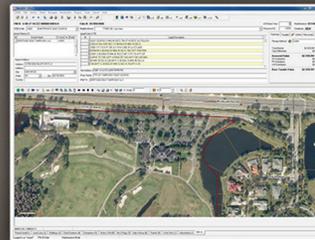
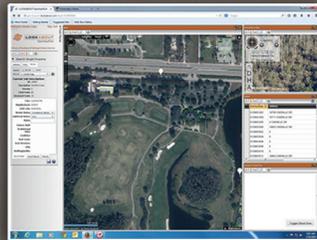
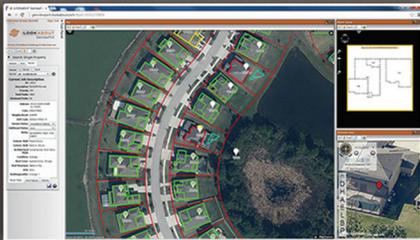


# HCPA Initiates Cutting-Edge Desktop Appraising Program



**Property Appraiser  
Hillsborough County**

GVP started as a nice little tool and now it's a business model for us. **Everything in our office goes through GVP.**



Working in collaboration with a “data visualization” company called iLOOKABOUT, Bob Henriquez instructed the HCPA to implement a web-based desktop appraisal program. The result was a unique software called GeoViewPort (GVP), which uses a combination of existing HCPA data and high-resolution aerial and ground-level photography to make extremely accurate property assessments of the county’s nearly 500,000 parcels. In most cases, the data and images used within GVP affords the HCPA even more assessment information about an individual property than what an appraiser could see if they were physically standing in front of it. “This technology is a significant leap forward in the way we do business and, at the same time, in the method by which we meet our constitutional responsibility of making fair and equitable assessments,” Henriquez said. “Utilizing it not only represents a cost savings, it streamlines our workflow and improves the accuracy of our data.”

The resolution of the imagery allows extremely accurate measurements of building footprints and home additions. And because the appraiser is behind a desk and not driving a vehicle, the HCPA has seen huge savings for the taxpayers of Hillsborough County in fuel, repairs, drive time, paper, ink, scanners and printers. To help reduce the cost of on-site inspections and lessen its carbon footprint, the HCPA has gone to a fleet of gas-electric hybrid vehicles.

Using GVP, HCPA appraisers have been able to review their yearly quota of 25 percent of the county’s parcels more accurately, at a faster rate and at a reduced cost. Since beginning the project on July 14, 2014, approximately 10,066 parcels have experienced a value changes from GVP, both adding and subtracting parcel value information. The HCPA estimates these changes have been responsible for adding \$9.2 million of residential value to the county tax roll, which, annually, would result in approximately an increase of \$184,000 in revenue for the county’s school board and other local taxing authorities.

Since this value increase is added to the tax roll in perpetuity, over the course of 10 years, the county could see \$1.8 million in added revenue. And if similar value increases are found in the remaining 75 percent of the county that the HCPA will review in the coming three years, the revenue increase for the county could eventually approach \$7 million.” With this and other technological improvements we are making in our office, we are literally on the cutting edge of property appraising,” Henriquez said. “And the benefits to the taxpayer more than makes up for the initial investments.”



## Project at a Glance

In 2014, iLOOKABOUT was part of the team that assembled leading technologies to enable Hillsborough County (Tampa, Florida) to transition their workflow to remote validation and review of properties. The County acquired Pictometry oblique imagery, APEX digitized and geo-referenced sketches and iLOOKABOUT provided Desktop Review and project management software (GeoViewPort and Assessment Project Management Module). iLOOKABOUT completely transformed the Hillsborough County workflow by implementing the GeoViewPort Management Module and GeoViewPort Desktop Review application, integrated with the County's Thomson Reuters Custom CAMA application. Pictometry completed the oblique imagery collection. Apex converted and geo-referenced the sketches. Both deliveries are key elements in the Desktop Review process performed in GeoViewPort for efficient review and escalation. The County licenses 25 seats of our GeoViewPort application, where their staff review parcels remotely allowing management to monitor productivity and quality. The Audit module of GeoViewPort allows the auditor to review and reject work performed by individual staff on-line, avoiding time consuming and costly printing and audit preparation.

## How we Started

It was a Campaign promise to 'Reboot'. We wanted to utilize technology to modernize, rethink and save money. We had aerial photography, Google Street views and the County's Thomson Reuters Custom CAMA application. iLOOKABOUT was able to get these pieces to speak to each other. What we were missing was a systematic review process. We have centralized our whole office around this visualization and software product. We had an existing process of field work but the management module with GeoViewPort has allowed us to assign a work flow. Once we had the management module we saw the full utility of GVP.

## Results to Date

The County is extremely satisfied with the transformation and the overall productivity gains have been dramatic. We first saw opportunity for GVP for residential work, then the commercial and agricultural teams said they could benefit from GVP as well. Most recently we've added an audit portion, allowing review work to be done. We have completed one full year cycle; 50% field work and 50% desktop review. As we head into our second year, our goal is look at everything first with GVP. Over time, the data will be cleaner. Making the data more accurate makes it fair and equitable. Use of high-resolution aerial photography, combined with the **GeoViewPort** desktop software and CAMA data, will save thousands of work hours compared to time-consuming field inspections.

## Recognition

**HCPA has been recognized with international "Digital Government" award.** Recognized by the Center for Digital Government, which annually presents the Best of the Web and Digital Government Achievement Awards (DGAA). The Best of the Web awards recognize city, county and state governments for outstanding portals and websites based on innovation, functionality, productivity and performance. HCPA won its award in the "Government Internal" category for its innovative desktop appraisal software called GeoViewPort (GVP). The HCPA co-developed GVP, as well as its associated Management Module, with the Canadian software firm iLOOKABOUT.

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