Navigating the Planning Phase of a CAMA Project
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ABSTRACT TEXT: This presentation is intended to provide guidance to jurisdictions that are moving toward purchasing CAMA software. It touches on a broad range of topics that should be examined before a vendor is in-house.

The first portion of the presentation centers around my background as a reformed technologist and the landscape in Philadelphia. I spent the first 18 years of my career as an IT professional working in all phases of the Software Development Life Cycle. My educational aspirations (B School) led me to direct my career toward the Business side of the house and I completed that transition by joining the Office of Property Data for the City of Philadelphia. My background provides particular expertise in understanding on the ground conditions from the perspective of both IT and the Business. As a result, I discuss how to determine if the time is right to start a CAMA project and the major factors that inform such a decision.

The majority of the presentation can be considered a step by step guide to move a municipality from concept to action. The necessity of buy-in from stakeholders and the role of a planning vendor are discussed in detail, along with the artifacts that are needed in order to prepare a good RFP. I discuss, in general terms, factors that are of paramount importance during vendor selection. The remainder of the presentation addresses building a project team, workspace considerations, and steps to take to get a head start on the implementation phase of the project. I will also address project buy-in and the importance of branding the project.

Taking GIS/ CAMA Integration to the Next Level
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ABSTRACT TEXT: With a population exceeding 360,000, Allen County, Indiana (Fort Wayne) is the second most populous county in the State of Indiana. The County Assessor’s team of 34 employees manages approximately 160,000 parcels across the County’s 660 square miles through the integration of GIS and CAMA software. Among other benefits, this tight integration has provided the County a return on investment through:

- Improved quality control
- Increased productivity
- Higher accuracy

This presentation will open with a brief overview of the County's CAMA software and how the software is designed to integrate key assessment data with a variety of 3rd party systems, in particular, GIS. We'll take a deep dive into specific benefits the integration of GIS and CAMA has provided the County such as; increased transparency to taxpayers, desk audits via oblique imagery, and attribute analysis (e.g. percent change analysis, commercial land analysis, grade analysis, etc...).

The presentation will also include a live demonstration of the County’s publicly available Comparable Online Multiple Property Search (COMPS) website, which is used by taxpayers to search for a specific property and geographically view the comparable “market area” of that property.