

## **2010 Client Satisfaction Survey Municipal Elected Officials**

The 2010 Client Satisfaction Survey for Elected Officials was directed specifically at municipally elected officials in Nova Scotia. This included Councillors, Mayors, Wardens, and Village Commissioners. The respondents were asked to complete a survey of their overall knowledge of the Municipal Finance Corporation (MFC), and if they were interested in having staff from MFC to come and present to their Council. Of the 55 municipalities and 22 villages to potentially complete the Survey for Elected Officials and Councillors, 101 elected officials responded. This provides an approximate 20% response rate.

### **Demographics**

The respondents were asked to identify their type of elected official. Of the 101 respondents, 62% were Councillors, 18% were Mayors, 8% were Wardens, and 12% were Village Commissioners. Of the types of municipalities that responded to this survey, 45% were from Towns; 35% were from Rural Municipalities; 8% were from Regional Municipalities; and 12% were from Villages.

### **Elected Official Knowledge**

The first questions asked in the survey were designed to determine the respondent's level of knowledge of MFC. Most respondents knew the correct answer to the questions asked.

- The respondents were asked if they knew municipalities were required to borrow from MFC for capital loans; 64% answered Yes and 36% answered No.
- The respondents were asked if they knew that MFC offers loans with various terms (such as 3, 5, 10, or 15 years) to municipalities; 78% answered Yes and 22% answered No.
- The respondents were asked if they knew that MFC can provide short-term bridge financing for capital projects; 63% answered Yes and 37% answered No.
- The respondents were asked if they knew that MFC's long-term interest rates are lower than financial institution's rates; 70% answered Yes and 30% answered No.

Although most of the respondents knew the answers to the questions above, there was one question where most of the respondents did not know the answer. When asked if the respondents knew about any other MFC programs offered other than capital financing, 70% answered No and 30% answered Yes.

These responses indicate that most elected officials are aware of what MFC has to offer, especially in terms of its long-term capital borrowing. There still are a large percentage of municipal elected officials that are unaware of some of the fundamental facts about MFC, predominantly the other programs and services.

### **Requests for Education**

After asking the respondents about their level of knowledge about MFC, the respondents were asked if they would like a representative from MFC to come and present on any or all of a variety of topics. The respondents were asked to select which topics they would like presented, and then to leave their

contact information. More respondents selected topics than those who left their contact information, but this still indicated the level of interest on the topics.

1	MFC – Who we are and What we do	59%
2	Debt Affordability Model	50%
3	Municipal Finance	49%
4	Financial Best Practices	44%
5	Temporary Borrowing Resolutions	36%
6	Issuing Long-Term Debt	34%

The respondents were able to select as many choices as they wanted, and the percentages above reflect the percentages out of the total number of respondents. As indicated in the ranking, most respondents selected to have a presentation on the basic information of MFC.

A total of 30 municipalities indicated that they wanted MFC to come and make a presentation on these various topics to their Council or Commission. Of the 30 municipalities, 2 Regional Municipalities, 14 Towns, 9 Rural Municipalities, and 5 Villages indicated they would like a presentation made by MFC. Some municipalities only had one elected official indicate they wanted a visit, while others had multiple elected officials indicate interest.

**Conclusion**

Although the elected officials who responded to this survey were relatively well informed about MFC, there is still some room to educate Nova Scotia’s elected municipal officials, particularly about MFC’s services beyond long-term financing. Despite the level of knowledge, many elected officials appear to be very interested in learning more about MFC, if not only for themselves, but for their Councils as well.