

# 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: April 5, 2024

From: Peter Kim, Chief Communications Officer  
Communications Department

Subject: **Communications Chief's First Quarter 2024 Report**

## **Introduction**

Below are some major highlights and accomplishments of the Communications Department (Department) for the first quarter of 2024.

## **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 667,064 unique external pageviews through March 31, 2024. This is an additional 61,876 pageviews since last quarter. This quarter, with the assistance of the Property Tax Department, the Guidance Issued/Rulemaking Tab was updated. The Letters to Assessors related to Proposition 19 were reorganized and grouped by subject: Proposition 19 General Information, Intergenerational Transfer Exclusion, Base Year Value Transfer, and Rulemaking. This allows County Assessor Offices and stakeholders to easily find guidance based on the subject.
- 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 6,022 unique external pageviews through March 31, 2024, and this is an additional 898 pageviews since last quarter. The Department will continue to monitor the activity.

## **Social Media**

The BOE continues to utilize social media to expand our communications and stakeholder relations. During this quarter, the following was highlighted on BOE's Facebook, Instagram, X (formerly known as Twitter), and LinkedIn accounts:

- State Holidays (BOE Office Closures)
- Upcoming Monthly Board Meetings
- 2023 BOE Property Tax Legislative Bulletin
- Announcement of BOE's New Division Chiefs
- Disaster Relief Time Extension for the 2018 Camp and Woolsey Fires

- Disaster Relief for Property Owners Impacted by Severe Winter Storms
- The Homeowners' Exemption Before the February 15 Deadline
- Taxpayers' Rights Advocate's Office Fiscal Year 2022-23 Annual Report
- Board Presentation of Retirement Resolution to Anthony Rowell
- The Board's Participation at the California Taxpayers' Association's 98th Annual Meeting

In addition, a new [linktr.ee/caboe](https://linktr.ee/caboe) account was established for BOE's Instagram account so our followers can easily access links to resources within the platform.

### **Publications**

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

- 2023 Property Tax Legislative Bulletin (Pub 140)
- Taxpayers' Rights Advocate's Fiscal Year 2022-23 Annual Report (Pub 316)
- Virtual Career Workshop with the Los Rios Community College District (Pub 22R)

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

### **AARP California Tax Guide**

The AARP requested information on California's property tax system, and recently published their [California Tax Guide](#). The guide includes links to BOE's publications, information sheets on property tax savings, and the State Controller's Office's Property Tax Postponement Program.

Approved:

/s/ Yvette M. Stowers

---

Yvette M. Stowers  
Executive Director

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