

COMMUNICATIONS OVERVIEW – 2024 CITYWIDE REASSESSMENT

Date	Action
June 2023	<p>Direct Mail to all property owners – call to action: contact the City with corrections. First-class mailing included:</p> <ul style="list-style-type: none"> • Inventory letters • First of two brochures, “Understanding the Reassessment” • Call to action: Owners were requested to call or email the appraiser by July 14th if there were any discrepancies in the inventory. <p>Outcome: ~900 calls, ~100 emails received (consistent with prior assessments) in June and July</p>
June 2023	<p>Website Content – Comprehensive content added to City website in English and Spanish: https://cityofrochester.gov/assessment/</p> <ul style="list-style-type: none"> • Overview, dates/deadlines, contact information, links for scheduling a review of your assessment, info/deadlines for Board of Assessment Reviews (BAR), tax rate information, and information/deadlines for tax exemptions and credits • “Reassessment Questions and Answers” (en español) • “Understanding the 2024 Reassessment” (en español)
Sept. 25, 2023	<p>Internal Communications – Reassessment presentation to full Senior Management team</p>
Oct. 10-11, 2023	<p>Community Outreach – Meetings with neighborhood association leaders</p> <ul style="list-style-type: none"> • 10/10/23 – Zoom meeting with neighborhood association presidents providing opportunities to hold Assessment meetings for residents • 10/11/23 – Zoom meeting with SW neighborhood association leaders (NSC lead Charles Reaves)
Nov. 1 & 13, 2023	<p>Community Outreach – City Assessor and Deputy Assessor held meetings with neighborhood associations</p> <ul style="list-style-type: none"> • 11/1/23 – Maplewood Neighborhood Association meeting at Aquinas High School • 11/13/23 – Zoom presentation to NBN6 neighborhood association
Mid-Nov. 2023	<p>Extension of Informal Assessment Review Deadline – City Assessor extends deadline for requests for contesting of reassessments from Jan. 31 to Feb. 9, 2024.</p>
Nov. 22, 2023	<p>Internal Communications – Zoom meeting with Neighborhood and Business Development managers to discuss reassessment</p>
Dec. 2 - 14, 2023	<p>Direct Mail to all property owners – Reassessment Letters:</p> <p>First-class mailing included:</p> <ul style="list-style-type: none"> • Disclosure Impact Notice (specific reassessment information for each property) • Second explanatory brochure, “2024 Reassessment Questions and Answers” • Call to action: Call to schedule an appointment by Feb. 9, 2024 to meet with a City Appraiser who will review your 2024 assessment and consider any change you request based on information you have to offer
Dec. 13, 2023	<p>News Release – City Begins Distribution of 2024 Property Reassessment Estimates Coverage included: WROC TV 8; Rochester Business Journal</p>
Dec. 22, 2023	<p>Media Interview – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> • Channel 8 https://www.rochesterfirst.com/news/this-is-overreach-rochester-family-sees-595-tax-hike-in-2024-property-reassessment-estimate/
Jan. 4, 2024	<p>Internal Communications – City Assessor and Deputy Assessor conducted working session with City Council</p>
Jan. 4, 2024	<p>Community Outreach – Mayor, Finance Director, City Assessor and Deputy Assessor participated in Beechwood Neighborhood Association meeting</p>
Jan. 9, 2024	<p>Media Interview – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> • News10 NBC https://www.whec.com/top-news/67-85-95-increases-rochester-homeowners-express-frustrations-over-city-reassessment/

Communications re: City Reassessment (cont.)

Date	Action
Jan. 10, 2024	<p>Media Interview – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> 13WHAM https://13wham.com/news/local/sticker-shock-property-owners-in-rochester-reeling-over-latest-reassessments
Jan. 12, 2024	<p>Media Interview – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> Spectrum News (online link unavailable)
Jan. 16, 2024	<p>Community Outreach – Finance Director, City Assessor and Deputy Assessor attended community event at Ark of The Covenant Church</p>
Jan. 25, 2024	<p>Enhanced website and social media – New explanatory video about reassessment embedded on city website and shared in City social channels: https://www.cityofrochester.gov/assessment/</p>
Jan. 25,2024	<p>Direct marketing – 8,228 robocalls and 3,812 text messages to city residents over 65, reminding them of NYS tax credit deadlines and encouraging calls/emails with questions or concerns about their assessments</p>
Jan. 26, 2024	<p>Media Interviews – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> WHAM 1180 AM – Bob Lonsberry https://www.iheart.com/podcast/99-bob-lonsberry-20922208/episode/bob-lonsberry-show-126-hour-2-145750763/
Jan. 27, 2024	<p>Media Interviews – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> WDXK, Memory Lane – online link unavailable
Jan. 30, 2024	<p>Community Outreach – City Assessor and Deputy Assessor attended two events</p> <ul style="list-style-type: none"> At Arnett Library with City Council member LaShay Harris Community event at Antioch Baptist Church
Jan. 30, 2024	<p>Media Interviews – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> Poder – online link unavailable
Jan. 31, 2024	<p>Community Outreach – City Assessor and Deputy Assessor participated in Park-Meigs Neighborhood Association meeting</p>
Feb. 4, 2024	<p>Media Interviews – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> WHEC TV 10 – Rochester In Focus https://www.whec.com/top-news/rochester-in-focus-february-4-2024/
Feb. 7, 2024	<p>Media Interviews – Communications coordinated interviews with Assessor and/or Deputy Assessor (based on availabilities)</p> <ul style="list-style-type: none"> Channel 8 https://www.rochesterfirst.com/video/rochester-assessors-office-6000-timeslots-filled-for-property-assessment-reviews/9411809/ WXXI https://www.wxnews.org/local-news/2024-02-08/some-rochester-homes-more-than-double-in-value-with-reassessment
Feb. 8, 2024	<p>City Council Presentation – Assessor presents additional information regarding contested assessments</p>
Outcomes	<p>5,418 (all available) informal review appointments filled by Feb. 7; meetings conducted Dec. 2 through Feb. 29</p> <p>Assessment team receives approximately 50 calls per day</p> <p>Saturday and evening hours (adding approx. 230 new time slots) added to accommodate the increased interest</p>
Next Steps	<p>Communications regarding:</p> <ul style="list-style-type: none"> Formal Board of Assessment Reviews (BAR) – Mar. 19 deadline for all forms How property taxes work (why a higher assessment does not mean higher taxes)