

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: July 12, 2024

From: Peter Kim, Chief Communications Officer
Communications Department

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

Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the second 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 615,974 unique external pageviews¹ through June 30, 2024.
- [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 22,588 unique external pageviews¹ through June 30, 2024.

BOE Fiscal Year 2022-23 Annual Report (Pub 306)

The Department is responsible for coordinating the publication of the BOE's Annual Report every year. Compared with previous years, the [Fiscal Year 2022-23 Annual Report](#) had significant additions.

New features in the latest Annual Report include new 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 important to highlight statewide information and data in the Annual Report.

The Executive Director also provided a detailed [overview](#) of the Annual Report to the Board at the April 2024 Board Meeting, and a [news release](#) was disseminated to publicize the publication of the Annual Report.

¹ The total number of unique external pageviews is different from prior reports due to Google Analytics calculating views differently with the recent change to GA4 (the new version of Google Analytics).

Publications

Below is a recap of 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](#).

- BOE Fiscal Year 2022-23 Annual Report (Pub 306)
- 2024 Taxpayers' Bill of Rights Hearing Flyer (Pub 317-BOE)
- New Board Meeting Location Notice (Pub 6-ML)
- Information Sheet, Property Tax Savings: Transfers Between Cotenants Upon the Death of a Cotenant (Pub 800-8)

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

2024 Taxpayers' Bill of Rights Hearing

Preparations are being made with the Taxpayers' Rights Advocate Office to promote the 2024 Taxpayers' Bill of Rights Hearing scheduled for August. In the next few weeks, Board Member Offices will be electronically sent an Outreach Toolkit to assist with promoting the hearing.

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

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