

Cranberrytoday

SUMMER 2016

Turning 40 And Still Looking Good: Cranberry Community Days 2016

Last year, in the days leading up to Cranberry Township's Community Days weekend, it poured. But even with soggy parkland fields, visitors' spirits were never dampened; attendance was great and carnival sales were better than ever. So this year's guests will be in for a treat: 2016 Community Days will be a reprise of the 2015 blowout celebration.

Martinis with Monet will again be held on the eve of opening night, Wednesday July 6. Only this time it will cost just \$10 to get in – and that includes a special martini as well as appetizers.

Three separate Treasure Hunts are already underway, providing participants with twice-weekly driving hints leading to treasure key locations. Winners will claim their prizes on the Amphitheater stage the evening of July 9.

In Community Park, the arrangement of booths and other attractions will once again be on a single level, making everything easily accessible to everyone. Parking will remain at \$5 – a tax-deductible donation to CTCC.

A 1960s-themed car cruise will be held on Thursday, July 7. Last year's collection of carnival rides and amusements will be back again in force this year. Keystone State Musical

Theatre will offer two free concert presentations – one Thursday, another on Saturday. Country and western concerts will be held on Thursday and Friday evenings. The event's concluding concert on Saturday night will feature a Bruce Springsteen tribute band, followed by a fireworks spectacular.

Happy anniversary!

But 2016 is also unique. It will be exactly 40 years since the first Community Days celebration was held – a community-wide event marking America's bicentennial. Coincidentally, it will be 40 years since CTCC was formed. In 1976, Cranberry Rotary saw that the Township's fire company, ambulance corps and library all needed help, so it formed Cranberry Township Community Chest to raise support money for those essential services.

Over the following years, however, Cranberry ambulance became an independent, largely insurance-supported operation. The library and fire company eventually transitioned into Township tax-supported activities, and Community Chest's original fundraising mission dwindled. But in 2007, the organization was reorganized under the leadership of Township Supervisor



It will be exactly 40 years since the first Community Days celebration was held.

Bruce Mazzoni and a revitalized board, becoming a powerful force in promoting the community's voluntary sector and in creating high-value Township assets including playgrounds, an electronic community sign, a fire safety trailer, outdoor exercise stations, and the Scout Centennial plaza in Graham Park.

In 2008, CTCC assumed responsibility for running Community Day, expanding it into a three-day celebration and moving

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Sportsplex Meets SportCourts – CTCC Announces Graham Park Phase II

Just as you enter Graham Park, the first thing you see is a wide expanse of lawn. By this time next year, that will all have changed.

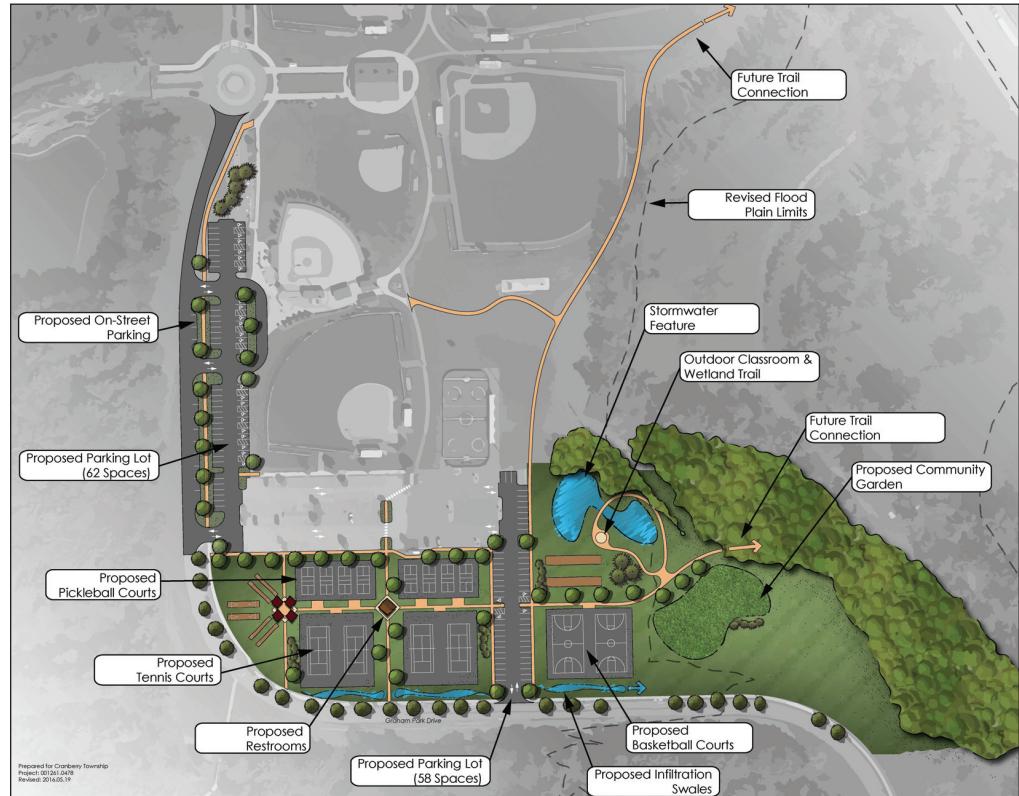
That's because what is now a broad, grassy field is slated to become the site for CTCC SportCourts at Graham Park – CTCC's 2017 Project of the Year and the long-anticipated second phase of Graham Park, following the 2008 first phase opening of the Dick's Sporting Goods Sportsplex.

Unlike the youth-oriented team and league-centered sports fields currently active in the Sportsplex, Phase II will be much more oriented to court games – to lifetime individual and one-on-one sports – as well as to horticulture. The main exception will be several basketball courts which are also planned for the SportCourts.

Township Supervisor and CTCC Treasurer Bruce Mazzoni put it this way: "Two years ago, when we started looking at Graham Park Phase II, we referred to it as The Seniors Playground. But a lot of senior citizens didn't like that stereotype. So we made a conscious decision not to call it that. It'll be for anyone who wants to play."

Demand-driven features

Among its features, in addition to the basketball courts, will be tennis, pickleball, bocce, horseshoes, and shuffleboard, along with associated parking and access to Brush Creek Trail. The plan also visualizes a community garden and orchard, both of which are in the park's flood plain where they are unlikely to be harmed by occasional high water. But the specific mix of courts and game facilities to be built will be determined by the interests of local residents.



However, their expressions of interest need to extend beyond a willingness to play. The final mix will also depend on the commitment of local groups

• The final mix will depend on the commitment of local groups to help finance and maintain those features.

to help finance and maintain those features, some of which, like bocce courts, require a significant amount of attention.

"A lot of these features will be unique to the community; they don't exist today," Mazzoni pointed out. "We have just one outdoor basketball court now. But these courts will all be professionally done and they'll accommodate a lot of activities. They'll cover the full age spectrum. Although pickleball tends to be for people in their 50s and above, there

are a lot of young kids here struggling to pick it up too."

In a pickle

At least in the project's preliminary drawings, pickleball will be a major park feature with eight dedicated pickleball courts as well as four tennis courts. But, as Mazzoni is careful to note, those numbers are subject to revision – up or down – according to local interest and support.

"Whatever the final mix, both the number and flexibility of those courts will allow us to host some really huge tournaments, bringing in people from all over," he said.

"We know that a lot of people use our parks and they're not just Cranberry people. Miracle Field is an example. This is no different; it will be utilized by many people in the communities around us, and we're happy to provide them. That's what makes Cranberry unique."

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Sportsplex Meets SportCourts *Continued from page 2.*

"It will be a challenge to raise the necessary funds to make this happen," Mazzoni acknowledged. "So the community fundraising is going to be a little different than the Ambassador programs of the past, especially as we get into the public input part of this –

looking for their support, direction, etc. We'll say to these people: okay, this is what you want, here's the price for it, what are you going to do to help to raise that money? It's easy to say 'I want this.' It's a lot harder when you also have to generate the funds to make it happen.

So we're looking for that commitment – we want ideas, of course. But also at the end of the day, these are the funds required to meet those different needs."

~

Cheers! Now, Under Certain Conditions, You Can Hoist A Beer In The Park

For years, the question most frequently asked by people reserving shelters in one of Cranberry Township's parks was this: Can we bring beer? And for just as long, the official answer has always been: No. The Township's code of ordinances forbade it.

It's a sensitive issue – people's safety concerns and drinking habits and even religious beliefs all affect the way they think about consuming alcohol, particularly in public places. But allowing alcoholic beverages in parks long ago became the norm in Western Pennsylvania.

Township Parks & Recreation Director Pete Geis was tasked with finding a way to address the steady drumbeat of requests for Cranberry to accommodate graduation parties, wedding showers, reunions and other outdoor social gatherings where wine and beer are considered standard fare.

"Whenever we were asked if it was okay for them to serve beer or wine, our response was always: no, I'm sorry; it's not allowed in our parks," Geis recalled. "But that didn't really make sense. It's

allowed everywhere around us. Butler County allows it. Marshall Township allows it. Franklin Park allows it. Ross Township allows it. Our residents would have had to go somewhere else if they wanted to indulge in an adult beverage at their function.

"So we approached the Board of Supervisors to ask if there would be interest in changing that, and they said yes; but they wanted to associate an alcohol permit with shelter rental. So we wrote the ordinance, put it in front of them, and they voted it into the Code along with clear guidelines."

Revised code

Under that code, drinking in the parks is available, but restricted. For example, a permit has to be secured from Parks & Recreation well in advance of the event. Only those who have rented one of five designated shelters in North Boundary and Community Park are eligible to apply for a permit. There is a \$50 fee to secure a permit – and the permit is only good for the day in which the shelter



is being rented.

However, there is no limit to the number of individuals who can attend an event which is covered by that permit, nor are there any restrictions on the types of alcoholic beverages a permit holder can bring. But drinking is only allowed inside or within a 30-foot radius of the shelter. In addition to following all applicable state laws, permit holders agree to be responsible for any damage their party creates. And nobody is allowed to bring glass into the park – either in the form of glass wine bottles or glass drinking vessels.

But will things get out of hand? Will rowdy drunks stagger around the parks, harassing guests? Will police demand that everyone display their permit before allowing them to take a sip? Will prohibition be reinstated? Not according to Geis. "This is going to be responsibly managed," he promised. "I have a lot of confidence in our community that they will act responsibly." ~

Turning 40 And Still Looking Good: Cranberry Community Days 2016

Continued from front cover.

it from July 4 to the second weekend in July. Income generated from the event's vendors, sponsors, parking and concessions typically total about \$150,000 a year, all of which goes

toward funding the organization's charitable projects and activities.

This year, CTCC will mark its milestone 40th anniversary in tandem with the

Community Days spectacular as it looks forward to orchestrating more festive celebrations in the years to come. ~

Good Dog!

The Native American village tableau in Cranberry's Graham Park Road traffic circle welcomed its newest member in May – a mischievous mutt. The dog, like the other characters in the setting, was meticulously carved from pine tree trunks by master chainsaw sculptor Ken Tynan. It completes the setting which began two years ago when Cranberry Township Community Chest, CTCC, commissioned Tynan to carve the likeness of a Seneca tribesman – in that case, a peacemaker. The remarkable detail of Tynan's work impressed Community Days organizer Bruce Mazzoni, who then commissioned the artist to carve several more statues. Soon, the idea grew into creating an entire village, representing different aspects of life at an Indian encampment during America's Colonial era. Each statue stands on a cement pad with a cushion of other material to keep moisture away. A fence around the village and the use of 24/7 surveillance cameras helps to safeguard the statuary. ~



Eat Kimchi, Rule World

Those brave enough to eat the pungent, spicy Korean staple will have a reprieve this summer; there will be no nationality booths, ethnic food kiosks or cultural stage performances at Cranberry Community Days this year. Instead, the Township's showcase for diversity in the Cranberry area will remain focused on the springtime Folk 'n Food Festival in the Municipal Center. The last Festival, which was jointly presented by the Cranberry Area Diversity Network, the Township, the Cranberry Public Library and the Butler County Tourism and Convention Bureau, featured a variety of culturally distinctive entertainment by area residents from six different continents as well as savory dishes representing food favorites from around the world. The 2017 Festival will be held on Saturday, April 8. ~

The End Of The Trail

Phase One of Graham Park's Brush Creek pedestrian trail was built last year between Powell Road and the park's football campus. It followed the alignment of the wastewater interceptor line installed in 2013, which essentially parallels Brush Creek, and linked up with the park's existing sidewalk and trail system at its northern end. Phase Two – which meanders along the banks of Brush Creek from the Mashuda Bridge to the park's southern entrance – is currently underway and is expected to be completed before August. Youngblood Paving was awarded the \$215,000 contract to excavate, build and pave the 2,950 foot trail segment, including an adjacent rainwater swale, back in May. Material collected from milling and resurfacing local streets is being used as a base for the trail's construction. ~



Cranberry Highlands Wants To Tell You About The Birds And Bees

Birds and bees are swarming to Cranberry Highlands to cavort in the golf course's new and improved accommodations. They're only doing what comes naturally.

Cranberry Highlands, which was initially certified as an Audubon International Cooperative Sanctuary in 2009, works hard at maintaining that certification by continuing to enhance its environmental stewardship. The voluntary Audubon program recognizes efforts to make participating golf courses more ecofriendly. But for those certifications to be renewed, participants are required to maintain any previous naturalization projects and to undertake new ones every few years.

The Sting

Earlier this year, the Golf Course Superintendents Association of America approached its members with an urgent request: what can you do to support the nation's honey bee population? Honey bees, which have historically been abundant in North America, are responsible for pollinating plants of every sort, including commercial crops



of apples, almonds, flowers and berries – as well as producing honey. But their population has been plummeting – last year alone the United States lost 44 percent of its bee colonies – and nobody is sure exactly why.

However, Golf Course Superintendent Dave Barber, who is responsible for the maintaining the lush greenery of Cranberry Highlands, has a theory.

"People don't want to see clover," he said. "And I think that has injured the honey bee population. When we were younger, everybody had clover in their yard. You had to watch where you walked because there were so many honey bees. It's something we've done to ourselves and we continue doing it – and by 'we,' I mean our society. When you keep taking away the things these creatures need to survive, what happens? They go away."

So this spring, in response to the die-off, Barber initiated a Pollinator Project as Cranberry Highlands' latest Audubon case study – sowing a mix of wildflower seeds in several conservation areas of the golf course – flowers especially attractive to honey bees, butterflies, bumblebees and hummingbirds, as well as to other pollinating creatures. But he's also hoping it attracts a much larger species.

"We selected a pollinator seed mix to set an example for our residents," he said. "We see 36,000 people a year go through here. Perhaps they could do little patches in their yards and get the word out to our community saying:

• We see 36,000 people a year go through here. Perhaps they could do little patches in their yards and get the word out to our community.

you guys can help with what you're able to do at your own homes. Maybe get some special annuals that attract certain bees. It would be a win-win for everybody."

Discriminatory Housing

At the outset of its quest for Audubon certification in 2001, Cranberry Highlands positioned handmade birdhouses at 15 strategic locations

throughout its 6,564 yard course. In addition to accommodating birds, the houses – each constructed of salvaged materials – were used to mark distance: 150 yards from the forward tee. At the end of each season, the birdhouses



would be taken down, scrubbed, re-stained, re-sealed, and then re-mounted in time for the migrating birds to begin their spring nesting.

But the houses weren't just for any birds. They were specifically crafted to house the Eastern Bluebird, a small species native to woodlands, farms and orchards which, in addition to its attractive iridescent plumage, has a huge appetite for the insect pests that golfers and maintenance personnel find most annoying.

After 15 years, however, the original birdhouses had become too difficult to maintain and to keep free of odors and the parasites which thrive on bluebirds' eggs. So this year, a new crop of housing is in place. Made of recycled plastic textured to mimic natural wood, the houses are much lower in maintenance and expected to last a very long time. And their design, including their openings, height, placement, and interior architectural details, are all crafted specifically for the Eastern Bluebird, which frequently finds itself vying for nesting sites with unwelcome sparrows and starlings. ~



A Change Of Plans?

By John Skorupan, Supervisor, Cranberry Township

It must have been at least ten years ago, but I can clearly remember a meeting of our Board where a resident stood up, absolutely livid, and demanded that we explain how municipal planning in Cranberry was any different than Central Economic Planning in the Soviet Union – both of which he saw as steps toward creating an evil empire.

Other people, too, tell us they consider municipal planning to be an oxymoron – echoing the timeless, if facetious example of military intelligence as a classic oxymoron.

The real deal

Well, let me assure you that municipal planning, at least as practiced here, is a genuinely high-value exercise. Cranberry has actually gone through the drill of comprehensive planning on three separate occasions: in 1977, in 1995, and in 2009. Each plan was more fully developed than the one before it. And each resulted in the sort of practical guidance that both our Board and Township staff found tremendously useful.

Knocking out a generic municipal plan is no big deal; lots of places do it. But creating a meaningful long-range plan is a huge undertaking. It involves local residents, technical experts, elected officials, and specialists in a variety of fields working toward a do-able consensus on direction. It is also a clarifying experience where, along the way, certain shared values emerge. In our case, two of the values that surfaced most clearly were the notions of managing growth and sustainability. Both ultimately became pillars of our most recent plan.

Of course, circumstances change over time. So a long-range plan, like our 2009 Cranberry Plan that extended out to 2030, would have to be revisited from time to time to account for developments which could not have reasonably been foreseen and for economic conditions that didn't match the original plan's assumptions. An update is also useful in accounting for changes to the population itself; some people pass away, others grow up, some move in, others move out, and so on. All those changes can influence a community's character. So this year we're going through that exercise. But making adjustments doesn't mean long-range planning isn't any good; it means that plans can always be improved to remain relevant and useful.

Private sector planning

Corporate roadmaps – essentially long-range plans for companies in the private-sector – are considered fundamental tools for managing large enterprises. They target goals, align resources, set strategies and define timelines for progress toward key objectives. Something similar happens in the public sector. In the case of Cranberry, it involves multiple goals as well as major assets that need to be mobilized and coordinated to achieve them.

Our 2009 plan was ambitious, including goals that involved mobility, land use, economic development, civic engagement, recreation, governance, culture and more. Altogether, more than 250 action plans were developed to help realize those goals. And many of them have been successfully completed



A long-range plan, has to be revisited from time to time to account for developments which could not have reasonably been foreseen.

But times change. Some of our goals and strategies for achieving them may not seem as practical or desirable today as they may have seven years ago. Tactics that looked promising in the previous decade may not have worked as expected. That's why we're currently updating the plan.

The Cranberry Plan isn't just a document that decorates our municipal bookshelves. Nor is it a set of handcuffs on our Board or Township staff. It's a living document, not a sentence to the gulag. But to stay valuable, it needs to be re-examined and revised from time to time. This year's update is part of that process, but it won't be the last time it happens. That's how we intend to keep our plan a valuable and viable part of our governing practice. ~

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Healing Cranberry's Broken Heart

What do people picture when they think of Cranberry? It's a question that Township planners have pondered for years.

Unlike many of the world's great destinations, there's no iconic image of Cranberry. There's no Leaning Tower of Cranberry. No Mount Cranberry or Cranberry Falls. No towering statue welcomes the huddled masses. And no soaring archway marks Cranberry's gateway to Butler County.

So what did planners conclude was the signature image of Cranberry? Back in the day, Ron Henshaw – who is now the Township's Director of Planning and Development – was there for that discussion.

Identity crisis

"They were struggling with: What is our identity?" he recalled recently. "Their discussion focused on the idea that it had to be a single area. You couldn't have multiple areas – it had to be just one thing. So the group was asking itself: When you think of Cranberry, what's the image you see? What is its heart? And they concluded that its heart was Rt. 19 at Freedom and 228. And I was thinking: *really?* Is that the best

Cranberry won't have a traditional downtown, but denser parts of it will have an urban feel that creates a special sense of place. Those are the hearts of Cranberry.

we can do? To me, the image of a busy intersection shouldn't be the way we visualize our community."

Instead, what Henshaw saw, both then and now, was a heart with multiple chambers. Each chamber is delineated by the same intersection that an

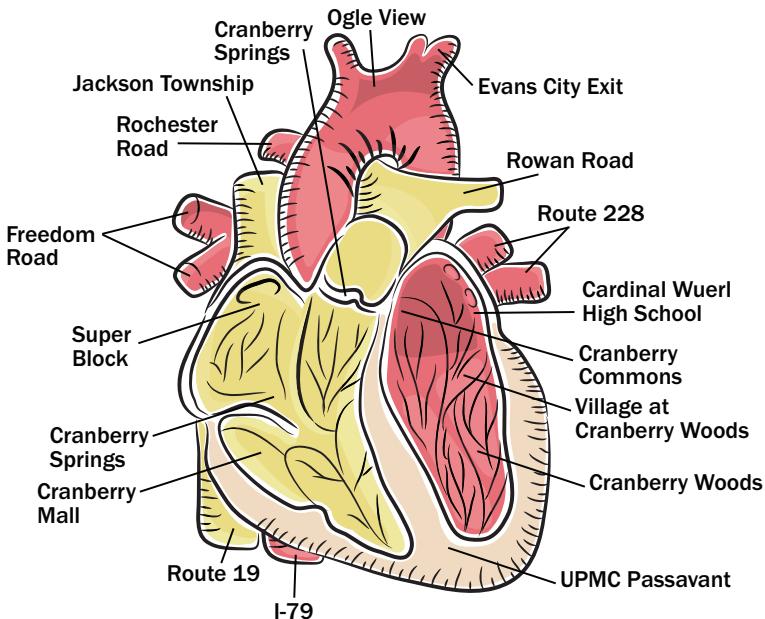
earlier generation of planners saw as the Township's most enduring visual image. And each chamber has its own feel. But it's not a traditional downtown feel.

"The word 'downtown' has a connotation to me of downtown Pittsburgh or even downtown Butler or New Castle," he said. "Cranberry won't have a traditional downtown, but denser parts of it will have an urban feel that creates a special sense of place. Those are the hearts of Cranberry. We call it a node analysis. It consists of trying to figure out what each node looks and feels like and how they should continue developing. So we have multiple 'hearts' or 'nodes' of Cranberry. You need to look at them comprehensively to understand how they affect and complement one another."

But if something central isn't a downtown, what is it? Or what could it be? "When you enter it, does it feel different? Or could it feel different?" Henshaw answers. "Could it have a sense of place with a special feel to it? That feeling may already be there, but enhancing it would further strengthen our community. This fall, the Township will create a redevelopment plan to examine the different hearts of Cranberry and seek opportunities to create stronger, more vibrant, better-connected spaces and places."

Strengthening nodes

"We'll have a consultant work with our staff to create that redevelopment plan. It will focus on the work we've already done in establishing the nodes of



Cranberry. And then it'll focus on what do we need to do to strengthen each of them – what strategies could we employ to make them stronger, to give them a better sense of place so that when people go there, that they'll think: Wow! I've just entered something special that will entice me to come back."

For one of the heart's chambers – the area of town which begins at Denny's and runs north along Rt. 19 to Brandt Drive – there is the potential to be a high-density, walkable area with a vibrant mix of retail and residential components. To help, the northernmost parcels of what is now being called Cranberry's 'SuperBlock' – including the property housing the former Auction Barn – were rezoned in May to encourage urban-style apartment living and exclude incompatible uses. Zoning revisions to enhance the character of other nodes could follow.

"Whether they're called nodes, hearts or places, what really matters is strengthening Cranberry's economy and providing opportunities for residents and business owners," Henshaw said. "We look forward to a plan that will guide us in redeveloping areas to make Cranberry an even better place." ~

Unionville Curve Tamed; Township Effort Takes Top Prize

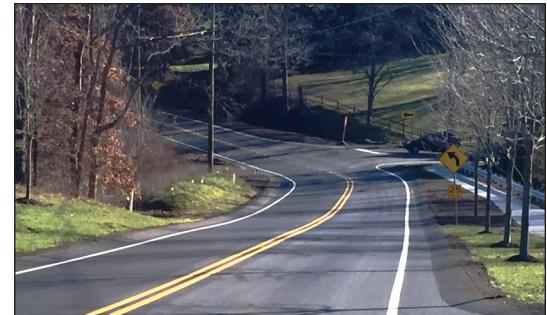
It hadn't yet become known as Dead Man's Curve, but that was probably just a matter of luck. The 70-degree blind curve along Unionville Road, just where it intersects Graham School Road, had seen more than its share of accidents. In fact, in 2014 alone, that 600-foot stretch of roadway was the site of more than 15 reportable crashes – wrecks involving both fixed objects and head-on collisions.

Originally a lightly-used meandering country lane, Unionville Road's traffic had grown by last year to more than 7,800 vehicles a day. A 2013 study had tagged the road – particularly its compound intersection-curve – as one of the Township's most critical safety concerns. But when several short-term fixes failed to reduce the wreckage, Cranberry officials decided to move ahead with a more ambitious set of recommendations involving changes to the road's geometry, elevation, obstructions and width – all the steps

needed to bring the roadway up to current standards.

HRG Engineering was selected to design the roadway improvements in time for Youngblood Paving to do the reconstruction in 2015. Altogether, the project, which was coordinated by the Township's Engineering department, involved realigning the curved section of roadway, improving the stormwater drainage, extending sight lines, repaving the entire project area, and then re-lining it to more clearly delineate the intersection.

To prepare for the project, a working partnership was formed between Cranberry Township, the utility companies with service lines, poles and pipes in the area, and the adjacent Springfield Manor homeowners association which donated a portion of the land needed for the improvements. Additional right-of-way was granted by a local family.



So far, with all work now completed, no further crashes have been reported at that location.

Earlier this year, the project was selected as the winner in a statewide road safety competition. The award program, conducted jointly by PennDOT and several Pennsylvania-based professional associations, is designed to recognize outstanding road and bridge safety improvements initiated by local governments in Pennsylvania. The award was presented at the April convention of the Pennsylvania State Association of Township Supervisors in Hershey. ~

The Needle Is Moving On Water Meter Replacement

Cranberry's plan to replace approximately 7,000 of the Township's older water meters is moving forward. As the first phase in the \$3.2 million project, Cranberry's Board of Supervisors authorized \$350,000 to create a remote meter reading network with two antennas and associated billing software, along with commercial-grade Sensus MXU meters and contracted labor to install them in non-residential facilities. Work on the meter replacement program, initially approved last year, was scheduled to accommodate the expansion of Cranberry's Brush Creek wastewater

treatment plant. The replacement project, which will eliminate manual meter reading, abolish estimated billing, and improve the accuracy of readings, will take place over the next few years. ~



Revised Treatment Plant Upgrade Bids Approved

Revised bids from four separate contractors to upgrade and expand various components of the Brush Creek wastewater treatment plant, following the rejection of bids received in February, have been accepted by Cranberry's Board of Supervisors. The revised



bids, totaling \$45.7 million, reflected a reconfiguration of the work plan with some key components being moved from the first to the second phase of the project, which isn't expected to start until at least ten years after Phase One is completed. The initial round of bids came in at \$56 million – substantially higher than the \$42 million estimated by plant engineers. Work on the plant's Phase One construction is expected to be complete by 2019. The plant will continue normal operations throughout the entire 2½ year construction. ~

Cranberry Is Putting A New Spin On North Boundary Road Traffic

Traffic roundabouts – not stop lights or stop signs – are becoming the preferred form of intersection control at locations throughout Cranberry. The intersection of North Boundary Road with Marshall Road is just the latest.

Although common in many other parts of the world, where multi-lane traffic circles keep high volumes of vehicles moving at moderate speeds, the roundabouts being built and planned in Cranberry are designed for lower intensity traffic, using a single lane to keep motorists moving at about 15 miles an hour. But they also lend themselves to handling bike and pedestrian traffic safely.

The intersection of Marshall Road with North Boundary, which has seen its traffic grow with new housing, a new daycare center, a nearby large church, multiple industrial sites and the Township's own Waterpark, currently handles around 7,000 vehicles a day. As a result, the stop signs for Marshall Road traffic entering the intersection are no longer adequate to move vehicles safely and efficiently through. Beyond that, speeding has been a concern along North Boundary's westbound straightaway where traffic almost always exceeds the posted 35 miles per hour speed.

Out of Control

"About six years ago, we redid our transportation capital improvements program," Cranberry Township Engineering Director Jason Kratsas explained. "It showed that the intersection there warranted improvements, not just from a traffic

calming standpoint but also for intersection control. But a typical traffic signal wasn't a good option because of the speeds on North Boundary Road.

"Then at night, when traffic is very thin, a red light would force people to stop and wait for the signal to cycle through before moving again – even if no one's coming. But with a roundabout, you'd just slow down a bit, go through the roundabout, and keep on moving."

Although calming traffic and keeping things moving were key factors in choosing a roundabout for the intersection, they weren't the only ones. "We feel like a roundabout is a better and safer alternative to a signalized intersection, and it's way more cost-effective from a longevity and sustainability standpoint," he said.

"It's a little over \$1 million to build this roundabout, which is right in line with what it costs to construct a traffic signal today – actually a little less," he continued. "It's being funded through our Transportation Improvements Program, which is financed by local developers, along with a \$286,199 grant from PennDOT's automated red light enforcement program to improve pedestrian connections. So it involves no local taxpayer dollars. And it should be done by the end of this year."

Footwork

But what if you're not driving? "Our comprehensive plan talked about the need for well-connected streets with multi-modal aspects to them – bikes and pedestrians," Kratsas said. "What we consistently hear is that North Boundary Road is an important corridor for several reasons:



A roundabout is a better and safer alternative to a signalized intersection, and it's way more cost-effective.

"Number One, towards Rt. 19, the land uses we saw coming were people-oriented – places where people would have an interest in walking or biking safely. North Boundary Park is also on that corridor. It's our least connected park. North Boundary Park has historically been an island from a bicycle and pedestrian standpoint.

"So we're looking at developing the corridor with an emphasis on solving these bike and pedestrian challenges; getting people to and from those destinations – the homes, the businesses, the parks.

"Number Two, we've got Marshall Road, with 150 homes and a daycare on one side, and an industrial collector road with heavy vehicles on the other. Then on Sundays, Grace Community Church generates a lot of traffic. So you're seeing heavy trucks wanting to go left to Route 19; you're seeing people trying to make lefts into the daycare or Marshall Woods. And that's right on the slope of North Boundary Road where you're seeing high speeds." Pedestrians and cyclists are especially vulnerable.

"This project looks to create sidewalks from the roundabout all the way to the western side of I-79," he pointed out. "Then Phase II, which picks up at North Boundary Road and goes out to Franklin Road, will probably go into construction next year." ~

A typical traffic signal wasn't a good option because of the speeds on North Boundary Road.

Behind The Curtain: How Continuum Keeps America Running

Essentially every business, regardless of size, uses computers today. But most companies aren't big enough to have their own IT departments. So what do they do? They outsource.

Managed Service Providers, or MSPs, are where small to mid-size companies turn for networking, desktop administration, application management, storage, security and just about anything else involved in using computers for business. There are tens of thousands of MSPs throughout North America, and many of them are comparatively small themselves. So where do MSPs turn when their own resources are being stretched thin? More and more of them are turning to Continuum Managed Services, a Boston-based IT firm which last year doubled the size of its operation center in Cranberry Business Park, originally opened in 2012.

Specialists at Continuum operate 24/7 providing many of the help desk, technical management, and support services which small business subscribers assume are coming from their own local MSP. That's intentional. If it's a phone call, the Continuum technician in Cranberry answers with the name of that caller's local MSP. It's the same with chat and instant messaging.



Although widely known for its retail businesses, Cranberry is also becoming an important technology center. Each issue of CranberryToday features the profile of a different local technology company and offers a glimpse into the Township's emerging economy.

Remote control

However, the help desk is only one of Continuum's core businesses. By definition, a help desk is reactive – it requires someone to reach out for help before receiving assistance. Other company offerings like remote monitoring, remote managing and backup are proactive.

Using monitoring software it installs with its client MSPs, Continuum technicians can configure users' networks and determine whether help is needed even before receiving a call. For example, if a piece of hardware is down, or if the customer needs to have a critical patch installed, or if there's an intrusion by a hacker, that information is transmitted remotely to Continuum's Cranberry operation where corrective action can be taken before the end user is ever aware it was needed.

Veteran IT executive Ray Cappola, who had previously held leadership positions involving customer support for companies like Oracle and Teradata, was recruited earlier this year to head up Continuum's Global Help Desk. "We have a vibrant and rapidly growing help desk business," Cappola explained. "It's growing on the order of 50 percent-plus, year over year, and I was recruited to help grow this facility as well as to

expand the business globally. Today, our help desk operation is mostly delivered out of Cranberry."

Talent scout

Right now, the Cranberry office has 140 people dedicated to the help desk function – including about 60 who work

from home several weeks a month. By year's end, that total is expected to top 200 – and that's not counting the 50 or so technicians it employs in India whose daylight hours correspond to America's nighttime, the period when time-consuming virus scans, virus definition updates, and hard drive

Continuum is actively recruiting people here in Cranberry to staff its booming business.

defragmentation normally take place. As a result, Continuum is actively recruiting people here in Cranberry to staff its booming business, which currently has roughly a million computers, servers, terminals and mobile digital devices under management.

Its Cranberry Business Park facility is not the company's first presence in the region. Several years ago, it acquired the remote monitoring and management assets of a small India-owned company based in Warrendale called Zenith Infotech, along with a handful of Zenith employees. Today, in addition to its Boston headquarters and its greatly expanded Cranberry facilities, Continuum maintains a data storage and recovery operation in Texas.

However to Cappola, there is more to the company's decision to expand in Cranberry than simply an accident of history. "The area around Pittsburgh is going through a major revitalization," he said. "Add to that the investments happening in education, the cost of living and the attractiveness, this is an area we chose to invest in and grow. It's an exciting place to be." ~

Help! From his company's Cranberry Business Park location, Continuum Vice President of Help Desk Ray Cappola provides support and oversees the management of small business computers and related digital devices throughout North America.

Dueling Wires: Armstrong V. Consolidated

There are still a handful of Internet holdouts in Cranberry, but they are few in number. Commerce, communication, education and entertainment have all migrated heavily toward the World Wide Web. It has proven to be the most disruptive technology in generations, one which has taken a major toll on traditional media while fundamentally reshaping the social and economic lives of just about everyone.

As a result, having Internet service available at home, at work, and in a growing sphere of public spaces is no more a luxury today than having a telephone or electricity – it's practically a requirement. Along with it, expectations of connection speeds have steadily increased as more data-hungry uses for the service come into play. So residents of Cranberry, like their counterparts around the country,

expect to have the fastest, most reliable, and most economical online service available. But do they?

In Cranberry, as in most American communities, the choice of Internet service providers, or ISPs, is limited. Fans of Xfinity, FIOS, U-Verse, Cox and Time-Warner, who may have been impressed by their dazzling TV commercials elsewhere, are simply out of luck here. Although any ISP is welcome to come into Cranberry,

Building a new hard-wired delivery system from scratch is really, really expensive.

building a new hard-wired delivery system from scratch is really, really

expensive – and it's a risky investment, particularly where a provider with subscribers is already in place.

In Cranberry, there are actually two of them – both well-established companies whose wires reach anywhere from 35 to 70 percent of Cranberry's households. One is Armstrong – originally a cable TV company; the other is Consolidated, initially a landline phone company. Both have since expanded their offerings to include Internet as well as phone and TV service.

How do they compare? Direct apples-to-apples price comparisons according to download speeds can be tricky because of promotional pricing, usage limits, equipment rentals, upload speeds, technical support, taxes and extra services, just for starters. But a check of the companies' websites for service offerings in Cranberry is revealing.



Service Offerings in Cranberry:

Headquarters:	ARMSTRONG Butler, Pennsylvania	Consolidated Mattoon, Illinois
Basic service speed:	4 Mb/s	3 Mb/s
Email accounts with basic:	3	10
Basic monthly fee:	\$29.95/mo.	\$17/mo. (Intro year)
Fastest home service speed:	200 Mb/s	20 Mb/s
Email accounts with high speed:	15	10
High speed monthly fee:	\$99.95/mo.	\$25 (Intro year)
Data allowance limits:	Yes	No
Wireless device support available:	Yes	Yes
Internet virus protection included:	Yes	Yes

Keep in mind that both sets of offerings are subject to change as their core technologies continue advancing and as more fiber is built into their distribution networks. For example, Armstrong is looking to make gigabit level service – that's 1,000 Mb per second – available to residential customers in Cranberry by the end of this year. Consolidated – which has used fiber optics to carry its signals into every new home built

here since 2008 – is also working on increasing its speeds, even for those customers connected to the company's network by its legacy copper wires.

Still, according to a 2013 study by the U.S. Office of Economic and Community Development, broadband service in America is consistently among the world's most expensive. For affordability at speeds of 45 Mb/s and higher, the U.S. ranked 30th out of the 33

countries studied. In Korea, for example, 100 Mb/s service is only about \$20 a month. Part of the discrepancy results from different national regulatory and economic systems – systems which are themselves subject to change over time. But don't hold your breath. Their evolution is gradual and, at least in America, changes in public policy can easily fall victim to political gridlock. ~

COMMUNITY CALENDAR

JULY

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

- * Cranberry Customer Service 724-776-4806
- + Cranberry Library 724-776-9100
- ^ Parks and Recreation 724-779-4FUN
- # Cranberry Highlands 724-776-7372
- < Cranberry EMS 724-776-4480
- > ECS&R 1-866-815-0016

FRI 1	Crafty Friday for Kids & Hot Dog Fridays Library, 11am-1pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm Waterpark Night Swim & Movie <i>Alvin & The Chipmunks: Road Chip</i> 9-11pm	SAT 2	Farmer's Market Rt. 19 Fire Station, 10am-1pm	SUN 3		MON 4	INDEPENDENCE DAY Twp Offices, Municipal Ctr & Library closed. Trash collections delay 1 day	TUES 5	+ Family Play Time Library, 11am Cranberry Artists Network Open Studio Grange Hall, 6pm ^ Special Needs Sundae Social Waterpark, 9-11pm Night Swim Waterpark, 9-11pm
WED 6	+ Infant Storytime Library, 11am Martinis with Monet Art Exhibition Opening Library (Library closes at 2pm), 6-9pm	THURS 7	CTCC Community Days + Adult Discussion Group Library, 10am			FRI 8	CTCC Community Days Crafty Friday for Kids & Hot Dog Fridays Library, 11am-1pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 9	Farmer's Market Rt. 19 Fire Station, 10am-1pm CTCC Community Days Fireworks 9:30pm
SUN 10	MON 11 + First Editions Book Club Library, 7pm	TUES 12	+ Family Play Time Library, 11am Night Swim Waterpark, 9-11pm	WED 13	+ Infant Storytime Library, 11am + Tween & Teen Read-a-thon Library, 11am-7pm	THURS 14	+ Life Sized Board Games Library, 1-3pm Community Park Concert Hobbs Sisters, 7pm	FRI 15	Crafty Friday for Kids & Hot Dog Fridays Library, 11am-1pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm
SAT 16	+ Computer Class: <i>Intro to Computers</i> Library, 9am Summer Garden Tour 9am-3pm Ticket sales, Municipal Ctr, 9-10am Farmer's Market Rt. 19 Fire Station, 10am-1pm Bike Safety Rodeo Community Park, Free, 10am- 2pm > HHW Collection	SUN 17		MON 18	Zoning Hearing Board Mtg (as needed) Council Chambers, 7:30pm	TUES 19	+ Family Play Time Library, 11am + Meet the Author: Thomas Sweterlitsch Library, 6pm Night Swim Waterpark, 9-11pm		
WED 20	+ Books and Bagels Book Club Library, 10am	THURS 21	Community Park <i>Shrek, the Musical</i> 7pm	FRI 22	Crafty Friday for Kids & Hot Dog Fridays Library, 11am-1pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm + Tween Movie Night Library, 7-9:30pm	SAT 23	+ Computer Class: <i>Excel 1</i> Library, 9am Farmer's Market Rt. 19 Fire Station, 10am-1pm Community Park <i>Shrek, the Musical</i> , 7pm		
SUN 24	MON 25 Planning Advisory Commission Mtg Council Chambers, 6pm	TUES 26	Family Play Time Library, 11am + Creative Ways Workshop with Dandy Ferrainola Library, 6pm Night Swim Waterpark, 9-11pm	WED 27	+ Tween Chocolate Games Library, 7pm	THURS 28	+ 4th Thursday Book Club Library, 10am + Cardboard Creation Contest Library, 1pm Board of Supervisors Mtg Council Chambers, 6:30pm		
FRI 29	+ Crafty Friday for Kids & Hot Dog Fridays Library, 11am-1pm Lunchtime Concert <i>RMI, Jazz</i> , Municipal Ctr Gazebo, 12pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm Waterpark Night Swim & Movie <i>Kung Fu Panda 3</i> , 9-11pm	SAT 30	+ Computer Class: <i>Excel 2</i> Library, 9am Farmer's Market Rt. 19 Fire Station, 10am-1pm Last Day of Summer Reading	SUN 31	^ Military Appreciation Day Waterpark				

COMMUNITY CALENDAR

AUG

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

- * Cranberry Customer Service 724-776-4806 # Cranberry Highlands 724-776-7372
- + Cranberry Library 724-776-9100 < Cranberry EMS 724-776-4480
- ^ Parks and Recreation 724-779-4FUN > ECS&R 1-866-815-0016

MON 1	Planning Advisory Commission Mtg Council Chambers, 6pm + First Editions Book Club Library, 7pm	TUES 2	Cranberry Artists Network Open Studio Grange Hall, 6pm	WED 3	THURS 4	+ Adult Discussion Group Library, 10am Board of Supervisors Mtg Council Chambers, 6:30pm Community Park Concert Bon Journey, 7pm		
FRI 5	Hot Dog Friday Gazebo, 11am-1pm Lunchtime Concert Kardaz Bros., Municipal Ctr Gazebo, 12pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 6	+ Computer Class: Word 1 Library, 9am Farmer's Market Rt. 19 Fire Station, 10am-1pm	SUN 7	MON 8	TUES 9	WED 10	Touch-a-Truck Cranberry Community Park, 11am-1pm ^ Family Fishing Fun Graham Park Pond, 1-5pm
THURS 11	Community Park Concert Phase IV, 7pm	FRI 12	Hot Dog Friday Gazebo, 11am-1pm Lunchtime Concert Keystone State Music Theater, Municipal Ctr Gazebo, 12pm Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 13	+ Computer Class: Word 2 Library, 9am Sheriff's Office, Gun Licensing Council Chambers, 9am-2pm Farmer's Market Rt. 19 Fire Station, 10am-1pm	SUN 14		
MON 15	Zoning Hearing Board Mtg (as needed) Council Chambers, 7:30pm	TUES 16	Community Park Hotel Transylvania 2 (PG), free movie, Dusk	WED 17	+ Books and Bagels Book Club Library, 10am	THURS 18	Community Park Concert Lenny Smith & The Instant Gators, 7pm	
FRI 19	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 20	+ Computer Class: Computer Troubleshooting & Maintenance Library, 9am < CPR Training Council Chambers, 9-3pm Farmer's Market Rt. 19 Fire Station, 10am-1pm < Learn CPR and First Aid Contact EMS > HHW Collection	SUN 21	MON 22	TUES 23		
WED 24	SVSD First Day of School	THURS 25	+ 4th Thursday Book Club Library, 10am Board of Supervisors Mtg Council Chambers, 6:30pm	FRI 26	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 27	+ Computer Class: Power Point Library, 9am Farmer's Market Rt. 19 Fire Station, 10am-1pm	
SUN 28	^ Military Appreciation Day Waterpark	MON 29	Planning Advisory Commission Mtg Council Chambers, 6pm	TUES 30	WED 31			

COMMUNITY CALENDAR

SEPT

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

* Cranberry Customer Service 724-776-4806

+ Cranberry Library 724-776-9100

^ Parks and Recreation 724-779-4FUN

- Cranberry Senior Center 724-772-6086

< Cranberry EMS 724-776-4480

> ECS&R 1-866-815-0016

THURS 1	Adult Discussion Group Library, 10am Board of Supervisors Mtg Council Chambers, 6:30pm	FRI 2	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 3	Farmer's Market Rt. 19 Fire Station, 10am-1pm	SUN 4	MON 5	LABOR DAY Twp Offices, Municipal Ctr & Library closed. Trash collections delay 1 day Waterpark Season Ends
TUES 6	Cranberry Artists Network Open Studio Grange Hall, 6pm Planning Advisory Commission Mtg Council Chambers, 6pm + Tween Art Club	WED 7	THURS 8	+ Homeschool Crafternoon Library, 1pm Car Fit Program Municipal Ctr rear parking lot, 1-4pm		FRI 9	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	
SAT 10	+ Computer Class: eBooks & eReaders Library, 9am Farmer's Market Rt. 19 Fire Station, 10am-1pm ^ Waterpark Puppy Plunge Pre-registration required Miracle League Project Dedication Graham Park (tentative)	SUN 11	MON 12	+ Infant Storytime Library, 10:30am + TAB Library, 4pm		TUES 13	+ A,B,C Storytime Library, 10 & 11am + Move in, Move Out: Moving Made Simple Library, 6pm	
WED 14	+ A,B,C Storytime Library, 10 & 11am	THURS 15	FRI 16	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 17	Farmer's Market Rt. 19 Fire Station, 10am-1pm	SUN 18	
MON 19	+ Infant Storytime Library, 10:30am Zoning Hearing Board Mtg (as needed) Council Chambers, 7:30pm	TUES 20	+ A,B,C Storytime Library, 10 & 11am + Tween Lego Club Library, 4pm	WED 21	+ Books and Bagels Book Club Library, 10am + A,B,C Storytime Library, 10 & 11am	THURS 22	Autumn Begins + 4th Thursday Book Club Library, 10am	
FRI 23	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	SAT 24	Farmer's Market Rt. 19 Fire Station, 10am-1pm Friends of the Cranberry Twp Volunteer Fire Company 'Purse Bash' St. Ferdinand Hall, 1-5pm	SUN 25	MON 26	+ Infant Storytime Library, 10:30am + TAB Library, 4pm Planning Advisory Commission Mtg Council Chambers, 6pm		
TUES 27	+ A,B,C Storytime Library, 10 & 11am	WED 28	+ A,B,C Storytime Library, 10 & 11am	THURS 29	Board of Supervisors Mtg Council Chambers, 6:30pm	FRI 30	Farmer's Market Municipal Ctr parking lot, 3:30-6pm	



The Binary Life Of Nunzio Martin

From the time he was 13, living with his parents in Murrysville, Nunzio Martin

had wanted to become a fireman.

Following the family's earlier move from Braddock Hills, he made new friends, including several who were members of his new community's fire service, and he very much wanted to join them. But, for a variety of reasons, that didn't happen – at least not then.

At the same time, however, he had developed an equally strong interest in computers and information technology. "I knew that was going to be the future," he recently recalled. "So I thought I might as well get a good-paying job out of it."

Fast forward to 2007. By now married, an IT professional, starting a new job, with an infant daughter and a new home in Cranberry, Nunzio one day announced to his wife Lisa: "I think I'm going to go and be a firefighter." Her response: "You don't know how to do that."

Of course she was right. But Nunzio knew that before being sent into harm's way, Cranberry's fire company would provide him with the training, equipment and support he would need to respond to 9-1-1 calls. "That put her mind at ease," he said. "Now she's 100 percent behind me. I wouldn't have been able to do it without that support."

Learning the ropes

Today, in addition to holding a Bachelor's degree in Management Information Science from Penn State's Erie campus, Nunzio has earned credentials in firefighting that include Firefighter I, Basic Vehicle Rescue Tech, and Hazmat Awareness. He is also well along in completing the paperwork for his Firefighter II certification.

As a member of the Fire Company's brigade, running out of the Haine School Station, most of what he's called on to do involves vehicle mishaps of one sort or another. But with a full-time job as a database administrator in downtown Pittsburgh, his ability to respond during daylight hours is sharply limited.

But his service to the Fire Company is not restricted to emergency calls. His skills as an IT expert have also been put into service. Together with fellow firefighter and Cranberry Township IT professional Jeff Gooch, Nunzio recently rebuilt the organization's website as well as the design of its social media pages. He is also in the process of adding firefighters to the Company's RedAlert system – an interactive phone-based technology that pushes out text messages which concern, among other things, who is available to respond to any particular 9-1-1 call.

Planning ahead

Nunzio's work with the Fire Company has also involved strategic planning. The Company's recently completed long-range plan was developed by a committee of Township residents and Cranberry volunteer fighters. Nunzio was among them.

The committee's work was carried out at the same time as that of a professional consulting firm which was brought in to study the Fire Company and offer its



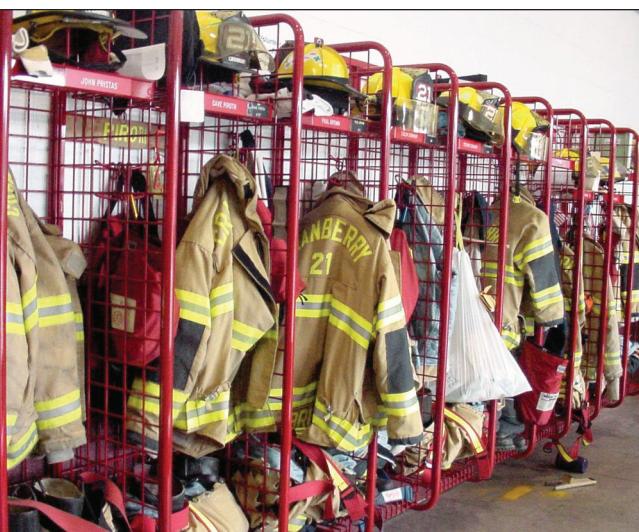
His service to the Fire Company is not restricted to emergency calls. His skills as an IT expert have also been put into service.

own recommendations – independently of the joint citizen-firefighter planning committee.

"It was funny; we came to the same conclusions they came to," Nunzio reflected. "We didn't have their report until we finished ours, and we did that on purpose. We wanted to see if ours would line up with what they thought, and if we hit the same points they did. It turned out they were almost perfectly aligned. It was uncanny because they were done separately."

Between his day job, his family life and his work with the Fire Company, Nunzio doesn't have a lot of free time. But when he does, he enjoys a different sort of alignment – target shooting, a skill he tries to practice two or three times a month. Shooting is also an interest shared by many of his fellow firefighters. So whenever they can, they link up to spend a little quality time together on the range. ~

Cranberry welcomes new Fire Company volunteers throughout the year. To learn more, call 724-776-1196.



• The Company's growing volume of calls has put considerable pressure on the organization.

CTVFC, Cranberry's tax-supported Fire Company, is a wholly volunteer body – nobody gets paid to train or teach or respond to emergency calls. Even so, the organization's operating standards are just as rigorous and every bit as professional as you'd find in any city's career fire department – actually higher in many cases. But a series of administrative changes are now in the works – the results of a strategic planning study completed this spring. They are changes designed to address both the emerging needs of the community and the Fire Company's own future requirements.

What prompted the planning exercise is that Cranberry's growth never stopped, and neither have the calls for its Fire Company to fight fires, rescue crash victims, neutralize hazardous spills, check out errant alarms, or respond to a myriad of other real or potential emergencies. Last year alone, the company answered 716 calls from Butler 9-1-1, reflecting a steady year-to-year increase in emergency responses; ten years earlier there had been 547.

Fire Company Shifting Strategy

And it's a trend that shows no signs of abating.

At the same time, however, the Company's growing volume of calls has put considerable pressure on the organization, which was originally formed with help from local Civil Defense members in 1959. To this day, CTVFC remains an independent entity with its own membership, directors and officers. But in 1981, as part of a unique agreement with the Township, the assets of the Company were transferred to the Township. In return, the Township agreed to provide financial support for station maintenance, equipment and vehicles, while Company volunteers spend their time training, performing administrative chores, and responding to emergency calls. It is a unique arrangement in southwestern Pennsylvania – a model for cooperation between a local government and its firefighters.

Strategic study

Last year, in light of the increasing demands on CTVFC to protect its growing community, Cranberry's Board of Supervisors passed a resolution creating a committee consisting of both community residents and fire company members. Its charge was to develop a strategic plan that would sustain the fire company as a volunteer organization while meeting the Township's future needs. A series of meetings involving that panel led to the new set of recommendations. Their work was reinforced by a parallel assessment of the Township's fire service conducted by the Education, Training and Consulting Group of Volunteer Fire Insurance Services.

Six major recommendations grew out of the citizen committees' report. They include revising the Fire Company's 1981 agreement with the Township, last updated in 1999; providing for a full-time chief/executive to manage department operations; benchmarking response standards; creating a long-range capital spending plan; and comprehensively reviewing membership requirements.

Too complex

The Committee felt that the Company's current administrative arrangement, which consists of two separate divisions, was needlessly complex. The Fire Company, under the direction of the President, and the Fire Brigade, under the direction of the Fire Chief, presented too many operational challenges, their study concluded. In its place, the Committee recommended forming a governing board to represent all CTVFC members. The board would have financial and management oversight for both the Fire Company and Brigade, but without direct involvement in either of their day-to-day operations.

The Committee also felt that the extensive requirements now in place for participating in the Brigade – the Fire Company unit whose members don turnout gear and rush to the scene of emergencies – may neither be necessary nor appropriate for volunteers whose talents are better suited to support functions. Imposing a heavy burden of requirements is also likely to have a negative effect on recruitment across the board. Instead, they recommended revising membership requirements to focus on a volunteer's interests and abilities rather than simply on their meeting attendance or fire academy certifications. ~

The Resurrection Of Friends Of The Fire Company

After four years at rest, Friends of the Fire Company has come back to life, filling in where other funding sources, for whatever reasons, cannot.

Local property taxes pay the lion's share of Cranberry Township Volunteer Fire Company's major expenses – particularly big ticket items like fire engines, station houses and safety equipment. But there simply isn't enough tax money to buy everything a well-provisioned Fire Company actually needs.

Then there's the legally separate Fire Relief Association, funded with fees collected by the Commonwealth from out-of-state insurance companies. Its charter is limited to protecting front line firefighters with things like turnout gear. If those funds can't be obtained, grants from philanthropic foundations, local businesses and public agencies are sometimes available.

But if none of those sources are able to finance a worthwhile Fire Company project, there are the Friends. More than 20 years ago, the idea for buying a Fire Safety House trailer gained traction in Cranberry. Although community fire safety education had been a priority for the Township and its fire company all along, none of the established funding streams were available to finance the \$32,000 unit. That's when Friends of the Cranberry Township Fire Company formed as an independent nonprofit to raise the money needed to buy the trailer.

The House that Friends built

In 1993, the Friends sponsored a series of concerts and other events in and around the Township. By the end of that year, the Company's Fire Safety House was fully funded. Then the organization went dormant until the late '90s,

when it was asked to help finance dress uniforms for Company members. In 2010, it was brought back again, this time to raise money for construction of the 9/11 memorial that currently sits in front of the Rt. 19 Park Station, before returning to dormancy. Now it has once again become active – this time to buy electronic tablets which will allow Fire Company officers to do their administrative chores at home or at work, instead of solely at the fire house.

Once acquired and activated, the tablets will provide fire company officers with all the software tools and documents now available only on fixed, station-based computers. However the greatest value the tablets provide is to respect volunteers' time, most of which is taken away from their work and families. For a routine task that may just take ten minutes, volunteers now have the added burden of a round trip drive to the fire station. Even then, it can be hard getting things done.

Honoring commitment

"That's where the tablets come in," according to Fire Company member Carolyn Nelson, who is also president of the Friends group. "It's the time – the enormous amount of time that those who step up as committee members, as committee chairs, as directors, as brigade officers require. Their volunteer hours grow exponentially. They're here on their free time, so we believe this is the right thing to do, to honor their commitment. It's recovering the time that gets burned up on chores which can be abbreviated using technology."

In selecting projects, including the tablets, the Friends organization



Electronic tablets will allow Fire Company officers to do their administrative chores at home or at work, instead of solely at the fire house.

is guided by its three-fold mission statement: to advance community fire prevention education, to promote individual safety for first responders, and to honor the exceptional commitment of Fire Company members.

Friends fundraising events are planned to begin this fall, starting with a limited mail solicitation followed by a September 24 Purse Bash at St. Ferdinand's Church, together with raffles and various small games of chance; then in December, a lottery calendar. But the organization's goals will remain limited to financing items which can only be purchased when other funding channels have been exhausted.

"If there's nothing substantial that's needed, we're done for that year," Nelson acknowledged. "We're not feeding the machine. It's purpose-driven fundraising." ~

Back From The Dead; How Cranberry EMS Measures Up

When someone's heart stops beating, they're legally dead, according to Cranberry EMS Deputy Director Ted Fessides. But there are also cases of people coming back from cardiac arrest – a few of whom even go on to lead normal lives. But theirs is never a spontaneous recovery; their good fortune requires the hands-on intervention of a bystander, even before the EMS has time to arrive.

Tracking patient survival is a key metric for ambulance services, and Cranberry's numbers are comparatively good, according to the most recent report of CARES – the Cardiac Arrest Registry to Enhance Survival – whose database covers most of the nation's EMS operators.

Last year, according to the report, America's EMS services responded to 54,000 cardiac arrest cases nationwide. About 5,000 of them were in Pennsylvania, and in Cranberry, there were 17. The CARES report tracks a series of patient milestones including survival to hospital admission and survival to hospital discharge, as well as those discharged with moderate to good cerebral performance.

Heart-stopping statistics

The statistics are sobering. Nationally, just 10 percent of the patients survived long enough to be discharged from a hospital, and in Pennsylvania, it was just 8.4 percent. But in Cranberry, the rate last year was 23.5 percent, most of whom experienced a return to their normal lives.

- *The ultimate goal is someone who's functioning, walking, and talking.*

"That's the ultimate goal," Fessides explained. "You want someone who's

functioning, walking, and talking. We even had one of them who came in and spoke when we did our Survival Reunion back in November."

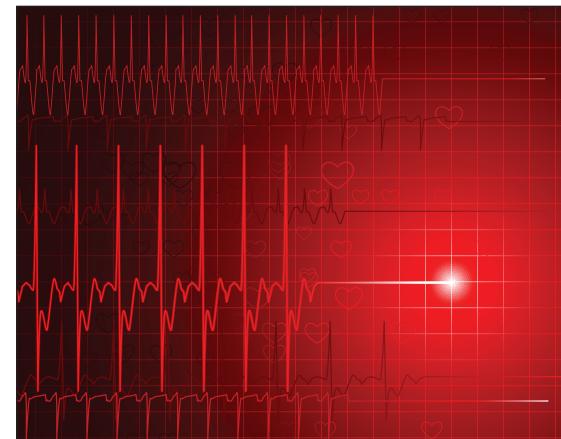
But are Cranberry's encouraging survival figures just a fluke? Even though the number of cases in Cranberry is relatively small, Fessides doesn't think so. "What really makes the difference here – and this is why we saw our survival rates go up – is because we had early bystander interventions. Because the longer someone stays down, the smaller their chance of coming back.

"Our goal is to be there within ten minutes," he said, citing the Cranberry EMS key performance indicators. "But after about six minutes, brain cells and organs without oxygen start to die off. Every minute after that they say to take away another ten percent of your chance of survival. So the whole key is getting the CPR started and started early."

Good Samaritans

"Nationwide only 40 percent of the cardiac arrest cases had a bystander who started CPR. Statewide it was just 36.5 percent. Our region did pretty well at 53 percent. But here in Cranberry, we had 70 percent of bystander CPR, which is great," he said. "I attribute a lot of that to our bimonthly community CPR classes, getting people out there in the community trained, getting them willing to step up when they see the need. Because that's what really makes the difference and this is why we saw our survival rates go up; it's because we had early bystander interventions."

But as a bystander, how do you know when someone is in a state of cardiac arrest? Does that person who's lying down really need help? Or are they asleep? Or drunk? Or on drugs? "The first thing that you want to do is scan



the environment, to make sure it's safe," Fessides said. "Once you've determined it's safe, get down to check if they're responding. Tap them on the shoulder and shout. Or, as we teach in the CPR class, use your knuckles to rub their breastbone and see if you get a response. And check to see if their nose is flaring, because that's a great way to tell if they're breathing."

However, you shouldn't worry about getting sued by someone you're trying to save. Pennsylvania's Good Samaritan Law shields people who are acting in good faith to save someone, even if using CPR results in injury to the patient. ~

2016 Cranberry EMS Community CPR Classes

All classes taught in the Municipal Building Council Chambers

- Saturday, August 20**
9:00 AM to Noon - \$40
- Saturday, October 15**
9:00 AM to Noon - \$40
- Saturday, November 12**
10:00 AM to 2:00 PM –
Hands-only CPR, No charge
- Saturday, December 17**
9:00 AM to Noon - \$40

Hazard? What Hazard?

At the end of March, Cranberry's Board of Supervisors adopted a countywide hazard mitigation plan, designed to prevent, or at least minimize, damage from a wide range of potential disasters. It will be followed later this year by a countywide emergency operations plan for dealing with any disasters that actually do occur. Yet they're worried.

That's because residents of Cranberry and its surrounding communities have been incredibly fortunate. The paralyzing storms which ravaged much of the country over the past year left local residents largely untouched. Southwestern Pennsylvania is a seismically stable area, so earthquakes are of very little concern. The same is true for volcanoes, hurricanes and tsunamis. With its hilly terrain and absence of rivers, the overflows which have plagued so much of the Mississippi valley are not a significant threat to the Township. And without railroads, the train derailments and crossing collisions that take place elsewhere aren't a safety hazard in Cranberry either.

So with all that good fortune and all those favorable conditions, you might think public safety officials in the area would feel really pleased. But you'd be wrong. The low frequency of real emergency situations here has instead fostered complacency on the part of most residents. After all, people think, why spend the time, money and effort preparing for disasters that seem unlikely to occur?

Disengagement

"The biggest issue in Western PA is that we don't have many disasters," Cranberry Public Safety Director Jeff Schueler admitted.

"We need a hook to get people involved. In Florida,

the flooding and hurricanes are frequent enough that people get more engaged. Up here, trying to get people engaged in preparedness is tough. Because when was the last time we had a major incident?"

That's not to say terrible things couldn't happen in Cranberry. They can. And some of them, like house fires and highway wrecks can be expected, prepared for and addressed. Other possibilities are harder to anticipate; for instance, nobody knows when a workplace massacre might take place.

"The County's operations plan, which will be completed later this year, includes an appendix specific to Cranberry," Schueler said. "We devise checklists. So if we have to open our Emergency Operations Center, or we need to do an incident management response, we'll have a good checklist. It covers aircraft crashes, blizzards, chemical releases, civil disturbances, dam breaks, disease epidemics, explosions, floods, hazardous materials, high-rise fires, ice storms, mass casualty incidents, missing person searches, radiological emergencies, utility interruptions, wildfires and more."

"The County plan breaks operations down by department: fire, law enforcement, EMS and support – usually from Public Works. With EMS, for instance, the biggest challenge is tracking patients. Once they've done triage, we've got to make sure to track those patients because they'd probably be going to multiple hospitals. So when their families start calling, you want to know what patients went to which hospital."



The biggest issue in Western PA is that we don't have many disasters.

Paperwork

The plan also calls for lots of paperwork. It includes message logs, a scene event log, and records of anyone coming into or leaving the site of the incident, along with various federal forms – each accompanied by its own specific requirements.

"Particularly with weather-related events, we have to document a certain dollar amount of loss to be eligible for state or federal assistance," Schueler said. "And the County needs to show certain damage amounts, too. That's why we have forms to track all that. The plan also requires most Township employees to receive emergency response training."

Butler County's hazard mitigation plan, together with its companion operations plan, was crafted by a group of local government officials and Emergency Management Agency personnel, including Public Safety Director Schueler and Township EMA Director Lee Nanna, together with an outside consultant specializing in emergency planning. The plan follows the outlines of an emergency response program formulated by the Federal Emergency Management Agency, FEMA, and its Pennsylvania counterpart, PEMA. It is also subject to updates every few years as the risks from various hazards evolve. ~



Cranberry's Low-Profile Public Safety Training Campus

You can't see it from the road. And you can't find it on your GPS, either. But Cranberry's \$1.3 million Safety Training Center, built in 2012 and discretely hidden behind the Township's Public Works building near Community Park, is being discovered by more and more organizations – many of which are clamoring for their own time in the comfortable, modern classroom building. Problem is, it's only available to public safety agencies and even then, only to those that have mutual aid partnerships with Cranberry Township.

"We're getting constant phone calls from other organizations that want to use that training center," Cranberry Public Safety Director Jeff Schueler acknowledged. I'm getting businesses calling. I've got the Boy Scouts, the Girl Scouts, and someone in the transit business who wanted to use it for a bus rodeo to recruit new drivers. But we can't let them. It has to be for public safety only."

Cranberry Safety Academy

The Training Center is actually the capstone of Cranberry's public safety training campus, which began nearly 20 years ago with a police firing range.

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In the early 2000s, two cement pads – one for vehicle burns, another for practice in extricating people from wrecked vehicles – were added with help from a state grant. Then in 2006, the Township built a four-story fire training tower and smoke maze. The campus expanded once again two

years ago with an open-air field training classroom, financed by a state grant, for use by fire company volunteers while still wearing their turnout gear.

The main classroom building is nicely equipped for specialized safety instruction. When its divider is fully retracted and its chairs are arranged for theatre-style seating, it can comfortably hold as many as 120. If tables are added, it can seat 80. Its classroom space includes three digital projectors as well as a smartboard. A folding partition can separate it into two smaller classrooms.

The building also includes two large garage bays, one of which is currently used to house the Fire Safety Trailer. The other is expected at some point to house a retired or standby fire engine – a piece of apparatus which can also be used for training.

Heavy traffic

Even with restrictions on the use of its space, the Safety Training Center sees plenty of traffic. "It was real busy in April when we did the car seat class," Fire Company Administrative Assistant Mark Nanna recalled. "May dropped off a little bit, but it's always in use at the end of the month. EMS has classes coming up. In June, we let the Butler County Fire Chief's association do a class for fire school, which a lot of our guys belong in. There are a couple of police bike patrol

classes coming up there this summer. And we've got things going there on different nights like our Public Safety meetings. Someone's there just about every Tuesday evening because that's when the fire company meets. And we have Board meetings up there every month. So it gets used quite a bit."

As a matter of policy, Cranberry doesn't rent out the facility. If it did, it could generate a stream of income, although at the price of rendering it unavailable during those times for the Township's own safety services. However, one of the advantages of having a state-of-the-art facility is that safety master classes, taught by visiting experts, can barter for their use of the classroom.

"Sometimes we'll bring in an outside training class," Nanna explained.

"There may be a fee to attend. But if we host the training, we can get a certain number of slots for free. So it saves us money if we can get free training for our members. We recently met with the Center for Emergency Medicine, which is part of Pitt's Community Paramedicine Certification program. They wanted to do a community medi-class down there. They said 'What do you want for room rent?' And I said: Give me two spots in the class. They normally go for \$1,000 each. So that's how we worked it out."



Hot Dog?



Cranberry police have been getting 9-1-1 calls almost daily from people reporting they had seen a dog closed in a parked car and that the animal might be in danger. Sometimes there really is danger of overheating. But Township police are also seeing a growing number of calls where there is no obvious need, such as after sundown, when the car windows are open enough to provide ventilation, when the dog has water, or when the dog owner is only gone for a short time. They are also seeing instances of people taking matters into their own hands and, in an effort to rescue the dog, opened the other person's vehicle and taken the animal out. Although typically done with humane intentions, Cranberry police strongly advise against entering someone else's vehicle or taking possession of another person's pet. ~

Safe Exchange Zone

Two parking spaces next to the Cranberry Township Municipal Center have been set aside for short term use by parties who may be exchanging goods bought online, transferring child custody, or handling other sensitive face-to-face transactions. The side-by-side spaces, which are clearly marked and video monitored 24/7, are intended to provide a safe neutral ground where those involved in the exchange can meet and transact their business in close proximity to the Cranberry Police Department. The Department cautions, however, that its officers neither participate in nor act as official witnesses to these transactions. Township police encourage users to conduct transactions during daylight hours and to bring along a companion. ~



Cranberry's Senior Club Comes Of Age

Connie Scherich, a pillar of the Cranberry Residents Senior Citizens Club, is coy about her age, which she will tell you is frankly none of your business. Even so, she is an outspoken advocate for the local social organization which admits no one under 55 and which she herself joined back in 1976.

Depending on which copy of its bylaws you look at, the organization traces its roots back to either 1971 or 1974 when it was founded by former school teacher Hazel Gant, a woman who later went on to serve as its president for 19 years. Through much of that time, and for years thereafter, Mrs. Scherich served in a succession of club offices, except for the presidency – a post she declined out of an aversion to driving in winter to attend the organization's two monthly meetings – one for board members, another for the full membership.



Residents only

Unlike the Cranberry Senior Center, which provides lunches, exercise, bingo and more each weekday in the Municipal Center room formerly known as the Senior/Teen Center and now called The Grange, the Senior Club limits its membership to Township residents and, according to its bylaws, only to "persons of good moral character," although there is no record of anyone having been rejected on those grounds. Its bylaws also bar discussions of political or sectarian issues at club meetings, although that provision too is often overlooked.

At its peak, the Club's active membership roster numbered 125 – the maximum permitted under its bylaws – along with a waiting list of individuals who could only be allowed in as vacancies occurred. Today, with 56 members, admission is immediate and its dues, which were raised to \$10 a year in 1999, remain unchanged.

Old friends

The mission of the Club, whose official motto is "unity and friendship," is to provide a venue for its members – which include both men and women

– to enjoy the fellowship of old friends along with the opportunity to make new ones. In addition to holding monthly meetings, it works to achieve those goals through a series of luncheons, picnics, catered and covered-dish meals throughout the year, as well as occasional field trips, although these days they are generally less ambitious than the week-long journeys it had organized in the past.

While many of the Club's members are married couples, a significant number are widows and widowers. Mrs. Scherich, whose own husband was killed by a speeding truck in front of their home on Goehring Road in 2002, is among them. It is a loss she continues to feel deeply and still speaks of with difficulty. But it is one that companionship offered by Club members helps to soften.

Cranberry residents 55 or older are invited to attend a meeting and see for themselves what the Club and its members are all about. Full membership meetings are held at 1:00 PM on the second Tuesday of each month in Council Chambers. Applications for membership are available at every meeting. ~

Diverse Forum Tackles Diversity At Home

Diversity isn't what it used to be. A recent leadership forum examining diversity in Butler County has come up with some surprising observations.

That's because what comes to mind for most people, when they think about diversity, are their community's ethnic, language and religious differences. Those are certainly important parts of the concept, concedes to Gary Winterhalter, who along with Charles Hawkins leads the Cranberry Area Diversity Network. But they are only parts of a larger idea.

"Diversity is a broad spectrum," Winterhalter explained. "When people begin to look at diversity, they tend to gravitate toward ethnicity – it jumps right out at you. It's what separates people visually. But there are a lot of subtle diversities within our population."

The Forum

In March, an influential group of 40 leaders representing all different sectors of Butler County met at Cranberry Highlands to examine the diversity issues that each of their organizations experienced. What they learned, through a series of small group exercises, is that some of the challenges they faced were very similar and in many cases, they were not about things people normally associate with diversity.

"What came of this is that mental health is indeed part of diversity. It's what separates people from our society. If someone is having problems in the neighborhood mentally, they immediately get separated out of the neighborhood," Winterhalter said.

The same with getting around. "Transportation came out of all the breakout groups as something we needed to look at," Hawkins noted. "That's because we've got companies out here that need to hire people who come from different areas and they

need to have some way of getting here because not everyone has a car."

Not surprisingly, each of the organizations attending the forum – including schools, corporations, elected officials, faith communities and human service organizations – had already been working on their own to address those issues. That raised an interesting possibility: maybe some of those strategies and resources could be shared.

Reinventing wheels

"It's about using what's already in place rather than creating something new," Hawkins said. "We've got to stop trying to reinvent the wheel. You have so many people out there going in different directions to get to the same goal that it causes you not to get to the goal

- *It's about using the existing resources,*
- *but using them better and using them with other groups.*

at all. So it's about using the existing resources, but using them better and using them with other groups that have that same goal in mind."

However, when it came to mental health, there were also questions about

the way resources are distributed in Butler County. "Mental health is what separates people from our society," Winterhalter said. "If someone in the neighborhood is having problems mentally, they immediately get separated out. Heretofore we have not had the benefit of local interaction with the Human Resources in Butler County. Now, with a new office of Center for Community Resources in the Township's Municipal Center, we will have an opportunity to engage them right here in Cranberry."

A follow-up meeting of the forum, now referred to as Community Partners, is being planned for this summer. But its mission will not be to create or re-create the resources needed to address different aspects of diversity. Instead, the group's goals are to increase cooperation and encourage coordination among participating organizations where that would be beneficial, as well as creating a resource guide which its members can use in addressing diversity issues.

"The question is: how can we leverage what's already been done to minimize what we have to do," Winterhalter said. "The general follow-up is the idea that we can all begin to work together for no other reason than just to make better economic use of our time and resources in resolving similar diversity challenges." ~



Surviving Summer: A Whole Child Approach

School, Parent and Community Partnerships at Rowan Elementary

By Nannette Farmar, Rowan Elementary Principal

Teachers, parents and guardians of elementary school age children share an important goal: fostering healthy routines in young children. That includes encouraging wholesome lifestyles and turning everyday events into learning opportunities. Done properly, these measures can cultivate life-long habits while sparking children's natural curiosity to learn about themselves, about others, and about the world around them. Our focus as educators is on more than just classroom instruction; it's about the whole child – promoting practices that help develop healthy habits that can guide them through their lives.

During the summer, however, children's routines are not as structured as when school is in session. Even so, day-to-day learning experiences are plentiful all year round. Keeping children actively engaged over the summer is important. And opportunities for doing so are readily available in our region. Hiking and bicycle trails, for example, offer a great way to keep a child active and to strengthen family ties. At the same time, they serve as a way for children to learn more about the natural environment.

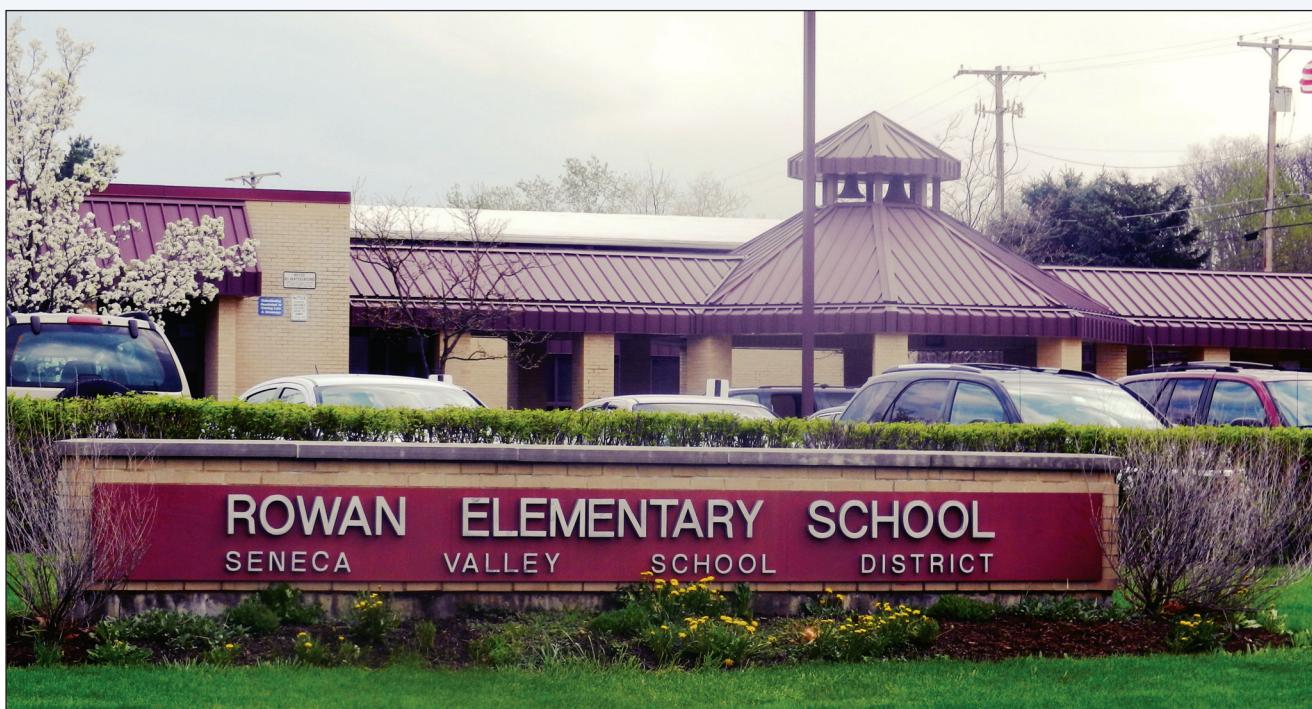
Another family-friendly way to explore the environment is through Chatham University's Eden Hall Campus Summer Series. Their program offers a number of community events including theater performances and summer concerts. But even from the comfort of home, there are lots of online resources, including books that can teach children about other people as well as about the world they live in.

When they return to Rowan Elementary at the end of summer, that variety of learning experiences will continue. It includes an EV3 Robotics Course for fourth grade students, the WeDo Lego Course for second and third grade students, and several school programs including Dining with Dignity and Leaders of the Month – both of which promote social and emotional development.

What other opportunities are being planned? As a result of the work completed by the school's Olweus Anti-Bullying Committee this past year, students will learn about The 7 Habits of Happy Kids through weekly lessons that teachers incorporate into their weekly Olweus classroom meetings.

The focus of our teaching during the school year will continue to center on learning within the building. But there will also be an emphasis on making instructional use of the outdoor environment. For example, as a result of the efforts of Tommy McClelland and the school's maintenance personnel, Rowan Elementary's nature trail will be revived.

In addition, through the planning and support of Rowan's PTA, new playground equipment and the installation of a new outdoor stage area, will encourage creative play. PTA President Kelly Broecker put it best: "The PTA is happy to help provide a play space that gives students extra options for imaginative and creative play in addition to the traditional, more physical equipment already at Rowan."





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Bike Safety Rodeo

Cranberry's Bike Safety Rodeo is back! The event – sponsored by Cranberry Elks, the Cranberry Police, Cranberry EMS, AAA East Central and Trek of Pittsburgh – will include a bike safety inspection, a bike safety course, and a helmet fitting station. A related goal is educating riders about their obligation to observe traffic laws whenever they're on public roads – a lesson which is frequently overlooked. Free refreshments, giveaways and prizes will be available as well as a chance to win a \$250 gift cards to Trek of Pittsburgh's bike shop. There is no charge for admission to the event, but all participants will need to bring their own bike and helmet. The Rodeo will be held in Community Park on Saturday, July 16 from 10:00 AM until 2:00 PM. In case of rain, the event will take place at the same time and place on the following Saturday, July 23. ~

