

NOLAN CENTRAL APPRAISAL DISTRICT

PUBLIC RELATIONS & COMMUNICATIONS PLAN

Public-Facing Website Version

Nolan Central Appraisal District (NCAD) is a political subdivision of the State of Texas created and governed by the Texas Property Tax Code. NCAD is responsible for local property tax appraisal for the taxing units it serves in Nolan County. The district is committed to transparency, taxpayer education, public access, and confidence in the appraisal process.

Our Goal

NCAD seeks to keep property owners, taxing units, community organizations, real estate professionals, governmental agencies, tax representatives, the news media, and other interested members of the public informed through accurate, timely, and understandable communication about appraisal district responsibilities, procedures, services, and important deadlines.

Our Public Information Commitment

- Provide accurate and timely information about NCAD policies, programs, services, procedures, decisions, and significant issues.
- Explain district decisions and actions in clear, understandable language.
- Direct the public to authoritative NCAD and Texas Comptroller resources to help minimize misinformation.
- Provide opportunities for questions, suggestions, and feedback.
- Maintain professional relationships with local news media and community organizations.

How NCAD Communicates With the Public

Customer Service

NCAD staff assist taxpayers who visit, call, or email the district. The district provides reasonable public access to appraisal records and electronic resources consistent with applicable law and confidentiality requirements.

Website and Public Information Materials

NCAD uses its website as a primary source of public information. The district makes forms, reports, plans, taxpayer handouts, property tax information, statutory notices, deadlines, district policies, contact information, and links to Texas Comptroller resources available online as appropriate. Website content is reviewed regularly for accuracy and current information.

Public Notices and News

NCAD may issue website notices, press releases, public service announcements, and other public communications concerning appraisal notices, exemptions, renditions, agricultural appraisal, protests, public hearings, filing deadlines, and other matters of public interest. Required notices are published in accordance with current law and applicable Texas Comptroller guidance.

Community Outreach

NCAD may participate in meetings, hearings, educational events, and presentations with taxing units, governmental agencies, professional groups, civic organizations, and other community groups when participation supports taxpayer education and public understanding of the property tax system.

Media Inquiries

The Chief Appraiser serves as NCAD's principal media spokesperson unless another person is specifically authorized. Media inquiries are handled as promptly and accurately as possible.

Annual Communication Priorities

Throughout the year, NCAD reviews public information needs and updates communications as appraisal-cycle activities, legal requirements, and Texas Comptroller guidance change. Typical priorities include:

- **January:** Review exemptions, renditions, agricultural appraisal and special-appraisal information; verify forms, deadlines, links, office information, and taxpayer handouts.
- **March-April:** Review information about appraisal procedures, notices of appraised value, protests, evidence, and Appraisal Review Board procedures; prepare communications about appraisal notices and protest procedures.
- **April-May:** Publish or distribute required notices and ensure current protest forms, taxpayer-assistance information, and filing instructions are readily available.
- **June-August:** Provide appropriate certification-cycle updates and evaluate customer-service and communication practices for future improvements.
- **September:** Provide required public notice relating to the appraisal district budget and reappraisal plan when applicable.
- **October-December:** Review and update website content, frequently asked questions, forms, district statistics, reports, property information, and public handouts; begin preparing materials for the next appraisal year.

Review and Continuous Improvement

NCAD periodically reviews its communication efforts and makes improvements when needed. Reviews may consider website content, customer feedback, staff observations, response times, recurring taxpayer questions, changes in law, Texas Comptroller guidance, communication methods, and district responsibilities.

Contact Nolan Central Appraisal District

Nolan Central Appraisal District
208 Elm Street
P.O. Box 1256
Sweetwater, TX 79556
Phone: 325-235-8421
Website: www.nolan-cad.org