

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Town of Chapel Hill 2018 Community Survey

Overview

Today, Town 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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Overview

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of Town services they thought should receive the most emphasis from Town leaders. Forty-nine percent (49%) of respondents selected *overall management of traffic flow* as one of the most important services for the Town to emphasize.

With regard to satisfaction, 40% of respondents surveyed rated the Town's overall performance in the *overall management of traffic flow* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall management of traffic flow* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 49% was multiplied by 60% (1-0.60). This calculation yielded an I-S rating of 0.2951 which ranked first out of 13 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 and 0% indicate they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the Town to emphasize.

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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 pages.

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall management of traffic flow	49%	1	40%	12	0.2951	1
Overall quality of public parking	42%	2	35%	13	0.2725	2
Medium Priority (IS <.10)						
Overall management of stormwater runoff	15%	6	53%	9	0.0716	3
Overall effectiveness of Town communications with the public	14%	8	61%	8	0.0534	4
Overall quality of parks & recreation facilities	27%	4	82%	5	0.0501	5
Overall efforts of Town to enforce codes & ordinances	10%	11	52%	10	0.0487	6
Overall quality of Chapel Hill Transit	22%	5	81%	6	0.0408	7
Overall quality of police services	29%	3	87%	3	0.0381	8
Overall quality of permit & inspections services	7%	13	48%	11	0.0380	9
Overall quality of parks & recreation programs	15%	7	80%	7	0.0305	10
Overall quality of trash & yard waste collection services	10%	12	84%	4	0.0152	11
Overall quality of fire services	13%	9	92%	1	0.0100	12
Overall quality of public library services	10%	10	91%	2	0.0092	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 from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Protect and Provide for a Safe Community

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	21%	4	63%	6	0.0756	1
Traffic enforcement	19%	5	60%	7	0.0737	2
Safety & security in your neighborhood	28%	2	79%	3	0.0590	3
Attitude & behavior of police personnel toward people	27%	3	80%	2	0.0519	4
Overall feeling of safety in Town	37%	1	87%	1	0.0464	5
Police safety, education & outreach	15%	6	75%	5	0.0368	6
Accessibility of crime data/police reports	6%	8	60%	8	0.0235	7
Fire safety, education & outreach	9%	7	79%	4	0.0192	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Getting Around

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>						
Availability of parking Downtown	51%	1	26%	12	0.3767	1
<u>High Priority (IS .10-.20)</u>						
Snow removal on Town streets	31%	2	45%	7	0.1686	2
Ease of bicycling in Town	20%	6	40%	10	0.1230	3
Availability of on-street bike facilities	17%	9	39%	11	0.1064	4
Connectivity of greenways/multi-use paths	21%	4	51%	6	0.1042	5
<u>Medium Priority (IS <.10)</u>						
Ease of use of parking payment options	17%	10	44%	8	0.0938	6
Ease of travel by car in Town	19%	8	52%	5	0.0936	7
Availability of sidewalks	21%	5	58%	4	0.0874	8
Ease of use of Chapel Hill Transit	25%	3	77%	1	0.0580	9
Ease of walking in Town	20%	7	74%	2	0.0530	10
Availability of greenways/multi-use paths	14%	11	68%	3	0.0443	11
Availability of bicycle parking	3%	12	42%	9	0.0152	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 from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Create a Place for Everyone

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of a range of housing options by price	46%	1	27%	11	0.3325	1
How well Town is planning for the future	45%	2	41%	9	0.2648	2
High Priority (IS .10-.20)						
As a community thinking about choices for future generations	30%	3	42%	8	0.1754	3
You feel your voice can influence change in Chapel Hill	22%	5	29%	10	0.1565	4
Availability of a range of housing types	19%	6	47%	7	0.1017	5
Medium Priority (IS <.10)						
Acceptance of diverse populations	27%	4	71%	1	0.0800	6
Sense of belonging to community	16%	7	64%	4	0.0574	7
Access for persons with disabilities to Town facilities & services	11%	9	57%	6	0.0479	8
Access for seniors to Town facilities & services	11%	8	67%	3	0.0365	9
Access for teens to Town facilities & services	7%	11	59%	5	0.0294	10
Access for children to Town facilities & services	9%	10	68%	2	0.0279	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 from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Nurture Our Community

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of climate change initiatives	26%	3	43%	12	0.1510	1
Timing of traffic signals in Town	24%	4	46%	10	0.1315	2
Maintenance of streets	31%	1	59%	7	0.1299	3
Quality of energy conservation programs	23%	6	44%	11	0.1271	4
Adequacy of street lighting	23%	5	55%	9	0.1039	5
Medium Priority (IS <.10)						
Availability of green space	27%	2	65%	4	0.0964	6
Maintenance of sidewalk surfaces	22%	7	59%	6	0.0908	7
Maintenance of Downtown Chapel Hill	20%	8	62%	5	0.0764	8
Availability of public electric charging stations	8%	11	25%	13	0.0608	9
Cleanliness of streets & public areas	18%	9	74%	1	0.0472	10
Upkeep of vegetation & landscaping around sidewalks	8%	12	57%	8	0.0325	11
Landscaping in parks, medians, & other public areas	9%	10	72%	2	0.0241	12
Maintenance of Town buildings & facilities	6%	13	67%	3	0.0185	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Develop Good Places, New Spaces

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>						
Quality of new development in Town	50%	1	40%	6	0.3006	1
<u>Medium Priority (IS <.10)</u>						
Overall quality of life in Town	35%	2	81%	1	0.0657	2
Overall appearance of Town	25%	3	78%	3	0.0544	3
Availability of cultural activities & arts	22%	4	76%	4	0.0527	4
Availability of festivals & community events	15%	6	69%	5	0.0457	5
Access to restaurants/entertainment	16%	5	80%	2	0.0329	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Support Community Prosperity

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>						
Job growth	46%	1	24%	4	0.3510	1
New company growth	40%	2	30%	3	0.2794	2
Retail growth	38%	3	35%	2	0.2457	3
<u>High Priority (IS .10-.20)</u>						
Access to shopping	25%	4	52%	1	0.1204	4

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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Govern with Quality and Steward Public Assets

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Value of your tax & fees	45%	1	46%	6	0.2428	1
High Priority (IS .10-.20)						
Level of public involvement in Town decision-making	20%	3	38%	8	0.1256	2
Medium Priority (IS <.10)						
Quality of Town engagement with residents	15%	4	43%	7	0.0878	3
Quality of transparent, trusted & accurate Town information	13%	6	49%	5	0.0682	4
Overall quality of services provided by Town of Chapel Hill	32%	2	79%	1	0.0660	5
Access to information about Town issues/events	10%	7	49%	4	0.0521	6
Quality of customer service from Town employees	13%	5	68%	2	0.0426	7
Usefulness of Town website	7%	8	56%	3	0.0301	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2018 DirectionFinder by ETC Institute