

MFC 2021 Client Satisfaction Survey Elected Officials

The 2021 Client Satisfaction Survey for Elected Officials was distributed to Mayors, Wardens, Deputy Mayors, Deputy Wardens, and Councillors via the NSFM listserv as well as to the village commissioners through a direct email. The response rate was 12%.

Demographics

The respondents were asked to identify their role in municipal government. 58% were Mayors, 0% were Deputy Mayors, 34% were Wardens, 8% were Deputy Wardens, and 0% were Village Chairs. Of the elected officials who responded to this survey, 29% were from Towns; 50% were from Rural Municipalities; 0% were from Regional Municipalities, and 21% were from Villages.

Elected Officials' Knowledge of MFC

The first questions asked in the survey were designed to determine the respondents' level of knowledge of MFC. The responses are in the chart below, along with a comparison to the 2019 survey results for applicable questions.

Chart 2 – Knowledge of MFC			
Did You Know...?	Yes	No	Change since 2019
1. Municipalities are required to borrow from MFC for capital loans?	79%	21%	+41%
2. MFC offers loans with various terms (e.g. 3, 5, 10 or 15 years) to municipalities?	93%	7%	+5%
3. MFC can provide short-term bridge financing for capital projects?	64%	36%	-24%
4. MFC's long-term interest rates are lower than financial institutions' rates?	79%	21%	-2%
5. MFC offers programs other than capital financing?	43%	57%	-51%

Communication with MFC

A question was posed about the NSFM Fall Convention booth. Every year, MFC sponsors an exhibit booth at the Nova Scotia Federation of Municipalities (NSFM) Fall Convention at the Westin Hotel in Halifax. The MFC booth offers various forms of information and has a prime location but is challenged to

attract visitors to the table. Elected officials were asked for their feedback in this survey to determine what kind of information to provide to visitors in the future.

Chart 4 – NSFM Booth		
1.	Brochures on MFC programs and services	90%
2.	Information on the debenture process and how to arrange for temporary borrowing resolutions	30%
3.	Testimonials from municipalities who have used our Debt Affordability Model	50%
4.	Testimonials from municipalities who have implemented our Financial Management Best Practices	30%
5.	Testimonials from municipalities who have implemented our Mentoring program	20%
6.	Testimonials from municipalities who have implemented our High Interest Savings Program	20%
7.	Copies of our Annual Report	20%
8.	Applications for CAGFO sponsorship	30%

As the findings in chart 4 attest, the most in-demand items are brochures on MFC programs and services, information on the debenture process and how to arrange for temporary borrowing resolutions, and information on the Debt Affordability Model. This information will be useful in devising a more effective strategy for attracting visitors to the NSFM booth at the Fall Convention.

Conclusion

Although the elected officials who responded to this survey were relatively well-informed about MFC, there is still some room to improve communication and education, 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.