



CRANBERRY PLAN UPDATE 2016

SHAPING
CRANBERRY TOWNSHIP



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- A: 2015 Market Analysis Update
- B: TIP
- C: Questionnaire Report
- D: Transit Study





INTRODUCTION

Great communities don't just happen. They require a guiding vision for the future and a sustained set of strategies for bringing that vision to reality. The Cranberry Plan is the long-range, comprehensive plan for Cranberry Township. In 2009, the plan was adopted by the Board of Supervisors after years of extensive research, analysis, outreach, and development. Later that year, the Pennsylvania Chapter of the American Planning Association awarded the Cranberry Plan the 2009 Daniel Burnham Award, the most prestigious award within the field of planning, in recognition of the effort made to chart a path forward and manage growth within Cranberry Township.

The Cranberry Plan was far-reaching, with a 25-year planning horizon, thorough analysis, and hundreds of recommendations. The goal of the Cranberry Plan is to sustain the community characteristics that residents and businesses enjoy, and continuing to grow and thrive through 2030. The Cranberry Plan set forth a vision for the community's future. That vision was one of a community marked by activity, history, culture, and high-quality residential living, all linked together by a network of walkways and well-connected, tree-lined streets. The community would have a thriving economy, with ample retail and recreational options. The community would be vibrant. Diverse. Dynamic.

In order to achieve that vision, the comprehensive plan outlined key topics that would require further attention, direction, and planning. These topics included transportation, land use, parks and recreation, economic development, housing, and sustainability, among others. Within each topic were goals that the Township must accomplish in order to achieve the community's vision. In order to reach each goal, a series of strategies were further outlined. When implemented, these strategies ultimately enable the vision for a diverse, healthy, and sustainable community to become a reality.

Over 200 strategies were outlined in the Cranberry Plan, which are to be implemented through 2030. One of the strategies recommended that the Cranberry Plan be updated on a regular basis. This update to the Cranberry Plan is the first of several which will happen over the plan's lifetime.

A comprehensive plan and a comprehensive plan update are different in several ways. The vision, goals, and objectives outlined during the original comprehensive plan's development continue to remain constant. They serve as the building blocks - as the foundation on which planning activities will occur through 2030. This document will continue to guide initiatives and municipal operations so that Cranberry Township achieves the vision set forth in 2009.



EDUCATIONAL FACILITIES



Cranberry Township is a community with exceptional educational amenities, which contribute to a high quality of life and thriving economy. The vast array of educational facilities in Cranberry Township encompass childcare institutions, elementary schools, middle schools, a high school, higher education facilities, and a library.

Jackson Township

Butler County

Forward Township

New
Sewickley
Township

Beaver County

Glen Eden Rd

Unionville Rd

Graham
Park

Powell Rd

Rochester Rd

Haine School Rd

Freedom Rd

Thorn Hill Rd

Freshcorn Rd

Heights Dr

Community
Park

Ehrman Rd

Garvin Rd

Callery Rd

Goehring Rd

Rowan Rd

Peters Rd

Franklin Rd

Mars Rd

228

RLA

20

19

18

17

16

15

14

13

12

11

10

9

8

7

North Boundary Park

North
Boundary
Park

Rowan
Elementary
School

BC3

1

18

19

20

21

22

2

23

5

6

21

22

2

23

1

LEGEND

● Public Elementary School

● Public Elementary/Middle School

● Private Elementary/Middle School

■ Private High School

■ Child Care

■ Higher Education

■ Library

■ Public Park

— Streets

— Municipal Boundaries

□ County Boundaries



Plot Date:
March 1, 2016

While the Cranberry Plan outlined the vision, topics, goals, and strategies necessary to be implemented, the Cranberry Plan Update primarily serves as a “progress report.” An update to a comprehensive plan is a report on the progress made towards implementing the strategies outlined in the original plan. The update process also provides the opportunity to make adjustments in reaction to changing conditions and new information learned during the initial implementation period. Periodically conducting an update to the Cranberry Plan enables the Township to be proactive, responding to new opportunities and information while communicating to citizens about the projects, efforts, and programs that have been initiated in order to maintain a high quality of life in the community.

An update has a shorter in time frame and scope than is necessary to create an entire comprehensive plan. While the Cranberry Plan began in 2005 and was completed in 2009, the update was conducted between 2015 and 2016. The update also included a smaller amount of community outreach than the original Cranberry Plan, as the timeframe, objectives, and scope of the update are different than the original plan. In 2015, two public meetings were held, three online questionnaires were created, and a station at the Community Days event was available to explain the update process with folks, hear feedback, and convey the progress being made towards realizing the goals and strategies outlined in the Cranberry Plan. This report serves as a tool for communicating that progress in a thorough and holistic manner.

Cranberry Township is a thriving community with a robust economy, high quality of life, and exceptional public services. Totaling 22.8 square miles in size, Cranberry Township is located 21.4 miles north of Pittsburgh. The community is located along major transportation corridors within the region, including I-79, the Pennsylvania Turnpike, and Route 228, making it a centrally located and easily accessible. Cranberry Township is a family-friendly community, with three public parks, a lively municipal center, a top-notch educational system, a variety of shops and restaurants, a municipal water park, and a public golf course. In 2013, *Businessweek* named Cranberry the #1 place to raise children in the Commonwealth of Pennsylvania, and the 39th best place to raise children in the United States. Access to jobs, low taxes, a variety of housing options, excellent parks, high quality municipal services, and a robust local economy all make Cranberry Township a great place to live, work, and play. Education plays an important role in the community’s economic climate and quality of life. Great schools and good jobs are vital to the long-term success and sustainability of Cranberry.

A high quality education system ensures that residents have access to opportunities to learn and develop, paving the way for professional success. Cranberry Township residents currently have access to a high quality education system. The wide array of educational amenities available, from preschools and daycares, to public and private elementary, middle and high schools, higher education facilities, and the Cranberry Public Library, prepare residents for professional careers, while creating employment opportunities for citizens in Cranberry Township and the surrounding region. Cranberry Township is and will continue to be a strong partner with local organizations, ensuring that through collaboration, education continues to remain at the forefront of creativity and innovation. By supporting a diverse, safe, and welcoming learning environment, Township residents will have every opportunity to develop 21st century skills and excel in the industry of their choosing.

Cranberry Township’s location within Western Pennsylvania offers advantages for residents and businesses alike. Low taxes combined with a municipal government that operates in a fiscally responsible manner, provide residents with a lower cost of living while still having access to high quality amenities, such as the Township’s three premier parks. Lower taxes also make Cranberry Township a desirable location for businesses to establish operations. A thriving commercial sector, with ample shopping and dining options, provide local services for all who live, work, and play in the Township. Cranberry Township hosts a diversified, thriving local economy, growing housing stock, high quality amenities, and proactive local government.

The Township is a family-friendly community, with a median age of residents of 38.4 years. In comparison, the median age across the United States is 37.4 years. As of 2015, Cranberry Township’s population increased to an estimated 30,458 people. The housing stock also continues to increase and diversify, providing a variety of housing options including single family dwellings and multi-family units, such as townhouses and apartments. The median home value is \$254,200 with the median household income being \$100,020 and a per capita income averaging at \$43,110. In contrast, the median home value across the United States is \$175,700, with the median household income being \$53,482, and a per capita income of \$28,555.

The local economy continues to grow, with the top three highest sectors by number of employees consisting of professional, scientific, and technical services industry, the retail trade, and accommodation and food service industries. Cranberry Township’s local economy is

diversified, consisting of large and small employers providing a total of 23,710 jobs within the community, across a variety of sectors. Maintaining a thriving economy with increasing job opportunities, while continuing to provide for an increasing residential population, is central to the objectives outlined in the Cranberry Plan.

The Cranberry Plan assessed three different growth patterns, Growth Scenarios A, B, and C. Growth Scenario A assumed growth would occur in the same pattern as it did in the late 2000s. Growth Scenario B assumed changes would need to be to land use policies to promote mixed use, pedestrian friendly, denser development. Growth Scenario C was similar to Scenario B, with additional land use policies to further increase development patterns. A fourth scenario, Scenario D, was contrasted to these three scenarios, to serve as a point of comparison. Scenario D investigated the conditions if growth was theoretically prohibited for a period of time within the community.

After an evaluation of these options, the community's

Preferred Growth Scenario, similar to Growth Scenario B, was selected as the desirable vision for Cranberry Township's future. The goals, benchmarks, and strategies outlined in the Cranberry Plan were outlined in support of achieving that growth scenario. The Preferred Growth Scenario identified benchmarks for the community to achieve by 2030, including reaching a target population of 50,011, having 11,031,906 square feet of office space, 653,438 square feet of restaurant space, 6,862,826 square feet of retail space, 5,386 acres protected open space, 1,596,773 square feet of hotel space, and 6,525,869 square feet of industrial space.

Current totals indicate that all of these benchmarks have seen increases since the Cranberry Plan, to varying degrees. Below is a table that highlights these benchmarks. The Township will need to continue tracking and rigorously implementing the goals of the Cranberry Plan, adjusting tactics as necessary to ensure that these benchmarks are achieved.



PREFERRED GROWTH SCENARIO STATUS

CATEGORY	CRANBERRY PLAN "CURRENT TOTALS"	2007-2016**	CURRENT TOTAL	PREFERRED GROWTH SCENARIO BUILD-OUT	% ACHIEVED TO DATE	% ACHIEVED 2007-2016
Hotel	465 Rooms (473,445 SF)	398 Rooms (258,874 SF)	863 Rooms (732,319 SF)	1,567 Rooms (1,596,773 SF)	46%	16%
Industrial	4,260,433	25,140	4,345,873	6,525,869	67%	1%
Office	5,653,338	1,953,191	7,623,166	11,031,906	69%	18%
Restaurant	288,151	55,186	343,337	653,438	53%	8%
Retail	3,846,154	315,467	4,161,621	6,862,826	61%	5%
Total Non-Residential	14,521,521	2,607,858	17,206,316	26,670,812	65%	10%
Population	28,445 pop. (10,054 units)	N/A (1,768)	30,480 pop. (11,736 units)	50,011 pop. (17,798 units)	66%	NA
Other Non-Residential*	189,629	566,116	755,318	NA		

Key

* Other uses include: Educational, Construction, Religious, and Parks and Recreation Facilities

** Through March 31, 2016

The subsequent report was developed after months of tracking and evaluation of the progress made towards implementation. The subsequent chapters outline the goals, strategies, and implementation progress for the following:

- Transportation and Mobility
- Housing
- Land Use
- Economic Development and Redevelopment
- Civic Involvement and Communications
- Parks and Recreation
- Natural Resources and Open Space
- Community Facilities
- Regionalism
- Governance
- Culture and Diversity
- Cranberry Town Center
- Public Safety
- Sustainability

Each chapter describes the efforts made to enact each strategy and their present implementation status, whether they have been completed, have been incorporated into regular Township operations, are in progress, are ongoing, or have not yet been started. The implementation status of different topics. In the course of compiling this report, several changes were made to ensure that the Township continues to be proactive in its efforts to reach the Cranberry Plan's vision and be a healthy, sustainable community. These changes include the creation of a new chapter focusing on Public Safety, developed to support one of the pillars of Cranberry Township's mission statement.

Another key change focuses on the Sustainability chapter. In 2015, Cranberry Township was recognized as a Platinum Certified Sustainable Community through the Sustainable Pennsylvania Community Certification Program, for the implementation and completion of many of these strategies. In order to continue being a model for sustainability planning and municipal operations, a new set of strategies to guide the Township into the next phase of its sustainability efforts was developed. This will ensure that Cranberry Township continues to serve as a leader in implementing practices and policies that result in sustainable municipal operations. The regular tracking, reporting, and assessment of the Cranberry Plan will ensure that the Township continues to communicate about the accomplishments achieved and be proactive in planning for a healthy and sustainable future.

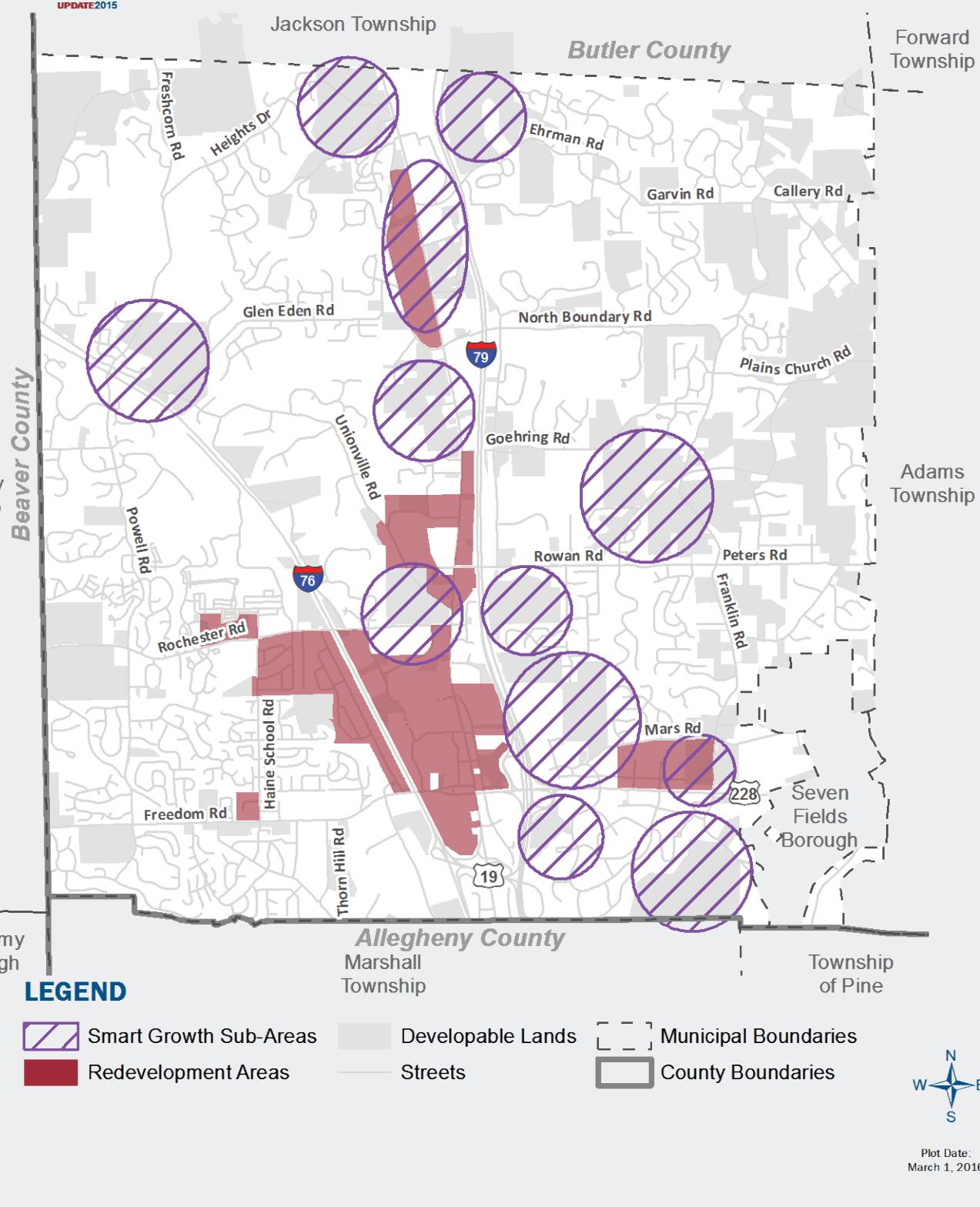


Left: Cranberry Municipal Center; Top Right: Bellvue Park shops; Bottom Middle: CTVFC Fire Station and Cranberry EMS; Bottom Right: Kids Castle at Community Park

PREFERRED GROWTH SCENARIO



The preferred growth pattern for Cranberry Township is set forth below. This growth plan sets the Township on a path toward a sustainable future, efficiently using and managing physical and operational infrastructure.





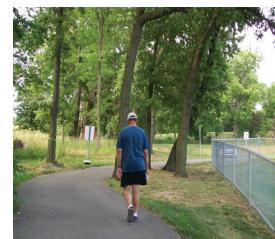


TRANSPORTATION AND MOBILITY



TRANSPORTATION AND MOBILITY

A comprehensive and efficient transportation system is important to the continued growth and vitality of the Township. People, goods, and services need to move efficiently and effectively in, out, and through the Township. To remain a sustainable community, Cranberry will need to diversify its transportation options, continue the creation of a grid street system, and become a regional transportation leader.



As Cranberry Township's population continues to grow, maintaining and enhancing the community's transportation network will continue to be a top priority. Transportation improvements will be diverse and varied, targeting key improvements to facilitate the timely movement of people, whether they are on foot, on bike, in a car, or in the future, on mass transit, both within Cranberry Township, and through the greater region.

The Township regularly works to implement projects of local and regional significance, in a cost effective manner. Through a combination of funding mechanisms, such as Transportation Impact Fees, grants, partnerships, and local contributions, the Township is able to institute meaningful physical and technology-based projects that have a significant impact on circulation through and around Cranberry Township.

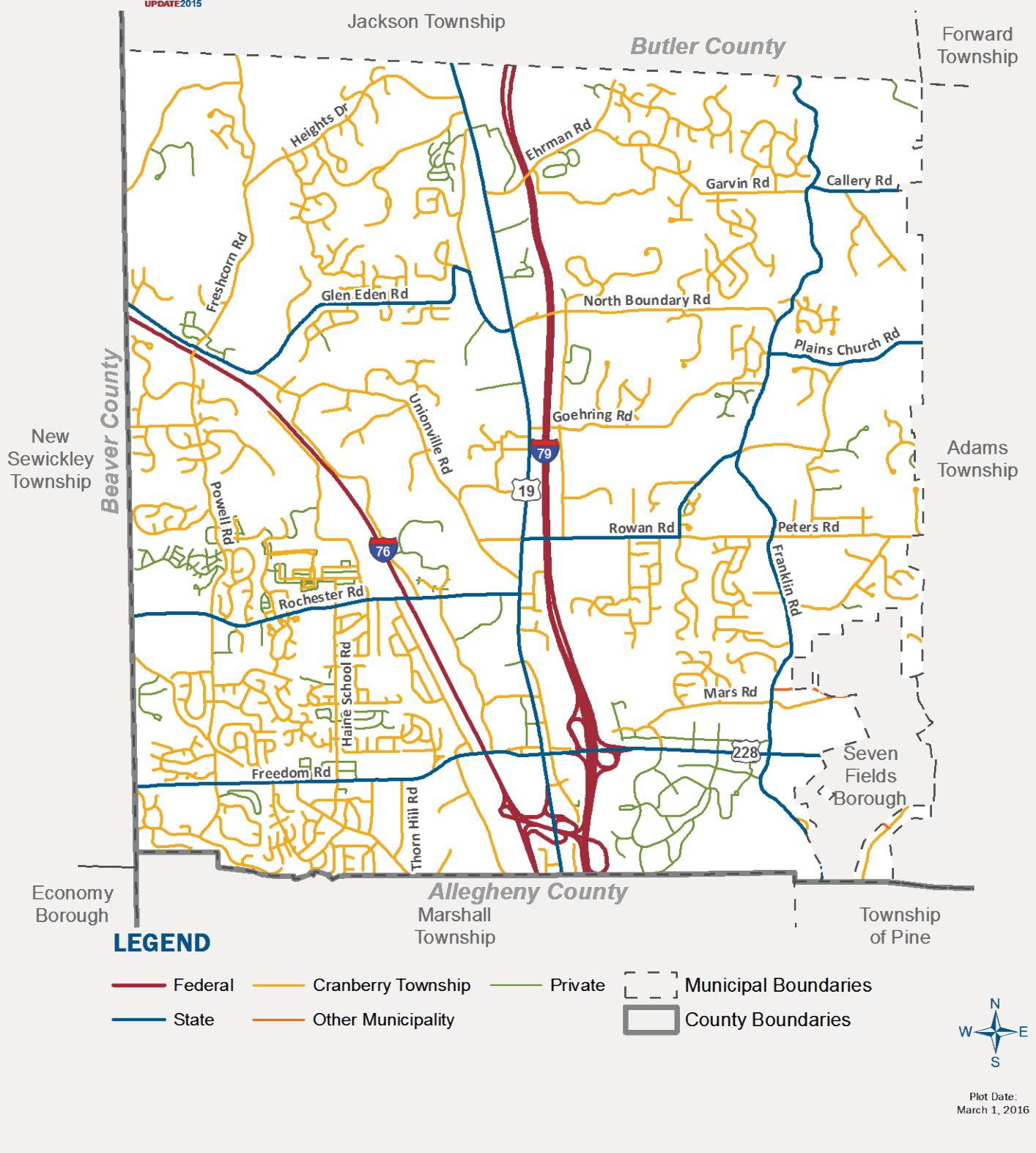
CRANBERRY'S GOAL FOR TRANSPORTATION AND MOBILITY

1. **Connectivity** - Cranberry Township will improve connectivity and mobility to become a community with a grid network of interconnected streets, sidewalks, and trails; and will connect and expand the local pedestrian and street network to access key north/south and east/west transportation corridors.
2. **Transportation Options** - Cranberry Township will provide a variety of transportation options for residents, employers, workers, and visitors.
3. **Regional Transportation** - Cranberry Township will be a community that works with local, state and federal officials to provide enhanced mobility through adequate infrastructure and congestion management projects with regional benefits.

ROAD OWNERSHIP



This map identifies the ownership of all roadways in Cranberry Township.





GOAL 1: CONNECTIVITY

Cranberry Township will improve connectivity and mobility to become a community with a grid network of interconnected streets, sidewalks and trails and will connect and expand the local pedestrian and street network to access key north/south and east/west transportation corridors.

To achieve this goal, the following critical success factors must be accomplished:

- Vehicular and pedestrian connections between developments
- Integration of transportation and land use planning
- Controlled access to arterial roadways
- A mix of land uses
- An educated public
- Context-sensitive roadway design (e.g., landscaping, signage, and lighting)
- All modes of transportation must be accessed easily and safely.
- A bike/pedestrian-friendly community.

	STRATEGY	PRIORITY	STATUS
1A	Update the Township impact fee program to create north/south and east/west connectors between the existing roadways to further advance the current system of north/south and east/west collector roadways.	High	In Progress
1B	Develop and continue to seek funds for a program to complete missing sidewalk connections throughout the Township. Refer to "sidewalks" map.	High	Ongoing
1C	Continue to integrate the traffic signal system to include signals not currently connected, as well as signals in adjacent communities along major roadways.	Medium	Ongoing
1D	Develop a traffic calming policy for Township streets and update the Public and Private improvements Code (PPIC) to include all traffic calming standards.	Medium	Completed
1E	Integrate Smart Growth Principles into the Township's transportation planning policies and implementation efforts.	High	Ongoing
1F	Work with PennDOT and other regional stakeholders to identify and construct new access points to I-79.	Medium	In Progress
1G	Develop and implement an access management strategy for arterial roads (primarily Rt. 19, north of Rowan Road, and Freedom Road).	Low	In Progress
1H	Continue to monitor and adjust existing zoning and subdivision and land development ordinances to strengthen existing requirements for pedestrian and vehicular connections between adjacent developments.	High	Ongoing
1I	Use the Township newsletter, homeowners' forum, social media, and other online communications tools to communicate regularly regarding the Township's traffic management program and connectivity efforts, including sidewalks, trails, and bikeways.	Medium	Ongoing
1J	Plan and implement parallel road systems along major transportation corridors, including, but not limited to: Dutilh Road, Route 228, Route 19, Freedom Road, and Rochester Road.	High	Ongoing
1K	Evaluate transportation projects annually to identify opportunities to combine resources and improve efficiencies.	Medium	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.

TRANSPORTATION AND MOBILITY GOAL 1: COMPLETED

1D: Traffic Calming Policy

Traffic calming is a street design strategy that reduces speed and creates a safer environment for motorists, pedestrians, and bicyclists. Traffic calming strategies, such as narrowing streets, planting street trees, and building crosswalks, roundabouts, and bulb-outs, are all components of the Township's Code of Ordinances.

Properties that are developed according to the Community Character Development (CCD) Overlay require a streetscape plan highlighting the traffic calming measures that will be incorporated during construction. Roadway improvements constructed as part of the Transportation Impact Fee Program are evaluated to improve safety, and when appropriate, include traffic calming measures. Creating a safe community is a fundamental principle of Cranberry Township's mission statement, and applying traffic calming devices to roadway design ensures that the Township continues to evolve into a safe, pedestrian-friendly community.



Roundabouts keep traffic moving in Cranberry Township.

TRANSPORTATION AND MOBILITY GOAL 1: ONGOING

1B: Missing Sidewalks

In the late 1990's, Cranberry Township rewrote its ordinances, requiring that developers build sidewalks with all new projects. This has greatly increased Cranberry Township's walkability by facilitating the development of a network of over 140 miles of sidewalks, created at minimal cost to taxpayers. When each property develops, more sidewalks are added to the system. Some of these sidewalks initially lead to nowhere. As adjacent parcels develop or redevelop, those gaps are filled in, resulting in a continuous sidewalk network. However, properties that have development potential may not develop for several years. And gaps will continue to exist on properties developed before sidewalks were required.



Executive Drive sidewalk connecting Freedom and Rochester Roads.

In 2015 the Township developed and funded a program to address this challenge. Each year, missing links in the sidewalk and trail networks will systematically be filled, improving pedestrian safety and promote walkability. During the inaugural year, two sidewalks and one trail segment were built. One sidewalk along Powell Road created a connection between three neighborhoods. With the future development of Park Place, Phase 2, a trail will allow residents of these neighborhoods to access Graham Park by foot. One sidewalk along Commonwealth Drive and a trail along Brush Creek, in Thorn Hill Industrial Park, created a continuous route between Marshall Township and Freedom Road. With the future construction of sidewalks as part of the Freedom Road Bridge expansion, this route will be connected to Cranberry's commercial core.



Trail along Brush Creek in Thorn Hill Industrial Park.

Future project selection will be guided by the Community Connections Advisory Committee, a panel of Township residents who are passionate about promoting walking and biking. Projects will continue to be constructed through a variety of means, including the General Fund and alternative funding sources, such as grants and partnerships. The recommendations from the Community Connections Advisory Committee provide a short list of projects for the Township to regularly pursue funding for and implement for years to come.

SIDEWALKS AND TRAILS



The vision for developing an interconnected pedestrian network in Cranberry Township is graphically represented in this map. The depiction of existing and future sidewalks and trails, Township Parks, and the current open space network will assist with ongoing planning efforts to expand walking opportunities throughout the Township.

Jackson Township

Butler County

Forward Township

New Sewickley Township

Beaver County

Community Park

Graham Park

Skate Park

Rowan Rd

Adams Township

Economy Borough

Allegheny County
Marshall Township

Township of Pine

LEGEND

	Within 1/4 mile of Public Parkland		Missing Link Tier 1		Township Park
	Existing Sidewalk		Missing Link Tier 2		Open Space
	Existing Trail		Missing Link Tier 3		Streets
	Municipal Boundaries				County Boundaries



Plot Date:
March 1, 2016

TRANSPORTATION AND MOBILITY GOAL 1: ONGOING CONTINUED

1C: Traffic Signals

The Traffic Operations Center, located within the Public Works facility, is the traffic management hub in the community. The Traffic Signal Division manages 48 traffic signals in total with 41 of those signals located within the Township itself. Seven traffic signals are located in the adjacent municipalities of Adams Township, Marshall Township, and Seven Fields Borough. The operations and maintenance of these regional traffic signals is made possible through inter-municipal agreements.

All traffic signals under the Township's purview are fully-actuated. Software is used to manage traffic signals. Sensors are used to monitor traffic flow in real time, and adjust "green time" accordingly. Staff regularly works to maintain and adjust the traffic signalization plan, in response to reoccurring conditions within the transportation network.

In order to achieve the objectives outlined in the Cranberry Plan, the Township continues to enhance the connectivity of the signal system. Since 2013, signals along the northern portion of Route 19 have been connected into the master control system via fiber optic cables. In 2014, a new signal was installed at the intersection of Route 19, Freedom Road, and Route 228. Also in 2014, 34 traffic signals within Cranberry were retimed, using a new signal pattern in response to the completion of major transportation projects and large scale land development projects, such as the UPMC Penguins Facility and Cardinal Wuerl/North Catholic High School.

Regular investment in and updating of the Township's traffic signals is an efficient and cost-effective measure to improving vehicular circulation and improving air quality in the community. The Traffic Management Program is made possible in large part by grants provided by the Southwestern Pennsylvania Commission's Regional Traffic Signal Program, also known as SINC-UP and CMAQ grants, which provide funding for transportation related projects that improve air quality.

1E: Smart Growth Principles

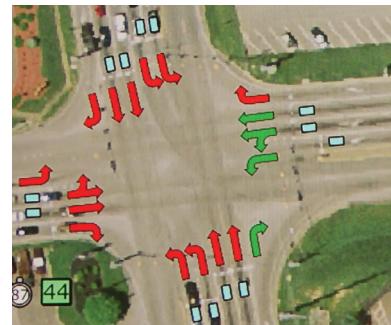
Smart Growth is a transportation and community planning theory that encourages the planning, design, and construction of walkable and compact developments. Smart Growth principles emphasize a mix of land uses and multimodal transportation networks to create lively and easily accessible developments. The Township's transportation policies and implementation efforts support Smart Growth principles, including reviewing each roadway improvement project to assess nearby pedestrian and bicycle infrastructure needs, to determine if they can be constructed simultaneously.

1H: Subdivision and Land Development Ordinance

The Township's zoning ordinances are periodically evaluated to modify requirements. Currently, the zoning ordinances are undergoing a comprehensive analysis. As a component of that process, opportunities to improve and enhance pedestrian, bicyclist, and vehicular connections are being evaluated.



The Traffic Operations Center in Cranberry Township.



New traffic signal patterns installed to manage traffic at a busy intersection.



Residents in Bellevue Park enjoy easy access to Graham Park..

TRANSPORTATION AND MOBILITY GOAL 1: ONGOING CONTINUED

1I: Communication and Outreach

A variety of methods are used to convey information about transportation projects in the community. These methods include using social media and the Cranberry Township website regularly to promote the Township's traffic management program. Community events, like CranFest (Local Government Day), are also used to distribute materials, increase interest, and educate residents on ongoing efforts to improve the transportation network.



The annual CranFest celebration features Local Government Day.

1J: Roadway Network

The existing roadway is continually studied and assessed with each new development to determine if new streets may be constructed to facilitate the development of a more interconnected street grid.

TRANSPORTATION AND MOBILITY GOAL 1: IN PROGRESS

1A: Transportation Impact Fee Program

Cranberry Township's Transportation Impact Fee Program (TIP), developed in the late 1980s, created a funding mechanism in which to address the demands that residential and commercial growth places on the Township's transportation system. It is vital to Cranberry Township's sustainability that the transportation network adapts and adjusts to new development, not only on the parcels that are developed, but in areas throughout the community as well.

The Transportation Impact Fee Program requires developers to pay a one-time fee to mitigate the increased traffic volumes that result from their new development. These funds finance future traffic improvements across the Township. In 2009, the fee for the Transportation Impact Fee was \$1,460 for the western district and \$1,467 for the eastern district, for each new P.M. peak hour trip. Since that time, the transportation impact fee has increased slightly. Currently, the fee is \$1,563 for the western district and \$1,560 for the eastern district for each new P.M. peak hour trip.



Impact fees help provide adequate road facilities to accommodate growth.

Since the 1980s, the Transportation Impact Fee Program has been updated several times. Continually updating the Transportation Impact Fee Program ensures that Cranberry Township is requiring a reasonable contribution from development to aid in the construction of roadway improvements. The most recent update occurred in 2015. During the 2015 update, the Township returned to a two district system (east and west). The Transportation Capital Improvements Plan, a component of the Transportation Impact Fee Program, was also updated to ensure that the roadway improvement projects slated for construction in future years, are the most critical to improving vehicular circulation throughout the community. The Township will continue to capitalize on TIP funding, using those developer contributions to assist in procuring additional funding for roadway improvement projects.



Turning lanes added to busy intersection on Freedom Road.

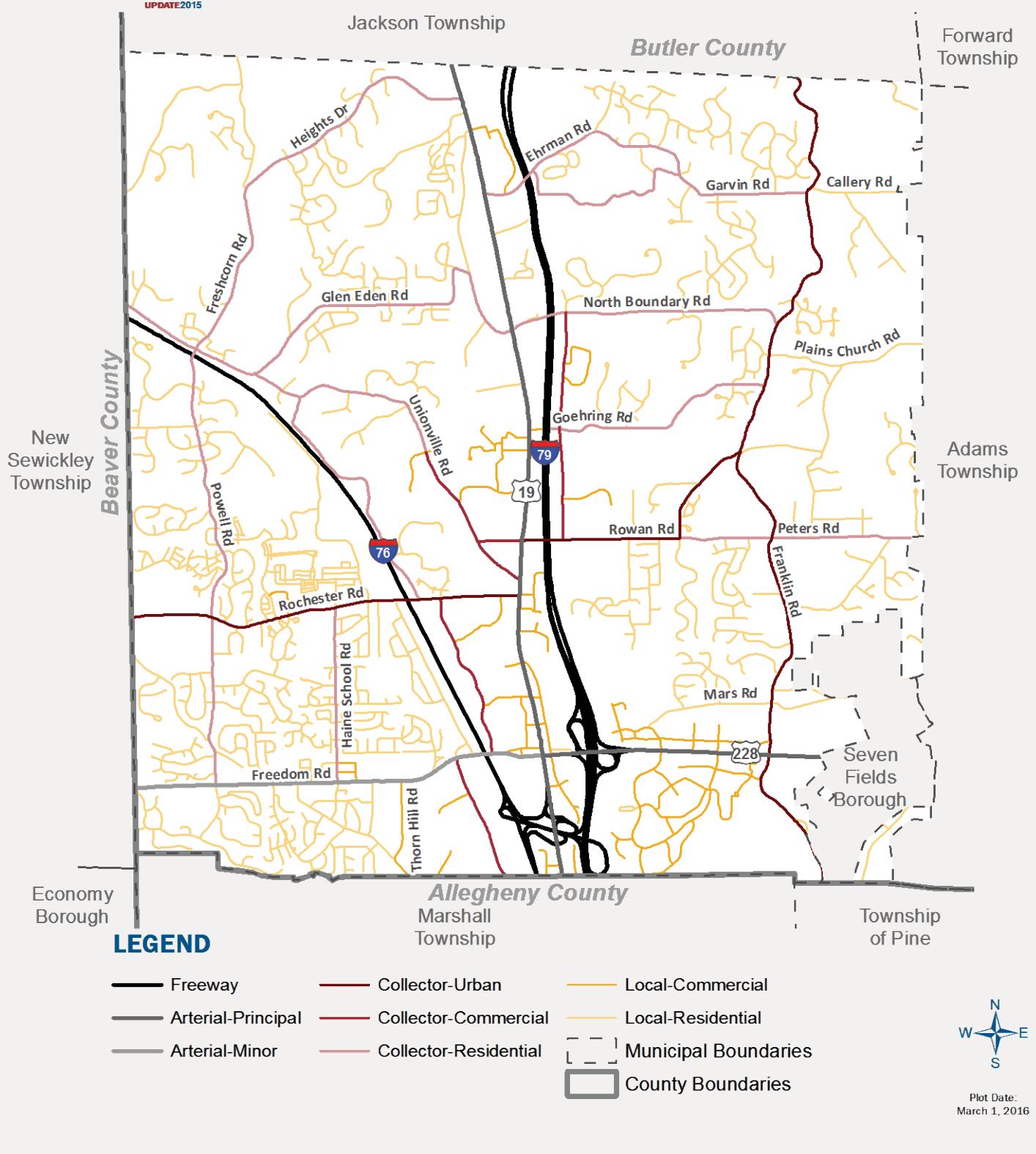
1F + 1G: Roadway Access

Cranberry Township continues to look for opportunities to improve access to state roads and highways throughout the Township. These opportunities could be a diverse array of tools to manage traffic, from additional on and off ramps to I-79, to new local roadways that may reduce traffic volumes on state roads, to the adaptive traffic management technology that the Township currently employs to maximize traffic flow and improve efficiencies.

ROAD CLASSIFICATION



This map identifies the classification of all roadways in Cranberry Township.





GOAL 2: TRANSPORTATION OPTIONS

Cranberry Township will provide a variety of transportation options for residents, employers, workers, and visitors.

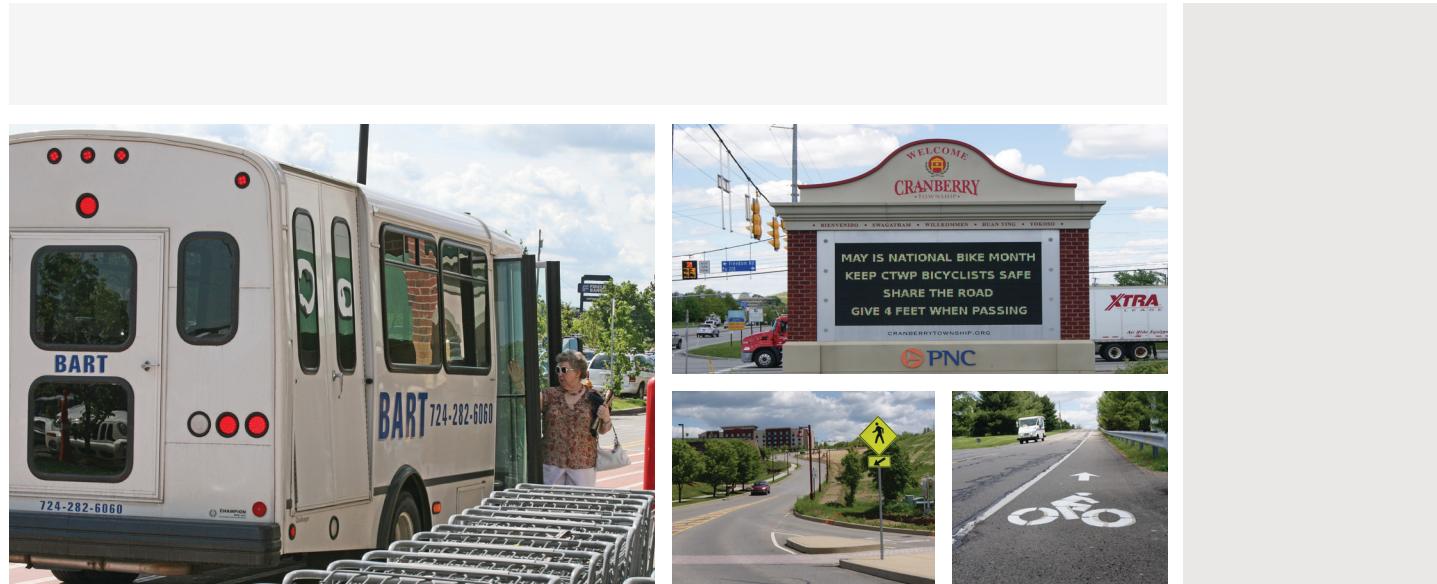
To achieve this goal, the following critical success factors must be accomplished:

- Effective multi-modal transportation system that moves people efficiently and safely.
- Land-use patterns that support public transportation (mix of uses and intensity/density of use).
- Transportation options for commuters to regional employment centers.
- Education about transportation alternatives and their benefits.
- Commitment to finding alternatives to automobile options for the Cranberry Township workforce.
- Multi-functional streets (vehicle, pedestrian, bike, transit).
- A balanced transportation system that enhances modal choices.

	STRATEGY	PRIORITY	STATUS
2A	Develop a master bike and pedestrian plan to identify connections between neighborhoods, commercial developments and local destinations that can be safely implemented by both on-road bicycle lanes and off-road bicycle and pedestrian trails.	High	Completed
2B	Develop recommendations and focus attention on the public transportation needs of the Township and strategies to fulfill those needs.	Medium	In Progress
2C	Work with Port Authority Transit (PAT), Butler Transit Authority (BTA), and other transit agencies to expand commuter service for Cranberry Township residents to regional employment centers, including the City of Pittsburgh.	High	Ongoing
2D	Work with regional public transportation providers to expand existing park and ride facilities used by Cranberry residents, including the facilities on Route 528, Warrendale-Bayne Road, and in the RIDC Industrial Park, as well as develop new park and ride facilities.	Low	In Progress
2E	Work with Port Authority Transit (PAT), Butler Transit Authority (BTA) and other agencies to create and improve mass transit opportunities for service sector employees and commuters traveling to the Township, particularly from Allegheny, Butler, Lawrence, and Beaver Counties.	Medium	Ongoing
2F	Update the Township's subdivision and land development ordinance, zoning ordinance, and the public and private improvements code to require public transportation stops within new developments that could be served by mass transit.	High	Completed
2G	Expand the use of the CCD-1, CCD-2, and CCD-3 Overlay zoning districts to additional areas within the Township, as these districts result in developments that are more conducive to public transportation.	High	Ongoing
2H	Evaluate available options for the creation of a mass transit system that moves residents, visitors, senior citizens, students, and employees throughout the Township.	Medium	Ongoing
2I	Explore long-term opportunities for a light rail, trolley, bus rapid transit (BRT) commuter service from Cranberry Township to the City of Pittsburgh.	Low	Ongoing
2J	Complete a full update of the Township's Transportation Impact Fee program every five years to align a program with the infrastructure requirements associated with the Preferred Growth Scenario.	High	Completed

	STRATEGY	PRIORITY	STATUS
2K	Conduct regular educational outreach to foster a safer environment for bicyclists and pedestrians throughout the Township	High	In Progress**
2L	Update The Bicyclist and Pedestrian Connections Plan every five years.	High	In Progress**
2M	Implement recommendations set forth in the 2015 Transit Plan.	Medium	Not Started**
2N	Explore developing regulations to address new and developing transportation technologies (i.e. golf carts, hover boards, ride-share, etc.).	Medium	In Progress**

** Strategy is new recommendation as part of the Cranberry Plan Update.



Sharing the road - with cyclists, pedestrians and those who need extra time to board and disembark is essential.

TRANSPORTATION AND MOBILITY GOAL 2: COMPLETED

2A: Develop a Bicyclist and Pedestrian Master Plan

During the development of the Cranberry Plan, community members emphasized the importance of having additional mobility options throughout the Township. In order to address this need, the Township developed the first active transportation plan for the community. Adopted in 2011 by the Board of Supervisors, the Bicyclist and Pedestrian Connections Plan outlines methods for creating an interconnected, bicyclist and pedestrian friendly community.

The plan identified roadways that would serve as the foundation for a bike network, including the improvements necessary to transform those streets into bike routes, via key infrastructure projects. The master plan identified several trail projects for the Township to undertake, as well as sidewalk, crosswalk, and pedestrian signal improvements that will improve the walkability of the community. The overall objective of the master plan is to facilitate the implementation of sidewalk, trail, and bikeway projects between neighborhoods, parks, and commercial developments. This framework ensures that the Township continually identifies and constructs opportunities to link people to places. Implementing the recommendations in the Bicyclist and Pedestrian Connections Plan will provide multi-modal transportation options to all who live, work, and play in Cranberry Township.

2F: Update Ordinances

While public transportation currently is not operated within Cranberry Township, anticipating future commuter or local mass transit services is a sound development practice that enables the Township to proactively plan for the future. In 2013, the Board of Supervisors adopted a new zoning ordinance amendment. This change to the community's Code of Ordinances began requiring large-scale developments to preserve land on the site as a location for future transit stops. Dick's Sporting Goods, in Cranberry Crossroads, is one example of a business that has been earmarked land to provide sufficient space should public transit come to Cranberry Township in the future.

2J: Transportation Impact Fee

See *Transportation and Mobility - 1A*

TRANSPORTATION AND MOBILITY GOAL 2: ONGOING

2C + 2E + 2H+ 2I: Transit

Transit within Cranberry Township, as a local service, and as a commuter line from Cranberry Township to Pittsburgh, would have a significant impact to the community as a whole. As the Township continues to grow, public transit can serve as a major tool to efficiently move those who live, work, and play in Cranberry Township to key destinations and corridors in an efficient and environmentally friendly manner.

The Township regularly plans for and explores any and all opportunities to advocate for and advance initiatives to expand regional transit services through western Pennsylvania, in particular to Butler County.



Cyclists enjoy a growing network of marked bikeways.



Landscape details, such as this gazebo offer shoppers a place to relax.



Butler County offers ride-sharing through Butler Area Rural Transit..

BIKEWAYS AND TRAILS



The vision for developing an interconnected bikeway network in Cranberry Township is graphically represented in this map. The depiction of existing and future bikeways and trails, Township Parks, and the current open space network will assist with ongoing planning efforts to expand biking opportunities throughout the Township.

Jackson Township

Butler County

New
Sewickley
Township

Beaver County

Beaver County

Forward
Township

Adams
Township

Economy
Borough

Allegheny County
Marshall
Township

Township
of Pine

LEGEND

— Existing Bikeway

★ Existing Trail Head

■ Township Park

····· Proposed Bikeway

★ Proposed Trail Head

■ Open Space

— Existing Trail

—+— Proposed Rail to Trail

— Streets

····· Proposed Trail

—□— Municipal Boundaries

□ County Boundaries



Plot Date:
March 1, 2016

2G: Zoning

The creation of the Community Character Development (CCD) Corridor Overlay and the CCD A and CCD B overlays on Freedom Road, originally called TND for Traditional Neighborhood Development in 2009, was created to encourage traditional-style development patterns on key remaining parcels with development and redevelopment potential. These zoning overlays are used to encourage dense, walkable development, which is more conducive to public transportation. This context sensitive development style will continue to be monitored and reevaluated, to identify any possible expansions to other areas within Cranberry Township.



The housing options range greatly in size and design.

TRANSPORTATION AND MOBILITY GOAL 2: IN PROGRESS

2B: Recommendations and Strategies

In 2015, a Transit Study was conducted in order to position the Township so that it may capitalize on any future transit opportunities. The study involved stakeholder outreach, community outreach, an assessment of previous transit studies and initiatives, and collaboration between a consultant and Township staff, in order to outline a series of recommendations and next steps.

As a component of this update, it is recommended that the action items within the Transit Study are implemented to improve transportation options for residents and workers alike. The Transit Study outlined potential routes that would be viable within Cranberry, taking people from residential and commercial areas within the community to key destinations and corridors. The study concluded with five key recommendations: develop a plan for commuter service between Cranberry and Pittsburgh, develop a plan for local transit service in Cranberry, establish a centrally located, convenient park-and-ride lot, engage in the discussion of regional transportation priorities, and continue implementing the bicyclists and pedestrian connections plan.

See Appendix for more information.



Residents had the opportunity to participate in a public transit survey.

2D: Expand Park and Rides

In 2014, the Route 528 park and ride facility was expanded to accommodate more users. The Township continues to work with regional public transportation entities, whenever possible, in order to identify tangible methods for improving or expanding transportation facilities.

2K + 2L: Implement Bicycle and Pedestrian Master Plan

Since the Board of Supervisors adopted the Bicyclist and Pedestrian Connections Plan in 2011, the Township has worked to implement the projects outlined in the plan. In order to facilitate its implementation, an interdepartmental task force, with personnel representing the Parks and Recreation, Engineering and Environmental Services, Public Works, and Planning and Development Services departments was formed. This group regularly meets to discuss transportation related projects occurring within Township parks, through land development, and TIP projects, to identify creative and cost effective ways to integrate bicycle and pedestrian infrastructure projects into ongoing and future efforts.



Bicyclist and Pedestrian Connections Plan 2012

The original plan set the stage for new bikeways and amenities for cyclists.

Since 2011, several sidewalks, trails, and bikeway projects have been constructed

within the community, both as a result of new development as well as Township-led projects. In 2011, a trail loop in North Boundary Park was paved. In 2012, a trail was constructed in Graham Park, in conjunction with the installation of share the road markings and signage along Graham Park Drive, Wealdstone Road, Hamstead Lane, Haine School Road, LaPorte Drive, Greenwood Dr, and Rolling Rd. Additionally in 2012, bike lanes were installed in the Cranberry Crossroads development. Along Mars Road, bike lanes and sharrows were installed in the same year.

In 2013, share-the-road markings and signage were implemented along Graham School Road. In 2014, sharrows were installed along Hillmont Drive. In 2015, sharrows were installed along Powell Road, Freschcorn Road, and Heights Drive. Two portions of the Brush Creek Trail were constructed, one in Thorn Hill Industrial Park, and the other in Graham Park, connecting to Powell Road. A third portion of the trail, also in Graham Park, is slated to be constructed in 2016.

In addition to bicycle and trail routes, amenities such as bike racks and repair stations have been installed. With necessary assistance from a grant from the Alcoa Foundation and a donation from the Butler County Tourism and Convention Bureau, 15 bike racks and two Bike “FixIT” repair stations, one in Graham Park and one North Boundary Park, have been installed.

The Township hosts a significant sidewalk network that grows annually as a result of ordinances requiring the construction of sidewalks with all new development and major redevelopment projects. This stipulation in the Township’s Code of Ordinances has resulted in miles of sidewalks to benefit the community, all at a significant cost savings to residents. While this is a cost effective method for acquiring infrastructure, it has resulted in gaps or “missing links” in the pedestrian network.

An analysis of the gaps in the pedestrian network was conducted to prioritize sidewalk projects to be constructed as annual Township projects and to be submitted for grant applications. In 2015, the Brush Creek Trail in Thorn Hill Industrial Park, a sidewalk along Powell Road, connecting Park Place to the Crossings, and a sidewalk along Commonwealth Drive, at Pennwood Place, were constructed as part of an annual program to systematically fill in gaps in the sidewalk network, that most likely will not be constructed due to development or redevelopment.

In order to involve residents in the project selection process, a Community Connections Advisory Committee was formed, to guide sidewalk construction for the next several years.

Additionally, the Township continues to look for creative ways to construct sidewalks as part of other utility and roadway improvements. A sidewalk was constructed along Executive Drive and Thompson Park Drive, in conjunction with improvements to a waterline. A sidewalk was constructed along Commonwealth Drive, in conjunction with PennDOT improvements to the intersection of Freedom Road, McIntyre Lane, and Commonwealth Drive. Improving bicycle and pedestrian connections will continue to be a top priority for the Township, as it promotes the long-term health and sustainability of residents and the greater community.

In conjunction with infrastructure improvements, the Township has conducted outreach to foster a safer environment for pedestrians and bicyclists alike. These



Sharrows mark routes for cyclists on designated roadways in Cranberry.



Sidewalks will enable pedestrians to walk to local stores.

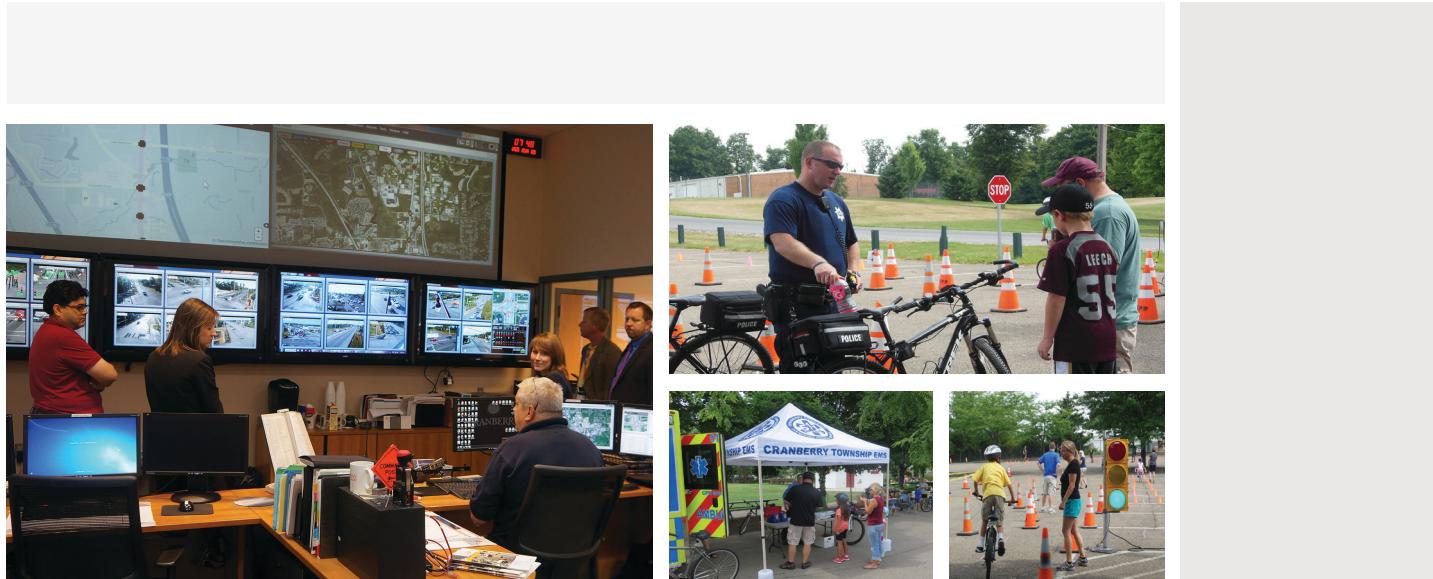


Sidewalks at busy intersections offer pedestrians greater safety.

efforts include the annual Bike Rodeo, which teaches children how to bike safely in the community, collaboration with bicyclist and pedestrian advocates, and a Bicyclist and Pedestrian Safety Campaign, which includes messaging on social media, safety tips on the Township website, and messaging on the Route 19 sign.

2N: Transportation Technology

Technological advancements are changing the landscaping of transportation. From new methods for moving people around to technology such as apps and software programs that increases efficiencies, the transportation field is constantly improving. The Township will continue to study and evaluate emerging trends and technologies, to evaluate the implications on the community ensure that any necessary regulations are in place.



Left: Cranberry Traffic Operations Center; Right: Annual Bike Rodeo event at Community Park sponsored by Cranberry Township Police, EMS, Cycle CT, Cranberry Elks, AAA East Central, and Trek of Pittsburgh.



GOAL 3: REGIONAL TRANSPORTATION

Cranberry Township will be a community that works with local, state and federal officials to provide enhanced mobility through infrastructure and congestion management projects with regional benefits.

To achieve this goal, the following critical success factors must be accomplished:

- Infrastructure capacity with well-maintained roads.
- Alternatives to automobile travel
- A plan for congestion management strategies
- Bicycle, pedestrian-safe, and friendly roadways
- Accessible to all modes of transportation.
- Flexible and responsive transportation system
- A comprehensive funding strategy for maintenance and new capacity improvements.

	STRATEGY	PRIORITY	STATUS
3A	Annually pursue state and federal funding programs to achieve the Township's transportation capital improvements program goals. High priority projects include: Rochester Road Turnpike Bridge, Rochester Road Corridor, Freedom Road Turnpike Bridge, Route 228 Corridor, Freedom Road, and additional connections to Interstate 76 and Interstate 79.	High	Ongoing
3B	Continue to use the Township Transportation Impact Fee program and developer contributions to procure additional funding for road improvements.	High	Ongoing
3C	Work with the Southwest Pennsylvania Commission (SPC) to continue to pursue an aggressive traffic congestion management program.	High	Ongoing
3D	Optimize traffic signal timing on a regular basis and monitor technology advancements, utilizing real time traffic data, including an upgrade to the traffic signal management system that provides a centralized and integrated platform for traffic signal control.	High	Ongoing
3E	Continue support for and active involvement in PennDOT's Route 19 Corridor Study, which will evaluate opportunities to improve access along this important transportation corridor.	Low	Ongoing
3F	Engage municipalities and counties in the region to garner unified support for regionally significant roadway capacity projects.	Medium	Completed
3G	Communicate with local businesses regarding peak usage of local roadways and discuss opportunities that may exist to stagger employee work hours to avoid peak hour traffic periods.	Low	Completed
3H	Continue active support for the Route 228 roadway improvements to support economic development opportunities in the region.	High	Ongoing
3I	Participate in the Southwestern Pennsylvania Commission's (SPC) Traffic Incident Management team.	High	Ongoing**
3J	Implement contingency planning to enhance traffic management practices.	High	Ongoing**

** Strategy is new recommendation as part of the Cranberry Plan Update.

TRANSPORTATION AND MOBILITY GOAL 3: COMPLETED

3F: Municipality Support

Roadway capacity projects within Cranberry Township have a significant impact on the movement of people and goods throughout the region. Conversely, roadway projects in adjacent municipalities have a significant impact on vehicular access to and through Cranberry. Cranberry Township works constantly with neighboring municipalities, PennDOT District's 10 and 11, and Butler County in identifying and advocating for roadway capacity projects.



Commercial developers respond well to the need for attractive landscaping.

3G: Local Businesses

Whenever opportunities arise to communicate with local businesses, the Township seeks to establish a dialogue with employers regarding transportation. The Township sends information to local businesses, to convey information regarding the peak usage of roadways throughout the community. Cranberry Township staff also works with major office traffic generators to discuss how staggered work schedules would enhance peak hour traffic flow. As a result of these efforts, and the dialogue established between the business community and the local government, several businesses have adopted a staggered work schedule methodology.

TRANSPORTATION AND MOBILITY GOAL 2: ONGOING

3A: Funding Mechanisms

A diverse and comprehensive funding strategy is used to design and construct capital improvement projects within the community. In conjunction with funding from the Transportation Impact Fee Program, the Township regularly applies for funding from grant programs administered by the federal government and the Commonwealth of Pennsylvania. The diligent work applied to the grant application process has resulted in the awarding of several significant grants, all of which facilitate the construction of transportation related infrastructure in Cranberry Township in a cost effective manner. Grant programs such as the Transportation Alternatives Program (TAP), the Multi-Modal Transportation Fund (MTF), and Congestion Mitigation and Air Quality grants have all awarded Cranberry Township with funding to aid in the construction of capital improvements projections. The Township will continue to pursue any and all grant funding programs to provide high quality infrastructure to residents and workers in a way that maximizes their tax dollars.



Roadway resurfacing is a fact of life in a busy, growing community.

3B: Transportation Impact Fee Program

See *Transportation and Mobility - 1A*



Traffic light timing ensures good flow during peak travel times.

3E + 3H: Roadway Improvements

Route 19 and Route 228 are two of the most important roadways within Cranberry Township, as they move drivers throughout the community and the region at large, via access to the Pennsylvania Turnpike and I-79. As such, the Township will continue to be engaged in planning efforts to identify and implement improvements along both corridors.

When studying the Route 19 Corridor, the Township collaborated with PennDOT to complete the project and identify a variety of access and infrastructure solutions that would enhance the roadway. The Township will continue to actively support

improvements to Route 228, as well. In recent years, several major infrastructure projects have been completed, improving the local transportation network. Of particular note was the construction of additional ramps onto I-79, completed in 2014 and improvements to the Cranberry Woods Drive and Cranberry Springs Drive intersection. Future improvements will include the construction of a thruway under Route 228, connecting Cranberry Springs to Cranberry Woods.

3C + 3D + 3J: Traffic Congestion Management

See *Transportation and Mobility - 1A*

3I: Traffic Incident Management Team

Traffic Incident Management, or TIM, is the multi-disciplinary, planned, and coordinated approach to mitigating major traffic issues. The primary objective behind forming and using a TIM team is to effectively identify, respond to, clear, and resolve traffic incidents in a safe and timely manner. Creating and deploying TIM teams during emergencies and traffic accidents have been proven to create safer working environments for first responders while minimizing the risk of secondary crashes.

TIM teams generally consist of representatives from many different public agencies as well as private-sector partners. In 2011, the Federal Highway Administration hosted an Advanced TIM workshop in southwestern Pennsylvania. Shortly thereafter, the Southwestern Pennsylvania Commission, the MPC for 10 counties in the Pittsburgh region, coordinated an effort to form the first Traffic Incident Management team in western Pennsylvania. The Regional TIM Steering Committee, formed in August of 2011, has since worked to form two local TIM teams. One of those teams, the I-79/I-76 Local TIM Team, focusses on northwestern Allegheny County and southwestern Butler County. Any major incidents that occur on the Pennsylvania Turnpike, I-79, Route 19, and Route 228, will involve a coordinated effort from this team.

In 2014, a storm with unusually high winds passed through the region. In Cranberry, these winds downed nine poles and live power lines along Route 228. In order to repair the damage, Route 228 and the adjacent on ramps to I-79 were shut down for a period of two days. The formation of a local Traffic Incident Management Team proved invaluable after this storm. First responders were deployed, traffic was redirected, and no injuries or fatalities resulted from the extreme weather event, damaged infrastructure, and efforts to manage the after effects. By partnering with the Southwestern Planning Commission (SPC), the Township's Police Department, Public Works Department, and PennDOT were all able to conduct their necessary work in a timely, efficient, and most importantly, and safe manner. Cranberry Township personnel will continue to participate on the TIM team, to resolve traffic incidents in the region in a safe and effective timeframe.



Strong winds downed power lines along Route 228 in 2014.



Incident management required cooperative efforts from many groups.

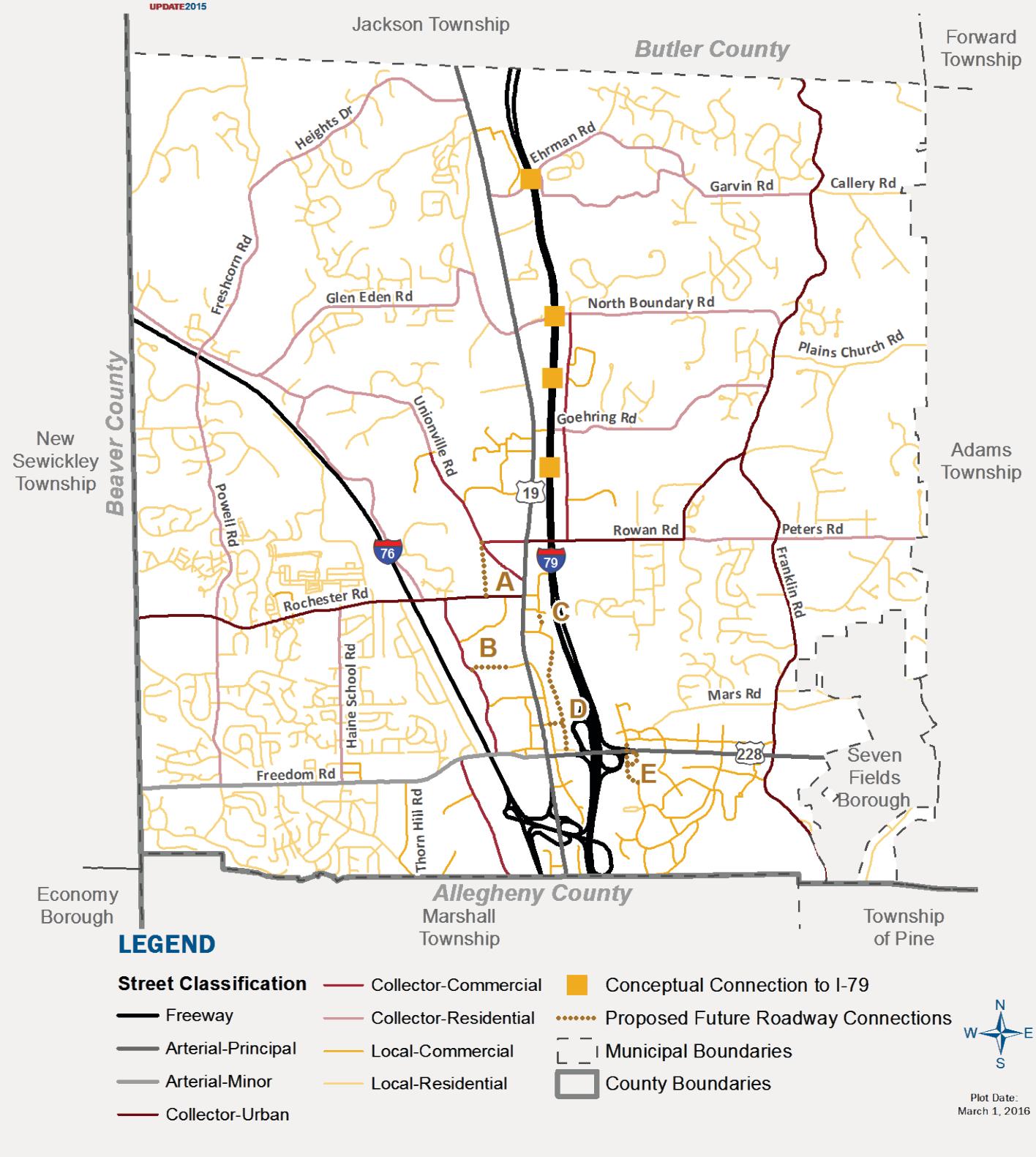


Teams worked around the clock to re-open the Route 228 roadway.

FUTURE ROADWAY CONNECTIONS



Potential future roadway connections, which will further the goal of establishing an interconnected street grid to efficiently move traffic, are represented on this map. The roadway locations are conceptual in nature and will require additional study prior to implementation.





HOUSING



HOUSING

Cranberry Township has experienced tremendous growth in residential housing over the last twenty five years. This has resulted in rising property values for existing Township residents and many new, first-rate houses for incoming residents. In order to be a sustainable community, Cranberry Township will need to continue diversifying its housing stock to provide housing for all lifestyles and earning brackets, as well as facilitate the development of strong neighborhoods. Continued support for a high-quality community will further strengthen the goal of sustaining and increasing property values.



2007

Median Home Value
\$222,000

Median D.O.M.*
77.67

Median Appreciation
3.48%

2015

Median Home Value
\$254,200

Median D.O.M.*
36

Median Appreciation
3%

Source: U.S. Census Bureau, Berkshire Hathaway Home Services

*Median D.O.M. represent the median days on the market of sold homes.

CRANBERRY'S GOAL FOR HOUSING

1. **Housing Diversity** – Cranberry Township will become a community with increased housing options, including a variety of housing types (single-family homes, apartments, townhouses, and condominiums) to serve different lifestyles and income levels, located within the same neighborhoods.
2. **Property Values** – Cranberry Township will continue to feature strong neighborhoods with well-maintained housing stock, as well as programs targeted to increase real estate values.



GOAL 4: HOUSING DIVERSITY

Cranberry Township will be a community of increased housing options that include a variety of housing types (single-family homes, apartments, townhouses, and condominiums) to service different lifestyles and income levels, located within the same neighborhoods.

To achieve this goal, the following critical success factors must be accomplished:

- Workforce housing that meets the needs of the Township workforce.
- Housing options for seniors.
- Entry-level housing options.
- A balance of ownership and rental options.
- Developments that include a mix of dwelling types.
- Well-maintained residential neighborhoods with high-quality design.

	STRATEGY	PRIORITY	STATUS
4A	Review best practice inclusionary programs from across the country and determine applicability for use within the Township.	Medium	Not started
4B	Expand the use of CCD-1, CCD-2, and CCD-3 overlay zoning districts to additional areas within the Township, as these districts are more conducive to development of a broader range of housing options, including single family, live/work, and multi-family.	High	In Progress
4C	Amend the zoning and subdivision and land development ordinance requirement to include affordable housing provisions through the use of density and other incentive programs.	Medium	Not started
4D	Establish a set of annual priorities for creating a well-balanced housing stock.	Medium	Not Started
4E	Utilize zoning and land development tools to promote the development of rental units.	Medium	Completed
4F	Annually update the Apartment Survey Study, found in Appendix B of The Cranberry Plan, which quantifies available apartments in the Township, by number of bedrooms, vacancy, and rent.	Medium	Ongoing
4G	Complete a study to define affordable housing in the Township and identify strategies to preserve and enhance workforce housing.	High	In Progress
4H	Develop a rental registry program to facilitate the development of an apartment inspection program and enhance occupancy rate tracking efforts.	Medium	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.

HOUSING GOAL 4: COMPLETED

4E: Zoning and Land Development Tools

In order to sustain a population of over 50,000 people, as identified in the Preferred Growth Scenario, the Cranberry Plan outlined the need for a diverse housing stock. Providing a variety of housing types, from single-family homes to apartments, townhouses, and condominiums, will ensure that current and future residents have ample housing choices all within the same community.

Specific zoning and land development tools, such as rezoning parcels and applying Community Character Development (CCD) Zoning District overlays to key transportation corridors, has resulted in an increase in the development of rental units. Land use patterns and zoning districts will continue to be evaluated to encourage the development of a healthy and balanced housing stock, with both single-family and multi-family developments alike.



Townhomes offer both quality and convenience for singles and families

HOUSING GOAL 4: ONGOING

4F: Apartment Survey Study

Each year, a study is conducted to gather data about multi-family housing in the community. The intention of this study is to collect current information regarding the number of apartment buildings, number of rental units per apartment type, price per unit, and number of vacancies within existing apartment buildings.

In 2008, there were six multi-family developments in Cranberry Township with a total of 1,003 units. In 2015 there were 10 multi-family developments in Cranberry Township, for a total of 1,805 units. Despite the increase in total number of rental units, the vacancy rate in multi-family developments has decreased over time, from 4.9% in 2008 to 4.7% in 2015. Conversely, the cost to rent has risen from \$918 to \$1,208, on average. When compared to average rental rates across the United States, in Pennsylvania, and in Pittsburgh, Cranberry Township's multi-family housing market demands higher rent values for one-, two-, and three-bedroom units.



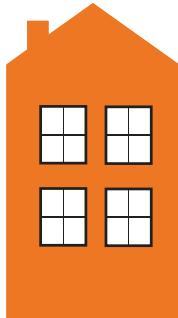
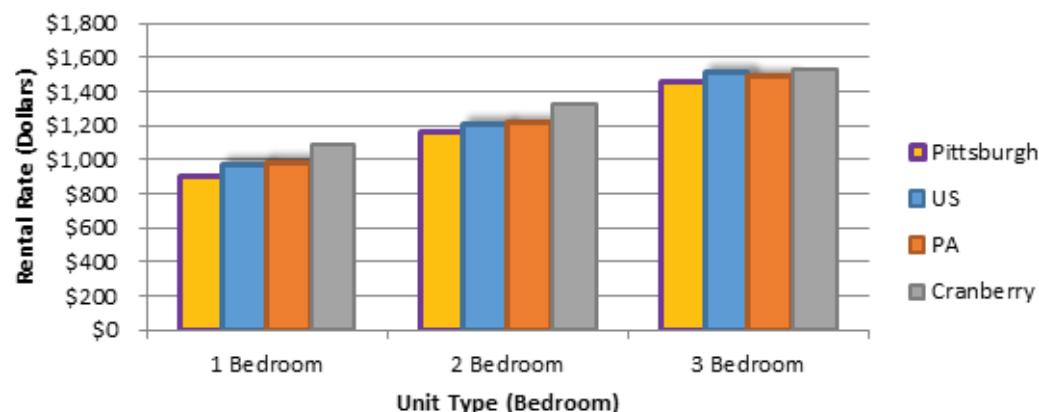
Apartments, with small first-floor retail shops or businesses add interest and variety to the community.

Number and availability of rent-based apartments

	Vacancy Rate		Median Rent
2008	4.9%	2008	\$918.00
2015	4.7%	2015	\$1,208.00

Source: U.S. Census Bureau

Average Rental Rates by Unit



AVERAGE RENT BY UNIT STYLE

Style	US	PA	Pittsburgh	Cranberry
1 Bedroom	\$973	\$984	\$906	\$1,085.94
2 Bedroom	\$1,208	\$1,213	\$1,162	\$1,322.60
3 Bedroom	\$1,511	\$1,486	\$1,451	\$1,526.50

HOUSING GOAL 4: IN PROGRESS

4B: CCD Zoning Districts

Community Character Development (CCD) Overlay Districts are zoning districts that facilitate the development of traditional neighborhoods. Previously called TNDs, the guiding principles behind this zoning tool include a mix of housing types, interconnected and pedestrian-oriented streets, and buildings that relate to each other in form and design, to clearly define streets and open spaces.

The CCD Overlay Districts are located along major transportation corridors, including Rochester Road, Franklin Road, Route 19, Freedom Road, Route 228, and Rowan Road. This zoning tool creates an optional set of regulations that facilitate the development of functional, attractive streetscapes, in addition to the typical requirements set forth by each property's base zoning district. This planning, design, and development standard is an initial component of discussions with developers, in order to facilitate the development of people-oriented places with an array of housing choices.



Sidewalks build neighborhood connections.

4G: Housing Study

A well-balanced housing stock consists of a mix of housing options, offered at a variety of price points. As part of the effort to study the affordability of housing in Cranberry Township, information is currently being collected and tracked. This will serve as a primary step in holistically analyzing the housing market and its current affordability.



GOAL 5: PROPERTY VALUES

Cranberry Township will be a community with strong neighborhoods with a well-maintained housing stock, as well as programs targeted to increase real estate values.

To achieve this goal, the following critical success factors must be accomplished:

- Strong relationships with neighborhood associations.
- Systems capable of recognizing neighborhood decline and disinvestment.
- Responsive to early signs of deterioration and disinvestment in properties.
- Proactive policies regarding older residential neighborhoods.
- Involved community members.

STRATEGY	PRIORITY	STATUS
5A Establish a process and/or dedicated resource to focus on reinvestment in select neighborhoods.	Low	Not started
5B Continue to work with the Housing and Redevelopment Authority of the County of Butler to implement housing revitalization programs in residential areas that have declining property values.	Medium	Ongoing
5C Annually review and update the existing property maintenance code and enforcement policies to ensure they are meeting current community demands.	Medium	Ongoing
5D Encourage participation in the quarterly Homeowners' Association Forums to facilitate the exchange of information among Township neighborhoods.	High	Ongoing
5E Identify opportunities to improve access to technology-based utilities for residents and business, including, but not limited to internet and cable offerings.	High	Ongoing**
5F Review blight identification best practices and evaluate the development of a new property maintenance code, to ensure that properties are maintained.	Medium	In Progress**
5G Explore methods for increasing and diversifying electronic communications with HOAs and their members.	Medium	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.

HOUSING GOAL 5: ONGOING

5B: Housing Revitalization Programs

Ensuring that property values remain high is a key objective identified in the Cranberry Plan. In order to protect residents' investments in the community's housing stock, the Township will continue to collaborate with the Housing and Redevelopment Authority of Butler County, to address residential preservation concerns, when necessary.



Well-maintained, older townhomes are in great demand.

5C +5F: Property Maintenance Code

A property maintenance code is an invaluable tool for municipalities, as it provides a mechanism to protect the general health and welfare of property owners. Cranberry Township's code is regularly reevaluated. This assessment enables the Township to be proactive, ensuring that the necessary provisions are in place to protect property owners and preserve a healthy building stock.

The property maintenance code is under examination to determine if additional components from the International Code Council's 2009 International Property Maintenance Code should be adopted. The incorporation of this additional language could enhance the code, allowing stronger intervention capabilities for staff to address issues internal to buildings. This assessment could also expand protections to encompass multi-family housing units, such as apartment buildings, and their tenants.



Spacious single family homes welcome larger families.

5D: Homeowners' Association Forum

The Homeowners' Association (HOA) Forum is a quarterly discussion that is hosted in the Administration offices of the Municipal Center. Initiated in 2009, these meetings continue to enhance communications between neighborhoods and the Township, as well as among neighborhoods themselves.

5E: Technology

Technology continues to be a more and more important part of people's lives. From improving business operations to enhancing a community's quality of life, technology has become engrained in everyday life. The Township regularly studies trends related to technological advancements, and will continue to seek opportunities to improve the access that residents and businesses have to technology-based utilities, whenever feasible.

HOUSING GOAL 5: IN PROGRESS

5F: Best Practice Research

See Governance- 17V



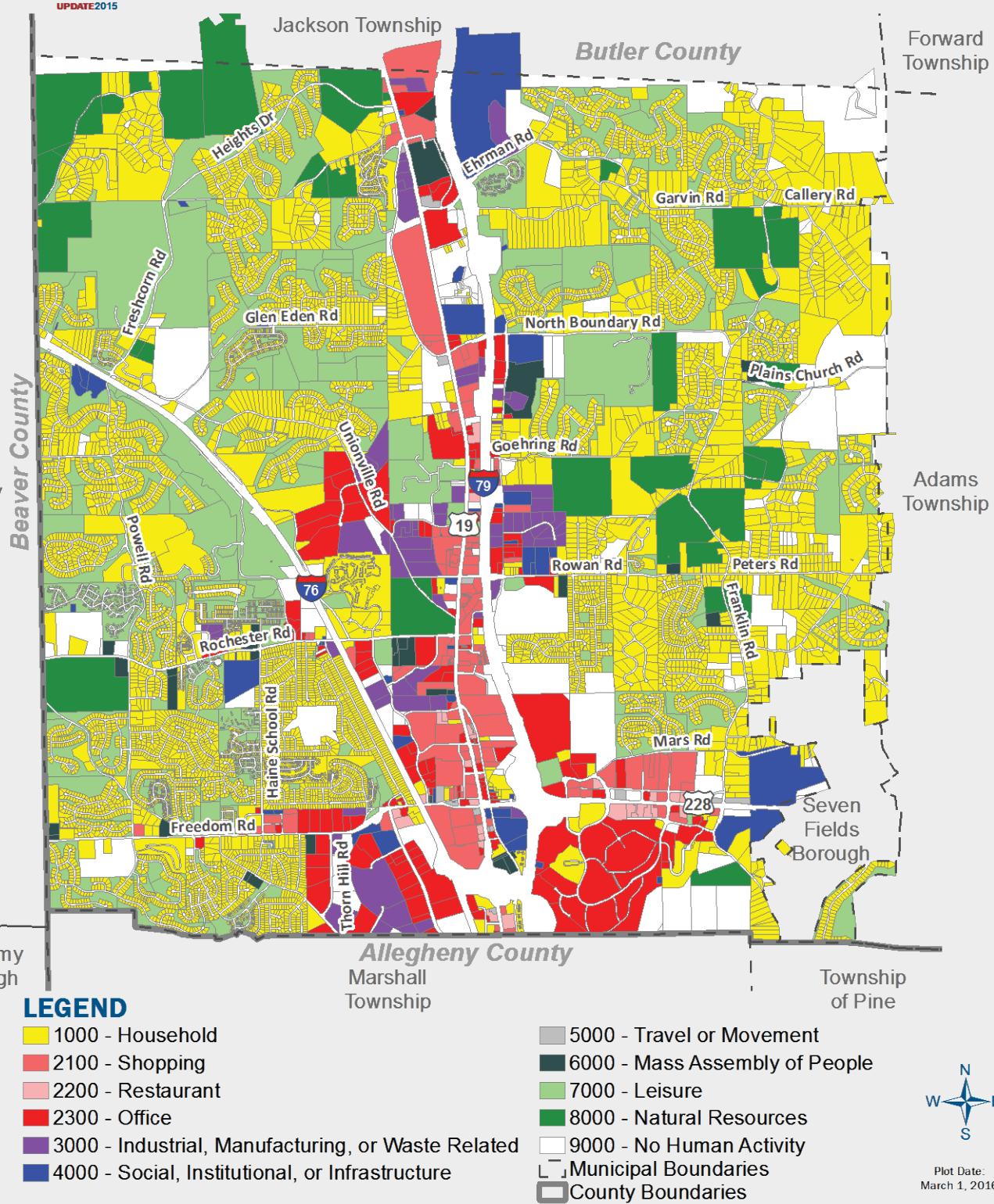


LAND USE

CURRENT LAND USE



Current land use in the Township is identified by categorizing each parcel according to the APA's land use classification system. Properties fall into one of eleven categories, based on the type of use on that property.





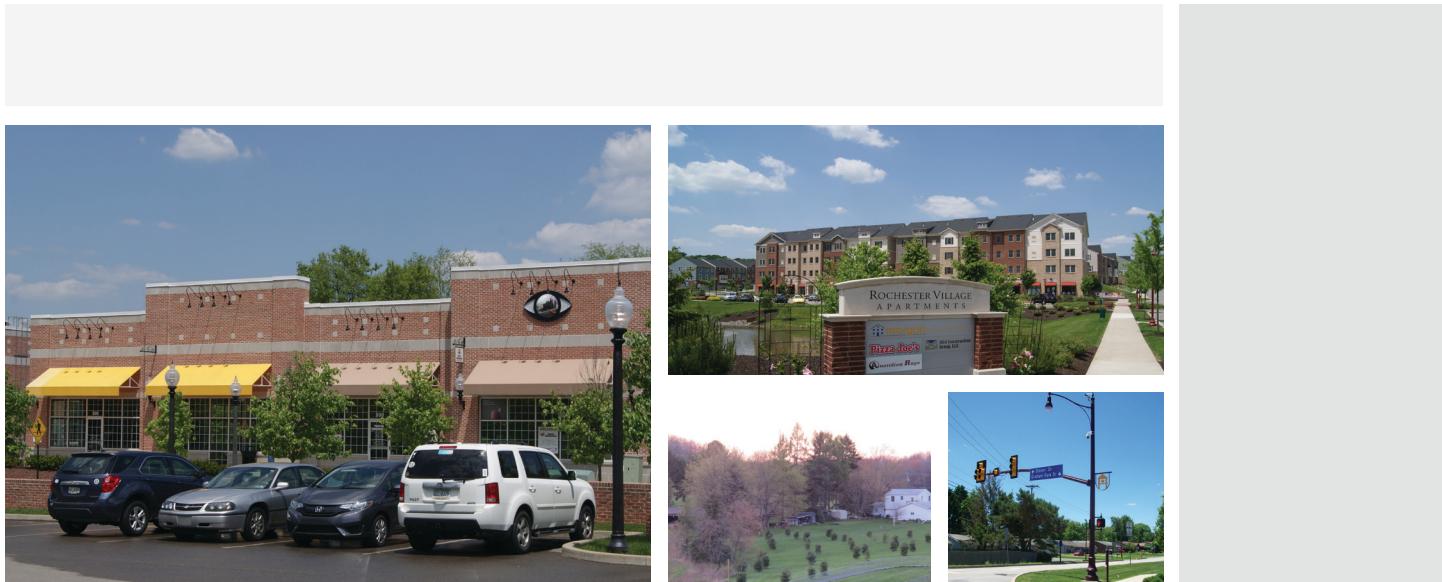
LAND USE

The Township Zoning Ordinance, Chapter 27 regulates the use of land in Cranberry Township and serves as a primary comprehensive plan implementation tool. The Zoning Ordinance currently includes 16 zoning districts and three overlay zoning districts, including the Community Character Development (CCD) Overlay, the CCD Corridor Overlay, and the Streetscape Enhancement Overlay (SEO).



All land within a community can be classified according to one of several land use classifications, based on a system developed by the American Planning Association. The following chart is a snapshot of Cranberry Township's land use patterns. When comparing and contrasting the composition of Cranberry Township during the time of the Cranberry Plan's adoption to now, most land use percentages remain the same. There are a few exceptions, with the percentage of land associated with leisure activities increasing by 5% and land classified as supporting shopping, business, or trade activities increasing by 3%. Land with household activities decreased slightly, as did natural resource related activities. The greatest decline occurred on land previously denoted as having no human activity, which decreased by 4%. This can primarily be attributed to the development of vacant land that occurred since 2009.

Current Land Use Percentages by APA Land Use Codes			
		2009	2016
1000	Household Activities	45%	43%
2000	Shopping, Business, or Trade Activities	8%	11%
3000	Industrial, Manufacturing, or Waste Related	3%	3%
4000	Social, Institutional, or Infrastructure Related Activities	3%	3%
5000	Travel or Movement Activities	0%	0%
6000	Mass Assembly of People Activities	1%	1%
7000	Leisure	15%	20%
8000	Natural Resources Related Activities	11%	9%
9000	No Human Activity	13%	9%



Left: Businesses in Bellevue Park; Top Right: Rochester Village Apartments; Bottom Middle: Farmland in Cranberry Township; Bottom Right: Streetscape enhancements on Rochester Road

The steady employment and population growth of the past 25 years is projected to continue. To manage this growth, the Township has implemented innovative land use regulations. In the next 20 years, Cranberry expects to move away from the standard land use philosophies and continue efforts that promote quality mixed use developments that offer increased opportunities for people to live, work, and play in places that add to the Township's community character.

CRANBERRY'S GOAL FOR LAND USE

1. Cranberry Township will be a community with a mix of land uses that maintains a diverse tax base and supports a high quality of life. Mixed-use development will permit residences, offices, shops, and services to locate together for the efficient use of space, mobility, and infrastructure.



GOAL 6: LAND USE

Cranberry Township will be a community with a mix of land uses that maintains a diverse tax base and supports a high quality of life. Mixed-use development will permit residences, offices, shops, and services to locate together for the efficient use of space and infrastructure.

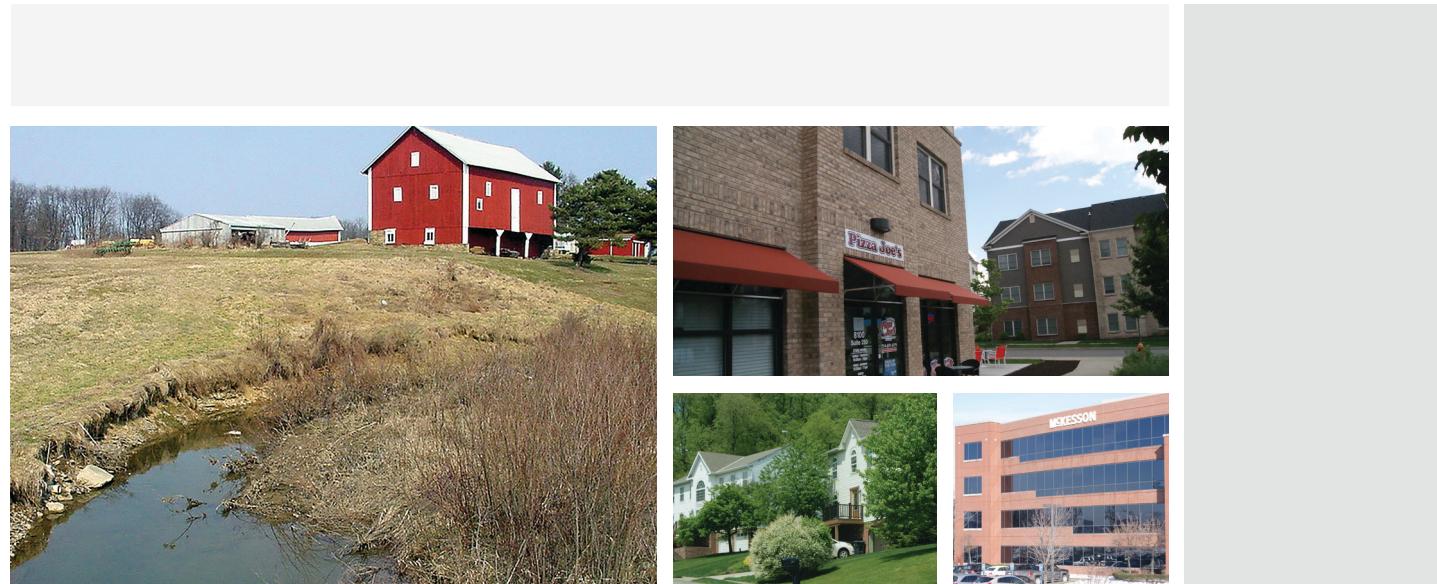
To achieve this goal, the following critical success factors must be accomplished:

- Integrated land uses.
- Land use policies that maintain a balanced tax base.
- A regulatory scheme that promotes and incentivizes mixed use development.
- A review process that reviews and mitigates land use conflicts.
- A philosophy that emphasizes form over use.
- Remain aware of the land use goals of adjacent municipalities.
- Attractiveness to existing and prospective businesses and residents.
- Efficient use of remaining land resources.
- A competitive business and residential tax environment.
- Maintain a balance of development and environmental protection.

	STRATEGY	PRIORITY	STATUS
6A	Systematically adopt land use policies that implement the Preferred Growth Scenario and Future Land Use Plan.	High	Ongoing
6B	Increase density and intensity of use, combined with open space protection, in areas not covered by CCD ordinances, making more efficient use of available land and infrastructure. Evaluate the possibility of using a conservation subdivision design ordinance and/or increase the open space requirement in the Planned Residential Development ordinance to conserve open space in the low density residential areas identified on the future land use map.	High	Ongoing
6C	Use the Township newsletter, website, Homeowners' Forum, and other communication tools to regularly distribute information regarding important land-use issues in the Township.	High	Ongoing
6D	Amend zoning, subdivision and land development, and Public and Private Improvements Codes to improve and extend Township-wide development design guidelines.	High	Completed
6E	Develop and adopt a streetscape enhancement program along main transportation corridors, and amend the zoning and subdivision ordinances accordingly.	High	Completed
6F	Adopt zoning and subdivision ordinances that will implement form-based Community Character Development along main transportation corridors.	High	Completed
6G	Update the Township Market Assessment every 3 years to understand and stay ahead of market trends.	High	Ongoing
6H	Continue to work with adjacent municipalities to ensure abutting land uses are compatible, and consider the regional impact of developments.	High	Ongoing
6I	Annually review land development procedures and requirements to ensure the processes are efficient and effective.	High	Ongoing
6J	Work with residents and businesses impacted by the Freedom Road Corridor to develop a land use and transportation master plan that will guide future land use decisions and implementation of road improvements in the Freedom Road Corridor	High	Completed
6K	Provide training opportunities for code enforcement officers regarding form based codes and Community Character Development overlay district design guidelines.	Medium	Completed

STRATEGY		PRIORITY	STATUS
6L	Develop and adopt a new shared parking guidelines.	High	Not Started
6M	Engage the owners of large properties in the Township to discuss growth projections and development trends.	Low	Completed
6N	Utilize zoning and subdivision ordinances to promote Mixed Use and Community Character Development.	High	Ongoing
6O	Evaluate the possibility of implementing a Transfer of Development Rights Program to protect agricultural land in the Township and/or in other nearby municipalities.	Medium	Completed
6P	Continue to implement the recommendations of the Brush Creek Smart Growth Plan, including construction of pedestrian connections, operation of the Town Center, and promotion of development that is in the Community Character Development form.	High	Ongoing
6Q	Conduct a bi-annual forum with local real estate professionals, building professionals, etc. to discuss housing challenges and opportunities in Cranberry Township.	Medium	Not Started**
6R	Identify opportunities to better highlight the open space throughout the Township, specifically in residential developments.	Low	Not Started**
6S	Regularly review and revise Township-wide development design guidelines, as needed, to promote dense, mixed use development that is pedestrian-oriented and bicyclist friendly.	High	Not Started**
6T	Advance Freedom Rd master plan, holistically including infrastructure improvements, sidewalks, streetscape, etc.	High	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.



Left: Meeder Farm on Rochester Road; Top Right: Community Character Development in Rochester Village; Bottom Middle: Spring Meadows neighborhood; Bottom Right: Business in Cranberry Woods

ZONING



Every parcel in Cranberry Township is categorized according to sixteen zoning districts, including three overlay districts. Official property zoning classifications are identified on the Zoning Map, available in the Township office. Regulations for each zoning district are outlined in Chapter 27 of the Township Code, "Zoning."

Jackson Township

Butler County

Forward Township

New
Sewickley
Township

Beaver County

Adams
Township

Economy
Borough

Allegheny County
Marshall
Township

Township
of Pine

LEGEND

R-1 - Rural Residential	C-2 - Highway Commercial	I-L - Industrial Light
R-2 - Single Family Residential	C-3 - Regional Commercial	Agriculture Security Area
R-3 - Multi Family Residential	BPK - Business Park	CCD Overlay
PRD - Planned Residential Development	SU-1 - Special Use	CCD Corridor Overlay
RMU - Residential Mixed Use	SP-1 - Special Growth	Streetscape Enhancement Overlay (All properties abutting road right-of-way)
MU - Mixed Use	PIC - Planned Industrial/Commercial	Municipal Boundaries
C-1 - Convenience Commercial	TLI - Transitional Light Industrial	County Boundaries



Plot Date:
March 1, 2016

LAND USE GOAL 6: COMPLETED

6D: Code Amendments

Amendments to Cranberry Township's Code of Ordinances are carried out regularly. From zoning amendments to changes to the subdivision and land development language in the code to modifications to the Public and Private Improvements Codes (PPIC), staff constantly looks for opportunities to expand and improve the design guidelines that shape residential and nonresidential development in the community. Some examples include changing typical street sections within the PPIC to include bicycle amenities, creating a streetscape enhancement overlay district to enhance the built environment, and creating design guidelines to encourage new projects to embrace traditional development patterns.



Bench, waste receptacle, sidewalk and other streetscape enhancements.

6E: Streetscape Enhancement

The Streetscape Enhancement Overlay (SEO) Zoning District was created and adopted in 2009, with the purpose of creating a cohesive streetscape character along major transportation corridors. The SEO serves as a tool to increase the number and quality of public spaces within the community, through the creation of small plazas, also known as pedestrian pockets, along roadway intersections. This streetscape enhancement program also acts as a mechanism to advance multi-modal projects, emphasizing amenities that contribute to a pedestrian-oriented and bicyclist friendly community.

The SEO Zoning District currently applies to Route 19, Rochester Road, Freedom Road, Route 228, Rowan Road, and a portion of Franklin Road. The Township will continue to reevaluate the SEO requirements and locations, to identify enhancements and extensions of the program. As development occurs along these corridors, there will be an increase in amenities that add value to the community, from street walls, street lights, benches, waste receptacles, and pedestrian pockets, to transportation related amenities such as bike racks, bike lanes, sidewalks, and crosswalks.



Jason's Deli opened for business in Cranberry in 2015.

6F: Form-Based Code

Form-based code refers to a type of regulation that focuses on the form of the built environment as the key component of the land development process. Form-based codes emphasize the importance of the massing and design of buildings, how they are designed in relationship to each other, all while paying specific attention to a building's relationship to the street and sidewalk.



Streetscape enhancements outside of Jason's Deli at the Cranberry Mall.

The Community Character Development (CCD) Zoning District acts as the form-based code for the Township. Previously called Traditional Neighborhood Development, or TND, that terminology has since changed to more broadly embrace the concept of creating a sense of place throughout the community via mixed use development. The guiding principles behind this zoning tool includes a mix of housing types, mix of compatible, nonresidential uses, interconnected and pedestrian-oriented streets, and buildings that relate to each other in form and design, to clearly define streets and open spaces.

SUITABLE FOR DEVELOPMENT



This map illustrates the remaining undeveloped and developable land in Cranberry Township. Developable properties include those that are vacant, agricultural (other than land in Butler County's Agricultural Land Preservation Program); single family homes on lots larger than 5 acres; or single family in a commercial zoning district (non-conforming single family).

Jackson Township

Butler County

Forward Township

New Sewickley Township

Adams Township

Beaver County

Economy Borough

Allegheny County

Marshall Township

Township of Pine

LEGEND

	Agriculture		Vacant		Municipal Boundaries
	Single Family		Streets		County Boundaries



Plot Date:
March 1, 2016

LAND USE GOAL 6: COMPLETED CONTINUED

6J: Land Use and Transportation Planning

The Freedom Road Corridor is a critical link in Cranberry Township's and the region's transportation network. It is also an important corridor from a land use perspective, as the uses along Freedom Road are diverse and varied, from single-family housing, to multi-family housing, and commercial uses. In 2008, Resolution 2008-63 authorized the initiation of the planning process, to create a Master Plan for the Freedom Road Corridor. That process was a collaborative one between residents, businesses, and staff. The purpose of developing such a plan was to guide the implementation of road improvements and guide land use decisions in the area.

In 2010, two additional zoning changes were implemented to enhance the growth and future development along Freedom Road. The Streetscape Enhancement Overlay Zoning District was applied along Freedom Road, to facilitate the development of a cohesive, pedestrian-oriented street character. The application of the CCD Corridor Overlay and the CCD A and CCD B overlays on Freedom, then called TND, was created to encourage traditional-style development patterns on key remaining parcels with development and redevelopment potential.

6K: Code Training

Staff conducts research and completes training activities when necessary, including attending webinars and seminars, development related topics such as form-based codes and design guideline projects to continue learning about best practices that foster traditional development and land use patterns.

6M: Property Owner Engagement

Large properties have the potential to significantly increase number of housing units and increase the amount square footage of nonresidential space in the Township. Tracking the growth of nonresidential and residential figures is regularly conducted to compare with the anticipated growth projections outlined in the Cranberry Plan. When opportunities arise, in particular with development of large properties, development trends and growth projections are discussed with those property owners and developers.

6O: Transfer of Development Rights Program

While there is no Transfer of Development Rights (TDR) program currently, the Township continues to look for opportunities to develop such a system. TDR programs allow property owners to sell the right to develop their land to a developer. In exchange, the original property owners' land is preserved, and the developer is authorized to develop a site in a different location within the community, to a higher density than what is typically allowed in the code. The transfer of development rights can occur within individual communities or between two communities in proximity to each other.



Cranberry Mall is located in the busy Freedom Road corridor.



Restaurant in the lower level of the Cranberry Mall.

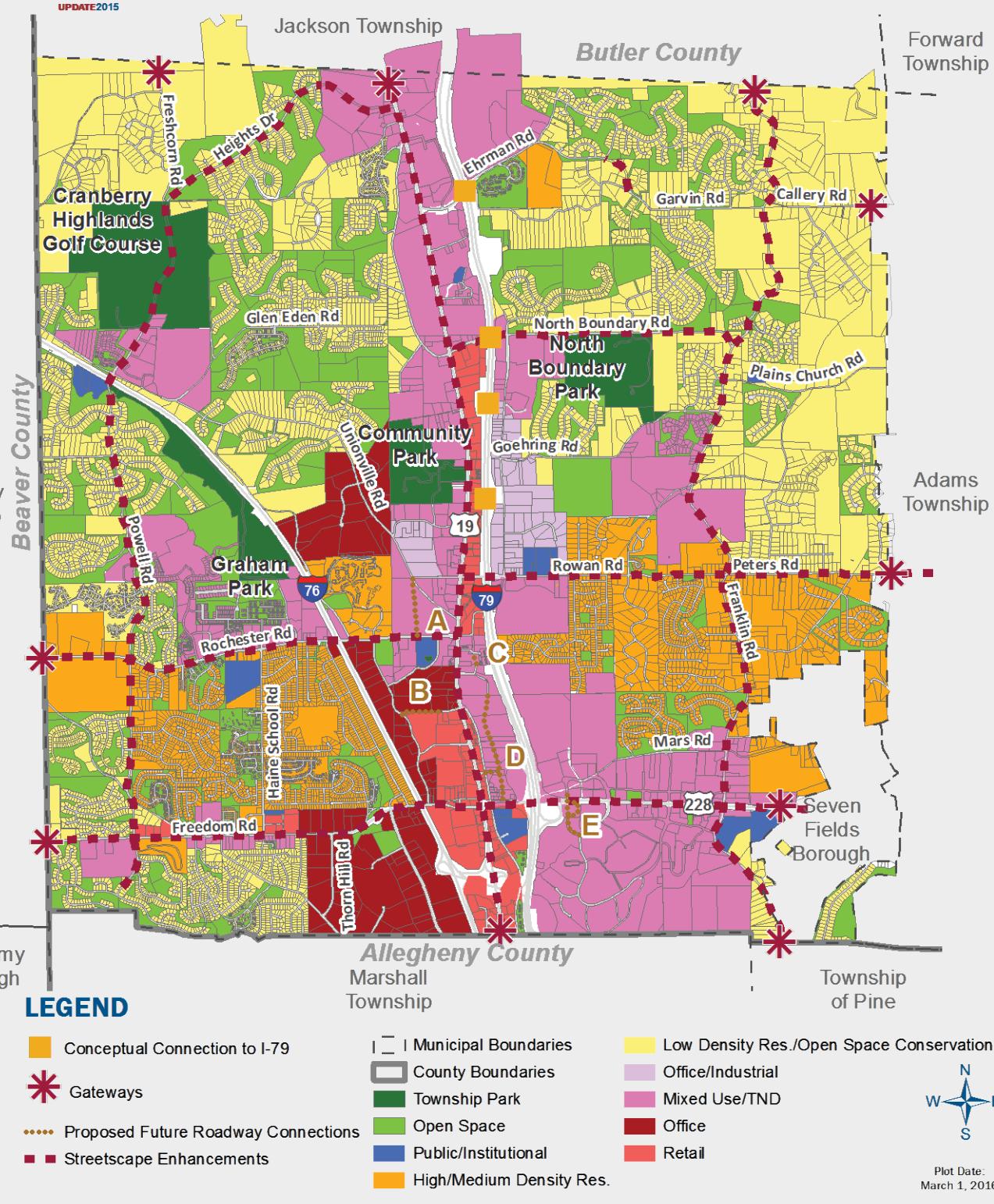


Popular restaurants and shops in the Cranberry Mall.

FUTURE LAND USE



Future land use for Cranberry Township is set forth in the graphic illustration below. The desired development patterns necessary to achieve the community's vision will be achieved through this plan for land use, which sets benchmarks for future zoning changes.



LAND USE GOAL 6: ONGOING

6A + 6B: Land Use Policies

The Future Land Use Plan and the Preferred Growth Scenario guide the development patterns in the Township through 2030. Since the adoption of the Cranberry Plan, several land use policies, specifically the development of Community Character Development (CCD) Zoning District and Ordinance 2011-422, which was adopted in 2011 in order to increase open space requirements within Planned Residential Developments (PRDs), have been implemented in pursuit of attaining the goals outlined in the Future Land Use Plan and Preferred Growth Scenario. A comprehensive zoning analysis is currently underway, to continue assessing the current zoning in comparison to the Preferred Growth Scenario benchmarks that are analyzed quarterly, to ensure that the appropriate growth patterns are being realized in the community.



Park Place Development

6C: Communications

Whenever there are important land-use issues that arise, the Township uses a myriad of communication tools to convey new information to residents and businesses alike. From presentations to the Homeowners' Association (HOA) Forum, to employing social media such as Facebook and Twitter, posting messages on the Township website, and even blogging about land development and use, the communication of critical changes to the community continues to remain a top priority.



New housing under construction.

6G: Market Assessment

In 2007, as a component of the Cranberry Plan development process, an assessment of the market conditions within the Township was conducted. This analysis served as a decision-making tool, to guide strategic planning for the community's future.

Since the Cranberry Plan was adopted in 2009, two updates to the Township's Market Assessment have been conducted. The first update was performed in the Fall of 2012. The second update was performed in the Fall of 2015, as part of the Cranberry Plan Update process. While the complete assessment is conducted every three years, the base data is updated on an annual basis.

The 2015 Cranberry Township Market Profile provides a comprehensive analysis of the demographic environment, housing development trends, state of the workforce, and overall economy, including the retail market, commercial market, and regional economic opportunities. The profile includes a peer-to-peer comparison with other "competitive" municipalities and corridors in the region, places that are comparable due to similar growth patterns occurring in those locations.



Streetscape enhancements at Freedom Square in the Freedom Road corridor.

In the most recent assessment, the Cranberry Corridor, which includes municipalities such as Jackson, Adams, Seven Fields, Marshall, Pine, McCandless, and Cranberry, was the fastest growing corridor out of its peers, growing at a rate of 5.9% between 2010 and 2014. The Cranberry Corridor in total consists of approximately 98,000+ residents. Cranberry Township became the largest municipality within the corridor in the 2010 to 2014 timeframe. Projections through the remainder of the decade indicate that the population will continue to grow at a more modest pace than the previous decade. Estimates indicate that the Township will increase at a rate of 7.66%.

6G: Market Assessment Continued

The median age in Cranberry Township continues to be quite low, only 4.4 years older than the median age in the City of Pittsburgh, at 38.4 years. Younger populations are typically attracted to dense municipalities, and is reflected in the percentage of rental units developing and percent of units that are owner occupied. 78.5% of housing units in Cranberry are owner occupied, higher than the Monroeville/Murrysville Corridor, Airport Corridor, and the City of Pittsburgh, but lower than the Washington Corridor. The median household income in Cranberry Township is \$100,020, higher than the four peer communities and corridors: Pittsburgh City, the Monroeville/Murrysville Corridor, the Airport Corridor, and the Washington Corridor.

The median home value is \$254,200 in Cranberry Township. New housing development is a key driver in the ongoing population growth in the community. Between 2005 and 2014, 2,206 new homes were constructed. Almost half of those homes were constructed in a two-year time span, between 2012 and 2014. A large shift in housing typologies occurred during these time periods. Between 2012 and 2014, over half were multi-family units, while previously, single-family detached homes were the primary housing type being constructed.

Cranberry Township has robust economy with a low unemployment rate of 3%, which is lower than Butler County at 3.9%, Pennsylvania at 4.1%, and the United State overall at 5%. Jobs within Cranberry Township continue to grow, from 10,500 in 2003 to 23,700 in 2015. 2,573 of those jobs consistent of Cranberry residents, an increase from 579 residents who lived and worked in the Township in 2010. The majority of workers in Cranberry Township, 21,136 to be exact, migrate in from other municipalities in the region. A total of 4,900 jobs were added between 2010 and 2015 alone, with almost half attributed to the growing retail trade and accommodation and food services sectors.

Mine Safety Appliances (MSA), Westinghouse, Kawneer (Traco), UPMC, and PPG are the Top Five major employers in Cranberry, with a collective total of approximately 6,400 employees. The Top Six job sectors in the community, based on the number of employees, begins with the professional, scientific, and technical services, followed by retail trade, accommodation and food services, healthcare, and social assistance, manufacturing, and wholesale trade.

The retail market in the Cranberry area is booming, to say the least. The spending power of consumers in Cranberry and within a 15-mile radius of the Township, is 46% higher than the national average, with \$1.5 billion spent annual on retail goods. The Township should continue to identify opportunities to capture a portion of the retail leakage rate, as acquiring 50% of that leakage would support the development of 143,889 square feet of new restaurant space and 867,769 square feet of retail space.

See Appendix for additional information.

6H: Inter-Municipal Collaboration

Cranberry Township is located at the intersection of seven different municipalities, each with different population sizes, demographics, and land development objectives. The Township will continue to seek any and all opportunities to collaborate with its neighbors. From partnering on trail projects, to sharing equipment, to ensuring that abutting land uses of properties are compatible, working together across municipal boundaries removes barriers and promotes comprehensive planning and operations within the region.



Multi-family units under construction.



Cranberry Woods is home to the MSA world headquarters.

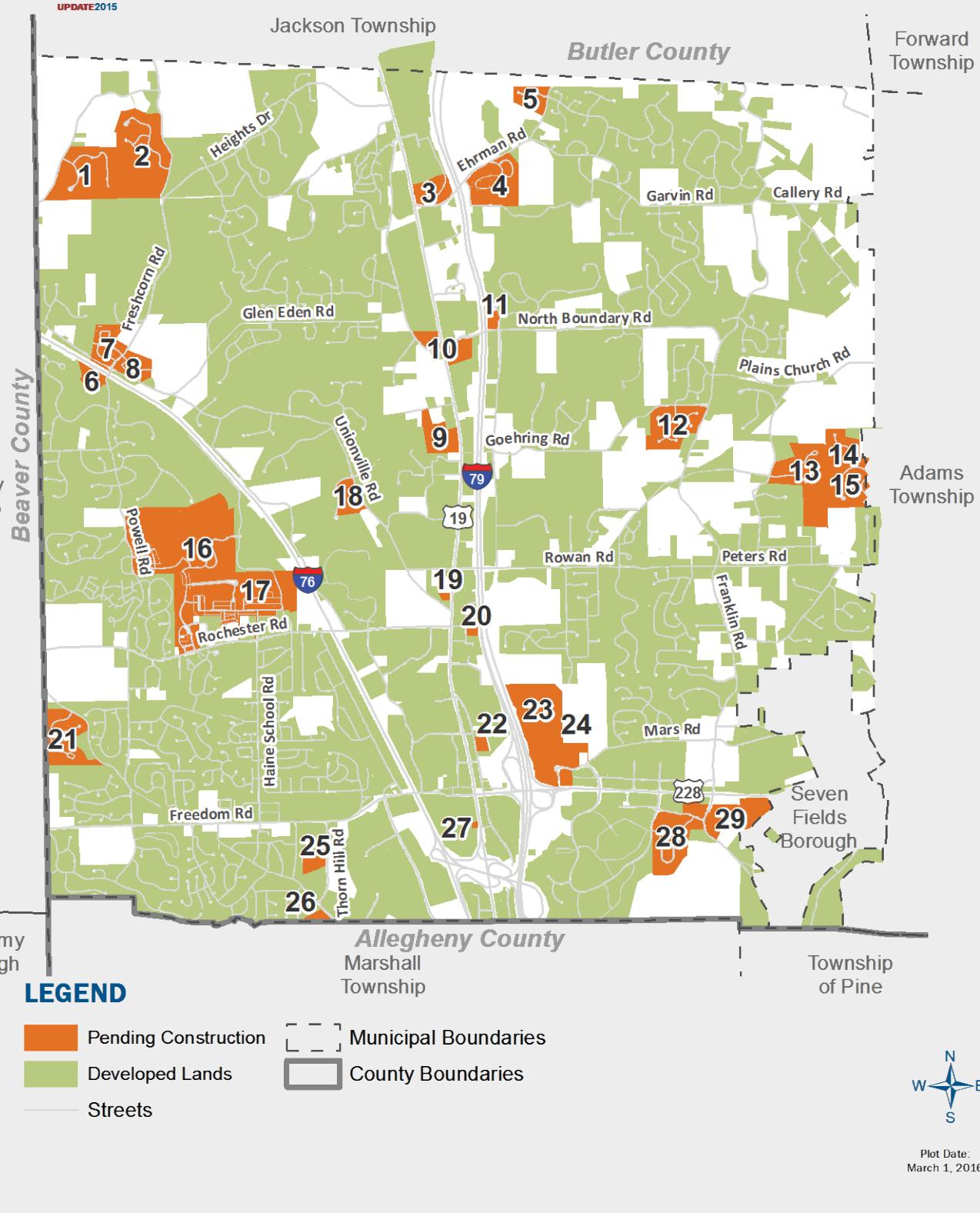


Westinghouse moved its world headquarters to Cranberry in 2009.

PENDING CONSTRUCTION AND DEVELOPED LAND



Properties in Cranberry Township that are under construction or have been approved for development are highlighted on this map. Juxtaposing the developed lands with those pending construction provides a snapshot of the current development climate in the Township.



LAND USE GOAL 6: ONGOING CONTINUED

6I: Land Development Procedures

Land development, subdivision, and conditional use processes involve applications, adherence to code requirements, submissions deadlines, and multiple meetings with staff from the Planning and Development Services and Engineering and Environmental Services Departments. This process applies to any parcels of land, tracts, or lots that are being improved to include two or more residential buildings, one or more nonresidential buildings, or the division of space or land between two or more occupants to create buildings, common areas, streets, or other features.

In order to more clearly communicate the Township's requirements to property owners and developers, a pamphlet was created to outline the four key steps in the conditional use, subdivision, and land development processes. The first step involves conducting a preliminary meeting with Planning and Development Services staff. This provides the forum to discuss the scope of a project and more completely communicate about timeline and requirements. The second step involves presenting the plans to the Planning Advisory Commission (PAC), to gather the five Commission members' feedback and adjust plans accordingly. The third step involves presenting the project to the Board of Supervisors. If the plans are approved at this stage, the final step before construction can begin involves bonding, developer's agreements, grading permits, and building permits. Staff will continue to monitor and adjust the requirements for the land development process, to identify any areas that have the potential to be adjusted or improved.

6N: Mixed Use Development

See Land Use – 6F

6P: Brush Creek Smart Growth Plan

The Brush Creek Smart Growth Plan was a master plan created in 2001 to guide growth and development along Brush Creek in a way that would positively impact the water quality of the creek and preserve open space along its path. The plan included zoning plans for traditional neighborhoods, a town center, a new park, now known as Graham Park, and to put mechanisms in place to protect the environment. The study recommended that ordinances be rewritten in order to promote development patterns more conducive to creating mixed use developments that are people oriented, more compact, multi-modal, and conserve natural resources while using land in an efficient and effective way. Since the plan was created the Township has been steadily working to implement its outlined recommendations. The implementation process continues to be in progress, with the next phase of Park Place currently underway. Pedestrian and bicycle connections within the Brush Creek area have been given a strengthened emphasis, to further support the plan's transportation objectives.



Careful review of development plans.



Board of Supervisors meetings are held twice a month.

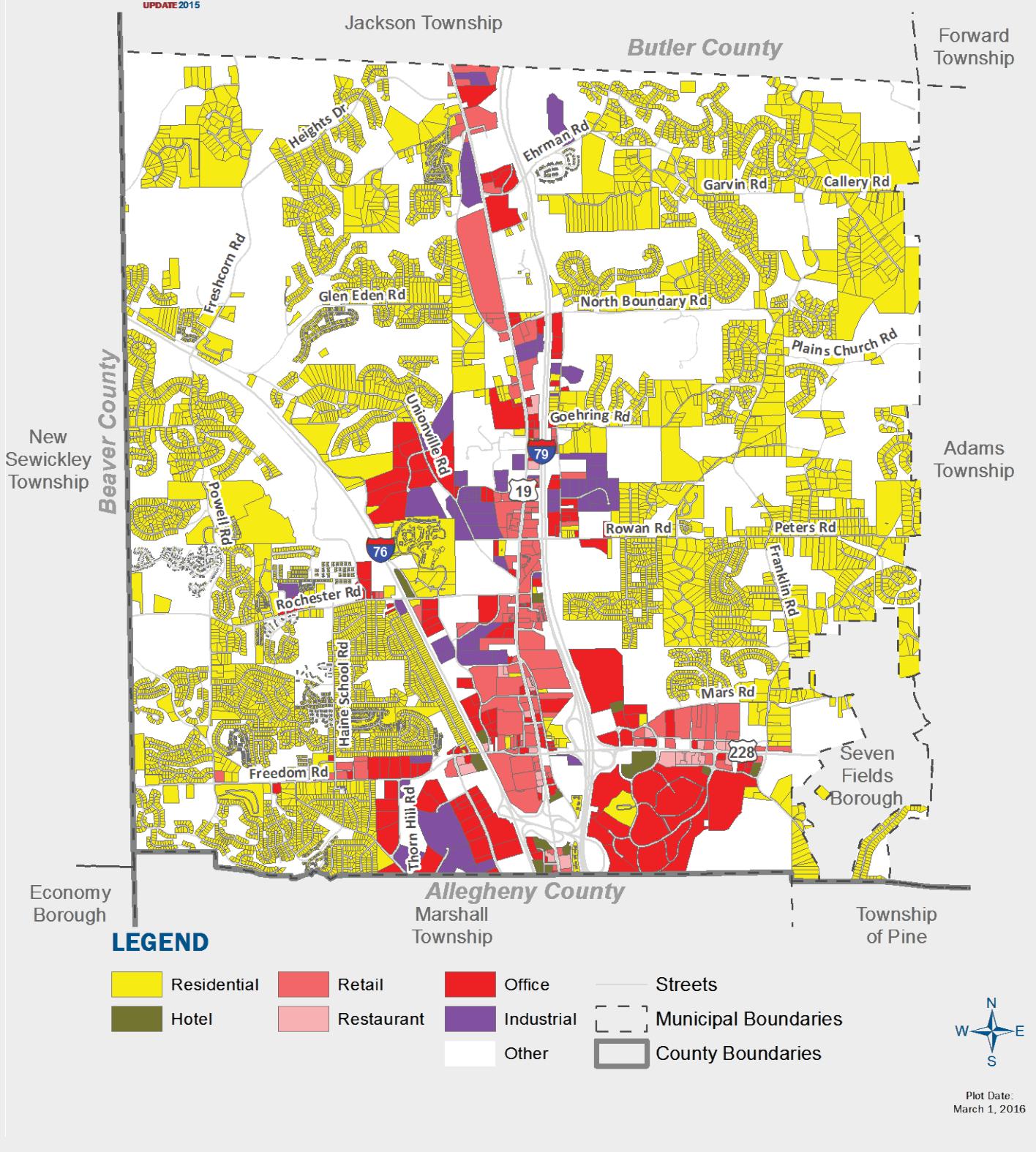


Brush Creek Watershed Master Plan

LAND USE PER ASSESSMENT VALUE



The map illustrates the assessed values of Township properties, organized by land use, according to 2015 Butler County data. The total assessed property value is \$ 414,946,996. A majority of that value is comprised of residentially developed properties.





ECONOMIC DEVELOPMENT AND REDEVELOPMENT

REDEVELOPMENT AND NEIGHBORHOOD RENEWAL



The long-term health of Cranberry's local economy depends upon continued economic development. A healthy economy and strong tax base are dependent upon a quality housing stock. Cranberry's sustainable approach to economic development does not rely solely on the development of developable properties, but also redevelopment and neighborhood renewal.

Jackson Township

Butler County

Forward Township

New Sewickley Township

Beaver County

Adams Township

Economy Borough

Allegheny County

Township of Pine

Marshall Township

LEGEND

Redevelopment Areas
 Streets

Municipal Boundaries
 County Boundaries



Plot Date:
March 1, 2016



ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Cranberry Township is a great place to visit, raise a family, or operate a business. The community is known for being well-rounded and providing people with choices. There are diverse housing types, incomes, and beliefs all within one well managed, thriving community. The Township is home to pristine farmlands, a high quality public educational system, a strong technological and commercial presence, and extensive restaurant and retail options. Residents enjoy a wealth of top tier amenities, including a municipal center, waterpark, three public parks, a municipal golf course, and a public library.



Local entrepreneurs enjoy a business-friendly environment, where they can create new goods and services in a way that creates jobs, profits, and prosperity. There is a balance and unity between the economy, environment, and high quality of life throughout Cranberry Township. Balanced economic development provides residents with opportunities for higher incomes and better jobs. Better economic development manages the interrelationships among people, land, resources, and infrastructure in a thoughtful, and sustainable manner. This ensures and enhances the high quality of life that residents and workers expect in this community of choice. By acknowledging the need for, and continually working toward this balance, the Township fosters a local economic environment for businesses that is nationally competitive, while sustaining a healthy social and natural environment for its residents.

Cranberry Township is located in one of the few growth areas in western Pennsylvania and continues to experience strong economic development. Development activity in Cranberry Township is thriving, with opportunities for economic growth are predicted to continue into the future. Proactive growth management affords the Township the opportunity to develop the quality-of-life amenities and infrastructure necessary to become a world-class community. To ensure a future with a strong economy, Cranberry must continue to promote and facilitate economic development, while simultaneously providing a strong focus on redevelopment.

CRANBERRY'S GOAL FOR ECONOMIC DEVELOPMENT

1. Cranberry Township will become a community which has a sustainable, diverse economy that can weather national economic fluctuations. Cranberry will be a regional employment center and a hub for regional economic development.

CRANBERRY'S GOAL FOR REDEVELOPMENT

1. Cranberry Township will be a community that provides redevelopment programs and services that guide planned growth, facilitate the redevelopment of designated areas and help to rebuild neighborhoods.



GOAL 7: ECONOMIC DEVELOPMENT

Cranberry Township will be a community which has a sustainable, diverse economy that can weather national economic fluctuations. Cranberry will be a regional employment center and a hub for regional economic development.

To achieve this goal, the following critical success factors must be accomplished:

- A strong connection to the business community through the Chamber of Commerce.
- A business climate that nurtures entrepreneurship.
- A community that attracts knowledge workers.
- Opportunities for family-sustaining jobs.
- Increased job opportunities in science and technology markets.
- A community that nurtures existing businesses.
- Positioned in the new economy with a diverse, expanded economic base (size, type and age).
- Focused on economic development in new and redeveloped areas of the Township.
- Proactive in promoting Cranberry as an attractive place to live, work, and open a business.
- A core community for regional business and activities.
- Partnerships with local universities and colleges.
- The quality of life factors that attract young professionals.

	STRATEGY	PRIORITY	STATUS
7A	Maintain a strong relationship with the Cranberry Area Butler County Chamber of Commerce and the Pittsburgh North Regional Chamber of Commerce, and develop opportunities to collaborate and reach out to the business community.	High	Ongoing
7B	Hold a regular forum with the Chamber Board of Directors to discuss issues important to the business community.	Low	On Hold
7C	Designate a Cranberry staff liaison to communicate and work with the local business community, including employers of all sizes.	High	Completed
7D	Create a central repository for economic and business data to support local business needs through the use of GIS and other technology tools available to the Township.	High	Completed
7E	Explore the possibility of creating an entity (authority, nonprofit, municipal department) that is responsible for economic development activities.	Low	Completed
7F	Create, adopt, and implement an economic development plan.	Medium	Not started
7G	Develop a policy for the appropriate use of economic stimulus incentives LERTA, NID, abatement of development and impact fees, etc.) for development opportunities.	Low	Not started
7H	Adopt the Pennsylvania Department of Community and Economic Development Business Retention and Expansion Program.	Medium	Not started
7I	Develop and maintain an updated inventory of available and industrial properties in the Township.	Medium	Completed
7J	Update the "Doing Business in Cranberry Brochure to provide necessary information to the business community.	High	Completed*

	STRATEGY	PRIORITY	STATUS
7K	Identify a market sector with which to partner to understand company needs and attractiveness factors for locating in a community. The study should assess Cranberry's strengths and weaknesses with regard to the technology sector needs and provide an action plan for implementation.	Medium	Not started
7L	Work with the Chamber of Commerce to establish a young professional's organization.	Low	Completed
7M	Work with the Chamber of Commerce to promote a market brand and image for the Cranberry Township business community.	Medium	Completed
7N	Explore opportunities for wireless "hot spots" in key public spaces (e.g. Municipal Center, parks, town center) in conjunction with new mixed-use development.	Low	Completed
7O	Work with local, state, and federal officials to create a "shared vision for the corridor" between Beaver and Butler County along Freedom Road and Route 228.	High	In Progress
7P	Work with Butler County Community Development Corporation (CDC) and the Housing and Redevelopment Authority of the County of Butler to use existing programs and identify strategies for economic development in Cranberry Township.	High	Ongoing
7Q	Convene an annual summit of local representatives to identify opportunities for collaboration on responses to the business community's needs.	Low	Not started
7R	Annually update the relevant data from the Market Profile to identify the Township's strengths and weaknesses related to economic development.	Low	Ongoing
7S	Highlight the Township's economic development assets through the creation of an economic profile (print and online), such as available land, low taxes, and transportation network.	Medium	Completed
7T	Work with the Chamber of Commerce to identify and provide incubator space for small businesses in Cranberry Township.	Medium	Not Started
7U	Partner with the Seneca Valley School District, universities, and businesses in the region to establish an education and workforce development program, which may include design contests, internships, and continuing education.	Medium	Ongoing
7V	Seek out opportunities for public and private partnerships to develop community assets that will benefit residents and businesses.	Medium	Ongoing
7W	Communicate to residents the value and benefits of economic development through education sessions, print, and online materials.	Low	Ongoing
7X	Highlight the Township's quality of life assets including parks and recreation amenities, to the regional business community to help attract and retain knowledge workers.	Medium	Completed*
7Y	Encourage interaction between local educators and business owners in Cranberry Township, to strengthen the importance of public education and economic development.	Medium	Ongoing**
7Z	Identify and implement strategies to foster the development and growth small businesses within Cranberry Township.	High	Not Started **

*These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.

** Strategy is new recommendation as part of the Cranberry Plan Update.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

GOAL 7: COMPLETED

7C: Liaison with Business Community

Establishing a point of contact for local businesses to engage with a local government is essential to providing good customer service and maintaining a business-friendly environment. The Director of Planning and Development Services and the Manager of Business and Economic Development are always available to work with local businesses of any size, to answer questions and provide the information necessary for members of the business community to flourish within Cranberry Township.

7D: Economic and Business Data

The development and maintenance of a centrally-located, user-friendly data repository enables the Township to provide up to date, relevant information to existing businesses and potential businesses in Cranberry. The Business Directory was first created in 2011. In 2012, that data was used to develop the Internal Business Data Viewer, a Geographic Information System (GIS) based tool. Later that year, the Business Directory was integrated into the Business Hub website, making the previously internally-facing directory, externally-facing and available to the public. In 2014, the Internal Business Directory evolved, transferring data over to the Munis System. Updates to the directory on the Business Hub website are conducted monthly.

7E + 7S + 7X: Economic Development Resources

The Business Hub, managed by the Planning and Development Services Department, is a central point of contact for business information. The Hub supports the Township's vibrant business community, through active public participation, sound planning practices, and outstanding customer service. Any existing or potential businesses can easily maneuver the well-organized, content rich pages of the Business Hub website, to find a collection of information helpful in understanding the methods available for businesses to relocate, build, or expand their enterprises within Cranberry Township. From community data, to information about the Township's land development process, to access to Cranberry Township's complete Code of Ordinances, the Business Hub is the central clearinghouse for all business information and inquiries.

The Business Hub serves as a major tool to highlight the Township's economic development and quality of life assets. This digital platform serves as a mechanism to conduct outreach with local businesses and residents alike, spotlighting information about the favorable market conditions, diverse business climate, evolving transportation network, low taxes, and high caliber parks and recreation amenities found within Cranberry Township.

7I: Industrial Property Inventory

In 2014, a vacancy list was created for all buildings and land within the community that were unoccupied. The list outlines all pertinent information about the property, including contact information, zoning, signage, cost per square foot, and square footage of building or property. In 2015, the vacancy listing was updated. Currently an internal document used for planning purposes, the intention is that the inventory will be made available to the public on the Business Hub website in 2017.



The Hub is a central point of contact for business information.



The Township's vibrant business community attracts public participation.



Cranberry has a detailed industrial property inventory.

7J: Doing Business in Cranberry Brochure

The “Doing Business in Cranberry Brochure” is a pamphlet that summarizes key information about economic development within the community. This brochure is periodically updated and revised, to ensure that it is providing the information that local businesses need to access. In 2012, the brochure was updated to achieve this very objective. In 2015, the brochure was again updated, to include new revisions. After changes are made to the brochure and new iterations are printed, the pamphlets are distributed to the local Chambers of Commerce and other partner agencies.



Cranberry is home to many young professionals.

7L: Young Professional Organization

Cranberry Township supported the development of the Butler County Chamber of Commerce’s young professional organization. The Butler County Young Professionals Group consists of young, engaged working professionals who regularly gather to participate in social activities and networking opportunities with others in the region. Staff periodically participate in events that the Butler County Young Professional Group hosts, from seminars and training sessions to volunteering and relationship building.

7M: Brand and Image

With Chamber mergers, this recommendation is no longer applicable to Cranberry Township and the local business community.

7N: Public Wi-Fi

Wireless “hot spots” have been created in several public spaces, providing easy internet access for all. Cranberry Township’s Municipal Building, the Cranberry Highlands Golf Course, Graham Park, Community Park, and North Boundary Park all have free Wi-Fi.



Wireless 'hot spots are located throughout the Township.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

GOAL 7: IN PROGRESS

7O: Corridor Planning

Route 228 and Freedom Road are critical arterial roadways, providing direct access to the western, central, and eastern portions of Cranberry Township. These roadways also provide direct access to I-79 and as such, are important to connect citizens and members of surrounding municipalities with access points to regional transportation infrastructure. Recognizing the transportation and economic development implications of these two roadways, the Township will continue to collaborate with stakeholders and officials at the local, state, and federal levels to ensure that the shared vision for the corridor, not just in Cranberry itself, but throughout Butler and Beaver Counties, is realized.



Corridor planning is critical to providing direct access.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

GOAL 7: ONGOING

7A: Interagency Collaboration

The Cranberry Area Chamber of Commerce and the North Hills Chamber of Commerce merged in 2009 to create the Pittsburgh North Regional Chamber of Commerce. The Township works with the Chamber when opportunities arise to partner on projects and conduct outreach with the business community.

7P: Programs and Strategies

In order to ensure that Cranberry continues to host a thriving, successful economy and business community, the Township will continue to evolve and enhance the services provided. Innovative collaboration with regional entities, including the Housing and Redevelopment Authority of the County of Butler and the Butler County Community Development Corporation (CDC), will continue to be pursued whenever possible. As opportunities arise, the Township partners with the CDC to collaborate and promote local economic development.

7R: Market Profile Data

The 2015 Cranberry Township Market Profile provides a comprehensive analysis of the demographic environment, housing development trends, state of the workforce, and overall economy, including the retail market, commercial market, and regional economic opportunities. While the full assessment is conducted every three years, some data sets are updated on an annual basis.

The report indicated that Cranberry Township hosts a robust economy with a low unemployment rate of 3%, which is lower than Butler County at 3.9%, Pennsylvania at 4.1%, and the United States overall at 5%. Jobs within Cranberry Township continue to grow, from 10,500 in 2003 to 23,700 in 2015. Cranberry residents hold 2,573 of those jobs, an increase from 579 residents who lived and worked in the Township in 2010. The majority of workers in Cranberry Township, 21,136 to be exact, migrate in from other municipalities in the region. A total of 4,900 jobs were added between 2010 and 2015 alone, with almost half attributed to the growing retail trade and accommodation and food services sectors.

The Top Six job sectors in the community, based on the number of employees, begins with the professional, scientific, and technical services, followed by retail trade, accommodation and food services, healthcare, and social assistance, manufacturing, and wholesale trade. The retail market in the Cranberry area is thriving. The spending power of consumers in Cranberry and within a 15-mile radius of the Township, is 46% higher than the national average, with \$1.5 billion spent annual on retail goods. The Township should continue to identify opportunities to capture a portion of the retail leakage rate, as acquiring 50%



6,400 jobs have recently been created in Cranberry Township.

Top Employers in Cranberry Township

2008 Values

2015 Values

Employer	Number of Employees	Employer	Number of Employees
TRACO	1,180	Westinghouse	3,100
Cellco Partnership (Verizon)	1,015	Mine Safety	1,000
UPMC Health System	831	Appliances (MSA)	
Manheim PA Auction (Butler Auto Auction)	652	Kawneer (TRACO)	1,000
Coventry Health Care, Inc.	552	UPMC	800
		PPG	500

See Land Use – 6G and the Appendix for additional information.

of that leakage would support the development of 143,889 square feet of new restaurant space and 867,769 square feet of retail space.

The chart below illustrates the shift in number of employees by employer within the community. In terms of greatest number of employees, Mine Safety Appliances (MSA), Westinghouse, Kawneer (Traco), UPMC, and PPG are the Top Five major employers in Cranberry, with a collective total of approximately 6,400 employees. Below is a chart that compares the top employers in Cranberry Township in 2008, when the Cranberry Plan was under development, to totals for 2015.

7U + 7V: Partnerships

Partnerships, whether they are between public organizations or between public and private entities, bring immense value to communities and the people those communities serve. Educational partnerships, such as collaborations between Seneca Valley School District and Cranberry Township, provide the mechanism for Township staff to educate students on topics in their respective fields. Conversely, collaboration with STEM programming, such as projects with the Seneca Valley School District STEMFems program, benefits the community through the exchange of information that is put into practice to create tangible, student-driven projects that promote environmental stewardship. The Township has also participated in the Work/Study Program with Seneca Valley School District for several years, providing employment opportunities within the Fleet Division of Public Works for SVSD students.

Cranberry's business community serves as an excellent partner for many initiatives. From participation in community enhancing programs such as volunteer clean up days, to generously donating the CTCC annual *Project of the Year*, members of the business community regularly show themselves to be dedicated to community outreach and participating in projects that improve the quality of life in Cranberry Township.



Cranberry is home to a thriving economic business community.



The Township collaborates with the schools in many areas.

7W: Communications

The Township has a variety of communications tools at the ready to disseminate information about the value of economic development to residents. The Business Hub website acts as the central source for all business and economic development information. The Business Hub social media accounts, such as Facebook and Twitter, and text alerts, provide quick, easy, and user-friendly ways to convey news and information about the strength of the local economy and changes within the business community. Additionally, print materials, such as the quarterly Business Hub Newsletter, and educational sessions continue to be developed, when appropriate, to convey the value that Cranberry Township's economic development activities contributes to the community at large. Maintaining these open lines of communication is and will continue to be a priority for the Township.



Cranberry partners annually with CTCC's Project of the Year.

7Y: Collaboration

Whenever possible, the Township serves as a resource to connect educators with businesses. Through ongoing collaboration, the connection between education and strong economic development will continue to be emphasized, reinforced, and enhanced.



GOAL 8: REDEVELOPMENT

Cranberry Township will be a community that provides redevelopment programs and services that guide planned growth, facilitates the redevelopment of designated areas and helps rebuild neighborhoods.

To achieve this goal, the following critical success factors must be accomplished:

- Organizational capacity to support redevelopment.
- Regulations that provide flexibility and incentives for redevelopment.
- Focus on development in redevelopable areas of the Township.
- An atmosphere that is conducive to business expansion.

	STRATEGY	PRIORITY	STATUS
8A	Create an entity (authority, nonprofit, municipal department, staff person) that is responsible for redevelopment activities.	Low	Completed
8B	Create, adopt, and implement a redevelopment strategy.	High	Not started
8C	Develop policies and incentives to stimulate redevelopment of older, vacant, or blighted non-residential uses. Incentives should include both economic (LERTA, etc.) and policy (ordinance densities, structure height, etc.) opportunities.	High	Not started
8D	Develop a policy for the appropriate use of economic stimulus incentives for redevelopment (LERTA, NID, abatement of development and impact fees, etc.).	Medium	Not started
8E	Work with Butler County Community Development Corporation (CDC) and the Housing and Redevelopment Authority of the County of Butler to use existing programs and identify strategies for redevelopment in Cranberry Township.	Medium	In Progress
8F	Develop and inventory related to the designated redevelopment areas including the following: vacancy rates, ownership, duration of leases.	Low	Not started
8G	Work with local businesses to identify retention and expansion road blocks and refer them to the Pennsylvania Department of Community and Economic Development to provide necessary assistance.	High	Not started

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

GOAL 8: COMPLETED

8A: Redevelopment Entity

Establishing a central point of contact for all current and future redevelopment activities is a key component to the Township's economic development and redevelopment goals. The Department of Planning and Development Services serves as the responsible entity for all redevelopment activities.



Property owners and developers collaborate to update storefronts.

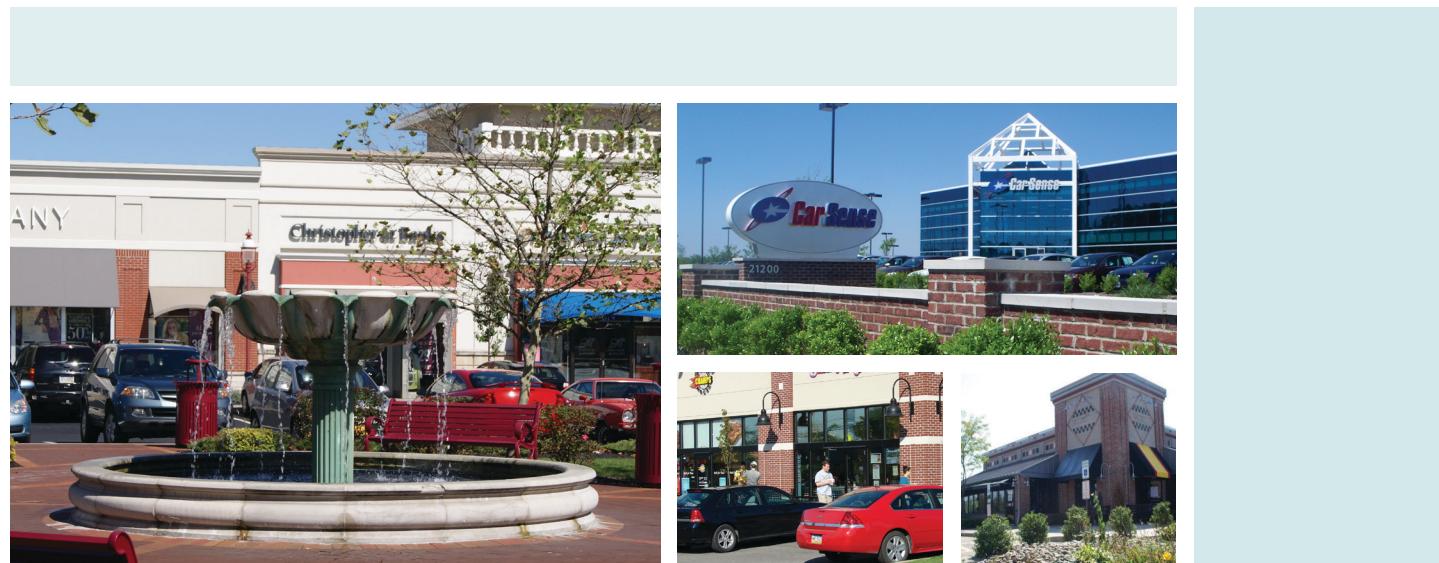
ECONOMIC DEVELOPMENT AND REDEVELOPMENT

GOAL 8: IN PROGRESS

8E: Strategies for Redevelopment

Local and regional organizations offer a myriad of programs that can be of assistance to property owners and developers as they act to redevelop land within the community. Cranberry Township will continue to collaborate with the Butler County Community Development Corporation, the Housing Redevelopment Authority of the County of Butler, and any interested property owners and developers, to ensure that they have access to the necessary information and tools available to assist with redevelopment efforts. In 2016 the Township will conduct a study to create a Redevelopment Plan. This will serve as a key tool, outlining additional strategies to encourage redevelopment within the community.

Maintaining these open lines of communication is and will continue to be a priority for the Township.



Cranberry Township continues to evolve and enhance services provided to ensure a healthy and robust community.



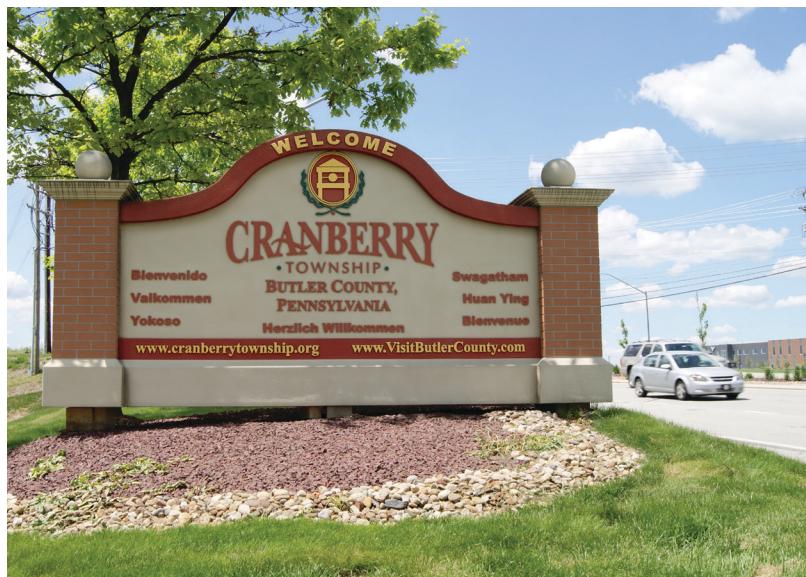


CIVIC INVOLVEMENT AND COMMUNICATIONS



CIVIC INVOLVEMENT AND COMMUNICATIONS

Cranberry Township is a vibrant, family-oriented community. The Cranberry Plan identified the need to build off of this image, strengthening the Township's image through deliberate inquiry and action. In the future, Cranberry must be viewed as a place with strong civic engagement, as well as open and receptive government that is clearly distinguishable from other communities. Cranberry must strive to define its image in a proactive manner.



CRANBERRY'S GOAL FOR PUBLIC IMAGE

1. Cranberry Township will be a community with an identity that makes a clear statement. The Township's characteristics will project a sense of place through quality architecture and design of buildings, public spaces, and streetscapes.

CRANBERRY'S GOAL FOR COMMUNICATIONS

1. Cranberry Township will continue to meet the ongoing communications needs of the community by providing a consistent, multi-faceted, current, and progressive message.

CRANBERRY'S GOAL FOR COMMUNITY OUTREACH

1. Cranberry Township will continue community outreach to facilitate the exchange of information between Cranberry Township's public and private organizations to foster community involvement.

The spirit of giving and volunteerism are elements of healthy, vibrant communities. The goal of the Cranberry Township Community Chest (CTCC) is to strengthen the social fabric of Cranberry Township. To achieve that, CTCC has three main objectives: building membership among local nonprofit groups; promoting their programs and services; providing seed money to fund new community services.

- **Engagement:** Connect prospective volunteers with appropriate opportunities to serve.
- **Promotion:** Help local nonprofits to build attendance at their events.
- **Finance:** Seek financial contributions from residents and businesses.

CTCC is focused on increasing membership in these groups and helping to seed new projects and services that will keep the community strong. Volunteer CTCC community leaders have developed an ongoing communications program, using press releases; a website and a direct-mail Annual Community Report. The most visible initiative is the three-day CTCC Community Days event held on the second Thursday, Friday and Saturday of July in Community Park. This is an opportunity to showcase the entire non-profit community, as well as churches and local businesses. Fun, food, activities, concerts and games draw thousands to the park. Fireworks brings the event to a spectacular close.

To strengthen the financial health of our non-profit/ civic groups, the Cranberry Foundation actively recruits Legacy Endowments to provide lifetime income to these groups. Donors and receiving groups will be recognized in the Annual Report with the goal of encouraging others to make a commitment.



Cranberry Township Community Chest is a nonprofit organization.



Cranberry Legacy Endowment



CTCC Community Projects of the Year: Left: Fitness Stations in the Parks; Top Right: Scouting Plaza and Fishing Lake; Bottom Left: Kids Castle in Community Park; Bottom Right: Community Information Board at the corner of Routes 19 and 228.



GOAL 9: PUBLIC IMAGE

Cranberry Township will be a community with an identity that makes a clear statement. The Township's characteristics will project a sense of place through quality architecture and design of buildings, public spaces, and streetscapes.

To achieve this goal, the following critical success factors must be accomplished:

- Flexible, but architectural styles that are unique to Cranberry and recognize the importance of character.
- Strong architectural standards and continuity of design.
- A positive image that reflects the vision of this plan.
- Prepared for future needs and trends related to community image and projection of that image.
- Educated public regarding the importance of community image.

	STRATEGY	PRIORITY	STATUS
9A	Construct gateways at Cranberry's borders, including but not limited to the following roadways - Freedom Rd., Rt. 19, Rt. 228, Peters Rd., Rochester Rd., Glen Eden Rd., and Franklin Rd. Gateway designs could include a welcome sign, lighting and landscaping.	Medium	In Progress
9B	Identify community elements that can provide continuity in design and image (e.g. light posts, traffic signals, street signs, and benches) and incorporate them into new development requirements and standards.	High	Completed
9C	Use the Township newsletter, homeowners' forum, and other communications tools to publish an article and/or communicate annually regarding the importance of public image and community identity.	Low	Completed*
9D	Use Township media and, in partnership with interested private-sector, non-profit, and governmental bodies, use commercial media to convey Cranberry's brand message both internally and externally.	Low	Completed*

**These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.*

CIVIC INVOLVEMENT AND COMMUNICATIONS

GOAL 9: COMPLETED

9B: Street Furniture

Common items such as benches, trash cans, traffic signals, and street lights can enhance the look and feel of a community. Two zoning districts in the Township's Code of Ordinances, the Community Character Development Overlay District and the Streetscape Enhancement Overlay District, set forth guidelines to ensure that as development continues, new "street furniture" installed along key corridors in the community is consistent in color, scale, and materials.



Community character elements added to local business.

9C + 9D: Communications

The Township regularly utilizes a diverse array of communication tools to convey new information to residents and businesses alike. This practice of employing different media, from publishing newsletters, to hosting events and forums, to posting on social media has been incorporated into regular operations, and will continue to be a priority as new projects arise.

CIVIC INVOLVEMENT AND COMMUNICATIONS

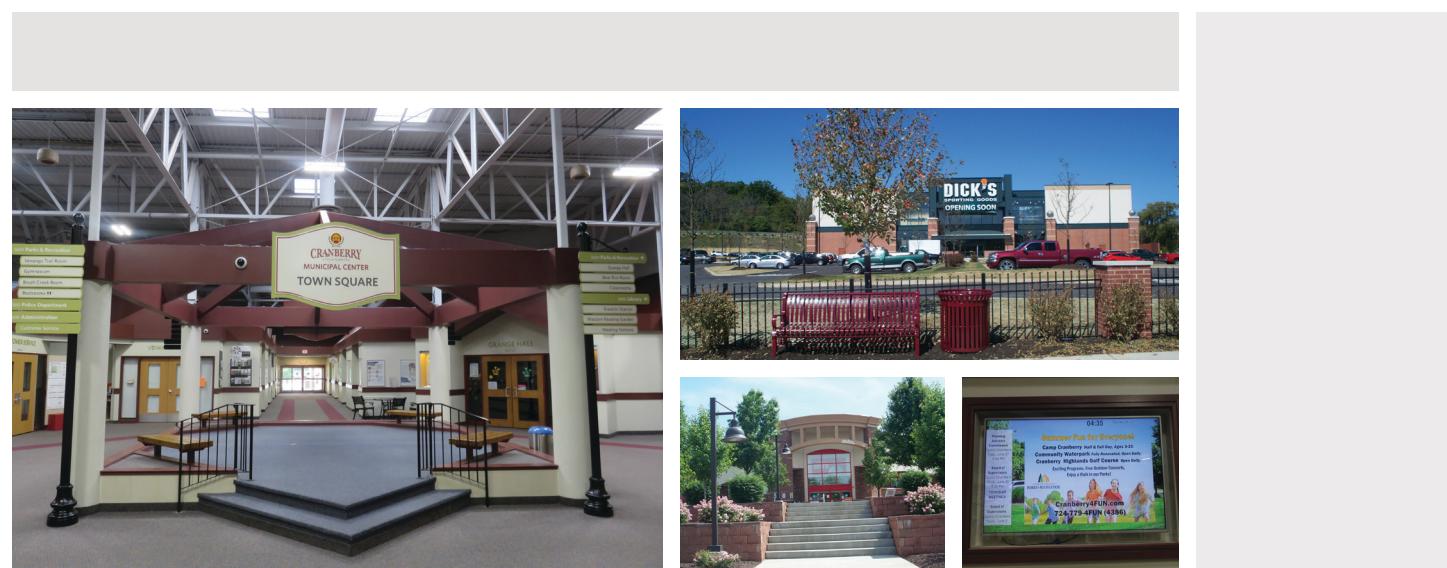
GOAL 9: IN PROGRESS

9A: Gateways Along Borders

In 2009 and 2010 signage was installed along Route 228 and Route 19. These signs serve as gateways, welcoming visitors to Cranberry Township while clearly demarcating the southern and eastern borders of the community. The Township will continue looking for additional opportunities to construct gateways along Freedom Road, Rochester Road, Franklin Road, Glen Eden Road, and Peters Road, to strengthen wayfinding and placemaking efforts.



Welcome to Cranberry Township sign on Route 228.



Left: Town Square in the Municipal Center; Top right and Bottom middle: Businesses add community character; Bottom right: Informational screens located in the Municipal Center and Cranberry Highlands Golf Course.



GOAL 10: COMMUNICATIONS

Cranberry Township will be a community that meets the ongoing communications needs of the community by providing a consistent, multi-faceted, current, and progressive message.

To achieve this goal, the following critical success factors must be accomplished:

- Proactive communications with the public.
- Open and responsive to information needs.
- Progressive and technologically advanced in communications deployment.

	STRATEGY	PRIORITY	STATUS
10A	Work with the Seneca Valley School District to use the public access channel to disseminate appropriate and timely information regarding issues related to the Township and the District.	Low	In Progress
10B	Continue to develop and nurture two-way communication tools for the community through the use of technology.	High	Completed*
10C	Update the current Township technology systems to increase opportunities that allow citizens and businesses to regularly conduct business electronically with the Township.	Medium	Ongoing
10D	Review and update the communications program regularly.	High	Ongoing
10E	Expand existing communications strategies and publications to reach a regional audience.	Low	Ongoing
10F	Collaborate with Seneca Valley School District to highlight the school's and community's diversity programming.	Medium	Ongoing **
10G	Use Township communication tools to further highlight the programs, successes, and stories of Seneca Valley School District.	Low	Not Started **

*These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.

** Strategy is new recommendation as part of the Cranberry Plan Update.

CIVIC INVOLVEMENT AND COMMUNICATIONS GOAL 10: COMPLETED

10B: Technology and Communication

As technology evolves and improves, the need to employ cutting edge communication methods to facilitate dialogues between the Township and residents, the Township and businesses, the Township and visitors, continues to remain a high priority.

In recent years several different forms of two-way communication have expanded greatly, including the use of online forms, questionnaires, and social media, such Facebook and Twitter. In recognition of these efforts to improve information sharing, the Pennsylvania State Association of Township Supervisors (PSATS) presented its highest award to Cranberry Township in 2016, for excellence in communication.



Examples of Cranberry Township's use of social media to connect with residents and visitors.

CIVIC INVOLVEMENT AND COMMUNICATIONS GOAL 10: IN PROGRESS

10A: Public Access Channel

Maintaining open lines of communication between communities and educators provides the basis for increased collaboration and information-sharing. Cranberry Township and Seneca Valley School District regularly maximize the use of available resources to convey information regarding upcoming events, including through the use of the public access channel, both organizations' websites, and social media.



Armstrong Channel 50 studio at Seneca Valley Senior High School.

CIVIC INVOLVEMENT AND COMMUNICATIONS GOAL 10: ONGOING

10C: Business and Technology

Customer-service oriented organizations use technology to make interactions between the company and their clients more convenient. Cranberry Township adopts a similar mindset in order to improve the experience of every resident and business in the community. The Township website offers several convenient methods geared towards recreation, including the ability to reserve tee times at the Cranberry Highlands Golf Course and registering for Parks and Recreation programming and memberships. Utility bills can be paid online, reducing the need to send payments through the mail or drop them off at the Municipal Center. In the future, personal water use will be able to be viewed on an hourly basis.



A Business Directory is published on the Township website, serving as a valuable resource to existing and prospective businesses. New positions and vacancies with Township departments are advertised online and receive applications

through a web-based portal. A Geographic Information Systems (GIS), entitled the Property Finder, is available on the website, to provide quick and easy access to information including property acreage, land use, and base zoning. GIS is currently being enhanced to make the system more mobile friendly. Lastly, the Cranberry Connect alert system is a registration-based system, that allows people to sign up for email or text message alerts about everything from public safety issues, to traffic alerts, and event cancellations.

10D + 10E: Communications Program

The communications program is regularly reviewed to optimize the exchange of information within the community and the region at large. New content, such as publications, brochures, and event details are regularly shared with regional organizations such as the Butler County Chamber of Commerce, Butler County Tourism and Convention Bureau, and other entities in the area, facilitating the exchange of information and ideas.

10F: Diversity Programming

Cranberry Township and the Seneca Valley School District (SVSD) both have robust diversity programs, which celebrate and highlight diversity within the region. In order to continue supporting the goals and objectives of these programs, the Township and SVSD collaborate whenever an opportunity arises to do so. From sharing resources to increase efficiencies, to communicating information about offerings to students, residents, and businesses, this effort strengthens the programs for both organizations



The Annual CranFest event celebrates diversity in the community.





GOAL 11: COMMUNITY OUTREACH

Cranberry Township will continue community outreach to facilitate the exchange of information between Cranberry Township's public and private organizations to foster community involvement.

To achieve this goal, the following critical success factors must be accomplished:

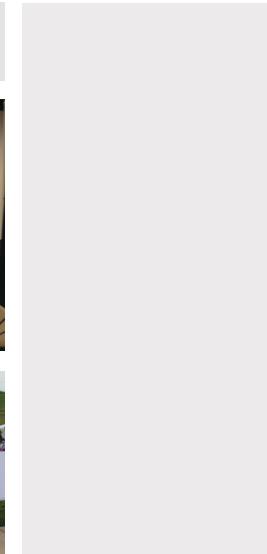
- A well-informed general population and business community.
- Strong volunteerism.
- A multi-faceted and flexible communications program that reaches a variety of stakeholders.

	STRATEGY	PRIORITY	STATUS
11A	Continue to hold quarterly meetings with homeowners' association representatives to facilitate the exchange of information between neighborhoods.	High	Completed*
11B	Develop and maintain a comprehensive listing of faith-based and other volunteer organizations.	High	Completed
11C	Facilitate a quarterly discussion about the role of organizations in the community.	Low	Not started
11D	Provide opportunities for citizen involvement in local government and community service through volunteerism.	High	Completed*
11E	Support for the Cranberry Township Community Chest to increase volunteering and membership to in non-profit and civic organizations.	Medium	Ongoing
11F	Develop Citizen's Academy program and host it, at a minimum, on an annual basis.	Medium	In Progress
11G	Conduct "Neighborhood Walks" with elected officials on a regular basis.	Medium	Ongoing
11H	Meet regularly with Seneca Valley School District representatives to review future growth projections.	Ongoing	Ongoing
11I	Partner with Seneca Valley School District to promote the combined community assets offered by the Township and the School District.	High	In Progress
11J	Conduct a Citizen's Survey every three years and benchmark the results against previous years beginning with the 2008 Township Survey.	High	Not Started
11K	Survey users of Municipal Parks, recreation programs, the Library, and other municipal functions to determine use and satisfaction.	Medium	Ongoing
11L	Incorporate public safety messages into the Township alert system.	High	Completed
11M	Evaluate the possibility of operating an emergency notification system.	Medium	Completed
11N	Work with community groups to identify opportunities for community-wide events in addition to Community Days.	Low	Completed*

	STRATEGY	PRIORITY	STATUS
11O	Develop a "New Residents Clinic" to be held on a regular basis to orient new residents to the community.	Low	Not started
11P	Collaborate with Seneca Valley in promoting citizen involvement with the schools to better educate the public about the impact of public education.	Medium	Ongoing**
11Q	Support the development of neighborhood focused events.	Medium	Not Started**

*These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.

** Strategy is new recommendation as part of the Cranberry Plan Update.



Community involvement is a key component in a healthy community.

CIVIC INVOLVEMENT AND COMMUNICATIONS

GOAL 11: COMPLETED

11A: HOA Forum

See Housing- 5D

11B + 11N: Community Groups and Events

Collaborating with organizations on projects and events throughout the community strengthens civic pride and volunteerism. Cranberry Township Community Chest (CTCC) maintains a comprehensive list of volunteer and faith-based organizations. Tracking and storing such information assists with communicating volunteer opportunities and recruiting individuals to aid in community enhancing projects and events.



The annual CTCC Community Days event attracts many visitors.

11D: Volunteer Opportunities

In 2012, the Volunteer Cranberry program was created, to provide a centralized point of all volunteer activities in the Township. In order to connect individuals and groups with community service-oriented projects, one staff member has been tasked with coordinating all volunteers and projects throughout the community.

The creation of a specific website to gather volunteer information, further aids in facilitating volunteer opportunities. This website allows individuals and groups to identify their skillsets and the dates that they are available to volunteer. The collection of this information greatly aids in streamlining the project planning process. With such an enthusiastic group of volunteers from local businesses, non-profits, CTCC, civic organizations, and faith-based groups, the Township will continue to support and facilitate volunteerism opportunities to better the community at large.



The SV STEM program partners with Cranberry on many projects.

11L: Public Safety Messaging

Protecting the general welfare of those who live in, work in, and visit the Township is the highest priority for all Township personnel. Public safety alerts have been integrated with the Township's website "Cranberry Connect" notification system. These alerts are among a list of notifications that one can elect to receive through email, text message, or both. The alerts are also posted automatically through Cranberry Township's Facebook and Twitter accounts, increasing the ease of access to critical public safety information.



Volunteers from a local business make a difference in Cranberry.

11M: Emergency Notification System

An emergency notification system serves as a tool to broadcast messages regarding impending emergencies. While different emergency notification systems have previously been evaluated, the Township continues to look for a viable, high quality system that can provide the features necessary to serve Cranberry residents.

CIVIC INVOLVEMENT AND COMMUNICATIONS

GOAL 11: IN PROGRESS

11F: Citizen's Academy

Annual events provide opportunities to engage citizens in unique and innovative ways. The Township continues to work to create a Citizen's Academy program, to compliment other outreach and civic engagement initiatives.

11I: Highlighting Community Assets

The sharing of resources between Seneca Valley School District and Cranberry Township is an effective, efficient, and fiscally responsible way to maximize the availability of local amenities. From Public Works staff performing ballfield maintenance and assisting with demolition projects at Haine Elementary School and Rowan Elementary School, to staff serving as professional judges during the annual science fair, to working with the StemFEMs on projects to enhance the environment, sharing resources has proven to be an effective way to advance the vision and goals of both organizations. Seneca Valley School District and the Township will continue to partner and share community assets whenever feasible, for the betterment of students and community members they serve.



Township and school district Manager's Coffee event.

CIVIC INVOLVEMENT AND COMMUNICATIONS

GOAL 11: ONGOING

11E + 11P: Citizen Involvement

A community's citizens are its greatest resource. Cranberry Township is home to a vibrant population, that regularly participates and supports community events. The Township will continue to work with Seneca Valley School District, to promote citizen involvement with groups and events, including the Cranberry Township Community Chest, and further emphasize the key role that public education has on the community as well as the region at large.

11G: Neighborhood Walks

Neighborhood Walks with members of the Board of Supervisors provide an opportunity to focus on individual development and engage with residents in their own neighborhoods. The Township will continue to look for opportunities to reach out and gather feedback from residents on a neighborhood by neighborhood basis.



Residents are kept informed through various Township sponsored events.

11H: Growth Projections

A projected population of over 50,000 residents has a direct impact on many organizations outside of local government. As the population continues to rise, so too will the number of children living in Cranberry Township, who will need to attend local schools. The Township Manager regularly meets with school district officials to discuss Township growth and development. To further the exchange of information, a monthly residential report is provided to the Seneca Valley School District highlighting changes in housing construction and availability.



The Township website offers many ways to keep informed.

11K: Citizen Feedback

Gathering feedback about services offered through Cranberry Township departments, the Cranberry Public Library, and the Cranberry Highlands Golf Course, is instrumental in ensuring that the needs and wants of residents are being met. Users of Township programs, functions, and amenities are surveyed whenever possible, to gather input. After each service call, the Public Works Department provides surveys to residents and businesses. After Park and Recreation programs are completed, all participants are invited to complete a survey. The Township continues to look for additional opportunities to collect feedback to improve the services and experiences provided to residents and businesses.

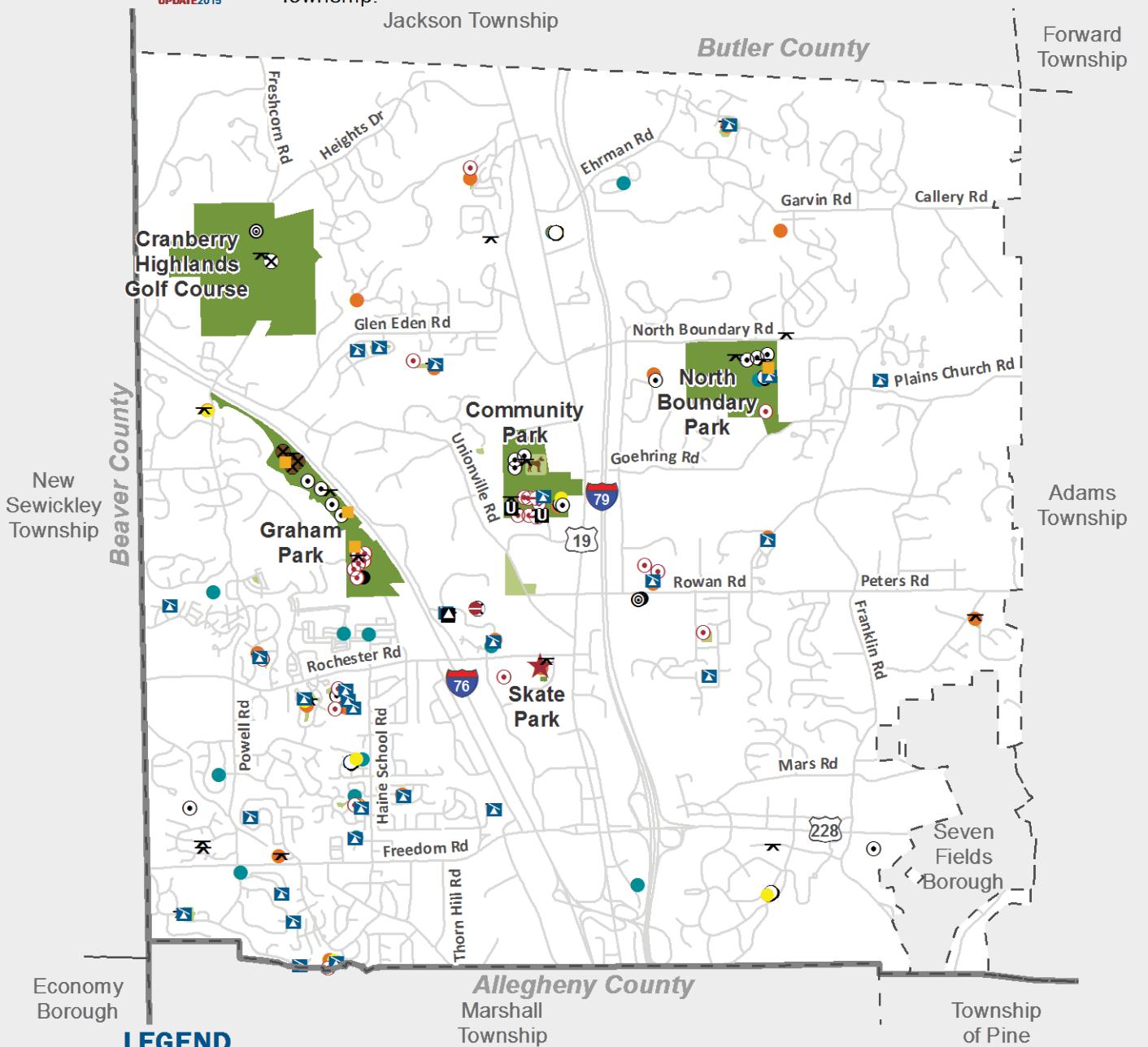


PARKS AND RECREATION

PARKS AND RECREATION



This map illustrates the public and private parks and recreation opportunities in the Township that add to the overall quality of life of the community. In addition to three large parks and the Cranberry Highlands Golf Course, there are several private recreation opportunities in Cranberry Township.



LEGEND

■ Shuffleboard	★ Community Center	○ Baseball Field	● Basketball Court	■ Public Park
■ Horseshoe Pits	● Croquet Court	● Football Field	● Hockey Rink	■ Private Park
■ Exercise Station	×	○ Soccer Field	● Swimming Pool	— Streets
■ Playground	○ Driving Range	● Tennis Court	■ Dog Park	— Municipal Boundaries
■ Picnic Area	⊕ Batting Cages	○ Volleyball Court		□ County Boundaries



Plot Date:
March 1, 2016



PARKS AND RECREATION

Cranberry Township's Park and Recreation Department offers a wide-range of park and recreation services. The Township recognizes that these services are an important part of what makes the community a place where people want to live, work, and play. Cranberry Township is home to three public parks, with a combined total of 344 acres of parkland available for passive and active recreation.



Community Park is the Township's first park, centrally-located along Route 19. The 95-acre park has ballfields, volleyball courts, playgrounds, picnic areas, trails, the Rotary amphitheater, and open space. Also located within Community Park is the Rotary Dog Park, a four-acre dedicated space that provides fenced exercise areas for both large and small dogs, complete with a walking trail.

North Boundary Park is a 133-acre park located along North Boundary Road, in the eastern area of the Township. North Boundary Park is home to ballfields, trails, playgrounds, open space, and a waterpark. The Waterpark features a large pool, spray pad, sand play area, diving area, water slide, volleyball court, and a children's pool. An expansion to the Waterpark in 2016 will include the addition of a climbing wall, a super splash dump bucket, and the expansion of the children's pool to make it a zero-depth entry facility.

Graham Park is Cranberry Township's newest park, located along the Pennsylvania Turnpike, in the western area of the Township. The 116-acre park is adjacent to Park Place and Bellevue Park developments, which provide vehicle, bicycle, and pedestrian connections into the park. Graham Park has 13 fields, including six baseball/softball fields, four soccer fields, three football/lacrosse fields, and one dek hockey rink. "Miracle Field," one of Graham Park's baseball/softball fields, is specifically designed for children with special needs. The synthetic rubberized turf allows players using wheelchairs or walkers to easily move on the field. The dugouts and bleachers adjacent to the Miracle Field are also handicapped accessible.

In addition to Cranberry Township's three public parks, the Cranberry Township Skatepark,



Cranberry Parks and Recreation offers recreational sites, programs and cultural activities for all ages.

located behind the Municipal Center, is a popular attraction. Renovated in 2015 with a Butler County grant, the skate park provides 9,600 square feet of recreational space for skateboarders, in-line skaters, and BMX bicycle riders.

Recreational programming and facilities are important factors that enhance the quality of life in communities. Quality of life amenities are a vital part of the economic makeup of a community, as workers and businesses tend to locate in communities with exceptional services. Recreation activities are ever-changing, and Cranberry must provide programs that meet the needs of a diverse population. Cranberry will continue to stay ahead of national trends and provide superior quality of life amenities for the community.

CRANBERRY'S GOAL FOR PARKS AND RECREATION

1. Cranberry Township will become a community with indoor and outdoor recreational opportunities and broader offerings, including structured and unstructured activities to meet the evolving needs of a diverse community.



GOAL 12: PARKS AND RECREATION

Cranberry Township will be a community with indoor and outdoor recreational opportunities and broad offerings, including structured and unstructured activities, to meet the evolving needs of a diverse community.

To achieve this goal, the following critical success factors must be accomplished:

- Recreational programs that meet the needs of all ages.
- Facilities that accommodate structured and unstructured activities.
- A variety of offerings that include facilities and programs that are accessible to all citizens.
- Parks that are well maintained.
- A comprehensive system of interconnected pedestrian sidewalks, trails, and bike paths that link people and neighborhoods to important community facilities .
- Responsive to changing recreational trends.
- Proactive in identifying the recreational needs of the community.

	STRATEGY	PRIORITY	STATUS
12A	Develop a comprehensive master parks, recreation, open space and greenways plan. The plan will be comprehensive in scope and address projected recreation needs of the Township based on the preferred growth scenario. The recreation and open space planning process will: Lay the groundwork for the adoption of an official map identifying greenways and trail connections; Identify key environmentally sensitive areas; Connect Township parks through trails and sidewalks; Identify future need for additional park land; Perform a detailed analysis of recreation programming to ensure opportunities for all ages and abilities.	High	Completed
12B	Complete a detailed bikeway feasibility study to identify and plan for opportunities to construct on-road bicycle lanes along the north-south and east-west roadways in the Township, resulting in an interconnected bikeway system.	Medium	Completed
12C	Refine the park master plan for Phase 2 of Graham Park	Medium	In Progress
12D	Collaborate with Cranberry Township Public Library, Butler County Community College, and Seneca Valley School District to offer additional educational programming for young children through adults.	Medium	Ongoing**
12E	Collaborate with Seneca Valley School District to promote programs and services available to the communities and work to reduce redundancies in their offerings with the Township.	High	Ongoing**
12F	Implement the recommendations established in the Comprehensive Recreation and Open Space Plan (2012).	High	In Progress**
12G	Review and update the Comprehensive Recreation and Open Space Plan (2012) every five years.	High	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.

PARKS AND RECREATION GOAL 12: COMPLETED

12A: Comprehensive Recreation and Open Space Plan 2012

On August 2, 2012, the Board of Supervisors unanimously approved Resolution 2012-49, adopting the Township's first Comprehensive Recreation and Open Space Plan. The plan, funded by a grant from the Department of Conservation and Natural Resources, was developed in partnership with Cranberry residents, Township staff, and representatives from Butler County.

The Comprehensive Recreation and Open Space Plan is Cranberry Township's comprehensive master plan for all parks and recreation facilities, amenities, and programs. The vision established during the planning process for the Township's parks is one of a community known for its premier park system, a system that is continually maintained and enhanced in response to residents' needs.

The plan outlines a strategy for accomplishing this vision by targeting six key areas. These areas include: parks, open space, recreation facilities and programs, greenways, pedestrian mobility, and bicyclist mobility. Through the regular implementation of the action items in each focus area, the Township will be on the right path to achieving this vision, and providing passive and active recreation opportunities for all residents for years to come.

12B: Bicyclist and Pedestrian Connections Plan 2011

See *Transportation and Mobility - 2A*



The Cranberry Waterpark is a popular place to cool off in the summer..



Dek hockey rink in Graham Park

PARKS AND RECREATION GOAL 12: IN PROGRESS

12C: Graham Park Phase 2 Master Plan

Graham Park was designed to be constructed in two phases. The first phase, with its 13 athletic fields and a dek hockey rink, was built in 2008 and opened in the spring of 2009. The second phase of Graham Park will be guided by a master plan, which was designed to increase and diversify the amenities that Graham Park currently offers. This master plan will guide the construction of new tennis courts, basketball courts, a community garden, a play space for Bocce, sidewalks, trails, a new parking lot, and additional restroom facilities. Graham Park Phase 2 is a Cranberry Township Community Chest (CTCC) project that is scheduled to be constructed and completed in 2017.

12D + 12E: Collaboration

Great communities have access to great educational systems. Whenever it is possible, the Township collaborates with Seneca Valley School District, Butler County Community College, the Cranberry Township Public Library, and other institutions to promote offerings and provide educational programming for children and adults alike.

12F: Comprehensive Recreation and Open Space Plan

Since the adoption of the Comprehensive Recreation and Open Space Plan in 2011, the Township has worked to regularly complete action items outlined in the plan. A formal update to the Comprehensive Recreation and Open Space Plan, conducted every five years, will detail the accomplishments achieved so far. In advance of that update, below are highlights of the projects completed so far.

COMPREHENSIVE RECREATION AND OPEN SPACE PLAN IMPLEMENTATION REPORT CARD

Graham Park

- ✓ Systematically work to implement the Graham Park Master Plan Phase 1 elements
- ✓ Construct a multi-use trail along Brush Creek in Graham Park
- ✓ Construct fitness stations along trails in Graham Park

Community Park

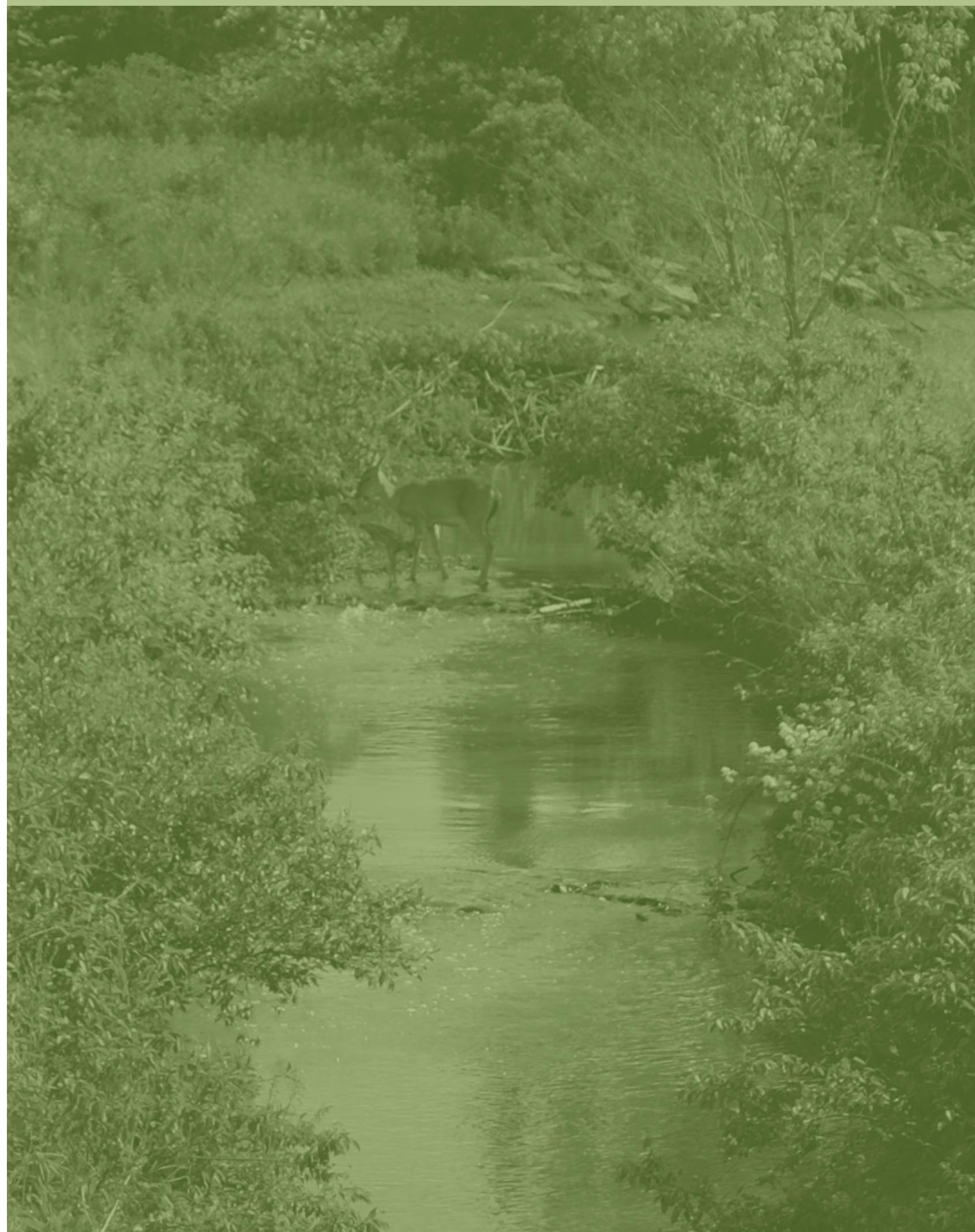
- ✓ Replace the Playtime Palace playground

North Boundary Park

- ✓ Enhance Waterpark features
- ✓ Acquire property adjacent to North Boundary Park to gain access to Goehring Road

Municipal Center

- ✓ Construct an aerobics/dance studio to enable greater fitness offerings
- ✓ Create a multi-purpose room that can be divide to accommodate more non-sports recreation programming
- ✓ Designate a Teen Center where teens can receive tutoring, do homework, and play games
- ✓ Install bike racks at all community parks and public facilities





NATURAL RESOURCES AND OPEN SPACE

GREENWAYS, OPEN SPACE, AND AGRICULTURAL LANDS



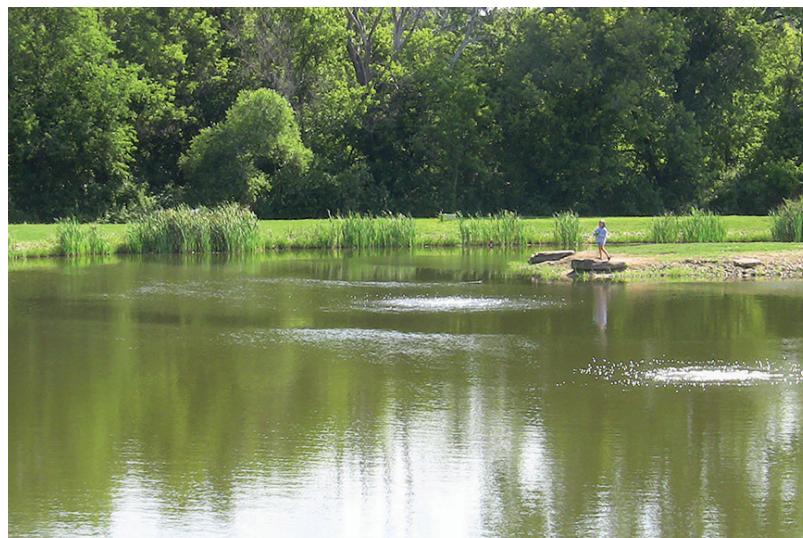
Comparing the current open space network with the remaining developable lands in Cranberry Township serves as a basis to identify opportunities for further open space conservation.





NATURAL RESOURCES AND OPEN SPACE

Cranberry Township strives to create an environment with a healthy balance between development and natural open space. In order to achieve the benchmarks identified in the Preferred Growth Scenario, it is critical that the remaining vacant land in the community develops, creating new residential and commercial spaces throughout the Township. As development continues, it is also important that open space continues to be preserved, ensuring that Cranberry Township's high quality of life is protected for future generations.



As a result of the open space requirements for new development, park land acquisition, and farmland preservation, 2,088 acres of open space had been preserved at the time of the Cranberry Plan. That number has since grown by more than 500 acres, for a total of 2,600 acres of protected open space by 2015.

CRANBERRY TOWNSHIP 14,592 ACRES			
Protected Open Space	Acres	Percent of Township	Cranberry
2008 Open Space	2,088	14%	\$1,085.94
2015 Open Space	2,660	18%	\$1,322.60
Build-out Open Space *	5,386	37%	\$1,526.50

Cranberry's challenge for the future will be preserving natural resources and open space, while maintaining robust economic development. This will be accomplished through the continued application of smart land use practices.

CRANBERRY'S GOAL FOR NATURAL RESOURCES AND OPEN SPACE

- 1. Open Space Conservation** - Cranberry Township will become a community with a network of linked open spaces accessible to the public, which creates passive recreational opportunities.
- 2. Natural Resource Protection** - Cranberry Township will become a community with preserved environmentally sensitive areas, including but not limited to steep and slide-prone slopes, floodplains, wetlands, and stream corridors. These features will be proactively incorporated into the review and design of new development.



GOAL 13: OPEN SPACE CONSERVATION

Cranberry Township will be a community with a network of linked open spaces accessible to the public, which preserves open space and creates passive recreational opportunities.

To achieve this goal, the following critical success factors must be accomplished:

- A plan for creating a network of open space.
- Adequate public access to open spaces.
- proactive efforts to identify critical links for connected open space.
- Flexible in approach to protection and ownership of open space.

	STRATEGY	PRIORITY	STATUS
13A	Explore opportunities for open space preservation through programs such as: Agricultural easements; Public access easements; Increased open space requirements for PRDs; Conservation subdivision design; Cluster development alternatives.	High	In Progress
13B	Evaluate the creation of, or partnering with, an organization such as a land trust to purchase, own, protect, promote, and maintain open spaces where appropriate.	Medium	Not Started
13C	Educate residents about the Township's open space network through all available communication tools.	Low	Not Started
13D	Develop and adopt a comprehensive street tree program; including amendments to Township ordinances.	Medium	Completed
13E	Analyze the existing street tree requirements, to reassess the types and varieties of street trees planted in the Township.	Low	Not Started**
13F	Annually allocate funds for street tree maintenance and educate HOAs regarding maintenance responsibilities.	Medium	Ongoing**

** Strategy is new recommendation as part of the Cranberry Plan Update.

NATURAL RESOURCES AND OPEN SPACE

GOAL 13: COMPLETED

13D: Street Trees

Street trees offer a variety of benefits, from improving air quality, protecting wildlife, and managing stormwater runoff, to increasing safety by creating a physical buffer between pedestrians and motorists. Recognizing the value they add to communities, Cranberry has instituted policies to regulate, manage, and monitor street trees.

The Township's Code of Ordinances requires that trees are planted between roadways and sidewalks in all new developments. This ordinance specifies the acceptable types of trees, the required spacing between trees, and which parties are responsible for upkeep and general maintenance. As new neighborhoods are developed, the Township requires that these HOAs address street tree maintenance in their covenants.

Ensuring that these assets are maintained is a critical component to preserving a healthy tree canopy. In 2012, the Public Works Department collaborated with certified arborists to assess the impact of overgrown street trees. This evaluation resulted in the development of Cranberry Township's Street Tree Maintenance Policy. In 2012, a street tree inventory was conducted, in order to gather data on the species, condition, location, and total number of street trees throughout Cranberry Township. This data serves as an invaluable tool for monitoring, protecting, and enhancing the existing tree canopy.



Trees planted between sidewalks and roadways.

NATURAL RESOURCES AND OPEN SPACE

GOAL 13: IN PROGRESS

13A: Open Space Preservation

Open space is a vital amenity which enhances the quality of the life of a community. As vacant parcels develop, it will continue to be important to achieve a balance between open space preservation and the density needed from development in order to achieve the population goals outlined in the Cranberry Plan.

In keeping with this objective, the Subdivision and Land Development Ordinance requires that all new residential and nonresidential developments preserve a percentage of land as open space. The Township continuously looks for opportunities to enhance the open space network throughout the community, including opportunities to connect public parks, private parks, and neighborhood open spaces to each other.



Trails connecting Cranberry neighborhoods with public areas.

NATURAL RESOURCES AND OPEN SPACE

GOAL 13: ONGOING

13F: Education and Maintenance

The Township employs different methods to protect street trees. A key component to protecting trees is education. Through the HOA forum and other methods, the Township discusses the importance of maintaining street trees with neighborhood representatives, emphasizing their role in protecting trees. The Township also maintains street trees, annually allocating funds to ensure that the appropriate mechanisms are in place to protect trees on public land.

NATURAL RESOURCES



This map illustrates the natural resources that contribute to the community's character and physical environment. The Township has protected thousands of acres of open space through park acquisition and land development open space requirements. This map also identifies streams, wetlands, and steep slopes, for general planning purposes.

Jackson Township

Butler County

New
Sewickley
Township

Beaver County

Forward
Township

Adams
Township

Economy
Borough

Allegheny County

Marshall
Township

Township
of Pine

LEGEND

Streams	1% Annual Chance Flood (100 year)	Streets
Over 25% slope	0.2% Annual Chance Flood (500 year)	Municipal Boundaries
15-25% slope	Township Park	County Boundaries
Wetlands	Open Space	



Plot Date:
March 1, 2016



GOAL 14: NATIONAL RESOURCE PROTECTION

Cranberry Township will be a community with preserved environmentally sensitive areas, including but not limited to steep and slide-prone slopes, floodplains, wetlands, and stream corridors. These features will be proactively incorporated into the review and design of new development.

To achieve this goal, the following critical success factors must be accomplished:

- Strong regulations that protect sensitive areas.
- A mechanism to take ownership of environmentally sensitive areas when necessary.
- Educated public on the importance of protecting environmentally sensitive areas.

	STRATEGY	PRIORITY	STATUS
14A	Explore opportunities to use natural resources, such as wetlands, floodplains, and stream corridors as tools for Best Management Practices (BMP) for stormwater management.	High	Ongoing
14B	Establish an educational program that highlights environmental education and uses protected spaces as an outdoor classroom.	Low	Ongoing
14C	Review and update existing land development regulations as necessary to ensure the goals of environmental preservation are being achieved.	Medium	Ongoing
14D	Require the planting of indigenous tree species through the subdivision and land development ordinance.	High	In Progress
14E	Require that street tree maintenance be included in HOA covenants.	Medium	Completed**
14F	Identify additional areas where stormwater mitigation and the preservation of environmentally sensitive areas may be effective.	High	Not Started**
14G	Explore partnerships and other funding sources to conduct stream bank restoration.	Medium	In Progress**
14H	Develop a public education program to address the MS4 program and stormwater management.	Low	In Progress**

*** Strategy is new recommendation as part of the Cranberry Plan Update.*

NATURAL RESOURCES AND OPEN SPACE

GOAL 14: COMPLETED

14E: HOA Covenants

As land is developed within the community, new neighborhoods are required by the Township to specify their plans for maintaining all street trees in their HOA covenants.



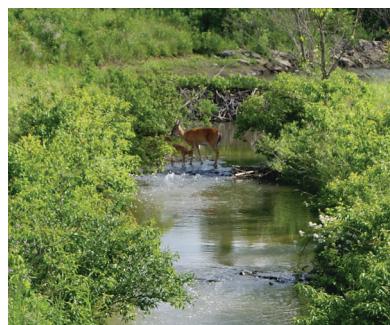
Trees are planted along sidewalks and trails to help manage stormwater.

NATURAL RESOURCES AND OPEN SPACE

GOAL 14: ONGOING

14A: Stormwater Management

Natural resources are used as a tool to mitigate stormwater runoff whenever possible. One Best Management Practice employed in Cranberry Township is Brush Creek. Brush Creek is a stream corridor that controls stormwater within Graham Park. Stream bank mitigation projects and the relocation of wetlands to areas along Brush Creek, in both Graham Park and Thorn Hill Industrial Park, are further examples of how natural means can be employed to effectively control stormwater runoff.



Cranberry balances the preservation of wildlife and wetlands with growth.

14B: Environmental Education

Ensuring that Cranberry Township is a healthy, sustainable community was the number one goal of the Cranberry Plan. The Township continues to strive towards that goal, and was certified as a Platinum Community, by the Sustainable Pennsylvania Community Program in 2015, in recognition of those efforts.

The environmental programs currently in place, which protect natural resources while promoting fiscal responsibility, serve as great learning tools. Several programs teach residents, both children and adults alike, about ways to conserve water, reduce waste, and protect the environment. Educational partnerships between Seneca Valley School District and Cranberry Township, such as collaboration on STEMFem projects like painting stormwater drains, teach students about the importance of being an environmental steward. Composting and rain barrel programs provide insight on low-cost ways to reduce citizens' environmental impacts right at home.



Indigenous trees on the hillside next to Cranberry Waterpark.

14C: Land Development Regulations

In 2015, the Board of Supervisors approved changes to the Subdivision and Land Development Ordinance and the Public and Private Improvements Code, in reference to floodplains. The revision of the floodplain management regulations brought the Township into compliance with the Federal Emergency Management Agency (FEMA), the National Flood Insurance Program, and the Pennsylvania Department of Community and Economic Development. The changes made to the Code of Ordinances included revisions to the definitions of floods and floodplains, adjustments of the requirements for land development applications, and the removal of outdated or redundant portions of the Code.

NATURAL RESOURCES AND OPEN SPACE

GOAL 14: IN PROGRESS

14D: Indigenous Tree Species

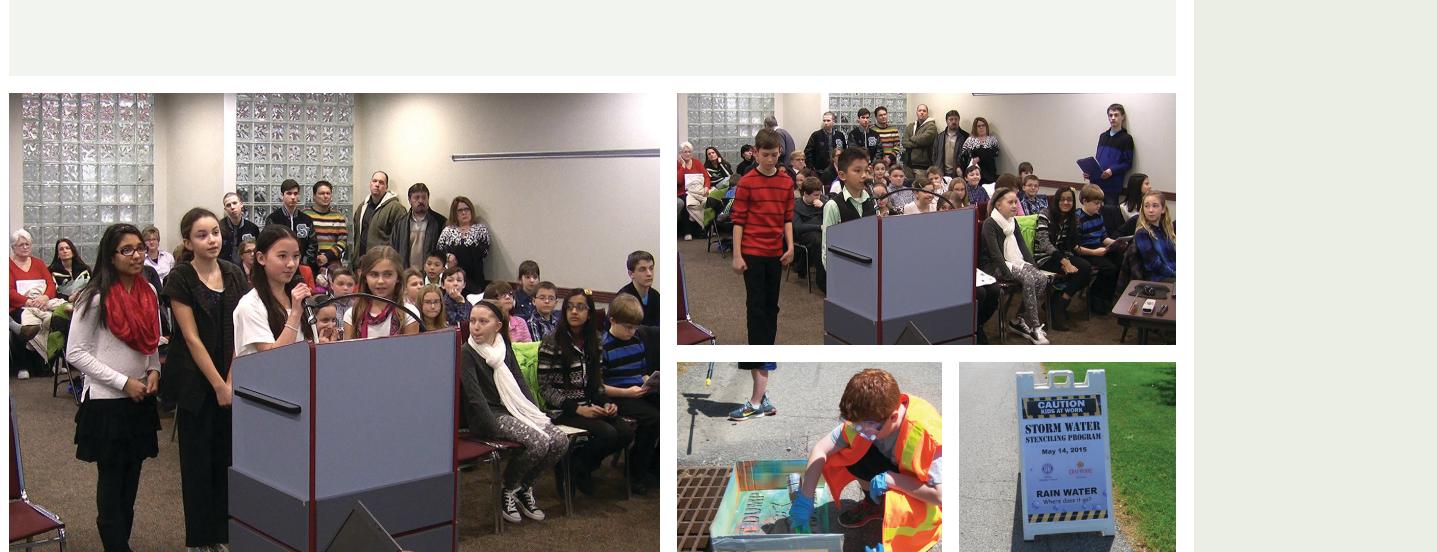
The Subdivision and Land Development Ordinance currently requires that on steep hillsides, fast-growing trees, which are native to Western Pennsylvania, be planted. Steep hillsides are defined as those with a slope in excess of 25%.

14G: Stream Bank Restoration

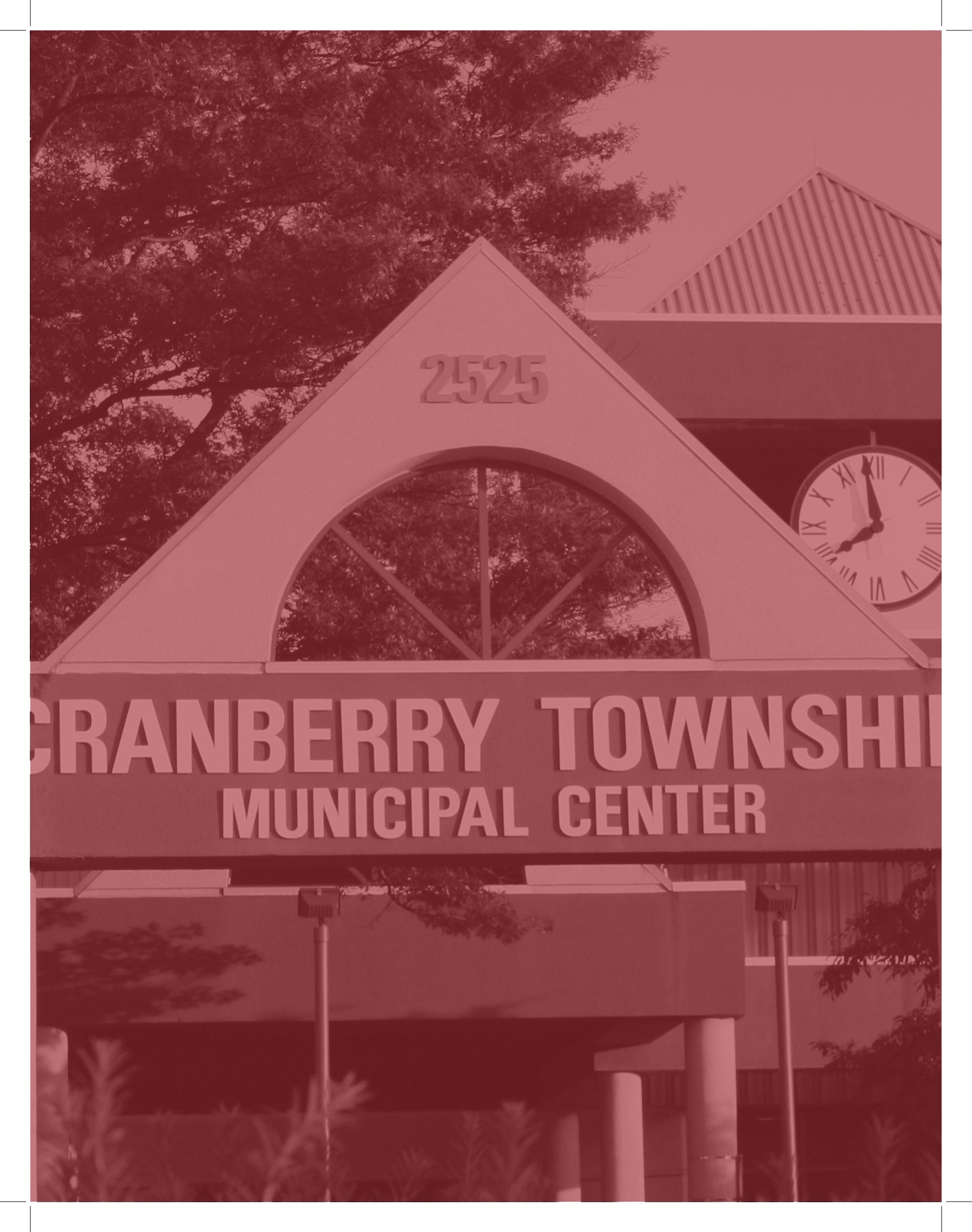
Cranberry Township employs a variety of methods in order to fund projects that enhance and preserve the environment. Recently, the Township was awarded a grant from Alcoa to restore a stream bank. The project will entail stabilizing a wall located along a Brush Creek tributary.

14H: Public Education

Seneca Valley School District and Cranberry Township regularly partner to educate the public on stormwater runoff. Each year, students from Haine Middle School work with the Township's Engineering and Environmental Services Department to give a presentation to the public on the importance of stormwater management and protecting the region's watershed. As a second component to this education program, students and staff raise public awareness by conducting a stenciling program. The stencils, strategically located along catch basins on roadways, are designed to draw attention, highlighting the community's water infrastructure.



Cranberry Township partners with Seneca Valley School District students from Haine Middle School on stormwater education.



2525

CRANBERRY TOWNSHIP MUNICIPAL CENTER



COMMUNITY FACILITIES

UTILITIES



This map illustrates sewer and water infrastructure, along with the overhead power lines running through the Township. Some properties are served by private water wells and some areas receive sewer service from the Breakneck Creek Regional Authority.





COMMUNITY FACILITIES

Cranberry's community facilities are well-maintained and in good condition. These assets include the sewer system, water infrastructure, utilities, stormwater management, parks, municipal buildings, and the Brush Creek Water Pollution Control Facility. Plans and programs are in place to closely monitor the condition of the Township's infrastructure and assets, facilitating the regular maintenance and periodic replacement of key system components.



From 2014 to 2015, Cranberry Township conducted a \$3.2 million upgrade to its Municipal Center. The upgrade consisted of \$1.5 million in significant structural improvements, including replacing the existing deficient roof and 31 HVAC units. The Parks and Recreation Department was redesigned to create exercise rooms, relocate staff offices, and provide additional storage space. Renovations to the Municipal Center's education wing included enhanced security measures. Upgrades to the Cranberry Public Library expanded indoor meeting space, provided private tutoring rooms, and created the Bruce and Conni Mazzoni Reading Garden, a 600 square foot patio for patrons to use daily and for special events.

In 2016, the Township will continue to make infrastructure upgrades with the renovation to the Brush Creek Water Pollution Control Facility (BWPCF). The BWPCF handles the treatment of water and sewage for Cranberry Township and portions of Marshall Township and New Sewickley Township. 160 miles of sewer lines convey material to the control facility which in turn, treats on average 3.4 million

gallons of water and sewage each day. A multi-stage process involving a physical phase, a chemical phase, and a biological phase, treats the material, enabling cleaned water to be returned to Brush Creek within twenty hours of reception.

The BWPCF has the capacity to treat up to 4.5 million gallons of water and 14,000 pounds of sewage per day and a peak flow of 23 million gallons per day, including an 11.75 million gallons per day secondary treatment bypass. A hydraulic overload experience in 2011 entered the Township into the Pennsylvania Department of Environment's Corrective Action Plan. In order to comply with the Corrective Action Plan, the BCWPCF needs to be expanded to increase plant capacity and remedy the hydraulic overload condition. The challenge for the future with this and all Cranberry infrastructure, will be to manage all community assets and develop a capital improvements plan to construct new facilities to support a growing Township.

CRANBERRY'S GOAL FOR COMMUNITY FACILITIES

1. Cranberry Township will continue to be a community that meets infrastructure and facility needs and maintains high quality service to an evolving, diverse community.



GOAL 15: COMMUNITY FACILITIES

Cranberry Township will be a community that meets infrastructure and facility needs and maintains high quality service to an evolving, diverse community.

To achieve this goal, the following critical success factors must be accomplished:

- Central location for community events.
- Regional gathering place for culture, business and commerce.
- Strong community identity.
- Mix of uses.
- Pedestrian-oriented design.

STRATEGY	PRIORITY	STATUS
15A Update the Act 537 sewage facilities plan for wastewater treatment.	Low	Completed
15B Continue aggressive sewer maintenance program to reduce inflow and infiltration within the system.	High	Completed*
15C Continue planning for sewer system upgrades (i.e. sewer treatment capacity, to meet the needs of the growing population.	High	Completed
15D Complete a long-range water plan.	High	Completed
15E Maintain the stormwater management program and integrate with the Butler County program once it is completed and adopted.	Medium	Completed
15F Create a long-range technology infrastructure plan study for the community, ensuring that challenges and barriers to advancements are mitigated.	Low	In Progress
15G Maintain and update the Township GIS system as a tool for infrastructure management.	High	Completed*
15H Maintain and update the Infrastructure Management System.	Medium	Ongoing
15I Prepare a Municipal Center Master Plan to evaluate expansion options.	Medium	Completed
15J Conduct a study to explore opportunities for the growth and expansion of the Cranberry Public Library, including the possibility of a new facility as part of the Cranberry Town Center project.	High	Completed
15K Continue the water system leak detection program.	High	Completed*
15L Partner with schools to further develop amenities (infrastructure improvements, recreational facilities, etc.).	Medium	Not Started**
15M Develop a tool for tracking and maintaining the Township's infrastructure.	Medium	Not Started**

STRATEGY	PRIORITY	STATUS
15N Replace existing, outdated water meters with new sustainable, efficient models.	High	Not Started**
15O Replace new water meter models every 20 years.	Medium	Not Started**
15P Explore potential partnerships with private organizations to offer additional recreational facilities.	Low	Not Started**
15Q Conduct a cost-benefit analysis of operating a Township-owned greenhouse to promote sustainable landscaping maintenance practices.	Medium	Not Started**
15R Continue planning for water system upgrades (i.e. water pumping capacity) to meet the needs of the growing population.	High	In Progress**
15S Evaluate market conditions to assess the challenges and opportunities to having technology provider options.	Medium	Not Started**
15T Review and update the Cranberry Highlands Golf Course Master Plan on an annual basis.	Medium	Ongoing**
15U Implement the recommendations established in the Cranberry Highlands Golf Course Master Plan.	Medium	In Progress**
15V Develop a comprehensive stormwater management plan to ensure that the Township proactively controls stormwater runoff throughout the community.	Medium	Not Started**

*These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.

** Strategy is new recommendation as part of the Cranberry Plan Update.



Top Left: Cranberry Highlands Golf Course Clubhouse; Top: Mazzoni Reading Garden; Bottom Middle: Cranberry Police Department in the Municipal Center; Bottom Right: Cranberry Library in the Municipal Center.

COMMUNITY FACILITIES GOAL 15: COMPLETED

15A + 15B + 15C: Sewer System

The Pennsylvania Sewage Facilities Act, otherwise known as Act 537, was enacted in 1966 in order to resolve existing issues with sewage disposal and to anticipate and prevent future sewage-related problems. Act 537 requires that sewage facilities are appropriately planned for and meet recognized design standards and metrics. In compliance with this mandate, the Township updates the Act 537 sewage facilities plan when necessary.

The most recent update was conducted in 2015, as part of the Brush Creek Water Pollution Control Facility expansion design process. The expansion of the BCWPCF to increase capacity will be the most significant improvement to the sewer system since Interceptor 1 was completed. A rigorous maintenance program, which includes the collection of interceptor flow data at specific lift stations, is employed to maximize output and minimize system infiltration. The combination of data collected at lift stations and camera work along parallel Interceptor 1 aids in the identification and prioritization of necessary repairs. This information is used to develop and execute an annual system-wide repair schedule.



Brush Creek Water Pollution Control Facility

15D + 15K: Water System

Cranberry Township's water supply is received through the West View Water Authority, via the Ohio River. To ensure that residents have access to hazard free water, hundreds of water samples are taken each year to determine if any contaminants are present.

Cranberry Township takes a proactive approach to planning for and anticipating the community's long-term water needs. Staff regularly plans for a long term solution to maintaining a sustainable and sufficient water supply. Recently the Township entered into an agreement to ensure viable water supply well into the future. The Public Works Department conducts a water leak detection program twice a year. This program identifies areas that need repair, in both the private and public sections of the water system. This systematic identification and repair of leaks in the Township's water infrastructure reduces overall operating costs, while minimizing water loss across the community.

15E: Stormwater Management Program

A comprehensive stormwater management program can be an effective tool in educating citizens about water conservation, while reducing the pressure placed on infrastructure systems, and improving overall water quality. A diverse stormwater management program is in place to maximize the efficient use of such resources. From land development regulations that require developers to mitigate stormwater runoff on site, to drain stenciling programs with Haine Elementary and Middle School students, to establishing stormwater management goals and reporting on the progress made to achieve those benchmarks, the Township is actively working to manage stormwater runoff across the community.

15G: Geographic Information System

Geographic Information Systems, or GIS, is a system that is used to store, analyze, manage, and spatially represent data. The Township collects and stores a wide variety of data, from signage and traffic signal locations to dedicated open space and the location of trail systems. Data collected and stored in GIS serves as a planning tool for managing and enhancing infrastructure within the community.

In order to sustain this resource while making it more user-friendly and accessible to different departments, several internal data viewers have been developed, in addition to the external Property Finder. In 2016, GIS data will be integrated with Munis programming and the Fire Company's Alpine RedMNX software in addition to improvements that are being made to enhance the Property Finder's capabilities.

15I: Municipal Center Master Plan

Since the adoption of the Cranberry Plan in 2009, a study was conducted to evaluate the Municipal Center building and grounds. As the population continues to grow, the increased demand for programs and services may require that the Municipal Center's footprint expands.

Over the course of this assessment, three scenarios were designed to evaluate different ways in which parking and building square footage could increase, all within the boundaries of the current property. The Municipal Center Master plan will be reevaluated in future years, as necessary.



15J: Cranberry Public Library Expansion Study Master Plan

See Cranberry Town Center – 20D + 20F

Municipal Center renovations included a new fitness center in 2014.

COMMUNITY FACILITIES GOAL 15: ONGOING

15H: Infrastructure Management System

The maintenance of the nation's infrastructure consistently ranks as one of the highest concerns among Americans today. The Board of Supervisors and Township staff diligently plan for, construct, and maintain critical community infrastructure, that citizens depend on daily. From conveying clean drinking water to homes, to transporting waste to the BCWPCF, to ensuring that roadways are regularly repaved, repainted, and cleared of snow and ice in the winter, the maintenance of complex infrastructure systems depends on a thorough and comprehensive management system. Providing for the necessary infrastructure upgrades and maintenance programs is and will continue to be a priority.



15T: Cranberry Highlands Golf Course Master Plan Development

The Cranberry Highlands Golf Course Master Plan is a blueprint for conducting systematic improvements to the golf course's amenities. The plan is reviewed and updated annually, to ensure that the necessary provisions are being made to maintain and enhance the grounds and buildings.

Golfers enjoying the afternoon at Cranberry Highlands Golf Course.

COMMUNITY FACILITIES GOAL 15: IN PROGRESS

15F: Technology Study

Technology plays an ever increasing role in citizen's lives and Township operations. From incorporating adaptive technology into traffic operations to using social media to communicate with citizens, technology improves the Township's ability to operate as a nimble and modern governmental organization. A comprehensive technology infrastructure study will be conducted in the future. Currently, the five-year capital project plan is used to guide the adoption of new technologies, when needed.

15R: Water System Upgrades

The Preferred Growth Scenario B recommended specific pipe improvements to the Township's water system, in order to sufficiently supply water to a future population of 50,000 residents. Whenever possible, these recommendations are constructed, steadily improving and upgrading outdated infrastructure. Since the plan was adopted, two eight-inch waterlines, a twelve-inch waterline, and a 24-inch waterline expansion have been completed.

15U: Cranberry Highlands Golf Course Master Plan Implementation

Creating a master plan establishes a vision and outlines strategies to achieve that goal. After a plan is completed, it then becomes necessary to regularly implement strategies and projects, to affect lasting and meaningful change. The Cranberry Highlands Golf Course Master Plan outlines a holistic set of improvements, from upgrades to the driving range, golf course, and irrigation infrastructure to the club house, pavilion, and pro shop. The Township regularly initiates projects outlined in the master plan, and will continue to do so, ensuring that the Highlands Golf Course remains a premiere destination with high quality fields for the community and greater region.

SOUTH TO



Pittsburgh



TO



Cranberry



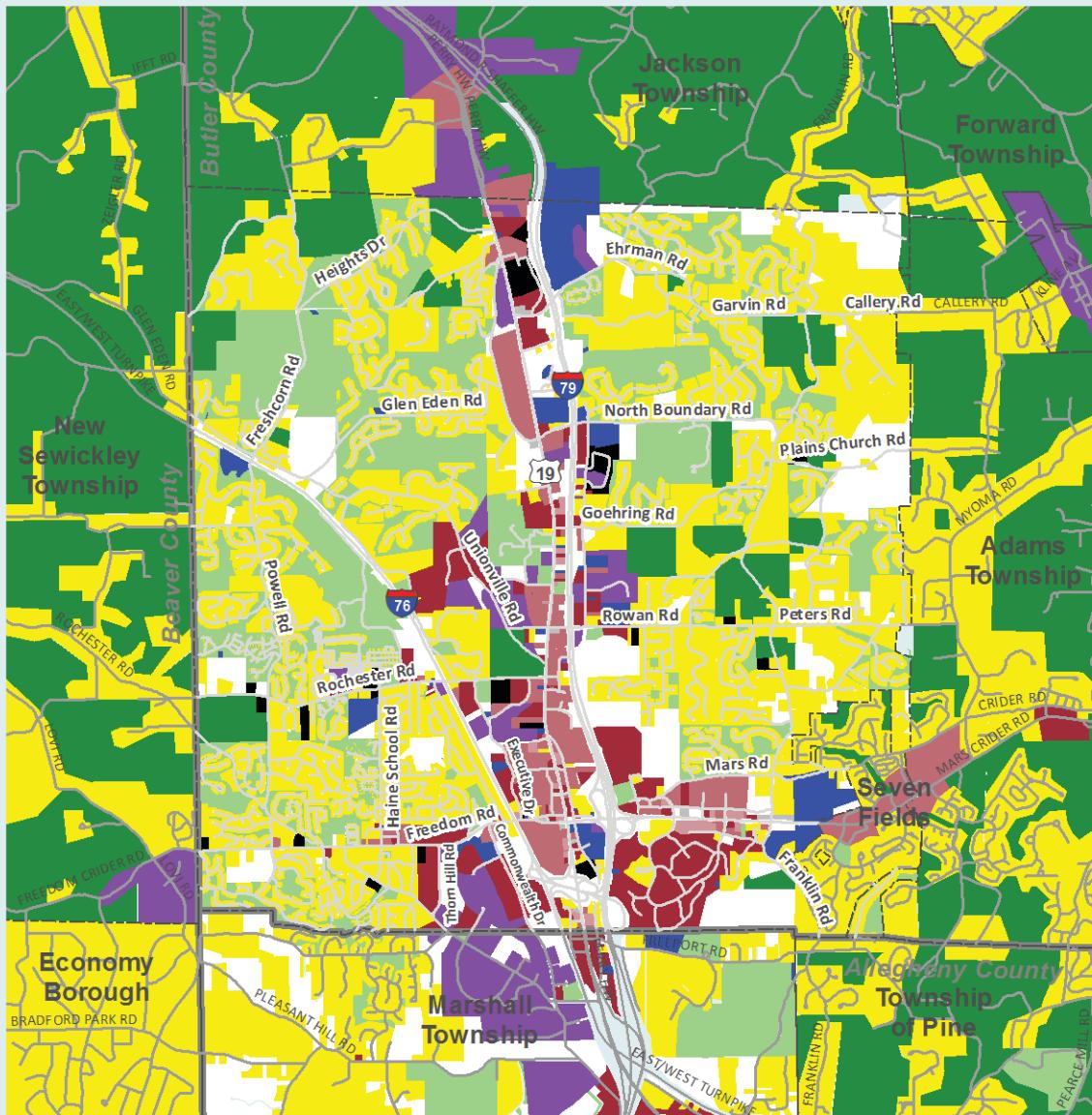


REGIONALISM

REGIONAL LAND USE



This map shows the land uses in Cranberry and the neighboring municipalities, categorized according to the APA's land use system. Surrounding land uses are primarily residential and agricultural except in the south, southeast, and southwest. Land use patterns between communities were compared to identify potential inconsistencies and conflicts.

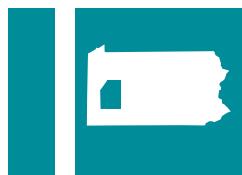


LEGEND

1000 - Household	3000 - Industrial, Manufacturing, or Waste Related	7000 - Leisure
2100 - Shopping	4000 - Social, Institutional, or Infrastructure	8000 - Natural Resources
2200 - Restaurant	5000 - Travel or Movement	9000 - No Human Activity
2300 - Office	6000 - Mass Assembly of People	



Plot Date:
March 1, 2016



REGIONALISM

Cranberry Township is located in southwestern Butler County, with Beaver County along the western border and Allegheny County along the southern border. This unique geographic location positions Cranberry at the center of a dynamic region, surrounded by municipal neighbors of varying sizes, demographics, and geographies.



Communication with neighboring communities is an important part of planning for the Township's future. Regular communications with municipal neighbors is vital for sustaining and expanding intergovernmental cooperation.

Along with the city of Butler and the Borough of Zelienople, Cranberry Township is an economic hub in the County. A strong and healthy region is important to the economic climate in Cranberry. Cranberry will take a leadership role in promoting regional initiatives and support of regional priorities. Working with the surrounding communities, regional stakeholders, elected officials, and representatives from all levels of government, Cranberry will find new and innovative ways to deliver services at a regional level.

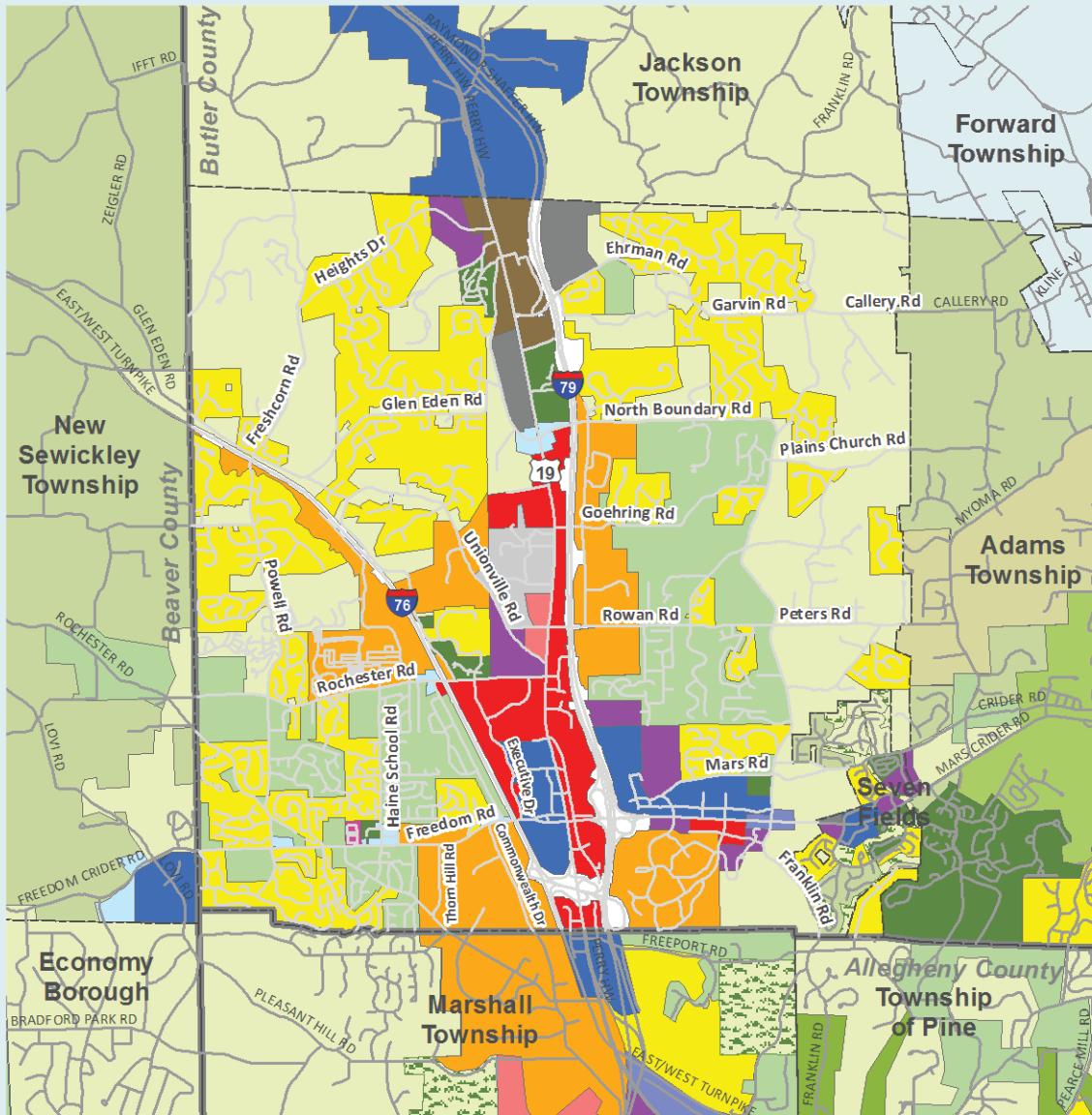
CRANBERRY'S GOAL FOR REGIONALISM

1. Cranberry Township will continue to be a community that advocates and encourages regional approaches and solutions to local government challenges.

REGIONAL ZONING



This map illustrates the zoning districts in the surrounding municipalities, which were mapped in conjunction with Cranberry Township's zoning districts. This information was used to compare Township zoning patterns with those in surrounding communities and to identify potential inconsistencies and conflicts.



LEGEND

Cranberry Township Zoning

- R-1 - Rural Residential
- R-2 - Single Family Residential
- R-3 - Multi Family Residential
- PRD - Planned Residential Development
- RMU - Residential Mixed Use
- MU - Mixed Use
- C-1 - Convenience Commercial
- C-2 - Highway Commercial
- C-3 - Regional Commercial
- BPK - Business Park
- SU-1 - Special Use
- SP-1 - Special Growth
- PIC - Planned Industrial/Commercial
- TLI - Transitional Light Industrial
- I-L - Industrial Light

New Sewickley Township Zoning

- A1 - Agricultural
- R1 - Suburban Residential
- R2 - General Residential
- C1 - Local Commercial
- C2 - Planned Commercial
- Jackson Township Zoning
- R - Residential
- CC - Commercial Corridor
- Adams Township Zoning
- R1 - Residential
- R2 - Residential
- R3 - Residential Multi-Family
- R5 - Residential Business
- RAL - Residential Agricultural Low Density

Seven Fields Zoning

- B-1 - Business Development District
- C-1 - Conservation District
- I - Industrial District
- PEDD - Planned Economic Development District
- R-1 - Rural Residential District
- R-2 - Suburban Residential District
- R-3 - Village Residential District
- R-4 - High Density Residential District

Marshall Township Zoning

- CR - Conservation Residential
- SR - Suburban Residential
- HC - Highway Commercial
- TC - Town Center
- RB - Route 19 Boulevard
- PIP - Planned Industrial Park
- RRTP - Residential, Research, and Technology Park
- OSPC - Open Space, Public and Conservation
- PRD - Planned Residential Development

Economy Borough Zoning

- R1 - Restricted Residential

- R2 - Suburban Residential



Plot Date:
March 1, 2016



GOAL 16: REGIONALISM

Cranberry Township will be a community that advocates and encourages regional approaches and solutions to local government challenges.

To achieve this goal, the following critical success factors must be accomplished:

- Open and regular communications horizontally (other municipalities, school district) and vertically (counties, state, and federal government).
- Prepared to look beyond solely the Township's needs in evaluating participation in regional efforts.
- A consistent regional message.

	STRATEGY	PRIORITY	STATUS
16A	Work with the Southwestern Pennsylvania Commission (SPC) to integrate regional goals into the Township's planning processes.	High	Ongoing
16B	Work with the Butler County Tourism and Convention Bureau and surrounding communities to promote regional assets.	Medium	Ongoing
16C	Identify infrastructure projects of regional significance in a collaborative way with all impacted government entities.	High	Ongoing
16D	Develop a regular forum at the municipal staff level to discuss development activities and projects of a regional significance.	High	In Progress
16E	Actively participate in the Butler County Council of Governments and find ways to expand services provided at a regional level beyond current programs.	Medium	Ongoing
16F	Encourage staff to promote best practices through a network of professional organizations committed to issues of common importance and regional significance.	High	Ongoing
16G	Regularly explore opportunities for increased efficiency through shared municipal services with neighboring municipalities.	Medium	Ongoing

REGIONALISM GOAL 9: ONGOING

16A + 16C: Regional Planning

The Southwestern Planning Commission (SPC) is the Metropolitan Planning Organization (MPO) for western Pennsylvania. Serving ten counties in the region, including Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland Counties, in addition to Pittsburgh, the SPC has several key roles. From planning, prioritizing, and distributing transportation funding from both federal and state resources, to creating regional economic development goals for western Pennsylvania, to providing a mechanism for different municipalities to cooperatively plan for the future, the SPC is a major force in regional planning and the implementation of key infrastructure projects.

Township representatives frequently interact with SPC officials to facilitate the exchange of information, collaborate with the MPO and other regional municipalities on mutually beneficial transportation projects, incorporate regional goals into Cranberry's planning efforts, and advocate for Township projects to be considered in long-range regional planning initiatives.



Firefighters throughout the region train at the Fire Training Facility.

16B: Regional Assets

Butler County is home to a thriving tourism industry. From beautiful attractions that highlight the natural beauty of Western Pennsylvania including Moraine State Park, Lake Arthur, and the Frank W. Preston Conservation area, to campgrounds, golf courses, and miles of walking and biking trails, Butler County is a recreational destination for travelers from near and far.

In addition to recreational amenities, Butler County has a variety of attractions that contribute to the well-rounded local tourism sector, including wineries, shopping and dining venues, festivals, events, and historic structures. Butler County and its municipalities offer a wide variety of reasons to visit the region.

Cranberry Township is a key player in local tourism, from hosting festivals such as Community Days and CranFest, to providing recreational amenities including three excellent parks and a premiere golf course, to hosting a variety of shopping, dining, and hotel options. In 2015 Expedia, a nationally-recognized travel website, ranked Cranberry Township in the top ten of the nation's "Most Comfortable Cities for Travelers," largely in part due to feedback from visitors on the quality of hotels, the services visitors received, and the amenities available in Cranberry Township. Butler County Tourism and Convention Bureau collaborated with the Township to highlight this recognition. Both entities will continue to share information to promote the assets throughout the community and greater region.

16E + 16G: Regional Services

The Butler County Council of Governments (COG) is a collective of regional boroughs and townships that collaborate to provide enhanced services to businesses and residents in the region. The Township is an active participant in the Butler COG in a variety of ways, including staff participation as the COG's appointed Secretary and attendance at monthly meetings. The Township also provides guidance and training on regionally significant COG-related programs, such as the South Hills Area Council of Governments (SHACOG) Purchasing Alliance, and the COSTARS Program, the Commonwealth of Pennsylvania's cooperative purchasing program. The COSTARS Program enables local and state-affiliated entities to leverage contracts to increase efficiencies and operate in a cost-effective manner. Additionally, the Township provides communication materials, such as webpages, to highlight the programs that Cranberry administers for the Butler County Council of Governments, such as the crack sealing program designed to maintain local roadways.

Developing innovative and fiscally responsible strategies to improve daily operations occurs not just between Cranberry Township and regional municipalities, but with the Seneca Valley School District as well. The school district and Township often collaborate to share resources, including efficiently maximizing the marketing resources of both organizations to highlight and advertise programs and events. The Township will continue to collaborate with Seneca Valley School District, to identify opportunities to pool resources and share in the ownership, maintenance, and operation of equipment and services, whenever feasible.

16F: Professional Organizations

Professional organizations provide opportunities for staff to continue learning about new techniques and best practices in their respective fields. Each Township department, and the dedicated personnel that work daily to provide high quality services to Cranberry's citizens, are encouraged to join in and engage with professional organizations. From attending seminars to representing the Township on industry-specific committees and panels, staff regularly attend sessions to advocate for and advance issues that impact the community and region at large.

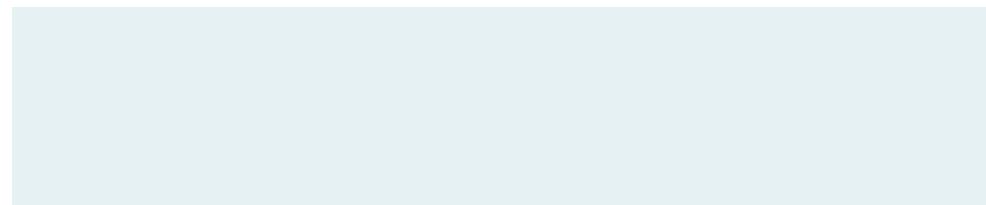
REGIONALISM GOAL 9: IN PROGRESS

16D: Staff Forum

Development in Cranberry Township continues to occur at a steady pace. Communicating about development activities with all municipal departments ensures that all staff are educated on current and future changes within the Township. In order to communicate up to date information regarding the status of new residential and nonresidential projects in the community, the "What Are They Building" webpage was developed. This digital resource serves as an easily accessible source for the latest in construction news. Additionally, staff is currently developing a lunch and learn type forum to provide information to about projects and development activities for other departments.



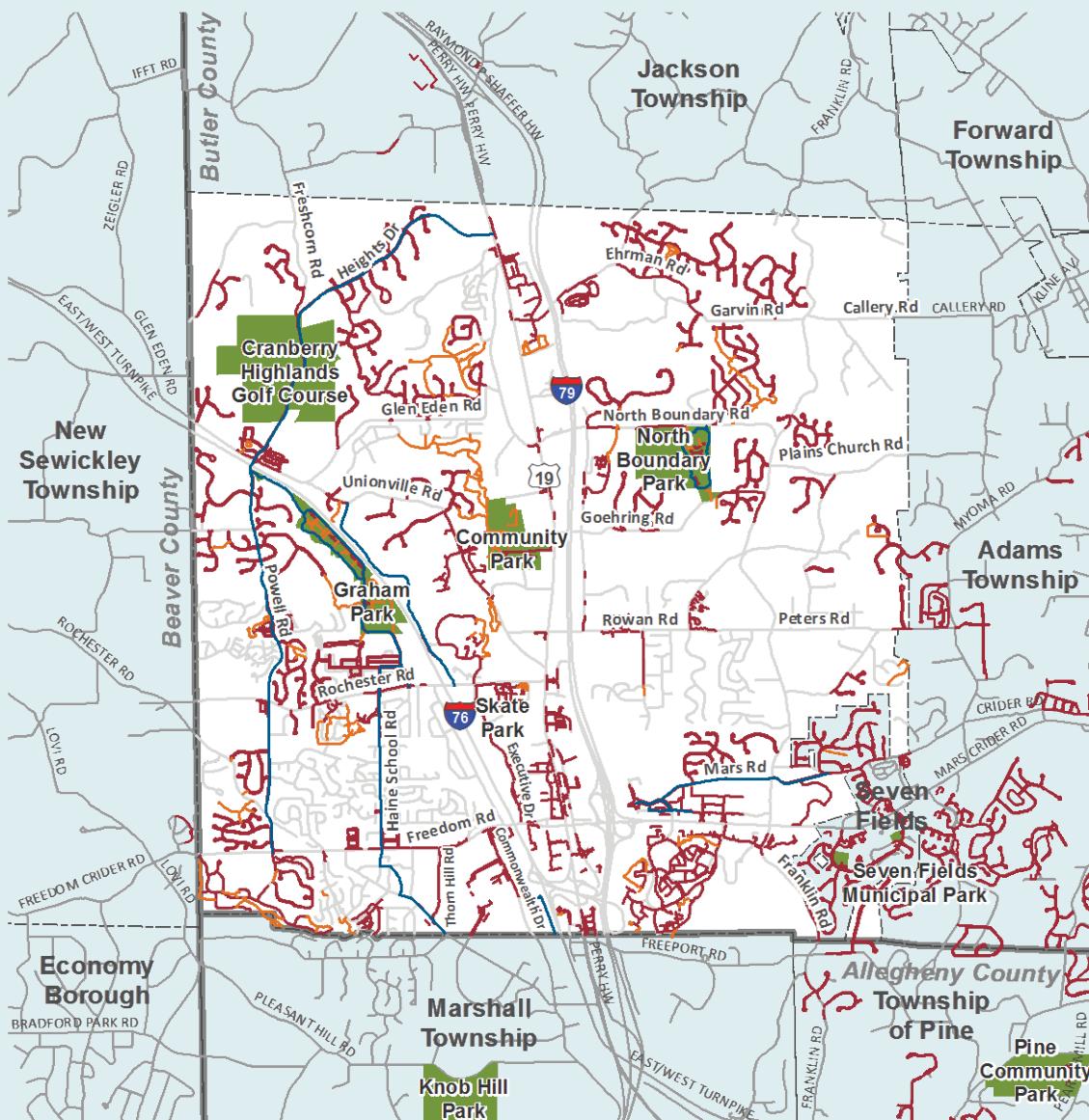
Cranberry's location offers easy access to major highways.



REGIONAL CONNECTIONS



This map shows the existing sidewalks, bikeways, and trails in Cranberry, and the pedestrian and bicycle facilities in adjacent communities. An interconnected pedestrian and bicycle network is a regional amenity that would benefit Cranberry and its neighboring communities. The regional network of collector roadways shows how the communities are connected.

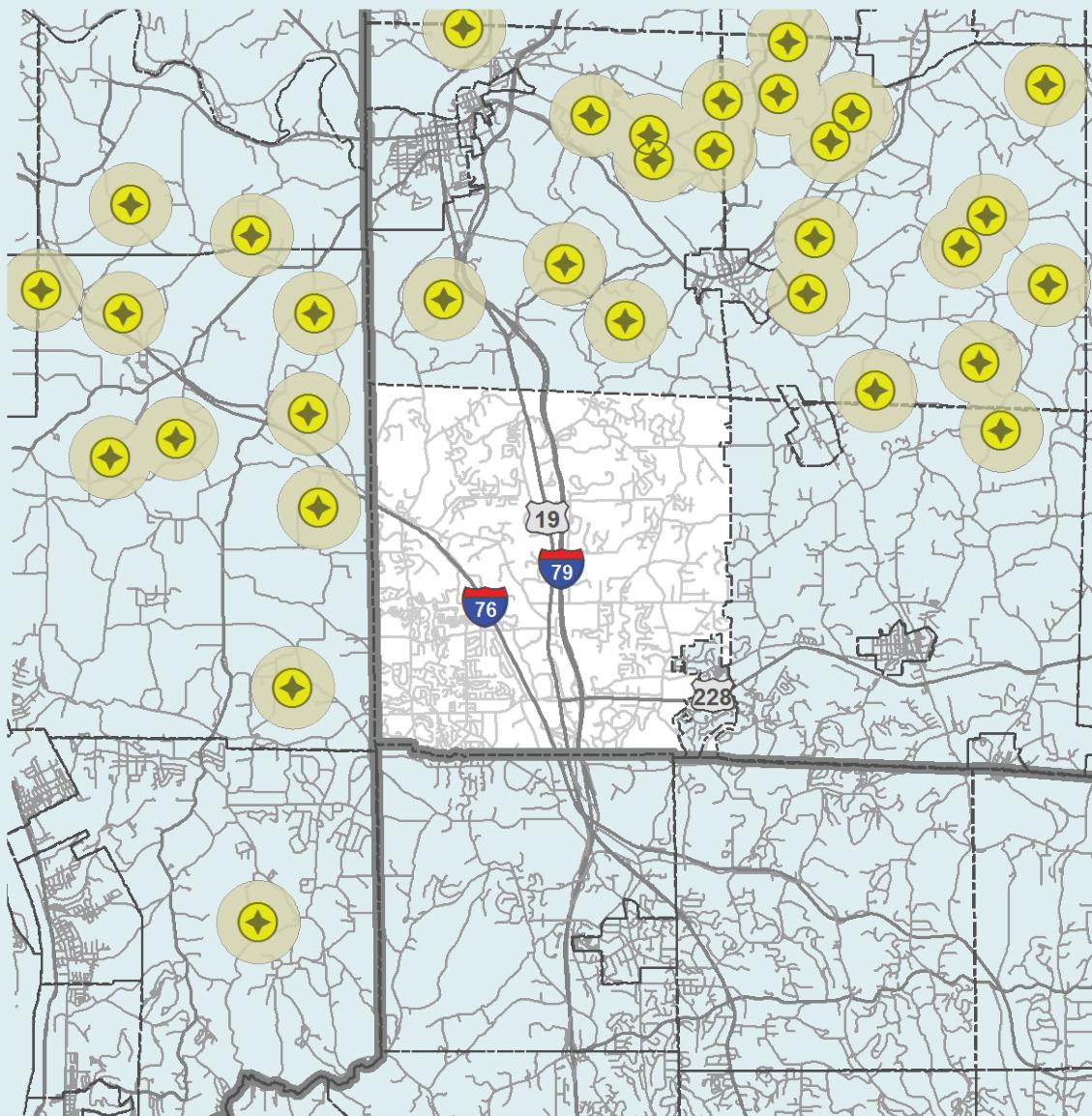


MARCELLUS SHALE

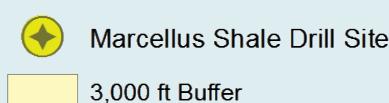


This map shows all the marcellus shale drill sites within 5 miles of the township. A 3,000 ft buffer from those drill sites is shown. This is the area surface wells may be affected by the drilling according to the state.

UPDATE 2015



LEGEND



Plot Date:
March 1, 2016





GOVERNANCE



GOVERNANCE

Cranberry is a Township of the Second Class according to the Pennsylvania Municipalities Code. Its five-member Board of Supervisors forms the Township's governing body. Each board member is elected to serve a six-year term. The Board is responsible for all major decisions concerning Township development, finances, staffing, and policy direction.



Cranberry Township has the largest municipality by population in Butler County and serves as a major economic engine for the region. A comprehensive and high quality array of services are provided for residents and members of the business community alike. The Township works diligently to ensure that the community's high quality of life is maintained for years to come. In order to ensure that Cranberry Township continues to be a thriving community with an innovative and responsive government, the Township will need to maintain its strengths while proactively planning for any future challenges.

Potential challenges in regards to the Township's governance focus on creating operational capacity and developing proper policy and procedures. Sustaining the high level of service delivery must continue to be a priority in the future. The Township government must always work toward improvement by anticipating future needs and exceeding expectations.

CRANBERRY'S GOAL FOR GOVERNANCE

1. Cranberry Township will continue to have a governance system that is dynamic, practice, fiscally sound, responsible and responsive, professional, and a high quality service provider.



GOAL 17: GOVERNANCE

Cranberry Township will have a governance system that is dynamic, proactive, fiscally sound, responsible, responsive, professional, and a high quality service provider.

To achieve this goal, the following critical success factors must be accomplished:

- Strong elected leadership that establishes vision, fosters and supports a professional staff to achieve its goals.
- Organizational capacity to be able to provide superior levels of service.
- A strong set of regulations which guide daily activities.
- A well-educated, well-trained professional staff.
- Focused on the timely implementation of this plan at the department level.
- Flexible and capable of responding to community needs.
- Transparent and open government.
- Professionally managed.
- Prompt to respond to requests for service.
- Fiscally prudent with taxpayer resources.
- A diverse revenue structure that supports good fiscal health.

	STRATEGY	PRIORITY	STATUS
17A	Cultivate the Township culture to encourage continuing education hours for appointed boards and commissions.	Low	In Progress
17B	Continue and support a professional development program for Township staff.	Medium	Ongoing
17C	Encourage management and key personnel to attend educational conferences and seminars to keep informed about best practices and regional and national trends in their respective fields.	Medium	Completed*
17D	Evaluate the current form of government (Township of the second class) to determine if it will meet the current and future needs of the Township, or if other forms would better serve the community.	Low	Completed
17E	Conduct a study to evaluate alternative service delivery methods for public safety services.	Medium	Completed
17F	Complete the codification of Township ordinances.	High	Completed
17G	Develop an annual review process with the Planning Advisory Commission regarding the achievement of the Cranberry Plan goals.	Low	Completed*
17H	Evaluate the development of a program to ensure that tax-exempt properties meet the qualifications of tax-exempt status.	High	Ongoing
17I	Create an ongoing, five-year capital budget that includes all projects, priorities, costs and funding strategies.	High	Completed
17J	Create an on-line (electronic) portal payment plan for all Township fees and taxes including the use of credit cards.	Medium	In Progress
17K	Expand customer service delivery through E-government (internet based) techniques for all services provided by the Township.	Medium	Ongoing
17L	Annually review, on a departmental basis, all fees for services to ensure that they cover the "total cost" of service delivery.	High	Completed*

	STRATEGY	PRIORITY	STATUS
17M	Transition the line item budget technique to a comprehensive program-based budget, in order to identify specific costs of units of service.	High	Completed*
17N	Review staffing and benefits for compensation and insurance purposes by employee classification, at a minimum, every three years.	Medium	Ongoing
17O	Update staffing as it relates to the levels of service delivery.	Medium	Ongoing
17P	Review implementation of the strategies from this plan prior to the annual budget process.	Medium	Completed*
17Q	Annually review a progress report on The Cranberry Plan recommendations at a Board of Supervisors meeting.	Medium	Ongoing
17R	Update The Cranberry Plan every five years.	High	In Progress
17S	Conduct a review of the Township tax structure that will do the following to ensure efficient use of taxing resources: analyze current tax structure; identify available taxing tools; recommend a comprehensive tax policy; and identify other revenue streams.	Medium	Completed*
17T	Continue to track data and trend service demands every five years to recommend changes, if any, in departmental staffing and training.	Low	Ongoing
17U	Assist the Cranberry Volunteer Fire Company in volunteer recruitment and retention so the company can continue to successfully serve the changing population.	High	Completed*
17V	Identify Pennsylvania municipalities similar in nature to Cranberry Township's build-out in order to determine "Best Management Practices" that can be incorporated into Township policies.	High	Completed*
17W	Develop and implement a Mission Statement to be utilized for Cranberry Township Staff.	High	Completed
17X	Conduct an annual joint public meeting of the Board of Supervisors, the Planning Advisory Commission and the Zoning Hearing Board to review land development trends and planning efforts.	Low	Not started
17Y	Evaluate opportunities with school district officials to share assets and resources, including but not limited to equipment, meeting spaces, etc.	Low	Ongoing**
17Z	Host annual meetings with Township and School District officials to maintain open lines of communication and strengthen existing relationships, benefitting both the community and the school district at large.	Medium	Not Started**
17AA	Develop comprehensive financial management policies to establish investment, fund-balance, revenue, and budget guidelines.	High	Not Started**
17BB	Conduct a regular forum with county, state, and federal elected officials to discuss Township and regional growth and vision.	Medium	Not Started**
17CC	Continue efforts in securing alternative funding sources to complete Township projects, ensuring a significant return on our state and federal tax dollars.	High	Ongoing**

*These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.

** Strategy is new recommendation as part of the Cranberry Plan Update.

GOVERNANCE GOAL 17: COMPLETED

17C: Conferences and Seminars

Management and key personnel periodically attend seminars and conferences on topics pertaining to their field of expertise. These events serve as continuing education opportunities, as well as opportunities to learn about activities occurring in the region and develop relationships with counterparts in different communities.

17D: Type of Government

Cranberry Township is governed by a board of elected officials, under the Second Class Township code of the Commonwealth of Pennsylvania. While the Township is eligible to become a Township of the First Class due to the population density in the community, there are no major benefits to changing government type. As such, there are no plans in the foreseeable future to changing the Cranberry Township's form of government.



Five elected Supervisors govern Cranberry Township

17F: Ordinance Codification

Since the Cranberry Plan was adopted in 2009, the Township's Code of Ordinances was codified. This process made accessing the complete set of Cranberry Township's legislation significantly more user friendly. The codification was completed using the General Code's e-Code, taking ordinances and amendments that were previously only accessible in paper format, and streamlining them into a digital format. The e-Code is available for free on the Cranberry Township website. This searchable, web-based tool is regularly updated as new ordinances and amendments to existing ordinances are adopted by the Board of Supervisors.



Capital improvements include Brush Creek Treatment Plant upgrades.

17G +17P: Annual Review

The Cranberry Plan guides municipal operations and influences all Township departments. As the comprehensive plan for Cranberry Township, the plan sets goals and objectives for all facets of the community. As such, it is important that the progress made towards achieving those goals is conveyed to public officials. The Planning Advisory Commission is updated on the Cranberry Plan's implementation on an annual basis. Internally, departments track progress made towards completing the plan's strategies. Periodic tracking assists with evaluating the remaining projects within the Cranberry Plan, identifying potential project dates, and assessing possible budgetary impacts.

17I + 17M: Capital Budget

Each year a capital budget is created, outlining major items such as roadway improvements, water and sewer projects, vehicle expenditures, and upgrades to the treatment plant, among others, for the next five years. The budget is a comprehensive outline of revenue, expenditures, and additional funding sources such as grants and bonds, that when combined, create the framework for implementing major projects that improve the quality of life in the community. The budget is written each year, pulling from the previous iteration. This annual review enables the budget to be a fluid and flexible document. As each cycle of the budget is conducted, the projects included in the five-year timeline can be adjusted, in response to new information or changes that occur within the community.

The operating budget, in previous years, was primarily structured in a line item budget format, a technique where very specific and detailed items were outlined and budgeted for. The budget format has since shifted into a primarily program-based format, which organizes needed funds into programs or jobs. This structure creates a greater linkage to the use of funds to achieve particular goals and objectives on a program by program basis, rather than the line item budget format style.

17E + 17L: Service Delivery and Fees

Municipal departments such as Parks and Recreation, Planning and Development Services, and Engineering and Environmental Services have fees associated with particular sets of services. These fees are used to ensure that the cost to the Township to providing services for citizens is managed. Fees are annually reviewed to determine if costs are appropriate or need to change to more adequately cover the cost of service delivery. Alternative methods for providing and delivering services are periodically assessed to promote efficient operations.

Examples of engineering related fees that are regularly reviewed include roadway occupancy permit fees, Transportation Impact Fee Program fees, TAP fees for sewer and water services, and municipal solid waste fees. Land development fees that are periodically reviewed include fees associated with land development applications, lot line revisions or consolidations, Planned Residential Development applications, and conditional use applications. In Parks and Recreation, facility and field rental fees and permit fees are reviewed annually, while programming fees are reviewed on a more frequent basis. In many cases, after reviewing these fees, the assessment ultimately concludes that the current rates are sufficient to adequately sustain services.



Facilities and fields are popular rental destinations.

17S: Tax Structure

Cranberry Township taxes are among the lowest of any full-service community in southwestern Pennsylvania. The tax structure consists of the property tax, earned income tax, the business privilege tax, the local services tax, and a real estate transfer tax. This diversified tax structure ensures that there is an equitable distribution of taxes between residents and businesses. Taxes act as the primary funding mechanism to maintaining infrastructure and services within the Township, as well as the Seneca Valley School District, the County of Butler, and the Commonwealth of Pennsylvania.

A Cranberry resident with \$90,000 in household income and a house with a market value of \$250,000 pays a total of \$888.75 to the Township each year in real estate and earned income taxes. In the City of Pittsburgh, that same household pays the City taxes of \$2,790. In both communities, that resident would pay \$2,763 in state income tax, as well as state sales tax (Butler County- 6%, Allegheny County-7%).

For \$888.75 per year, (the average household's tax bill), Cranberry residents receive a full range of municipal services including a resource-rich public library, a first rate park system, 24/7 police and fire protection, 121.65 miles of well-maintained local roadways and traffic signals, infrastructure maintenance, and land use management, as well as general administration of the community.

The combination of taxes and service fees provides the mechanism to fund daily Township operations and long range capital improvements projects, in a comprehensive and sustainable manner.

2015 CRANBERRY TOWNSHIP TAX INFORMATION

PROPERTY TAXES

Township: 13.00 mills
(General Purposes: 8.03; Fire: 2.12; Library: 1; Road Equipment: .85; Buildings: 1)

Butler County: 24.628 mills

Seneca Valley School District: 116.45* mills

Real Estate Transfer Tax: 0.5%

INCOME TAXES

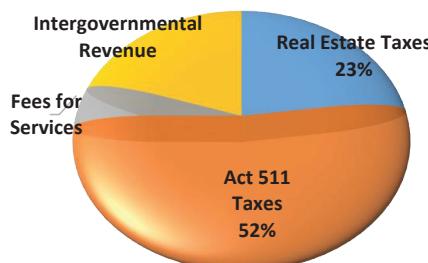
Earned Income (.5% Twp., .5% School District): 1%

Business Privilege/Mercantile Tax 1 Mil

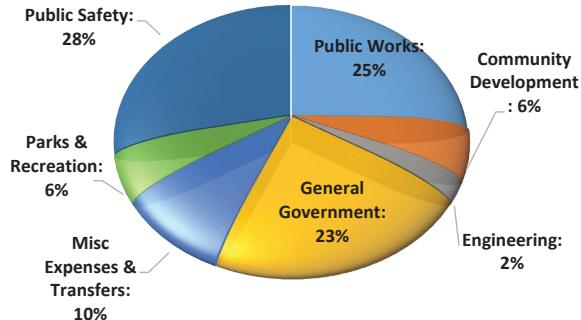
Local Services Tax: \$52/yr.

*Tax Rate for 2014

2015 BUDGETED REVENUE



2015 BUDGETED EXPENDITURES



17U: Fire Company Recruitment

The Cranberry Township Volunteer Fire Company (CTVFC) provides exemplary fire services to the community and greater region. Maintaining a robust set of volunteers is critical to the long term health and sustainability of the company. In order to ensure that the CTVFC has a sufficient number of volunteers to maintain daily operations, Cranberry Township regularly assists in the CTVFC's many recruitment and retention efforts.

In order to disseminate information to recruit new volunteers, messages are crafted and placed on the Route 19 sign. Articles are included in the Township's quarterly newsletter, the Cranberry Today. Pamphlets are placed in rack holders within the Municipal Center. Firefighters have a booth during Community Days to recruit citizens in person. Anyone interested in volunteering is invited to contact the fire station. Volunteers are needed for many different tasks, from administrative duties such as marketing or data entry, to conducting education and outreach, including teaching children about fire safety, to processing paperwork, to fighting fires themselves.



The Volunteer Fire Company provides exemplary service to the Township.

17V: Best Practice Research

The Township continually looks at other municipalities to identify precedents for planning projects. The study and analysis of other townships and borough is a fundamental component of the planning process, as it provides a standard methodology to identify and contrast the strengths, weaknesses, challenges, and opportunities of communities and the projects they implement. This research serves as a tool to continue incorporating sound best practice principles in Cranberry Township's development guidelines.

17W: Mission Statement

The Township's mission statement serves as a tool to guide daily staff operations. The mission statement reads as follows, "Our skilled staff will efficiently deliver outstanding customer services that produce a high quality of life in a community of choice that is healthy, welcoming, and connected." Four key objectives were derived from this mission, which aid in its regular implementation. Those objectives include customer service, safety, efficiency, and communication.

When it comes to customer service, all employees will work together to provide superior customer service both internal to Township operations and in every interaction with all external customers. All employees are expected to create a safe work environment by making their own safety and the safety of others a top priority. In reference to efficiency, all employees will efficiently use financial, personnel, and material resources to fulfill the Township's mission. And in terms of communication, all employees will be connected as a Township team, by sharing accurate and timely information through a variety of methods across the organization and with the Community.

GOVERNANCE GOAL 17: IN PROGRESS

17A: Continuing Education

The Township actively works on developing an internal culture which promotes the value of continuing education for all participants in local government, including appointed boards and commissions. Life-long learning will serve as a tool for the continued development and enhancement of knowledge bases, providing opportunities for the discovery of new trends and best practices.



Our Wellness Fair promotes health and safety among employees.

17J: Electronic Payments

Online payment systems for Cranberry Township taxes and fees pose several challenges to implementation. The variety of vendors and software products that the community uses, limits the feasibility of employing a central online portal for payments. Staff will continue to improve those products so that more services and payment options are available online in the future.

17R: Cranberry Plan Updates

Updating the Cranberry Plan periodically during its lifespan provides an opportunity to inform residents of the progress made towards achieving the vision outlined in the original plan. Updates are different in many ways from the creation of a comprehensive plan. The Cranberry Plan that was adopted in 2009, will continue to serve as the foundational planning tool through 2030.

Updates primarily act as progress reports, to inform citizens of the progress made towards implanting the plan. As such, updates are shorter in timeframe, and smaller in scope than is required to create a full comprehensive plan. Comprehensive plan updates additionally provide an opportunity to amend the plan, in light of new projects, opportunities, or challenges that arose between the plan's adoption and the current updating cycle. By regularly updating the Cranberry Plan, the Township will report on the progress made towards implementation and be proactive, able to respond any changing conditions and arising opportunities within the community and region.



Customer Service provides exceptional assistance and information.

GOVERNANCE GOAL 17: ONGOING

17B: Professional Development

In order to continue learning about their respective fields, Township staff is encouraged to participate in professional organizations, programs, and workshops. The Township will continue to be an advocate, supporting staff's professional development goals, to ensure that employees are informed of the latest advances and trends in their own industries.



The Cranberry Plan will serve as the planning tool through 2030.

17H: Tax-Exempt Program

Tax-exempt properties are entities such as schools, hospitals, and religious institutions, that are subject to less taxes due to their status as non-profit organizations. The Township continues to look for opportunities to partner with non-profit to find a balance between reduced taxes for those organizations and the provision of enough funding to adequately address the services that the Township provides to all members of the community.

17K: Electronic Service Delivery

Providing excellent customer service is a fundamental component of the Township's mission statement and a guiding principle in daily operations. Innovative ways to make customer service delivery are periodically evaluated. Enhancing the services provided to citizens through internet-based techniques is something that staff continues to pursue and develop solution to, using existing software products like Munis.



Tax-exempt properties ensure community services.

17N: Human Resources

Each Township department consists of dedicated, capable staff members that work daily to provide excellent customer service and high-quality services to citizens. Staffing wages and benefits are regularly assessed, in order to compare the Township's pay structure to other public sector entities and its counterparts in the private sector. This comparison assists with identifying trends and ensures that the Township remains competitive with the private sector and other governmental agencies. Remaining competitive will continue to be a priority for the Township in order to attract the most qualified employees possible.

17O + 17T: Services and Staffing

Tracking and trending service demands periodically provides a snapshot into what is currently needed to maintain operations, and what will most likely be needed in the near future. This planning ensures that necessary steps are being taken to adjust and create any critical changes needed within departmental organization and staff training. Staffing is periodically reviewed in conjunction with service delivery demands to determine if changes are needed to sustain operations. By tracking and reviewing staffing and benefits consistently, the Township takes a proactive approach to maintaining a quality workforce.



Skilled professionals work to provide excellent service.

17Q: Annual Board of Supervisors Review

The Cranberry Plan set forth the vision that the community desired to see in 2030. As such, it is important that the status of the plan's implementation, and the progression to achieving that vision, is conveyed to board members regularly. The Board of Supervisors is updated on the implementation of the Cranberry Plan's strategies on an annual basis, ensuring that the progress being made is regularly communicated.



Supervisors conduct annual reviews of the Cranberry Plan.

17Y: Shared Resources

The Township continues to collaborate with Seneca Valley School District, when feasible, to identify opportunities to pool resources and share in the ownership, maintenance, and operation of equipment and services.

17CC: Funding Mechanisms

See *Transportation and Mobility - 3A*





CULTURE AND DIVERSITY



CULTURE AND DIVERSITY

A diverse community with a vibrant arts atmosphere positively affects the overall quality of life in the municipality. A community, rich in culture, can play a significant role in developing a unique sense of community identity and furthering a variety of Township-wide goals, including economic development and education.



Cranberry Township has an exciting array of cultural activities that are available to the public. From events that showcase music, history, and theater, to speaking engagements, presentations, and art exhibits highlighting local and national talent, Cranberry Township is home to a thriving arts network.

Diversity is about understanding, valuing, and making the most of the individual differences found in every person. The Township regularly seek to engage with community partners, businesses, and residents to improve and expand upon existing efforts to be an open and welcoming community.

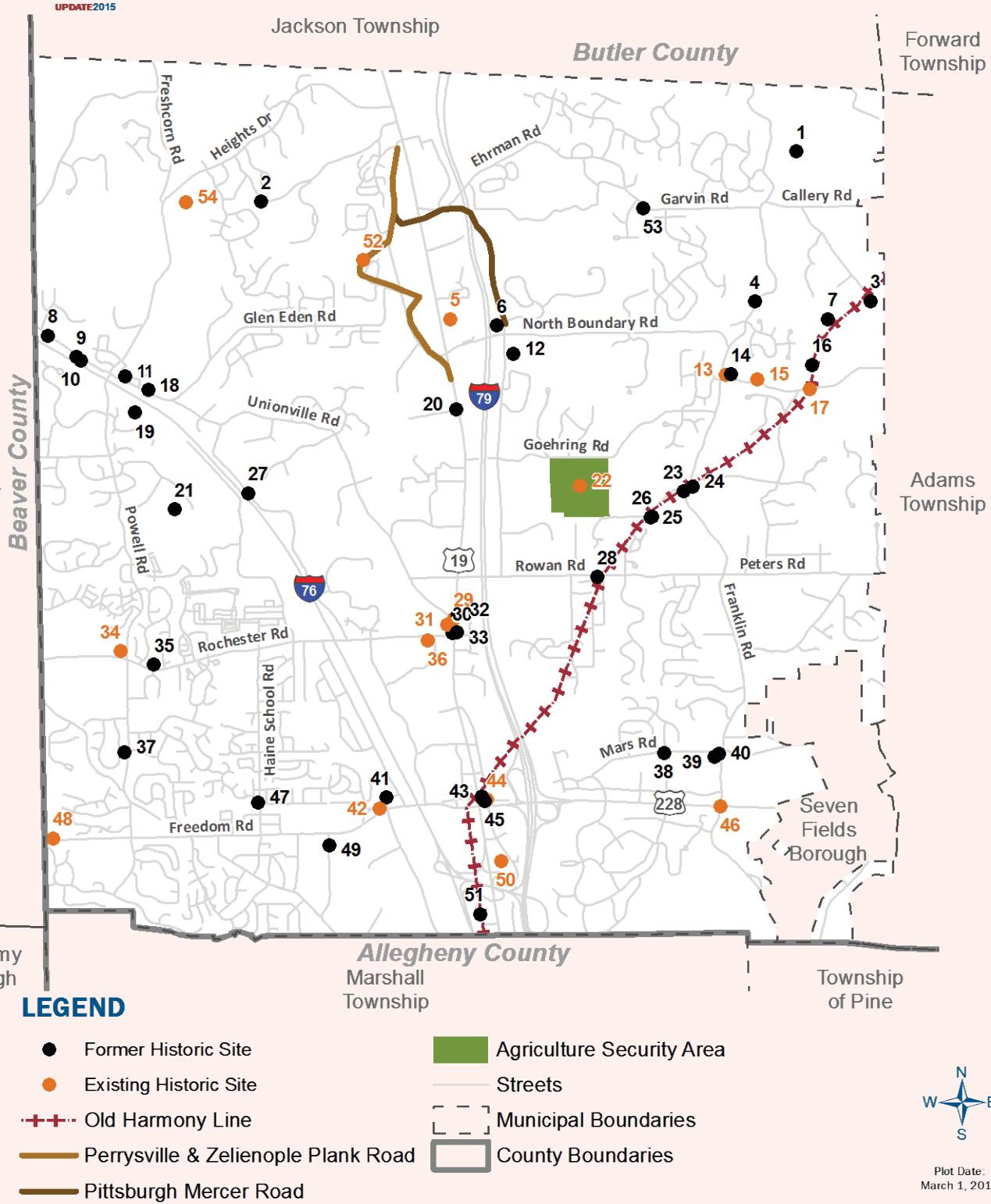
CRANBERRY'S GOAL FOR CULTURE AND DIVERSITY

- 1. Diversity** – Cranberry Township will be a diverse community that is accommodating and attractive to diverse populations by taking proactive steps to create an inclusionary environment through “deliberate inquiry” to understand diversity through seeking active community leadership and participation from under-represented ethnic/social groups.
- 2. Culture** – Cranberry Township will enhance cultural amenities, programs, and activities to provide a comprehensive cultural experience for all residents.

HISTORIC RESOURCES



There is a wealth of historic features visible in the community. This map identifies locations, markers, artifacts, and buildings of historical significance. These resources present opportunities for the preservation and interpretation of Cranberry's past.





GOAL 18: DIVERSITY

Cranberry Township will be a diverse community that is accommodating and attractive to diverse populations by taking proactive steps to create an inclusionary environment through “deliberate inquiry” to understand diversity through seeking active community leadership and participation from under-represented ethnic/social groups.

To achieve this goal, the following critical success factors must be accomplished:

- Increased social awareness to create a greater understanding of ethnic/social diversity.
- Increased representation in leadership roles from under-representative ethnic/social groups.
- An inclusionary environment for all populations.
- A diverse community.

STRATEGY	PRIORITY	STATUS
18A Support and accommodate events and meetings of all ethnic and social groups.	Medium	Ongoing
18B Recognize ethnic holidays on the Township calendar.	Low	Not Started
18C Translate internet materials into other languages.	Medium	Completed
18D Strengthen relationship with community leaders to improve diversity initiatives.	Medium	In Progress
18E Utilize Township communications to increase awareness of ethnic events.	Medium	Ongoing
18F Develop an action plan with the Pittsburgh North Regional Chamber and Butler County Chamber of Commerce to identify minority owned businesses in the area.	Low	Completed
18G Work with the Pittsburgh North Regional Chamber and Butler County Chamber of Commerce to ensure that disadvantaged business enterprises (DBE) are aware of affordable office space opportunities.	Low	Not Started
18H Consistently implement and update regulations a plan for the Americans with Disabilities Act accessibility at all Township owned facilities and new private developments.	High	In Progress
18I Work with area diversity organizations in order to welcome diverse populations in the community.	Medium	In Progress
18J Develop and adopt a Township diversity statement and publicize it.	Low	In Progress
18K Provide diversity training for all Township staff.	Medium	Ongoing
18L Work cooperatively with existing diversity business groups to promote and support diversity initiatives.	Medium	Completed

	STRATEGY	PRIORITY	STATUS
18M	Create a diversity committee within the Township to focus on increasing the diversity of Cranberry Township's population.	Medium	Completed
18N	Collaborate with Seneca Valley School District to ensure resources are in place to enhance and support a diverse student population.	Medium	In Progress**
18O	Support Seneca Valley School District's special needs and diversity programming by utilizing library and parks and recreation resources to provide complimentary programs at Township events.	Medium	In Progress**
18P	Create partnerships to provide additional recreational and educational opportunities for individuals with special needs.	Medium	Ongoing**

** Strategy is new recommendation as part of the Cranberry Plan Update.



Each year, the Cranberry Area Diversity Network (CADN) celebrates Cranberry's ethnically and culturally diverse population at CranFest, which features an international folk and food festival along with "Cranberry at Your Service" local government day.

CULTURE AND DIVERSITY GOAL 18: COMPLETED

18C: Translate Internet Materials

Cranberry's website serves as a primary means of communication between residents, businesses, and the Township. In order to make information more accessible, Google translate has been embedded into the website. This function allows each page to be translated into one out of 103 different languages.

18F + 18L: Businesses and Diversity

Having a balanced and diversified business sector is a key component to maintaining a healthy, sustainable economy. Cranberry Township has and will continue to work with the Butler County Chamber of Commerce, the Pittsburgh North Regional Chamber, and business groups to support diversity initiatives in the community.

18M: Diversity Committee

The Cranberry Area Diversity Network (CADN) was formed to serve as the primary diversity committee for Cranberry Township. CADN's mission is to foster an inclusionary ideology that speaks to all people of ethnic, religious, gender, physiological, age, and other differences, which tend to deny them total acceptance within the community. The long term goal which CADN members work to achieve is developing initiatives to foster an environment that appreciates diverse people and cultures.



Parks & Recreation mascot poses with the founding members of CADN.

CULTURE AND DIVERSITY GOAL 18: ONGOING

18A + 18E: Ethnic and Social Group Events

Each year, a variety of events and activities are held to celebrate and education citizens about the diversity present in Cranberry Township. From festivals like CranFest, which highlights a wide array of cultures, to social group meetings conducted regularly, the Township is an active participant in emphasizing and celebrating the community's diversifying population. Whenever possible communication tools such as Facebook, Twitter, the Route 19 sign, the Township website, and the Cranberry Today newsletter are used to highlight upcoming meetings and events, to more easily disseminate information.



CADN participates in the annual nonprofit holiday tree gallery event.

18K: Diversity Training

In order to promote an inclusionary environment for the Township's residents, social awareness must first begin with the Township itself. The Township has a culture of mutual respect in the workplace, with all new staff members receiving diversity training as a component of the onboarding process. Current employees periodically participate in updated diversity training, to ensure that the education process continues throughout employees' careers with Cranberry Township.



Local Irish dancers at CranFest.

18P: Partnerships

Partnerships, whether they are between public organizations or between public and private entities, bring value to communities and the people those communities serve. Cranberry continues to seek out opportunities to form public and private partnerships to provide additional opportunities, both educational and recreational, for individuals with special needs.

CULTURE AND DIVERSITY GOAL 18: IN PROGRESS

18D + 18I: Initiative Collaboration

Creating and sustaining robust relationships with community leaders is an important component to achieving Cranberry Township's diversity objectives. Township officials, in conjunction with members from the Cranberry Area Diversity Network, have identified several opportunities to facilitate meaningful discussions with community partners.

In 2016, after a series of meetings with advocates, a Diversity Forum was hosted in collaboration with Cranberry Township, Butler County, and CADN. This forum, the first of its kind, brought together 41 community partners, representing four different sectors within the community. Stakeholders from the non-profit and civic sector, the business sector, the faith-based sector, and the school and local government sector participated in an open discussion about diversity awareness, education, challenges, and opportunities. The forum resulted in several findings, or next steps, including updating CADN's website, hosting additional gatherings and discussions, and encouraging the integrating of diversity objectives in regular operations, across multiple sectors.

18H: ADA Regulations

The Americans with Disabilities Act (ADA) protects individuals with disabilities from facing discrimination in workplaces, schools, governments, public places, private places made available to the public, transportation, and telecommunications. The Township is a staunch advocate for equality and as such, requires that all new developments follow the code and are ADA-compliant. All Township owned buildings are ADA compliant, promoting the equal and unfettered access to Cranberry public facilities for all citizens.

18J: Diversity Statement

Developing a diversity statement provides an opportunity to further articulate the value that a growing and diversifying population brings to Cranberry. Such a statement serves as a tool to clearly define the community's goal to be a welcoming Township for new and existing residents, businesses, and visitors. The diversity statement for the Township is currently under development.

18N + 18O: Seneca Valley School District

Seneca Valley School District (SVSD) has a vibrant diversity program, with its Diversity Committee working diligently to continue educating, fostering awareness about diversity, and shaping "student identity development. Cranberry supports and will continue to promote SVSD's efforts to sustain and enhance an open, accepting, and inclusive environment. When opportunities arise, the Township collaborates with SVSD to share resources and highlight diversity programming, including using the community's website as a communications tool to spotlight the school system's Diversity Committee and programs.



Guests enjoy a variety of ethnic food at the CranFest event.



Line dancing demonstration by the Cranberry Seniors Club.



GOAL 19: CULTURE

Cranberry Township will have cultural amenities, programs, and activities to provide a comprehensive cultural experience for all residents.

To achieve this goal, the following critical success factors must be accomplished:

- A variety of cultural offerings that are easily accessible to the entire community.
- Effective communication tools to publicize cultural offerings.
- Open to a variety of cultural experiences.
- A well organized and integrated artistic community.
- An offering of cultural opportunities that is complimentary to regional assets.

	STRATEGY	PRIORITY	STATUS
19A	Build on an existing theatre community to enhance and support existing assets, such as the Comtra Theatre and the Keystone Music Theater, to create an identifiable cultural niche.	Medium	In Progress
19B	Work with Butler County Community College (BC3) to promote the college's existing cultural offerings.	Medium	In Progress
19C	Work with established regional organizations to provide local venues for events.	Medium	Ongoing
19D	Partner with organizations to promote and support public art.	Medium	In Progress
19E	Work with Seneca Valley School District to promote existing cultural offerings.	Low	Ongoing
19F	Consider establishing Cranberry Town Center as a cultural hub.	Medium	Completed
19G	Provide opportunities for connections links to other cultural organizations from the Cranberry Township website.	Medium	Ongoing
19H	Augment the Township recreation department offerings by adding additional diverse cultural events.	Medium	Ongoing
19I	Expand the Township recreation programming to include educational opportunities for art and culture i.e. theatre, painting, dance.	Medium	Ongoing
19J	Provide start up support for the Cranberry Artists Network.	High	Completed
19K	Promote culture and the arts in the Cranberry Township newsletter.	High	Ongoing
19L	Support the Cranberry Artists Network.	High	Completed

	STRATEGY	PRIORITY	STATUS
19M	Survey existing research to quantify the economic benefits of a strong arts and culture community, such as regional competitiveness, quality of life, and personal well-being.	Medium	In Progress
19N	Develop a master plan to identify locations in the Township for central gathering spaces, both public and private, providing space for art installations.	Medium	Not Started**
19O	Continue to support efforts for developing a performance arts program in the Township.	Low	In Progress**
19P	Develop a program to strengthen and reinforce the Township's historical assets	Medium	Ongoing**

** Strategy is new recommendation as part of the Cranberry Plan Update.



Heritage Seneca Village statues honor the Native American heritage of the Cranberry area. . CTCC – the Cranberry Township Community Chest – commissioned the works and donated them to Cranberry Township in 2015.

CULTURE AND DIVERSITY GOAL 19: COMPLETED

19F: Cultural Hub

Successful communities embrace culture, providing innovative ways to highlight history, music, art, and theater locally. The Township supports a diverse array of initiatives to celebrate culture within Cranberry, from showcases and exhibits that spotlight local talent, to the commission of art to be installed in public spaces. The Municipal Center serves, and will continue to serve, as a highly visible, central gathering space and hub for cultural events in the community.



The Cranberry Artists Network hosts art shows at the Municipal Center.

19J + 19L: Cranberry Artists Network

The Cranberry Artists Network, an organization founded to advocate for and educate about the impact that the arts have on communities, was created in 2014. Organized by artists, the mission of the Cranberry Artists Network is “to build a vibrant appreciation for the arts by connecting artists and their skills with the community.” Cranberry Township provided initial startup support for the organization, and will continue to collaborate with the network to foster a community that is rich in culture and the arts.

CULTURE AND DIVERSITY GOAL 19: ONGOING

19C: Local Event Venues

Whenever opportunities arise, Cranberry collaborates with regional organizations to identify potential locations within the community to host events. Graham Park, Community Park, North Boundary Park, the Public Works facility, and the Municipal Center often serve as locations for gatherings, from seminars and workshops, to training sessions, concerts, and classes. Historically, the Township has worked with Butler County Tourism to promote and manage different regional and cultural opportunities.



Local artists have the opportunity to showcase their work.

19E: Seneca Valley School District Offerings

Resources such as the Township website, Facebook, Twitter, and Cranberry Today newsletter are used to spotlight upcoming events. When Seneca Valley School District has culturally inclined programs, events, and activities, Cranberry uses those resources to inform residents and encourage citizen support. In addition to communicating SVSD’s cultural offerings, Cranberry Township partners with the school district to host an art exhibit. This event, conducted on an annual basis, highlights student art projects, such as sculptures, drawings, and paintings through a series of displays erected in the Municipal Center.



Plein Air artist painting in Community Park.

19G + 19K: Cranberry Township Communications

Marketing resources, such as the Cranberry Township website, Cranberry Today newsletter, Parks and Recreation program guide, and social media, are periodically used to highlight cultural events and organizations throughout the community. Whether it is encouraging citizens to attend Martinis with Monet or the Friday Lunch concert series at the Municipal Center gazebo, the Township’s communication tools serves as an invaluable resource for promoting theater, music, art, and historical events.

19H + 19I: Parks and Recreation Programming

The Township’s Parks and Recreation Department offers a wide array of cultural programs. The program guide, published three times a year, advertises fun and

informative classes hosted at the Municipal Center, Graham Park, North Boundary Park, and Community Park. From cooking classes celebrating Indian cuisine, to photography classes, and dance classes where participants learn the foxtrot, tango, or samba, there is a myriad of exciting programs catering to adults. For children, there are educational classes that focus on cooking and baking, performance art, painting, drawing, creating collages, and learning different languages.

In addition to programs, the Township continues to create and host cultural events. Such events include CranFest, Community Days, a concert series in Community Park, a concert series on the Municipal Center front lawn, and a summer movie series in Community Park and North Boundary Park. The Township will continue to look for ways to provide the community with a diverse program of offerings that highlight and celebrate culture.

19P: Historical Assets

Historical assets, including buildings, trails, cemeteries, roads, and bridges, provide a physical linkage to a community's shared past. The Cranberry Historical Society is a non-profit organization that is dedicated to identifying, preserving, and promoting public awareness of historical sites, landmarks, place names, and traditions. The group strengthens and reinforces Cranberry Township's historical assets through programming and events. The Cranberry Historical Society typically hosts four programs each year, in addition to participating in community events such as CTCC's Community Days. Members volunteer as docents, to providing educational tours of the Sample School in front of the Municipal Center, providing an invaluable resource for residents and visitors alike.



Children learning to dance in the Parks and Recreation class.

CULTURE AND DIVERSITY GOAL 19: IN PROGRESS

19A + 19O: Performance Art

From the Comtra Theatre, to Keystone Music Theater, to "Broadway in the Park" performances at the Rotary Amphitheater in Community Park, Cranberry Township is home to a lively performance art scene. Opportunities abound to take in plays and musicals, including productions of Romeo and Juliet and Steel Magnolias to Shrek the Musical and The Jungle Book. The performance art venues within the community truly provide a diverse range of offerings to theater fans of all ages.



Volunteers dedicate the first Little Free Library in Community Park.

19B + 19D: Partnerships

Collaboration with local organizations is a key strategy in achieving the community's cultural goals. Whenever possible, the Township partners with organizations in the area to support public art. From collaboration with the Butler County Arts Council, to assisting with the creation of the Cranberry Arts Network, to highlighting art and music courses and events at Butler County Community College, Cranberry continues to seek partners to enhance and expand citizens' access to the arts.

19M: Economic Benefits

Community assets provide a myriad of benefits to municipalities and their citizens, from improving the quality of life, to increasing property values, and promoting personal health. In order to begin the process for quantifying the economic impact of community resources, an inventory of all the cultural opportunities present in Cranberry Township was completed. This inventory provides a comprehensive snapshot of cultural venues throughout the community.

The Parks Economic Impact Study will take this strategy a step further. The study, initiated in 2016, will conduct a rigorous analysis to more fully determine and quantify the relationship between the Graham Park, Community Park, North Boundary Park, and the local economy.





CRANBERRY TOWN CENTER



CRANBERRY TOWN CENTER

Cranberry Township will have a Town Center that serves as a focal point, and establishes a community identity through the development of a compact, mixed-use, pedestrian friendly, and well-designed center of public, commercial, and residential activity. The Town Center will reflect the values of the community through architectural design, tenant mix, and focus on walkability, green space, and public spaces.



CRANBERRY'S GOAL FOR THE TOWN CENTER

1. Cranberry Township will have a thriving Town Center, where people live, work, and shop, as well as participate in civic and cultural activities.



GOAL 20: CRANBERRY TOWN CENTER

Cranberry Township will have a thriving Town Center, where people live, work, and shop, as well as participate in civic and cultural activities.

To achieve this goal, the following critical success factors must be accomplished:

- Central location for community events.
- Regional gathering place for culture, business and commerce.
- Strong community identity.
- Mix of uses.
- Pedestrian-oriented design.

	STRATEGY	PRIORITY	STATUS
20A	Identify successful town center projects in other communities to learn best practices that can be applied to make the Cranberry Town Center a successful place with a variety of residential and non-residential uses.	High	Completed
20B	Create pedestrian-friendly streetscapes and public spaces by creating streetscape dimensions and materials that will allow for a comfortable relationship between pedestrians and vehicles.	High	In Progress
20C	Preserve traditional storefront design techniques; maximize opportunities for street activity through ground-floor development by encouraging street-level retailers to exercise creativity in appealing to both vehicular and pedestrian traffic.	High	In Progress
20D	Work with community partners to assess spatial needs and provide space for those organizations.	High	Completed
20E	Enhance community cultural and historical opportunities, such as public art, performance spaces, and the adaptive reuse of local landmarks.	High	Not started
20F	Explore opportunities for the growth and expansion of the Cranberry Public Library, including the possibility of a new facility as part of the Cranberry Town Center project.	High	Completed
20G	Create a master plan to establish a vision for a central business district/town center, including identifying boundaries, multi-modal transportation projects, opportunities for increased density, and new public spaces.	High	In Progress**
20H	Identify barriers to redevelopment and the implementation of the master plan. Research best practices and analyze strategies to overcome barriers.	High	In Progress**
20I	Implement strategies to ensure that vision of the master plan is realized.	High	Not Started**

** Strategy is new recommendation as part of the Cranberry Plan Update.

CRANBERRY TOWN CENTER GOAL 20: COMPLETED

20A: Best Practice Research

Extensive research has been conducted to identify thriving town centers that can serve as models for mixed-use development on strategic, undeveloped parcels throughout Cranberry Township. The study and analysis of other municipalities' town centers is a fundamental component of the planning process, as it provides a standard methodology to identify and contrast the strengths, weaknesses, challenges, and opportunities of comparable projects. This research serves as a tool to continue incorporating sound best practice principles in Cranberry Township's code, helping to facilitate town-center style development.



The Library is a popular destination for families.

20D + 20F: Civic Spaces

During the master planning process for the property at the intersection of Route 19 and Rochester Road, discussions were held with the post office, Cranberry Public Library, and Butler County Community College (BC3). The intent of these discussions was to determine the viability of relocating civic and institutional buildings to the site. After studying the challenges and opportunities with such an effort, it was ultimately determined that these entities would remain in their existing locations.

One primary consideration for relocating the Cranberry Public Library was the organization's need for additional space to best serve patrons. Recognizing this need, the Township conducted several upgrades to the Municipal Center building in 2015, including an expansion of the library itself to provide additional amenities, such as meeting rooms and the Mazzoni reading garden.



BC3 offers many educational opportunities.

CRANBERRY TOWN CENTER GOAL 20: IN PROGRESS

20B + 20C: Urban Design

The Township's Code of Ordinances outlines specific requirements for all types of development in the community. Since the early 2000s, regulations have been in place ensure that pedestrian infrastructure, in particular sidewalks and street trees, are installed in all new developments. These requirements have greatly enhanced the community and expanded the sidewalk network in the Township.



Community character is evident throughout the Township.

Since the adoption of the Cranberry Plan, additional ordinances have been developed and adopted, further enhancing the built environment and providing additional community amenities. The Streetscape Enhancement Overlay created and adopted in 2009, and its subsequent expansion to Rochester Road, Franklin Road, and Route 228 in 2010, ensures that as development occurs along key transportation corridors, elements such as cranberry-colored street lights, pedestrian pockets, benches, and street walls are installed. The Community Character Development (CCD) Zoning District's formed-based regulations also promote pedestrian-oriented streetscapes, through elements such as traditional storefront design, with ample glazing on ground-floor development, buildings that have relationships to each other, and massing that is human-scale.

20G + 20H: Redevelopment Plan

The Cranberry Plan earmarked specific areas in the Township as prime candidates for future redevelopment. In order to facilitate the redevelopment of those areas into traditional development patterns with pedestrian-oriented uses, multi-modal transportation streetscapes, and new public spaces and amenities, a Redevelopment Plan will begin in 2016. This plan will lay the groundwork for facilitating future redevelopment, including refining the vision for those areas, identifying challenges to implementing such a plan, and outlining strategies to overcoming barriers.



PUBLIC SAFETY



• CRANBERRY TOWNSHIP •

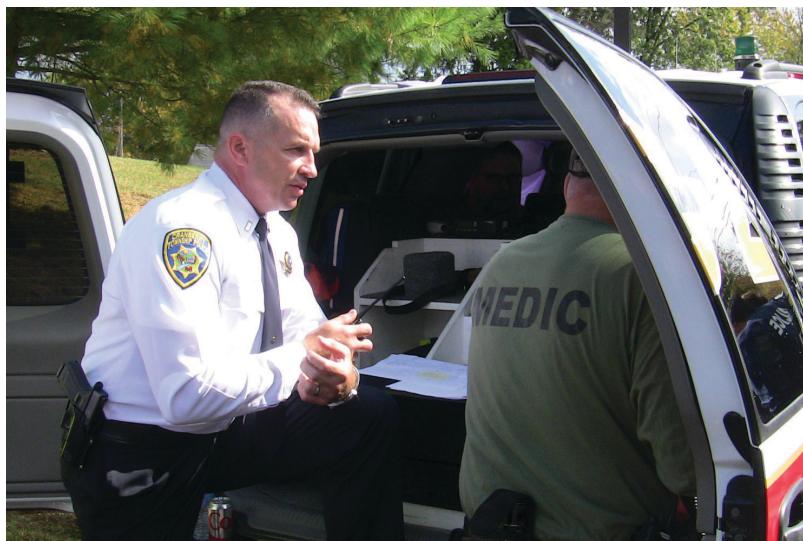
PUBLIC SAFETY





PUBLIC SAFETY

Cranberry Township is a safe, family-friendly community known for its high quality of life. Ensuring that citizens have access to excellent public safety services is a top priority for the Township. As the community grows and develops, the increased demand for public safety related services will need to be met in a collaborative, innovative, and comprehensive way.



Cranberry's public safety personnel are responsible for ensuring that Cranberry Township is a safe and secure environment. Public Safety is comprised of four different entities, including the Police Department, Emergency Management Agency, Cranberry Township Volunteer Fire Company (CTVFC), and Cranberry Township Emergency Medical Service.

In keeping with the Township's mission statement, which emphasizes the critical importance of safety, Cranberry Township will maintain a well-rounded, capable team of firefighters, emergency management personnel, police officers, and emergency medical service professionals, ensuring that an exceptional level of care is available for those who live, work, and play in the community and the region.

CRANBERRY'S GOAL FOR PUBLIC SAFETY

1. Cranberry Township will provide the highest level of police, fire, emergency, medical service and emergency management to the community and region, constantly evaluating performance levels and searching for new and innovative ways to provide better service.



GOAL 21: PUBLIC SAFETY

Cranberry Township will provide the highest level of police, fire, emergency, medical service and emergency management to the community and region, constantly evaluating performance levels and searching for new and innovative ways to provide better service.

To achieve this goal, the following critical success factors must be accomplished:

- Continue a climate of trust between public safety entities and citizens.
- Strong working relationships among public safety entities.
- A coordinated approach through teamwork and partnerships .
- Cooperation among public safety entities and local, county, state, and federal partners.
- The ability to prepare for, protect against, respond to, recover from and mitigate both manmade and natural hazards that effect the community.

STRATEGY	PRIORITY	STATUS
Fire Company		
21A Develop a comprehensive strategic plan to sustain a professional volunteer fire service.	High	Completed
21B Adopt the Cranberry Township Volunteer Fire Company Strategic Plan and track the progress of implementation.	High	Ongoing
21C Update the Cranberry Township Volunteer Fire Company Strategic Plan every 5 years. Implement the Volunteer Fire Company Capital Expenditure Plan, tracking progress and expenditures.	High	Ongoing
21D Renew and update the agreement every 5 years between the Volunteer Fire Company and Cranberry Township.	High	In Progress
Emergency Medical Service		
21E Renew and update the agreement between Emergency Medical Service and Cranberry Township every 5 years.	High	Ongoing
21F Measure the progress made toward implementing the Emergency Medical Service Strategic Plan every year with the Public Safety Director and the Emergency Medical Service Director.	High	Ongoing
Police Department		
21G Promote and strengthen the key components of Community Oriented Policing, namely community partnerships, organizational transformation, and problem solving activities, as outlined by the Office of Community Oriented Policing Services, established in 1994 as part of the U.S. Department of Justice.	High	Ongoing
21H Enhance proactive policies and practices that mitigate crime and adverse effects of public safety threats.	High	Ongoing*

STRATEGY	PRIORITY	STATUS
Emergency Management Agency		
21I Participate in the planning and development process of the Emergency Operations Plan.	High	Ongoing*
21J Update and adopt the Emergency Operations Plan every 2 years.	High	Ongoing*
21K Adopt the county's updated version of the Hazard Mitigation Plan every 5 years.	High	Ongoing*
21L Improve the level of citizen disaster preparedness through outreach and education, so citizens may ready and educate themselves about their own role in emergency management efforts.	High	In Progress
All		
21M Promote and strengthen interagency collaboration between local and regional response agencies.	Medium	In Progress
21N Educate citizens and promote public awareness on public safety measures and practices.	High	In Progress
21O Coordinate, collaborate, and communicate with Butler County 911 to promote the use of the latest technology. To the greatest extent possible, use the new technological advancements within the Public Safety Department.	High	In Progress
21P Identify and maintain awareness of major threats to local and regional public safety, including technology-based threats and large scale disasters.	High	Ongoing
21Q Continue identifying and resolving public safety concerns between the Volunteer Fire Company, Police Department, and the Planning and Development Services Department (i.e. code challenges, tenant/occupancy information, new business openings).	High	Ongoing*

**These strategies have been incorporated into regular (daily, weekly, monthly, etc.) Township operations.*

PUBLIC SAFETY GOAL 21: COMPLETED

21A: Volunteer Fire Company Strategic Plan Development

Maintaining and improving the Cranberry Township Volunteer Fire Company (CTVFC) is a major objective of Cranberry's Public Safety department. In early 2015 the Township and Fire Company leaders meet to discuss the future of the CTVFC. These meetings resulted in the Township Board of Supervisors forming a Citizen Ad-Hoc committee, comprised of township residents and fire fighters, tasked with assisting in the development of a long range, strategic plan.

During this process, the Township contracted with VFIS Education, Training, and Consulting to conduct a fire service delivery study. The consultant provided findings and recommendations to the committee and the CTVFC, to aid in the plan's development. In the spring of 2016 the Ad-Hoc committee released their findings, the strategic plan was presented to the Board of Supervisors, and the plan was unanimously adopted.



Two Volunteer Fire Stations service Cranberry Township.

PUBLIC SAFETY GOAL 21: IN PROGRESS

21D: Volunteer Fire Company Agreement

The Fire Company is a nonprofit organization that is contracted to provide service to Cranberry Township. The Cranberry Township Volunteer Fire Company is funded through a dedicated fire tax. In order to ensure that residents have access to exceptional public safety services, Cranberry Township will regularly renew its contract with the Volunteer Fire Company every five years.

21L: Disaster Preparedness

Preparing for natural disasters is the responsibility of the government, businesses, and residents alike. As experts in planning for and managing the effects of natural disasters and other emergency situations, the Township's Emergency Management Agency will continue to stress the importance of disaster preparedness with citizens through outreach, educational sessions, and the exchange of information through Cranberry Connect, social media, and the Cranberry Township website.



Fire Co. assisted with downed power lines and poles.

21M: Interagency Collaboration

Communication and cooperation among all public safety organizations, whether they are local entities or regional entities, lays the groundwork for future partnerships and the sharing of resources, personnel, and information. Partnerships such as these can prove invaluable when disasters or hazards are posed to a community.

In 2014, a storm with unusually high winds passed through the region. In Cranberry, these winds downed nine poles and live power lines along Route 228. In order to repair the damage, Route 228 and the adjacent on ramps to I-79 were shut down for a period of two days. Crews worked tirelessly day and night to replace the damaged poles and rehang the cables, including the first responders who implemented Traffic Incident Management (TIM) procedures. TIM procedures improve the safety of first responders, facilitate the quick and safe clearance of affected roadways, and foster reliable communications, including real-time updates for travelers. By partnering with the Southwestern Planning Commission (SPC), the Township's Police Department, Public Works Department, PennDOT, Consolidated Communications, Penn Power, and Butler



Multi-agency site command center at Rt. 228 shut-down.

County Emergency Management were all able to conduct their necessary work in a timely, efficient, and most importantly, safe manner.

21N: Education and Outreach

Engaging residents through a varied and diverse public outreach program can be an effective means for disseminating information on pertinent topics. Cranberry Township's public safety entities frequently conduct events and programs to reach out to citizens. Each summer, the Police Department hosts a Bike Rodeo – a fun-filled day in which children learn how to bike safely while completing exciting activities including trivia games and an obstacle course. The EMS conducts a Safe Landings Program, which educates new and expectant parents about hazards posed to newborns by everyday items in their homes and cars. The different public safety entities will continue to implement outreach programs to ensure that precautions are being made to protect the health and welfare of Cranberry Township's citizens.



Annual Bike Rodeo focuses on safety.

21O: Technology

Technology plays an important role in public safety communications and operations. From placing a 911 call, to logging and dispatching information, to the software and equipment used in ambulances, police cars, and fire trucks, technology assists with the conveyance of information to help saves lives. The Public Safety Department will continue to implement new technology, whenever feasible, to decrease response times and improve operational efficiencies.



Ceremonial 'pushing in' of new fire truck.

PUBLIC SAFETY GOAL 21: ONGOING

21B + 21C: Volunteer Fire Company Strategic Plan Implementation

In 2016, the Board of Supervisors adopted the Volunteer Fire Company's long range strategic plan. In the course of developing the plan, two recommendations were identified – that the progress of implementation would be consistently tracked, and that the plan would be updated every five years. The creation of a long-range capital spending plan, another recommendation of the strategic plan, will provide a framework for outlining the fire company's critical infrastructure needs and the capital required to sustain daily operations.



EMS welcomes visitors .

21E: Emergency Medical Service Agreement

The Emergency Medical Service is a nonprofit organization that is contracted to provide service to Cranberry Township. Cranberry Emergency Medical Service is funded through insurance reimbursement and subscriptions. In order to ensure that residents have access to exceptional public safety services, Cranberry Township will regularly renew its contract with the Emergency Medical Service and review performance standards every five years.

21F: EMS Strategic Plan Implementation

The successful implementation of the Emergency Medical Service Strategic Plan requires regular tracking of progress, and communication of the status of implementation between Public Safety personnel. In order to ensure that the goals and objectives outlined in the plan are being met, a joint session is conducted on an annual basis. This session provides a consistent opportunity for the Public Safety Director and Emergency Medical Service Director to review progress and ensure that efforts to realize the plan remain on track.

21G + 21H: Community Policing and Crime Prevention

The Police Department is proactive in mitigating crime through innovative practices and policies. Minimizing crime through public outreach, developing community partnerships, and creative problem solving will continue to ensure that Cranberry Township remains a safe and secure community.

21I + 21J: Emergency Operations Plan

The Pennsylvania Emergency Management Agency develops the Commonwealth of Pennsylvania Emergency Operations Plan every two years. The plan is developed to aid emergency management personnel during natural or man-made disasters. The primary objective of the plan is to focus on response and recovery strategies for public safety personnel to better manage crises. The Township will continue to participate in the state's Emergency Operations Plan whenever possible, and adopt the resulting plan after each cycle has been completed. The next plan will be adopted by the end of 2016.

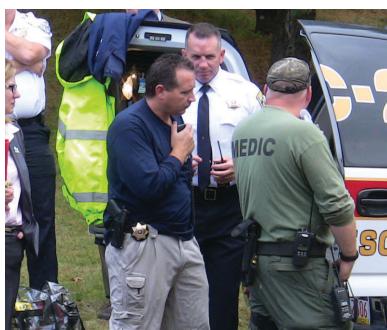


Traditions and ceremony are also important.

21K + 21P: Hazard Mitigation Plan

FEMA and the Pennsylvania Emergency Management Agency require counties to develop hazard mitigation plans so that communities within each county may be eligible for assistance after disasters. Butler County's Hazard Mitigation Plan ensures that the county and its municipalities are in compliance with state and federal regulations.

Updated every five years, the plan serves as a guideline for improving response and recovery times, while identifying ways to plan for disasters before they occur. During the planning process, the risk level for natural, man-made, and technological disasters is reassessed by the county. After that plan is adopted at the county level, Cranberry Township reviews the findings, and a recommendation is made to the Board of Supervisors to approve the document. The most recent version of Butler County's Hazard Mitigation Plan was adopted via resolution by the Board of Supervisors in 2016.



Multi-service response to incidents.

21Q: Interdepartmental Cooperation

As a part of the development process, Public Safety personnel from the Police Department and the Volunteer Fire Company regularly meet with staff from the Planning and Development Services Department to review new developments. These sessions provide the opportunity to collectively identify public safety concerns and resolve potential issues prior to a project ever breaking ground.



SUSTAINABILITY

GREENWAYS, OPEN SPACE, AND AGRICULTURAL LANDS



Comparing the current open space network with the remaining developable lands in Cranberry Township serves as a basis to identify opportunities for further open space conservation.





SUSTAINABILITY

In 2015, Cranberry Township was designated a Certified Platinum Sustainable Community from the Pennsylvania Municipal League and Sustainable Pittsburgh. The Sustainable Community Essentials Certification program recognizes municipalities of all sizes across the Commonwealth of Pennsylvania for their sustainability practices, policies, and efforts. Cranberry Township was one of the first communities in the state to be awarded the platinum level certification. In fact, only two other municipalities in the state have received such a prestigious recognition.



In order to become certified, the Township had to complete an assessment process, tracking all practices and policies in place that make Cranberry Township a sustainable community. In total, 131 initiatives were identified during the application process, targeting sustainability across all Township operations and community planning efforts, from energy efficiency, health and wellness, community design and land use, and intergovernmental cooperation, to recycling and waste reduction, fiscal controls, and internal management and operations.

The Cranberry Plan was a key factor in achieving this distinction. During the planning process, the primary goal that emerged from the Cranberry Plan was ensuring the long-term health and sustainability of the community. The Five Principles to Guide Cranberry Townships' Sustainable Development, which emerged as a result of the development of the Cranberry Plan, provided, and continue to provide a framework for achieving this goal.

Five Principles Guiding Cranberry's Sustainable Development

Be distinctive. Cranberry Township's character is fundamental to its long-term success. That character grows out of a combination of its own unique qualities and the distinctive ways it manages the process of building a sense of community, which is an issue common to all communities. Identifying the distinct qualities of the Township's character and diverse citizenry, and leveraging them in the formulation of policies, programs, projects, and promotions will be a bedrock principle for Cranberry's management.

Be prosperous. A successful community is one in which every resident has the motivation, as well as the opportunity to advance his or her own life and career. Success also occurs when the community benefits that accrue from prosperity are available to all. As a matter of policy, that means working to remove obstacles so that anyone in the community can fully participate in the Township's rising good fortune.

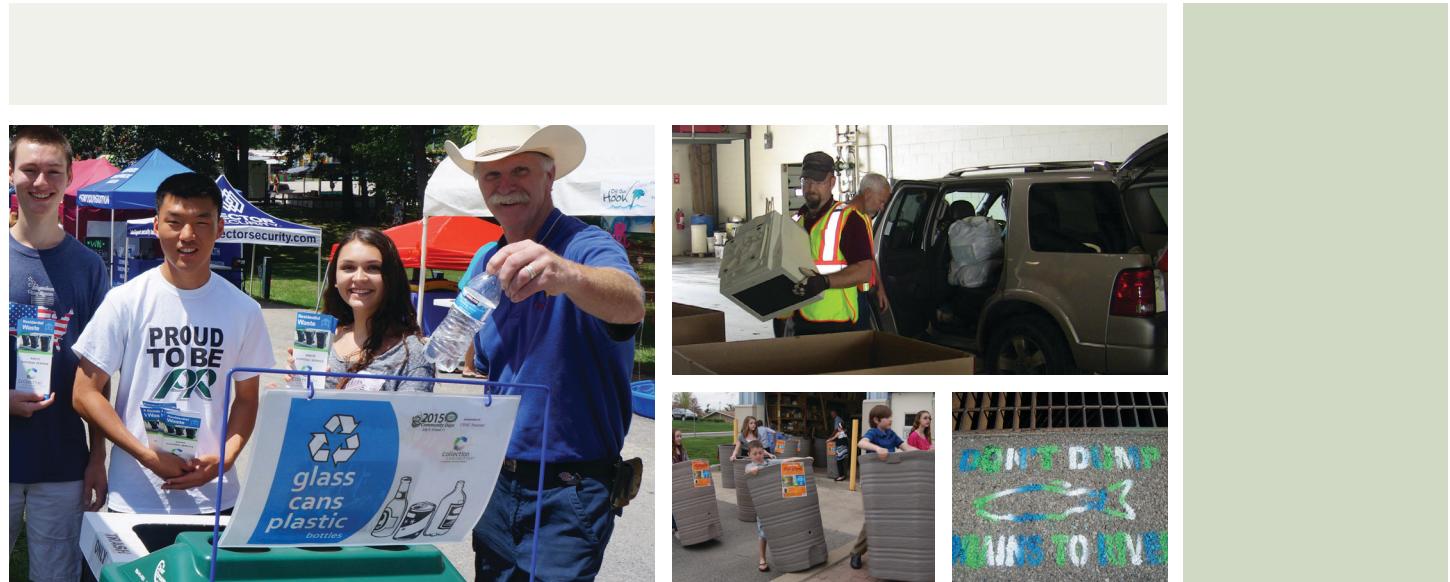
Be healthy. An economy that builds upon and contributes to a healthy environment is the foundation for continuing economic prosperity in Cranberry Township. That means working to attract knowledge-based industries and fostering a diversity of business enterprises that advance sustainable production

and consumption, reduce waste, use renewable resources and contribute to preservation of scenic assets, ecosystems, clean air and water.

Be engaged. Citizens who are actively engaged in their own governance and civic life lead happier, more constructive lives than those whose involvement in their community is passive. Civic engagement also drives transparent, accountable, and effective governance. Cranberry will strive to create opportunities for individual residents, as well as organized groups, to participate in meaningfully in advancing shared goals and simultaneously implementing social, economic, and environmental improvements throughout the Township.

Be committed. Cranberry is determined to have a long-term vision and to be agile in tracking and responding to emerging trends and signals, in order to make smart decisions for today and tomorrow. Accordingly, Township officials and administrators will provide steady leadership, educate residents on implementing these Principles to guide Cranberry's sustainable development, encourage innovation, develop and report on progress measures, and demonstrate sound business practices to address key issues facing the Township.

Sustainable Development meets the needs of the present without compromising the ability of future generations to meet their own needs. In order to achieve this objective and these principles, the Sustainability Chapter of the comprehensive plan outlined specific strategies addressing a host of topics including water conservation, waste reduction, energy conservation, improving air quality, and developing land in a “smart” and efficient way. The Township has made significant strides in implementing these strategies, as evidenced by the recognition as a platinum sustainable community.



Cranberry Township is recognized as a platinum certified Sustainable Community

CRANBERRY'S GOAL FOR SUSTAINABILITY

1. The Cranberry Township principles for sustainable development will be integrated and fully implemented into all facets of municipal operations to create an atmosphere of sustainability in the Township.

Cranberry Township will continue to implement its goals for sustainability and continue to deliver high quality services to the community. Many of the sustainability strategies outlined in the Cranberry Plan have been completed, are in progress, or are ongoing practices, which have been adopted into regular operations. The constant effort to implement these principles at a quick and efficient pace undoubtedly contributed to Cranberry Township's recognition as a Platinum certified Sustainable Community. In order to continue serving as a model for sustainable community development, the Township will need to identify new strategies to implement, as it enters the next phase of sustainable initiatives.

This update recommends several new strategies to ensure that the Township continues to be proactive in its ongoing pursuit of the Five Principles to Guide Cranberry Township's Sustainable Development. These new strategies mirror the themes of the previously completed sustainability strategies. The following descriptions identify the work that has been done to achieve these strategies. The chart highlights new strategies, each with tangible action items, which serve as a checklist to achieve the objectives. By periodically raising the bar for sustainable operations and planning, Cranberry Township will continue to be a proactive community that rigorously works to promote a healthy and sustainable community.



GOAL 22: SUSTAINABILITY

The Cranberry Township principles for sustainable development will be integrated and fully implemented in all facets of municipal operations to create an atmosphere of sustainability in the Township.

To achieve this goal, the following critical success factors must be accomplished:

- A recognized leader for sustainable municipal operations.
- A clearinghouse for information on sustainable practices for residents and businesses.
- Integration of the sustainable practices in everyday decision-making: proactive policies and ordinances that make sustainability a top priority.

	STRATEGY	PRIORITY	STATUS
22A	<p>Create a culture of sustainability in Cranberry Township through environmental education programs, environmentally focused volunteer opportunities, and Township communication efforts.</p> <ul style="list-style-type: none">• Encourage and communicate benefits from buying from local businesses and eating local food.• Communicate energy conservation resources and benefits to residents and businesses in the Township.• Educate staff, hosting lunch and learns to inform staff of sustainability efforts in daily operations.• Host one Zero-Waste event (Coffee and Conversation, Public Meeting, HOA Forum, Parks and Recreation program, etc.) to serve as an educational tool for the public to learn more about ways to minimize individual carbon footprints and reduce waste.• Incorporate environmental education and sustainability practices into annual Community Days event.• Revamp the Healthy Cranberry website to be an interactive resource for residents, HOAs, businesses, and visitors focusing on enhancing air quality, waste management, and energy and water conservation resources. Update the site accordingly.	High	In Progress
22B	<p>Develop opportunities for community gardening and urban agriculture.</p> <ul style="list-style-type: none">• Build a community garden.• Examine open space requirements in Planned Residential Developments.• Work with Home Owners Associations about increasing the possibilities of community gardening.• Provide education and assistance in establishing gardens.• Identify and create an area within the Township for a community supported agriculture (CSA) drop site.• Enhance the Cranberry Township farmer's market to increase vendor visibility, encourage additional patronage, and create a lively gathering space for the community.• Establish a buy fresh, buy local program.	Medium	In Progress
22C	<p>Continue implementing Smart Growth principles in the development and redevelopment of properties in the Township.</p> <ul style="list-style-type: none">• Update the future land use map to identify additional areas to implement CCD overlays, increasing density.• Create a redevelopment plan to guide the development of a walkable, dense downtown.• Re-examine parking requirements to maximize the efficient use of land.• Expand bicycle and pedestrian access to residential developments, parks, institutional properties, and commercial developments.	High	In Progress
22D	<p>Mass Transit</p> <ul style="list-style-type: none">• Develop a plan for commuter service between Cranberry and Pittsburgh.• Develop a plan for local transit service in Cranberry within the Township.• Establish a centrally located, convenient park and ride lot.• Evaluate land use patterns to determine potential future locations for transit corridors and stations.• Engage in the discussion of regional transportation priorities.	High	In Progress

	STRATEGY	PRIORITY	STATUS
22E	<p>Reduce, reuse, and recycle waste in the Township to encourage the efficient use of resources and materials.</p> <ul style="list-style-type: none"> Host an annual recycled art contest. Develop a community composting program. Require the installation of recycling bins in public areas. Host additional recycling events for the community (i.e. electronics, furniture, hazardous waste). 	High	In Progress
22F	<p>Establish methods to conserve water throughout Cranberry Township.</p> <ul style="list-style-type: none"> Develop methods for increasing green infrastructure in the Township. Expand the use of rain barrel program. Increase the installation of low flow fixtures in Township buildings and facilities. 	Medium	In Progress
22G	<p>Increase energy efficiency measures and renewable energy usage to decrease carbon emissions.</p> <ul style="list-style-type: none"> Track energy usage to establish a baseline of energy consumption in Township operations and every municipally owned building. Evaluate yearly to determine potential cost-saving measures and if benchmarks established in Energy Reduction Plan are being met. Explore renewable energy opportunities on Township buildings and properties (i.e. solar, wind, geothermal). Install motion detectors and timers in rooms within Township facilities. Require developers to install LED lighting in street lights. Identify methods for including energy efficient materials in Township buildings. Review reduction goals established in sustainability assessment to determine if goals are being met and/or need to be adjusted. 	High	Not started
22H	<p>Develop a sustainable purchasing policy.</p> <ul style="list-style-type: none"> Analyze purchasing processes to increase efficiencies, conserve materials and resources, and ensure that costs are considered in conjunction with long-term benefits. Ensure all Township operations evaluate and use, where economically applicable feasible, environmentally friendly cleaning, maintenance, building, etc. products. Prioritize local products and businesses in purchasing decisions, where economically beneficial. 	High	In Progress
22I	<p>Air Quality and Alternative Modes of Transportation</p> <ul style="list-style-type: none"> Increase street tree canopy and tree canopy on public land by 10% by 2025. Complete a street tree inventory. Increase mileage of trail miles by 25% by 2025. Require bike rack installation at every non-residential and multi-family land development project. Develop additional programs to educate the community about safe walking and bicycling practices. Develop a tree planting program operating similarly to the rain barrel program to provide residents with an opportunity to plant trees on their private property. Establish a baseline of current air quality conditions. Identify methods for improving key target areas. 	High	Not started
22J	<p>Community Health and Well-Being</p> <ul style="list-style-type: none"> Form a partnership with regional healthcare providers and Township public safety entities to conduct a community health study to assess key health needs in the Township. Update the study every 5 years. Develop partnerships with local health agencies to provide educational opportunities for residents. Support and advocate for community-based healthcare facilities. 	High	In Progress

SUSTAINABILITY GOAL 22: COMPLETED

Culture of Sustainability

Building and supporting a culture of sustainability, throughout the community and within Township operations alike, provides the framework to holistically implement and grow sustainability initiatives and programs. The support and participation from residents, businesses, and Township staff is vital in ensuring that the efforts to create a healthy and sustainable community are successful.

In order to build an environment that integrates the principles for sustainable development across all departments, the Township conducted a study in 2009, partnering with Sustainable Pittsburgh and the PA Department of Environmental Protection. The Greenhouse Gas Inventory and subsequent Energy Reduction Action Plan provided potential strategies to improve operations.

Community Gardening

Community gardens provide opportunities for residents to gather, participating in a shared interest with family, friends, and other citizens, while cultivating plants, flowers, vegetables, and herbs. As a component of Graham Park Phase Two, a community garden is slated to be planted within the park. In a partnership between the Cranberry Public Library and the Township's sustainability task force, the Green Team, a raised bed "pizza garden" was constructed in 2016, providing children an opportunity to learn about the life cycle of food and the skills necessary to tend to a garden.

Smart Growth

As available property in the community continues to develop, guiding that development to maximize the use of the land in a "smart," efficient way is a key component to sustainable community planning. The Township currently has several mechanisms in place, to ensure that growth is strategically managed and results in new residential and commercial projects that enhance the community.

Where appropriate, land is preserved to protect natural features. A partnership with Adam Township allowed a 71-acre farm to be preserved, protected under the Butler County Agricultural Easement Program. With each new residential development, a percentage of that property's land must be preserved and designated for open space. This stipulation ensures that as the community continues to grow, that the desired balance between land development and green space preservation, is achieved. Specific zoning districts, such as the Community Character Districts (CCD), have been created and are periodically revised, to foster the development of pedestrian-friendly, mixed use development along key transportation corridors in the community.

Waste Reduction

Cranberry Township has made significant strides in reducing the amount of waste that the community generates. The waste management and reduction program is varied and robust, diverting significant amounts of material from landfills to be recycled or composted.

The Collection Connection Program is Cranberry Township's residential solid waste program. This service collects waste from every home within the community that is not under commercial contract. Cranberry hired Vogel Disposal as the contractor to service residents' waste needs. The services provided includes the collection of



Cranberry creates a healthy & sustainable community.



Community gardens provide shared interests.



Cranberry boasts a significant recycling and waste program.

recyclable materials, yard waste, and everyday household trash.

The Collection Connection Program is a “pay as you throw” program. For material that must be disposed of and sent to a landfill, the Township offers three different sized trash cans, with variable disposal rates charged, depending on the container size. In order to encourage recycling and minimize the amount of material sent to landfills, the Township also offers single-stream recycling and yard waste collection free of charge. Free e-waste events are held periodically, providing a safe, convenient, and inexpensive way to dispose of electronic materials. A solar-powered cardboard compactor stationed in the Municipal Center parking lot is available to all, free of charge, to recycle paper goods. The Township offers educational seminars to teach residents about composting. Over two thousand free composting bins have been given to residents, further encouraging waste reduction in households.

Cranberry regularly looks for cost-effective ways to minimize waste and material usage. Recycling bins are located at all employee work stations. An employee composting program operates daily, composting food scraps and other biodegradable materials. Recycling bins are located at all major gathering points within Township facilities for visitors and staff use. Public Works employs road maintenance best practices to reduce material consumption. Pre-wetting roads with a liquid brine reduces the amount of salt needed for the winter maintenance of roadways up to 30%. Snow plows are also fitted with GPS tracking systems. This enables the fleet to streamline operations, employ efficient routing, and conserve time, materials, and gas. A preventative maintenance program for all Township vehicles and equipment lengthens their lifespan, reduces waste, and is fiscally practical.

Energy

Energy conservation practices conserve financial resources while reducing the carbon emissions associated with municipal operations. In order to conserve energy, the Township has undertaken a variety of measures. The Brush Creek Wastewater Pollution Control Facility has capacitors and variable frequency drives to decrease energy loss. All street intersections now use low-energy LED bulbs, after an effort was undertaken to systematically replace conventional bulbs with their more energy efficient counterparts.

Within municipal buildings, incandescent bulbs and metal halide fixtures are undergoing retrofits or being replaced to operate with fluorescent bulbs. Motion sensors are also used to conserve energy by controlling and managing lighting use. Programmable thermostats have been installed to provide greater control over the heating and cooling of Township facilities. Electric coffee makers are outfitted with timers to ensure that the heating component is turned off when not in use.

Energy tracking is an important component to understanding the Township’s overall footprint and identifying sound practices to conserve resources while reducing emissions. An energy analysis of the Municipal Center is currently underway to do just that. The Township will continue to evaluate operations and look for opportunities to be energy efficient. In order to share information regarding energy tracking, the Township has partnered with the Seneca Valley School district to promote GreenQuest, a tracking tool that is available for free online.



Solar-powered cardboard compactor at the Municipal Center.



Brush Creek Treatment Plant strives to decrease energy loss.



The Municipal Center leads by example with energy efficiency.

Air Quality and Alternative Transportation

The transportation network, types of modes available for commuting, and the quality of a community's air, are all tied together. Implementing practices to reduce congestion, provide for pedestrians and bicyclists to move safely throughout the Township, and replace outdated equipment with "cleaner" models, all have an impact on promoting good air quality in Cranberry Township and the greater region.

In order to improve traffic flow, three roundabouts have been constructed, with two more in the works. Roundabouts continually move traffic through them, while reducing accidents. In addition to being a safer and more efficient traffic management tool, roundabouts are less expensive to operate and maintain, making it a fiscally responsible transportation practice. The coordinated traffic signal system, in particular along Route 19 and Route 228, improves traffic management capabilities, helping to move cars through the community efficiently. This system has resulted in an 8% reduction in emissions and a 21% reduction in vehicle stops.

While there currently is no mass transit within Cranberry, the Township continues to advocate for expanded service to the community. Cranberry has also partnered with CommuteInfo, in order to share information about regional park 'n rides and transportation options within the region. The ongoing effort to construct sidewalks, trails, and bikeways aims to provide people with choices on how to get to a destination. Providing safe routes to parks, commercial corridors, and schools enables citizens to get out of their cars and use their feet as a transportation mode. This effort improves individual health, promotes better air quality, and reduces emissions. Cranberry Township's efforts to become bicycle friendly resulted in an award from BikePGH, recognizing the Township as a "Bike Friendly Employer."

Several initiatives have been undertaken to reduce emissions that may result from daily operations. The solid waste collection from residences in the community was consolidated from four contractors down to one. This improvement reduced noise, emissions, and truck traffic, resulting in a savings of 3,000 gallons of fuel per year. When looking to replace automobiles in the Township vehicle fleet, five hybrids were purchased, which get 15 to 20 miles per gallon more than their counterparts. Lastly, the Cranberry Highland Golfs Course became the first municipal golf course in Western Pennsylvania to incorporate sustainability into mowing practices. The Highlands "mows green," having purchased two hybrid riding mowers and several hybrid walking mowers.

SUSTAINABILITY GOAL 22: ONGOING

Culture of Sustainability

The Healthy Cranberry Campaign is a concerted effort to promote sustainability within the community, through education and recognition programs. The Healthy Cranberry webpages on the Cranberry Township website provide a diverse array of information for residents, businesses, and students alike. This information highlights low-hanging fruit practices that anyone can implement to help conserve water, reduce waste, and minimize waste produced in homes, businesses, and schools throughout the Township. The Healthy Cranberry Business program recognizes businesses within the community that pledge to incorporate



Roads are shared with cyclists in Cranberry.



Fiscally responsible transportation practices.



The Cranberry Business Hub honors sustainable business practices.

sustainability principles into their daily operations. This voluntary program helps customers readily identify those organizations within the Township that are working daily to create healthy and sustainable companies for the benefit of their employees and the greater community.

Since the Cranberry Plan was adopted, the Township has formed a “Green Team,” and interdepartmental task force composed of staff representing different departments, including Planning and Development Services, Engineering and Environmental Services, Information Technology, Communications, Parks and Recreation, and Public Works. This group promotes the “three e’s” of sustainability, environment, economy, and equality, within Township operations. The group also works to develop educational programs such as lunch and learns, and create projects that enhance the community while highlighting sustainable practices.

The Township’s Wellness program works to promote the values of sustainable planning and operations, by providing education sessions and activities that bring awareness to personal health and help create a healthier workforce.



Green Team recycling seminar for township employees.

Water Conservation

Fresh, potable water is a resource on which all people and industries rely on a daily basis. The careful use, protection, and conservation of the local water supply is fundamental to sustaining a healthy community. The Township has implemented several water conservation-related practices and programs, to improve operational efficiencies while encouraging residents to do the same.

The Township regularly conducts rain barrel classes. During these seminars, residents are given rain barrels, which they, in turn, learn how to install. Rain barrels provide an inexpensive way to harvest stormwater runoff and use it to irrigate gardens. The FOG program, which stands for fats, oils, and grease, is another educational program aimed at protecting the general health and well-being of citizens and the environment. This program educates citizens about which items should and should not be poured down the drain. Fats, oils, and greases are detrimental to the equipment at the Brush Creek Wastewater Pollution Control Facility and water quality, and should not be poured down drains. This program highlights that message, in an effort to reduce water pollution.

In order to conserve water throughout the community, a leak detection test is performed twice a year. This process, conducted on the entire water system, is instrumental in identifying leaks and scheduling them to be repaired. By being proactive and regularly testing the community’s water lines, water loss and its associated costs have been reduced significantly. As a result, Cranberry Township’s water loss is well below the average for municipal water systems.

The Cranberry Highlands Golf Course has substantial irrigation needs, in order to maintain and operate the 6,500-yard golf course. Treated effluent from the Brush Creek Wastewater Pollution Control Facility is channeled to the golf course, covering all of the facility’s irrigation needs in a sustainable manner. The Township has also installed faucets fitted with low-flor aerators in municipal buildings, reducing water use by approximately 50%.

SUSTAINABILITY GOAL 22: IN PROGRESS

Water Conservation

In 2016, an effort began to replace all existing mechanical water meters with electronic “smart meters.” Approximately 7,500 new meters will be installed through 2019 for residential and business customers. This new technology will enable consumers to monitor their water usage in real time, online. A secure website will provide detailed information, down to the hour, on water consumption. This initiative is also financially practical for the Township. The improved accuracy with electronic meters and reduced costs associated with manual meter monitoring, will ensure a return on investment within five years.



CONCLUSION

As Cranberry grows, develops, and redevelops, the Township will continue to consistently implement the strategies outlined in the Cranberry Plan and the Cranberry Plan Update. The regular implementation, tracking, and reporting of progress enables the Township to communicate about the work done on a daily basis to improve the quality of life throughout the community. Furthermore, this periodic analysis enables the Township to be proactive, providing the opportunity to respond and plan for new challenges or opportunities that may arise in the interim.

Cranberry Township's municipal staff, led by a dedicated and forward-thinking Board of Supervisors, works diligently to provide high quality services that impact citizens' lives. Through the continued effort to work collaboratively with residents, businesses, and organizations within the community and throughout the region to plan for and implement practices, initiatives, and programs that enhance the quality of life, Cranberry Township will remain a progressive, fiscally responsible, healthy, and ultimately, sustainable community for years to come.

