

Treasurer – Tax Collector's Office



2013 - 2014

Our Mission



THE TREASURER – TAX COLLECTOR serves the residents of Monterey County and public agencies by protecting the public trust through the delivery of valuable, professional and innovative services in the collection of property taxes, fines/fees, banking and investment services.

Divisions of Treasurer – Tax Collector

TREASURY

PROPERTY TAX

REVENUE

Treasury Services

- Invest and manage an investment portfolio in excess of \$1 Billion on behalf of the County, schools, and special districts.
- Provide general banking and treasury services.

Treasury Output Measures

FY 2013 - 2014

- Processed \$2.1 Billion in deposits
- Earned \$4.96 Million for Treasury pool participants
- Maintained an investment yield of 0.49%

Goal: Exceed Industry Benchmark Yields

Treasury Division

THE STORY BEHIND OUR PERFORMANCE

After the initial requirements of safety and liquidity are achieved, the Treasurer seeks to provide portfolio participants with a competitive yield.

<u>MEASURE</u>	<u>2011/12</u>	<u>2012/13</u>	<u>2013/14</u>
Percentage of portfolio yield exceeding industry benchmarks:	100%	100%	100%
TARGET: 95%			

Additional Performance Measures

Treasury Division

<u>MEASURES</u>	<u>2011/12</u>	<u>2012/13</u>	<u>2013/14</u>
Percentage of investments maintaining a weighted average maturity (WAM) of 2 years or less. TARGET: 100%	100%	100%	100%
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Number of times investments sold to meet liquidity demands. TARGET: 0	- 0 -	- 0 -	- 0 -

The Results

Treasury Division

HOW DATA HELPS US MANAGE PERFORMANCE

- Provides information on how our investments are performing, compared to other portfolios with the same attributes.
- Monitors and manages cash flow
- Diversifies portfolio
- Actively investing idle cash in appropriate investments
- Creates training opportunities for staff

Property Tax Collection Services

- Oversee the billing, collection, reporting, and accounting for all real and taxable property, including Transient Occupancy Tax.

Property Tax Output Measures

FY 2013 - 2014

Collected:

- \$578.6 Million Secured Property Tax
- \$23.2 Million Unsecured Property Tax
- \$19.9 Million Transient Occupancy Tax
- \$8.2 Million Delinquent Tax

Goal: Maintain Collection Rates Above Statewide Average

Property Tax Division

THE STORY BEHIND OUR PERFORMANCE

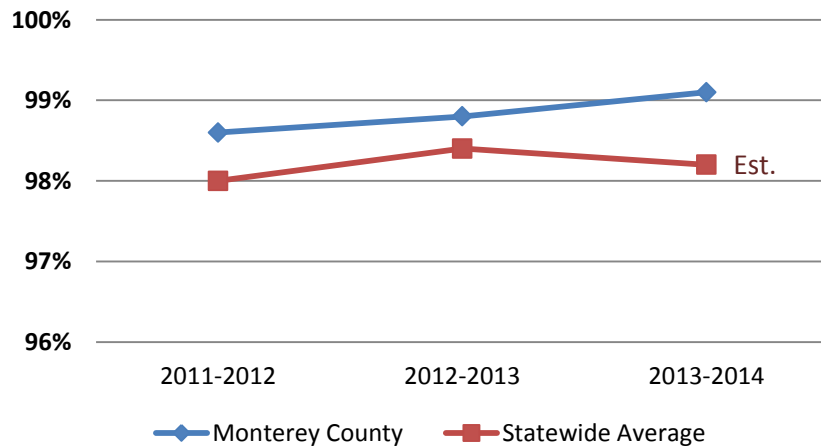
Property taxes are a vital source of revenue to the schools, county, cities and special districts.

<u>MEASURES</u>	<u>2011/12</u>	<u>2012/13</u>	<u>2013/14</u>
Percentage of <u>secured</u> property tax collected.	98.6%	98.8%	99.1%
TARGET: 97%			
Percentage of <u>unsecured</u> property tax collected.	97.4%	98.5%	98.7%
TARGET: 96%			

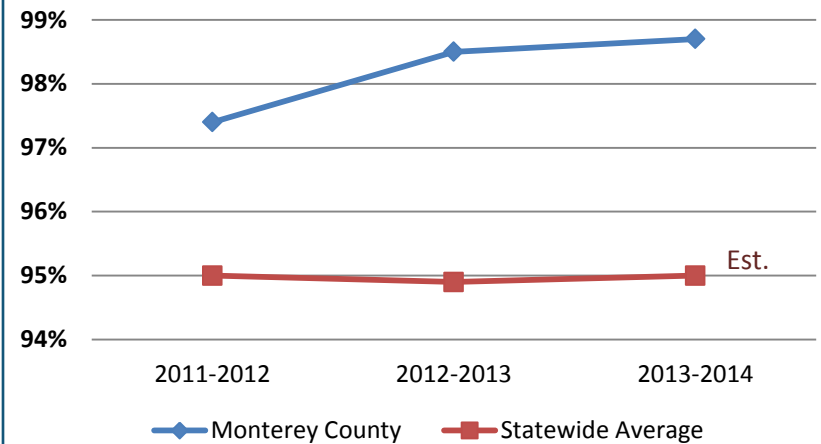
Comparison to Statewide Collection Rates

Property Tax Division

Secured Property Tax Percentage Collected



Unsecured Property Tax Percentage Collected



The Results

Property Tax Division

HOW DATA HELPS US MANAGE PERFORMANCE

- Increases use of automation and technology
- Provides training for staff on advanced skip tracing techniques
- Instituted successful collection enforcement

Revenue Division Services

- Operates a comprehensive collections program to collect criminal fines and fees for the Superior Court of California.
- Collects debt for court-ordered services for County agencies, including Probation, Health, Public Defender, and Sheriff departments.

Revenue Division Output Measures

FY 2013 - 2014

- \$12 Million collected
- \$1.2 Million – Average collection per Revenue Officer
- 26,960 new accounts were assigned for collection
- 47,216 delinquent accounts worked per Revenue Officer

Goal: Increase Number of Payment Plans

Revenue Division

THE STORY BEHIND OUR PERFORMANCE

Increasing the number of active payment plans gives us more opportunity to interact with clients and higher probability of collecting greater revenues.

<u>MEASURE</u>	<u>2011/12</u>	<u>2012/13</u>	<u>2013/14</u>
Percentage of accounts with established active payment plans:	n/a	n/a	38.91%
TARGET: 45%			

The Results

Revenue Division

HOW DATA HELPS US MANAGE PERFORMANCE

- Identifies need for additional training on advanced skip tracing
- Increase utilization of tertiary vendors (MSB, FTB, etc.)
- Utilize technology to track and monitor delinquent accounts
- Increase collaboration with Revenue partners

BUT WAIT

Change
HAPPENS!

Goal: Improve Customer Satisfaction

Revenue Division

THE STORY BEHIND OUR PERFORMANCE

At Cashier's Counter, we focus on providing exceptional customer service in the shortest amount of time possible, without reducing the effectiveness of our services.

<u>MEASURE</u>	<u>2011/12</u>	<u>2012/13</u>	<u>2013/14</u>
Customers who rated our service as "Excellent."	n/a	n/a	96%
TARGET: 90%			

HOW DATA HELPS US MANAGE PERFORMANCE

Using survey results and feedback, we set up additional training opportunities for staff.



Questions?