

## Assessor's Office

### Accomplishments in 2020

- 1) By utilizing the city's Management Trainee Program, the Assessor's office completed the requirements and created a report enabling the office to earn the [Certificate of Excellence in Assessment Administration](#) from the International Association of Assessing Officers (IAAO)
  - qualifying for this award has been a goal of this office since the 1980s
  - the report was submitted to IAAO in July
  - currently waiting for report critique and recommendations
- 2) Created BID for [scanning of existing hand-drawn sketches](#)
  - selected vendor
  - scanning all existing sketches
  - this data (the scanned copies) will be incorporated (view only) into the existing CAMA system
  - scanned images will be used for future database improvements
- 3) [Finalized the installation and configuration of new CAMA software](#)
  - used new CAMA system for the last two revaluations
  - incorporated Marshall & Swift commercial property valuation system into CAMA software
  - incorporated existing digital photos
  - staff members are adding additional photos every week
  - only default photos can be viewed online – web site data is updated weekly
  - additional program features will be implemented later this year
- 4) [Budget footnote](#): regarding contacting tenants of exempt properties
  - 2020 contacts by the Chief Assessor and the City Attorney's Office, with property owners, have not been successful
  - A letter has been created and sent to property owners requesting exemptions – no interest from property owners so far
- 5) With assistance from ITMD, a new "Ask the Assessor" web site was created
  - provided more flexibility
  - was primarily used during the "Open Book" portion of the appeals process
- 6) Implemented tracking and valuation process for Improvements on leased land using X/Y coordinates
  - formerly assessed as personal property
  - will be valued as real estate for 2020 and from now on

- 7) Revaluation – statistical review of 2020 assessed values showed compliance with the requirements of the Wisconsin Department of Revenue
- 8) Completed land studies and continued updating land values to match market data – working through a 4-year cycle
  - 2019 – Residential
  - 2020 – Apartments
  - 2021 – Condominiums (planned)
  - 2022 – Commercial (planned)
- 9) With assistance from DER, implemented new pay scale for property appraisers
- 10) Updated and utilized the 2020 Diversity Action Plan
- 11) Public Relations and Transparency - Attended and presented information at 12 neighborhood informational meetings or media requests in 2019 and 7 so far in 2020
- 12) Contacts with Property Owners :

Contact Type	2020 Count	2020 % of Total	2019 Count	2019 % of Total
Open Book period	31 days	NA	21 days	NA
Contacts during 2020 Open Book (April 27 to June 8)	6,227	4.13%	3,169	2.10%
Objection Forms provided to property owners	6,665	4.42%	2,085	1.38%
Formal Appeals	NA yet – all data has not been entered	NA	1,571	.97%
Appeals at Board of review	Not available yet – too early in the process	NA	80	.05%

**Initiatives currently in Process (as of July 2020)**

- 1) Online filing of objections – being developed with assistance from ITMD and Patriot Properties
- 2) Creation of Map Portal - ESRI personnel, ITMD staff members and Administrative staff from Assessor’s office creating online dashboards, reports, and maps for use by appraisers, supervisors and online users

- 3) Revised Assessor's website showing property data is being redesigned to provide more relevant content and displaying it in a more user-friendly manner
- 4) Incorporating existing GIS data within CAMA software – this will enable all users to see locational information as soon as they begin reviewing a parcel
- 5) Online reporting for Personal Property – will simplify the filing process for business owners
- 6) Online collection of Income and Expense information– will simplify the filing process for business owners
- 7) Property Sketches - incorporating scanned sketches into CAMA software
- 8) With assistance from IAAO, we are implementing Multiple Regression Analysis (MRA) as an alternate method for valuation modeling in the CAMA software  
- for residential, and condominium parcels
- 9) With assistance from IAAO, creating a new method of evaluation of property values to ensure equity is maintained across racial populations

### **Planned Initiatives for 2021**

- 1) Purchase and begin using field data collection devices for property appraisers