

KING COUNTY APPRAISAL DISTRICT PUBLIC RELATIONS PLAN

The mission statement and goal of the office is, “to provide equitable and accurate appraisals to all property owners in King County and to respond to the concerns and questions of those property owners in a professional and courteous manner.” Effective public relations are a key element in achieving this mission.

IAAO’s Standard on Public Relations is the basis for the Appraiser’s Office Public Relations Plan. This standard outlines the requirements for developing and maintaining an effective plan. The International Association of Assessing Officers (IAAO) is the internationally recognized leader and preeminent source for innovation, education, and research in property appraisal, assessment administration, and property tax policy. Their website is <http://www.iaao.org/>.

The Chief Appraiser is the spokesperson for the office and is responsible for dealing with the media, both in verbal and written format. Any written press releases or other articles deemed relevant can be placed on the King County Appraisal District’s web page under Public Information. The web page address is www.kingcad.org.

Media Contacts:

Paducah Post
806-492-3585
819 8th Street, Paducah, TX 79248

Specific Plan Action:

In general the district will follow the timeline below; however, the district must remain flexible and react to changes and constituent needs as they arise; therefore, the timeline can and should be altered to respond to individual and special circumstances, and additional customer service and public relation needs as they are identified.

January – December

- The chief appraiser may attend commissioner’s court, school board, and other governmental body meetings, and meetings of professional groups and other constituent groups, as invited, to provide information and testimony on matters related to property tax policy.

January

- Review and development of public information documents and other materials related to property exemptions, renditions and special appraisals. Care and attention will be paid to updates for internal procedural changes and/or changes prompted by legal opinion and/or new legislation.

January - March

- Publish notice in local newspapers and the county courthouse about requirements and availability of applications for deferrals, homestead exemptions, renditions and agricultural appraisals.

February – March

- The district shall conduct Open Meeting and Public Information training for all new district staff. Training may include training videos and other materials developed by Attorney General’s Office as well as internally developed materials.

March – April

- Review and development of public information materials related to appraisal procedures, notices, protests and evidence production. Care and attention will be paid to updates for internal procedural changes and/or changes prompted by legal opinion and/or new legislation.

April – May

- Coordinate, schedule and hold joint public outreach meetings to explain appraisal processes, exemptions, notices of appraised value and the protest process and other matters related to property tax appraisal and collections for any interested group.

May

- Publish notice in local newspapers and county courthouse about taxpayer protests and procedures.

June – July

- The chief appraisers shall provide chief financial officers of taxing units- status updates on the district's certification efforts.

July - September

- Provide public notice of hearings for reappraisal plan and annual budget.

October – December

- Review, update and development of website content, specifically sections explaining appraisal district policy and procedures, to include but not limited to tax information, forms, district statistics, and property information.

If a crisis should occur, the Chief Appraiser should take the following steps:

1. Identify the problem
2. Develop a strategy to respond if a response is deemed necessary.
3. Seek input of the Board of Directors before drafting a final response, if necessary.
4. Respond quickly and completely with supporting documentation.
5. Follow up with the media to answer any additional questions.

When faced with criticism, the following actions will be followed:

1. Respond quickly, honestly, and openly.
2. Identify key constituencies and pay special attention to their views
3. Prepare and preserve complete documentation of the criticism and the solution

The Chief Appraiser shall periodically take courses about providing good customer service and public relations. CAD employees will encourage customers to complete an Office Survey form so comments and suggestions made in regards to customer service can be monitored. The Customer Service and Public Relations policies will be reviewed annually.

Whenever major events occur, such as mailing valuation notices or tax bills and holding hearings, the Chief Appraiser and Office Administrator will have patience, keep his/her composure and provide quality service.

The King County Appraisal District's Public Relations Plan utilizes as much as possible in ways that will heighten impact and effectiveness without major budget impacts. It is important to recognize that our office must have a good and positive attitude toward the public and we appreciate the citizens of King County. It is the desire of King CAD to keep the public educated and well informed.