



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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December 1, 2021

Laura Smith
City Administrator
City of Mission
6090 Woodson St
Mission, KS 66202

Subject: Leading the Way Award Winners – Fall 2021 Announcement

Dear Ms. Smith:

On behalf of ETC Institute, I want to congratulate the City of Mission 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 Mission's composite rating was 220 which was 56 points above the average composite score of 164 for all cities in the United States.**

The City of Mission is truly setting standard in many areas. In addition to ranking in the top 10% overall, the City of Mission 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.

- Visibility of Police in Commercial and Retail Areas
- Residents' Feeling of Safety in Neighborhoods During the Day

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.

ETC Institute will feature the City of Mission 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 "C. Tatham".

Christopher Tatham, CEO
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