

Pinal County Assessor's Office
STRATEGIC BUSINESS PLAN
FY 2011/2012

COUNTY 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 Assessor's Office is to provide Pinal County Property owners with property location, identification and appraisal services to ensure that they receive fair and equitable property valuations.

SUMMARY OF MAJOR SERVICES PROVIDED:

- Fair & Equitable Values
- Real and Personal Property Valuations and Notices
- Annual Valuation Reports, Levy Limit Worksheets and Tax Roll
- Taxpayer Meetings/Consultations as Required for Daily Assessor Operations
- Parcel Maps and Parcel Number Assignments
- Special District Boundaries, Maps and Tax Area Codes
- Real and Personal Property Appraisals, Classification Updates and Sales Reports
- Real and Personal Property Ownership Transfers and Address Updates
- Real and Personal Property Forms & Services
- Exemption and Senior Freeze Services
- Parcel Records

ISSUE STATEMENTS

Issue 1: Maintain Fair & Equitable Property Values

The decreasing state of the economy in Pinal County, specifically the declining property values, may lead to inequities and inaccurate property valuations. In conjunction with restrictive statutory laws regarding property valuation, inequity and inaccurate valuations, if not addressed, could result in:

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

Issue 2: Keep up with Technological Advancements

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 not addressed, could result in the following:

- A decrease in revenue for the county and taxing authorities
- A decrease in Assessor services to external and internal customers
- A diminished ability to equitably value property.
- An increased possibility of not meeting statutory requirements.

COUNTY PRIORITY ALIGNED TO:

ACCOUNTABILITY

Pinal County will provide public information available on the County website and through other media sources so its residents will know what services they receive from the County and the value they receive in return for the taxes they pay, as evidenced by:

1. 10% increase in the # of survey respondents that indicate that the information they received from the Assessor's Office was accurate and complete.

2-5 YEAR STRATEGIC GOALS:

By 2016, Pinal County Property Owners will benefit from fair & equitable valuations as evidenced by

1. Average median residential sales ratio value will be at 82%
2. Average median vacant land sales ratio will be at 82%
3. 95% of survey respondents will indicate that the information they received from the Assessor's Office was accurate and complete and that they understood the information provided.

Pinal County Property Owners will benefit from Assessor Services as evidenced by:

1. By valuation year 2013, the complete and successful implementation of a Computer Aided Mass Appraisal System (CAMA).
2. By valuation year 2014, an 18% decrease in the number of returned mail items
3. By valuation year 2015, 70% of parcels will be removed from over-ride status and will be valued using CAMA.
4. By calendar year 2016 (valuation year 2017) 100% of parcels will be valued using CAMA.

ANNUAL PERFORMANCE MEASURES:

Valuations

1. 50% increase in # of parcels valued at 82% of sales price
2. 20% increase in # of parcels removed from override and valued using CAMA

Customer Service

2. 10% increase in the # of survey respondents that indicate that the information they received from the Assessor's Office was accurate and complete.