



Helping Organizations Make Better Decisions

725 W. Frontier Lane, Olathe, Kansas 66061

Phone: (913) 829-1215

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November 16, 2020

Andrew Ching  
City Manager  
City of Tempe  
31 E. Fifth St.  
Tempe, AZ 85281  
andrew\_ching@tempe.gov

**Subject: Leading the Way Award Winners**

Dear Mr. Ching:

On behalf of ETC Institute, **I want to congratulate the City of Tempe 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 Tempe, 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 Tempe is truly setting standard in many areas.** In addition to ranking in the top 10% overall, the City of Tempe had the highest satisfaction rating among more than 200 communities that participated in DirectionFinder® between August 2019 and July 2020 in the area listed below.

**#1 Rating Among Communities with More than 100,000 Residents**

- Public Transportation Services (tied for #1)



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The City of Tempe also rated in the **top 10% of all cities** in the areas listed below.

- Overall Value of Services Provided to Residents
- Availability of Information About Government Services and Activities

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 with a large initial "C".

Christopher Tatham, CEO