

# Franklin County Appraisal District Public Relations Plan

## **Introduction: GENERAL POLICY**

Franklin County Appraisal District was established in 1980. Texas voters approved Appraisal Districts in 1979. We are a political subdivision of the State of Texas created by the Texas Legislature. The district is responsible for appraising property located within the boundaries of Franklin County for ad valorem tax purposes of each taxing unit that imposes ad valorem taxes on property within the district. We are governed by a Board of Directors which are elected by Taxing Entities who:

- Establish the Appraisal District office;
- Adopt an Annual Budget;
- Contract for necessary services;
- Hire the Chief Appraiser; and, Make general policies.

Property values are certified to the Appraisal Review Board (ARB) which is appointed by the Administrative Law Judge. The purpose of the ARB is to:

Hear taxing unit challenges;  
Hear property owner's protests;  
Issue change orders to the Appraisal District; and, Approve the Appraisal Rolls.

The Franklin County Appraisal District appraises properties for:

Franklin County  
Mount Vernon ISD  
Winnsboro ISD  
Rivercrest ISD  
Saltillo ISD  
Sulphur Bluff ISD  
City of Mount Vernon  
City of Winnsboro  
Franklin County Water District

**Goal:**

Our goal is to provide Franklin County citizens with accurate and current information and make each contact with the public a positive experience.

**Objective:**

Our objective is to develop an information campaign to educate the property owners of Franklin County.

**Target Audiences:**

- Citizens and taxing entities of Franklin County
- Property owners and others interested in moving, investing and providing services to Franklin County
- General public
- Other Real Estate professionals in Franklin County and surrounding areas such as Realtors, Surveyors, Landmen, Economic Development Corporations, etc.

**Research:**

Conduct customer service surveys of residents, businesses, HOA's, Taxpayers in Franklin County. Surveys are available in office & on our website [www.franklin-cad.org](http://www.franklin-cad.org)

**Strategies:                    COMMUNICATION TOOLS**

Development of Franklin CAD strategies

1. Comply with all aspects of the Methods and Assistance Program (MAP) Review.
2. Improve Property Value Study results.
3. Provide public information that assists property owners and promotes economic development.
4. Make & provide public information easy to access and in one centralized location
5. Ensure adequate funding to improve district operations and customer service.

Define a key set of topics to be used as basic building blocks for news releases and publications. **Suggested topics include:**

1. Utilize Appraisal District Public Information packet as provided by the Texas Comptroller by publicizing the information in the local papers and on the district's website.
2. Publication of Property Tax Protest & Appeal procedures form 50-195.pdf including time and place of Appraisal Review Board hearings.
3. Development of public information and interest pamphlets available at the front counter and website.
4. Publication of FCAD Budget (Sec. 6.062 of the Texas Property Tax Code).
  - a) The notice must set out the time, date and place of public hearing.
  - b) The amount of the proposed budget.
  - c) The amount of increase.
  - d) Number of employees.
  - e) Must state Franklin County Appraisal District is supported solely by Taxing Jurisdictions.
6. Maintaining an informative website that encourages public interaction.
7. Posting of Board of Directors & ARB meeting agendas on the CAD's website.
8. Educate and train district employees in public relations. Mandatory customer service training every two years.
9. Establish speaking engagements by the chief appraiser and other key district staff on topics of public interest relating to CAD operations and property tax issues.
10. Open Record request & public information request.

## **Publication of Public Notifications**

### **January**

Homestead and Disabled Veteran Exemptions  
Non-Profits  
Agricultural Use  
Rendition Requirements  
Availability of Electronic Communications  
PTAD updated Public Information packet

### **February-April**

Public Hearing on Fiscal Year Budget  
Taxpayer Assistance Pamphlet  
Publish Notice of Appraised Values for current year in paper & online  
Property Tax Protest and Appeal Procedures

### **May**

Deferral of Taxes on Appreciating Residence Homesteads and Deferral of Taxes by  
Elderly and Disabled Homeowners  
“How to Protest”

### **July – September**

Public hearing on CAD biennial reappraisal plan  
  
Information on Property Tax Rates

Public information pamphlets will be continually reviewed and developed to provide the most current information to property owners.

### **Evaluation:**

Analyze and conduct follow-up surveys completed by citizen to determine necessary corrective procedures to improve public attitude of the district.

Review customer service surveys that are submitted via drop box & online via website.

Review media coverage annually to identify ratio of positive to negative stories.

**Conclusion:**

The Franklin County Appraisal District wants to keep the public educated and well informed on the activities and services of the Appraisal District. The chief appraiser and board of directors encourage public comment and input, good and bad, and strive to provide effective communications and transparency in the appraisal process. Excellent customer service and an informed public pave the way for a positive image of appraisal operations at the Franklin County Appraisal District.

Approved & adopted this the 7 day of November 2025.

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Chairman Board of Directors

Date

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Secretary Board of Directors

Date