



PPA Conference – October 2011  
*Sustainability in Cranberry Township*



# Planning for Sustainability: Comprehensive Plan

Long-Term  
Sustainability

Easy  
Livability

High  
Quality of Life

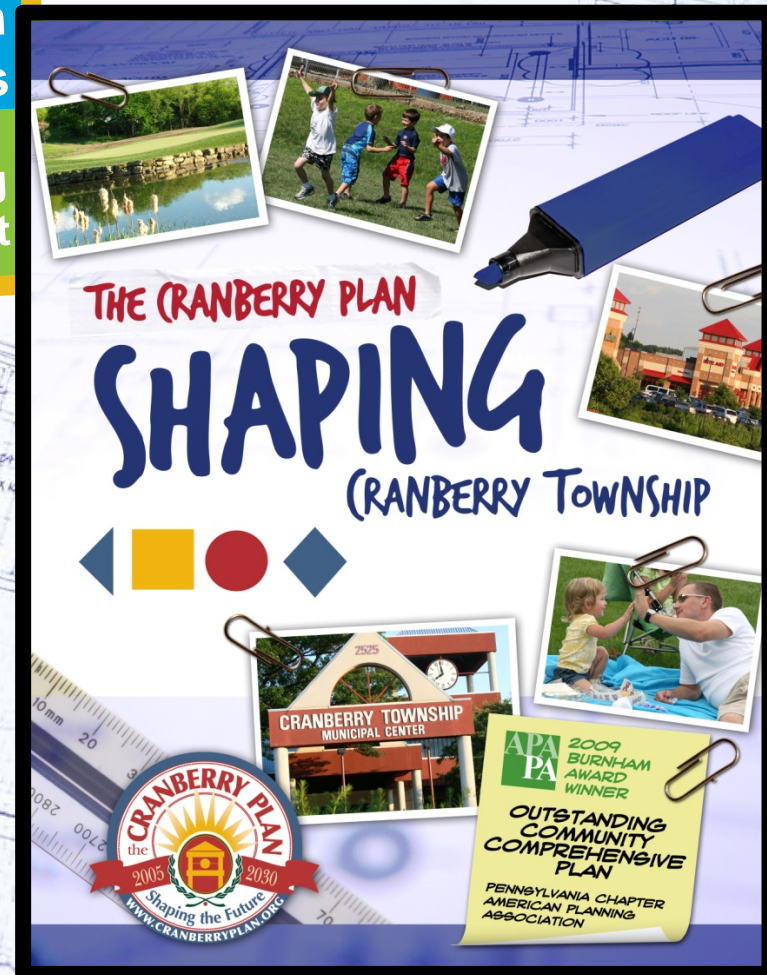
High  
Property Values

Good  
Personal Health

Strong  
Economic Development



***Good planning results in  
tangible benefits for everyone  
who lives, works, and does  
business in the Township.***



*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.*



# Planning for Sustainability: Adopted Principles

**Be DISTINCTIVE** Cranberry Township's character is fundamental to its long-term success.

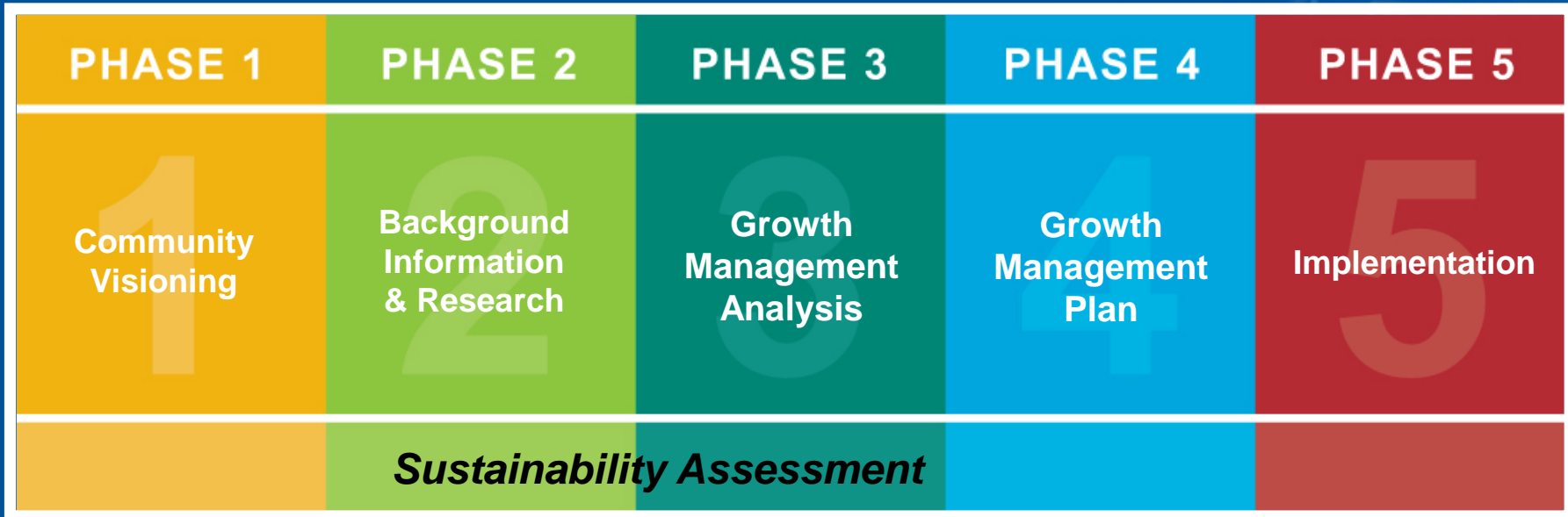
**Be PROSPEROUS** A successful community is one in which every resident has the motivation, as well as the opportunity, to advance his or her own life and career.

**Be HEALTHY** An economy that builds upon and contributes to a healthy environment is the foundation for continuing economic prosperity in Cranberry Township.

**Be ENGAGED** People 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.

**Be COMMITTED** Cranberry and its residents will maintain a long-range vision and respond to emerging trends and signals in making decisions.

# Growth Management Analysis



planned for community • planned for mobility • planned for growth • planned for diversity  
planned for governance • planned for recreation • planned for sustainability





## Conducting a Nuts-and-Bolts Assessment

### Multidimensional, Multidisciplinary Scope / Team

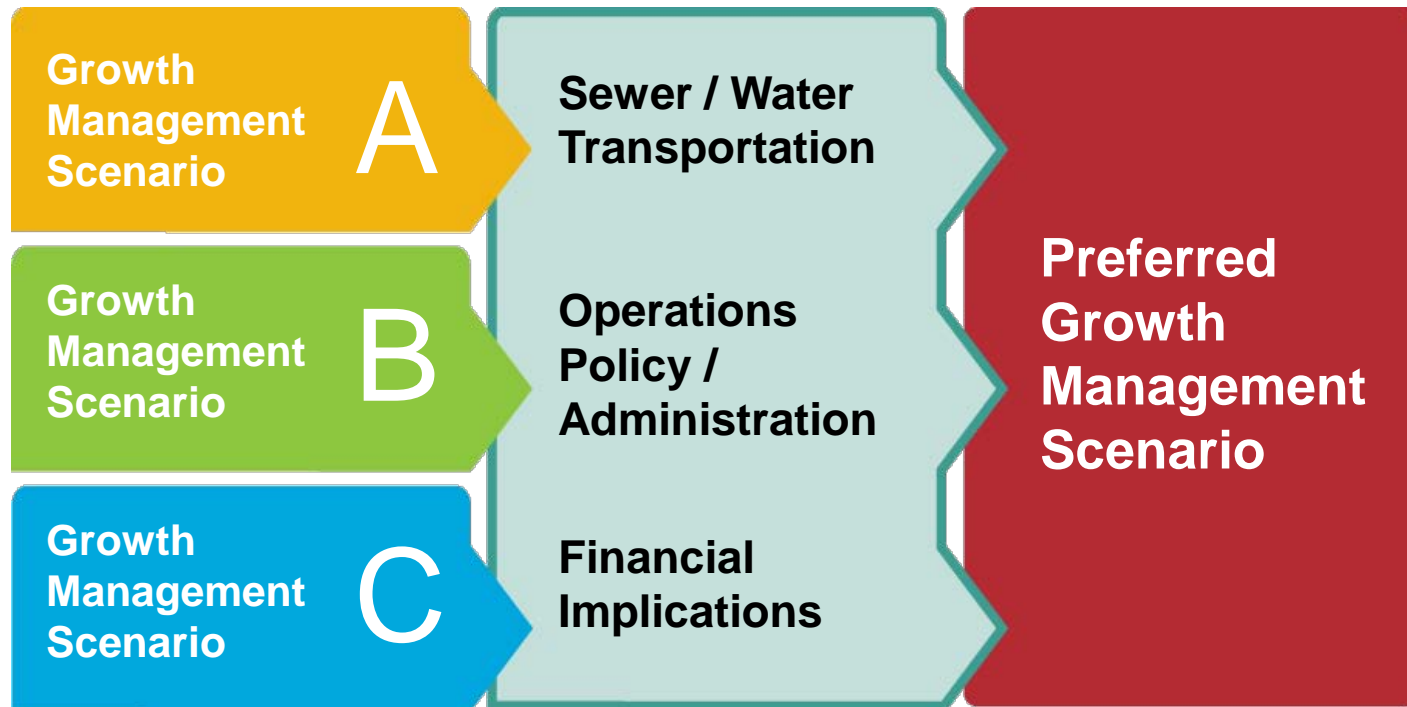
#### Physical Plant

- Energy Efficiency & Conservation
- Municipal Center Parking
- Stormwater & Sewer & Water planning/budgeting
- Waste & Recycling
- Environmentally Preferable Purchasing
- Renewable Energy
- Communications
- Systems Integration
- Carbon Dioxide Mitigation Strategies
- Certifications and Evaluation Systems (ISO 14001, LEED, and Audubon International Certifications)

#### Municipal Programs, Policy, and Planning

- Municipal Fiscal Health & Operating Budget & Preferred Scenario Fiscal Considerations
- Human Resources
- Land Use Management Program
- Affordable Housing
- Capital Improvement Program
- Sustainability Goals & Measures
- Evaluate Comp Plan Alternate Scenarios
- Public Education

# GROWTH MANAGEMENT ANALYSIS

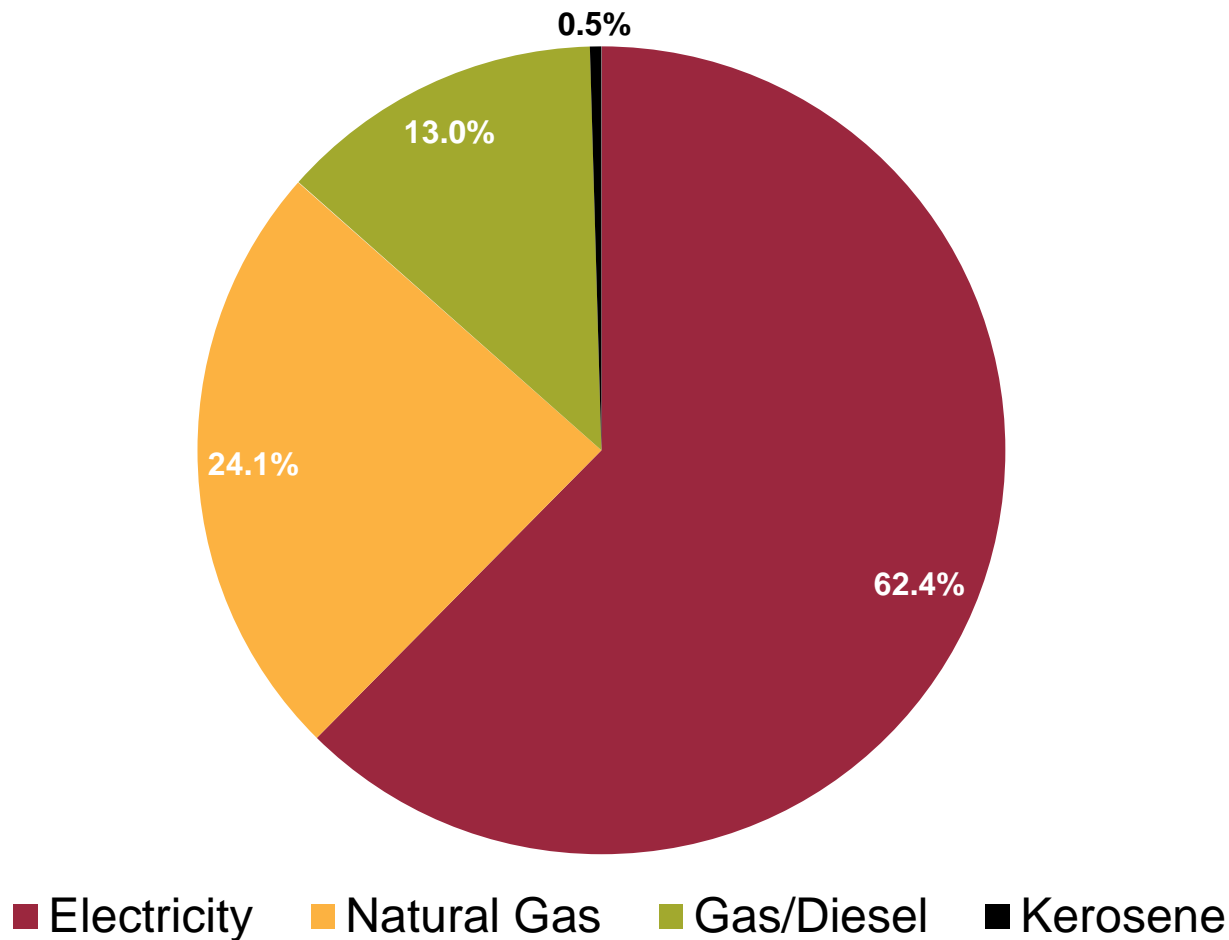


## Local Government GHG Pilot Grant Program

- **Internal – Township Emissions**
  - *Building on Sustainability Assessment*
  - *Energy billing*
  - *Township vehicle fleet*
- **ExternalCommunity – Wide Emissions**
  - *Utility companies*
  - *Local businesses*
  - *Traffic study*
  - *Waste disposal*
- **Sustainability Action Team**
  - *Members from community, businesses & educational institutions*
  - *Develop community stake in project*

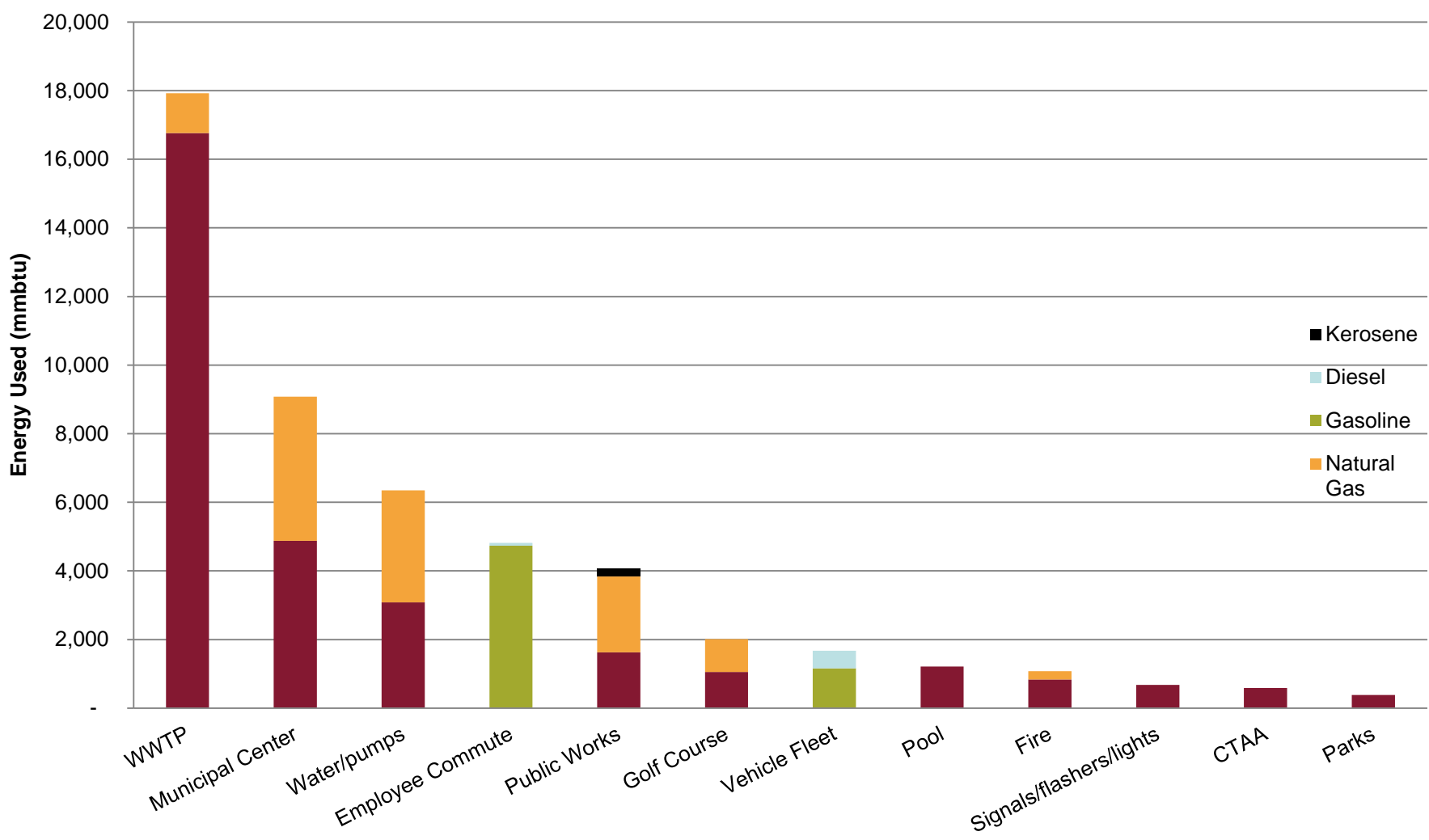


## Large Energy Uses: Municipal Operations





## Municipal Operations (2007)



## Energy Reduction Action Plan Recommendations

- **Residential**
  - *Lighting Upgrades*
  - *Home Energy Competition*
  - *Loan Watt Meters to Residents*
- **Commercial & Industrial**
  - *ENERGY STAR Challenge*
  - *Create Sustainable Business Label*
- **Transportation**
  - *Encourage Ridesharing & Telecommuting*
- **General**
  - *Encourage Thermostat Setbacks*
  - *Purchase ENERGY STAR devices*
  - *Provide Energy Improvement Resources*



## Energy Reduction Action Plan Recommendations

- **Energy**
  - *LED exit signs*
  - *Put computers to sleep nightly*
  - *Purchase clean/renewable energy*
  - *LED streetlights*
- **Other**
  - *Waterless urinals*
  - *Encourage smart township growth*
  - *Partner with schools*
- **Progress**
  - **Implemented 23 sustainability recommendations**
    - **Mostly Tier 1**
  - **Focus on Waste, Energy & Land Use**
  - **Additional 21 planned or in progress**
    - **Most are Energy reductions (cost reductions)**
  - **Tracking progress and associated savings**





# Planning is great but DOING is better!

planned for community • planned for mobility • planned for growth • planned for diversity  
planned for governance • planned for recreation • planned for sustainability



# Getting the Ball Started



# Practice what you Preach



Welcome to the Paperless Agenda and Meeting Management of Cranberry Township

Last 3 meetings		
4/25/11	Planning Advisory Commission Meeting at 5:30 PM in Council Chambers	
4/6/11	Board of Supervisors - Regular Meeting at 6:30 PM in Council Chambers	
4/4/11	Planning Advisory Commission Meeting at 7:00 PM in Council Chambers	
Next meetings		
4/28/11	Board of Supervisors - Agenda Prep Meeting at 6:30 PM in Council Chambers	

Municipality



[Municipal information and contact details.](#)

Committees



[Committee details, including current membership.](#)

Members



[A searchable list of all members.](#)

# The “pros”



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# The “Cons”



planned for community • planned for mobility • planned for growth • planned for diversity  
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# The Balancing Act



planned for community • planned for mobility • planned for growth • planned for diversity  
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## Policy, Planning and Action Produce **RESULTS**



**Roundabout** - A traffic circle, completed in 2008, reduces idle time and fuel use by 30% according to the Insurance Institute for Highway Safety

**Hybrid Vehicles** – Many of the vehicles purchase as part of the Township's vehicle replacement program are now hybrids, getting 15 – 20 miles per gallon more than conventional vehicles.



# RESULTS: Residents & Community

## Integrated Waste Management Program Components



**Solar  
Cardboard  
Compactor**



**Yard Waste  
Collection**



**Variable  
Disposal Rates**

**Single  
Stream  
Recycling**



Collection  
Connection

**Recycle.**

it's **easy.**

it's **clean.**

it's **green.**

**[cranberrytownship.org/collection](http://cranberrytownship.org/collection)**

# Results: Increased recycling volumes



**Recycle.**

15 seconds can help save the environment.

Single-stream recycling in Cranberry is quick and easy. It conserves natural resources and protects the environment.

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

paper boxes cans jars bottles

**collection connection**  
A CRANBERRY TOWNSHIP PROGRAM

Find out how.  
724-776-4806 . [www.cranberrytownship.org/collection](http://www.cranberrytownship.org/collection)

**CRANBERRY TOWNSHIP**  
**built for you.**

The advertisement features a green frog on the word 'Recycle.' and a large blue recycling bin on the right. Below the frog, five categories of recyclable materials are shown in circular frames: paper (stack of newspapers), boxes (cardboard boxes), cans (various metal cans), jars (glass jars), and bottles (plastic bottles). The 'collection connection' logo is centered below these categories. The background is a light green with a blue header and footer.

**Cranberry recycles about 43% of the residential waste stream, with each person averaging about 256 pounds of waste recycled – a 200% increase from 2004.**



## Savings Trending Upwards

Average customers serviced	8,229
Tons of waste land filled	7,412
Tons recycled (not including yard waste)	2,967
Tons of yard waste	2,692
Tons of Christmas Trees	11.8
Pounds recycled per person (at 2.81 people per household)	256
Residential recycling	23%
Waste stream recovery	43%
Customers participating in recycling	98%

- ✓ **Reduced truck traffic**
- ✓ **Saved fuel**
- ✓ **Reduced environmental impacts**

## Coordinated Traffic Signal System



**Multi-municipal effort to maximize efficient use of infrastructure**

# RESULTS: Updated Regulations

## Traditional Neighborhood Development and Form-Based Zoning



## Mixed-use development



## Incentivized Green Building



## Smart Transportation

# RESULTS: Environmentalism



## Cranberry Highlands

GOLF COURSE EST. 2002



**Irrigation** - Irrigated with effluent water treated at Township plant

**Sanctuary** – Certified by Audubon International for Environmental Planning and its participation in the wildlife sanctuary program

# RESULTS: Engaged Residents

## Use of Rain Barrels



Over 115 residents have participated.

## Backyard Composting Instructional Class



**Next Class**

**April 13**

Registration opens  
March 1

For Information/ Registration call

**Customer Service Center**

**724-776-4806**

More than 1,500 residents use the free composting bins.

# RESULTS: Cultural Awareness and Outreach



**Sister City – Haiyang, China**



**Cranberry W.I.N. – Welcoming International Neighbors** is an organization of volunteers designed to welcome international residents and help them adjust to their new lives in Cranberry.

## Policy, Planning and Action Produce RESULTS

### Energy

- Hibernate PCs  
*Save \$10,800 /year*
- LED Traffic Signals  
*Save 600,000 kWh and \$50,000*
- Lighting  
*CFLs in fixtures throughout Township facilities*
- Power capacitors  
*Reduce power draw spike at motor startup at wastewater treatment plant*

### Water

- Golf Course  
*Irrigate w/ effluent water*
- Annual Water leak detection survey  
*10% water loss; saves \$150,000 and 65 MG*
- Aerator (Assuming 25 gal. per faucet, per FTE occupant /day X 15 faucets and FTEO = 160 Twp employees)  
*Annual Water savings = 150,000 gal./ \$800/yr.*

### Waste

- Solar-powered cardboard recycling unit for public use  
*93 tons of recycled cardboard & Cardboard sales subsidizes service costs*
- Free yard waste collection  
*Reduces landfill waste by 30% (2,700 tons) despite population growth*
- Recycling bins at employee work stations and Twp. facilities for staff and visitors

## STAR Community Sustainability Index

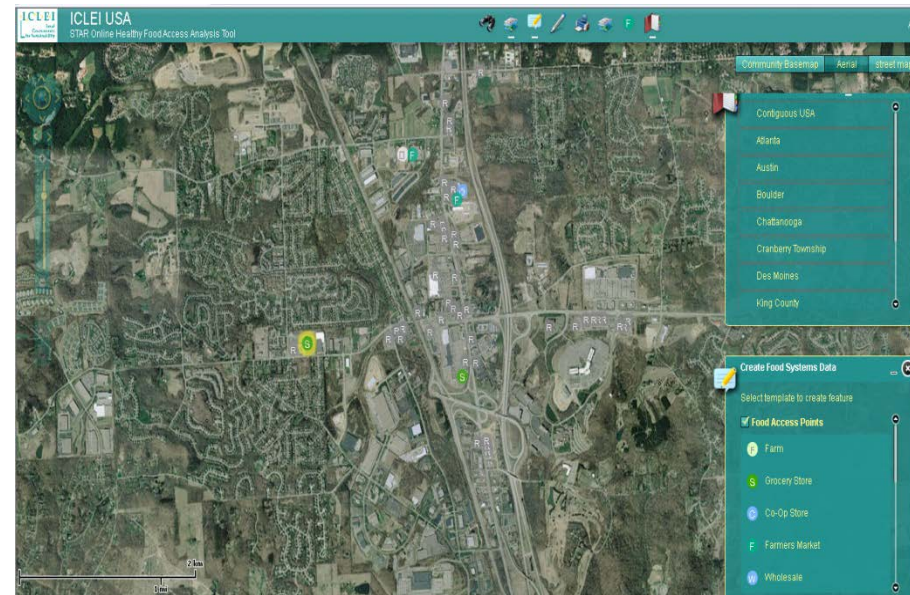


## STAR Beta Communities Program

- In December 2010, Cranberry Township was selected as a Beta community for the development of the STAR Community Index
  - Atlanta
  - Austin
  - Boulder
  - Chattanooga
  - Washington, DC
  - Des Moines
  - King County, WA
  - New York
  - St. Louis
- Program developed through a partnership between ICLEI, the U.S. Green Building Council, the National Leagues of Cities, and the Center for American Progress

## STAR Beta Communities Program

- STAR Community Index Combines:
  - A framework for sustainability encompassing the environment, economy, and social equity
  - An online performance management system
    - \* Gathers, organizes, analyzes, and presents information needed to meet community sustainability goals
    - \* Helps to track progress and notes successes of community's sustainability efforts
- Rating system driving  
–advancements in community health and prosperity



## STAR Beta Communities Program

- Cranberry Township's Involvement:
  - Only suburban municipality selected to be a Beta Community
  - Working with other Beta communities to test online platform tool
  - Providing feedback on measurement module development for rating system
    - \* Measures include goal areas such as waste minimization, comprehensive planning, transportation and mobility, food access and nutrition, greenhouse gas mitigation among others
  - Collecting data in support of those measures to achieve own ranking

## CivicPlus E-Government Case Study

- Cranberry Township selected by CivicPlus as a model community for sustainability
  - Case study to highlight the Township's sustainability initiatives
  - Spotlight on e-government program as a means of decreasing the community's carbon footprint
  - Highlighting the Township's online services
    - Paperless agendas for public meetings, online registration for parks and recreation programs, and online garbage tag purchasing
    - Online payment of utility bills coming in 2012

The screenshot shows the Cranberry Township Parks & Recreation Online Registration website. The header includes the township logo and contact information. The main content area welcomes users to the site and explains the benefits of online registration, such as reducing waiting lines. It also mentions that users must create an account and provide a PIN number. A registration form is visible at the bottom, with fields for Last Name Main Contact, E-mail Address, and Verify E-mail Address. A note states that all information is required.

## Sustainable Community Essentials ***Rapid Assessment*** for Southwestern Pennsylvania

SUSTAINABLE COMMUNITY  
  
DEVELOPMENT NETWORK  
*A Program of Sustainable Pittsburgh*

### Find out how sustainable your community is!

- This online rapid assessment questionnaire is a resource for YOU to gauge YOUR community's progress toward sustainability.
- **ASSESS. LEARN. ACT.**  
Use this site as a resource to learn more about your community and sustainability.

**get started!**



Home



Assessment



Learn



About



Contact

[www.sustainablecommunityessentials.org](http://www.sustainablecommunityessentials.org)

# Critical Success Factors

## **Become a leader**

- Gain commitment from local leaders and residents – take time to educate

## **Serve residents and businesses**

- Quantify savings and share results. Validate business/resident input.

## **Demonstrate in everyday decision-making**

- Lead by example - foster and project an internal culture of sustainability

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# RANBERRY

## TOWNSHIP

*Pennsylvania*

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[Business](#)
[Online Services](#)
[Email Page](#)
[Print Friendly](#)

You are here: [Home](#) » [Departments](#) » [Communications](#) » [What is Sustainability?](#) » [Cranberry Kids Can Help Their Community](#)

### Cranberry Kids Can Help Their Community!

Kids (and adults) of all ages will enjoy these energy-saving pages. There are many ways children can help their families conserve and save - and in turn, the entire community benefits.

[EnergyStar Kids!](#)


energy, such as turning off lights or changing the temperature on your thermostat, is the same task, like compact fluorescent bulbs over incandescent bulbs. These energy saving actions are easy and among the most inexpensive ways to reduce energy use.

**Quick Tips to Save Energy Today**

- Install a programmable thermostat to keep your house comfortably warm in the winter and comfortably cool in the summer.
- Use compact fluorescent light bulbs.
- Air dry dishes instead of using your dishwasher's drying cycle.
- Turn off your computer and monitor when not in use.
- Plug home electronics, such as TVs and DVD players, into power strips; turn the power strips off when the equipment is not in use (TVs and DVDs in standby mode still use several watts of power).
- Lower the thermostat on your hot water heater to 120°F.


Energy becomes an Energy Star. There's tons of stuff we can do to save energy and our planet. Find out what you can do. Right in your own home.

Each water a family of four uses every day in the United States, not 100 gallons, but 400 gallons! You could take up to 10 gallons of water a day, but who would want to do that? Fortunately, there are many ways to save.




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- Take short showers instead of baths.
- Wash only full loads of dishes and clothes.
- Drive sensibly. Aggressive driving (speeding, rapid acceleration and braking) wastes gasoline.



[commuteinfo.org](http://commuteinfo.org)  
a better way to work  
**1-888-819-6110**



**ENERGY SAVERS** Tips on Saving Energy & Money at Home



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