

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

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# Importance-Satisfaction Analysis

## Des Moines, Iowa

### 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. Sixteen percent (16%) ranked *parks* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks* was ranked fourth overall with 68% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 16% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of 0.0512, which was ranked seventh out of ten major service categories.

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 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 Des Moines are provided on the following page.

# Importance-Satisfaction Rating

## City of Des Moines - 2005

### 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>						
Condition of City streets	70%	1	24%	10	0.5320	<b>1</b>
Flow of traffic congestion management	38%	3	34%	9	0.2508	<b>2</b>
<b><u>High Priority (IS .10-.20)</u></b>						
Cleanliness of the City	30%	4	48%	6	0.1560	<b>3</b>
Quality of police protection	46%	2	73%	3	0.1242	<b>4</b>
Enforcement of City codes/ordinances	17%	6	41%	8	0.1003	<b>5</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Efforts to communicate with residents	14%	8	43%	7	0.0798	<b>6</b>
Quality of parks	16%	7	68%	4	0.0512	<b>7</b>
Customer service from City employees	10%	9	58%	5	0.0420	<b>8</b>
Quality of fire protection	20%	5	88%	1	0.0240	<b>9</b>
Quality of the City libraries	9%	10	75%	2	0.0225	<b>10</b>

**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 Des Moines - 2005

### Police Department

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 of police in retail areas	39%	1	55%	4	0.1755	1
Enforcement traffic laws neighborhd streets	23%	4	42%	9	0.1334	2
Enforcement traffic laws on major streets	24%	3	53%	5	0.1128	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly Police respond to emergencies	31%	2	69%	2	0.0961	4
Responsiveness of police to criminal offenses	20%	5	57%	3	0.0860	5
Visibility of police in neighborhoods	11%	7	52%	7	0.0528	6
Quality of animal control	11%	6	53%	6	0.0517	7
Responsiveness of police to traffic complaints	9%	9	48%	8	0.0468	8
Professionalism of City police officers	10%	8	70%	1	0.0300	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 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 Des Moines - 2005

### Fire Department

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>						
The City's fire safety education program	26%	3	61%	3	0.1014	1
<b><i>Medium Priority (IS &lt; .10)</i></b>						
Fire Department fire inspection program	23%	4	60%	4	0.0920	2
Overall quality of ambulance services	51%	2	82%	2	0.0918	3
How quickly fire personnel respond	53%	1	84%	1	0.0848	4

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# Importance-Satisfaction Rating

## City of Des Moines - 2005

### Parks and Recreation

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>						
Mowing/trimming along City streets	28%	2	58%	7	0.1176	1
Condition of City parks	36%	1	70%	1	0.1080	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Walking and biking trails	25%	3	68%	2	0.0800	3
Pools	16%	5	53%	8	0.0752	4
Special events sponsored by the City	17%	4	67%	3	0.0561	5
Community Gardening	13%	6	62%	6	0.0494	6
Condition of City buildings	12%	8	63%	5	0.0444	7
The number and location of City parks	12%	7	66%	4	0.0408	8
Ease of registering for recreation programs	6%	9	53%	9	0.0282	9

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# Importance-Satisfaction Rating

## City of Des Moines - 2005

### Public Works

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>						
Condition of major City streets	45%	1	35%	12	0.2925	1
<b><u>High Priority (IS .10-20)</u></b>						
Condition of streets in your neighborhood	32%	2	41%	13	0.1888	2
City's street lighting system	24%	3	50%	10	0.1200	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Snow removal on streets in your neighborhood	18%	4	51%	9	0.0882	4
Condition of City sidewalks	12%	5	45%	11	0.0660	5
Control of storm water runoff/management system	10%	6	54%	8	0.0460	6
City's sanitary sewer system	6%	10	62%	6	0.0228	7
Yard waste collection	6%	9	64%	5	0.0216	8
Snow removal on major City streets	8%	7	74%	2	0.0208	9
Recyclables collection	7%	8	71%	3	0.0203	10
Maintenance of traffic signals/street signs	6%	11	67%	4	0.0198	11
Responsiveness of City staff to requests	3%	13	55%	7	0.0135	12
Garbage collection	5%	12	80%	1	0.0100	13

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# Importance-Satisfaction Rating

## City of Des Moines - 2005

### Community Development

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>						
Enforcement of clean up of litter/debris	39%	1	25%	10	0.2925	1
Enforcement of maint of rental property	32%	2	26%	9	0.2368	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of clean up of junk cars	20%	4	28%	8	0.1440	3
How well the City is planning growth	24%	3	49%	3	0.1224	4
Quality of redevelopment in the City	16%	5	53%	2	0.0752	5
Overall quality of new development	15%	6	63%	1	0.0555	6
Enforcement of codes to protect public safety	10%	7	48%	4	0.0520	7
Enforcement of City zoning regulations	6%	8	40%	7	0.0360	8
City's Permit & Development Center	3%	10	42%	6	0.0174	9
Enforcement of sign regulations	3%	9	47%	5	0.0159	10

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# Importance-Satisfaction Rating

## City of Des Moines - 2005

### City Communication

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>						
Public involvement in local decision-making	43%	1	31%	6	0.2967	1
City communication with public	38%	2	45%	1	0.2090	2
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of info about City programs/services	31%	3	41%	3	0.1829	3
City efforts to keep you informed	31%	4	40%	5	0.1860	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of City's cable television channel	9%	5	40%	4	0.0540	5
Quality of City's web page	8%	6	41%	2	0.0472	6

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# Importance-Satisfaction Rating

## City of Des Moines - 2005

### Libraries

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>						
Hours libraries are open	27%	1	61%	7	0.1053	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Quality of children's programs	16%	3	72%	5	0.0448	2
Availability of materials you need	24%	2	84%	3	0.0384	3
Number of public access computers	11%	4	70%	6	0.0330	4
Adequacy of on-line (internet) information/services	9%	5	79%	4	0.0189	5
Helpfulness of library staff	7%	6	86%	2	0.0098	6
Location of library branches	6%	7	87%	1	0.0078	7

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