



MUNICIPAL PROPERTY ASSESSMENT CORPORATION

March 9, 2017

To: Mayors and Members of Council,
Chief Administrative Officers, Finance Officers,
Clerks, Treasurers and Tax Collectors

From: Carla Y. Nell
Vice President, Municipal & Stakeholder Relations

Subject: 2017 Municipal Stakeholder Research

Following the delivery of the 2016 Assessment Update last year, the Municipal Property Assessment Corporation (MPAC) is looking forward to building its next four-year strategy and the delivery of the next province-wide Assessment Update in 2020.

An important focus for us this year is seeking and collecting input from our key stakeholders. As a result, MPAC will be conducting a survey to measure both elected and non-elected officials' views of MPAC's performance as it relates to your municipality. We understand that each municipality has unique attributes and needs. We want to understand how we can better collaborate with you and serve staff in your municipality.

Over the coming weeks, you may receive a call or email from Ipsos requesting your participation in a telephone interview or online survey. Please note that all of the information you provide in the survey will be kept strictly confidential by Ipsos, and your responses will be reported in aggregate only.

Some of you may recall that MPAC wrote to you in 2015 about the importance of hearing from you directly and asked you to participate in the benchmark survey. This survey will serve to follow up on that work. I would like to thank you in advance for taking the time to provide your feedback. If you do not receive a call or email from Ipsos within the next few weeks but wish to participate in the 2017 study, please contact your local Municipal & Stakeholder Relations Account Manager by no later than March 31.

We look forward to continuing to partner with you to serve Ontario's municipalities in the future.

Yours truly,

Carla Y. Nell
Vice-President, Municipal and Stakeholder Relations

Copy Regional and Account Managers