

# STRATEGIC PLANNING UPDATE

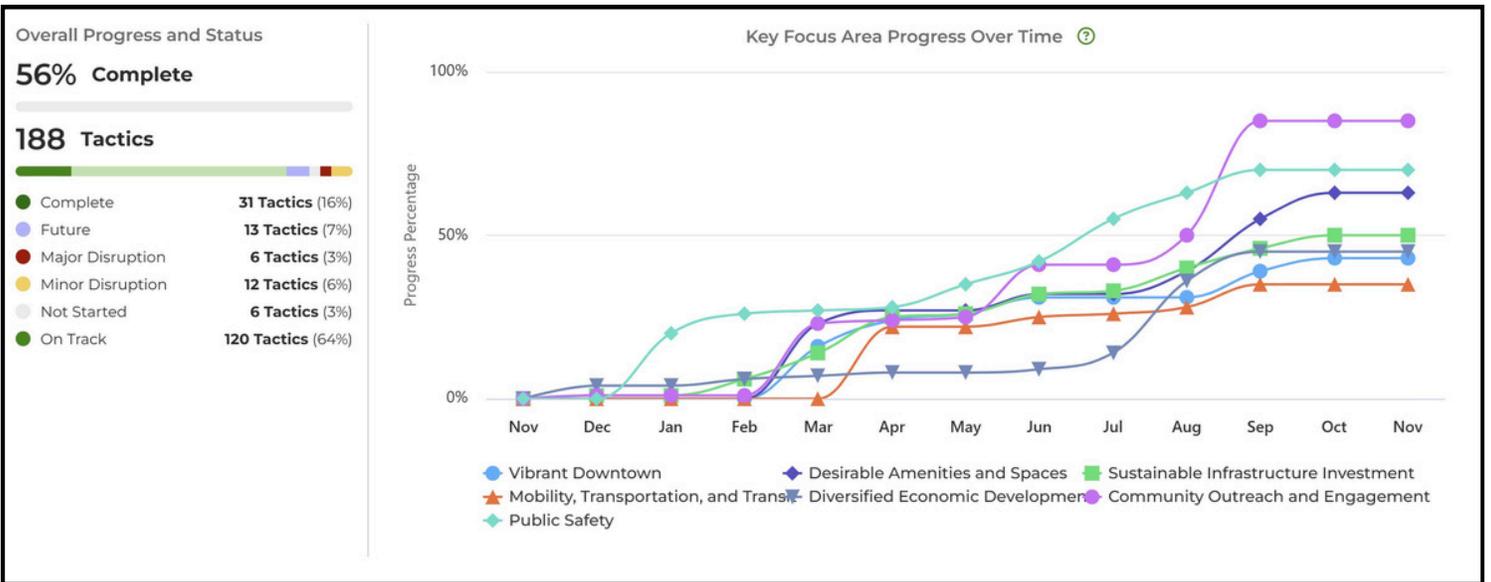


**Fall  
2025**

# Town of Clayton

## STRATEGIC UPDATE

- Vibrant Downtown
- Desirable Amenities & Spaces
- Sustainable Infrastructure Investment
- Mobility, Transportation & Transit
- Diversified Economic Development
- Community Outreach & Engagement
- Public Safety



### Key Focus Areas

Town Council identified seven areas as top priorities

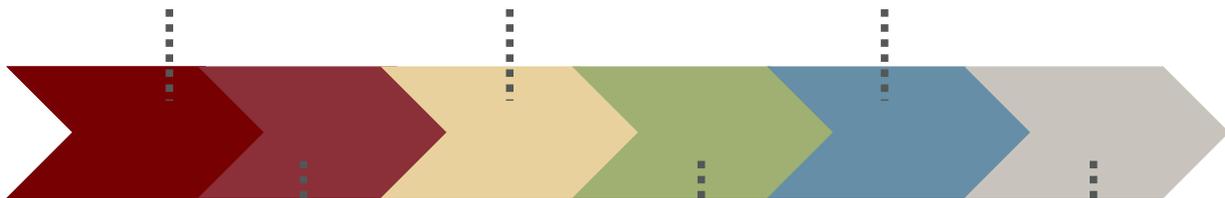
### Draft Tactics

Town staff designed tactics to implement these strategies with first quarter strategy session

### Final Tactics

Staff finalized tactics and imported into ClearGov

2024-2025



### Strategies

Town Staff designed strategies for each focus area with Town Council approval

### Tactics Review

Executive Team shared draft tactics in the fall Town Council retreat

### Implementation

The Chief of Staff & Strategic Initiatives leads progress updates for transparency and accountability

# Vibrant Downtown

## 2025 HIGHLIGHTS



**\$37,500**

in facade grants



**\$103,349**

in private investment

**Investing in Downtown**

Strategic Downtown support encourages private investments

**5,411**



attended 316 library programs

**13,335**



tickets sold to 44 Clayton Center Performances

**47,300+**



attended downtown concerts, festivals & events



**2019**

1.8 million  
Downtown visits

78,000  
unique visitors

7.7  
visits on average



**2024**

2.0 million  
Downtown visits

173,000  
unique visitors

6.8  
visits on average

**Completed**

- Downtown Master Plan Development
- Wayfinding Signage Refresh
- Monument Signs for Municipal Park, Sam's Branch, & Fire Station 2
- Library Renovations Underway (50% complete)

# Desirable Amenities and Spaces

## 2025 HIGHLIGHTS



**475**



new shrubs and trees planted

**1,400**



youth sports participants each year

**40,008**



member check-ins at the community center

## The Clayton Center Tickets Sold

● Clayton ● Johnston ● Wake ● Surrounding ● Other NC ● Other States



### Completed

- Parks and Recreation Master Plan
- Community Park Bond Project
- Clyde Sinclair Playground Replacement
- Adaptive Reuse Study for Robertson Mule Stable Property
- Cultural Arts and Library Master Planning Survey
- Parks and Recreation Master Plan Follow Up Study
- Strategic real estate acquisition
- Clayton Fitness facility acquisition for multigenerational use

# Sustainable Infrastructure Investment

## 2025 HIGHLIGHTS

Water Resources outperforms the industry benchmark for excellence (1/100 miles) by 60%

**.4/100 miles**

sanitary sewer overflow rate

**85%**



Sam's Branch Water Reclamation Facility

**486**

new water meters installed

**100%**



Town Hall Elevator Renovation

**2,759**

excavations for lead and copper compliance

**65%**



East Clayton Industrial Area Pump Station improvements

**536,381,000**

gallons of wastewater treated

**100%**



Little Creek Pump Station (preparation for shifting flow to Sam's Branch)

That's enough water to fill 800 olympic swimming pools or 10 million bathtubs

**Completed**

- Downtown Stormwater Analysis
- Water and Distribution System Master Plans
- Comprehensive Manual of Standard Specifications and Details Update
- Electric Master Plan
- Joined NC Warn, a response agency for emergency aid and recovery

# Mobility, Transportation and Transit

## 2025 HIGHLIGHTS

### Completed

- Clayton on the Move Comprehensive Transportation Plan (CTP) approved
- Bus Rapid Transit study initiated with Capital Area Metropolitan Planning Organization (CAMPO)
- Completed \$4 million Town Road Rehabilitation Project, repaving 15 miles of roads



68

PCI in 2019



80

PCI in 2025

### Better Roads

Pavement Condition Index shows 18% improvement in road conditions since 2019



### In the Works

Plans are underway to make Downtown more walkable

#### East Main Street Sidewalk Connector

- Project includes sidewalk on both sides of Main Street from Second Street to Clayton Boulevard
- Obtained right of way certification and working on securing NCDOT plan approval and construction funding

#### Clayton Connector Robertson and Main

- Project includes sidewalk on one side and multi-use path on the other from Kenmore at Amelia Church across Clayton Boulevard to Robertson, then left on W Main to Moore
- Designs are 65% complete

#### Main Street Pedestrian Improvements

- Project includes pedestrian safety improvements including important crossing and signal improvements from Robertson to Smith on Main Street
- A survey is complete and stakeholder meetings have been held

# Diversified Economic Development

## 2025 HIGHLIGHTS

### Strategic Plan Goals

- Improve Clayton's competitive position through real estate product and infrastructure development
- Attract new industrial, commercial, and retail business to Clayton
- Strengthen the economic base through Business Retention and Expansion (BRE) programs
- Build Clayton's image and brand through marketing and communication
- Increase opportunities through intergovernmental relations

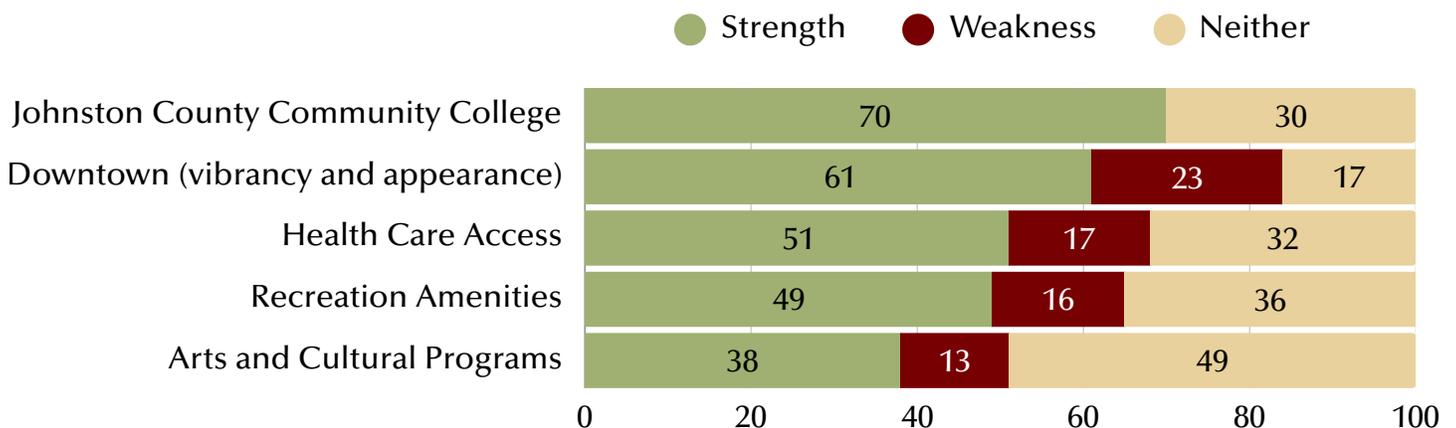
### Spotlight

- Townwide industrial sites study underway to identify potential sites for industrial development and meet high demand
- Redevelopment tool in process to help evaluate and prioritize industrial sites objectively and effectively
- 2024 Excellence in Economic Development Bronze Award for Digital Media from the International Economic Development Council

**\$10,000** secured from Electricities to fund structural assessment at Robertson Mule Stable Property

### Top Five Strengths for Clayton Businesses

as identified by Clayton business owners (from 16 options)\*



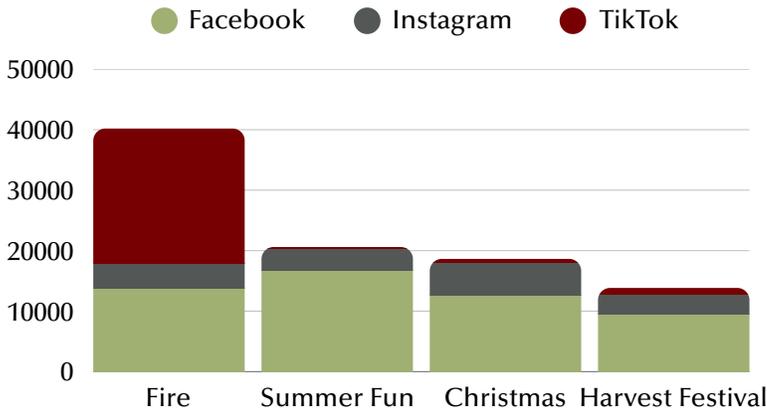
\*Per the Economic Development strategic planning business survey

# Community Outreach and Engagement

## 2025 HIGHLIGHTS

### Greatest Hits

Most Watched Clayton4U Episodes



**143**

citizens engaged with website feedback survey

**800+**

television mentions since January 2025

**1,000+**

citizens engaged with the Downtown Master Plan survey

**1,160**

citizens engaged with Parks and Recreation Survey

**1,300+**

citizens engaged with Comprehensive Transportation Plan

**217,827**

views on Clayton4U videos

**1.85 million+**

total audience reached across traditional media

### Completed

- Generated marketing campaign across multiple channels to boost participation in public meetings and advisory boards, resulting in 200+ responses
- Diversified presence, sharing across platforms and increasing traditional media outreach, generating 31% growth in television coverage
- Created standard survey to capture feedback from Town and Department events, enabling more effective data collection



**4**

**Awards for  
Excellence**

The Communication Department won four awards from the NC chapter of the Public Relations Society of America for campaigns and tactics.

# Public Safety

## 2025 HIGHLIGHTS



### 5,016

unit responses for Clayton Fire Department through October 2025

### 6,537

citizens reached with fire safety education through October 2025

### 19,220

hours of training for Clayton Fire Department in FY2025



### 55,082

calls for service for Clayton Police Department in calendar year 2024

## Spotlight

- Clayton was named 17<sup>th</sup> safest city in North Carolina by Safewise Data
- Town of Clayton directors completed FEMA **National Incident Management Training** to bolster preparedness for natural disasters and other emergencies
- The town acquired land for both a **northwest** and a **southwest public safety center**
- Designs are underway for the **Southwest Public Safety Center** to ensure needed resources for maintaining safe response times in a growing Clayton. Designs are 45% complete



## 7% decrease in Part I crime

CPD reported a 7% reduction in Part I (violent & property crimes) in calendar year 2024 as well as an overall crime rate well below state & national average