



2023

City of Clayton, Missouri

**Community Survey
Findings Report**



ETC
INSTITUTE

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Executive Summary

2023 City of Clayton Community Survey Executive Summary Report

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton for the tenth time in February and March of 2023. The survey was administered as part of the City’s ongoing 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.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 401 households completing a survey. The results for the random sample of 401 households have a 95% level of confidence with a precision of at least +/- 4.7%.

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 7 of this report.

This report contains:

- An executive summary of the methodology for administering the survey and major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Importance-Satisfaction analysis that can help the City set priorities for improvement (Section 3)
- I-S Matrix Analysis to further visualize importance versus satisfaction (Section 4)
- Benchmarking data that show how the results for Clayton compare to residents in other communities (Section 5)
- Trends comparing 2023 results to 2021 and 2019 survey results (Section 6)
- Tabular data that show the overall results for each question on the survey (Section 7)
- Responses to open-ended questions (Section 8)
- A copy of the cover letter and survey instrument (Section 9)

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, 88% 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%), and the overall quality of all services provided by the City (88%).

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 Fire Department (96%), the quality of Clayton EMS (96%), how quickly ambulance/EMS responds (95%), competency of the Fire Department and ambulance service (95%), the competency of the Clayton Police Department (94%), how quickly the fire department responds (94%), how quickly the police respond (94%), and the overall treatment of citizens by the police department (92%).

Residents were also asked to rate how safe they felt in various situations in the city. The areas/situations where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were walking alone in their neighborhood during the day (99%), walking alone in business areas during the day (98%), and in City parks (97%).

- **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 with the quality of snow removal services (90%), the condition of street signs and traffic signals (89%), and the adequacy of city street lighting (88%).
- **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 with the maintenance of City parks (94%) and maintenance of outdoor athletic fields (92%).

- **Enforcement of Property Maintenance Codes.** The highest level 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 with the mowing and trimming of lawns on private property (67%).
- **Planning and Development Process.** The highest level of satisfaction with regarding the city’s planning and development process, based on the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were with the standards and quality of developments (74%), overall planning and development process (56%), and the Board of Aldermen decision process (55%).
- **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 (81%), the technical competence and knowledge of employees (79%), and how easy the department was to contact (77%).
- **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 with ease of travel to and from work (82%), ease of travel from home to schools (80%), and the width of sidewalks in business districts (75%).

Other Findings

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

- Eighty percent (80%) of residents surveyed have used Clayton’s parks, recreation facilities or programs over the last 12 months.
- Respondents are most interested in summer camp programs that incorporate the outdoors (70%), sports (66%), and arts (66%).
- Half or more residents surveyed who had an opinion have an interest (selecting “very interested” or “somewhat interested”) in adult fitness programs (66%), adult personal training (54%), and adult nature-based programs (50%).
- Most residents (95%), who had an opinion, believe the City makes a “significant effort” or “some effort” to keep them informed of current news, events, and services within the City. Most respondents (52%) subscribe to the city’s email communications.
- More than half of residents surveyed with an opinion support the City using financial incentives to attract and expand arts and culture venues (64%) and retail (54%).

Trends Since 2021

In 2023, the City of Clayton **rated at or above the 2021 survey results in 37 of the 71 categories assessed**. The city rated significantly higher (5% or more above) in 8 of these areas. Below are the categories in which the city rated significantly higher than in 2021:

- Effectiveness of fire prevention/safety programs (+11%)
- Availability of bicycle lanes (+9%)
- Fairness of Police Department's practices (+8%)
- Quantity of special events/cultural opportunities (+7%)
- Treatment of citizens by Clayton Police Dept. (+6%)
- City's adult fitness programs (+6%)
- Competency of Clayton Police Dept (+5%)
- City's youth fitness programs (+5%)

The City of Clayton rated below the 2021 survey results in 34 of the 71 categories assessed. The city rated significantly below (5% or more below) in 13 of these areas. Below are the categories in which the city rated significantly lower than in 2021:

- Availability of parking Downtown (-5%)
- Responsiveness of Police in enforcing traffic laws (-5%)
- Value received for City tax dollars/fees (-5%)
- Maintenance of residential property (exterior) (-5%)
- Walking alone in business areas after dark (-5%)
- Availability of parking in business district (-5%)
- Landscaping/appearance of public areas (-5%)
- Walking alone in your neighborhood after dark (-6%)
- Maintenance of business property (-6%)
- Flow of traffic & congestion management (-7%)
- Ease of east/west travel (-7%)
- Crossing/walking along streets in downtown Clayton (-8%)

How Clayton Compares to Other Communities Nationally

Clayton rated above the national average in all 42 areas that were assessed. Clayton rated significantly higher than the national average (5% or more above) in **40 of these areas**. The following table shows how Clayton compares to the national average:

Service	Clayton	U.S.	Difference	Category
Feeling of safety in City parks	97%	69%	28%	Feeling of Safety
Adequacy of City street lighting	88%	61%	27%	City Maintenance/Public Works
Maintenance of outdoor athletic fields	92%	66%	26%	Parks and Recreation
Overall image of the City	94%	68%	26%	Perceptions of the City
Maintenance/cleanliness of recreation facilities	88%	64%	24%	Parks and Recreation
Mowing & trimming of lawns on private property	67%	46%	21%	Enforcement of Property Maintenance Codes
Maintenance of City streets	72%	51%	21%	Major Categories of City Services
Visibility of police in my neighborhood	84%	63%	21%	Public Safety
Overall quality of life	97%	77%	20%	Perceptions of the City
How quickly police respond to emergencies	94%	75%	19%	Public Safety
City's efforts to prevent crime	81%	63%	18%	Public Safety
Quality of parks & recreation services	94%	76%	18%	Major Categories of City Services
Value received for City tax dollars/fees	70%	52%	18%	Major Categories of City Services
City's efforts to communicate with its residents	73%	55%	18%	Perceptions of the City
Quality of snow removal services	90%	74%	16%	City Maintenance/Public Works
Maintenance of street signs & traffic signals	89%	73%	16%	City Maintenance/Public Works
Maintenance of residential property (exterior)	63%	47%	16%	Enforcement of Property Maintenance Codes
Effectiveness of City communication with citizens	77%	61%	16%	Major Categories of City Services
Quality of services provided by the City	88%	72%	16%	Major Categories of City Services
Crossing/walking along streets downtown	84%	68%	16%	Feeling of Safety
Maintenance of City parks	94%	78%	16%	Parks and Recreation
Effectiveness of fire prevention/safety programs	84%	69%	15%	Public Safety
Maintenance of business property	66%	53%	13%	Enforcement of Property Maintenance Codes
Visibility of police in retail areas	75%	62%	13%	Public Safety
Condition of City sidewalks	65%	53%	12%	City Maintenance/Public Works
Enforcement of City codes & ordinances	63%	51%	12%	Major Categories of City Services
Overall feeling of safety in the City	88%	76%	12%	Perceptions of the City
Flow of traffic & congestion management	60%	49%	11%	Major Categories of City Services
Quality of public safety services	98%	87%	11%	Major Categories of City Services
Overall quality of EMS	96%	85%	11%	Public Safety
How quickly ambulance/EMS responds	95%	84%	11%	Public Safety
Landscaping/appearance of public areas	77%	67%	10%	City Maintenance/Public Works
Quality of street repair services	66%	56%	10%	City Maintenance/Public Works
Responsiveness of Police in enforcing traffic laws	72%	62%	10%	Public Safety
How quickly Fire Department responds	94%	85%	9%	Public Safety
How well City is planning/managing redevelopment	52%	44%	8%	Perceptions of the City
Overall quality of the Fire Department	96%	88%	8%	Public Safety
Walking alone in your neighborhood after dark	81%	74%	7%	Feeling of Safety
Walking alone in your neighborhood during the day	99%	92%	7%	Feeling of Safety
Quality of customer service from City employees	76%	70%	6%	Major Categories of City Services
Quality of street cleaning services	72%	69%	3%	City Maintenance/Public Works
Efforts to support diversity	59%	58%	1%	Perceptions of the City

How Clayton Compares to Other Communities Regionally

Clayton **rated above the Plains regional average in all 42 areas** that were assessed. Clayton rated significantly higher than the regional average (5% or more above) in 36 of these areas. The following table shows how Clayton compares to the Plains regional average:

Service	Clayton	Plains	Difference	Category
Feeling of safety in City parks	97%	71%	26%	Feeling of Safety
Overall image of the City	94%	68%	26%	Perceptions of the City
Maintenance of outdoor athletic fields	92%	68%	24%	Parks and Recreation
Maintenance/cleanliness of recreation facilities	88%	65%	23%	Parks and Recreation
Adequacy of City street lighting	88%	66%	22%	City Maintenance/Public Works
Maintenance of City streets	72%	50%	22%	Major Categories of City Services
Mowing & trimming of lawns on private property	67%	47%	20%	Enforcement of Property Maintenance Codes
Overall quality of life	97%	78%	19%	Perceptions of the City
Maintenance of residential property (exterior)	63%	46%	17%	Enforcement of Property Maintenance Codes
City's efforts to communicate with its residents	73%	57%	16%	Perceptions of the City
Quality of parks & recreation services	94%	78%	16%	Major Categories of City Services
How quickly police respond to emergencies	94%	78%	16%	Public Safety
Visibility of police in my neighborhood	84%	68%	16%	Public Safety
Effectiveness of fire prevention/safety programs	84%	69%	15%	Public Safety
City's efforts to prevent crime	81%	66%	15%	Public Safety
Value received for City tax dollars/fees	70%	55%	15%	Major Categories of City Services
Quality of snow removal services	90%	76%	14%	City Maintenance/Public Works
Maintenance of street signs & traffic signals	89%	75%	14%	City Maintenance/Public Works
Crossing/walking along streets downtown	84%	70%	14%	Feeling of Safety
Effectiveness of City communication with citizens	77%	63%	14%	Major Categories of City Services
Maintenance of City parks	94%	80%	14%	Parks and Recreation
Quality of services provided by the City	88%	75%	13%	Major Categories of City Services
Maintenance of business property	66%	54%	12%	Enforcement of Property Maintenance Codes
Overall feeling of safety in the City	88%	76%	12%	Perceptions of the City
Overall quality of EMS	96%	84%	12%	Public Safety
Enforcement of City codes & ordinances	63%	52%	11%	Major Categories of City Services
Visibility of police in retail areas	75%	64%	11%	Public Safety
Condition of City sidewalks	65%	55%	10%	City Maintenance/Public Works
How quickly ambulance/EMS responds	95%	85%	10%	Public Safety
Quality of street repair services	66%	57%	9%	City Maintenance/Public Works
Quality of public safety services	98%	89%	9%	Major Categories of City Services
How quickly Fire Department responds	94%	86%	8%	Public Safety
Overall quality of the Fire Department	96%	89%	7%	Public Safety
Responsiveness of Police in enforcing traffic laws	72%	66%	6%	Public Safety
Landscaping/appearance of public areas	77%	72%	5%	City Maintenance/Public Works
Walking alone in your neighborhood during the day	99%	94%	5%	Feeling of Safety
Walking alone in your neighborhood after dark	81%	78%	3%	Feeling of Safety
Quality of customer service from City employees	76%	73%	3%	Major Categories of City Services
Efforts to support diversity	59%	56%	3%	Perceptions of the City
How well City is planning/managing redevelopment	52%	50%	2%	Perceptions of the City
Quality of street cleaning services	72%	71%	1%	City Maintenance/Public Works
Flow of traffic & congestion management	60%	59%	1%	Major Categories of City Services

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 Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

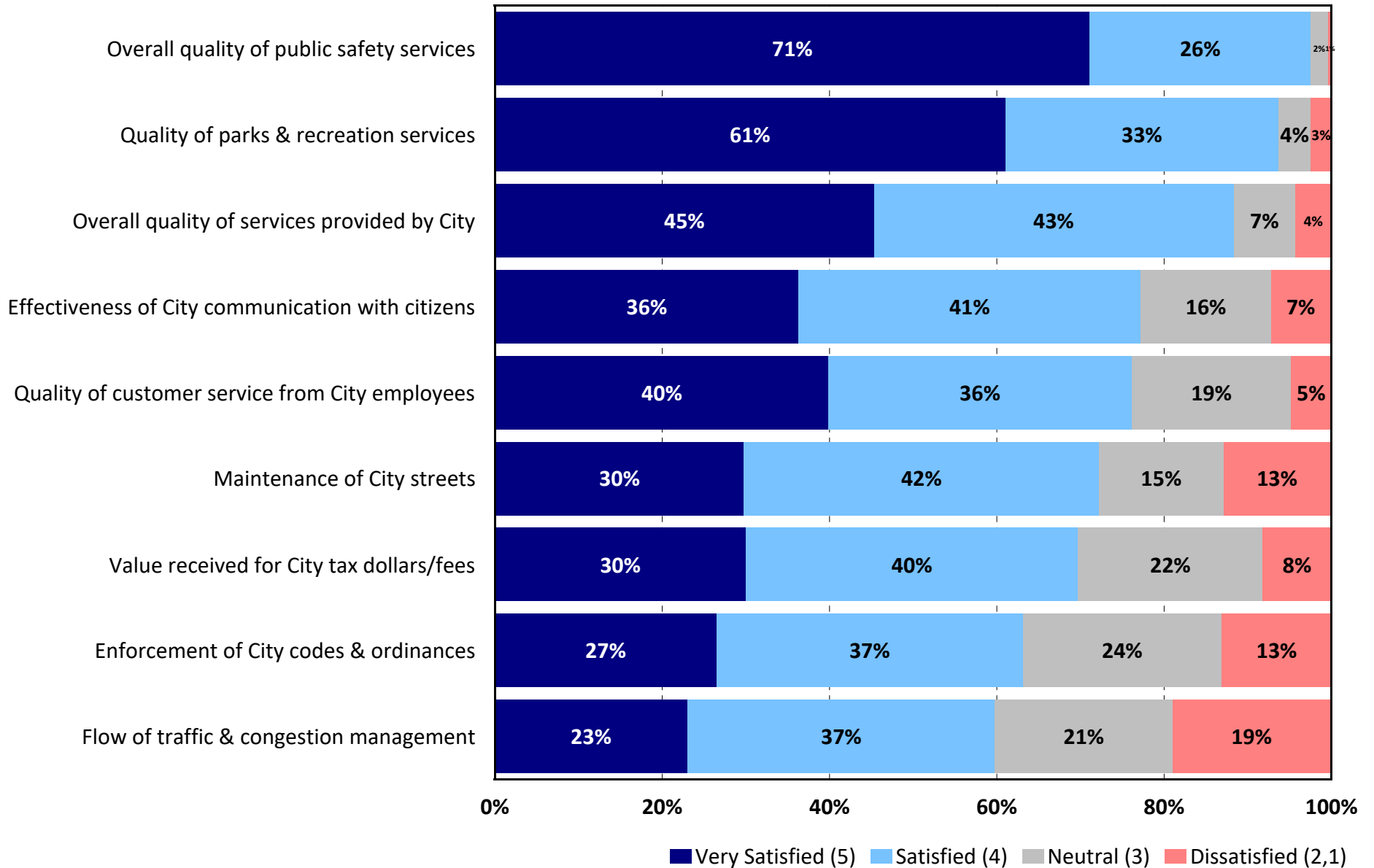
- **Overall Priorities for the City.** This level of analysis reviewed the importance of and satisfaction with major categories of City services and was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top 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:
 - Flow of traffic & congestion management (I-S Rating = 0.1443)
 - Value received for City tax dollars/fees (I-S Rating = 0.1127)
 - Maintenance of city streets (I-S Rating = 0.1095)



Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

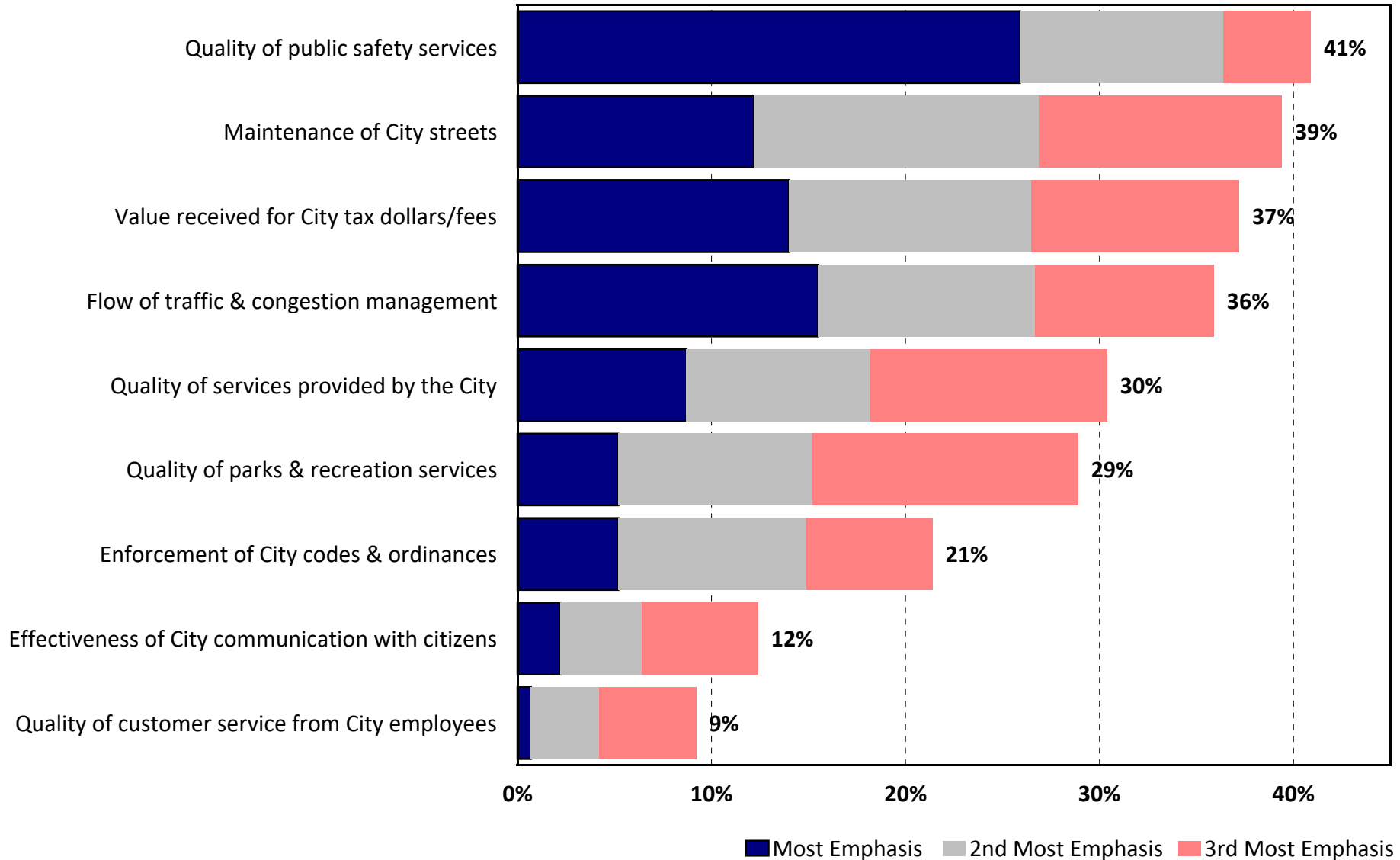
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

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

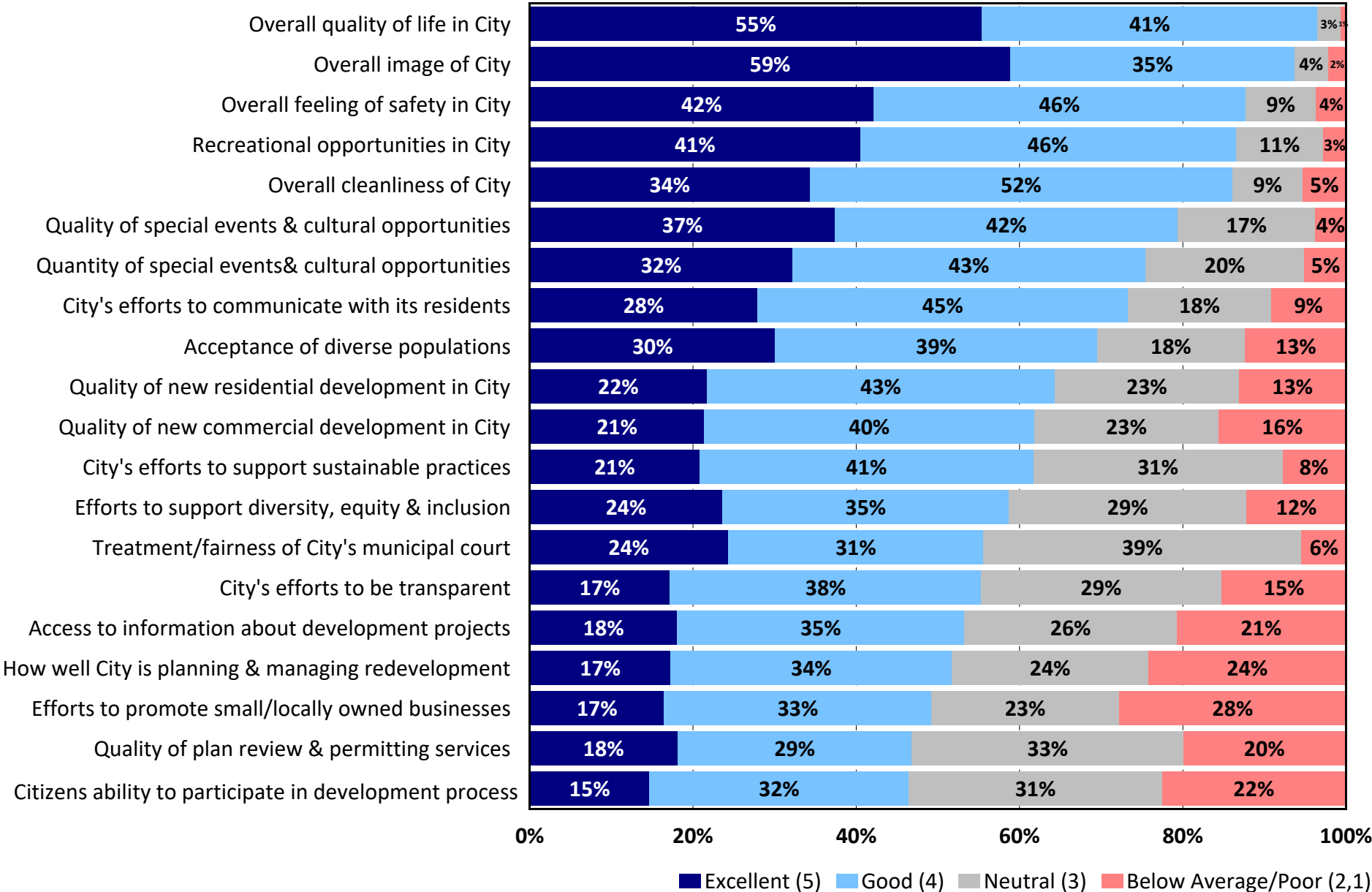
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q3. Overall Perceptions of Clayton

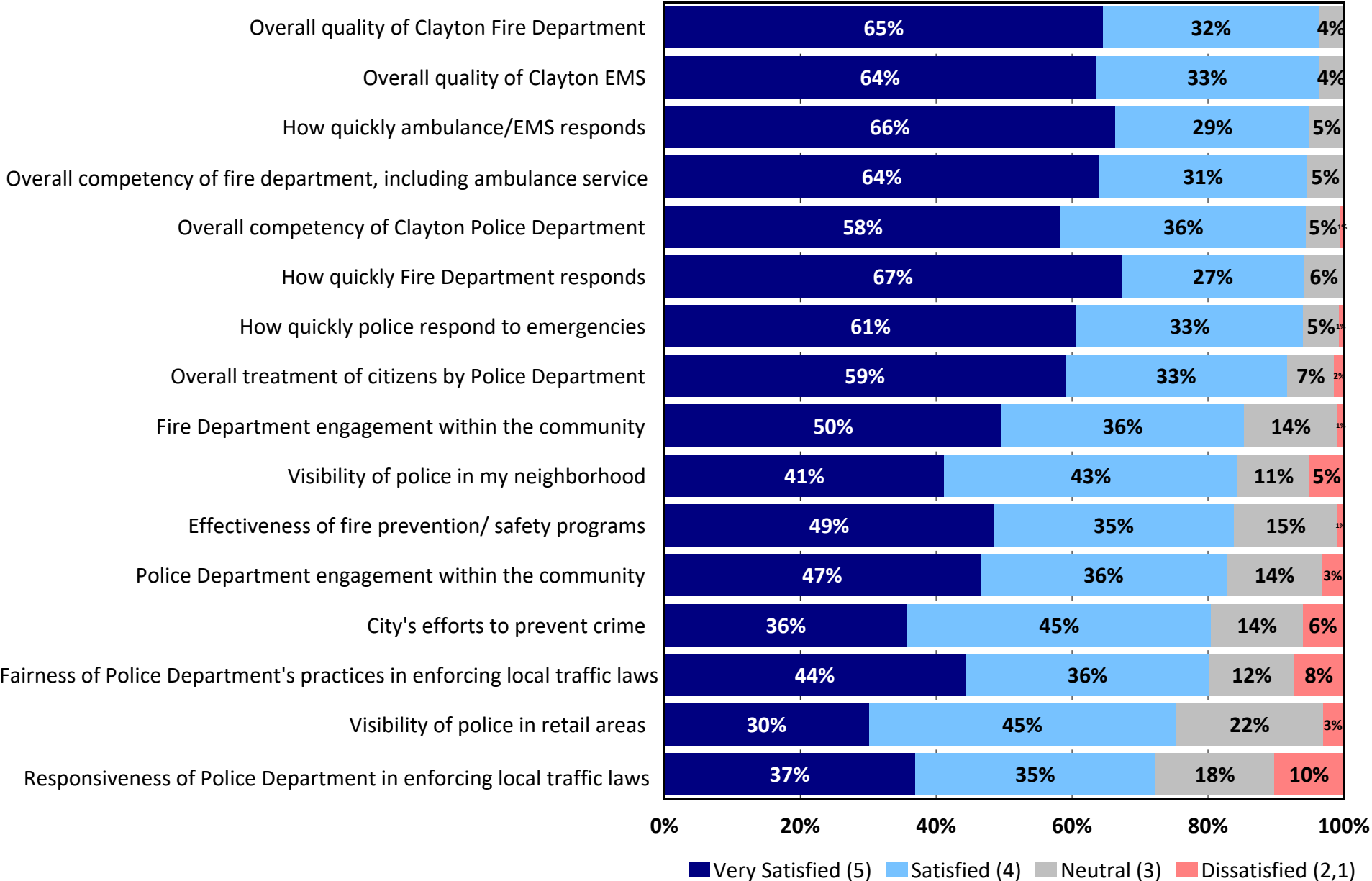
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q4. Satisfaction with Public Safety in Clayton

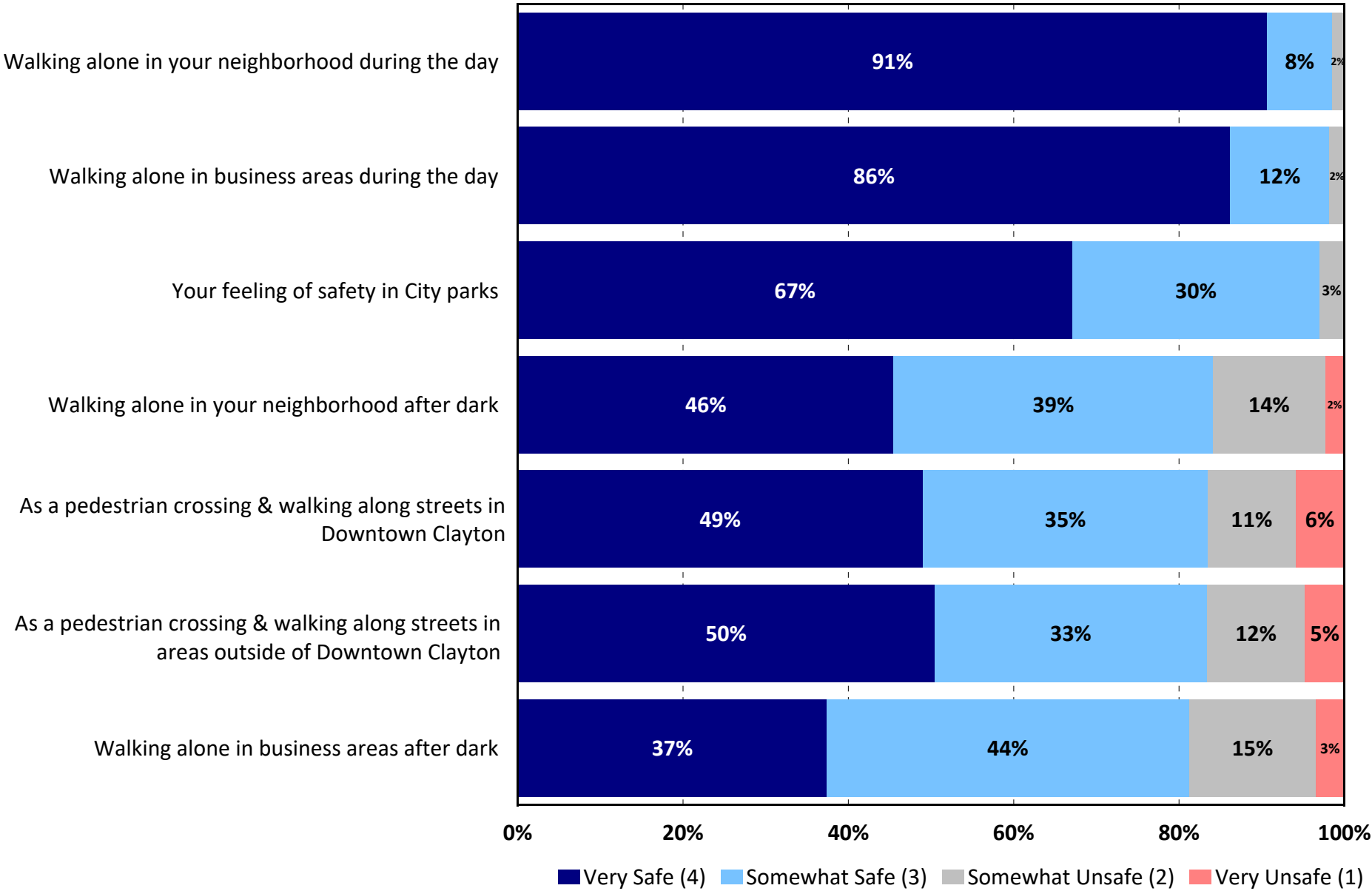
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q5. Feeling of Safety in Various Situations

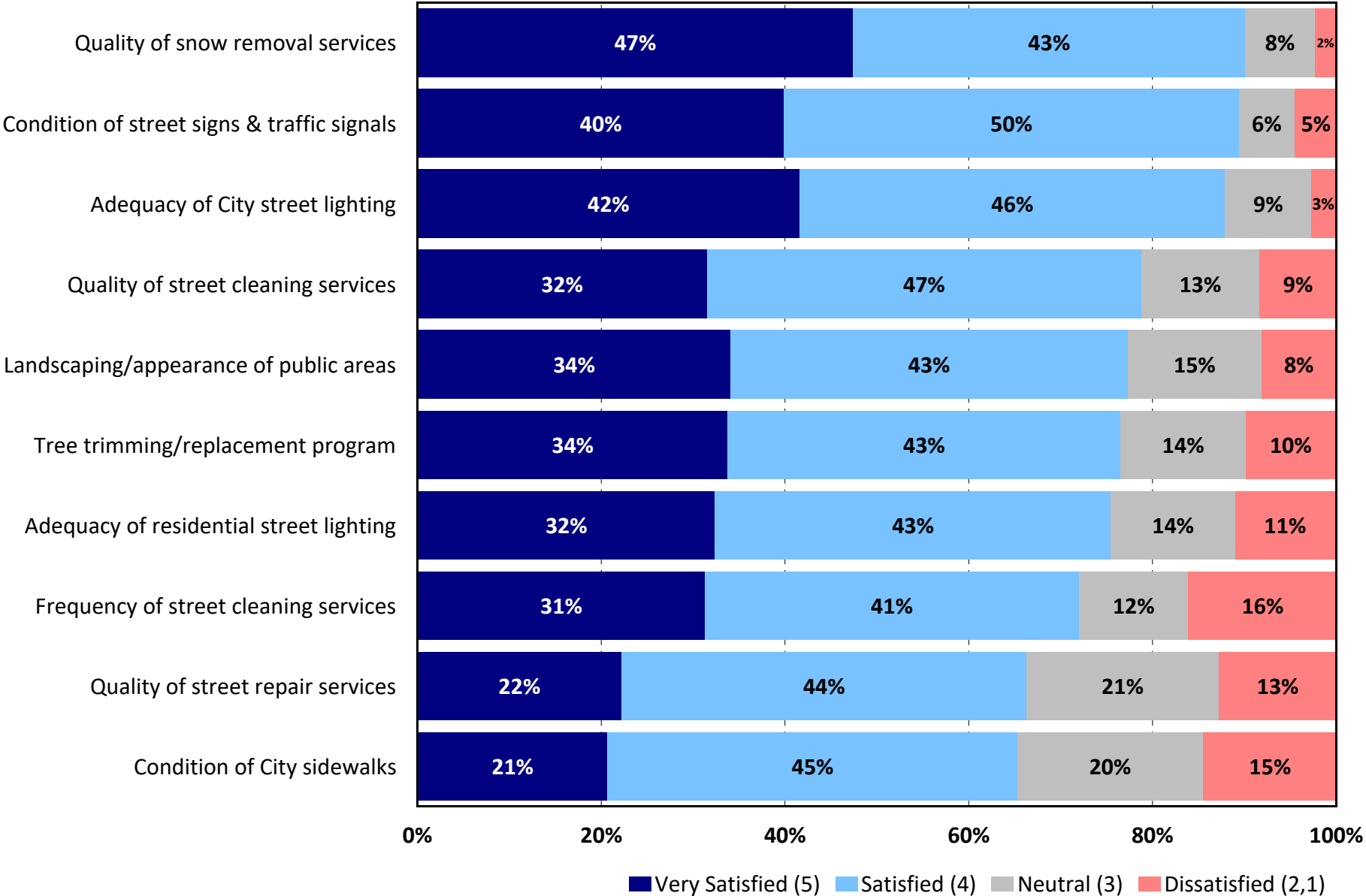
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

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

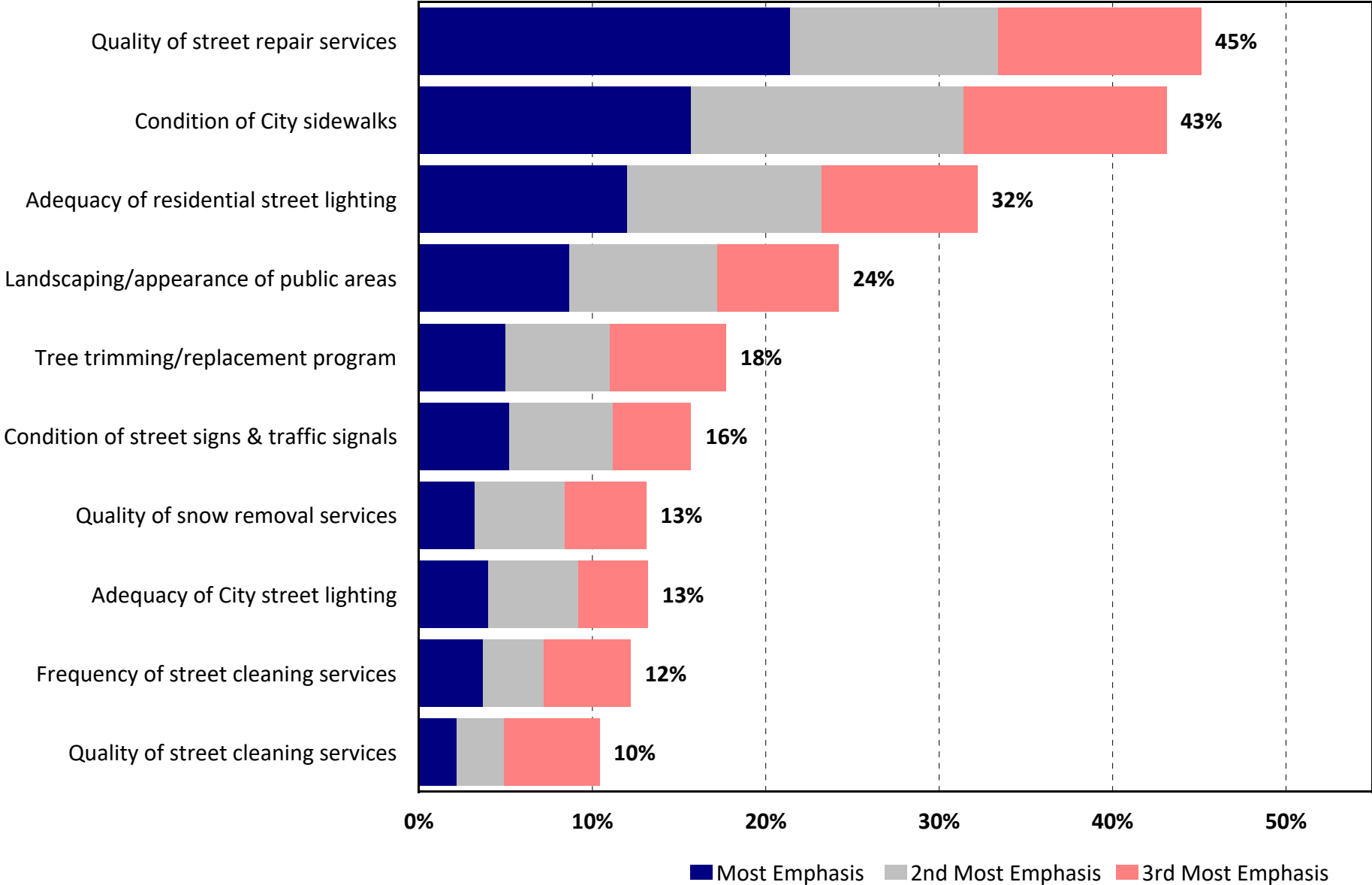
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

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

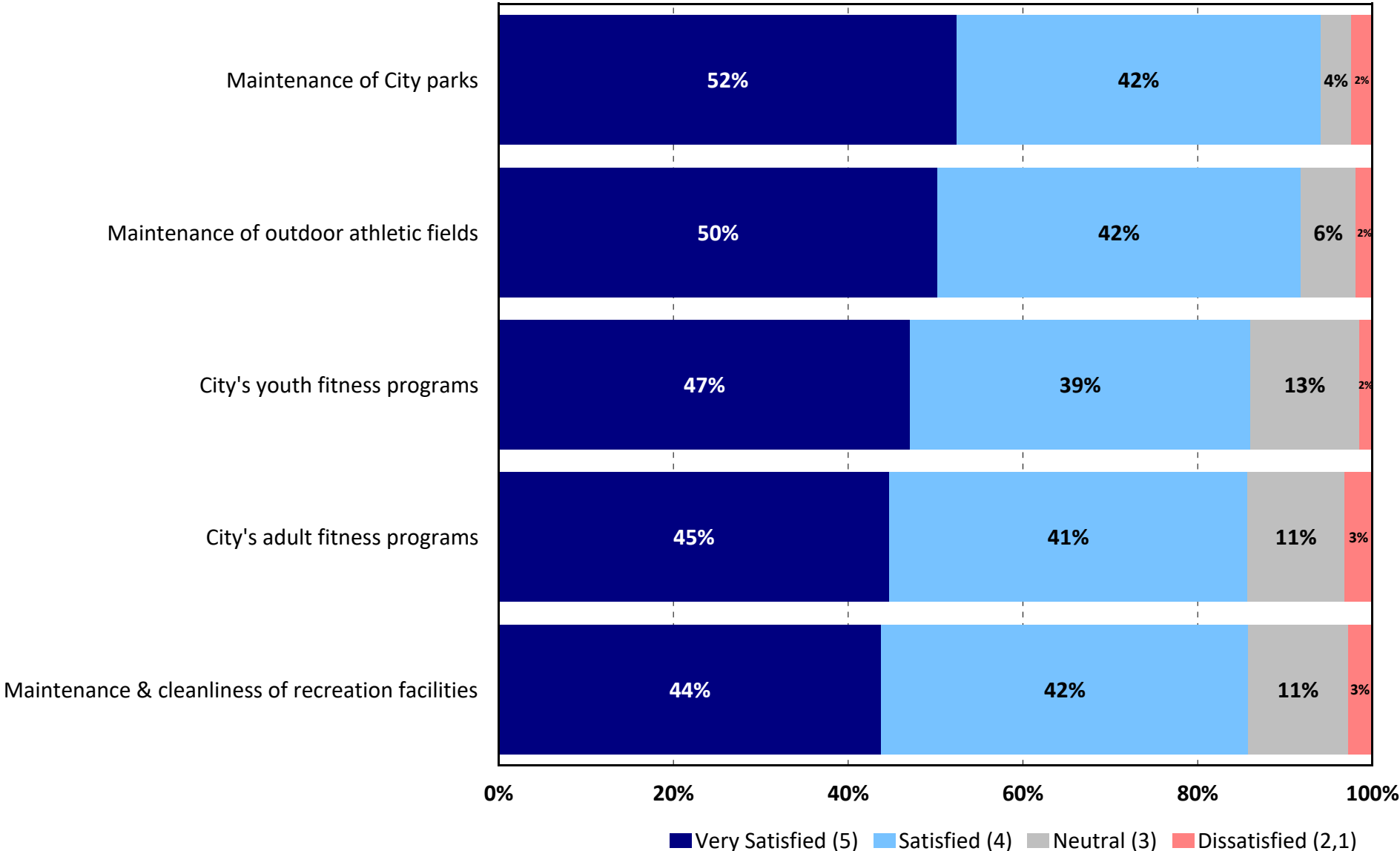
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

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

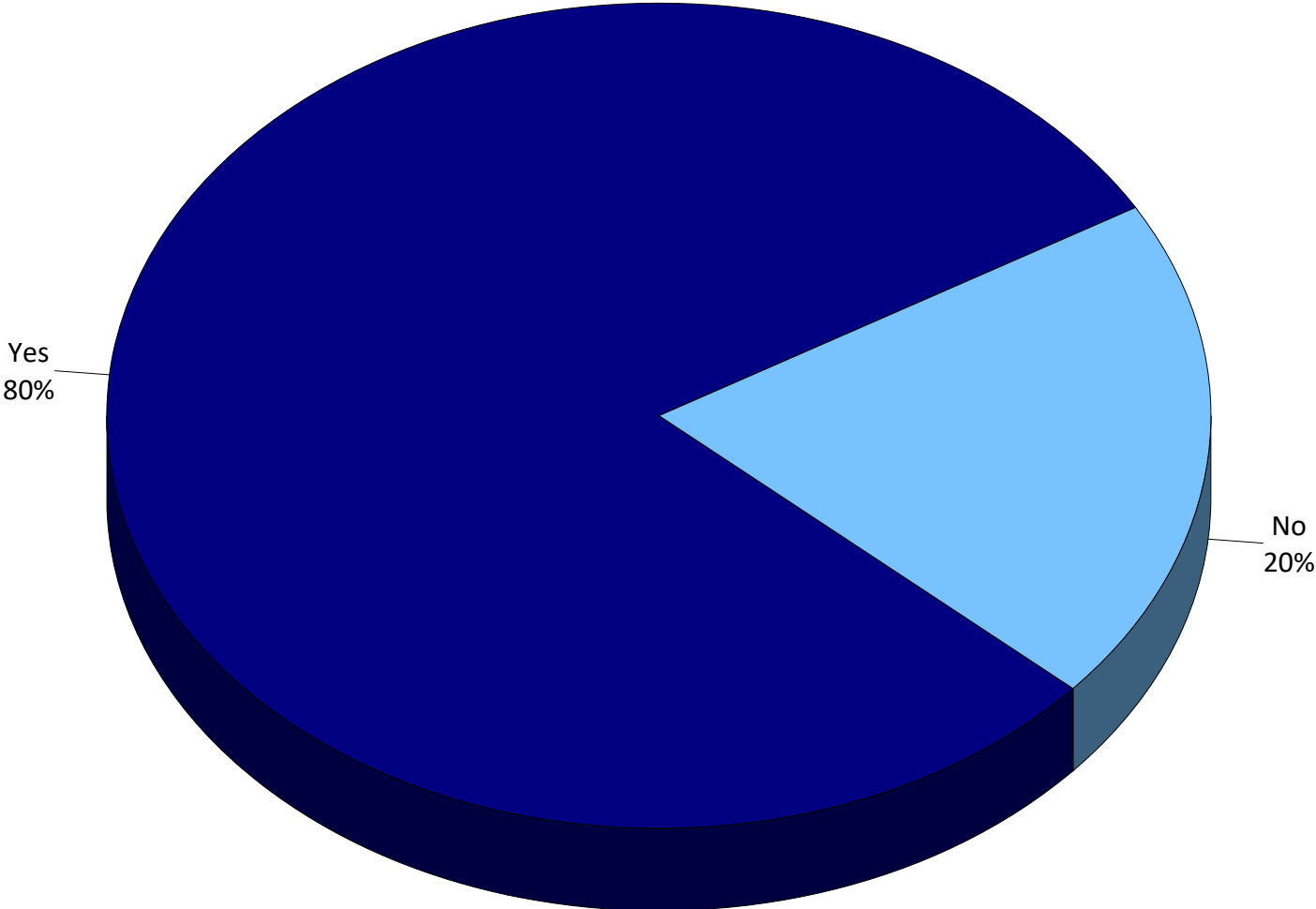
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

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

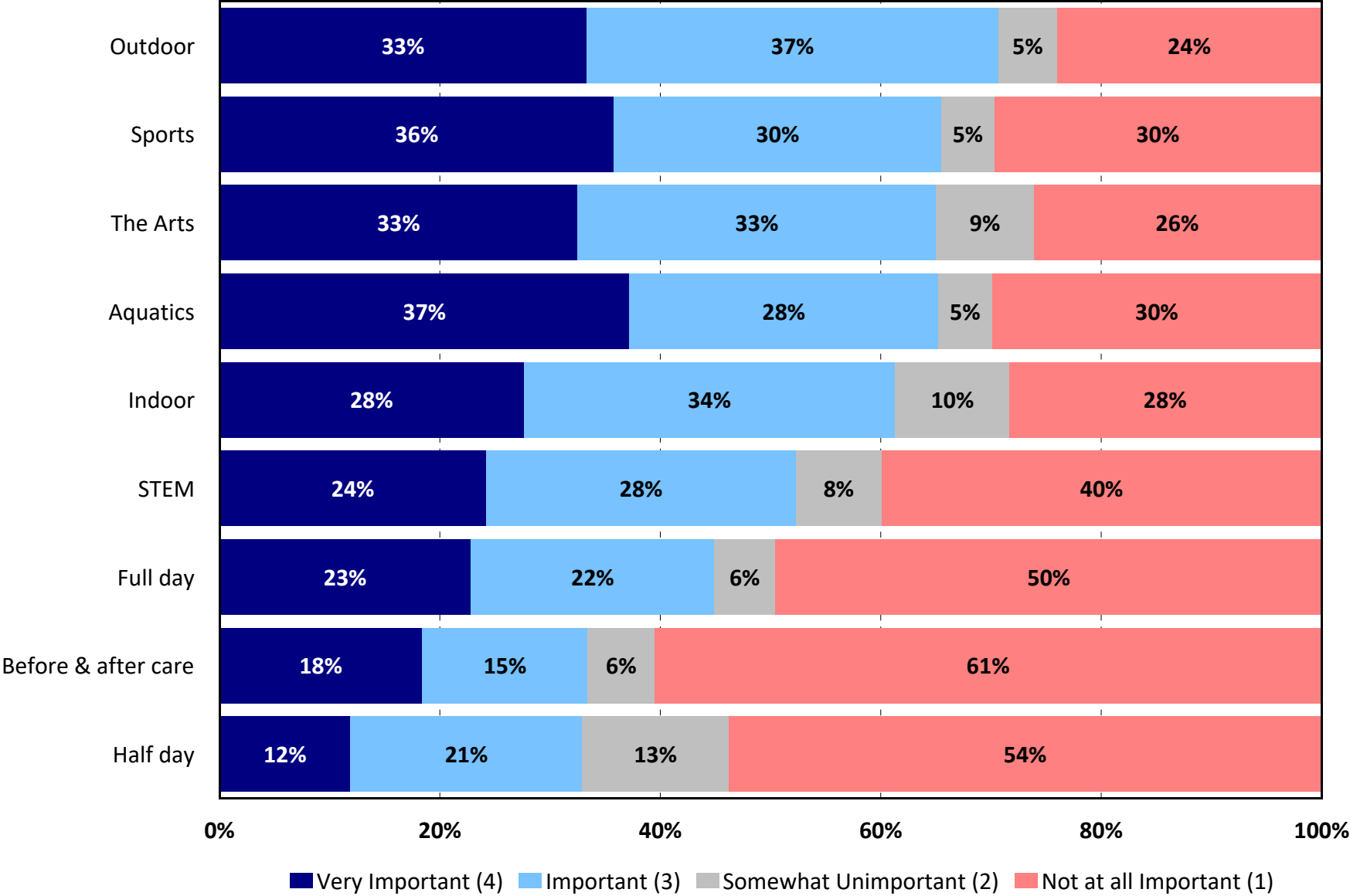
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q10. Importance of Various Summer Camp Program Options

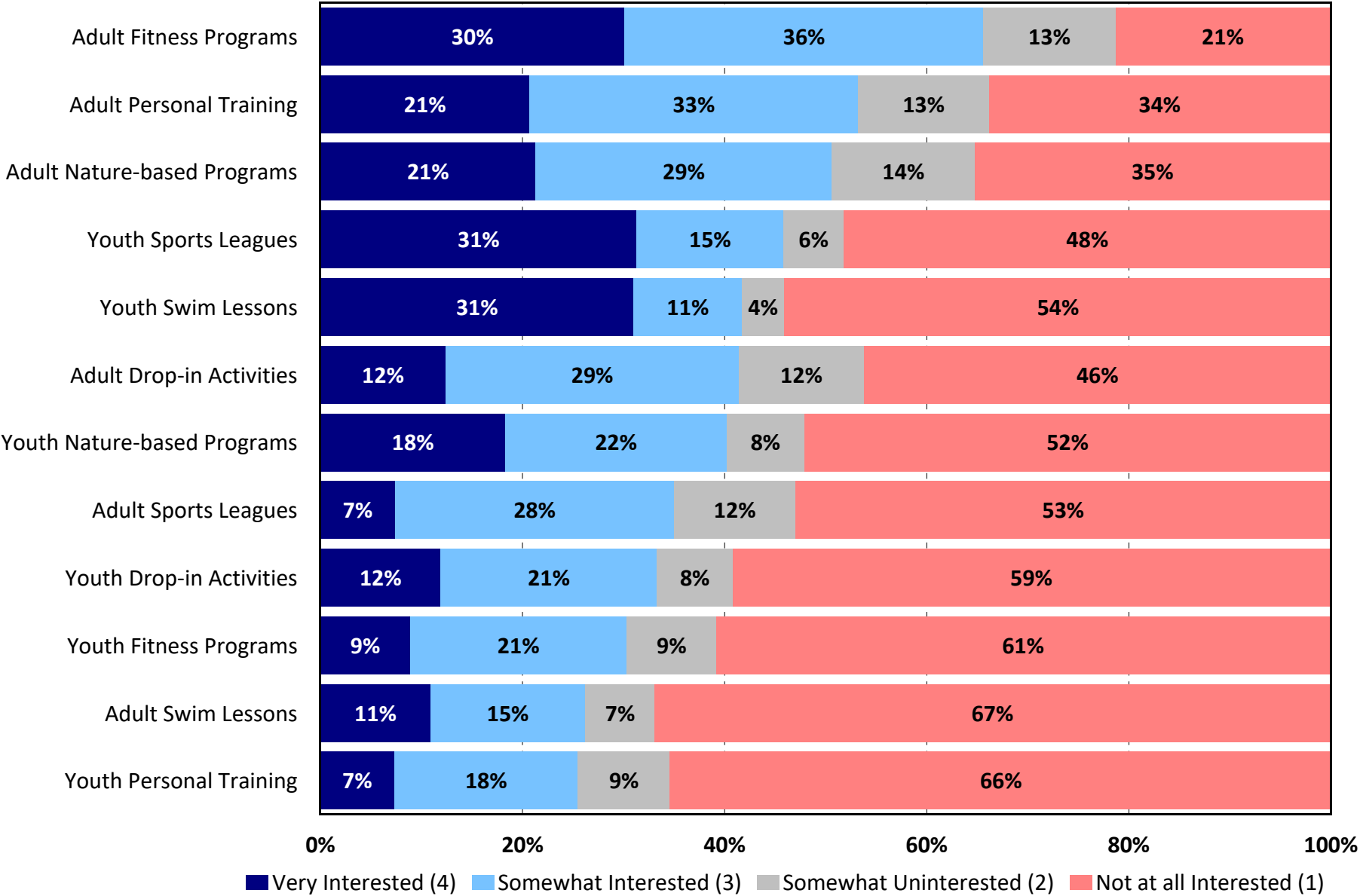
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q11. Level of Interest in Attending Various Types of Programming Options

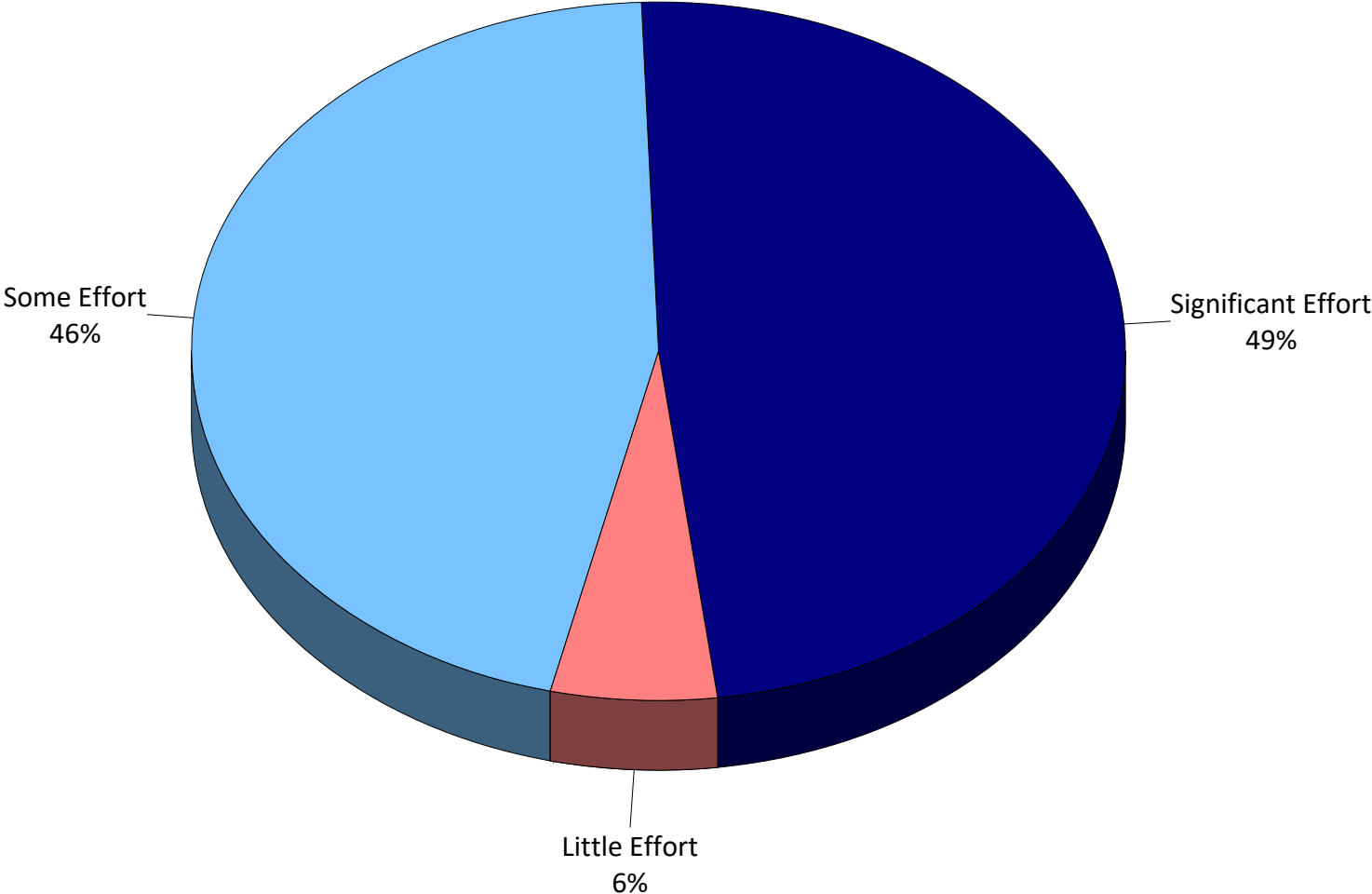
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don't know/not applicable”)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q12. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City?

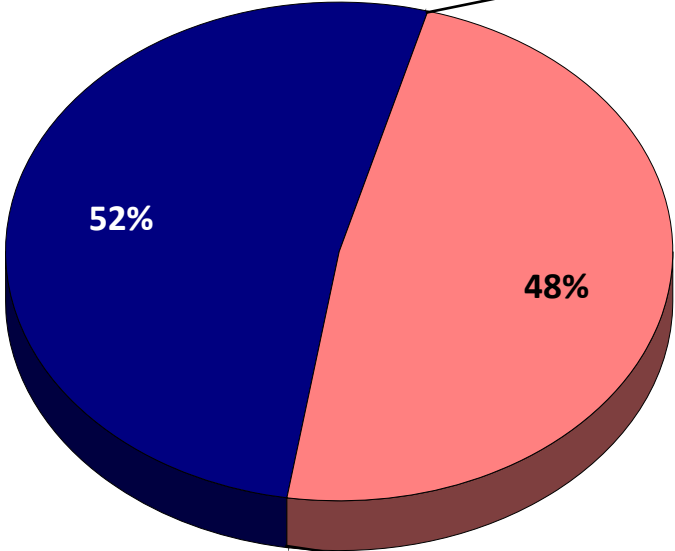
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q13. Do you subscribe to the City’s email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)?

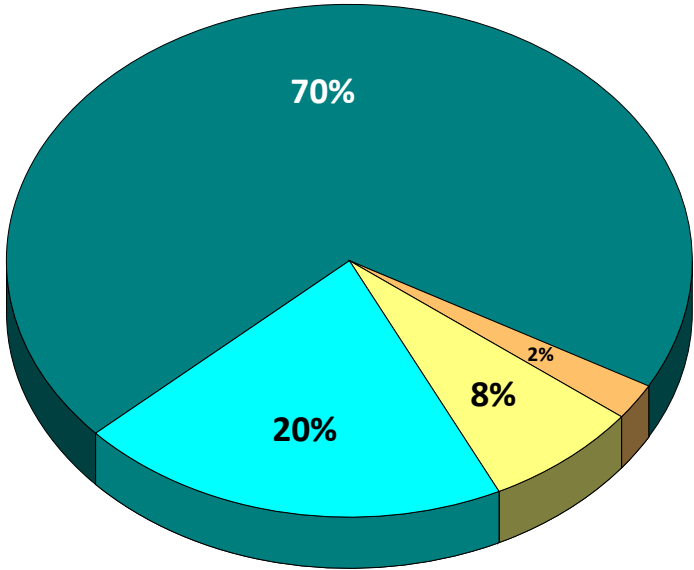
by percentage of respondents (excluding “not provided”)



■ Yes ■ No

Q13a. If NO, why not?

by percentage of respondents (excluding “not provided”)

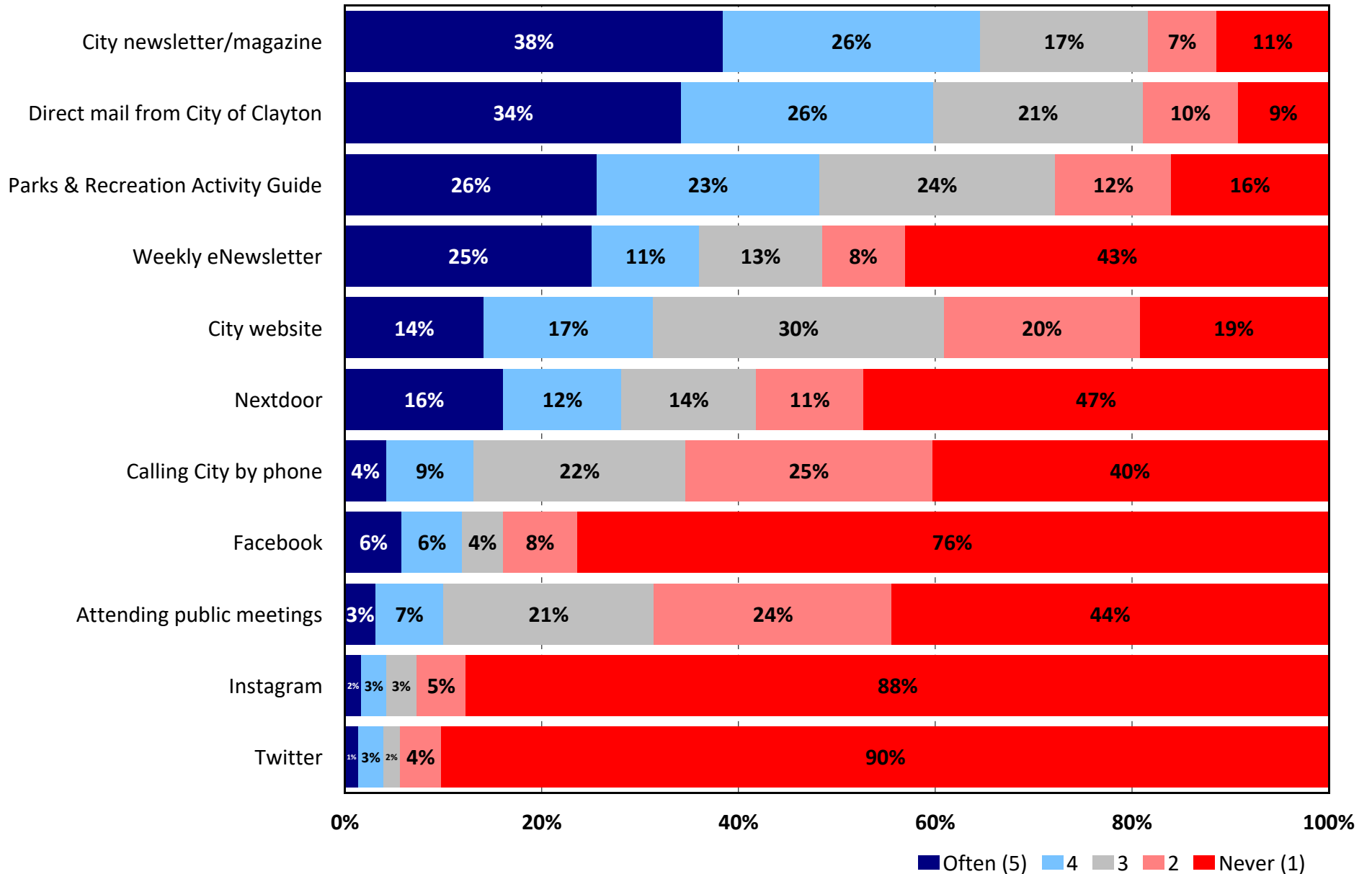


■ Didn't know it was offered ■ Receive too many emails
■ Not interested ■ Other

Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q14. Usage of City Communication Methods

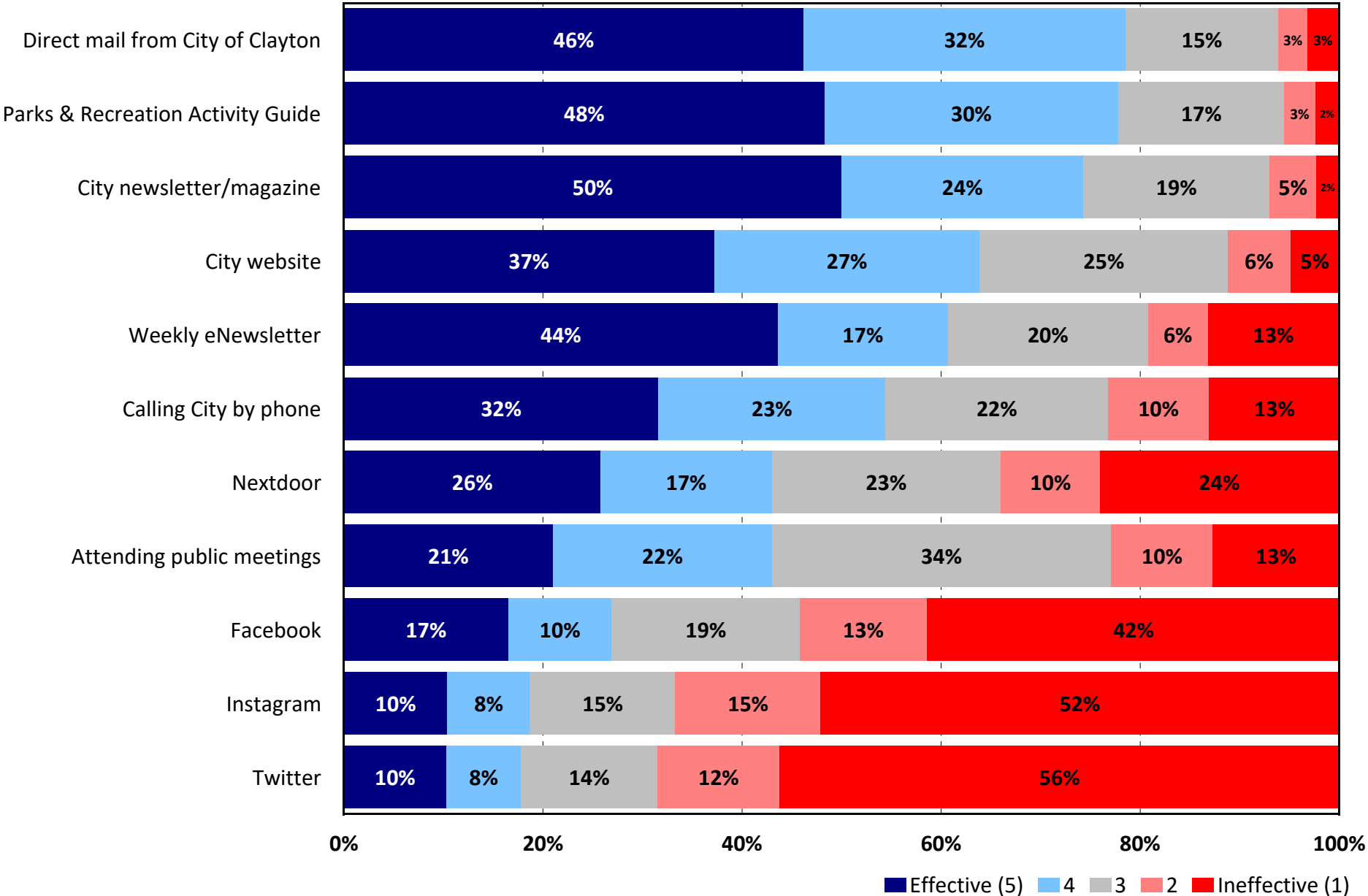
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q14. Effectiveness of City Communication Methods

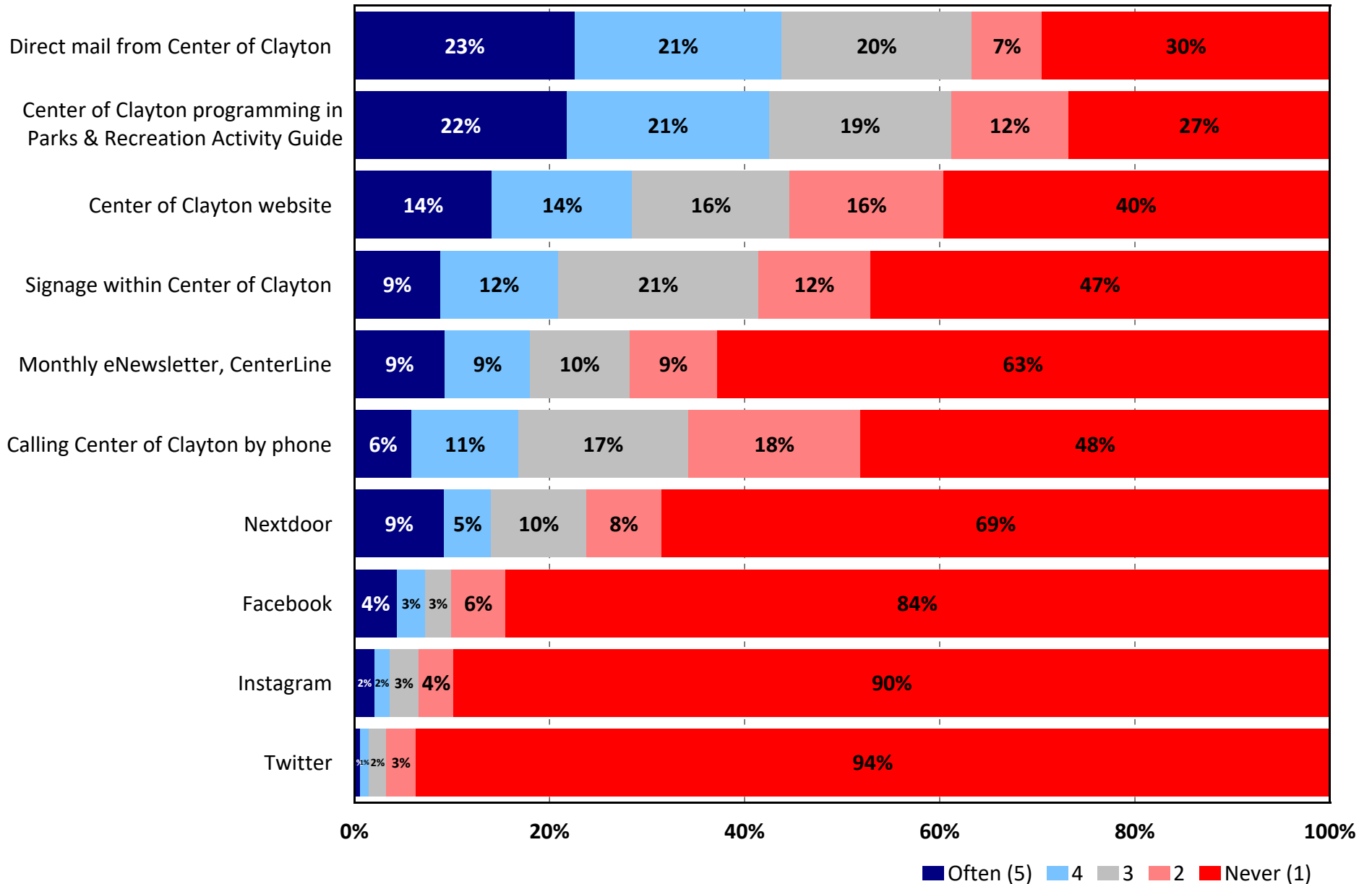
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q15. Usage of Center of Clayton Communication Methods

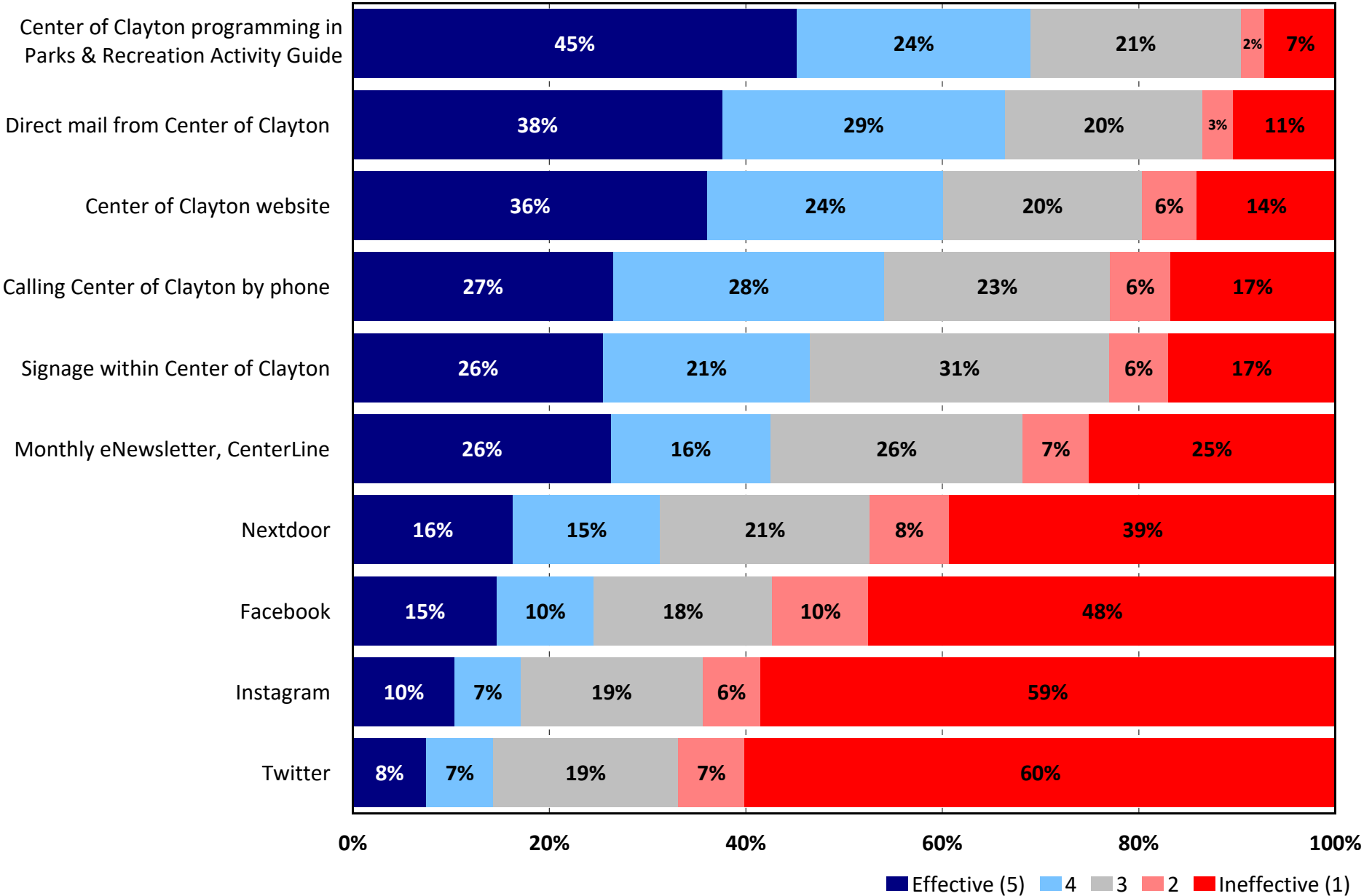
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q15. Effectiveness of Center of Clayton Communication Methods

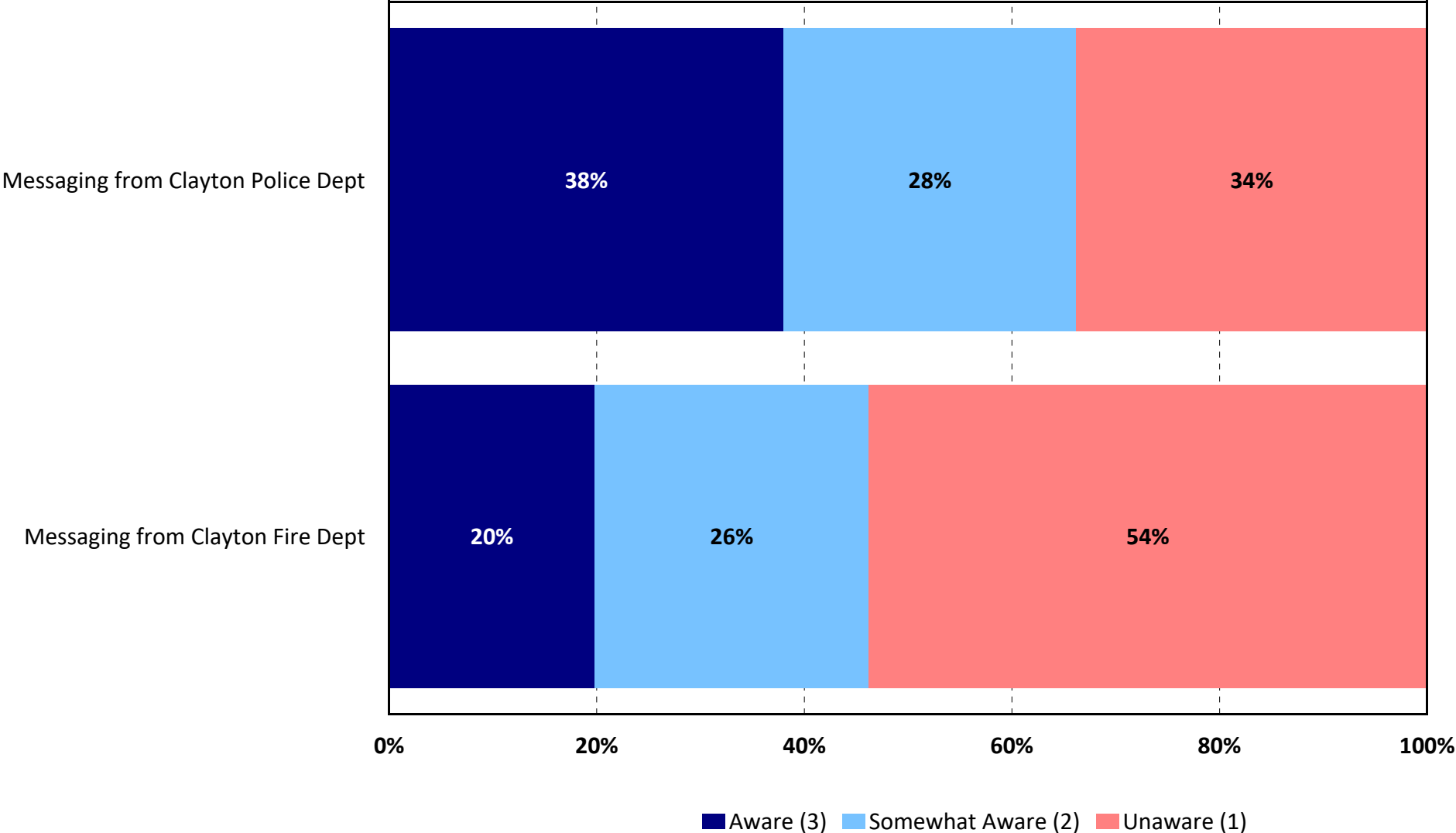
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q16. Awareness of Services and Engagement Efforts

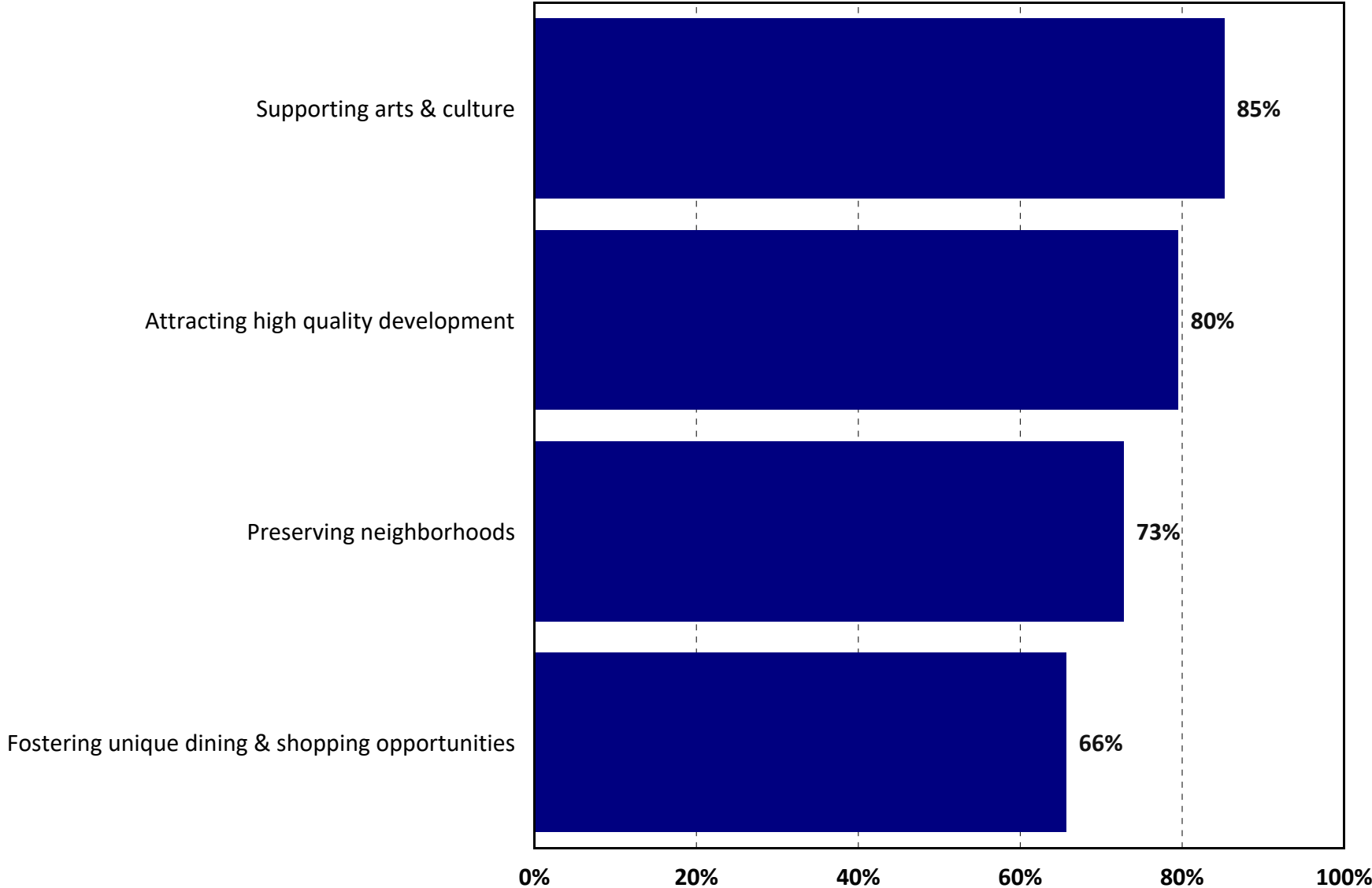
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q17. Is the City of Clayton moving in the right direction on the following?

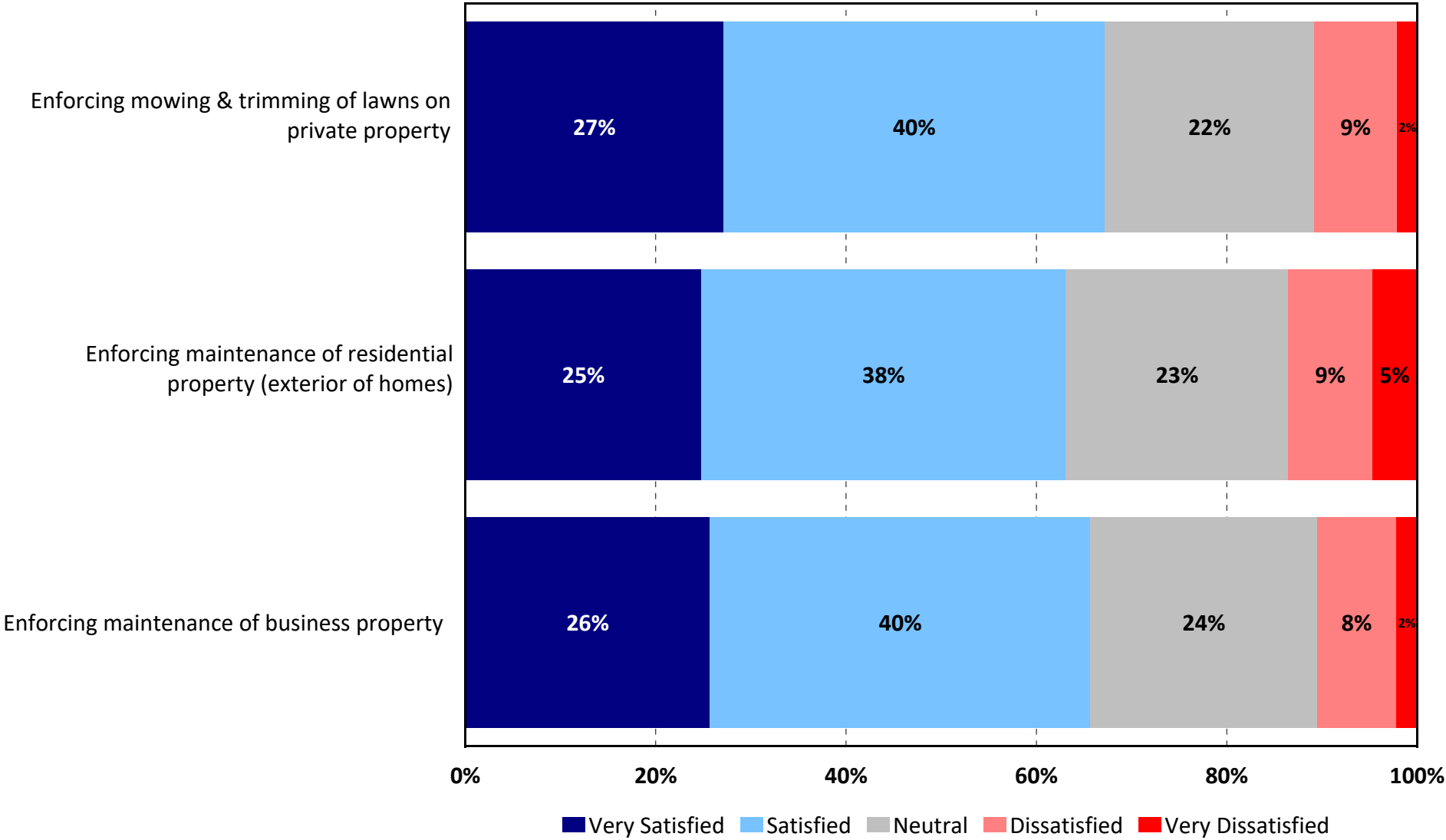
by percentage of respondents who answered “yes” (multiple selections could be made)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q18. Satisfaction with Enforcement of Property Maintenance Codes

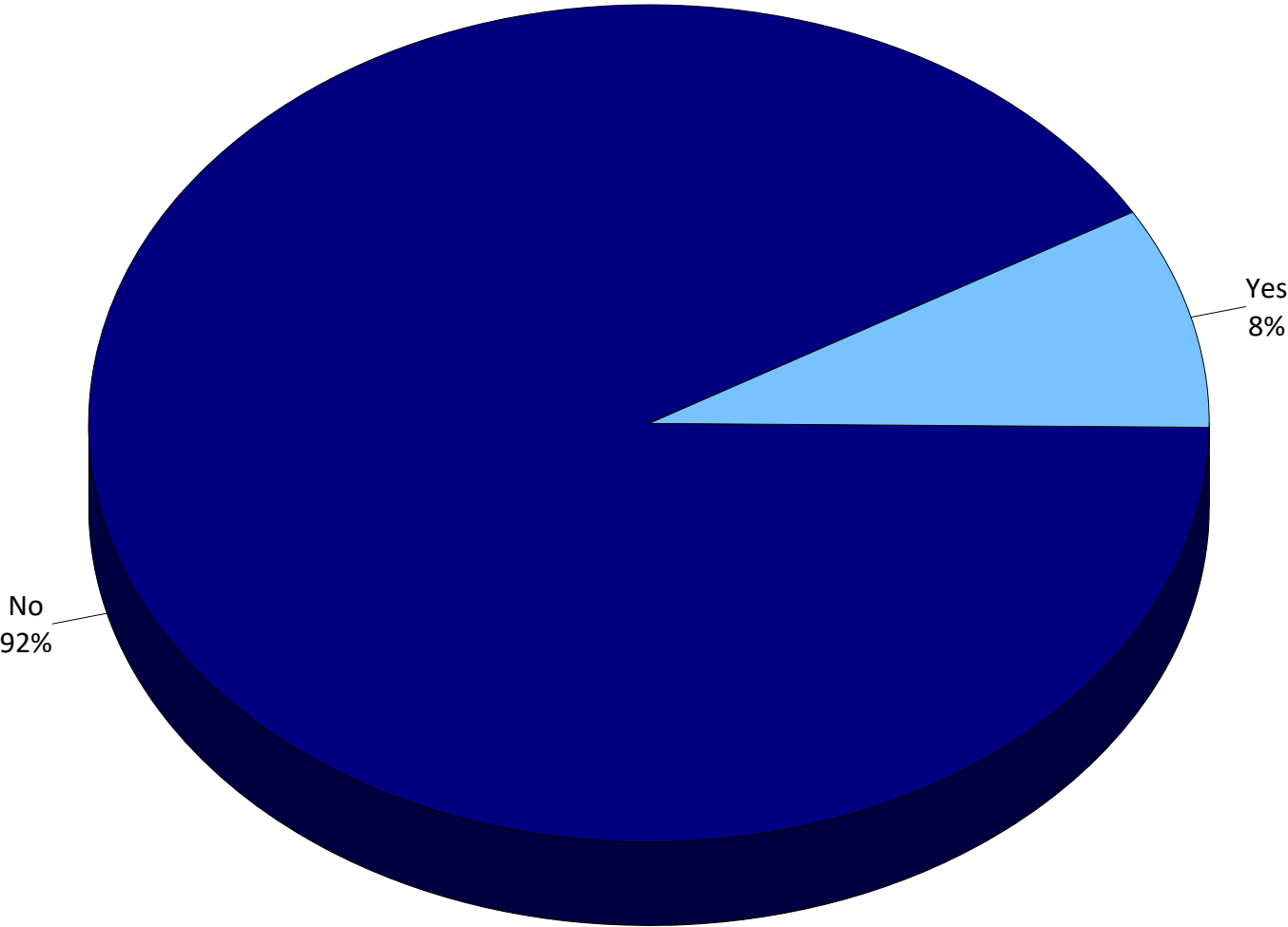
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q19. Over the past 12 months, have you contacted the City’s Planning and Development Services Department to report a Code Enforcement violation?

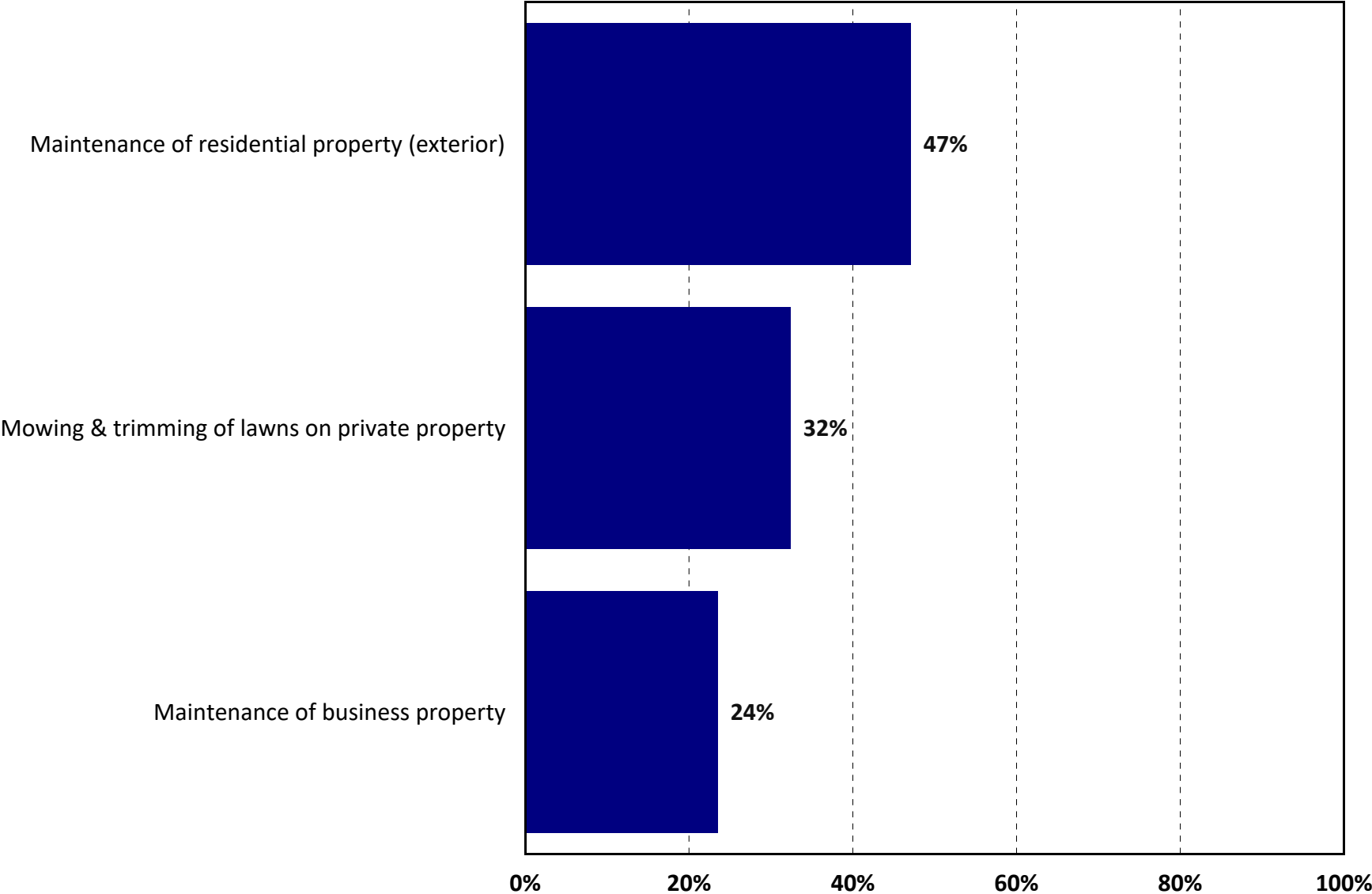
by percentage of respondents (excluding “not provided”)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q19a. From which of the following categories were you calling to report?

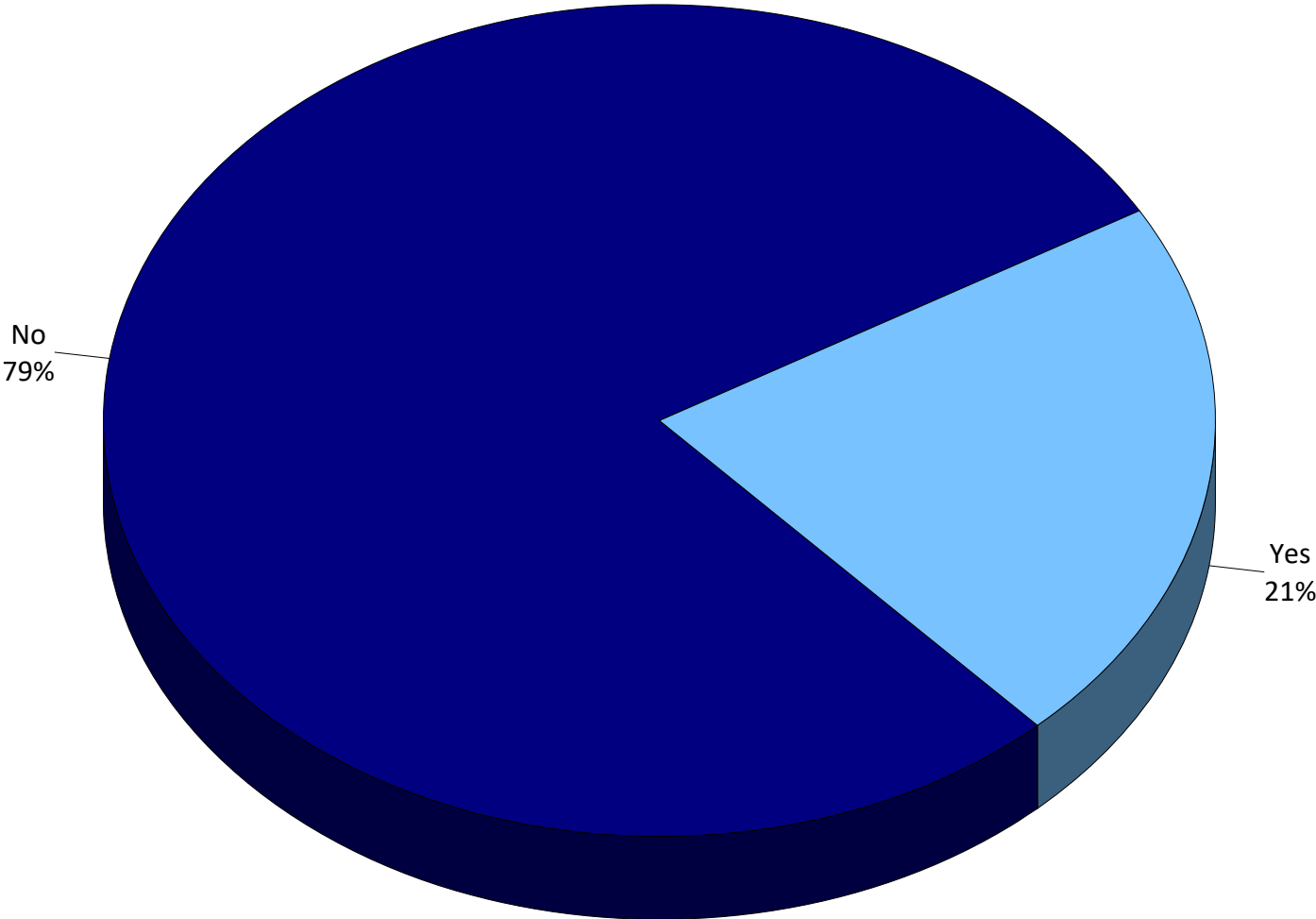
by percentage of respondents who had contacted the City’s Planning/Development Services Department over the past year to report a code violation (multiple selections could be made)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q20. Planning and Development Process. Have you applied for any planning and development permits?

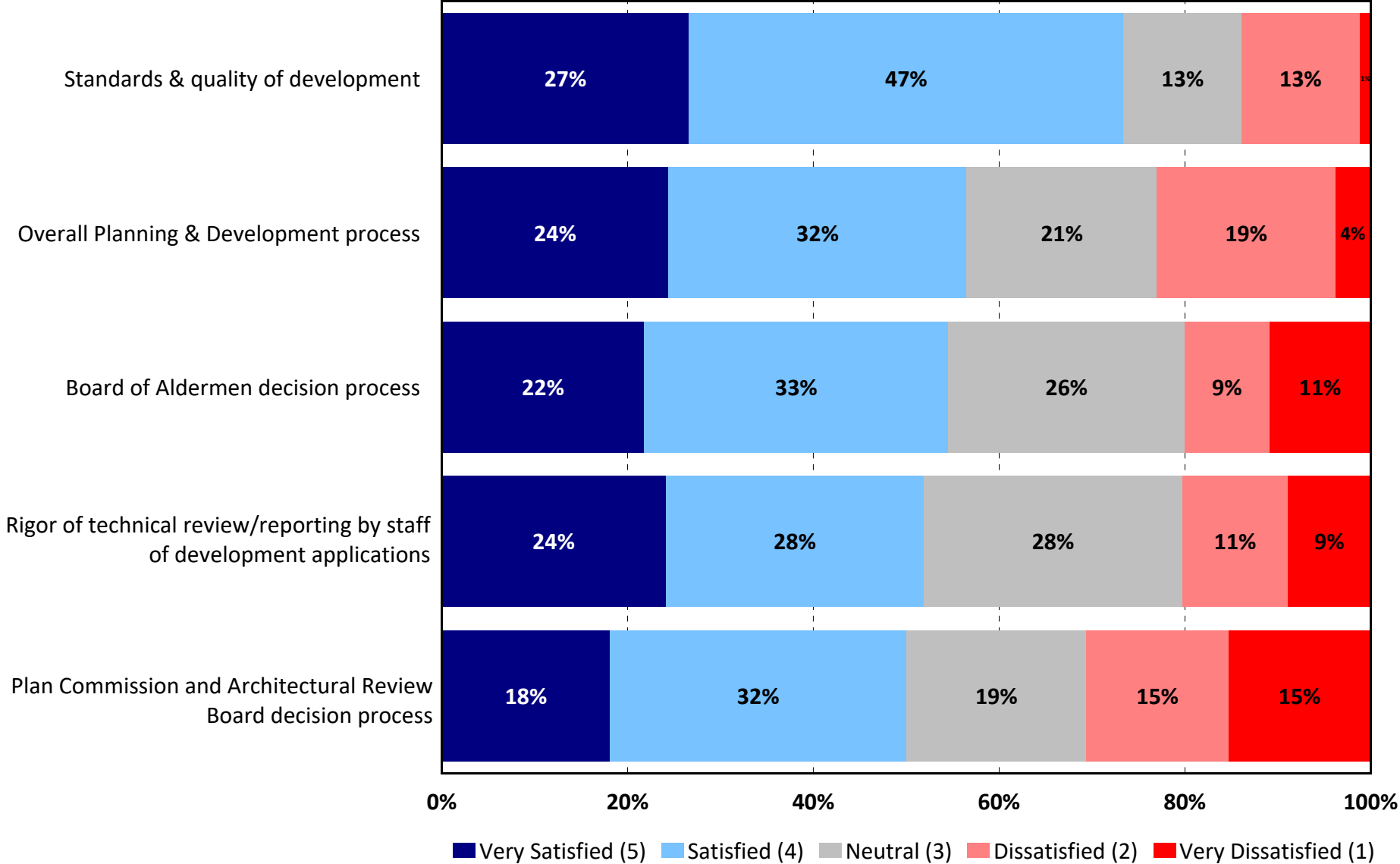
by percentage of respondents



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q21. Satisfaction with Planning and Development Process

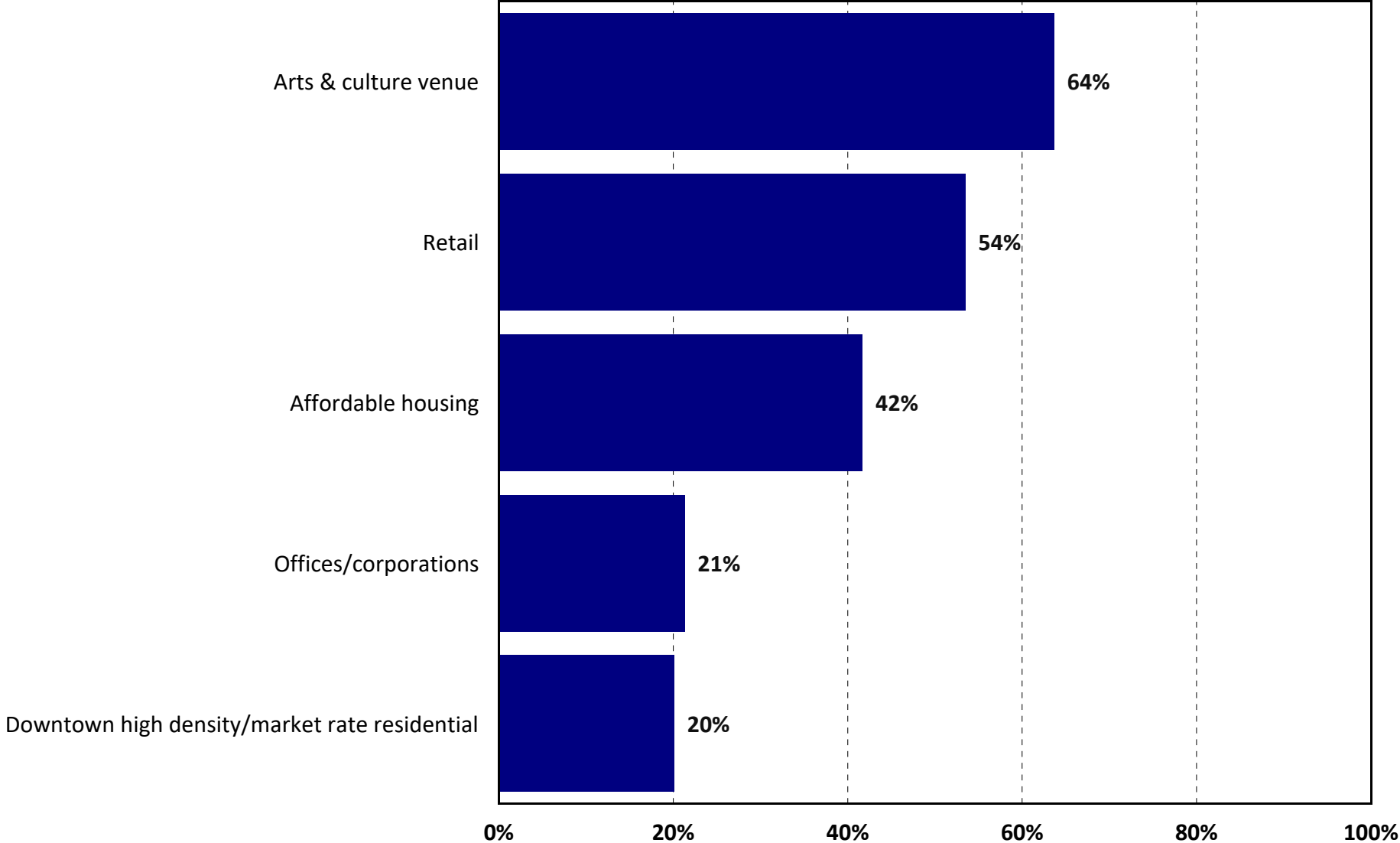
by percentage of respondents who have applied for planning and development permits and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q22. For which of the following areas do you support the City's use of financial incentives to attract and expand?

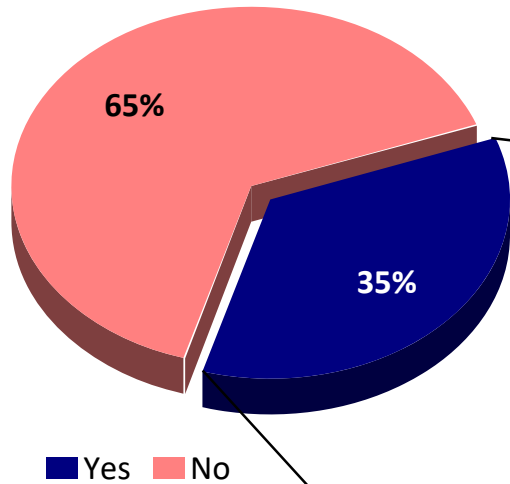
by percentage of respondents who support the item (multiple selections could be made) (excluding "none of these")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

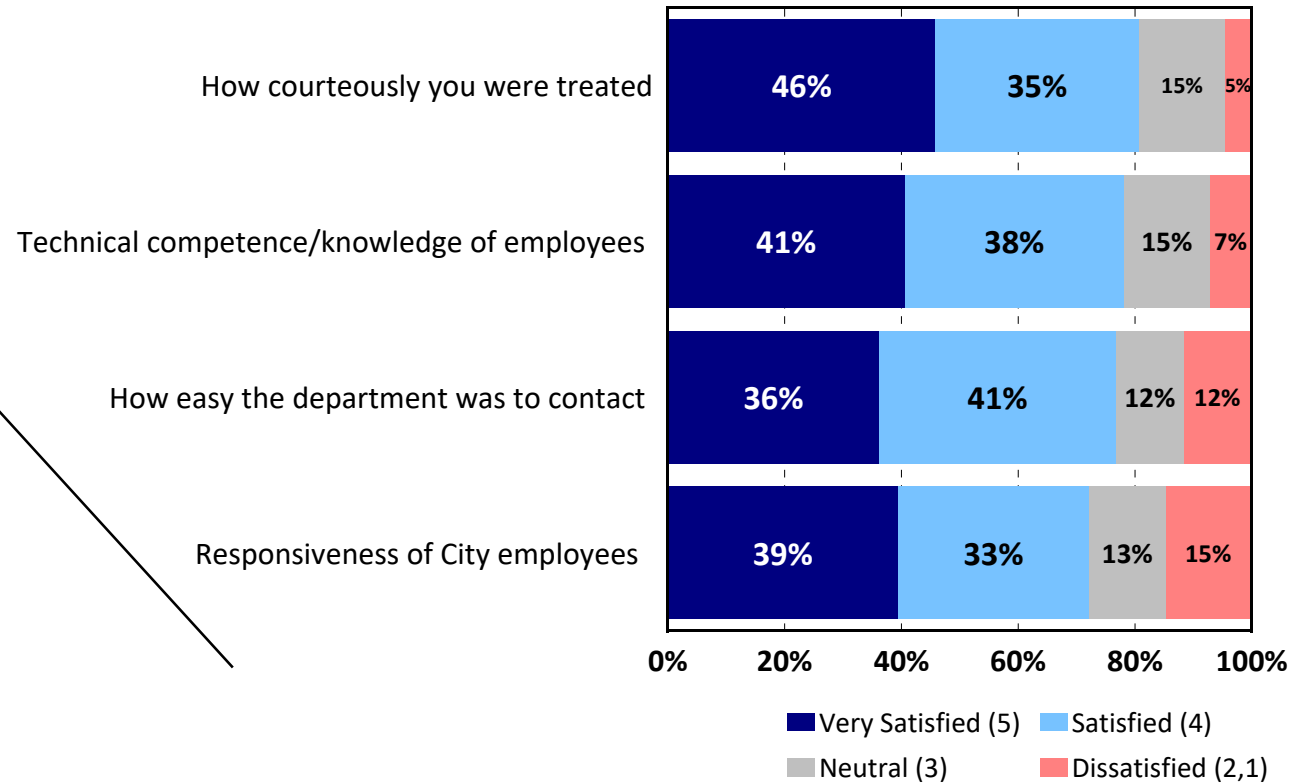
Q23. Have you contacted the City with a question, problem or complaint during the past year?

by percentage of respondents



Q23b. Satisfaction with Customer Service

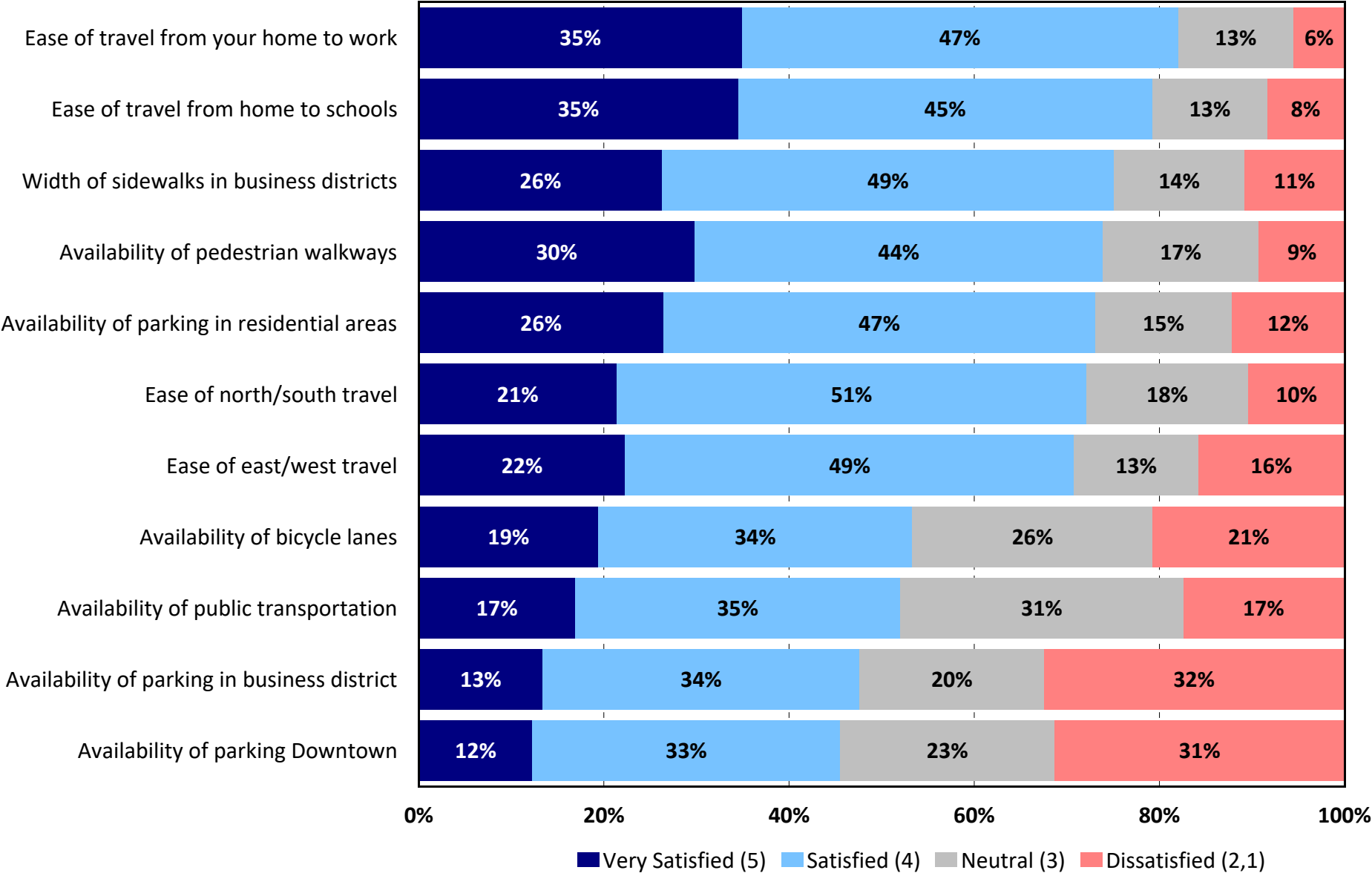
by percentage of respondents who had interacted with a City employee during the past year



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q24. Satisfaction with Transportation in Clayton

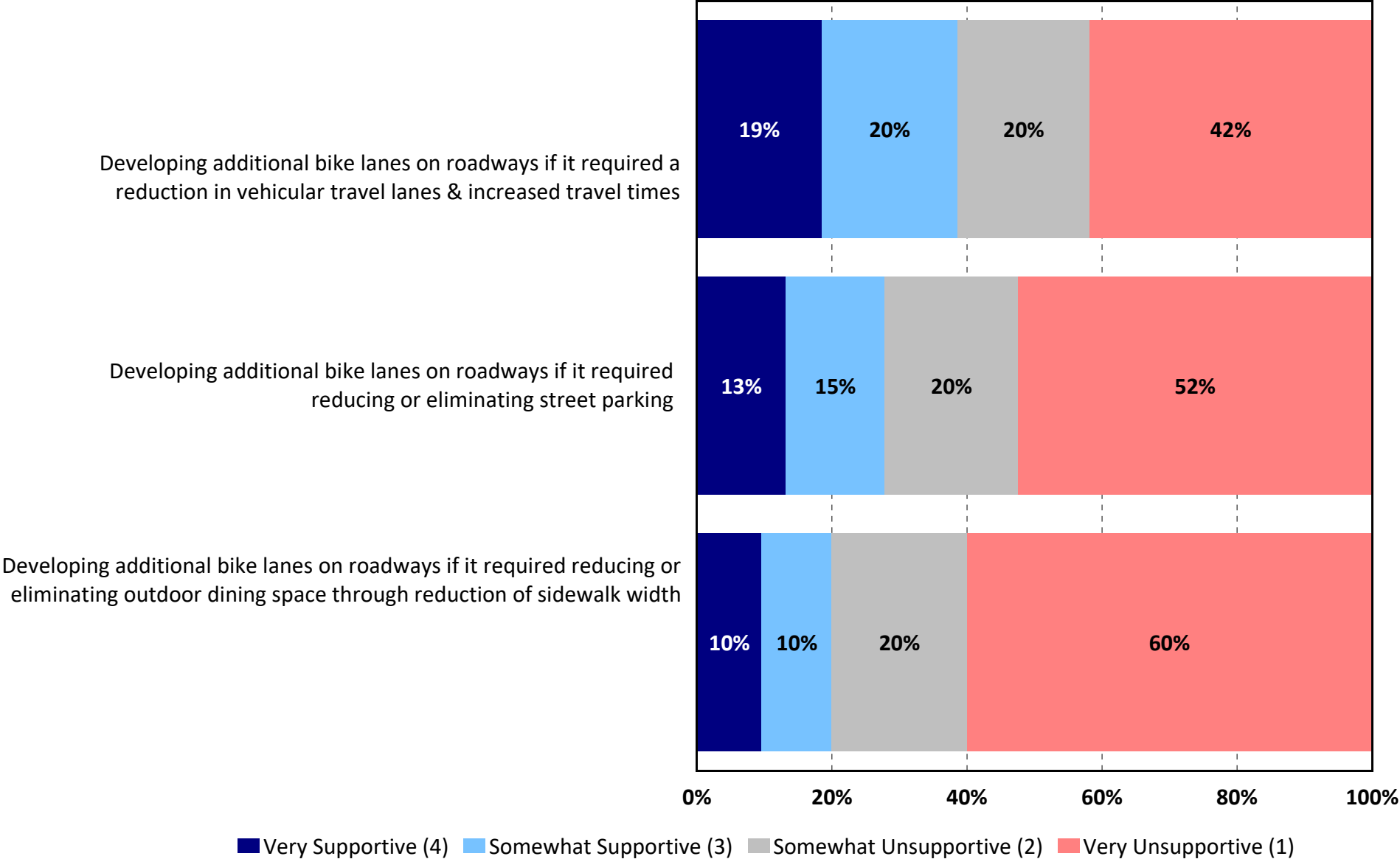
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q25. How supportive are you of the following?

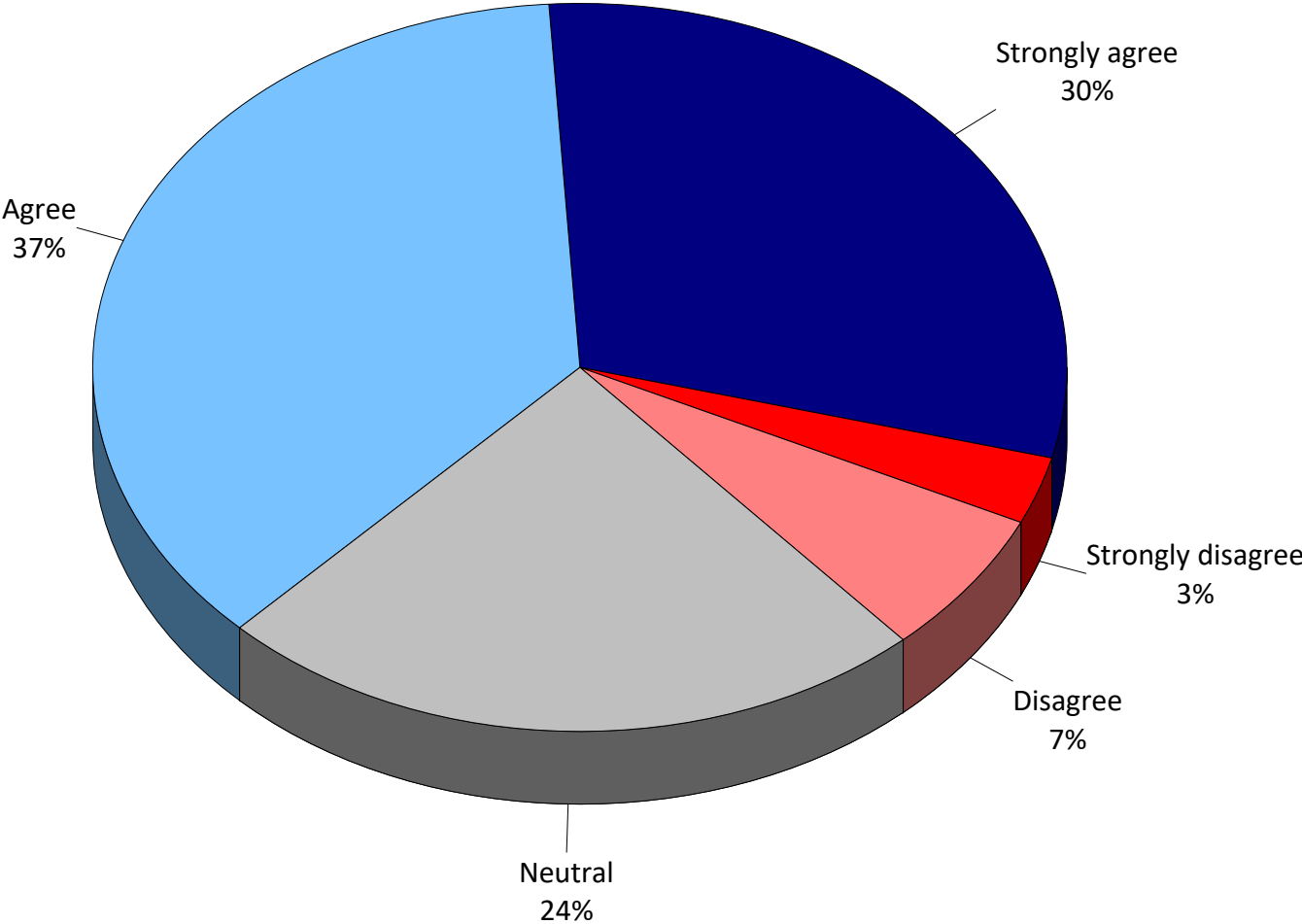
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q26. Agreement That Clayton is a Community Where All People Feel Welcome, Regardless of Their Identity

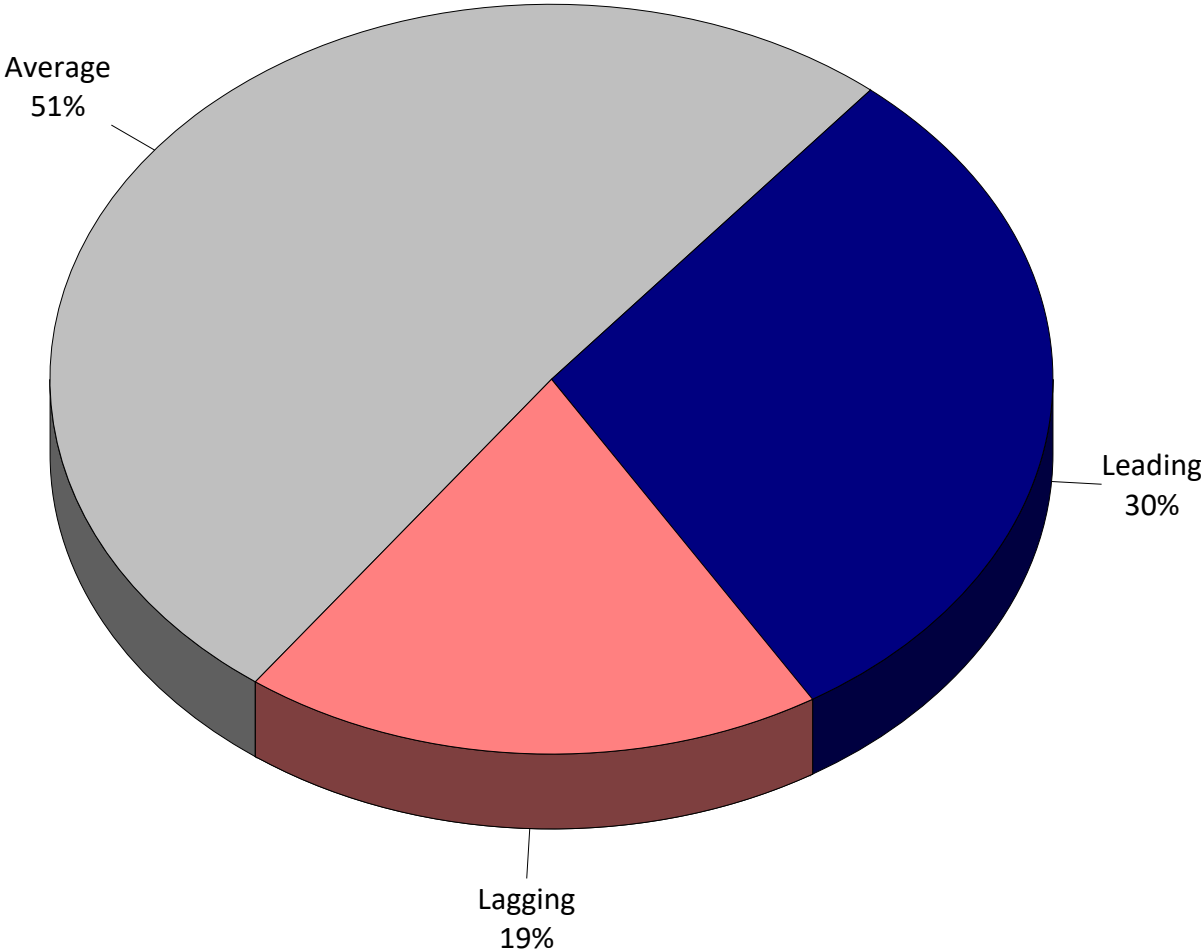
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q27. To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion?

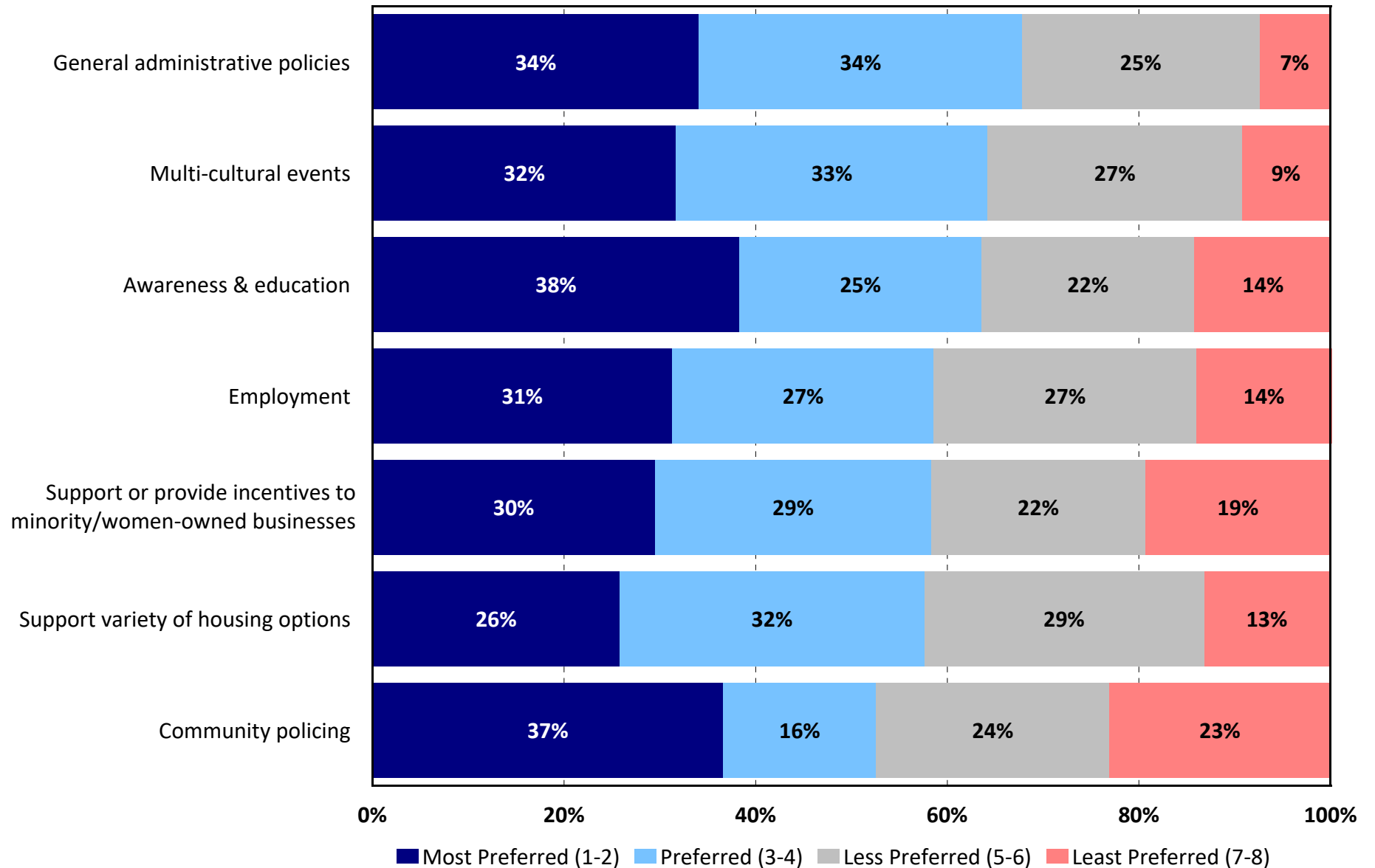
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q28. Priorities for Clayton to be a Community That Embraces and Promotes Matters of Equity, Diversity, and Inclusion

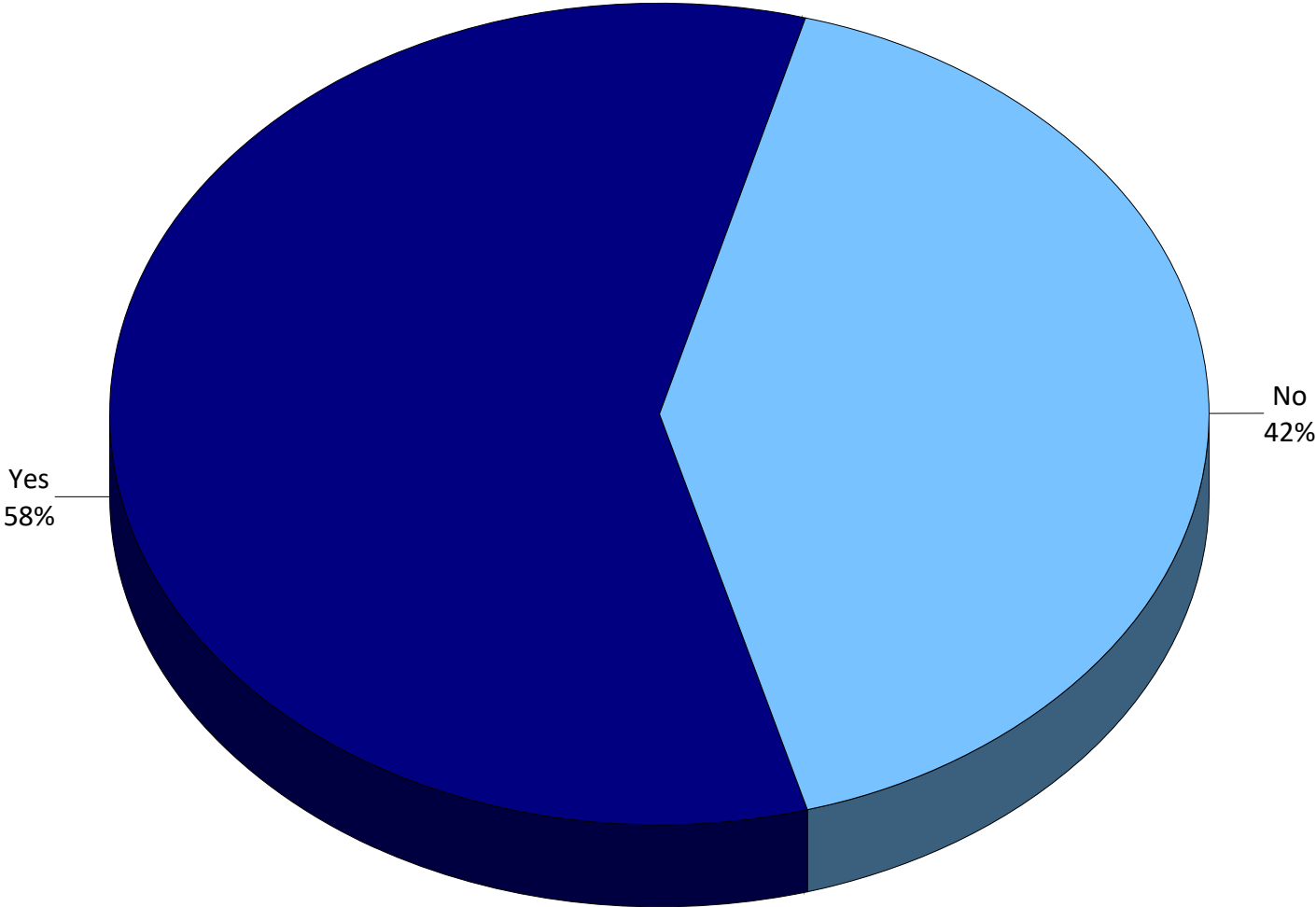
by percentage of respondents who rated the item as a 1 to 8 on a 8-point scale (excluding “not provided”)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

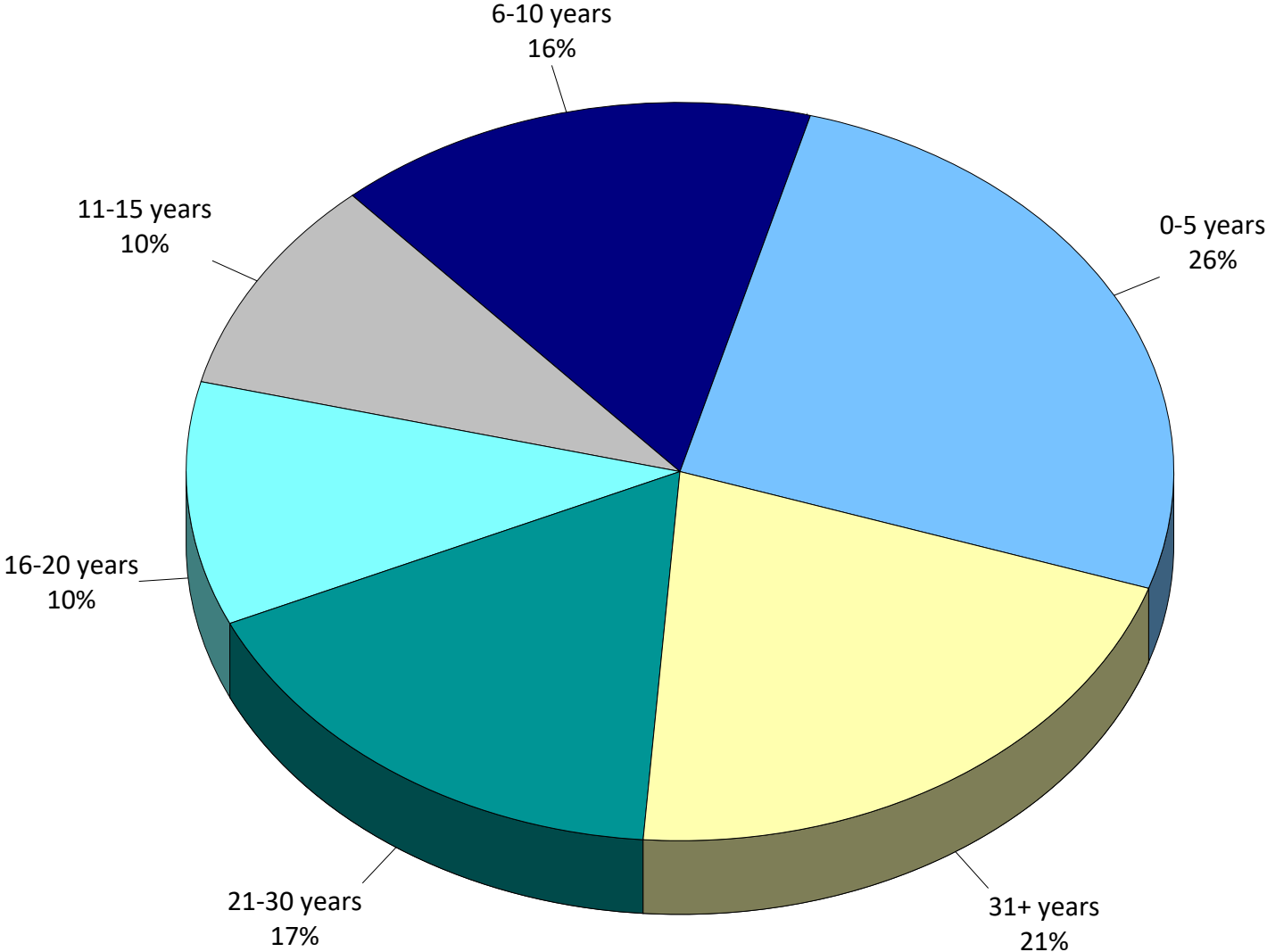
Q29. Have you used the Passport Parking app?

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



Q30. Demographics: How long have you been a resident of Clayton?

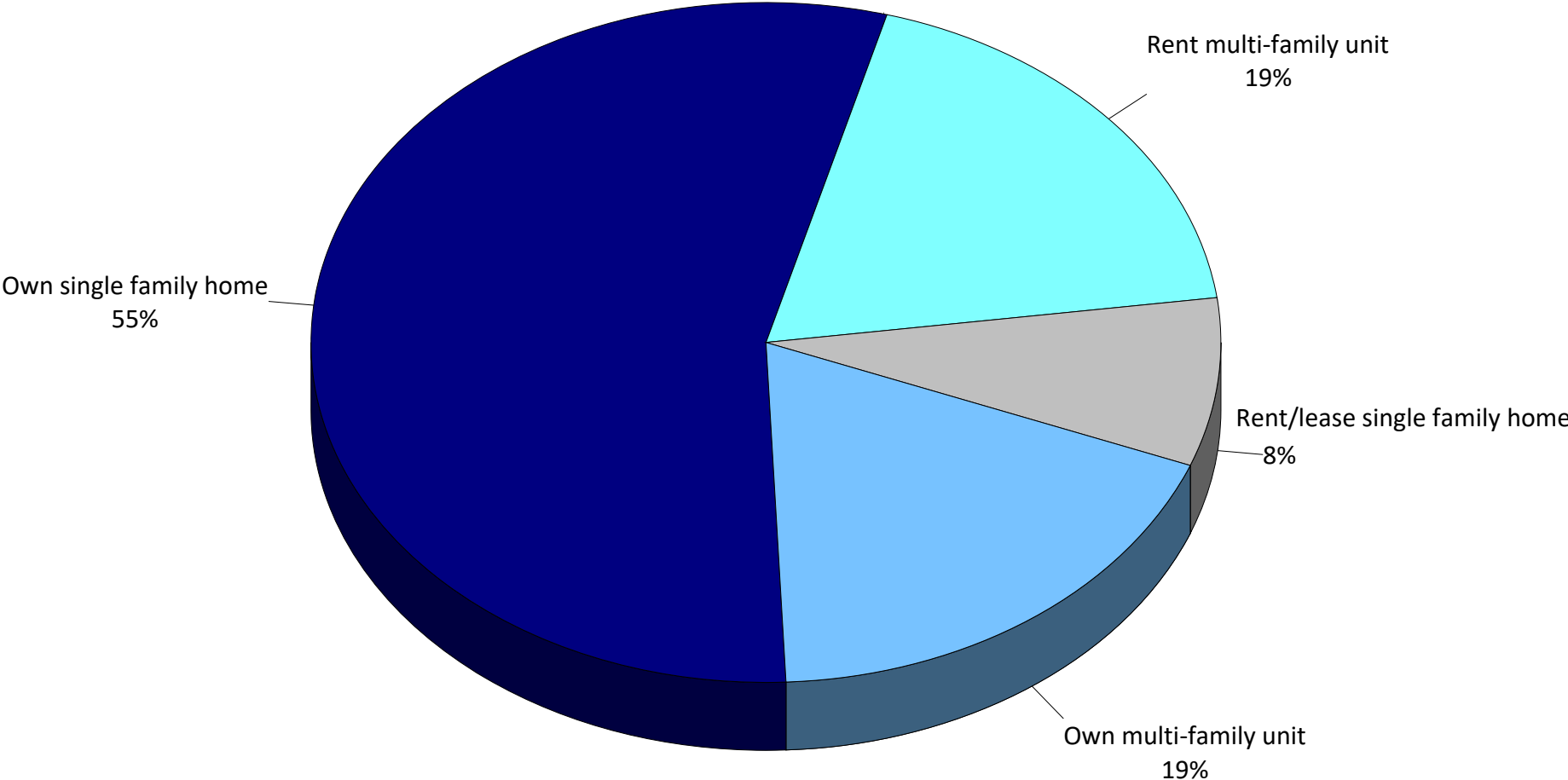
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q31. Demographics: Which of the following best describes your household?

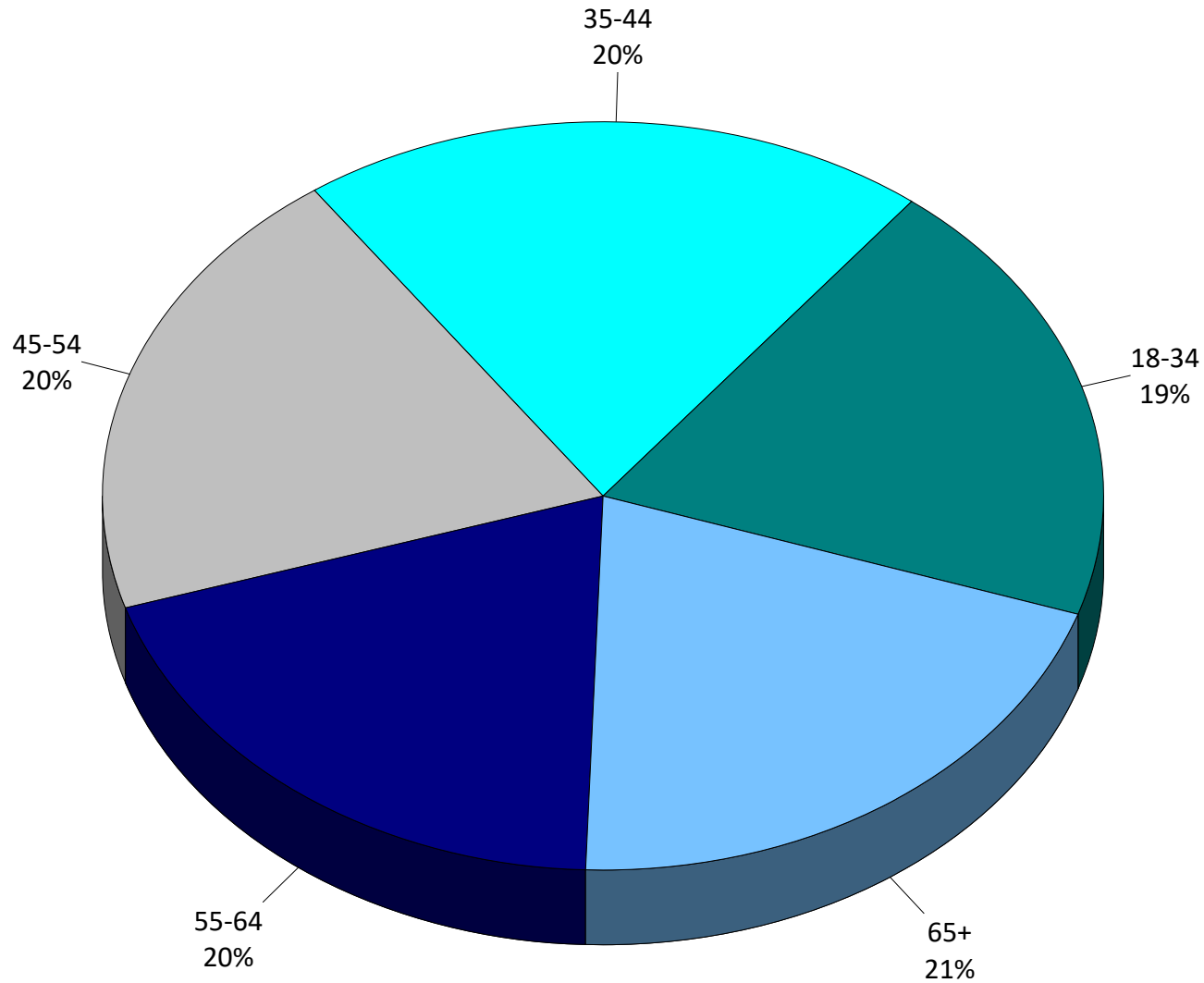
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q32. Demographics: Age of Respondents

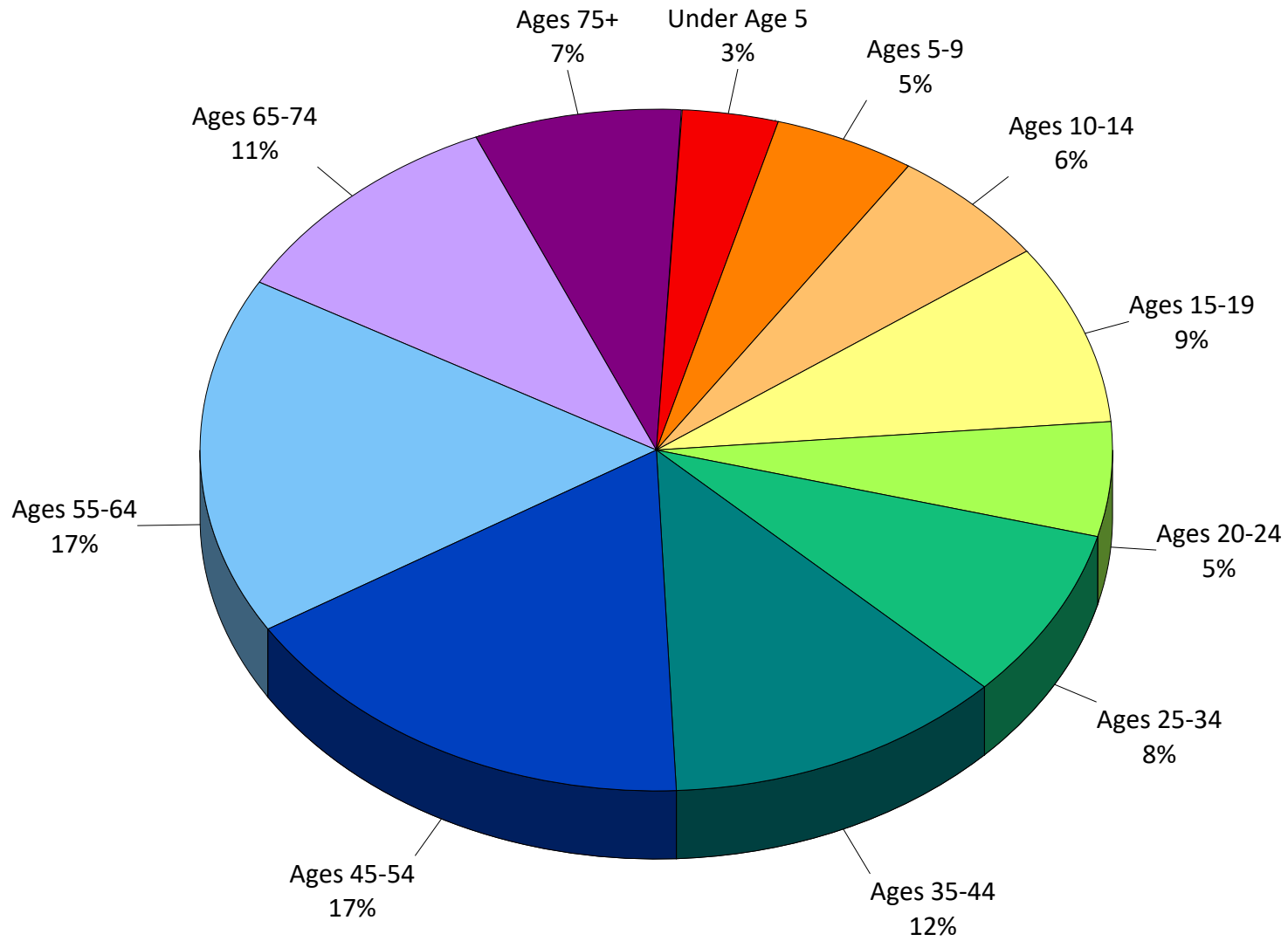
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q33. Demographics: Ages of Household Occupants

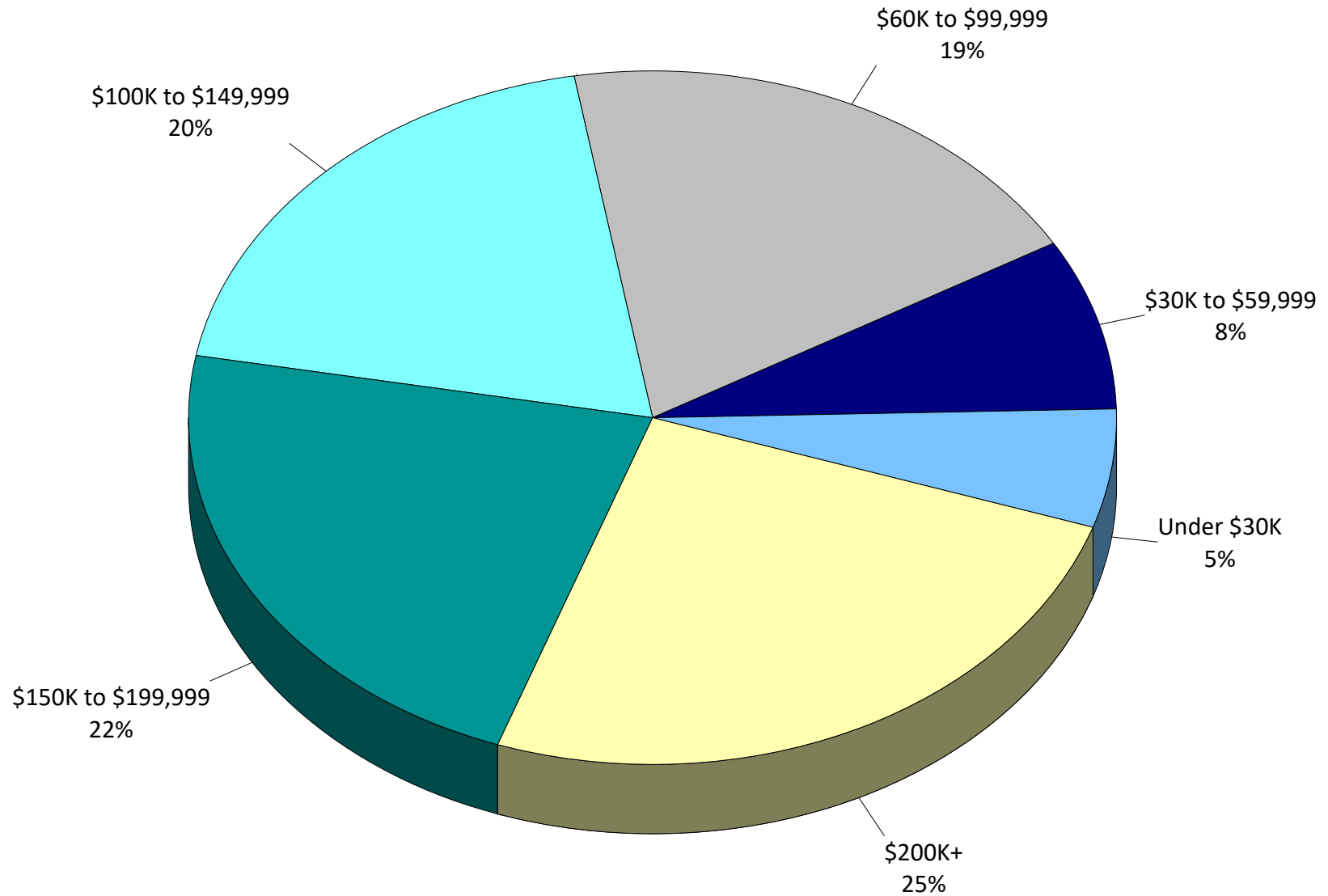
by percentage of persons in household



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q34. Demographics: Household Income

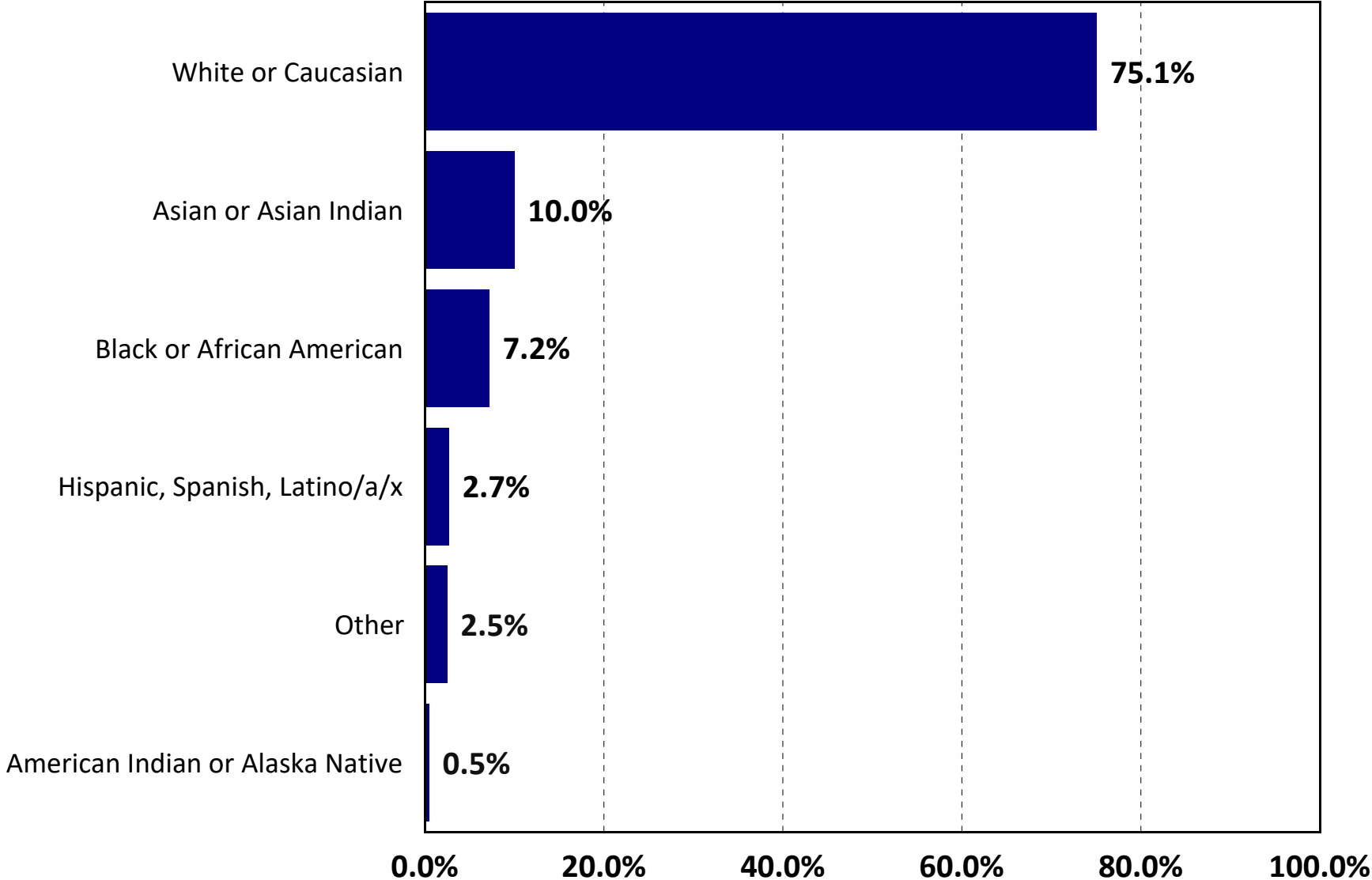
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q35. Demographics: Race/Ethnicity

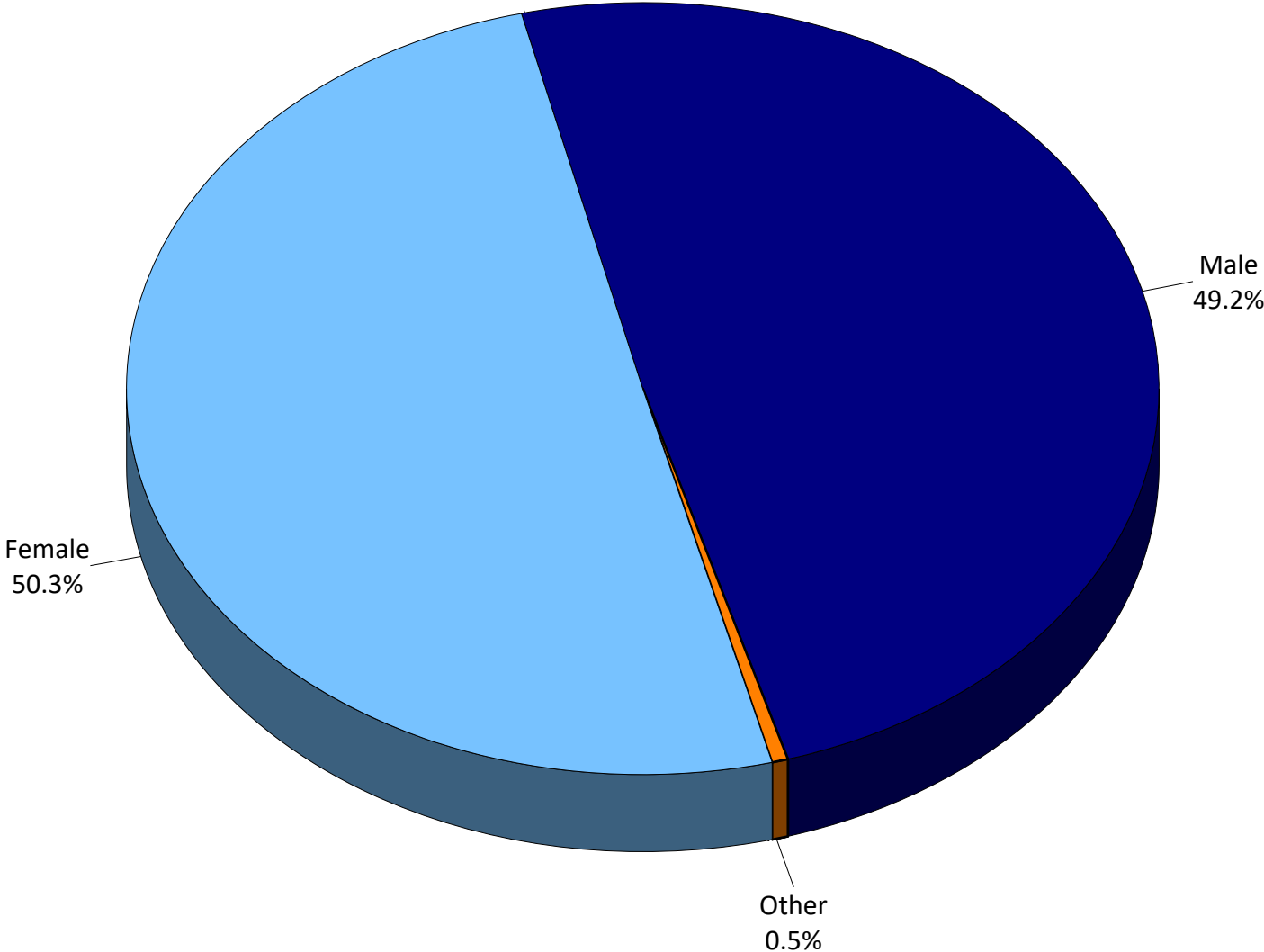
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Q36. Your gender identity:

by percentage of respondents (excluding "prefer not to answer")



Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

3

Importance-Satisfaction Rating

Importance-Satisfaction Analysis

Clayton, MO

Overview

Today, city officials have limited resources which need to be targeted to actions 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 (I-S) 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 public agencies will maximize overall resident 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.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major city services they think are most important. Thirty-nine percent (39%) of respondents selected *maintenance of city streets* as one of the most important city services.

Regarding satisfaction, 72% of respondents surveyed rated the city's overall performance in the *maintenance of city streets*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *city services* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 72% was multiplied by 28% (1-0.72). This calculation yielded an I-S rating of 0.1095 which ranked 3rd out of 9 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 and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the city to emphasize over the next five 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of 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)						
Flow of traffic & congestion management	36%	4	60%	9	0.1443	1
Value received for City tax dollars/fees	37%	3	70%	7	0.1127	2
Maintenance of City streets	39%	2	72%	6	0.1095	3
Medium Priority (IS <.10)						
Enforcement of City codes & ordinances	21%	7	63%	8	0.0790	4
Quality of services provided by City	30%	5	88%	3	0.0356	5
Effectiveness of City communication with citizens	12%	8	77%	4	0.0283	6
Quality of customer service from City employees	9%	9	76%	5	0.0220	7
Quality of parks & recreation services	29%	6	94%	2	0.0182	8
Quality of public safety services	41%	1	98%	1	0.0102	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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating City of Clayton, Missouri - DirectionFinder Survey City Maintenance/ Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Condition of City sidewalks	18%	5	65%	10	0.0614	1
Adequacy of residential street lighting	24%	4	76%	7	0.0593	2
Condition of street signs & traffic signals	45%	1	89%	2	0.0478	3
Quality of street repair services	13%	8	66%	9	0.0445	4
Quality of snow removal services	43%	2	90%	1	0.0427	5
Adequacy of City street lighting	32%	3	88%	3	0.0390	6
Landscaping/appearance of public areas	16%	6	77%	5	0.0356	7
Tree trimming/replacement program	13%	7	77%	6	0.0310	8
Frequency of street cleaning services	11%	10	72%	8	0.0294	9
Quality of street cleaning services	12%	9	79%	4	0.0259	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first, 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 "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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4

I-S Matrix Analysis

I-S Matrix Analysis

Clayton, MO

Overview

Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance or that are most useful to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Matrix Analysis rating is a unique tool that allows public officials to better understand these highly important decision making criteria for each of the services they are providing. The Matrix Analysis rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance or usefulness of the service is relatively high. ETC Institute developed a 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 or Agreement (vertical) and relative Importance or Usefulness (horizontal).

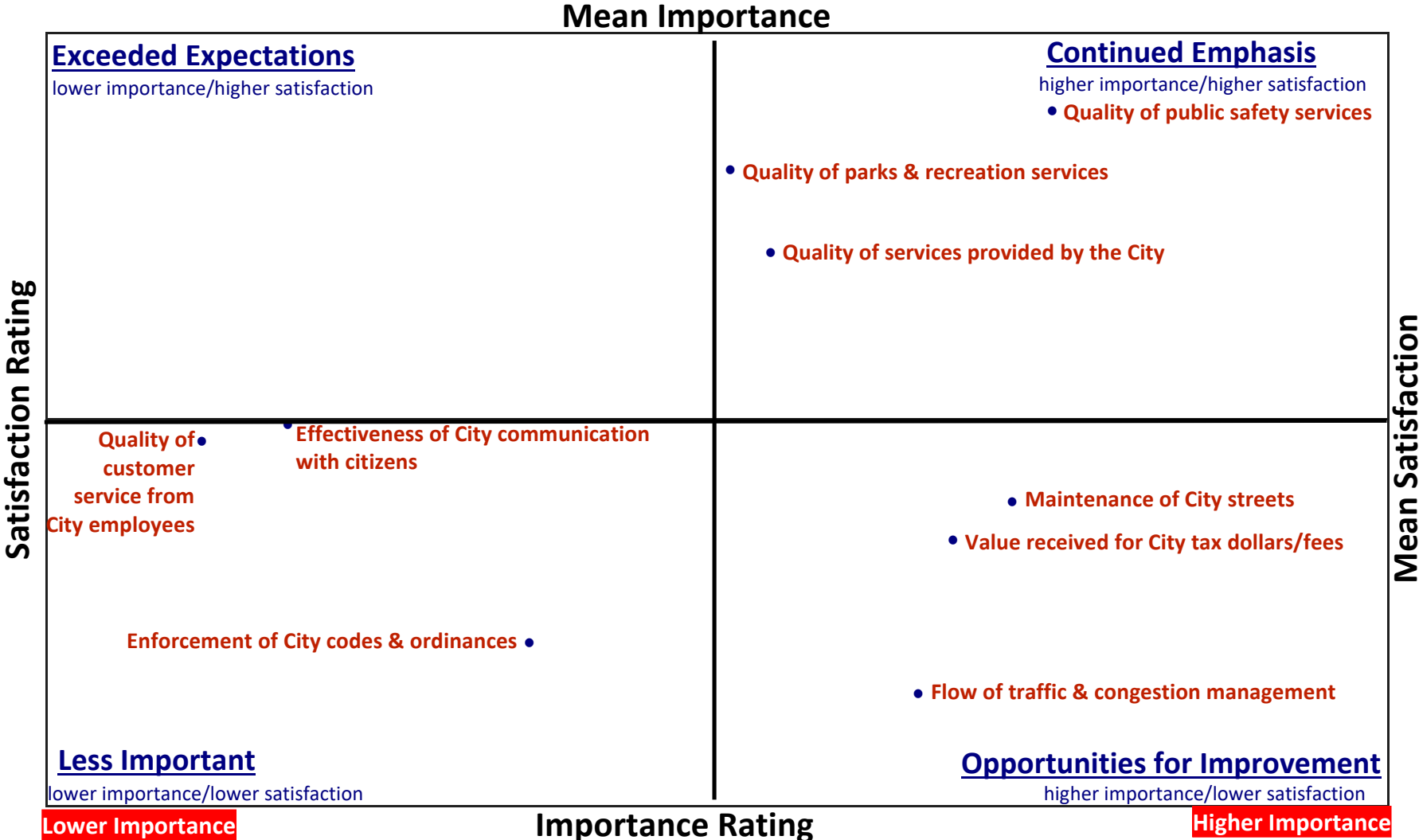
The matrices in this section should be interpreted as follows.

- **Continued Emphasis (above average importance and above average agreement).** This area shows where the city is meeting resident expectations. Items in this area have a significant impact on the resident's overall level of agreement with each statement. The city should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average agreement).** This area shows where the city is performing significantly better than residents expect the city to perform. Items in this area do not significantly affect the overall level of agreement that residents have with each statement regarding city services. The city should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average agreement).** 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 resident agreement with statements regarding city services, and the city should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average agreement).** 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 agreement with statements regarding city services because the items are less important to residents. The city should maintain current levels of emphasis on items in this area.

2023 City of Clayton - DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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

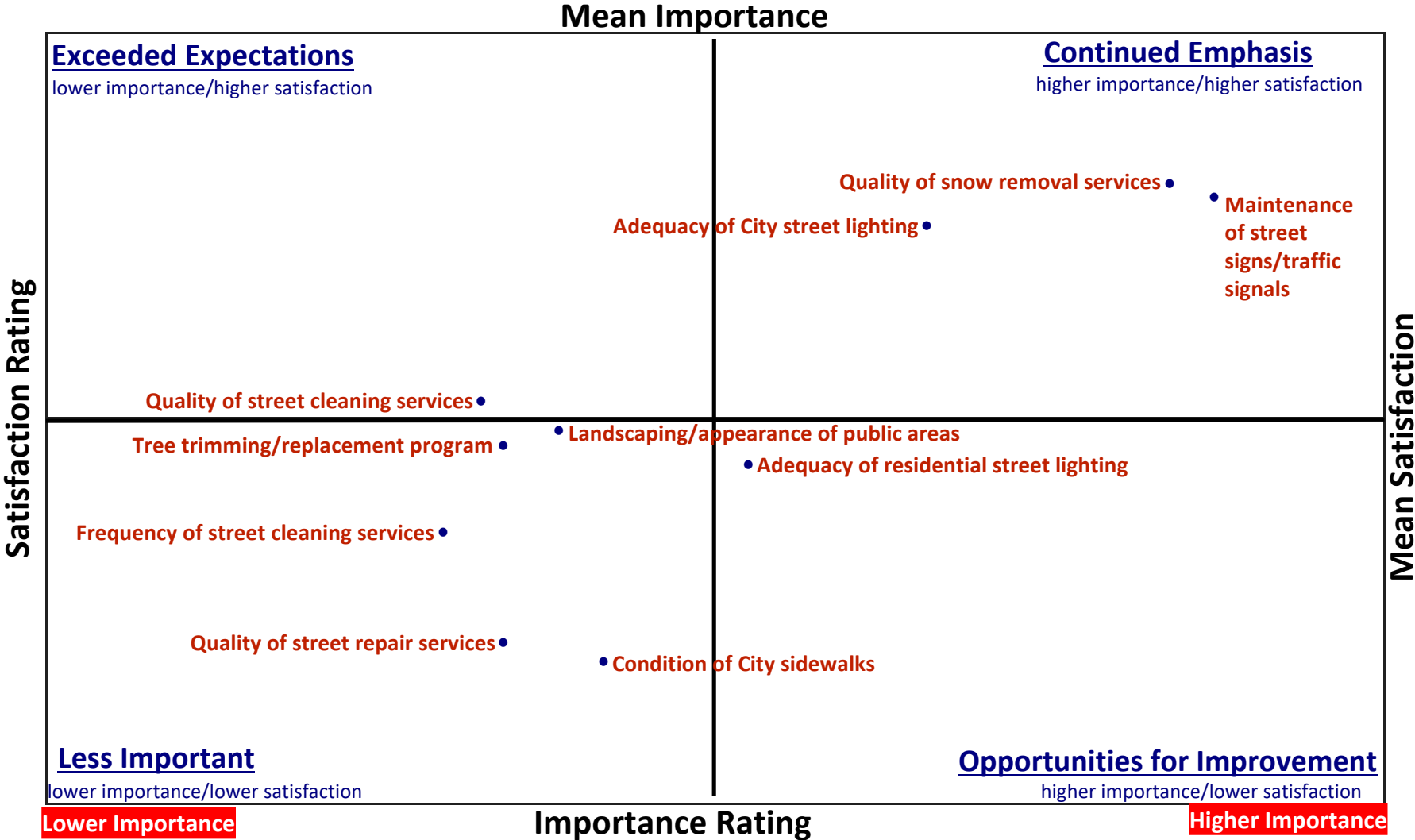


Source: ETC Institute (2023)

2023 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 (2023)

5

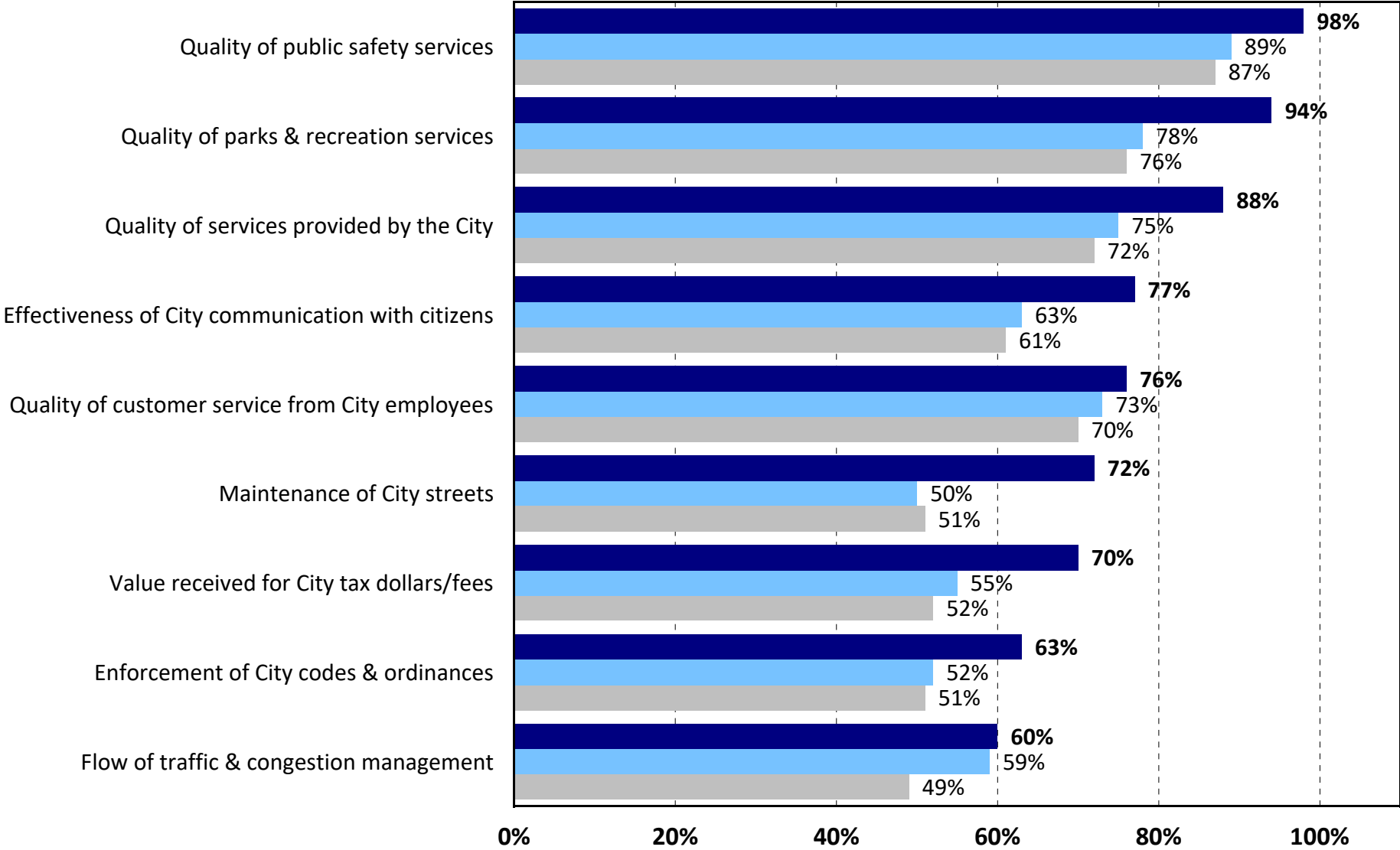
National and Regional Benchmarks

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)



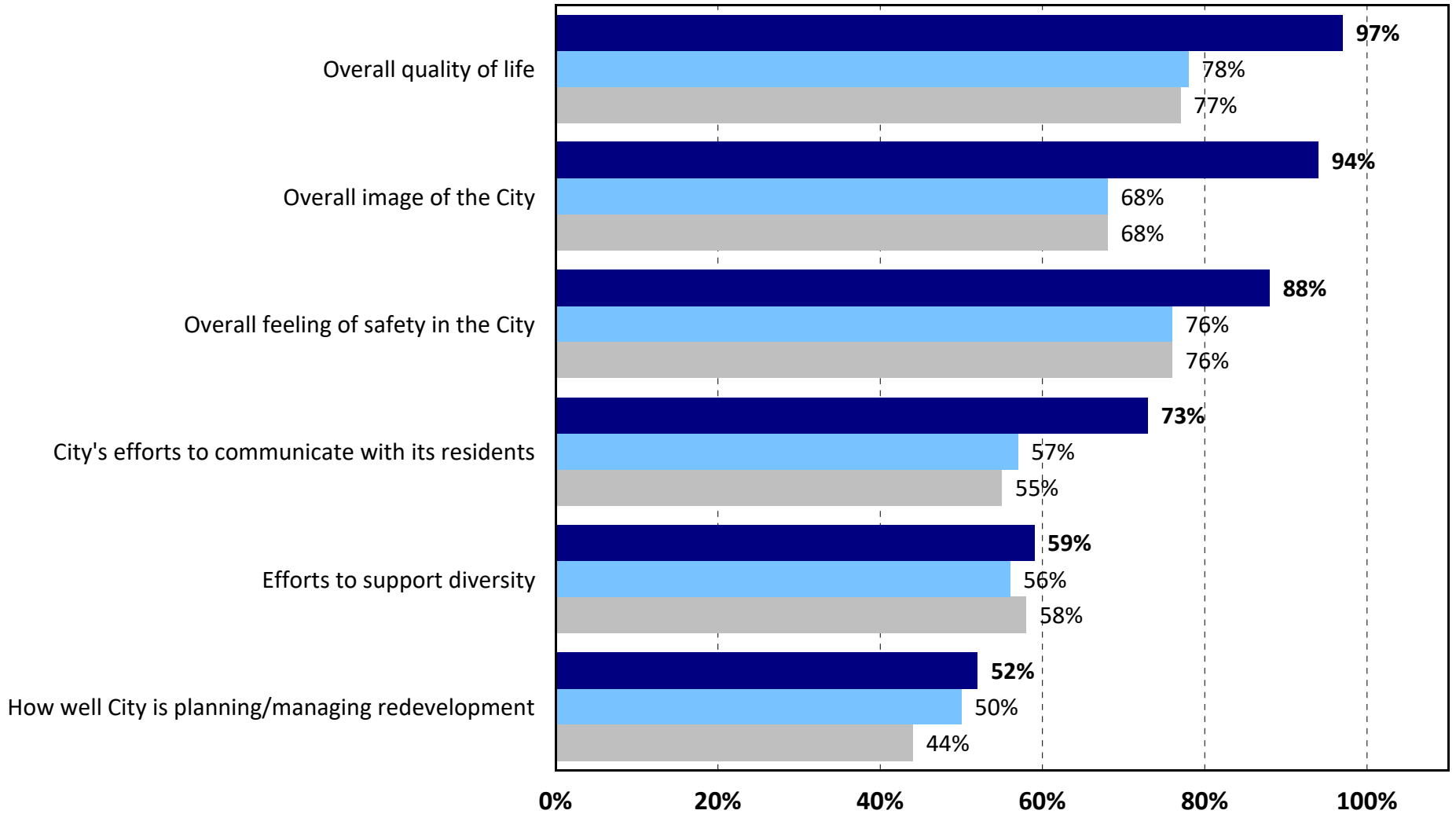
Source: 2023 ETC Institute

■ Clayton ■ Plains Region ■ U.S.

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)

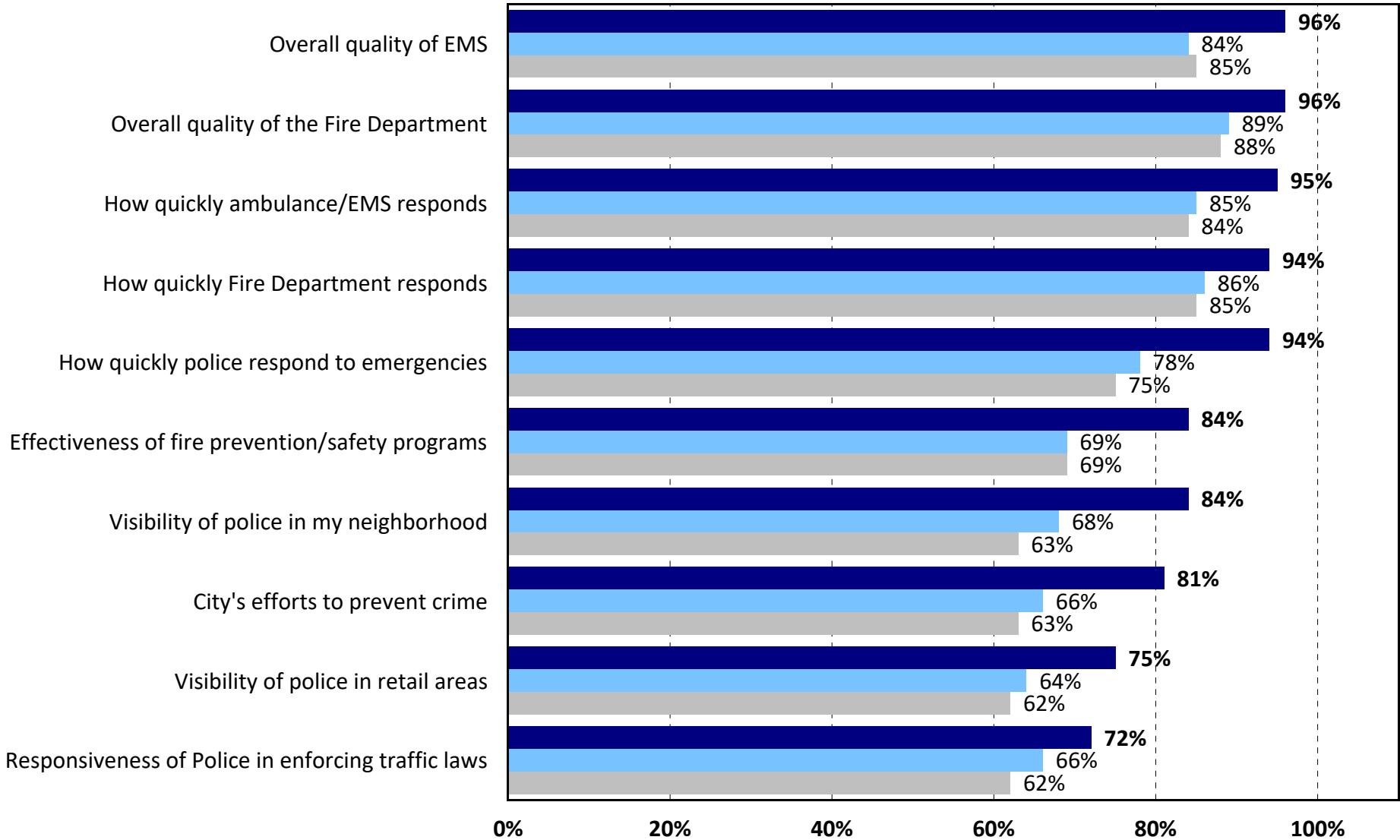


Source: 2023 ETC Institute

■ 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)

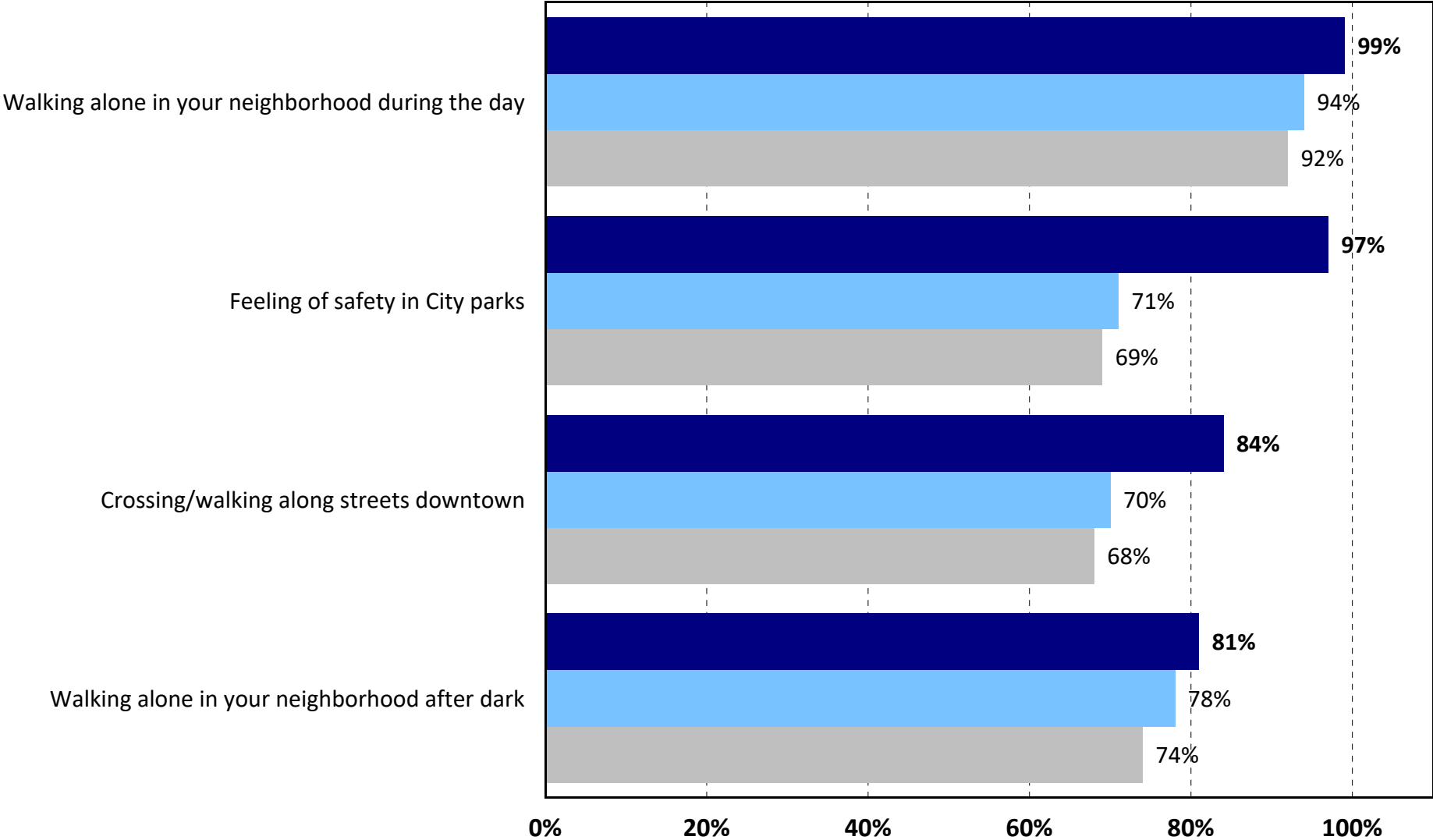


Source: 2023 ETC Institute

■ Clayton ■ Plains Region ■ U.S.

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)



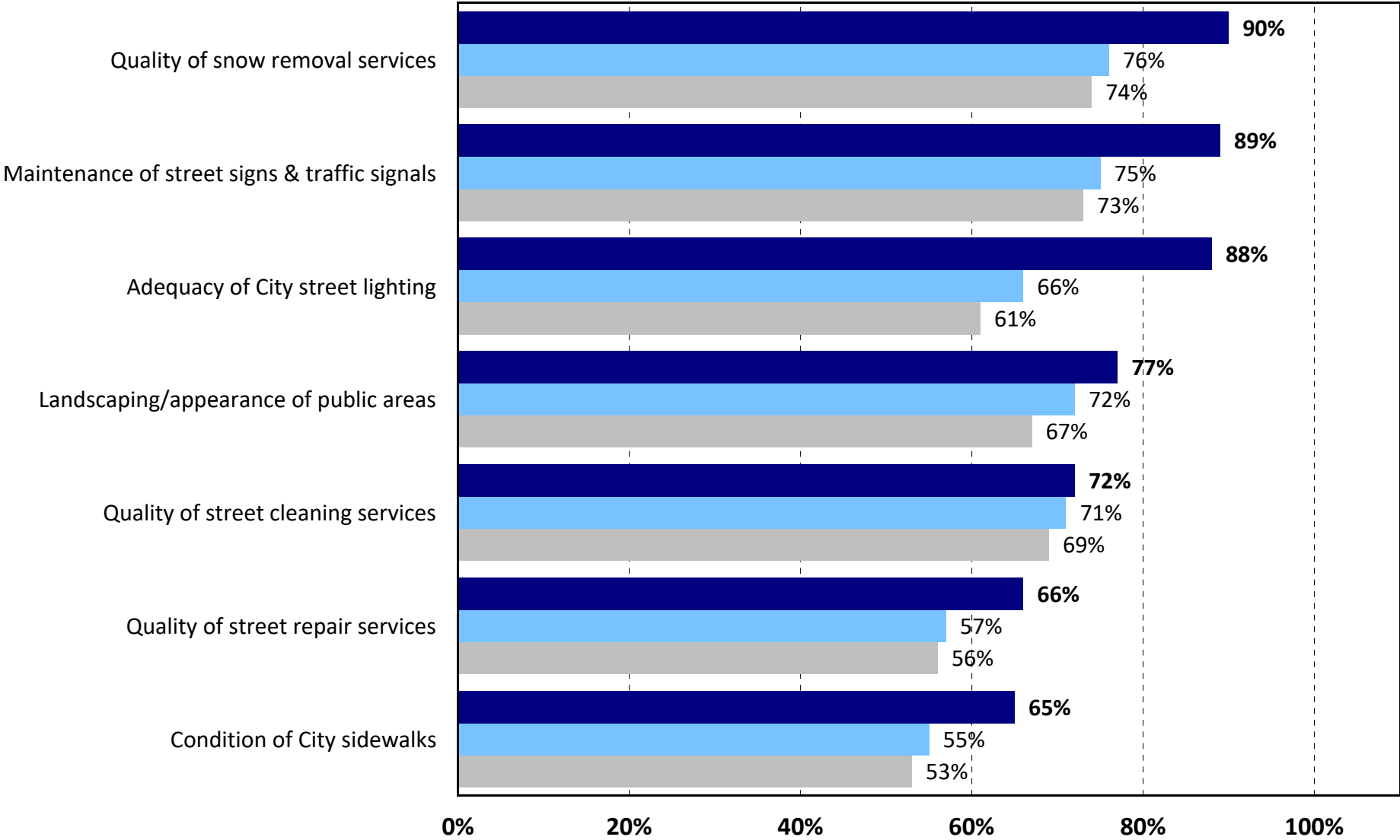
Source: 2023 ETC Institute

■ Clayton ■ Plains Region ■ U.S.

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)



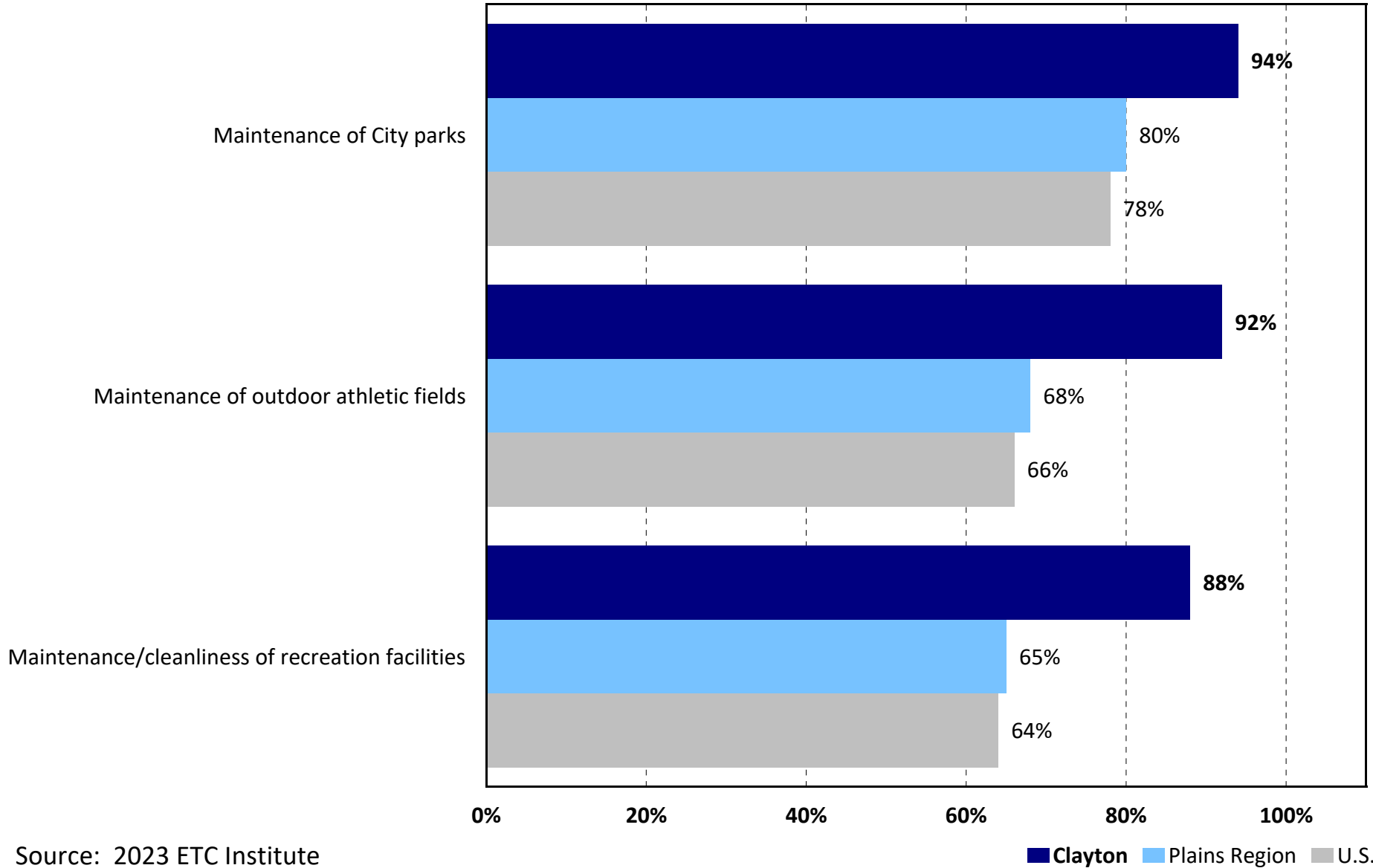
Source: 2023 ETC Institute

Clayton Plains Region U.S.

Overall Satisfaction with Parks and Recreation

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

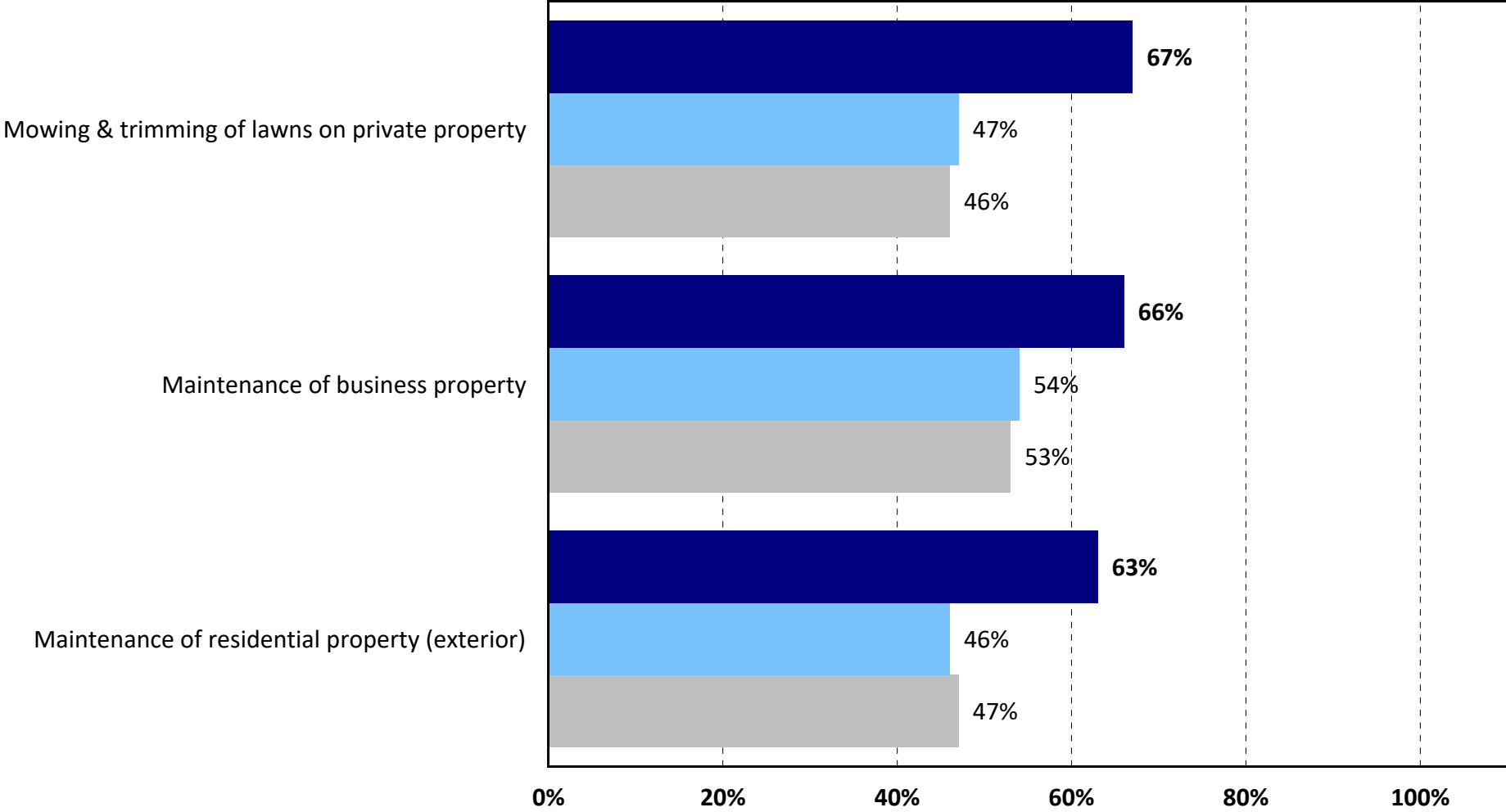
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2023 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: 2023 ETC Institute

■ Clayton ■ Plains Region ■ U.S.

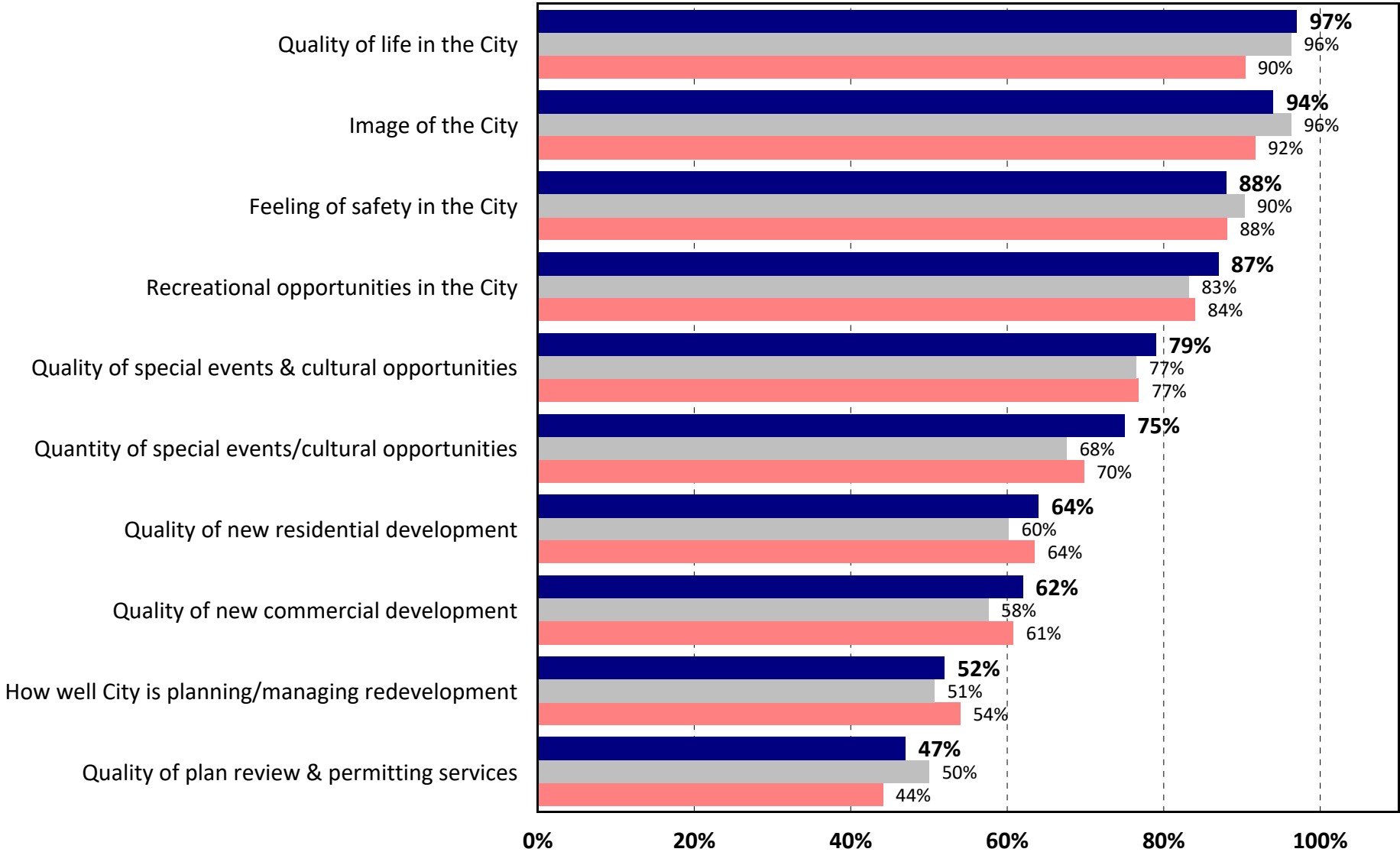
6

Trend Charts

Trends

Overall Perceptions of Clayton - 2023, 2021 & 2019

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



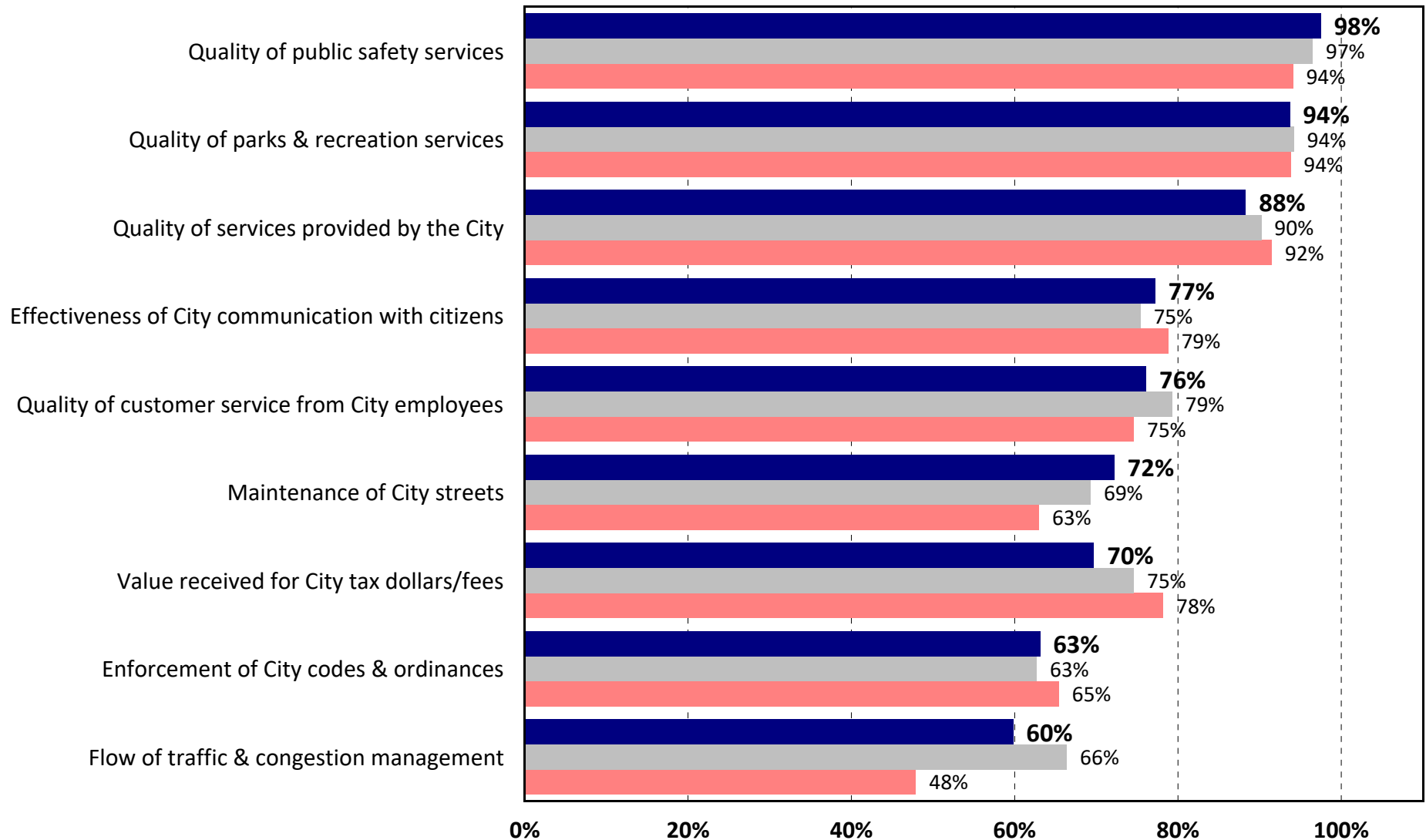
Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

■ 2023 ■ 2021 ■ 2019

Trends

Overall Satisfaction with City Services by Major Category - 2023, 2021 & 2019

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



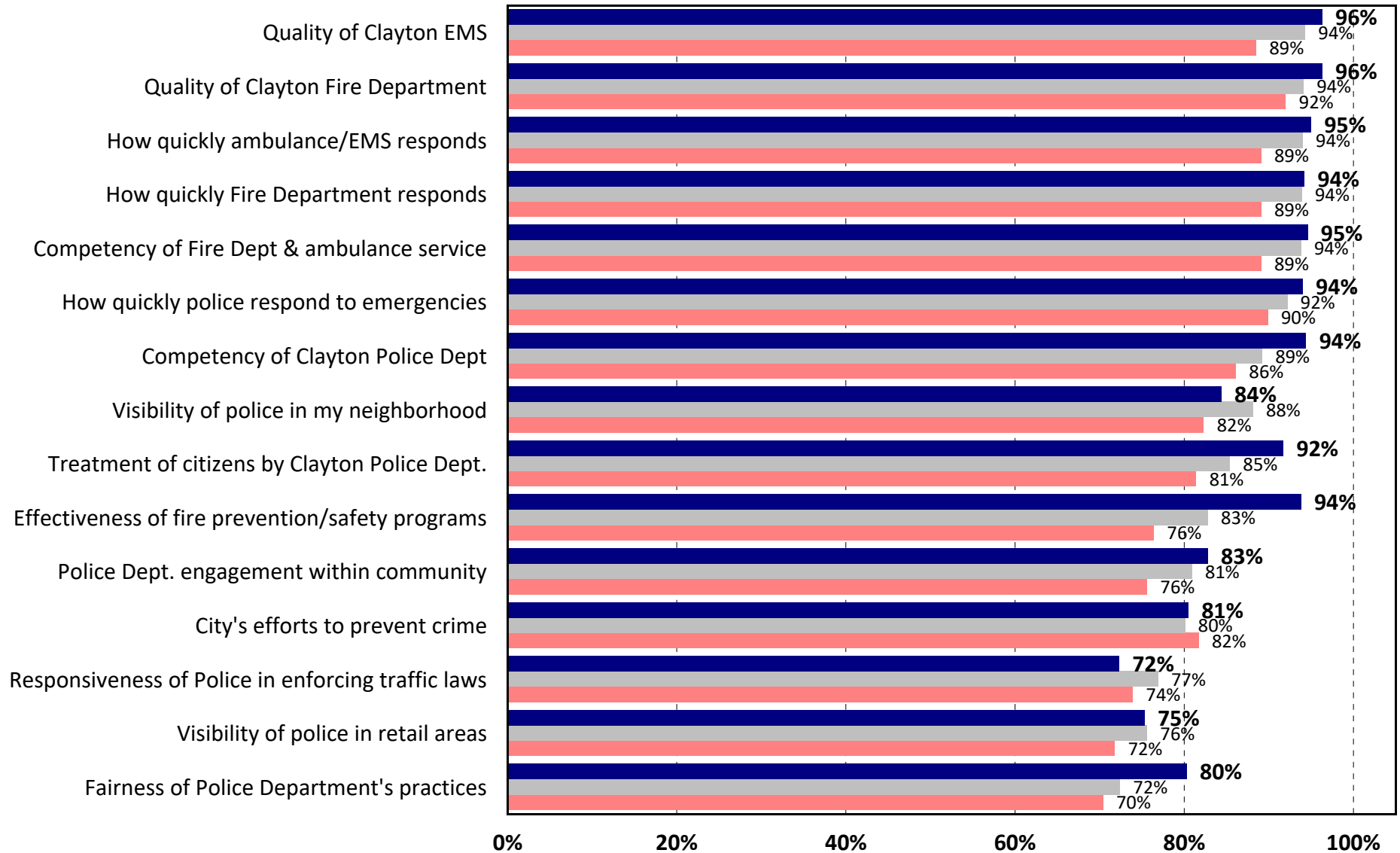
Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

■ 2023 ■ 2021 ■ 2019

Trends

Satisfaction with Public Safety in Clayton - 2023, 2021 & 2019

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



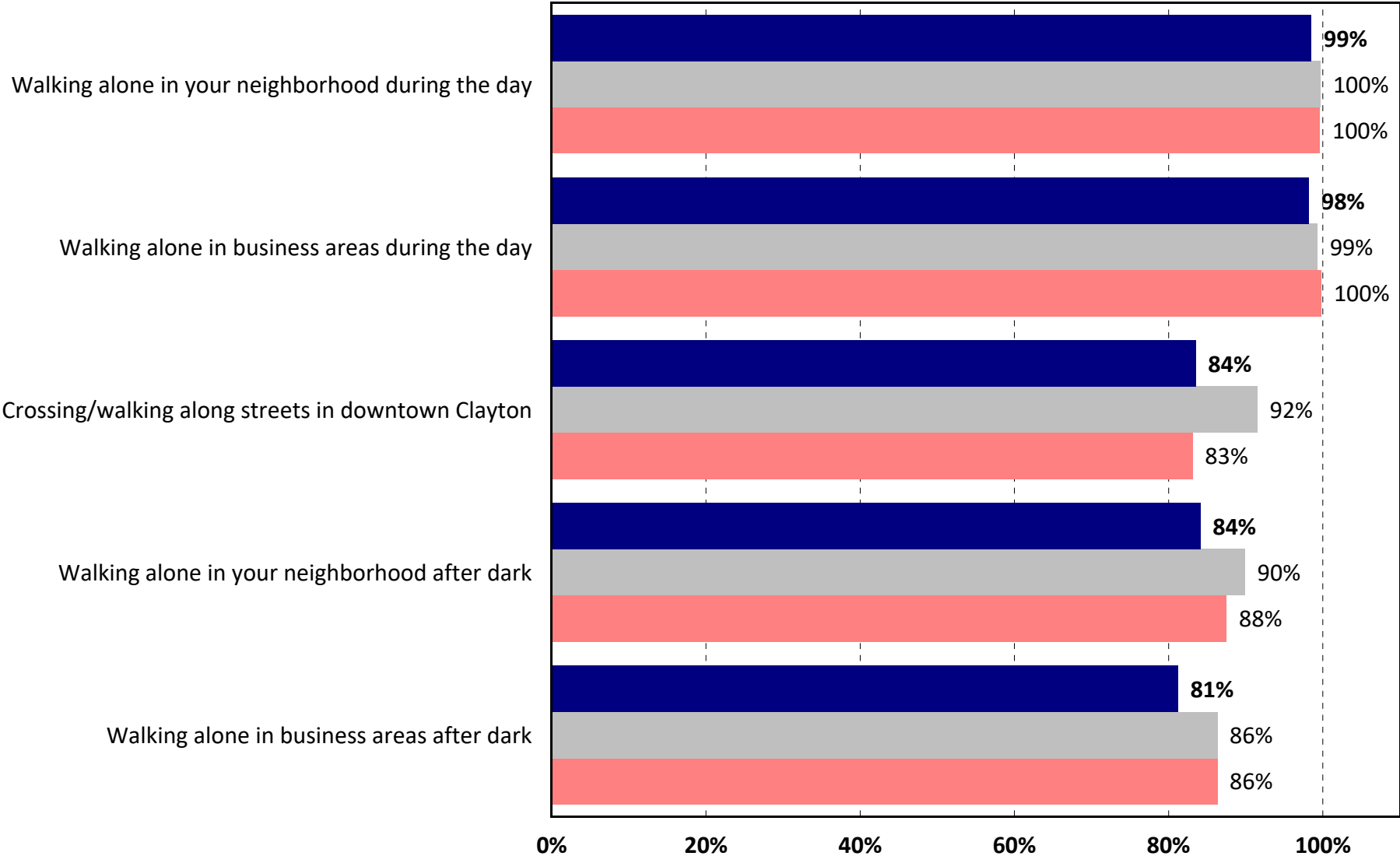
Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

■ 2023 ■ 2021 ■ 2019

Trends

Feeling of Safety in Various Situations 2023, 2021 & 2019

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



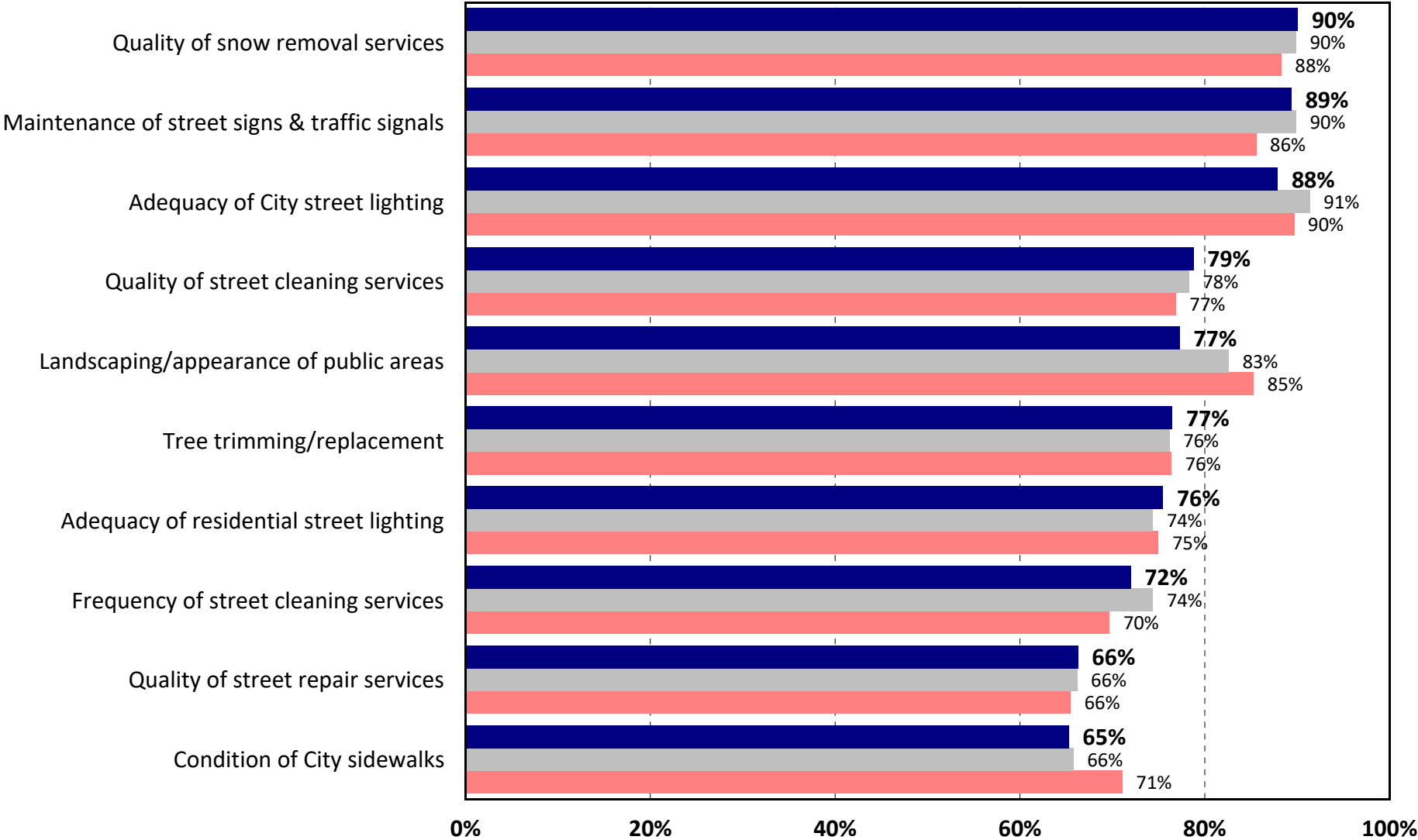
Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

2023 2021 2019

Trends

Satisfaction with City Maintenance/Public Works in the City of Clayton - 2023, 2021 & 2019

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



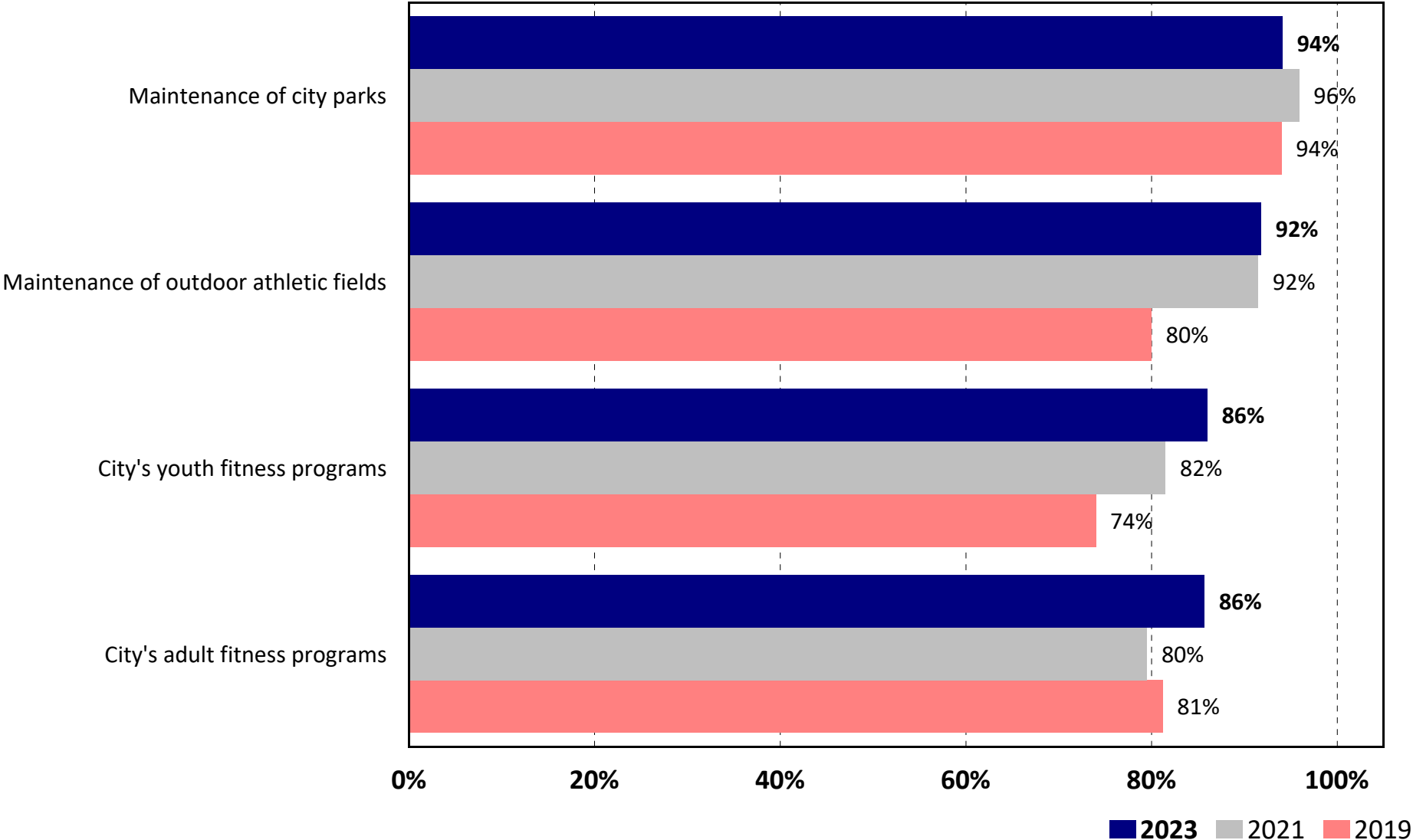
Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

■ 2023 ■ 2021 ■ 2019

Trends

Satisfaction with Parks and Recreation in the City of Clayton - 2023, 2021 & 2019

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

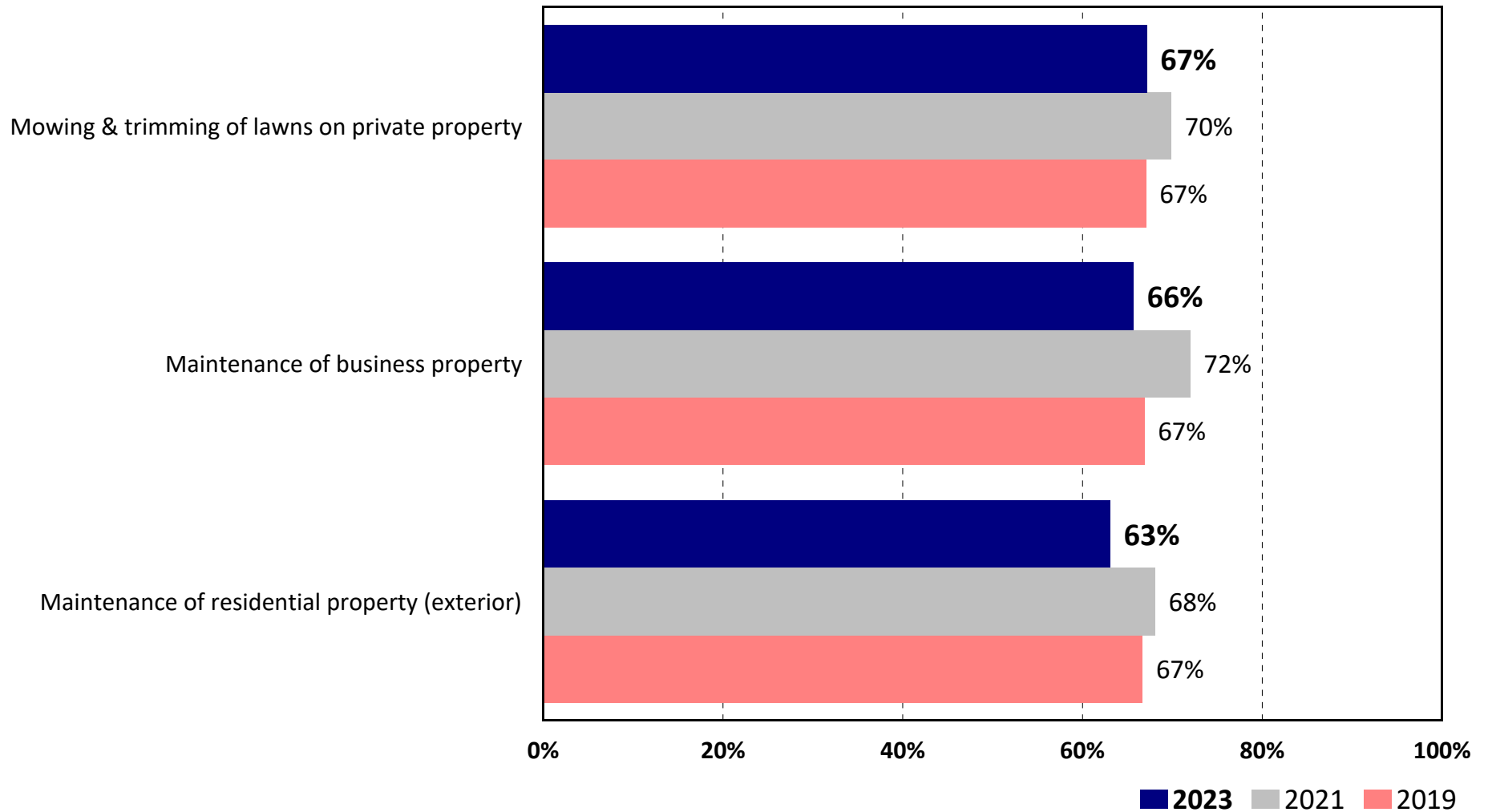


Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Trends

Satisfaction with the Enforcement of Property Maintenance Codes - 2023, 2021 & 2019

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

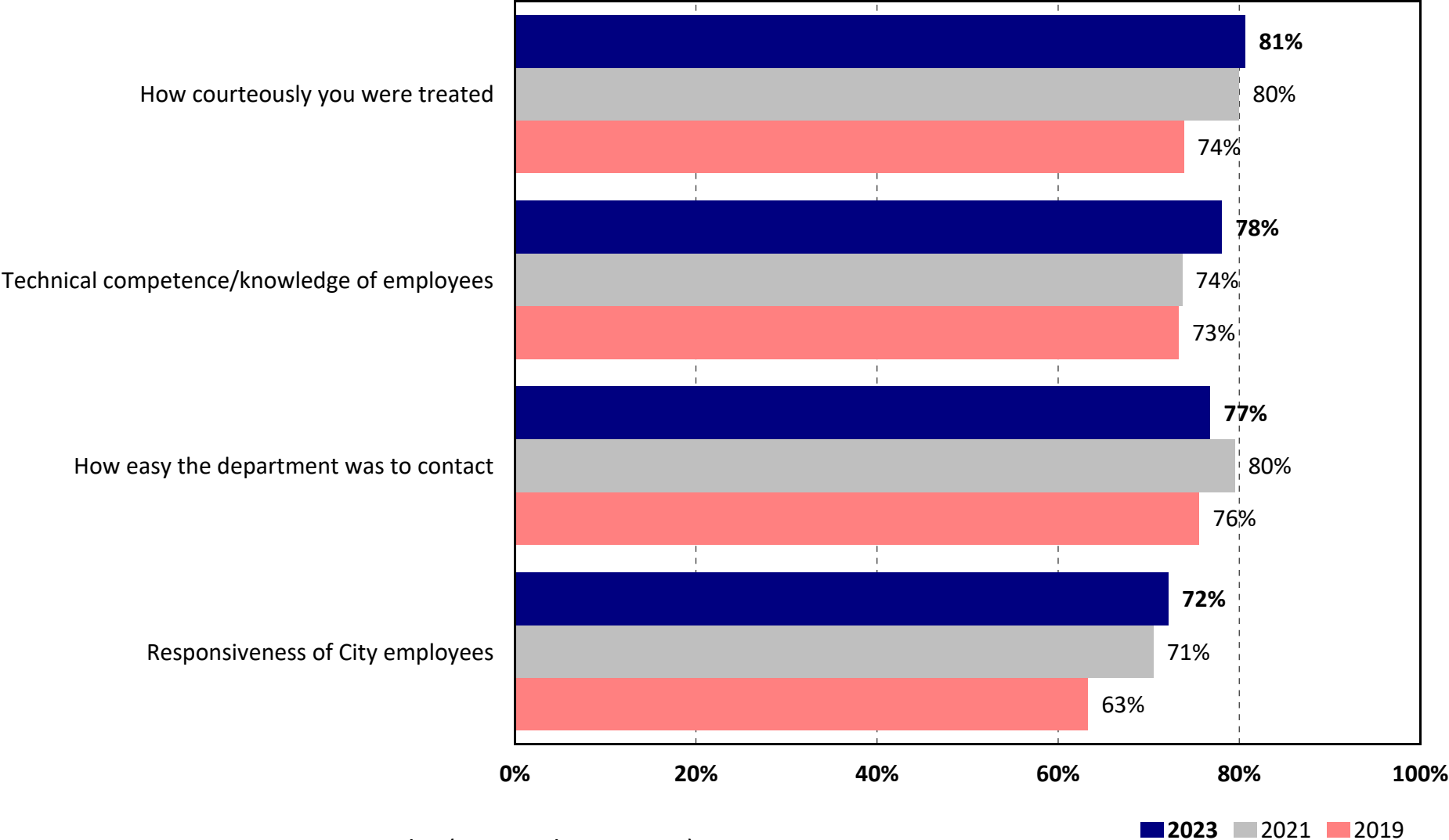


Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Trends

Satisfaction with Customer Service 2023, 2021 & 2019

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

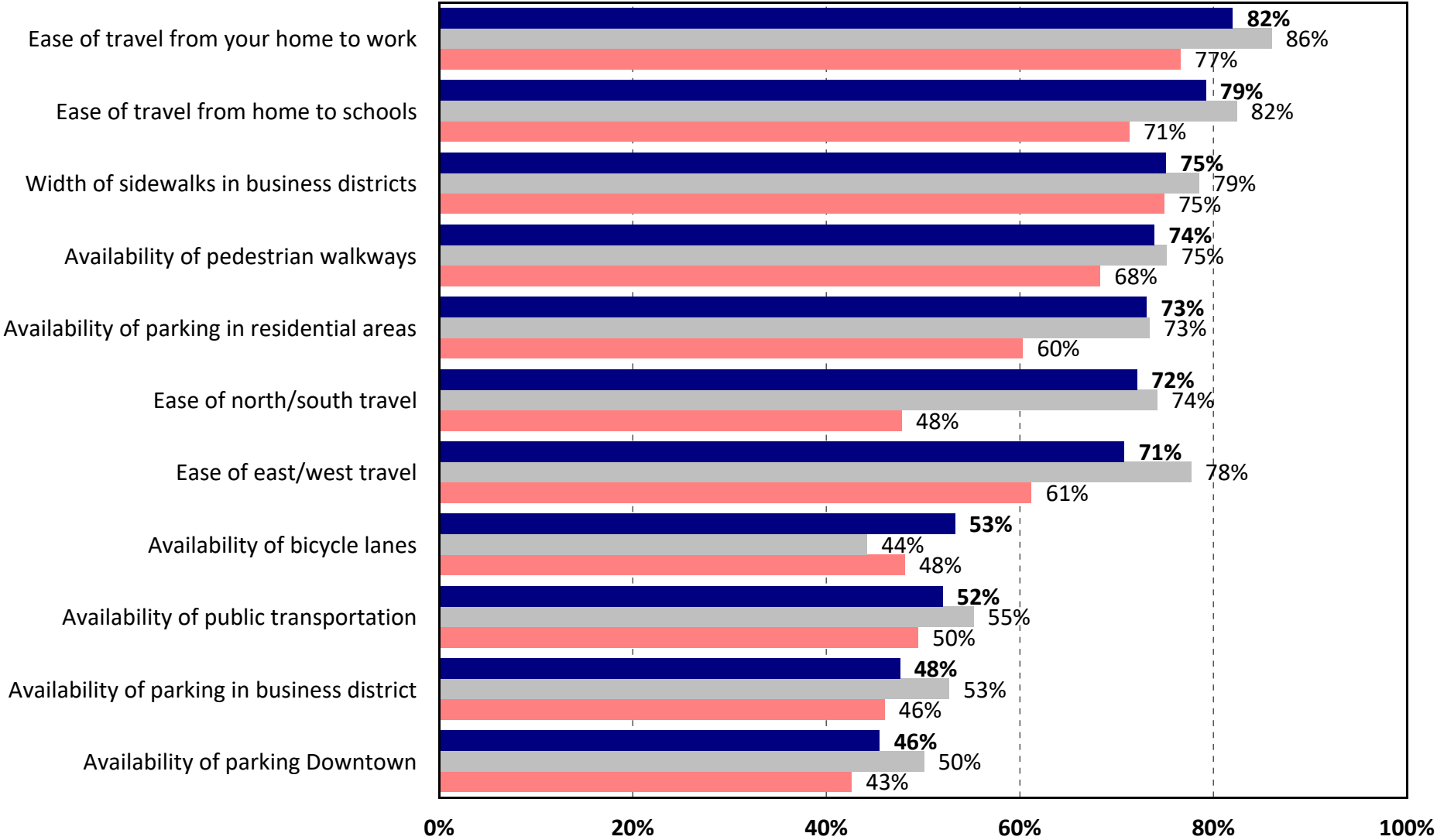


Source: ETC Institute DirectionFinder (2023 - Clayton, MO)

Trends

Satisfaction with Transportation in Clayton 2023, 2021 & 2019

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 (2023 - Clayton, MO)

■ 2023 ■ 2021 ■ 2019

7

Tabular Data

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

(N=401)

	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)	68.6%	25.4%	2.0%	0.5%	0.0%	3.5%
Q1-2. Overall quality of City parks & recreation services	60.1%	32.2%	3.7%	2.2%	0.2%	1.5%
Q1-3. Overall quality of services provided by City	44.1%	41.9%	7.2%	4.2%	0.0%	2.5%
Q1-4. Overall value you receive for your City tax dollars & fees	29.4%	38.9%	21.7%	6.2%	1.7%	2.0%
Q1-5. Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	29.4%	41.9%	14.7%	9.2%	3.5%	1.2%
Q1-6. Overall enforcement of City codes & ordinances for buildings & housing	22.2%	30.7%	20.0%	8.5%	2.5%	16.2%
Q1-7. Overall quality of customer service you receive from City employees	34.9%	31.7%	16.7%	2.7%	1.5%	12.5%
Q1-8. Overall effectiveness of City communication with citizens	35.4%	39.9%	15.2%	6.0%	1.0%	2.5%
Q1-9. Overall flow of traffic & congestion management in City	22.4%	35.9%	20.7%	12.5%	6.0%	2.5%

(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=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of public safety services-police, fire & ambulance/emergency medical services (EMS)	71.1%	26.4%	2.1%	0.5%	0.0%
Q1-2. Overall quality of City parks & recreation services	61.0%	32.7%	3.8%	2.3%	0.3%
Q1-3. Overall quality of services provided by City	45.3%	43.0%	7.4%	4.3%	0.0%
Q1-4. Overall value you receive for your City tax dollars & fees	30.0%	39.7%	22.1%	6.4%	1.8%
Q1-5. Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	29.8%	42.4%	14.9%	9.3%	3.5%
Q1-6. Overall enforcement of City codes & ordinances for buildings & housing	26.5%	36.6%	23.8%	10.1%	3.0%
Q1-7. Overall quality of customer service you receive from City employees	39.9%	36.2%	19.1%	3.1%	1.7%
Q1-8. Overall effectiveness of City communication with citizens	36.3%	40.9%	15.6%	6.1%	1.0%
Q1-9. Overall flow of traffic & congestion management in City	23.0%	36.8%	21.2%	12.8%	6.1%

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)	104	25.9 %
Overall quality of City parks & recreation services	21	5.2 %
Overall quality of services provided by City	35	8.7 %
Overall value that you receive for your City tax dollars & fees	56	14.0 %
Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	49	12.2 %
Overall enforcement of City codes & ordinances for buildings & housing	21	5.2 %
Overall quality of customer service you receive from City employees	3	0.7 %
Overall effectiveness of City communication with citizens	9	2.2 %
Overall flow of traffic & congestion management in City	62	15.5 %
<u>None chosen</u>	<u>41</u>	<u>10.2 %</u>
Total	401	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)	42	10.5 %
Overall quality of City parks & recreation services	40	10.0 %
Overall quality of services provided by City	38	9.5 %
Overall value that you receive for your City tax dollars & fees	50	12.5 %
Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	59	14.7 %
Overall enforcement of City codes & ordinances for buildings & housing	39	9.7 %
Overall quality of customer service you receive from City employees	14	3.5 %
Overall effectiveness of City communication with citizens	17	4.2 %
Overall flow of traffic & congestion management in City	45	11.2 %
<u>None chosen</u>	<u>57</u>	<u>14.2 %</u>
Total	401	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)	18	4.5 %
Overall quality of City parks & recreation services	55	13.7 %
Overall quality of services provided by City	49	12.2 %
Overall value that you receive for your City tax dollars & fees	43	10.7 %
Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	50	12.5 %
Overall enforcement of City codes & ordinances for buildings & housing	26	6.5 %
Overall quality of customer service you receive from City employees	20	5.0 %
Overall effectiveness of City communication with citizens	24	6.0 %
Overall flow of traffic & congestion management in City	37	9.2 %
<u>None chosen</u>	<u>79</u>	<u>19.7 %</u>
Total	401	100.0 %

(SUM OF TOP 3)

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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police, fire & ambulance/emergency medical services (EMS)	164	40.9 %
Overall quality of City parks & recreation services	116	28.9 %
Overall quality of services provided by City	122	30.4 %
Overall value that you receive for your City tax dollars & fees	149	37.2 %
Overall maintenance of City streets (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	158	39.4 %
Overall enforcement of City codes & ordinances for buildings & housing	86	21.4 %
Overall quality of customer service you receive from City employees	37	9.2 %
Overall effectiveness of City communication with citizens	50	12.5 %
Overall flow of traffic & congestion management in City	144	35.9 %
<u>None chosen</u>	<u>41</u>	<u>10.2 %</u>
Total	1067	

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

(N=401)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall image of City	57.9%	34.2%	4.0%	1.7%	0.5%	1.7%
Q3-2. Acceptance of diverse populations	28.2%	36.9%	17.0%	8.7%	3.0%	6.2%
Q3-3. Overall quality of life in City	54.9%	40.6%	2.7%	0.5%	0.2%	1.0%
Q3-4. Overall feeling of safety in City	41.6%	45.1%	8.5%	3.0%	0.7%	1.0%
Q3-5. How well City is planning & managing redevelopment	16.0%	31.7%	22.2%	13.2%	9.0%	8.0%
Q3-6. Quality of new residential development in City	19.0%	37.2%	19.7%	8.0%	3.5%	12.7%
Q3-7. Quality of new commercial development in City	19.2%	36.2%	20.2%	8.2%	5.7%	10.5%
Q3-8. Quality of plan review & permitting services	12.7%	20.2%	23.4%	7.5%	6.5%	29.7%
Q3-9. Overall cleanliness of City	33.7%	50.9%	8.5%	3.2%	2.0%	1.7%
Q3-10. Quality of special events & cultural opportunities	34.9%	39.2%	15.7%	2.5%	1.0%	6.7%
Q3-11. Quantity of special events & cultural opportunities	29.7%	39.9%	18.0%	2.7%	2.0%	7.7%
Q3-12. Recreational opportunities in City	38.7%	43.9%	10.2%	1.7%	1.0%	4.5%
Q3-13. Treatment/fairness of City's municipal court	8.7%	11.2%	14.0%	1.0%	1.0%	64.1%
Q3-14. City's efforts to be transparent	13.7%	30.4%	23.4%	9.2%	3.0%	20.2%

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

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-15. City's efforts to support diversity, equity & inclusion	18.5%	27.4%	22.7%	7.5%	2.0%	21.9%
Q3-16. City's efforts to support sustainable practices	15.5%	30.4%	22.7%	4.5%	1.2%	25.7%
Q3-17. City's efforts to promote small & locally owned businesses	12.7%	25.2%	17.7%	14.0%	7.5%	22.9%
Q3-18. City's efforts to communicate with its residents	26.7%	43.4%	16.7%	5.2%	3.5%	4.5%
Q3-19. Access to information about current & proposed development projects	16.0%	30.9%	22.9%	12.7%	5.5%	12.0%
Q3-20. Ability to participate in development process as a citizen	11.5%	24.7%	24.2%	11.5%	6.0%	22.2%

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

(N=401)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall image of City	58.9%	34.8%	4.1%	1.8%	0.5%
Q3-2. Acceptance of diverse populations	30.1%	39.4%	18.1%	9.3%	3.2%
Q3-3. Overall quality of life in City	55.4%	41.1%	2.8%	0.5%	0.3%
Q3-4. Overall feeling of safety in City	42.1%	45.6%	8.6%	3.0%	0.8%
Q3-5. How well City is planning & managing redevelopment	17.3%	34.4%	24.1%	14.4%	9.8%
Q3-6. Quality of new residential development in City	21.7%	42.6%	22.6%	9.1%	4.0%
Q3-7. Quality of new commercial development in City	21.4%	40.4%	22.6%	9.2%	6.4%
Q3-8. Quality of plan review & permitting services	18.1%	28.7%	33.3%	10.6%	9.2%
Q3-9. Overall cleanliness of City	34.3%	51.8%	8.6%	3.3%	2.0%
Q3-10. Quality of special events & cultural opportunities	37.4%	42.0%	16.8%	2.7%	1.1%
Q3-11. Quantity of special events & cultural opportunities	32.2%	43.2%	19.5%	3.0%	2.2%
Q3-12. Recreational opportunities in City	40.5%	46.0%	10.7%	1.8%	1.0%
Q3-13. Treatment/fairness of City's municipal court	24.3%	31.3%	38.9%	2.8%	2.8%
Q3-14. City's efforts to be transparent	17.2%	38.1%	29.4%	11.6%	3.8%
Q3-15. City's efforts to support diversity, equity & inclusion	23.6%	35.1%	29.1%	9.6%	2.6%
Q3-16. City's efforts to support sustainable practices	20.8%	40.9%	30.5%	6.0%	1.7%
Q3-17. City's efforts to promote small & locally owned businesses	16.5%	32.7%	23.0%	18.1%	9.7%

(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
Q3-18. City's efforts to communicate with its residents	27.9%	45.4%	17.5%	5.5%	3.7%
Q3-19. Access to information about current & proposed development projects	18.1%	35.1%	26.1%	14.4%	6.2%
Q3-20. Ability to participate in development process as a citizen	14.7%	31.7%	31.1%	14.7%	7.7%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Visibility of police in my neighborhood	40.6%	42.6%	10.5%	4.5%	0.5%	1.2%
Q4-2. Visibility of police in retail areas	25.9%	38.9%	18.7%	2.0%	0.5%	14.0%
Q4-3. City's efforts to prevent crime	33.2%	41.4%	12.5%	4.0%	1.5%	7.5%
Q4-4. How quickly police respond to emergencies	45.4%	24.9%	4.0%	0.2%	0.2%	25.2%
Q4-5. Overall competency of Clayton Police Department	51.4%	31.7%	4.5%	0.5%	0.0%	12.0%
Q4-6. Overall treatment of citizens by Clayton Police Department	50.9%	28.2%	6.0%	0.5%	0.7%	13.7%
Q4-7. Responsiveness of Police Department in enforcing local traffic laws	28.9%	27.7%	13.7%	5.7%	2.2%	21.7%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	27.9%	22.7%	7.7%	4.0%	0.7%	36.9%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, safety programs & citizens academy, neighborhood meetings, etc.)	39.7%	30.9%	12.0%	2.2%	0.5%	14.7%
Q4-10. Overall quality of Clayton Fire Department	52.4%	25.7%	3.0%	0.0%	0.0%	19.0%
Q4-11. Overall quality of Clayton EMS	47.4%	24.4%	2.7%	0.0%	0.0%	25.4%
Q4-12. Effectiveness of fire prevention/safety programs	28.4%	20.7%	9.0%	0.2%	0.2%	41.4%

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-13. How quickly Fire Department responds	43.6%	17.5%	3.7%	0.0%	0.0%	35.2%
Q4-14. How quickly ambulance/EMS responds	43.4%	18.7%	3.2%	0.0%	0.0%	34.7%
Q4-15. Overall competency of Clayton Fire Department, including ambulance service	47.4%	22.7%	4.0%	0.0%	0.0%	25.9%
Q4-16. Fire Department engagement within the community (movie nights, free CPR training, fire prevention education, etc.)	36.9%	26.4%	10.2%	0.2%	0.5%	25.7%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Visibility of police in my neighborhood	41.2%	43.2%	10.6%	4.5%	0.5%
Q4-2. Visibility of police in retail areas	30.1%	45.2%	21.7%	2.3%	0.6%
Q4-3. City's efforts to prevent crime	35.8%	44.7%	13.5%	4.3%	1.6%
Q4-4. How quickly police respond to emergencies	60.7%	33.3%	5.3%	0.3%	0.3%
Q4-5. Overall competency of Clayton Police Department	58.4%	36.0%	5.1%	0.6%	0.0%
Q4-6. Overall treatment of citizens by Clayton Police Department	59.0%	32.7%	6.9%	0.6%	0.9%
Q4-7. Responsiveness of Police Department in enforcing local traffic laws	36.9%	35.4%	17.5%	7.3%	2.9%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	44.3%	36.0%	12.3%	6.3%	1.2%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, safety programs & citizens academy, neighborhood meetings, etc.)	46.5%	36.3%	14.0%	2.6%	0.6%
Q4-10. Overall quality of Clayton Fire Department	64.6%	31.7%	3.7%	0.0%	0.0%
Q4-11. Overall quality of Clayton EMS	63.5%	32.8%	3.7%	0.0%	0.0%
Q4-12. Effectiveness of fire prevention/safety programs	48.5%	35.3%	15.3%	0.4%	0.4%
Q4-13. How quickly Fire Department responds	67.3%	26.9%	5.8%	0.0%	0.0%
Q4-14. How quickly ambulance/EMS responds	66.4%	28.6%	5.0%	0.0%	0.0%
Q4-15. Overall competency of Clayton Fire Department, including ambulance service	64.0%	30.6%	5.4%	0.0%	0.0%
Q4-16. Fire Department engagement within the community (movie nights, free CPR training, fire prevention education, etc.)	49.7%	35.6%	13.8%	0.3%	0.7%

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

(N=401)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q5-1. Walking alone in your neighborhood during the day	89.5%	7.7%	1.5%	0.0%	1.2%
Q5-2. Walking alone in your neighborhood after dark	44.4%	37.7%	13.2%	2.2%	2.5%
Q5-3. Walking alone in business areas during the day	84.3%	11.7%	1.7%	0.0%	2.2%
Q5-4. Walking alone in business areas after dark	35.2%	41.1%	14.5%	3.2%	6.0%
Q5-5. As a pedestrian crossing & walking along streets in Downtown Clayton	47.4%	33.4%	10.2%	5.7%	3.2%
Q5-6. As a pedestrian crossing & walking along streets in areas outside of Downtown Clayton	49.1%	32.2%	11.5%	4.7%	2.5%
Q5-7. Your feeling of safety in City parks	64.6%	28.7%	2.7%	0.2%	3.7%

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

(N=401)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	90.7%	7.8%	1.5%	0.0%
Q5-2. Walking alone in your neighborhood after dark	45.5%	38.6%	13.6%	2.3%
Q5-3. Walking alone in business areas during the day	86.2%	12.0%	1.8%	0.0%
Q5-4. Walking alone in business areas after dark	37.4%	43.8%	15.4%	3.4%
Q5-5. As a pedestrian crossing & walking along streets in Downtown Clayton	49.0%	34.5%	10.6%	5.9%
Q5-6. As a pedestrian crossing & walking along streets in areas outside of Downtown Clayton	50.4%	33.0%	11.8%	4.9%
Q5-7. Your feeling of safety in City parks	67.1%	29.8%	2.8%	0.3%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Condition of street signs & traffic signals (not including timing & length of signals)	39.4%	48.9%	6.0%	3.2%	1.2%	1.2%
Q6-2. Quality of snow removal services	45.1%	40.6%	7.2%	1.7%	0.5%	4.7%
Q6-3. Adequacy of City street lighting in business districts	39.7%	44.1%	9.0%	2.0%	0.5%	4.7%
Q6-4. Adequacy of residential street lighting	31.7%	42.1%	13.2%	8.7%	2.0%	2.2%
Q6-5. Condition of City sidewalks	20.4%	44.1%	20.0%	10.2%	4.2%	1.0%
Q6-6. Landscaping/appearance of public areas along City streets	33.7%	42.6%	14.5%	5.7%	2.2%	1.2%
Q6-7. Satisfaction with City forestry, including tree trimming/replacement	33.2%	41.9%	13.5%	6.7%	2.7%	2.0%
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)	21.4%	42.6%	20.2%	8.7%	3.7%	3.2%
Q6-9. Quality of street cleaning services	30.7%	46.1%	12.5%	5.7%	2.5%	2.5%
Q6-10. Frequency of street cleaning services during previous calendar year	28.9%	37.7%	11.0%	11.0%	4.0%	7.5%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Condition of street signs & traffic signals (not including timing & length of signals)	39.9%	49.5%	6.1%	3.3%	1.3%
Q6-2. Quality of snow removal services	47.4%	42.7%	7.6%	1.8%	0.5%
Q6-3. Adequacy of City street lighting in business districts	41.6%	46.3%	9.4%	2.1%	0.5%
Q6-4. Adequacy of residential street lighting	32.4%	43.1%	13.5%	8.9%	2.0%
Q6-5. Condition of City sidewalks	20.7%	44.6%	20.2%	10.3%	4.3%
Q6-6. Landscaping/appearance of public areas along City streets	34.1%	43.2%	14.6%	5.8%	2.3%
Q6-7. Satisfaction with City forestry, including tree trimming/replacement	33.8%	42.7%	13.7%	6.9%	2.8%
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)	22.2%	44.1%	20.9%	9.0%	3.9%
Q6-9. Quality of street cleaning services	31.5%	47.3%	12.8%	5.9%	2.6%
Q6-10. Frequency of street cleaning services during previous calendar year	31.3%	40.7%	11.9%	11.9%	4.3%

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>
Condition of street signs & traffic signals (not including timing & length of signals)	21	5.2 %
Quality of snow removal services	13	3.2 %
Adequacy of City street lighting in business districts	16	4.0 %
Adequacy of residential street lighting	48	12.0 %
Condition of City sidewalks	63	15.7 %
Landscaping/appearance of public areas along City streets	35	8.7 %
Satisfaction with City forestry, including tree trimming/replacemen	20	5.0 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	86	21.4 %
Quality of street cleaning services	9	2.2 %
Frequency of street cleaning services during previous calendar year	15	3.7 %
<u>None chosen</u>	<u>75</u>	<u>18.7 %</u>
Total	401	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>
Condition of street signs & traffic signals (not including timing & length of signals)	24	6.0 %
Quality of snow removal services	21	5.2 %
Adequacy of City street lighting in business districts	21	5.2 %
Adequacy of residential street lighting	45	11.2 %
Condition of City sidewalks	63	15.7 %
Landscaping/appearance of public areas along City streets	34	8.5 %
Satisfaction with City forestry, including tree trimming/replacemen	24	6.0 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	48	12.0 %
Quality of street cleaning services	11	2.7 %
Frequency of street cleaning services during previous calendar year	14	3.5 %
<u>None chosen</u>	<u>96</u>	<u>23.9 %</u>
Total	401	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?

Q7. 3rd choice	Number	Percent
Condition of street signs & traffic signals (not including timing & length of signals)	18	4.5 %
Quality of snow removal services	19	4.7 %
Adequacy of City street lighting in business districts	16	4.0 %
Adequacy of residential street lighting	36	9.0 %
Condition of City sidewalks	47	11.7 %
Landscaping/appearance of public areas along City streets	28	7.0 %
Satisfaction with City forestry, including tree trimming/replacemen	27	6.7 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	47	11.7 %
Quality of street cleaning services	22	5.5 %
Frequency of street cleaning services during previous calendar year	20	5.0 %
None chosen	121	30.2 %
Total	401	100.0 %

(SUM OF TOP 3)

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)

Q7. Top choice	Number	Percent
Condition of street signs & traffic signals (not including timing & length of signals)	63	15.7 %
Quality of snow removal services	53	13.2 %
Adequacy of City street lighting in business districts	53	13.2 %
Adequacy of residential street lighting	129	32.2 %
Condition of City sidewalks	173	43.1 %
Landscaping/appearance of public areas along City streets	97	24.2 %
Satisfaction with City forestry, including tree trimming/replacemen	71	17.7 %
Quality of street repair services (Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., & Forest Park Pkwy are St. Louis County roads)	181	45.1 %
Quality of street cleaning services	42	10.5 %
Frequency of street cleaning services during previous calendar year	49	12.2 %
None chosen	75	18.7 %
Total	986	

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Maintenance of City parks	48.9%	38.9%	3.2%	2.0%	0.2%	6.7%
Q8-2. Maintenance of outdoor athletic fields	37.9%	31.4%	4.7%	1.5%	0.0%	24.4%
Q8-3. City's youth fitness programs	24.4%	20.2%	6.5%	0.5%	0.2%	48.1%
Q8-4. City's adult fitness programs	27.2%	24.9%	6.7%	1.7%	0.2%	39.2%
Q8-5. Maintenance & cleanliness of City recreation facilities (pool, tennis courts, pavilions, etc.)	34.7%	33.2%	9.0%	1.7%	0.5%	20.9%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance of City parks	52.4%	41.7%	3.5%	2.1%	0.3%
Q8-2. Maintenance of outdoor athletic fields	50.2%	41.6%	6.3%	2.0%	0.0%
Q8-3. City's youth fitness programs	47.1%	38.9%	12.5%	1.0%	0.5%
Q8-4. City's adult fitness programs	44.7%	41.0%	11.1%	2.9%	0.4%
Q8-5. Maintenance & cleanliness of City recreation facilities (pool, tennis courts, pavilions, etc.)	43.8%	42.0%	11.4%	2.2%	0.6%

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

Q9. Has your household used any City parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	312	77.8 %
No	77	19.2 %
Don't know	12	3.0 %
Total	401	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 your household used any City parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	312	80.2 %
No	77	19.8 %
Total	389	100.0 %

Q10. What program options are most important in your decision for you or someone in your household to participate in Parks and Recreation summer camps?

(N=401)

	Very important	Important	Somewhat unimportant	Not at all important	Don't know/ NA
Q10-1. Before & after care	6.7%	5.5%	2.2%	22.2%	63.3%
Q10-2. Half day	4.2%	7.5%	4.7%	19.2%	64.3%
Q10-3. Full day	8.2%	8.0%	2.0%	18.0%	63.8%
Q10-4. Science, Technology, Engineering Mathematics (STEM)	9.2%	10.7%	3.0%	15.2%	61.8%
Q10-5. Aquatics	15.2%	11.5%	2.0%	12.2%	59.1%
Q10-6. Sports	14.7%	12.2%	2.0%	12.2%	58.9%
Q10-7. Indoor	11.2%	13.7%	4.2%	11.5%	59.4%
Q10-8. Outdoor	14.2%	16.0%	2.2%	10.2%	57.4%
Q10-9. The Arts	13.7%	13.7%	3.7%	11.0%	57.9%

(WITHOUT "DON'T KNOW/NA")**Q10. What program options are most important in your decision for you or someone in your household to participate in Parks and Recreation summer camps? (without "don't know/NA")**

(N=401)

	Very important	Important	Somewhat unimportant	Not at all important
Q10-1. Before & after care	18.4%	15.0%	6.1%	60.5%
Q10-2. Half day	11.9%	21.0%	13.3%	53.8%
Q10-3. Full day	22.8%	22.1%	5.5%	49.7%
Q10-4. Science, Technology, Engineering Mathematics (STEM)	24.2%	28.1%	7.8%	39.9%
Q10-5. Aquatics	37.2%	28.0%	4.9%	29.9%
Q10-6. Sports	35.8%	29.7%	4.8%	29.7%
Q10-7. Indoor	27.6%	33.7%	10.4%	28.2%
Q10-8. Outdoor	33.3%	37.4%	5.3%	24.0%
Q10-9. The Arts	32.5%	32.5%	8.9%	26.0%

Q11. What type of recreation programs are the members of your household most interested in attending?

(N=401)

	Very interested	Somewhat interested	Somewhat uninterested	Not at all interested	Don't know/Not applicable
Q11-1. Youth Sports Leagues	13.0%	6.0%	2.5%	20.0%	58.6%
Q11-2. Adult Sports Leagues	4.0%	15.0%	6.5%	28.7%	45.9%
Q11-3. Youth Fitness Programs (Yoga, Zumba, etc.)	3.7%	9.0%	3.7%	25.4%	58.1%
Q11-4. Adult Fitness Programs (Yoga, Zumba, etc.)	19.5%	22.9%	8.5%	13.7%	35.4%
Q11-5. Youth Personal Training	3.0%	7.5%	3.7%	26.9%	58.9%
Q11-6. Adult Personal Training	12.7%	20.0%	8.0%	20.7%	38.7%
Q11-7. Youth Swim Lessons	13.0%	4.5%	1.7%	22.7%	58.1%
Q11-8. Adult Swim Lessons	5.5%	7.7%	3.5%	33.7%	49.6%
Q11-9. Youth Drop-in Activities	4.7%	8.5%	3.0%	23.4%	60.3%
Q11-10. Adult Drop-in Activities	6.5%	15.2%	6.5%	24.2%	47.6%
Q11-11. Youth Nature-based Programs	7.7%	9.2%	3.2%	21.9%	57.9%
Q11-12. Adult Nature-based Programs	12.7%	17.5%	8.5%	20.9%	40.4%

(WITHOUT "DON'T KNOW/NOT APPLICABLE")**Q11. What type of recreation programs are the members of your household most interested in attending? (without "don't know/not applicable")**

(N=401)

	Very interested	Somewhat interested	Somewhat uninterested	Not at all interested
Q11-1. Youth Sports Leagues	31.3%	14.5%	6.0%	48.2%
Q11-2. Adult Sports Leagues	7.4%	27.6%	12.0%	53.0%
Q11-3. Youth Fitness Programs (Yoga, Zumba, etc.)	8.9%	21.4%	8.9%	60.7%
Q11-4. Adult Fitness Programs (Yoga, Zumba, etc.)	30.1%	35.5%	13.1%	21.2%
Q11-5. Youth Personal Training	7.3%	18.2%	9.1%	65.5%
Q11-6. Adult Personal Training	20.7%	32.5%	13.0%	33.7%
Q11-7. Youth Swim Lessons	31.0%	10.7%	4.2%	54.2%
Q11-8. Adult Swim Lessons	10.9%	15.3%	6.9%	66.8%
Q11-9. Youth Drop-in Activities	11.9%	21.4%	7.5%	59.1%
Q11-10. Adult Drop-in Activities	12.4%	29.0%	12.4%	46.2%
Q11-11. Youth Nature-based Programs	18.3%	21.9%	7.7%	52.1%
Q11-12. Adult Nature-based Programs	21.3%	29.3%	14.2%	35.1%

Q12. How much effort do you feel the City makes to keep you informed of current news, events, and services within the City?

Q12. How much effort does City make to keep you informed of current news, events, & services within City

	Number	Percent
Significant effort	175	43.6 %
Some effort	165	41.1 %
Little effort	20	5.0 %
Don't know	41	10.2 %
Total	401	100.0 %

(WITHOUT "DON'T KNOW")**Q12. 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")**

Q12. How much effort does City make to keep you informed of current news, events, & services within City

	Number	Percent
Significant effort	175	48.6 %
Some effort	165	45.8 %
Little effort	20	5.6 %
Total	360	100.0 %

Q13. Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)?

Q13. Do you subscribe to City's email communications

	Number	Percent
Yes	206	51.4 %
No	192	47.9 %
Not provided	3	0.7 %
Total	401	100.0 %

(WITHOUT "NOT PROVIDED")**Q13. Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)? (without "not provided")**

Q13. Do you subscribe to City's email communications

	Number	Percent
Yes	206	51.8 %
No	192	48.2 %
Total	398	100.0 %

Q13a. If "No" to Question 13, why not?

Q13a. Why don't you subscribe to City's email communications

	Number	Percent
I did not know City offered email communications	120	62.5 %
I already receive too many emails	35	18.2 %
I am not interested in the information	13	6.8 %
Other	4	2.1 %
Not provided	20	10.4 %
Total	192	100.0 %

(WITHOUT "NOT PROVIDED")**Q13a. If "No" to Question 14, why not? (without "not provided")**

Q13a. Why don't you subscribe to City's email communications

	Number	Percent
I did not know City offered email communications	120	69.8 %
I already receive too many emails	35	20.3 %
I am not interested in the information	13	7.6 %
Other	4	2.3 %
Total	172	100.0 %

Q14. City Communication. Please indicate your usage of each communication source.

(N=401)

	Often	4	3	2	Never	Not provided
Q14-1. City website, www.claytonmo.gov	12.7%	15.5%	26.7%	18.0%	17.2%	10.0%
Q14-2. City newsletter/magazine, City Views	35.4%	24.2%	15.7%	6.5%	10.5%	7.7%
Q14-3. Parks & Recreation Activity Guide	23.2%	20.4%	21.7%	10.7%	14.5%	9.5%
Q14-4. Weekly eNewsletter, Clayton Connection	22.4%	9.7%	11.2%	7.5%	38.7%	10.5%
Q14-5. Facebook	5.2%	5.5%	3.7%	6.7%	68.3%	10.5%
Q14-6. Twitter	1.2%	2.2%	1.5%	3.7%	81.0%	10.2%
Q14-7. Instagram	1.5%	2.2%	2.7%	4.5%	78.8%	10.2%
Q14-8. Nextdoor	14.7%	11.0%	12.5%	10.0%	43.1%	8.7%
Q14-9. Direct mail from City of Clayton	31.7%	23.7%	19.7%	9.0%	8.5%	7.5%
Q14-10. Attending public meetings	2.7%	6.2%	19.2%	21.7%	39.9%	10.2%
Q14-11. Calling City by phone	3.7%	8.0%	19.2%	22.4%	35.9%	10.7%

(WITHOUT "NOT PROVIDED")**Q14. City Communication. Please indicate your usage of each communication source. (without "not provided")**

(N=401)

	Often	4	3	2	Never
Q14-1. City website, www.claytonmo.gov	14.1%	17.2%	29.6%	19.9%	19.1%
Q14-2. City newsletter/magazine, City Views	38.4%	26.2%	17.0%	7.0%	11.4%
Q14-3. Parks & Recreation Activity Guide	25.6%	22.6%	24.0%	11.8%	16.0%
Q14-4. Weekly eNewsletter, Clayton Connection	25.1%	10.9%	12.5%	8.4%	43.2%
Q14-5. Facebook	5.8%	6.1%	4.2%	7.5%	76.3%
Q14-6. Twitter	1.4%	2.5%	1.7%	4.2%	90.3%
Q14-7. Instagram	1.7%	2.5%	3.1%	5.0%	87.8%
Q14-8. Nextdoor	16.1%	12.0%	13.7%	10.9%	47.3%
Q14-9. Direct mail from City of Clayton	34.2%	25.6%	21.3%	9.7%	9.2%
Q14-10. Attending public meetings	3.1%	6.9%	21.4%	24.2%	44.4%
Q14-11. Calling City by phone	4.2%	8.9%	21.5%	25.1%	40.2%

(WITHOUT "NOT PROVIDED")**Q14. City Communication. Please indicate how effective you feel the source is in keeping you informed about the City of Clayton.**

(N=401)

	Effective	4	3	2	Ineffective	Not provided
Q14-1. City website, www.claytonmo.gov	26.4%	19.0%	17.7%	4.5%	3.5%	28.9%
Q14-2. City newsletter/magazine, City Views	37.4%	18.2%	14.0%	3.5%	1.7%	25.2%
Q14-3. Parks & Recreation Activity Guide	34.7%	21.2%	12.0%	2.2%	1.7%	28.2%
Q14-4. Weekly eNewsletter, Clayton Connection	25.4%	10.0%	11.7%	3.5%	7.7%	41.6%
Q14-5. Facebook	6.7%	4.2%	7.7%	5.2%	17.0%	59.1%
Q14-6. Twitter	3.7%	2.7%	5.0%	4.5%	20.4%	63.6%
Q14-7. Instagram	3.7%	3.0%	5.2%	5.2%	18.7%	64.1%
Q14-8. Nextdoor	13.5%	9.0%	12.0%	5.2%	12.5%	47.9%
Q14-9. Direct mail from City of Clayton	32.2%	22.4%	10.7%	2.0%	2.2%	30.4%
Q14-10. Attending public meetings	10.7%	11.2%	17.5%	5.2%	6.5%	48.9%
Q14-11. Calling City by phone	18.0%	13.0%	12.7%	5.7%	7.5%	43.1%

(WITHOUT "NOT PROVIDED")**Q14. City Communication. Please indicate how effective you feel the source is in keeping you informed about the City of Clayton. (without "not provided")**

(N=401)

	Effective	4	3	2	Ineffective
Q14-1. City website, www.claytonmo.gov	37.2%	26.7%	24.9%	6.3%	4.9%
Q14-2. City newsletter/magazine, City Views	50.0%	24.3%	18.7%	4.7%	2.3%
Q14-3. Parks & Recreation Activity Guide	48.3%	29.5%	16.7%	3.1%	2.4%
Q14-4. Weekly eNewsletter, Clayton Connection	43.6%	17.1%	20.1%	6.0%	13.2%
Q14-5. Facebook	16.5%	10.4%	18.9%	12.8%	41.5%
Q14-6. Twitter	10.3%	7.5%	13.7%	12.3%	56.2%
Q14-7. Instagram	10.4%	8.3%	14.6%	14.6%	52.1%
Q14-8. Nextdoor	25.8%	17.2%	23.0%	10.0%	23.9%
Q14-9. Direct mail from City of Clayton	46.2%	32.3%	15.4%	2.9%	3.2%
Q14-10. Attending public meetings	21.0%	22.0%	34.1%	10.2%	12.7%
Q14-11. Calling City by phone	31.6%	22.8%	22.4%	10.1%	13.2%

Q15. Center of Clayton Communication. Please indicate your usage of each communication source.

(N=401)

	Often	4	3	2	Never	Not provided
Q15-1. Center of Clayton website, www.centerofclayton.com	12.5%	12.7%	14.2%	14.0%	34.9%	11.7%
Q15-2. Center of Clayton programming in Parks & Recreation Activity Guide	19.5%	18.5%	16.7%	10.7%	23.9%	10.7%
Q15-3. Monthly eNewsletter, CenterLine	8.0%	7.5%	8.7%	7.7%	53.6%	14.5%
Q15-4. Facebook	3.7%	2.5%	2.2%	4.7%	71.6%	15.2%
Q15-5. Twitter	0.5%	0.7%	1.5%	2.5%	78.3%	16.5%
Q15-6. Instagram	1.7%	1.2%	2.5%	3.0%	74.8%	16.7%
Q15-7. Nextdoor	7.7%	4.0%	8.2%	6.5%	57.4%	16.2%
Q15-8. Direct mail from Center of Clayton	19.7%	18.5%	17.0%	6.2%	25.7%	13.0%
Q15-9. Calling Center of Clayton by phone	5.0%	9.2%	14.7%	15.0%	40.6%	15.5%
Q15-10. Signage within Center of Clayton	7.2%	10.0%	17.0%	9.5%	38.9%	17.5%

(WITHOUT "NOT PROVIDED")**Q15. Center of Clayton Communication. Please indicate your usage of each communication source.**
(without "not provided")

(N=401)

	Often	4	3	2	Never
Q15-1. Center of Clayton website, www.centerofclayton.com	14.1%	14.4%	16.1%	15.8%	39.5%
Q15-2. Center of Clayton programming in Parks & Recreation Activity Guide	21.8%	20.7%	18.7%	12.0%	26.8%
Q15-3. Monthly eNewsletter, CenterLine	9.3%	8.7%	10.2%	9.0%	62.7%
Q15-4. Facebook	4.4%	2.9%	2.6%	5.6%	84.4%
Q15-5. Twitter	0.6%	0.9%	1.8%	3.0%	93.7%
Q15-6. Instagram	2.1%	1.5%	3.0%	3.6%	89.8%
Q15-7. Nextdoor	9.2%	4.8%	9.8%	7.7%	68.5%
Q15-8. Direct mail from Center of Clayton	22.6%	21.2%	19.5%	7.2%	29.5%
Q15-9. Calling Center of Clayton by phone	5.9%	10.9%	17.4%	17.7%	48.1%
Q15-10. Signage within Center of Clayton	8.8%	12.1%	20.5%	11.5%	47.1%

Q15. Center of Clayton Communication. Please indicate how effective you feel the source is in keeping you informed about the Center of Clayton.

(N=401)

	Effective	4	3	2	Ineffective	Not provided
Q15-1. Center of Clayton website, www.centerofclayton.com	20.9%	14.0%	11.7%	3.2%	8.2%	41.9%
Q15-2. Center of Clayton programming in Parks & Recreation Activity Guide	27.9%	14.7%	13.2%	1.5%	4.5%	38.2%
Q15-3. Monthly eNewsletter, CenterLine	11.7%	7.2%	11.5%	3.0%	11.2%	55.4%
Q15-4. Facebook	5.2%	3.5%	6.5%	3.5%	17.0%	64.3%
Q15-5. Twitter	2.5%	2.2%	6.2%	2.2%	20.0%	66.8%
Q15-6. Instagram	3.5%	2.2%	6.2%	2.0%	19.7%	66.3%
Q15-7. Nextdoor	6.5%	6.0%	8.5%	3.2%	15.7%	60.1%
Q15-8. Direct mail from Center of Clayton	21.4%	16.5%	11.5%	1.7%	6.0%	42.9%
Q15-9. Calling Center of Clayton by phone	13.0%	13.5%	11.2%	3.0%	8.2%	51.1%
Q15-10. Signage within Center of Clayton	12.7%	10.5%	15.2%	3.0%	8.5%	50.1%

(WITHOUT "NOT PROVIDED")**Q15. Center of Clayton Communication. Please indicate how effective you feel the source is in keeping you informed about the Center of Clayton. (without "not provided")**

(N=401)

	Effective	4	3	2	Ineffective
Q15-1. Center of Clayton website, www.centerofclayton.com	36.1%	24.0%	20.2%	5.6%	14.2%
Q15-2. Center of Clayton programming in Parks & Recreation Activity Guide	45.2%	23.8%	21.4%	2.4%	7.3%
Q15-3. Monthly eNewsletter, CenterLine	26.3%	16.2%	25.7%	6.7%	25.1%
Q15-4. Facebook	14.7%	9.8%	18.2%	9.8%	47.6%
Q15-5. Twitter	7.5%	6.8%	18.8%	6.8%	60.2%
Q15-6. Instagram	10.4%	6.7%	18.5%	5.9%	58.5%
Q15-7. Nextdoor	16.3%	15.0%	21.3%	8.1%	39.4%
Q15-8. Direct mail from Center of Clayton	37.6%	28.8%	20.1%	3.1%	10.5%
Q15-9. Calling Center of Clayton by phone	26.5%	27.6%	23.0%	6.1%	16.8%
Q15-10. Signage within Center of Clayton	25.5%	21.0%	30.5%	6.0%	17.0%

Q16. Awareness of Services and Engagement Efforts: Please rate your awareness of each of the following.

(N=401)

	Aware	Somewhat aware	Unaware	Not provided
Q16-1. Messaging from Clayton Police Department	35.9%	26.7%	31.9%	5.5%
Q16-2. Messaging from Clayton Fire Department	18.7%	24.9%	50.9%	5.5%

(WITHOUT "NOT PROVIDED")**Q16. Awareness of Services and Engagement Efforts: Please rate your awareness of each of the following. (without "not provided")**

(N=401)

	Aware	Somewhat aware	Unaware
Q16-1. Messaging from Clayton Police Department	38.0%	28.2%	33.8%
Q16-2. Messaging from Clayton Fire Department	19.8%	26.4%	53.8%

Q17. Is the City of Clayton moving in the right direction on the following?

(N=401)

	Yes	No	Don't know
Q17-1. Attracting high quality development	61.8%	16.0%	22.2%
Q17-2. Preserving neighborhoods	60.6%	22.7%	16.7%
Q17-3. Fostering unique dining & shopping opportunities	54.4%	28.4%	17.2%
Q17-4. Supporting arts & culture	69.1%	12.0%	19.0%

(WITHOUT "DON'T KNOW")**Q17. Is the City of Clayton moving in the right direction on the following? (without "don't know")**

(N=401)

	Yes	No
Q17-1. Attracting high quality development	79.5%	20.5%
Q17-2. Preserving neighborhoods	72.8%	27.2%
Q17-3. Fostering unique dining & shopping opportunities	65.7%	34.3%
Q17-4. Supporting arts & culture	85.2%	14.8%

Q18. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Enforcing mowing & trimming of lawns on private property	18.7%	27.7%	15.2%	6.0%	1.5%	30.9%
Q18-2. Enforcing maintenance of residential property (exterior of homes)	17.0%	26.2%	16.0%	6.0%	3.2%	31.7%
Q18-3. Enforcing maintenance of business property	17.0%	26.4%	15.7%	5.5%	1.5%	33.9%

(WITHOUT "DON'T KNOW")**Q18. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following. (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Enforcing mowing & trimming of lawns on private property	27.1%	40.1%	22.0%	8.7%	2.2%
Q18-2. Enforcing maintenance of residential property (exterior of homes)	24.8%	38.3%	23.4%	8.8%	4.7%
Q18-3. Enforcing maintenance of business property	25.7%	40.0%	23.8%	8.3%	2.3%

Q19. In the past 12 months, have you contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?

Q19. Have you contacted City's Planning & Development Services Department to report a Code Enforcement Violation in past 12 months	Number	Percent
Yes	34	8.5 %
No	367	91.5 %
Total	401	100.0 %

Q19a. Which of the categories did you report?

Q19a. Which categories did you report	Number	Percent
Enforcing mowing & trimming of lawns on private property	11	32.4 %
Enforcing maintenance of residential property (exterior of homes)	16	47.1 %
Enforcing maintenance of business property	8	23.5 %
Total	35	

Q20. Planning and Development Process. Have you applied for any planning and development permits?

Q20. Have you applied for any Planning & Development Permits	Number	Percent
Yes	86	21.4 %
No	315	78.6 %
Total	401	100.0 %

Q21. If you have applied, please rate each of the following.

(N=86)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Standards & quality of development	24.4%	43.0%	11.6%	11.6%	1.2%	8.1%
Q21-2. Overall Planning & Development process	22.1%	29.1%	18.6%	17.4%	3.5%	9.3%
Q21-3. Rigor of technical review & reporting by staff of development applications	22.1%	25.6%	25.6%	10.5%	8.1%	8.1%
Q21-4. Plan Commission & Architectural Review Board decision process	15.1%	26.7%	16.3%	12.8%	12.8%	16.3%
Q21-5. Board of Aldermen decision process	14.0%	20.9%	16.3%	5.8%	7.0%	36.0%

(WITHOUT "DON'T KNOW")**Q21. If you have applied, please rate each of the following. (without "don't know")**

(N=86)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Standards & quality of development	26.6%	46.8%	12.7%	12.7%	1.3%
Q21-2. Overall Planning & Development process	24.4%	32.1%	20.5%	19.2%	3.8%
Q21-3. Rigor of technical review & reporting by staff of development applications	24.1%	27.8%	27.8%	11.4%	8.9%
Q21-4. Plan Commission & Architectural Review Board decision process	18.1%	31.9%	19.4%	15.3%	15.3%
Q21-5. Board of Aldermen decision process	21.8%	32.7%	25.5%	9.1%	10.9%

Q22. For which of the following areas do you support the City's use of financial incentives (tax reductions, abatement, etc.) to attract and expand?

Q22. For which areas do you support City's use of financial incentives to attract & expand

	Number	Percent
Offices/corporations	67	16.7 %
Retail	168	41.9 %
Downtown high density/market rate residential	63	15.7 %
Arts & culture venue	200	49.9 %
Affordable housing	131	32.7 %
None of these	87	21.7 %
Total	716	

(WITHOUT "NONE OF THESE")

Q22. 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")

Q22. For which areas do you support City's use of financial incentives to attract & expand

	Number	Percent
Offices/corporations	67	21.3 %
Retail	168	53.5 %
Downtown high density/market rate residential	63	20.1 %
Arts & culture venue	200	63.7 %
Affordable housing	131	41.7 %
Total	629	

Q23. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

Q23. Have you contacted City with a question, problem, or complaint during past year

	Number	Percent
Yes	140	34.9 %
No	261	65.1 %
Total	401	100.0 %

Q23b. 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=140)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23b-1. How easy the department was to contact	35.7%	40.0%	11.4%	7.1%	4.3%	1.4%
Q23b-2. How courteously you were treated	44.3%	33.6%	14.3%	2.9%	1.4%	3.6%
Q23b-3. Technical competence & knowledge of City employees who assisted you	37.1%	34.3%	13.6%	3.6%	2.9%	8.6%
Q23b-4. Overall responsiveness of City employees to your request or concern	38.6%	32.1%	12.9%	7.1%	7.1%	2.1%

(WITHOUT "DON'T KNOW")

Q23b. 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=140)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23b-1. How easy the department was to contact	36.2%	40.6%	11.6%	7.2%	4.3%
Q23b-2. How courteously you were treated	45.9%	34.8%	14.8%	3.0%	1.5%
Q23b-3. Technical competence & knowledge of City employees who assisted you	40.6%	37.5%	14.8%	3.9%	3.1%
Q23b-4. Overall responsiveness of City employees to your request or concern	39.4%	32.8%	13.1%	7.3%	7.3%

Q24. Transportation: Please rate your satisfaction with the quality of the following.

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Ease of north/south travel	19.5%	46.1%	16.0%	7.2%	2.2%	9.0%
Q24-2. Ease of east/west travel	20.4%	44.4%	12.2%	9.2%	5.2%	8.5%
Q24-3. Ease of travel from home to schools	21.9%	28.4%	8.0%	3.5%	1.7%	36.4%
Q24-4. Ease of travel from your home to work	25.2%	33.9%	9.0%	2.7%	1.2%	27.9%
Q24-5. Availability of public transportation	10.2%	21.2%	18.5%	7.7%	2.7%	39.7%
Q24-6. Availability of bicycle lanes	15.5%	26.9%	20.7%	10.7%	5.7%	20.4%
Q24-7. Availability of pedestrian walkways	26.9%	39.9%	15.2%	6.5%	2.0%	9.5%
Q24-8. Availability of parking in residential areas	24.2%	42.9%	13.5%	9.0%	2.2%	8.2%
Q24-9. Availability of parking in business district	12.2%	31.2%	18.2%	20.9%	8.5%	9.0%
Q24-10. Availability of parking Downtown	11.2%	30.4%	21.2%	20.0%	8.7%	8.5%
Q24-11. Width of sidewalks in business districts	23.7%	43.9%	12.7%	6.7%	3.0%	10.0%

(WITHOUT "DON'T KNOW")**Q24. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Ease of north/south travel	21.4%	50.7%	17.5%	7.9%	2.5%
Q24-2. Ease of east/west travel	22.3%	48.5%	13.4%	10.1%	5.7%
Q24-3. Ease of travel from home to schools	34.5%	44.7%	12.5%	5.5%	2.7%
Q24-4. Ease of travel from your home to work	34.9%	47.1%	12.5%	3.8%	1.7%
Q24-5. Availability of public transportation	16.9%	35.1%	30.6%	12.8%	4.5%
Q24-6. Availability of bicycle lanes	19.4%	33.9%	26.0%	13.5%	7.2%
Q24-7. Availability of pedestrian walkways	29.8%	44.1%	16.8%	7.2%	2.2%
Q24-8. Availability of parking in residential areas	26.4%	46.7%	14.7%	9.8%	2.4%
Q24-9. Availability of parking in business district	13.4%	34.2%	20.0%	23.0%	9.3%
Q24-10. Availability of parking Downtown	12.3%	33.2%	23.2%	21.8%	9.5%
Q24-11. Width of sidewalks in business districts	26.3%	48.8%	14.1%	7.5%	3.3%

Q25. How supportive are you of the following?

(N=401)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive	Don't know
Q25-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes & increased travel times	17.5%	19.0%	18.5%	39.4%	5.7%
Q25-2. Developing additional bike lanes on roadways if it required reducing or eliminating street parking	12.5%	13.7%	18.7%	49.4%	5.7%
Q25-3. Developing additional bike lanes on roadways if it required reducing or eliminating outdoor dining space through reduction of sidewalk width	9.0%	9.7%	18.7%	56.1%	6.5%

(WITHOUT "DON'T KNOW")

Q25. How supportive are you of the following? (without "don't know")

(N=401)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Q25-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes & increased travel times	18.5%	20.1%	19.6%	41.8%
Q25-2. Developing additional bike lanes on roadways if it required reducing or eliminating street parking	13.2%	14.6%	19.8%	52.4%
Q25-3. Developing additional bike lanes on roadways if it required reducing or eliminating outdoor dining space through reduction of sidewalk width	9.6%	10.4%	20.0%	60.0%

Q26. 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.)

Q26. Clayton is a community where all people feel welcome, regardless of their identity	Number	Percent
Strongly agree	109	27.2 %
Agree	134	33.4 %
Neutral	87	21.7 %
Disagree	24	6.0 %
Strongly disagree	11	2.7 %
Don't know	36	9.0 %
Total	401	100.0 %

(WITHOUT "DON'T KNOW")

Q26. 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")

Q26. Clayton is a community where all people feel welcome, regardless of their identity	Number	Percent
Strongly agree	109	29.9 %
Agree	134	36.7 %
Neutral	87	23.8 %
Disagree	24	6.6 %
Strongly disagree	11	3.0 %
Total	365	100.0 %

Q27. To what extent do you see the City of Clayton as a leader in terms of promoting diversity, equity, and inclusion?

Q27. To what extent is City of Clayton as a leader in terms of promoting diversity, equity, & inclusion	Number	Percent
Leading	98	24.4 %
Average	164	40.9 %
Lagging	60	15.0 %
Don't know	79	19.7 %
Total	401	100.0 %

(WITHOUT "DON'T KNOW")**Q27. 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")**

Q27. To what extent is City of Clayton as a leader in terms of promoting diversity, equity, & inclusion	Number	Percent
Leading	98	30.4 %
Average	164	50.9 %
Lagging	60	18.6 %
Total	322	100.0 %

Q28. 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 8 being the least preferred.)

(N=401)

	Most preferred	2	3	4	5	6	7	Least preferred	Not provided
Q28. General administrative policies	15.7%	3.7%	6.7%	10.2%	8.0%	9.0%	8.2%	0.5%	37.9%
Q28. Community policing	13.2%	11.0%	9.5%	6.5%	6.5%	7.5%	6.5%	2.5%	36.9%
Q28. Support variety of housing options	14.5%	8.5%	6.2%	3.7%	6.0%	9.2%	10.2%	4.2%	37.4%
Q28. Employment	8.0%	13.0%	9.2%	11.5%	8.7%	6.5%	4.0%	0.5%	38.7%
Q28. Support or provide incentives to minority/women-owned businesses	7.2%	11.5%	9.7%	8.5%	8.2%	6.0%	8.7%	3.5%	36.7%
Q28. Awareness & education	9.0%	11.2%	12.5%	8.2%	8.7%	8.2%	4.5%	1.2%	36.4%
Q28. Multi-cultural events	5.5%	9.7%	8.2%	10.5%	9.7%	7.5%	6.7%	1.0%	41.1%
Q28. Other	2.7%	0.2%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	96.0%

(WITHOUT "NOT PROVIDED")

Q28. 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 8 being the least preferred.) (without "not provided")

(N=401)

	Most preferred	2	3	4	5	6	7	Least preferred
Q28. General administrative policies	25.3%	6.0%	10.8%	16.5%	12.9%	14.5%	13.3%	0.8%
Q28. Community policing	20.9%	17.4%	15.0%	10.3%	10.3%	11.9%	10.3%	4.0%
Q28. Support variety of housing options	23.1%	13.5%	10.0%	6.0%	9.6%	14.7%	16.3%	6.8%
Q28. Employment	13.0%	21.1%	15.0%	18.7%	14.2%	10.6%	6.5%	0.8%
Q28. Support or provide incentives to minority/women-owned businesses	11.4%	18.1%	15.4%	13.4%	13.0%	9.4%	13.8%	5.5%
Q28. Awareness & education	14.1%	17.6%	19.6%	12.9%	13.7%	12.9%	7.1%	2.0%
Q28. Multi-cultural events	9.3%	16.5%	14.0%	17.8%	16.5%	12.7%	11.4%	1.7%
Q28. Other	68.8%	6.3%	18.8%	6.3%	0.0%	0.0%	0.0%	0.0%

Q29. Have you used the Passport Parking app?

Q29. Have you used Passport Parking app	Number	Percent
Yes	230	57.4 %
No	164	40.9 %
Don't know	7	1.7 %
Total	401	100.0 %

(WITHOUT "DON'T KNOW")

Q29. Have you used the Passport Parking app? (without "don't know")

Q29. Have you used Passport Parking app	Number	Percent
Yes	230	58.4 %
No	164	41.6 %
Total	394	100.0 %

Q30. How long have you been a resident of Clayton?

Q30. How long have you been a resident of Clayton	Number	Percent
0-5	99	24.7 %
6-10	60	15.0 %
11-15	37	9.2 %
16-20	40	10.0 %
21-30	66	16.5 %
31+	81	20.2 %
Not provided	18	4.5 %
Total	401	100.0 %

(WITHOUT "NOT PROVIDED")**Q30. How long have you been a resident of Clayton? (without "not provided")**

Q30. How long have you been a resident of Clayton	Number	Percent
0-5	99	25.8 %
6-10	60	15.7 %
11-15	37	9.7 %
16-20	40	10.4 %
21-30	66	17.2 %
31+	81	21.1 %
Total	383	100.0 %

Q31. Which of the following best describes your household?

Q31. Which following best describes your household	Number	Percent
Own single family home	204	50.9 %
Own multi-family unit (condo, apartment, duplex)	69	17.2 %
Rent or lease single family home	29	7.2 %
Rent multi-family unit (condo, apartment, duplex)	70	17.5 %
Not provided	29	7.2 %
Total	401	100.0 %

(WITHOUT "NOT PROVIDED")**Q31. Which of the following best describes your household? (without "not provided")**

Q31. Which following best describes your household	Number	Percent
Own single family home	204	54.8 %
Own multi-family unit (condo, apartment, duplex)	69	18.5 %
Rent or lease single family home	29	7.8 %
Rent multi-family unit (condo, apartment, duplex)	70	18.8 %
Total	372	100.0 %

Q32. What is your age?

Q32. Your age	Number	Percent
18-34	74	18.5 %
35-44	77	19.2 %
45-54	76	19.0 %
55-64	75	18.7 %
65+	78	19.5 %
Not provided	21	5.2 %
Total	401	100.0 %

(WITHOUT "NOT PROVIDED")**Q32. What is your age? (without "not provided")**

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	74	19.5 %
35-44	77	20.3 %
45-54	76	20.0 %
55-64	75	19.7 %
65+	78	20.5 %
Total	380	100.0 %

Q33. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.5	932
Under age 5	0.1	31
Ages 5-9	0.1	47
Ages 10-14	0.1	55
Ages 15-19	0.2	80
Ages 20-24	0.1	49
Ages 25-34	0.2	77
Ages 35-44	0.3	113
Ages 45-54	0.4	158
Ages 55-64	0.4	157
Ages 65-74	0.3	98
Ages 75+	0.2	67

Q34. Would you say your total annual household income is...

<u>Q34. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	17	4.2 %
\$30K to \$59,999	25	6.2 %
\$60K to \$99,999	61	15.2 %
\$100K to \$149,999	62	15.5 %
\$150K to \$199,999	71	17.7 %
\$200K+	80	20.0 %
Not provided	85	21.2 %
Total	401	100.0 %

(WITHOUT "NOT PROVIDED")**Q34. Would you say your total annual household income is... (without "not provided")**

Q34. Your total annual household income	Number	Percent
Under \$30K	17	5.4 %
\$30K to \$59,999	25	7.9 %
\$60K to \$99,999	61	19.3 %
\$100K to \$149,999	62	19.6 %
\$150K to \$199,999	71	22.5 %
\$200K+	80	25.3 %
Total	316	100.0 %

Q35. Which of the following best describes your race/ethnicity?

Q35. Your race/ethnicity	Number	Percent
Asian or Asian Indian	40	10.0 %
Black or African American	29	7.2 %
American Indian or Alaska Native	2	0.5 %
White or Caucasian	301	75.1 %
Hispanic, Spanish, Latino/a/x	11	2.7 %
Other	10	2.5 %
Total	393	

Q35. Self-describe your race/ethnicity:

Q35-7. Self-describe your race/ethnicity	Number	Percent
Mixed	6	60.0 %
More than one	1	10.0 %
Multiple races	1	10.0 %
Not just one	1	10.0 %
Germany, Native American and Irish	1	10.0 %
Total	10	100.0 %

Q36. Your gender identity:

Q36. Your gender identity	Number	Percent
Male	193	48.1 %
Female	197	49.1 %
Other	2	0.5 %
Prefer not to answer	9	2.2 %
Total	401	100.0 %

(WITHOUT "PREFER NOT TO ANSWER")**Q36. Your gender identity: (without "prefer not to answer")**

Q36. Your gender identity	Number	Percent
Male	193	49.2 %
Female	197	50.3 %
Other	2	0.5 %
Total	392	100.0 %



Open-Ended Responses

Open-Ended Question Responses

Q13a—"Other": Do you subscribe to the City's email communications (Clayton Connection, Centerline, Agendas and Minutes e-Notifications, etc.)? Why not?

- Had subscribed in the past. At some point stopped receiving communications from the city for unknown reason.
- I read the mailed info
- no email
- not involved

Q17a—"If you answered "No" to any of the items in Question 17, please explain.": Is the City of Clayton moving in the right direction on the following?

- A lot of small shops and restaurant are demolished to give room to new developments in down town. None of the new developments provide enough space by the side walk to support planting flowers and trees, eradicating the existing spaces by maximizing the area under construction enlarging the foot print rather than increasing the elevations. The city has become increasingly less attractive to pedestrians with the new developments in downtown.
- Allowing houses to be torn down and building mega homes is destroying economic diversity.
- Art fair once a year. That's it?
- Arts fair is uninspired. No restaurants that are new. Tall box buildings take away from neighborhood feeling.
- Bike lane on Maryland limits access to restaurants and parking.
- City has fallen way behind in attracting retail development compared to Kirkwood, Webster and Maplewood.
- City is squeezing out older historic homes and buildings
- City seems to put revenue over quality of life for current residents.
- "Clayton allows far too many retail/restaurant spaces to remain empty, and then with all the lost tax review plus tax abatement offered to multiple new buildings coming into Clayton,
- You then turn to the captive audiences of homeowners in Clayton. "
- Clayton best two neighborhoods for unique restaurant experiences are Demun and Wydown/Hanley. We should be doing everything possible to mimic that vibe downtown. Proactively engaging and getting creative with the county and absentee landlords would help.
- Clayton is fostering big, impersonal office buildings, not unique, art-centered space and events.
- Clayton is overdeveloped
- Commercial development in business district is terrible too long.
- Condos and high rises are crowding out neighborhoods. Neighborhoods are losing charm.
- Developers rule. big projects constantly.
- Development has stalled out in Centene Plaza, citizens did not get what was promised.
- development in central Clayton is out of control. ruining the feel of Clayton and too many high rise buildings
- did not need the abatement for Centren
- Difficult to get around due to construction
- Dining is limited. Not enough variety. WE often go into city to explore new places.

- Do not feel that shopping opportunities are strong in Clayton. Dining is; not shopping. Few good shopping options.
- Does our response really make a difference or change anything? Current residents are ignored.
- Don't like the density of the downtown area.
- Downtown Clayton has lost its luster as far as dining and shopping options. Growing up in Clayton there were fun and safe options to roam and grab a bite to eat and also shops. Now the dining is limited and very spread out which saddens me.
- Downtown development seems to be creating office buildings at the expense of restaurants.
- Downtown is a dead zone. Nothing for families to do.
- Enough! No more apartment or office buildings.
- Feel Clayton overemphasizes large businesses and dining options instead of small commercial retail. The small retail may not bring in the tax dollars but is necessary for vibrant neighborhoods
- Feels like we are slowly losing the character
- high quality but wiped out small business development. Increased property values and killed small business
- I am disappointed that many favorite restaurants have relocated or shut down
- I don't think the city is attracting the right kind of development to encourage people to come here. Neighborhoods are lovely but completely unaffordable. There is no shopping of the kind that most people want to do: boutiques, dress shops, bookstores etc. there are few restaurants that are not high-end. Parking is a nightmare downtown.
- I don't feel secure in information given to me in public forums regarding new development.
- "I feel like the soul, that is the urban flavor of what made Clayton ""Clayton"" is being lost in the CBD. Particularly on the east side of downtown, where Centene was granted all sorts of tax breaks and incentives to develop a grand scaled campus, which in turn turned out to be a massive failure and underwhelming delivery. There is a whole lot of wasted opportunity there. And it's disgusting what the Forsyth streetscape was allowed to convert to. In that being a wall of garages with no life. It's a terrible first impression coming in through the eastern gateway of the city. A real blight to the eye.
- Overall, while nice to see economic improvement and infill occurring, it's all just so dystopian and underwhelming. Who designed these codes that permit everything to be a lifeless, flavorless box? The Plaza Clayton development was a step in the right direction. That is truly world-class. So what happened? When did the standards slip? I kind of feel like the current disposition is to just approve everything, as much as possible...why are we sacrificing the character and charm in the name of new tax revenue? Can we not have both benefits? I would call everything a development. But high quality? Not to the discerning eye. What I see Clayton turning its downtown into is an any-city anywhere faceless environment. It's a real shame. If only there was as much precision and attention to detail in the CBD as there was in the city's neighborhoods. "
- I feel we have not recovered from business lost during the pandemic.
- I have notice a few businesses closing and not being replaced. The vacant businesses have me concerned.
- I prefer locally owned and operated venues, not chains.
- I would like to see more low income housing be made available to the increase in diversity

- In order for there to be diversity in Clayton housing prices must diversify=come down and be varied.
- It appears that we have less lunch and dining options. Lack of restaurants for watching sports and live music.
- It's clear budget challenges have decreased programming
- Less corporate tax abatement's.
- Local and unique businesses are being replaced by chains due to higher rents. I prefer small and unique.
- I think the City is pushing McMansions in residential development by bending the codes to suit the developers who are tearing down the existing housing stock. This results in the same big box rectangle being built to replace existing housing stock. There doesn't seem to be nearly enough support of street level retail throughout downtown Clayton. Photos of street level retail on Maryland Avenue, between Brentwood and Forsyth is regularly used to promote Clayton and no new development has anywhere near that level of street level retail. As a long time resident, much of the charm of Clayton is being bulldozed away. Walking through downtown Clayton on a weekend is like the movie "Andromeda Strain" you walk through empty streets and rarely see any people.
- Loosing charm of neighborhoods.
- Loosing to many small businesses.
- losing that small town feeling to McMansions, etc.
- Losing too many restaurants to construction- nowhere affordable for them to go
- lost storefronts
- many closed shops, retail spaces
- "More focus on affordable housing, fewer 'tear downs' in neighborhoods, more options for casual dining. The central business district was a unique mix of shops, restaurants and local and national businesses. It now looks like a bunch of high rise office buildings with vacant store fronts. What happened to the city plan? Well Centene! Government leaders gave away everything and what do we have? A large patch of green space and vacant store fronts!
- The sidewalks along Central are crowded with tables and the sidewalks are dirty and littered with cigarette butts. Never mind the fact that trying to walk to the library and post office is almost impossible with all the closed sidewalks. The area is very unsafe for pedestrians.
- Maryland Ave. is a mess during the morning commute with the addition of bike lanes (which aren't being used). It doesn't help when the construction projects are receiving deliveries of materials during rush hour times- so traffic is stopped for this activity. Did no one complete a traffic impact study? Could the lights be better timed? Do city officials ever travel this way? How much are we spending to maintain the white traffic pillars that are routinely knocked over? What a waste of time and money."
- More high end restaurants. Parking is still an issue. New construction is too large for lots.
- More opportunities to host arts and culture events especially ones with child oriented components
- More restaurants, retail. no more banks.
- Need art galleries again, a theatre for live performances and a movie theater.
- Need better parking for retail and restaurants.

- Need more dense, low-cost housing and walkable neighborhoods, more support for the arts.
- Need more unique businesses.
- need shops and restaurants
- Need to incentivize small businesses to maintain City charm.
- Needs more work more diversity
- Neighborhoods are losing their character, being town down.
- Neighbors continuing to be encroached on by developers.
- New buildings are mediocre in design. Few new good sit down restaurants.
- new developments all look the same and there have been several tear-downs in our neighborhood of nearly 100 yr. old homes
- New developments are negatively impacting quality of neighborhoods. Lack of oversight. Dirty
- newest commercial development too large. too much disruption
- No uniform look to offices, residential mega mansions destroy character of neighborhoods.
- not interested in downtown Clayton becoming just large block buildings without any character
- Part of preserving neighborhoods includes maintaining the feel of them and its quite hard to maintain that when every other house is a project to teardown an older, somewhat affordable house and turning it into a monstrous 1% mansion. I'm not opposed to the 1% mansions, but their slow, sporadic takeover of some of the more quaint and charming areas makes it feel very out of place.
- Please do not knock down old to build multi million condos. Value family as well as retirement residents.
- Please stop approving development downtown. It is too much!
- Quality is in decline
- Quality of new buildings is low, poor architectural placing. looks cheap
- Re-development has eliminated several locally owned specialty restaurants and added only one. (Peel Pizza)
- Residential "fill in" activity with extra large housing seems to hurt neighborhood look and feel.
- Restaurant scene caters to high end dining. Could use more local neighborhood restaurants like a bakery, bagel shop, or brewery.
- Room for improvement in all areas. Hanley is a very dangerous road with too much too fast traffic. Needs calming schemes and strict enforcement of speed limits. Would best be turned into a boulevard.
- ruining the quaint look of Clayton with so many restaurants and shops. too many apts, too many hotels. Business is down
- Small business cannot afford the rent in the new high rise area.
- Small businesses being replaced with high rise development with rent too expensive to attract/retain small businesses.
- So tired of the constant new condo and apartment buildings and McMansions being built. The Clayton skyline is hard to see anymore and older apartments and houses are now over taken with tall overwhelming, unneeded and unaffordable condos or high end apartments. The area and neighborhoods are losing their charm and family feel. Middle class families can't afford to move to Clayton because housing of all natures is getting super expensive. Definitely impacting diversity throughout the area.

- tearing down older business to put in larger newer developments was unnecessary (unless a private company bought the property on the open market, no tax breaks, and is paying for any sewer/road/etc. improvements that will be needed)
- The cities priorities are inconsistent.
- The city is too focused on commercial development and destroying the character of the city.
- The city of Clayton appears to be supporting the DeMun Boutique Hotel proposition.
- The City seems to be run by developers, from both a commercial and residential standpoint. Residential development is all the same: a large rectangular box with an attached garage covering more of the property than should be allowed, with no yard to speak of. This is creating enormous water issues for every neighborhood. There is no charm to any of these new homes. The developers seem to be running the show. The PR/ARB writes its rules (or the developers write the rules for them) to encourage tear downs of lovely homes to put up McMansions. The PC/ARB is filled with old stodgy people who have no taste, style or creativity. They pick on residents and do whatever developers wish. Commercial property is also without aesthetic. Clayton used to be charming, but that is quickly being replaced with bland, bland, bland - homogenization. There are so many areas for which I am frustrated in this City: residential development, sustainability, lack of any consideration of residents, poor street conditions, ball fields which are fenced off and locked. The City should be encouraging and even subsidizing retail at all levels. The streets are empty at night when it should be alive. Streets should be closed off to encourage more pedestrians to walk through our City. There should be more events to bring people into the city. People complain that it's hard to park and it's expensive. The signage on parking meters is very confusing, most people don't understand that parking is free on the weekend. We should be encouraging people to come to Clayton on the weekend, but we also have to have retail for them to want to visit, to shop, to dine. You say you want equity and inclusion, yet everything that is being built is beyond 99% of the population's reach in affordability. The City needs to take a hard look at what it wants to be and how to get there. If you just want to be a haven for the rich, just say that, but stop pretending that you're for equity, diversity and inclusion. The City is the exact opposite of that.
- The cost of doing business in Clayton for a boutique shop or small restaurateur is possibly prohibitive; more diversity would be nice.
- The extensive downtown development is creating huge pressure on neighborhoods and uniqueness of Clayton.
- The options for food is \$30-\$100 dollars for families. We need more affordable restaurants.
- The planning and zoning department has ruined the atmosphere of downtown by allowing too many high rise buildings. Downtown is getting too dense. Also, approvals for residential new construction, additions, and tear downs seems very arbitrary.
- The shopping downtown is minimal.
- The shopping opportunities is lagging.
- There is no Q17a but if the reference is intended to be to Q17(1) I answered no because I Do not believe the City of Clayton has attracted quality developments.
- They are building way too many new buildings against established neighborhoods. Really killing the charm of Clayton with big tower developments.

- This administration has systematically eliminated the small shops, restaurants, and buildings in favor of large office buildings that generate higher tax revenue - they have destroyed the character of the downtown area
- Too many apartments being built.
- Too many chain restaurants and stores downtown.
- Too many hotels, not enough parking. City is getting rich writing tickets! Maybe that was the plan all along?
- Too many huge condo/apt buildings going up in downtown Clayton that are getting rid of the small shops/character of the city
- Too many large office buildings, no small shops.
- Too many ugly towers. Losing retail and walkable streets.
- Too many uninteresting and ugly high rise buildings taking over the city. No interesting architecture, no incorporation of alternative transportation, no imagination
- Too much commercial and apartment development all at once.
- Too much development going on.
- too much development without concurrent increase in street volume- too crowded
- Too much emphasis on new commercial development hurting residential areas and small businesses.
- Too much redevelopment in the CBD. The charming character of the city has been destroyed with all the new high rise office and apartment buildings.
- turning downtown into a mega police. The quaint downtown atmosphere of 30 yrs. ago is gone
- Very disappointed with the Mayor's decision to shift responsibility of trash/recycle collection to individual property owners. And then pleased with herself that she was getting the budget deficit in order.
- Way too many apartments being built downtown. Clayton has lost it's charm.
- Way too much commercial building. You want retail shops, but don't provide adequate parking. Not enough parking for restaurants at lunchtime. People eating in restaurants take up the street parking for those that want to use the retail shops. Neighborhood entrances look bad... not well landscaped and maintained. Years ago used to be beautiful. Claverach Park entrance from Clayton Rd to Crestwood is not landscaped and looks bad. it can look great with just a few evergreen bushes and mulch. Don't need to spend much money at all.
- Way too much development
- We are loosing the charm with all the big condos and high rise offices.
- We do not want Hotel Demun (in its current 24 room plan - please 16 room maximum) - The parking solution they demonstrated is not satisfactory and will make the quality of life in Claytons best neighborhood go down. It feels like a money grab
- We give away too much without holding them accountable. Inexcusable
- We haven't seen any "unique dining opportunities" and certainly no unique or new shopping opportunities.
- We need affordable housing.
- We need more accessible retail (not banks or hair salons) with visible parking.
- We used to have quality events but now they seem just average

- WHILE CLAYTON AS A WHOLE HAS FEW "GATED" AREAS, MANY DECISIONS HAVE BEEN MADE AND CONTINUE TO BE MADE THAT MAKE IT SUPER EXPENSIVE TO LIVE AND PLAY HERE, EFFECTIVELY MAKING THE AREA INACCESSIBLE ("GATED") DUE TO COST.
- We should be the epicenter of culture for the region since downtown St. Louis is weak and a pain point to attract sustainable revenue. Clayton should be looked at as strong and vibrant driven by progressive infrastructure and experience since we are true center to county and city. Dining and retail needs to diversify in order to drive tax dollars for growth so residents don't carry a majority of the tax funding. Our portions for dining, retail and arts are weak (either high end or low end options with very little in between). I propose we look at examples of cities that are "winning" thriving as models i.e. Boulder CO Pearl street a closed pedestrian area in middle of city that has diverse restaurants retail and arts (culturally diverse....this is only one example of this type of model that can work and attract people from a larger radius and promote diversity and inclusion. Would love to talk more on ideas 314-448-3848. We have a chance to draw people to our city (Chesterfield and St. Charles are passing us bye and we need a strong downtown STL we can start the movement along the trail to a better region
- Would like to see more local businesses

Q21a—"If you answered "Dissatisfied" or "Very Dissatisfied" for any items in Question 21, please explain.": If you have applied, please rate each of the following.

- A little too much opinion. To each his and her own, right? ARB should embrace architectural differentiation and 21st century aesthetics. The actual opinions of the board need to be toned down in favor of fostering activity and investment.
- Aldermen's process seemed arbitrary and personal.
- ARB is difficult to work with, inconsistent with their decisions and residents and contractors hate to deal with them.
- ARB process takes too long. BOA does not listen to citizens.
- Arch review board has had too few board presidents, they stay on board too many years, should be 2 years max, and have been unqualified professionally. Zoning appeals process is corrupt, and given 2nd priority or less to ARB.
- City moves slow for permits. Took 6 weeks to get one approved.
- had bad experience replacing steps, landing
- I own the property at 6601 Clayton Road and the process of getting approval, inspections etc. was extremely lengthy, unnecessarily complicated and long. My project could have been completed in half the time of it took in Clayton in any other city in metropolitan Saint Louis region.
- I think my previous paragraph summed up my dissatisfaction with the PC/ARB. Honestly, I think they all need to go and the City needs to find people who actually know what they are doing who take ownership of the process and are not in the pockets of developers.
- it was a confusing process. Inspector even said he did not know why he was sent out
- more attention to be on condenser noise violations, storm water issues
- NOONE ANSWERS THE PHONE!! EVER!!!! Ever!!! Does anyone work in city hall anymore? I feel like everyone works from home and can't be bothered. It took 2 months for me to get a permit to fix an issue that a occupancy permit write up
- Not transparent. Good ole boy network. select group makes decisions

- Permit office is lousy. Impossible to schedule inspections.
- PLAN COMMISSION AND ARB HAVE WAY TOO MUCH POWER OVER WHAT IS BUILT IN CLAYTON, AND THERE IS AN OVEREMPHASIS ON HOW THINGS LOOK, RATHER THAN ON FUNCTIONALITY, SUSTAINABILITY, OR ACCESSIBILITY AND, THE BOA SEEMS TO BE OKAY WITH THAT
- Process takes too long. Pre Mayor Harris, the board of Aldermen did not listen to residents input.
- slow
- Standards applied unevenly based upon who is applying.
- Standards are antiquated for fencing choices.
- Takes too long to get approved to add an addition on to home. Then we have to wait over a week for the inspector before we can continue the work.
- Technical review is too slow
- The ARB process was nit picky.
- The process is painfully slow.
- The process seems to be oriented toward facilitating tear downs of existing homes and replacing them with McMansions. The rules have been bent to aid developers at the expense of residents looking to improve their existing homes. For example, the city has ruled that below grade attached garages are going to be treated as detached garages. In my opinion, this facilitates the tear down of existing homes and replacing the homes with McMansions.
- They do not care what the citizens want.
- They let folks build anything in Clayton....too big of residential and commercial projects.....killing charm and character of Clayton.....
- too long for building permits
- Too rigorous, hyper focused on unimportant details on my kitchen renovation project. Known reputation for being difficult according to several contractors that I've used.

Q23a—Which city department did you contact most recently?

- | | | |
|-----------------------------|--|--|
| • 911 Emergency | • city forestry to maintain tree line in front of property | • Fire department. |
| • ADA/Sidewalk Improvements | • City Hall | • Forestry |
| • Administration | • City Hall Planning and Development | • Forestry |
| • Alderman | • City Manager | • Forestry |
| • Alderman | • City Manager | • Forestry |
| • Alderman | • City Manager | • Forestry |
| • Alley issue | • City Manager | • Forestry |
| • ARB | • City Manager | • Forestry |
| • ARB | • City Manager | • Forestry |
| • Building | • City Manager | • Forestry |
| • Building | • clerks | • Housing |
| • Building code enforcement | • Code enforcement | • I forget exact department I started with the mayor |
| • Building Permit | • Code enforcement | • lights |
| • Center of Clayton | • Code enforcement | • Little Library. |
| | • EMS | |

- | | | |
|---|-----------------|---|
| • Maintenance | • Police | • Public Works |
| • Maintenance | • Police | • Public Works |
| • mayor | • Police | • Street lights |
| • mayor and aldermen | • Police | • Street maintenance. |
| • Mayor's office and public works. | • Police | • streets |
| • Mayor's state of the city meeting, planning and zoning, streets, public utilities | • Police | • Streets regarding cut-thru path over growth |
| • Missed recycling pickups... many, many times | • Police | • streets/sanitation |
| • occupancy permit | • public safety | • Streets/Traffic signs. |
| • P&D | • Public Works | • traffic |
| • Parking | • Public Works | • Traffic control. |
| • Parking | • Public Works | • Trash |
| • Parking Department | • Public Works | • Trash |
| • parks and rec | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • Trash |
| • Permits | • Public Works | • trash pickup |
| • Plan Commission | • Public Works | • trash pickup |
| • plan commission and architectural review | • Public Works | • trash pickup |
| • Planning | • Public Works | • Tree maintenance |
| • Planning | • Public Works | • Tree maintenance |
| • Planning | • Public Works | • Waste removal. |
| • Planning | • Public Works | • waste services |
| • Planning | • Public Works | • Yard waste pick up. |
| • plumbing/sewer lines programs | • Public Works | • Zoning |
| | • Public Works | |

Q28—"Other": What should be the priority areas for Clayton to improve to be a community that embraces and promotes matters of equity, diversity, and inclusion.

- Affordable housing
- Build it and they will come see previous answer on development opportunities
- Clayton citizens going outside the city to help others.
- Focus less on DEI
- Get rid of all the excessive bike lanes.
- I don't think DEI should be force fed on anyone in the community which is what this question is trying to do - I would have put 8 for all of them
- Just treat every person the way you would like to be treated.
- More information on schools.
- More multi-cultural dining and retail in order to easily share cultural experiences
- needs more art and culture
- Reducing carbon foot print.
- traffic congestion
- Transparency
- Transportation equity, free public transit, accessibility especially for pedestrian pathways, enforcement of traffic violations, traffic calming and slowing methods to reduce driver speed and reduce risk of pedestrian casualties.
- Treat everyone kindly.
- Treat everyone the same.

Q30a—"If you have lived in Clayton for less than 10 years, why did you move here?"

- Access to work
- Affordable apartments, close to city , reasonable commute to work, safety
- Amenities and closeness to park.
- Amenities in walking distance
- Central location and urban, pedestrian-friendly neighborhood
- Central location reputation of safety, old homes.
- central location, accessibility
- Central location, great walkable neighborhoods
- City life
- Clayton School District
- close access to St Louis, cultural venues
- close to previous home in Laune.
- close to the city with better schools
- Close to work.
- Condo housing in central corridor
- condo move
- Convenience
- Convenience
- Convenience & ambience

- dining, walkability, safe, clean, school district
- down size from big home in Towne country-wanted to experience living due to the ease of walking
- downsized
- downsized
- Downsized from large house to condo
- downsized to a condo
- employment
- Family in area.
- Family ties, the walkability, appearance is well kept and close to work.
- For a job and grandchildren.
- for school
- For school, however one now goes private.
- For the services Clayton offers. Very dissatisfied with trash collection proposal and stupid bike lanes on Maryland Ave.
- For work. Not originally from here.
- found right space
- found the right house
- Grandchildren
- Great condo, Park Tower.
- Great STL location. Semi-urban experience. Great housing.
- Grew up here
- High rise housing
- I grew up in Clayton and raised my family in Clayton so it was like “coming home.”
- I like being able to walk to shops Sidewalks for walking. Clayton Center
- I wanted to
- I wanted to live in a community with deep roots— that aren’t going to stop growing anytime soon.
- I was single and it fit my lifestyle compared to other suburban cites.
- Independent living retirement community
- job
- job relocation
- Left the city for improved safety and government
- Life style, excellent high rise condos although limited choice, and excellent restaurants.
- Like the old historic architecture and walking distance from shops and restaurants.
- Liked it
- Lived here for 3 years, then elsewhere in St. Louis County for 4 years, then back to Clayton to be closer to work
- Location
- Location
- Location
- Location, overall quality of the community.
- Location, Shaw park, condos, weather

- location, stable property values
- Location/City Life
- love the Demun neighborhood, diversity, proximity to Forest Park
- moved from house to condo
- Moved from St. Charles to be closer to work
- My job.
- Nearby family. Clayton perceived as a safe community with good schools, restaurants, and high quality housing.
- neighborhood
- Neighborhood community
- Opportunity and convenience.
- Owned property and downsized house when children grew up and moved out of home.
- Partner attending WashU, otherwise I would never be anywhere near here
- Property value maintains value.
- public schools, community, walkability
- Quality of life.
- Recreational opportunities (forest park, cycling, walking)
- Relocated from another state, lived the location and the rating of the schools and the diversity.
- Retired and desire to downsize to condo
- Retirement
- Retirement community
- Safe area, nice neighborhood with a good size yard.
- safe neighborhood, nice housing
- safe, a lot within walking distance
- Safety
- Safety, central location
- safety, close to work
- School district
- School district
- School district
- School district
- School district
- School district and home investment.
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools

- Schools
- Schools
- schools & location
- Schools and liked the architecture of old neighborhoods here.
- Schools and safety.
- Schools and walkability.
- Schools, housing stock, proximity to WashU and Forest Park
- Schools, location
- Schools, Location, Walkable Area
- Schools, neighborhood/ community feel
- Suburban area with access by foot to parks/shops, etc.
- The schools, the commute, the community
- To be closer to family
- To be closer to parents, local dining and events. Taxes are lower here than in Webster.
- To be in a more centrally located and well kept up part of town.
- to be near family
- To move out of a bad roommate situation in the city.
- U City
- Urban downsize
- Urban/Suburban environment.
- Very good reputable city, safe for proximity to Forest Park
- walkability to parks and restaurants
- Walkability to restaurants.
- Walkability, cosmopolitan, safety, good investment.
- walkable
- Walkable, restaurants and retail, proximity to office
- Wash U
- We are involved with the Wash U. Community and our children live here. We loved the views from our condo which are now gone. You have destroyed our quality of life.
- We came to the Demun neighbor having lived both in Clayton and the city of St. Louis. We chose Clayton over the city of St. Louis.
- We needed to downsize. Moved here from Webster Groves.
- Work
- Work
- Work
- Work
- work relocation from out of state; chose Clayton for quality of public schools and proximity to Wash U
- Work-job opportunity.

9 Survey Instrument



City of Clayton

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

March 2023

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 sample 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 clayton2023survey.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,

David Gipson
City Manager

SIGN UP FOR CITY NEWS!



SCAN ME

2023 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 development 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 Department 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, safety programs and citizens academy, 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 Department, including ambulance service	5	4	3	2	1	9
16. Fire Department engagement within the community (movie nights, free CPR training, fire prevention education, etc.)	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.

(Note: Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., and Forest Park Pkwy are St. Louis County Roads)

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Condition 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 city forestry, including tree trimming/replacement	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

7. Which **THREE** items from the list in Question 6 on the previous page 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. What program options are most important in your decision for you or someone in your household to participate in Parks and Recreation summer camps?

Summer Camps (2024 and 2025)		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

11. What type of recreation programs 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

12. 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

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

___(1) Yes [Skip to Q14.] ___(2) No [Answer Q13a.]

13a. 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: _____

14. City Communication. Please indicate your usage of each communication source and how effective you feel the source is in keeping you informed about the City of Clayton.

	My Usage					Effectiveness				
	Often	•	•	•	Never	Effective	•	•	•	Ineffective
01. The City website, www.claytonmo.gov	5	4	3	2	1	5	4	3	2	1
02. City newsletter/magazine, City Views	5	4	3	2	1	5	4	3	2	1
03. Parks and Recreation Activity Guide	5	4	3	2	1	5	4	3	2	1
04. Weekly E-Newsletter, Clayton Connection	5	4	3	2	1	5	4	3	2	1
05. Facebook	5	4	3	2	1	5	4	3	2	1
06. Twitter	5	4	3	2	1	5	4	3	2	1
07. Instagram	5	4	3	2	1	5	4	3	2	1
08. Nextdoor	5	4	3	2	1	5	4	3	2	1
09. Direct Mail from the City of Clayton	5	4	3	2	1	5	4	3	2	1
10. Attending public meetings	5	4	3	2	1	5	4	3	2	1
11. Calling the City by phone	5	4	3	2	1	5	4	3	2	1

15. Center of Clayton Communication. Please indicate your usage of each communication source and how effective you feel the source is in keeping you informed about the Center of Clayton.

	My Usage					Effectiveness				
	Often	•	•	•	Never	Effective	•	•	•	Ineffective
01. The Center of Clayton website, www.centerofclayton.com	5	4	3	2	1	5	4	3	2	1
02. Center of Clayton programming in the Parks and Recreation Activity Guide	5	4	3	2	1	5	4	3	2	1
03. Monthly E-Newsletter, CenterLine	5	4	3	2	1	5	4	3	2	1
04. Facebook	5	4	3	2	1	5	4	3	2	1
05. Twitter	5	4	3	2	1	5	4	3	2	1
06. Instagram	5	4	3	2	1	5	4	3	2	1
07. Nextdoor	5	4	3	2	1	5	4	3	2	1
08. Direct Mail from the Center of Clayton	5	4	3	2	1	5	4	3	2	1
09. Calling the Center of Clayton by phone	5	4	3	2	1	5	4	3	2	1
10. Signage within the Center of Clayton	5	4	3	2	1	5	4	3	2	1

16. 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

17. 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

17a. If you answered "No" to any of the items in Question 17, please explain.

18. **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

19. 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 Q19a.] ___(2) No [Skip to Q20.]

19a. Which of the categories 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

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

___(1) Yes [Answer Q21.] ___(2) No [Skip to Q22.] ___(9) Don't know [Skip to Q22.]

21. 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

21a. If you answered "Dissatisfied" or "Very Dissatisfied" for any items in Question 21, please explain.

22. 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
- ___(2) Retail
- ___(3) Downtown high density/market rate residential
- ___(4) Arts and culture venue
- ___(5) Affordable Housing
- ___(6) None of these

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

___(1) Yes [Answer Q23a-b.] ___(2) No [Skip to Q24.]

23a. Which City department did you contact most recently? _____

23b. 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

24. 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

25. 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

26. 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.]

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

27. 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

28. 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 "8" being the least preferred. Note: Each rank may only be used once.]

____ General Administrative Policies ____ Support or provide incentives to minority/women-owned businesses
 ____ Community Policing ____ Awareness and Education
 ____ Support variety of housing options ____ Multi-cultural Events
 ____ Employment ____ Other: _____

29. Have you used the Passport Parking App? (1) Yes (2) No (9) Don't know

Demographics

30. How long have you been a resident of Clayton? _____ years

30a. If you have lived in Clayton for less than 10 years, why did you move here?

31. 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)

32. What is your age? _____ years

33. 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:

34. 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

35. Which of the following best describes your race/ethnicity? [Check all that apply.]

- (01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic, Spanish, Latino/a/x
 (03) American Indian or Alaska Native (99) Other: _____
 (04) White or Caucasian

36. Your gender identity:

- (1) Male (2) Female (3) Other (4) Prefer not to answer

37. Would you be willing to participate in future surveys sponsored by the City of Clayton?

- (1) Yes [Please answer Q37a.] (2) No

37a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

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

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