

Memorandum

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

Date: January 12, 2024

From: Peter Kim, Chief Communications Officer
Communications Department

Subject: **Communications Chief's Fourth Quarter 2023 Report and Yearend Review**

Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the fourth quarter of 2023 and a yearend review.

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 605,188 unique external pageviews through December 31, 2023. This is an additional 47,917 pageviews since last quarter. This quarter, the Guidance Issued tab was updated to include the recent Letter to Assessors regarding Proposition 19 technical cleanup for change in ownership exclusions.
- Translate Webpage– The Translate webpage was launched on June 10, 2022, and the webpage offers seven language options: Spanish, traditional and simplified Chinese, Filipino (Tagalog), Vietnamese, Korean, and Armenian. There have been approximately 5,124 unique external pageviews through December 31, 2023, and this is an additional 703 pageviews since last quarter. The Department will continue to monitor the activity.
- Board Member Webpages– With the recent change in Board leadership, Board Member webpages were updated to reflect the current Board Chair and Vice Chair, effective January 1, 2024. In addition, the BOE's [Organization Chart](#) was also updated to include the recent changes to the Property Tax Department.

Social Media

The BOE continues to utilize social media to expand our communications and stakeholder relations. Social media posts featured upcoming Board Meetings, Proposition 19 updates, career opportunities, disaster relief, news releases, important deadlines and hearings, and general information about the BOE.

In 2023, there were approximately 70 social media posts on all of BOE's social media accounts on Facebook, Instagram, X (formerly known as Twitter), and LinkedIn. In

addition, several new social media graphics were used, and in the new year, the Department plans to roll out and post a short recruitment video clip featuring one of our employees sharing why BOE is a great place to work.

2023 Publications

Below is a recap of the new or updated publications that the Department facilitated in 2023. All of the BOE's current publications are available on our [Forms and Publications webpage](#).

- Introduction to the California State Board of Equalization (Pub 21-G)
- 2023 Taxpayers' Bill of Rights Hearing Flyer (Pub 317)
- Taxpayers' Rights Advocate's Fiscal Year 2021-22 Annual Report (Pub 316)
- California State Board of Equalization Fiscal Year 2021-22 Annual Report (Pub 306)
- Information Sheet, Property Tax Assistance Programs for Seniors (Pub 800-5)
- Information Sheet, Property Tax Savings: Homeowners' Exemption (Pub 800-6)
- Information Sheet, Property Tax Savings: Disabled Veterans' Exemption (Pub 800-7)
- California State Board of Equalization Fact Sheet (Pub 1)

The Department will continue working on standardizing and updating public-facing BOE publications and forms.

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

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