



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

725 W. FRONTIER CIRCLE, OLATHE, KANSAS 66061
(913) 829-1215 FAX: (913) 829-1591

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Rebecca Clemons
County Manager
Williamson County
710 S. Main Street, Suite 101
Georgetown, TX 78626

Subject: Leading the Way Award Winners – Fall 2024 Announcement

County Manager Clemons,

On behalf of ETC Institute, **I want to congratulate Williamson 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 tax office.

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 Large Communities", a community 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 450 communities that have participated in ETC Institute's DirectionFinder® Survey over the past two years. **Williamson County's composite rating was 198 which is 83 points above the average composite score of 115 for all communities with more than 100,000 residents in the United States and 6 points above the threshold of 192 for the "Top 10% of Large Communities."**

Williamson County is truly setting the standard in many areas. In addition to ranking in the top 10% for all communities in the United States, Williamson County's ratings exceeded the national average by more than 10% for the 13 areas listed below and on the following page:

- Rating the County as a place to live (+37.9%)
- Quality of customer service from County employees (+32.1%)
- Communications and outreach (+22.8%)
- Feeling of safety in the County overall (+21.5%)
- Overall quality of services provided by the County (+20%)
- Rating the County as a place to raise children (+19.7%)

- Overall quality of parks and trails (+19.2%)
- Overall image of the County (+17.7%)
- Rating the County as a place to retire (+13.8%)
- Feeling of safety walking alone in your neighborhood at night (+13.8%)
- Overall quality of animal control services (+12.1%)
- Overall quality of emergency medical services (EMS) (+11.6%)
- Feeling of safety walking alone in your neighborhood during the day (+10.8%)

Since 1999, ETC Institute's DirectionFinder® Survey has been administered to nearly 2.3 million residents in all 50 states. Although ETC Institute has provided "benchmarking" data that has allowed communities, like Williamson County, 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 communities 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 Williamson 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, the County Judge, the Commissioners Court, and all County staff for your outstanding achievements!

Sincerely,



Christopher Tatham, CEO
Chris.Tatham@etcinstitute.com
913-669-6053