



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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April 19, 2021

J. Michael Wilkes
City Manager
City of Olathe
100 East Santa Fe Street
Olathe, KS, 66061

Subject: Leading the Way Award Winners – Spring 2021 Announcement

Dear Mr. Wilkes: *Michael,*

On behalf of ETC Institute, I want to congratulate the City of Olathe for winning our **Leading the Way Award**. Olathe is the first City to win the award twice!

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 City of Olathe's composite rating was 254 which was 100 points above the average composite score of 154 for all cities in the United States.**

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

- Enforcement of local codes and ordinances
- Yard waste/leaf/brush pick-up services
- How quickly fire services personnel respond to emergencies

- Customer service provided by the City
- Outdoor athletic fields
- Ease of registering for programs
- Overall quality of local governmental services
- Effectiveness of communication by the City
- Condition of streets in neighborhoods
- Maintenance of streets and sidewalks
- Curbside recycling services
- Water utility services
- As a place to work
- Walking/biking trails
- How quickly police respond to emergencies
- Maintenance of City parks
- Youth recreation programs
- Animal control services
- Snow removal on major city streets
- Parks and recreation programs and facilities
- Stormwater management/flood control
- Solid waste services
- City swimming pools
- Adult recreation programs
- Household hazardous waste disposal service
- Taste of tap water

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 Olathe, 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 City of Olathe 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 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,



Christopher Tatham, CEO
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