Section 2:
Importance-Satisfaction Analysis & Matrix Analysis

Importance-Satisfaction Analysis
Blue Springs, MO

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 maintenance services they thought should receive the most emphasis over the next two years. Twenty-three percent (23%) ranked the Maintenance and preservation of downtown Blue Springs as the fifth most important maintenance service to emphasize over the next two years.

With regard to satisfaction, the Maintenance and preservation of downtown Blue Springs was ranked eighth overall with 44% rating the adequacy of City street lighting as a “4" or a “5" on a 5-point scale excluding “Don't know” responses. The I-S rating for the adequacy of City street lighting was calculated by multiplying the sum of the most important percentages by 1 minus the sum of

the satisfaction percentages. In this example, 23% was multiplied by 56% (1-0.44). This calculation yielded an I-S rating of 0.1251, which was ranked fourth out of eleven maintenance 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% indicated 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>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The importance-satisfaction results for each individual service area are provided on subsequent pages.

Importance-Satisfaction Rating
Blue Springs, MO
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets & sidewalks	57%	1	40%	13	0.3420	**1**
Overall flow of traffic/congestion mgmt in City	54%	2	43%	12	0.3078	**2**
High Priority (IS .10-.20)						
Overall effectiveness of community planning	29%	3	45%	11	0.1595	**3**
Overall enforcement of bldg & property maint.	21%	5	50%	10	0.1050	**4**
Medium Priority (IS <.10)						
Overall quality of police services/protection	29%	4	79%	3	0.0609	**5**
Effectiveness of City comm. with the public	13%	6	59%	9	0.0533	**6**
Quality of City's storm water runoff/mgmt system	12%	8	60%	8	0.0480	**7**
Overall quality of City water/sewer utilities	10%	10	73%	4	0.0270	**8**
Overall quality of City recreation programs	7%	11	70%	6	0.0210	**9**
Overall quality of City parks facilities	11%	9	81%	2	0.0209	**10**
Quality of customer service received from City employees	6%	12	73%	5	0.0162	**11**
Overall quality of fire & ambulance services	12%	7	88%	1	0.0144	**12**
Overall maintenance of City buildings/facilities	4%	13	67%	7	0.0132	**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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Rating
Blue Springs, MO
Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
City's overall efforts to prevent crime	42%	2	60%	10	0.1680	**1**
Visibility of police in neighborhoods	44%	1	62%	8	0.1672	**2**
Visibility of police in retail areas	28%	3	52%	13	0.1344	**3**
Medium Priority (IS <.10)						
Quality of animal control	17%	7	53%	12	0.0799	**4**
Police response to investigation of crime offenses	19%	4	61%	9	0.0741	**5**
Enforcement of local traffic laws	17%	5	65%	7	0.0595	**6**
How quickly police respond to emergencies	17%	6	71%	6	0.0493	**7**
Overall efforts in Youth Outreach/DARE services	13%	8	72%	4	0.0364	**8**
Overall competence of City police personnel	11%	9	72%	5	0.0308	**9**
Quality of dispatch (9-1-1) services	9%	11	75%	2	0.0225	**10**
Professionalism of City police personnel	8%	12	74%	3	0.0208	**11**
How quickly ambulances respond to emergencies	9%	10	77%	1	0.0207	**12**
The City's municipal court	3%	13	55%	11	0.0135	**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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Blue Springs, MO

City Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of major City streets	50%	1	52%	9	0.2400	**1**
High Priority (IS .10-.20)						
Maintenance of sidewalks in the city	31%	3	41%	11	0.1829	**2**
Maintenance of streets in your neighborhood	40%	2	55%	8	0.1800	**3**
Snow removal on neighborhood streets	31%	4	63%	7	0.1147	**4**
Maintenance/preservation of downtown Blue Springs	22%	5	52%	10	0.1056	**5**
Medium Priority (IS <.10)						
Maintenance of storm water drainage system	15%	8	65%	6	0.0525	**6**
Cleanliness of City streets and public areas	15%	7	72%	2	0.0420	**7**
Maintenance of City traffic signals/street signs	12%	9	71%	3	0.0348	**8**
Maintenance of the City's water/wastewater systems	11%	10	70%	4	0.0330	**9**
Snow removal on major City streets	17%	6	81%	1	0.0323	**10**
Maintenance of City buildings	4%	11	67%	5	0.0132	**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 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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Blue Springs, MO

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Traffic flow on Highway 7 during rush hours	49%	1	27%	12	0.3577	**1**
Traffic flow on Woods Chapel Road during rush hours	34%	2	26%	13	0.2516	**2**
High Priority (IS .10-.20)						
Traffic safety on Highway 7	29%	3	47%	9	0.1537	**3**
Traffic safety on Woods Chapel Road	20%	5	37%	10	0.1260	**4**
Traffic flow on Highway 40 during rush hours	21%	4	48%	8	0.1092	**5**
Medium Priority (IS <.10)						
Availability of bus transportation to get residents to/from work	15%	6	35%	11	0.0975	**6**
Availability of bicycle lanes	12%	9	51%	6	0.0588	**7**
Availability of pedestrian walkways in commercial areas	12%	10	54%	4	0.0552	**8**
Traffic flow on Highway 7 at non-peak times	13%	8	58%	3	0.0546	**9**
Availability of pedestrian walkways in your neighborhood	14%	7	62%	2	0.0532	**10**
Traffic safety oh Highway 40	11%	11	54%	5	0.0506	**11**
Traffic flow on Woods Chapel Road at non-peak times	9%	12	49%	7	0.0459	**12**
Traffic flow on Highway 40 at non-peak times	3%	13	64%	1	0.0108	**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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Blue Springs, MO

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Current condition/appearance of Centennial Swimming Pool Complex	21%	3	57%	10	0.0903	**1**
Maintenance of City parks/park equipment	41%	1	78%	2	0.0902	**2**
Availability of walking and biking trails	31%	2	73%	4	0.0837	**3**
The City's youth athletic programs	20%	4	70%	5	0.0600	**4**
Public art throughout the city	9%	8	49%	12	0.0459	**5**
Concession operations at City parks	7%	11	50%	11	0.0350	**6**
Vesper Hall/50+ programs	11%	6	70%	6	0.0330	**7**
Performing arts programs	8%	10	59%	9	0.0328	**8**
Athletic fields other than at Hidden Valley	8%	9	64%	7	0.0288	**9**
The number of City parks	13%	5	81%	1	0.0247	**10**
Hidden Valley Sports Complex	10%	7	76%	3	0.0240	**11**
Quality/Playability of Adams Pointe Golf Course	3%	12	61%	8	0.0117	**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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

Blue Springs, MO

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcing the mowing/trimming of grass/weeds	51%	1	41%	6	0.3009	**1**
Enforcing the maintenance of residential property	42%	3	43%	5	0.2394	**2**
Enforcing the clean up of litter/debris	46%	2	49%	3	0.2346	**3**
High Priority (IS .10-.20)						
Enforcing the maintenance of business property	31%	5	49%	4	0.1581	**4**
Overall appearance of the city	37%	4	63%	1	0.1369	**5**
Medium Priority (IS <.10)						
Enforcing sign regulations	16%	6	53%	2	0.0752	**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 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.

© 2010 DirectionFinder by ETC Institute

Importance-Satisfaction Analysis
Blue Springs, MO

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)].

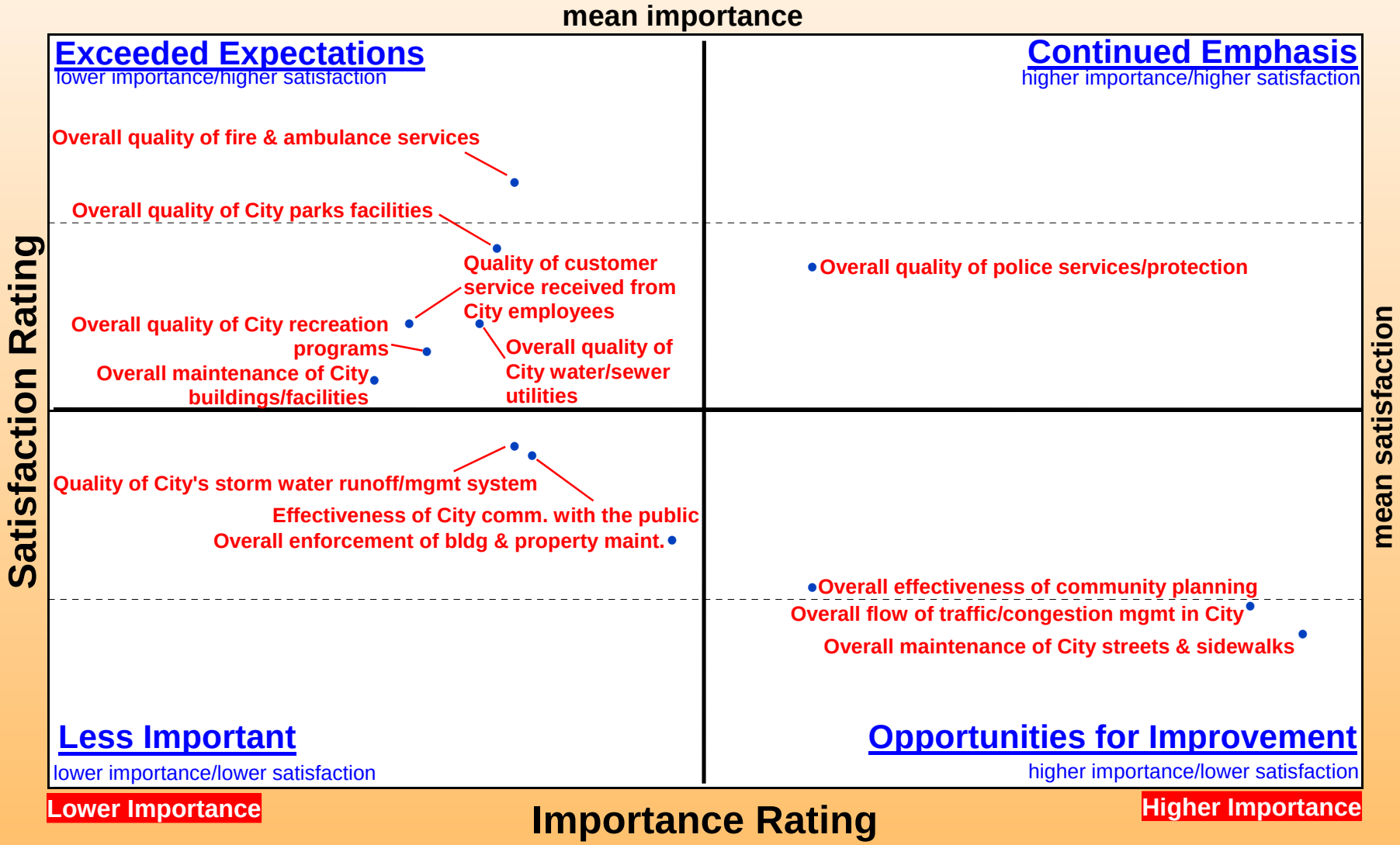
Example of the Calculation. Respondents were asked to identify the major categories of maintenance services they thought should receive the most emphasis over the next two years. Twenty-three percent (23%) ranked the Maintenance and preservation of downtown Blue Springs as the fifth most important maintenance service to emphasize over the next two years.

With regard to satisfaction, the Maintenance and preservation of downtown Blue Springs was ranked eighth overall with 44% rating the adequacy of City street lighting as a “4" or a “5" on a 5-point scale excluding “Don't know” responses. The I-S rating for the adequacy of City street lighting was calculated by multiplying the sum of the most important percentages by 1 minus the sum of

2010 City of Blue Springs DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

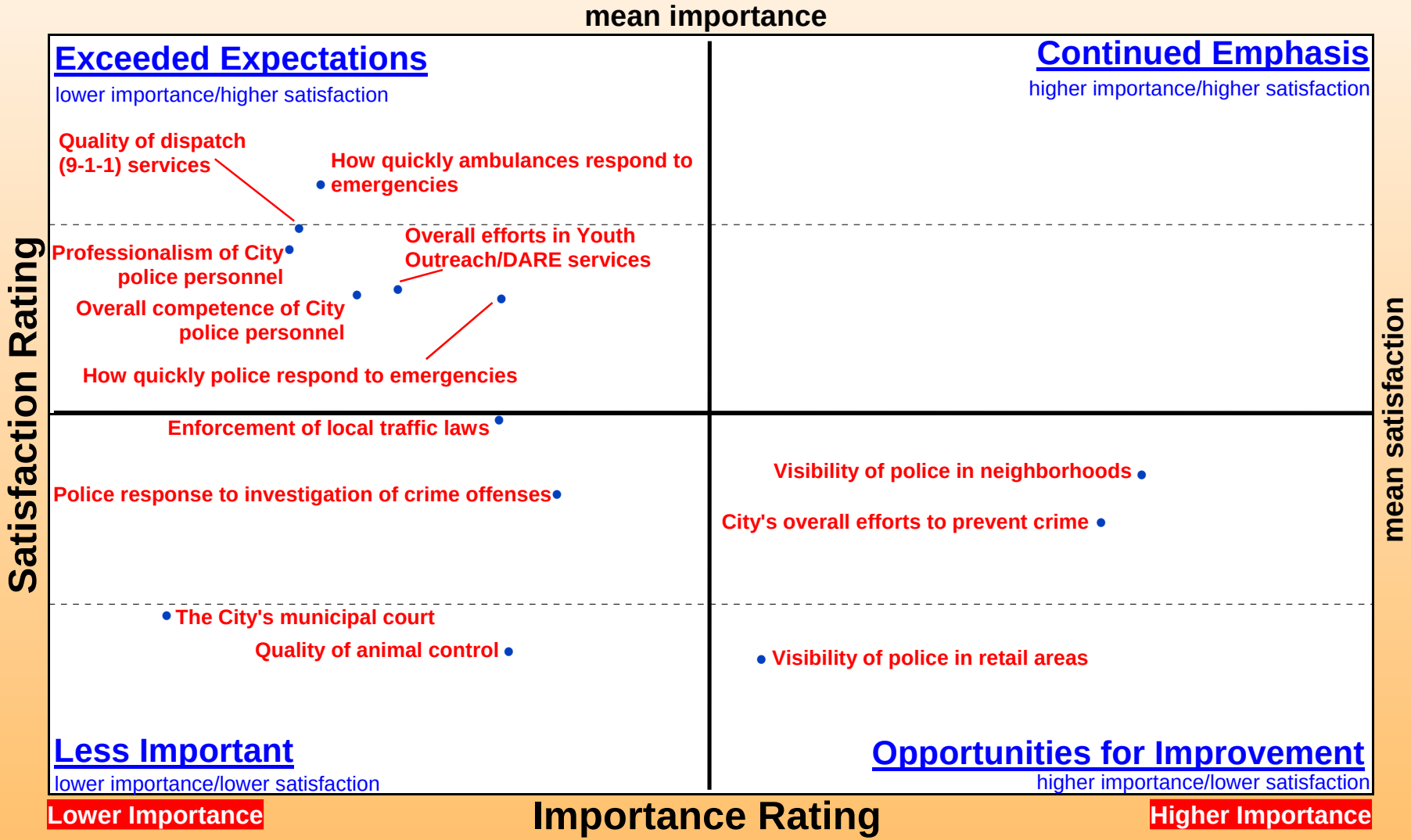


Source: ETC Institute (2010)

2010 City of Blue Springs DirectionFinder 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)

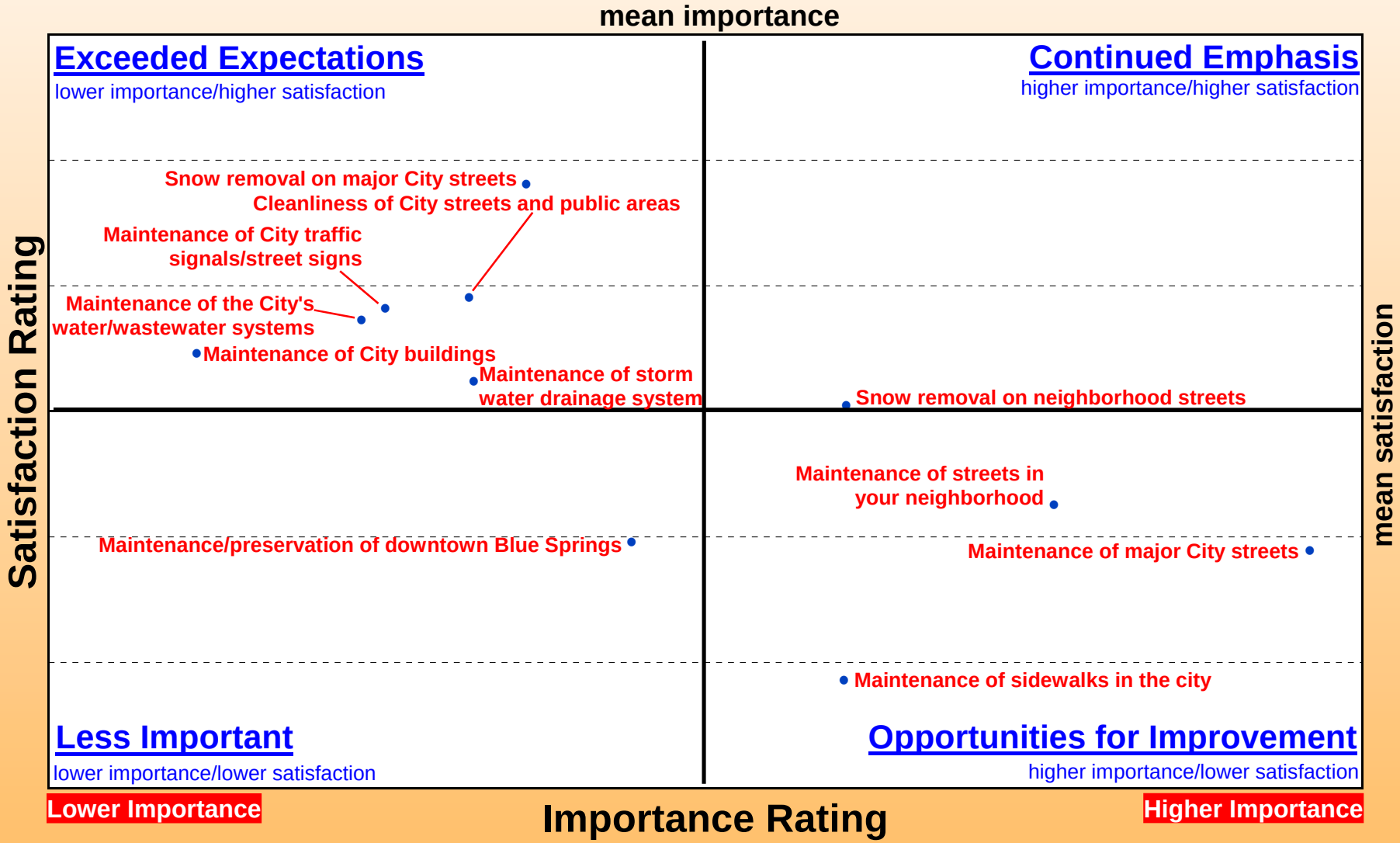


Source: ETC Institute (2010)

2010 City of Blue Springs DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance Services-

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

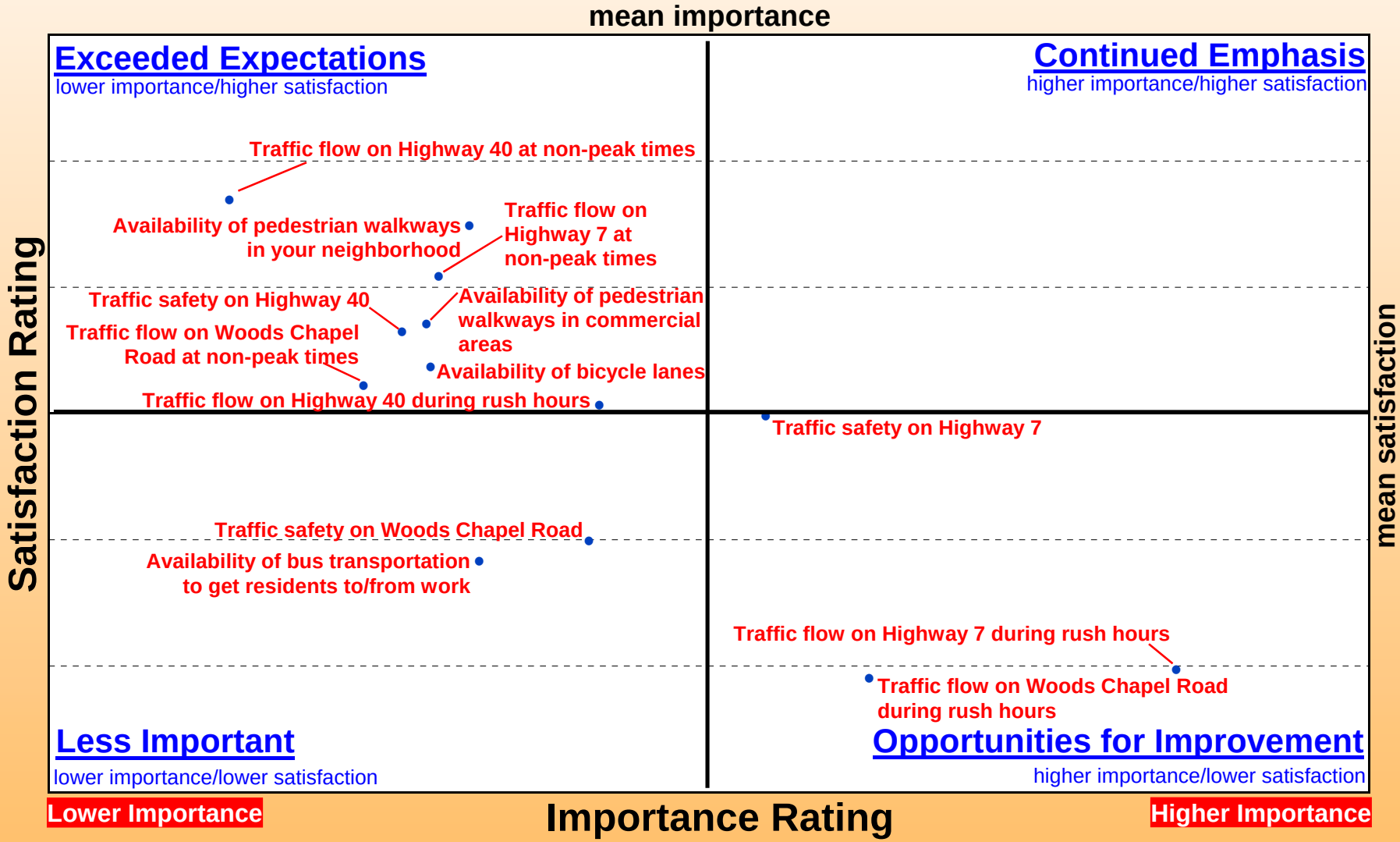


Source: ETC Institute (2010)

2010 City of Blue Springs DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation Services-

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

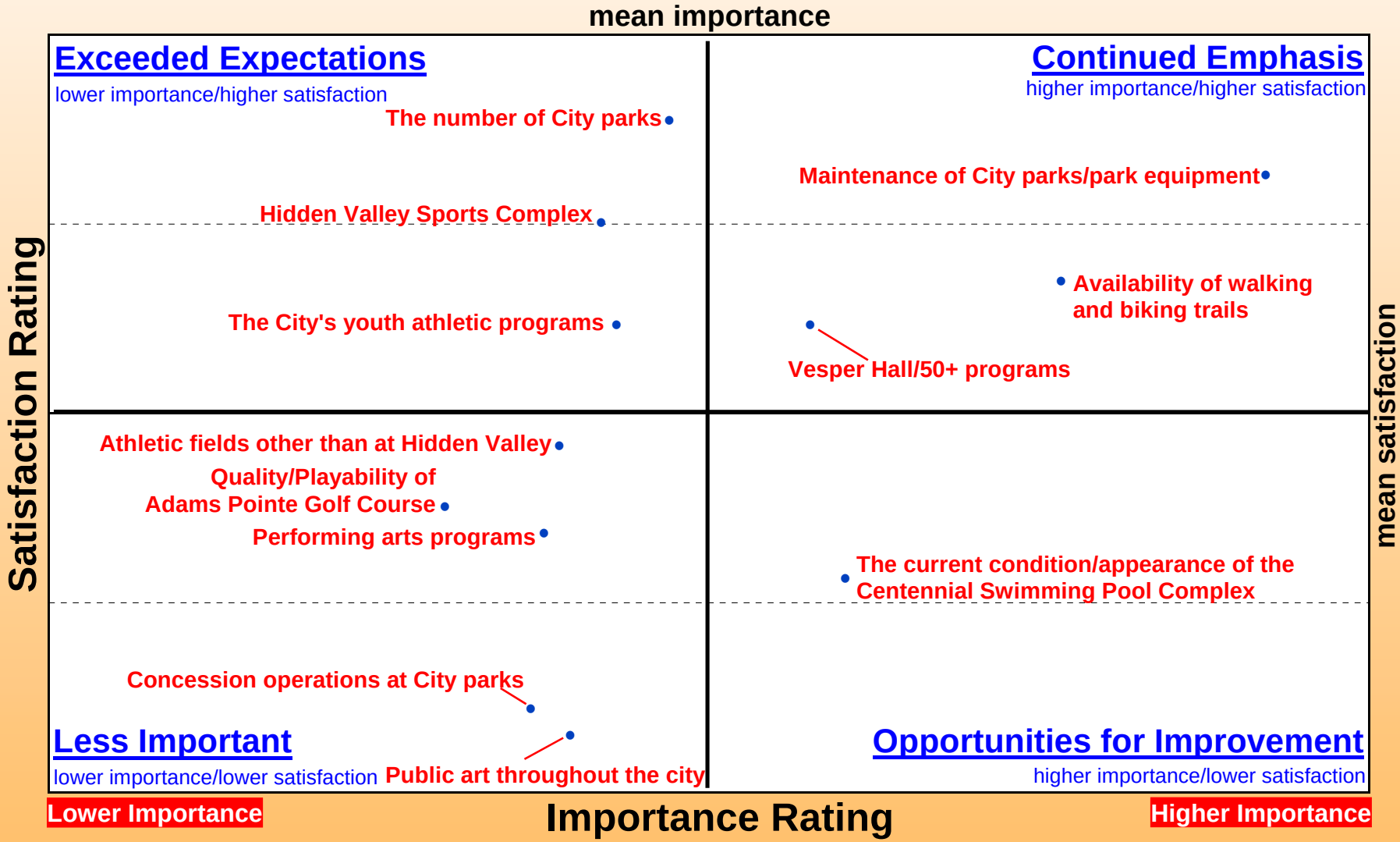


Source: ETC Institute (2010)

2010 City of Blue Springs DirectionFinder 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)

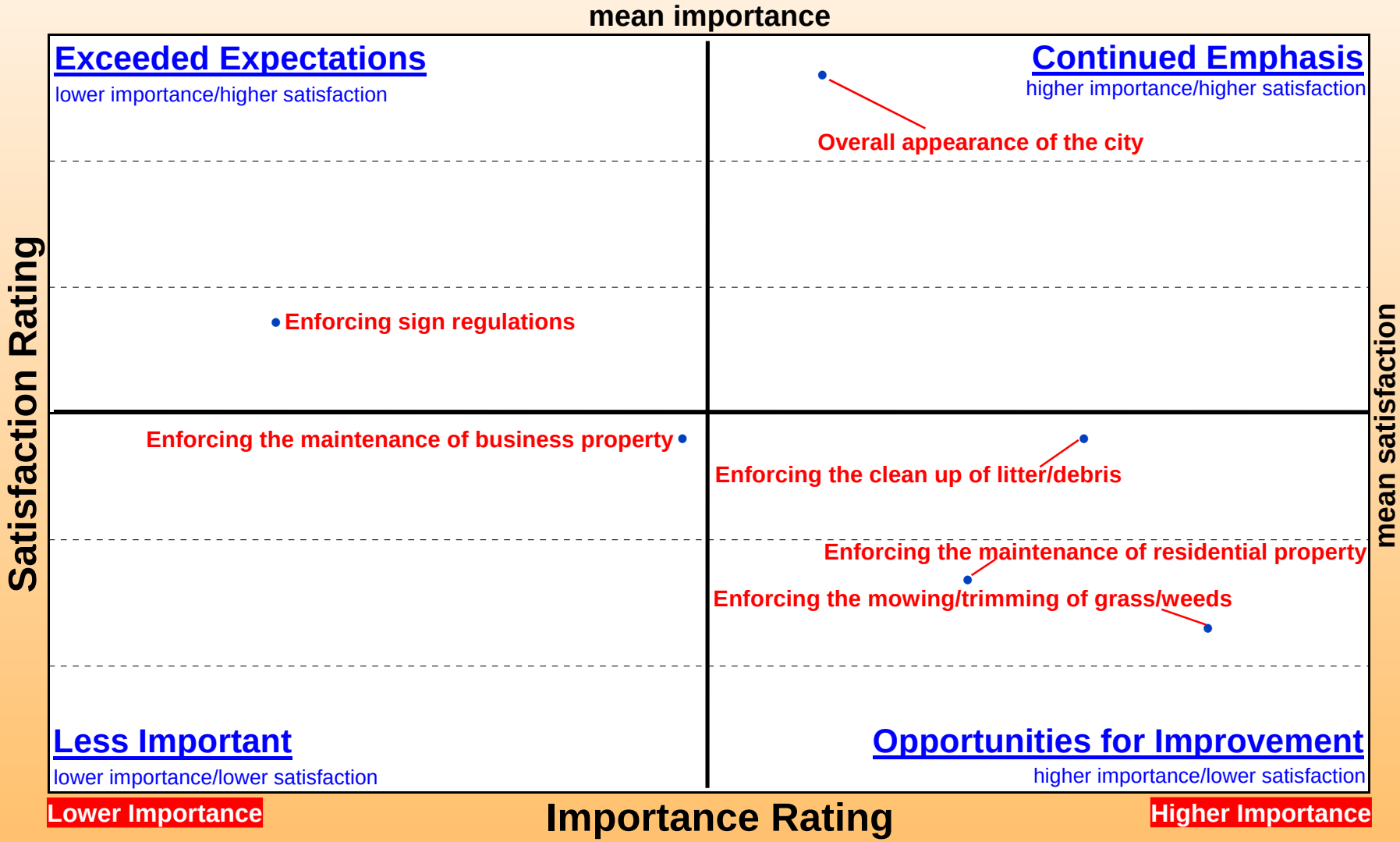


Source: ETC Institute (2010)

2010 City of Blue Springs DirectionFinder 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)



Source: ETC Institute (2010)