

Memorandum

To: Honorable Malia M. Cohen, Chair
Honorable Mike Schaefer, Vice Chair
Honorable Ted Gaines, First District
Honorable Antonio Vazquez, Third District
Honorable Betty T. Yee, State Controller

Date: October 7, 2022

From: Peter Kim, Chief Communications Officer
Communications Department

Subject: **Communications Chief's Third Quarter 2022 Report**

Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the third quarter of 2022.

2022 Taxpayers' Bill of Rights Hearing

In collaboration with the Chief of the Taxpayers' Rights Advocate (TRA) Office, the Department implemented a broad communications strategy to inform the public, taxpayers, and stakeholders regarding this year's Taxpayers' Bill of Rights Hearing.

- Outreach Toolkit– Each Board Member Office was provided with an outreach toolkit that consisted of: the flyer, a public service announcement (both audio and video), social media graphics, suggested talking points and eBlast message, an image for use as web button on external partners' websites, and web links for additional information regarding the hearing.
- Electronic Communications– This was the first year to utilize the existing [Taxpayers' Bill of Rights Hearing Listserv](#) by sending three eBlasts about the upcoming hearing to notify those who subscribed to the list. In addition, three eBlasts about the upcoming hearing were also sent to all known e-mail addresses associated with entities filing Alcoholic Beverage Tax returns.
- BOE Website– This was the first year to feature the hearing with a dedicated banner on our home page for the entire month of August. In addition, this was the first time taxpayers and stakeholders had the option of utilizing an electronic form rather than a paper form to submit comments or concerns leading up to the date of the hearing.
- Stakeholder and Partners– A modified outreach toolkit was also provided to all BOE Advisory Council Members, taxpayer organizations and associations, and all legislative offices. Numerous organizations and legislative offices highlighted the hearing on their social media accounts and electronic communications.

Same as in years past, the agency also issued a [news release](#) regarding the hearing and the information was featured in several news outlets, including a local Sacramento area morning news program.

As evidenced by the level of the public's participation at this year's hearing, the agency has made substantial progress in our communications efforts. Both the TRA Office and the Department will take lessons learned and evaluate what strategies were successful in preparation for next year's hearing.

BOE Website

The BOE website is a critical tool in communicating and providing essential and up-to-date information to stakeholders and the general public. In line with the agency's [Strategic Plan 2020-2025](#), specifically Goal 2, the BOE is modernizing our core tax administration functions and business processes by leveraging technology systems. Accordingly, the BOE website is continuously being improved to enhance its capabilities and utility. Below are some notable improvements made in the last quarter.

- **Board Member Webpages**– With the assistance of the California Department of Tax and Fee Administration's (CDTFA) Web Services Unit, Board Member webpages were enhanced to have a more modern look with additional features. The last major update to Board Member webpages took place in 2019.
- **BOE Website Home Page**– The home page of the BOE website has been modified to include three new graphics under the main banner to highlight the Taxpayers' Rights Advocate, Proposition 19, and disaster relief. This will allow visitors to easily find information by making these three topics front and center. Over time, this will change based on need and importance.
- **Careers Webpage**– A new careers webpage (<https://www.boe.ca.gov/careers>) was recently launched to help with recruitment efforts. In addition to highlighting career opportunities on BOE's social media accounts, it was important to have a dedicated webpage briefly describing our mission, the benefits, and how to get started with the application process. A new "Join Our Team" banner is also currently featured on our home page to direct potential employees to the webpage.
- **Proposition 19 Webpage**– The Proposition 19 (2020) webpage is continually updated in real-time. Recently, the Property Tax Department created the Proposition 19 Filing Requirements Checklist, and the TRA Office updated all of its Information Sheets on Property Tax Savings to reflect changes due to Proposition 19. Both the checklist and information sheets have been added to the webpage.

Finally, the BOE's Translate webpage (<https://www.boe.ca.gov/translate.htm>) was launched on June 10, 2022, approximately four months ago. The webpage offers six language options: Spanish, traditional and simplified Chinese, Filipino (Tagalog), Vietnamese, and Korean. There were approximately 900+ unique, external pageviews since the webpage went live, and the Department will continue to monitor the activity.

Look Forward

In the next few months, the Department will be focused on preparing the agency's Fiscal Year 2021-22 Annual Report. Following the publication of the Annual Report, the Department will update the [State Board of Equalization Fact Sheet \(Pub 1\)](#). Additionally, a new Board will be seated in the near future and thus, several forms and publications will need to be updated.

Lastly, it is the Department's goal to launch a new intranet site, myBOE before the end of the calendar year. More details and information is forthcoming.

Conclusion

The Department will continue to provide the Board with periodic updates as it reaches milestones on significant projects.

Approved:

/s/ Yvette M. Stowers

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Executive Director

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