

Raise Up MA – Post-Election Talking Points

General Talking Points

- By passing Question 1, Massachusetts voters seized a once-in-a-generation opportunity that was years in the making.
- Voters stood together and chose a fairer tax system, and greater investment in transportation and public education. They've chosen to support vital priorities for Massachusetts communities, including Gateway Cities and communities of color.
- We've done what some thought was impossible: passed the Fair Share Amendment to create a permanently fairer tax system and deliver billions of dollars in new revenue for our public schools, colleges, roads, bridges, and transit systems.
- This victory belongs to all of us, and so many different people and groups contributed to it over the years.
- It belongs to the community, faith, and labor organizations in the Raise Up Massachusetts coalition, who wrote the Fair Share Amendment back in 2015 and led the campaign to win it through many ups and downs.
- It belongs to the thousands of grassroots volunteers who spent nights and weekends talking to their neighbors about Question 1.
- It belongs to the tens of thousands of union members who funded this campaign with their hard-earned wages, and allowed us to outspend the billionaires.
- And it belongs to the incredible campaign team we assembled, who managed the largest ballot campaign in Massachusetts history and helped take us over the finish line.
- This campaign has been in the works for seven years, and we always knew it would be close. At the end of the day, we're thrilled that voters backed this momentous opportunity, and that tax fairness is now enshrined in the state constitution for decades to come.
- Now that we've passed the Fair Share Amendment, we'll have secure funding for our schools and colleges, safer transportation infrastructure, and a fairer tax system that asks those at the very top to pay a little more.
- Our coalition will stick together to ensure that the money from Question 1 reaches our public school classrooms, our public college campuses, and our roads, bridges, and transit systems.
- And we will not stop here. We'll keep working to build a Massachusetts economy that works well for everyone, not just those at the top.

Campaign analysis - where we won/lost, how we won

- Emphasize our strong grassroots campaign: 1 million doors, 2 million phone calls, and years of organizing that helped deliver our margin of victory.
- Question 1 had a very strong showing in Boston, the Gateway Cities, and certain suburbs (Route 2, North Shore). We ran up the score in Cambridge/Somerville and in Western Mass, and we held our own in more traditionally conservative parts of the state, limiting the opposition's ability to gain significant margins there.

- Communities with the greatest need for investment in schools and transportation turned out in a major way to deliver this victory. And voters in many wealthier communities where our coalition had strong grassroots organizers also supported Question 1, because voters see the effects of well-funded schools in their community and understand that investing in education and transportation are good for our entire economy.
- Even in the communities that voted against Question 1, a significant number of voters supported this campaign. 46 communities had greater than 65% support, while only 4 communities had greater than 65% opposition. 25 communities had greater than 70% support, while nowhere had greater than 70% opposition.

What happens next - technical questions

- Tax applies to any income earned beginning in January 2023 (2022 tax returns, filed in April, are not affected)
- Some new state revenue will appear in January (through withholding) and in April (through quarterly tax payments), although it won't be clear for 1-2 years exactly how much is being brought in, since high-income earners have a lot of leeway to determine exactly when they pay taxes on their income.

How the Money Is Spent

- Throughout this race, voters made it clear that they support a fairer tax system, and greater investment in transportation and public education.
- We are committed to ensuring that the legislature listens to the will of voters and spends all of the additional revenue from the Fair Share Amendment on public education and transportation, on top of current spending levels.

Maura Healey's proposed tax cuts

- The Fair Share Amendment has always been about making our tax system fairer AND raising more revenue for important investments.
- We're focused on ensuring that every cent of the new money from the Fair Share Amendment goes to additional transportation and public education spending, and that we don't move backwards with any tax cuts for the super-wealthy.
- Targeted tax cuts for low-income residents, seniors, renters, etc., can potentially help improve the fairness of our tax system. It's the legislature's job to determine if long-term tax cuts are affordable based on preexisting revenues.

Possible changes to underlying tax rates/deductions

- The idea that middle-class nest eggs are threatened by the Fair Share Amendment is nonsense, and voters rejected it.

- The evidence is crystal-clear: after existing deductions, only a tiny percentage of the biggest mansions and vacation homes sell for enough of a gain to be affected by the Fair Share Amendment. Just 895 homes last year. And those homes sold for an average of \$3.8 million!
- Anyone who is lucky enough to earn more than \$1 million in taxable income in a single year will only pay 4% more on the amount over \$1 million - a small change to their total tax bill.
- The focus now needs to be ensuring that the new funds are spent where they should be, not on undermining the will of the voters, who voted to make the highest-income earners finally pay their fair share.