

# Memorandum

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

Date: April 18, 2025

From: Peter Kim, Chief Communications Officer  
Communications Department

Subject: **Communications Chief's First Quarter 2025 Report**

## **Introduction**

Below are some major highlights and accomplishments of the Communications Department (Department) for the first quarter of 2025 (January 2025 to March 2025).

## **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 768,544 unique external pageviews through March 31, 2025. This is an additional 73,222 pageviews since last quarter. During this quarter, the Guidance Issued and Additional Resources pages were updated to include the adjustment of the \$1 million amount for the intergenerational transfer exclusion. A [news release](#) announcing the adjustment of the \$1 million amount to \$1,044,586 was also issued.
- **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 34,145 unique external pageviews through March 31, 2025. This is an additional 7,589 pageviews since last quarter.

## **Los Angeles and Ventura Counties Wildfires**

Since the wildfires in Los Angeles and Ventura Counties began in January 2025, the BOE has been proactive in sharing information and resources on property tax disaster relief. The Department issued a [news release](#) on January 14, 2025, to inform property owners who have been impacted by the wildfires that they may be eligible for various property tax disaster relief. In addition, the BOE website prominently features "Disaster Relief" on the home page and was updated to include disaster relief information in the alert banner, as well as highlighting the state's one-stop website, [CA.gov/LAFires](#), which has additional resources for fire victims. Furthermore, the disaster relief webpage and Publication 802, [Information Guide for Disaster Relief for Damaged or Destroyed Property](#), has been shared several times on all of BOE's social media channels.

**Publications**

Below is a recap of the new or updated publications that the Department facilitated in the first quarter of 2025. All of the BOE's current publications are available on our [Forms and Publications webpage](#).

- California Property Tax, An Overview (Pub 29)
- 2024 Property Tax Legislative Bulletin (Pub 140-2024)
- Taxpayers' Rights Advocate's Fiscal Year 2023-24 Annual Report (Pub 316)
- BOE Organization Chart (Pub 327-ORG-BOE)
- California State Board of Equalization Governance Policy (Pub 471-GOV)

Approved:

/s/ Yvette M. Stowers

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Yvette M. Stowers  
Executive Director

cc: Mr. Matt Cox, Chief Deputy  
Mr. Douglas Winslow, Chief Deputy  
Mr. Juan Carlos Flores, Assistant to Board Member  
Mr. Cody Petterson, Chief Deputy  
Mr. Hasib Emran, Deputy Controller for Taxation, State Controller's Office  
Ms. Yvette M. Stowers, Executive Director  
Ms. Lisa M. Renati, Chief Deputy Director  
Ms. Catherine Taylor, Chief, Board Proceedings Division