

Data Strategy

MPAC's approach to data access



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

INTRODUCTION

To support individuals, municipalities and businesses throughout Ontario, MPAC utilizes more than 10 million data points.

This data paints a picture of Ontario's property landscape, detailing the value of individual investments, the evolution of communities, and much more. Given the sensitivity of property data, MPAC is committed to handling it responsibly and ethically.

In this document, MPAC outlines its process for collecting property data and ensuring its accessibility to clients and partners.

Our commitment to you

Whether you're a property owner or business, policy maker or municipality trying to learn more about property values, MPAC has data available for you to explore. We are steadily increasing accessibility to our data to help all users conduct analysis and evaluation that informs the planning and implementation of policies, programs, and decisions for the benefits of communities and future development.

MPAC maintains a variety of different types of data, such as:

- Assessment Information
- Structural Information
- Sales Information
- Locational Information
- Property Owner Information

Through MPAC's Data Strategy, we are dedicated to enhancing our partners' experience by exploring new data insights, expanding our services, and improving communication with Ontarians to better showcase our offerings.

Who we are

We are Ontario's property market experts. Our job is to value and classify over 5.6 million properties across the province and build an accurate property inventory.

We do this by analyzing the market through review of sales information, rental data and construction costs, reviewing property sales information, inspecting properties, supporting property owners, and responding to Requests

for Reconsideration and assessment appeals. The work MPAC does is an input for government programs, business decisions and property transactions.

Data Mission and Objectives

MPAC's data mission is to share data and information in ways that create value, utility and public good for our clients and partners.

Objectives	Benefits
1 Provide transparency into MPAC's processes, services, and property data.	Increased access to information on AboutMyProperty™ (AMP), Municipal Connect and propertyline™ increases familiarity with MPAC data, the progress of MPAC work objects and how to access new products or services.
2 Support the current and future strategic and operational needs of municipalities and government partners.	Ongoing co-creation of data products between MPAC, municipalities and government partners to support permissible and innovative use cases.
3 Become the trusted source of property information and market insights for Ontarians.	MPAC is the source of property intelligence in Ontario and audiences seek property information from MPAC first.
4 Continue to innovate and create opportunities to grow MPAC's revenues to offset municipal levies.	Collaboration across departments to identify opportunities, support value creation, and increase the demand for MPAC's data, data products, insights and related services to increase commercial revenues.

What our partners have asked for

- More clarity on how to request data products and services and support when making requests.
- Access to more data, in formats that meet municipal needs.
- More timely responses to municipal custom data requests.
- Clear parameters on how data products can be used.
- Anticipate data needs from communities and build a library of standard reports that can be accessed by all partners.
- More insight into MPAC's data sharing principles and how MPAC is constrained.
- Make MPAC's online portals more user-friendly for all partners.
- Provide a range of tools and datasets that meet the needs of municipalities, from simple, packaged reports to more detailed historic and regional datasets with defined metadata.
- Help taxpayers understand MPAC's role in the property tax system.
- Provide prospective homebuyers with access to more data and insights about the communities they're interested in.



Current data capabilities and future data possibilities



Currently, MPAC offers various **online platforms and services to property owners, municipalities, commercial clients, and other audiences**, providing access to assessment information, comparison tools, and resources for property-related inquiries.



MPAC will develop a centralized navigation page serving as the primary access point for users to leverage MPAC data and understand the rationale behind data sharing. This page will include links to data products and established market insights, facilitating easier access and enhanced comprehension.

MPAC collects its own data, in addition to sourcing data from partners to create unique combinations and uses of data that are not available elsewhere.



Future plans include **ongoing improvements to platforms, new product launches, and enhanced user navigation** on mpac.ca.

Customizable data products, reports, dashboards, and targeted outreach effort are also in development to meet diverse user needs.

A word about data ownership and dynamics

- **MPAC collects its own data**, in addition to sourcing data from partners to create unique combinations and uses of data that are not available elsewhere.
- **We know data security is important to you.** MPAC protects individuals' privacy and respects third-party rights of our data suppliers through rigorous data security, strict adherence to privacy law, and agreements with our partners.
- **MPAC always strives to provide you with the right data products to meet your needs.** MPAC can help you navigate the relationship between different data points, the complexities surrounding data privacy and ownership, and how proprietary data can be used to achieve your goals.
- **When we receive a data request, MPAC protects all parties through standard legal agreements.** This means each person or organization involved has their rights and interests safeguarded by the terms outlined in those agreements. These agreements also outline the permitted uses of the data MPAC licenses.





Roadmap to implement MPAC's Data Strategy

2024 to 2025



Experience Enhancement

Continue to prioritize and enhance engagement efforts initiated in 2023 with all partners to better understand and meet their needs. Simplify access to our services and showcase successful collaborations about the possibilities for using our data.



Operational efficiency and clarity

Streamline our operational procedures across the organization, ensuring clarity and consistency in how MPAC manages, shares, and uses data.



Data accessibility and centralization

We are committed to making data more accessible. Plans include creating a one-stop portal that offers easy navigation to our various data products and services, making it easier for users to find what they need.

Process and organizational improvements to serve you better

As part of our commitment to you, we will:

- Continue offering comprehensive support and training on MPAC products, with a centralized access point on mpac.ca to streamline navigation for data inquiries.
- Leverage our expertise and vast database to tailor datasets to your needs.
- Clearly communicate acceptable data uses, defining what's available and why.
- Provide regular updates and meet agreed-upon timelines and service levels for data sharing, offering streamlined processes for custom data requests.
- Accelerate and standardize our procedures to fulfill your requests faster, and our flexible framework will enable swift adaptation to your needs through ongoing process enhancements.
- Maintain transparency by reporting progress, ensuring accountability for our commitments.

Focusing on the needs and experiences of MPAC's audiences

Through our partnerships with you, we will ensure we have a deep understanding of your data requirements. Your input will also guide continuous improvements to our products and data sharing processes. If you have questions or comments about MPAC's Data Strategy, please reach out to us at datastrategy@mpac.ca.

Property data is transformative

MPAC is dedicated to ensuring our clients and partners have responsible access to property data for smarter decision-making, critical innovation, and meaningful action.

Learn more about MPAC's approach to data stewardship by visiting mpac.ca/datastrategy.



Connect with us



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Learn more about MPAC's data strategy
by visiting mpac.ca/datastrategy.