



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

Phone: (913) 829-1215

Fax: (913) 829-1591

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November 16, 2020

Tom Hadden  
City Manager  
City of West Des Moines  
4200 Mills Civic Pkwy  
West Des Moines, IA 50265  
tom.hadden@wdm.iowa.gov

**Subject: Leading the Way Award Winners**

Dear Mr. Hadden:

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

- Satisfaction with How the City is Managing Growth (tied for #1)



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The City of West Des Moines 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
- Cleanliness of Streets and Public Areas
- Condition of Sidewalks
- Condition of Street Signs and Traffic Signals
- Emergency Medical Services
- Enforcement of Exterior Maintenance of Commercial/Business Property
- Enforcement of Sign Regulations
- Maintenance of Public Buildings and Facilities
- Overall Image of the City
- Stormwater Management/Flood Control
- Wastewater/Sanitary Sewer 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 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