

**Pecos County Appraisal
District
Public Relations Plan**

Introduction: GENERAL POLICY

Pecos County Appraisal District was established in 1980. Texas voters approved Appraisal Districts in 1979. We are a political subdivision of the State of Texas created by the Texas Legislature. The district is responsible for appraising property located within the boundaries of Pecos County for ad valorem tax purposes of each taxing unit that imposes ad valorem taxes on property within the district. We are governed by a Board of Directors which are elected by Taxing Entities who:

- Establish the Appraisal District office;
- Adopt an Annual Budget;
- Contract for necessary services;
- Hire the Chief Appraiser; and,
- Make general policies.

Property values are certified to the Appraisal Review Board (ARB) which is appointed by the Board of Directors. The purpose of the ARB is to:

- Hear taxing unit challenges;
- Hear property owner's protests;
- Issue change orders to the Appraisal District; and,
- Approve the Appraisal Rolls.

The Pecos County Appraisal District appraises properties for:

- Pecos County
- Buena Vista ISD
- Fort Stockton ISD
- Iraan-Sheffield ISD
- City of Fort Stockton
- Middle Pecos Groundwater Conservation District
- Iraan General Hospital District
- Midland College Williams Regional Technical Training Center

Goal:

Our goal is to provide Pecos County citizens with accurate and current information and make each contact with the public a positive experience.

Objective:

Our objective is to develop an information campaign to educate the property owners of Pecos County.

Target Audiences:

- Citizens and taxing entities of Pecos County
- Property owners and others interested in moving, investing and providing services to Pecos County
- General public and media outlets

Research:

Conduct surveys of residents, businesses, etc. in Pecos County.

Strategies: COMMUNICATION TOOLS

Development of Pecos CAD strategies

1. Comply with all aspects of the Methods and Assistance Program (MAP) Review.
2. Improve Property Value Study results.
3. Provide public information that assists property owners and promotes economic development.
4. Ensure adequate funding to improve district operations and customer service.

Define a set of key messages to be used as basic building blocks for news releases and publications. Suggested topics include:

1. Utilize Appraisal District Public Information packet as provided by the Texas Comptroller by publicizing the information in the local papers and on the district's website.
2. Publication of Property Tax Protest & Appeal procedures form 50-195.pdf including time and place of Appraisal Review Board hearings.
3. Development of public information and interest pamphlets available at the front counter.
4. Publication of PCAD Budget (Sec. 6.062 of the Texas Property Tax Code).
 - a) The notice must set out the time, date and place of public hearing.
 - b) The amount of the proposed budget.
 - c) The amount of increase.
 - d) Number of employees.
 - e) Must state Pecos County Appraisal District is supported solely by Taxing Jurisdictions.
5. Maintaining an informative website that encourages public interaction.
6. Educate and train district employees in public relations. Mandatory customer service training every two years.
7. Establish speaking engagements by the chief appraiser and other key district staff on topics of public interest relating to CAD operations and property tax issues.

Publication of Public Notifications

January

Homestead and Disabled Veteran Exemptions
Non-Profits
Agricultural Use
Rendition Requirements
Availability of Electronic Communications

May

Deferral of Taxes on Appreciating Residence Homesteads and Deferral of Taxes by Elderly and Disabled Homeowners
“How to Protest

July – September

Public hearing on CAD annual budget
Public hearing on CAD biennial reappraisal plan

Public information pamphlets will be continually reviewed and developed to provide the most current information to property owners.

Evaluation:

Analyze and conduct follow-up surveys completed by citizen to determine necessary corrective procedures to improve public attitude of the district.

Review media coverage annually to identify ratio of positive to negative stories.

Conclusion:

The Pecos County Appraisal District wants to keep the public educated and well informed on the activities and services of the Appraisal District. The chief appraiser and board of directors encourage public comment and input, good and bad, and strive to provide effective communications and transparency in the appraisal process. Excellent customer service and an informed public pave the way for a positive image of appraisal operations at the Pecos County Appraisal District.