

5. **Please quantify the improvement's results in terms of cost savings, cost avoidance and/or a higher level of services provided. (Please indicate what resources were used to achieve your results, and what was done with the time savings, if any accrued).**

What we sought to accomplish and actually achieved was gaining a higher level of service to our taxpayers while at the same time letting them gain a higher level of confidence in our revaluation. In this case the higher level of service was an intensive public relations campaign. This was done with minimal to no additional costs, rather a redistribution of personnel and equipment. The way we achieved this goal was to take the 'Tax Department on the Road'. Beginning a few days after our notices were mailed, key representatives of our office began a series of informal appeal meetings in the taxpayer's own backyard by setting up our project at fifteen (15) different locations throughout the county. Each meeting began at 2:00 pm and ended at 10:00 pm, with taxpayers being seen on a first come first serve basis. The last day of our meetings was on a Saturday in an especially sensitive area and this meeting lasted from 7:00 am until 7:00 pm. To meet the demand of ensuring each taxpayer had the same services as those coming into our office, we actually set up a mini tax department at each location. By utilizing dial in modems or direct internet services, we were able to access all computer files maintained by the tax department, including CAMA records on all appraisals, maps, building photographs, zoning, watershed, comparable sales files, neighborhood information, and soil types. When the taxpayer sat in front of us, we were able to immediately verify ownership and address information, the accuracy of our property record card, the location of the property, the number of acres, whether the soil had tendencies for being wet, flood data, and zoning criteria....and make any necessary changes or corrections on the spot.

6. Our office took several steps to get the word out to the taxpayers about our meetings and how to prepare themselves for an appeal. The first step we took was to have newspaper articles in the 'The Pilot', our local newspaper. Second, the week before the notices were mailed, we put a four page insert into 'The Pilot' on their biggest distribution day, explaining the revaluation process and listing the times and dates of each community visit. And finally, each revaluation notice contained information on the back of the form about the revaluation process, and again, listed the dates and times of visits to each community. Additionally, workshops were set up in private communities, with each property owner within the gates receiving a separate invitation to our meeting. When the process was completed, our office had taken 'The Tax Department on the Road' to 15 different locations, on 20 different days. We estimated that during our visits into the communities we spoke with nearly 6,000 taxpayers, representing over 15,000 parcels, or 25% of our tax base. In all of our contacts with the taxpayer, we led them to our county web page where in just a few key strokes they could research the value of similar properties in their neighborhood to use as comparable properties for their appeal. (For research log to www.moorecountync.gov and click on 2003 Tax Revaluation Data). The tax department's openness and willingness to get the word out about the revaluation garnered a lot of positive press from the local media, as well as much appreciated positive feedback from the citizens of Moore County.

County
Manager:

Steven D. Wyatt

Supervisor's
Name:

Michael Holden, Chairman, County Commissioners

Return by JUNE 1, 2004 via email Rebecca.Troutman@ncacc.org or fax to (919) 733-1065