

Section 4:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Naperville, Illinois

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 services they thought should receive the most emphasis over the next two years. Twenty-one percent (21%) selected the quality of police service as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 83% of the residents survey rated the city's overall performance in the quality of police service 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 quality of police service was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 21% was multiplied by 17% (1-0.83). This calculation yielded an I-S rating of **0.035**, which was ranked fifth out of twelve 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 Naperville are provided on the following pages.

Importance-Satisfaction Rating

City of Naperville - 2008

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>						
Flow of traffic/congestion in Naperville	76%	1	30%	12	0.5321	1
Maintenance of streets/sidewalks/infrastructure	56%	2	61%	11	0.2196	2
<u>Medium Priority (IS < .10)</u>						
Efforts of the city for emergency preparedness	21%	3	79%	7	0.0449	3
Quality of city's stormwater management system	13%	6	68%	10	0.0431	4
Quality of police services	21%	4	83%	6	0.0351	5
Effectiveness of city communication with public	13%	7	75%	9	0.0333	6
Trash/recycling/yardwaste services	15%	5	87%	4	0.0195	7
Customer service from city employees	7%	10	75%	8	0.0177	8
Electrical utility services	11%	8	88%	2	0.0128	9
Quality of fire/emergency medical services	10%	9	93%	1	0.0076	10
Quality of city water utility services	6%	11	88%	3	0.0073	11
Quality of city wastewater utility services	3%	12	85%	5	0.0040	12

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.

© 2008 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Naperville - 2008

Police

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>						
Visibility of police in retail areas	44%	2	50%	7	0.2206	1
<u>High Priority (IS .10-.20)</u>						
Enforcing traffic laws on neighborhood streets	38%	4	50%	8	0.1918	2
Visibility of police in your neighborhood	39%	3	55%	6	0.1725	3
City efforts to prevent crime	46%	1	73%	2	0.1213	4
Enforcing traffic laws on major city streets	32%	5	65%	3	0.1106	5
<u>Medium Priority (IS < .10)</u>						
Non-enforcement services, e.g. lockouts...	16%	7	64%	4	0.0569	6
Animal control services	11%	8	58%	5	0.0447	7
Police response time to emergencies	21%	6	83%	1	0.0361	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 Naperville - 2008

Fire and Other Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
City efforts have prepared for disaster/crisis	56%	1	67%	6	0.1859	1
<i>Medium Priority (IS < .10)</i>						
Adequacy of City's 911 Center	33%	4	83%	4	0.0566	2
Fire/emergency medical response time	43%	2	92%	2	0.0366	3
Fire safety education programs	20%	5	84%	3	0.0332	4
Quality of local fire protection	33%	3	92%	1	0.0270	5
Fire personnel response time to non-emergencies	13%	6	82%	5	0.0233	6

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 Naperville - 2008

Public Works and Engineering

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 major city streets	59%	1	53%	13	0.2787	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of neighborhood streets	43%	2	60%	12	0.1699	2
<u>Medium Priority (IS < .10)</u>						
Snow removal on neighborhood streets	25%	3	65%	10	0.0885	3
Maintenance of city sidewalks	22%	4	63%	11	0.0827	4
Cleanliness of streets/other public areas	19%	6	84%	3	0.0295	5
Maintenance/preservation of downtown	19%	5	86%	1	0.0263	6
Snow removal on major city streets	16%	7	86%	2	0.0230	7
City's tree planting program	9%	9	74%	7	0.0227	8
Maintenance of the train stations	7%	10	69%	9	0.0223	9
Street/curb/lighting improvements in new development	6%	11	71%	8	0.0173	10
Maintenance of city street lighting	9%	8	82%	4	0.0160	11
Mowing/trimming along city streets	6%	12	78%	6	0.0127	12
Maintenance of street signs	4%	13	82%	5	0.0073	13

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.

© 2008 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Naperville - 2008

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Ease of north/south travel in city	72%	1	22%	7	0.5628	1
Ease of east/west travel in city	54%	2	35%	4	0.3524	2
Traffic signal coordination on major streets	42%	5	41%	6	0.2456	3
<i>High Priority (IS .10 -.20)</i>						
Availability of public transportation services	26%	6	40%	5	0.1581	4
City's responsiveness to residents' transportation concerns	19%	7	27%	1	0.1356	5
Traffic conditions in neighborhood	25%	4	54%	3	0.1153	6
<i>Medium Priority (IS <.10)</i>						
Availability of bicycle lanes	15%	3	42%	2	0.0884	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.

© 2008 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Naperville - 2008

Waste Disposal

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>						
Household hazardous waste disposal	52%	1	51%	7	0.2579	1
<u>Medium Priority (IS <.10)</u>						
Curbside leaf removal services	30%	4	68%	6	0.0954	2
Yardwaste removal services	25%	6	76%	4	0.0598	3
Brush removal services	25%	5	76%	3	0.0588	4
Curbside recycling	46%	2	90%	2	0.0442	5
City garbage cart program	10%	7	75%	5	0.0255	6
Residential trash collection	33%	3	94%	1	0.0215	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.

© 2008 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Naperville - 2008

Electrical Utility Service

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Value you receive for electrical utility rates	40%	3	71%	5	0.1173	1
<i>Medium Priority (IS < .10)</i>						
City informing of planned service disruptions	25%	4	63%	6	0.0938	2
Repair of yards after electrical improvements	21%	5	55%	7	0.0925	3
City restoration of power after unplanned outage	41%	2	82%	3	0.0748	4
Customer service from utility field employees	9%	7	76%	4	0.0221	5
Accuracy of electric bill	18%	6	89%	2	0.0194	6
Reliability of electrical service	42%	1	96%	1	0.0176	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 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 Naperville - 2008

Water/Waste Water Utility

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Taste/odor of drinking water	36%	1	78%	4	0.0805	1
Efforts to prevent home wastewater backups	24%	3	75%	7	0.0615	2
Value received for water/wastewater utility rates	23%	4	75%	8	0.0584	3
Repair of yards after water/wastewater improvements	13%	7	58%	10	0.0561	4
City informing of planned water service disruptions	12%	8	67%	9	0.0410	5
Efforts to minimize wastewater facility odor	15%	6	76%	6	0.0357	6
Water pressure in your home	22%	5	89%	2	0.0246	7
Accuracy of water bill	11%	9	85%	3	0.0165	8
Reliability of water service	35%	2	97%	1	0.0099	9
Customer service from field employees	3%	10	76%	5	0.0080	10

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.

© 2008 DirectionFinder by ETC Institute