

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: January 10, 2025

From: Peter Kim, Chief Communications Officer
Communications Department

Subject: **Communications Chief's Fourth Quarter 2024 Report and Yearend Review**

Introduction

Below are some major highlights and accomplishments of the Communications Department (Department) for the fourth quarter of 2024 (October 2024 to December 2024) and a yearend review.

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 695,322 unique external pageviews through December 31, 2024. This is an additional 38,861 pageviews since last quarter. During this quarter, the Guidance Issued tab was updated to include the recent Letter to Assessors regarding Proposition 19 Base Year Value Transfer Frequently Asked Questions and Answers.
- 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 26,556 unique external pageviews through December 31, 2024. This is an additional 2,877 pageviews since last quarter.
- Board Member Websites– With the recent change in Board leadership, certain Board Member websites were updated to reflect the new Board Chairman and Vice Chair, effective January 1, 2025.

Social Media

The BOE continues to utilize social media to expand our communications and stakeholder relations. Social media posts featured upcoming Board Meetings, Proposition 19 updates, career opportunities, disaster relief, news releases, important deadlines and hearings, and general information about the BOE.

In 2024, approximately 60 social media posts were made on BOE's Facebook, Instagram, X (formerly known as Twitter), and LinkedIn accounts. Several new social media graphics were also used, including one highlighting our new division chiefs.

2024 Publications

Below is a recap of the new or updated publications that the Department facilitated in 2024. All of the BOE's current publications are available on our [Forms and Publications webpage](#).

- New Board Meeting Location Flyer – May Lee State Office Complex (Pub 6-ML)
- California State Board of Equalization Strategic Organizational Transformation: 2017 to Present (Pub 9)
- 2023 Property Tax Legislative Bulletin (Pub 140-2023)
- California State Board of Equalization Fiscal Year 2022-23 Annual Report (Pub 306)
- Taxpayers' Rights Advocate's Fiscal Year 2022-23 Annual Report (Pub 316)
- 2024 Taxpayers' Bill of Rights Hearing Flyer (Pub 317)
- Information Sheet, Transfers Between Cotenants Upon the Death of a Cotenant (Pub 800-8)
- Information Sheet, Death of a Real Property Owner – Reporting Requirements (Pub 800-9)
- Information Guide for Disaster Relief for Damaged or Destroyed Property (Pub 802)

Approved:

/s/ Yvette M. Stowers

Yvette M. Stowers
Executive Director

cc: Mr. Matt Cox, Chief Deputy
Mr. Douglas Winslow, Chief Deputy
Ms. Deborah Bautista-Zavala, Chief Deputy
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