Analysis of successful CPA campaigns: Springfield, New Bedford, Pittsfield, Boston with timeline and notes on electorate
Examples of successful campaigns

- Springfield
- New Bedford
- Pittsfield
- Boston
- Passed legislative body vote on 8 November 2016
- 62% voted yes
- Surcharge: 1.5%
- Use of online resources
  - Facebook, website, informational content, flyers
- Grassroots organizing
- Endorsements
Springfield CPA Advocacy

The CPA is on the November ballot and it needs your support - VOTE YES!

What is the Community Preservation Act?

The CPA is a Massachusetts program which allows communities to create a local fund dedicated to open space/recreation spaces, historic resources, and housing. It will appear on Springfield’s ballot on November 8, and we hope you vote Yes!

Why should I vote for the CPA?

To invest in our city!

CPA projects - while critical - rarely get funded from the normal municipal budgeting process. That’s because our tax dollars need to fund crucial services such as our schools, our police and fire departments, and important infrastructure projects like our roads. But CPA projects matter too! They support the types of physical and aesthetic characteristics that people look for when choosing a strong community in which to live - they make the community more vital and more attractive.

By voting YES for the CPA, you will ensure that these projects no longer fall by the wayside. CPA projects will help make Springfield more desirable to prospective residents and businesses which, in the long run, will benefit all of its citizens. Passage of the CPA measure can help ensure that more homeowners are drawn to our great city, stay in our city, and thrive in our city!

Where does the money come from?

The CPA fund is created via a small surcharge (1.5%) on your property tax bill. The first $100,000 of your valuation is exempted from the CPA. For the average homeowner in Springfield, this comes to about $10 per year, which amounts to $2.50 per quarterly bill, or just 83 cents per month.

We have created a calculator which will tell you, based on 2016 tax rates, how much the CPA would add to your bill.
Invest in Springfield with Community Preservation Act (CPA)

What is Community Preservation Act?
CPA is a Massachusetts program which allows communities to create a local fund dedicated to open/recreation spaces, historic resources, and housing.

CPA has been adopted by 161 communities, including Longmeadow, East Longmeadow, Hampden, Wilbraham, Agawam, West Springfield, Westfield, and Southwick. Eight more communities including Boston, Holyoke, and South Hadley have CPA on the November 8th ballot.

How is Community Preservation Act funded?
There are two sources. One is a small voter-approved surcharge on property tax bills. The other is a yearly distribution from the statewide CPA Trust Fund, whose revenues come from Registries of Deeds filing fees. To receive these funds, the City must vote to adopt CPA.

How can Community Preservation Act funds be spent?
CPA funds can be used only for open/recreation spaces, historic resources, and housing. A minimum of 10% of CPA funds must be allocated annually for each of those categories. The remaining 70% can be allocated among those categories.
Facebook page
New Bedford

- Passed legislative body vote on 4 November 2014
- 54% voted yes
- Surcharge: 1.5%
- Printed materials, whitepaper, lawn signs, website, direct mail pieces
- Use of local press
- Focused on educating voters
Flyers and social media
Educational materials

• Press release
  • Introducing the issue

• True/False fact sheet
  • Addresses misconceptions and allays voter fears

• Whitepaper
  • Detailed overview and economics of CPA
• Diverse campaign working group and campaign coordinator
• Registered group as official local ballot question campaign committee
• Unanimous vote by City Council and support from Mayor to be put on ballot
• Brought in funds from foundations, individual donors, and businesses
• Published and wrote collateral materials
• Outreach team of stakeholders interested in historic rehabilitation, parks and open space, affordable housing
• Held over 30 community outreach meetings and local events
• Positive media coverage: op-ed pieces, editorials, interviews
• Direct mail pieces to 17,000+ likely voters
• Passed legislative body vote on 8 November 2016
• 62% voted yes
• Surcharge: 1%
• Use of promotional materials, information sheets, flyers, letters to the editor, lawn signs
• Presentations
• Transparency
• Website and social media
Website and social media

- Who supports CPA?
- What’s been lost
  - Union station, Plunkett School, Peace Party House, Electric trolley station, Henry Wadsworth Longfellow House, Bullfinchchurch, Berkshire Brewing Association, Elmwood Court, Taconic Mill offices
- What’s at risk
  - Springside House, Pontoosuc lakeside, Housatonic River west dam, St. Joseph’s, William Russell Allen House
Op-eds

Could the Community Preservation Act fix up Pittsfield’s historic buildings, parks?

CRA would make for a better Pittsfield

Adopting the state Community Preservation Act will have genuine benefits for Pittsfield. Voters should have an opportunity to make it a reality in November.

The Community Preservation Act (CPA) provides an ideal way to raise funds for many important projects, among them preserving historic buildings, building affordable housing, and creating open space. These are among the goals Pittsfield is achieving and must continue to do.

The CPA is funded in part through a percentage of state assessed value, every one percent increase amounts to a dollar and a half in savings to Pittsfield. The city, as is true, will be able to start building parks and open space.

There would not be a lack of candidates for the funds in Pittsfield. It is estimated that Pittsfield has not used the CPA to fund parks and open space.

The revenue raised could also be used to rehab parks and preserve open spaces. There would not be a lack of candidates.

Excerpt from the Berkshire Eagle on July 27, 2016 by Dick Lindsey

PITTSFIELD — City voters could decide this fall on raising at least $500,000 toward fixing up local historic buildings, creating open space, rehabilitating municipal parks and creating affordable housing.

On a 4-0 vote the City Council’s Ordinance and Rules panel on Tuesday supported asking voters to consider adopting the state Community Preservation Act (CPA). If the full council agrees with the subcommittee’s recommendation, a referendum question will be added to the Nov. 8 ballot.

In adopting the act, Pittsfield would join Williamstown, Lenox, Stockbridge and Great Barrington as the other Berkshire communities among the 161 statewide to add the state-sponsored municipal funding tool as a revenue source.

The councilors support came following a hour-long presentation and discussion on how a combination of a surcharge on real estate property tax bills coupled with state matching funds would boost efforts to improve the city’s quality of life. The $500,000 figure discussed during the presentation is based on projections for fiscal 2016, which ended June 30.

If approved, the CPA would take effect next July 1 for fiscal 2018 — adding a 1 percent surcharge on property after the first $100,000 in assessed value. An increase of revenue that will be used to preserve, maintain and restore historic buildings, such as for example, the St. Mary the Virgin哪er building on Macomber Avenue, and affordable housing such as the Pittsfield Housing Foundation’s Museum apartments.

The CPA would also be used to fund parks and recreation facilities.

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Communities that adopt the Community Preservation Act raise dedicated funds to preserve historic buildings and artifacts; create and rehabilitate parks, playgrounds, and recreational fields; protect open space and water resources; and expand housing opportunities.

So far, 161 Massachusetts cities and towns have adopted CPA, including Becket, Lenox, Stedford, and Great Barrington, plus cities like Fall River and New Bedford. Pittsfield has not adopted CPA but will vote on whether to do so November 8th.

Cities and towns that adopt the Community Preservation Act receive annual state matching funds.

To date, the state has distributed $542 million to CPA communities. Based on last year’s data, CPA would have generated almost $500,000 for Pittsfield.

**ACCOUNTABILITY MEASURES**

CPA communities set up a committee of up to nine local citizens who review and recommend CPA projects. CPA communities submit annual reports to the state before receiving matching funds.

**Question 5: The Community Preservation Act**

On the back of your ballot Tuesday, November 8th.

If Passed, Question 5: The Community Preservation Act will raise dedicated funds for Pittsfield along with annual matching funds from the statewide CPA Trust Fund.

**ACCOUNTABILITY MEASURES**

CPA communities set up a committee of up to nine local citizens who review and recommend CPA projects. CPA communities submit annual reports to the state before receiving matching funds.*

* [www.communepreservation.org](http://www.communepreservation.org) 2018.09.06

** Berkshire Eagle, October 6, 2018, computed total of local funds plus state match**

**PARKS, RECREATION, AND OPEN SPACE**

CPA can create and rehabilitate parks, playgrounds, and athletic fields; preserve open space; and protect drinking water.

**HISTORIC RESOURCES**

CPA can rehabilitate and preserve historic sites, buildings, structures, and artifacts.

**COMMUNITY HOUSING**

CPA can help meet the housing needs of low- and moderate-income individuals, families, and senior citizens in Pittsfield.

The projected cost of the 1% CPA surcharge to the average Pittsfield homeowner is $14 per year.* Important exceptions: Low-income homeowners and box and moderate-income seniors are eligible for a full exemption. The first $100,000 of all residential and commercial property value is exempt from the surcharge.

* [www.communepreservation.org](http://www.communepreservation.org) 2018.09.06

**Berkshire Eagle, October 6, 2018, computed total of local funds plus state match**

Based on last year’s data, CPA would have generated almost $500,000 for Pittsfield.**
• Passed a legislative body vote on 8 November 2016
• 73% voted yes
• Surcharge: 1%
• Informational materials, social media, grassroots organizing, endorsements, use of press
Strategy Overview

• Measure proposed by 2 city councilors
• Council-held hearing to discuss CPA
• 12 of 13 city councilors supported measure and approved it to go to ballot
• Endorsement from mayor and community and advocacy groups
• Official press release announcing campaign
• Endorsement by local labor union and business leaders
• Articles in local newspapers
• Resources for taxpayers, e.g. calculator for surcharge
• Support rallies
• Endorsement by religious leaders
• Yes for a Better Boston (YBB) campaign: coalition of housing, parks & recreation, historic preservation advocates
• Made flyers in 6 different languages to reach more diverse audience
Public events and training volunteers
Input from the public
Informational flyer
Palm cards