

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: October 13, 2023

From: Peter Kim, Chief Communications Officer
Communications Department

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

Introduction

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

2023 Taxpayers' Bill of Rights Hearing

In collaboration with the Chief of the Taxpayers' Rights Advocate 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– Board Member Offices were provided with an Outreach Toolkit consisting of the Taxpayers' Bill of Rights Hearing Flyer, the public service announcement, social media graphics, suggested talking points and eBlast message, a graphic for use as a web button on external partners' websites, and web links for additional information regarding the hearing.
- Electronic Communications– This was the second year utilizing the [Taxpayers' Bill of Rights Hearing Listserv](#) to send three eBlasts about the upcoming hearing to all those who subscribed to the list. In addition, three eBlasts were also sent to all known e-mail addresses associated with entities filing Alcoholic Beverage Tax returns.
- BOE Website– This was the second year to feature the hearing with a dedicated banner on our home page for the entire month of August. In addition, taxpayers and stakeholders had the option of utilizing an electronic form to submit comments or concerns leading up to the hearing date.
- Stakeholders and Partners– A modified Outreach Toolkit was also provided to all BOE Advisory Council Members, taxpayer organizations and associations, and the Legislature. Numerous statewide organizations and legislative offices highlighted the hearing on their social media accounts and electronic communications.

Similar to previous years, the Department also issued a news release regarding the hearing, and several news outlets covered the information. Both the TRA Office and the Department will continue exploring ways to amplify this annual hearing.

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. Since the webpage was launched on November 10, 2020, there have been approximately 557,271 unique external pageviews through September 30, 2023. This is an additional 44,303 pageviews since last quarter.
- 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. There have been approximately 4,421 unique external pageviews through September 30, 2023, and this is an additional 671 pageviews since last quarter. The Department will continue to monitor the activity.

Publications

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

The [California State Board of Equalization Fact Sheet \(Pub 1\)](#) was redesigned and updated last quarter. The Fact Sheet was first created in February 2019.

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

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