
CALENDAR YEAR 2023 EQUITY IMPACT PLAN

ANNUAL REPORT

BACKGROUND INFORMATION

Department Name: Department of Tax Administration (DTA)

Equity Lead(s): Catherine Tran, Arlen Roberts, Justin Nejad

Date: January 8, 2024

EQUITY IMPACT PLAN REPORT

Review your department's Equity Impact Plan for CY 2023 at [Equity Impact Plans | Topics \(fairfaxcounty.gov\)](#). Using that plan, fill in each goal below and describe: 1) what was done to make progress toward the goal, 2) with whom (partners), and 3) how work toward this goal was measured/evaluated and the results. If you have data for the performance measures in your CY 2023 Equity Impact Plan, report them. Add more goals as needed.

Goal 1: Expand access to tax information.

Goal 1 Progress: DTA has hired a Communication Specialist to work with management to implement a strategic communications program. As a result, DTA has made multiple informational videos to better educate new business owners in the community and work with OPA and EDI to inform the community. Likewise, DTA intends to review all its tax bills for uniformity and ease of information. DTA continues to translate informational tax relief flyers into seven languages: Arabic, Chinese, Korean, Vietnamese, Urdu, Farsi, and Spanish. FAQs on upcoming tax relief program changes have also been translated. DTA currently does not track the number of applications by language but is working with DIT to finish developing and implementing the tax relief system that will track the applicant's preferred language. DTA also expanded access to tax information by updating over 24 business forms to ensure that existing businesses are better equipped to report tax information to the county. The specialist created several educational videos to assist new businesses, which are also being utilized by the Fairfax County Economic Development Authority to support businesses interested in establishing themselves in the county.

Goal 2: Modernize agency infrastructure to promote access to services and enhance customer experience.

Goal 2 Progress: DTA has identified areas of improvement, including conventional and standard pay options. DTA has been approved to pilot several kiosks, enabling additional languages and payment services. DTA has experienced issues with its current technology during its peak collection period during the past three years. The inconsistency of DTA's current technology has prompted DTA to partner with DIT to identify improvement areas. DTA will continue to partner with its stakeholders to determine the value of the piloted kiosks and ways to improve them to provide better endeavors and service experiences to county residents.

Goal 3: Conduct educational outreach to residents on various tax services offered.

CALENDAR YEAR 2023 EQUITY IMPACT PLAN

ANNUAL REPORT

Goal 3 Progress: DTA serves over 1.1 million customers annually and has assessed the need for an outreach program to support its various services and make targeted outreach to high-density areas. DTA Communications Specialist was tasked with assessing way to conduct education outreach. DTA will use flow of walk-in traffic to determine benefits of outreach in the coming years. Staff collaborated and conducted a field survey which led to an enhancement of the county's business tax license. This change reduces the confidential business information that many companies inadvertently display to the public. These changes have helped the business community become more educated and outreach helps us support businesses in protecting themselves.

Goal 4: Provide better access of services to residents by creating a South County Satellite Office.

Goal 4 Progress: DTA has conducted walk-throughs at the South County Gerry Hyland Government Center for potential office space and its layout in partnership with the Department of Neighborhood and Community Services. Discussions continue with stakeholders (Senior Management Team, DHR, DMB, Board of Supervisors, Facilities Management Department, and DIT) to specify a South County DTA satellite office. DTA is actively working through this multi-department initiative to find the best suitable space in the building for residents and reviewing plans to ensure little to no impact on other departments currently using the space and others who plan to move into the space to serve the community. Supervisors Lusk and Storck desire DTA services at the center. DTA has toured the facility and provided an initial write-up on potential services and staffing required to deliver those services in the coming years. The underbanked and unbanked population is just one area that will benefit from this initiative.

Describe other equity-related work completed in CY 2023 (efforts that advance racial and social equity that your department was involved in within the department or countywide) not in the department's Equity Impact Plan.

None