

GAINES COUNTY APPRAISAL DISTRICT PUBLIC RELATIONS PLAN

Introduction:

Gaines County Appraisal District was established in 1980. Texas voters approved Appraisal District's in 1979. We are a political subdivision of the State of Texas created by the Texas legislature. The purpose was to consolidate Appraisals and Collections into one office, while saving taxpayers time and money. We are governed by the Board of Directors who:

1. Establish the Appraisal District office
2. Adopt Annual Budget
3. Hire Chief Appraiser
4. Appoints the Appraisal Review Board, and selects the Chairman of the ARB
5. Make general operations policy

GCAD property values are certified to the Appraisal Review Board who:

1. Hear property owners protests and taxing unit challenges
2. Issues charge order to the Appraisal District
3. Approves the Appraisal Roll

GCAD appraise and collect taxes for:

1. Gaines County
2. Gaines Flood Control & Later Roads
3. County Wide Equalization
4. Seminole ISD
5. Seminole City
6. Seminole Hospital District
7. Seagraves ISD
8. Seagraves City
9. Loop ISD
10. N.E. Gaines Co ESD
11. Llano Estacada Underground Water District

Goal:

GCAD goal is to maintain a positive public relationship with the taxpayers of Gaines County and strive to improve areas that we find to have a negative aspect within our office.

Objective:

Develop an information campaign to educate all taxpayers.

Target Audiences:

Citizens of Gaines County; future taxpayers of GCAD looking to move to; invest in; or provide services within Gaines County.

Research:

Continue to research areas of improvement by talking with or conducting attitude surveys of residence, businesses, taxing entities and media within Gaines County.

Strategies:

Develop Gaines County Public Relations Procedures

Maintain good Customer Service within the office

Identify Gaines CAD accomplishments

Pass all State Studies, PVS and M.A.P

Help promote economic development by funding local services

Provide GIS mapping for the public

Provide public information to taxpayers of Gaines County by either Newspaper Publication; Media Broadcast; GCAD website or Texas State Comptrollers website.

1. News releases published by Susan Combs Texas Comptroller should be distributed within the time frame that covers each publication such as: Homestead, Over 65 and Disabled Veterans Exemptions; Renditions; Productivity Appraisal; Remedies Pamphlet; Tax Deferral for the Elderly; Personal Property Bulletin.
2. Publication of Board of Directors and Appraisal Review Board Meetings.
3. Publication of Property Tax Protest and Appeal Procedures form 50-195.pdf covers time and place of Appraisal Review Board.
4. Publication of Budget 6.062 Tax Code
5. Publication of Effective Tax Rates;

6. Publication of Notice of Public Hearing on Tax Increase (Ch 26) 50-197
7. Publication of Notice of Tax Revenue Increase (Ch 26) 50-198
8. Maintaining GCAD Website for public use. Also, prepare for future implantation of the Electronic Communications and Electronic Protest filing on website.

Evaluation:

Conduct follow-up surveys of residents, businesses and taxing unit's to determine attitude shifts. Review media coverage annually to identify areas of improvement.

Conclusion:

Our plan utilizes resources as much as possible in ways that will heighten impact and effectiveness without major budget impacts. It is important to recognize that we have a good and positive attitude toward the public and we appreciate the taxpayers of Gaines County. The Gaines County Appraisal District wants to keep the public educated and well informed with what is going on in our office and around the State.

GAINES COUNTY APPRAISAL DISTRICT CUSTOMER SERVICE GUIDELINES:

- **Answering The Phones:** Always answer in a professional, friendly manner
 - State your name and ask how you can help the person calling in.
 - Listen to the customer; analysis the questions being asked.
 - Help the customer to the best of your ability. If you are unable to help them, direct them to the proper person. When referring them to someone, get their name and call back number, in case they need to be reached at a later time.
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- **Working the Front Counter:** Always be Professional, friendly and smile at all times.
 - Listen to the customer; analysis the questions being asked.
 - Help the customer to the best of your ability. If they need to make a payment, take the payment or get someone in the Collection Department to help them. If they need Appraisal information, help them to the best of your ability or direct them to someone in the Appraisal Department that can help them with their question/problem.

Work Email and Written Correspondence: Always answer all correspondences within a timely and professional manner. Maintain correspondence in accordance to the retention schedules put out by the Texas State Library. (Keep good filing records)

Cell Phone Use: Please remember this is a work place and the customer always comes first. **DO NOT** answer cell phones or take personal phone calls while waiting on a customer. Please keep cell phone ring volume on low or vibrate while in the office.

**** Employees will be required to attend customer services classes or seminars on occasion to help improve the overall customer service relations of the Gaines County Appraisal District.**