



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

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November 16, 2020

Mark Israelson
City Manager
City of Plano
1520 Avenue K
Plano, TX 75074
marki@plano.gov

Subject: Leading the Way Award Winners

Dear Mr. Israelson:

On behalf of ETC Institute, **I want to congratulate the City of Plano for winning our Leading the Way Award.**

ETC Institute's "Leading the Way Award" was created to recognize local governments for outstanding achievement in the delivery of services to residents. Recipients of the award rank in the top 10% of all local governments in the United States with regard to their composite performance in three core areas that are assessed on ETC Institute's DirectionFinder® Survey:

- satisfaction with the overall quality of services
- satisfaction with customer service provided by employees, and
- satisfaction with the value residents think they receive for local taxes and fees.

Since 1999, ETC Institute's DirectionFinder® Survey has been administered to nearly two million residents in all 50 states. Although ETC Institute has provided "benchmarking" data that has allowed communities, like Plano, to compare your results with other communities for many years, ETC Institute did not formally recognize the top performers until this year.

The City of Plano is truly setting standard in many areas. In addition to ranking in the top 10% overall, the City of Plano had the highest satisfaction rating among more than 200 communities that participated in DirectionFinder® between August 2019 and July 2020 in the areas listed below.

#1 Rating Among Communities with More than 100,000 Residents

- Overall Feeling of Safety in the City
- Overall Quality and Value of Services Provided to Residents



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The City of Plano also rated in the **top 10% of all cities** in the areas listed below.

- Overall Quality of Services
- Animal Control Services
- City's Website
- Customer Service
- Effectiveness of Communication
- Emergency Medical Services
- Fire Services
- Police Services
- Stormwater Management/Flood Control

More details about the Leading the Way Award are now available on our website, www.etcinstitute.com.

Once again, congratulations to you, the Mayor, your City Council, and all City employees for your outstanding achievements!

Sincerely,

A handwritten signature in black ink that reads "Christopher E. Tatham". The signature is written in a cursive style.

Christopher Tatham, CEO