



CEU Packet

1071 - Maximizing Valuation Accuracy with Spatial Visualization

03 DEVELOPING AND MANAGING CADASTRAL DATA

Description:

See real-world use cases provided by the City of Chesapeake, VA of how to integrate Spatial Visualization into each stage of your valuation process accompanied by a detailed application of how to apply the most useful tasks within your GIS.

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

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

Learning Outcomes:

- Understand the various ways assessment data can be leveraged with spatial visualization to deliver accurate valuations

- Identify how GIS and imagery can be used to aid in each stage of the revaluation process

- Explore various spatial visualization tools and determine which would be most valuable for you and your team

Presenters:

Greg Daniels CAE - City of Chesapeake, VA

Tasha Vincent - Vision Government Solutions

GREGORY H. DANIELS

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Chesapeake, Virginia 23322
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EDUCATION & PROFESSIONAL DEVELOPMENT:

Senior Executives in State and Local Government Certificate, June 2014
John F. Kennedy School of Government, Executive Education
Harvard University, Cambridge, Massachusetts

International City/County Management Association, 2014
Member

Leadership Lynchburg Graduate, May 2003
Lynchburg Regional Chamber of Commerce
Lynchburg, Virginia

Master of Science in Public Administration (MPA), May 2000
Old Dominion University, Norfolk, Virginia
National Honor Society for Public Administrators - Pi Alpha Alpha

Bachelor of Science in Business Administration (BSBA), May 1988
Financial Management & Real Estate Finance Major
Old Dominion University, Norfolk, Virginia

LEADERSHIP POSITIONS:

Real Estate Assessor, Chesapeake, Virginia
Appointed by City Council May 2016- Present

City Assessor, Lynchburg, Virginia
Appointed by City Manager 2001-2016

President, Greater Lynchburg Transit Company (GLTC) Board of Directors
Appointed by City Council 2005-2015; Board President 2013-2015

Chairman, Consulting Services Committee, International Association of Assessing Officers (IAAO)
Appointed by IAAO President 2011-2014; Chairman 2013-2014

President, Virginia Association of Assessing Officers (VAAO)
VAAO President and various other positions September 2006-2013

Chairman 2007, Vice Chairman 2006 International Geographic Information System (GIS) & Computer Assisted Mass Appraisal (CAMA) Conference
International conference utilizing GIS & CAMA systems

LEADERSHIP ACTIVITIES:

- Team Leader, **Implementing LEAN**: Operational Excellence for Local Government
- Co-chair, **Strategic Planning** City of Lynchburg
- **Project Manager** – various projects
- **Policy recommendations generating revenue.**
- **Advisor** to Lynchburg Economic Development Authority and Economic Development Department Head regarding development opportunities with Lynchburg
- Member, **City Manager's Leadership Team**
- **Advisor for franchise agreement** and lease for Airport Flight Based Operations (FBO)
- **Led the Greater Lynchburg Transit Company Board** through the development

process for a new \$7 million Transfer Station and \$23 million Administration/Maintenance Facility

- Identified an area for improvement and initiated the **creation of a comprehensive Development Advisory Committee**, which proactively consults with developers to build a win-win scenario for them and the City
- Developed strong working relationships with state and local government as well as local and national businesses
- Identified a need for oblique, aerial imagery across organization. Formed partnership with major City departments to fund projects
- **Leader, 2010 Census** for the City of Lynchburg
- Team member, Development Coordination Team
- **Primary Coordinator, ICMA Performance Measurement Project**
- **Budget Analyst** for the City Manager, City of Lynchburg FY 2003
- Revenue Enhancement Team Member
- **Information Technology Leadership Team**
- Geographic Information System (GIS) Advisory Member
- City Coordinator, Junior Achievement
- City Coordinator, Day of Caring
- Researched and prepared **policy analysis** for the James City County Administrator and Board of Supervisors utilizing a **cost-benefit analysis** for Residential Curbside Solid Waste Collection

**WORK
EXPERIENCE:**

Real Estate Assessor, May 2016- Present

City of Chesapeake, Virginia

City Assessor, March 2001- May 2016

City of Lynchburg, Virginia

Responsibilities and Accomplishments:

- Prepare and present reports to City Council
- Changed the effective date of assessment to synchronize to the City's fiscal billing cycle resulting in \$340,000 of additional tax revenue
- Implemented monthly proration of new buildings resulting in \$250,000 of additional tax revenue annually
- Lead efforts to design new property data website
- Complete review and redesign of all workflows and programs within the City Assessor's Office and its interface with other departments
- Successfully published Request for Proposals (RFP), reviewed proposals, negotiated with vendor, converted data and implemented new ProVal (CAMA) software system within 10 months
- Recommended City Code changes to City Council regarding improving the Rehabilitation Exemption program
- Redesigned the appraisal function and workflow to improve efficiency and effectiveness utilizing the mass appraisal software system
- Accepted responsibility for parcel mapping from Public Works to improve efficiency for the City
- Designed automatic permit data upload into the CAMA system to improve efficiency
- Successfully managed extremely large increases in assessed values by working with the media and conducting public hearings throughout the City
- Defend appeals and Board of Equalization Hearings and legal challenges
- Speaker at International and State conferences regarding mass appraisal & geographic information system integration, real estate valuation, and software development

Deputy Assessor, November 1995-March 2001

James City County, Virginia

Responsibilities and Accomplishments:

- Functioned as the ProVal CAMA Database Administrator
- Worked with departments and vendors to successfully implement, integrate and maintain ProVal (CAMA) software system
- Zangerle Award - Won the International Award for the outstanding newsletter publication while serving as Editor of Virginia's *NETWORK*, a quarterly newsletter
- Appraised all types of commercial/Industrial and residential properties
- Restructured the appraisal function and workflow to improve efficiency and effectiveness utilizing the mass appraisal system
- Improved appraisal accuracy by writing statistical programs to introduce statistical modeling and linking to the Geographic Information System (GIS)
- Supervised GIS staff
- Speaker at Virginia Education Seminar on the use of GIS technology to improve valuations
- Involved with regional program to provide property information on the Internet
- Successfully defended several major assessment appeal cases
- Involved with various intergovernmental projects and programs

Assistant to the County Administrator (Intern 20 hours per week), 1996-1997
James City County, Virginia

Responsibilities and Accomplishments:

- Researched and prepared policy analysis for the County Administrator and Board of Supervisors utilizing a cost-benefit analysis for Residential Curbside Solid Waste Collection
- Prepared and led the Executive staff pre-agenda meetings for the Board of Supervisors
- Represented the County at regional Hampton Roads Planning District Commission meetings
- Speaker at the Solid Waste Association of North America conference on the findings of the cost-benefit analysis

Accomplishments: Assisted the County Administrator on various projects. Completed a special project assigned by the County Administrator. Performed some responsibilities of the vacated Assistant County Administrator position. Reviewed and routed citizen concerns and comments throughout the organization. Attended various local and regional meetings such as the Board of Supervisors, Peninsula Mayors and Chairs, Hampton Roads Mayors and Chairs, and Hampton Roads Planning District Commission. Assisted with the preparation and editing of the Board of Supervisor agenda. Conducted the weekly pre-agenda meeting for the executive staff. Researched, prepared and presented a cost-benefit analysis to the Board of Supervisors for a proposed county wide solid waste collection program.

Member, City Manager Assistance Team, 1994-1995
City of Chesapeake, Virginia

Accomplishments: Assisted the Assistant to the City Manager with the *Investment Criteria for South Battlefield Boulevard State Route 168* for the House Transportation Appropriations Subcommittee. Performed a cost-benefit analysis, which helped to acquire \$9,000,000 in federal funding

Commercial/Residential Real Estate Appraiser, August 1988-November 1995
City of Chesapeake, Virginia

Accomplishments: Responsible for managing the appraisal function, appeals, data processing, and public relations of various sections of the City. Coordinate the analysis of property income and expense statements, rent rolls, and market data for the development of capitalization rates. Consult with owners, managers, leasing agents, brokers, developers, and tax representatives. Plan and organize annual revaluation of property using market

data, computers, sales ratio analysis, and statistical formulas. Prepared and defended appeal cases against professional tax representatives at the annual Board of Equalization

AWARDS:

Certificate of Excellence in Assessment Administration (CEAA) 2019

International Association of Assessing Officers (IAAO)

Distinguished Service Award, 2018

Virginia Association of Assessing Officers (VAAO)

Most Valuable Member Award, 2012-2013

Virginia Association of Assessing Officers (VAAO)

Outstanding Affiliate Award 2012 (President of VAAO)

International Association of Assessing Officers (IAAO)

International Public Information Award 2011

International Association of Assessing Officers (IAAO)

Outstanding Member Award, 2010-2011

Virginia Association of Assessing Officers (VAAO)

Outstanding Public Transit Small System in North America Award 2009

American Public Transportation Association (APTA)

Board member for the recipient Greater Lynchburg Transit Company

ProVal Outstanding User Jurisdiction Award, 2003

Selected out of 350 North American Localities 2003

Nominee – Distinguished Assessment Jurisdiction

International Association of Assessing Officers, 2003

International Association of Assessing Officers (IAAO) Zangerle Award, 1996

Editor, Virginia Association of Assessing Officers, NETWORK