

City Continues to Hone Its VISION for the Future

As a civic model, Clayton diligently assesses its performance levels and combines a variety of perspectives in the process. Service statistics are solicited from other cities to determine how Clayton compares to peer groups locally and nationally. The annual citizen satisfaction survey is conducted to ensure the City service levels are meeting community expectations. City departments use a performance measurement scorecard as an internal monitor, and the measures from the internal scorecard are closely tied to the goals set in the current Vision 2013 document.

The Vision 2013 document originated in 2008 and was the first step in preparing for the City's Centennial in 2013. It has also served as the basis for the City's strategy to maintain world-class services and its leadership in sustainability and as a major business center. Revising the original Vision 2013 document in 2010 was a key part of the City's assessment process.

During the revision, six categories or service areas were established with direct ties to internal performance measurements. The goals set for each category help each City department perfect its specific contribution to community services. Departments contribute individually or collectively to fulfill these goals.

This year, each of the six issues of CityViews will highlight one of the Vision 2013 categories/services: Public Safety, Economic Development, Planning & Sustainability, Recreation & Culture, Transportation, and Organizational Excellence.

This issue features the first service, Public Safety. Public Safety providers ensure the public's safety and respond effectively and efficiently to all emergencies throughout the community. They ensure that all citizens receive high quality emergency services and emergency prevention and preparedness. Clayton has developed and long provided excellent emergency response services through its dedicated Police and Fire personnel.

Quality service is demonstrated and recognized. Clayton's Police Department is listed as a CALEA flagship, in Missouri only eight other departments hold this prestigious designation and 131 nationally. In 2010, the number of Part 1 Crimes was reduced for the third consecutive year and percentage of crimes solved increased. The Fire Department has reported no fire deaths in over 30 years. In 2010, Clayton firefighters appeared in every public and private elementary school in Clayton, and the Fire Department facilitated the retrofitting of three Clayton elementary schools with sprinkler systems.



Safety cont'd. Page 4

Clayton's **NEW**
website address:
www.claytonmo.gov

Online Service Center

- submit service requests
- obtain information (FAQ)
- register for Parks programs
- pay traffic tickets 24/7
- see the HOME page at www.claytonmo.gov

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City Hall closed
February 21
to observe
Presidents' Day



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CITY OF CLAYTON
2010 Annual Report

Learn more about Clayton's
**impressive 2010 service and
performance records**

Read the City's 2010 Annual Report
available online at
www.claytonmo.gov/annualreport



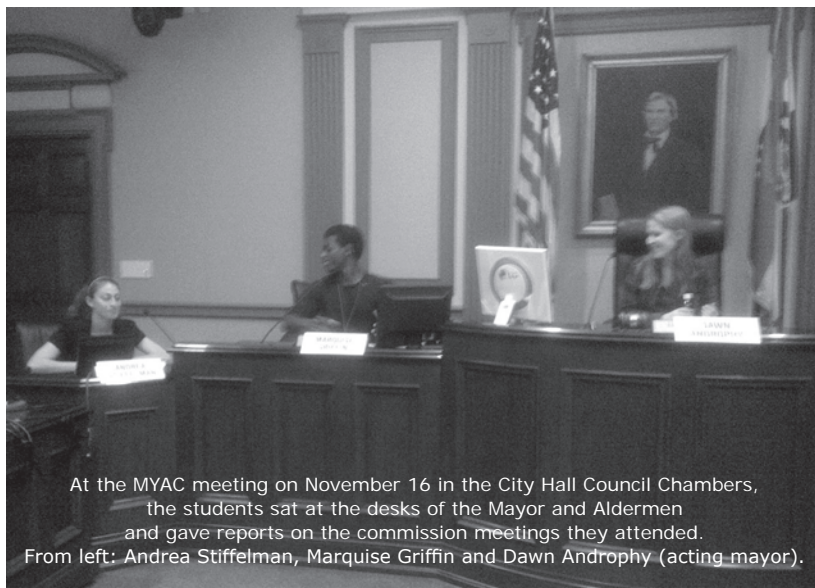
Mayor Linda Goldstein

As we head into the new year, I am thankful for everyone who helped us achieve some of the past year's accomplishments in Clayton. We recently launched our new, highly interactive website with an Online Service Center and convenient, easy-to-use tool for submitting service requests. Our inclusive Shaw Park Tree Top Playground, a play area accessible to children of all abilities, was recently completed. And, with our monthly, environmental e-newsletter Clayton Climate, we continue to provide leadership in environmental initiatives.

For me, one of the most exciting new projects is the Mayor's Youth Advisory Council (MYAC). Through a unique collaboration with the School District of Clayton, a program was designed to encourage high school students to become involved in local government activities. Individuals interested in a future in government, politics or public service were encouraged to apply. This past fall City Manager Craig Owens and I met with the eleven students selected to serve on the council. Since then, members of this curious and energetic group have attended various Board and Commission meetings. According to Laura Stanton, one of the group's adult advisors, many members are deeply concerned about environmental issues and are interested in the City's Green Power Community (GPC) challenge. Clayton businesses and residents are helping the City achieve the challenge goal of reducing its carbon footprint by purchasing renewable energy sources; the Clayton School District was one of the first to sign up. Clayton will be the first city in the Midwest to achieve this prestigious EPA designation.

In addition to interest in the GPC and other City activities, the 2010-2011 MYAC members plan to complete a project that will put their stamp on Clayton's future. I am pleased with the group's focus and commitment and am looking forward to watching their potential in public service develop.

With input from the next generation of leaders and the continued support of our much appreciated businesses and residents, Clayton's future is very bright indeed! Best wishes for an outstanding 2011!



At the MYAC meeting on November 16 in the City Hall Council Chambers, the students sat at the desks of the Mayor and Aldermen and gave reports on the commission meetings they attended. From left: Andrea Stiffelman, Marquise Griffin and Dawn Androphy (acting-mayor).

Quotes from members of the Mayor's Youth Advisory Council

Marquise Griffin: Participating in MYAC has been an awesome and enlightening experience. I have developed a renewed appreciation for government service as well as unique insight on the inner workings of the Clayton bubble.

Maria Massad: The meetings that I have attended have really been eye-openers for me, regarding city government. I think that the creation of such councils, like the MYAC, is beneficial to city government because the high school students on the council are able to not only actively participate in government but are also able to induce change in society through the attendance of these meetings.

Andrea Stiffelman: Students of MYAC have tons of enthusiasm and energy that can now be channeled towards becoming young politicians and leaders in our community.

April 2011 Municipal Election

On Tuesday, April 5, 2011, the City of Clayton will hold a municipal election for Aldermanic offices in Ward I, Ward II and Ward III, each for a three-year term. For information about polling locations, contact the St. Louis County Board of Election Commissioners at 314.615.1800 or visit <http://www.stlouisco.com/elections>.

NEWS FROM WARD II

We  Clayton!



Alderman Michelle Harris

In Ward II, we love Clayton, and we are glad to know that you do too! The results of our most recent citizen survey show that Claytonians are very happy about the quality of life, city services, public safety services, parks and recreation services and more. In all these areas your satisfaction ratings put Clayton well above the state and national averages, and in some cases, they set records! Another thing to love is that the City provides most of these services at the lowest average cost per capita.

We love our public safety personnel, and are very excited about moving forward with the plans for our new police station, a historic building.



Alderman Cynthia Garnholz

We love our downtown! There are many exciting ideas that have emerged from the Master Plan update, and we look forward to setting the stage for implementation of those.

We love the new City website with more tools for interaction with residents who want to be involved in what's going on in Clayton. The website has a new address: www.claytonmo.gov

We also love the Clayton Century Foundation (CCF)! This new group is building support for projects in the parks, art, history and sustainability areas for our City. A recent accomplishment is the new Inclusive Playground in Shaw Park, which the Century Foundation had a valuable role in bringing to fruition. Learn more about the CCF at www.claytonmo.gov/CCF or email Clayton's Community Resource Coordinator Sarah Umlauf at sumlauf@ci.clayton.mo.us

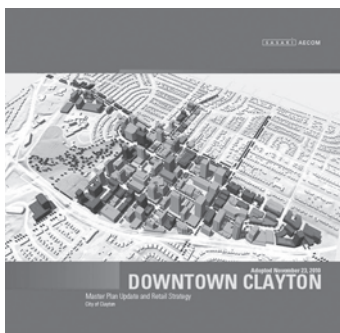
And, as always, your Ward II Aldermen would love to hear from you anytime, but especially on the first Sunday of each month from 4 until 5 p.m. for Sundays at Starbucks!

Alderman Michelle Harris

Alderman Cynthia Garnholz

Master Plan and Retail Study

The City's Downtown Clayton Master Plan Update and Retail Study has been completed. It was adopted by the Board of Aldermen on November 23, 2010.



The document provides a vision for future development opportunities, civic improvements and implementation strategies specific to the City's central business district and is intended to function as a component of the City's overall Master Plan.

The Downtown Clayton Master Plan Update and Retail Study document is available on the City's website at www.claytonmo.gov/MasterPlan

Clayton Salutes: Andy Youkilis

Dr. Andy Youkilis is a neurosurgeon and cofounder of the Missouri Chapter of Healing the Children, an organization that provides medical care to children in need around the world. Dr. Youkilis has personally completed five missions to Guatemala, where he performs pediatric neurosurgeries.



On a mission to Guatemala, Dr. Andy Youkilis holds one of his tiny patients

Dr. Youkilis lives in Clayton with his wife Iva and three sons. Iva teaches Italian at Washington University. Their sons attend Clayton schools - Sam in elementary school, Jacob in middle school and Noah goes to Clayton High School.

"They are a lovely family, and it is an honor to have them as neighbors," said Ward II Alderman Michelle Harris.

The Youkilis family has lived in Clayton for eight years and is very involved in neighborhood and school activities.

Clayton's Website Sports a New Look, Enhanced Functionality, and New Web Address www.claytonmo.gov

The City of Clayton has launched a new, comprehensive and accessible website designed to enhance public involvement and awareness of local government meetings, events and issues.

The old site, which attracted roughly 630 hits per day, was difficult for people to navigate according to surveys the city conducted with citizens and business owners. It also lacked key features like online forms and a comprehensive calendar.

The new website comes with a new address (www.claytonmo.gov) and is the result of months of work to create a web presence with more information, access to forms, budget data and improved business listings.

While the former web address (www.ci.clayton.mo.us) will continue to work, the new web address is much easier to remember and type.

The newly redesigned site features a new home page with more links to popular sections and five main areas for navigation including Government, Resident, Business, Visitor and Online Services.

In addition to the new look and feel, the site provides many enhancements including improved navigation to help visitors find content quicker, keyword search, ability to submit online service requests, subscribe to email notifications and RSS feeds, browse current city job openings, a city calendar and much more.

We encourage everyone to go online and become acquainted with our new website.

by Clayton's Communications Coordinator and Webmaster Darren Young



Safety cont'd. from Page 1

	Clayton 2009	St. Louis Peer Cities Average in 2009*	ICMA Peer Cities Average in 2009*	Clayton 2010
Police cost per capita	\$117	\$205	\$237	\$121
Fire/EMS cost per capita	\$74	\$127	\$193	\$82.78
Process Response time for priority police calls	4:45	4:47	4:37	5:00
Response time for priority EMS calls	4:51	5:09	4:08	3:47
% of fires contained in room of origin	100%	80.1%	80%	100%
UCR Part I crimes per 1,000 population	20.3	36.9	28.3	19.62

* Due to lag time to collect, clean, verify and publish data, only FY 2009 peer comparison statistics are currently available.

The chart compares Clayton to a consortium of local cities and a group of national peer cities. The statistics demonstrate the efficient and effective service provided to the citizens of Clayton.

Clayton's public safety services are recognized by public and private organizations locally and nationally. Clayton residents also acknowledge outstanding performance through their responses to the annual citizen satisfaction survey. The final report of the 2010 citizen survey includes this comparison: Public Safety Services: Clayton 96%, Missouri 81%, US 80%. Clayton Police and Fire Departments' service meets and exceeds community expectations.

Public safety is only one of the City's service categories with an exceptional performance record. The remaining five service categories will be featured in future issues of CityViews. The Vision 2013 document is available on the City's website at www.claytonmo.gov/Vision2013

CLAYTON CONTINUES TO PROTECT THE ENVIRONMENT AND REDUCE ITS CARBON FOOTPRINT

Green Power Community Challenge



With a little more than three months to go, the City of Clayton's Green Power Community (GPC) Challenge is more than three-fourths of the way to becoming the FIRST EPA Green

Power Community in the state of Missouri. The goal is to exceed the challenge goal by Earth Day, April 22, 2011.

The year-long challenge, which officially began April 1, 2010, is the largest attempt in Missouri and if successful, will make Clayton the first City in the state to achieve this important distinction.

As of December 31, more than 180 residential customers and 30 business customers had signed up to support green power via Ameren Missouri's Pure Power™. In addition, a total of 17 businesses and 9 residential customers are considering the purchase of an onsite solar system. The goal, set by the EPA for the City of Clayton GPC Team, is 670 Megawatt hours of Green Power used per month by Clayton businesses and residents. Right now, the challenge tally is at 524 Megawatt hours – more than 78% of the way there!

"Clayton's residents and businesses answer the call to action when it comes to our environment," said Clayton Mayor Linda Goldstein. "The success of the Green Power Challenge so far is just one more reason why we should be proud to call Clayton our home. As we move into the final stretch of the challenge, we still need more help. I'd like to challenge each Clayton resident to commit to supporting green power in 2011."

Bill Barbieri, Ameren's Manager of Renewables, agreed. "It's great to see so many Clayton residents and businesses supporting green power and furthering their commitment to sustainable living." Barbieri added, "Clayton is well on its way to meeting the challenge goal and furthering its reputation as one of the greenest cities in the region."

Help support Clayton's challenge. Find details at <http://mypurepower.com/home/clayton>

The City encourages you to support Clayton's GPC challenge and looks forward to seeing you at the victory celebration in Shaw Park on April 20th!

Clayton Releases Carbon Inventory

new report details greenhouse gas emissions

The City of Clayton announced the release of the City's Greenhouse Gas Emissions Inventory – a report detailing the sources and amounts of global warming pollution for which the Clayton community and government is responsible. The City generated the report, in part, through membership in ICLEI – Local Governments for Sustainability.

The comprehensive inventory of greenhouse gas emissions reveals that the community emitted 472,466 tons of carbon dioxide-equivalent in the baseline year of 2006 - 68% of emissions came from the commercial sector, 19% from the residential sector, 12% from transportation within the City and 1% from waste sent to a landfill. A high percentage of total emissions (76%) came from electricity usage throughout the City.

"The City of Clayton is committed to reducing its greenhouse gas emissions to protect the community from the potentially devastating impacts of global warming," said Mayor Linda Goldstein. "We want ideas and participation from City residents, business people and visitors as well as from experts and leaders in transportation, building efficiency and power generation."

"The City of Clayton is a vital part of the effort in Missouri to reduce greenhouse gas emissions," said ICLEI Midwest Regional Office Director Michael Davidson. "ICLEI is proud to acknowledge achievement of the important Milestone One."

Existing local efforts have already reduced the City's emissions significantly from what they would be otherwise. For example, since converting all signalized intersections from incandescent to LED signal head lighting in 2008 and replacing all incandescent pedestrian heads with LED lighting in 2009, investment in these efforts alone reduced emissions by over 500 tons.

Clayton plans to continue its effort to aggressively reduce global warming pollution from City-owned buildings and fleets, as well as to assist the community at large in reducing its global warming pollution. The next step is for Clayton to establish an emissions reduction target and develop a list of actions that will help the community meet the goal once the steps are implemented.

The top source of global warming pollution was commercial electricity, followed by residential electricity, and then commercial natural gas and transportation gasoline.

For more information, visit www.claytonmo.gov

by Clayton's Planning/Environmental Intern Elizabeth Simons



Amended Smoking Ban Effective January 1, 2011

the legislation now includes City parks

On August 24, 2010, Clayton's Board of Aldermen passed an ordinance prohibiting smoking on City property. Keeping in step with its progressive reputation, the City has banned smoking in or on any property or premises owned or leased for use by the City of Clayton. This includes buildings, grounds, parks, playgrounds, sports arenas and facilities, playing fields, parking lots and parking structures.

The City's Parks and Recreation Commission found that there was widespread support for such a ban and conducted a survey in 2009. Of the 1173 responses received, 74.9% indicated that they were in favor of amending the City's ordinance and expanding the smoking ban to include City parks. In April 2010, the Board of Aldermen extended the ban to include all City property. Exceptions to the ban include streets, alleys, rights of way and sidewalks other than those in parks. The amended ordinance gives the City Manager the authority to make exceptions for special events.

New park signs will inform the public of the policy change and outline the reasons behind the ban. Research shows that people readily comply with the bans because they believe it is the right thing to do.

Citing results from the 2006 U.S. Surgeon General's Report, Clayton legislation focuses on promoting a healthier community. Studies have determined that prohibiting smoking on property owned or leased by the City would also reduce litter. In addition to its public health benefits, the legislation will foster a more inviting and attractive environment on public property.

The ban went into effect on January 1, 2011.

February Meeting Schedule

The following list contains all regularly scheduled public meetings of the City of Clayton. Meetings may be added, canceled or rescheduled, in accordance with the Open Meetings Act, as the need arises.

- Feb. 3 Board of Adjustment
City Hall - 5 p.m.
- Feb. 7 Plan Commission/ARB
City Hall - 5:30 p.m.
- Feb. 7 Parks & Recreation
The Center - 7 p.m.
- Feb. 8 Board of Aldermen
City Hall - 7 p.m.
- Feb. 23 Plan Commission/ARB
City Hall - 5:30 p.m.
- Feb. 22 Board of Aldermen
City Hall - 7 p.m.
- Feb. 24 Ecology & Environ.
City Hall - 5 p.m.

Voters Elect Clayton's First Mascot of the Year

The Clayton Century Foundation (CCF), the non-profit organization supporting arts, parks, history and sustainability in Clayton, sponsored a new program, the Clayton Mascot of the Year campaign. The campaign presents an opportunity for proud Clayton pet owners to enter their pets in the running for Clayton's Mascot of the Year and generate funds (each vote costs \$5) for the CCF.



Corky, Clayton's Mascot of 2011

Of the seven candidates running in the 2010-2011 campaign, Corky, a Canadian born, Clayton raised Wheaten Terrier, received 74 of the 149 votes cast and was elected Clayton's 2011 Mascot. "Corky is bright, lovable, and playful and barks with a slight Canadian accent, 'woof, eh!'" said owner Arthur Scharff.

Mayor Linda Goldstein pronounced Corky the campaign winner at the City's holiday kickoff event, All That Glitters, on December 3, 2010.

Corky will represent the City at various events in 2011.

The 2011-2012 Mascot of the Year campaign will begin in October. Candidate registrations will be accepted in early November; voting will end in late November.



Shaw Park Ice Rink Season open through February 28, 2011

Public Skating Sessions:
Friday noon to 11 p.m.
Saturday noon to 11 p.m.
Sunday noon to 4 p.m.

Special Holiday Hours:
Special sessions will be added from noon to 4 p.m.
on February 18 and 21



CLAYTON CENTURY
FOUNDATION
enriching our community

2011 History Lecture Series

The Clayton Century Foundation, a non-profit organization that supports history, arts, parks and sustainability for Clayton, announces its 2011 CCF-History Lecture Series. Lectures are scheduled for:

- January 19, 7 p.m. - streetcars of Clayton presented by Mark Goldfeder
- March 16, 7 p.m. - introduction to the Eric P. Newman Money Museum Collection presented by Tom Serfass, Curator
- May 18, 7 p.m. - the Civil War and its impact on our region presented by Sarah Umlauf, Historic Hanley House
- July 20, 7 p.m. - the history of Oak Knoll Park presented by Jim Sherby and Stephé McCormick
- September 21, 7 p.m. - a history of the Clayton School District presented by Frank Hackmann
- November 17, 7 p.m. - churches and synagogues of Clayton and the surrounding area presented by St. Louis County historian Esley Hamilton

All lectures are open to the public, free of charge and held at the Center of Clayton. For more information, visit www.claytonhistorysociety.org

Family Movie Night (NEW)

Last Saturday in February, March and April
Clayton Fire Station on Forsyth just east of Bemiston

Clayton offers a new winter activity for the whole family -- Family Movie Night.

Fire Station doors will open at 5:45 p.m. The movie will be shown at 6:30. Free popcorn will be available while the supply lasts. Guests are welcome to bring non-alcoholic beverages and snacks and can obtain soft drinks from the soda machine. Guests must provide their own seating: mats or thick blankets; lawn chairs will be allowed but limited. Children must be accompanied by a parent or guardian. Advanced registration is required; please call 314.290.8500. Free street parking or in the Centene garage; enter from Forsyth.



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 Clayton, Missouri 63105

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Printed on Recycled Paper Stock

**Deliver by
 January 28 or 29, 2011**

The Mission of Clayton City Government is to foster a vital, balanced community composed of outstanding neighborhoods, quality businesses, commercial and government centers, premier educational institutions, and a healthy natural environment through an open, accessible and fiscally responsible government.

STATEMENT OF ACCESSIBILITY TO ALL CITIZENS

It is the City of Clayton's goal to make programs and facilities accessible to all individuals. If you or someone you know has a disabling condition and would like more information and support for accessibility of all programs and facilities, please contact us at 314.290.8501(V). Sign interpreters may be scheduled upon request. Suggestions for future programs are welcomed.

Q & A

Q. I am interested in participating in the City's environmental initiatives. How can I become a member of the Ecology & Environmental Awareness Committee?

A. For an application packet and information about joining the EEAC (or any of the City's Board-appointed Committees and Commissions), contact Clayton's City Clerk June Waters at 314.290.8469 or jwaters@ci.clayton.mo.us

What would you like to know? Clayton citizens are invited to ask questions of their City officials. Forward your questions to: City of Clayton, ATTN: Judy Kekich, 10 North Bemiston, Clayton, MO 63105; Fax them to 314.863-0295; E-mail them to: jakekich@claytonmo.gov

IMPORTANT NUMBERS

<i>In Case of Emergency</i>	911
City Manager	290.8400
Community Outreach.....	290.8473
Customer Service	290.8441
Finance	290.8446
Fire (non-emergency).....	290.8485
Planning and Development	290.8453
Mayor/Board of Aldermen/City Clerk	290.8469
Parks and Recreation.....	290.8500
Human Resources	290.8448
Police (non-emergency)	645.3000
Public Works	290.8540
TDD	290.8435