



2019 IAAO Public Information Program Award Nomination

https://www.iaao.org/wcm/Membership_Content/Awards/Public_Information_Program_Award.aspx

“This award is presented to an assessment jurisdiction that has developed and implemented an effective system for distributing information to taxpayers and other stakeholders. Government assessment or revenue agencies that have implemented such a program in the two years prior to nomination with successful results are eligible for nomination. Jurisdictions of all sizes, especially those with high quality websites and social media resources, are encouraged to submit nominations.”

History

In 2018, our new website’s main attraction, the Property Search feature, reached its phase-one design functionality and currently accounts for 85-percent of website traffic. But, it didn’t start that way . . .

The cyber security landscape for our old website was looking bleak. Every part of our old website was without support and too old to upgrade, and we anticipated that it would soon fail important security tests. The best we could achieve with its bygone architecture was a “C” rating from respected security experts – and even that would be short-lived.

Under new leadership, the Brevard County Property Appraiser's Office (BCPAO) began development of a new website, which was to be built in-house using modern technology. This website project began at the same time our new Computer Assisted Mass Appraisal (CAMA) system, network, and other technology modernization projects were underway. It was quite an undertaking for our tiny tech team, but in the few remaining days of 2016, our old website was retired and our new website took its place. Not all features were fully functional, and some features linked back to our old website while we continued development, but the essentials were there. Security was a key factor in our release date and, out the gate, our new website received an “A” rating from the same security experts that gave our old website a “C”.

Website Security Test



Our New Website (www.bcpao.us)

Our new website was designed using Responsive Web Design ([RWD](#)) methodologies. It fits on virtually any size device and works in all modern browsers. There is no need for a reduced-function mobile version because it works just as well on cell phones as it does on desktops, laptops, tablets, and even multi-monitor configurations. This architecture provides our visitors with full functionality and a familiar interface regardless of how they access our website.



Website analytics show a continued increase in mobile device usage since our new website's release:

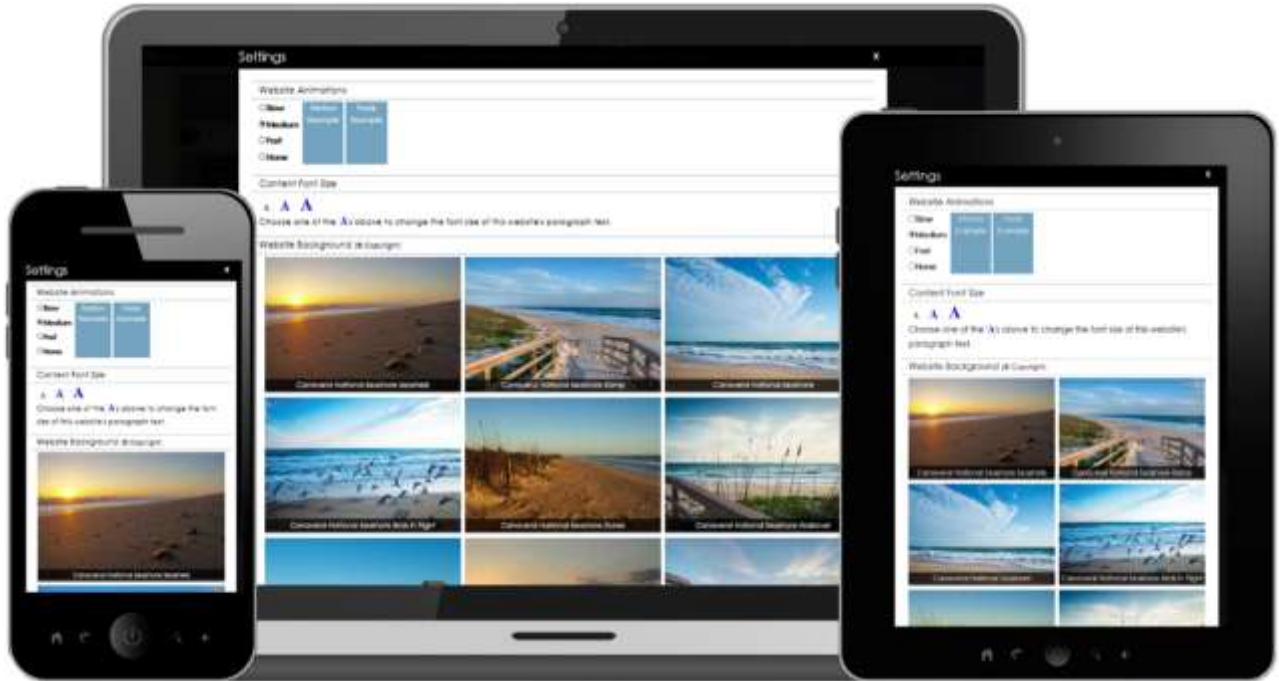


Our new website stands out with many examples of:

1. **Trust & transparency** through our online property search feature that provides vast amounts of free detailed property information that can be printed, saved, exported, and shared with others via a modern, user-friendly web interface.
2. **Public education** through easy access to detailed records, help tools, online instructions, definitions, answers to frequent questions, and direct communication with all BCPAO departments.
3. **Facilitation** of government, business, and community operations through free downloadable GIS and tabular datasets available to everyone.
4. **Exceptional service** through online property exemptions application, online forms, interactive maps, and other modern features that make our website best in class.
5. **Mobile accessibility** through innovation and thoughtful design.

Visitor Preferences

We recognize that our visitors have different preferences for how they would like to interact with our website. So, in addition to making our website fit almost any size screen, we added a settings panel that enables our visitors to change a few things to their liking. The website remembers their settings:



Website visitors can stretch our interactive maps across multiple monitors for a panoramic view:



Our maps work as stand-alone applications or fully integrated with our property search feature:



Now, let's take a look at our website's most popular attraction . . . **The Property Search Feature** . . .

Property Search (www.bcpao.us/PropertySearch/)

Our website's Property Search feature was designed as a fully-integrated Single-Page Application (SPA). This enables our visitors to search for properties and view property details, maps, aerial imagery, taxes, deeds, plats, sketches, photos and more without ever leaving the Property Search page.

► Tabs

The Property Search interface is organized into four tabs: **Search**, **Results**, **Details**, and **Maps**.



Our visitors never lose their place and can go to any tab at any time to view or change its content.

The process is simple:


1. Enter search criteria (**Search** tab)
2. View search results (**Results** tab)
3. View individual property details (**Details** tab)
4. View interactive property maps (**Maps** tab)

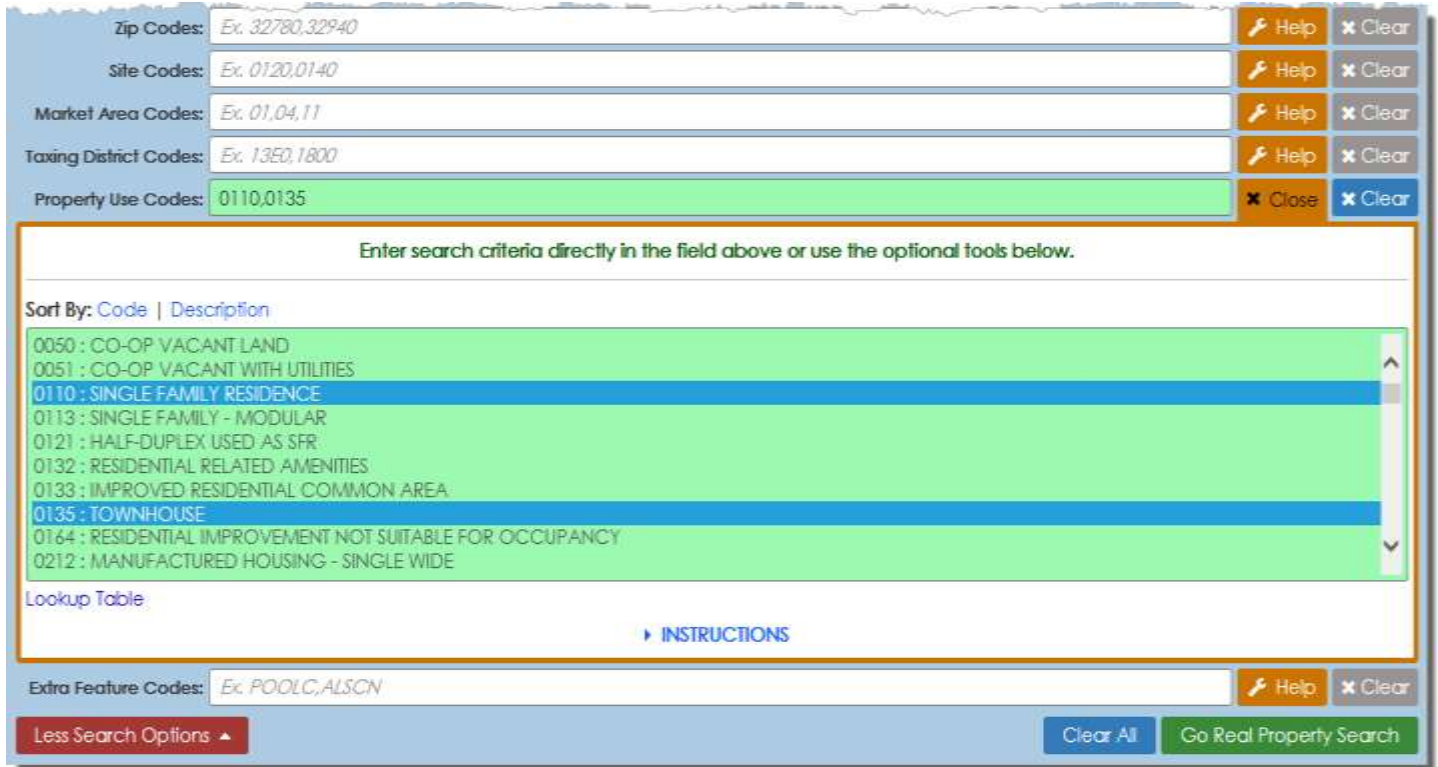
► The Search Tab



The Search tab enables visitors to enter any combination of search criteria. They are not limited to predefined search groups, and can return to the Search tab at any time to revise their criteria.







► The Search Tab (continued)



 Help buttons open panels that contain tools and instructions to assist with entering search criteria that may be less familiar to our visitors. In the example below, visitors do not need to remember property use codes or go anywhere else to find them. A sortable list is provided with Codes and Descriptions, and selecting one or more codes from the list automatically enters them in the input field:





Zip Codes: *Ex. 32780,32940*  

Site Codes: *Ex. 0120,0140*  

Market Area Codes: *Ex. 01,04,11*  

Taxing District Codes: *Ex. 13E0,1800*  

Property Use Codes: **0110,0135**  



Enter search criteria directly in the field above or use the optional tools below.

Sort By: Code | Description

0050 : CO-OP VACANT LAND
0051 : CO-OP VACANT WITH UTILITIES
0110 : SINGLE FAMILY RESIDENCE
0113 : SINGLE FAMILY - MODULAR
0121 : HALF-DUPLEX USED AS SFR
0132 : RESIDENTIAL RELATED AMENITIES
0133 : IMPROVED RESIDENTIAL COMMON AREA
0135 : TOWNHOUSE
0164 : RESIDENTIAL IMPROVEMENT NOT SUITABLE FOR OCCUPANCY
0212 : MANUFACTURED HOUSING - SINGLE WIDE

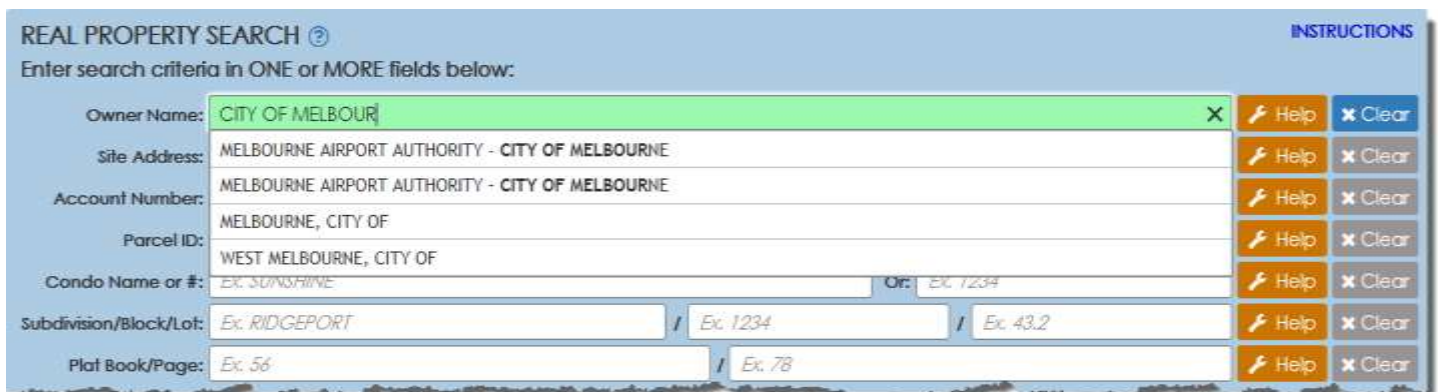
Lookup Table


[► INSTRUCTIONS](#)

Extra Feature Codes: *Ex. POOLC,ALSCN*  




[Less Search Options ▲](#) [Clear All](#) [Go Real Property Search](#)



AutoComplete helps our website visitors save time entering criteria the same way as Google, Bing, Yahoo, and other search engines: As users type their search criteria, a list of possible options appears and gets more specific as more specific input is entered. Visitors can select from the list or ignore it and enter more generic criteria to return more generic results:







REAL PROPERTY SEARCH  [INSTRUCTIONS](#)



Enter search criteria in ONE or MORE fields below:



Owner Name: **CITY OF MELBOURNE**   



Site Address: MELBOURNE AIRPORT AUTHORITY - CITY OF MELBOURNE  

Account Number: MELBOURNE AIRPORT AUTHORITY - CITY OF MELBOURNE  

Parcel ID: MELBOURNE, CITY OF  

Condo Name or #: *Ex. SUNSHINE* Or: *Ex. 1234*  

Subdivision/Block/Lot: *Ex. RIDGEPORT* / *Ex. 1234* / *Ex. 43,2*  

Plat Book/Page: *Ex. 56* / *Ex. 78*  

► The Search Tab (continued)

Property searches can be simple or complex, but we've made even complex searches easy. The following example shows search criteria for detached single-family riverfront homes between 3,000 and 5,000 square-feet built between 2000 and 2018 on between 0.25 and 1.25 acres with a boat dock and swimming pool that were sold in 2018 for between \$725,000 and \$1,500,000:

The screenshot shows a web interface for a real estate search. At the top, it says "Data Updated 1/30/2019 @ 3:35 AM EST" and "Contact Us". Below this are tabs for "Search", "Results", "Details", and "Maps". There are two checked options: "Exclude Inactive Records" and "Show AutoComplete". The main section is titled "REAL PROPERTY SEARCH" with an "INSTRUCTIONS" link. It prompts the user to "Enter search criteria in ONE or MORE fields below:". The search criteria are organized into several sections:

- Owner Name:** Ex. JOHN Q PUBLIC (green background)
- Site Address:** Ex. 123 MAIN ST 32941 (green background)
- Account Number:** Ex. 1234567 (green background)
- Parcel ID:** Ex. 20G-35-03-XY-234-5.67 (green background)
- Condo Name or #:** Ex. SUNSHINE (green background) OR Ex. 1234 (green background)
- Subdivision/Block/Lot:** Ex. RIDGEPORT (green background) / Ex. 1234 (green background) / Ex. 43.2 (green background)
- Plat Book/Page:** Ex. 56 (green background) / Ex. 78 (green background)
- Sale Price From:** 725000 (green background) To: 1500000 (green background)
- Sale Date From:** 01-01-2018 (green background) To: 12-31-2018 (green background)
- Market Value From:** Ex. 150000 (white background) To: Ex. 250000 (white background)
- Year Built From:** 2000 (green background) To: 2018 (green background)
- Base Area From:** 3000 (green background) To: 5000 (green background)
- Gross Area From:** Ex. 1000 (white background) To: Ex. 3000 (white background)
- Acres From:** .25 (green background) To: 1.25 (green background)
- Zip Codes:** Ex. 32780, 32940 (white background)
- Site Codes:** 0110, 0102, 0110, 0116, 0118, 0122 (green background)
- Market Area Codes:** Ex. 01, 04, 11 (white background)
- Taxing District Codes:** Ex. 13E0, 1800 (white background)
- Property Use Codes:** 0110 (green background)
- Extra Feature Codes:** BDOCK, POOLC (green background)

At the bottom, there are buttons for "Less Search Options", "Clear All", and "Go Real Property Search".

A green background (shown above) informs users of correct criteria. A yellow background (shown below) informs users of incorrect criteria, and a message explaining the error is displayed. As users type and correct errors, the yellow background turns green and the error message is dismissed.

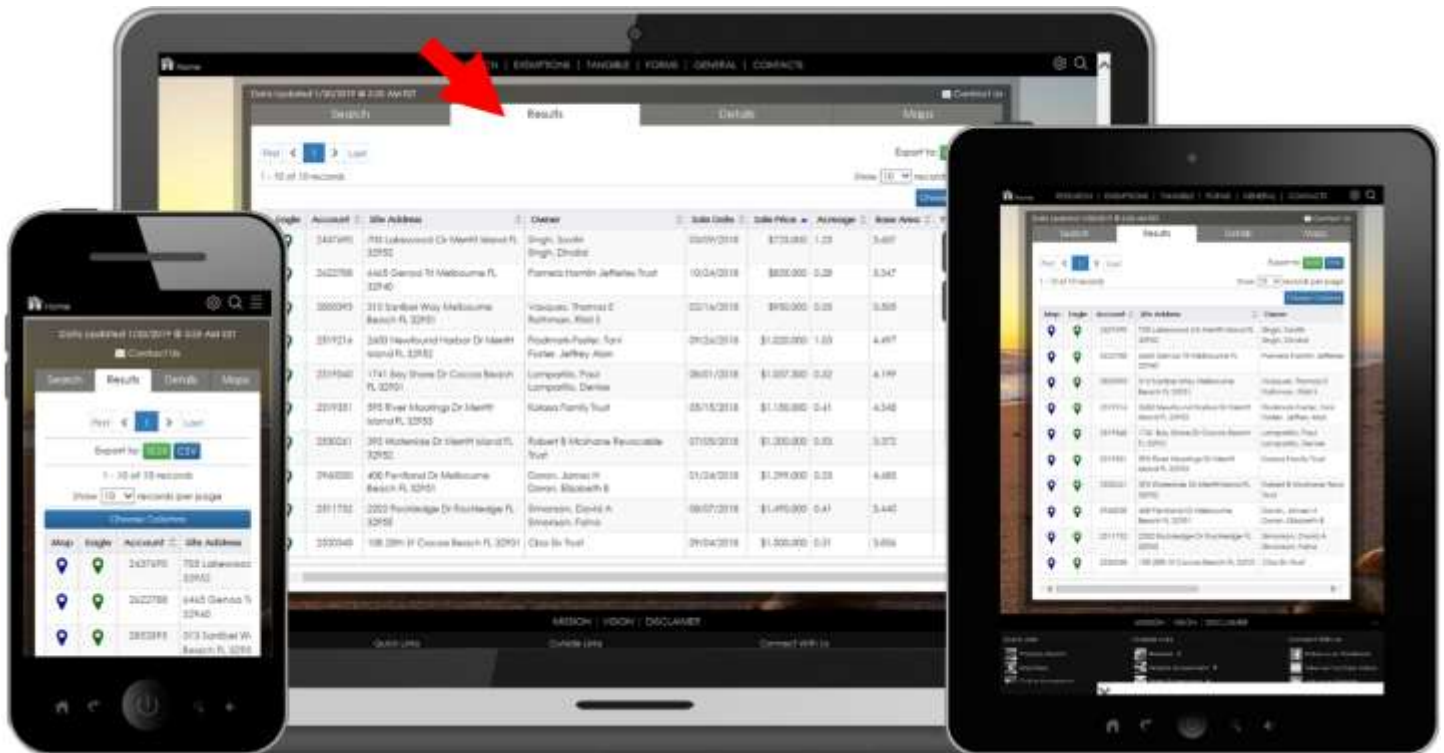
Parcel ID: 123-35-03-XY-234-5.67 (yellow background) Help Clear

► '123' is not a valid township in Brevard County. Must be between 20 and 30 (20G or 30G for land grants)

If search criteria finds too many or too few results, our website visitors can return to the Search tab to make changes. Nothing is lost unless users change or clear their search criteria.

► The Results Tab

The Results tab lists properties found by the search in a sortable grid. Website visitors can add or remove data columns, view maps, export search results, and so on. Clicking any row in the Results grid opens the Details tab where information specific to that property is displayed. If only one property is found from the search, the Details tab is automatically opened. The example below shows the results from the previous complex search example as they would appear on various devices:



The Results tab has tools to export the search results, tab through pages of data, sort, hide and show data columns, view maps, and so on.

Data Updated 1/30/2019 @ 3:35 AM EST

Search Results Details Maps

First < | > Last

Export to: [XLSX](#) [CSV](#)

1 - 10 of 10 records

Show 10 records per page

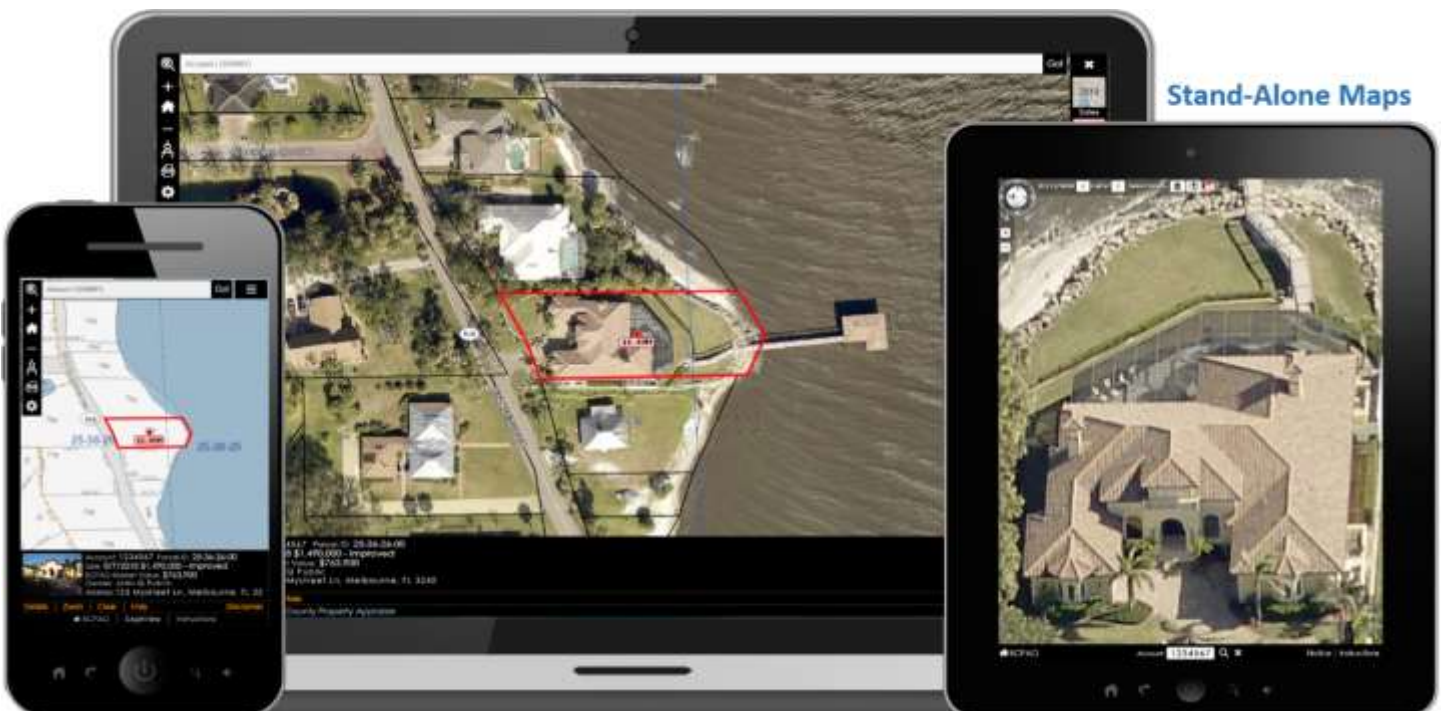
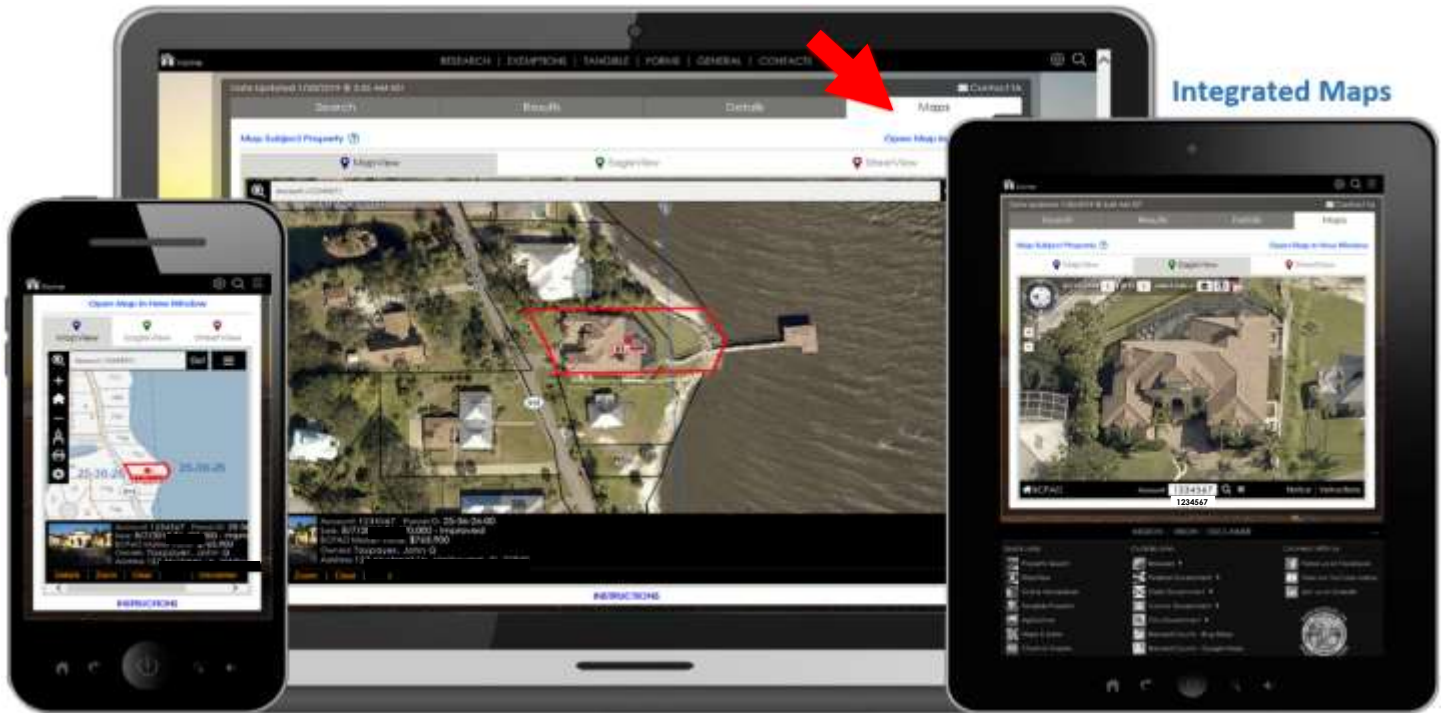
Map	Eagle	Account	Site Address	Sale Date	Sale Price	Acreage	Base Area	Sub Area
		2437490	705 Lakewood Cir Merritt Island FL 32952	03/09/2018	\$725,000	1.23	3,607	4,693
		2622788	6465 Genoa Trl Melbourne FL 32940	10/24/2018	\$855,000	0.28	3,347	4,611
		2853395	313 Sanibel Way Melbourne Beach FL 32951	02/16/2018	\$950,000	0.35	3,505	4,569
		2519216	2600 Newfound Harbor Dr Merritt Island FL 32952	09/26/2018	\$1,020,000	1.03	4,497	6,395
		2519540	1741 Bay Shore Dr Cocoa Beach FL 32931	08/01/2018	\$1,037,500	0.32	4,199	5,782
		2319351	595 River Moorings Dr Merritt Island FL 32953	05/15/2018	\$1,150,000	0.41	4,348	5,994
		2530361	893 Waterlode Dr Merritt Island FL 32952	07/05/2018	\$1,200,000	0.67	3,372	5,609

Choose Column:

- Map
- Eagle
- Account
- Site Address
- Mailing Address
- Owner
- Parcel ID
- Sale Date
- Sale Price
- Water Value
- Acreage
- CR Book/Page
- Property Use
- Tract District

► The Maps Tab

The Maps tab contains three tabs: MapView, EagleView, and StreetView (StreetView in development). MapView is our interactive online map with detailed GIS layers, sales, and orthogonal aerial imagery. EagleView is an in-house customized version of our vendor's Integrated Pictometry Application (IPA) showing oblique aerial imagery. StreetView is Google's street-level maps. Maps are stand-alone, full-page applications that can be opened and viewed in their own window, or integrated as part of our Property Search feature.



☰ Summary

The BCPAO's new website is part of a continuing vision of technological innovation for superior customer service and government transparency. In addition to the Property Search feature, our new website includes the ability for the public to file for property tax exemptions online, view and download valuation charts and graphs, download the entire website database and GIS map layers for free, order printed maps with online cost-recovery payment, access all of our forms, and contact any of our departments directly through our new website. Except for legally-confidential information, detailed information about every assessed property in Brevard County is available on our new website. Additionally, our website footer contains links to all municipal websites and related federal, state, and county websites. Our ultimate goal is to expand the functionality of our website so that anything that can be done at any one of our five offices can also be done through our website. It's a lofty goal for this small shop, but so was the design of our new website when we started.

Our new website, with its "A" security rating and vast amount of publically-accessible information, empowers our customers, promotes a better understanding of valuations, and builds trust in the Brevard County Property Appraiser's Office through easy-to-use technology. It's a website designed for everyone, and continues to evolve.

Mission

"...to be the best in the state of Florida..."

The Brevard County Property Appraiser's Office strives to be the best in the State of Florida at producing an accurate, equitable, and uniform assessment roll. We are committed to excellence in property valuation, providing quality and professional customer service, and performing these duties at the lowest cost to taxpayers. Above all, we welcome every opportunity to serve the People of Brevard County.

Vision

"...Florida's leader..."

We strive to be Florida's leader in providing our customers with the most trusted source of property data and innovative valuation services.

www.bcpao.us

[Property Search Instructions](#)