Appendix A:

Importance-Satisfaction Analysis

A Report Card From Missourians

Prepared By:

HEARTLAND MARKET RESEARCH LLC
Helping You Better Understand Your StakeholdersSM
IMPORTANCE-SATISFACTION ANALYSIS

OVERVIEW

In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service. An importance-satisfaction analysis provides feedback on services that indicate both the importance of the service in the eyes of the citizens as well as how satisfied (or dissatisfied) the citizens are with the current service. By reviewing the relative importance-satisfaction ratings of the various services currently offered by MoDOT, decision-makers can understand where Missourians as a whole would prefer their limited resources be focused.

METHODOLOGY

The most important percentage is calculated by simply summing the first, second, third, and fourth most important responses for each service provided by MoDOT. The satisfaction percentage is the sum of those who were very satisfied or satisfied with the service offered by MoDOT out of those who expressed an opinion. The importance-satisfaction (IS) rating is simply the product of the most important percentage and one minus the satisfaction percentage.

\[
IS \text{ rating} = \text{most important\%} \times (1 - \text{sat\%})
\]

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the most importance percentage for this service (51.78%) and the current satisfaction with this service (52.82%). One would then plug these numbers into the equation:

\[
IS \text{ rating} = \text{most important\%} \times (1 - \text{sat\%})
\]

\[
IS \text{ rating} = 51.78\% \times (1 - 52.82\%)
\]

\[
IS \text{ rating} = 51.78\% \times 47.18\%
\]

\[
IS \text{ rating} = .2443
\]
### Importance-Satisfaction Rating
#### Satisfaction With MoDOT Efforts to Provide Highway Services

<table>
<thead>
<tr>
<th>MoDOT Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keep the surface of other highways in good condition</td>
<td>51.8%</td>
<td>2</td>
<td>52.8%</td>
<td>11</td>
<td>0.2443</td>
<td>1</td>
</tr>
<tr>
<td>Keep the surface of major highways in good condition</td>
<td>58.9%</td>
<td>1</td>
<td>62.5%</td>
<td>8</td>
<td>0.2204</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS .1 to .2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support the development of alternative forms of transportation</td>
<td>25.5%</td>
<td>9</td>
<td>47.3%</td>
<td>12</td>
<td>0.1344</td>
<td>3</td>
</tr>
<tr>
<td>Keep bridges in good condition</td>
<td>40.6%</td>
<td>4</td>
<td>67.2%</td>
<td>6</td>
<td>0.1331</td>
<td>4</td>
</tr>
<tr>
<td>Manage snow and ice</td>
<td>45.3%</td>
<td>3</td>
<td>73.3%</td>
<td>3</td>
<td>0.1210</td>
<td>5</td>
</tr>
<tr>
<td>Keep shoulders on highways in good condition</td>
<td>30.0%</td>
<td>6</td>
<td>60.4%</td>
<td>10</td>
<td>0.1189</td>
<td>6</td>
</tr>
<tr>
<td>Remove debris from highways</td>
<td>38.1%</td>
<td>5</td>
<td>69.6%</td>
<td>4</td>
<td>0.1160</td>
<td>7</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mow and trim trees, grass and weeds</td>
<td>25.5%</td>
<td>8</td>
<td>64.0%</td>
<td>7</td>
<td>0.0918</td>
<td>8</td>
</tr>
<tr>
<td>Minimize congestion on highways</td>
<td>21.0%</td>
<td>10</td>
<td>61.7%</td>
<td>9</td>
<td>0.0805</td>
<td>9</td>
</tr>
<tr>
<td>Provide visible roadside and centerline striping</td>
<td>28.3%</td>
<td>7</td>
<td>74.3%</td>
<td>2</td>
<td>0.0729</td>
<td>10</td>
</tr>
<tr>
<td>Pick up litter and trash</td>
<td>19.1%</td>
<td>11</td>
<td>69.0%</td>
<td>5</td>
<td>0.0593</td>
<td>11</td>
</tr>
<tr>
<td>Provide signage along highways that is easy to understand</td>
<td>16.0%</td>
<td>12</td>
<td>87.6%</td>
<td>1</td>
<td>0.0198</td>
<td>12</td>
</tr>
</tbody>
</table>
IMPORTANCE SATISFACTION MATRIX

Importance-Satisfaction Assessment Matrix
Satisfaction with MoDOT Efforts to Provide Highway Services

Legend

<table>
<thead>
<tr>
<th>MoDOT Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Remove debris from highways</td>
</tr>
<tr>
<td>B Pick up litter and trash</td>
</tr>
<tr>
<td>C Manage snow and ice</td>
</tr>
<tr>
<td>D Mow and trim trees, grass and weeds</td>
</tr>
<tr>
<td>E Keep the surface of major highways in good condition</td>
</tr>
<tr>
<td>F Keep the surface of other highways in good condition</td>
</tr>
<tr>
<td>G Keep shoulders on highways in good condition</td>
</tr>
<tr>
<td>H Keep bridges in good condition</td>
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<tr>
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</tr>
<tr>
<td>J Minimize congestion on highways</td>
</tr>
<tr>
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</tr>
<tr>
<td>L Support the development of alternative forms of transportation</td>
</tr>
</tbody>
</table>

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction
INTERPRETING THE RATINGS

The Importance-Satisfaction Matrix should be interpreted as follows:

- **Exceeded Expectations** – this quadrant shows areas where citizens have indicated that services are less important to them than other services and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant do not significantly impact residents’ overall satisfaction.

- **Continued Emphasis** – this quadrant shows areas where citizens believe that the service provided by MoDOT should be a priority and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant have a significant impact on residents’ overall satisfaction.

- **Opportunities for Improvement** – this quadrant shows areas where citizens believe that the service provided by the MoDOT should be a priority and where citizens are not satisfied with MoDOT’s current performance. Items in this quadrant have a significant impact on residents’ overall satisfaction.

- **Less Important** – this quadrant shows areas where citizens have indicated that the services are less important to them than other services and where citizens also are less satisfied with MoDOT’s current performance. Items in this quadrant do not significantly impact residents’ overall satisfaction.

When reviewing an importance-satisfaction analysis, it is important to note that some items do not strike people as important until they are dissatisfied. For example, last year people were not satisfied with MoDOT’s efforts to keep bridges in good condition and it was classified under Opportunities for Improvement given the high importance residents placed on this service. This year the majority of people are quite satisfied with MoDOT’s bridge maintenance, but since the majority no longer perceive this to be a problem, the overall importance of this item has dropped significantly.

In 2011, Missourians indicated there were three services needing improvement: Keeping the surface of major highways in good condition, keeping the surface of other highways in good condition, and keeping bridges in good condition. All three items showed significant improvement from 2011 to 2012 and there are currently no service issues where the majority of Missourians believe the service is important, but are dissatisfied with MoDOT’s performance. Based upon the importance-satisfaction analysis, the two most important items for MoDOT are:

1. **to continue to focus on keeping the surface of major highways in good condition.**
2. **to continue to focus on keeping the surface of other highways in good condition.**