

## **2013 Client Satisfaction Survey Municipal Elected Officials**

The 2013 Client Satisfaction Survey for Elected Officials was directed specifically at municipally elected officials in Nova Scotia, including councillors, mayors and wardens. The respondents were asked to complete a survey of their overall knowledge of the Municipal Finance Corporation (MFC), and then asked if they were interested in having staff from MFC to come and present to their Council. Of the 54 municipalities and 412 elected officials to potentially complete the survey, 63 elected officials responded. This provides a 15.29% response rate down from 20% in 2010, perhaps partially due to newly elected councillors.

### **Demographics**

The respondents were asked to identify their role in municipal government. Of the 63 respondents, 78% were Councillors, 10% were Mayors, 8% were Deputy Mayors, and 4% were Wardens. Of the elected officials who responded to this survey, 53% were from Towns; 45% were from Rural Municipalities; and 2% were from Regional Municipalities.

### **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 almost all municipal capital loans in Nova Scotia are through MFC; 81% answered Yes and 19% answered No. This is a 17% improvement since 2010.
- The respondents were asked if they knew that MFC offers loans with various terms (such as 3, 5, 10, or 15 years) to municipalities; 86% answered Yes and 14% answered No. This is an 8% improvement since 2010.
- The respondents were asked if they knew that MFC can provide short-term bridge financing for capital projects; 80% answered Yes and 20% answered No. This is a 17% improvement since 2010.
- The respondents were asked if they knew that MFC's long-term interest rates are lower than financial institution's rates; 68% answered Yes and 32% answered No. This is a 2% regression since 2010.
- Although most of the respondents knew the answers to the questions above, there was one question where the majority of the respondents did not know the answer. When asked if the respondents knew about any other MFC programs offered other than capital financing, 75% answered No and 25% answered Yes. This is a 5% regression since 2010.

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 municipally elected officials that are unaware MFC offers programs other than capital financing.

**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. Response rates for this question were the lowest on the questionnaire; thirty-eight elected officials answered the question. 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	84%
2	Financial Best Practices	68%
3	Municipal Finance	65%
4	Debt Affordability Model	58%
5	Temporary Borrowing Resolution	55%
6	Issuing Long-Term Debt	50%

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.

Respondents from a total of 25 municipalities indicated that they wanted MFC to come and make a presentation on these various topics to their Council or Commission. Of the 25 municipalities, 15 Towns and 10 Rural Municipalities 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.