



COUNTY OF LOS ANGELES TREASURER AND TAX COLLECTOR

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 437, Los Angeles, California 90012
Telephone: (213) 974-2101 Fax: (213) 626-1812
ttc.lacounty.gov and lacountypropertytax.com

JOSEPH KELLY
TREASURER AND TAX COLLECTOR

Board of Supervisors
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March 8, 2019

TO: Supervisor Janice Hahn, Chair
Supervisor Hilda L. Solis
Supervisor Mark Ridley-Thomas
Supervisor Sheila Kuehl
Supervisor Kathryn Barger

FROM: Joseph Kelly
Treasurer and Tax Collector

COUNTY OF LOS ANGELES TREASURER AND TAX COLLECTOR REDESIGNS ITS WEBSITE

This is to inform you that the department has launched a new website as part of our ongoing efforts to enhance customer service. The redesign reflects nearly a yearlong effort to analyze the reasons constituents visited the website; to revise all content to ensure it was factually correct; to display with some prominence our menu of SELF SERVICE options which we have implemented in the last 12 to 18 months to help reduce wait times in our call center; and to engage with our constituents to understand their wants and needs.

To obtain constituent input, last spring/summer, I posted on our website a short survey entitled "RATE OUR WEBSITE" which asked several simple questions, including whether the constituent was able to find the information he or she was seeking. Constituents responded that they were challenged in finding the information and interpreting technical language or references if they did find it. All rated the site poorly. We assembled a Website Work Group, retained a website consultant, analyzed historic usage statistics and we went to work.

The new website responds to constituent needs by creating a refreshed look and feel, by consolidating onto the main page the top five most requested services, by revising content using everyday language, and by making more self-service options available on the web so that constituents can help themselves at times that are convenient for them and avoid what can be long wait times in our call center. The website also allows constituents to browse on the device of their choice: computer, tablet or mobile phone.

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The site contains the following self-service options, all developed with our constituents in mind.

- Make an online payment
- Establish an account in our Property Tax Management System
- Request a penalty cancellation
- Request a duplicate Secured (Real) Property Tax bill
- Look up the payment history of secured (real) taxes paid on a property
- Subscribe to receive notices from us, including a reminder of payment delinquency dates

Attached are three screen shots of what constituents will see when they view the website.

The redesign was made possible with the support of the Chief Executive Office.

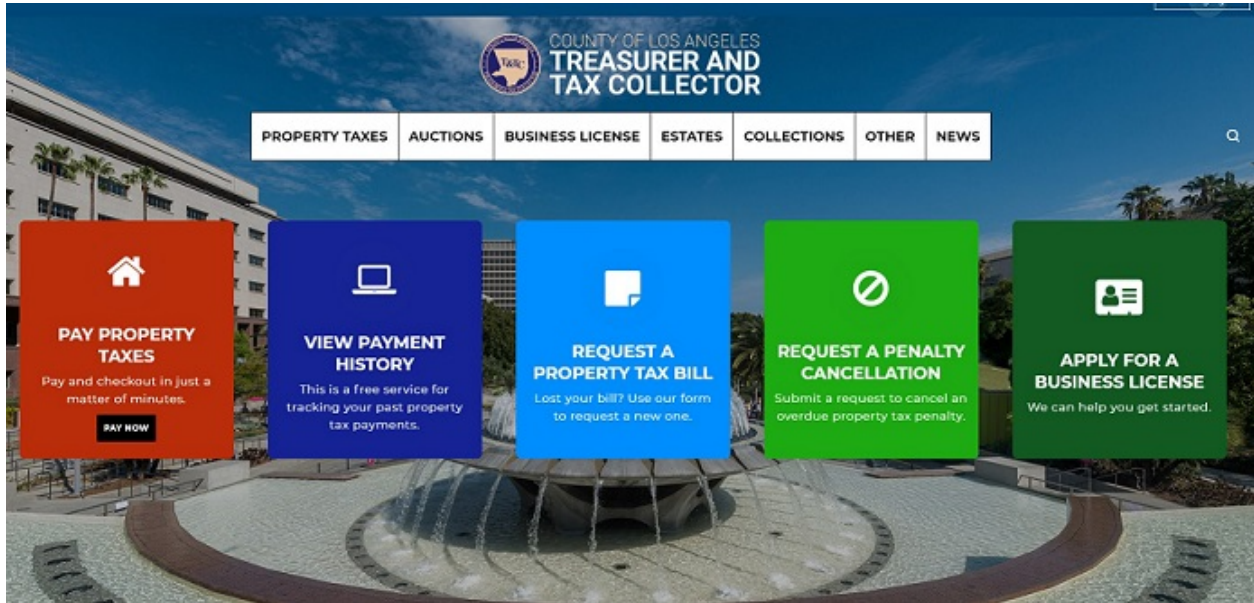
Should you have any questions, please contact me directly or your staff may contact Matthew Der, Chief Information Officer, at (213) 974-7618 or mder@ttc.lacounty.gov.

JK:KK:MD:st

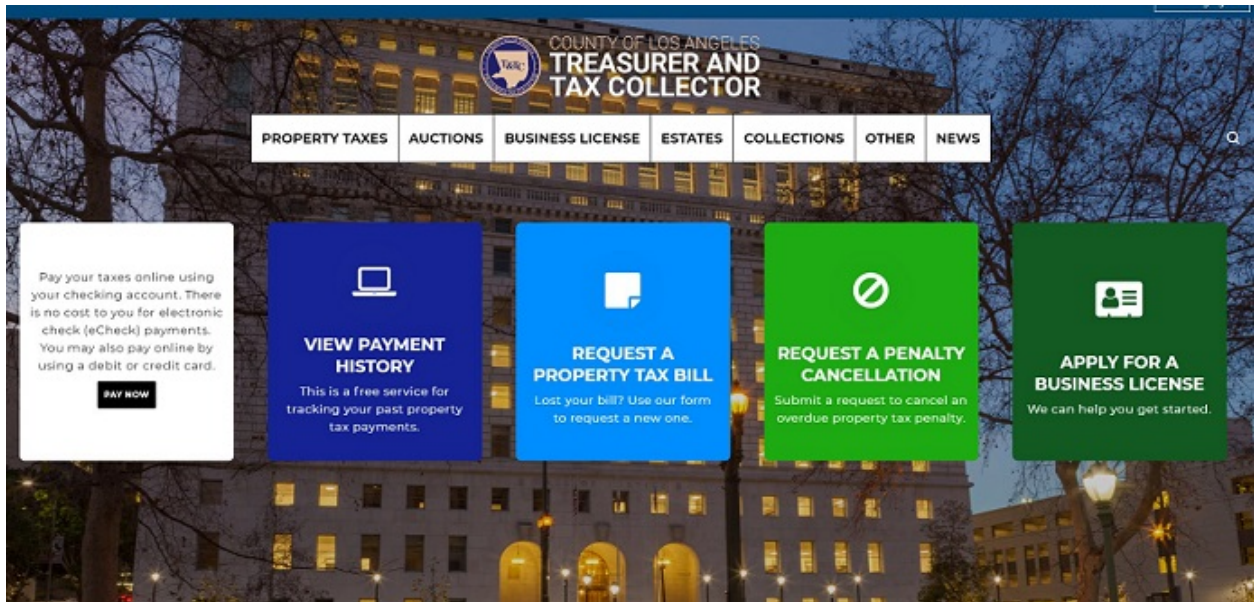
Attachment

c: Assessor
Chief Executive Officer
Executive Officer, Board of Supervisors
Auditor-Controller

On the home page, we present the five most common requests. Our analyses told us that 80% of constituents visiting our website want to do one or more of these five things.



The buttons associated with these top five requests turn over automatically, so in the picture below you see the reverse of the Pay Your Property Tax button. This provides concise information meant to clarify the summary functionality on the button's face.



We also have a more streamlined and logical menu of all services under each subject heading across the top.

COUNTY OF LOS ANGELES
TREASURER AND TAX COLLECTOR

PROPERTY TAXES AUCTIONS BUSINESS LICENSE ESTATES COLLECTIONS OTHER NEWS

<p>PAY YOUR SECURED (REAL) PROPERTY TAXES</p> <ul style="list-style-type: none"> Request Duplicate Bill Pay Your Property Taxes Property Tax Balance Due Property Tax Management System Property Tax Payment History Property Tax Installment Plans Top 5 DO's and DON'Ts 	<p>SECURED (REAL) PROPERTY TAX PENALTIES</p> <ul style="list-style-type: none"> Avoid Penalties Penalty Cancellations Penalty Cancellation Due to a Lost Payment (Affidavit) 	<p>SECURED (REAL) PROPERTY TAX INFORMATION</p> <ul style="list-style-type: none"> New Property Owner Property Tax Portal Property Tax FAQs General Information Secured Property Tax Bills, Inserts, and Notices Adjusted Annual Property Tax Bill Adjusted Supplemental Property Tax Bill Annual Property Tax Bill Annual Property Tax Bill Insert Annual Property Tax Information Statement Notice of Delinquency Payment Activity Notice Statement of Prior Year Taxes Subotuna Property Tax Bill Supplemental Property Tax Bill 	<p>SECURED (REAL) PROPERTY TAX PROGRAMS AND SERVICES</p> <ul style="list-style-type: none"> Senior Citizen Property Tax Assistance Third Party Property Tax Notification Program Military Personnel Property Tax Relief Secured Property Tax Information Request (Multiple Parcels) 	<p>UNSECURED (PERSONAL) PROPERTY TAXES</p> <ul style="list-style-type: none"> Request Duplicate Bill Pay Your Property Taxes Property Tax Balance Due Avoid Penalties Property Tax - Liens General Information Penalty Cancellations FAQs Sample Unsecured Property Tax Bills Unsecured Property Tax Bill Unsecured Prior Year Bill
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