



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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April 19, 2021

Jeff Sanborn
Village Manager
Village of Pinehurst
395 Magnolia Road
Pinehurst, NC 28374

Subject: Leading the Way Award Winners – Spring 2021 Announcement

Dear Mr. Sanborn:

On behalf of ETC Institute, **I want to congratulate the Village of Pinehurst 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 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 three areas based on the results of the survey. In order to rank in the "Top 10% of All Cities", a city must have received a composite score of 210 or more, which means the city scored an average of at least 70 points in all three areas. The threshold of 210 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 Village of Pinehurst's composite rating was 237 which was 83 points above the average composite score of 154 for all cities in the United States.**

The Village of Pinehurst is truly setting standard in many areas. In addition to ranking in the top 10% overall, the Village of Pinehurst also rated in the top 10% of all cities that participated in our DirectionFinder® between August 2020 and February 2021 in the areas listed below.

- Overall quality of fire services
- The level of public involvement in decision making
- Overall feeling of safety in the City

- Leadership provided by the local elected officials
- Yard waste/leaf/brush pick-up services
- Trash/garbage collection services
- Overall value that received for city taxes and fees
- Effectiveness of communication by the Village
- Condition of major streets
- Image of the community
- Appearance of the community
- Effectiveness of local governmental managers and appointed staff
- As a place to retire
- Enforcement of sign regulations
- Efforts by police to prevent crime
- Cleanliness of streets and public areas
- Availability of information about Village services and activities
- Mowing and tree trimming along streets and public areas
- Enforcement of clean-up of trash and debris on private property
- Efforts by the Village to keep residents informed about local issues
- Overall quality of life in the community

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 the Village of Pinehurst, 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.

ETC Institute will feature the Village of Pinehurst 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 Village Council, and all Village staff for your outstanding achievements!

Sincerely,



Christopher Tatham, CEO
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