

# City of Clayton 2015 Community Survey

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Findings  
Report

**Submitted to Clayton, Missouri by:**

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# City of Clayton 2015 Community Survey Executive Summary Report

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## Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Clayton, Missouri for the sixth time during the summer of 2015. The survey was administered as part of the City's ongoing effort to assess citizen satisfaction with the quality of city services. The first survey was administered in 2009.

**Methodology.** A seven-page survey was mailed to a random sample of 1,800 households in the City of Clayton. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey ([www.2015claytoncommunitysurvey.com](http://www.2015claytoncommunitysurvey.com)). Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to receive at least 400 completed surveys. This goal was exceeded, with a total of 441 households completing a survey. The results for the random sample of 441 households have a 95% level of confidence with a precision of at least +/- 4.7%.

### Location of Respondents.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



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

This report contains:

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

The following was published as a separate appendix:

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

## Quality of Life in the City

Nearly all (96%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the City. When asked about the quality of services provided by the City, ninety-two percent (92%) of the residents surveyed, who had an opinion, were either “very satisfied” or “satisfied”.

## Overall Satisfaction with City Services

The overall city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of public safety services (93%), the quality of parks and recreation programs and facilities (92%), maintenance of City buildings and facilities (83%), the quality of customer service received from City employees (76%), and the effectiveness of City communication with citizens (76%).

## Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: how quickly the Fire Department responds to emergencies (92%), how quickly police respond to emergencies (90%), quality of the Clayton Fire Department, (90%), how quickly ambulance/EMS responds to emergencies (90%), and the competency of the Fire Department and ambulance service (90%).

Residents were also asked to rate how safe they felt in various situations in the City. The areas/situations where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: walking alone in their neighborhood in general (100%), and walking alone in their neighborhood during the day (100%), and walking alone in business areas during the day (99%).

- **Maintenance and Public Works.** The highest levels of satisfaction with maintenance and public works in the City of Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of City buildings (85%), snow removal on major City streets (84%), and landscaping and appearance of areas along streets (84%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of City parks (93%), how close neighborhood parks are to your home (89%), the availability of information about City parks (82%), and the quality of outdoor athletic fields (81%).
- **City Communication.** The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the availability of information about City programs and services (80%), City efforts to keep residents informed about local issues (73%), and how well the City’s communications meet resident needs (66%).
- **Waste Collection Service.** Residents were generally satisfied with the City’s waste collection service. Ninety-three percent (93%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the quality of residential trash collection service; 89% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” quality of recycling collection services and 88% were satisfied with the quality of yard waste collection services.

- **Enforcement of City Codes and Ordinances.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: codes designed to protect public safety (75%), cleanup of litter and debris on private property (71%), and the maintenance of business property (71%).
- **Customer Service.** Residents were asked to indicate how often City employees they interacted with displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: how easy the department was to contact (71%) and how courteously you were treated (71%).
- **Transportation.** The highest levels of satisfaction with transportation in Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: ease of travel to and from work (80%), ease of travel from home to schools (79%) and availability of pedestrian walkways (75%).

## Other Findings

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

- 82% of the residents surveyed have used Clayton’s parks, recreation facilities or programs over the last 12 months.
- Of the six parks and recreation initiatives listed, residents felt the most important initiative in the City was the feeling of safety in City parks (97%).
- The sources where residents most prefer to receive information about City news and information are: 1) City Views newsletter, 2) E-communications, and 3) the City website.
- 83% of residents were “very satisfied” or “satisfied” with culture, dining and shopping in Clayton; 8% were “neutral”, 5% were “dissatisfied” and 4% indicated “don’t know”.
- 68% of residents support the City using financial incentives to attract and expand retail; 46% support offices/corporations, and 33% support downtown residential rentals.
- 63% of residents “strongly support” or “support” renovating the existing ice rink, 53% “strongly support” or “support” maintaining the existing ice rink.

## How Clayton Compares to Other Communities

Clayton **rated above the national average in 52 of the 53 areas** that were assessed. Clayton rated significantly higher than the national average (5% or more above) in 45 of these areas.

Listed below are the areas in which Clayton rated at least 20% above the national average:

- Overall quality of City services provided (+36%)
- City communication with the public (+27%)
- Adult recreation programs (+25%)
- Availability of info. about City services/programs (+25%)
- Value received for City tax dollars/fees (+24%)
- In your neighborhood at night (+24%)
- Parks/recreation programs & facilities (+23%)
- Overall image of the community (+22%)
- City efforts to keep residents informed (+22%)
- Landscaping/appearances of areas along streets (+21%)
- City efforts to prevent crime (+21%)
- Clean-up of litter/debris on private property (+21%)
- How quickly police respond to emergencies (+21%)
- Customer service (+20%)
- Overall appearance of the City (+20%)
- Overall quality of life in the City (+20%)

Clayton **rated above the Missouri-Kansas average in 51 of the 53 areas** that were assessed. Clayton rated significantly higher than the national average (5% or more above) in 45 of these areas. Listed below are the areas in which Clayton rated at least 20% above the Missouri-Kansas average:

- Overall quality of City services provided (+38%)
- City communication with the public (+28%)
- Customer service (+26%)
- Value received for City tax dollars/fees (+26%)
- Adult recreation programs (+26%)
- Availability of info. about City services/programs (+26%)
- Overall image of the community (+23%)
- Overall appearance of the City (+23%)
- Landscaping/appearances of areas along streets (+23%)
- City efforts to keep residents informed (+23%)
- Overall quality of life in the City (+22%)
- City efforts to prevent crime (+20%)
- Yard waste collection services (+20%)

## Investment Priorities

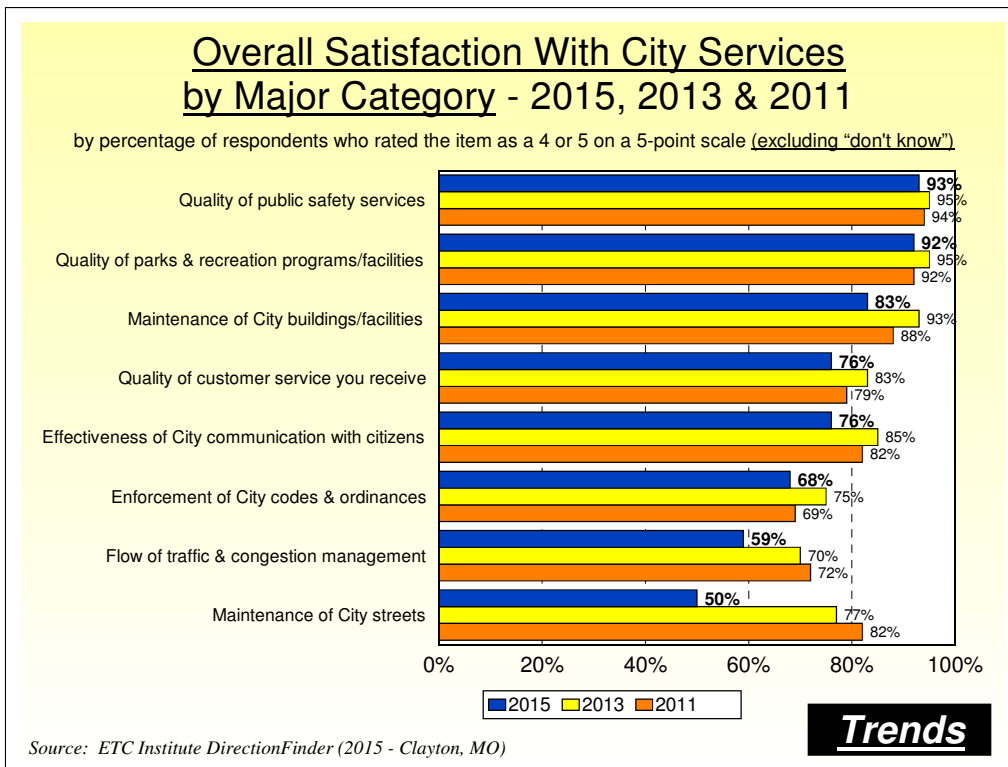
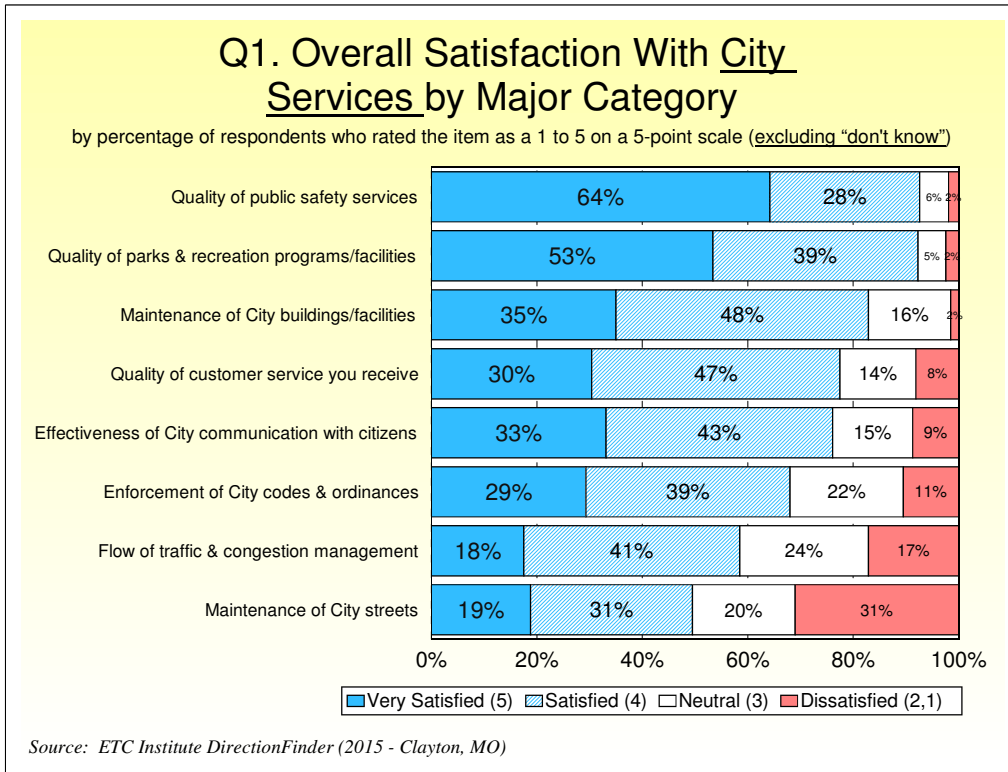
**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction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

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

- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
  - Maintenance of City streets (IS Rating = .3550)
  - Flow of traffic and congestion management (IS Rating = .2050)
- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
  - **Public Safety:** No high priorities identified
  - **City Maintenance/Public Works:** Condition of City sidewalks
  - **Parks and Recreation:** Number of walking and biking trails

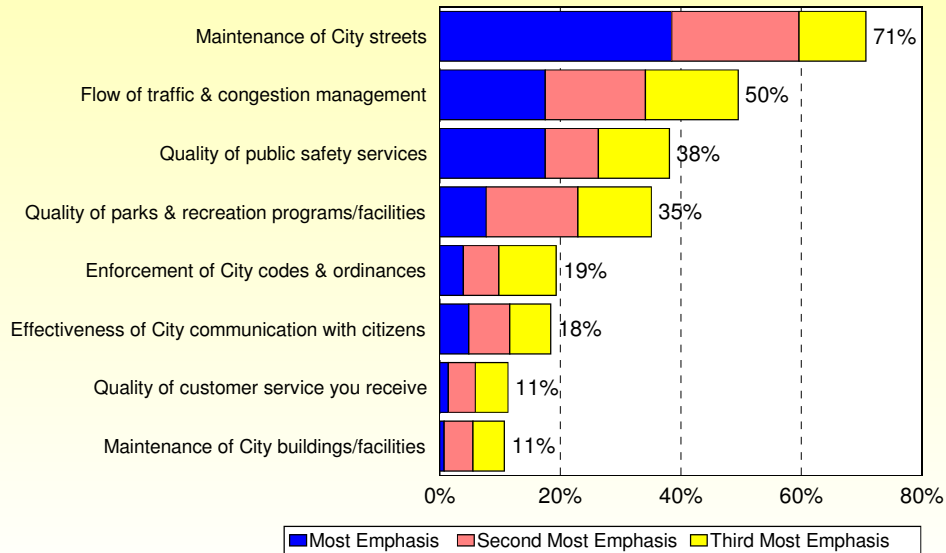
**Section 1:**  
**Charts and Graphs**

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

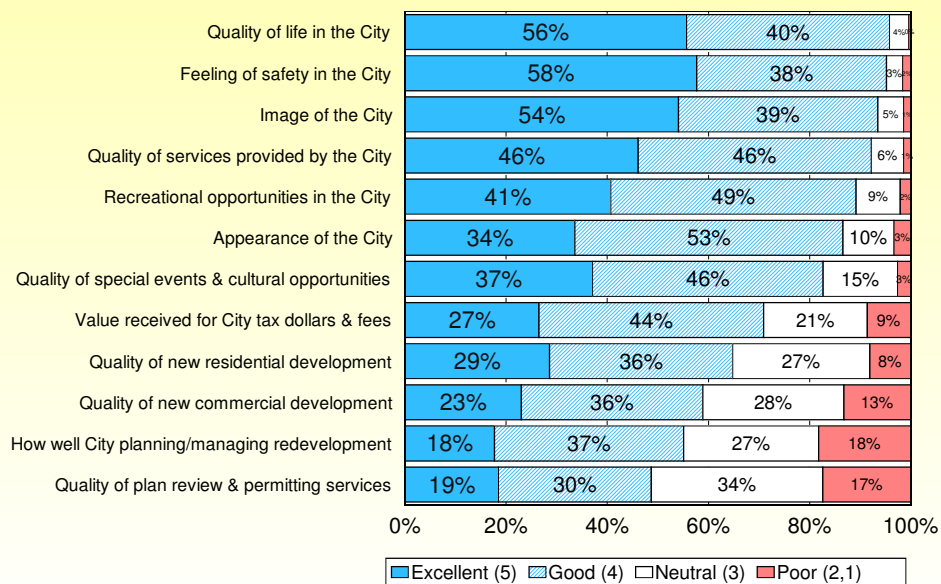
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

## Q3. Overall Perceptions of Clayton

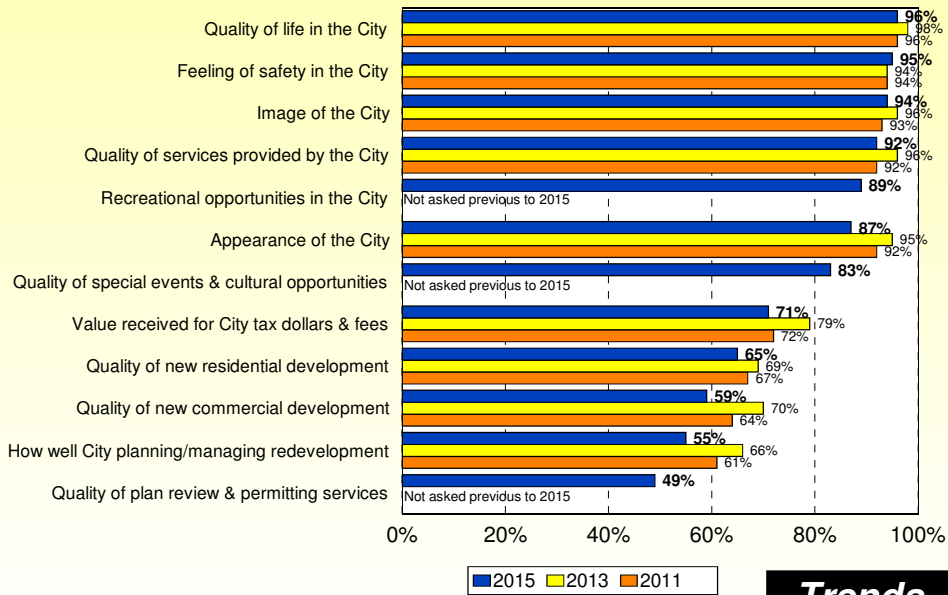
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015- Clayton, MO)

### Overall Perceptions of Clayton - 2015, 2013 & 2011

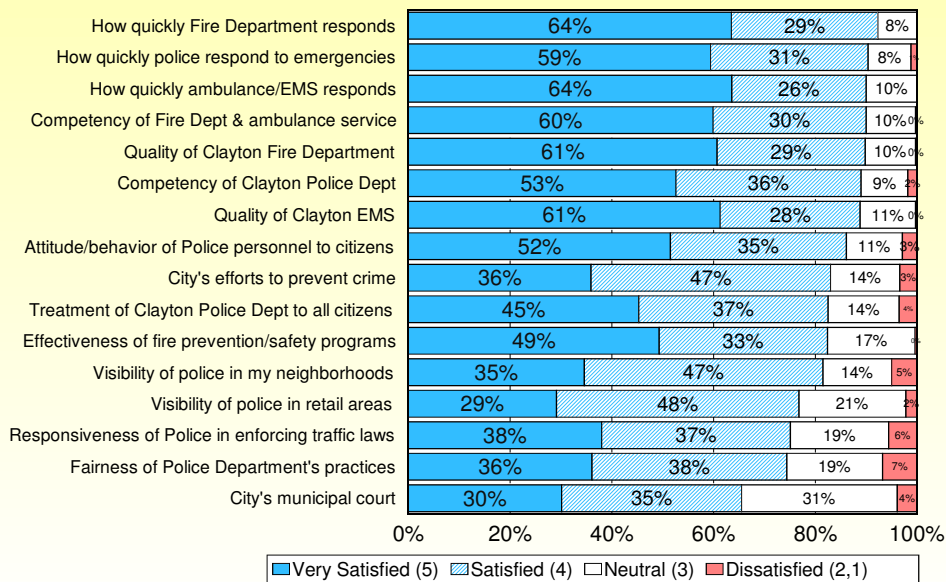
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q4. Satisfaction with Public Safety in Clayton

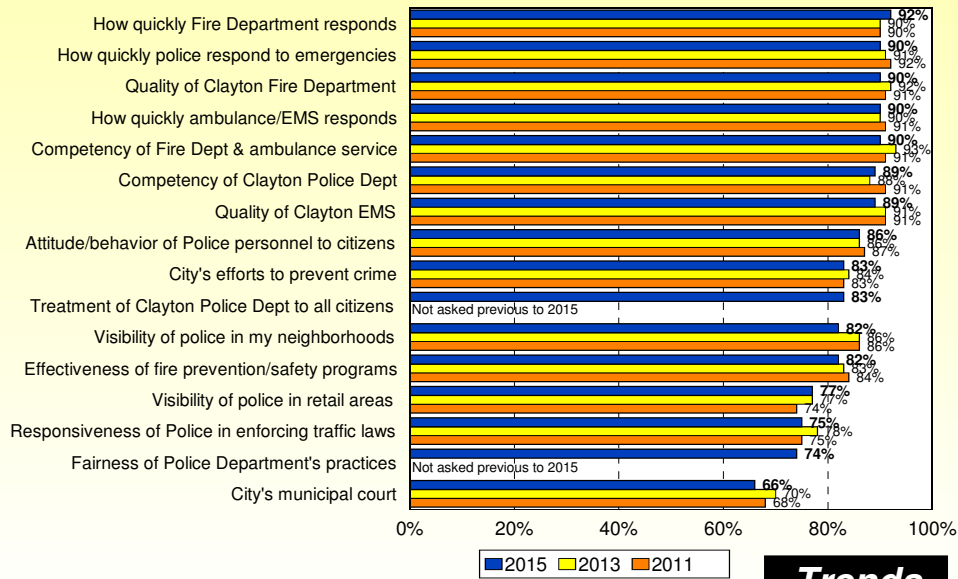
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015- Clayton, MO)

### Satisfaction with Public Safety in Clayton - 2011, 2013 & 2015

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

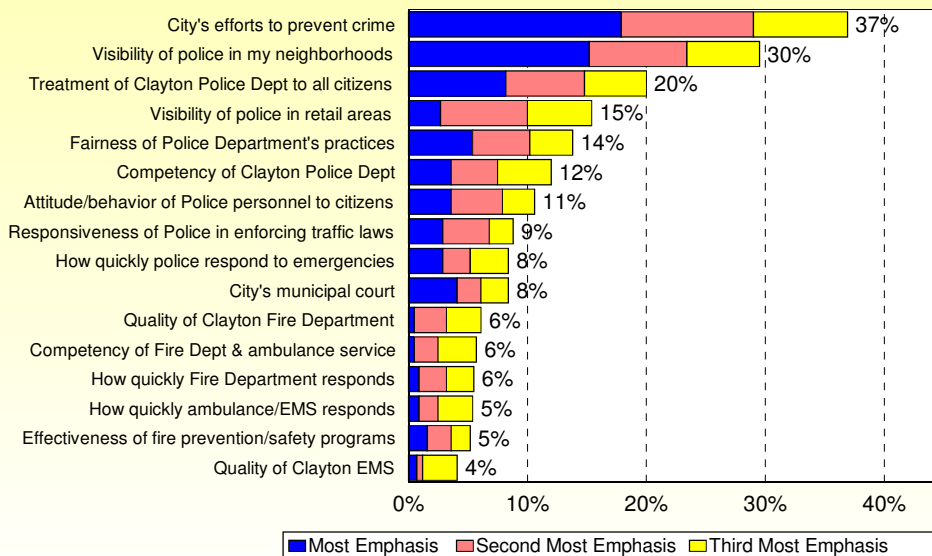


Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

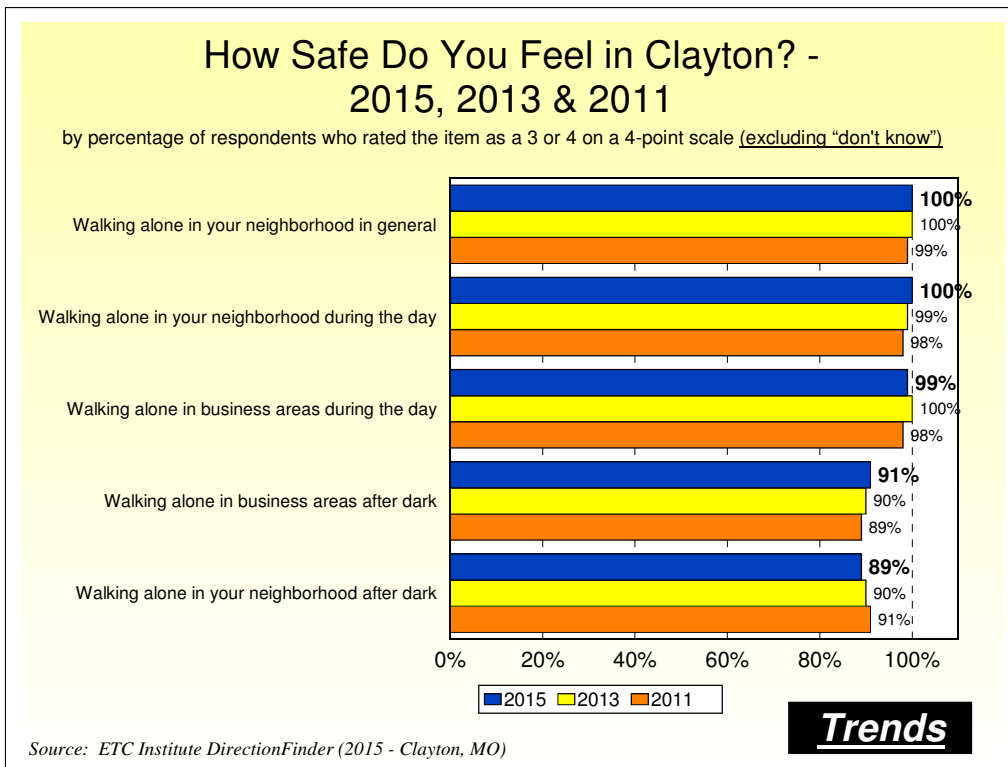
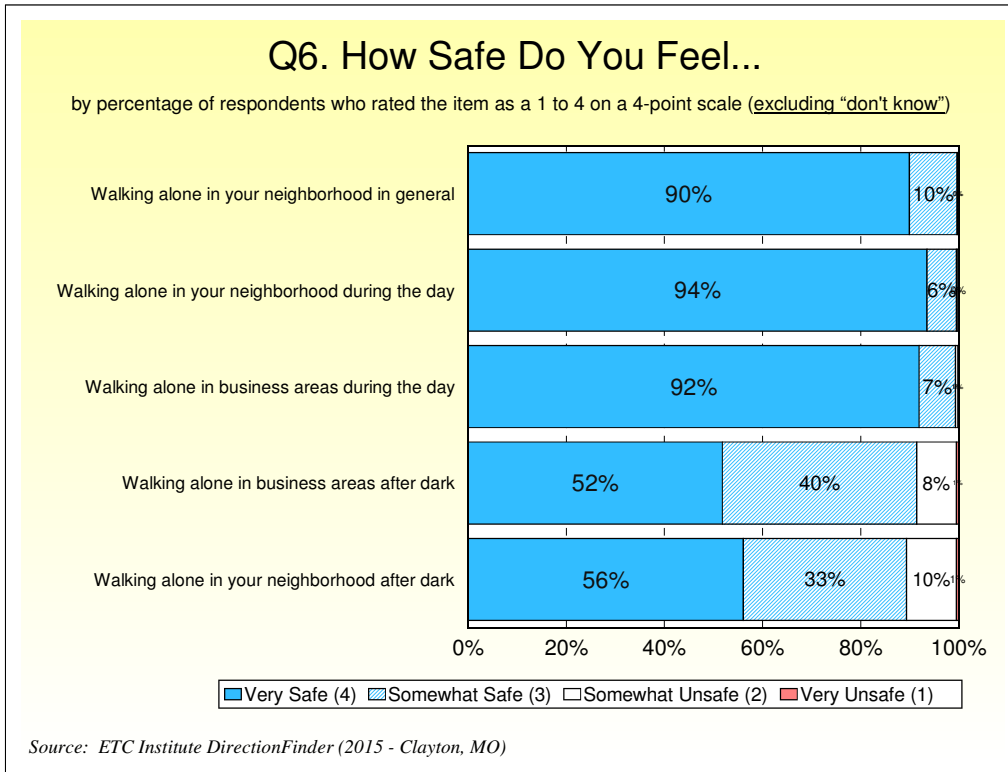


### Q5. Public Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

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

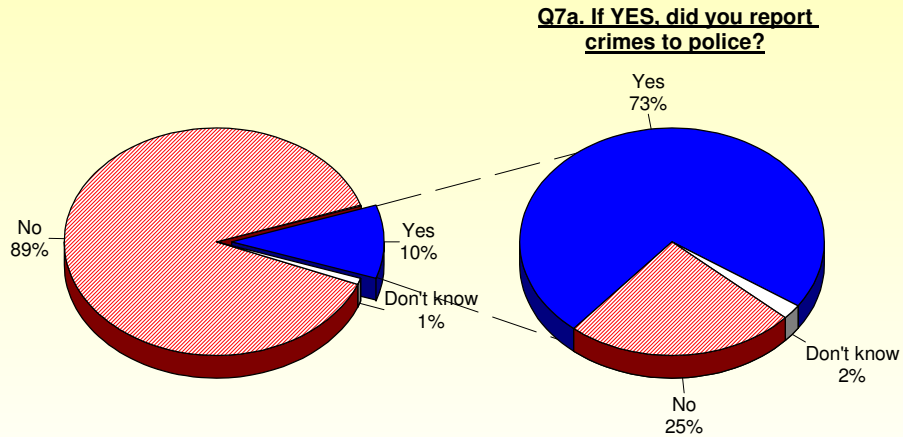


Source: ETC Institute DirectionFinder (2015 - Clayton, MO)



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

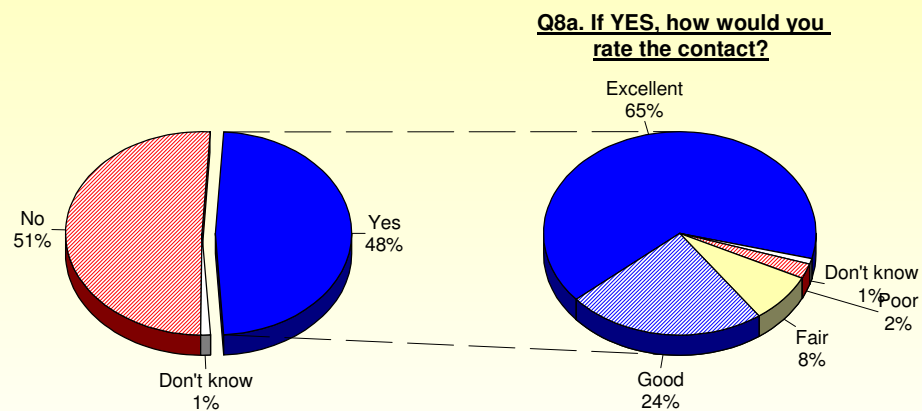
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

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

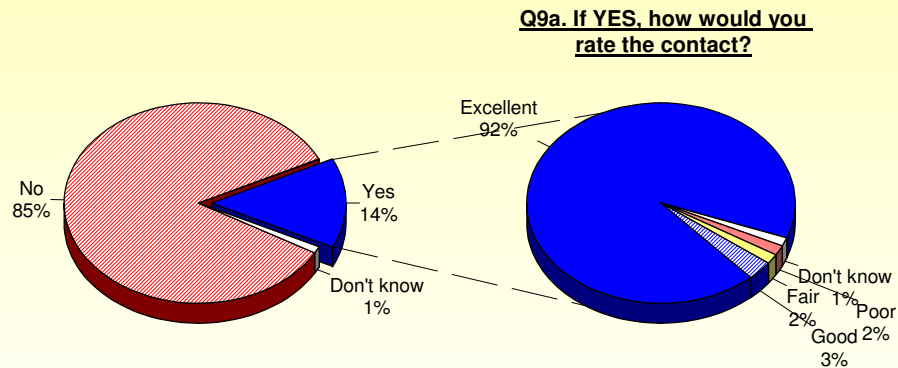
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

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

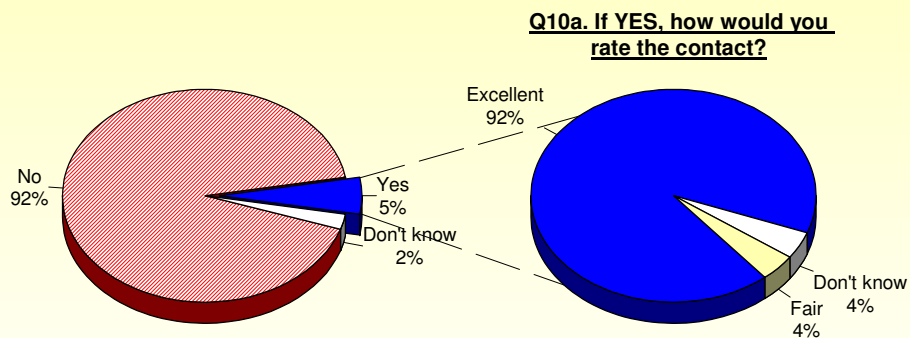
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

**Q10. During the past 12 months, have you had ANY contact with ambulance/EMS in Clayton?**

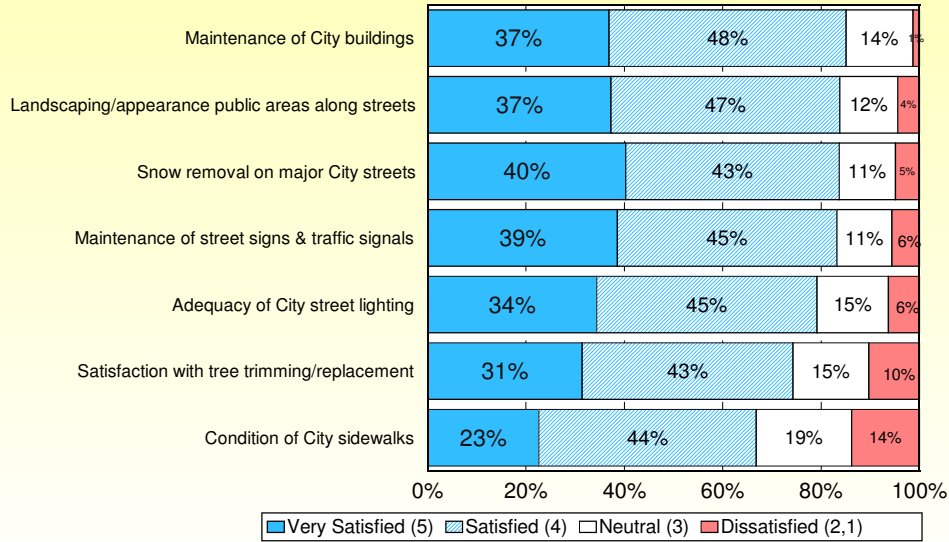
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q11. Satisfaction with City Maintenance/Public Works in Clayton

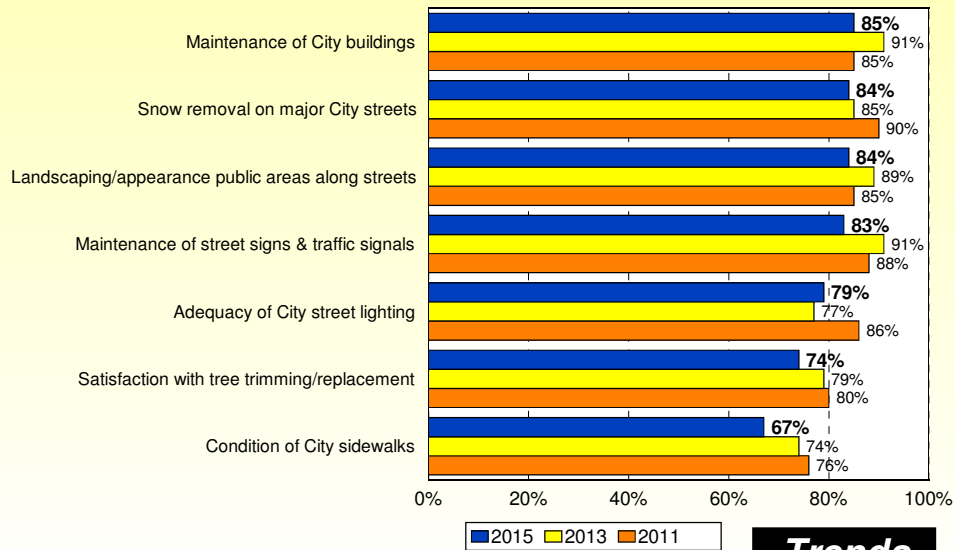
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015- Clayton, MO)

### Satisfaction with Maintenance and Public Works in the City of Clayton - 2015, 2013 & 2011

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

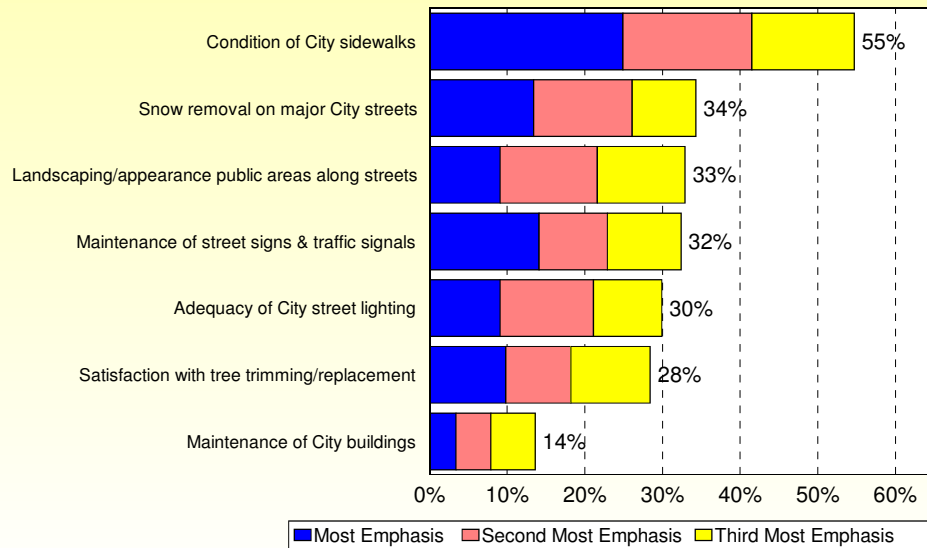


**Trends**

Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q12. City Maintenance/Public Works Issues That Should Receive the Most Emphasis Over the Next Two Years

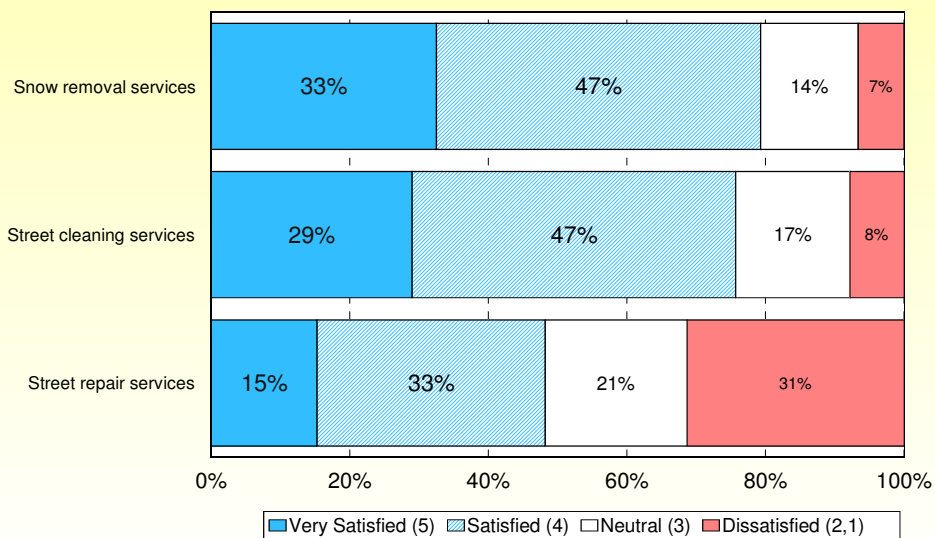
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q13. Satisfaction with Maintenance of City Streets in the City of Clayton

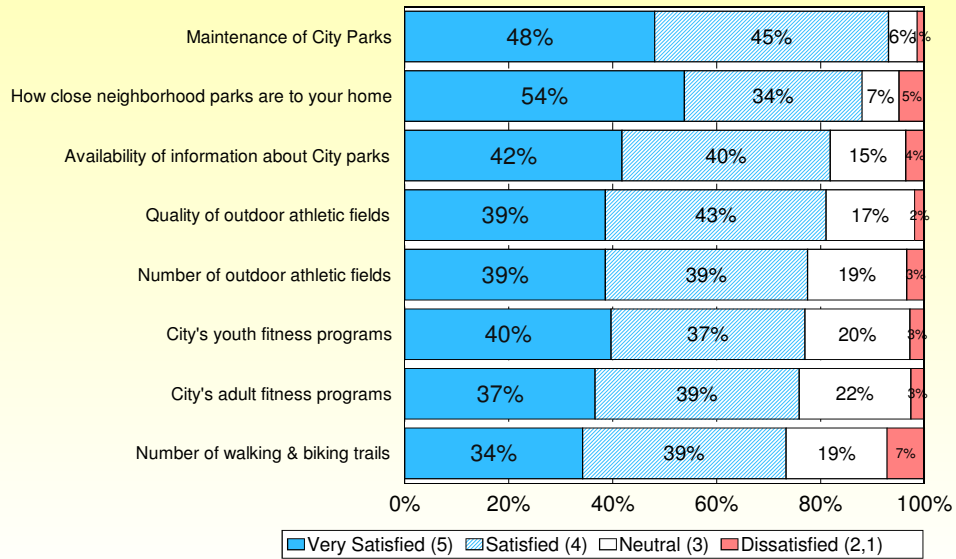
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015- Clayton, MO)

### Q14. Satisfaction with Parks & Recreation in the City of Clayton

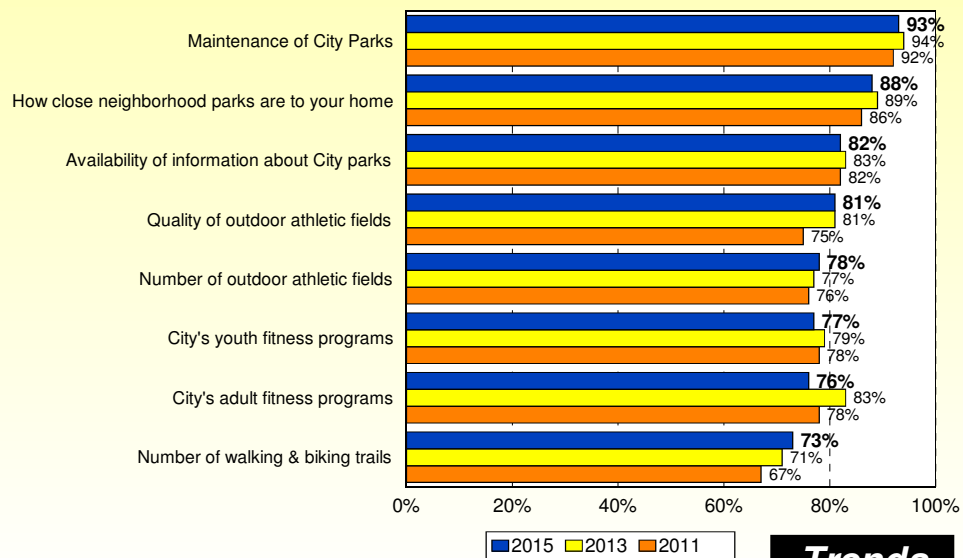
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Satisfaction with Parks & Recreation in the City of Clayton - 2015, 2013 & 2011

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

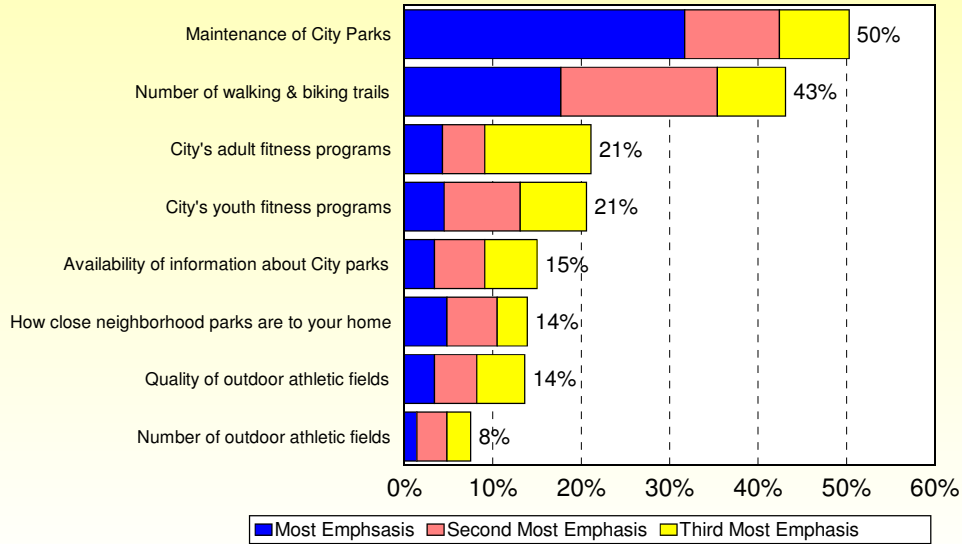


Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

**Trends**

### Q15. Parks & Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

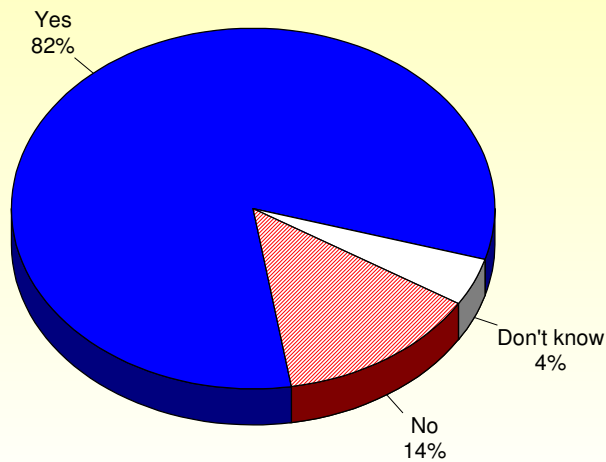
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q16. Has anyone in your household used any of Clayton's parks, recreation facilities/programs during the past 12 months?

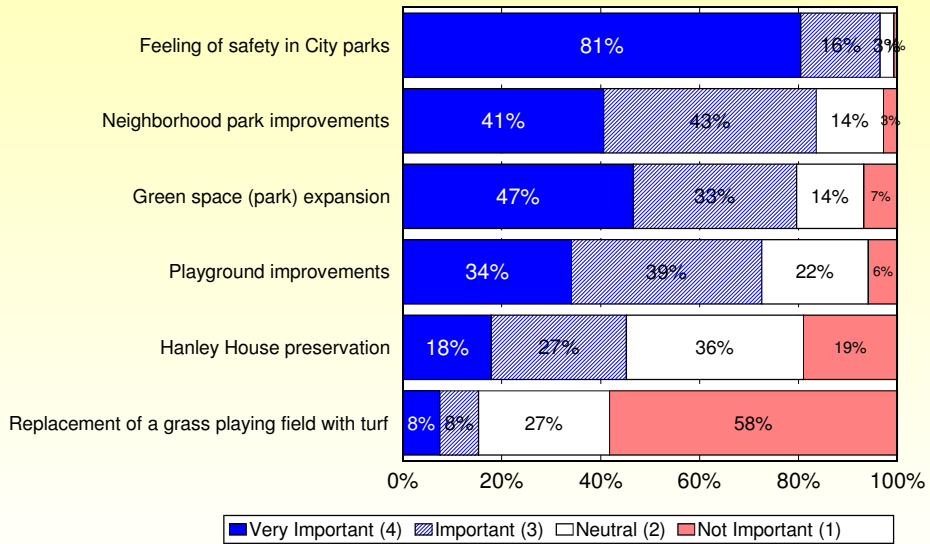
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q17. Importance of Parks & Recreation Initiatives in the City of Clayton

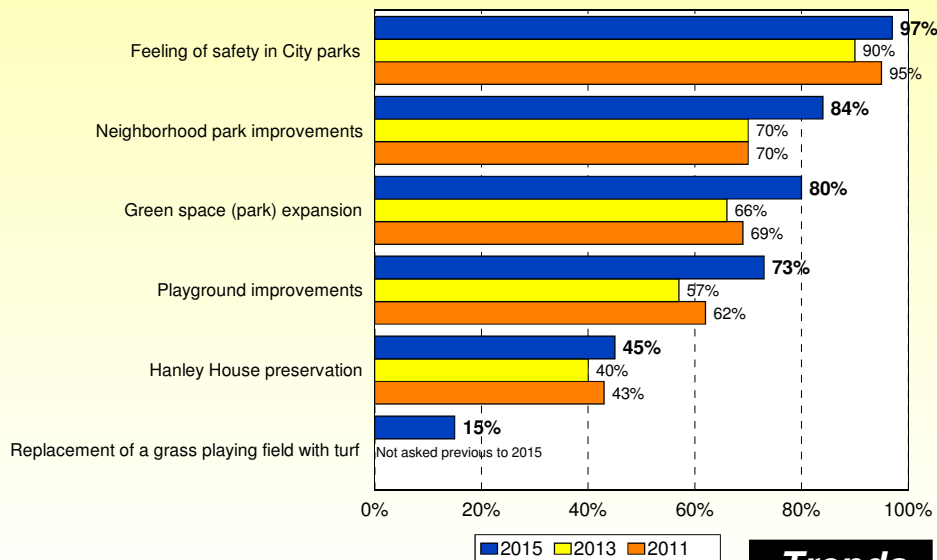
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

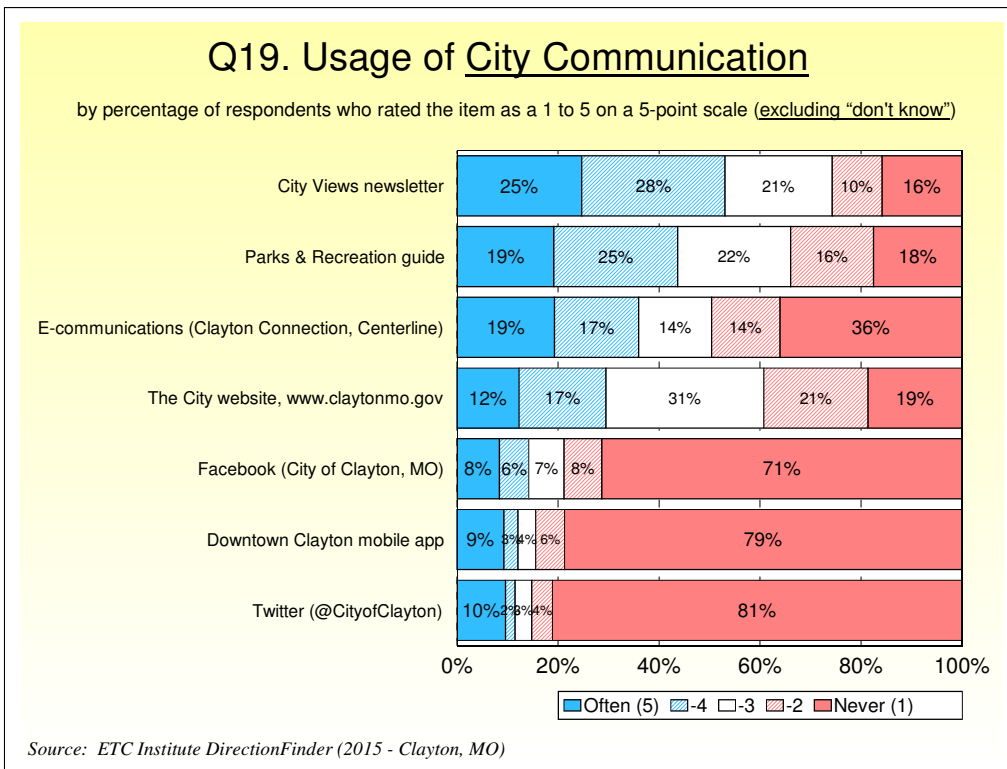
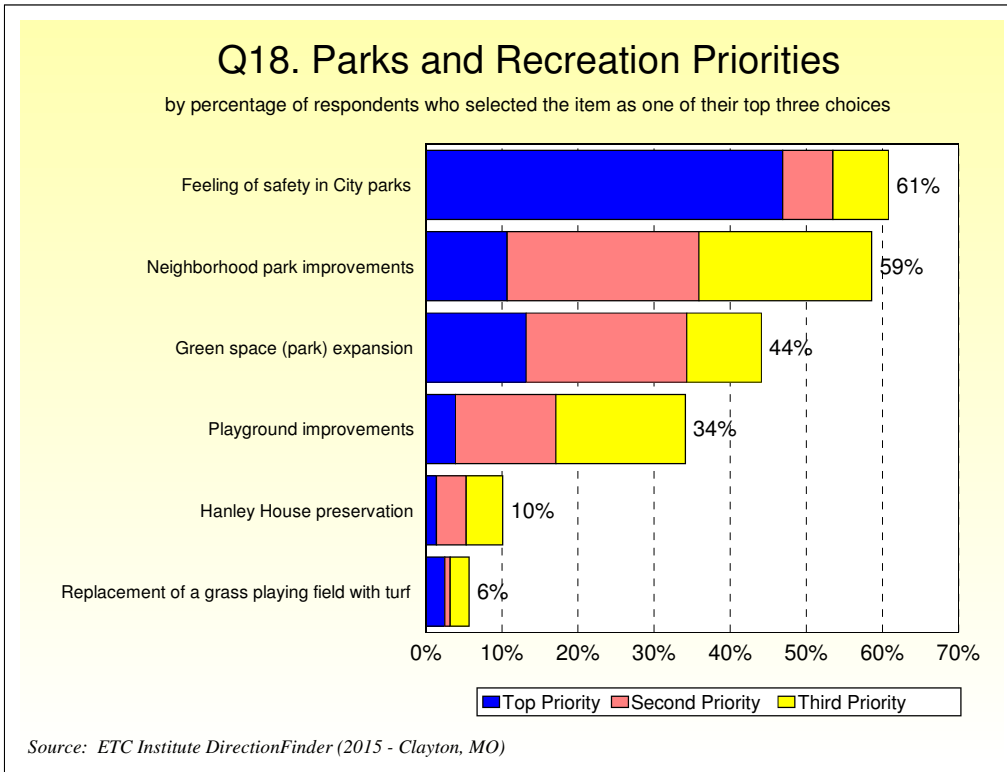
### Importance of Parks & Recreation Initiatives in the City of Clayton - 2015, 2013 & 2011

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



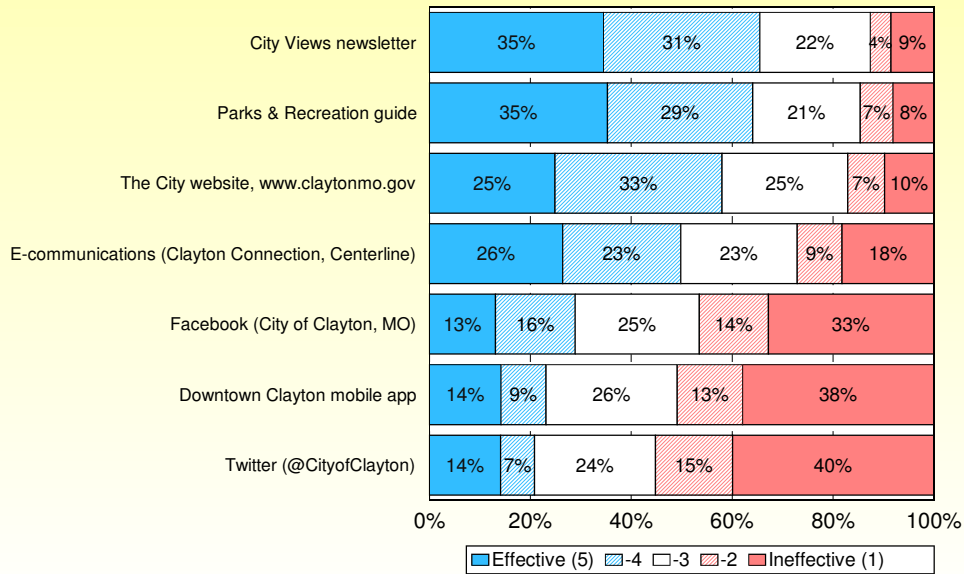
Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

**Trends**



### Q19. Effectiveness of City Communication

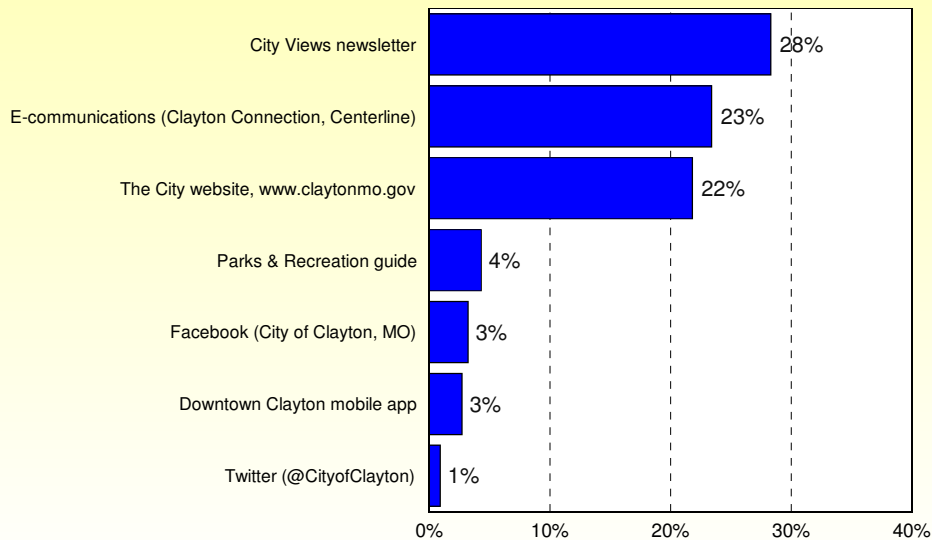
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



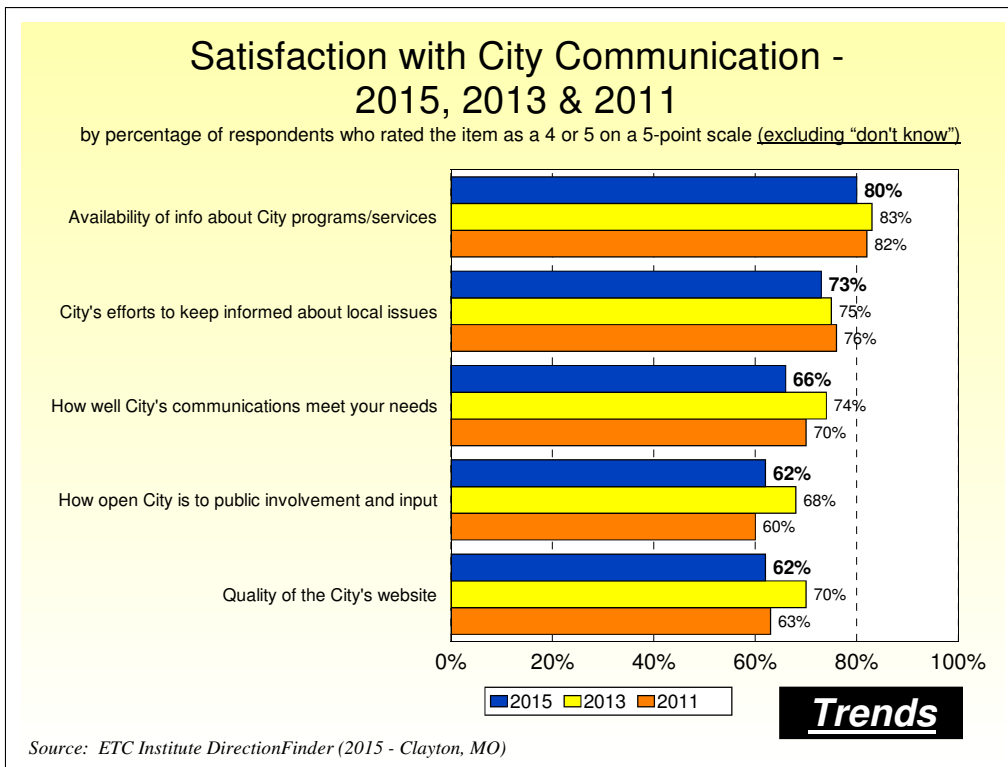
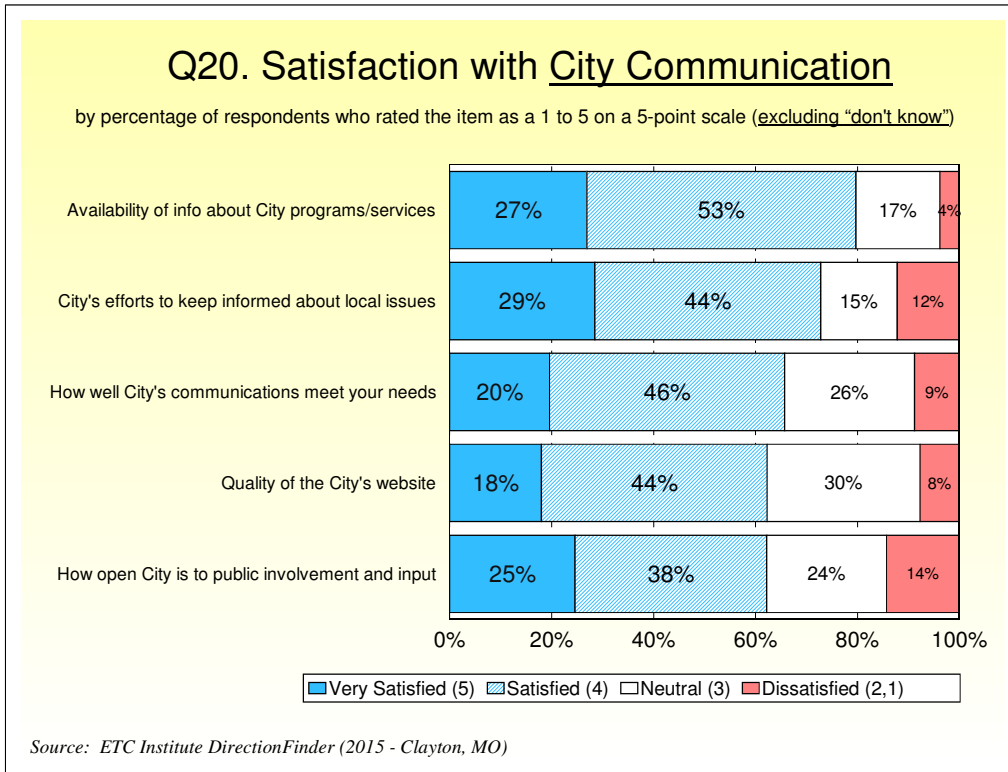
Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q19a. Preferred Primary Source of City News and Information for City Communication

by percentage of respondents who rated the City communication as their top primary source

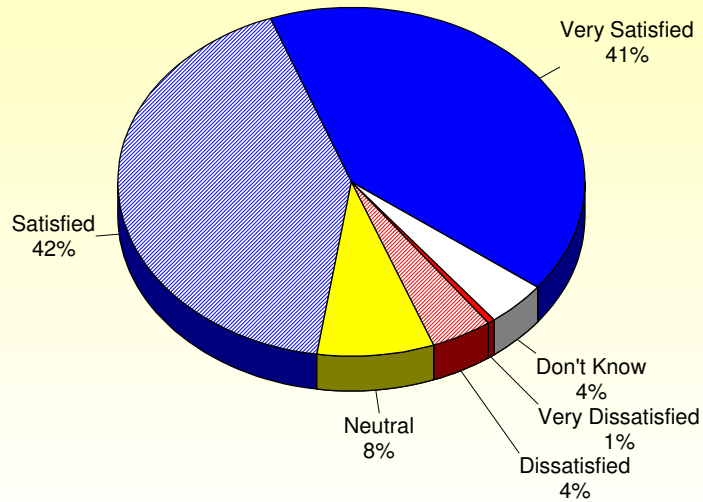


Source: ETC Institute DirectionFinder (2015 - Clayton, MO)



### Q21. How satisfied are you with culture, dining and shopping in Clayton?

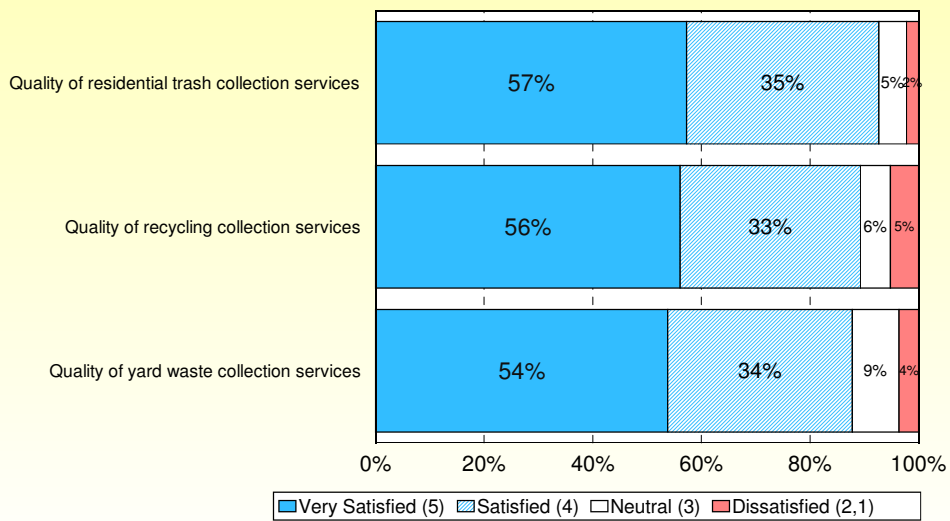
by percentage of respondents



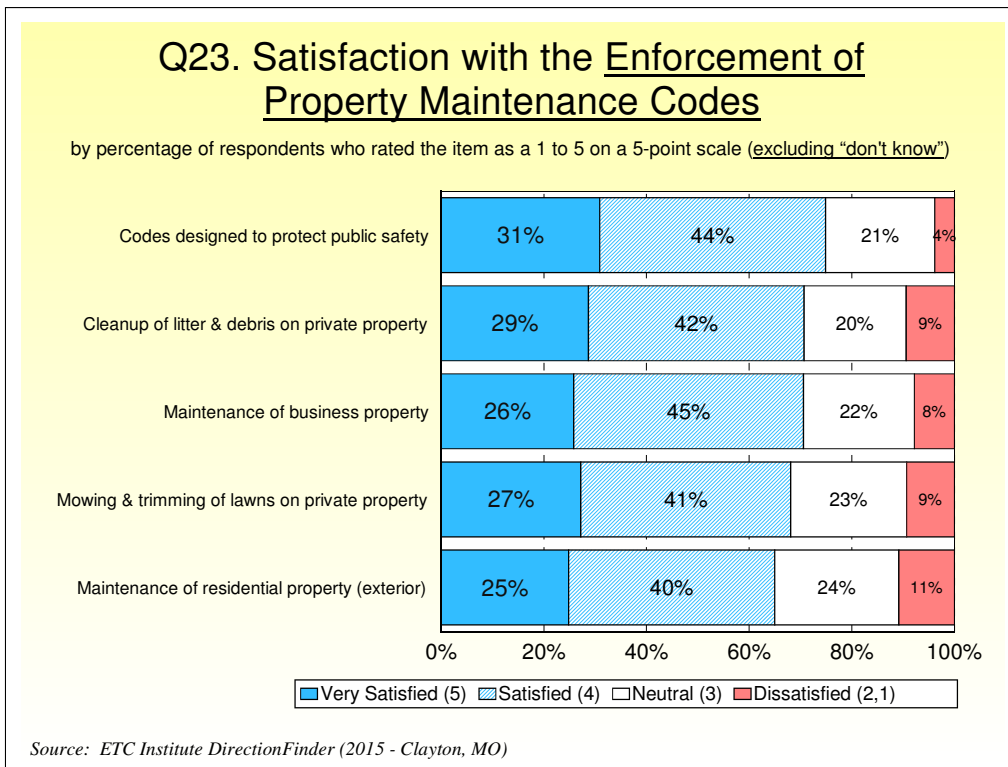
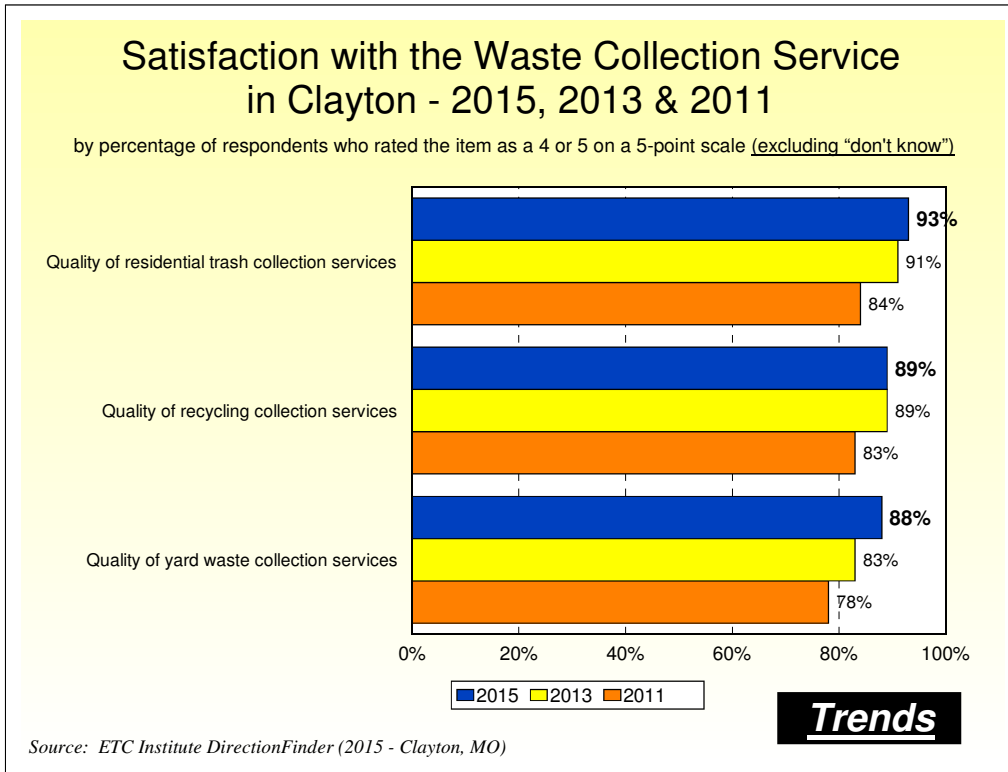
Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

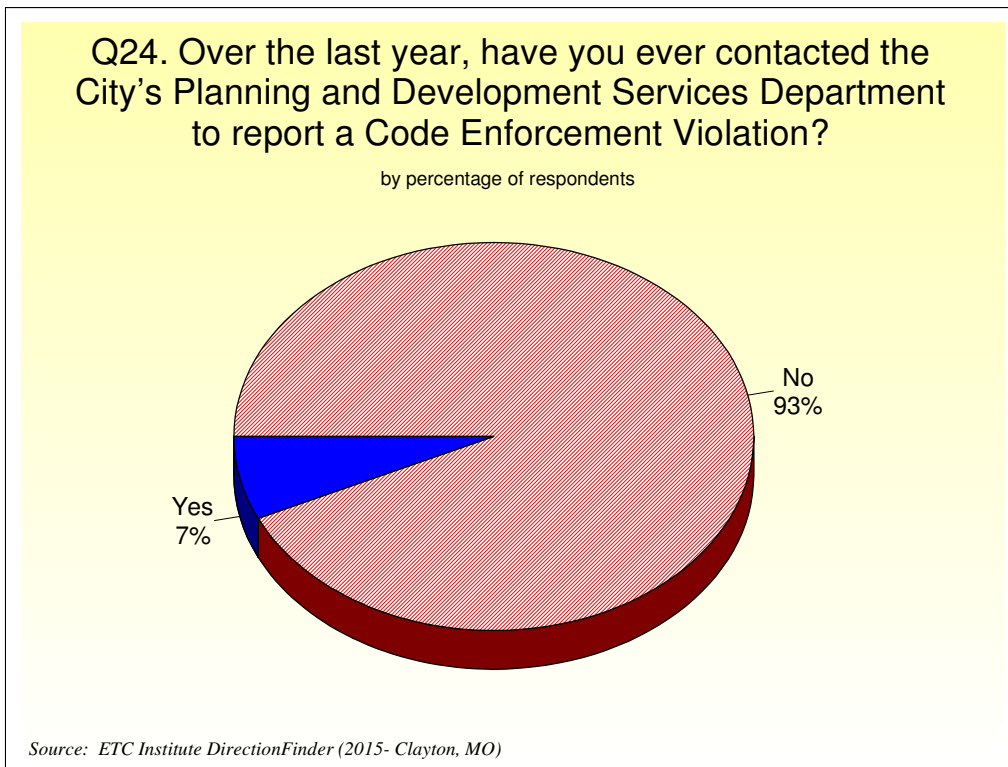
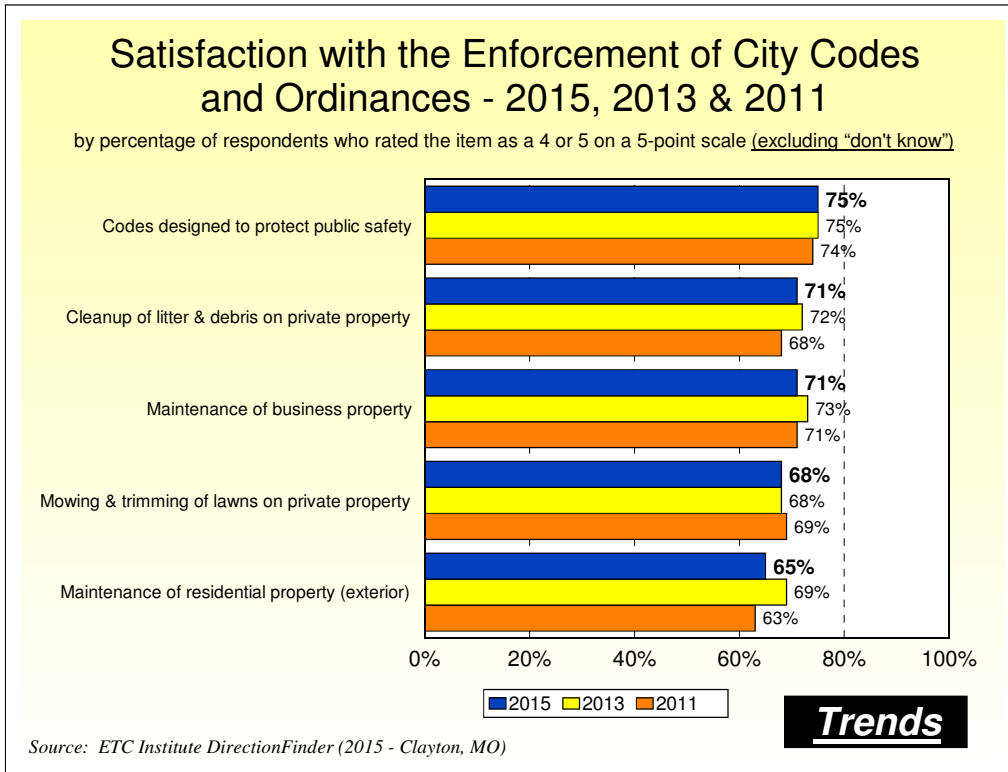
### Q22. Satisfaction with Waste Collection Service in Clayton

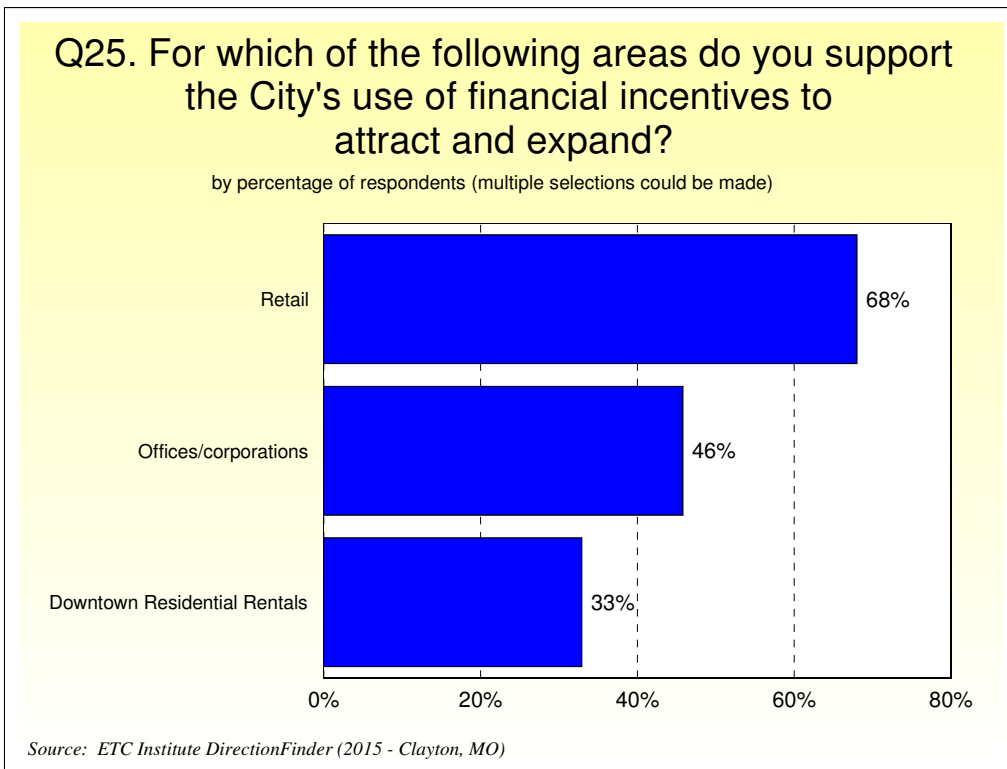
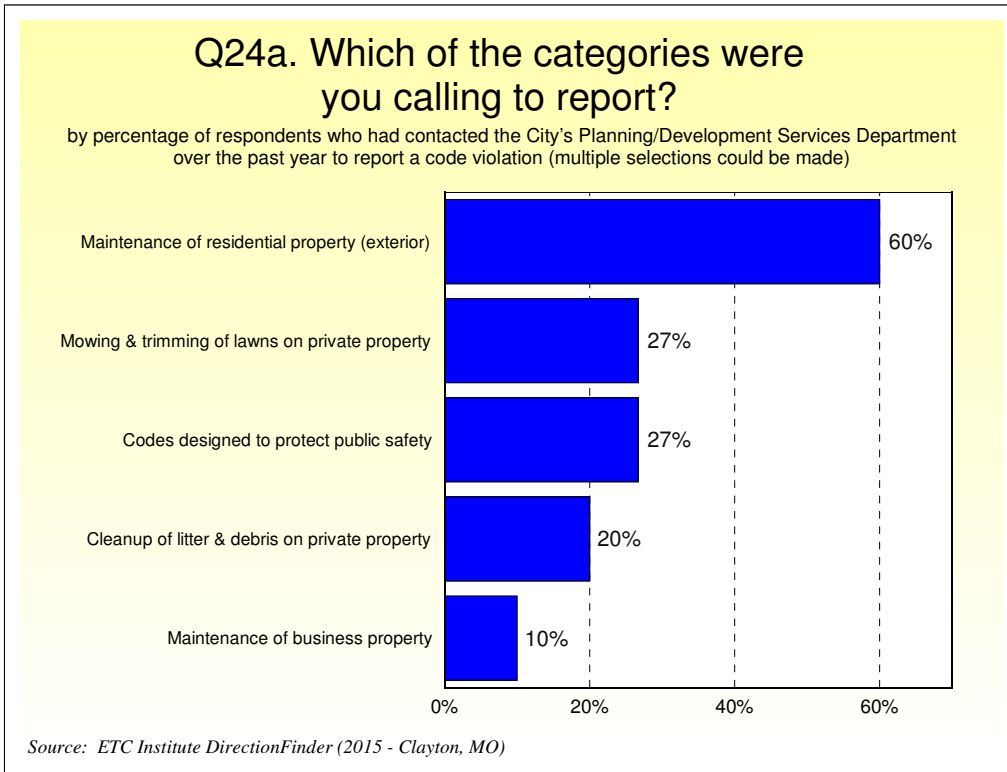
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

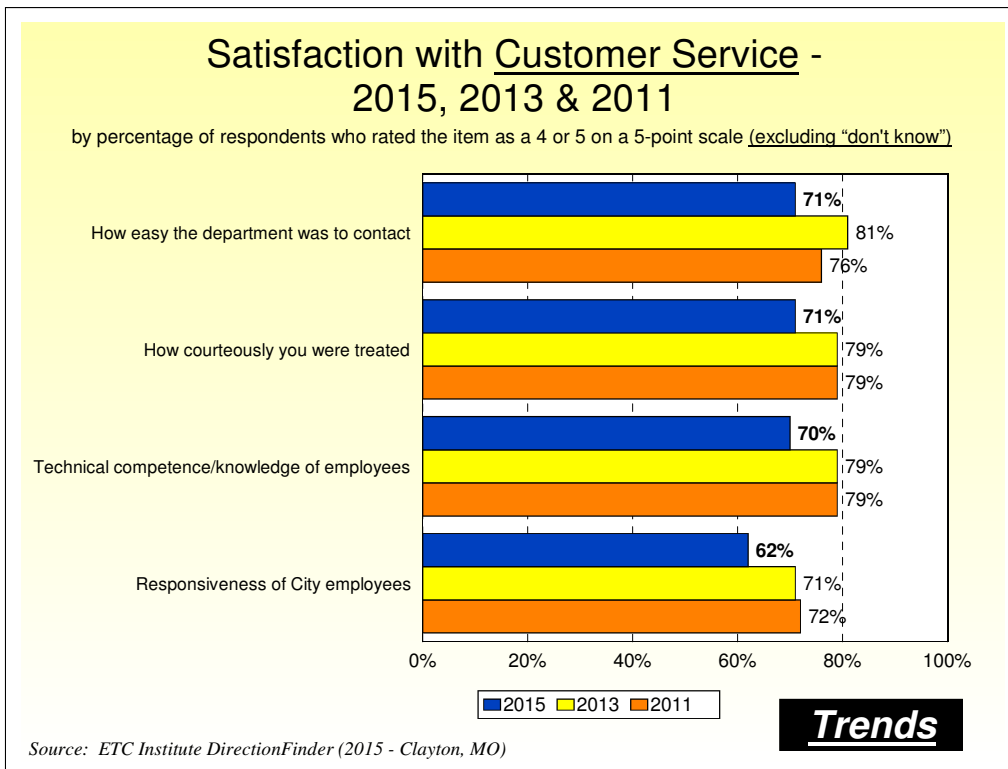
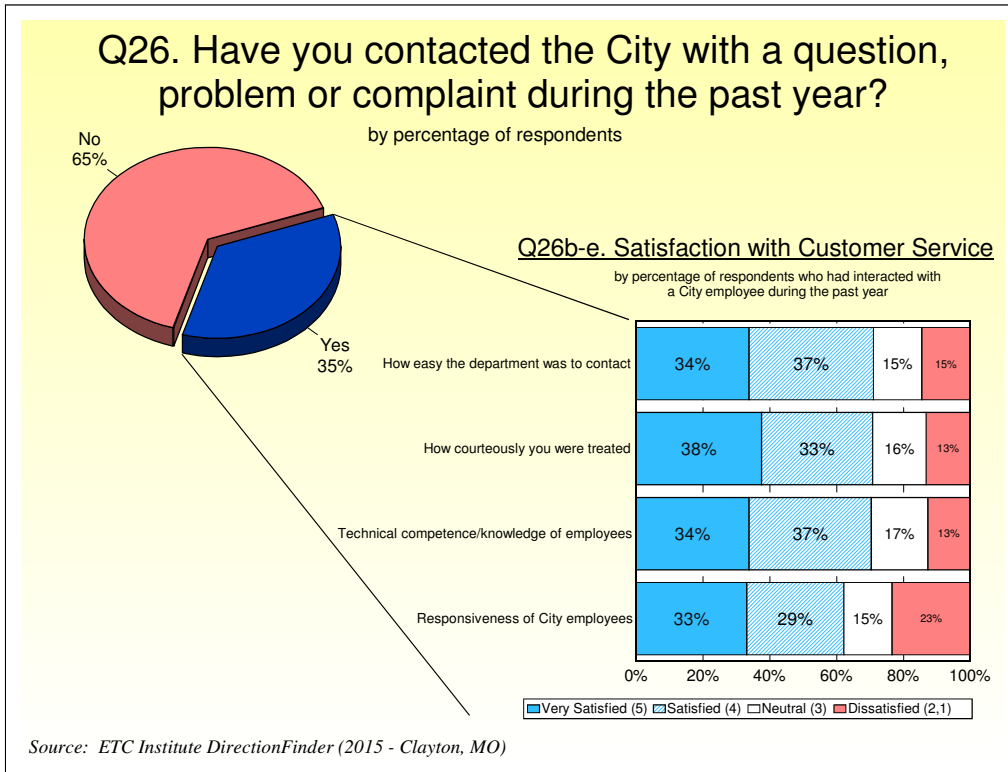


Source: ETC Institute DirectionFinder (2015 - Clayton, MO)



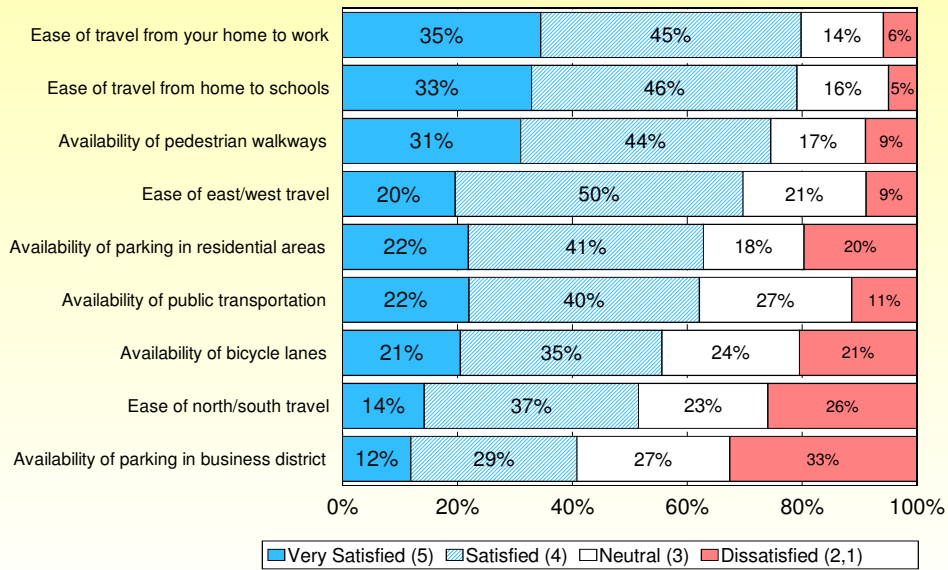






### Q27. Satisfaction with Transportation in Clayton

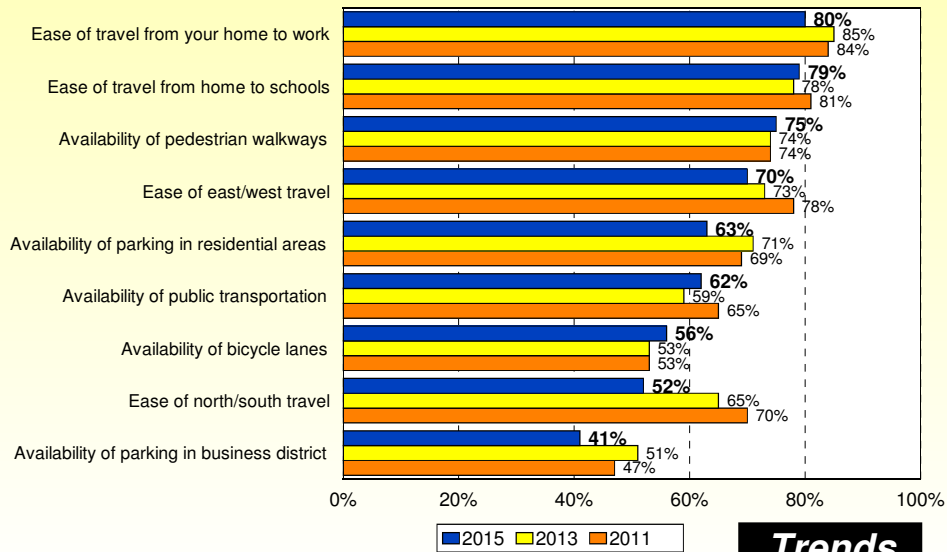
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2015- Clayton, MO)

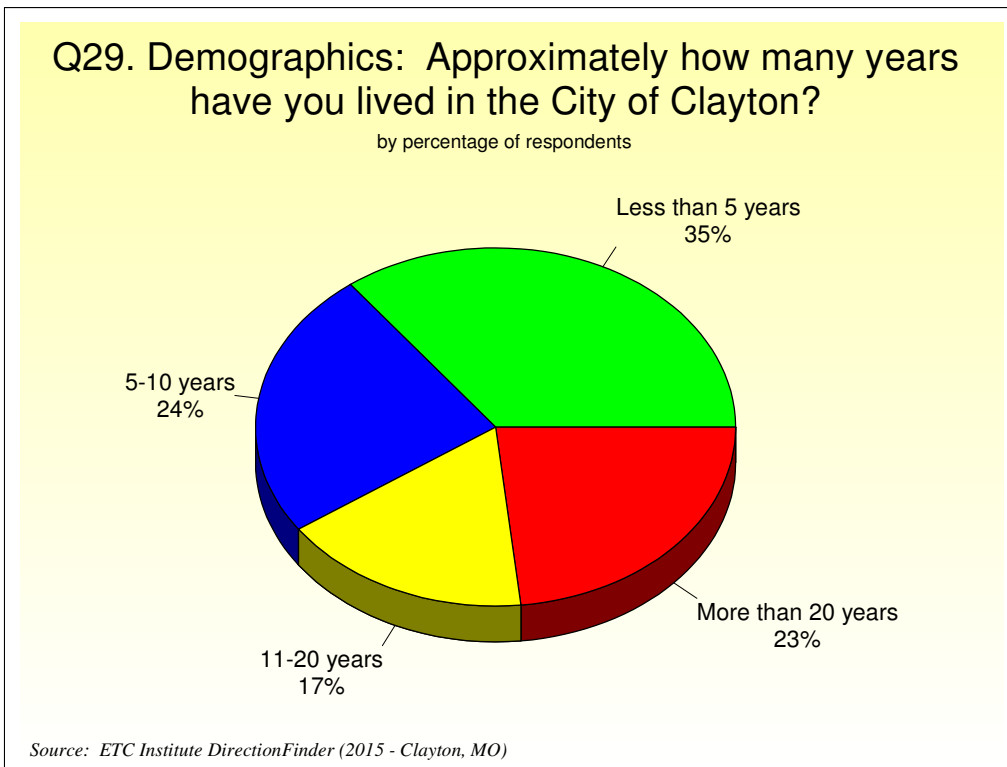
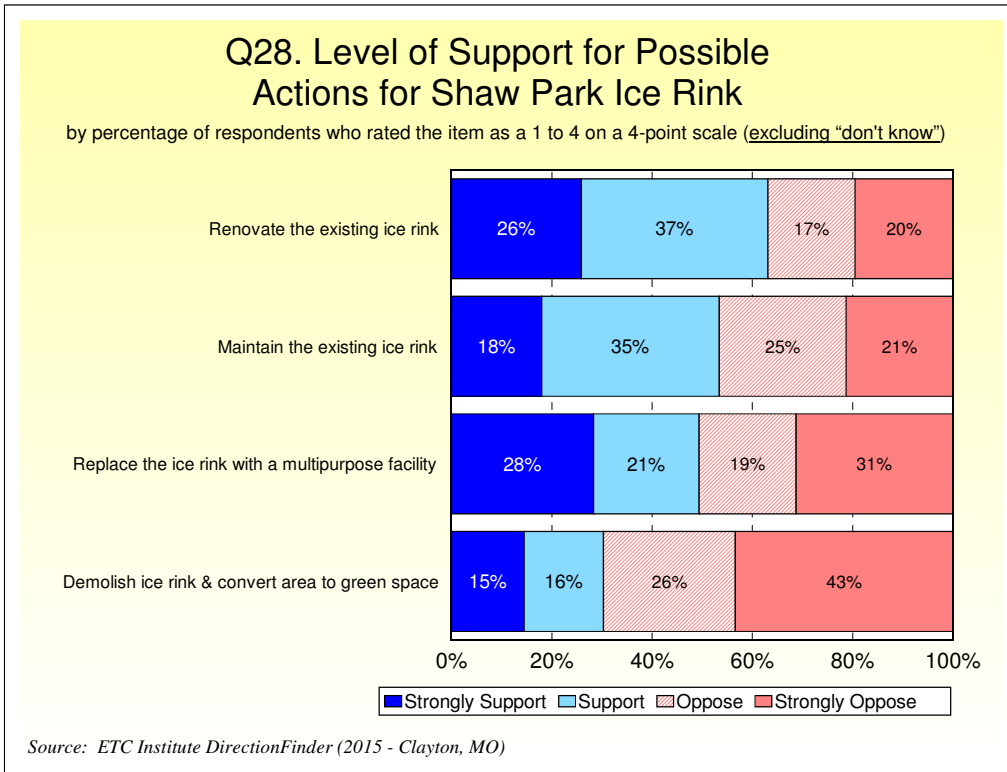
### Satisfaction with Transportation in Clayton - 2015, 2013 & 2011

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



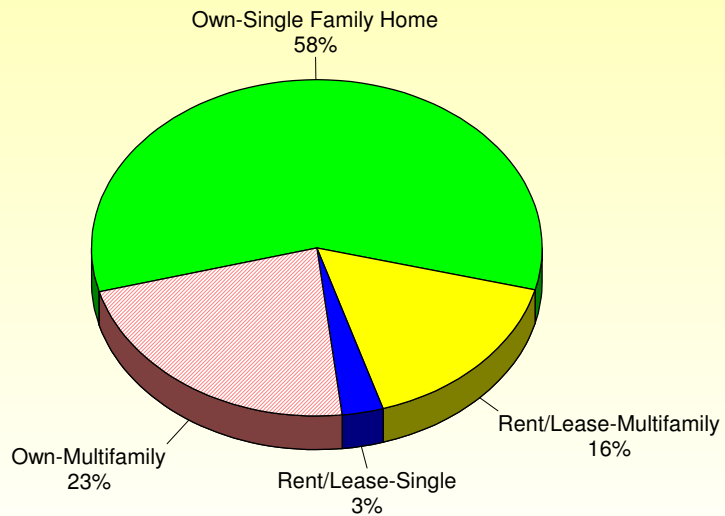
Source: ETC Institute DirectionFinder (2015- Clayton, MO)

**Trends**



### Q31. Demographics: In what kind of home do you live?

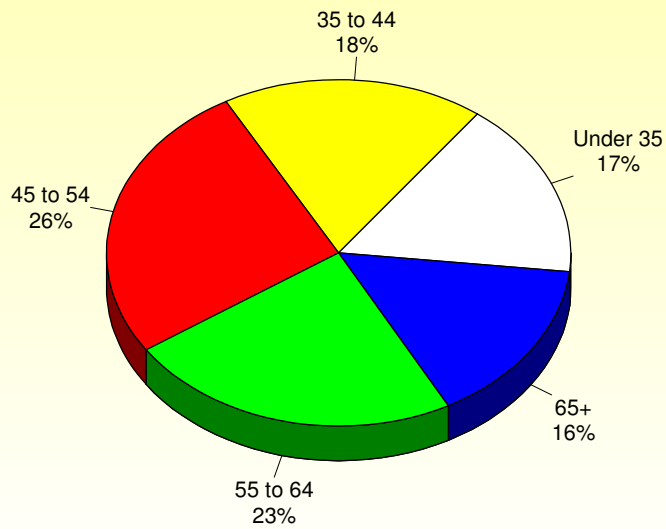
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q32. Demographics: Age of Respondents

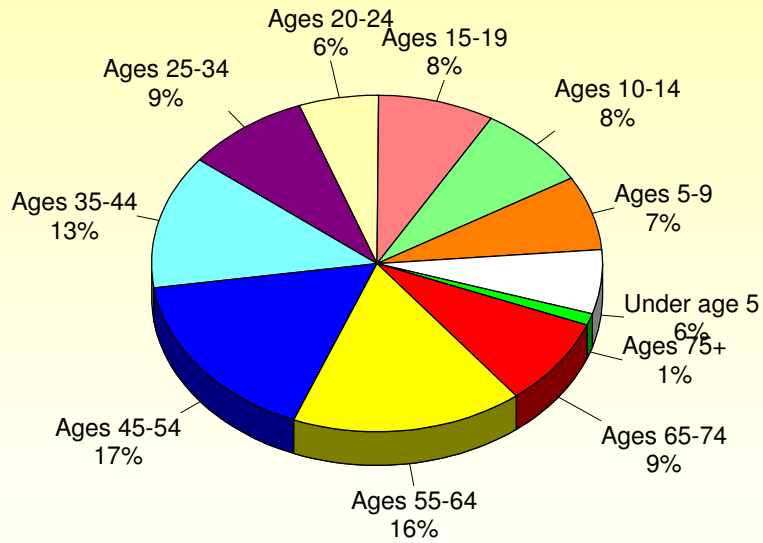
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q33. Demographics: Ages of Household Occupants

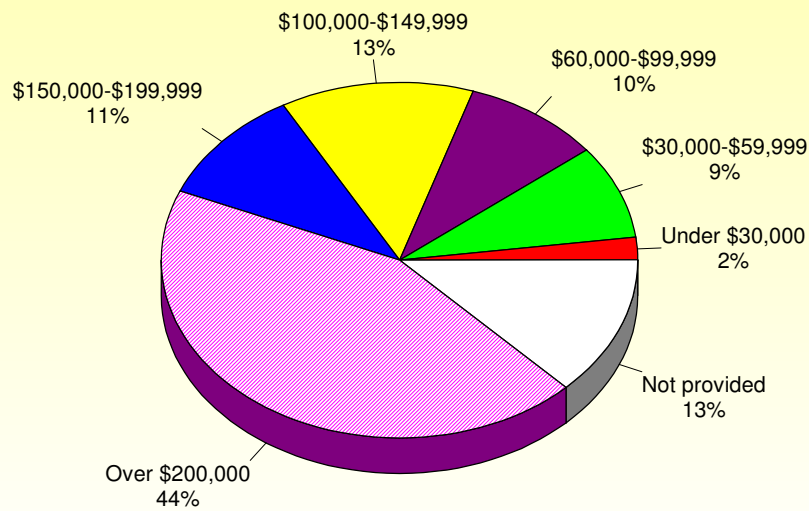
by percentage of persons in households



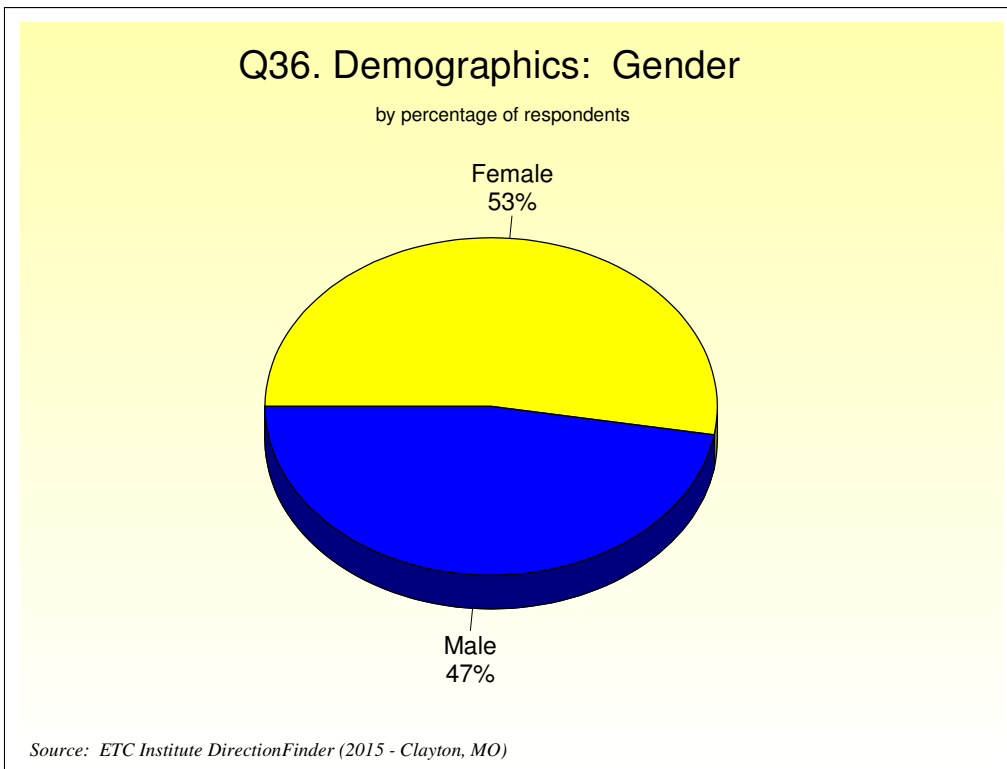
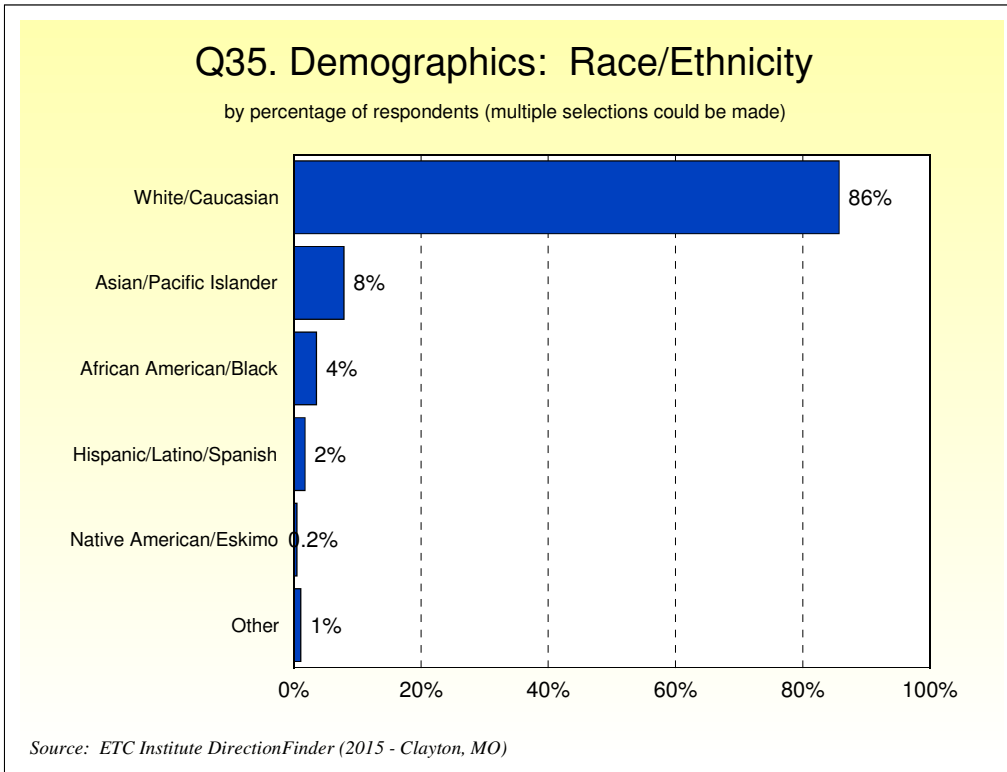
Source: ETC Institute DirectionFinder (2015 - Clayton, MO)

### Q34. Demographics: Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Clayton, MO)



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

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# 2015 *DirectionFinder*<sup>®</sup> Survey Benchmarking Summary Report

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## Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of more than 4,000 residents across the United States and (2) a regional survey that was administered during the fall of 2014 to a random sample of more than 400 residents in Kansas and Missouri.

## Interpreting the Charts

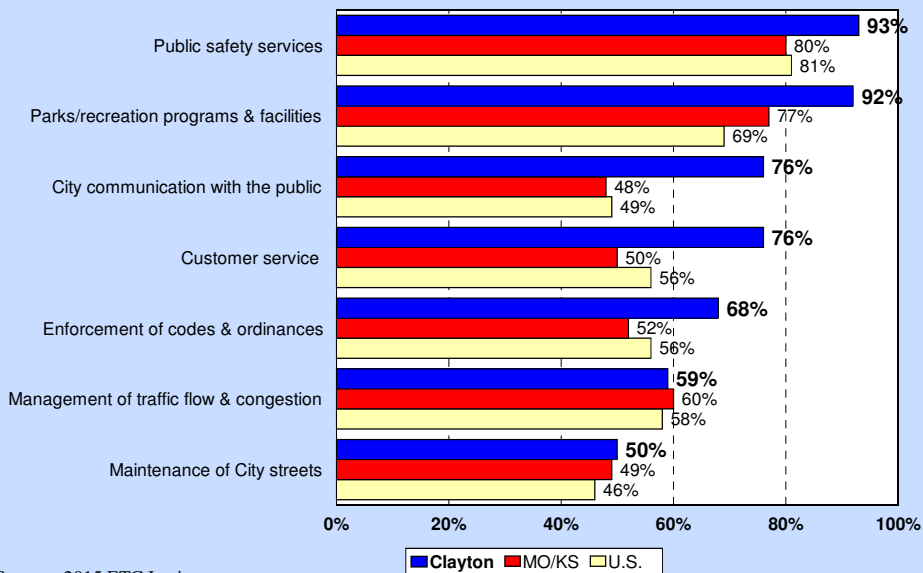
The charts on the following pages show how the overall results for Clayton compare to the a U.S. national and regional averages based on the results of the 2014 survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States, and the regional survey administered to more than 400 residents living in communities throughout Missouri and Kansas. The City of Clayton's results are shown in blue, the Missouri/Kansas averages are shown in red and the National averages are shown in yellow in the charts on the following pages.

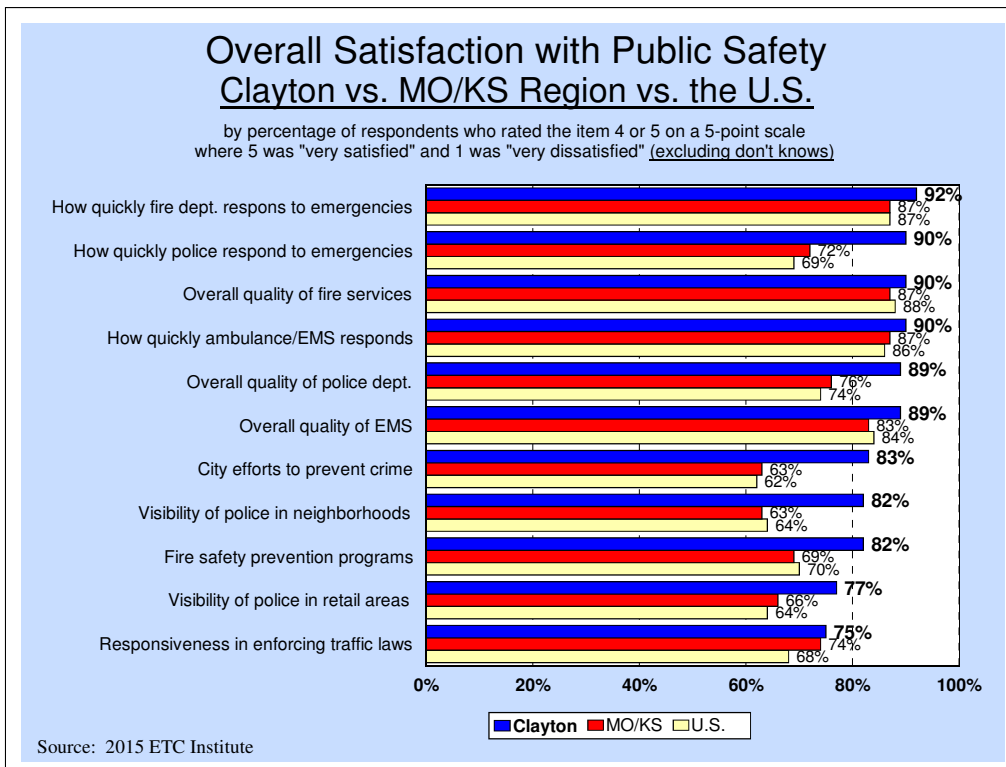
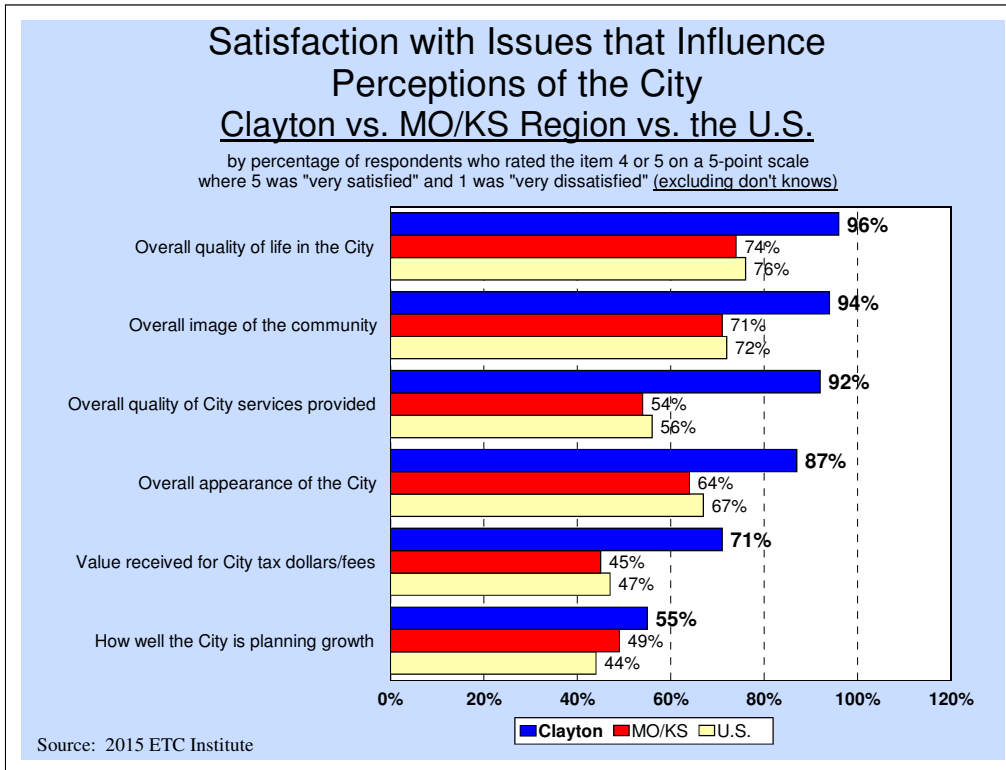
# National Benchmarks

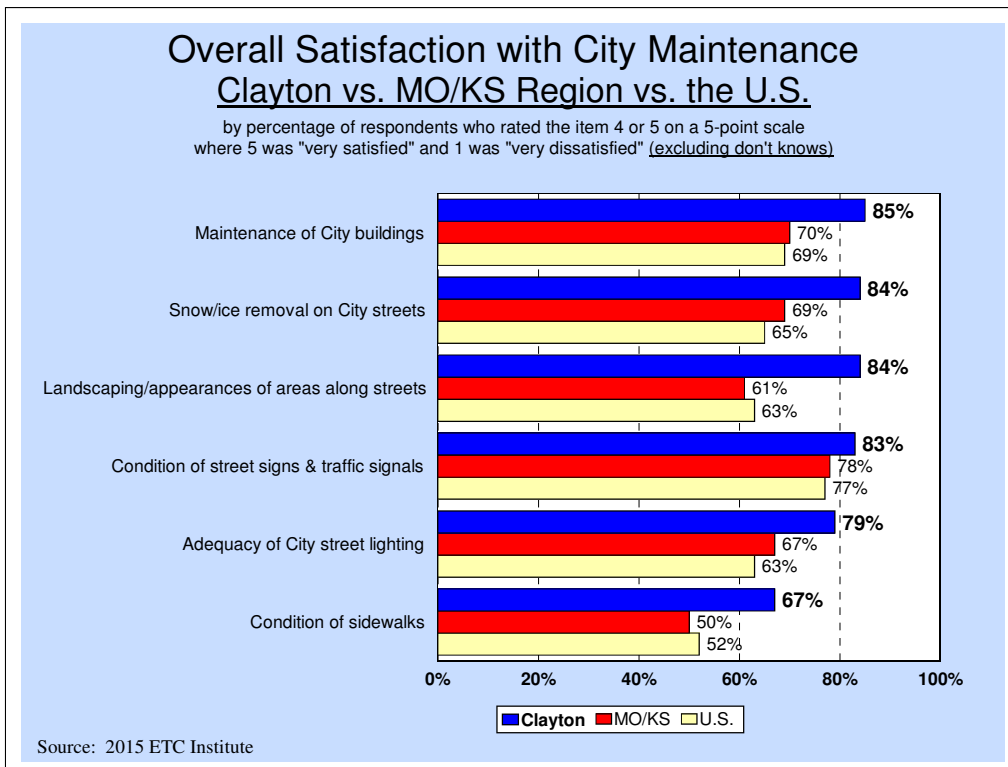
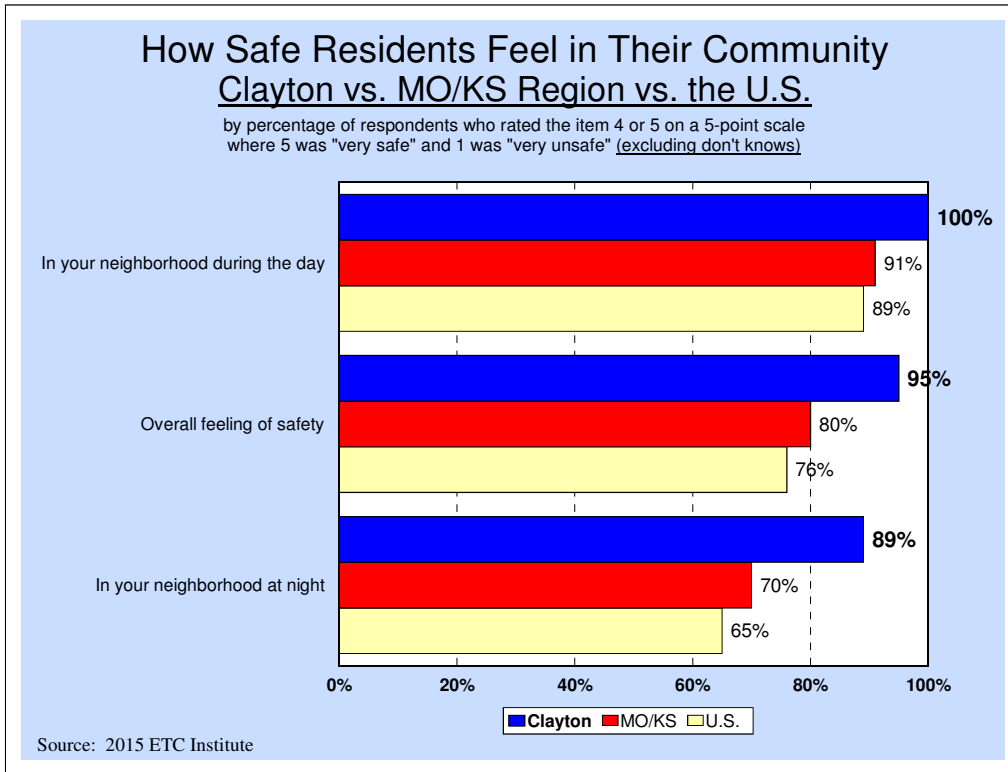
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Clayton, Missouri is not authorized without written consent from ETC Institute.**

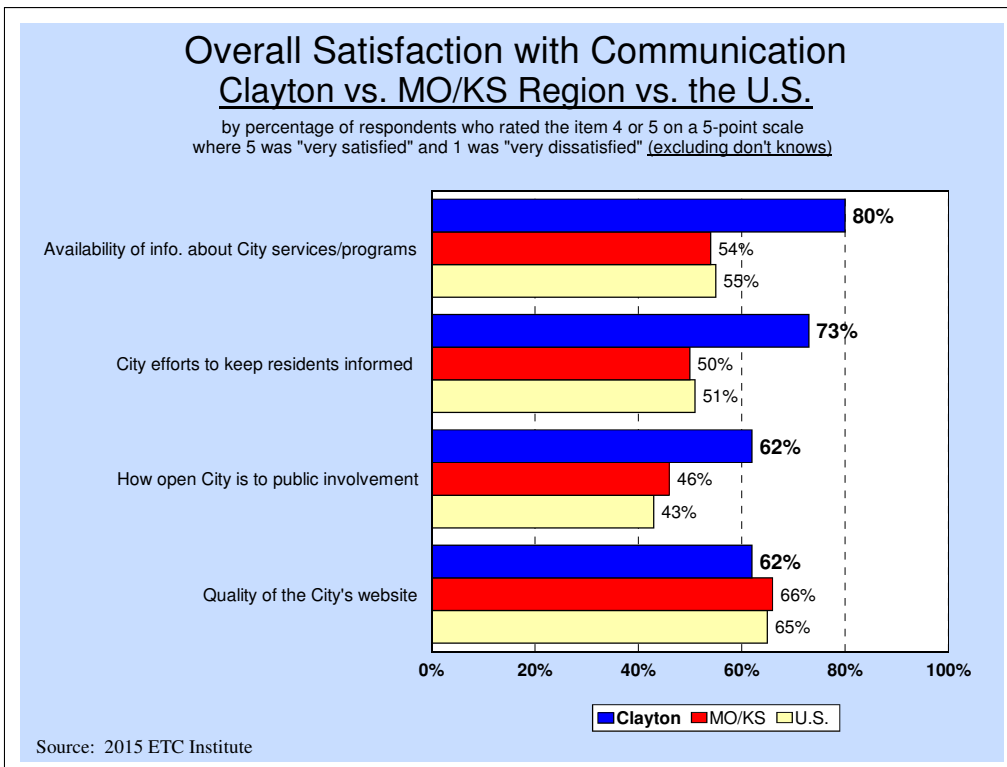
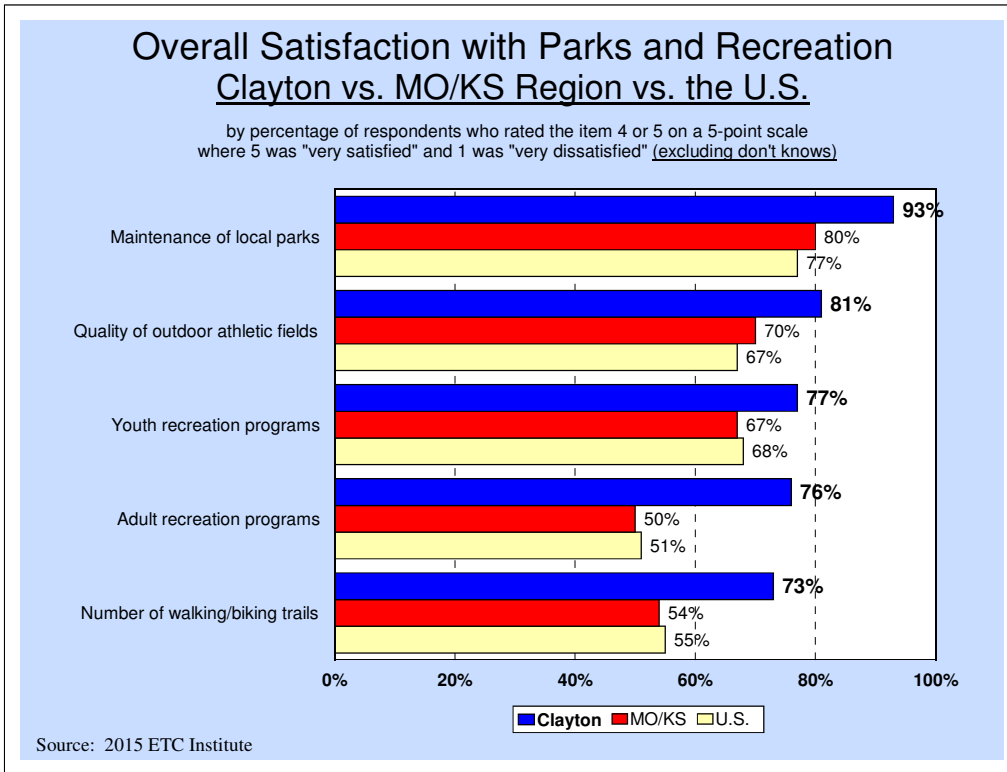
## Overall Satisfaction with Various City Services Clayton vs. MO/KS Region vs. the U.S.

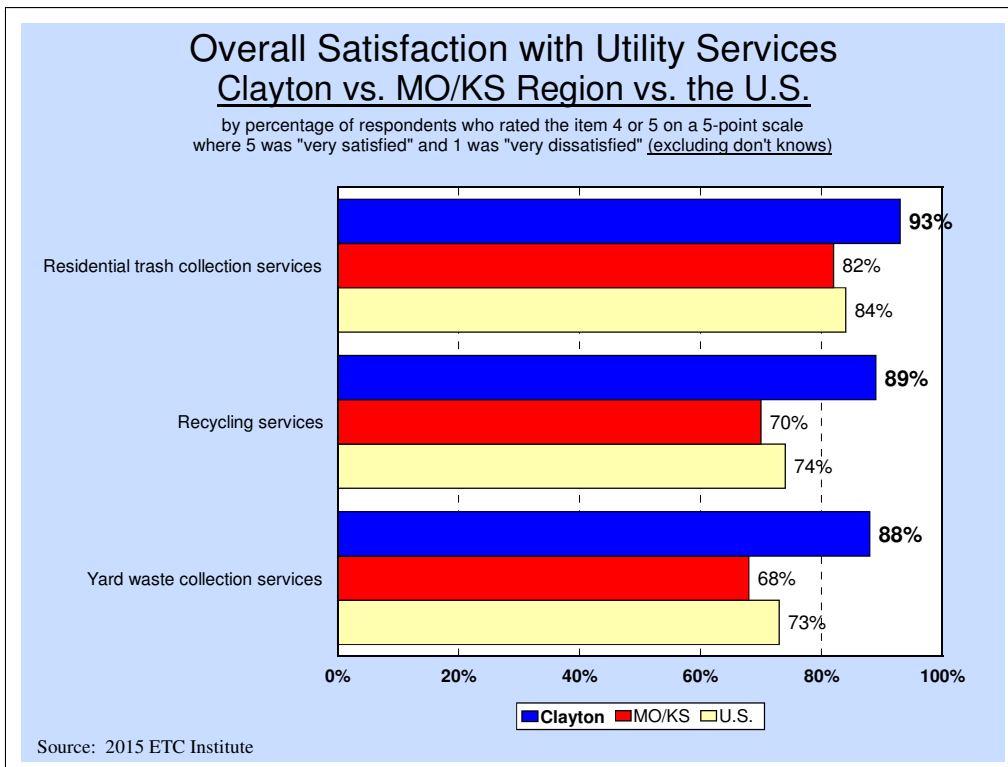
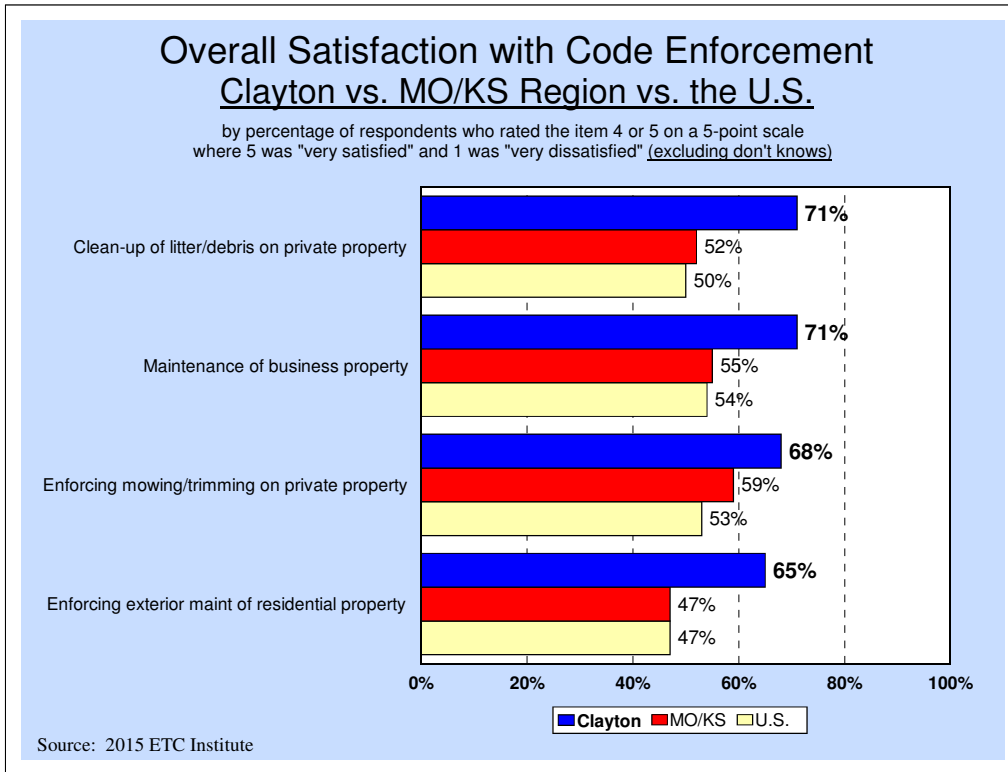
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

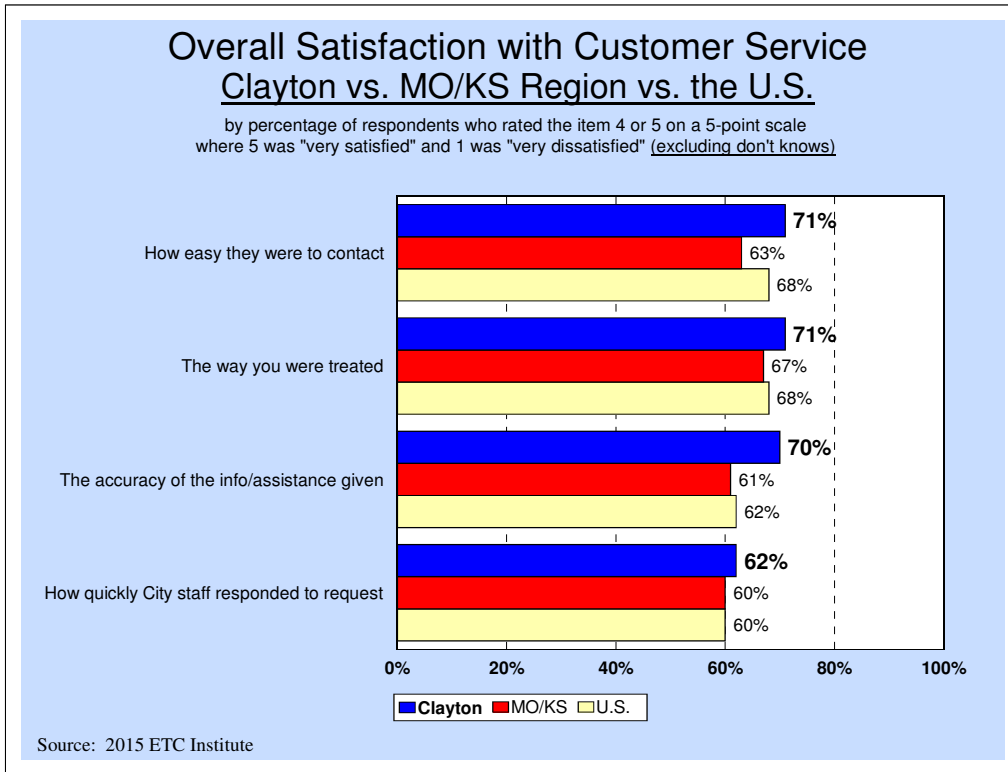












**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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## Importance-Satisfaction Analysis

### The City of Clayton, Missouri

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#### Overview

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

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

#### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major services they thought were the most important for the City to provide. Fifty percent (50%) of residents selected "flow of traffic & congestion management" as one of the most important major services to provide.

With regard to satisfaction, fifty-nine percent (59%) of the residents surveyed rated their overall satisfaction with “flow of traffic & congestion management” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “flow of traffic & congestion management” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 50% was multiplied by 41% (1-0.59). This calculation yielded an I-S rating of 0.205, which ranked second out of nine major City services.

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

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

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

## Interpreting the Ratings

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

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

The results for Clayton are provided on the following page.

## Importance-Satisfaction Rating

### City of Clayton, Missouri

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Maintenance of City streets	71%	1	50%	8	0.3550	1
Flow of traffic & congestion management	50%	2	59%	7	0.2050	2
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of City codes & ordinances	19%	5	68%	6	0.0608	3
Effectiveness of City communication with citizens	18%	6	76%	5	0.0432	4
Quality of parks & recreation programs/facilities	35%	4	92%	2	0.0280	5
Quality of public safety services	38%	3	93%	1	0.0266	6
Quality of customer service you receive	11%	7	76%	4	0.0264	7
Maintenance of City buildings/facilities	11%	8	83%	3	0.0187	8

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Clayton, Missouri

### Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
City's efforts to prevent crime	37%	1	83%	9	0.0629	1
Visibility of police in my neighborhoods	30%	2	82%	11	0.0540	2
Fairness of Police Department's practices	14%	5	74%	15	0.0364	3
Visibility of police in retail areas	15%	4	77%	13	0.0345	4
Treatment of Clayton Police Dept to all citizens	20%	3	83%	10	0.0340	5
City's municipal court	8%	10	66%	16	0.0272	6
Responsiveness of Police in enforcing traffic laws	9%	8	75%	14	0.0225	7
Attitude/behavior of Police personnel to citizens	11%	7	86%	8	0.0154	8
Competency of Clayton Police Dept	12%	6	89%	6	0.0132	9
Effectiveness of fire prevention/safety programs	5%	15	82%	12	0.0090	10
How quickly police respond to emergencies	8%	9	90%	2	0.0080	11
Quality of Clayton Fire Department	6%	11	90%	3	0.0060	12
Competency of Fire Dept & ambulance service	6%	12	90%	5	0.0060	13
How quickly ambulance/EMS responds	5%	14	90%	4	0.0050	14
How quickly Fire Department responds	6%	13	92%	1	0.0048	15
Quality of Clayton EMS	4%	16	89%	7	0.0044	16

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Clayton, Missouri

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Condition of City sidewalks	55%	1	67%	7	0.1815	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Satisfaction with tree trimming/replacement	28%	6	74%	6	0.0728	<b>2</b>
Adequacy of City street lighting	30%	5	79%	5	0.0630	<b>3</b>
Snow removal on major City streets	34%	2	84%	2	0.0544	<b>4</b>
Maintenance of street signs & traffic signals	32%	4	83%	4	0.0544	<b>5</b>
Landscaping/appearance public areas along streets	33%	3	84%	3	0.0528	<b>6</b>
Maintenance of City buildings	14%	7	85%	1	0.0210	<b>7</b>

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

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Clayton, Missouri

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Number of walking & biking trails	43%	2	73%	8	0.1161	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
City's adult fitness programs	21%	3	76%	7	0.0504	<b>2</b>
City's youth fitness programs	21%	4	77%	6	0.0483	<b>3</b>
Maintenance of City Parks	50%	1	93%	1	0.0350	<b>4</b>
Availability of information about City parks	15%	5	82%	3	0.0270	<b>5</b>
Quality of outdoor athletic fields	14%	7	81%	4	0.0266	<b>6</b>
Number of outdoor athletic fields	8%	8	78%	5	0.0176	<b>7</b>
How close neighborhood parks are to your home	14%	6	88%	2	0.0168	<b>8</b>

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

**Most Important %:**

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

**Satisfaction %:**

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

## 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.

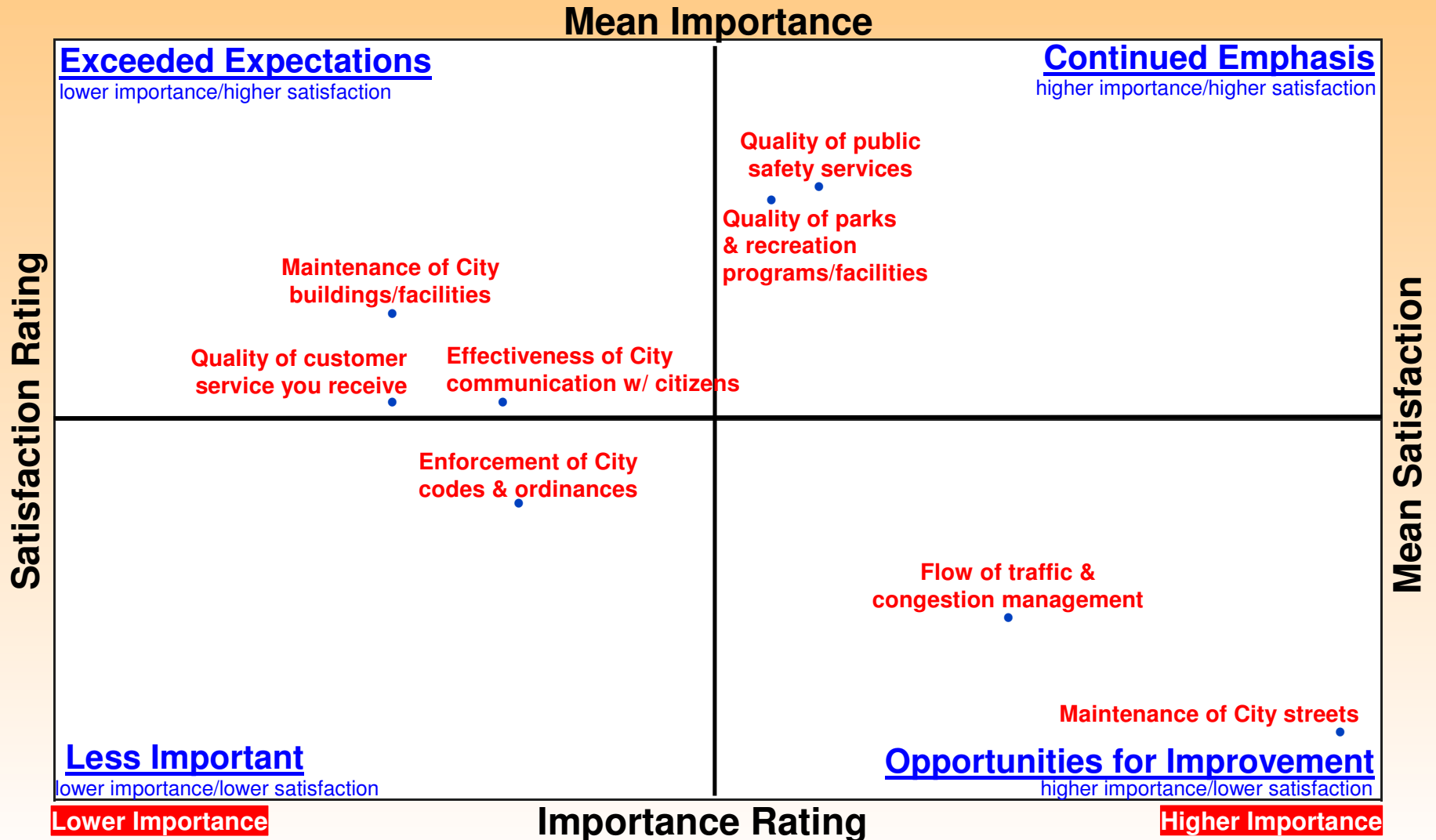
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2015 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Overall-

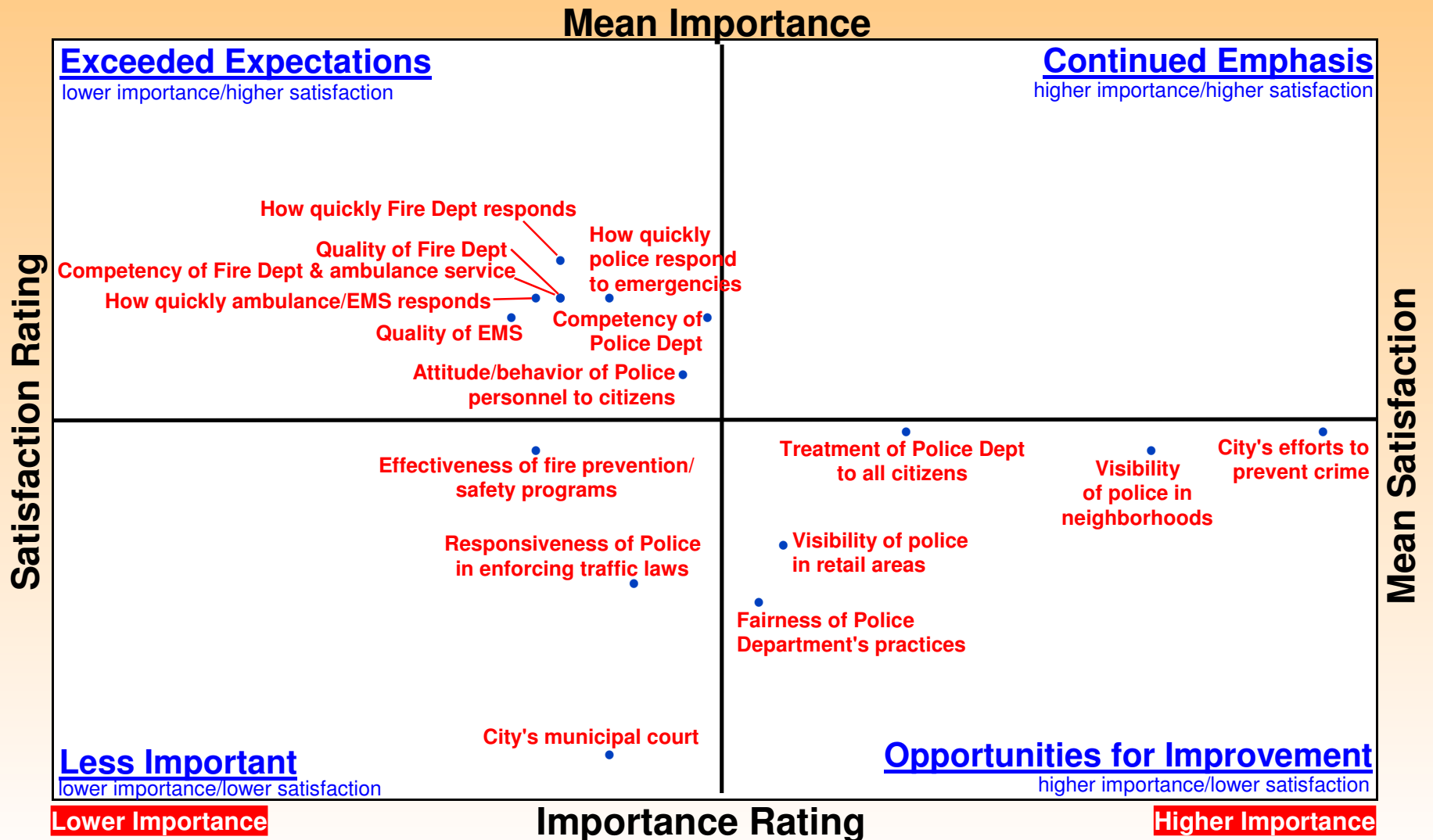
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2015 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

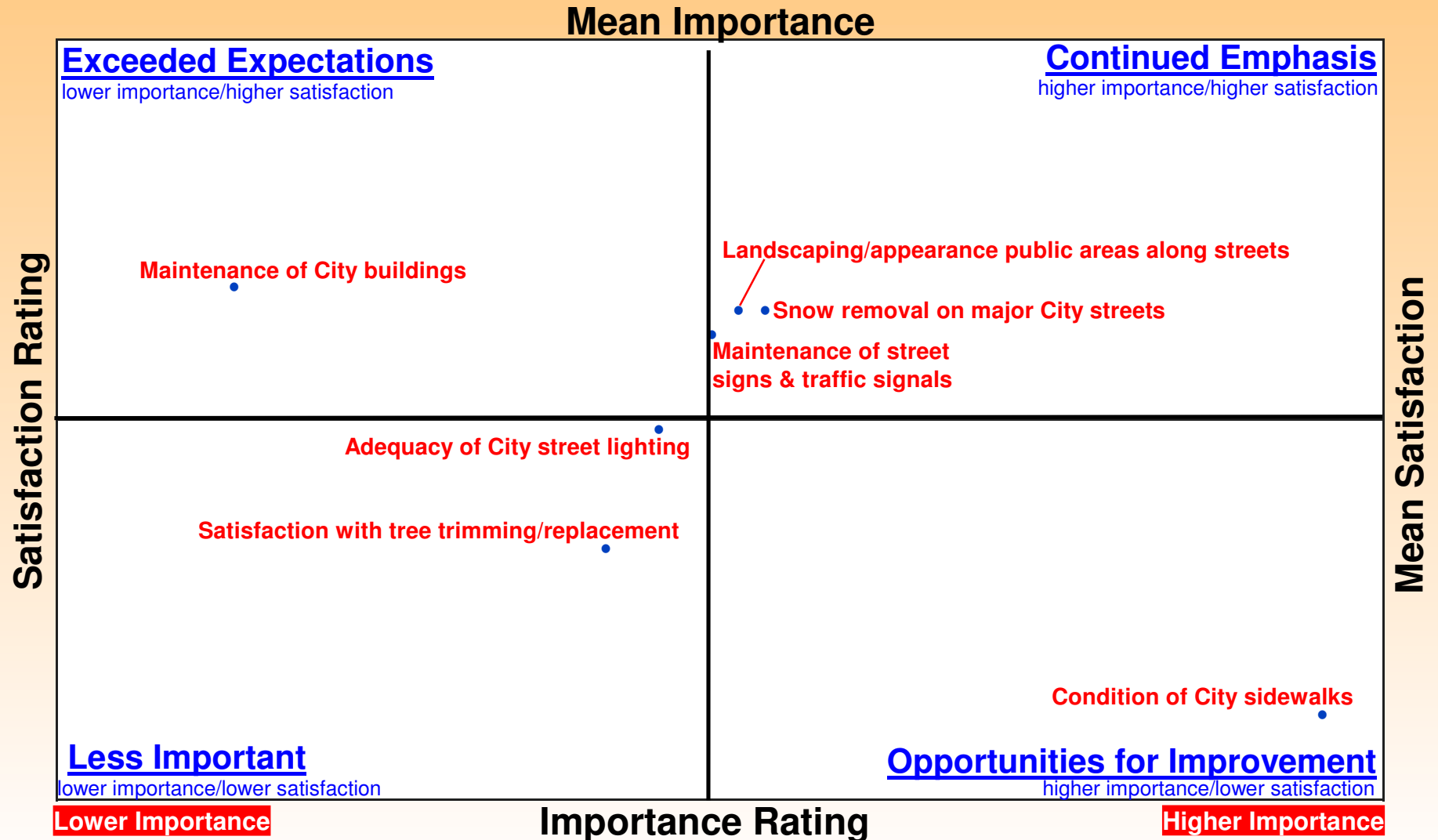
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2015 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance and Public Works-

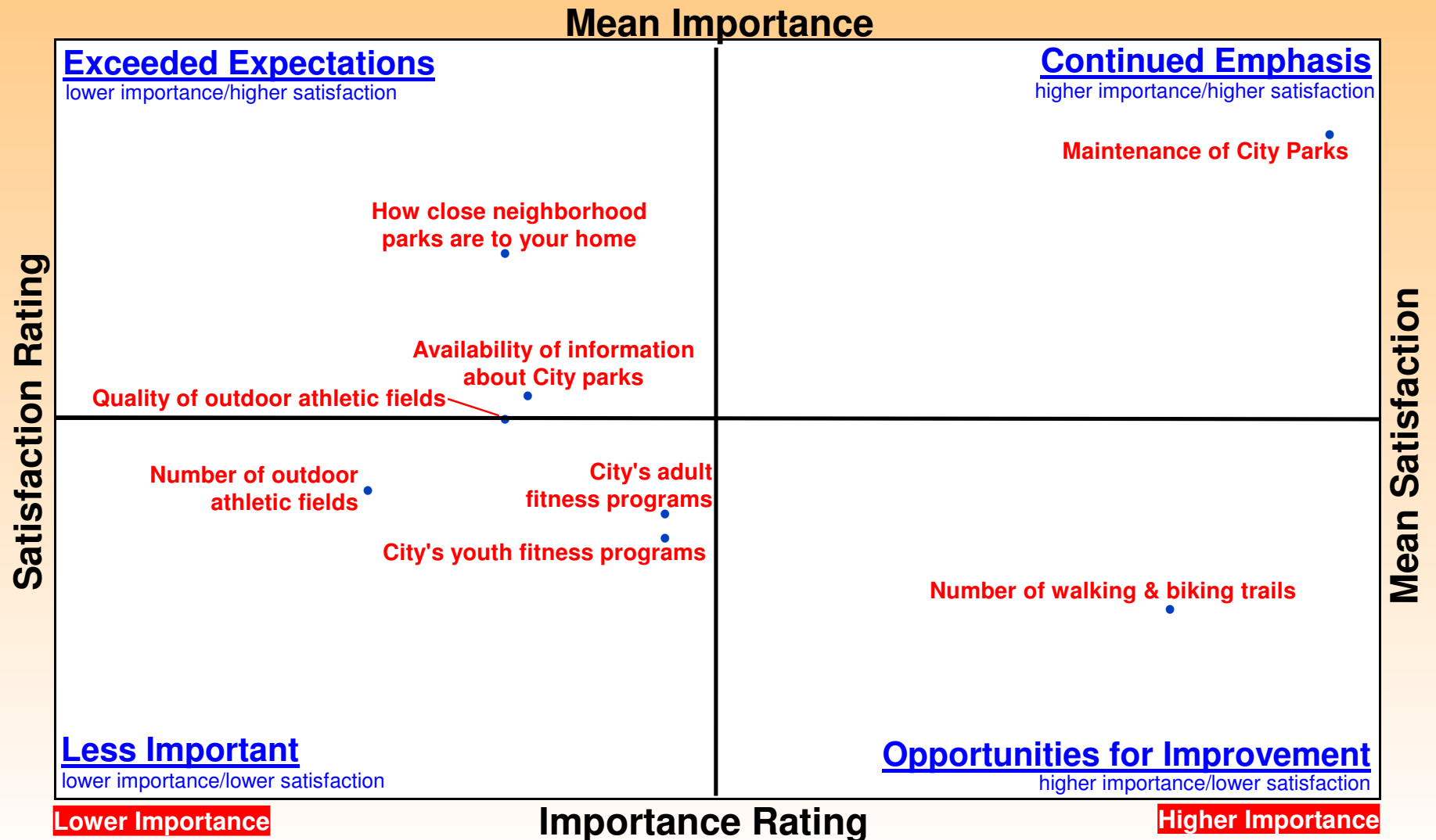
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2015 City of Clayton Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

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



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

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

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of public safety services-police, fire & ambulance/emergency medical (EMS)	59.0%	26.1%	5.0%	1.6%	0.2%	8.2%
Q1b. Overall quality of City parks & recreation programs & facilities	51.9%	37.9%	5.2%	1.8%	0.5%	2.7%
Q1c. Overall maintenance of City streets	18.6%	30.4%	19.3%	20.9%	9.8%	1.1%
Q1d. Overall maintenance of City buildings/facilities	30.6%	42.0%	13.6%	0.5%	0.9%	12.5%
Q1e. Overall enforcement of City codes & ordinances for buildings & housing	24.0%	31.7%	17.7%	5.7%	2.9%	17.9%
Q1f. Overall quality of customer service you receive from City employees	26.3%	40.6%	12.5%	4.8%	2.3%	13.6%
Q1g. Overall effectiveness of City communication with citizens	32.0%	41.5%	14.7%	5.0%	3.4%	3.4%
Q1h. Overall flow of traffic & congestion management in City	17.2%	40.4%	24.0%	12.5%	4.3%	1.6%

**WITHOUT DON'T KNOW**

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

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of public safety services-police, fire & ambulance/emergency medical (EMS)	64.2%	28.4%	5.4%	1.7%	0.2%
Q1b. Overall quality of City parks & recreation programs & facilities	53.4%	38.9%	5.4%	1.9%	0.5%
Q1c. Overall maintenance of City streets	18.8%	30.7%	19.5%	21.1%	9.9%
Q1d. Overall maintenance of City buildings/facilities	35.0%	47.9%	15.5%	0.5%	1.0%
Q1e. Overall enforcement of City codes & ordinances for buildings & housing	29.3%	38.7%	21.5%	6.9%	3.6%
Q1f. Overall quality of customer service you receive from City employees	30.4%	47.0%	14.4%	5.5%	2.6%
Q1g. Overall effectiveness of City communication with citizens	33.1%	43.0%	15.3%	5.2%	3.5%
Q1h. Overall flow of traffic & congestion management in City	17.5%	41.0%	24.4%	12.7%	4.4%

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q2. Top choice	Number	Percent
Quality of public safety services	77	17.5 %
Quality of City parks & recreation programs & facilities	34	7.7 %
Maintenance of City streets	170	38.5 %
Maintenance of City buildings/facilities	3	0.7 %
Enforcement of City codes & ordinances for buildings & housing	17	3.9 %
Quality of customer service you receive from City employees	6	1.4 %
Effectiveness of City communication with citizens	21	4.8 %
Flow of traffic & congestion management in City	77	17.5 %
None chosen	36	8.2 %
Total	441	100.0 %

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q2. 2nd choice	Number	Percent
Quality of public safety services	39	8.8 %
Quality of City parks & recreation programs & facilities	67	15.2 %
Maintenance of City streets	93	21.1 %
Maintenance of City buildings/facilities	21	4.8 %
Enforcement of City codes & ordinances for buildings & housing	26	5.9 %
Quality of customer service you receive from City employees	20	4.5 %
Effectiveness of City communication with citizens	30	6.8 %
Flow of traffic & congestion management in City	73	16.6 %
None chosen	72	16.3 %
Total	441	100.0 %

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	52	11.8 %
Quality of City parks & recreation programs & facilities	54	12.2 %
Maintenance of City streets	49	11.1 %
Maintenance of City buildings/facilities	23	5.2 %
Enforcement of City codes & ordinances for buildings & housing	42	9.5 %
Quality of customer service you receive from City employees	24	5.4 %
Effectiveness of City communication with citizens	30	6.8 %
Flow of traffic & congestion management in City	68	15.4 %
<u>None chosen</u>	<u>99</u>	<u>22.4 %</u>
Total	441	100.0 %

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	168	38.1 %
Quality of City parks & recreation programs & facilities	155	35.1 %
Maintenance of City streets	312	70.7 %
Maintenance of City buildings/facilities	47	10.7 %
Enforcement of City codes & ordinances for buildings & housing	85	19.3 %
Quality of customer service you receive from City employees	50	11.3 %
Effectiveness of City communication with citizens	81	18.4 %
Flow of traffic & congestion management in City	218	49.4 %
<u>None chosen</u>	<u>36</u>	<u>8.2 %</u>
Total	1152	

**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=441)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3a. Overall quality of services provided by City	44.2%	44.2%	6.1%	0.7%	0.7%	4.1%
Q3b. Overall value you receive for your City tax & fees	25.2%	42.2%	19.5%	6.6%	1.6%	5.0%
Q3c. Overall image of City	53.5%	39.0%	5.0%	0.7%	0.7%	1.1%
Q3d. How well City is planning & managing redevelopment	15.4%	32.7%	23.4%	10.7%	5.2%	12.7%
Q3e. Overall quality of life in City	54.4%	39.2%	3.6%	0.2%	0.2%	2.3%
Q3f. Overall feeling of safety in City	57.0%	37.0%	3.2%	1.1%	0.5%	1.1%
Q3g. Quality of new residential development in City	24.1%	30.5%	22.7%	4.1%	2.7%	15.9%
Q3h. Quality of new commercial development in City	19.8%	30.9%	24.1%	8.6%	2.7%	13.9%
Q3i. Quality of plan review & permitting services	12.6%	20.5%	23.1%	7.3%	4.6%	32.0%
Q3j. Overall appearance of City	33.1%	52.2%	10.0%	2.7%	0.5%	1.6%
Q3k. Quality of special events & cultural opportunities	35.7%	43.9%	14.1%	1.8%	0.7%	3.9%
Q3l. Recreational opportunities in City	39.5%	46.9%	8.4%	1.6%	0.5%	3.2%

**WITHOUT DON'T KNOW**

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

(N=441)

	Excellent	Good	Neutral	Below Average	Poor
Q3a. Overall quality of services provided by City	46.1%	46.1%	6.4%	0.7%	0.7%
Q3b. Overall value you receive for your City tax & fees	26.5%	44.4%	20.5%	6.9%	1.7%
Q3c. Overall image of City	54.1%	39.4%	5.0%	0.7%	0.7%
Q3d. How well City is planning & managing redevelopment	17.7%	37.4%	26.8%	12.2%	6.0%
Q3e. Overall quality of life in City	55.7%	40.1%	3.7%	0.2%	0.2%
Q3f. Overall feeling of safety in City	57.7%	37.5%	3.2%	1.1%	0.5%
Q3g. Quality of new residential development in City	28.6%	36.2%	27.0%	4.9%	3.2%
Q3h. Quality of new commercial development in City	23.0%	35.9%	28.0%	10.0%	3.2%
Q3i. Quality of plan review & permitting services	18.5%	30.2%	33.9%	10.7%	6.7%
Q3j. Overall appearance of City	33.6%	53.0%	10.1%	2.8%	0.5%
Q3k. Quality of special events & cultural opportunities	37.1%	45.6%	14.7%	1.9%	0.7%
Q3l. Recreational opportunities in City	40.7%	48.5%	8.7%	1.6%	0.5%

**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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Visibility of police in my neighborhood	33.9%	45.9%	13.2%	4.8%	0.2%	2.0%
Q4b. Visibility of police in retail areas	26.8%	43.9%	19.3%	1.8%	0.2%	8.0%
Q4c. City's efforts to prevent crime	32.0%	42.0%	12.3%	2.7%	0.2%	10.7%
Q4d. How quickly police respond to emergencies	42.3%	22.0%	5.9%	0.5%	0.5%	28.9%
Q4e. Overall competency of Clayton Police Dept	44.2%	30.6%	7.7%	1.1%	0.5%	15.9%
Q4f. Overall attitude & behavior of Police Department personnel toward citizens	44.2%	29.7%	9.5%	1.1%	1.4%	14.1%
Q4g. Treatment of Clayton Police Dept to all citizens	35.5%	29.2%	10.9%	2.1%	0.7%	21.6%
Q4h. Responsiveness of Police Dept in enforcing local traffic laws	30.5%	29.8%	15.5%	3.6%	0.9%	19.8%
Q4i. Fairness of Police Department's practices in enforcing local traffic laws	26.4%	28.0%	13.6%	4.3%	0.7%	27.0%
Q4j. Overall quality of Clayton Fire Department	44.5%	21.4%	7.3%	0.2%	0.0%	26.6%
Q4k. Overall quality of Clayton EMS	42.5%	19.1%	7.5%	0.0%	0.2%	30.7%
Q4l. Effectiveness of fire prevention/safety programs	31.2%	21.0%	10.9%	0.0%	0.2%	36.7%
Q4m. How quickly Fire Department responds	39.1%	17.7%	4.8%	0.0%	0.0%	38.4%
Q4n. How quickly ambulance/EMS responds	37.8%	15.7%	5.9%	0.0%	0.0%	40.5%
Q4o. Overall competency of Clayton Fire Dept, including ambulance service	41.1%	20.7%	6.6%	0.2%	0.0%	31.4%
Q4p. City's municipal court	14.1%	16.6%	14.3%	1.1%	0.7%	53.2%

**WITHOUT DON'T KNOW**

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

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Visibility of police in my neighborhood	34.6%	46.9%	13.5%	4.9%	0.2%
Q4b. Visibility of police in retail areas	29.1%	47.7%	21.0%	2.0%	0.2%
Q4c. City's efforts to prevent crime	35.9%	47.1%	13.7%	3.1%	0.3%
Q4d. How quickly police respond to emergencies	59.4%	31.0%	8.3%	0.6%	0.6%
Q4e. Overall competency of Clayton Police Dept	52.6%	36.4%	9.2%	1.3%	0.5%
Q4f. Overall attitude & behavior of Police Department personnel toward citizens	51.5%	34.6%	11.1%	1.3%	1.6%
Q4g. Treatment of Clayton Police Dept to all citizens	45.3%	37.2%	14.0%	2.6%	0.9%
Q4h. Responsiveness of Police Dept in enforcing local traffic laws	38.0%	37.1%	19.3%	4.5%	1.1%
Q4i. Fairness of Police Department's practices in enforcing local traffic laws	36.1%	38.3%	18.7%	5.9%	0.9%
Q4j. Overall quality of Clayton Fire Department	60.7%	29.1%	9.9%	0.3%	0.0%
Q4k. Overall quality of Clayton EMS	61.3%	27.5%	10.8%	0.0%	0.3%
Q4l. Effectiveness of fire prevention/safety programs	49.3%	33.1%	17.3%	0.0%	0.4%
Q4m. How quickly Fire Department responds	63.5%	28.8%	7.7%	0.0%	0.0%
Q4n. How quickly ambulance/EMS responds	63.6%	26.4%	10.0%	0.0%	0.0%
Q4o. Overall competency of Clayton Fire Dept, including ambulance service	59.9%	30.1%	9.6%	0.3%	0.0%
Q4p. City's municipal court	30.1%	35.4%	30.6%	2.4%	1.5%

**Q5. Which THREE of the public safety items listed in Question 4 above would you recommend receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	67	15.2 %
Visibility of police in retail areas	12	2.7 %
City's efforts to prevent crime	79	17.9 %
How quickly police respond to emergencies	13	2.9 %
Overall competency of Clayton Police Dept	16	3.6 %
Attitude & behavior of Police Department personnel toward citizens	16	3.6 %
Treatment of Clayton Police Dept to all citizens	36	8.2 %
Responsiveness of Police Dept in enforcing local traffic laws	13	2.9 %
Fairness of Police Department's practices in enforcing local traffic laws	24	5.4 %
Overall quality of Clayton Fire Department	2	0.5 %
Overall quality of Clayton EMS	3	0.7 %
Effectiveness of fire prevention/safety programs	7	1.6 %
How quickly Fire Department responds	4	0.9 %
How quickly ambulance/EMS responds	4	0.9 %
Overall competency of Clayton Fire Dept, including ambulance service	2	0.5 %
City's municipal court	18	4.1 %
None chosen	125	28.3 %
Total	441	100.0 %

**Q5. Which THREE of the public safety items listed in Question 4 above would you recommend receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	36	8.2 %
Visibility of police in retail areas	32	7.3 %
City's efforts to prevent crime	49	11.1 %
How quickly police respond to emergencies	10	2.3 %
Overall competency of Clayton Police Dept	17	3.9 %
Attitude & behavior of Police Department personnel toward citizens	19	4.3 %
Treatment of Clayton Police Dept to all citizens	29	6.6 %
Responsiveness of Police Dept in enforcing local traffic laws	17	3.9 %
Fairness of Police Department's practices in enforcing local traffic laws	21	4.8 %
Overall quality of Clayton Fire Department	12	2.7 %
Overall quality of Clayton EMS	2	0.5 %
Effectiveness of fire prevention/safety programs	9	2.0 %
How quickly Fire Department responds	10	2.3 %
How quickly ambulance/EMS responds	7	1.6 %
Overall competency of Clayton Fire Dept, including ambulance service	9	2.0 %
City's municipal court	9	2.0 %
<u>None chosen</u>	<u>153</u>	<u>34.7 %</u>
Total	441	100.0 %

**Q5. Which THREE of the public safety items listed in Question 4 above would you recommend receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	27	6.1 %
Visibility of police in retail areas	24	5.4 %
City's efforts to prevent crime	35	7.9 %
How quickly police respond to emergencies	14	3.2 %
Overall competency of Clayton Police Dept	20	4.5 %
Attitude & behavior of Police Department personnel toward citizens	12	2.7 %
Treatment of Clayton Police Dept to all citizens	23	5.2 %
Responsiveness of Police Dept in enforcing local traffic laws	9	2.0 %
Fairness of Police Department's practices in enforcing local traffic laws	16	3.6 %
Overall quality of Clayton Fire Department	13	2.9 %
Overall quality of Clayton EMS	13	2.9 %
Effectiveness of fire prevention/safety programs	7	1.6 %
How quickly Fire Department responds	10	2.3 %
How quickly ambulance/EMS responds	13	2.9 %
Overall competency of Clayton Fire Dept, including ambulance service	14	3.2 %
City's municipal court	10	2.3 %
<u>None chosen</u>	<u>181</u>	<u>41.0 %</u>
Total	441	100.0 %

**Q5. Which THREE of the public safety items listed in Question 4 above would you recommend receive the most emphasis from City leaders over the next TWO Years? (top 3)**

<u>Q5. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	130	29.5 %
Visibility of police in retail areas	68	15.4 %
City's efforts to prevent crime	163	37.0 %
How quickly police respond to emergencies	37	8.4 %
Overall competency of Clayton Police Dept	53	12.0 %
Attitude & behavior of Police Department personnel toward citizens	47	10.7 %
Treatment of Clayton Police Dept to all citizens	88	20.0 %
Responsiveness of Police Dept in enforcing local traffic laws	39	8.8 %
Fairness of Police Department's practices in enforcing local traffic laws	61	13.8 %
Overall quality of Clayton Fire Department	27	6.1 %
Overall quality of Clayton EMS	18	4.1 %
Effectiveness of fire prevention/safety programs	23	5.2 %
How quickly Fire Department responds	24	5.4 %
How quickly ambulance/EMS responds	24	5.4 %
Overall competency of Clayton Fire Dept, including ambulance service	25	5.7 %
City's municipal court	37	8.4 %
<u>None chosen</u>	<u>125</u>	<u>28.3 %</u>
Total	989	

**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=441)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q6a. Walking alone in your neighborhood in general	88.7%	9.5%	0.2%	0.2%	1.4%
Q6b. Walking alone in your neighborhood after dark	54.9%	32.4%	10.0%	0.5%	2.3%
Q6c. Walking alone in your neighborhood during the day	92.0%	5.9%	0.2%	0.2%	1.6%
Q6d. Walking alone in business areas after dark	49.3%	37.7%	7.7%	0.5%	4.8%
Q6e. Walking alone in business areas during the day	90.2%	7.3%	0.5%	0.2%	1.8%

**WITHOUT DON'T KNOW**

**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 "don't know")**

(N=441)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q6a. Walking alone in your neighborhood in general	89.9%	9.7%	0.2%	0.2%
Q6b. Walking alone in your neighborhood after dark	56.1%	33.2%	10.2%	0.5%
Q6c. Walking alone in your neighborhood during the day	93.5%	6.0%	0.2%	0.2%
Q6d. Walking alone in business areas after dark	51.8%	39.6%	8.1%	0.5%
Q6e. Walking alone in business areas during the day	91.9%	7.4%	0.5%	0.2%

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

Q7. Were you or anyone in your household victim of any crime	Number	Percent
Yes	45	10.2 %
No	392	88.9 %
Don't know	4	0.9 %
Total	441	100.0 %

**Q7a. If "YES to Question 7," did you report all of these crimes to the police?**

Q7a. Did you report all of these crimes to police	Number	Percent
Yes	33	73.3 %
No	11	24.4 %
Don't know	1	2.2 %
Total	45	100.0 %

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

Q8. Have you had any contact with Clayton Police Department	Number	Percent
Yes	212	48.1 %
No	224	50.8 %
Don't know	5	1.1 %
Total	441	100.0 %

**Q8a. If "YES to Question 8," how would you rate the contact?**

Q8a. How would you rate contact	Number	Percent
Excellent	138	65.1 %
Good	50	23.6 %
Fair	17	8.0 %
Poor	5	2.4 %
Don't know	2	0.9 %
Total	212	100.0 %

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

Q9. Have you had any contact with Clayton Fire

<u>Department</u>	<u>Number</u>	<u>Percent</u>
Yes	63	14.3 %
No	373	84.6 %
Don't know	5	1.1 %
Total	441	100.0 %

**Q9a. If "YES to Question 9", how would you rate the timeliness of fire service?**

<u>Q9a. How would you rate timeliness of fire service</u>	<u>Number</u>	<u>Percent</u>
Excellent	58	92.1 %
Good	2	3.2 %
Fair	1	1.6 %
Poor	1	1.6 %
Don't know	1	1.6 %
Total	63	100.0 %

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

Q10. Have you had any contact with ambulance/  
emergency medical services in Clayton during past  
12 months

	Number	Percent
Yes	24	5.4 %
No	407	92.3 %
Don't know	10	2.3 %
Total	441	100.0 %

**Q10a. If "YES to Question 10," how would you rate the contact?**

Q10a. How would you rate contact	Number	Percent
Excellent	22	91.7 %
Fair	1	4.2 %
Don't know	1	4.2 %
Total	24	100.0 %

**Q11. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Maintenance of street signs & traffic signals	37.9%	43.8%	11.1%	4.1%	1.4%	1.8%
Q11b. Maintenance of City buildings	32.4%	42.4%	12.0%	0.9%	0.2%	12.0%
Q11c. Snow removal on major City streets	38.8%	41.7%	10.9%	3.9%	0.9%	3.9%
Q11d. Adequacy of City street lighting	33.9%	44.1%	14.3%	5.5%	0.7%	1.6%
Q11e. Condition of City sidewalks	22.2%	43.5%	19.0%	10.4%	3.2%	1.6%
Q11f. Landscaping/appearance of public areas along City streets	36.6%	45.7%	11.6%	3.4%	0.9%	1.8%
Q11g. Satisfaction with tree trimming/replacement	29.8%	40.8%	14.6%	6.8%	3.0%	5.0%

**WITHOUT DON'T KNOW**

**Q11. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Maintenance of street signs & traffic signals	38.6%	44.6%	11.3%	4.2%	1.4%
Q11b. Maintenance of City buildings	36.9%	48.2%	13.7%	1.0%	0.3%
Q11c. Snow removal on major City streets	40.3%	43.4%	11.3%	4.0%	0.9%
Q11d. Adequacy of City street lighting	34.4%	44.8%	14.5%	5.5%	0.7%
Q11e. Condition of City sidewalks	22.6%	44.2%	19.4%	10.6%	3.2%
Q11f. Landscaping/appearance of public areas along City streets	37.3%	46.5%	11.8%	3.5%	0.9%
Q11g. Satisfaction with tree trimming/replacement	31.4%	42.9%	15.3%	7.2%	3.1%

**Q12. Which THREE of the public works items listed in Question 11 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q12. Top choice	Number	Percent
Maintenance of street signs & traffic signals	62	14.1 %
Maintenance of City buildings	15	3.4 %
Snow removal on major City streets	59	13.4 %
Adequacy of City street lighting	40	9.1 %
Condition of City sidewalks	110	24.9 %
Landscaping/appearance of public areas along City streets	40	9.1 %
Satisfaction with tree trimming/replacement	43	9.8 %
None chosen	72	16.3 %
Total	441	100.0 %

**Q12. Which THREE of the public works items listed in Question 11 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q12. 2nd choice	Number	Percent
Maintenance of street signs & traffic signals	39	8.8 %
Maintenance of City buildings	20	4.5 %
Snow removal on major City streets	56	12.7 %
Adequacy of City street lighting	53	12.0 %
Condition of City sidewalks	73	16.6 %
Landscaping/appearance of public areas along City streets	55	12.5 %
Satisfaction with tree trimming/replacement	37	8.4 %
None chosen	108	24.5 %
Total	441	100.0 %

**Q12. Which THREE of the public works items listed in Question 11 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q12. 3rd choice	Number	Percent
Maintenance of street signs & traffic signals	42	9.5 %
Maintenance of City buildings	25	5.7 %
Snow removal on major City streets	36	8.2 %
Adequacy of City street lighting	39	8.8 %
Condition of City sidewalks	58	13.2 %
Landscaping/appearance of public areas along City streets	50	11.3 %
Satisfaction with tree trimming/replacement	45	10.2 %
None chosen	146	33.1 %
Total	441	100.0 %

**Q12. Which THREE of the public works items listed in Question 11 above do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)**

Q12. Sum of Top 3 Choices	Number	Percent
Maintenance of street signs & traffic signals	143	32.4 %
Maintenance of City buildings	60	13.6 %
Snow removal on major City streets	151	34.2 %
Adequacy of City street lighting	132	29.9 %
Condition of City sidewalks	241	54.6 %
Landscaping/appearance of public areas along City streets	145	32.9 %
Satisfaction with tree trimming/replacement	125	28.3 %
None chosen	72	16.3 %
Total	1069	

**Q13. Maintenance of City Streets: In general, how would you rate the following? 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Quality of street repair services	14.8%	31.9%	19.8%	20.3%	10.0%	3.2%
Q13b. Quality of street cleaning services	28.0%	45.1%	15.9%	4.8%	2.7%	3.4%
Q13c. Quality of snow removal services	31.1%	44.7%	13.5%	4.3%	2.1%	4.3%

**WITHOUT DON'T KNOW**

**Q13. Maintenance of City Streets: In general, how would you rate the following? 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Quality of street repair services	15.3%	32.9%	20.5%	20.9%	10.4%
Q13b. Quality of street cleaning services	29.0%	46.7%	16.5%	5.0%	2.8%
Q13c. Quality of snow removal services	32.5%	46.8%	14.1%	4.5%	2.1%

**Q14. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Maintenance of City parks	45.9%	43.0%	5.2%	1.1%	0.2%	4.5%
Q14b. How close neighborhood parks are to your home	51.8%	33.0%	6.8%	3.4%	1.4%	3.6%
Q14c. Number of walking & biking trails	32.0%	36.8%	18.2%	6.1%	0.7%	6.1%
Q14d. Quality of outdoor athletic fields	31.6%	34.8%	13.9%	1.6%	0.0%	18.2%
Q14e. Number of outdoor athletic fields	31.6%	31.8%	15.7%	2.5%	0.2%	18.2%
Q14f. Availability of information about City parks	38.0%	36.4%	13.2%	3.0%	0.2%	9.3%
Q14g. City's youth fitness programs	26.0%	24.4%	13.2%	1.4%	0.5%	34.6%
Q14h. City's adult fitness programs	27.5%	29.5%	16.1%	1.4%	0.7%	24.8%

**WITHOUT DON'T KNOW**

**Q14. Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Maintenance of City parks	48.1%	45.0%	5.5%	1.2%	0.2%
Q14b. How close neighborhood parks are to your home	53.8%	34.2%	7.1%	3.5%	1.4%
Q14c. Number of walking & biking trails	34.1%	39.2%	19.4%	6.5%	0.7%
Q14d. Quality of outdoor athletic fields	38.6%	42.5%	16.9%	1.9%	0.0%
Q14e. Number of outdoor athletic fields	38.6%	38.9%	19.2%	3.1%	0.3%
Q14f. Availability of information about City parks	41.9%	40.1%	14.5%	3.3%	0.3%
Q14g. City's youth fitness programs	39.7%	37.3%	20.2%	2.1%	0.7%
Q14h. City's adult fitness programs	36.6%	39.3%	21.5%	1.8%	0.9%

**Q15. Which THREE of the parks and recreation items listed in Question 14 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q15. Top choice	Number	Percent
Maintenance of City parks	140	31.7 %
How close neighborhood parks are to your home	21	4.8 %
Number of walking & biking trails	78	17.7 %
Quality of outdoor athletic fields	15	3.4 %
Number of outdoor athletic fields	6	1.4 %
Availability of information about City parks	15	3.4 %
City's youth fitness programs	20	4.5 %
City's adult fitness programs	19	4.3 %
None chosen	127	28.8 %
Total	441	100.0 %

**Q15. Which THREE of the parks and recreation items listed in Question 14 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q15. 2nd choice	Number	Percent
Maintenance of City parks	47	10.7 %
How close neighborhood parks are to your home	25	5.7 %
Number of walking & biking trails	78	17.7 %
Quality of outdoor athletic fields	21	4.8 %
Number of outdoor athletic fields	15	3.4 %
Availability of information about City parks	25	5.7 %
City's youth fitness programs	38	8.6 %
City's adult fitness programs	21	4.8 %
None chosen	171	38.8 %
Total	441	100.0 %

**Q15. Which THREE of the parks and recreation items listed in Question 14 above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q15. 3rd choice	Number	Percent
Maintenance of City parks	35	7.9 %
How close neighborhood parks are to your home	15	3.4 %
Number of walking & biking trails	34	7.7 %
Quality of outdoor athletic fields	24	5.4 %
Number of outdoor athletic fields	12	2.7 %
Availability of information about City parks	26	5.9 %
City's youth fitness programs	33	7.5 %
City's adult fitness programs	53	12.0 %
None chosen	209	47.4 %
Total	441	100.0 %

**Q15. Which THREE of the parks and recreation items listed in Question 14 above do you think should receive the most emphasis from City leaders over the next TWO Years? (top 3)**

Q15. Sum of Top 3 Choices	Number	Percent
Maintenance of City parks	222	50.3 %
How close neighborhood parks are to your home	61	13.8 %
Number of walking & biking trails	190	43.1 %
Quality of outdoor athletic fields	60	13.6 %
Number of outdoor athletic fields	33	7.5 %
Availability of information about City parks	66	15.0 %
City's youth fitness programs	91	20.6 %
City's adult fitness programs	93	21.1 %
None chosen	127	28.8 %
Total	943	

**Q16. Has anyone in your household used any of Clayton's parks, recreation facilities, or recreation programs during the past 12 months?**

Q16. Has anyone used any of Clayton's parks, recreation facilities, or recreation programs during past 12 months

	Number	Percent
Yes	361	81.9 %
No	61	13.8 %
Don't know	19	4.3 %
Total	441	100.0 %

**Q17. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important."**

(N=441)

	Very Important	Important	Neutral	Not Important	Don't Know
Q17a. Your feeling of safety in City parks	78.0%	15.5%	2.7%	0.7%	3.2%
Q17b. Green space (park) expansion	45.2%	32.0%	13.2%	6.6%	3.0%
Q17c. Hanley House preservation	15.2%	23.2%	30.5%	16.1%	15.0%
Q17d. Neighborhood park improvements	38.6%	40.9%	13.0%	2.7%	4.8%
Q17e. Playground improvements	32.0%	36.1%	20.2%	5.5%	6.1%
Q17f. Replacement of a grass playing field with artificial turf at Shaw Park	6.4%	6.6%	22.5%	49.3%	15.2%

**WITHOUT DON'T KNOW**

**Q17. Parks and Recreation Initiatives: For each of the items listed below, please indicate how important you think each of these initiatives is, on a scale of 1 to 4 where 4 means "very important" and 1 means "not important." (without "don't know")**

(N=441)

	Very Important	Important	Neutral	Not Important
Q17a. Your feeling of safety in City parks	80.5%	16.0%	2.8%	0.7%
Q17b. Green space (park) expansion	46.6%	33.0%	13.6%	6.8%
Q17c. Hanley House preservation	17.9%	27.3%	35.8%	19.0%
Q17d. Neighborhood park improvements	40.6%	43.0%	13.6%	2.9%
Q17e. Playground improvements	34.1%	38.5%	21.5%	5.8%
Q17f. Replacement of a grass playing field with artificial turf at Shaw Park	7.5%	7.8%	26.5%	58.2%

**Q18. Please choose three of the priorities in Question 17 that are of highest priority for you and your family.**

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	207	46.9 %
Green space (park) expansion	58	13.2 %
Hanley House preservation	6	1.4 %
Neighborhood park improvements	47	10.7 %
Playground improvements	17	3.9 %
Replacement of a grass playing field with artificial turf at Shaw Park	11	2.5 %
<u>None chosen</u>	<u>95</u>	<u>21.5 %</u>
Total	441	100.0 %

**Q18. Please choose three of the priorities in Question 17 that are of highest priority for you and your family.**

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	29	6.6 %
Green space (park) expansion	93	21.1 %
Hanley House preservation	17	3.9 %
Neighborhood park improvements	111	25.2 %
Playground improvements	58	13.2 %
Replacement of a grass playing field with artificial turf at Shaw Park	3	0.7 %
<u>None chosen</u>	<u>130</u>	<u>29.5 %</u>
Total	441	100.0 %

**Q18. Please choose three of the priorities in Question 17 that are of highest priority for you and your family.**

Q18. 3rd choice	Number	Percent
Your feeling of safety in City parks	32	7.3 %
Green space (park) expansion	43	9.8 %
Hanley House preservation	21	4.8 %
Neighborhood park improvements	100	22.7 %
Playground improvements	75	17.0 %
Replacement of a grass playing field with artificial turf at Shaw Park	11	2.5 %
None chosen	159	36.1 %
Total	441	100.0 %

**Q18. Please choose three of the priorities in Question 17 that are of highest priority for you and your family. (top 3)**

Q18. Sum of Top 3 Choices	Number	Percent
Your feeling of safety in City parks	268	60.8 %
Green space (park) expansion	194	44.0 %
Hanley House preservation	44	10.0 %
Neighborhood park improvements	258	58.5 %
Playground improvements	150	34.0 %
Replacement of a grass playing field with artificial turf at Shaw Park	25	5.7 %
None chosen	95	21.5 %
Total	1034	

**Q19. City Communication: For each of the items listed below, please rate how often you use each one.**

(N=441)

	Often	4	3	2	Never	Don't know
Q19a. City website, www.claytonmo.gov	12.1%	16.9%	30.8%	20.3%	18.2%	1.8%
Q19b. CityViews newsletter	24.1%	27.8%	20.7%	9.8%	15.5%	2.1%
Q19c. Parks & Recreation guide	18.7%	23.9%	21.9%	15.9%	17.1%	2.5%
Q19d. E-communications (Clayton Connection, Centerline, etc.)	18.9%	16.4%	14.1%	13.4%	35.3%	1.8%
Q19e. Facebook (City of Clayton, MO)	8.2%	5.7%	6.8%	7.3%	69.7%	2.3%
Q19f. Twitter (@CityofClayton)	9.3%	1.8%	3.2%	4.1%	79.0%	2.5%
Q19g. Downtown Clayton mobile app	9.1%	2.7%	3.4%	5.5%	76.8%	2.5%

**WITHOUT DON'T KNOW**

**Q19. City Communication: For each of the items listed below, please rate how often you use each one. (without "don't know")**

(N=441)

	Often	4	3	2	Never
Q19a. City website, www.claytonmo.gov	12.3%	17.2%	31.3%	20.6%	18.6%
Q19b. CityViews newsletter	24.7%	28.4%	21.2%	10.0%	15.8%
Q19c. Parks & Recreation guide	19.2%	24.5%	22.4%	16.4%	17.5%
Q19d. E-communications (Clayton Connection, Centerline, etc.)	19.3%	16.7%	14.4%	13.7%	36.0%
Q19e. Facebook (City of Clayton, MO)	8.4%	5.8%	7.0%	7.5%	71.3%
Q19f. Twitter (@CityofClayton)	9.6%	1.9%	3.3%	4.2%	81.1%
Q19g. Downtown Clayton mobile app	9.3%	2.8%	3.5%	5.6%	78.7%

**Q19. City Communication: For each of the items listed below, please indicate how effective you feel it is in keeping you informed about City services, programs, and projects.**

(N=441)

	Effective	4	3	2	Ineffective	Don't know
Q19a. City website, www.claytonmo.gov	17.9%	23.8%	17.9%	5.2%	7.0%	28.1%
Q19b. CityViews newsletter	24.9%	22.4%	15.9%	2.9%	6.1%	27.7%
Q19c. Parks & Recreation guide	24.7%	20.2%	15.0%	4.5%	5.7%	29.9%
Q19d. E-communications (Clayton Connection, Centerline, etc.)	16.1%	14.3%	14.1%	5.4%	11.1%	39.0%
Q19e. Facebook (City of Clayton, MO)	5.4%	6.6%	10.2%	5.7%	13.6%	58.5%
Q19f. Twitter (@CityofClayton)	5.2%	2.5%	8.8%	5.7%	14.7%	63.0%
Q19g. Downtown Clayton mobile app	5.4%	3.4%	10.0%	5.0%	14.5%	61.7%

**WITHOUT DON'T KNOW**

**Q19. City Communication: For each of the items listed below, please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "don't know")**

(N=441)

	Effective	4	3	2	Ineffective
Q19a. City website, www.claytonmo.gov	24.9%	33.1%	24.9%	7.3%	9.8%
Q19b. CityViews newsletter	34.5%	31.0%	21.9%	4.1%	8.5%
Q19c. Parks & Recreation guide	35.3%	28.8%	21.4%	6.5%	8.1%
Q19d. E-communications (Clayton Connection, Centerline, etc.)	26.4%	23.4%	23.0%	8.9%	18.2%
Q19e. Facebook (City of Clayton, MO)	13.1%	15.8%	24.6%	13.7%	32.8%
Q19f. Twitter (@CityofClayton)	14.1%	6.7%	23.9%	15.3%	39.9%
Q19g. Downtown Clayton mobile app	14.2%	8.9%	26.0%	13.0%	37.9%

**Q19a. Which of the items listed in Question 19 above would you prefer as your primary source of City news and information?**

<u>Q19a. Top choice</u>	<u>Number</u>	<u>Percent</u>
City website, www.claytonmo.gov	96	21.8 %
CityViews newsletter	125	28.3 %
Parks & Recreation guide	19	4.3 %
E-communications	103	23.4 %
Facebook	14	3.2 %
Twitter	4	0.9 %
Downtown Clayton mobile app	12	2.7 %
<u>None chosen</u>	<u>68</u>	<u>15.4 %</u>
Total	441	100.0 %

**Q20. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Availability of information about City programs & services	25.5%	50.1%	15.7%	2.5%	1.1%	5.0%
Q20b. City's efforts to keep you informed about local issues	27.0%	42.0%	14.3%	7.7%	3.9%	5.0%
Q20c. How open City is to public involvement & input from residents	20.7%	31.6%	19.8%	7.7%	4.3%	15.9%
Q20d. Quality of City's website	14.3%	35.2%	23.9%	4.5%	1.6%	20.5%
Q20e. How well City's communications meet your needs	18.2%	42.7%	23.6%	5.2%	3.0%	7.3%

**WITHOUT DON'T KNOW**

**Q20. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Availability of information about City programs & services	26.9%	52.8%	16.5%	2.6%	1.2%
Q20b. City's efforts to keep you informed about local issues	28.5%	44.3%	15.1%	8.1%	4.1%
Q20c. How open City is to public involvement & input from residents	24.6%	37.6%	23.5%	9.2%	5.1%
Q20d. Quality of City's website	18.0%	44.3%	30.0%	5.7%	2.0%
Q20e. How well City's communications meet your needs	19.6%	46.1%	25.5%	5.6%	3.2%

**Q21. How satisfied are you with culture, dining and shopping in Clayton?**

Q21. How satisfied are you with culture, dining & shopping in Clayton	Number	Percent
Very Satisfied	180	40.8 %
Satisfied	186	42.2 %
Neutral	35	7.9 %
Dissatisfied	19	4.3 %
Very Dissatisfied	2	0.5 %
Don't Know	19	4.3 %
Total	441	100.0 %

**Q22. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Quality of residential trash collection services	53.4%	33.0%	4.8%	1.8%	0.2%	6.8%
Q22b. Quality of recycling collection services	51.4%	30.5%	5.0%	3.6%	1.1%	8.4%
Q22c. Quality of yard waste collection services	44.3%	28.0%	7.0%	2.0%	0.9%	17.7%

**WITHOUT DON'T KNOW**

**Q22. Waste Collection Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Quality of residential trash collection services	57.3%	35.4%	5.1%	2.0%	0.2%
Q22b. Quality of recycling collection services	56.1%	33.3%	5.5%	4.0%	1.2%
Q22c. Quality of yard waste collection services	53.9%	34.0%	8.6%	2.5%	1.1%

**Q23. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. Enforcing cleanup of litter & debris on private property	20.7%	30.2%	14.3%	5.0%	1.8%	28.0%
Q23b. Enforcing mowing & trimming of lawns on private property	20.0%	30.0%	16.6%	4.5%	2.3%	26.6%
Q23c. Enforcing maintenance of residential property (exterior of homes)	18.2%	29.5%	17.7%	5.0%	3.0%	26.6%
Q23d. Enforcing maintenance of business property	18.0%	31.1%	15.0%	4.5%	0.9%	30.5%
Q23e. Enforcing codes designed to protect public safety	20.5%	29.1%	14.1%	2.0%	0.5%	33.9%

**WITHOUT DON'T KNOW**

**Q23. Enforcement of Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. Enforcing cleanup of litter & debris on private property	28.7%	42.0%	19.9%	6.9%	2.5%
Q23b. Enforcing mowing & trimming of lawns on private property	27.2%	40.9%	22.6%	6.2%	3.1%
Q23c. Enforcing maintenance of residential property (exterior of homes)	24.8%	40.2%	24.1%	6.8%	4.0%
Q23d. Enforcing maintenance of business property	25.8%	44.8%	21.6%	6.5%	1.3%
Q23e. Enforcing codes designed to protect public safety	30.9%	44.0%	21.3%	3.1%	0.7%

**Q24. Over the last year, have you ever contacted the City's Planning and Development Services Department to report a Code Enforcement Violation?**

Q24. Have you ever contacted City's Planning & Development Services Department to report a Code Enforcement Violation

	Number	Percent
Yes	30	6.8 %
No	409	92.7 %
Not provided	2	0.5 %
Total	441	100.0 %

**Q24a. (If YES to Question 24) Which of the categories in Question 23 were you calling to report?**

Q24a. Which categories were you calling to report	Number	Percent
Enforcing cleanup of litter & debris on private property	6	20.0 %
Enforcing mowing & trimming of lawns on private property	8	26.7 %
Enforcing maintenance of residential property (exterior of homes)	18	60.0 %
Enforcing maintenance of business property	3	10.0 %
Enforcing codes designed to protect public safety	8	26.7 %
None chosen	2	6.7 %
Total	45	

**Q25. For which of the following areas do you support the City's use of financial incentives to attract and expand?**

Q25. For which areas do you support City's use of financial incentives	Number	Percent
Offices/corporations	202	45.8 %
Retail	300	68.0 %
Downtown residential rentals	145	32.9 %
None chosen	81	18.4 %
Total	728	

**Q26. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?**

Q26. Have you contacted City during past year	Number	Percent
Yes	152	34.5 %
No	283	64.2 %
Not provided	6	1.4 %
Total	441	100.0 %

**Q26b-e. (If YES to Question 26) 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 Q26a.**

(N=146)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q26b. How easy the department was to contact	33.6%	37.0%	14.4%	6.8%	7.5%	0.7%
Q26c. How courteously you were treated	37.0%	32.9%	15.8%	7.5%	5.5%	1.4%
Q26d. Technical competence & knowledge of City employees who assisted you	32.9%	35.6%	16.4%	6.2%	6.2%	2.7%
Q26e. Overall responsiveness of City employees to your request or concern	32.9%	28.8%	14.4%	12.3%	11.0%	0.7%

**WITHOUT DON'T KNOW**

**Q26b-e. (If YES to Question 26) 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 Q26a. (without "don't know")**

(N=146)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q26b. How easy the department was to contact	33.8%	37.2%	14.5%	6.9%	7.6%
Q26c. How courteously you were treated	37.5%	33.3%	16.0%	7.6%	5.6%
Q26d. Technical competence & knowledge of City employees who assisted you	33.8%	36.6%	16.9%	6.3%	6.3%
Q26e. Overall responsiveness of City employees to your request or concern	33.1%	29.0%	14.5%	12.4%	11.0%

**Q27. 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=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q27a. Ease of north/south travel	13.0%	33.9%	20.5%	21.4%	2.3%	8.9%
Q27b. Ease of east/west travel	18.0%	46.0%	19.6%	7.3%	0.9%	8.2%
Q27c. Ease of travel from home to schools	23.7%	33.3%	11.4%	3.0%	0.7%	28.0%
Q27d. Ease of travel from your home to work	30.3%	39.9%	12.5%	4.8%	0.5%	12.1%
Q27e. Availability of public transportation	16.2%	29.6%	19.6%	6.2%	2.3%	26.2%
Q27f. Availability of bicycle lanes	17.3%	29.6%	20.0%	12.3%	5.0%	15.7%
Q27g. Availability of pedestrian walkways	28.7%	40.3%	15.3%	6.2%	2.3%	7.3%
Q27h. Availability of parking in residential areas	20.3%	37.8%	16.2%	10.0%	8.2%	7.5%
Q27i. Availability of parking in business district	11.2%	27.1%	25.1%	23.2%	7.3%	6.2%

**WITHOUT DON'T KNOW**

**Q27. Transportation: For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=441)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q27a. Ease of north/south travel	14.3%	37.3%	22.5%	23.5%	2.5%
Q27b. Ease of east/west travel	19.6%	50.1%	21.3%	7.9%	1.0%
Q27c. Ease of travel from home to schools	32.9%	46.2%	15.8%	4.1%	0.9%
Q27d. Ease of travel from your home to work	34.5%	45.3%	14.2%	5.4%	0.5%
Q27e. Availability of public transportation	21.9%	40.1%	26.5%	8.3%	3.1%
Q27f. Availability of bicycle lanes	20.5%	35.1%	23.8%	14.6%	5.9%
Q27g. Availability of pedestrian walkways	31.0%	43.5%	16.5%	6.6%	2.5%
Q27h. Availability of parking in residential areas	21.9%	40.9%	17.5%	10.8%	8.9%
Q27i. Availability of parking in business district	11.9%	28.9%	26.7%	24.8%	7.8%

**Q28. Shaw Park Ice Rink: The ice rink compressors, built in 1961, will be unable to support an ice skating season this winter without either repair or replacement. The City is considering several possible actions for how to address the future of the ice rink. Below is a list of possible actions. For each action, indicate if it is something you would "strongly support", "support", "oppose" or "strongly oppose".**

(N=441)

	Strongly Support	Support	Oppose	Strongly Oppose	Don't Know
Q28a. Demolish ice rink & convert the area to green space	12.5%	13.6%	22.7%	37.5%	13.6%
Q28b. Maintain existing ice rink	15.1%	29.7%	21.2%	17.8%	16.2%
Q28c. Renovate existing ice rink	22.3%	32.1%	15.0%	16.9%	13.7%
Q28d. Replace ice rink with a multipurpose facility	24.2%	18.0%	16.4%	26.7%	14.6%

**WITHOUT DON'T KNOW**

**Q28. Shaw Park Ice Rink: The ice rink compressors, built in 1961, will be unable to support an ice skating season this winter without either repair or replacement. The City is considering several possible actions for how to address the future of the ice rink. Below is a list of possible actions. For each action, indicate if it is something you would "strongly support", "support", "oppose" or "strongly oppose". (without "don't know")**

(N=441)

	Strongly Support	Support	Oppose	Strongly Oppose
Q28a. Demolish ice rink & convert the area to green space	14.5%	15.8%	26.3%	43.4%
Q28b. Maintain existing ice rink	18.0%	35.4%	25.3%	21.3%
Q28c. Renovate existing ice rink	25.9%	37.2%	17.4%	19.5%
Q28d. Replace ice rink with a multipurpose facility	28.3%	21.1%	19.3%	31.3%

**Q29. How long have you been a resident of Clayton?**

<u>Q29. How long have you been a resident of Clayton</u>	<u>Number</u>	<u>Percent</u>
Less than 5	154	35.3 %
5 to 10	106	24.3 %
11 to 20	74	17.0 %
More than 20	102	23.4 %
Total	436	100.0 %

**Q31. Which of the following best describes your household?**

<u>Q31. What is your household</u>	<u>Number</u>	<u>Percent</u>
Own-Single Family Home	253	57.4 %
Own-Multifamily (Condo, Apartment, Duplex)	99	22.4 %
Rent or Lease-Single Family Home	13	2.9 %
Rent or Lease-Multifamily (Condo, Apartment, Duplex)	72	16.3 %
Not provided	4	0.9 %
Total	441	100.0 %

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

Q32. What is your age	Number	Percent
25 to 34	72	16.5 %
35 to 44	79	18.1 %
45 to 54	116	26.5 %
55 to 64	102	23.3 %
65+	68	15.6 %
Total	437	100.0 %

**Q33. How many in your household (counting yourself), are?**

	Mean	Sum
number	2.69	1172
Under age 5	0.16	71
Ages 5-9	0.19	82
Ages 10-14	0.22	96
Ages 15-19	0.22	98
Ages 20-24	0.15	64
Ages 25-34	0.24	106
Ages 35-44	0.34	148
Ages 45-54	0.45	196
Ages 55-64	0.44	194
Ages 65-74	0.23	102
Ages 75+	0.03	15

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

Q34. Your total annual household income is	Number	Percent
Under \$30K	9	2.0 %
\$30K-\$59,999	38	8.6 %
\$60K-\$99,999	42	9.5 %
\$100K-\$149,999	57	12.9 %
\$150K-\$199,999	47	10.7 %
\$200K+	192	43.5 %
Not provided	56	12.7 %
Total	441	100.0 %

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

Q35. Your race/ethnicity	Number	Percent
White/Caucasian	378	85.7 %
African American/Black	16	3.6 %
Hispanic/Latino/Spanish	8	1.8 %
Native American/Eskimo	2	0.5 %
Asian/Pacific Islander	35	7.9 %
Other	5	1.1 %
Not provided	11	2.5 %
Total	455	

**Q36. Your gender:**

Q36. Your gender	Number	Percent
Male	208	47.4 %
Female	231	52.6 %
Total	439	100.0 %

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

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**The City of Clayton**

10 N. Bemiston Avenue • Clayton, Missouri 63105-3397 • (314) 727-8100 • FAX: (314) 863-0295 • TDD: (314) 290-8435

May 2015

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. You have the option of completing the survey online at [www.2015claytoncommunitysurvey.com](http://www.2015claytoncommunitysurvey.com) Individual responses to the survey will remain confidential.

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

Please contact George Ertle 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



# 2015 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 George Ertle 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 - police, fire and ambulance/emergency medical (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/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 flow of traffic and congestion management in the City	5	4	3	2	1	9

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

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

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

How would you rate The City of Clayton:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall quality of services provided by the City	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.	Quality of plan review and permitting services	5	4	3	2	1	9
J.	Overall appearance of the City	5	4	3	2	1	9
K.	Quality of special events and cultural opportunities	5	4	3	2	1	9
L.	Recreational opportunities in the City	5	4	3	2	1	9

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

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The visibility of police in my 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.	The treatment of Clayton Police Dept. to all citizens	5	4	3	2	1	9
H.	Responsiveness of the Police Dept. in enforcing local traffic laws	5	4	3	2	1	9
I.	Fairness of the Police Department's practices in enforcing local traffic laws	5	4	3	2	1	9
J.	Overall quality of Clayton Fire Department	5	4	3	2	1	9
K.	Overall quality of Clayton EMS	5	4	3	2	1	9
L.	Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
M.	How quickly Fire Department responds	5	4	3	2	1	9
N.	How quickly ambulance/EMS responds	5	4	3	2	1	9
O.	Overall competency of Clayton Fire Dept, including ambulance service	5	4	3	2	1	9
P.	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.]  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

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:

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
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] \_\_\_\_\_ (9) Don't know [go to Q8]

7a. If "yes", did you report all of these crimes to the police?  
 \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No \_\_\_\_\_ (9) Don't know

8. During the past 12 months, have you had ANY contact with the Clayton Police Department?  
 \_\_\_\_\_ (1) Yes [go to Q8a] \_\_\_\_\_ (2) No [go to Q9] \_\_\_\_\_ (9) Don't know [go to Q9]

8a. If "yes", how would you rate the contact?  
 \_\_\_\_\_ (1) Excellent \_\_\_\_\_ (2) Good \_\_\_\_\_ (3) Fair \_\_\_\_\_ (4) Poor \_\_\_\_\_ (9) Don't know

9. During the past 12 months, have you had ANY contact with the Clayton Fire Department?  
 \_\_\_\_\_ (1) Yes [go to Q9a] \_\_\_\_\_ (2) No [go to Q10] \_\_\_\_\_ (9) Don't know [go to Q10]

9a. If "yes", how would you rate the timeliness of fire service?  
 \_\_\_\_\_ (1) Excellent \_\_\_\_\_ (2) Good \_\_\_\_\_ (3) Fair \_\_\_\_\_ (4) Poor \_\_\_\_\_ (9) Don't know

10. During the past 12 months, have you had ANY contact with the ambulance/emergency medical services in Clayton? (1) Yes [go to Q10a] \_\_\_\_\_ (2) No [go to Q11] \_\_\_\_\_ (9) Don't know [go to Q11] \_\_\_\_\_

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

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

11. **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 street signs and traffic signals	5	4	3	2	1	9
B.	Maintenance of City buildings	5	4	3	2	1	9
C.	Snow removal on major City streets	5	4	3	2	1	9
D.	Adequacy of City street lighting	5	4	3	2	1	9
E.	Condition of City sidewalks	5	4	3	2	1	9
F.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
G.	Satisfaction with tree trimming/replacement	5	4	3	2	1	9

12. 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 11 above.]

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

13. **Maintenance of City Streets:** In general, how would you rate the following? 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." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.

<i>Public Works 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.	The quality of street repair services	5	4	3	2	1	9
B.	The quality of street cleaning services	5	4	3	2	1	9
C.	The quality of snow removal services	5	4	3	2	1	9

14. **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	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

15. 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 14 above.]

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

16. 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 \_\_\_\_\_

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

<i>Parks and Recreation Initiatives</i>		<i>Very Important</i>	<i>Important</i>	<i>Neutral</i>	<i>Not Important</i>	<i>Don't Know</i>
A.	Your feeling of safety in City parks	4	3	2	1	9
B.	Green space (park) expansion	4	3	2	1	9
C.	Hanley House preservation	4	3	2	1	9
D.	Neighborhood park improvements	4	3	2	1	9
E.	Playground improvements	4	3	2	1	9
F.	Replacement of a grass playing field with artificial turf at Shaw Park	4	3	2	1	9

**18. Please choose three of the priorities in Question 17 that are of highest priority for you and your family.** [Write in the letters below from the list in Question 17 above.]

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

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

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

**19a. Which of the items listed above would you prefer as your primary source of City news and information?** [Write in the letter below using the letters from the list in Question 19 above.]

\_\_\_\_\_  
Primary Source

**20. 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 the City's website	5	4	3	2	1	9
E.	How well the City's communications meet your needs	5	4	3	2	1	9

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

\_\_\_\_ (1) Very Satisfied                      \_\_\_\_ (3) Neutral                      \_\_\_\_ (5) Very Dissatisfied  
 \_\_\_\_ (2) Satisfied                              \_\_\_\_ (4) Dissatisfied                      \_\_\_\_ (6) Don't Know

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

<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.	Quality of residential trash collection services	5	4	3	2	1	9
B.	Quality of recycling collection services	5	4	3	2	1	9
C.	Quality of yard waste collection services	5	4	3	2	1	9

**23. 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

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

\_\_\_\_\_ (1) Yes [go to Q24a]          \_\_\_\_\_ (2) No [go to Q25]

**24a. Which of the categories in Question 23 were you calling to report? Circle all that apply: A, B, C, D, E**

**25. For which of the following areas do you support the City's use of financial incentives to attract and expand? (check all that apply)**

\_\_\_\_\_ (1) Offices/corporations    \_\_\_\_\_ (2) Retail    \_\_\_\_\_ (3) Downtown Residential Rentals

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

\_\_\_\_\_ (1) Yes [go to Q26a-e]          \_\_\_\_\_ (2) No [go to Q27]

**26a. Which City department did you contact most recently? \_\_\_\_\_**

**26b-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 Q26a.**

<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

27. **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."

<i>Transportation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

28. **Shaw Park Ice Rink:** The ice rink compressors, built in 1961, will be unable to support an ice skating season this winter without either repair or replacement.

The City is considering several possible actions for how to address the future of the ice rink. Below is a list of possible actions. For each action, indicate if it is something you would "strongly support", "support", "oppose" or "strongly oppose".

<i>Possible City Actions</i>		<i>Strongly Support</i>	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>Don't Know</i>
A.	<b>Demolish the ice rink and convert the area to green space</b> This would require an expense of up to \$125,000 funded from the annual budget to demolish the rink and landscape the area.	4	3	2	1	9
B.	<b>Maintain the existing ice rink</b> This would require an expense of up to \$250,000 funded from the annual budget to repair and rebuild the original ice rink compressor units and also repair the dasher boards. This interim solution is expected to maintain the existing ice rink for a projected 2-3 years.	4	3	2	1	9
C.	<b>Renovate the existing ice rink</b> This would require the issuance of up to \$3.5 million of special obligation bonds to replace the original ice rink compressor units with a new ice control system and would also include repairs to the ice rink building and new dasher boards. The expected life of a new ice control system is 40 years. The bonds issued for this project could be paid for by using a portion of the existing ½ cent sales tax dedicated to park and storm water improvements.	4	3	2	1	9
D.	<b>Replace the ice rink with a multipurpose facility</b> This would require the issuance of up to \$6 million of special obligation bonds to replace the outdated ice rink with a new rink that could be used year-round by converting the surface for other activities during non-winter months. The expected life of a new rink is 40 years. The bonds issued for this project could be paid for by using a portion of the existing ½ cent sales tax dedicated to park and storm water improvements.	4	3	2	1	9

**DEMOGRAPHICS**

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

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

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

31. Which of the following best describes your household?

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

32. 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+

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

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

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

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

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

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

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

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

**This concludes the survey. Thank you for your time!**  
Please Return Your Completed Survey in the Enclosed Postage Paid Envelope to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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