

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 8, 2026

From: John Taylor, Chief Communications Officer
Communications Department

Subject: **Communications Chief's First Quarter 2026 Report**

The first quarter of 2026 welcomed the new Chief Communications Officer John Taylor to his role at the California State Board of Equalization (BOE). While completing his onboarding, his primary focus has been on assessing BOE communications, including social media, public-facing webpages, writing standards and plain language skills, and overall brand strategy.

Social Media

The BOE has an established presence on the most common social media channels for California State government.

Channel	Audience
Facebook	4,434
Instagram	1,245
X	2,265
LinkedIn	3,493
Total	11,437

Facebook – 57.6% of BOE's audience are women with 31.3% from 35 to 54 years old. Men (42.4%) center around the ages of 35 to 54 (23.9%). The largest population is centered around Los Angeles (7.7%), followed by Sacramento (4.1%) and San Diego (2.4%), with no other city exceeding 2%.

Instagram – 52.3% of BOE's audience are women with 35.1% from 35 to 54 years old. Men (47.7%) spread evenly between the ages of 25 to 54 (36.2%). The largest population is centered around Los Angeles (8.8%) and Sacramento (8.8%), with all other cities falling below 2%.

LinkedIn – The largest share of BOE's audience is in Greater Sacramento (30.5%) which makes sense considering the BOE and State workforce who favor LinkedIn; Los Angeles (25.6%) is the next largest followed by the San Francisco Bay Area (14.7%) and the San Diego Metropolitan Area (4.7%). All other cities register below 2%. Nearly 20% of BOE's audience identifies in Accounting functions, with Business Development (9.1%) and Information Technology (5.1%) rounding out the top three.

Board Meeting Information

The BOE began expanding the number of social media posts for Board Meetings in February 2026. It is now amplifying the Notice of Public Meetings on its release day as well as a post sharing the final video of the Board Meeting once published on its YouTube channel. The imagery for the Board Meetings has been updated to include the actual date and time of each meeting and to align visual design across each touchpoint.



New Notice of Public Meetings post.



Updated Board Meeting post with date.



New YouTube imagery to align all Board Meeting visual assets.

Awareness and Public Education

In April, the BOE will begin expanding content on social media channels to raise awareness of the essential services provided by the Taxpayers' Rights Advocate Office and helpful information available in various BOE information sheets.

(sample content)



Public-Facing Webpages

Today, the BOE has **9,475 public-facing URLs**. Those webpages include **6,681 PDFs**, 18 web applications, and 2 RSS (news syndication) pages. The remaining **2,774 pages contain web content** maintained by BOE staff. Ongoing assessments will focus on:

- Overall user experience (easy to use)
- Site navigation (easy to find)
- Plain language (easy to understand)

Google Analytics

The BOE is expanding its use of Google Analytics to help inform data-driven decisions to prioritize improvements while also analyzing user behavior. Over the last 30 days, BOE has implemented Google Looker Studio, a free, web-based business intelligence tool to improve reporting through customizable dashboards and expanded Google Tag Manager to track user activity on certain pages.

For March 2026, about 71% of users accessed the BOE website on a desktop computer, and 29% used a mobile or tablet device. A higher percentage of desktop users is rational considering the primary County Assessors’ offices; however, as a norm in 2026, desktops are taking up only 35-36% of internet traffic.

Device Category	Total Users	%
Desktop	53,185	71%
Mobile	21,114	28%
Tablet	677	1%
Smart TV	1	-
Total	74,977	100%

The relatively lower percentage of mobile users does suggest that BOE has an opportunity to improve mobile accessibility by adopting a mobile-first approach to content and page development by:

- Reducing its dependence on PDFs as a medium for digital content.
- Optimizing webpage content for mobile displays.
- Embracing contemporary web-design techniques to enhance the user experience.

The majority of BOE site traffic in March 2026 utilized a Chrome browser. The BOE needs to assess the customer experience for Safari users and enhance its testing and validation methods to ensure all visitors to its websites are successful.

Browser	Total Users	%
Chrome	44,867	60%
Safari	19,659	26%
Edge	7,503	10%
Other (10 types)	2,751	4%
Total	74,780	100%

Top Pages Viewed

	Page Title	URL	Q1 Views	Mar 2026	Feb 2026	Jan 2026
1	Homepage	/	189,399	74,866	70,202	44,331
2	Property Tax	/proptaxes/proptax.htm	63,163	22,034	18,264	22,865
3	Proposition 19*	/prop19/	43,411	12,087	14,787	16,537
4	Property Tax Calendar	/proptaxes/calendar.htm	41,878	15,006	17,823	9,049
5	Forms & Publications	/formspubs/	39,193	13,508	12,996	12,689
6	Homeowners' Exemption	/proptaxes/homeowners_exemption.htm	33,505	7,954	13,460	12,091
7	News and Events – California State Board of Equalization	/news/news_and_events.htm	32,404	9,873	10,337	12,194
8	Listing of County Assessors, Auditors and Auditor-Controllers, Clerks of the Board, and Tax Collectors	/proptaxes/countycontacts.htm	28,702	9,116	10,277	9,309
9	Research & Statistics	/legislative-research-and-stats/research-and-stats.htm	23,254	7,572	7,349	8,333
10	Public Litigation Roster	/legal/litroster.html	22,122	7,144	6,970	8,008
11	Disaster Relief	/proptaxes/disaster-relief.htm	21,338	6,633	7,007	7,698
12	Tax Appeals	/appeals/	20,346	8,049	7,428	4,869
13	How to Contact Us	/contact/	18,404	5,509	6,021	6,874
14	BOE Disclosure Office – Access to Public Records	/info/publicrecords.htm	17,488	6,826	6,677	3,985
15	Property Tax Projects	/proptaxes/proptaxprojects.htm	15,475	6,879	5,024	3,572
16	Laws, Annotations, Board Opinions, and Rules & Regulations	/info/annotations.html	14,164	5,055	4,004	5,105
17	Forms and Applications	/proptaxes/forms.htm	14,091	5,489	4,846	3,756
18	Frequently Asked Questions Change in Ownership	/proptaxes/faqs/changeinownership.htm	13,684	4,892	4,151	4,641
19	Tax Legislation	/legislative-research-and-stats/legislation.htm	12,538	5,631	4,353	2,554

[*Proposition 19 Webpage](#) – Since the webpage launched on November 10, 2020, it has received **997,950 views** through March 31, 2026. This is an additional 43,411 views since last quarter.

Notably, the [Translate webpage](#) was launched on June 10, 2022. This page offers guidance to configure browsers to access machine-translated BOE web content in seven languages: Spanish, Chinese (Simplified and Traditional), Filipino (Tagalog), Vietnamese, Korean, and Armenian. Through March 31, 2026, this page has received a total of **66,765 views**. This is an additional 8,617 views since last quarter.

Publications

The following publications are the most recently updated and released:

- BOE Fiscal Year 2024-25 Annual Report (Pub 306)
- Taxpayers' Rights Advocate's 2024-25 Annual Report (Pub 316)

All of the BOE's current publications are available on the [Forms and Publications webpage](#).

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

cc: Mr. Douglas Winslow, Chief Deputy
Mr. Matt Cox, Chief Deputy
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Mr. Hasib Emran, Deputy State Controller
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