

# MPAC's Vision for Data-Driven Municipal Success

AMO Annual Conference

August 2025



# Our work in a non-reassessment year to maintain your tax bases



**\$3.2 trillion**

total property value in Ontario



**284,033**

property inspections



**\$42.7 billion**

new assessment added to municipal rolls



**129,737**

interactions with our Customer Contact Centre



**423,383**

sales transactions processed



**1,865**

municipal engagements and council meetings



**627,000**

Property Assessment Notices mailed



**12,453**

Requests for Reconsideration closed

\*All stats are as of October 25, 2024.

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# 2025-2028 Strategic Plan

To be the global leader in transforming property assessment, data, and services by delivering exceptional value to Ontarians.

## Elevating the Client Experience

Improved products and services to help property owners, partners, and clients engage with property data and make informed decisions.

## Operational Excellence

Enhanced quality, efficiency, and productivity via innovation and advanced technologies—arming employees with the right tools

## Strengthening the Bottom Line

Expand products and services through Commercial & Client Solutions to deliver new insights and revenue opportunities.

## Exceptional Employee Experience

Ensuring MPAC meets talent and skills needs, fosters inclusion, and supports an engaged, continuous-learning culture.

MPAC's 2025-2028  
Strategic Plan:

**Built for change.**





## Challenge:

# Province-wide Assessment Update

- The valuation date is still January 1, 2016.
- It's unfamiliar to a lot of homeowners.
- Growing gap between assessed values and market conditions.
- Planning and budgeting are harder.



Opportunity:

# System Readiness and Public Trust

- Scalable, digital-first infrastructure
- System readiness
- Expanding insights
- Public education



Challenge:

# Progress without rising costs

- Financial pressures
- Growing expectations
- Anticipated spikes in service requests
- New technologies like AI driving more questions



Opportunity:

# We're maximizing your investment

- Realizing the full potential of our role
- Driving innovation and revenue
- Exceeding service levels
- Automating and modernizing
- Equipping staff with tools to be more responsive

Challenge:

# Shifting demographics

- Risk of losing institutional knowledge
- Potential service disruptions without planning
- Adoption of modern tools and processes
- Bringing in and supporting new talent





A woman with dark, wavy hair, wearing a bright blue long-sleeved top and black pants, is smiling and standing in an office environment. The background shows office furniture and a computer monitor.

Opportunity:

## We're investing

- Succession planning
- Talent development
- Mentorship and knowledge transfer
- An inclusive, learning-focused culture

Challenge:

# Property and assessment data can do more

## Opportunity:

# More insight. More impact. More for municipalities.

- Delivering more value through property data – we have a detailed product list of reports for your use
- Enhancing self-serve tools in Municipal Connect
- Launching the Property Pulse Dashboard for real-time insights
- Shaping our municipal strategy based on your feedback
- Developing an Assessment Base Management training program for municipal staff to help them effectively manage their assessment base



Every    
  property  
tells a    
story  

**mpac**<sup>™</sup>