



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

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November 16, 2020

James Archambo  
City Administrator  
City of Wauwatosa  
7725 W. North Avenue  
Wauwatosa, WI 53213  
jarchambo@wauwatosa.net

**Subject: Leading the Way Award Winners**

Dear Mr. Archambo:

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

- Solid Waste Services



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The City of Wauwatosa 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
- City as a Place to Live
- Condition of Street Signs and Traffic Signals
- How Quickly Fire Services Respond to Emergencies
- Overall Appearance of the City
- Trash/Garbage Collection Services

More details about the Leading the Way Award are now available on our website, [www.etcinstitute.com](http://www.etcinstitute.com).

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

Sincerely,

A handwritten signature in cursive script that reads "Christopher E. Tatham".

Christopher Tatham, CEO