

2010 DirectionFinder® Survey **Findings Report**



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

by
ETC Institute

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May, 2010

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DirectionFinder® Survey

Executive Summary

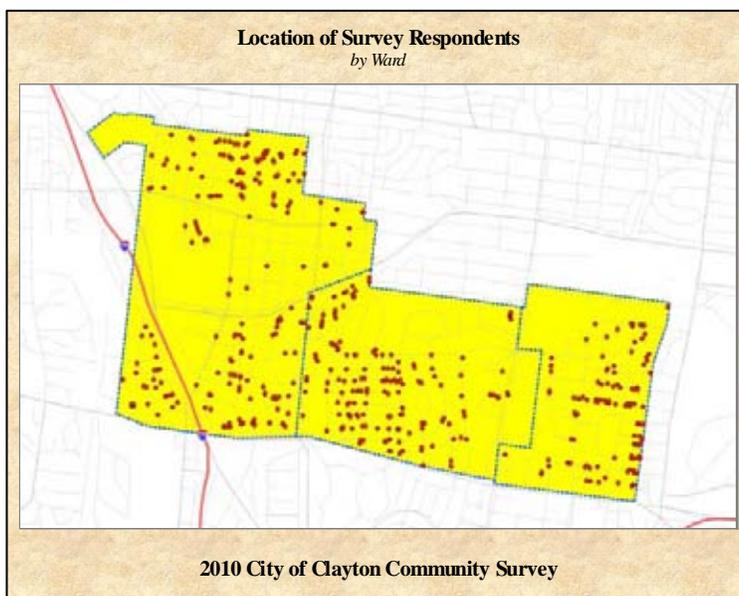
Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri, for the second time during February and March of 2010. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. The first survey was administered during the same time period in 2009.

A seven-page survey was mailed to a random sample of 1,800 households in the City of Clayton. Of the households that received a survey, 449 completed it. The results for the random sample of 449 households have a 95% level of confidence with a precision of at least +/-4.4%. * In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey.

The map to the right shows the physical distribution of survey respondents based on the location of their home.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Clayton with the results from other communities in the *DirectionFinder®* database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion*".



*A total of 550 residents responded to the survey, but the demographics were not an accurate reflection of the City's demographic mix. The last surveys to be received that were outside of an accurate demographic representation were the first to be removed. Data was provided to the City with all 550 and in this report, with 449. The overall results showed very little change.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey
- benchmarking data that shows how the results for Clayton compare to other cities and the nation
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the City
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Residents were generally very satisfied with City services.** Ninety-six percent (96%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of public safety services; 94% were satisfied with the quality of parks and recreation programs and facilities, 89% were satisfied with the maintenance of City buildings and facilities, and 83% were satisfied with the maintenance of streets. *This year, when benchmarked against other DirectionFinder® Cities, the City of Clayton set two new high standards in the areas of effectiveness of communication with the public, and maintenance of streets.* **TRENDS Significant increases in satisfaction were reported in flow of traffic congestion management, and the quality of the stormwater management system, over the results from 2009.**
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Clayton over the next two years were: (1) quality of public safety services, (2) the maintenance of City streets, and (3) the flow of traffic & congestion management.
- **Perceptions of the City.** Ninety-seven percent (97%) of the residents surveyed *who had an opinion* indicated that they felt the quality of life in Clayton was “excellent” or “good”; 94% felt the image of the City was “excellent” or “good”, the feeling of safety in the City was “excellent” or “good” according to 94% of those surveyed, and 94% felt the overall quality of City services “excellent” or “good”. **TRENDS A significant increase in satisfaction was reported in how well Clayton is managing redevelopment, over the results of 2009.**
- **Public Safety.** Ninety-four percent (94%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall competency of Clayton’s fire department. Ninety-two percent (92%) of those surveyed were satisfied with the overall quality of the fire department. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the City’s efforts to prevent crime, and the visibility

of police in neighborhoods. *When benchmarked against other DirectionFinder® Cities, the City of Clayton set a new high City's with the overall efforts to prevent crime. **TRENDS** Significant increases in satisfaction were realized in the following areas; city efforts to prevent crime, visibility of police in neighborhoods, fire prevention and fire safety/injury prevention, and the City's municipal court, over the results of 2009.*

- **City Maintenance/Public Works.** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall cleanliness of streets and public areas. Ninety-one percent (91%) of those surveyed were satisfied with the maintenance of street signs and signals. Eighty-nine percent (89%) were satisfied with the landscaping and appearance of areas along streets. *Two new high standards were set in this category: 1) overall cleanliness of City streets and public areas, which topped Clayton's own high benchmark from 2009, and 2) the mowing and trimming of public areas. **TRENDS** A significant increase was realized in the area of snow removal on neighborhood streets, over 2009. Of note is that this increase came at the end of a winter with major snow fall.*
- **Sewer/Water Utilities and Stormwater Management Services.** Ninety percent (90%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the clarity and taste of tap water in their homes; 83% of those surveyed were satisfied with the water pressure in their home, and 81% were satisfied with the adequacy of the water system. Residents were least satisfied with the amount they were charged for their water/sewer utilities (62%). **TRENDS** A significant increase in satisfaction was realized in three areas; 1) how easy your water/sewer bill is to understand, 2) the adequacy of the sanitary sewer system, and 3) the amount charged for water and sewer utilities.
- **Parks and Recreation.** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City parks; 92% of those surveyed were satisfied with how close neighborhood parks were to their homes, and 90% of those surveyed were satisfied with the availability of information about parks and recreation programs. **TRENDS** A significant increase was realized in three areas; 1) the availability of information about parks and recreation programs, 2) the City's youth and fitness programs, and 3) the number of walking and biking trails.
- **The priority for Parks and Recreation Initiatives** Of fifteen possible initiatives, the four chosen as most important were; 1) the feeling of safety in City parks, 2) neighborhood park improvements, 3) new walking and biking trails, and 4) green space (parks) expansion. **Fifty-nine percent (59%) of all respondents were willing to use tax revenue to fund the top projects; 17% were not willing and 24% did not know.**
- **City Communication** Eighty-five percent (85%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 81% were satisfied with the City's efforts to keep residents informed, and 74% were satisfied with the content of the City's newsletter. Residents were least satisfied with the quality of programming on the City's cable TV channel (41%). *Two new high standards were set in this category: 1) the availability of information about programs and service, and 2) the overall effort by the City to keep residents informed. **TRENDS** A significant increase was realized in the area of the quality of programming on the City's cable channel.*

- **Codes and Ordinances** Seventy-three percent (73%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with codes and ordinances for public safety protection codes; 71% were satisfied with the maintenance of business property, and 70% were satisfied with mowing & trimming of lawns on private property. Residents were least satisfied with the codes and ordinances for the maintenance of residential property.
- **Transportation** Regarding transportation, residents were most satisfied with the ease of travel from home to work (89%), and with east/west travel (84%). Residents were least satisfied with the availability of parking in the business district (47%). **TRENDS Of the nine transportation issues, seven enjoyed significant increases in satisfaction, over 2009.**

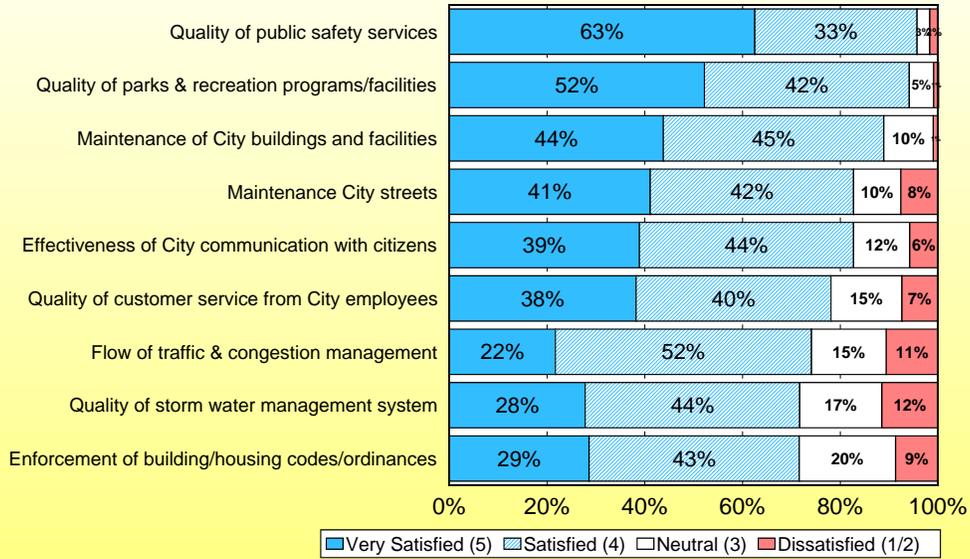
Other Findings.

- 88% of residents found the condition of streets and roads Clayton to be good or mostly good.
- 48% of those surveyed had an emergency plan for their household.
- Residents were asked about the importance of various issues to their decision to live in Clayton. Only one of the categories changed in a significant way; residents found access to quality shopping to be significantly less important than in 2009.
- Regarding trash service, residents were most satisfied with residential trash collection services (85%) and recycling services (82%).

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

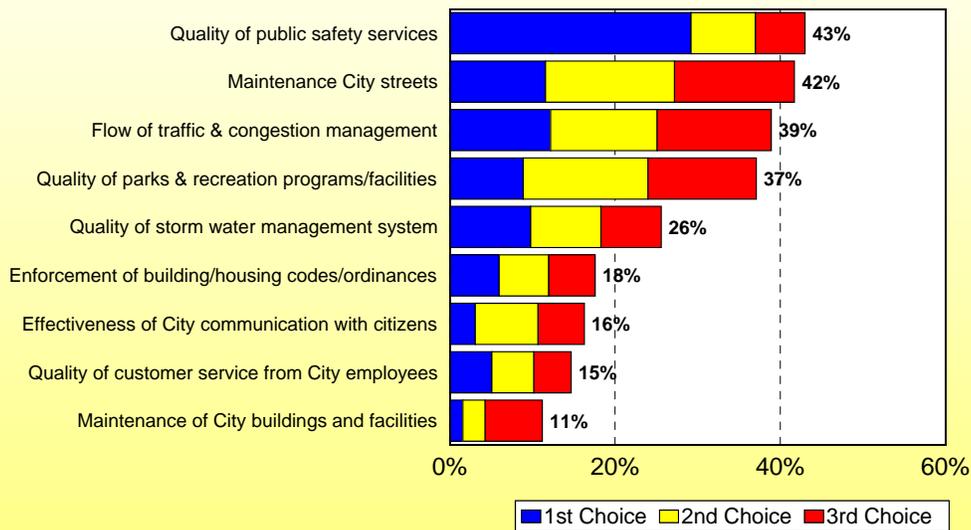
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

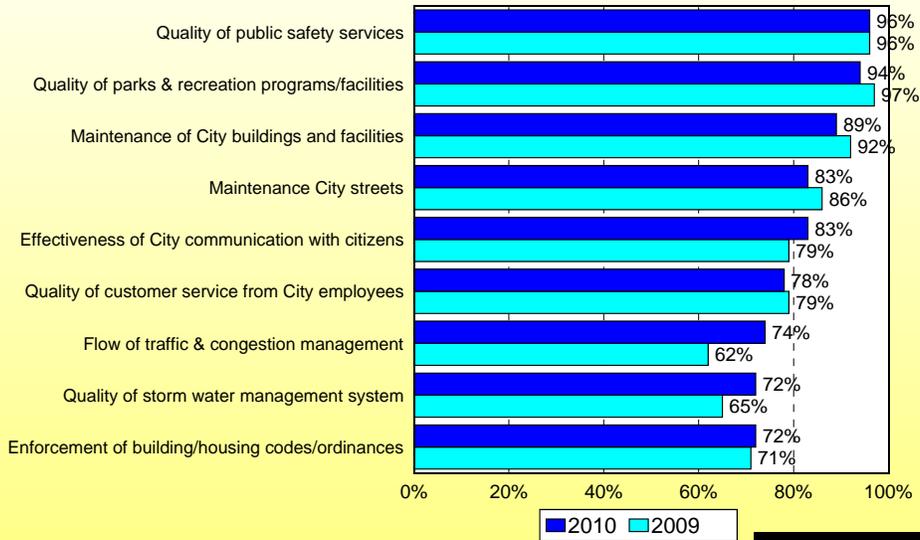
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Overall Satisfaction With City Services by Major Category - 2009 and 2010

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

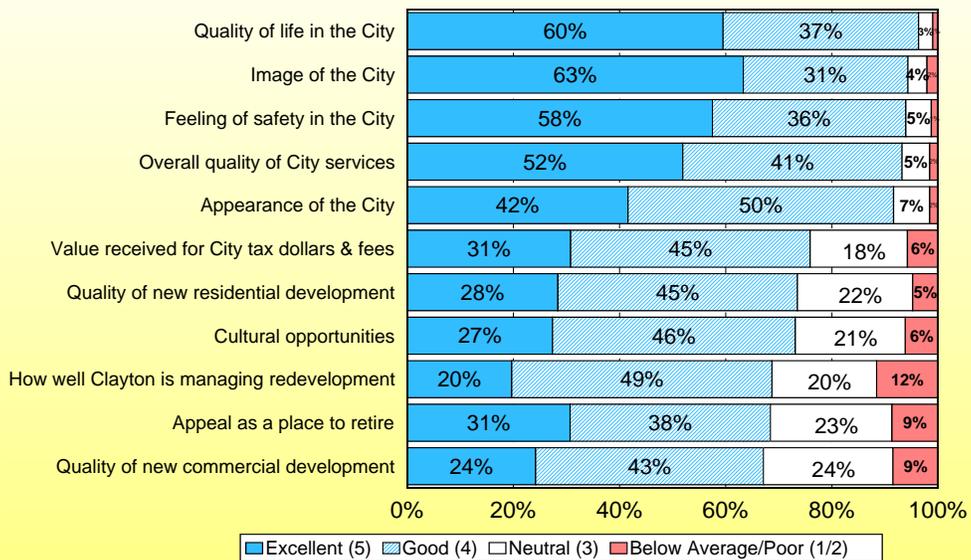


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q3. Overall Perceptions of Clayton

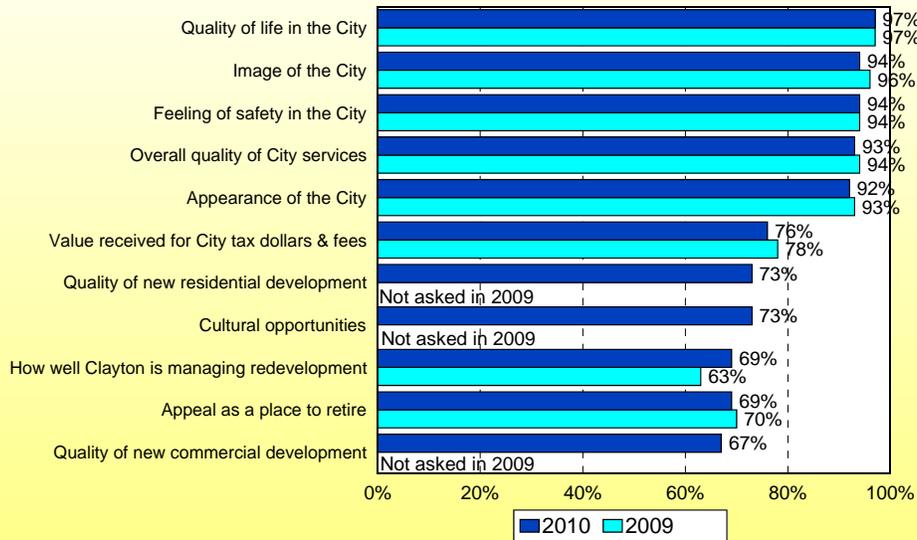
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q3. Overall Perceptions of Clayton - 2009 and 2010

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

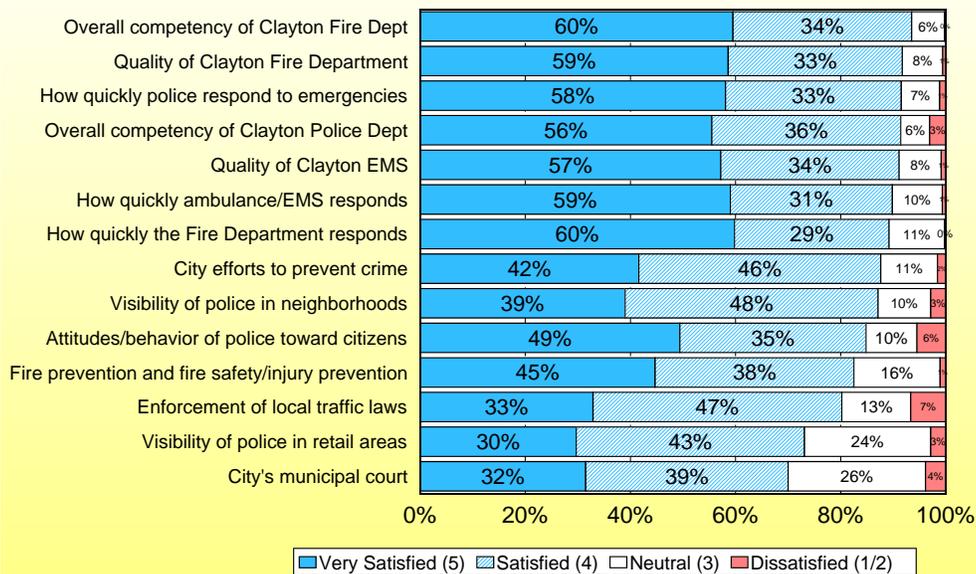


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q4. Satisfaction with Public Safety in Clayton

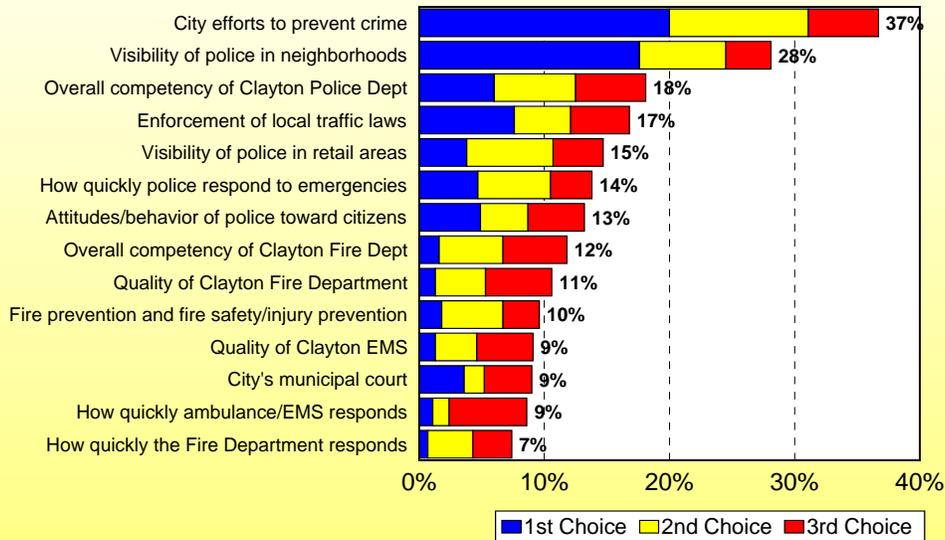
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

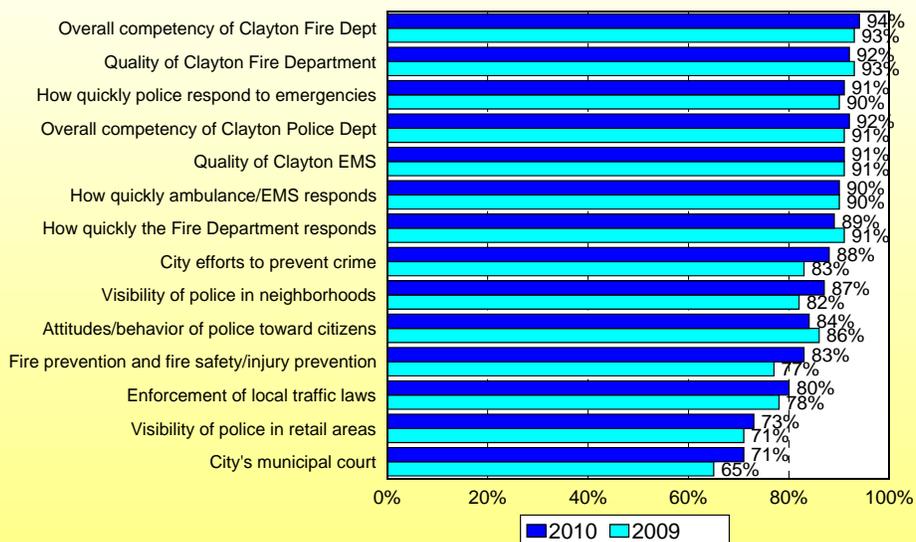
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Satisfaction with Public Safety in Clayton - 2009 and 2010

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

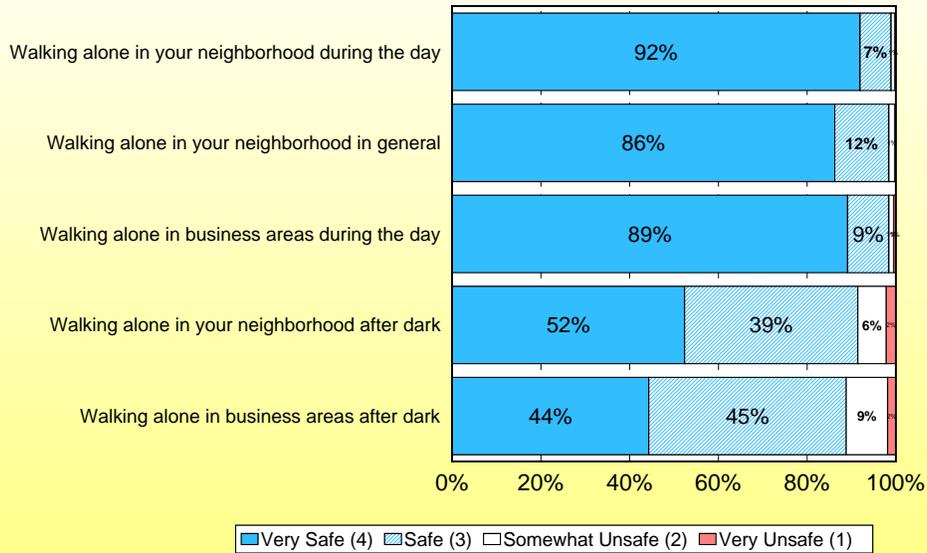


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q6. How Safe Do You Feel...

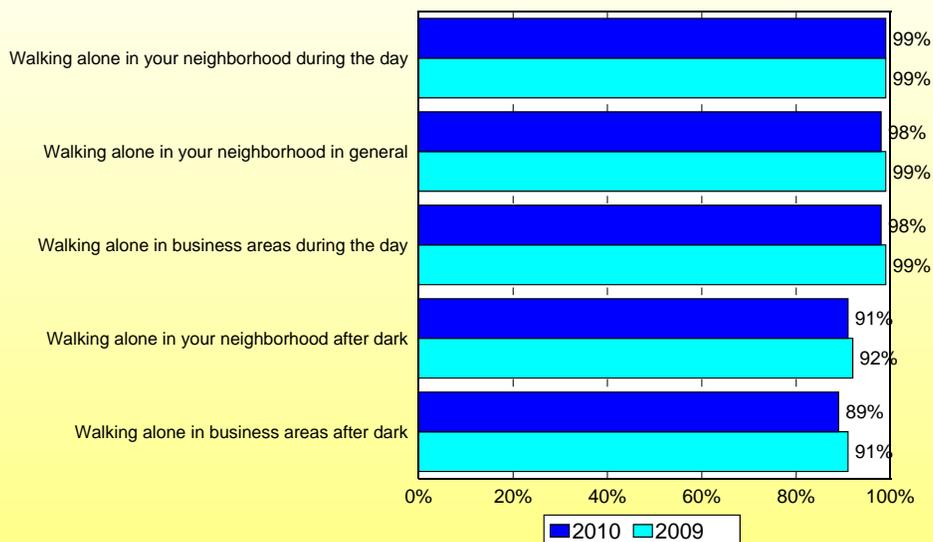
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

How Safe Do You Feel... - 2010 and 2009

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



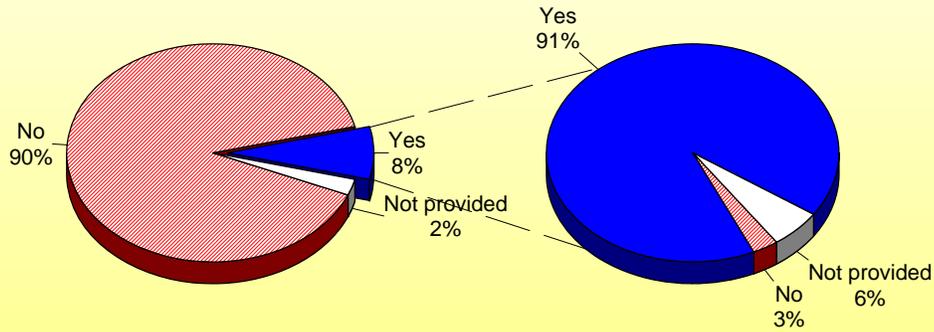
Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q7. During the past twelve months, were you or anyone in your household a victim of any crimes in Clayton?

by percentage of respondents

Q7a. If YES, did you report it?

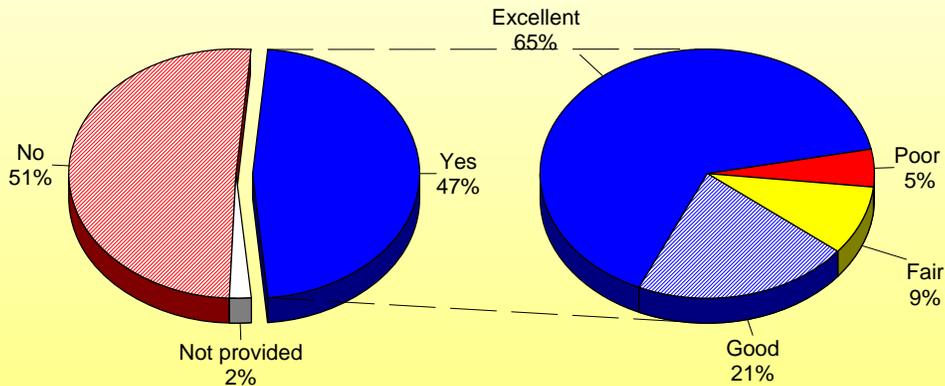


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

by percentage of respondents

Q8a. If YES, how would you rate the contact?

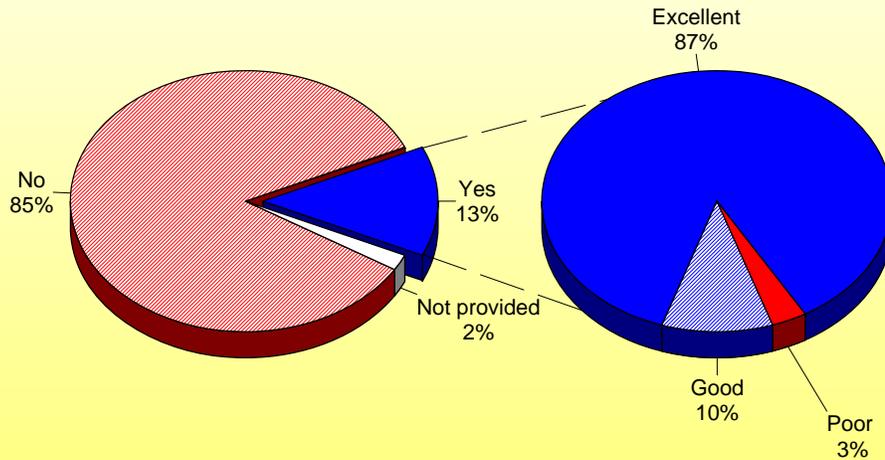


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

by percentage of respondents

Q9a. If YES, how would you rate the contact?

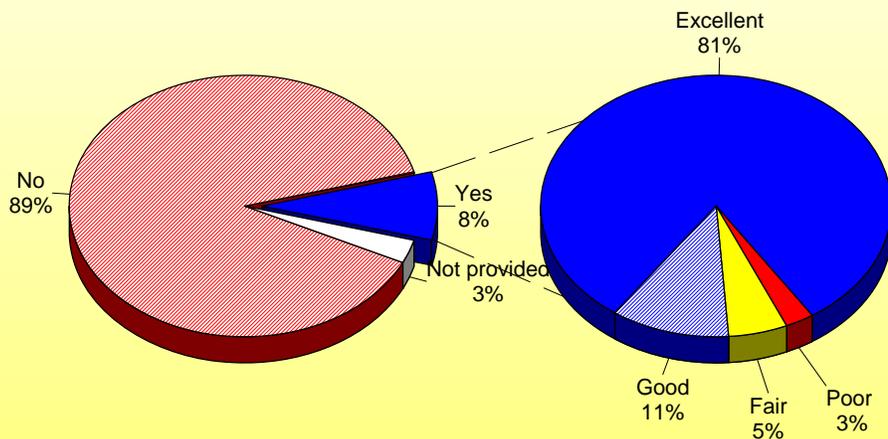


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

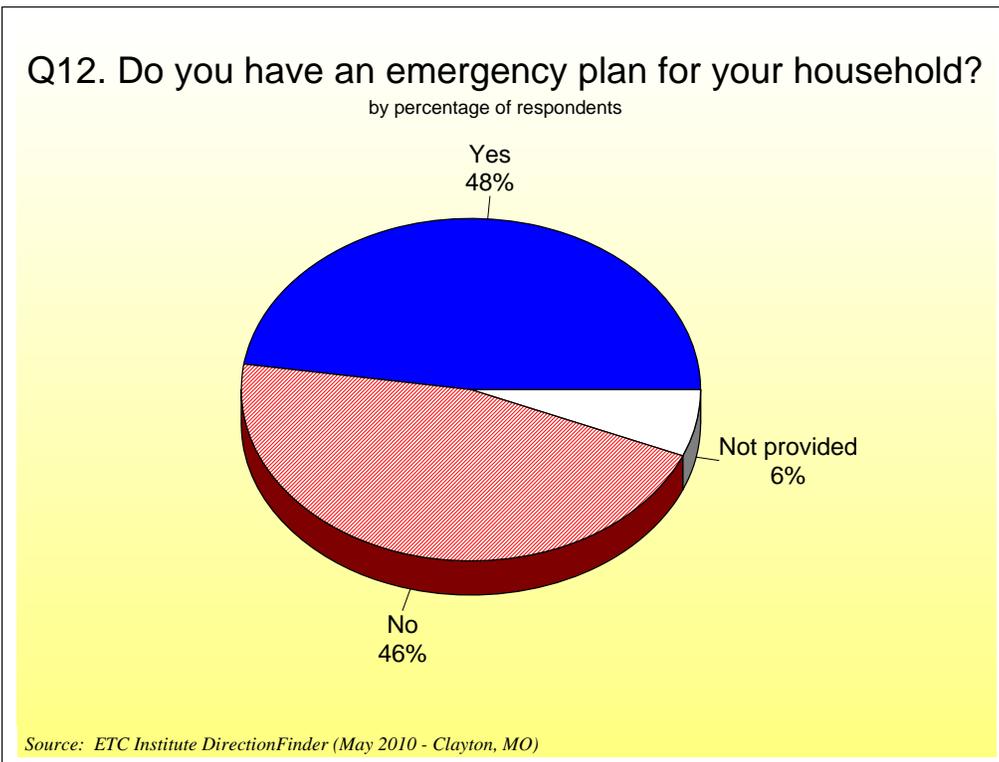
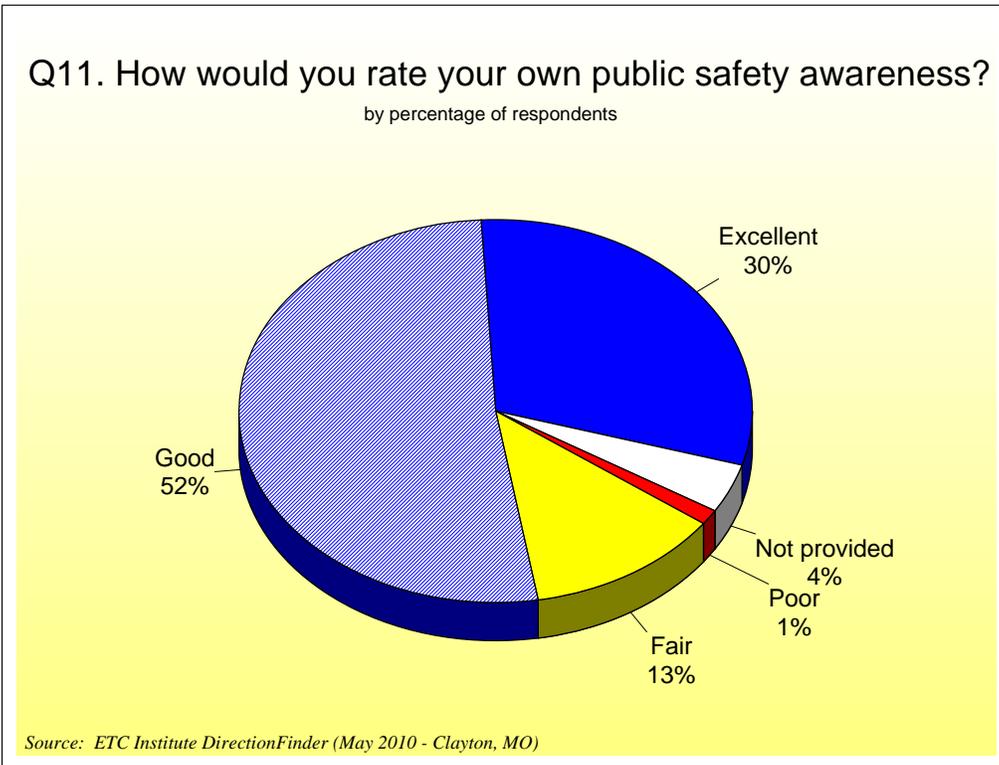
Q10. During the past twelve months, have you had ANY contact with the ambulance/emergency medical services in Clayton?

by percentage of respondents

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

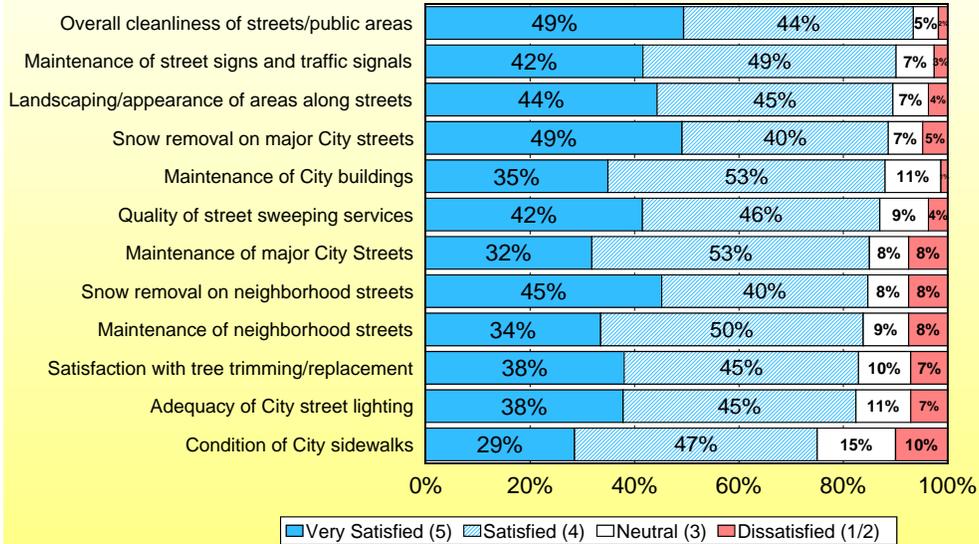


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)



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

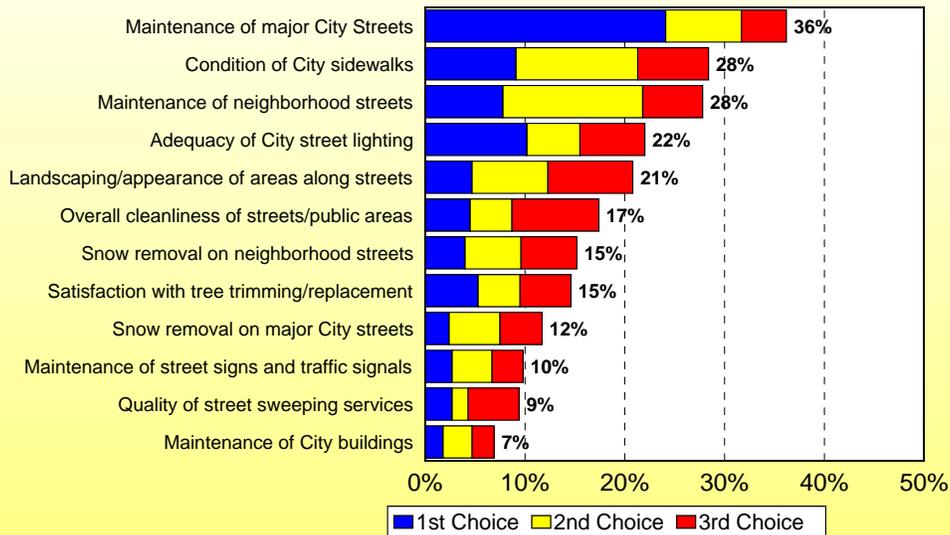
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

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



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

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

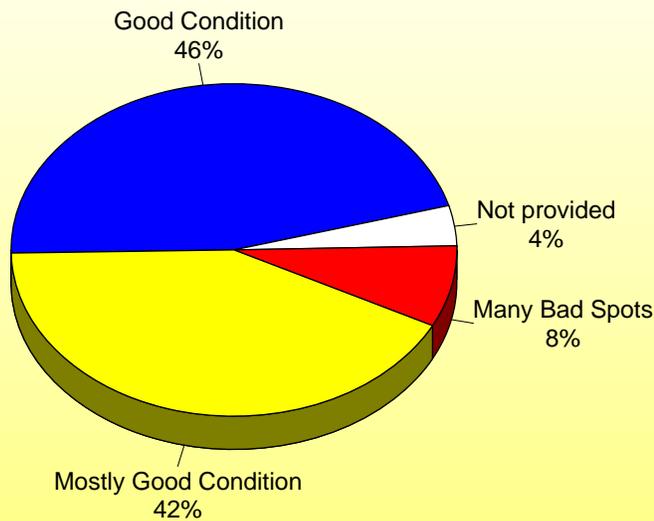


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q15. Ratings of Neighborhood Street and Road Conditions

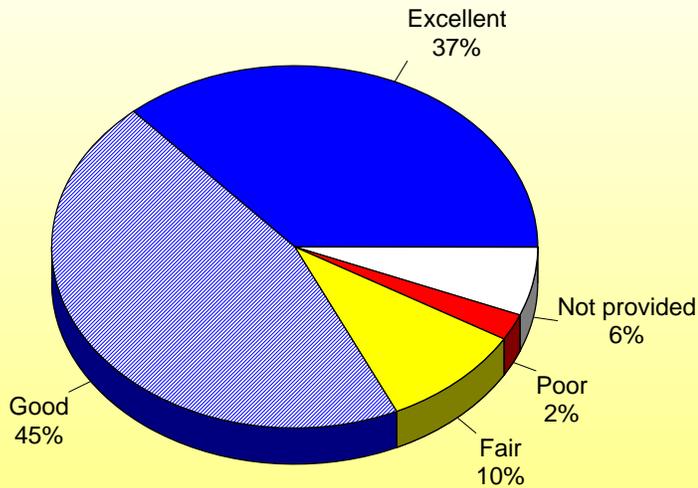
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q16. Ratings of Neighborhood Street Sweeping Services

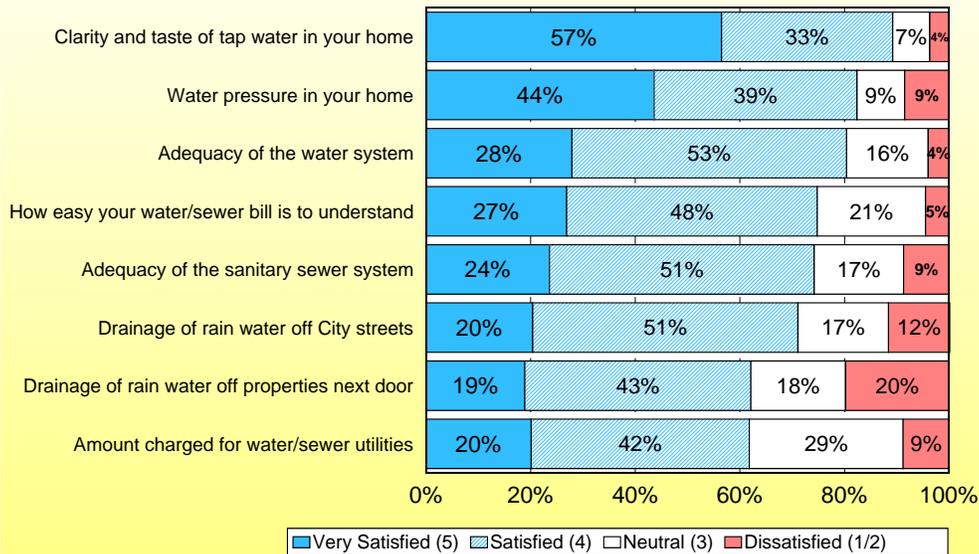
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

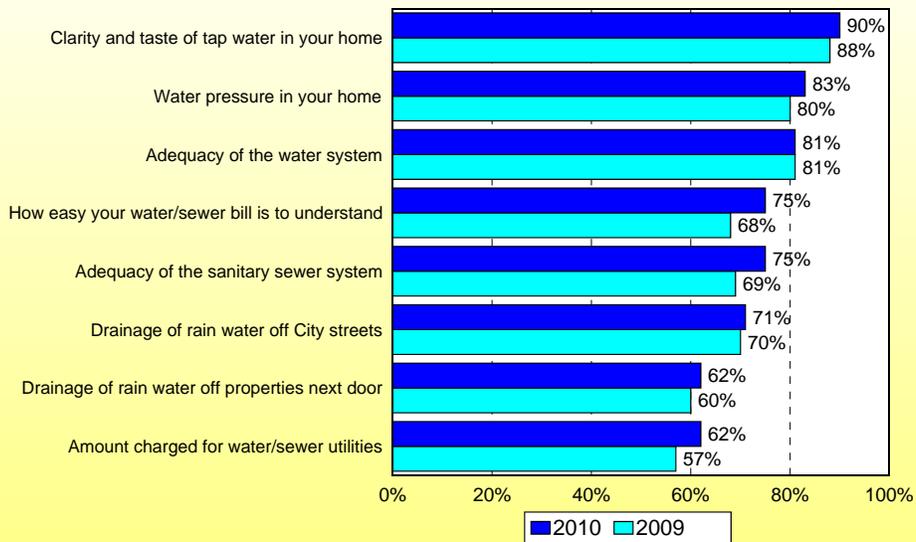
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

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

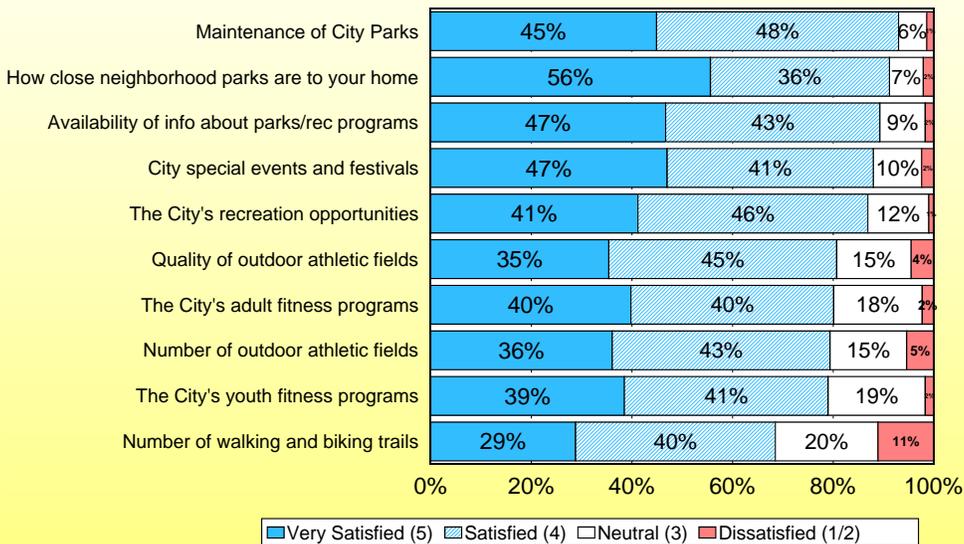


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

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

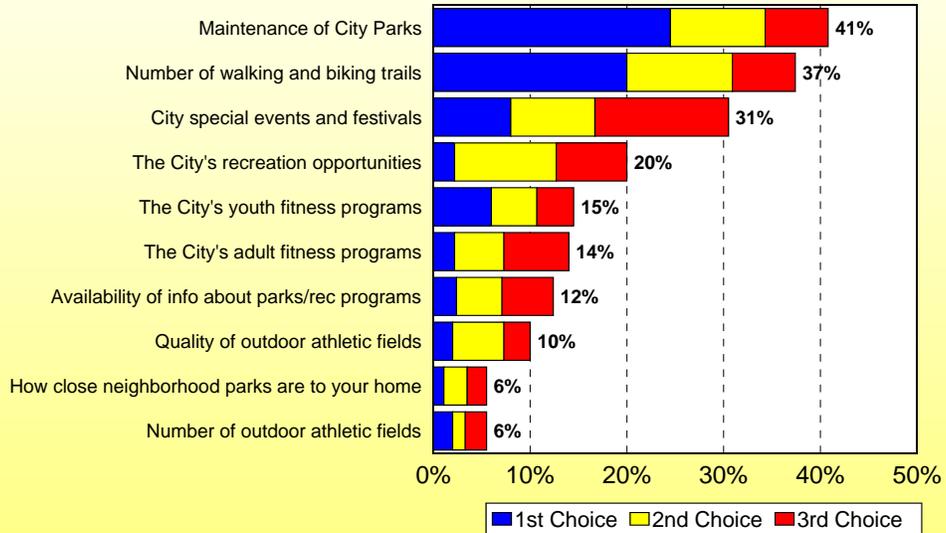
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

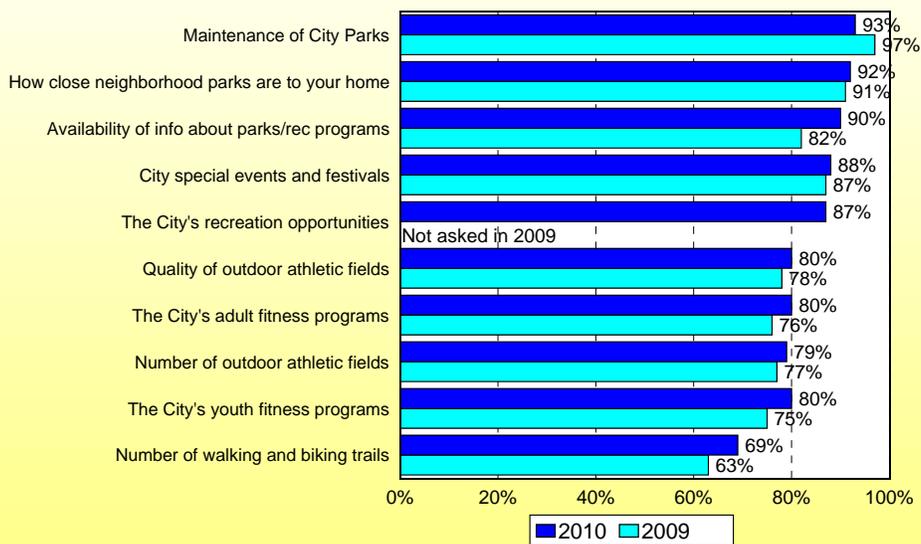
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

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

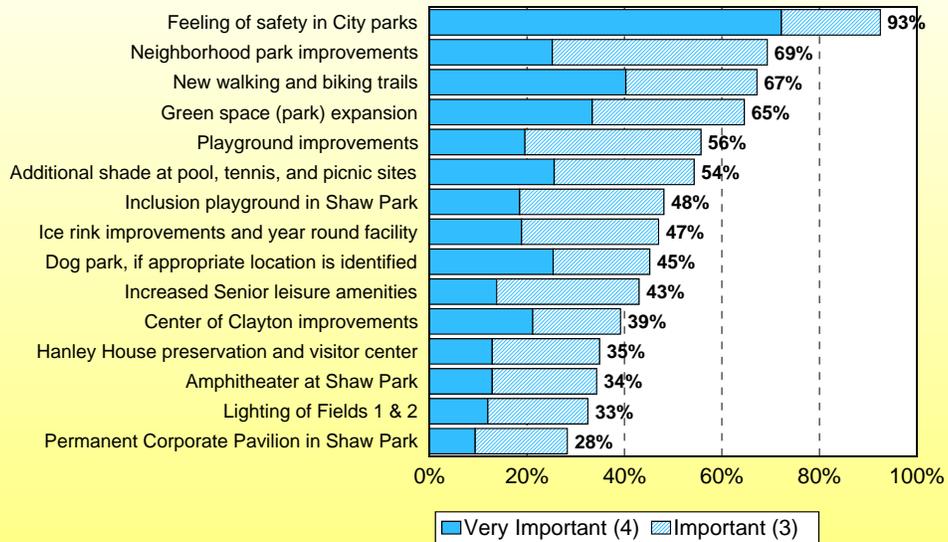


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)



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

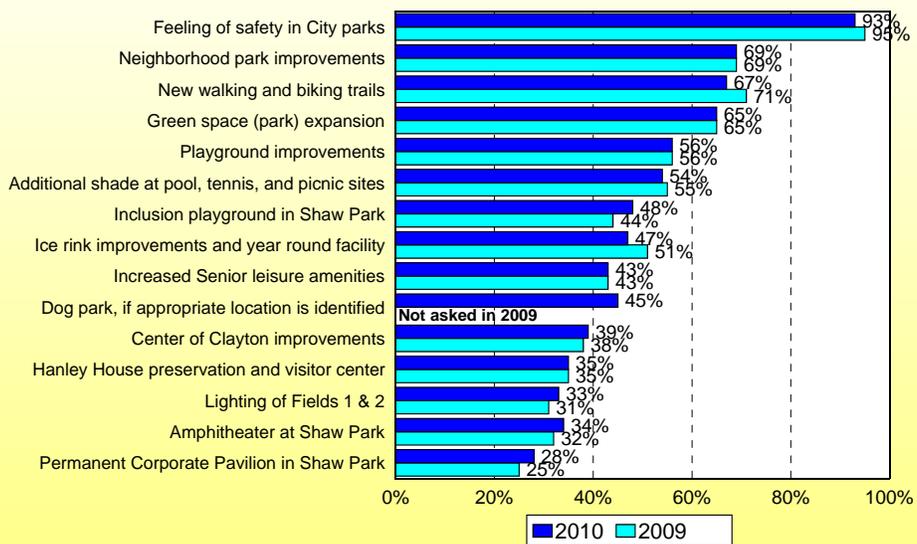
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

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

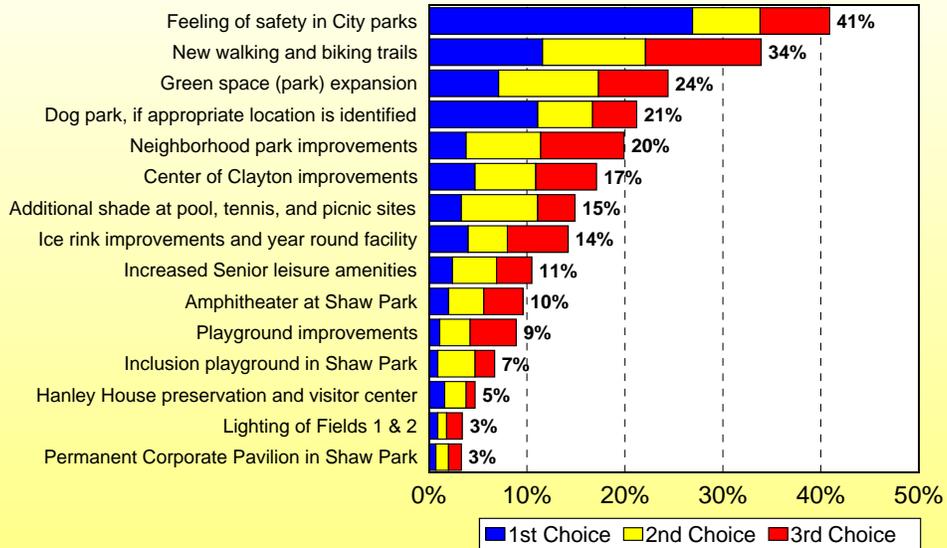


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q21. Parks and Recreation Priorities

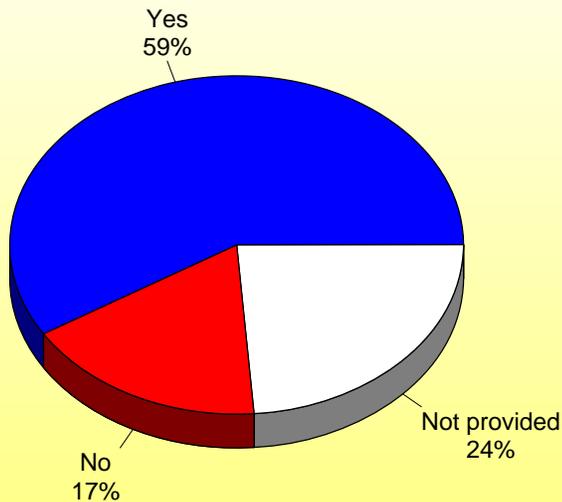
by percentage of respondents who selected the item as one of their top three choices



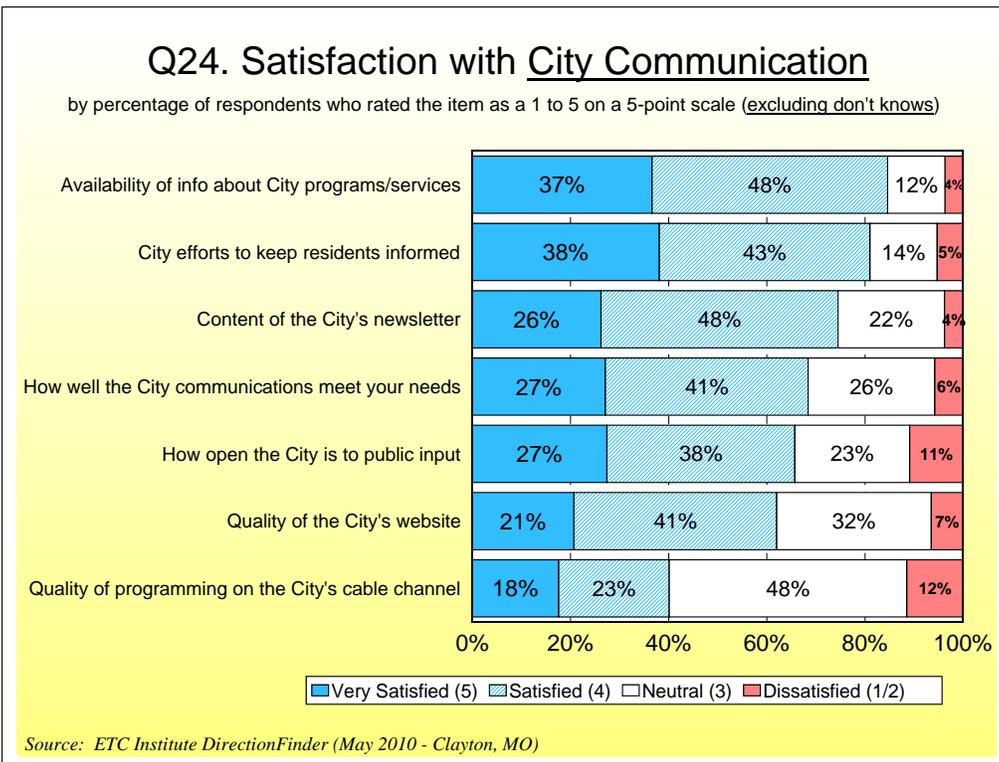
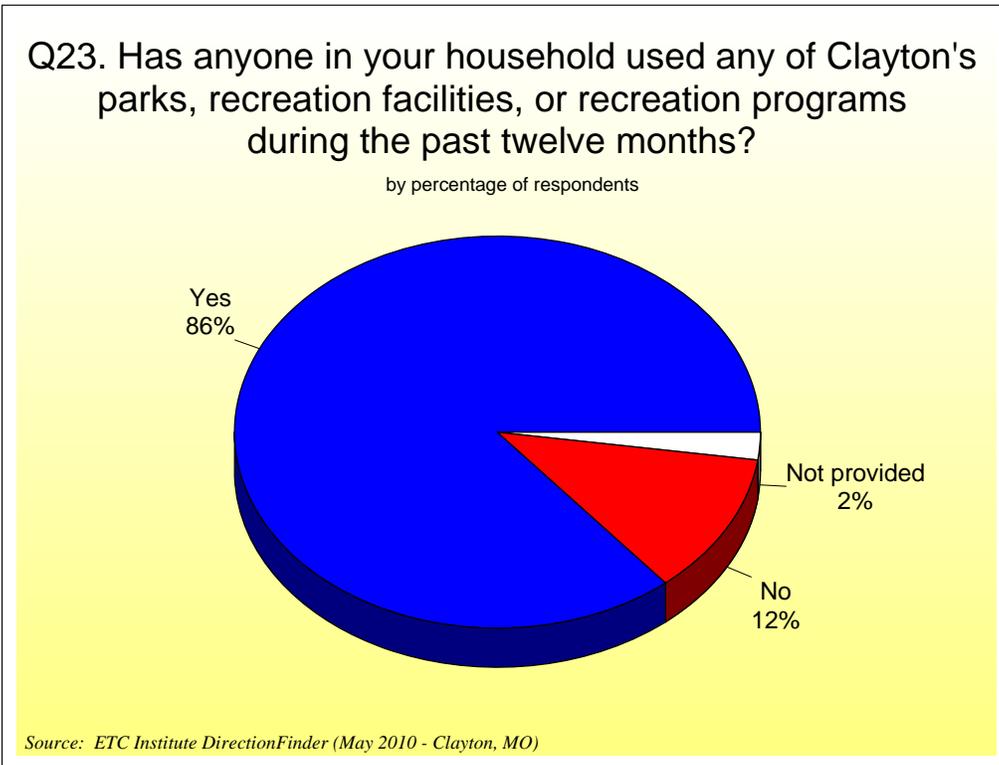
Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

by percentage of respondents

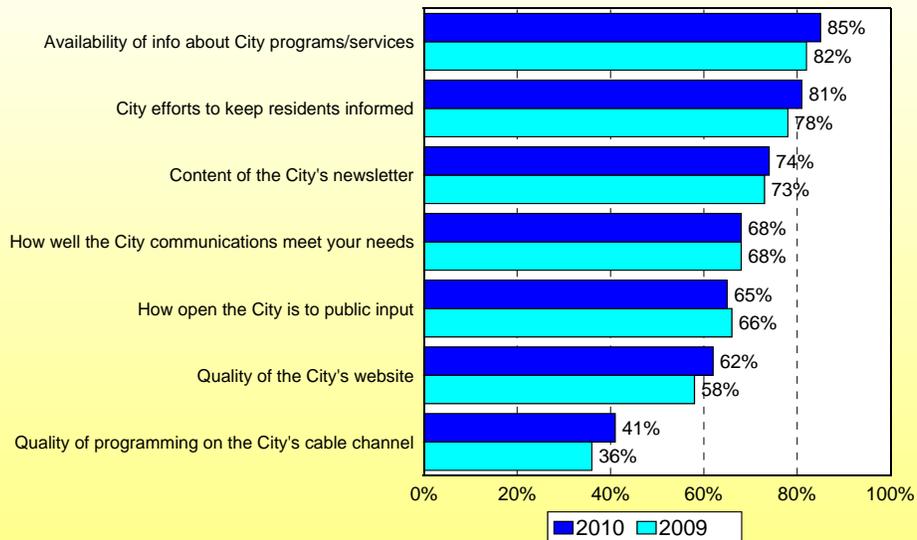


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)



Satisfaction with City Communication - 2009 and 2010

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

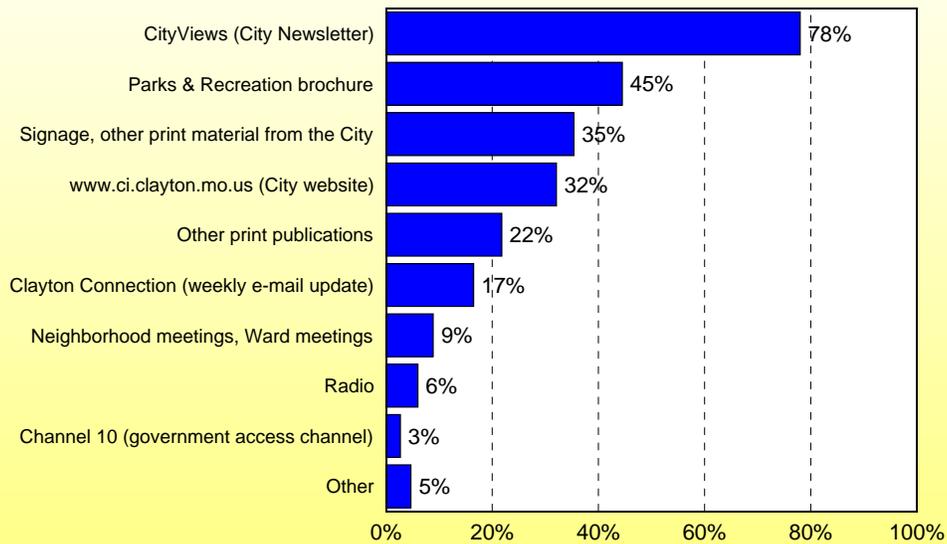


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q25. Primary Sources of Information about Activities and Services in the Community

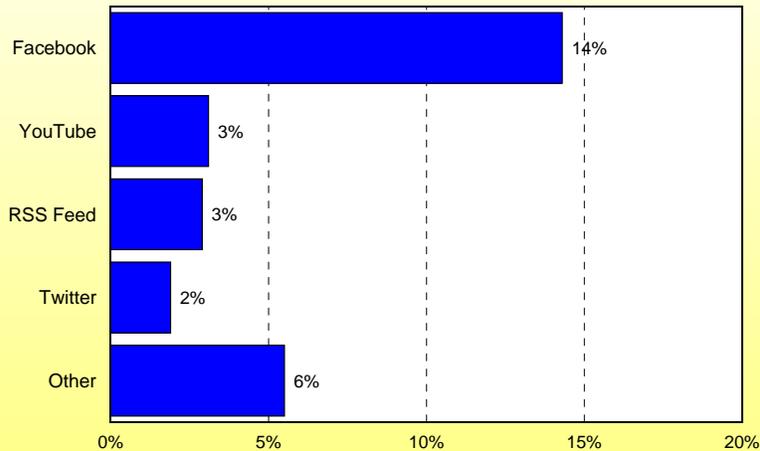
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q26. Other than those previously listed, what communication methods/resources would you like the City to use to keep you informed?

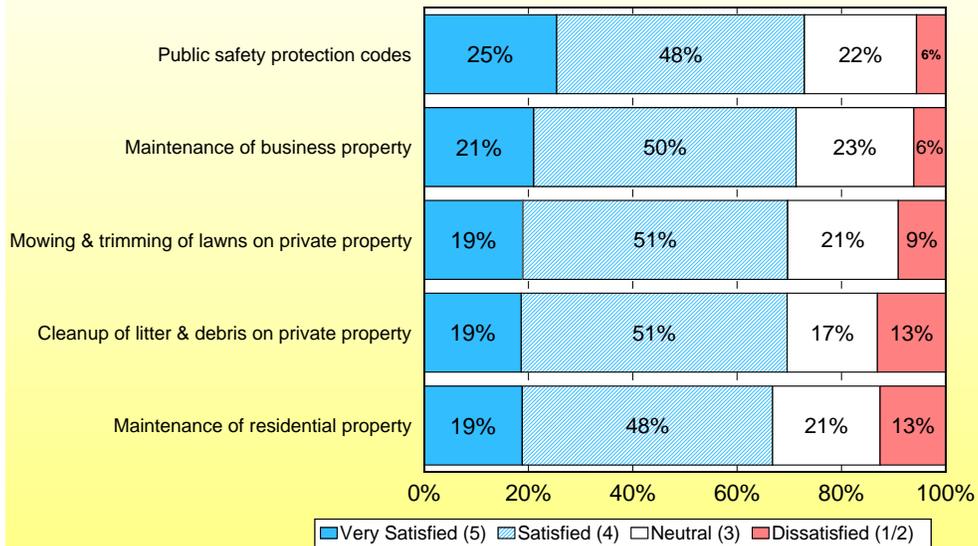
by percentage of respondents (multiple responses were allowed)



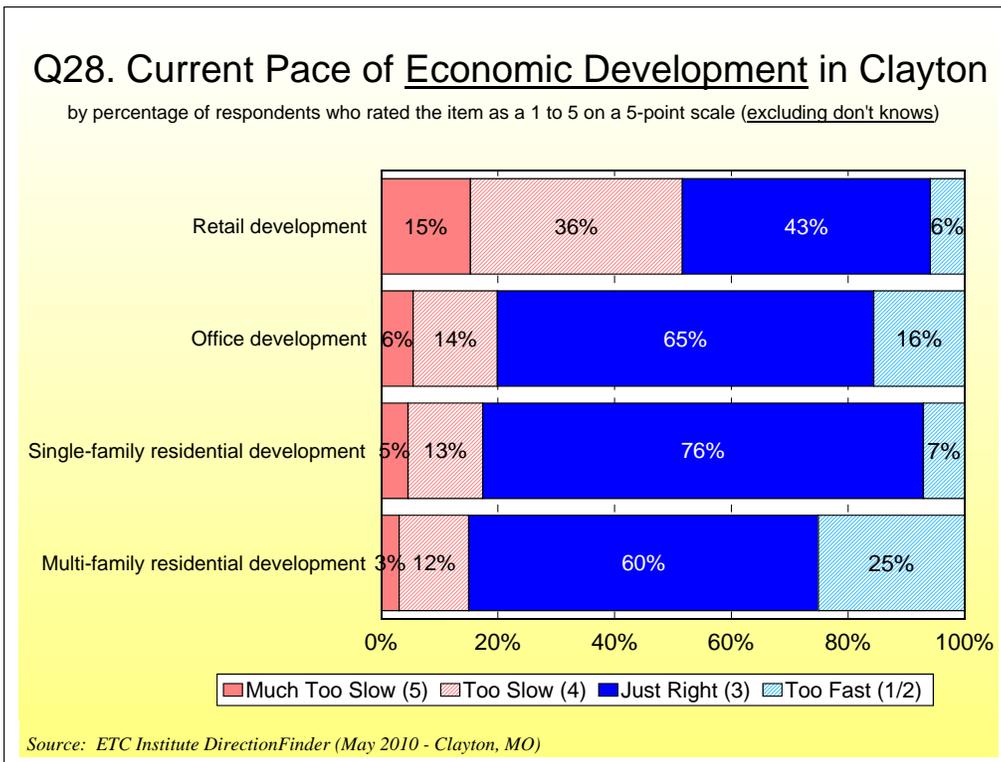
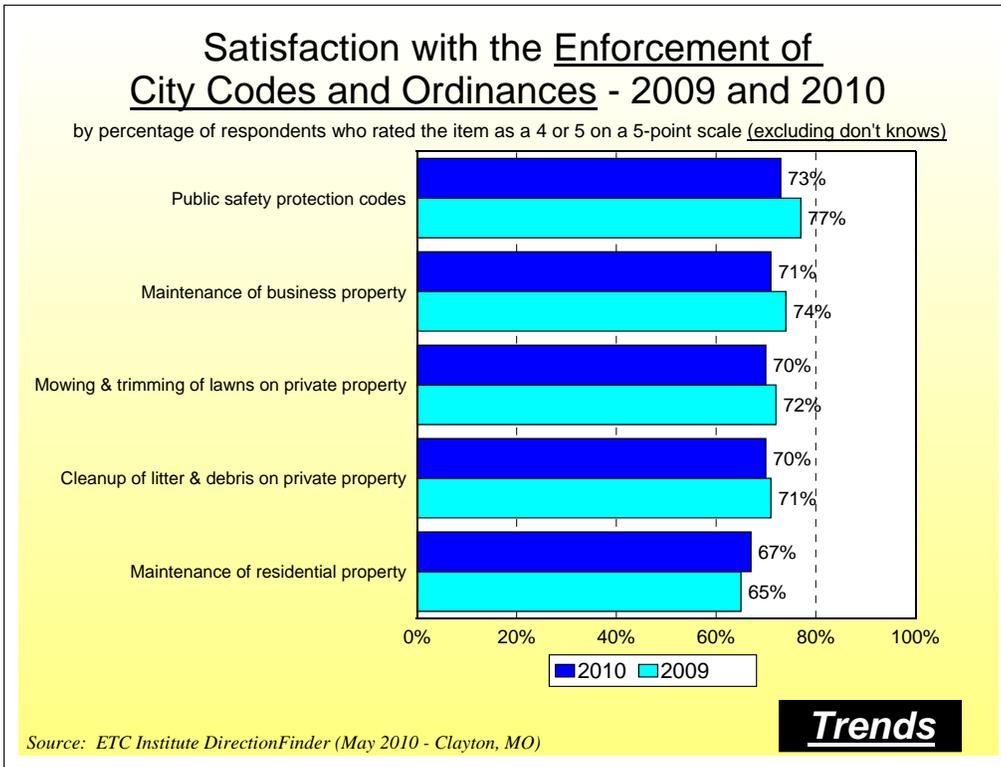
Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q27. Satisfaction with the Enforcement of City Codes and Ordinances

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

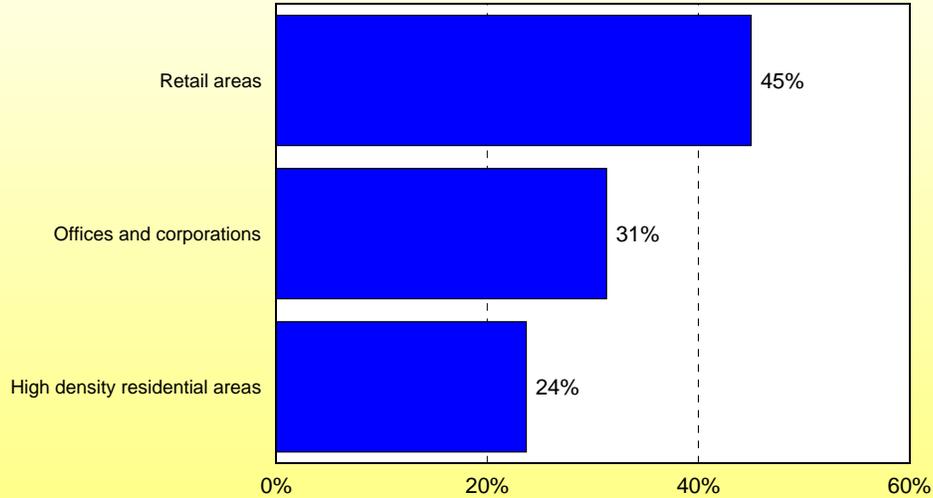


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)



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

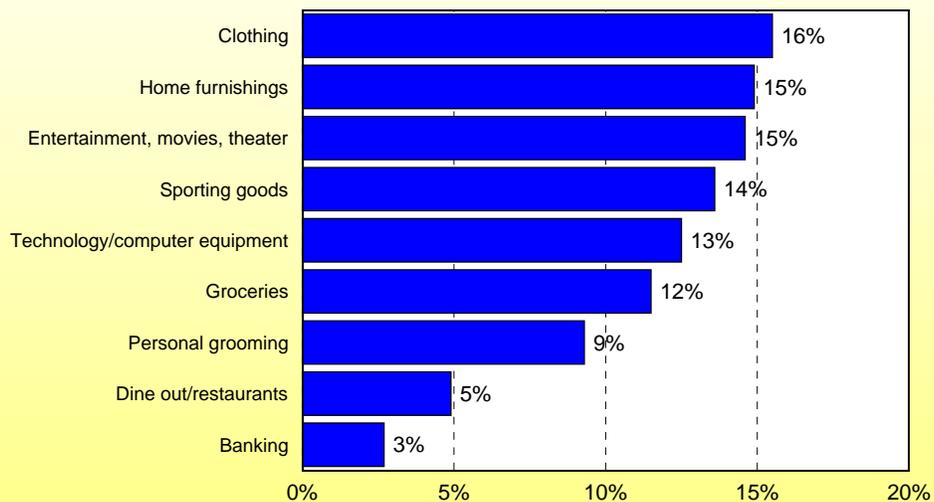
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

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

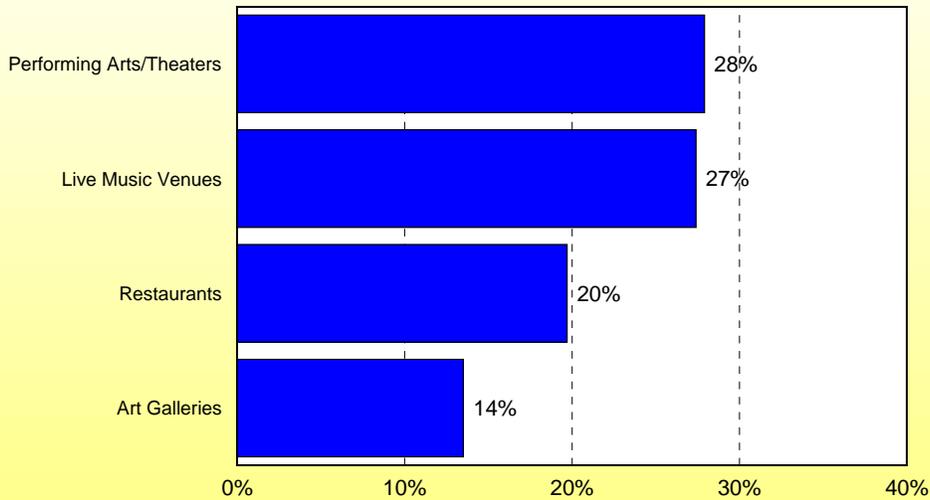
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q31. Of the following types of establishments, which would you like to see more of in Clayton?

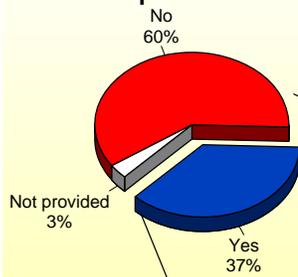
by percentage of respondents (multiple responses were allowed)



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

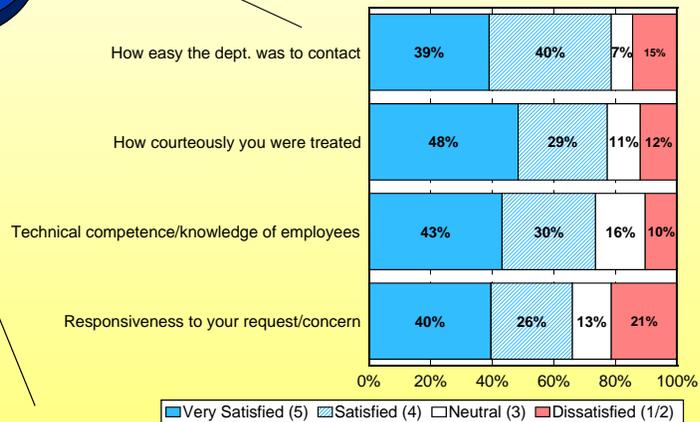
Q32. Have you contacted the City with a question, problem or complaint during the past year?

by percentage of respondents



Q31b-e. Satisfaction with Customer Service

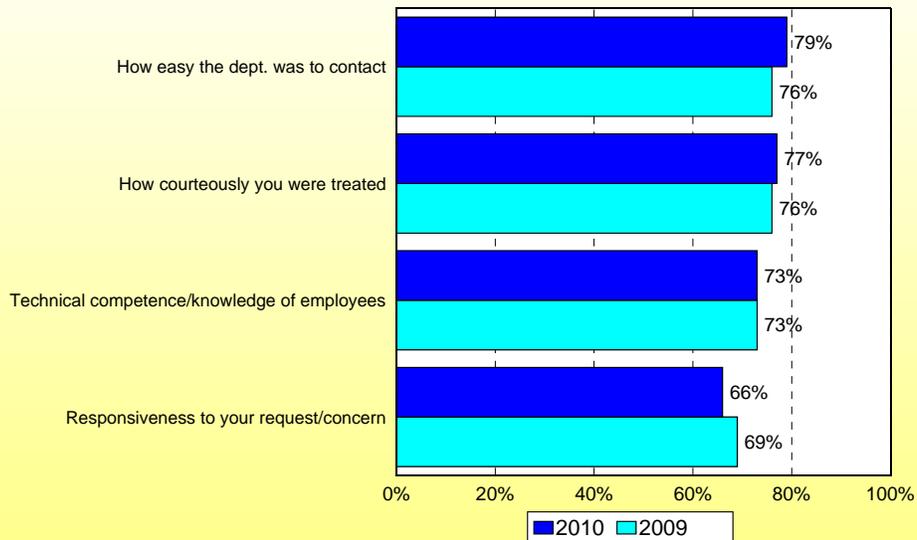
by percentage of respondents who had interacted with a City employee during the past year



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Satisfaction with Customer Service - 2009 and 2010

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

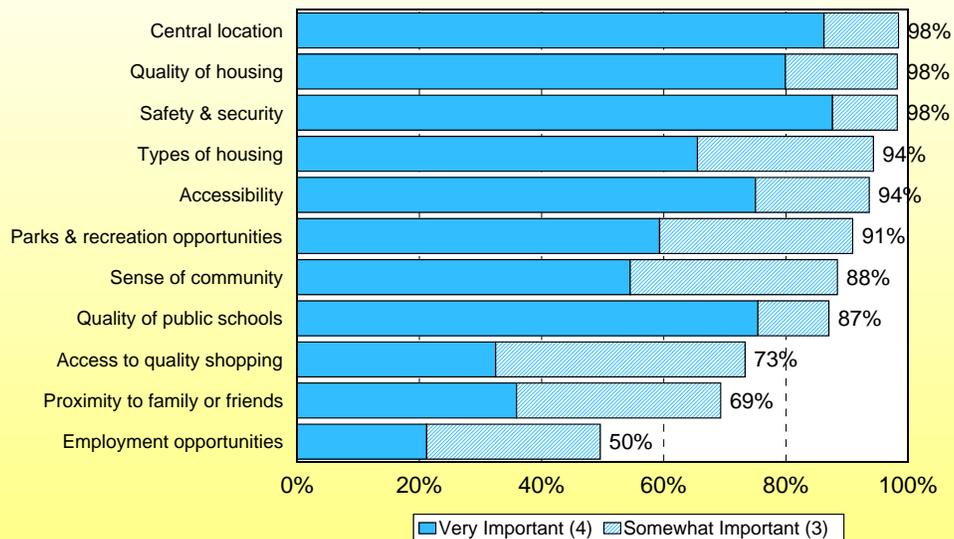


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q33. How important was each of the following in your decision to live in Clayton?

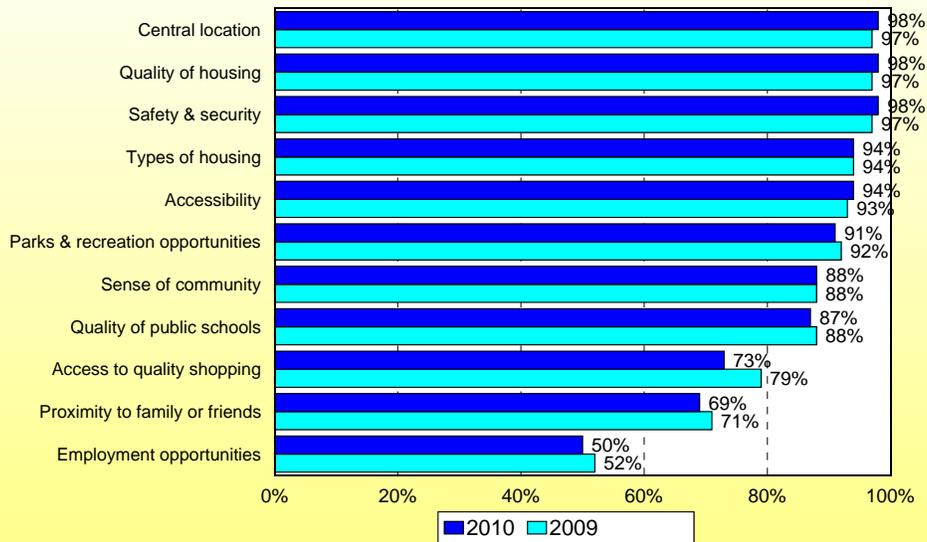
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

How important was each of the following in your decision to live in Clayton? - 2009 and 2010

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

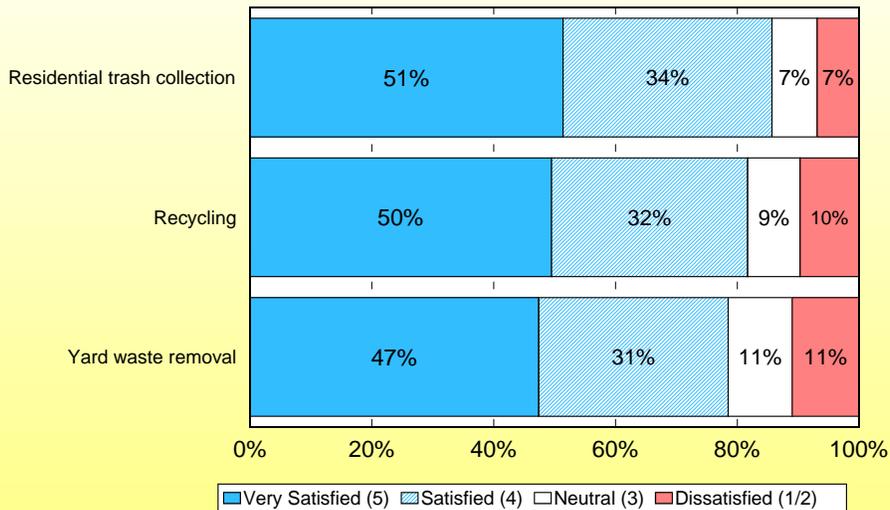


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

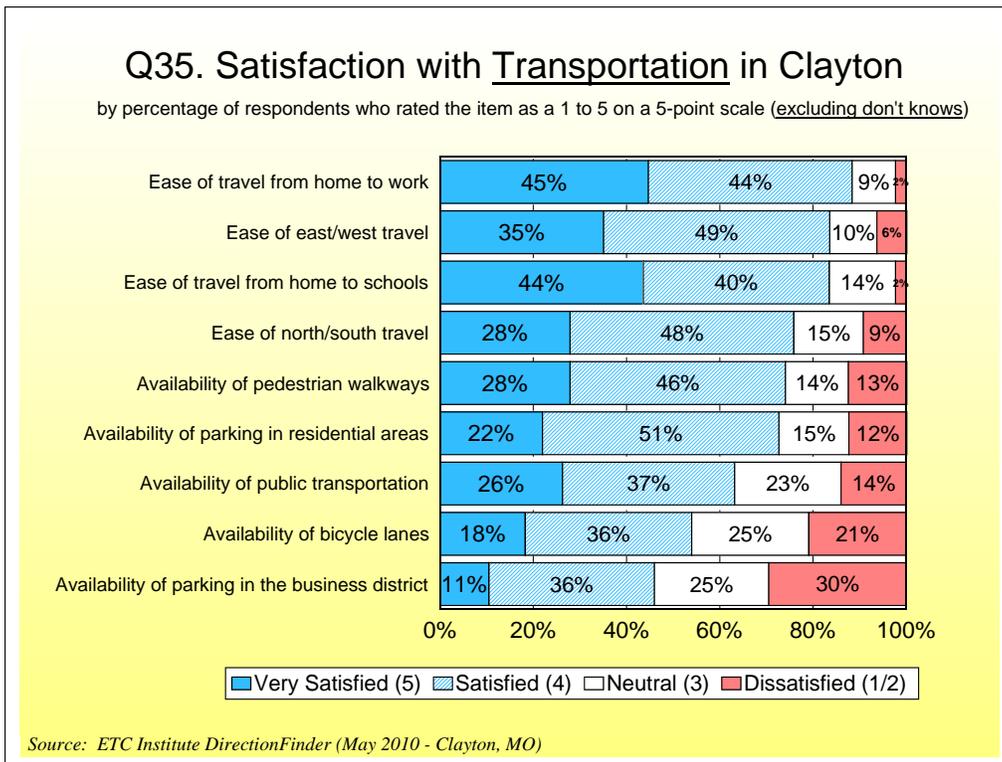
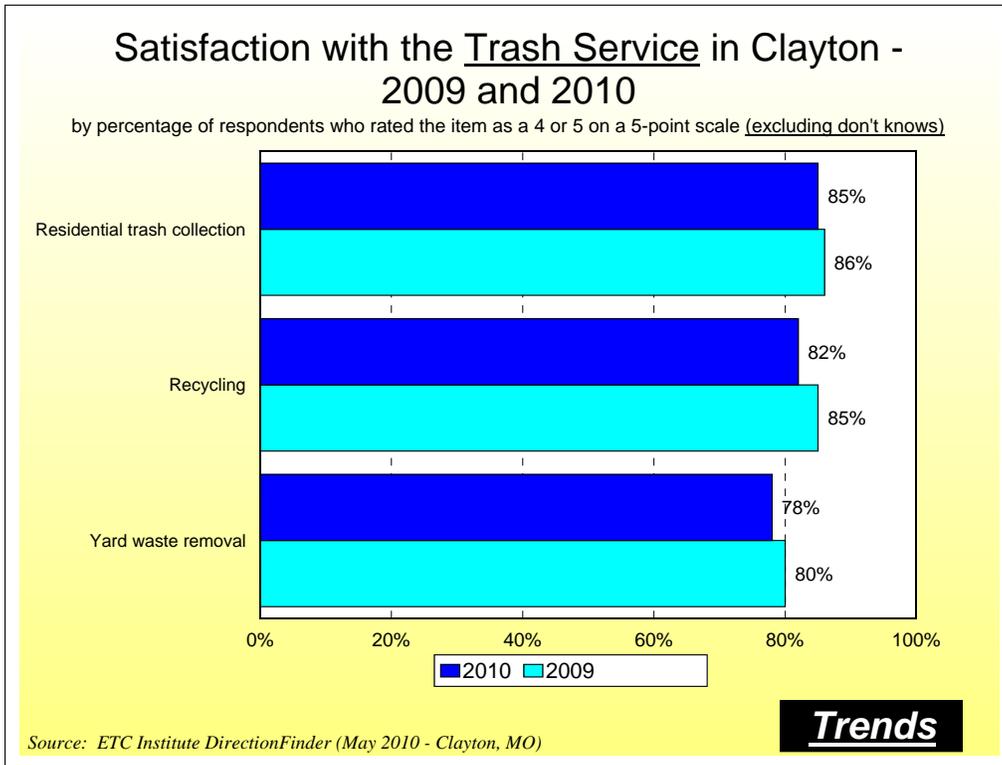
Trends

Q34. Satisfaction with the Trash Service in Clayton

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

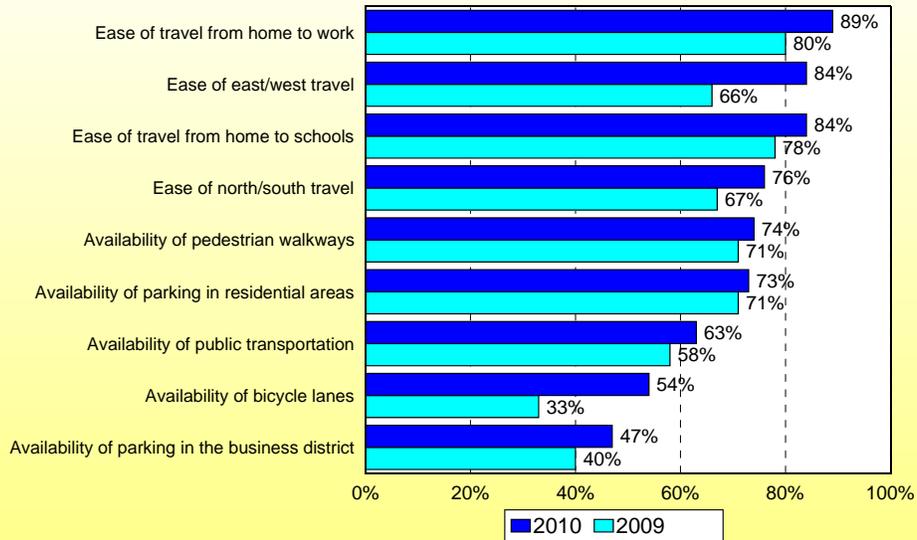


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)



Satisfaction with Transportation in Clayton - 2009 and 2010

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

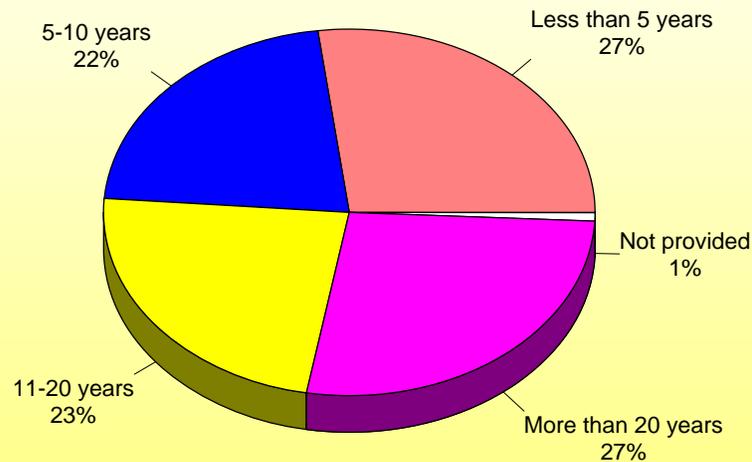


Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Trends

Q36. Demographics: How Many Years Have You Lived in the City of Clayton?

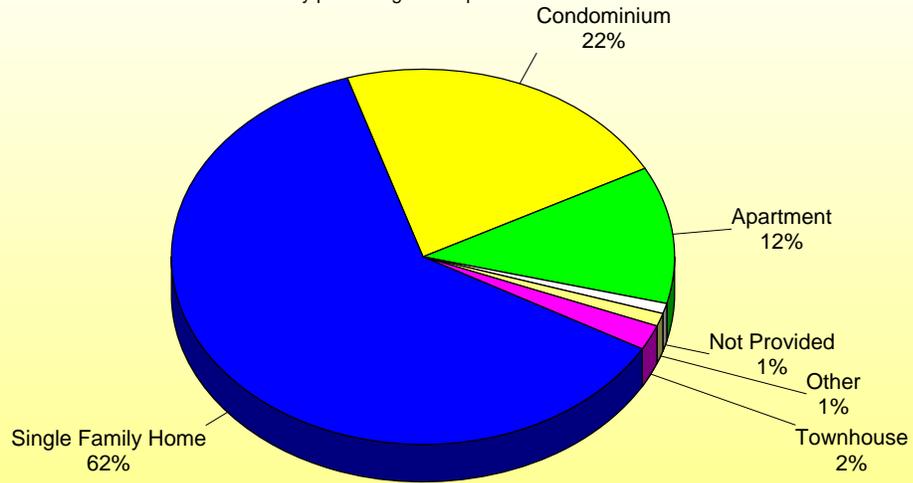
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q38. Demographics: In what kind of home do you live in?

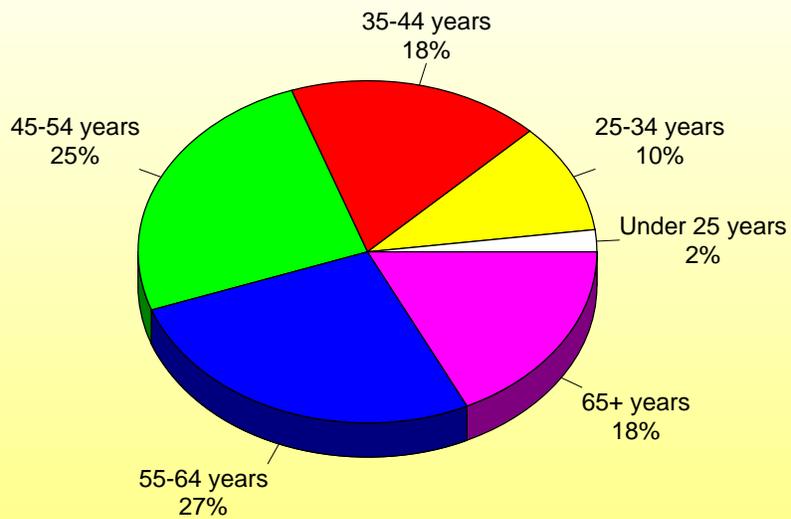
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q39. Demographics: Age of Respondents

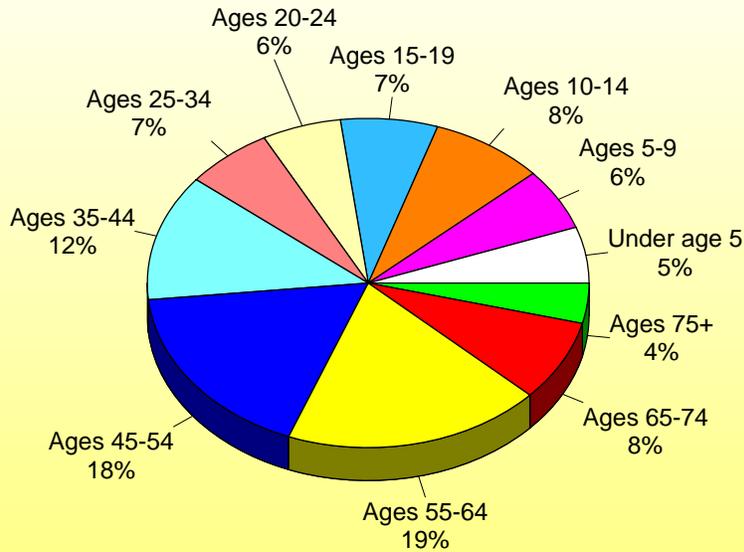
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q40. Demographics: Ages of Household Occupants

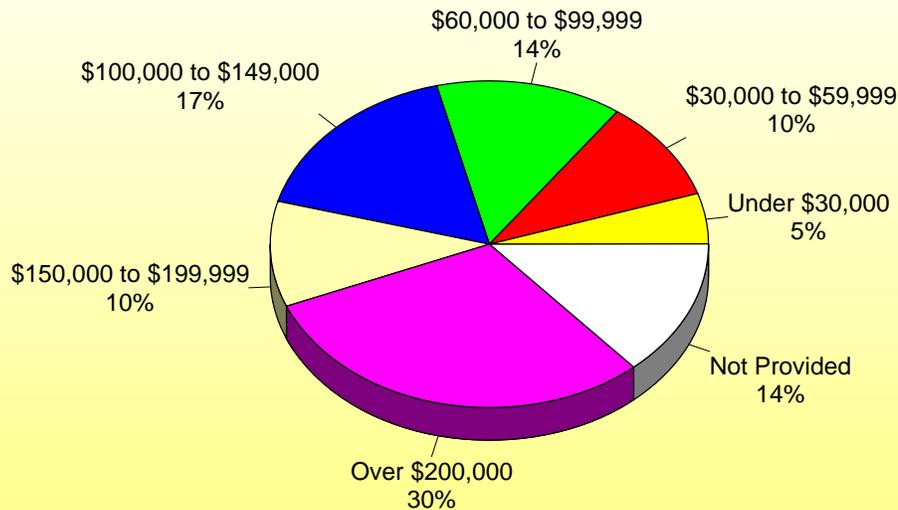
by percentage of persons in households



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q41. Demographics: Household Income

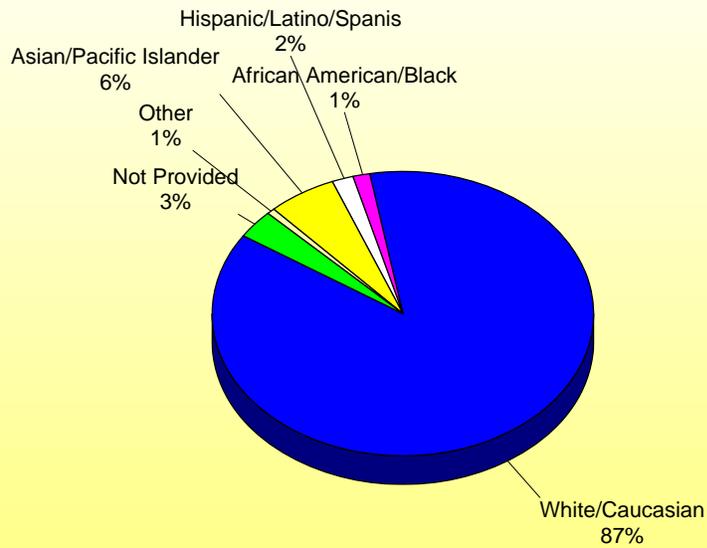
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q42. Demographics: Race/Ethnicity

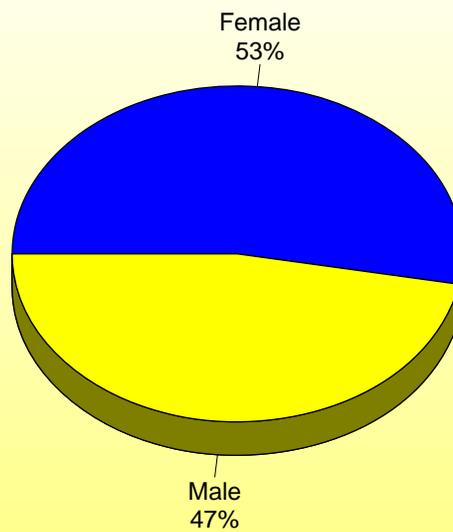
by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Q43. Demographics: Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (May 2010 - Clayton, MO)

Section 2:
Benchmarking Data



DirectionFinder® Survey Year 2010 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 200 cities and counties in 39 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,300 U.S. residents in March 2010, (2) the survey that was administered in Clayton, Missouri in April/March 2010; and 3) surveys that have been administered by ETC Institute in 29 communities in Kansas and Missouri between January 2008 and March 2010. Some of the Kansas and Missouri Regional communities represented in this report include:

- Blue Springs, Missouri
- Bonner Springs, Kansas
- Branson, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Gladstone, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Raytown, Missouri
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government

Local and National Benchmarks. The first set of charts on the following pages show how the overall results for Clayton compare to the average level of satisfaction for the Kansas and Missouri Regional area and the national average based on the results of a 2010 survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.



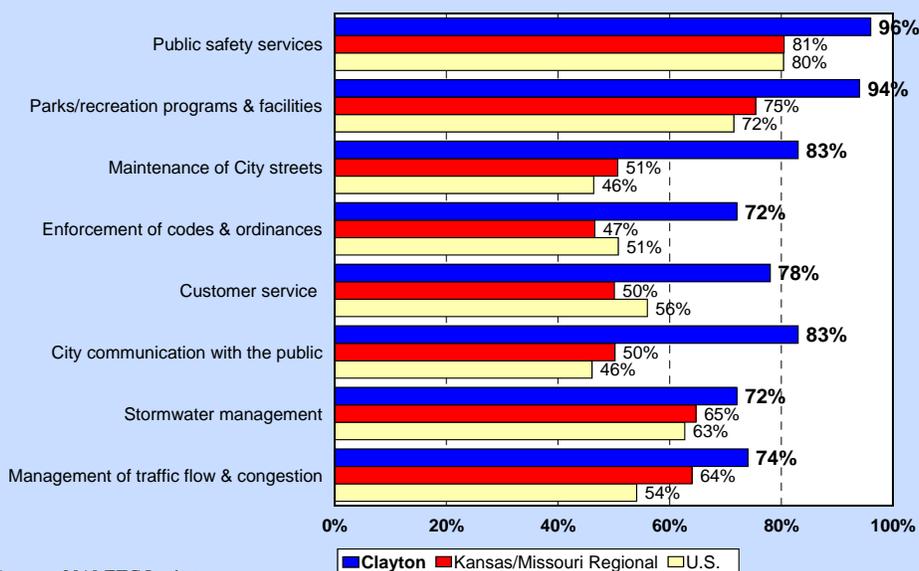
Kansas and Missouri Regional Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 29 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri Regional area. The actual ratings for Clayton are listed to the right of each chart. The dot on each bar shows how the results for Clayton compare to the other communities in Kansas and Missouri where the DirectionFinder® survey has been administered.

National Benchmarks

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

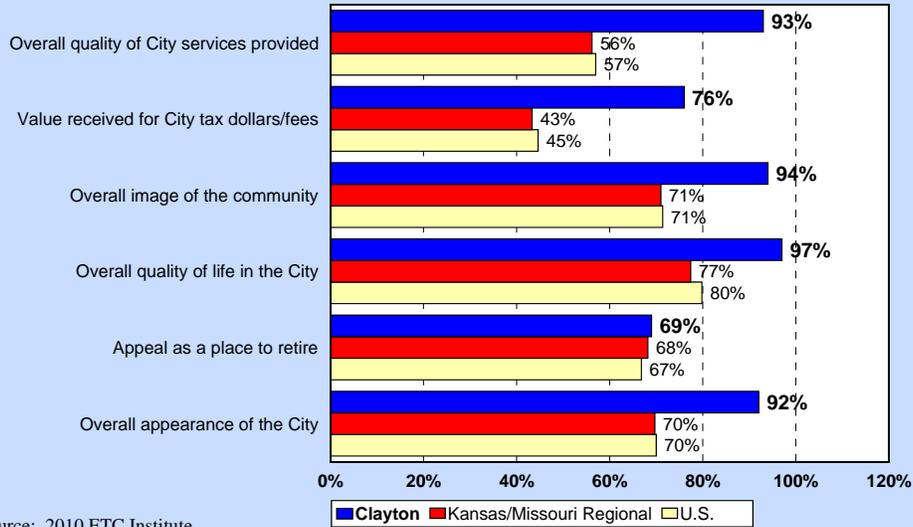
Overall Satisfaction with Various City Services Clayton vs. Kansas/Missouri Regional vs. the U.S

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



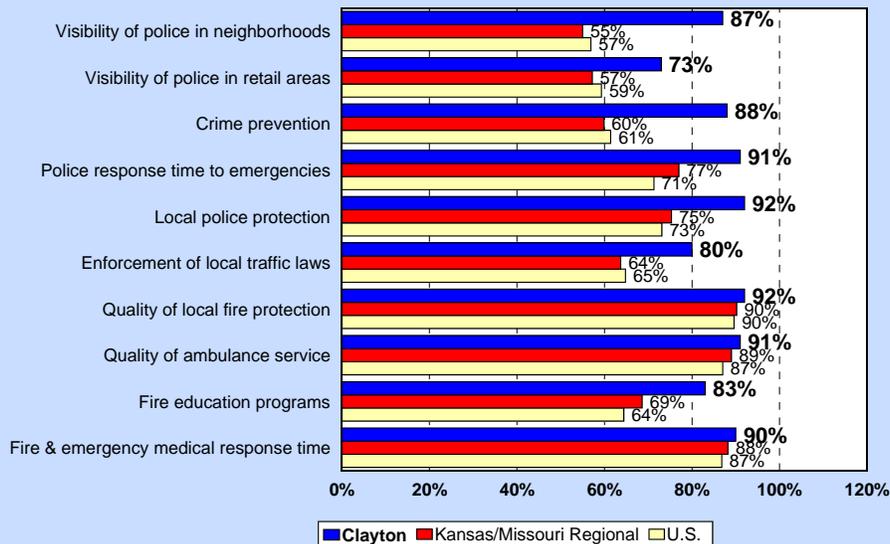
Satisfaction with Issues that Influence Perceptions of the City Clayton vs. Kansas/Missouri Regional vs. the U.S

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



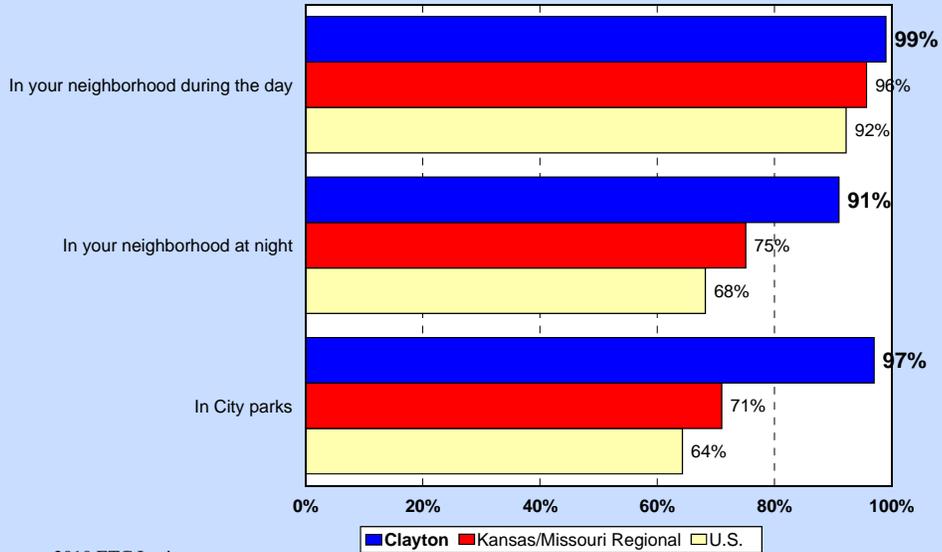
Overall Satisfaction with Public Safety Services Clayton vs. Kansas/Missouri Regional vs. the U.S

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



How Safe Residents Feel in Their Community Clayton vs. Kansas/Missouri Regional vs. the U.S

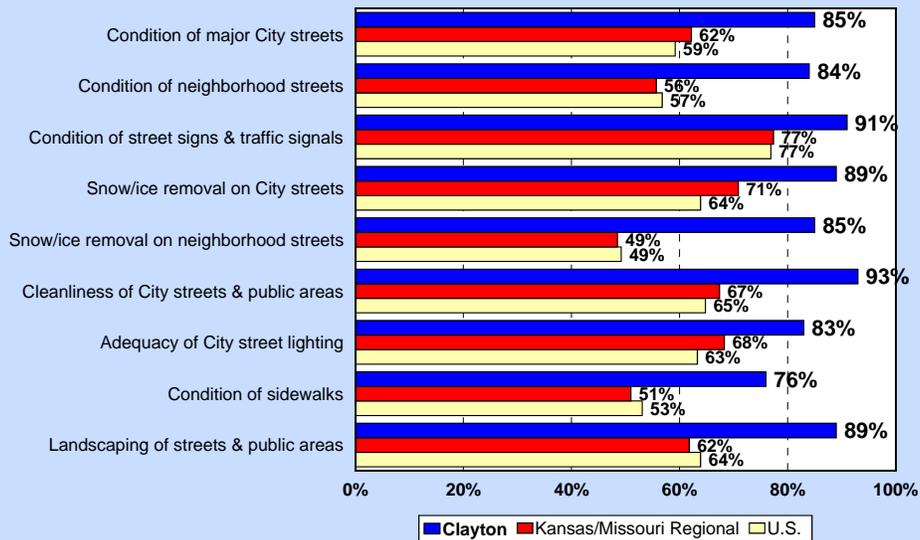
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with City Maintenance Clayton vs. Kansas/Missouri Regional vs. the U.S

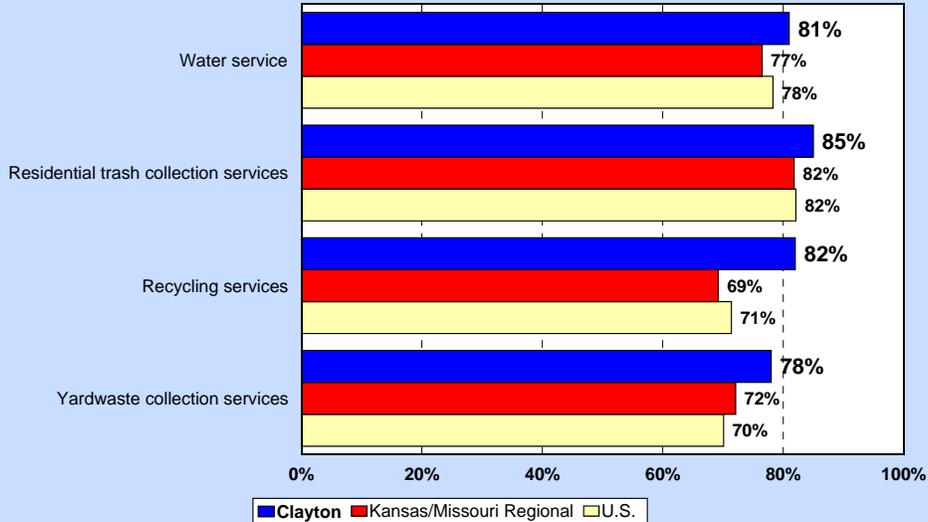
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Utility Services Clayton vs. Kansas/Missouri Regional vs. the U.S

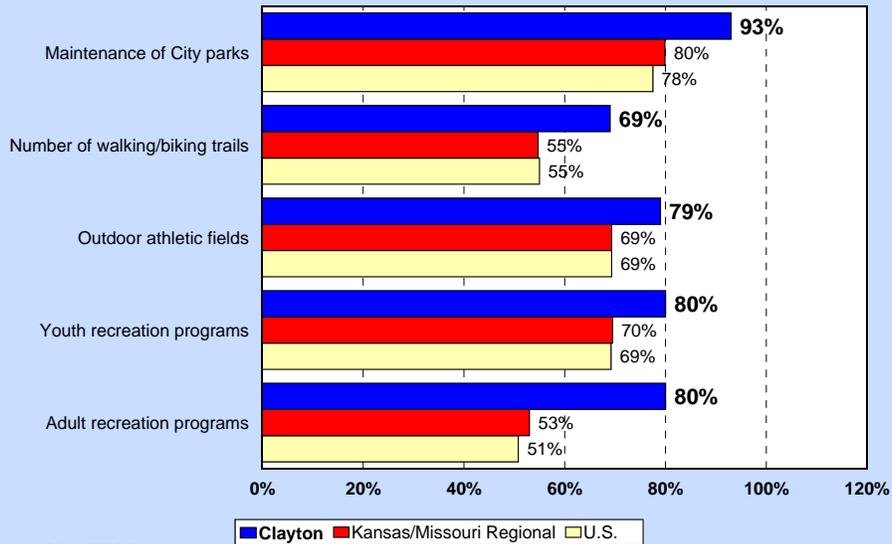
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Parks and Recreation Clayton vs. Kansas/Missouri Regional vs. the U.S

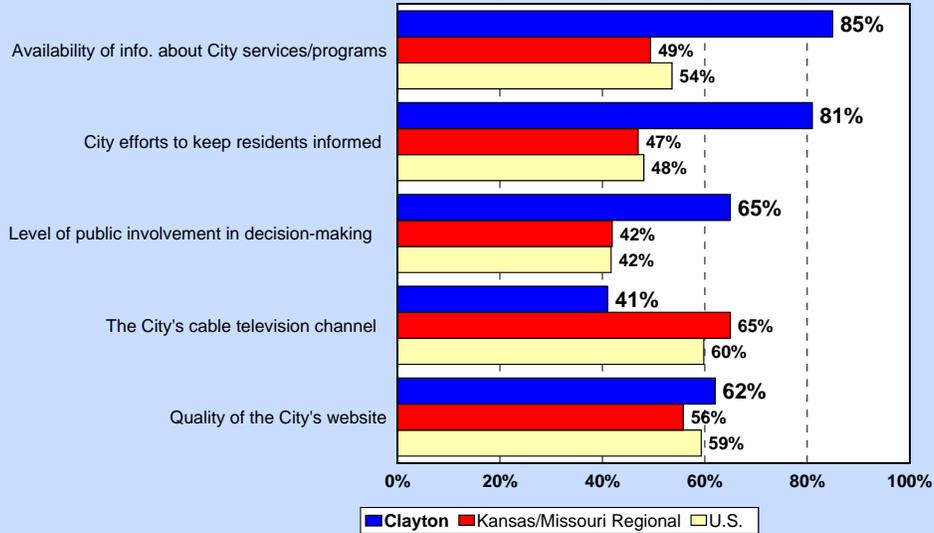
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Communication Clayton vs. Kansas/Missouri Regional vs. the U.S

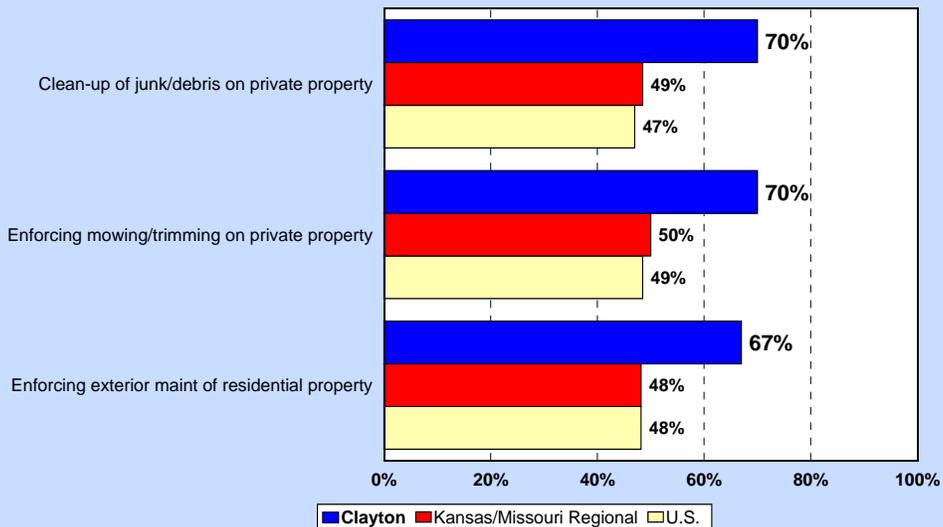
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Code Enforcement Clayton vs. Kansas/Missouri Regional vs. the U.S

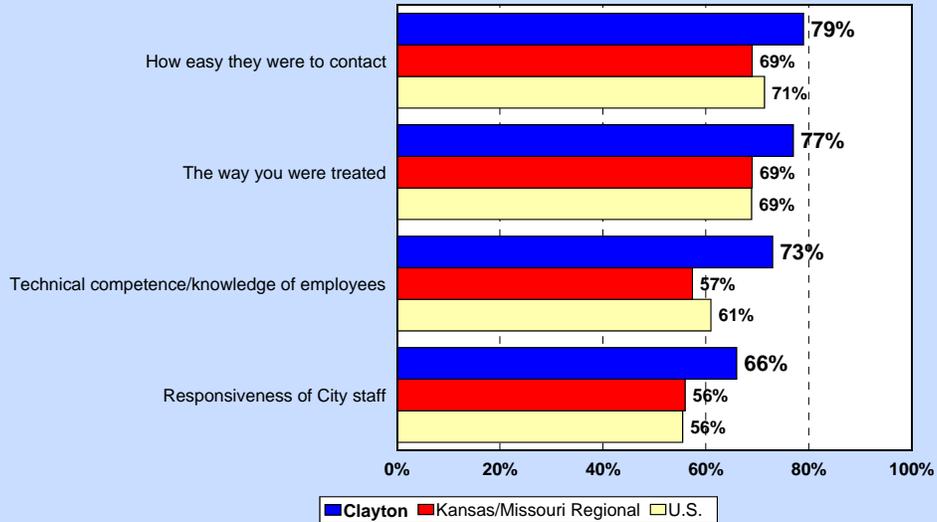
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Customer Service Clayton vs. Kansas/Missouri Regional 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)



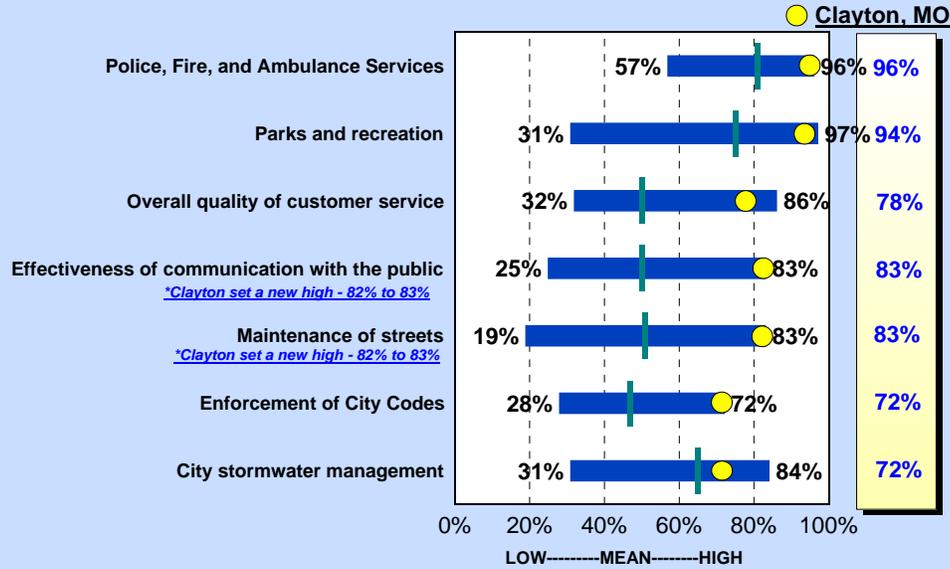
Source: 2010 ETC Institute

Kansas and Missouri Regional Benchmarks

Source: 2010 ETC Institute

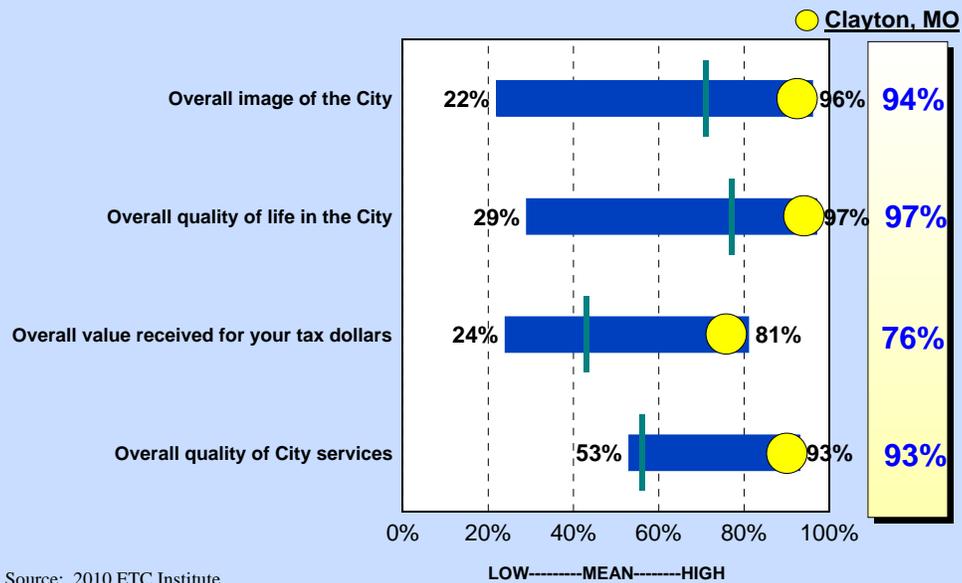
Overall Satisfaction With City Services in the Kansas/Missouri Region in 2010

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



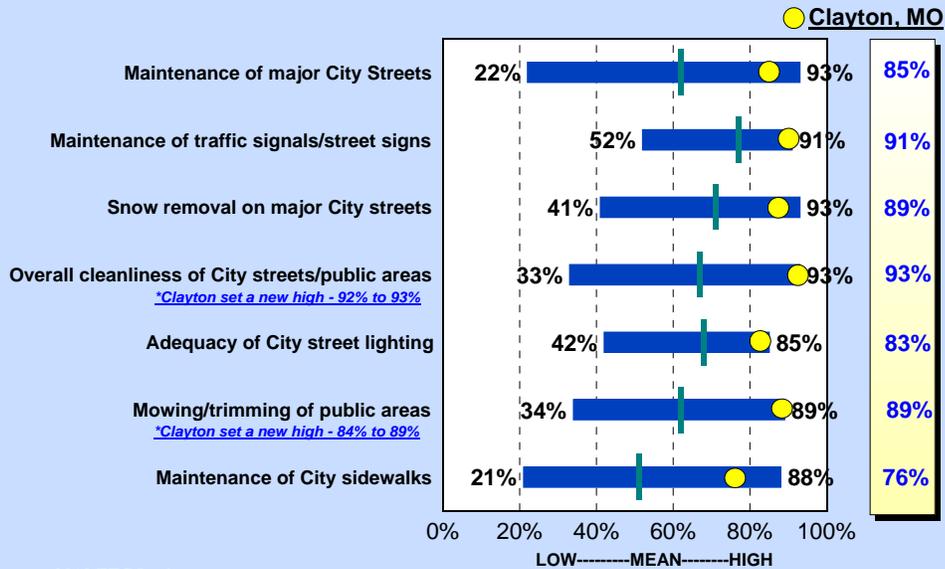
Perceptions that Kansas/Missouri Area Residents Have of the City in Which They Live in 2010

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



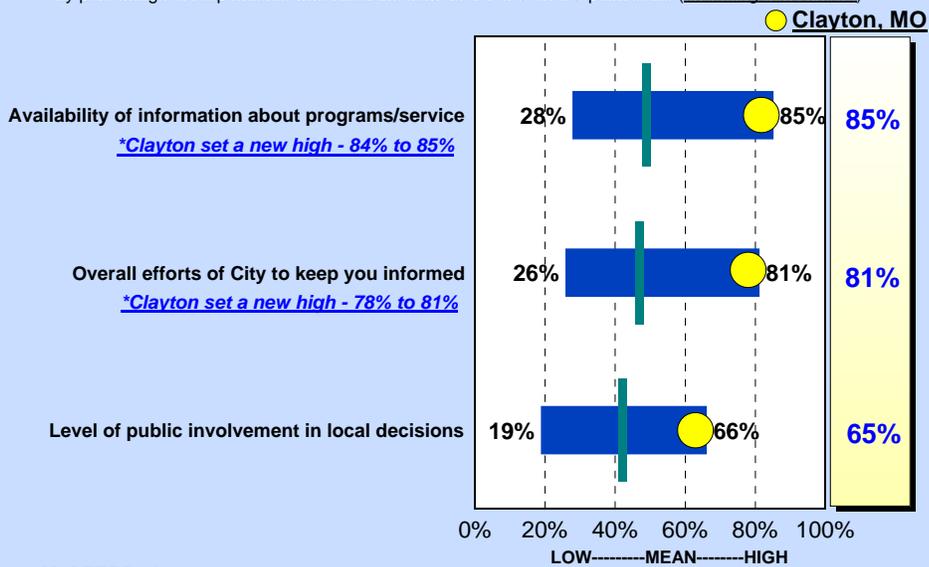
Satisfaction with Maintenance Services Provided by Cities in the Kansas/Missouri Region in 2010

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



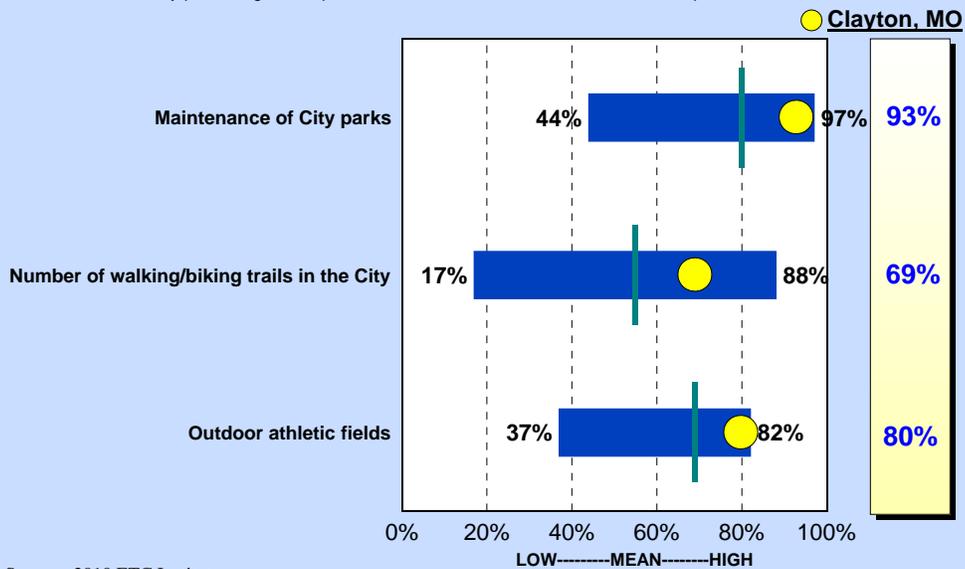
Satisfaction with Various Aspects of Communication Provided by Cities in the Kansas/Missouri Region in 2010

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



Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas/Missouri Region in 2010

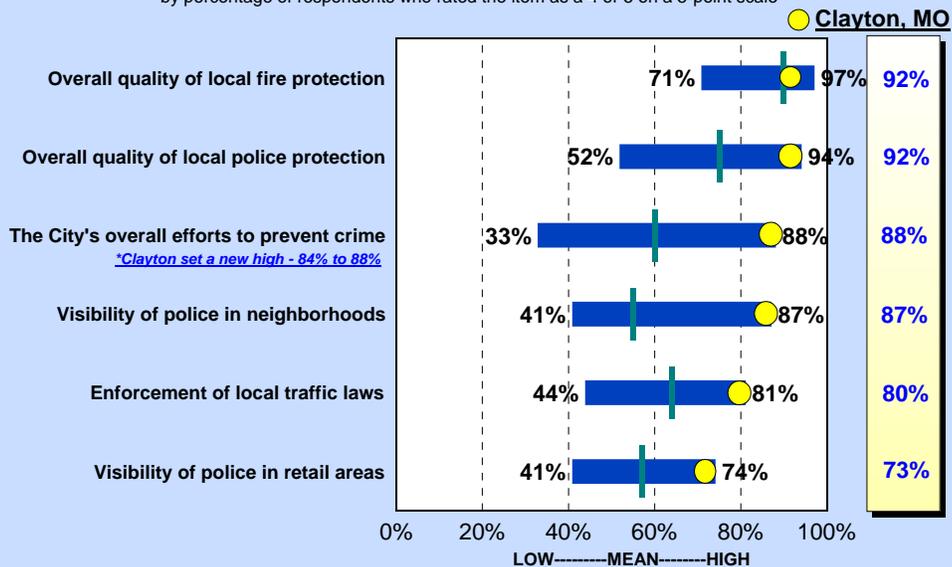
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2010 ETC Institute

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas/Missouri Region in 2010

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

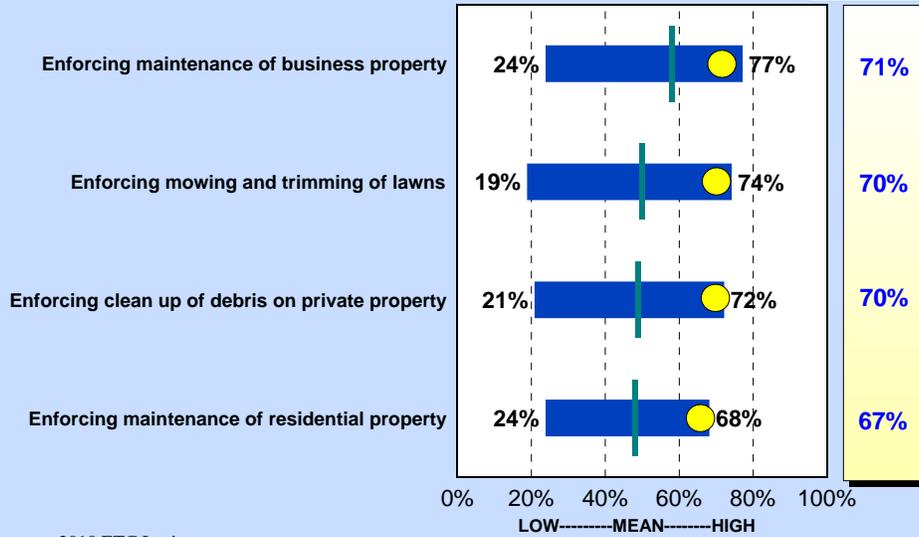


Source: 2010 ETC Institute

Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas/Missouri Region in 2010

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

● Clayton, MO



Source: 2010 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Clayton, Missouri

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirty-seven percent (37%) ranked the overall quality of *parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked second overall with 94% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 37% was multiplied by 6% (1-0.94). This calculation yielded an I-S rating of 0.0222, which was ranked seventh out of nine major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Clayton are provided on the following page.

Importance-Satisfaction Rating

City of Clayton

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Flow of traffic & congestion management	39%	3	74%	7	0.1014	1
<i>Medium Priority (IS <.10)</i>						
Quality of storm water management system	26%	5	72%	8	0.0728	2
Maintenance City streets	42%	2	83%	4	0.0714	3
Enforcement of building/housing codes/ordinances	18%	6	72%	9	0.0504	4
Quality of customer service from City employees	15%	8	78%	6	0.0330	5
Effectiveness of City communication with citizens	16%	7	83%	5	0.0272	6
Quality of parks & recreation programs/facilities	37%	4	94%	2	0.0222	7
Quality of public safety services	43%	1	96%	1	0.0172	8
Maintenance of City buildings and facilities	11%	9	89%	3	0.0121	9

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Clayton

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	37%	2	69%	10	0.1147	1
<i>Medium Priority (IS <.10)</i>						
City special events and festivals	31%	3	88%	4	0.0372	2
The City's youth fitness programs	15%	5	80%	6	0.0300	3
Maintenance of City Parks	41%	1	93%	1	0.0287	4
The City's adult fitness programs	14%	6	80%	7	0.0280	5
The City's recreation opportunities	20%	4	87%	5	0.0260	6
Quality of outdoor athletic fields	10%	8	80%	8	0.0200	7
Number of outdoor athletic fields	6%	10	79%	9	0.0126	8
Availability of info about parks/rec programs	12%	7	90%	3	0.0120	9
How close neighborhood parks are to your home	6%	9	92%	2	0.0048	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Clayton

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
City efforts to prevent crime	37%	1	88%	8	0.0444	1
Visibility of police in retail areas	15%	5	73%	13	0.0405	2
Visibility of police in neighborhoods	28%	2	87%	9	0.0364	3
Enforcement of local traffic laws	17%	4	80%	12	0.0340	4
City's municipal court	9%	13	71%	14	0.0261	5
Attitudes/behavior of police toward citizens	13%	7	84%	10	0.0208	6
Fire prevention and fire safety/injury prevention	10%	10	83%	11	0.0170	7
Overall competency of Clayton Police Dept	18%	3	92%	2	0.0144	8
How quickly police respond to emergencies	14%	6	91%	4	0.0126	9
How quickly ambulance/EMS responds	9%	12	90%	6	0.0090	10
Quality of Clayton Fire Department	11%	9	92%	3	0.0088	11
Quality of Clayton EMS	9%	11	91%	5	0.0081	12
How quickly the Fire Department responds	7%	14	89%	7	0.0077	13
Overall competency of Clayton Fire Dept	12%	8	94%	1	0.0072	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Clayton

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Condition of City sidewalks	28%	3	76%	12	0.0672	1
Maintenance of major City Streets	36%	1	85%	7	0.0540	2
Maintenance of neighborhood streets	28%	2	84%	9	0.0448	3
Adequacy of City street lighting	22%	4	83%	10	0.0374	4
Satisfaction with tree trimming/replacement	15%	8	83%	11	0.0255	5
Landscaping/appearance of areas along streets	21%	5	89%	3	0.0231	6
Snow removal on neighborhood streets	15%	7	85%	8	0.0225	7
Snow removal on major City streets	12%	9	89%	4	0.0132	8
Overall cleanliness of streets/public areas	17%	6	93%	1	0.0119	9
Quality of street sweeping services	9%	11	88%	5	0.0108	10
Maintenance of street signs and traffic signals	10%	10	91%	2	0.0090	11
Maintenance of City buildings	7%	12	88%	6	0.0084	12

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

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

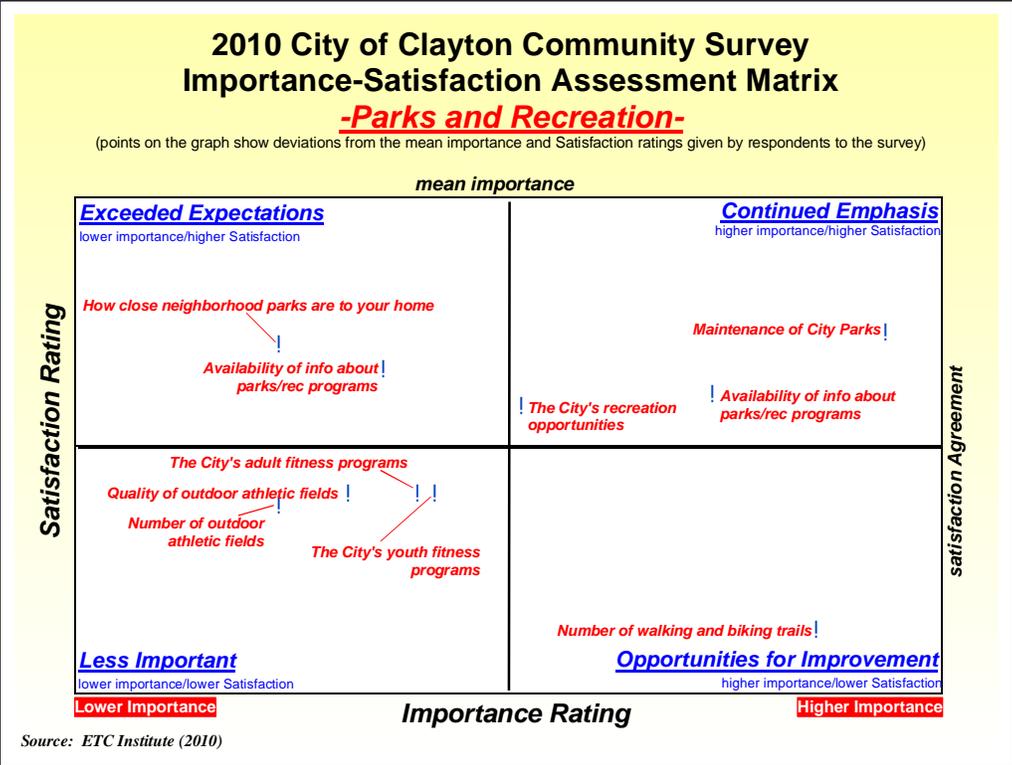
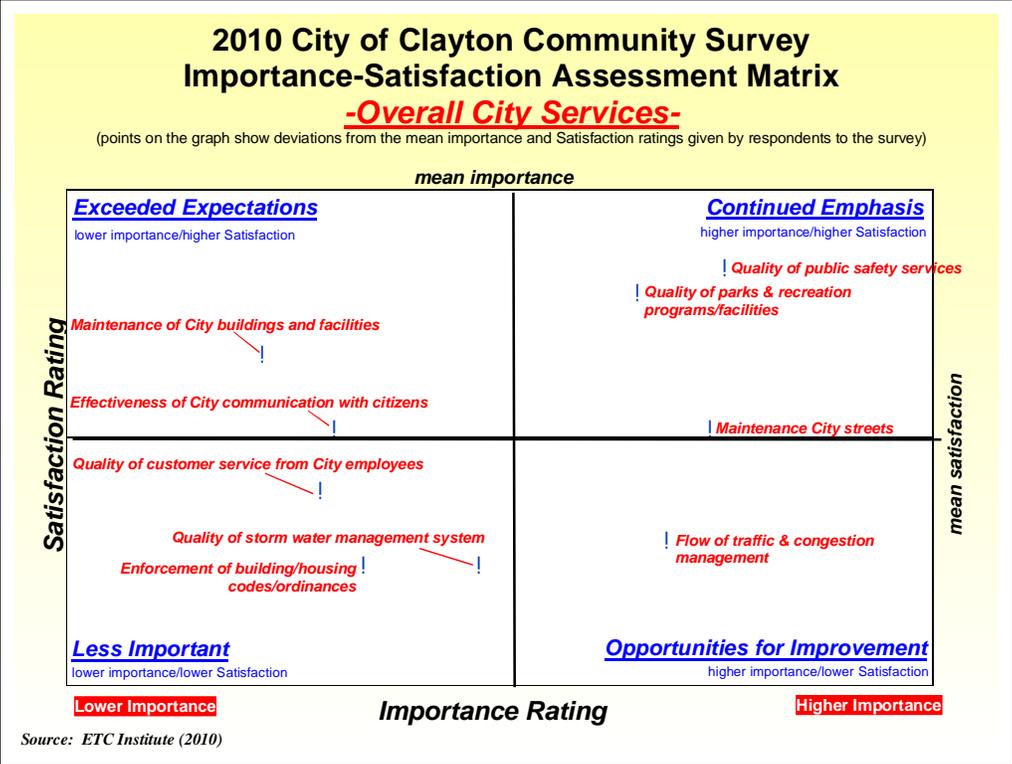
Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

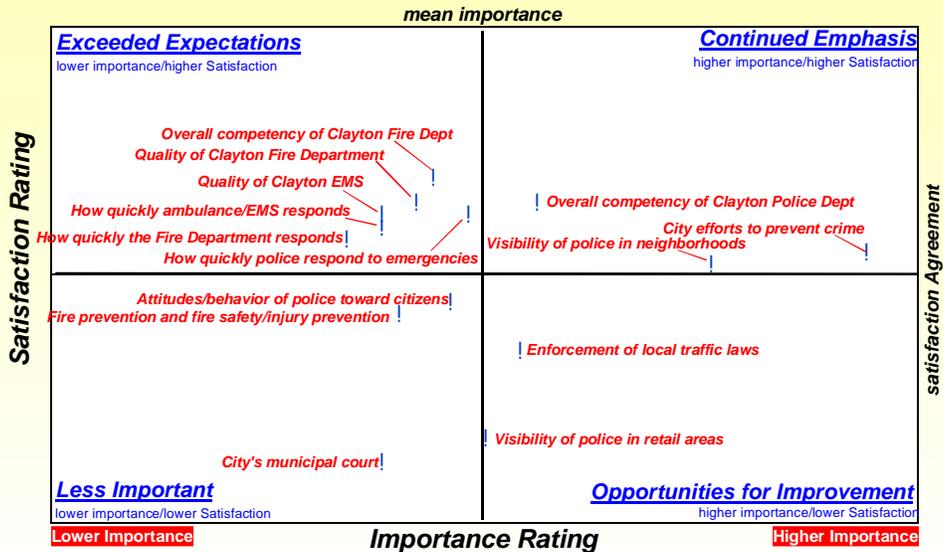
Matrices showing the results for Clayton are provided on the following pages.



2010 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

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

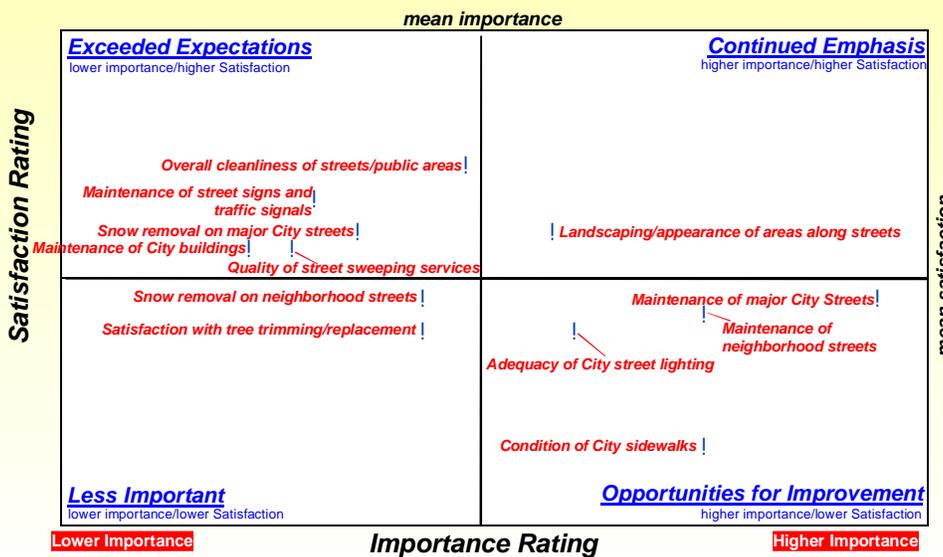


Source: ETC Institute (2010)

2010 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Source: ETC Institute (2010)

Section 4:
GIS Maps



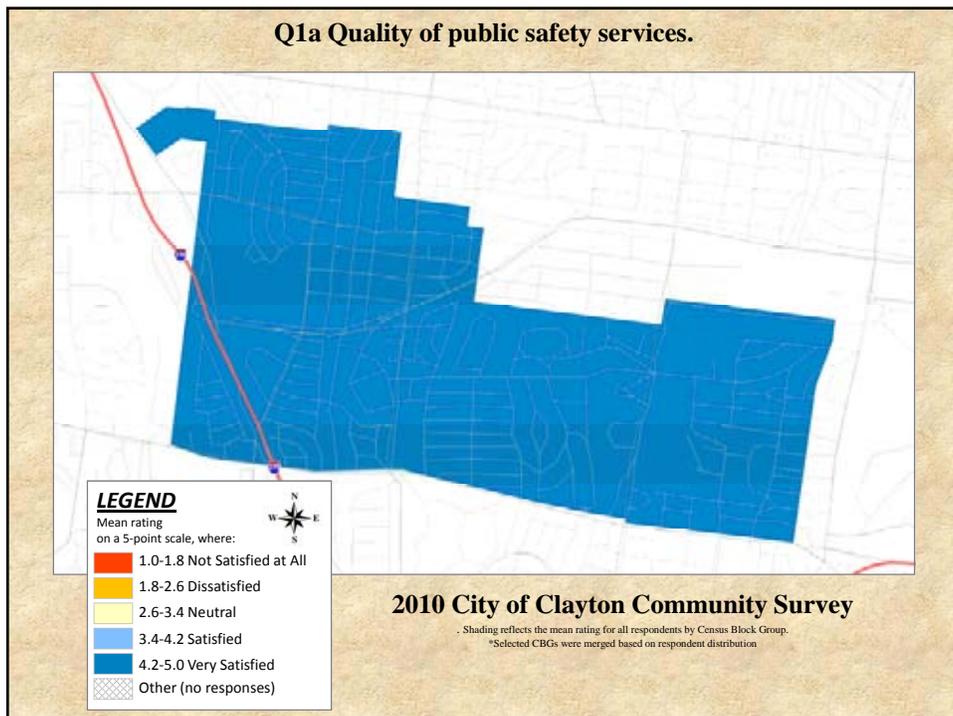
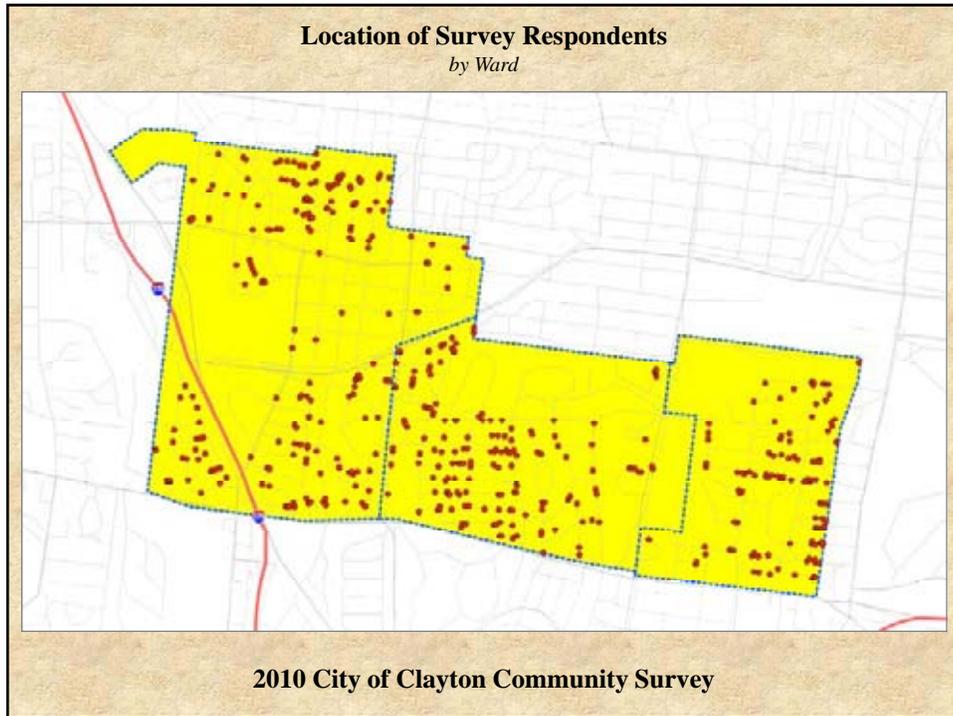
Interpreting the Maps

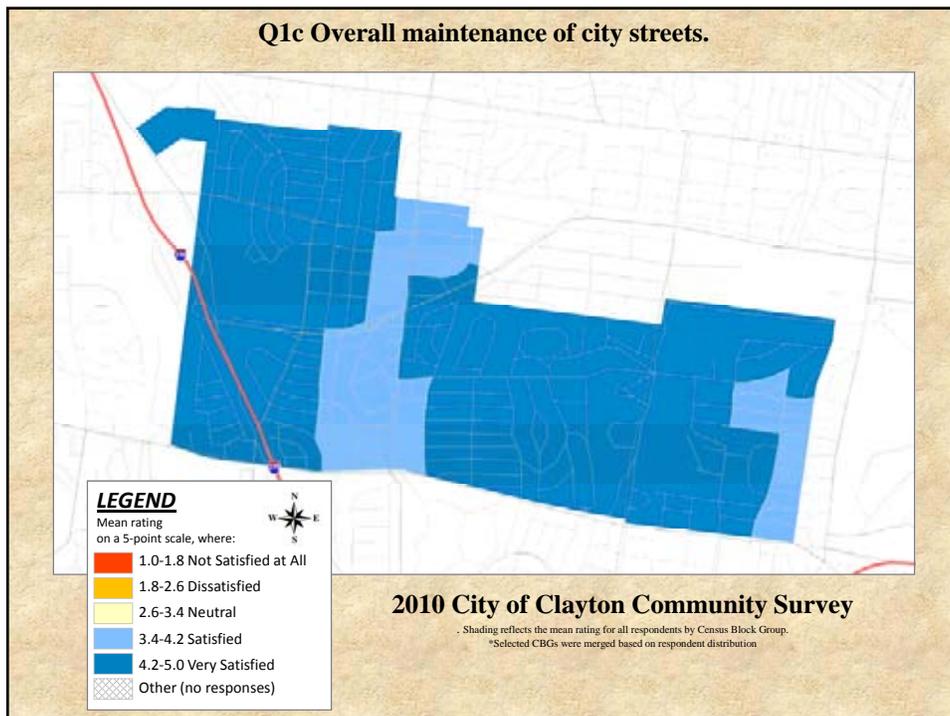
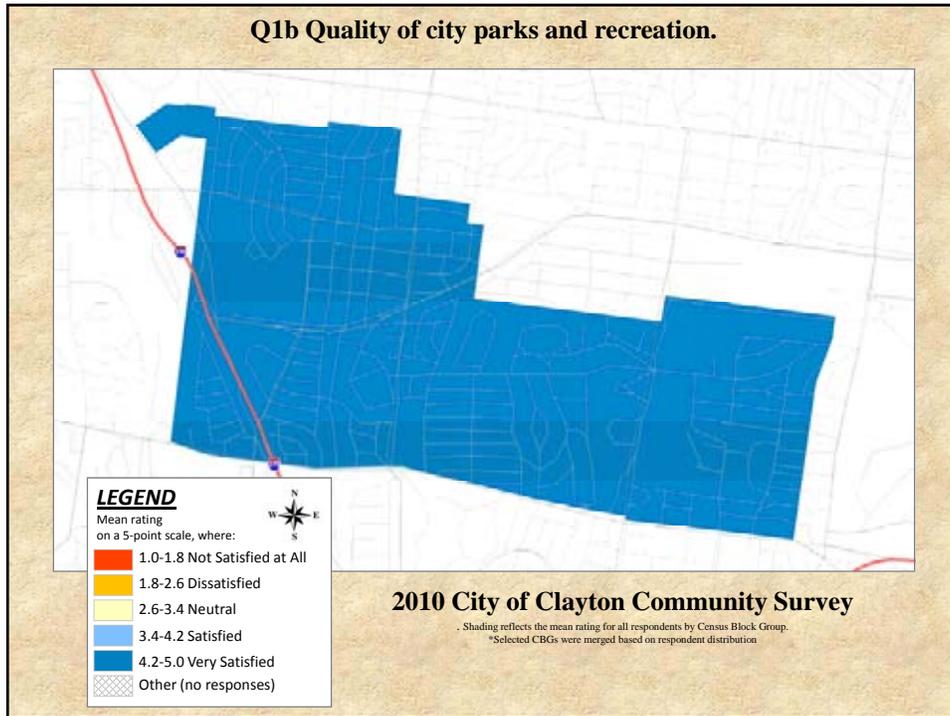
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

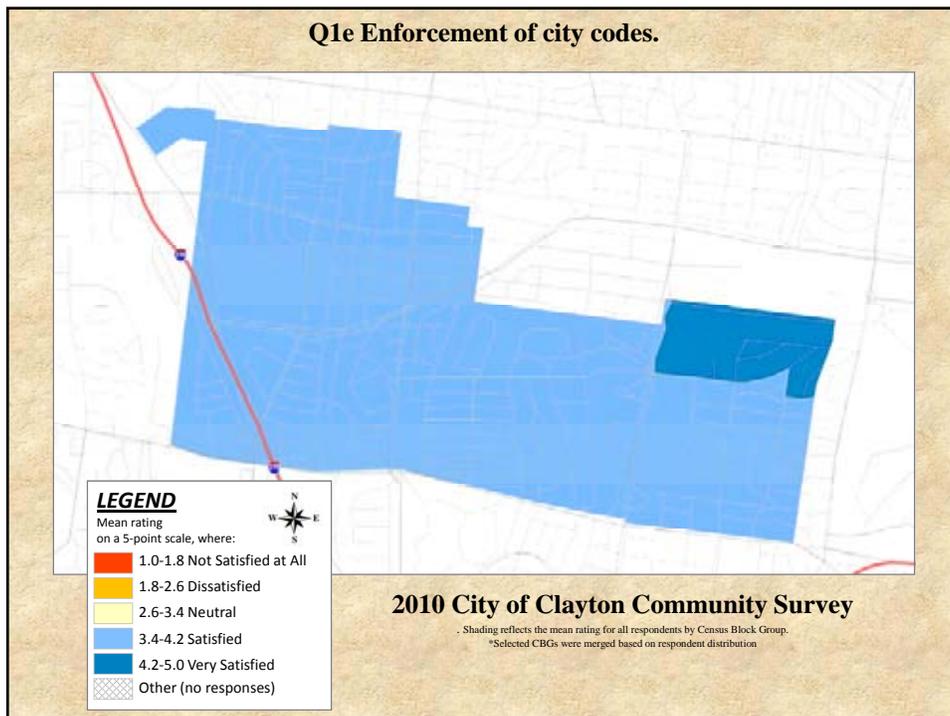
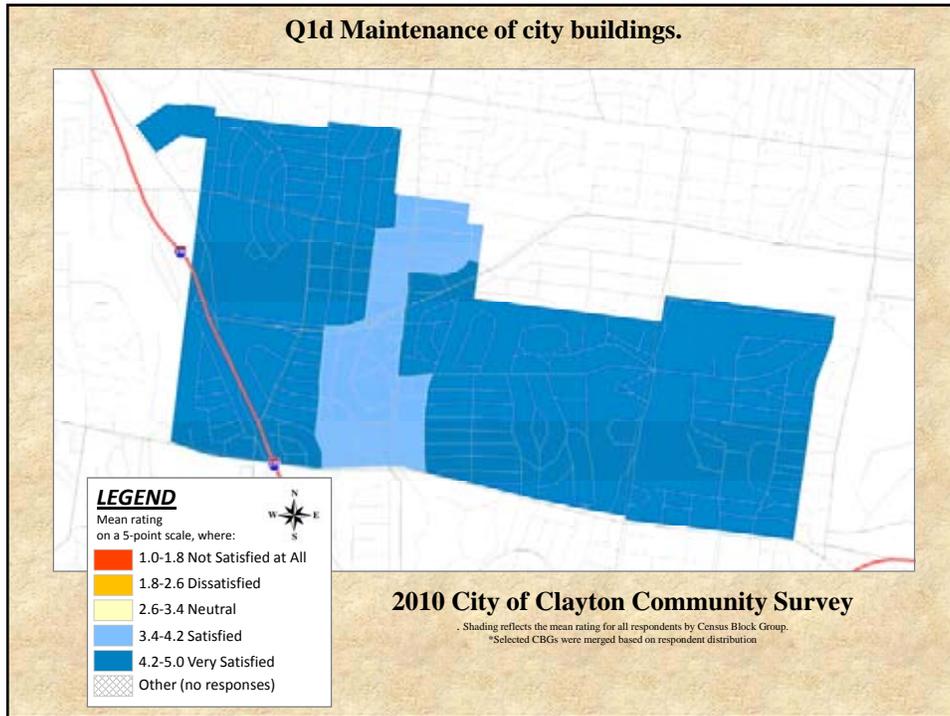
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

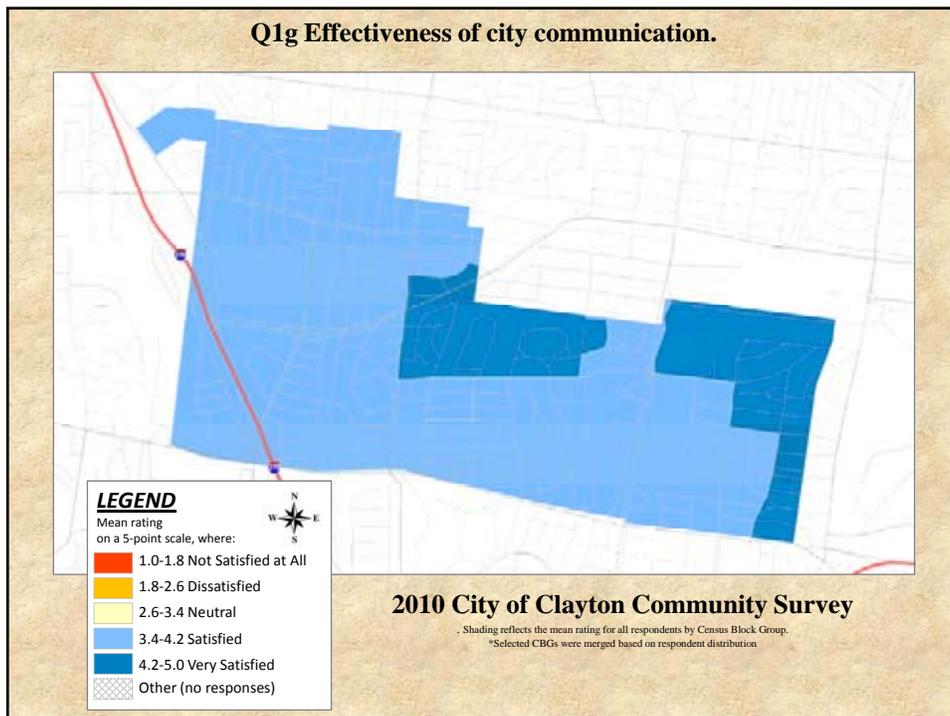
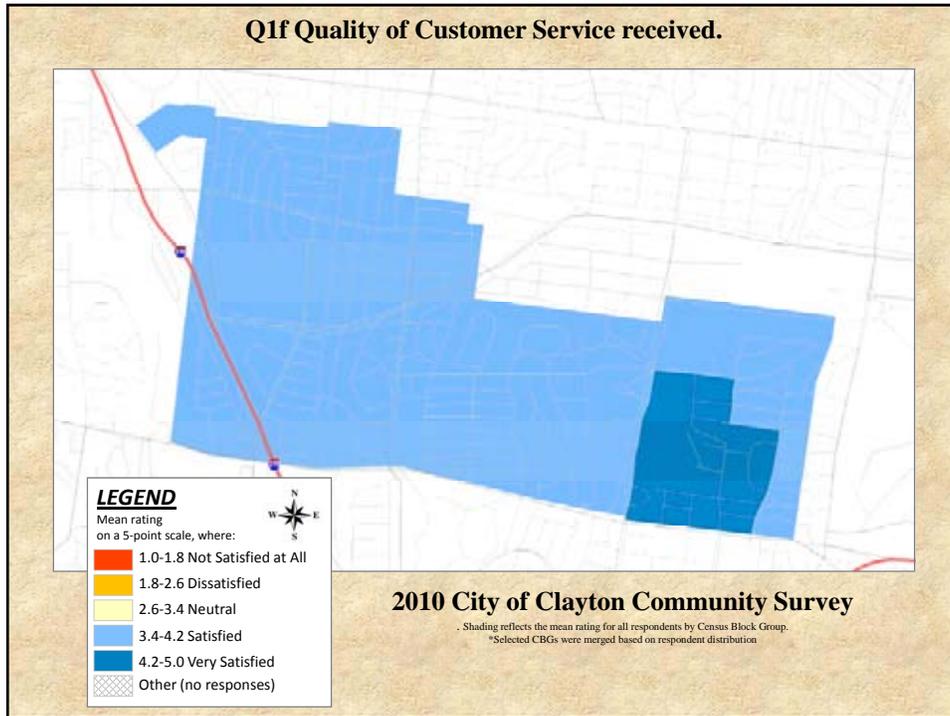
When reading the maps, please use the following color scheme as a guide:

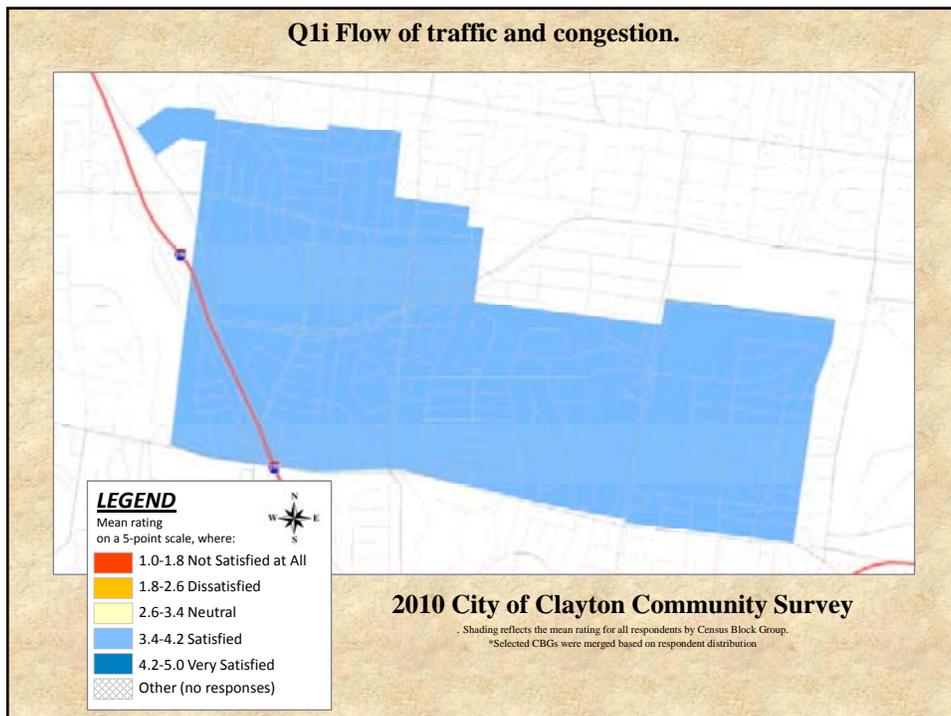
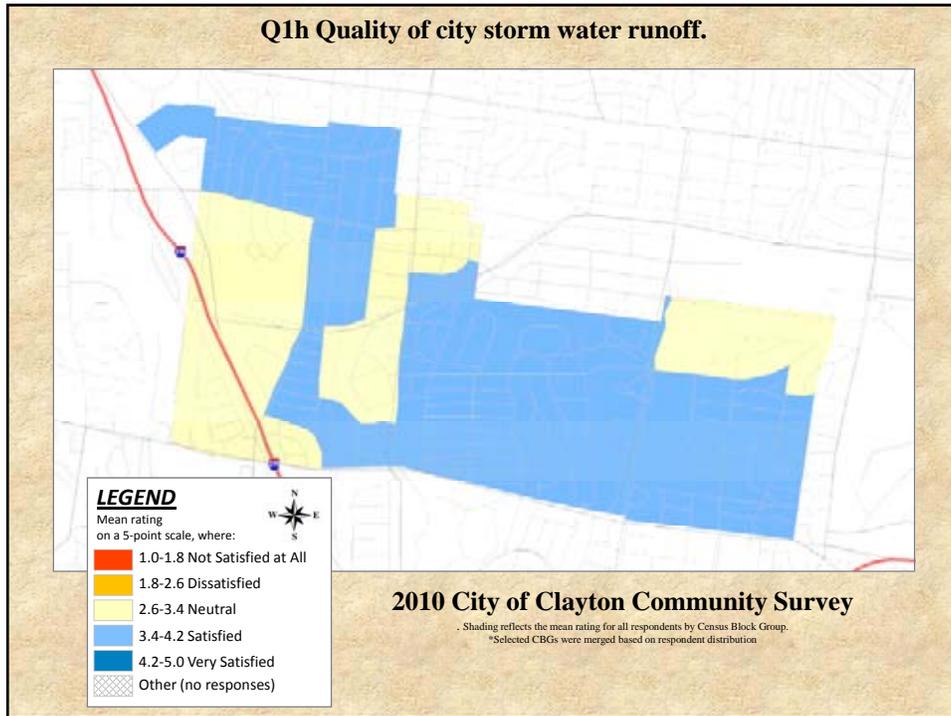
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

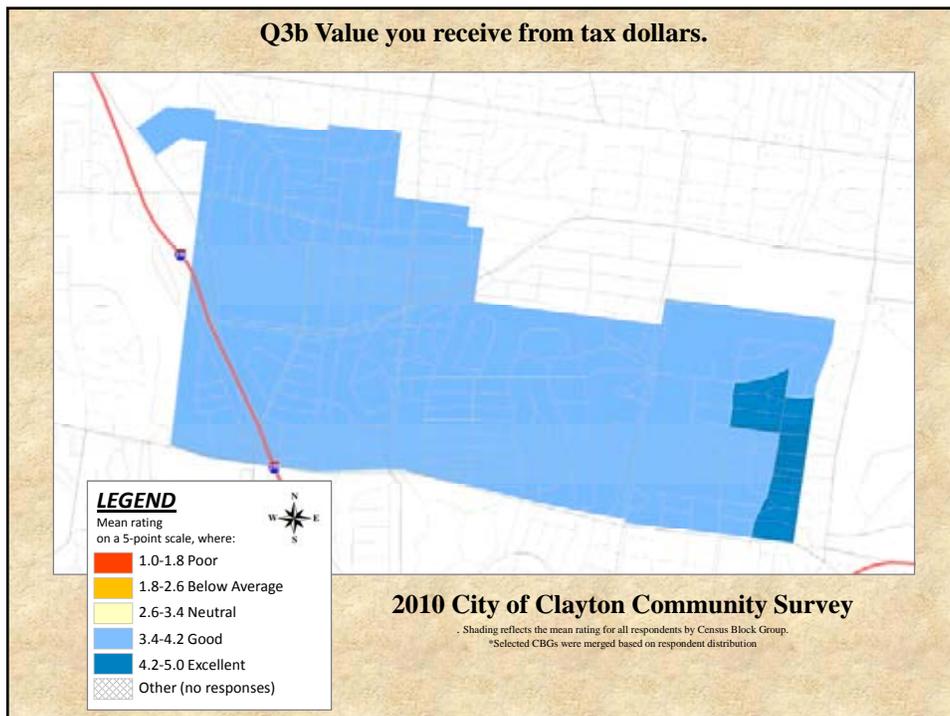
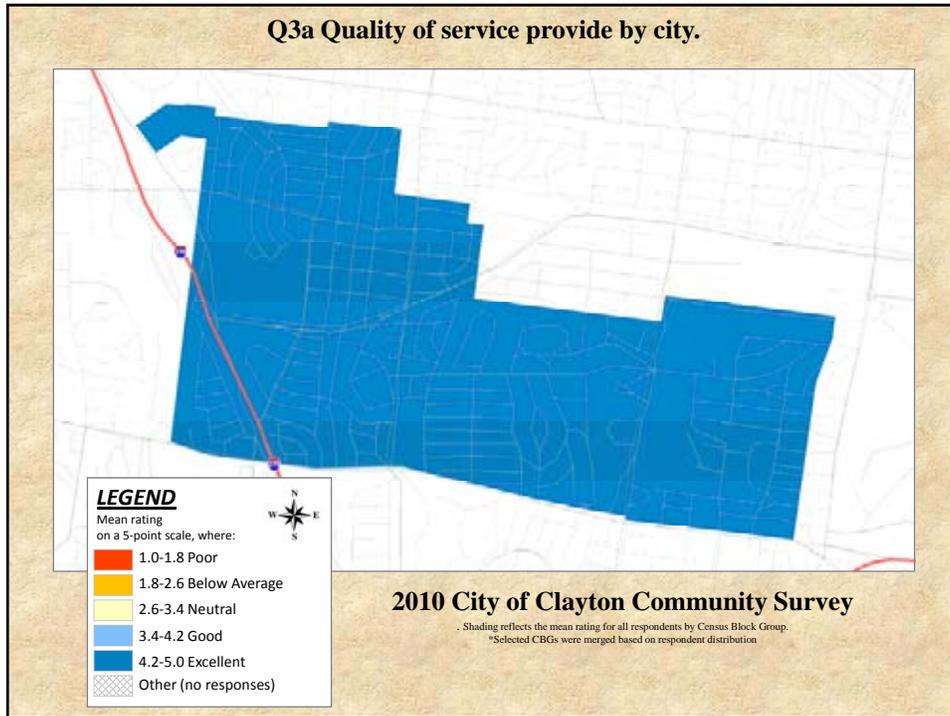


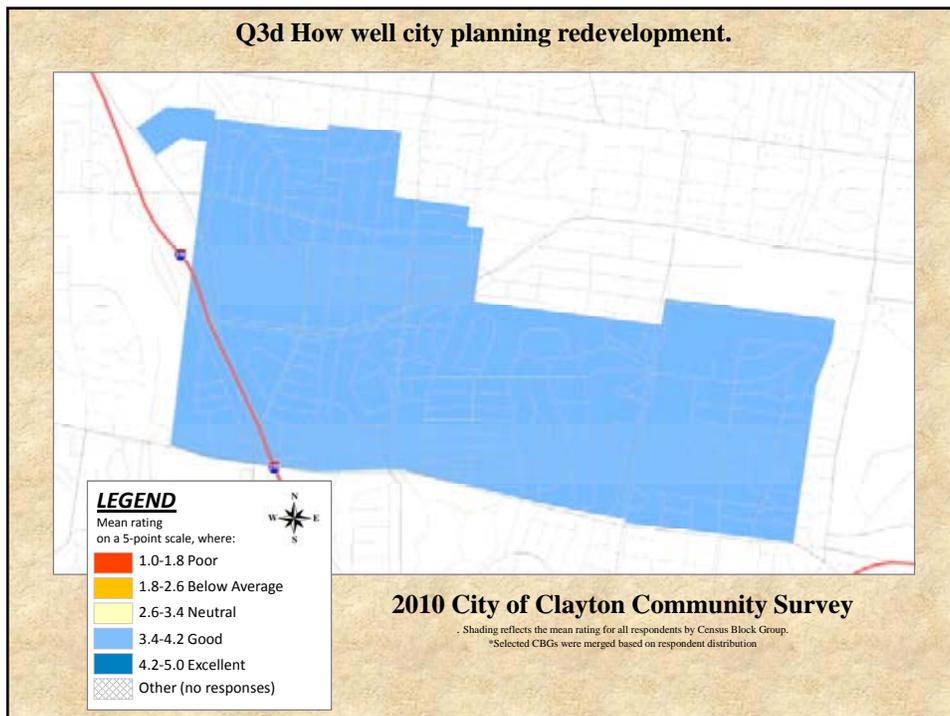
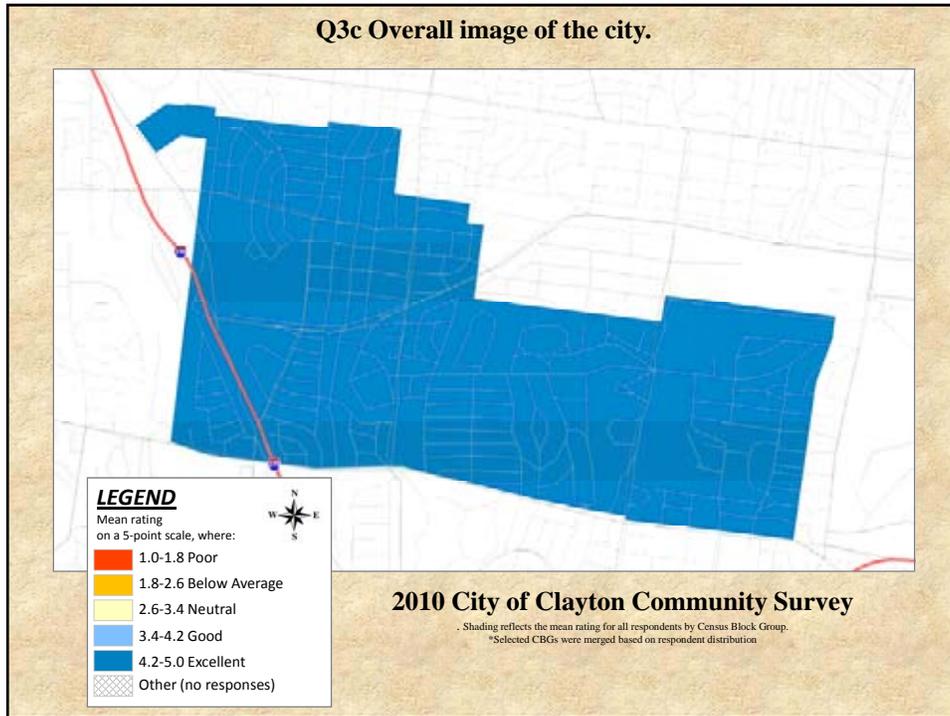


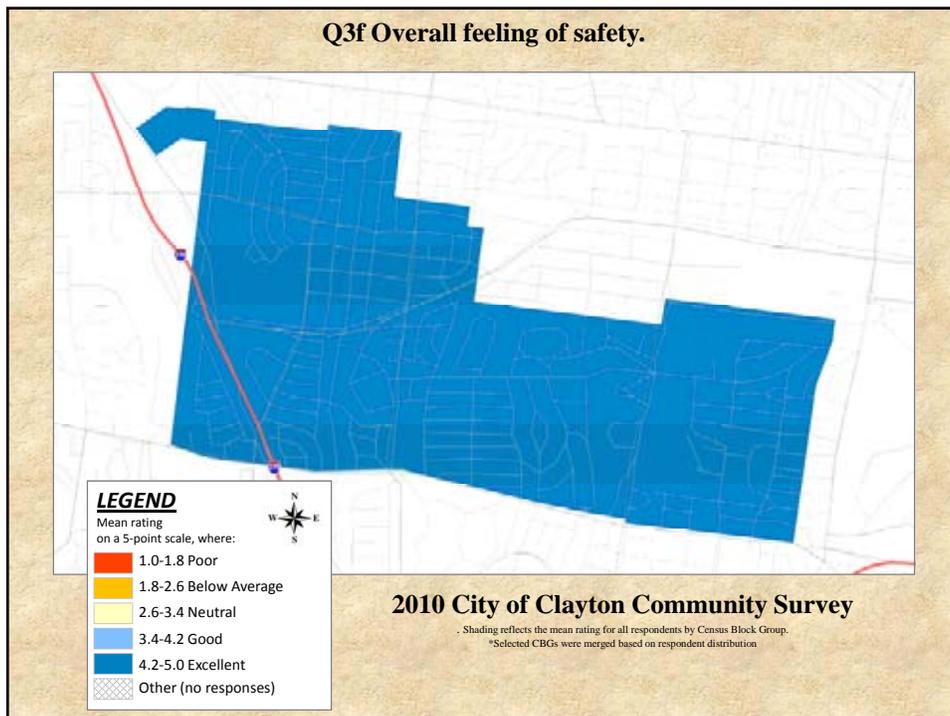
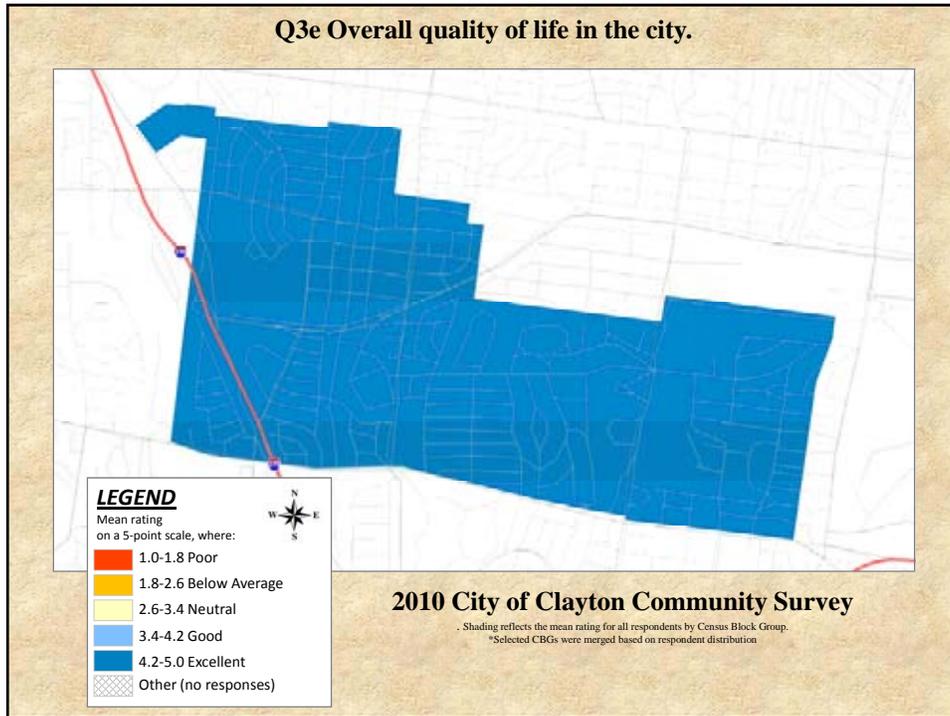


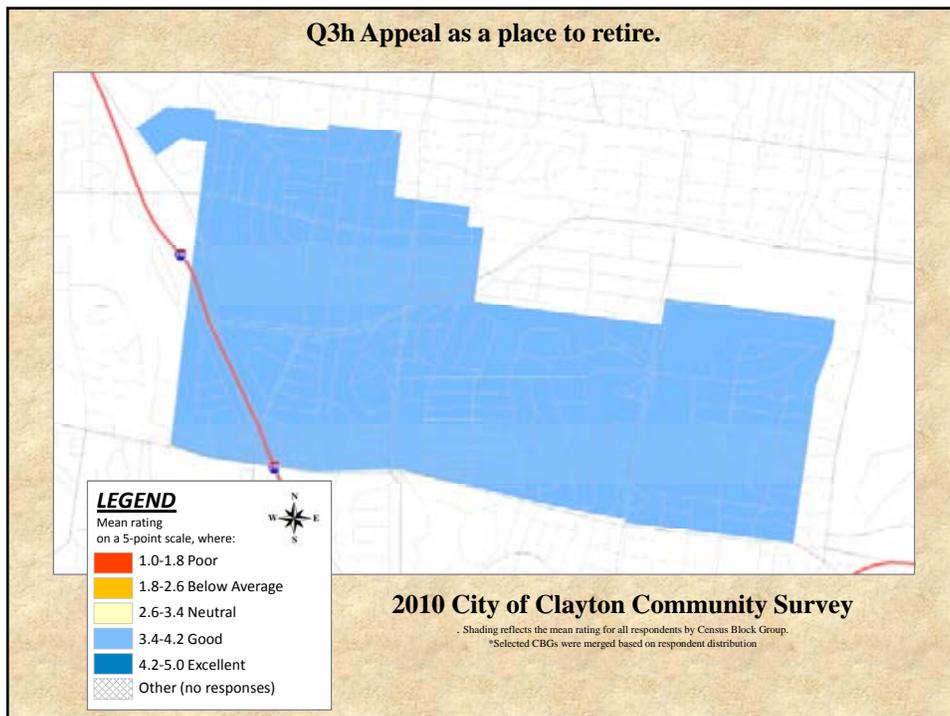
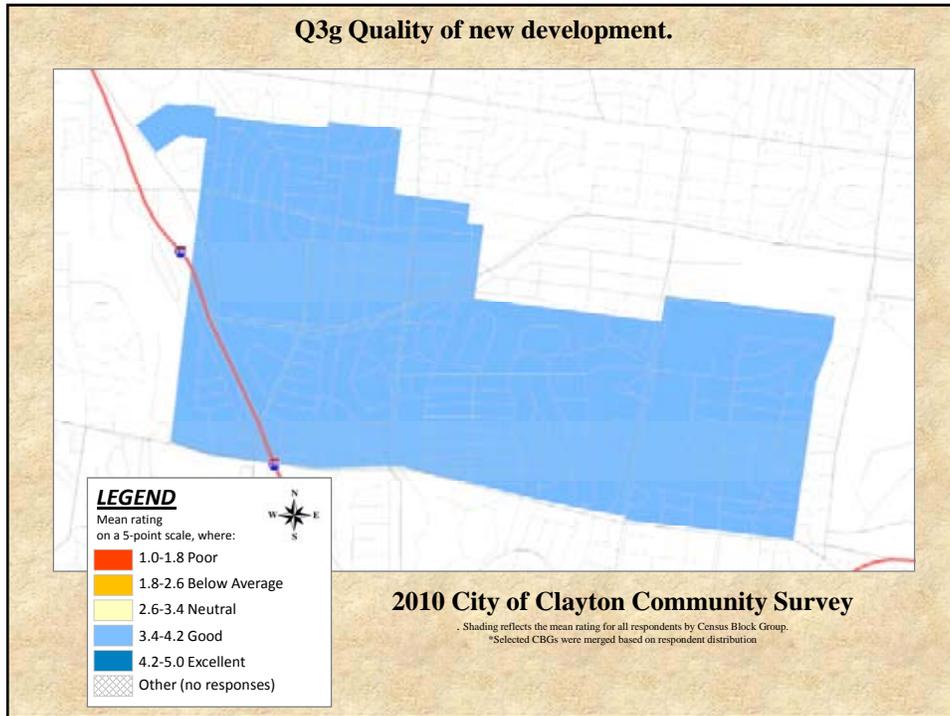


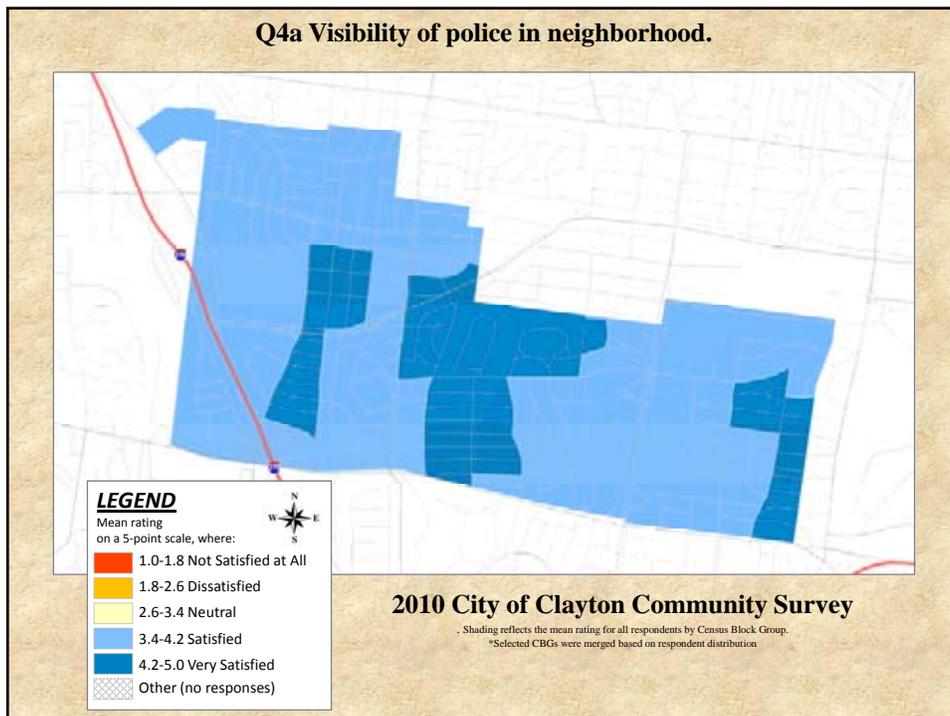
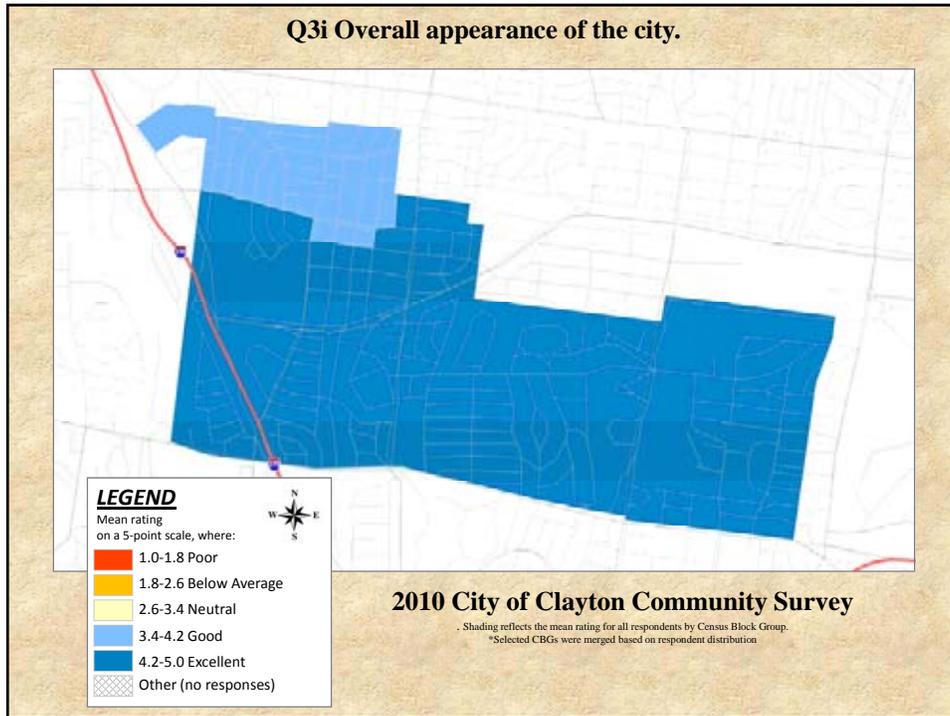


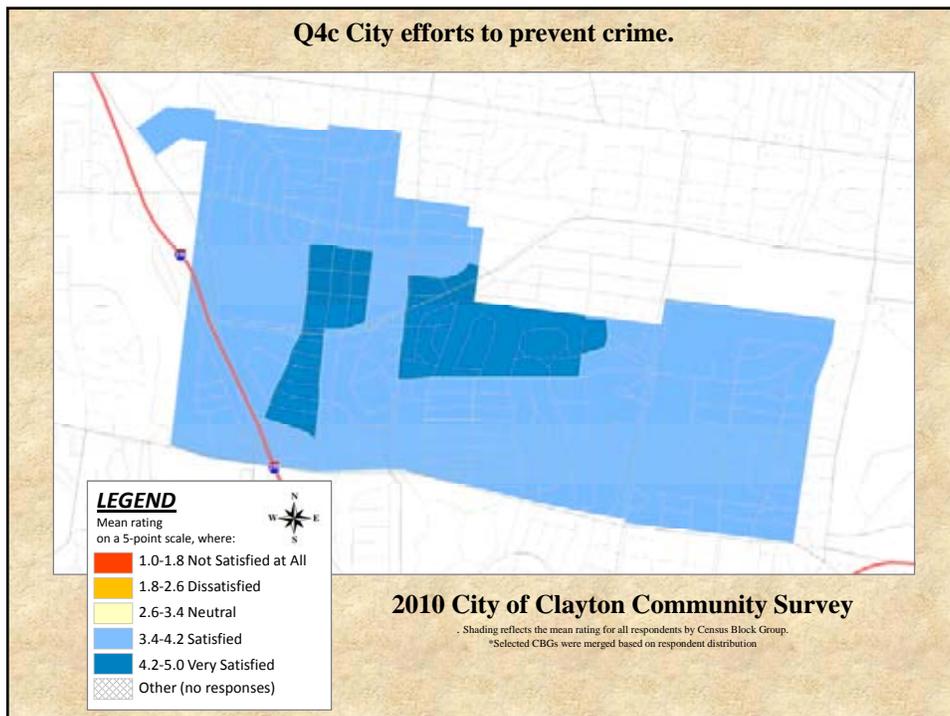
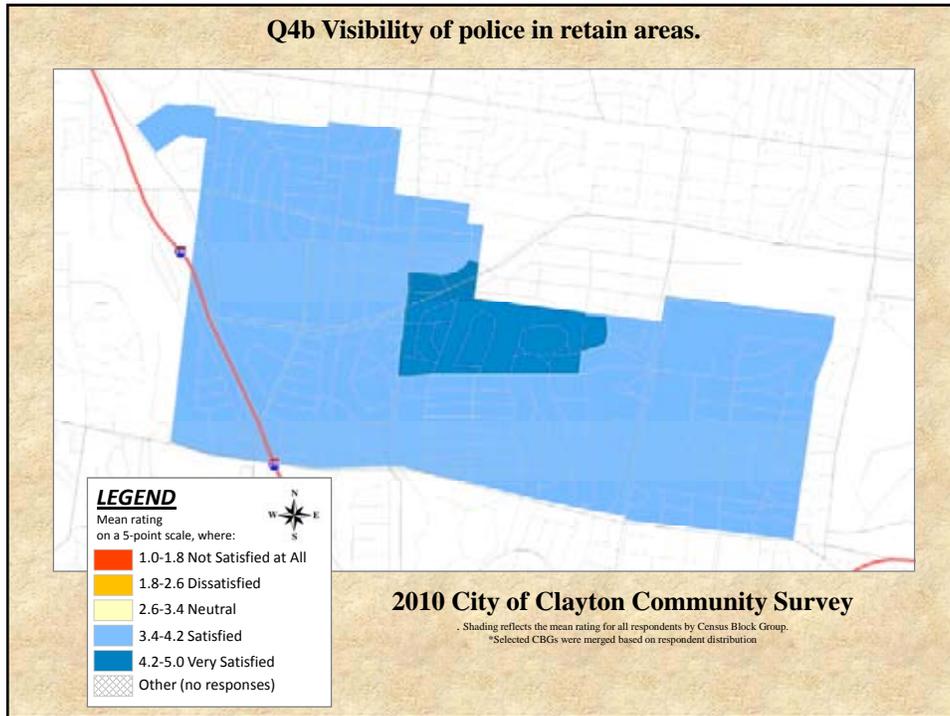


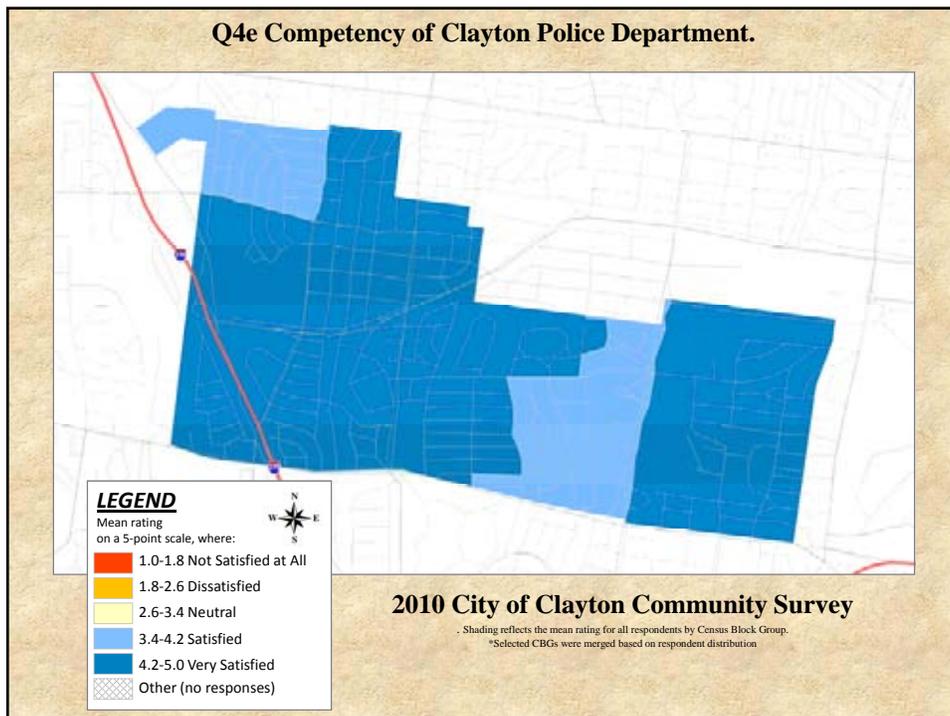
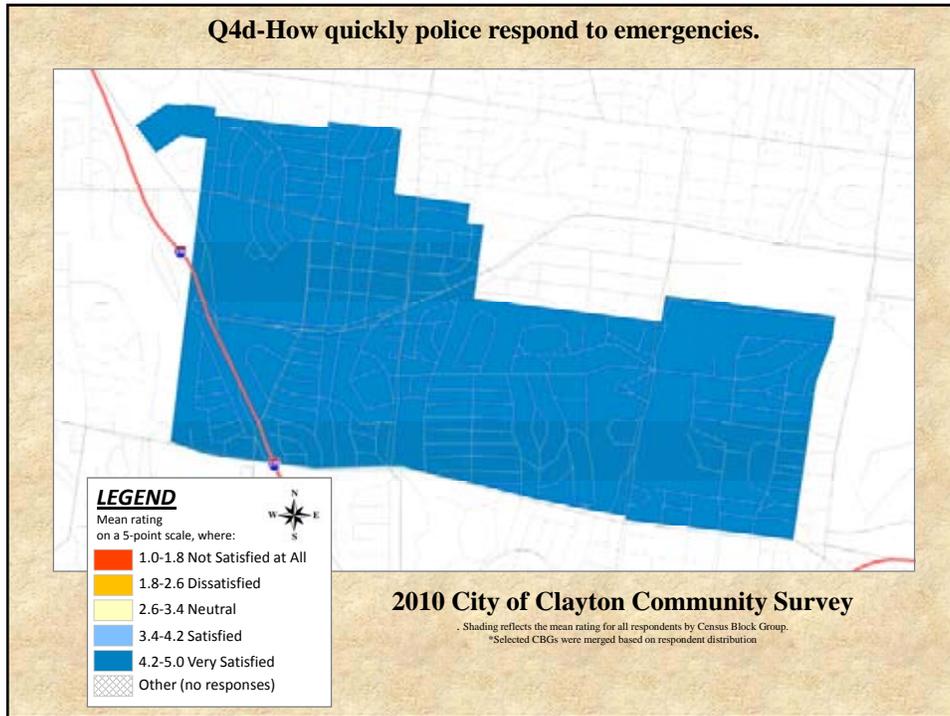


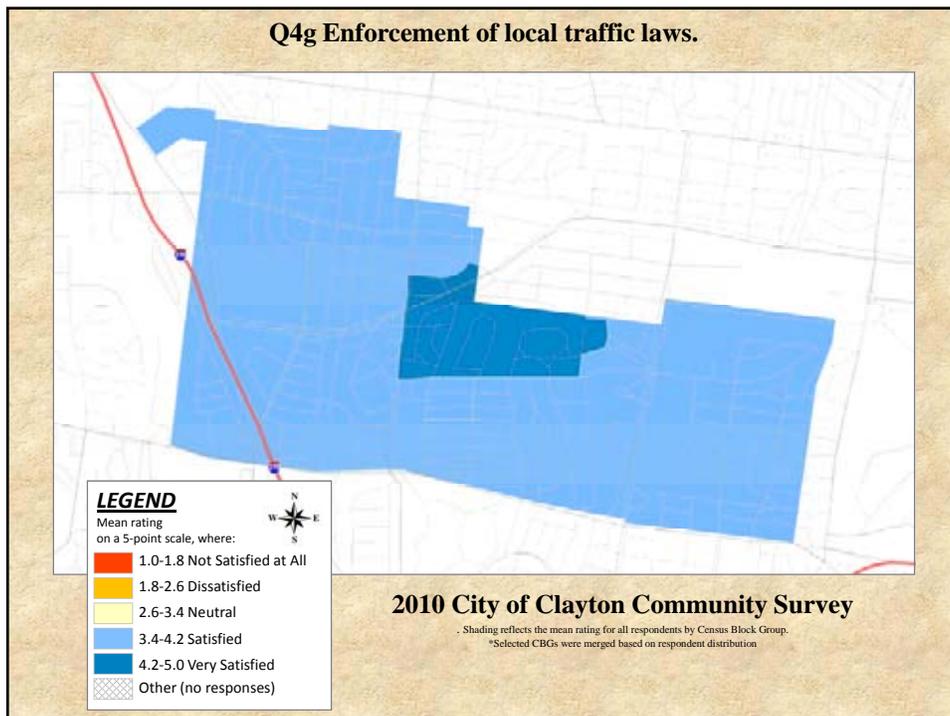
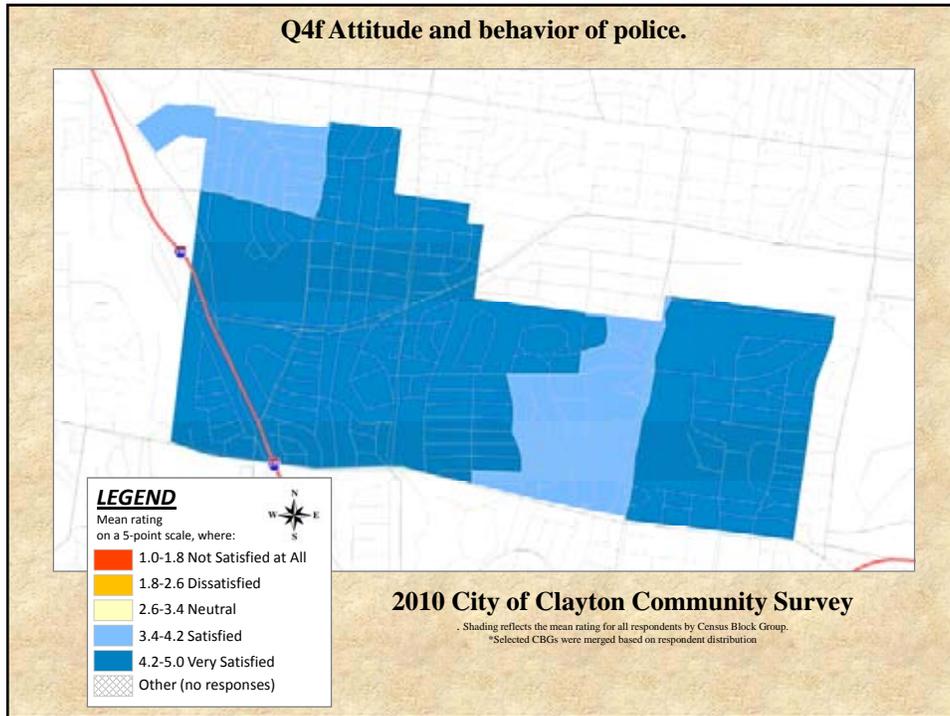


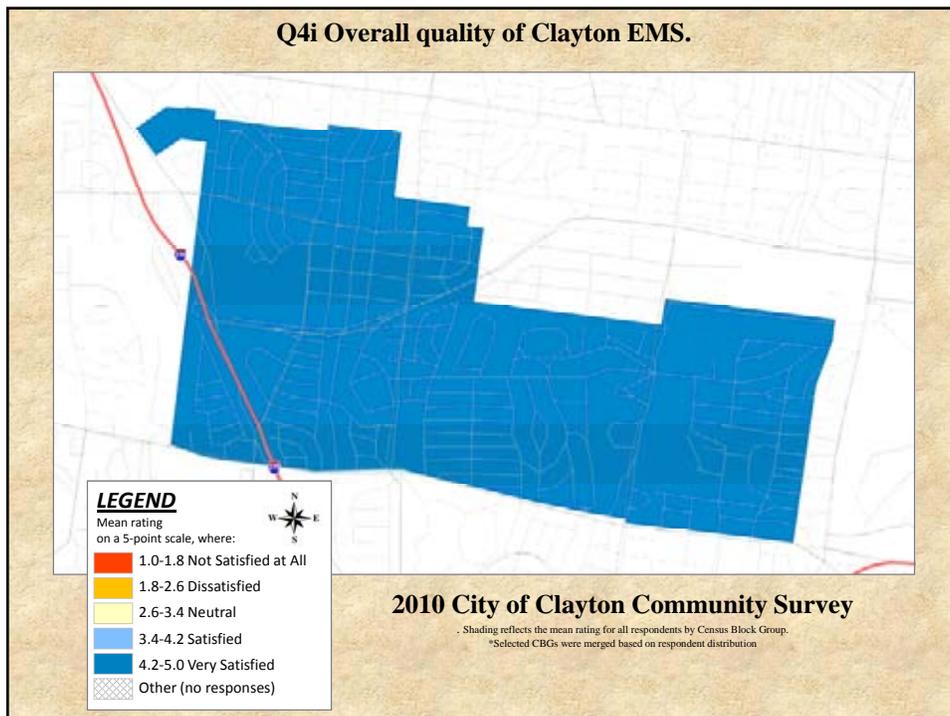
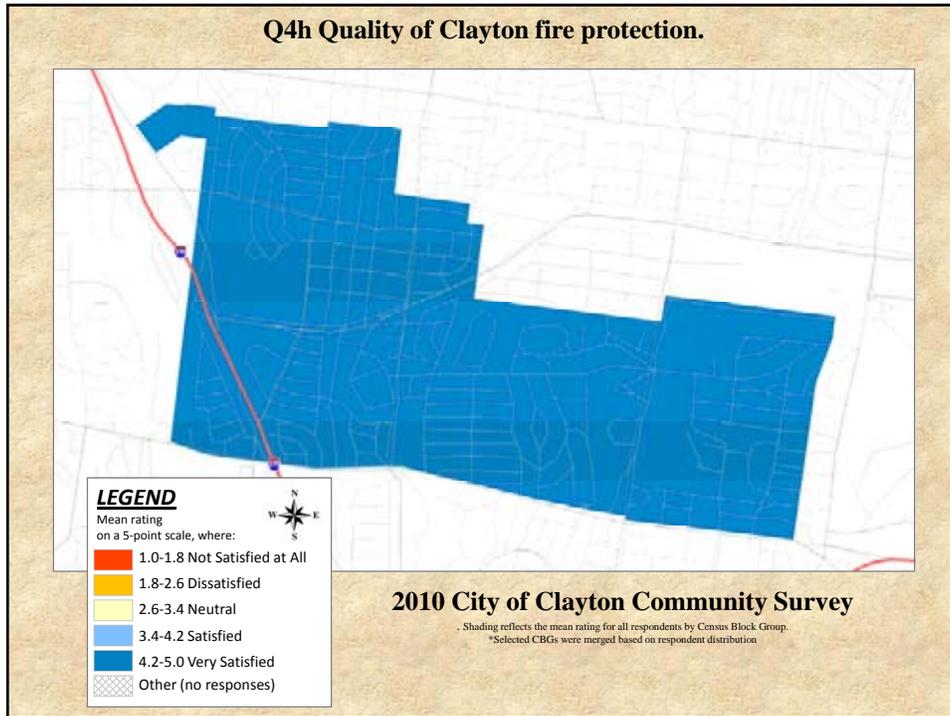


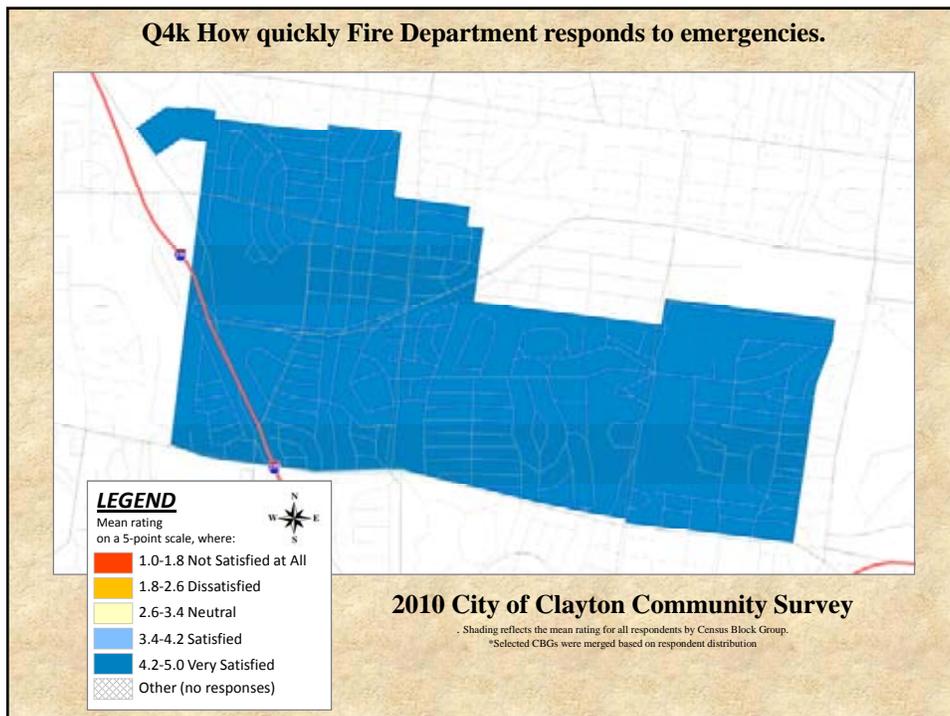
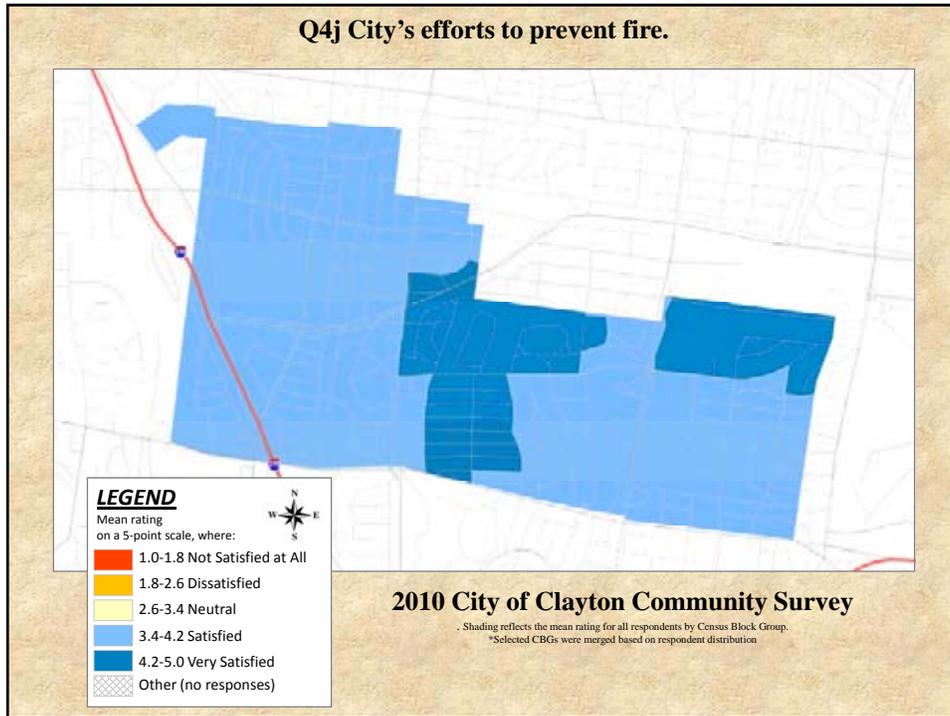


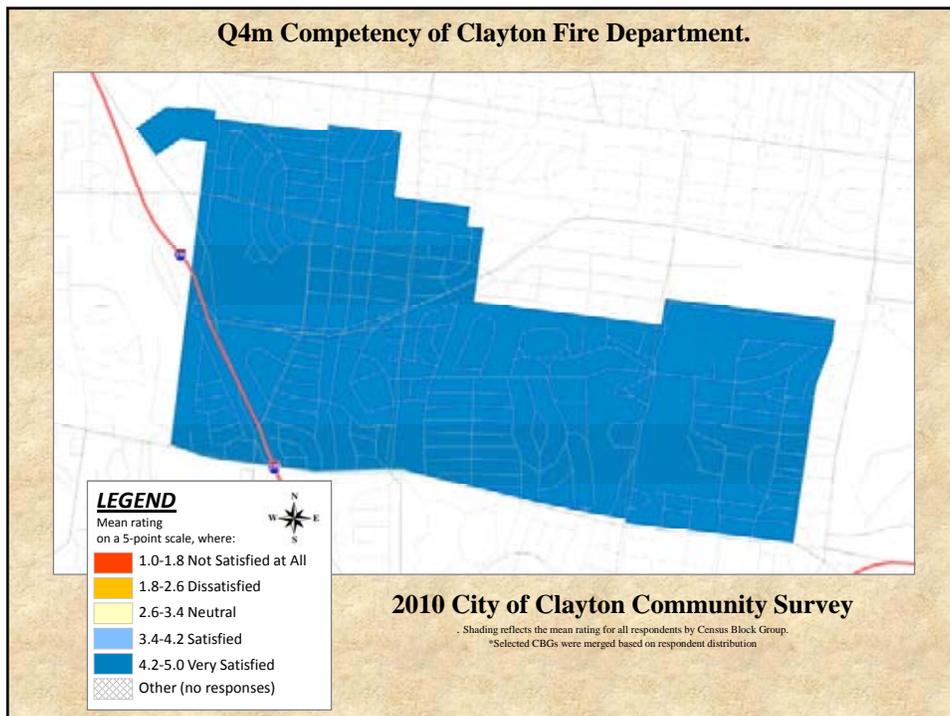
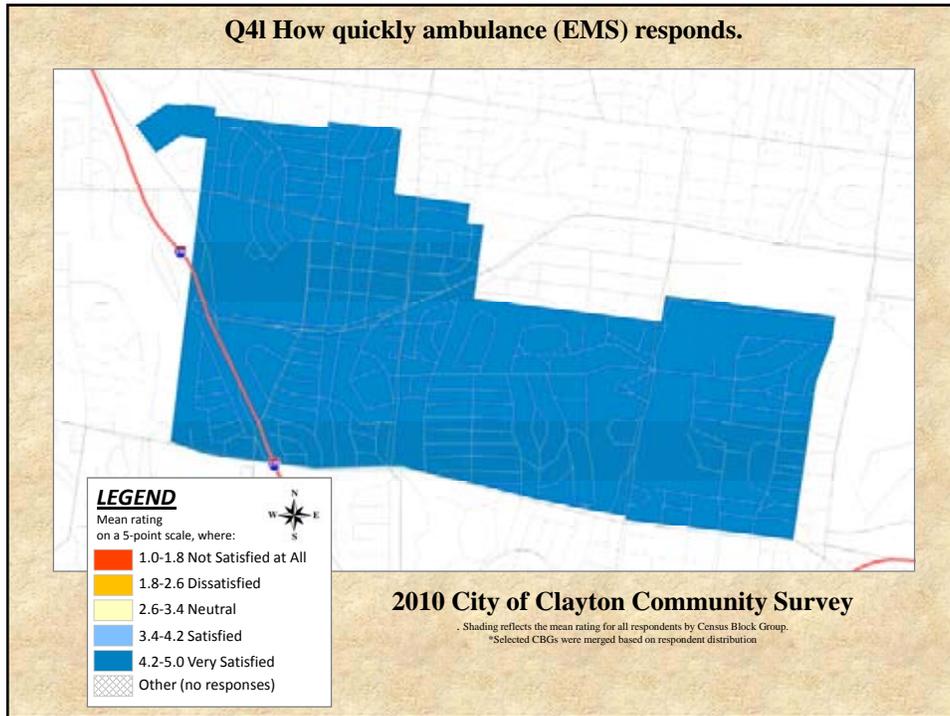


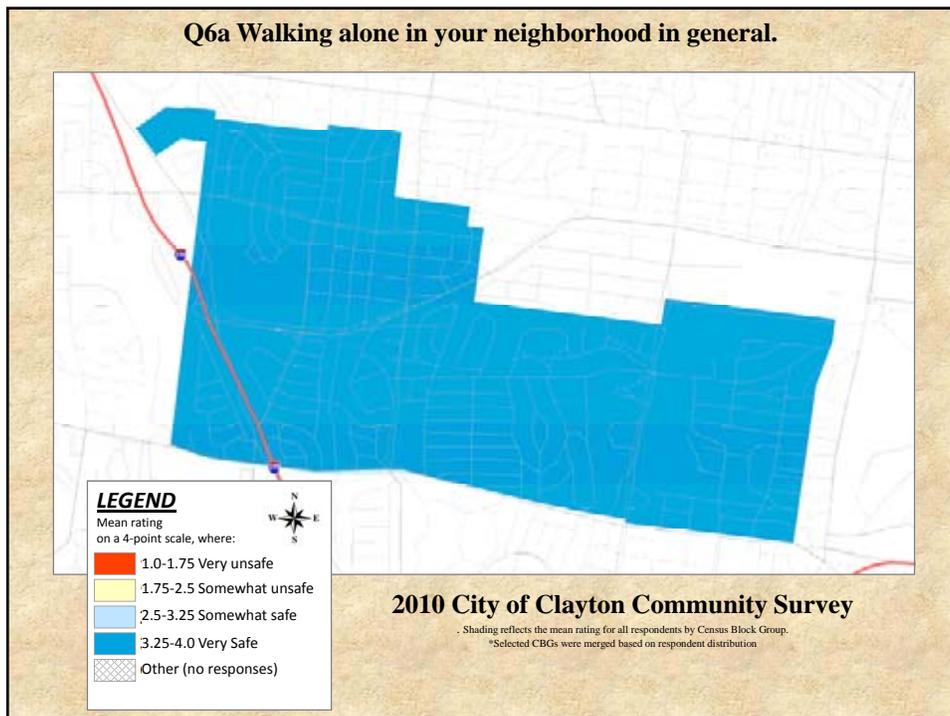
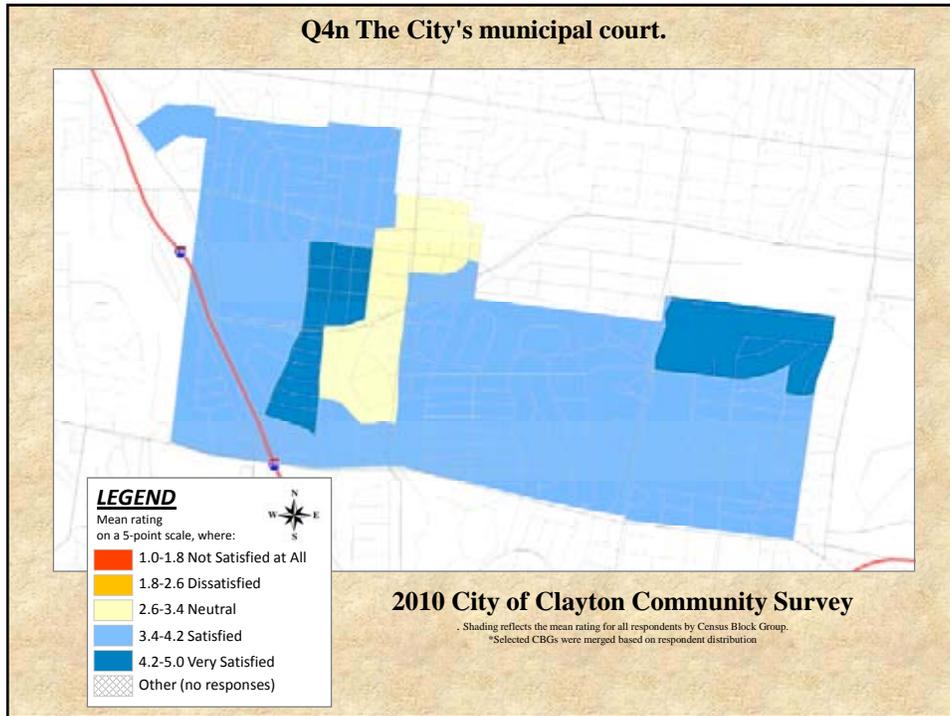


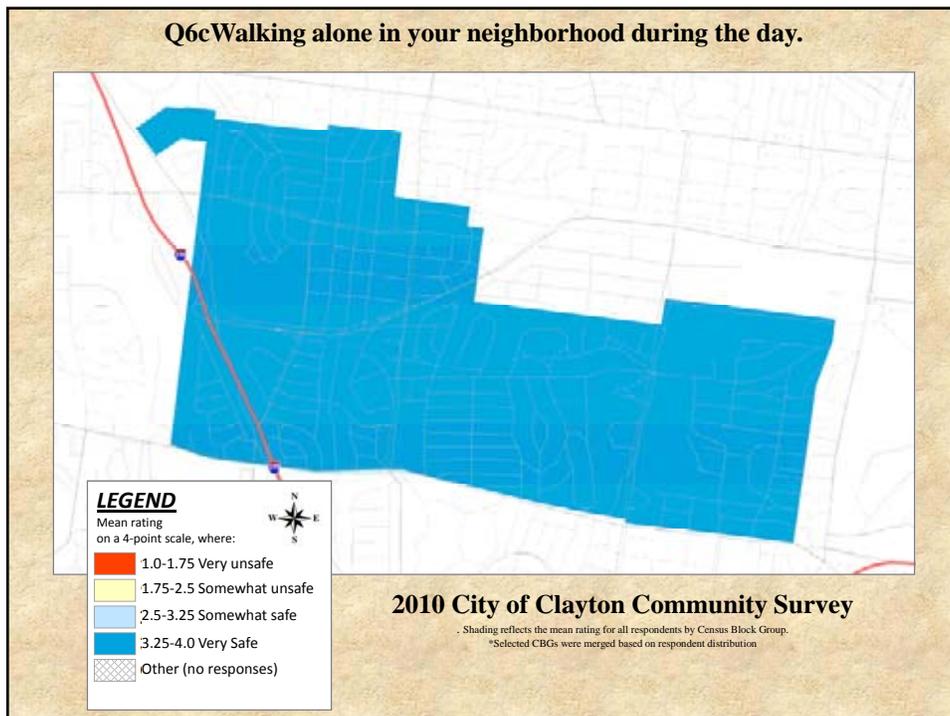
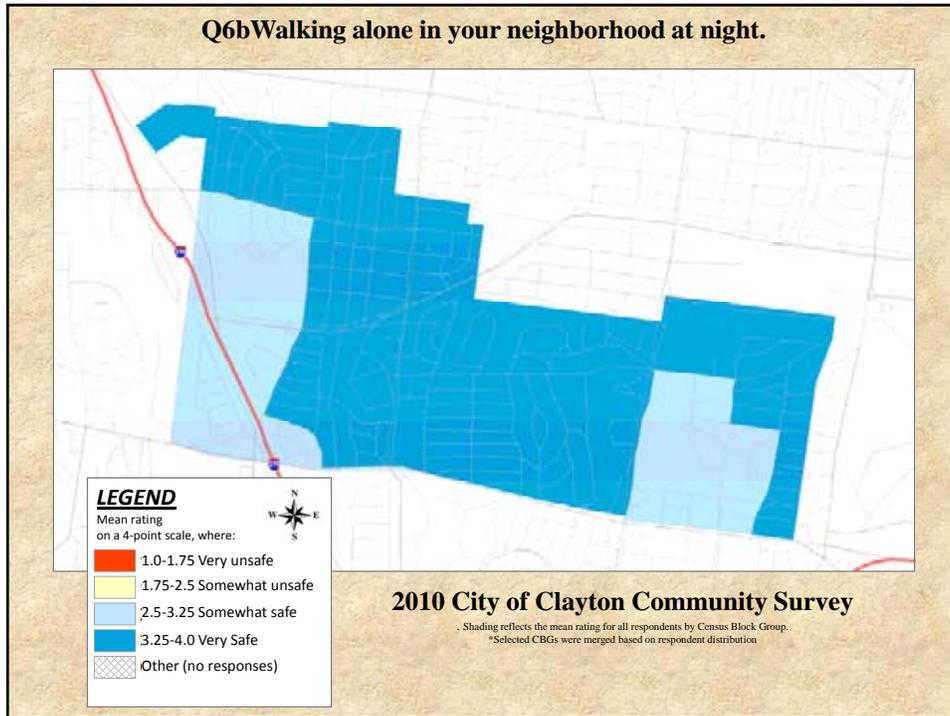


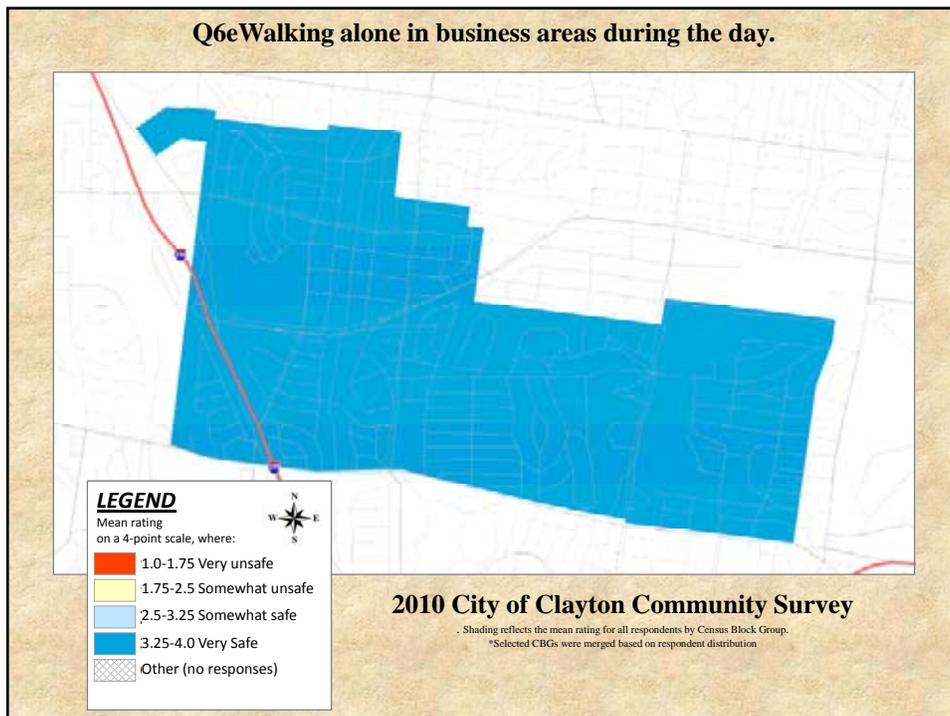
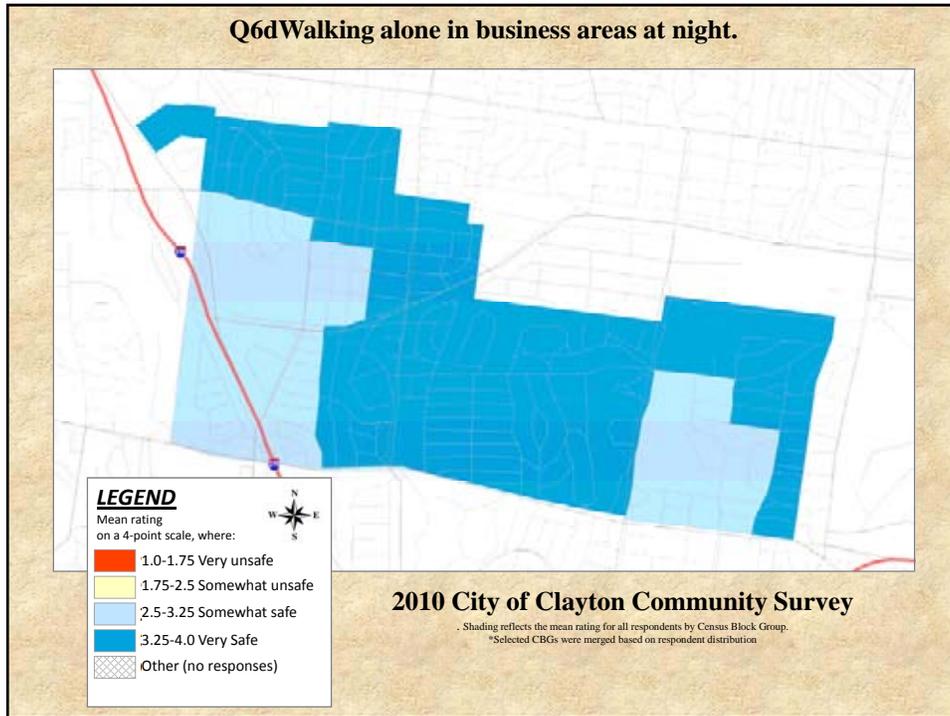


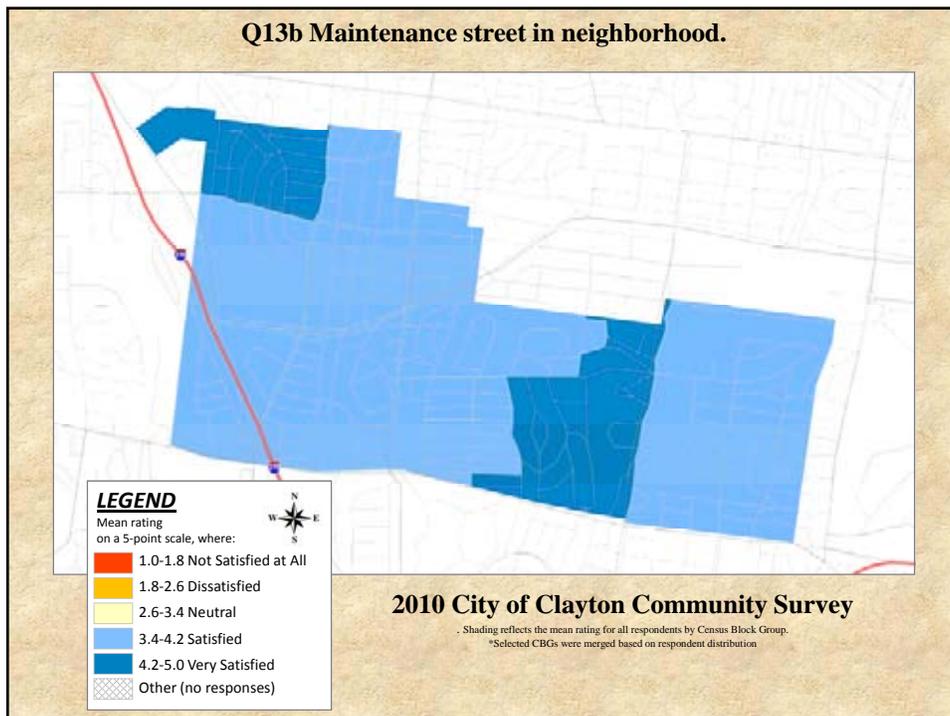
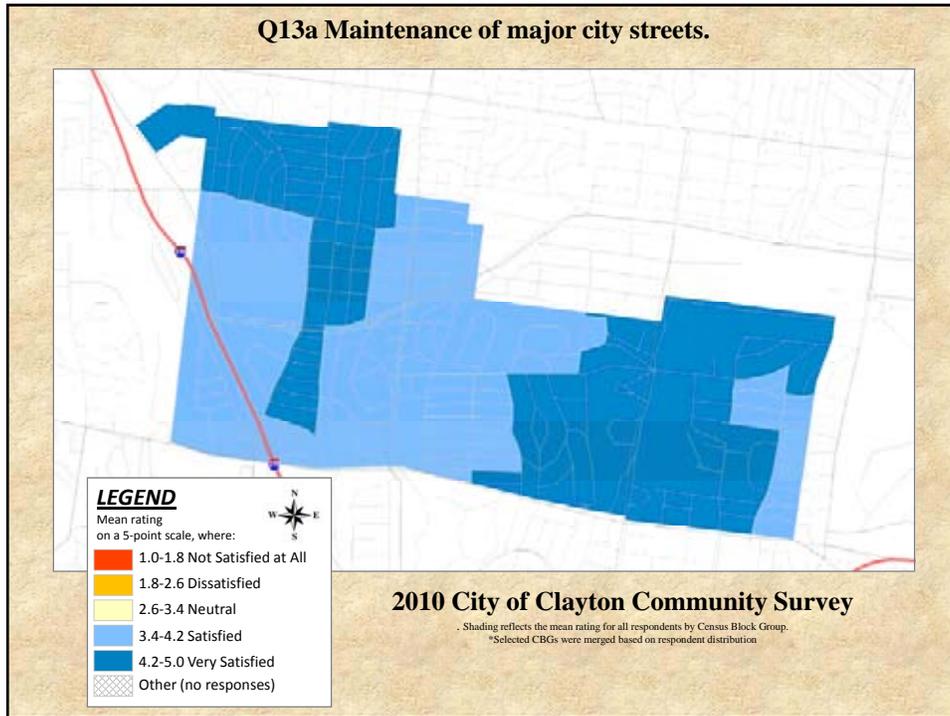




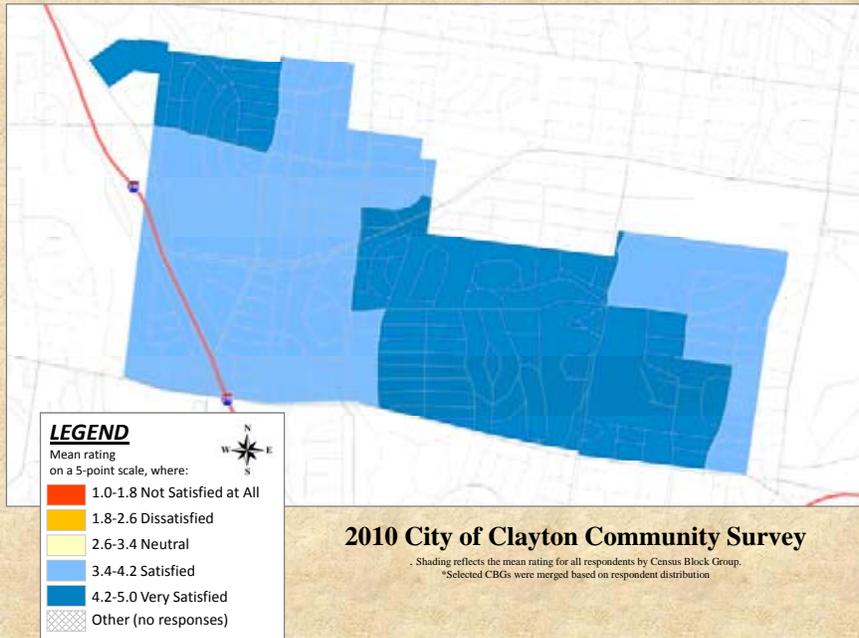




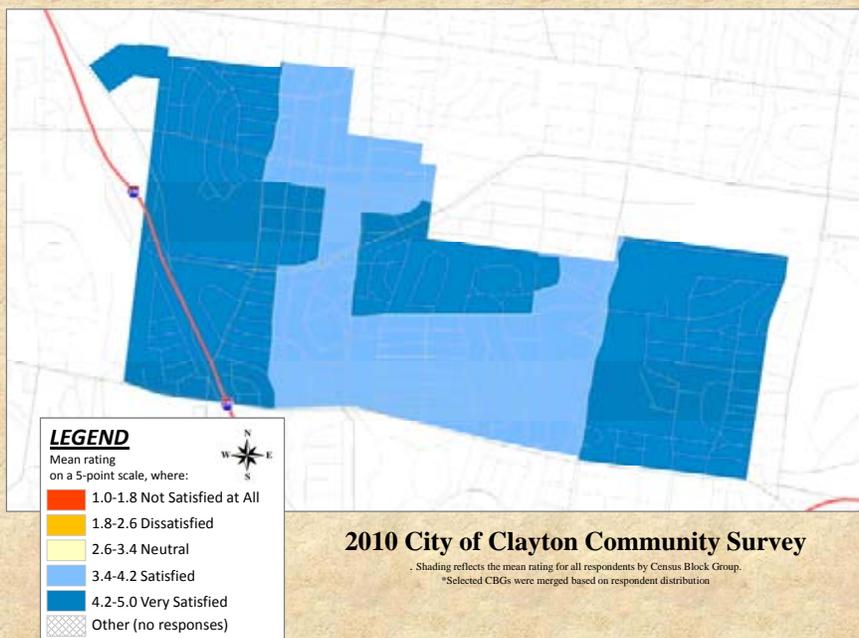


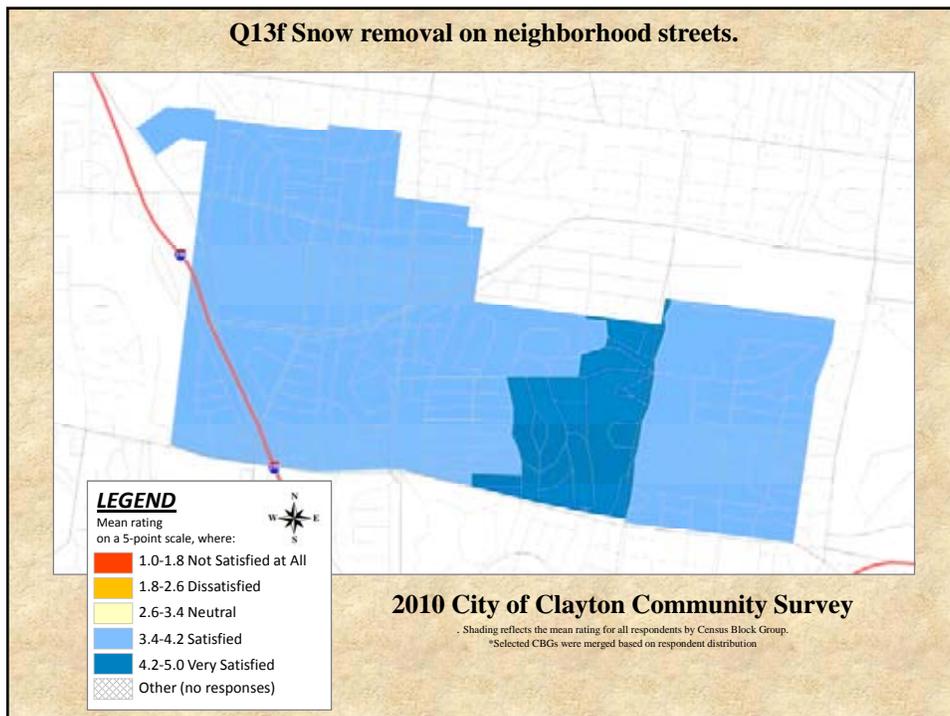
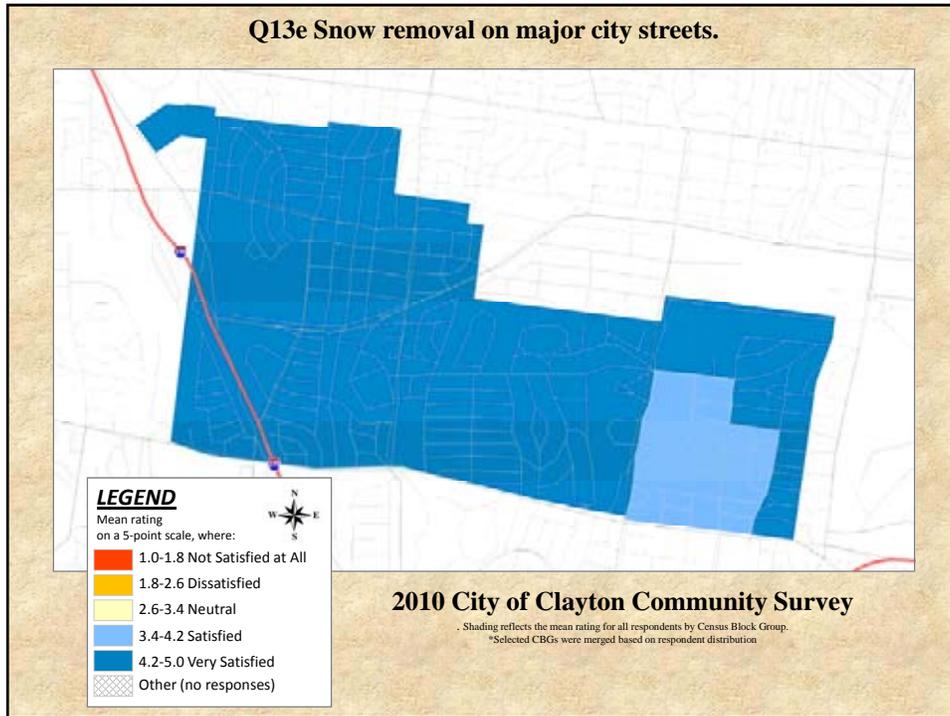


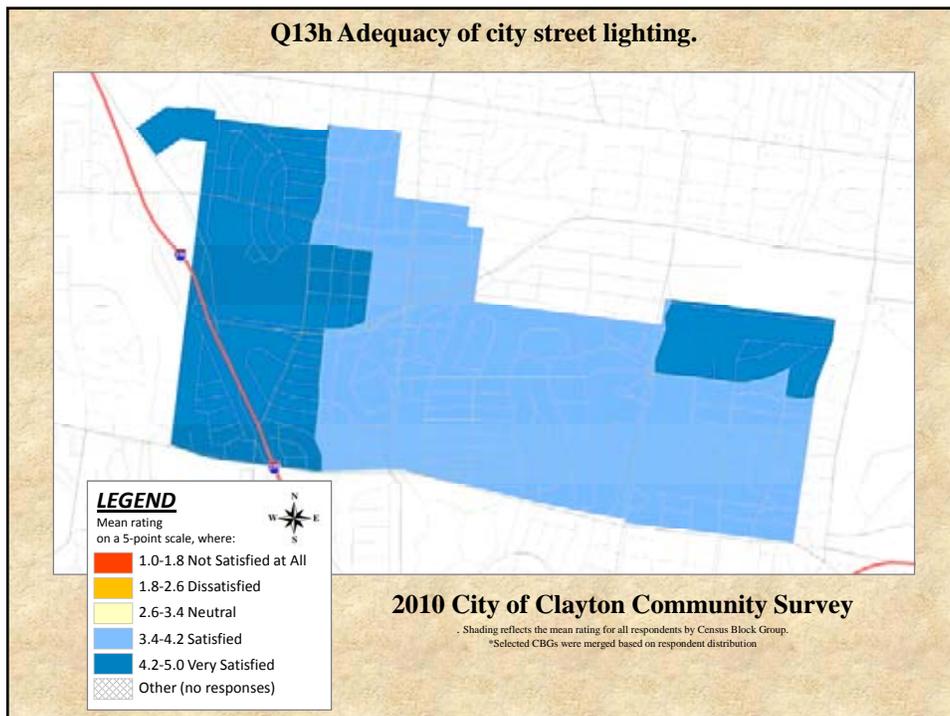
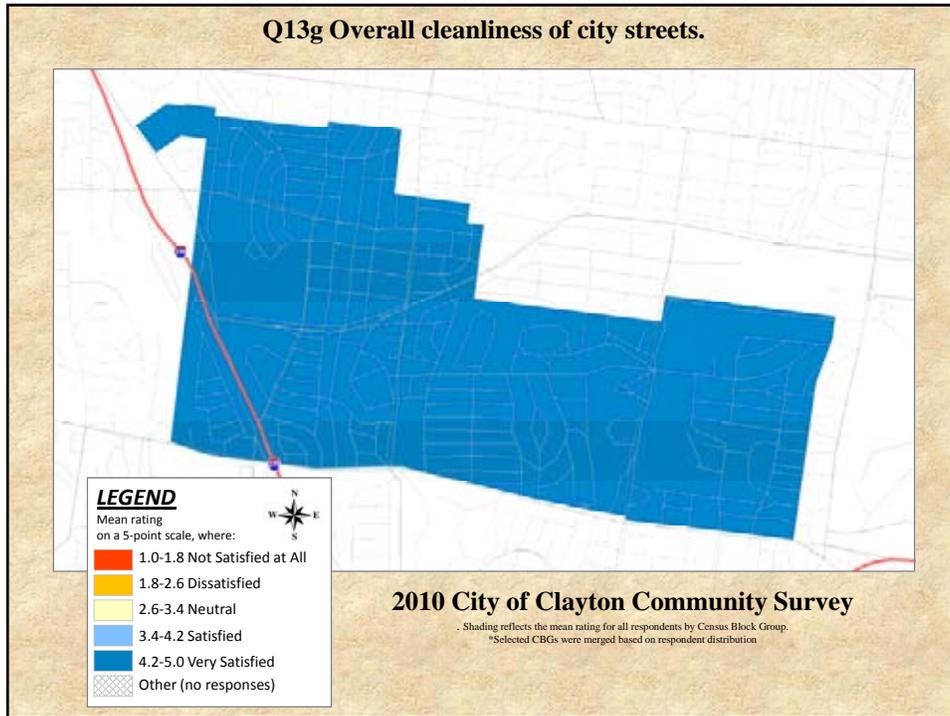
Q13c Maintenance of street signs and traffic signals.

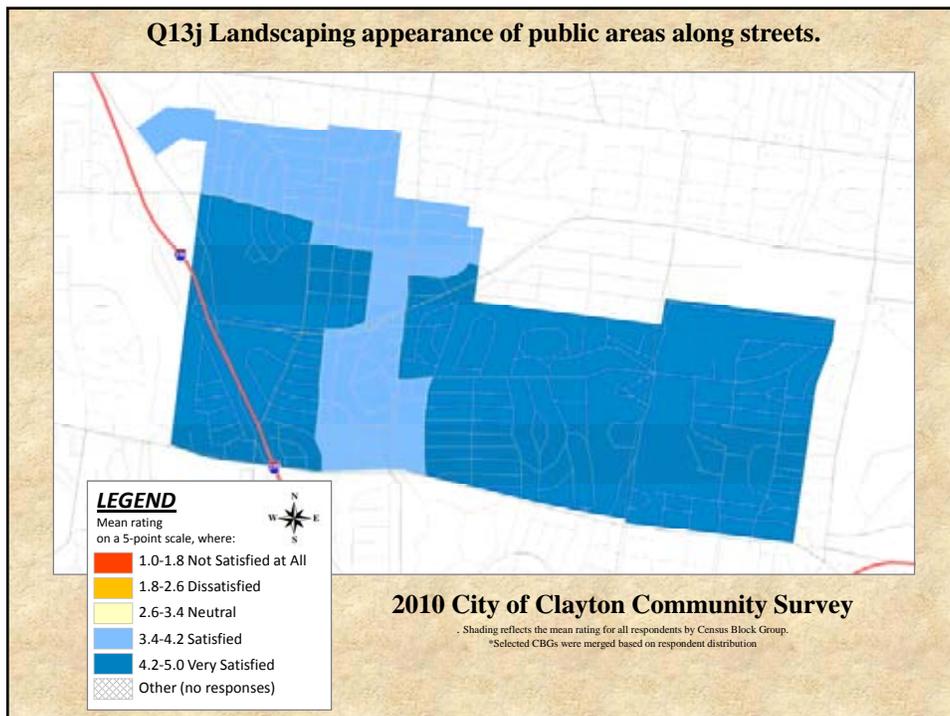
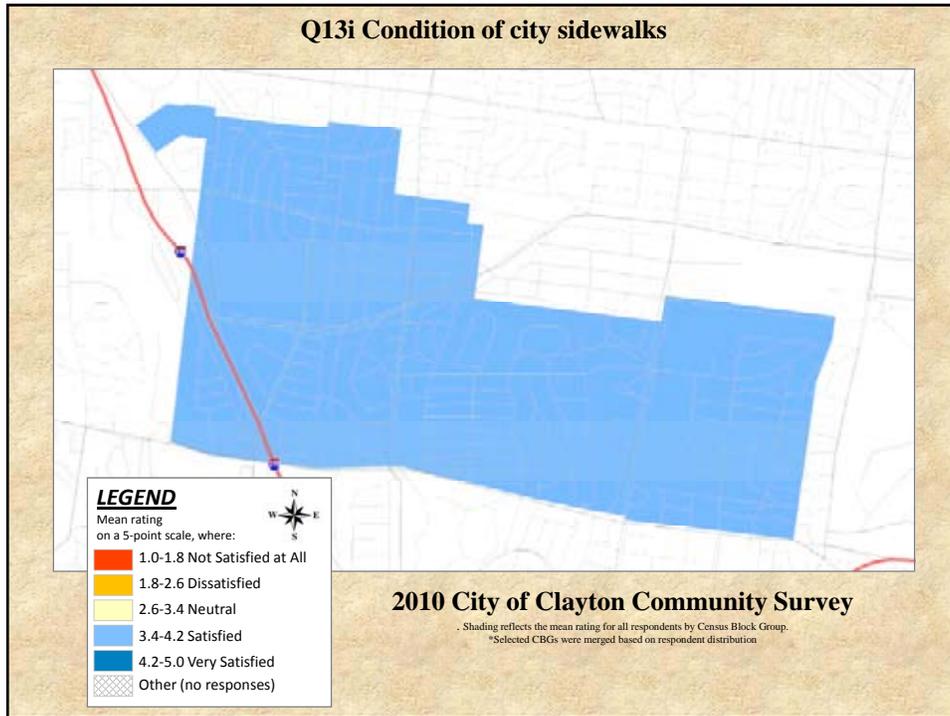


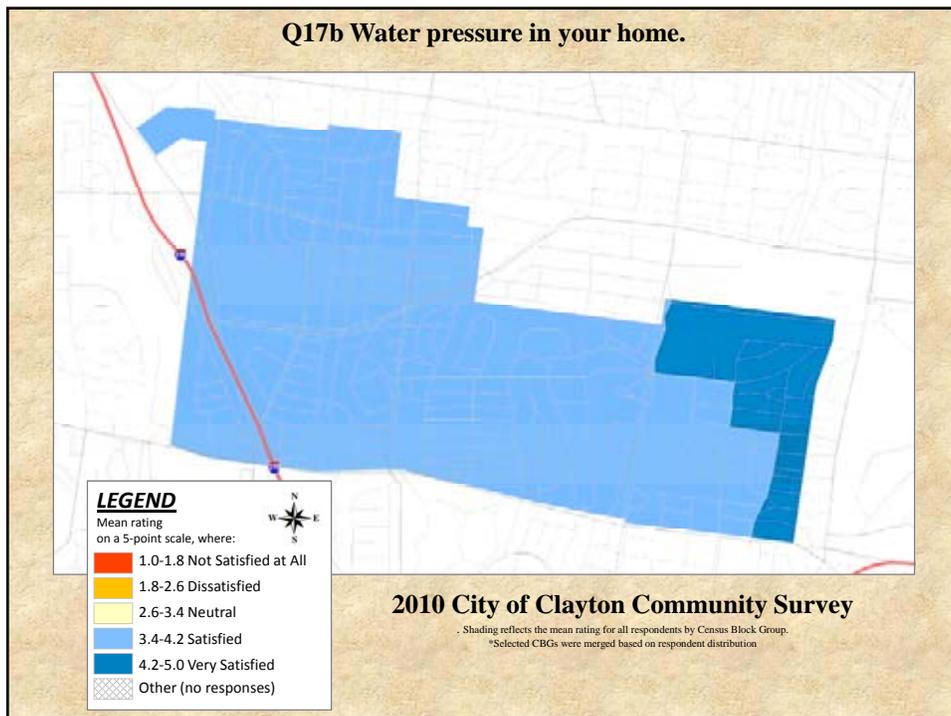
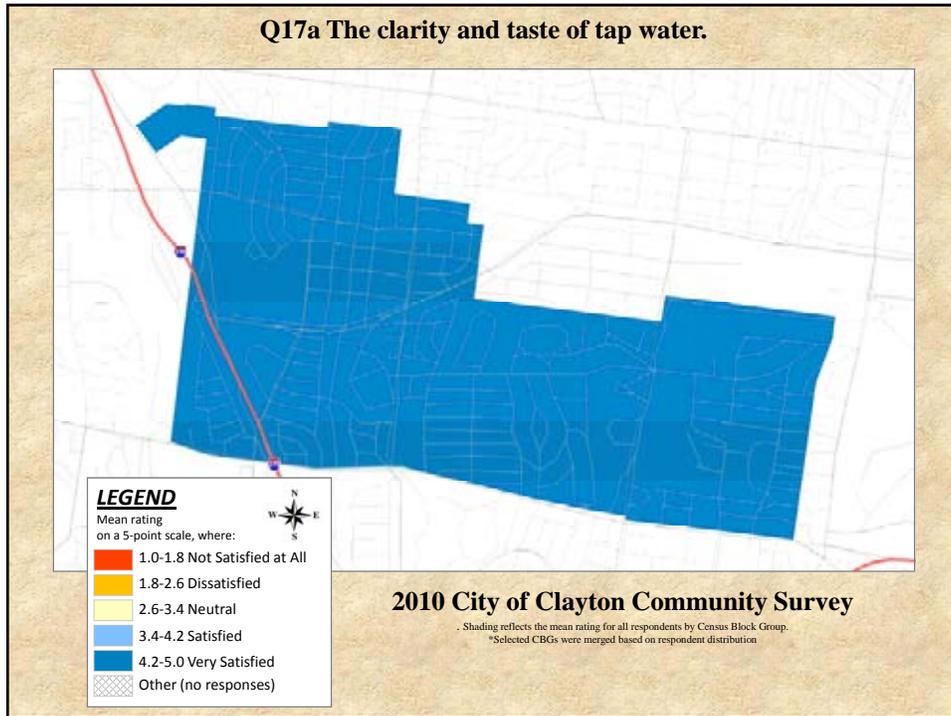
Q13d Maintenance of city buildings.

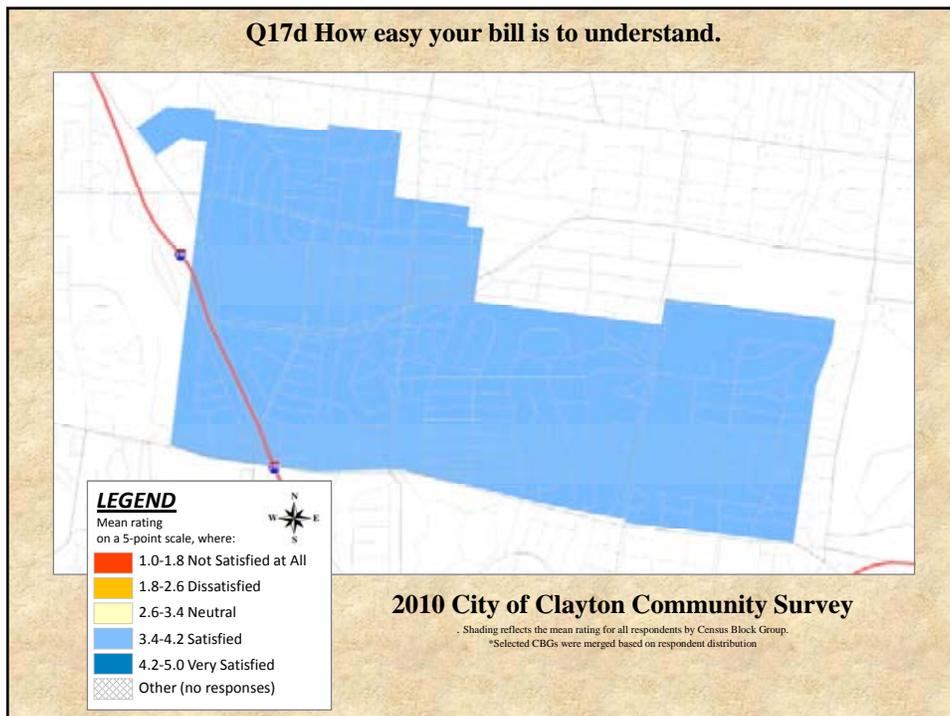
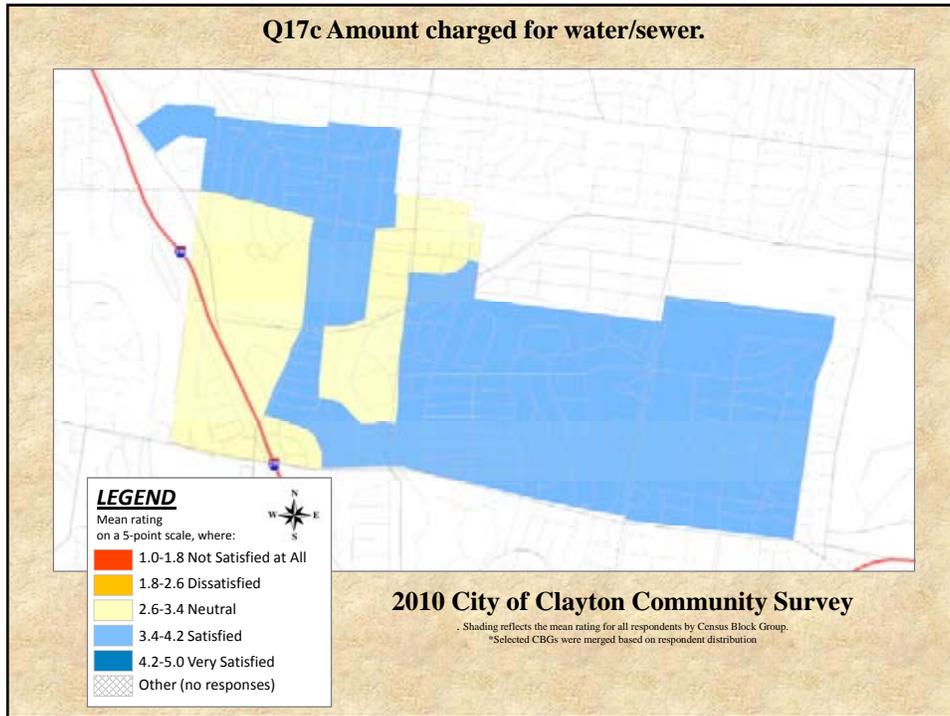


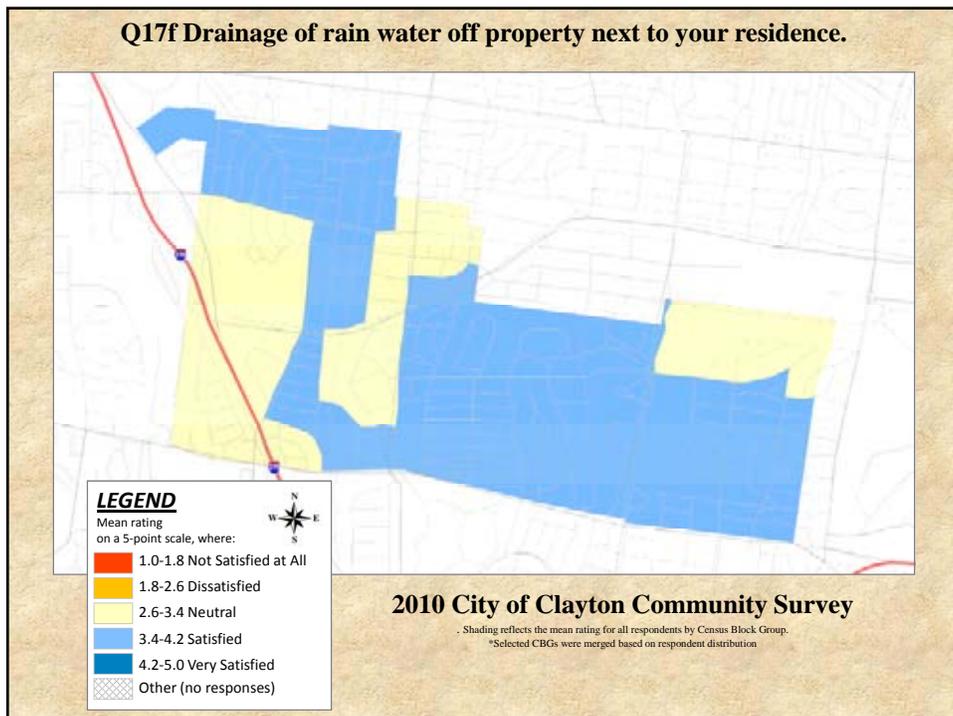
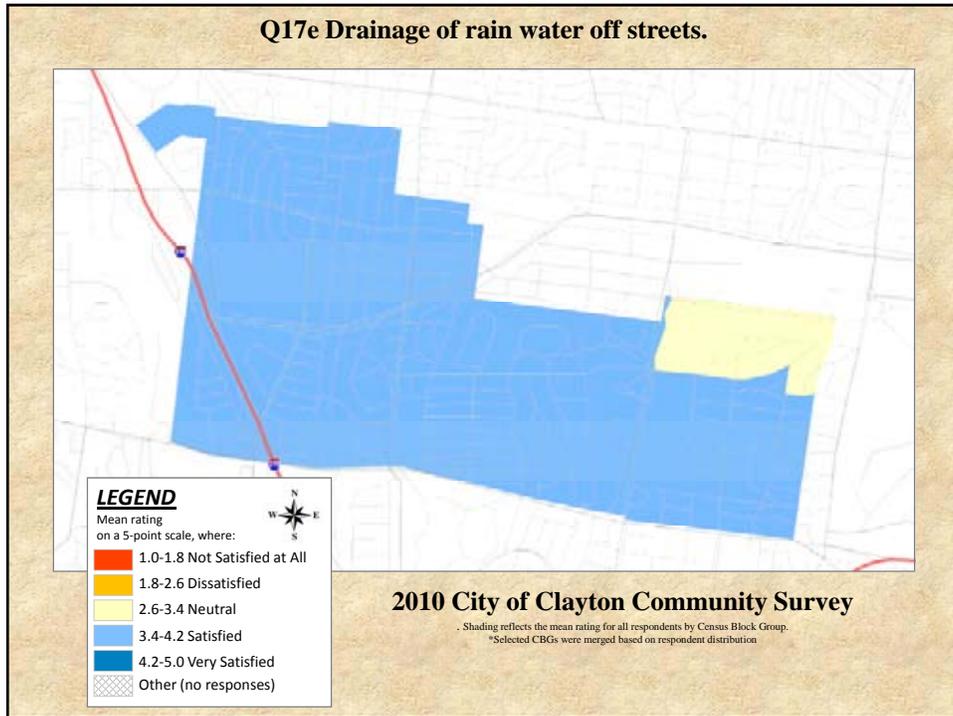


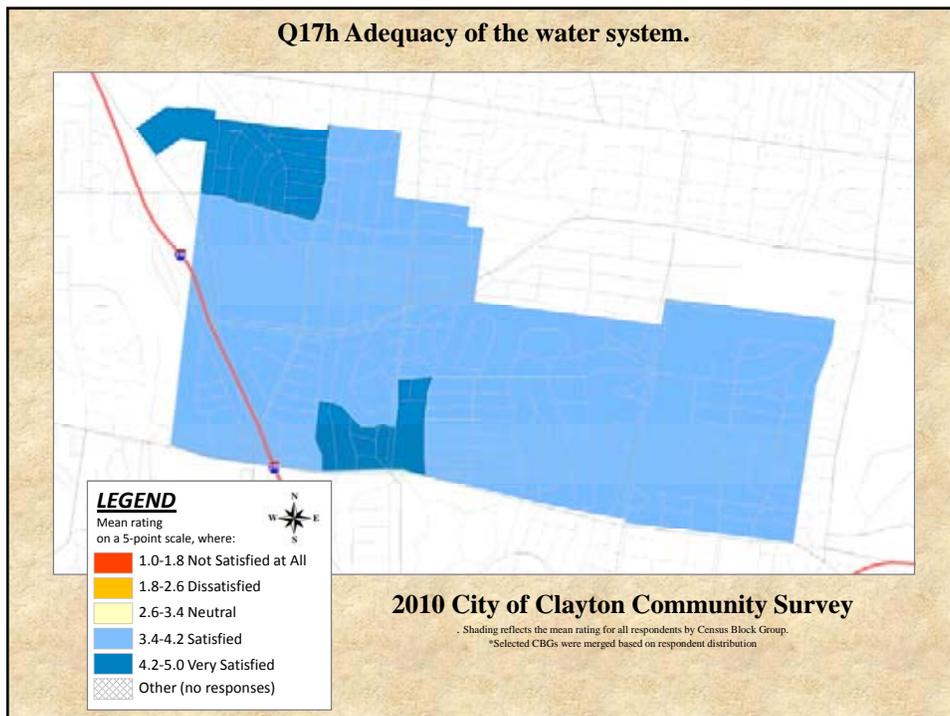
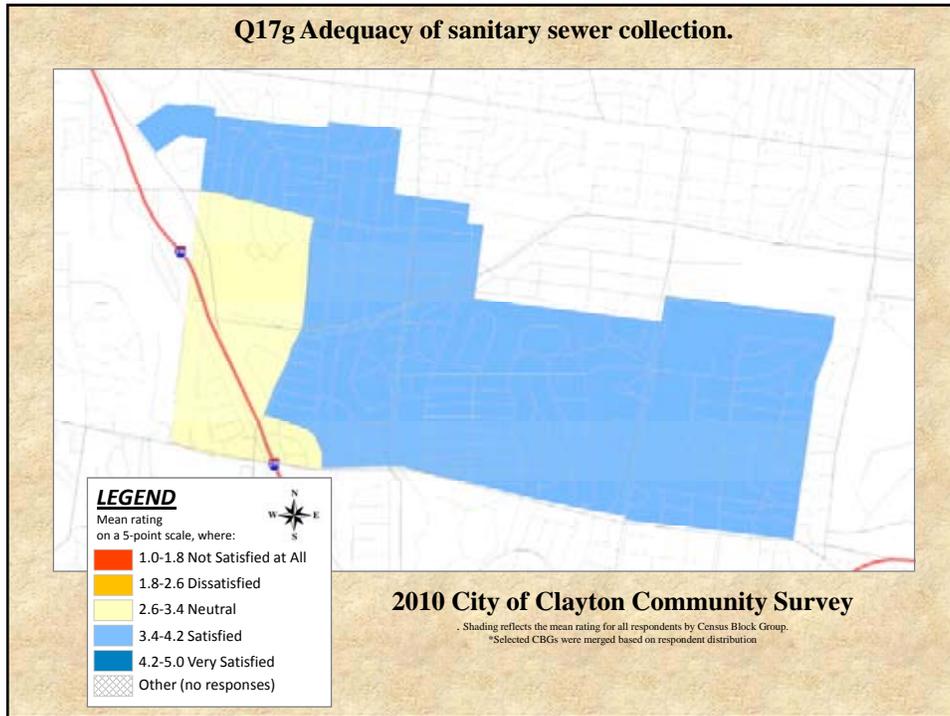


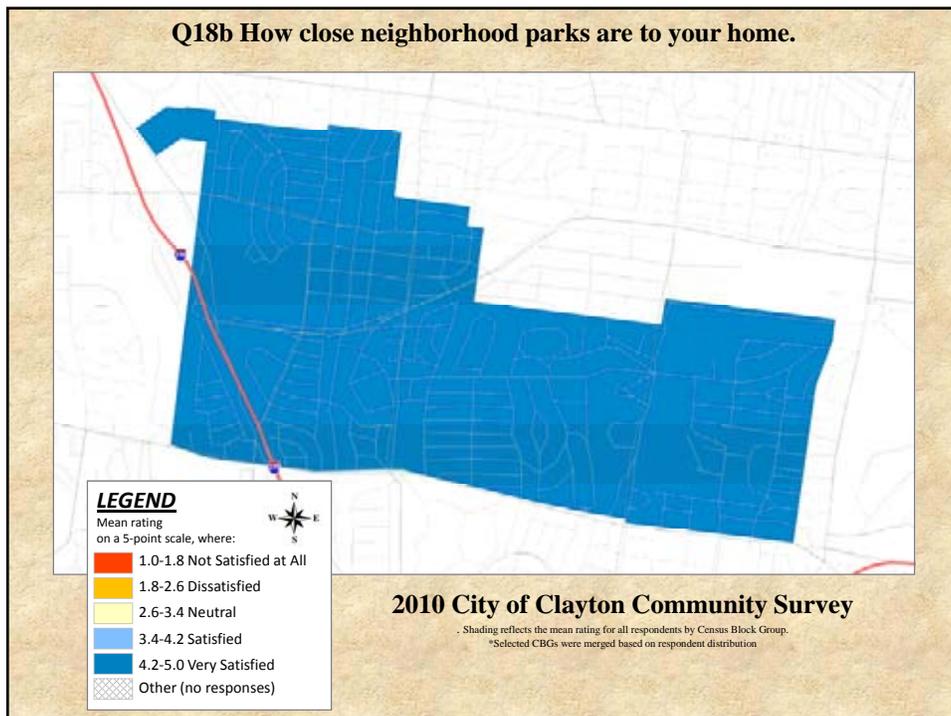
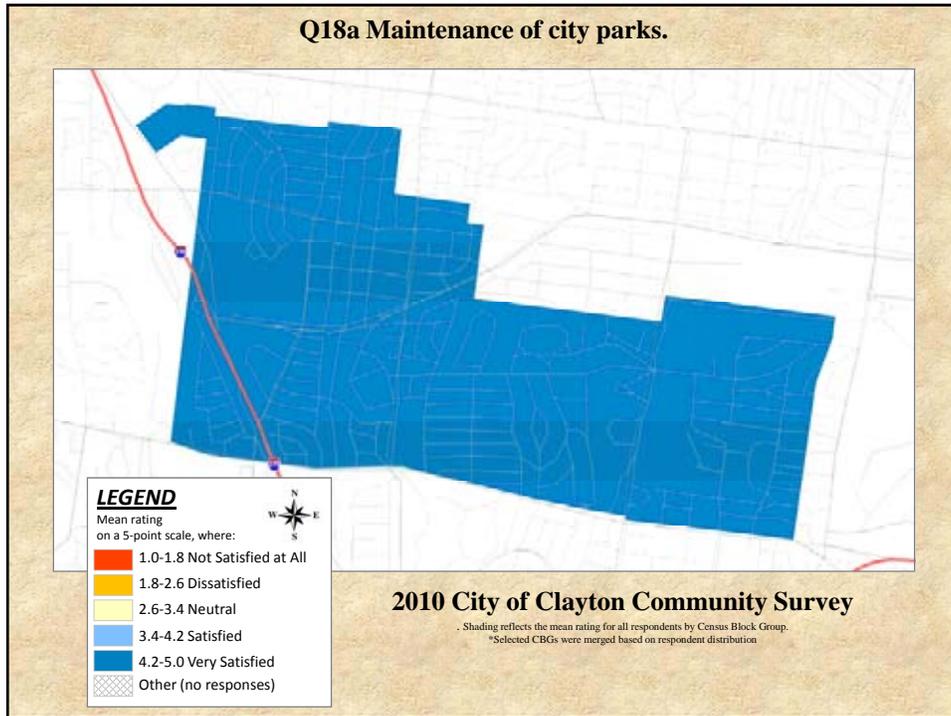


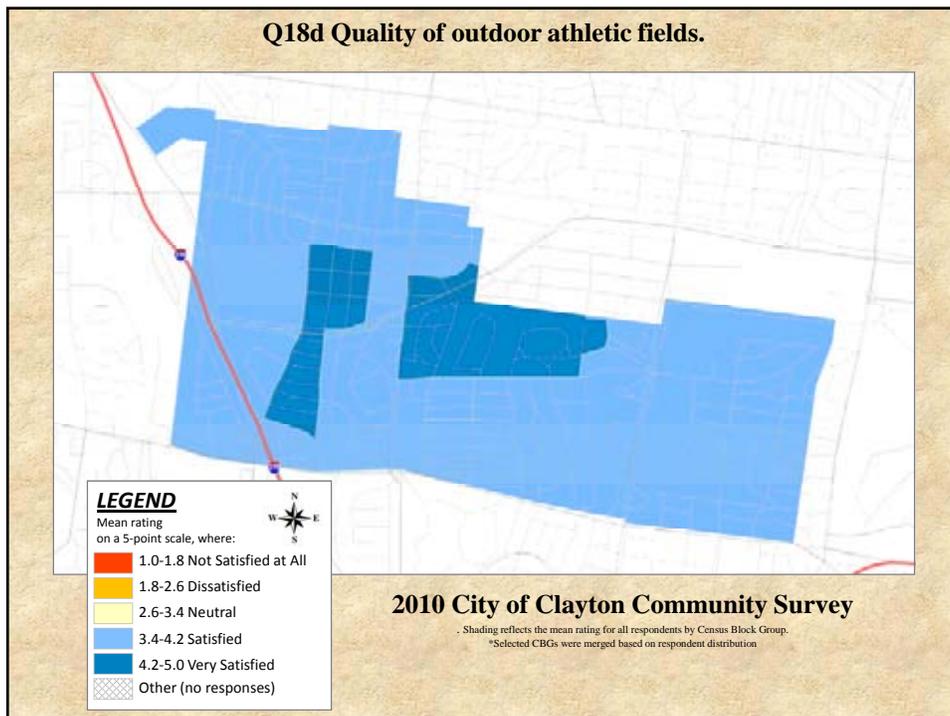
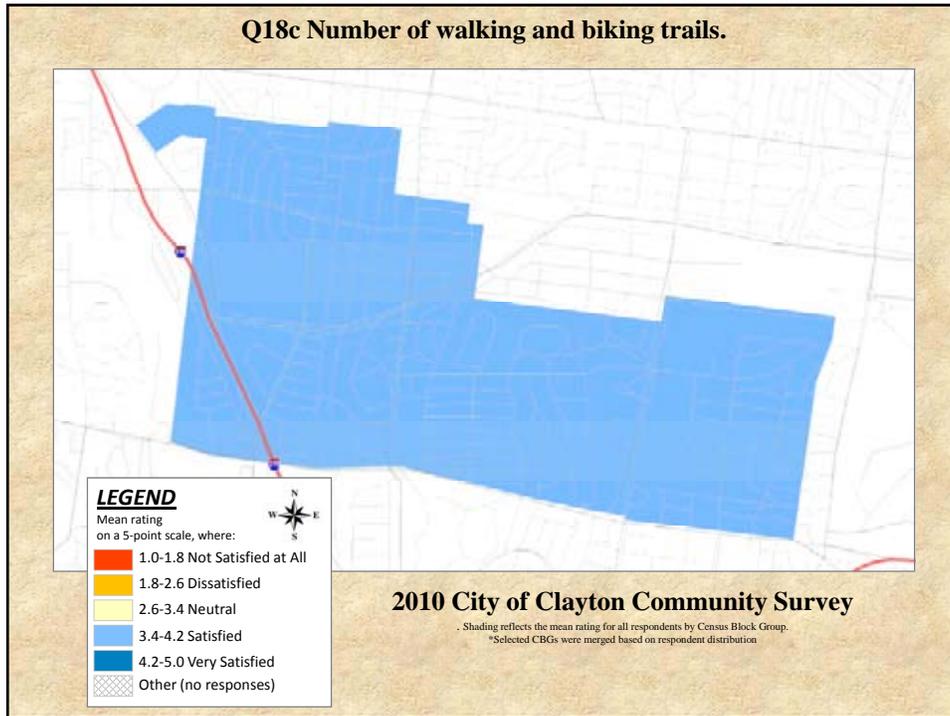


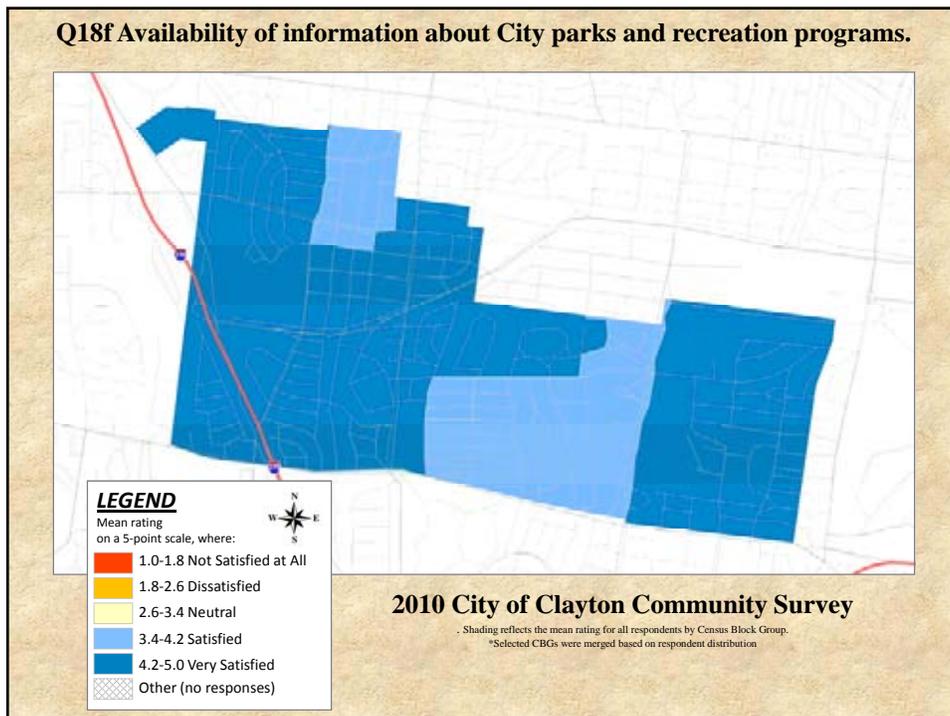
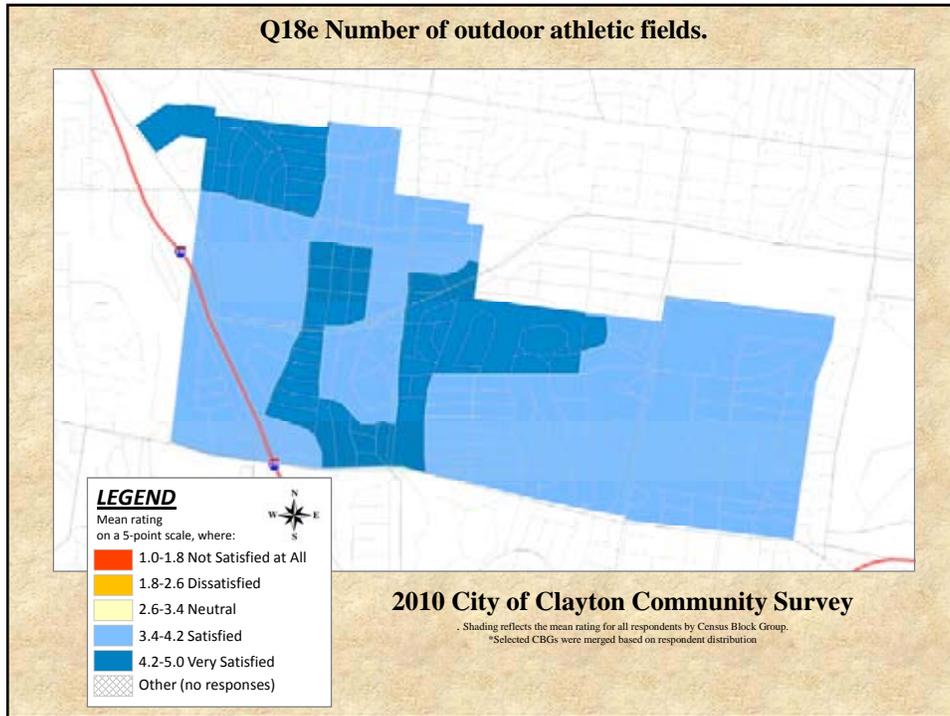


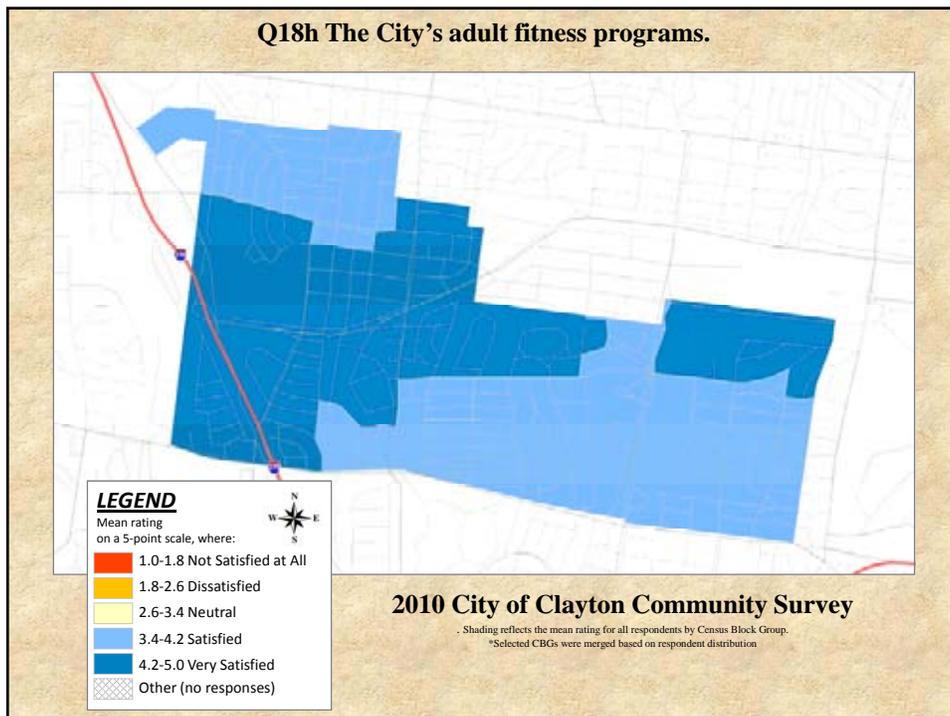
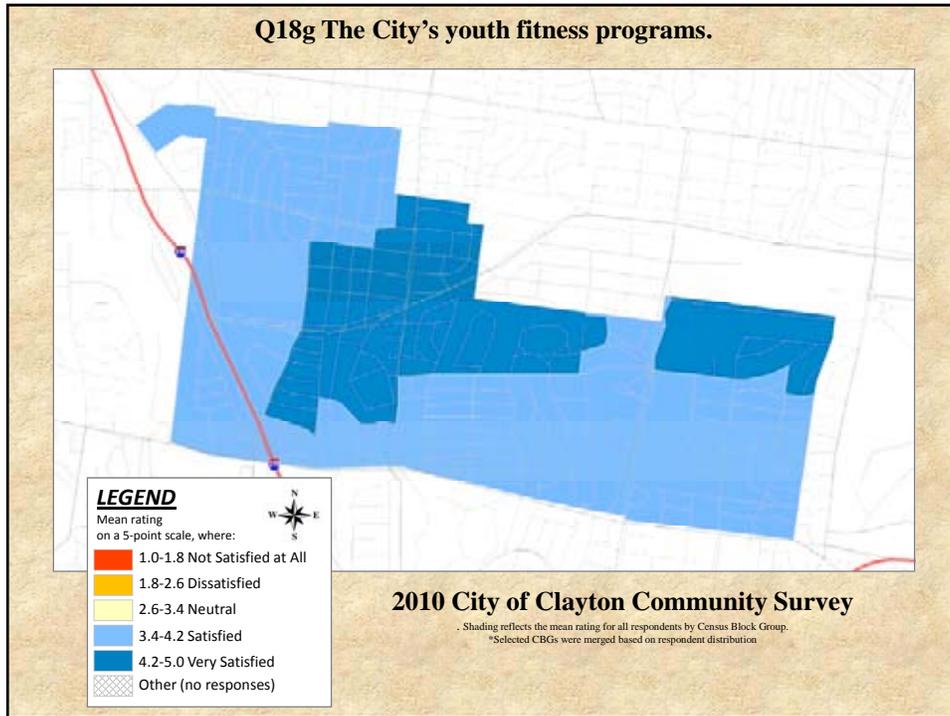


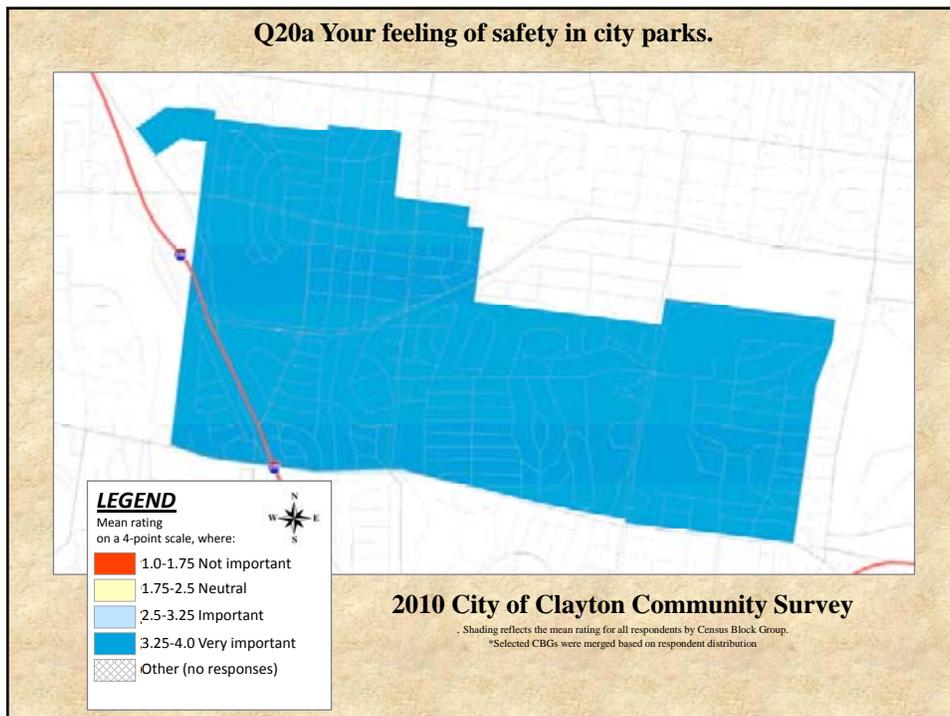
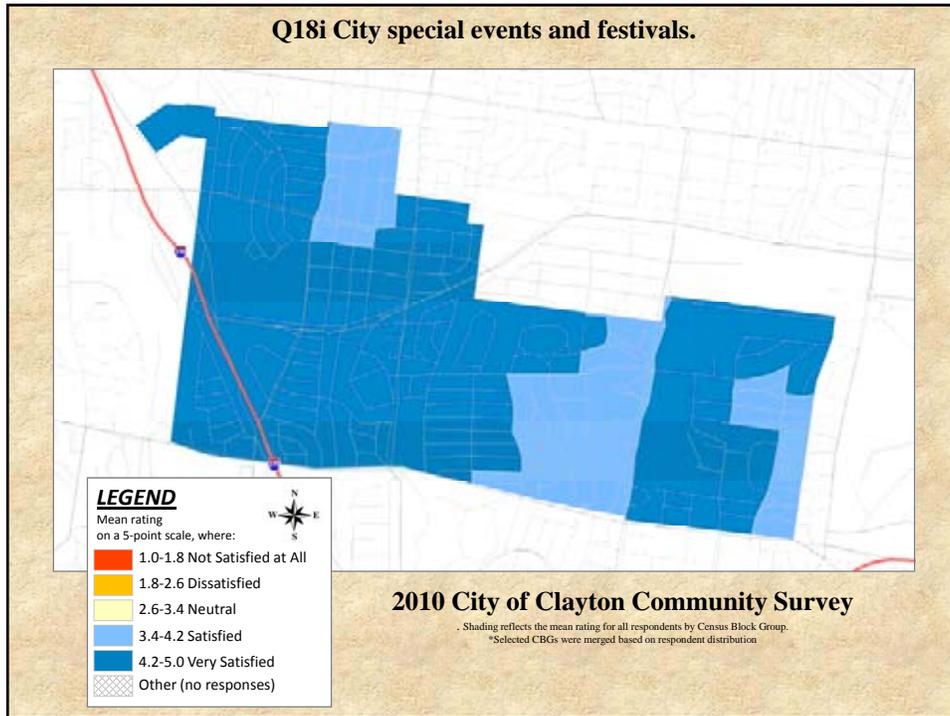


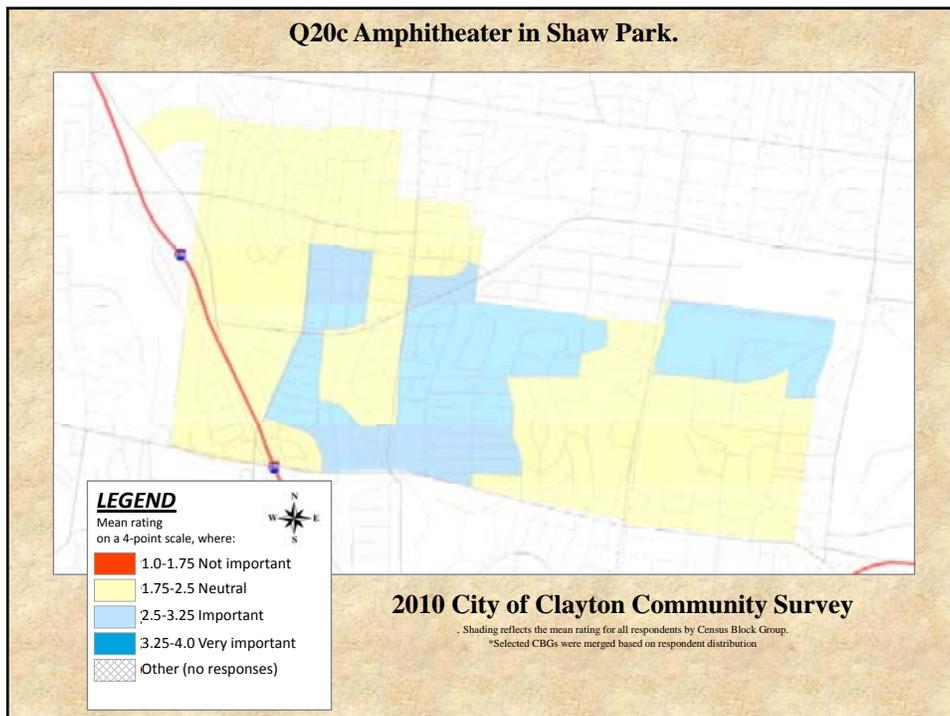
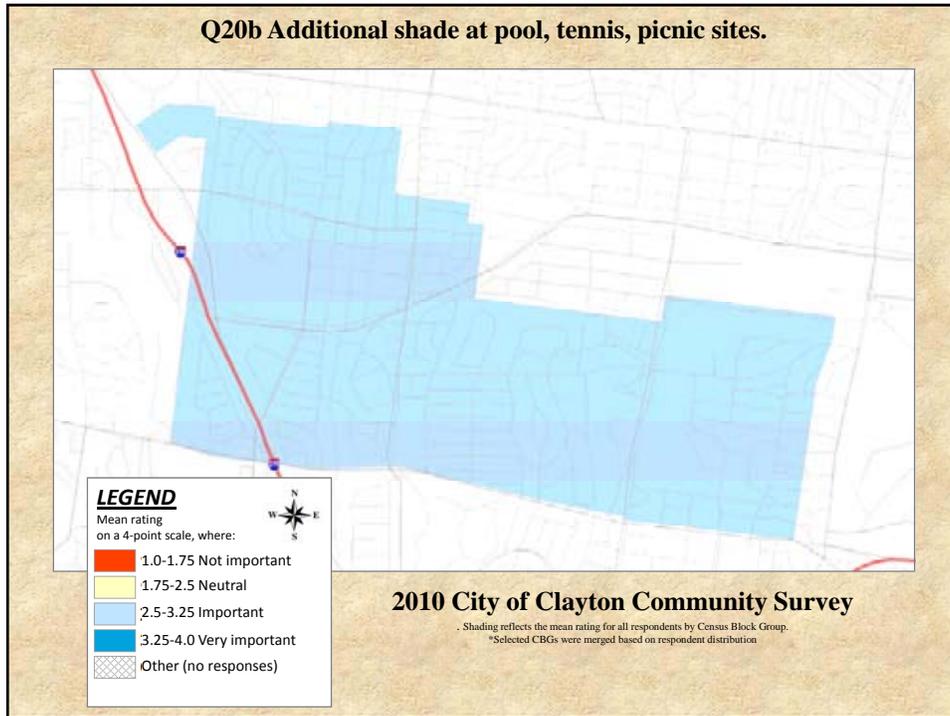


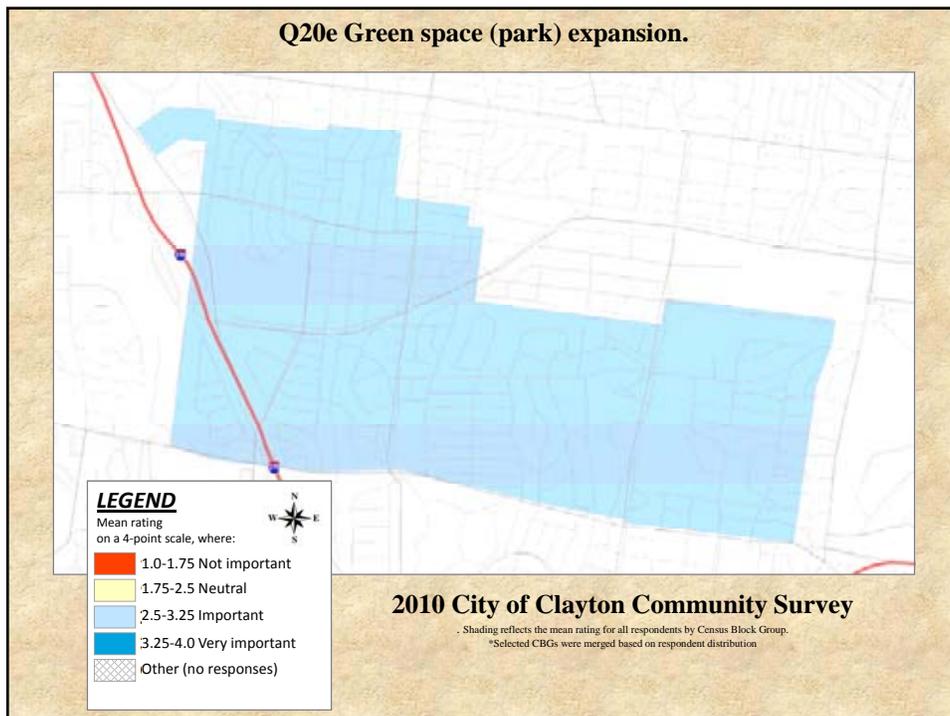
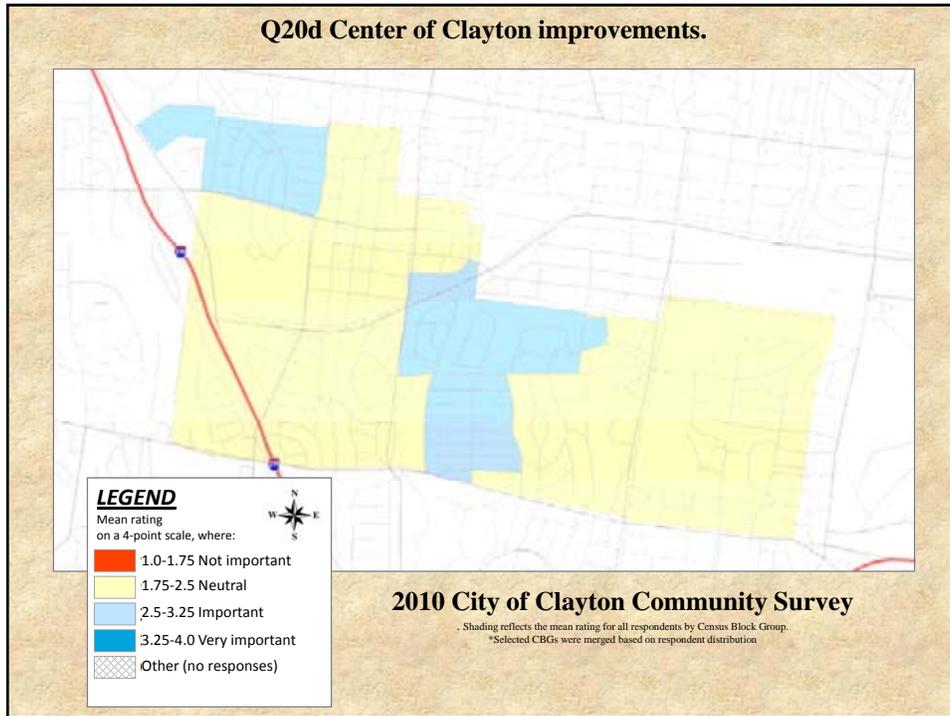


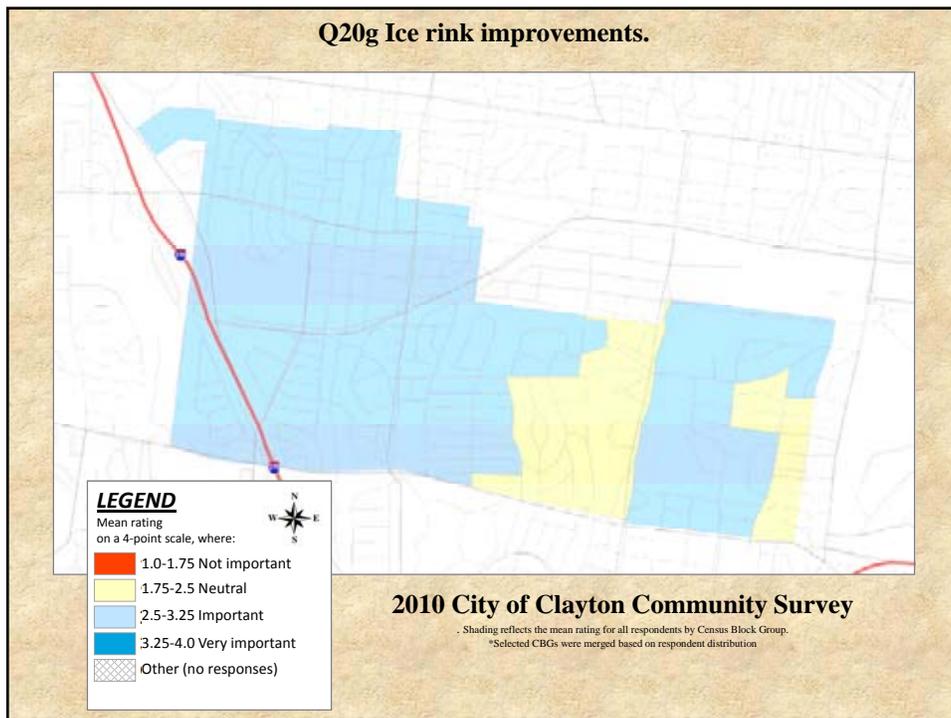
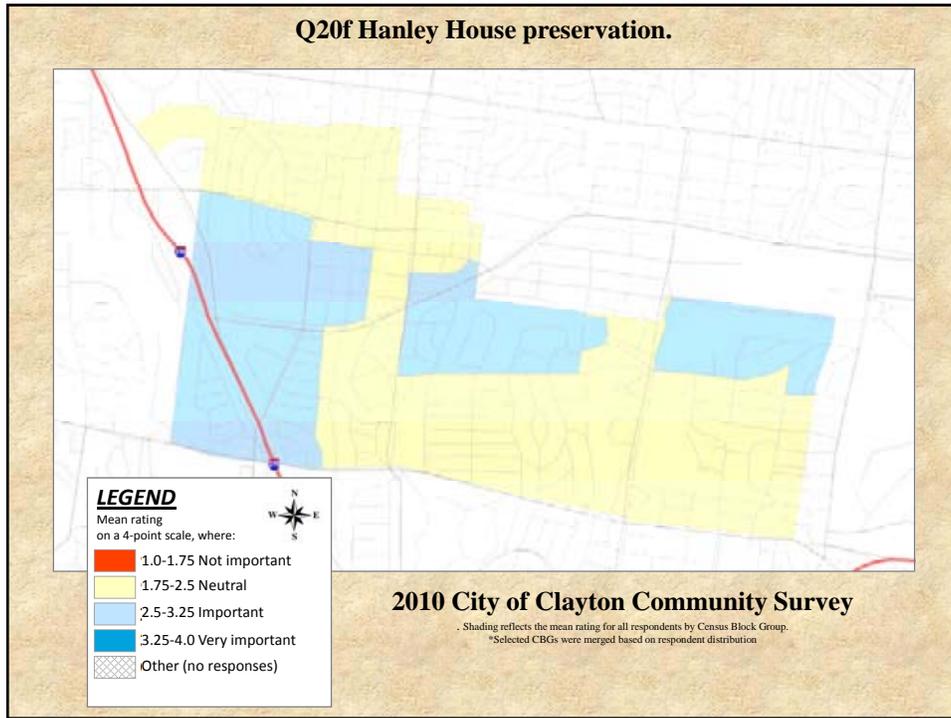


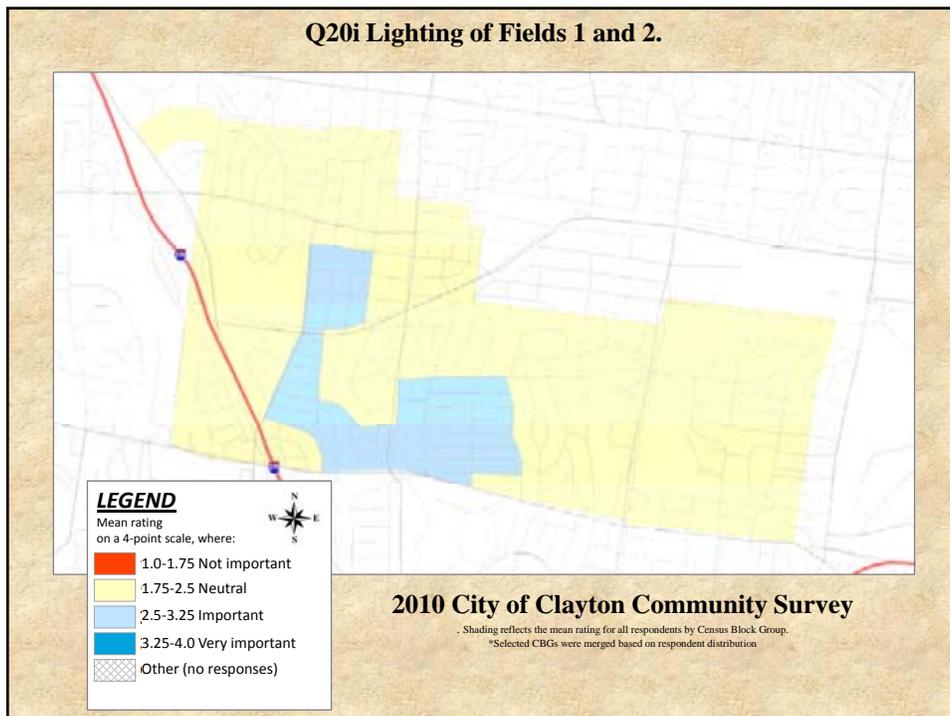
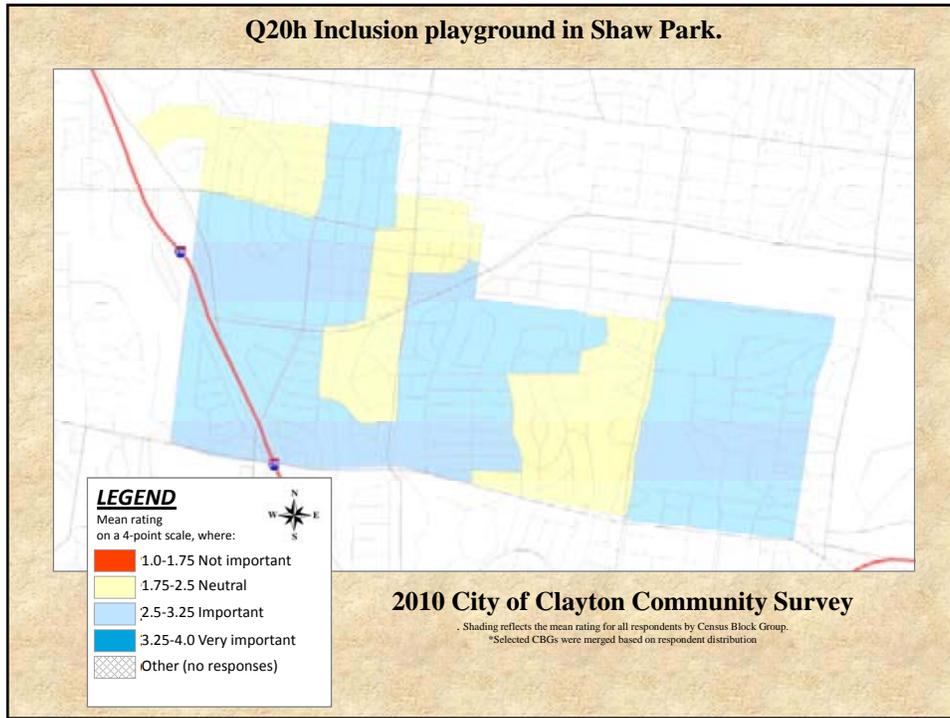


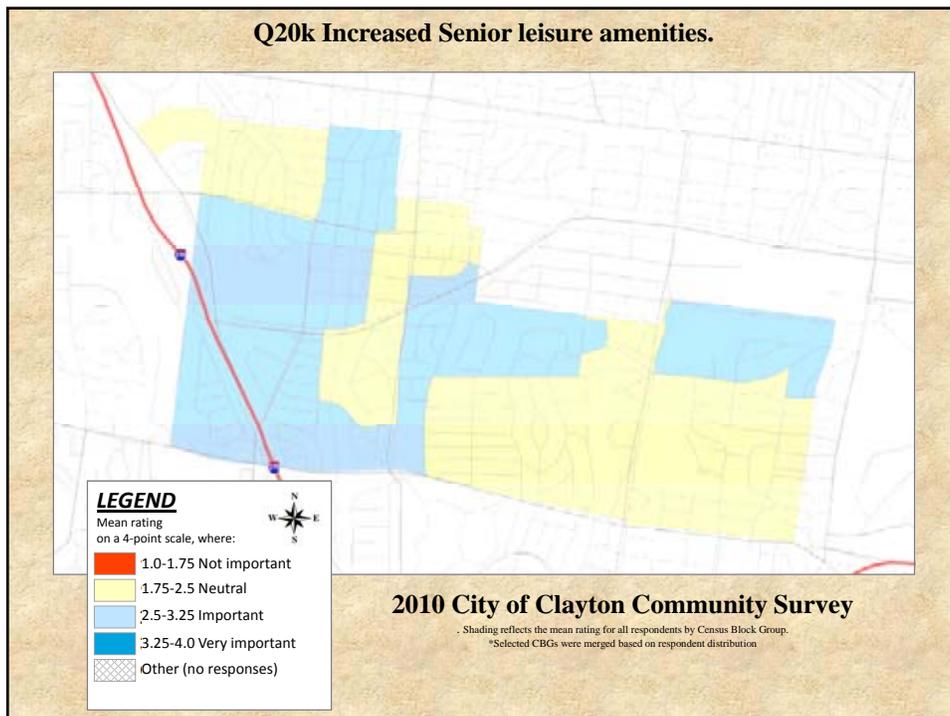
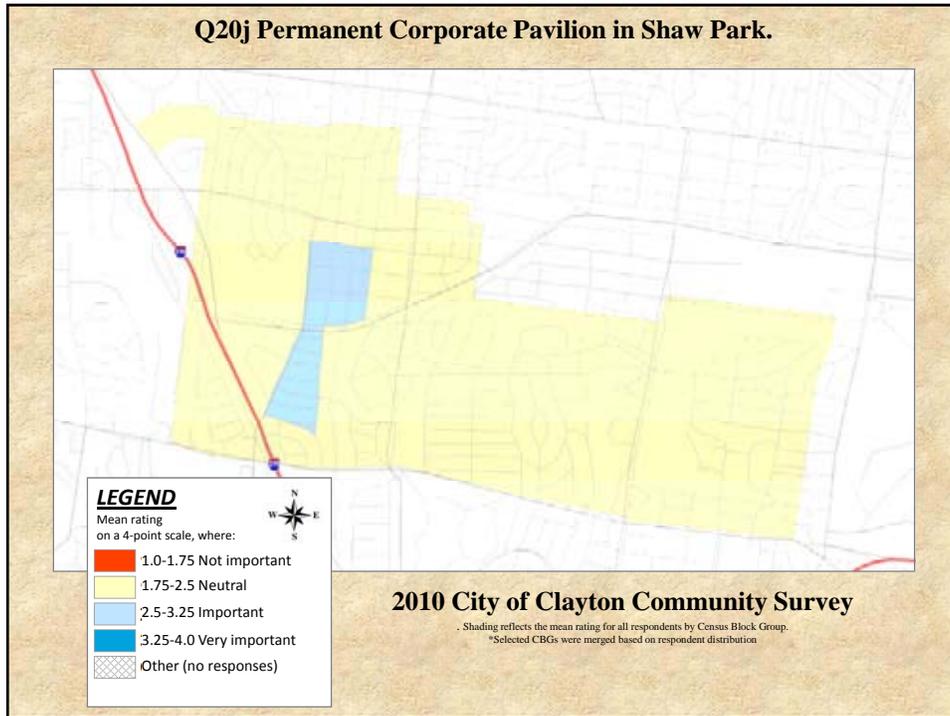


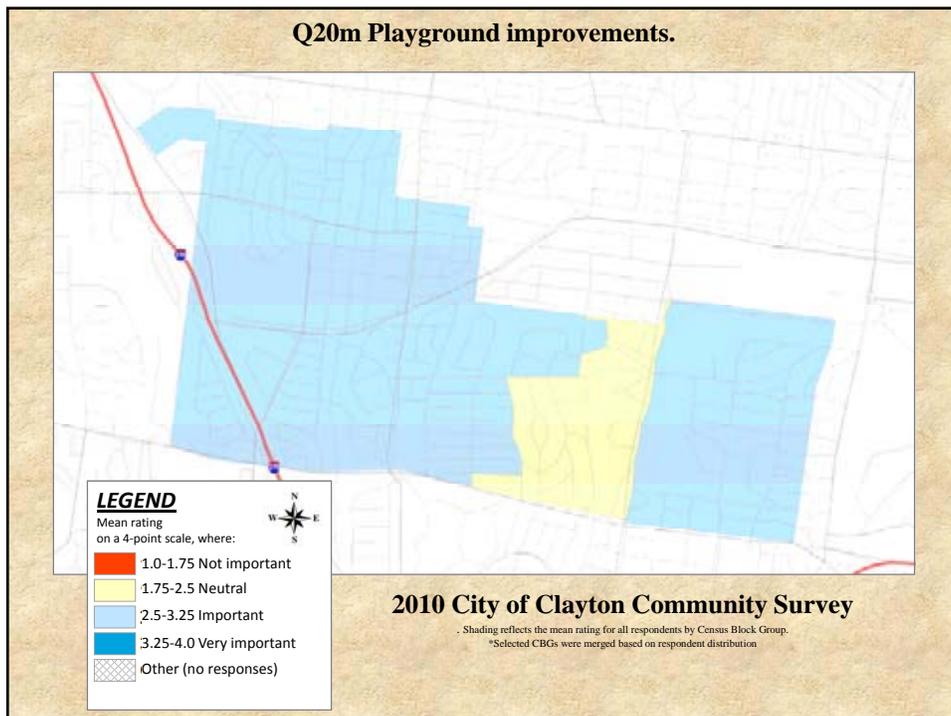
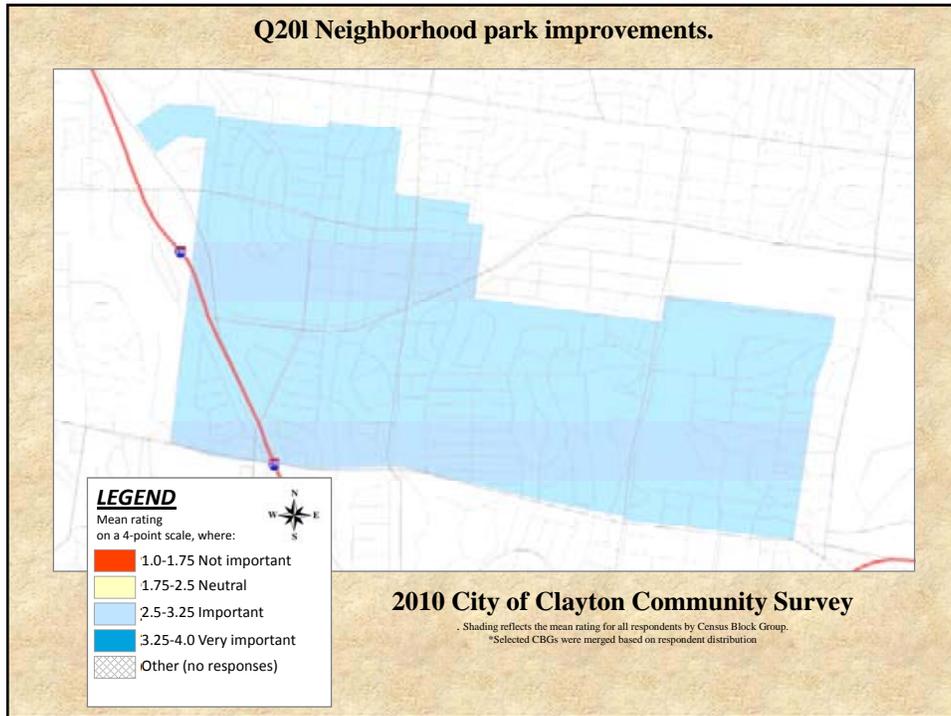


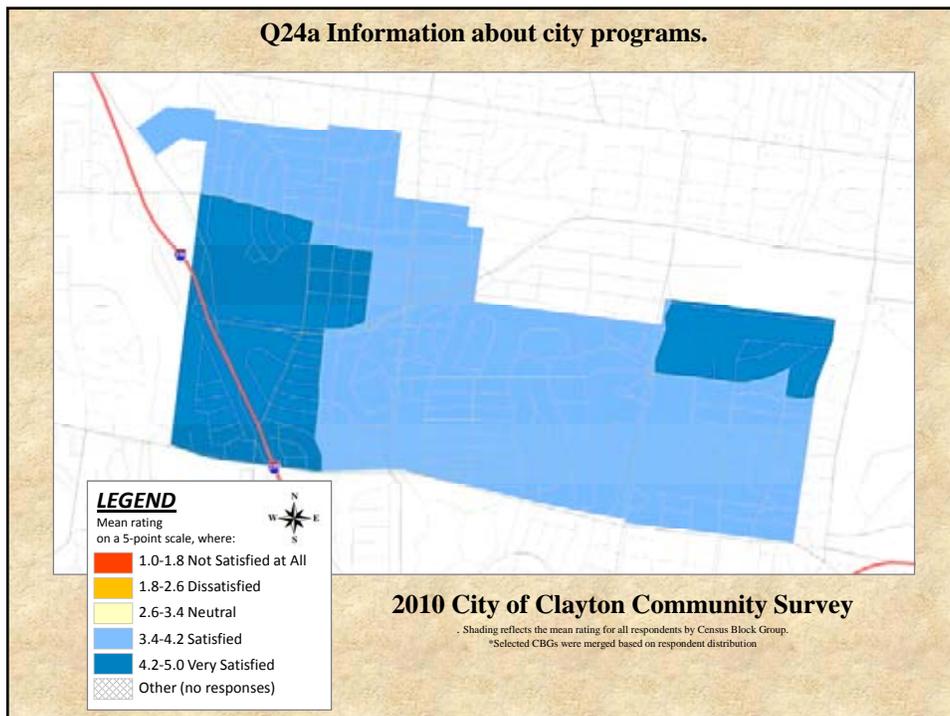
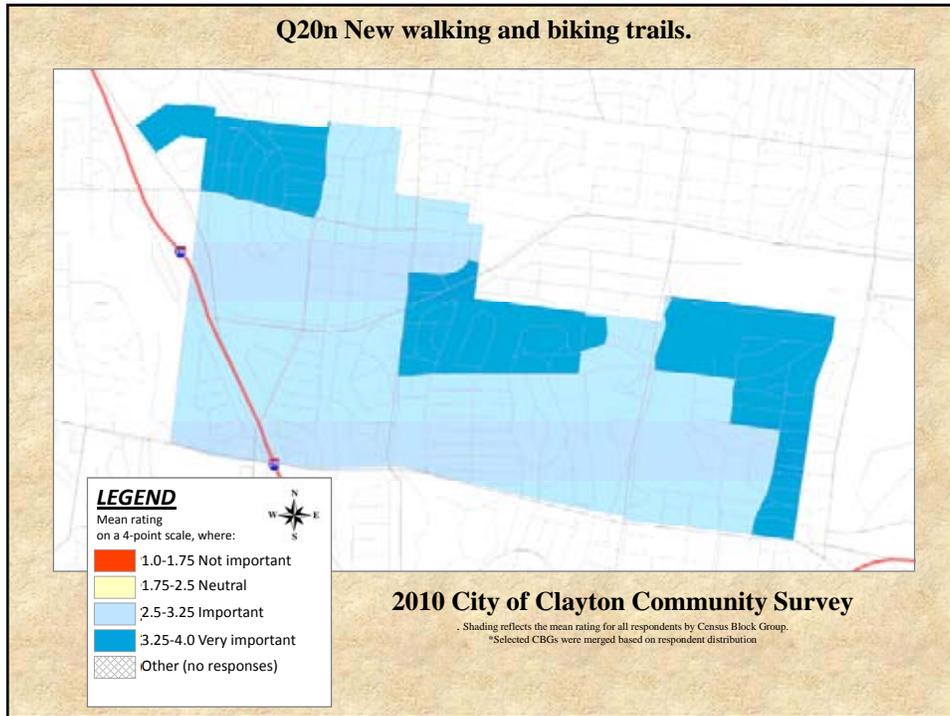


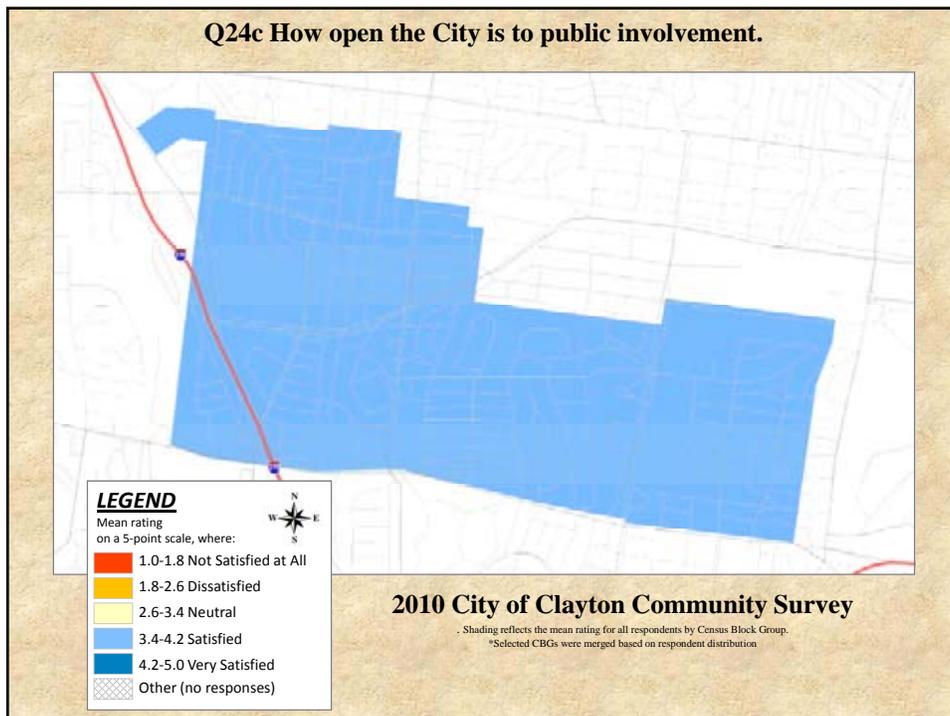
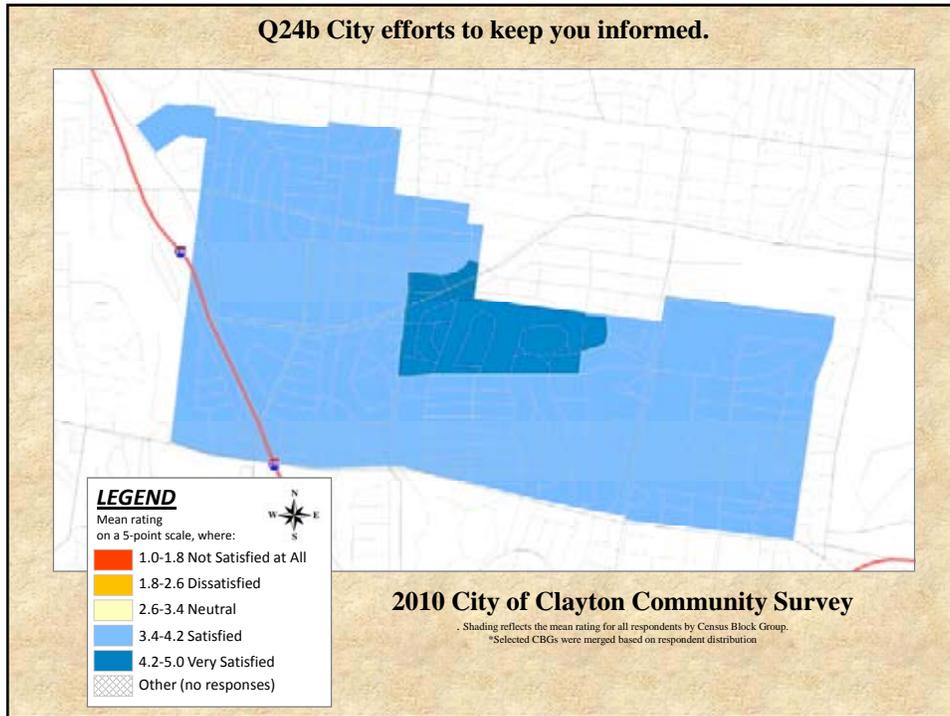


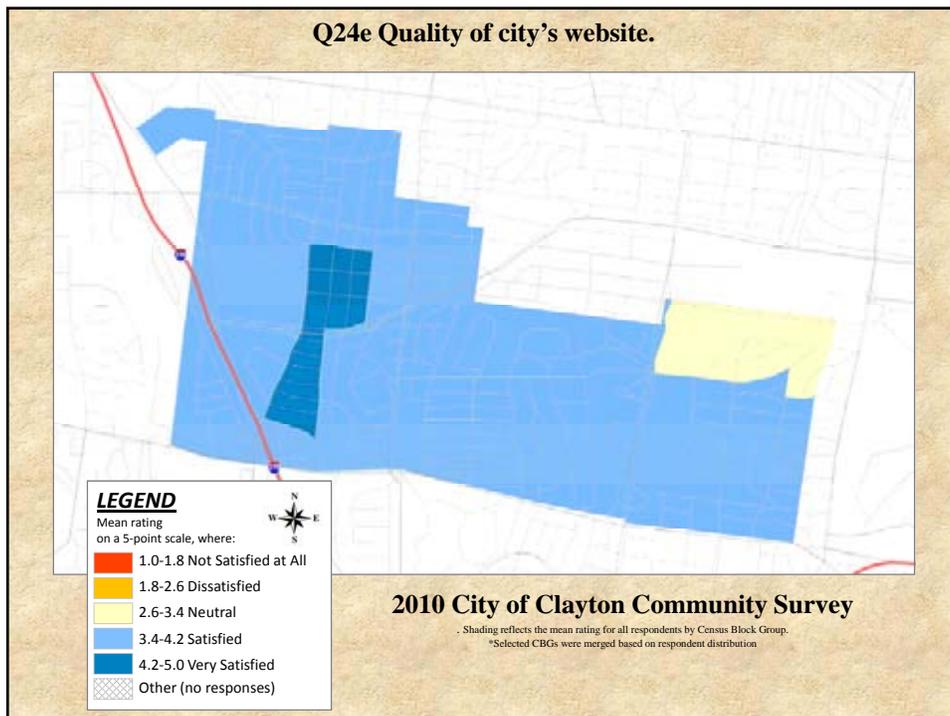
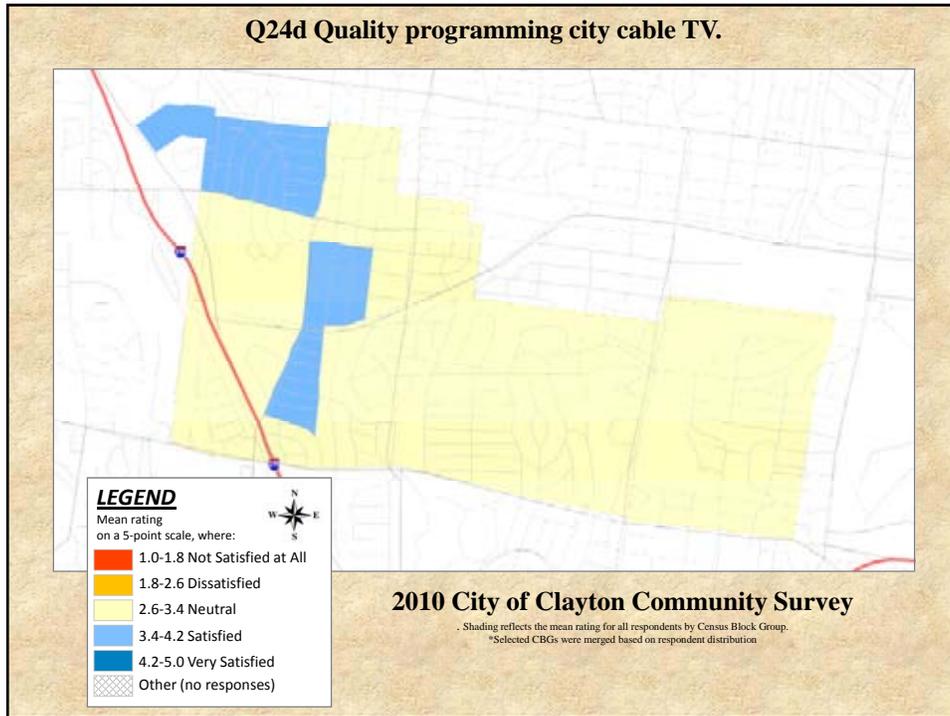


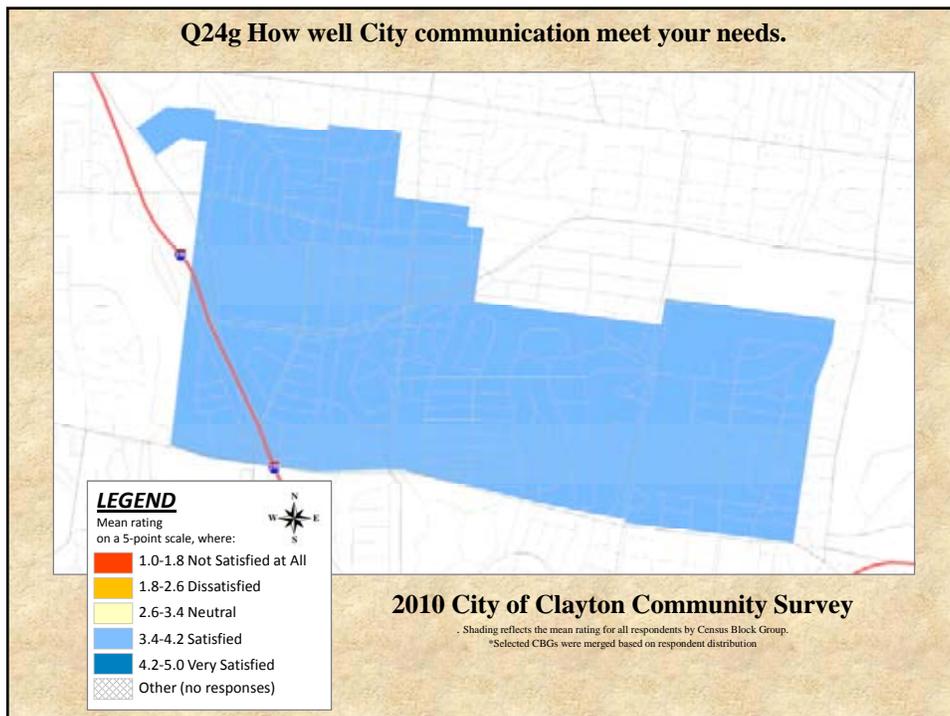
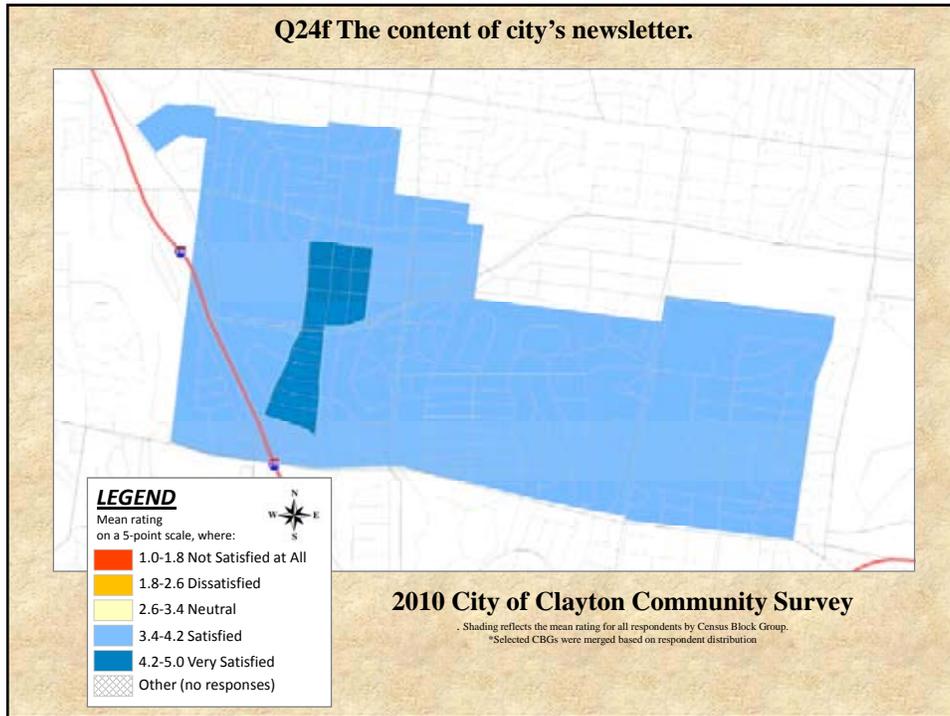


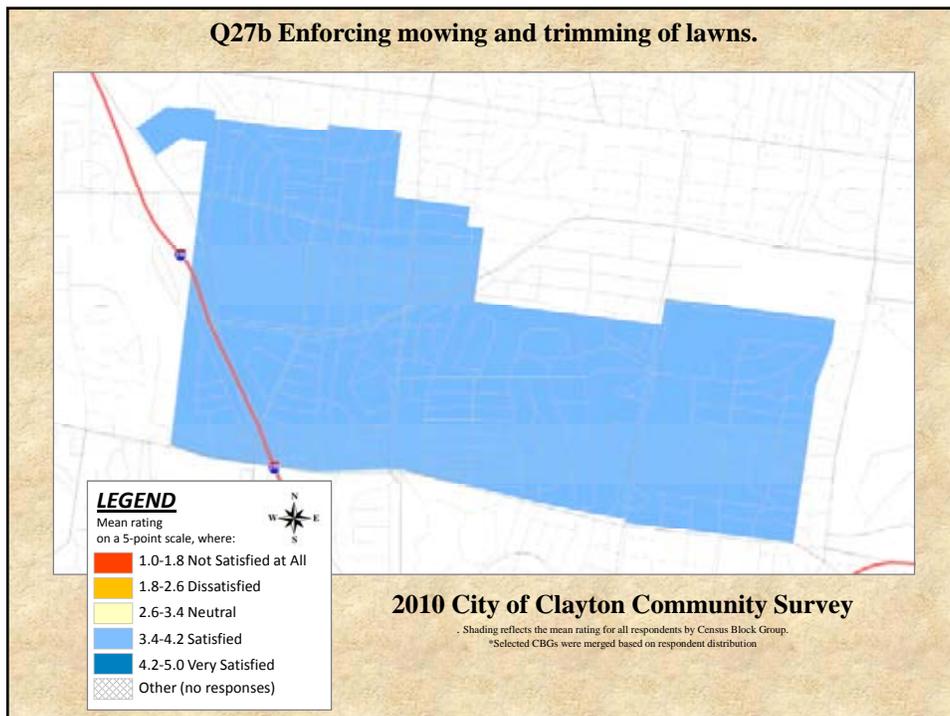
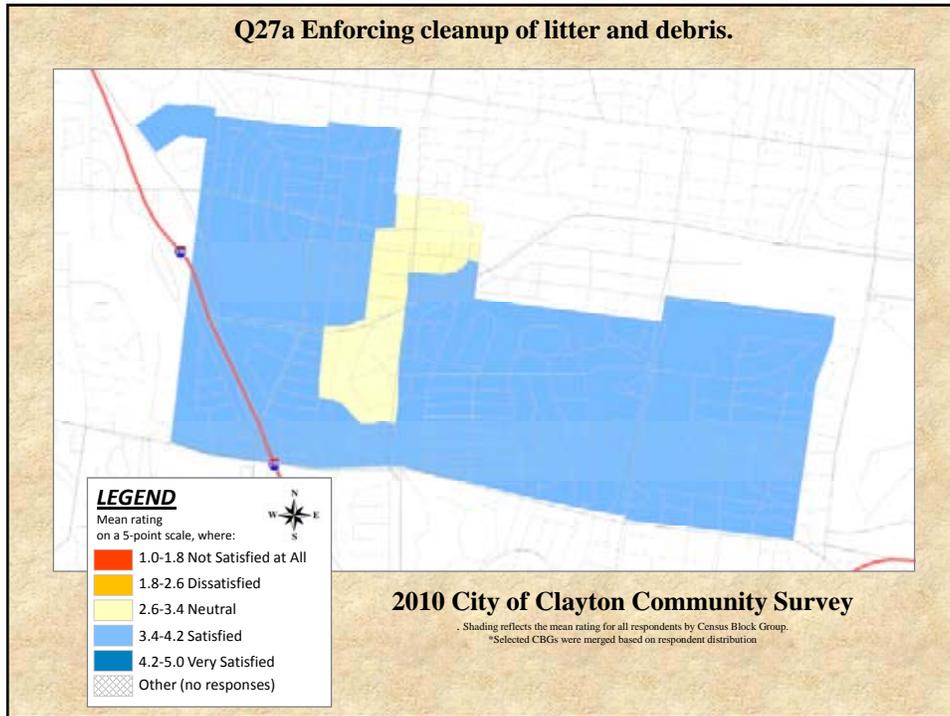


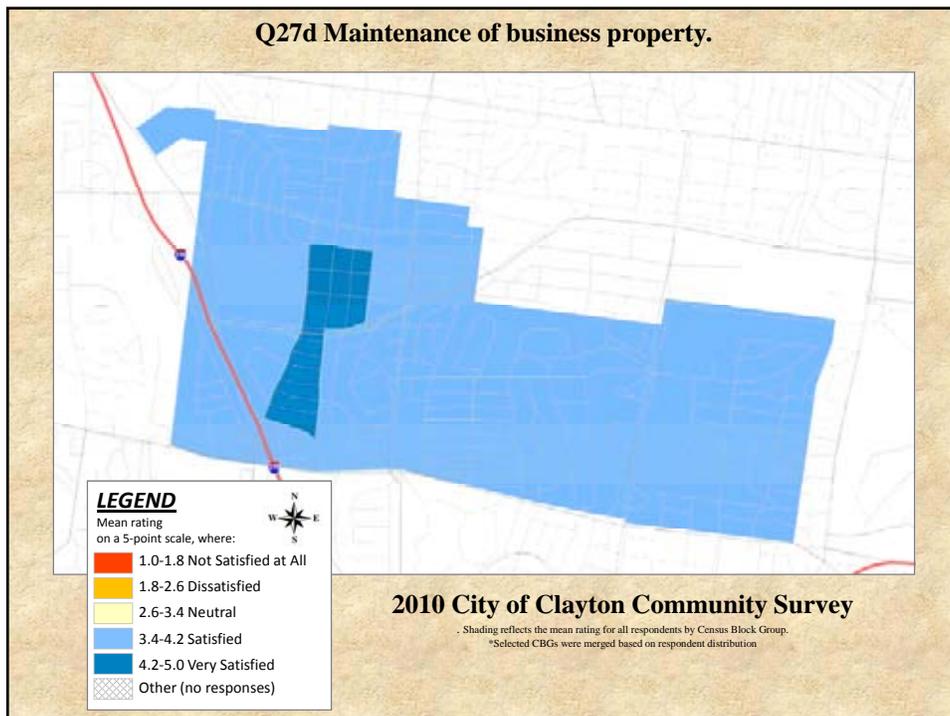
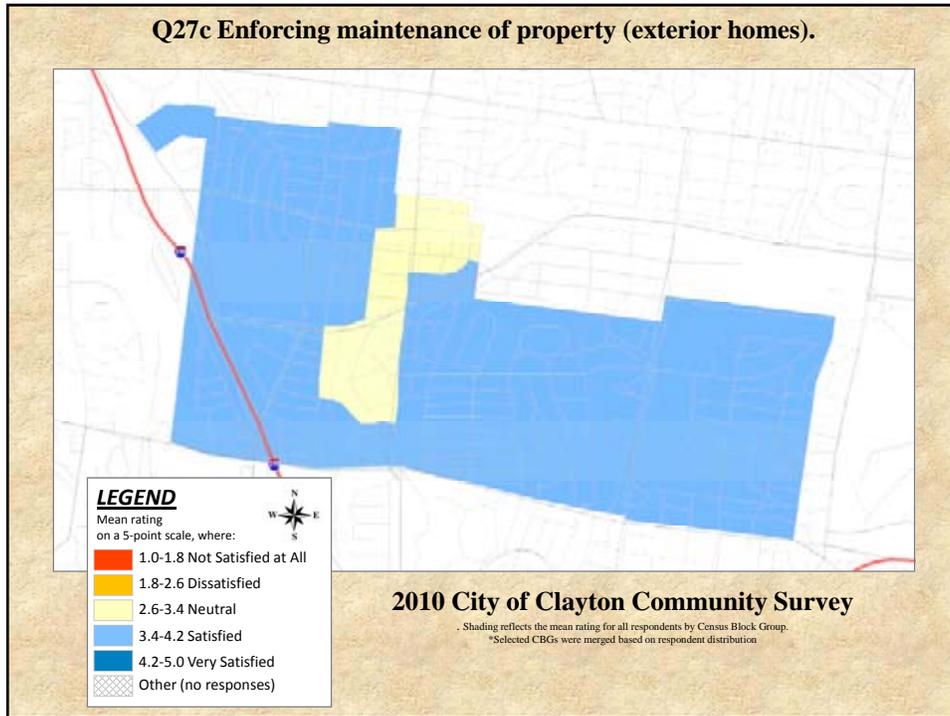


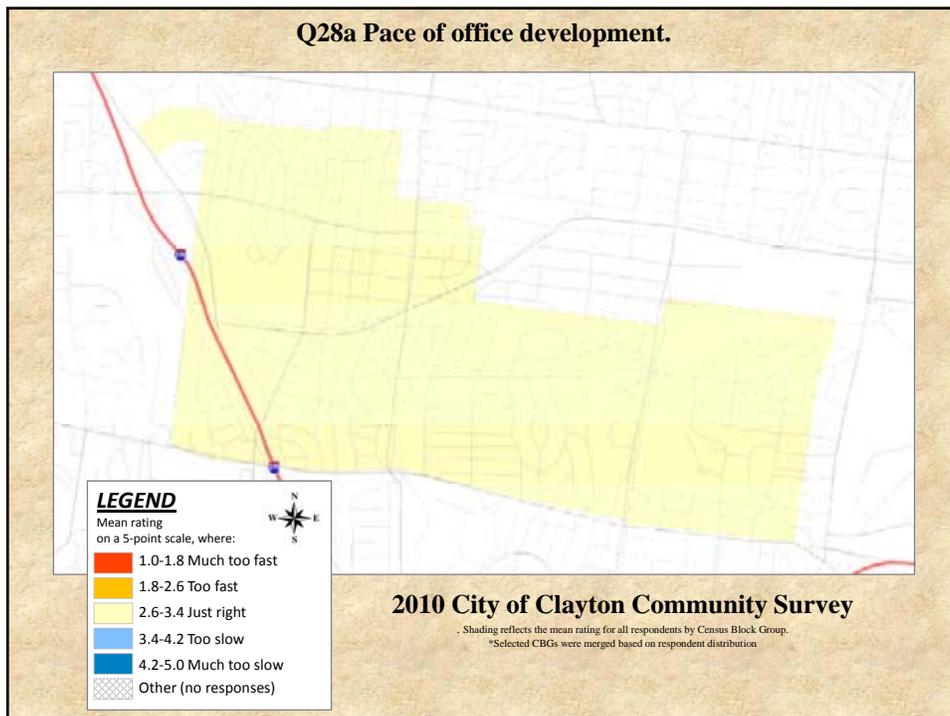
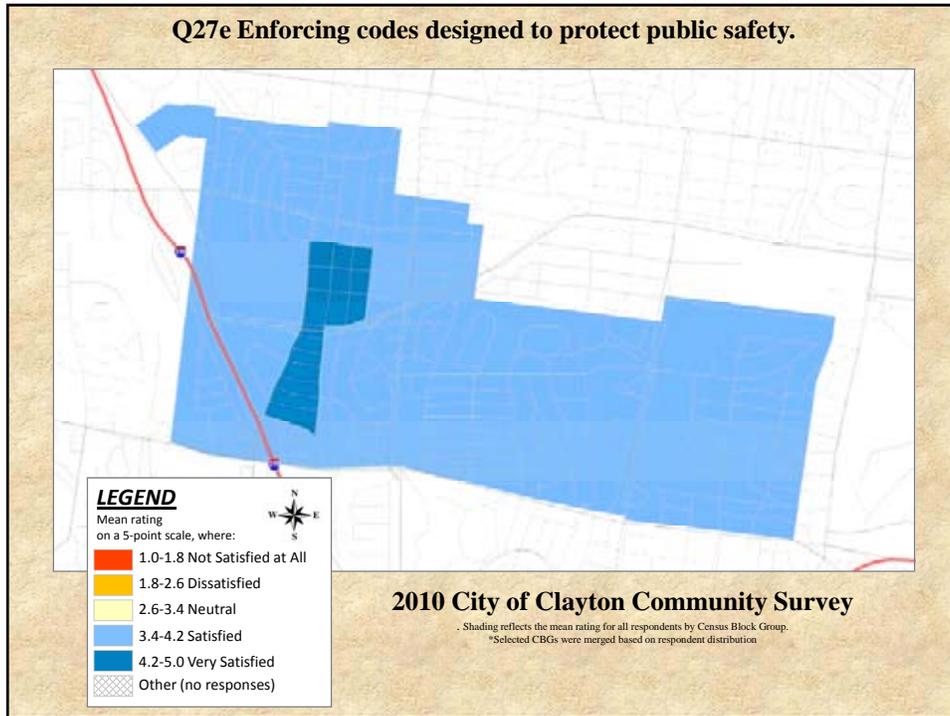


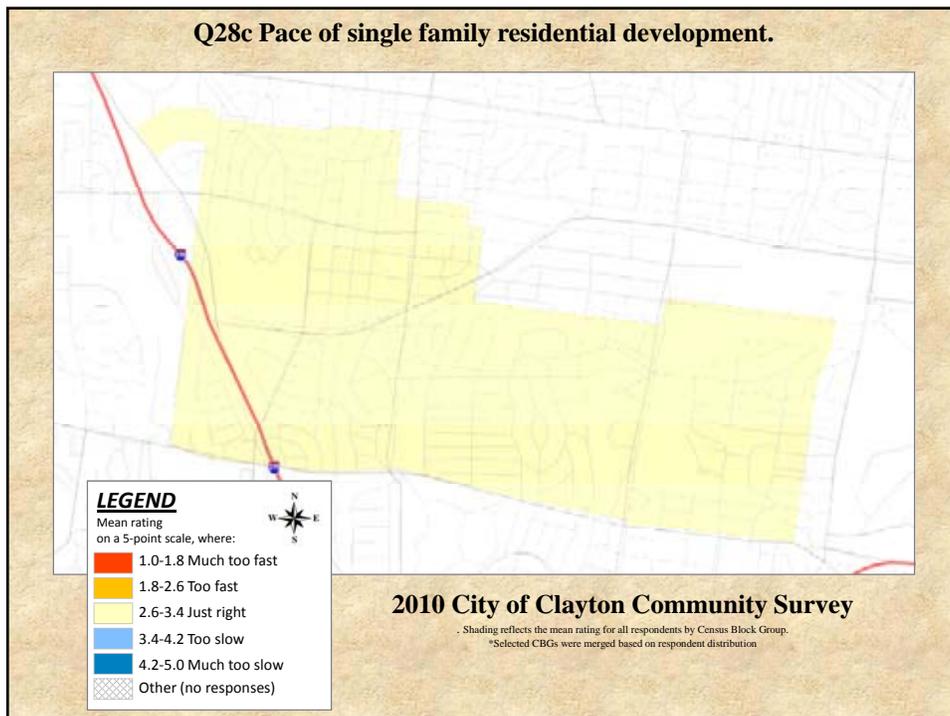
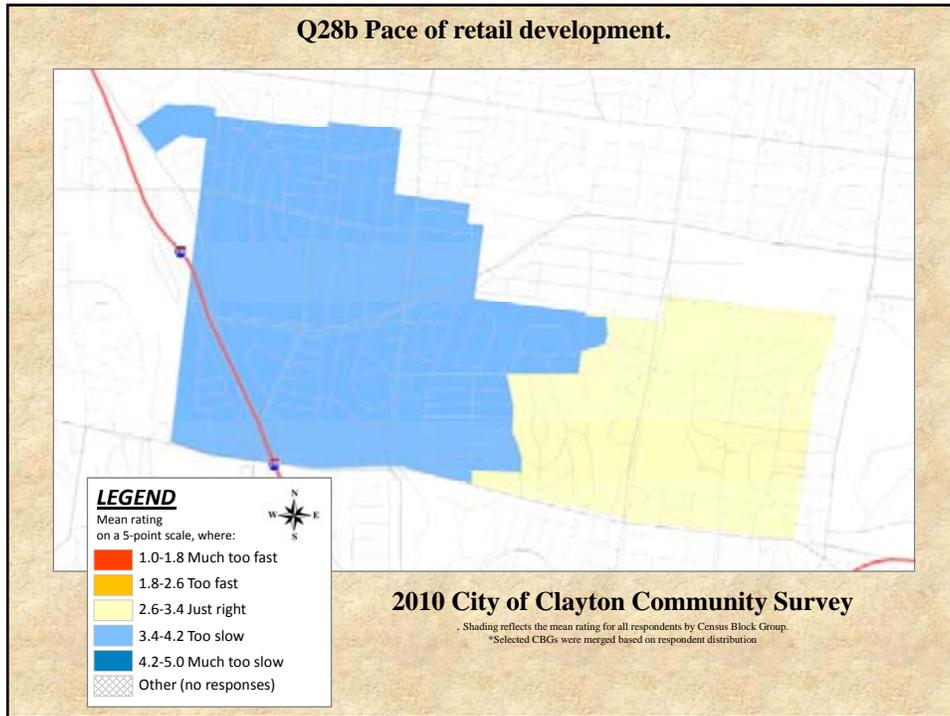


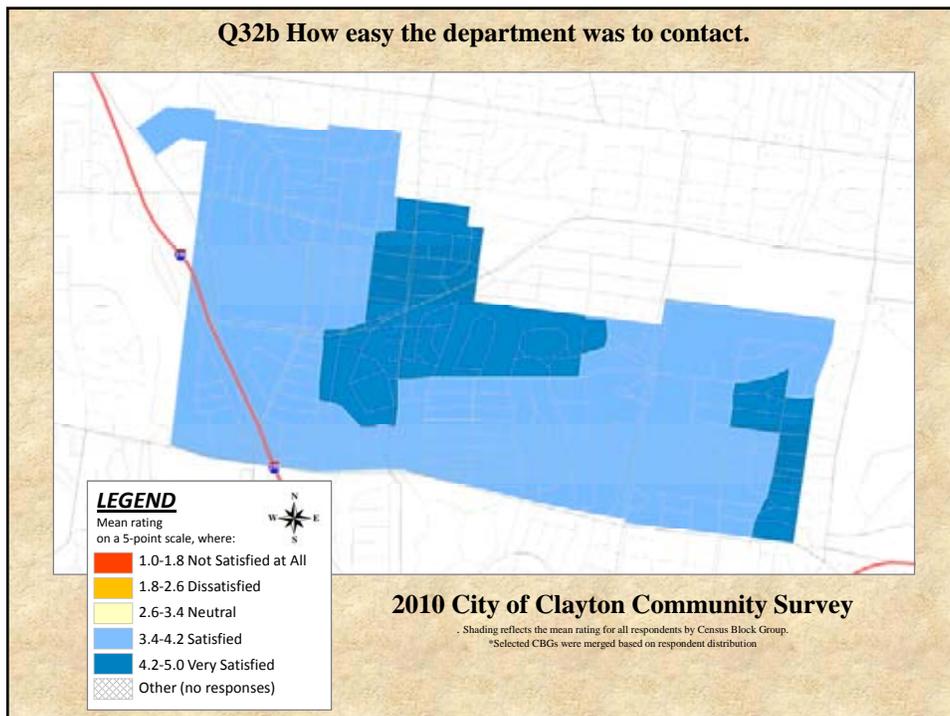
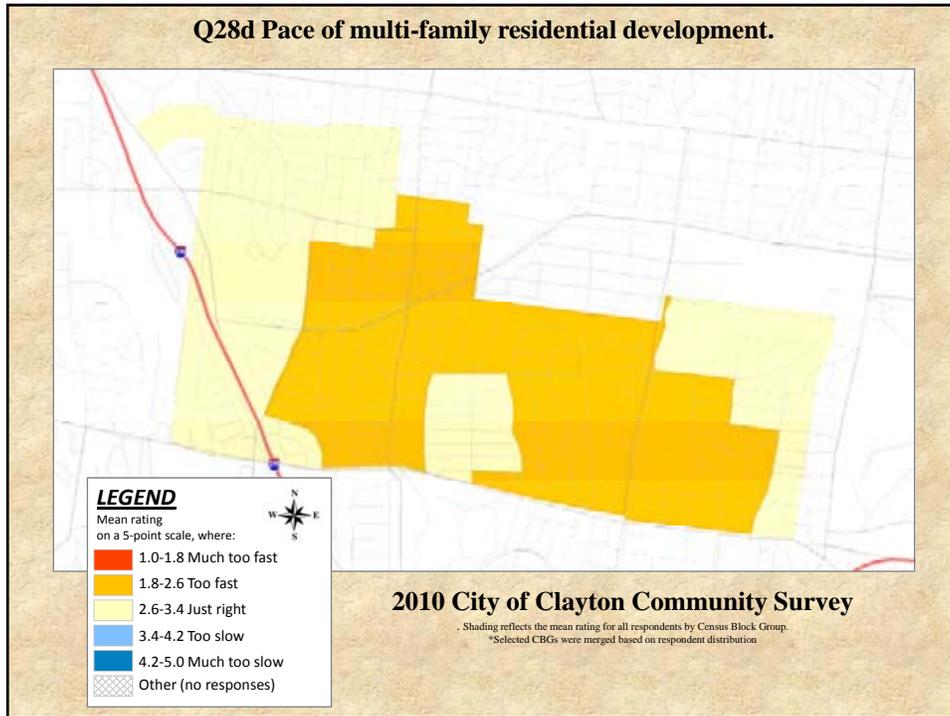


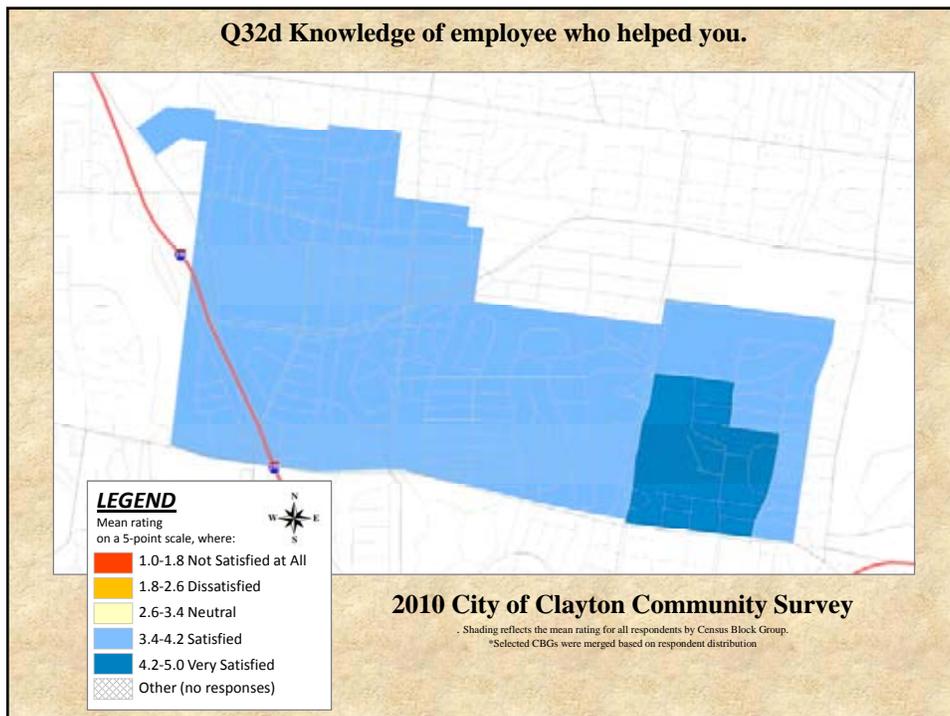
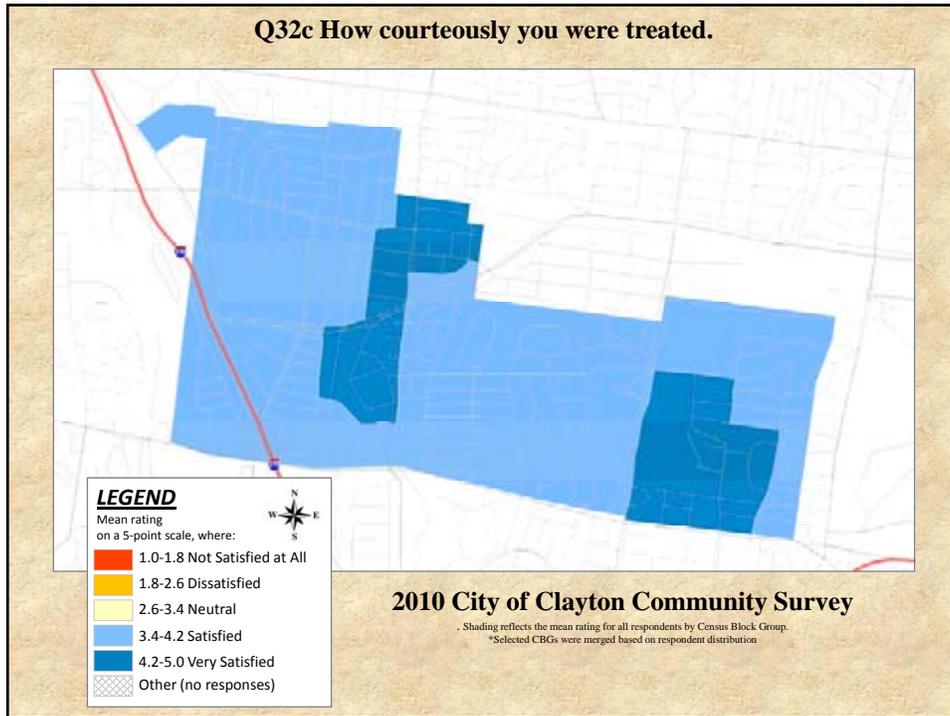


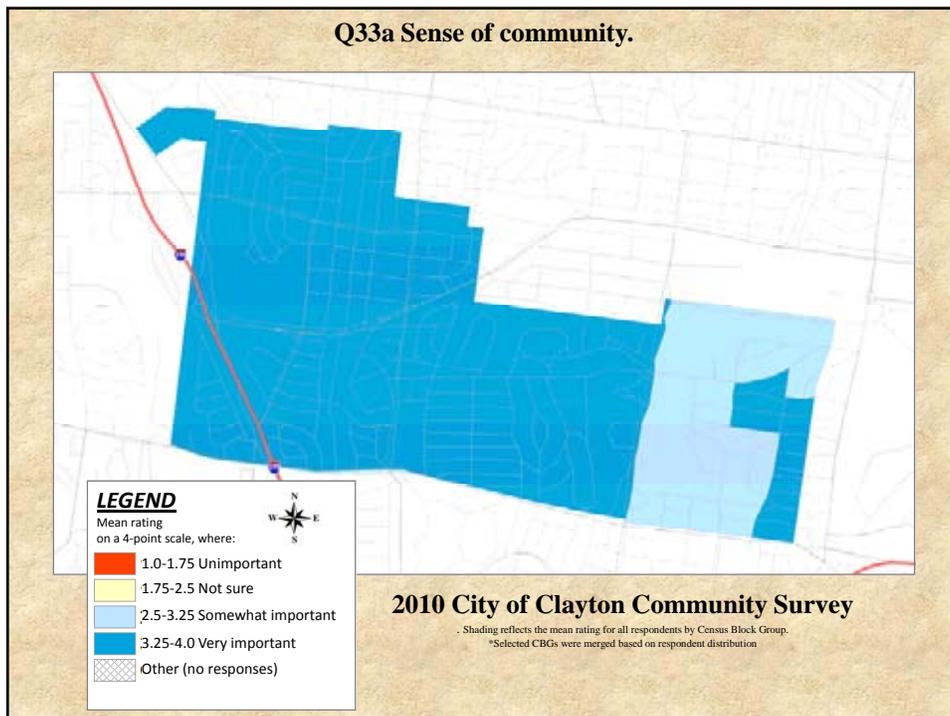
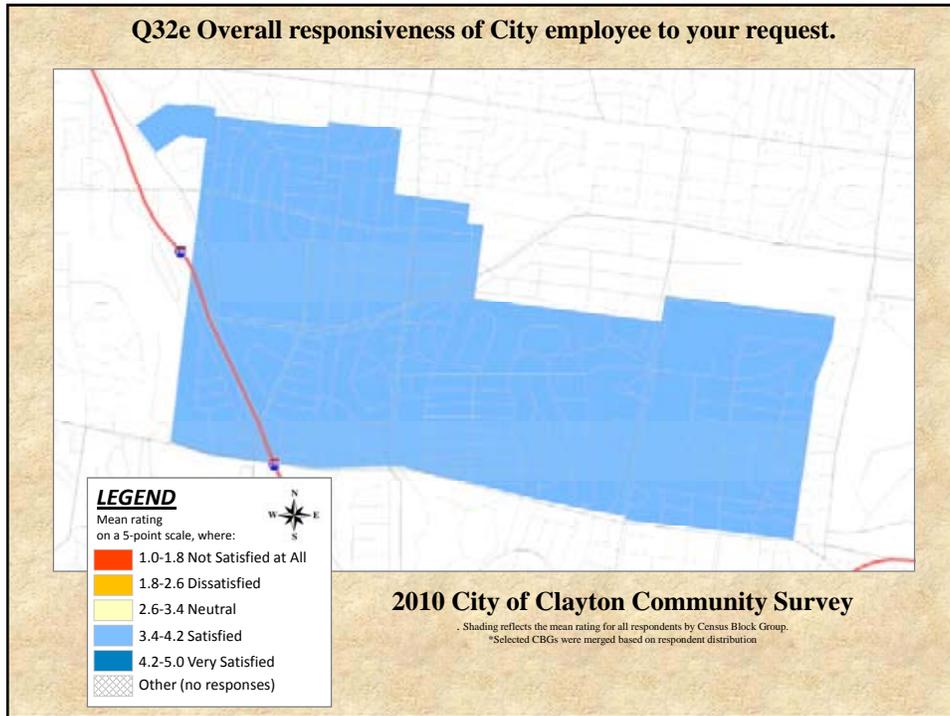


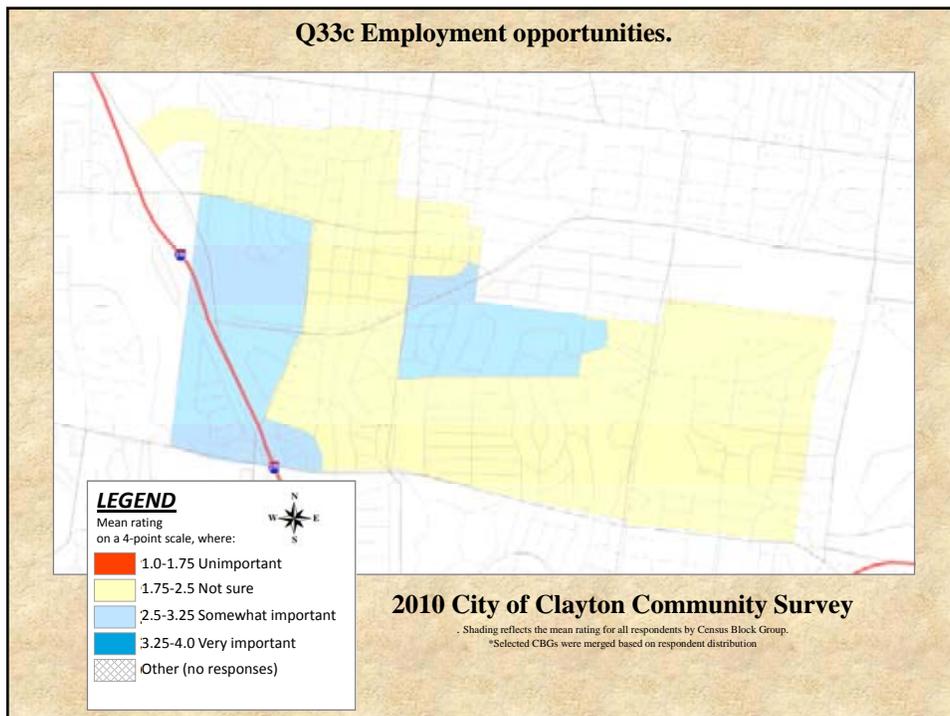
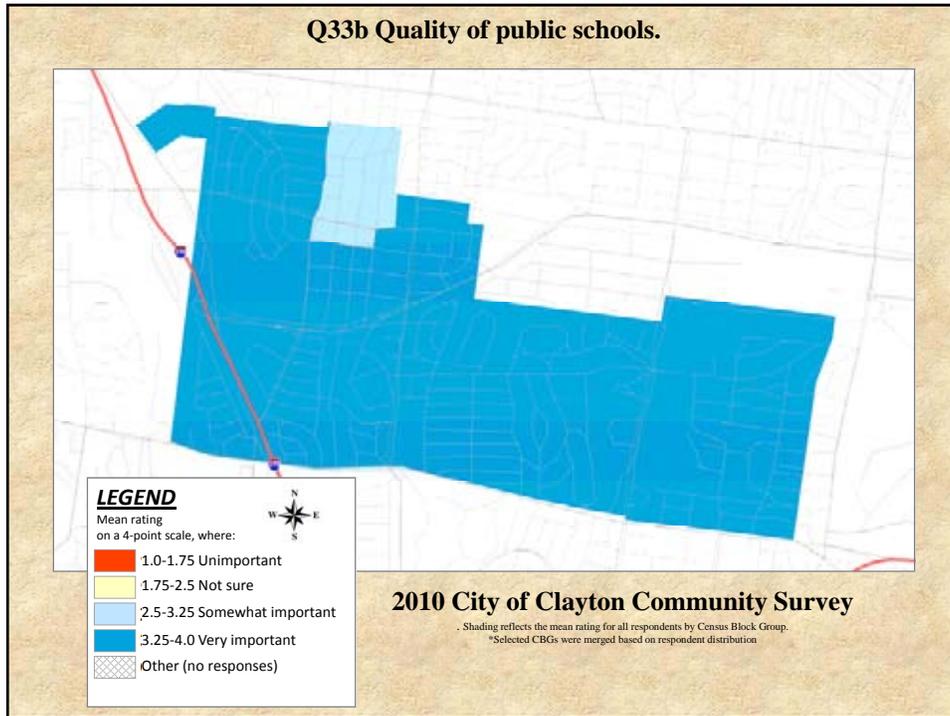


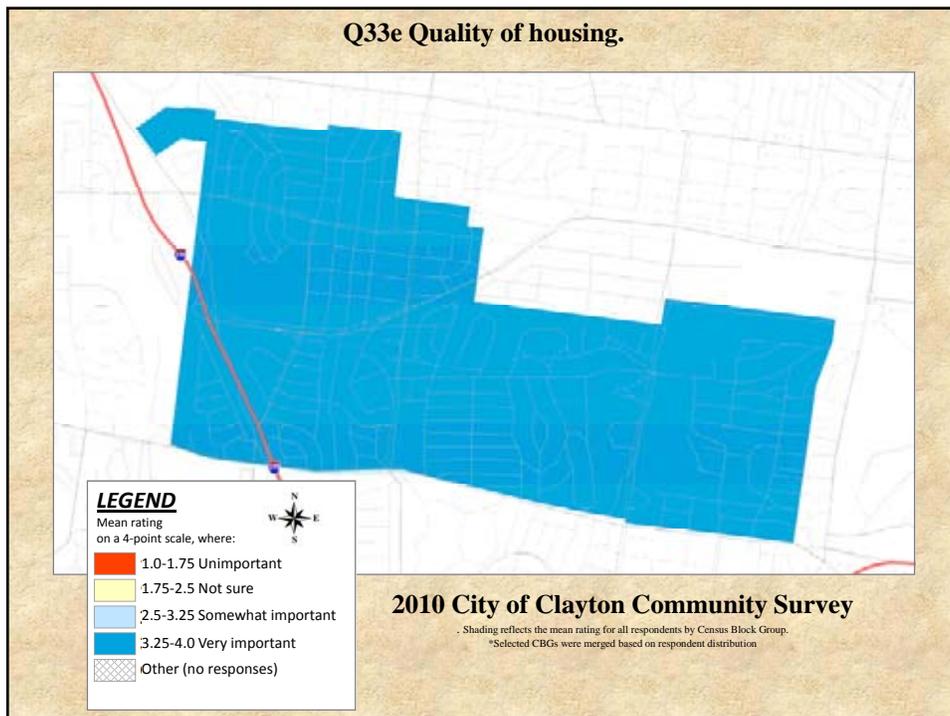
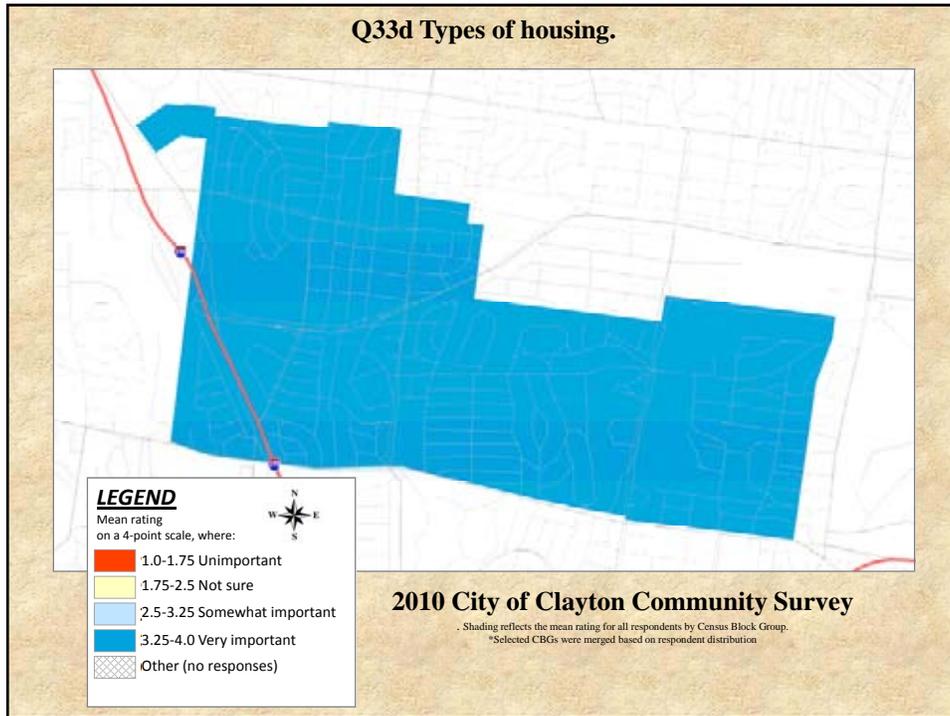


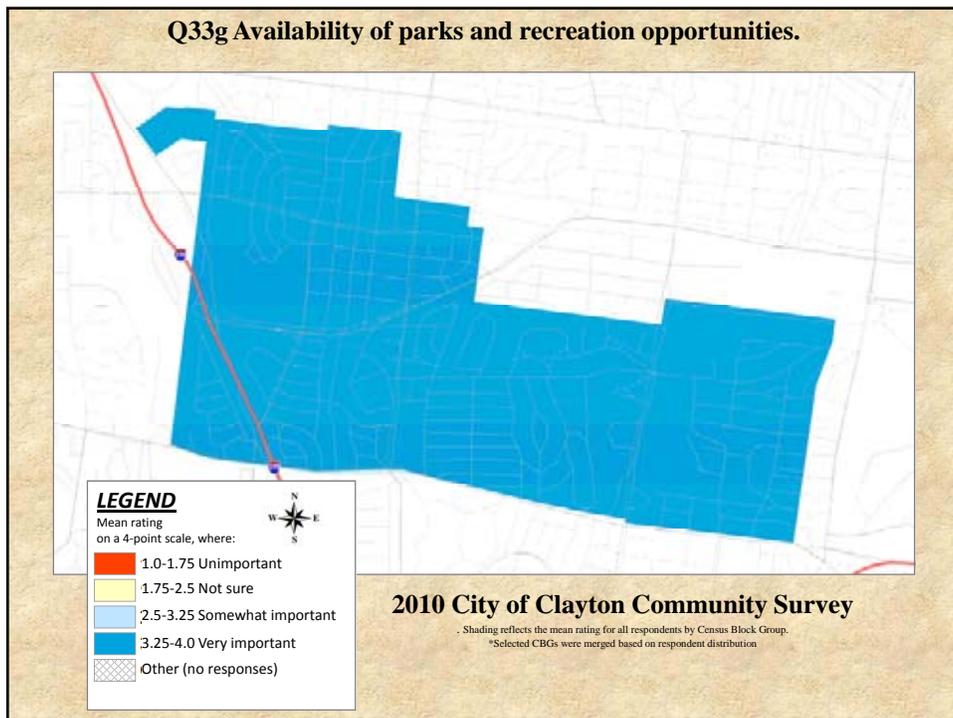
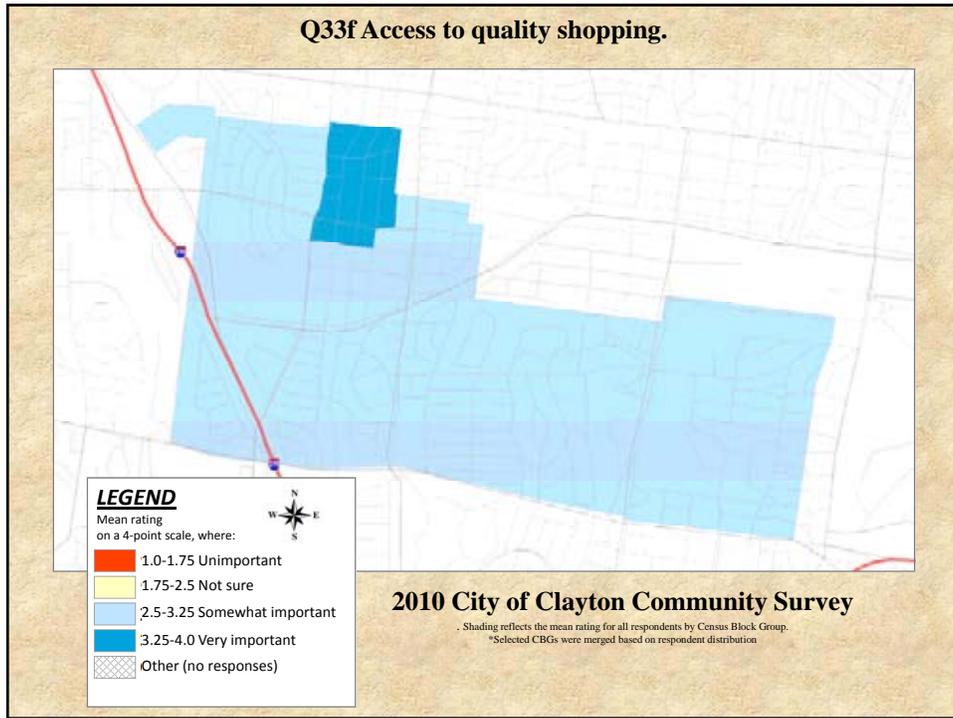


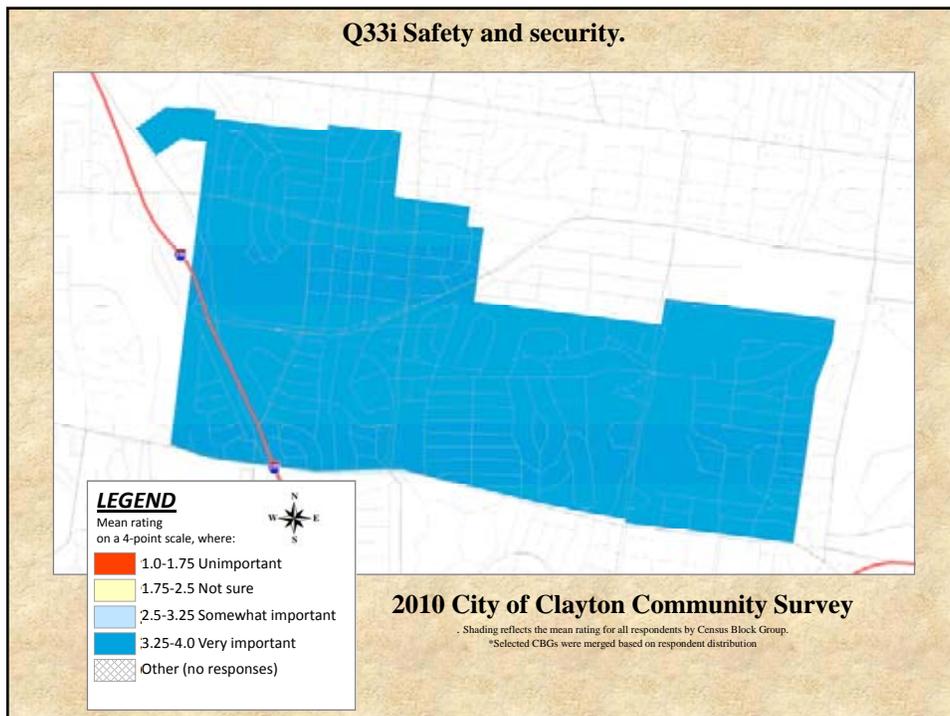
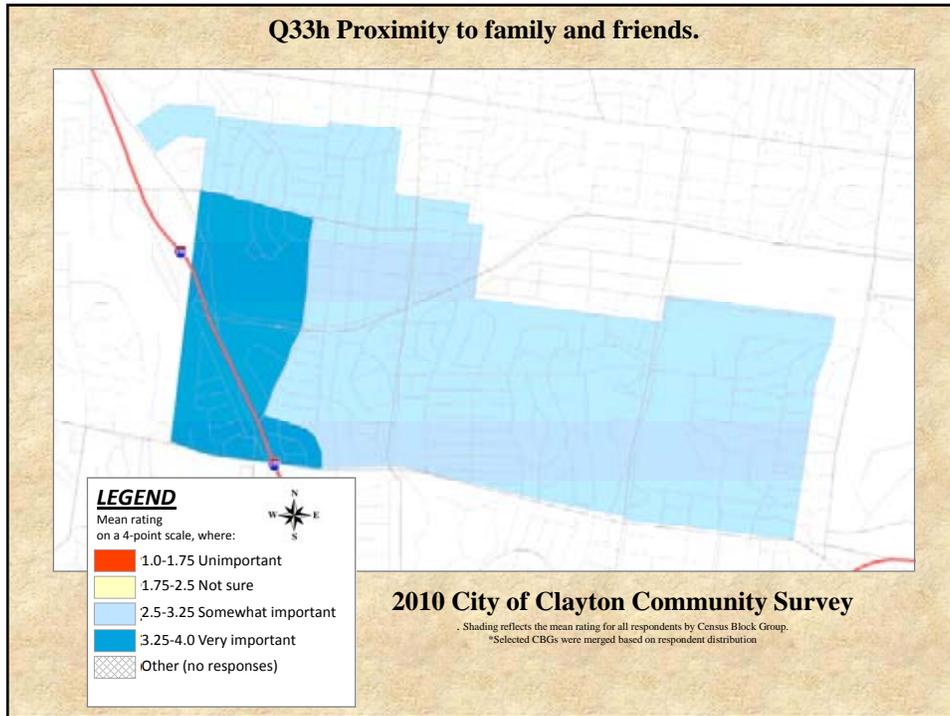


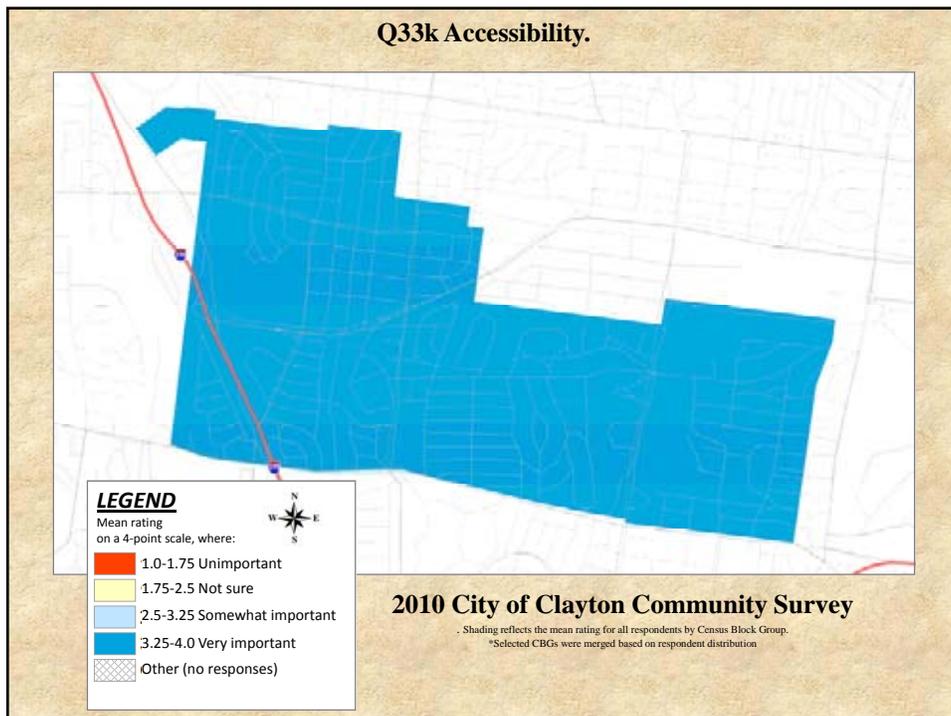
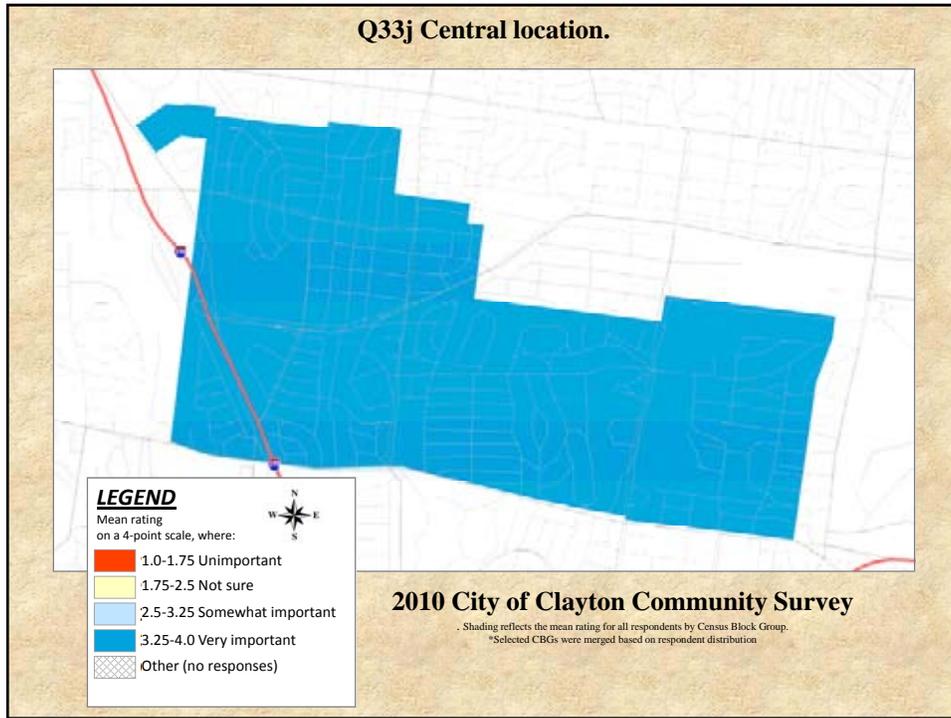


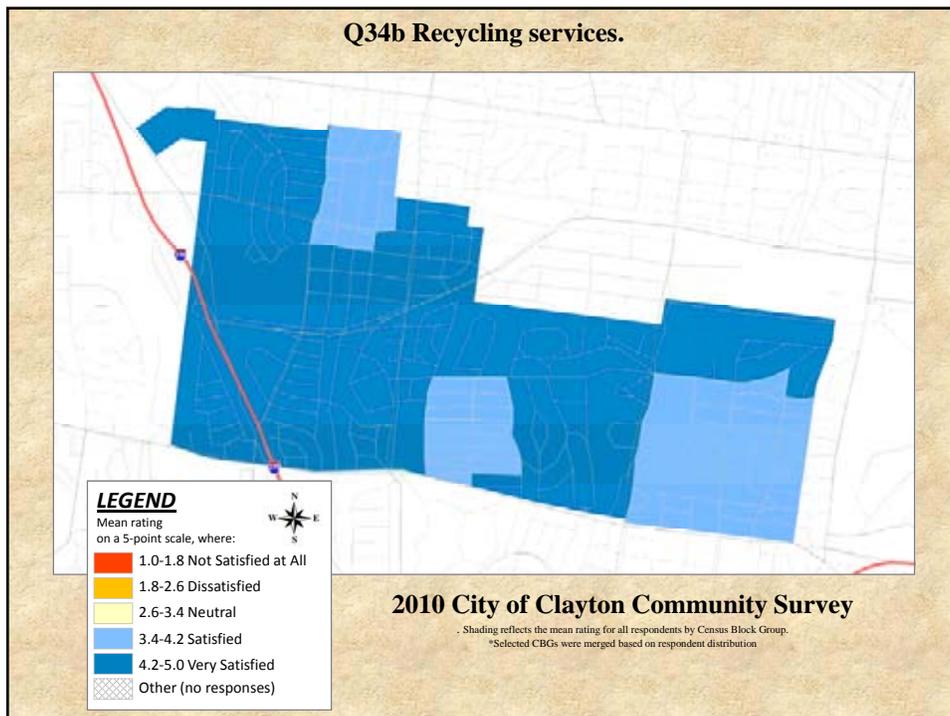
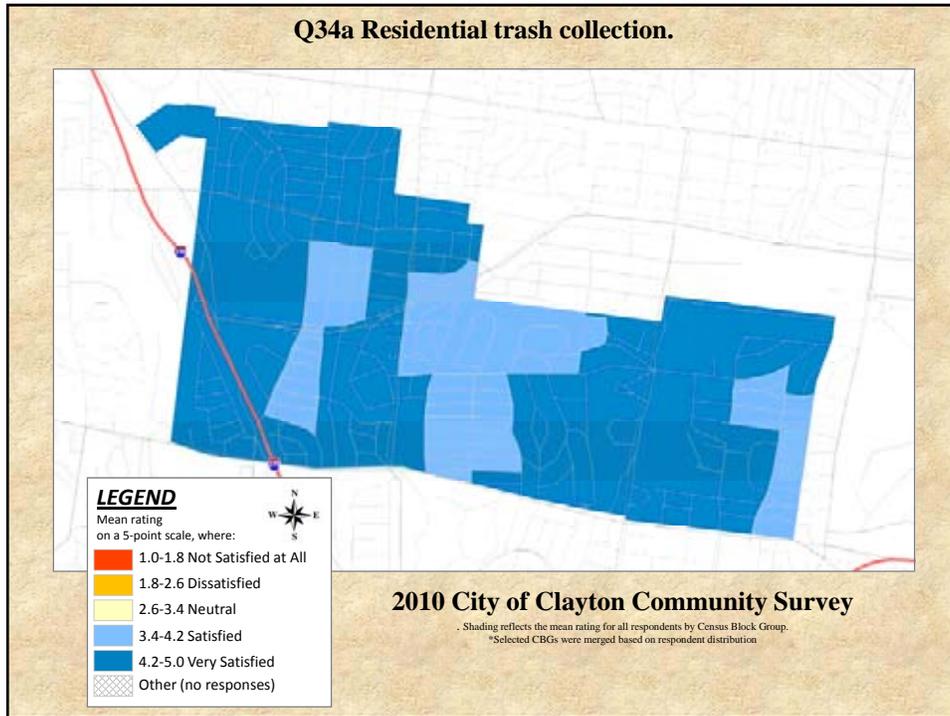


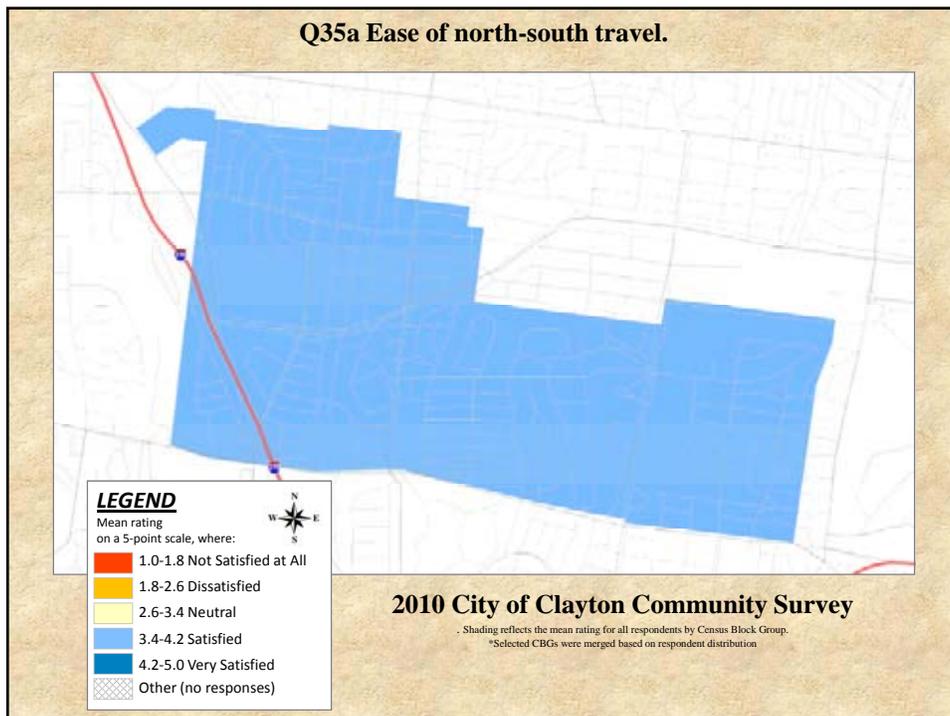
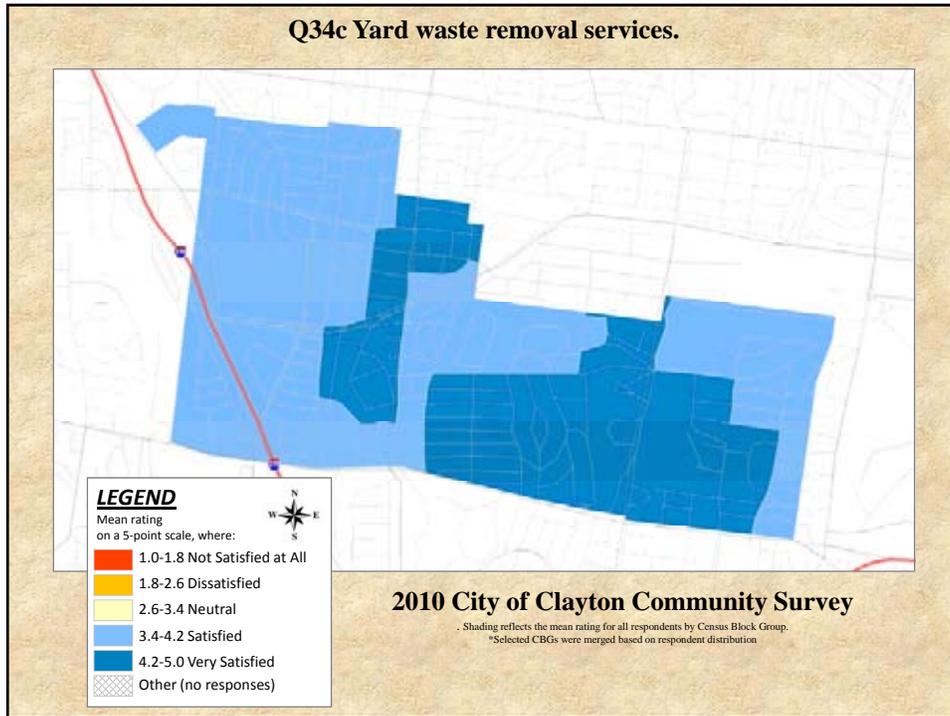


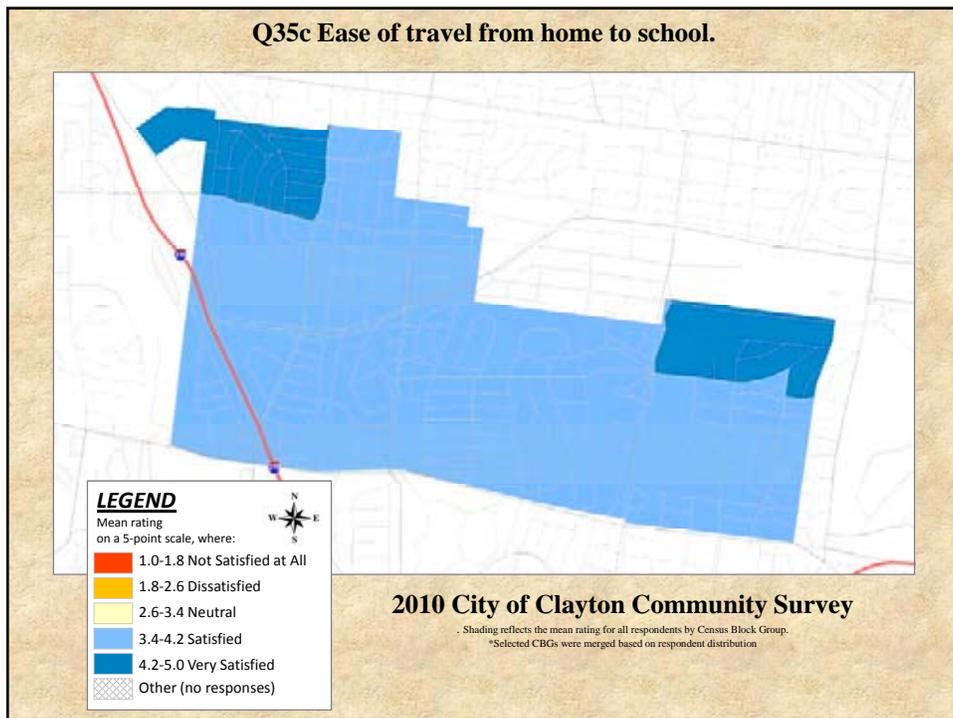
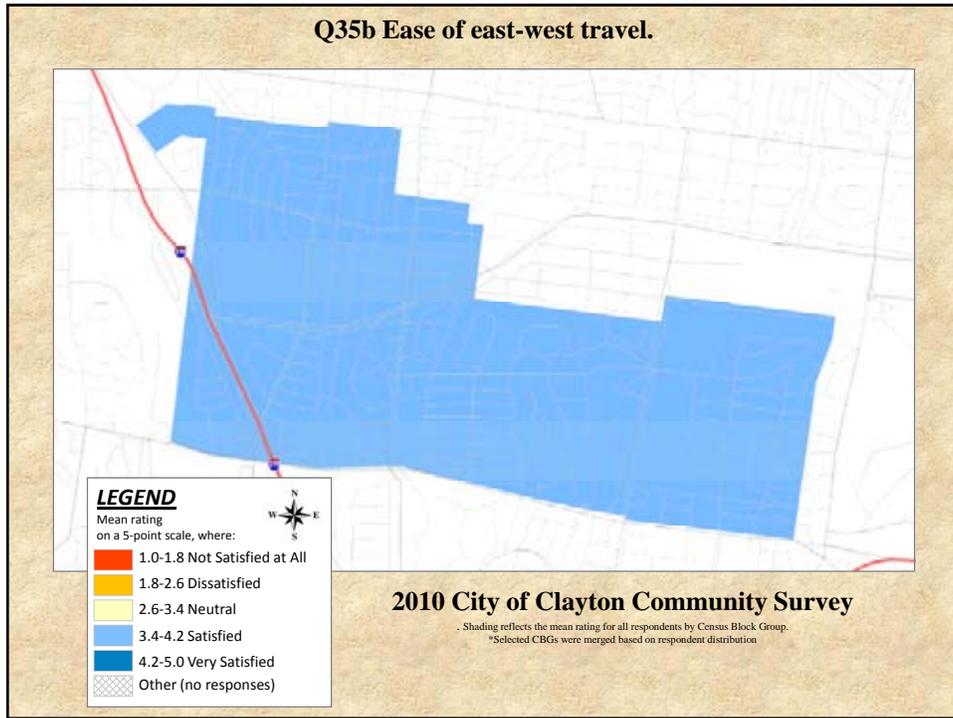


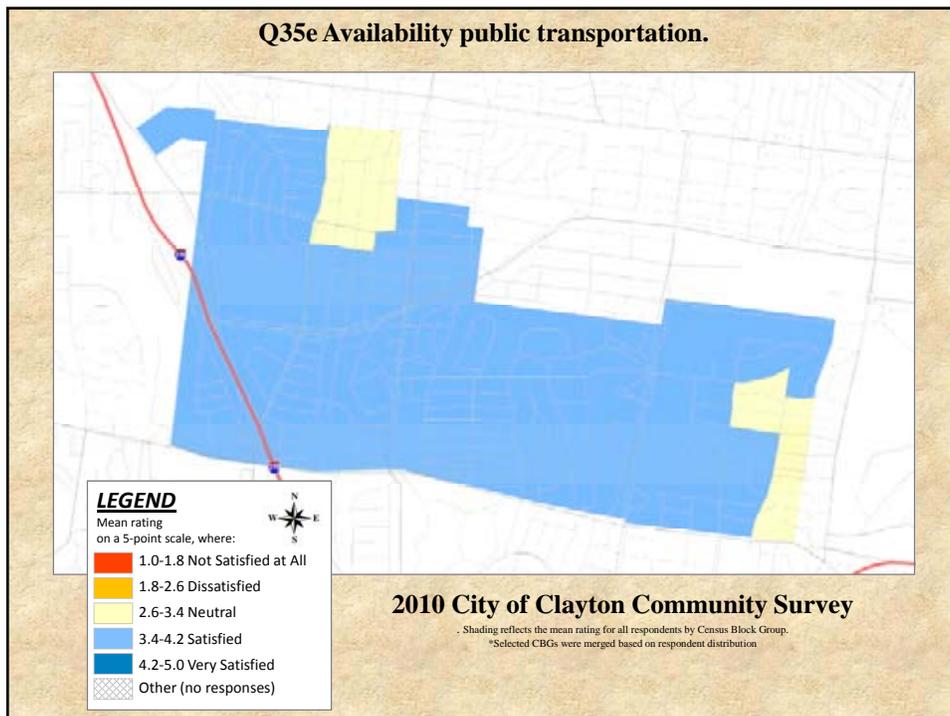
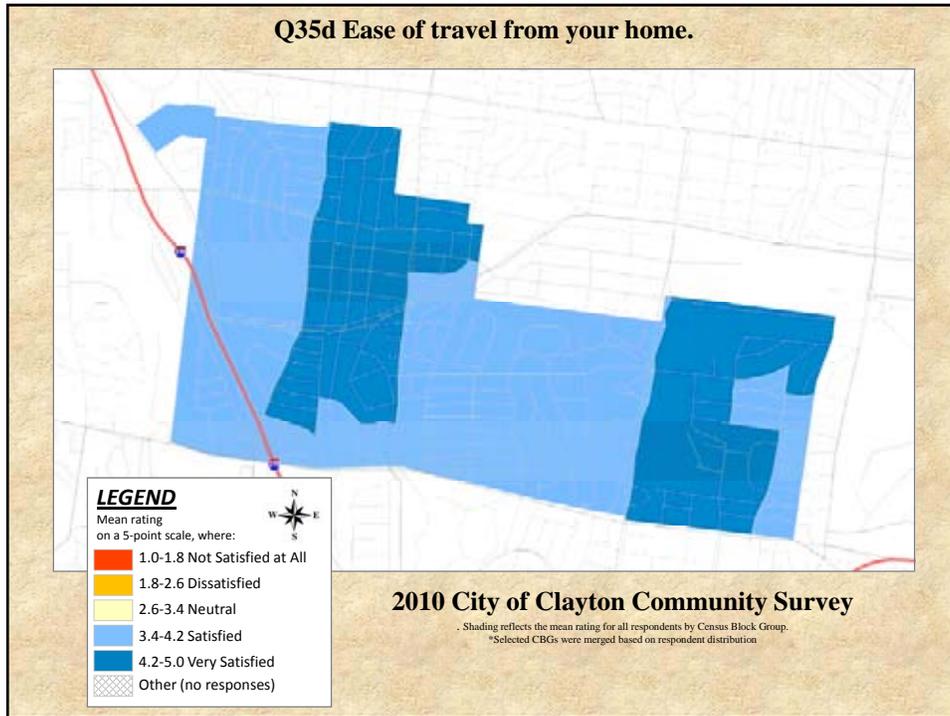


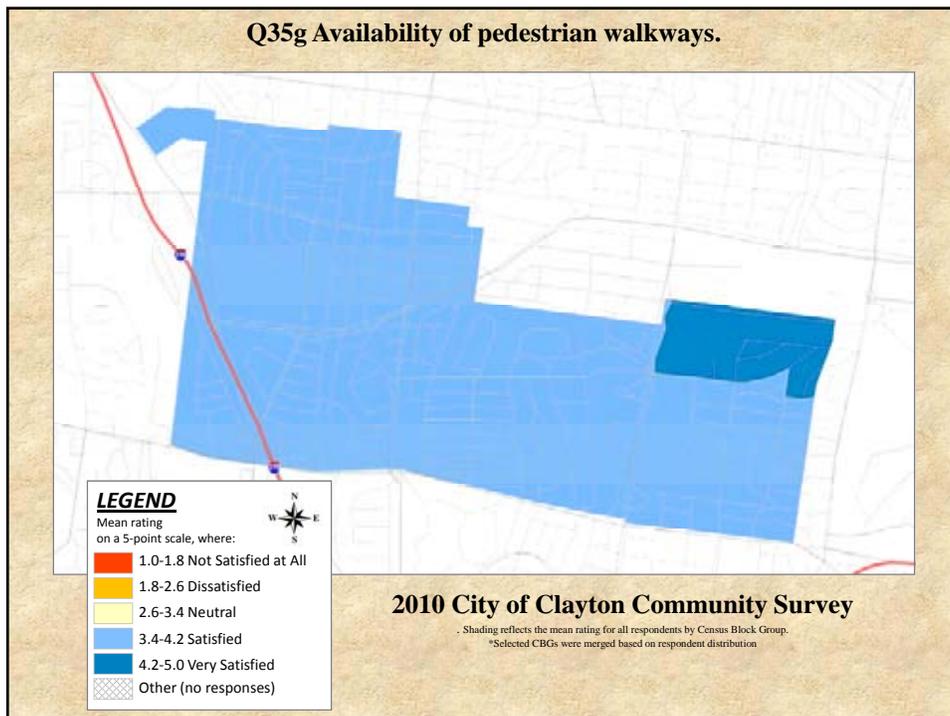
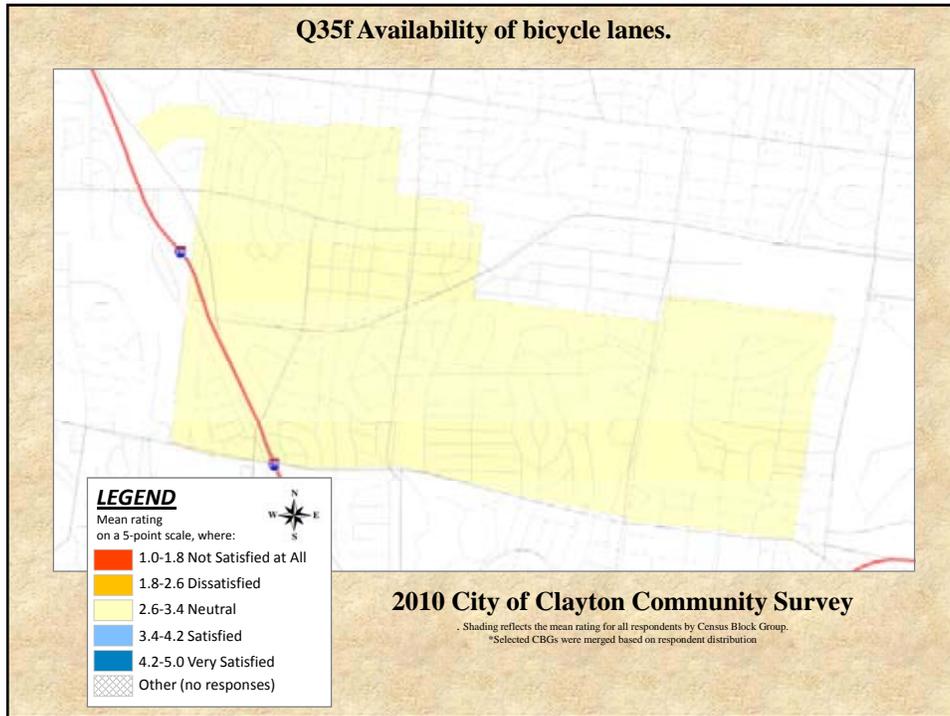


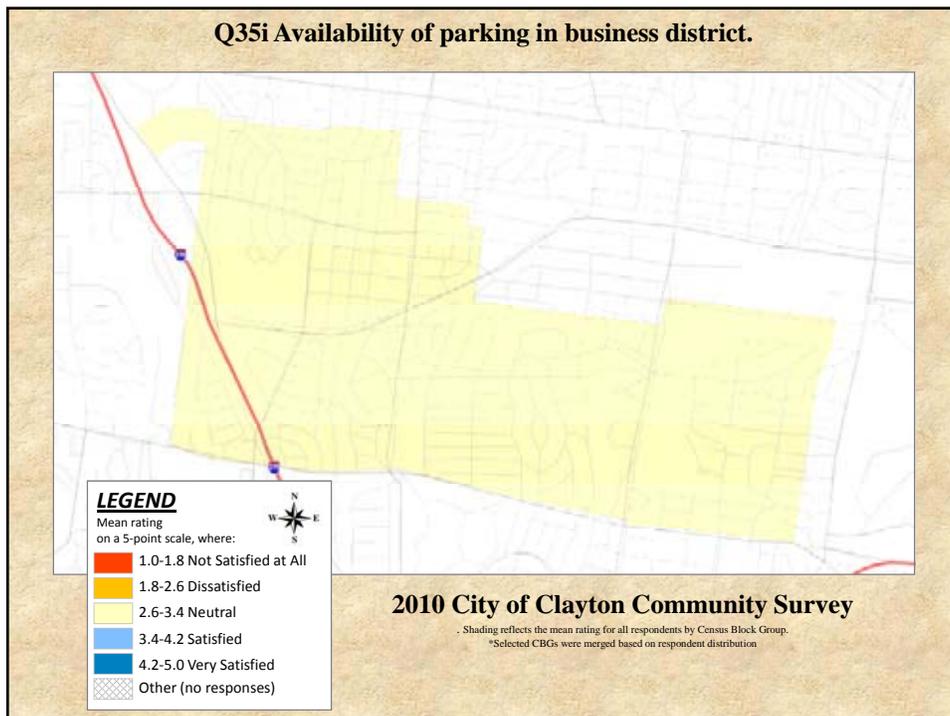
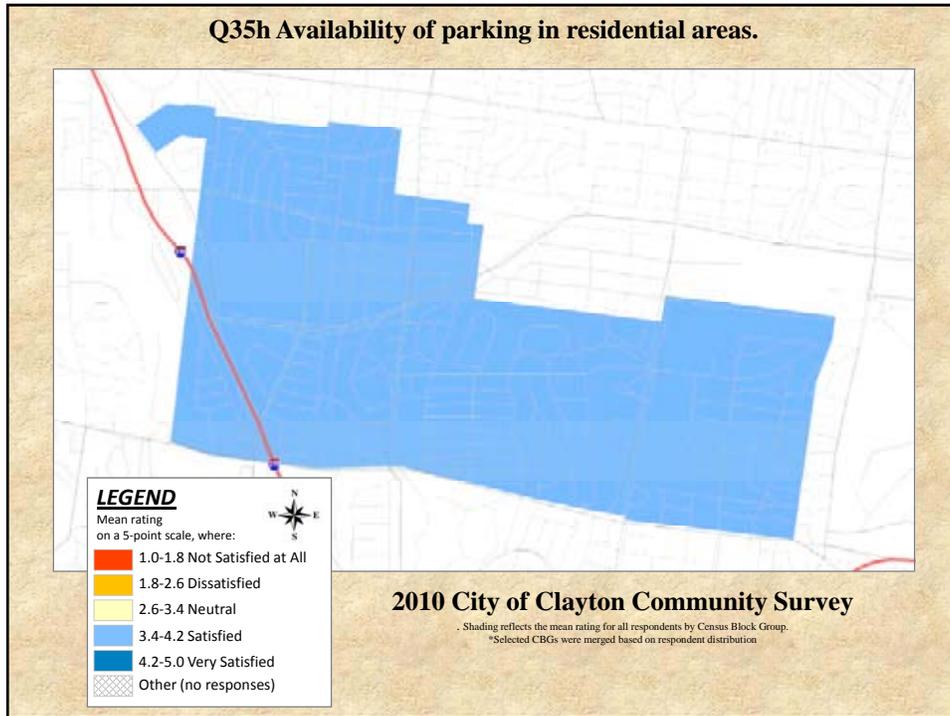












Section 5:
Tabular Data

2010 City of Clayton Community Survey

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

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q1a Quality of public safety services	57.9%	30.7%	2.4%	1.1%	0.4%	7.3%
Q1b Quality of City parks/recreation	50.8%	40.8%	4.9%	0.4%	0.4%	2.7%
Q1c Maintenance of City streets	40.8%	41.2%	9.6%	5.6%	2.0%	0.9%
Q1d Maintenance of City buildings	39.6%	40.8%	9.1%	0.4%	0.4%	9.6%
Q1e Enforcement of City codes	23.6%	35.4%	16.3%	4.2%	2.9%	17.6%
Q1f Quality of customer service	34.1%	35.6%	12.9%	4.2%	2.4%	10.7%
Q1g Effectiveness of City communication	37.6%	42.3%	11.1%	4.0%	1.6%	3.3%
Q1h Quality of storm water runoff	24.3%	38.3%	14.7%	5.8%	4.2%	12.7%
Q1i Flow of traffic and congestion	21.2%	51.0%	14.9%	8.2%	2.0%	2.7%

2010 City of Clayton Community Survey

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a Quality of public safety services	62.5%	33.2%	2.6%	1.2%	0.5%
Q1b Quality of City parks/recreation	52.2%	41.9%	5.0%	0.5%	0.5%
Q1c Maintenance of City streets	41.1%	41.6%	9.7%	5.6%	2.0%
Q1d Maintenance of City buildings	43.8%	45.1%	10.1%	0.5%	0.5%
Q1e Enforcement of City codes	28.6%	43.0%	19.7%	5.1%	3.5%
Q1f Quality of customer service	38.2%	39.9%	14.5%	4.7%	2.7%
Q1g Effectiveness of City communication	38.9%	43.8%	11.5%	4.1%	1.6%
Q1h Quality of storm water runoff	27.8%	43.9%	16.8%	6.6%	4.8%
Q1i Flow of traffic and congestion	21.7%	52.4%	15.3%	8.5%	2.1%

2010 City of Clayton Community Survey

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	131	29.2 %
Quality of City parks and recreation programs & facilities	40	8.9 %
Maintenance of City streets	52	11.6 %
Maintenance of City buildings & facilities	7	1.6 %
Enforcement of City codes & ordinances for buildings and housing	27	6.0 %
Quality of customer service received from City employees	23	5.1 %
Effectiveness of City communication	14	3.1 %
Quality of storm water runoff/storm water management	44	9.8 %
Flow of traffic and congestion management in the City	55	12.2 %
None chosen	56	12.5 %
Total	449	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 Second most emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	35	7.8 %
Quality of City parks and recreation programs & facilities	68	15.1 %
Maintenance of City streets	70	15.6 %
Maintenance of City buildings & facilities	12	2.7 %
Enforcement of City codes & ordinances for buildings and housing	27	6.0 %
Quality of customer service received from City employees	23	5.1 %
Effectiveness of City communication	34	7.6 %
Quality of storm water runoff/storm water management	38	8.5 %
Flow of traffic and congestion management in the City	58	12.9 %
None chosen	84	18.7 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 Third most emphasis</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	27	6.0 %
Quality of City parks and recreation programs & facilities	59	13.1 %
Maintenance of City streets	65	14.5 %
Maintenance of City buildings & facilities	31	6.9 %
Enforcement of City codes & ordinances for buildings and housing	25	5.6 %
Quality of customer service received from City employees	20	4.5 %
Effectiveness of City communication	25	5.6 %
Quality of storm water runoff/storm water management	33	7.3 %
Flow of traffic and congestion management in the City	62	13.8 %
None chosen	102	22.7 %
Total	449	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (Top 3)

<u>Q2 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	193	43.0 %
Quality of City parks and recreation programs & facilities	167	37.2 %
Maintenance of City streets	187	41.6 %
Maintenance of City buildings & facilities	50	11.1 %
Enforcement of City codes & ordinances for buildings and housing	79	17.6 %
Quality of customer service received from City employees	66	14.7 %
Effectiveness of City communication	73	16.3 %
Quality of storm water runoff/storm water management	115	25.6 %
Flow of traffic and congestion management in the City	175	39.0 %
None chosen	56	12.5 %
Total	1161	

2010 City of Clayton Community Survey

Q3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=449)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Not Provided 9
Q3a Quality of services provided by City	51.0%	40.5%	5.1%	0.9%	0.7%	1.8%
Q3b Value you receive for your City tax	29.6%	43.4%	17.6%	3.8%	1.8%	3.8%
Q3c Overall image of the City	61.9%	30.3%	3.6%	1.3%	0.7%	2.2%
Q3d How City is planning/managing	17.8%	44.3%	17.8%	7.8%	2.7%	9.6%
Q3e Quality of life in the City	58.4%	36.1%	2.7%	0.4%	0.4%	2.0%
Q3f Feeling of safety in the City	56.3%	35.6%	4.7%	1.1%	0.2%	2.0%
Q3g Quality of residential development	25.4%	40.3%	19.4%	2.2%	2.0%	10.7%
Q3h Quality of commercial development	21.6%	38.3%	21.8%	5.6%	2.0%	10.7%
Q3i Appeal as a place to retire	27.4%	33.6%	20.5%	3.6%	4.2%	10.7%
Q3j Overall appearance of the City	40.8%	49.0%	6.7%	0.7%	0.9%	2.0%
Q3k Cultural opportunities in Clayton	26.5%	44.3%	20.0%	4.2%	1.8%	3.1%

2010 City of Clayton Community Survey

Q3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (without not provided)

(N=449)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q3a Quality of services provided by City	51.9%	41.3%	5.2%	0.9%	0.7%
Q3b Value you receive for your City tax	30.8%	45.1%	18.3%	3.9%	1.9%
Q3c Overall image of the City	63.3%	31.0%	3.6%	1.4%	0.7%
Q3d How City is planning/managing	19.7%	49.0%	19.7%	8.6%	3.0%
Q3e Quality of life in the City	59.5%	36.8%	2.7%	0.5%	0.5%
Q3f Feeling of safety in the City	57.5%	36.4%	4.8%	1.1%	0.2%
Q3g Quality of residential development	28.4%	45.1%	21.7%	2.5%	2.2%
Q3h Quality of commercial development	24.2%	42.9%	24.4%	6.2%	2.2%
Q3i Appeal as a place to retire	30.7%	37.7%	22.9%	4.0%	4.7%
Q3j Overall appearance of the City	41.6%	50.0%	6.8%	0.7%	0.9%
Q3k Cultural opportunities in Clayton	27.4%	45.7%	20.7%	4.4%	1.8%

2010 City of Clayton Community Survey

Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q4a Visibility of police-neighborhoods	38.3%	47.2%	9.8%	2.7%	0.2%	1.8%
Q4b Visibility of police-retail areas	27.6%	40.3%	22.3%	2.2%	0.4%	7.1%
Q4c City's efforts to prevent crime	37.9%	41.9%	9.8%	0.9%	0.7%	8.9%
Q4d How quickly police respond	44.5%	25.6%	5.6%	0.7%	0.2%	23.4%
Q4e Competency of Police Department	47.2%	30.5%	4.7%	0.9%	1.8%	14.9%
Q4f Attitude and behavior of Police	43.2%	31.0%	8.5%	2.9%	2.0%	12.5%
Q4g Enforcement of traffic laws	29.6%	42.5%	11.8%	4.2%	1.8%	10.0%
Q4h Quality of Clayton Fire Dept	44.1%	24.9%	5.8%	0.2%	0.2%	24.7%
Q4i Quality of Clayton EMS	39.9%	23.6%	5.6%	0.4%	0.2%	30.3%
Q4j Efforts to prevent fires	30.3%	25.6%	11.1%	0.4%	0.2%	32.3%
Q4k How quickly Fire Dept responds	38.1%	18.7%	6.7%	0.0%	0.2%	36.3%
Q4l How quickly ambulance/EMS responds	35.9%	18.7%	5.8%	0.2%	0.2%	39.2%
Q4m Competency of Fire Dept	42.5%	24.3%	4.5%	0.0%	0.2%	28.5%
Q4n City's municipal court	18.0%	22.0%	14.9%	1.3%	0.9%	42.8%

2010 City of Clayton Community Survey

Q4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4a Visibility of police-neighborhoods	39.0%	48.1%	10.0%	2.7%	0.2%
Q4b Visibility of police-retail areas	29.7%	43.4%	24.0%	2.4%	0.5%
Q4c City's efforts to prevent crime	41.6%	46.0%	10.8%	1.0%	0.7%
Q4d How quickly police respond	58.1%	33.4%	7.3%	0.9%	0.3%
Q4e Competency of Police Department	55.5%	35.9%	5.5%	1.0%	2.1%
Q4f Attitude and behavior of Police	49.4%	35.4%	9.7%	3.3%	2.3%
Q4g Enforcement of traffic laws	32.9%	47.3%	13.1%	4.7%	2.0%
Q4h Quality of Clayton Fire Dept	58.6%	33.1%	7.7%	0.3%	0.3%
Q4i Quality of Clayton EMS	57.2%	33.9%	8.0%	0.6%	0.3%
Q4j Efforts to prevent fires	44.7%	37.8%	16.4%	0.7%	0.3%
Q4k How quickly Fire Dept responds	59.8%	29.4%	10.5%	0.0%	0.3%
Q4l How quickly ambulance/EMS responds	59.0%	30.8%	9.5%	0.4%	0.4%
Q4m Competency of Fire Dept	59.5%	34.0%	6.2%	0.0%	0.3%
Q4n City's municipal court	31.5%	38.5%	26.1%	2.3%	1.6%

2010 City of Clayton Community Survey

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

Q5 Most emphasis	Number	Percent
Visibility of police in neighborhoods	79	17.6 %
Visibility of police in retail areas	17	3.8 %
City's efforts to prevent crime	90	20.0 %
How quickly police respond to emergencies	21	4.7 %
Competency of Clayton Police Department	27	6.0 %
Attitude and behavior of Police Department personnel toward citizens	22	4.9 %
Enforcement of traffic laws	34	7.6 %
Quality of Clayton Fire Department	6	1.3 %
Quality of Clayton EMS	6	1.3 %
City efforts to prevent fires and provide fire safety and injury prevention education	8	1.8 %
How quickly Fire Department responds	3	0.7 %
How quickly ambulance/EMS responds	5	1.1 %
Competency of Clayton Fire Department including ambulance service	7	1.6 %
The City's municipal court	16	3.6 %
None chosen	108	24.1 %
Total	449	100.0 %

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

Q5 Second most emphasis	Number	Percent
Visibility of police in neighborhoods	31	6.9 %
Visibility of police in retail areas	31	6.9 %
City's efforts to prevent crime	50	11.1 %
How quickly police respond to emergencies	26	5.8 %
Competency of Clayton Police Department	29	6.5 %
Attitude and behavior of Police Department personnel toward citizens	17	3.8 %
Enforcement of traffic laws	20	4.5 %
Quality of Clayton Fire Department	18	4.0 %
Quality of Clayton EMS	15	3.3 %
City efforts to prevent fires and provide fire safety and injury prevention education	22	4.9 %
How quickly Fire Department responds	16	3.6 %
How quickly ambulance/EMS responds	6	1.3 %
Competency of Clayton Fire Department including ambulance service	23	5.1 %
The City's municipal court	7	1.6 %
None chosen	138	30.7 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

Q5 Third most emphasis	Number	Percent
Visibility of police in neighborhoods	16	3.6 %
Visibility of police in retail areas	18	4.0 %
City's efforts to prevent crime	25	5.6 %
How quickly police respond to emergencies	15	3.3 %
Competency of Clayton Police Department	25	5.6 %
Attitude and behavior of Police Department personnel toward citizens	20	4.5 %
Enforcement of traffic laws	21	4.7 %
Quality of Clayton Fire Department	24	5.3 %
Quality of Clayton EMS	20	4.5 %
City efforts to prevent fires and provide fire safety and injury prevention education	13	2.9 %
How quickly Fire Department responds	14	3.1 %
How quickly ambulance/EMS responds	28	6.2 %
Competency of Clayton Fire Department including ambulance service	23	5.1 %
The City's municipal court	17	3.8 %
<u>None chosen</u>	<u>170</u>	<u>37.9 %</u>
Total	449	100.0 %

Q5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? (Top 3)

Q5 Sum of top three choices	Number	Percent
Visibility of police in neighborhoods	126	28.1 %
Visibility of police in retail areas	66	14.7 %
City's efforts to prevent crime	165	36.7 %
How quickly police respond to emergencies	62	13.8 %
Competency of Clayton Police Department	81	18.0 %
Attitude and behavior of Police Department personnel toward citizens	59	13.1 %
Enforcement of traffic laws	75	16.7 %
Quality of Clayton Fire Department	48	10.7 %
Quality of Clayton EMS	41	9.1 %
City efforts to prevent fires and provide fire safety and injury prevention education	43	9.6 %
How quickly Fire Department responds	33	7.3 %
How quickly ambulance/EMS responds	39	8.7 %
Competency of Clayton Fire Department including ambulance service	53	11.8 %
The City's municipal court	40	8.9 %
<u>None chosen</u>	<u>108</u>	<u>24.1 %</u>
Total	1039	

2010 City of Clayton Community Survey

Q6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=449)

	Very Unsafe 1	Somewhat Unsafe 2	Somewhat Safe 3	Very Safe 4	Not Provided 9
Q6a Alone in neighborhood in general	0.2%	1.3%	12.0%	85.1%	1.3%
Q6b Alone in neighborhood after dark	2.2%	6.2%	38.1%	51.2%	2.2%
Q6c Alone in neighborhood during day	0.2%	0.9%	6.9%	90.6%	1.3%
Q6d Alone in business areas after dark	1.8%	8.9%	42.5%	42.3%	4.5%
Q6e Alone in business areas during day	0.4%	1.1%	9.1%	87.3%	2.0%

Q6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without not provided)

(N=449)

	Very Unsafe 1	Somewhat Unsafe 2	Somewhat Safe 3	Very Safe 4
Q6a Alone in neighborhood in general	0.2%	1.4%	12.2%	86.2%
Q6b Alone in neighborhood after dark	2.3%	6.4%	39.0%	52.4%
Q6c Alone in neighborhood during day	0.2%	0.9%	7.0%	91.9%
Q6d Alone in business areas after dark	1.9%	9.3%	44.5%	44.3%
Q6e Alone in business areas during day	0.5%	1.1%	9.3%	89.1%

2010 City of Clayton Community Survey

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

<u>Q7 Victim of a crime</u>	<u>Number</u>	<u>Percent</u>
Yes	34	7.6 %
No	404	90.0 %
Not provided	11	2.4 %
Total	449	100.0 %

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

<u>Q7a Did you report the crimes to police</u>	<u>Number</u>	<u>Percent</u>
Yes	31	91.2 %
No	1	2.9 %
Not provided	2	5.9 %
Total	34	100.0 %

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

<u>Q8 Had any contact with Police Dept</u>	<u>Number</u>	<u>Percent</u>
Yes	212	47.2 %
No	228	50.8 %
Not provided	9	2.0 %
Total	449	100.0 %

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

<u>Q8a How would you rate the contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	138	65.1 %
Good	44	20.8 %
Fair	19	9.0 %
Poor	10	4.7 %
Not provided	1	0.5 %
Total	212	100.0 %

2010 City of Clayton Community Survey

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

<u>Q9 Had any contact with Fire Dept</u>	<u>Number</u>	<u>Percent</u>
Yes	60	13.4 %
No	380	84.6 %
Not provided	9	2.0 %
Total	449	100.0 %

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

<u>Q9a How would you rate the contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	52	86.7 %
Good	6	10.0 %
Poor	2	3.3 %
Total	60	100.0 %

2010 City of Clayton Community Survey

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

<u>Q10 Had any contact with ambulance/EMS</u>	<u>Number</u>	<u>Percent</u>
Yes	37	8.2 %
No	399	88.9 %
Not provided	13	2.9 %
Total	449	100.0 %

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

<u>Q10a How would you rate contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	30	81.1 %
Good	4	10.8 %
Fair	2	5.4 %
Poor	1	2.7 %
Total	37	100.0 %

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

<u>Q11 Rate public safety awareness</u>	<u>Number</u>	<u>Percent</u>
Excellent	136	30.3 %
Good	232	51.7 %
Fair	56	12.5 %
Poor	6	1.3 %
Not provided	19	4.2 %
Total	449	100.0 %

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

<u>Q12 Have an emergency plan</u>	<u>Number</u>	<u>Percent</u>
Yes	214	47.7 %
No	207	46.1 %
Not provided	28	6.2 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q13a Maintenance of City streets	31.2%	52.1%	7.3%	4.9%	2.4%	2.0%
Q13b Maintenance of streets-neighborhood	32.7%	49.2%	8.5%	5.6%	1.8%	2.2%
Q13c Maintenance of street signs	40.5%	47.2%	7.1%	2.0%	0.4%	2.7%
Q13d Maintenance of City buildings	29.0%	44.1%	8.9%	0.7%	0.4%	16.9%
Q13e Snow removal on major streets	47.9%	38.5%	6.5%	3.8%	0.9%	2.4%
Q13f Snow removal on neighborhood street	44.1%	38.5%	7.6%	5.3%	2.0%	2.4%
Q13g Cleanliness of City streets	48.3%	43.0%	4.7%	1.6%	0.2%	2.2%
Q13h Adequacy of City street lighting	37.0%	43.7%	10.2%	5.6%	1.3%	2.2%
Q13i Condition of City sidewalks	27.8%	45.4%	14.7%	8.7%	1.1%	2.2%
Q13j Landscaping/appearance public areas	43.2%	44.1%	6.7%	2.7%	0.9%	2.4%
Q13k Satisfaction with tree trimming	35.6%	42.1%	9.4%	5.8%	0.9%	6.2%
Q13l Quality of street sweeping services	39.6%	43.4%	8.9%	2.2%	1.3%	4.5%

2010 City of Clayton Community Survey

Q13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a Maintenance of City streets	31.8%	53.2%	7.5%	5.0%	2.5%
Q13b Maintenance of streets-neighborhood	33.5%	50.3%	8.7%	5.7%	1.8%
Q13c Maintenance of street signs	41.6%	48.5%	7.3%	2.1%	0.5%
Q13d Maintenance of City buildings	34.9%	53.1%	10.7%	0.8%	0.5%
Q13e Snow removal on major streets	49.1%	39.5%	6.6%	3.9%	0.9%
Q13f Snow removal on neighborhood street	45.2%	39.5%	7.8%	5.5%	2.1%
Q13g Cleanliness of City streets	49.4%	44.0%	4.8%	1.6%	0.2%
Q13h Adequacy of City street lighting	37.8%	44.6%	10.5%	5.7%	1.4%
Q13i Condition of City sidewalks	28.5%	46.5%	15.0%	8.9%	1.1%
Q13j Landscaping/appearance public areas	44.3%	45.2%	6.8%	2.7%	0.9%
Q13k Satisfaction with tree trimming	38.0%	44.9%	10.0%	6.2%	1.0%
Q13l Quality of street sweeping services	41.5%	45.5%	9.3%	2.3%	1.4%

2010 City of Clayton Community Survey

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]

Q14 Most emphasis	Number	Percent
Maintenance of major City streets	108	24.1 %
Maintenance of streets in your neighborhood	35	7.8 %
Maintenance of street signs and traffic signals	12	2.7 %
Maintenance of City buildings	8	1.8 %
Snow removal on major City streets	11	2.4 %
Snow removal on neighborhood streets	18	4.0 %
Cleanliness of City streets/other public areas	20	4.5 %
Adequacy of City street lighting	46	10.2 %
Condition of City sidewalks	41	9.1 %
Landscaping/appearance of public areas along City streets	21	4.7 %
Satisfaction with tree trimming/replacement program	24	5.3 %
Quality of street sweeping services	12	2.7 %
None chosen	93	20.7 %
Total	449	100.0 %

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]

Q14 Second most emphasis	Number	Percent
Maintenance of major City streets	34	7.6 %
Maintenance of streets in your neighborhood	63	14.0 %
Maintenance of street signs and traffic signals	18	4.0 %
Maintenance of City buildings	13	2.9 %
Snow removal on major City streets	23	5.1 %
Snow removal on neighborhood streets	25	5.6 %
Cleanliness of City streets/other public areas	19	4.2 %
Adequacy of City street lighting	24	5.3 %
Condition of City sidewalks	55	12.2 %
Landscaping/appearance of public areas along City streets	34	7.6 %
Satisfaction with tree trimming/replacement program	19	4.2 %
Quality of street sweeping services	7	1.6 %
None chosen	115	25.6 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]

Q14 Third most emphasis	Number	Percent
Maintenance of major City streets	20	4.5 %
Maintenance of streets in your neighborhood	27	6.0 %
Maintenance of street signs and traffic signals	14	3.1 %
Maintenance of City buildings	10	2.2 %
Snow removal on major City streets	19	4.2 %
Snow removal on neighborhood streets	25	5.6 %
Cleanliness of City streets/other public areas	39	8.7 %
Adequacy of City street lighting	29	6.5 %
Condition of City sidewalks	32	7.1 %
Landscaping/appearance of public areas along City streets	38	8.5 %
Satisfaction with tree trimming/replacement program	23	5.1 %
Quality of street sweeping services	23	5.1 %
None chosen	150	33.4 %
Total	449	100.0 %

Q14. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 13 above.]

Q14 Sum of top three choices	Number	Percent
Maintenance of major City streets	162	36.1 %
Maintenance of streets in your neighborhood	125	27.8 %
Maintenance of street signs and traffic signals	44	9.8 %
Maintenance of City buildings	31	6.9 %
Snow removal on major City streets	53	11.8 %
Snow removal on neighborhood streets	68	15.1 %
Cleanliness of City streets/other public areas	78	17.4 %
Adequacy of City street lighting	99	22.0 %
Condition of City sidewalks	128	28.5 %
Landscaping/appearance of public areas along City streets	93	20.7 %
Satisfaction with tree trimming/replacement program	66	14.7 %
Quality of street sweeping services	42	9.4 %
None chosen	93	20.7 %
Total	1082	

2010 City of Clayton Community Survey

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

<u>Q15 Rate street/road conditions</u>	<u>Number</u>	<u>Percent</u>
Good condition	207	46.1 %
Mostly good condition	190	42.3 %
Many bad spots	35	7.8 %
Don't know	17	3.8 %
Total	449	100.0 %

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

<u>Q16 Rate street sweeping services</u>	<u>Number</u>	<u>Percent</u>
Excellent	164	36.5 %
Good	203	45.2 %
Fair	44	9.8 %
Poor	11	2.4 %
Don't know	27	6.0 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q17. Sewer and Water Utilities and Storm Water management: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q17a Clarity & taste of tap water	55.0%	31.8%	6.9%	2.0%	1.6%	2.7%
Q17b Water pressure in your home	42.5%	37.9%	8.9%	6.9%	1.3%	2.4%
Q17c Amount charged for utilities	16.7%	34.7%	24.5%	5.3%	2.0%	16.7%
Q17d How easy bill is to understand	21.4%	38.1%	16.5%	2.7%	0.9%	20.5%
Q17e Drainage of rainwater-City streets	19.2%	47.7%	16.3%	7.1%	3.8%	6.0%
Q17f Drainage of rain water-properties	17.6%	40.3%	16.9%	9.4%	9.1%	6.7%
Q17g Adequacy of sanitary sewer system	20.3%	43.4%	14.7%	3.8%	3.6%	14.3%
Q17h Adequacy of the water system	24.7%	46.5%	13.8%	1.6%	2.0%	11.4%

Q17. Sewer and Water Utilities and Storm Water management: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q17a Clarity & taste of tap water	56.5%	32.7%	7.1%	2.1%	1.6%
Q17b Water pressure in your home	43.6%	38.8%	9.1%	7.1%	1.4%
Q17c Amount charged for utilities	20.1%	41.7%	29.4%	6.4%	2.4%
Q17d How easy bill is to understand	26.9%	47.9%	20.7%	3.4%	1.1%
Q17e Drainage of rainwater-City streets	20.4%	50.7%	17.3%	7.6%	4.0%
Q17f Drainage of rain water-properties	18.9%	43.2%	18.1%	10.0%	9.8%
Q17g Adequacy of sanitary sewer system	23.6%	50.6%	17.1%	4.4%	4.2%
Q17h Adequacy of the water system	27.9%	52.5%	15.6%	1.8%	2.3%

2010 City of Clayton Community Survey

Q18. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q18a Maintenance of City parks	43.0%	46.1%	5.3%	0.9%	0.4%	4.2%
Q18b How close neighborhood parks	53.9%	34.5%	6.5%	1.6%	0.4%	3.1%
Q18c Number of walking/biking trails	26.1%	35.9%	18.5%	8.7%	1.3%	9.6%
Q18d Quality of outdoor athletic fields	28.7%	36.7%	12.0%	3.3%	0.2%	18.9%
Q18e Number of outdoor athletic fields	29.2%	35.0%	12.2%	3.6%	0.9%	19.2%
Q18f Availability of information	43.7%	39.9%	8.5%	1.3%	0.2%	6.5%
Q18g City's youth fitness programs	25.8%	27.2%	12.9%	0.7%	0.4%	33.0%
Q18h City's adult fitness programs	31.6%	32.1%	14.0%	1.1%	0.7%	20.5%
Q18i City's recreation opportunities	37.2%	41.2%	10.9%	0.7%	0.2%	9.8%
Q18j City's special events/festivities	43.7%	38.1%	8.9%	1.8%	0.4%	7.1%

2010 City of Clayton Community Survey

Q18. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q18a Maintenance of City parks	44.9%	48.1%	5.6%	0.9%	0.5%
Q18b How close neighborhood parks	55.6%	35.6%	6.7%	1.6%	0.5%
Q18c Number of walking/biking trails	28.8%	39.7%	20.4%	9.6%	1.5%
Q18d Quality of outdoor athletic fields	35.4%	45.3%	14.8%	4.1%	0.3%
Q18e Number of outdoor athletic fields	36.1%	43.3%	15.2%	4.4%	1.1%
Q18f Availability of information	46.7%	42.6%	9.0%	1.4%	0.2%
Q18g City's youth fitness programs	38.5%	40.5%	19.3%	1.0%	0.7%
Q18h City's adult fitness programs	39.8%	40.3%	17.6%	1.4%	0.8%
Q18i City's recreation opportunities	41.2%	45.7%	12.1%	0.7%	0.2%
Q18j City's special events/festivities	47.0%	41.0%	9.6%	1.9%	0.5%

2010 City of Clayton Community Survey

Q19. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 18 above.]

Q19 Most emphasis	Number	Percent
Maintenance of City parks	110	24.5 %
How close neighborhood parks are to your home	5	1.1 %
Number of walking/biking trails	90	20.0 %
Quality of outdoor athletic fields	9	2.0 %
Number of outdoor athletic fields	9	2.0 %
Availability of information about City parks and recreation programs	11	2.4 %
City's youth fitness programs	27	6.0 %
City's adult fitness programs	10	2.2 %
City's recreation opportunities	10	2.2 %
City's special events and festivals	36	8.0 %
None Chosen	132	29.4 %
Total	449	100.0 %

Q19. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 18 above.]

Q19 Second most emphasis	Number	Percent
Maintenance of City parks	44	9.8 %
How close neighborhood parks are to your home	11	2.4 %
Number of walking/biking trails	49	10.9 %
Quality of outdoor athletic fields	24	5.3 %
Number of outdoor athletic fields	6	1.3 %
Availability of information about City parks and recreation programs	21	4.7 %
City's youth fitness programs	21	4.7 %
City's adult fitness programs	23	5.1 %
City's recreation opportunities	47	10.5 %
City's special events and festivals	39	8.7 %
None Chosen	164	36.5 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q19. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 18 above.]

Q19 Third most emphasis	Number	Percent
Maintenance of City parks	29	6.5 %
How close neighborhood parks are to your home	9	2.0 %
Number of walking/biking trails	29	6.5 %
Quality of outdoor athletic fields	12	2.7 %
Number of outdoor athletic fields	10	2.2 %
Availability of information about City parks and recreation programs	24	5.3 %
City's youth fitness programs	17	3.8 %
City's adult fitness programs	30	6.7 %
City's recreation opportunities	33	7.3 %
City's special events and festivals	62	13.8 %
None Chosen	194	43.2 %
Total	449	100.0 %

Q19. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 18 above.]

Q19 Sum of top three choices	Number	Percent
Maintenance of City parks	183	40.8 %
How close neighborhood parks are to your home	25	5.6 %
Number of walking/biking trails	168	37.4 %
Quality of outdoor athletic fields	45	10.0 %
Number of outdoor athletic fields	25	5.6 %
Availability of information about City parks and recreation programs	56	12.5 %
City's youth fitness programs	65	14.5 %
City's adult fitness programs	63	14.0 %
City's recreation opportunities	90	20.0 %
City's special events and festivals	137	30.5 %
None Chosen	132	29.4 %
Total	989	

2010 City of Clayton Community Survey

Q20. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives are, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important."

(N=449)

	Very Important 4	Important 3	Neutral 2	Not Important 1	Not Provided 9
Q20a Feeling of safety in parks	72.2%	20.3%	2.0%	0.7%	4.9%
Q20b Additional shade	25.6%	28.7%	23.8%	9.4%	12.5%
Q20c Amphitheater in Shaw Park	12.9%	21.4%	33.2%	18.3%	14.3%
Q20d Center of Clayton improvements	21.2%	18.0%	26.7%	18.9%	15.1%
Q20e Green space expansion	33.4%	31.2%	19.4%	9.4%	6.7%
Q20f Hanley House preservation	12.9%	22.0%	31.4%	16.0%	17.6%
Q20g Ice rink improvements	18.9%	28.1%	29.8%	11.8%	11.4%
Q20h Inclusion playground in Shaw Park	18.5%	29.6%	26.3%	12.0%	13.6%
Q20i Lighting of Fields 1 & 2	12.0%	20.5%	32.1%	13.4%	22.0%
Q20j Permanent Corporate Pavilion	9.4%	18.9%	33.4%	19.8%	18.5%
Q20k Increased Senior leisure amenities	13.8%	29.2%	29.6%	12.5%	14.9%
Q20l Neighborhood park improvements	25.2%	44.1%	18.0%	4.0%	8.7%
Q20m Playground improvements	19.6%	36.1%	25.2%	7.3%	11.8%
Q20n New walking/biking trails	40.3%	26.9%	16.7%	7.3%	8.7%
Q20o Dog park	25.4%	19.8%	20.3%	24.9%	9.6%

2010 City of Clayton Community Survey

Q21. Please choose three of the priorities in Question 20, that are of highest priorities for you and your family. [Write in the letters below from the list in Question 20 above.]

Q21 Highest priority	Number	Percent
Feeling of safety in City parks	121	26.9 %
Additional shade at pool, tennis and picnic sites	15	3.3 %
Amphitheater in Shaw Park	9	2.0 %
Center of Clayton improvements: sauna, steam room, expanded locker room	21	4.7 %
Green space (park) expansion	32	7.1 %
Hanley House preservation and visitor center	7	1.6 %
Ice rink improvements and year round facility	18	4.0 %
Inclusion playground in Shaw Park	4	0.9 %
Lighting of Fields 1 & 2	4	0.9 %
Permanent Corporate Pavilion in Shaw Park	3	0.7 %
Increased Senior leisure amenities	11	2.4 %
Neighborhood park improvements	17	3.8 %
Playground improvements	5	1.1 %
New walking/biking trails	52	11.6 %
Dog park, if an appropriate location is identified	50	11.1 %
None Chosen	80	17.8 %
Total	449	100.0 %

Q21. Please choose three of the priorities in Question 20, that are of highest priorities for you and your family. [Write in the letters below from the list in Question 20 above.]

Q21 Second highest priority	Number	Percent
Feeling of safety in City parks	31	6.9 %
Additional shade at pool, tennis and picnic sites	35	7.8 %
Amphitheater in Shaw Park	16	3.6 %
Center of Clayton improvements: sauna, steam room, expanded locker room	28	6.2 %
Green space (park) expansion	46	10.2 %
Hanley House preservation and visitor center	10	2.2 %
Ice rink improvements and year round facility	18	4.0 %
Inclusion playground in Shaw Park	17	3.8 %
Lighting of Fields 1 & 2	4	0.9 %
Permanent Corporate Pavilion in Shaw Park	6	1.3 %
Increased Senior leisure amenities	20	4.5 %
Neighborhood park improvements	34	7.6 %
Playground improvements	14	3.1 %
New walking/biking trails	47	10.5 %
Dog park, if an appropriate location is identified	25	5.6 %
None Chosen	98	21.8 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q21. Please choose three of the priorities in Question 20, that are of highest priorities for you and your family. [Write in the letters below from the list in Question 20 above.]

Q21 Third highest priority	Number	Percent
Feeling of safety in City parks	32	7.1 %
Additional shade at pool, tennis and picnic sites	17	3.8 %
Amphitheater in Shaw Park	18	4.0 %
Center of Clayton improvements: sauna, steam room, expanded locker room	28	6.2 %
Green space (park) expansion	32	7.1 %
Hanley House preservation and visitor center	4	0.9 %
Ice rink improvements and year round facility	28	6.2 %
Inclusion playground in Shaw Park	9	2.0 %
Lighting of Fields 1 & 2	7	1.6 %
Permanent Corporate Pavilion in Shaw Park	6	1.3 %
Increased Senior leisure amenities	16	3.6 %
Neighborhood park improvements	38	8.5 %
Playground improvements	21	4.7 %
New walking/biking trails	53	11.8 %
Dog park, if an appropriate location is identified	20	4.5 %
None Chosen	120	26.7 %
Total	449	100.0 %

Q21. Please choose three of the priorities in Question 20, that are of highest priorities for you and your family. [Write in the letters below from the list in Question 20 above.](Top 3)

Q21 Sum of top three choices	Number	Percent
Feeling of safety in City parks	184	41.0 %
Additional shade at pool, tennis and picnic sites	67	14.9 %
Amphitheater in Shaw Park	43	9.6 %
Center of Clayton improvements: sauna, steam room, expanded locker room	77	17.1 %
Green space (park) expansion	110	24.5 %
Hanley House preservation and visitor center	21	4.7 %
Ice rink improvements and year round facility	64	14.3 %
Inclusion playground in Shaw Park	30	6.7 %
Lighting of Fields 1 & 2	15	3.3 %
Permanent Corporate Pavilion in Shaw Park	15	3.3 %
Increased Senior leisure amenities	47	10.5 %
Neighborhood park improvements	89	19.8 %
Playground improvements	40	8.9 %
New walking/biking trails	152	33.9 %
Dog park, if an appropriate location is identified	95	21.2 %
None Chosen	80	17.8 %
Total	1129	

2010 City of Clayton Community Survey

Q22. Would you be willing to use tax revenue to fund projects you rated as the top three items in Question 20?

<u>Q22 Willing to use tax revenues</u>	<u>Number</u>	<u>Percent</u>
Yes	263	58.6 %
No	79	17.6 %
Not provided	107	23.8 %
Total	449	100.0 %

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

<u>Q23 Anyone used programs past 12 months</u>	<u>Number</u>	<u>Percent</u>
Yes	386	86.0 %
No	53	11.8 %
Not provided	10	2.2 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q24. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q24a Availability of information	35.0%	45.9%	11.1%	2.9%	0.7%	4.5%
Q24b City's efforts to keep you informed	36.5%	41.2%	13.1%	3.6%	1.6%	4.0%
Q24c How open City is to involvement	22.9%	32.1%	19.6%	5.3%	3.8%	16.3%
Q24d Quality of TV programming	7.1%	9.1%	19.6%	3.1%	1.6%	59.5%
Q24e Quality of City's website	14.0%	28.1%	21.4%	2.4%	2.0%	32.1%
Q24f Content of City's newsletter	24.7%	45.7%	20.5%	2.4%	1.1%	5.6%
Q24g How well communications meet needs	26.1%	39.7%	24.8%	2.9%	2.7%	3.8%

Q24. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q24a Availability of information	36.6%	48.0%	11.7%	3.0%	0.7%
Q24b City's efforts to keep you informed	38.1%	42.9%	13.7%	3.7%	1.6%
Q24c How open City is to involvement	27.4%	38.3%	23.4%	6.4%	4.5%
Q24d Quality of TV programming	17.6%	22.5%	48.4%	7.7%	3.8%
Q24e Quality of City's website	20.7%	41.3%	31.5%	3.6%	3.0%
Q24f Content of City's newsletter	26.2%	48.3%	21.7%	2.6%	1.2%
Q24g How well communications meet needs	27.1%	41.3%	25.8%	3.0%	2.8%

2010 City of Clayton Community Survey

Q25. What are your primary sources for information about community activities and services?

<u>Q25 Primary sources of information</u>	<u>Number</u>	<u>Percent</u>
None Chosen	15	3.3 %
CityViews	350	78.0 %
City website	144	32.1 %
Clayton Connection	74	16.5 %
Channel 10 (government access)	12	2.7 %
Radio	27	6.0 %
Other printed publications	98	21.8 %
Signage, other printed materials from the City	159	35.4 %
Neighborhood/Ward Meetings	40	8.9 %
Parks & recreation brochures	200	44.5 %
Other	21	4.7 %
Total	1140	

Q25. Other

Q25 Other

ANYTHING WE GET IN THE MAIL
 CLAYTON CENTER
 COST DISPATCH
 DIRECT EMAILS
 DISCUSSION W/CITY OFFICIALS
 DISPLAYS AT CENTER
 EMAIL
 LADUE NEWS
 MET WITH OLDER FEMALE
 NEIGHBORS AND FRIENDS
 PHONE CALL
 POST
 POST DISPATCH
 RECORDED PHONE MESSAGES
 STLTODAY.COM
 TALKING WITH NEIGHBORS
 THE CENTER
 WORD OF MOUTH
 WORD OF MOUTH
 WORD OF MOUTH

2010 City of Clayton Community Survey

Q26. Other than those listed above, what communication methods/resources would you like the City to use to keep you informed?

<u>Q26 Communication Methods</u>	<u>Number</u>	<u>Percent</u>
Facebook	68	14.3 %
YouTube	15	3.1 %
Twitter	9	1.9 %
RSS Feed	14	2.9 %
Other	26	5.5 %
Not provided	345	72.3 %
Total	477	100.0 %

Q26. Other

Q26 Other

ALL IS GOOD
AUTOMATIC PHONE MESSAGE
BETTER NEWSLETTER
BETTER WEBSITE
CALL
E MAIL
E NEWS
EMAIL
EMAIL
EMAIL
EXPANDED NEWSLETTER
FASTER WEBSITE
FUNCTIONAL WEBSITE
JUST MAIL
LADUE NEWS
NO OTHER
NOT NECESSARY
NOT SHOWN
PHONE
PHONE/EMAIL
TELEPHONE
TV COMMERCIALS
UPGRADE WEBSITE/BLOG
WEBSITE

2010 City of Clayton Community Survey

Q27. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q27a Enforcement of cleanup of litter	16.0%	44.1%	14.9%	7.8%	3.6%	13.6%
Q27b Enforcing mowing/trimming of lawns	16.3%	43.7%	18.3%	4.9%	2.9%	14.0%
Q27c Enforcing residential maintenance	16.5%	42.1%	18.0%	6.9%	4.2%	12.2%
Q27d Enforcing business maintenance	17.4%	41.6%	18.7%	2.4%	2.7%	17.1%
Q27e Enforcing public safety codes	20.3%	37.9%	17.1%	2.0%	2.4%	20.3%

Q27. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q27a Enforcement of cleanup of litter	18.6%	51.0%	17.3%	9.0%	4.1%
Q27b Enforcing mowing/trimming of lawns	18.9%	50.8%	21.2%	5.7%	3.4%
Q27c Enforcing residential maintenance	18.8%	48.0%	20.6%	7.9%	4.8%
Q27d Enforcing business maintenance	21.0%	50.3%	22.6%	3.0%	3.2%
Q27e Enforcing public safety codes	25.4%	47.5%	21.5%	2.5%	3.1%

2010 City of Clayton Community Survey

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

(N=449)

	Much Too Slow 5	Too Slow 4	Just Right 3	Too Fast 2	Much Too Fast 1	Not Provided 9
Q28a Office development	4.0%	10.5%	47.0%	7.1%	4.2%	27.2%
Q28b Retail development	12.0%	28.5%	33.4%	2.7%	2.0%	21.4%
Q28c Single-family residential	3.3%	9.4%	55.0%	3.3%	1.8%	27.2%
Q28d Multi-family residential	2.2%	8.7%	43.7%	12.7%	5.6%	27.2%

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

(N=449)

	Much Too Slow 5	Too Slow 4	Just Right 3	Too Fast 2	Much Too Fast 1
Q28a Office development	5.5%	14.4%	64.5%	9.8%	5.8%
Q28b Retail development	15.3%	36.3%	42.5%	3.4%	2.5%
Q28c Single-family residential	4.6%	12.8%	75.5%	4.6%	2.4%
Q28d Multi-family residential	3.1%	11.9%	59.9%	17.4%	7.6%

2010 City of Clayton Community Survey

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

<u>Q29 Areas you support incentives for</u>	<u>Number</u>	<u>Percent</u>
Offices/corporations	166	31.3 %
Retail	239	45.0 %
Downtown High Density/Market Rate Residential	126	23.7 %
Total	531	100.0 %

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

<u>Q30 Goods/Services you leave for</u>	<u>Number</u>	<u>Percent</u>
Personal grooming	215	9.3%
Clothing	358	15.5 %
Home furnishings	344	14.9 %
Banking	62	2.7 %
Sporting goods	314	13.6 %
Groceries	266	11.5 %
Dine out/restaurants	112	4.9 %
Entertainment, movies, theater	336	14.6 %
Technology/computer equipment	288	12.5 %
Not provided	10	0.4%
Total	2305	100.0 %

Q31. Of the following types of establishments, which would you like to see more of in Clayton? (check all that apply)

<u>Q31 Types of establishment like to see</u>	<u>Number</u>	<u>Percent</u>
Restaurants	143	19.7 %
Art Galleries	98	13.5 %
Live Music Venues	199	27.4 %
Performing Arts/Theaters	203	27.9 %
Not provided	84	11.6 %
Total	727	100.0 %

2010 City of Clayton Community Survey

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

<u>Q32 Contacted City with a question</u>	<u>Number</u>	<u>Percent</u>
Yes	165	36.7 %
No	269	59.9 %
Not provided	15	3.3 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q32a. Which City department did you contact most recently?

Q32a Which department	Number	Percent
ALDERMAN/BUS STOP PROBLEM	1	0.6 %
ARBOR	1	0.6 %
ARCHITECTURE	1	0.6 %
BACKYARD WASTE	1	0.6 %
BUILDING	1	0.6 %
BUILDING DEPT	2	1.3 %
CARS DRIVING TOO FAST	1	0.6 %
CITY CLERK	1	0.6 %
CITY HALL	4	2.6 %
CITY MANAGER	5	3.2 %
CITY MANAGER ALDERMAN	2	1.3 %
CLAYTON PARKS CENTER	1	0.6 %
COLLECTIONS	1	0.6 %
DANEEN W/PUBLIC WORKS	1	0.6 %
DEVELOPMENT	1	0.6 %
FIRE DEPT	2	1.3 %
FORESTRY	1	0.6 %
GARGAGE PICK UP/RECYCLE	1	0.6 %
INSPECTIONS	1	0.6 %
LOCAL SERVICES	1	0.6 %
MAINTENANCE	3	1.9 %
MAINTENANCE/TRASH/LIGHTS	1	0.6 %
MAYOR	1	0.6 %
MAYOR'S OFFICE	1	0.6 %
MAYOR/CITY MANAGER	1	0.6 %
MAYOR'S OFFICE	1	0.6 %
MUNICIPAL COURT	1	0.6 %
PARKING	1	0.6 %
PARKING FEE	1	0.6 %
PARKS	1	0.6 %
PARKS & RECREATION	3	1.9 %
PARKS & RECREATION	1	0.6 %
PD	1	0.6 %
PERMITS	1	0.6 %
PERSONAL PROPERTY TAX	1	0.6 %
PLANNING	1	0.6 %
PLANNING & DEVELOPMENT/HOUSING	1	0.6 %
PLANNING & DEVELOPMENT	2	1.3 %
POLICE	8	5.1 %
POLICE NON EMERGENCY	1	0.6 %
POLICE WORK	1	0.6 %
POLICE/TRAFFIC PATROL	1	0.6 %
POLICE/TRASH/YARD WASTE	1	0.6 %
PROPERTY MAINTENANCE	1	0.6 %
PROPERTY TAXES	1	0.6 %
PROPEY MAINTENANCE	1	0.6 %
PROSECUTING ATTORNEY	1	0.6 %
PUBLIC SERVICES	1	0.6 %
PUBLIC WORKS	36	23.1 %
PUBLIC WORKS/TRASH PICKUP	1	0.6 %
PUBLIC WORKS, POLICE	1	0.6 %
PUBLIC WORKS-MIKE PRATT	1	0.6 %

2010 City of Clayton Community Survey

Q32a. Which City department did you contact most recently?

Q32a Which department	Number	Percent
PUBLIC WORKS-SIDEWALKS	1	0.6 %
PUBLIC WORKS-TRASH PICKUP	1	0.6 %
PUBLIC WORKS/BLDG CODES	1	0.6 %
PUBLIC WORKS/CITY MANAGER	1	0.6 %
PUBLIC WORKS/GARGAGE PICK UP	1	0.6 %
PUBLIC WORKS/POLICE	2	1.3 %
PUBLIC WORKS/RECYCLING	1	0.6 %
PUBLIC WORKS/REFUSE	1	0.6 %
PUBLIC WORKS/TRASH	1	0.6 %
PUBLIC WORKS/TREE REPLACE	1	0.6 %
RECREATION	1	0.6 %
RECYCLE PICK UP	1	0.6 %
RECYCLING	1	0.6 %
RECYCLING SERVICES	1	0.6 %
REFUSE	1	0.6 %
REFUSE PICKUP	1	0.6 %
REVENUE	1	0.6 %
SANITATION	2	1.3 %
SEWER	1	0.6 %
STREET MAINTENANCE	1	0.6 %
STREET SWEEPING/TRASH PICK UP	1	0.6 %
STREET/LIGHTS	1	0.6 %
STREETS	7	4.5 %
TRAFFIC TICKER PAYMENT	1	0.6 %
TRASH	1	0.6 %
TRASH HAULING	1	0.6 %
TRASH PICK UP	5	3.2 %
TRASH PICK UP & MULCH	1	0.6 %
TRASH/CITY MANAGER	1	0.6 %
TREE REMOVAL	1	0.6 %
WASTE	1	0.6 %
WASTE MANAGEMENT/RECYCLE	1	0.6 %
WASTE REMOVAL	1	0.6 %
YARD WASTE PICK UP	1	0.6 %
ZONING	1	0.6 %
Total	156	100.0 %

2010 City of Clayton Community Survey

Q32b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q32a.

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q32b How easy department was to contact	37.3%	38.0%	6.6%	9.0%	4.8%	4.2%
Q32c How courteously were you treated	46.4%	27.7%	10.2%	4.8%	6.6%	4.2%
Q32d Technical competence/knowledge	40.4%	28.3%	15.1%	1.8%	7.8%	6.6%
Q32e Overall responsiveness of employee	38.0%	25.3%	12.0%	8.4%	12.0%	4.2%

2010 City of Clayton Community Survey

Q32b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q32a. (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q32b How easy department was to contact	39.0%	39.6%	6.9%	9.4%	5.0%
Q32c How courteously were you treated	48.4%	28.9%	10.7%	5.0%	6.9%
Q32d Technical competence/knowledge	43.2%	30.3%	16.1%	1.9%	8.4%
Q32e Overall responsiveness of employee	39.6%	26.4%	12.6%	8.8%	12.6%

2010 City of Clayton Community Survey

Q33. Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Clayton? (without not provided)

(N=449)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimportant 1
Q33a Sense of community	54.5%	33.9%	5.5%	6.2%
Q33b Quality of public schools	75.4%	11.6%	0.5%	12.5%
Q33c Employment opportunities	21.2%	28.4%	12.9%	37.4%
Q33d Types of housing	65.5%	28.8%	2.9%	2.7%
Q33e Quality of housing	79.9%	18.3%	0.5%	1.4%
Q33f Access to quality shopping	32.5%	40.8%	10.6%	16.1%
Q33g Availability of parks/recreation	59.3%	31.6%	3.9%	5.2%
Q33h Proximity to family or friends	35.9%	33.4%	8.3%	22.4%
Q33i Safety and security	87.6%	10.6%	0.9%	0.9%
Q33j Central location	86.2%	12.2%	0.9%	0.7%
Q33k Accessibility	75.0%	18.6%	3.6%	2.7%

2010 City of Clayton Community Survey

Q34. Trash Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q34a Residential trash collection	49.7%	33.2%	7.1%	4.2%	2.4%	3.3%
Q34b Recycling services	47.7%	31.0%	8.2%	5.8%	3.6%	3.8%
Q34c Yard waste removal services	41.4%	27.2%	9.1%	6.0%	3.6%	12.7%

Q34. Trash Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q34a Residential trash collection	51.4%	34.3%	7.4%	4.4%	2.5%
Q34b Recycling services	49.5%	32.2%	8.6%	6.0%	3.7%
Q34c Yard waste removal services	47.4%	31.1%	10.5%	6.9%	4.1%

2010 City of Clayton Community Survey

Q35. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q35a Ease of north/south travel	26.3%	45.2%	14.0%	7.6%	1.1%	5.8%
Q35b Ease of east/west travel	33.2%	45.9%	9.6%	5.6%	0.4%	5.3%
Q35c Ease of travel from home to schools	34.1%	31.2%	11.1%	1.3%	0.4%	21.8%
Q35d Ease of travel from home to work	39.4%	38.5%	8.2%	0.9%	1.1%	11.8%
Q35e Availability public transportation	22.0%	31.0%	19.2%	6.9%	4.9%	16.0%
Q35f Availability of bicycle lanes	15.4%	30.1%	21.2%	13.4%	4.2%	15.8%
Q35g Availability of pedestrian walkways	25.8%	42.8%	12.5%	9.8%	1.8%	7.3%
Q35h Availability of parking-residential	20.9%	48.3%	14.3%	8.0%	3.8%	4.7%
Q35i Availability of parking-business	10.0%	33.9%	23.4%	23.2%	4.9%	4.7%

2010 City of Clayton Community Survey

Q35. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without not provided)

(N=449)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q35a Ease of north/south travel	27.9%	48.0%	14.9%	8.0%	1.2%
Q35b Ease of east/west travel	35.1%	48.5%	10.1%	5.9%	0.5%
Q35c Ease of travel from home to schools	43.6%	39.9%	14.2%	1.7%	0.6%
Q35d Ease of travel from home to work	44.7%	43.7%	9.3%	1.0%	1.3%
Q35e Availability public transportation	26.3%	36.9%	22.8%	8.2%	5.8%
Q35f Availability of bicycle lanes	18.3%	35.7%	25.1%	15.9%	5.0%
Q35g Availability of pedestrian walkways	27.9%	46.2%	13.5%	10.6%	1.9%
Q35h Availability of parking-residential	22.0%	50.7%	15.0%	8.4%	4.0%
Q35i Availability of parking-business	10.5%	35.5%	24.5%	24.3%	5.1%

Q36. Approximately, how many years have you lived in the City of Clayton?

<u>Q36 How many years lived in Clayton</u>	<u>Number</u>	<u>Percent</u>
Less 5 years	121	26.9 %
5-10 years	98	21.8 %
11-20 years	106	23.6 %
More than 20 years	121	26.9 %
<u>Not provided</u>	3	0.7 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q37. If you have lived in Clayton for less than 10 years, from where did you move?

<u>Q37 Where did you move-City</u>	<u>State</u>
ALEXANDRIA	VA
AMES	IA
ANN ARBOR	MI
ATLANTA	GA
AUSTIN	TX
AVISTON	IL
BALLWIN	MO
BALLWIN	MO
BANGKOK THAILAND	---
BEDMINSTER	NJ
BOSTON	MA
BOULDER	CO
BOULDER	CO
BRENTWOOD	MO
BRENTWOOD	MO
BRENTWOOD	MO
BROOKLINE	MA
CAMBRIDGE	MA
CAMBRIDGE	MA
CAPE GIRARDEAU	MO
CENTRAL WEST END	MO
CHARLOTTESVILLE	VA
CHESTEFIELD	MO
CHESTERFIELD	MO
CHESTERFIELD	MO
CHESTERFIELD	MO
CHESTERFILED	MO
CHICAGO	IL
CITY OF ST LOUIS	MO
CLENDALE	MO
COLUMBIA	MO
CRESTWOOD	MO
CREVE COEUR	MO

2010 City of Clayton Community Survey

Q37. If you have lived in Clayton for less than 10 years, from where did you move?

<u>Q37 Where did you move-City</u>	<u>State</u>
CREVE COEUR	MO
CREVE COEUR	MO
CRYSTAL LAKE PARK	MO
DALLAS	TX
DES MOINES	IA
DES PERES	MO
DURHAM	NC
EDGARTOWN	MA
EVANSTON	IL
EVERGREEN	CO
FAIRFIELD	CT
FLORISSANT	MO
FRONTENAC	MO
FT COLLINS	CO
GREENVILLE	NC
HOUSTON	TX
IMPERIAL	MO
KIRKWOOD	MO
LA	CA
LADUE	MO
LAKE JACKSON	TX
LAUDE	MO
LEXINGTON	KY
LINCOLN	NE
LIVINGSTON	NJ
LIVONIA	MI
LONG BEACH	CA
LOS ANGELES	CA
LOS ANGELES	CA
LUBBOCK	TX
MADISON	WI
MANCHESTER	MO
MANHATTAN BEACH	CA
MAPLEWOOD	MO

2010 City of Clayton Community Survey

Q37. If you have lived in Clayton for less than 10 years, from where did you move?

<u>Q37 Where did you move-City</u>	<u>State</u>
MEGUM	WI
MELBOURNE	FL
MIAMI	FL
NEW ORLEANS	LA
NEW YORK	NY
NEW YORK	NY
NEW YORK CITY	NY
NORWALK	CT
O'FALLON	IL
OAKVILLE	MO
OLIVETTE	MO
OVERSEAS	---
PALO ALTO	CA
PALO ALTO	CA
PASADENA	CA
PASADENA HILLS	MO
POTOMAC	MA
QUINCY	IL
RALEIGH	NC
RICHMOND	VA
RICHMOND HEIGHTS	MO
RIVER FOREST	IL
RURAL	IL
SAN FRANCISCO	CA
SANTA FE	NM
SEATTLE	WA
SEATTLE	WA
ST LOUIS	MO

2010 City of Clayton Community Survey

Q37. If you have lived in Clayton for less than 10 years, from where did you move?

<u>Q37 Where did you move-City</u>	<u>State</u>
WEBSTER GOVERS	MO
WEBSTER GROVE	MO
WEBSTER GROVE	MO
WEBSTER GROVE	MO
WEBSTER GROVES	MO
WESTFIELD	NJ
WILDWOOD	---

2010 City of Clayton Community Survey

Q38. In what kind of home do you live?

<u>Q38 In what kind of home do you live</u>	<u>Number</u>	<u>Percent</u>
Apartment	52	11.6 %
Condominium	99	22.0 %
Single family house	279	62.1 %
Townhouse	10	2.2 %
Other	5	1.1 %
<u>Not provided</u>	<u>4</u>	<u>0.9 %</u>
Total	449	100.0 %

Q38. Other

Q38 Other
CARRIAGE HOUSE
DUPLEX
DUPLEX
DUPLEX
MULTI-FAMILY

2010 City of Clayton Community Survey

Q39. What is your age?

Q39 What is your age	Number	Percent
Under 25	9	2.0 %
25 to 34	47	10.5 %
35 to 44	80	17.8 %
45 to 54	113	25.2 %
55 to 64	120	26.7 %
65+	80	17.8 %
Total	449	100.0 %

Q40. How many in your household (counting yourself), are?

	Mean	Total	Sum
Number	2.59	449	1165
Under age 5	0.14	449	65
Ages 5-9	0.16	449	70
Ages 10-14	0.22	449	98
Ages 15-19	0.18	449	79
Ages 20-24	0.15	449	69
Ages 25-34	0.17	449	77
Ages 35-44	0.32	449	142
Ages 45-54	0.46	449	208
Ages 55-64	0.49	449	220
Ages 65-74	0.21	449	94
Ages 75+	0.10	449	43

Q41. Would you say your total annual household income is:

Q41 Total annual household income	Number	Percent
Under \$30,000	22	4.9 %
\$30,000-\$59,999	46	10.2 %
\$60,000-\$99,999	61	13.6 %
\$100,000-\$149,999	77	17.1 %
\$150,000-\$199,999	46	10.2 %
Over \$200,000	136	30.3 %
Not provided	61	13.6 %
Total	449	100.0 %

2010 City of Clayton Community Survey

Q42. Which of the following best describes your race/ethnicity?

<u>Q42 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	395	86.6 %
African American/Black	7	1.5 %
Hispanic/Latino/Spanish	8	1.8 %
Native American/Eskimo	1	0.2 %
Asian/Pacific Island	27	5.9 %
Other	3	0.7 %
Not provided	15	3.3 %
Total	456	100.0 %

Q42. Other

Q42 Other

GAELIC-GERMANIC
KOREAN AMERICAN
MIXED

Q43. Your gender:

<u>Q43 Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	212	47.2 %
Female	237	52.8 %
Total	449	100.0 %

Section 6:
Survey Instrument



March 2010

Dear Clayton Resident,

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

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

Please return your completed survey as soon as possible using the postage-paid envelope provided. Individual responses to the survey will remain confidential.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the City this spring.

Please contact Judy Kekich with the City of Clayton at 314.290.8473 if you have any questions.

Thank you in advance for your participation and help in shaping Clayton's future.

Sincerely,

Craig S. Owens
City Manager

2010 City of Clayton Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call Judy Kekich at 314.290.8473.

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

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of public safety services, e.g., police, fire and ambulance/emergency medical service (EMS)	5	4	3	2	1	9
B. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C. Overall maintenance of City streets	5	4	3	2	1	9
D. Overall maintenance of City buildings and facilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances for buildings and housing	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with citizens	5	4	3	2	1	9
H. Overall quality of storm water runoff/storm water management system	5	4	3	2	1	9
I. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next **TWO Years?** [Write in the letters below using the letters from the list in Question 1 above.]

_____ 1st
_____ 2nd
_____ 3rd

3. Several items that may influence your perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

How would you rate The City of Clayton:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. Overall quality of services provided by the City of Clayton	5	4	3	2	1	9
B. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C. Overall image of the City	5	4	3	2	1	9
D. How well the City is planning and managing redevelopment	5	4	3	2	1	9
E. Overall quality of life in the City	5	4	3	2	1	9
F. Overall feeling of safety in the City	5	4	3	2	1	9
G. Quality of new residential development in the City	5	4	3	2	1	9
H. Quality of new commercial development in the City	5	4	3	2	1	9
I. Appeal as a place to retire	5	4	3	2	1	9
J. Overall appearance of the City	5	4	3	2	1	9
K. Cultural opportunities in Clayton	5	4	3	2	1	9

4. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The visibility of police in neighborhoods	5	4	3	2	1	9
B.	The visibility of police in retail areas	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Overall competency of Clayton Police Dept	5	4	3	2	1	9
F.	Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
G.	Enforcement of local traffic laws	5	4	3	2	1	9
H.	Overall quality of Clayton Fire Department	5	4	3	2	1	9
I.	Overall quality of Clayton EMS	5	4	3	2	1	9
J.	The City's efforts to prevent fires and provide fire safety and injury prevention education	5	4	3	2	1	9
K.	How quickly Fire Department responds	5	4	3	2	1	9
L.	How quickly ambulance/EMS responds	5	4	3	2	1	9
M.	Overall competency of Clayton Fire Dept, including ambulance service	5	4	3	2	1	9
N.	The City's municipal court	5	4	3	2	1	9

5. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

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

6. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking alone in your neighborhood in general	4	3	2	1	9
B.	Walking alone in your neighborhood after dark	4	3	2	1	9
C.	Walking alone in your neighborhood during the day	4	3	2	1	9
D.	Walking alone in business areas after dark	4	3	2	1	9
E.	Walking alone in business areas during the day	4	3	2	1	9

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

_____ (1) Yes [go to Q7a] _____ (2) No [go to Q8] _____ (3) Don't know [go to Q8]

7a. If "yes", did you report all of these crimes to the police?

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

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

_____ (1) Yes [go to Q8a] _____ (2) No [go to Q9] _____ (3) Don't know [go to Q9]

8a. If "yes", how would you rate the contact?

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

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

_____ (1) Yes [go to Q9a] _____ (2) No [go to Q10] _____ (3) Don't know [go to Q10]

9a. If "yes", how would you rate the contact?

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

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

_____ (1) Yes [go to Q10a] _____ (2) No [go to Q11] _____ (3) Don't know [go to Q11]

10a. If "yes", how would you rate the contact?

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

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

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

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

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

13. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
D.	Maintenance of City buildings	5	4	3	2	1	9
E.	Snow removal on major City streets	5	4	3	2	1	9
F.	Snow removal on neighborhood streets	5	4	3	2	1	9
G.	Overall cleanliness of City streets/other public areas	5	4	3	2	1	9
H.	Adequacy of City street lighting	5	4	3	2	1	9
I.	Condition of City sidewalks	5	4	3	2	1	9
J.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
K.	Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
L.	Quality of street sweeping services	5	4	3	2	1	9

14. Which **THREE** of the public works items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 13 above.]

_____ 1st _____ 2nd _____ 3rd

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

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

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

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

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

<i>Sewer and Water Utilities and Storm Water Management</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The clarity and taste of the tap water in your home	5	4	3	2	1	9
B.	Water pressure in your home	5	4	3	2	1	9
C.	Amount charged for water/sewer utilities	5	4	3	2	1	9
D.	How easy your water/sewer bill is to understand	5	4	3	2	1	9
E.	Drainage of rain water off City streets	5	4	3	2	1	9
F.	Drainage of rain water off properties next to your residence	5	4	3	2	1	9
G.	Adequacy of the sanitary sewer collection system	5	4	3	2	1	9
H.	Adequacy of the water system	5	4	3	2	1	9

18. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	How close neighborhood parks are to your home	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Quality of outdoor athletic fields	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Availability of information about City parks and recreation programs	5	4	3	2	1	9
G.	City's youth fitness programs	5	4	3	2	1	9
H.	City's adult fitness programs	5	4	3	2	1	9
I.	City's recreation opportunities	5	4	3	2	1	9
J.	City's special events and festivals	5	4	3	2	1	9

19. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below from the list in Question 18 above.]

1st

2nd

3rd

20. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives are, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important."

<i>Parks and Recreation Initiatives</i>		<i>Very Important</i>	<i>Important</i>	<i>Neutral</i>	<i>Not Important</i>	<i>Don't Know</i>
A.	Your feeling of safety in City parks	4	3	2	1	9
B.	Additional shade at pool, tennis and picnic sites	4	3	2	1	9
C.	Amphitheater in Shaw Park	4	3	2	1	9
D.	Center of Clayton improvements: sauna, steam room, expanded locker room	4	3	2	1	9
E.	Green space (park) expansion	4	3	2	1	9
F.	Hanley House preservation and visitor center	4	3	2	1	9
G.	Ice rink improvements and year round facility	4	3	2	1	9
H.	Inclusion playground in Shaw Park	4	3	2	1	9
I.	Lighting of Fields 1 & 2	4	3	2	1	9
J.	Permanent Corporate Pavilion in Shaw Park	4	3	2	1	9
K.	Increased Senior leisure amenities	4	3	2	1	9
L.	Neighborhood park improvements	4	3	2	1	9
M.	Playground improvements	4	3	2	1	9
N.	New walking and biking trails	4	3	2	1	9
O.	Dog park, if an appropriate location is identified	4	3	2	1	9

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

1st

2nd

3rd

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

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

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

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

24. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Communication</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City's efforts to keep you informed about local issues	5	4	3	2	1	9
C. How open the City is to public involvement and input from residents	5	4	3	2	1	9
D. The quality of programming on the City's cable television channel	5	4	3	2	1	9
E. The quality of the City's website	5	4	3	2	1	9
F. The content of the City's newsletter	5	4	3	2	1	9
G. How well the City's communications meet your needs	5	4	3	2	1	9

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

- | | |
|--|--|
| ____(01) The CityViews (City newsletter) | ____(06) Other printed publications |
| ____(02) www.ci.clayton.mo.us (City website) | ____(07) Signage, other printed material from the City |
| ____(03) Clayton Connection (weekly email update) | ____(08) Neighborhood meetings, Ward meetings |
| ____(04) Channel 10 (government access channel) | ____(09) Parks & Recreation brochure |
| ____(05) Radio | ____(10) Other _____ |

26. Other than those listed above, what communication methods/resources would you like the City to use to keep you informed? ____ Facebook; ____ YouTube; ____ Twitter; ____ RSS Feed; Other _____

27. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

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

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

<i>Economic Development</i>	<i>Much Too Slow</i>	<i>Too Slow</i>	<i>Just Right</i>	<i>Too Fast</i>	<i>Much Too Fast</i>	<i>Don't Know</i>
A. Office development	5	4	3	2	1	9
B. Retail development	5	4	3	2	1	9
C. Single-family residential development	5	4	3	2	1	9
D. Multi-family residential development	5	4	3	2	1	9

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

- ____ (1) Offices/corporations ____ (2) Retail ____ (3) Downtown High Density/Market Rate Residential

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

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Clothing | <input type="checkbox"/> (5) Groceries | <input type="checkbox"/> (8) Technology/computer |
| <input type="checkbox"/> (2) Home furnishings | <input type="checkbox"/> (6) Dine out/restaurants | <input type="checkbox"/> Equipment |
| <input type="checkbox"/> (3) Banking | <input type="checkbox"/> (7) Entertainment, movies, theater | <input type="checkbox"/> (9) Personal grooming |
| <input type="checkbox"/> (4) Sporting goods | | |

31. Of the following types of establishments, which would you like to see more of in Clayton? (check all that apply)

- (1) Restaurants (2) Art Galleries (3) Live Music Venues (4) Performing Arts/Theaters

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

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

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

32b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City department you listed in Q32a.

<i>Customer Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B.	How easy the department was to contact	5	4	3	2	1	9
C.	How courteously you were treated	5	4	3	2	1	9
D.	Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
E.	Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

33. Several reasons for deciding where to live are listed below. On a scale of 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Clayton?

<i>Reasons to Live in Clayton</i>		<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not sure</i>	<i>Unimportant</i>
A.	Sense of community	4	3	2	1
B.	Quality of public schools	4	3	2	1
C.	Employment opportunities	4	3	2	1
D.	Types of housing	4	3	2	1
E.	Quality of housing	4	3	2	1
F.	Access to quality shopping	4	3	2	1
G.	Availability of parks and recreation opportunities	4	3	2	1
H.	Proximity to family or friends	4	3	2	1
I.	Safety and security	4	3	2	1
J.	Central location	4	3	2	1
K.	Accessibility	4	3	2	1

Other Issues

34. Trash Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Trash Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Residential trash collection services	5	4	3	2	1	9
B.	Recycling services	5	4	3	2	1	9
C.	Yard waste removal services	5	4	3	2	1	9

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

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

Demographics

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

- (1) less than 5 years (3) 11-20 years
 (2) 5-10 years (4) more than 20 years

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

City _____, State _____

38. In what kind of home do you live?

- (1) Apartment (3) Single family house (5) Other _____
 (2) Condominium (4) Townhouse

39. What is your age?

- (1) under 25 (3) 35 to 44 (5) 55 to 64
 (2) 25 to 34 (4) 45 to 54 (6) 65+

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

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

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

- (1) Under \$30,000 (4) \$100,000 to \$149,999
 (2) \$30,000 to \$59,999 (5) \$150,000 to \$199,999
 (3) \$60,000 to \$99,999 (6) over \$200,000

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

- (1) White/Caucasian (4) Native American/Eskimo
 (2) African American/Black (5) Asian/Pacific Islander
 (3) Hispanic/Latino/Spanish (6) Other _____

43. Your gender: (1) Male (2) Female

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

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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