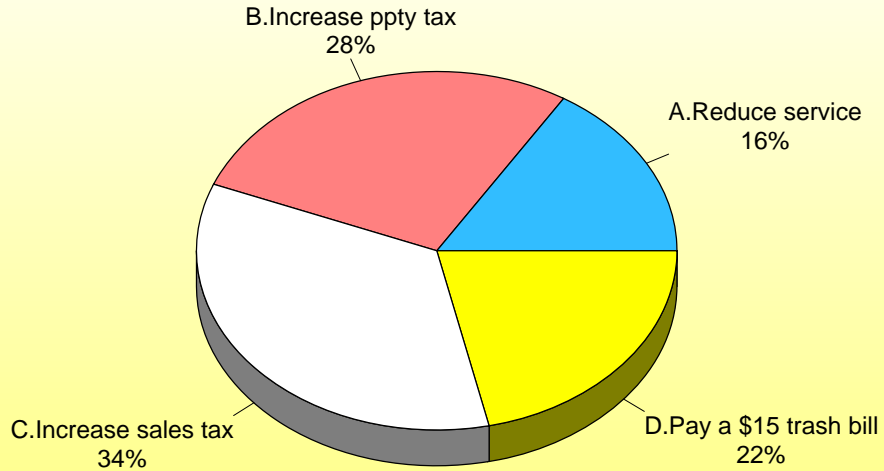
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q37. The Top Choice of the Four Options for Balancing the Budget?

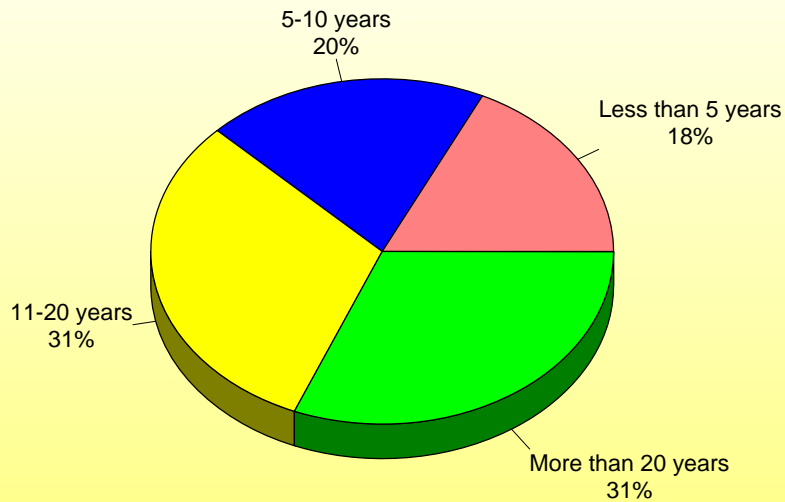
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q38. Demographics: How Many Years Have You Lived in the City of Clayton?

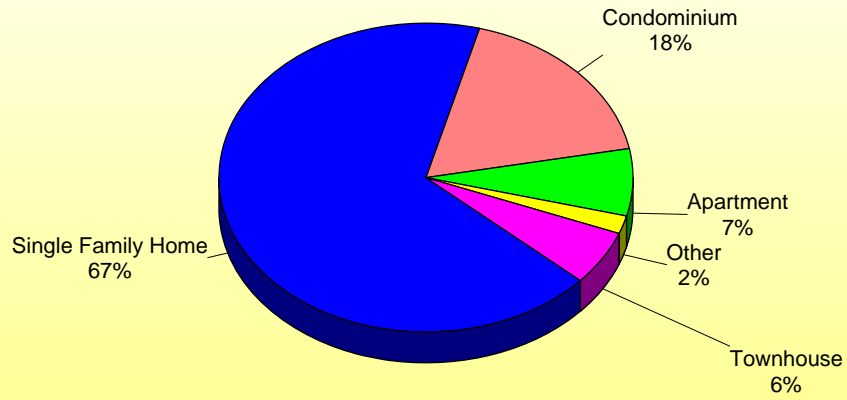
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q39. Demographics: In what kind of home do you live?

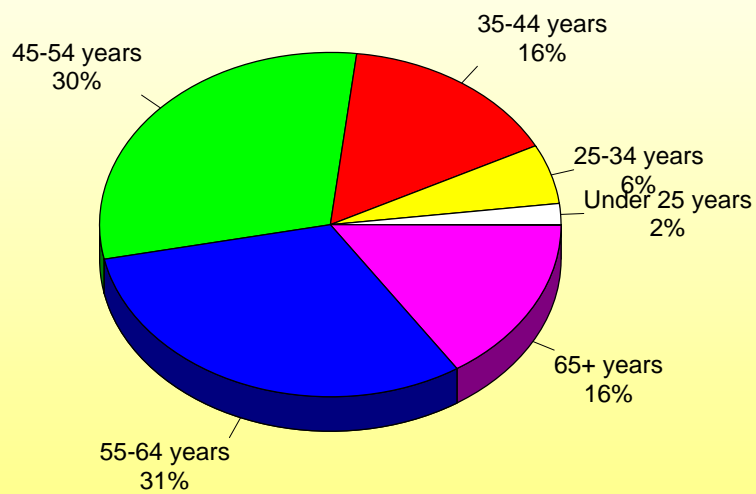
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q40. Demographics: Age of Respondents

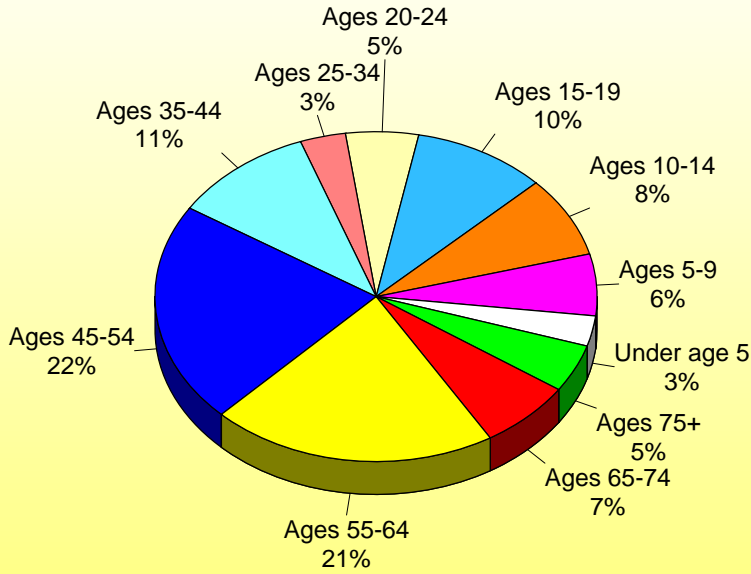
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q41. Demographics: Ages of Household Occupants

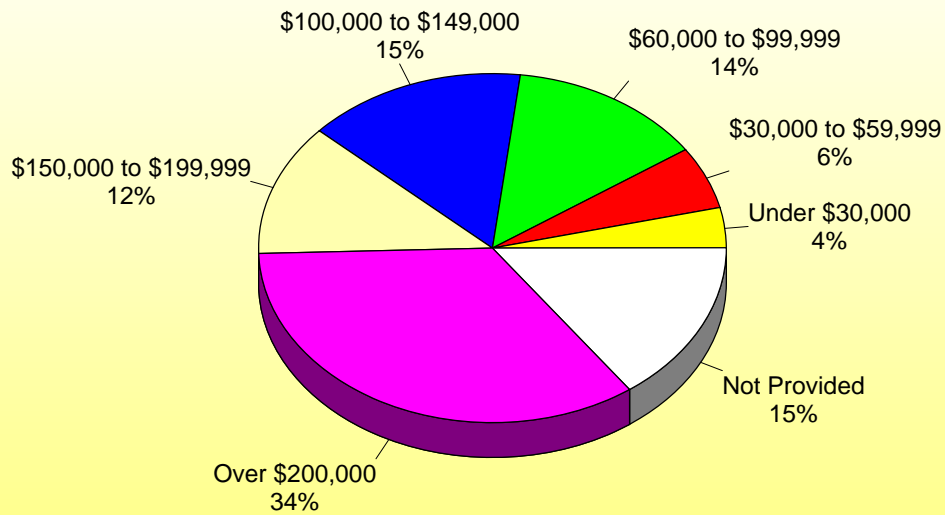
by percentage of persons in households



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q42. Demographics: Household Income

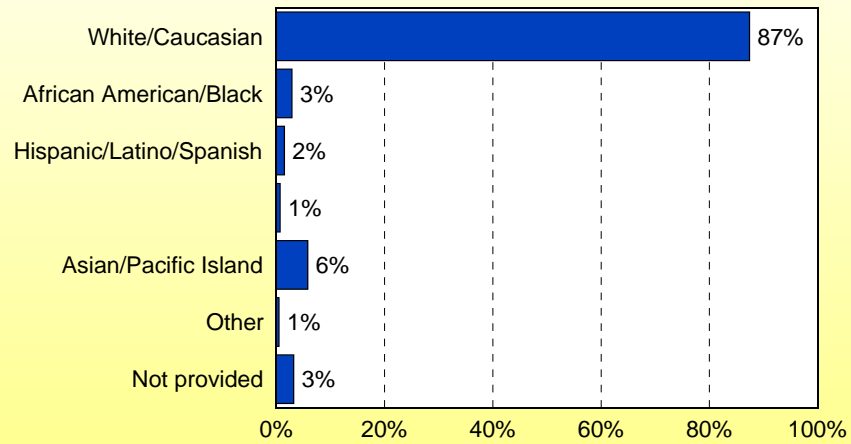
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q43. Demographics: Race/Ethnicity

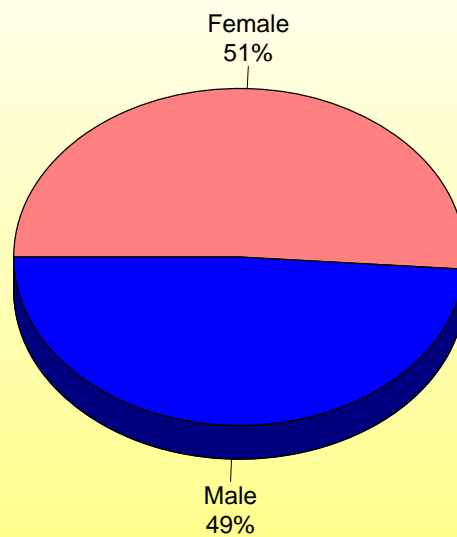
by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Q44. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (April 2011 - Clayton, MO)

Section 2:
Benchmarking Data



DirectionFinder® Survey Year 2011 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 300 cities and counties in 39 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,300 U.S. residents in March 2010, (2) a survey that was administered to 437 residents in the Kansas- Missouri Region in March 2010; and 3) surveys that have been administered by ETC Institute in 29 communities in Kansas and Missouri between January 2008 and March 2011. The Kansas-Missouri Region communities represented in this report include:

- 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 Kansas-Missouri Region and the national average based on the results of a 2010 survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.



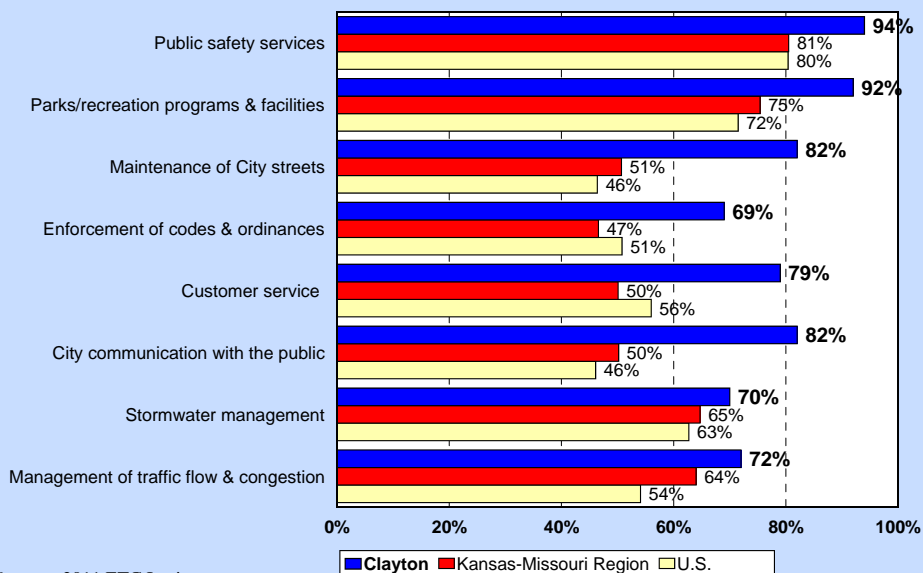
Kansas-Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 29 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas-Missouri Region. 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-Missouri Region 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.

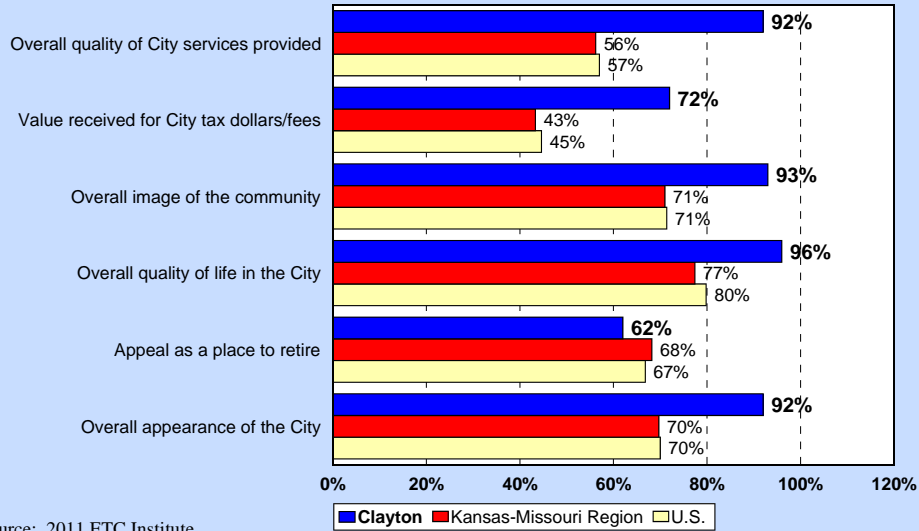
Overall Satisfaction with Various City Services Clayton vs. Kansas-Missouri Region vs. the U.S

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)



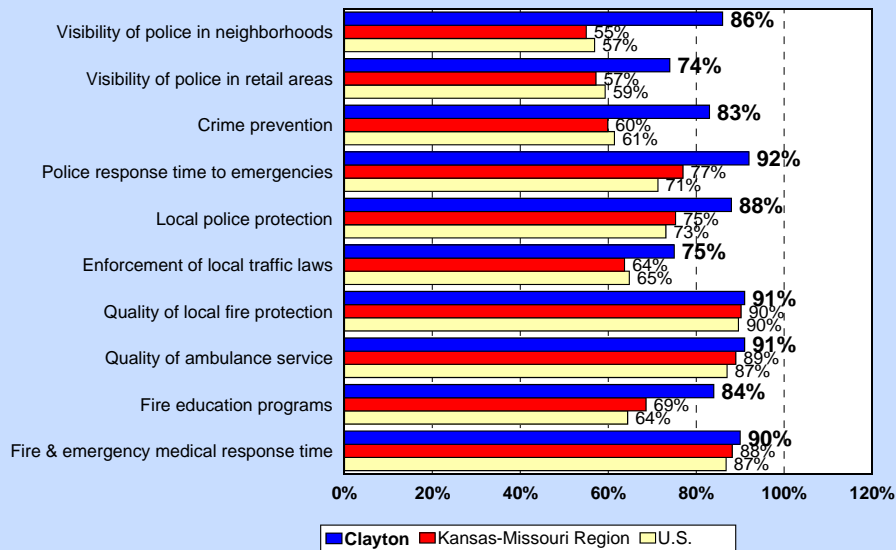
Satisfaction with Issues that Influence Perceptions of the City Clayton vs. Kansas-Missouri Region vs. the U.S

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)



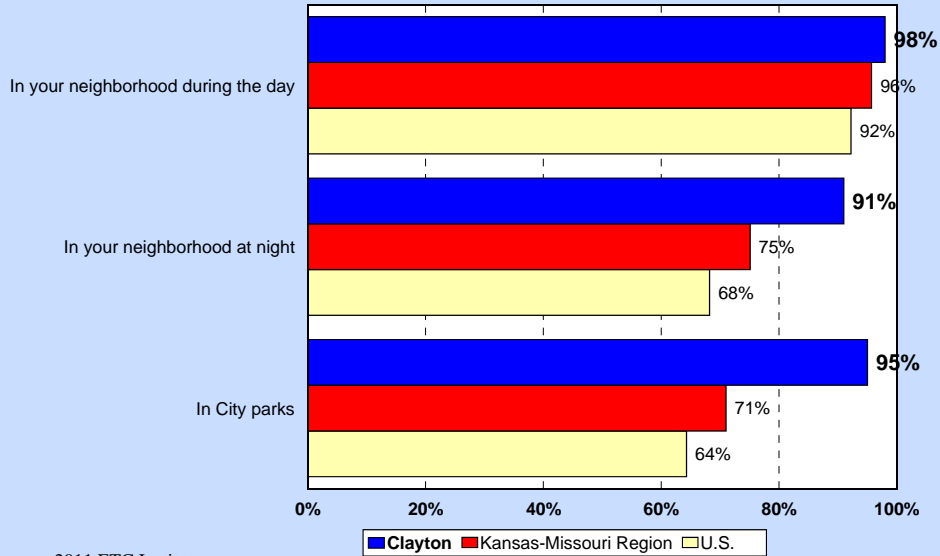
Overall Satisfaction with Public Safety Services Clayton vs. Kansas-Missouri Region vs. the U.S

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)



How Safe Residents Feel in Their Community Clayton vs. Kansas-Missouri Region vs. the U.S

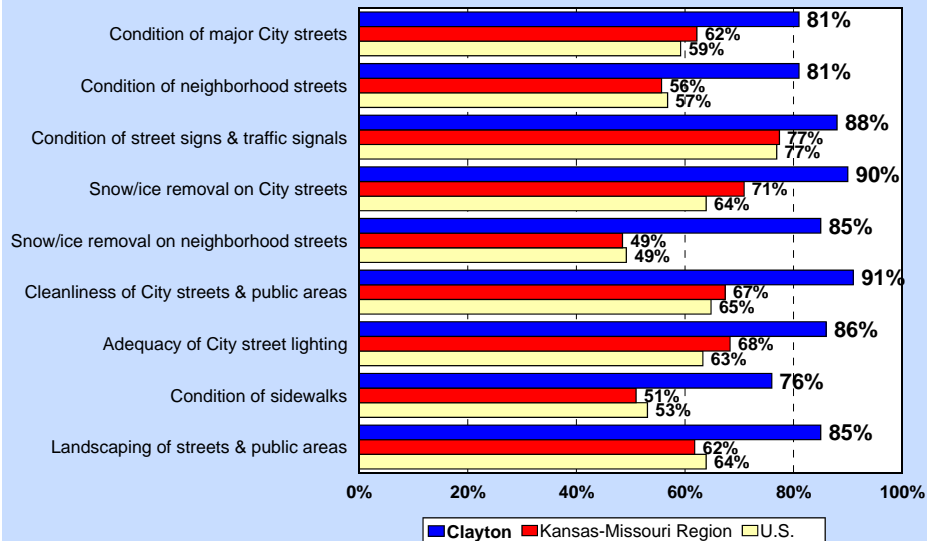
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with City Maintenance Clayton vs. Kansas-Missouri Region vs. the U.S

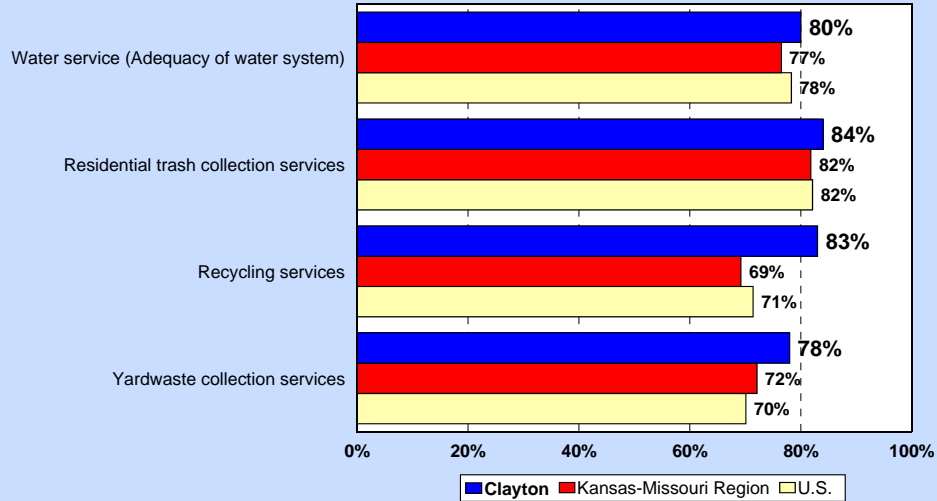
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with Utility Services Clayton vs. Kansas-Missouri Region vs. the U.S

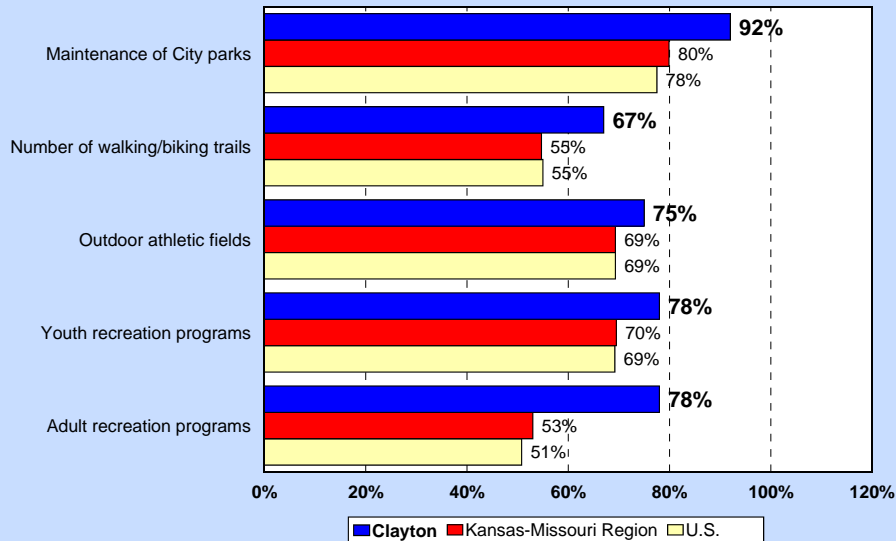
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with Parks and Recreation Clayton vs. Kansas-Missouri Region vs. the U.S

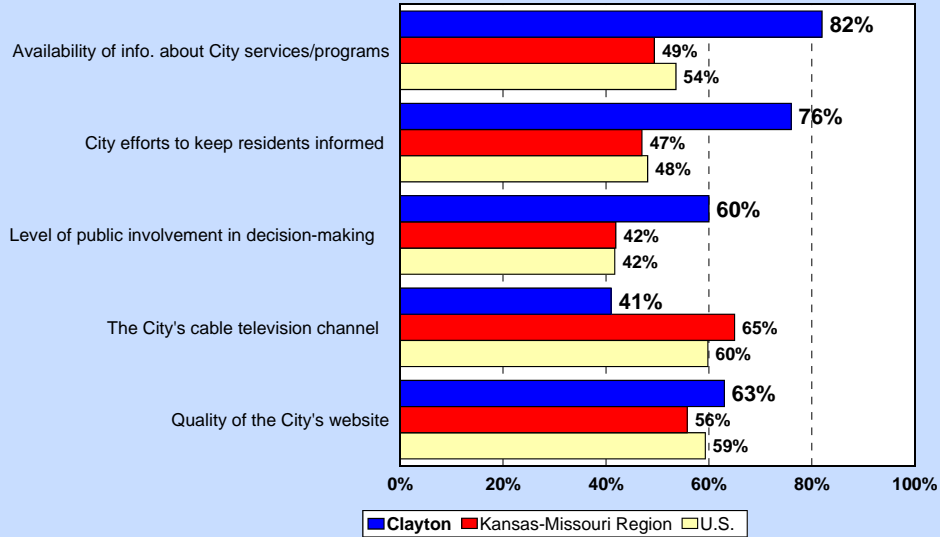
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

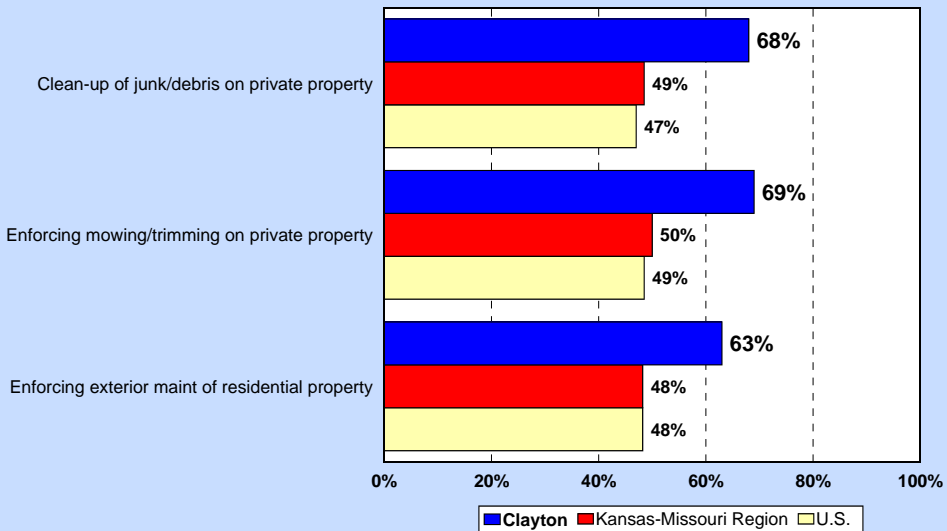
Overall Satisfaction with Communication Clayton vs. Kansas-Missouri Region vs. the U.S

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)



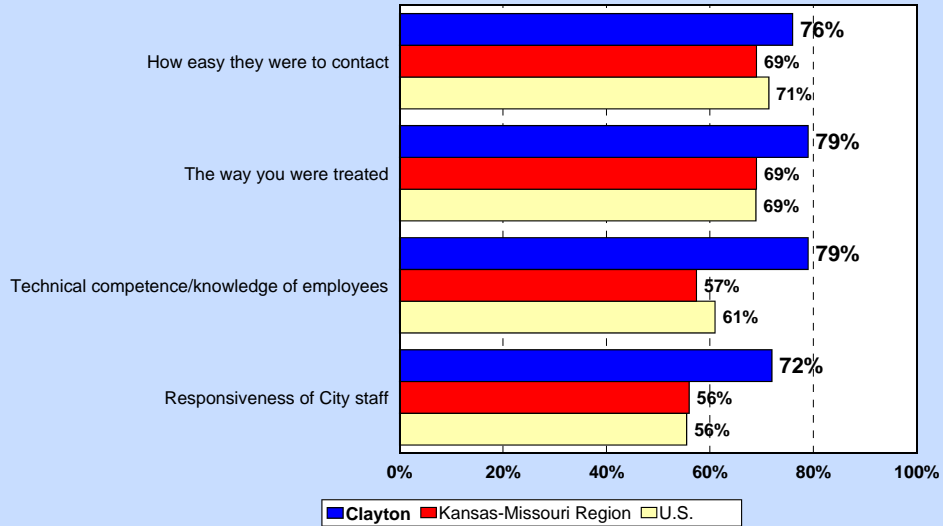
Overall Satisfaction with Code Enforcement Clayton vs. Kansas-Missouri Region vs. the U.S

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. Kansas-Missouri 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: 2011 ETC Institute

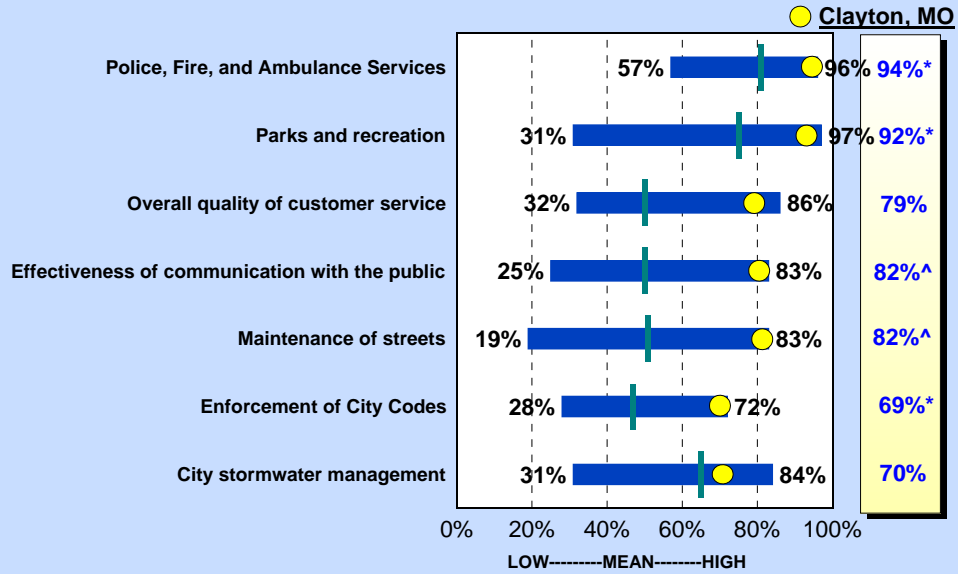
Kansas-Missouri Region Benchmarks

* Means that Clayton set the new high benchmark in 2009
 ^ Means that Clayton set the new high benchmark in 2010

Source: 2011 ETC Institute

Overall Satisfaction With City Services in the Kansas-Missouri Region in 2011

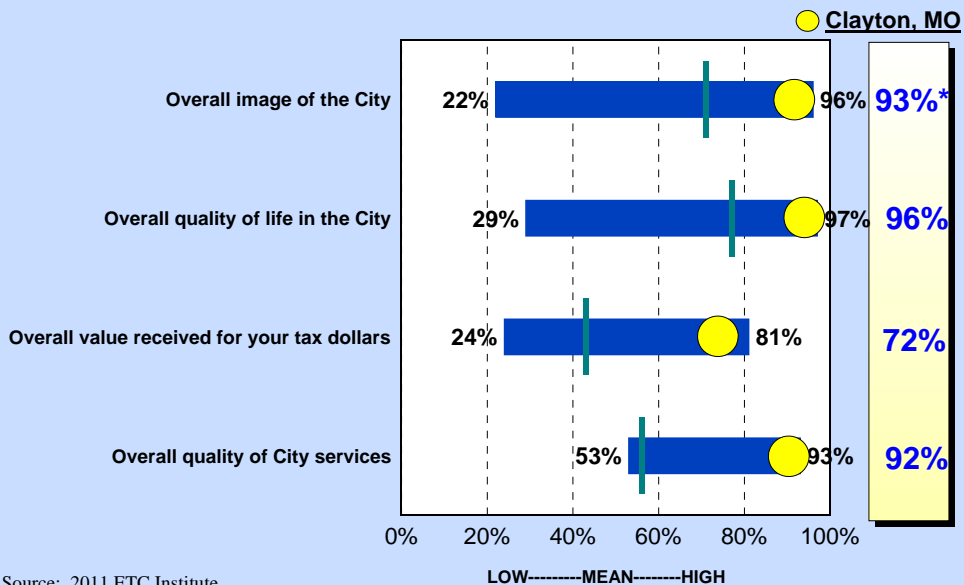
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2011 ETC Institute

Perceptions that Kansas-Missouri Region Residents Have of the City in Which They Live in 2011

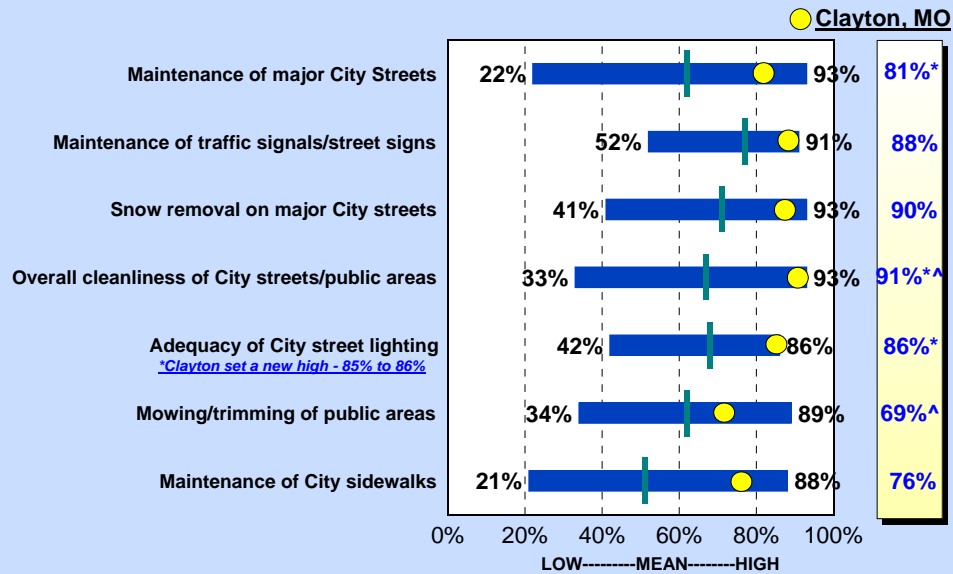
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2011 ETC Institute

Satisfaction with Maintenance Services Provided by Cities in the Kansas-Missouri Region in 2011

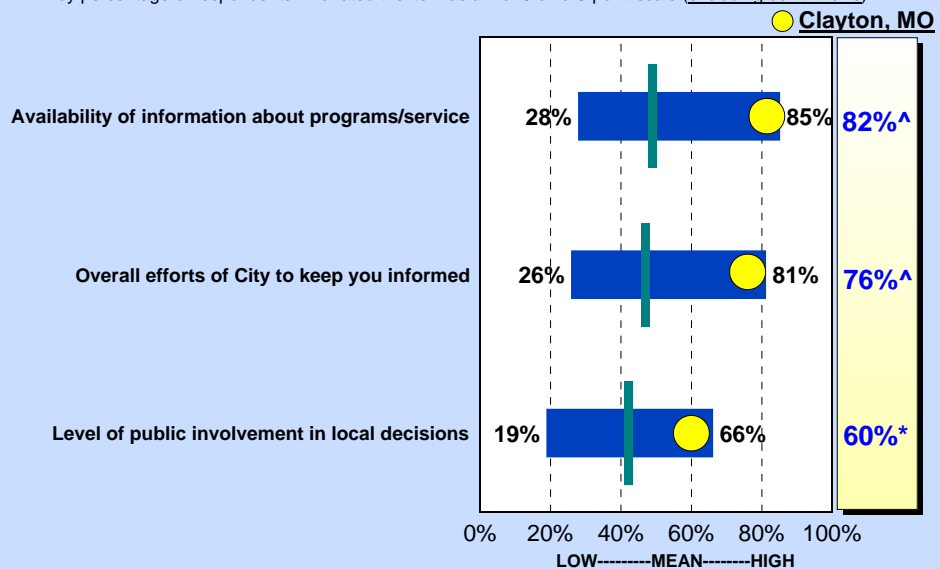
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2011 ETC Institute

Satisfaction with Various Aspects of Communication Provided by Cities in the Kansas-Missouri Region in 2011

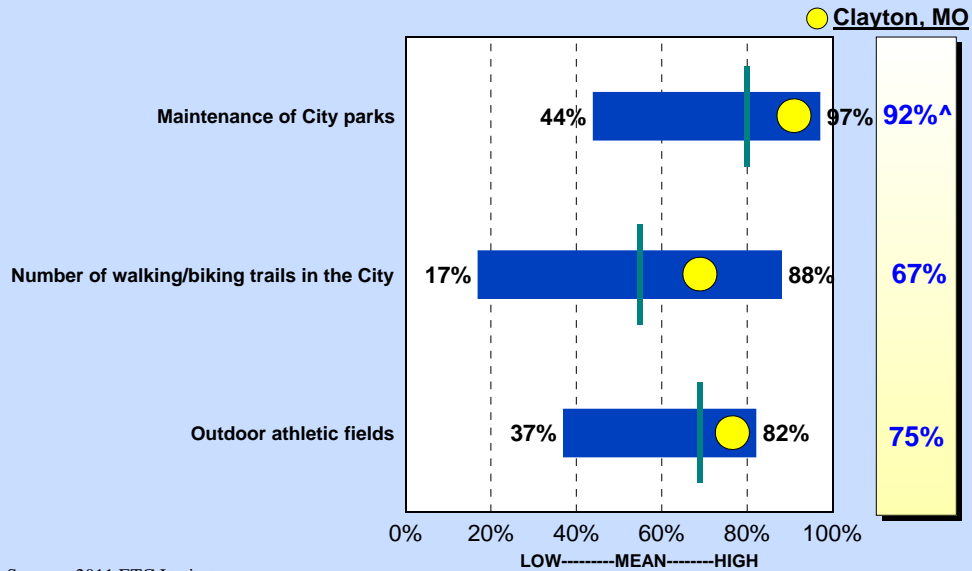
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2011 ETC Institute

Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas-Missouri Region in 2011

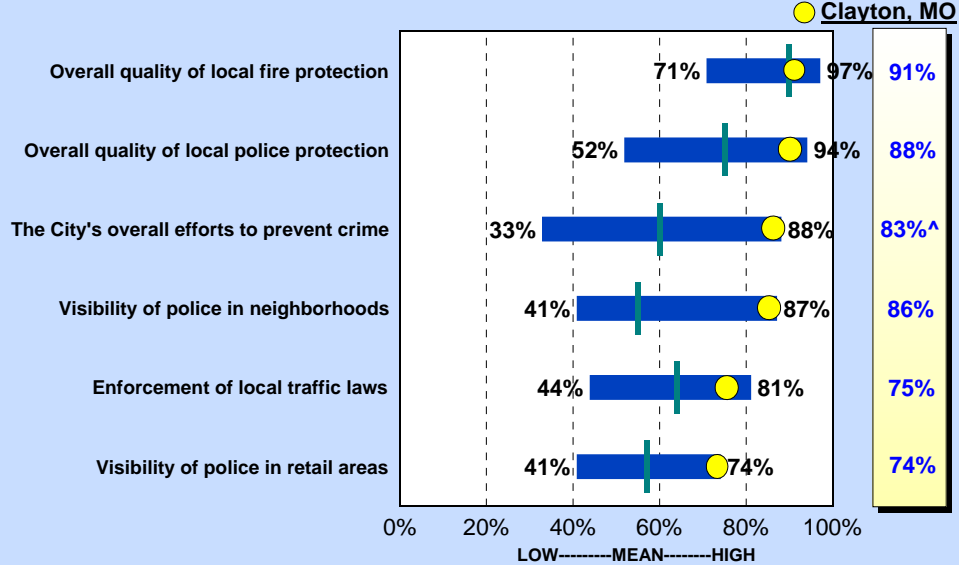
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2011 ETC Institute

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas-Missouri Region in 2011

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

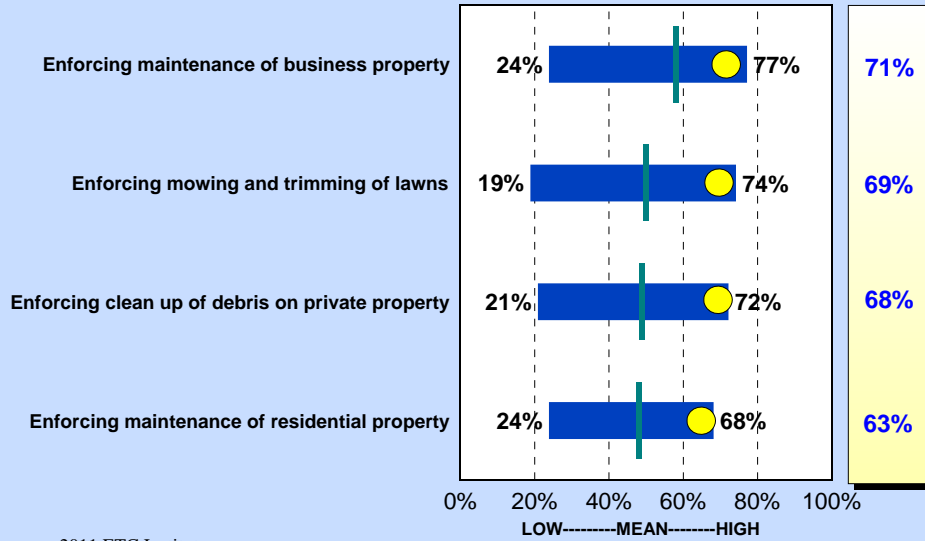


Source: 2011 ETC Institute

Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas-Missouri Region in 2011

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

● Clayton, MO



Source: 2011 ETC Institute

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 (37%) ranked the overall quality of *parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked second overall with 94% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 34% was multiplied by 8% (1-0.92). This calculation yielded an I-S rating of 0.0272, which was ranked fifth 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
<i>High Priority (IS .10-.20)</i>						
Flow of traffic & congestion management	40%	3	72%	7	0.1120	1
<i>Medium Priority (IS <.10)</i>						
Maintenance City streets	49%	1	82%	5	0.0882	2
Quality of storm water management system	28%	5	70%	8	0.0840	3
Enforcement of building/housing codes/ordinances	16%	6	69%	9	0.0496	4
Quality of parks & recreation programs/facilities	34%	4	92%	2	0.0272	5
Effectiveness of City communication with citizens	15%	7	82%	4	0.0270	6
Quality of customer service from City employees	12%	8	79%	6	0.0252	7
Quality of public safety services	40%	2	94%	1	0.0240	8
Maintenance of City buildings and facilities	6%	9	88%	3	0.0072	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 were most important for the City to provide.

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
<i>Medium Priority (IS <.10)</i>						
City efforts to prevent crime	36%	1	83%	11	0.0612	1
Visibility of police in retail areas	18%	3	74%	13	0.0468	2
Visibility of police in neighborhoods	32%	2	86%	9	0.0448	3
Enforcement of local traffic laws	15%	4	75%	12	0.0375	4
Overall competency of Clayton Police Dept	15%	5	88%	7	0.0180	5
City's municipal court	5%	14	68%	14	0.0160	6
Attitudes/behavior of police toward citizens	10%	7	87%	8	0.0130	7
How quickly police respond to emergencies	14%	6	92%	1	0.0112	8
Fire prevention and fire safety/injury prevention	7%	12	84%	10	0.0112	9
Overall competency of Clayton Fire Dept	10%	8	91%	4	0.0090	10
How quickly ambulance/EMS responds	10%	9	91%	3	0.0090	11
How quickly the Fire Department responds	8%	10	90%	6	0.0080	12
Quality of Clayton Fire Department	8%	11	91%	5	0.0072	13
Quality of Clayton EMS	6%	13	91%	2	0.0054	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 were most important for the City to provide.

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

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Maintenance of major City Streets	38%	1	81%	8	0.0722	1
Condition of City sidewalks	25%	3	76%	12	0.0600	2
Maintenance of neighborhood streets	30%	2	81%	9	0.0570	3
Satisfaction with tree trimming/replacement	18%	6	80%	11	0.0360	4
Landscaping/appearance of areas along streets	19%	4	85%	6	0.0285	5
Snow removal on neighborhood streets	18%	5	85%	7	0.0270	6
Adequacy of City street lighting	14%	8	86%	5	0.0196	7
Quality of street sweeping services	9%	11	81%	10	0.0171	8
Overall cleanliness of streets/public areas	17%	7	91%	1	0.0153	9
Maintenance of street signs and traffic signals	10%	10	88%	3	0.0120	10
Snow removal on major City streets	11%	9	90%	2	0.0110	11
Maintenance of City buildings	5%	12	85%	4	0.0075	12

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 were most important for the City to provide.

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
<i>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	35%	2	67%	10	0.1155	1
<i>Medium Priority (IS <.10)</i>						
City special events and festivals	25%	3	84%	3	0.0400	2
The City's adult fitness programs	17%	5	78%	6	0.0374	3
Maintenance of City Parks	40%	1	92%	1	0.0320	4
Quality of outdoor athletic fields	12%	7	75%	9	0.0300	5
The City's recreation opportunities	17%	4	83%	4	0.0289	6
The City's youth fitness programs	13%	6	78%	7	0.0286	7
Availability of info about parks/rec programs	10%	8	82%	5	0.0180	8
Number of outdoor athletic fields	5%	10	76%	8	0.0120	9
How close neighborhood parks are to your home	8%	9	86%	2	0.0112	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 were most important for the City to provide.

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.

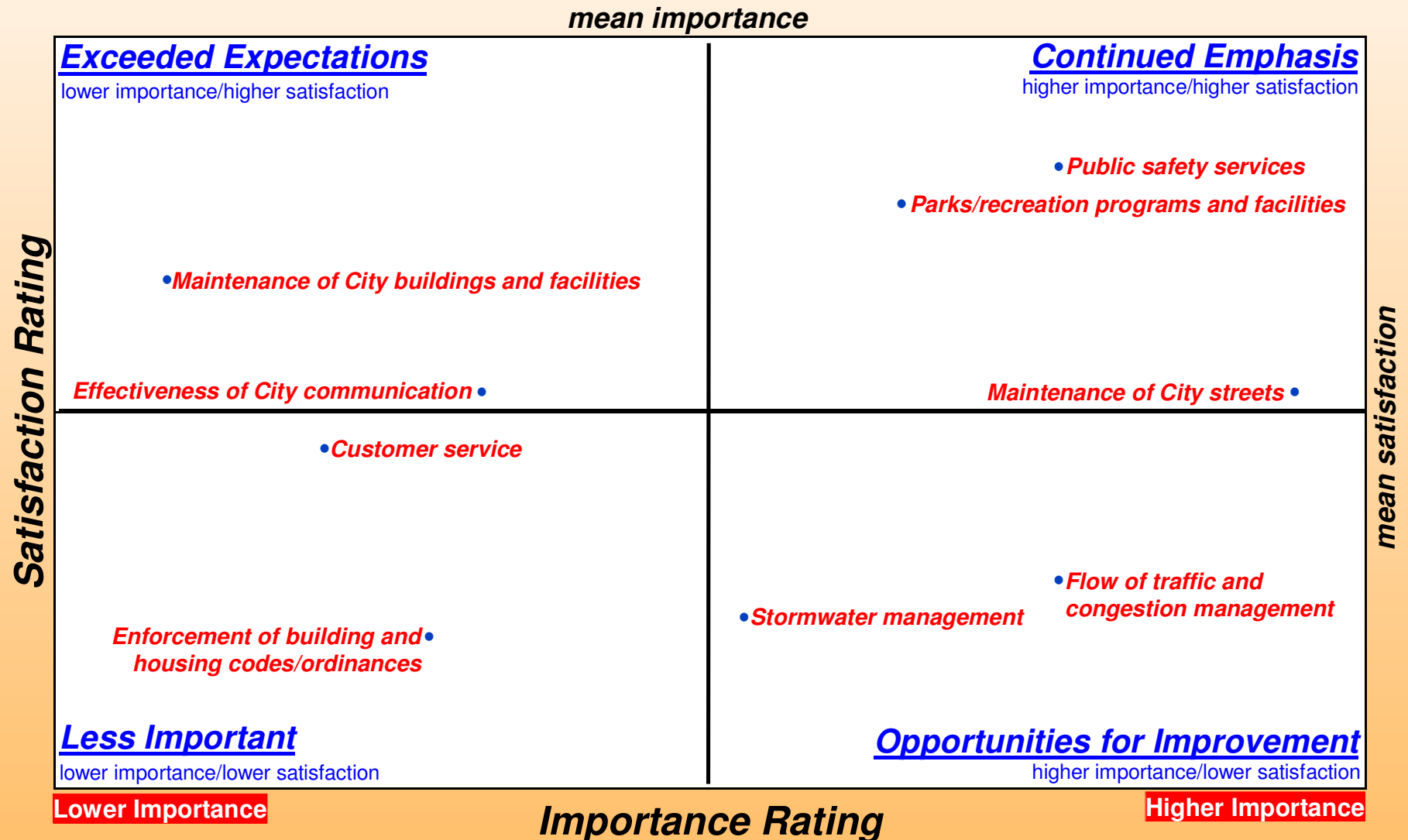
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2011 City of Clayton DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

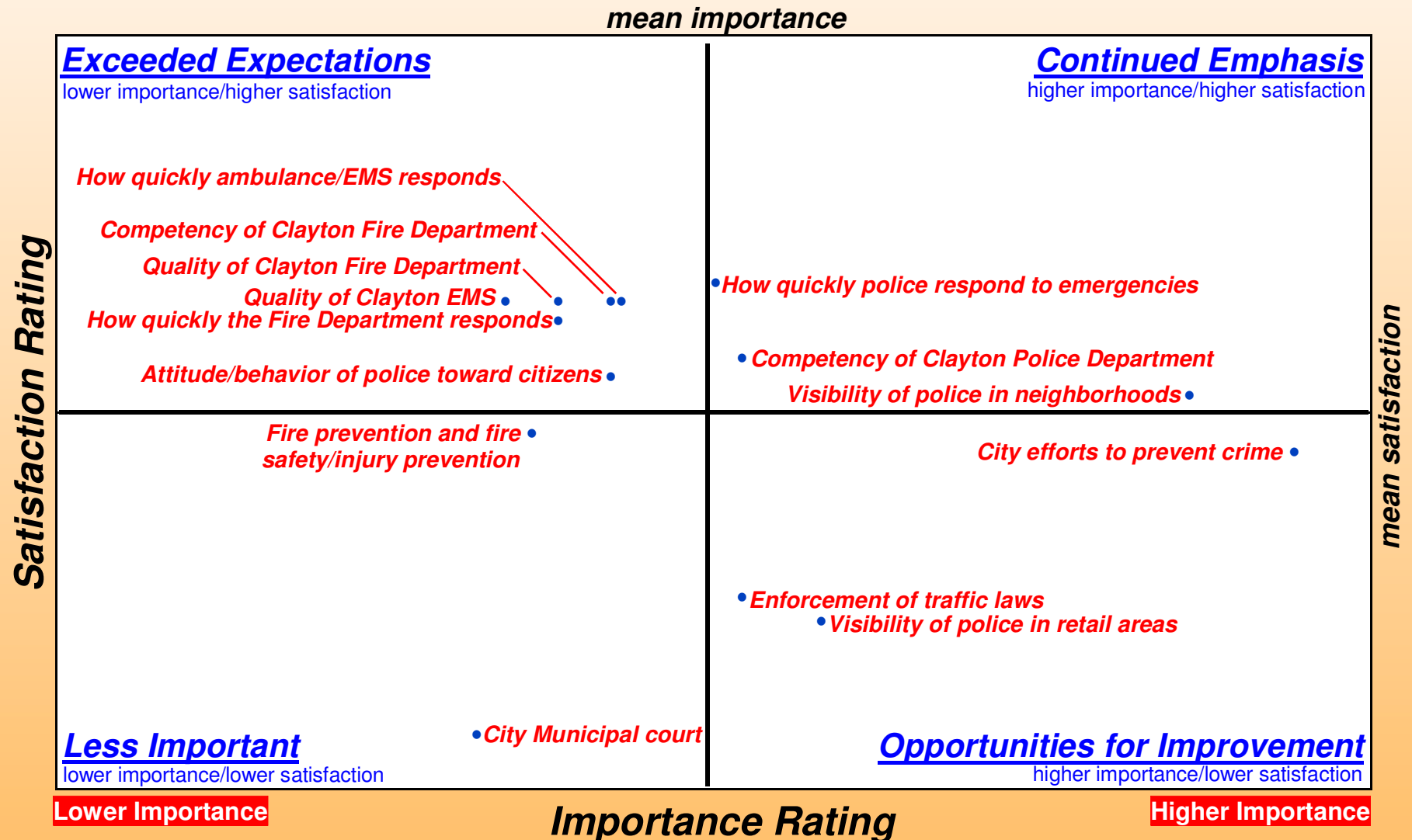
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Clayton DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

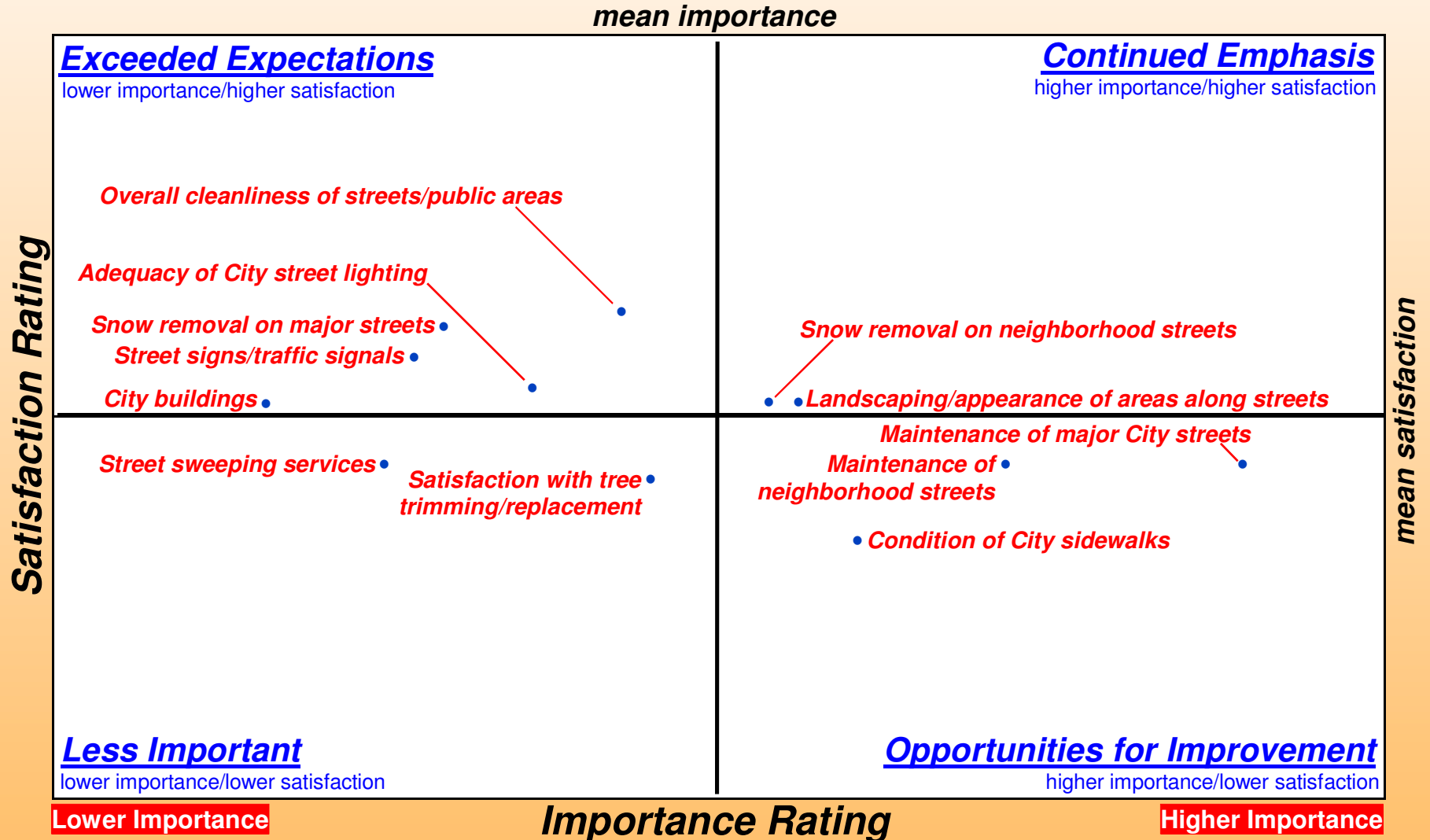
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Clayton DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

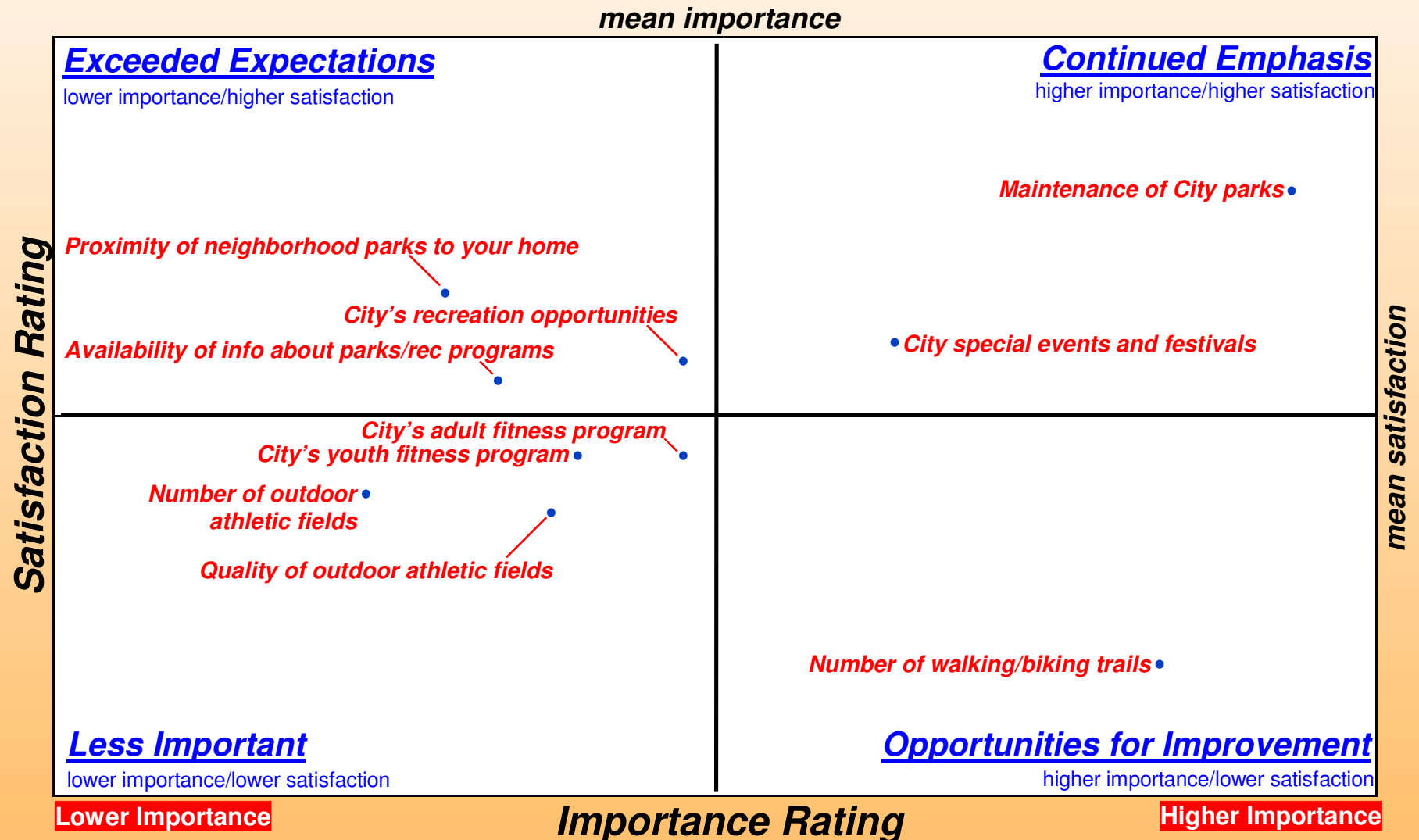
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2011 City of Clayton DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Section 4:
GIS Maps



Interpreting the Maps

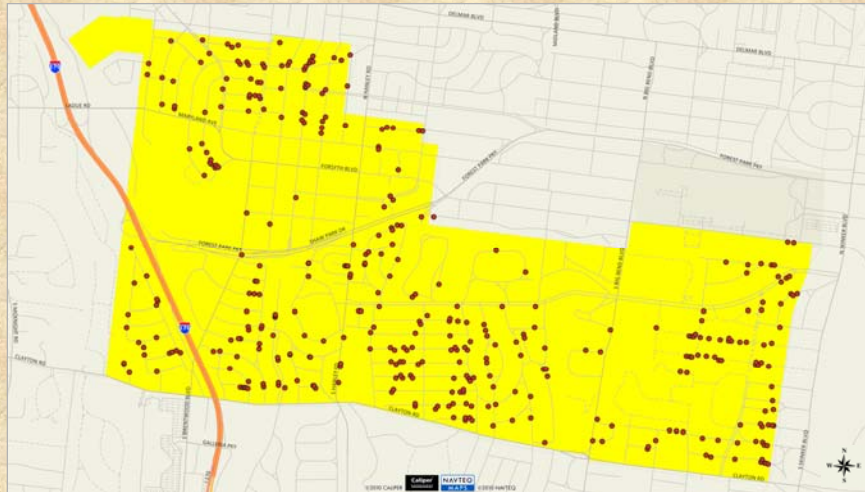
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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:

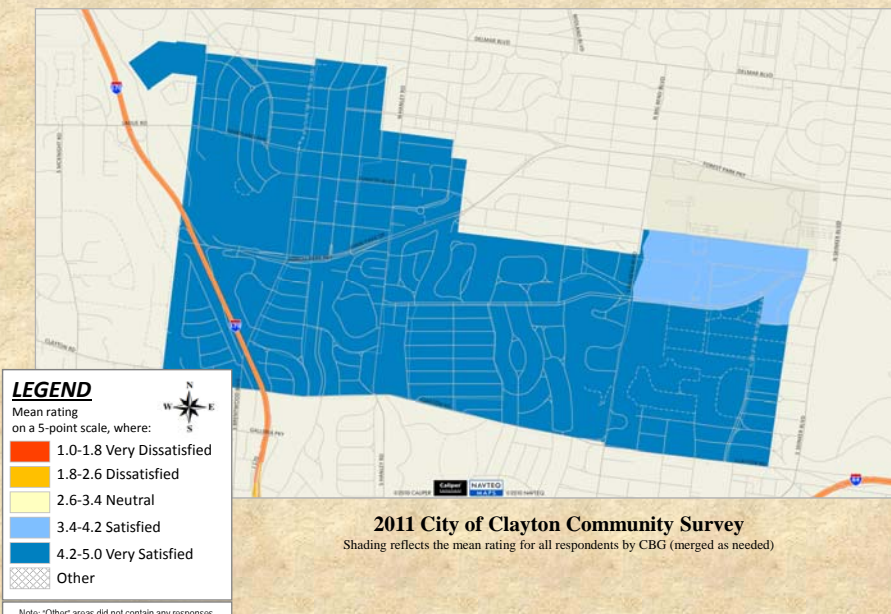
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

Location of Survey Respondents



2011 City of Clayton Community Survey

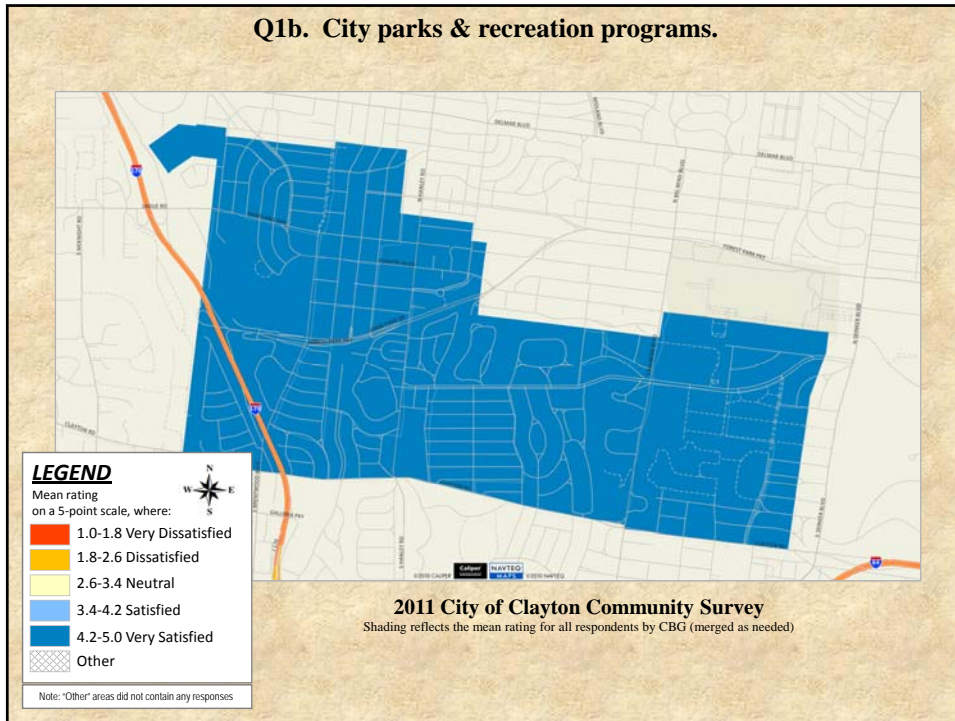
Q1a. Quality of public safety services.



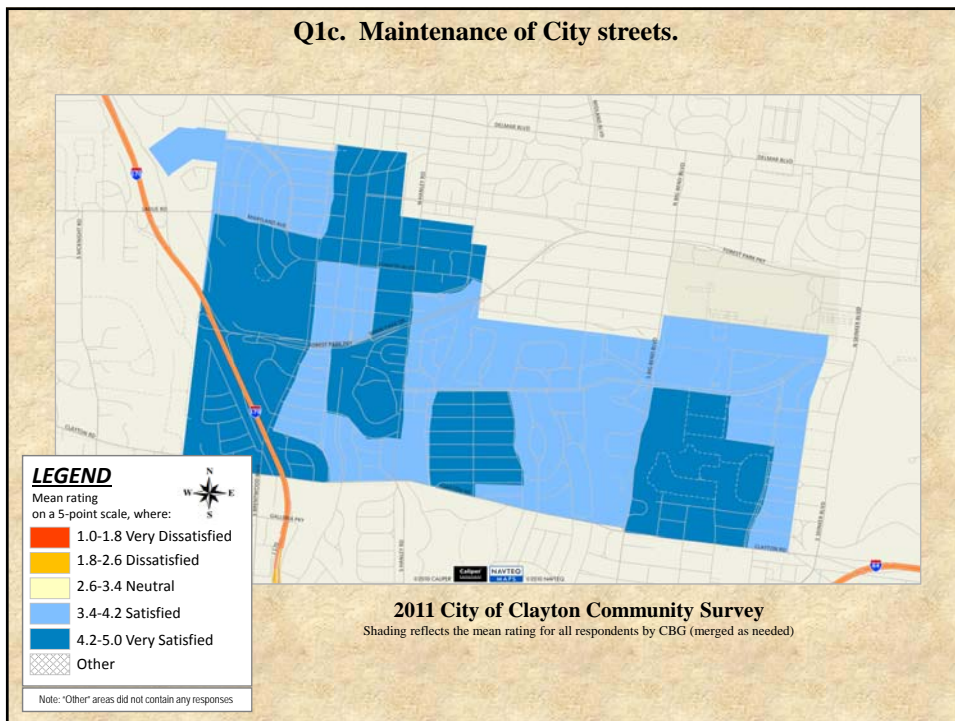
2011 City of Clayton Community Survey

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

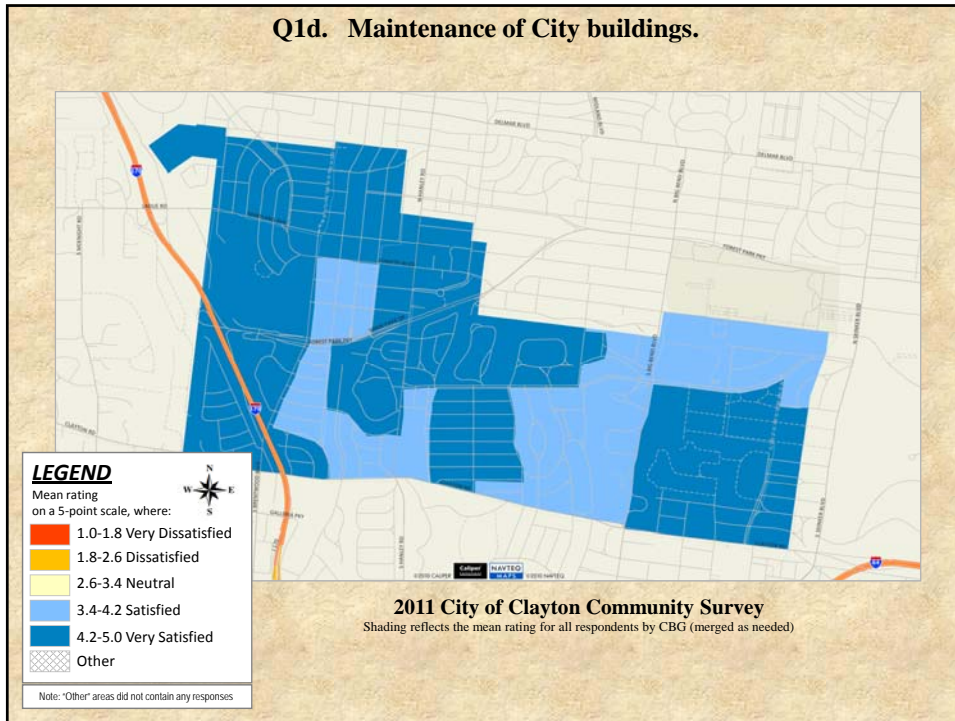
Q1b. City parks & recreation programs.



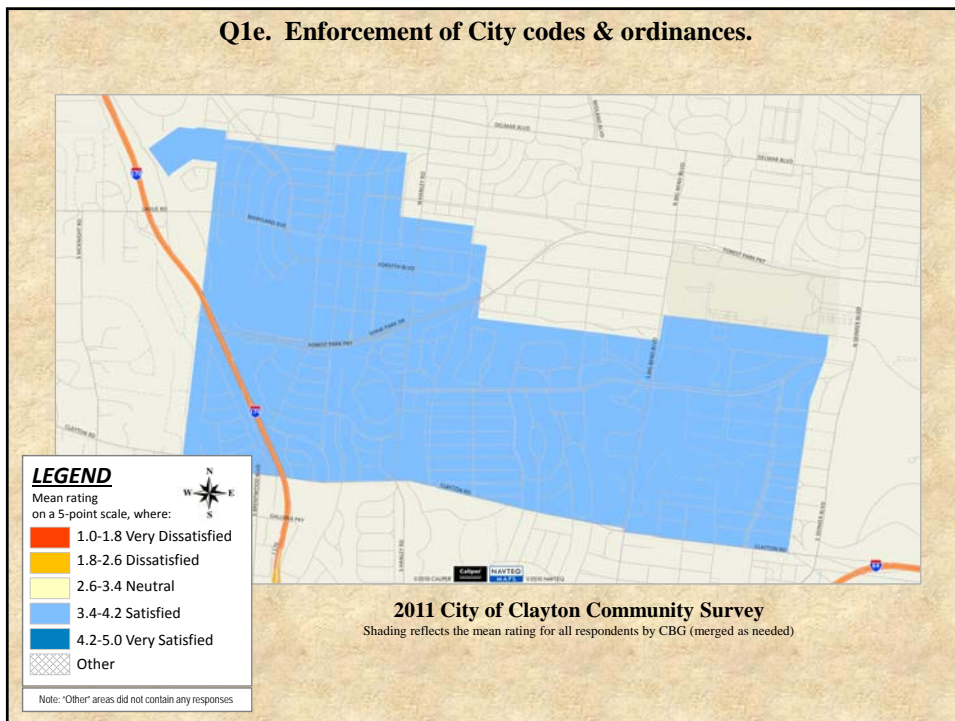
Q1c. Maintenance of City streets.



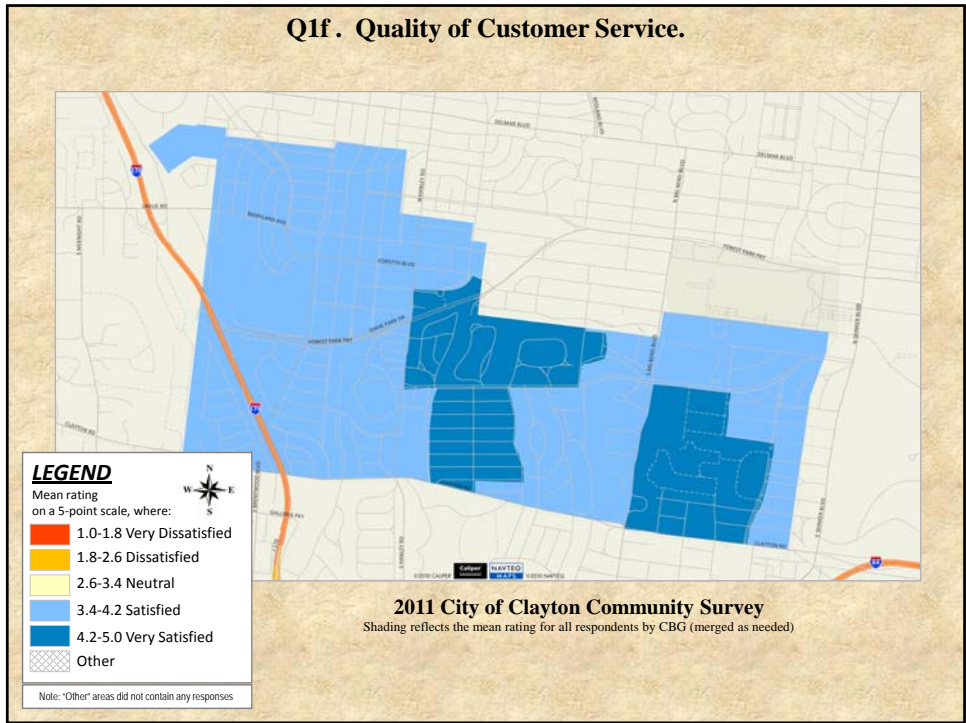
Q1d. Maintenance of City buildings.



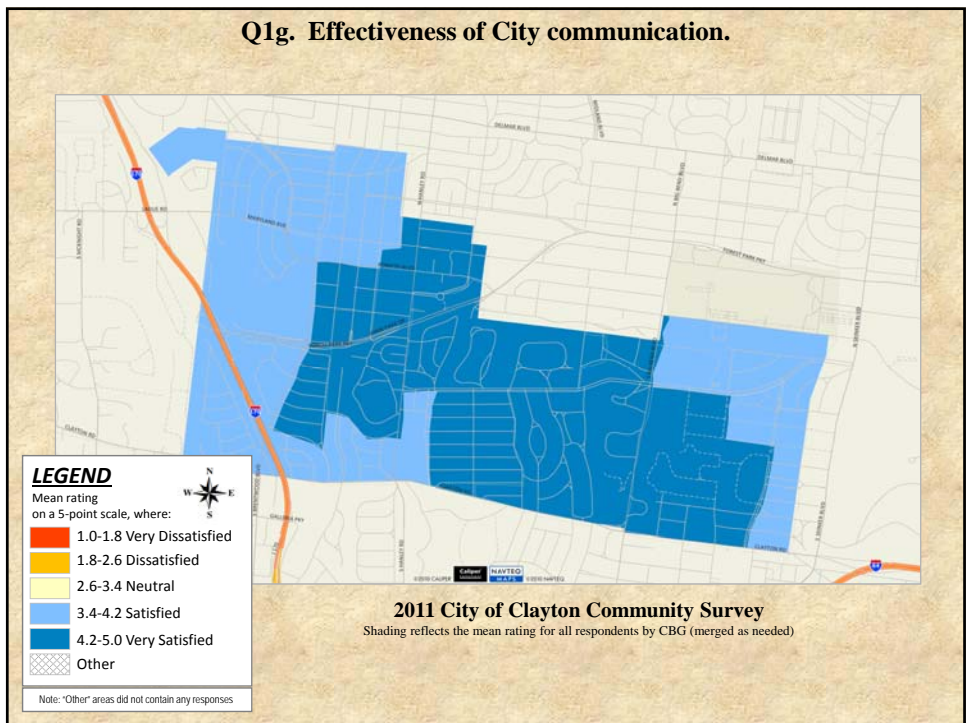
Q1e. Enforcement of City codes & ordinances.



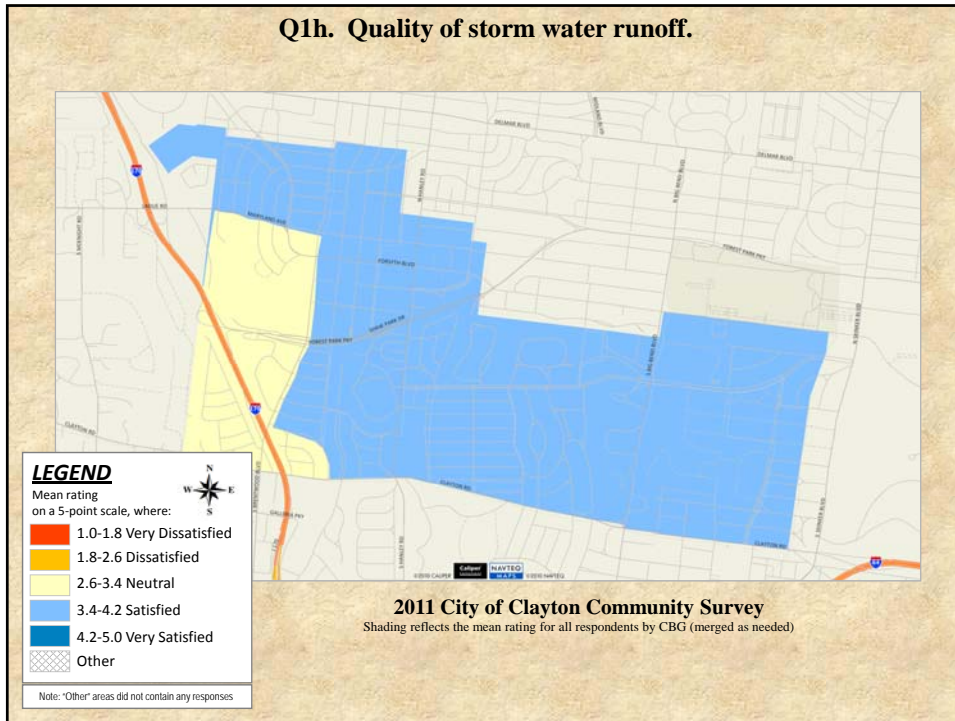
Q1f. Quality of Customer Service.



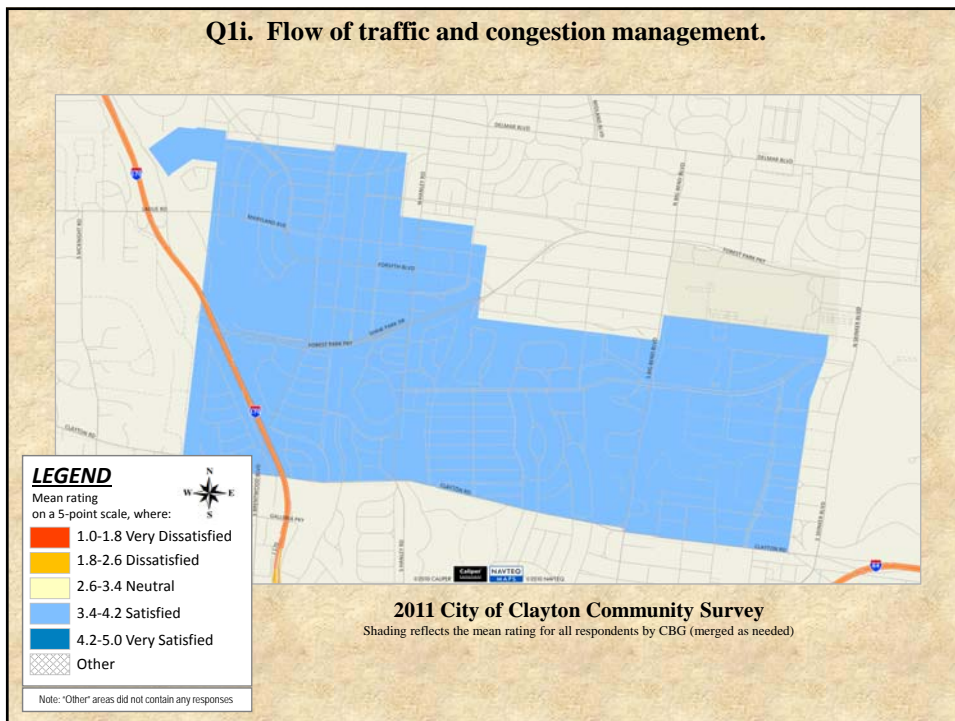
Q1g. Effectiveness of City communication.



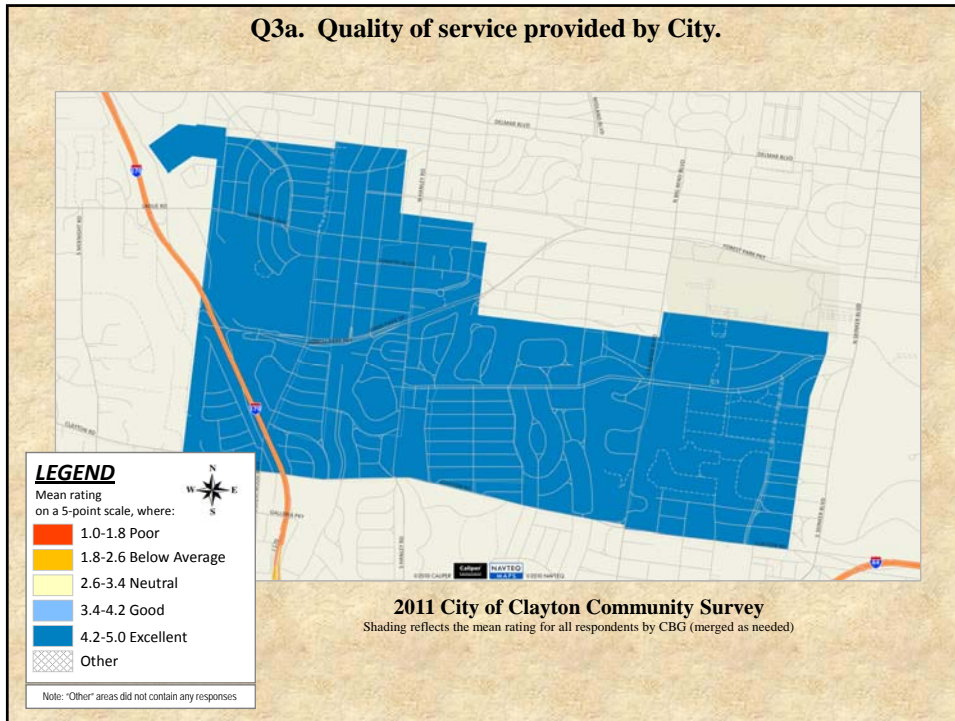
Q1h. Quality of storm water runoff.



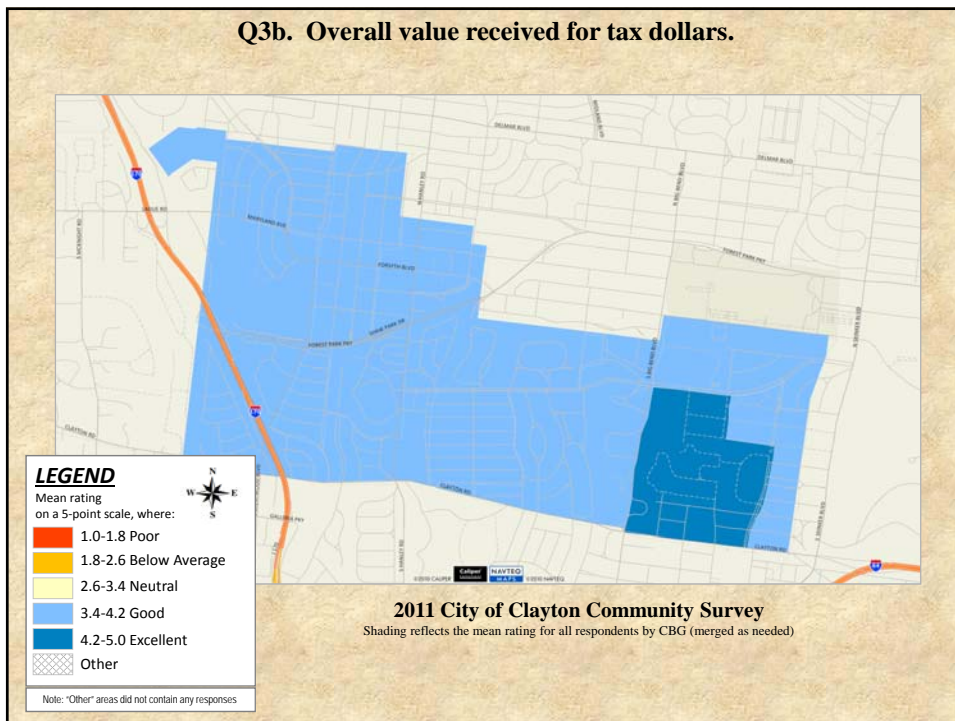
Q1i. Flow of traffic and congestion management.



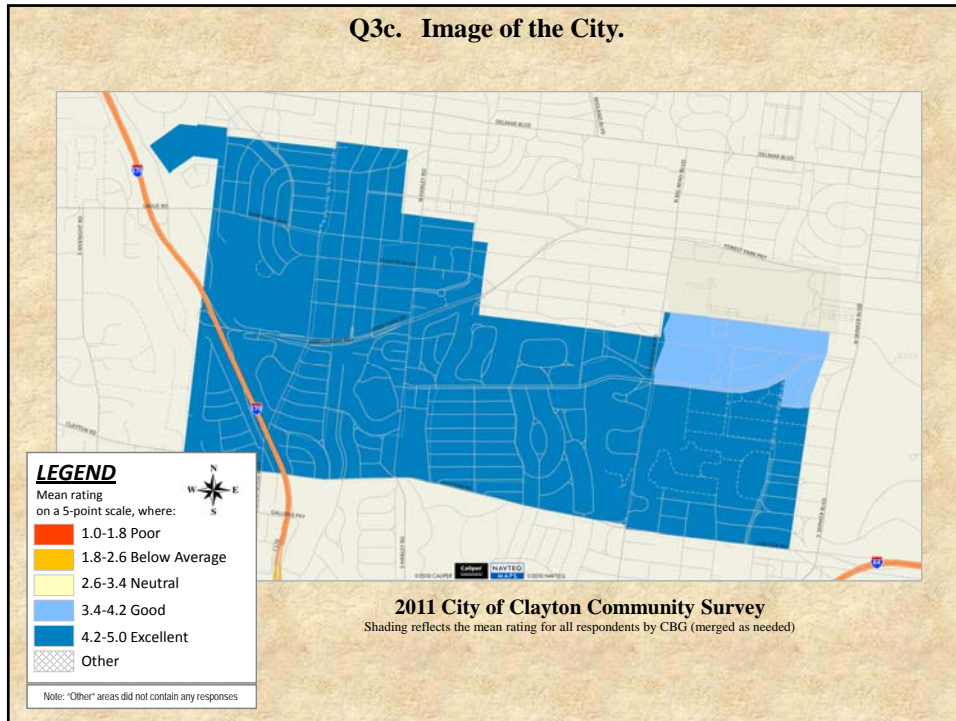
Q3a. Quality of service provided by City.



Q3b. Overall value received for tax dollars.



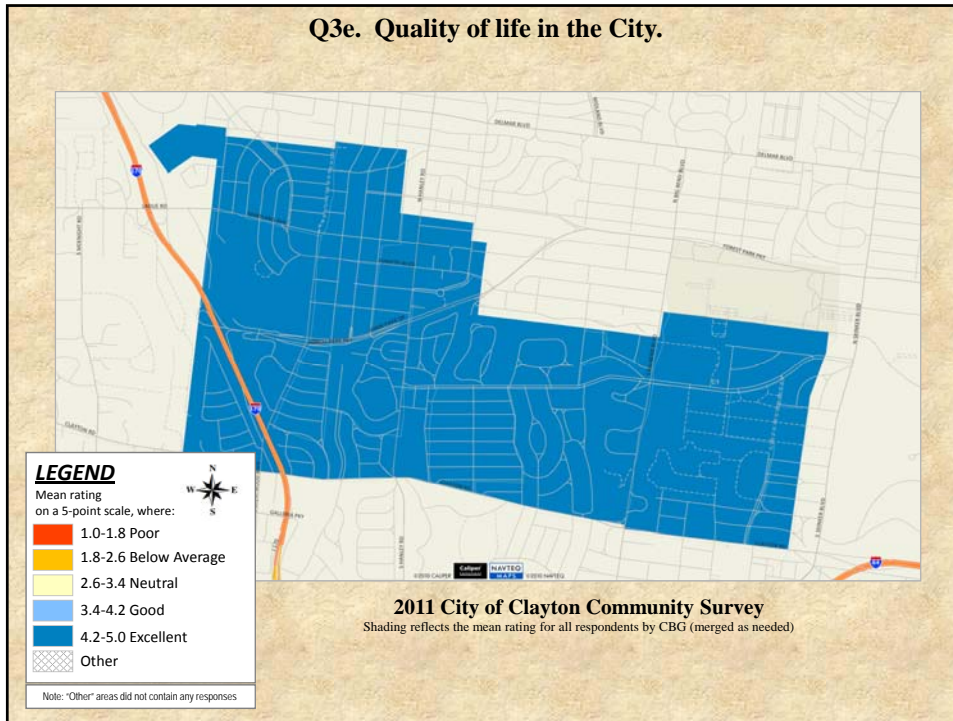
Q3c. Image of the City.



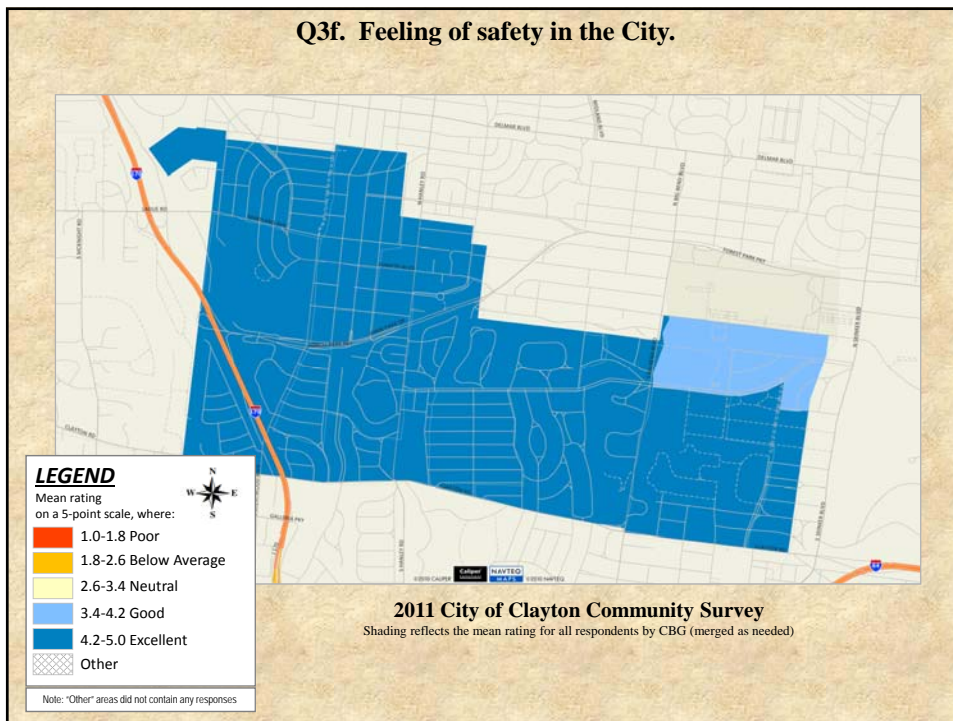
Q3d. How well the City is planning and managing redevelopment.



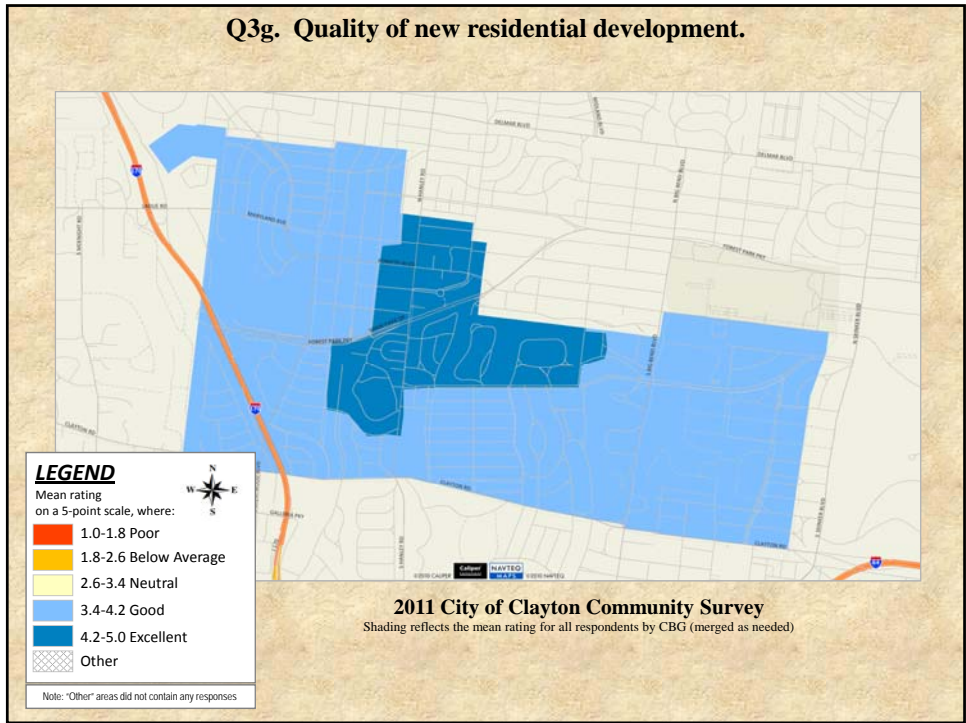
Q3e. Quality of life in the City.



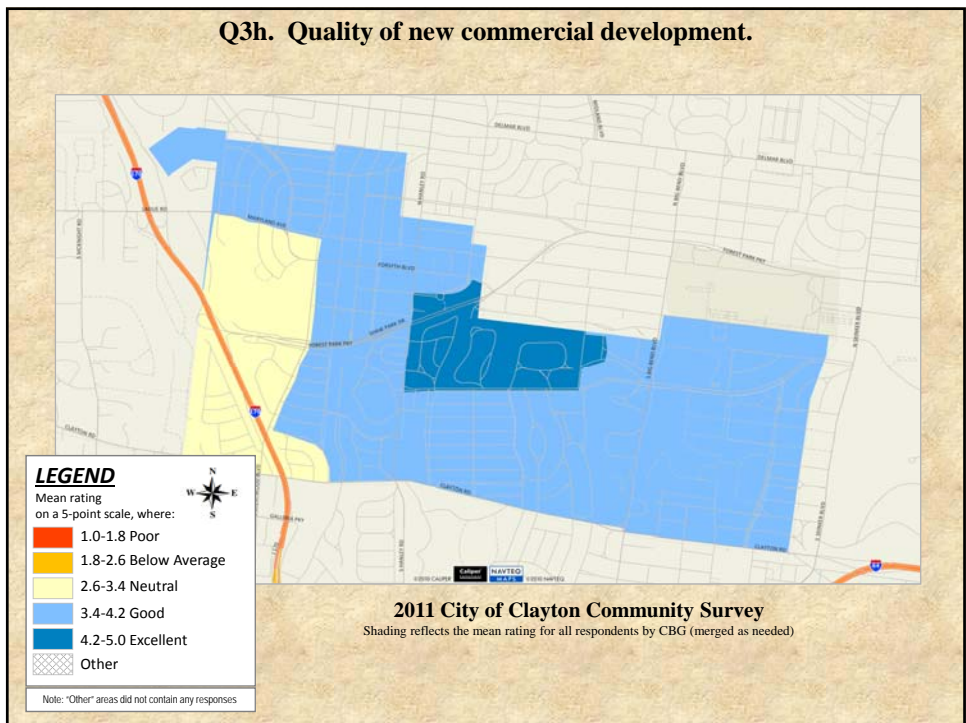
Q3f. Feeling of safety in the City.



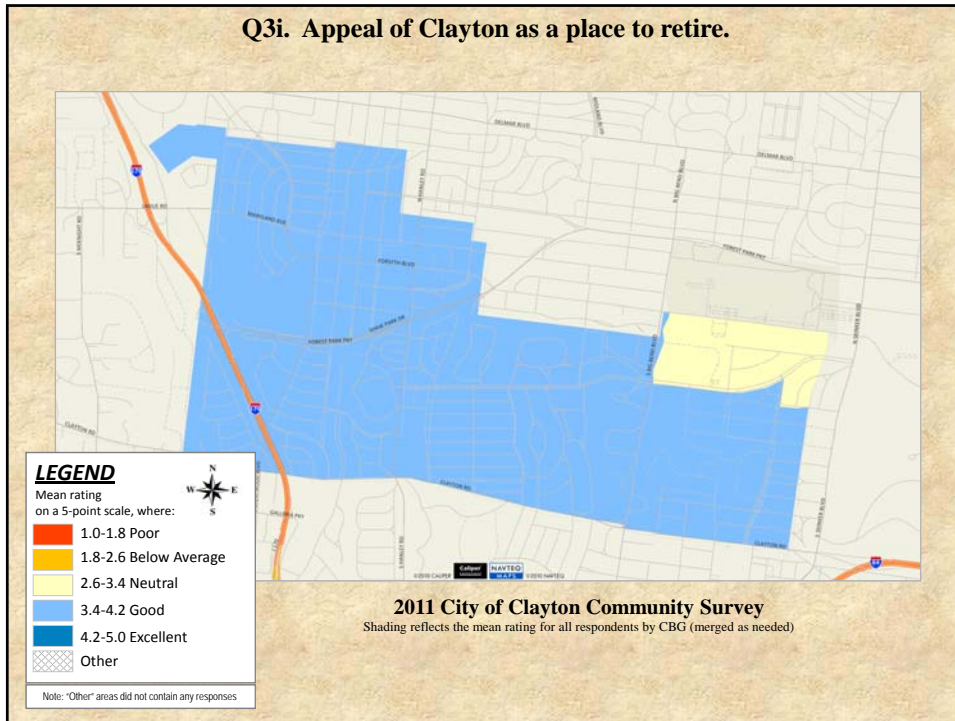
Q3g. Quality of new residential development.



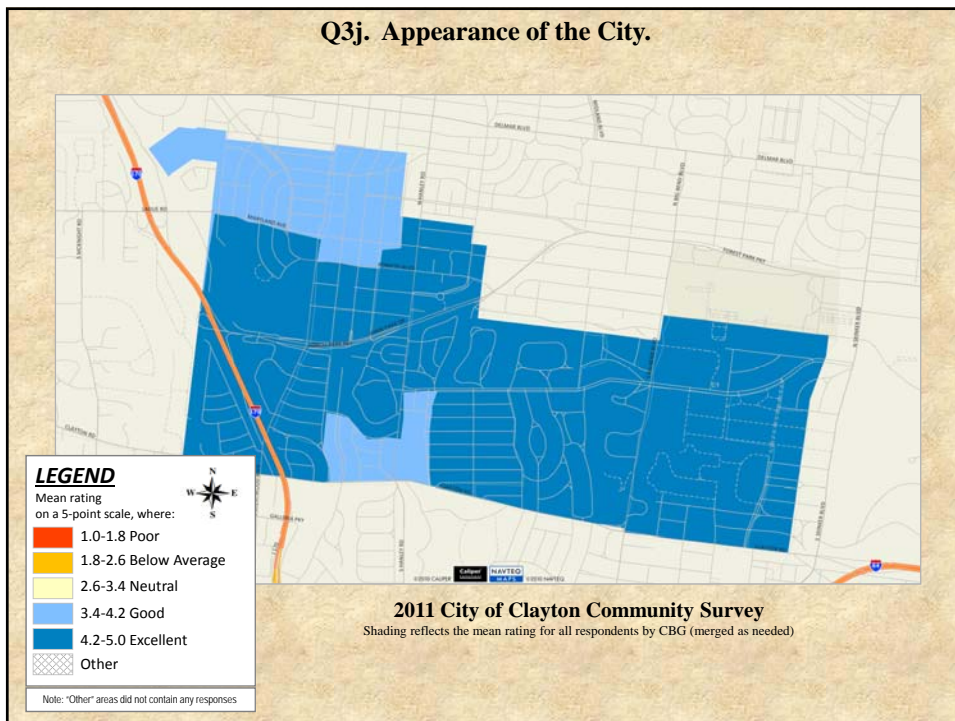
Q3h. Quality of new commercial development.



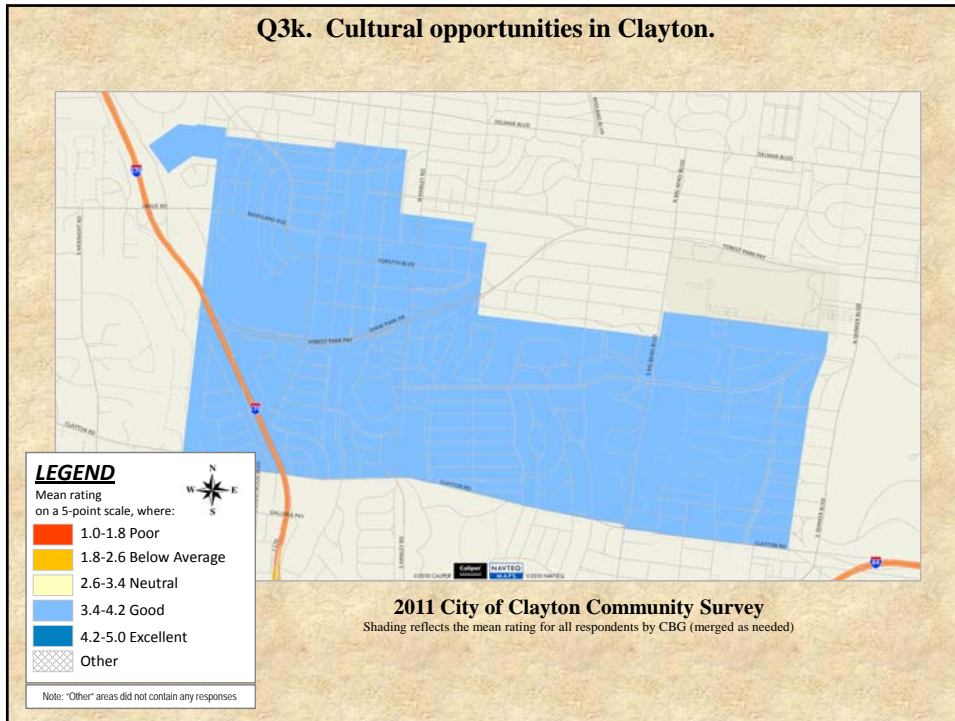
Q3i. Appeal of Clayton as a place to retire.



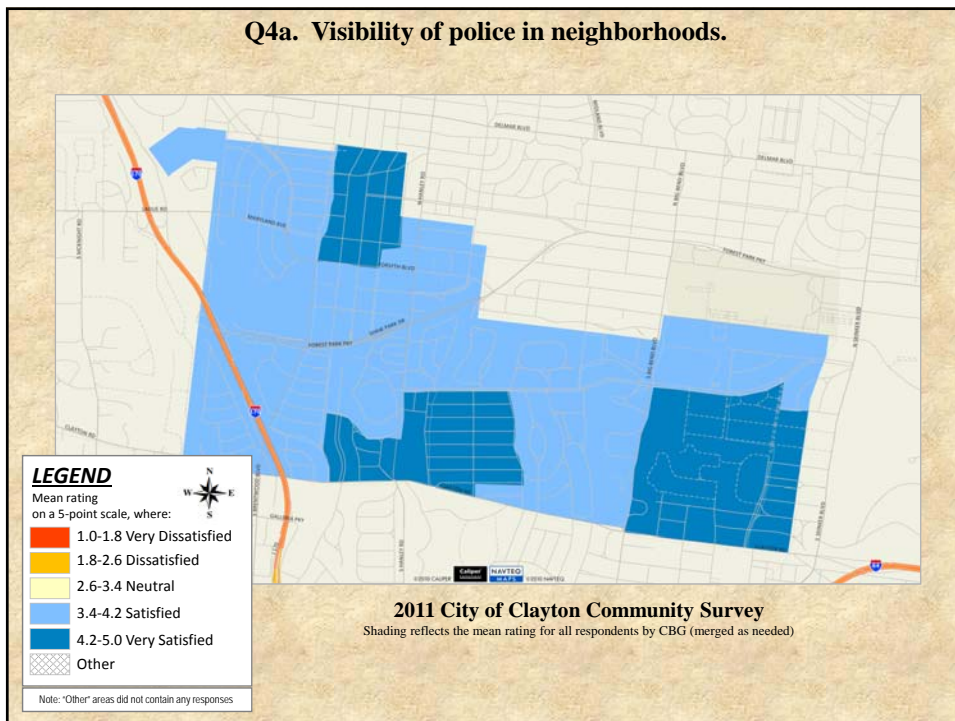
Q3j. Appearance of the City.



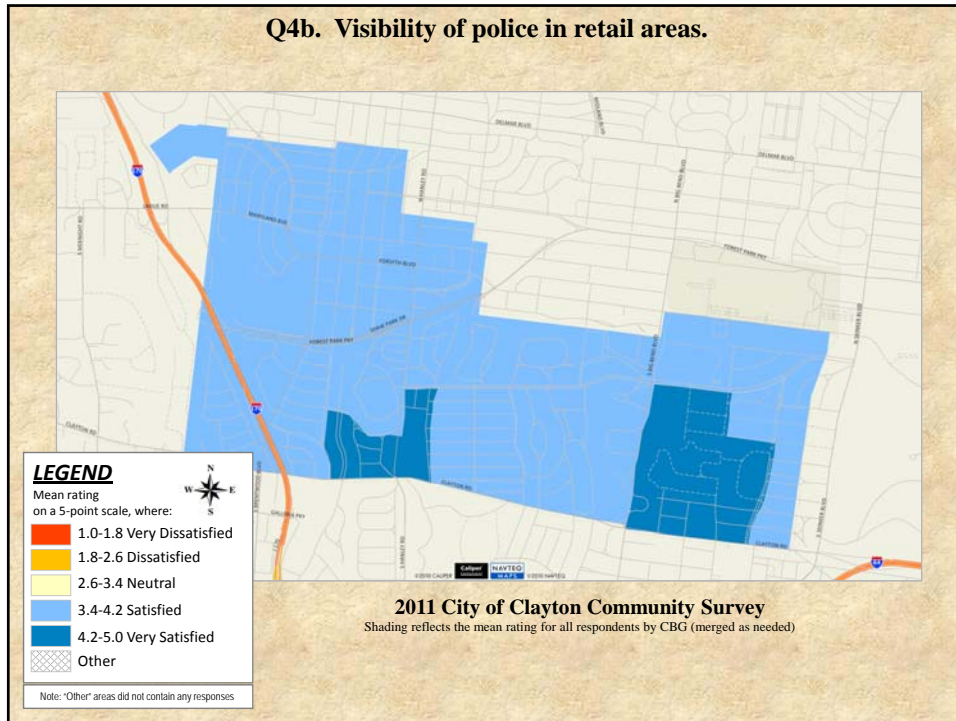
Q3k. Cultural opportunities in Clayton.



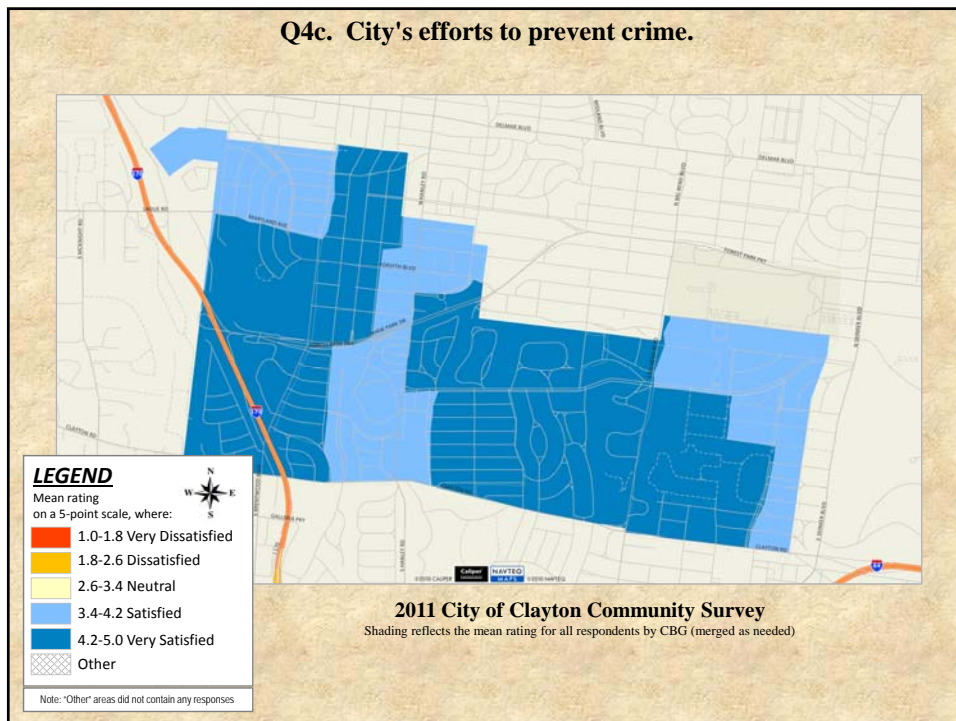
Q4a. Visibility of police in neighborhoods.



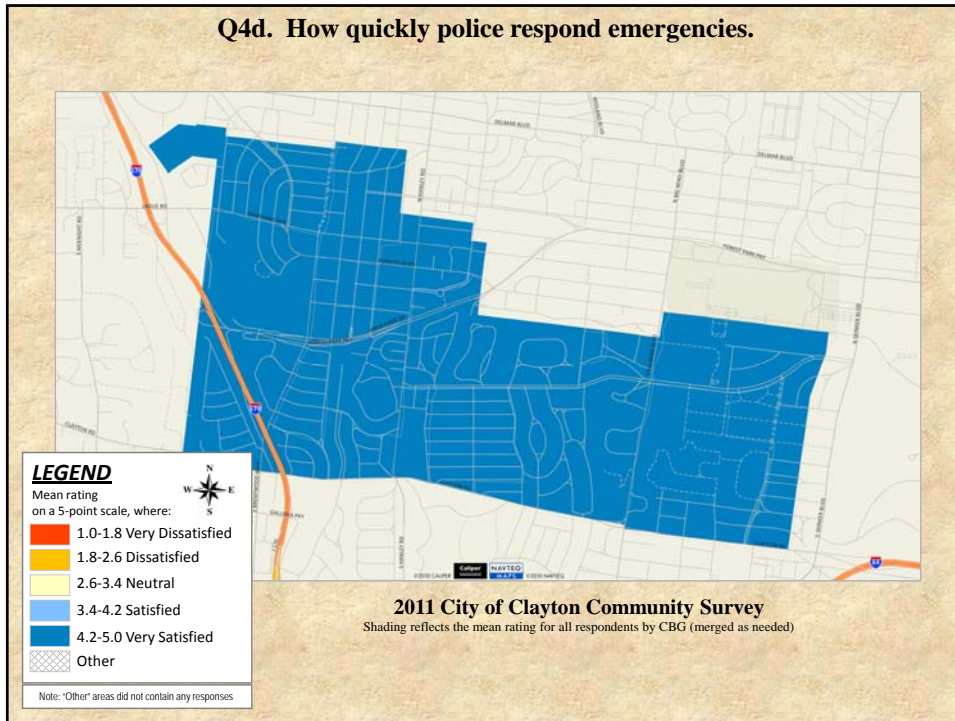
Q4b. Visibility of police in retail areas.



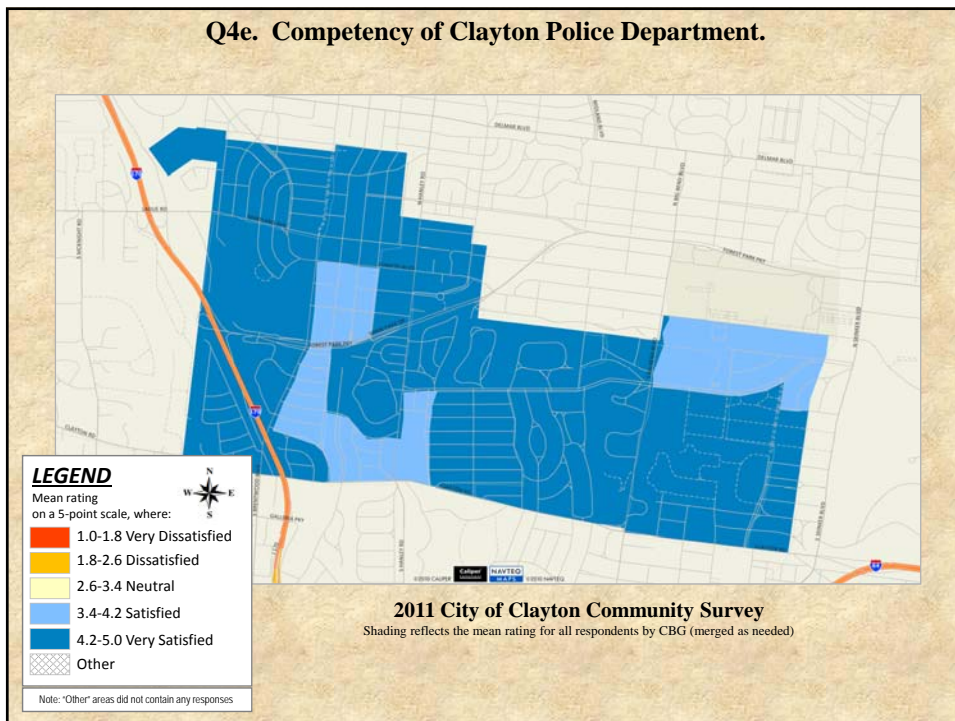
Q4c. City's efforts to prevent crime.

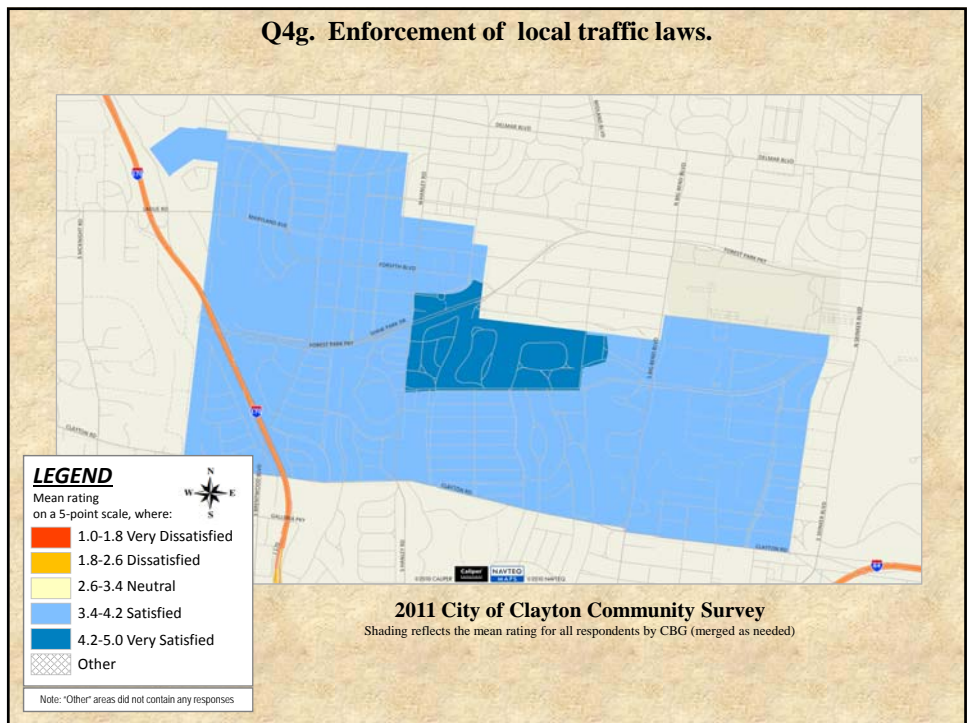
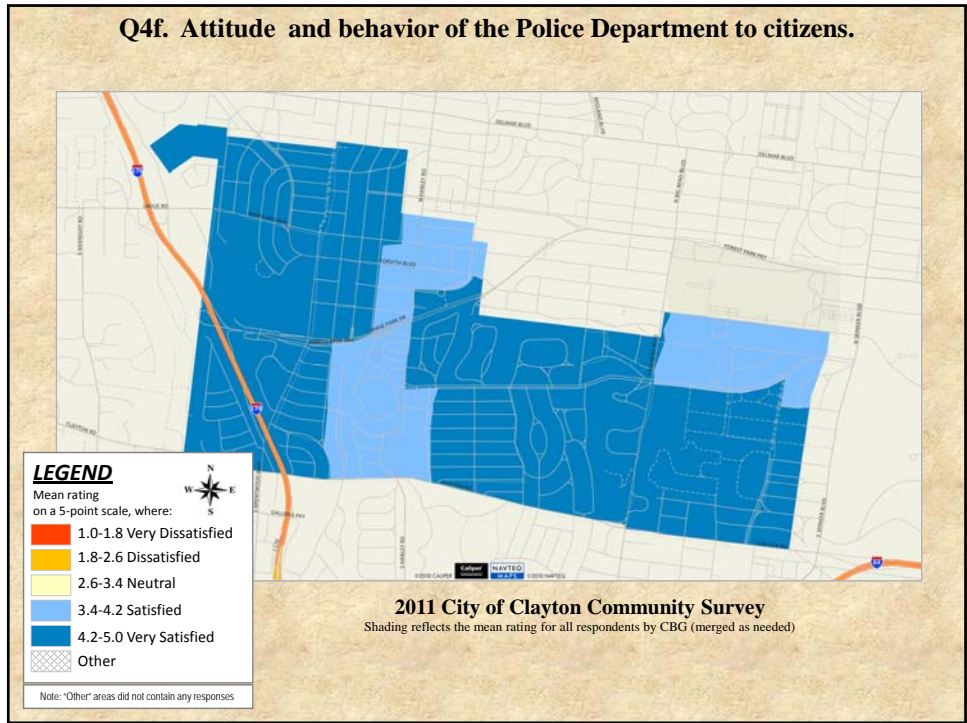


Q4d. How quickly police respond emergencies.

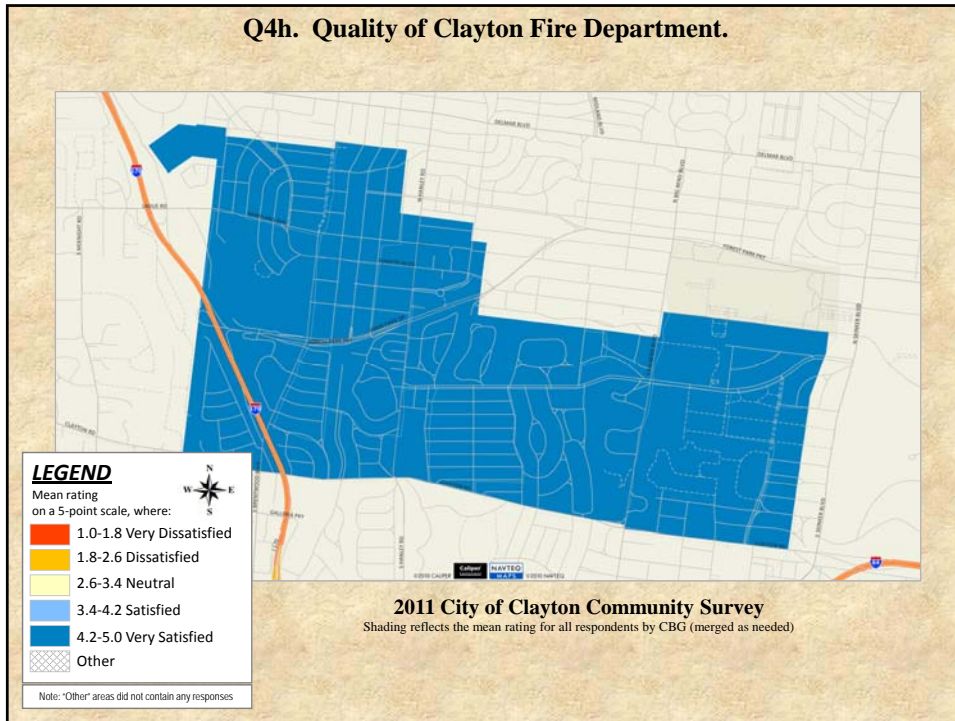


Q4e. Competency of Clayton Police Department.

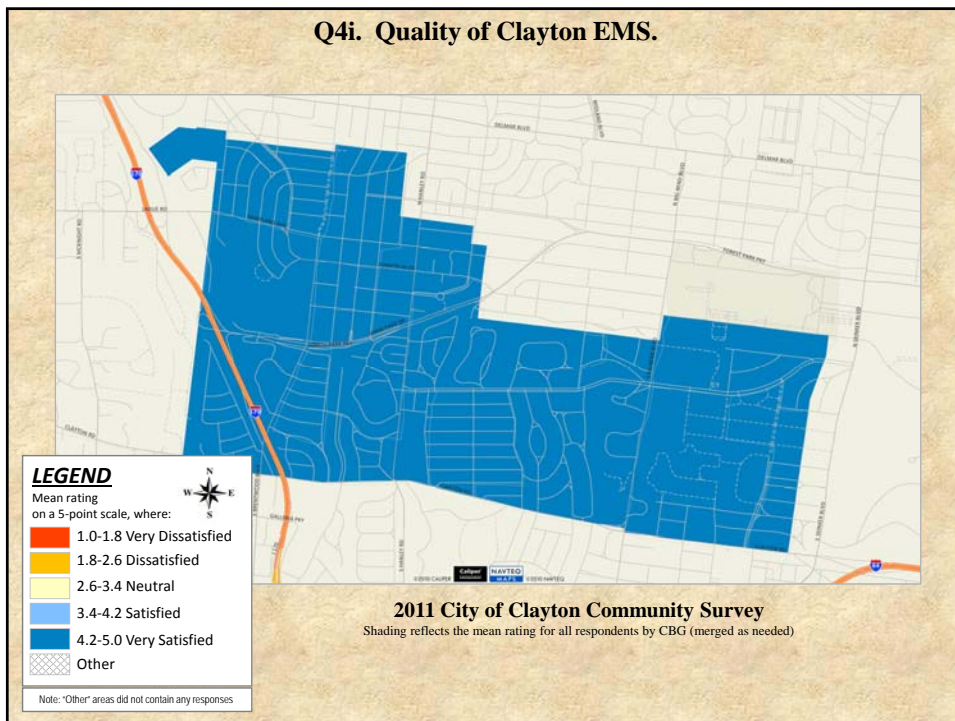




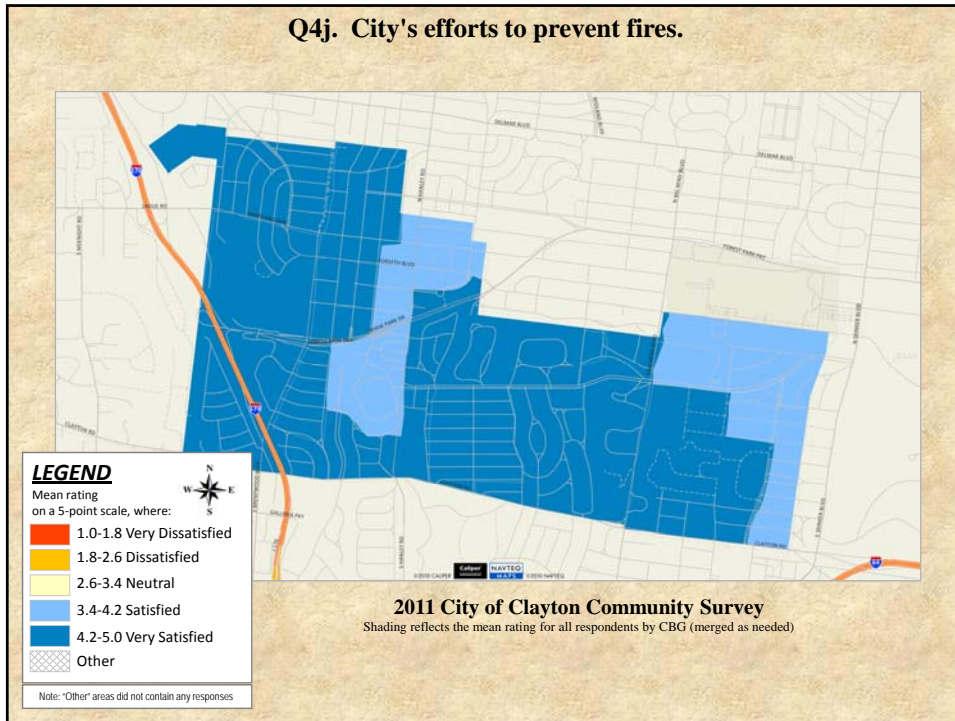
Q4h. Quality of Clayton Fire Department.



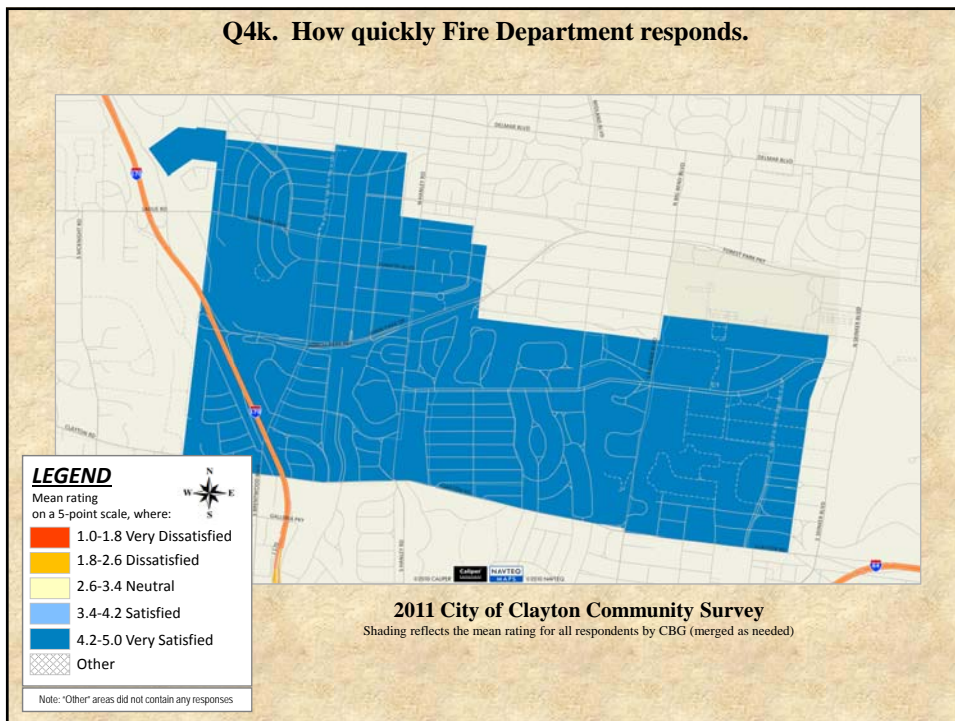
Q4i. Quality of Clayton EMS.



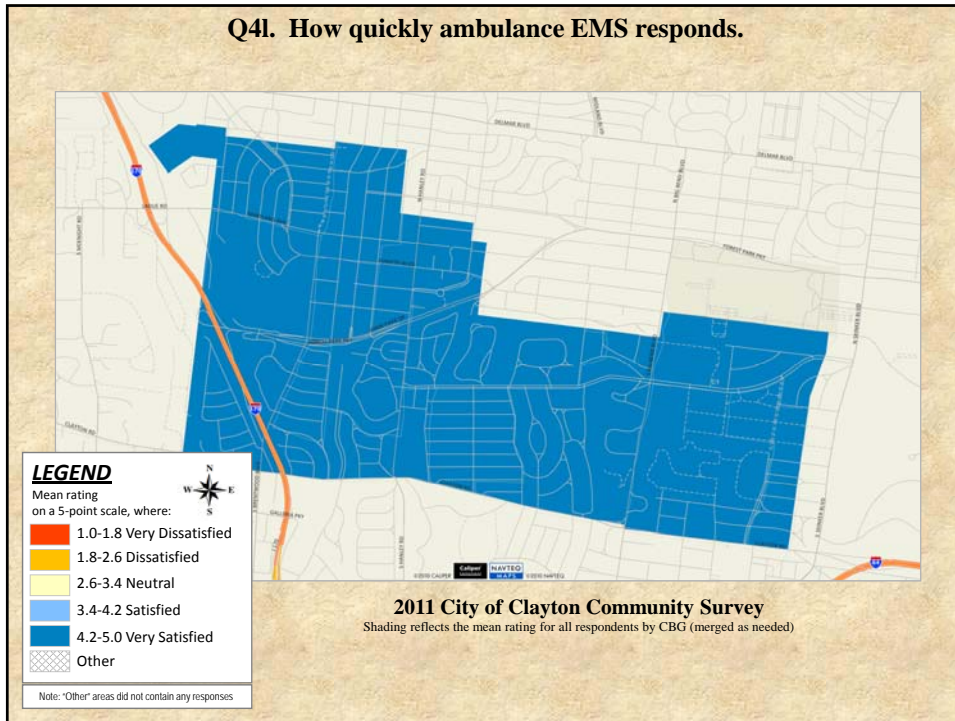
Q4j. City's efforts to prevent fires.



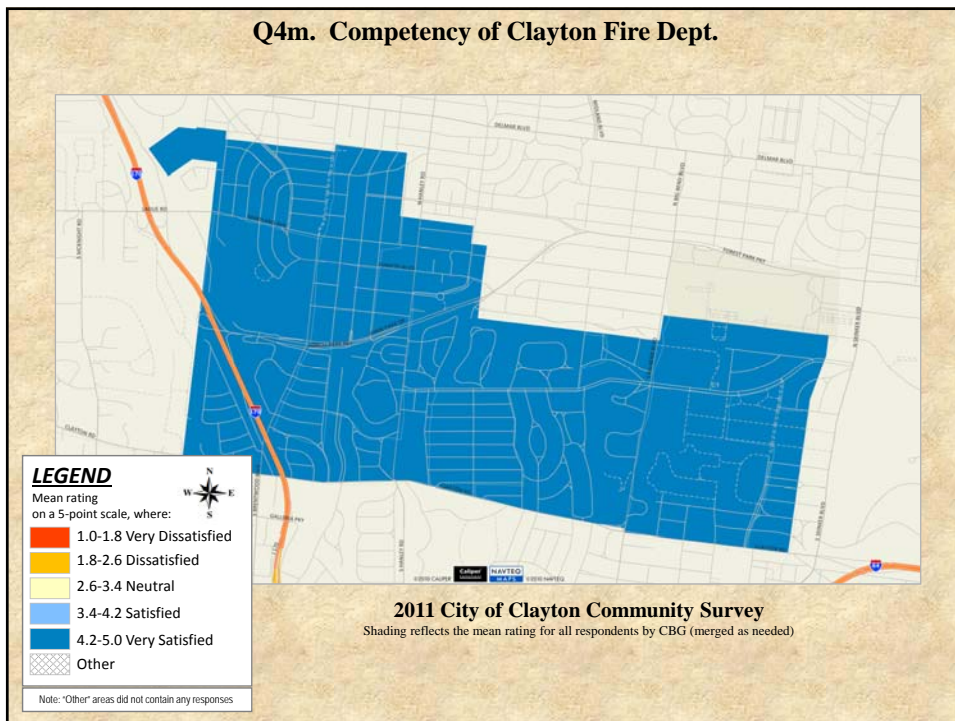
Q4k. How quickly Fire Department responds.



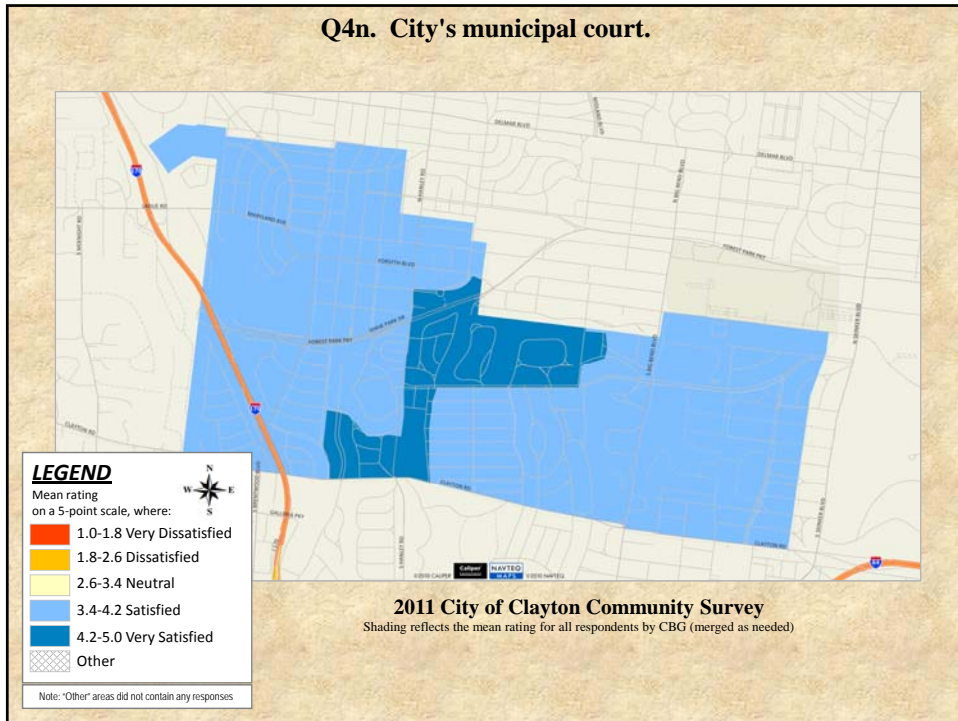
Q4l. How quickly ambulance EMS responds.



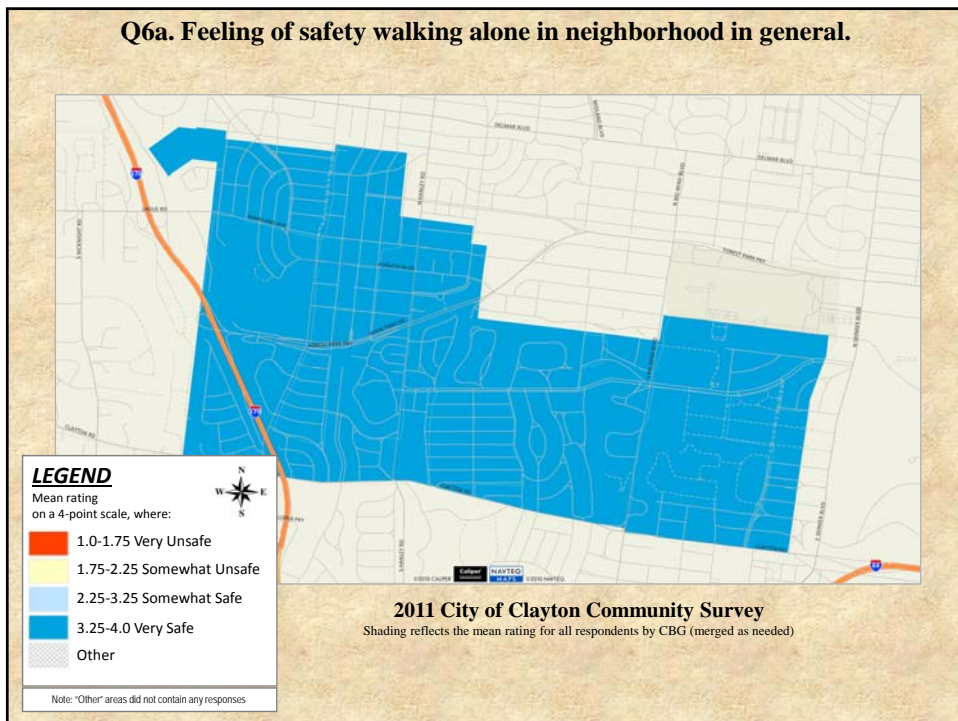
Q4m. Competency of Clayton Fire Dept.



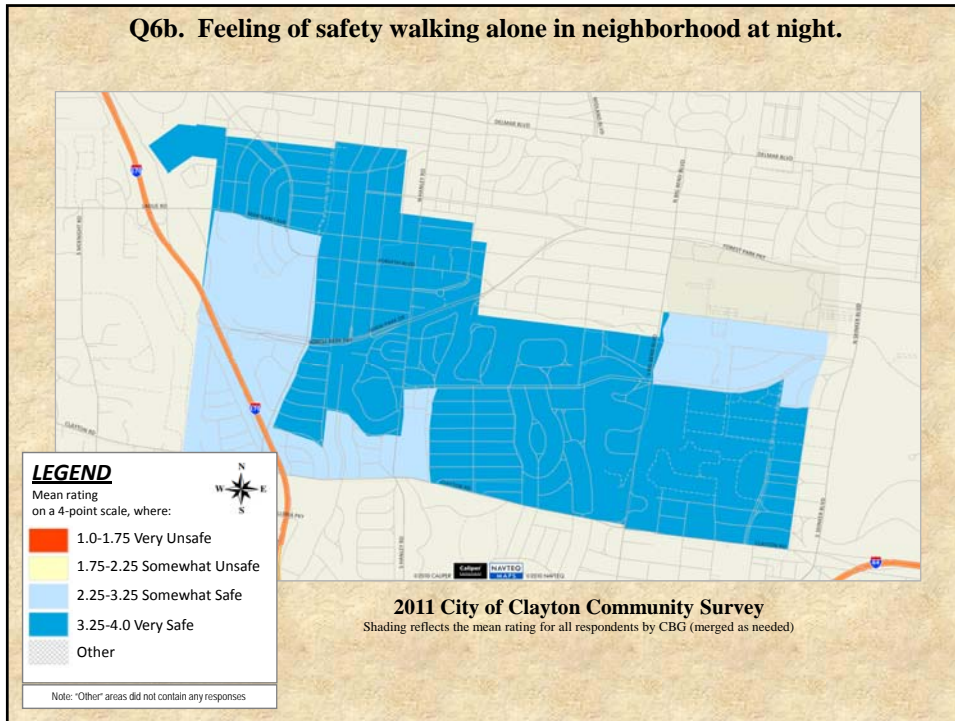
Q4n. City's municipal court.



Q6a. Feeling of safety walking alone in neighborhood in general.



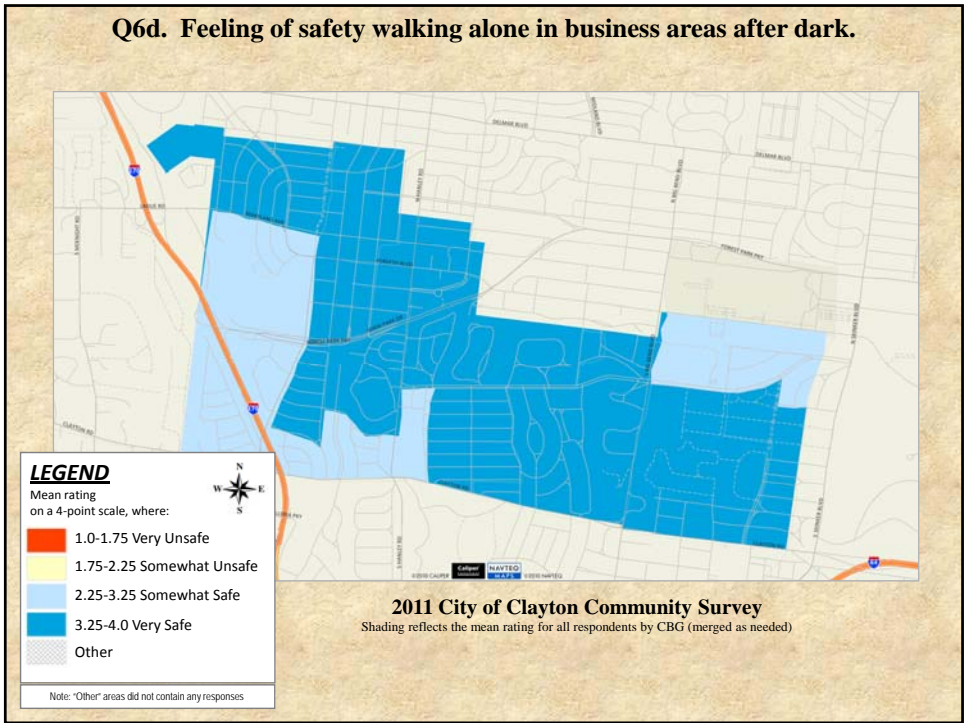
Q6b. Feeling of safety walking alone in neighborhood at night.



Q6c. Feeling of safety walking alone in neighborhood during the day.



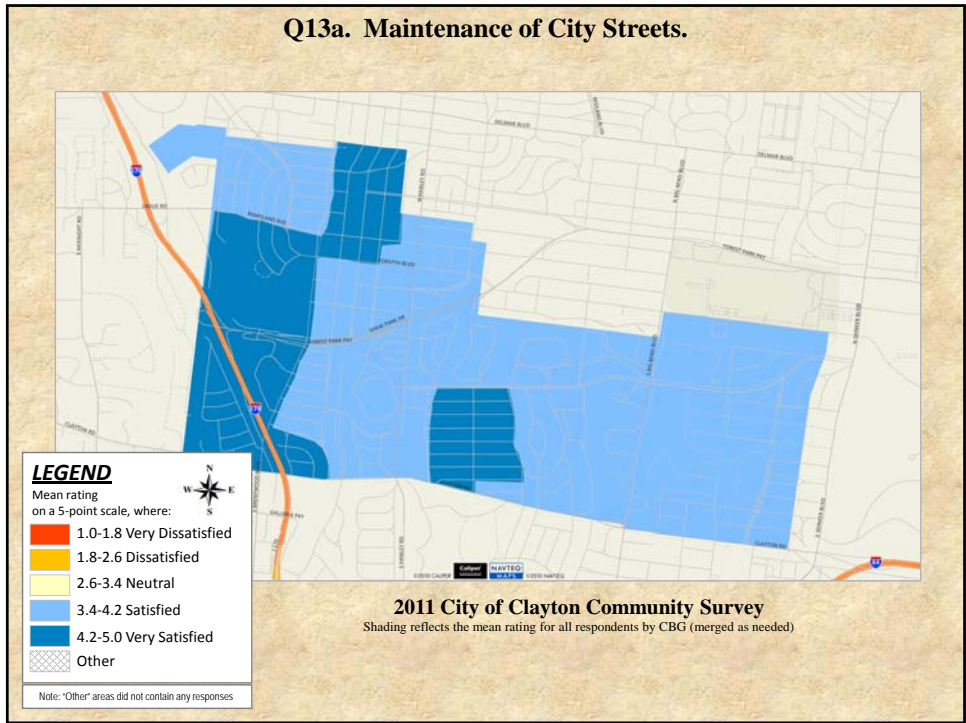
Q6d. Feeling of safety walking alone in business areas after dark.



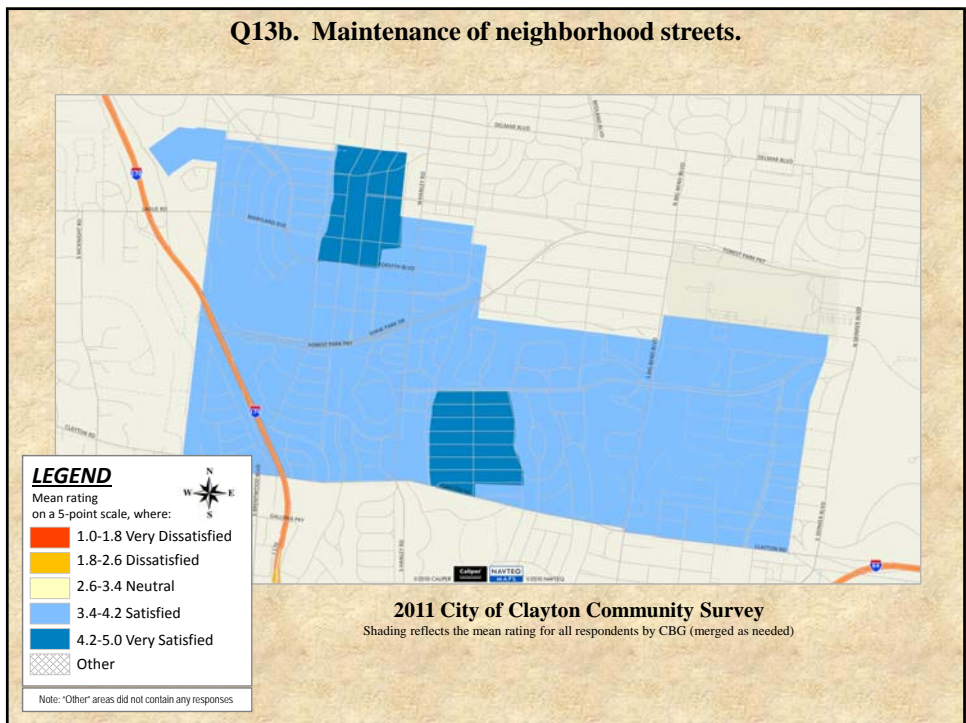
Q6e. Feeling of safety walking alone in business areas during the day.



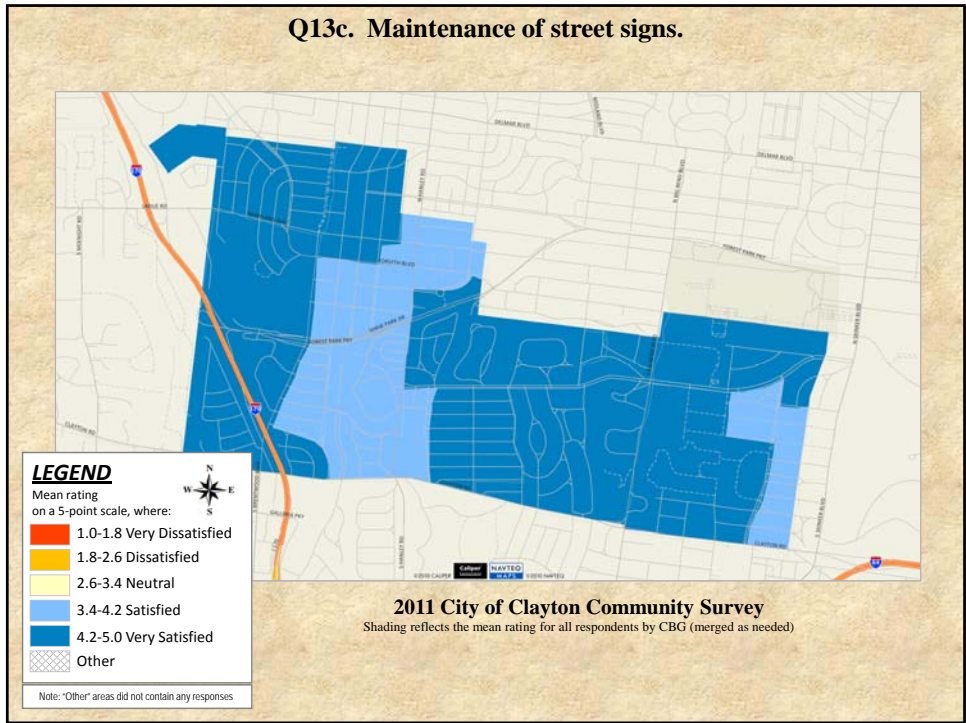
Q13a. Maintenance of City Streets.



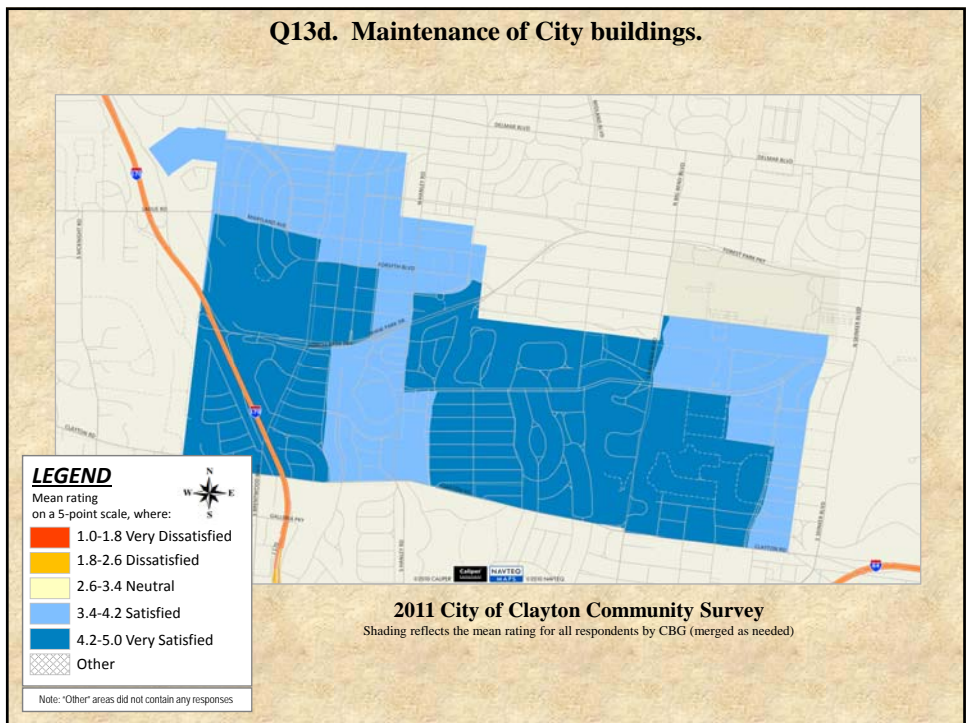
Q13b. Maintenance of neighborhood streets.



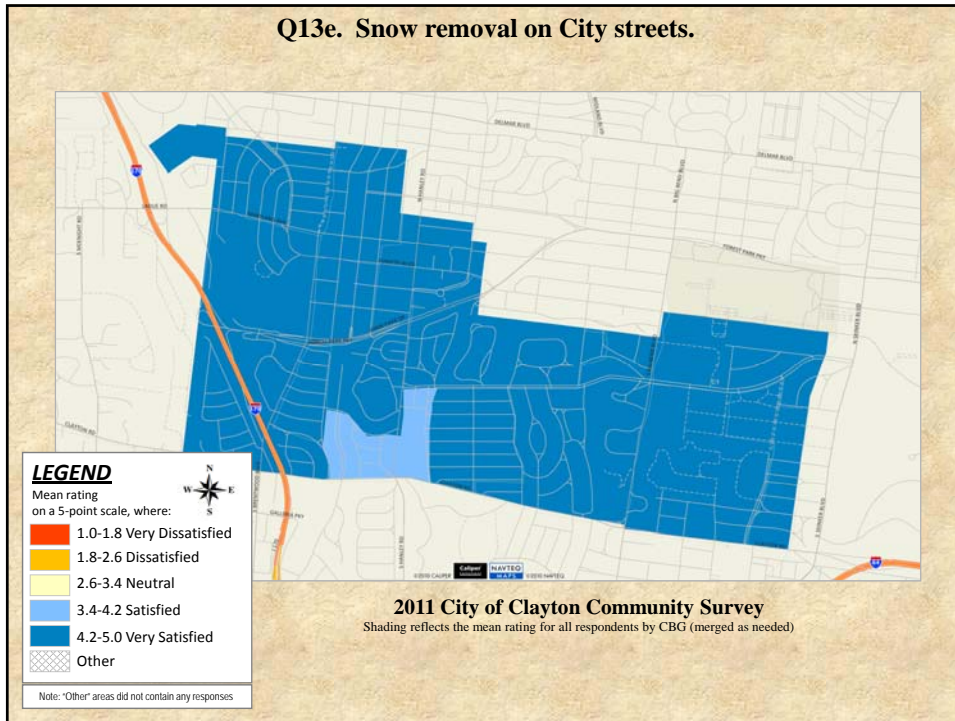
Q13c. Maintenance of street signs.



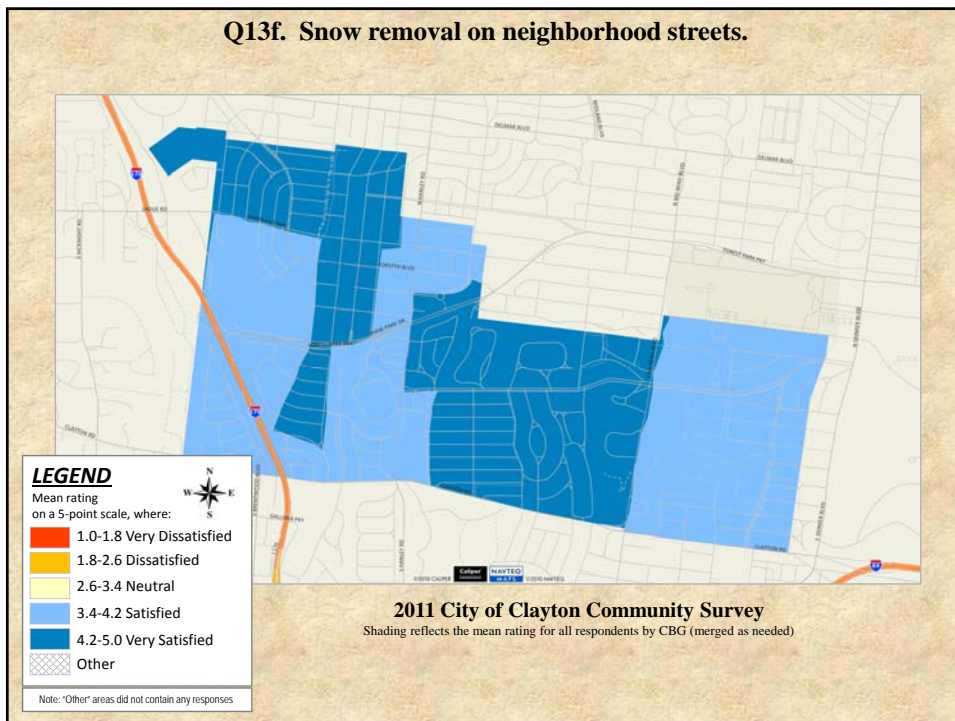
Q13d. Maintenance of City buildings.



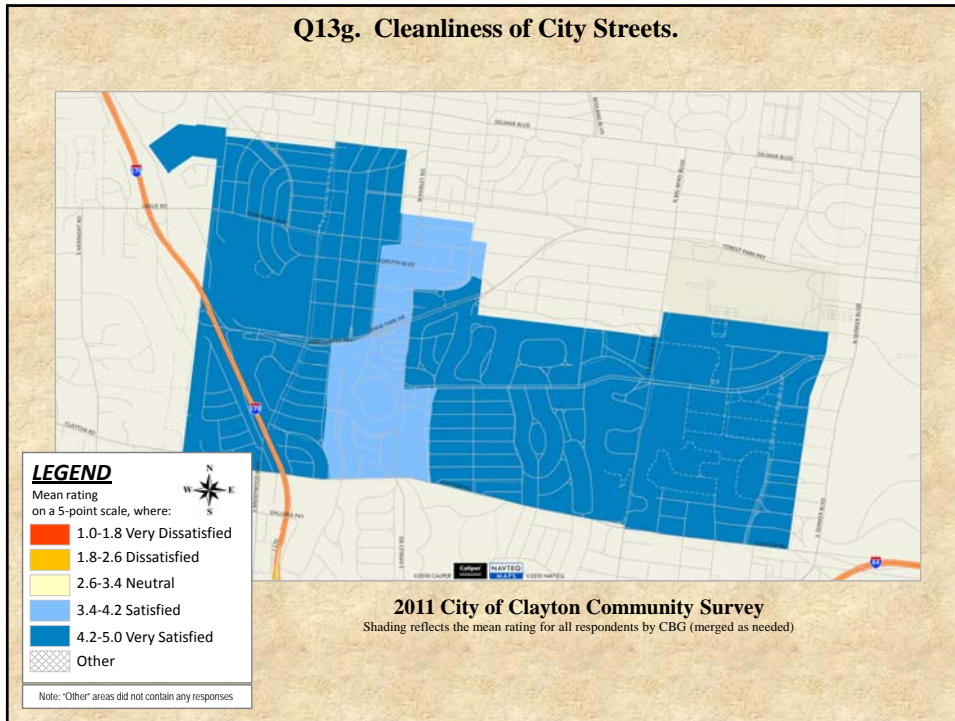
Q13e. Snow removal on City streets.



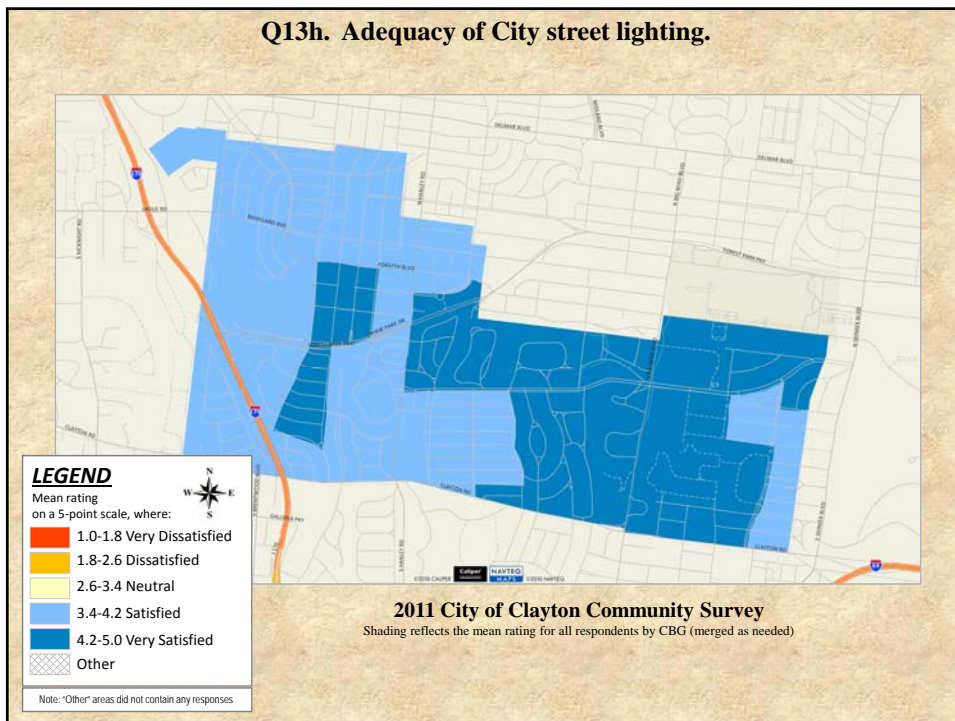
Q13f. Snow removal on neighborhood streets.



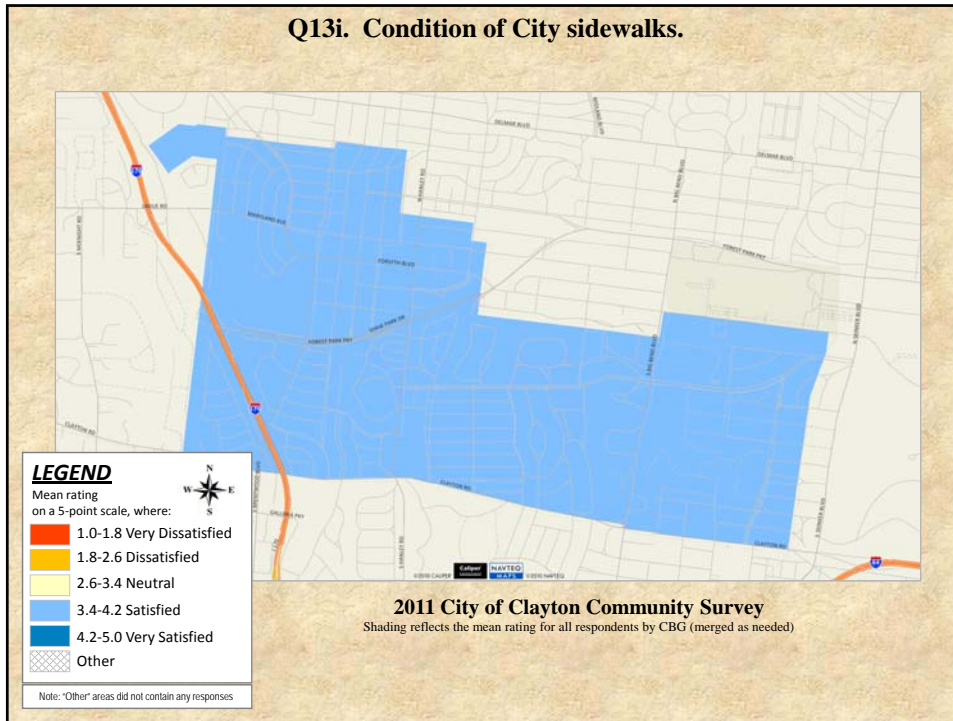
Q13g. Cleanliness of City Streets.



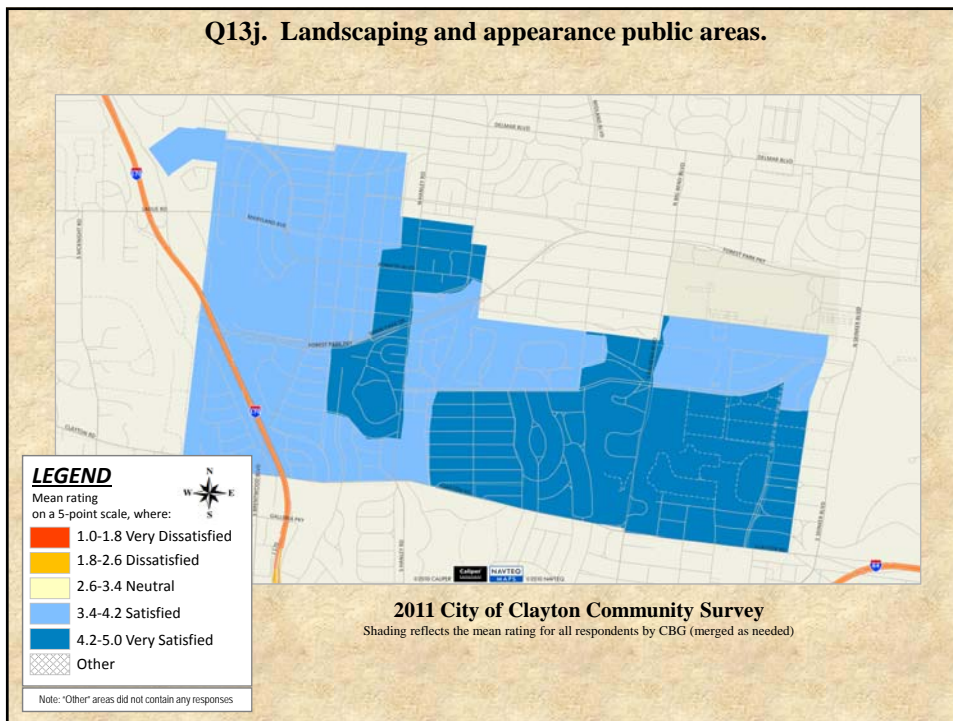
Q13h. Adequacy of City street lighting.

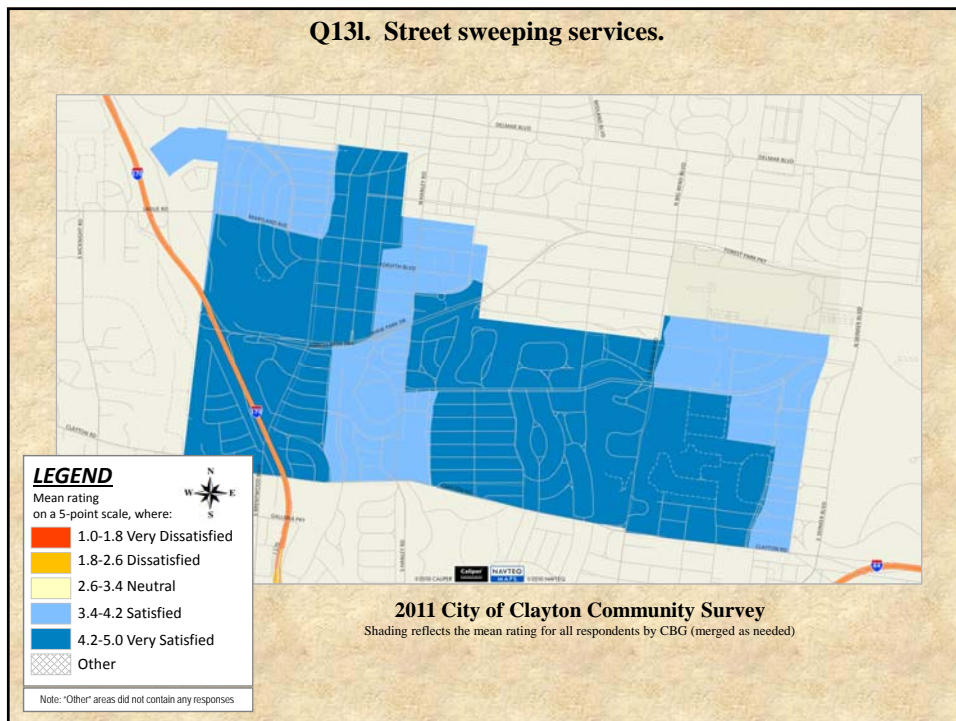
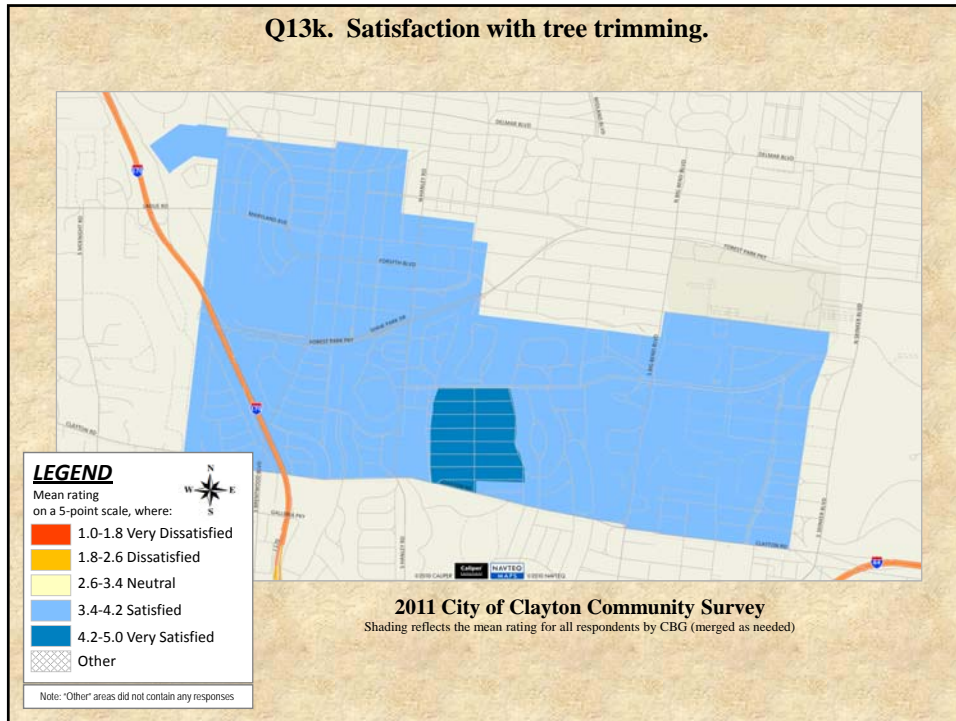


Q13i. Condition of City sidewalks.

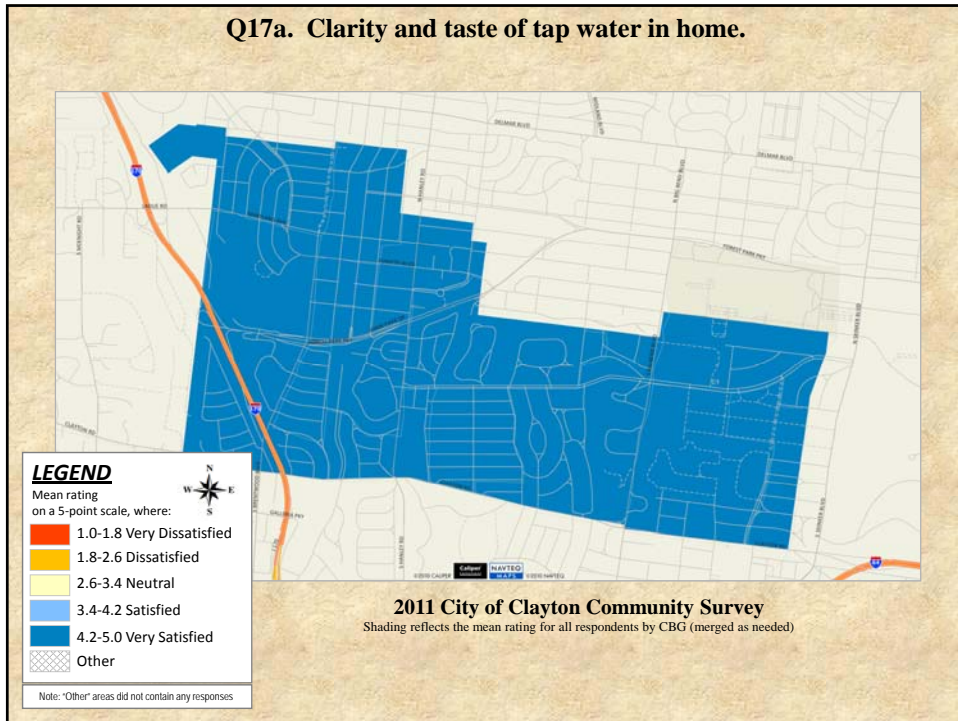


Q13j. Landscaping and appearance public areas.

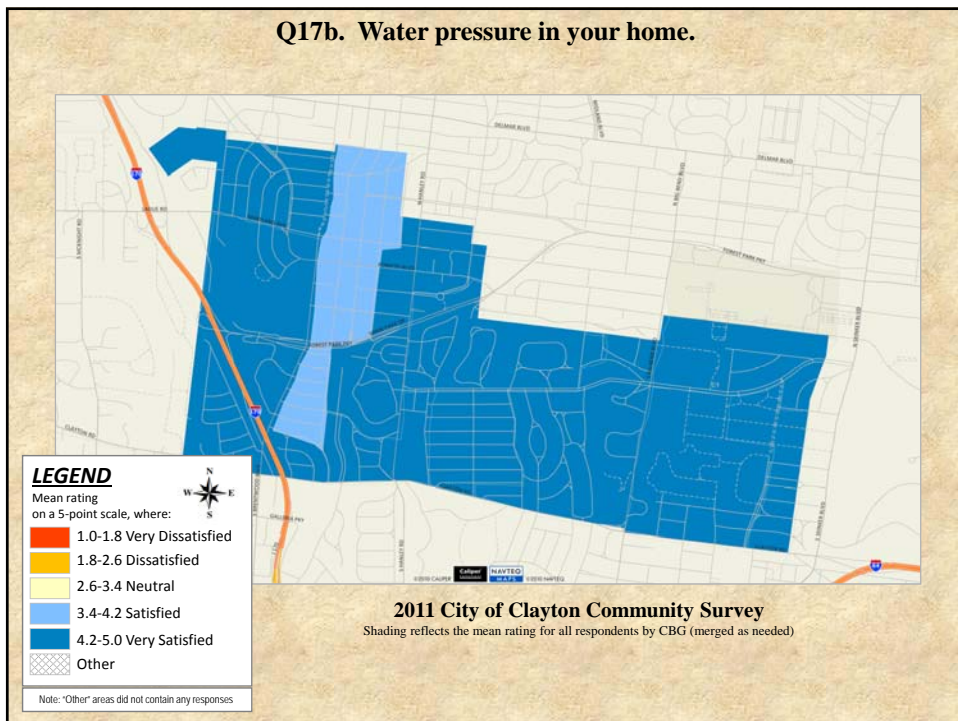




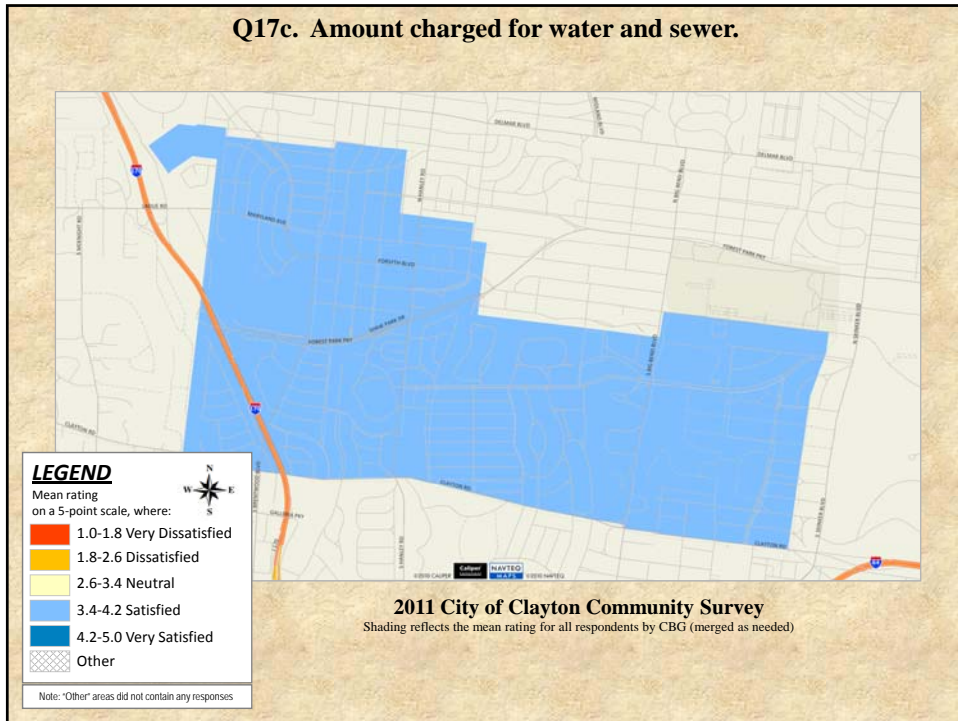
Q17a. Clarity and taste of tap water in home.



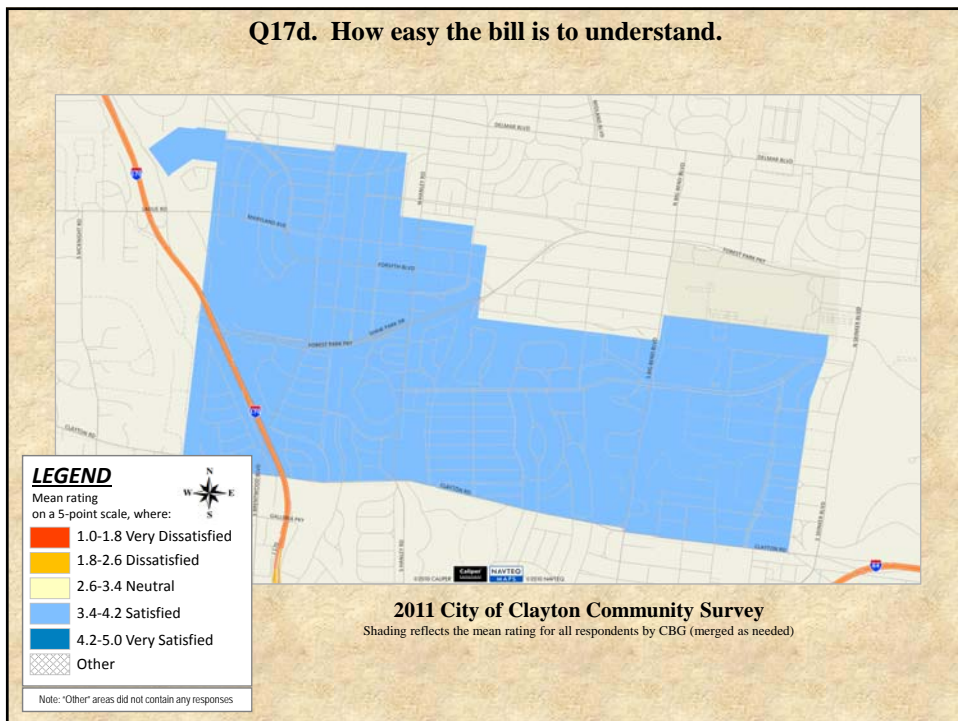
Q17b. Water pressure in your home.



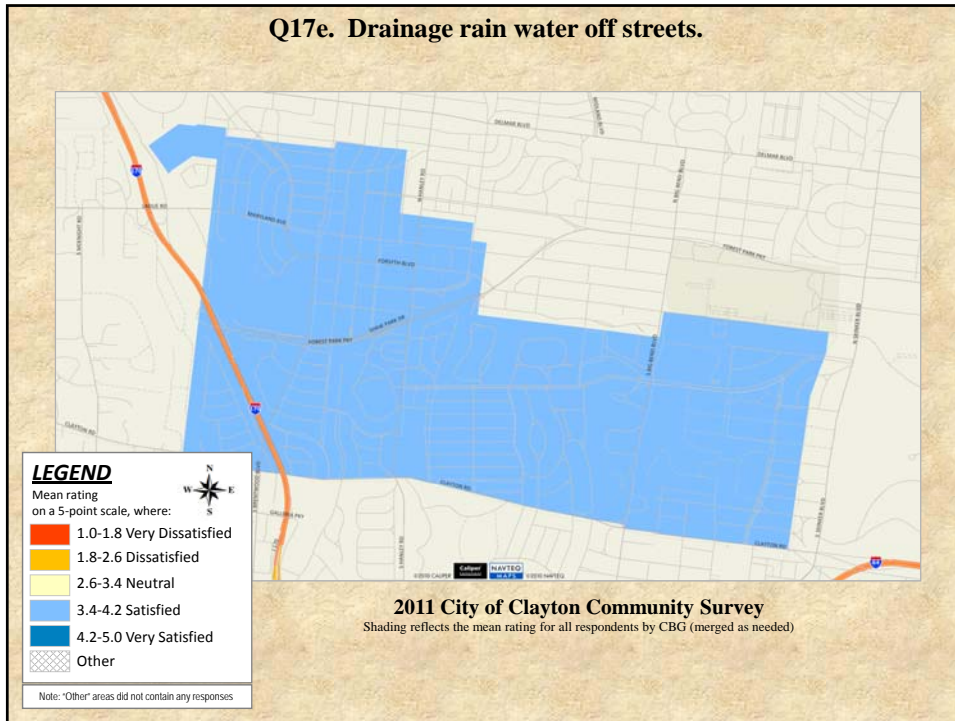
Q17c. Amount charged for water and sewer.



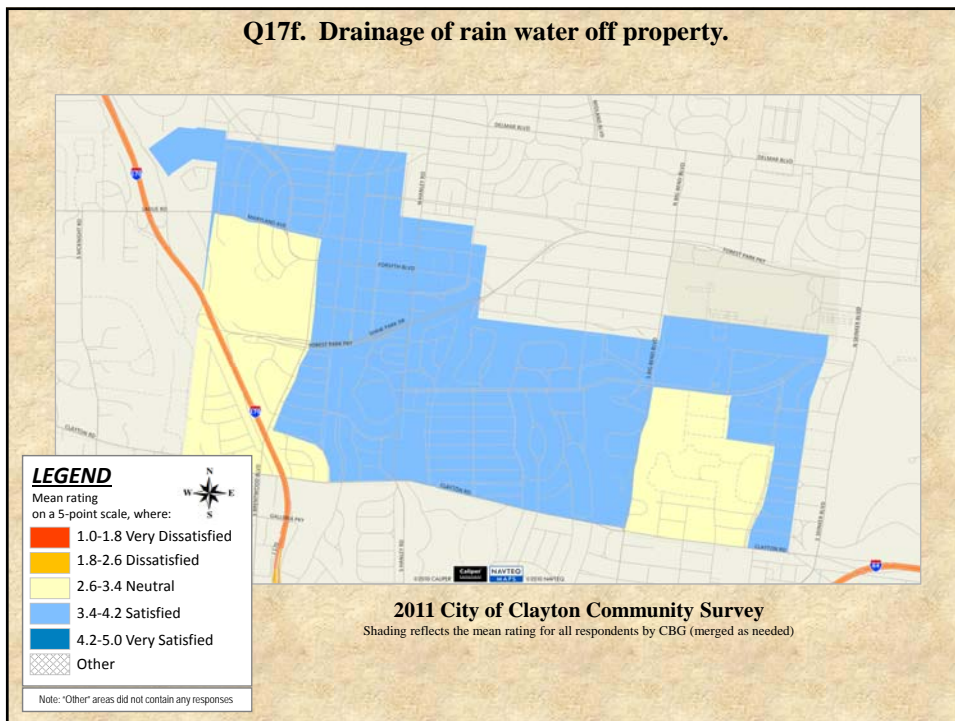
Q17d. How easy the bill is to understand.



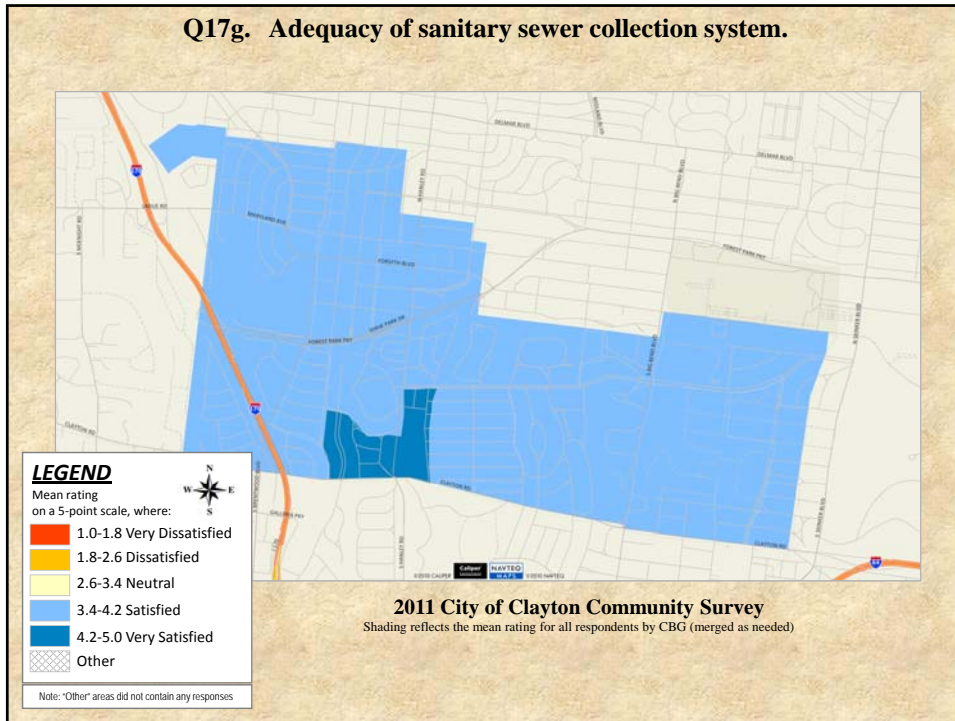
Q17e. Drainage rain water off streets.



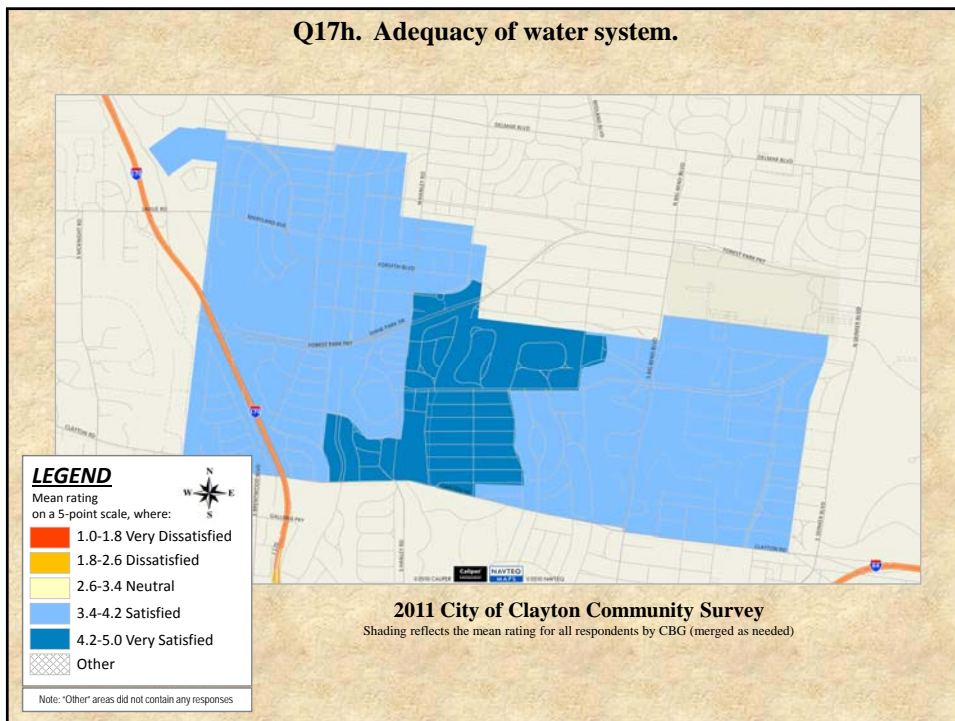
Q17f. Drainage of rain water off property.



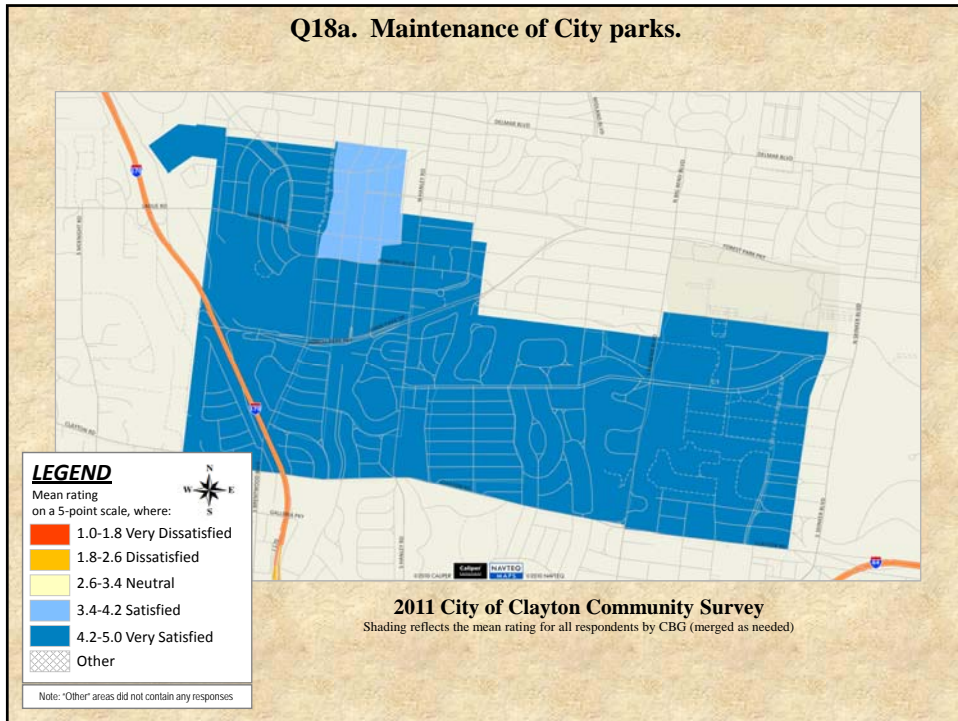
Q17g. Adequacy of sanitary sewer collection system.



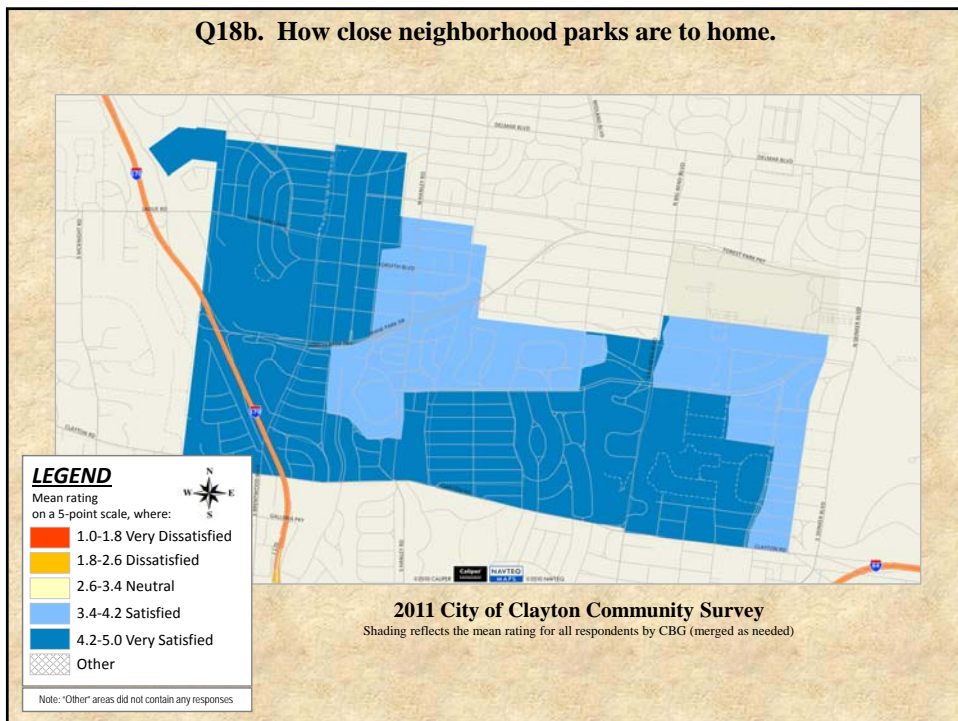
Q17h. Adequacy of water system.



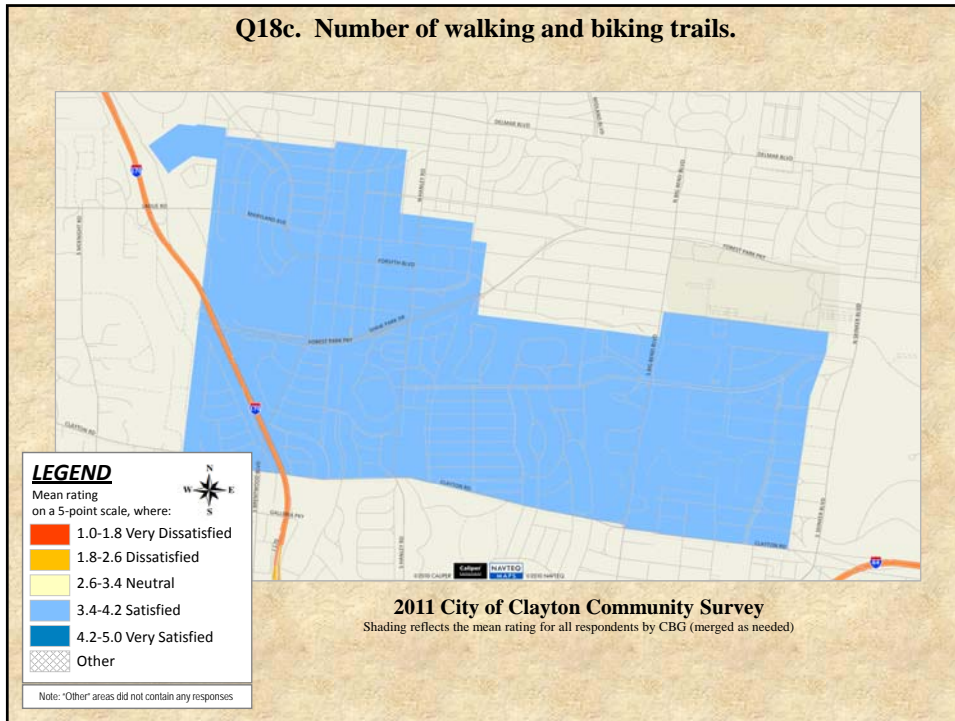
Q18a. Maintenance of City parks.



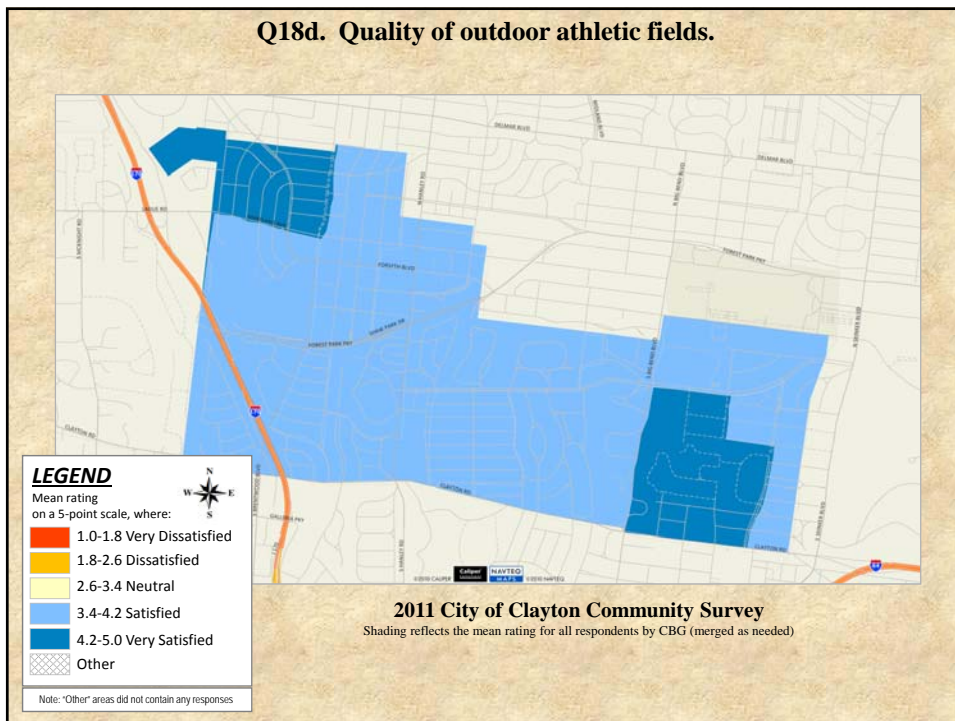
Q18b. How close neighborhood parks are to home.



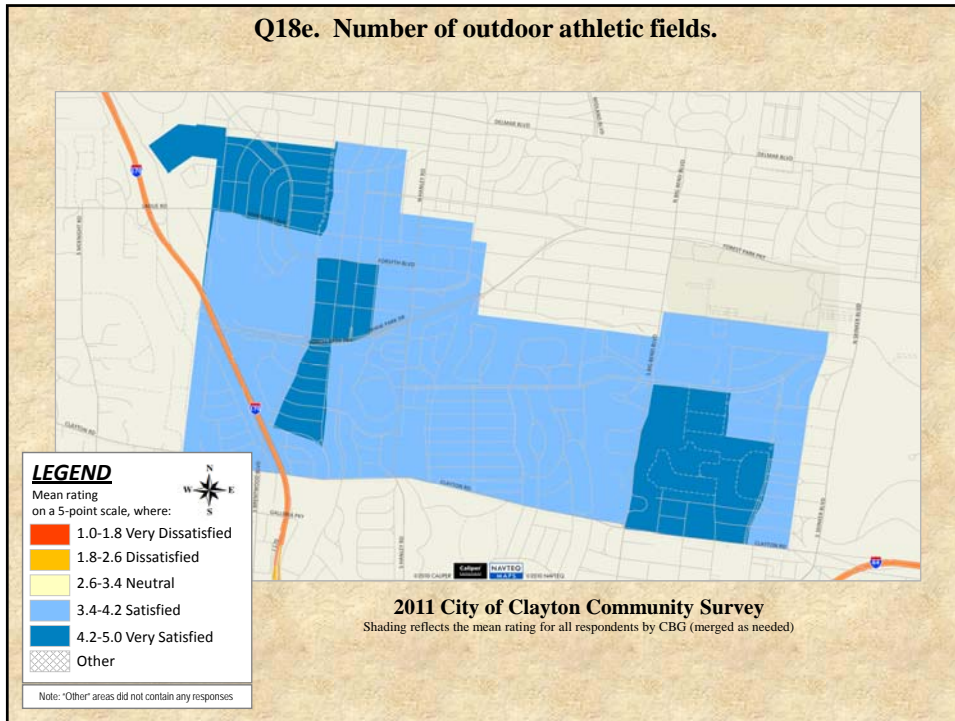
Q18c. Number of walking and biking trails.



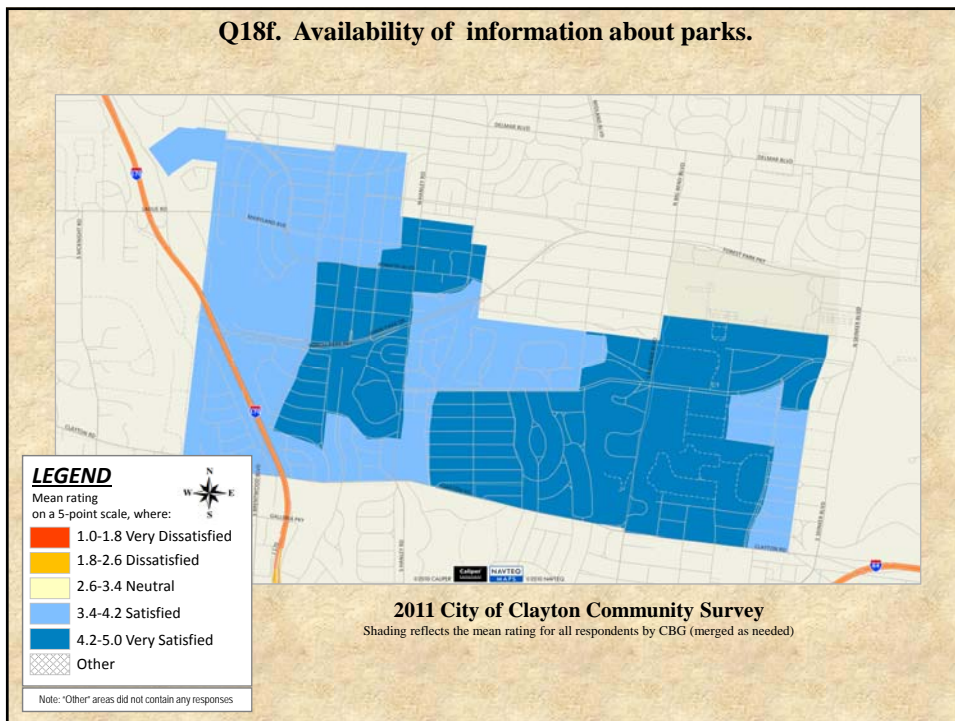
Q18d. Quality of outdoor athletic fields.



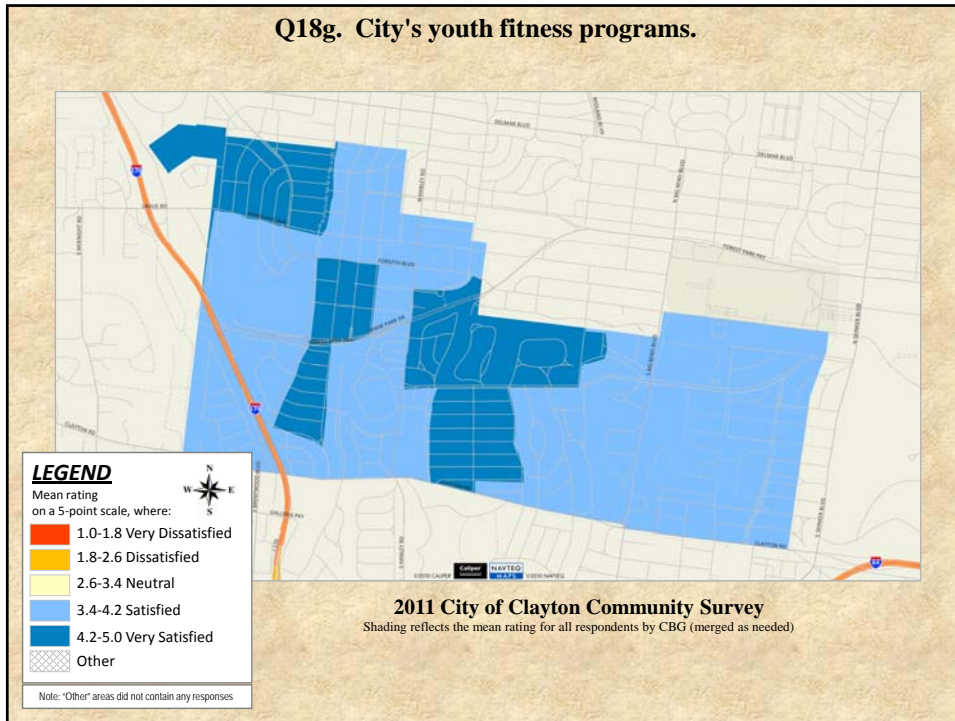
Q18e. Number of outdoor athletic fields.



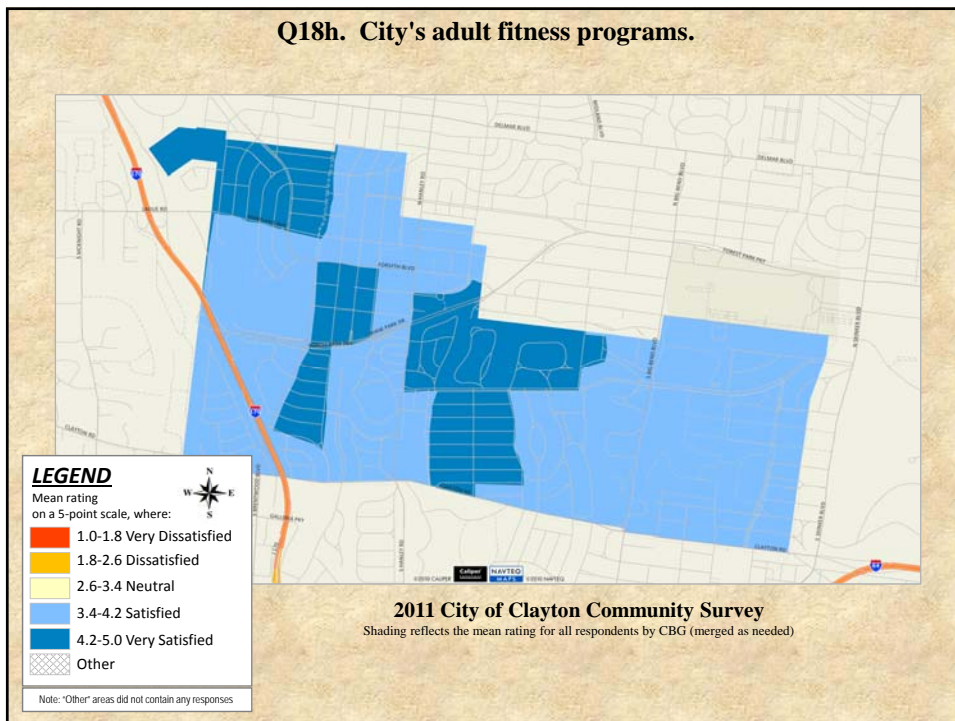
Q18f. Availability of information about parks.



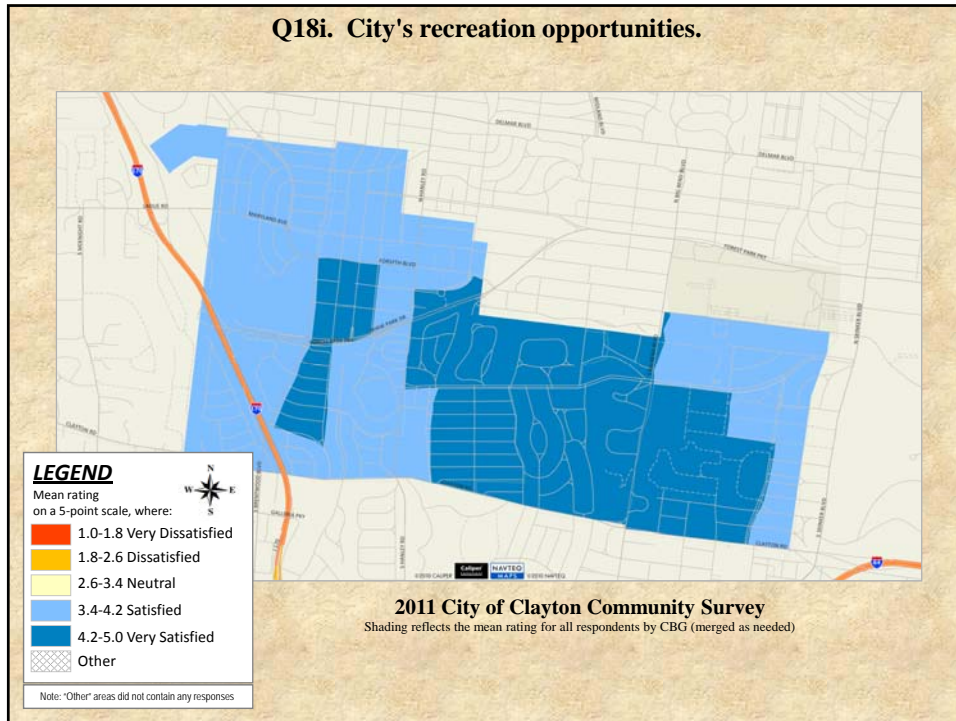
Q18g. City's youth fitness programs.



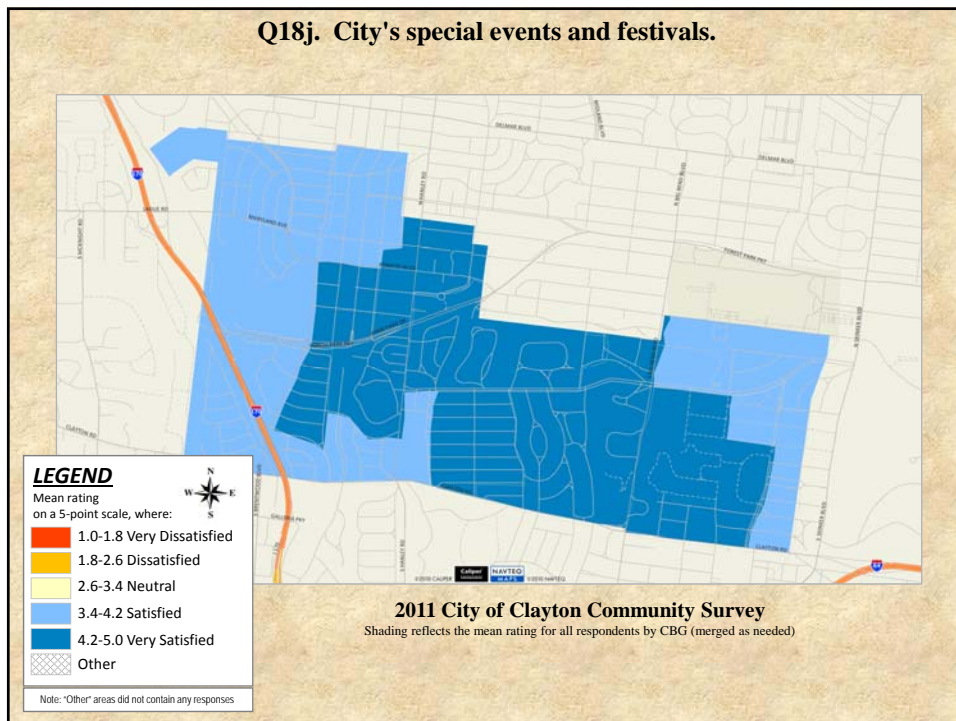
Q18h. City's adult fitness programs.



Q18i. City's recreation opportunities.



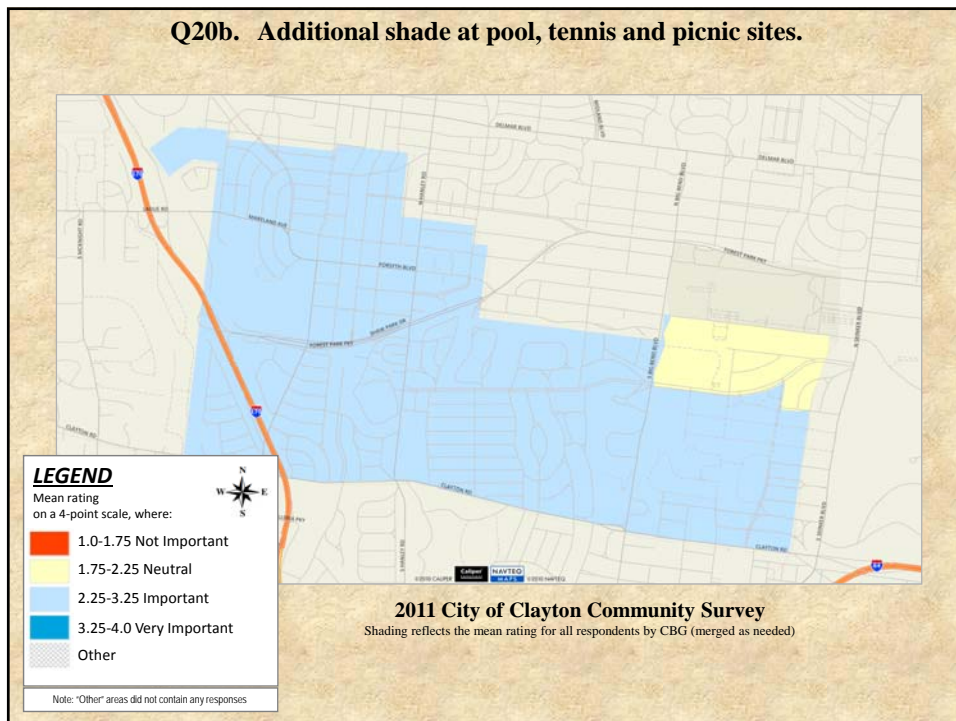
Q18j. City's special events and festivals.



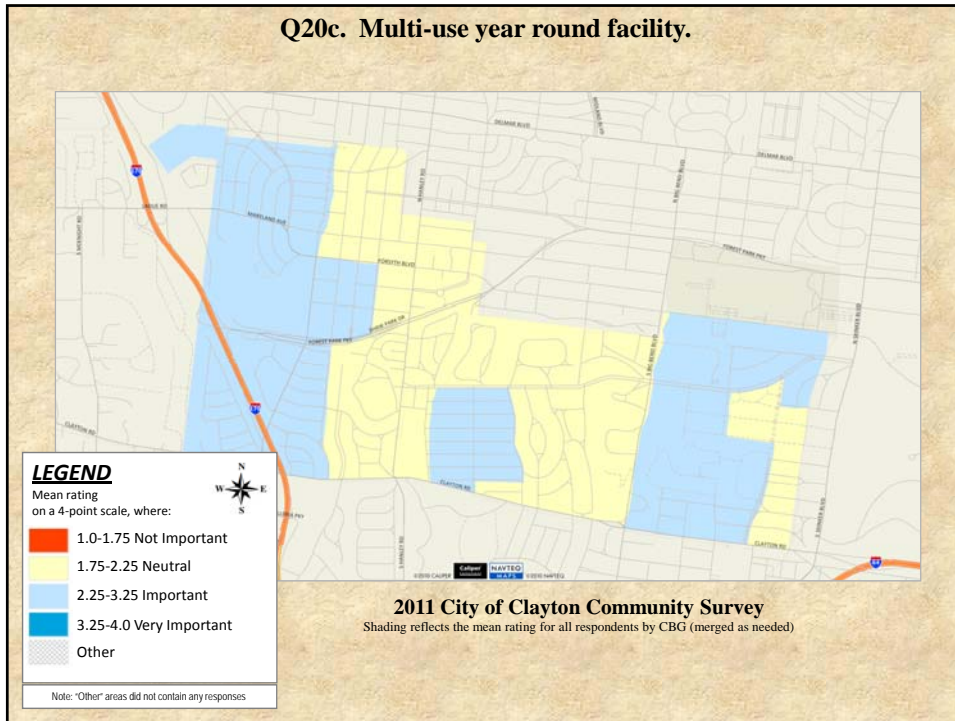
Q20a. Feeling of safety in City parks.



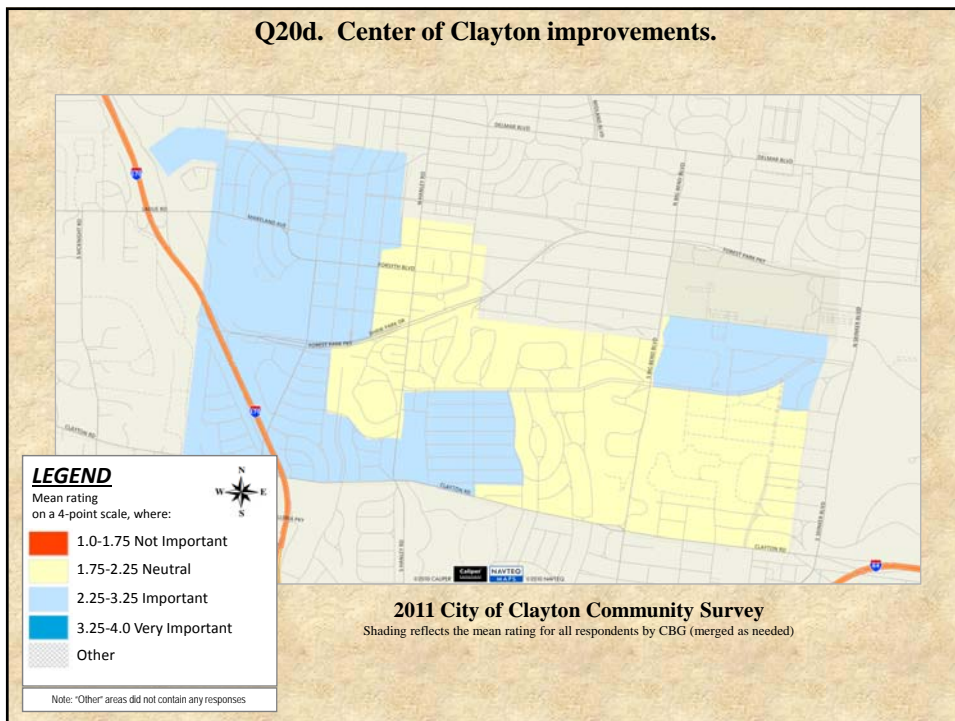
Q20b. Additional shade at pool, tennis and picnic sites.



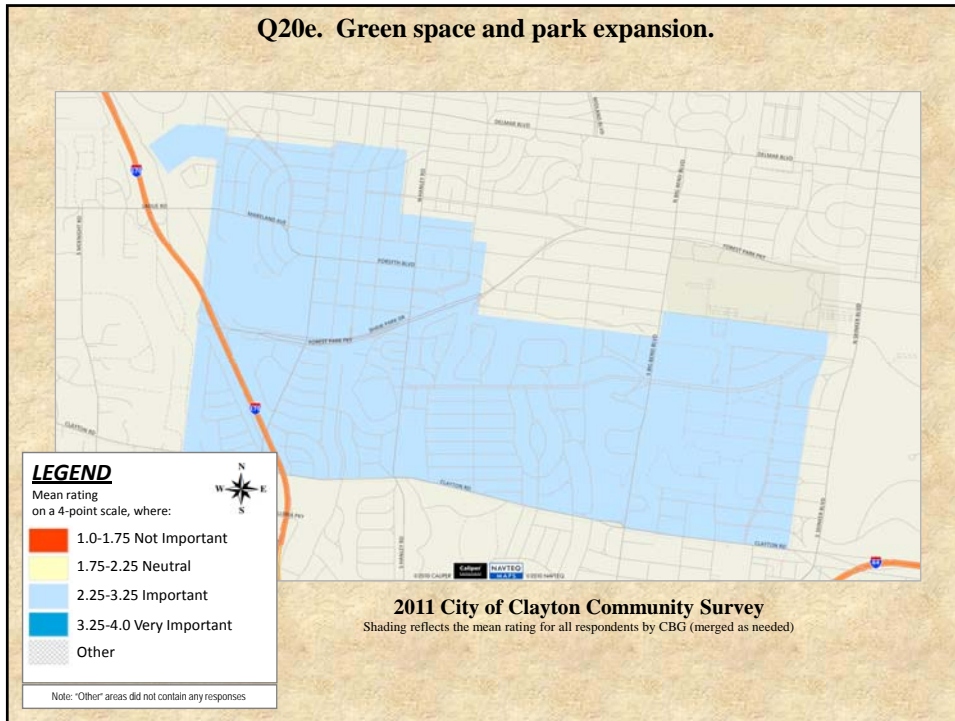
Q20c. Multi-use year round facility.



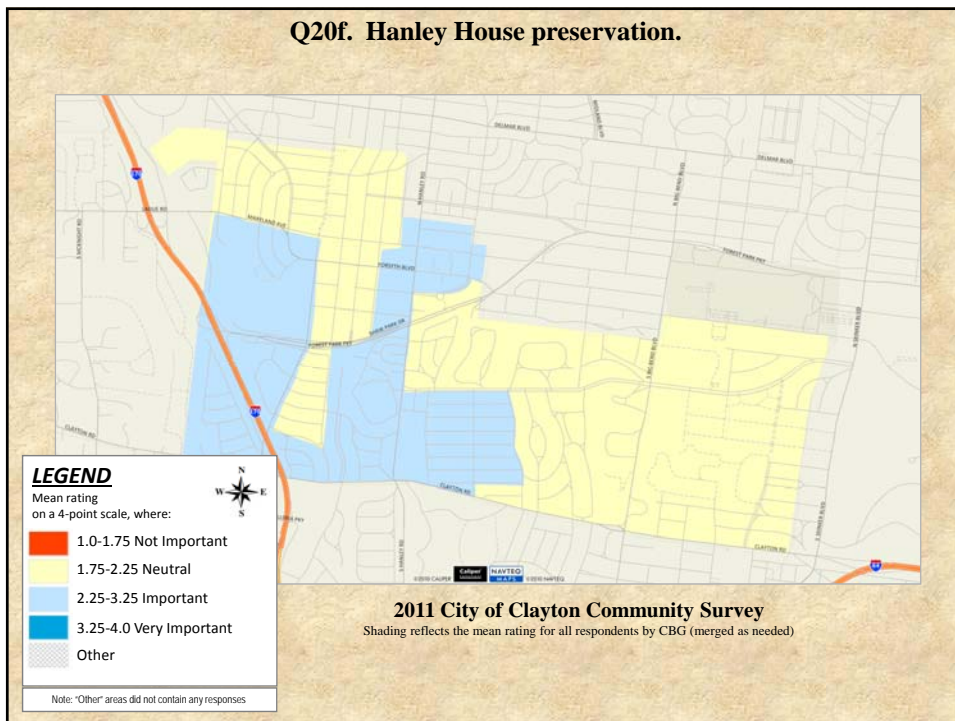
Q20d. Center of Clayton improvements.



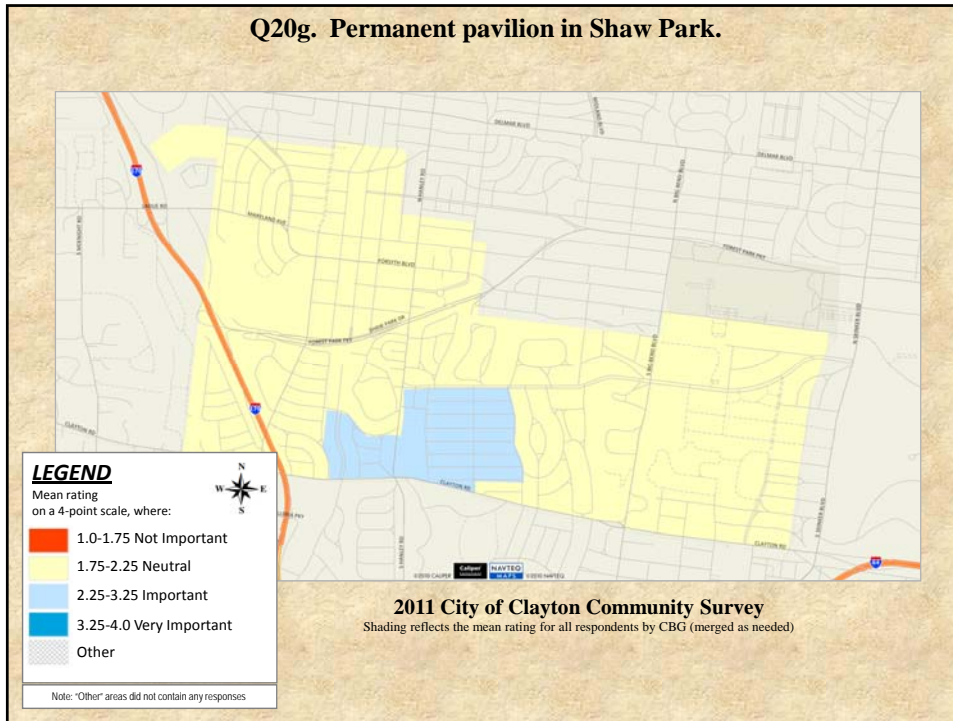
Q20e. Green space and park expansion.



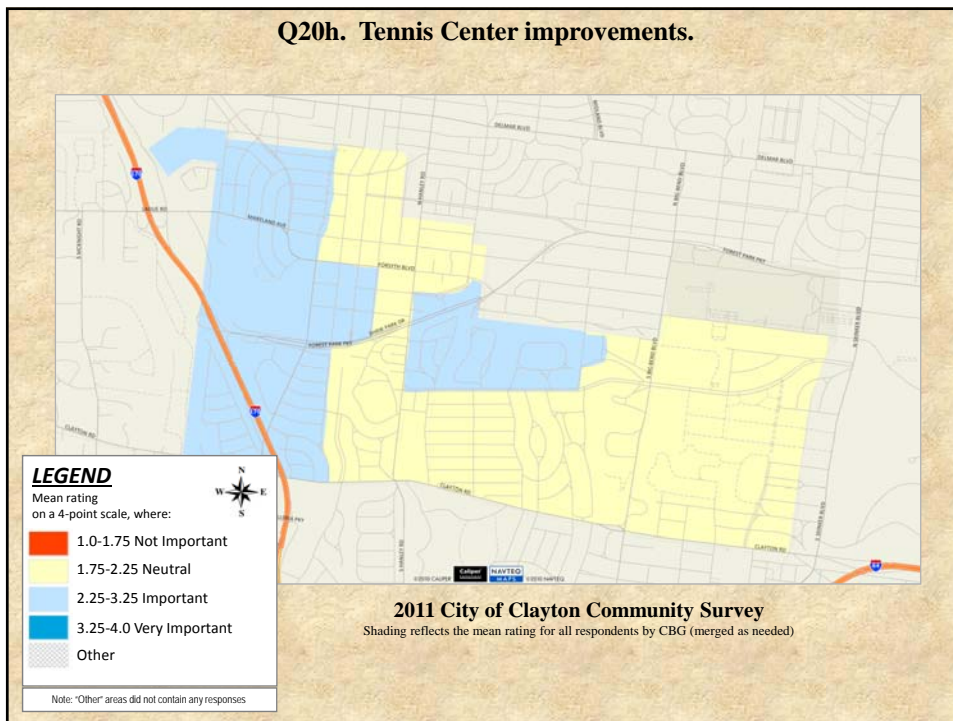
Q20f. Hanley House preservation.



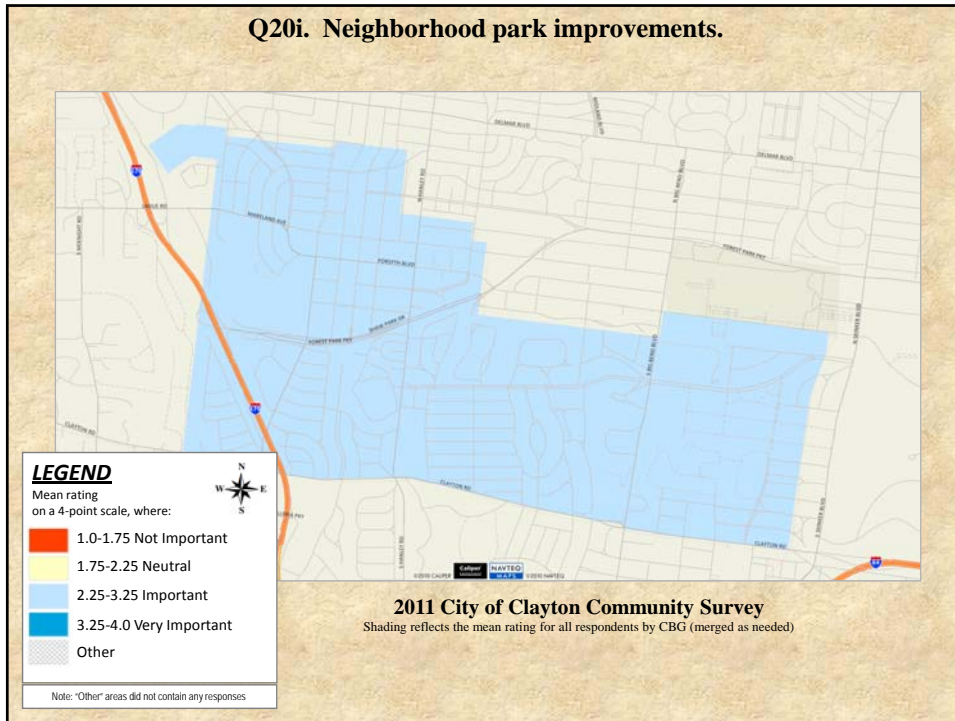
Q20g. Permanent pavilion in Shaw Park.



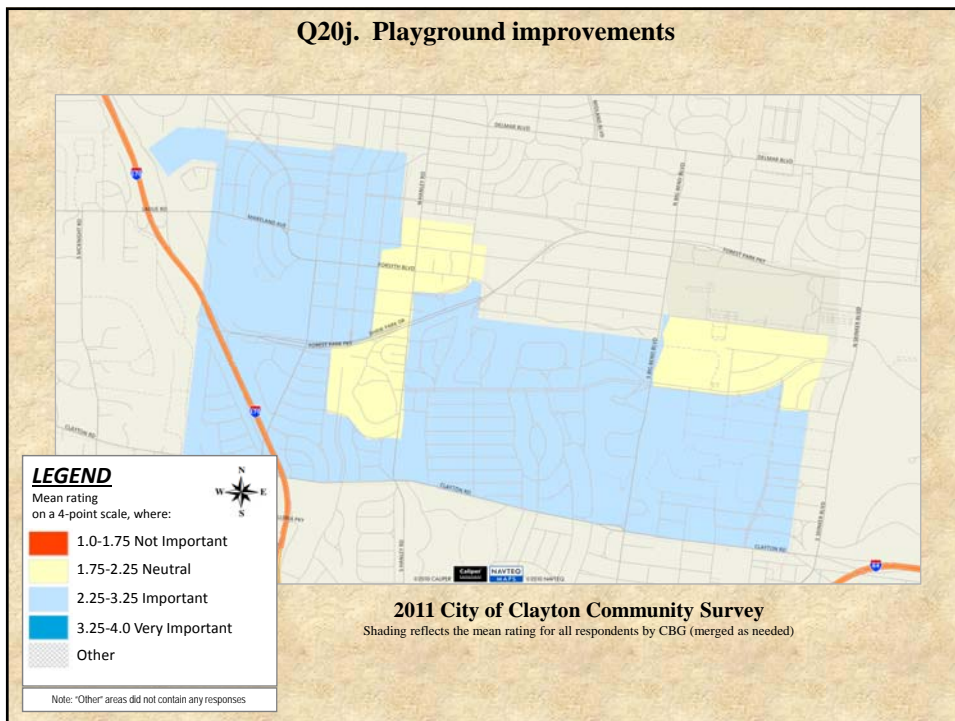
Q20h. Tennis Center improvements.

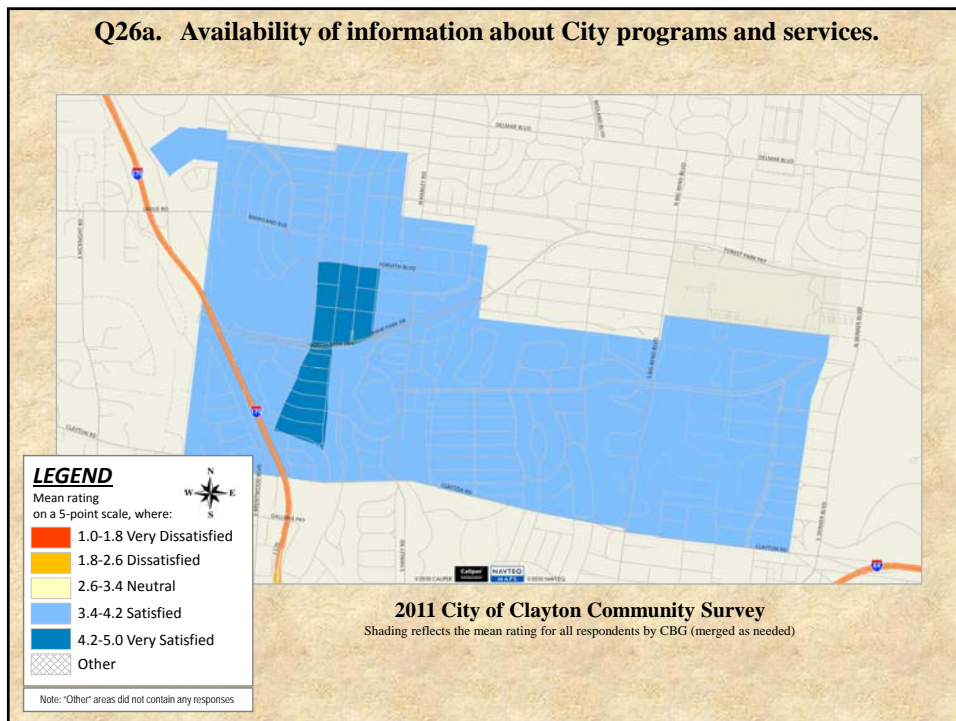
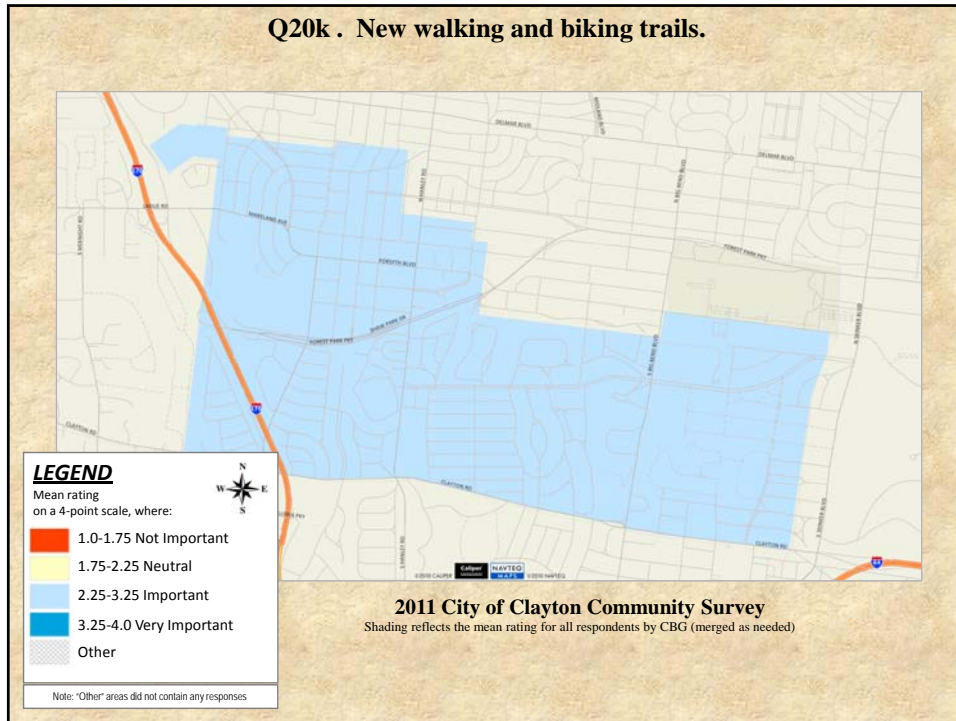


Q20i. Neighborhood park improvements.

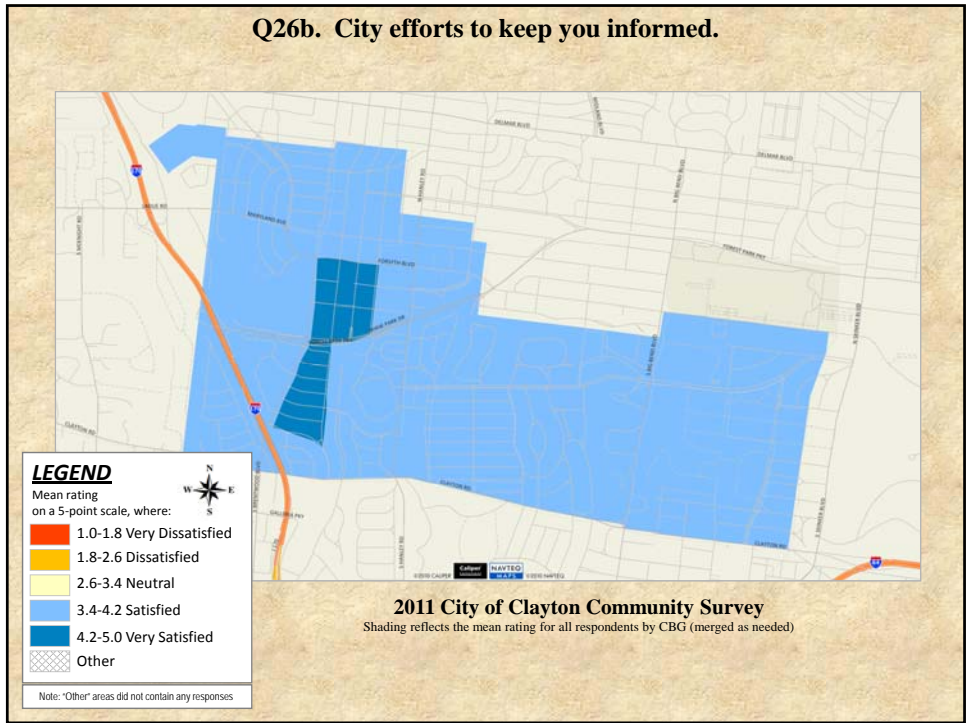


Q20j. Playground improvements

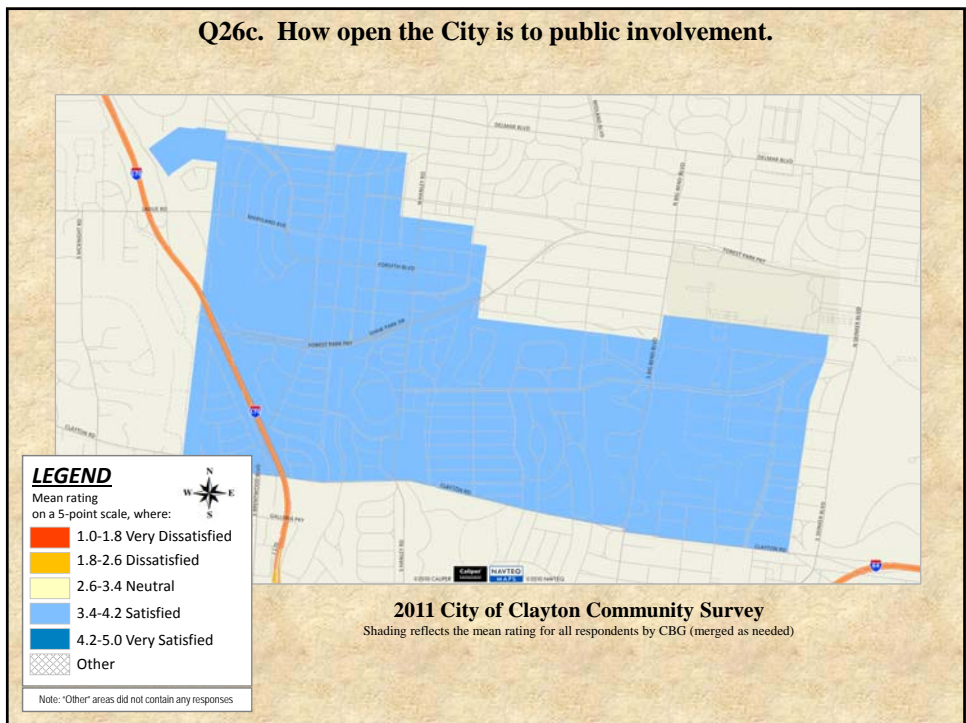




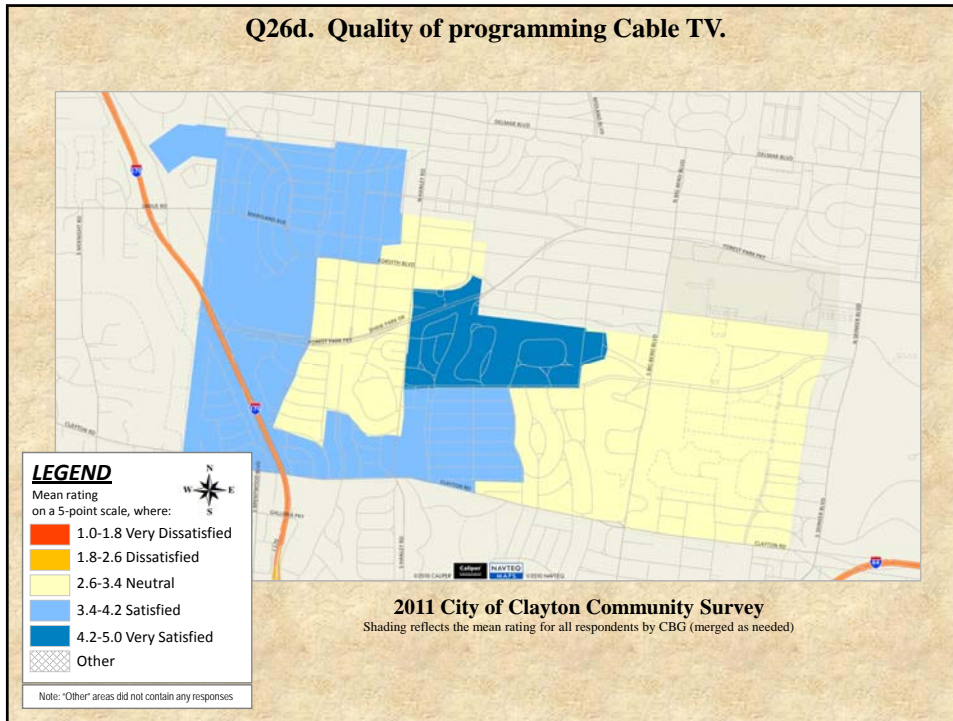
Q26b. City efforts to keep you informed.



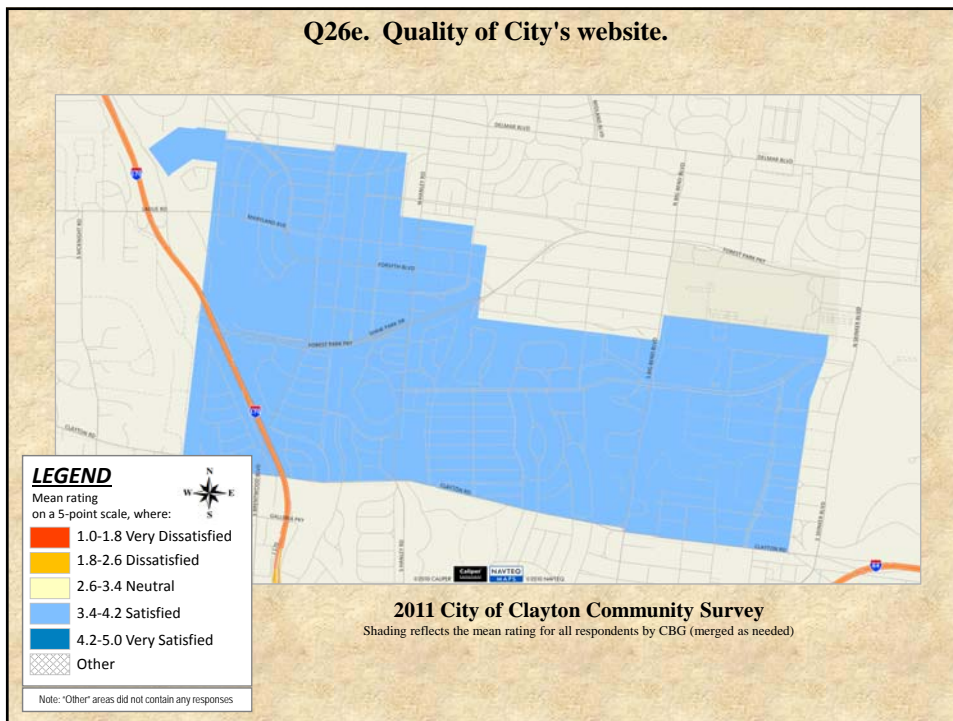
Q26c. How open the City is to public involvement.



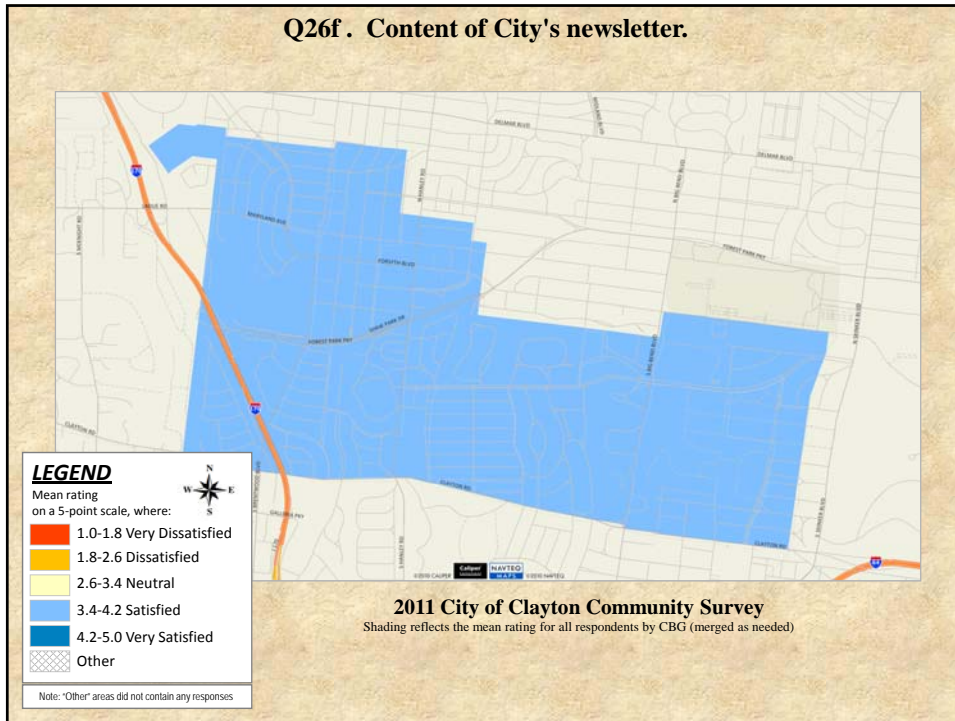
Q26d. Quality of programming Cable TV.



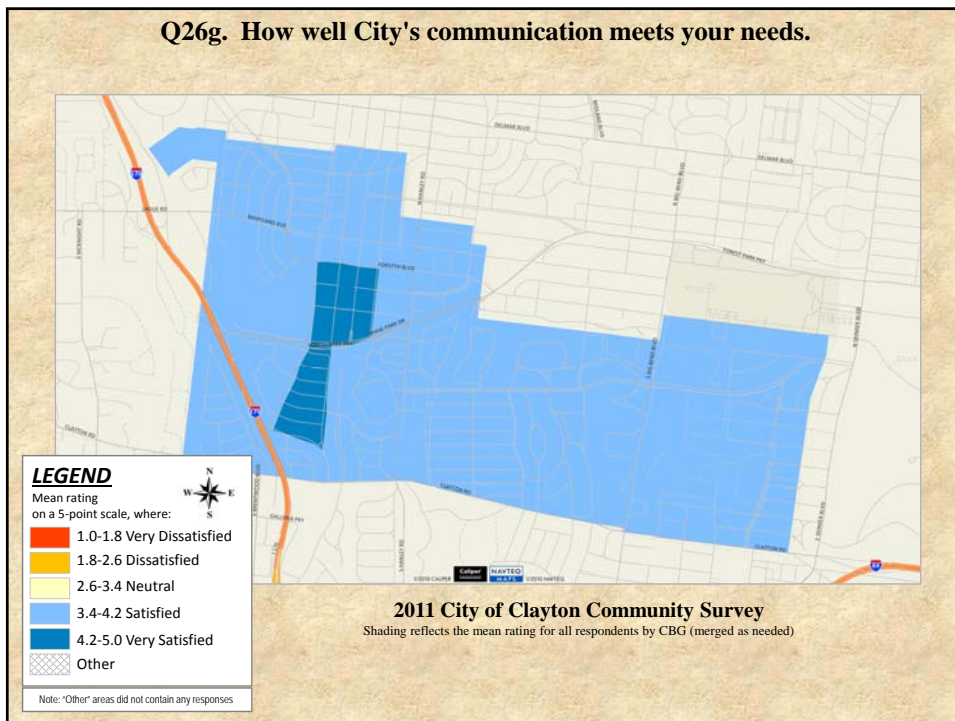
Q26e. Quality of City's website.



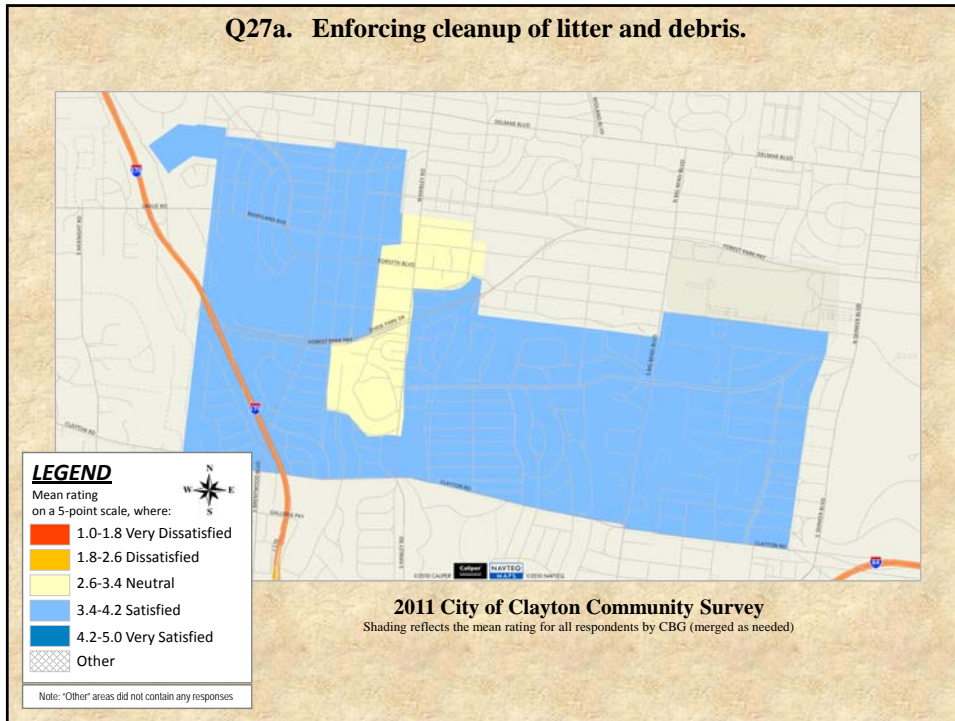
Q26f . Content of City's newsletter.



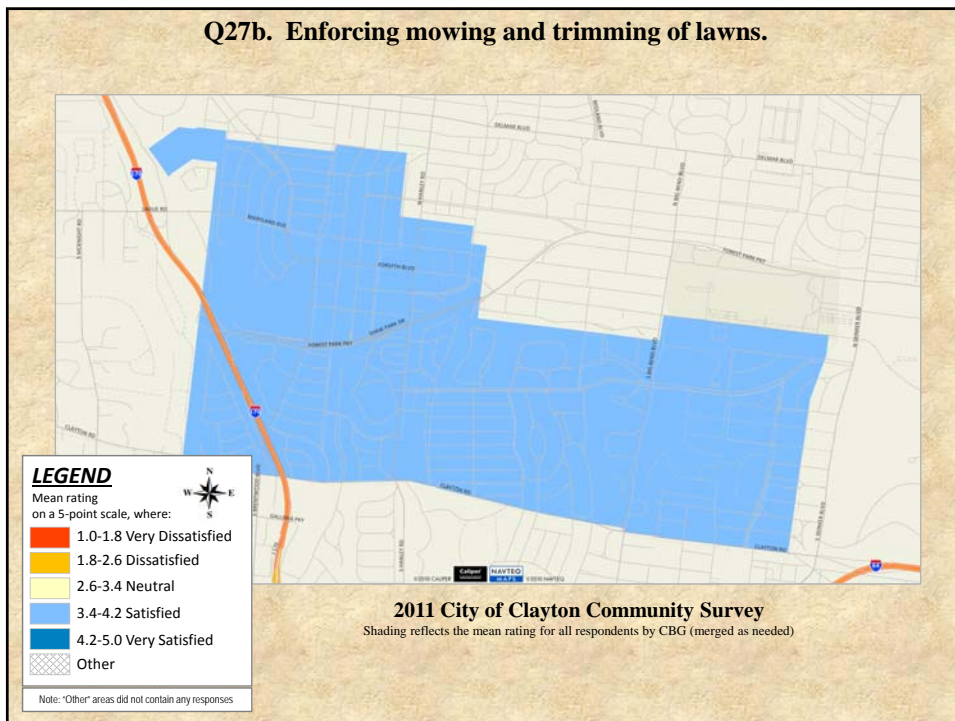
Q26g. How well City's communication meets your needs.



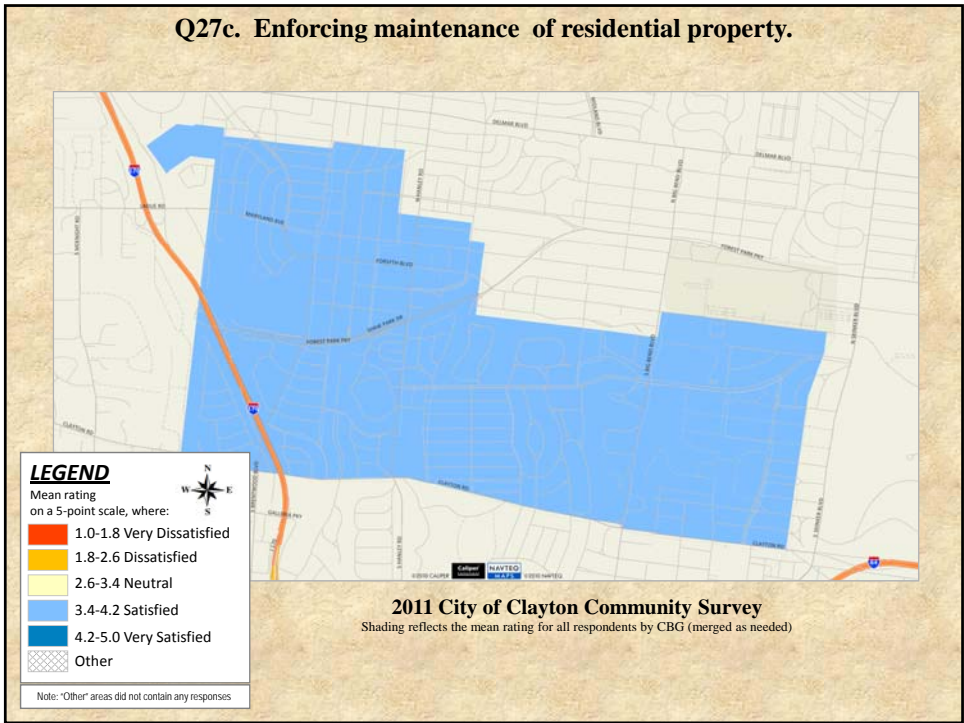
Q27a. Enforcing cleanup of litter and debris.



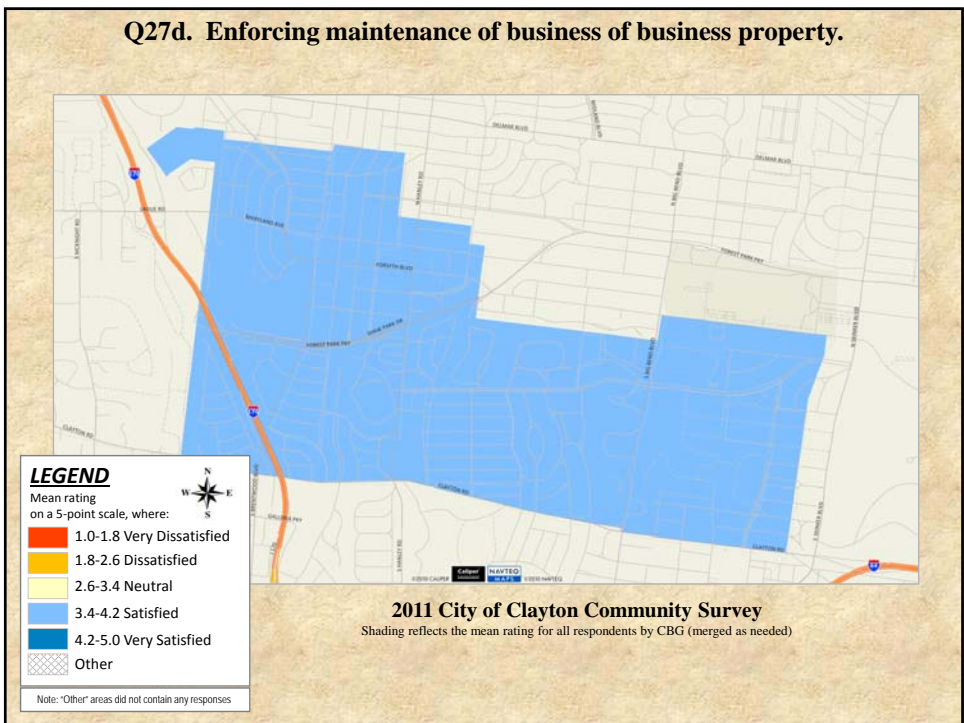
Q27b. Enforcing mowing and trimming of lawns.

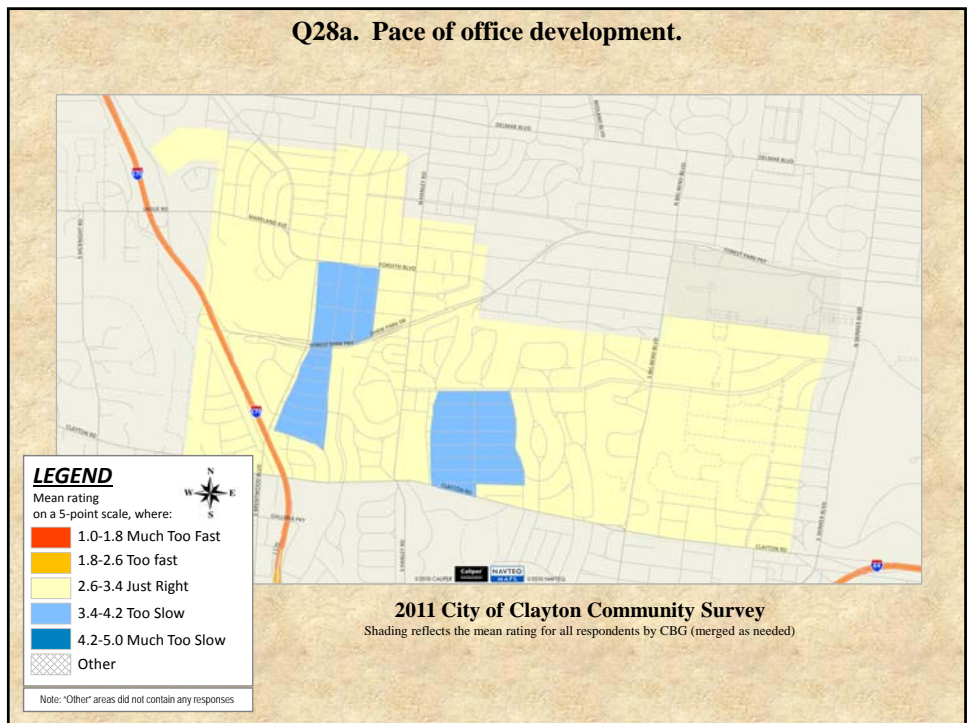
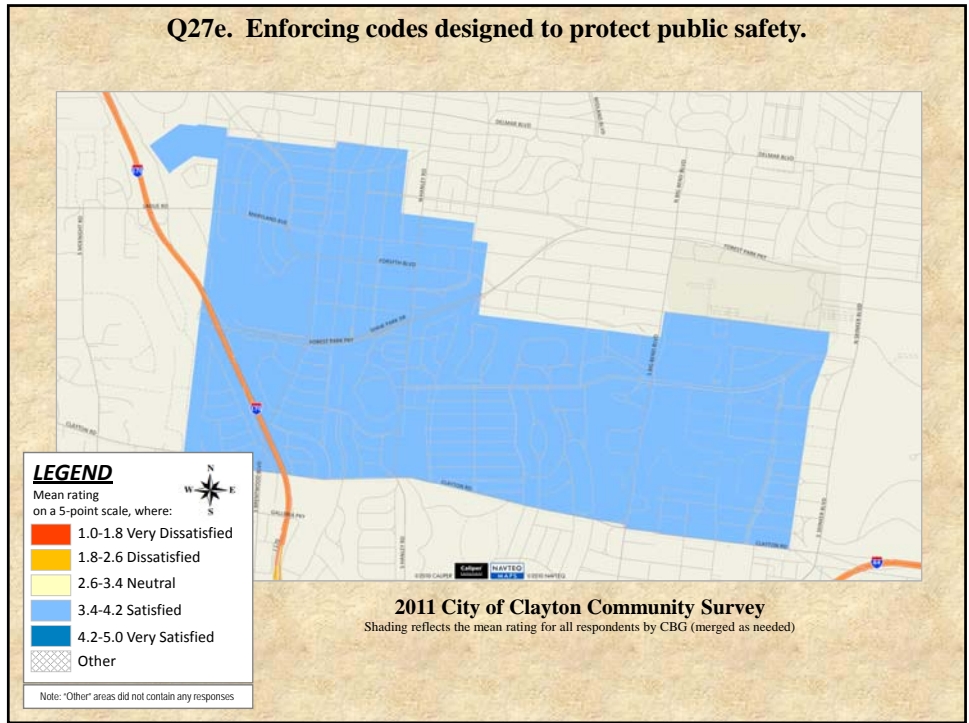


Q27c. Enforcing maintenance of residential property.

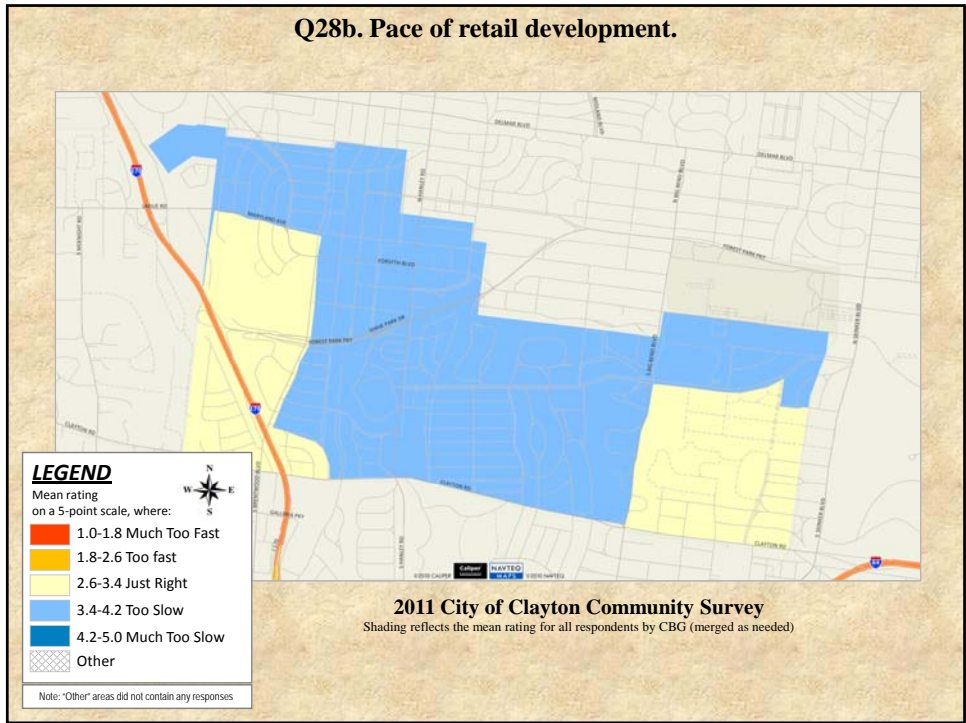


Q27d. Enforcing maintenance of business of business property.

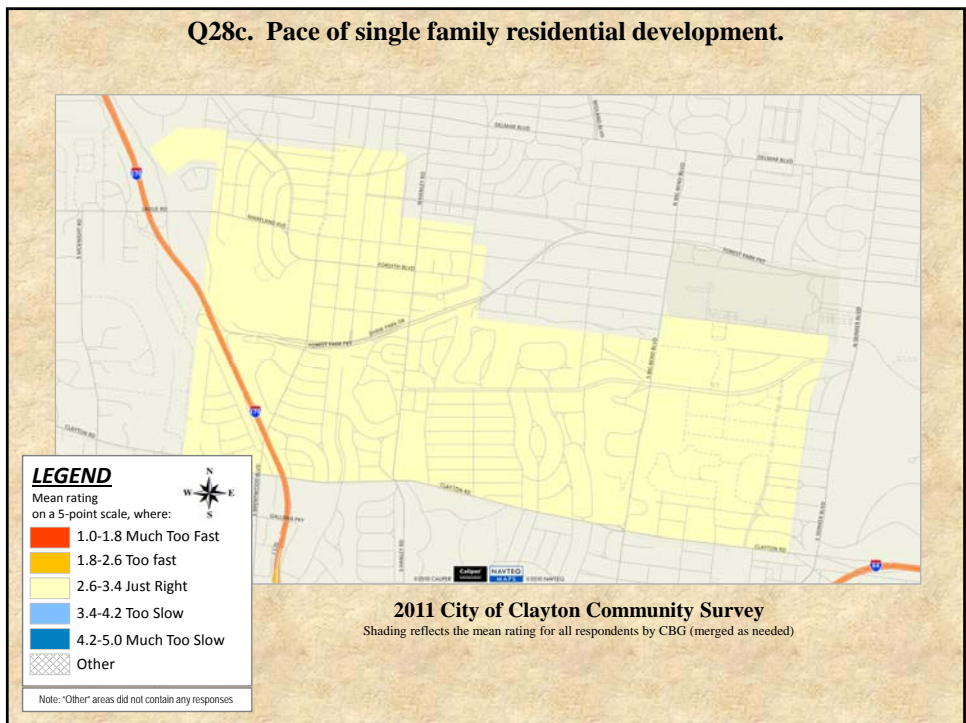




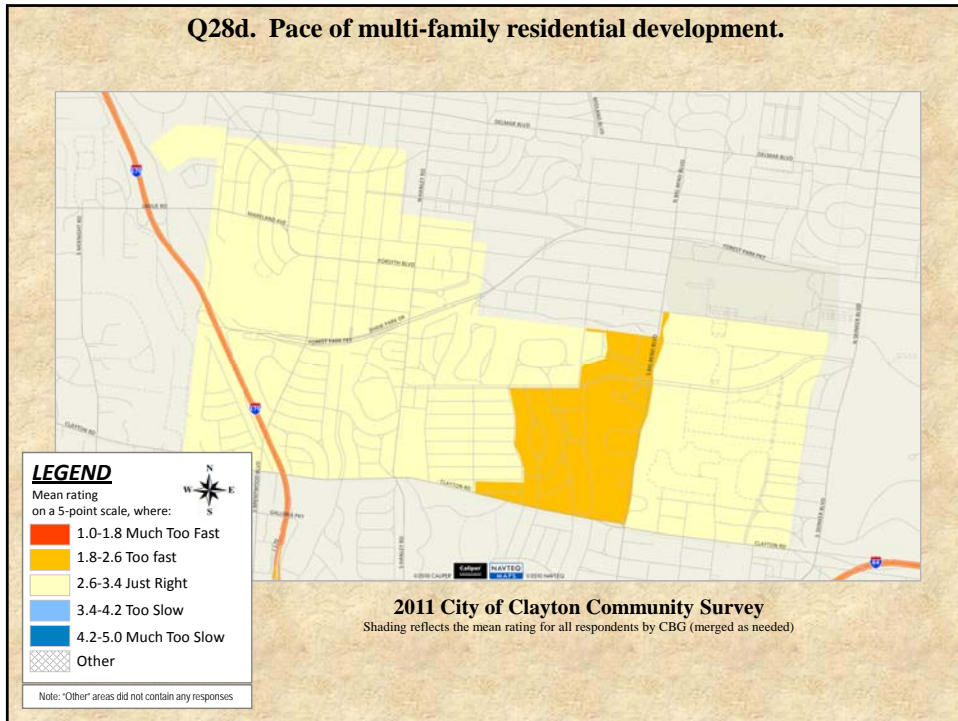
Q28b. Pace of retail development.



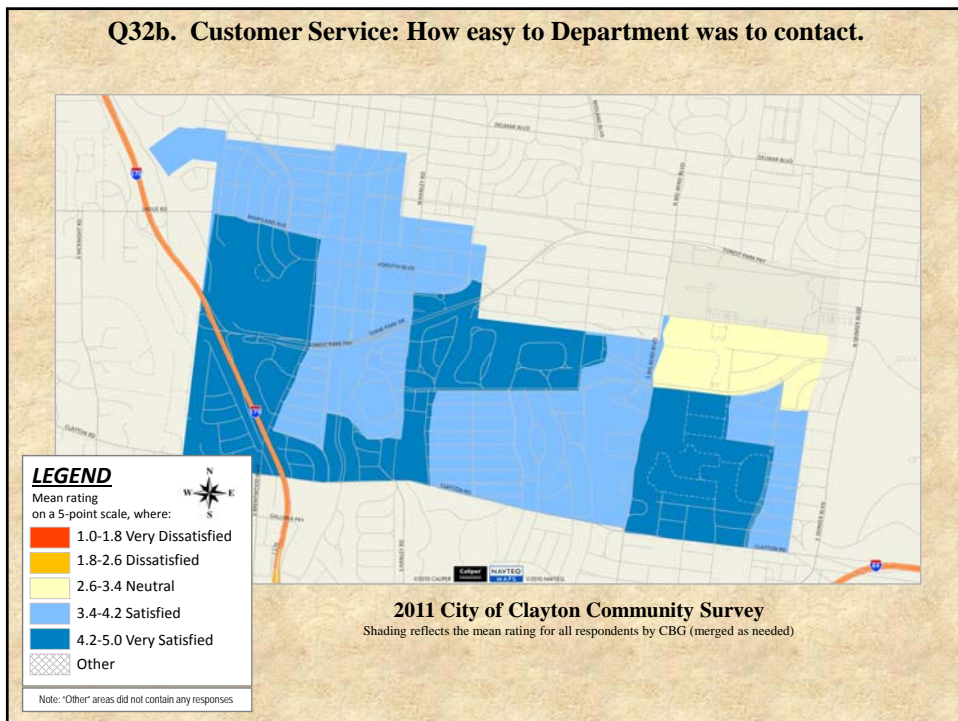
Q28c. Pace of single family residential development.



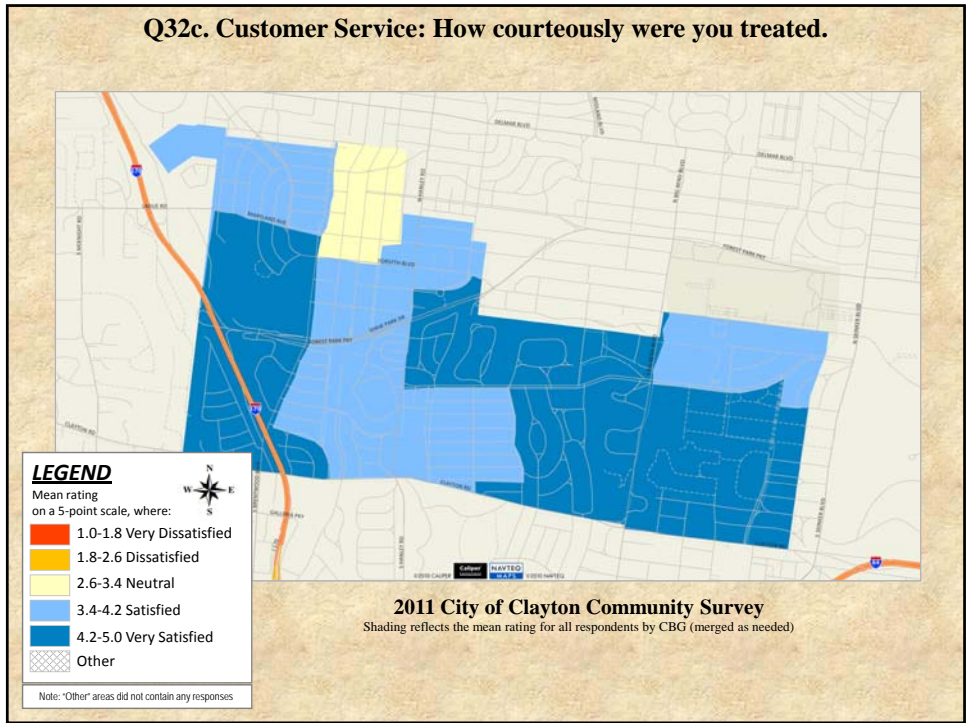
Q28d. Pace of multi-family residential development.



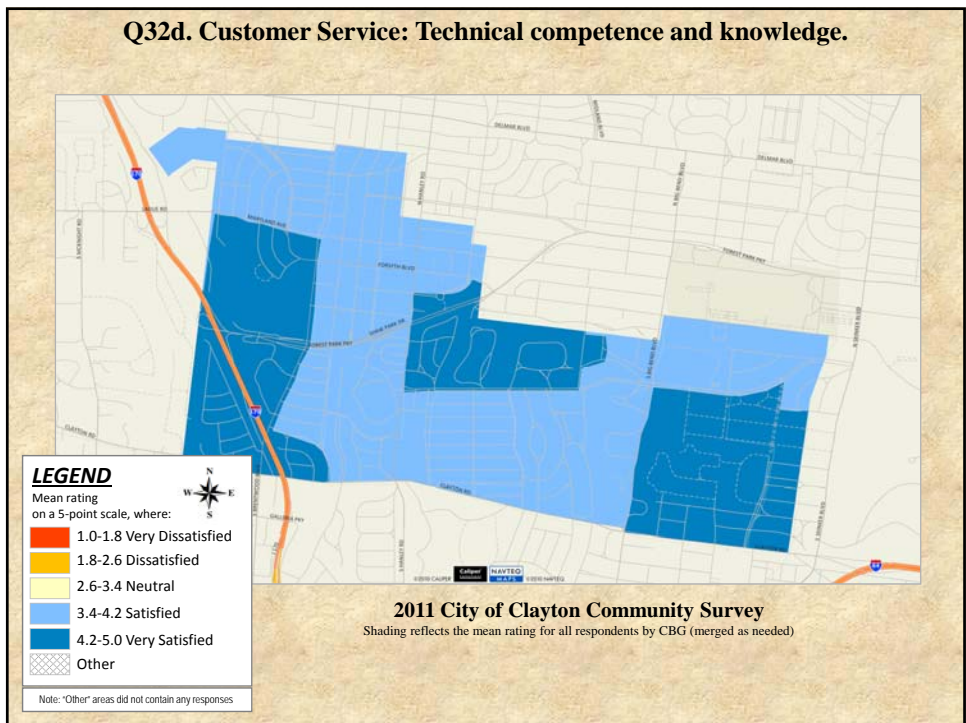
Q32b. Customer Service: How easy to Department was to contact.



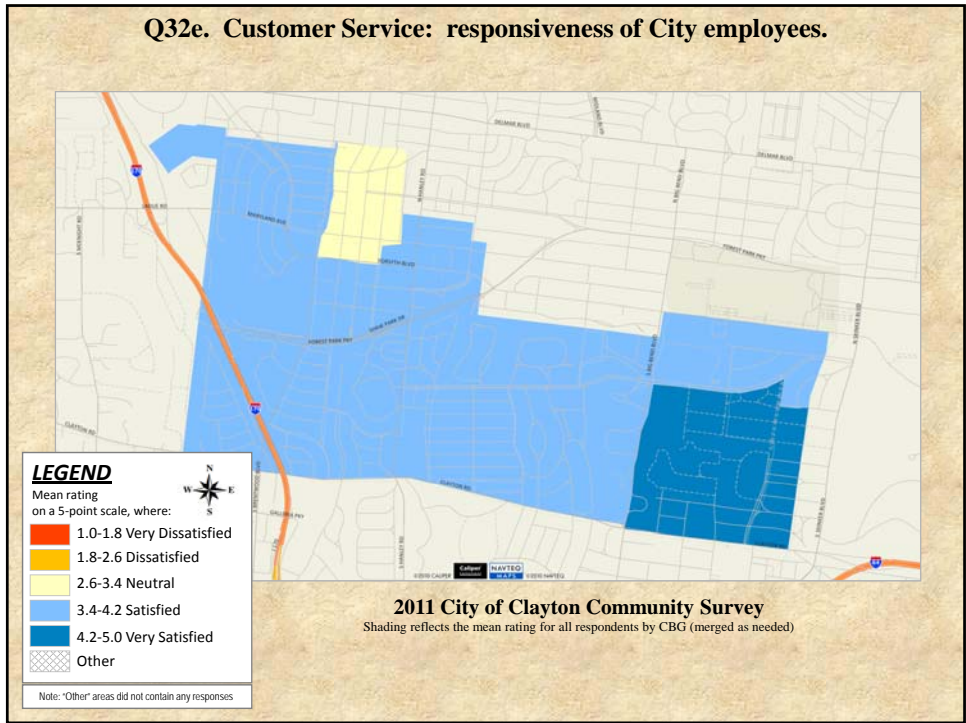
Q32c. Customer Service: How courteously were you treated.



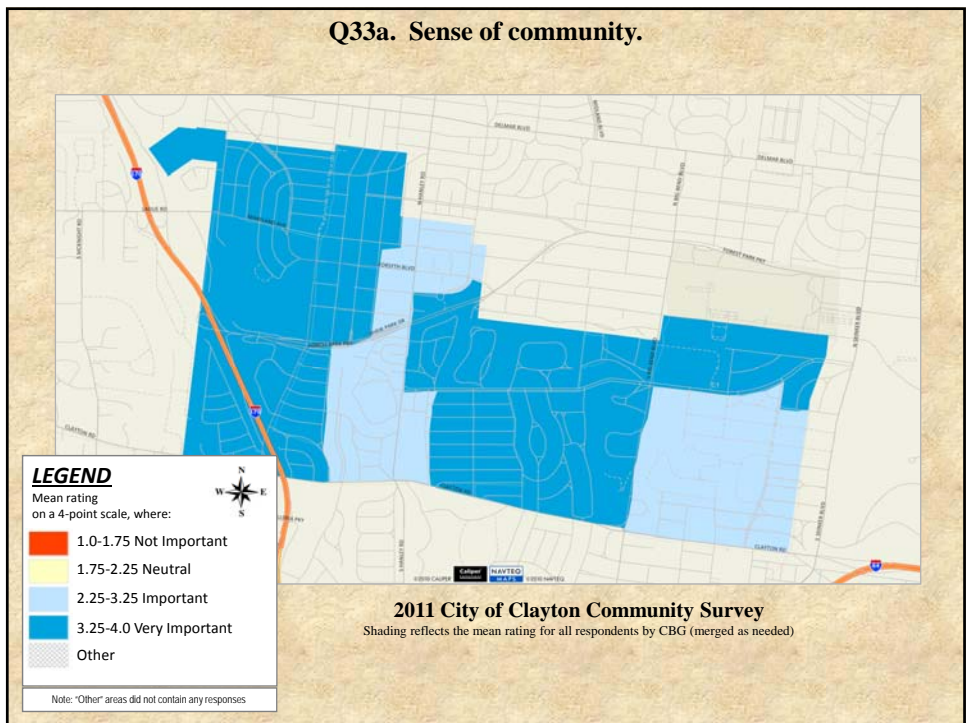
Q32d. Customer Service: Technical competence and knowledge.



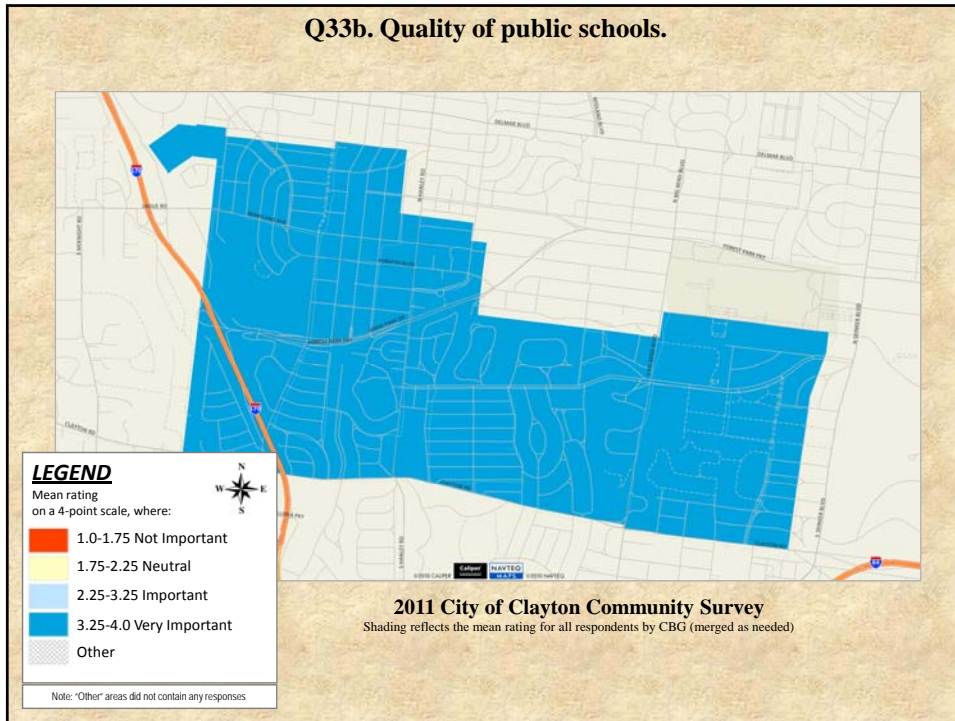
Q32e. Customer Service: responsiveness of City employees.



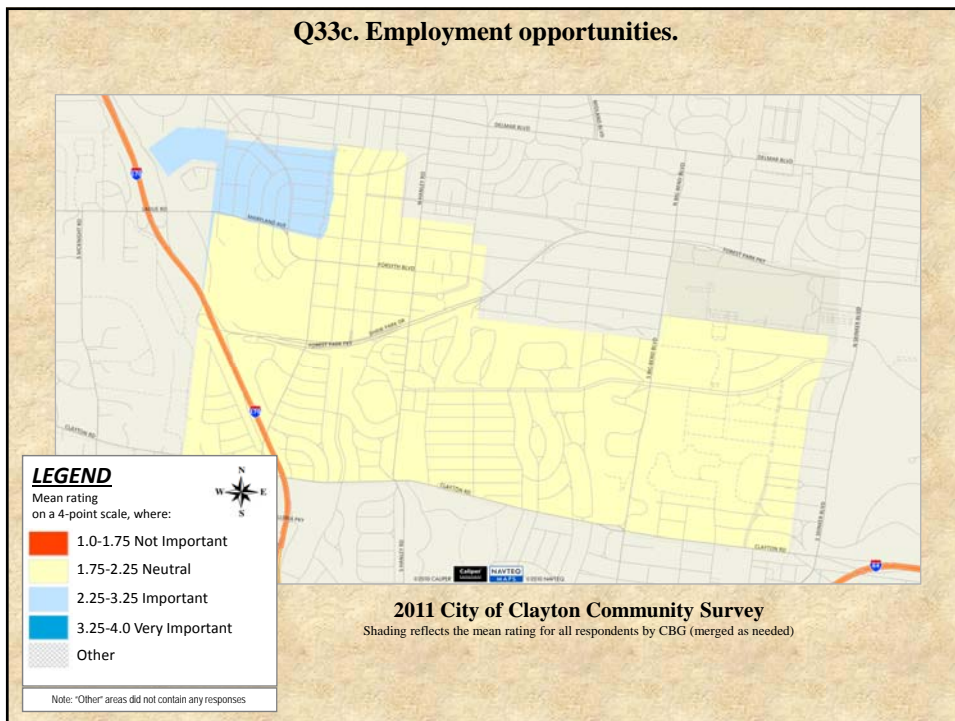
Q33a. Sense of community.



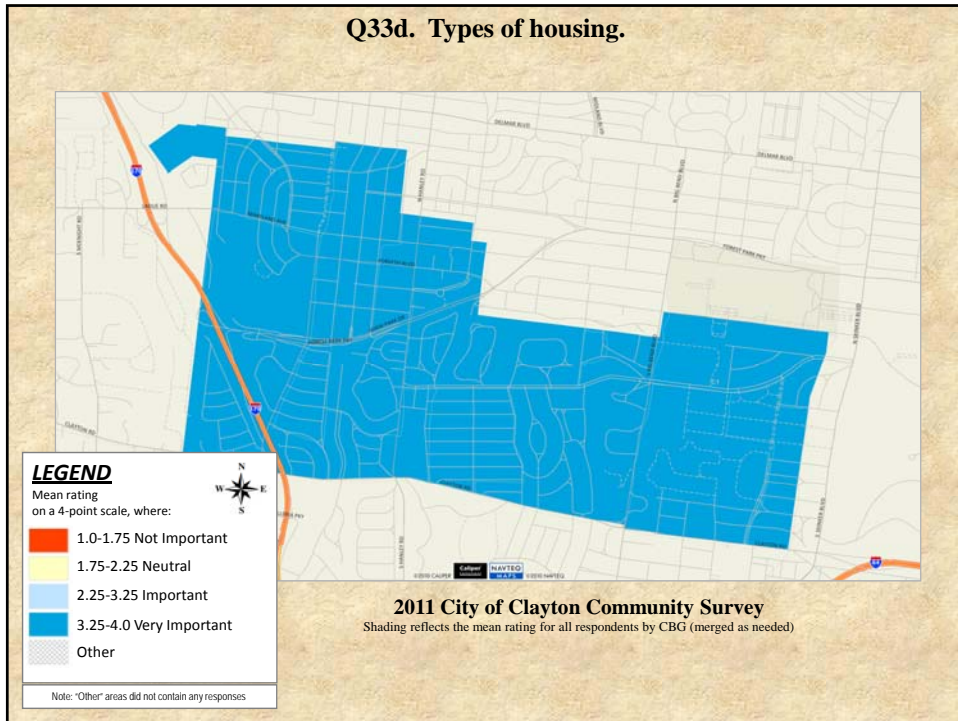
Q33b. Quality of public schools.



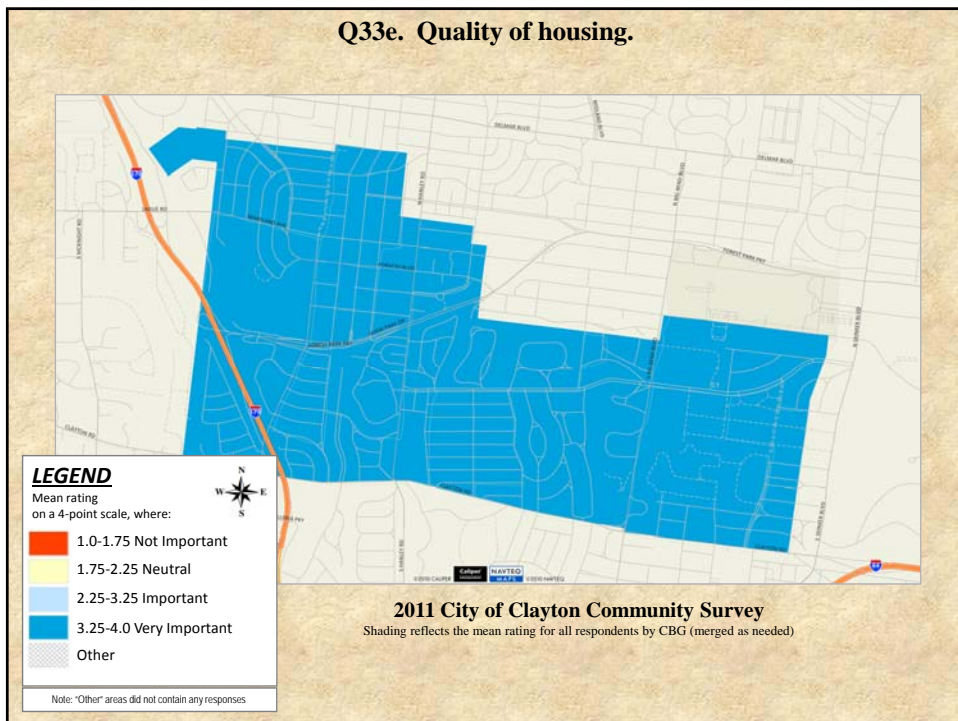
Q33c. Employment opportunities.



Q33d. Types of housing.



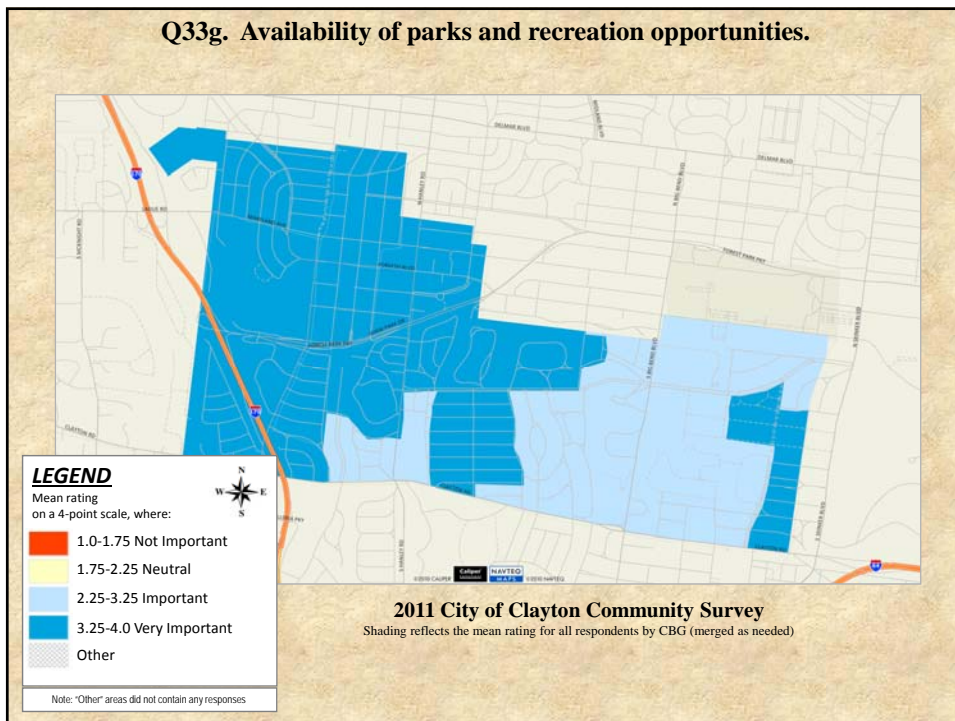
Q33e. Quality of housing.

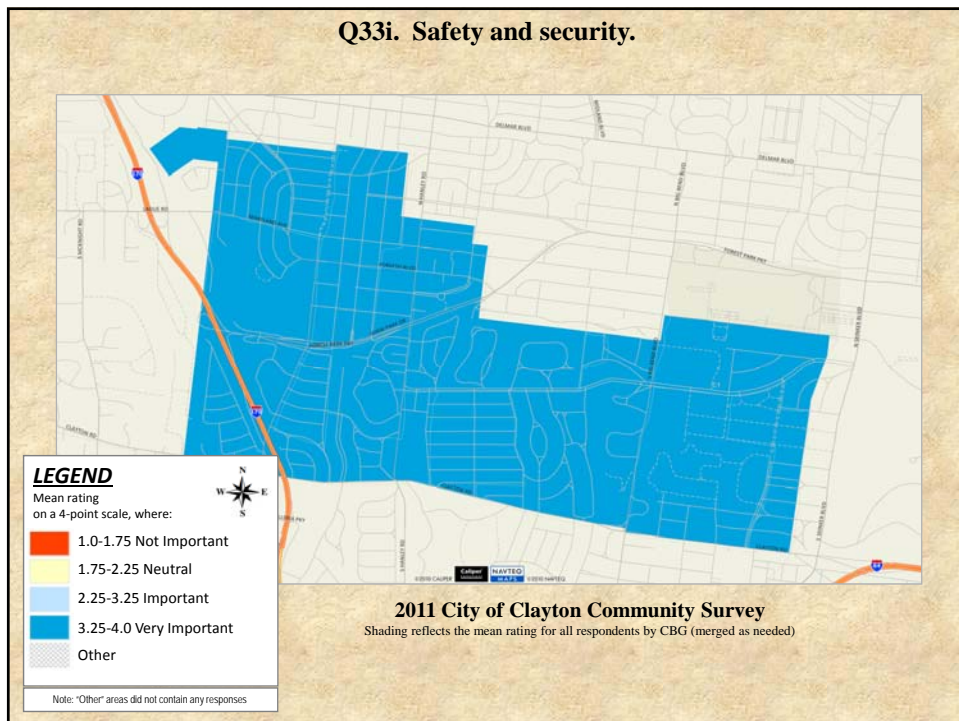
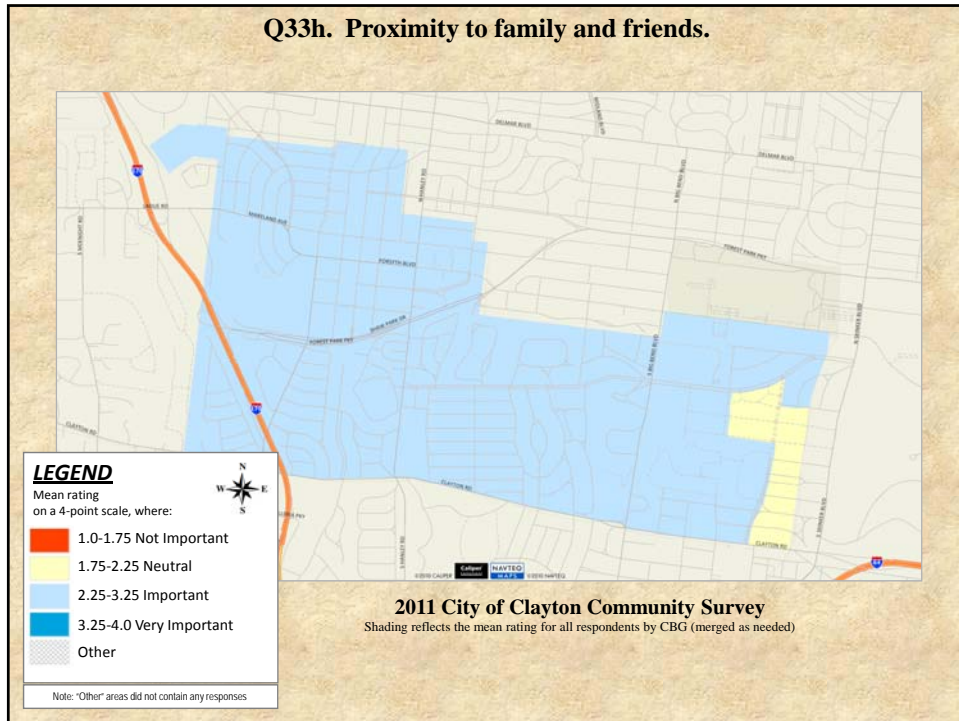


Q33f. Access to quality shopping.

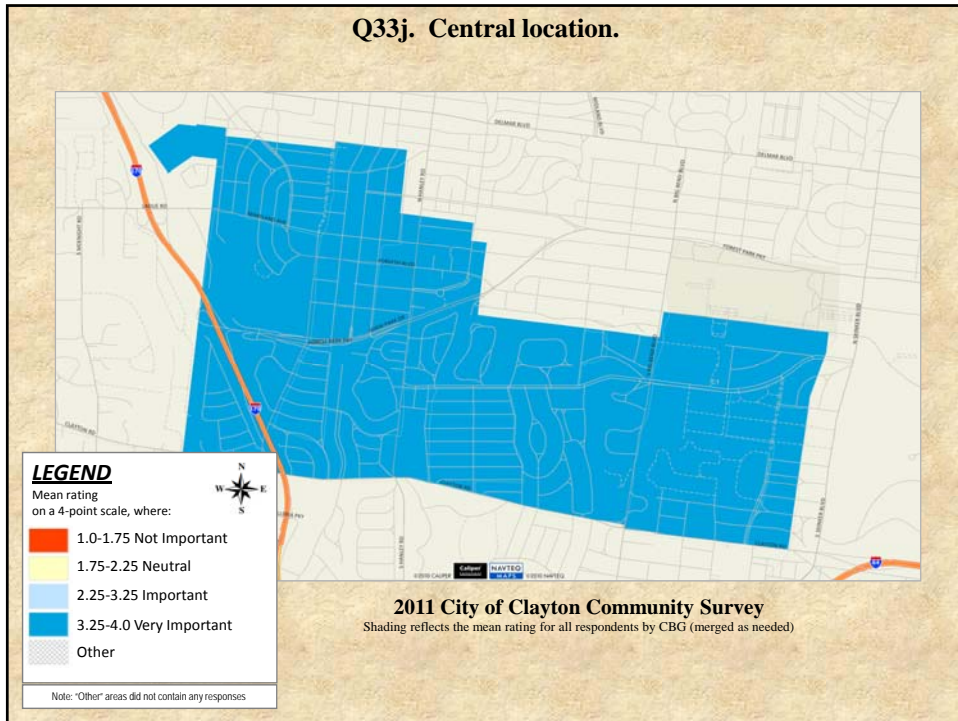


Q33g. Availability of parks and recreation opportunities.

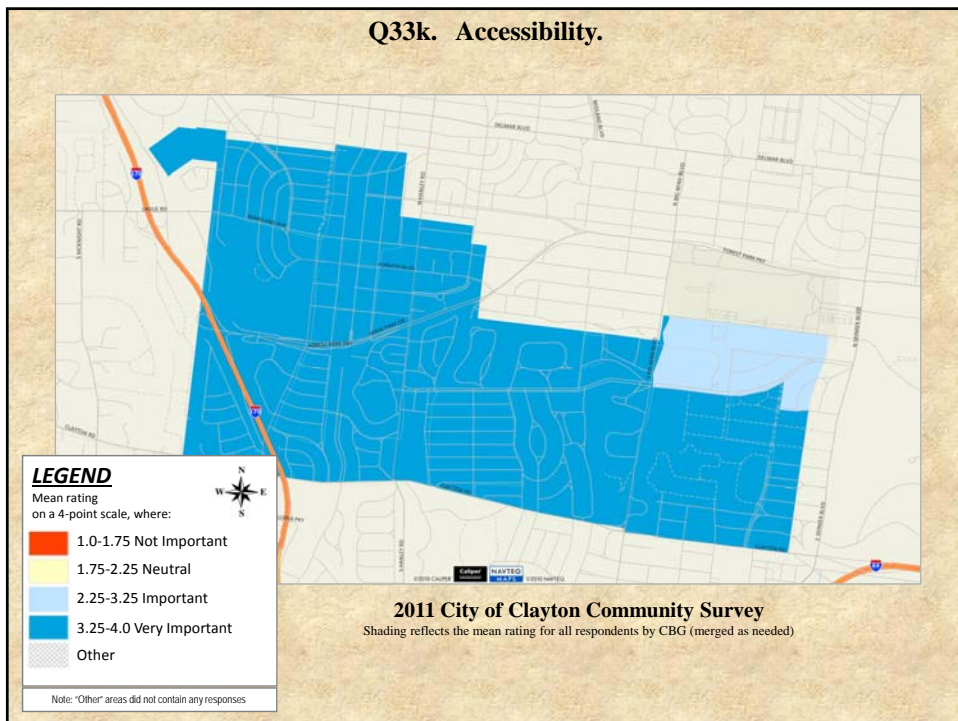




Q33j. Central location.



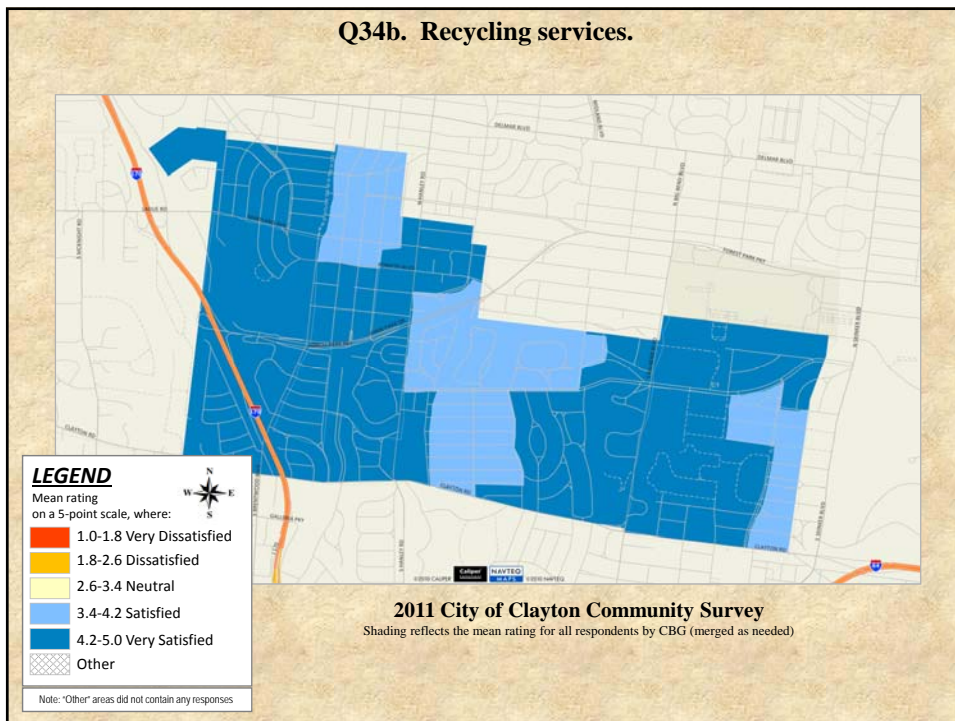
Q33k. Accessibility.



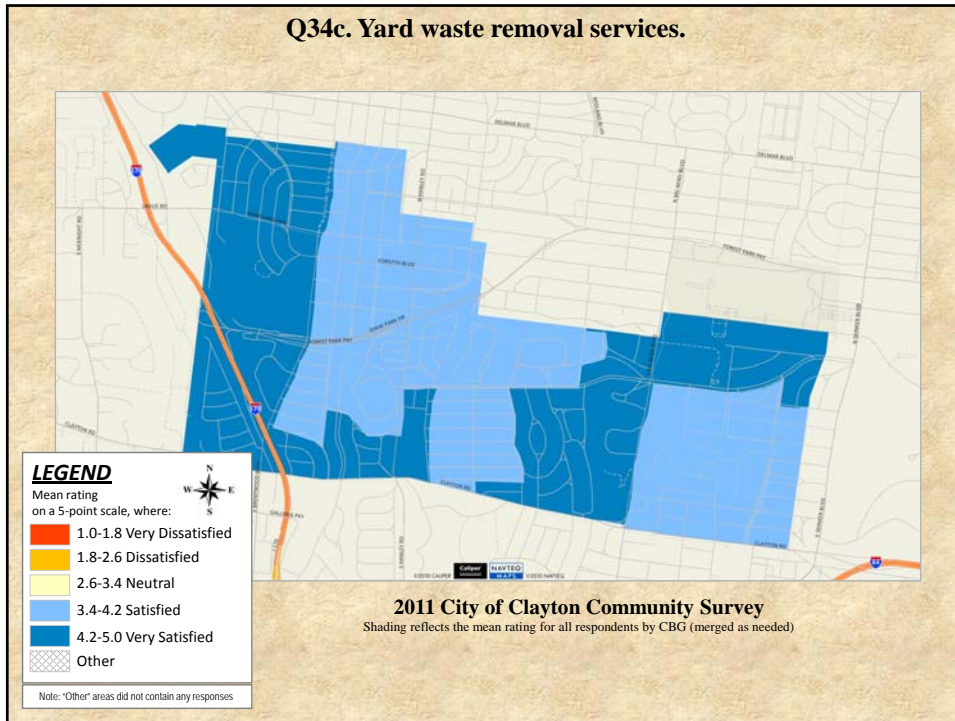
Q34a. Residential trash collection service.



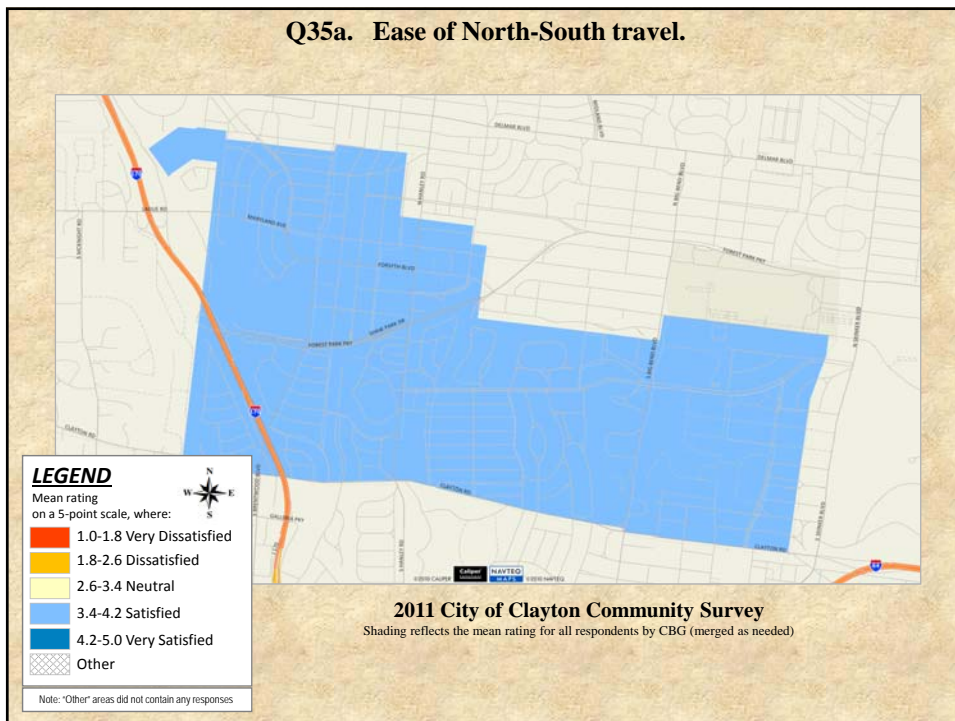
Q34b. Recycling services.

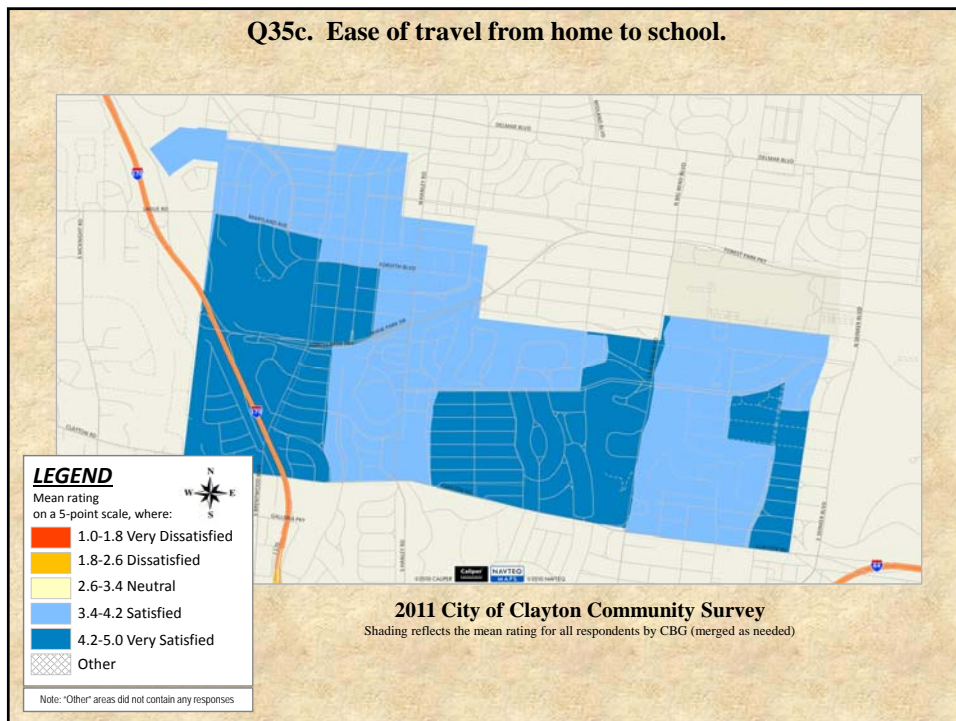
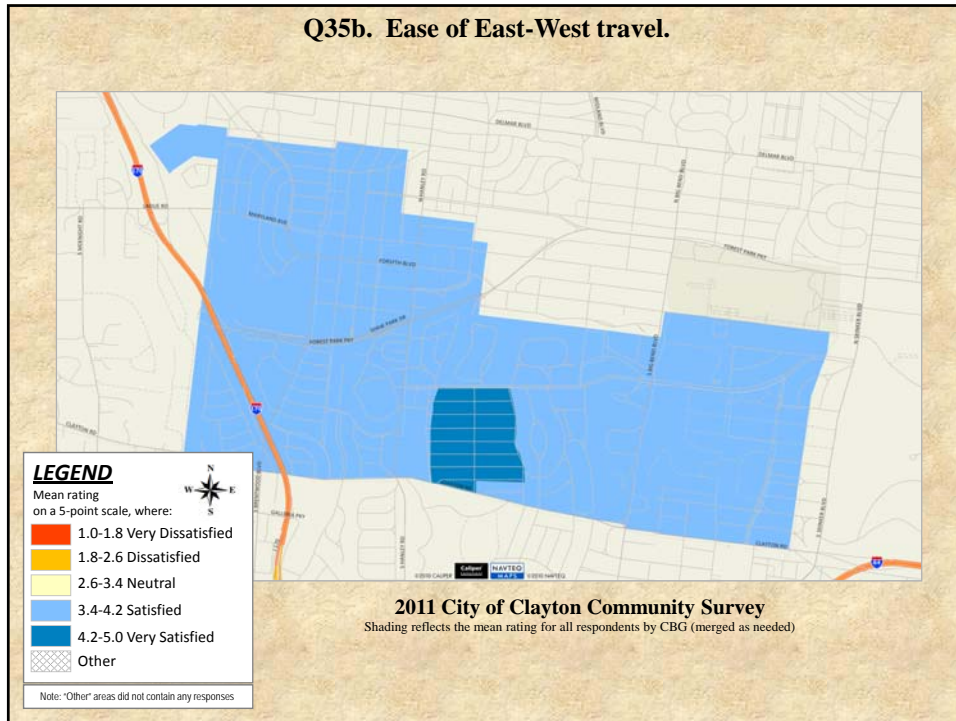


Q34c. Yard waste removal services.

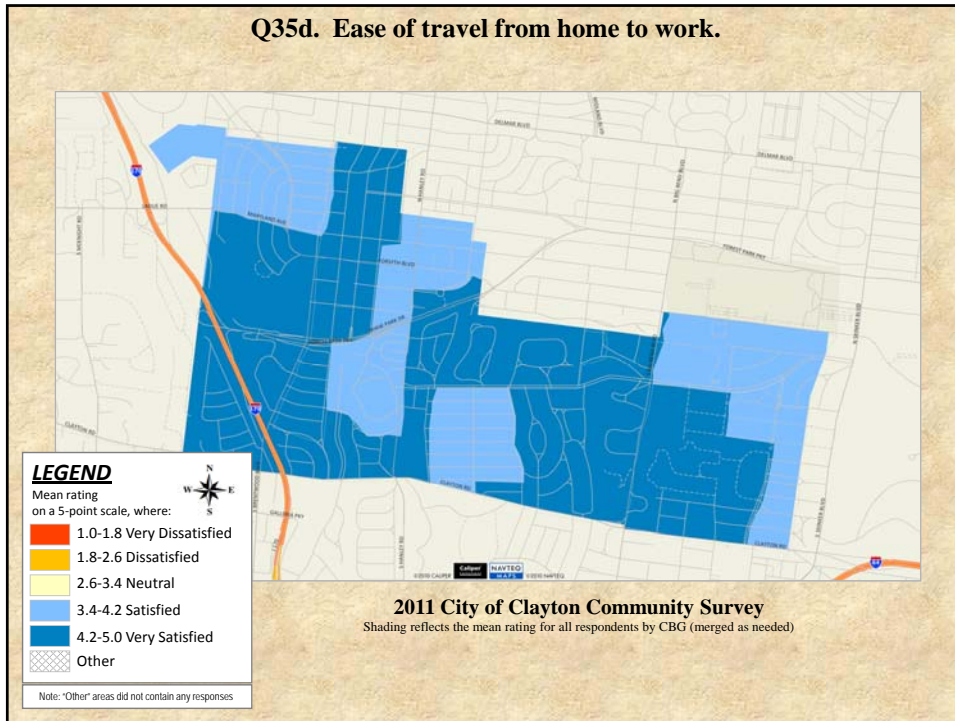


Q35a. Ease of North-South travel.

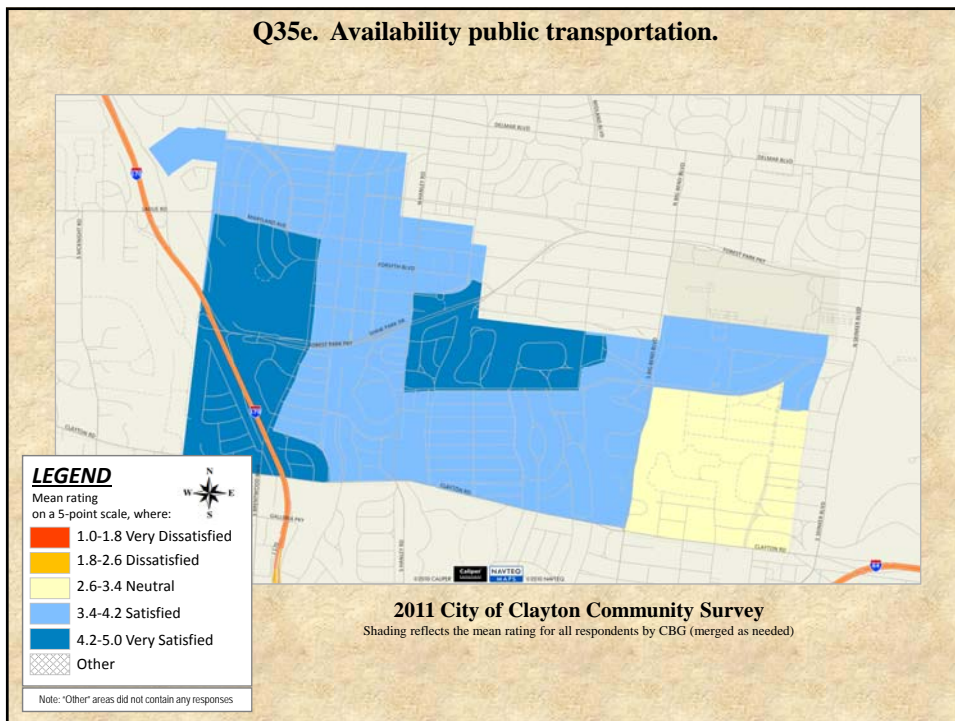




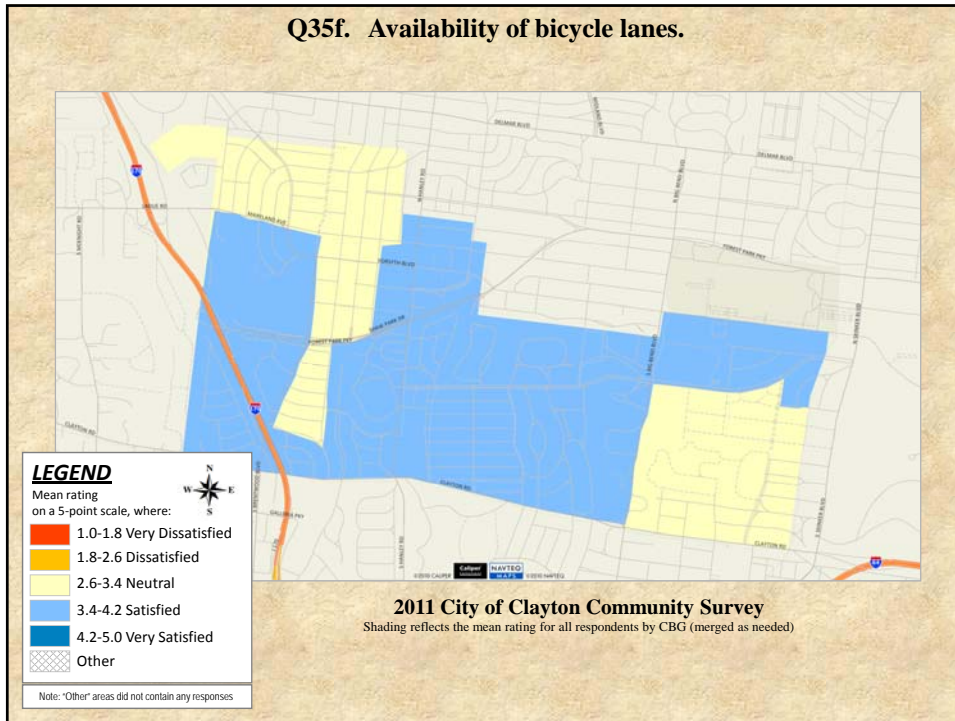
Q35d. Ease of travel from home to work.



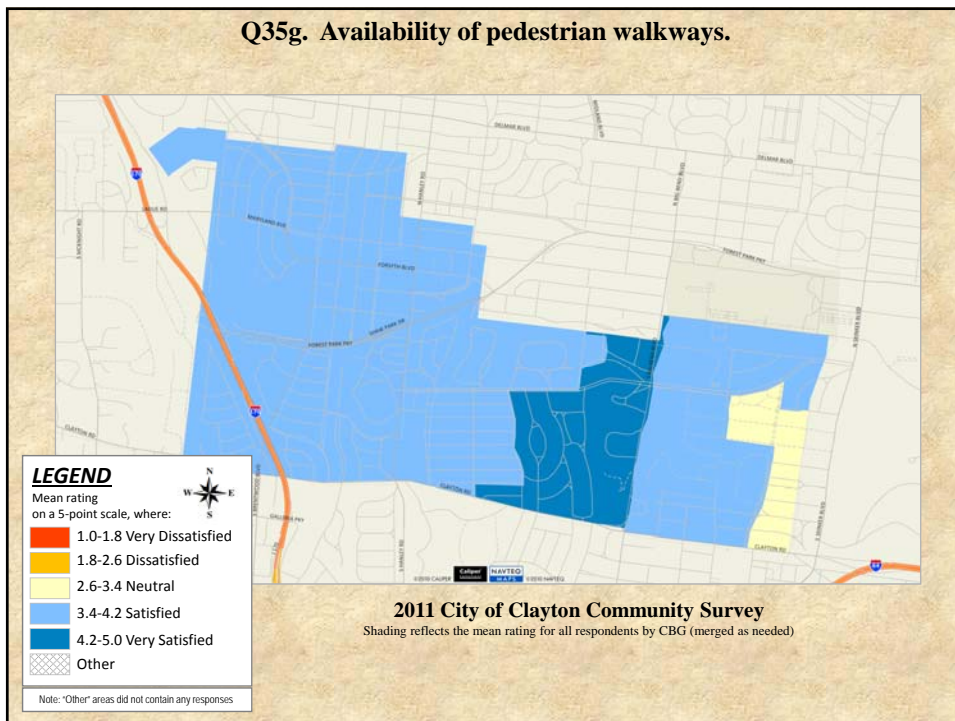
Q35e. Availability public transportation.



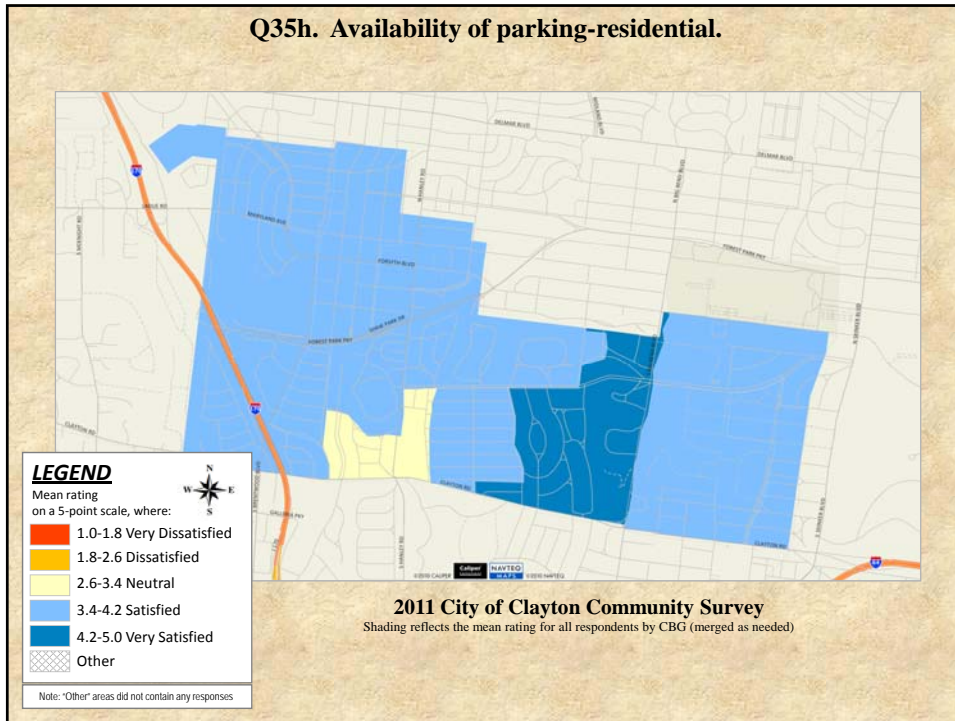
Q35f. Availability of bicycle lanes.



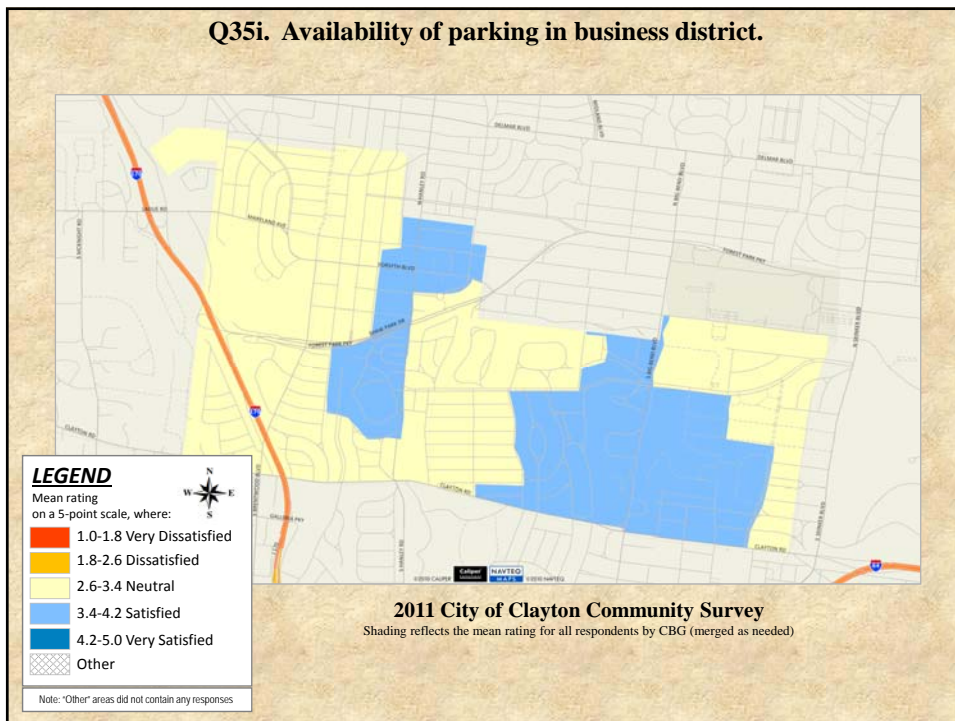
Q35g. Availability of pedestrian walkways.



Q35h. Availability of parking-residential.



Q35i. Availability of parking in business district.



Section 5:
Tabular Data

Q1. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety services	63.1%	27.2%	4.1%	0.7%	0.5%	4.4%
Q1b. Quality of parks & recreation programs & facilities	49.3%	39.6%	5.1%	1.9%	0.5%	3.6%
Q1c. Maintenance of City streets	39.3%	41.5%	13.1%	4.1%	1.5%	0.5%
Q1d. Maintenance of City buildings/facilities	36.7%	40.0%	10.2%	0.5%	0.5%	12.1%
Q1e. Enforcement of City codes & ordinances for buildings & housing	23.5%	30.3%	18.2%	4.6%	1.5%	21.8%
Q1f. Quality of customer service from City employees	35.7%	36.7%	13.3%	2.9%	2.2%	9.2%
Q1g. Effectiveness of communication between City & citizens	42.7%	36.9%	11.2%	4.1%	2.2%	2.9%
Q1h. Quality of storm water runoff/storm water management system	24.3%	34.7%	15.8%	6.8%	2.9%	15.5%
Q1i. Flow of traffic & congestion management	23.5%	46.6%	20.4%	4.9%	1.0%	3.6%

Q1. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of public safety services	66.0%	28.4%	4.3%	0.8%	0.5%
Q1b. Quality of parks & recreation programs & facilities	51.1%	41.1%	5.3%	2.0%	0.5%
Q1c. Maintenance of City streets	39.5%	41.7%	13.2%	4.1%	1.5%
Q1d. Maintenance of City buildings/facilities	41.7%	45.6%	11.6%	0.6%	0.6%
Q1e. Enforcement of City codes & ordinances for buildings & housing	30.1%	38.8%	23.3%	5.9%	1.9%
Q1f. Quality of customer service from City employees	39.3%	40.4%	14.7%	3.2%	2.4%
Q1g. Effectiveness of communication between City & citizens	44.0%	38.0%	11.5%	4.3%	2.3%
Q1h. Quality of storm water runoff/storm water management system	28.7%	41.1%	18.7%	8.0%	3.4%
Q1i. Flow of traffic & congestion management	24.4%	48.4%	21.2%	5.0%	1.0%

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

Q2. Top choice	Number	Percent
Public safety services	105	25.5 %
Parks & Rec programs & facilities	36	8.7 %
Maintenance of City streets	62	15.0 %
Maintenance of City buildings/facilities	2	0.5 %
Enforcement of City codes & ordinances	16	3.9 %
Customer service from City employees	21	5.1 %
City communicates with public	20	4.9 %
Storm water runoff/storm water management system	41	10.0 %
Flow of traffic & congestion management	57	13.8 %
None chosen	52	12.6 %
Total	412	100.0 %

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

Q2. 2nd choice	Number	Percent
Public safety services	30	7.3 %
Parks & Rec programs & facilities	63	15.3 %
Maintenance of City streets	81	19.7 %
Maintenance of City buildings/facilities	12	2.9 %
Enforcement of City codes & ordinances	22	5.3 %
Customer service from City employees	13	3.2 %
City communicates with public	18	4.4 %
Storm water runoff/storm water management system	39	9.5 %
Flow of traffic & congestion management	55	13.3 %
None chosen	79	19.2 %
Total	412	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	31	7.5 %
Parks & Rec programs & facilities	39	9.5 %
Maintenance of City streets	59	14.3 %
Maintenance of City buildings/facilities	12	2.9 %
Enforcement of City codes & ordinances	28	6.8 %
Customer service from City employees	16	3.9 %
City communicates with public	24	5.8 %
Storm water runoff/storm water management system	33	8.0 %
Flow of traffic & congestion management	52	12.6 %
<u>None chosen</u>	<u>118</u>	<u>28.6 %</u>
Total	412	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 3)

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	166	40.3 %
Parks & Rec programs & facilities	138	33.5 %
Maintenance of City streets	202	49.0 %
Maintenance of City buildings/facilities	26	6.3 %
Enforcement of City codes & ordinances	66	16.0 %
Customer service from City employees	50	12.1 %
City communicates with public	62	15.0 %
Storm water runoff/storm water management system	113	27.4 %
Flow of traffic & congestion management	164	39.8 %
<u>None chosen</u>	<u>52</u>	<u>12.6 %</u>
Total	1039	

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=412)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3a. Quality of services provided by City	53.2%	36.2%	6.6%	0.2%	0.5%	3.4%
Q3b. Value you receive for City tax dollars & fees	31.6%	38.1%	20.6%	4.6%	1.7%	3.4%
Q3c. Overall image of City	57.0%	34.2%	5.3%	0.7%	0.5%	2.2%
Q3d. How well City is planning & managing redevelopment	19.9%	33.7%	23.8%	7.8%	3.4%	11.4%
Q3e. Quality of life in City	56.6%	36.9%	4.4%	0.5%	0.0%	1.7%
Q3f. Feeling of safety in City	57.0%	35.4%	3.4%	1.5%	0.7%	1.9%
Q3g. Quality of new residential development	25.7%	32.0%	23.5%	2.7%	1.7%	14.3%
Q3h. Quality of new commercial development	22.6%	33.5%	21.6%	8.5%	2.4%	11.4%
Q3i. Appeal as a place to retire	25.2%	31.1%	23.3%	7.0%	4.1%	9.2%
Q3j. Overall appearance of City	41.5%	48.8%	6.6%	1.2%	0.0%	1.9%
Q3k. Cultural opportunities	30.3%	36.7%	20.4%	8.3%	1.0%	3.4%

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=412)

	Excellent	Good	Neutral	Below Average	Poor
Q3a. Quality of services provided by City	55.0%	37.4%	6.8%	0.3%	0.5%
Q3b. Value you receive for City tax dollars & fees	32.7%	39.4%	21.4%	4.8%	1.8%
Q3c. Overall image of City	58.3%	35.0%	5.5%	0.7%	0.5%
Q3d. How well City is planning & managing redevelopment	22.5%	38.1%	26.8%	8.8%	3.8%
Q3e. Quality of life in City	57.5%	37.5%	4.4%	0.5%	0.0%
Q3f. Feeling of safety in City	58.2%	36.1%	3.5%	1.5%	0.7%
Q3g. Quality of new residential development	30.0%	37.4%	27.5%	3.1%	2.0%
Q3h. Quality of new commercial development	25.5%	37.8%	24.4%	9.6%	2.7%
Q3i. Appeal as a place to retire	27.8%	34.2%	25.7%	7.8%	4.5%
Q3j. Overall appearance of City	42.3%	49.8%	6.7%	1.2%	0.0%
Q3k. Cultural opportunities	31.4%	37.9%	21.1%	8.5%	1.0%

Q4. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Visibility of police in neighborhoods	42.8%	42.3%	9.7%	3.4%	1.0%	0.7%
Q4b. Visibility of police in retail areas	29.7%	36.5%	20.4%	2.7%	0.5%	10.2%
Q4c. City's efforts to prevent crime	34.5%	38.9%	12.4%	1.5%	0.5%	12.2%
Q4d. Police quick response to emergencies	48.4%	25.5%	5.6%	1.2%	0.2%	19.0%
Q4e. Overall competency of Police Dept	45.7%	31.6%	8.0%	1.5%	0.5%	12.7%
Q4f. Attitude & behavior of Police Department personnel toward citizens	47.0%	31.6%	9.0%	2.7%	1.0%	8.8%
Q4g. Enforcement of local traffic laws	32.8%	33.3%	17.0%	4.1%	1.0%	11.7%
Q4h. Overall quality of Fire Department	46.7%	22.9%	6.8%	0.7%	0.0%	22.9%
Q4i. Overall quality of Clayton EMS	43.1%	20.4%	5.8%	0.5%	0.0%	30.2%
Q4j. City's efforts to prevent fires & provide fire safety & injury prevention education	32.6%	20.4%	9.5%	0.5%	0.2%	36.7%
Q4k. How quickly Fire Department responds	41.4%	15.8%	5.8%	0.2%	0.0%	36.7%
Q4l. How quickly ambulance/EMS responds	42.6%	15.8%	5.1%	0.5%	0.2%	35.8%
Q4m. Competency of Fire Dept, including ambulance service	46.2%	18.5%	6.6%	0.0%	0.0%	28.7%
Q4n. City's municipal court	15.6%	15.8%	13.4%	1.0%	0.7%	53.5%

Q4. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Visibility of police in neighborhoods	43.1%	42.6%	9.8%	3.4%	1.0%
Q4b. Visibility of police in retail areas	33.1%	40.7%	22.8%	3.0%	0.5%
Q4c. City's efforts to prevent crime	39.3%	44.3%	14.1%	1.7%	0.6%
Q4d. Police quick response to emergencies	59.8%	31.5%	6.9%	1.5%	0.3%
Q4e. Overall competency of Police Dept	52.4%	36.2%	9.2%	1.7%	0.6%
Q4f. Attitude & behavior of Police Department personnel toward citizens	51.5%	34.7%	9.9%	2.9%	1.1%
Q4g. Enforcement of local traffic laws	37.2%	37.7%	19.3%	4.7%	1.1%
Q4h. Overall quality of Fire Department	60.6%	29.7%	8.8%	0.9%	0.0%
Q4i. Overall quality of Clayton EMS	61.7%	29.3%	8.4%	0.7%	0.0%
Q4j. City's efforts to prevent fires & provide fire safety & injury prevention education	51.5%	32.3%	15.0%	0.8%	0.4%
Q4k. How quickly Fire Department responds	65.4%	25.0%	9.2%	0.4%	0.0%
Q4l. How quickly ambulance/EMS responds	66.3%	24.6%	8.0%	0.8%	0.4%
Q4m. Competency of Fire Dept, including ambulance service	64.8%	25.9%	9.2%	0.0%	0.0%
Q4n. City's municipal court	33.5%	34.0%	28.8%	2.1%	1.6%

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. Top choice	Number	Percent
Visibility of police in neighborhoods	86	20.9 %
Visibility of police in retail areas	13	3.2 %
City's efforts to prevent crime	82	19.9 %
Police quick response to emergencies	14	3.4 %
Competency of Police Dept	25	6.1 %
Attitude & behavior of Police personnel	15	3.6 %
Enforcement of local traffic laws	26	6.3 %
Quality of Fire Dept	5	1.2 %
Quality of EMS	3	0.7 %
City's efforts to prevent fires & provide fire safety & injury prevention education	3	0.7 %
How quickly Fire Dept responds	2	0.5 %
How quickly ambulance/EMS responds	9	2.2 %
Competency of Fire Dept/ambulance service	7	1.7 %
City's municipal court	4	1.0 %
None chosen	118	28.6 %
Total	412	100.0 %

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

Q5. 2nd choice	Number	Percent
Visibility of police in neighborhoods	26	6.3 %
Visibility of police in retail areas	34	8.3 %
City's efforts to prevent crime	38	9.2 %
Police quick response to emergencies	23	5.6 %
Competency of Police Dept	20	4.9 %
Attitude & behavior of Police personnel	14	3.4 %
Enforcement of local traffic laws	15	3.6 %
Quality of Fire Dept	14	3.4 %
Quality of EMS	9	2.2 %
City's efforts to prevent fires & provide fire safety & injury prevention education	18	4.4 %
How quickly Fire Dept responds	22	5.3 %
How quickly ambulance/EMS responds	6	1.5 %
Competency of Fire Dept/ambulance service	21	5.1 %
City's municipal court	6	1.5 %
None chosen	146	35.4 %
Total	412	100.0 %

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

Q5. 3rd choice	Number	Percent
Visibility of police in neighborhoods	21	5.1 %
Visibility of police in retail areas	27	6.6 %
City's efforts to prevent crime	27	6.6 %
Police quick response to emergencies	21	5.1 %
Competency of Police Dept	16	3.9 %
Attitude & behavior of Police personnel	13	3.2 %
Enforcement of local traffic laws	22	5.3 %
Quality of Fire Dept	13	3.2 %
Quality of EMS	11	2.7 %
City's efforts to prevent fires & provide fire safety & injury prevention education	8	1.9 %
How quickly Fire Dept responds	9	2.2 %
How quickly ambulance/EMS responds	24	5.8 %
Competency of Fire Dept/ambulance service	12	2.9 %
City's municipal court	12	2.9 %
None chosen	176	42.7 %
Total	412	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 3)

Q5. Top choice	Number	Percent
Visibility of police in neighborhoods	133	32.3 %
Visibility of police in retail areas	74	18.0 %
City's efforts to prevent crime	147	35.7 %
Police quick response to emergencies	58	14.1 %
Competency of Police Dept	61	14.8 %
Attitude & behavior of Police personnel	42	10.2 %
Enforcement of local traffic laws	63	15.3 %
Quality of Fire Dept	32	7.8 %
Quality of EMS	23	5.6 %
City's efforts to prevent fires & provide fire safety & injury prevention education	29	7.0 %
How quickly Fire Dept responds	33	8.0 %
How quickly ambulance/EMS responds	39	9.5 %
Competency of Fire Dept/ambulance service	40	9.7 %
City's municipal court	22	5.3 %
None chosen	118	28.6 %
Total	914	

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=412)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q6a. Walking alone in your neighborhood in general	84.4%	13.1%	0.5%	0.7%	1.2%
Q6b. Walking alone in your neighborhood after dark	47.4%	41.8%	6.8%	2.2%	1.7%
Q6c. Walking alone in your neighborhood during the day	90.0%	7.3%	0.7%	0.5%	1.5%
Q6d. Walking alone in business areas after dark	43.6%	40.9%	9.2%	1.5%	4.9%
Q6e. Walking alone in business areas during the day	86.1%	9.5%	1.9%	0.5%	1.9%

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=412)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q6a. Walking alone in your neighborhood in general	85.5%	13.3%	0.5%	0.7%
Q6b. Walking alone in your neighborhood after dark	48.3%	42.6%	6.9%	2.2%
Q6c. Walking alone in your neighborhood during the day	91.4%	7.4%	0.7%	0.5%
Q6d. Walking alone in business areas after dark	45.8%	43.0%	9.7%	1.5%
Q6e. Walking alone in business areas during the day	87.8%	9.7%	2.0%	0.5%

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

<u>Q7. Were you or anyone the victim of any crime</u>	<u>Number</u>	<u>Percent</u>
Yes	35	8.5 %
No	370	90.0 %
Don't Know	6	1.5 %
Total	411	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")

<u>Q7. Were you or anyone the victim of any crime</u>	<u>Number</u>	<u>Percent</u>
Yes	35	8.6 %
No	370	91.4 %
Total	405	100.0 %

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

<u>Q7a. Did you report to police</u>	<u>Number</u>	<u>Percent</u>
Yes	24	68.6 %
No	11	31.4 %
Total	35	100.0 %

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

<u>Q8. Have you contacted Police Department</u>	<u>Number</u>	<u>Percent</u>
Yes	196	47.7 %
No	213	51.8 %
Don't Know	2	0.5 %
Total	411	100.0 %

Q8. During the past 12 months, have you had ANY contact with the Police Department? (without "don't know")

<u>Q8. Have you contacted Police Department</u>	<u>Number</u>	<u>Percent</u>
Yes	196	47.9 %
No	213	52.1 %
Total	409	100.0 %

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

<u>Q8a. How would you rate the contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	125	63.8 %
Good	51	26.0 %
Fair	9	4.6 %
Poor	11	5.6 %
Total	196	100.0 %

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

<u>Q9. Have you contacted Fire Department</u>	<u>Number</u>	<u>Percent</u>
Yes	56	13.6 %
No	353	85.9 %
Don't Know	2	0.5 %
Total	411	100.0 %

Q9. During the past 12 months, have you had ANY contact with the Fire Department in Clayton? (without "don't know")

<u>Q9. Have you contacted Fire Department</u>	<u>Number</u>	<u>Percent</u>
Yes	56	13.7 %
No	353	86.3 %
Total	409	100.0 %

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

<u>Q9a. How would you rate the contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	44	78.6 %
Good	11	19.6 %
Fair	1	1.8 %
Total	56	100.0 %

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

Q10. have you contacted ambulance/emergency medical services	Number	Percent
Yes	31	7.5 %
No	376	91.5 %
Don't Know	4	1.0 %
Total	411	100.0 %

Q10. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton? (without "don't know")

Q10. have you contacted ambulance/emergency medical services	Number	Percent
Yes	31	7.6 %
No	376	92.4 %
Total	407	100.0 %

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

Q10. How would you rate the contact	Number	Percent
Excellent	25	80.6 %
Good	6	19.4 %
Total	31	100.0 %

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

<u>Q11. Rate your own public safety awareness</u>	<u>Number</u>	<u>Percent</u>
Excellent	114	27.7 %
Good	219	53.3 %
Fair	58	14.1 %
Poor	2	0.5 %
<u>Don't Know</u>	<u>18</u>	<u>4.4 %</u>
Total	411	100.0 %

Q11. How would you rate your own public safety awareness? (without "don't know")

<u>Q11. Rate your own public safety awareness</u>	<u>Number</u>	<u>Percent</u>
Excellent	114	29.0 %
Good	219	55.7 %
Fair	58	14.8 %
Poor	2	0.5 %
Total	393	100.0 %

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

<u>Q12. Do you have an emergency plan in place</u>	<u>Number</u>	<u>Percent</u>
Yes	219	53.3 %
No	166	40.4 %
Don't Know	26	6.3 %
Total	411	100.0 %

Q12. Do you have an emergency plan in place for members of your household? (without "don't know")

<u>Q12. Do you have an emergency plan in place</u>	<u>Number</u>	<u>Percent</u>
Yes	219	56.9 %
No	166	43.1 %
Total	385	100.0 %

Q13. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of major City streets	31.9%	48.7%	11.7%	5.1%	1.2%	1.5%
Q13b. Maintenance of streets in your neighborhood	31.4%	48.4%	10.9%	5.8%	1.7%	1.7%
Q13c. Maintenance of street signs & traffic signals	39.2%	46.5%	9.2%	2.2%	0.5%	2.4%
Q13d. Maintenance of City buildings	30.4%	38.0%	10.0%	1.2%	0.5%	20.0%
Q13e. Snow removal on major City streets	51.3%	36.5%	7.3%	2.7%	0.0%	2.2%
Q13f. Snow removal on neighborhood streets	41.6%	40.9%	10.0%	3.9%	1.0%	2.7%
Q13g. Cleanliness of City streets/public areas	44.5%	45.5%	6.1%	1.9%	0.5%	1.5%
Q13h. Adequacy of City street lighting	35.3%	48.9%	10.7%	2.7%	1.0%	1.5%
Q13i. Condition of City sidewalks	25.5%	49.4%	15.6%	6.3%	1.5%	1.7%
Q13j. Landscaping/appearance of public areas along City streets	43.8%	39.9%	10.5%	3.2%	1.2%	1.5%
Q13k. Satisfaction with tree trimming/replacement	38.0%	38.7%	10.0%	5.4%	3.9%	4.1%
Q13l. Quality of street sweeping services	40.9%	38.0%	12.9%	3.2%	2.7%	2.4%

Q13. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of major City streets	32.3%	49.4%	11.9%	5.2%	1.2%
Q13b. Maintenance of streets in your neighborhood	31.9%	49.3%	11.1%	5.9%	1.7%
Q13c. Maintenance of street signs & traffic signals	40.1%	47.6%	9.5%	2.2%	0.5%
Q13d. Maintenance of City buildings	38.0%	47.4%	12.5%	1.5%	0.6%
Q13e. Snow removal on major City streets	52.5%	37.3%	7.5%	2.7%	0.0%
Q13f. Snow removal on neighborhood streets	42.8%	42.0%	10.3%	4.0%	1.0%
Q13g. Cleanliness of City streets/public areas	45.2%	46.2%	6.2%	2.0%	0.5%
Q13h. Adequacy of City street lighting	35.8%	49.6%	10.9%	2.7%	1.0%
Q13i. Condition of City sidewalks	26.0%	50.2%	15.8%	6.4%	1.5%
Q13j. Landscaping/appearance of public areas along City streets	44.4%	40.5%	10.6%	3.2%	1.2%
Q13k. Satisfaction with tree trimming/replacement	39.6%	40.4%	10.4%	5.6%	4.1%
Q13l. Quality of street sweeping services	41.9%	38.9%	13.2%	3.2%	2.7%

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

Q14. Top choice	Number	Percent
Maintenance of major City streets	100	24.3 %
Maintenance of streets in your neighborhood	36	8.7 %
Maintenance of street signs & traffic signals	13	3.2 %
Maintenance of City buildings	5	1.2 %
Snow removal on major City streets	9	2.2 %
Snow removal on neighborhood streets	27	6.6 %
Cleanliness of City streets/public areas	13	3.2 %
Adequacy of City street lighting	20	4.9 %
Condition of City sidewalks	41	10.0 %
Landscaping/appearance of public areas along City streets	22	5.3 %
Satisfaction with tree trimming/replacement	22	5.3 %
Quality of street sweeping services	11	2.7 %
None chosen	93	22.6 %
Total	412	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?

Q14. 2nd choice	Number	Percent
Maintenance of major City streets	35	8.5 %
Maintenance of streets in your neighborhood	59	14.3 %
Maintenance of street signs & traffic signals	15	3.6 %
Maintenance of City buildings	11	2.7 %
Snow removal on major City streets	22	5.3 %
Snow removal on neighborhood streets	27	6.6 %
Cleanliness of City streets/public areas	17	4.1 %
Adequacy of City street lighting	24	5.8 %
Condition of City sidewalks	28	6.8 %
Landscaping/appearance of public areas along City streets	26	6.3 %
Satisfaction with tree trimming/replacement	18	4.4 %
Quality of street sweeping services	14	3.4 %
None chosen	116	28.2 %
Total	412	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. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	21	5.1 %
Maintenance of streets in your neighborhood	30	7.3 %
Maintenance of street signs & traffic signals	13	3.2 %
Maintenance of City buildings	5	1.2 %
Snow removal on major City streets	14	3.4 %
Snow removal on neighborhood streets	21	5.1 %
Cleanliness of City streets/public areas	39	9.5 %
Adequacy of City street lighting	14	3.4 %
Condition of City sidewalks	35	8.5 %
Landscaping/appearance of public areas along City streets	29	7.0 %
Satisfaction with tree trimming/replacement	32	7.8 %
Quality of street sweeping services	13	3.2 %
<u>None chosen</u>	<u>146</u>	<u>35.4 %</u>
Total	412	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 3)

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	156	37.9 %
Maintenance of streets in your neighborhood	125	30.3 %
Maintenance of street signs & traffic signals	41	10.0 %
Maintenance of City buildings	21	5.1 %
Snow removal on major City streets	45	10.9 %
Snow removal on neighborhood streets	75	18.2 %
Cleanliness of City streets/public areas	69	16.7 %
Adequacy of City street lighting	58	14.1 %
Condition of City sidewalks	104	25.2 %
Landscaping/appearance of public areas along City streets	77	18.7 %
Satisfaction with tree trimming/replacement	72	17.5 %
Quality of street sweeping services	38	9.2 %
<u>None chosen</u>	<u>93</u>	<u>22.6 %</u>
Total	974	

Q15. In general, how would you rate the street and road conditions in your neighborhood?

Q15. Rate street & road conditions in your neighborhood	Number	Percent
Good condition	184	44.8 %
Mostly good condition	188	45.7 %
Many bad spots	29	7.1 %
Don't know	10	2.4 %
Total	411	100.0 %

Q15. In general, how would you rate the street and road conditions in your neighborhood? (without "don't know")

Q15. Rate street & road conditions in your neighborhood	Number	Percent
Good condition	184	45.9 %
Mostly good condition	188	46.9 %
Many bad spots	29	7.2 %
Total	401	100.0 %

Q16. In general, how would you rate street sweeping services in your neighborhood?

Q16. Rate street sweeping services in your neighborhood

<u>neighborhood</u>	<u>Number</u>	<u>Percent</u>
Excellent	141	34.3 %
Good	184	44.8 %
Fair	46	11.2 %
Poor	14	3.4 %
<u>Don't know</u>	<u>26</u>	<u>6.3 %</u>
Total	411	100.0 %

Q16. In general, how would you rate street sweeping services in your neighborhood? (without "don't know")

Q16. Rate street sweeping services in your neighborhood

<u>neighborhood</u>	<u>Number</u>	<u>Percent</u>
Excellent	141	36.6 %
Good	184	47.8 %
Fair	46	11.9 %
<u>Poor</u>	<u>14</u>	<u>3.6 %</u>
Total	385	100.0 %

Q17. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Clarity & taste of tap water in your home	57.9%	30.2%	6.8%	2.2%	0.7%	2.2%
Q17b. Water pressure in your home	48.2%	36.0%	7.8%	5.4%	0.7%	1.9%
Q17c. Amount charged for water/sewer utilities	16.3%	35.3%	25.5%	7.8%	1.7%	13.4%
Q17d. How easy to understand your water/sewer bill	21.2%	40.6%	16.3%	4.4%	1.2%	16.3%
Q17e. Drainage of rain water off City streets	22.6%	43.1%	18.0%	7.1%	3.4%	5.8%
Q17f. Drainage of rain water off properties next to you	19.7%	35.8%	21.2%	11.2%	6.3%	5.8%
Q17g. Adequacy of sanitary sewer collection system	23.6%	38.2%	18.7%	3.9%	1.9%	13.6%
Q17h. Adequacy of water system	31.9%	39.7%	15.8%	1.9%	0.5%	10.2%

Q17. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Clarity & taste of tap water in your home	59.2%	30.8%	7.0%	2.2%	0.7%
Q17b. Water pressure in your home	49.1%	36.7%	7.9%	5.5%	0.7%
Q17c. Amount charged for water/sewer utilities	18.8%	40.7%	29.5%	9.0%	2.0%
Q17d. How easy to understand your water/sewer bill	25.3%	48.5%	19.5%	5.2%	1.5%
Q17e. Drainage of rain water off City streets	24.0%	45.7%	19.1%	7.5%	3.6%
Q17f. Drainage of rain water off properties next to you	20.9%	38.0%	22.5%	11.9%	6.7%
Q17g. Adequacy of sanitary sewer collection system	27.3%	44.2%	21.7%	4.5%	2.3%
Q17h. Adequacy of water system	35.5%	44.2%	17.6%	2.2%	0.5%

Q18. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Maintenance of City parks	41.1%	46.7%	6.1%	0.5%	0.2%	5.4%
Q18b. How close neighborhood parks are to your home	50.1%	34.5%	9.2%	3.4%	0.5%	2.2%
Q18c. Number of walking & biking trails	24.6%	35.8%	20.0%	8.0%	1.7%	10.0%
Q18d. Quality of outdoor athletic fields	29.9%	29.4%	15.8%	2.4%	1.2%	21.2%
Q18e. Number of outdoor athletic fields	30.4%	30.7%	15.1%	2.9%	0.7%	20.2%
Q18f. Availability of information about City parks	35.5%	36.0%	13.1%	1.2%	1.2%	12.9%
Q18g. City's youth fitness programs	26.0%	27.3%	13.4%	1.5%	0.7%	31.1%
Q18h. City's adult fitness programs	28.7%	33.3%	13.4%	2.9%	0.5%	21.2%
Q18i. City's recreation opportunities	35.5%	38.0%	12.4%	2.2%	0.5%	11.4%
Q18j. City's special events and festivals	39.7%	39.2%	11.9%	2.2%	0.5%	6.6%

Q18. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Maintenance of City parks	43.4%	49.4%	6.4%	0.5%	0.3%
Q18b. How close neighborhood parks are to your home	51.2%	35.3%	9.5%	3.5%	0.5%
Q18c. Number of walking & biking trails	27.3%	39.7%	22.2%	8.9%	1.9%
Q18d. Quality of outdoor athletic fields	38.0%	37.3%	20.1%	3.1%	1.5%
Q18e. Number of outdoor athletic fields	38.1%	38.4%	18.9%	3.7%	0.9%
Q18f. Availability of information about City parks	40.8%	41.3%	15.1%	1.4%	1.4%
Q18g. City's youth fitness programs	37.8%	39.6%	19.4%	2.1%	1.1%
Q18h. City's adult fitness programs	36.4%	42.3%	17.0%	3.7%	0.6%
Q18i. City's recreation opportunities	40.1%	42.9%	14.0%	2.5%	0.5%
Q18j. City's special events and festivals	42.4%	41.9%	12.8%	2.3%	0.5%

Q19. 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>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	101	24.5 %
How close neighborhood parks are to your home	12	2.9 %
Number of walking & biking trails	76	18.4 %
Quality of outdoor athletic fields	7	1.7 %
Number of outdoor athletic fields	7	1.7 %
Availability of information about parks	7	1.7 %
Youth fitness programs	21	5.1 %
Adult fitness programs	19	4.6 %
Recreation opportunities	12	2.9 %
Special events & festivals	22	5.3 %
<u>None chosen</u>	<u>128</u>	<u>31.1 %</u>
Total	412	100.0 %

Q19. 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>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	39	9.5 %
How close neighborhood parks are to your home	14	3.4 %
Number of walking & biking trails	49	11.9 %
Quality of outdoor athletic fields	27	6.6 %
Number of outdoor athletic fields	5	1.2 %
Availability of information about parks	12	2.9 %
Youth fitness programs	19	4.6 %
Adult fitness programs	26	6.3 %
Recreation opportunities	24	5.8 %
Special events & festivals	31	7.5 %
<u>None chosen</u>	<u>166</u>	<u>40.3 %</u>
Total	412	100.0 %

Q19. 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>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	26	6.3 %
How close neighborhood parks are to your home	7	1.7 %
Number of walking & biking trails	19	4.6 %
Quality of outdoor athletic fields	13	3.2 %
Number of outdoor athletic fields	9	2.2 %
Availability of information about parks	20	4.9 %
Youth fitness programs	15	3.6 %
Adult fitness programs	23	5.6 %
Recreation opportunities	36	8.7 %
Special events & festivals	48	11.7 %
<u>None chosen</u>	<u>196</u>	<u>47.6 %</u>
Total	412	100.0 %

Q19. 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 3)

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of parks	166	40.3 %
How close neighborhood parks are to your home	33	8.0 %
Number of walking & biking trails	144	35.0 %
Quality of outdoor athletic fields	47	11.4 %
Number of outdoor athletic fields	21	5.1 %
Availability of information about parks	39	9.5 %
Youth fitness programs	55	13.3 %
Adult fitness programs	68	16.5 %
Recreation opportunities	72	17.5 %
Special events & festivals	101	24.5 %
<u>None chosen</u>	<u>128</u>	<u>31.1 %</u>
Total	874	

Q20. 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=412)

	Very Important	Important	Neutral	Not Important	Don't Know
Q20a. Feeling of safety in parks	73.7%	17.5%	4.1%	0.5%	4.1%
Q20b. Additional shade at pool, tennis & picnic sites	26.3%	28.7%	25.5%	9.7%	9.7%
Q20c. Multi-use year-round facility at ice rink	21.4%	22.6%	26.8%	23.1%	6.1%
Q20d. Center of Clayton improvements	22.9%	19.7%	26.8%	19.7%	10.9%
Q20e. Green space expansion	33.1%	31.1%	20.0%	9.0%	6.8%
Q20f. Hanley House Preservation	15.3%	22.9%	30.7%	19.2%	11.9%
Q20g. Permanent pavilion in Shaw Park	13.9%	28.2%	31.1%	17.5%	9.2%
Q20h. Tennis Center improvements	13.6%	23.8%	33.1%	16.5%	12.9%
Q20i. Neighborhood park improvements	24.1%	40.9%	21.9%	5.8%	7.3%
Q20j. Playground improvements	19.5%	37.7%	26.0%	8.8%	8.0%
Q20k. New walking & biking trails	38.2%	28.0%	19.5%	8.8%	5.6%

Q20. 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=412)

	Very Important	Important	Neutral	Not Important
Q20a. Feeling of safety in parks	76.9%	18.3%	4.3%	0.5%
Q20b. Additional shade at pool, tennis & picnic sites	29.1%	31.8%	28.3%	10.8%
Q20c. Multi-use year-round facility at ice rink	22.8%	24.1%	28.5%	24.6%
Q20d. Center of Clayton improvements	25.7%	22.1%	30.1%	22.1%
Q20e. Green space expansion	35.5%	33.4%	21.4%	9.7%
Q20f. Hanley House Preservation	17.4%	26.0%	34.8%	21.8%
Q20g. Permanent pavilion in Shaw Park	15.3%	31.1%	34.3%	19.3%
Q20h. Tennis Center improvements	15.6%	27.4%	38.0%	19.0%
Q20i. Neighborhood park improvements	26.0%	44.1%	23.6%	6.3%
Q20j. Playground improvements	21.2%	41.0%	28.3%	9.5%
Q20k. New walking & biking trails	40.5%	29.6%	20.6%	9.3%

Q21. Please choose three of the priorities in Question #20 that are of highest priority for you and your family.

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Feeling of safety in parks	120	29.1 %
Additional shade at pool/tennis/picnic sites	21	5.1 %
Multi-use year-round facility at ice rink	26	6.3 %
Center of Clayton improvements	28	6.8 %
Green space expansion	30	7.3 %
Hanley House Preservation	9	2.2 %
Permanent pavilion in Shaw Park	3	0.7 %
Tennis center improvements	8	1.9 %
Neighborhood park improvements	17	4.1 %
Playground improvements	7	1.7 %
New walking & biking trails	67	16.3 %
<u>None chosen</u>	<u>76</u>	<u>18.4 %</u>
Total	412	100.0 %

Q21. Please choose three of the priorities in Question #20 that are of highest priority for you and your family.

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Feeling of safety in parks	31	7.5 %
Additional shade at pool/tennis/picnic sites	25	6.1 %
Multi-use year-round facility at ice rink	32	7.8 %
Center of Clayton improvements	36	8.7 %
Green space expansion	48	11.7 %
Hanley House Preservation	19	4.6 %
Permanent pavilion in Shaw Park	10	2.4 %
Tennis center improvements	9	2.2 %
Neighborhood park improvements	43	10.4 %
Playground improvements	14	3.4 %
New walking & biking trails	49	11.9 %
<u>None chosen</u>	<u>96</u>	<u>23.3 %</u>
Total	412	100.0 %

Q21. Please choose three of the priorities in Question #20 that are of highest priority for you and your family.

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Feeling of safety in parks	26	6.3 %
Additional shade at pool/tennis/picnic sites	33	8.0 %
Multi-use year-round facility at ice rink	15	3.6 %
Center of Clayton improvements	24	5.8 %
Green space expansion	34	8.3 %
Hanley House Preservation	11	2.7 %
Permanent pavilion in Shaw Park	11	2.7 %
Tennis center improvements	14	3.4 %
Neighborhood park improvements	40	9.7 %
Playground improvements	21	5.1 %
New walking & biking trails	46	11.2 %
<u>None chosen</u>	<u>137</u>	<u>33.3 %</u>
Total	412	100.0 %

Q21. Please choose three of the priorities in Question #20 that are of highest priority for you and your family. (top 3)

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Feeling of safety in parks	177	43.0 %
Additional shade at pool/tennis/picnic sites	79	19.2 %
Multi-use year-round facility at ice rink	73	17.7 %
Center of Clayton improvements	88	21.4 %
Green space expansion	112	27.2 %
Hanley House Preservation	39	9.5 %
Permanent pavilion in Shaw Park	24	5.8 %
Tennis center improvements	31	7.5 %
Neighborhood park improvements	100	24.3 %
Playground improvements	42	10.2 %
New walking & biking trails	162	39.3 %
<u>None chosen</u>	<u>76</u>	<u>18.4 %</u>
Total	1003	

Q22. Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 21?

<u>Q22. Willing to use tax revenue to fund projects</u>	<u>Number</u>	<u>Percent</u>
Yes	229	55.7 %
No	83	20.2 %
Don't Know	99	24.1 %
Total	411	100.0 %

Q22. Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 21? (without "don't know")

<u>Q22. Willing to use tax revenue to fund projects</u>	<u>Number</u>	<u>Percent</u>
Yes	229	73.4 %
No	83	26.6 %
Total	312	100.0 %

Q23. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?

Q23. Have you used recreation facilities or programs

	Number	Percent
Yes	350	85.2 %
No	50	12.2 %
Don't Know	11	2.7 %
Total	411	100.0 %

Q23. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months? (without "don't know")

Q23. Have you used recreation facilities or programs

	Number	Percent
Yes	350	87.5 %
No	50	12.5 %
Total	400	100.0 %

Q24. What are your primary sources for information about community activities and services?

<u>Q24. Primary sources for information</u>	<u>Number</u>	<u>Percent</u>
None chosen	12	2.9 %
The City Views	340	82.5 %
www.ci.clayton.mo.us	138	33.5 %
Clayton Connection	88	21.4 %
Government access cable channel	6	1.5 %
Radio	25	6.1 %
Facebook	4	1.0 %
Twitter	1	0.2 %
Other printed publications	50	12.1 %
Signage/other printed material	105	25.5 %
Neighborhood meetings/Ward meetings	28	6.8 %
Parks & Recreation brochure	149	36.2 %
Other	19	4.6 %
Total	965	

Q24. What are your primary sources for information about community activities and services? (without "none chosen")

<u>Q24. Primary sources for information</u>	<u>Number</u>	<u>Percent</u>
The City Views	340	82.5 %
www.ci.clayton.mo.us	138	33.5 %
Clayton Connection	88	21.4 %
Government access cable channel	6	1.5 %
Radio	25	6.1 %
Facebook	4	1.0 %
Twitter	1	0.2 %
Other printed publications	50	12.1 %
Signage/other printed material	105	25.5 %
Neighborhood meetings/Ward meetings	28	6.8 %
Parks & Recreation brochure	149	36.2 %
Other	19	4.6 %
Total	953	

Q24. Other

Q24 Other

CENTER BROCHURE

FRIENDS/NEIGHBORS

NEIGHBOR INTERACTION

NEIGHBORHOOD WOMENS GRP

NEWSPAPER

NEWSPAPER

NEWSPAPER

POLICE LIVE CRIME WATCH

SCHOOL

TV

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

Q25. Other than those listed above, what communication methods/resources would you like the City to use to keep you informed?

<u>Q25. Communication methods/resources</u>	<u>Number</u>	<u>Percent</u>
YouTube	18	4.4 %
RSS Feed	15	3.6 %
IPhone/iPad app	78	18.9 %
Other	24	5.8 %
None chosen	297	72.1 %
Total	432	

Q25. Other than those listed above, what communication methods/resources would you like the City to use to keep you informed? (without "none chosen")

<u>Q25. Communication methods/resources</u>	<u>Number</u>	<u>Percent</u>
YouTube	18	4.4 %
RSS Feed	15	3.6 %
IPhone/iPad app	78	18.9 %
Other	24	5.8 %
Total	135	

Q25. Other

Q25 Other

CALENDAR

COUNCIL MTGS ON INTERNET

EMAIL

EMAIL

EMAIL

EMAIL

EMAIL

EMAIL

EMAIL BLASTS

EXPAND CABLE TV

MAIL

MAIL

NEWSLETTERS

NEWSPAPER

PHONE ALERTS

RADIO/TV

STREET BANNERS

TWITTER

WRITTEN NEWSLETTER

Q26. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q26a. Availability of information about City programs & services	29.2%	48.4%	14.1%	2.9%	0.7%	4.6%
Q26b. City's efforts to keep you informed about local issues	29.0%	44.3%	14.8%	5.8%	1.9%	4.1%
Q26c. How open City is to public involvement & input from residents	19.7%	31.1%	21.7%	8.8%	3.4%	15.3%
Q26d. Quality of programming on City's cable television channel	4.6%	7.3%	14.6%	1.2%	1.5%	70.8%
Q26e. Quality of City's website	14.6%	30.9%	23.6%	1.9%	0.5%	28.5%
Q26f. Content of City's newsletter	21.4%	47.9%	18.0%	4.6%	1.0%	7.1%
Q26g. How well City's communications meet your needs	22.1%	45.0%	22.6%	3.2%	2.9%	4.1%

Q26. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q26a. Availability of information about City programs & services	30.6%	50.8%	14.8%	3.1%	0.8%
Q26b. City's efforts to keep you informed about local issues	30.2%	46.2%	15.5%	6.1%	2.0%
Q26c. How open City is to public involvement & input from residents	23.3%	36.8%	25.6%	10.3%	4.0%
Q26d. Quality of programming on City's cable television channel	15.8%	25.0%	50.0%	4.2%	5.0%
Q26e. Quality of City's website	20.4%	43.2%	33.0%	2.7%	0.7%
Q26f. Content of City's newsletter	23.0%	51.6%	19.4%	5.0%	1.0%
Q26g. How well City's communications meet your needs	23.1%	47.0%	23.6%	3.3%	3.0%

Q27. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q27a. Enforcing cleanup of litter & debris on private property	21.2%	34.3%	16.5%	8.3%	2.4%	17.3%
Q27b. Enforcing mowing & trimming of lawns on private property	21.2%	34.3%	17.3%	5.8%	1.7%	19.7%
Q27c. Enforcing maintenance of residential property	18.5%	33.1%	21.2%	7.1%	2.2%	18.0%
Q27d. Enforcing maintenance of business property	18.0%	35.8%	19.0%	2.4%	0.7%	24.1%
Q27e. Enforcing codes designed to protect public safety	20.7%	33.8%	15.6%	1.7%	1.7%	26.5%

Q27. 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=412)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q27a. Enforcing cleanup of litter & debris on private property	25.6%	41.5%	20.0%	10.0%	2.9%
Q27b. Enforcing mowing & trimming of lawns on private property	26.4%	42.7%	21.5%	7.3%	2.1%
Q27c. Enforcing maintenance of residential property	22.6%	40.4%	25.8%	8.6%	2.7%
Q27d. Enforcing maintenance of business property	23.7%	47.1%	25.0%	3.2%	1.0%
Q27e. Enforcing codes designed to protect public safety	28.1%	46.0%	21.2%	2.3%	2.3%

Q28. Using a five-point scale, where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas.

(N=412)

	Much too Slow	Too Slow	Just Right	Too Fast	Must Too Fast	Don't Know
Q28a. Office development	3.6%	14.6%	44.5%	8.5%	2.2%	26.5%
Q28b. Retail development	11.9%	31.9%	29.7%	3.4%	1.5%	21.7%
Q28c. Single-family residential development	3.2%	8.0%	55.5%	3.9%	0.7%	28.7%
Q28d. Multi-family residential development	1.9%	8.5%	46.0%	10.2%	4.4%	29.0%

Q28. Using a five-point scale, where 5 means "much too slow" and 1 means "much too fast", please rate the City's current pace of development in each of the following areas.(without "don't know")

(N=412)

	Much too Slow	Too Slow	Just Right	Too Fast	Must Too Fast
Q28a. Office development	5.0%	19.9%	60.6%	11.6%	3.0%
Q28b. Retail development	15.2%	40.7%	37.9%	4.3%	1.9%
Q28c. Single-family residential development	4.4%	11.3%	77.8%	5.5%	1.0%
Q28d. Multi-family residential development	2.7%	12.0%	64.7%	14.4%	6.2%

Q29. For which of the following areas do you support the City's use of financial incentives to attract and expand?

Q29. City's use of financial incentives to attract & expand	Number	Percent
Offices/Corporations	224	54.4 %
Retail	269	65.3 %
Downtown high density/Market rate residential	98	23.8 %
None chosen	114	27.7 %
Total	705	

Q29. For which of the following areas do you support the City's use of financial incentives to attract and expand? (without "none chosen")

Q29. City's use of financial incentives to attract & expand	Number	Percent
Offices/Corporations	224	54.4 %
Retail	269	65.3 %
Downtown high density/Market rate residential	98	23.8 %
Total	591	

Q30. For which of the following goods and services do you typically leave Clayton?

<u>Q30. Goods & services</u>	<u>Number</u>	<u>Percent</u>
None chosen	12	2.9 %
Clothing	268	65.0 %
Home furnishings	252	61.2 %
Banking	56	13.6 %
Sporting goods	296	71.8 %
Groceries	251	60.9 %
Dine out/restaurants	112	27.2 %
Entertainment/movies/theater	310	75.2 %
Technology/computer equipment	285	69.2 %
Personal grooming	190	46.1 %
Total	2032	

Q30. For which of the following goods and services do you typically leave Clayton? (without "none chosen")

<u>Q30. Goods & services</u>	<u>Number</u>	<u>Percent</u>
Clothing	268	65.0 %
Home furnishings	252	61.2 %
Banking	56	13.6 %
Sporting goods	296	71.8 %
Groceries	251	60.9 %
Dine out/restaurants	112	27.2 %
Entertainment/movies/theater	310	75.2 %
Technology/computer equipment	285	69.2 %
Personal grooming	190	46.1 %
Total	2020	

Q31. How satisfied are you with culture, dining and shopping in Clayton?

Q31. How satisfied are you with culture, dining & shopping	Number	Percent
Very Satisfied	104	25.3 %
Satisfied	172	41.8 %
Neutral	74	18.0 %
Dissatisfied	44	10.7 %
Very Dissatisfied	6	1.5 %
Don't Know	11	2.7 %
Total	411	100.0 %

Q31. How satisfied are you with culture, dining and shopping in Clayton? (without "don't know")

Q31. How satisfied are you with culture, dining & shopping	Number	Percent
Very Satisfied	104	26.0 %
Satisfied	172	43.0 %
Neutral	74	18.5 %
Dissatisfied	44	11.0 %
Very Dissatisfied	6	1.5 %
Total	400	100.0 %

Q32. Have you contacted the City with a question, problem, or complaint during the past year?

<u>Q32. Have you contacted City</u>	<u>Number</u>	<u>Percent</u>
Yes	183	44.4 %
No	212	51.5 %
Don't Know	17	4.1 %
Total	412	100.0 %

**Q32. Have you contacted the City with a question, problem, or complaint during the past year?
(without "don't know")**

<u>Q32. Have you contacted City</u>	<u>Number</u>	<u>Percent</u>
Yes	183	46.3 %
No	212	53.7 %
Total	395	100.0 %

Q32a. Which City department did you contact most recently?

Q32a Dept contacted

PARKING VIOLATION
BLDG
BLDG/CODE ENFORCEMENT
BLDG COMMISSION
BLDG DEPT
BLDG ENFORCENMENT-DRAINAGE
BLDG PERMITS
BUILDING & PLANNING
BUILDING PERMITS
CITY FOREST
CITY HALL
CITY HALL PARKING FEES
CITY HALL PARKING PASS
CITY MANAGER
CITY MANAGER
CITY MGR & PARKS
CIY INSPECTOR
COURT
FIRE DEPT
FIRE DEPT
FIRESTRY
GARBAGE
GARBAGE
GARBAGE, CODES
HOUSING
HOUSING
INSPECTOR
LANDSCAPE CITY PROPERTY
LOST DOG
MAYOR, TREFUSE, PERMITS
MAYOR'S OFFICE
MGR OFFICE
PARKING PERMITS
PARKS
PARKS
PARKS
PARKS & REC
PARKS & REC
PLANNING

Q32a. Which City department did you contact most recently?

Q32a Dept contacted

PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS, TRASH
PUBLIC WORKS/ARCHITECTURE
PUBLIC WORKS
RECYCLE/PUBLIC WORKS
RECYCLING
RECYCLING
RECYCLING
RECYCLING SERVICES
REFUSE
SIDEWALK
SNOW REMOVAL
STREET LANDSCAPE DEPT
STREET LIGHTS
STREET MAINT
STREETS
TAX DEPT
TRAFFIC
TRAFFIC/PARKING
TRASDH
TRASH
TRASH
TRASH
TRASH
TRASH
TRASH & RECYCLE PICK UP
TRASH, PUBLIC WORKS
TRASH, YARD WASTE
TRASH/BULK PU
TRASH COLLECTION
TRASH PU
TRASH PU
TRASH PU
TRASH/RECYCLE
TRASH/RECYCLING
TRASH/RECYLE

Q32a. Which City department did you contact most recently?

Q32a Dept contacted

TRASH REMOVAL

TREE REMOVAL

TREE TRIMMING

WASTE

WASTE

WASTE & RECYCLING

WASTE REMOVAL

YARD WASTE

YARD WASTE

ZONING

Q32b-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.

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q32b. How easy the contact was	38.8%	36.1%	10.9%	6.6%	6.0%	1.6%
Q32c. How courteously you were treated	48.6%	27.9%	9.8%	4.9%	5.5%	3.3%
Q32d. Technical competence & knowledge of City employees	40.4%	34.4%	8.7%	4.9%	6.0%	5.5%
Q32e. Overall responsiveness of City employees	39.3%	31.7%	10.9%	8.2%	7.7%	2.2%

Q32b-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. (without "don't know")

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q32b. How easy the contact was	39.4%	36.7%	11.1%	6.7%	6.1%
Q32c. How courteously you were treated	50.3%	28.8%	10.2%	5.1%	5.6%
Q32d. Technical competence & knowledge of City employees	42.8%	36.4%	9.2%	5.2%	6.4%
Q32e. Overall responsiveness of City employees	40.2%	32.4%	11.2%	8.4%	7.8%

Q33. 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," please indicate how important each reason was in your decision to live in Clayton.

(N=412)

	Very Important	Somewhat Important	Not Sure	Unimportant	No Response
Q33a. Sense of community	54.4%	31.3%	5.6%	6.6%	2.2%
Q33b. Quality of public schools	79.1%	9.0%	1.9%	7.5%	2.4%
Q33c. Employment opportunities	18.0%	32.8%	10.7%	36.2%	2.4%
Q33d. Types of housing	62.4%	27.7%	2.4%	5.1%	2.4%
Q33e. Quality of housing	76.9%	18.0%	1.0%	2.2%	1.9%
Q33f. Access to quality shopping	33.3%	39.6%	7.8%	17.2%	2.2%
Q33g. Availability of parks & recreation opportunities	51.7%	34.5%	4.4%	7.3%	2.2%
Q33h. Proximity to family or friends	33.3%	32.0%	6.3%	26.2%	2.2%
Q33i. Safety & security	82.8%	12.6%	0.7%	1.9%	1.9%
Q33j. Central location	81.1%	13.3%	1.5%	2.4%	1.7%
Q33k. Accessibility	66.3%	20.4%	7.0%	4.4%	1.9%

Q33. 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," please indicate how important each reason was in your decision to live in Clayton. (without "no response")

(N=412)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q33a. Sense of community	55.6%	32.0%	5.7%	6.7%
Q33b. Quality of public schools	81.1%	9.2%	2.0%	7.7%
Q33c. Employment opportunities	18.4%	33.6%	10.9%	37.1%
Q33d. Types of housing	63.9%	28.4%	2.5%	5.2%
Q33e. Quality of housing	78.5%	18.3%	1.0%	2.2%
Q33f. Access to quality shopping	34.0%	40.4%	7.9%	17.6%
Q33g. Availability of parks & recreation opportunities	52.9%	35.2%	4.5%	7.4%
Q33h. Proximity to family or friends	34.0%	32.8%	6.5%	26.8%
Q33i. Safety & security	84.4%	12.9%	0.7%	2.0%
Q33j. Central location	82.5%	13.6%	1.5%	2.5%
Q33k. Accessibility	67.6%	20.8%	7.2%	4.5%

Q34. 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=412)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q34a. Residential trash collection services	48.1%	33.0%	10.2%	3.4%	1.7%	3.6%
Q34b. Recycling services	45.6%	33.3%	9.0%	6.1%	1.9%	4.1%
Q34c. Yard waste removal services	41.0%	29.9%	11.2%	5.3%	2.9%	9.7%

Q34. 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=412)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q34a. Residential trash collection services	49.9%	34.3%	10.6%	3.5%	1.8%
Q34b. Recycling services	47.6%	34.7%	9.4%	6.3%	2.0%
Q34c. Yard waste removal services	45.4%	33.1%	12.4%	5.9%	3.2%

Q35. 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=412)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q35a. Ease of north/south travel	24.5%	42.0%	18.7%	8.0%	1.5%	5.3%
Q35b. Ease of east/west travel	29.9%	43.7%	15.3%	5.1%	1.0%	5.1%
Q35c. Ease of travel from home to schools	32.5%	30.3%	11.9%	1.7%	0.7%	22.8%
Q35d. Ease of travel from your home to work	40.3%	33.0%	11.7%	1.9%	0.2%	12.9%
Q35e. Availability of public transportation	22.3%	31.6%	19.2%	6.8%	3.2%	17.0%
Q35f. Availability of bicycle lanes	15.8%	28.4%	22.1%	16.0%	2.4%	15.3%
Q35g. Availability of pedestrian walkways	24.5%	43.0%	13.1%	8.0%	2.9%	8.5%
Q35h. Availability of parking in residential areas	23.1%	43.2%	17.0%	9.5%	3.2%	4.1%
Q35i. Availability of parking in business district	11.9%	32.5%	24.8%	19.4%	6.1%	5.3%

Q35. 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=412)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q35a. Ease of north/south travel	25.9%	44.4%	19.7%	8.5%	1.5%
Q35b. Ease of east/west travel	31.5%	46.0%	16.1%	5.4%	1.0%
Q35c. Ease of travel from home to schools	42.1%	39.3%	15.4%	2.2%	0.9%
Q35d. Ease of travel from your home to work	46.2%	37.9%	13.4%	2.2%	0.3%
Q35e. Availability of public transportation	26.9%	38.0%	23.1%	8.2%	3.8%
Q35f. Availability of bicycle lanes	18.6%	33.5%	26.1%	18.9%	2.9%
Q35g. Availability of pedestrian walkways	26.8%	46.9%	14.3%	8.8%	3.2%
Q35h. Availability of parking in residential areas	24.1%	45.1%	17.7%	9.9%	3.3%
Q35i. Availability of parking in business district	12.6%	34.4%	26.2%	20.5%	6.4%

Q36a. Make reductions in service levels? (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup)

<u>Q36a. Make reductions in service levels</u>	<u>Number</u>	<u>Percent</u>
Very Supportive	33	8.0 %
Supportive	55	13.3 %
Neutral	52	12.6 %
Not Supportive	254	61.7 %
Don't Know	18	4.4 %
Total	412	100.0 %

Q36a. Make reductions in service levels? (such as police, fire, streets, parks & recreation, street maintenance and rear yard trash pickup) (without "don't know")

<u>Q36a. Make reductions in service levels</u>	<u>Number</u>	<u>Percent</u>
Very Supportive	33	8.4 %
Supportive	55	14.0 %
Neutral	52	13.2 %
Not Supportive	254	64.5 %
Total	394	100.0 %

Q36b. Increase property tax by 12 cents? (\$10 per month on a \$500,000 home)

Q36b. Increase property tax by 12 cents	Number	Percent
Very Supportive	65	15.8 %
Supportive	115	27.9 %
Neutral	52	12.6 %
Not Supportive	166	40.3 %
Don't Know	14	3.4 %
Total	412	100.0 %

Q36b. Increase property tax by 12 cents? (\$10 per month on a \$500,000 home) (without "don't know")

Q36b. Increase property tax by 12 cents	Number	Percent
Very Supportive	65	16.3 %
Supportive	115	28.9 %
Neutral	52	13.1 %
Not Supportive	166	41.7 %
Total	398	100.0 %

Q36c. Increase sales tax by 1/2 cent?

Q36c. Increase sales tax by 1/2 cent	Number	Percent
Very Supportive	75	18.2 %
Supportive	115	27.9 %
Neutral	73	17.7 %
Not Supportive	136	33.0 %
Don't Know	13	3.2 %
Total	412	100.0 %

Q36c. Increase sales tax by 1/2 cent? (without "don't know")

Q36c. Increase sales tax by 1/2 cent	Number	Percent
Very Supportive	75	18.8 %
Supportive	115	28.8 %
Neutral	73	18.3 %
Not Supportive	136	34.1 %
Total	399	100.0 %

Q36d. Pay a \$15 trash bill each month? (currently paid out of taxes collected)

<u>Q36d. Pay a \$15 trash bill each month</u>	<u>Number</u>	<u>Percent</u>
Very Supportive	44	10.7 %
Supportive	86	20.9 %
Neutral	80	19.4 %
Not Supportive	190	46.1 %
Don't Know	12	2.9 %
Total	412	100.0 %

Q36d. Pay a \$15 trash bill each month? (currently paid out of taxes collected) (without "don't know")

<u>Q36d. Pay a \$15 trash bill each month</u>	<u>Number</u>	<u>Percent</u>
Very Supportive	44	11.0 %
Supportive	86	21.5 %
Neutral	80	20.0 %
Not Supportive	190	47.5 %
Total	400	100.0 %

Q37. Which of these four options from Question 36 above, would you most prefer?

Q37. Top choice	Number	Percent
None	42	10.2 %
A	60	14.6 %
B	103	25.0 %
C	127	30.8 %
D	80	19.4 %
Total	412	100.0 %

Q37. Which of these four options from Question 36 above, would you most prefer? (without "none")

Q37. Top choice	Number	Percent
A	60	16.2 %
B	103	27.8 %
C	127	34.3 %
D	80	21.6 %
Total	370	100.0 %

Q38. Approximately, how many years have you lived in the City of Clayton?

Q38. Years have lived in Clayton	Number	Percent
Less than 5 years	74	18.0 %
5-10 years	81	19.7 %
11-20 years	129	31.3 %
20+ years	128	31.1 %
Total	412	100.0 %

Q39. If you have lived in Clayton for less than 10 years, from what city did you move?

Q39. What city did you move from	Number	Percent
ALTON	1	0.8 %
ANN ARBOR	2	1.5 %
ANN AROR	1	0.8 %
ARNOLD	1	0.8 %
ATLANTA	2	1.5 %
BEDMINSTER	1	0.8 %
BERKLEY	1	0.8 %
BRENTWOOD	3	2.3 %
BRYN MOUNT	1	0.8 %
CANAND	1	0.8 %
CEDARBURG	1	0.8 %
CHARLOTTE	1	0.8 %
CHESTERFIELD	5	3.8 %
CHICAGO	1	0.8 %
CHINA	2	1.5 %
CREVE COEUR	1	0.8 %
COLUMBIA	1	0.8 %
CRESCENT CITY	1	0.8 %
CREVE COEUR	4	3.0 %
CRYSTAL LAKE PARK	1	0.8 %
DES PRES	1	0.8 %
EDWARDSVILLE	1	0.8 %
EDWARDSVILLE	1	0.8 %
EVANSTON	2	1.5 %
FAIRFIELD	1	0.8 %
FRONTENAC	1	0.8 %
FT COLLINS	1	0.8 %
GLEN CARBON	1	0.8 %
HANOVER	1	0.8 %
HAZLEWOOD	1	0.8 %
HOUSTON	1	0.8 %
IMPERIAL/ARNOLD	1	0.8 %
IOWA CITY	1	0.8 %
KIRKWOOD	1	0.8 %
LADUE	4	3.0 %
LEXINGTON	1	0.8 %
LOS ANGELES	1	0.8 %
MADISON	2	1.5 %
MANCHESTER	1	0.8 %
MANHATTAN BEACH	1	0.8 %

Q39. If you have lived in Clayton for less than 10 years, from what city did you move?

<u>Q39. What city did you move from</u>	<u>Number</u>	<u>Percent</u>
MAPLEWOOD	1	0.8 %
MEMPHIS	1	0.8 %
MEXICO CITY MEXICO	1	0.8 %
NEW ORLEANS	1	0.8 %
NEW YORK	2	1.5 %
NEW YORK CITY	1	0.8 %
OLIVETT	1	0.8 %
ORANGE COUNTY	1	0.8 %
PASADENA HILLS	1	0.8 %
RICHMOND	2	1.5 %
RICHMOND HIGHTS	1	0.8 %
RICHMOND HILLS	1	0.8 %
RICHMOND HTS	3	2.3 %
SAN FRANCISCO	1	0.8 %
SPRINGFIELD	1	0.8 %
ST CHARLES	2	1.5 %
ST LOUIS	16	12.1 %
ST LOUIS CITY	1	0.8 %
ST PETERSBURG	1	0.8 %
STANFORD	1	0.8 %
TOKOMA PARK	1	0.8 %
TROY SUBURB OF DETROIT	1	0.8 %
U CITY	1	0.8 %
UNIVERSITY CITY	1	0.8 %
UNINCORPORATED STL CTY	1	0.8 %
UNIVERISTY CITY	2	1.5 %
UNIVERSITY	1	0.8 %
UNIVERSITY CITY	13	9.8 %
W DUNDEE	1	0.8 %
WARSON WOODS	3	2.3 %
WASHINGTON	2	1.5 %
WEBSTER GROVE	1	0.8 %
WEBSTER GROVE	3	2.3 %
WESTON	1	0.8 %
WHEATON	1	0.8 %
WILDWOOD	2	1.5 %
Total	132	100.0 %

Q39. If you have lived in Clayton for less than 10 years, from what state did you move?

<u>Q39. State</u>	<u>Number</u>	<u>Percent</u>
AL	1	0.8 %
CA	7	5.4 %
CO	1	0.8 %
CT	2	1.5 %
DC	2	1.5 %
FL	2	1.5 %
GA	2	1.5 %
IL	10	7.7 %
KY	1	0.8 %
LA	1	0.8 %
MD	2	1.5 %
MI	3	2.3 %
MO	82	63.1 %
NC	1	0.8 %
NH	1	0.8 %
NJ	1	0.8 %
NY	3	2.3 %
PA	1	0.8 %
TN	1	0.8 %
TX	2	1.5 %
VA	1	0.8 %
WI	3	2.3 %
Total	130	100.0 %

Q40. In what kind of home do you live?

Q40. What kind of home	Number	Percent
Apartment	28	6.8 %
Condominium	74	18.0 %
Single family home	277	67.2 %
Townhouse	24	5.8 %
Other	8	1.9 %
Declined	1	0.2 %
Total	412	100.0 %

Q40. In what kind of home do you live? (without "declined")

Q40. What kind of home	Number	Percent
Apartment	28	6.8 %
Condominium	74	18.0 %
Single family home	277	67.4 %
Townhouse	24	5.8 %
Other	8	1.9 %
Total	411	100.0 %

Q40 Other

DOUBLE HOME
 DUPLEX
 DUPLEX
 DUPLEX
 DUPLEX
 SEMINARY FACULTY

Q41. What is your age?

<u>Q41. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	8	1.9 %
25 to 34	23	5.6 %
35 to 44	65	15.8 %
45 to 54	123	29.9 %
55 to 64	128	31.1 %
65+	65	15.8 %
Total	412	100.0 %

Q42. How many in your household (counting yourself), are?

	<u>Mean</u>	<u>Sum</u>
number	2.73	1126
Under 5	0.08	35
5-9	0.16	67
10-14	0.22	92
15-19	0.27	113
20-24	0.14	57
25-34	0.09	39
35-44	0.29	118
45-54	0.59	242
55-64	0.57	233
65-74	0.19	78
75+	0.13	52

Q43. Would you say your total annual household income is:

<u>Q43. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	15	3.6 %
\$30K-\$59,999	24	5.8 %
\$60K-\$99,999	56	13.6 %
\$100K-\$149,999	62	15.0 %
\$150K-\$199,999	50	12.1 %
\$200K+	141	34.2 %
<u>Declined</u>	<u>64</u>	<u>15.5 %</u>
Total	412	100.0 %

Q43. Would you say your total annual household income is: (without "declined")

<u>Q43. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	15	4.3 %
\$30K-\$59,999	24	6.9 %
\$60K-\$99,999	56	16.1 %
\$100K-\$149,999	62	17.8 %
\$150K-\$199,999	50	14.4 %
\$200K+	141	40.5 %
Total	348	100.0 %

Q44. Which of the following best describes your race/ethnicity?

<u>Q44. Race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	360	87.4 %
African American/Black	12	2.9 %
Hispanic/Latino/Spanish	6	1.5 %
Native American/Eskimo	3	0.7 %
Asian/Pacific Islander	24	5.8 %
Other	2	0.5 %
<u>Declined</u>	<u>13</u>	<u>3.2 %</u>
Total	420	

Q44. Which of the following best describes your race/ethnicity? (without "declined")

<u>Q44. Race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	360	87.4 %
African American/Black	12	2.9 %
Hispanic/Latino/Spanish	6	1.5 %
Native American/Eskimo	3	0.7 %
Asian/Pacific Islander	24	5.8 %
<u>Other</u>	<u>2</u>	<u>0.5 %</u>
Total	407	

Q44. Other

Q44 Other

INDIAN

MIDDLE EASTERN

Q45. Your gender:

<u>Q45. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	201	48.8 %
<u>Female</u>	<u>211</u>	<u>51.2 %</u>
Total	412	100.0 %

Section 6:
Survey Instrument



City of Clayton

10 N. Bemiston · Clayton, Missouri 63105 · 314.727.8100 · FAX 314.863.0295

February 2011

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



2011 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 **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 _____ (3) Fair _____ (5) Don't know
 _____ (2) Good _____ (4) Poor

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

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

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

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

_____ (1) Excellent _____ (3) Fair
 _____ (2) Good _____ (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 major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
D.	Maintenance of City buildings	5	4	3	2	1	9
E.	Snow removal on major City streets	5	4	3	2	1	9
F.	Snow removal on neighborhood streets	5	4	3	2	1	9
G.	Overall cleanliness of City streets/other public	5	4	3	2	1	9
H.	Adequacy of City street lighting	5	4	3	2	1	9
I.	Condition of City sidewalks	5	4	3	2	1	9
J.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
K.	Satisfaction with tree trimming/replacement	5	4	3	2	1	9
L.	Quality of street sweeping services	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. In general, how would you rate the street and road conditions in your neighborhood?

_____ (1) Good condition _____ (3) Many bad spots
 _____ (2) Mostly good condition _____ (4) Don't know

16. In general, how would you rate street sweeping services in your neighborhood?

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

17. **Sewer and Water Utilities and Storm Water management:** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Sewer and Water Utilities and Storm Water Management</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 clarity and taste of the tap water in your home	5	4	3	2	1	9
B.	Water pressure in your home	5	4	3	2	1	9
C.	Amount charged for water/sewer utilities	5	4	3	2	1	9
D.	How easy your water/sewer bill is to understand	5	4	3	2	1	9
E.	Drainage of rain water off City streets	5	4	3	2	1	9
F.	Drainage of rain water off properties next to you	5	4	3	2	1	9
G.	Adequacy of the sanitary sewer collection system	5	4	3	2	1	9
H.	Adequacy of the water system	5	4	3	2	1	9

18. 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

19. 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 18 above.]

^{1st} ^{2nd} ^{3rd}

20. 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 pool, tennis 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, steam room, expanded locker 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.	Permanent pavilion in Shaw Park	4	3	2	1	9
H.	Tennis Center improvements	4	3	2	1	9
I.	Neighborhood park improvements	4	3	2	1	9
J.	Playground improvements	4	3	2	1	9
K.	New walking and biking trails	4	3	2	1	9

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

^{1st} ^{2nd} ^{3rd}

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

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

23. 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

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

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

25. Other than those listed above, what communication methods/resources would you like the City to use to keep you informed?

(1) YouTube (2) RSS Feed (3) iPhone/iPad app (4) Other _____

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

_____ (1) Yes [go to Q32a-e] _____ (2) No [go to Q33]

32a. Which City department did you contact most recently? _____

32b-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 Q32a.

<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

33. 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

Other Issues

34. **Trash 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.	Residential trash collection services	5	4	3	2	1	9
B.	Recycling services	5	4	3	2	1	9
C.	Yard waste removal services	5	4	3	2	1	9

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

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

36. 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 (3) Neutral
 (2) Supportive (4) Not supportive
- B. Increase property tax by 12 cents (\$10 per month on a \$500,000 home)
 (1) Very supportive (3) Neutral
 (2) Supportive (4) Not supportive
- C. Increase sales tax by 1/2 cent
 (1) Very supportive (3) Neutral
 (2) Supportive (4) Not supportive
- D. Pay a \$15 trash bill each month (currently paid out of taxes collected)
 (1) Very supportive (3) Neutral
 (2) Supportive (4) Not supportive
37. Which of these four options from Question 36 above, would you most prefer? Please select just one.
 (1) A (3) C
 (2) B (4) D

DEMOGRAPHICS

38. 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
39. If you have lived in Clayton for less than 10 years, from where did you move?
 City _____, State _____
40. In what kind of home do you live?
 (1) Apartment (2) Condominium (3) Single family home (4) Townhouse (5) Other _____
41. What is your age?
 (1) under 25 (3) 35 to 44 (5) 55 to 64
 (2) 25 to 34 (4) 45 to 54 (6) 65+
42. 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+ _____
43. Would you say your total annual household income is:
 (1) Under \$30,000 (3) \$60,000 to \$99,999 (5) \$150,000 to \$199,999
 (2) \$30,000 to \$59,999 (4) \$100,000 to \$149,999 (6) over \$200,000
44. Which of the following best describes your race/ethnicity?
 (1) White/Caucasian (3) Hispanic/Latino/Spanish (5) Asian/Pacific Islander
 (2) African American/Black (4) Native American/Eskimo (6) Other _____
45. Your gender: (1) Male (2) Female
46. 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.