

GAP ANALYSIS

Using the top importance and satisfaction ratings, the chart on the following page shows the difference between Chesapeake residents' expectations and the City's performance. This difference, known as the "Gap," is calculated by subtracting the percent who said the item was Extremely Important (rated Importance a "5") from the percent who were Extremely Satisfied (rated Satisfaction a "5").

We organize the "Gaps" to answer the question, "Is Chesapeake meeting expectations in those areas that are important to people?" A positive "Gap" indicates that the City is exceeding citizens' expectations, a negative "Gap" occurs when performance does not meet expectations, and a result near zero means there is equilibrium between expectations and performance.

The "Gaps" shown on the next page are organized such that the most "Important" services (as perceived by the citizens) are near the top. As such, a large negative "Gap" in performance that occurs near the top of the Gap Analysis chart is likely to be more important than a similar negative "Gap" found lower in the chart. When using the "5" scores on a five-point scale, "Gaps" ranging from -25 to +25 are relatively common, so most communities tend to focus on the items that generate larger differences. Of particular interest are the three largest negative "Gaps": a) bridge maintenance, b) road maintenance, and c) traffic flow. (As an aside, there was considerable publicity surrounding the closing of the Jordan Bridge just prior to and during this study.)

Since a five-point, numeric scale was used for measuring both Importance and Satisfaction, an alternate method of calculating "Gaps" can also be used. In the second analysis, both the "5" scores and the "4" scores were included in the calculation (as opposed to using only the "5" ratings). There are variations in the "Gaps" when the calculations are performed this way.

STANDARD GAP ANALYSIS
(In descending order based on the “Importance” column)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

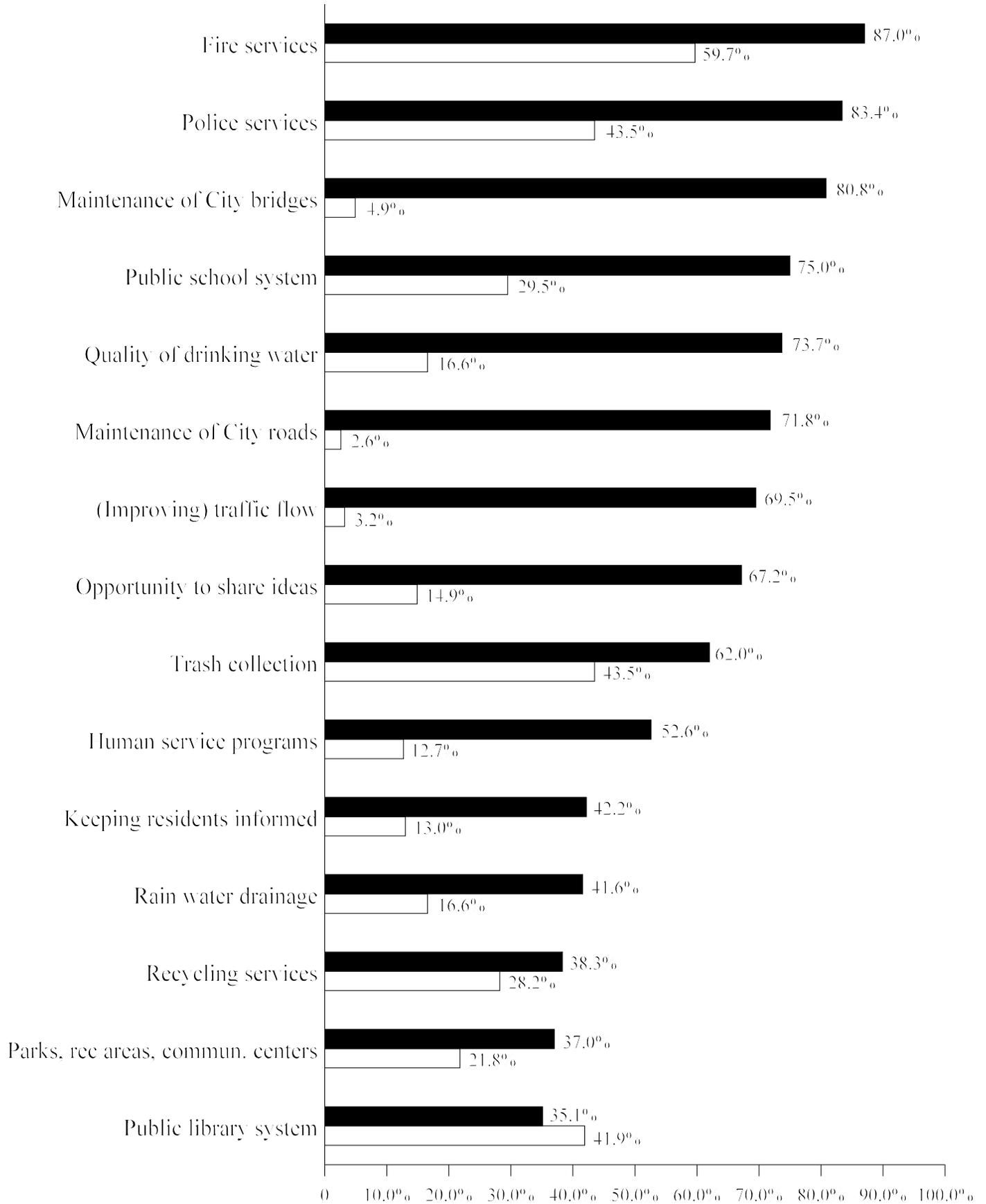
(A negative “Gap” suggests an area for improvement.)

	<u>% Who Said Satisfied=“5”</u>	<u>% Who Said Importance=“5”</u>	<u>“Gap” (Satis. - Imp.)</u>
... fire services	59.7%	87.0%	-27.3
... police services	43.5%	83.4%	-39.9
... maintenance of City bridges	4.9%	80.8%	-75.9
... the public school system in Chesapeake	29.5%	75.0%	-45.5
... the quality of the drinking water	16.6%	73.7%	-57.1
... maintenance of City roads	2.6%	71.8%	-69.2
... (improving) traffic flow on City roadways	3.2%	69.5%	-66.3
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	14.9%	67.2%	-52.3
... the trash collection	43.5%	62.0%	-18.5
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	12.7%	52.6%	-39.9
... how the City keeps residents informed about City services and activities	13.0%	42.2%	-29.2
... the rain water drainage from City streets	16.6%	41.6%	-25.0
... the City’s recycling services	28.2%	38.3%	-10.1
... the City’s parks, recreation areas, and community centers	21.8%	37.0%	-15.2
... the Chesapeake public library system	41.9%	35.1%	+ 6.8

See graphic representation on the next page.

■ = Importance
 □ = Satisfaction

STANDARD GAP ANALYSIS
 (“5” Responses Only)



GAP ANALYSIS - ALTERNATE VERSION
(In descending order based on the “Importance” column)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

(A negative “Gap” suggests an area for improvement.)

	% Who Said Satisfied= “4” or “5”	% Who Said Importance= “4” or “5”	“Gap” (Satis. - Imp.)
... fire services	93.2%	98.1%	-4.9
... police services	79.9%	97.4%	-17.5
... maintenance of City roads	26.3%	95.5%	-69.2
... maintenance of City bridges	25.0%	95.1%	-70.1
... the trash collection	77.3%	92.9%	-15.6
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	39.3%	89.9%	-50.6
... (improving) traffic flow on City roadways	21.8%	89.0%	-67.2
... the quality of the drinking water	46.4%	87.7%	-41.3
... the public school system in Chesapeake	64.0%	85.4%	-21.4
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	43.2%	76.6%	-33.4
... how the City keeps residents informed about City services and activities	39.9%	74.7%	-34.8
... the rain water drainage from City streets	47.1%	74.4%	-27.3
... the Chesapeake public library system	75.0%	72.4%	+ 2.6
... the City’s recycling services	54.5%	70.5%	-16.0
... the City’s parks, recreation areas, and community centers	53.9%	67.2%	-13.3

See graphic representation on the next page.

■ = Importance
 □ = Satisfaction

STANDARD GAP ANALYSIS
 (“4” and “5” Responses Combined)

