

Ad Hoc Reappraisal Committee Public Comment/Survey Marketing & Outreach Efforts

Background

In September 2021, the Board of Commissioners established an Ad Hoc Reappraisal Committee after hearing resident concerns following the 2021 Reappraisal. Follow the committee's progress here: <https://engage.buncombecounty.org/B7041>

The committee is made up of eight county residents including representatives of the Board of Equalization & Review and at-large community members.

The goals of this committee align with the County's Racial Equity Action Plan, and will center on three focus areas:

- Identify homeowner concerns about the reappraisal process
- Provide guidance for future assessments
- Equity concerns

Committee members have expressed a strong desire to hear from community members about concerns and questions they may have about the reappraisal process. Following a SWOT exercise (strengths, weaknesses, opportunities, threats) on Nov. 17 with CAPE Director Lillian Govus, committee members agreed a survey could help to reach a broad community. The survey was open to the community starting the third week in December 2021 thru the third week in February 2022.

In addition, a tool kit was shared with Committee to help publicize Dec. 8 Public Comment

Distribution Channels & Outreach

The Cape team uses a variety of traditional channels for our messaging

Press Releases sent to Media/Community Partners for all committee meetings and launch of survey

- Earned Media examples
 - Mountain Xpress: <https://mountainx.com/blogwire/ad-hoc-reappraisal-committee-seeks-public-comment-public-can-attend-virtually/> (also posted other press releases for meetings on Blogwire)
 - Citizen-Times: <https://www.citizen-times.com/story/news/2022/01/17/buncombe-ad-hoc-committee-getting-significant-feedback-appraisals/6528837001/>
 - Biltmore Beacon: https://www.biltmorebeacon.com/news/news-briefs-jan-6-12/article_dfab59c0-6c00-11ec-b157-0f0f2c016aad.html
 - Newsbreak bulletin: <https://www.newsbreak.com/news/2479882614048/ad-hoc-reappraisal-committee-seeks-public-comment-public-can-attend-virtually>
 - Daily Advent: <https://www.dailyadvent.com/tag/ad-hoc-reappraisal-committee>
 - AVL Today: <https://avltoday.6amcity.com/making-sense-of-buncombe-county-property-tax-reappraisal/>

CodeRED-Buncombe Alerts Direct text and email messages sent to residents signed up for general governing messages - 1,969 subscribed to this list.

Buncombecounty.org

Posted articles on County Center, Assessment page, Overall Tax Department, and MyValue2021. Created a rotator banner advertising the survey on the County's main homepage. Posted a link directly to the survey in a banner on Assessment's page.

Social Media

Shared on Facebook, all meetings and survey launch. Created a FB event for initial public comment session and shared articles, reminders and links to the survey via the County's Facebook, Twitter, Instagram. Total followers across those channels: 41,500 followers.

Other social media actions:

- Shared the survey on County's NextDoor account: 72,000 members, representing 425 neighborhoods
- Sent a link to the survey directly to everyone signed up for the Buncombe County e-zine: 6,000 subscribe
- Flyers posted at Board of Commissioners' meeting
- Flyers added to television screens at Libraries/HHS (just recently)
- Information shared via a slider that airs at beginning of Commissioners meeting broadcasted on Facebook Live

Buncombe County employees: Articles shared on intranet and survey also blasted to all Buncombe County employees through Employee CodeRED direct text/email message.

Community Engagement

Community Engagement uses a grass roots outreach approach to share the survey and information about the committee with multiple networks and communities across the County. CE arranged a Community Meeting with Keith Miller and Legacy Neighborhoods and our Faith partners, and Keith and a Committee member did an interview on WRES.

Surveys were distributed at all Community Markets as well as MANNA boxes at the following locations:

- Edington Center
- Senior Opportunity Center markets
- Shiloh
- Big Ivy Community Center
- Enka ABCCM

The survey was distributed to our Faith Leaders Group and faith-based communities and contract agencies, information was shared through virtual meeting with Legacy Neighborhoods (Burton St. East End, Shiloh, & Emma), Village Roundtable, at the Stumptown Reparations Roundtables. Survey was also shared with all nonprofit partners, Black business listings, and Tipping Point and Isaac Coleman grantees.