

Cranberry today

FALL 2011



Bond Sale Yields Huge Savings

It pays to have good credit. For Cranberry, it just paid over \$3.4 million. Even more savings are in the pipeline. And it happened at a time when most communities' credit scores, along with the federal government's, have gone down the tubes.

Private mortgage holders and borrowers are generally eager to refinance their loans whenever interest rates go down. It's the same with the Township, except that in place of a mortgage, it pays debt service on bonds which investors bought in the past to allow Cranberry to finance capital projects like expanding the sewage treatment plant and building the golf course.

But unlike consumer loans, the Township can't just jump into the market whenever it catches a whiff of potential savings. The bonds it issues can only be re-financed at certain fixed intervals. So in September, when \$30.6 million in bonds that the Township sold in 2001 and 2006 became eligible for redemption, it seized the opportunity to cash in on today's historically low interest rates.

Qualifying for those rates, however, is a different story. In fact, the credit scores for thousands of local governments, authorities, hospitals and school districts around the country have recently been downgraded by one or more of the three major rating agencies, Fitch, Moody's, and Standard & Poor's. Even federal treasury notes – the gold standard of financial securities – were lowered by S&P last summer.

The City of Pittsburgh, for example, now has a BBB rating, which reflects a significant risk of default and a correspondingly high risk premium in its interest rates. Nationally, the municipal average is Baa. But Cranberry is not an average community. And prior to testing the bond market's waters in August, it had its credit worthiness reassessed.

The outcome was a clear affirmation of its already high Aa2 investment-grade rating. And in early September, that score was put to the test. According to PNC Capital Markets, the Township's bond adviser, institutional investors jumped at the chance to buy the Township's bonds – at interest rates even lower than projected. As a result, the sale, which refinanced almost \$30 million, realized an

upfront savings of \$3.4 million. And instead of saving two percent on its

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interest payments – which had been the Township's previous practice – the refinancing netted 10.38 percent savings, the largest spread PNC had ever seen.

To benefit even more from its convergence of high ratings with low interest rates, the Township floated an additional \$10 million in bonds. They will help pay for a number of projects currently in the pipeline during the next three years. These include a new Public Safety training facility, a new home for the Cranberry EMS, a second trunk line for the sanitary sewer system, and a new 24-inch water line along Executive Drive.

The result: projects will come on line sooner, and they will all be financed at the lowest rates in modern history. ~

A Publication of

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Development Rules Tweaked To Capture Hometown Charm And Efficiency.

The ground rules for new development in Cranberry are changing. And if they work as planned, they could provide Cranberry with more of the small town character that people recall so fondly from their childhood. But it involves upending just about all the assumptions which have shaped modern suburbia. Foremost among them: encouraging more compact development.

In his lavishly illustrated 1995 book *Save our Land, Save our Towns*, author Thomas Hylton pointed out a striking paradox: Even though Pennsylvania's population experienced only modest growth following World War II, it consumed more than four million acres of farmland to build suburban homes, shopping centers, office parks, and related new development during the same time. That's an area larger than the combined sizes of Connecticut and Rhode Island.

The long-term prospects for maintaining that infrastructure, especially if there's not a major turnaround in the state's economy, are scary, he noted. And he had a point: Greater density of housing, better pedestrian access, more diversity of housing types, and less segregation of land uses can produce a community that's less expensive to maintain, easier to police, less prone to local traffic jams, and more culturally vibrant.

At the same time, consumer demand for more compact living arrangements, which included townhouses, upscale rental apartments, and other multi-family structures featuring shared recreational amenities, was also starting to grow. And Cranberry's officials were listening.

The result was a new concept of zoning, known as Traditional Neighborhood Developments, or TNDs – an approach

to land use development that draws inspiration from well-established traditional towns and provides for much smaller lots, a mix of different housing types, alleyways, on-street parking, sidewalks, apartments over businesses, more use of masonry construction, better streetscapes, and other features that give an early 20th century hometown feel.

Cranberry's Board of Supervisors adopted its first TND zoning ordinance seven years ago to accommodate the innovative Park Place development as well as its neighbor, Bellevue Park. Since that time, different variations on the Traditional Neighborhood theme have been formulated for other parts of Cranberry, where they've been adopted as overlays – meaning that land development can still be authorized under the previous zoning regulations, but if it satisfies TND requirements, it can be developed more intensively, and usually more profitably, under those rules.

That development flexibility is also fundamental to the comprehensive plan Cranberry adopted in 2009, and now it's gradually being extended to areas throughout the Township.

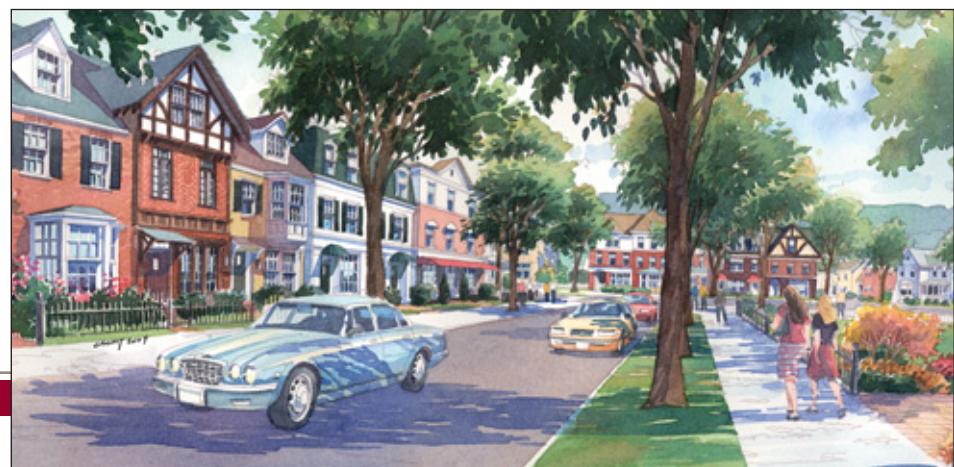
In September, Cranberry's board of supervisors approved two TND-like overlay proposals. One applies the concept to Cranberry Woods Business Park, Cranberry Commons, and several smaller properties along



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the Rt. 228 corridor. Another amends the ordinance that regulates single-family neighborhood developments to allow for the creation of rental units, infill development, and higher core density by adjusting their open space requirements.

Cranberry may never look like other traditional Pennsylvania communities, but over time it's likely to acquire more of their hometown charm and character. And it will be much less likely to burn itself out from unsustainable development practices. ~





Most economic development in Western Pennsylvania follows a familiar pattern. Municipal officials boldly approach prospective developers, fall to their knees, and shower them with gifts from local taxpayers in the hope of enticing them to invest in their community. Favors include exemption from local taxes, waiving established zoning ordinances, immunity from local building codes, taxpayer backed bond issues, publicly financed road improvements, job training, and more. It's a pitiful sight, and it almost never works out happily.

Twenty years ago, Cranberry broke from that pattern. Instead of paying companies to come into the Township as other communities in the region did, it began charging them, using a newly-enacted state law which provided for the collection of Transportation Impact Fees – money assessed on commercial and residential

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development which would allow the community to pay for improvements to its transportation network necessitated by traffic from the new development. It was lonely at first.

Cranberry Township, along with just one other community in the eastern part of the state, pioneered in implementing the new law, Act 209 of December 1990. But it wasn't simple. The law spelled out four

distinct steps that had to be taken, in sequence, before a fee per vehicle could be calculated.

Step One is a Land Use Assumptions report, linking the community's zoning and transportation needs. Step Two is a Roadway Sufficiency Analysis – an engineering report of where the existing roadway network either meets or fails to meet the projected traffic load. Step Three is a Capital Improvement Plan which identifies, in priority sequence, the specific transportation projects where the fees would be used to fund any shortcomings. The final step, Step Four, is an Adopting Ordinance enacted by the municipal government to set the fees and authorize their collection.

and safety enhancements. In the process, it set an example for more than 60 other progressive communities in the state which now administer their own impact fee programs. Their fees vary from as little as \$57 per vehicle in Lehigh County, to more than \$3,500 in Chester County. Cranberry's fee is \$1,500.

It would be easy to assume that impact fees are poison to developers which would scare them away. But in Cranberry, that simply isn't the case. In fact, the committee which oversaw the impact fee program revision included three major local developers – Don Rodgers, Dennis Zeitler and Dick Donnelley – as well as the Township's own Planning Advisory Commission.



On several previous occasions, Cranberry had updated its Capital Improvement Plan to reflect the conclusion of certain projects and the emergence of others. But it wasn't until last month that the Board of Supervisors finalized a completely revised version of its Transportation Impact Fee program, beginning with the land use assumptions adopted as part of Cranberry's 2009 comprehensive plan.

Since it began, Cranberry's impact fees have generated more than \$15 million and helped finance a long list of projects including turning lanes, signal improvements, access roads,

"It was a good process. It was a very involved process," Cranberry's Chief Strategic Planning Officer John Trant, Jr. pointed out. "The committee was helpful in talking about what an appropriate fee might be and whether we should consider an increase. We had a lot of discussion about the cost of construction, how significantly the costs have gone up. Back in 1991; it was somewhere around \$1,000. So it's only gone up \$500 in 20 years. That helped the committee decide to do an increase to try and keep track with inflation and rising costs." ~



Gentrified Poles For Genteel Traffic Lights. Four Township intersections are in a queue for new traffic signals together with context sensitive poles and, in most cases, mast arms as well. The signal at Franklin Road's new intersection with Long Tree Way and the entrance to St. Kilian's school, which has already had turning lanes added, is being built as part of CRECDO's Cranberry Village project. The intersection of Freedom Road and Haldeman Drive, at the entrance to the Clearbrook plan of homes, will be signalized using funds from a special 2009 federal grant for Freedom Road improvements. An enhanced signal system at Rowan Road at Rt. 19 will be built as part of the Cranberry Promenade development. And the intersection of Cranberry Woods Drive with Rt. 228 will also have a new signal set courtesy of Cranberry Crossroads, although the highway will be so wide at that point – eleven lanes – that mast arm construction won't work. So the signal heads will be suspended from strain wires, as they are at the Rt. 19/228 intersection. But they will be strung between poles on either side that have the same design as on the other new signals.

Cranberry Crossroads To Include Key Public Road Projects

In their artists' renderings, all of the buildings in the proposed Cranberry Crossroads shopping center look very nice. However it was neither their good looks, nor the construction of a four-story office building, nor the addition of a double-decker Dick's Sporting Goods store, that caught the attention of Cranberry's Board of Supervisors.

What actually excited them about the project had less to do with its business tenants than with the access road which the developer agreed to pay for as an integral part of that project.

Visualized some time ago as a route providing safe and convenient access to a currently landlocked area of more than 200 acres northeast of the I-79-Rt. 228 crossover, the proposed road has been on Cranberry's Official Map for many years. But until now, it's only existed on paper.

However plans for the design of a mid-size business and shopping center on the 24-acre site that formerly housed the Pittsburgh North Campground directly opposite the Marriott Hotel, are about to change that.

The new road, tentatively referred to as "Official Map Road," begins with

a tremendous advantage: the point at which it intersects 228 is already signalized; on the opposite side of the highway is Cranberry Woods Drive. The new road would carry traffic from there to Mars Road and service undeveloped property located to its north.

And there's more. Once built, an east-west service road that already carries internal traffic for the neighboring Cranberry Commons shopping center, will extend further west, through Cranberry Crossroads, where it will share a new signalized intersection with Official Map Road. And, as future development occurs, it is capable of continuing westward to serve that traffic as well.

It also has ties to an upcoming PennDOT project – adding new ramps linking Rt. 228 to I-79. A direct on-ramp for westbound traffic along 228 onto I-79 north will likely consume the land which currently includes Mars/McElroy Drive. Official Map Road, which will be a little east of McElroy, is expected to fill that void handily.

Beyond that, along with partial funding from the Cranberry Woods business park, the project will include major enhancements to Cranberry Woods Drive as well as to Rt. 228 itself. It



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even includes funds reserved for improvements to Mars Road.

Altogether, it amounts to approximately \$3 million worth of traffic improvements – none of it at taxpayer expense. It holds the key to opening up a currently underserved area in the heart of Cranberry Township. And it is emblematic of the public-private partnerships which allow local residents to benefit from public sector improvements in a time of statewide austerity.

Plans call for Cranberry Crossroads to begin construction next spring, with completion before the end of the year. ~



Who Says You Should Pay For Transportation? You Can Always Walk.

by Dick Hadley, Cranberry Township Supervisor

Most of the arterial roads in Cranberry are state roads.

It's the state's job to maintain and improve them as needed. In Pennsylvania, those transportation projects are financed out of user fees, like gas tax. But fee income has been going down, even as maintenance costs have soared. So PennDOT's budget is way below last year's level, which, in turn, was well below the previous year's amount. That funding shortfall – currently about \$3 billion a year – is expected to continue, and compound, as we move forward. And it involves making some very hard choices.

Several years ago, under Governor Rendell, the state's General Assembly created Act 44 – a transportation funding measure which saw tolling I-80 as a key to generating new revenue. It was controversial, but it ultimately passed.

Problem is, the Feds – who put up most of the money to build I-80 – don't like states tolling Interstate roads to generate revenue for unrelated transportation projects. So they put the kibosh on that part of the act, which blew a huge hole in the state's transportation budget. But they weren't consistent; the act continued to leave Turnpike users here paying about 25 percent more in tolls to finance improvements on state highways elsewhere in the Commonwealth.

A lot of the shortfall stems from the state's heavy reliance on gas tax. Yet with hybrids and other fuel-efficient vehicles, the state's liquid fuels income keeps falling behind. When

you adjust for inflation, the average amount of state gas tax that motorists paid in 1970 was \$389.72. Last year it was \$91.04 —

less than a quarter as much. But road improvements haven't gotten any cheaper – just the opposite, in fact.

So earlier this year, when Governor Corbett took office, he appointed a Transportation Funding Advisory Commission to figure out how to find at least

\$2 billion a year – and to make the state's transportation system more efficient along the way. That Commission issued its report at the beginning of August, and its recommendations came up with \$2.5 billion – mostly by increasing various state user fees: licensing, registration, inspection, fuel tax, driver permits and traffic fines, as well as dedicating a small portion of the state's current sales tax to transit. However, it does not contemplate increasing the sales tax rate, nor does it affect current personal income or business tax levels. So in most respects, it echoed the findings of a similar report issued by an earlier commission under Governor Rendell.

This fall, those recommendations are expected to be bundled into a bill for state legislators to vote up or down. At a recent symposium in Pittsburgh

I attended, transportation officials led participants to understand, first, that our highway system is at risk of collapse, and second, if a community's elected officials fail to support the proposal, it means they don't really need money for road projects.



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growth and to the relief of traffic congestion – a chronic issue along that stretch of roadway. Cranberry has already made significant investments in improvements to Freedom Road on either side of that bridge, and we will continue doing so. But until the bridge itself widened, those improvements won't mean very much.

Paying more for anything is a difficult pill to swallow, particularly in a down economy. It takes political courage at a time when courage is in short supply. But the alternative is not to grandstand, and insist as a matter of principle that the tooth fairy pay for needed improvements; it's that they simply won't happen. And neither will the growth that our community's future depends on. In state road transportation, there's no such thing as a free ride. Just lace up your walking shoes. ~

Neighborhood Slow-Down Effort Hits A Few Speed Bumps

Every residential street in Cranberry – as in most of Pennsylvania – is posted at 25 miles per hour. And they've been that way for generations. It's a fairly slow speed, but there are good reasons for observing it – particularly where children and pets can unexpectedly dart out into the street, requiring quick stops or evasive maneuvers.

Even so, most drivers tend to ignore the limit, typically travelling at speeds well in excess of 25. And that driving pattern has been a source of irritation to a number of residents in the Township. So when an officer of a local neighborhood homeowners association, or HOA, brought her concern to Cranberry's quarterly

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Homeowners Forum, the Township offered its help in testing a speed awareness campaign.

Over a week-long

pilot program in ten Cranberry neighborhoods, the Township, with financial support from Cranberry Township Community Chest and R.J. Development, distributed \$3,000 worth of signs from the Nebraska-based nonprofit organization Keep Kids Alive, Drive 25. A permanent post-mounted entrance sign was installed at each housing development, and 100 temporary lawn signs with different safety-related messages were divided up among the participating plans. Window decals were made available to anyone interested in displaying them.

A speed trailer, which displays the speed of vehicles as they pass its sensor, was rotated among the plans. Police patrols were increased, making 13 traffic stops during the test period. And in two neighborhoods – Cranberry Heights and Oakview – road tubes were installed to record speeds before and during the test campaign.

Assistant Township Manager Duane McKee coordinated the effort. "What I learned from the road tubes was that we managed to modestly lower speeds in those areas," he said. "Cranberry Heights went from 36 to 34 in one direction, and 34 to 33 in the other. On Oakview Drive, we reduced it by one mile an hour.

"I saw very good activity from the HOAs; they all picked up their signs

when they were supposed to; they all put them out. Some moved them around more than others." But a number of the lawn signs simply disappeared. "In Walden Pond, for example, someone apparently stole all but one of their yard signs. I've only got 35 of the 100 back."

Cranberry's Homeowners Association Forum, a panel representing more than 20 HOAs, met on September 12 to review the program. The meeting was led by Hampshire Woods HOA president Ann Reale. Although the program failed to meet the expectations of most Forum members, Reale reported, there was a consensus to try it again, perhaps next spring, using a different mechanism to fund their purchase of the signs.

To sustain the program – which is primarily an HOA rather than a Township initiative – a volunteer manager is being sought. "We're trying to define exactly what the role would be and what they would do," McKee noted. "We need to redefine what developments we're going to do every year. We've got to redefine where we're going to get sponsors to help fund purchase of the signs. We also have to determine how we're going to collect data so that we can verify that we're getting something out of the program." ~



Litter Put Up For Adoption. Want a road to call your own? Two local street sections – OgleView Road between Rt. 19 and Unionville, and Unionville Road between Rt. 19 and Aberdeen Drive – are being paired together for litter pickup by a loving family, club, business, neighborhood association or church group. If you or your organization are interested in providing TLC for these streets, which were orphaned by the closure of their previous caretaker, contact Barby Osterrieder in Cranberry's Public Works Department at 724-776-4806 ext. 1500. A minimum two-year commitment is required with at least one spring and fall cleanup day each year.





Hapless Homer. Workplace posters featuring Homer Simpson help remind Township employees about safety practices on the job.

You can never completely eliminate the risk of workplace injuries, and some of those injuries turn out to be devastating. But, if you get serious about it, you can make real progress in cutting down their number and severity. That's what Cranberry learned after experiencing a growing number of lost-time accidents several years ago.

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"Back in 2006 and 2007, our lost time accident statistics were going through the roof along with the amount of money we were spending on claims," according to Cranberry's HR Director, Dick Cibella. "And we determined that some types of claims were repetitive."

Despite Setbacks, Workplace Safety Sees Significant Improvements

So in mid-2008, under the direction of Assistant Township Manager Duane McKee, Cranberry formed a Township-wide Safety Advisory Group, along with a series of department-level employee-management safety committees, to investigate reported accidents – particularly those types which occurred repeatedly.

"For example, in the beginning, there were a number of employees slipping on ice," Cibella noted. "As a result, the Public Works safety committee determined that there were some Township facilities where not enough attention was being paid to treating sidewalks and parking lots in the early morning hours, before most employees arrived. Workers were repeatedly slipping in the same places. So those areas were treated earlier in the morning, and that resolved much of the problem."

Another type of injury – strains resulting from lifting heavy items – also showed up repeatedly. So in some instances, mechanical assists were installed to help raise them, and classes on proper lifting and carrying were provided. "The safety committee went on the offense," he said. "And the numbers of lost-time injuries has fallen dramatically."

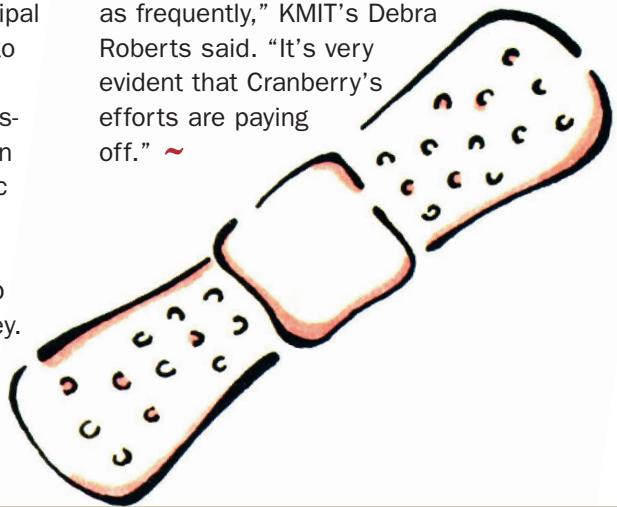
At the same time, though, it's harder for general-purpose municipal departments, like Public Works, to implement comprehensive safety programs than it is for most industries. "When you're a construction company, you're in a very specific industry segment where you can say: these are our work-safe practices," according to Township Public Works Director Jason Dailey. "But in Public Works, you're a plumbing company, a utility, a construction company, a sewage

treatment plant. We deal with electric and communications and traffic and the work-safe aspects of administration."

As a result, at the outset of the safety initiative, Cranberry had no workplace safety manual for Public Works. So one of the Safety Committee's earliest tasks was to develop a manual based on best safety practices in the various working areas represented by Public Works: confined space, traffic control, work zone safety, and so on. That manual is now updated every year. And similar manuals were created by department-specific safety committees in Public Safety, Parks & Recreation, Cranberry Highlands, and the Township's administrative functions.

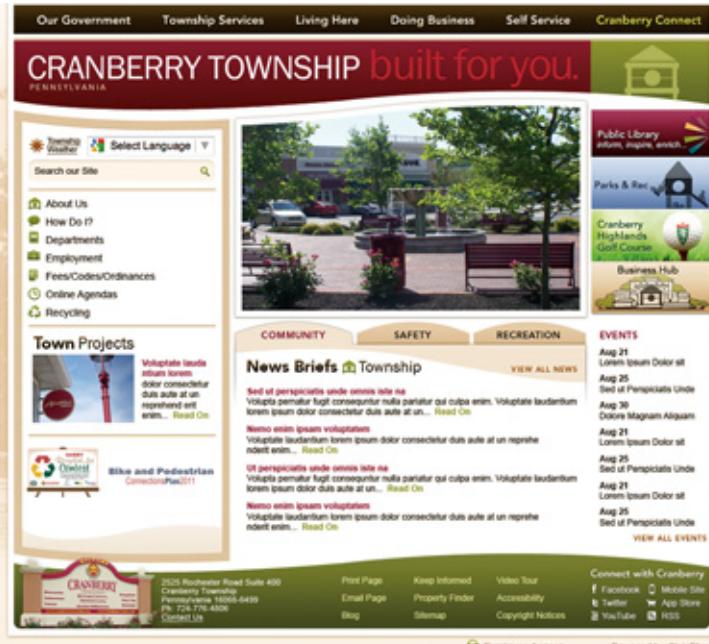
"The hardest part of any safety program is keeping it fresh," Dailey noted. "It has a tendency to become old hat until something serious happens. But we've been creative with the people we've brought in, so it's not just textbook training – it's real life, in-the-field training."

That change has also caught the attention of Cranberry's self-insurance program administrator, the Keystone Municipal Insurance Trust. "The Township's efforts to keep safety in front of everyone have kept preventable accidents from happening as frequently," KMIT's Debra Roberts said. "It's very evident that Cranberry's efforts are paying off." ~



Township Website Gets Refreshed Look, Easier Navigation

The objective of the redesign is to help visitors get to the information they need more quickly – not to rearrange it just for the sake of changing its appearance.



The screenshot shows the Cranberry Township website with a new design. The top navigation bar includes links for 'Our Government', 'Township Services', 'Living Here', 'Doing Business', 'Self Service', and 'Cranberry Connect'. The main header features the text 'CRANBERRY TOWNSHIP built for you.' and 'PENNSYLVANIA'. On the left, a sidebar lists 'About Us', 'How Do I?', 'Departments', 'Employment', 'Fees/Codes/Ordinances', 'Online Agendas', and 'Recycling'. Below this is a 'Town Projects' section with images of a street lamp and a bike/pedestrian sign. The central content area has tabs for 'COMMUNITY', 'SAFETY', and 'RECREATION'. Under 'COMMUNITY', there is a 'News Briefs' section with a link to 'View All News'. To the right, there are sections for 'EVENTS' (with a link to 'View All Events') and 'Public Library' (with a link to 'Public Library: inform, inspire, enrich'). The bottom of the page includes a footer with contact information, links to various site sections, and social media icons for Facebook, Twitter, and YouTube.

Cranberry has had an Internet presence for 15 years now – ever since 1996. Its current website design, which is built on software modules provided by content management company CivicPlus, has been in place since 2008. But later this month, it will have a new look along with new navigation, new features, and an improved organization of material.

Approximately 1,000 people a day visit Cranberry's website, according to our site statistics. So the main menus on the new home page are based on the most frequently visited pages and sections of the site. Among the most popular are those in Parks & Recreation and the Library, as well as a number of pages in Community Development. Those and other links will now be right on the home page, resulting in a different look and feel.

People who spend too much time search a site for information tend to get frustrated. So to improve their experience, there's a new section titled "How Do I..." with answers that flow from questions such as:

"How do I... apply, contact, find information, pay, read, report, request, reserve, or sign up for?"

In developing the redesign, all of the Township staff members responsible for posting items on the website were interviewed. Several focus groups were held with Township residents. A web survey was conducted. And the websites of other communities were studied for inspiration.

Along with a redesign of the main Township website, its golf course site and Library – both of which are technically subsites of the Township – will have new looks as well. But they will retain their own menus and buttons specific to their own unique needs. A third subsite, which will be called the Cranberry Business Hub, is designed for those who are building, developing, or locating their businesses in the Township.

Another new feature, already in place, is called BrowseAloud. It enables the Township's website, as well as the Library's, to speak their contents out loud, in the user's choice of reader voices, accents, and European

languages. It's designed to make the website more easily accessible to people with literacy problems, learning disabilities, or mild visual impairment, and those for whom English is a second language. The user toolbar for BrowseAloud can be downloaded for free at www.cranberrytownship.org/BrowseAloud.

The entire site will be translatable into 58 languages using a Google Translate feature.

A free mobile application from CivicPlus will allow visitors to view the website better than ever on a smart phone. QR codes – a new generation of bar code – will also allow smart phone users to link to the appropriate web pages from posters, signs, and printed material issued by the Township.

A new feature of the revised site is its Facilities Module. For example, if someone is planning an event, it will allow them to determine the availability of a Township facility – a meeting room, a park shelter, a pool deck, a stage or playing field, for instance – that meets their needs.

Another new module, called My Dashboard, lets users set up their own accounts and customize their screens – in effect, a creating personalized home page for Cranberry.

The objective of the redesign is to help visitors get to the information they need more quickly – not to rearrange it just for the sake of changing its appearance. Otherwise it would have the same effect as going into the supermarket only to find out that the floor plan you had memorized, and the location of the items you needed to buy, had all been changed – an outcome no one is happy with. ~



Monthly Water/Sewer/Trash Billing Puzzles Some, Pleases Others

Cranberry's much-anticipated transition from quarterly to monthly billing for water, sewer and trash collection services officially began September 8. And while most residents were quite pleased – especially those who received no bill at all – others may be puzzled about why the amount on their bill seemed awfully close to what they were accustomed to paying before. The answer is that it will take until November before everyone's bill settles into a predictable pattern.

It all has to do with the phase-in and alignment of the bills going forward with those paid in the recent past. For customers whose last quarterly bill was mailed in late August – the final billing under the old system – there was no bill at all in September; those people were presumably already up to date in their billing. So rather than sending them statements covering just one week of service, their first monthly bill won't be sent until October 8.

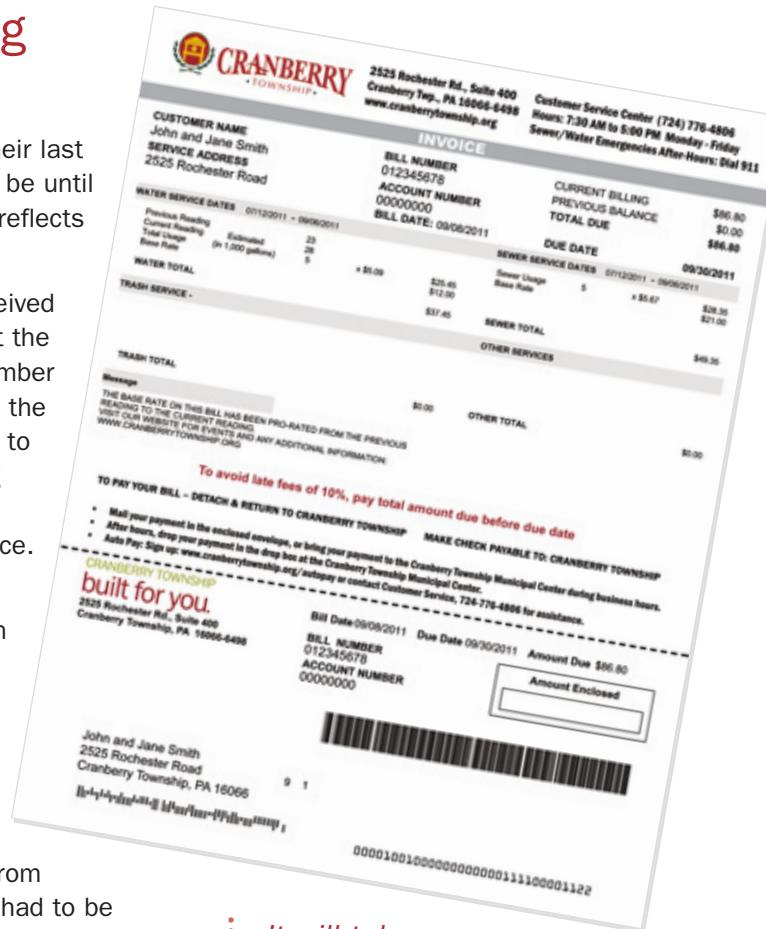
On the other hand, people whose last quarterly statements had been sent in June, may have been disappointed to see that the amount on their bill was a lot higher than they might have expected for just one month of service. That's because it actually was for more than one month – it was

for everything since their last bill. For them, it won't be until October that their bill reflects the new normal.

But for those who received their last statement at the end of July, the September bill should be close to the amount they are likely to see each month going forward, at least for water and sewer service.

Behind the scenes, however, the transition required a complex series of back office and field operation changes. The previous meter reading sequence, which collected data from 3,000 units a month, had to be completely redone in order to read 4,500 each cycle. The format of customers' bills needed to be totally redesigned. And new billing software was installed that will accommodate future payment options to be introduced early next year.

Yet despite the confusion, there was a short-term bonus for everyone as a result of the changeover. Previously, payments for trash collection were billed in advance. Now, they will only



It will take until November before everyone's bill settles into a predictable pattern.

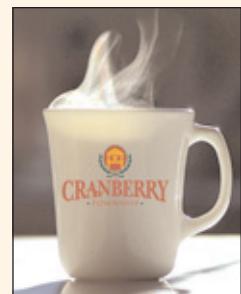
be billed after the service is rendered. As a result, no one was billed for trash collection in September, and no one will be billed for it in October, either. ~



Local Income Tax Collection Changes January 1. Starting next year, employers in Cranberry Township and across the state will be required to withhold earned income tax from all of their employees, at whatever rate applies where they live, as long as they live in Pennsylvania. The change results from a 2008 state law which consolidates earned income tax collection, county by county. For Butler County, the collector will be Berkheimer Tax Administrators, the same company that currently handles collection for Cranberry Township. Under the new law, every employee will be required to complete an official Local Earned Income

Tax Residency Certification Form for their employer. People who are self-employed don't require certification. But they will still have to file quarterly returns, make quarterly payments, and then file a final return at the end of the tax year.

Peek Behind The Curtain. Informal meetings over coffee with Township Manager Jerry Andree, begun in 2009, will continue through the remainder 2011. But this time, there's a twist. Instead of meeting at a conventional coffee shop or conference room, the meetings will be held at seldom-seen locations behind the scenes, along with personal tours. **October 5:** Observe operations at the Brush Creek Wastewater Treatment Plant, 10:00 to 11:30 AM. **October 12:** Meet at the Cranberry Highlands Golf Course Turf Grass Center to walk the Audubon Nature Trail and observe local wildlife up close and personal, 10:00 to 11:30 AM. **November 9:** Tours of the Township Administrative Offices and the Police Department. Choose the morning or evening option – 9:30 to 11:00 AM or 7:00 to 8:30 PM. **December 7:** Meet at Public Works Traffic Operations Center and watch Cranberry's advanced signal technology control the flow of traffic, 7:00 to 8:30 PM. Pre-registration is required due to space limitations. Call Customer Service, 724-776-4806 to register.



You Just Missed It.

It's too late for a tax discount; that ended September 30. But the 2011/2012 Seneca Valley School District real estate tax statement you were sent on August 1 can still be paid at face value until November 30. If you recently changed your mortgage company or are no longer using an escrow account to pay your property taxes, contact tax collector P. J. Lynd's office at 724-776-1103 or drop by his Municipal Center office to arrange for payments. Call ahead for hours.



Remember Mrs. O'Leary's Cow.

The 140th anniversary of the Great Chicago Fire, which began October 8, 1871, is being commemorated throughout the country by Fire Prevention Week. In Cranberry, it is the time when firefighters remind residents to change the batteries in their smoke and carbon monoxide detectors and to have their chimney inspected before using the fireplace. Much more fire safety information is available on the National Fire Protection Association's website at: www.nfpa.org.



American Red Cross Wants You!

Red Cross of Butler-Mercer Counties, which consolidated with its sister chapters in Beaver and Lawrence Counties on September 1 to share resources, improve local disaster response, and consolidate its back office functions, needs your help. To build its base of members in southern Butler County for disaster relief, blood drives, military family assistance, fund raising, community events and safety presentations, the organization is seeking volunteers from the Cranberry area. Training will be provided as required to support the volunteers' work. To request an application form, call 724-283-2810, ext. 225.

Health And Housing Help.

Free help for low-income households in weatherizing their homes to reduce heat loss, improve safety, and reduce energy use are now available to local residents from the Housing Authority of Butler County by calling 724-287-6797. The program is jointly funded by the state's department of Community and Economic Development and the U.S. Department of Energy.

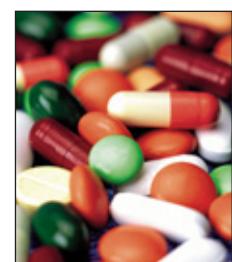


County residents between 19 and 64 years of age without health

insurance may also be eligible for free medical services at the Community Health Clinic of Butler County, just outside of Butler. In many cases, free medications are available as well. To pre-qualify, speak to a program screener at 724-841-0980.

Drug Take-Back Day, Part III.

Cranberry's second Drug Take-Back collection in April hit the jackpot and generated 190 pounds of discarded medicine over a four hour period – more than double the amount collected the first time around. So on Saturday, October 29, a third Drug Take-Back collection will be held in the parking area behind the Municipal Center from 10:00 AM until 2:00 PM. The program, which is part of an initiative by local police departments and led by the federal Drug Enforcement Administration, was created to enable residents to safely dispose of unused, unneeded and expired prescription medications. In addition to keeping dangerous drugs out of the wrong hands, the program is also designed to keep unwanted medications out of the Township's sanitary sewer lines, which eventually drain into local rivers and streams.





Lights, Camera, Action!

SVTV provides community programming and information

By Linda Andreassi, Communications Director, Seneca Valley School District

For nearly 30 years now, Seneca Valley Television (SVTV) has been an important source of information and entertainment, serving the local community with live, taped and static programming.

SVTV, housed within the Seneca Valley Senior High School, is a place where viewers can tune in for a student produced and award-winning news program, "Seneca Says," as well as many other shows. Some of the station's most popular programs include school concerts, plays, athletic events, and other videos that feature local events and community members.

"We strive to provide programming that is informative, entertaining, creative, and relevant," said Dan McKosky, teacher and SVTV co-director. "Most of our programs are produced fully or in part by students."

You can also view the information slides that often scroll when programming isn't shown. You'll find photo links to those slides on SVTV's Web site, found under the Community tab of the District's homepage at www.svsd.net. SVTV also features information when Seneca Valley is experiencing an emergency, a two-hour delay or is closed due to inclement weather.

And while the information clearly benefits the district community, hundreds of students are simultaneously benefitting from the training and on-hands experience they receive as part of their studies at the school. Unlike many school districts, Seneca Valley is proud to offer a state-of-the-art television studio that features much of the same equipment the local broadcast stations utilize. SVTV serves as the home for Seneca Valley's media arts courses, including four levels of television produc-

tion, animation and design, film and television history, narrative filmmaking and media literacy and effects.

KDKA-TV 2 even got into the act about two years ago when they generously provided an anchor desk, chairs and video equipment to once again provide students with an advantage as they prepare for a future in broadcasting.

"The donation was much appreciated and gives students a genuine feel for the industry," said Jan Rice, teacher and SVTV co-director. "The primary goal of the courses is to help students become knowledgeable of the equipment and production, and to help develop a critical and analytical approach to dealing with contemporary mass media."

But did you also know that SVTV maintains a library of recent and archived videos available for sale? If interested in a video you've seen broadcast on SVTV, simply send an e-mail to svtvorder@svsd.net. Once received, the purchaser may place an order by dropping off or mailing a check to SVTV, 128 Seneca School Rd., Harmony, PA 16037. Most DVDs are \$12, with the exception of school musicals, which are \$15. There is a \$4 shipping charge per order. If you pick up your order there is no shipping charge.

Organizers of non-profit groups are also encouraged to send PDF files of event fliers for posting on SVTV. To learn more, call 724-452-6041, ext. 1091 or e-mail the station

at svtv@svsd.net. Viewers are also encouraged to take a tour of the site (again at www.svsd.net), look at some of the past and current projects via the station's YouTube site, and feel free to provide feedback.



SVTV can be viewed on Armstrong Cable, channel 50, digital channel 208, or channel 407 for Consolidated Communications customers.

COMMUNITY CALENDAR

OCT

Registration may be required for some programs. For more information, call:

• Cranberry Library 724-776-9100
 • Cranberry Customer Service 724-776-4806
 • Parks and Recreation 724-776-4806 ext. 1129

• Cranberry Highlands 724-776-7372
 • Seniors for Safe Driving 1-800-559-4880
 • Butler Housing Authority 1-800-433-6327

SAT 1	Computer Class: <i>Internet II</i> • Library, 9am Farmers' Market Mashuda Dr entrance to Community Park, 10am–1pm 7th Annual Tennis Tournament † Community Park, 9am AHA Heartwalk Cranberry Woods	SUN 2	7th Annual Tennis Tournament Finals † Community Park, 9am	MON 3	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7pm First Editions Book Discussion <i>Unbroken</i> by Hillenbrand, Library, 7pm	TUES 4	4 & 5 Year Old Storytime • Library, 11am or 1pm	
WED 5	Family Pajama Time Library, 6:30pm Chapter Book Club Grades 1-3, Library, 7pm Behind the Scenes with Twp Mgr * Brush Creek plant, 10am	THURS 6	Library Adult Discussion Group Library, 10am 4 & 5 Year Old Storytime • Library, 11am or 1pm Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	FRI 7	Farmers' Market Municipal Ctr parking lot, 3:30–6pm	SAT 8	Computer Class: <i>Troubleshooting</i> • Library, 9am Farmer's Market Mashuda Dr entrance to Community Park, 10am–1pm Public Safety Open House Park Fire Station, 10am–2pm	
SUN 9	MON 10	COLUMBUS DAY Twp Offices Open. Library Closed	TUES 11	Last Day to register to vote 4 & 5 Year Old Storytime • Library, 11am or 1pm Decadent Desserts Library, 6pm	WED 12	Behind the Scenes with Twp Mgr * Cranberry Highlands Turf Grass Ctr, 10am Family Pajama Time Library, 6:30pm Chapter Book Club Grades 1-3, Library, 7pm	THURS 13	Senior Center Birthday Party Senior/Teen Ctr, 9:30am–2pm 4 & 5 Year Old Storytime • Library, 11am or 1pm
FRI 14	Friends of Library Used Book Sale Library, 10am–5pm Farmers' Market Municipal Ctr parking lot, 3:30–6pm	SAT 15	Computer Class: <i>Computer Security</i> • Library, 9am Farmer's Market Mashuda Dr entrance to Community Park, 10am–1pm Friends of Library Used Book Sale Library, 10am–4pm	SUN 16	Friends of Library Used Book Sale Library, 10am–4pm	MON 17	4 & 5 Year Old Storytime • Library, 11am or 1pm	
WED 19	Books & Bagels Discussion <i>Paths of Glory</i> by Archer, Library, 10am UPMC Wellness Series: Shoulder Pain , Senior/Teen Ctr, 12:30pm Family Pajama Time Library, 6:30pm Chapter Book Club Grades 1-3, Library, 7pm	THURS 20	Pumpkin Decorating Contest Begins • Library, 10am–7pm 4 & 5 Year Old Storytime • Library, 11am or 1pm	FRI 21	Farmers' Market Municipal Ctr parking lot, 3:30–6pm Kids Night In/Parents Night Out † Senior/Teen Ctr, 7–10pm	SAT 22	Computer Class: <i>Microsoft Word I</i> • Library, 9am Farmer's Market Mashuda Dr entrance to Community Park, 10am–1pm	
SUN 23	Fall Hayrides • Cranberry Highlands, 2–5pm	MON 24	Psychic Vincent Sisters return to Cranberry Library, 6:30pm 20 & 30 Somethings Book Club <i>The Strange Case of Dr. Jekyll and Mr Hyde</i> by Stephenson, Library, 7pm	TUES 25	4 & 5 Year Old Storytime • Library, 11am or 1pm	WED 26	Family Pajama Time Library, 6:30pm Chapter Book Club Grades 1-3, Library, 7pm Cancer Awareness presented by Allegheny County Health Dept, Library, 7pm	
THURS 27	4 & 5 Year Old Storytime • Library, 11am or 1pm Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	FRI 28	Farmers' Market Municipal Ctr parking lot, 3:30–6pm Not Just Ballroom Dance Gymnasium, 7–11pm	SAT 29	Computer Class: <i>Microsoft Word II</i> • Library, 9am Farmer's Market Mashuda Dr entrance to Community Park, 10am–1pm Drug Take Back Municipal Ctr rear lot, 10am–2pm Spookapalooza † Lions Shelter, Community Park, 12–2pm	SUN 30	MON 31	
						HALLOWEEN Trick or Treat in Cranberry Twp 6–8pm		

NOV

Registration may be required for some programs. For more information, call:

- Cranberry Library 724-776-9100
- Cranberry Customer Service 724-776-4806
- † Parks and Recreation 724-776-4806 ext. 1129

- Cranberry Highlands 724-776-7372
- Seniors for Safe Driving 1-800-559-4880
- † Butler Housing Authority 1-800-433-6327

TUES 1	Last Day to Apply for Absentee Ballot Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7pm 4 & 5 Year Old Storytime • Library, 11am or 1pm	WED 2	Family Pajama Time Library, 6:30pm	THURS 3	Library Adult Discussion Group Library, 10am 4 & 5 Year Old Storytime • Library, 11am or 1pm Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	FRI 4	Absentee Ballots Due	
SAT 5	Farkleberry Craft Show Computer Class: Microsoft Excel I • Library, 9am	SUN 6	Daylight Savings Ends	MON 7	First Editions Book Discussion <i>Elizabeth Street</i> by Fabiano, Library, 7pm	TUES 8	General Municipal Election <i>Credit Reports: What They Mean, How to Get Them</i> by First Commonwealth Bank, Library, 7pm	
WED 9	Behind the Scenes with Twp Mgr * Cranberry Municipal Ctr, 9:30-11:30am or 7-8:30pm Chapter Book Club Grades 3-5, Library, 6:30pm	THURS 10	Senior Center Birthday Party Senior/Teen Ctr, 9:30am-2pm	FRI 11	VETERAN'S DAY	SAT 12	Computer Class: Microsoft Excel II • Library, 9am Free Document Shredding Public Works Bldg, 10am-2pm	
SUN 13	MON 14	TUES 15	WED 16	Books & Bagels Discussion <i>City of Light</i> by Blefer, Library, 10am UPMC Wellness Series: Diabetes , Senior/Teen Ctr, 12:30pm	THURS 17	FRI 18	Santa's First Stop and Holiday Tree Gallery Santa arrives via fire truck, Municipal Ctr, 7pm	
SAT 19	Computer Class: Purchasing or Upgrading • Library, 9am	SUN 20	MON 21	TUES 22	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	WED 23	THURS 24	THANKSGIVING Municipal Ctr, Library, Administrative offices closed; no waste collection
FRI 25	Holiday Waste Collection 1 day delay Municipal Ctr, Library, Administrative offices closed	SAT 26	SUN 27	MON 28	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 5:30pm 20 & 30 Somethings Book Club <i>Tipping Point</i> by Gladwell, Library, 7pm	TUES 29		
WED 30	Last Day to Pay School Tax at Face Value							

COMMUNITY CALENDAR

DEC

Registration may be required for some programs. For more information, call:

• Cranberry Library 724-776-9100

• Cranberry Customer Service 724-776-4806

• Parks and Recreation 724-776-4806 ext. 1129

• Cranberry Highlands 724-776-7372

• Seniors for Safe Driving 1-800-559-4880

• Butler Housing Authority 1-800-433-6327

THURS 1	Library Adult Discussion Group Library, 10am Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	FRI 2	SAT 3	Milk and Cookies with Santa † Senior/Teen Ctr, 10am, 12pm or 2pm	SUN 4	Holiday Sing-a-long with NHSS Dixieland Band Library, 2-4pm			
MON 5	Planning Advisory Commission Mtg Municipal Ctr, Council Chambers, 7pm First Editions Book Discussion <i>When Crickets Cry</i> by Martin, Library, 7pm	TUES 6	WED 7	National Pearl Harbor Remembrance Day Behind the Scenes with Twp Mgr * Traffic Ctr and Public Works Operations Ctr, 7-8:30pm	THURS 8	Senior Center Birthday Party Senior/Teen Ctr, 9:30am-2pm			
FRI 9	Not Just Ballroom Dance – Country Two Step Gymnasium, 7-11pm	SAT 10	Milk and Cookies with Santa † Senior/Teen Ctr, 10am, 12pm or 2pm	SUN 11	Milk and Cookies with Santa † Senior/Teen Ctr, 1 or 3pm	MON 12	Parks and Recreation Winter Program Registration Begins		
TUES 13	WED 14	THURS 15	Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm	FRI 16	SAT 17	SUN 18	MON 19	TUES 20	HANUKKAH begins at Sundown
WED 21	Books & Bagels Discussion <i>Wild Girls</i> by Murphy, Library, 10am	THURS 22	Winter Begins	FRI 23	SAT 24	CHRISTMAS EVE	SUN 25	CHRISTMAS DAY	
MON 26	Municipal Ctr, Library, Administrative offices closed KWANZAA begins	TUES 27	20 & 30 Somethings Book Club <i>Skipping Christmas</i> by Grishom, Library, 7pm	WED 28	THURS 29		FRI 30	Last day to pay current school/local taxes Library closed through January 2	
SAT 31	NEW YEAR'S EVE								

Scout Celebration Plaza Breaks Ground At Water's Edge

Construction of a flagstone plaza at the edge of a newly created fishing pond in Graham Park, built to celebrate the centennial of scouting in America, has been selected as the 2011 Project of the Year by the Cranberry Township Community Chest, CTCC.

Preliminary drawings show an open-air plaza on a three-acre site by the edge of the pond, near the park's baseball campus. At its center is a stone monument with a set of three panels depicting the lifecycle of a typical scout. The fishing lake, which was begun last year, will cover about one acre with a maximum depth of around eight feet.

"To our knowledge, this is the only monument of its type in the country, so Cranberry and Butler County are proud to be a part of this project," CTCC Treasurer Bruce Mazzoni announced at the project's July 9 groundbreaking. The plaza will be handicap accessible with appropriate fencing to provide safety for those fishing around its edges.

Although the idea for a plaza only came about last year, the idea for a fishing pond, which would also serve as a stormwater detention site, was actually part of the original concept for Graham Park. However money was

tight at the time. "As we were trying to value engineer the park and understand what we could build under the budget, we decided to pull out

The idea for a plaza only came about last year, but the idea for a fishing pond, which would also serve as a stormwater detention site, was actually part of the original concept for Graham Park.

the pond part and develop it just as a detention facility," Township Engineer Jason Kratsas explained. "It was just a bowl with detention properties.

"But it's actually permitted through the DEP as a fresh water pond," he said. "That whole area was reserved for a pond. So that's what we've been working toward."

Even so, the pond will continue working as a stormwater detention facility, receiving most of the runoff from the park's baseball campus. During storms, rain water will temporarily raise the level of the pond until it releases through an overflow into nearby Brush Creek.

But unlike a dedicated detention pond, it will never drain completely.

Most of the pond's excavation was donated by Graham & Sons Construction – no relation to the park's namesake family – a gift valued at \$10-20,000. But the pond's finishing, which included using twelve tons of clay imported from Wyoming to line it, was done by Township staff. "Public Works has two of the finest finish excavators in Larry Steeb and Tim Sipple," Public Works Director Jason Dailey pointed out. "They can really make their machines dance."

Once work on the plaza has been completed, the pond will be stocked with bluegill, bass and other easy-to-catch fish. An aerator will circulate water inside the pond. And structures such as concrete pipe and tree stumps will be sunken into its deepest part, adjacent to the plaza, where they will serve as fish attractors and create a year-round habitat for the fish.

A fund-raising effort to finance construction of the Scout Celebration Plaza is currently underway. Bricks, plaques, time capsules and other material inscribed with the names of their donors are being offered as part of the CTCC initiative. Details are available on the CTCC website, www.ctcchest.org. Construction is expected to take place next year. ~



Working Closely With Cranberry's Athletic Associations – It's The Lease We Could Do

Lots of communities own ball fields, even though their care, in many cases, is haphazard. But figuring out the best way to work with Little League and other youth sports is a challenge for every community, with different places taking different approaches. They range from a shrug of indifference regarding use of fields, to highly structured programs which are organized, staffed and managed by the local government itself.

In Cranberry, with more than 3,500 registered players as young as four years old, it's a partnership between the Township and three local athletic associations – CTAA for baseball and softball; SVSA for soccer; and SVJFAC for football with the Seneca Valley Lacrosse Association. It's a complex arrangement in which many situations are simply handled by handshake. But some of their key conditions are stipulated in long-term leases – leases which make possible the continued development of Graham Park.

In essence, according to the agreements, Cranberry owns the parks and anything permanently attached to park grounds – scoreboards, goal posts, fences, lighting, restroom/concession buildings and, of course, the turf itself. It's also responsible for approving the engineering, acquisition, and installation of any permanent fixture; no one can just go into a field and dig post holes to mount something; the park's fragile network of underground irrigation pipes, fiber optic cables, and electric power lines could become inadvertently damaged. The Township mows the grass, picks up litter, and maintains the roads, the water, and other utilities.

The associations, on the other hand, are responsible for organizing the

players, coaches and leagues, plus everything that can be picked up and carted away: tackling dummies, player benches, patron seating, concession stand supplies, equipment and furniture, trash containers, dumpsters, nets, and base pads, for example. They're also responsible for lining their fields and, in the case of CTAA, for grooming the infield areas as well.

It's also a financial partnership. Over a ten-year period, the associations agree to repay a portion of the park's original cost advanced by the Township. They pay for their use of electric power. And going forward, they're also responsible for financing agreed-upon improvements, such as the foul ball net extensions installed earlier this year on several baseball campus fields.

To do that, the associations use a variety of fund-raising tools. They sell advertising space on field fences, make money from running food concessions, earn money from hosting tournaments, charge membership fees, and hold events like Soccerfest.

That's a lot of work for a volunteer organization, and it's above and beyond the fundamentals: organizing teams, securing paid memberships, obtaining equipment, retaining coaches, finding umpires, scheduling games, and much, much more.



It's a complex arrangement in which many situations are simply handled by handshake. But some of their key conditions are stipulated in long-term leases

It's also a major undertaking for the Township, which earlier this year recruited an experienced, professional field superintendent, Rebecca Auchter, to serve as its full-time Grounds Maintenance Manager. Every morning at 11:00, Auchter determines whether any of the fields are unsuitable for play as a result of weather or other factors. A daily web posting shows which fields are closed at any given time, and signs at these fields confirm those closures for anyone passing by.

Tracking the countless details of sports field maintenance, while preserving the complex fabric of Cranberry's links to its sports organizations, requires intensive communication. "There is a lot of communication taking place between the Township and the various associations," Auchter noted. "We are constantly in touch via text messages, emails and phone calls with the various associations to help make the best decisions possible on play and field maintenance." ~



Field Closed Means Closed Field

It doesn't happen all that often, but from time to time, a sign may be posted on the fence surrounding one of the Graham Park fields saying "Field Closed: No Play Permitted." Contrary to what some people may think, that message is not the same as a "Field Reserved" sign, holding it open for a scheduled game. Instead, it is a visible indication that the Township's field maintenance program, designed to keep the fields in safe and playable condition, is in effect. Signs are posted by 11:00 AM each day that Grounds Maintenance Manager Rebecca Auchter determines that a field is either not in playable condition or when a maintenance operation is scheduled for that field.

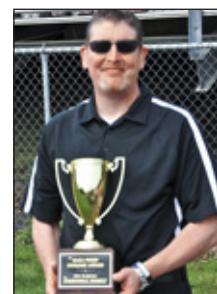
Parks Plan Progresses

Thomas Comitta Associates of West Chester, PA, has been selected to assist Cranberry in developing a joint Township-County plan for parks and recreational facilities. A detailed inventory of the Township's parks and open spaces – an initial phase of the new joint study – is currently underway. A survey of residents' opinions regarding parks, recreational facilities, greenways and open spaces will take place later this month. Watch your mailbox.

The project's goal is to establish future recreational needs based on the Township's population projections. Public meetings and the formation of advisory groups will also be announced during the coming months. Conclusion of the planning project is expected in the second quarter of 2012.



Cranberry CUP Hits \$1 Million Mark



The 2011 Cranberry CUP competition, the tournament's 12th year of inter-neighborhood ball games and fund-raising, was the biggest one yet. Raising more than \$165,000 through its combination of a heavily subscribed golf outing, a home run derby with finals at PNC Park, a massive kickoff party at Cranberry Highlands, and a dual-league softball playoff elimination, the organization's overall fund raising efforts have now exceeded \$1 million, benefitting a growing spectrum of individual, family, and community needs in the Township. Pinehurst, the home neighborhood of this year's Inspirational Family, not only raised the most money, they also won in the neighborhood softball category. A team from Tix Outlet won in this year's open division. Founder/President Cathy Cortazzo credits her board and the events' huge turnout of volunteers with the CUP's success.

Recycle.

So simple even a caveman can do it.

Cranberry's single-stream recycling means you can mix all your recyclables together in the same cart. Just clean out any food containers. It's that simple.

Recycle. It's clean. It's green. It's easy.

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cans

jars

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724-776-4806 . www.cranberrytownship.org/trash



CRANBERRY TOWNSHIP
built for you.



After 35 years as a college police officer – the last 20 as night shift supervisor for Slippery Rock University's, 16-member police department – Cranberry volunteer firefighter Tom Klingensmith was looking forward to retirement at the end of this year. However an unforeseen circumstance could end up accelerating his plans by several months.

Back in July, as Klingensmith was bicycling near his Cranberry home, he suddenly found himself caught in a rain storm. Just as he reached his driveway and began cutting in, his tires hit a patch of wet grass. The bike slid out from under him, dropping him on his right shoulder.

Although sore, he continued toughing it out at work – much of which involved dealing with people drinking on and around the university campus. His night shift is responsible for the majority of the force's arrests, he points out.

But while his injury did improve, at least up to a point, it never fully healed. So he was urged to seek medical attention and to stay away from work until he could get a full evaluation. It is a status he refers to as serving in the injured reserve. That same time off, however, also gave him more time to spend with Cranberry's Fire Company which he initially joined in 1980, then following a move out of town and back again ten years later, he rejoined in 1995.

A native of Center Township, Klingensmith had actually joined his home community's fire company

Firefighter Profile: Tom Klingensmith Is Retiring To Fire Fighting

briefly in the 1970s. But then he moved to Cranberry, joined its fire company, and remained there for four years before moving with his first wife to Pine Township. Eventually, however, he returned to Cranberry and found himself back in the comforting embrace of the fire fraternity he had left more than a decade earlier.

"It was something I always enjoyed to begin with," he said. "Plus it's a good place to have friends when you really need them. It's a real brotherhood."

It was also an opportunity to pick up some of the basic and advanced training classes that neither of his previous stints in the service had provided. "I actually didn't take the full Essentials class until I rejoined in 1995," he explained. "Now I'm a certified Firefighter I. I'm a vehicle rescue technician. And I've had classes in truck company operation, safety officer, building construction, and foam firefighting. I don't recall how many other classes I've taken at Butler County Fire School. I'd have to bring out my certificates to name them all."

This year, however, Klingensmith's involvement goes beyond answering 911 calls with the brigade – although driving fire engines to the scene of incidents remains an important part of his duties. This past January, he

This year, Klingensmith's involvement goes beyond answering 911 calls with the brigade. And it comes at a perfect time in his life and career.



was sworn in as a director at large on the Fire Company's Board of Directors, the first time he has held that office whose task is to set overall policy for the 60-member organization. And it comes at a perfect time in his life and career.

Along with his new wife, Susan, who is also active with the Fire Company's Ladies' Auxiliary, Klingensmith anticipates having more time to devote to the fire service following his retirement. "I'll be wrapping up my service with the University sometime around the end of the year," he said. "I'm planning on staying in this area. I'll probably be a little more involved with the fire company at that point. I enjoy doing the fire prevention, talking with kids, taking scouting groups on tours, climbing the trucks and that kind of thing, and I'm probably going to do a bit more of that."

"It's a great organization," he continued. "Most of us get along real well. We have a lot of events together. We've done a golf outing. We've had a movie night – just different things we do as a group. You can definitely build some real friendships here." ~

Fire Company Breaks Ground for 9/11 Memorial. At 12:30 PM on 9/11 – the tenth anniversary of the September 11, 2001 assault on the World Trade Center and Pentagon buildings – Cranberry's emergency services broke ground for a permanent memorial honoring the hundreds of first responders who died in those attacks. The memorial, which will focus around a visibly damaged 832-pound steel beam recovered from the wreckage of the Twin Towers, will be built in front of the Park Fire Station at 20727 Rt. 19. Design services for the memorial were donated by McIlvried, DiDiano & Mox, LLC – a planning, engineering and surveying partnership in Warrendale, PA – as well as by Herbert, Rowland & Grubic engineering of Cranberry. Renderings show a scaled-down image of the World Trade Center site. Several hundred residents and officials from all of Cranberry's public safety services attended, along with representatives of Cranberry Township Community Chest, which will be funding a portion of the memorial's construction.



New EMS Director Plots Growth Strategy

Two months into his new job as Executive Director of the Cranberry Township

Emergency Medical Service, and still in a honeymoon period with the EMS, Jeff Kelly has a few observations he'd like to share.

One is that the relationship between the Cranberry ambulance service and the Township's other emergency services is highly unusual. "It's phenomenal," Kelly reflected. "It's very nice to be able to talk, whether it's with the police, the fire department or the Township itself. That's not something you see a lot of places. The opportunity to have very open lines of communication is not typical in public safety."

Another is that standing still won't do. Cranberry's medical service should gear itself to follow the same growth trajectory as the community it serves and adopt business strategies to facilitate that growth, he said. And, with strong credentials behind him,

he offered specific suggestions for getting there.

Prior to being recruited to head the Cranberry EMS this past spring, Kelly spent a year as an EMS specialist at UPMC in Oakland, serving as a liaison between the UPMC's hospital emergency rooms and 40 different EMS services throughout the area. Before that, he was an operations supervisor at Ross-West View EMS, a paramedic, and a career firefighter in Montgomery County, Maryland.

But it's the Cranberry EMS which now commands his full attention.

"In March the Board decided to add staff, to put on three crews," Kelly explained. "So now, Monday through Friday during peak hours, we have three crews covering in three ambulances. That's great. Theoretically, though, we should have a fourth ambulance, in case of down time."

"We're having a stellar year for calls; we came off our busiest month ever in July," he said. "However, because we had an ambulance out for a while, we missed some calls that had to be covered by Mutual Aid. That was frustrating because I know that if we had a fourth ambulance, we would have been able to cover them."

"We're reasonably well staffed. We have a total staff of 32. The new

employees will raise our full-timers to 12. The rest are part-timers. And we still have a small volunteer component – five or six folks who come in on a regular basis to volunteer their time.

"The next phase is probably a new building, obviously a new ambulance, and eventually some full-time office staff. Right now, our billing and our office work are done by part-time folks and there isn't a lot of follow-up because we don't have a dedicated office person. So that's where I think we're going. We'll be growing."

"In the middle of October, we'll hold our residential subscription drive. We've revamped it to make it easier to find which categories subscribers fall into. My goal is to get our crews out to community organizations and spread the word about what a subscription really does. Last year about 21 percent of our revenue came from subscriptions, which is the national norm. I would like to see it above 25, closer to 30 percent."

"But equipment-wise, we're sound except that we need a new ambulance to replace the one that's 13 years old with 200,000 miles on it. Then, theoretically, if we're staffing three ambulances, we'll have a fourth one to mix in whenever we have a down day." ~

Cranberry's medical service should gear itself to follow the same growth trajectory as the community it serves.



Need Help? Go Ahead, Call 911.

Sending a postcard to notify police about a suspicious person in your backyard is not the most effective way

to secure a prompt response. Inviting the fire department to show up in an unmarked car without lights or sirens is not the preferred way to get help with a kitchen fire. Nor is leaving a phone message that someone is unresponsive considered the best way to get medical attention.

But, for many Cranberry residents, there's a lot of hesitation about calling 911 and a reluctance to attract unwanted attention by having emergency vehicles around their home. After all, is this *really* a genuine emergency? And is calling in about someone else's rowdy behavior something you really want to get involved with in the first place?

Calling 911 for life-threatening emergencies is a well-understood practice just about everywhere in the

country. Educational efforts have been underway for years to teach even very young children the proper way of calling for help. But what if the situation isn't that urgent? What if it hasn't reached the threshold of being a real emergency? What if it's only risen to being a matter of concern? What do you do then?

In many parts of the country, there's a 311 service or a non-emergency number where residents can call a public service dispatcher for information or assistance. But in Butler County, it's a little different. Here, all calls for service – whether emergency or non-emergency in nature – are taken by Butler County 911.

It's staffed around the clock, and whoever answers will be in a position to summon the appropriate response or provide you with the needed information.

Dithering over making a 911 call can make police and firefighters' work more difficult. But it also – perhaps especially – applies to ambulance services. Here's how Cranberry EMS

Executive Director Jeff Kelly sees it: "We've got people that are calling the office number saying 'well, it's not an emergency, but I can't wake my husband up.' That's an emergency. Or 'I've been having this pain for two days, but it's not an emergency.' Well, that's an emergency, too."

But convincing people here to call for help before their situation deteriorates into a real crisis is an uphill struggle. A national EMS consortium, for example, uses its website to educate people about saving 911 for emergencies only. Unless someone is unconscious, bleeding, has difficulty breathing, or is feeling chest pains, it advises, you shouldn't be calling 911.

All calls for service – whether emergency or non-emergency in nature – are taken by Butler County 911.

"It's an emergency vehicle, not a taxi," the site warns. And most people accept that at face value.

In Butler County, however, if you wait until that point, you could lose the patient, burn down the house, or have someone make off with your property. Here, 911 is for everything. Use it accordingly. ~

Public Safety Open House.



Information, equipment, and personnel from Cranberry's three emergency safety services police, fire and EMS, will be on display at a public open house on Saturday, October 8 in the Rt. 19 Park Fire Station

at Ernie Mashuda Drive from 10:00 AM until 2:00 PM. Fire engines, ambulances and squad cars will be open for personal inspection, fire response demonstrations will be offered, and child-friendly safety handouts will also be available to take home.

Underage Drinking? Fuggedaboudit.

Until this past summer, the state's law against underage drinking included a Catch 22: while you are expected to summon help if someone with you is in immediate need of medical assistance, when that emergency is the result of an underage person drinking, and one of their underage drinking companions places the call, that caller would be subject to arrest and prosecution.

As a result, there have been cases where the sick person is left to die because their companions were afraid of being arrested. Now that's changed. Under a newly enacted state law, the first person to alert 911 is given amnesty from prosecution even if they're been violating the drinking age law. Instead, it's treated as a rescue call and the caller is given a free pass on any drinking violation.



Supersize Sewer Now In The Pipeline

Even before 1999, when Cranberry merged with the formerly independent Municipal Sewer & Water Authority, inheriting its 160-mile network of sanitary sewer lines and wastewater treatment plant, all 17 of the Township's neighborhood sewer mains emptied into Interceptor One – the Mother of all sewer lines – along with sewage from portions of Marshall Township.

Built in 1973, Interceptor One follows the alignment of Brush Creek for about five miles. Its gently sloping pathway uses gravity to flow the wastewater on its way north to the plant for treatment. That line is still in good repair. Problem is, Cranberry's population in 1973 was about 5,000; today it's closer to 30,000. And by 2030, it's projected to hit 50,000.

Adequately serving a community ten times larger than when the pipeline was built requires extra capacity. So several years ago, the Township began planning the infrastructure which would allow it to grow while keeping its essential systems from breaking down along the way. However, instead of replacing the old line with a bigger one, the engineers concluded that

Adequately serving a community ten times larger than when the pipeline was built requires extra capacity.

building a second line parallel to Interceptor One made more sense.

Getting approval to build the new sewer line required a number of agencies including PennDOT, the Department of Environmental Protection and the Army Corps of Engineers to issue permits for the project. It took a while, but those permits have now been secured. So the project is currently in its second phase – acquiring rights of way.

Most of the land the pipeline will pass through is already owned by the Township. However there are a number of private properties along Brush Creek – properties through which Interceptor One already passes – for which additional rights of way will need to be purchased. The new parallel line will require access to an adjacent strip of land, 5 to 10 feet wide. So over the summer, all of the affected property owners were notified that additional rights of way would need to be acquired, and informed that a representative would follow up to explain the steps which need to be taken.

Altogether, the cost of the project, including right of way acquisitions, is expected to be in the \$5-6 million range. Some of that will be paid out of revenue from Marshall Township, Cranberry's single largest customer. A state grant of \$105,000 will also



underwrite a small portion of it. The balance will be financed by a recent municipal bond sale, to be repaid over time with revenue from sewer customers.

The decision to expand Cranberry's sewer line capacity began with the Township itself; it was not a response to any state mandate or court decree. However, it was heavily influenced by the desire to avoid someday falling into the situation facing ALCOSAN in Allegheny County, whose customer communities are now obliged to spend billions of dollars on sewer line replacement to meet current environmental standards.

Solicitations for bids on building the new interceptor could be advertised as early as December, with construction to begin next spring. Segments along initial portions of the new sewer line could then be put into service as soon as 2012. No customer interruptions are anticipated at any time during the two-year project. ~



Closing The Loop. All of Cranberry's purchased water comes from the West View Water Authority through a 3.1 million gallon pumping station in Thorn Hill Industrial Park. Once inside the Township, the water is distributed through two main transmission circuits – one in the north, one in the south – each 16-inches in diameter. Problem is, the two are only connected by 12-inch pipes. That limits the volume of water that can be delivered to the Township's northern area which, according to its 2009 comprehensive plan, is where most of the growth will occur over the next 20 years. Two major water projects currently underway are designed to alleviate the situation. One is a 4.4 million gallon replacement pump station, which is now about one-third complete; the other, still in the planning stage, is a new 24-inch line along Executive Drive, designed to link together the Township's northern and southern transmission circuits. Recent bond sale proceeds will help provide the initial capital.

Sewer Sleuth Goes Granular In Search Of Infiltration

If you check your bill, you'll see that the water going down your drain costs significantly more per gallon than the fresh water coming out of your tap. So the more water Cranberry's Brush Creek sewage plant treats, the more it costs you and the rest of the Township's ratepayers.

Not only that, when the volume of water going into the system becomes too great, the wastewater treatment plant needs to be expanded – which can be a tremendously expensive proposition. And if there are major rain events, like the ones that recently blanketed much of the east coast, treatment plants can overflow, resulting in fish kills, contamination, and possible fines. So just about everyone has a vested interest in keeping the flow of sewage down.

In Cranberry, the sanitary sewers – the ones that carry wastewater from

Just about everyone has a vested interest in keeping the flow of sewage down.

sinks, toilets, and other indoor drains over to the treatment plant – are separated from the storm sewers, which conduct rainwater directly into local streams. But their separation is imperfect.

Sometimes cracks form in the sanitary lines which let groundwater and rainwater get inside. Over time, tree roots can pierce even the tiniest cracks, eventually shattering the pipe. Beyond that, an unknown but significant number of downspouts, driveway drains, sump pumps and other storm water devices are illegally connected to the sanitary lines. As a result, as much as half the water that Cranberry spends money on treating is actually clean natural water, which doesn't require treatment at all.

Getting unwanted water out of the system is at the heart of Pretreatment Coordinator Rhonda Zellhart's job in Public Works. Since arriving in Cranberry last year, Zellhart has been implementing a new strategy to isolate and fix those parts of the system where the flow of waste water significantly exceeds the volume of fresh water delivered by the Township – a telltale sign of water inflow and infiltration – I&I as it's known in the industry.

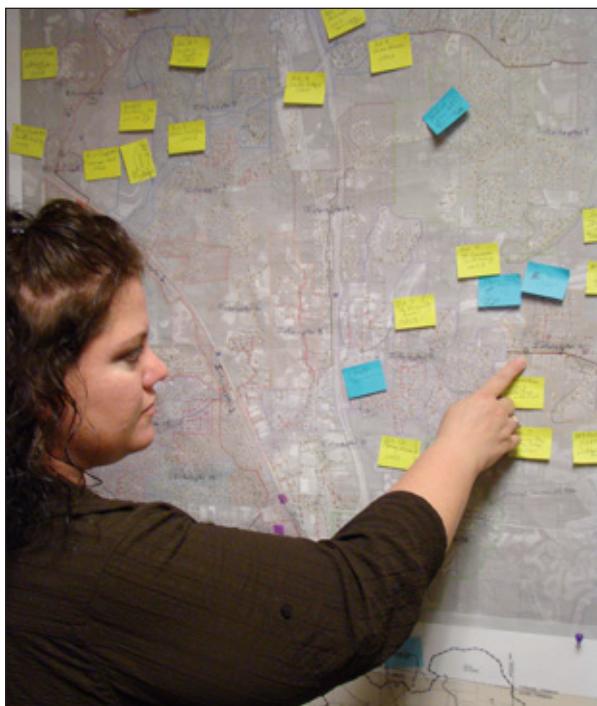
It involves breaking down the larger areas served by the network's main sewage collector lines, or interceptors, into smaller sewer-sheds, sometimes including as few as a dozen homes. Using flow meters and robotic sewer-cams, together with visual inspections of key points in the system through manholes,

she is able to triage the system – separating those segments requiring immediate attention from those for which repairs can be deferred.

"Televising and making repairs to the entire sewer system at once would be quite costly," she points out. "So breaking it down into those urgent areas, or those areas where we suspect high I&I first, would definitely work within a budget. Then, after dealing with the most seriously damaged sections, we'd get into a more routine cycle of inspection and repair.

"One of the great things about Cranberry is that they've been doing the groundwork," she said. "A lot of places don't even have basic mapping of their sewer system. We're already past that stage; now we're taking it to the next level."

But even if the Township were to make its entire system impervious to unwanted water, there is still the customer's side of the system – the privately-owned residential lines, or laterals, which connect individual homes and businesses to the Township's sanitary sewer network. "About 60% of I&I comes from residential lines," she said. "There are significantly more feet of private laterals than there are of municipal sewer line – maybe three to one. A lot of communities have programs where, when a home sells, an inspection is done to make sure none of the downspouts are tapped in. But we're not at that point here; it's not always popular with residents." ~



Down the drain. Public Works Pretreatment Coordinator Rhonda Zellhart tracks the flow of water into the Township's sanitary sewer network on a block-by-block basis.



Meet The Sewer & Water Crew's New Trailer-Mounted Swiss Army Knife

It's an excavator. It's a power washer. It's a valve opener. It's a vacuum cleaner. It's a jackhammer. It's a power saw. It's Public Works' new valve maintenance trailer – an industrial-strength Swiss Army knife that allows Cranberry's sewer and water field crews to accomplish just about any task in a fraction of the time it used to take.

Since its delivery in August, the \$55,000 unit, with a 13-foot articulated arm, has already become a critical tool in the Township's valve operation program – a routine through which all 3,500-plus valves in Cranberry's fresh water system are regularly closed and re-opened. Why?

The \$55,000 unit has already become a critical tool in the Township's valve operation program – a routine through which all 3,500-plus valves in Cranberry's fresh water system are regularly closed and re-opened.

"These valves need exercise," Public Works Director Jason Dailey explained. "Because when you have a break in a water line, you need to isolate that break and minimize the impact to your

consumers. But if the valve hasn't been exercised, corrosion and other naturally occurring mineral deposits can build up. It can get stuck. So it's a responsible practice, and it's something we look at very seriously as a utility."

Before the new trailer arrived, Cranberry workers had used a hand-held electric valve operating unit along with smaller hand tools to free stuck valves. "It's fine of you're on the street and you need go up to, maybe, 200 foot pounds of torque," Field Operations Manager Joe Leavens pointed out. "But if you go much above that, it starts spinning the guy along with the wrench. And when you're out on an open excavation, it wasn't too safe either; rainy days and electricity just don't get along."

Although a brand-new valve can be operated with as little as ten pounds of force, freeing a stuck one can require upwards of 700 pounds of torque. Above that, it's more likely to be a failed stem, or a broken valve guides, or deposits in the valve seat that requires repair rather than exercise, according to Leavens. So even though the trailer is rated to deliver up to 1,000 pounds of torque, Cranberry's crews won't take it beyond 800.

"In the past, if we couldn't get a valve to turn, we'd have guys on it for



Public Works field operators Rob Caughey and Curt Rape use the department's new valve maintenance trailer to exercise water valves recessed into a residential driveway.

hours, possibly requiring excavation and longer service interruptions," Dailey said. "Now it could be as little as 15 minutes, depending on the size of the valve."

But turning valves is only the start. "Besides the valve operator, we have hydro-excavating – digging with water," Leavens said. "It has a vacuum tank on it with the ability to suck up debris, so we can vacuum out meter vaults, valve boxes, fiber optic vaults, small catch basins, or any needs like that. It has power washing capabilities. It's got a high-pressure, 3,000 PSI hydraulic tool pump on there. We probably have that machine maxed out. We use just about every technology that can be put into it." ~



The Rot Beneath Windsor Court. A massive culvert failure below the only road leading into Cranberry's Windsor Court plan of homes off of Glen Eden Road created a major challenge to the Township's Public Works department earlier this year. The span, with a width of 20 feet and a height of at least 10 feet, had shifted, blocking proper drainage and applying force to the roadway above it which, during last winter's freeze-thaw cycle, heaved and cracked its surface over a distance of 300 yards. It was bad enough that during normal winter maintenance, the Township's salt trucks had to raise their plows when clearing the road. But a huge effort by Public Works employees led to a repair of the flawed culvert in time for Windsor Court to be completely resurfaced this summer.



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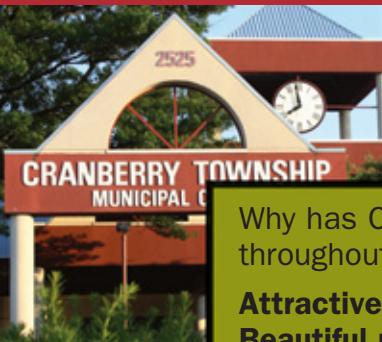
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Attractive neighborhoods. Affordable homes. Low taxes. Beautiful parks. Outstanding golf. A vibrant economy. Excellent restaurants. Easy highway access. Good schools. Great value.

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