

# 2013 Business Plan

## Orange County Assessor Department

April 2013



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Orange County Assessor

*Serving the citizens of Orange County by valuing all  
legally assessable property with uniformity and  
impartiality*

## Table of Contents

Executive Summary	3
I – Department Overview	4
Mission Statement	4
1.1 Organizational Structure	4
1.2 Impact of Economic Forces & Real Estate Market	5
1.3 Core Services	6
II – Operational Plan	11
2.1 Environment	11
2.2 Strategic Planning	15
2.3 Key Performance Measures & Reporting	17
2.4 Enhance Efficiency & Productivity	20
2.5 Employee Development	22
III – Conclusion	23
Appendix–A – Organization Chart	24
Appendix–B – 2012- Key Annual Assessment Enrollment	25

## EXECUTIVE SUMMARY

The County Assessor is the elected official mandated by the California Constitution to value all taxable property located in the county and produce an annual assessment roll of value. The Annual “Roll” is the official listing of the taxable value, location and ownership of all locally assessed property.

The Assessor’s fiduciary responsibilities include all elements of managing the production of Annual and Supplemental Assessment Rolls.

It is the responsibility of the Assessor to annually discover and assess all property within the county as required by law. The Assessor must carry out the rules and regulations imposed by property tax law.

owned property, and reviewing oil and gas producing property, mines and quarries, pipeline easements and water companies.

The Assessor also values all assessable personal property. This encompasses all business personal property (reported and valued annually), and boats and aircraft.

The California State Board of Equalization (SBE) periodically reviews the operation and Roll products of all County Assessors in California. The SBE prescribes standard forms and interpretation of laws. The SBE reviews and audits values that are on the Assessment Rolls and reviews Assessor Department operations to test for legal compliance and product quality in all areas. The Orange County Assessor Department continues to excel in all areas of compliance.

The Orange County Assessor provides assessment services to the second largest county in the state in terms of the total assessed value and the third largest county in number of parcels assessed. The workload continues to grow in volume, complexity and diversity as the county continues to change.



The Assessor is responsible for valuing all assessable real property (land, buildings, structures, other improvements, business trade fixtures, etc.). The valuation of real property includes the analysis of title documents to determine reassessability, review and monitoring of all new construction in the county, identifying and defining possessory interests in government

## I – DEPARTMENT OVERVIEW

### MISSION STATEMENT

Our mission is to:

1. Serve the citizens of Orange County by valuing all legally assessable property with uniformity and impartiality,
2. Produce assessment rolls in accordance with the laws of the State of California,
3. Help property owners understand their property valuations.

Taxable value is the basis for property tax assessments that provide funding for schools, police and fire services, libraries, parks, infrastructure and other essential operations. Services and facilities provided by public agencies play a key role in making Orange County a desirable location for residents, businesses and visitors.

The Department strives to equalize the assessment process by providing consistent consideration to all property owners and applying the valuation rules and principles to all properties.

The California Constitution governs the assessment process. The Constitution defines taxable property, specifies conditions under which property should be reassessed, limits increases in taxable value and identifies property tax exemptions.

The property tax assessment process can be confusing to property owners. This is because the laws concerning properties are complicated and continuously changing.

The State Legislature continues to create new laws or modify existing laws; the State Board of Equalization interprets the laws and promulgates new rules, and the Courts also establish case laws.

Many owners are not fully aware of the property tax laws or changes in the existing laws, or that there are exemption programs and filing requirements that can reduce their assessment. Providing public service and assessment information is one of the primary functions of the Assessor Department operations.

### 1.1 ORGANIZATIONAL STRUCTURE

The Assessor Department's organizational structure consists of six operational Projects. Project teams work together to value property, produce Assessment Rolls, process exemptions and provide assessment information.

#### ***BUSINESS PROPERTY***

Audits, appraises, assesses and maintains records on all business personal property, trade fixtures, leased equipment, boats and aircraft located in Orange County.

#### ***REAL PROPERTY***

Appraises real property, new construction and reassessable changes in ownership, and maintains and updates records on all parcels including residential, commercial, rural, industrial and special use properties.

#### ***ROLL SUPPORT***

Reviews and maintains recorded documents evidencing a change in ownership of real property, prepares Assessor parcel maps and processes Homeowner, Veteran and Institutional Exemptions.

***QUALITY ASSURANCE***

Provides appraisal methodologies, procedures, training and quality control for Roll production, audit/appraisal and paraprofessional staff.

***COMPUTER SYSTEMS***

Provides programming and data processing services, system security and technical services to support the development of the Assessment Rolls of Value.

***MANAGEMENT SERVICES***

Provides fiscal management, process integration, contract administration, procurement and personnel services, general Department administration and public service support to the public and other government agencies.

**1.2 IMPACT OF ECONOMIC FORCES AND REAL ESTATE MARKET TRENDS**

New development and resale activity typically increases when property values increase. Positive market conditions generally increase the number of:

- New parcels that are created
- Properties that change ownership
- Residential, commercial and industrial properties that are developed

In addition, changing market conditions, part of a recovering market, will increase the number of annual reviews for value restoration under Proposition 8. Proposition 8 value changes also tend to drive up the number of applications for assessment appeals.



Declining market conditions tend to stifle new development and sales activity, but trigger increases in the number of:

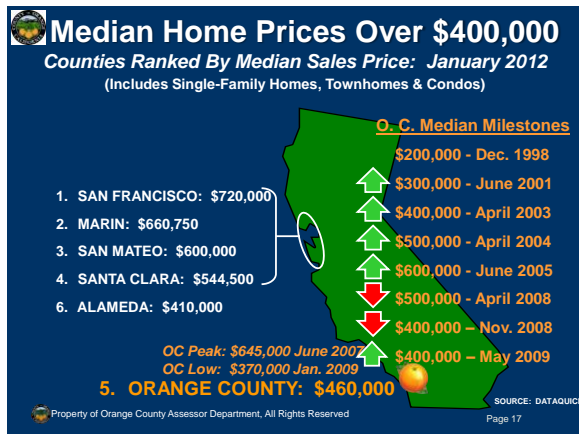
- Applications for assessment appeal
- Annual reviews required for Proposition 8 temporary market value reductions
- Property rehabilitations and room additions

***Recent Economic and Market Conditions***

Orange County's had a period of sustained market growth between 1996 and 2007. Home prices that soared to all-time highs in many regions and neighborhoods with the markets peaking in October, 2006 have now dropped considerably in value.

In June 2001, Orange County became one of the first Southern California counties to reach a median home price of over \$300,000. Five years later, in October 2006, the median price was \$625,000.

The County's *median home price* substantially decreased to \$370,000 by January 2009 and was \$400,000 in October 2011. By December 2012, the median home price increased to \$475,000. We have seen some notable fluctuation in reported median home prices.



The county property mix is changing with the introduction of high-rise residential development. A number of high-rise residential projects are in various stages of planning or development within the county. Projects are clustered around the Anaheim “Platinum Triangle”, Santa Ana/Costa Mesa South Coast Metro, and Irvine/Airport areas. More vertical and in-fill development is anticipated as the county continues to develop and mature.

However, with the recent market slowdown, many of these high-rise residential developments have been considerably scaled down or are on hold until the market rebounds. Sales of some of the residential developments are considerably slower than anticipated. Additionally, some of the high-rise condos are being converted to apartments.

### 1.3 CORE SERVICES THAT ACHIEVE DEPARTMENT MISSION AND STRATEGIC OBJECTIVES

#### *CORE SERVICE #1 - Identify and properly value all taxable property in Orange County*

Our workload is defined by external marketplace dynamics.

Land development, new construction and the sale of business or real property all create work for the Assessor Department. The County of Orange is heterogeneous in that the direction and magnitude of property value changes (increasing, stable or decreasing) depends on the property location and may vary significantly. For properties that have decreased in value, we experienced a significant increase in requests for property tax reviews.

Orange is the third-largest county in the state, with a population of approximately 3,020,000 residents, 1,054,354 Roll units and more than \$420 billion in total assessed value. Median *family income* remains among the highest in the state, at an estimated \$84,200 in 2011.





Distressed home sales (bank foreclosures and short sales) continued to be part of Orange County market place. Many economists project that while foreclosures are down, the economy will remain soft for at least another year and most likely for a longer period of time.



Economic forces, changes in the law and the public's participation in taxable property markets can have sudden and dramatic impacts on the Assessor workload.

The number of real estate parcels has grown almost 96.4% since 1975, from 465,692 parcels to 914,489 parcels in 2012. During the same period, the Assessor's staffing level has only increased 8.2%, from 291 authorized positions to 315. The Assessor Department current staff level is similar to the number of positions in 1988.

**TOTAL NET ASSESSED VALUE**

The total net assessed value increased 1.92% to \$428.4 billion in 2012 from \$420.4 billion in 2011.

2012 was the second year since the downturn that the Orange County showed a small increase in total net assessed value from the prior year. Foreclosures, short sales, and a relatively low sales volume continue to impact the real estate markets. The increase for 2011 was 0.87%.

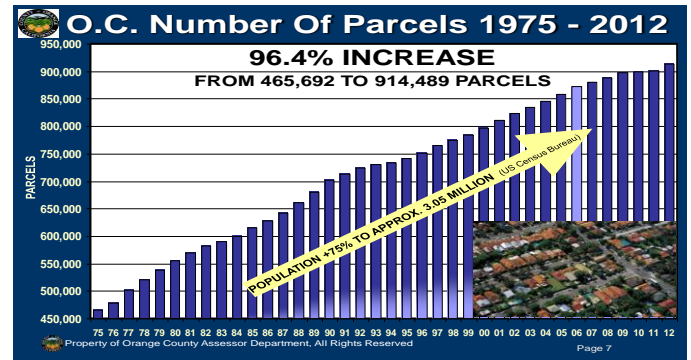
**BUSINESS PERSONAL PROPERTY**

Business personal property, leased equipment, marine vessels and aircraft are valued on the Unsecured Assessment Roll.

The number of Unsecured Property Assessments decreased from 159,464 assessments in 2011 to 139,865 in 2012. The total year to year value of Unsecured Property Assessments decreased slightly from \$19,980 billion to \$19,481 billion.

**LAND PARCEL BASE**

Orange County's land parcel base grows as real estate parcels are divided through the development process. Almost 8,200 new parcels were created in 2012. It is noted that 2011 had the lowest parcel, year to year change, reported for the prior 30 years.



**PRODUCTIVITY**

Strategic investments in technology and a strong commitment to staff development have significantly increased and sustained the Assessor Department productivity over many years. Tools to help staff to work more effectively have provided significant return on investment to the taxpayers. Staff productivity, as measured by the number of assessed parcels per authorized position, has increased over 89% since 1975, from approximately 1,550 parcels per position to roughly 2,900 parcels per position in 2012.

If the Department had not realized these productivity gains, approximately 280 additional positions would have been needed to keep pace with the workload. This translated to a significant cost savings each year. The estimated annual savings in FY 2011-12 is just over \$18.2 million.

***CORE SERVICE #2 – Aid in the public’s understanding and access to property valuation information while continually safeguarding the property owners’ private information***

The Department will continue to strive to meet the informational needs of our clients while safeguarding private and confidential data. The Assessment Roll includes certain information that is, by law, public information. Other property-specific information is protected by law, and is only available to the property’s legal owner or an authorized representative.

**PUBLIC SERVICE COUNTER**

The Department Public Service Counter is staffed with knowledgeable individuals who have been trained not only in the use of the available tools but also in how to assist the public. Assessor Department staff provided public service support for almost 239,200 telephone inquiries and just over 42,800 walk-in customers in FY 2011-12.

The Department’s goal is to help residents, businesses and organizations understand their property tax valuations by providing accurate information in a timely manner.



In addition to receiving help in person at the Public Service Counter, people can log onto the Department website and access forms in addition to many other types of information.

***ASSESSMENT ROLL INFORMATION***

In 2004, a new Assessment Roll research system was implemented in the Department’s Public Service Center. Customers can search, view and print public Roll information, assessor parcel maps and mailing labels. The system incorporates touch-screen technology to make navigation more intuitive and user-friendly. We continue to look at our systems and are evaluating different options for storage and ease of use for our clients.

***Public Officials Personal Information***

AB 2005 was adopted in 2006, which further limits the release of certain roll information to protect the privacy of elected officials and public safety personnel. The Assessor continues to be in compliance with all aspects of this law. This new law became effective on January 1, 2007.



The existing law prohibits a person, business or association from publicly posting, soliciting, trading or selling on the internet the home address or telephone number of an elected or appointed official, if notified by a qualified official.

On September 26, 2006, the Governor signed into law AB 2005 (Stats. 2006, Ch. 472). This law adds to the definition of “Public Safety Official” the following groups:

- U.S. Attorney and the Federal Public Defender
- State and federal judges and court commissioners
- Certain employees of Attorney General, district attorney, or public
- U.S. Attorney and the Federal Public Defender
- State and federal judges and court commissioners
- Certain employees of Attorney General, district attorney, or public defender
- Certain employees of the California Department of Justice
- Certain probation officers
- Certain employees of a police or sheriff’s office who testify as expert witness

No information on individual properties will be posted on the Assessor Department’s website.

In addition to property tax laws passed by the voters, the Assessor is responsible for interpreting and implementing other property tax laws. The table below summarizes propositions adopted by California voters that impact property tax assessments:

<b>Description of Proposition</b>	<b>Proposition #</b>	<b>Year</b>
Contaminated property that is uninhabitable or unusable <i>[Transfer of base year value]</i>	1	1998
Economic adjustment based on decline in market value <i>[Temporary reduction in taxable value]</i>	8	1978
Property substantially damaged or destroyed by a declared disaster <i>[Transfer of base year value]</i>	50	1986
Parent-Child transfer <i>[Transfer of base year value]</i>	58	1986
Intra-County transfer for owners age 55 or older <i>[Transfer of base year value]</i>	60	1986
Property taken by government action (eminent domain) <i>[Transfer of base year value]</i>	3	1982
Inter-county transfer for owners age 55 or older <i>[Transfer of base year value]</i>	90	1988
Transfer for severely and permanently disabled owners <i>[Transfer of base year value]</i>	110	1990
Calamities with property damage of \$5,000 or more <i>[Temporary reduction in taxable value]</i>	12	1964
Grandparent-Grandchild transfer if both parents are deceased <i>[Transfer of base year value]</i>	193	1996

## II – OPERATIONAL PLAN

Operational plans are designed and implemented to address all Roll production, public service demands, technology enhancements, and staff development requirements.

The Department is known to be proactive and broadly consistent in valuation, and in providing services and inquiry support to the public. Each service element presents challenges the Department will face in 2013.

Department operations focus on our primary goal of producing local Assessment Rolls in accordance with California property tax laws. Enhanced technology, staff development, a relatively flat project management structure and empowered Project work teams. Work teams are provided the flexibility needed to accomplish Department goals each year and across many years.

Specific operational plans are developed and modified as needed. Changes in market conditions and property tax laws and budgetary constraints can present new and unanticipated challenges. The Department is proactive and *must* look ahead.

### 2.1 WORK ENVIRONMENT

The Department promotes a collaborative and cooperative solution-oriented work environment that encourages participation at every level of the organization.

The Department's workload mix is impacted by external sources including economic forces, real estate market trends, propositions passed by the people and laws enacted by the state legislature. Market conditions and property tax laws can change significantly from year to year.

The Department develops and implements strategies collaboratively to adapt to these changes and to produce Annual Assessment Rolls.

Our current and future operating environment will remain stable. However, ongoing County budget reductions are impacting our ability to achieve some core services.

### DIFFERENT SEGMENTS OF THE MARKET

Orange County is diverse in its land-use, geographic and socio-economic mixes. There is no "typical" piece of property, property owner or geographic location.



The Assessor is responsible for determining the value of each unique piece of taxable property in the county. From new estates overlooking the ocean to apartment buildings in the inner-cities, from regional shopping and entertainment centers to agricultural land, from boats and aircraft to manufacturing equipment and assembly lines, the Assessor must locate, identify and value it all.

Different types of property may not react the same way to prevailing market conditions. While all property may experience the same downward or upward trend, the impact on market value may vary by property type and location.



Development *is not* homogeneous throughout the county. Local planning authorities determine the mix of residential, commercial or industrial development within that jurisdiction. Variances in average parcel value are primarily attributable to location and property type.

### **PROPOSITION 13 PASSED BY CALIFORNIA VOTERS**

Proposition 13 was adopted by California voters in 1978. It established base year values for all real property located in the state, and provided for annual increases of no more than two percent (2%) to adjust for inflation. Increases in assessed value are not limited to two percent (2%) if the property transferred, had new construction or received a temporary reduction in assessed value under Proposition 8 in prior year(s).

### **CLIENTS**

The Department has many different clients with various needs.

The clients served include:

- All property owners, business owners, cities, school districts and special assessment districts in Orange County.
- Other County Departments – We interface with the Auditor-Controller, Clerk of the Board of Supervisors, Clerk-Recorder, County Counsel and Treasurer-Tax Collector while participating in property tax administration operations for the county.
- Grand Jury – We respond to their inquiries on an as-needed basis.

### **PROPERTY OWNERS**

Property owners are as diverse as the county itself. There is no "typical" property owner or business owner in Orange County. Buyers, sellers, property owners, businesses, non-profit organizations, developers, veterans and other client groups often have unique needs.

### **PUBLIC AGENCIES**

Public agencies depend on the Assessor to locate and value all taxable property located within their jurisdiction. Property taxes are a major source of revenue for state and local government agencies. Schools, police and fire protection, and other essential services are funded largely by property taxes.

## ***OTHER COUNTY DEPARTMENTS***

The Assessor, Auditor-Controller, Clerk of the Board of Supervisors, Clerk-Recorder, County Counsel and Treasurer-Tax Collector participate and lead in property tax administration for the county. Assessment information is gathered, processed and transmitted as appropriate from one department to another.



Interfacing with other county agencies and departments that use information from the Assessment Tax System is an ongoing effort.

Market indicators for 2012 point to a developing trend of recovery, and assessment appeal filings remain high.

## **CHALLENGES**

The Department will continue to meet challenges by continuing to be prepared, diligent, alert, flexible and responsive. Strategies will be developed to address changing conditions.

The Assessor proactively conducted a review to look for properties with a taxable value that may be higher than the property's December/January market value. In 2012, the Assessor reviewed approximately 340,000 properties. Approximately 258,000 of these properties had their taxable values reduced or kept the same as the prior year (no increase). Most of these properties sold between January 2002 and December 2011; these taxpayers may see some increase in their taxable value and property tax bills for 2013.

Market conditions and variables that will shape the short-term outlook for Orange County property values include:

- Consumer confidence and changes in retail and tourism spending
- Employment and income levels
- Mortgage availability and interest rates
- New development and housing affordability
- Changes in and challenges to property tax law

Another significant challenge is that laws impacting property tax can and do change. This results in additional effort and staff hours to value or revalue property factoring in changes to laws and new laws.

Since 2008, the Department operations budget has been decreased annually. The Department has managed and contained expenditures to meet the budget constraints and managed in large part to meet the many operational impacts. Budget reductions continue in 2013.

## RESOURCES

### STAFFING

The Assessor Department experienced 47 retirements over the last six fiscal years. This resulted in a loss of over 940 years of institutional knowledge and experience leaving the Department.

The Assessor Department is challenged with recruiting and training for professional staff, as well as preparing our existing staff to handle greater responsibilities.

The Assessor Department is experiencing challenges in providing timely qualified staff to support our ongoing operations.

1. Recovering from a large number of retirements over the past four (4) fiscal years
2. Budget cuts and hiring freezes

The above has both short-term and long-term consequences. Short-term there is an issue of having sufficient resources to complete the mandated Annual Roll production work.

Long-term, as current employees retire over the next three to five years, the Assessor Department will no longer have staff trained to complete mandated workload.

The Department is working hard to balance the funding and people shortfalls.

### FUNDING

The Assessor Department is funded from the County General Fund. The Assessor will not be able to fulfill the constitutionally mandated requirements of the office if Department funding is further reduced. The Department staff level has been reduced

from 337 to 315, a staff level similar to 1988.

### SOURCES OF FUNDS

The Assessor Department determines the taxable value of property in Orange County that serves as the basis for property tax assessments. The 1% basic property tax levy will provide over \$4 billion for schools, police and fire services, libraries, parks, infrastructure and various other essential county and local government services in FY 2012-13.

As provided by law, the county withholds a portion of annual property tax revenue apportionments from other jurisdictions as reimbursement for property tax administrative costs<sup>1</sup> In addition; the county also apportions approximately 5% of costs associated with Supplemental Roll Production from the cities as reimbursement for administration costs. These reimbursements go into the General Fund. Overall, the Assessor Department is funded by the County General Fund.

### USES OF FUNDS

In FY 2011-12, approximately \$30.3 million or 87% of the Assessor Department budget funds staff required to produce Annual Assessment Rolls. Personnel salaries and benefits are negotiated and contracted on a countywide basis.

Approximately \$1.1 million or 3% of the department funds provide data center support, hardware, network, and application support services for the Assessment Tax Systems (ATS) and other assessment systems that provide assessment support

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<sup>1</sup> Revenue & Taxation Code, Sections 75.60 & 95.3



throughout the Department. The remaining portion of the budget funds other operating costs, including printing, postage, telephones, office equipment and supplies.

## 2.2 STRATEGIC PLANNING

All planning is an on-going process to address the variables the Department may face in 2013. Planning is done within a historical framework based on factors already known and with an eye on changes that are pending.

The Assessor Department project operations are structured to respond decisively and appropriately to changes and challenges as they occur.

### STRATEGIES AND GOALS TO ACCOMPLISH OUR MISSION AND CORE SERVICES ARE:

1. Meet all requirements mandated by the State of California for the Assessor Department
2. Publish the Secured and Unsecured Rolls in July annually
3. Maintain licensed staff and provide training as required by law
4. Make property valuation information accessible and easier to understand
5. Enhance efficiency and productivity by implementing new technology, policy and procedures
6. Encourage employee development by providing access to relevant training opportunities

Assessors are mandated by the State constitution to identify and determine the taxable value of property located with their

respective counties on the “January 1” Lien Date. The Revenue and Taxation Code, Article VI, Section 616 requires Assessors to complete the local Assessment Roll and to certify the Rolls of Value each year:

- To make diligent inquiry and examination to ascertain all the property within the county
- Affirm that property assessed on the Roll has been valued under the provisions of California property tax law, according to the Assessor's best judgment and available information
- Faithfully complied with all the duties imposed on the Assessor under the laws
- Not imposed an unjust or double assessment through malice, ill will, or otherwise
- Not allow anyone to escape a just and equal assessment through favor, reward or otherwise

### REAL PROPERTY FIELD CANVASS

Proposition 13 was adopted in 1978, and redefined the basis for the reassessment of real property.

Prior to Proposition 13, the taxable value of property was the market value on lien date. The Assessor canvassed the county regularly to determine the market value or “ad valorem” value of real property.

Under Proposition 13, value increases are limited to an annual increase of up to two-percent (2%) to adjust for inflation, unless the property experienced:

- New construction
- A change in ownership
- Value restoration due to temporary value reduction(s) in prior year(s)

As a result, not all real properties in Orange County have been field reviewed on a regular basis since Proposition 13 was adopted about 25 years ago. The county has undergone significant development over this period of time, and the Department conducts, based on funding, a limited physical review of property to verify, update and correct property records.



***Objectives of the field review are to:***

- Discover improvements on residential parcels that may have escaped assessment
- Determine if property is impacted by a nuisance and update property record for market comparison purposes
- Determine if property has a positive attribute (e.g. a nice view) and update property records for market comparison purposes
- Update cluster tract parameters for market comparison purposes
- Obtain digital photos to be added to the property record for market comparison purposes

**2.3 KEY PERFORMANCE MEASURES & REPORTING**

The Assessor Department Performance Measures quantify Department successes in meeting Strategic Goals.

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>VALUE ALL TAXABLE PROPERTY IN ORANGE COUNTY</b>  <b>What:</b> Fulfills the Assessor's Constitutional mandate  <b>Why:</b> Implements the provisions of Proposition 13 and other property tax laws.</p>	<p>Valued 914,489 real property parcels and 139,865 business and personal property (unsecured assessments) accounts.</p>	<p>Value an estimated 920,000 real property parcels and 140,000 business and personal property accounts.</p>	<p>Value 920,000 real property parcels and 140,000 business and personal property accounts.</p>	<p>Value an estimated 925,000 real property parcels and 140,000 business and personal property accounts.</p>	<p>We are continuing to respond to market dynamics and shifts in the assessment workload.</p>

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>CONTINUE TO PRODUCE LOCAL ASSESSMENT ROLLS THAT MEET LEGAL QUALITY STANDARDS ESTABLISHED BY GOVT. CODE SECT. 15640 &amp; 15642</b>  <b>What:</b> The State Board of Equalization conducts periodic Assessment Practices Surveys to determine if local assessment rolls meet statewide legal quality standards.  <b>Why:</b> Allows the County to recover the administrative cost of processing Supplemental Assessments</p>	<p>In the most recent survey, Orange County's Assessment Roll exceeds legal quality standards:                       Minimum legal quality rating: 95.0%                       Orange County quality rating: 100%                       Orange County will continue to recover Assessor Department costs.</p>	<p>Continue to produce Assessment Rolls in accordance with property tax laws, and exceed the minimum legal quality rating of 95.0%.</p>	<p>Produce Assessment Rolls in accordance with property tax laws, and exceed the minimum legal quality rating of 95.0%.                       Orange County will continue to recover Department costs.</p>	<p>Continue to produce Assessment Rolls in accordance with property tax laws, and exceed the minimum legal quality rating of 95.0%.</p>	<p>The Orange County Assessor and staff continually monitor the status of property tax laws and state rules.                       Property assessment practice is modified to implement changes in the law.</p>

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>IMPLEMENT HOMEOWNER, VETERAN &amp; INSTITUTIONAL EXEMPTIONS FOR ELIGIBLE INDIVIDUALS AND ORGANIZATIONS</b>  <b>What:</b> Limits or reduces taxable value, as mandated by the State Constitution  <b>Why:</b> Qualifying individuals and organizations receive the tax-saving benefits of these exemptions.</p>	<p>Approximately <b>495,000</b> Homeowner, Veteran and Institutional exemptions were enrolled.</p>	<p>Implement exemptions in accordance with property tax laws.</p>	<p>Approximately <b>471,000</b> Homeowner, Veteran and Institutional exemptions will be enrolled.</p>	<p>Continue to implement exemptions in accordance with property tax laws.</p>	<p>We process claims and application forms on a continuous basis.</p>

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>APPLY TAXABLE VALUE RESTRICTIONS ADOPTED BY CALIFORNIA VOTERS</b>  <b>What:</b> Restricts taxable value based on qualifying events  <b>Why:</b> Implements Prop. 13 and other constitutional limitations on the taxable value of property.</p>	<p>Applied taxable value restrictions to eligible parcels in accordance with property tax laws. Value may be restricted if property declines in value (Prop 8, 1979), is transferred between parent and child, or is purchased as replacement residence by a senior citizen or disabled property owner.</p>	<p>Continue to Apply taxable value restrictions to all eligible properties in accordance with property tax laws.</p>	<p>Apply taxable value restrictions to all eligible properties in accordance with property tax laws</p>	<p>Continue to apply taxable value restrictions to all eligible properties in accordance with property tax laws.</p>	<p>We evaluate Prop. 8 parcels annually, and process claims and application forms on a continuous basis.</p>

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>PUBLISH THE SECURED AND UNSECURED ASSESSMENT ROLLS OF VALUE EVERY JULY</b>  <b>What:</b> Fulfills the Assessor's Constitutional mandate  <b>Why:</b> Establishes the basis for property tax assessments that fund schools and local government services.</p>	Published the Secured and Unsecured Assessment Rolls in July 2012.	Continue to publish the Secured and Unsecured Assessment Rolls in July of every year.	Publish the Secured and Unsecured Assessment Rolls in July 2013.	Continue to publish the Secured and Unsecured Assessment Rolls in July of every year.	We are in the process of valuing all taxable property in the County for the FY 12-13 Assessment Rolls of Value.

<b>Performance Measure</b>	<b>FY 2011-12 Results</b>	<b>FY 2012-13 Plan</b>	<b>FY 2012-13 Anticipated Results</b>	<b>FY 2013-14 Plan</b>	<b>How are we doing?</b>
<p><b>MAINTAIN LICENSING AND TRAINING REQUIREMENTS</b>  <b>What:</b> Allows staff to be trained to correctly value real and business property in Orange County  <b>Why:</b> Meet State Board of Equalization Certification requirements for the State of California</p>	All department appraisers met state Board of Equalization Certification and Continued Education requirements	Ensure all department appraisers meet state Board of Equalization Certification and Continued Education requirements	All department appraisers meet state Board of Equalization Certification and Continued Education requirements	Ensure all department appraisers meet state Board of Equalization Certification and Continued Education requirements	We plan department training programs and track all training hours while working closely with the State Board of Equalization to schedule and report training classes

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## 2.4 ENHANCE EFFICIENCY AND PRODUCTIVITY BY IMPLEMENTING NEW TECHNOLOGY, POLICY AND PROCEDURES

A modern and well-supported assessment and value system (ATS) is essential to the Assessor Department's daily operations. The ATS was replaced in 2011 using a phased multi-year development project, covering both program coding and hardware and software.

The re-engineering ATS, now called ATS II, was deployed for production use in August 2011. ATS II was used through FY 2011-12 to develop and produce the 2012 Annual Assessment Roll in July 2012.

ATS II has a new database structure that provides appraisers and auditors with an integrated source of information. Parcel maps, aerial photos, digital photos of improvements, deeds and comparable sale information, relevant laws and rules are all now accessible through a new user interface.

The now ATS uses a new hardware production platform that addressed critical operational, performance, data security, costs, and public interface requirements. Conversion and implementation of the ATS upgrade was essential to the county's property assessment and collection processes.

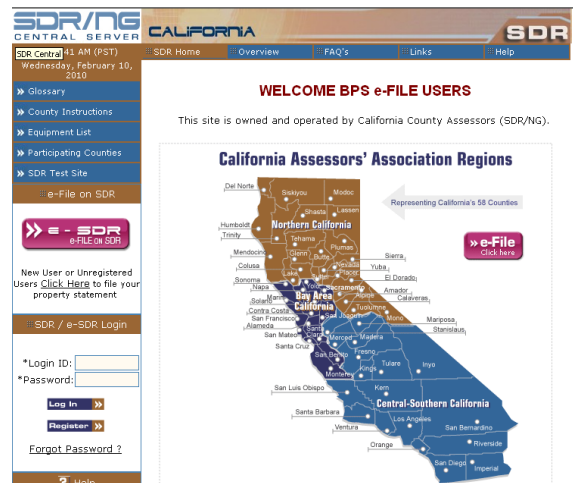
Through FY 2012-13, functionalities and batch programs will continue to be modified and added. User feedback and capabilities to handle unique properties will also be addressed.

## PARCEL MAPS

Every real estate parcel in the county has a unique parcel number and is defined on an assessor parcel map. Parcel maps are updated electronically from recorded documents using computer-aided drafting (CAD) system software.

## STANDARD DATA RECORD (SDR AND e-SDR)

The Standard Data Record (SDR) electronic filing system is a cooperative effort initiated and coordinated through the California Assessors Association (CAA).



The SDR System provides efficiency to larger and more complex business filers that file in many counties. Development of this System has been a collaborative effort, with the public and private sectors.

In 2007, an e-SDR (e-File) component was added to the SDR System to provide statewide electronic BPS filing capability for small businesses and individual filers. This System replaced the Orange County e-Filing System for BPS's initially implemented in 2001. The e-SDR is built upon the Orange County BPS e-Filing



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System with some enhancements. The System is interactive and is well suited to small and mid-sized businesses that operate in the state.

Businesses that operate in California are required by law to report business personal property holdings to the County Assessor in which the property is located. Property is reported annually on standard Business Property Statement (BPS) forms approved by the State Board of Equalization.

In 2012 over 34,000 of Orange County's BPS were submitted using the e-SDR System. That is, out of almost 56,000 filing notices mailed out in 2012, roughly 61% were filed through the System. Electronic filing eliminates most aspects of handling paper documents. Valuation and processing time for electronic statements is reduced by approximately 40, our workflow process removes some data entry and enhances workflow functions through automation.

The Orange County Assessor was appointed the SDR Coordinating Assessor by the California Assessors' Association, and has taken the lead role in both developing and supporting the operations of e-file systems.

Currently 43 of the 58 counties in California are participating in the SDR project. These counties receive approximately 95% of all the BPS's filed throughout the state. For the e-SDR component, 23 counties are currently participating.

This project has broad interest and support from the State Board of Equalization, business owners, and industry tax representatives throughout the state and across the United States.

In addition, this statewide electronic filing approach is now being reviewed by some other jurisdictions for consideration and application.

## ASSESSOR DEPARTMENT WEBSITE

The Assessor's website provides general assessment information, forms, a list of important dates, answers to frequently asked questions and information on tax saving programs. The site had over 663 thousand hits in FY 2011-12, with an average of 1,811 hits per day.

A new website was launched in January 2013. The site continues to provide the same information as the original website in addition to more user features and a new look that conforms to the County's e-GOV standard. Some of the frequently used forms are now in "fillable" format to enhance usability and accuracy.



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## **2.5 ENCOURAGE EMPLOYEE DEVELOPMENT BY PROVIDING ACCESS TO RELEVANT TRAINING OPPORTUNITIES**

The Assessor's work is complex, detailed and technical in nature. Staff is required to participate in training opportunities to meet legal mandates, gain the skills needed to achieve job proficiency and acquire new skills to enhance productivity.

The Department maintains a central database that tracks training hours for each staff member. Appraisers and Auditor-Appraisers must be certified by the State Board of Equalization to value property for property tax purposes in the State of California. To be certified, staff is required to pass a qualifying examination *and* complete appraisal-related training each year.

The State Board of Equalization issues appraisal certificates and monitors compliance with continuing educational requirements. For fiscal year ending June 30, 2012, our training records indicate that all Appraisers and Auditor-Appraisers met continuing education requirements.

In the last five years, the Assessor Department has also conducted some operational and project management training classes for our mid and senior level staff. This training is critical to the department's commitment to quality management. Continued budget reductions limit our ability to provide such training in the last three years.

The Department encourages participation in the County's expanded educational professional development, and leadership programs.

Due to budget reductions, the State Board of Equalization reduced the number of classes they offered at various county locations. In order to save costs and meet our training requirements, the Assessor Department searches for on-line training opportunities and uses new technologies as they become available. We have also continued to develop and conduct in-house technical and operational training classes. The Assessor Department works with other county Assessor departments to attend our classes through internet services such as WebEx classroom. This increases the number of people trained without incurring any travel costs.

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### III - CONCLUSION

The Department will meet challenges in 2012-2013 by continuing to be prepared, diligent, alert, flexible and responsive. The Assessor continues to utilize the Department website to keep the public informed of upcoming Roll events and property valuation issues. Strategies will be developed to address changing market conditions and budgetary reductions.

The Assessor will complete the Secured and Unsecured Property Assessment Rolls in July of 2013, and Supplemental Rolls periodically throughout the year.

The completion and certification of the local Assessment Rolls are openly reported in three ways:

- The Assessor notifies each property owner by mail of the taxable value of their real and personal property
- The Assessor transmits local Rolls of Value to the Auditor-Controller.
- The Assessor provides various notices and reports to the State of California and local jurisdictions.

The Assessor will continue to meet Constitutional mandates to uniformly apply property tax laws and rules in the assessment and valuation of property, and to provide services to the citizens of Orange County.

Property taxes are a stable and major source of funding for schools, police and fire services, libraries, parks, infrastructure and other essential operations.

The Assessor is working to continue training a large number of professional staff in the most cost effective manner. This challenge

is ongoing as the Department adapts to changes underway in the 2012-2013 marketplace and reduced funding in the Department budget.

The Assessor will continue to work diligently to ensure that Assessment Rolls are prepared in accordance with the laws of the State of California, and that all legally assessable property is valued with uniformity and impartiality.

The Assessor Department is proactive in working with taxpayers, and each person calling or visiting the Department finds a direct, friendly and knowledgeable person available to help.

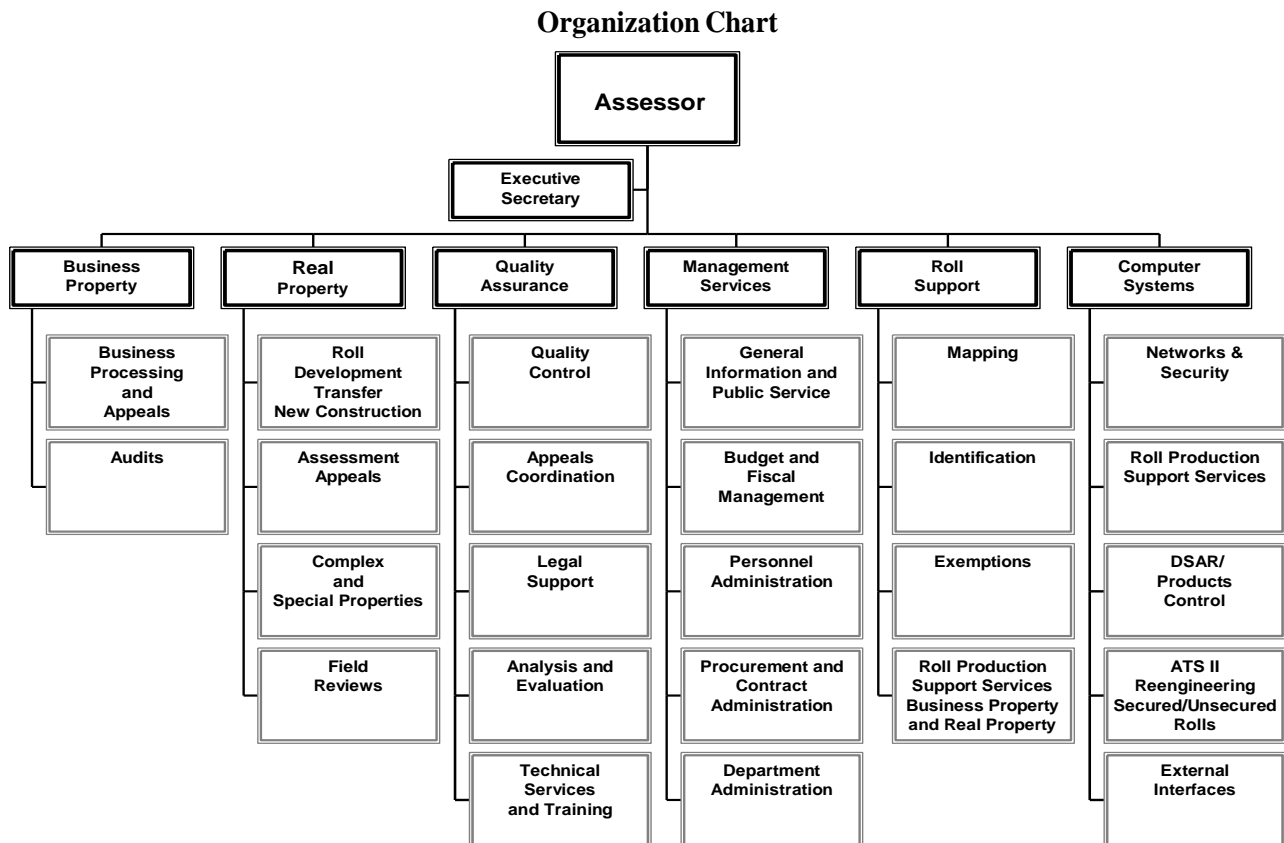
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APPENDIX A

ORGANIZATIONAL CHART

ORANGE COUNTY ASSESSOR DEPARTMENT

February 2013



**MANAGEMENT TEAM**

The Assessor Department Management Team includes Webster J. Guillory, Orange County Assessor, and twelve administrative management and support positions.

**LABOR MANAGEMENT COMMITTEE (LMC)**

The Assessor Department Labor Management Committee meets periodically or as needed to identify and resolve workplace issues.

**BUSINESS PLAN TEAM**

Members of the Assessor Department Management Team prepare the Annual Business Plan.

# ORANGE COUNTY ECONOMY



DEVELOPMENT



SALES



CONSTRUCTION



BUSINESS

## 2012-13 Local Assessment Roll

- ◆ 914,489 Parcels Of Real Estate
- ◆ 139,865 Unsecured Assessments
- ◆ \$428.4 Billion Net Assessed Value
- ◆ 60,000 Reassessable Transfers (Approx)
- ◆ 25,000 New Construction Events (Approx)
- ◆ 17,000 Wholly-Exempt Parcels (Govt. Owned)
- ◆ 471,000 Exemptions Enrolled
- ◆ 6,000 Requests For Informal Review Received
- ◆ 340,000 Parcels Reviewed For Possible Market Value Reduction (Approx)
- ◆ 258,000 Parcels Had Values Held Or Reduced From Last Year (Approx)
- ◆ 34,000 Business Property Statements Filed Online (SDR & e-SDR)



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