



map news



STEPHENSON COUNTY MRA PROGRAM A SUCCESS

Stephenson County, Illinois recently completed a highly successful computer assisted reappraisal of property in the county.

A new technique, known as MRA (short for multiple regression analysis) was used to provide Supervisor of Assessment, Shirley Smith, with values for use in determining new property assessments.

The MRA method although new, relies on the classical "market value approach" for determining equitable assessments. It's really a computerized version of the same process followed by the assessor when making new assessments. Both are using the real estate market to establish the difference in value between, say, a two bedroom and a three bedroom house. By comparing recent sales, the assessor can decide the added value of a garage or a more desirable neighborhood.

The going gets a little tougher, however, when there are a large number of property characteristics or variables to consider between hundreds of sales.

This is where the computer comes in.

A special computer program was designed by The Sidwell Company to store the large number of property variables gathered from recent sales in Stephenson County.

The computer then determined the value contributed by each property characteristic by analyzing all available data.

Although each property has many characteristics such as, age, size, location,

number of rooms, etc., the buyer is only human. At best, he can cope with only ten or so of the hundreds of items. The regression analysis in the MRA program, however, does a better job by having access to all of the data at essentially the same time and selecting those characteristics which account for 90 percent of the difference in sales price.

Sidwell Company personnel were used to gather all the basic data for the Stephenson County MRA program. This included photographing each property using a special sequence camera. The data was then formatted and fed into a computer for processing. Property characteristics were then generated and applied to each parcel. This information was printed on newly designed property record cards and delivered to the Supervisor of Assessment's office.

Although Sidwell performed a complete reappraisal for Stephenson County, the MRA method was used on just single family residences due to the lack of sale data for other classes of property.

Mrs. Smith reports, "the Sidwell program not only saved us time, it established a permanent system for making equitable assessments in future years without starting from scratch". She also noted that the entire reappraisal project was made easier due to the fact that the county was already using a complete property mapping and parcel numbering system provided by Sidwell.

DAVID ENDERS ADDRESSES WISCONSIN ASSESSORS



Sidwell tax map representative, David Enders, was a featured speaker at the annual Wisconsin Assessors Conference held recently in Green Bay.

Dave's presentation covered aerial based tax maps and the permanent parcel numbering system and how they relate to tax assessment in Wisconsin.

A twenty minute color slide/sound program was used to illustrate the problems caused by inaccurate and outdated assessment records and maps. The many detailed steps in obtaining precision aerial photography and creating new tax maps were also explained.

The City of Kenosha, Wisconsin is presently using a new Sidwell tax mapping and numbering system.

NEW COMPUTER INSTALLED

To data processing people it's known as a "mini" computer, a term used to separate the large and small computer systems available today.

Actually this term is somewhat of a misnomer in view of the mini computer's expanded capabilities over systems only ten years ago.

Sidwell's new "mini" system consists of a General Automation central processing unit, disk drive, card reader, writer system console, CRT display screen and a remote access system via the telephone line.

The primary use for the new system will be to handle the accounting and reporting functions, to perform analytical aerial triangulation in connection with our topographic mapping, for multiple regression analysis as part of our computer assisted reappraisal services and to handle tax cycle services for counties.

Dudley Sidwell, Supervisor of Data Processing, reports that the computer will allow us to provide new services to our clients while, at the same time, improve the efficiency of our present ones.





C.I.A.O. DESIGNATIONS AWARDED

Certified Illinois Assessing Officer designations have been awarded to Mr. Jerry Johnson, Senior Marketing Representative and Mr. David Squires, Technical Representative.

The designation is presented to applicants who successfully complete the basic and advance assessment courses and examinations given by the Illinois Property Assessment Institute. Last year was the first time individuals in private industry were eligible for associate certification. Mr. Squires was among the first group from private industry to receive the designation.

Mr. Johnson, who has been an instructor at the school for the past seven years, had successfully completed all requirements several years ago.

CONVENTIONS SCHEDULED

Sidwell mapping services will be represented at numerous state and national conventions during the months of September and October.

An exhibit booth will be set up at the International Association of Assessing Officer's Conference in Portland, Oregon, September 18-21 and also at the Iowa County Officials Convention in Des Moines, Iowa, October 5-7.

Other meetings include: the Wisconsin Assessors, Iowa Assessors, Minnesota Assessors and the Wisconsin Tax Listers Conference.

NEW BROCHURE EXPLAINS AERIAL PHOTOGRAPHY

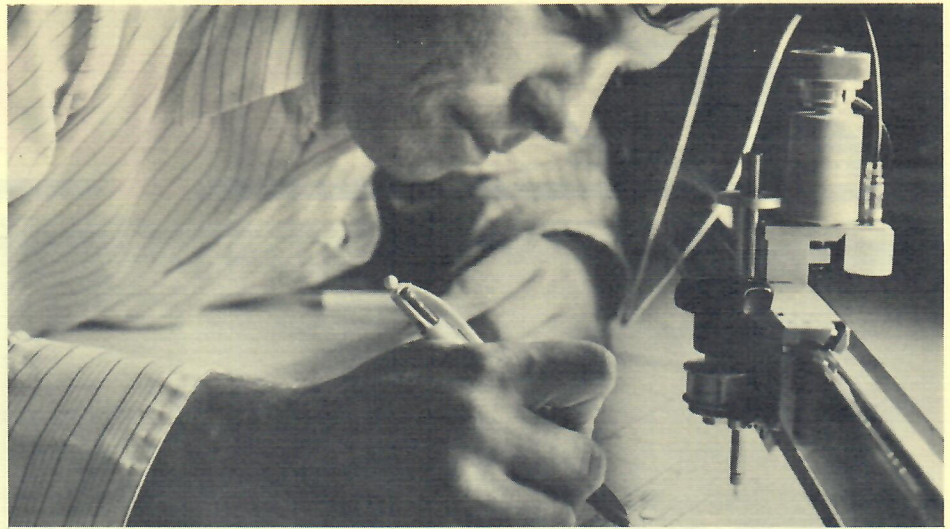
A new eight page brochure explaining the aerial photography process is now available.

One feature of the brochure is photo illustrations of a land section at scales of 1" = 100', 1" = 200', 1" = 400' and 1" = 800'. Typical mapping applications for each scale are recommended.

In addition, a glossary of terms defines many of the words associated with aerial photography and mapping.

A chart showing land area coverages for different scales and a description of overlapping photography for topographic mapping is also included.

Copies may be obtained by writing Department MN, c/o The Sidwell Company.



WASTE AGE MAGAZINE FEATURES SIDWELL MAPPING

Sidwell aerial photography and mapping was the featured cover story of Waste Age magazine's September issue. The article covered an in-depth report on the use of aerial remote sensing and photogrammetric mapping for sanitary landfills.

As detailed in the story, the selection and management of sanitary landfill sites has become more complex in recent years. New cost saving techniques are necessary to conserve time and money. These techniques included black and white, color and infrared aerial photography for reconnaissance and mapping.

Also, topographic mapping and cross sectioning for planning and site monitoring.

The article explains the detailed steps involved in obtaining precision aerial photography and the procedures used to produce topographic maps and determine volumes through cross sectioning.

The benefits from these new cost savings techniques are demonstrated in a case history of a project undertaken by a Chicagoland consultant.

Reprints of the article are available by writing:

The Sidwell Company, Department MN



NEW SLIDE PRESENTATION SHOWS BENEFITS OF TOPOGRAPHIC MAPPING

A new color slide/sound presentation has been developed to show and explain the benefits of precision aerial photography and topographic mapping.

Beginning with aerial photography from balloons, the program traces the development of the science of photogrammetry. The various detailed steps involved in the

mapping process are also examined and specific mapping applications are shown.

The program will be of particular interest to consultants, engineers and others who use topographic maps.

Showings can be arranged by contacting Sidwell representative, Marv Cosman or Gary Clark.

NEW MAPPING PROJECTS

Contracts have been signed recently for the following new projects:

- * Allamakee County, Iowa (tax mapping)
- * Henry County, Illinois (tax mapping)
- * Lee County, Iowa (tax mapping)
- * Illinois Soil Conservation Service (color photography and topo mapping)
- * Illinois Department of Transportation (topo mapping and cross sectioning)

SERVICE AWARDS PRESENTED

Commemorative plaques were presented at a recent banquet to Sidwell employees having five or more years of service with the company. The event was held in connection with the company's 50th anniversary this year. The total combined years of experience for those receiving awards totals a whopping 455 years.

FOR FURTHER INFORMATION ON ANY SIDWELL MAPPING SERVICES . . .

write The Sidwell Co., 28W240 North Avenue, West Chicago, IL 60185 . . . or phone (312) 231-0206.