

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

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.

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

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

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

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

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.'

Overall

	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating
<u>Very High Priority (IS > .20)</u>					
Maintenance of city streets, buildings and facilities	77%	1	71%	3	0.2246
<u>High Priority (IS .10-.20)</u>					
Quality of Police Services	62%	2	69%	4	0.1917
Enforcement of city codes and ordinances	32%	5	52%	7	0.1527
<u>Medium Priority (IS < .10)</u>					
Effectiveness of city communication with public	23%	6	58%	5	0.0981
Quality of customer service from city employees	55%	3	85%	2	0.0819
Quality of city parks and rec programs	14%	7	56%	6	0.0615
Quality of city's stormwater/runoff management	38%	4	90%	1	0.0378

Public Safety

	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating
<u>High Priority (IS .10-.20)</u>					
How quickly the police respond to emergencies	38%	4	61%	6	0.1484
City's effort to prevent crime	57%	3	75%	3	0.1432
<u>Medium Priority (IS < .10)</u>					
Adequacy of City street lighting	30%	5	71%	5	0.0884
Northeast Johnson County Animal Control	16%	7	49%	7	0.0820
Visibility of police in neighborhoods	58%	2	90%	2	0.0583
Enforcement of local traffic laws	20%	6	74%	4	0.0528
Quality of local police protection	66%	1	92%	1	0.0524

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

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

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Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.'

Parks & Facilities

	Most Important %	Most Important Rank	Satisfaction%	Satisfaction Rank	Importance-Satisfaction Rating
<u>Very High Priority (IS > .20)</u>					
Number of walking and biking trails	63%	1	43%	6	0.3579
<u>High Priority (IS .10-.20)</u>					
Maintenance of City parks	60%	2	67%	1	0.1991
Overall appearance of City parks	51%	3	66%	2	0.1726
Quality of playground equipment	25%	5	49%	5	0.1278
City sponsored events	25%	5	51%	4	0.1229
Sculpture in public places	30%	4	63%	3	0.1101
Granada skate park	15%	7	30%	7	0.1051
<u>Medium Priority (IS < .10)</u>					
How close parks are to homes	15%	7	66%	2	0.0510

Community Investment

	Most Important %	Most Important Rank	Satisfaction%	Satisfaction Rank	Importance-Satisfaction Rating
<u>High Priority (IS .10-.25)</u>					
Purchase LED lighting for all street lights	31%	3	67%	4	0.1023
<u>Medium Priority (IS < .10)</u>					
Add attractive elements to major roadways	37%	2	74%	2	0.0962
Plant more trees on city property	47%	1	85%	1	0.0705
Add attractive elements to existing parks	25%	4	72%	3	0.0700
Acquire additional property for park development	13%	5	50%	5	0.0650

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

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. This Importance-Satisfaction Matrix displays 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.

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

OVERALL

Exceeded Expectations – Lower Importance/Higher satisfaction

- Quality of city's stormwater/runoff management

Continued Emphasis - Higher Importance/Higher satisfaction

- Quality of customer service from city employees
- Maintenance of city streets, buildings and facilities

Less Important - Lower Importance/Lower satisfaction

- Enforcement of city codes and ordinances
- Effectiveness of city communication with public
- Quality of city parks and rec programs

Opportunities for Improvement – Higher Importance/Lower satisfaction

- Quality of Police Services

PUBLIC SAFETY

Exceeded Expectations – Lower Importance/Higher satisfaction

Continued Emphasis Higher Importance/Higher satisfaction

- Quality of local police protection
- Visibility of police in neighborhoods
- City's effort to prevent crime

Less Important - Lower Importance/Lower satisfaction

- How quickly the police respond to emergencies
- Adequacy of City street lighting
- Northeast Johnson County Animal Control
- Enforcement of local traffic laws

Opportunities for Improvement – Higher Importance/Lower satisfaction

SECTION 3: IMPORTANCE - SATISFACTION ANALYSIS

PARKS & FACILITIES

Exceeded Expectations – Lower Importance/Higher satisfaction

- How close parks are to homes
- Sculpture in public places

Continued Emphasis Higher Importance/Higher satisfaction

- Maintenance of City parks
- Overall appearance of City parks

Less Important - Lower Importance/Lower satisfaction

- Quality of playground equipment
- City sponsored events
- Granada skate park

Opportunities for Improvement – Higher Importance/Lower satisfaction

- Number of walking and biking trails
- Number of City parks

COMMUNITY INVESTMENT

Exceeded Expectations – Lower Importance/Higher satisfaction

- Add attractive elements to major roadways

Continued Emphasis Higher Importance/Higher satisfaction

- Plant more trees on city property
- Add attractive elements to existing parks

Less Important - Lower Importance/Lower satisfaction

- Acquire additional property for park development

Opportunities for Improvement – Higher Importance/Lower satisfaction

- Purchase LED lighting for all street lights