

Section 3:
**Importance-Satisfaction
Analysis**



Importance-Satisfaction Analysis

Wentzville, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-eight percent (58%) selected *the maintenance of City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 68% of the residents surveyed rated the city's overall performance with *the maintenance of City streets* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "Don't know" responses. The I-S rating for *the maintenance of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 58% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of 0.1856, which was ranked first out of nine major service categories.



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Wentzville are provided on the following pages.

Importance-Satisfaction Rating

City of Wentzville, Missouri

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic and congestion management	76%	1	44%	7	0.4256	1
High Priority (IS .10 - .20)						
Maintenance of City streets	58%	2	68%	5	0.1856	2
Enforcement of City codes and ordinances	28%	4	62%	6	0.1064	3
Medium Priority (IS <.10)						
Quality of storm water run off & management system	23%	5	71%	4	0.0667	4
Quality of police services	29%	3	84%	1	0.0464	5
Maintenance of City buildings and facilities	12%	6	74%	3	0.0312	6
Quality of customer service from City employees	9%	7	79%	2	0.0189	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Wentzville, Missouri

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Visibility of police in neighborhoods	38%	1	68%	6	0.1216	1
Medium Priority (IS <.10)						
City's efforts to prevent crime	34%	2	73%	4	0.0918	2
Visibility of police in retail areas	26%	3	68%	7	0.0832	3
How quickly police respond to emergencies	17%	4	77%	3	0.0391	4
Enforcement of local traffic laws	14%	7	73%	5	0.0378	5
Attitude & behavior of Police Dept toward citizens	17%	5	79%	1	0.0357	6
Overall competency of Police Dept	15%	6	79%	2	0.0315	7
City's municipal court	6%	8	56%	8	0.0264	8

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Most Important %:

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Satisfaction %:

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Importance-Satisfaction Rating

City of Wentzville, Missouri

Maintenance/Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets in your neighborhood	44%	1	52%	12	0.2112	1
<u>Medium Priority (IS <.10)</u>						
Maintenance of major City streets	32%	2	74%	7	0.0832	2
Snow removal on neighborhood streets	20%	3	69%	11	0.0620	3
Adequacy of City street lighting	19%	4	73%	10	0.0513	4
Condition of City sidewalks	13%	6	73%	9	0.0351	5
Landscaping of public areas along streets	9%	9	74%	6	0.0234	6
Snow removal on major City streets	13%	5	83%	2	0.0221	7
Maintenance of street signs and traffic signals	11%	7	81%	4	0.0209	8
Overall cleanliness of streets/other public areas	10%	8	82%	3	0.0180	9
Maintenance of City buildings	6%	10	76%	5	0.0144	10
Quality of street sweeping services	3%	11	73%	8	0.0081	11
Mowing and trimming of City parks	2%	12	85%	1	0.0030	12

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Importance-Satisfaction Rating

City of Wentzville, Missouri

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Indoor recreation facilities	25%	1	36%	17	0.1600	1
Walking and biking trails in the City	24%	2	49%	13	0.1224	2
Medium Priority (IS <.10)						
Number of City parks	16%	3	70%	3	0.0480	3
City swimming pools	12%	5	61%	5	0.0468	4
Fees charged for recreation programs	9%	8	53%	10	0.0423	5
Special events	9%	7	53%	11	0.0423	6
City's senior programs	7%	11	43%	15	0.0399	7
Outdoor recreation facilities	9%	9	59%	6	0.0369	8
The City's youth sports programs	7%	10	54%	9	0.0322	9
The Senior Center	5%	12	39%	16	0.0305	10
Safety at the City's Parks and Rec facilities	10%	6	79%	2	0.0210	11
The City's recreation programs and classes	4%	13	58%	7	0.0168	12
Ease of reserving a field/facility	3%	17	47%	14	0.0159	13
The City's adult sports programs	3%	15	50%	12	0.0150	14
Maintenance of City parks	15%	4	90%	1	0.0150	15
Recreation classes offered for kids	3%	14	56%	8	0.0132	16
Ease of registering for programs	3%	16	63%	4	0.0111	17

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