It's Your Data. Optimize it!

Part 1 of 2

Field-Optimized Mobile Solution vs "Paperless"

PVA 2019 Summer Conference

Owensboro, KY

Field appraisers and deputy PVAs are mobile by nature and your CAMA/tax-roll property data should be mobile with them. ***Just going mobile or paperless is not enough, and could end up being one of the worst mistakes your office can make.***

To truly realize the highest potential for productivity gains and cost savings, you need to look for a field optimized mobile solution. This session will discuss the differences between "paperless" and "field optimized" mobile solutions, including the importance of workflow, reporting, real-time field tracking, and quality control.

In this session, you will learn 1) Risks and benefits of going mobile, 2) Streamlining parcel assignments, field review, and data entry…, and 3) How to shift your assessment calendar to allow more time for improving data quality and valuations.

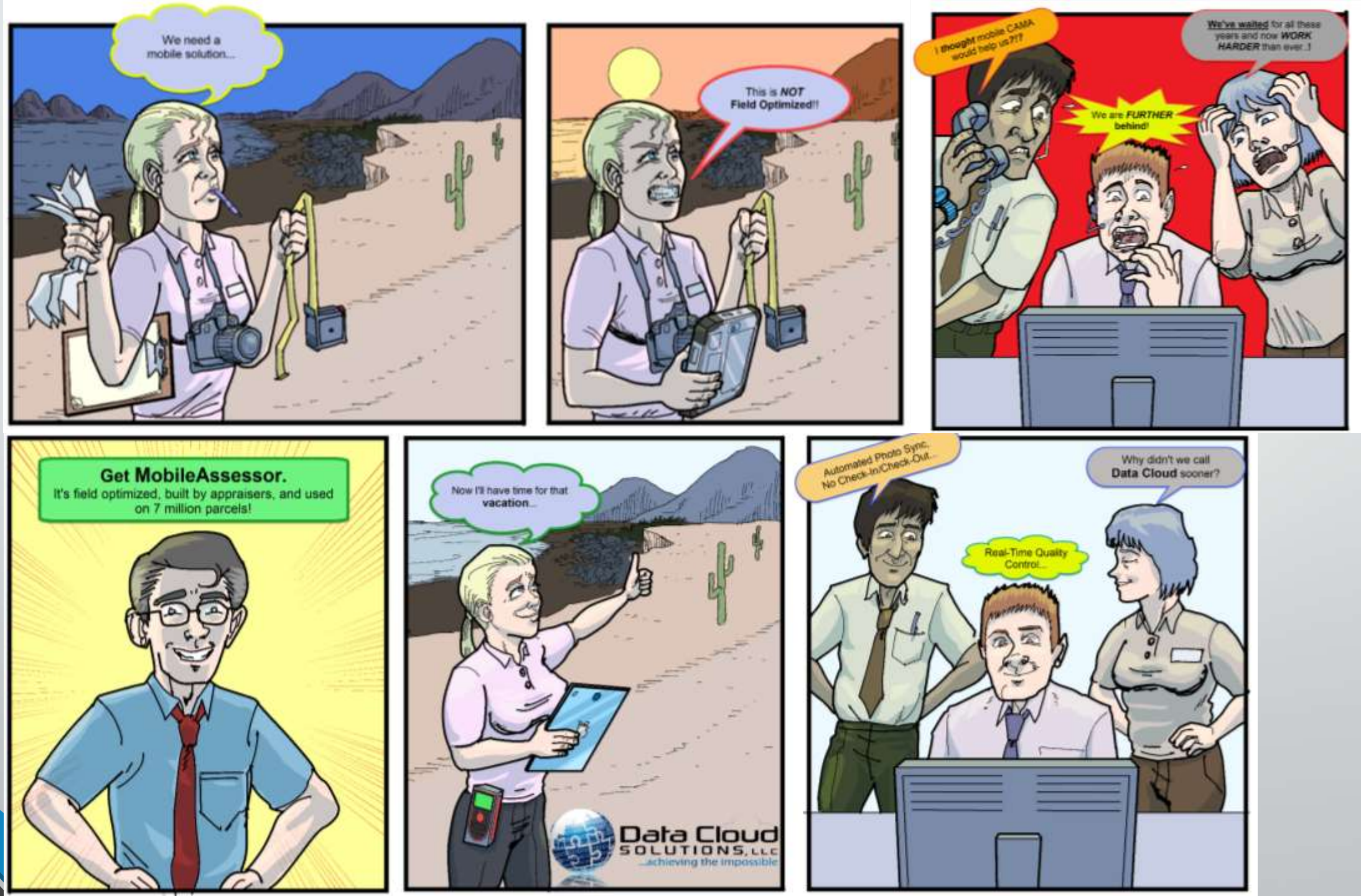
Daniel T. Anderson

President

Data Cloud Solutions, LLC

Agenda

- Discussion – What is a Field Optimized mobile solution?
- MobileAssessor or 3rd Party Apps vs "Mobile CAMA"
- IT Benefits of Streamlined, Self-Contained Solutions
- Desirable Features
- Productivity Gains
- Assessment Calendar Shifts, Gains & Improvements
- Overview: Field Optimized Features (live demonstration)
- Integrated Suite of Tools (Disto Laser, Pictometry, qPublic, et al)
- Questions?


We need a mobile solution...
This is NOT Field Optimized!!
I thought mobile CAMA would help us?!?
We've waited for all these years and now WORK HARDER than ever...!
We are FURTHER behind!
Get MobileAssessor.
It's field optimized, built by appraisers, and used on 7 million parcels!
Now I'll have time for that vacation...
Data Cloud SOLUTIONS, LLC
...achieving the impossible
Automated Photo Sync, No Check-In/Check-Out...
Real-Time Quality Control...
Why didn't we call Data Cloud sooner?

What is a Field Optimized mobile solution?

Going “mobile” or “paperless”?

- **More or less time than you’re spending now (in total)?**
  - Does the workload shift from one person to another?

Qualities of a **Field Optimized** mobile solution

- **Easy work access & reduced preparation time**
- **Reduced admin/supervisor time**
- **Little or no required involvement from IT**
- **Proven track record of integrating with other leading products**
  - **Not suffering from an “identity crisis”**

MobileAssessor vs "Mobile CAMA"…

Field Optimized mobile solution instead of "Mobile CAMA"

- **Developed by appraisers w/ primary business being mobile field work**
  - Sketch & all core fieldwork handled on-site; not back office processing

Other mobile assessment processes/apps utilize

- **Mobile CAMA: Check-in/check-out method**
  - Not flexible to adjusting workload while out in the field
  - More data than is needed to complete the field visit
- **"Paperless"**
  - PDF mark-ups that still require data to be entered again in CAMA
  - Photos still need to be uploaded and manually associated

IT Benefits of MobileAssessor

No interaction from mobile devices to office network

- **No issues with access rights, permissions.**
- **No new server.**

Self-contained software deployments & updates

- **Devices never need to be at office. Updates via internet.**
- **Automated backups of property data.**

License Management

- **PVA/office can revoke, recover, & reassign licenses as needed.**

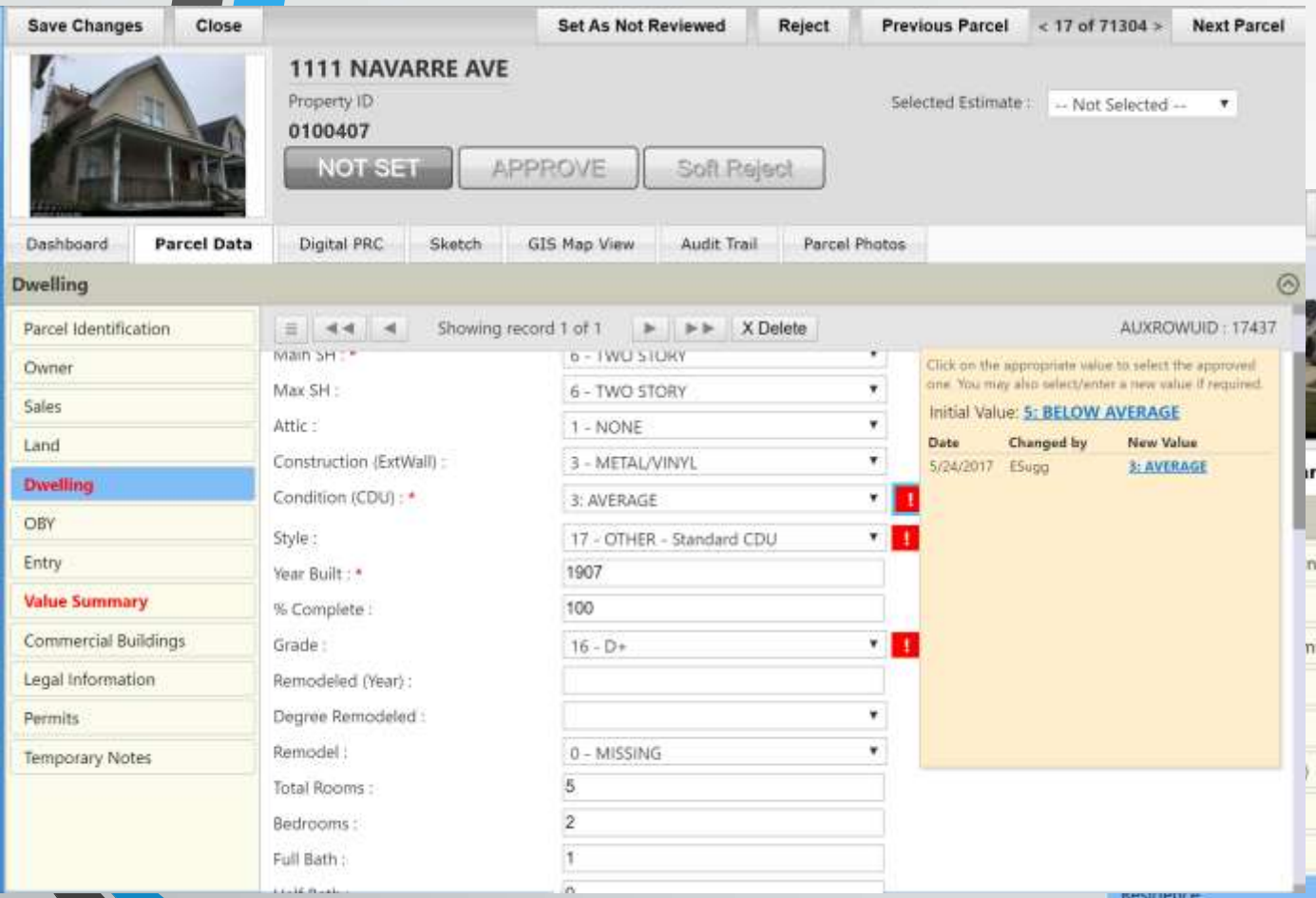
Desirable Features

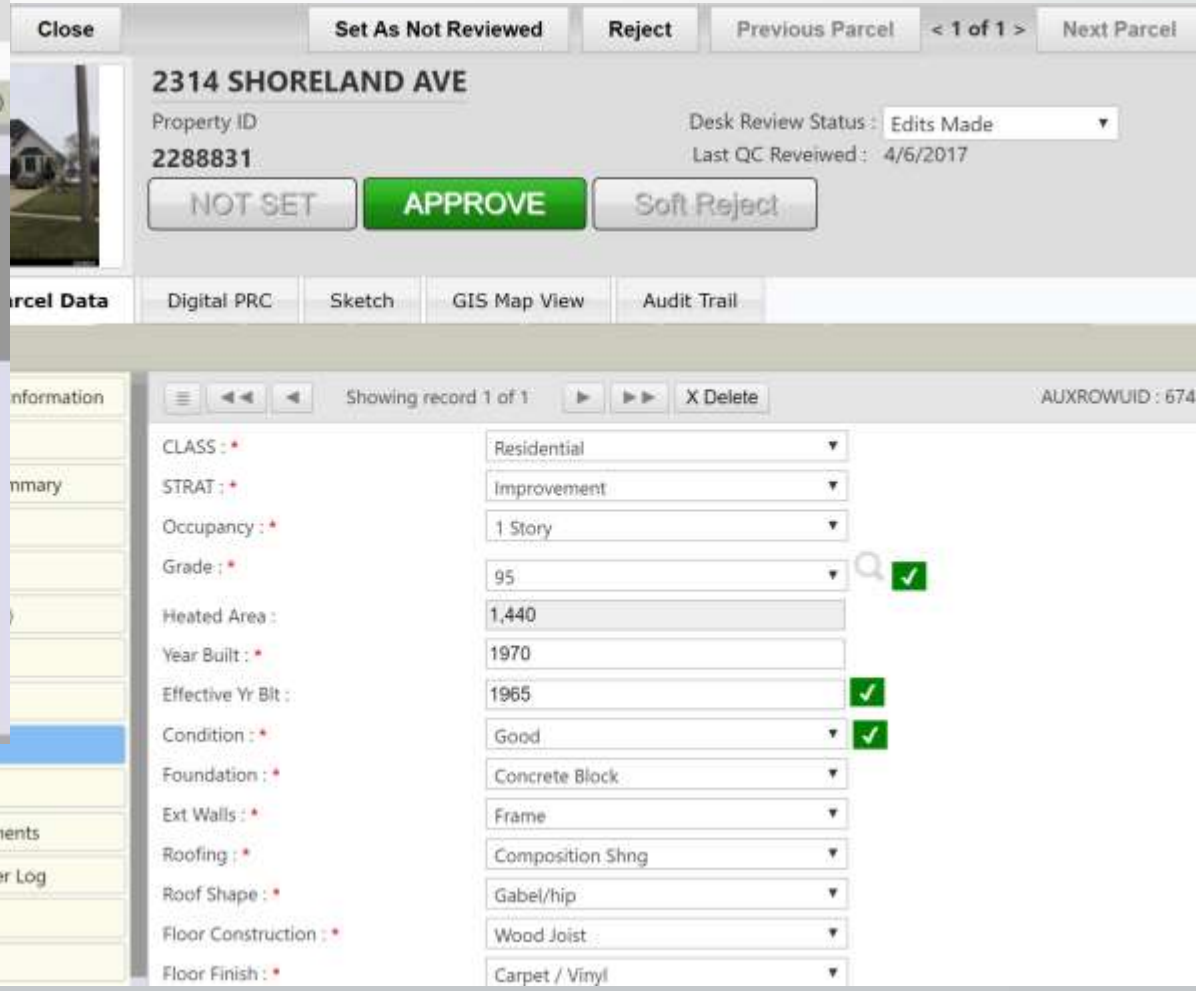
- Optimized & Dynamic Routing
- Easy Touch-Screen Sketching (sent directly back to CAMA/tax-roll system)
- Instant Photo Association and Synchronization
- Real-Time Quality Control
- Monitor Productivity (automated reporting)
- No check-in / check-out (access to nearby parcels, no record locks)
  - Easy Management of Work Assignments
- Integration with Leading 3rd Party Tools (and **open data** formats!)
  - Leica Disto Laser, Pictometry, NearMap, Sanborn, Cyclomedia, OSM, Apex, RapidSketch, Navigon, Waze, qPublic, etc…

Desirable Features: Sketch, Routing, GIS

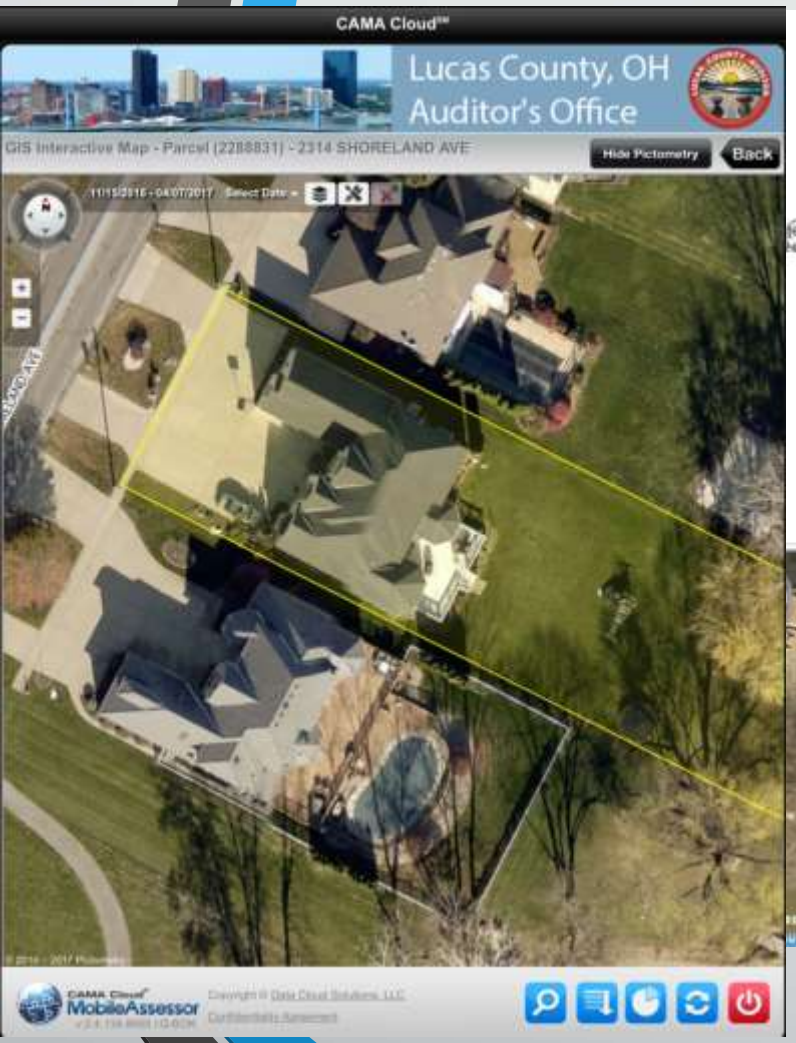
Desirable Features: Instant Photo Association

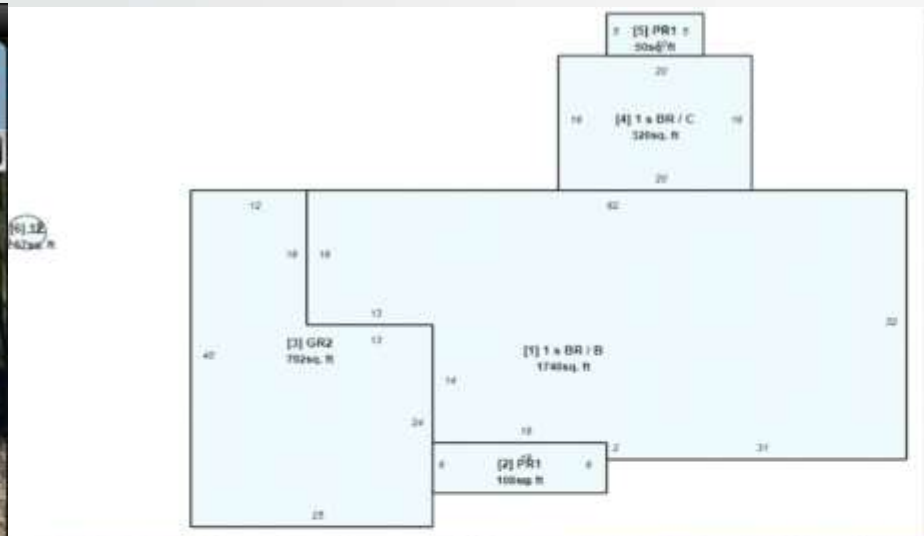
Desirable Features: Real-Time Q.C.





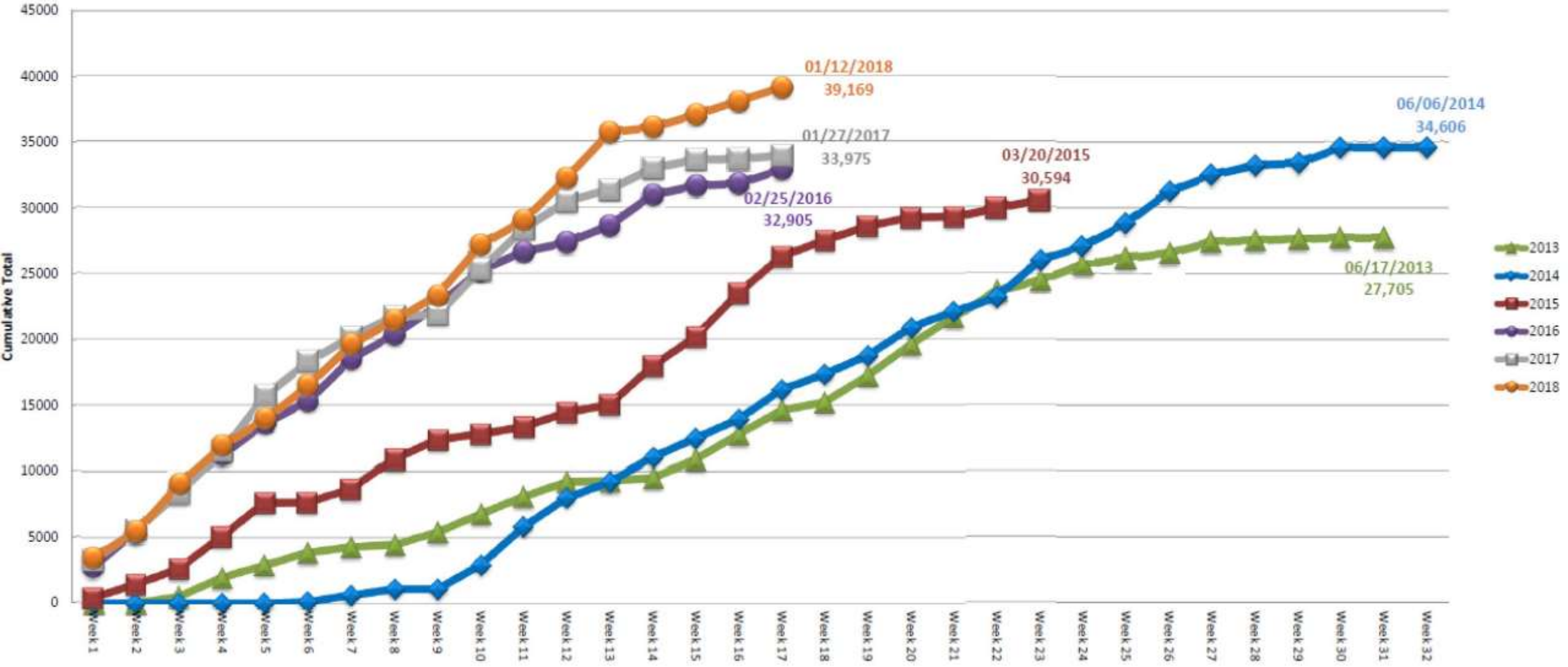
Desirable Features: Seamless Integrations





MobileAssessor: Productivity Gains

- Not just "paper replacement" or "mobile" for the sake of it.
- Efficiencies gained **for offices of all sizes** (from 3,000 parcels to 1MM+)



Assessment Calendar Shifts, Gains & Improvements

Completing your field visits sooner allows for "rainy day" projects to be completed that you never had time to do before.

- Preliminary value review and corrections to data
- Sales Ratio analysis
- Outlier review
- Finding mistakes in data
- Public outreach
- Etc.

Shift Your Calendar

"We are still seeing gains in productivity but not as dramatic as the first years. What is substantial is the other benefits we are now realizing. This has allowed us to make other process changes and **significantly shift our calendar** which has had a compounding effect – rather than having field work data entry continuing until **June** and overlapping valuation and equalization seasons, we are now able to complete all field work before **February** 1st. This allows us to start earlier and devote all appraisers to valuation efforts, and has provided us time for additional research and quality control ***projects that we have not been able to address in the past*** – which gives us a better data quality, more accurate appraisals, and makes the valuation phases go quicker.

With a quicker valuation phase we are able to send out notices earlier, start our equalization phase sooner, and are able to process taxpayer appeals much more rapidly (it also makes the traditionally adversarial equalization phase less stressful to the staff, which helps manage staff burnout and retention)."

– IAAO Recipient of the Distinguished Jurisdiction Award

- Approximately $1.65 per parcel in the 1st 12 months.
- After 2-3 years of use, savings are now over $4.00 per parcel.
  - Each year, not cumulative.

Overview: Field Optimized Features

(high-level demonstration)

Questions?

Thank you!

CAMACloud™ MobileAssessor