



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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July 22, 2022

Richard J. White III
Town Manager
Town of Carrboro
301 W. Main Street
Carrboro, NC 27510

Subject: Leading the Way Award Winners – Summer 2022 Announcement

Dear Mr. White:

On behalf of ETC Institute, **I want to congratulate the Town of Carrboro 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 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 Town of Carrboro's composite rating was 238 which was 62 points above the average composite score of 176 for all cities in the United States.**

The Town of Carrboro is truly setting the standard in many areas. In addition to ranking in the top 10% overall, the Town of Carrboro also rated in the top 10% of all cities that participated in our DirectionFinder® between December 2021 and May 2022 in the areas listed below and on the following page.

- Accessibility of streets, sidewalks, & buildings for people with disabilities
- Mowing and tree trimming along streets & public areas

- The level of public involvement in local decision-making
- Efforts to promote diversity in the community

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, are now available on our website at etcinstitute.com.

ETC Institute will feature the Town of Carrboro 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 Town Council, and all Town staff for your outstanding achievements!

Sincerely,



Christopher Tatham, CEO
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