

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 7, 2016

Item 3, Report No. 26, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on June 7, 2016.

3 MPAC PROPERTY ASSESSMENT UPDATE – TOOLKIT AND OUTREACH

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Chief Financial Officer & City Treasurer and the Director of Financial Services/Deputy Treasurer, dated June 1, 2016, be approved; and**
- 2) That the deputation of Ms. Natasha Dawood, Account Manager, Municipal Stakeholder Relations, MPAC, and Communication C16, presentation material titled “Delivering the 2016 Assessment Update”, be received.**

Recommendation

The Chief Financial Officer & City Treasurer and the Director of Financial Services/Deputy Treasurer, in consultation with the Manager of Property Tax & Assessment recommend:

- 1. THAT the presentation from the Municipal Property Assessment Corporation (MPAC) with respect to the 2016 Assessment Update and Toolkit be received.**

Contribution to Sustainability

Not applicable to this report

Communications Plan

MPAC is scheduled to send out the 2016 Property Assessment Notices (PANs) to City of Vaughan residential property owners in June 2016. Ads will be placed in local papers directing owners to contact information for MPAC as well as various information tools available on MPAC's website. MPAC will also be setting up an information booth in the City's Atrium on or around the residential tax due date in July.

Economic Impact

The 2016 Property Assessment Notice will indicate the new assessment value that will be used to calculate property tax levy for the years 2017-2020.

Purpose

The purpose of this presentation is to have MPAC explain significant reforms to Ontario's property assessment system as well as present a Municipal Toolkit that contains information and materials that will assist City staff in responding to inquiries from property owners about the 2016 Assessment Update.

Background - Analysis and Options

This year, every property owner in Ontario will receive a Property Assessment Notice (PAN) from MPAC updating the assessed value of their property based on a valuation date of January 1, 2016. This assessment will be applicable to the 2017-2020 property tax years.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 7, 2016

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MPAC is providing a Municipal Toolkit to provide City staff with information and materials that will assist in responding to inquiries from property owners about this assessment update. This toolkit will include key messaging, frequently asked questions, Notice mailing dates and Request for Reconsideration (RfR) deadlines.

Key messages from MPAC include:

- MPAC has made changes to improve the Property Assessment update process including the fact that Notices will be delivered earlier than past updates. This will allow MPAC and the property owner an earlier opportunity to resolve concerns before the roll is officially returned to City in December.
- MPAC has redesigned the PAN to increase the property owner's awareness and understanding of the valuation process.
- Property owners will continue to have 120 days from the PAN issue date to file an RfR. The Issue Date and the owners' unique RfR deadline will be clearly outlined on the PAN.
- Property owners will be encouraged to visit "AboutMyProperty" link on the MPAC website to learn more about how their property was assessed, see the information MPAC has on file, as well as be able to compare to others within their neighbourhood.
- The MPAC website also contains many information YouTube videos that provide information on the assessment process and how it relates to property tax system

Messaging from City and MPAC staff will include the confirmation that should the property owner's assessed value increase, it does not mean that they will pay more property taxes. If the assessed value of a home has increased more than the average increase for the City, property owners may pay proportionately more in property taxes. Details pertaining to this information will be detailed on MPAC's "AboutMyProperty" link on their website.

Under the authority of the *Assessment Act*, all assessment value increases for all property types will be phased-in over the four years 2017 to 2020. These values will be outlined on each property owner's PAN; decreases in assessed value are shown immediately in the first year (2017) and will not be phased-in.

The notices for City of Vaughan residential property owners will have an issue date of June 13, 2016. This being the case, the RfR deadline for these residential property owners will be Tuesday, October 11, 2016.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The issuance of the Property Assessment Notice supports the strategic priorities established by the Service Excellence Strategy Map, in particular to ensure "Financial Sustainability".

Regional Implications

All residential property owners within the Region of York will receive Property Assessment Notices for the latest province-wide Assessment Update in June 2016. Non-residential property owners will receive notices in October 2016.

Conclusion

MPAC will be mailing out Property Assessment Notices (PANs) in June 2016 to all City of Vaughan residential property owners. These notices will identify the new assessment value that will be used to calculate the property tax levy for the years 2017 to 2020. Through today's presentation, MPAC will explain significant reforms to Ontario's property assessment system as well as present a Municipal Toolkit that contains information and materials to assist City staff in responding to inquiries from property owners about the 2016 Assessment Update.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 7, 2016

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Attachments

Attachment 1 – 2016 Assessment Update, Municipal Communications Toolkit, March 2016

Report prepared by:

Maureen Zabiuk, AIMA, CMTP
Manager of Property Tax & Assessment, Ext. 8268

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

C 16.
COMMUNICATION

CW (WORKING SESSION)

June 1/16
ITEM - 3



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

Delivering the 2016 Assessment Update

City of Vaughan
Committee of the Whole
June 1st, 2016

Heather Colquhoun, Regional Manager, Municipal and Stakeholder Relations
Natasha Dawood, Account Manager, Municipal and Stakeholder Relations

C16
29

PROPERTY ASSESSMENT & PROPERTY TAXES

The Ontario
Property
Taxpayer



The Municipal Property Assessment Corporation determines Current Value Assessments and classifications for all properties in Ontario.



The Provincial Government passes legislation, sets assessment policies and determines education tax rates. The Province also operates an independent assessment appeal tribunal – the Assessment Review Board (ARB).



Municipalities determine revenue requirements, set municipal tax rates and collect property taxes to pay for your municipal services.



Police and
fire protection



Roads, sidewalks,
public transit



Waste
management



Parks & leisure
facilities

ONTARIO'S ASSESSMENT CYCLE

2008

2009-2012
Tax Years
January 1, 2008
(valuation date)

2012

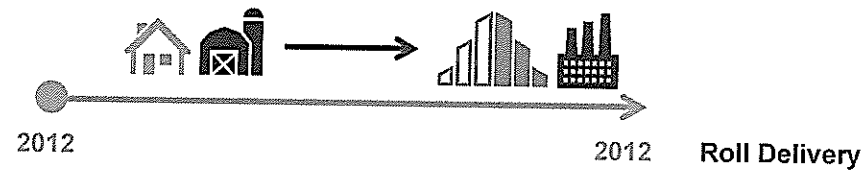
2013-2016
Tax Years
January 1, 2012
(valuation date)

2016

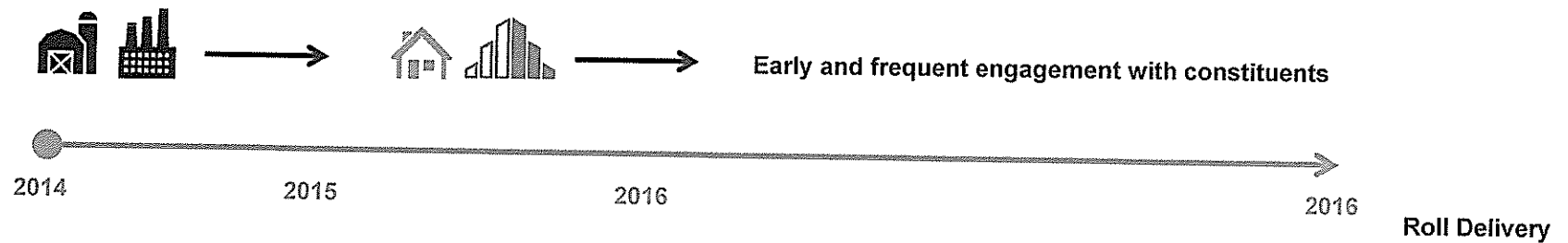
2017-2020
Tax Years
January 1, 2016
(valuation date)

2016 ASSESSMENT UPDATE

2012 ASSESSMENT UPDATE



2016 ASSESSMENT UPDATE



ZONE 3: DATA COLLECTION & PREPARATION

Building permits

Sales reviews

Site variable update project

Farm forestry exemptions reviews

Requests for Reconsideration

Severances and Consolidations

Data integrity checks

MPAC initiated reviews

Process controls

Tax and Vacancy Applications

Municipal Requests

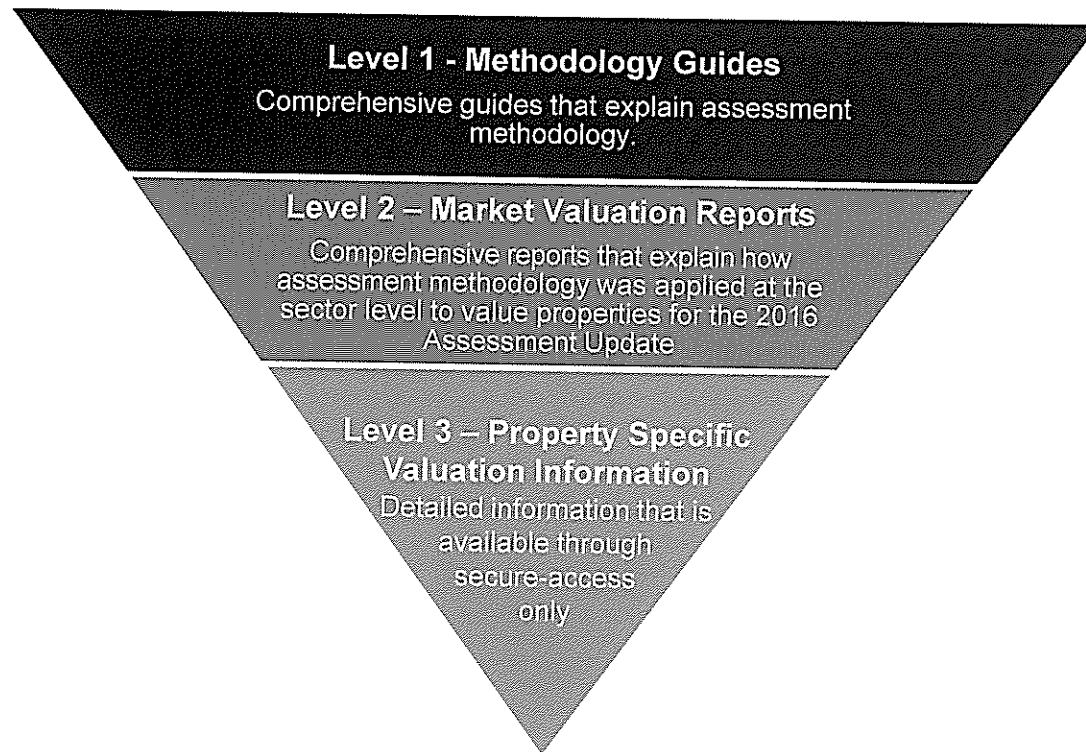
Appeals

Property Owner Enquiries

Data Touch Points
City of Vaughan
48,081



TRANSPARENCY AND SHARED UNDERSTANDING



BENEFITS OF ADVANCED DISCLOSURE

Benefits for municipalities:

✓ Improved roll predictability and stability

✓ Improved risk analysis

✓ No surprises

✓ Opportunity to provide feedback

Benefits for property taxpayers:

✓ Increased satisfaction and confidence

✓ Easy access to property information

✓ No surprises

✓ Opportunity to provide feedback

2016 PROPERTY ASSESSMENT NOTICES



Residential property owners will receive their Property Assessment Notices starting June 13



Farm Property Assessment Notices will be mailed October 11



Multi-Residential and Business Notices will be mailed October 18

**THE NEW ASSESSMENTS WILL SERVE AS THE BASIS FOR
CALCULATING PROPERTY TAXES FOR 2017 – 2020**

An isometric, black and white illustration of a city street scene from an aerial perspective. The scene features a variety of buildings, including tall skyscrapers and smaller, multi-story residential or commercial structures. A winding road with a dashed center line runs through the left side of the image. On the right, a street intersection shows a car and an ambulance. Trees and greenery are interspersed among the buildings. The overall style is that of a detailed architectural rendering or a stylized map.


2016 ASSESSMENT UPDATE

The Residential Experience




MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

2016 PROPERTY ASSESSMENT NOTICE



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION



1234567890

MACKIN JASON
ABC PROPERTY LIMITED
100 MAIN STREET
UNIT 5020
11 FLOOR
ANYWHERE ON 544 183

Issue Date:
April 4, 2016

Property Assessment Notice

For the 2017 to 2020 property taxation years

THIS IS NOT A TAX BILL.

The Municipal Property Assessment Corporation (MPAC) is responsible for assessing more than five million properties in Ontario in compliance with the *Assessment Act* and regulations set by the Government of Ontario.

MPAC's updated value of your property is \$228,000

Account information:

1234 567 890 12345 1234

1234 567 890 12345 1234

ARCQ EFQI H0KZ

600 Dymes Rd.

PLAINFIELD BLK 1 PT L014

Ottawa City

English Public

Account information:

1234 567 890 12345 1234

1234 567 890 12345 1234

ARCQ EFQI H0KZ

600 Dymes Rd.

PLAINFIELD BLK 1 PT L014

Ottawa City

English Public

Assessment overview

MPAC's assessed value of your property as of January 1, 2016	\$278,000
MPAC's assessed value of your property as of January 1, 2017	\$162,000
between 2016 and 2017, your property's assessed value changed by	\$166,000

If you disagree with MPAC's assessment or classification, you can file a Request for Reconsideration and MPAC will review your assessment.

How will my municipality use MPAC's property assessment?

Under the process provided in the *Assessment Act*, an increase in assessed value is introduced gradually. A decrease in assessed value will be introduced immediately. The January 1, 2016 assessed value and classification of your property will be used as the basis for calculating your 2017 to 2020 property taxes as illustrated below:

Property Classification:	Residential	
Tax Year	Assessed Value	Request for Reconsideration Deadline
2016	\$162,000	
2017	\$178,000	August 1, 2016
2018	\$195,000	March 31, 2018
2019	\$211,000	March 31, 2019
2020	\$228,000	March 31, 2020

CONTACT US

1 866 296-MPAC (6772)
TTY 1 877 888-MPAC (6722)
Monday to Friday
8 a.m. to 5 p.m.

If you have accessibility needs, please call us for assistance.






www.aboutmpacproperty.ca

To learn more about how your property was assessed, see the information on page two of this notice. For more information on the Request for Reconsideration process, municipal trends in your area, property assessment and taxation, visit www.aboutmpacproperty.ca

Page 1 of 2

About My Property.ca

How does MPAC assess my property?

<p>Roll Number: 12 34 567 899 12345 1234</p> <p>Property summary:</p> <p>Property type: Single Family Dwelling</p> <p>Property information: Frontage: 54.73 feet Depth: 150.00 feet Lot area: 8,100.00 square feet</p> <p>Building – exterior square footage: 1,053 square feet</p> <p>Year of construction: 1974</p>	<p>For residential properties, there are five major factors that generally account for 85% of your property value:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Location </div> <div style="text-align: center;">  Age of the property, adjusted for any major renovations or additions </div> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Lot dimensions </div> <div style="text-align: center;">  Quality of construction </div> </div> <div style="text-align: center;">  Living area </div>	
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To establish your property's assessed value, MPAC analyzes property sales in your area. This method, called Current Value Assessment, is used by most assessment jurisdictions in North America. MPAC's assessments and data are also used by bank, insurance companies and the real estate industry.

Have questions about your assessment?

Log on to **AboutMyProperty™** to learn more...


Visit www.aboutmyproperty.ca to learn more about how your property was assessed, see the information we have on file, as well as compare it to others in your neighbourhood. Still not sure about your property's assessed value? You have the option to file a Request for Reconsideration. Your deadline to file a Request for Reconsideration is on page one of this Notice.

Log on to www.aboutmyproperty.ca with your Roll Number and Access Key. These are found on page one of this Notice.


Still have questions?

We're here to help. Contact us and one of our property assessment experts will help guide you through your Notice. Have a question about your property tax? Contact your municipality for assistance.


Ontario's property assessment system




The Municipal Property Assessment Corporation
determines Current Value Assessments and classifications for all properties in Ontario




Municipalities determine revenue requirements, set municipal tax rates and collect property taxes to pay for your municipal services. These services may include:




The Provincial Government passes legislation, sets assessment policies and determines education tax rates. The Province also operates an independent assessment appeal tribunal – the Assessment Review Board (ARB).




The Ontario Property Taxpayer




Police and fire protection



Roads, sewers and public transit






Waste management



Parks and leisure facilities

Page 2 of 2

2016 PROPERTY ASSESSMENT NOTICE

<div data-bbox="310 656 504 743"></div> <div data-bbox="522 656 707 747"><p>MUNICIPAL PROPERTY ASSESSMENT CORPORATION</p></div> <div data-bbox="447 889 831 951"> 1234567890</div> <div data-bbox="445 958 722 1133"><p>JACKSON JASON ABC IMPORTS LIMITED 200 MAIN STREET UNIT 5000 11 FLOOR ANYWHERE ON M4K 1B3</p></div>	<div data-bbox="1316 509 1787 553"><p>Municipal-specific Issue Date</p></div> <div data-bbox="1203 899 1390 976"><p>Issue Date: April 4, 2016</p></div> <div data-bbox="1476 773 1829 954"><h2>Property Assessment Notice</h2></div> <div data-bbox="1522 993 1824 1065"><p>For the 2017 to 2020 property taxation years</p></div>
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2016 PROPERTY ASSESSMENT NOTICE

MPAC's updated value of your property is \$228,000

Account Information:

Roll Number	12 34 567 899 12345 1234
AboutMyProperty™ Access Key	ABCD EFG1 HJK2
Your property's location and description	900 Dynes Rd. PLAN169 BLK 1 PT LOT4
Municipality	Ottawa City
School support	English-Public

Assessment overview:

MPAC's assessed value of your property as of January 1, 2016	\$228,000
MPAC's assessed value of your property as of January 1, 2012	\$162,000
Between 2012 and 2016, your property's assessed value changed by	\$66,000

If you disagree with MPAC's assessment or classification, you can file a Request for Reconsideration and MPAC will review your assessment.

How will my municipality use MPAC's property assessment?

Under the phase-in provision in the *Assessment Act*, an increase in assessed value is introduced gradually. A decrease in assessed value will be introduced immediately. The January 1, 2016 assessed value and classification of your property will be used as the basis for calculating your 2017 to 2020 property taxes as illustrated below.

→ 2016 Assessed Value

Assessment Overview

- Assessed Value as of January 1, 2016
- Assessed Value as of January 1, 2012
- Change between 2012 and 2016

This Property Assessment Notice has important Information for you as a property owner.

Please review it and file it away for your records.

No action is required
unless you disagree
with your assessment.

2016 PROPERTY ASSESSMENT NOTICE

Property Classification:	Residential	
Tax Year	Assessed Value	Request for Reconsideration Deadline
2016	\$162,000	
2017	\$178,500	August 1, 2016
2018	\$195,000	March 31, 2018
2019	\$211,500	March 31, 2019
2020	\$228,000	March 31, 2020

To learn more about how your property was assessed, see the information on page two of this Notice. For more information on the Request for Reconsideration process, market trends in your area, property assessment and taxation, visit www.aboutmyproperty.ca.

CONTACT US

1 866 296-MPAC (6722)
TTY 1 877 889-MPAC (6722)
Monday to Friday
8 a.m. to 5 p.m.

If you have accessibility
needs, please call us
for assistance.

www.aboutmyproperty.ca

About My
Property.ca

Contact information

Key information

- Property Classification
- Phase in Assessed Values (2017-2020 tax years)
- RfR Deadline (by tax year)

2016 PROPERTY ASSESSMENT NOTICE

How does MPAC assess my property?

Roll Number: 12 34 567 899 12345 1234

Property summary:

Property type Single Family Dwelling

Property information Frontage: 54.23 feet
Depth: 150.00 feet
Lot area: 8,100.00 square feet

Building – exterior square footage 1,053 square feet

Year of construction 1974

For residential properties, there are **five major factors** that generally account for 85% of your property value.



Location



Age of the property, adjusted for any major renovations or additions



Lot dimensions



Quality of construction



Living area

Property Details

How does MPAC assess my property?

- ✓ Five major factors affecting residential values

To establish your property's assessed value, MPAC analyzes property sales in your area. This method, called Current Value Assessment, is used by most assessment jurisdictions in North America. MPAC's assessments and data are also used by banks, insurance companies and the real estate industry.

2016 PROPERTY ASSESSMENT NOTICE

Have questions about your assessment?



Log on to AboutMyProperty™ to learn more...

Visit www.aboutmyproperty.ca to learn more about how your property was assessed, see the information we have on file, as well as compare it to others in your neighbourhood. Still not sure about your property's assessed value? You have the option to file a Request for Reconsideration. Your deadline to file a Request for Reconsideration is on page one of this Notice.

Log on to www.aboutmyproperty.ca with your Roll Number and Access Key. These are found on page one of this Notice.

Still have questions?

We're here to help. Contact us and one of our property assessment experts will help guide you through your Notice. Have a question about your property taxes? Contact your municipality for assistance.

Have questions about your assessment?

✓ Login to AboutMyProperty™

2016 PROPERTY ASSESSMENT NOTICE

Ontario's property assessment system



The Municipal Property Assessment Corporation
determines Current Value Assessments and classifications for all properties in Ontario.



The Provincial Government
passes legislation, sets assessment policies and determines education tax rates. The Province also operates an independent assessment appeal tribunal – the Assessment Review Board (ARB).



The Ontario Property Taxpayer



Municipalities
determine revenue requirements, set municipal tax rates and collect property taxes to pay for your municipal services.

These services may include:



Police and fire protection



Roads, sidewalks and public transit



Waste management



Parks and leisure facilities

→ **Description of Ontario's property assessment system**

CHANGES TO FILING A REVIEW (BILL 144)

mpac Municipal Property Assessment Corporation

Property Assessment Notice
For the 2017-2018 property taxation year

Issue Date: Apr 14, 2016

THIS IS NOT A TAX BILL

The Municipal Property Assessment Corporation (MPAC) is responsible for assessing property in the City of Vaughan in compliance with the Rate Relief Act and regulations set by the Government of Ontario.

MPAC's updated value of your property is \$228,000

Account Information:
 Not a taxpayer: 12-3554-7810-0245-0234
 About My Property™ Access Key: AGCD (761) 9462
 Your property location and description: 602 Bayview Rd, Vaughan, Ont. L4N 1P1
 Municipality: City of Vaughan
 School system: English Public

Assessment overview:
 MPAC's assessed value of your property as of January 1, 2016: \$228,000
 MPAC's assessed value of your property as of January 1, 2017: \$192,000
 Between 2016 and 2017, your property's assessed value changed by: \$36,000

If you disagree with MPAC's assessment or classification, you can file a Request for Reconsideration and MPAC will review your assessment.

How will my municipality use MPAC's property assessment?
 Under the provisions of the Assessment Act, an owner's assessed value is introduced annually. It determines the assessed value of the property and is used as the basis for calculating your 2017 to 2018 property taxes or other fees and charges.

Property Classification	Assessed value	Request for Reconsideration Deadline
2016	\$192,000	
2017	\$176,000	August 1, 2016
2018	\$176,000	March 31, 2018
2019	\$176,000	March 31, 2018
2020	\$176,000	March 31, 2020

To learn more about how your property was assessed, see the notes on page two of this notice. For more information on the Request for Reconsideration process, please contact your municipality and taxation services department.

CONTACT US
 1-800-268-8899 (MPAC) (T22)
 771-277-6899 (MPAC) (T22)
 Monday to Friday
 8 a.m. to 5 p.m.
 If you have previously asked, please call us for assistance.

ABOUT MY PROPERTY
www.aboutmyproperty.ca

Page 1 of 1

- Residential property owners have 120 days from the Issue Date of their Property Assessment Notice to file a Request for Reconsideration (RfR)
- The RfR deadline for the City of Vaughan is October 11
- The Issue Date and RfR deadline are included on the Notice
- The early delivery of Assessment Notices and a 120-day RfR deadline will allow RfRs to be processed before Assessment Rolls are sent to municipalities – greater stability and accuracy



HOW CAN I LEARN MORE ABOUT MY ASSESSMENT?



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

ABOUTMYPROPERTY.CA

AboutMyProperty.ca | YOUR PROPERTY OUR ASSESSMENT
KNOW MORE ABOUT IT

[Home](#) [Market Trends](#) [Tutorials](#) [How Assessment Works](#) [Contact Us](#)

**QUESTIONS
ABOUT PROPERTY
ASSESSMENT?**
[LEARN MORE](#)



Login to AboutMyProperty™

You can find your Roll Number and Access Key on your Property Assessment Notice.

User ID ?

[Forgot User ID](#)

Password

[Forgot Your Password](#)

[Register](#)

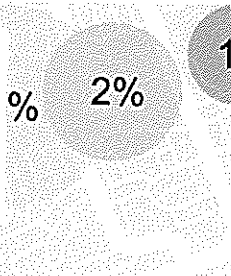
[Login](#)

[Need Help?](#)

MARKET TRENDS

Learn more about the market trends in your neighbourhood through MarketSnapshot. This report provides information on residential sale prices trends in neighbourhoods and municipalities across Ontario.

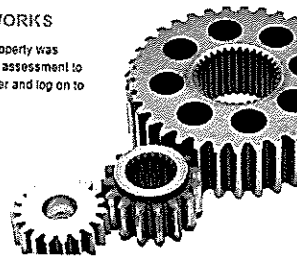
[READ MORE](#)



HOW ASSESSMENT WORKS

Interested in learning how your property was assessed? Want to compare your assessment to others in your community? Register and log on to learn more...

[READ MORE](#)



Through AboutMyProperty™ property owners can:

- ✓ Access information on how their property was assessed
- ✓ Compare their assessment to others in their community
- ✓ Learn more about property values through Market Trends (available before login)

Login information is included on every Notice mailed.

RESOLVING ASSESSMENT CONCERNS

STEP 1: Ask yourself: “could I have sold my property for the assessed value on January 1, 2016?”



STEP 2: Visit aboutmyproperty.ca to review the information MPAC has on file for your property.



Online: aboutmyproperty.ca

STEP 3: Contact MPAC

OR

STEP 4: File a Request for Reconsideration

STEP 5: File an appeal with the Assessment Review Board



mpac.ca/ContactUs



Fax: 1-866-297-6703



Mail:
MPAC, PO Box 9808
Toronto ON M1S 5T9



CONTACT MPAC

We are here to help. Contact MPAC with any questions you may have regarding your property assessment.

CALL our Customer Contact Centre 1 866 296-MPAC (6722)
1 877-889-MPAC (6722) TTY


ONLINE at mpac.ca

VISIT a local field office

WRITE to P.O. Box 9808, Toronto ON M1S 5T9

FAX 1 866 297 6703

If you have accessibility needs, please let us know how we can best accommodate you

An isometric, black and white illustration of a city skyline from an aerial perspective. The scene includes a variety of building types: tall skyscrapers with many windows, smaller commercial buildings, and residential houses. A winding road or path cuts through the urban landscape, which is also dotted with trees and green spaces. In the lower right, a small square features a fountain, and nearby, a car and an ambulance are visible on a street. The overall style is detailed and architectural.

MUNICIPAL AND STAKEHOLDER OUTREACH AND ENGAGEMENT



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

MUNICIPAL CONNECT™

- **Redesigned Municipal Connect™** launching April 4
 - Increased transparency
 - Improved stability and predictability in the municipal tax base
 - Modern and flexible way to access assessment information
- **Access to 2016 base year values** (2017-2020 tax years)
 - Support municipal understanding of assessed values
 - Early consultation/discussion for greater roll stability
 - Insight into assessment at risk



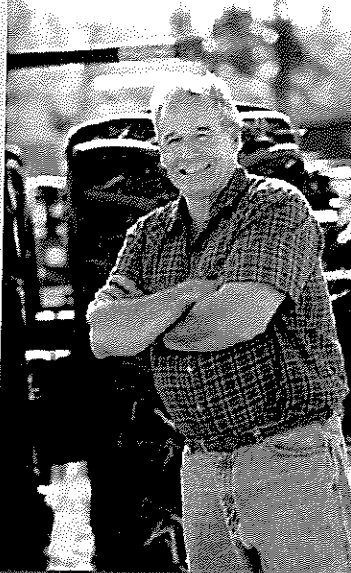
Condominiums

Your Condo.
Our Assessment.
Know More About It.



Farmland Properties

Your Farm.
Our Assessment.
Know More About It.



Waterfront Properties

Your Waterfront Home.
Our Assessment.
Know More About It.



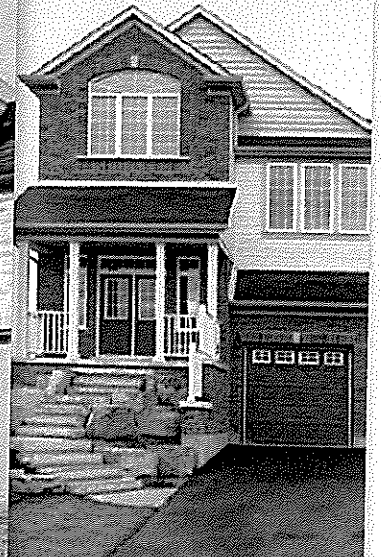
Residential Properties

Your Home.
Our Assessment.
Know More About It.



Newly Built Homes

Your Newly Built Home.
Our Assessment.
Know More About It.





MUNICIPAL TOOLKIT

To support municipalities in their communication efforts regarding the 2016 province-wide Assessment Update, MPAC has prepared a fully customizable toolkit that includes:

- Contact information for Municipal and Stakeholder Relations representatives
- Key Messages and Frequently Asked Questions
- Information regarding changes to Property Assessment Notices and Notice Mailing Dates
- Changes regarding Requests for Reconsideration
- Written Material for Print or Web
- Social Media Materials
- Highlights on AboutMyProperty and Municipal Connect
- Links/references to other resources including:
 - MPAC's full suite of brochures (links to mpac.ca)
 - Videos (will be housed on MPAC's YouTube Channel)
 - Buckslip for insertion in municipal tax bills (editable)

SAMPLE OUTREACH OVERVIEW

Zone 3 Outreach Plan		Zone Director: Carmelo Lipsi	Regional Manager: Heather Colquhoun
Municipality	City of Vaughan		
Residential Property Notice Mail Date	June 13, 2016		RfR Deadline – October 11, 2016
Business Property Notice Mail Date	October 18, 2016		RfR Deadline – February 15, 2017
Municipal Influencers	Mayor Maurizio Bevilacqua, MPP Steven Del Duca		Media Outlets – Vaughan Citizen, snapd Vaughan, Vaughan Living, 105.9 The Region, etc.

Type of Outreach	Stakeholders	Timing
Pre-Notice Mailing Municipal Outreach Socialize changes for 2016 including new PAN, Connect, Outreach, etc.	Municipal Administrators	May – June
Municipal Connect Training Introduction of new tool and early access to MCP information	Municipal Administrators	April – June
Public Information Meetings Property assessment and taxation, residential values, enhancing engagement, assessment changes	Elected Officials Property Owners MPPs	(ongoing)
AboutMyProperty Events Pop up events to support education	Property Owners	(ongoing)

An aerial, isometric illustration of a suburban neighborhood. The left side shows a residential street with several houses of varying styles, including a large two-story house and a smaller bungalow. A car is parked on the street, and a small boat is visible in a nearby pond. The right side shows a larger house with a prominent chimney, a car parked in the driveway, and a large, rocky outcrop. In the foreground, there's a body of water with a small boat and a sailboat. The overall style is a detailed, black and white line drawing with shading to create a three-dimensional effect.

PRELIMINARY MARKET TRENDS



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION



NEW FOR 2016 – MARKET TRENDS

- Maps showing residential assessment change and typical residential values across Ontario municipalities
- Located in the Market Trends area on aboutmyproperty.ca
- Finalizing the maps for the first few extracts now and plan to roll them out over the next few weeks
- Through aboutmyproperty.ca and proactive media relations

Market Trends™

PLACE

Enter the name of a neighbourhood or municipality

GO

**Learn more about the market trends in your
neighbourhood through MarketSnapshot.**

This report provides information on residential sale prices
trends in neighbourhoods and municipalities across Ontario.

ASSESSMENT CHANGES 2016 TO 2017

CITY OF VAUGHAN

	REGION OF YORK	CITY OF VAUGHAN
Overall Residential	10.1%	8.6%
Single Family Residential	10.5%	9.0%
Condominium	3.9%	3.6%

Preliminary median percentage change in assessed value from 2016 to 2017

TYPICAL ASSESSED VALUES

CITY OF VAUGHAN

	Change in value since 2012	2016 CVA
Single Family Residential	+ \$234,000	\$891,000
Condominium	+ \$51,000	\$405,000

The change in assessed value between base valuation years (2012 to 2016)

An isometric, grayscale illustration of a town from an aerial perspective. The town features a large central building with a flat roof and a small dome-like structure on top. To the left, there are smaller houses and a larger building with a gabled roof. To the right, a multi-story building and a bus are visible. Roads with dashed lines run through the town, with several cars parked or driving. In the background, two smokestacks emit plumes of smoke. The overall style is a detailed, textured illustration.

QUESTIONS?



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION

MPAC PROPERTY ASSESSMENT UPDATE – TOOLKIT AND OUTREACH

Recommendation

The Chief Financial Officer & City Treasurer and the Director of Financial Services/Deputy Treasurer, in consultation with the Manager of Property Tax & Assessment recommend:

1. THAT the presentation from the Municipal Property Assessment Corporation (MPAC) with respect to the 2016 Assessment Update and Toolkit be received.

Contribution to Sustainability

Not applicable to this report

Communications Plan

MPAC is scheduled to send out the 2016 Property Assessment Notices (PANs) to City of Vaughan residential property owners in June 2016. Ads will be placed in local papers directing owners to contact information for MPAC as well as various information tools available on MPAC's website. MPAC will also be setting up an information booth in the City's Atrium on or around the residential tax due date in July.

Economic Impact

The 2016 Property Assessment Notice will indicate the new assessment value that will be used to calculate property tax levy for the years 2017-2020.

Purpose

The purpose of this presentation is to have MPAC explain significant reforms to Ontario's property assessment system as well as present a Municipal Toolkit that contains information and materials that will assist City staff in responding to inquiries from property owners about the 2016 Assessment Update.

Background - Analysis and Options

This year, every property owner in Ontario will receive a Property Assessment Notice (PAN) from MPAC updating the assessed value of their property based on a valuation date of January 1, 2016. This assessment will be applicable to the 2017-2020 property tax years.

MPAC is providing a Municipal Toolkit to provide City staff with information and materials that will assist in responding to inquiries from property owners about this assessment update. This toolkit will include key messaging, frequently asked questions, Notice mailing dates and Request for Reconsideration (RfR) deadlines.

Key messages from MPAC include:

- MPAC has made changes to improve the Property Assessment update process including the fact that Notices will be delivered earlier than past updates. This will allow MPAC and the property owner an earlier opportunity to resolve concerns before the roll is officially returned to City in December.
- MPAC has redesigned the PAN to increase the property owner's awareness and understanding of the valuation process.
- Property owners will continue to have 120 days from the PAN issue date to file an RfR. The Issue Date and the owners' unique RfR deadline will be clearly outlined on the PAN.
- Property owners will be encouraged to visit "AboutMyProperty" link on the MPAC website to learn more about how their property was assessed, see the information MPAC has on file, as well as be able to compare to others within their neighbourhood.
- The MPAC website also contains many information YouTube videos that provide information on the assessment process and how it relates to property tax system

Messaging from City and MPAC staff will include the confirmation that should the property owner's assessed value increase, it does not mean that they will pay more property taxes. If the assessed value of a home has increased more than the average increase for the City, property owners may pay proportionately more in property taxes. Details pertaining to this information will be detailed on MPAC's "AboutMyProperty" link on their website.

Under the authority of the *Assessment Act*, all assessment value increases for all property types will be phased-in over the four years 2017 to 2020. These values will be outlined on each property owner's PAN; decreases in assessed value are shown immediately in the first year (2017) and will not be phased-in.

The notices for City of Vaughan residential property owners will have an issue date of June 13, 2016. This being the case, the RfR deadline for these residential property owners will be Tuesday, October 11, 2016.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The issuance of the Property Assessment Notice supports the strategic priorities established by the Service Excellence Strategy Map, in particular to ensure "Financial Sustainability".

Regional Implications

All residential property owners within the Region of York will receive Property Assessment Notices for the latest province-wide Assessment Update in June 2016. Non-residential property owners will receive notices in October 2016.

Conclusion

MPAC will be mailing out Property Assessment Notices (PANs) in June 2016 to all City of Vaughan residential property owners. These notices will identify the new assessment value that will be used to calculate the property tax levy for the years 2017 to 2020. Through today's presentation, MPAC will explain significant reforms to Ontario's property assessment system as well as present a Municipal Toolkit that contains information and materials to assist City staff in responding to inquiries from property owners about the 2016 Assessment Update.

Attachments

Attachment 1 – 2016 Assessment Update, Municipal Communications Toolkit, March 2016

Report prepared by:

Maureen Zabiuk, AIMA, CMTP
Manager of Property Tax & Assessment, Ext. 8268

Respectfully submitted,

Laura Mirabella-Siddall, CPA, CA
Chief Financial Officer and City Treasurer

Dean Ferraro, CPA, CA
Director of Financial Services & Deputy Treasurer

2016 ASSESSMENT UPDATE

Municipal Communications Toolkit
March 2016



MUNICIPAL
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BACKGROUND AND PURPOSE

The Municipal Property Assessment Corporation (MPAC) is an independent, not-for-profit corporation funded by all Ontario municipalities. Our role is to accurately assess and classify all properties in Ontario according to the *Assessment Act* and regulations established by the Ontario Government.

This year, every property owner in Ontario will receive a Property Assessment Notice from MPAC updating the value of their property based on a valuation date of January 1, 2016. The assessment will be applicable to the 2017-2020 property tax years.

Leading up to the 2016 Assessment Update, MPAC has introduced some of the most significant reforms to Ontario's property assessment system since 1998. These changes share a common goal that is rooted in MPAC's commitment to increased transparency and understanding in order to bring stability and predictability to municipalities' tax base.

The Municipal Toolkit provides municipalities with information and materials that will assist in responding to inquiries from property owners about the 2016 Assessment Update.

The toolkit includes key messages, frequently asked questions, a sample of MPAC's new Property Assessment Notice, Notice mailing dates and Request for Reconsideration deadlines. It also includes social media and website content, as well as information on changes made to simplify AboutMyProperty™ and the redesign of Municipal Connect™.

MPAC appreciates how significant many of the changes are, and the challenges municipal representatives will face in responding to property owners' inquiries. MPAC's Municipal and Stakeholder Relations team is committed to supporting municipalities throughout the 2016 Assessment Update and beyond.

Please see the Other Resources page for a listing of additional material that is being made available.

Should you have any questions, or need further information, please contact your Regional Manager, Account Manager or Account Support Coordinators. Below is the list of relevant Municipal and Stakeholder Relations staff for your municipality.

Zone 3 – Greater Toronto Area

Heather Colquhoun, Regional Manager – Heather.Colquhoun@mpac.ca

Serving the Region of York

Natasha Dawood, Account Manager – Natasha.Dawood@mpac.ca

Bianca Lazarich, Account Support Coordinator – Bianca.Lazarich@mpac.ca



KEY MESSAGES

The following key messages provide high-level statements about what property owners need to know about the 2016 Assessment Update.

- In 2016, MPAC will update the assessed values of more than five million properties in Ontario based on a legislated valuation date of January 1, 2016.
- As part of the province's four-year assessment cycle, increases in assessed values will be introduced gradually over the 2017-2020 property tax years.
- It's important to MPAC that property assessments are accurate. MPAC understands that property owners want their properties to be assessed and classified correctly.
- MPAC is implementing changes to improve transparency and predictability for all stakeholders in the property assessment and taxation process.
- MPAC has made changes to improve the Property Assessment Update – Notices will now be delivered early – over a 21-week period starting on April 4, 2016.
- Early mailing of the 2016 Property Assessment Notices allows MPAC and property owners the opportunity to resolve concerns before final Assessment Rolls are returned to municipalities.
- MPAC has redesigned the Property Assessment Notice as part of its commitment to enhance the residential taxpayer experience and increase property taxpayers' awareness and understanding of the valuation process.
- Enhancements were made based on feedback received through quantitative and qualitative research with residential taxpayers from across Ontario as well as consultation with the Ministry of Finance.
- Property owners have 120 days from the Issue Date on their Notice to file a Request for Reconsideration. The Issue Date and the property owner's unique Request for Reconsideration deadline will be included on every Property Assessment Notice.



KEY MESSAGES

When owners receive their Property Assessment Notice, they should review it. No further action is required unless an owner has questions or disagrees with their assessed value or classification.

- Property owners are encouraged to visit AboutMyProperty™ to learn more about how their property was assessed, see the information MPAC has on file, as well as compare it to others in their neighbourhood.
- Anyone can access the site to learn more about market trends in their area, how assessment works, the Request for Reconsideration process and assessment and taxation. Both residential and non-residential property owners can log on to aboutmyproperty.ca after they receive their Property Assessment Notices with their unique Roll Number and Access Key.



FREQUENTLY ASKED QUESTIONS

The following Q&As will help answer questions that may be received from property owners about the 2016 Assessment Update.

What is the 2016 Assessment Update?

Every four years, MPAC updates the value of every property in the province as part of Ontario's assessment cycle. The current Assessment Update is taking place in 2016, based on a valuation date of January 1, 2016. These assessments will be applicable to the 2017-2020 property tax years.

MPAC's assessments provide the foundation on which municipalities base property taxes. Municipalities use the assessment base to calculate property taxes to pay for local programs and services, such as police and fire protection, waste management, roads, sidewalks and public transit and parks and leisure facilities.

Why is it happening this year?

The cycle for province-wide Assessment Updates is every four years. The last update was in 2012, meaning the next update is set to occur this year.

What valuation date is being used?

The 2016 Assessment Update is based on a legislated valuation date of January 1, 2016.

What is a valuation date?

To ensure consistency, MPAC values each property based on a legislated valuation date. For the 2016 Assessment Update, the valuation date is January 1, 2016. MPAC uses the valuation date as the common date for determining what a property could have reasonably sold for if purchased by a willing buyer as of January 1, 2016.

How are the 2016 values being determined?

To establish a property's assessed value, MPAC analyzes sales of comparable properties in the property owner's area and all the key features that affect market value. This method, called Current Value Assessment, is used by most assessment jurisdictions in North America.



FREQUENTLY ASKED QUESTIONS

For residential properties, there are five major factors that generally account for 85% of a property's value:

- Location
- Lot dimensions
- Living area
- Age of the property (adjusted for any major renovations or additions)
- Quality of construction

Values for the 2016 Assessment Update are derived from market analysis, data collection and preparation, and property level reviews.

For more information, refer to: <https://www.youtube.com/watch?v=Uikghy2Yz10>

When will property owners receive their property assessment notice?

Residential property owners will receive their new assessment Notices over a 21-week period, starting on April 4, 2016.

The residential Notice mailing date for all of York Region is **Monday, June 13, 2016**.

Non-residential property owners will receive their new assessments starting on October 11, 2016.

What is the relationship between assessment and taxation?

MPAC's property assessments provide the foundation on which municipalities base property taxes. Here is how it works:

- Each municipality determines how much it costs to provide all the services in a community – such as waste management, parks, police and fire protection, roads, sidewalks and public transit.
- Once that's done, the municipality takes all of the property values and determines tax rates for different property types to secure enough funds to provide these services.
- This tax rate is then used to calculate how much property tax residents will pay to their municipality.
- In addition to the municipal tax rate, the Province of Ontario sets the education tax rate, which determines the education tax portion of the property tax bill.

For more information, refer to: https://www.youtube.com/watch?v=xgGbLotF_QQ



FREQUENTLY ASKED QUESTIONS

If a property owner's assessment increases, will they have to pay more property tax?

Not necessarily. If the assessed value of a home has increased more than the average for the municipality, property owners may pay proportionately more in property taxes. If it has increased in value less than the average, property owners may pay proportionately less in property taxes.

Under the *Assessment Act*, assessment increases are introduced gradually over four years, for all property types. As such, market increases in assessed value between the January 1, 2012 and January 1, 2016 legislated valuation dates will be introduced gradually over four years (2017-2020). The phased-in values for your property are indicated on your Property Assessment Notice. The phase-in program does not apply to decreases in assessed value, which are introduced immediately.

What if a property owner hasn't received their Notice?

The first step is to check the Notice mailing schedule. Residential Notices are being mailed over a 21-week period starting April 4. Property owners should contact MPAC's Customer Contact Centre at 1-866-296-MPAC (6722), or 1-877-889-MPAC (6722) if they haven't received their Property Assessment Notice by the anticipated in home date.

How can property owners check the accuracy of their assessment?

Property owners should review their Notice, and ask themselves if they could have sold their property for the assessed value as of January 1, 2016. Next, they should visit aboutmyproperty.ca, to learn how and why their property was assessed the way it was, and to compare their assessment with others in their neighbourhood.

If property owners have questions, they can call MPAC's Customer Contact Centre at 1-866-296-MPAC (6722), or 1-877-889-MPAC (6722), or visit a local MPAC office.

For more information, refer to: <https://www.youtube.com/watch?v=o6ATjrN2ttc>

What is AboutMyProperty™?

AboutMyProperty™ is a secure, online, easy-to-use, self-serve website that allows property owners to learn more about how their property was assessed, see the information MPAC has on file as well as compare it to others in their neighbourhood or area.

Information on property values and market trends are also available through the site – free of charge.



FREQUENTLY ASKED QUESTIONS

Who can use this service?

Anyone can access the site and learn more about how assessment works and market trends in their area/municipality. Both residential and non-residential property owners can access details about their property by registering and logging in using the Roll Number and Access Key on their Property Assessment Notice.

How do I register and log in?

To register for AboutMyProperty™, you need the Roll Number and Access Key located on your 2016 Property Assessment Notice. If you own more than one property, each will have its own unique Roll Number and Access Key. After you register your first property – you can add additional properties through the ‘My Profile’ area located at the top of the homepage.

If you need help registering, contact MPAC at 1 866 296-MPAC (6722).

What kind of information can I get on AboutMyProperty™?

You can learn more about how your property was assessed, see the information MPAC has on file, as well as compare your property to others in your neighbourhood or area – free of charge.

- Learn more about Market Trends in your area. Browse through the interactive maps to view information on residential sale price trends in neighbourhoods and municipalities across Ontario.
- The ‘How Assessment Works’ section contains general information on how we assess properties, the five main factors that account for 85% of your property value, Ontario’s property assessment system, and more.

You can also access the following information, for each of the properties you own:

- A Property Profile Report available through ‘My Property’. This includes detailed information about your property and more information about the five key factors that account for 85% of your property’s assessed value.
- Property Snapshots – as you browse through ‘My Neighbourhood’ you can access up to 100 snapshots of data on other properties in your neighbourhood or area. This snapshot



FREQUENTLY ASKED QUESTIONS

- provides the following information: property address, year built, square footage, lot size, number of stories, Current Value Assessment, and sales information, if applicable.
- Favourites Report - compare your property with up to 24 saved Favourites. This detailed report will help you compare your assessment to similar properties in your neighbourhood to determine whether your property's assessed value is accurate. The report can be downloaded and includes address, Roll Number, Current Value Assessment, sale and site information, as well as residential structural details (e.g. square footage).

What if property owners don't agree with their assessment?

If property owners disagree with MPAC's assessment or classification of their property, they can file a Request for Reconsideration (RfR) and MPAC will review their assessment, free of charge. The deadline to file an RfR is included on each property owner's Notice.

There are two ways to file an RfR:

1. At aboutmyproperty.ca. Property owners will be able to attach documents, pictures and reports to accompany their RfR, as well as check the status of their request. They may also mail or fax their form to MPAC. Forms are available at mpac.ca.
2. Write a letter to request an RfR. The letter should include the 19-digit Roll Number found on the Property Assessment Notice, the owner's full name, address and phone number, and the reasons why their assessment is incorrect, including any information they have to support their request.

Starting in 2016 (for the 2017 property tax year) property owners will have 120 days from the Issue Date of their Property Assessment Notice to file a free RfR, to ensure they receive a fair and consistent review of property assessment concerns. The Issue Date and the property owner's unique RfR deadline will be included on every Property Assessment Notice.

For more information, refer to: <https://www.youtube.com/watch?v=EPGN-THof5Q>

What happens once a Request for Reconsideration (RfR) has been reviewed?

MPAC will send a letter with the results of their review within 180 days (or less) of when the request is received. With more complex scenarios, MPAC may need more time (up to 60 more days) to reconsider a property assessment and complete the review. MPAC will contact the property owner if they need more time. Once a decision has been made, MPAC will mail a letter advising the owner about the outcome of their review.



FREQUENTLY ASKED QUESTIONS

If the owner disagrees with the outcome, they have the option to file an appeal with the Assessment Review Board (ARB), an independent assessment appeal tribunal of the Ontario Ministry of the Attorney General.

Property owners have 90 days after MPAC has notified them of its decision about the RfR to file an appeal with the ARB. The ARB has its own appeal process. For more information, please contact the ARB at 1- 866-448-2248 or 416-212-6349 or visit arb.gov.on.ca.

To request that a property be eligible for the farm or managed forest classes or conservation land exemption, an RfR must be filed with the respective program administrator at the Ministry of Natural Resources and Forests or the Ministry of Agriculture Food and Rural Affairs.

For any other property type, property owners can choose to either file an RfR with MPAC or file an appeal with the ARB.

What happens at an ARB hearing?

At an ARB hearing, the onus is on MPAC to prove the accuracy of the assessed value of a property. MPAC presents comparable sold properties as evidence and shares that information with the property owner prior to the hearing. The property owner presents evidence in support of their position. Ideally, they should select properties that are similar to their property.



PROPERTY ASSESSMENT NOTICES

Every four years, MPAC conducts a province-wide Assessment Update and mails a Property Assessment Notice to every property owner in Ontario. In 2016, MPAC will mail out more than five million Notices.

MPAC has redesigned the Property Assessment Notice as part of its commitment to enhance the residential taxpayer experience and increase property owners' awareness and understanding of the valuation process.

Enhancements were made based on feedback received through quantitative and qualitative research with residential taxpayers from across Ontario, as well as consultation with the Ministry of Finance.

The new and improved Property Assessment Notice includes the following:

- An Issue Date and specific Request for Reconsideration deadline for each of the applicable tax years
- A clear explanation of phase-in
- A simple explanation of the Ontario Property Assessment System
- Information on the valuation process and five key factors that affect value

Information about market trends and percent change in each municipality/local taxing authority can be found in the Market Trends area on aboutmyproperty.ca.

We are confident that these enhancements will improve the readability of the Notice and taxpayers' understanding of the valuation process.



NOTICE MAILING DATES

For the first time, Notices will be delivered up to five months earlier than ever before. The intention of early Notice mailings is to give municipalities and property owners the opportunity to resolve concerns before final Assessment Rolls are returned for 2017 taxation.

For residential properties, a 21-week Notice mailing schedule begins in early April, with the first Notices being delivered to property owners on or around April 4, 2016.

The residential Notice mailing date for all of York Region is **Monday, June 13, 2016**.

For non-residential properties, the first Notices will be delivered starting on October 11, 2016.

NOTICE MAILING DATES

April 4	Simcoe County Cities of Barrie and Orillia	May 27 – June 6	City of Toronto
April 11	Counties of Prescott and Russell, Stormont Dundas and Glengarry City of Cornwall County of Lanark United Counties of Leeds and Grenville City of Brockville Towns of Prescott, Gananoque and Smiths Falls	June 13	Regional Municipality of York
		June 20	Regional Municipality of Durham
		June 27	Regional Municipality of Halton
		July 4	City of Hamilton City of Brantford Counties of Brant, Haldimand and Norfolk City of Brantford
April 18	Counties of Elgin, Middlesex and Oxford Cities of London and St. Thomas Municipality of Chatham-Kent, County of Lambton	July 11	Counties of Peterborough, Haliburton Cities of Peterborough and Kawartha Lakes Districts of Muskoka and Parry Sound
April 25	Territorial Districts of Nipissing, Sudbury and Manitoulin and all single- tier municipalities in geographic area	July 18	City of Ottawa
May 2	Territorial Districts of Kenora, Rainy River and Thunder Bay and all single- tier municipalities in geographic area	July 25	Regional Municipality of Waterloo Counties of Dufferin and Wellington City of Guelph
May 9	Counties of Frontenac, Lennox and Addington City of Kingston Counties of Hastings, Northumberland and Prince Edward Cities of Belleville and Quinte West Territorial Districts of Cochrane and Timiskaming and all single-tier municipalities in geographic area	August 2	Regional Municipality of Niagara
		August 8	County of Essex City of Windsor Township of Pelee
		October 11 - 24	All Non-Residential Properties: Multi- partition Residential Conservation Farm Managed Forest Business Remaining Residential Properties
May 16	City of Mississauga		
May 18	City of Brampton Town of Caledon		
May 24	County of Renfrew City of Pembroke Counties of Huron and Perth City of Stratford and Town of St. Mary's Counties of Grey and Bruce Territorial District of Algoma and all single-tier municipalities in geographic area	November 28	All amended properties



REQUESTS FOR RECONSIDERATION

For the 2016 province-wide Assessment Update, MPAC is delivering Property Assessment Notices earlier than ever before. This change is being made as part of MPAC's commitment to bring greater stability and predictability to the property assessment and taxation system.

As a result of legislative reforms made last year, a significant change is being made to the Request for Reconsideration process. Starting in 2016 property owners will have 120 days from the Issue Date of their Property Assessment Notice to file a free Request for Reconsideration, to ensure they receive a fair and consistent review of property assessment concerns.

The Issue Date and the property owner's unique Request for Reconsideration deadline is included on every Property Assessment Notice.

The **Request for Reconsideration deadline** for the residential properties receiving a Property Assessment Notice with an issue date of June 13, 2016 for all of York Region is **Tuesday, October 11, 2016**.

If property owners feel their assessed value and/or property classification is not correct, MPAC will review it, free of charge. Property owners can do this by filing a Request for Reconsideration, which can be done through aboutmyproperty.ca, or by filling out a Request for Reconsideration form, available at mpac.ca. They can also write a letter to MPAC requesting reconsideration.

The early delivery of Property Assessment Notices and the 120-day Request for Reconsideration deadline will make Assessment Rolls more stable and accurate by allowing the Request for Reconsideration to be processed before rolls are sent to municipalities.



WRITTEN MATERIAL FOR PRINT OR WEB

The copy below and/or logo can be included on your website to direct property owners who are looking for information about the 2016 Assessment Update, or can be used on various traditional media and social media channels that may be available in your municipality.

Copy for newsletters/community papers

Example 1:

Headline: MPAC updates the values for all of Ontario's 5 million+ properties

In 2016, the Municipal Property Assessment Corporation (MPAC) is updating the assessed values of every property in Ontario. All properties will have a legislated valuation date of January 1, 2016. These values will be used by [municipality's name] to calculate your property taxes for the 2017-2020 property tax years.

Residential property owners can expect to receive their Property Assessment Notice the week of June 13, 2016. Notices for business properties and farms will be mailed in the fall of 2016.

To learn more about your assessed value visit aboutmyproperty.ca or contact MPAC.

Example 2:

Headline: Did you receive a Property Assessment Notice from MPAC?

Every four years, Municipal Property Assessment Corporation (MPAC) updates the value of every property in the province as part of Ontario's assessment cycle. The current Assessment Update is taking place in 2016, based on a valuation date of January 1, 2016. These assessments will be applicable to the 2017-2020 property tax years.

When you receive your Property Assessment Notice, review it. No further action is required on your part unless you have questions or you disagree with your assessed value and/or classification.

If you have questions, or would like to learn more about how MPAC assessed your property and compare it to others in your neighbourhood, visit aboutmyproperty.ca. You can also review market trends for your municipality and file a Request for Reconsideration. Your unique Roll Number and Access Key are included on your 2016 Property Assessment Notice.

WRITTEN MATERIAL FOR PRINT OR WEB

Example 3:

Headline: Important information about the 2016 Assessment Update

The Municipal Property Assessment Corporation (MPAC) is responsible for assessing and classifying more than five million properties in Ontario in compliance with the *Assessment Act* and regulations set by the Government of Ontario.

In 2016, MPAC will update the assessed values of more than five million properties in Ontario based on a legislated valuation date of January 1, 2016.

For the 2016 province-wide Assessment Update, MPAC is delivering Property Assessment Notices earlier than ever before. This change is being made as part of the organization's commitment to bring greater stability and predictability to the property assessment and taxation system.

Residential property owners can expect to receive their Property Assessment Notice the week of June 13, 2016. Notices for business properties and farms will be mailed in the fall of 2016.

For information on how assessment works, market trends, the Request for Reconsideration process and property assessment and taxation, visit aboutmyproperty.ca. If you would like to see the information MPAC has on file or your property or compare your property to others in your area, you can register and login using the Roll Number and Access Key located on your Property Assessment Notice.

Website button/widget

The below widget and accompanying copy are in a web-ready format, and may be used with the above text or on a specific area of the municipal website.

Do you have questions about your 2016 Property Assessment Notice? Visit aboutmyproperty.ca or contact the Municipal Property Assessment Corporation (MPAC) Customer Contact Centre at 1-866-296-MPAC (6722), or 1-877-889-MPAC (6722).



SOCIAL MEDIA MATERIALS

This section contains social media content suggestions for interactions with property owners about the 2016 Assessment Update.

Additionally you will find content guidelines for proactive social media posts that can be used to respond to a high volume of social media queries.

Reactive

Sample Question	Suggested Twitter Response	Suggested Facebook Response
I'm a new homeowner and not sure what this assessment update is, help @municipality!	@propertyowner visit aboutmyproperty.ca to learn more about why @MPAC_Ontario assesses property every 4 yrs	Hi @propertyowner, every four years the Municipal Property Assessment Corporation (MPAC) assesses all property in Ontario. This helps provide the foundation on which municipalities like ours determine property taxes to pay for local programs and services. Visit aboutmyproperty.ca and mpac.ca to learn more.
@municipality How did you decide the value of my property?	@propertyowner @MPAC_Ontario analyzes recently sold properties in your neighbourhood. Learn more at aboutmyproperty.ca .	Hi @propertyowner, the Municipal Property Assessment Corporation (MPAC) derives assessment values from market analysis, data collection and preparation, and individual value review. The 2016 Assessment Update is based on a valuation date of January 1, 2016. Visit aboutmyproperty.ca and mpac.ca to learn more.

SOCIAL MEDIA AND WEBSITE MATERIALS

Sample Question	Suggested Twitter Response	Suggested Facebook Response
@municipality Just received an assessment for my property, does this mean my taxes are going to rise?	@propertyowner Taxes are proportionate to average home value in your community. Compare your assessment at aboutmyproperty.ca #MPAC	Not necessarily, @propertyowner. If the assessed value of a home has increased more than the average for the municipality, property owners may pay proportionately more in property taxes, and vice versa. Any assessment increases are phased-in over four years, for all property types. The phase-in program does not apply to decreases in assessed value, which are applied immediately. Learn more and compare your assessment with others in your neighbourhood at aboutmyproperty.ca .
@municipality I haven't received my assessment for 2016. What should I do? OR @municipality I still have questions about my assessment and need to speak with someone. Who do I contact?	@propertyowner please contact @MPAC_Ontario at 1-866-296-6722 or 1-877-889-6722	@propertyowner please contact the Municipal Property Assessment Corporation (MPAC) Customer Contact Centre at 1-866-296-MPAC (6722), or 1-877-889-MPAC (6722)

SOCIAL MEDIA AND WEBSITE MATERIALS

Sample Question	Suggested Twitter Response	Suggested Facebook Response
I don't agree with my assessment this year @municipality. What should I do?	@propertyowner visit aboutmyproperty.ca within 120 days of your Notice issue date to file a free Request for Reconsideration #MPAC	Hi @propertyowner, if you feel your assessed value and/or property classification is not correct; the Municipal Property Assessment Corporation (MPAC) will review it, free of charge. You can do this by filing a Request for Reconsideration on aboutmyproperty.ca or mpac.ca . You can also write a letter to MPAC requesting reconsideration. You have 120 days from the Issue Date of your Property Assessment Notice to file a free Request for Reconsideration.

Proactive

Twitter	Facebook
To learn more about your property assessment from @MPAC_Ontario, visit aboutmyproperty.ca	Learn more about how the Municipal Property Assessment Corporation (MPAC) assesses properties in Ontario and compare your assessment with others in your neighbourhood by visiting aboutmyproperty.ca
Questions about your property assessment? Contact @MPAC_Ontario: 1-866-296-6722/1-877-889-6722 or aboutmyproperty.ca	Do you have questions about your 2016 Property Assessment? Visit aboutmyproperty.ca or contact the Municipal Property Assessment Corporation (MPAC) Customer Contact Centre at 1-866-296-MPAC (6722), or 1-877-889-MPAC (6722)



ABOUTMYPROPERTY™

AboutMyProperty™ is a secure, online, easy-to-use self-serve website that allows property owners to learn more about how their property was assessed, see the information MPAC has on file, as well as compare it to others in their neighbourhood/area.

AboutMyProperty™ connects property owners and MPAC and improves communication and transparency for the owners of Ontario's more than five million properties.

Property owners can get information on property values and market trends in their area without logging in to the site. Property specific details and reports can be viewed through the secure login area.

AboutMyProperty™ provides property owners with information on property values and market trends in their area.

If a property owner disagrees with their assessment and/or classification, they can submit a Request for Reconsideration (RfR) through the site. Once they have registered and logged in, property owners can attach documents, pictures and reports to their RfR. They can also track the status of their RfR through AboutMyProperty™ if they submit it online.

Please see the Other Resources page for a listing of additional material that is being made available alongside the communications toolkit on AboutMyProperty™.

MUNICIPAL CONNECT™

Municipal Connect™ has been redesigned and allows for better understanding and management of the tax base and assessment at risk, and offers municipalities a modern and flexible way to access assessment information online, 24 hours a day, 7 days a week.

To better support the management of municipal services and provide further insight into the 2016 Assessment Update, Municipal Connect™ will provide municipalities with access to preliminary values allowing for early consultation/discussion with the goal of greater roll stability and predictability.

The values for residential properties will be available in Municipal Connect™ beginning in April. The preliminary values for other property types will be made available as they are finalized.





OTHER RESOURCES

The additional resources listed below are being made available together with the communications toolkit.

- Tax bill insert/buck slip (available upon request)
- [Sample Property Assessment Notice](#)

Brochures: <https://www.mpac.ca/PropertyOwners/Brochures>

- [About MPAC](#)
- [Understanding Your 2016 Property Assessment Notice](#)
- [Resolving Assessment Concerns/RfRs](#)
- [Residential](#)
- [Newly Built Homes](#)
- [Waterfront](#)
- AboutMyProperty™ (postcard)
- Municipal Connect™ (postcard)

Videos:

- [AboutMyProperty™ Overview](#)
- [How MPAC Assesses Property](#)
- [The Request for Reconsideration process](#)
- [Property Assessment and Taxation](#)