



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

John Butz  
City Administrator  
City of Rolla  
901 North Elm Street  
Rolla, MO 65402  
jbutz@rollacity.org

**Subject: Leading the Way Award Winners**

Dear Mr. Butz:

On behalf of ETC Institute, **I want to congratulate the City of Rolla 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 Rolla, 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 Rolla is truly setting standard in many areas.** In addition to ranking in the top 10% overall, the City of Rolla rated in the **top 10% of all cities** in the areas listed below.

- Overall Value of Services Provided to Residents
- Customer Service
- Feeling of Safety in Community Parks



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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 black ink that reads "Christopher E. Tatham". The signature is written in a cursive style.

Christopher Tatham, CEO