

# Cranberry TODAY

Winter 2018

**SPOTLIGHT**  
ON PEOPLE & BUSINESS

**HOLDING STEADY**  
**2018 BUDGET**  
IT'S ALL ABOUT COLLABORATION



BUSINESS HUB NEWS INSIDE





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Welcome to the first issue of the newly designed CranberryTODAY! We're excited to present the same great content, with an exciting, refreshing new look! It's our goal to showcase the depth and breadth of these exceptional stories while creating a high quality reading experience for our readers.

CranberryTODAY provides an important platform that gives the Township an outstanding blank canvas to share the endless work of the Board of Supervisors, while highlighting the individuals and families who live, work and play here. This publication will continue to cover municipal, education, and community issues, while encouraging civic engagement as we promote the assets that make Cranberry Township a premiere destination in Western Pennsylvania. We excitedly offer the newly designed community newsletter.

Enjoy the read!



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*CranberryTODAY is published quarterly  
by the Communications Team on behalf  
of the Board of Supervisors and the  
Township Manager.*

*What's*  
**INSIDE**

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*Cover Photo: Cranberry residents Sarah Lynch with son Keegan playing a fun game of checkers at the new Cracker Barrel in Cranberry Township.*

# Alexa, How Should We Grow Our Economy?

By Richard Hadley, Chairman, Cranberry Township Board of Supervisors



A colleague told me that years ago, when his father was a student in college, he had been approached by a recruiter for a pricey campus fraternity. When he rejected the recruiter's proposal, he was told that if he didn't spend the money, he wouldn't have any friends on campus. His reply: "I don't buy my friends."

That's sound advice, and in Cranberry Township, we don't buy our friends either.

Every municipality wants to grow its economy. A larger economic base generally means more local tax revenue, and every municipality needs revenue. As a result, most municipalities have some sort of strategy to attract new businesses, retain existing ones and increase local employment opportunities. Southwestern Pennsylvania is no different.

Consider Amazon's search for a second headquarters location. There is a frenzy of activity all over the country to attract the company using various incentives. It is the same pattern of economic development we see locally where municipalities compete against one another for new or expanding businesses. They often do it using taxpayer money to finance a company's physical infrastructure, underwrite its workforce training, give it long-term tax abatements, or acquire property for the business using eminent domain. But what's usually missing are capable public officials who are negotiating as aggressively for their taxpayers as those on the business side are at negotiating for their shareholders. When negotiations lopsidedly favor the business, the results end up harming local economies more often than they help.

## Balanced negotiations

Keeping negotiations balanced involves clearly articulating the business value that the community brings to the table. For example, most companies want to locate in a community with a capable workforce. So we talk about our people. We talk about our highway access. And we never fail to mention our consistent

investment in infrastructure, from sewers, water, and roads to parks and libraries. But we also make clear that Cranberry believes in passing along as much of the costs as possible to the businesses that create an impact on a community. In fact, we were the first community in the state to implement transportation impact fees – fees which now help to fund sewer, water and recreation assets as well.

So why would a company choose to settle in a community like Cranberry, where it has to pay a fee, when it could choose a different community that actually pays them to move there? The answer, we've learned, has everything to do with building the foundation for lasting business success. And much of that foundation has to do with the municipal government's own priorities and where its assets are focused.

## Business success factors

Every company wants to conduct its business where safety and security are taken seriously. Many look for locations that have an educated workforce. Others tend to look for places close to vibrant markets for their product or service.

Some are focused on easy access for workers, suppliers and customers. Still others tend to look for places where the schools and quality of life are attractive enough that the company's key personnel could move there and be happy.

What all these factors have in common is that they are fundamental to commercial success and that they are all things that municipalities can directly influence. Doing so is the essence of Cranberry's approach to economic

development. Business financing, of course, is always important. But anytime a municipality contemplates offering financial concessions, it is essential they see concrete evidence of its benefits – not just casual talk about jobs and possible future revenue in return for immediate and generous tax favors. If a local government invests in making its community a fulfilling place to live, attracting business will become a happy byproduct. Take care of your people and business will take care of itself.

As Cranberry's experience has demonstrated, no community should be afraid to turn down economic developers who insist they need to buy their friends.



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The answer  
has everything to  
do with building the  
foundation for lasting  
business success.





Cranberry's policy has been to assure that operating expenses not exceed operating revenue.

## 2018 Budget Holds to Last Year's Tax Levels

Any way you look at it, Cranberry's \$77 million budget for the new year is big, but it's smaller than last year's. The reason for both: the costly rebuilding of the Brush Creek wastewater treatment plant required more spending last year than it will in 2018. With a total cost of \$48 million, financed by low-interest bonds funded by sewer system ratepayers, the treatment plant upgrade is easily the biggest project ever undertaken by the Township. It is expected to be completed sometime next year.

On December 14, Cranberry's Board of Supervisors adopted a budget that covers the Township's core operations – police, recreation, public works, community development, administration and more – as well as various capital projects including, in addition to the treatment plant, expansion of

the Park Fire Station and infrastructure for Phase II of Graham Park. Other services, which are covered by user fees, include trash collection, water distribution, golf operations, and code administration.

The budget provides no increase in the Township's real estate tax. Water and sewer rates were not changed, although a re-evaluation of sewer fees is anticipated during the first quarter this year, and a 25¢ a month increase in trash collection fees was approved. All Township services will continue being monitored to make sure their costs are being covered. Cranberry's policy, which this budget follows, has been to assure that operating expenses not exceed operating revenue.

*2018 Budget continued on page 6*



## REVENUE



Real Estate Tax 16%  
 Real Estate Transfer Tax 6%  
 Earned Income Tax 35%  
 Business Privilege/ Mercantile Tax 13%  
 Local Service Tax 6%  
 State Pension Aid 4%  
 Licenses & User Fees 5%  
 Misc. Income 9%  
 Community Development 6%  
 Police Services 1%

## EXPENSE



Public Works 25%  
 Community Development 6%  
 Engineering 3%  
 General Government 14%  
 Debt Service 8%  
 Misc. Expenses & Transfers 11%  
 Parks & Recreation 6%  
 Public Safety 27%

More info: [CranberryTownship.org/Budget](http://CranberryTownship.org/Budget)

To achieve that, according to the companion annual budget message from Township Manager Jerry Andree, the Township does not go beyond state-mandated employee legacy costs, meaning no post-retirement health care or defined pension programs, except for the state-mandated police defined benefit program.

The Township's budget also provides for the management and maintenance of its physical infrastructure which includes funding for current as well as future needs.

Other budget highlights include expanding the Township's police force to 32 officers, funding components of the Fire Strategic Plan, sustaining

partnerships with CTCC and local athletic associations including startup funding of the North Boundary Park disc golf and nature trail, investments in customer service technology, fleet equipment replacement, a radio system upgrade, and engineering for future road improvement projects.

## THINGS ARE REALLY PICKING UP ON

CRANBERRY'S ROADS

It's been 20 years since the Township initiated its "Adopt-a-Roadway" program, patterned after PennDOT's Adopt-a-Highway campaign. It has been such a success that there's a waiting list of participants. Cranberry wants to thank the following organizations, families and individuals for their work in keeping Cranberry's roadways clear of litter since 1997.

### Thank you!

Ally

BC3 Cranberry

Boy Scout Troop 403

Boy Scout Troop 404

Church of Jesus Christ of Latter-Day Saints

Cranberry Heights HOA

Cranberry Township EMS

Cranberry Women's Club

Davis Family

Karen & Gary Gajdzik

Girl Scout Troop 24131

Grace Community Church

Graf Family

Herbert, Rowland & Grubic

Hardman Family

Lawver Family

Louis Zona, CPA

Lowe's #653 - Commercial Sales

Manheim Pittsburgh

Oak Grove Lutheran Church

Pindroh Family

Plains Presbyterian Church

Young Brothers Tae Kwon Do



Cranberry Township

**ADOPT  
-A-  
ROADWAY**

**20 YEARS**

**1997-2017**





**How to invite a break-in.** It's taken a while, but the word is finally getting around that you shouldn't leave valuables visible in your car while it's parked. So, out of an abundance of caution, many local residents drive to a public destination such as a park or shopping center, get out of the car with their valuables in hand, and then hide them in the trunk, the back seat, or somewhere else in the car. Problem is, when the hiding is done in plain sight of others, it becomes a roadmap to your valuables rather than a safeguard. Cranberry police have had to deal with instances of break-ins resulting from publicly hiding valuables in a car. Their recommendation: either leave them behind or hide them before you leave home. And while you're at it, when you order goods online, consider having them delivered to your place of work rather than leaving them on your front porch for someone to steal.

**Keep warm this winter, not blazing hot.** Here are some ideas from the Cranberry Township Volunteer Fire Company for a safe winter season: Have your furnace chimneys and vents checked by a licensed technician. Test your smoke alarms. Cover your fireplace opening with a screen. Be cautious with lit candles and space heaters. Plan and practice an escape route. Buy, shake and check your home fire extinguishers.

**Uh, oh!** Forgot to pay your 2017 Butler County/Cranberry Township and 2017/2018 Seneca Valley School District real estate taxes? If they weren't paid by December 31, they've been turned over to the Butler County Tax Claim Bureau, which you can reach at 724-284-5326. But if you did pay them, you've got a reprieve; your 2018 County/ Township real estate tax notices won't even be mailed until March 1 and you can pay it at a discount until April 30. If you have made any changes in your mortgage company or you're no longer using an escrow account to pay your property taxes, please contact the tax collector at 724-776-1103 or stop by the tax collector's Municipal Center office to arrange payment.



**Spotlight on Depression.** Depression is the leading cause of disability in the U.S. for ages 15 to 44. On Tuesday evening, January 23, The Mental Health Coalition of the Cranberry Area Diversity Network will present "A Close Look at Depression and When to Seek Help" – a free event and resource fair at the Cranberry Township Municipal Center featuring presentations, panel discussions, and first-person testimony. The program includes a special focus on depression among adolescents, depression surrounding childbirth, and resources available to those experiencing depression and other mood disorders. No advance registration is required for the event, which runs from 5:00 to 8:30. Refreshments will be available.



**Rochester Road gets wider.** By the end of the year, Rochester Road will have grown by one more lane at its intersection with Rt. 19. Plans to add a new left turn-only lane at Rt. 19 took an important step forward in December when the Township's Board of Supervisors formally accepted a federal Congestion Management Air Quality grant to widen Rochester Road, including its bridge over Coal Creek. The additional lane will enable traffic turning left onto 19 from both Rochester Road and Wisconsin Drive to take place at the same time rather than sequentially, as they now do. The time saved will be added to the green light cycle for Rt. 19 traffic.

**Why did the sidewalk cross the road?** In this instance, it was to get from Winchester Farms to Winchester Lakes – neighboring plans divided by busy Unionville Road. Two sidewalk segments totaling 560 feet were built last fall along Unionville with ADA compliant crosswalks at Aberdeen Drive and Water View Drive. Both segments linked up with sidewalks already in place, providing safe and continuous pedestrian walkways. A Township planning committee, tasked with identifying missing links in the sidewalk system, had designated the project as a priority because it connects neighborhoods to one another and neighborhoods to parks, as well as to other high-value community assets. Local homeowner associations and individual property owners donated the easements required to build the Township-financed sidewalk.



# PLANNING FOR ARMAGEDDON



Under normal circumstances, Cranberry's department heads know exactly how to do their jobs. But what if things aren't normal? What if a massive snowstorm essentially shuts down the Township? What then? It's a question that a recent training exercise was held to consider.

Although Cranberry has been spared many of the catastrophic conditions affecting other parts of the country – earthquakes, tsunamis, volcanos, and forest fires, for example – a disruptive weather event is not just theoretical. In 2010, the Township got slammed with a paralyzing snowstorm, and it wasn't the first time. The decisions which were needed and the tasks which were required had little to do with the community's normal functions. But even though the circumstances were unique, having strategies in place to deal with extreme events proved to be essential.

Since that time, several of the Township's key managers have moved to different positions, and not all of their replacements have been tested under fire. So on November 10 a snow emergency training exercise, under the supervision of Homeland Security officer Bob Winters, was held in Duquesne Light's North Side operations center. Their goal was not to develop detailed plans for dealing with a huge snowstorm, rather it was to examine the efficiency, communications, and priorities of the participating departments in restoring the Township's critical infrastructure.



## Catastrophe by design

"The scenario involved several feet of snow, out of the blue, catching most municipalities and a lot of utilities off guard, followed by a crazy ice storm," according to Public Works Director Jason Dailey, who had a major hand in formulating the exercise. "It was the Armageddon of winter storms – knocking out power grids, affecting the gas service. So it wasn't just the facilities that service our community. There are hubs located in other counties, maybe even in another state, that impact how we get natural gas and electricity into our homes."

All of the directors were given a 12-page manual several weeks in advance of the simulation. "Each director went around and said: here's what I would be doing pre-, mid-, and post-event," Dailey explained. "The other directors were then able to say: Did you think about this? What would you do with this part of your operation? Here's what I would need from you as part of my operation. We looked at the event on a much larger scale to see how it affected everyone's operations."

"Even though early winter maintenance was the topic for that particular event, we all agreed that this could apply to any kind of event we might face like a tornado, a wind storm, or something like that. Coming out, we all felt that we had a better handle on how we would work together from our various departments into a centralized operation."

”

"This could apply to any type of event we might face."





# TREATING **WINTER WOES**

When winter weather conditions are just right – a clear day or two before an expected snowstorm – Cranberry's Public Works department has found that drizzling streams of salty brine onto a still-dry road surface can prevent ice from forming once the storm finally arrives. When it does, snow plows and salt trucks can head out on their regular routes and do a better job of clearing when they do. But there's a problem: the salt doesn't stick around.

Over time, as the liquid portion of the brine evaporates, a line of dry salt is left on the road surface. But as vehicles drive over that salt, they grind it to dust, scattering it, and making it less effective. When rain comes, it gets washed away entirely. So finding a way to bind salt to the pavement is a search that Cranberry Public Works Director Jason Dailey and his counterparts around the country have pursued for years. Their solutions have been somewhat novel.

## **And the beet goes on**

Several years ago, Cranberry tried adding beet juice to the salt as a way to increase adhesion. But it was expensive and besides, it didn't work very well. Then last fall, Dailey read about a community in Wisconsin that was partnering with a local cheese producer. They used a byproduct of cheese making as an additive for winter maintenance, enabling the salt to stick around longer. But there isn't much cheese-making in the Pittsburgh area.

"So I started to look for a local byproduct with high sugars, and the big buzz around here are all these microbreweries," Dailey said. "I started asking what they do with the dregs of the business – this oatmeal byproduct that they have to landfill. They can't reuse it, but it's got all these refined sugars in it. If there's a potential to get it into one of our tanks, I can put it down on the roads.

"But can Cranberry really throw some sugary beer byproduct on its roads and mix it with the brine to help melt ice?" he asked. "Stay tuned."

## **Growing wings**

Whether or not the Township's roads get served beer, Public Works will be trying out another tool of snow removal: a wing plow mounted on a demonstration truck. Unlike the front-facing plow blades currently on Township trucks, wing plows add a second, angled blade to push aside the snow gathered by the front blade. It's a type of plow typically seen on open highways. But late last year, Cranberry Streets Manager Bob Howland accompanied Dailey to State College where wing plows are on every truck.

"My question to them was why?"

Dailey reported. "These guys have an urban style community. They have on-street parking. They have narrow streets. They have cul-de-sacs. We have a much more rural setup than they do out in State College. But they've been doing it for ten years. So we're going to give it a shot this year and see what kind of benefit it gives us. And we're going to alternate drivers in that truck so I can get their feedback on it."

Find out exactly what is put into the brine mix to treat our roadways: [CranberryTownship.org/WinterRoadCare](http://CranberryTownship.org/WinterRoadCare).



*Public Works Director Jason Dailey stands by one of the Township's salt brine tanks, a key part of Cranberry's ice-prevention efforts.*

## **WINTER** REMINDERS:

- Please keep roadways clear of parked vehicles for emergency access, snow removal and trash collection.
- Please keep sidewalks safe this winter- clear snow & ice within 48 hours of a snow event.





## Property Maintenance Code Comes to Cranberry

Cranberry's dreaded municipal grass police are not about to come after you – even if your lawn looks like a meadow. In fact, there are no grass police on the Township's payroll, and no plans to hire any, either. However, Cranberry's recent adoption of the International Property Maintenance Code, with its tall grass and weed provisions deleted, gives Township code inspectors the legal basis to press owners about fixing certain types of safety-related issues on their property – powers the inspectors didn't previously have. But why now?

### What's the problem?

Actually, according to Township Development and Codes Services

Manager Jeff Musher, except for a handful of isolated cases, there really aren't any significant maintenance issues here. Cranberry's buildings are largely new and well-maintained. "We're looking forward," he said. "In the future, when things start to age and deterioration can begin, we'll have this code in place. But if maintenance issues never come up, we'll never need to use it."

### Code switch

Here's the concern: When you build a home in Cranberry, it's required to meet or exceed a series of basic safety standards. Those standards are spelled out in the International Code Council's Building Code manual. That code, which includes hundreds of provisions, was adopted by the state and then by the Township in 2004, where it serves as the foundation for Cranberry's building certification and occupancy permitting.

But as soon as a structure that initially satisfied the building code is finished and people move in, the code's work is complete. Maintaining that structure's essential safety features going forward – its exits, windows, structural parts, and so forth – was largely left to the owner. Although the Township already had a minimal property

maintenance code on the books, it primarily applied to commercial projects. If a homeowner chose not to maintain them, the Township's ability to do anything about it was limited. But the new Code greatly expands its authority.

At the same time, however, Musher makes clear that none of the new powers which come with the Maintenance Code will be used unfairly.

"Ninety percent of what's covered under the code is complaint-driven," he explained. "We don't patrol for violations. We won't be knocking on doors to enforce things unless they're blatant. There are no crazy regulations or cosmetic property issues. We go to great lengths to work with the property owners, to identify what needs to be done, and to help them understand how they can do it. We would only write a citation and take someone to court as an extreme last resort. It's really all about life safety and maintaining acceptable community standards."

"If maintenance issues never come up, we'll never need to use it."

## IT'S TIME to Clean Up After the Holidays!

### LIVE CHRISTMAS TREE CURBSIDE COLLECTION

January 8 - 19 (on regular collection days only)

- Please cut trees taller than 6 ft. into 4 ft. sections
- Remove ornaments and lights
- No artificial trees

### CARDBOARD RECYCLING

Cardboard compactor available in the Municipal Center rear lot.

### PURCHASE EXTRA COLLECTION TAGS

Tags available during business hours in Customer Service, Parks & Recreation or Cranberry Highlands Golf Course.



A large red barn with a sign that reads "BARN IS HERE TO STAY". The barn is made of red wood and has several white louvered windows. The sign is white with a black border and is mounted on the side of the barn. The background is a clear blue sky.

## BARN IS HERE TO STAY

Downzoning is the term that refers to rezoning a property from more intense to less intense development. Higher levels of zoning, in most cases, would allow the owners to sell their land to commercial developers at a higher price than it would fetch if it were sold to developers as residential or mixed-use property. But the Meeder family's iconic farm is an exception.

Although the family farm at the corner of Rochester Road and Route 19 with its signature red barn and adjacent brick homestead would seem like a perfect location for new development, the property has remained on the market for a number of years despite Cranberry's continued growth. The problem has been that its Business Park zoning with a CCD-3 overlay puts it among the Township's most dense and intensively developed zones. At least 60 percent of it would have to become commercial development, and doing so would require an extensive and costly reworking of the local road network. This has created conflict with the Township that could lead to undesirable results.

### **Lower density**

So a Township initiative to change the property's overlay zoning designation to CCD-2 – the same one used for Bellevue and Park Place – got underway this fall and was given final approval in December. It reduces the allowable density of dwelling units per acre, expands the amount of open space, limits the amount of paving and caps the heights of buildings.

"All of our CCDs are overlays," Planning and Development Services Director Ron Henshaw explained. "What we're doing is rezoning the overlay from CCD-3 to CCD-2 because of its impact on the road system. So if development is going to occur there, it's not going to be like a CCD-3, which is tall, dense, intense, with parking garages and those sorts of things. It's a downzoning so development may occur in this area without pushing this road system way beyond its limitations.

"Business Park zoning is still applicable if someone wanted to build a business park there," he noted. "But the Meeders, the property owners, and the Township wanted something more special to happen than a business park. So even as developers look at the property with the new downzoning, the Meeders are determined to preserve the barn and homestead."



# BUNK IN STEP DOWN DRIVE OUT



Life at the firehouse is about to become a lot busier. Sometime this spring, groundbreaking will be held for a major new addition to the Park fire station – one designed to make spending time at the station more comfortable, productive and rewarding for fire company volunteers.

The eight-month project involves a two-story addition with a full basement fitness room. Its second floor will house overnight dormitory-style rooms for volunteers. When an emergency call comes in late at night, response times would be dramatically reduced. Plans call for five or six single dorm rooms and another room designed to hold three double-level bunk beds.

It's all part of an effort to increase the number of fire company volunteers, strengthen their sense of camaraderie, and reduce response times, which currently average a little under ten minutes. Today, when a nighttime call comes in, home-based volunteers need to climb out of their beds, get dressed, drive to the station where their turnout

gear is stored, suit up, and jump onto the truck. But if they're already at the station, several of those steps can be skipped, making it that much quicker to answer a call.

## Work space

On the first floor of the new fire station addition, which will be built immediately south of the current structure, administrative offices, a kitchen, a conference room, and several work rooms for preparing incident reports will be created. However, those same work rooms, complete with wireless Internet, could also be used to accommodate daytime volunteers who are able to do their regular jobs online.

In addition to housing volunteers, plans call for a special glass-enclosed exhibit room to house the Fire Company's first engine – a 1928 Pirsch pumper. It was purchased from another community's fire department, following 30-years of use, soon after the company was formed in 1959. It was later restored to showroom condition by fire company members under the leadership of Jim

The two-story addition will house overnight dormitory-style rooms for volunteers.

Cole. Once the new display space is completed, it will free up space in the bay where the station's working fire trucks are now garaged.

The Park fire station expansion is actually the first of a two-part project. Its second part will involve interior alternations and renovations to its sister fire station on Haine School Road. Those changes will include new carpeting as well as an updated kitchen and bathrooms. But also under discussion is the possibility of creating new workspace where a police officer or EMS crew member operating out of Haine station could do their deskwork. With the volume of construction anticipated in that corridor during the foreseeable future, having an auxilliary base available could help reduce response times of first responders from every agency.

## FIND THE FIGHTER IN YOU



### VOLUNTEERS NEEDED:

- Firefighters & Fire Ground Support
- Non-Fire Related Support Roles
- Fire Safety Education
- Fire Police

**Training & Member Benefits!**

Join us!



**CTVFC21.org | 724-776-6130**

”

“It gave us the chance to be here, we want to return in some way.”



## VALERIA & CARLOS GUZMAN LIVING THE AMERICAN DREAM

In the winter of 2014, after a grueling three-day drive from Houston to Cranberry where Carlos Guzman's former Marine Corps brother was about to set up house, the two men arrived to find an engine from the Cranberry Township Volunteer Fire Company, under the command of Assistant Fire Chief Larry Clutter, already stationed there. A broken water pipe had flooded the home, triggering an alarm and prompting a neighbor to call 9-1-1.

When Carlos told Larry that back home in Argentina, he too was a volunteer firefighter, Larry handed Carlos his business card. Then it was back home, returning to his day job with the Argentine operations of Ford Motor Company and later Glaxo Smith Kline, where Carlos continued his 25-year quest for legal status to permanently live and work in the United States – preferably in connection with a fire service. Back home in Buenos Aires, he had already earned a fire prevention Master's degree and served as a fire instructor as well as a hazmat incident commander.

### A very good year

Two key developments occurred the following year. One was his receipt of a

Cranberry-based job offer dealing with the gas and oil industry. The other was meeting Valeria, an English teacher in Buenos Aires who also longed to live in the United States, a place she had known only through the books and lessons used in her classes.

In September of 2016, when Carlos arrived in the Township with his hard-won immigration documents finally in hand, one of his first calls was to Larry Clutter, who invited him to join Cranberry's fire company. Several months later, at the conclusion of the Argentine school year, Valeria flew in to join him.

The following winter, the couple was married by the mayor of Zelienople with the bride being given away by Cranberry Township Manager Jerry Andree. It was followed by a small reception attended by new friends and cherished guests who welcomed them to their new home and community.

Today they are living their respective dreams. "I love the country, I love the language, I love the culture – everything," Valeria reflected. "I decided to be an English teacher when I was 8 years old. I spent years studying the language. And after high school, I went

to University to specialize in English. Before I came here, I had spent 20 years in a classroom teaching English. I love it."

### Teaching safety

Last summer, with encouragement from Fire Company membership chair Elaine Cornell, Valeria also became a fire company member, working closely with Jack Carney and Chris DeCree on teaching fire safety to children.

For Carlos – who agreed in a show of gratitude to become certified as an entry-level Pennsylvania firefighter despite his extensive Argentine experience and fire science credentials – the move has been positive as well. He particularly appreciates the level of training, resources and professionalism among Township volunteers – something often lacking in Argentina. But there is also the satisfaction of community service.

"The main duty is voluntarism – giving something back to the community," he said. "Because it gave us the chance to be here, we want to return in some way. I encourage everyone to come in and join us because it's a pleasure to be here and a pleasure to serve and keep others alive. It's priceless."





“If they’re willing, we would come out and help them get into a rehab facility.”

”

*You have been treated by the EMS with the anti-overdose medication Naloxone, for a suspected opiate overdose.*

Hope

*If you are ready for a change or want help, please contact one of the organizations listed on the back of this card.*

## Beyond Hope: EMS Receives Grant for DRUG OVERDOSE STARTUP PROGRAM

The current surge in fatalities related to opiate-type drugs is well known, and no community is exempt. Butler County lost 73 people to drug overdoses in 2016. That same year, Cranberry EMS administered 16 doses of Narcan – an antidote for opiates – used to revive overdose patients. By May of 2017, the agency had already exceeded that number. And it shows no signs of abating.

At the same time, however, the organizations that typically come into contact with drug users – medical, legal, rehabilitation agencies – have only limited contact with one another. As a result, when someone is revived from a bad drug experience, they usually disappear back into the community without follow-up – usually to continue their drug use – until the next overdose incident.

Beyond that, if they survive an overdose, nobody knows what drug the individual was actually using. Product standards are non-existent in the world of illegal narcotics. It could be heroin. It could be a synthetic opiate like fentanyl or its even more powerful cousin, carfentanyl. It could be a mix. Or it could be something else altogether. Unless the user dies and is given an autopsy, nobody knows.

### Program grant

Several years ago, Cranberry’s EMS technicians began leaving postcard size notes with the families of drug overdose patients advising them about treatment resources in the area. They called it their ‘Hope Program.’ This year, the agency is taking an additional step with support from a \$5,000 grant awarded by Magellan Behavioral Health.

“It’s a voluntary program,” Cranberry EMS Deputy Director Ted Fessides explained. “If they’re willing, we would come out and visit with them and help them get set up into a rehab facility. We’re taking the grant money to develop a totally new program, and it’s a joint program.

“We’re going to work with law enforcement, County Drug and Alcohol, and EMS. It’s going to be an outreach program where we follow up with these overdose patients. EMS is going to do medical screening. County Drug and Alcohol is there to get them into a rehab facility. Law enforcement is going to do the legal side and provide safety and security for the other two agencies since they’re not always going to be in the best neighborhoods.

“We would follow up for a week or two after they’ve had that overdose, and talk with them. It’s won’t be at the time of the overdose, at least not yet. Colerain Township, a suburb of Cincinnati, has a similar program and they’ve had great success. This program is modeled after the Ohio one. We’re looking toward March or April as the time where we’ll be out doing the first treatment.”





SpeedPro's day-to-day operations. Richard focuses more on the strategic aspects of the business including investments, technology choices and expansion. But the two confer on all of the company's key decisions.

*Richard and Lynne Arrington put the finishing touches on the artwork at SpeedPro Imaging, 404 Commerce Park Drive.*

*More info : [SpeedproPghNorth.com](http://SpeedproPghNorth.com).*

## SUPERSIZE GRAPHICS

### **SPEEDPRO IMAGING DELIVERS POWERFUL VISUAL IMPACT**

About ten years ago, when the wheels fell off the financial industry and venerable BNY-Mellon Financial was forced to retrench, Cranberry resident Richard Arrington was a senior level executive at the bank with responsibility for a variety of critical operations throughout Europe, Asia and the Americas. At the same time, however, he had harbored a secret wish: to become the head of his own business. As a result, Mellon's misfortune became Arrington's opportunity.

Using the due diligence he had practiced at Mellon, Arrington evaluated approximately 50 different businesses opportunities, ultimately settling on SpeedPro Imaging, a large-scale graphics printing franchise whose

eye-popping work gives trade shows, store windows, vehicle wraps, and other venues a striking visual impact. In an age where electronic displays have largely displaced paper, theirs is the only segment of the printing industry still growing.

#### **A family affair**

Lynne Arrington, whose career as a CPA had been placed on hold while she focused on raising the couple's four daughters, saw the franchise as a way to ease herself back into the workforce. So she joined her husband with the mutual understanding that if it didn't work out for her, she wouldn't have to remain involved. But it turned out to be an exceptionally good fit.

In addition to the bookkeeping, Lynne handles payroll, HR, customer relations and other aspects of

Living and working in Cranberry allows the luxury of a very short commute for the couple. But there was more to their choice of locations than personal convenience. "It's a great business environment here in Cranberry," Richard explained. "There are great companies here and we work with a lot of them. It's a very supportive business environment. I cannot say enough good about the Township management, the Township Supervisors, and the Township Manager, Jerry Andree."

The Arrington's SpeedPro studio is situated in a flex-space building on Commerce Park Drive, a private road behind the Township Municipal Center. "The Samson Morris Group in Monroeville own the buildings in this park," Richard pointed out. "We have a good landlord. They've been very responsive to our needs. Although real estate in Cranberry Township is more expensive than in other communities, it's been good for us. We're glad to be here."



**WOULD YOU LIKE YOUR BUSINESS TO BE FEATURED IN BUSINESSTODAY?**  
Tell us your story- [BusinessHub@cranberrytownship.org](mailto:BusinessHub@cranberrytownship.org) or call 724-776-9861



## It's not Pulp Fiction. IT'S PULP JUICE & SMOOTHIE BAR



*Pulp employees are always cheerfully at your service. Like them on Facebook @PulpCranberry.*

Over time, Cranberry Township grew to become a regular stop for Army veteran Rich Chamness, while he pursued various business interests in Ohio and Pennsylvania. But what he found was that the longer he spent in the Township, the more he came to love the area and the people around it. There was just one problem: he couldn't find many healthy alternatives to the fast food eateries scattered throughout the community.

Meanwhile, a good friend of his – inspired by an earlier visit to California – had begun a healthy food business of his own, 50 miles west of Cranberry, in Kent, Ohio. After five years of building his business, the company – Pulp Juice and Smoothie Bar – was ready to grow. Today, its website shows 25 locations with new franchises popping up all the time.

For Chamness and business partner Mike Leach, Pulp Juice and Smoothie Bar represented the perfect combination of business acumen, good health, and personal connection they were looking for. Today, with their own franchise on Rt. 19 next to Chipotle and across the street from Perkins, Chamness welcomes gym rats, sports teams, students, seniors and family groups who are looking to recharge their bodies with tasty, healthy, low-fat nutrition.

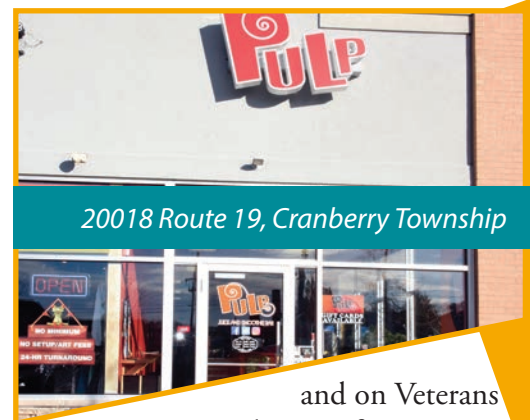
Although good-tasting food is the foundation of his restaurant, smoothies enhanced with soy, anti-oxidants, and sugar-free high energy supplements are the defining quality of its menu. However, one item, wheatgrass juice, is frequently consumed with a chaser while groups of regular customers enjoy watching

startled expressions on the faces of those new to the product, which is promoted as an aid to digestion and an appetite suppressant.

Wordplay and allusions to popular culture are used liberally to identify the restaurant's smoothie offerings including Anna Banana, Mango Tango, Pulp Passion, Hangover Relief, Mango Bomb and Raging Berry. Freshly squeezed juices and juice combinations are also available upon request as are made-to-order wraps, soups and salads.

Chamness takes pains to point out that his business uses only the best products, providing a truly healthy option to its competitors. "While typical smoothie bars add pure sugar to all of their smoothies and many of their fruits are sitting in syrups, soaking up even more sugar, Pulp Juice and Smoothie Bar has zero added sugars and none of our fruits sit in syrup," he pointed out.

Even as his business succeeds, Chamness has never forgotten his comrades in arms. Both he and Mike Leach are veterans who fully understand the sacrifices associated with military service. All veterans are given a 20 percent discount every day



and on Veterans Day, smoothies are free to any current or former service member.



**Bernest Enterprises, Inc.**  
900 Commonwealth Drive

**Topper Construction Co.**  
68 Progress Avenue  
topperconstruction.com

**Three Rivers Dental**  
20300 Route 19  
threeriversdentalgroup.com

**Beacon Roofing**  
9018 Marshall Road  
beaconroofingsupply.com

**All the Rage Hair Studio**  
20550 Route 19  
alltheragehairstudio.com

**CRU America**  
800 Cranberry Woods Drive

**The Fly Stop**  
66 Progress Avenue  
theflystop.com

**Grit & Grace Photography**  
8035 Rowan Road  
gritandgracephotography.com

**Urban Air**  
351 American Way  
urbanairtrampolinepark.com

**Honey Baked Ham**  
1717 Route 228  
honeybaked.com

**Capital A Financial & Insurance Associates**  
4107 Creekview Circle

**Thrive Chiropractic**  
8100 Big Spring Drive  
thrivechiro.com

**PGW Auto Glass**  
51 Dutilh Road

**Chipotle Mexican Grill**  
2080 Mackenzie Way  
chipotle.com

**Sono Bello**  
51 Dutilh Road  
Suite 300  
sonobello.com

**Cranberry Dental Studio**  
10011 Pendleton Way  
cranberrydental.net

**Cracker Barrel**  
1740 Route 228  
crackerbarrel.com



## WHAT are THEY BUILDING ?

Get the latest info on what's coming soon, recently opened or under construction: [CranberryTownship.org/Biz411](http://CranberryTownship.org/Biz411)

Local dignitaries line up for a hearty breakfast and ribbon cutting ceremony to inaugurate Cracker Barrel's 646th restaurant on December 1 in Cranberry.







*Stylist Ashton Jersey gives a super haircut as her client sits in a specialty Spider-Man chair, while watching Netflix.*

## COOKIE CUTTERS

### A sweeter hair cut for kids

There are moms everywhere who know the drill and the dread. Child needs a haircut. Child hates haircuts. Mom holds screaming, squirming child while stylist snips away diligently. When it's all said and done, everyone is exhausted – mom, child, and stylist.

But those instances are far from the norm at Cookie Cutters Hair Cuts for Kids, a salon that caters specifically to children. Featuring an indoor playground, fantasy chairs in the shape of the Batmobile and other vehicles, and TV's playing Netflix and video games, Cookie Cutters aims to provide families with a one-of-a-kind haircut experience. "We strive to provide a caring environment where we put both the child and parent at ease," explains Traci Hockenberry, who owns and operates the salon with her husband Greg.

Hockenberry's staff of four stylists is skilled in cutting hair for all children and works hard to go the extra mile for those kids that may have special needs. "Not all children like to get their hair cut. We are aware of this struggle and do all we can to make the experience one that they will want to have again," says Hockenberry.

Located in Cranberry Gardens Plaza on Route 19, Cookie Cutters recently celebrated its Grand Opening, though the salon has been fully operational since March 2017. Hockenberry selected Cranberry Township as prime location for her business based upon demographic research. "We feel so welcome by the Township and by the other businesses in the plaza," mentions Hockenberry. Her plans for 2018 include continued service to her current clients and growth of the business. You can learn more about Cookie Cutters on their website – [haircutsarefun.com/CranberryTwp-PA](http://haircutsarefun.com/CranberryTwp-PA).



### Park Place Adds Phases

*Board authorizes 95 new living units*

A final land development application for two more residential phases of the giant Park Place neighborhood project was approved by Cranberry's Board of Supervisors at its December 7 meeting. The two combined phases will add 41 single family homes and 54 townhouse units to the project. At the same meeting, the Board approved lot line revisions for a separate part of the project. Their approvals are the last Board actions required before building permits can be issued for those two phases of Park Place. The development will contain more than 800 homes upon completion. Construction of the newly approved homes is expected to get underway by spring.

### Local Chairman Honored

*Award honors credit union leaders*

Jack Toth, chairman of U\$X Federal Credit Union in Cranberry, was honored by the National Association of Credit Union Chairmen during the organization's recent conference in San Diego. Toth, who has been active with the credit union for more than 44 years, started as a volunteer in 1973, eventually serving as its chairman for 18 years. The award Toth received was created in 2002 to recognize outstanding leaders in the credit union movement.



## High and Dry

*Medical marijuana store to be built*

On-site wetlands and streams make it hard to build on a 2.6-acre parcel along Executive Drive, right next to the location of a planned roundabout for a future intersection with Brandt Drive. But an architect for The Healing Center – a new medical marijuana dispensary – has come up with a plan to keep the proposed 11,000 square foot facility above the flood plain, up and away from the wetlands moisture. At its October meeting, Cranberry's Board of Supervisors agreed to approve the facility's land development application.



## Senior Living Community Approved

*Solana of Cranberry to create complex*

Final land development plans for the Village of Cranberry Woods, a complex including a four story, 183-unit senior living center known as Solana at Cranberry, was approved by Cranberry's Board of Supervisors at its November 2 meeting. As a continuing care community, it will provide multiple levels of service including independent living, assisted living, dementia care and skilled nursing – all in the same location. The facility, which includes 141 interior parking spaces, is part of an extensive group of properties around the country owned by Formation Development Group. The Solana community network employs approximately 82,000 workers.



## Urban Air Trampoline Park Opens

*Family entertainment bounces back*

The newest unit of Urban Air Trampoline and Adventure Park, which describes itself as “the nation's premier full-service family entertainment center” is now open for business in Cranberry. The facility, which provides a venue for children's birthday parties, social events, corporate gatherings and family events, is situated behind the stores in The Streets of Cranberry shopping center. It includes an assortment of features including climbing walls, an obstacle course, a warrior battle beam, performance trampolines and more.

## More Room at the Inn

*New hotel finds space for two more rooms*

Cranberry's new Element Hotel – a boutique hospitality line of the Marriott hotel group being jointly constructed with a Cracker Barrel restaurant on the site of the former Echo Restaurant on Longtree Way, will come into being with a total to 104 rooms in six stories – two more than originally planned. The consequences of that change cascade into the parking lot it shares with the restaurant, compounded by the need to expand the space for tractor trailers making deliveries – reducing parking to 194 spaces. However, an analysis presented by the developer showed that the smaller number of spaces would still be adequate.

## Self-storage Zoning Could Expand

*Pity the poor self-storage operators.*

*Nobody wants them.*

Under current Township law, they're limited to Light Industrial zones, of which there are only two in Cranberry. But on January 25, Cranberry's Board of Supervisors will hold a hearing on whether to expand the placement of self-storage units to include the Transitional Light Industrial zone on Progress Avenue. Over time, the design of self-storage units has evolved into structures that are outwardly similar to office buildings instead of long garages, making them more compatible with neighboring buildings. Following its hearing, the Board will consider adopting an amendment which adds “mini-warehouse” to the permitted uses in that district.



## Cannon Booms

*Maker of equipment for polyurethane manufacturing expands*

Cannon USA, an Italian-based producer of plastics processing technologies with its American headquarters on Freedom Road, is expanding. At its October 5 meeting, Cranberry's Board of Supervisors approved the company's conditional use application to add a 26,000 square foot manufacturing building to its current site along with streetscape enhancements.





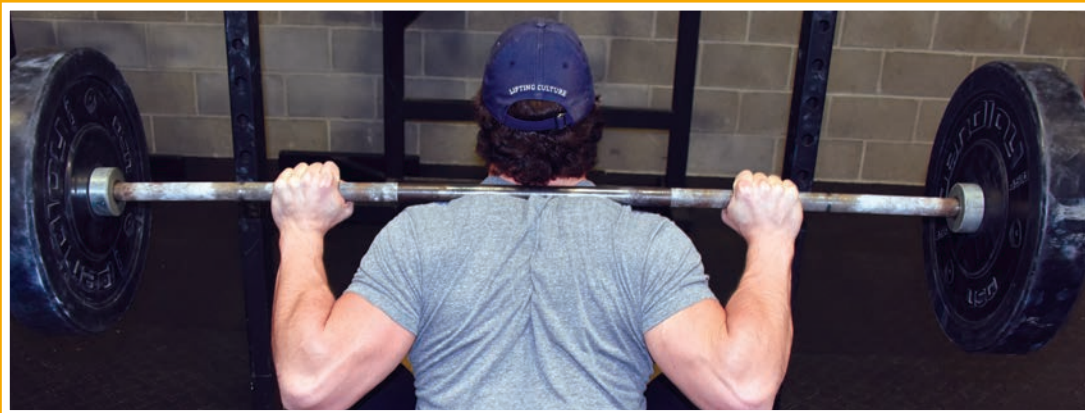
# Beyond Parallel **MUSCLES** INTO LOCAL FITNESS SCENE



Don't mess with Ethan Helbig, a performance coach and part owner of Beyond Parallel Strength and Fitness center in Cranberry. Not only is he a competitive crossfit athlete in exceptionally good condition, he is also a highly accomplished weightlifter.

Five years ago, together with co-owner and fellow weightlifter Laura Prosser – who also officiates at weightlifting events throughout central and western Pennsylvania – Helbig opened Beyond Parallel, a fitness center for clients of all ages. By the end of 2015, their company was ready to grow and relocate to larger space at Cranberry Commerce Center.

The business is organized around the concept that by adding functional fitness exercises to a normal routine, people



Ethan Helbig, co-owner of Beyond Parallel demonstrates some of their "heavy" equipment.  
More info: [beyond-parallel.net](http://beyond-parallel.net)

Beyond Parallel is launching its first ever Better Body Boot Camp this month! The camp is designed to help burn fat, build muscle, & learn about healthy eating habits.



can improve their daily activities and add years of good health to their lives. Functional exercises are those which build balance and coordination while improving the individual's strength and range of motion.

At the same time, the owners strongly believe in building lean muscle mass and strength. Metabolism and overall health increase more rapidly with strength training combined with cardiovascular exercises, as distinct from cardiovascular workouts alone, according to the Beyond Parallel website.

"Many of our members started strength training hesitantly, because of the myths that strength training is only for athletes, or that it will affect your body in a negative way," Ethan said. "These same people have seen incredible changes in their bodies, reaching both performance and physique goals in ways they never thought possible."

Beyond Parallel offers three different types of programs: Strength and Fitness, Personal Training, and Hockey

Strength and Fitness. Each includes both strength and conditioning elements. Its staff meets upfront with every new member to discuss their individual goals, and decide which program best meets their needs. It also offers programs specially created for adults, teens and children from 6 to 11.

A typical class begins with a group warm up, followed by strength or skill work, then cardio exercises. Staff coaches lead the class, ensuring that everyone is performing their lifts and movements properly. In fact, one-on-one attention is a hallmark of the business and class sizes are capped so that every member can feel safe and personally cared for. Everyone becomes part of the studio's cadre of athletes who strive for constant improvement.

But actions speak louder than words. The company's logo, alongside its prominently featured barbells, makes that clear. On it, in Latin, is written: Acta Non Verba – actions, not words.

**WATCH FOR THE ANNUAL  
BUSINESS UPDATE SURVEY!**

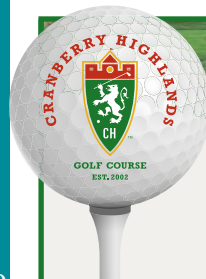
### **It's that time of year again.**

Kick off your new year by providing up-to-date details on your business to Cranberry Township officials. The Township is seeking updated information from local business operators regarding emergency planning and business tax registration.

A pre-populated questionnaire seeking the information will be mailed to nearly 1,000 business owners and managers in Cranberry in early February. The survey should take no more than ten minutes to complete.

Respondents are asked to return the completed form in an enclosed prepaid envelope or via email to [BusinessHub@cranberrytownship.org](mailto:BusinessHub@cranberrytownship.org) by March 5. The information requested is collected annually.

That information is essential to safe and efficient Township operations, so all businesses are urged to complete the survey form. If you misplaced the survey, please contact the Township at 724-776-4806 x 1104 and a replacement copy will be sent promptly.



## **Business Matters at Cranberry Highlands**

### **SPONSORSHIP PLANS**

- Eagle Tee
- Bogie Tee
- Drinking Fountain
- Beverage Station
- Towel Water Stand

### **GPS NAVIGATION ADVERTISING**

- Full Screen
- Fairway Insert

**More info:**

**[CranberryHighlands.com](http://CranberryHighlands.com)**

**724-776-7372**

*Ask about our Cranberry  
Business Discount Program!*



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# SIGN Language

## Cranberry Updates Commercial Signage Guidelines

Cranberry has had laws regulating exterior business signs for years. The last major sign ordinance was written in 1995, making extensive use of tables to connect building size, zoning, sign size, sign materials, illumination features and more into elegant grids. Problem was, the charts not only confused business owners trying to figure out what was expected of them, it also baffled the Township's own staff. So over the past year and a half, the code was completely rewritten and finally adopted this past December.



"That chart form was confusing to everyone who used the code," Planning and Development Services Director Ron Henshaw recently observed. "It was hard to figure out. So now the charts are gone. We turned it all into words and descriptions with pictures. So now, when it says 'temporary residential real estate signs,' it's going to say 'see Exhibit Z-17,' which is a picture. It's the same with every other kind of sign, so there would be no question about what it is or how it meets the code.

## Cleanup

"We made some minor adjustments to the ordinance as we went through it," Henshaw noted. "But there was no

need to involve business owners or associations because we weren't changing anything that affected them; we're keeping the basic requirements as they were."

However, the ordinance update did involve a lot of cleanup because some of its parts contradicted others. For example, in the authorized uses section, roof signs were allowed, but they appear in the 'prohibited' section. The same with marquee signs. Portable signs, like sandwich boards, are allowed in certain locations and circumstances, but the old ordinance said they were prohibited. Regulations concerning electronic signs, which were updated a few years ago, were largely left alone.

"For anyone who wants to advertise via signs, this makes it extra easy for them to understand right off the bat what they're allowed to do. In the past, that was difficult," he said. "The new ordinance has been put into written form, and it's sequential. So if you want to talk about a freestanding monument non-residential sign, it takes you right through the list of characteristics: allowable square footage, type of illumination, height, length, and each code section is modeled after the others."

Under the revised ordinance, three types of sign users get different, more lenient treatment: religious institutions, public schools, and municipal facilities. Political signs are essentially unregulated; the only restriction would be if someone places a sign in public right-of-way, constituting a safety hazard. But for businesses, it's more restrictive. Temporary signage is prohibited.

More info:  
[CranberryBusinessHub.org/Signs](http://CranberryBusinessHub.org/Signs)



CRANBERRY TOWNSHIP BOARD OF SUPERVISORS

Dick Hadley / Bruce Hezlep / Mike Manipole / Bruce Mazzoni / John Skorupan

*Jerry Andree, Township Manager*

[CranberryBusinessHub.org](http://CranberryBusinessHub.org)



•CRANBERRY TOWNSHIP•  
**BUSINESS HUB**

2525 Rochester Road, Suite 400  
Cranberry Township, PA 16066  
724-776-9861



# At Home With...

## KIMBERLY MARAVICH

It's not that Cranberry Heights resident Kim Maravich has a thing against medical science. After all, she's a registered nurse with plenty of hospital experience. And she genuinely appreciates the value of mainstream medicine. But she has a major complaint: it's that medical schools and their graduates can be dismissive of nutrition and its impact on health, giving it scant attention in their teaching and practice. She sees it very differently. So last year she published a book that outlines her beliefs – complete with recipes.

For the past few months, her efforts have been focused on telling food-conscious readers, as well as those in the healthcare industry, that what you eat can either make you sick or keep you healthy. And she has created a website, penned a blog, recorded podcasts, held classes and done everything else she can think of to help spread the word.

### Flipping genetic switches

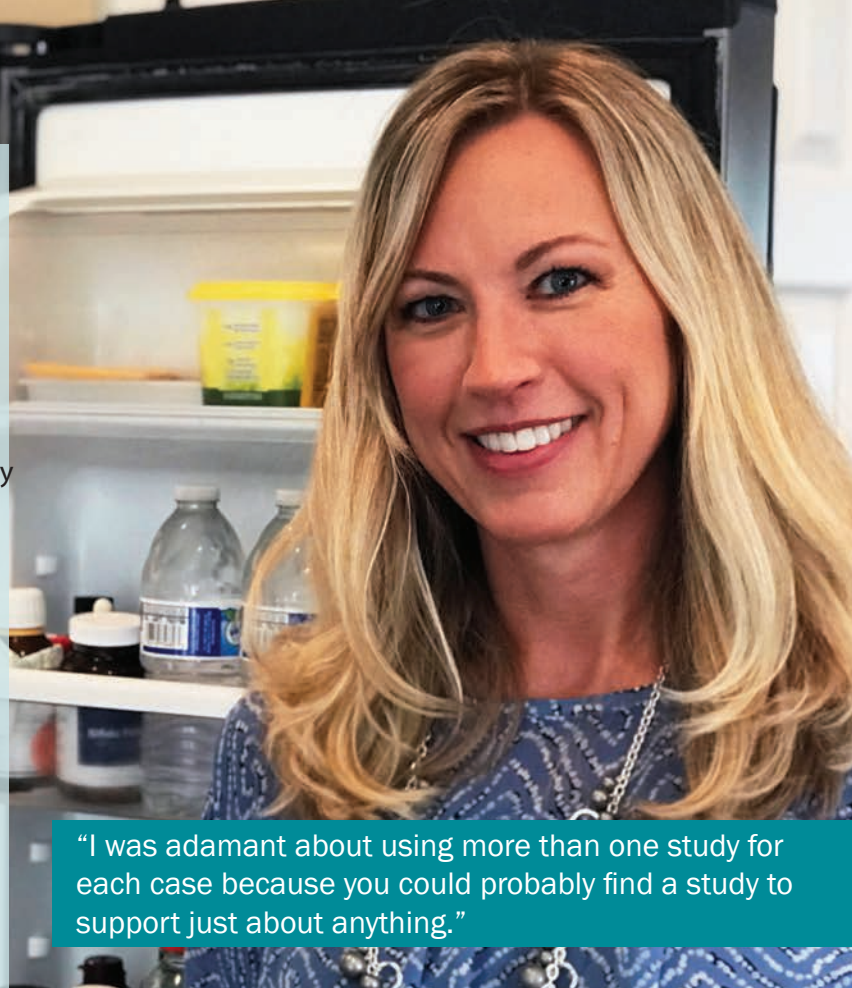
In essence, Kim explains, according to studies of epigenetics, different foods and food ingredients can activate or turn off the genetic switches that predispose a person to develop cancer, diabetes, celiac disorder, and other serious health issues. It is a view supported by her research into published studies concerning nutrition and health. And it is one that has guided her own family's food choices.

"Less than ten years ago, I was a vegan," she acknowledged. "You would never have been able to convince me that consuming meat was great. But after delving into it, I now eat meat. Eating the right kinds of proteins from animal products is beneficial to your health and possibly life-saving." As Kim sees it, the right kinds of protein are those that come from grass-fed, organically raised animals without the use of hormones or antibiotics.

The fact that so much diverse information is going around, both in print and online, led her to be cautious drawing conclusions. "In my book I was adamant about using more than one study for each case because you could probably find a study to support just about anything," she said.

### Nursing, teaching, writing

The daughter of a Lutheran bishop dad and an elementary school teacher mom, Kim had always been interested in



"I was adamant about using more than one study for each case because you could probably find a study to support just about anything."

nutrition, but it wasn't until lately that it became a major focus of her life. As an English major in college, she loved writing and literature, but saw no future in it. Nursing school was a better match, and it eventually led to night shifts at Sewickley Valley Hospital's cardiac care unit. But running from one emergency to another, day after day, was draining. So she went back to school for a Masters in Education, ending up in Pine-Richland's Hance Elementary School for 13 years. Then she had children of her own.

As a full-time mom, the sporadic writing she was able to do while caring for her two young boys, remained a personal secret. "I didn't tell anybody because I wasn't sure I could do it," she recalled. But after a few months, it grew to become the manuscript for her book, *360 Health: Your Guide to Cancer Prevention, Healing Foods, & Total Body Wellness*, and she finally told her husband Jim. That's when things started coming together.

"Most authors have a following before they publish a book," she observed. "I didn't because I didn't tell anybody. But then I published the book, which is sold on Amazon, and now I'm on the marketing end, trying to reach out. It's not something I'm doing to make money; I don't even know if I'll get back the amount I put into it. But I really feel there's a message to share, so I've been reaching out to the community."

*Cranberry residents, do you have an interesting story to tell?  
Contact us: [CommunicationsTeam@cranberrytownship.org](mailto:CommunicationsTeam@cranberrytownship.org).*



# WE'RE HOT ON THE TRAIL OF COMMODORE PERRY

Commodore Oliver Hazard Perry, celebrated for his tenacity fighting the British on Lake Erie in the War of 1812, was a Navy man. But on land, like most everyone else, his travels were largely by foot. Soon, Commodore Perry will be remembered locally with a new hiking trail that carries his name. Although no final plans are currently in place, the Commodore Perry Regional Trail could, over time, link the extensive network of trails south of Cranberry to the North Country Trail – a meandering footpath north of the Township that stretches approximately 4,600 miles from eastern New York to central North Dakota.

The notion of creating a connection between the two trail systems began with an informal group of municipal planners including Cranberry and its neighbors. Their original goal was to trade ideas, work on common problems, and share experiences. But not long after the group began meeting, they were approached by a representative of the Rachel Carson Trail Council promoting the idea of connecting their trail to the North Country Trail along the route of the old Harmony Line interurban trolley.

Problem is, the Harmony Line was abandoned in 1931 and most of its right-of-way has long since gone to other uses. Only a few remnants remain in Cranberry, and putting a trail through people's back yards is simply impractical. So the planners mulled over the proposal and concluded that their focus should be less on the Rachel Carson Trail and more on whatever footpaths made sense for their own communities.

The planners concluded that their focus should be on whatever footpaths made sense for their own communities. ”

That's when the planners started to systematically identify routes which worked in each of their municipalities, connecting users to high-value local destinations as well as to one another. A conceptual map was developed showing primary and secondary trail segments designed to achieve that. Some worked better than others.

## Integral parts

To minimize the project's time and expense, utility line easements, existing trails, and sidewalks through developed areas became integral parts of the design. "It's still a work in progress," Planning and Development Services Director Ron Henshaw reflected. "Some of it involves road walking. And building bridges remains a challenge: huge cost, huge permitting, huge design. Maybe someone will eventually be able to map out a trail that avoids roads and sidewalks. However, that's easier in some places than others, like the area around the Cranberry Highlands Golf Course, because we own that property."

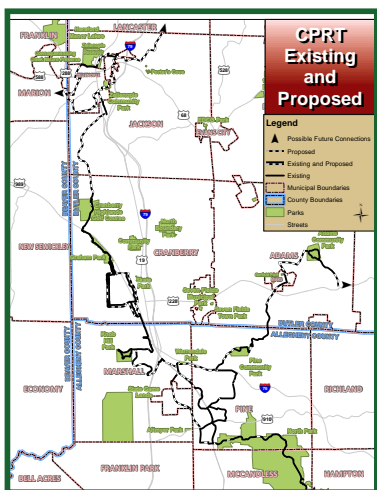
Within the planners group, Cranberry emerged as the trail project's coordinator. "We have technology, we have people, we have the resources to put all the mapping together," Henshaw said. "We worked with all six communities to make sure we were getting the right descriptions of where this trail would be going."

Then last fall, Cranberry's Board of Supervisors, along with their counterparts in the other five communities, adopted resolutions officially recognizing the proposed Commodore Perry Regional Trail.

That's a huge advantage. Private, state and federal grants are each likely to play a role in actual trail construction. Now, with all six municipalities on record supporting the project, its grant prospects have significantly increased. Pennsylvania's Department of Environmental Protection, for example, always looks favorably on multi-municipal, multi-county, regional projects.

"It's all about people's desire to live someplace that's well-connected for pedestrians," Henshaw said. "It's got win-win-win written all over it."

A MULTI-MUNICIPAL COLLABORATION :  
Township of Pine · Marshall Township  
· Borough of Bradford Woods  
· Adams Township · Cranberry Township  
· Jackson Township



# SEE YOU IN COURT

**Pickleball** – the fast-growing court game that looks like a mashup of tennis, ping-pong and badminton – is taking off big time in Cranberry. And it's happening even though the eight new courts in Graham Park dedicated to the sport don't actually open until mid-April. But the floor of the Municipal Center gym is already set up for play and is in heavy use most days, according to Recreation Program Manager Dave Hutner.

Beyond benefitting from a constantly expanding national constituency for the sport, Cranberry's pickleball phenomenon has been driven by the formation of a local competitive infrastructure, spearheaded by pickleball enthusiast and Township Supervisor Bruce Mazzoni. In addition to holding expert demonstrations of the sport, preparations for the opening of the new courts include the creation of a members-only Cranberry Township Pickleball Association, CTPA, along with lessons, drills, rankings, pairings, reservations and more.

## A league of its own

"CTPA is teaching pickleball and showing people pickleball," Hutner said. "Volunteers teach the classes and the Township manages the courts. In return, CTPA members get preferential use of the courts."

Identifying local enthusiasts for any emerging sport is never easy. But in the case of pickleball, as with bocce, horseshoes, tennis and other sports represented at the CTCC SportCourts project – supporters of each game had made themselves



*"We're focused on replicating elements of pickleball's success for the enthusiasts of horseshoes and bocce."*

known through targeted donations. So generating excitement and interest got off to a huge head start.

This winter, the Parks & Recreation department is focused on replicating elements of pickleball's success for the enthusiasts of horseshoes and bocce and on drawing people into the new courts. Initial meetings are planned to identify and form a core of leaders to advance and support those sports.

Meetings of those interested in the Township's court sports are currently being scheduled. Attending one carries no obligation. Meeting times and locations are available online or by calling 724-779-4FUN (4386).



*Cranberry resident and certified personal trainer, Jennifer Cranston, sharing her talent with the Group Fitness classes.*

## Cranberry's got Talent

The only problem is getting local talent to step up, according to Parks & Recreation Program Manager Dave Hutner. Even so, his department is working hard to encourage any Cranberry resident whose hobbies, interests, passions or skills might attract a local following to contact him and discuss the possibility of becoming a program instructor.

Program ideas are usually presented to the department in the form of a proposal along with an agreement. "Give us a proposal that says: this is what it's going to be, this is what people can expect, this is when I

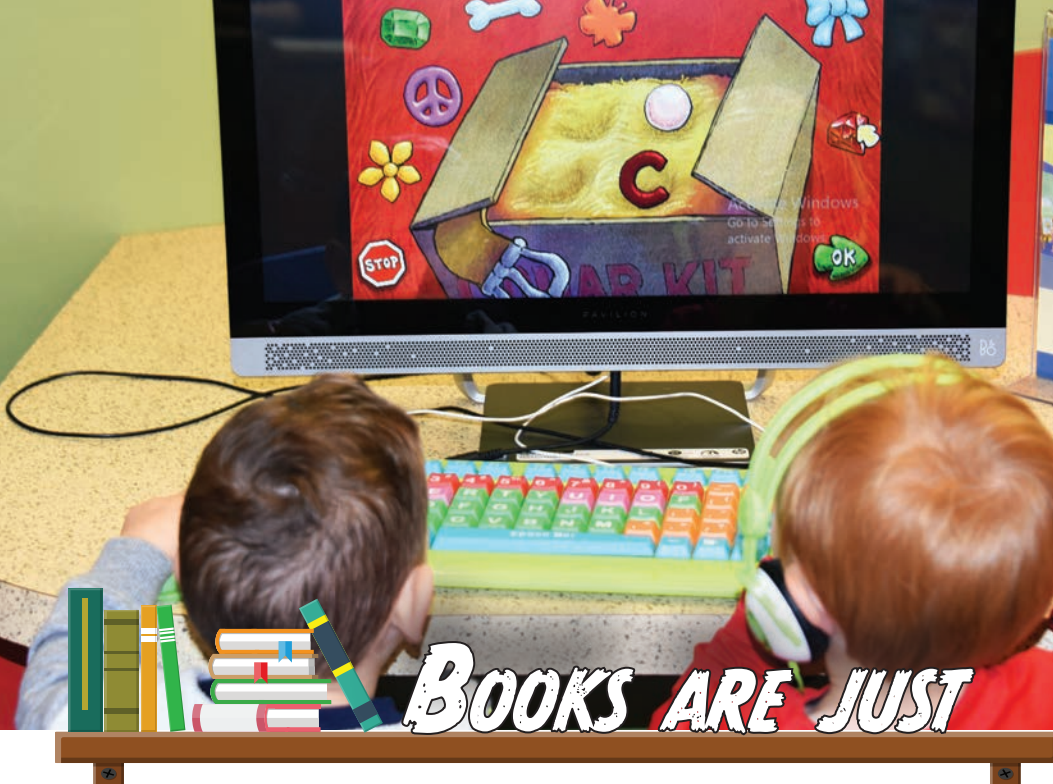
want to teach it, and this is how much compensation is needed."

Accepted proposals are entered into software that assigns rooms to avoid any conflicts. Then they're published in the program guide and mailed to all residents in Cranberry.

"In January, we're going to be starting on our Summer Guide," Hutner said. "Proposals are more than welcome. We'd like to have them no later than mid-February."

**Contact Dave Hutner:**  
[dave.hutner@cranberrytownship.org](mailto:dave.hutner@cranberrytownship.org)  
or 724-779-4386.





# THE BEGINNING

Seven days a week – a small crowd gathers in the Municipal Center, waiting for the library to open at 10:00 AM. Laughing, director Leslie Pallotta, says if staff is one moment late, folks pull on the doors and peek into the windows. Their reasons for visiting the library are as varied as the ages of the visitors. Parents with children in strollers arrive for storytime, crafting, or Legos. Adults prepare to surf the internet at the public computers, and others are ready to relax and read or pick up a book that has arrived by inter-library loan.

Cranberry is the busiest library in the Butler County system, and within the entire New Castle District. Cranberry is the only library to be open 7 days per week. With 28,000 card holders and an annual visitor count of 170,000, circulation is strong. The collection boasts nearly a quarter-million items, including books, e-books, audio books, CDs, DVDs, newspapers and magazines. CranberryLibrary.org is by far the

Township's most frequently visited webpage, partly due to that fact that the library's robust online content is available 24/7. From the comfort of home or a coffee shop, cardholders can search the online catalog and reserve an item, check out an e-book or use one of many electronic databases. According to Pallotta, the most popular database is Ancestry.com. By popular demand, in 2018, the library is adding the Consumer Reports online database – which offers fully searchable and interactive content.

Best of all, programs and services are essentially free to Cranberry residents with a library card, as well as library patrons with a PA Access sticker on their home library card. Financial support for the library's 2017 operating budget for \$613,000 comes through multiple

sources, including tax revenue from Cranberry Township, Butler County, the Commonwealth of Pennsylvania, and to a lesser extent, Seven Fields Borough. Funds are also received from the Annual Campaign, fines and fees.

Programs and services for patrons of all ages are based on the library's mission statement and goals established in the strategic plan. Pallotta insists that all programs and services match with the library's mission. For 2018, the schedule is filling rapidly with more storytimes, dedicated time and space for teens, a new MakerSpace, books clubs, the adult discussion group, and special programs. Adult program expenses are supported through fundraisers held by the non-profit Friends of the Cranberry Public Library. Book sales, Hot Dog Fridays and other special events allow library enthusiasts to get involved as a volunteer or to contribute directly to programming.

Thanks to recent renovations in the Municipal Center, the Library secured a Keystone Grant and added small meeting rooms, expanded the large-group room, and re-positioned the circulation desk to better serve patrons. Public Wifi and projection capabilities keep the meeting spaces fully occupied.



Libraries subscribe to the concept of serving as the community's 3rd place-  
**Home, Work, and Where**  
you spend your free time.





*What's*  
**HAPPENING**

**Live  
(Christmas)  
Tree Collections**  
On regular trash  
day schedule:  
January 8-19

**BOARD OF SUPERVISORS**

Council Chambers  
6:30 PM

January 2  
January 25  
February 1  
February 25  
March 1  
March 25

**PLANNING  
ADVISORY  
COMMISSION**  
Council Chambers  
6:00 PM

January 29  
February 5  
February 26  
March 5  
March 26

**ZONING**

**HEARING BOARD**  
3rd Monday  
Council Chambers  
7:30pm (as needed)

**NEW YEARS DAY  
JANUARY 1**

Township offices and Library closed  
*Trash collections delayed by 1 day this week*

**MARTIN LUTHER KING DAY  
JANUARY 16**

Library closed and Township offices open  
*Regular trash collection*

**PRESIDENT'S DAY  
FEBRUARY 19**

Library closed and Township offices open  
*Regular trash collection*

**WINTER PROGRAM**  
Online Registration Opens  
January 18

**CADN SPOTLIGHT ON MENTAL  
HEALTH: DEPRESSION**  
January 23, 5:00 - 8:30 PM,  
Municipal Center

**SPECIAL NEEDS WINTER  
FAMILY FUN DAY**  
February 24, Municipal Center  
Call 724-779-4FUN

**WATERPARK MEMBERSHIP DISCOUNT**  
Period Ends March 31

**Cranberry EMS  
First Aid & CPR**  
February 17  
9 AM - 3 PM  
Council Chambers

**Butler Co. Sheriff,  
License to Carry**  
February 3, 9 AM - 2 PM  
Council Chambers

**HHW/EWaste Collection**  
ECS&R, 9 AM-1 PM  
Call 1-814-425-7773

**LIBRARY**

**UNDERSTANDING  
DNA ETHNICITY**  
January 16, 6:30 PM

**BOOK ART: BOOK HEART**  
6:00 PM, Library

Import events to your calendar with  
iCalendar on our website!

*- Save the Date -*

# CRANFEST



Enjoy a **FREE** international celebration of authentic food, music & dance performances representing our diverse Cranberry cultures.  
Also, take a look at the helpful services provided by the Township.

**SATURDAY APRIL 7, 2018**  
**CRANBERRY MUNICIPAL CENTER**

[CRANBERRYTOWNSHIP.ORG/CRANFEST](http://CRANBERRYTOWNSHIP.ORG/CRANFEST)



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2525 ROCHESTER ROAD, SUITE 400  
CRANBERRY TOWNSHIP, PA 16066-6499  
724-776-4806

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POSTAL PATRON  
CRANBERRY TOWNSHIP, PA 16066



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