



# Cranberrytoday

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2010 SUMMER EDITION

## *Cosmetic surgery*

### **Municipal Center Gets A Facelift**

After nearly twenty years, the common areas inside Cranberry's Municipal Center, collectively referred to as Town Square, were starting to show their age. Seating was generally uncomfortable and inconvenient. Lighting was dim and unflattering. Directional signs were inconsistent and inadequate. A jumble of take-one racks littered the hallways. Cardboard boxes – makeshift receptacles for a variety of charitable causes – cluttered the corridors. And the TV screens of information monitors, perched high above the center platform, were hard to read. It was time for a facelift.

So earlier this year, Township employees and residents were asked what they thought could be done to make the Center a more cheerful, more welcoming, more valuable community resource – all within a very modest budget. Their suggestions came pouring in – many more than could be done all at once. But already, a number of initial steps have been implemented and more will be taking place this year.

For example, the two small monitors suspended above the elevated platform have been replaced by a much larger one, embedded in a wall facing onto the square. Multi-lingual welcome signs, similar to those along Routes 19 and 228, have been attached where the smaller screens had been.



***Employees and residents were asked what they thought could be done to make the Center a more cheerful, more welcoming, more valuable community resource – all within a very modest budget.***

The frame for a missing coin phone by a back building entrance has been taken down. The pointed corners of the elevated platform at the building's center are being removed to improve safety, reduce noise, and make the space more useful.

A permanent display case honoring veterans and active members

*Continued on page 2.*

## *Credit where credit is due*

### **Cranberry's Financial Rating Upped A Notch**



At a time when most units of government, as well as many private entities, are struggling and seeing their credit go down the drain, Cranberry has moved in the opposite direction. Its previous rating – a very high Aa3 – is now an even higher Aa2 – just two steps from the pinnacle of the Moody's Investor Service scale, the coveted Aaa. But the new rating does not actually reflect a change in the Township's finances, according to Finance Director Vanessa Gleason.

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## Finally, Franklin-Peters Motorists Are About To See The Light

One of the most challenging intersections in Cranberry Township – where state-owned Franklin Road meets Township-owned Peters Road – is about to receive a much-needed traffic signal. Through a cooperative safety improvement arrangement, Cranberry and PennDOT have joined forces in financing a \$900,000 project to signalize the intersection which has become increasingly busy and hard to navigate along with the growth of traffic in the Township's eastern corridor.

Just since 2005, the intersection has been the scene of 26 accidents in which someone was either injured or the wrecked vehicles had to be towed away. More than 20 others, in which the

drivers were able to move their damaged cars under their own power, also took place during that time. And some years earlier, the crossroad had been the site of a fatal collision.

Finally this past April, after nearly a year of preliminary work, PennDOT advertised for bids from contractors to build the project according to a design by HRG Engineering. A final

award is expected early this summer; the work itself would start shortly afterward and be finished this fall.

One of the final pieces of the project will be the installation of signal poles, which are built to order and can take as long as 16 weeks to fabricate and deliver. As a

result, a pole order placed in June might not be available to install until October. However the earthwork, paving, and utility line movements associated with the project can move forward as soon as the contract has been signed.

When complete, the intersection – which will include the widening of a portion of Franklin Road to accommodate a new left-turn lane – will be controlled by camera-activated traffic signals. A separate “Be Prepared to Stop” sign, which will flash whenever there's a red light ahead, will also be installed at a point further south on Franklin where undulating terrain blocks drivers from seeing the approaching intersection.

Traffic flow along both roads will be maintained throughout the construction, but there will be times of day when it will take motorists longer to get by, according to Township Engineer Jason Kratsas.

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**Now here's the plan...** Township Engineer Jason Kratsas explains the plan to improve the hazardous intersection of Franklin Road and Peters Road. A new traffic signal and a new turning lane on Franklin Road are expected to be in place by this fall.

## Municipal Center gets a facelift *Continued from front cover*

of America's armed forces has been installed along a corridor just outside the Township's Customer Service area. A sturdy collection bin with multiple compartments has been placed in a hallway to centralize future collections of food, clothing, toys, coupons and other in-kind donations. Artworks purchased by the Township over the years have been collected for display along a newly created corridor gallery.

A time capsule from the 1990s, which had been installed in a corner wall by the entrance to the Senior/Teen Center, has been moved inside the Library. Literature racks by the front entrance have been replaced with new matching units that offer a neater, more unified appearance.

Matching trash and recycling containers have been placed strategically throughout the building.

Sturdy café-style furniture has been ordered for installation next to the center platform. Stylized banners, inspired by the flags of many nations, will be hung from beams above the Center's corridor areas. Directional signs, patterned after Cranberry's newest street name signs, will help guide visitors to their destinations within the building. And wall sconces, providing warmer, more intimate corridor lighting, will also be installed.

But many of the activities and exhibits historically associated with the Municipal Center will go on as

before. Seasonal displays will still be featured. Expositions will remain. School art shows will continue to flourish. And those seeking exercise by walking the corridors of the building will still be welcome.

In time, and as resources permit, other enhancements will also become available. Among the possibilities: new carpeting, automatic doors on the front entrance, a new color scheme, post lamps, more authentic-looking artificial trees and plants around the central square, supergraphics, a more flexible front display case, and other features that suggest a traditional town center, but with an international flavor. ~

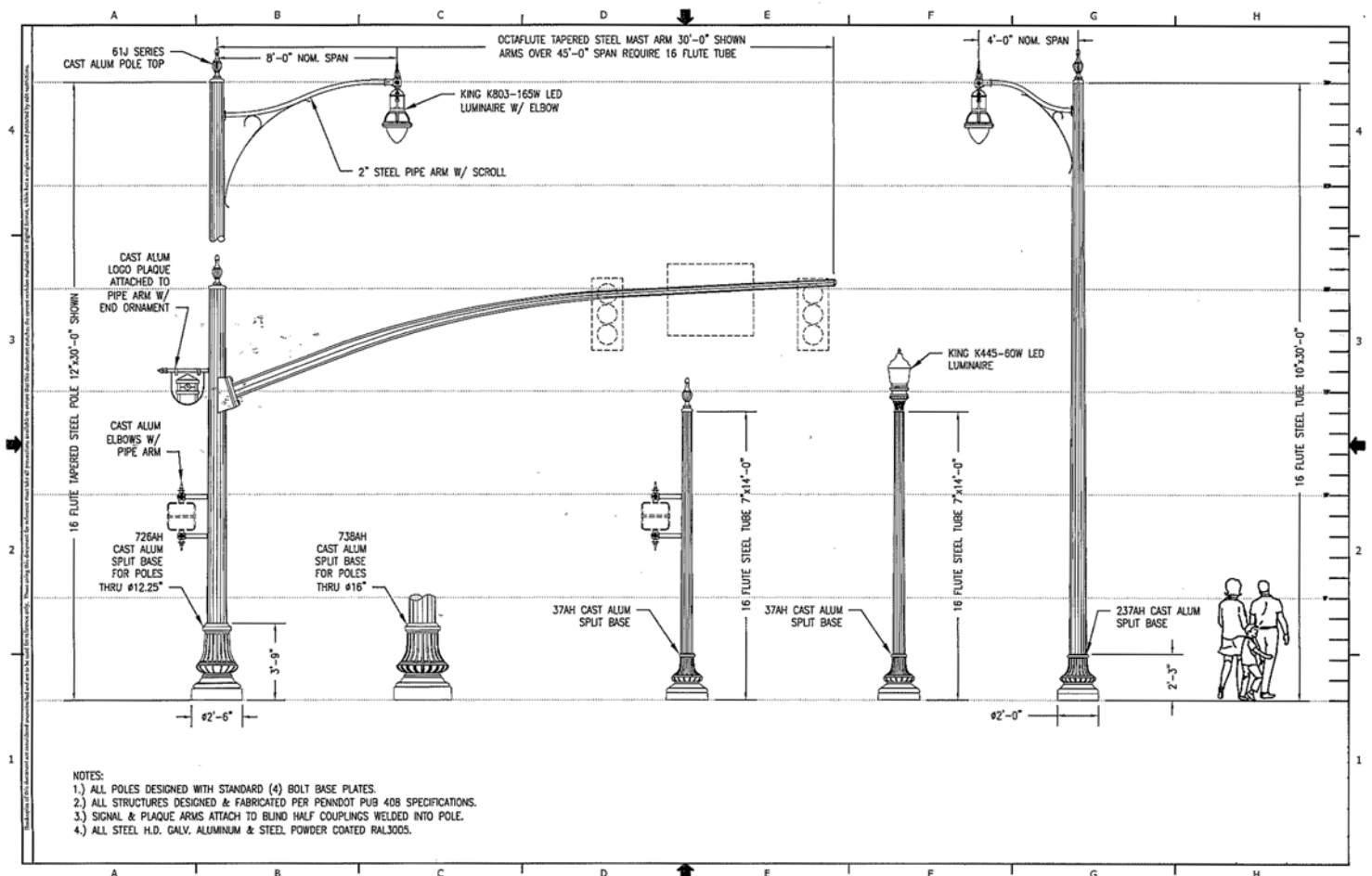
## Streetscape Upgrades Proposed For Rochester, Franklin, 228

Hearings to consider expanding a streetscape ordinance adopted last fall, which focused on improving appearances along Rt. 19, to include other key corridors in Cranberry as well, have now concluded. On May 27, the Board of Supervisors heard testimony about expanding the current Streetscape Enhancement Overlay District requirements to portions of Rochester and Rowan roads; a June 24 hearing examined the possibility of applying them to Rt. 228 and portions of Franklin Road as well.

A streetscape ordinance would be mandatory for any properties along the affected roadways which apply for land development permits involving at least 1,500 square feet or seeking major use changes. They are designed to create a more refined, more coherent, more vibrant streetscape for motorists and pedestrians. The ordinance regulates street trees, street lighting, sidewalks and 'street walls' – hedge rows that run along the corridor and brick or wrought iron fencing at prominent intersections

as well as benches and other amenities.

A new standard for street lighting and traffic signal fixtures, which includes fluted, tapered steel masts and poles with bracket arms featuring decorative scrollwork to support ornamental lamps, is specified in the ordinance. A number of other municipalities in the area, including Pine and Marshall Townships, have adopted similar requirements. ~



**Pole Dance.** In a move away from the strictly utilitarian, plain Jane street fixtures of the past, Cranberry has adopted a decorative motif to be the standard for new lamp poles, mast arms, and street lights along the major thoroughfares identified in its new Streetscape Overlay District ordinance.



## Governing Outside The Box

by Richard M. Hadley, Cranberry Township Board of Supervisors



For most of us – and maybe especially for those of us in local government – seeing is believing. If something works, if we

see results, if things happen the way they're supposed to, then we become believers. If they don't work out, we see that too, and then we move onto something else. It's a very pragmatic way of looking at the world.

But for a growing number of people, it seems the opposite applies – that believing is seeing. So, for example, if you passionately believe that government is made up of reckless tax-and-spend whackos, everything that happens will be seen through that prism. It doesn't really matter who's in office, or what level of government you're talking about, or what the practical results of their policies might be. If you're a true believer, facts and figures are just a smokescreen covering the Real Truth. It's all about slotting everyone into the appropriate ideological box.

A lot of it comes from the way you measure performance. Is it through rhetoric? Or is it through results? A lot of people have a tough time discerning what's real and what's not – and there's a major industry of radio, cable and newspaper pundits out there who are making that distinction harder and harder to draw. You have to take the pledge. You have to denounce such and such an idea. You can't cooperate with the opposition. You're with us or against us. Never compromise. Yes or no. Blah, blah, blah.

So a lot of people say they're all for lower taxes and cutting government spending. Fine. But when they look at Cranberry, what they see is good, effective government, which is what they say they want. Problem is, the two ideas don't match up. We're not tax-and-spenders, but we're not afraid to invest in our community either, because we know those investments are building value and getting a good return. Our approach has been to build high-value community assets that can sustain themselves long-term, and then to maintain them so we never get caught in the declining spiral that comes with a crumbling infrastructure.

Part of the ideological mismatch comes from the gradual transition of news into entertainment. A lot of it is confrontation and conflict and people yelling at each other, spouting off theories of the left and right. That may be good television, but it damages the governing process all the way from the federal to the local level. It labels people involved in government as personally disagreeable and politically ineffective. And it implies that the way to talk to public officials is to scream at the top of your lungs. In Washington and Harrisburg, I sometimes think they have a point.

But at the local level it isn't really true, at least not here in Cranberry.

And it's not that we agree on everything, because we don't. But you can disagree without being disagreeable, and then go on to find ways of moving forward and get things done. The same applies to dealing with constituents. A lot of elected officials don't want an

open process because they're afraid of negative feedback. Well, tough noogies; negative feedback is just part of the process. It's about allowing people to express their opinion, listening to it, digesting its essence, and then asking yourself if there's any validity to that point of view. It's

not about hammering that person for thinking differently.

If you ask our residents if they're happy in Cranberry, you'll find that people at all points of the political spectrum will tell you they're happy because the community is doing something for them. But they won't think about it politically unless it's presented in a polarizing way. That's because local government has issues without labels. We can talk about projects and concepts that

are just common sense, results-oriented ideas, without using the labels and rhetoric that fill the airwaves. We work hard to stay out

of ideological boxes. And that's why local government works here. ~

***We're not tax-and-spenders, but we're not afraid to invest in our community because we know those investments are building value.***



You can reach **Richard Hadley** by email at [dick.hadley@cranberrytownship.org](mailto:dick.hadley@cranberrytownship.org).

## Retired Supervisor John Milius Honored As Visionary

10,000 Friends of Pennsylvania, a statewide alliance of organizations and individuals whose main focus has been reforming land use policy to limit sprawl, named former Cranberry Township Supervisor John Milius as its Smart Growth Visionary for 2010. The award, which was presented on May 11 in Harrisburg, honors outstanding individuals who are making Pennsylvania's communities better places to live and work.

Milius, a retired MSA chemist who was first elected to the Board in 1991, served as a Township Supervisor for 18 years until the beginning of 2010. His tenure both coincided with, and helped to facilitate dramatic changes in Cranberry's population, economy and development climate.

In making their selection, the jury observed that "Mr. Milius has a truly impressive record of public service.

His actions have exemplified the goals of 10,000 Friends of Pennsylvania, integrating local government, infrastructure and land use planning, into something that works for everyone who lives in Cranberry Township."

"I'm astounded. I'm overwhelmed, and I'm humbled," Milius reflected later. "I gave credit to the five Supervisors who stayed focused with a vision under the umbrella of our comprehensive plan."

Fellow Supervisor Dick Hadley, who had previously served as a board member of 10,000 Friends, saw the recognition as especially meaningful. "What a huge award this is for John Milius and Cranberry Township," he told the Township's Board on April 29. "It wasn't too many years ago that this organization would look down on Cranberry Township as an example of what's wrong in Pennsylvania. Today, they're using Cranberry Township and the efforts of people like John Milius as an example of how to do it right."

That's a tremendous shift, although the group's turnaround remains a work in progress. "We're still not entirely redeemed in the eyes of 10,000 Friends," Milius acknowledged, "but I think it's a start; the organization saw that we had this vision – that we weren't just haphazardly sprawling everywhere."

During his time on the Township's Board, which included four years as its chairman, Milius was instrumental in the development of such amenities as the Cranberry Highlands Golf Course, Graham Park, North Boundary Park, Community Waterpark, and more. A comprehensive municipal solid waste program, a uniform code of ordinances, consolidated tax collection, and merit-based staff evaluations were also introduced while he was in office. In addition, he served as chairman of the Municipal Sewer and Water Authority during its transition into a unit of the Township in 1999. ~



**Rubbing Elbows.** Former Township Supervisor John Milius accepted the award for Smart Growth Visionary at a May 11 Harrisburg gala attended by dignitaries including former Pittsburgh Mayor Tom Murphy, PennDOT Secretary Allen Biehler, and Governor Ed Rendell. He was accompanied at the ceremony by Supervisor Dick Hadley, Township Manager Jerry Andree, and his wife, Pat Milius.

## Cranberry's financial rating upped a notch *Continued from front cover*

Instead, the change reflects a recalibration in the way Moody's expresses the results of its analyses which, until now, have used different scales to rate different types of entities – a disparity which investors found confusing. Corporate bonds, for example, have historically had a default rate eight times greater than municipal bonds in the same rating category. The recalibrated scale, which is being phased in one market segment at a time, will allow investors to directly compare the grades of prospective

investments between different sectors of the economy.

Moody's ratings – as well as those of Standard & Poor's, Dun & Bradstreet and other credit rating agencies – are assessments of a borrower's overall credit history and ability to repay debt, although they are sometimes used for other purposes, such as insurance underwriting. A low credit rating indicates that the risk of defaulting on a loan is high, so the interest rates charged to that borrower would be correspondingly high – that is, of

course, if any loan were to be made at all.

As a practical matter, Cranberry's new rating could make the purchase of its debt obligations more attractive to potential investors and reduce its cost of future borrowing. A series of bonds which Cranberry used to pay for the expansion of its sewage treatment plan will become eligible for refinancing next year. That will provide the Township its first opportunity to apply its new rating to borrowing in the nation's volatile financial markets. ~

## Cranberry Worldwide, Inc.

Has Cranberry become a global power? Does the Township need a foreign policy?

Perhaps not, but the value of Cranberry's export economy, as well as the foreign investment in businesses situated here, now exceeds the GNP of some of the world's smallest nations. Westinghouse, which is largely owned by the Toshiba corporation, has a lot to do with it. But the Township's involvement in foreign trade, travel, and engagement goes well beyond Westinghouse. And it's not just limited to big corporations or even to products; in fact the most obvious involve local consumers.

Over the past few decades, the proportion of grocery items, home electronics, auto parts and clothing sold here with overseas origins has grown tremendously. Even some of the most familiar American product brands are now manufactured abroad. But in a number of cases, they are made from designs using raw materials sourced from American suppliers – including those in the Cranberry area. As a result, national economies are becoming more and more interconnected while the volume and velocity of their global trade has largely eradicated traditional boundaries.

Diane Sheets is the head of Butler County's Community Development Corporation – an agency charged with encouraging outside companies to make business investments in the County. She recently reflected on the growing difficulty in drawing a line distinguishing domestic from foreign companies and on the increasing importance of thinking globally.

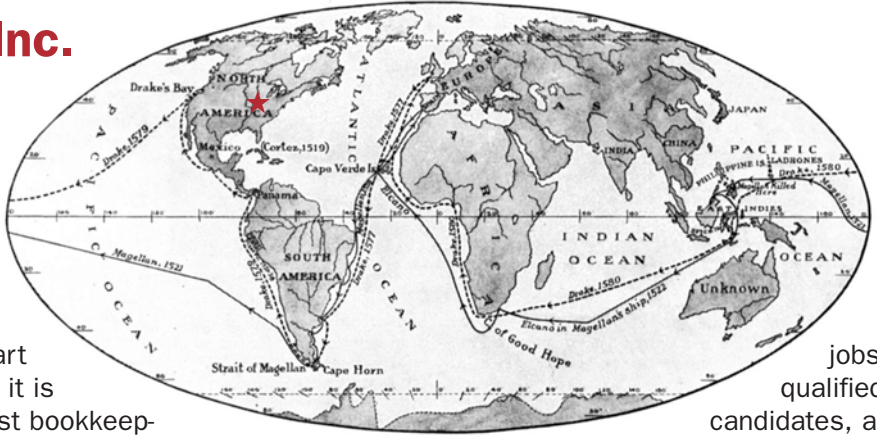
Part of it is just bookkeeping.

"The idea of foreign investment has more to do with where they pay their taxes than with how their finance flows," Sheets observed. "Where is the corporation filing? And who is the wholly owned subsidiary? If the earnings eventually end up outside of Cranberry and get taxed there, most folks would see that as a foreign investment. But it's all in the way you collect the statistics."

"In business strategy today, there really is no more geography. Business goes wherever the Internet can take it. I've had companies that have done real estate deals over the Internet and never traveled there until they had to sign the papers. The movement of money, the deal structures, all of those things can be done on the Internet in real time."

"Cranberry has always been a part of international commerce from the buy-side," she said. "They're all part of that global economy as consumers. And they're probably part of that economy in professional services too, since the medical community is a very global community."

But there is also an important cultural impact that the increasingly global aspects of commerce are having locally. "Westinghouse is bringing new jobs, giving those



jobs to qualified candidates, and they're looking globally – they're not bound by geography," Sheets said. "So now, in addition to becoming consumers in a global economy, we're becoming a global neighborhood. The folks that are coming here to fill those positions from outside the U.S. are bringing their families with them. And a lot of them come from countries where entrepreneurship is a much stronger philosophy than it is here – owning a store, having your own business. There are a lot more small businesses in Europe, India, and China than there are here. We're franchise-happy over here; they're entrepreneurial-happy; it's very different."

Between 2000 and 2005, a number of well-established companies in western Pennsylvania were acquired by overseas buyers, at least partly in response to currency shifts. That shift is gradually influencing the composition of their workforce. But, according to Sheets, it can be a positive change. "Europeans are a lot more receptive to foreign workers than we are," she said. "We need to understand that their coming is not going to take anything away from us, which is always the fear. That's how we got here, and we're all richer for accepting it." ~

***National economies are becoming more and more interconnected while the volume and velocity of their global trade has largely eradicated traditional boundaries.***



## Cranberry Township Is Adopting A Chinese Sister

Meet your new sister.

Cranberry Township is now in the process of forming a Sister City relationship with the coastal municipality of Haiyang, in the Shandong Province of China. The pairing of the two communities would bring one of China's major nuclear electricity generation centers into a closer relationship with the American community that hosts the supplier of those nuclear power reactors, Westinghouse Electric. And it is only one of a series of steps that Cranberry is taking to become a more globally welcoming destination for international visitors.

The idea for pairing the two communities initially surfaced at a Cranberry Sunrise Rotary meeting in the spring of 2009. Following his presentation about a visit to China where he met the mayor of Haiyang City, Roger Cranville, formerly with the Pittsburgh Regional Alliance, spoke with Township

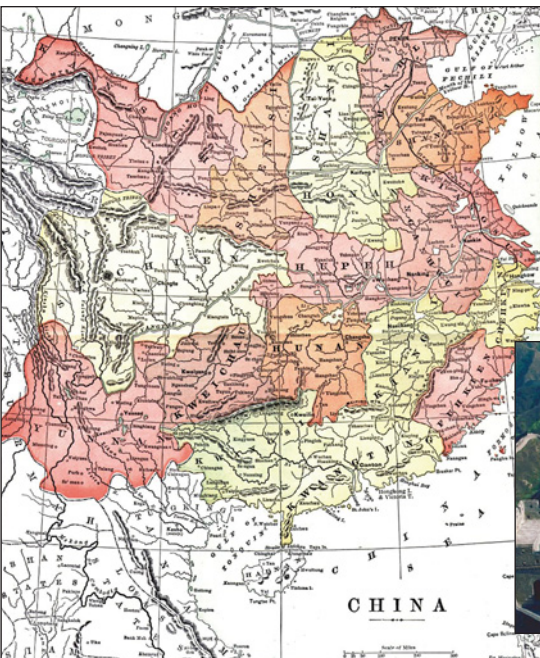
Manager Jerry Andree about Cranberry's unusually high level of receptivity to international business.

Haiyang's mayor had been enthusiastic about pairing with a compatible American community, ideally one built on the business relationship already in place with Cranberry, Cranville reported. And later that summer, the mayor wrote to Mr. Andree inviting Cranberry to form a friendly relationship with Haiyang and to exchange visits. It seemed like a promising match, except that Haiyang's population is 25 times larger than Cranberry's.

Since the two communities are so different in size and resources, Cranberry determined that the best approach would involve supporting a coalition of locally-based organizations that share an interest in forming a special Chinese relationship – one that would create a more regional form of community pairing. As a

**Individuals, service clubs, businesses, and other institutions in and around Cranberry are all invited to participate.**

result, individuals, service clubs, businesses, and other institutions in and around Cranberry are all invited to participate through the official Cranberry Township Sister Cities Association, which was formed this spring. ~



### Global Cranberry

*Seneca Valley School District reports that it currently has students enrolled from 32 nations; three-quarters of whom live in Cranberry. That represents a significant shift in its ethnic makeup.*

*This past March, in order to learn more about how well Cranberry serves its international guests and new residents from overseas, the Township conducted a focus group.*

*None of the participants expressed any concerns about their personal safety, but language difficulties and communication problems were cited as participant's biggest barriers. Accordingly, the Township is posting select information at the Municipal Center in the most common foreign languages. It is also creating flag-inspired banners which will be hung from the ceiling as part of its global main street theme.*

*Among the other suggestions from focus group participants were that Cranberry offer information sessions for new immigrants to orient those residents to the peculiarities of such American systems as insurance, transit, utilities and banking. Providing more diversified sports programs, greater recognition of major ethnic holidays, as well as library holdings in languages other than English, were also among the ideas suggested.*

*A recent addition to the Township's website, 'Diverse Cranberry,' provides new residents with resources to become better connected to their adopted community. And a volunteer network, Welcoming International Neighbors, or WIN, was formed to acclimate new residents to life in Cranberry just this past month. Anyone interested can call Chelsea Puff at 724-776-4806, ext. 1020 for more information.*

## MSA Relocates Headquarters To Cranberry

In April, MSA – the Mine Safety Appliances Company – made a simple request to Cranberry’s Board of Supervisors: that the company be permitted to add space to several parking lots adjacent to its Cranberry Woods Drive plant and laboratory.

Normally, a modest expansion of parking space is no big deal for fast-growing Cranberry. But this was different: the reason for expanding its parking space was to accommodate the consolidation of 300 employees currently based at the MSA building in O’Hara Township with approximately 500 other staff members already housed in Cranberry Woods. As a result, Cranberry Township has emerged as both the company’s corporate and research headquarters.

Although no public announcement of the move had been issued by the company, its relocation was widely expected. “When your building here has been on the market for ten years, I guess people can figure it out,” MSA Marketing Director Mark Deasey admitted from his O’Hara office. “We sent letters to officials in Allegheny as well as Butler County letting them know what our intentions were. We thought it was important not to leave town in the

middle of the night, and this was our timetable for doing that.”

Turner Construction is currently at work adapting some of the plant’s manufacturing space into offices, but production of thermal imaging cameras, as well as certain special instrumentation, will continue at the Cranberry Woods site, which will become known as MSA Corporate Center.

“The construction has been underway since the beginning of the year,” Deasey noted. “We are going to be moving people out of our O’Hara Township facility in phases, so our timetable for the first move is going to be in August, beginning with our Finance Department. The last group isn’t scheduled to move out until December. Once we get everyone up there, we want to have a formal grand opening, even though some people will have already been there for four months.”

Mine Safety Appliances was founded nearly 100 years ago. Its workforce now includes more than 5,000 worldwide. Following the company’s purchase of the 327-acre Cranberry Woods property in the early 1980s as a location for its laboratory and instrument plant, its executives



worked with Township officials to transform its site into a world-class office park designed to host the knowledge-based industries of the 21st century. Today, Cranberry Woods includes almost 1.5 million square feet of Class A office and research space, with even more on the way.

Westinghouse Electric’s 2006 decision to create its new corporate headquarters and engineering campus in Cranberry Woods was widely seen as validation of the vision for creating a 21st century knowledge industry center which had been at the core of the business park concept. The 2009 purchase of four office buildings in Cranberry Woods by Pittsburgh’s Rudolph family for \$89.5 million represented the highest price per square foot of office space ever paid in the region. ~

## Cranberry Has A Plan To Tweak Its Workforce Balance

A U.S. Justice Department grant to Cranberry’s police department last year enabled the Township to outfit all fifteen patrol cars with dashboard cameras along with the technology to quickly upload their video images for review at the station. But there was a string attached: it also required Cranberry to formulate an Equal Employment Opportunity Plan.

It’s not that the DOJ found Cranberry to be deficient; every local recipient of federal funds is obliged to create

and implement such a plan, based on how the composition of its workforce compares to that of its host county.

Accordingly, the Township formulated a two-year Equal Employment Opportunity Plan that makes more extensive use of specialty media targeting women and minority candidates for recruiting new employees, particularly in Public Safety – the historic focus of Justice Department concerns.

That plan is available for review upon request. In essence, it calls for the Township to redouble its current efforts to recruit, hire, promote and retain qualified minority individuals and women and to make sure no discrimination occurs on the basis of gender, race, religion, national origin, military status, disability or other factors protected by law. ~





## Testing, Testing. Cranberry Township As A Beta Site

Township employees seldom wear lab coats to work. But there is growing evidence that Cranberry is becoming a test kitchen for new products, materials and services that their suppliers hope someday to commercialize. That's largely a reflection of Cranberry's growing reputation as an innovator in local government. But it also has an important practical advantage: Cranberry gets to use leading-edge equipment at little or no cost. And it's a pattern that cuts across departments.

- Several years ago, **RedZone Robotics** – a spinoff from the robotics program at Carnegie Mellon University – wanted to test the feasibility of using their small, self-contained, tractor-drive robots to inspect the underground pipelines of municipal sanitary sewer systems. Prior to that, the use of their robots had been focused on hazardous applications such as nuclear reactors. So they contacted the Sewer and Water division of Cranberry's Public Works Department to see if Cranberry would be interested in serving as a feasibility test site. They were. Today, robots from RedZone roam the Township's 170 mile network, returning razor-sharp video images of clogs, cracks, and leaks that need to be repaired.

- Starting last month **STORZ**, the maker of an emergency breathing tube outfitted with a tiny video camera that helps the medical technician guide its insertion into the injured patient's airway, began testing the practicality of having its \$15,000 device, which they call CMAC, used by ground-based

ambulance services. Until then, only helicopter airlift ambulances had been outfitted with them. The Cranberry Ambulance Corps was selected to be part of that study. The test will cover a period of several months and training in its use will be included – all without charge to the Core. Previous beta tests by the Corps have included a specialized syringe for critical patients as well as certain medications. Emergency medicine physician and Cranberry Ambulance volunteer Richard Wadas has been instrumental in facilitating those studies.

- **Mine Safety Appliances**, with its world headquarters in Cranberry Woods, has an understandable affection for its hometown firefighters. So when MSA needed feedback on its prototype for a fire helmet featuring an integral pull-down face and eye protection shield, it called on the Cranberry Volunteer Fire Company to try it out and tell them what they thought. And when the reliability of a wireless air management and personnel accountability system that MSA was using to

outfit its new air packs needed to be demonstrated in the field, Cranberry was where the system got its real-life shakedown.

- A large trailer currently parked at the Township's wastewater treatment plant on Powell Road is actually the home for an innovative pilot treatment process developed and operated by **ITT Water & Wastewater Leopold, Inc.** of Zelienople. The company's proprietary process takes a portion of the treatment plant's effluent and runs it through a series of biological filters to reduce the effluent nitrogen level. Drafts of legislation limiting nitrogen discharge are currently circulating in the state's General Assembly. If enacted, they could have a major impact on plants like Cranberry's. If successful, the pilot project could become a vehicle for the company to demonstrate its process to the industry at large, and Cranberry has agreed to check it out, free of charge.

- Of course, not all product prototypes turn out to be great successes. Two years ago, a **national food packaging company** wanted to demonstrate how coating rock salt with the juice of beets it processed could improve the effectiveness of road salt in winter. The company provided Cranberry with several vats of the liquid to use in preparing its salt. The treatment was supposed to result in slower melt, longer residual value, and keep salt from bouncing off the pavement. It was a nice idea, but it messed up the spreader and failed to work as advertised.

Oh well. ~

**Buddy System.** Prior to the commercial launch of Mine Safety Appliances' ExtendAire II system, allowing firefighters to share their air supply in critical situations, the company simulated its operation at Cranberry's Public Safety Training Center. Other companies also work with Township departments in field-testing prototypes of their products.



## In Briefs



**Dead Tree Society.** Every time there's high wind or a storm, Cranberry's Public Works department gets called by

residents along Deerfield and Cedar Court in the Fox Run neighborhood reporting damage from trees falling on or near their properties. A wooded area adjacent to the subdivision, with pine trees as tall as 40 feet, stands on Township land. Most are either dead or dying. Last year, the Township cut down a number of dead trees to keep them from falling onto residential property in a storm. This year, a contractor has been hired to grind them into mulch; a separate proposal to remove the remaining trees is currently under review.



### Paved with good intentions.

A contract to pave 6.5 miles of Township-owned residential roads this season has gone to Youngblood Paving – a local contractor, but a new one to Cranberry's resurfacing program. Preparation for the resurfacing includes the widening of Powell Road and removal of two concrete islands between Blue Ridge and Valerie Drive, together with their replacement by a different style of traffic island. Some roads, however, including Mars Road, Brookston Drive, Warwick Lane and Grove Court, required repairs to their base

layers prior to paving. And repairs to catch basins have also been performed along several stretches of road while awaiting resurfacing.

### Relay for Life.

Teams are now forming for the American Cancer Society's 24-hour Relay for Life fund raising event in North Boundary Park starting Saturday, July 17. The marathon relay, which was introduced to Cranberry seven years ago, includes live performances, carnival activities, and food for sale throughout its 24 hours – rain or shine. The opening ceremony will take place at 10:00 Saturday morning with a Survivor Victory Lap followed by a parade of teams. Anyone ever diagnosed with cancer is welcome to participate in the recognition event, free of charge. For more details, email [nancy.verderber@cancer.org](mailto:nancy.verderber@cancer.org).



### Dump your pump.

Sump pumps – electrical pumps used to drain water that accumulates in wet basements – are not unusual, especially in older homes. But the water they draw needs to drain outside the house, where it can be handled as storm water, instead of draining into the home's sanitary sewer lines where it's eventually treated as waste water. Cranberry's sewer and water division has been working hard to keep the two systems separate in order to avoid overwhelming the Brush Creek sewage treatment plant's capacity. If your home has a sump pump, check to make sure its discharge line goes up the cellar wall and drains outside.



**Park in the park.** Progress is continuing on the construction of a much needed new parking lot in the part of Community Park adjacent to the practice field and Rotary Dog Park. Material excavated from road repair and resurfacing projects around the Township is being transported there to form a solid base for the lot. Drainage lines have already been installed, and stabilizing geotextile fabric has been put down as well. The lot is expected to open for public use later this summer.



**Freedom draws nearer.** The Freedom Road Stakeholders Group, which has been working with Township planners for over a year on formulating a long-range plan for that busy corridor, has continued inching closer to a final set of recommendations for presentation to Cranberry's Planning Advisory Commission. Their proposals, if adopted by the Commission and the Board of Supervisors, would trigger an amendment to the Township's comprehensive plan and a revision to the zoning of properties along that corridor allowing for increased density and non-residential use in selected areas.





### More coffees, please.

Cranberry residents will have more opportunities, at more places, to share their thoughts with

Township Manager Jerry Andree throughout the remainder of 2010. During Community Days, stop by the Township tent in Community Park. Or come to one of the other scheduled get-togethers planned for later this summer: Wednesday morning, August 11, at 9:30 at the Audubon Shelter behind the Cranberry Highlands Clubhouse, and Wednesday morning, September 15 at the Haine School Road Fire Station. Other coffees are being scheduled for this fall at times and places to be announced. Stop by for as much or as little time as you can spare. No RSVP is necessary, there is no charge to attend, and coffee is on the Township.

**Emergency cruise.** Last year it was fire trucks from a handful of companies. This year, in addition to its assortment of fire engines, the September 11 commemorative event at Victory Family Church will include ambulances, police cars, and special purpose emergency vehicles from emergency services throughout the tri-state area. More than 500 invitations have been sent to emergency services in Pennsylvania alone and even more are going out to their counterparts in West Virginia and Ohio. Admission to the family-oriented event is free of charge.



**Expo exposé.** Cranberry's second annual Home and Community Expo – a joint project of Butler County Housing and Redevelopment Authority, the Butler County Home Ownership Program, Cranberry Township and United Way of Butler County – has been scheduled for Wednesday, September 29 from 3:00 to 7:00 PM in the Township's Municipal Center. A variety of instructional programs, informational booths, and commercial vendors will be featured at the free event which is focused on issues related to home ownership, social services, and personal career development.

## Free Summer Music Series Kicks Off July 8

A concert by the alternative rock band Bishop Clay at 7:00 on Thursday, July 8, will launch the Township's free 2010 summer evening music season at the Rotary Amphitheatre in Cranberry's Community Park. Performances in the series include:

- Thursday, July 8, 7pm** Bishop Clay, alternative rock
- Friday, July 9, 7pm** Eldorado Band, country music
- Saturday, July 10, 4pm** Radio Disney
- Saturday, July 10, 8pm** Nick Marzock Band
- Thursday, July 15, 7pm** Pittsburgh Banjo Club, banjo classics
- Thursday, July 22, 7pm** Craig Zinger Quartet, jazz
- Thursday, July 29, 7pm** Swingtet 8, classic swing band
- Thursday, August 5, 7pm** Sydney Hutchko, country singer
- Thursday, August 12, 7pm** Big Fat Jazz, jazz band

Cranberry Rotary will offer a limited selection food for sale at the concert site. Concert goers are encouraged to bring their own lawn chairs and blankets. In case of rain, audience members will be invited to share the Amphitheatre's covered stage with the artists during their performance. ~





## JULY

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

☛ Cranberry Library 724-776-9100

☼ Cranberry Highlands 724-776-7372

\* Cranberry Customer Service 724-776-4806

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

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

THURS <b>1</b> <b>Board of Supervisors Mtg</b> Cancelled	FRI <b>2</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Firecracker Family Night Swim</b> Community Waterpark, 9–11pm	SAT <b>3</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm	SUN <b>4</b> <b>INDEPENDENCE DAY</b> <b>Race for Virginia and Friends 5K Run/Walk</b> Community Park, 7:30am	MON <b>5</b> Twp Offices Closed
TUES <b>6</b> <b>Planning Commission Mtg</b> Municipal Ctr, Council Chambers, 7pm <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm	WED <b>7</b> <b>CVE Elementary School Spirit Night Swim</b> Community Waterpark, 9–11pm	THURS <b>8</b> <b>Senior Ctr Monthly Birthday Party</b> Municipal Ctr, Senior Ctr, 9:30am–2pm <b>CTCC Community Days</b> Cruisin Cranberry Carnival, Community Park, 4–11pm Bishop Clay Concert, Community Park, 7pm		
FRI <b>9</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>CTCC Community Days</b> Cranberry Rotary Chicken BBQ, Municipal Ctr, 11am–7pm AHA Beanbag, CTAA Tournaments, Carnival, Eldorado Concert, Community Park, 4–11pm <b>Teens Only! Splash Bash</b> Waterpark 9–11pm	SAT <b>10</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm <b>CTCC Community Days</b> Lions Pancake Breakfast, Cranberry Area Chamber Chase 5K, Carnival, Booths, Radio Disney, Nick Marzock Band Concert, Fireworks, Community Park, 8am–11pm	SUN <b>11</b>		
MON <b>12</b>	TUES <b>13</b> <b>Cranberry Senior Citizen Mtg</b> Municipal Ctr, 1pm <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm	WED <b>14</b> <b>Magic Show</b> Library, 2:30pm <b>St. Kilian's Elementary School Spirit Night Swim</b> Waterpark, 9–11pm <b>Astrology to Astronomy: Making the Connections</b> Library, 7pm	THURS <b>15</b> <b>Teen Tye-dye Day</b> Library, 2–4pm <b>Concerts in the Park</b> <i>The Pittsburgh Banjo Club</i> , Community Park, 7pm	FRI <b>16</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Teens Only! Splash Bash</b> Waterpark 9–11pm
SAT <b>17</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm <b>Relay for Life</b> North Boundary Park, 10am	SUN <b>18</b> <b>Relay for Life</b> North Boundary Park, ends at 10am	MON <b>19</b> <b>Zoning Hearing Board</b> as needed* Municipal Ctr, 7:30pm	TUES <b>20</b> <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm	WED <b>21</b> <b>UPMC Wellness Series</b> <i>Carpal Tunnel Syndrome</i> Municipal Ctr, Senior Ctr, 12:30pm <b>Little Linguist: Chinese Story Immersion</b> ☛ Library, 10:30–11:30am <b>St. Gregory's Elementary School Spirit Night Swim</b> Waterpark, 6–8pm
THURS <b>22</b> <b>Concerts in the Park</b> <i>Craig Zinger Quartet</i> , Community Park, 7pm	FRI <b>23</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Friday Dinners in the Audubon Shelter</b> ☼ Cranberry Highlands, 6pm <b>Teens Only! Splash Bash</b> Waterpark, 9–11pm	SAT <b>24</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm	SUN <b>25</b>	MON <b>26</b> <b>Planning Commission Work Session</b> Municipal Ctr, Council Chambers, 5:30pm
TUES <b>27</b> <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm	WED <b>28</b>	THURS <b>29</b> <b>Concerts in the Park</b> <i>Swingtet 8</i> , Community Park, 7pm <b>Board of Supervisors Mtg</b> Municipal Ctr, Council Chambers, 6:30pm	FRI <b>30</b> <b>Farmer's Market</b> Municipal Ctr, 3:30–6pm <b>Cranberry CUP Neighborhood Golf Outing</b> 8am; Kick-Off Party, Cranberry Highlands, 6:30pm <b>Teens Only! Splash Bash</b> Waterpark 9–11pm	SAT <b>31</b> <b>Farmer's Market</b> Rt. 19 Fire Station, 10am–1pm <b>Cranberry CUP Softball Tournament</b> Community Park, 10am

## AUGUST

<b>SUN</b> <b>1</b>	<b>MON</b> <b>2</b> <b>Planning Commission Mtg</b> Municipal Ctr, Council Chambers, 7pm <b>Book Club</b> Library, 7pm	<b>TUES</b> <b>3</b>	<b>WED</b> <b>4</b> <b>Family Game Night</b> Library, 7pm	<b>THURS</b> <b>5</b> <b>Board of Supervisors Mtg</b> Municipal Ctr, Council Chambers, 6:30pm <b>Concerts in the Park</b> <i>Sydney Hutchko</i> , Community Park, 7pm
<b>FRI</b> <b>6</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Teens Only! Splash Bash</b> Waterpark 9–11pm	<b>SAT</b> <b>7</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm	<b>SUN</b> <b>8</b>	<b>MON</b> <b>9</b>	<b>TUES</b> <b>10</b> <b>Cranberry Senior Senior Citizen Mtg</b> Municipal Ctr, Council Chambers, 1pm <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm
<b>WED</b> <b>11</b>	<b>THURS</b> <b>12</b> <b>Senior Ctr Monthly Birthday Party</b> Municipal Ctr, Senior Ctr, 9:30am–2pm <b>Concerts in the Park</b> <i>Big Fat Jazz</i> , Community Park, 7pm	<b>FRI</b> <b>13</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Teens Only! Splash Bash</b> Waterpark 9–11pm	<b>SAT</b> <b>14</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm	<b>SUN</b> <b>15</b>
<b>MON</b> <b>16</b> <b>Zoning Hearing Board</b> as needed* Municipal Ctr, 7:30pm	<b>TUES</b> <b>17</b> <b>Totally Tubular Tuesdays Night Swim</b> Community Waterpark, 9pm	<b>WED</b> <b>18</b> <b>UPMC Wellness Series</b> <i>A Rational Plan for Weight Loss</i> Municipal Ctr, Senior Ctr, 12:30pm	<b>THURS</b> <b>19</b>	<b>FRI</b> <b>20</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm
<b>SAT</b> <b>21</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm <b>Emergency Services Cruise</b> Victory Family Church, 10am–2pm	<b>SUN</b> <b>22</b>	<b>MON</b> <b>23</b>	<b>TUES</b> <b>24</b> <b>Infant Family Time with Children under 2 years</b> Library, 11am or 1pm	<b>WED</b> <b>25</b> <b>Little Linguist: Hindi Story Immersion</b> * Library, 10:30–11:30am <b>2–3 Year Old's Storytime</b> Library, 7pm
<b>THURS</b> <b>26</b> <b>2–3 Year Old's Storytime</b> Library, 11am <b>Board of Supervisors Mtg</b> Municipal Ctr, Council Chambers, 6:30pm	<b>FRI</b> <b>27</b> <b>Farmer's Market</b> Municipal Ctr, Rear Parking Lot, 3:30–6pm <b>Friday Dinners in the Audubon Shelter</b> ☼ Cranberry Highlands, 6pm	<b>SAT</b> <b>28</b> <b>Farmer's Market</b> Rte 19 Fire Station, 10am–1pm	<b>SUN</b> <b>29</b>	
<b>MON</b> <b>30</b> <b>Parks and Recreation Fall Program Registration</b> <b>Planning Commission Work Session</b> Municipal Ctr., Council Chambers, 5:30pm	<b>TUES</b> <b>31</b> <b>Infant Family Time with Children under 2 years</b> Library, 11am or 1pm	<b>Registration may be required for some programs. For more information, call:</b> ☼ Cranberry Library 724-776-9100 * Cranberry Customer Service 724-776-4806 † Parks and Recreation 724-776-4806 ext. 1129 ☼ Cranberry Highlands 724-776-7372 ☞ Seniors for Safe Driving 1-800-559-4880		

# SEPTEMBER

WED 1 Zucchini Cookoff Library, 7pm 2-3 Year Old's Storytime Library, 7pm		THURS 2 2-3 Year Old's Storytime Library, 11am Board of Supervisors Mtg Municipal Ctr, Council Chambers, 6:30pm		FRI 3 Farmer's Market Municipal Ctr, Rear Parking Lot, 3:30-6pm		SAT 4		SUN 5			
MON 6 LABOR DAY All Township Offices closed		TUES 7 Planning Commission Mtg Municipal Ctr, Council Chambers, 7pm Infant Family Time with Children under 2 years Library, 11am or 1pm		WED 8 Rosh Hashanah begins at sunset 2-3 Year Old's Storytime Library, 7pm		THURS 9 2-3 Year Old's Storytime Library, 11am Senior Ctr Monthly Birthday Party Municipal Ctr, Senior Ctr, 9:30am - 2pm					
FRI 10 Farmer's Market Municipal Ctr, Rear Parking Lot, 3:30-6pm		SAT 11 Puppy Plunge † Waterpark, 3 sessions: 9am-2:30pm		SUN 12		MON 13 Book Club Library, 7pm		TUES 14 Cranberry Senior Senior Citizen Mtg Municipal Ctr, Council Chambers, 1pm Infant Family Time with Children under 2 years Library, 11am or 1pm			
WED 15 Coffee & Conversation with Township Manager Haine Fire Station, 9:30am Book Club Library, 10am UPMC Wellness Series A Over The Counter Medicines Municipal Ctr, Senior Ctr, 12:30pm THE CHAMBER Taste of Cranberry Municipal Ctr, 5-7pm 2-3 Year Old's Storytime Library, 7pm				THURS 16 2-3 Year Old's Storytime Library, 11am		FRI 17 Yom Kippur begins at sunset Farmer's Market Municipal Ctr, Rear Parking Lot, 3:30-6pm					
SAT 18 Free Electronic Collection Day Public Works, 10am-2pm		SUN 19		MON 20 Zoning Hearing Board as needed* Municipal Ctr, 7:30pm		TUES 21		WED 22		THURS 23	
FRI 24 Farmer's Market Municipal Ctr, Rear Parking Lot, 3:30-6pm Friday Dinners in the Audubon Shelter Cranberry Highlands, 6pm		SAT 25		SUN 26		MON 27 Planning Commission Work Session Municipal Ctr, Council Chambers, 5:30pm		TUES 28 4 & 5 Year Old's Storytime ♣ Library, 11am or 1pm			
WED 29 Home and Community Expo Municipal Ctr, 4-8pm Family Pajama Storytime Library, 7pm		THURS 30 Final Day to Pay SVSD Real Estate Tax at 2% discount 4 & 5 Year Old's Storytime ♣ Library, 11am or 1pm		Registration may be required for some programs. For more information, call: ♣ Cranberry Library 724-776-9100 * Cranberry Customer Service 724-776-4806 † Parks and Recreation 724-776-4806 ext. 1129 ✿ Cranberry Highlands 724-776-7372 ⇨ Seniors for Safe Driving 1-800-559-4880							



## Seneca Valley Named Technology Excellence Winner

By Linda Andreassi, Communications Director, Seneca Valley School District

Keeping up with the future is not an easy task when you consider the advancements in personal communication devices, computers, electronics, the Internet, wireless capabilities, software, and more.

Everything, it seems, can be done electronically, and all of it is smaller, lighter and faster than just yesterday.

Most five year olds are better able to manipulate a computer mouse today than those who entered school just a few years ago. Teenagers will tell you that their lives revolve around all things electronic. Certainly there are technology pros and cons that can be debated endlessly, but let's face it; it's here to stay and Seneca Valley's stance is that we must embrace it.

"As technology becomes a routine part of our every day lives, students are becoming more proficient in the use and application of technology," said Dr. Matthew McKinley, assistant superintendent for 7-12 instruction. "It's imperative that we keep up."

As such, it would only make sense that Seneca Valley has been running along side these fast-moving changes and was recognized in May as being a technology leader in the state of Pennsylvania.

Specifically, the Seneca Valley School District was named a winner in the 2010 Pennsylvania School Board Association's Annual Excellence in Technology Awards Competition. The prestigious award was bestowed upon the district after submitting a detailed application explaining a number of initiatives the district has in support of technology integration across the district in three main areas: communication, instruction, and infrastructure.

Technology plays a strong role in that as a resource it makes Seneca Valley more efficient and increases engagement with students, staff, and parents. The district's technological approach assures the school

community that the systems and structures on both the instructional and informational side are current and up-to-date.

Just a few examples include the district's one-of-a-kind Cyber Service Program, district-wide WiFi, AlertNow Parent Notification System, a personalized URL system to collect student information, and a computer-based benchmark assessment system that enables the district to assess each student in kindergarten through grade 11 at multiple points throughout the school year.

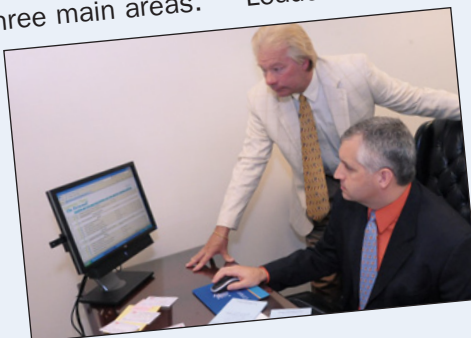
This doesn't even begin to touch on the various software and hardware upgrades or the installation of SmartBoards and televisions in the classrooms.

"Technology filled the gap that had prevented us from reaching a lot of students in the past," says Dr. Donald Tylinski, Seneca Valley School District Superintendent.

PSBA noted that Seneca Valley was chosen as a winner because the district's technology plans:

- Are in alignment with the district's educational goals.
- Are supported at the district level.
- Demonstrate evidence of improved student achievement.
- Demonstrate long-term commitment by the school board and community as reflected through moral and financial support.
- Have a positive impact on instructional practices, administrative operations, increased parental involvement and/or community support.

As part of the award, Seneca Valley will also be recognized at the 2010 PASA-PSBA School Leadership Conference in Hershey in October at the opening session, as well as at the Educational Excellence Fair on October 13.



Superintendent Dr. Donald Tylinski and Dr. Jeffrey Fuller review one of the many Web-based resources the district uses to monitor student success.



## Deep Gas Is Re-Energizing The Region's Economy

Cranberry's involvement in energy production is nothing new. Abundant woods, exposed coal seams, and small pockets of oil sustained the domestic needs of the Township's farm community through most of its history.

A handful of pumpjacks – reciprocating piston pumps installed atop old oil wells in the Township – still remain and, once in a great while, can even be seen in use. However those wells were built to tap into shallow reserves – rarely more than a few hundred feet from the surface – and their reservoirs have long since been depleted.

But now that history of energy extraction is starting to come around again – only this time on steroids.

Geologists have known for years that the Marcellus Shale layer – a relatively thick, 380 million year old sedimentary rock formation 5,000 to 9,000 feet below ground – contained significant reserves of natural gas. As a practical matter, however, there was no economical way to extract it in commercial quantities. That is, until recently.

Sophisticated new drilling technologies, perfected over the past decade, are now capable of recovering natural gas from those deep reserves where it can be profitably sold at competitive prices. Their commercialization is giving new energy to Cranberry's economy as well to those of communities across a broad swath of Pennsylvania. And if projections about the enormous volume of gas which can be recovered are anywhere near to being accurate, it could lead to a sea change in America's strategic posture, as well as in its economic makeup, for generations to come.

Already, leases to build wells in state parks and on private properties in rural parts of the state have become hot commodities. Companies operating in the production and transmission phases of the hydrocarbon business are investing heavily in the future of Pennsylvania natural gas. And throughout the Pittsburgh area, places like Cranberry – although not itself a primary production center – are also becoming its beneficiaries with out-of-town energy companies moving their corporate, technical, and support operations into local business parks.

Texas Keystone, which operates 930 wells in New York and Pennsylvania, set up headquarters in O'Hara Township's RIDC Park. Sylvan Energy, with more than 75 Marcellus wells, opened its headquarters on Grandview Avenue, in Mt. Washington. East Resources, Inc., now the largest oil producer in the Appalachian Basin, made Thorn Hill Industrial Park its Pennsylvania headquarters. So did Phillips Resources. And in June, the U.S. Shale Headquarters of Canada's Talisman Energy moved into

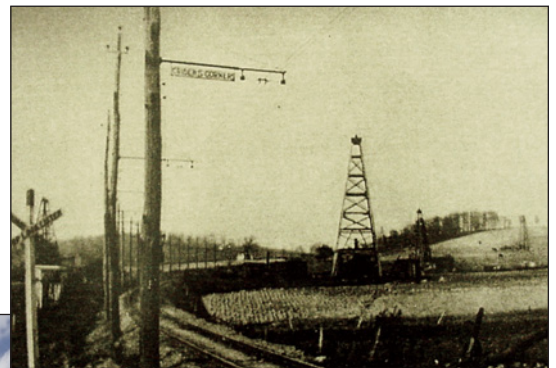
a newly finished building on Thorn Hill Park's Pennwood Drive.

***Natural gas from deep reserves is giving new energy to Cranberry's economy as well to those of communities across a broad swath of Pennsylvania.***

Talisman Energy USA Director of Government and Media Relations Mark Scheuerman, who is relocating from upstate New York to work in the new Cranberry facility, calls the Pittsburgh area 'Main Street in the Marcellus.'

"It's strategically located within what appears to be the fairway for the

Marcellus shale," he said. "We're off and running, but it's really in the early stages here and one of the primary things you need to do is to recruit a skilled workforce. So being here gives us the best chance to do that in the Marcellus region. You've got a terrific spectrum of workforce training providers. And Cranberry is right near the Turnpike, 19, 228 and I-79, which is a great way for people to come and go to the workplace and then head off to our operating areas. Also, it's just a great place to live." ~



***Renewed energy.*** Criders Corners, in the early years of the 20th century, was the site of an electric trolley line station and locally-owned oil wells which supported Cranberry's agricultural economy. Now they're gone, but today, deep-well gas from the Marcellus Shale formation is coming on strong and production companies are finding themselves right at home in and around the Township.

## Harvesting The Sun, Howling In The Wind

Okay, you've had it with utility companies. You hate paying the bills, you can't stand being dependent on other people for essential services. You just want to drop off the grid and rely instead on your own wits and resources.

It's going to require a significant amount of work and upfront investment. But with the renewable energy technologies now starting to come into the marketplace – combined with some attractive government incentives – it is becoming increasingly practical. And Cranberry supports the use of alternative energy sources. Its 2009 comprehensive plan identified the use of alternative energy systems as an element of its sustainability goal – regardless of whether it ends up as your primary or secondary source of power.

For the time being, at least, there are very few homes or businesses in Cranberry that actually draw power from renewable energy generators on their own property. But there is a growing interest in finding ways of capturing solar and wind energy to replace purchased power. So the introduction of private wind turbines and solar collectors into the Township seems inevitable. But should there be rules governing their use? And if so, what should they be?

To keep the Township a step ahead of any widespread installation of on-site generating systems, Cranberry's Board of Supervisors is considering an ordinance to regulate the locations, noise levels, heights, setbacks and other features of

renewable energy systems that have potential impacts on neighboring properties. "Our goal is not to prohibit them – we actually want to encourage them – but to do so in a way that mitigates those impacts," Chief Planning Officer John Trant, Jr. pointed out.

In most situations, when an alternative energy system installation is intended for the private use of the property owner, getting a permit to put up solar panels or wind turbines is handled in much the same way as getting permits for sheds or decks – there are a handful of requirements and limitations involved, but it's a fairly quick and simple process.

However the ordinance itself is breaking new ground, at least for this part of the country, and the issues it anticipates may or may not be the ones that surface once the use of wind and solar collectors becomes more common. "There are a few unknowns with these kinds of devices," Community Development Director Ron Henshaw acknowledged.

"We don't know for sure how many challenges may arise out of it. Some townships opted to restrict wind turbine flicker; however we have chosen not to regulate it at this point. There are sound limits, measured at the property line, but the typical residential wind turbine is no louder than the compressor for your home air conditioning unit. Height is also important; we've set the residential wind turbine no



***The introduction of private wind turbines and solar collectors into the Township seems inevitable.***

higher than 50 feet from the ground. And there are established setbacks from property lines that all devices must be installed in accordance with," he said.

In the case of solar panels, there are also limits on the amount of roof coverage related to fire safety. Cutting holes in a building's roof to vent the fire is common in fighting structure fires. But it's never easy. "Cutting a hole in a roof while a building's on fire is extremely hazardous, even in the most ideal conditions," Henshaw explained. "Are we going to tell the firemen that you're now going to have to deal with a bunch of solar panels on a roof? I don't think so." So the ordinance specifies that no more than half of the roof's surface may be covered with panels.

But there is also a possible payback, at least in theory, for homes with both photovoltaic solar panels and commercial electric service. It's this: in case the homeowner generates more power than they can use, the electric company is required to buy that surplus electricity back from them. ~

**Growing Smarter.** The Smart Growth Partnership of Westmoreland County – a program of Penn State Cooperative Extension – selected The Cranberry Plan as the winner of its 2010 Smart Growth Award for Municipal Plan Implementation. The Smart Growth Partnership recognizes developments, projects, individuals and groups which have distinguished themselves by promoting and achieving smart growth. Criteria included encouraging a mix of land uses; creating walkable neighborhoods; fostering distinctive, attractive communities with a strong sense of place; preserving open space; energy efficiency and resource conservation.



*Going, going, gone!*

## Cranberry's Power Buy

Every day, somewhere in cyberspace, there's an auctioneer bringing down a virtual gavel, closing the sale on megawatts of power from the lowest priced vendor. Their buyers sometimes include you.

Saving energy has been a long-standing priority for Cranberry, which last year spent more than \$800,000 on its combined gas, fuel and electric bills. But at a time when most commodity prices are relentlessly marching upward, wholesale electricity prices are going down; they're actually cheaper now than they were six years ago. Part of it has to do with the slow economy, which has kept a damper on energy-intensive industrial production. And there's also the natural gas market, which is beginning to see the effects of new supplies coming on line from the Marcellus shale formation.

But knowing that there's cheap power out in the wholesale market, and actually securing that power for your own retail consumption, are two different things. Getting there requires organization and strategy and leverage – all of which are elements of Cranberry's constantly evolving approach to buying power.

"The electric market has just tumbled," Public Works Director Jason Dailey explained. "It has really come down. But by pooling with our neighbors and local businesses, we're able to take even further savings into the marketplace and reap that benefit."

Part of the Township's approach has involved retaining a consultant familiar with the ins and outs of the wholesale electric market. Cranberry recently extended its contract with OnDemand Energy, its power buying consultant for the last two years. That renewal comes at a time of

major change in the transmission business – the delivery side of the electric industry – which is regulated by the Public Utility Commission and operated by private regional transmission organizations, or RTOs. Cranberry had to carefully examine the proposed migration of its supplier, Penn Power, away from its current RTO to a new one, scheduled to happen in June of 2011.

This past spring Direct Energy, a supplier that purchases huge blocks of power in the wholesale market and then re-sells pieces of them to major buyers at the retail level, agreed to extend the existing pool of customers – which includes Cranberry Township – to January of 2014 in order to take advantage of current low wholesale prices. That extension period had to be carefully negotiated since the RTO would be changing during the extension term. Other pool members benefitting from the extension include Seneca Valley School District, Mine Safety Appliances, and Medrad – each of which also consumes a lot of power.

Like eBay, the mechanism for buying that power involves an online auction. But unlike eBay, it's a reverse auction. So, for example, OnDemand Energy will go to the auction to buy five megawatts of power for the pool, and there will be sellers who offer five megawatts at various asking prices; the lowest price offered wins the sale. But it gets complicated, so a manager is needed whenever the sale involves a large pool of customers. OnDemand Energy acts as that manager, scheduling reverse



auctions and determining when and how much power to buy at each.

"The consultant has our proxy to bid on Cranberry's behalf so we don't have to have someone on staff here, glued to the screen all the time. But we will have access to see it," Dailey said. "We won't be the ones who push the button that says 'buy now.' But we'll be able to see how it's working, when people are bidding, and how it will affect our energy costs here in Cranberry over time."

***Like eBay, the mechanism for buying that power involves an online auction.***

~



## Step Up Summer Safety

- Avoid open trash burning or burn barrels; they're against the law in Cranberry Township
- Take precautions with recreational bonfires – fire spreads quickly in dry weather
- Lock your parked car – even in your driveway. Thefts from unlocked cars are common.
- Make your street number easily visible; it helps emergency responders get there a lot sooner.
- Don't use percussive or rocket-type fireworks in Cranberry; sparklers and spinners are okay.
- Wear a bicycle helmet when you ride and make sure your kids wear theirs, too.



## Public Works Technicians To Offer White Glove Saturday Service To Cranberry Water Customers

Weary of missing work while having to wait for a service technician to show up? Particularly in households where both adults work, the burden of staying home to let in the plumber or exterminator, or cable guy can get old quickly. The same for water service technicians.

So starting in June, Cranberry Township's Public Works Department began scheduling residential calls for meter readings, repairs, testing and home inspection turn-on/turn-off service during the second Saturday of every month starting in June. The addition of a weekend schedule to the Department's regular work calendar came in response to pleas from a growing number of residents who were finding it difficult to let technicians into their homes during normal weekday hours.

"We want to branch out and provide a regular alternative to typical business hours service calls," Public Works director Jason Dailey explained.

In the past, Saturday calls had sometimes been scheduled, but it was the exception, and only happened when it became necessary for customers who were simply unavailable during the Department's normal work times. Starting in June, however, Cranberry's Customer Service Department began scheduling Saturdays upon request and placing reminder calls the afternoon before to confirm the visit.

Service calls for Saturday will be on a first-come, first-served basis and limited to current residential customers.

"We're going to limit our construction-related offerings because we're expecting the service representative who goes into homes to have a clean appearance – not with mud on his boots," Dailey said, with a nod to the dirty work often required in servicing new construction sites.

In addition to enabling home inspections, the Department's Saturday turn-on/turn-off service is directed toward people who are



***"We want to branch out and provide a regular alternative to typical business hours service calls."***

moving out or who have just moved in. "A lot people move on Saturdays, but we've had to turn their water off on Friday because we didn't have Saturday service," he said. "Now we'll be able to do it if they move on the second Saturday of the month. If the real estate agent wants the water turned on for the home inspection, we'll be able to do that. And there's no special fee associated with the Saturday service." ~



## Welcome To Traffic Central

Traffic control in Cranberry is about to undergo a major upgrade. Using funds from a state grant which was redirected to the Township by Westinghouse, a newly built Traffic Operations Center is being readied to open, complete with new video cameras which will be placed along Route 19 for traffic management and incident control – challenges that keep growing along with the Township's population and workforce.

"It's all for administrative and traffic operations use," Public Works Traffic and Communications Technician Marty McKinney assures visitors to the new control station. "We're going to be able to see what's going on from a remote location and track it with data on the new system. The video cameras can look around, but we have no plans for recording at this time. We're not taking your picture for red light running; there is no enforcement aspect."

The new system McKinney refers to is the outgrowth of a \$585,000 grant – part of the state's 2006 incentive package to lure Westinghouse to Cranberry. "It has allowed the Township to completely overhaul the traffic operating system," McKinney explained. "It's a very significant upgrade for Cranberry. It includes new fiber optic cables for a large portion of our infrastructure. And it includes new space in the Public Works building for traffic operations."

"When we go live, it's going to work the 27 signals currently online. And before the end of summer, the rest of Freedom Road, and potentially some of Rochester Road, will be online as well. By the summer of

next year, the Township will have all but a handful of signals remotely tied into the operating system. Route 228 all the way out to Heritage Creek in Adams Township is on there already.

"We're being very frugal. We're getting a lot of bang for our buck. We're doing as much of it as possible in-house," he said. "This is a very significant upgrade in our infrastructure; it allows us to do almost anything we need. We can look at the data, we can tell how it affects the system, and we can actually see a visual representation of what I'm interpreting in real time. I'm blown away by the technology we're going to have."

The Township's new Traffic Operations Center occupies 1,000 square feet on the upper level of the Public Works building. It includes two offices, a new computer room, and an operations space for displaying images in real time from practically any source. The Center is equipped with observation windows in the hallway for visitors to see the operation as it's going on.

"I can say, as the person responsible for operating the traffic system out here, that Cranberry takes daily traffic issues as seriously as any municipality in Western Pennsylvania. We have some of the busiest roadways of anybody in the state. I challenge you to find any other



**Lights, cameras, action!** A sophisticated system of cameras, computers, and connecting cables used to manage roadway incidents and control the timing on 27 traffic lights in Cranberry will be coordinated from a new Traffic Operations Center currently under construction in the Township's Public Works building.

community that has the road structure we have and puts more cars up and down it any given day. We put as many cars and trucks through the 19/228 intersection as go up and down the Turnpike every day – only we have to stop them every couple minutes. So the impact of what we have to do with traffic here is huge."

"I got a text message this morning saying that westbound 228 was all backed up at the ramps," he recalled. "It's like that two or three days a week. We're already beyond our timing parameters. And there are more people using the same amount of roadway. With X amount of roadway, in Y amount of time, you can only move Z amount of cars through. We're doing the best we can with the infrastructure we have, and this new grant is going to allow us to have a lot more flexibility with the signal part." ~

***"This is a very significant upgrade in our infrastructure; it allows us to do almost anything we need. I'm blown away by the technology we're going to have."***



## Township Fire Hydrants To Sport Colorful Caps

Cranberry's fire hydrants may not be pretty, but their distinctive red and yellow paint scheme makes them easy to spot. And that's important.

But not all fire hydrants are equal. Some are able to put out a lot more water than others, and to firefighters, that's a critical difference. So to help emergency responders quickly determine whether the flow of any given hydrant is adequate and how much line pressure can be safely added by the fire truck, Cranberry is starting to repaint all 1,400 of its hydrants according to a color code developed by the National Fire Prevention Agency in 2007.

Some will be solid red. Others, while retaining their red stems, will have their caps and nozzles painted a different color, corresponding to its fire flow rating. The lowest flow category – under 500 gallons per minute – will be all red. Blue-capped hydrants will have the highest flow – over 1,500 gallons per minute. Between them are orange hydrants, with 500 to 999 gallons per minute, and green ones, rated at 1,000 to 1,500 gallons a minute.

Because a hydrant's fire flow rating is determined by a number of factors including terrain, distance from storage tanks, and proximity to pump stations, it's possible to have different hydrant ratings within the same housing plan. And it's not simply the size of its supply line.

"Just because a hydrant's coming off a 12-inch line doesn't mean it's going to flow more than a line that's 8-inches," Joe Leavens of Public Works explained. "It's the hydraulics of the system. It has to do with elevation and infrastructure and friction of the water traveling through that length of that pipe. Gravity is actually the bigger factor."

Fire flow ratings for all of Cranberry's fire hydrants have been mapped and entered into a computerized water model, which was developed several years ago by Chester Engineering. Those calculations have been confirmed by live fire plug tests that the Township has conducted over the years in connection with its annual flushing program. And essentially every new development in Cranberry is required to do live fire plug testing prior to occupancy.

The NFPA color code signals firefighters the rate at which they can run their pumps without sucking the supply line dry or overloading their fire engine's pumps. "We do not want the Fire Company to cause a vacuum and collapse our water lines," Leavens said. "They'll know by looking at the hydrant cap that they can only flow their pumps at, say, 800 gallons a minute because this hydrant can't put out more than 1,000. When they come up to hydrants that are 1,200 to 1,500, they may not need to run their pumps at all. In about 70 percent of the Township, they have no need to because the pressure is sufficient to fight a fire. But people shouldn't

be concerned about their safety because it's actually the fire department's pumps that determine the water flow onto a fire."

Hydrant repainting in Cranberry, using a special \$73 a gallon coating, was scheduled to begin the third week of June.

"We're going to continue our normal maintenance and, over time, we will paint all the hydrants and they will all be coded to mark their flow," he said. "It will take place over a period of several years. If a student needs to do a senior project, this one would be perfect. In the meantime, if someone is required to do 20 hours of community service, let's get them out there to paint some fire hydrants."

Eventually, the state's building code will require the developers of new housing plans to install hydrants already marked with the proper colors so that Township staff won't need to repaint them. "We want hydrants that will stand out, day and night, in all weather, and be just as visible two years from now as it was the day they were painted," Leavens said. ~

***Flow ratings for all of Cranberry's fire hydrants have been mapped and entered into a computerized water model, which was confirmed by live fire plug tests.***



**Go with the flow.** Hydrants in the township are being repainted to signal their flow rates. Red is under 500 gallons per minute; Orange is 500 to 999; Green is 1,000 to 1,500; blue is over 1,500.

*Firefighter profile:*

## Need A Hand? Just Ask Jim McConnell

Cranberry volunteer firefighter Jim McConnell freely admits that he is not

an especially religious man. But he is absolutely sure that divine intervention played a central role in his life – a life which nearly ended in a disastrous wreck more than 30 years ago.

Around 11:00 one summer night in 1977, while riding to the North Boundary Road home of a friend, McConnell's motorcycle struck a series of guardrails, mangling his right arm and throwing him over an embankment. The injuries were horrific, and even after weeks of rehabilitation, the damaged limb never showed real improvement. If anything, it had become an additional hazard – putting him at risk of further serious injury in his job with Cranberry's Municipal Sewer and Water Authority. So in November 1978, at age 23, he reluctantly agreed to have it amputated.

For anyone, the loss of a limb can be devastating. But far from feeling sorry for himself, McConnell emerged as one of the happiest, most fulfilled people anyone could ever hope to meet. Although the motorcycle wreck and loss of his right arm marked an important turning point, McConnell was determined that his life would be defined by his abilities, not his disability.

That process began with meticulously teaching himself to become proficient with his left hand. "What helped me learn to use my left hand was when my brother told me to paint-by-number, so that's what I did. The picture

I painted was of a fireman's helmet with a bugle and the American flag," he reflected. "So it all kind of comes together." The project took him several weeks, but the patience it required has stayed with him.

"As I see it, either you're going to get the job done or you're going to screw it up," McConnell said. "So you just take your time and do it right. It doesn't matter how long it takes." As a result, he has not only learned to master the skills of daily life, but also a series of life-saving techniques acquired through extensive fire training that most able-bodied people would find intimidating.

"Jim can do more with his one good arm than I could with eight good ones," Fire Company President Bruce Hezlep admits, only half facetiously. But like any firefighter, he had help from people along the way. One was the late Bill Sexton who, as McConnell's mentor, nicknamed him 'lefty' – a sobriquet which stuck and is today emblazoned on his helmet and work shirt.

However his service in the Fire Company was not continuous. In 2001, more than 25 years after an initial stint as a firefighter, McConnell re-enlisted. This time he joined its fire police unit – an assignment he regards as one of the fire company's most challenging.

Then five years ago, he took another step, moving over to the brigade – the side of the fire company that actually carries out rescues and fights structure fires. That required additional training, which he took along with fellow firefighters Ryan and Ray McDonald and Mike Hanks. "We were the four from Cranberry and we stuck together," he recalled.



**To the rescue.** Jim McConnell, a certified rapid intervention team firefighter and tower truck operator, was elected earlier this year as Director at Large for the Fire Company – the organization's administrative side – where he continues to chair its Community Days Committee.

"It was amazing because at the time they were 18, 19, and 21, and here I am, a 50-year old, getting back into the fire service and taking Essentials Training. But I didn't have any trouble doing it.

"We had a trainer in here the other day," McConnell noted. "When he saw me in the classroom, he kind of looked at me as if to say 'what's a one-armed guy going to do?' But later, after we went into the training tower, he turned to Chief Bill Spiegel and said 'he's a heck of a guy. Is there anything he cannot do?' And the Chief said 'no. He knows his limitations, but there's nothing he can't do.' I take their word for that; it gives me the will power to do it."

For McConnell, the investment of time has paid big personal dividends. "It's a great feeling knowing that you're helping people," he observed, "just a real good feeling." ~

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

## Fire Company EAP Helps Put Out Fires At Home

Volunteers, by definition, aren't paid. But members of the Cranberry Township Volunteer Fire Company now receive a workplace benefit of real value – one that the Township also offers its paid staff. Cranberry firefighters are now eligible for the Employee Assistance Program services of LifeSolutions, a unit of UPMC which offers a wide range of support, referral, counseling, and informational services to members and their families.

This spring, in support of its recruitment and retention program, the Fire Company extended the Employee Assistance Program benefit to its own volunteers as well. According to the organization's website, their service – which is available in person, by phone, and online around the clock – is

designed to help individuals achieve a better life-work balance so they can enjoy their time at home and perform better at work.

Some of its offerings, not surprisingly, are designed to help people deal with personal crises, health problems, and workplace challenges. But the organization offers much more than a helping hand through difficult times.

"The assistance program isn't just for bad things," according to Fire Company Assistant Administrator Mark Nanna, who had discussed the program at length with a



LifeSolutions representative.

"Everybody thinks that it's for when you're having problems with your spouse, or kids, or financial or drugs and alcohol or suicide and so on. But you can go in there and say you want to remodel your house; they'll assist you in getting a contractor.

They'll help you write wills. They'll help you work with your aging parents. If you're having car problems, they'll find you a reputable repair shop and get you lined up for it. They even have a section where they'll help you with legal matters. I was really amazed after I sat down and talked to the guy." ~

## Pool Safety Is Not An Option – It's A Requirement

*Swimming pools are great. But they can also be a great hazard; last year there were more than 3,000 accidental drownings in the United States. So whether you're building your own swimming pool or using someone else's, safety needs to remain your top priority. If you live in Cranberry, that starts with following the Township's code requirements for securing a pool or spa permit.*

### **Pools, Spas and hot tubs – whether in-ground or above-ground – require Township permits.**

- Township inspection, approval, and Occupancy Certification are required prior to pool use
- Pools must be securely fenced to at least four feet above ground
- Pool fence gates must be self-closing and latching
- Any house doors opening to the pool area must have an alarm system installed
- Remove anything nearby that could allow a person to climb the fence
- All electrical components must be in good repair and correctly installed
- Submerged drains and suction outlets must have entrapment protection
- Filters, pumps, electrical and mechanical equipment must be at least 4 feet away from the pool or else enclosed by a 4-foot fence

### **In using any pool, smart precautions and sensible conduct are essential to safety**

- Completely remove pool covers before using the pool
- Don't run at the pool site; it can lead to serious slip-and-fall accidents
- Always swim with a companion and never leave children unsupervised
- Keep a flotation device close to the side of the pool
- Keep a telephone by the pool
- Remain vigilant; select a designated pool watcher
- Keep young children out of hot tubs and spas; they may become overheated
- Enroll kids older than four in swimming lessons
- Learn CPR



For more information about pool installation, contact: Jeffrey Musher, 724-776-4806 x1105.  
For more information about swimming instruction, contact: Christine Border, 724-776-4806 x1120.





724-776-4806  
[www.cranberrytownship.org](http://www.cranberrytownship.org)

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## **Cranberry Community Days: Bigger, Better, Brighter**

Building on last year's success, the 2010 CTCC Community Days Celebration organized by CTCC, the Cranberry Township Community Chest, will be even bigger this time around and include events at several different locations.

Throughout its three-day run – starting with a Municipal Center Rotary chicken barbeque at noon on Thursday, July 8 and ending in a blaze of fireworks in Community Park on Saturday night, July 10 – local crafters will be exhibiting and selling their work. Three separate Treasure Hunts will run concurrently. The celebration's Car Cruise will feature more restored and exotic vehicles than ever. Commercial and information booths will be staffed for all three days of the festival. And the carnival fairground will be twice the size of last year's with

more rides, more games, more lights, and more fun.

Entries in Cranberry's first Recycled Art competition, featuring original sculptures crafted from materials collected for recycling through the Township's Collection Connection program, will be held at the Municipal Center, sponsored by Waste Management, Inc. The company will also demonstrate its amazing Recycler Robot all three days in Community Park.

The umbrella theme of this year's Community Days is "Celebration of our Nonprofit and Civic Groups." As part of that celebration, more than 25 such organizations will be operating booths and hosting events designed to introduce their programs and missions to visitors as well as prospective members.



An assortment of prizes and gift certificates will be awarded to visitors, courtesy of numerous local businesses whose financial support is helping to strengthen Cranberry's nonprofits. Admission to Community Days is free, although some rides and attractions have fees associated with their use. Schedule details are posted at the CTCC website, [www.ctccchest.org](http://www.ctccchest.org). ~