



**Community
Preservation Coalition**
Preserving our past. Building our future.

2019 *Year in Review*

CPA ADVOCACY: 12 YEARS IN THE MAKING - "SAVE CPA" CAMPAIGN SUCCEEDS!

2019 was a landmark year for the Coalition's legislative work as we achieved a long-anticipated milestone for the statewide CPA program. After over a decade of advocacy, we were finally successful in passing a permanent funding increase for the CPA Trust Fund.

Propelled under the banner of "Save CPA", the campaign was able to build momentum throughout the legislative session by utilizing online news-blasts, distributing educational infographics, and mobilizing a network of both key municipal officials and local grassroots advocates from across the state. Our legislative team committed hundreds of hours on strategy and collaboration with state legislators, and throughout all of this, the message was clearly heard: 2019 was the year to "Save CPA." The increase to the CPA Trust Fund will bring in an estimated \$36 million in additional revenue every year, and we'll see the first infusion in the November 2020 distribution.

There was more good news for CPA on Beacon Hill in 2019. Through our advocacy work, the legislature and Governor Baker agreed to allocate an additional \$20 million in state budget surplus funding for the November 2019 state match. Although the actual distribution of the additional funding was delayed until January 2020, it did provide a substantial boost to the state match. All communities received a 23.9% first round base match last year - the highest since 2015 - and the total amount distributed (\$43.76 million) was the largest dollar total since 2013.

CPA TECHNICAL ASSISTANCE AND COMMUNICATIONS

The New and Improved Coalition Website

Our staff continued to add elements to the new Coalition website, which has now been up and running for just over a year. Still located at www.communitypreservation.org, the new website was redesigned with user accessibility in mind, hosting streamlined menu navigation, a mobile friendly design that functions across all devices, and an aesthetic upgrade that we hope all visitors will appreciate. The Coalition website is still the only source for comprehensive CPA resources on the internet, and in 2020 we will be adding an extensive section containing historical CPA revenue and spending data.

Sustained support and technical assistance to CPCs statewide, both new and old

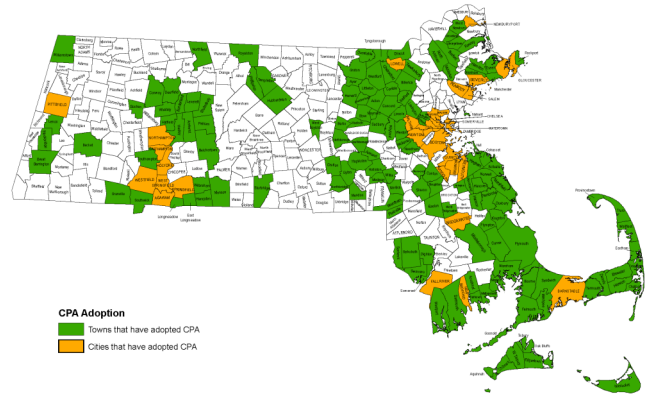
The Coalition responded to a huge volume of emails and phone inquiries from member communities across the state. We offer support across a range of CPA concerns, including project eligibility questions, legislative clarification, budgeting issues, and warrant article development and review. One of the important tasks in 2019 involved working with the 15 communities on Cape Cod who transferred their Land Bank program to CPA in 2005, and are finally eligible to make changes to their surcharge amount and exemptions. The Coalition also conducted many field trainings for Community Preservation Committees (CPCs) in both new and existing CPA communities.

Email Newsletters and Social Media Outreach

The Coalition's CPA Update email newsletter provided valuable information for CPA communities throughout 2019, with an emphasis on promoting the ultimately successful "Save CPA" campaign. The newsletter also provided breaking CPA news and updates on legislative issues. On social media, the Coalition's Facebook and Twitter accounts grew dramatically in 2019, posting inspiring CPA project highlights from across the state and delivering all the latest CPA news.

CPA ADOPTION: THE CALM BEFORE THE STORM

The low number of CPA elections in 2019 was clearly the calm before the storm. The city of Lowell was the only new community that adopted the program, becoming the 176th CPA municipality after a quick and quiet campaign leading up to their November election. But throughout 2019, dozens of calls have been coming into the Coalition from across the state, all looking at starting up adoption campaigns for the November 2020 presidential election. Based on this initial buzz, 2020 could have a record-breaking number of communities with CPA on the ballot.



CPA PROJECTS: OVER 12,000 AND COUNTING

The Coalition spends hundreds of hours each year ensuring that legislators, communities, state agencies, and the press have access to a robust database on CPA revenue, adoption, and projects. This year marked another incredible year for CPA, as there are now over 12,000 projects that have been approved by local communities. More than 17,500 affordable housing units have been created or supported, 30,894 acres of open space have been preserved, over 5,500 historic preservation projects have been approved, and over 2,500 outdoor recreation projects have been initiated.

COALITION OPERATIONS: PERSONNEL & FINANCIAL REPORT

2019 was a year that included some exciting new additions for the Coalition, as well as some staff changes. To start off the year, Alison Leary moved on from her position as Associate Director and is now running an election campaign to serve as a state representative for her district in Newton. And then at the end of the year, we also said farewell to our Research & Outreach Director, Kaitlin Butler—she will be starting up her own business, following a longtime entrepreneurial passion for making custom jewelry.

We were thrilled to introduce several fresh faces to the Coalition's Steering Committee at our December meeting. After an extensive search for candidates, five new representatives from CPA communities have joined the Steering Committee: Patty Carey from Needham, George Comeau from Canton, Bruce Easom from Groton, Anne Louro from New Bedford, and Jennifer Matthews from Cambridge. The selection process was a difficult one, as we received applications from dozens of enthusiastic and well-qualified CPA advocates from across the state, but each of these new members provide a wealth of experience and new perspectives ranging across each of the CPA categories. The entire Steering Committee is looking forward to working with these new members on the continued success of the statewide CPA program.

The Coalition completed another year on firm financial footing (see our budget report above). We are deeply grateful for the support of our member communities and thank them for their advocacy on behalf of CPA, as well as their work on hundreds of impressive housing, recreation, historic, and open space projects that were completed during 2019.

FISCAL YEAR 2019

COALITION FINANCIAL REPORT:

REVENUE

Community Members	\$438,000
Foundation Grants	\$130,776
Coalition Partners & Misc.	\$24,542
Total Revenue	\$593,318

EXPENSES

Personnel Costs	\$232,000
Benefits & Personnel Overhead	\$111,000
Advocacy Costs	\$96,056
Professional Services	\$10,912
Travel and Meeting Costs	\$2,352
Rent and Office Costs	\$35,047
Legal, Financial, Admin. & Misc.	\$105,951
Total Expenses	\$593,318