



CEU Packet

1015 - Identifying Residential Vacation Rentals Using 3D GIS Public Data

FUTURE TRENDS

Description:

The County of Maui has made public a thematic, interactive, 3D GIS model identifying residential vacation rentals in condominium projects. The 3D map will be used for compliance, tax policy decisions and to improve real property tax equity.

Start Date: 8/31/2021 11:00:00 AM

End Date: 8/31/2021 12:00:00 PM

Learning Outcomes:

1. Opportunity to view 3d GIS thematic condominium maps.
2. Learn new ways to present assessment data using the latest technology.
3. Using crowd sourcing to increase compliance and assessment equity.

Presenters:

Marcy Martin AAS - County of Maui, HI

QUALIFICATIONS OF MARCY L. MARTIN, AAS

PROFESSIONAL EXPERIENCE:

2019 - present COUNTY of MAUI REAL PROPERTY ASSESSMENT DIVISION – County Real Property Tax Administrator

- Administrative authority for the Real Property Assessment system. Plans and directs a staff of 42 full time employees in the appraisal, assessment, administration, tax mapping and title abstraction of real property; compliance and enforcement; and real property GIS section for the County of Maui. Assists in the accounting and collection of real property taxes for the County of Maui.

2010 - 2019, 1995 - 2006 COUNTY OF MAUI REAL PROPERTY ASSESSMENT DIVISION – Senior County Real Property Technical Officer (1/10-2/19); County Property Technical Officer (8/03-5/06); Valuation Analyst (6/95-7/03)

- Principal advisor and resource to the Real Property Assessment Administrator. Acts as the principle source on technical questions on real property tax problems for taxpayers, tax advisors, and legal counsel. Advise appraisers on how to derive accurate and equitable appraised values. Assist appraisers in solving the most difficult and complex appraisal assignments including valuation under appeal. Calibrate replacement cost valuation models used for valuing residential, apartment, commercial, industrial, agricultural and hotel buildings. Complete real property and real estate market data studies. Review private appraisal reports. Supervise valuation analysts. Master user of all real property assessment software. Provide technical review of and formulate legislation. Provide training to the division's supervisors and staff.

2006-2009, 1990-1995 PARADISE APPRAISALS, LLC / ROYAL PACIFIC APPRAISALS / SEVCO REAL ESTATE APPRAISERS - Staff Appraiser

- Real estate appraisal experience on the islands of Maui, Lanai and Molokai. Types of property appraised include single family residential, condominiums, commercial, vacant land and multi-family.

1989-1990 TITLE GUARANTY ESCROW SERVICES - Escrow Assistant

- Job required a general knowledge of all aspects that affect title of real property in Maui County. Reviewed and analyzed sale contracts, title reports, conveyances and other recorded documents affecting real property ownership and rights.

Timed Outline - Identifying Residential Vacation Rentals Using 3D GIS Crowd Sourcing #1015

This presentation will illustrate how 3D, thematic, interactive, condominium GIS maps can be used to improve assessment equity and assist real property tax policy makers.

Topic	Learning Objectives <i>the learner will be able to...</i>	Timed Outline
Background on Maui County	Tax policy, tax rate classification, how does the visitor industry impact real property tax policy, is the visitor industry a reason for a lack of affordable housing, can tax policy be used to increase affordable housing	0:10
Creation of 3D maps	How were the 3D condominium maps created, what do they look like, how are they viewed	0:10
How are the 3D, thematic, condominium maps solving problems	Maps display legal, residential, condominium vacation rentals and units occupied by long term renters and residents. This provides a visualization of actual land uses that can be used by tax policy makers.	0:10
Crowd sourcing of map	The map has been made public. The map is interactive. The public can click on polygons and report units actively renting to vacationers which will increase compliance.	0:10
Questions and discussion		0:05

PROFESSIONAL LICENSE:

- Hawaii Certified Residential Appraiser #316 5/13/1994 to present
- Hawaii State Licensed Appraiser #213 4/20/1992 - 5/12/1994

PROFESSIONAL ACCOMPLISHMENTS:

- Elected to the IAAO Board of Directors for Region 1 2021
- Certificate of Excellence in Assessment Administration (CEAA), International Association of Assessing Officers (IAAO), April 2018 to present – team leader
- Assessment Administration Specialist (AAS), IAAO, July 2013 to present – professional designation
- Tyler Technologies Public Sector Excellence Award Winner, May 2017, team leader

PRESENTATIONS:

- GIS/Valuation Technologies Virtual Conference 2021
- IAAO Legal Conference 2018 (over 200 attendees included paper)
- Hawaii Counties Annual Board of Review Conference (2018, 2016, 2015)
- Hawaii EagleView Users Conference 2017
- Tyler Connect Users Conference 2017
- IAAO Annual Conference 2016

LEGAL EXPERIENCE:

- 2 court appearances
- 9 depositions

CERTIFICATIONS:

- Hawaii in state instructor, IAAO

EDUCATION:

- Bachelors of Arts Degree in Mathematics, San Diego State University, 1988
- List of professional education available upon request.

COMMUNITY SERVICE:

- IAAO Region 1 Board of Director 2021-2023
- Paia Town Association board member, 2016 to 2019
- State of Hawaii Department of Transportation Paia Relief Route Advisory Group Member, 2009 to 2018