



For Immediate Release

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***** PRESS RELEASE *****

**ASSESSOR-RECORDER CHU ANNOUNCES LAUNCH OF NEW WEBSITE
First comprehensive website redesign to www.sfassessor.org since 2010**

San Francisco, CA – Carmen Chu today unveiled the Assessor-Recorder’s new official website. The site has been overhauled to feature improved customer service, design, navigation, search, and accessibility through virtually any device, including mobile devices. From the new homepage, users can find important alerts, locate detailed information about their property, and discover new events and programs.

Assessor-Recorder Chu stated, “It is my goal to lead the department and find new ways to stay connected with San Franciscans, and our redesigned website does exactly that.” Chu continued, “We’ve made it easier for the more than 800,000 San Francisco residents to stay connected and get information, request services, and find out what’s happening in the real estate market.”

With mobile users growing daily, the new site offers a range of social features allowing visitors to share and discover information on leading social media platforms. In addition, the website is fully responsive, delivering an easy to navigate interface whether users are on a computer, phone, or tablet. Assessor-Recorder Chu explains, “San Francisco is viewed as a leader in technological innovation and I believe it is important that my office provide San Franciscans the same web and mobile experience they have come to expect from top tier technology companies. I want to ensure that customers can come to rely on my office for accurate information, faster than ever”

The website was developed through a collaborative, data-driven process involving stakeholders, extensive user testing and analytics research, identifying top user requests and information. Major improvements were made to the site’s back-end technology infrastructure as well to support future growth. The new content management system will allow assessor-recorder staff to more quickly publish information and respond to taxpayer’s inquiries.

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