

## 2018 LGFCU Excellence in Innovation Award Project Evaluation

<b>Project ID</b>	PIP-8
<b>Title of Program</b>	Outreach Program
<b>Program Category</b>	
<b>Submission Date</b>	6/1/2018 4:29:15 PM
<b>County</b>	Cumberland
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<b>County Manager</b>	Amy Cannon
<b>Supervisor</b>	Amy Kinlaw
<b>Implementation Date</b>	1-Jan-17
<b>FLSA Designation</b>	Non-exempt
<b>Project Team Members</b>	Jennifer Parks, Assessment Audit Division Manager Marie Shelton, Deferment Specialist Sandra Napier, Collections Division Manager Sharon Ford, Collections Coordinator

### Description of Productivity Improvement

Cumberland County Tax Administration began incorporating video messaging to enhance our existing outreach programs and to promote a positive image of the Tax Administration office and its staff.

Video topics included:

- How to list property [www.facebook.com/CumberlandNC/videos/1974688505877858/](http://www.facebook.com/CumberlandNC/videos/1974688505877858/)
- How to submit a property tax revaluation appeal  
[www.facebook.com/CumberlandNC/videos/1608070789206300/](http://www.facebook.com/CumberlandNC/videos/1608070789206300/)
- Tax relief programs [www.youtube.com/watch?v=twd3-PjWgNY](http://www.youtube.com/watch?v=twd3-PjWgNY)

Tax Administration staff also participated in a county-wide video project explaining the various functions of Tax Administration. [www.facebook.com/CumberlandNC/videos/1914555171891192/](http://www.facebook.com/CumberlandNC/videos/1914555171891192/)

The videos were published on Facebook and YouTube and on Fayetteville/Cumberland Education Television. The evergreen nature of most of the videos allow for them to play throughout the year or as certain tax events occur, such as property listing deadlines.

In addition to the videos, during the months of January through May, staff increased the number of public presentations about the various tax relief programs and what is required to qualify, as well as available payment plan options.

**Description of why this project was initiated**

The videos and presentations were implemented to provide another source of communication with our citizens about various programs offered which could possibly reduce the tax burden on their property. The videos give them easy access to the information they need while also promoting tax programs to individuals who were unaware of these programs.

**Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).**

**Indication of what resources were used and what was done with any accrued time savings**

Having the videos available online allows our customers to get the information that they need at their own convenience. This allows them to receive a different form of customer service, rather than calling or coming into the tax office. Customer service representatives can also refer customers to the videos so they can have a visual representation of certain processes. Our combined outreach - online videos, fliers, bookmarks and brochures - help reduce the amount of late applications for exclusions, educate the citizens and increase the accuracy of tax billing, which assists in budget projections.

The success of our videos is quantified by the number of video views on social media. The property tax listing video was viewed more than 2,700 times and had 30 shares on Facebook. The property tax revaluation appeal video was viewed 582 times on Facebook and 195 times on YouTube.

**Other descriptive information**

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