



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

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November 16, 2020

Mark Browne
City Manager
City of Schertz
1400 Schertz Parkway
Schertz, TX 78154
mbrowne@schertz.com

Subject: Leading the Way Award Winners

Dear Mr. Browne:

On behalf of ETC Institute, **I want to congratulate the City of Schertz 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 Schertz, 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 Schertz is truly setting standard in many areas. In addition to ranking in the top 10% overall, the City of Schertz rated in the **top 10% of all cities** in the areas listed below.

- Overall Value of Services Provided to Residents
- Animal Control Services
- Stormwater Management/Flood Control



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

**Once again, congratulations to you, 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