

# Memorandum

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

Date: July 14, 2023

From: Peter Kim, Chief Communications Officer  
Communications Department

Subject: **Communications Chief's Second Quarter 2023 Report**

## **Introduction**

Below are some major highlights and accomplishments of the Communications Department (Department) for the second quarter of 2023.

## **BOE Website**

The State Board of Equalization's (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](#), Goal #2, the BOE is modernizing our core tax administration functions and business processes by leveraging technology systems. Accordingly, the BOE website is continuously improved to enhance its capabilities and utility. Below are some notable updates made in the last quarter.

- Proposition 19 Webpage– The Proposition 19 (2020) webpage is continually updated in real time. In the last quarter, the Guidance Issued and the Additional Resources tabs were updated. In collaboration with the Taxpayers' Rights Advocate Office, the [Introduction to Proposition 19 Presentation](#) was updated and copies were provided to Board Member Offices. Since the webpage was launched on November 10, 2020, there have been approximately 512,968 unique external pageviews through June 30, 2023.
- Translate Webpage– Over a year ago, the Translate webpage was launched on June 10, 2022. The webpage offers seven language options: Spanish, traditional and simplified Chinese, Filipino (Tagalog), Vietnamese, Korean, and Armenian. Last quarter, Armenian was added as an option. There have been approximately 3,750 unique external pageviews through June 30, 2023, and the Department will continue to monitor the activity.

## **BOE Fiscal Year 2021-22 Annual Report (Pub 306)**

Every year, the Department is responsible for coordinating the publication of the BOE's Annual Report. Significant additions were made to the [Fiscal Year 2021-22 Annual Report](#) compared with previous years. The latest annual report has an updated narrative of the introduction to property taxes, as well as specific data from our County-Assessed and State-Assessed Properties Divisions. Examples include the total number of assessment practices surveys completed, advisory letters sent to County Assessors, training courses offered, Organizational and Supplemental Clearance Certificates issued, and advisory services to taxpayers, among other things. These data points were important to incorporate into the annual report to demonstrate and highlight how the BOE's critical duties promote a uniform and consistent property tax system in California.

**Publications**

The Department has been working to standardize and update public-facing BOE publications and forms so that they are consistent and contain the most up-to-date information.

Below are some of the recent publications that the Department helped update or facilitate:

- 2023 Taxpayers' Bill of Rights Hearing Flyer (Pub 317)
- Information Sheet, Property Tax Savings: Homeowners' Exemption (Pub 800-6)
- Information Sheet, Property Tax Savings: Disabled Veterans' Exemption (Pub 800-7)

All of the BOE's current publications are available on our [Forms and Publications webpage](#).

**Look Forward**

Preparations are being made with the Taxpayers' Rights Advocate Office to promote the 2023 Taxpayers' Bill of Rights Hearing scheduled in August. In the next few weeks, Board Member Offices will be electronically sent an Outreach Toolkit to assist with the promotion of the hearing.

**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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Yvette M. Stowers  
Executive Director

cc: Ms. Deborah Bautista-Zavala  
Mr. Gary Gartner  
Mr. Matt Cox  
Mr. Cody Petterson  
Mr. Hasib Emran  
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Ms. Lisa M. Renati  
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