Stronger together:

The power of collaboration

Municipal Partnerships Report **2024**

Belleville, Ontario

MUNICIPAL PROPERTY ASSESSMENT CORPORATION

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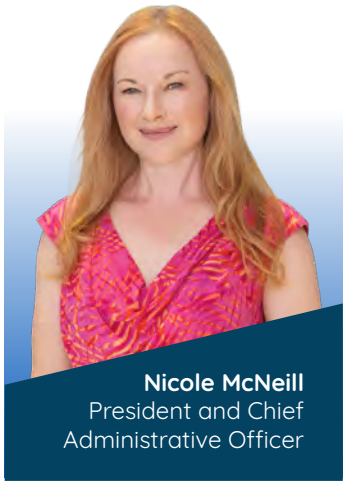
Alan Spacek
Chair, MPAC Board of Directors

From the Board Chair

Looking back on this year, we recognize that collaboration has been the cornerstone of our journey together. Our collective efforts have transformed opportunities into growth, building a strong foundation for the future. We focused on strengthening our partnerships, supporting municipalities to foster vibrant communities, using our data effectively, and creating a clear vision ahead. Our achievements show how powerful working together can be. As you explore the pages ahead, you'll see the results of our unified commitment to driving impactful change. We remain dedicated to nurturing these relationships and harnessing our collective strength to create a brighter future for all Ontarians.



Nicole McNeill
President and Chief Administrative Officer

From the President and CAO

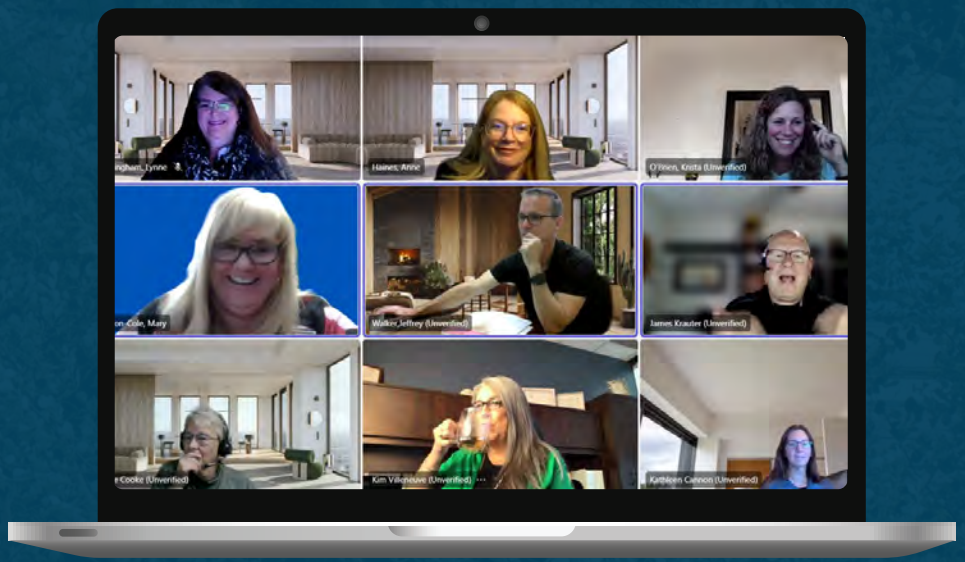
It has been an incredible year at MPAC, marked by meaningful connections, exciting product launches, and shared successes. With valuable feedback from our partners, we have delivered effective solutions to meet your evolving needs. This year's Municipal Partnerships Report highlights key accomplishments, including launching the Housing Inventory Map and Property Pulse Dashboard, exceeding our service level agreement target, and strengthening our data strategy. We've heard from municipalities that our data can address real-world challenges like housing affordability and climate change while positively impacting your communities. We recently completed a video series with several partners, including York Region, showing how these capabilities can transform operations and drive meaningful change. You can watch a part of it here. We're excited to share these insights and demonstrate how they can transform your operations. Looking ahead, we will build on this year's momentum, ensuring our future efforts align with your expectations and contribute to your continued success.

Thunder Bay, Ontario

Partnership Spotlight

“Being a member of the Municipal Liaison Group allows me to voice my perspective on the municipal issues that affect my community. MPAC has ensured that diverse interests are represented in this working group, addressing the unique challenges faced by municipalities across the province. This collaborative team works together to achieve remarkable outcomes!”

KATHLEEN CANNON
Director, Revenue, City of Thunder Bay



Delivering accurate assessments for sustainable growth

At the heart of what we do is the goal of helping municipalities cultivate vibrant and resilient communities across Ontario. As property market experts, we deliver accurate and unbiased assessments for every property in the province.

Since our last report, we have identified over $42 billion in new assessments, generating valuable dollars for our municipal partners. This achievement reflects our commitment to collaboration as we work alongside our partners to enhance our processes and accelerate revenue generation.

Our efforts extend beyond assessments. We also provide valuable property insights, host informative webinars, and develop and deliver tools and resources tailored to the priorities of our communities. We believe that strong communities thrive through collaboration, inclusivity, and shared goals.

Parry Sound, Ontario

Mississauga, Ontario

“I was thrilled to engage with municipalities and collaborate closely to support their unique needs this year. Hearing your stories has inspired us to continue our commitment to driving meaningful change and creating stronger communities. I believe that our partnerships will lead to innovative solutions that truly make a difference.”

JAMIE BISHOP
Vice-President, Public Affairs and Customer Experience, MPAC

As we participate in the province’s review of Ontario’s property tax and assessment system, our dedication to fostering community remains unwavering. We are focused on:

- Maintaining our property inventory to ensure readiness for the next reassessment.
- Enhancing and strengthening our support for municipalities and residents to better meet their needs.
- Developing inclusive products and services that create solutions that reflect the diverse needs of all our customers and the communities we serve.

When the reassessment date is announced, we will be fully equipped with the latest information and tools to ensure a seamless experience for everyone involved.

Together, we can build a stronger, more connected community.

Sharing expertise, shaping the future

Our commitment to providing our partners with exceptional service is at the heart of everything we do. Whether it's an assessment update year or not, we prioritize staying proactive in maintaining a complete and accurate property inventory. This ensures that our assessments are always based on the most current and reliable data, helping municipalities make informed decisions.

We identify trends and continuously improve the reassessment process with your best interests in mind. By sharing our knowledge and expertise with municipalities, we collaborate to create a more efficient and effective property assessment system that meets the evolving needs of communities now and in the future.

Maintaining an accurate inventory is not just about preparing for the next cycle—it's about building a foundation for long-term success and growth, ultimately ensuring fairness and transparency for everyone.

2024 work at a glance

Here's a look at some of our activities this year:

$42.7 billion
new assessment added to municipal rolls

5.7 million
total properties in Ontario inventory

$3.2 trillion
total property value in Ontario

627,000
Property Assessment Notices mailed

284,033
property inspections

423,383
sales transactions processed

18,959
severances and consolidations processed

191,310
building permits processed

12,453
Requests for Reconsideration closed

6,449
appeals closed

All stats are as of October 25, 2024.

“Our commitment remains steadfast as we manage a database of nearly 5.7 million properties across Ontario, valued at more than $3 trillion, every single day. We stay closely attuned to Ontario’s property market by tracking things like building activity and monitoring sales transactions, ensuring we provide the most accurate and relevant data to support our partners.”

CARMELO LIPSI

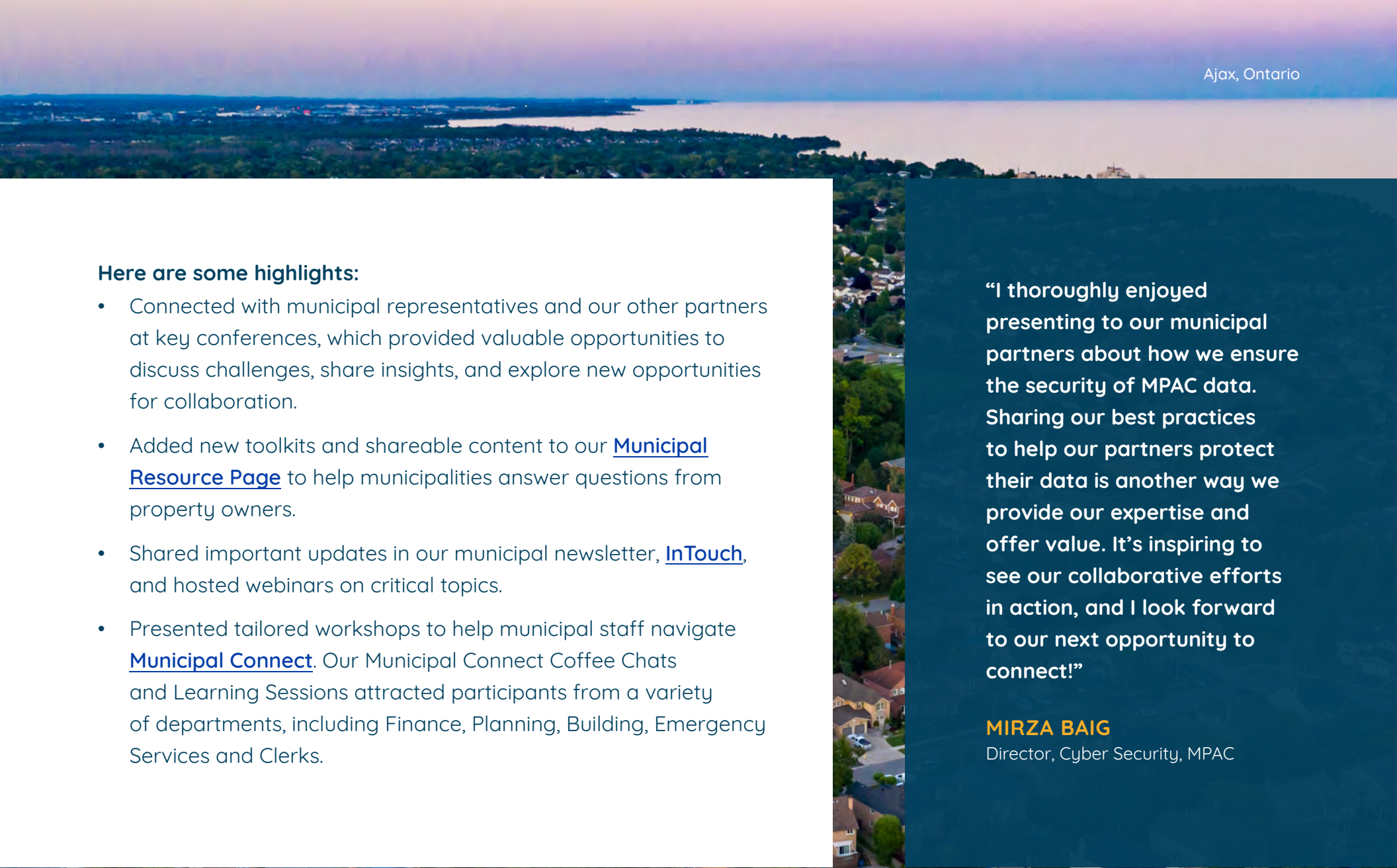
Vice-President and Chief Operating Officer, MPAC

Creating value for municipalities and property owners

By understanding the unique needs and challenges municipalities and property owners face, we focused on providing tailored solutions that ensure value and positive impact in a changing property landscape.

Strengthening Municipal Partnerships

We worked closely with our municipal partners, providing them with tools, resources, and expertise to tackle local challenges and seize opportunities. Whether sharing best practices or speaking at council meetings, our goal has been to help our partners make a positive difference in their communities.



Ajax, Ontario

Here are some highlights:

- Connected with municipal representatives and our other partners at key conferences, which provided valuable opportunities to discuss challenges, share insights, and explore new opportunities for collaboration.
- Added new toolkits and shareable content to our Municipal Resource Page to help municipalities answer questions from property owners.
- Shared important updates in our municipal newsletter, InTouch, and hosted webinars on critical topics.
- Presented tailored workshops to help municipal staff navigate Municipal Connect. Our Municipal Connect Coffee Chats and Learning Sessions attracted participants from a variety of departments, including Finance, Planning, Building, Emergency Services and Clerks.

"I thoroughly enjoyed presenting to our municipal partners about how we ensure the security of MPAC data. Sharing our best practices to help our partners protect their data is another way we provide our expertise and offer value. It's inspiring to see our collaborative efforts in action, and I look forward to our next opportunity to connect!"

MIRZA BAIG
Director, Cyber Security, MPAC

Partnership Spotlight

“MPAC coffee sessions have proven to be an informative and effective tool for our staff. The brief duration makes it easy to fit into busy schedules, while offering valuable insights that help keep everyone’s knowledge up to date. These sessions are especially beneficial for new team members, providing them with a clear understanding of MPAC’s function.”

PAOLA ROMANO
Manager, Property Taxation and Assessment, City of Toronto

We’ve been engaged!

52
webinars + workshops

1,865
municipal engagements + council meetings

3,036
webinars + workshop attendees

4,769
visited our municipal contact page
↑ 187% as compared to 2023

1,334
checked out our municipal resources!
↑ 118% as compared to 2023

11,000+
InTouch readers

Ontario in focus

Our Municipal and Stakeholder Relations team participated in **19 conferences and events**, and visited over **300 cities** across Ontario to engage with our partners!

Check out some additional photos of where we've been!

The property owner experience

Our commitment to prioritizing property owners and understanding their needs is shown in everything we do. From exploring ways to enhance their experience through valuable resources to providing exceptional service through our Customer Contact Centre, we want property owners to feel valued and heard.

One way we accomplished this was by partnering with municipalities to guide property owners through the assessment and taxation system, crucial for managing their largest asset. This collaboration not only enhanced community understanding but also supported property owners to make more informed decisions.

We also focused on improving the property owner journey by enhancing AboutMyProperty™ (AMP), a free online tool that provides homeowners with valuable insights, and access to assessment details, neighborhood sales data, and guidance on addressing concerns through the Request for Reconsideration process. This year's enhancements include:

- A self-serve option for updating mailing addresses, making it easier for homeowners to manage their contact information.
- The Property Pulse Dashboard, a new tool that supports homeowners in making informed decisions about their residential properties by providing them with the latest residential sales data.

In addition, updates were made to the First-time Homeowners' Hub, a resource for new property owners that offers easy-to-understand guidance on Ontario's property assessment and taxation system.

Connecting with our Customer Contact Centre

85,520 phone calls

27,721 emails

16,496 chats

129,737 total interactions

94% **Overall satisfaction with MPAC's customer service.**

Top 3 customer interactions

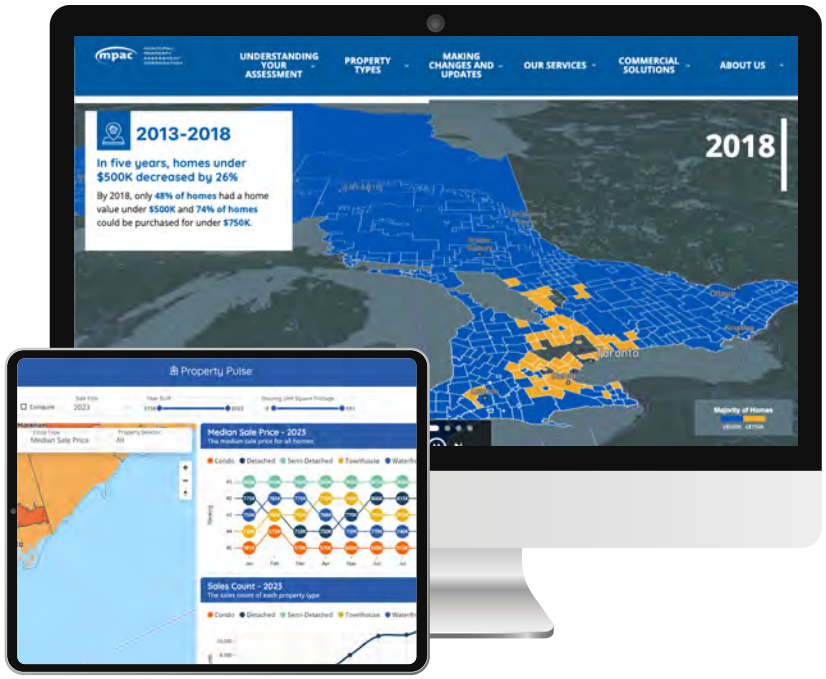
#1 Questions about **assessed value** and how it was derived.

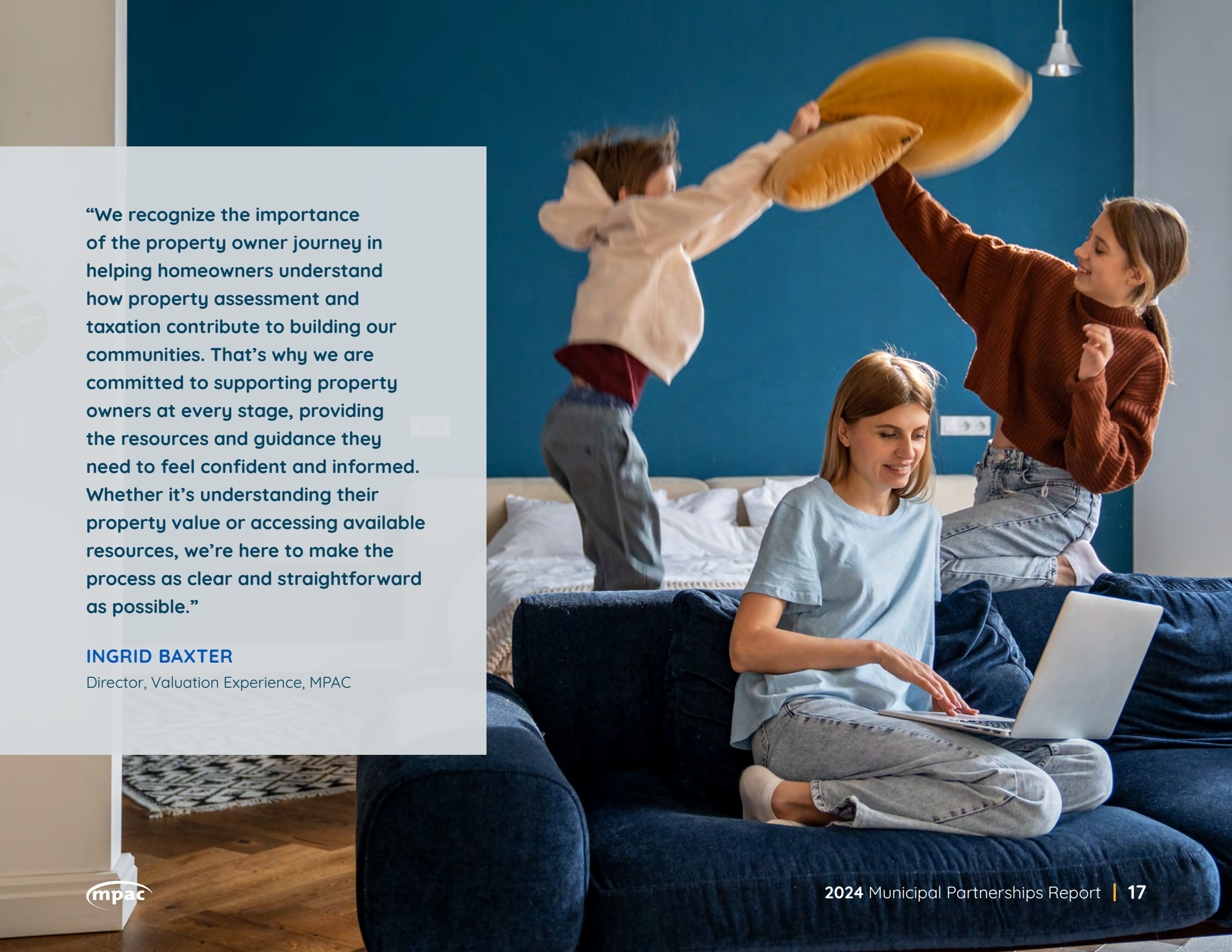
#2 **Access and registration information** for AboutMyProperty.

#3 Callbacks from customers responding to a **data collection notice** or **leave-behind door hanger**.

Through the new Property Insights Housing Inventory Map, we released data that showed how Ontario's residential property landscape has continued to evolve within communities across the province over the last decade.

To ensure that property owners receive the assistance they need, our dedicated customer service team continued offering guidance and addressing concerns daily, providing expert advice on property-related matters and helping residents navigate the property landscape.





“We recognize the importance of the property owner journey in helping homeowners understand how property assessment and taxation contribute to building our communities. That’s why we are committed to supporting property owners at every stage, providing the resources and guidance they need to feel confident and informed. Whether it’s understanding their property value or accessing available resources, we’re here to make the process as clear and straightforward as possible.”

INGRID BAXTER
Director, Valuation Experience, MPAC

Using data and innovation to create effective solutions

As we reimagine our products and services, we're committed to leveraging new and innovative ways to deliver even greater value to our partners and help them stay ahead.

Leveraging MPAC data

Our property data can unlock powerful insights and drive innovation, guiding strategies and decisions and adding value for municipalities and Ontarians. Our work throughout the year to monitor and update Ontario's property inventory generates extensive property data—over 1 billion data points! Our partners have the power to leverage this data to ensure that they remain responsive, adaptive, and ready for a rapidly changing environment.

Innisfil, Ontario

Partnership Spotlight

“Access to data is essential for enhancing our energy programs in the City of Ottawa. It empowers us to make informed decisions, identify opportunities for improvement, and effectively allocate resources. With accurate data at our fingertips, we can implement energy initiatives that truly benefit our community and drive sustainable progress.”

KRISTA O’BRIEN
Program Manager, City of Ottawa

This year, with help from municipalities, taxpayers, and the Association of Municipalities of Ontario (AMO), we launched MPAC’s Data Strategy, a foundation for sharing our data and information to create value, utility, and public good for our partners. Whether leveraging our data to determine community programs or using our Automated Valuation Model to access real-time values to help administer funding initiatives, you can read more about how our partners are using MPAC data to shape their strategic activities on our new **Data Strategy** page on **mpac.ca**.

99 per cent of municipalities have signed the Data Sharing and Services Agreement (DSSA), which helps streamline and simplify previous agreements with our partners.

Throughout the year, we sought opportunities to share valuable property insights and market trends with our partners. By leveraging data analytics and research, our goal is to continue to provide clear, timely information that helps property owners and municipalities make informed decisions.

We also recognize how important data security is to everyone. Achieving recertifications for ISO/IEC 27001 and ISO/IEC 27017 for the fifth year in a row demonstrates our commitment to following best practices and globally recognized standards in information security.

Reimagining products and services

We are continuously reimagining our products and services to better meet the evolving needs of municipalities and the communities they serve. By exploring new technologies and refining our offerings, we have introduced enhanced features and solutions to improve efficiency and the user experience. This ongoing evolution reflects our dedication to staying ahead of the curve and delivering value through innovative and effective products and services.

This year, we launched two new products in Municipal Connect: the **Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)-compliant notification list** and the **MPAC Data Report**. Whether exporting a mailing list that complies with the MFIPPA legislation or accessing a more comprehensive inventory of MPAC's latest property-specific information each month, these new products offer municipalities current information vital to their proactive planning.

We implemented several key changes to the Tax Incentive Approvals (TIA) process, aimed at increasing roll stability, improving accuracy in growth projections, and significantly reducing administrative tasks. This streamlined approach better aligns our goals with those of our partners.

Additionally, we undertook the following initiatives aimed at strengthening communication, clarifying key updates, and ensuring ongoing support:

- Improved consistency in municipal tax application responses: We revised our procedures to ensure that MPAC provides clear, concise, and objective information across the organization, and that municipalities receive consistent and reliable data.
- Kept partners informed about two new subclasses: the industrial subclass for eligible land used for aggregate extraction, such as gravel pits, and the optional new multi-residential property (municipal reduction) subclass.

We remain committed to working closely with our partners to ensure they are fully informed of these changes and supported throughout the transition process.

Partnership Spotlight

"I'm really impressed with the improved and streamlined process for Tax Incentive Approvals. It's made everything so much easier and more efficient. This enhancement not only saves us all time but also allows us to focus more on what truly matters—serving our residents better."

REBECCA CLOTHIER

Director of Financial Services/Treasurer, Municipality of Lambton Shores

Looking ahead

As we move forward, we are dedicated to strengthening our collaborations, deepening community connections, and supporting municipalities with innovative, data-driven strategies and products. Our commitment to excellence drives us to embrace technological advancements that enhance our services and streamline operations. We are investing in cutting-edge solutions that provide meaningful insights, improve efficiency, and create seamless experiences for our partners.

Sudbury, Ontario

“Strengthening our relationships with municipal partners has been a key focus for us, and reflecting on our journey together has provided valuable insights. Looking ahead, we remain fully committed to enhancing collaboration and delivering innovative solutions to help municipalities. The work we’re doing now is setting the stage for a brighter, more prosperous future.”

MARY DAWSON-COLE
Director, Municipal and Stakeholder Relations, MPAC

As we finalize our 2025-2028 Strategic Plan, our goal is to establish a clear vision centered on enhancing the experiences of our municipal partners, property owners, and clients. We’ll do this by optimizing our digital platforms, like our corporate website mpac.ca, AboutMyProperty™ and Municipal Connect, to provide more seamless access and better user experiences. The plan also focuses on building stronger partnerships and delivering reliable services, including maintaining an accurate Assessment Roll and helping you leverage our property data effectively.

We are committed to operational preparedness for the next reassessment, investing in secure systems that can adapt to technological advancements and evolving needs. Our workforce plans will emphasize adaptability and innovation while ensuring updated assessments and improved information exchange with our municipal partners.

Together, we will navigate the challenges and opportunities ahead.

Connect with us!

Subscribe to our municipal e-newsletter, InTouch.

Join our **webinars** to hear about provincial issues and trends. Watch your email for registration details.

Need help? Reach out to a member of your Municipal and Stakeholder Relations team.

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Accessible formats and communication supports are available upon request.

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