

Memorandum

To: Honorable Mike Schaefer, Vice Chair
Honorable Ted Gaines, First District
Honorable Sally J. Lieber, Second District
Honorable Antonio Vazquez, Third District
Honorable Malia M. Cohen, State Controller

Date: January 13, 2023

From: Peter Kim, Chief Communications Officer
Communications Department

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

Introduction

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

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.

- New Equalization Districts Became Operative– The California Citizens Redistricting Commission enacted the new Equalization Districts in December 2021, and the new boundaries became operative beginning with the 2022 Primary and General Elections. With the assistance of the California Department of Tax and Fee Administration's (CDTFA) Web Services Unit, the [Find Your Board Member](#) tool, the [Board Members webpage](#), the [Listing of County Assessors, Auditors and Auditor-Controllers, Clerks of the Board, and Tax Collectors webpage](#), and Board Member websites were updated on January 3, 2023 to reflect the changes.
- BOE Website Home Page– The home page of the BOE website has also been modified to reflect the new Board, effective January 2, 2023. This includes the addition of Board Member Sally J. Lieber and State Controller Malia M. Cohen. New [Board Member Sally J. Lieber's website](#) also went live on January 3, 2023.
- Proposition 19 Webpage– The Proposition 19 (2020) webpage is continually updated in real time. In the last quarter, the Guidance Issued and the Related Legislation tabs were updated, and the Proposition 19 Fact Sheet in Chinese was added to the Additional Resources tab. Since the webpage was launched on November 10, 2020, there have been approximately 424,195 unique external pageviews through December 31, 2022.
- Translate Webpage– The Translate webpage was launched on June 10, 2022, over six months ago. The webpage offers six language options: Spanish, traditional and simplified Chinese, Filipino (Tagalog), Vietnamese, and Korean. There have been approximately 1,573 unique external pageviews in 2022, and the Department will continue to monitor the activity.

Translated Publications

It has been a priority of the Board to provide information in other languages to assist non- or limited-English speaking individuals. The BOE is committed to providing general, static information¹ in Spanish and Chinese (simplified).

In 2022, with the assistance of CDTFA's Forms and Publications Section, the Communications Department facilitated the following information to be translated:

Proposition 19 Fact Sheet

- [Proposition 19 Fact Sheet in Spanish \(Pub 801-S\)](#)
- [Proposition 19 Fact Sheet in Chinese \(Pub 801-C\)](#)

Information Sheets on Property Tax Savings

- [Information Sheet, Property Tax Savings: Transfers Between Parents and Children in Spanish \(Pub 800-1-S\)](#)
- [Information Sheet, Property Tax Savings: Transfers Between Parents and Children Occurring On or Before February 15, 2021 in Spanish \(Pub 800-1a-S\)](#)
- [Information Sheet, Property Tax Savings: Transfers Between Grandparents and Grandchildren in Spanish \(Pub 800-2-S\)](#)
- [Information Sheet, Property Tax Savings: Transfers from Grandparents to Grandchildren Occurring On or Before February 15, 2021 in Spanish \(Pub 800-2a-S\)](#)

Look Forward

During the first quarter of 2023, the Department will prepare the agency's Fiscal Year 2021-22 Annual Report. Additionally, with a new Board, several publications will be updated, such as the [Governance Policy \(Pub 471-GOV\)](#), the [Board Meeting Reference Manual \(Pub 311\)](#), and the [Introduction to the California State Board of Equalization \(Pub 21G\)](#).

Conclusion

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

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

cc: Mr. Cody Petterson
Mr. Matt Cox
Mr. Gary Gartner
Ms. Deborah Bautista-Zavala
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Ms. Lisa M. Renati
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¹ Static information is generally defined as information that will not change for the foreseeable future.