

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: August 8, 2025

From: Peter Kim, Chief Communications Officer
Communications Department

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

Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the second quarter of 2025 (April 2025 to June 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 837,038 unique external pageviews through June 30, 2025. This is an additional 68,494 pageviews since last quarter.
- 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 44,741 unique external pageviews through June 30, 2025. This is an additional 10,596 pageviews since last quarter.

BOE Fiscal Year 2023-24 Annual Report (Pub 306)

The Department is responsible for coordinating the publication of the BOE's Annual Report every year. Similar to previous years, the [Fiscal Year 2023-24 Annual Report](#) highlights important information.

Features in the Annual Report include state maps and data that list the total net-assessed values for both the county-assessed and state-assessed property values, net exemptions, and the average property tax rates for all of the 58 counties. As the BOE is the state's chief agency responsible for property tax administration, it was critical to provide statewide information and data in the Annual Report. New in this year's report is the identification of the locations of the various photos featuring California's landmarks.

The Executive Director also provided a detailed [overview](#) of the Annual Report to the Board at the April 2025 Board Meeting, and a [news release](#) was disseminated to publicize the publication of the Annual Report.

Publications

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

- BOE Fiscal Year 2023-24 Annual Report (Pub 306)
- 2025 Taxpayers' Bill of Rights Hearing Flyer (Pub 317-BOE)
- Information Sheet, Property Tax Savings: Transfers Between Parents and Children (Pub 800-1)
- Information Sheet, Property Tax Savings: Transfers Between Grandparents and Grandchildren (Pub 800-2)
- Proposition 19 Fact Sheet (Pub 801)

Approved:

/s/ Yvette M. Stowers

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