

## NOTES ON REPORT PAGE

### Title:

Better to take out "Sed Valorem" and translation. I think the simpler the page the better (Single title, image, text to start feels much more legible). This might also fix the overlap when the page gets narrower on desktop and automatically puts "Sed" over "Valorem"? (see screenshot).

### Diptych Images:

"Differences in same-year sale.." and "Differences in assessed value.." aren't centered on my webpage—they appear shifted left. On my phone they're also shifted left of center, but more subtly.

Do you guys think it's important to make it clear the sale/assessment values we are comparing for each diptych are from the same year? Maybe the viewers won't think about that, but none of these comparisons would have any meaning if they were not from the same year. Maybe an asterisk/footnote? An asterisk that has a pop-up text stating this when you hover over it?

### Intro Text:

In text, I think best to use past tense

"We analyzed.." instead of "We analyze..."

### In overtaxation calculator section:

"Throughout this report" instead of "Throughout this study"?

I got a 404 error on the link to the county assessor's website. I think we have to link here instead: <http://www2.alleghenycounty.us/RealEstate/Default.aspx>

"Because Allegheny County relies on a base year system, barring catastrophic circumstances, the assessed value of your property was fixed in 2012. Enter this number in the top box of the calculator."

- This is not necessarily true. In my research I found many homes that appeared to be reassessed after sale or construction (minor and major).
- Bc of this, I think we shouldn't be giving people this calculator unless we can confirm that their assessment value is unchanged.
- If you know where to look on Zillow's page for a Pgh property, you can find a tax record (including assessment value) back to around 2002. This is the only way I've found to determine changes in assessment value, but tbh I'm not 100% this is a really reliable source. It's also somewhat difficult to find, and I worry sending readers through so many homes to uncover their property tax

disparity might be more confusing than helpful.

- Maybe a happy medium would be to add in the Zillow confirmation, but give the Overtaxation Calculator its own page on the website (a la the About and Property Tax FAQ doc?). This would also make the structure of the report page shorter/easier to read.

#### Body Text:

If we decide to move the Overtaxation Calculator to a new page, then it would be less visually confusing to more distinctly separate our the terms from the text. Personally, I think it would be an easier read if the terms were a bit smaller, and they+their definitions were maybe in a dark gray instead of black? And/or we could put them in their own little boxes? What do you guys think?

*"Governments calculate each property tax by multiplying the county's assessed value of the property by the standard taxation millage rate for each tax-collecting body in the area."*

to

*"Governments calculate **the property tax for a given home by estimating it's market value, and taking a certain percentage of that value (determined by the millage rate)** for each tax-collecting body in the area."*

*"Overall, properties in Pittsburgh are taxed at an average of 72.5% of their fair market values."*

to

*"Overall, **our study indicates that** properties in Pittsburgh are taxed at an average of 72.5% of their fair market values."*

(You do mention our data is from a representative sample, but I think this change is important still so as not to imply we know the actual average)

*"Black Homeowners pay on average 7.5% more in property taxes than white homeowners typically do."*

to

*"Black Homeowners pay on average 7.5% more in property taxes than white **owners of similar-valued homes** typically do."*

(Doesn't have to be this exact wording, but I think it's important we're clear that there's a 7.5% difference in the assessment ratio, not that actual \$ they're paying, bc whites with higher value homes still pay more taxes, just have a lower tax rate).

#### Graphs:

On desktop - Graphs disappear when I scroll past and back up.. usually reappear immediately, but is there a way to make this only happen the first time, and then be fixed on the page?

On phone - Same issue as above, but red lines begin/end in the middle of the plane (i'll send a screenshot). Also, values on the x axis on my phone overlap, and become illegible. Is there a way to make them smaller? or format them at an angle for mobile or when the screen width shrinks to a certain size?

## NOTES ON ABOUT PAGE

the link attached to *Sed Valorem* does not lead to any page. Could you link it instead to this page: [https://harrisonksmith.com/sed\\_valorem/sed\\_valorem.html](https://harrisonksmith.com/sed_valorem/sed_valorem.html)

Also, would you be able to italicize every mention of *Sed Valorem*?