

Section 3:
***Importance-Satisfaction
Analysis***

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 with which 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 *quality of parks* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *quality of parks* was ranked seventh overall with 69% rating the *quality of parks* 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 31% (1-0.69). This calculation yielded an I-S rating of 0.0496, which was ranked eighth out of thirteen 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 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 - 2006

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>						
Condition of City streets	61%	1	32%	13	0.4148	1
Flow of traffic in the City	42%	2	38%	12	0.2604	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of City ordinances	24%	5	43%	11	0.1368	3
<u>Medium Priority (IS < .10)</u>						
Cleanliness of the City	22%	6	59%	9	0.0902	4
Feeling of safety in Des Moines	25%	4	72%	5	0.0700	5
City's communication with residents	14%	8	52%	10	0.0672	6
Quality of police protection	30%	3	77%	3	0.0690	7
Quality of parks	16%	7	69%	7	0.0496	8
Overall beauty of City	11%	10	71%	6	0.0319	9
Customer service from City employees	7%	11	60%	8	0.0280	10
Quality of Des Moines Airport	5%	12	74%	4	0.0130	11
Quality of fire protection	11%	9	91%	1	0.0099	12
Quality of the City libraries	4%	13	79%	2	0.0084	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.

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Importance-Satisfaction Rating

City of Des Moines - 2006

Police Department

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>						
Enforcement traffic laws neighborhd streets	33%	1	44%	9	0.1848	1
Visibility of police in neighborhoods	31%	2	58%	5	0.1302	2
Enforcement traffic laws on major streets	27%	3	52%	8	0.1296	3
<u>Medium Priority (IS <.10)</u>						
Responsiveness of police to criminal offenses	22%	4	59%	3	0.0902	4
How quickly Police respond to emergencies	22%	5	73%	2	0.0594	5
Quality of animal control	12%	6	59%	4	0.0492	6
Responsiveness of police to traffic complaints	9%	9	53%	7	0.0423	7
Visibility of police in retail areas	9%	8	58%	6	0.0378	8
Professionalism of City police officers	9%	7	73%	1	0.0243	9

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

Most Important %:

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Satisfaction %:

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Importance-Satisfaction Rating

City of Des Moines - 2006

Fire Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Fire Department fire inspection program	24%	3	67%	3	0.0792	1
The City's fire safety education program	26%	4	70%	4	0.0780	2
How quickly fire personnel respond	43%	1	89%	2	0.0473	3
Overall quality of ambulance services	42%	2	90%	1	0.0420	4

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Satisfaction %:

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Importance-Satisfaction Rating

City of Des Moines - 2006

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Condition of City parks	32%	1	71%	1	0.0928	1
Availability of special recreation facilities	21%	3	62%	6	0.0798	2
Walking and biking trails	22%	2	68%	5	0.0704	3
Pools	14%	5	53%	8	0.0658	4
Use of conservation practices	13%	6	53%	9	0.0611	5
Landscaping along City streets	16%	4	68%	4	0.0512	6
The number and location of City parks	13%	7	70%	3	0.0390	7
Condition of City buildings	11%	8	66%	6	0.0374	8
Special events sponsored by the City	10%	9	70%	2	0.0300	9
Condition of sports parks	6%	10	65%	7	0.0210	10

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

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Satisfaction %:

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Importance-Satisfaction Rating

City of Des Moines - 2006

Public Works

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>						
Condition of major City streets	45%	1	39%	13	0.2745	1
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	34%	2	45%	12	0.1870	2
Condition of City sidewalks	19%	3	45%	11	0.1045	3
<u>Medium Priority (IS <.10)</u>						
Snow removal on streets in your neighborhood	17%	4	58%	10	0.0714	4
Control of storm water runoff	9%	6	64%	9	0.0324	5
Yard waste collection	9%	7	65%	7	0.0315	6
Recyclables collection	9%	5	69%	4	0.0279	7
Responsiveness of City staff to requests	6%	11	64%	8	0.0216	8
Condition of City trees	6%	10	68%	6	0.0192	9
City's sanitary sewer system	6%	12	69%	5	0.0186	10
Snow removal on major City streets	6%	8	74%	2	0.0156	11
Maintenance of traffic signals/street signs	5%	13	72%	3	0.0140	12
Garbage collection	6%	9	79%	1	0.0126	13

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Community Development

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>						
Enforcement of clean up of litter/debris	41%	1	29%	10	0.2911	1
Enforcement of maint of rental property	30%	2	30%	9	0.2100	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of clean up of junk cars	24%	3	32%	8	0.1632	3
<u>Medium Priority (IS <.10)</u>						
How well the City is planning growth	21%	4	57%	3	0.0903	4
Quality of redevelopment in the City	16%	6	59%	2	0.0656	5
Overall quality of new development	18%	5	65%	1	0.0630	6
Enforcement of codes to protect public safety	7%	7	54%	4	0.0322	7
Enforcement of land use regulations	6%	8	48%	7	0.0312	8
Enforcement of sign regulations	3%	9	47%	5	0.0159	9
City's Permit & Development Center	3%	10	50%	6	0.0150	10

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City Communication

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>						
Public involvement in local decision-making	47%	1	31%	6	0.3243	1
<u>High Priority (IS .10-.20)</u>						
City communication with public	32%	2	45%	1	0.1760	2
Availability of info about City programs/services	30%	3	41%	3	0.1770	3
City efforts to keep you informed	28%	4	40%	5	0.1680	4
<u>Medium Priority (IS <.10)</u>						
Quality of City's cable television channel	11%	5	40%	4	0.0660	5
Quality of City's web page	6%	7	41%	2	0.0354	6
Quality of CitySource newsletter	7%	6	59%	1	0.0287	7

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Importance-Satisfaction Rating

City of Des Moines - 2006

Libraries

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>						
Hours libraries are open	34%	1	68%	7	0.1088	1
<i>Medium Priority (IS <.10)</i>						
Quality of children's programs	16%	3	73%	6	0.0432	2
Number of public access computers	12%	4	76%	5	0.0288	3
Adequacy of on-line (internet) information/services	11%	6	77%	4	0.0253	4
Availability of materials you need	21%	2	90%	1	0.0210	5
Location of library branches	11%	5	87%	3	0.0143	6
Helpfulness of library staff	7%	7	89%	2	0.0077	7

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