

DRAFT

Strategic Planning Survey Clayton, CA

February 2024

Background

Why did we conduct this survey?

To Hear Everyone: We wanted to make sure everyone in Clayton could share their thoughts about what's important for Clayton's future.

Your Voice Matters: By asking for residents' opinions on city services and what they expect from city leaders, we aimed to make sure their ideas shape the decisions our city makes.

Better Planning with Your Help: Residents' feedback helped us understand what matters most, guiding our plans for the next five years to make Clayton even better.

Transparent and Open: We're committed to transparency, so we made sure residents' have a say before we decide anything. Our planning session is open to everyone who wants to be a part of shaping Clayton's future.

Methodology

How did we do it?

Survey Dates

December 7, 2023 - January 3, 2024

Sample Size

n ~ 500 adults completed the Survey

Margin of Error

±4% at the 95% Confidence Level

Contact and Collection Methods:

By Email: Anonymous Link

QR Code: Anonymous Link

Key Findings

What are the key takeaways?

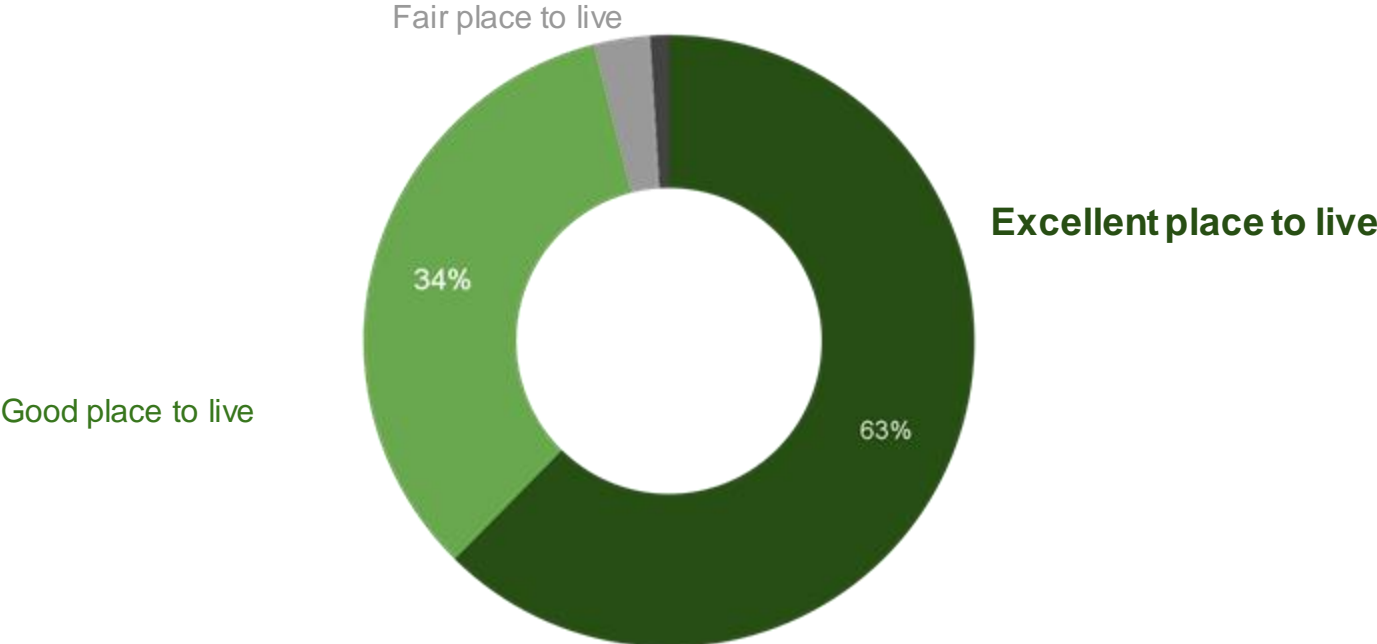
- Clayton residents **overwhelmingly cherish their town for its safety**, close-knit community, and proximity to nature, fostering a family-friendly environment.
- Residents express a **strong desire to maintain the small-town atmosphere** and limit excessive development. They emphasize the need to balance growth while preserving the city's unique identity.
- **Prioritizing safety concerns** like traffic management, pedestrian safety, and bolstering community development initiatives emerges as the top agenda.
- There's a strong **desire among residents for attracting businesses aligned with the town's character**, emphasizing family-oriented eateries, specialty shops, and recreational spaces.
- **Public safety, vegetation management, and fostering economic growth are identified as primary spending areas**, alongside a readiness to trim non-urgent expenses for critical priorities.
- Residents seek **transparent, neutral reporting and efficient city services**, emphasizing the need for civic unity and continued communication channels from city officials.

**What makes
Clayton a great
place to live?**



Most residents regard Clayton as an excellent place to live!

Is Clayton a good place to live?

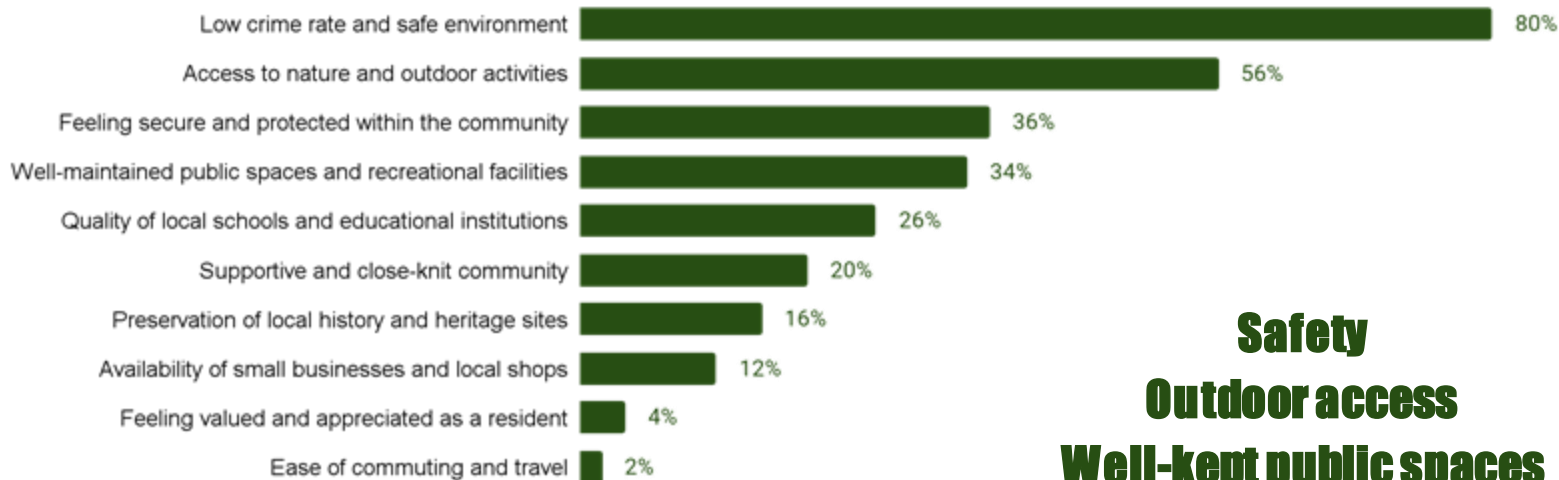


Base: Total respondents (n=576)
OVERALL_EVAL - How would you rate Clayton as a place to live: Is it ...



The most valued aspects are safety, outdoor access, and well-kept public spaces, highlighting priorities for city government

What residents value about living in Clayton most



Base: Total respondents (n=487)

Q VALUE - What do you value most about living in Clayton? Select up to 3 that are most important -



The Citizens of Clayton most appreciate it safety and low crime rate, as well as its setting and the emotional environment created

Most mentioned

[Link to full list of comments](#)



Least mentioned

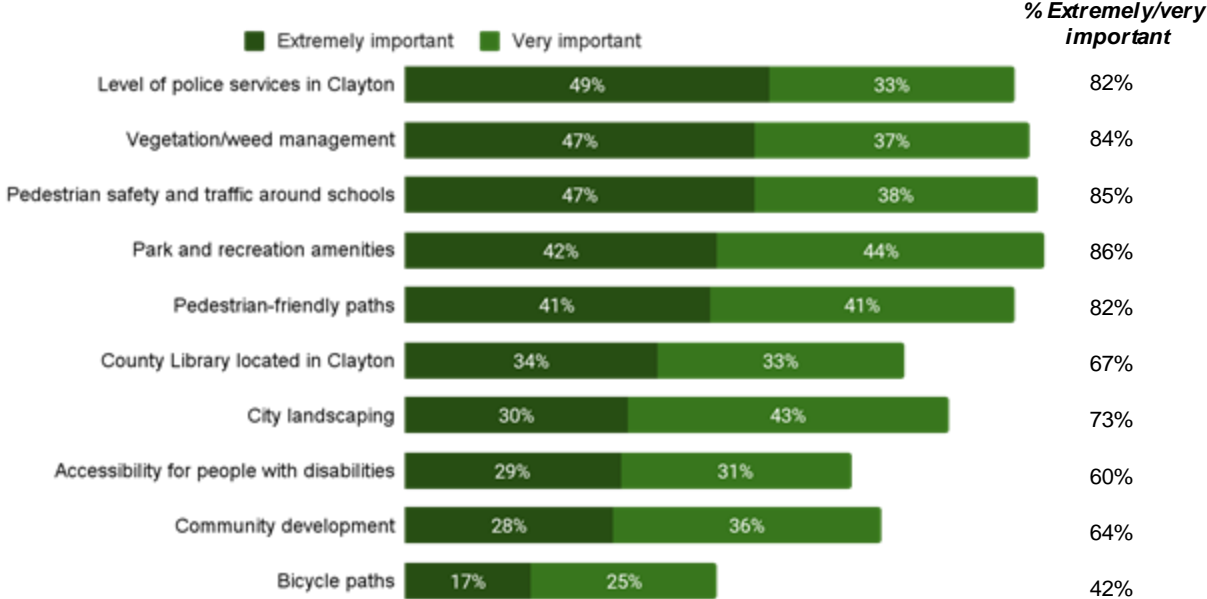
- **Safety and Low Crime Rate:** Residents appreciate feeling safe in the community and value the low crime rates.
- **Community and Small Town Feel:** The sense of community, friendly neighbors, and small-town atmosphere contribute to a positive living experience.
- **Proximity to Nature:** Access to nature, hiking trails, open spaces, and being close to Mt. Diablo State Park are major draws for residents.
- **Cleanliness and Well-Maintained Environment:** Residents appreciate the cleanliness of the town and efforts to maintain its appeal.
- **Quiet and Peaceful:** The quiet, serene environment is highly valued by many.
- **Local Events and Activities:** Enjoyment of local events, festivals, community gatherings, and activities contribute to the overall satisfaction of living in Clayton.
- **Good Schools:** The presence of decent or great schools is another significant factor for families.
- **Family-Friendly Environment:** Many residents highlight the family-oriented nature of Clayton, feeling it's a safe and suitable place to raise children.
- **Access to Amenities without Urban Congestion:** Access to nearby cities and amenities while maintaining a distinct separation from urban congestion is appreciated.

**Which resources
are most
important?**



Pedestrian safety around schools, level of police services and vegetation management are deemed extremely important

Which resources are most important to residents

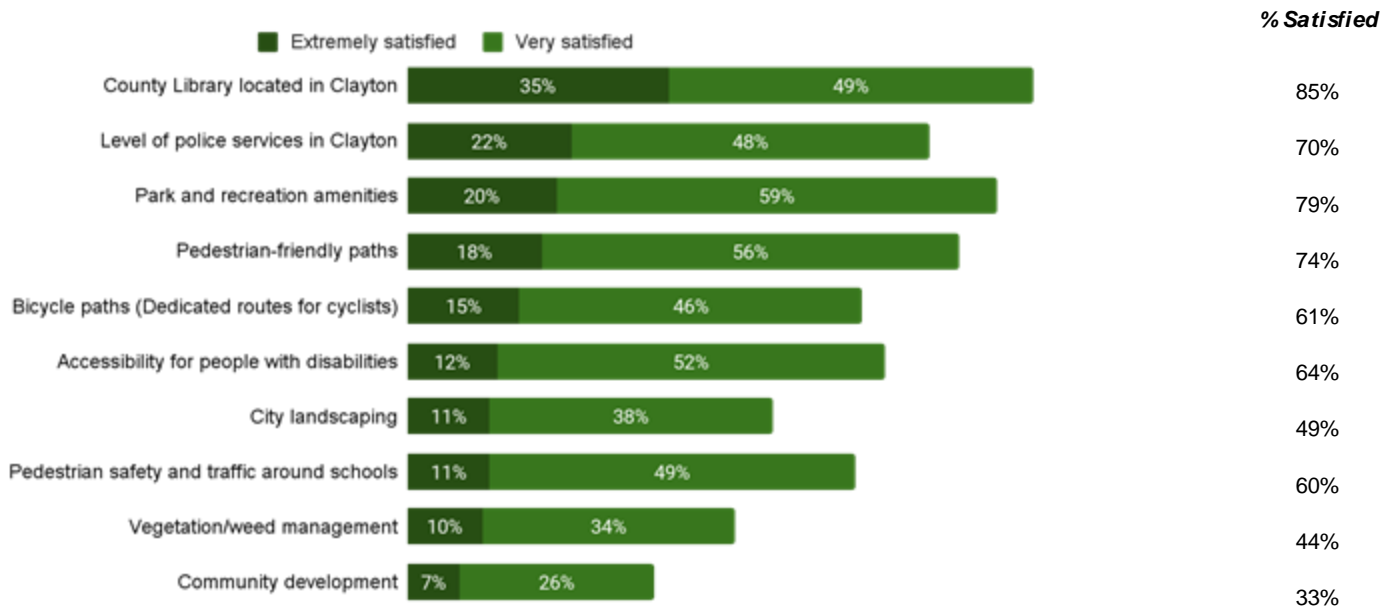


Base: Total respondents (n=478)
Q: How important, in your opinion, are these resources in our community?



Clayton residents are most happy with county library, level of police services, park and recreation amenities and pedestrian-friendly paths

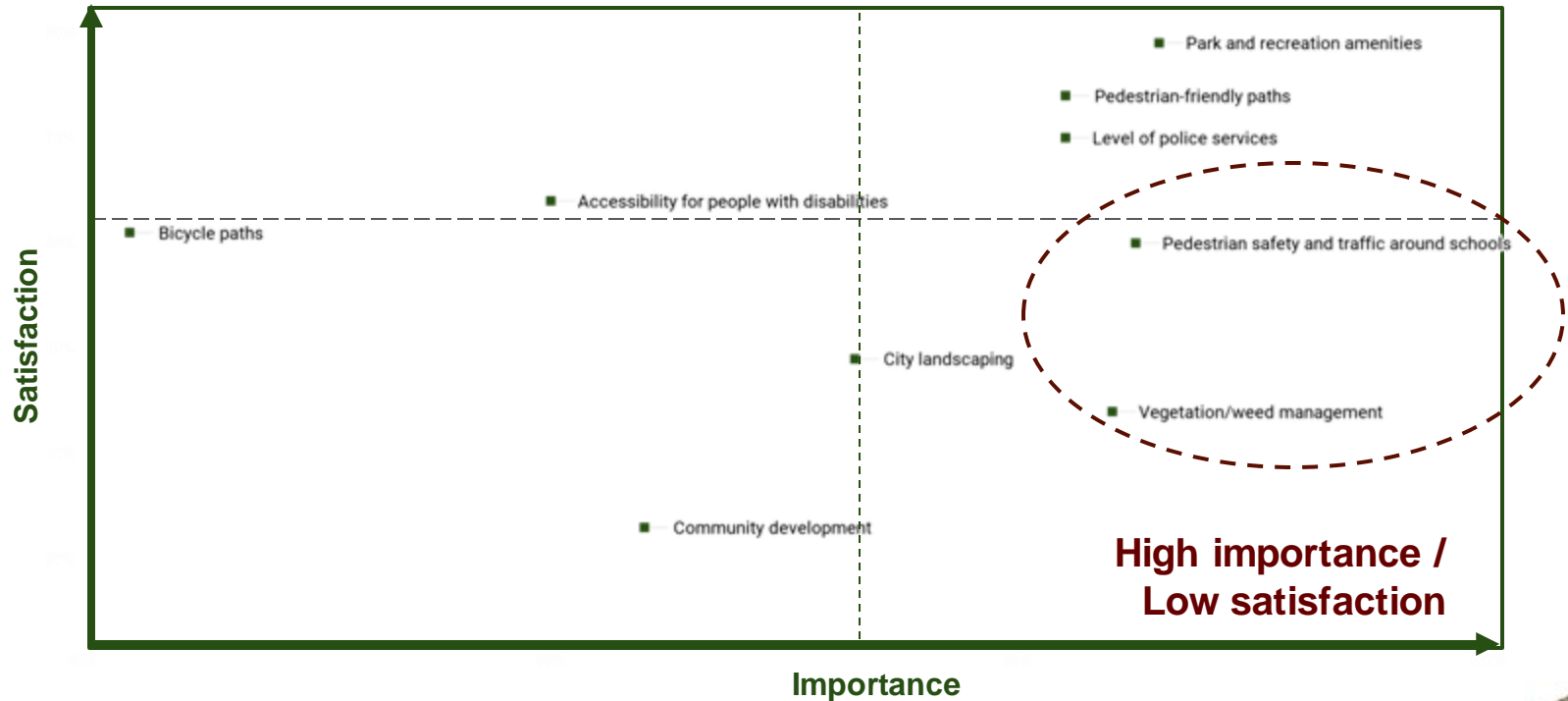
How satisfied residents are with community resources



Base: Total respondents (n=472)
How satisfied are you with each of these in Clayton?



The important things to focus on would be pedestrian safety and traffic around schools as well as vegetation/weed management due to a relatively low level of satisfaction and high level of importance

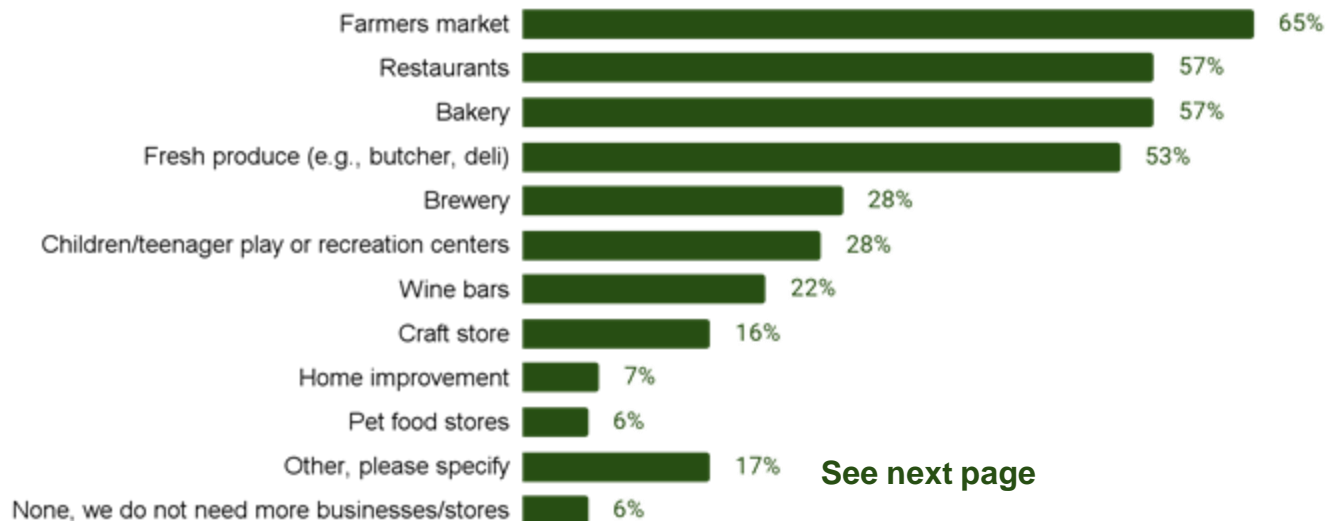


**What businesses
do residents
want?**



Residents are most interested in having farmers market, bakery, restaurants and fresh produce businesses

What kind of businesses Clayton needs



See next page

Besides the farmers market, bakery, restaurants and fresh produce businesses, Clayton's residents seem to desire more places to take their families to enjoy themselves

[Link to full list of comments](#)

What other types of businesses residents dream about?

Most mentioned



Least mentioned

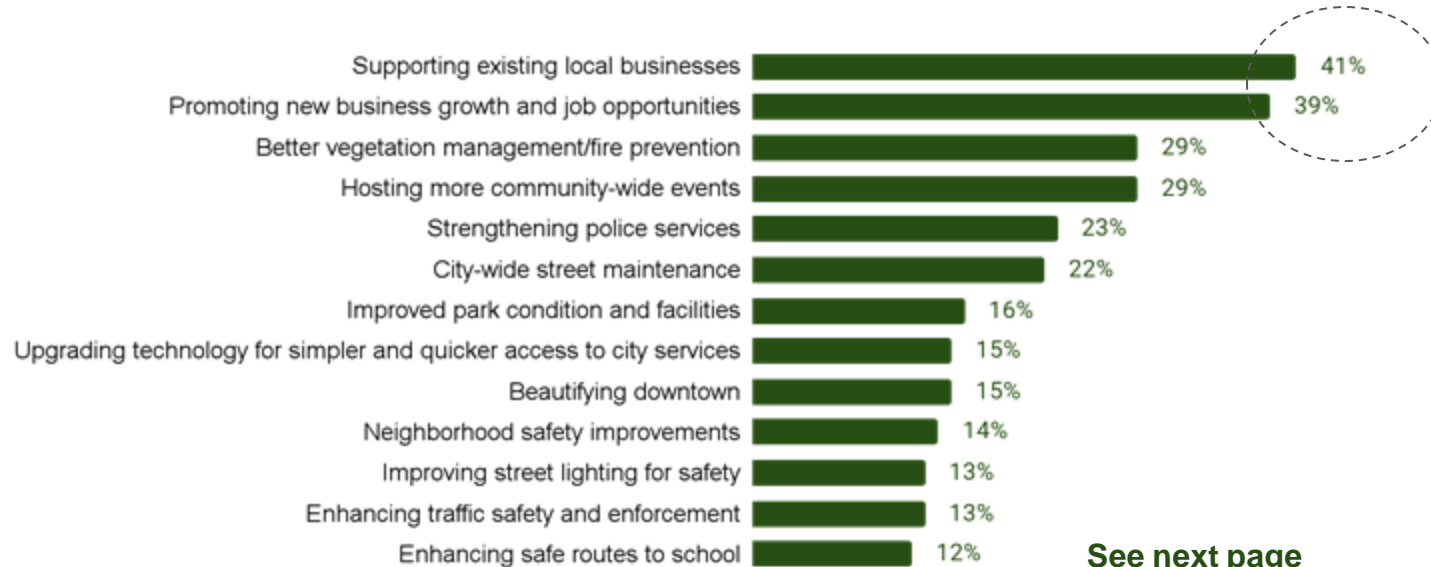
- **Family-Friendly Restaurants:** Desiring options with excellent food and drinks for families, especially breakfast places
- **Gas Stations:** A consistent need for more accessible gas stations within the area.
- **Retail and Specialty Shops:** Including groceries like Trader Joe's, boutique stores, gift shops, and other retail options.
- **Community Spaces:** Desire for a community center offering classes for various age groups.
- **Recreational Facilities:** This includes skate parks, adventure playgrounds, sports-related areas for kids, and potentially an ice skating/hockey rink.

**What are the
community and
budget
priorities?**



Citizens would like for city government to focus on economic development - this is the long-term vision

Community aspirations - what they want for us to prioritize (Selected top 3)



See next page

Many Residents included the choice– “Other, please Specify”– in order to mention prioritizing Traffic Management and Safety as well as Community Development to support a growing population.

[Link to full list of comments](#)

What other types for priorities for residents?

Most mentioned

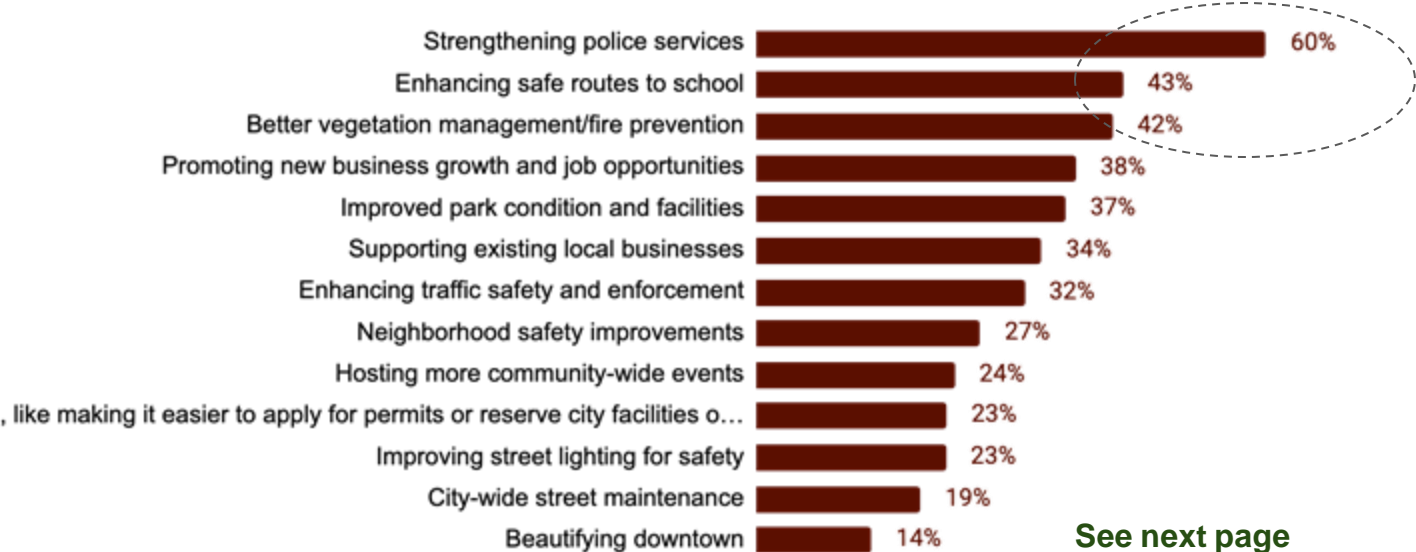


- **Traffic Management and Safety:** This includes concerns about speeding, enforcing speed laws, traffic patrols, maintaining roads, pedestrian safety, and measures to slow down traffic for the safety of all residents.
- **Community Development and Amenities:** Residents want the preservation of the small-town feel, maintaining green spaces, improving infrastructure (such as sidewalks, trails, parks), promoting community events (like festivals), and fostering a family-friendly atmosphere through recreational activities.
- **Growth and Housing Concerns:** There's a recurring theme about managing growth, concerns about new housing projects, encouraging specific types of housing (low-cost, age-friendly, diverse), and even suggestions to limit or cease new housing developments.
- **City Governance and Services:** Residents want better city services, improved communication from city employees, efficient handling of applications, simplification of ordinances, fair compensation for city staff, and better unity within the city council for effective decision-making.
- **Business and Retail:** There's a desire for specific businesses to be attracted to the area (cafes, bakeries, restaurants), support for small, local, family-owned shops, and encouragement to draw more businesses that align with the town's charm and community spirit.

Least mentioned

Discrepancy between residents community aspirations and fiscal priorities might reflect a contrast between the long-term vision for the city and the immediate needs based on current circumstances

Community fiscal priorities - Ranked 1st



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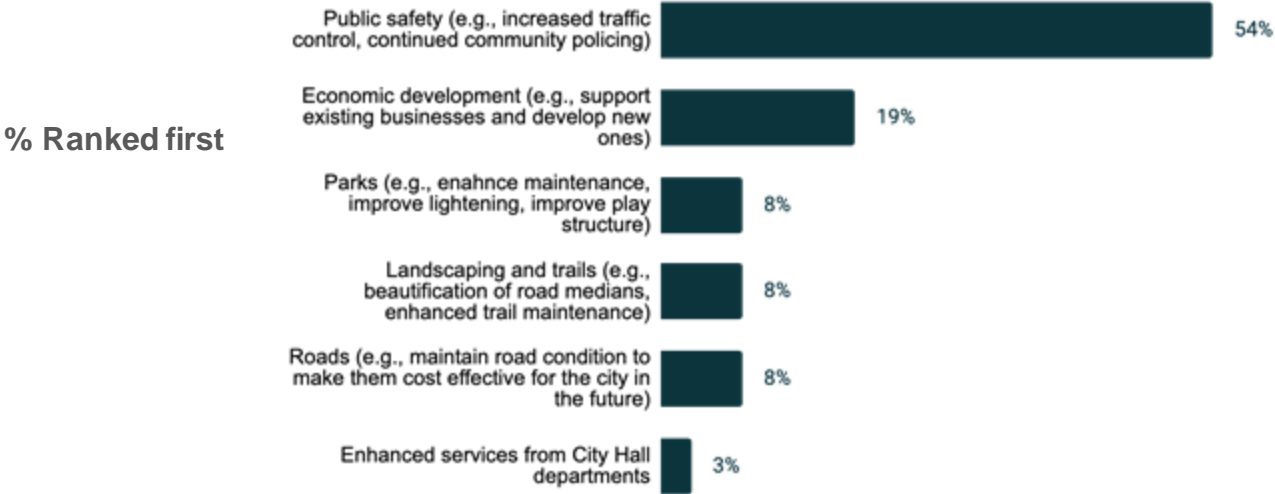


Police services, vegetation management and economic growth are clear community priorities



Public Safety is the #1 choice for spending according to the respondents, economic development is priority #2

If you were in charge of the city budget, how would you prioritize city's spending? *Rank from 1 to 6*

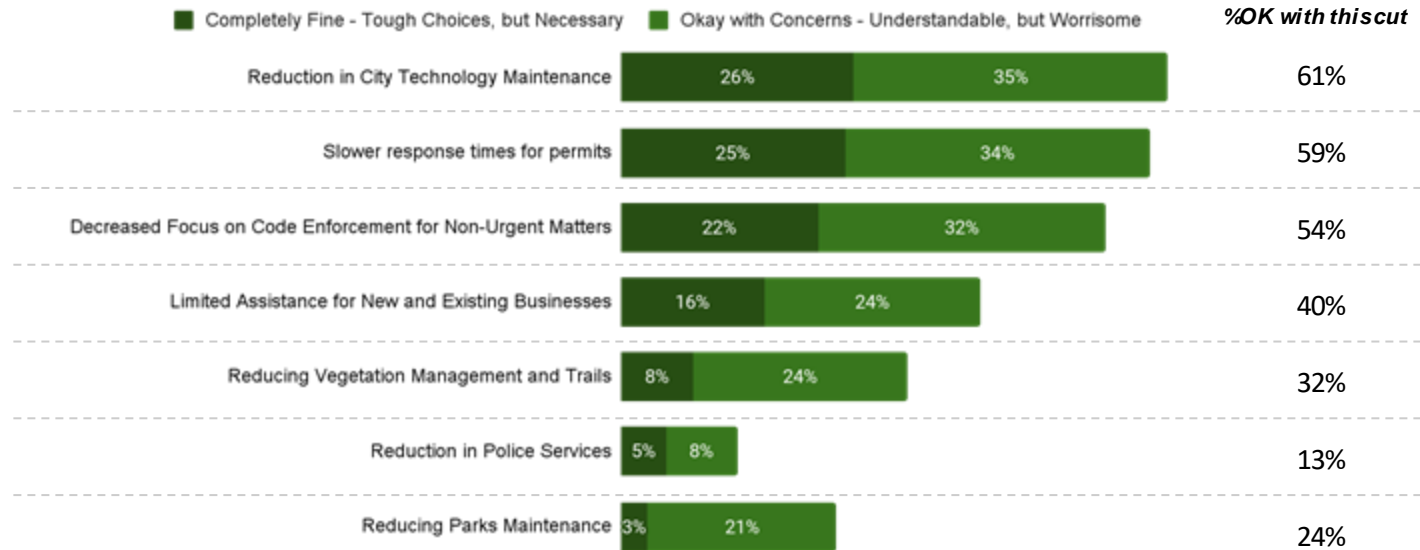


Base: Total respondents (n=412)
If you were in charge of the city budget, how would you prioritize city's spending?



Most of the respondents are OK with cutting some spending on the City's technology, maintenance, response times for permits, and the enforcement of code regarding non-urgent matters

Potential cuts



Base: Total respondents (n=430)

If the City of Clayton needed to manage a budget shortfall, how would you feel about the following potential cuts aimed at balancing the city's budget?

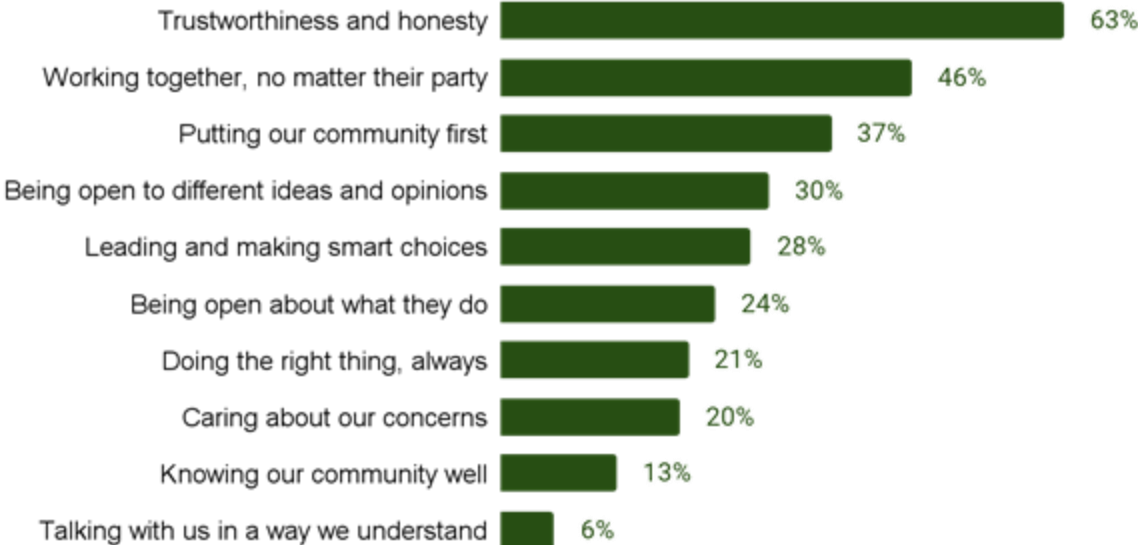


**What residents
look for in our
city government?**



Our residents look for **trustworthiness and unity** in elected officials:

Top qualities valued in elected officials

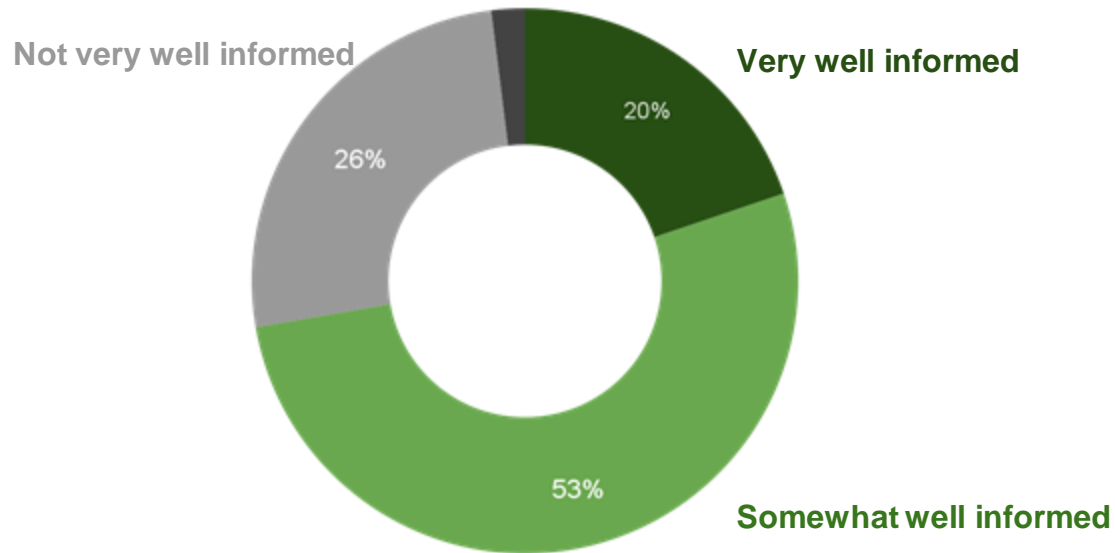


Base: Total respondents (n=430)
Question: What are the top 3 qualities you value in elected officials representing our community?



Although 73% of residents are somewhat or very well informed there is still 1/4th of residents who feel they are not well informed. This is an area we can continue to improve.

How well-informed residents are about Clayton's government



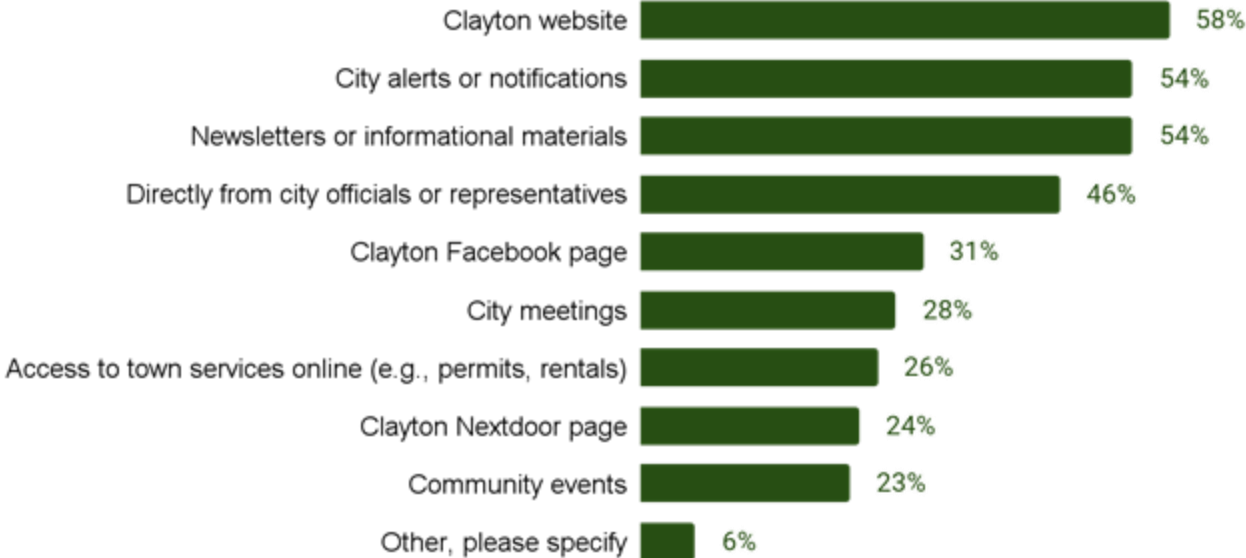
Base: Total respondents (n=429)

Question: INFORMED - How well-informed are you about Clayton's government and what it is doing to provide services to the people who live here?



City website, newsletters, city notifications are preferred ways to stay informed

Preferred communication methods



Base: Total respondents (n=430)

Question:How would you like to stay informed and updated by the city government? Which communication channels do you prefer?



The most suggested way of improving communication by the citizens was increasing the outlets of news through newsletters, email, and social media

Suggestions for improving communication

[Link to full list of comments](#)

Most mentioned



Least mentioned

- **Enhanced Information Distribution:** Utilizing newsletters, email, social media, city signs, mailers, and a Facebook page.
- **Neutral Reporting and Transparency:** Minimizing biased reporting by council members, Using newsletters, emails, and social media for neutral city updates, and considering city manager reports in the local newspaper.
- **Efficiency and Accountability:** Improving the permitting process, providing timely updates on code enforcement, and ensuring transparency in decision-making.
- **Civility and Unity:** Addressing conflicts within the city council and promoting cooperation, discouraging public bashing and divisive behavior.
- **Community Engagement:** Encouraging community involvement through in-person workshops and town halls, establishing monthly meetings for different community topics.

What else is important to our residents?

At the end of the survey, we asked:

Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Preservation of Small Town Charm

Limiting Growth: Many residents express a desire to maintain the small-town feel and limit excessive development.

Protecting Downtown and Trails: Prioritizing the preservation of cultural elements like downtown and trails is important.

Balancing Growth: Balancing growth and maintaining the city's character is crucial.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Fiscal Responsibility

Budgetary Concerns: Emphasis on a sound budget, decreasing deficits, and prioritizing basic needs over wants.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Community Harmony and Inclusivity

Reducing Divisiveness: Addressing extreme divisiveness, encouraging unity, and fostering a more cooperative atmosphere.

Inclusivity: Encouraging inclusivity, understanding diversity, and catering to the needs of all demographics.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Public Safety and Infrastructure

Traffic and Safety: Concerns about traffic, road safety, enforcement of laws (like leash laws), and managing increased commuter traffic.

Environmental Impact: Addressing environmental concerns caused by development, such as neglect of creeks and environmental degradation.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Housing and Development

Affordable Housing: Balancing the need for housing growth with the preservation of the city's character and small-town feel.

Controlling Development: Residents want control over housing development, expressing concerns about high-density housing and its impact.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Government Operations and Leadership

Efficient Governance: Residents want effective governance and collaboration among elected leaders.

Community Engagement: Encouraging more community involvement in decision-making processes.

Q: Is there anything else that you would like to communicate to the City Government for us focus on in the next five years?



Q & A

