

Pinal County Assessors Office Strategic Business Plan

Vision

Pinal County Government provides progressive and proactive leadership in the areas of economic development, state-of-the-art technologies, growth management, and public services to promote healthy and safe communities.

COUNTY MISSION

Pinal County Government protects and enhances its citizens' quality of life by providing public services in an ethical, efficient, and responsible manner delivered by a motivated, skilled, and courteous workforce.

DEPARTMENT MISSION

The mission of the Pinal County Assessors Office is to provide property location, identification and appraisal services to Pinal County property owners so they can receive fair and equitable valuation of their property.

ISSUE STATEMENTS

Issue 1 Technology Changes

The continuing change in technology, coupled with diminishing IT support, which includes the Arizona Department of Revenue not supporting the appraisal system used for valuations. If these issues are not addressed, the following will result:

- A decrease in revenue for the county and taxing authorities
- A decrease in the Assessor services to external and internal customers
- A diminished ability to equitably value property.

Issue 2 Lack of Equity in Property Values

The decreasing state of the economy in Pinal County, specifically the declining property values, has led to inequities in property values, in conjunction with restrictive statutory laws regarding property valuation will result in:

- An increase in customer appeals of property valuations
- An increase in costs to the county
- Diminished customer satisfaction with the Assessor's Office.

Issue 3 Lack of Knowledge of the Assessor's Office Role

There is a continuing lack of knowledge of the role of the Assessor's Office by both external and internal customers which, if not addressed, will result in:

- Diminished customer satisfaction with the Assessor's Office.
- A decrease in the trust and confidence in services offered by the Assessor's Office
- An increase in the number of appeals
- An increase in the inefficient use of staff time
- A continuation of county policy development without Assessor Office representation.

Issue 4 Demands for Accessible Services

The increasing county population, combined with an increasingly technology savvy customer, has led to an increased demand for Assessor services which are more accessible which, if not addressed, will result in:

- Increased cost to both Pinal County property owners and the department.
- A diminished ability for firms and businesses to conduct business in Pinal County
- Diminished customer satisfaction.

Issue 5 (INFORMATION PURPOSES ONLY) – Storage and Retrieval Fee Sunset

The storage and retrieval recording fee allowed by Arizona Revised Statute 11-269.06 is scheduled to sunset on January 1, 2012. This decrease in revenue for the Assessor's Office will result in:

- A decrease in the external and internal accessibility of Assessor information through technology means.
- A diminished ability to maintain and integrate data and information with other systems.

STRATEGIC GOALS

Strategic Goal 1 Equitable Value (Issue 2)

Pinal County property owners will benefit from fair, equitable property valuation as evidenced by:

- By 2012, average median sales ratio values will be at:
 - Residential – 82%
 - Vacant Land – 82%

Strategic Goal 2 Education/Outreach of the Role of Assessor (Issues 3 and 4)

Pinal County property owners, residents, business owners and government agencies will benefit by having a better understanding of the assessment process and the services provided by the Assessor's Office as evidenced by:

- By 2012, 10% decrease in the number of customer service calls to Assessor office X* to Y*.
- By 2012, 50% of survey respondents who state “they understand the information provided by Assessor staff” from X*% to Y*%.

(* Target estimates will be provided within 6 months of Corporate Review)

Strategic Goal 3 Technology/Accessibility (Issues 1 and 4)

Pinal County property owners and data consumers will benefit from more accurate and more accessible data, information and services as evidenced by:

- By 2011, 5% decrease in the number of notice of proposed corrections and Notice of Claims from 3500 to 3325
- By 2010, 100% of the Assessor's Office forms that are available on-line (currently 6 of 17 Assessor related forms are available online)
- By 2010, 25% of appeal forms that are submitted through electronic means
- By 2013, 25% of business personal property statements submitted on-line
- By March 2010, 100% of 2012 valuation notices issued through the new valuation system.

CROSS CUTTING ISSUES

Issue: Policy/planning development without Assessor input
Goal (if applicable): N/A
Cross Cutting With: Development Services
Need: Involvement and/or input on policy decisions that may affect the Assessor's Office business processes

Issue: Timely resolution of Information Technology issues
Goal (if applicable): #3 – Technology/Accessibility
Cross Cutting With: IT
Need: Better and more organized service delivery

Issue: Customer Service Responsibility/Accountability
Goal (if applicable): #2 – Education and Outreach
Cross Cutting With: Treasurer Office
Need: Better coordination on the delivery of customer service

DEPARTMENT ORGANIZATION

1. Administrative Program

- 1.1. Human Resources Activity *page 9*
- 1.2. Reserved *page 9*
- 1.3. Training Activity *page 10*
- 1.4. Records Management Activity *page 11*
- 1.5. Vehicle Management Activity *page 12*
- 1.6. Financial Services Activity *page 13*
- 1.7. Department Director Activity *page 14 (Activity Not Used)*

2. Valuation Program

- 2.1. Valuation Activity *page 15*
- 2.2. Personal Property Activity *page 16*
- 2.3. Petition for Review Activity *page 17*

3. Customer Outreach Program

- 3.1. Public Relations Activity *page 18*
- 3.2. Customer Service Activity *page 19*
- 3.3. Exemption and Senior Freeze Activity *page 20*

4. Property Identification Program

- 4.1. Property Identification and Location Activity *page 21*
- 4.2. Tax Authority Management Activity *page 22*

5. Support Services Program

- 5.1. Quality Assurance Activity *page 23*
- 5.2. Technology Management Activity *page 24*

PROGRAMS

Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Key Results

1. 98% of all employee appraisals will be submitted to Human Resources by the end of January due date
2. 85% of training dollars spent that directly align to County or Department strategic goals.
3. 100% of record series managed in compliance with legal and policy requirements
4. 95% of department vehicles with preventative maintenance performed as scheduled
5. 95% of department vehicles operated more than 10,000 miles per year
6. 90% of non-construction payment authorizations entered into the system within three business days of receipt of goods.
7. 100% of applicable_Key Results achieved (*Key Result Not Used*)
8. 75% of surveyed customers who say they are satisfied or very satisfied with the services provided by the Assessors Office. (*Key Result Not Used*)

Valuation Program

Purpose Statement The purpose of the Valuation Program is to provide appraisal, classification, notification and decision services to property owners so they can receive fair and equitable valuations of their property.

- Key Results**
- Average median residential sales ratio value will be at 75%
 - Average median vacant land sales ratio will be at 67%
 - 85% of Business Personal Property submission forms received
 - Maintain at or below 1% of Petitions for Review per total parcels
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Customer Outreach Program

Purpose Statement The purpose of the Customer Outreach Program is to provide information, consultation and notification services to property owners and the public so they can be informed of the functions and services of the Assessor's Office and benefit from the information available.

- Key Results**
- 45% of survey respondents indicating they "understand the information provided by Assessor staff".
 - 40% of Assessor forms available on-line
 - 1.5% of Pinal County property owners who receive a partial exemption on their property tax

Property Identification Program

Purpose Statement The purpose of the Property Identification Program is to provide parcel information, mapping, title and record maintenance services to property owners and taxing authorities so they can be assured their property is identified according to recorded documents.

- Key Results**
- 85% of ownership mailing address record updates completed within 1 business day from the date received from Drafting Division.
 - 95% of property locations assigned to real property documents within 5 business days of date received from the Records Office
 - 95% of Tax Area Code updates completed within 30 business days of a recorded change

Support Services Program

Purpose Statement The purpose of the Support Services Program is to provide quality assurance and technology management services to Assessor staff so they can accurately perform their assigned duties.

- Key Results**
- 5% reduction in Notice of Claims and Notice of Proposed Correction due to errors from 3500 to 3325
 - 0% of 2012 valuation notices issued through the new valuation system

ACTIVITIES

1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.1: Human Resources Activity

Activity Purpose Statement The purpose of the Human Resource Activity is to provide employee selection, evaluation and support services to department management so they can manage, evaluate, and retain a qualified and diverse workforce.

Activity Services	<ul style="list-style-type: none"> • Candidate Selection • Job Postings • Policy Interpretations • Employee Relations Management • Employee Interviews • Grievance hearings • Employee Inquiry Responses 	<ul style="list-style-type: none"> • Performance Appraisals/ Evaluations • Employee Assistance Referrals • Employee Orientation Sessions • Exit Interviews • Personnel Reports • Police and Procedure Updates • Employee Awards • “Silent Whistle” Investigations
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Family of Measures

Results

1. 98% of all employee appraisals will be submitted to Human Resources by the end of January due date
(# of employee appraisals submitted by due date/total # of appraisals)

Outputs

1. 58 employee appraisals submitted on/by due date

Demands

1. 58 employee appraisals anticipated to be submitted

Efficiencies

N/A

Activity Manager(s) • Ann Ortiz

Activity Budget \$x,xxx,xxx

Section 1.2: Reserved

1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.3: Training Activity

Activity Purpose Statement The purpose of the Training Activity is to provide department specific training services to employees so they can more effectively meet the County and/or department strategic goal.

Activity Services

- Training Sessions
- Safety Training Sessions
- Employee Handbooks
- Training Assessments
- Training Records
- Training Schedules/Arrangements

Family of Measures

Results

1. 85% of training dollars spent that directly align to County or Department strategic goals. (# of training dollars spent that directly align to County or Department strategic goals / total number of training dollars spent)

Outputs

2. Training \$ spent that directly align to County or Department strategic goals

Demands

3. Training \$ spent that directly align to County or Department strategic goals anticipated to be spent

Efficiencies

1. Training Activity \$ spent that directly align to County or Department strategic goals

Activity Manager(s)

- Department Managers
- Paul Larkin

Activity Budget \$x,xxx,xxx

1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.4: Records Management Activity

Activity Purpose Statement The purpose of the Records Management Activity is to provide record retention, disposal and retrieval services to departments so they can access, provide, retain and dispose of records in a timely manner and as legally required.

Activity Services	<ul style="list-style-type: none">• Record Archives• Record Disposals• Record Disposition Authorizations• Records Destruction List	<ul style="list-style-type: none">• Records Inventory• Records Requests Responses
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Family of Measures

Results

1. 100% of records managed in compliance with legal and policy requirements as determined by the Arizona State Library of Archives.
(# of records managed in compliance with legal and policy requirements/ total / total of records series managed)

Outputs

1. * records series in compliance with legal and policy requirements

Demands

1. * records series anticipated to be in compliance

Efficiencies

1. \$ Records Management Activity expenditure per record series in compliance

Activity Manager(s)	<ul style="list-style-type: none">• Department Managers•
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Activity Budget	\$x,xxx,xxx
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1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.5: Vehicle Management Activity

Activity Purpose Statement The purpose of the Vehicle Management Activity is to provide maintenance scheduling, reporting and vehicle requirement definition services to the department so they can have cost effective and safe vehicles.

Activity Services

- Vehicle Maintenance and Repair Service Schedules
- Vehicle Utilization Reports
- Maintenance Records
- Fleet Credit Card Usage Reports
- Vehicle Usage Assessment

Family of Measures

Results

1. 95% of department vehicles with preventative maintenance performed as scheduled (# of department vehicles with preventative maintenance performed as scheduled/ total department vehicles)
2. 95% of department vehicles operated more than 10,000 miles per year (# of department vehicles operated more than 10,000 miles per year/ total department vehicles)

Outputs

1. 22 department vehicles operated
2. 17 department vehicles operated more than 10000 miles a year

Demands

1. 22 department vehicles anticipated to be operated

Efficiencies

1. \$ Vehicle Management Activity expenditure per vehicle operated

Activity Manager(s)

- Ann Ortiz
- Joanne Diaz

Activity Budget \$x,xxx,xxx

1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.6: Financial Services Activity

Activity Purpose Statement The purpose of the Financial Services Activity is to provide financial, budget information and purchasing services to department managers so they can ensure appropriate allocation, acquisition, utilization and control of County resources and stay within their budget at the activity level.

Activity Services	<ul style="list-style-type: none"> • Grant Reports • Grant Applications • Grant Programmatic Progress Reports • Payment Authorizations • Employee Reimbursement Authorizations 	<ul style="list-style-type: none"> • Year-end Accounting Records • Cash Receipts • Budget Proposal • Spending Requests • Appropriation Adjustments • Expenditure Projections • Performance Reports
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Family of Measures

Results

- 90% of non-construction payment authorizations (purchase orders) entered into the system within three business days of receipt of goods.
(# of payment authorizations entered on the date of receipt of goods/total payment authorizations)

Outputs

- 375 payment authorizations received within three business days of physical receipt of item(s)

Demands

- 300 payment authorizations anticipated to be entered into the system

Efficiencies

- \$ Financial Services Activity per payment authorization entered within three business days

Activity Manager(s) • Annette Ortiz

Activity Budget \$X,XXX,XXX

1. Administrative Program

Purpose Statement The purpose of the Administrative Program is to provide human resource, finance, budget, purchasing, records management, vehicle management and purchasing services to Pinal County departments so they can cost effectively manage their resources to achieve the planned results.

Section 1.7: Department Director Activity (This Activity not used)

Activity Purpose Statement The purpose of the Department Director Activity is to provide results oriented leadership and management services to Pinal County residents and businesses so they can benefit from effective and efficient County services.

Activity Services

- Reports
- Direction
- Employee Supervision Meeting
- Inquiry Responses
- Strategic Business Plans
- Issue Resolutions
- Special Projects
- Budgets
- Department Structures
- Policies/Procedures
- Employee Evaluations
- Program Evaluations
- Recommendations
- Leadership

Family of Measures

Results

1. 100% of applicable Key Results achieved
(# of applicable key results achieved/total # of applicable key results)

2. 75% of surveyed customers who say they are satisfied or very satisfied with the services provided by the Assessors Office.
(# of respondents who state they are satisfied or very satisfied with the departments services/total # of respondents)

Outputs

1. # of customers responding to the department survey

Demands

1. # of customers expected to respond to the survey

Efficiencies

1. \$ Department expenditures per customer served

Activity Manager(s) • Department Director
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Activity Budget \$x,xxx,xxx

Valuation Program

Purpose Statement The purpose of the Valuation Program is to provide appraisal, classification, notification and decision services to property owners so they can receive fair and equitable valuations of their property.

Section 2.1: Valuation Activity

Activity Purpose Statement The purpose of the Valuation Activity is to provide appraisal, classification, value and notification services to Pinal County Property Owners so they can receive a fair and equitable valuation of their property.

Activity Services	<ul style="list-style-type: none">• Land Values• Commercial Values• Agricultural Values• Residential Values• Affidavit of Affixtures• Valuation Field Checks• Sales Information Reports	<ul style="list-style-type: none">• Property Classification Updates• Notice of Proposed Correction Notifications• Valuation Proration Estimates• Appraisals
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Family of Measures

Results

1. Average median residential sales ratio value will be at 75%
[Total median residential sales ratio in each market area/Total number of market areas]
2. Average median vacant land sales ratio value will be at 67%
[Total median vacant land sales ratio in each market area/Total number of market areas]
3. 2% of parcels appraised (cavass of improved residential properties)
[#of parcels appraised/total # of parcels?]

Outputs

1. 4,375 appraisals completed
 2. 236,284 parcel values provided (2010 Valuation Year)
-

Demands

1. 5104 appraisals expected to be required
 2. 255,187 parcels expected to need values (2011 Valuation Year)
-

Efficiencies

1. __\$ Total Activity expenditure per parcel values provided
-

Activity Manager(s)	<ul style="list-style-type: none">• Hector Madrid• Jacqueline Minto•
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Activity Budget	\$x,xxx,xxx
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Valuation Program

Purpose Statement The purpose of the Valuation Program is to provide appraisal, classification, notification and decision services to property owners so they can receive fair and equitable valuations of their property.

Section 2.2: Personal Property Activity

Activity Purpose Statement The purpose of the Personal Property activity is to provide documentation, reporting, information, and valuation services to tax payers and business owners so they can have the necessary information to maintain compliance and receive fair valuation.

Activity Services	<ul style="list-style-type: none">• Business Personal Property Submission Forms• Dealer Exemption Declaration Forms• Mobile Home Park Inventory Reports• Personal Property Appraisal Visits• Address Updates	<ul style="list-style-type: none">• Fixed Asset Reports• Ownership Transfers• Uniform Commercial Statements• Assessment Record Updates• Research Findings• Taxpayer Consultations
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Family of Measures *Results*

1. 85% return of Business Personal Property submission forms mailed
[# of Business Personal Property submission forms received/# of Business Personal Property submission forms mailed?]
2. 1% of Personal Property related Petition for Reviews and Notice of Claims received per total number of Personal Property records.
[#of Personal Property related Petition for Reviews and Notice of Claims received /# of Personal Property records]

Outputs

1. 2975 Business Personal Property submission forms processed
-

Demands

1. 3512 of Business Personal Property submission forms expected to be provided
-

Efficiencies

1. ___ \$ Total activity expenditure per Business Personal Property submission processed.
-

Activity Manager(s)	<ul style="list-style-type: none">• Laura Andonie••
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Activity Budget	\$x,xxx,xxx
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Valuation Program

Purpose Statement The purpose of the Valuation Program is to provide appraisal, classification, notification and decision services to property owners so they can receive fair and equitable valuations of their property.

Section 2.3: Petition for Review Activity

Activity Purpose Statement The purpose of the Petition for Review Activity is to provide valuation verification, consultation, and decision services to property owners and representatives so they can receive a fair and equitable decision regarding their value and/or classification within the statutory time period.

Activity Services	<ul style="list-style-type: none">• Petition for Review Onsite Valuation Verifications• Petition for Review Meetings• Petition for Review Forms• Litigations• Notice of Claim Forms	<ul style="list-style-type: none">• Lawsuit Consultations (County Attorney)• Petition for Review Process Updates• Petition for Review Decisions• Email Inquiry Responses• Telephone Inquiry Responses
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Family of Measures

Results

1. 5% reduction in Petition for Reviews that move on to the Board of Equalization from 781 to 741.
[Total # of Petition for Reviews that proceed to the BOE - Previous # of Petition for Reviews that proceed to the BOE/Previous # of Petition for Reviews that proceed to the BOE]
2. Maintain at or below 1% of Petitions for Review per total parcels.
[Total Petitions for Review/Total # of Parcels]

Outputs

1. 1379 Petitions for Review processed (2009 Valuation Year)
2. 2466 Petition for Review forms mailed

Demands

1. 1500 Petitions for Review anticipated to be processed
2. 2500 Petition for Review forms anticipated to be mailed

Efficiencies

1. __\$ Total activity expenditure per Petition for Review processed

Activity Manager(s)	<ul style="list-style-type: none">• Annette Ortiz• Hector Madrid•
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Activity Budget	\$x,xxx,xxx
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Customer Outreach Program

Purpose Statement The purpose of the Customer Outreach Program is to provide information, consultation and notification services to property owners and the public so they can be informed of the functions and services of the Assessor's Office and benefit from the information available.

Section 3.1: Public Relations

Activity Purpose Statement The purpose of the Public Relations activity is to provide outreach, education, and information services to the public so they can be better informed of the functions and services provided by the Assessors Office.

Activity Services	<ul style="list-style-type: none"> • Taxpayer Meetings • Policy and Procedures • Onsite Mobile Home Park Training Sessions • Press Releases • Inter-departmental Consultations 	<ul style="list-style-type: none"> • Onsite Community Assessment Consultations • Information Pamphlets • Speaking Engagements • Telephone Consultations • Website Consultations
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Family of Measures

Results

1. 3% decrease in the number of customer service calls to Assessor office from X* to Y*.
[Previous number of calls - current number of calls / Previous number of calls]
2. 1% increase in the number of visits to the Assessor website
[Current Year Assessor website visits - Last Years Assessors website visits / Last Years Assessor website visits]
3. 45% of survey respondents who state "they understand the information provided by Assessor staff"
[#of survey respondents who indicate they understand the information provided by Assessor staff/Total # of survey respondents.]

Outputs

1. 3 consultations provided
2. 5 press releases provided

Demands

1. 5 consultations expected to be requested
2. 12 press releases expected to be provided

Efficiencies

1. __ \$ Total activity expenditure per consultation provided
2. __ \$ expenditure per press release provided

Activity Manager(s)

- **Rod Hampton**
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Activity Budget \$x,xxx,xxx

Customer Outreach Program

Purpose Statement The purpose of the Customer Outreach Program is to provide information, consultation and notification services to property owners and the public so they can be informed of the functions and services of the Assessor's Office and benefit from the information available.

Section 3.2: Customer Service Activity

Activity Purpose Statement The purpose of the Customer Service Activity is to provide property information and consultation services to the public and other agencies so they can receive timely and accurate information to continue with their business.

Activity Services	<ul style="list-style-type: none"> • Parcel Records • Residential Rental Forms • Front Counter Consultations • Agricultural Forms • Field Check Verifications • Drafting Forms • Moving Permit Notifications • Moving Permits • Customer Referrals 	<ul style="list-style-type: none"> • Residential Rental Reports • Assessor Parcel Information CDs • Parcel Maps • Structure Footprints Drawings • Valuation Notices • Personal Property Record Printouts • Proration Reports • Phone and e-mail Consultations • Appeal Forms
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Family of Measures	<p><u>Results</u></p> <ol style="list-style-type: none"> 1. 40% of Assessor forms available on-line [# of forms available on-line/Total # of forms] 2. 5% of appeal forms that are submitted on-line [# of appeal forms submitted on-line/Total # appeal forms submitted] 3. 0% of business personal property forms submitted on-line [# of business personal property forms submitted on-line/Total # of business personal property forms submitted] 4. 50% of survey respondents that indicated the information provided was accurate and complete. [# of respondents indicating the information provided was accurate and complete/Total # of surveys received]
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<u>Outputs</u>	<ol style="list-style-type: none"> 1. 14,872 consultations provided
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<u>Demands</u>	<ol style="list-style-type: none"> 1. 15,000 consultations expected to be provided
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<u>Efficiencies</u>	<ol style="list-style-type: none"> 1. \$ Total Activity expenditure per consultation provided.
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Activity Manager(s)	<ul style="list-style-type: none"> • Annette Ortiz •
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Activity Budget	\$x,xxx,xxx
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Customer Outreach Program

Purpose Statement The purpose of the Customer Outreach Program is to provide information, consultation and notification services to property owners and the public so they can be informed of the functions and services of the Assessor's Office and benefit from the information available.

Section 3.3: Exemption and Senior Freeze Activity

Activity Purpose Statement The purpose of the Exemption and Senior Freeze Activity is to provide notification and determination services to Pinal County residential taxpayers so they can receive a partial relief on their property taxes.

Activity Services	<ul style="list-style-type: none"> • Exemption/Senior Freeze Qualification Notifications • Senior Freeze Form Applications • Exemption Reports 	<ul style="list-style-type: none"> • Exemption Form Applications • Exemption Updates • Exemption/Senior Freeze Determinations • Exemption/Senior Freeze Consultations
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Family of Measures	<p><u>Results</u></p> <ol style="list-style-type: none"> 1. 1.5% of Pinal County property owners who qualify receive a partial exemption on their property tax [total # of owners with an exemption/total # of owners]
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	<p><u>Outputs</u></p> <ol style="list-style-type: none"> 1. 2,459 exemption/senior freeze determinations provided
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	<p><u>Demands</u></p> <ol style="list-style-type: none"> 1. 2,700 exemption/senior freeze applications expected to be requested
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	<p><u>Efficiencies</u></p> <ol style="list-style-type: none"> 1. \$ Total Activity expenditure per exemption/senior freeze determination provided
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Activity Manager(s)	<ul style="list-style-type: none"> • Marie Hampton • Caroline Ramirez
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Activity Budget	\$x,xxx,xxx
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Property Identification Program

Purpose Statement The purpose of the Property Identification Program is to provide parcel information, mapping, title and record maintenance services to property owners and taxing authorities so they can be assured their property is identified according to recorded documents.

Section 4.1: Property Identification and Location Activity

Activity Purpose Statement The purpose of the Property Identification and Location Activity is to provide parcel information, mapping and title services to property owners so they can be assured that their property is identified according to recorded documents of record in a timely manner.

Activity Services

- Title Issue Resolutions
- Parcel Number Assignments
- Ownership Mailing Address Record Updates
- Drafting Consultations
- New Parcel Maps
- Drafting Issue Resolutions
- Archival Documents
- Property Locations

Family of Measures

Results

1. 85% of ownership mailing address record updates completed within 1 business day from the date received from drafting division
[# of ownership mailing address record updates completed within 1 business day of receipt from drafting division/Total # of ownership mailing address record updates completed]
2. 95% of property locations assigned to real property documents within 5 business days of date received from the Recorders Office
[# of property locations assigned to real property documents within 5 days of date received from the Recorders Office /Total # of property locations assigned to real property documents]
3. 95% of parcel number assignments to new subdivisions issued within 45 business days of recorded date of subdivision plat.
[# of parcel number assignments to new subdivisions issued within 45 business days of recorded date of subdivision plat/Total number of parcel assignments to new subdivisions]

Outputs

1. 45,000 ownership mailing address record updated
2. 38,900 property locations to real property documents provided
3. 48 new subdivisions requiring parcel number assignment completed

Demands

1. 50,000 ownership mailing address record updates expected to be requested
2. 40,000 property locations to real property documents anticipated
3. 31 new subdivisions requiring parcel number assignments anticipated

Efficiencies

1. \$ Total Activity expenditure per parcel number assignments issued

Activity Manager(s)

- Scott McMullen
- Marie Hampton
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Activity Budget \$x,xxx,xxx

Property Identification Program

Purpose Statement The purpose of the Property Identification Program is to provide parcel information, mapping, title and record maintenance services to property owners and taxing authorities so they can be assured their property is identified according to recorded documents.

Section 4.2: Tax Authority Management Activity

Activity Purpose Statement The purpose of the Tax Authority Management activity is to provide parcel information maintenance and reporting services to Taxing Authorities so they can have the information necessary to prepare budgets and levy tax.

Activity Services	<ul style="list-style-type: none"> • Tax Area Code Updates • District Consultations • Special District Databases • Special District Maps 	<ul style="list-style-type: none"> • Levy Limit Worksheets • Tax Authority Number Assignments • Abstract Reports to Special Districts • Annual Property Valuation Rolls
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Family of Measures

Results
 1. 95% of Tax Area Code updates completed within 30 business days of a recorded change.
 [# of Tax Area Code updates completed within 30 business days of a recorded change / Total # of Tax Area Code updates completed)

Outputs
 1. * of Tax Area Code updates completed
 (* an estimate will provided within 6 months of plan approval)

Demands
 1. * of Tax Area Code updates anticipated
 (* an estimate will provided within 6 months of plan approval)

Efficiencies
 1. \$ Total activity expenditure per Tax Area Code update completed

Activity Manager(s)	<ul style="list-style-type: none"> • Scott McMullen • •
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Activity Budget	\$X,xxx,xxx
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Support Services Program

Purpose Statement The purpose of the Support Services Program is to provide quality assurance and technology management services to Assessor staff so they can accurately perform their assigned duties.

Section 5.1: Quality Assurance Activity

Activity Purpose Statement The purpose of the Quality Assurance activity is to provide audit and correction services to property owners and the Assessors Office so they can receive accurate information regarding assessment records.

Activity Services

- Valuation Review Findings
- Data Entry Reviews
- Address Corrections
- Valuation Corrections
- Parcel Information Audits
- Employee Error Consultations
- Ownership Corrections
- Appraisal Corrections
- Special District Corrections
- Mapping Corrections

Family of Measures

Results

1. 5% reduction in Notice of Claims and Notice of Proposed Correction due to errors from 3500 to 3325 [Last Year NOC with internal errors – Current year NOC with internal errors/Last Year NOC with internal errors]
2. * % reduction in Petitions for Review due to errors from X* to Y* [Last Year Petition for Review with errors – Current year Petition with errors/Last Year Petition with errors]

(* No baseline data available. Target will be provided within 6 months of Corporate Review)

Outputs

1. 3500 of corrections due to errors completed

Demands

1. 3325 of corrections expected to be completed

Efficiencies

1. \$ Total activity expenditure per correction completed

Activity Manager(s)

- **Jacqueline Minto**
- **Hector Madrid**
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Activity Budget \$x,xxx,xxx

\Support Services Program

Purpose Statement The purpose of the Support Services Program is to provide quality assurance and technology management services to Assessor staff so they can accurately perform their assigned duties.

Section 5.2: Technology Management Activity

Activity Purpose Statement The purpose of the Technology Management activity is to provide consultation and coordination services to Pinal County Assessor staff so they can perform their assigned duties

Activity Services	<ul style="list-style-type: none">• IT Staff Training Sessions• IT Consultations• IT Coordinations	<ul style="list-style-type: none">• Username/passwords• User Manuals
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Family of Measures

Results

1. 100% of 2012 valuation notices issued through the new valuation system.
[# of valuation notices issued through the new valuation system/total # of valuations.]

Outputs

1. 150 IT consultations provided

Demands

1. 175 IT consultations expected to be required

Efficiencies

1. __ \$ Total activity expenditure per IT consultation provided

Activity Manager(s)

- **Jacqueline Minto**
- **Scott McMullen**
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Activity Budget

\$x,xxx,xxx
