

Section 4:
Importance-Satisfaction
Ratings & Matrix

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, 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. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of City maintenance services they thought should receive the most emphasis over the next two years. Thirty-five percent (35%) selected maintenance of major City streets as one of the most important maintenance issues to emphasize over the next two years.

With regard to satisfaction, 70% of residents rated their satisfaction with the maintenance of major 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 major 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, 35% was multiplied by 30% (1-0.70). This calculation yielded an I-S rating of 0.1050, which ranked third out of 11 maintenance issues.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top choices to emphasize over the next two years and 0% indicated 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 - 2010

OVERALL

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>						
Traffic flow and congestion management in the City	68%	1	43%	8	0.3876	1
Maintenance of City streets	52%	2	57%	6	0.2236	2
<u>High Priority (IS .10-.20)</u>						
Quality of City parks & rec programs/facilities	41%	3	63%	4	0.1517	3
Quality of storm water run off & management system	30%	4	59%	5	0.1230	4
Enforcement of City codes and ordinances	26%	5	55%	7	0.1170	5
<u>Medium Priority (IS <.10)</u>						
Quality of police services	24%	6	84%	1	0.0384	6
Maintenance of City buildings and facilities	7%	7	69%	3	0.0217	7
Quality of customer service from City employees	7%	7	75%	2	0.0175	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.

Importance-Satisfaction Rating

City of Wentzville - 2010

PUBLIC SAFETY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Visibility of police in retail areas	24%	3	62%	7	0.0912	2
City's efforts to prevent crime	32%	2	72%	4	0.0896	1
Visibility of police in neighborhoods	36%	1	77%	1	0.0828	3
Attitude & behavior of Police Dept toward citizens	17%	4	70%	6	0.0510	4
How quickly police respond to emergencies	17%	4	74%	3	0.0442	5
City's municipal court	8%	8	47%	8	0.0424	6
Enforcement of local traffic laws	14%	6	72%	5	0.0392	7
Overall competency of Police Dept	14%	6	75%	2	0.0350	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.

Importance-Satisfaction Rating

City of Wentzville - 2010

CITY MAINTENANCE

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>						
Maintenance of streets in your neighborhood	36%	1	59%	10	0.1476	1
Snow removal on neighborhood streets	32%	3	57%	11	0.1376	2
Maintenance of major City streets	35%	2	70%	6	0.1050	3
<u>Medium Priority (IS <.10)</u>						
Landscaping of public areas along streets	15%	5	66%	9	0.0510	4
Adequacy of City street lighting	17%	4	72%	4	0.0476	5
Condition of City sidewalks	12%	7	68%	7	0.0384	6
Snow removal on major City streets	15%	5	79%	3	0.0315	7
Overall cleanliness of streets/other public areas	10%	8	80%	1	0.0200	8
Quality of street sweeping services	6%	10	68%	7	0.0192	9
Maintenance of City buildings	6%	10	71%	5	0.0174	10
Maintenance of street signs and traffic signals	8%	9	80%	1	0.0160	11

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 and second 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.

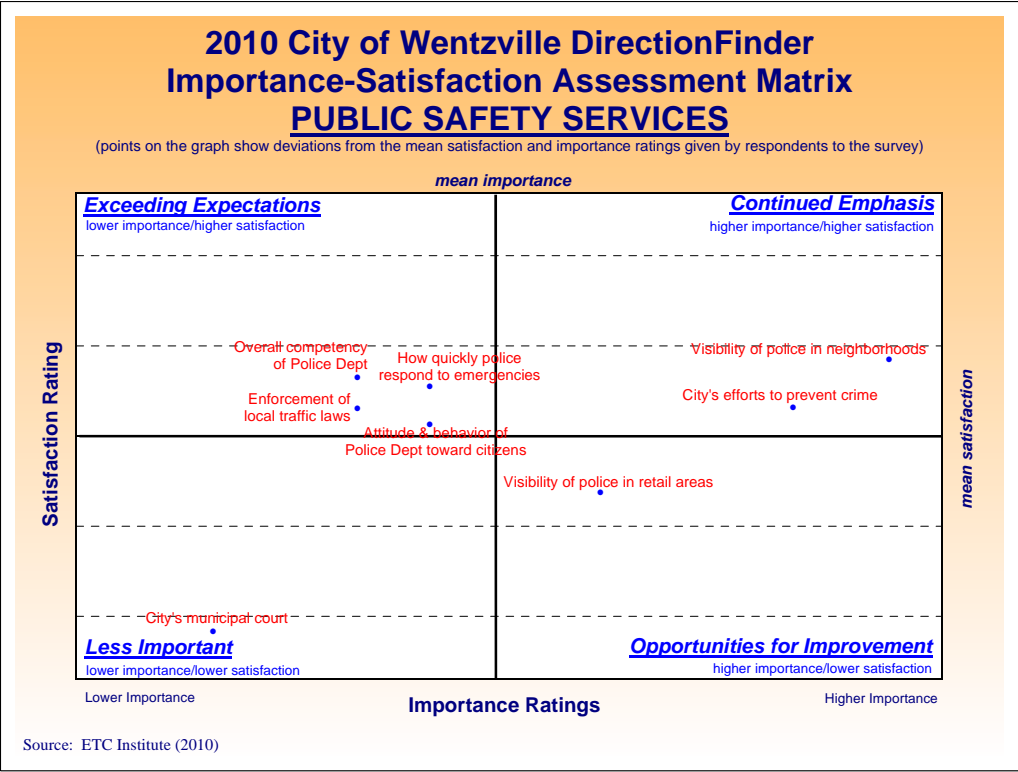
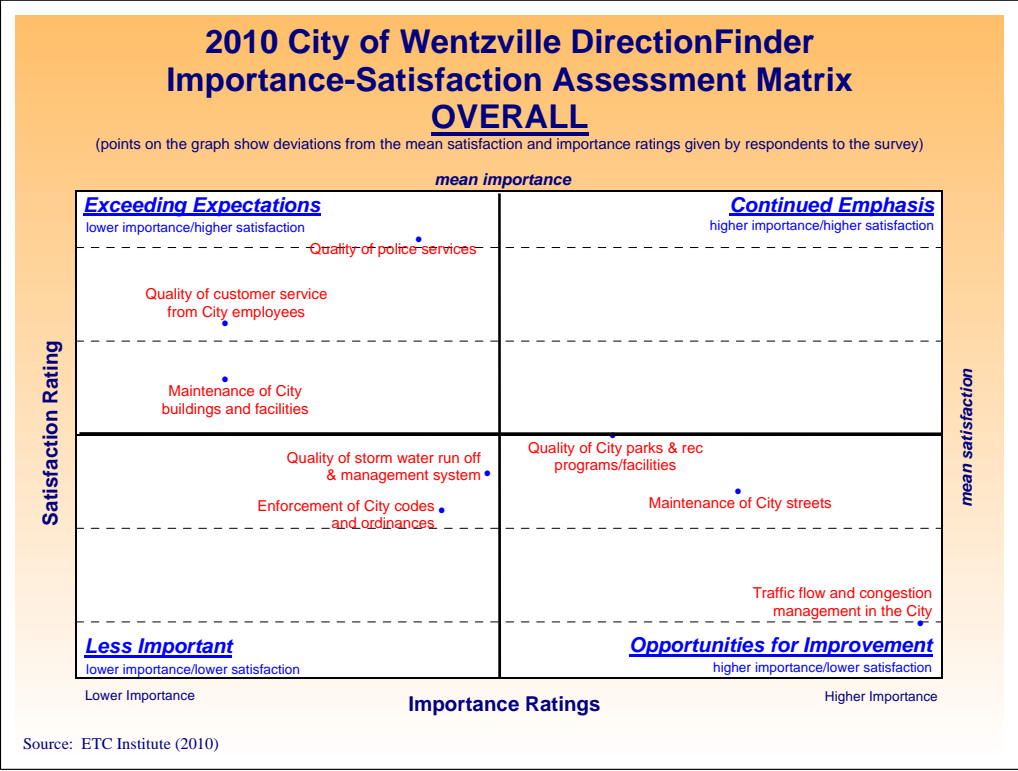
Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

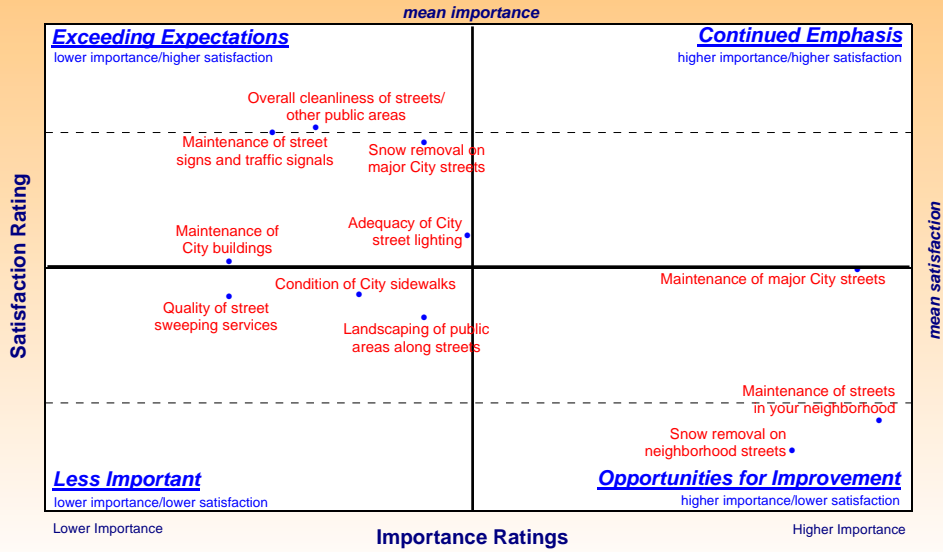
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Wentzville are provided on the following pages.



City of Wentzville DirectionFinder Importance-Satisfaction Assessment Matrix CITY MAINTENANCE

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



Source: ETC Institute (2010)