

City of Clayton Community Survey

Findings Report

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2021

Submitted to the City of Clayton, MO

by:
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2021 City of Clayton Community Survey Executive Summary Report

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton for the ninth time in March and April of 2021. 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. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by e-mail to encourage participation.

The goal was to receive at least 400 completed surveys. This goal was exceeded, with a total of 444 households completing a survey. The results for the random sample of 444 households have a 95% level of confidence with a precision of at least +/- 4.6%.

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 show the overall results for each question on the survey (Section 4)
- a copy of the survey instrument (Section 5)

Quality of Life in the City

Most residents surveyed (97%), 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, 90% 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 (97%), the quality of parks and recreation services (94%), quality of services provided by the City (90%), and the quality of customer service from City employees (79%).

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: quality of Clayton EMS (94%), the quality of the Clayton Fire Department (94%), how quickly ambulance/EMS responds (94%), how quickly the Fire Department responds (94%), competency of the Fire Department and ambulance service (94%), and how quickly police respond to emergencies (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 business areas during the day (100%), in City parks (100%), and walking alone in their neighborhood during the day (99%).

- **City 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: adequacy of City street lighting (92%), maintenance of street signs and traffic signals (90%), and quality of snow removal services (90%),
- **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 (96%) and maintenance of outdoor athletic fields (92%).

- **Waste Collection Service.** Ninety-five percent (95%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of residential trash collection service; 93% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of recycling collection services, and 89% were satisfied with the quality of yard waste collection services.
- **Enforcement of Property Maintenance Codes.** The highest levels of satisfaction with the enforcement of property maintenance codes, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of business property (72%), mowing and trimming of lawns on private property (70%), and maintenance of residential property (68%).
- **Customer Service.** The highest levels of satisfaction with customer service from City employees, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: how courteously residents were treated (80%) and how easy the department was to contact (79%).
- **Transportation.** The highest levels of satisfaction with transportation in Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: ease of travel to and from work (86%), ease of travel from home to schools (82%), and width of sidewalks in business districts (78%).

Other Findings

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

- 76% of the residents surveyed have used Clayton’s parks, recreation facilities or programs over the last 12 months.
- Residents were asked how likely they would be to attend or participate in various events/programs based on several factors related to COVID-19. Of the ten events/programs listed, 94% of residents, who had an opinion, were “very likely” and “likely” to attend City-sponsored events within the next 13 to 24 months, and 86% were “very likely” and “likely” to attend City-sponsored events within the next 7 to 12 months.
- Most residents (93%), who had an opinion, believe the City makes a “significant effort” and “some effort” to keep them informed of current news, events, and services within the City.
- 74% of residents support the City using financial incentives to attract and expand retail; 44% support offices/corporations, and 36% support downtown high density/market rate residential.

Trends Since 2019

In 2021, the City of Clayton **rated at or above the 2019 survey results in 57 of the 75 categories assessed**. The City rated significantly higher (5% or more above) in 31 of these areas. Below are the categories in which the City rated significantly higher than 2019:

- Ease of north/south travel (+26%)
- Flow of traffic & congestion management (+19%)
- Ease of east/west travel (+17%)
- Availability of parking in residential areas (+13%)
- Maintenance of outdoor athletic fields (+12%)
- Ease of travel from home to schools (+11%)
- Ease of travel from home to work (+9%)
- Crossing/walking along streets in downtown Clayton (+8%)
- City's youth fitness programs (+8%)
- Availability of parking Downtown (+8%)
- Responsiveness of City employees (+7%)
- Availability of pedestrian walkways (+7%)
- Availability of parking in business district (+7%)
- Quality of recycling collection services (+7%)
- Effectiveness of fire prevention/safety programs (+6%)
- Maintenance of City streets (+6%)
- Quality of yard waste collection services (+6%)
- How courteously you were treated by City employees (+6%)
- Quality of plan review & permitting services (+6%)
- Quality of life in the City (+6%)
- Quality of Clayton EMS (+6%)
- Visibility of police in my neighborhood (+6%)
- Availability of public transportation (+6%)
- Police Dept. engagement within community (+5%)
- Maintenance of business property (+5%)
- How quickly ambulance/EMS responds (+5%)
- How quickly Fire Department responds (+5%)
- Quality of customer service from City employees (+5%)
- Competency of Fire Dept & ambulance service (+5%)
- Frequency of street cleaning services (+5%)
- Image of the City (+5%)

The City of Clayton rated below the 2019 survey results in 18 of the 75 categories assessed. The City rated significantly below (5% or more below) in only one area: condition of City sidewalks (-5%).

How Clayton Compares to Other Communities

Clayton rated significantly above the national average (5% or more above) in all 44 areas that were assessed. The following table shows how Clayton compares to the national average:

Service	Clayton	U.S.	Difference	Category
Maintenance/cleanliness of recreation facilities	88%	38%	51%	Parks and Recreation
City's adult fitness programs	80%	34%	46%	Parks and Recreation
City's youth fitness programs	81%	39%	42%	Parks and Recreation
Maintenance of outdoor athletic fields	92%	53%	39%	Parks and Recreation
Quality of special events/cultural opportunities	77%	39%	38%	Perceptions of the City
Feeling of safety in City parks	100%	64%	36%	Feeling of Safety
Quality of parks & recreation services	94%	59%	35%	Major Categories of City Services
Overall image of the City	97%	64%	33%	Perceptions of the City
Quality of services provided by the City	90%	59%	31%	Major Categories of City Services
Value received for City tax dollars/fees	75%	44%	31%	Major Categories of City Services
Quality of recycling collection services	93%	63%	30%	Waste Collection Service
Quality of yard waste collection services	89%	61%	28%	Waste Collection Service
Quality of customer service from City employees	79%	51%	28%	Major Categories of City Services
How quickly police respond to emergencies	93%	65%	28%	Public Safety
Effectiveness of City communication with citizens	75%	48%	27%	Major Categories of City Services
Crossing/walking along streets downtown	92%	65%	27%	Feeling of Safety
Visibility of police in my neighborhood	88%	62%	26%	Public Safety
Adequacy of City street lighting	92%	66%	26%	City Maintenance/Public Works
Quality of snow removal services	90%	65%	25%	City Maintenance/Public Works
Landscaping/appearance of public areas	82%	60%	22%	City Maintenance/Public Works
Effectiveness of fire prevention/safety programs	83%	61%	22%	Public Safety
Mowing & trimming of lawns on private property	70%	49%	21%	Enforcement of Property Maintenance Codes
Quality of residential trash collection services	95%	75%	20%	Waste Collection Service
Quality of public safety services	97%	77%	20%	Major Categories of City Services
Maintenance of street signs & traffic signals	90%	71%	19%	City Maintenance/Public Works
Walking alone in your neighborhood after dark	90%	71%	19%	Feeling of Safety
Quality of street cleaning services	79%	60%	19%	City Maintenance/Public Works
Maintenance of business property	72%	53%	19%	Enforcement of Property Maintenance Codes
Maintenance of City streets	69%	52%	18%	Major Categories of City Services
Maintenance of residential property (exterior)	68%	51%	17%	Enforcement of Property Maintenance Codes
City's efforts to prevent crime	80%	63%	17%	Public Safety
Responsiveness of Police in enforcing traffic laws	77%	60%	17%	Public Safety
Overall feeling of safety in the City	91%	75%	16%	Perceptions of the City
How quickly ambulance/EMS responds	94%	80%	14%	Public Safety
Condition of City sidewalks	65%	51%	14%	City Maintenance/Public Works
Overall quality of EMS	94%	81%	13%	Public Safety
How quickly Fire Department responds	94%	81%	13%	Public Safety
Quality of street repair services	67%	54%	13%	City Maintenance/Public Works
Visibility of police in retail areas	75%	62%	13%	Public Safety
Enforcement of City codes & ordinances	63%	52%	11%	Major Categories of City Services
Flow of traffic & congestion management	67%	56%	11%	Major Categories of City Services
Walking alone in your neighborhood during the day	99%	89%	11%	Feeling of Safety
Overall quality of the Fire Department	94%	85%	9%	Public Safety
How well City is planning/managing redevelopment	51%	44%	7%	Perceptions of the City

Clayton **rated above the Plains regional average in all 44 areas** that were assessed. Clayton rated significantly higher than the regional average (5% or more above) in 43 of these areas. The following table shows how Clayton compares to the Plains regional average:

Service	Clayton	Plains Region	Difference	Category
City's adult fitness programs	80%	29%	51%	Parks and Recreation
Maintenance/cleanliness of recreation facilities	88%	39%	49%	Parks and Recreation
City's youth fitness programs	81%	39%	42%	Parks and Recreation
Quality of special events/cultural opportunities	77%	36%	41%	Perceptions of the City
Maintenance of outdoor athletic fields	92%	51%	41%	Parks and Recreation
Quality of yard waste collection services	89%	51%	38%	Waste Collection Service
Feeling of safety in City parks	100%	65%	35%	Feeling of Safety
Overall image of the City	97%	63%	34%	Perceptions of the City
Quality of recycling collection services	93%	61%	32%	Waste Collection Service
Value received for City tax dollars/fees	75%	48%	28%	Major Categories of City Services
Quality of parks & recreation services	94%	69%	25%	Major Categories of City Services
How quickly police respond to emergencies	93%	68%	25%	Public Safety
Effectiveness of fire prevention/safety programs	83%	61%	22%	Public Safety
Quality of services provided by the City	90%	68%	22%	Major Categories of City Services
Crossing/walking along streets downtown	92%	71%	21%	Feeling of Safety
Quality of customer service from City employees	79%	58%	21%	Major Categories of City Services
Adequacy of City street lighting	92%	72%	20%	City Maintenance/Public Works
Quality of residential trash collection services	95%	75%	20%	Waste Collection Service
Mowing & trimming of lawns on private property	70%	50%	20%	Enforcement of Property Maintenance Codes
Maintenance of business property	72%	52%	20%	Enforcement of Property Maintenance Codes
Effectiveness of City communication with citizens	75%	57%	18%	Major Categories of City Services
Maintenance of street signs & traffic signals	90%	73%	17%	City Maintenance/Public Works
Walking alone in your neighborhood after dark	90%	74%	16%	Feeling of Safety
Condition of City sidewalks	65%	49%	16%	City Maintenance/Public Works
Maintenance of residential property (exterior)	68%	52%	16%	Enforcement of Property Maintenance Codes
Maintenance of City streets	69%	54%	15%	Major Categories of City Services
Visibility of police in my neighborhood	88%	73%	15%	Public Safety
Quality of street repair services	67%	53%	14%	City Maintenance/Public Works
Quality of snow removal services	90%	77%	13%	City Maintenance/Public Works
Overall feeling of safety in the City	91%	78%	13%	Perceptions of the City
Quality of street cleaning services	79%	66%	13%	City Maintenance/Public Works
How quickly Fire Department responds	94%	81%	13%	Public Safety
How quickly ambulance/EMS responds	94%	81%	13%	Public Safety
Landscaping/appearance of public areas	82%	70%	12%	City Maintenance/Public Works
Overall quality of EMS	94%	83%	11%	Public Safety
Walking alone in your neighborhood during the day	99%	89%	10%	Feeling of Safety
Quality of public safety services	97%	87%	10%	Major Categories of City Services
City's efforts to prevent crime	80%	72%	8%	Public Safety
Visibility of police in retail areas	75%	68%	7%	Public Safety
Overall quality of the Fire Department	94%	87%	7%	Public Safety
How well City is planning/managing redevelopment	51%	45%	6%	Perceptions of the City
Enforcement of City codes & ordinances	63%	57%	6%	Major Categories of City Services
Flow of traffic & congestion management	67%	62%	5%	Major Categories of City Services
Responsiveness of Police in enforcing traffic laws	77%	73%	4%	Public Safety

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.

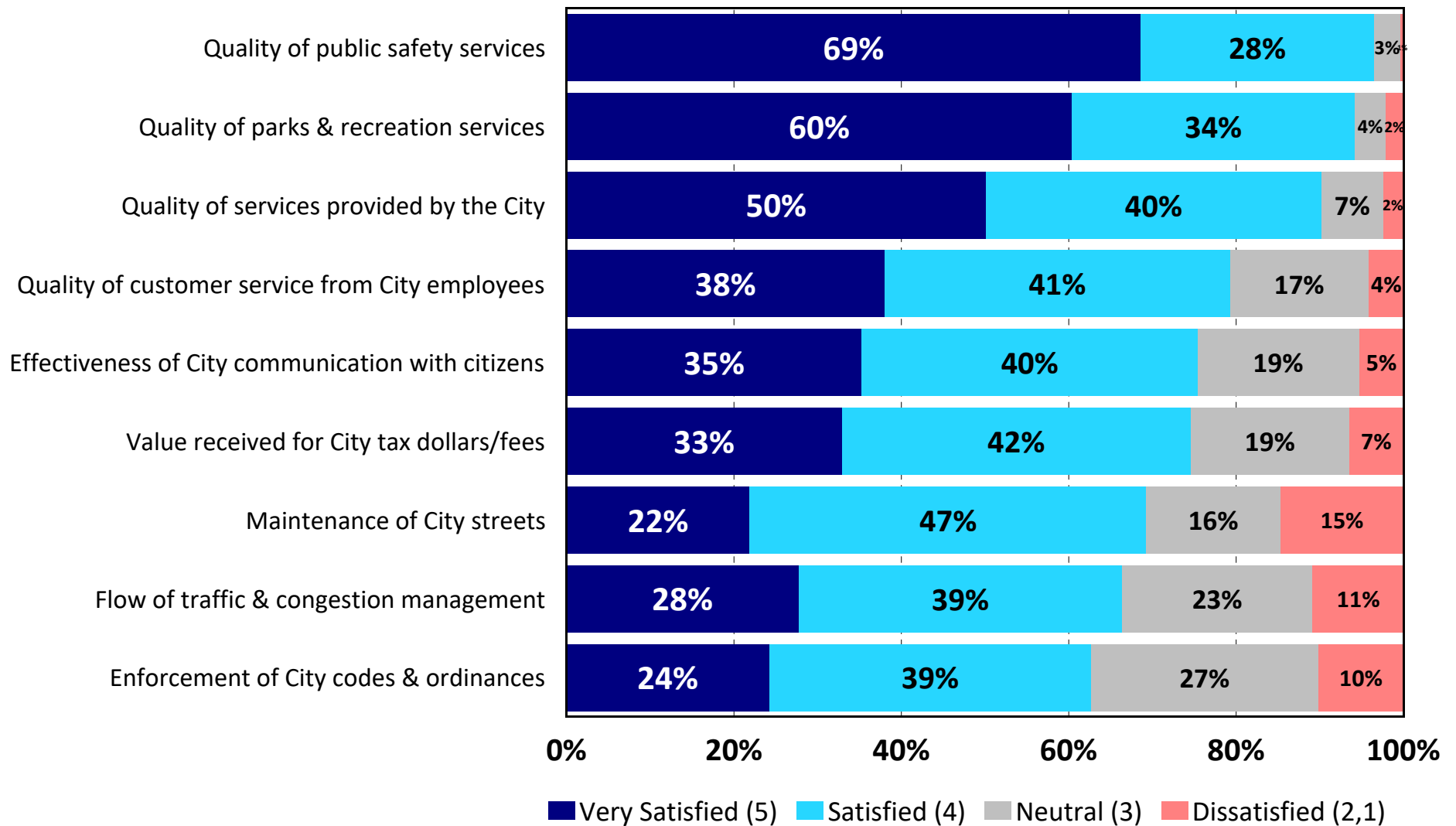
Details regarding the methodology for the analysis are provided in the Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City.** This level of analysis reviewed the importance of and satisfaction with major categories of City services and 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 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:
 - Maintenance of City streets (IS Rating = 0.1354)
 - Flow of traffic and congestion management (IS Rating = 0.1025)

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

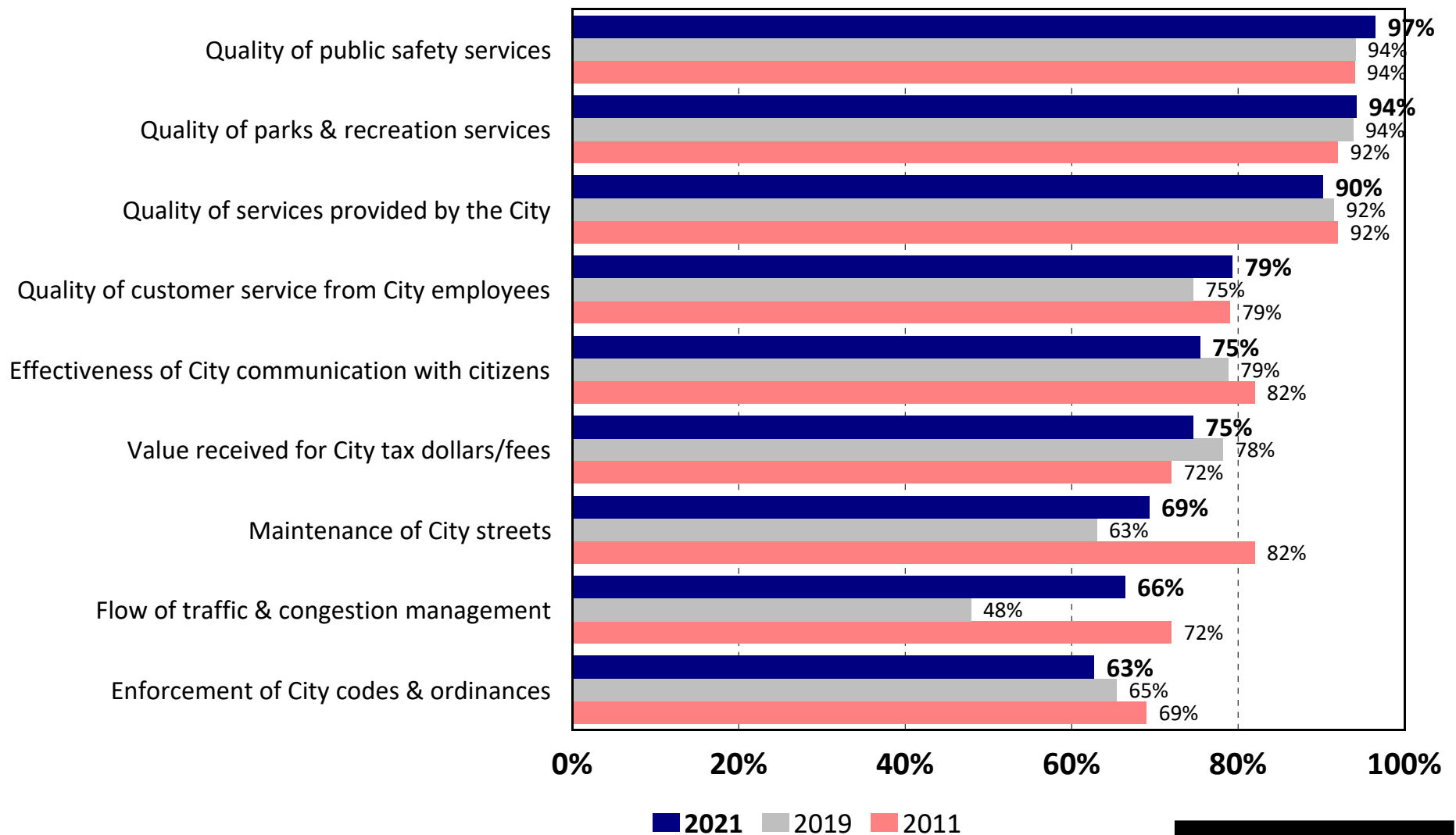
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Overall Satisfaction with City Services by Major Category - 2021, 2019 & 2011

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

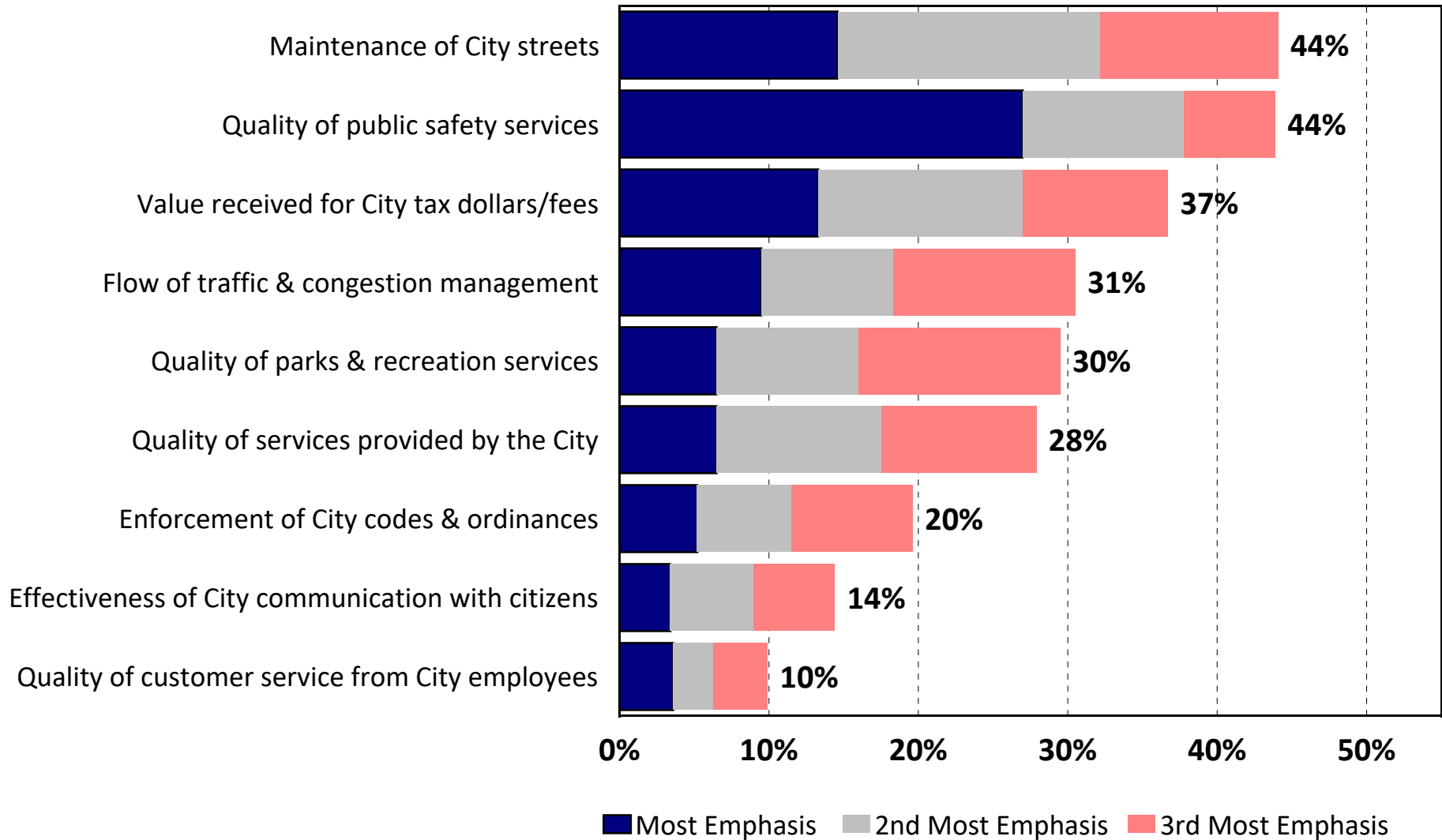


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

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

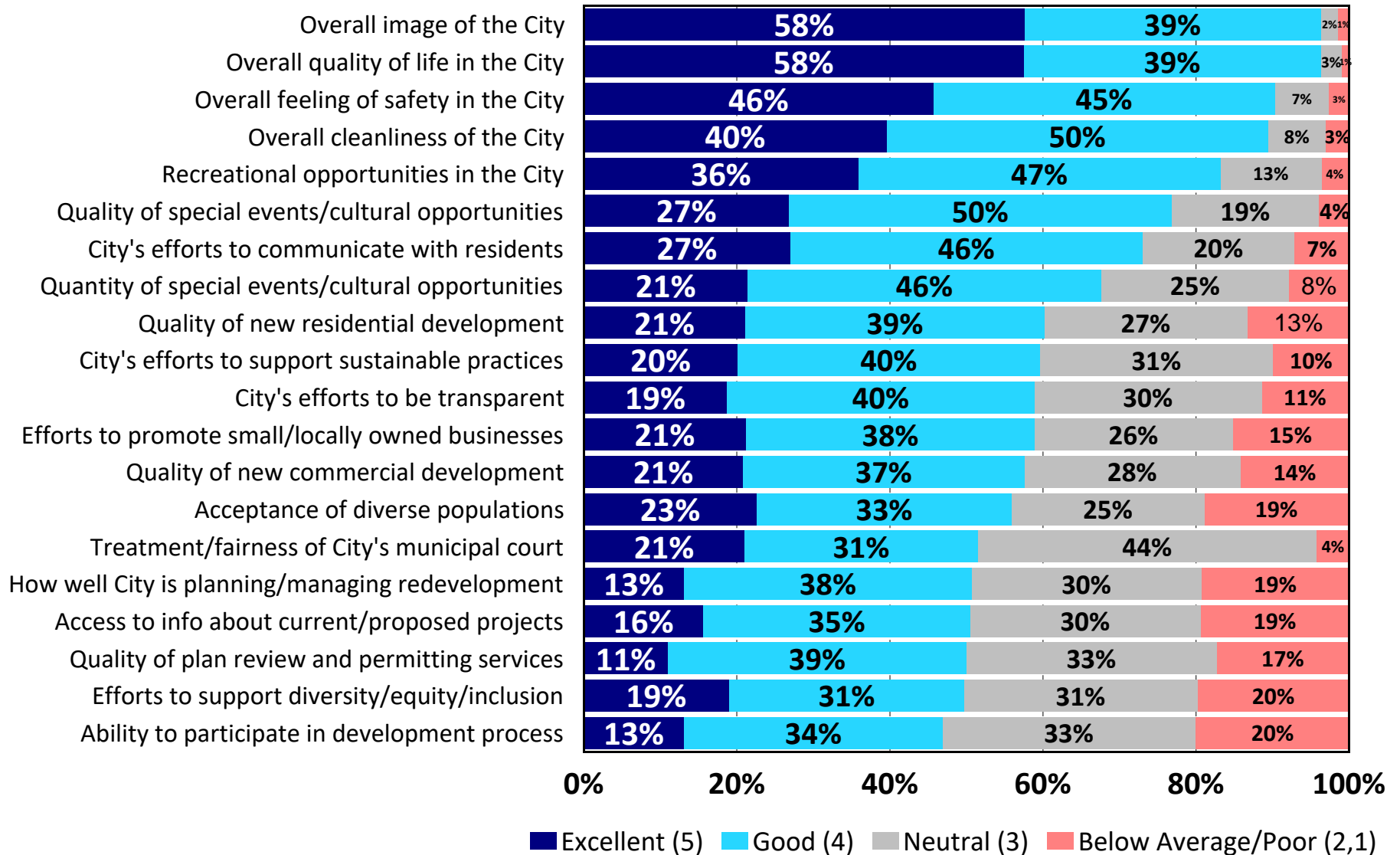
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q3. Overall Perceptions of Clayton

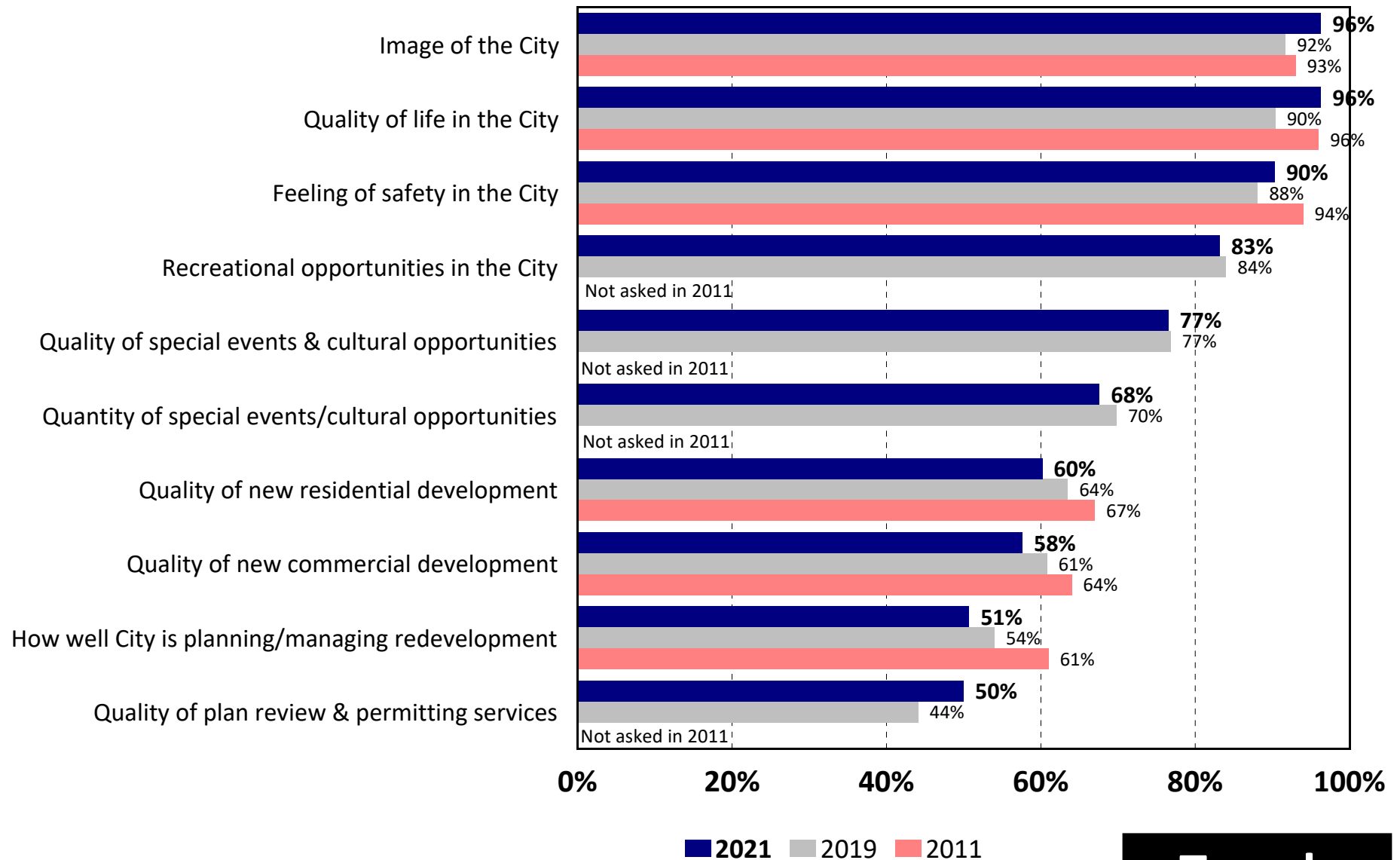
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Overall Perceptions of Clayton - 2021, 2019 & 2011

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

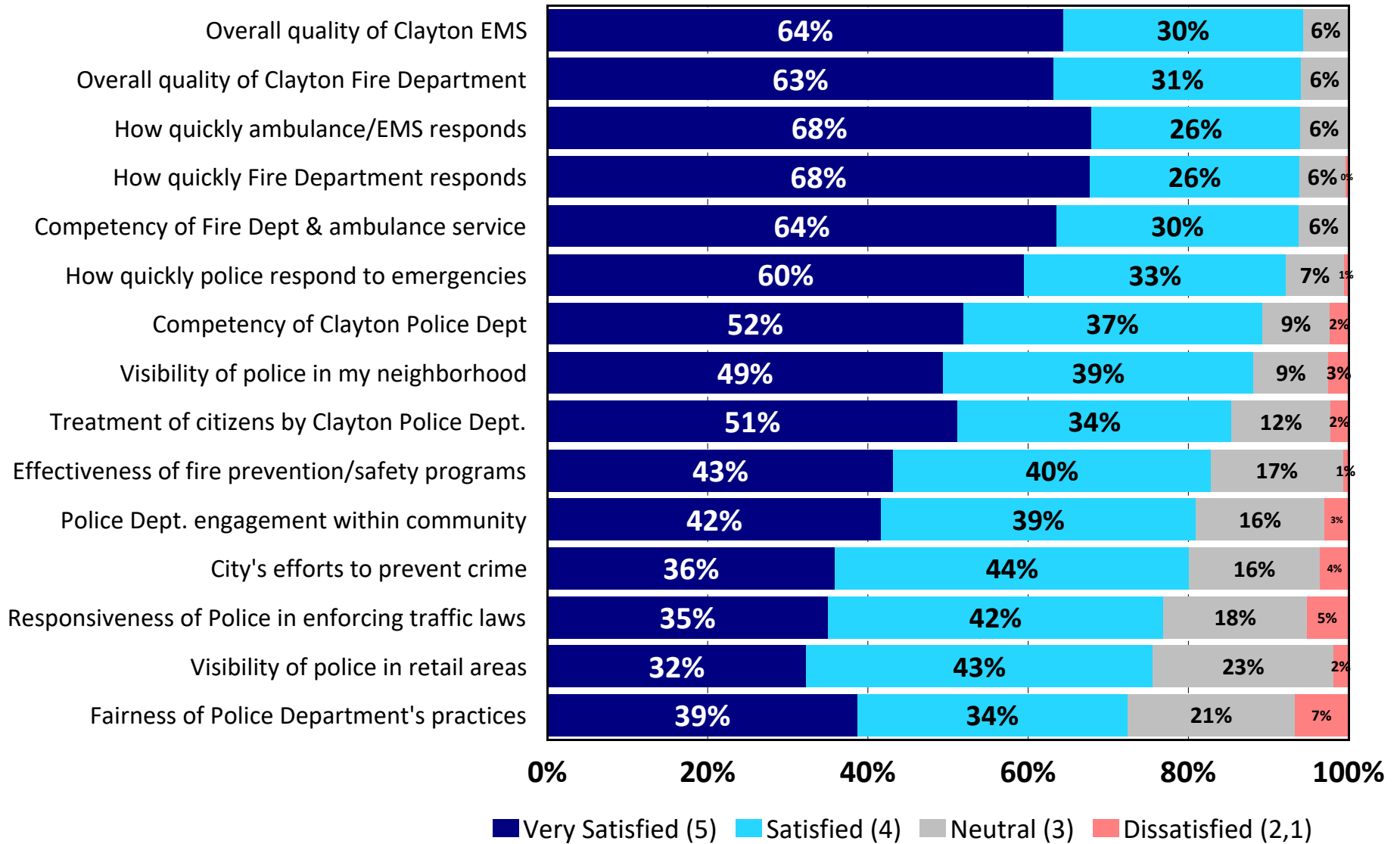


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q4. Satisfaction with Public Safety in Clayton

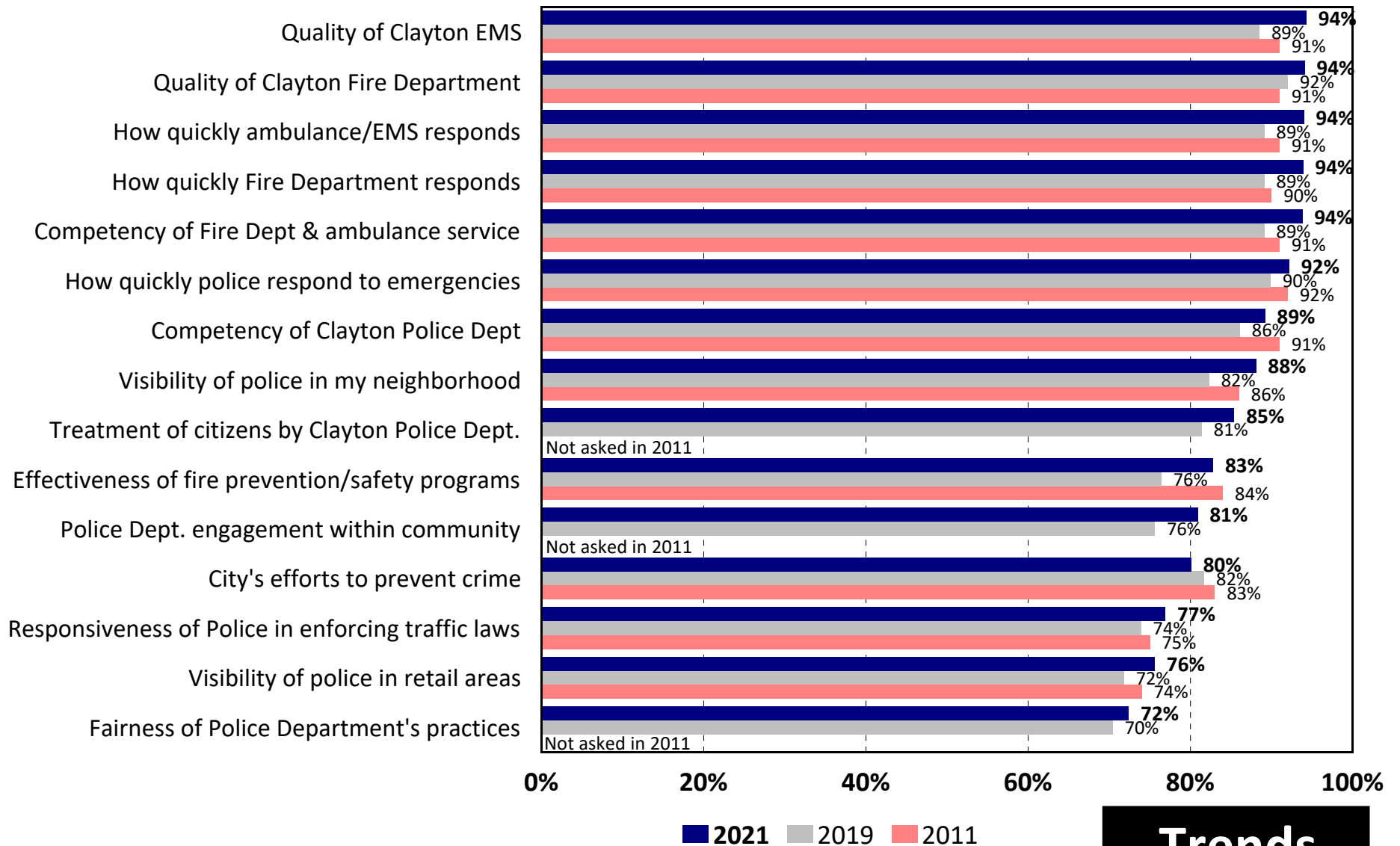
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with Public Safety in Clayton - 2021, 2019 & 2011

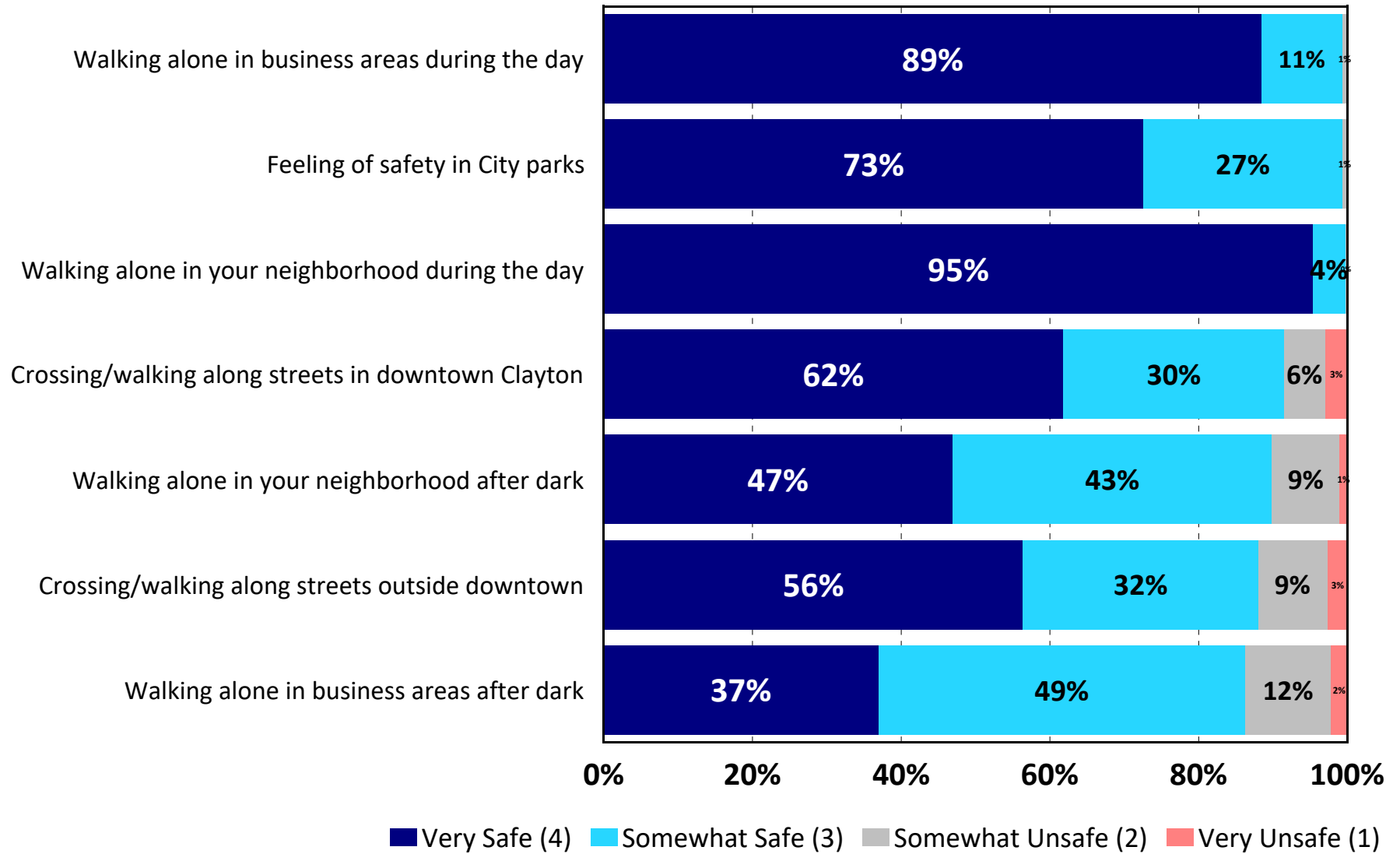
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q5. Feeling of Safety in Various Situations

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

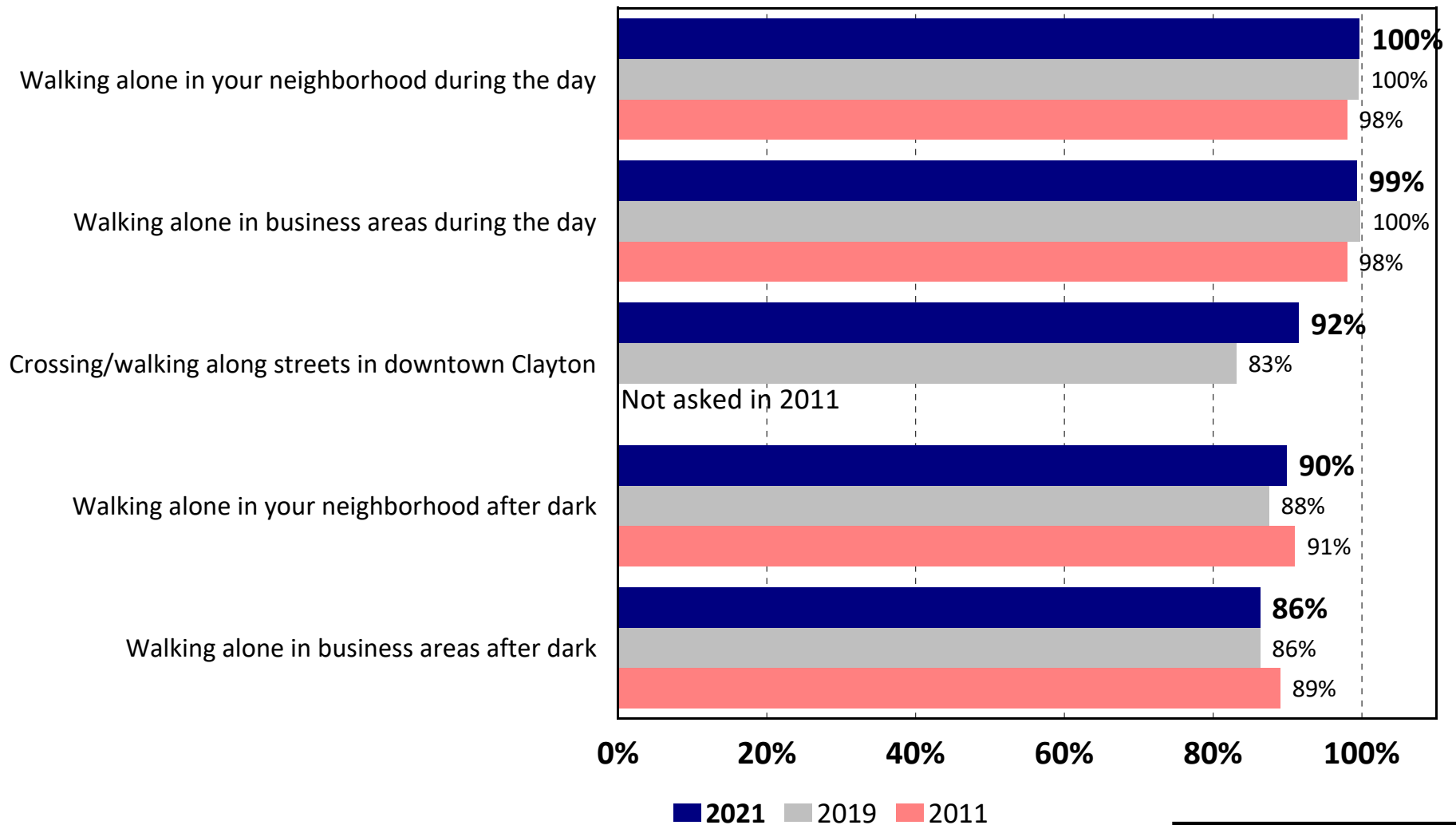


Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Feeling of Safety in Various Situations

2021, 2019 & 2011

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

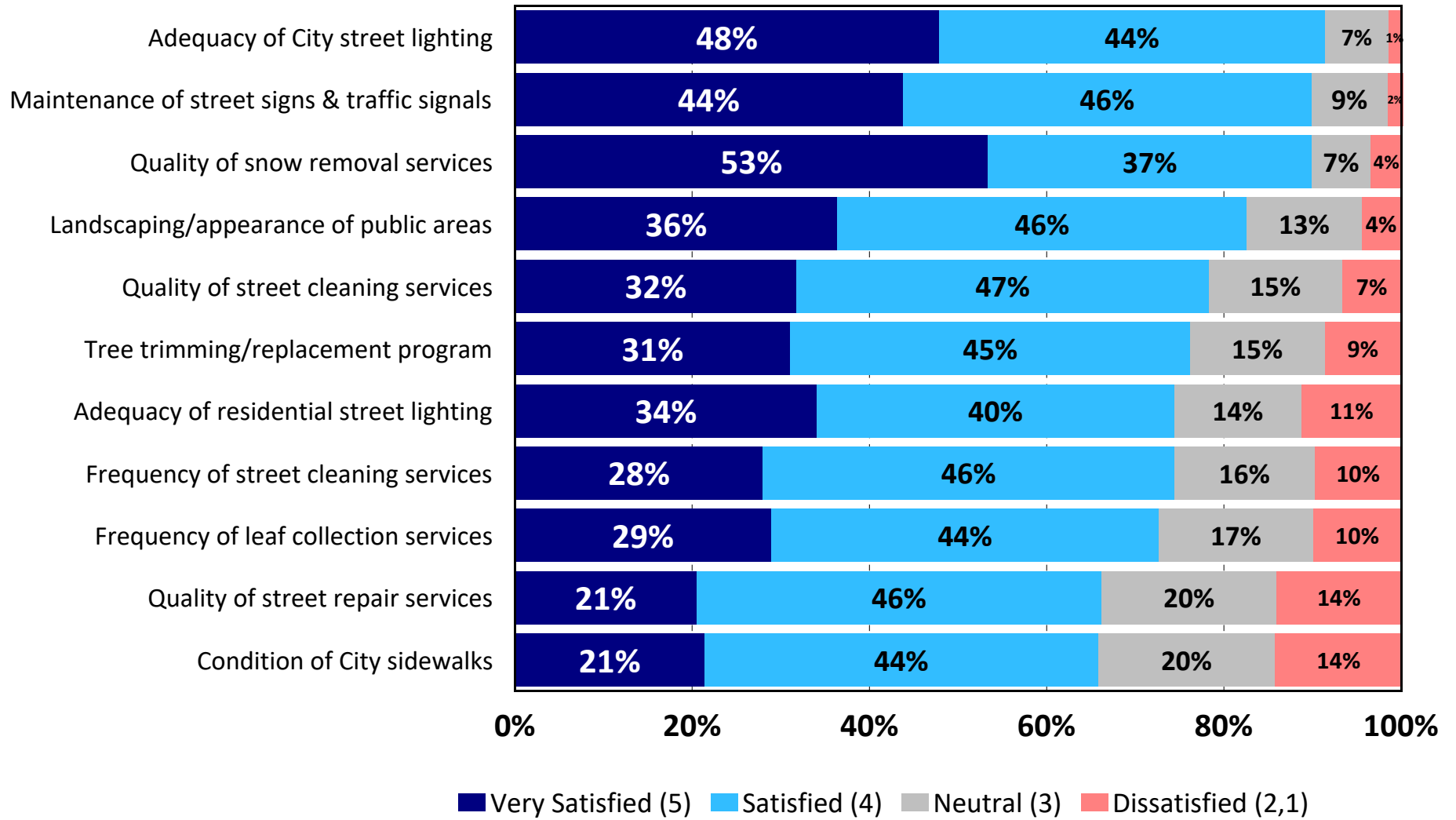


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q6. Satisfaction with City Maintenance/Public Works in the City of Clayton

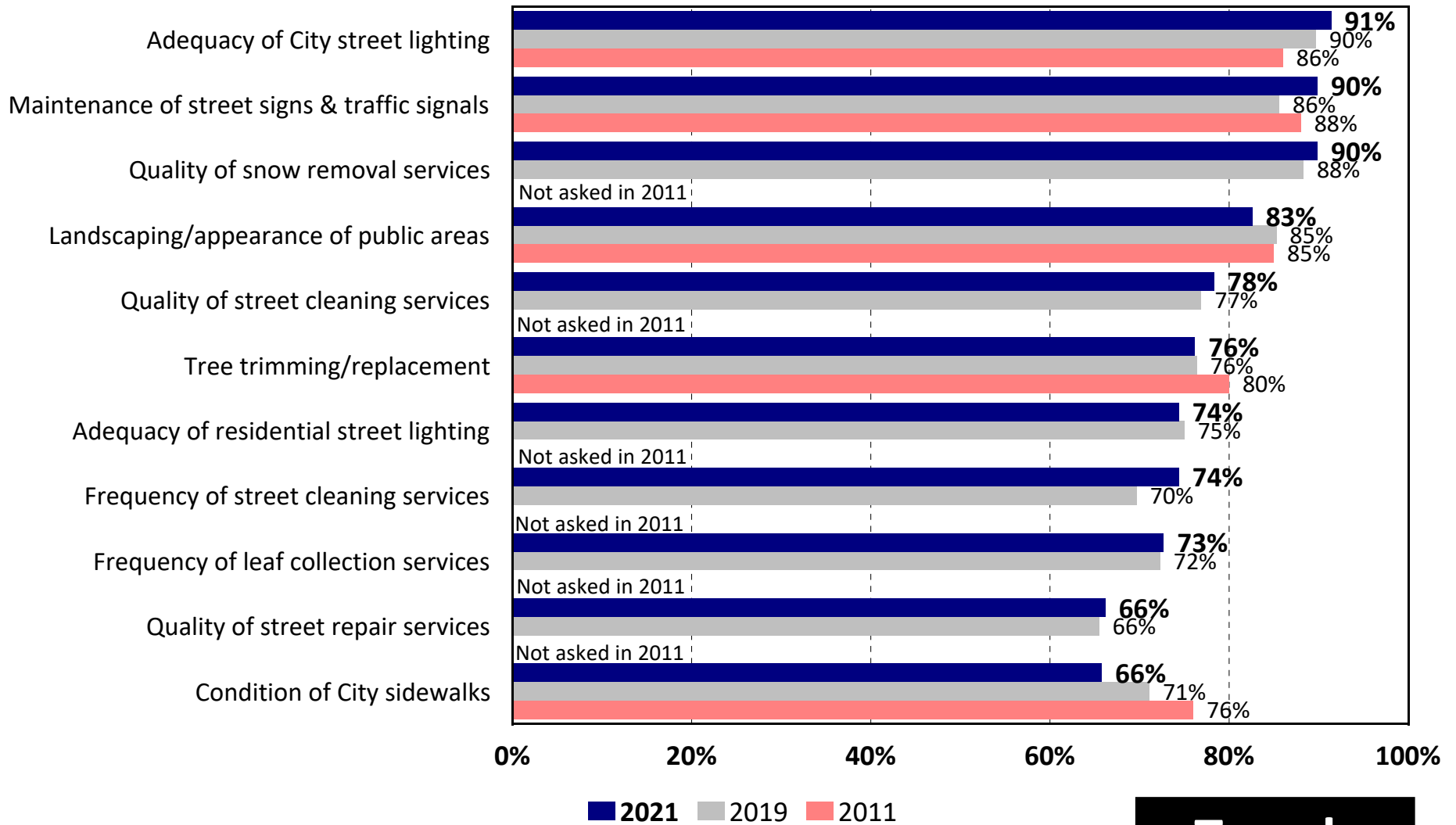
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with City Maintenance/Public Works in the City of Clayton - 2021, 2019 & 2011

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

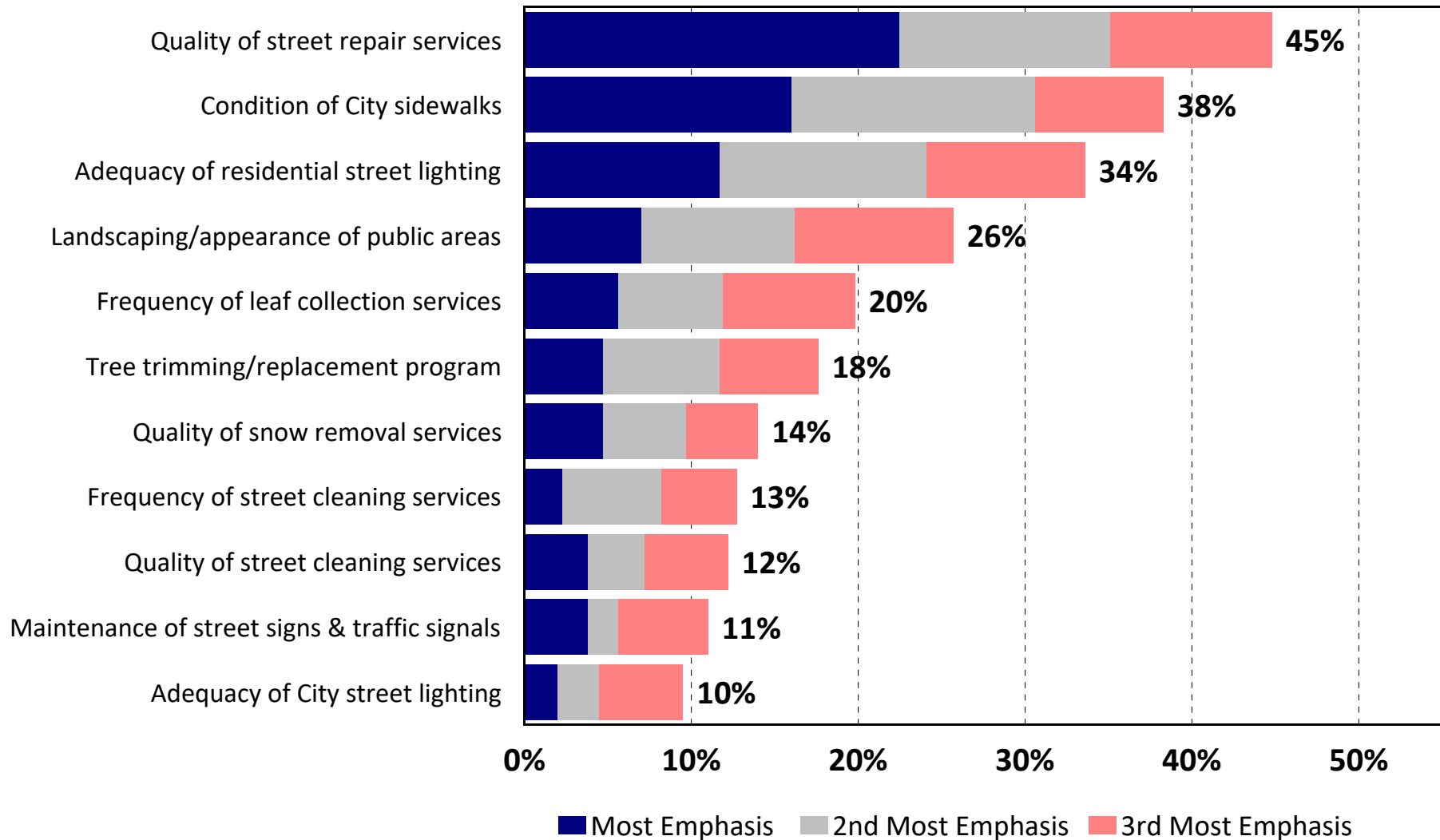


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q7. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

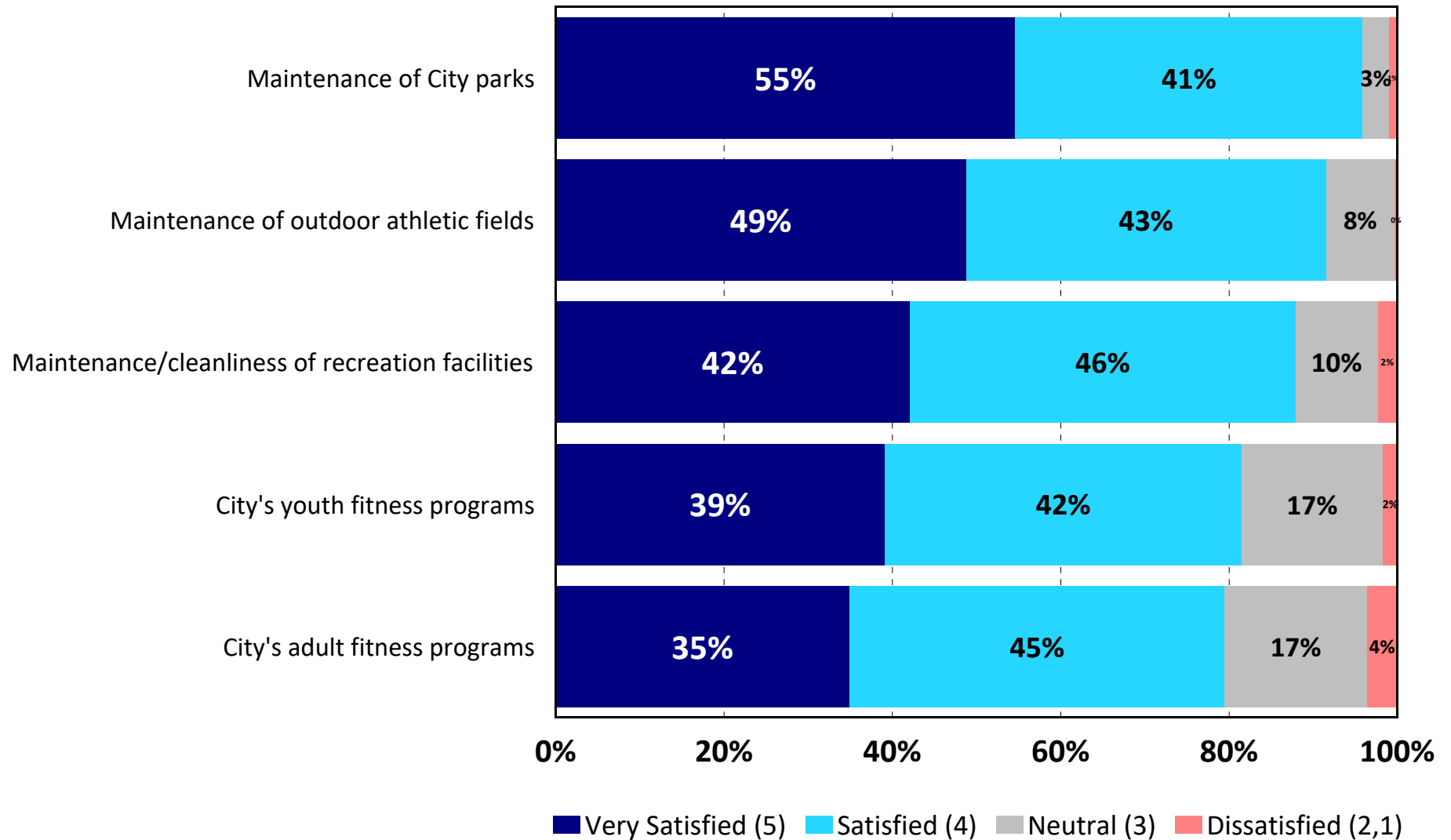
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q8. Satisfaction with Parks and Recreation in the City of Clayton

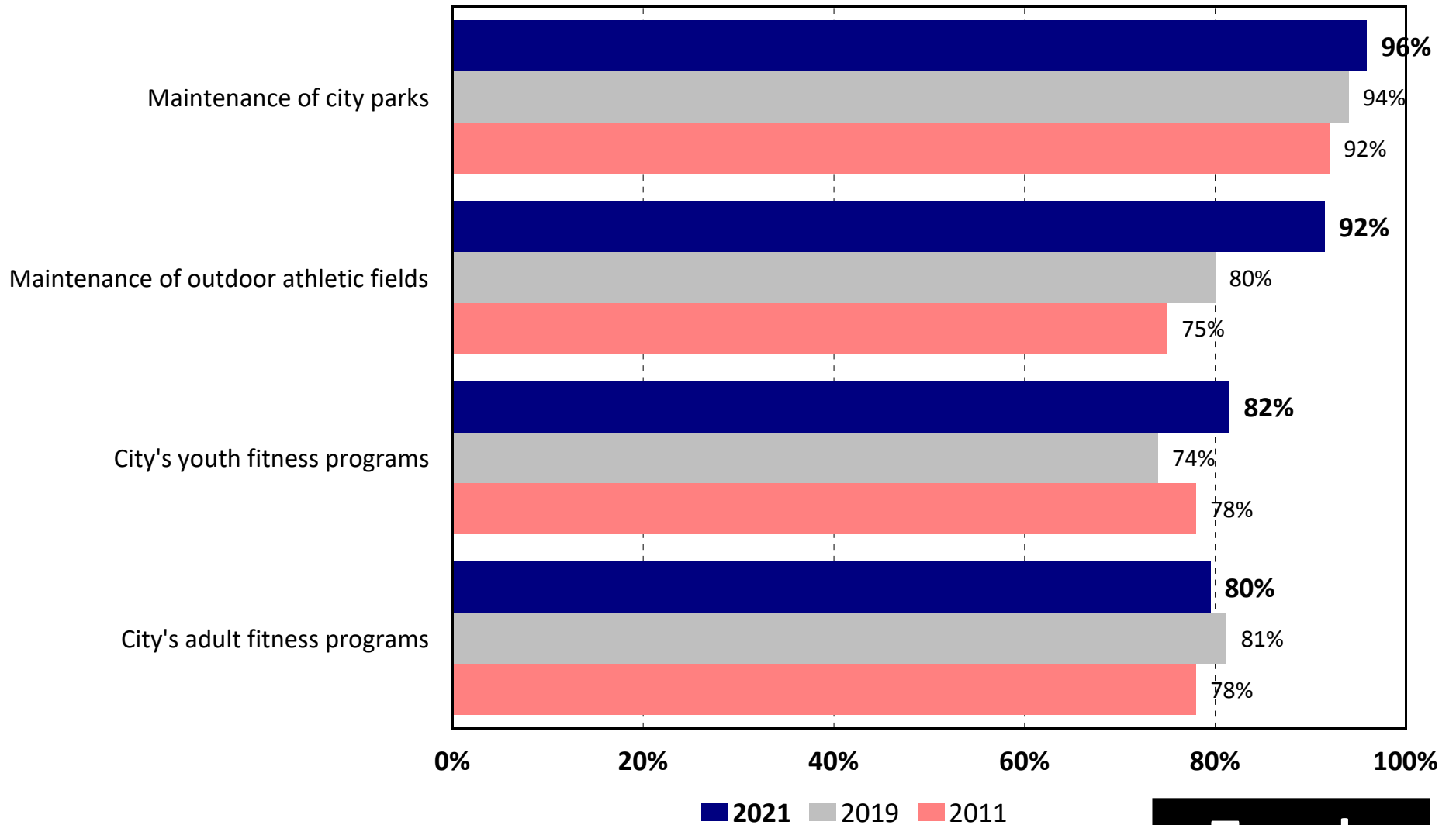
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with Parks and Recreation in the City of Clayton - 2021, 2019 & 2011

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

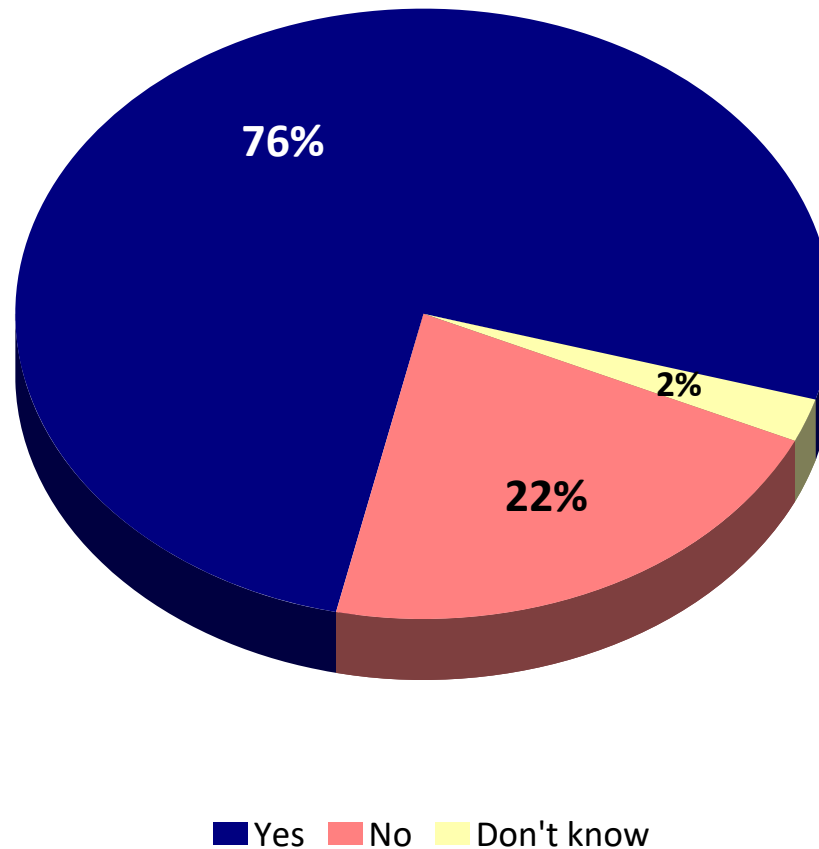


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q9. In the past 12 months, has anyone in your household used any of Clayton's parks, recreation facilities or recreation programs?

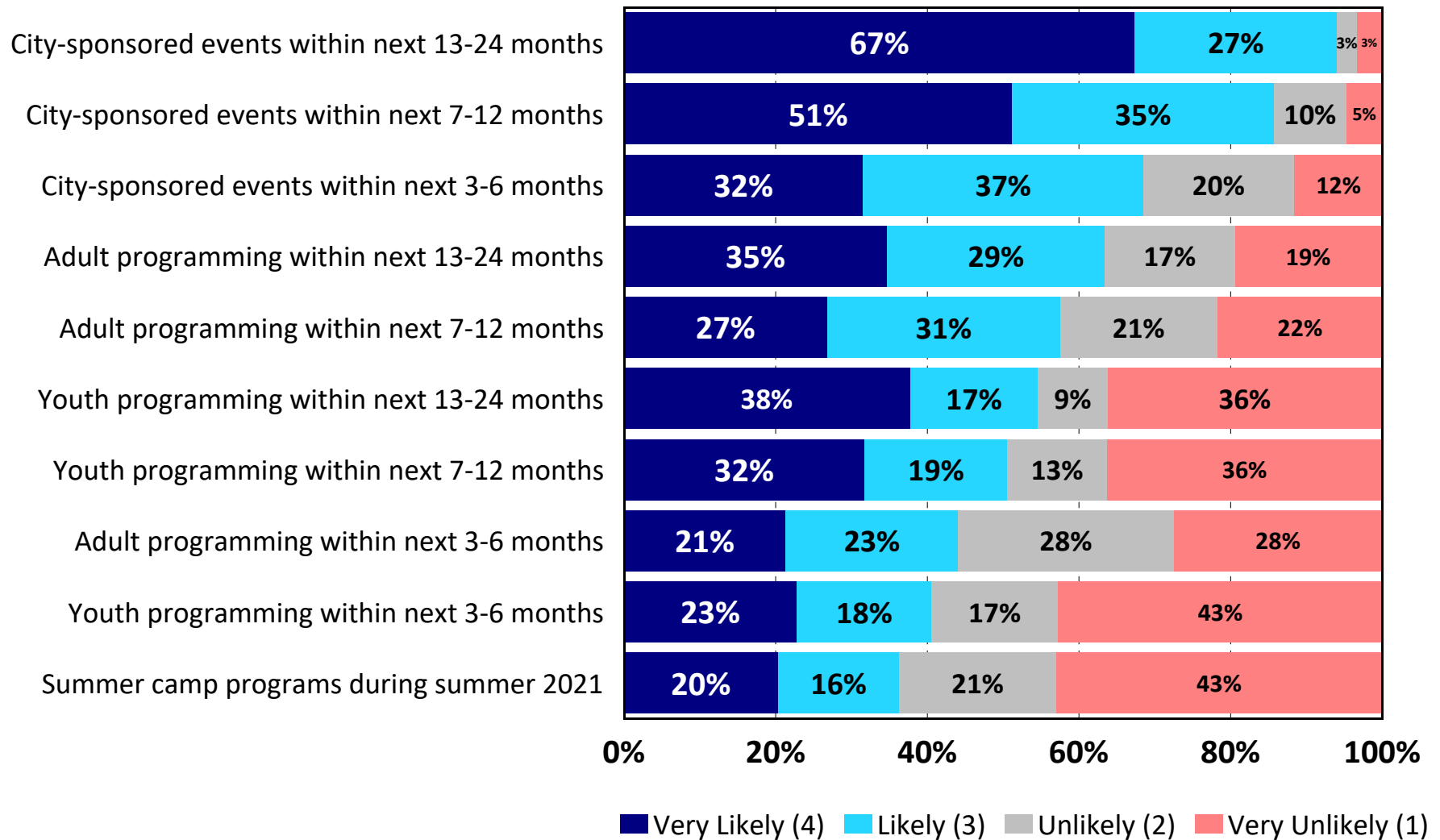
by percentage of respondents



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q10. Likelihood of Attending/Participating in the Following Events/Programs Based on COVID-19 Related Factors

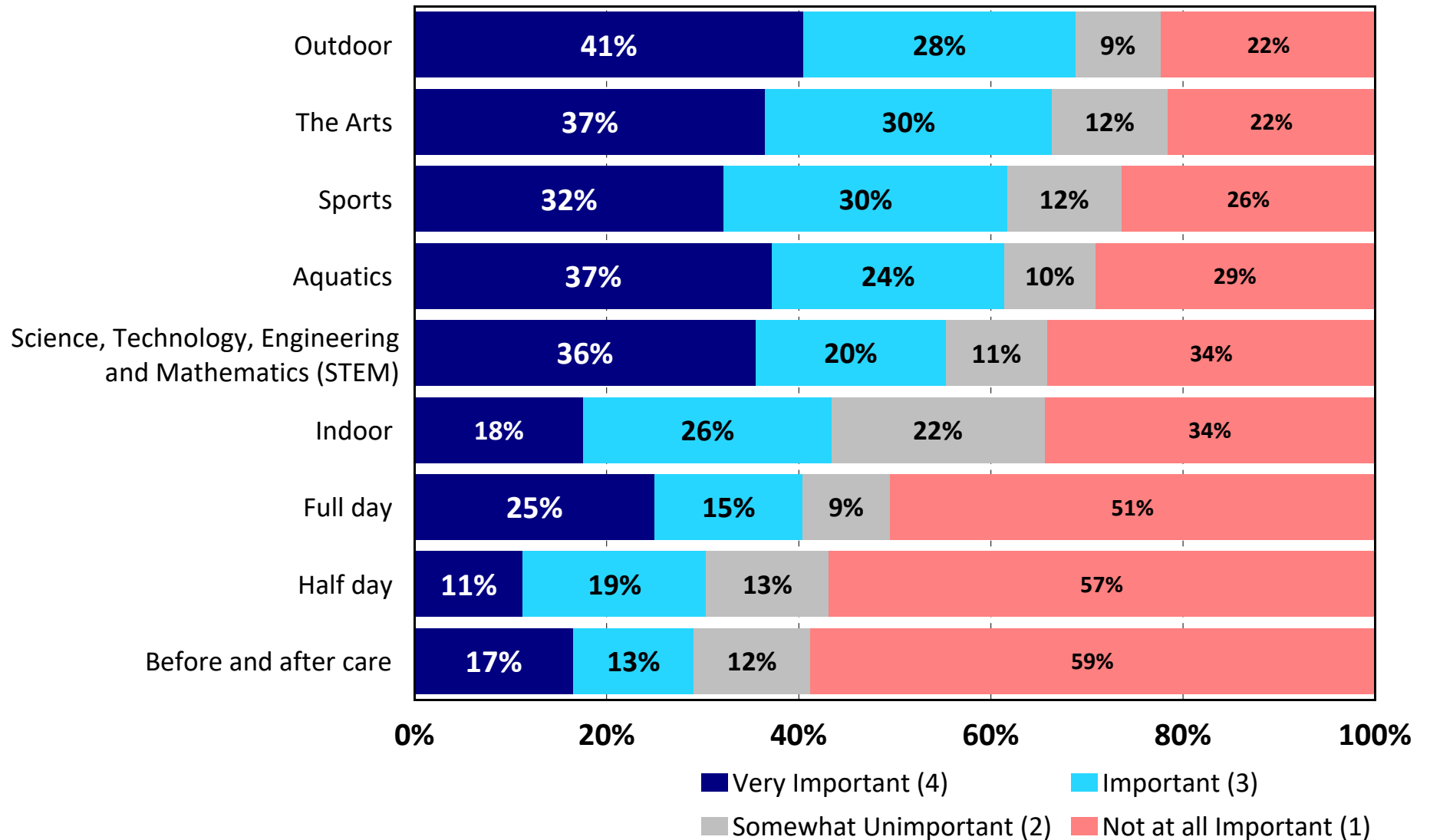
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q11. Importance of Various Summer Camp Program Options

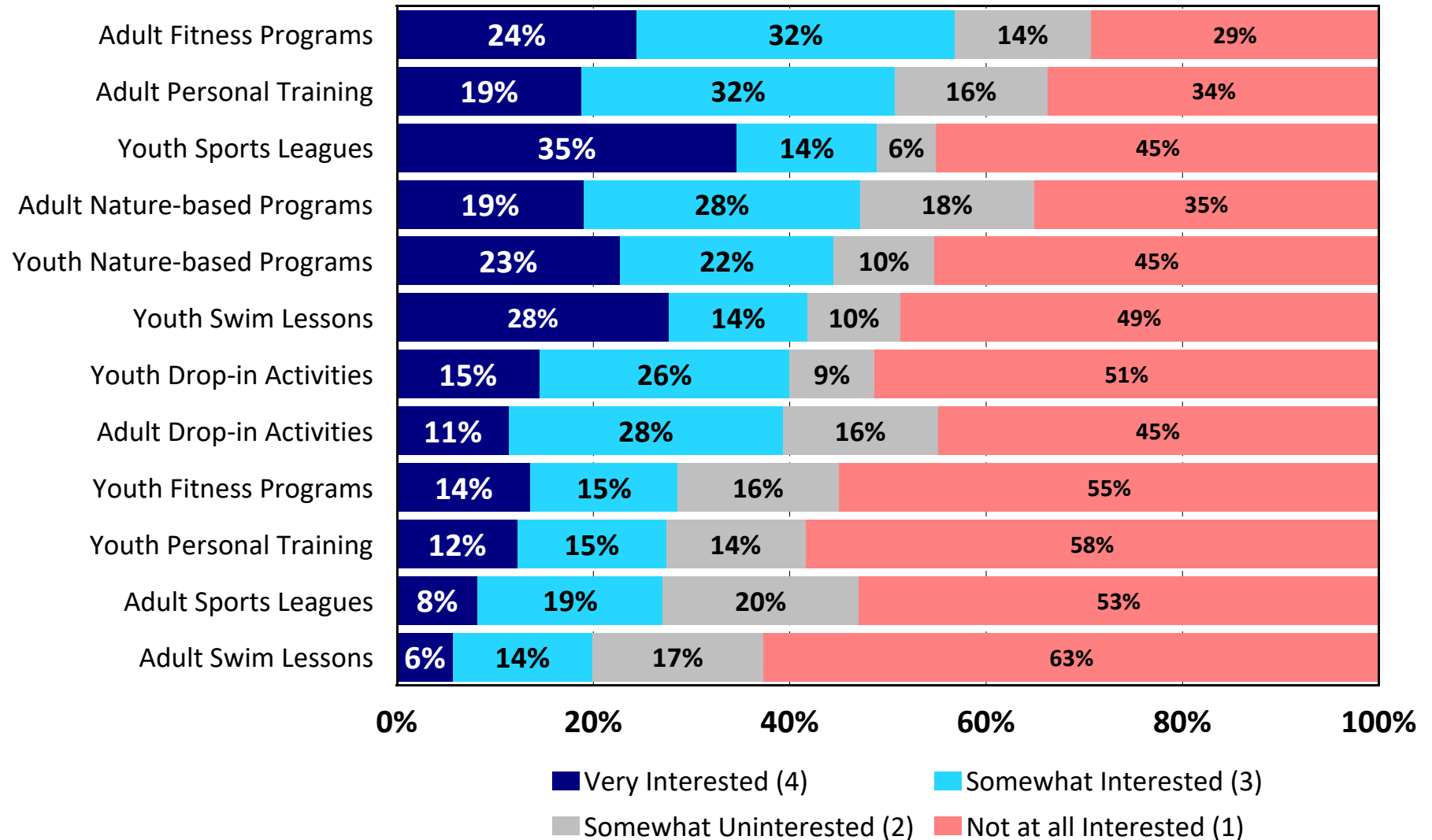
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q12. Level of Interest in Attending Various Types of Programming Options

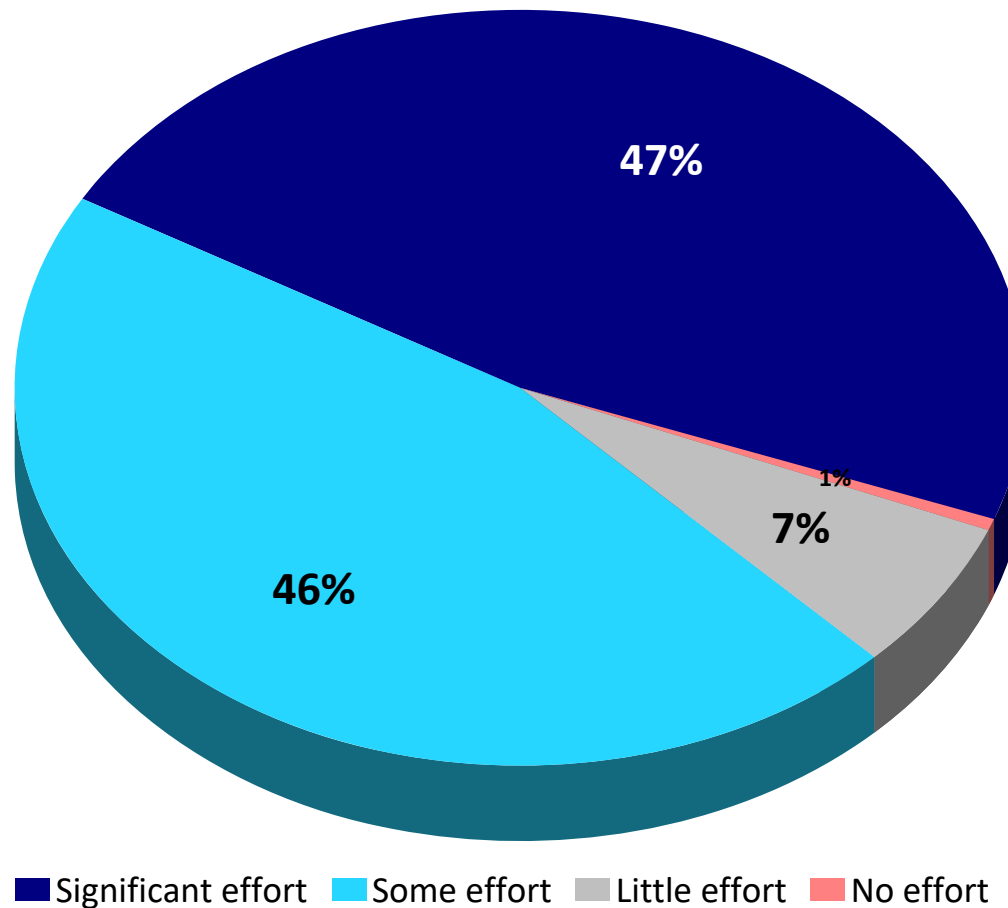
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q13. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City?

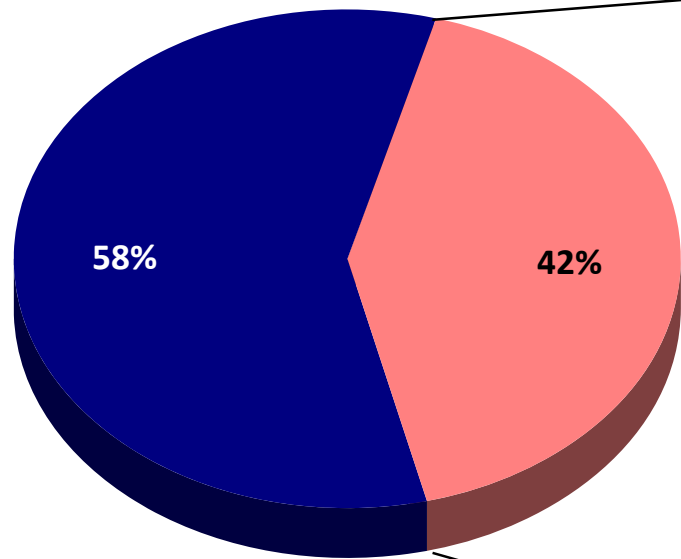
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q14. Do you subscribe to the City’s email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)?

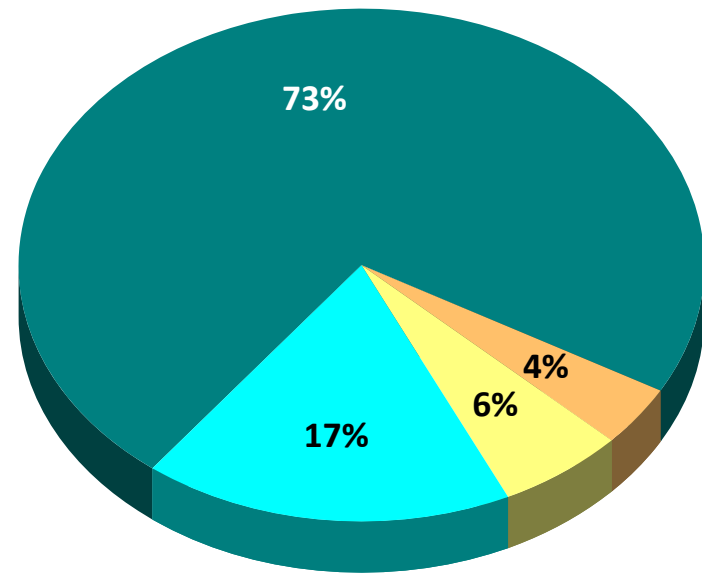
by percentage of respondents (excluding “not provided”)



■ Yes ■ No

Q14a. If NO, why not?

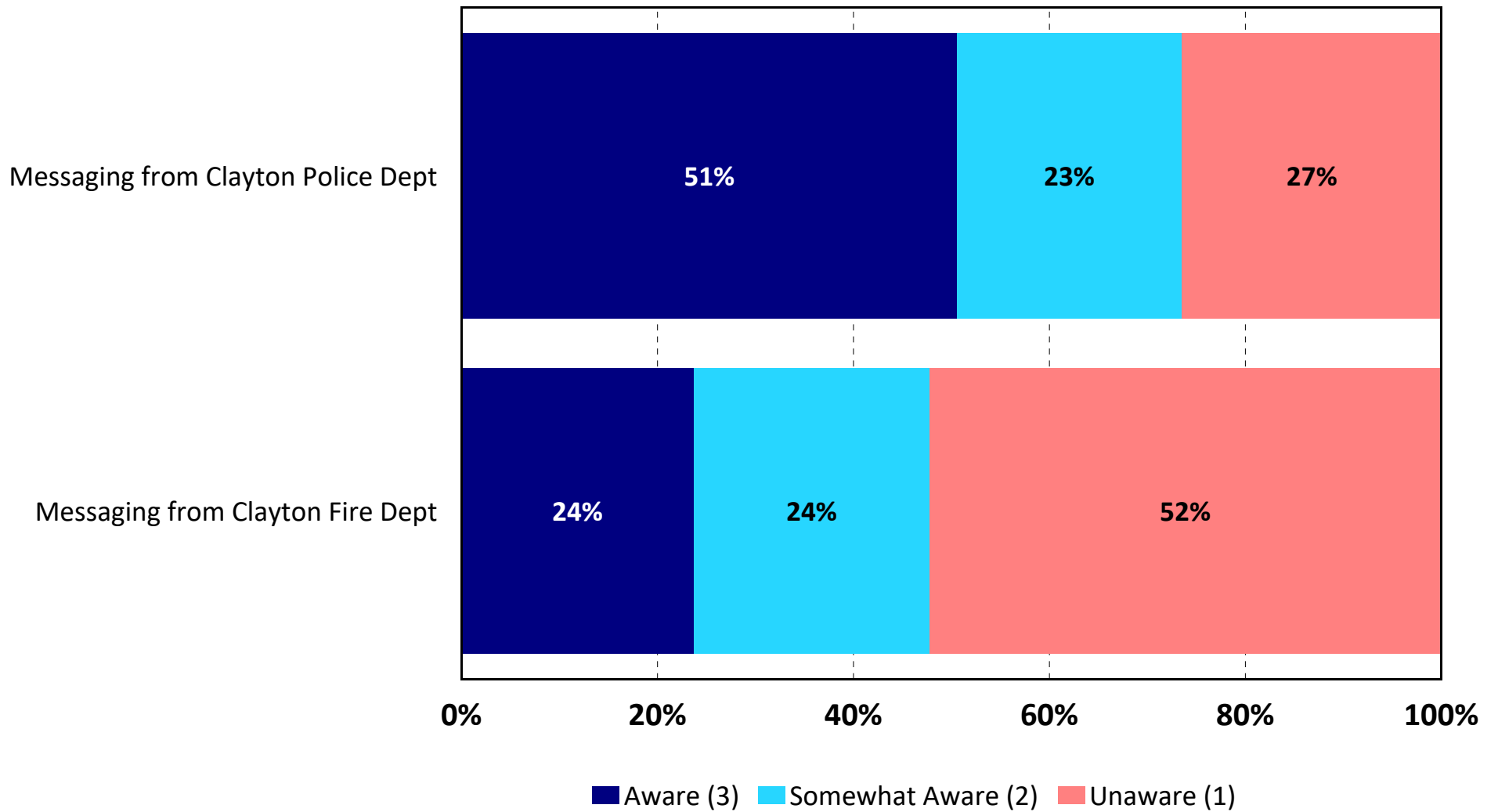
by percentage of respondents (excluding “not provided”)



■ Didn't know it was offered ■ Receive too many emails
■ Not interested ■ Other

Q15. Awareness of Services and Engagement Efforts

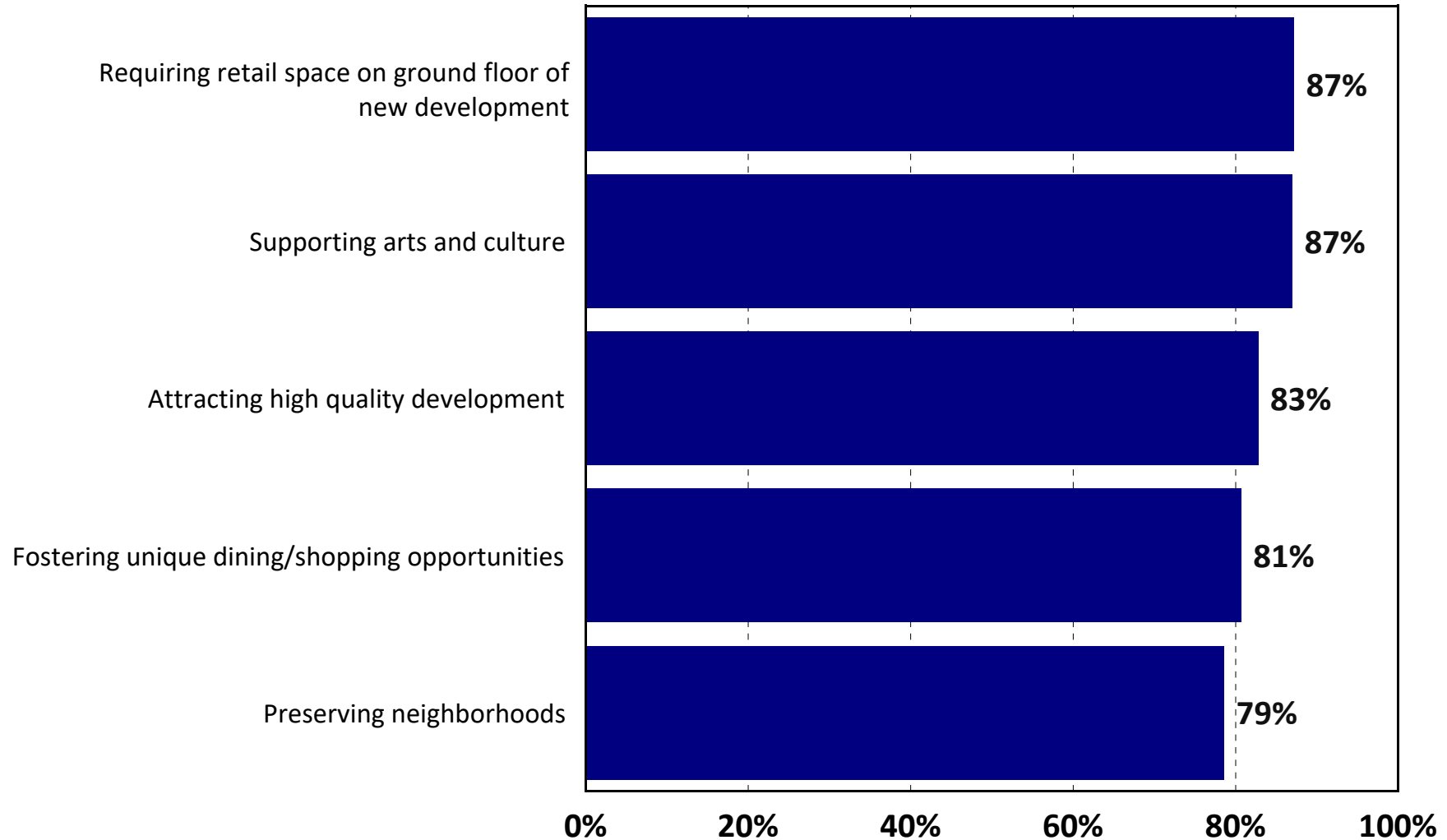
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q16. Is the City of Clayton moving in the right direction on the following?

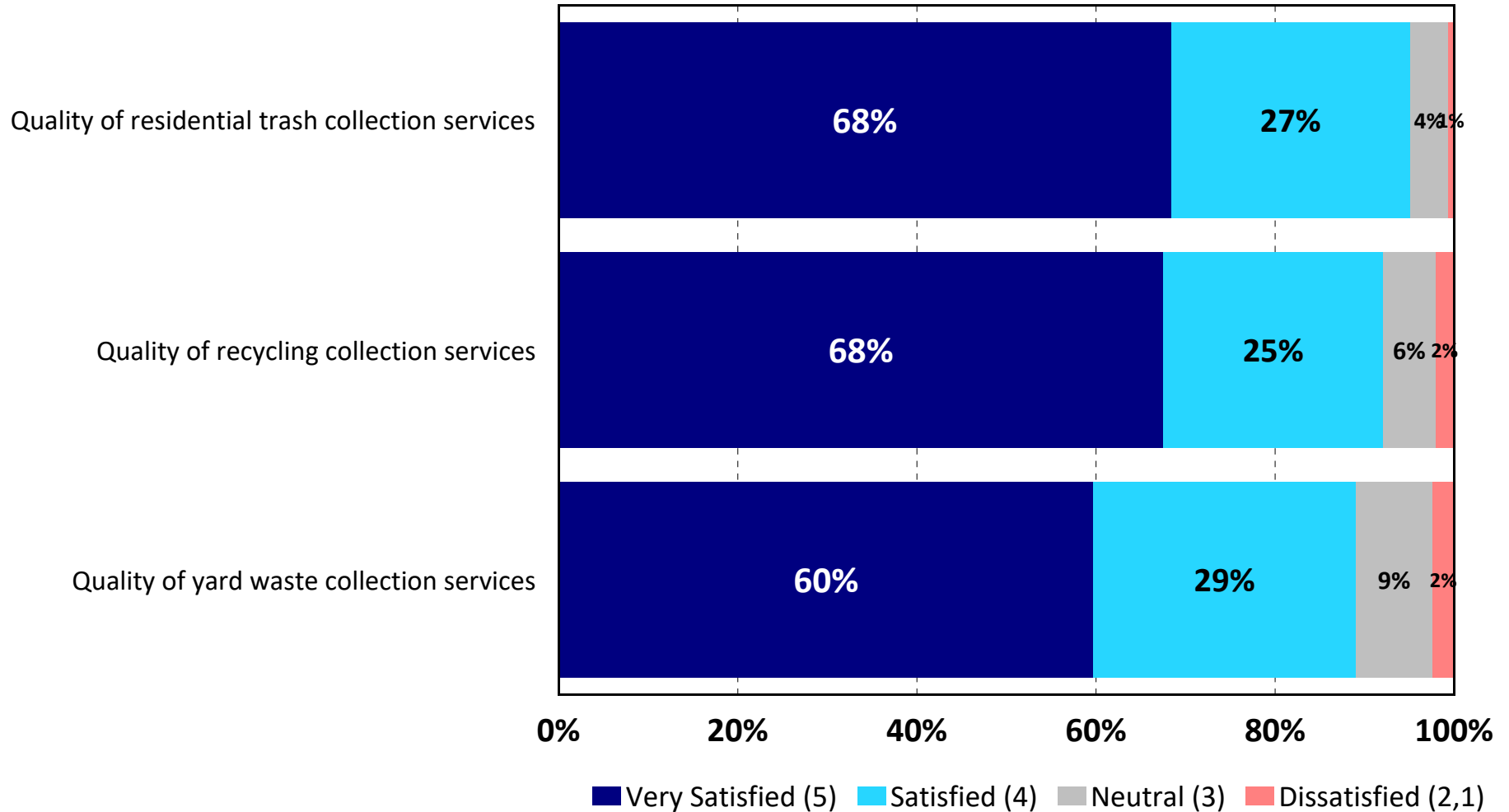
by percentage of respondents who answered “yes” (multiple selections could be made)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q17. Satisfaction with Waste Collection Service in Clayton

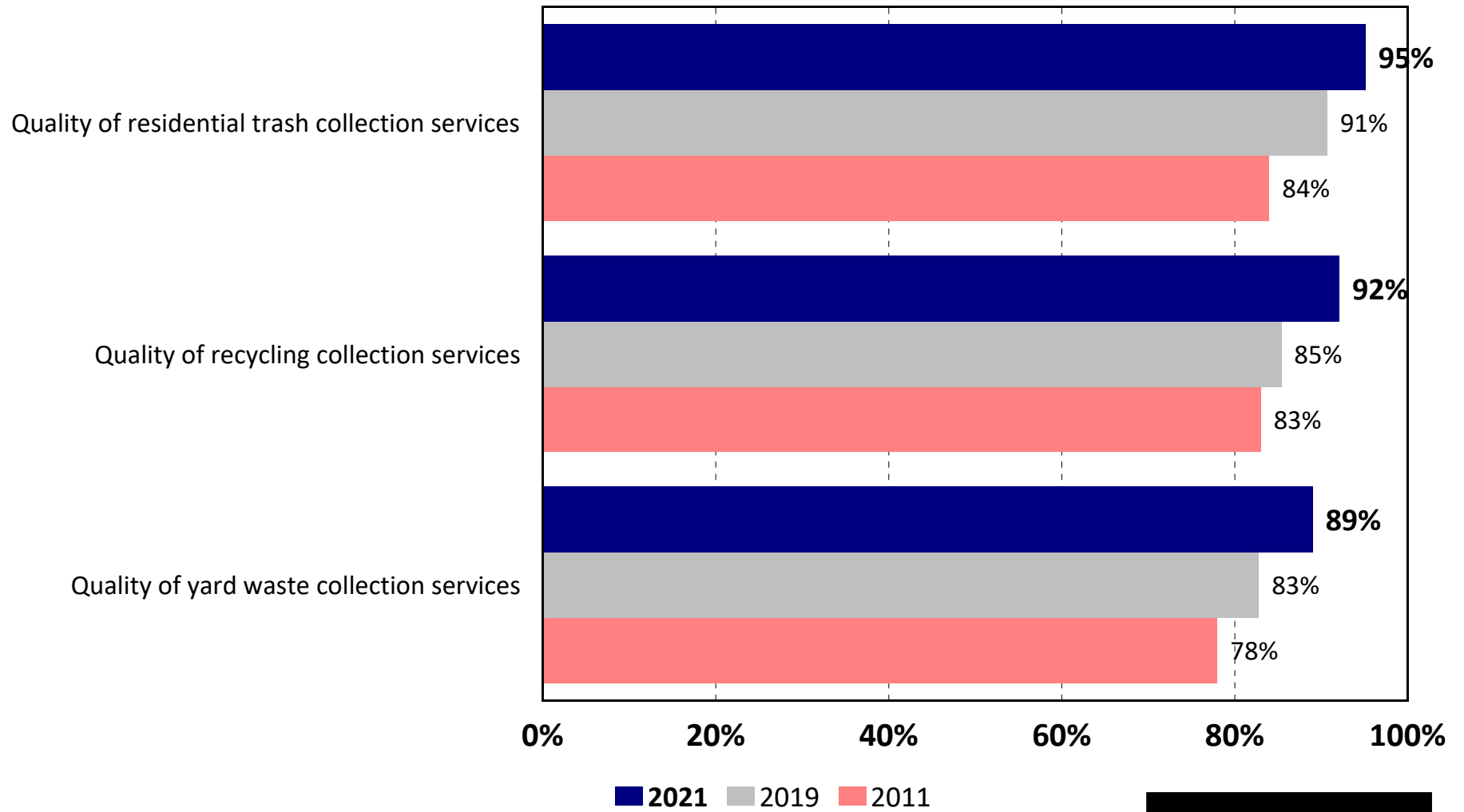
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with the Waste Collection Service in Clayton - 2021, 2019 & 2011

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

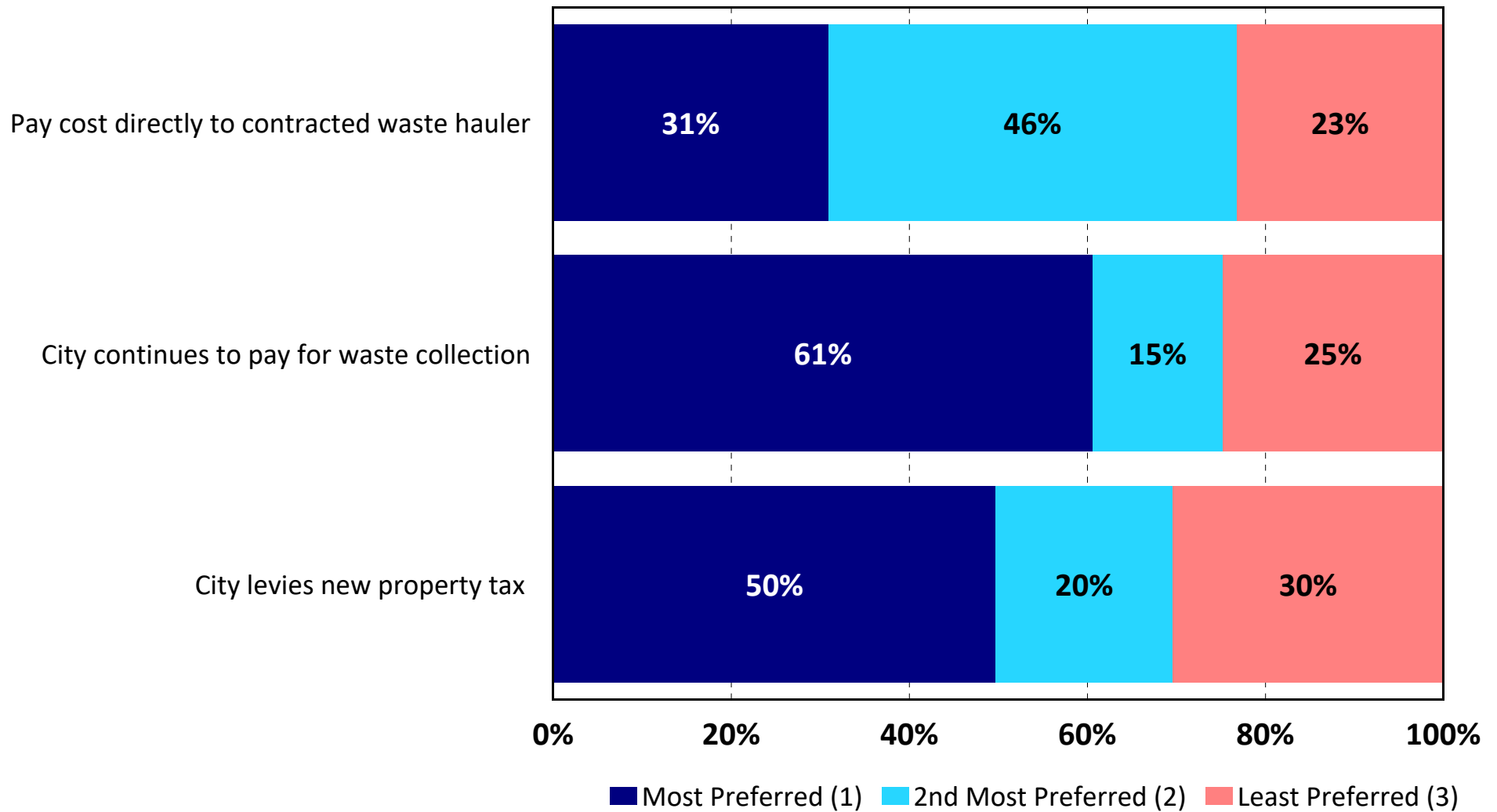


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q18. Preferred Changes to Yard Waste Collection

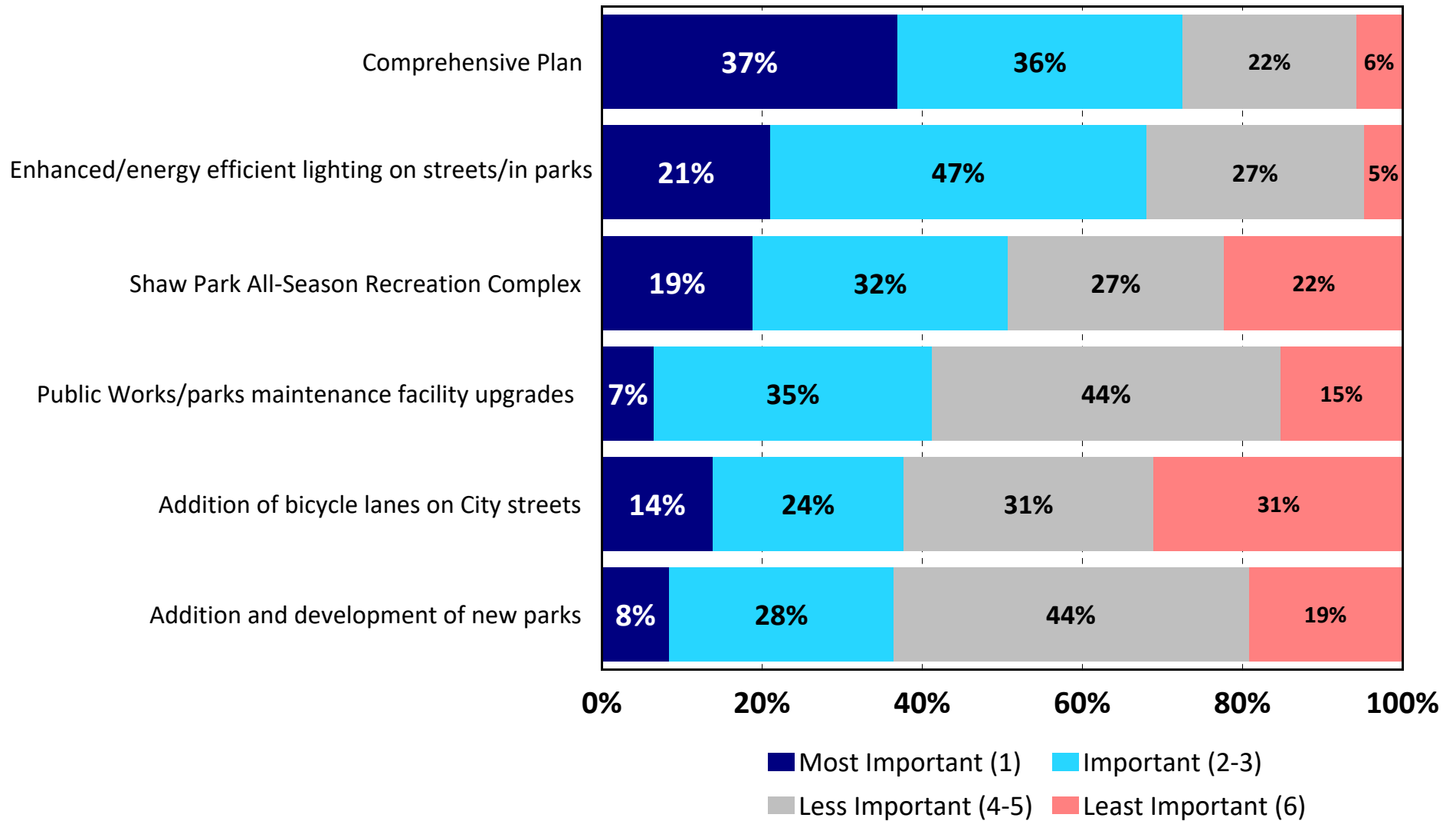
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding “not provided”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q19. Priorities for Completion of the Following Projects

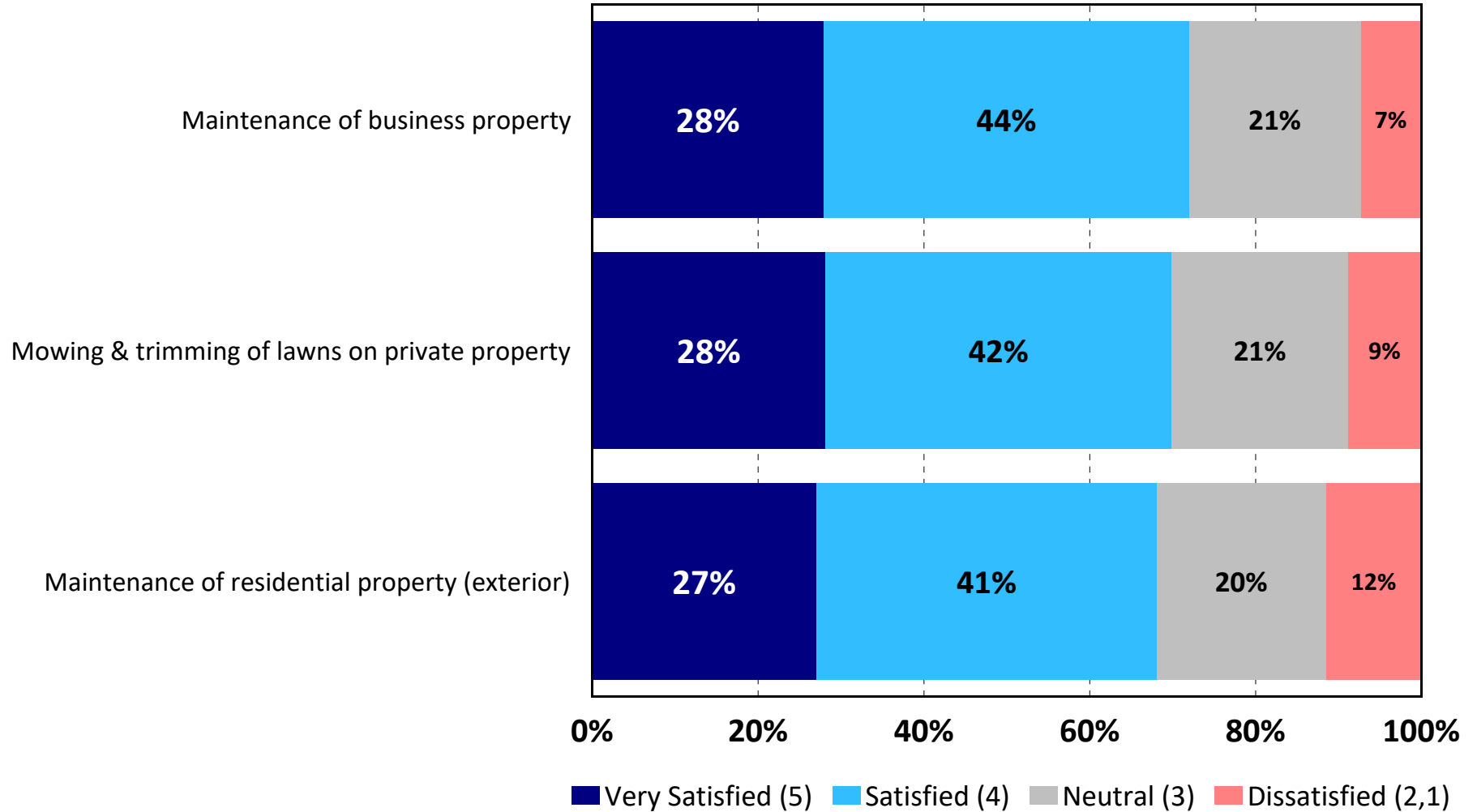
by percentage of respondents who rated the item as a 1 to 6 on a 6-point scale (excluding “not provided”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q20. Satisfaction with Enforcement of Property Maintenance Codes

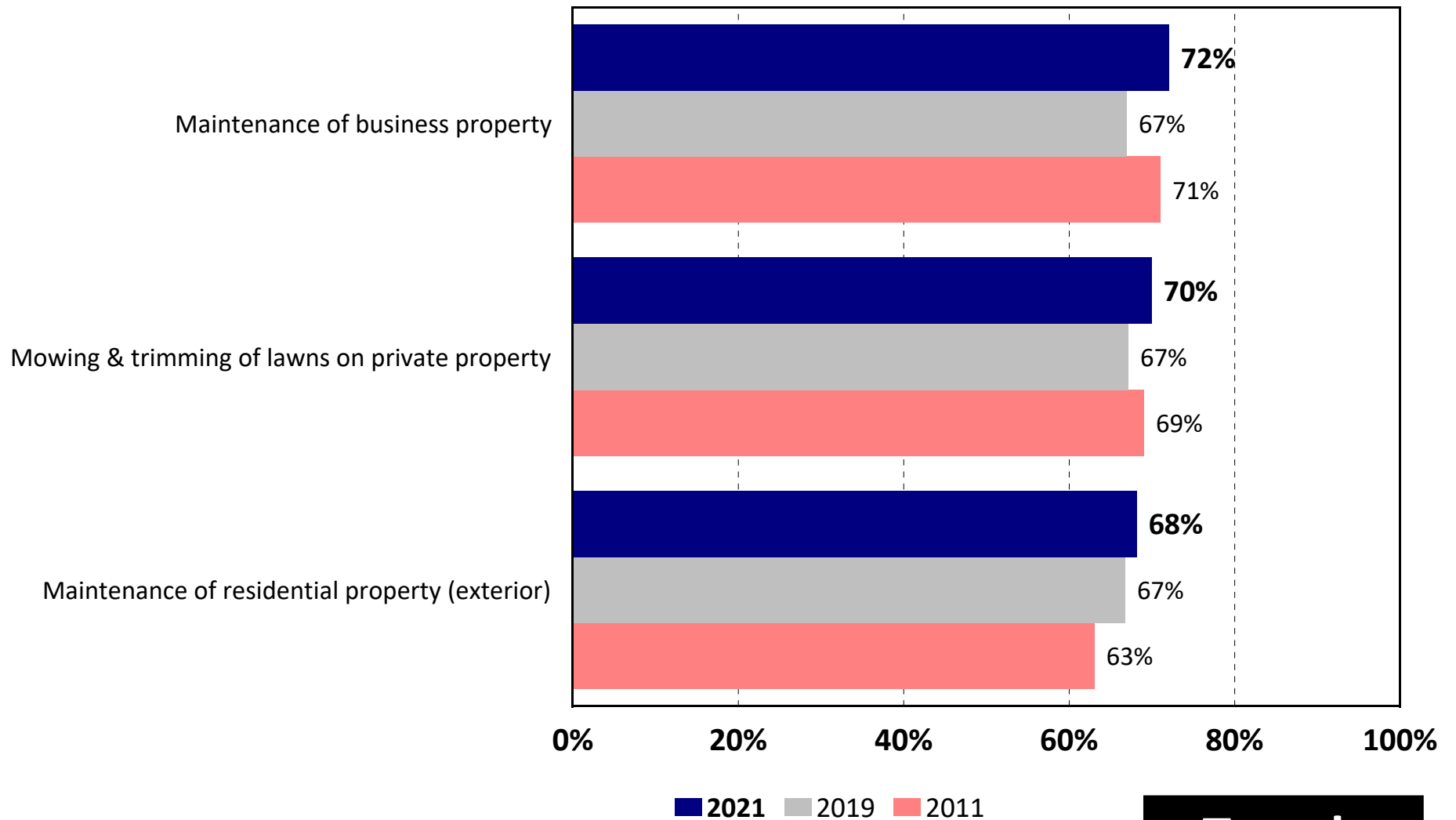
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with the Enforcement of Property Maintenance Codes - 2021, 2019 & 2011

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

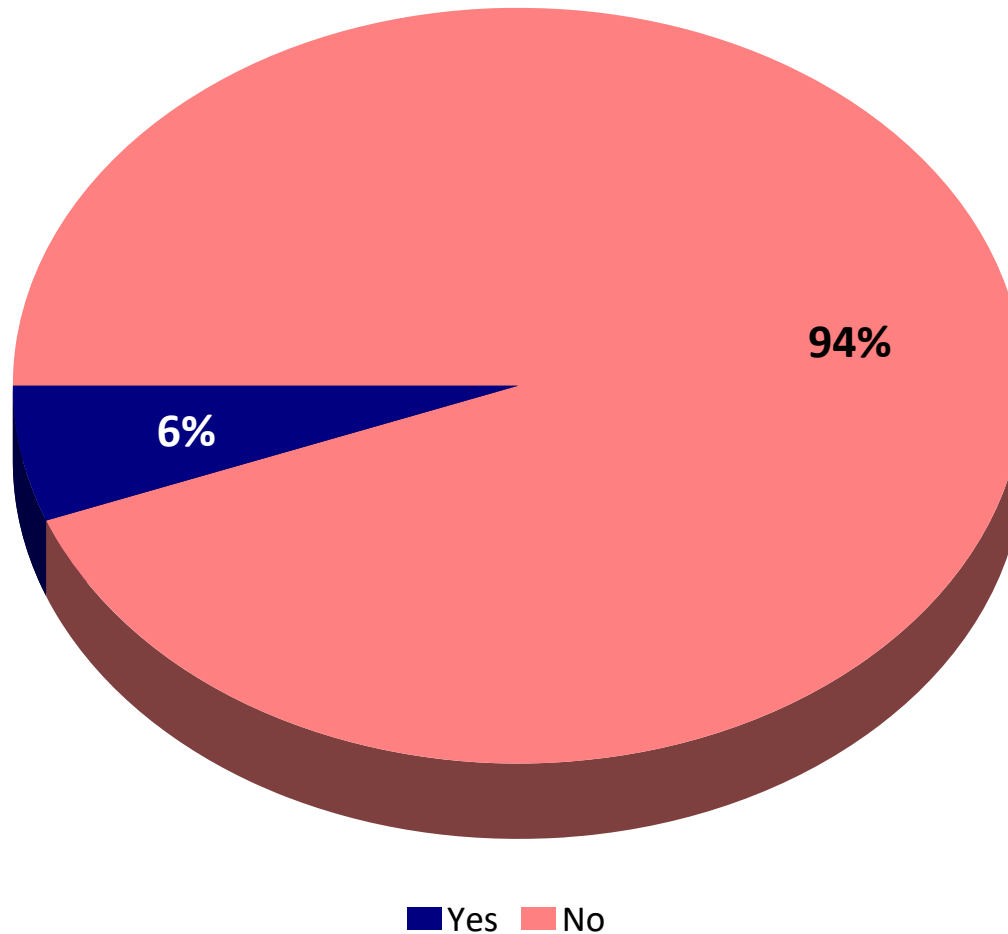


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q21. Over the past 12 months, have you contacted the City's Planning and Development Services Department to report a Code Enforcement violation?

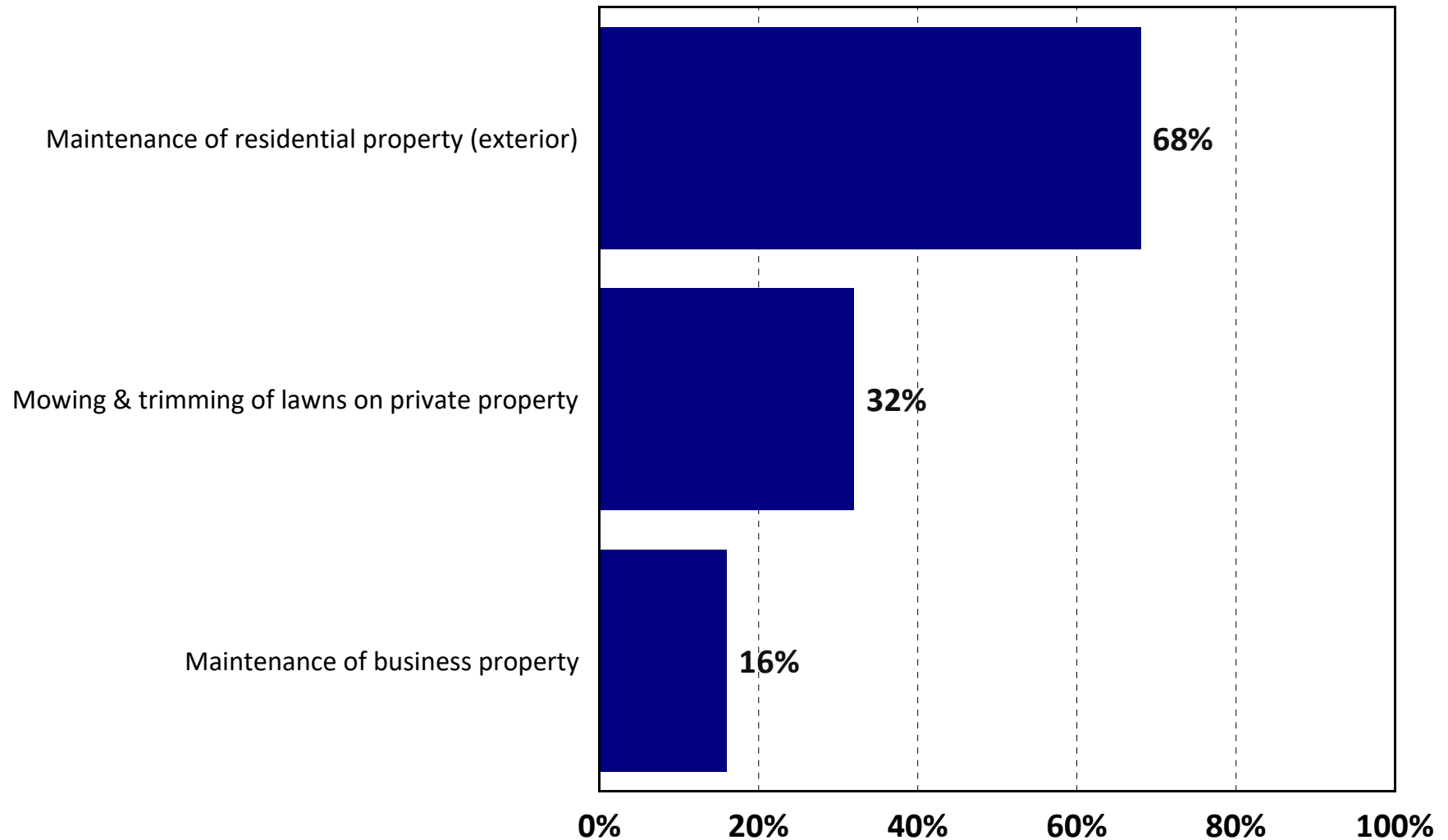
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q21a. From which of the following categories were you calling to report?

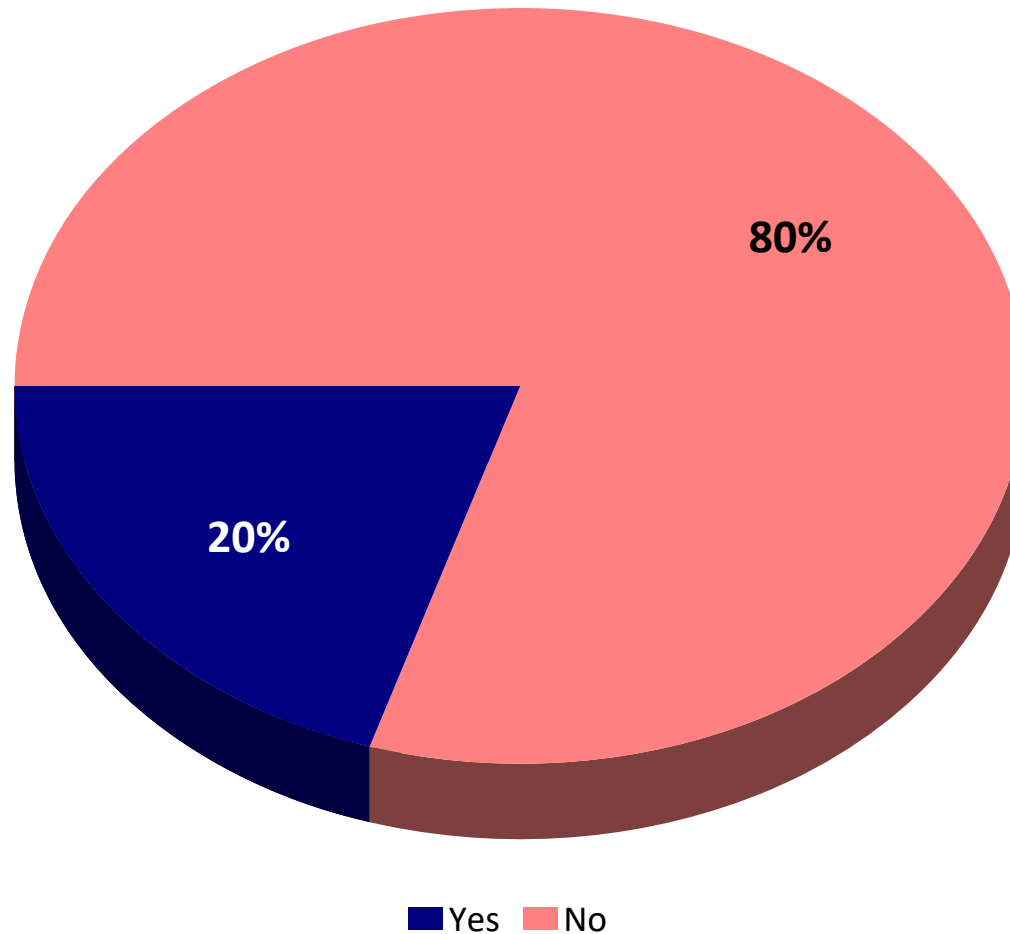
by percentage of respondents who had contacted the City's Planning/Development Services Department over the past year to report a code violation (multiple selections could be made)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q22. Have you applied for any planning and development permits?

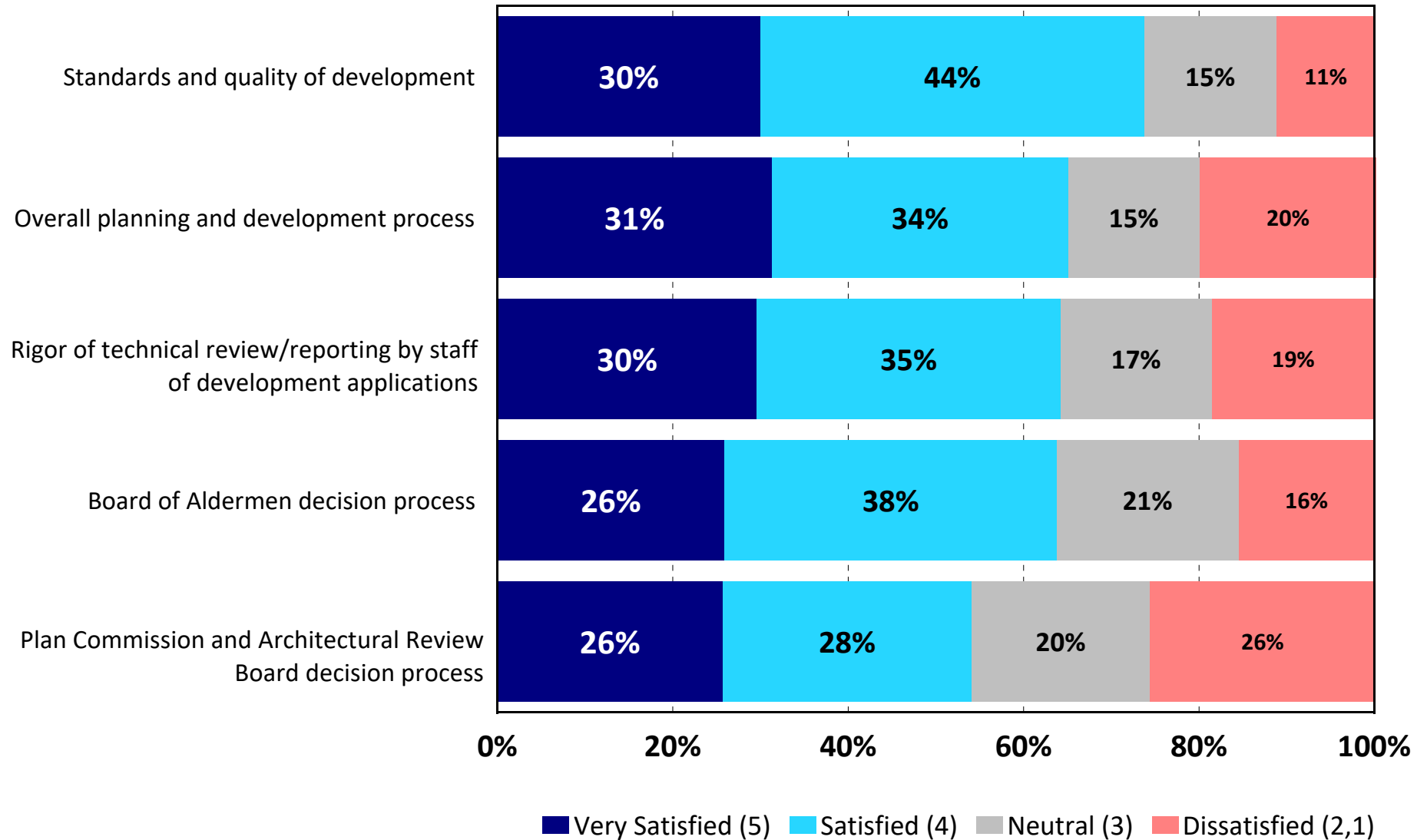
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q23. Satisfaction with Planning and Development Process

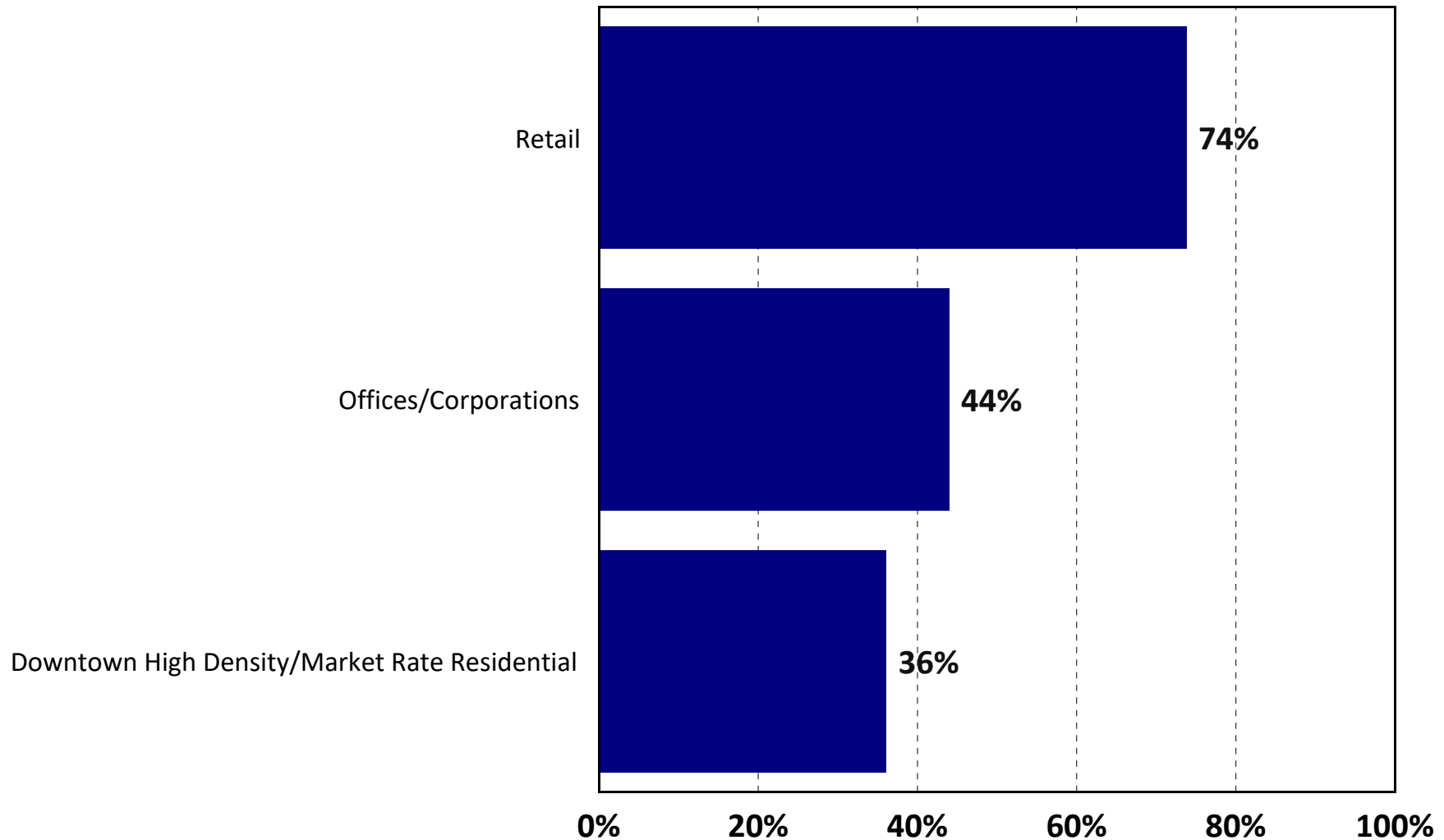
by percentage of respondents who have applied for planning and development permits and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q24. For which of the following areas do you support the City's use of financial incentives to attract and expand?

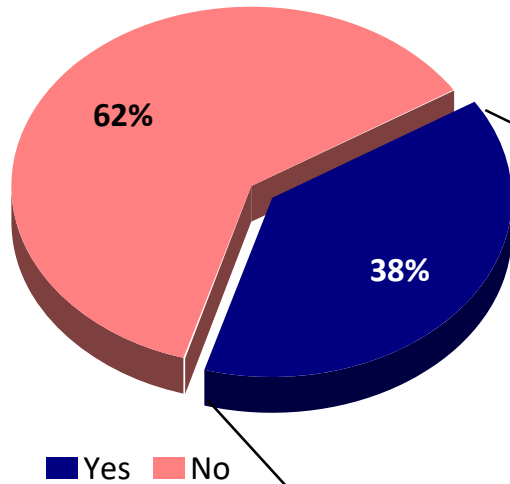
by percentage of respondents who support the item (multiple selections could be made)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

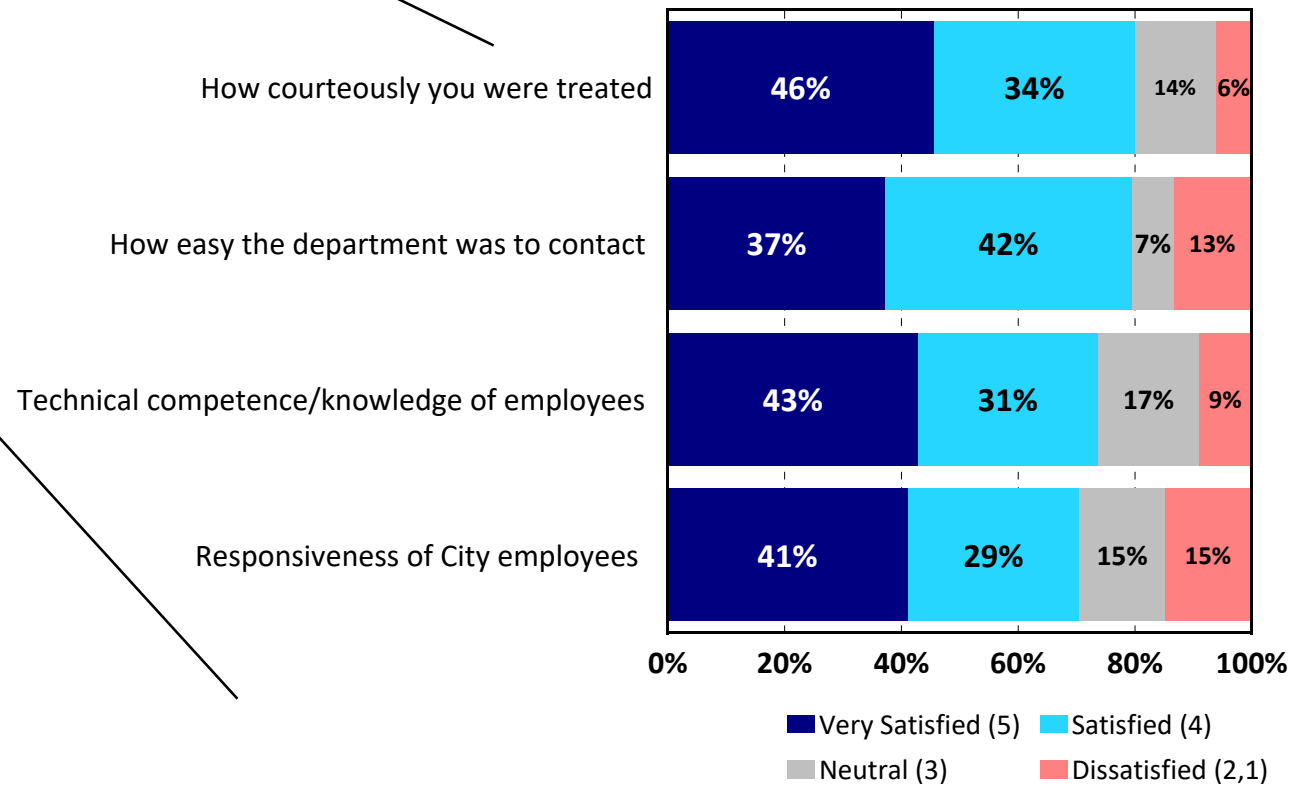
Q25. Have you contacted the City with a question, problem or complaint during the past year?

by percentage of respondents



Q25b. Satisfaction with Customer Service

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

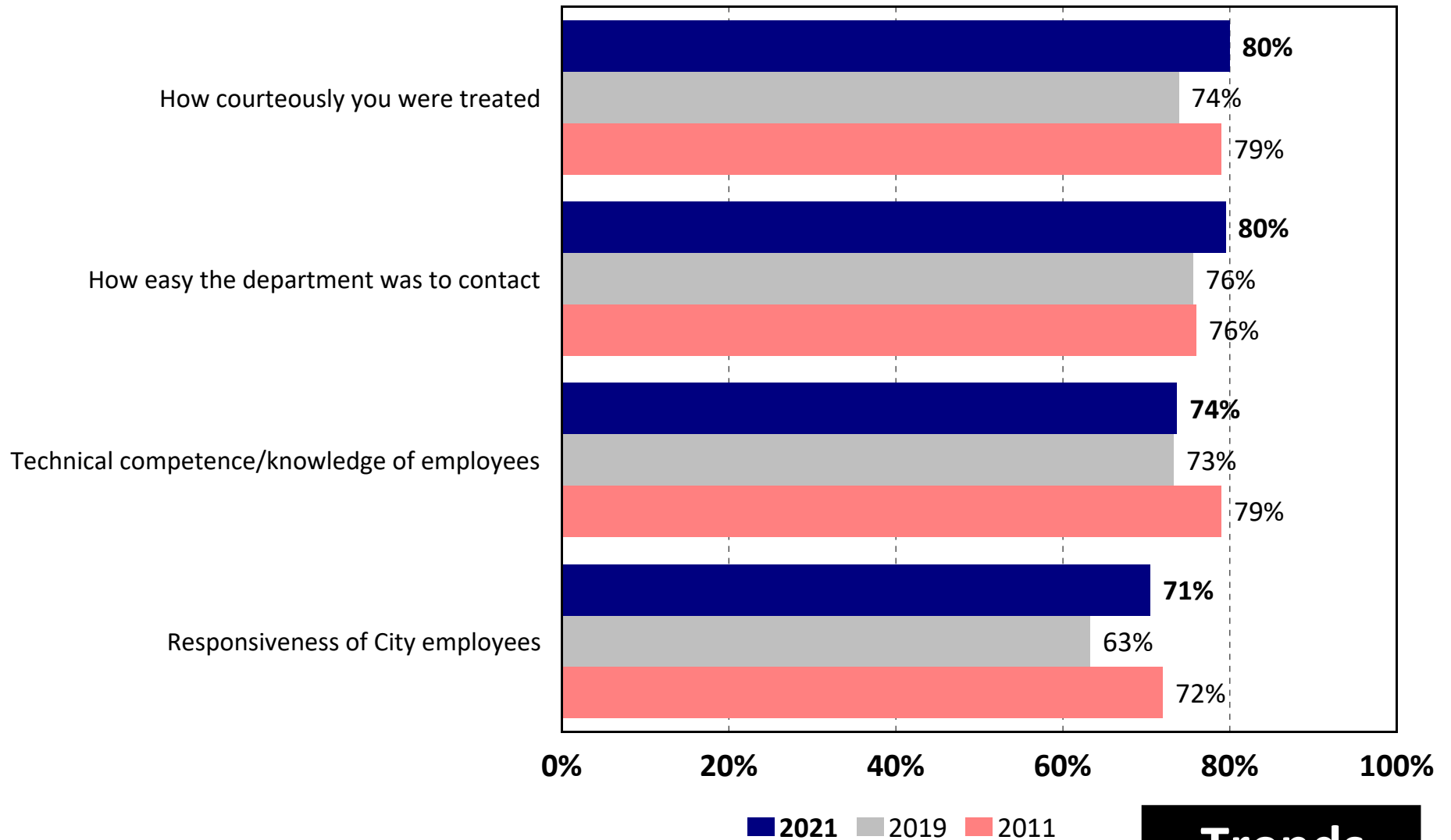


Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with Customer Service

2021, 2019 & 2011

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

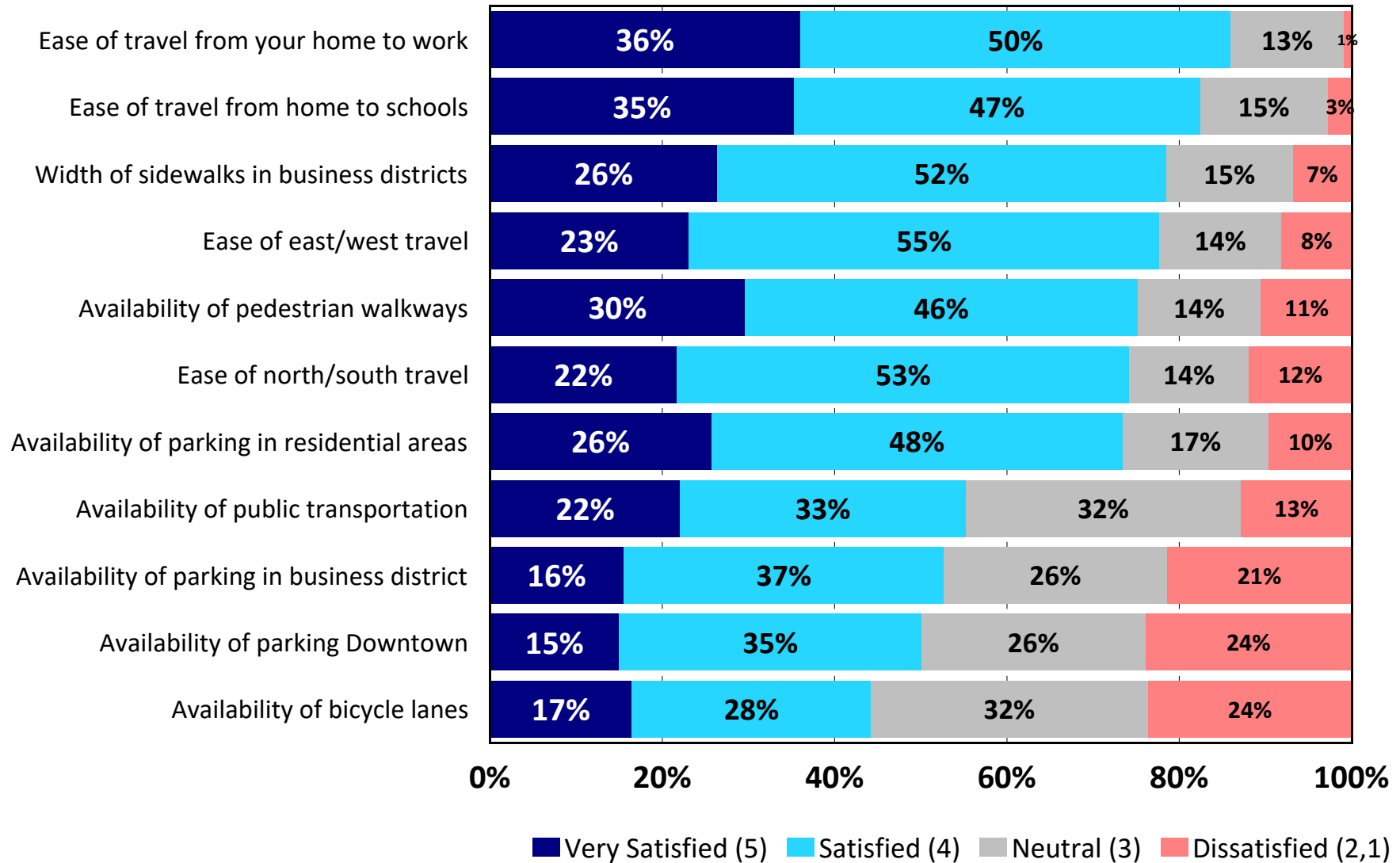


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q26. Satisfaction with Transportation in Clayton

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

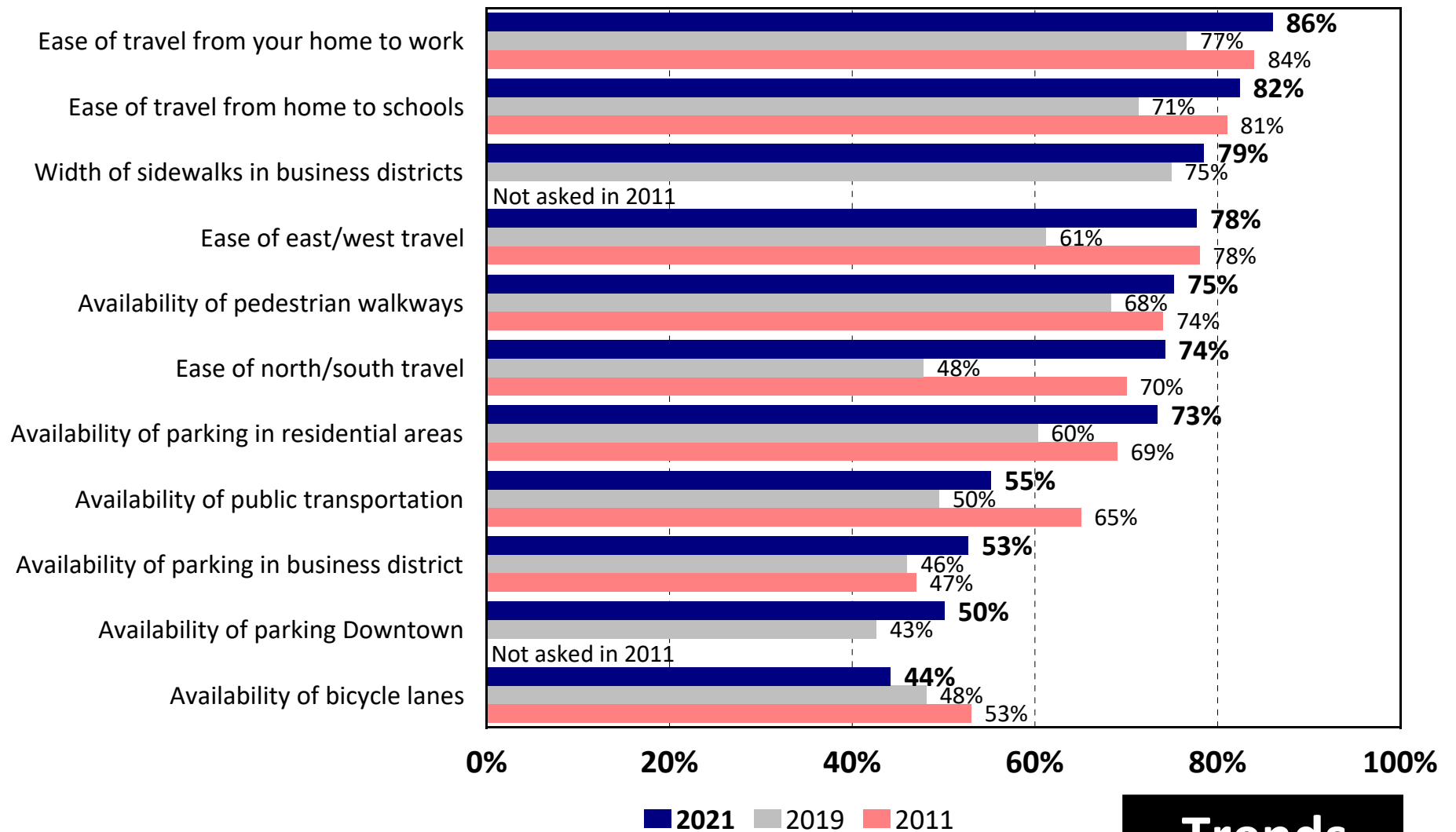


Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Satisfaction with Transportation in Clayton

2021, 2019 & 2011

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

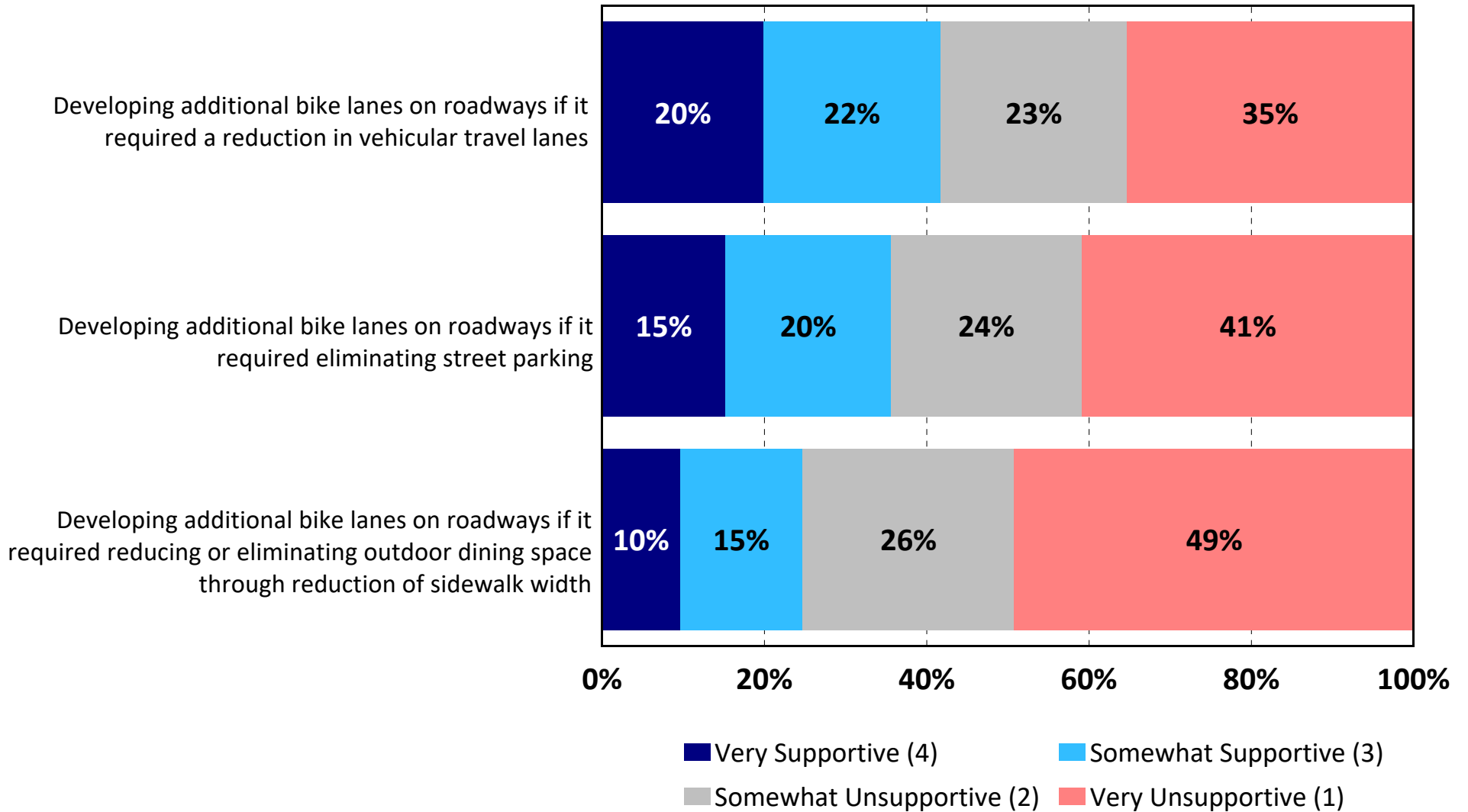


Trends

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q27. How supportive are you of the following?

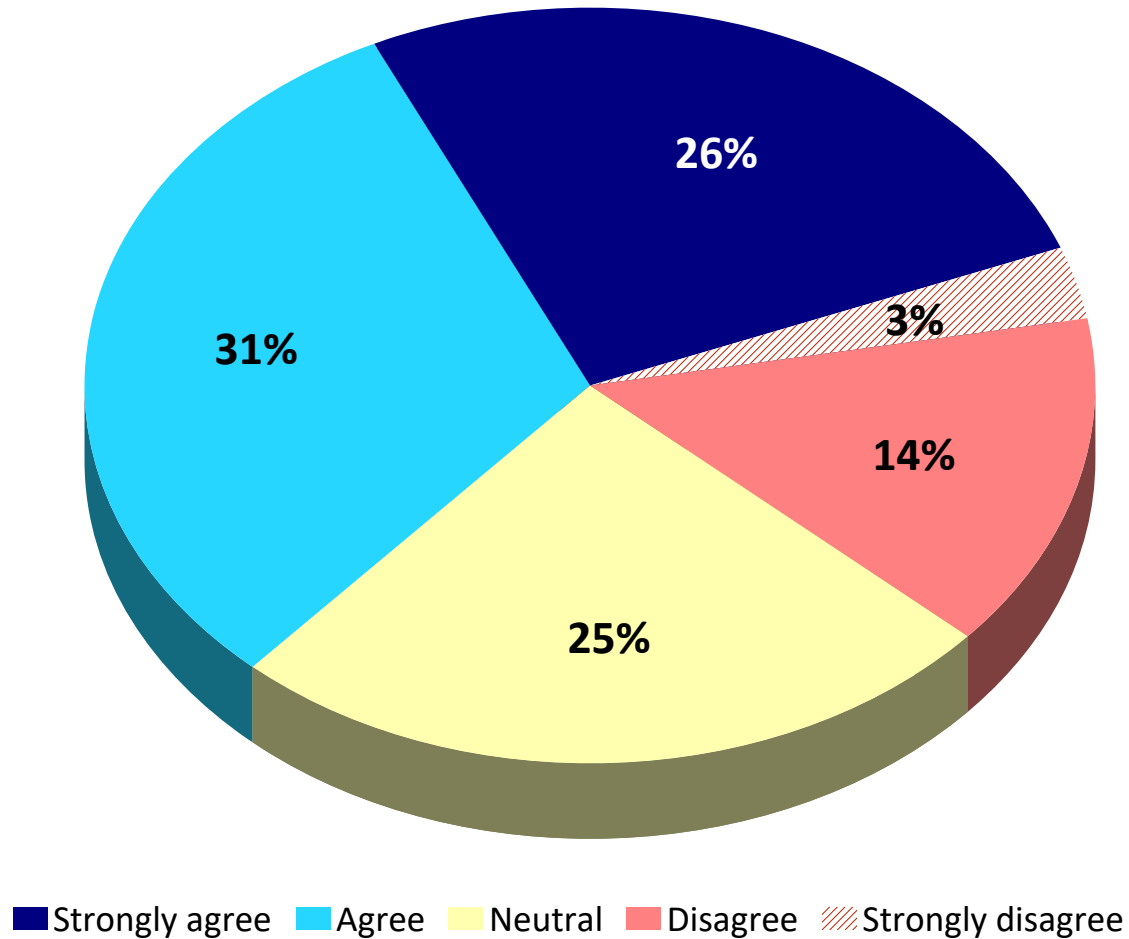
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q28. Agreement That Clayton is a Community Where All People Feel Welcome, Regardless of Their Identity

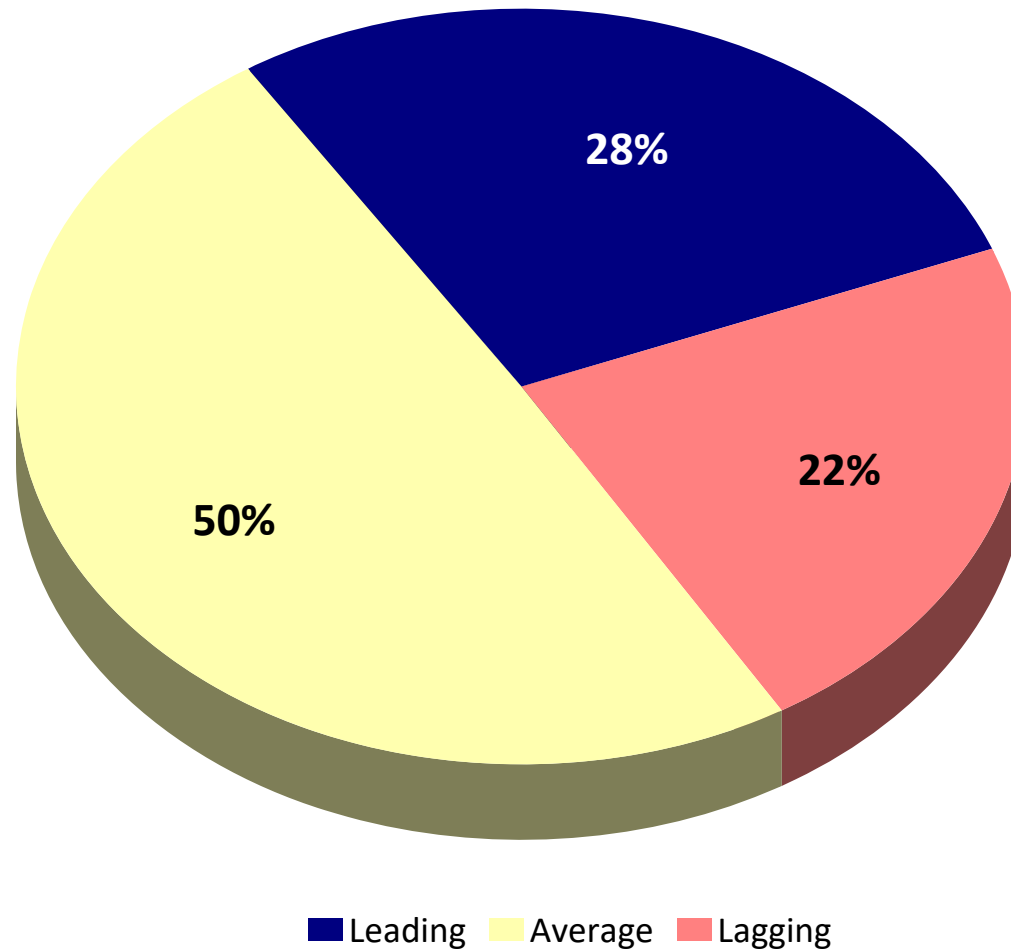
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q29. To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion?

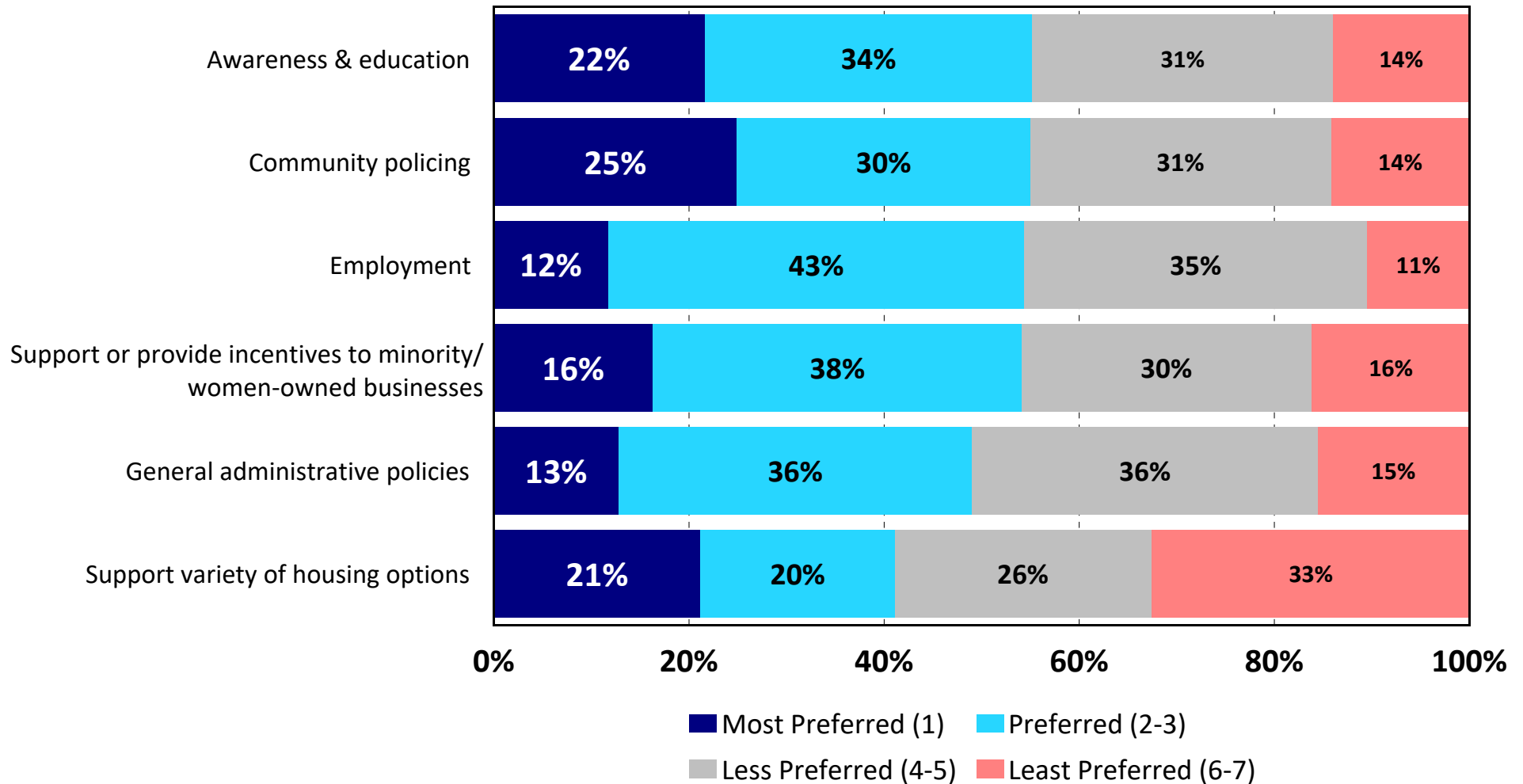
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q30. Priorities for Clayton to be a Community That Embraces and Promotes Matters of Equity, Diversity, and Inclusion

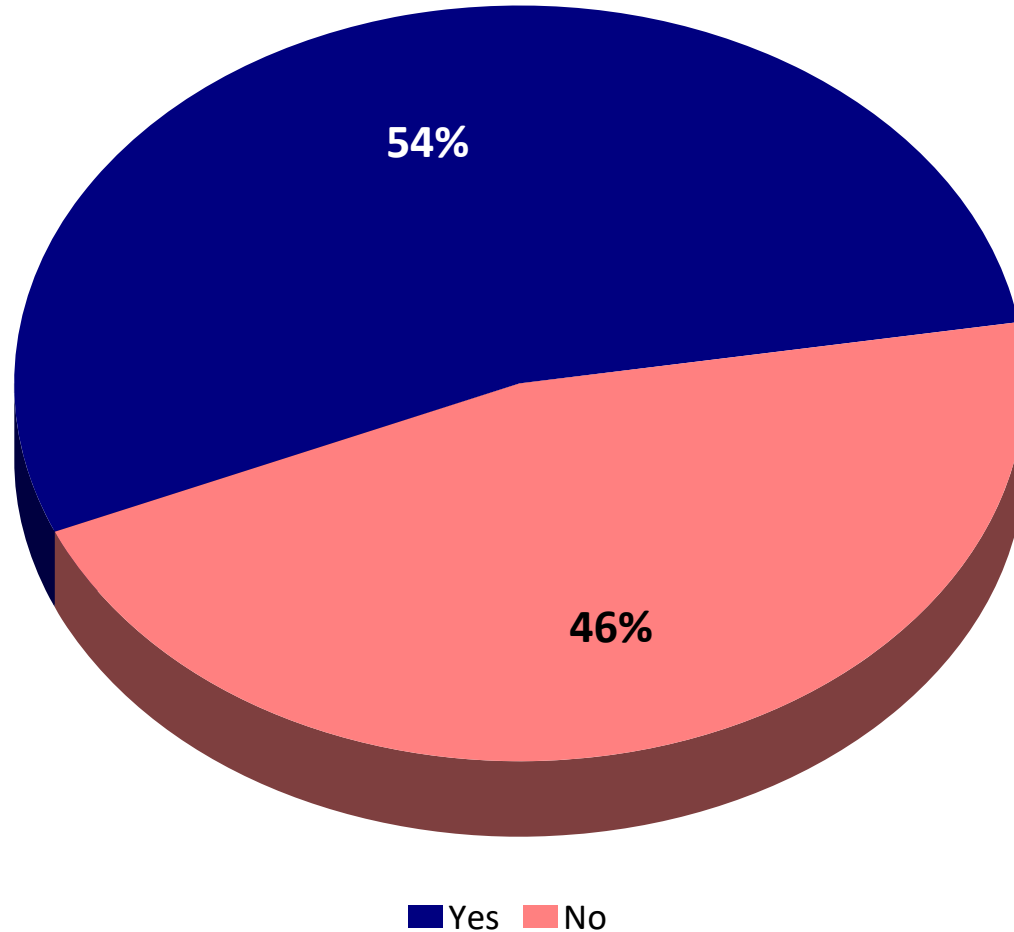
by percentage of respondents who rated the item as a 1 to 7 on a 7-point scale (excluding “not provided”)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q31. Have you used the Passport Parking app?

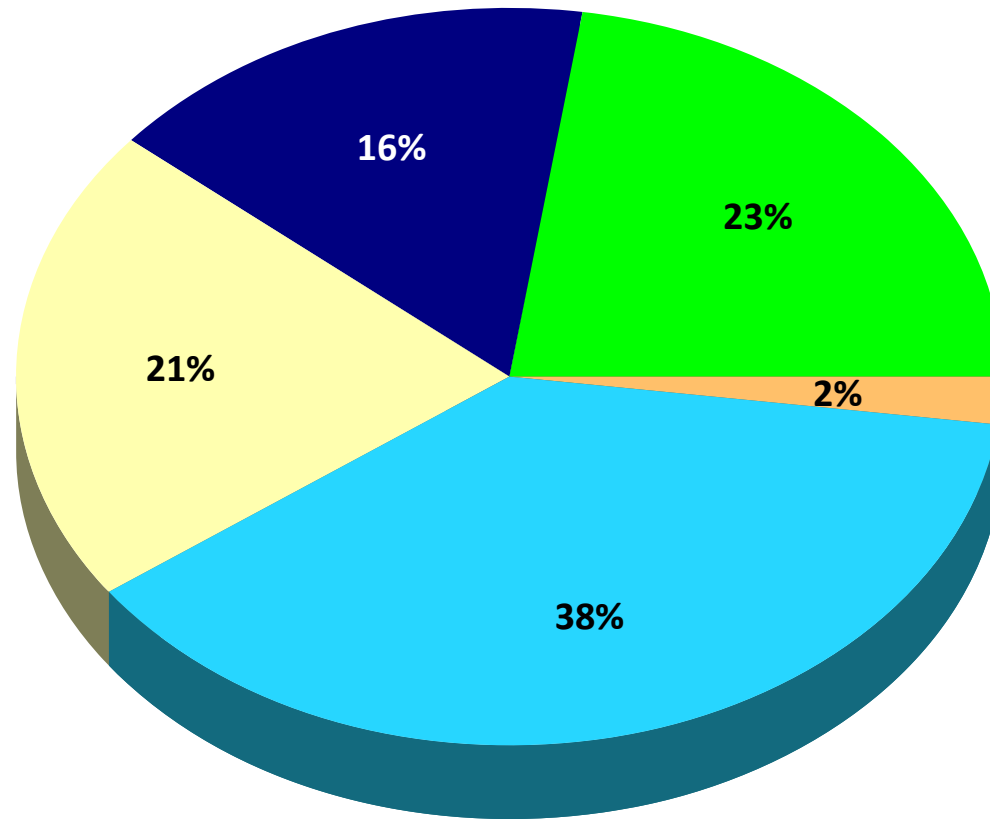
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q32. Demographics: How long have you been a resident of Clayton?

by percentage of respondents

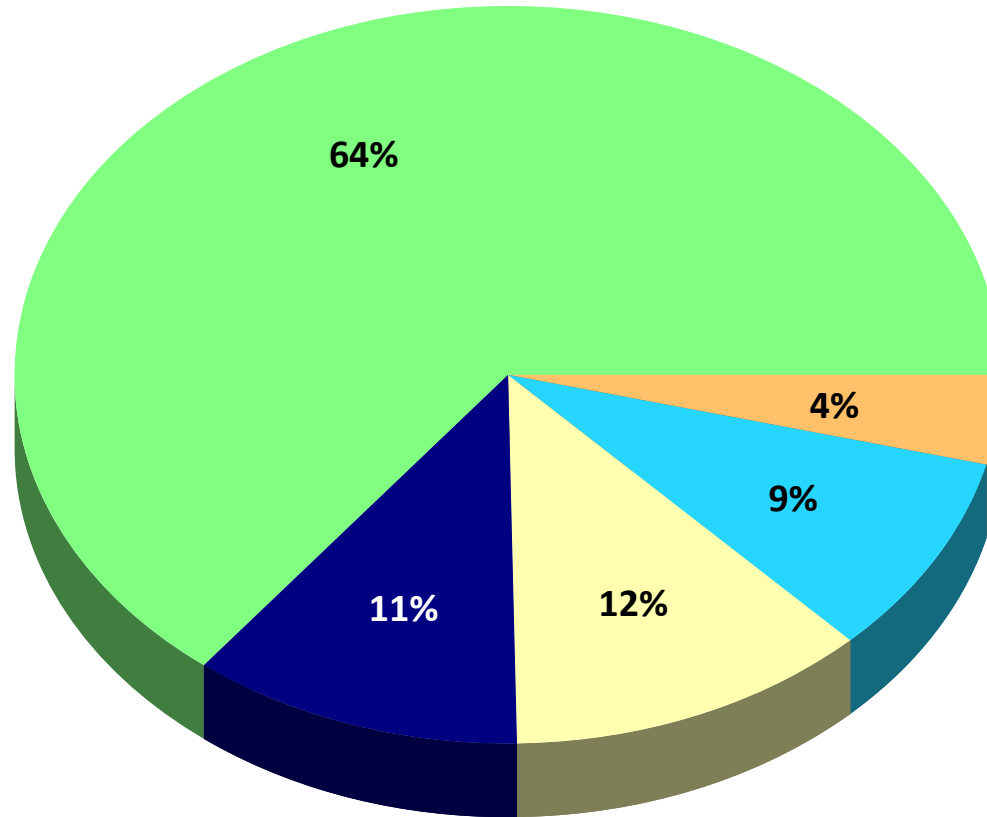


■ 5 years or less ■ 6-10 years ■ 11-20 years ■ More than 20 years ■ Not provided

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q33. Demographics: Which of the following best describes your household?

by percentage of respondents

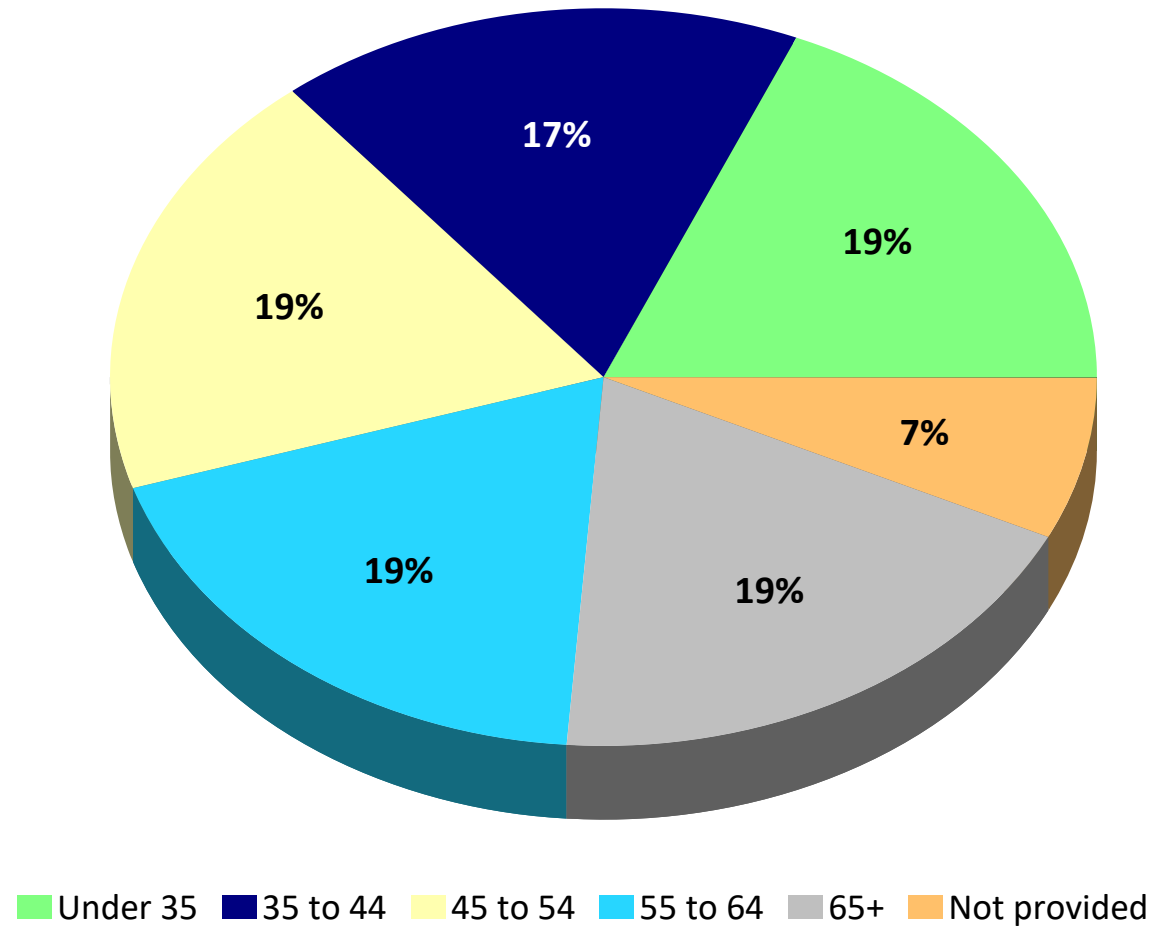


Own Single Family Home Own Multifamily Home Rent/Lease Single Family
Rent/Lease Multifamily Not provided

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q34. Demographics: Age of Respondents

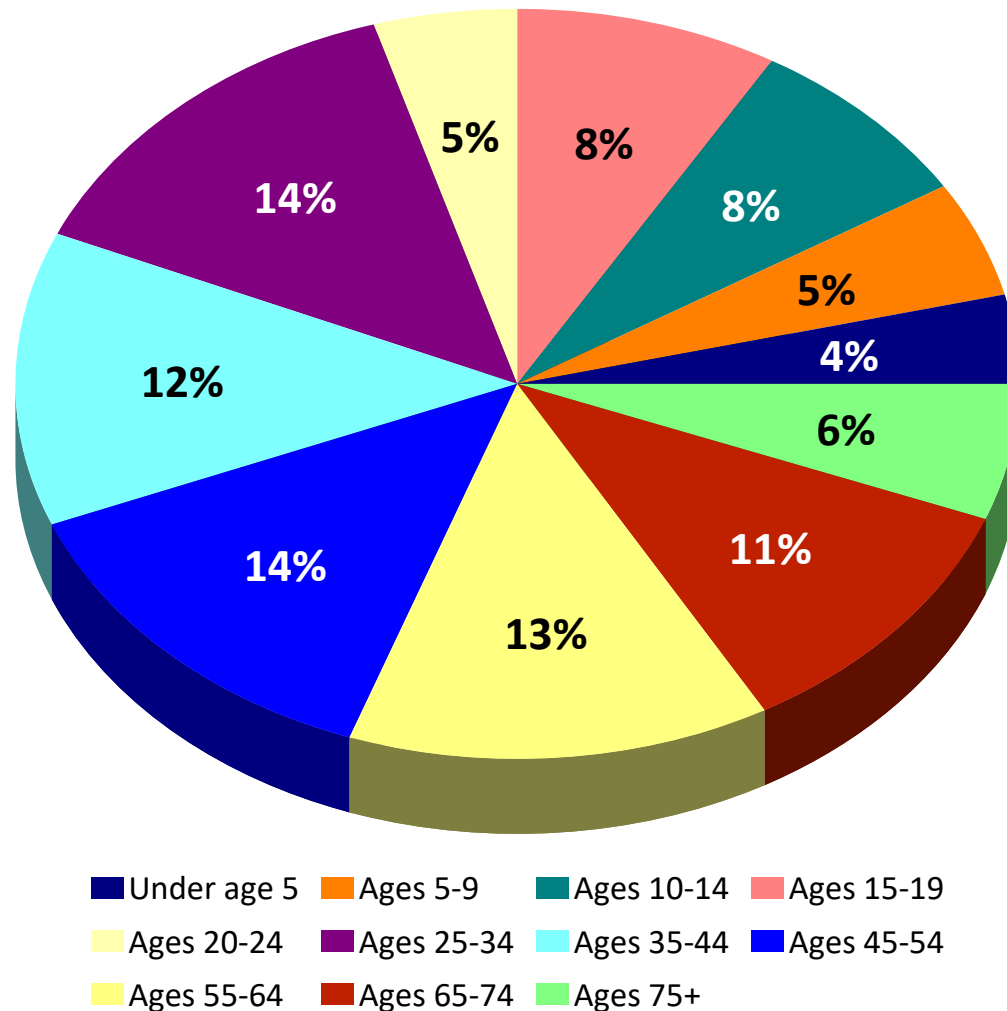
by percentage of respondents



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q35. Demographics: Ages of Household Occupants

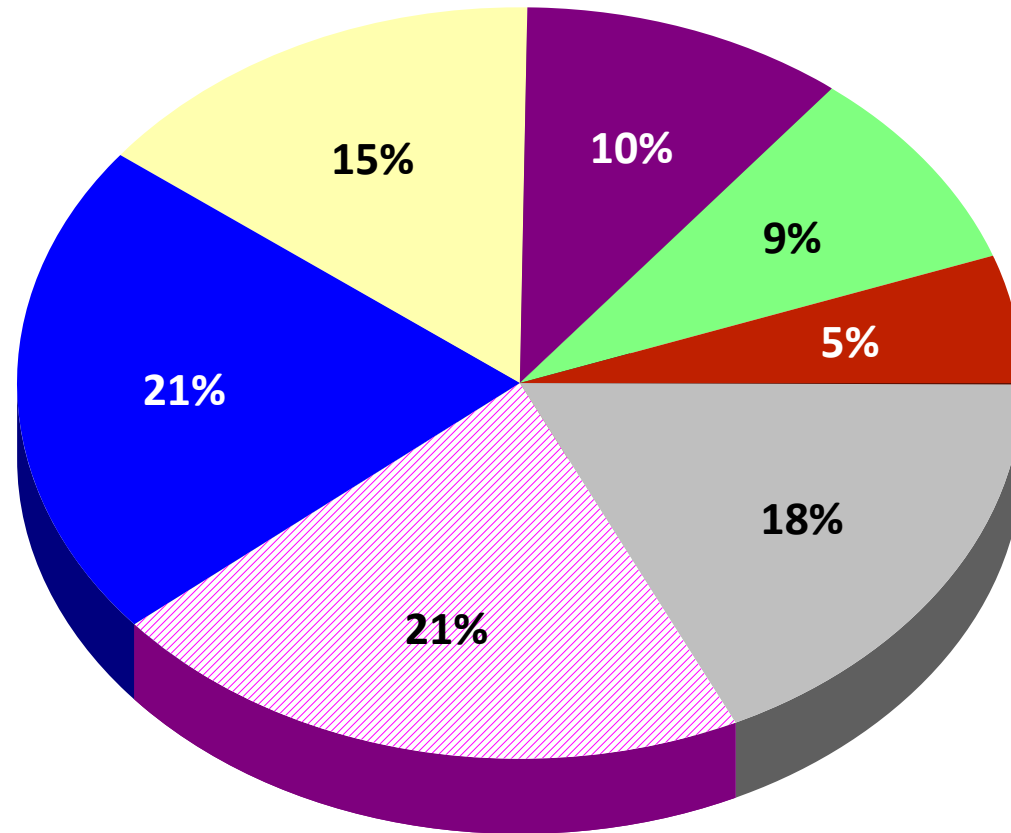
by percentage of persons in households



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q36. Demographics: Household Income

by percentage of respondents



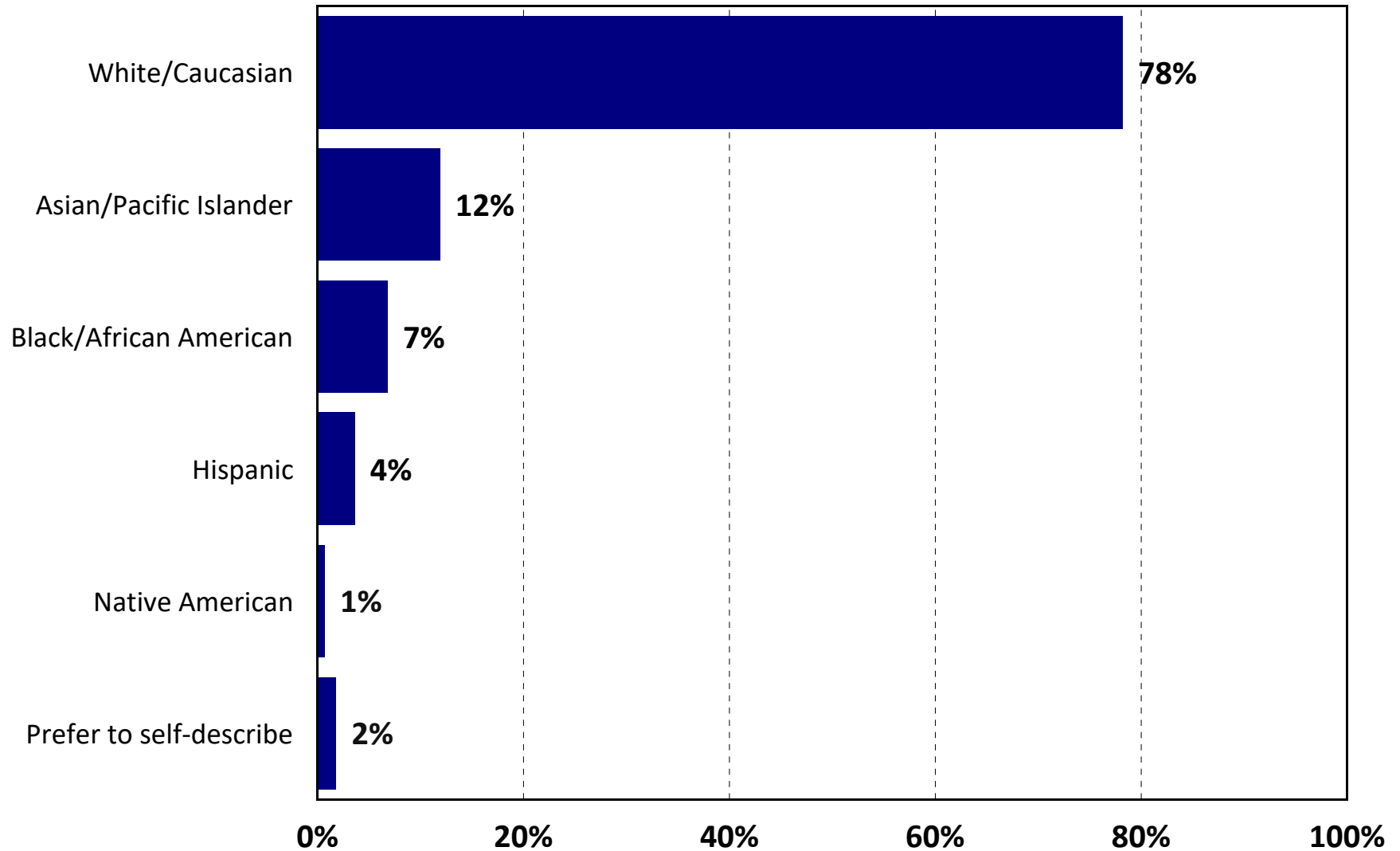
Legend for household income categories:

- Under \$30,000
- \$30,000-\$59,999
- \$60,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- Over \$200,000
- Not provided

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q37. Demographics: Race/Ethnicity

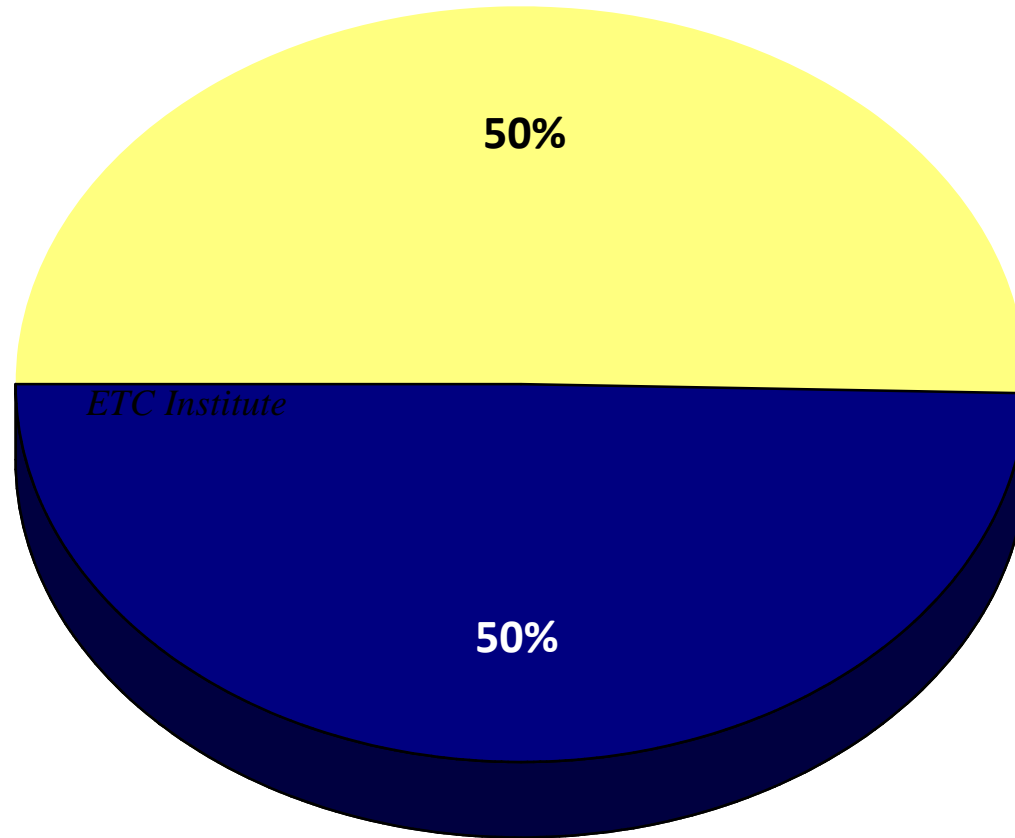
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Q38. Demographics: Gender

by percentage of respondents



0.2% self-described as "other"

■ Male ■ Female

Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2021 Benchmarking Summary Report

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 300 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 2020 to a random sample of more than 5,000 residents across the United States, and 2) a regional survey that was administered to a random sample of residents in the Plains Region during the summer of 2020.

Interpreting the Charts

The charts on the following pages show how the overall results for Clayton compare to the U.S. national and regional averages based on the results of the survey that was administered by ETC Institute to a random sample of more than 5,000 residents across the United States during the summer of 2020, and the regional survey administered to residents living in communities throughout the Plains Region during the summer of 2020. The City Clayton's results are shown in blue, the Plains regional averages are shown in red, and the national averages are shown in yellow in the charts on the following pages.

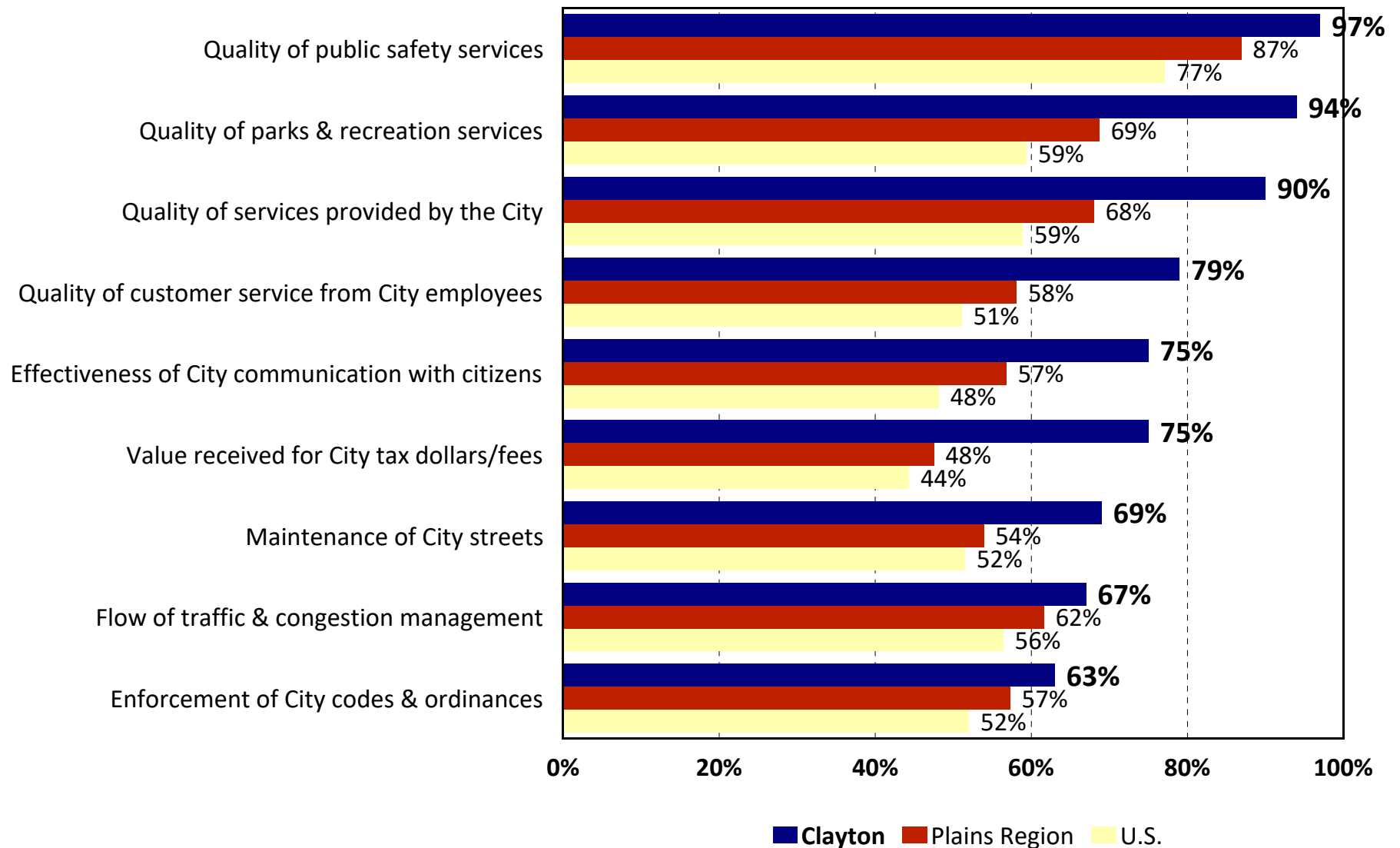
National Benchmarks

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. Plains 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)

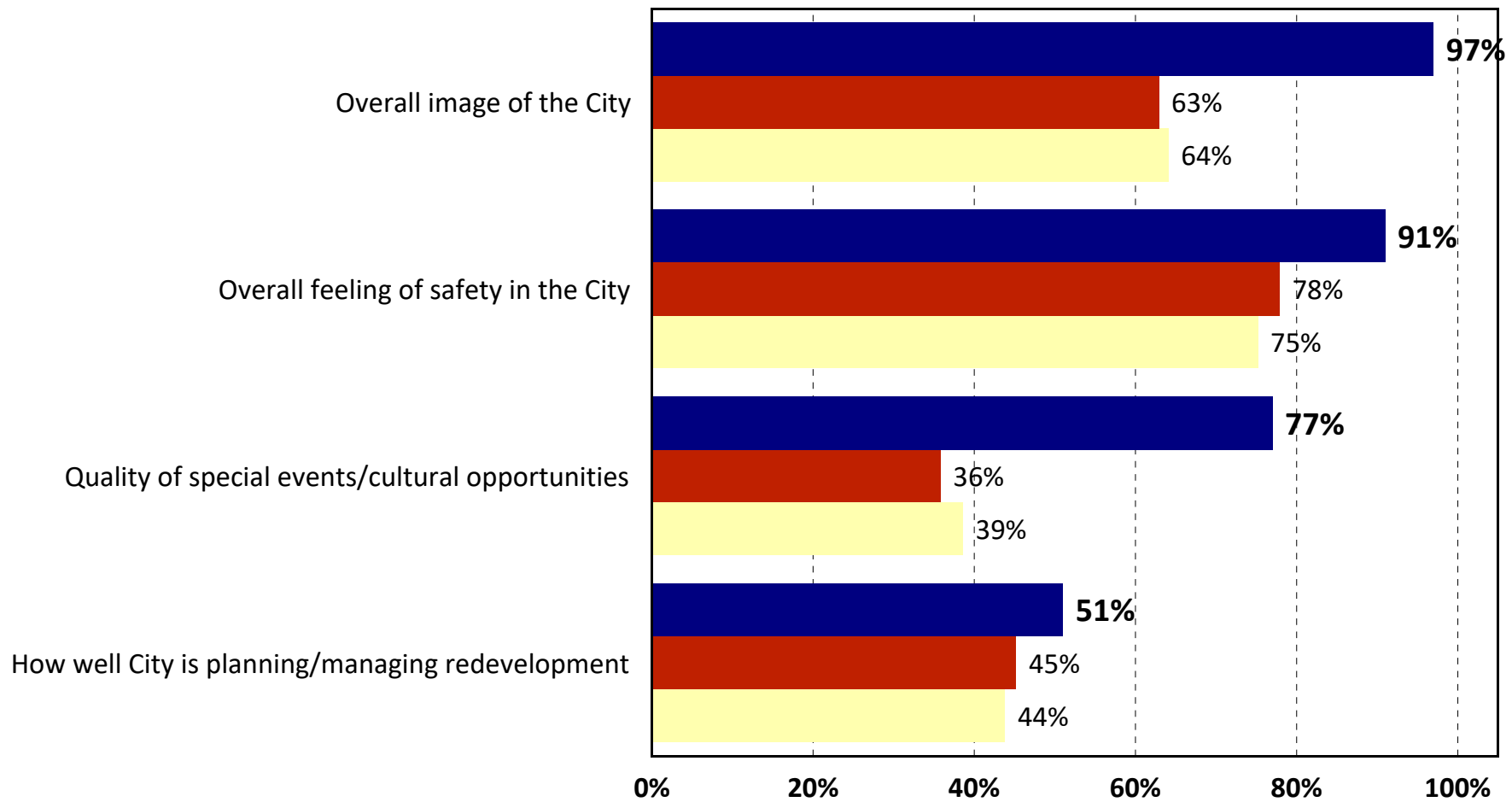


Source: 2021 ETC Institute

Ratings of Issues that Influence Perceptions of the City

Clayton vs. Plains Region vs. the U.S.

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



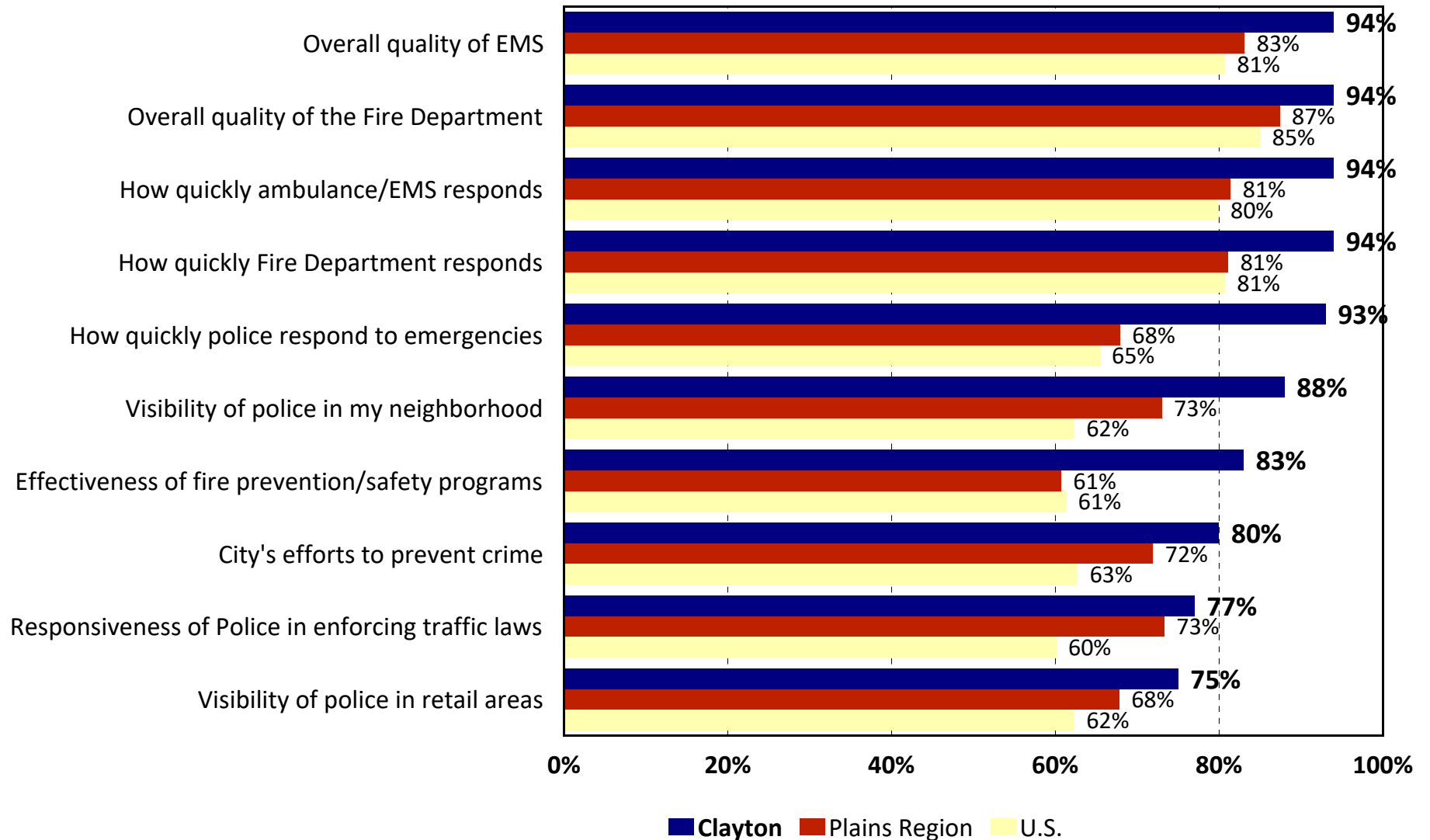
Source: 2021 ETC Institute

■ Clayton ■ Plains Region ■ U.S.

Overall Satisfaction with Public Safety

Clayton vs. Plains 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)

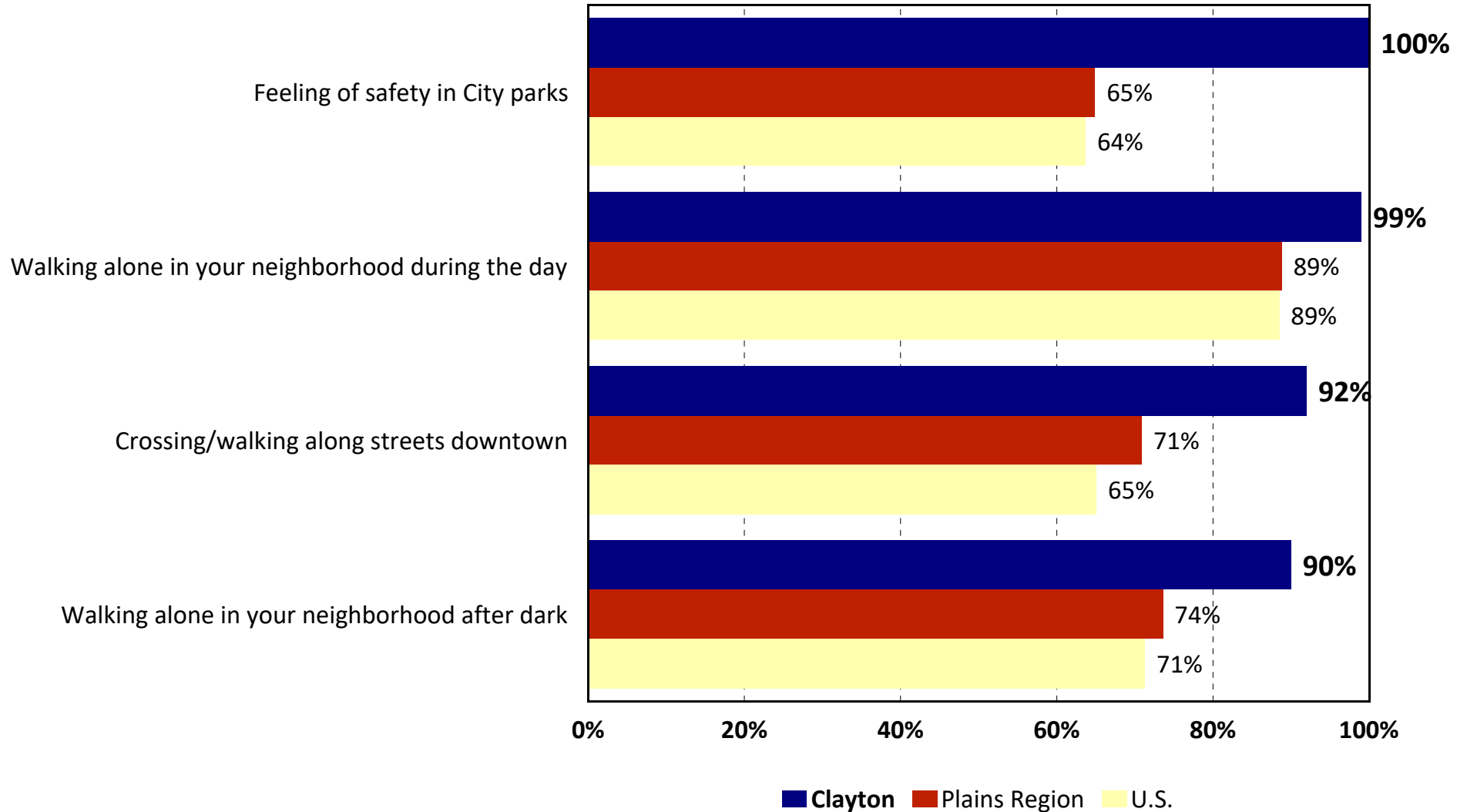


Source: 2021 ETC Institute

Overall Feeling of Safety in the City

Clayton vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 3 or 4 on a 5-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding don't knows)

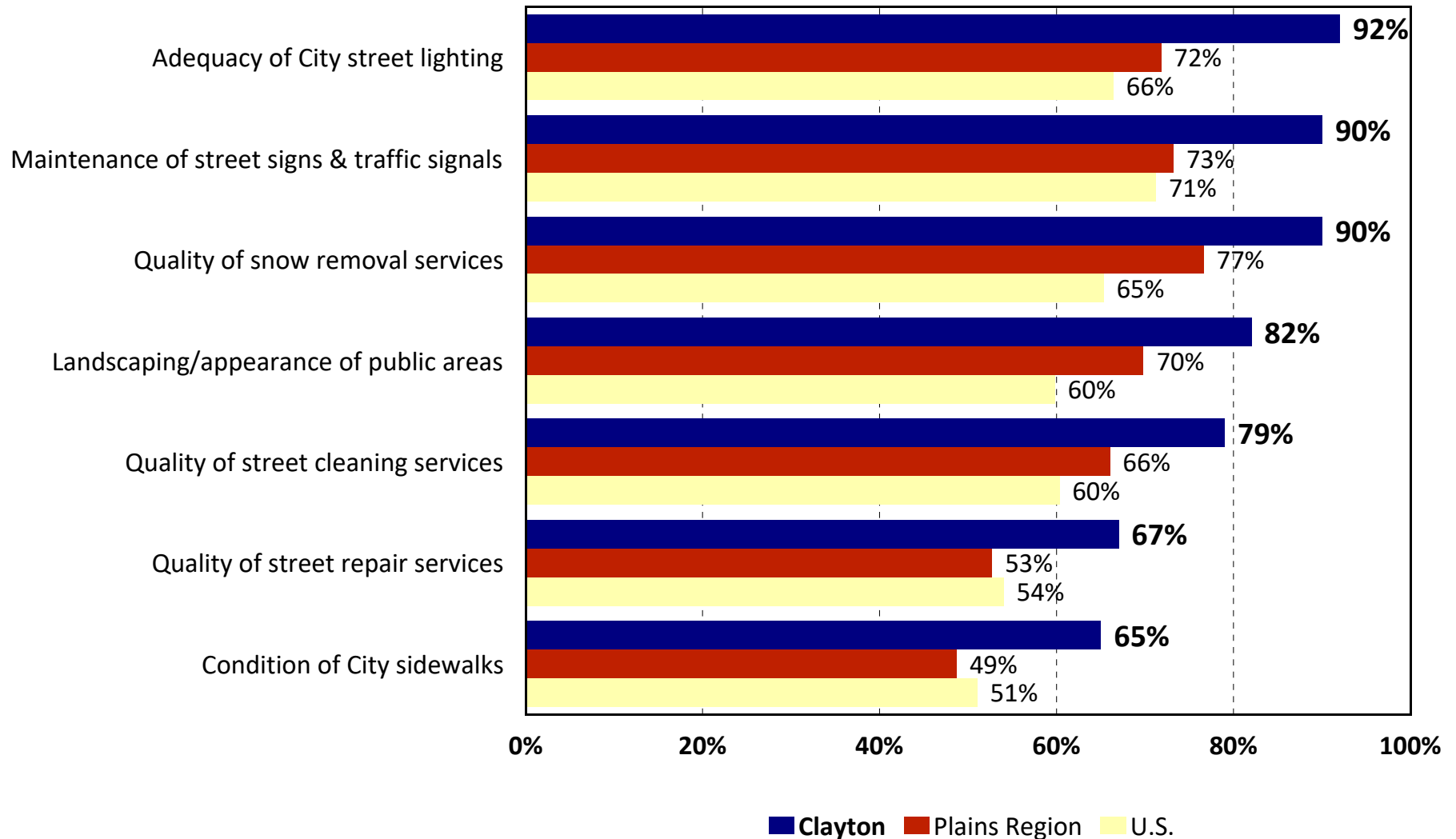


Source: 2021 ETC Institute

Overall Satisfaction with City Maintenance/Public Works

Clayton vs. Plains 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)

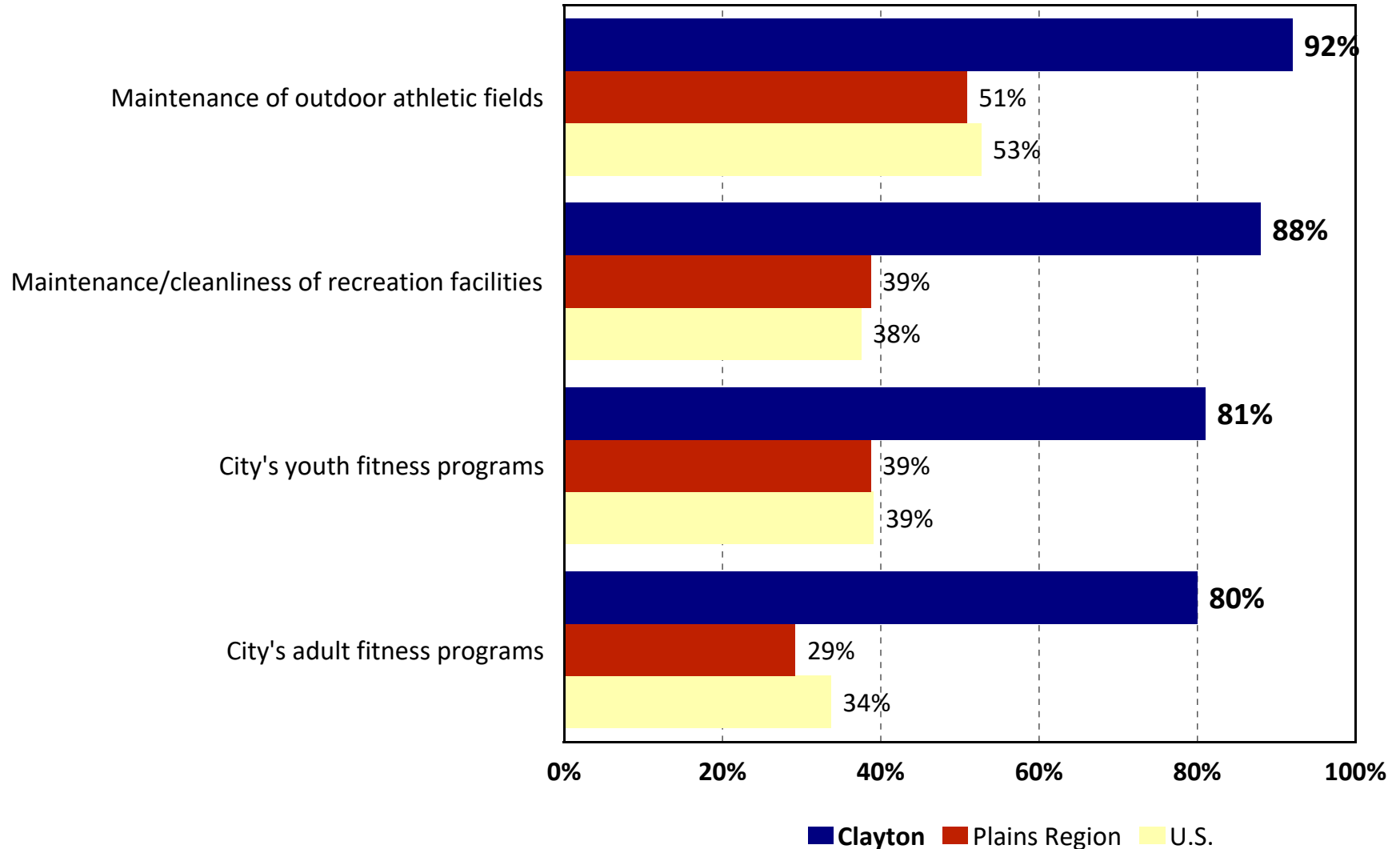


Source: 2021 ETC Institute

Overall Satisfaction with Parks and Recreation

Clayton vs. Plains 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)

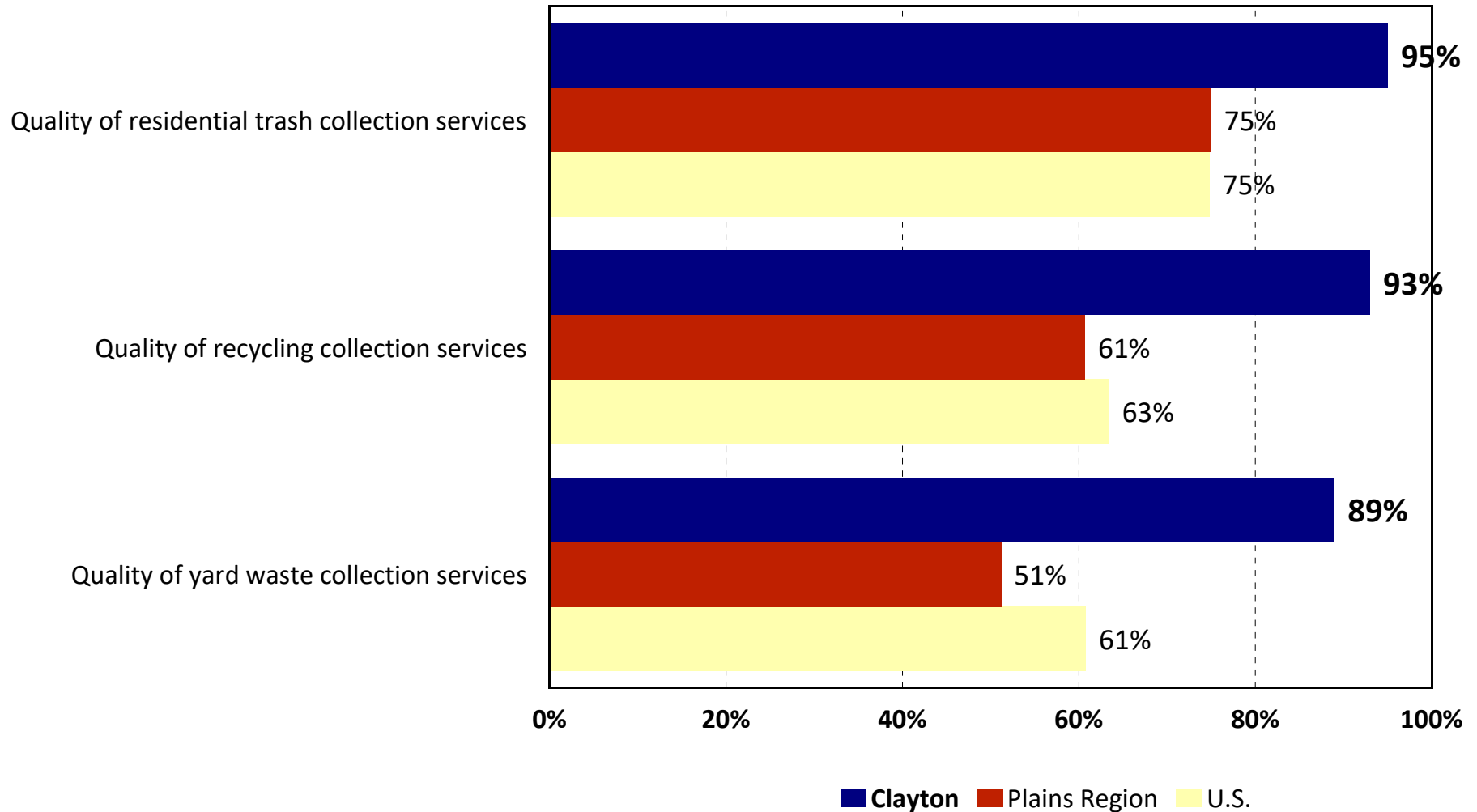


Source: 2021 ETC Institute

Overall Satisfaction with Waste Collection Service

Clayton vs. Plains 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)

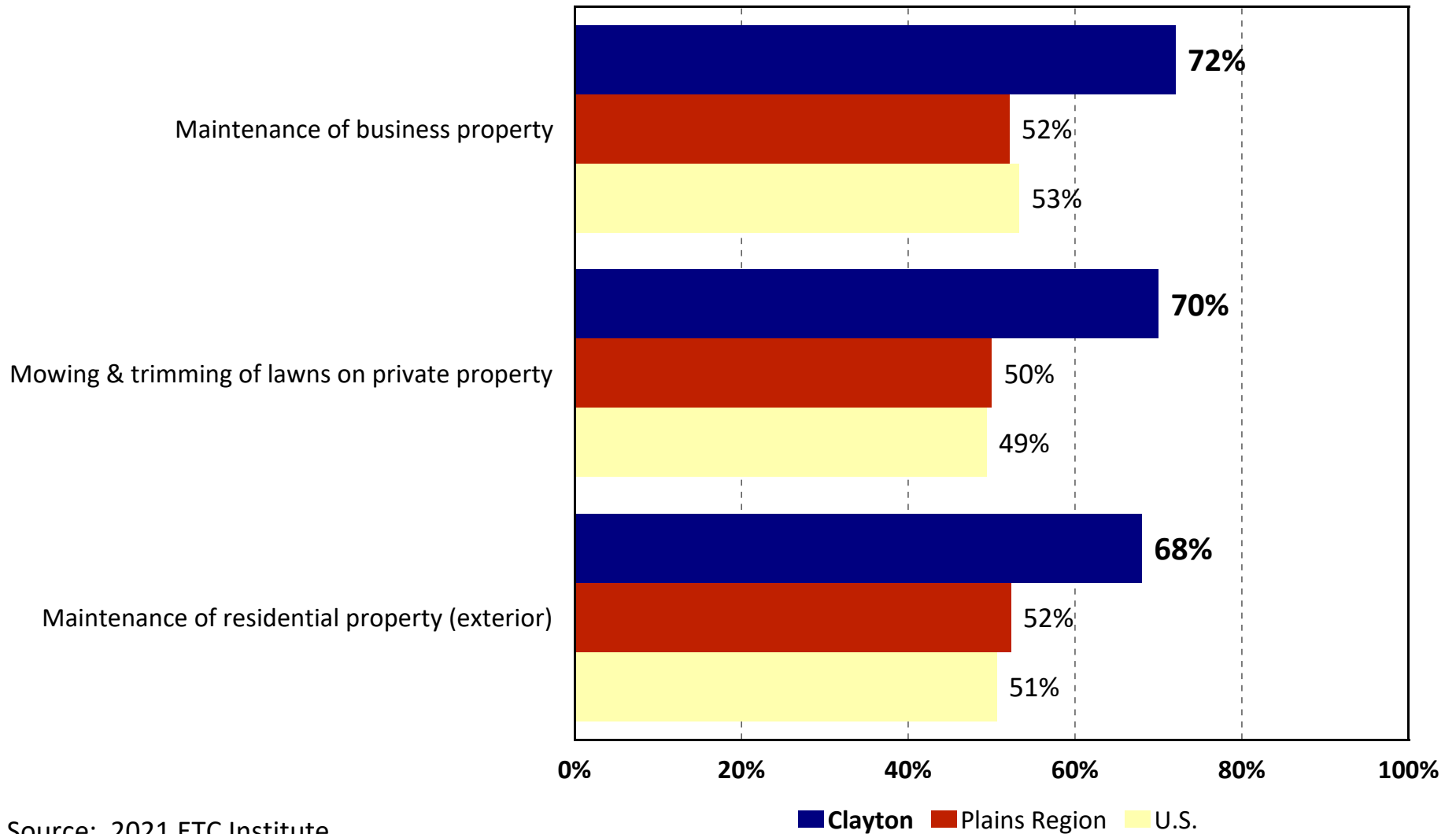


Source: 2021 ETC Institute

Overall Satisfaction with Enforcement of Property Maintenance Codes

Clayton vs. Plains 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: 2021 ETC Institute

ETC Institute (2021)

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Clayton, Missouri

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Forty-four percent (44.1%) of residents selected "maintenance of City streets" as one of the most important major services to provide.

With regard to satisfaction, 69.3% of the residents surveyed rated "maintenance of City streets" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"). The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 44.1% was multiplied by 30.7% (1-0.693). This calculation yielded an I-S rating of 0.1354, which ranked first out of nine major City services.

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

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

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

Interpreting the Ratings

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

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

The results for Clayton are provided on the following pages.

Importance-Satisfaction Rating City of Clayton, Missouri - DirectionFinder Survey Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Maintenance of City streets	44%	1	69%	7	0.1354	1
Flow of traffic & congestion management	31%	4	66%	8	0.1025	2
Medium Priority (IS <.10)						
Value received for City tax dollars/fees	37%	3	75%	6	0.0932	3
Enforcement of City codes & ordinances	20%	7	63%	9	0.0731	4
Effectiveness of City communication with citizens	14%	8	75%	5	0.0354	5
Quality of services provided by the City	28%	6	90%	3	0.0273	6
Quality of customer service from City employees	10%	9	79%	4	0.0205	7
Quality of parks & recreation services	30%	5	94%	2	0.0171	8
Quality of public safety services	44%	2	97%	1	0.0154	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating						
City of Clayton, Missouri						
<u>City Maintenance/Public Works</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Quality of street repair services	45%	1	66%	10	0.1514	1
Condition of City sidewalks	38%	2	66%	11	0.1310	2
<u>Medium Priority (IS <.10)</u>						
Adequacy of residential street lighting	34%	3	74%	7	0.0860	3
Frequency of leaf collection services	20%	5	73%	9	0.0541	4
Landscaping/appearance of public areas	26%	4	83%	4	0.0447	5
Tree trimming/replacement program	18%	6	76%	6	0.0419	6
Frequency of street cleaning services	13%	8	74%	8	0.0325	7
Quality of street cleaning services	12%	9	78%	5	0.0265	8
Quality of snow removal services	14%	7	90%	3	0.0141	9
Maintenance of street signs & traffic signals	11%	10	90%	2	0.0111	10
Adequacy of City street lighting	10%	11	91%	1	0.0082	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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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.

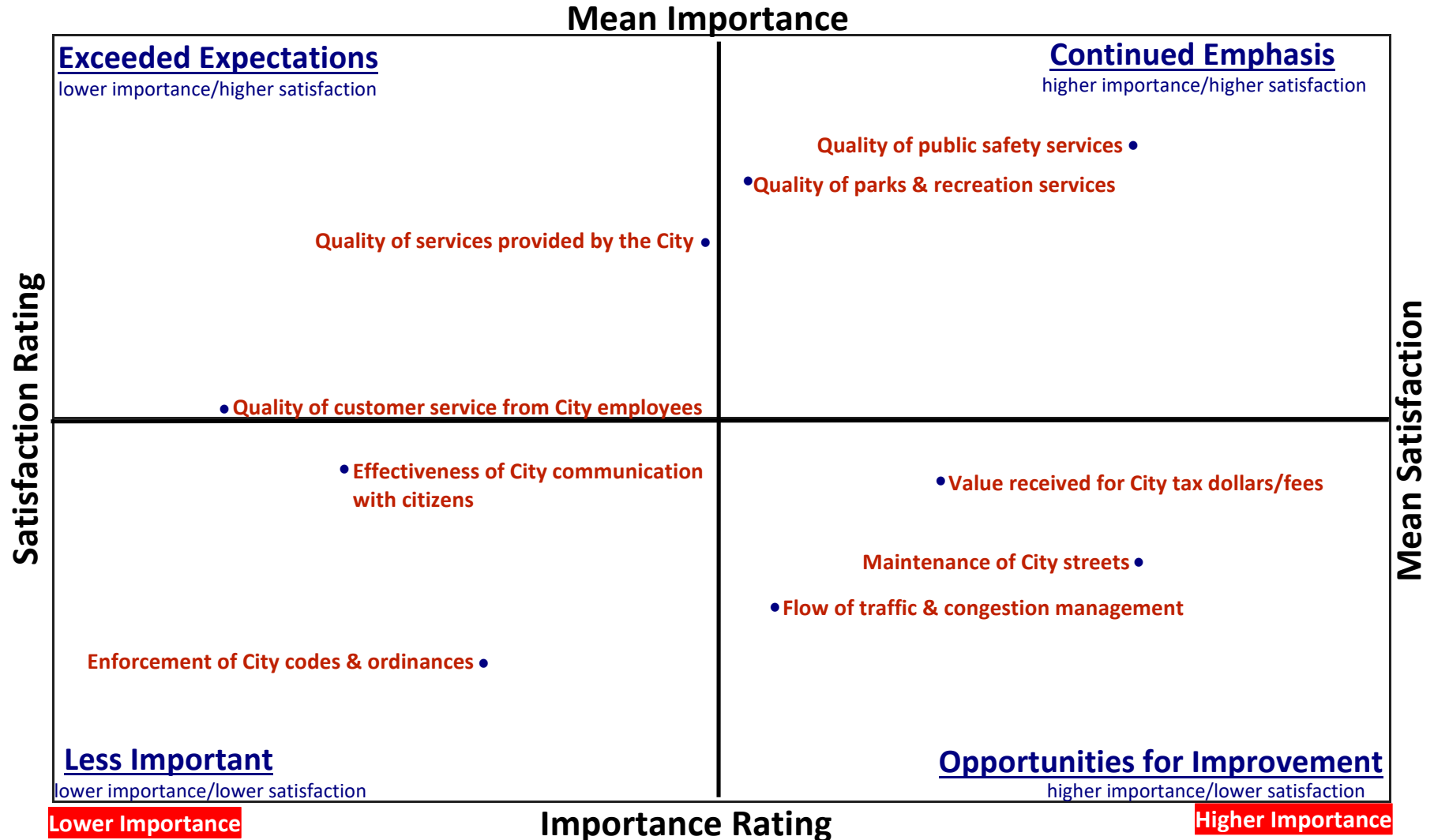
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2021 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)

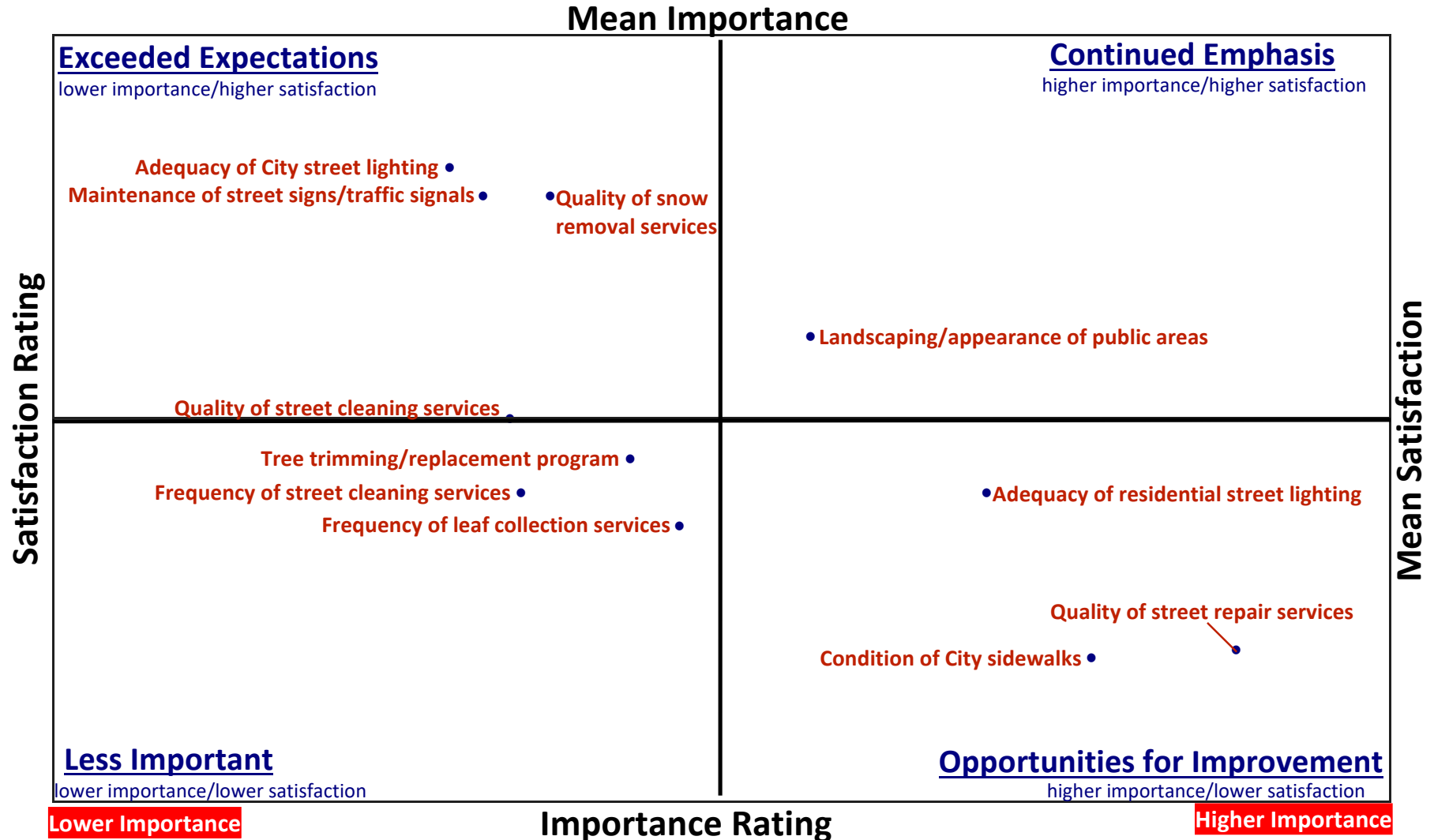


Source: ETC Institute (2021)

2021 City of Clayton - DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-City Maintenance/Public Works-

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



Source: ETC Institute (2021)

Section 4: Tabular Data

Q1. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of public safety services-police, fire & ambulance/emergency medical services (EMS)	65.3%	26.6%	2.9%	0.5%	0.0%	4.7%
Q1-2. Overall quality of City parks & recreation services	58.8%	32.9%	3.6%	1.8%	0.2%	2.7%
Q1-3. Overall quality of services provided by City	48.6%	39.0%	7.2%	2.3%	0.0%	2.9%
Q1-4. Overall value that you receive for your City tax dollars & fees	31.8%	40.3%	18.2%	5.6%	0.7%	3.4%
Q1-5. Overall maintenance of City streets	21.8%	47.3%	16.0%	11.9%	2.7%	0.2%
Q1-6. Overall enforcement of City codes & ordinances for buildings & housing	20.9%	33.3%	23.4%	6.5%	2.3%	13.5%
Q1-7. Overall quality of customer service you receive from City employees	34.2%	37.2%	14.9%	2.7%	1.1%	9.9%
Q1-8. Overall effectiveness of City communication with citizens	34.2%	39.0%	18.7%	4.3%	0.9%	2.9%
Q1-9. Overall flow of traffic & congestion management in City	27.3%	38.1%	22.3%	9.0%	1.8%	1.6%

WITHOUT "DON'T KNOW"**Q1. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of public safety services- police, fire & ambulance/emergency medical services (EMS)	68.6%	27.9%	3.1%	0.5%	0.0%
Q1-2. Overall quality of City parks & recreation services	60.4%	33.8%	3.7%	1.9%	0.2%
Q1-3. Overall quality of services provided by City	50.1%	40.1%	7.4%	2.3%	0.0%
Q1-4. Overall value that you receive for your City tax dollars & fees	32.9%	41.7%	18.9%	5.8%	0.7%
Q1-5. Overall maintenance of City streets	21.9%	47.4%	16.0%	12.0%	2.7%
Q1-6. Overall enforcement of City codes & ordinances for buildings & housing	24.2%	38.5%	27.1%	7.6%	2.6%
Q1-7. Overall quality of customer service you receive from City employees	38.0%	41.3%	16.5%	3.0%	1.3%
Q1-8. Overall effectiveness of City communication with citizens	35.3%	40.1%	19.3%	4.4%	0.9%
Q1-9. Overall flow of traffic & congestion management in City	27.7%	38.7%	22.7%	9.2%	1.8%

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police, fire & ambulance/ emergency medical services (EMS)	120	27.0 %
Overall quality of City parks & recreation services	29	6.5 %
Overall quality of services provided by City	29	6.5 %
Overall value that you receive for your City tax dollars & fees	59	13.3 %
Overall maintenance of City streets	65	14.6 %
Overall enforcement of City codes & ordinances for buildings & housing	23	5.2 %
Overall quality of customer service you receive from City employees	16	3.6 %
Overall effectiveness of City communication with citizens	15	3.4 %
Overall flow of traffic & congestion management in City	42	9.5 %
<u>None chosen</u>	<u>46</u>	<u>10.4 %</u>
Total	444	100.0 %

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police, fire & ambulance/ emergency medical services (EMS)	48	10.8 %
Overall quality of City parks & recreation services	42	9.5 %
Overall quality of services provided by City	49	11.0 %
Overall value that you receive for your City tax dollars & fees	61	13.7 %
Overall maintenance of City streets	78	17.6 %
Overall enforcement of City codes & ordinances for buildings & housing	28	6.3 %
Overall quality of customer service you receive from City employees	12	2.7 %
Overall effectiveness of City communication with citizens	25	5.6 %
Overall flow of traffic & congestion management in City	39	8.8 %
<u>None chosen</u>	<u>62</u>	<u>14.0 %</u>
Total	444	100.0 %

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police, fire & ambulance/ emergency medical services (EMS)	27	6.1 %
Overall quality of City parks & recreation services	60	13.5 %
Overall quality of services provided by City	46	10.4 %
Overall value that you receive for your City tax dollars & fees	43	9.7 %
Overall maintenance of City streets	53	11.9 %
Overall enforcement of City codes & ordinances for buildings & housing	36	8.1 %
Overall quality of customer service you receive from City employees	16	3.6 %
Overall effectiveness of City communication with citizens	24	5.4 %
Overall flow of traffic & congestion management in City	54	12.2 %
<u>None chosen</u>	<u>85</u>	<u>19.1 %</u>
Total	444	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police, fire & ambulance/ emergency medical services (EMS)	195	43.9 %
Overall quality of City parks & recreation services	131	29.5 %
Overall quality of services provided by City	124	27.9 %
Overall value that you receive for your City tax dollars & fees	163	36.7 %
Overall maintenance of City streets	196	44.1 %
Overall enforcement of City codes & ordinances for buildings & housing	87	19.6 %
Overall quality of customer service you receive from City employees	44	9.9 %
Overall effectiveness of City communication with citizens	64	14.4 %
Overall flow of traffic & congestion management in City	135	30.4 %
<u>None chosen</u>	<u>46</u>	<u>10.4 %</u>
Total	1185	

Q3. Perceptions of the Community: Please rate each of the following.

(N=444)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall image of City	56.1%	37.6%	2.3%	0.9%	0.5%	2.7%
Q3-2. Acceptance of diverse populations	21.4%	31.5%	23.9%	14.9%	2.9%	5.4%
Q3-3. Overall quality of life in City	56.1%	37.8%	2.7%	0.9%	0.0%	2.5%
Q3-4. Overall feeling of safety in City	44.8%	43.7%	7.0%	2.0%	0.5%	2.0%
Q3-5. How well City is planning & managing redevelopment	11.9%	34.2%	27.3%	10.6%	7.0%	9.0%
Q3-6. Quality of new residential development in City	18.5%	34.2%	23.2%	9.7%	2.0%	12.4%
Q3-7. Quality of new commercial development in City	18.5%	32.7%	25.0%	8.8%	3.8%	11.3%
Q3-8. Quality of plan review & permitting services	7.9%	27.9%	23.4%	8.1%	4.3%	28.4%
Q3-9. Overall cleanliness of City	38.7%	48.6%	7.4%	2.3%	0.7%	2.3%
Q3-10. Quality of special events & cultural opportunities	24.1%	45.0%	17.3%	3.4%	0.2%	9.9%
Q3-11. Quantity of special events & cultural opportunities	19.1%	41.4%	22.1%	6.3%	0.7%	10.4%
Q3-12. Recreational opportunities in City	34.2%	45.0%	12.6%	3.2%	0.2%	4.7%
Q3-13. Treatment/fairness of City's municipal court	7.9%	11.5%	16.7%	1.1%	0.5%	62.4%
Q3-14. City's efforts to be transparent	14.4%	31.1%	23.0%	6.8%	2.0%	22.7%
Q3-15. City's efforts to support diversity, equity & inclusion	14.9%	24.1%	23.9%	12.2%	3.4%	21.6%
Q3-16. City's efforts to support sustainable practices	15.1%	29.7%	23.0%	5.9%	1.6%	24.8%
Q3-17. City's efforts to promote small & locally owned businesses	17.3%	30.9%	21.2%	9.7%	2.7%	18.2%

Q3. Perceptions of the Community: Please rate each of the following.

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-18. City's efforts to communicate with its residents	25.7%	43.7%	18.9%	4.5%	2.3%	5.0%
Q3-19. Access to information about current & proposed development projects	13.7%	30.9%	26.6%	11.7%	5.4%	11.7%
Q3-20. Ability to participate in development process as a citizen	10.4%	26.8%	26.1%	11.0%	5.0%	20.7%

WITHOUT "DON'T KNOW"**Q3. Perceptions of the Community: Please rate each of the following. (without "don't know")**

(N=444)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall image of City	57.6%	38.7%	2.3%	0.9%	0.5%
Q3-2. Acceptance of diverse populations	22.6%	33.3%	25.2%	15.7%	3.1%
Q3-3. Overall quality of life in City	57.5%	38.8%	2.8%	0.9%	0.0%
Q3-4. Overall feeling of safety in City	45.7%	44.6%	7.1%	2.1%	0.5%
Q3-5. How well City is planning & managing redevelopment	13.1%	37.6%	30.0%	11.6%	7.7%
Q3-6. Quality of new residential development in City	21.1%	39.1%	26.5%	11.1%	2.3%
Q3-7. Quality of new commercial development in City	20.8%	36.8%	28.2%	9.9%	4.3%
Q3-8. Quality of plan review & permitting services	11.0%	39.0%	32.7%	11.3%	6.0%
Q3-9. Overall cleanliness of City	39.6%	49.8%	7.6%	2.3%	0.7%
Q3-10. Quality of special events & cultural opportunities	26.8%	50.0%	19.3%	3.8%	0.3%
Q3-11. Quantity of special events & cultural opportunities	21.4%	46.2%	24.6%	7.0%	0.8%
Q3-12. Recreational opportunities in City	35.9%	47.3%	13.2%	3.3%	0.2%
Q3-13. Treatment/fairness of City's municipal court	21.0%	30.5%	44.3%	3.0%	1.2%
Q3-14. City's efforts to be transparent	18.7%	40.2%	29.7%	8.7%	2.6%
Q3-15. City's efforts to support diversity, equity & inclusion	19.0%	30.7%	30.5%	15.5%	4.3%
Q3-16. City's efforts to support sustainable practices	20.1%	39.5%	30.5%	7.8%	2.1%
Q3-17. City's efforts to promote small & locally owned businesses	21.2%	37.7%	25.9%	11.8%	3.3%
Q3-18. City's efforts to communicate with its residents	27.0%	46.0%	19.9%	4.7%	2.4%

WITHOUT "DON'T KNOW"

Q3. Perceptions of the Community: Please rate each of the following. (without "don't know")

	Excellent	Good	Neutral	Below average	Poor
Q3-19. Access to information about current & proposed development projects	15.6%	34.9%	30.1%	13.3%	6.1%
Q3-20. Ability to participate in development process as a citizen	13.1%	33.8%	33.0%	13.9%	6.3%

Q4. Public Safety: Please rate your satisfaction with the quality of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Visibility of police in my neighborhood	48.6%	38.1%	9.2%	2.0%	0.5%	1.6%
Q4-2. Visibility of police in retail areas	26.6%	35.6%	18.5%	1.4%	0.2%	17.8%
Q4-3. City's efforts to prevent crime	33.3%	41.0%	15.1%	2.9%	0.5%	7.2%
Q4-4. How quickly police respond to emergencies	44.6%	24.5%	5.4%	0.5%	0.0%	25.0%
Q4-5. Overall competency of Clayton Police Department	46.6%	33.6%	7.7%	2.0%	0.0%	10.1%
Q4-6. Overall treatment of citizens by Clayton Police Department	44.1%	29.5%	10.6%	2.0%	0.0%	13.7%
Q4-7. Responsiveness of Police Dept. in enforcing local traffic laws	27.7%	33.1%	14.2%	2.9%	1.1%	20.9%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	25.9%	22.5%	14.0%	3.2%	1.4%	33.1%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, movie night, neighborhood meetings, etc.)	33.8%	31.8%	13.1%	2.3%	0.2%	18.9%
Q4-10. Overall quality of Clayton Fire Department	51.1%	25.0%	4.7%	0.0%	0.0%	19.1%
Q4-11. Overall quality of Clayton EMS	48.0%	22.3%	4.3%	0.0%	0.0%	25.5%
Q4-12. Effectiveness of fire prevention/safety programs	26.6%	24.3%	10.1%	0.5%	0.0%	38.5%
Q4-13. How quickly Fire Department responds	42.6%	16.4%	3.6%	0.2%	0.0%	37.2%
Q4-14. How quickly ambulance/EMS responds	43.9%	16.9%	3.8%	0.0%	0.0%	35.4%

Q4. Public Safety: Please rate your satisfaction with the quality of the following.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-15. Overall competency of Clayton Fire Dept., including ambulance service	48.6%	23.2%	4.7%	0.0%	0.0%	23.4%

WITHOUT "DON'T KNOW"**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Visibility of police in my neighborhood	49.4%	38.7%	9.4%	2.1%	0.5%
Q4-2. Visibility of police in retail areas	32.3%	43.3%	22.5%	1.6%	0.3%
Q4-3. City's efforts to prevent crime	35.9%	44.2%	16.3%	3.2%	0.5%
Q4-4. How quickly police respond to emergencies	59.5%	32.7%	7.2%	0.6%	0.0%
Q4-5. Overall competency of Clayton Police Department	51.9%	37.3%	8.5%	2.3%	0.0%
Q4-6. Overall treatment of citizens by Clayton Police Department	51.2%	34.2%	12.3%	2.3%	0.0%
Q4-7. Responsiveness of Police Dept. in enforcing local traffic laws	35.0%	41.9%	17.9%	3.7%	1.4%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	38.7%	33.7%	20.9%	4.7%	2.0%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, movie night, neighborhood meetings, etc.)	41.7%	39.2%	16.1%	2.8%	0.3%
Q4-10. Overall quality of Clayton Fire Department	63.2%	30.9%	5.8%	0.0%	0.0%
Q4-11. Overall quality of Clayton EMS	64.4%	29.9%	5.7%	0.0%	0.0%
Q4-12. Effectiveness of fire prevention/safety programs	43.2%	39.6%	16.5%	0.7%	0.0%
Q4-13. How quickly Fire Department responds	67.7%	26.2%	5.7%	0.4%	0.0%
Q4-14. How quickly ambulance/EMS responds	67.9%	26.1%	5.9%	0.0%	0.0%
Q4-15. Overall competency of Clayton Fire Dept., including ambulance service	63.5%	30.3%	6.2%	0.0%	0.0%

Q5. Feeling of Safety in Various Situations: Please rate each of the following.

(N=444)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q5-1. Walking alone in your neighborhood during the day	94.4%	4.3%	0.2%	0.0%	1.1%
Q5-2. Walking alone in your neighborhood after dark	45.7%	41.9%	8.8%	1.1%	2.5%
Q5-3. Walking alone in business areas during the day	86.7%	10.6%	0.7%	0.0%	2.0%
Q5-4. Walking alone in business areas after dark	34.7%	46.4%	10.8%	2.0%	6.1%
Q5-5. As a pedestrian crossing & walking along streets in Downtown Clayton	60.4%	29.1%	5.4%	2.9%	2.3%
Q5-6. As a pedestrian crossing & walking along streets in areas outside Downtown Clayton	54.7%	30.6%	9.0%	2.7%	2.9%
Q5-7. Your feeling of safety in City parks	68.5%	25.2%	0.7%	0.0%	5.6%

WITHOUT "DON'T KNOW"**Q5. Feeling of Safety in Various Situations: Please rate each of the following. (without "don't know")**

(N=444)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	95.4%	4.3%	0.2%	0.0%
Q5-2. Walking alone in your neighborhood after dark	46.9%	43.0%	9.0%	1.2%
Q5-3. Walking alone in business areas during the day	88.5%	10.8%	0.7%	0.0%
Q5-4. Walking alone in business areas after dark	36.9%	49.4%	11.5%	2.2%
Q5-5. As a pedestrian crossing & walking along streets in Downtown Clayton	61.8%	29.7%	5.5%	3.0%
Q5-6. As a pedestrian crossing & walking along streets in areas outside Downtown Clayton	56.4%	31.6%	9.3%	2.8%
Q5-7. Your feeling of safety in City parks	72.6%	26.7%	0.7%	0.0%

Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of street signs & traffic signals (not including timing & length of signals)	42.6%	44.8%	8.3%	1.1%	0.5%	2.7%
Q6-2. Quality of snow removal services	52.5%	35.8%	6.5%	2.9%	0.5%	1.8%
Q6-3. Adequacy of City street lighting in business districts	46.2%	41.9%	7.0%	1.1%	0.2%	3.6%
Q6-4. Adequacy of residential street lighting	33.6%	39.6%	14.2%	8.3%	2.7%	1.6%
Q6-5. Condition of City sidewalks	20.9%	43.5%	19.6%	11.3%	2.7%	2.0%
Q6-6. Landscaping/appearance of public areas along City streets	36.0%	45.7%	12.8%	3.6%	0.7%	1.1%
Q6-7. Satisfaction with tree trimming/replacement program	30.0%	43.5%	14.6%	6.3%	2.0%	3.6%
Q6-8. Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	19.8%	44.1%	19.1%	9.2%	4.3%	3.4%
Q6-9. Quality of street cleaning services	31.3%	45.7%	14.9%	4.1%	2.5%	1.6%
Q6-10. Frequency of street cleaning services during previous calendar year	26.6%	44.1%	15.1%	7.0%	2.3%	5.0%
Q6-11. Frequency of leaf collection services during previous calendar year	28.2%	42.6%	16.9%	8.1%	1.6%	2.7%

WITHOUT "DON'T KNOW"**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of street signs & traffic signals (not including timing & length of signals)	43.8%	46.1%	8.6%	1.2%	0.5%
Q6-2. Quality of snow removal services	53.4%	36.5%	6.7%	3.0%	0.5%
Q6-3. Adequacy of City street lighting in business districts	47.9%	43.5%	7.2%	1.2%	0.2%
Q6-4. Adequacy of residential street lighting	34.1%	40.3%	14.4%	8.5%	2.7%
Q6-5. Condition of City sidewalks	21.4%	44.4%	20.0%	11.5%	2.8%
Q6-6. Landscaping/appearance of public areas along City streets	36.4%	46.2%	13.0%	3.6%	0.7%
Q6-7. Satisfaction with tree trimming/replacement program	31.1%	45.1%	15.2%	6.5%	2.1%
Q6-8. Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	20.5%	45.7%	19.8%	9.6%	4.4%
Q6-9. Quality of street cleaning services	31.8%	46.5%	15.1%	4.1%	2.5%
Q6-10. Frequency of street cleaning services during previous calendar year	28.0%	46.4%	15.9%	7.3%	2.4%
Q6-11. Frequency of leaf collection services during previous calendar year	28.9%	43.8%	17.4%	8.3%	1.6%

Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals (not including timing & length of signals)	17	3.8 %
Quality of snow removal services	21	4.7 %
Adequacy of City street lighting in business districts	9	2.0 %
Adequacy of residential street lighting	52	11.7 %
Condition of City sidewalks	71	16.0 %
Landscaping/appearance of public areas along City streets	31	7.0 %
Satisfaction with tree trimming/replacement program	21	4.7 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	100	22.5 %
Quality of street cleaning services	17	3.8 %
Frequency of street cleaning services during previous calendar year	10	2.3 %
Frequency of leaf collection services during previous calendar year	25	5.6 %
None chosen	70	15.8 %
Total	444	100.0 %

Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals (not including timing & length of signals)	8	1.8 %
Quality of snow removal services	22	5.0 %
Adequacy of City street lighting in business districts	11	2.5 %
Adequacy of residential street lighting	55	12.4 %
Condition of City sidewalks	65	14.6 %
Landscaping/appearance of public areas along City streets	41	9.2 %
Satisfaction with tree trimming/replacement program	31	7.0 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	56	12.6 %
Quality of street cleaning services	15	3.4 %
Frequency of street cleaning services during previous calendar year	26	5.9 %
Frequency of leaf collection services during previous calendar year	28	6.3 %
None chosen	86	19.4 %
Total	444	100.0 %

Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals (not including timing & length of signals)	24	5.4 %
Quality of snow removal services	19	4.3 %
Adequacy of City street lighting in business districts	22	5.0 %
Adequacy of residential street lighting	42	9.5 %
Condition of City sidewalks	34	7.7 %
Landscaping/appearance of public areas along City streets	42	9.5 %
Satisfaction with tree trimming/replacement program	26	5.9 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	43	9.7 %
Quality of street cleaning services	22	5.0 %
Frequency of street cleaning services during previous calendar year	20	4.5 %
Frequency of leaf collection services during previous calendar year	35	7.9 %
None chosen	115	25.9 %
Total	444	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q7. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals (not including timing & length of signals)	49	11.0 %
Quality of snow removal services	62	14.0 %
Adequacy of City street lighting in business districts	42	9.5 %
Adequacy of residential street lighting	149	33.6 %
Condition of City sidewalks	170	38.3 %
Landscaping/appearance of public areas along City streets	114	25.7 %
Satisfaction with tree trimming/replacement program	78	17.6 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	199	44.8 %
Quality of street cleaning services	54	12.2 %
Frequency of street cleaning services during previous calendar year	56	12.6 %
Frequency of leaf collection services during previous calendar year	88	19.8 %
None chosen	70	15.8 %
Total	1131	

Q8. Parks and Recreation: Please rate your satisfaction with the quality of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Maintenance of City parks	51.1%	38.7%	2.9%	0.7%	0.2%	6.3%
Q8-2. Maintenance of outdoor athletic fields	36.3%	31.8%	6.1%	0.0%	0.2%	25.7%
Q8-3. City's youth fitness programs	20.9%	22.7%	9.0%	0.7%	0.2%	46.4%
Q8-4. City's adult fitness programs	21.8%	27.9%	10.6%	2.3%	0.0%	37.4%
Q8-5. Maintenance & cleanliness of City recreation facilities (pool, tennis courts, pavilions, etc.)	33.8%	36.7%	7.9%	1.1%	0.7%	19.8%

WITHOUT "DON'T KNOW"

Q8. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance of City parks	54.6%	41.3%	3.1%	0.7%	0.2%
Q8-2. Maintenance of outdoor athletic fields	48.8%	42.7%	8.2%	0.0%	0.3%
Q8-3. City's youth fitness programs	39.1%	42.4%	16.8%	1.3%	0.4%
Q8-4. City's adult fitness programs	34.9%	44.6%	16.9%	3.6%	0.0%
Q8-5. Maintenance & cleanliness of City recreation facilities (pool, tennis courts, pavilions, etc.)	42.1%	45.8%	9.8%	1.4%	0.8%

Q9. In the past 12 months, has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs?

Q9. Has anyone in your household used any Clayton's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	338	76.1 %
No	96	21.6 %
Don't know	10	2.3 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"

Q9. In the past 12 months, has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs? (without "don't know")

Q9. Has anyone in your household used any Clayton's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	338	77.9 %
No	96	22.1 %
Total	434	100.0 %

Q10. Based on your level of comfort with the rate of community spread, the roll out of the COVID-19 vaccine in our region, and safety measures in place within City facilities, please rate the likelihood of you or your family members would attend and/or participate in the following.

(N=444)

	Very likely	Likely	Unlikely	Very unlikely	Don't know
Q10-1. City-sponsored events within next 3-6 months (festivals, music & dining, home openers, etc.)	28.6%	33.6%	18.0%	10.6%	9.2%
Q10-2. City-sponsored events within next 7-12 months (festivals, music & dining, home openers, etc.)	46.8%	31.5%	8.8%	4.3%	8.6%
Q10-3. City-sponsored events within next 13-24 months (festivals, music & dining, home openers, etc.)	61.0%	24.1%	2.5%	2.9%	9.5%
Q10-4. Summer camp programs during summer of 2021	11.7%	9.2%	11.9%	24.8%	42.3%
Q10-5. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 3-6 months	13.3%	10.4%	9.7%	25.0%	41.7%
Q10-6. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 7-12 months	18.5%	11.0%	7.7%	21.2%	41.7%
Q10-7. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 13-24 months	22.1%	9.9%	5.4%	21.2%	41.4%
Q10-8. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 3-6 months	16.0%	17.1%	21.4%	20.7%	24.8%
Q10-9. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 7-12 months	20.3%	23.2%	15.8%	16.4%	24.3%
Q10-10. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 13-24 months	25.9%	21.4%	12.8%	14.4%	25.5%

WITHOUT "DON'T KNOW"

Q10. Based on your level of comfort with the rate of community spread, the roll out of the COVID-19 vaccine in our region, and safety measures in place within City facilities, please rate the likelihood of you or your family members would attend and/or participate in the following. (without "don't know")

(N=444)

	Very likely	Likely	Unlikely	Very unlikely
Q10-1. City-sponsored events within next 3-6 months (festivals, music & dining, home openers, etc.)	31.5%	37.0%	19.9%	11.7%
Q10-2. City-sponsored events within next 7-12 months (festivals, music & dining, home openers, etc.)	51.2%	34.5%	9.6%	4.7%
Q10-3. City-sponsored events within next 13-24 months (festivals, music & dining, home openers, etc.)	67.4%	26.6%	2.7%	3.2%
Q10-4. Summer camp programs during summer of 2021	20.3%	16.0%	20.7%	43.0%
Q10-5. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 3-6 months	22.8%	17.8%	16.6%	42.9%
Q10-6. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 7-12 months	31.7%	18.9%	13.1%	36.3%
Q10-7. Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 13-24 months	37.7%	16.9%	9.2%	36.2%
Q10-8. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 3-6 months	21.3%	22.8%	28.4%	27.5%
Q10-9. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 7-12 months	26.8%	30.7%	20.8%	21.7%
Q10-10. Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within next 13-24 months	34.7%	28.7%	17.2%	19.3%

Q11. What program options are most important in your decision for you or someone in your household to participate?

(N=444)

	Very important	Important	Somewhat unimportant	Not at all important	Don't know/NA
Q11-1. Before & after care	7.7%	5.9%	5.6%	27.3%	53.6%
Q11-2. Half day	5.2%	8.8%	5.9%	26.1%	54.1%
Q11-3. Full day	11.7%	7.2%	4.3%	23.6%	53.2%
Q11-4. Science, Technology, Engineering & Mathematics (STEM)	17.3%	9.7%	5.2%	16.7%	51.1%
Q11-5. Aquatics	19.4%	12.6%	5.0%	15.1%	48.0%
Q11-6. Sports	16.4%	15.1%	6.1%	13.5%	48.9%
Q11-7. Indoor	8.8%	12.8%	11.0%	17.1%	50.2%
Q11-8. Outdoors	21.6%	15.1%	4.7%	11.9%	46.6%
Q11-9. The Arts	19.8%	16.2%	6.5%	11.7%	45.7%

WITHOUT "DON'T KNOW/NA"**Q11. What program options are most important in your decision for you or someone in your household to participate? (without "don't know/NA")**

(N=444)

	Very important	Important	Somewhat unimportant	Not at all important
Q11-1. Before & after care	16.5%	12.6%	12.1%	58.7%
Q11-2. Half day	11.3%	19.1%	12.7%	56.9%
Q11-3. Full day	25.0%	15.4%	9.1%	50.5%
Q11-4. Science, Technology, Engineering & Mathematics (STEM)	35.5%	19.8%	10.6%	34.1%
Q11-5. Aquatics	37.2%	24.2%	9.5%	29.0%
Q11-6. Sports	32.2%	29.5%	11.9%	26.4%
Q11-7. Indoor	17.6%	25.8%	22.2%	34.4%
Q11-8. Outdoors	40.5%	28.3%	8.9%	22.4%
Q11-9. The Arts	36.5%	29.9%	12.0%	21.6%

Q12. What type of program options are the members of your household most interested in attending?

(N=444)

	Very interested	Somewhat interested	Somewhat uninterested	Not at all interested	Don't know/NA
Q12-1. Youth Sports Leagues	16.9%	7.0%	2.9%	22.1%	51.1%
Q12-2. Adult Sports Leagues	5.2%	11.9%	12.6%	33.6%	36.7%
Q12-3. Youth Fitness Programs (Yoga, Zumba, etc.)	6.5%	7.2%	7.9%	26.6%	51.8%
Q12-4. Adult Fitness Programs (Yoga, Zumba, etc.)	17.8%	23.6%	10.1%	21.4%	27.0%
Q12-5. Youth Personal Training	6.1%	7.4%	7.0%	28.8%	50.7%
Q12-6. Adult Personal Training	13.5%	23.0%	11.3%	24.3%	27.9%
Q12-7. Youth Swim Lessons	13.7%	7.0%	4.7%	24.1%	50.5%
Q12-8. Adult Swim Lessons	3.6%	9.0%	11.0%	39.9%	36.5%
Q12-9. Youth Drop-in Activities	7.2%	12.6%	4.3%	25.5%	50.5%
Q12-10. Adult Drop-in Activities	7.7%	18.7%	10.6%	30.0%	33.1%
Q12-11. Youth Nature-based Programs	11.0%	10.6%	5.0%	22.1%	51.4%
Q12-12. Adult Nature-based Programs	13.5%	20.0%	12.6%	25.0%	28.8%

WITHOUT "DON'T KNOW/NA"**Q12. What type of program options are the members of your household most interested in attending?
(without "don't know/NA")**

(N=444)

	Very interested	Somewhat interested	Somewhat uninterested	Not at all interested
Q12-1. Youth Sports Leagues	34.6%	14.3%	6.0%	45.2%
Q12-2. Adult Sports Leagues	8.2%	18.9%	19.9%	53.0%
Q12-3. Youth Fitness Programs (Yoga, Zumba, etc.)	13.6%	15.0%	16.4%	55.1%
Q12-4. Adult Fitness Programs (Yoga, Zumba, etc.)	24.4%	32.4%	13.9%	29.3%
Q12-5. Youth Personal Training	12.3%	15.1%	14.2%	58.4%
Q12-6. Adult Personal Training	18.8%	31.9%	15.6%	33.8%
Q12-7. Youth Swim Lessons	27.7%	14.1%	9.5%	48.6%
Q12-8. Adult Swim Lessons	5.7%	14.2%	17.4%	62.8%
Q12-9. Youth Drop-in Activities	14.5%	25.5%	8.6%	51.4%
Q12-10. Adult Drop-in Activities	11.4%	27.9%	15.8%	44.8%
Q12-11. Youth Nature-based Programs	22.7%	21.8%	10.2%	45.4%
Q12-12. Adult Nature-based Programs	19.0%	28.2%	17.7%	35.1%

Q13. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City?

Q13. How much effort do you feel City makes to keep you informed of current news, events, & services	Number	Percent
Significant effort	200	45.0 %
Some effort	193	43.5 %
Little effort	28	6.3 %
No effort	2	0.5 %
Don't know	21	4.7 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"**Q13. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City? (without "don't know")**

Q13. How much effort do you feel City makes to keep you informed of current news, events, & services	Number	Percent
Significant effort	200	47.3 %
Some effort	193	45.6 %
Little effort	28	6.6 %
No effort	2	0.5 %
Total	423	100.0 %

Q14. Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)?

Q14. Do you subscribe to City's email communications	Number	Percent
Yes	253	57.0 %
No	184	41.4 %
Not provided	7	1.6 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)? (without "not provided")**

Q14. Do you subscribe to City's email communications	Number	Percent
Yes	253	57.9 %
No	184	42.1 %
Total	437	100.0 %

Q14a. If "No" to Question 14, why not?

<u>Q14a. Why not</u>	<u>Number</u>	<u>Percent</u>
I did not know City offered email communications	130	70.7 %
I already receive too many emails	31	16.8 %
I am not interested in the information	11	6.0 %
Other	7	3.8 %
Not provided	5	2.7 %
Total	184	100.0 %

WITHOUT "NOT PROVIDED"

Q14a. If "No" to Question 14, why not? (without "not provided")

<u>Q14a. Why not</u>	<u>Number</u>	<u>Percent</u>
I did not know City offered email communications	130	72.6 %
I already receive too many emails	31	17.3 %
I am not interested in the information	11	6.1 %
Other	7	3.9 %
Total	179	100.0 %

Q14a-4. Other

<u>Q14a-4. Other</u>	<u>Number</u>	<u>Percent</u>
NO EMAIL	4	57.1 %
I like print communication	1	14.3 %
JUST LOOK AT WEBSITES	1	14.3 %
Receive police reports on NextDoor Moorlands	1	14.3 %
Total	7	100.0 %

Q15. Awareness of Services and Engagement Efforts: Please rate your awareness of each of the following.

(N=444)

	Aware	Somewhat aware	Unaware	Not provided
Q15-1. Messaging from Clayton Police Department	49.3%	22.3%	25.9%	2.5%
Q15-2. Messaging from Clayton Fire Department	23.0%	23.4%	50.7%	2.9%

WITHOUT "NOT PROVIDED"

Q15. Awareness of Services and Engagement Efforts: Please rate your awareness of each of the following. (without "not provided")

(N=444)

	Aware	Somewhat aware	Unaware
Q15-1. Messaging from Clayton Police Department	50.6%	22.9%	26.6%
Q15-2. Messaging from Clayton Fire Department	23.7%	24.1%	52.2%

Q16. Is the City of Clayton moving in the right direction on the following?

(N=444)

	Yes	No	Don't know
Q16-1. Attracting high quality development	64.9%	13.5%	21.6%
Q16-2. Preserving neighborhoods	66.2%	18.0%	15.8%
Q16-3. Fostering unique dining & shopping opportunities	66.7%	16.0%	17.3%
Q16-4. Supporting arts & culture	72.3%	10.8%	16.9%
Q16-5. By requiring retail space on ground floor of new development	66.2%	9.7%	24.1%

WITHOUT "DON'T KNOW"

Q16. Is the City of Clayton moving in the right direction on the following? (without "don't know")

(N=444)

	Yes	No
Q16-1. Attracting high quality development	82.8%	17.2%
Q16-2. Preserving neighborhoods	78.6%	21.4%
Q16-3. Fostering unique dining & shopping opportunities	80.7%	19.3%
Q16-4. Supporting arts & culture	87.0%	13.0%
Q16-5. By requiring retail space on ground floor of new development	87.2%	12.8%

Q17. Waste Collection Service: Please rate your satisfaction with each of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Quality of residential trash collection services	66.2%	25.9%	4.1%	0.7%	0.0%	3.2%
Q17-2. Quality of recycling collection services	65.5%	23.9%	5.6%	1.6%	0.5%	2.9%
Q17-3. Quality of yard waste collection services	55.0%	27.0%	7.9%	1.6%	0.7%	7.9%

WITHOUT "DON'T KNOW"

Q17. Waste Collection Service: Please rate your satisfaction with each of the following. (without "don't know")

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Quality of residential trash collection services	68.4%	26.7%	4.2%	0.7%	0.0%
Q17-2. Quality of recycling collection services	67.5%	24.6%	5.8%	1.6%	0.5%
Q17-3. Quality of yard waste collection services	59.7%	29.3%	8.6%	1.7%	0.7%

Q18. Clayton is the only municipality in the metropolitan region that provides for REAR-YARD waste collection at no-cost to residents. This service costs approximately \$2 million per year and represents 7 percent of the City's operating budget. If the current decline in revenue persists, the City may need to reconsider how waste collection is provided in the future. Please rank the potential changes below by order of preference with 1 being the most preferred and 3 being the least preferred.

(N=444)

	Most preferred	2	Least preferred	Not provided
Q18-1. I prefer to pay total cost of my waste collection directly to City's contracted waste hauler (City saves 100% & no environmental impact)	18.0%	26.8%	13.5%	41.7%
Q18-2. I prefer that City continue to pay for waste collection but modify collection to curbside pickup (Moderate savings for City & reduced emissions due to reduced idling)	41.2%	9.9%	16.9%	32.0%
Q18-3. I prefer that City levy a new property tax to continue to pay for residential rear yard pickup (City costs offset 100% & no environmental impact)	32.0%	12.8%	19.6%	35.6%

WITHOUT "NOT PROVIDED"

Q18. Clayton is the only municipality in the metropolitan region that provides for REAR-YARD waste collection at no-cost to residents. This service costs approximately \$2 million per year and represents 7 percent of the City's operating budget. If the current decline in revenue persists, the City may need to reconsider how waste collection is provided in the future. Please rank the potential changes below by order of preference with 1 being the most preferred and 3 being the least preferred. (without "not provided")

(N=444)

	Most preferred	2	Least preferred
Q18-1. I prefer to pay total cost of my waste collection directly to City's contracted waste hauler (City saves 100% & no environmental impact)	30.9%	45.9%	23.2%
Q18-2. I prefer that City continue to pay for waste collection but modify collection to curbside pickup (Moderate savings for City & reduced emissions due to reduced idling)	60.6%	14.6%	24.8%
Q18-3. I prefer that City levy a new property tax to continue to pay for residential rear yard pickup (City costs offset 100% & no environmental impact)	49.7%	19.9%	30.4%

Q19. Due to the pandemic, there are financial limitations to the number of projects the City can complete over the next three years. Please rank the following by order of importance that City leaders should prioritize for completion with 1 being the most important and 6 being the least important.

(N=444)

	Most important	2	3	4	5	Least important	Not provided
Q19-1. Addition of bicycle lanes on City streets	12.4%	9.5%	11.9%	13.5%	14.4%	27.9%	10.4%
Q19-2. Addition & development of new parks	7.4%	10.8%	14.0%	17.8%	21.4%	16.9%	11.7%
Q19-3. Comprehensive plan (Master plan for development, land use, parks, bike/pedestrian, & streetscape)	33.3%	19.4%	12.8%	8.8%	10.8%	5.2%	9.7%
Q19-4. Enhanced & energy efficient lighting on streets & in parks	18.7%	23.4%	18.5%	16.0%	8.3%	4.3%	10.8%
Q19-5. Public works & parks maintenance facility upgrades (located on Shaw Park Dr.)	5.6%	10.4%	19.6%	18.2%	19.4%	13.1%	13.7%
Q19-6. Shaw Park All-Season Recreation Complex (Ice Rink)	16.4%	16.2%	11.7%	11.9%	11.7%	19.6%	12.4%

WITHOUT "NOT PROVIDED"

Q19. Due to the pandemic, there are financial limitations to the number of projects the City can complete over the next three years. Please rank the following by order of importance that City leaders should prioritize for completion with 1 being the most important and 6 being the least important. (without "not provided")

(N=444)

	Most important	2	3	4	5	Least important
Q19-1. Addition of bicycle lanes on City streets	13.8%	10.6%	13.3%	15.1%	16.1%	31.2%
Q19-2. Addition & development of new parks	8.4%	12.2%	15.8%	20.2%	24.2%	19.1%
Q19-3. Comprehensive plan (Master plan for development, land use, parks, bike/pedestrian, & streetscape)	36.9%	21.4%	14.2%	9.7%	12.0%	5.7%
Q19-4. Enhanced & energy efficient lighting on streets & in parks	21.0%	26.3%	20.7%	17.9%	9.3%	4.8%
Q19-5. Public works & parks maintenance facility upgrades (located on Shaw Park Dr.)	6.5%	12.0%	22.7%	21.1%	22.5%	15.1%
Q19-6. Shaw Park All-Season Recreation Complex (Ice Rink)	18.8%	18.5%	13.4%	13.6%	13.4%	22.4%

Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Enforcing mowing & trimming of lawns on private property	21.6%	32.2%	16.4%	4.7%	2.0%	23.0%
Q20-2. Enforcing maintenance of residential property (exterior of homes)	21.2%	32.2%	16.0%	6.5%	2.5%	21.6%
Q20-3. Enforcing maintenance of business property	20.9%	33.1%	15.5%	4.1%	1.4%	25.0%

WITHOUT "DON'T KNOW"

Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following. (without "don't know")

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Enforcing mowing & trimming of lawns on private property	28.1%	41.8%	21.3%	6.1%	2.6%
Q20-2. Enforcing maintenance of residential property (exterior of homes)	27.0%	41.1%	20.4%	8.3%	3.2%
Q20-3. Enforcing maintenance of business property	27.9%	44.1%	20.7%	5.4%	1.8%

Q21. In the past 12 months, have you contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

Q21. Have you contacted City's Planning & Development Services Department to report a code enforcement violation in past 12 months

	Number	Percent
Yes	25	5.6 %
No	412	92.8 %
Not provided	7	1.6 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"

Q21. In the past 12 months, have you contacted the City's Planning and Development Services Department to report a Code Enforcement Violation? (without "not provided")

Q21. Have you contacted City's Planning & Development Services Department to report a code enforcement violation in past 12 months

	Number	Percent
Yes	25	5.7 %
No	412	94.3 %
Total	437	100.0 %

Q21a. Which of the categories from Question 20 did you report?

Q21a. Which categories did you report	Number	Percent
Enforcing mowing & trimming of lawns on private property	8	32.0 %
Enforcing maintenance of residential property (exterior of homes)	17	68.0 %
Enforcing maintenance of business property	4	16.0 %
Total	29	

Q22. Planning and Development Process: Have you applied for any planning and development permits?

Q22. Have you applied for any planning & development permits	Number	Percent
Yes	88	19.8 %
No	346	77.9 %
Don't know	10	2.3 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"

Q22. Planning and Development Process: Have you applied for any planning and development permits? (without "don't know")

Q22. Have you applied for any planning & development permits	Number	Percent
Yes	88	20.3 %
No	346	79.7 %
Total	434	100.0 %

Q23. If you have applied, please rate each of the following.

(N=88)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Standards & quality of development	27.3%	39.8%	13.6%	3.4%	6.8%	9.1%
Q23-2. Overall planning & development process	28.4%	30.7%	13.6%	10.2%	8.0%	9.1%
Q23-3. Rigor of technical review & reporting by staff of development applications	27.3%	31.8%	15.9%	10.2%	6.8%	8.0%
Q23-4. Plan Commission & Architectural Review Board decision process	21.6%	23.9%	17.0%	11.4%	10.2%	15.9%
Q23-5. Board of Aldermen decision process	17.0%	25.0%	13.6%	5.7%	4.5%	34.1%

WITHOUT "DON'T KNOW"

Q23. If you have applied, please rate each of the following. (without "don't know")

(N=88)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Standards & quality of development	30.0%	43.8%	15.0%	3.8%	7.5%
Q23-2. Overall planning & development process	31.3%	33.8%	15.0%	11.3%	8.8%
Q23-3. Rigor of technical review & reporting by staff of development applications	29.6%	34.6%	17.3%	11.1%	7.4%
Q23-4. Plan Commission & Architectural Review Board decision process	25.7%	28.4%	20.3%	13.5%	12.2%
Q23-5. Board of Aldermen decision process	25.9%	37.9%	20.7%	8.6%	6.9%

Q24. For which of the following areas do you support the City's use of financial incentives (tax reductions, abatement, etc.) to attract and expand?

Q24. For what following areas do you support City's use of financial incentives to attract & expand

	Number	Percent
Offices/corporations	113	25.5 %
Retail	188	42.3 %
Downtown high density/market rate residential	93	20.9 %
None of these	192	43.2 %
Total	586	

WITHOUT "NONE OF THESE"

Q24. For which of the following areas do you support the City's use of financial incentives (tax reductions, abatement, etc.) to attract and expand? (without "none of these")

Q24. For what following areas do you support City's use of financial incentives to attract & expand

	Number	Percent
Offices/corporations	111	44.0 %
Retail	186	73.8 %
Downtown high density/market rate residential	91	36.1 %
Total	388	

Q25. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

Q25. Have you contacted City with a question, problem, or complaint during past year

	Number	Percent
Yes	170	38.3 %
No	273	61.5 %
Not provided	1	0.2 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"

Q25. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year? (without "not provided")

Q25. Have you contacted City with a question, problem, or complaint during past year

	Number	Percent
Yes	170	38.4 %
No	273	61.6 %
Total	443	100.0 %

Q25b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience.

(N=170)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25b-1. How easy department was to contact	37.3%	42.2%	7.2%	10.8%	2.4%	0.0%
Q25b-2. How courteously you were treated	44.8%	33.7%	13.5%	3.7%	2.5%	1.8%
Q25b-3. Technical competence & knowledge of City employees who assisted you	41.1%	29.4%	16.6%	6.7%	1.8%	4.3%
Q25b-4. Overall responsiveness of City employees to your request or concern	40.9%	29.3%	14.6%	7.9%	6.7%	0.6%

WITHOUT "DON'T KNOW"

Q25b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience. (without "don't know")

(N=170)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25b-1. How easy department was to contact	37.3%	42.2%	7.2%	10.8%	2.4%
Q25b-2. How courteously you were treated	45.6%	34.4%	13.8%	3.8%	2.5%
Q25b-3. Technical competence & knowledge of City employees who assisted you	42.9%	30.8%	17.3%	7.1%	1.9%
Q25b-4. Overall responsiveness of City employees to your request or concern	41.1%	29.4%	14.7%	8.0%	6.7%

Q26. Transportation: Please rate your satisfaction with the quality of the following.

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Ease of north/south travel	19.4%	46.8%	12.4%	9.0%	1.6%	10.8%
Q26-2. Ease of east/west travel	20.5%	48.4%	12.6%	5.6%	1.6%	11.3%
Q26-3. Ease of travel from home to schools	23.0%	30.6%	9.7%	1.4%	0.5%	34.9%
Q26-4. Ease of travel from your home to work	26.6%	36.9%	9.7%	0.5%	0.2%	26.1%
Q26-5. Availability of public transportation	13.5%	20.3%	19.6%	4.7%	3.2%	38.7%
Q26-6. Availability of bicycle lanes	12.6%	21.2%	24.5%	14.6%	3.4%	23.6%
Q26-7. Availability of pedestrian walkways	27.0%	41.7%	13.1%	7.7%	2.0%	8.6%
Q26-8. Availability of parking in residential areas	23.4%	43.5%	15.5%	5.9%	2.9%	8.8%
Q26-9. Availability of parking in business district	14.2%	34.0%	23.6%	15.3%	4.3%	8.6%
Q26-10. Availability of parking Downtown	13.7%	32.2%	23.9%	17.1%	4.7%	8.3%
Q26-11. Width of sidewalks in business districts	24.3%	48.0%	13.5%	4.7%	1.6%	7.9%

WITHOUT "DON'T KNOW"**Q26. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=444)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Ease of north/south travel	21.7%	52.5%	13.9%	10.1%	1.8%
Q26-2. Ease of east/west travel	23.1%	54.6%	14.2%	6.3%	1.8%
Q26-3. Ease of travel from home to schools	35.3%	47.1%	14.9%	2.1%	0.7%
Q26-4. Ease of travel from your home to work	36.0%	50.0%	13.1%	0.6%	0.3%
Q26-5. Availability of public transportation	22.1%	33.1%	32.0%	7.7%	5.1%
Q26-6. Availability of bicycle lanes	16.5%	27.7%	32.2%	19.2%	4.4%
Q26-7. Availability of pedestrian walkways	29.6%	45.6%	14.3%	8.4%	2.2%
Q26-8. Availability of parking in residential areas	25.7%	47.7%	17.0%	6.4%	3.2%
Q26-9. Availability of parking in business district	15.5%	37.2%	25.9%	16.7%	4.7%
Q26-10. Availability of parking Downtown	15.0%	35.1%	26.0%	18.7%	5.2%
Q26-11. Width of sidewalks in business districts	26.4%	52.1%	14.7%	5.1%	1.7%

Q27. How supportive are you of the following?

(N=444)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive	Don't know
Q27-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes & increased travel times	18.7%	20.5%	21.6%	33.1%	6.1%
Q27-2. Developing additional bike lanes on roadways if it required reducing or eliminating street parking	14.4%	19.4%	22.3%	39.0%	5.0%
Q27-3. Developing additional bike lanes on roadways if it required reducing or eliminating outdoor dining space through reduction of sidewalk width	9.0%	14.2%	24.5%	46.4%	5.9%

WITHOUT "DON'T KNOW"

Q27. How supportive are you of the following? (without "don't know")

(N=444)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Q27-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes & increased travel times	19.9%	21.8%	23.0%	35.3%
Q27-2. Developing additional bike lanes on roadways if it required reducing or eliminating street parking	15.2%	20.4%	23.5%	41.0%
Q27-3. Developing additional bike lanes on roadways if it required reducing or eliminating outdoor dining space through reduction of sidewalk width	9.6%	15.1%	26.1%	49.3%

Q28. Clayton is a community where all people feel welcome, regardless of their identity. Including, but not limited to, ability, age, ethnicity, gender and expression, immigration status, intellectual differences, national origin, religion, sex, and sexual orientation.

Q28. Clayton is a community where all people feel welcome, regardless of their identity	Number	Percent
Strongly agree	111	25.0 %
Agree	134	30.2 %
Neutral	107	24.1 %
Disagree	61	13.7 %
Strongly disagree	13	2.9 %
Don't know	18	4.1 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"

Q28. Clayton is a community where all people feel welcome, regardless of their identity. Including, but not limited to, ability, age, ethnicity, gender and expression, immigration status, intellectual differences, national origin, religion, sex, and sexual orientation. (without "don't know")

Q28. Clayton is a community where all people feel welcome, regardless of their identity	Number	Percent
Strongly agree	111	26.1 %
Agree	134	31.5 %
Neutral	107	25.1 %
Disagree	61	14.3 %
Strongly disagree	13	3.1 %
Total	426	100.0 %

Q29. To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion?

Q29. To what extent do you see Clayton as a leader in terms of promoting diversity, equity, & inclusion

	Number	Percent
Leading	105	23.6 %
Average	184	41.4 %
Lagging	83	18.7 %
Don't know	72	16.2 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"

Q29. To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion? (without "don't know")

Q29. To what extent do you see Clayton as a leader in terms of promoting diversity, equity, & inclusion

	Number	Percent
Leading	105	28.2 %
Average	184	49.5 %
Lagging	83	22.3 %
Total	372	100.0 %

Q30. What should be the priority areas for Clayton to improve to be a community that embraces and promotes matters of equity, diversity, and inclusion. Please rank them by order of preference with 1 being the most preferred and 7 being the least preferred.

(N=444)

	Most preferred	2	3	4	5	6	Least preferred	Not provided
Q30-1. General administrative policies	8.8%	12.2%	12.6%	9.7%	14.6%	9.5%	1.1%	31.5%
Q30-2. Community policing	17.3%	9.9%	11.0%	11.9%	9.5%	7.7%	2.3%	30.4%
Q30-3. Support variety of housing options	14.9%	8.3%	5.6%	8.3%	10.1%	18.2%	4.7%	29.7%
Q30-4. Employment	8.1%	14.9%	14.6%	15.3%	9.0%	6.8%	0.5%	30.9%
Q30-5. Support or provide incentives to minority/women-owned businesses	11.3%	14.2%	11.9%	9.2%	11.3%	9.9%	1.4%	30.9%
Q30-6. Awareness & education	14.9%	11.9%	11.3%	11.5%	9.7%	8.8%	0.9%	31.1%
Q30-7. Other	40.0%	10.0%	16.7%	3.3%	3.3%	10.0%	16.7%	0.0%

WITHOUT "NOT PROVIDED"

Q30. What should be the priority areas for Clayton to improve to be a community that embraces and promotes matters of equity, diversity, and inclusion. Please rank them by order of preference with 1 being the most preferred and 7 being the least preferred. (without "not provided")

(N=444)

	Most preferred	2	3	4	5	6	Least preferred
Q30-1. General administrative policies	12.8%	17.8%	18.4%	14.1%	21.4%	13.8%	1.6%
Q30-2. Community policing	24.9%	14.2%	15.9%	17.2%	13.6%	11.0%	3.2%
Q30-3. Support variety of housing options	21.2%	11.9%	8.0%	11.9%	14.4%	26.0%	6.7%
Q30-4. Employment	11.7%	21.5%	21.2%	22.1%	13.0%	9.8%	0.7%
Q30-5. Support or provide incentives to minority/women-owned businesses	16.3%	20.5%	17.3%	13.4%	16.3%	14.3%	2.0%
Q30-6. Awareness & education	21.6%	17.3%	16.3%	16.7%	14.1%	12.7%	1.3%
Q30-7. Other	40.0%	10.0%	16.7%	3.3%	3.3%	10.0%	16.7%

Q31. Have you used the Passport Parking app?

<u>Q31. Have you used Passport Parking app</u>	<u>Number</u>	<u>Percent</u>
Yes	236	53.2 %
No	203	45.7 %
Don't know	5	1.1 %
Total	444	100.0 %

WITHOUT "DON'T KNOW"**Q31. Have you used the Passport Parking app? (without "don't know")**

<u>Q31. Have you used Passport Parking app</u>	<u>Number</u>	<u>Percent</u>
Yes	236	53.8 %
No	203	46.2 %
Total	439	100.0 %

Q32. How long have you been a resident of Clayton?

<u>Q32. How long have you been a resident of Clayton</u>	<u>Number</u>	<u>Percent</u>
0-5	101	22.7 %
6-10	72	16.2 %
11-15	53	11.9 %
16-20	40	9.0 %
21-30	67	15.1 %
31+	102	23.0 %
Not provided	9	2.0 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"**Q32. How long have you been a resident of Clayton? (without "not provided")**

<u>Q32. How long have you been a resident of Clayton</u>	<u>Number</u>	<u>Percent</u>
0-5	101	23.2 %
6-10	72	16.6 %
11-15	53	12.2 %
16-20	40	9.2 %
21-30	67	15.4 %
31+	102	23.4 %
Total	435	100.0 %

Q33. Which of the following best describes your household?

Q33. What best describes your household	Number	Percent
Own single family home	286	64.4 %
Own multi family unit (condo, apartment, duplex)	48	10.8 %
Rent or lease single family home	53	11.9 %
Rent multi family unit (condo, apartment, duplex)	40	9.0 %
Not provided	17	3.8 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Which of the following best describes your household? (without "not provided")**

Q33. What best describes your household	Number	Percent
Own single family home	286	67.0 %
Own multi family unit (condo, apartment, duplex)	48	11.2 %
Rent or lease single family home	53	12.4 %
Rent multi family unit (condo, apartment, duplex)	40	9.4 %
Total	427	100.0 %

Q34. What is your age?

Q34. Your age	Number	Percent
18-34	83	18.7 %
35-44	76	17.1 %
45-54	84	18.9 %
55-64	85	19.1 %
65+	85	19.1 %
Not provided	31	7.0 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"**Q34. What is your age? (without "not provided")**

Q34. Your age	Number	Percent
18-34	83	20.1 %
35-44	76	18.4 %
45-54	84	20.3 %
55-64	85	20.6 %
65+	85	20.6 %
Total	413	100.0 %

Q35. Including yourself, how many people in your household are...

	Mean	Sum
number	2.6	1132
Under age 5	0.1	42
Ages 5-9	0.1	57
Ages 10-14	0.2	89
Ages 15-19	0.2	95
Ages 20-24	0.1	51
Ages 25-34	0.4	159
Ages 35-44	0.3	141
Ages 45-54	0.4	155
Ages 55-64	0.3	152
Ages 65-74	0.3	126
Ages 75+	0.1	65

Q36. Would you say your total annual household income is:

<u>Q36. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	24	5.4 %
\$30K to \$59,999	40	9.0 %
\$60K to \$99,999	46	10.4 %
\$100K to \$149,999	66	14.9 %
\$150K to \$199,999	95	21.4 %
\$200K+	93	20.9 %
Not provided	80	18.0 %
Total	444	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Would you say your total annual household income is: (without "not provided")**

<u>Q36. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	24	6.6 %
\$30K to \$59,999	40	11.0 %
\$60K to \$99,999	46	12.6 %
\$100K to \$149,999	66	18.1 %
\$150K to \$199,999	95	26.1 %
\$200K+	93	25.5 %
Total	364	100.0 %

Q37. Which of the following best describes your race/ethnicity?

<u>Q37. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	53	11.9 %
Black/African American	30	6.8 %
Native American	3	0.7 %
White/Caucasian	347	78.2 %
Hispanic	16	3.6 %
Prefer to self-describe	8	1.8 %
Total	457	

Q37. Self-describe:

<u>Q37-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	3	37.5 %
Asian Indian	1	12.5 %
Jewish	1	12.5 %
More than one	1	12.5 %
Latino	1	12.5 %
Multiple races	1	12.5 %
Total	8	100.0 %

Q38. Your gender identity:

<u>Q38. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	210	47.3 %
Female	213	48.0 %
Other	1	0.2 %
Prefer not to answer	20	4.5 %
Total	444	100.0 %

WITHOUT "PREFER NOT TO ANSWER"**Q38. Your gender identity: (without "prefer not to answer")**

<u>Q38. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	210	49.5 %
Female	213	50.2 %
Other	1	0.2 %
Total	424	100.0 %

Section 5:
Survey Instrument



City of Clayton

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

March 2021

Dear Clayton Resident,

The City of Clayton is requesting your help and a few minutes of your time. You have been randomly 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 clayton2021survey.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 blue ink, appearing to read "David Gipson", with a long horizontal line extending to the right.

David Gipson
City Manager

2021 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. Please rate your satisfaction with the quality of the following.

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 services (EMS)	5	4	3	2	1	9
2. Overall quality of City parks and recreation services	5	4	3	2	1	9
3. Overall quality of services provided by the City	5	4	3	2	1	9
4. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
5. Overall maintenance of City streets (Note: Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., and Forest Park Pkwy are St. Louis County Roads)	5	4	3	2	1	9
6. Overall enforcement of City codes and ordinances for buildings and housing	5	4	3	2	1	9
7. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
8. Overall effectiveness of City communication with citizens	5	4	3	2	1	9
9. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. Perceptions of the Community. Please rate each of the following.

How would you rate the City of Clayton...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall image of the City	5	4	3	2	1	9
02. Acceptance of diverse populations	5	4	3	2	1	9
03. Overall quality of life in the City	5	4	3	2	1	9
04. Overall feeling of safety in the City	5	4	3	2	1	9
05. How well the City is planning and managing redevelopment	5	4	3	2	1	9
06. Quality of new residential development in the City	5	4	3	2	1	9
07. Quality of new commercial development in the City	5	4	3	2	1	9
08. Quality of plan review and permitting services	5	4	3	2	1	9
09. Overall cleanliness of the City	5	4	3	2	1	9
10. Quality of special events and cultural opportunities	5	4	3	2	1	9
11. Quantity of special events and cultural opportunities	5	4	3	2	1	9
12. Recreational opportunities in the City	5	4	3	2	1	9
13. The treatment/fairness of the City's municipal court	5	4	3	2	1	9
14. City's efforts to be transparent	5	4	3	2	1	9
15. City's efforts to support diversity, equity and inclusion	5	4	3	2	1	9
16. City's efforts to support sustainable practices	5	4	3	2	1	9
17. City's efforts to promote small and locally owned businesses	5	4	3	2	1	9
18. City's efforts to communicate with its residents	5	4	3	2	1	9
19. Access to information about current and proposed projects	5	4	3	2	1	9
20. Ability to participate in development process as a citizen	5	4	3	2	1	9

4. Public Safety. Please rate your satisfaction with the quality of the following.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 the Clayton Police Department	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. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, movie night, neighborhood meetings, etc.)	5	4	3	2	1	9
10. Overall quality of Clayton Fire Department	5	4	3	2	1	9
11. Overall quality of Clayton EMS	5	4	3	2	1	9
12. Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
13. How quickly Fire Department responds	5	4	3	2	1	9
14. How quickly ambulance/EMS responds	5	4	3	2	1	9
15. Overall competency of Clayton Fire Dept., including ambulance service	5	4	3	2	1	9

5. Feeling of Safety in Various Situations. Please rate each of the following.

How Safe do you Feel...	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
1. Walking alone in your neighborhood during the day	4	3	2	1	9
2. Walking alone in your neighborhood after dark	4	3	2	1	9
3. Walking alone in business areas during the day	4	3	2	1	9
4. Walking alone in business areas after dark	4	3	2	1	9
5. As a pedestrian crossing and walking along streets in downtown Clayton	4	3	2	1	9
6. As a pedestrian crossing and walking along streets in areas outside of downtown Clayton	4	3	2	1	9
7. Your feeling of safety in City parks	4	3	2	1	9

6. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of street signs and traffic signals (not including timing and length of signals)	5	4	3	2	1	9
02. Quality of snow removal services	5	4	3	2	1	9
03. Adequacy of City street lighting in business districts	5	4	3	2	1	9
04. Adequacy of residential street lighting	5	4	3	2	1	9
05. Condition of City sidewalks	5	4	3	2	1	9
06. Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
07. Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
08. Quality of street repair services (Note: Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., and Forest Park Pkwy are St. Louis County Roads)	5	4	3	2	1	9
09. Quality of street cleaning services	5	4	3	2	1	9
10. Frequency of street cleaning services during the previous calendar year	5	4	3	2	1	9
11. Frequency of leaf collection services during the previous calendar year	5	4	3	2	1	9

7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 6.]

1st: _____ 2nd: _____ 3rd: _____

8. Parks and Recreation. Please rate your satisfaction with the quality of the following.

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.	Maintenance of outdoor athletic fields	5	4	3	2	1	9
3.	City's youth fitness programs	5	4	3	2	1	9
4.	City's adult fitness programs	5	4	3	2	1	9
5.	Maintenance and cleanliness of City recreation facilities (pool, tennis courts, pavilions, etc.)	5	4	3	2	1	9

9. In the past 12 months, has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs?

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

10. Based on your level of comfort with the rate of community spread, the rollout of the COVID-19 vaccine in our region, and safety measures in place within City facilities, please rate the likelihood you or your family members would attend and/or participate in the following.

Events and Programs		Very Likely	Likely	Unlikely	Very Unlikely	Don't Know
01.	City-sponsored events within the next 3-6 months (festivals, music and dining, home openers, etc.)	4	3	2	1	9
02.	City-sponsored events within the next 7-12 months (festivals, music and dining, home openers, etc.)	4	3	2	1	9
03.	City-sponsored events within the next 13-24 months (festivals, music and dining, home openers, etc.)	4	3	2	1	9
04.	Summer camp programs during the summer of 2021	4	3	2	1	9
05.	Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 3-6 months	4	3	2	1	9
06.	Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 7-12 months	4	3	2	1	9
07.	Youth programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 13-24 months	4	3	2	1	9
08.	Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 3-6 months	4	3	2	1	9
09.	Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 7-12 months	4	3	2	1	9
10.	Adult programming (sport leagues, drop-in activities, nature-based programs, etc.) within the next 13-24 months	4	3	2	1	9

11. What program options are most important in your decision for you or someone in your household to participate?

Summer Camps		Very Important	Important	Somewhat Unimportant	Not at all Important	Don't Know/NA
1.	Before and after care	4	3	2	1	9
2.	Half day	4	3	2	1	9
3.	Full day	4	3	2	1	9
4.	Science, Technology, Engineering and Mathematics (STEM)	4	3	2	1	9
5.	Aquatics	4	3	2	1	9
6.	Sports	4	3	2	1	9
7.	Indoor	4	3	2	1	9
8.	Outdoor	4	3	2	1	9
9.	The Arts	4	3	2	1	9

12. What type of program options are the members of your household most interested in attending?

Programming	Very Interested	Somewhat Interested	Somewhat Uninterested	Not at all Interested	Don't Know/Not Applicable
01. Youth Sports Leagues	4	3	2	1	9
02. Adult Sports Leagues	4	3	2	1	9
03. Youth Fitness Programs (Yoga, Zumba, etc.)	4	3	2	1	9
04. Adult Fitness Programs (Yoga, Zumba, etc.)	4	3	2	1	9
05. Youth Personal Training	4	3	2	1	9
06. Adult Personal Training	4	3	2	1	9
07. Youth Swim Lessons	4	3	2	1	9
08. Adult Swim Lessons	4	3	2	1	9
09. Youth Drop-in Activities	4	3	2	1	9
10. Adult Drop-in Activities	4	3	2	1	9
11. Youth Nature-based Programs	4	3	2	1	9
12. Adult Nature-based Programs	4	3	2	1	9

13. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City?

- (1) Significant effort (3) Little effort (9) Don't know
 (2) Some effort (4) No effort

14. Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)?

- (1) Yes [Skip to Q15.] (2) No [Answer Q14a.]

14a. Why not?

- (1) I did not know the City offered email communications (3) I am not interested in the information
 (2) I already receive too many emails (4) Other: _____

15. Awareness of Services and Engagement Efforts. Please rate your awareness of each of the following.

Awareness of Services and Engagement Efforts	Aware	Somewhat Aware	Unaware
1. Messaging from the Clayton Police Department	3	2	1
2. Messaging from the Clayton Fire Department	3	2	1

16. Is the City of Clayton moving in the right direction on the following?

Direction	Yes	No	Don't Know
1. Attracting high quality development	1	2	9
2. Preserving neighborhoods	1	2	9
3. Fostering unique dining and shopping opportunities	1	2	9
4. Supporting arts and culture	1	2	9
5. By requiring retail space on ground floor of new development	1	2	9

16a. If you answered "No" to any of the above, please explain.

17. Waste Collection Service. Please rate your satisfaction with each of the following.

Waste Collection	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

18. **Clayton is the only municipality in the metropolitan region that provides for REAR-YARD waste collection at no-cost to residents. This service costs approximately \$2 million per year and represents 7 percent of the City's operating budget. If the current decline in revenue persists, the City may need to reconsider how waste collection is provided in the future. [Please rank the potential changes below by order of preference with "1" being the most preferred and "3" being the least preferred.]**

- ___ I prefer to pay the total cost of my waste collection directly to the City's contracted waste hauler. (City saves 100% and no environmental impact)
- ___ I prefer that the City continue to pay for waste collection but modify the collection to curbside pickup. (Moderate savings for the City and reduced emissions due to reduced idling)
- ___ I prefer that the City levy a new property tax to continue to pay for residential rear yard pickup. (City costs offset 100% and no environmental impact)

19. **Due to the pandemic, there are financial limitations to the number of projects the City can complete over the next three years. Please rank the following by order of importance that City leaders should prioritize for completion with "1" being the most important and "6" being the least important.**

- ___ Addition of bicycle lanes on City streets
- ___ Addition and development of new parks
- ___ Comprehensive Plan (Master Plan for development, land use, parks, bike/pedestrian, and streetscape)
- ___ Enhanced and Energy Efficient Lighting on Streets and in Parks
- ___ Public Works and Parks Maintenance Facility Upgrades (located on Shaw Park Dr.)
- ___ Shaw Park All-Season Recreation Complex (Ice Rink)

20. **Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.**

Private Property Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
2.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
3.	Enforcing the maintenance of business property	5	4	3	2	1	9

21. **In the past 12 months, have you contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?**

- ___(1) Yes [Answer to Q21a.] ___(2) No [Skip to Q22.]

21a. **Which of the categories from Question 20 did you report? [Check all that apply.]**

- ___(1) Enforcing the mowing and trimming of lawns on private property
- ___(2) Enforcing the maintenance of residential property (exterior of homes)
- ___(3) Enforcing the maintenance of business property

22. **Planning and Development Process. Have you applied for any planning and development permits?**

- ___(1) Yes [Answer Q23.] ___(2) No [Skip to Q24.] ___(9) Don't know [Skip to Q24.]

23. **If you have applied, please rate each of the following.**

Planning and Development		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

23a. If you answered "Dissatisfied" or "Very Dissatisfied" for any items in Question 23, please explain.

24. For which of the following areas do you support the City's use of financial incentives (tax reductions, abatement, etc.) to attract and expand? [Check all that apply.]

- (1) Offices/Corporations (3) Downtown high density/market rate residential
 (2) Retail (4) None of these

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

- (1) Yes [Answer Q25a-b.] (2) No [Skip to Q26.]

25a. Which City department did you contact most recently? _____

25b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. [Please rate each of the following based on your most recent experience.]

Customer Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

26. **Transportation.** Please rate your satisfaction with the quality of the following.

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Ease of north/south travel	5	4	3	2	1	9
02. Ease of east/west travel	5	4	3	2	1	9
03. Ease of travel from home to schools	5	4	3	2	1	9
04. Ease of travel from your home to work	5	4	3	2	1	9
05. Availability of public transportation	5	4	3	2	1	9
06. Availability of bicycle lanes	5	4	3	2	1	9
07. Availability of pedestrian walkways	5	4	3	2	1	9
08. Availability of parking in residential areas	5	4	3	2	1	9
09. Availability of parking in business district	5	4	3	2	1	9
10. Availability of parking Downtown	5	4	3	2	1	9
11. Width of sidewalks in business districts	5	4	3	2	1	9

27. How supportive are you of the following?

Level of Support for...	Very Supportive	Somewhat Supportive	Somewhat Unsupportive	Very Unsupportive	Don't Know
1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes and increased travel times	4	3	2	1	9
2. Developing additional bike lanes on roadways if it required reducing or eliminating street parking	4	3	2	1	9
3. Developing additional bike lanes on roadways if it required reducing or eliminating outdoor dining space through the reduction of sidewalk width	4	3	2	1	9

28. **Clayton is a community where all people feel welcome, regardless of their identity.** [Including, but not limited to, ability, age, race, ethnicity, gender and expression, immigration status, intellectual differences, national origin, religion, sex, and sexual orientation.]

- (1) Strongly agree (3) Neutral (5) Strongly disagree
 (2) Agree (4) Disagree (9) Don't know

29. **To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion?**
 ___(1) Leading ___(2) Average ___(3) Lagging ___(9) Don't know
30. **What should be the priority areas for Clayton to improve to be a community that embraces and promotes matters of equity, diversity, and inclusion. [Please rank by order of preference with "1" being the most preferred and "7" being the least preferred.]**
 ___ General Administrative Policies ___ Support or provide incentives to minority/women-owned businesses
 ___ Community Policing ___ Awareness and Education
 ___ Support variety of housing options ___ Other: _____
 ___ Employment
31. **Have you used the Passport Parking App?** ___(1) Yes ___(2) No ___(9) Don't know
32. **How long have you been a resident of Clayton?** _____ years
- 32a. **If you have lived in Clayton for less than 10 years, why did you move here?**

33. **Which of the following best describes your household?**
 ___(1) Own single family home ___(3) Rent or lease single family home
 ___(2) Own multifamily unit (condo, apartment, duplex) ___(4) Rent multifamily unit (condo, apartment, duplex)
34. **What is your age?** _____ years
35. **Including yourself, how many people in your household 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: ___
36. **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) \$200,000 or more
37. **Which of the following best describes your race/ethnicity?**
 ___(1) Asian/Pacific Islander ___(3) Native American ___(5) Hispanic
 ___(2) Black/African American ___(4) White/Caucasian ___(99) Other: _____
38. **Your gender identity:** ___(1) Male ___(2) Female ___(3) Other ___(4) Prefer not to answer

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