



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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July 22, 2022

Penny Postoak Ferguson
County Manager
Johnson County
111 S. Cherry St.
Olathe, KS 66061

Subject: Leading the Way Award Winners – Summer 2022 Announcement

Dear Mrs. ~~Postoak~~ Ferguson: *Penny*:

On behalf of ETC Institute, I want to congratulate Johnson County 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 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 Communities", a City/County must have received a composite score of 192 or more, which means the community scored an average of at least 64 points in all three areas. The threshold of 192 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. **Johnson County's composite rating was 211 which was 35 points above the average composite score of 176 for all communities in the United States.**

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

- Flow of traffic on City streets
- Feeling of safety in neighborhoods

- Overall image of the County
- As a place to live, work, and raise children

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 Johnson County 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, Board of County Commissioners, and all County staff for your outstanding achievements!

Sincerely,

A handwritten signature in blue ink, appearing to read "C. Tatham".

Christopher Tatham, CEO
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