



ETC INSTITUTE

MARKETING RESEARCH, DEMOGRAPHY, STATISTICAL APPLICATIONS

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

July 10, 2024

Eric Peterson
Town Manager
Town of Hillsborough
101 E. Orange St.
Hillsborough, NC 27278

Subject: Leading the Way Award Winners – Summer 2024 Announcement

Dear Mr. Peterson,

On behalf of ETC Institute, **I want to congratulate the Town of Hillsborough 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 community must have received a composite score of 210 or more, which means the community 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 450 communities that have participated in ETC Institute's DirectionFinder® Survey over the past two years. **The Town of Hillsborough's composite rating was 231 which was 53 points above the average composite score of 178 for all cities in the United States.**

The Town of Hillsborough is truly setting the standard in many areas. In addition to ranking in the top 10% for all cities in the United States, the Town's ratings exceeded the national average by more than 20% for the 32 areas listed below and on the following page:

- Quality of customer service from town employees (+47%)
- As a place to live (+46%)
- Effectiveness of communication with the public (+44%)
- Quality of town parks (+42%)
- Maintenance of town streets (+42%)
- Residential bulk trash collection (+41%)
- Quality of services provided by the town (+40%)
- Quality of police protection (+37%)
- Yard waste collection services (+36%)
- As a place to retire (+33%)
- Feeling of safety on Riverwalk trails and in town parks (+32%)

- Sewer services (+32%)
- Image of Hillsborough (+31%)
- Maintenance of town buildings and facilities (+30%)
- Condition of streets in neighborhoods (+30%)
- As a place to raise children (+28%)
- Appearance of Hillsborough (+28%)
- Quality of water and sewer services (+27%)
- Acceptance by community of diverse populations (+27%)
- Town efforts to inform about local issues (+27%)
- Overall usefulness of Hillsborough website (+26%)
- Town's efforts to prevent crime (+26%)
- Enforcement of codes and ordinances (+26%)
- As a place to visit (+26%)
- Solid waste collection services (+26%)
- Availability of info about town programs/services (+25%)
- Feeling of safety in Hillsborough overall (+24%)
- Drainage of town streets (+24%)
- Value received for local taxes and fees (+22%)
- Visibility of police in neighborhoods (+21%)
- Mowing/tree trimming along streets/public areas (+20%)
- Level of public involvement in local decisions (+20%)

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 Hillsborough, 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 the Town of Hillsborough 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 Board of Commissioners, and all Town staff for your outstanding achievements!

Sincerely,



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