



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

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November 16, 2020

Mark Koenen
City Administrator
City of St. Charles
2 E. Main Street
St. Charles, IL 60174
cao@stcharlesil.gov

Subject: Leading the Way Award Winners

Dear Mr. Koenen:

On behalf of ETC Institute, **I want to congratulate the City of St. Charles 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 St. Charles, 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 St. Charles is truly setting standard in many areas. In addition to ranking in the top 10% overall, the City of St. Charles had the highest satisfaction rating among more than 200 communities that participated in DirectionFinder® between August 2019 and July 2020 in the area listed below.

#1 Rating Among All Communities

- Feeling of Safety in Neighborhoods During the Day (tied for #1)



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

- Overall Value of Services Provided to Residents
- Adequacy of Street Lighting
- Availability of Information About Government Services and Activities
- City as a Good Place to Live and Raise Children
- City's Use of Social Media
- City's Website
- Cleanliness of Streets and Public Areas
- Condition of Sidewalks
- Condition of Street Signs and Traffic Signals
- Customer Service
- Efforts by Police to Prevent Crime
- Enforcement of Codes and Ordinances
- Enforcement of Local Traffic Laws
- Overall Feeling of Safety in the City
- Overall Image of the City
- Overall Quality of Fire 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 cursive script that reads "Christopher E. Tatham".

Christopher Tatham, CEO