# cyclomedia
## IAAO MARP Imagery standards

## Visualize a Better World. One Property at a Time.

Imagery has been a component of the Assessment world for nearly 100 years. In the example below from 1940, Kansas City teams of two men armed with 35mm cameras and numbered signboards would begin the capture of all properties.



The IAAO (International Association of Assessing Officers; https://www.iaao.org/) has recognized the benefits of Imagery in Assessment daily workflow. The IAAO created a standard on the Mass Appraisal of Real Property (MARP) that recommends the use of image technology as an alternative to periodic on-site Inspections (Section 3.3.5). Today, assessment officers must adapt to the rapidly growing demands of their jurisdiction by adopting new technologies and practices to help streamline their operation- this is where Cyclomedia steps in.
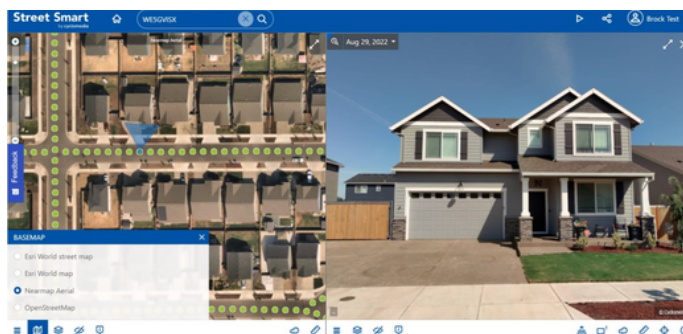
### Cyclomedia's solution

Cyclomedia is an industry leader in high resolution 360° street-level imagery and exceeds the IAAO standard for Mass Appraisal requirements. A series of panoramic images are captured by Cyclomedia, enabling assessment professionals to **see any property from multiple angles, view the surrounding area, verify grade and condition, and measure structures with sub-inch accuracy.** Geometrically correct, positionally accurate street-level imagery can build efficiency and increase staff safety, extending even beyond the assessor's office to be an organization-wide resource.

### IAAO MARP Imagery standards (3.3.5)

"Provided that initial physical inspections are completed in a timely fashion and that an effective system of building permits or other methods of routinely identifying physical changes is in place, jurisdictions may employ a set of digital imaging technology tools to supplement field re-inspections with a computer-assisted office review. These imaging tools should include the following:

- **Current high-resolution street-view images (at a sub-inch pixel resolution that enables quality grade and physical condition to be verified)**
- Orthophoto images (minimum 6-inch pixel resolution in urban/suburban and 12-inch resolution in rural areas, updated every 2 years in rapid-growth areas or 6–10 years in slow-growth areas)
- Low-level oblique images capable of being used for measurement verification (four cardinal directions, minimum 6-inch pixel resolution in urban/suburban and 12-inch pixel resolution in rural areas, updated every 2 years in rapid-growth areas or 6–10 years in slow-growth areas)."



*Example of aerial imagery as a base map with Cyclomedia magery*

For more information on 3.3.5 Alternative to Periodic On-site Inspections, scan the QR code to visit the IAAO webpage detailing the MARP standard:

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## Visualize a Better World. One Property at a Time.

Tax assessment personnel in cities and counties across the US use Cyclomedia's HD 360-degree panoramic imagery to extract data and LiDAR point clouds via our Street Smart™ web viewer, along with integrations into Esri's ArcGIS platform. And, they do so without leaving their offices, which dramatically boosts cost-efficiency as it complies with the International Association of Assessing Officers (IAAO) standard that encourages remote work. Wherever you use these tools and information, you'll find they enable faster analysis and higher productivity while requiring fewer people, which means a much higher ROI compared to traditional methods.

**Key Features**
- 360-degree panoramic imagery
- Ultra-high resolution
- Ground truth accuracy (4 inches)
- Highly accurate measurements

**Key Benefits**
- Reduced resource time in field
- Appraisers meet IAAO standard, delivering higher productivity and ROI
- Assessors perform site visits only when required
- Departments throughout government make impactful change though valuable insights derived from real-world data
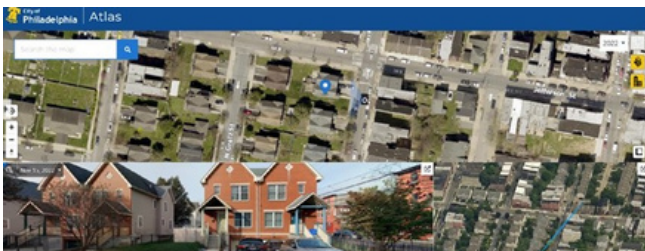- Ensure employee safety with less field visits

*Image (left): Example of all 3 image types. City of Philadelphia Atlas Website (Top: aerial, bottom left: street-level, bottom right: oblique )*

*Image (below): Stunning 100-megapixel Visualization & Validation*