

*Section 4:*  
***Importance-Satisfaction***  
***Analysis***

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# Importance-Satisfaction Analysis

## The City of Overland Park, KS

### Overview

Today, community 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 know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**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. Twenty-six percent (26%) ranked "Quality of City parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of City parks and recreation programs and facilities” was ranked second overall with 92% rating “Quality of City parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of City parks and recreation programs 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, 26% was multiplied by 8% ( $1-0.92$ ). This calculation yielded an I-S rating of **0.0208**, which was ranked eighth 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 the City of Overland Park are provided on the following page.

# Importance-Satisfaction Rating

## City of Overland Park

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Traffic flow/congestion management on city streets	59%	1	66%	9	0.2006	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of city streets/buildings/facilities	55%	2	80%	5	0.1100	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of city codes/ordinances	22%	6	69%	8	0.0682	3
Quality of city's stormwater management system	22%	5	82%	3	0.0396	4
Effectiveness of City communication with public	15%	7	75%	7	0.0375	5
Traffic flow/congestion mgmt-neighborhood	15%	8	80%	4	0.0300	6
Quality of police/fire/ambulance services	41%	3	94%	1	0.0246	7
Quality of city parks and recreation	26%	4	92%	2	0.0208	8
Quality of customer service from city employees	9%	9	77%	6	0.0207	9

**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 k. 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 Overland Park

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Visibility Police neighborhood	30%	4	65%	11	0.1050	1
City efforts to Prevent crime	43%	1	77%	7	0.0989	2
Travel safetyRoad/intersection	42%	2	77%	6	0.0966	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Visibility Police retail	24%	5	66%	10	0.0816	4
Enforcing localTraffic laws	20%	7	74%	8	0.0520	5
Quality Animal control	12%	8	68%	9	0.0384	6
Quality Police protection	37%	3	91%	1	0.0333	7
How quickly Public safety responds	20%	6	84%	4	0.0320	8
City efforts to Prevent fires	8%	11	77%	5	0.0184	9
Quality of local Fire protection	10%	9	87%	2	0.0130	10
Quality of local Ambulance Svc	8%	10	84%	3	0.0128	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, 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 know'. Respondents ranked their level of satisfaction with 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 Overland Park

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Walking & biking trails in the city	35%	2	81%	6	0.0665	1
Arts & cultural programs	16%	5	63%	16	0.0592	2
Fees charged for recreation programs	15%	7	67%	15	0.0495	3
Programs offered for kids	17%	4	73%	9	0.0459	4
City swimming pools	17%	3	73%	8	0.0459	5
Maintenance of city parks	39%	1	90%	2	0.0390	6
City community centers	14%	8	77%	7	0.0322	7
Other city recreation programs	10%	11	70%	12	0.0300	8
City adult Athletic programs	9%	13	68%	13	0.0288	9
City golf courses	9%	12	71%	11	0.0261	10
Number-city park	13%	9	84%	4	0.0208	11
Tennis courts/Athletic Facilities	6%	14	68%	14	0.0192	12
Deanna Rose Children's Farmstead	16%	6	92%	1	0.0128	13
OP Arboretum/botanical Gardens	10%	10	88%	3	0.0120	14
OP soccer complex	6%	15	82%	5	0.0108	15
Ease of registering for programs	4%	16	73%	10	0.0108	16

**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 Overland Park

### CODES AND ORDINANCES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing the maintenance of rental properties	40%	2	48%	7	0.2080	1
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing the clean up of litter & debris	50%	1	64%	3	0.1800	2
Enforcing the maintenance of residential property	38%	3	63%	4	0.1406	3
Enforcing mowing/trimming of residential property	33%	4	61%	5	0.1287	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing sign regulations	19%	7	60%	6	0.0760	5
Enforcing mowing/trimming of commercial property	22%	5	66%	2	0.0748	6
Enforcing the maintenance of commercial property	22%	6	69%	1	0.0682	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.

# Importance-Satisfaction Rating

## City of Oveland Park

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Snow removal on neighborhood streets	35%	1	65%	13	0.1365	1
Maintenance of neighborhood streets	28%	3	74%	12	0.1092	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Maintenance of sidewalks	21%	7	61%	15	0.0819	3
Maintenance of major City streets	35%	2	84%	5	0.0700	4
Traffic flow on major streets north of I-435	23%	6	61%	16	0.0460	5
Snow removal on major City streets	23%	5	80%	8	0.0460	6
Traffic flow on major streets south of I-435	27%	4	62%	14	0.0351	7
Maintenence of curbs	8%	9	76%	11	0.0192	8
Overall cleanliness of City streets/public areas	13%	8	87%	1	0.0169	9
Maintenance/preservation of downtown	7%	11	77%	10	0.0161	10
Mowing & trimming along City streets	5%	13	78%	9	0.0110	11
Maintenance of traffic signals	7%	12	86%	3	0.0098	12
Maintenance of street signs	2%	14	87%	1	0.0091	13
Maintenance of street lights	7%	10	81%	7	0.0038	14
Mowing and trimming of City parks	1%	16	85%	4	0.0030	15
Maintenance of city buildings, such as City Hall	2%	15	82%	6	0.0018	16

**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 know'. 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.

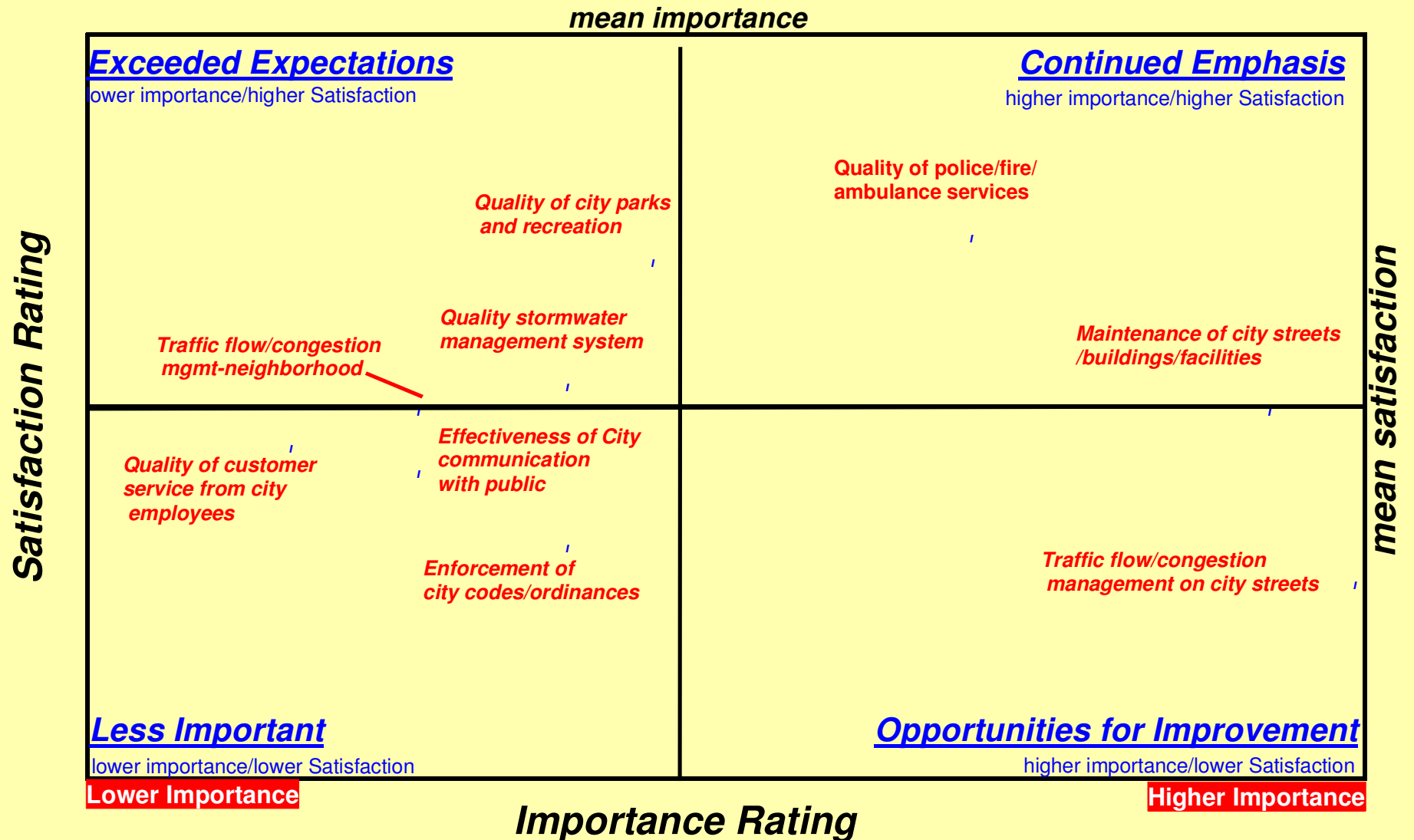
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the City of Overland Park are provided on the following pages.**

# 2011 Overland Park DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

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

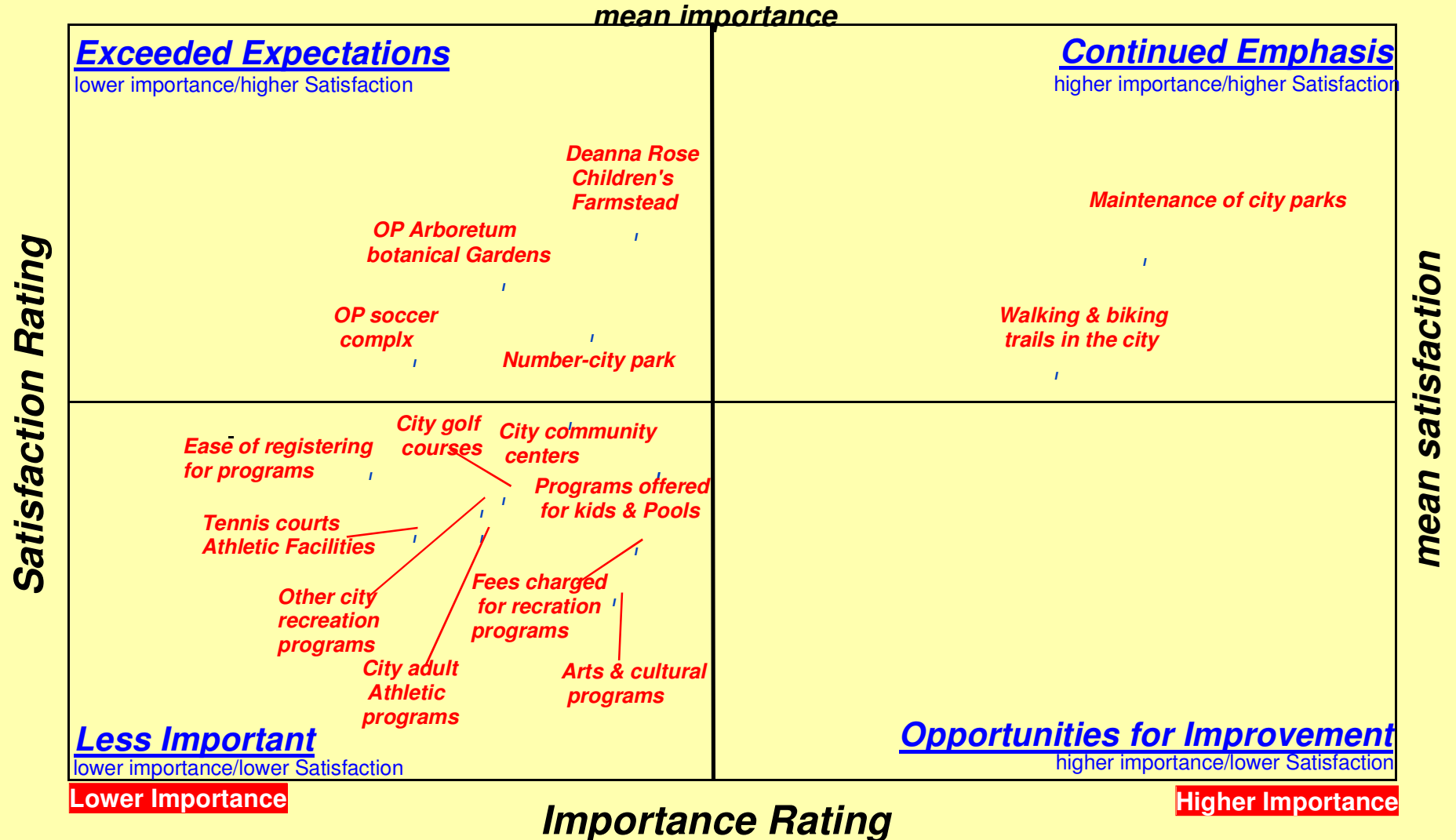


Source: ETC Institute (2011)

# 2011 Overland Park DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

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

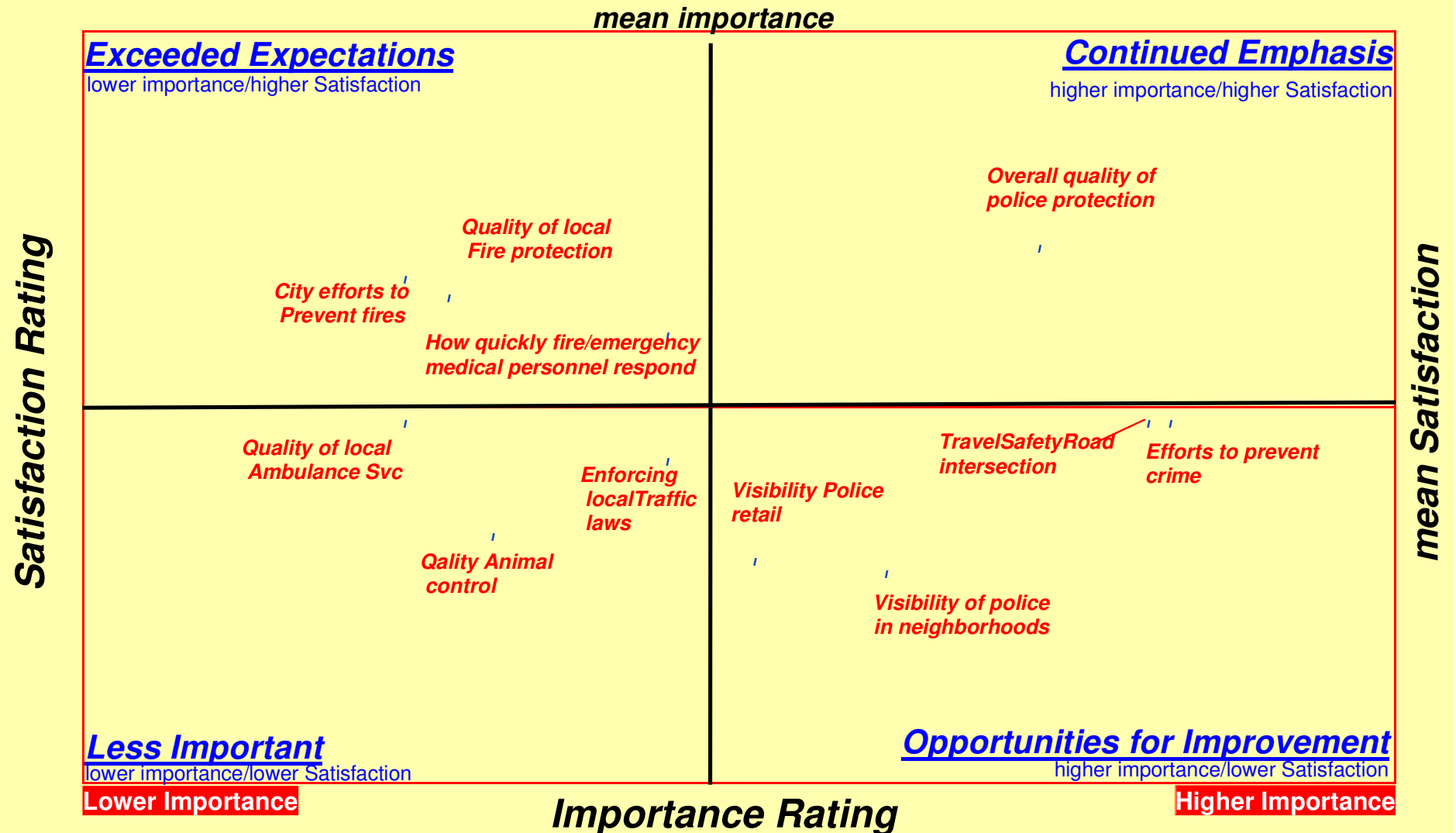


Source: ETC Institute (2011)

# 2011 Overland Park DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

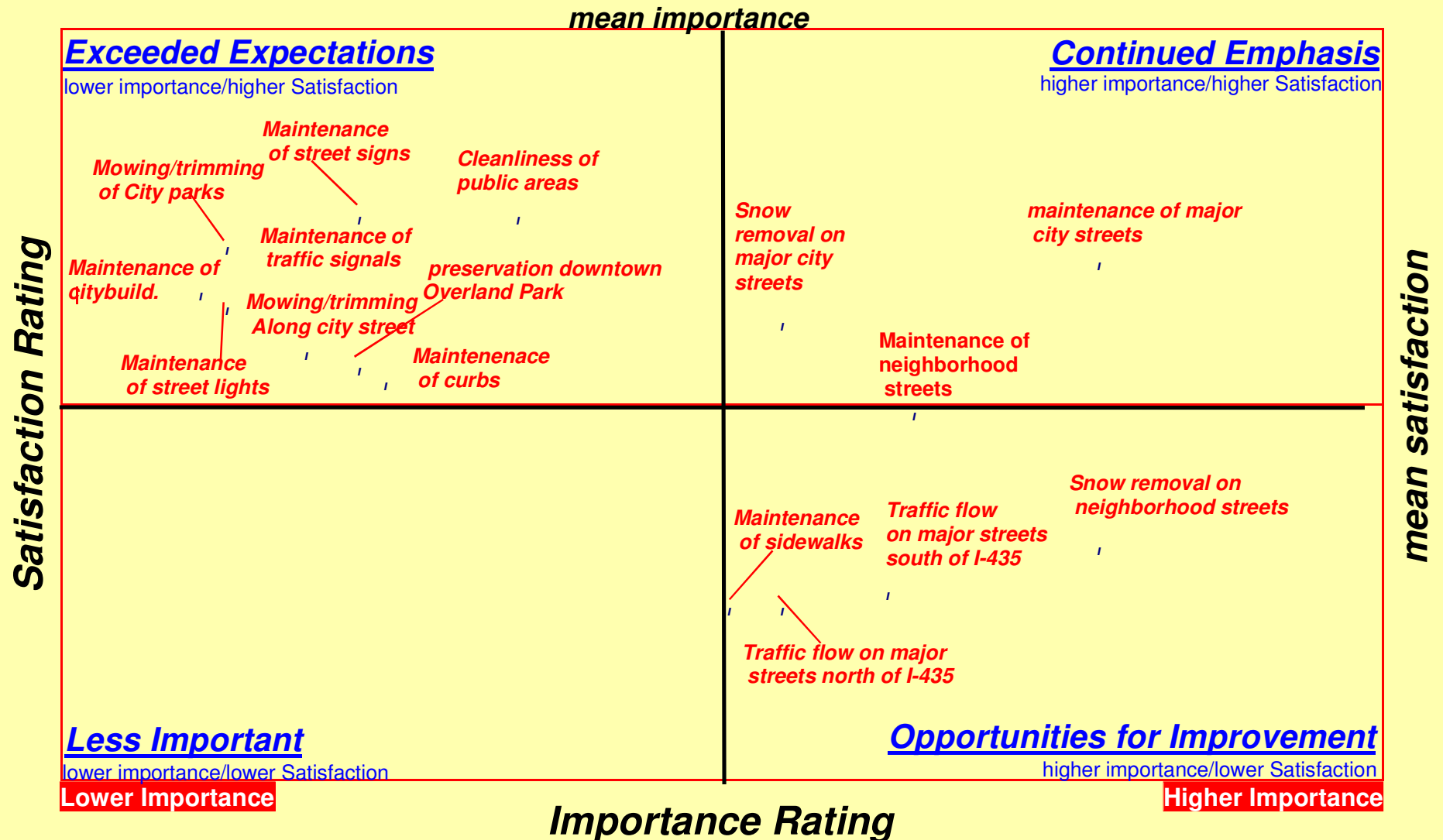
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2011 Overland Park DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

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



Source: ETC Institute (2011)

# 2011 Overland Park DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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

