



**ETC INSTITUTE**

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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April 19, 2021

Laurie Hadley  
City Manager  
City of Round Rock  
221 E. Main Street  
Round Rock, TX 78664

**Subject: Leading the Way Award Winners – Spring 2021 Announcement**

Dear Ms. Hadley:

On behalf of ETC Institute, I want to congratulate the City of Round Rock 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. The City of Round Rock ranked in the Top 10% among communities with a population of 100,000 or more with regard to your performance in the 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.

A maximum of 100 points are awarded in each of these areas based on the results of the survey. In order to rank in the top 10% of cities with more than 100,000 residents, a city must have received a composite score of 192 or more, which means the city scored an average of at least 64 points in all three areas. The threshold of 192 was established using the results of surveys from more than 400 communities that have participated in ETC Institute's DirectionFinder® Survey over the past two years. **The City of Round Rock's composite rating was 212 which was 58 points above the average composite score of 154 for all cities in the United States.**

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 Round Rock, to compare your results with other communities for many years, ETC Institute did not formally recognize the top performers until 2020. The crystal award that you are receiving weighs 11 pounds to represent the 11 cities that participated in ETC Institute's DirectionFinder® Survey the first year the survey was conducted in 2000.

More details about the Leading the Way Award, including the names of other award winners, are now available on our website at [etcinstitute.com](http://etcinstitute.com).

ETC Institute will feature the City of Round Rock as a winner of the award on our website and social media pages over the next few weeks. If you would like us to present the award virtually at a future meeting, we would be glad to do so. We can even provide a sample press release if needed.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Tatham". The signature is fluid and cursive, with the first name "Chris" and last name "Tatham" clearly distinguishable.

Christopher Tatham, CEO  
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