

# 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: November 8, 2024

From: Peter Kim, Chief Communications Officer  
Communications Department

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

## Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the third quarter of 2024 (July 2024 to September 2024).

## 2024 Taxpayers' Bill of Rights Hearing

In collaboration with the Chief of the Taxpayers' Rights Advocate Office, the Department implemented a broad communications strategy to inform the public, taxpayers, and stakeholders regarding this year's Taxpayers' Bill of Rights Hearing.

- Outreach Toolkit– Board Member Offices were provided with an Outreach Toolkit consisting of the Taxpayers' Bill of Rights Hearing Flyer, the public service announcement, social media graphics, suggested talking points and eBlast message, a graphic for use as a web button on external partners' websites, and web links for additional information regarding the hearing.
- Electronic Communications– This was the third year utilizing the [Taxpayers' Bill of Rights Hearing Listserv](#) to send three eBlasts about the upcoming hearing to all those who subscribed to the list. In addition, three eBlasts were also sent to all known e-mail addresses associated with entities filing Alcoholic Beverage Tax returns.
- BOE Website– This was the third year that we featured the hearing with a dedicated banner on our home page for the entire month of August. In addition, taxpayers and stakeholders had the option of utilizing an electronic form to submit comments or concerns leading up to the hearing date.
- Stakeholders and Partners– A modified Outreach Toolkit was also provided to all BOE Advisory Council Members, taxpayer organizations and associations, and the Legislature. Numerous statewide organizations and legislative offices highlighted the hearing on their social media accounts and electronic communications.

Similar to previous years, the Department also issued a news release regarding the hearing. Both the TRA Office and the Department will continue exploring ways to amplify this annual hearing.

## 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 656,461 unique external pageviews through September 30, 2024. This is an additional 40,487 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 23,679 unique external pageviews through June 30, 2024. This is an additional 1,091 pageviews since last quarter.
- About BOE Webpage– The About BOE webpage was also updated this past quarter to describe the BOE’s current constitutional and statutory duties in greater detail.

### **Property Tax Disaster Relief**

The BOE regularly reminds taxpayers affected by wildfires and winter storms, which have become more common in California, that they may be eligible for property tax disaster relief. The Department highlights the BOE’s [Disaster Relief webpage](#) on the BOE website’s home page and alert banner, on BOE’s social media accounts, and through disseminating a yearly news release reminding Californians of the property tax disaster relief. In August 2024, the Taxpayers’ Rights Advocate Office published a new [Information Guide for Disaster Relief for Damaged or Destroyed Property \(Pub 802\)](#).

This year, the BOE has received positive news coverage throughout the state in television, radio, and print media related to property tax disaster relief. To name a few, [Fox 40 \(Sacramento\)](#), [ABC 7 \(Redding/Chico/Red Bluff\)](#), [CBS 47 and NBC 24 \(Fresno\)](#), [Santa Clarita News TV](#), [Sierra Sun Times](#), [Lassen News](#), [Daily Republic](#), and [KPRL 99.3 FM](#) covered the news release issued by the BOE.

The Department will continue to highlight the available property tax disaster relief.

Approved:

/s/ Yvette M. Stowers

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Yvette M. Stowers  
Executive Director

cc: Mr. Douglas Winslow  
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