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Section 4:
Importance-Satisfaction
Analysis

2008 Importance-Satisfaction Analysis

Roeland Park, Kansas

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 (I-S) 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, and third most important services for the City to emphasize over the next two years. 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. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Forty-five percent (45%) ranked the *maintenance of City buildings and facilities* as the most important service for the City to provide.

With regard to satisfaction, the *maintenance of City buildings and facilities* was ranked second overall with 84% rating the *maintenance of City buildings and facilities* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for the *maintenance of City buildings and facilities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 45% was multiplied by 16% (1-0.84). This calculation yielded an I-S rating of 0.0720, which was ranked sixth out of the 8 major service categories accessed on the survey.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize 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.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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>=0.20)*
- *Increase Current Emphasis (0.10<=IS<0.20)*
- *Maintain Current Emphasis (IS<0.10)*

The results for Roeland Park are provided on the following page.

Importance-Satisfaction Rating

City of Roeland Park

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes and ordinances	35%	4	59%	8	0.1435	1
Quality of parks/recreation programs/facilities	40%	2	66%	5	0.1360	2
Quality of City's stormwater/runoff management	33%	5	65%	7	0.1155	3
Management of traffic flow and congestion	37%	3	72%	4	0.1036	4
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication	28%	6	66%	6	0.0952	5
Maintenance of City buildings/facilities	45%	1	84%	2	0.0720	6
Quality of police services	27%	7	88%	1	0.0324	7
Quality of customer service from City employees	12%	8	74%	3	0.0312	8

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, and third 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.

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Importance-Satisfaction Rating

City of Roeland Park

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
City's effort to prevent crime	58%	1	79%	4	0.1218	1
Adequacy of City street lights	39%	3	71%	6	0.1131	2
<u>Medium Priority (IS <.10)</u>						
Quality of Northeast Johnson County Animal Control	18%	7	65%	7	0.0630	3
Visibility of police in neighborhoods	42%	2	87%	2	0.0546	4
Enforcement of local traffic laws	23%	6	77%	5	0.0529	5
Response to emergencies	23%	5	83%	3	0.0391	6
Quality of local police	37%	4	90%	1	0.0370	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, and third 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.

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Importance-Satisfaction Rating

City of Roeland Park

PARKS and FACILITIES

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>						
Walking and biking trails	53%	1	18%	8	0.4346	1
<u>High Priority (IS .10-.20)</u>						
Number of City parks	33%	3	40%	7	0.1980	2
Maintenance of City parks	39%	2	69%	1	0.1209	3
Quality of playground equipment	21%	6	48%	6	0.1092	4
Overall appearance of City parks	31%	4	67%	2	0.1023	5
<u>Medium Priority (IS <.10)</u>						
Sculpture in public places	22%	5	58%	3	0.0924	6
Closeness of neighborhood parks to your home	18%	8	52%	5	0.0864	7
City-sponsored special events	19%	7	57%	4	0.0817	8

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