

# 2017 City of Clayton Community Survey

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Findings  
Report

**Submitted to the City of Clayton, Missouri**

**by:**

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**May 2017**





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# City of Clayton 2017 Community Survey Executive Summary Report

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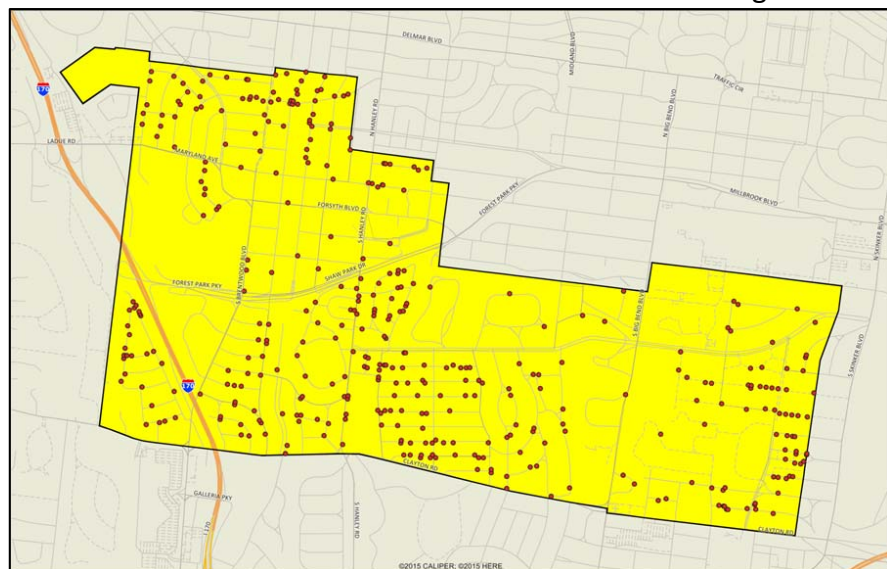
## Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri for the seventh time during the spring of 2017. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The first survey was administered in 2009.

**Methodology.** A seven-page survey was mailed to a random sample of households in the City of Clayton. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey ([www.clayton2017survey.org](http://www.clayton2017survey.org)). Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to receive at least 400 completed surveys. This goal was exceeded, with a total of 453 households completing a survey. The results for the random sample of 453 households have a 95% level of confidence with a precision of at least +/- 4.6%.

**Location of Respondents.** 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 locations of their homes.



**Interpretation of “Don’t Know” Responses.** The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that show how the results for Clayton compare to residents in other communities (Section 2)
- Importance-satisfaction analysis that can help the City set priorities for improvement (Section 3)
- tabular data that shows the overall results for each question on the survey (Section 4)
- a copy of the survey instrument (Section 5)

The following is published as a separate appendix:

- GIS maps that show the results of selected questions on the survey

## Quality of Life in the City

Nearly all (95%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the City. When asked about the quality of services provided by the City, ninety-three percent (93%) of the residents surveyed, who had an opinion, were either “very satisfied” or “satisfied”.

## Overall Satisfaction with City Services

The overall city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of public safety services (96%), the quality of parks and recreation programs and facilities (95%), maintenance of City buildings and facilities (85%), the effectiveness of City communication with citizens (80%), and the quality of customer service received from City employees (77%).

## Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: competency of the Fire Department and ambulance service (95%), the quality of Clayton EMS (94%), how quickly ambulance/EMS responds (94%), the quality of the Clayton Fire Department (94%), and how quickly the Fire Department responds (93%).

Residents were also asked to rate how safe they felt in various situations in the City. The areas/situations where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: walking alone in their neighborhood during the day (99%), and walking alone in business areas during the day (98%).

- **Maintenance and Public Works.** The highest levels of satisfaction with maintenance and public works in the City of Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: snow removal on major City streets (90%), maintenance of City buildings (88%), and maintenance of street signs and traffic signals (84%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of City parks (92%), how close neighborhood parks are to home (91%), the availability of information about city parks and recreation programs (86%), and the quality of outdoor athletic fields (82%).
- **City Communication.** The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the availability of information about City programs and services (77%), City efforts to keep residents informed about local issues (75%), and how well the City’s communications meet resident needs (64%).
- **Waste Collection Service.** Residents were generally satisfied with the City’s waste collection service. Ninety-three percent (93%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of residential trash collection service; 89% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” quality of recycling collection services, and 83% were satisfied with the quality of yard waste collection services.
- **Enforcement of City Codes and Ordinances.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were:

codes designed to protect public safety (76%), the maintenance of business property (72%), and the cleanup of litter and debris on private property (71%).

- **Customer Service.** Residents were asked to indicate how often City employees they interacted with displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: how courteously residents were treated (78%) and how easy the department was to contact (74%).
- **Transportation.** The highest levels of satisfaction with transportation in Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: ease of travel to and from work (75%), ease of travel from home to schools (73%) and availability of pedestrian walkways (71%).

## Other Findings

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

- 84% of the residents surveyed have used Clayton’s parks, recreation facilities or programs over the last 12 months.
- Of the six parks and recreation initiatives listed, residents felt the most important initiative in the City was the feeling of safety in City parks (98%).
- The top sources where residents get City news and information are: 1) City newsletter, 2) friends and neighbors, and 3) the City website.
- 83% of residents were “very satisfied” or “satisfied” with culture, dining and shopping in Clayton; 9% were “neutral”, 4% were “dissatisfied” and 5% indicated “don’t know”.
- 57% of residents support the City using financial incentives to attract and expand retail; 42% support offices/corporations, and 32% support downtown high density/market rate residential.
- 69% of residents are aware of the City’s new mobile PassportParking App to pay for parking in Clayton; 22% are not aware of the app, and 9% answered “don’t know”.

## How Clayton Compares to Other Communities

Clayton **rated at or above the national average in all 49 areas** that were assessed. Clayton rated significantly higher than the national average (5% or more above) in 47 of these areas. Listed below are the areas in which Clayton rated at least 20% above the national average:

- Quality of recycling collection services (+45%)
- Quality of services provided by the City (+44%)
- Value received for City tax dollars and fees (+40%)
- Effectiveness of City communication with citizens (+33%)
- Snow removal on major City streets (+32%)
- Quality of parks and recreation programs and facilities (+31%)
- Availability of information about City programs and services (+31%)
- Quality of customer service from City employees (+30%)
- Cleanup of litter and debris on private property (+30%)
- Image of the City (+30%)
- The City's efforts to keep residents informed about local issues (+29%)
- Maintenance of City streets (+28%)
- Landscaping/appearance of public areas along streets (+28%)
- Mowing and trimming of lawns on private property (+27%)
- How quickly police respond to emergencies (+26%)
- Appearance of the City (+26%)
- Adequacy of City street lighting (+26%)
- The City's adult fitness programs (+26%)
- Maintenance of City buildings (+25%)
- How open the City is to public involvement and input (+25%)
- City's efforts to prevent crime (+23%)
- Maintenance of residential property (exterior) (+23%)
- Quality of life in the City (+22%)
- Maintenance of city parks (+22%)
- Feeling of safety in the City (+21%)
- Condition of City sidewalks (+21%)
- Enforcement of City codes and ordinances (+20%)
- Quality of residential trash collection services (+20%)
- Maintenance of business property (+20%)

Clayton **rated above the Missouri-Kansas average in all 49 areas** that were assessed. Clayton rated significantly higher than the national average (5% or more above) in 46 of these areas. Listed on the following page are the areas in which Clayton rated at least 20% above the Missouri-Kansas average:

- Quality of services provided by the City (+47%)
- Value received for City tax dollars and fees (+38%)
- Quality of recycling collection services (+38%)
- Image of the City (+36%)
- Effectiveness of City communication with citizens (+33%)
- Quality of parks and recreation programs and facilities (+31%)
- Appearance of the City (+31%)
- Maintenance of City buildings (+31%)
- Adequacy of City street lighting (+30%)
- Quality of life in the City (+29%)
- Feeling of safety in the City (+29%)
- City's adult fitness programs (+29%)
- Cleanup of litter and debris on private property (+29%)
- Snow removal on major City streets (+28%)
- Maintenance of City streets (+27%)
- Availability of information about City programs and services (+27%)
- How open the City is to public involvement and input (27%)
- How quickly police respond to emergencies (+26%)
- City's efforts to prevent crime (+26%)
- Mowing and trimming of lawns on private property (+26%)
- Quality of customer service from City employees (+24%)
- Landscaping/appearance of public areas along streets (+24%)
- Maintenance of residential property (exterior) (+23%)
- Enforcement of City codes and ordinances (+22%)
- Condition of City sidewalks (+22%)
- Quality of public safety services (+20%)
- Visibility of police in neighborhoods (+20%)
- Quality of residential trash collection services (+20%)

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.



Details regarding the methodology for the analysis are provided in the Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

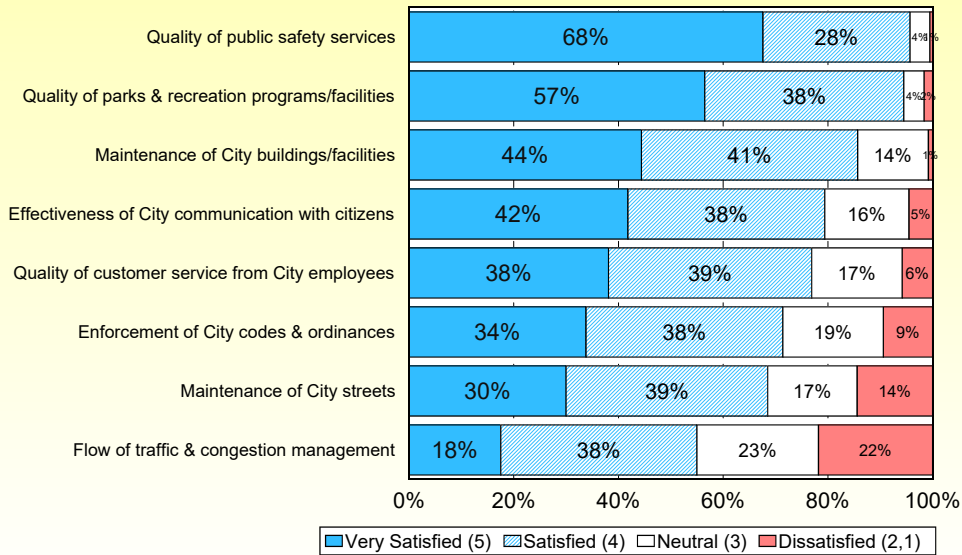
- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Flow of traffic and congestion management (IS Rating = .2803)
  - Maintenance of City streets (IS Rating = .1789)
  
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
  - **Public Safety:** No high priorities identified
  - **City Maintenance/Public Works:** Residential street lighting
  - **Parks and Recreation:** Number of walking and biking trails

**Section 1:**  
**Charts and Graphs**

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### Q1. Overall Satisfaction with City Services by Major Category

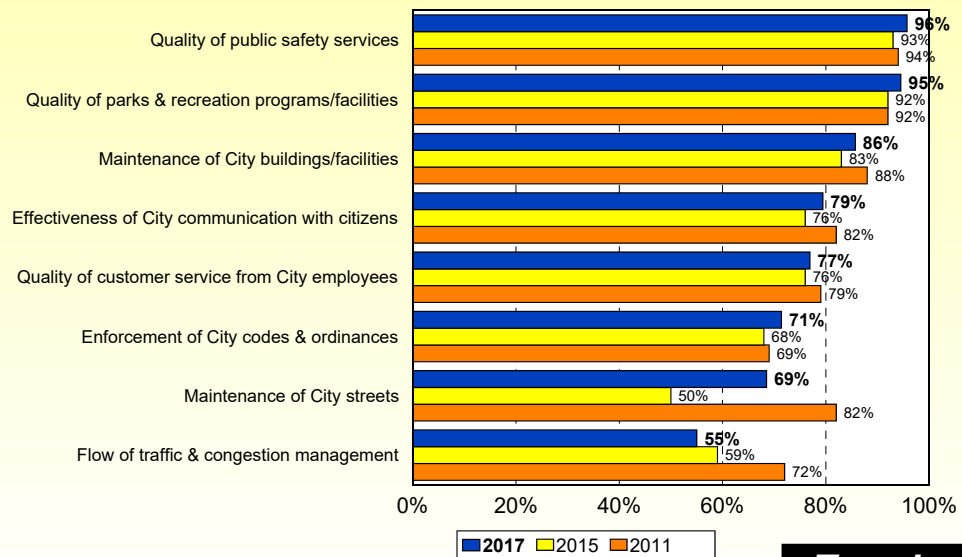
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Overall Satisfaction with City Services by Major Category - 2017, 2015 & 2011

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

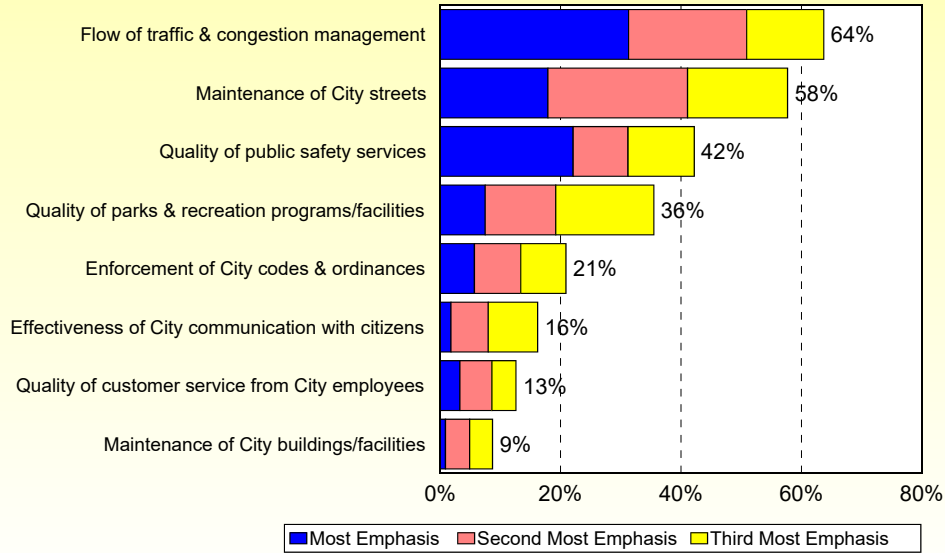


Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Trends**

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

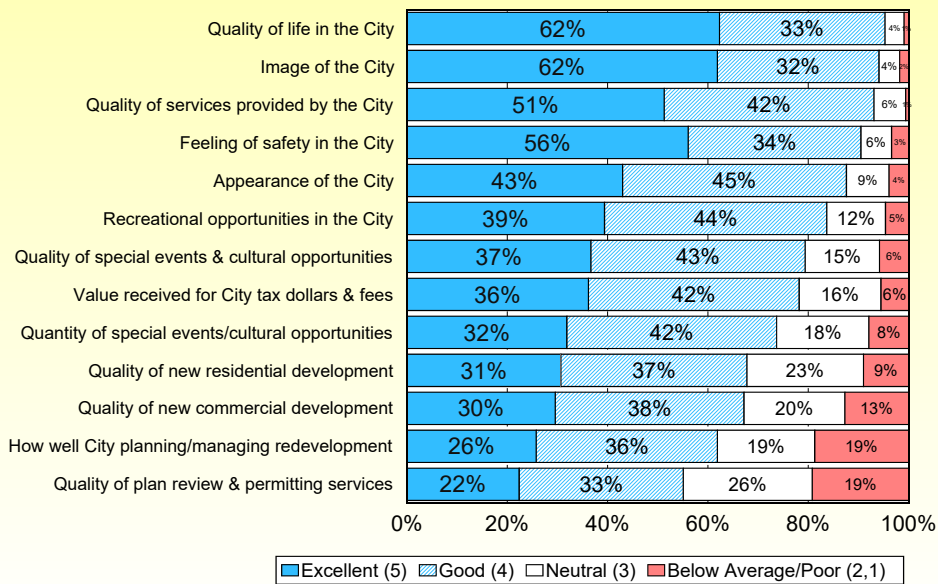
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q3. Overall Perceptions of Clayton

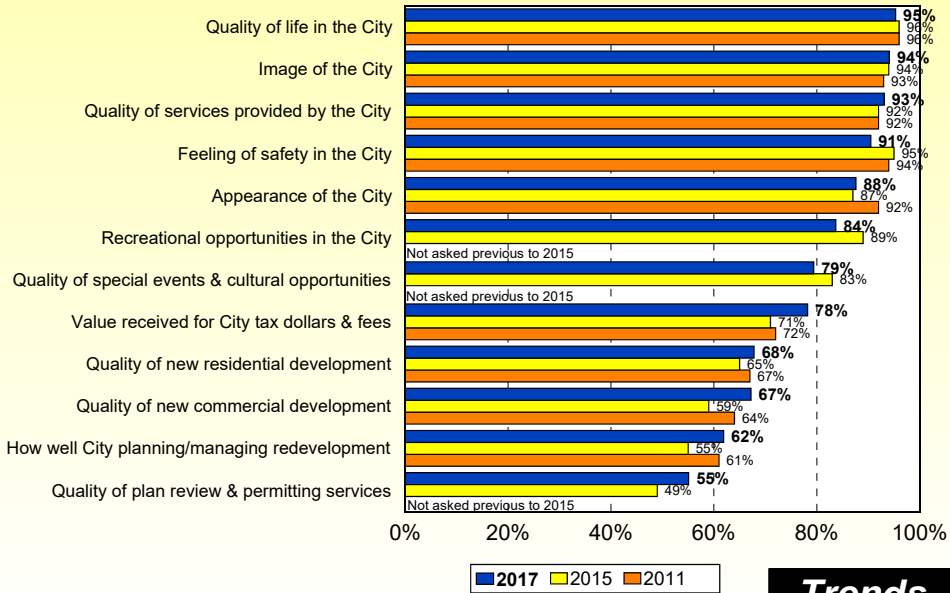
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017- Clayton, MO)

### Overall Perceptions of Clayton - 2017, 2015 & 2011

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

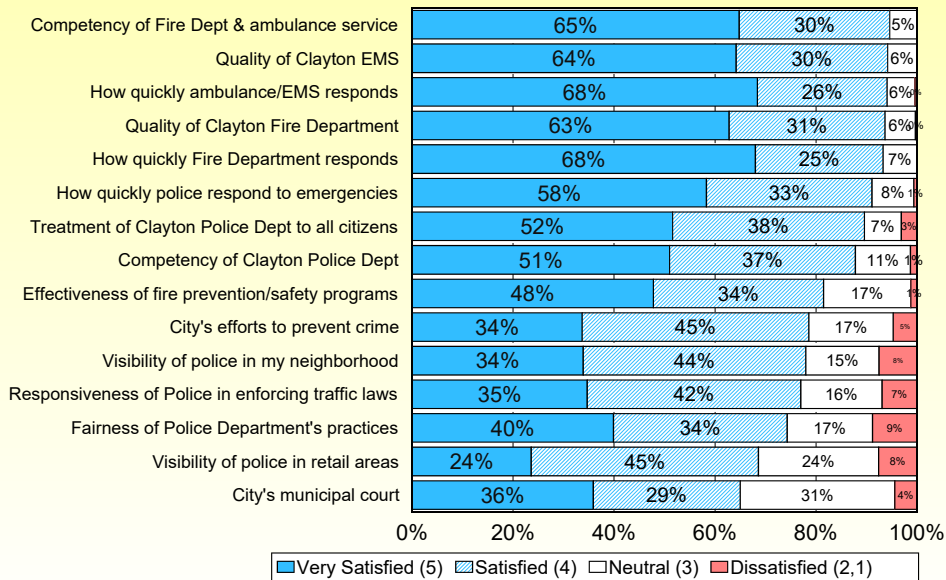


Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

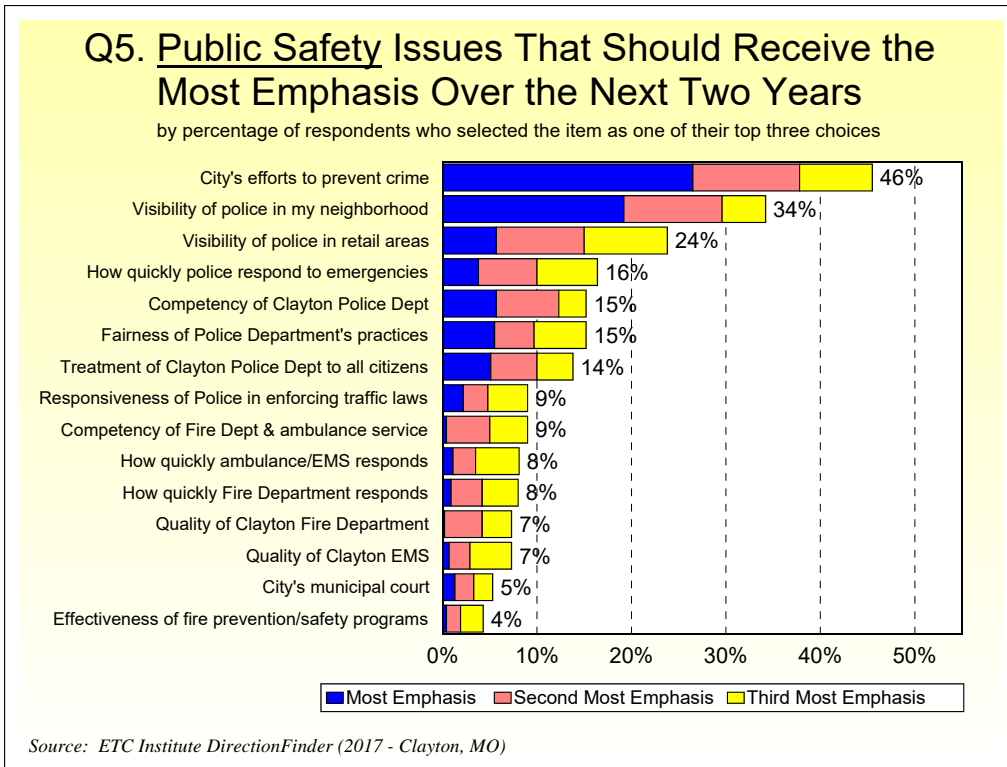
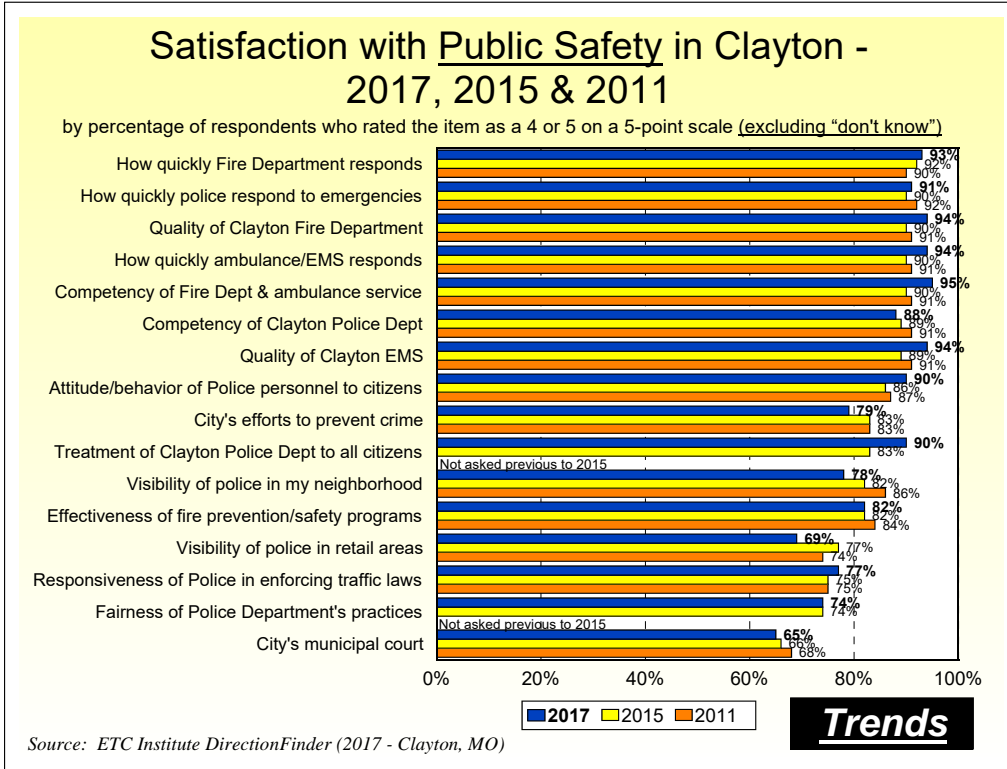


### Q4. Satisfaction with Public Safety in Clayton

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

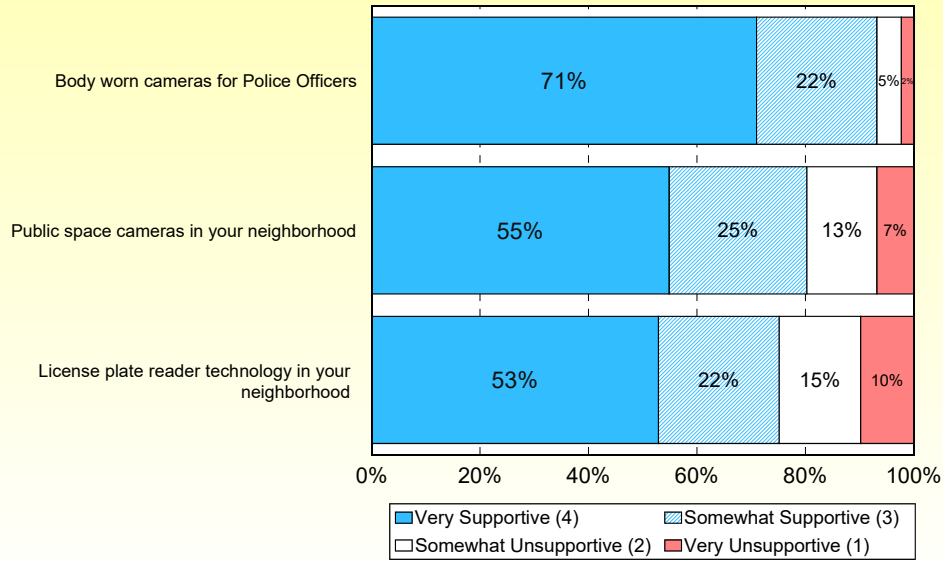


Source: ETC Institute DirectionFinder (2017- Clayton, MO)



### Q6. How supportive are you of the City utilizing technology for public safety?

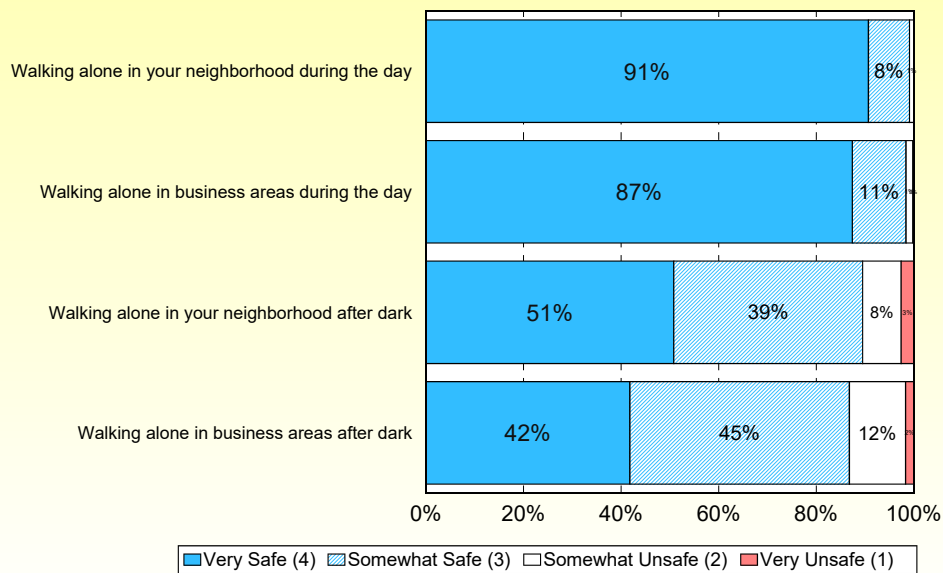
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



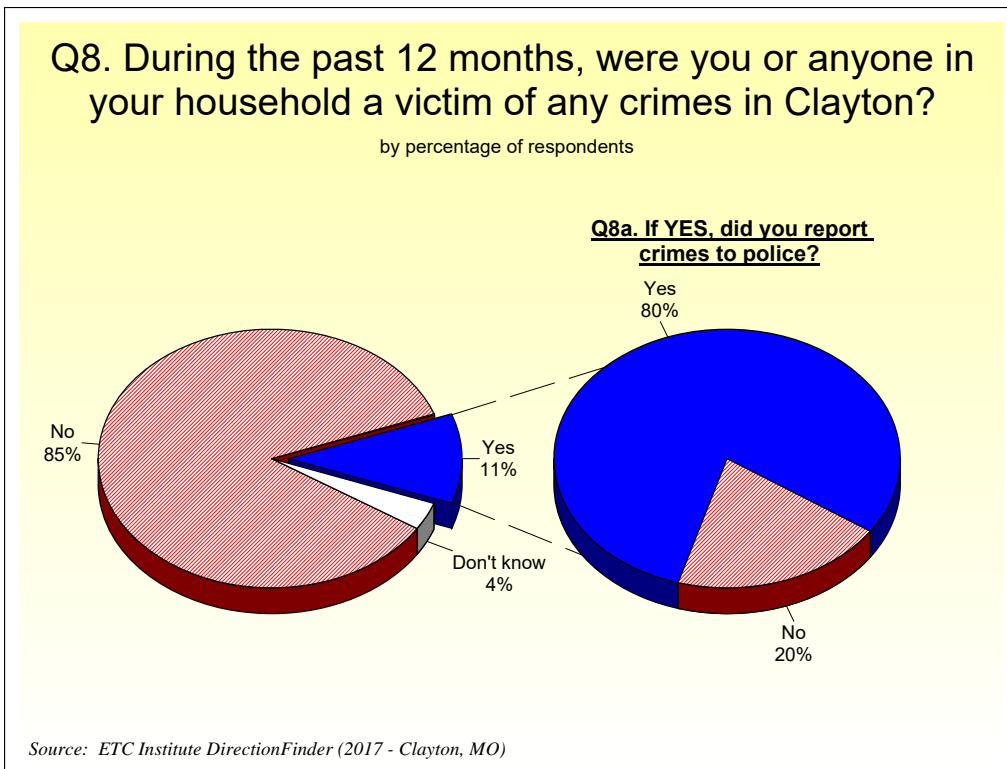
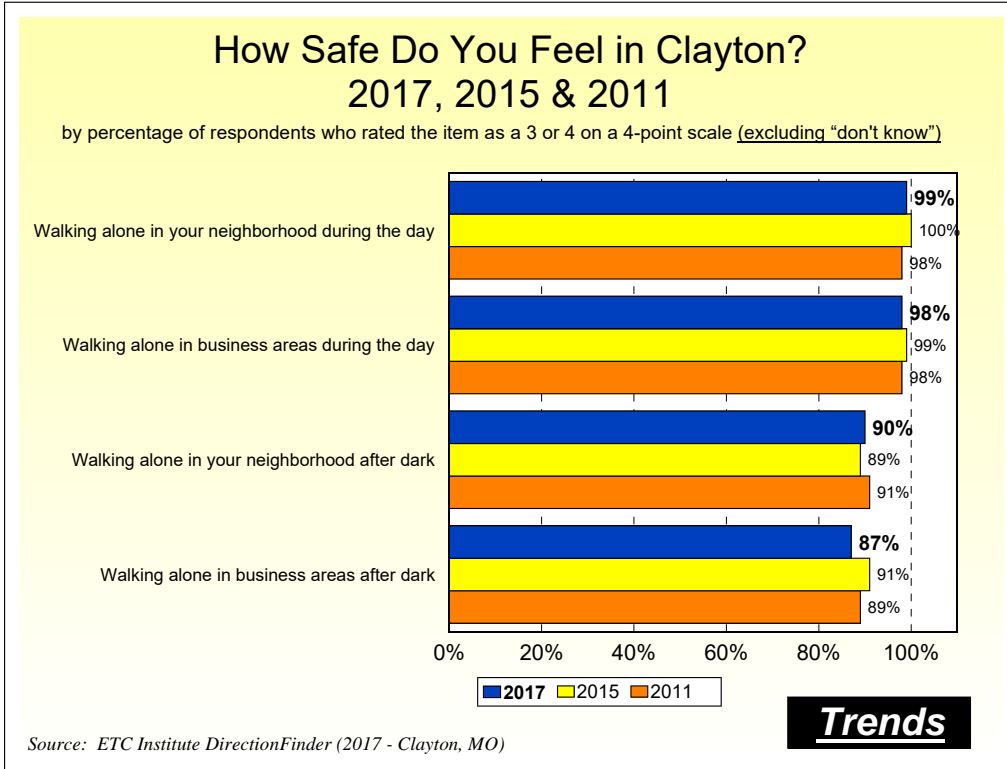
Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q7. 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 know")



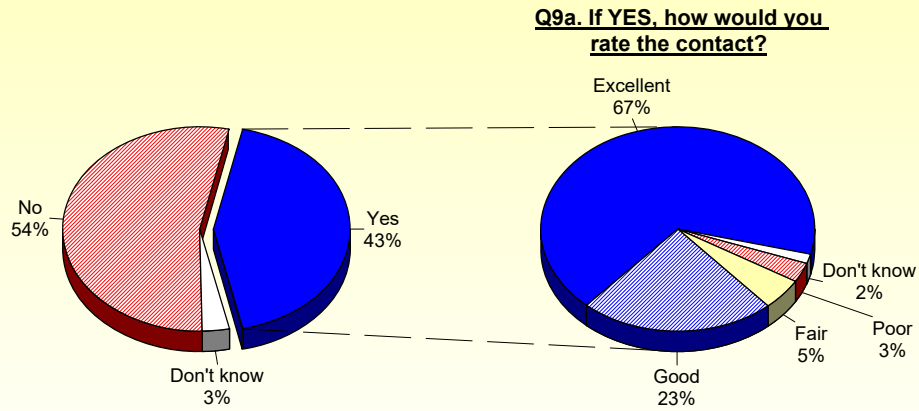
Source: ETC Institute DirectionFinder (2017 - Clayton, MO)





**Q9. During the past 12 months, have you had any contact with the Clayton Police Department?**

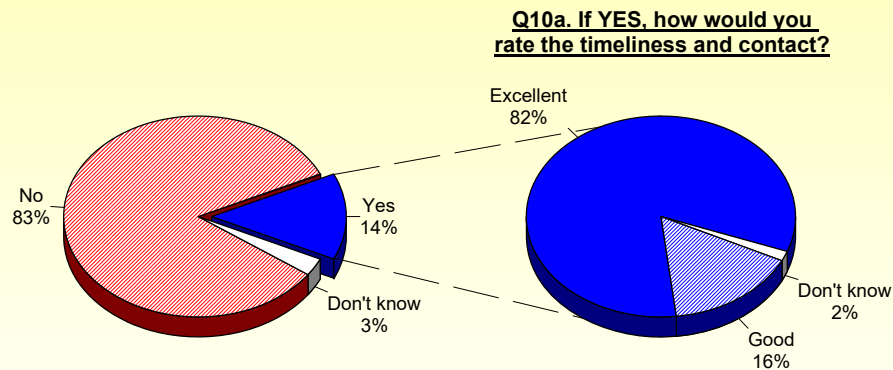
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Q10. During the past 12 months, have you had any contact with the Clayton Fire Department?**

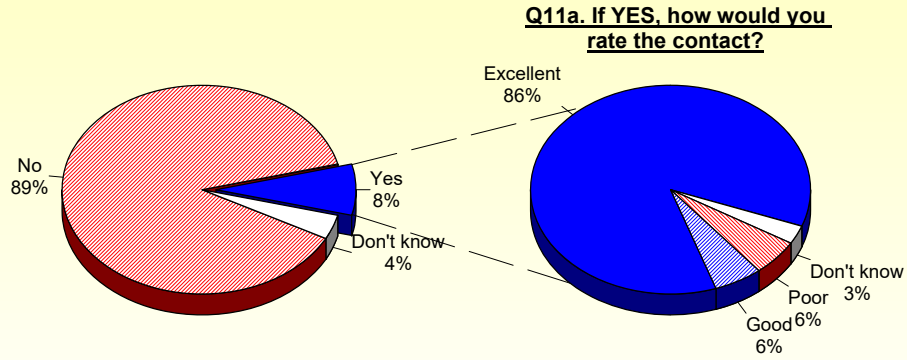
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q11. During the past 12 months, have you had ANY contact with ambulance/EMS in Clayton?

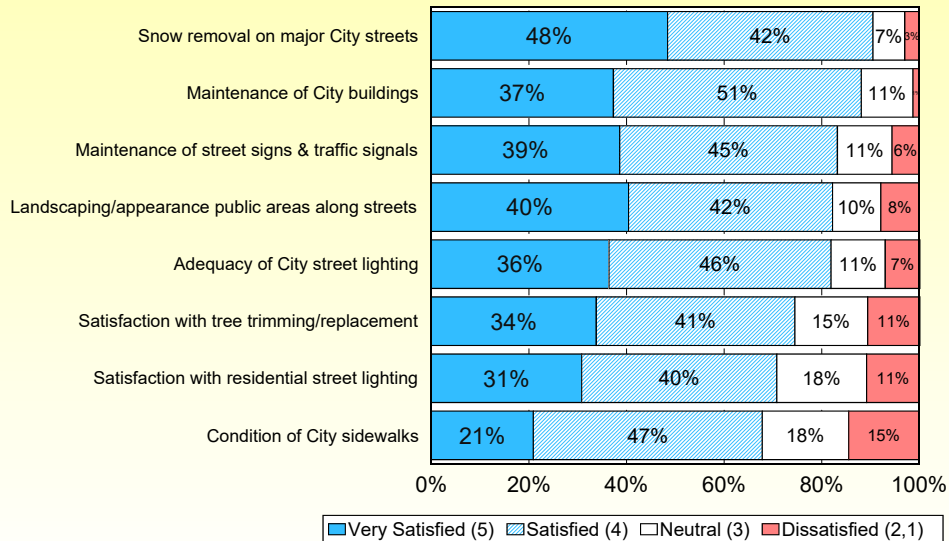
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q12. Satisfaction with City Maintenance/Public Works in Clayton

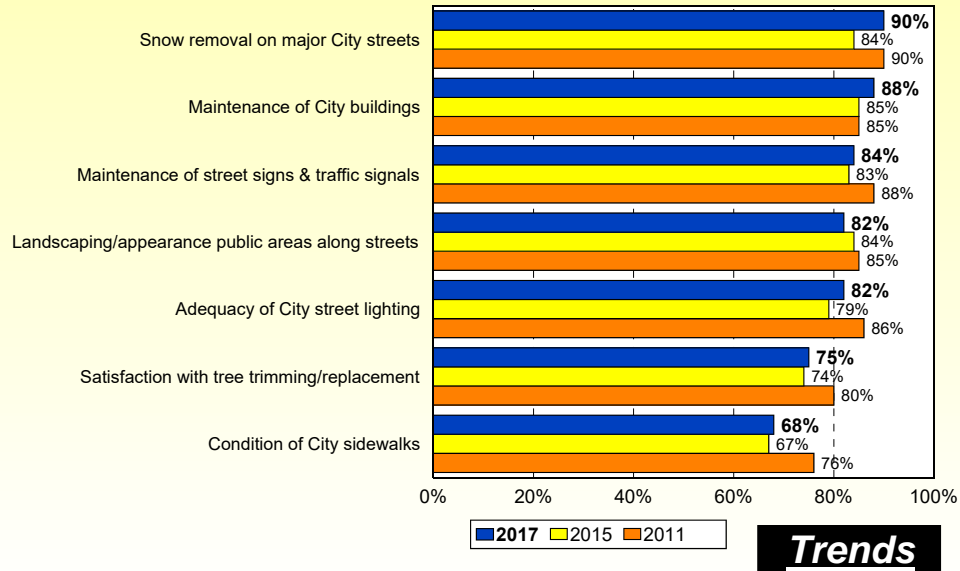
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Satisfaction with City Maintenance and Public Works in the City of Clayton - 2017, 2015 & 2011

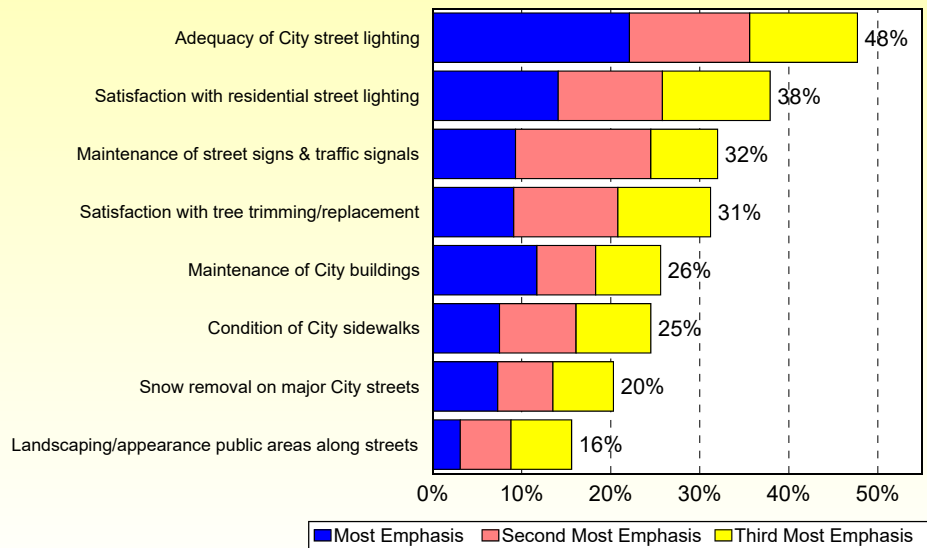
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q13. City Maintenance/Public Works Issues That Should Receive the Most Emphasis Over the Next Two Years

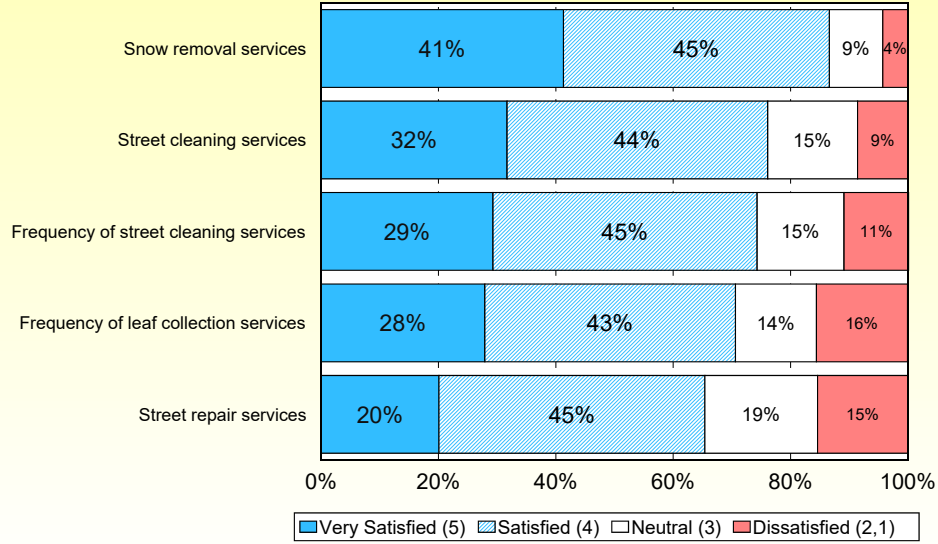
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q14. Satisfaction with Maintenance of City Streets in the City of Clayton

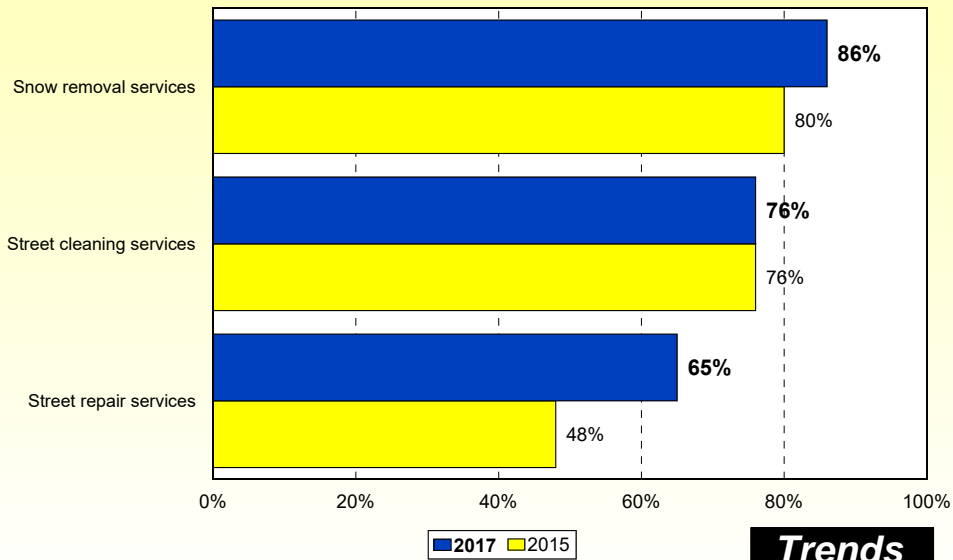
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017- Clayton, MO)

### Satisfaction with Maintenance of City Streets in the City of Clayton - 2017 & 2015

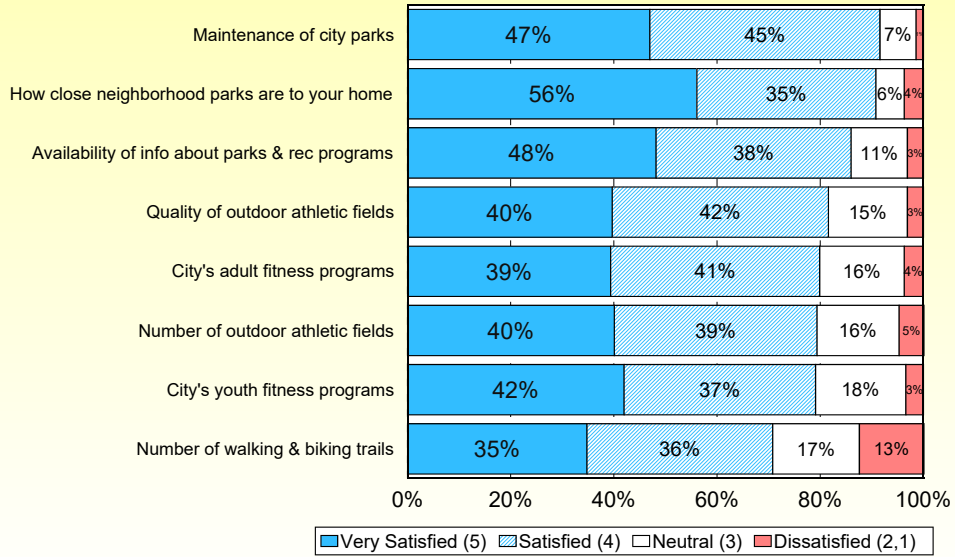
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q15. Satisfaction with Parks & Recreation in the City of Clayton

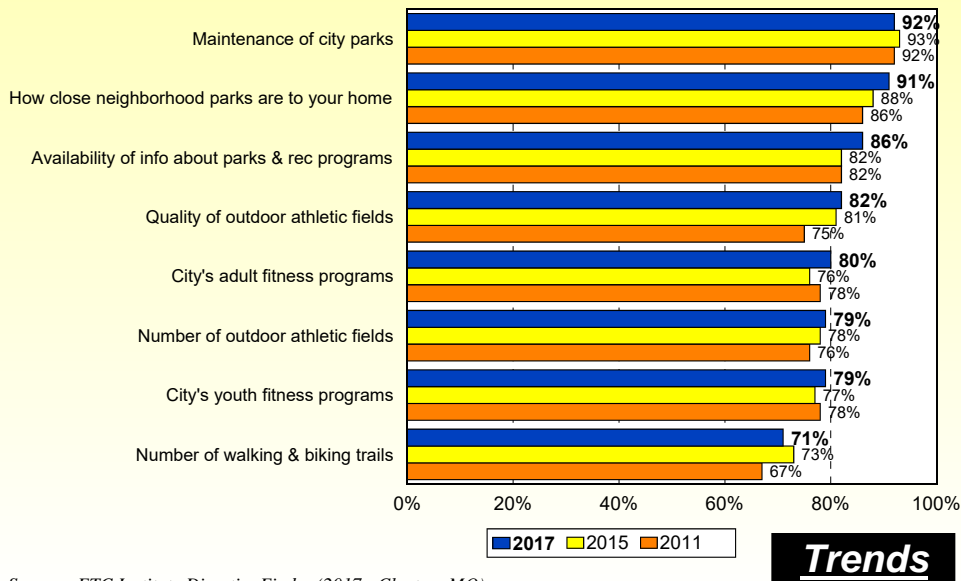
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Satisfaction with Parks & Recreation in the City of Clayton - 2017, 2015 & 2011

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

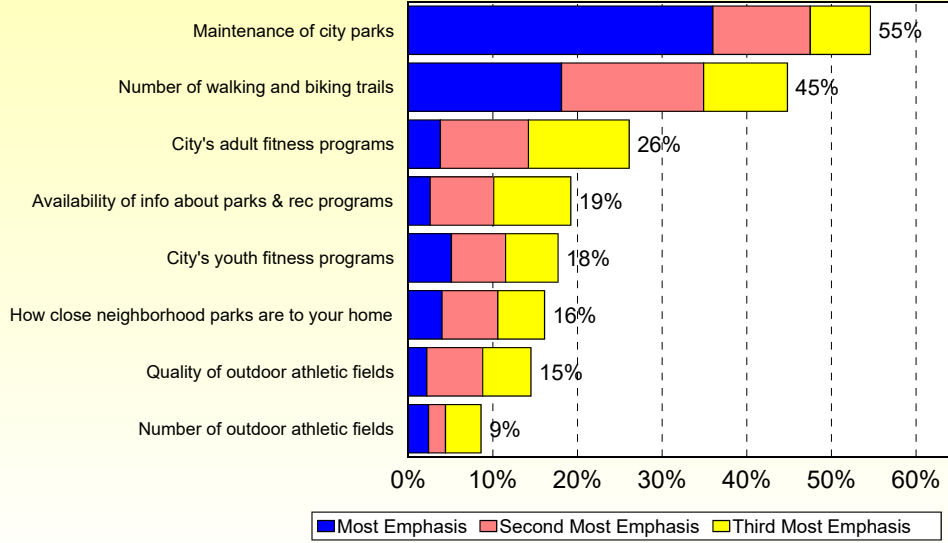


Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Trends**

### Q16. Parks & Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

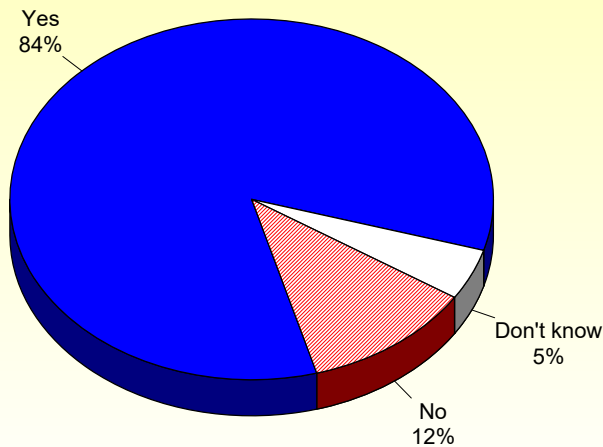
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q17. Has anyone in your household used any of Clayton's parks, recreation facilities/programs during the past 12 months?

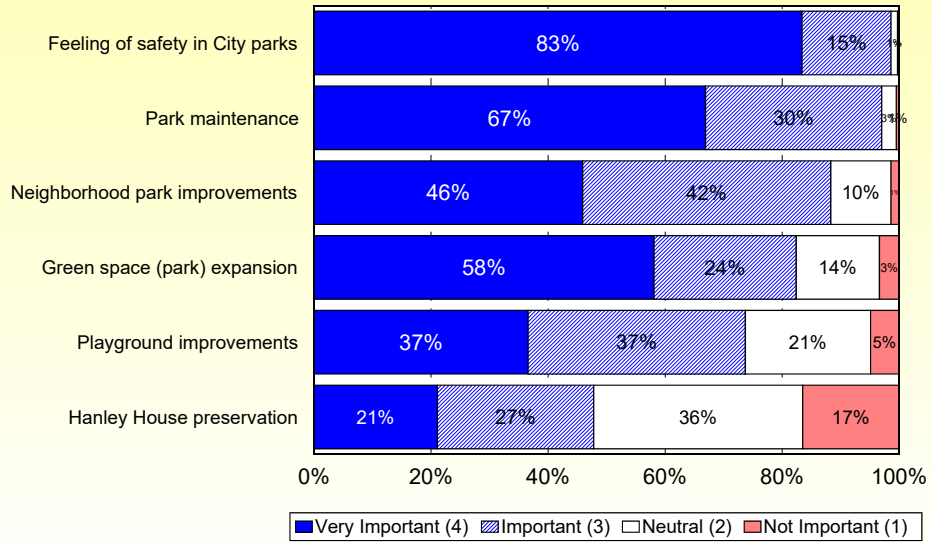
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q18. Importance of Parks & Recreation Initiatives in the City of Clayton

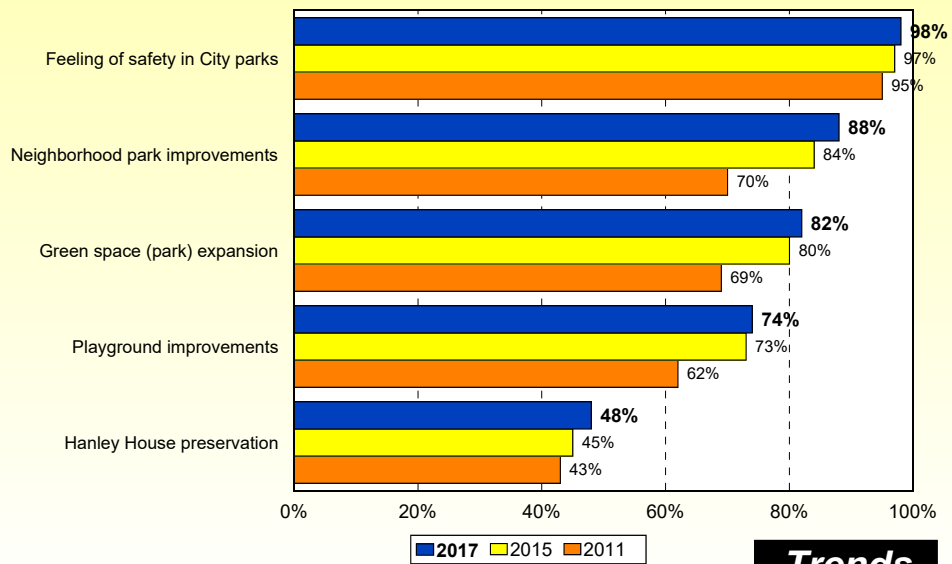
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

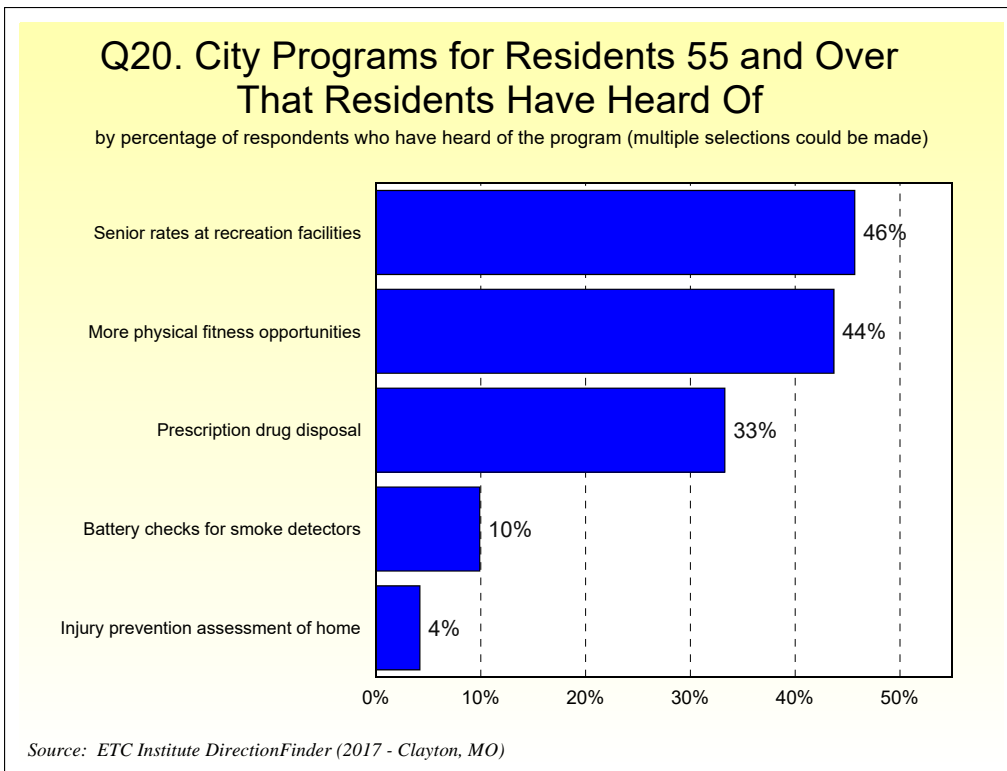
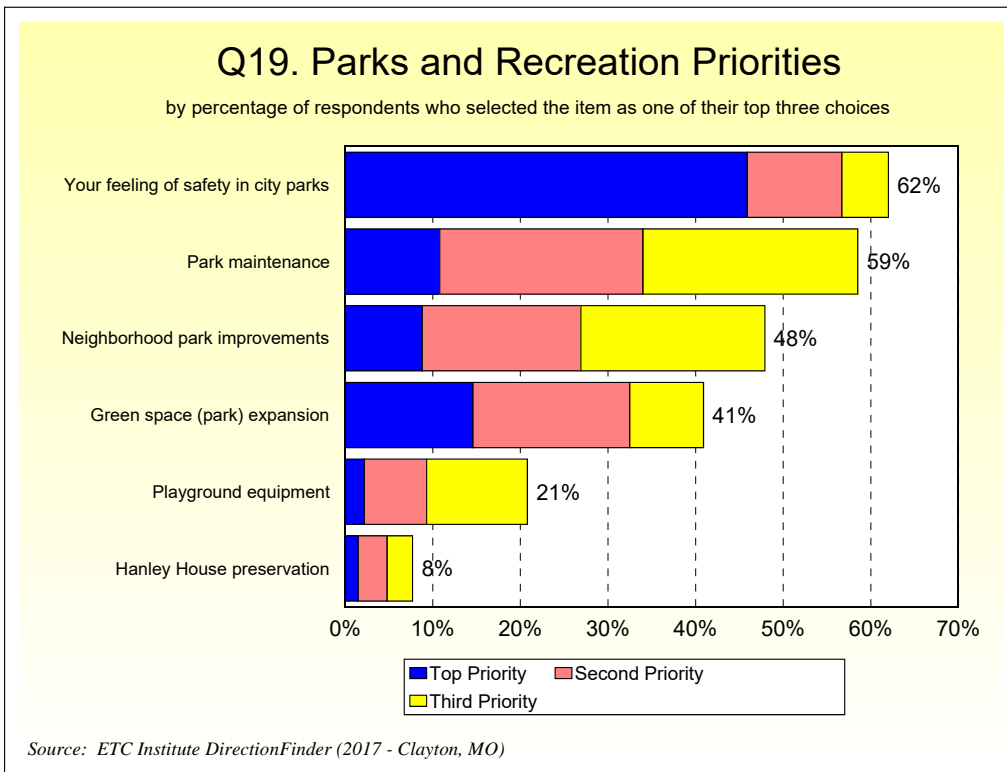
### Importance of Parks & Recreation Initiatives in the City of Clayton - 2017, 2015 & 2011

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



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

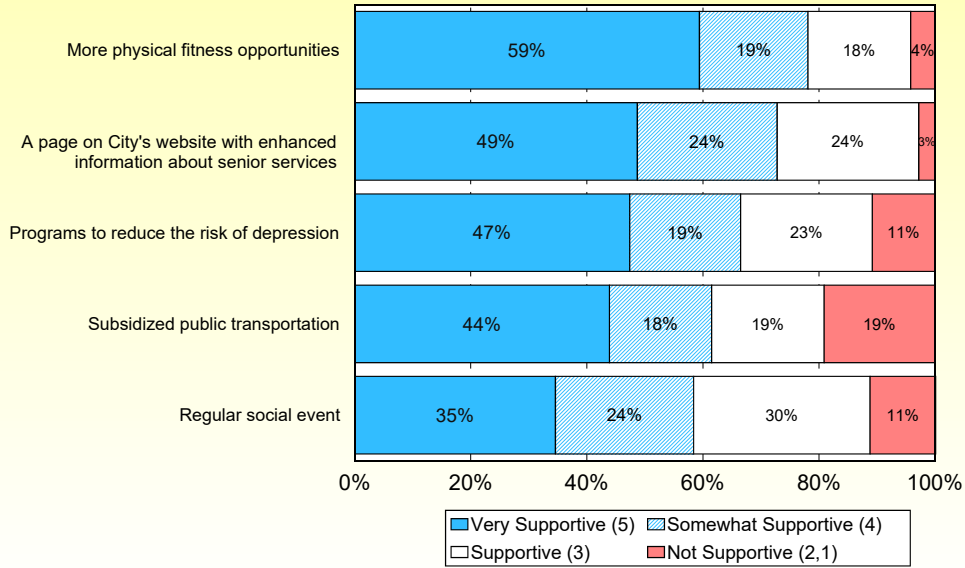
**Trends**





### Q21. How supportive are you of the City providing the following programs for residents 55 and over?

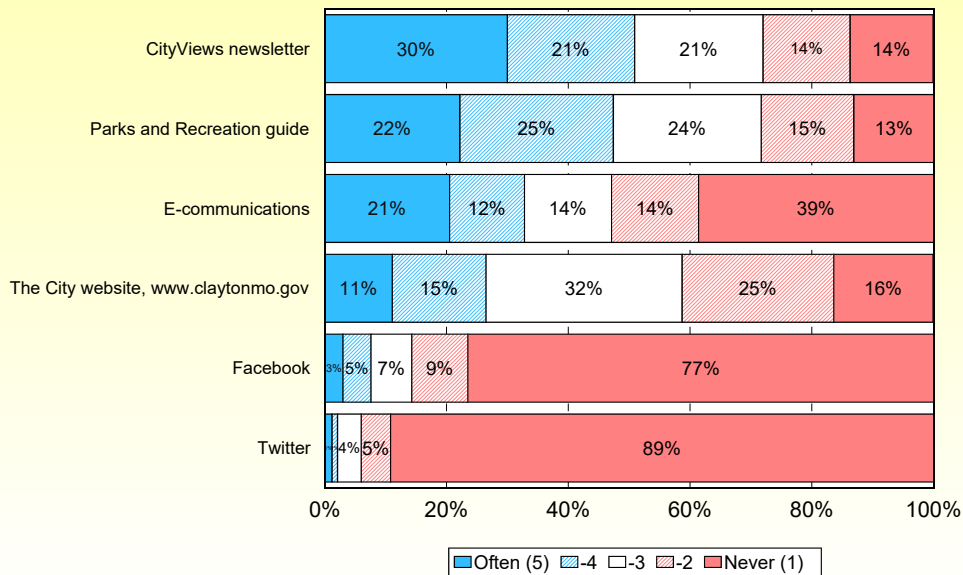
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q22. [Part 1] - Usage of City Communication

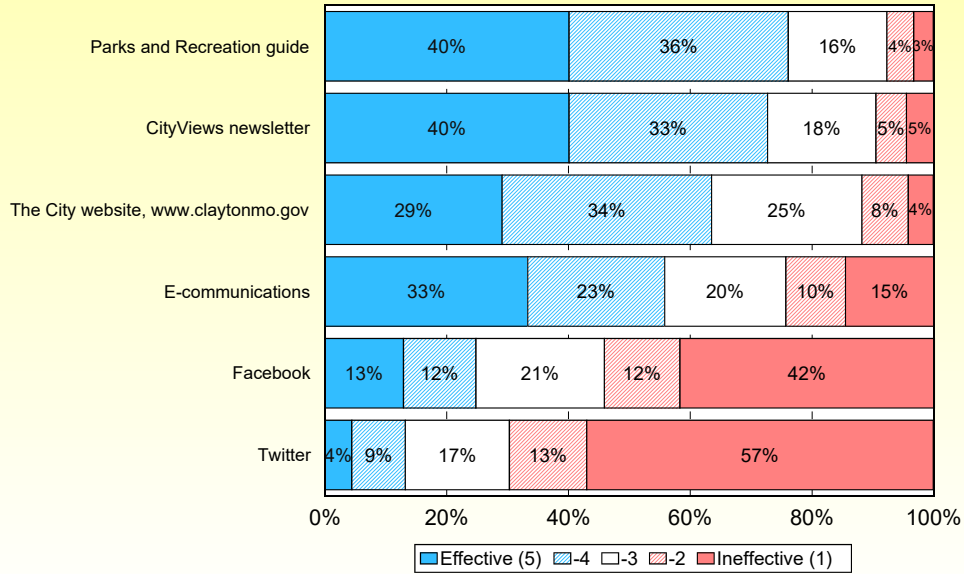
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q22. [Part 2] - Effectiveness of City Communication

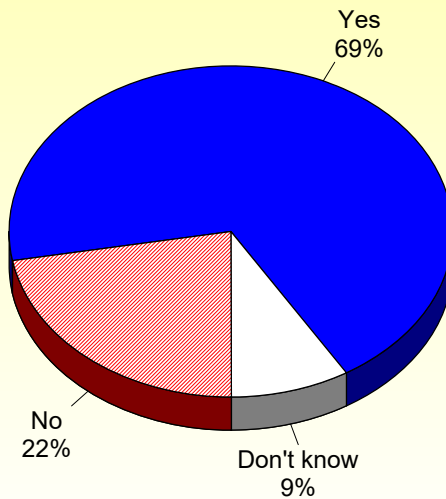
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



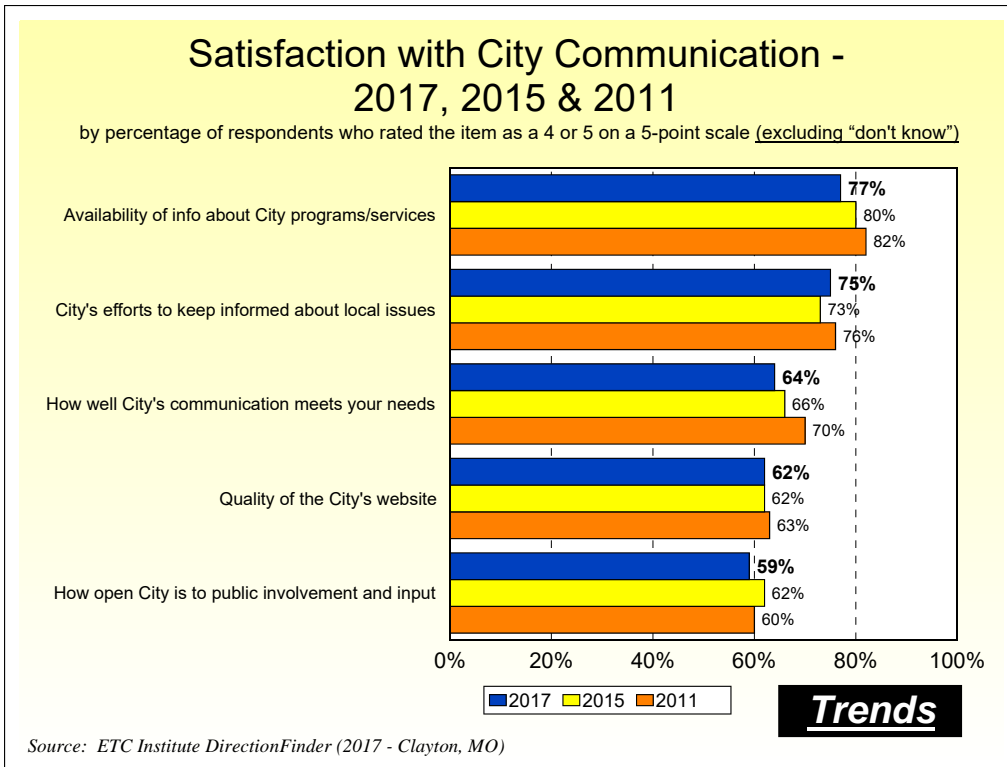
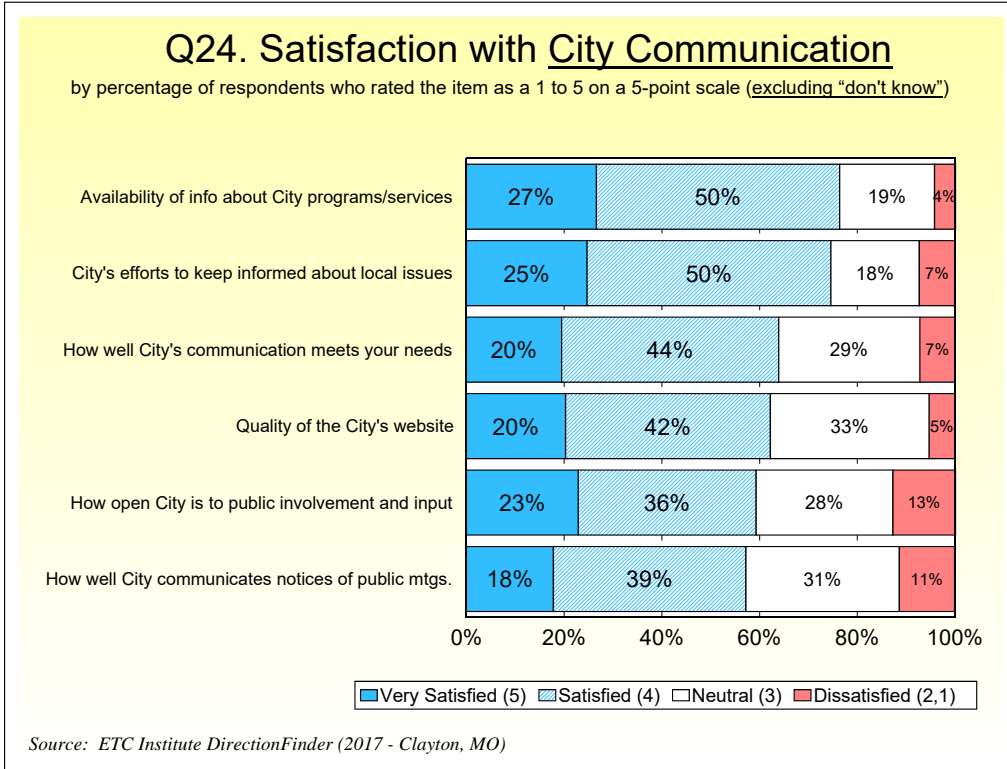
Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q23. Are you aware of the City's new mobile PassportParking App to pay for parking in Clayton?

by percentage of respondents

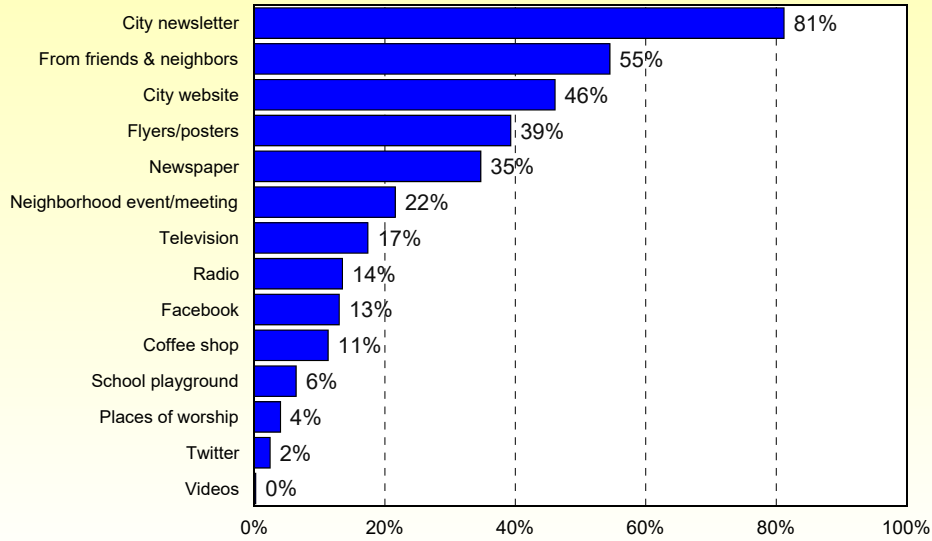


Source: ETC Institute DirectionFinder (2017 - Clayton, MO)



### Q25. Top 5 Ways Residents Get Information About Local Programs, Events & News

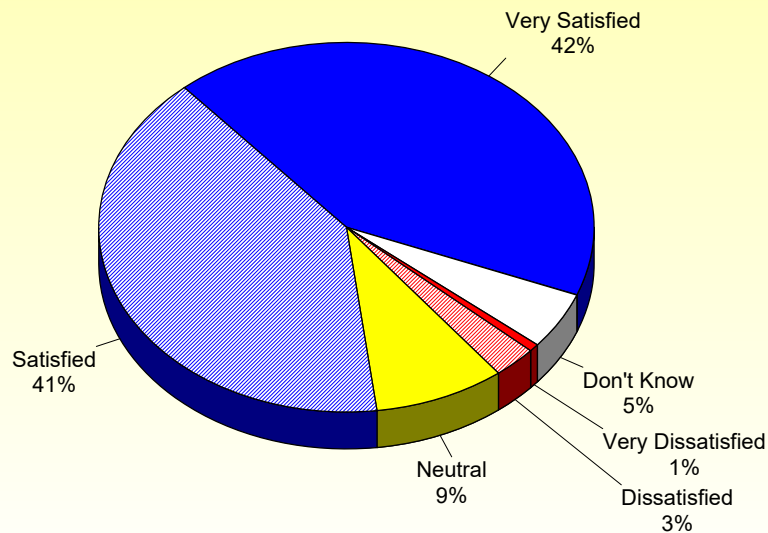
by percentage of respondents who selected the item as one of their top 5 choices  
(multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q26. How satisfied are you with culture, dining and shopping in Clayton?

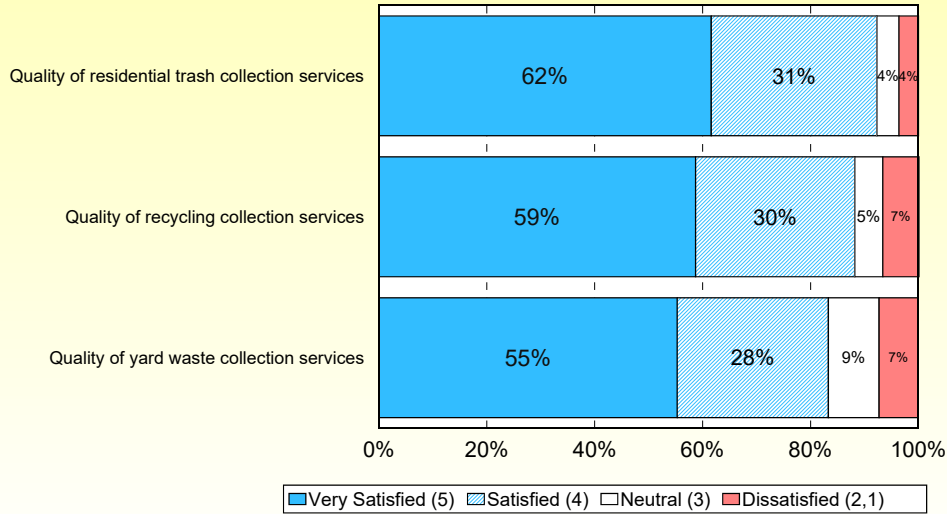
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q27. Satisfaction with Waste Collection Service in Clayton

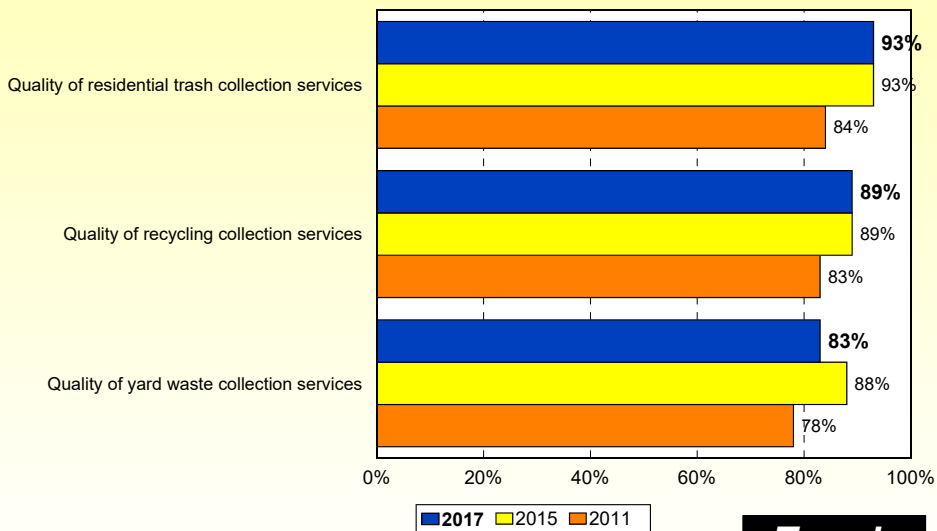
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Satisfaction with the Waste Collection Service in Clayton - 2017, 2015 & 2011

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

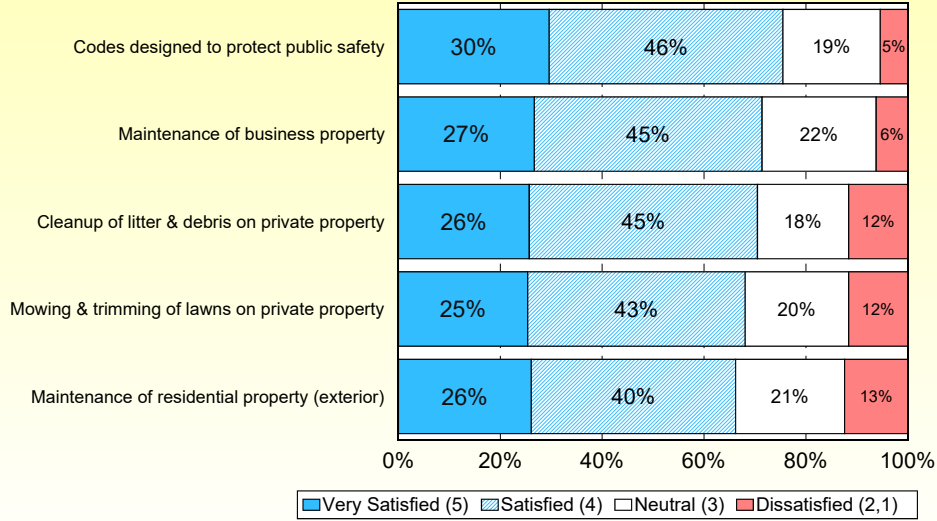


**Trends**

Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q28. Satisfaction with the Enforcement of Property Maintenance Codes

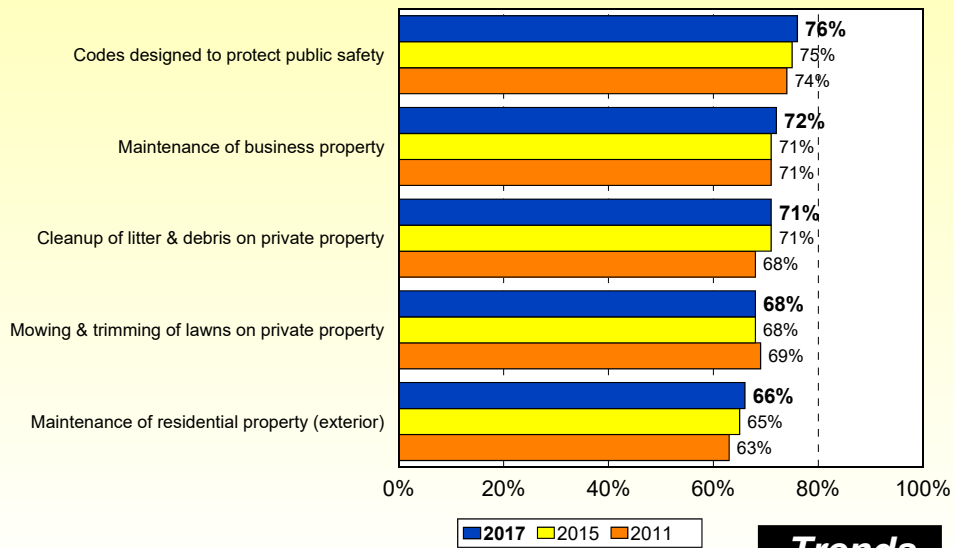
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Satisfaction with the Enforcement of City Codes and Ordinances - 2017, 2015 & 2011

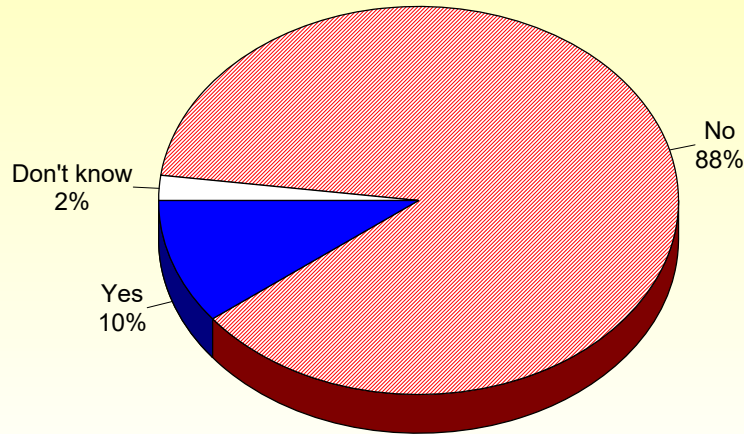
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Q29. Over the last year, have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?**

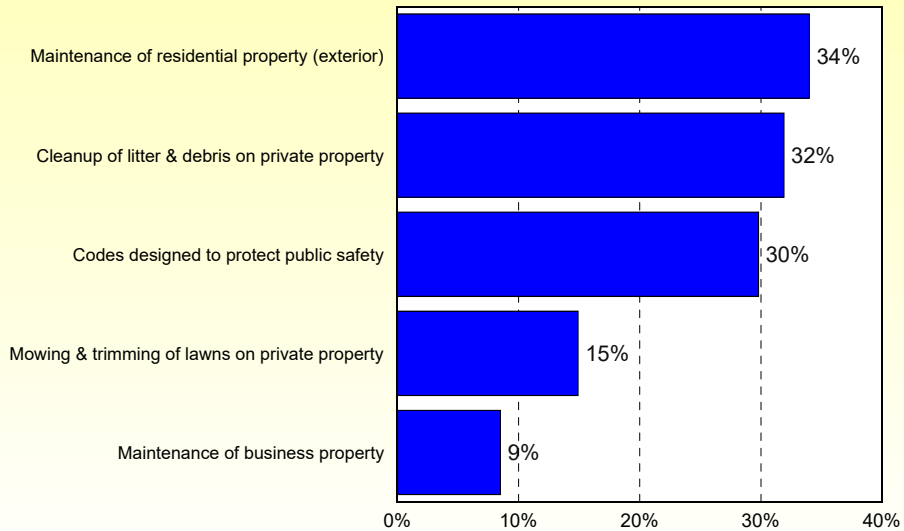
by percentage of respondents



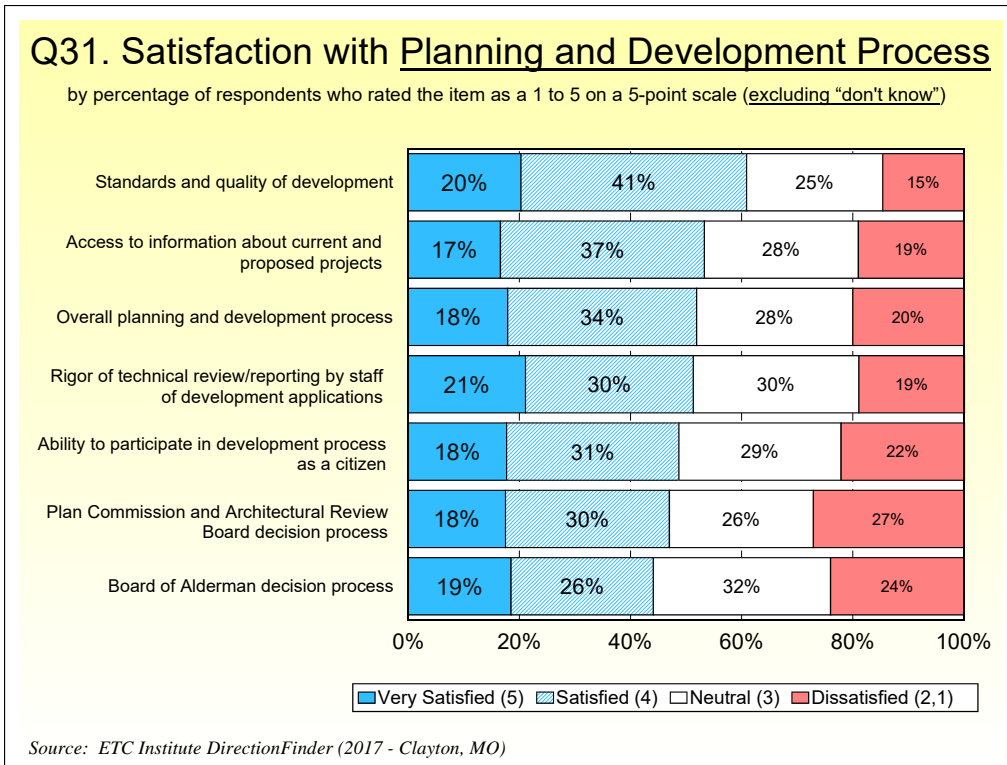
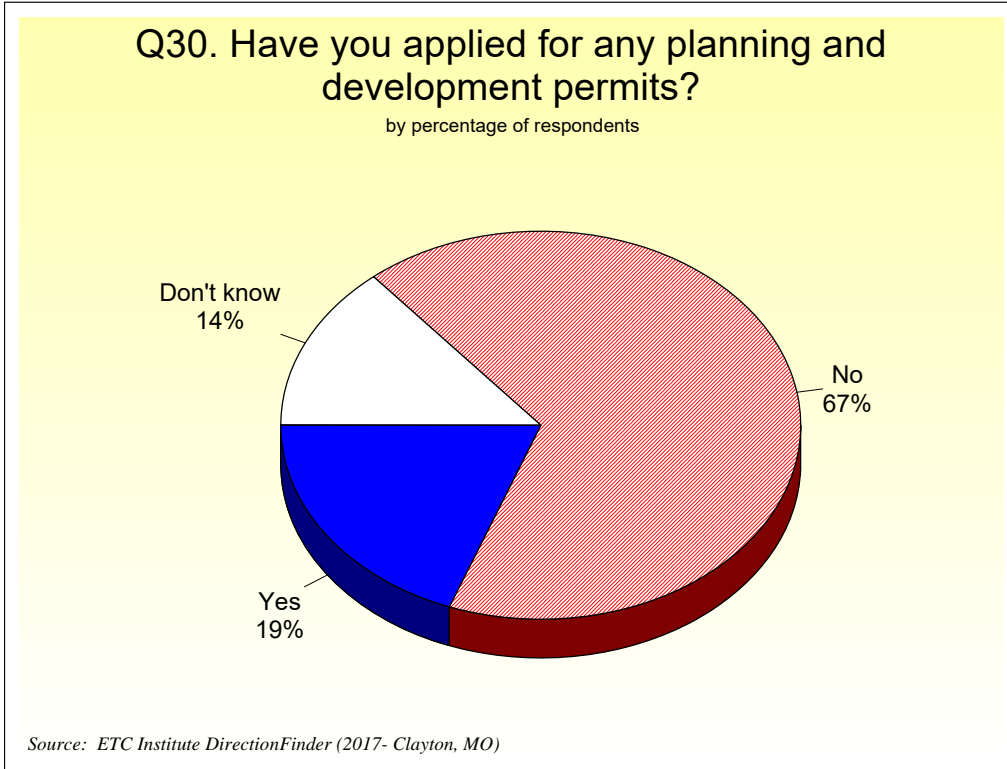
Source: ETC Institute DirectionFinder (2017- Clayton, MO)

**Q29a. Which of the categories were you calling to report?**

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

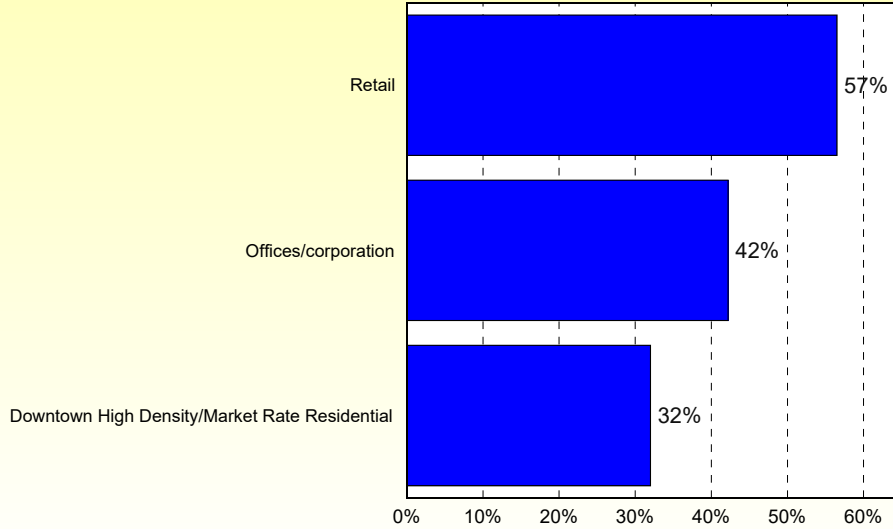


Source: ETC Institute DirectionFinder (2017 - Clayton, MO)





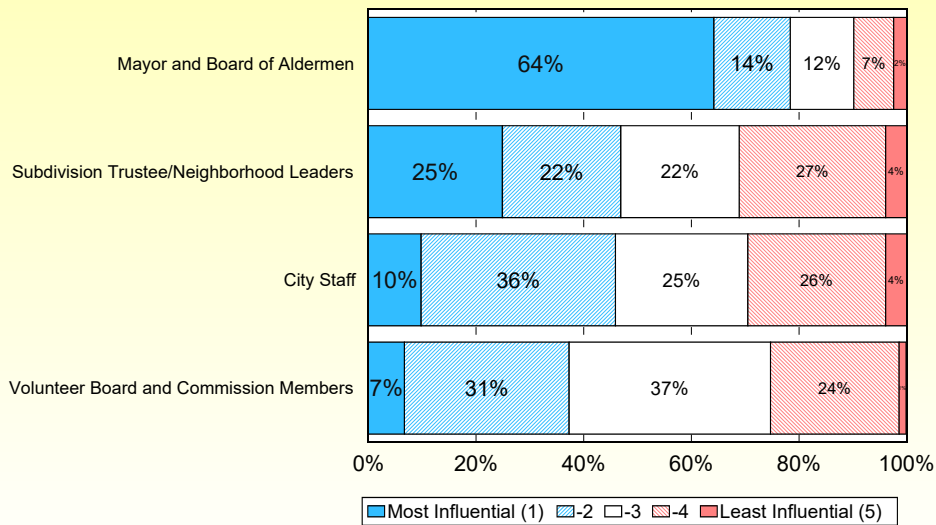
**Q33. For which of the following areas do you support the City's use of financial incentives to attract and expand?**  
by percentage of respondents who support the item (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Q34. Please rank these individuals in order of most influential to least influential in engaging you on public issues**

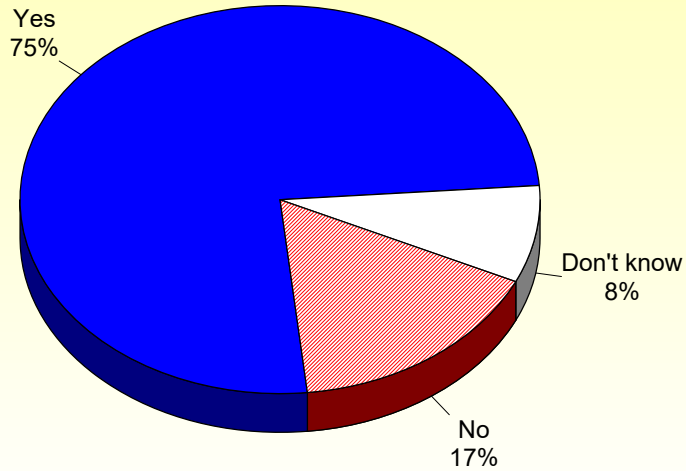
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

**Q36. Do you trust the City of Clayton to act in the best interest of the community?**

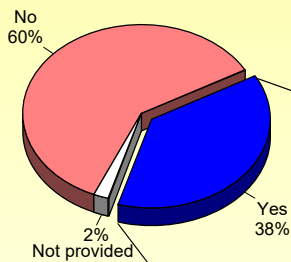
by percentage of respondents



Source: ETC Institute DirectionFinder (2017- Clayton, MO)

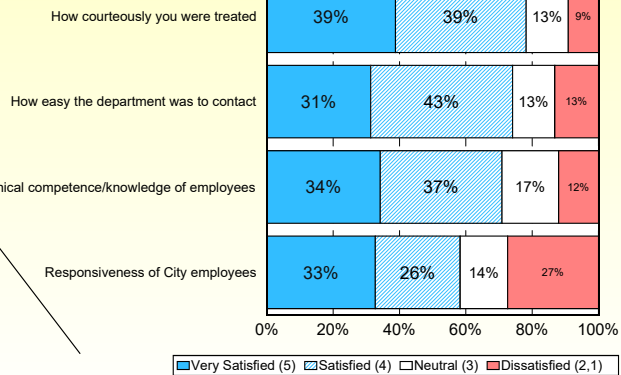
**Q37. Have you contacted the City with a question, problem or complaint during the past year?**

by percentage of respondents

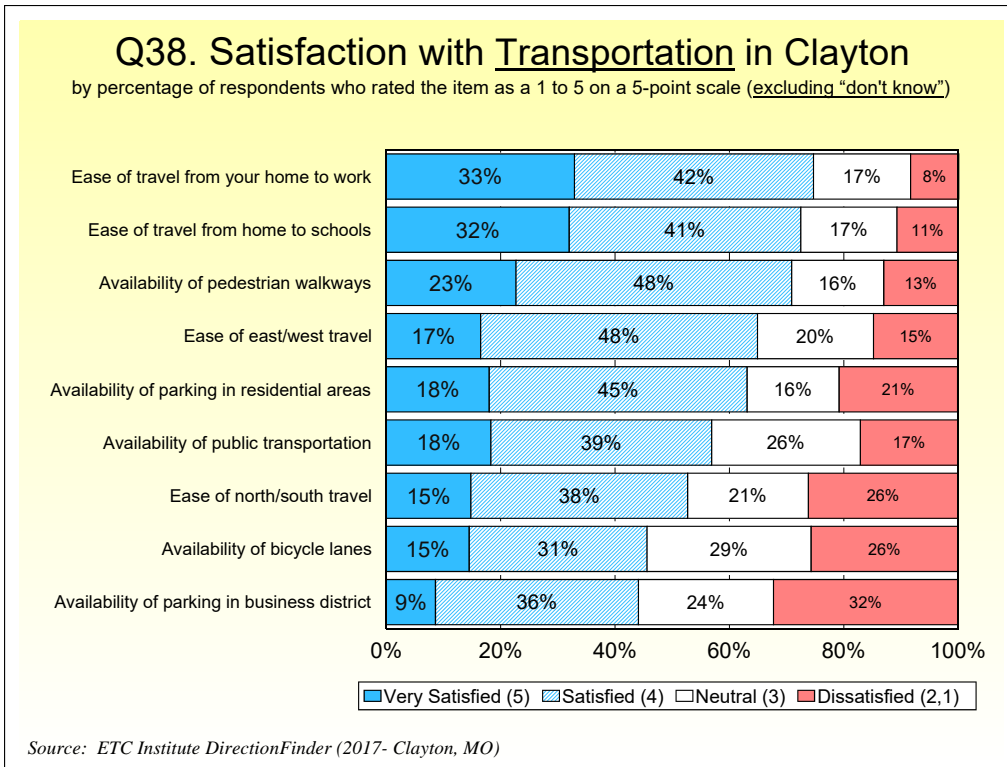
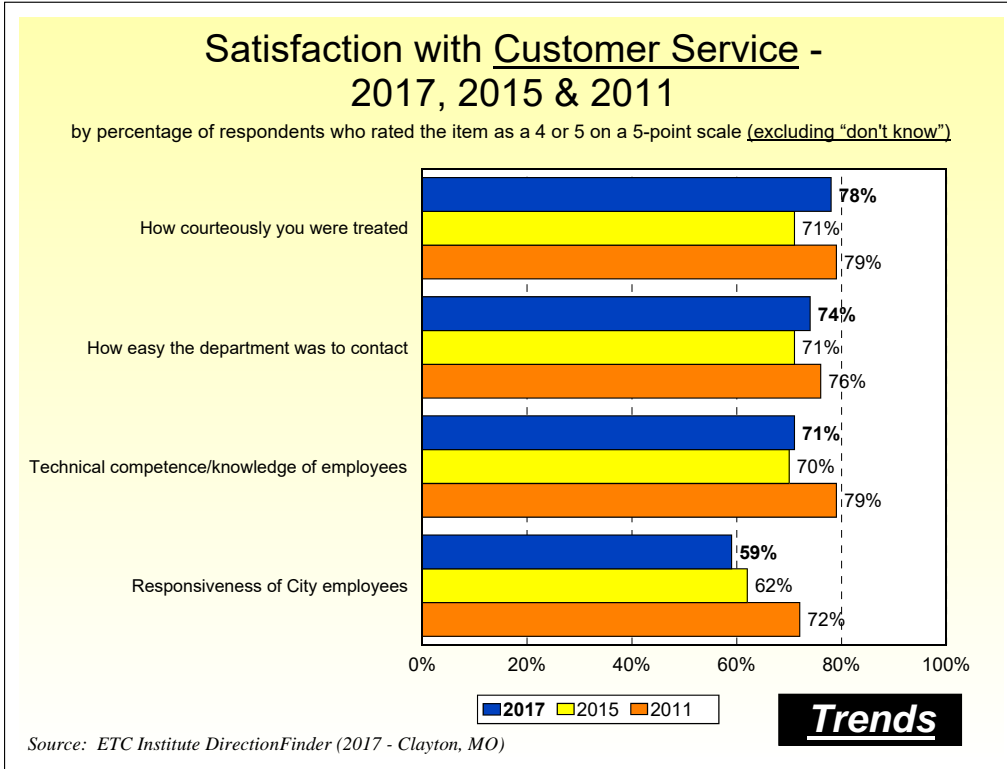


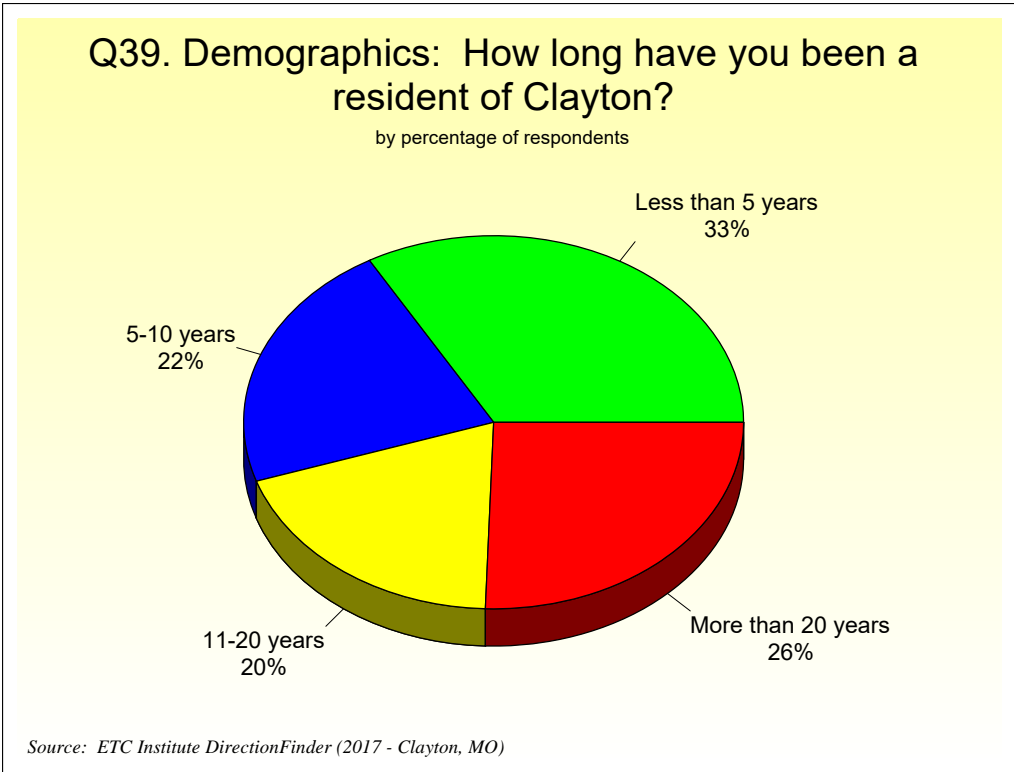
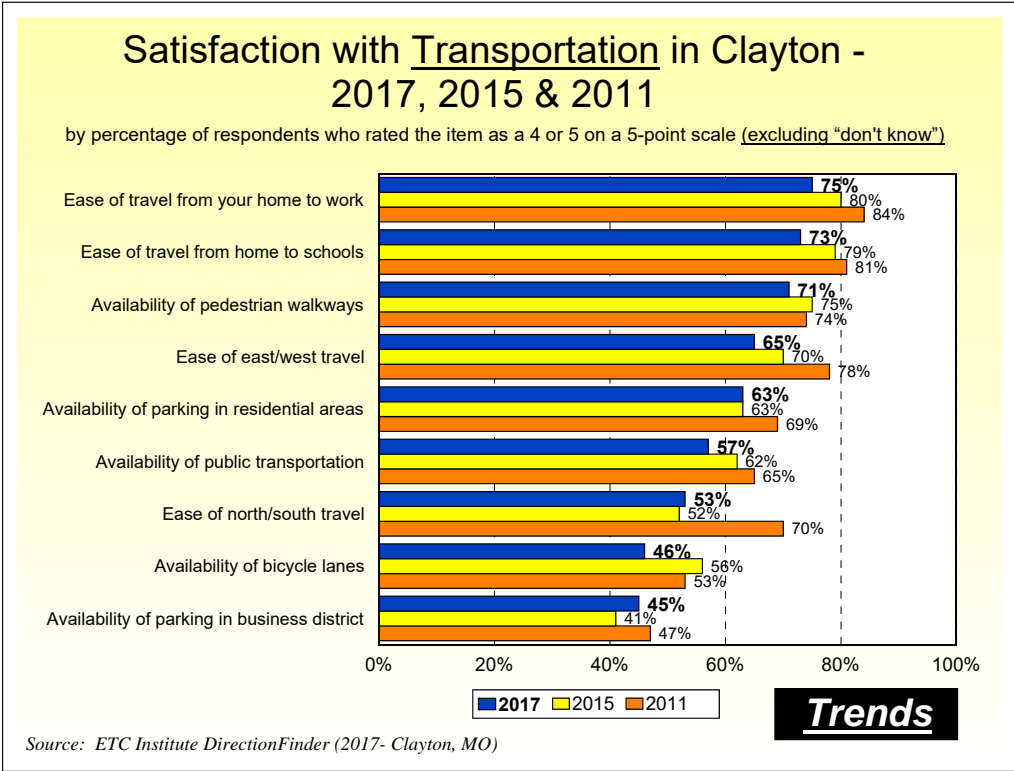
**Q37b-e. Satisfaction with Customer Service**

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



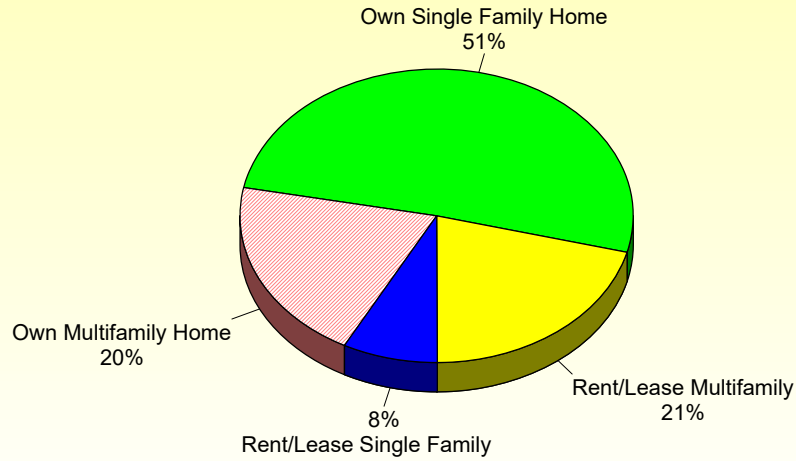
Source: ETC Institute DirectionFinder (2017 - Clayton, MO)





### Q40. Demographics: Which of the following best describes your household?

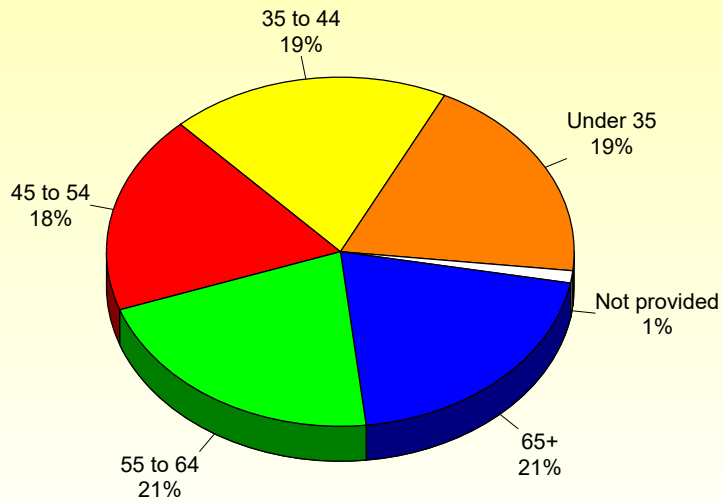
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q42. Demographics: Age of Respondents

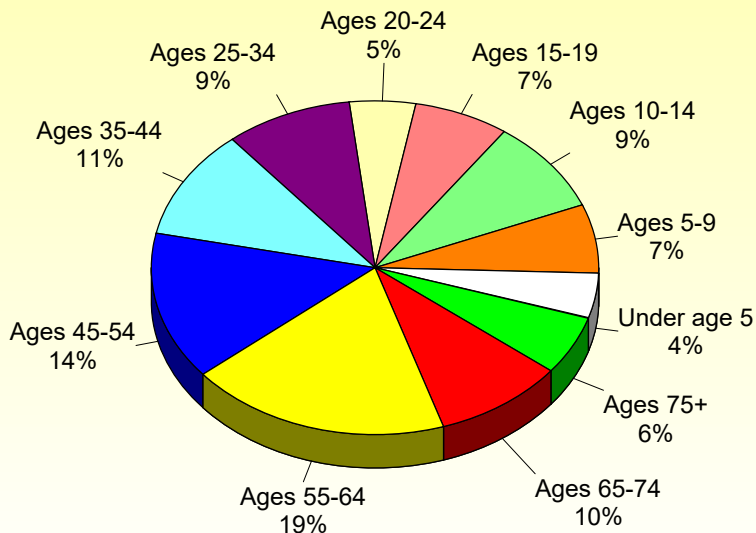
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q43. Demographics: Ages of Household Occupants

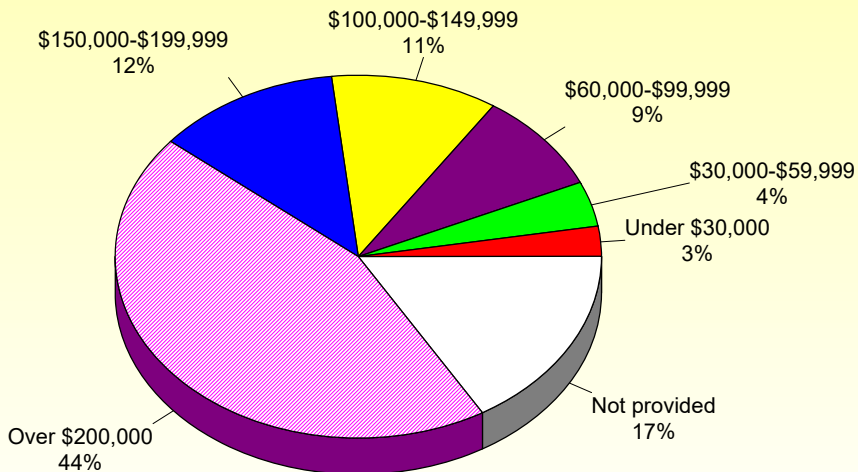
by percentage of persons in households



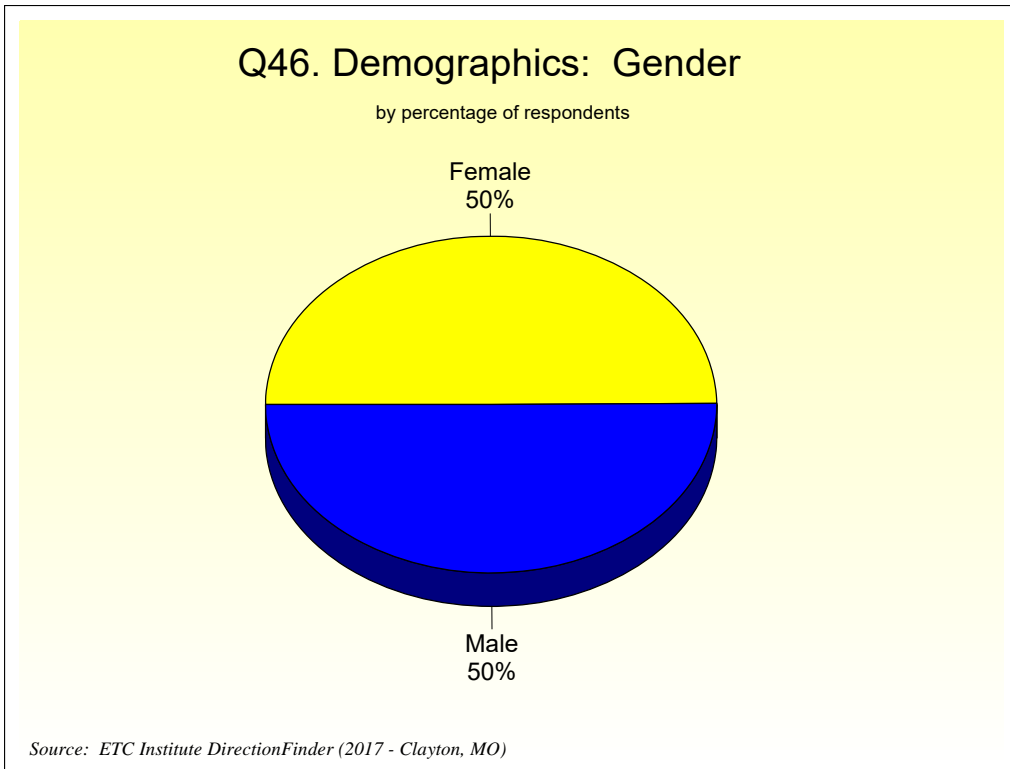
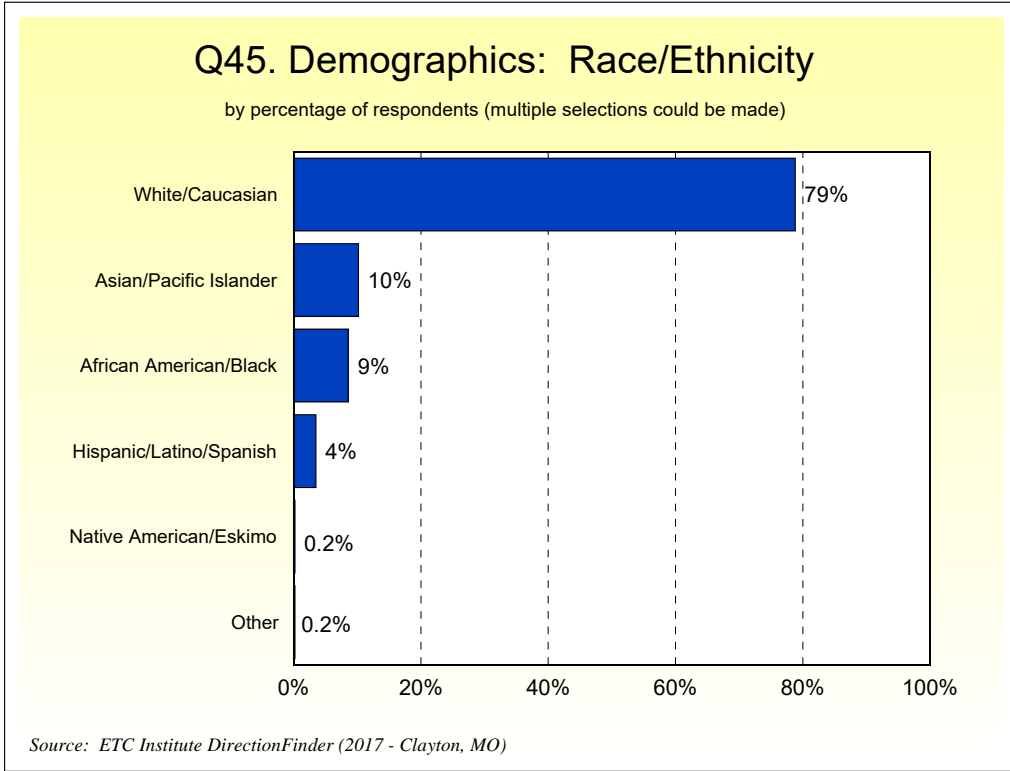
Source: ETC Institute DirectionFinder (2017 - Clayton, MO)

### Q44. Demographics: Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Clayton, MO)



**Section 2:**  
**Benchmarking Analysis**

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# 2017 *DirectionFinder*<sup>®</sup> Survey Benchmarking Summary Report

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## Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities and counties in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of more than 4,000 residents across the United States and (2) a regional survey that was administered during the summer of 2016 to a random sample of more than 350 residents in Kansas and Missouri.

## Interpreting the Charts

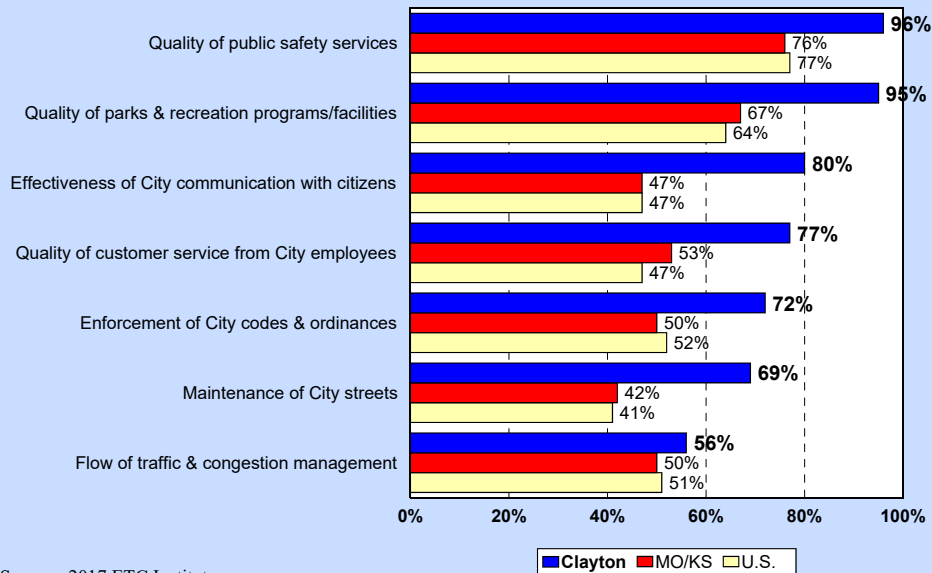
The charts on the following pages show how the overall results for Clayton compare to the a U.S. national and regional averages based on the results of the 2016 survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States, and the regional survey administered to more than 350 residents living in communities throughout Missouri and Kansas. The City of Clayton's results are shown in blue, the Missouri/Kansas averages are shown in red, and the National averages are shown in yellow in the charts on the following pages.

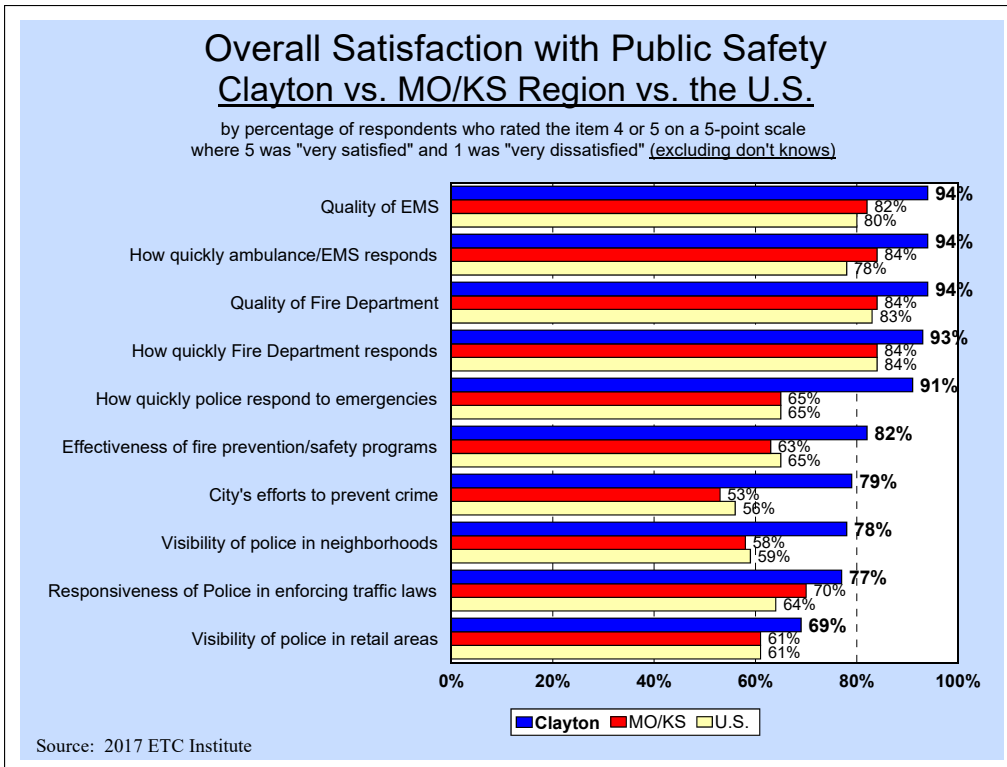
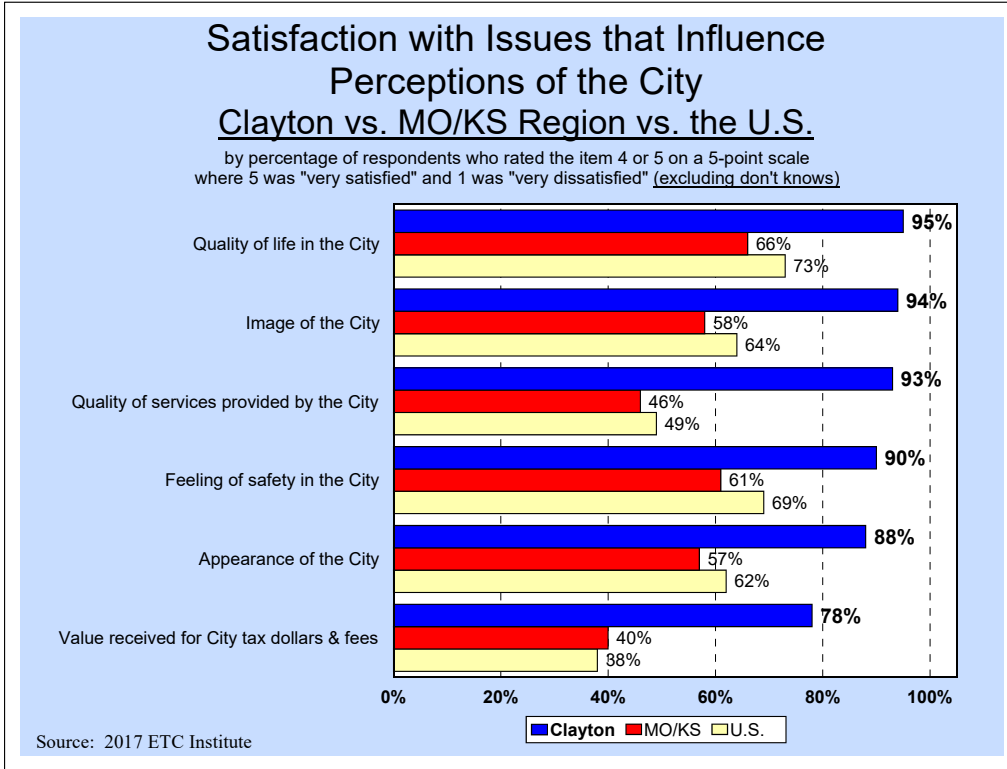
# National Benchmarks

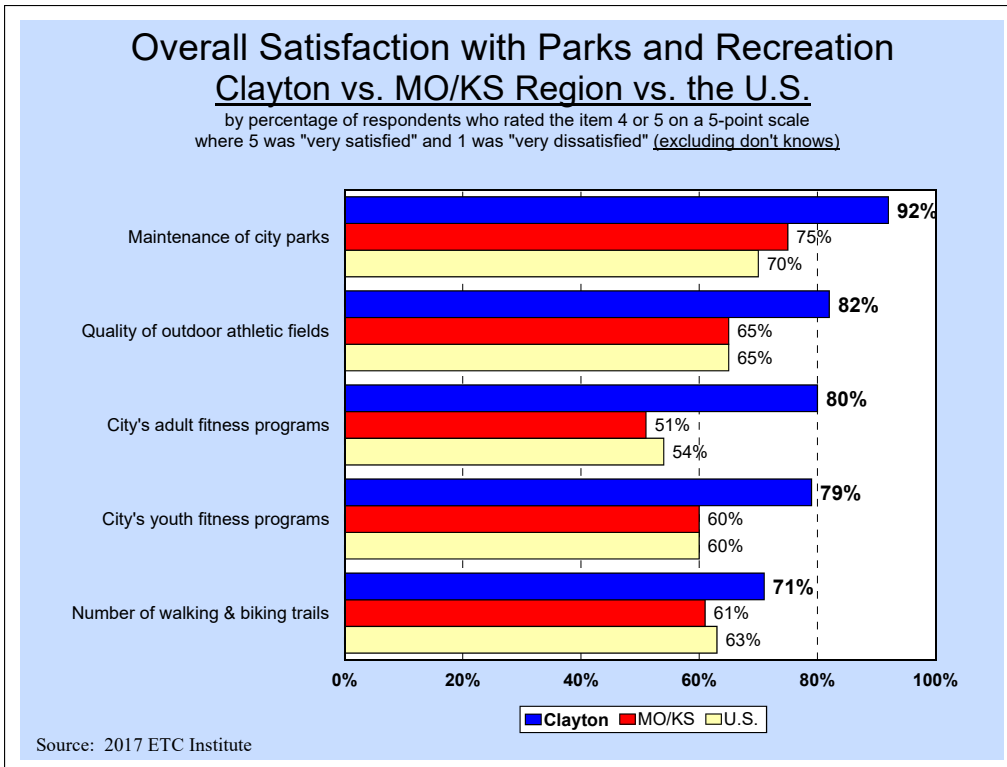
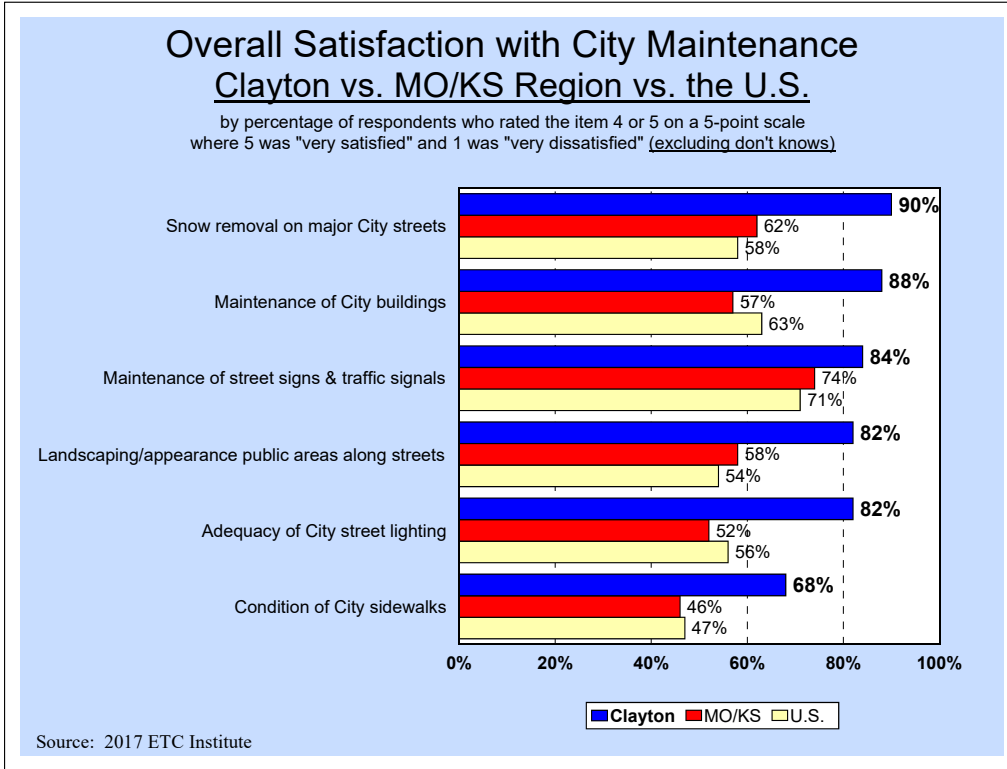
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Clayton, Missouri is not authorized without written consent from ETC Institute.**

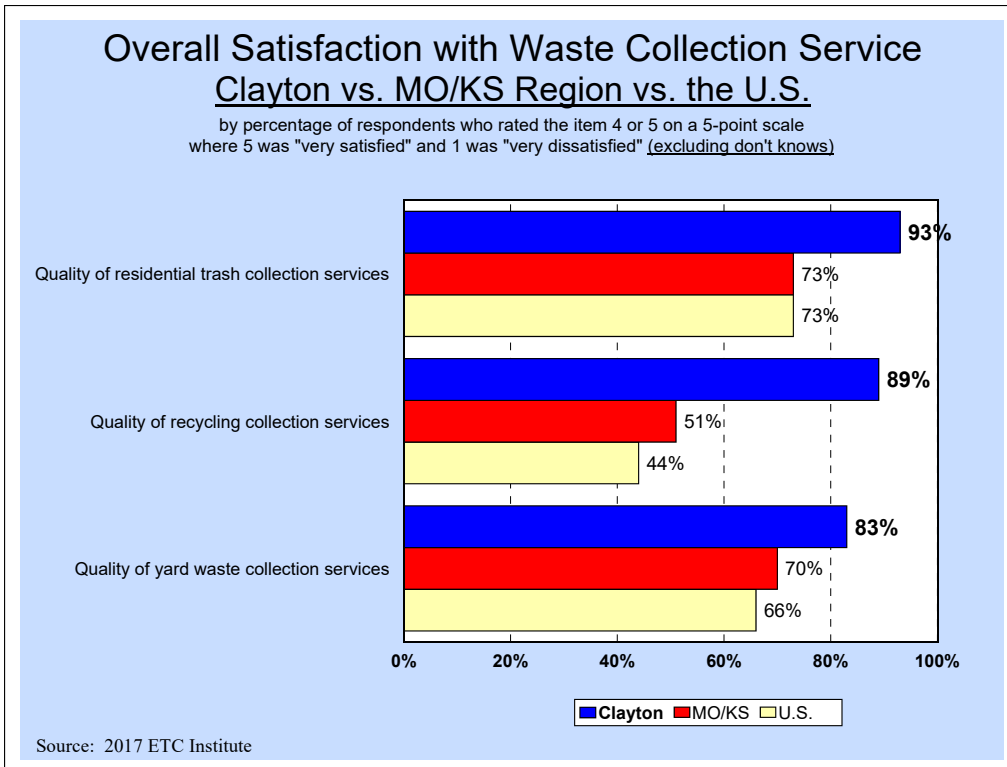
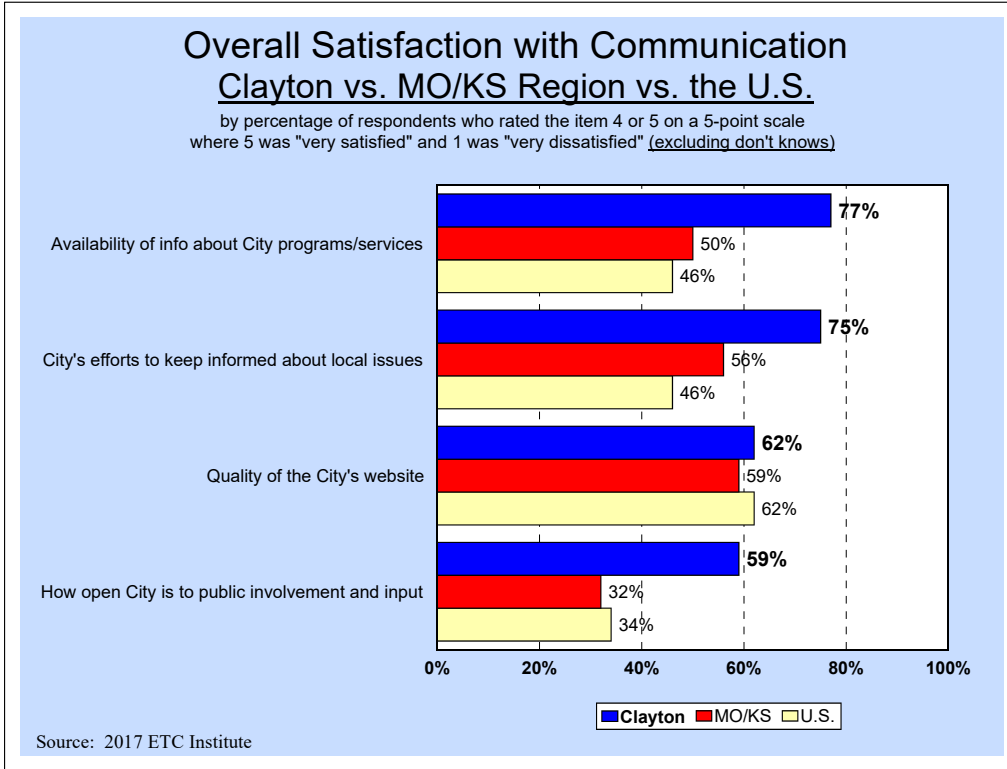
## Overall Satisfaction with Various City Services Clayton vs. MO/KS Region vs. the U.S.

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



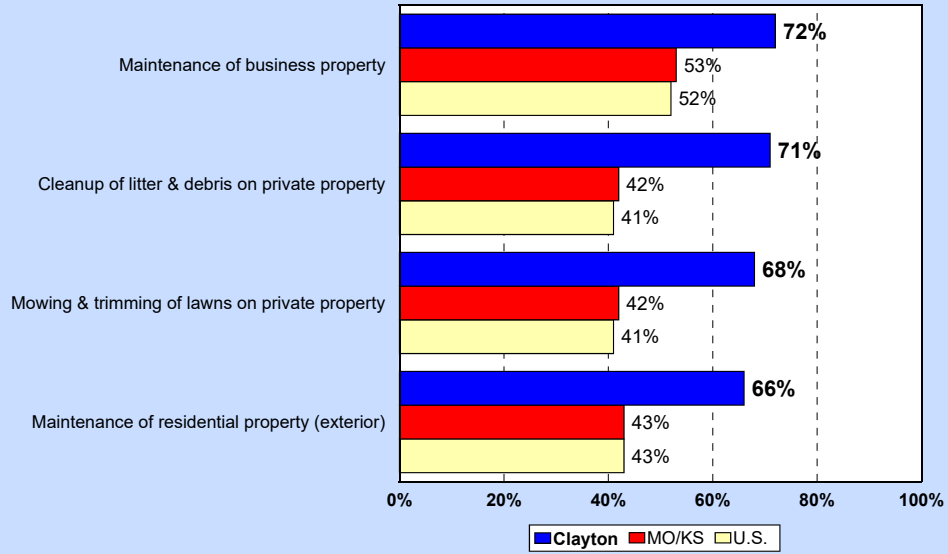






### Overall Satisfaction with Code Enforcement Clayton vs. MO/KS Region vs. the U.S.

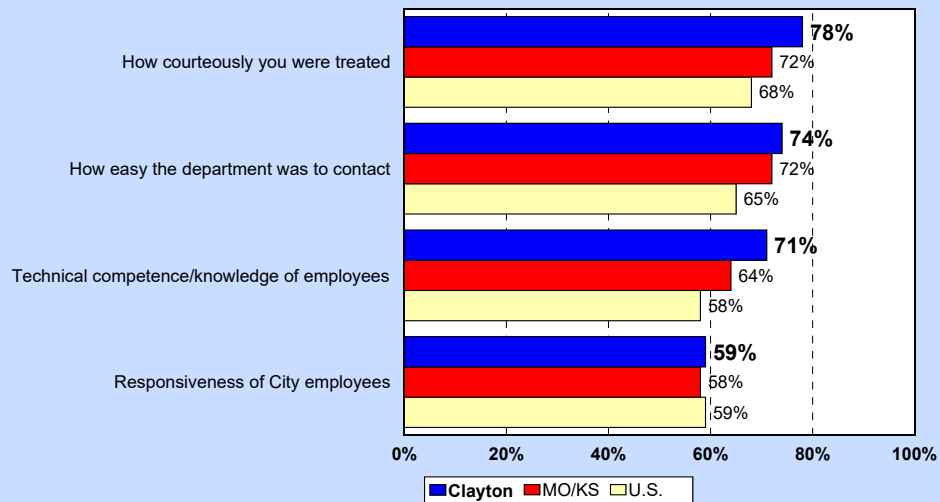
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

### Overall Satisfaction with Customer Service Clayton vs. MO/KS Region vs. the U.S.

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



Source: 2017 ETC Institute

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

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## Importance-Satisfaction Analysis

### The City of Clayton, Missouri

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#### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

#### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the City to provide. Approximately sixty-four percent (63.7%) of residents selected "flow of traffic & congestion management" as one of the most important major services to provide.



With regard to satisfaction, fifty-six percent (56%) of the residents surveyed rated their overall satisfaction with “flow of traffic & congestion management” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “flow of traffic & congestion management” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 63.7% was multiplied by 44% (1-0.56). This calculation yielded an I-S rating of 0.2803, which ranked first out of eight major City services.

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

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

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

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

The results for Clayton are provided on the following page.

<b>Importance-Satisfaction Rating</b> <b>City of Clayton, Missouri - DirectionFinder Survey</b> <b>Major Categories of City Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Flow of traffic & congestion management	64%	1	56%	8	0.2803	<b>1</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Maintenance of City streets	58%	2	69%	7	0.1789	<b>2</b>
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Enforcement of City codes & ordinances	21%	5	72%	6	0.0585	<b>3</b>
Effectiveness of City communication with citizens	16%	6	80%	4	0.0324	<b>4</b>
Quality of customer service from City employees	13%	7	77%	5	0.0290	<b>5</b>
Quality of parks & recreation programs/facilities	36%	4	95%	2	0.0178	<b>6</b>
Quality of public safety services	42%	3	96%	1	0.0169	<b>7</b>
Maintenance of City buildings/facilities	9%	8	85%	3	0.0131	<b>8</b>

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

**Satisfaction %:**

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

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<b>Importance-Satisfaction Rating</b> <b>City of Clayton, Missouri</b> <b>Public Safety Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
City's efforts to prevent crime	46%	1	79%	10	0.0956	1
Visibility of police in my neighborhood	34%	2	78%	11	0.0752	2
Visibility of police in retail areas	24%	3	69%	14	0.0738	3
Fairness of Police Department's practices	15%	6	74%	13	0.0395	4
Responsiveness of Police in enforcing traffic laws	9%	9	77%	12	0.0207	5
City's municipal court	5%	14	65%	15	0.0186	6
Competency of Clayton Police Dept	15%	5	88%	8	0.0182	7
How quickly police respond to emergencies	16%	4	91%	6	0.0148	8
Treatment of Clayton Police Dept to all citizens	14%	7	90%	7	0.0138	9
Effectiveness of fire prevention/safety programs	4%	15	82%	9	0.0077	10
How quickly Fire Department responds	8%	11	93%	5	0.0056	11
How quickly ambulance/EMS responds	8%	10	94%	3	0.0049	12
Competency of Fire Dept & ambulance service	9%	8	95%	1	0.0045	13
Quality of Clayton EMS	7%	12	94%	2	0.0044	14
Quality of Clayton Fire Department	7%	13	94%	4	0.0044	15

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

**Satisfaction %:**

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

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<b>Importance-Satisfaction Rating</b> <b>City of Clayton, Missouri</b> <b>Maintenance Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Satisfaction with residential street lighting	38%	2	71%	7	0.1099	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Adequacy of City street lighting	48%	1	82%	5	0.0859	<b>2</b>
Condition of City sidewalks	25%	6	68%	8	0.0784	<b>3</b>
Satisfaction with tree trimming/replacement	31%	4	75%	6	0.0780	<b>4</b>
Maintenance of street signs & traffic signals	32%	3	84%	3	0.0512	<b>5</b>
Maintenance of City buildings	26%	5	88%	2	0.0307	<b>6</b>
Landscaping/appearance public areas along streets	16%	8	82%	4	0.0281	<b>7</b>
Snow removal on major City streets	20%	7	90%	1	0.0203	<b>8</b>

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

**Satisfaction %:**

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

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<b>Importance-Satisfaction Rating</b> <b>City of Clayton, Missouri</b> <b>Parks and Recreation Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Number of walking & biking trails	45%	2	71%	8	0.1299	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
City's adult fitness programs	26%	3	80%	5	0.0522	<b>2</b>
Maintenance of city parks	55%	1	92%	1	0.0437	<b>3</b>
City's youth fitness programs	18%	5	79%	7	0.0372	<b>4</b>
Availability of info about parks & rec programs	19%	4	86%	3	0.0269	<b>5</b>
Quality of outdoor athletic fields	15%	7	82%	4	0.0261	<b>6</b>
Number of outdoor athletic fields	9%	8	79%	6	0.0181	<b>7</b>
How close neighborhood parks are to your home	16%	6	91%	2	0.0145	<b>8</b>

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

**Satisfaction %:**

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

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## 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.

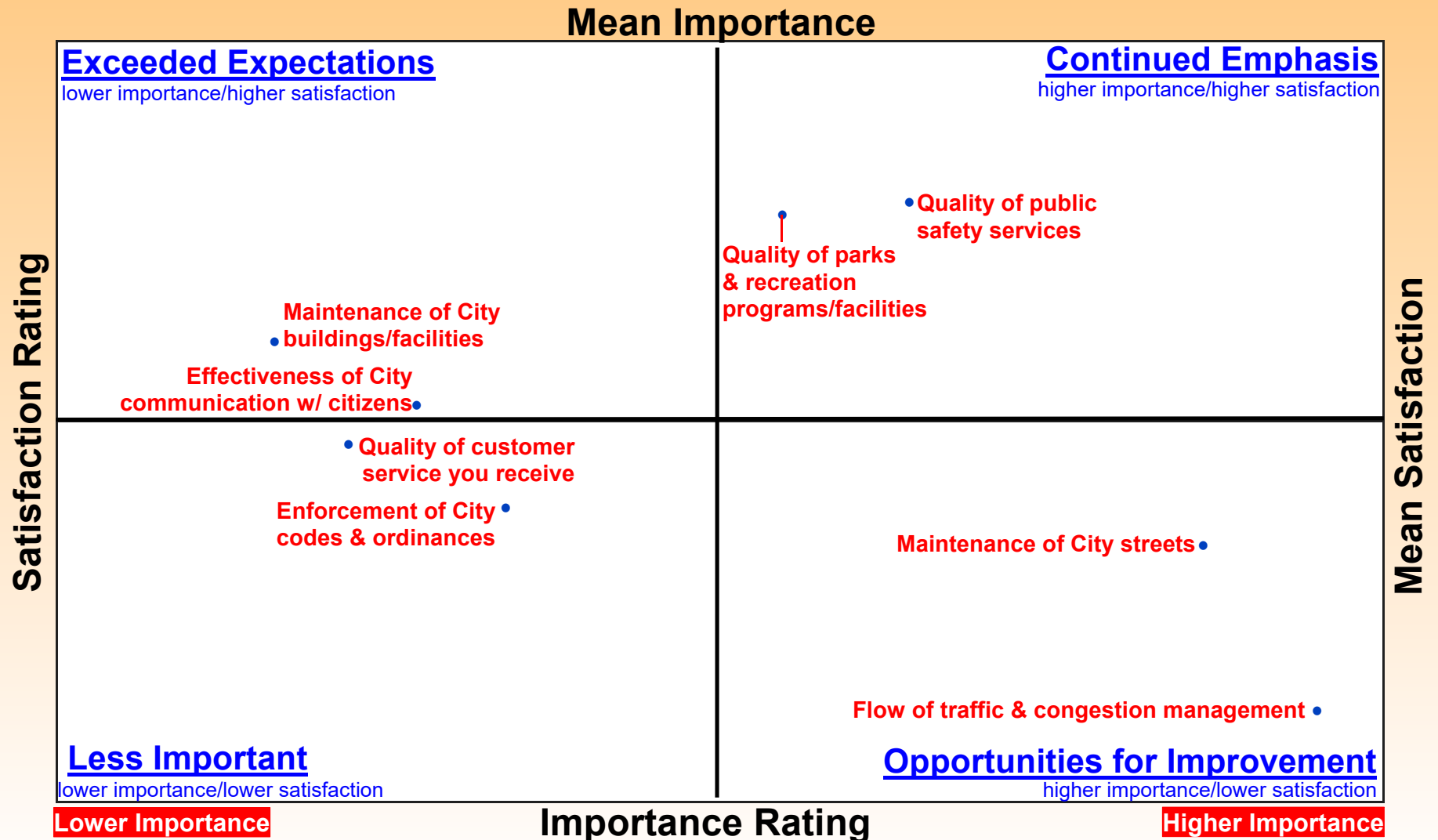
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2017 City of Clayton - DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Overall-

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

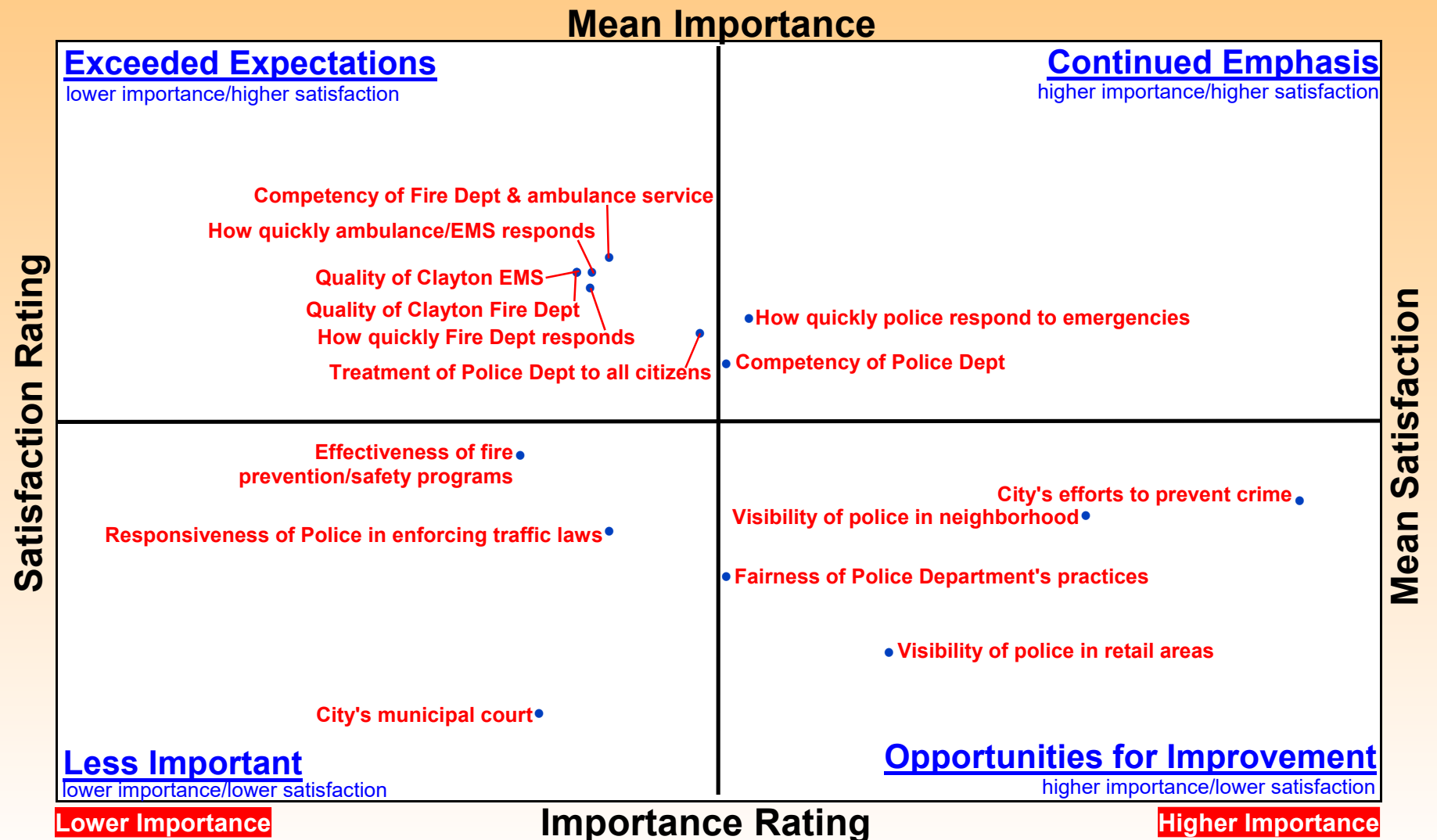


Source: ETC Institute (2017)

# 2017 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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



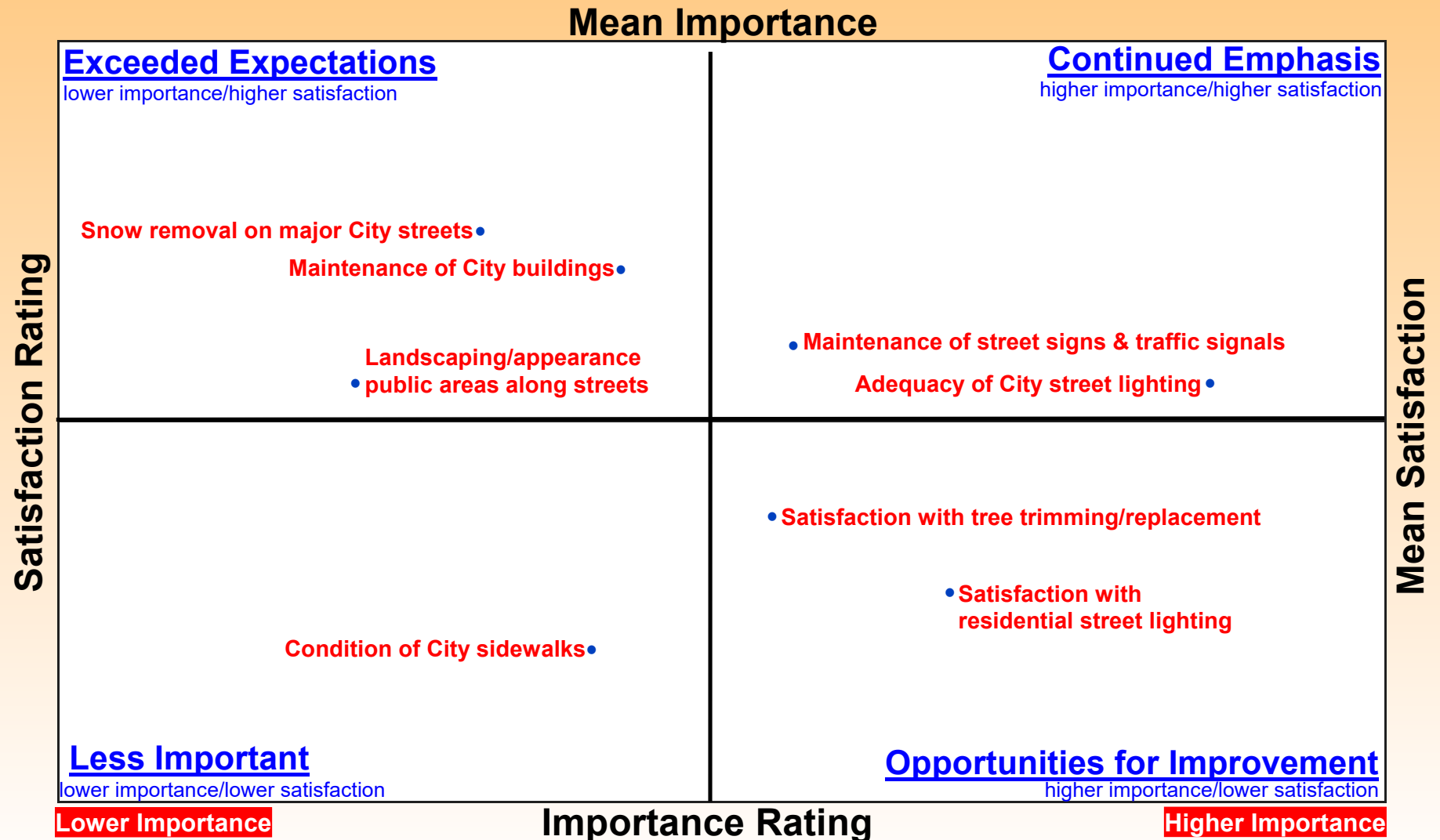
Source: ETC Institute (2017)



# 2017 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance and Public Works-

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

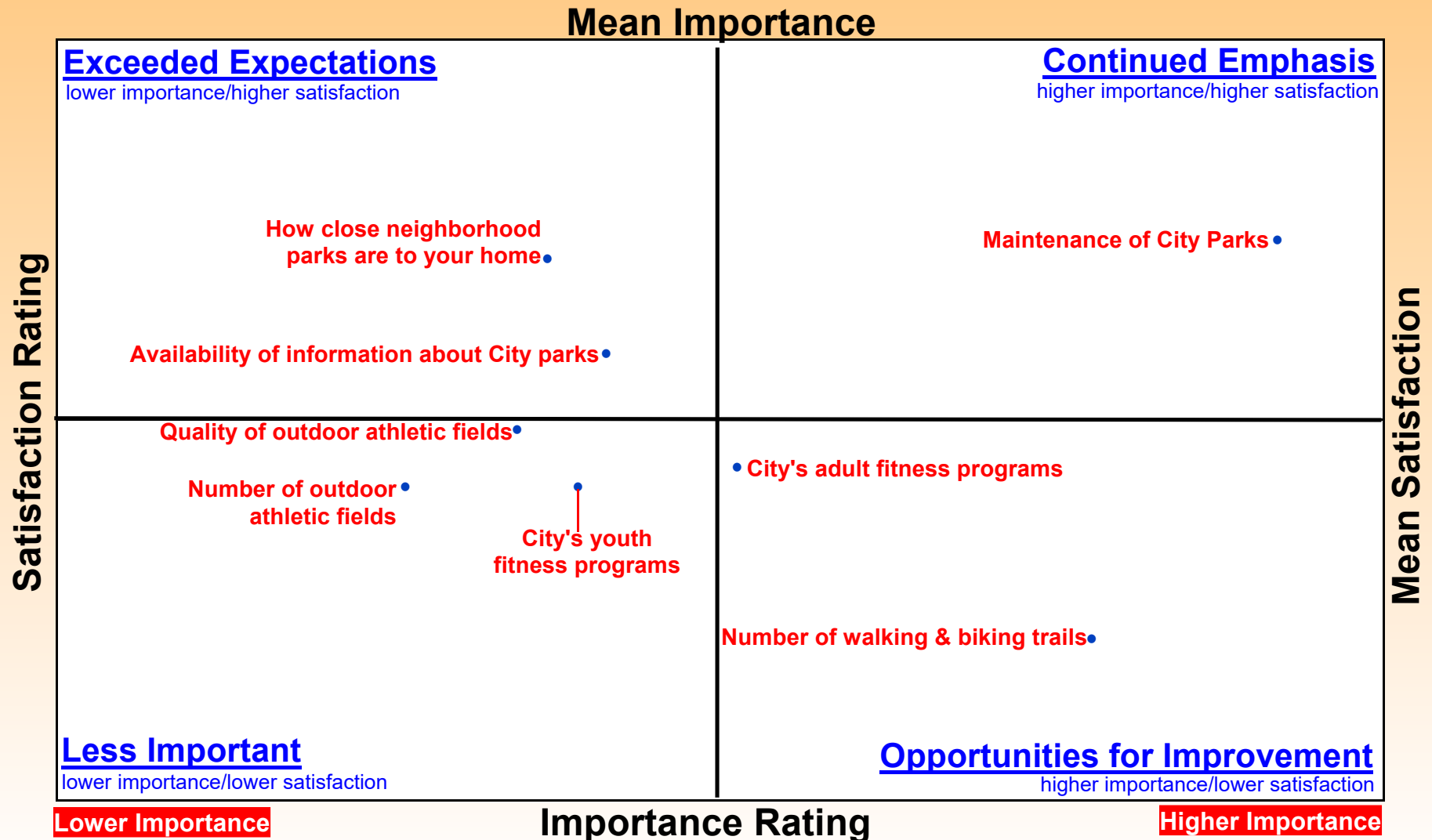


Source: ETC Institute (2017)

# 2017 City of Clayton Community Survey 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)



Source: ETC Institute (2017)

**Section 4:**  
**Tabular Data**

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

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of public safety services	61.6%	25.6%	3.5%	0.4%	0.0%	8.8%
Q1-2. Overall quality of city parks and recreation programs and facilities	54.7%	36.9%	3.8%	1.3%	0.2%	3.1%
Q1-3. Overall maintenance of city streets	29.4%	37.7%	16.8%	11.3%	2.9%	2.0%
Q1-4. Overall maintenance of city buildings/facilities	38.4%	35.8%	11.7%	0.4%	0.2%	13.5%
Q1-5. Overall enforcement of city codes and ordinances for buildings and housing	27.6%	30.7%	15.7%	5.7%	2.0%	18.3%
Q1-6. Overall quality of customer service you receive from city employees	33.1%	33.8%	15.0%	3.8%	1.3%	13.0%
Q1-7. Overall effectiveness of city communication with citizens	39.1%	35.1%	15.0%	2.9%	1.3%	6.6%
Q1-8. Overall flow of traffic and congestion management in the City	17.0%	36.4%	22.5%	15.5%	5.7%	2.9%

**WITHOUT DON'T KNOW**

**Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of public safety services	67.6%	28.1%	3.9%	0.5%	0.0%
Q1-2. Overall quality of city parks and recreation programs and facilities	56.5%	38.0%	3.9%	1.4%	0.2%
Q1-3. Overall maintenance of city streets	30.0%	38.5%	17.1%	11.5%	2.9%
Q1-4. Overall maintenance of city buildings/facilities	44.4%	41.3%	13.5%	0.5%	0.3%
Q1-5. Overall enforcement of city codes and ordinances for buildings and housing	33.8%	37.6%	19.2%	7.0%	2.4%
Q1-6. Overall quality of customer service you receive from city employees	38.1%	38.8%	17.3%	4.3%	1.5%
Q1-7. Overall effectiveness of city communication with citizens	41.8%	37.6%	16.1%	3.1%	1.4%
Q1-8. Overall flow of traffic and congestion management in the City	17.5%	37.5%	23.2%	15.9%	5.9%

**Q2. Which THREE of the above items do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q2. Most emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	100	22.1 %
Overall quality of city parks and recreation programs and facilities	34	7.5 %
Overall maintenance of city streets	81	17.9 %
Overall maintenance of city buildings/facilities	4	0.9 %
Overall enforcement of city codes and ordinances	26	5.7 %
Overall quality of customer service you receive from city employees	15	3.3 %
Overall effectiveness of city communication with citizens	8	1.8 %
Overall flow of traffic and congestion management	142	31.3 %
<u>None chosen</u>	<u>43</u>	<u>9.5 %</u>
Total	453	100.0 %

**Q2. Which THREE of the above items do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q2. 2nd emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	41	9.1 %
Overall quality of city parks and recreation programs and facilities	53	11.7 %
Overall maintenance of city streets	105	23.2 %
Overall maintenance of city buildings/facilities	18	4.0 %
Overall enforcement of city codes and ordinances	35	7.7 %
Overall quality of customer service you receive from city employees	24	5.3 %
Overall effectiveness of city communication with citizens	28	6.2 %
Overall flow of traffic and congestion management	89	19.6 %
<u>None chosen</u>	<u>60</u>	<u>13.2 %</u>
Total	453	100.0 %

**Q2. Which THREE of the above items do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q2. 3rd emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	50	11.0 %
Overall quality of city parks and recreation programs and facilities	74	16.3 %
Overall maintenance of city streets	75	16.6 %
Overall maintenance of city buildings/facilities	17	3.8 %
Overall enforcement of city codes and ordinances	34	7.5 %
Overall quality of customer service you receive from city employees	18	4.0 %
Overall effectiveness of city communication with citizens	37	8.2 %
Overall flow of traffic and congestion management	58	12.8 %
None chosen	90	19.9 %
Total	453	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the above items do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (sum of top three choices)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	191	42.2 %
Overall quality of city parks and recreation programs and facilities	161	35.5 %
Overall maintenance of city streets	261	57.6 %
Overall maintenance of city buildings/facilities	39	8.6 %
Overall enforcement of city codes and ordinances	95	21.0 %
Overall quality of customer service you receive from city employees	57	12.6 %
Overall effectiveness of city communication with citizens	73	16.1 %
Overall flow of traffic and congestion management	289	63.8 %
None chosen	43	9.5 %
Total	1209	

**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=453)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall quality of services provided by the City	48.8%	39.7%	6.0%	0.7%	0.0%	4.9%
Q3-2. Overall value that you receive for your city tax dollars and fees	34.9%	40.4%	15.7%	4.2%	1.1%	3.8%
Q3-3. Overall image of the city	60.3%	31.3%	4.0%	1.8%	0.0%	2.6%
Q3-4. How well the city is planning and managing redevelopment	23.8%	33.3%	17.9%	9.5%	7.7%	7.7%
Q3-5. Overall quality of life in the city	61.4%	32.5%	3.8%	0.9%	0.0%	1.5%
Q3-6. Overall feeling of safety in the city	54.7%	33.6%	6.0%	2.9%	0.4%	2.4%
Q3-7. Quality of new residential development in the city	26.3%	31.8%	19.9%	4.6%	3.1%	14.3%
Q3-8. Quality of new commercial development in the city	26.3%	33.3%	17.9%	6.4%	4.9%	11.3%
Q3-9. Quality of plan review and permitting services	16.8%	24.5%	19.2%	9.3%	5.1%	25.2%
Q3-10. Overall appearance of the city	41.5%	43.0%	8.2%	3.3%	0.4%	3.5%
Q3-11. Quality of special events and cultural opportunities	34.9%	40.6%	14.1%	4.4%	1.1%	4.9%
Q3-12. Quantity of special events and cultural opportunities	29.8%	39.1%	17.2%	6.2%	1.1%	6.6%
Q3-13. Recreational opportunities in the city	38.0%	42.6%	11.3%	4.2%	0.2%	3.8%



**WITHOUT DON'T KNOW**

**Q3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor". (without don't know)**

(N=453)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall quality of services provided by the City	51.3%	41.8%	6.3%	0.7%	0.0%
Q3-2. Overall value that you receive for your city tax dollars and fees	36.2%	42.0%	16.3%	4.4%	1.1%
Q3-3. Overall image of the city	61.9%	32.2%	4.1%	1.8%	0.0%
Q3-4. How well the city is planning and managing redevelopment	25.8%	36.1%	19.4%	10.3%	8.4%
Q3-5. Overall quality of life in the city	62.3%	33.0%	3.8%	0.9%	0.0%
Q3-6. Overall feeling of safety in the city	56.1%	34.4%	6.1%	2.9%	0.5%
Q3-7. Quality of new residential development in the city	30.7%	37.1%	23.2%	5.4%	3.6%
Q3-8. Quality of new commercial development in the city	29.6%	37.6%	20.1%	7.2%	5.5%
Q3-9. Quality of plan review and permitting services	22.4%	32.7%	25.7%	12.4%	6.8%
Q3-10. Overall appearance of the city	43.0%	44.6%	8.5%	3.4%	0.5%
Q3-11. Quality of special events and cultural opportunities	36.7%	42.7%	14.8%	4.6%	1.2%
Q3-12. Quantity of special events and cultural opportunities	31.9%	41.8%	18.4%	6.6%	1.2%
Q3-13. Recreational opportunities in the city	39.4%	44.3%	11.7%	4.4%	0.2%

**Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. The visibility of police in my neighborhood	33.1%	43.0%	14.1%	6.6%	0.7%	2.4%
Q4-2. The visibility of police in retail areas	21.4%	40.8%	21.6%	6.4%	0.4%	9.3%
Q4-3. The city's efforts to prevent crime	29.8%	39.7%	14.8%	3.3%	0.9%	11.5%
Q4-4. How quickly police respond to emergencies	43.5%	24.5%	6.2%	0.4%	0.0%	25.4%
Q4-5. Overall competency of Clayton Police Department	43.5%	31.3%	9.3%	0.9%	0.2%	14.8%
Q4-6. Overall treatment of citizens by the Clayton Police Department	43.7%	32.2%	6.2%	1.3%	1.3%	15.2%
Q4-7. Responsiveness of the Police Dept. in enforcing local traffic laws	28.0%	34.2%	13.0%	3.8%	1.8%	19.2%
Q4-8. Fairness of the Police Department's practices in enforcing local traffic laws	27.2%	23.4%	11.5%	4.0%	2.0%	32.0%
Q4-9. Overall quality of Clayton Fire Department	43.9%	21.6%	4.2%	0.2%	0.0%	30.0%
Q4-10. Overall quality of Clayton EMS	41.5%	19.4%	3.8%	0.0%	0.0%	35.3%
Q4-11. Effectiveness of fire prevention safety programs	26.9%	19.0%	9.7%	0.7%	0.0%	43.7%
Q4-12. How quickly Fire Department responds	38.0%	14.1%	3.8%	0.0%	0.0%	44.2%
Q4-13. How quickly ambulance/EMS responds	38.2%	14.3%	3.1%	0.2%	0.0%	44.2%
Q4-14. Overall competency of Clayton Fire Department, including ambulance service	42.2%	19.4%	3.5%	0.0%	0.0%	34.9%
Q4-15. The City's municipal court	16.3%	13.2%	13.9%	1.5%	0.4%	54.5%

**WITHOUT DON'T KNOW**

**Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. The visibility of police in my neighborhood	33.9%	44.1%	14.5%	6.8%	0.7%
Q4-2. The visibility of police in retail areas	23.6%	45.0%	23.8%	7.1%	0.5%
Q4-3. The city's efforts to prevent crime	33.7%	44.9%	16.7%	3.7%	1.0%
Q4-4. How quickly police respond to emergencies	58.3%	32.8%	8.3%	0.6%	0.0%
Q4-5. Overall competency of Clayton Police Department	51.0%	36.8%	10.9%	1.0%	0.3%
Q4-6. Overall treatment of citizens by the Clayton Police Department	51.6%	38.0%	7.3%	1.6%	1.6%
Q4-7. Responsiveness of the Police Dept. in enforcing local traffic laws	34.7%	42.3%	16.1%	4.6%	2.2%
Q4-8. Fairness of the Police Department's practices in enforcing local traffic laws	39.9%	34.4%	16.9%	5.8%	2.9%
Q4-9. Overall quality of Clayton Fire Department	62.8%	30.9%	6.0%	0.3%	0.0%
Q4-10. Overall quality of Clayton EMS	64.2%	30.0%	5.8%	0.0%	0.0%
Q4-11. Effectiveness of fire prevention safety programs	47.8%	33.7%	17.3%	1.2%	0.0%
Q4-12. How quickly Fire Department responds	68.0%	25.3%	6.7%	0.0%	0.0%
Q4-13. How quickly ambulance/EMS responds	68.4%	25.7%	5.5%	0.4%	0.0%
Q4-14. Overall competency of Clayton Fire Department, including ambulance service	64.7%	29.8%	5.4%	0.0%	0.0%
Q4-15. The City's municipal court	35.9%	29.1%	30.6%	3.4%	1.0%

**Q5. Which THREE of the public safety items listed above would you recommend receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q5. Most emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in my neighborhood	87	19.2 %
The visibility of police in retail areas	26	5.7 %
The City's efforts to prevent crime	120	26.5 %
How quickly police respond to emergencies	17	3.8 %
Overall competency of Clayton Police Dept.	26	5.7 %
Overall treatment of citizens by the Clayton Police Department	23	5.1 %
Responsiveness of the Police Dept. in enforcing local traffic laws	10	2.2 %
Fairness of the Police Department's practices in enforcing local traffic laws	25	5.5 %
Overall quality of Clayton Fire Department	1	0.2 %
Overall quality of Clayton EMS	3	0.7 %
Effectiveness of fire prevention/safety programs	2	0.4 %
How quickly Fire Department responds	4	0.9 %
How quickly ambulance/EMS responds	5	1.1 %
Overall competency of Clayton Fire Dept.	2	0.4 %
The City's municipal court	6	1.3 %
None chosen	96	21.2 %
Total	453	100.0 %

**Q5. Which THREE of the public safety items listed above would you recommend receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q5. 2nd emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in my neighborhood	47	10.4 %
The visibility of police in retail areas	42	9.3 %
The City's efforts to prevent crime	51	11.3 %
How quickly police respond to emergencies	28	6.2 %
Overall competency of Clayton Police Dept.	30	6.6 %
Overall treatment of citizens by the Clayton Police Department	22	4.9 %
Responsiveness of the Police Dept. in enforcing local traffic laws	12	2.6 %
Fairness of the Police Department's practices in enforcing local traffic laws	19	4.2 %
Overall quality of Clayton Fire Department	18	4.0 %
Overall quality of Clayton EMS	10	2.2 %
Effectiveness of fire prevention/safety programs	7	1.5 %
How quickly Fire Department responds	15	3.3 %
How quickly ambulance/EMS responds	11	2.4 %
Overall competency of Clayton Fire Dept.	21	4.6 %
The City's municipal court	9	2.0 %
None chosen	111	24.5 %
Total	453	100.0 %

**Q5. Which THREE of the public safety items listed above would you recommend receive the MOST EMPHASIS from City Leaders over the next TWO Years?**

<u>Q5. 3rd emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in my neighborhood	21	4.6 %
The visibility of police in retail areas	40	8.8 %
The City's efforts to prevent crime	35	7.7 %
How quickly police respond to emergencies	29	6.4 %
Overall competency of Clayton Police Dept.	13	2.9 %
Overall treatment of citizens by the Clayton Police Department	17	3.8 %
Responsiveness of the Police Dept. in enforcing local traffic laws	19	4.2 %
Fairness of the Police Department's practices in enforcing local traffic laws	25	5.5 %
Overall quality of Clayton Fire Department	14	3.1 %
Overall quality of Clayton EMS	20	4.4 %
Effectiveness of fire prevention/safety programs	11	2.4 %
How quickly Fire Department responds	17	3.8 %
How quickly ambulance/EMS responds	21	4.6 %
Overall competency of Clayton Fire Dept.	18	4.0 %
The City's municipal court	9	2.0 %
<u>None chosen</u>	<u>144</u>	<u>31.8 %</u>
Total	453	100.0 %

**SUM OF TOP 3 CHOICES**

**Q5. Which THREE of the public safety items listed above would you recommend receive the MOST EMPHASIS from City Leaders over the next TWO Years? (sum of top three choices)**

<u>Q5. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in my neighborhood	155	34.2 %
The visibility of police in retail areas	108	23.8 %
The City's efforts to prevent crime	206	45.5 %
How quickly police respond to emergencies	74	16.3 %
Overall competency of Clayton Police Dept.	69	15.2 %
Overall treatment of citizens by the Clayton Police Department	62	13.7 %
Responsiveness of the Police Dept. in enforcing local traffic laws	41	9.1 %
Fairness of the Police Department's practices in enforcing local traffic laws	69	15.2 %
Overall quality of Clayton Fire Department	33	7.3 %
Overall quality of Clayton EMS	33	7.3 %
Effectiveness of fire prevention/safety programs	20	4.4 %
How quickly Fire Department responds	36	7.9 %
How quickly ambulance/EMS responds	37	8.2 %
Overall competency of Clayton Fire Dept.	41	9.1 %
The City's municipal court	24	5.3 %
<u>None chosen</u>	<u>96</u>	<u>21.2 %</u>
Total	1104	

**Q6. How supportive are you of the City utilizing the following technology for public safety?**

(N=453)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive	Don't know
Q6-1. Public space cameras in your neighborhood	51.7%	23.8%	12.1%	6.4%	6.0%
Q6-2. License plate reader technology in your neighborhood	47.7%	20.1%	13.5%	8.8%	9.9%
Q6-3. Body worn cameras for Police Officers	66.4%	20.8%	4.2%	2.2%	6.4%

**WITHOUT DON'T KNOW**

**Q6. How supportive are you of the City utilizing the following technology for public safety? (without don't know)**

(N=453)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Q6-1. Public space cameras in your neighborhood	54.9%	25.4%	12.9%	6.8%
Q6-2. License plate reader technology in your neighborhood	52.9%	22.3%	15.0%	9.8%
Q6-3. Body worn cameras for Police Officers	71.0%	22.2%	4.5%	2.4%

**Q7. 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=453)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q7-1. Walking alone in your neighborhood after dark	48.3%	36.9%	7.5%	2.4%	4.9%
Q7-2. Walking alone in your neighborhood during the day	88.3%	8.2%	0.9%	0.0%	2.6%
Q7-3. Walking alone in business areas after dark	38.4%	41.3%	10.6%	1.5%	8.2%
Q7-4. Walking alone in business areas during the day	84.5%	10.6%	1.3%	0.2%	3.3%

**WITHOUT DON'T KNOW**

**Q7. 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=453)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q7-1. Walking alone in your neighborhood after dark	50.8%	38.7%	7.9%	2.6%
Q7-2. Walking alone in your neighborhood during the day	90.7%	8.4%	0.9%	0.0%
Q7-3. Walking alone in business areas after dark	41.8%	45.0%	11.5%	1.7%
Q7-4. Walking alone in business areas during the day	87.4%	11.0%	1.4%	0.2%

**Q8. During the past 12 months, were you or anyone in your household the victim of any crime in Clayton?**

Q8. During the past 12 months, were you or anyone in your household the victim of any crime in Clayton?

	Number	Percent
Yes	50	11.0 %
No	387	85.4 %
Don't know	16	3.5 %
Total	453	100.0 %

**Q8a. If "Yes", did you report these crimes to the police?**

	Number	Percent
Q8a. Did you report these crimes to the police?		
Yes	40	80.0 %
No	10	20.0 %
Total	50	100.0 %



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

Q9. During the past 12 months, have you had ANY contact with the Clayton Police Department?	Number	Percent
Yes	196	43.3 %
No	243	53.6 %
Don't know	14	3.1 %
Total	453	100.0 %

**Q9a. If "Yes", how would you rate the timeliness and contact?**

Q9a. How would you rate the timeliness and contact?	Number	Percent
Excellent	132	67.3 %
Good	45	23.0 %
Fair	10	5.1 %
Poor	6	3.1 %
Don't know	3	1.5 %
Total	196	100.0 %

**Q10. During the past 12 months, have you had ANY contact with the Clayton Fire Department?**

Q10. During the past 12 months, have you had ANY contact with the Clayton Fire Department?	Number	Percent
Yes	62	13.7 %
No	378	83.4 %
Don't know	13	2.9 %
Total	453	100.0 %

**Q10a. If "Yes", how would you rate the timeliness and contact?**

Q10a. How would you rate the timeliness and contact?	Number	Percent
Excellent	51	82.3 %
Good	10	16.1 %
Don't know	1	1.6 %
Total	62	100.0 %

**Q11. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton?**

Q11. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton?

	Number	Percent
Yes	35	7.7 %
No	401	88.5 %
Don't know	17	3.8 %
Total	453	100.0 %

**Q11a. If "Yes", how would you rate the timeliness and contact?**

Q11a. How would you rate the timeliness and contact?

	Number	Percent
Excellent	30	85.7 %
Good	2	5.7 %
Poor	2	5.7 %
Don't know	1	2.9 %
Total	35	100.0 %

**Q12. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of street signs and traffic signals	38.4%	47.0%	8.6%	2.0%	1.1%	2.9%
Q12-2. Maintenance of city buildings	31.1%	42.4%	8.8%	0.7%	0.4%	16.6%
Q12-3. Snow removal on major city streets	46.1%	40.2%	6.2%	2.0%	0.9%	4.6%
Q12-4. Adequacy of city street lighting	35.5%	44.4%	10.8%	5.5%	1.3%	2.4%
Q12-5. Condition of city sidewalks	20.3%	45.7%	17.2%	10.6%	3.5%	2.6%
Q12-6. Landscaping/appearance of public areas along city streets	39.7%	41.1%	9.7%	5.1%	2.6%	1.8%
Q12-7. Satisfaction with tree trimming/replacement program	31.6%	38.0%	13.9%	6.4%	3.5%	6.6%
Q12-8. Satisfaction with residential street lighting	29.6%	38.4%	17.7%	7.3%	3.1%	4.0%

**WITHOUT DON'T KNOW**

**Q12. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of street signs and traffic signals	39.5%	48.4%	8.9%	2.0%	1.1%
Q12-2. Maintenance of city buildings	37.3%	50.8%	10.6%	0.8%	0.5%
Q12-3. Snow removal on major city streets	48.4%	42.1%	6.5%	2.1%	0.9%
Q12-4. Adequacy of city street lighting	36.4%	45.5%	11.1%	5.7%	1.4%
Q12-5. Condition of city sidewalks	20.9%	46.9%	17.7%	10.9%	3.6%
Q12-6. Landscaping/appearance of public areas along city streets	40.4%	41.8%	9.9%	5.2%	2.7%
Q12-7. Satisfaction with tree trimming/ replacement program	33.8%	40.7%	14.9%	6.9%	3.8%
Q12-8. Satisfaction with residential street lighting	30.8%	40.0%	18.4%	7.6%	3.2%

**Q13. 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?**

Q13. Most emphasis	Number	Percent
Maintenance of street signs and traffic signals	53	11.7 %
Maintenance of city buildings	14	3.1 %
Snow removal on major city streets	33	7.3 %
Adequacy of city street lighting	42	9.3 %
Condition of city sidewalks	100	22.1 %
Landscaping/appearance of public areas along city streets	41	9.1 %
Satisfaction with tree trimming/replacement program	34	7.5 %
Satisfaction with residential street lighting	64	14.1 %
None chosen	72	15.9 %
Total	453	100.0 %

**Q13. 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?**

Q13. 2nd emphasis	Number	Percent
Maintenance of street signs and traffic signals	30	6.6 %
Maintenance of city buildings	26	5.7 %
Snow removal on major city streets	28	6.2 %
Adequacy of city street lighting	69	15.2 %
Condition of city sidewalks	61	13.5 %
Landscaping/appearance of public areas along city streets	53	11.7 %
Satisfaction with tree trimming/replacement program	39	8.6 %
Satisfaction with residential street lighting	53	11.7 %
None chosen	94	20.8 %
Total	453	100.0 %

**Q13. 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?**

Q13. 3rd emphasis	Number	Percent
Maintenance of street signs and traffic signals	33	7.3 %
Maintenance of city buildings	31	6.8 %
Snow removal on major city streets	31	6.8 %
Adequacy of city street lighting	34	7.5 %
Condition of city sidewalks	55	12.1 %
Landscaping/appearance of public areas along city streets	47	10.4 %
Satisfaction with tree trimming/replacement program	38	8.4 %
Satisfaction with residential street lighting	55	12.1 %
None chosen	129	28.5 %
Total	453	100.0 %

**SUM OF TOP 3 CHOICES**

**Q13. Which THREE of the public works items listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (sum of top two choices)**

Q13. Sum of Top 3 Choices	Number	Percent
Maintenance of street signs and traffic signals	116	25.6 %
Maintenance of city buildings	71	15.7 %
Snow removal on major city streets	92	20.3 %
Adequacy of city street lighting	145	32.0 %
Condition of city sidewalks	216	47.7 %
Landscaping/appearance of public areas along city streets	141	31.1 %
Satisfaction with tree trimming/replacement program	111	24.5 %
Satisfaction with residential street lighting	172	38.0 %
None chosen	72	15.9 %
Total	1136	

**Q14. Maintenance of City Streets: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate the services below. Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered.**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. The quality of street repair services	19.0%	42.8%	18.1%	9.9%	4.6%	5.5%
Q14-2. The quality of street cleaning services	30.2%	42.4%	14.6%	6.2%	2.0%	4.6%
Q14-3. The quality of snow removal services	38.2%	41.9%	8.4%	3.5%	0.4%	7.5%
Q14-4. The frequency of street cleaning services	27.2%	41.7%	13.7%	7.9%	2.2%	7.3%
Q14-5. The frequency of leaf collection services	24.9%	38.2%	12.4%	11.5%	2.4%	10.6%

**WITHOUT DON'T KNOW**

**Q14. Maintenance of City Streets: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate the services below. Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered. (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. The quality of street repair services	20.1%	45.3%	19.2%	10.5%	4.9%
Q14-2. The quality of street cleaning services	31.7%	44.4%	15.3%	6.5%	2.1%
Q14-3. The quality of snow removal services	41.3%	45.3%	9.1%	3.8%	0.5%
Q14-4. The frequency of street cleaning services	29.3%	45.0%	14.8%	8.6%	2.4%
Q14-5. The frequency of leaf collection services	27.9%	42.7%	13.8%	12.8%	2.7%



**Q15. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Maintenance of city parks	44.4%	42.2%	6.6%	1.1%	0.2%	5.5%
Q15-2. How close neighborhood parks are to your home	53.9%	33.3%	5.3%	3.5%	0.0%	4.0%
Q15-3. Number of walking and biking trails	32.0%	33.1%	15.5%	10.4%	1.1%	7.9%
Q15-4. Quality of outdoor athletic fields	31.6%	33.3%	12.1%	2.2%	0.2%	20.5%
Q15-5. Number of outdoor athletic fields	31.8%	31.1%	12.6%	3.5%	0.2%	20.8%
Q15-6. Availability of information about city parks and recreation programs	43.9%	34.4%	9.9%	2.9%	0.0%	8.8%
Q15-7. City's youth fitness programs	26.5%	23.4%	11.0%	2.0%	0.2%	36.9%
Q15-8. City's adult fitness programs	30.7%	31.6%	12.8%	2.0%	0.9%	22.1%

**WITHOUT DON'T KNOW**

**Q15. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Maintenance of city parks	47.0%	44.6%	7.0%	1.2%	0.2%
Q15-2. How close neighborhood parks are to your home	56.1%	34.7%	5.5%	3.7%	0.0%
Q15-3. Number of walking and biking trails	34.8%	36.0%	16.8%	11.3%	1.2%
Q15-4. Quality of outdoor athletic fields	39.7%	41.9%	15.3%	2.8%	0.3%
Q15-5. Number of outdoor athletic fields	40.1%	39.3%	15.9%	4.5%	0.3%
Q15-6. Availability of information about city parks and recreation programs	48.2%	37.8%	10.9%	3.1%	0.0%
Q15-7. City's youth fitness programs	42.0%	37.1%	17.5%	3.1%	0.3%
Q15-8. City's adult fitness programs	39.4%	40.5%	16.4%	2.5%	1.1%

**Q16. 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?**

Q16. Most emphasis	Number	Percent
Maintenance of city parks	163	36.0 %
How close neighborhood parks are to your home	18	4.0 %
Number of walking and biking trails	82	18.1 %
Quality of outdoor athletic fields	10	2.2 %
Number of outdoor athletic fields	11	2.4 %
Availability of information about city parks recreation programs	12	2.6 %
City's youth fitness programs	23	5.1 %
City's adult fitness programs	17	3.8 %
None chosen	117	25.8 %
Total	453	100.0 %

**Q16. 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?**

Q16. 2nd emphasis	Number	Percent
Maintenance of city parks	52	11.5 %
How close neighborhood parks are to your home	30	6.6 %
Number of walking and biking trails	76	16.8 %
Quality of outdoor athletic fields	30	6.6 %
Number of outdoor athletic fields	9	2.0 %
Availability of information about city parks recreation programs	34	7.5 %
City's youth fitness programs	29	6.4 %
City's adult fitness programs	47	10.4 %
None chosen	146	32.2 %
Total	453	100.0 %

**Q16. 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?**

Q16. 3rd emphasis	Number	Percent
Maintenance of city parks	32	7.1 %
How close neighborhood parks are to your home	25	5.5 %
Number of walking and biking trails	45	9.9 %
Quality of outdoor athletic fields	26	5.7 %
Number of outdoor athletic fields	19	4.2 %
Availability of information about city parks recreation programs	41	9.1 %
City's youth fitness programs	28	6.2 %
City's adult fitness programs	54	11.9 %
None chosen	183	40.4 %
Total	453	100.0 %

**SUM OF TOP 3 CHOICES**

**Q16. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years? (sum of top three choices)**

Q16. Sum of Top 3 Choices	Number	Percent
Maintenance of city parks	247	54.5 %
How close neighborhood parks are to your home	73	16.1 %
Number of walking and biking trails	203	44.8 %
Quality of outdoor athletic fields	66	14.6 %
Number of outdoor athletic fields	39	8.6 %
Availability of information about city parks recreation programs	87	19.2 %
City's youth fitness programs	80	17.7 %
City's adult fitness programs	118	26.0 %
None chosen	117	25.8 %
Total	1030	

**Q17. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?**

Q17. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?	Number	Percent
Yes	379	83.7 %
No	53	11.7 %
Don't know	21	4.6 %
Total	453	100.0 %

**Q18. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "Very Important" and 1 means "Not Important".**

(N=453)

	Very important	Important	Neutral	Not important	Don't know
Q18-1. Your feeling of safety in city parks	80.1%	14.6%	1.1%	0.2%	4.0%
Q18-2. Green space (park) expansion	56.1%	23.4%	13.7%	3.3%	3.5%
Q18-3. Hanley House preservation	17.4%	22.1%	29.6%	13.7%	17.2%
Q18-4. Neighborhood park improvements	43.3%	40.0%	9.7%	1.3%	5.7%
Q18-5. Playground improvements	33.6%	34.0%	19.6%	4.4%	8.4%
Q18-6. Park maintenance	64.2%	28.9%	2.4%	0.4%	4.0%

**WITHOUT DON'T KNOW**

**Q18. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "Very Important" and 1 means "Not Important". (without don't know)**

(N=453)

	Very important	Important	Neutral	Not important
Q18-1. Your feeling of safety in city parks	83.4%	15.2%	1.1%	0.2%
Q18-2. Green space (park) expansion	58.1%	24.3%	14.2%	3.4%
Q18-3. Hanley House preservation	21.1%	26.7%	35.7%	16.5%
Q18-4. Neighborhood park improvements	45.9%	42.4%	10.3%	1.4%
Q18-5. Playground improvements	36.6%	37.1%	21.4%	4.8%
Q18-6. Park maintenance	66.9%	30.1%	2.5%	0.5%

**Q19. Please choose three of the priorities in Question 18 that are of highest priority for you and your family.**

<u>Q19. Highest priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in city parks	208	45.9 %
Green space (park) expansion	66	14.6 %
Hanley House preservation	7	1.5 %
Neighborhood park improvements	40	8.8 %
Playground equipment	10	2.2 %
Park maintenance	49	10.8 %
None chosen	73	16.1 %
Total	453	100.0 %

**Q19. Please choose three of the priorities in Question 18 that are of highest priority for you and your family.**

<u>Q19. 2nd priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in city parks	49	10.8 %
Green space (park) expansion	81	17.9 %
Hanley House preservation	15	3.3 %
Neighborhood park improvements	82	18.1 %
Playground equipment	32	7.1 %
Park maintenance	105	23.2 %
None chosen	89	19.6 %
Total	453	100.0 %

**Q19. Please choose three of the priorities in Question 18 that are of highest priority for you and your family.**

<u>Q19. 3rd priority</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in city parks	24	5.3 %
Green space (park) expansion	38	8.4 %
Hanley House preservation	13	2.9 %
Neighborhood park improvements	95	21.0 %
Playground equipment	52	11.5 %
Park maintenance	111	24.5 %
None chosen	120	26.5 %
Total	453	100.0 %

**SUM OF TOP 3 CHOICES**

**Q19. Please choose three of the priorities in Question 18 that are of highest priority for you and your family. (sum of top three choices)**

Q19. Sum of Top 3 Choices	Number	Percent
Your feeling of safety in city parks	281	62.0 %
Green space (park) expansion	185	40.8 %
Hanley House preservation	35	7.7 %
Neighborhood park improvements	217	47.9 %
Playground equipment	94	20.8 %
Park maintenance	265	58.5 %
None chosen	73	16.1 %
Total	1150	

**Q20. Please check ALL of the City Programs for residents 55 and over that you have heard of.**

(N=453)

	Yes	No
Q20. Senior rates at recreation facilities	45.7%	54.3%
Q20. More physical fitness opportunities	43.7%	56.3%
Q20. Battery checks for smoke detectors	9.9%	90.1%
Q20. Injury prevention assessment of home	4.2%	95.8%
Q20. Prescription drug disposal	33.3%	66.7%

**Q21. How supportive are you of the City providing the following programs for residents 55 and over? Rate each item on a scale of 1 to 5 where 5 means "Very Supportive" and 1 means "Not at All Supportive".**

(N=453)

	Very supportive	Somewhat supportive	Supportive	Not supportive	Not at all supportive	Don't know
Q21-1. Programs to reduce the risk of depression	41.1%	16.6%	19.6%	6.0%	3.3%	13.5%
Q21-2. More physical fitness opportunities	52.5%	16.6%	15.7%	2.0%	1.8%	11.5%
Q21-3. Subsidized public transportation	37.5%	15.0%	16.6%	11.5%	4.9%	14.6%
Q21-4. Regular social event	29.1%	20.1%	25.6%	6.6%	2.9%	15.7%
Q21-5. A page on the City's website with enhanced information about senior services	42.8%	21.2%	21.4%	1.3%	1.1%	12.1%

**WITHOUT DON'T KNOW**

**Q21. How supportive are you of the City providing the following programs for residents 55 and over? Rate each item on a scale of 1 to 5 where 5 means "Very Supportive" and 1 means "Not at All Supportive". (without don't know)**

(N=453)

	Very supportive	Somewhat supportive	Supportive	Not supportive	Not at all supportive
Q21-1. Programs to reduce the risk of depression	47.4%	19.1%	22.7%	6.9%	3.8%
Q21-2. More physical fitness opportunities	59.4%	18.7%	17.7%	2.2%	2.0%
Q21-3. Subsidized public transportation	43.9%	17.6%	19.4%	13.4%	5.7%
Q21-4. Regular social event	34.6%	23.8%	30.4%	7.9%	3.4%
Q21-5. A page on the City's website with enhanced information about senior services	48.7%	24.1%	24.4%	1.5%	1.3%



**Q22. City Communication: For each of the items listed below, please rate how often you use each one.**

(N=453)

	Often	4	3	2	Never	Don't know
Q22-1. The City website, www.claytonmo.gov	10.8%	15.0%	31.3%	24.3%	15.9%	2.6%
Q22-2. CityViews newsletter	29.1%	20.3%	20.5%	13.9%	13.2%	2.9%
Q22-3. Parks and Recreation guide	21.6%	24.5%	23.6%	14.8%	12.8%	2.6%
Q22-4. E-communications	19.9%	11.9%	13.9%	13.9%	37.5%	2.9%
Q22-5. Facebook	2.9%	4.4%	6.4%	8.8%	73.5%	4.0%
Q22-6. Twitter	1.1%	0.9%	3.8%	4.6%	85.4%	4.2%

**WITHOUT DON'T KNOW**

**Q22. City Communication: For each of the items listed below, please rate how often you use each one. (without don't know)**

(N=453)

	Often	4	3	2	Never
Q22-1. The City website, www.claytonmo.gov	11.1%	15.4%	32.2%	24.9%	16.3%
Q22-2. CityViews newsletter	30.0%	20.9%	21.1%	14.3%	13.6%
Q22-3. Parks and Recreation guide	22.2%	25.2%	24.3%	15.2%	13.2%
Q22-4. E-communications	20.5%	12.3%	14.3%	14.3%	38.6%
Q22-5. Facebook	3.0%	4.6%	6.7%	9.2%	76.6%
Q22-6. Twitter	1.2%	0.9%	3.9%	4.8%	89.2%

**Q22. How effective you feel it is in keeping you informed about City services, programs, and projects.**

(N=453)

	Effective	4	3	2	Ineffective
Q22-1. The City website, www.claytonmo.gov	29.1%	34.4%	24.7%	7.6%	4.1%
Q22-2. CityViews newsletter	40.1%	32.6%	17.8%	5.0%	4.5%
Q22-3. Parks and Recreation guide	40.1%	36.0%	16.2%	4.4%	3.2%
Q22-4. E-communications	33.3%	22.5%	19.9%	9.8%	14.5%
Q22-5. Facebook	12.9%	11.9%	21.1%	12.4%	41.8%
Q22-6. Twitter	4.4%	8.8%	17.1%	12.7%	56.9%

**WITHOUT DON'T KNOW****Q22. How effective you feel it is in keeping you informed about City services, programs, and projects. (without don't know)**

(N=453)

	Effective	4	3	2	Ineffective
Q22-1. The City website, www.claytonmo.gov	29.1%	34.4%	24.7%	7.6%	4.1%
Q22-2. CityViews newsletter	40.1%	32.6%	17.8%	5.0%	4.5%
Q22-3. Parks and Recreation guide	40.1%	36.0%	16.2%	4.4%	3.2%
Q22-4. E-communications	33.3%	22.5%	19.9%	9.8%	14.5%
Q22-5. Facebook	12.9%	11.9%	21.1%	12.4%	41.8%
Q22-6. Twitter	4.4%	8.8%	17.1%	12.7%	56.9%

**Q23. Are you aware of the City's new mobile PassportParking App to pay for parking in Clayton?**

Q23. Are you aware of the City's new mobile PassportParking App to pay for parking in Clayton?

	Number	Percent
Yes	313	69.1 %
No	101	22.3 %
Don't know	39	8.6 %
Total	453	100.0 %

**Q24. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. The availability of information about city programs and services	24.5%	45.9%	17.9%	3.5%	0.4%	7.7%
Q24-2. City's efforts to keep you informed about local issues	23.0%	46.4%	16.8%	5.5%	1.3%	7.1%
Q24-3. How open the City is to public involvement and input from residents	19.9%	31.6%	24.3%	7.9%	3.1%	13.2%
Q24-4. The quality of the City's website	16.1%	33.3%	25.8%	4.2%	0.0%	20.5%
Q24-5. How well the City communicates notices of public meetings	15.7%	34.7%	27.6%	7.7%	2.2%	12.1%
Q24-6. How well the City's communication meets your needs	17.4%	39.7%	25.8%	4.2%	2.2%	10.6%

**WITHOUT DON'T KNOW**

**Q24. City Communications:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. The availability of information about city programs and services	26.6%	49.8%	19.4%	3.8%	0.5%
Q24-2. City's efforts to keep you informed about local issues	24.7%	49.9%	18.1%	5.9%	1.4%
Q24-3. How open the City is to public involvement and input from residents	22.9%	36.4%	28.0%	9.2%	3.6%
Q24-4. The quality of the City's website	20.3%	41.9%	32.5%	5.3%	0.0%
Q24-5. How well the City communicates notices of public meetings	17.8%	39.4%	31.4%	8.8%	2.5%
Q24-6. How well the City's communication meets your needs	19.5%	44.4%	28.9%	4.7%	2.5%

**Q25. Please check the top five ways you get your information about local programs, events & news.**

(N=453)

	Yes	No
Q25-1. Neighborhood event/meeting	21.6%	78.4%
Q25-2. Coffee shop	11.3%	88.7%
Q25-3. Places of worship	4.0%	96.0%
Q25-4. School playground	6.4%	93.6%
Q25-5. City newsletter	81.2%	18.8%
Q25-6. City website	46.1%	53.9%
Q25-7. Flyers/posters	39.3%	60.7%
Q25-8. From friends & neighbors	54.5%	45.5%
Q25-9. Newspaper	34.7%	65.3%
Q25-10. Television	17.4%	82.6%
Q25-11. Twitter	2.4%	97.6%
Q25-12. Facebook	13.0%	87.0%
Q25-13. Radio	13.5%	86.5%
Q25-14. Videos	0.2%	99.8%
Q25-15. Podcasts	0.0%	100.0%
Q25-16. Other	7.3%	92.7%

**Q25. Other:**

Q25-16. Define other	Number	Percent
Internet News	1	3.0 %
Bars and Restaurants	1	3.0 %
Clayton Center	1	3.0 %
Email	2	6.1 %
Banners hung in shaw park	1	3.0 %
Texts	1	3.0 %
City emails, e.g Clayton Connection and Center of Clayton email	1	3.0 %
Former sign at corner of Shaw Park	1	3.0 %
NEXT DOOR APP	1	3.0 %
STLTODAY.COM	1	3.0 %
CFF	1	3.0 %
ELECTED PEOPLE	1	3.0 %
SUBD TRUSTEES AND ALDERMAN	1	3.0 %
COMPUTER NEWS	1	3.0 %
EMAIL	1	3.0 %
E-COMMUNICATION	1	3.0 %
PHONE	1	3.0 %
Nextdoor	1	3.0 %
Park & rec guide	1	3.0 %
Nextdoor Moorlands website	1	3.0 %
Nextdoor app	1	3.0 %
Center of Clayton	1	3.0 %
internet news	1	3.0 %
ALEX BENGER	1	3.0 %
LAWN SIGN	1	3.0 %
us mail to residents	1	3.0 %
email blast	1	3.0 %
CLAYTON CONNECTION	1	3.0 %
Clayton ap and Nextdoor ap	1	3.0 %
police phone alerts	1	3.0 %
e-mail from city	1	3.0 %
Total	33	100.0 %

**Q26. How satisfied are you with culture, dining and shopping in Clayton?**

Q26. How satisfied are you with culture, dining, and shopping in Clayton?	Number	Percent
Very satisfied	191	42.2 %
Satisfied	184	40.6 %
Neutral	39	8.6 %
Dissatisfied	13	2.9 %
Very dissatisfied	3	0.7 %
Don't know	23	5.1 %
Total	453	100.0 %

**Q27. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27-1. Quality of residential trash collection services	56.3%	28.0%	3.8%	2.2%	1.1%	8.6%
Q27-2. Quality of recycling collection services	54.5%	27.4%	4.9%	4.4%	1.8%	7.1%
Q27-3. Quality of yard waste collection services	45.3%	23.0%	7.7%	4.9%	1.1%	18.1%

**WITHOUT DON'T KNOW**

**Q27. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Quality of residential trash collection services	61.6%	30.7%	4.1%	2.4%	1.2%
Q27-2. Quality of recycling collection services	58.7%	29.5%	5.2%	4.8%	1.9%
Q27-3. Quality of yard waste collection services	55.3%	28.0%	9.4%	5.9%	1.3%

**Q28. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Enforcing the cleanup of litter and debris on private property	19.0%	33.1%	13.2%	5.1%	3.5%	26.0%
Q28-2. Enforcing the mowing and trimming of lawns on private party	18.8%	31.6%	15.0%	5.5%	3.1%	26.0%
Q28-3. Enforcing the maintenance of residential property	19.4%	29.8%	15.9%	6.4%	2.9%	25.6%
Q28-4. Enforcing the maintenance of business property	19.0%	31.8%	15.9%	3.3%	1.1%	28.9%
Q28-5. Enforcing codes designed to protect public safety	20.5%	31.8%	13.2%	2.0%	1.8%	30.7%

**WITHOUT DON'T KNOW**

**Q28. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied". (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Enforcing the cleanup of litter and debris on private property	25.7%	44.8%	17.9%	6.9%	4.8%
Q28-2. Enforcing the mowing and trimming of lawns on private party	25.4%	42.7%	20.3%	7.5%	4.2%
Q28-3. Enforcing the maintenance of residential property	26.1%	40.1%	21.4%	8.6%	3.9%
Q28-4. Enforcing the maintenance of business property	26.7%	44.7%	22.4%	4.7%	1.6%
Q28-5. Enforcing codes designed to protect public safety	29.6%	45.9%	19.1%	2.9%	2.5%



**Q29. Over the last year have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?**

Q29. Over the last year, have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

	Number	Percent
Yes	47	10.4 %
No	397	87.6 %
Don't know	9	2.0 %
Total	453	100.0 %

**Q29a. Which of the categories in Question 28 were you calling to report?**

(N=47)

	Yes	No
Q29a-1. Enforcing the cleanup of litter and debris on private property	31.9%	68.1%
Q29a-2. Enforcing the mowing and trimming of lawns on private property	14.9%	85.1%
Q29a-3. Enforcing the maintenance of residential property	34.0%	66.0%
Q29a-4. Enforcing the maintenance of business property	8.5%	91.5%
Q29a-5. Enforcing codes designed to protect public safety	29.8%	70.2%

**Q30. Have you applied for any planning and development permits?**

Q30. Have you applied for any planning and development permits?	Number	Percent
Yes	88	19.4 %
No	302	66.7 %
Don't know	63	13.9 %
Total	453	100.0 %

**Q31. Planning and Development Process: Please rate your overall satisfaction of the City's planning and development process.**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q31-1. Standards and quality of development	12.8%	25.6%	15.5%	5.5%	3.8%	36.9%
Q31-2. Overall planning and development process	11.3%	21.4%	17.7%	7.5%	5.1%	37.1%
Q31-3. Rigor of technical review and reporting by staff of development applications	11.3%	16.1%	15.9%	7.1%	3.1%	46.6%
Q31-4. Plan Commission and Architectural Review Board decision process	9.7%	16.3%	14.3%	9.5%	5.5%	44.6%
Q31-5. Board of Alderman decision process	9.7%	13.5%	16.8%	6.2%	6.4%	47.5%
Q31-6. Access to information about current and proposed projects	10.6%	23.4%	17.7%	7.7%	4.4%	36.2%
Q31-7. Ability to participate in development process as a citizen	10.6%	18.5%	17.4%	6.6%	6.6%	40.2%

**WITHOUT DON'T KNOW****Q31. Planning and Development Process: Please rate your overall satisfaction of the City's planning and development process. (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q31-1. Standards and quality of development	20.3%	40.6%	24.5%	8.7%	5.9%
Q31-2. Overall planning and development process	17.9%	34.0%	28.1%	11.9%	8.1%
Q31-3. Rigor of technical review and reporting by staff of development applications	21.1%	30.2%	29.8%	13.2%	5.8%
Q31-4. Plan Commission and Architectural Review Board decision process	17.5%	29.5%	25.9%	17.1%	10.0%
Q31-5. Board of Alderman decision process	18.5%	25.6%	31.9%	11.8%	12.2%
Q31-6. Access to information about current and proposed projects	16.6%	36.7%	27.7%	12.1%	6.9%
Q31-7. Ability to participate in development process as a citizen	17.7%	31.0%	29.2%	11.1%	11.1%

**Q32. If you answered "Dissatisfied" or "Very Dissatisfied" for items 1-5 of Question 31, please explain:**

If you answered 'Dissatisfied' or 'Very

1. Encroachment or elimination of Green Space: Is the City Gov. thinking long term when they eliminate more and more Green Space. 2. Pleased to see Clayton growing, and concerned re. so many new high rises and worried about traffic, parking and what happens if/when economy shifts. 3. I would participate/attend meetings but it seems decisions are made before the meetings and before citizens are notified-Green Space, proposed changes to Brentwood adding a center lane like Wydown. Brentwood is too busy to lose any lanes.

6 ONTHS TO GET BASIC RENOVATION PAST ARB

a lot of people complained about centene and they were disregarded especially the traffic congestion. the project is not right, it was poorly responded process over development presenting serious traffic problems

About 8-10 years ago our neighbors had project that was greenlighted by the city of Clayton that violated NUMEROUS city codes. This terrible experience has unfortunately stuck with us and we are extremely wary of the City's planning & development office's practices. In short, we expect the city to adhere to their own codes and protect our neighborhoods.

ALL HAPPENED OVER 10 YRS AGO

ALLOWING DEVELOPERS TO CHANGE THE CITY PLAN, CITIZEN ARE NOT TAKEN SERIOUSLY

ARAB CAB BE INCONSITANT WITH WHAT THEY ALLOW

arb needs to be permissive of modern architecture resi and commercial

AS LONG AS THEY DON'T WITCH ON CRESCENT DR DECISION

BOA HAS AN AGENDA THAT IS PURELY EGO DRIVEN, BOA AND STAFF DO NOT UNDERSTAND HOW TO RUN A BUSINESS AND BALANCE A BUDGET

BUILDING A HOME IN CLAYTON IS A NIGHTMARE DUE TO HOW DIFFICULT IT IS TO GET PERMITS

buildings are too tall.

Centene is going to be a disaster for quality of residential live in Clayton

CENTENE DEALT PROCESS WAS OBSCENE

CENTENE DEVELOPMENT SHOULD HAVE GONE UP FOR A VOTE

CENTENE PROCESS, TOO MUCH SUBSIDY, TO O MANY APTS, LACK OF THOUGH FOR 2025 AND BEYOND

CENTENE PROJECT

CENTENE PROJECT DID NOT GE ENOUGH INPUT FROM CITIZENS

CENTENE PROJECT RAILROAD, \$15 M TAX BREAK FOR NO GOOD REASON

Centene tax abatement. Centene had already purchased building.

CENTER, ALDERMAN DON'T KNOW IT IS A NON-BUSINESS

Centere project was not fairly approved. was not voted on.

Citizen input limited & citizen comments don't matter.

City did not represent all residents equally and fairly in a dispute.

CITY GAVE AWAY TAX MONEY FOR CENTENE DVELOPMENT

city gives too much in tax abatements to developers

city hall does not respect residents

CITY NOT REALLY INTERESTED IN PUBLIC ENJOYMENT DEPENDING ON PROJECT

CITY TOO WILLING TO APPROVE PROGRAMS HARMFUL TO RESIDENTS FOR NEW FONTBONNE PARKING LOT

Clayshire needs a sidewalk. Process guarantees that it will never be rated high enough to happen.

CLAYTON IS GETTING VERY OVERDEVELOPED, HOUSING, APTS, AND CONDO, PARKING AND HIGH RISES, I DON'T FEEL I HAD INPUT

CLAYTON PLAY GAMES WITH REVIEW PROCESS FOR COMMERCIAL DEVELOPMENT

DISSATISFIED WITH CENTENE DECISION.

EXPANSION OF ICE SKATING RINK-THIS SHOULD NOT HAPPEN.

Feel Centene development/process/expansion pushed through

I AM CONCERNED ABOUT SIDEWALKS SETBACK OF THE NEW RESIDENTIAL DEVELOPMENT AT THE CORNER OF GAY

AND MARYLAND AND POSSIBLE NEW TRAFFIC

I am concerned about the high level of recent development in Clayton, which adds to the difficulties in finding parking for those of us who both live and work in Clayton. This includes the new construction on Hanley, near the Ritz Hotel, as well as the very large residential condo/mixed use building near the Center of Clayton. I am not certain what is going to happen to the empty lot at the corner of Brentwood Blvd and

Westmoreland Drive (Old Town Clayton). There was discussion in the neighborhood about developers wanting to put a condo building on the corner of that otherwise residential street; this would concern us, as we live in that part of town and consider its residential quality to be one of its charms. Right now, I am not sure where else Clayton could expand - there doesn't appear to be any more development land left. I work in

Clayton, also, and think that there are enough high-rise buildings already. Customers/users who come to my place of business complain regularly about the lack of parking and the difficulty of parking. Relative to question 33, below, I am not willing to support any more tax increment financing for new construction - that is why I am not checking the boxes for any of the choices below.

I AM IMPRESSED WITH THE MAYOR AND BOARD OF ALDERMAN

**Q32. If you answered "Dissatisfied" or "Very Dissatisfied" for items 1-5 of Question 31, please explain:**

If you answered 'Dissatisfied' or 'Very

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I believe that the Centene project was a 'done deal" before it went through the review process.  
 I'd like to be encouraged to have a voice in our youth recreation to submit ideas and comments.  
 I do not feel that the City is in touch with their residents and that the city does not treat small developers in the same manor as large ones.  
 I DON'T KNOW WHAT ALL NEW BIG BLDS ARE AND WOULD LIKE TO  
 i don't know how to participate as a citizen  
 I DON'T THINK OR TRUST THAT THERE IS TRANSPARENCY (WHY IS THIS ONE OF THE ONLY yES OR nO QUESTIONS? YOU SHOULD HAVE A SCALE  
 I HAVE BEEN TO MULTIPLE ABR MEETINGS I FEEL THAT THEY BASE THINGS ON THEIR OWN OPINIONS RATHER THAN THE GOOD OF THE COMMUNITY  
 i have not received information about development projects  
 I OBJECT TO THE USE OF TIFS AND OTHER TAX/PUBLIC INCENTIVES  
 I think it's hard to find unbiased info about proposed projects.  
 I think the City did a poor job on the Centene project. They received lots of input from the residents and then wound up giving Centene almost anything it asked for. I attended every hearing and was disappointed by how the City Plan Commission and the Board of Alderman rolled over. This development could have been a lot nicer had the City exercised its leverage.  
 I think the city should assign a representative to help with applications & walk through the process. Not allow a submitter, then reject 2 weeks later. Be more service oriented. Smile & welcome everyone that walks into city hall, not look at them as though they are a bother.  
 I've been 'victim" of neighbor's bad landscaping that caused my basement to flood. Was told by city it was global warming.  
 INDECISIVENESS OF BOARD OF ALDERMAN IN THE BEAUTIFICATION GRANT FOR BRENTWOOD BLVD  
 IT SEEMS THAT THE PROPOSED WYDOWN AND HANLEY DEVELOPMENT WAS KEPT AS A SECRET AND NOT PUBLICIZED IN ADVANCE. INFO WAS DIFFICULT TO GET  
 IT TAKES TOO LONG TO OBTAIN A BUILDING PERMIT.  
 landscape requirements for new residence is awful  
 MAYOR USED BAD JUDGEMENT IN ADDRESSING ALDERMAN BEFORE THEIR VOTE ON OLD SCHNUCKS AT CLAYTON HANLEY. CITY HAS VERY POOR ABILITY TO GET ANYTHING APPROVED HERE.  
 Members of the Architectural review board seem to be in cahoots with developers of major projects. Rarely seem to ask questions. Centene project does not follow Clayton plan for development. Citizens are asked for input but appears that few on the boards actually pay attention to their opinions.  
 new multi family apartments have cheap look  
 NOT HAPPY  
 out new development business and residential are very uninspiring, they all look the same and have become boring, too big lack of creativity lack of windows  
 OVER 10 YRS AGO DECISION ON VARIANCE MADE NO SENSE  
 Passing commercial project with TIFF package. Then increasing of my residential property tax. I shouldn't have to support commercial development and the impact on the city's infrastructure and traffic congestion.  
 permit process is too slow, burdensome  
 PLANNING SHOULD FOLLOW ZONING LAWS FOR PROJECT APPROVAL  
 PLEASE PLEASE PAY ATTENTION TO THE CITY'S LAND USE PLAN  
 Poor work on North Bemiston resurfacing. Blocked our drain! Centene development needed more public input. Traffic already nightmare.  
 PROCESS IS TOO LONG FOR BASIC REMODELING, KITCHEN, BATHS, MUCH MUCH SLOWER THAN NEIGHBORING CITIES  
 Process is too lengthy and burdensome. Aldermanic decisions are not always based on the data provided but rather based on personal opinion.  
 Rare to receive advanced notice of plans  
 RESIDENTIAL INSPECTION TAKES WAY TOO LONG.  
 RESIDENTS SHOULD VOTE ON LARGE PROJECTS AND NOT PROVIDE FINANCIAL INCENTIVES ESPECIALLY CENTENE  
 rezone permits are terribly difficult to get.  
 staff could do a much better job developing standards in residential areas.  
 Takes too long  
 THE ARB & ALDERMAN HOLD HEARINGS, LISTEN TO CITIZENS BUT NEVER ADDRESS THE ISSUES BROUGHT TO THEM. NO QUESTIONS ARE ALLOWED  
 The Architectural Review Board seem to be amateurs at their jobs for the City. They need to step it up as the city Of Ladue does with Licensed MO Architects present. They have approved projects without the same level of consistency. We have been present at these reviews and some businesses get better treatment but not fair to all business - residential projects.  
 The architecture review process is not clearly defined and requires direct experience in Clayton to get through the process. I hired a consultant to assist and think the city should have someone provide more clear guidance about the process, expectations, best practices, etc.

**Q32. If you answered "Dissatisfied" or "Very Dissatisfied" for items 1-5 of Question 31, please explain:**

If you answered 'Dissatisfied' or 'Very

The Centene development is a complete fiasco. It has been approved in contravention of our master plan and to even contemplate giving any TIF or other public assistance without a citizen vote is an atrocity. I am 100% opposed to the project receiving any taxpayer support/subsidy. And you did not spell 'Hanley' correct in Q3 at the beginning of this survey.

The Centene project lacks needed green space. Because the new auditorium was moved to plat 1, this pushed the garage back toward Carondelet. Then without any notice the condo was pushed to Carondelet on one third of an acre which was suppose to be green space. The auditorium was placed in plat 1 to get tiff money sooner as I was told. THERE IS NO REASON TO PUT THE CONDO ON ONE THIRD OF AN ACRE AND RIGHT NEXT TO THE CRESENT WITH VERY LITTLE SPACE BETWEEN THE CRESENT. ALSO THE VIEWS OF TENANTS IN BOTH BUILDINGS WILL BE OBSTRUCTED. CAN YOU EXPLAIN WHY CENTENE BOUGHT THE RETAIL SPACE AND GARAGE FROM THE CRESCENT? WAS THIS REVENGE? Personally I always supported the Centene project, but what has happened recently is not right and I hope Greed was not the reason.

The Centene project was railroaded through despite many objections from Clayton citizens.

the centene development/traffic in crease has me concerned

the disapproval of the maryland property proposal was a mistake and quite frankly an embarrassment the city allowed a small vocal voter determined what could have benefited us all

the look and esthetics of lots of the new buildings are pretty cookie cutter. The new Centene project is an exception as it is architecturally appealing. The clayton Hanley proposed development is bland and not very special especially in light of it's prominent location.

the new large buildings differ from master plan and reduce our quality of life and the city

THE PARKING METER SYSTEM IS WAY TOO COMPLICATED AND HARD ON RESIDENTS

THE PERMIT PROCESS FOR CENTENE WAS HANDLED POORLY.

THE PROCESS SEEMS ARBITRARY OF SUBJECTIVE PLAN COMMISSION MEMBERS SHOULD BE CHANGE MORE

FREQUENTLY

THE PUBLIC HAD NO BASIC IN PUT ON THE CENTENE PROJECT.

The website should contain links to more detailed information on proposed projects.

There does not seem to be an opportunity for timely, effective, constructive input into development of the business district. Citizens have concerns, but not the ability to put them forward in a constructive way.

There is not enough advance notice of planning meetings where relevant issues are being discussed. My neighborhood aldermen or newsletter provides information at the last minute (sometimes only 1 or 2 days in advance), not sufficient advance notice so i could rearrange my schedule and attend.

There seems to be great confusion about the Brentwood center median proposal. Cost? Scope? Efficacy? Necessity? Traffic flow? Bicycle lanes? Required lane widths?

they are not informed about the median on south brentwood proposal, will cost way more than they have and think and will be a pain to condo's and bethesda barclay house to get into on construction of it and afterwards and of more concern 911 calls there

This whole survey is corrupted because all I see are the circles. I cannot tell which end is satisfied and which end is dissatisfied.

TOO MANY HUGE BLDGS

Too slow & burdensome

took too long to get permit

Traffic control with the Centene development is a major concern on Carondelet Plaza and Forest Park Expressway.

VERY CONCERNED ABOUT THE ADDITIONAL DEVELOPMENT OF TRAFFIC AND CRIME

VERY HARD TIME TO GET IN TOUCH WITH THE PERSON WHO WAS RESPONSIBLE FOR THE PERMIT.

WE LIVE CLOSE TO THE OLD SCHMUCKS AND THAT PLUS MANY MORE VACANT BLDGS ALL OVER CLAYTON IS

DISGRACE, THE 2 STORY MUSEUM IS IN VERY POOR TASTE

WE WERE GIVEN INCORRECT INFO AT CITY HALL, THEY HAD TO PAY TO GO TO ARB FOR APPROVAL. CODES NEED TO BE UPDATED, GOING TO ARB ON BOB IS A MONEY MAKER

When a neighbor applies for a variance permit, the only notice given is by snail mail, and only to the address listed on the property deed. If a person has several residences, he/she may never receive any such notice, and totally miss any of the variance process. Also, there is only a two week notice sent, and if a person is out of the country, etc., he/she has no time to take part in the process. In this age of technology, being notified by email would prevent the above shortcomings of the process. Also, the appeal process for variances offers no remedy unless legal action is taken.

WHERE IS THE INFRASTRUCTURE ON ANY PROJECT AS IT STARTS THE DEVELOPMENT PROCESS

While we participate by attending meetings and providing written letters when appropriate it seems that resident voices lose their resonance when it comes time to make final decisions.

You pushed Centene through, it was terrible, awful leadership.

**Q33. For which of the following areas do you support the City's use of financial incentives to attract and expand?**

(N=453)

	Yes	No
Q33-1. Offices/corporation	42.2%	57.8%
Q33-2. Retail	56.5%	43.5%
Q33-3. Downtown High Density/Market Rate Residential	32.0%	68.0%

**Q34. Influence: The following is a list people who might engage you on public issues. Please rank these individuals in order of most influential (1) to least influential (5) to you.**

(N=453)

	1	2	3	4	5
Q34. Mayor and Board of Aldermen	64.2%	14.2%	11.8%	7.4%	2.4%
Q34. Volunteer Board and Commission Members	6.7%	30.6%	37.4%	23.9%	1.3%
Q34. City Staff	9.8%	36.1%	24.6%	25.6%	3.9%
Q34. Subdivision Trustee/Neighborhood Leaders	24.9%	22.0%	22.0%	27.2%	3.9%
Q34. Other	46.4%	7.1%	7.1%	21.4%	17.9%

**Q34. Other:**

Please define 'Other' : 2

---

Business Leaders and School Board

Citizens

City Politics especially with the Alderman!!!!!!!!!! They are not representing the neighbors ' requests but instead their own private agenda!!!!!!

DON'T FEEL CITIZENS ENGAGEMENT IS SERIOUSLY CONSIDERED

facebook, St. Louis County information, national influences that affect my local gov't

Fellow citizens

Friends

Friends

friends

friends

Friends/Neighbors

friends who live in Clayton

MYSELF

neighbor

Neighbors

Neighbors

newspaper/media

newspapers

NON LIVED HERE 2 YRS ONLY POLICE HAVE BEEN ENGAGING

press

RESIDENTAL ADVOCATE THAT WORKS ON CITY PLANNING BOARD

residential board of our condo

Residents opinions

residents

SCHOOL BOARD

SCHOOL DISTRICT ADMINISTRATIVE STAFF

Someone with no Clayton authority or responsibility.

THE CITY SERVED AT LOBBIEST FOR CENTENE



**Q35. If you selected "Other" for Question 34, please explain the reason for you response:**

If you selected "Other" for Question

---

decisions are made in advance of public input

DON'T FEEL CITIZENS ENGAGEMENT IS SERIOUSLY CONSIDERED

friends

I HAVE ABILITY TO LEARN FROM PUBLIC INFO AND FORM MY DECISIONS

I interact with friends.

I selected them as 4th because I believe the leaders of a subdivision/neighborhood tend to be vocal opposition to most change and want to protect the status quo.

I tend to seek out more information when I hear about it locally or nationally through the news or friends. I don't follow my local city that often

I THINK THE SCHOOL BOARD HAS A LOT OF POWER AND DECISION MAKING

I trust other citizens before I trust the agenda of anyone else in the process.

JUST NOT MY ALDERMAN SO WELL TY AND GET TO KNOW HIM

More contact with neighbors who are well aware of the immediate concerns of the neighborhood

NO IDEA T CLAYTONS MASTER PLAN

No position - professional or volunteer - to be involved in decision making.

One of our aldermen has been completely manipulative and not supportive to our neighborhood.

Residents talk about issues.

residents the concern of tax payers in clayton are the most influential we should listen to those who live here in clayton and pay taxes

THE SCHOOL DISTRICT IS INTEGRAL TO OUR PROPERTY VALUES AND TAX REVENUE

they are more credible than the other choices

they keep us apprised in a timely effective manner.

Trust

trust them the most

You left them off the list these are influencers who should real skin in the game

**Q36. Do you trust the City of Clayton to act in the best interest of the community?**

Q36. Do you trust the City of Clayton to act in the best interest of the community?	Number	Percent
Yes	342	75.5 %
No	75	16.6 %
Don't know	36	7.9 %
Total	453	100.0 %

**Q37. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?**

Q37. Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	170	37.5 %
No	274	60.5 %
Don't know	9	2.0 %
Total	453	100.0 %

**Q37a. Which City department did you contact most recently?**

Q37a. Which City department did you contact most recently?	Number	Percent
Multiple, including alderman and mayor	1	0.6 %
Mayor's Office	1	0.6 %
Public works	7	4.1 %
Zoning and variance committee	1	0.6 %
did not remember	11	6.5 %
Arborist	1	0.6 %
Parking - to block for	1	0.6 %
public works	7	4.1 %
Public Works	3	1.8 %
Planning	1	0.6 %
Planning and via our Trustee	1	0.6 %
Inspection of new residence	1	0.6 %
alderman	3	1.8 %
Forestry	2	1.2 %
Streets - whoever decided to put in the handicap ramp in our tree line and create a mosquito breeding ground	1	0.6 %
construc permit	1	0.6 %
Developement	1	0.6 %
CITY PLANNING & DEVELOPMENT	1	0.6 %
RESIDENTIAL TAXES	1	0.6 %
refuse	1	0.6 %
parking	1	0.6 %
planning/building permits	1	0.6 %
city manager	2	1.2 %
police	6	3.5 %
parks and rec	1	0.6 %
ALDERMAN/CITY ADMIN	1	0.6 %
planning	3	1.8 %
FORESTRY	2	1.2 %
MAYOR	2	1.2 %
recycling	1	0.6 %
PARKS & REC	1	0.6 %
planning, police	1	0.6 %
POLICE/FIRE/ BLDG SAFETY	1	0.6 %
PUBLIC WORKS	13	7.6 %
TREE REMOVAL/REPLACEMENT (FORESTER)	1	0.6 %
BOARD OF ALDERMAN	1	0.6 %
TRAFFIC COURT	1	0.6 %
PARKING	1	0.6 %
PARKING SITUATION	1	0.6 %
BUILDING PERMITS	1	0.6 %
CODE ENFORCEMENT	2	1.2 %
PARKS AND REC	1	0.6 %
FIRE DEPT INSPECTION	1	0.6 %
PLANNING,MAYOR	1	0.6 %

**Q37a. Which City department did you contact most recently?**

Q37a. Which City department did you contact most recently?	Number	Percent
Inspections for apartments	1	0.6 %
REALATED TO PARKING METERS AND THEIR DIFFICULTY	1	0.6 %
PASSPORT ISSUE	1	0.6 %
POLICE	5	2.9 %
PARKS	2	1.2 %
did not remember	1	0.6 %
PERMITS	1	0.6 %
TRASH	2	1.2 %
INSPECTOR/PERMIT	1	0.6 %
PARKING TICKET, CONSTRUCTION TRUCKS TOO CLOSE TO PROPERTY	1	0.6 %
Maintenance	1	0.6 %
Tax office	1	0.6 %
Trash services	1	0.6 %
Traffic	1	0.6 %
Tree maintenance	1	0.6 %
Mayors office	1	0.6 %
Building permits/planning	1	0.6 %
Building permits	1	0.6 %
John Wulf-engineering	1	0.6 %
Landscaping	1	0.6 %
Planning and Development	1	0.6 %
BUILDING CODES	1	0.6 %
PLANNING DEVELOPMENT	1	0.6 %
Recycle pick up	1	0.6 %
parking and code enforcement	1	0.6 %
planning & development	2	1.2 %
MAYOR & boa	1	0.6 %
COUNTY OFFICE	1	0.6 %
TREE REMOVAL	1	0.6 %
property taxes	1	0.6 %
POLICE & STAFF MULTIPLY PARKING TICKETS GIVE ON OUR STREET TO PEOPLE PARKED ILLEGALLY	1	0.6 %
TRASH AND PARKING	1	0.6 %
RECYCLE COLLECTION	1	0.6 %
fire	1	0.6 %
PUBLIC SAFETY	1	0.6 %
permits	2	1.2 %
city hall	1	0.6 %
permit	1	0.6 %
public works/event planning	1	0.6 %
RESIDENTIAL STREET PARKING, NOT SURE WHAT DEPT I WAS TRNSFERRED TO	1	0.6 %
traffic/parking	1	0.6 %

**Q37a. Which City department did you contact most recently?**

Q37a. Which City department did you contact most recently?	Number	Percent
PLANNING	1	0.6 %
mayor's office	1	0.6 %
public works, forestry	1	0.6 %
Parking and Transportation	1	0.6 %
DVELEOPMENT	1	0.6 %
RECYCLING	1	0.6 %
PUBLIC SERVICE	1	0.6 %
MAYORS OFFICE	1	0.6 %
police dept	1	0.6 %
TREE TRIMMING	1	0.6 %
Public Works Dept.	1	0.6 %
911	1	0.6 %
tree trimming	1	0.6 %
PUBLIC WORKS, PLANNING	1	0.6 %
park maintenance	1	0.6 %
THE OFFICE ON BRENTWOOD	1	0.6 %
MOTOR VEHICLE	1	0.6 %
parks dept	1	0.6 %
recycling/yard waste	1	0.6 %
Public works for a tree removal and a broken street light	1	0.6 %
traffic violations	1	0.6 %
TRASH COLLECTION	1	0.6 %
Waste Management (trash pick-up)	1	0.6 %
Code enforcement	1	0.6 %
parking violations	1	0.6 %
parks	1	0.6 %
home inspection	1	0.6 %
Total	170	100.0 %

**Q37b. 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 Q37a.**

(N=170)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q37b-1. How easy the department was to contact	30.6%	41.8%	12.4%	8.2%	4.7%	2.4%
Q37b-2. How courteously you were treated	37.6%	38.2%	12.4%	7.1%	1.8%	2.9%
Q37b-3. Technical competence and knowledge of city employees who assisted you	31.8%	34.1%	15.9%	8.8%	2.4%	7.1%
Q37b-4. Overall responsiveness of city employees to your request or concern	32.4%	25.3%	14.1%	17.6%	9.4%	1.2%

**WITHOUT DON'T KNOW**

**Q37b. 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 Q37a. (without don't know)**

(N=170)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q37b-1. How easy the department was to contact	31.3%	42.8%	12.7%	8.4%	4.8%
Q37b-2. How courteously you were treated	38.8%	39.4%	12.7%	7.3%	1.8%
Q37b-3. Technical competence and knowledge of city employees who assisted you	34.2%	36.7%	17.1%	9.5%	2.5%
Q37b-4. Overall responsiveness of city employees to your request or concern	32.7%	25.6%	14.3%	17.9%	9.5%

**Q38. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q38-1. Ease of north/south travel	13.5%	34.4%	19.2%	20.1%	3.8%	9.1%
Q38-2. Ease of east/west travel	15.0%	44.2%	18.5%	10.8%	2.6%	8.8%
Q38-3. Ease of travel from home to schools	22.3%	28.3%	11.7%	5.5%	2.0%	30.2%
Q38-4. Ease of travel from your home to work	26.9%	34.2%	13.9%	6.0%	0.9%	18.1%
Q38-5. Availability of public transportation	13.5%	28.5%	19.2%	8.2%	4.4%	26.3%
Q38-6. Availability of bicycle lanes	11.7%	25.2%	23.2%	15.2%	5.5%	19.2%
Q38-7. Availability of pedestrian walkways	20.5%	43.5%	14.6%	7.9%	3.8%	9.7%
Q38-8. Availability of parking in residential areas	16.3%	40.8%	14.6%	12.8%	6.0%	9.5%
Q38-9. Availability of parking in business district	7.9%	32.9%	21.9%	21.6%	8.4%	7.3%

**WITHOUT DON'T KNOW**

**Q38. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without don't know)**

(N=453)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q38-1. Ease of north/south travel	14.8%	37.9%	21.1%	22.1%	4.1%
Q38-2. Ease of east/west travel	16.5%	48.4%	20.3%	11.9%	2.9%
Q38-3. Ease of travel from home to schools	32.0%	40.5%	16.8%	7.9%	2.8%
Q38-4. Ease of travel from your home to work	32.9%	41.8%	17.0%	7.3%	1.1%
Q38-5. Availability of public transportation	18.3%	38.6%	26.0%	11.1%	6.0%
Q38-6. Availability of bicycle lanes	14.5%	31.1%	28.7%	18.9%	6.8%
Q38-7. Availability of pedestrian walkways	22.7%	48.2%	16.1%	8.8%	4.2%
Q38-8. Availability of parking in residential areas	18.0%	45.1%	16.1%	14.1%	6.6%
Q38-9. Availability of parking in business district	8.6%	35.5%	23.6%	23.3%	9.0%

**Q39. How long have you been a resident of Clayton?**

Q39. How long have you been a resident of Clayton?	Number	Percent
Less than 5	146	33.2 %
5 to 10	96	21.8 %
11 to 20	86	19.5 %
21+	112	25.5 %
Total	440	100.0 %



**Q40. If you have lived in Clayton for less than 10 years, from where did you move?**

<u>If you have lived in Clayton for less th</u>	<u>If you have lived in Clayton for less th 2</u>
---	NC
---	calif
Ann Arbor	Michigan
ATLANTA	GA
Auburn	Alabama
BALLWIN	MO
Boston	MA
boston	ma
boulder	co
Brentwood	MO
Brentwood	MO
Brentwood	MO
Brentwood	Mo
brentwood	MO
CENTRAL WEST END	---
Champaign	IL
CHARLOTTE	NC
Chattanooga	TN
CHESTERFIELD	MO
CHESTERFIELD	MO
CHESTERFIELD	MO
CHESTERFIELD	MO
CHESTERFIELD	MO
Chesterfield	MO
chesterfield	mo
CHEYENNE	WYOMING
CHICAGO	IL
Cincinnati	Ohio
Cincinnati	Oh
City of St Louis	MO
City of St. Louis	MO
City of St. Louis	MO
city of st louis	mo
CLARKSON VALLEY	MO
CLAYTON	CA
Columbia	Missouri
columbia	NC
columbia	il
Columbus	OH
Columbus	Ohio
CREVE COEUR	MO
CREVE COEUR	MO
Creve Coeur	MO
Creve Coeur	MO
Creve Coeur	MO
Creve Coeur	MO
Creve coeur	Mo.
dallas	Tx
Dardenne Prairie	MO
DEL MAR	CA
Denville	NJ
Des Peres	MO
Des Peres	Mo
downtown st louis	mo
EDWARDSVILLE	IL

**Q40. If you have lived in Clayton for less than 10 years, from where did you move?**

<u>If you have lived in Clayton for less th</u>	<u>If you have lived in Clayton for less th 2</u>
Edwardsville	IL
Edwardsville	IL
Edwardsville	il
FAIRFAX	VA
Fenton	MO
Florissant	Mo
Fort Collins	Colorado
franklin lakes	nj
Frontenac	Missouri
frontenac	mo
GLENDALE	---
Godfrey	IL
Greensburgt	Indiana
HAMBURG	GERMANY
Havertown	PA
henderson	nv
Hernias Beach	CA
IRVINE	CA
ITHACA	NY
Jacksonville	IL
Kirkwood	MO
Kirkwood	Mo
Kirkwood	Mo
la crosse	wi
LADUE	MO
LADUE	MO
LADUE	MO
Ladue	Missouri
Ladue	MO
ladue	---
ladue	mo
ladue	mo
laldue	mo
Leesburg	Virginia
leesburg	va
London	England
LOS ANGELES	CA
LOUISVILLE	KY
Louisville	Ky
Madison	WI
Madison	WI
MANHATTAN BEACH	C
MAPLEWOOD	MO
Market Harborough	United Kingdom
Miami	FL
Midlothian	Virginia
Milwaukee	WI
Milwaukee	WI
Mohnton	PA
nashville	tn
New York	NY
New York	NY
New York	NY
Newton	MA
NY	NY

**Q40. If you have lived in Clayton for less than 10 years, from where did you move?**

<u>If you have lived in Clayton for less th</u>	<u>If you have lived in Clayton for less th 2</u>
NY MANHATTAN	NY
NYC	NY
O'FALLON	IL
O'FALLOON	IL
Olivette	MO
Olivette	Mo
olivette	MO
Ollivette	Mo
OXFORD	MS
Philadelphia	PA
Phoenix	AZ
phoenix	az
Pittsburgh	PA
PORTAGE	WI
Portland	Oregon
Richmond	VA
Richmond	Mo
RICHMOND HEIGHTS	MO
RICHMOND HTS	MO
RICHMOND HTS	MO
Richmond Heights	MO
Richmond Heights	MO
richmond heights	mo
richmond hts	mo
rochester	mn
Saint Louis	MO
Saint Louis	MO
Saint Louis	MO
Saint Louis City	Missouri
Saint Louis County	MO
SALT LAKE CITY	UT
SALT LAKE CITY	UTAH
SAN FRANCISCO	CA
SAN FRANCISCO	CA
SARASOTA	FL
Scottsdale	AZ
Seattle	WA
Sedalia	MO
Shanghai	China
SPRINGFIELD	IL
SPRINGFIELD	MO
St. Louis	MO
St. Louis	MO
St. Louis	Missouri
St. Louis City	MO
St. Louis city	Missouri
St charles	Mo
ST LOU IS	MO
ST LOUIS	MO
ST LOUIS	MO
ST LOUIS	MO
ST LOUIS	MO
ST LOUIS CITY	MO
ST LOUIS /DAYTON	MO
St Louis	Mo

**Q40. If you have lived in Clayton for less than 10 years, from where did you move?**

If you have lived in Clayton for less th	If you have lived in Clayton for less th 2
St Louis	Mo
St Louis	Mo
St Louis	Mo
st louis	mo
st louis	mo
st louis	mo
st louis	mo
ST LOUIS CITY	MO
st louis city	mo
st louis city	mo
Thousand Oaks	California
town & country	mo
town & country	mo
u City	Mo
u city	mo
UNIVERSITY CITY	MO
UNIVERSITY CITY	MO
UNiversity City	MO
University City	MO
University City	MO
University City	MO
University City	MO
University City	MO
University City	MO
University City	---
University city	Mo
university city	mo
university city	mo
university city	mo
Vicenza	Italy
WARSON WOODS	MO
WASHINGTON DC	DC
Washington	DC
washington DC	DC
WEBSTER GROVE	MO
WEBSTER GROVE	MO
Webster Groves	Mo
Weldon Spring	Missouri
WILDWOOD	MO

**Q41. Which of the following best describes your household?**

Q41. Which of the following best describes your home?	Number	Percent
Own single family	230	50.8 %
Own multifamily	92	20.3 %
Rent or lease single family	35	7.7 %
Rent or lease multifamily	95	21.0 %
Not provided	1	0.2 %
Total	453	100.0 %

**Q42. What is your age?**

Q42. What is your age?	Number	Percent
Under 35	88	19.4 %
35 to 44	87	19.2 %
45 to 54	83	18.3 %
55 to 64	97	21.4 %
65+	93	20.5 %
Not provided	5	1.1 %
Total	453	100.0 %

**Q43. How many in your household (counting yourself), are?**

	Mean	Sum
number	2.60	1164
Q43. Under age 5	0.11	49
Q43. Ages 5-9	0.17	75
Q43. Ages 10-14	0.24	109
Q43. Ages 15-19	0.18	80
Q43. Ages 20-24	0.12	54
Q43. Ages 25-34	0.24	107
Q43. Ages 35-44	0.28	127
Q43. Ages 45-54	0.37	165
Q43. Ages 55-64	0.49	220
Q43. Ages 65-74	0.25	112
Q43. Ages 75+	0.15	66

**Q44. Would you say your total annual household income is:**

Q44. Would you say your total annual household income is:	Number	Percent
Under \$30,000	12	2.6 %
\$30,000 to \$59,999	18	4.0 %
\$60,000 to \$99,999	41	9.1 %
\$100,000 to \$149,999	50	11.0 %
\$150,000 to \$199,999	56	12.4 %
Over \$200,000	201	44.4 %
Not provided	75	16.6 %
Total	453	100.0 %

**Q45. Which of the following best describes your race/ethnicity?**

(N=453)

	Yes	No
Q45. White/Caucasian	78.8%	21.2%
Q45. African American/Black	8.6%	91.4%
Q45. Hispanic/Latino/Spanish	3.5%	96.5%
Q45. Native American/Eskimo	0.2%	99.8%
Q45. Asian/Pacific Islander	10.2%	89.8%
Q45. Other	0.2%	99.8%

**Q45. Other:**

Q45. Other	Number	Percent
European	1	100.0 %
Total	1	100.0 %

**Q46. Your gender:**

Your gender:	Number	Percent
Male	226	49.9 %
Female	225	49.7 %
Not provided	2	0.4 %
Total	453	100.0 %

**Section 5:**  
**Survey Instrument**

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City of Clayton

10 North Bemiston • Clayton, Missouri 63105-3304 • (314) 727-8100 • FAX (314) 863-0294

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April 2017

Dear Clayton Resident,

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

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

Please return your completed survey as soon as possible using the postage-paid envelope provided. You have the option of completing the survey online at [www.clayton2017survey.org](http://www.clayton2017survey.org). 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 summer.

Please contact Andrea Muskopf 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,

A handwritten signature in black ink, appearing to read "C. Owens", written over a white background.

Craig S. Owens  
City Manager



# 2017 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 Andrea Muskopf 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
1. Overall quality of public safety services - police, fire and ambulance/emergency medical (EMS)	5	4	3	2	1	9
2. Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
3. Overall maintenance of city streets (Note: Clayton Rd., Big Bend, and Hanely Rd. are St. Louis County Roads)	5	4	3	2	1	9
4. Overall maintenance of city buildings/facilities	5	4	3	2	1	9
5. Overall enforcement of city codes and ordinances for buildings and housing	5	4	3	2	1	9
6. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
7. Overall effectiveness of city communication with citizens	5	4	3	2	1	9
8. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

**2. Which THREE of the above items do you think should receive the MOST EMPHASIS from City Leaders over the next TWO Years?** [Write in the numbers below using the numbers from the list in Question 1 above.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**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
01. Overall quality of services provided by the City	5	4	3	2	1	9
02. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
03. Overall image of the City	5	4	3	2	1	9
04. How well the City is planning and managing redevelopment	5	4	3	2	1	9
05. Overall quality of life in the City	5	4	3	2	1	9
06. Overall feeling of safety in the City	5	4	3	2	1	9
07. Quality of new residential development in the City	5	4	3	2	1	9
08. Quality of new commercial development in the City	5	4	3	2	1	9
09. Quality of plan review and permitting services	5	4	3	2	1	9
10. Overall appearance of the City	5	4	3	2	1	9
11. Quality of special events and cultural opportunities	5	4	3	2	1	9
12. Quantity of special events and cultural opportunities	5	4	3	2	1	9
13. Recreational opportunities in the City	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>
01.	The visibility of police in my neighborhood	5	4	3	2	1	9
02.	The visibility of police in retail areas	5	4	3	2	1	9
03.	The City's efforts to prevent crime	5	4	3	2	1	9
04.	How quickly police respond to emergencies	5	4	3	2	1	9
05.	Overall competency of Clayton Police Dept	5	4	3	2	1	9
06.	Overall treatment of citizens by the Clayton Police Department	5	4	3	2	1	9
07.	Responsiveness of the Police Dept. in enforcing local traffic laws	5	4	3	2	1	9
08.	Fairness of the Police Department's practices in enforcing local traffic laws	5	4	3	2	1	9
09.	Overall quality of Clayton Fire Department	5	4	3	2	1	9
10.	Overall quality of Clayton EMS	5	4	3	2	1	9
11.	Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
12.	How quickly Fire Department responds	5	4	3	2	1	9
13.	How quickly ambulance/EMS responds	5	4	3	2	1	9
14.	Overall competency of Clayton Fire Dept, including ambulance service	5	4	3	2	1	9
15.	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 numbers below using the numbers from the list in question 4 above.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**6. How supportive are you of the City utilizing the following technology for public safety?**

<i>How supportive are you:</i>		<i>Very Supportive</i>	<i>Somewhat Supportive</i>	<i>Somewhat Unsupportive</i>	<i>Very Unsupportive</i>	<i>Don't Know</i>
1.	Public space cameras in your neighborhood	4	3	2	1	9
2.	License plate reader technology in your neighborhood	4	3	2	1	9
3.	Body worn cameras for Police Officers	4	3	2	1	9

**7. 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>
1.	Walking alone in your neighborhood after dark	4	3	2	1	9
2.	Walking alone in your neighborhood during the day	4	3	2	1	9
3.	Walking alone in business areas after dark	4	3	2	1	9
4.	Walking alone in business areas during the day	4	3	2	1	9

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

\_\_\_\_\_ (1) Yes [Go to Q8a]      \_\_\_\_\_ (2) No [Go to Q9]      \_\_\_\_\_ (9) Don't know [Go to Q9]

**8a. If "Yes", did you report these crimes to the police?**

\_\_\_\_\_ (1) Yes      \_\_\_\_\_ (2) No      \_\_\_\_\_ (9) Don't know

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

\_\_\_\_\_ (1) Yes [Go to Q9a]      \_\_\_\_\_ (2) No [Go to Q10]      \_\_\_\_\_ (9) Don't know [Go to Q10]

**9a. If "Yes", how would you rate the timeliness and contact?**

\_\_\_\_\_ (1) Excellent      \_\_\_\_\_ (2) Good      \_\_\_\_\_ (3) Fair      \_\_\_\_\_ (4) Poor      \_\_\_\_\_ (9) Don't know

10. During the past 12 months, have you had ANY contact with the Clayton Fire Department?  
 \_\_\_\_\_ (1) Yes [Go to Q10a] \_\_\_\_\_ (2) No [Go to Q11] \_\_\_\_\_ (9) Don't know [Go to Q11]

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

11. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton? (1) Yes [Go to Q11a] \_\_\_\_\_ (2) No [Go to Q12] \_\_\_\_\_ (9) Don't know [Go to Q12]

11a. If "Yes", how would you rate the timeliness and contact?  
 \_\_\_\_\_ (1) Excellent \_\_\_\_\_ (2) Good \_\_\_\_\_ (3) Fair \_\_\_\_\_ (4) Poor \_\_\_\_\_ (9) Don't know

12. 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".

City Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
2.	Maintenance of city buildings	5	4	3	2	1	9
3.	Snow removal on major city streets	5	4	3	2	1	9
4.	Adequacy of city street lighting	5	4	3	2	1	9
5.	Condition of city sidewalks	5	4	3	2	1	9
6.	Landscaping/appearance of public areas along city streets	5	4	3	2	1	9
7.	Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
8.	Satisfaction with residential street lighting	5	4	3	2	1	9

13. 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 numbers below using the numbers from the list in Question 12 above.]  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

14. Maintenance of City Streets: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate the services below. Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered.

Public Works Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The quality of street repair services	5	4	3	2	1	9
2.	The quality of street cleaning services	5	4	3	2	1	9
3.	The quality of snow removal services	5	4	3	2	1	9
4.	The frequency of street cleaning services	5	4	3	2	1	9
5.	The frequency of leaf collection services	5	4	3	2	1	9

15. 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".

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of city parks	5	4	3	2	1	9
2.	How close neighborhood parks are to your home	5	4	3	2	1	9
3.	Number of walking and biking trails	5	4	3	2	1	9
4.	Quality of outdoor athletic fields	5	4	3	2	1	9
5.	Number of outdoor athletic fields	5	4	3	2	1	9
6.	Availability of information about city parks recreation programs	5	4	3	2	1	9
7.	City's youth fitness programs	5	4	3	2	1	9
8.	City's adult fitness programs	5	4	3	2	1	9

16. 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 numbers below from the list in Question 15 above.]  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

17. 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      \_\_\_\_\_ (9) Don’t know

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

<i>Parks and Recreation Initiatives</i>		<i>Very Important</i>	<i>Important</i>	<i>Neutral</i>	<i>Not Important</i>	<i>Don't Know</i>
1.	Your feeling of safety in city parks	4	3	2	1	9
2.	Green space (park) expansion	4	3	2	1	9
3.	Hanley House preservation	4	3	2	1	9
4.	Neighborhood park improvements	4	3	2	1	9
5.	Playground improvements	4	3	2	1	9
6.	Park maintenance	4	3	2	1	9

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

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

20. Please check ALL of the City Programs for residents 55 and over that you have heard of.

- |  |  |
|--|--|
| _____ (1) Senior rates at recreation facilities  | _____ (3) Battery checks for smoke detectors   |
| _____ (2) Programs offered by OASIS at the Center, including classes, discussions and more | _____ (4) Injury prevention assessment of home |
|  | _____ (5) Prescription drug disposal           |

21. How supportive are you of the City providing the following programs for residents 55 and over? Rate each item on a scale of 1 to 5 where 5 means “Very Supportive” and 1 means “Not at All Supportive”.

		<i>Very Supportive</i>	<i>Somewhat Supportive</i>	<i>Supportive</i>	<i>Not Supportive</i>	<i>Not at all Supportive</i>	<i>Don't Know</i>
1.	Programs to reduce the risk of depression	5	4	3	2	1	9
2.	More physical fitness opportunities	5	4	3	2	1	9
3.	Subsidized public transportation	5	4	3	2	1	9
4.	Regular social event (e.g. Coffee with the Mayor)	5	4	3	2	1	9
5.	A page on the City’s website with enhanced information about senior services	5	4	3	2	1	9

22. **City Communication:** For each of the items listed below, please rate how often you use each one, and how effective you feel it is in keeping you informed about City services, programs, and projects.

<i>City Communication</i>		<i>My Usage</i>					<i>Effectiveness</i>				
		<i>Often</i>				<i>Never</i>	<i>Effective</i>				<i>Ineffective</i>
1.	The City website, www.claytonmo.gov	5	4	3	2	1	5	4	3	2	1
2.	CityViews newsletter	5	4	3	2	1	5	4	3	2	1
3.	Parks and Recreation guide	5	4	3	2	1	5	4	3	2	1
4.	E-communications (Clayton Connection, Centerline, etc.)	5	4	3	2	1	5	4	3	2	1
5.	Facebook (City of Clayton, MO)	5	4	3	2	1	5	4	3	2	1
6.	Twitter (@CityofClayton)	5	4	3	2	1	5	4	3	2	1

23. Are you aware of the City’s new mobile PassportParking App to pay for parking in Clayton?

\_\_\_\_\_ (1) Yes      \_\_\_\_\_ (2) No      \_\_\_\_\_ (9) Don’t know

**24. City Communications:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

City Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City's efforts to keep you informed about local issues	5	4	3	2	1	9
3. How open the City is to public involvement and input from residents	5	4	3	2	1	9
4. The quality of the City's website	5	4	3	2	1	9
5. How well the City communicates notices of public meetings	5	4	3	2	1	9
6. How well the City's communications meet your needs	5	4	3	2	1	9

**25. Please check the top five ways you get your information about local programs, events & news.**

- (1) Neighborhood event/meeting     (5) City newsletter     (9) Newspaper     (13) Radio  
 (2) Coffee shop     (6) City website     (10) Television     (14) Videos  
 (3) Places of worship     (7) Flyers/posters     (11) Twitter     (15) Podcasts  
 (4) School playground     (8) From friends & neighbors     (12) Facebook     (16) Other: \_\_\_\_\_

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

- (1) Very Satisfied     (3) Neutral     (5) Very Dissatisfied  
 (2) Satisfied     (4) Dissatisfied     (9) Don't Know

**27. Waste Collection Service.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

Trash Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of residential trash collection services	5	4	3	2	1	9
2. Quality of recycling collection services	5	4	3	2	1	9
3. Quality of yard waste collection services	5	4	3	2	1	9

**28. Enforcement of Property Maintenance Codes:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

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

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

- (1) Yes [Go to Q29a]     (2) No [Go to Q30]

**29a. Which of the categories in Question 28 were you calling to report? Circle all that apply: 1 2 3 4 5**

30. Have you applied for any planning and development permits? \_\_\_ (1) Yes \_\_\_ (2) No \_\_\_ (9) Don't know

31. **Planning and Development Process:** Please rate your overall satisfaction of the City's planning and development process.

<i>Planning and Development Process</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Standards and quality of development	5	4	3	2	1	9
2.	Overall planning and development process	5	4	3	2	1	9
3.	Rigor of technical review and reporting by staff of development applications	5	4	3	2	1	9
4.	Plan Commission and Architectural Review Board decision process	5	4	3	2	1	9
5.	Board of Aldermen decision process	5	4	3	2	1	9
6.	Access to information about current and proposed projects	5	4	3	2	1	9
7.	Ability to participate in development process as a citizen	5	4	3	2	1	9

32. If you answered "Dissatisfied" or "Very Dissatisfied" for items 1-5 of Question 31, please explain:

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

(Check all that apply)

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

34. **Influence:** The following is a list people who might engage you on public issues. Please rank these individuals in order of most influential (1) to least influential (5) to you.

\_\_\_ Mayor and Board of Aldermen

\_\_\_ Subdivision Trustee/Neighborhood Leaders

\_\_\_ Volunteer Board and Commission Members

\_\_\_ Other: \_\_\_\_\_

\_\_\_ City Staff

35. If you selected "Other" for Question 34, please explain the reason for you response: \_\_\_\_\_

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36. Do you trust the City of Clayton to act in the best interest of the community?

\_\_\_ (1) Yes \_\_\_ (2) No

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

\_\_\_ (1) Yes [Go to Q37a-b] \_\_\_ (2) No [Go to Q38]

37a. Which City department did you contact most recently? \_\_\_\_\_

37b. 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 Q37a.

<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>
1.	How easy the department was to contact	5	4	3	2	1	9
2.	How courteously you were treated	5	4	3	2	1	9
3.	Technical competence and knowledge of city employees who assisted you	5	4	3	2	1	9
4.	Overall responsiveness of city employees to your request or concern	5	4	3	2	1	9

**38. Transportation:** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Transportation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of north/south travel	5	4	3	2	1	9
2.	Ease of east/west travel	5	4	3	2	1	9
3.	Ease of travel from home to schools	5	4	3	2	1	9
4.	Ease of travel from your home to work	5	4	3	2	1	9
5.	Availability of public transportation	5	4	3	2	1	9
6.	Availability of bicycle lanes	5	4	3	2	1	9
7.	Availability of pedestrian walkways	5	4	3	2	1	9
8.	Availability of parking in residential areas	5	4	3	2	1	9
9.	Availability of parking in business district	5	4	3	2	1	9

**DEMOGRAPHICS**

**39. How long have you been a resident of Clayton? \_\_\_\_\_ Years**

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

City \_\_\_\_\_, State \_\_\_\_\_

**41. Which of the following best describes your household?**

- \_\_\_\_\_ (1) Own – Single Family Home
- \_\_\_\_\_ (2) Own – Multifamily (Condo, Apartment, Duplex)
- \_\_\_\_\_ (3) Rent or Lease – Single Family Home
- \_\_\_\_\_ (4) Rent or Lease – Multifamily (Condo, Apartment, Duplex)

**42. 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+

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

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

**44. 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

**45. 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 \_\_\_\_\_

**46. Your gender:** \_\_\_\_\_ (1) Male                      \_\_\_\_\_ (2) Female

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

**This concludes the survey. Thank you for your time!**  
 Please return your completed survey in the enclosed postage paid envelope to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.