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# NEWS

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## From RICK AUERBACH

### LOS ANGELES COUNTY ASSESSOR

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FOR IMMEDIATE RELEASE

#### **ASSESSOR'S DEPARTMENT WINS PUBLIC INFORMATION AWARD FROM INTERNATIONAL ASSESSMENT ASSOCIATION**

The Los Angeles County Office of the Assessor has ended the year by winning the prestigious Public Information Program Award from the International Association of Assessing Officers (IAAO).

The 2003 Award recognition includes the Assessor's Internet website at [www.lacountyassessor.com](http://www.lacountyassessor.com), which has now logged more than 2.3 million visits since the current, state-of-the-art version went online three years ago, said County Assessor Rick Auerbach.

"Our goal is to provide property owners and the public with an array of options for obtaining accurate and understandable information, from property values and area sales to building data and maps," Auerbach, said, "and that effort has been recognized by the IAAO honor."

"It is also an unusual honor because the distinction is given only to programs which have proven their effectiveness over a period of at least two years prior to being considered for the Award," Auerbach added.

At the recent IAAO conference in Nashville, Tennessee, the Office of Assessor was given the Award for "promoting innovation and excellence" in appraisals and program administration with projects such as the Website which provides printable forms, parcel maps and recent sales data by neighborhoods.

Other public information programs acknowledged by the Award involve a departmental video or cd-rom presentation explaining the assessment process, an interactive voice response telephone system, the use of citizen advisory committees and a community outreach program providing employees for presentations to groups.

Auerbach, a 33-year veteran of the department, was elected Assessor in 2000 and re-elected in 2002.

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