

Section 3:
**Importance-Satisfaction
Analysis**

Importance-Satisfaction Analysis

The Town of Chapel Hill, North Carolina

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 Town 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 Town'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=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of Town services they thought should receive the most emphasis over the next two years. Twelve percent (12%) ranked the "maintenance of Town streets" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, “maintenance of Town streets” was ranked 10th overall with 63% rating as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for the “overall maintenance of Town streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 12% was multiplied by 37% (1-0.63). This calculation yielded an I-S rating of 0.0444, which was ranked sixth out of 18 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 Town 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 Town of Chapel Hill are provided on the following page.

Importance-Satisfaction Rating

Town of Chapel Hill, North Carolina

Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic & congestion management	43%	1	33%	16	0.2881	1
How well Town is preparing for the future	38%	2	32%	17	0.2584	2
How well Town is managing change	30%	3	28%	18	0.2160	3
High Priority (IS .10 - .20)						
Overall value for your tax dollars & fees	26%	4	41%	15	0.1534	4
Medium Priority (IS <.10)						
Maintenance of neighborhood streets	11%	9	58%	11	0.0462	5
Maintenance of major streets	12%	8	63%	10	0.0444	6
Quality of Chapel Hill Transit	14%	6	76%	5	0.0336	7
Quality of Town parks & rec programs & facilities	15%	5	80%	4	0.0300	8
Enforcement of Town codes/ordinances	6%	10	56%	12	0.0264	9
Effectiveness of communication with public	5%	14	51%	14	0.0245	10
Emergency preparedness	6%	12	71%	7	0.0174	11
Quality of public safety services	13%	7	88%	2	0.0156	12
Landscaping in parks, medians& other public areas	5%	15	71%	8	0.0145	13
Maintenance of public housing buildings & grounds	3%	17	55%	13	0.0135	14
Overall quality of services provided by the Town	6%	11	85%	3	0.0090	15
Quality of customer received from Town employees	3%	16	73%	6	0.0081	16
Maintenance of Town buildings & facilities	2%	18	70%	9	0.0060	17
Quality of Public Library services	5%	13	94%	1	0.0030	18

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, third and fourth 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

Town of Chapel Hill, North Carolina

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
The Town's effort to prevent crime	37%	1	69%	10	0.1147	1
Visibility of police in neighborhood	30%	3	66%	12	0.1020	2
Medium Priority (IS <.10)						
Enforcement of local traffic laws	23%	5	63%	13	0.0851	3
Level of safety and security in your neighborhood	34%	2	81%	8	0.0646	4
The attitude and behavior of Police Department	24%	4	81%	7	0.0456	5
Overall quality of police protection	20%	6	84%	5	0.0320	6
How quickly police respond to emergencies	17%	7	84%	4	0.0272	7
Police safety education programs	7%	12	68%	11	0.0224	8
Chapel Hill Police Department's Performance	10%	10	82%	6	0.0180	9
Fire safety education programs	8%	11	80%	9	0.0160	10
How quickly fire units respond to emergencies	15%	8	90%	2	0.0150	11
Overall quality of local fire protection	12%	9	93%	1	0.0084	12
Fire safety you feel when visiting businesses	4%	13	85%	3	0.0060	13

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Importance-Satisfaction Rating

Town of Chapel Hill, North Carolina

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Number of walking/biking trails	43%	1	63%	13	0.1591	1
Medium Priority (IS <.10)						
Number of programs for teens	14%	4	47%	15	0.0742	2
Number of Town parks	19%	2	69%	5	0.0589	3
Special events/festivals	14%	5	68%	9	0.0448	4
Town's youth athletic programs	12%	6	70%	3	0.0360	5
Arts programs	10%	10	64%	12	0.0360	6
Availability information about parks & recreation	11%	8	69%	6	0.0341	7
Number of children's play areas	11%	9	69%	7	0.0341	8
Quality of aquatics facilities/programs	11%	7	70%	4	0.0330	9
Public art	8%	13	61%	14	0.0312	10
Maintenance of Town parks/cemeteries	19%	3	84%	1	0.0304	11
Number of outdoor athletic fields	9%	11	68%	8	0.0288	12
Quality of outdoor athletic fields	9%	12	74%	2	0.0234	13
Town's adult athletic programs	5%	14	65%	10	0.0175	14
Adapted recreation & inclusion programs	4%	15	65%	11	0.0140	15

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Importance-Satisfaction Rating

Town of Chapel Hill, North Carolina

Public Works

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 stormwater drainage system	40%	1	49%	7	0.2040	1
High Priority (IS .10 - .20)						
Condition of sidewalks	33%	3	47%	8	0.1749	2
Adequacy of street lighting	36%	2	52%	6	0.1728	3
Maintenance/preservation of Downtown	30%	4	58%	5	0.1260	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	28%	5	66%	4	0.0952	5
Maintenance of Town main street thoroughfares	27%	6	73%	1	0.0729	6
Cleanliness of streets & other public areas	21%	7	72%	2	0.0588	7
Maintenance of street signs/pavement markings	14%	8	68%	3	0.0448	8

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