



## ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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December 1, 2021

David Gipson  
City Manager  
City of Clayton  
10 North Bemiston Avenue  
Clayton, MO 63105

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

Dear Mr. Gipson:

On behalf of ETC Institute, **I want to congratulate the City of Clayton 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. 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 City of Clayton's composite rating was 244 which was 80 points above the average composite score of 164 for all cities in the United States.**

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

- Public Safety Services
- Parks and Recreation Programs and Facilities
- Visibility of Police in Neighborhoods
- How Quickly Police Respond to Emergencies
- Enforcement of Local Traffic Laws
- Residents' Feeling of Safety in Neighborhoods During the Day

- Residents' Feeling of Safety in Neighborhoods at Night
- Residents' Feeling of Safety in the Downtown Area of the City
- Overall Quality of Emergency Medical/Ambulance Services
- How Quickly Ambulance/Emergency Medical Services Personnel Respond to Emergencies
- How Quickly Fire Services Personnel Respond to Emergencies
- Fire Education Programs
- Condition of Street Signs and Traffic Signals
- Maintenance of City Parks
- Quality of Facilities at City Parks
- Adult and Youth Recreation Programs
- Enforcement of Mowing and Cutting of Weeds on Private Property
- Enforcement of Exterior Maintenance of Residential and Commercial/Business Properties
- Trash/Garbage Collection Services
- Curbside Recycling Services
- Yard Waste/Leaf/Brush Pick-up Services
- Image of the Community
- Overall Value Residents' Receive for Taxes and Fees
- Overall Quality of Life

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 to compare their 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, will be made available on our website at [www.etcinstitute.com](http://www.etcinstitute.com).

ETC Institute will feature the City of Clayton 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 Board of Aldermen, and all City employees for your outstanding achievements!**

Sincerely,



Christopher Tatham, CEO  
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