DIVERSITY & INCLUSION UPDATE

DIVERSITY & INCLUSION UPDATE

APPENDIX TO THE CRANBERRY PLAN

ACKNOWLEDGMENTS

CRANBERRY
TOWNSHIP

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EXECUTIVE SUMMARY

IN 2009, CRANBERRY TOWNSHIP ADOPTED THE CRANBERRY PLAN, THE COMMUNITY'S LONG-RANGE COMPREHENSIVE PLAN, WHICH SET FORTH MORE THAN 200 STRATEGIES FOR ACTION THAT RANGED ACROSS ALL TOWNSHIP SERVICES AND INTERESTS.

In 2016, the Plan was updated to reflect changes within the community and to highlight achievements the Township had made in the seven years since the initial Plan's adoption. Now, an additional seven years have passed, and the Township continues to accomplish, grow, and evolve.

Cranberry has always strived to be a welcoming community for all individuals. A diverse and engaged community plays a significant role in encouraging the Township's high quality of life. Embracing its diversity gives the Township a unique sense of community identity that can help further many of the Township's goals, such as strong economic development, a thriving parks and recreation system, and arts and cultural opportunities. Cranberry intends to build on its forward-thinking success from the last decade and enhance its current efforts related to diversity and inclusion to ensure the Township's long-term health and vitality.

🎯 PROJECT PURPOSE

Together with residents and community planning partners, Cranberry Township worked to identify sustainable strategies for the Township to grow as a welcoming community that fully embraces its increasingly diverse populace. The effort included close ties with active community members to obtain cohesion in community goals and objectives related to diversity and inclusion. Moreover, the planning process included determining effective strategies that a local government would foreseeably undertake to ensure successful implementation. Lastly, specific strategies were recommended to increase initiatives that will create a welcoming community for all.

🔭 OVERVIEW OF THE PLANNING PROCESS

PHASE I - LAYING THE GROUND WORK

Throughout the course of the planning process, open lines of communication and coordination efforts were maintained and encouraged between the project team, Township staff, Diversity Focus Group members, and community stakeholders. Meetings were scheduled and facilitated with staff, officials, and stakeholders, and comments and feedback received during the process were carefully cataloged. This initial phase in the planning process focused on work tasks intended to gain a greater understanding of the Township's goals and objectives related to diversity and inclusion. This knowledge continued to serve the project team throughout the planning process and was critical in the development of the updated diversity recommendations in The Cranberry Plan.

PHASE II - PLANNING SESSIONS

Engagement is the most critical component of any planning process. Cranberry Township and its consulting team facilitated a series of interactive planning sessions with staff and Diversity Focus Group members.

PHASE III - RECOMMENDATIONS

After analyzing feedback from the planning sessions and community outreach efforts, recommendations were established to help ensure the long-term health and vitality of the community, while focusing on the encouragement of a welcoming environment and the provision of applicable local government services.

🕑 PROJECT TIMELINE

2022							2023			
JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR

Groundwork (JUL–SEP 2022)

Planning Sessions (SEP 2022–JAN 2023)

Recommendations/Strategies for Action (OCT 2022–JAN 2023)

Adoption (FEB–APR 2023)

VISION, MISSION, GOALS, ACTION AND APPROACH

DEFINING DIVERSITY

Diversity is about understanding, valuing, and making the most of the individual differences found in every person. We define diversity in a broad sense and recognize that the focus of the Township's efforts on high priority initiatives will result in sustainable and achievable results. Diversity in Cranberry Township includes, but is not limited to the following aspects – Socio-economic, Racial, Religious, Ethnic, Gender Identity, Sexual Orientation, Disabilities, and Nationality.

GOALS

- Provide a welcoming environment for residents and visitors that embraces and provides safe spaces for all residents of diverse backgrounds.
- Promote diverse representation in community leadership, including employees and appointed boards, commissions, and committees.
- Incorporate diverse priorities and considerations in Township decision-making, priorities, and operations.
- Organize ongoing community events that demonstrate and are focused on diversity.
- Impart accessible educational opportunities to inform Township residents, visitors, and staff about the value of diversity and steps to work toward greater inclusion.

VISION STATEMENT

The Cranberry Township community values the importance of diversity. Our community is a welcoming environment for all, embraces diversity in all we do, and is guided by diversity priorities.

MISSION STATEMENT

We strive to intentionally foster the community's recognition of the value of diversity and take actions that are inclusive and will result in diverse leadership, cultural experiences, and educational opportunities.

APPROACH

Cranberry Township will lead the way in fostering a diverse and welcoming community. The Inclusion, Diversity, Equity, Advisory (IDEA) Team will advance the community's recognition of the value of diversity and offer support to the Township's diversity efforts. In collaboration with each other, the Township will provide resources and support to diversity-related initiatives. In programs and events in which the IDEA Team is leading the effort, the Township will provide event space and support.

📷 STRATEGIES FOR ACTION SNAPSHOT

39 TOTAL STRATEGIES

CRITICAL THEMES

Strategies have been organized by critical themes identified throughout this report. Some strategies have multiple themes.

Management of Community Events	14
Diverse Local Workforce	7
Amplifying the Importance of Culture	14
Welcoming/Accessible Local Government	21
Diverse Public Representation	1
Transportation and Connectivity	1
Local Support Services	11
Public Engagement	26
Housing	1

ENTITY RESPONSIBLE

Cranberry Township	27
IDEA Team	3
Combined	9

STRATEGY PRIORITY

High - 1-3 Years	20
Medium - 3-5 Years	12
Low - 5+ Years	7

ESTIMATED IDEA TEAM CAPACITY

High - Many Volunteers Needed	11
Medium - Some Volunteers Needed	7
Low - Few Volunteers Needed	21

ESTIMATED STAFF CAPACITY

High - Many Staff Members Needed	19
Medium - Some Staff Members Needed	12
Low - Few Staff Members Needed	8

ESTIMATED COST/RESOURCES

High	9
Medium	15
Low	15

H HIGH PRIORITY STRATEGIES FOR ACTION

H-1 ADOPT THE DIVERSITY AND INCLUSION UPDATE	**H-8** SPONSOR AN ANNUAL EDUCATIONAL EVENT	**H-15** OFFER SAFE MEETING SPACE
H-2 DESIGNATE A DIVERSITY POINT OF CONTACT	**H-9** PROVIDE DIVERSITY, EQUITY AND INCLUSION TRAINING	**H-16** RECOGNIZE CULTURAL CELEBRATIONS
H-3 CREATE THE "IDEA" TEAM	**H-10** UTILIZE "CRANBERRY TODAY" PUBLICATION	**H-17** CONTINUE PUBLIC SAFETY EVENTS
H-4 EVALUATE IDEA TEAM STRUCTURE	**H-11** POPULATE TOWNSHIP WEBSITE	**H-18** INCLUDE DIVERSITY TOPIC IN "CLIC"
H-5 HOST COMMUNITY-WIDE DIVERSITY FORUM	**H-12** ENGAGE REGULARLY WITH COMMUNITY GROUPS	**H-19** CONTINUE EDUCATIONAL OPPORTUNITIES FOR YOUTH
H-6 HOST CELEBRATION DINNER ANNUALLY	**H-13** CONTINUE STAFFING RECRUITMENT EFFORTS	**H-20** HIGHLIGHT CULTURE THROUGH RECREATION
H-7 HOST CRANFEST ANNUALLY	**H-14** DEVELOP AN ACHIEVEMENT LIST	**HIGH PRIORITY**

I. INTRODUCTION

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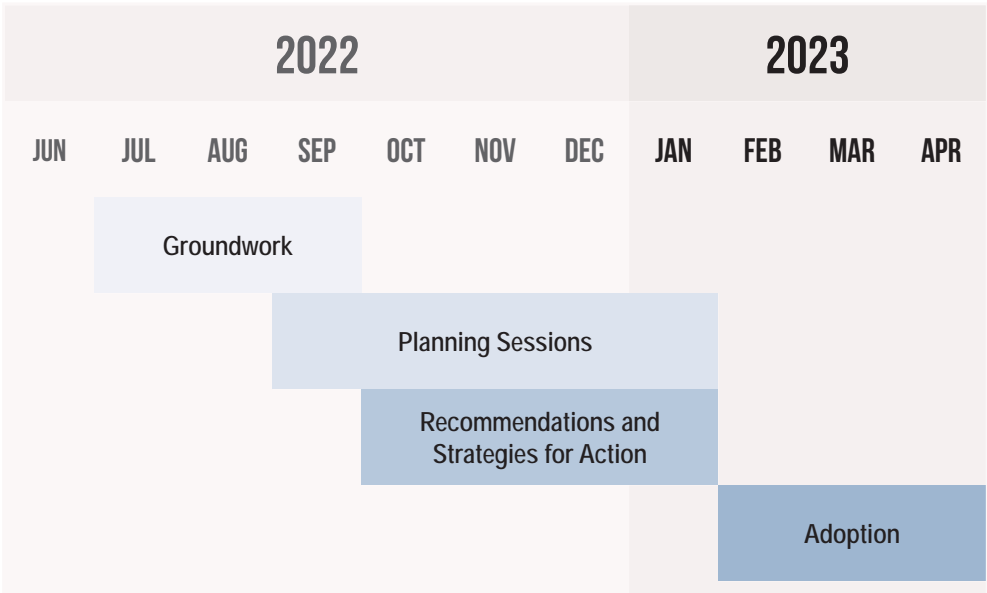
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II. BACKGROUND

"GREAT COMMUNITIES DON'T JUST HAPPEN."

Published in 2009 and then updated in 2016, the Cranberry Plan outlined the vision of the community and the goals the Township wished to achieve. The Plan included a number of priorities that the Township needed to address to achieve the goals and ambitions of the community. One such goal was a deeper focus on Diversity and Inclusion. At the time of publishing, setting clear goals for a more diverse and inclusive community was a groundbreaking effort that not many other municipalities had yet undertaken. The objectives of the Plan included steps to guide the Township to the place it is in now, with many of the goals being met in the years since the Plan's adoption. However, a lot can and has changed over the past seven years, and an update to the Plan is needed to continue the work of previous planning efforts.

The chart on the following page was taken from the 2016 Cranberry Plan Update and includes all of the goals from that planning effort.


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CultureAndDiversity

A diverse community with a vibrant arts atmosphere positively affects the overall quality of life. 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. Diversity is about understanding, valuing, and making the most of the individual differences found in every person.

Cranberry's goals for Culture and Diversity are:

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.

*The 2009 Cranberry Plan:
Culture and Diversity section header.*

2016 PLAN UPDATE

Summary of Strategies *(Pages 128-129)*

CRANBERRY PLAN UPDATE 2016

SHAPING CRANBERRY TOWNSHIP
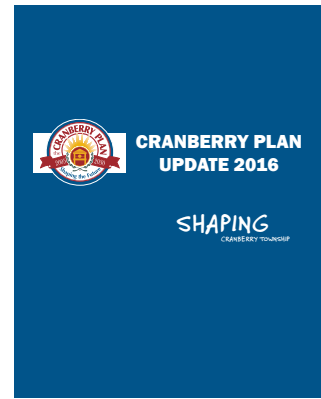
|	STRATEGY	PRIORITY	STATUS
18A	Support and accommodate events and meetings of all ethnic and social groups.	Medium	Ongoing
18B	Recognize ethnic holidays on the Township calendar.	Low	Not Started
18C	Translate internet materials into other languages.	Medium	Completed
18D	Strengthen relationship with community 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 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	Completed
18H	Consistently implement and update regulations to plan for 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
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 a new recommendation as part of the Cranberry Plan Update

DIVERSITY EFFORTS TIMELINE

With Culture and Diversity emerging from The Cranberry Plan as one of the top priorities for the community, Township officials got to work implementing the various recommendations established in the Plan as vital for the community. Over time, the Township's efforts evolved and expanded, involving greater numbers of volunteers and resources.

The following timeline captures the Township's major diversity efforts. The current status of these initiatives appears in parentheses.
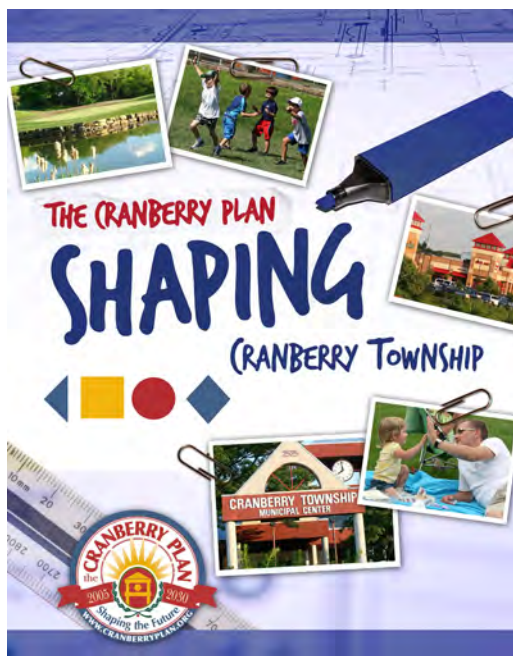
2009

Adoption of the Cranberry Township Comprehensive Plan, including a Culture and Diversity section that outlined goals and objectives the Township would like to achieve. (NA)

2010

Multi-lingual community welcome signage installed at key transportation gateways across the Township. (Ongoing)

Resource guide for staff created. (NA)

Cranberry Township Sister Cities Association founded with the support of Westinghouse Electric Corporation. The group would grow to include dozens of members and corporate sponsors, eventually sending a delegate to meet with officials in Haiyang, China, the Township's Sister City. (Inactive)

Cranberry WIN – Welcoming International Neighbors – started to help acclimate new international residents. The group met monthly, actively compiling resources and volunteering their time to respond to inquiries and needs from new residents. Cranberry WIN grew to include members from Seneca Valley School District, the Township's faith-based institutions, community members, and Township staff. (Inactive)

The Township subscribes to a phone-based translator service and uses the service to better assist non-English speakers. (Ongoing)

Resources for international residents placed onto Township website to specific and designated webpages. A translator app was installed to translate materials in real time for non-English speakers. (Ongoing)

CRANBERRY
AREA
DIVERSITY
NETWORK

2011

Cranberry Business Hub created. Partnering with local Chamber of Commerce, minority-owned businesses are identified and highlighted. The Township works cooperatively with business groups to promote and support diversity initiatives. (Inactive)

2012

Multi-national flags hung in Cranberry Township Municipal Center. (Inactive)

2014

Cultural and diversity initiatives transferred to the management of the Parks and Recreation Department.

Cranberry Area Diversity Network (CADN) was founded. Gary Winterhalter and Charles Hawkins were named Co-coordinators.

Monthly meetings were held with CADN and Township personnel to increase transparency, work together, and explore the diverse cultures and ethnicities of the people of Cranberry Township. (Ongoing)

2015

The Township established physical office space for CADN in the Cranberry Municipal Center. Along with the office space, IT equipment and communications support was provided to the group. (Ongoing)

The Township provided funding for CADN Coordinators to attend various diversity training events. (Ongoing)

Creation of CranFest - An annual event that is dedicated to celebrating and educating the residents of Cranberry Township on assorted topics such as culture, food, ethnic activities, etc. (Ongoing)

The Township increased the CADN Coordinator monthly stipend to $825. (NA)

2016

The Cranberry Plan Update was adopted with the following additions to the goals outlined in the Culture and Diversity section:

Completed Goals

- Translate internet material into other languages. (Ongoing)
- Develop an action plan 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. (Inactive)
- Work cooperatively with existing diversity business groups to promote and support diversity initiatives. (Inactive)

The Township increased the CADN Coordinator monthly stipend to $900. (NA)

CADN began a film series which continued through 2022.

2017

Mental Health Coalition established. The Coalition brought together a combination of resources and contacts associated with helping those suffering from a number of mental health conditions, along with an annual workshop for the residents of the Township. Topics of discussion included "Understanding Grief and Loss", "Understanding Self-Harm", and "Dealing with Mental Health in Emergency Services."   (Inactive)

The Township increased the CADN Coordinator monthly stipend to $950. (NA)

2018

Special Needs Coalition established. The Coalition brought together a variety of resources and contacts associated with helping those who face challenges related to special needs, along with an annual workshop for the public.

The Township increased the CADN Coordinator monthly stipend to $1,100. (NA)

Continued networking efforts with other diversity groups and resources. (Ongoing)

2019

Leadership of CADN transitioned. Charles Hawkins remained as a Coordinator and Jackie Eppler replaced Gary Winterhalter. CADN's efforts continued but with a greater emphasis on mental health. (NA)

Coordinated with Butler County Commissioners Leslie Osche and Kim Geyer to create the Personal Empowerment Coalition. The Coalition, based off of the Twin City "RISE" program, is an effort that aims to help those effected by racial and socio-economic barriers by providing proper education and opportunities to those individuals, with the goal of financial independence for all. (Inactive, starting up again soon)

CADN hosted "Come Together: Let's Understand Each Other's Beliefs," a workshop held for members of the community to better understand their neighbors' backgrounds and religious beliefs. (Single Event)

The Township increased the CADN Coordinator monthly stipend to $1,200. (NA)

2020-2021

CADN's vision was to "Create a safe space for diverse cultures to engage in meaningful and respectful conversations."

As of 2020, the original CADN website moved hosting platforms and was given its own web domain. The Township's website now directs users to the new CADN domain. (Ongoing)

CADN hosted "Come Together to Understand Each Other's Beliefs". (Single Event)

Started "Cuisine, Culture, & Conversation" Program, a four part series on preparing a variety of different ethnic foods and focusing on cultural and immigrant journeys. Four different cuisines were mostly done virtually due to the challenges of the COVID-19 pandemic. CADN was responsible for arranging the various speakers for this one month series, and the Township provided the necessary event marketing. (Single Event)

Speaker Series conducted over one month (four speakers, four events) focusing on cultural and immigrant journeys. CADN was responsible for the arrangement of the various speakers, and the Township provided the necessary event marketing. (Single Event)

Began decorating Municipal Center with monthly themed cultural events and holidays. (Inactive)

Established LGBTQ Support Group, with the Township providing a safe meeting space. (Involvement and support from PFLAG, PERSAD, SV's GSA group). (Inactive)

CADN produced the "Amplifying Black Voices" video, which highlights the daily experiences of Black residents living in and around the Cranberry Area. (Single Event)

Sonia Jaiswal, Kathy Negley and Carol Winterhalter became Coordinators through 2021. New CADN Coordinators and Township established a new Agreement.

Three Coordinators each received a $600 monthly stipend. (NA)

Collaboration with Casa San Jose and the School District to develop ways to bring the Latinx community together. (Unknown) Tutoring of ESL speakers virtually through Zoom. Members of the Latinx community were offered free opportunities to practice English. (Single Event)

CADN hosted a film series in January, February, and March in collaboration with the Library. (Inactive)

CADN provided a booth at the Farmer's Market. (Single Event)

CADN community meetings provide a safe space for diverse voices, culture, and inclusivity. (Inactive)

CADN hosted Latinx camps. (Inactive)

CADN held presentations at the Rotary Club. (Inactive)

After the resignation of one CADN coordinator, a new agreement was developed. One coordinator receive $1,000 and the other received $600 per month. Diana Hoffmaster joined Sonia Jaiswal as a Coordinator. (NA)

2022

Interfaith Alliance created with the purpose of bringing together the many different faiths represented in the Cranberry Township community. (Ongoing)

- CADN and the Township hosted a variety of events, including: (Single Events)
- CADN hosted a film series (2016- 2022)
- LGBTQ+ Coffee House (Sponsored by PFLAG)
- Listening to Black Voices (CADN partnered with Dutilh Church)
- Cuisine Culture Conversation in February. (Single Event)

In April 2022, Township officials and CADN representatives met to discuss the Township's diversity efforts. The meeting focused on listening to CADN's concerns, as well as discussing a planning initiative to update The Cranberry Plan's Diversity section. (Ongoing)

III. CRANBERRY'S RESIDENTS

EFFECTIVE COMMUNITY PLANNING BEGINS WITH AN UNDERSTANDING OF WHERE YOUR COMMUNITY IS RIGHT NOW, AS WELL AS THE PATH IT TOOK TO GET THERE. A DEMOGRAPHIC PROFILE IS AN IMPORTANT TOOL TO USE IN ESTABLISHING POPULATION, HOUSING, AND ECONOMIC TRENDS, WHICH HELP INFORM DECISION MAKING FOR THE TOWNSHIP'S FUTURE.

The following demographic snapshot analyzes Cranberry's growth over time and projects where the Township is set to go in the future. The profile also looks at five reference communities from across the Commonwealth - Hempfield Township (Westmoreland County), the Municipality of Monroeville (Allegheny County), State College Borough (Centre County), the Town of McCandless (Allegheny County), and West Chester Borough (Chester County) – that feature similar population indicators to Cranberry Township. These communities serve as a comparison tool to better understand and highlight Cranberry's unique position.
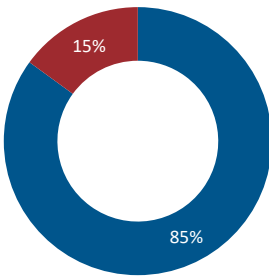
2020 DEMOGRAPHIC SNAPSHOT

33,096

TOTAL POPULATION

Cranberry Township is home to more than 30,000 unique residents coming from diverse backgrounds. Together, these residents combine to make Cranberry the thriving community that it is today.

15%

85%

WHO WE ARE

85% of Cranberry residents describe themselves as being white. Conversely, 15% identified as non-white, Black/African American, American Indian/ Alaska Native, Asian, Pacific Islanders or Hispanic origin.
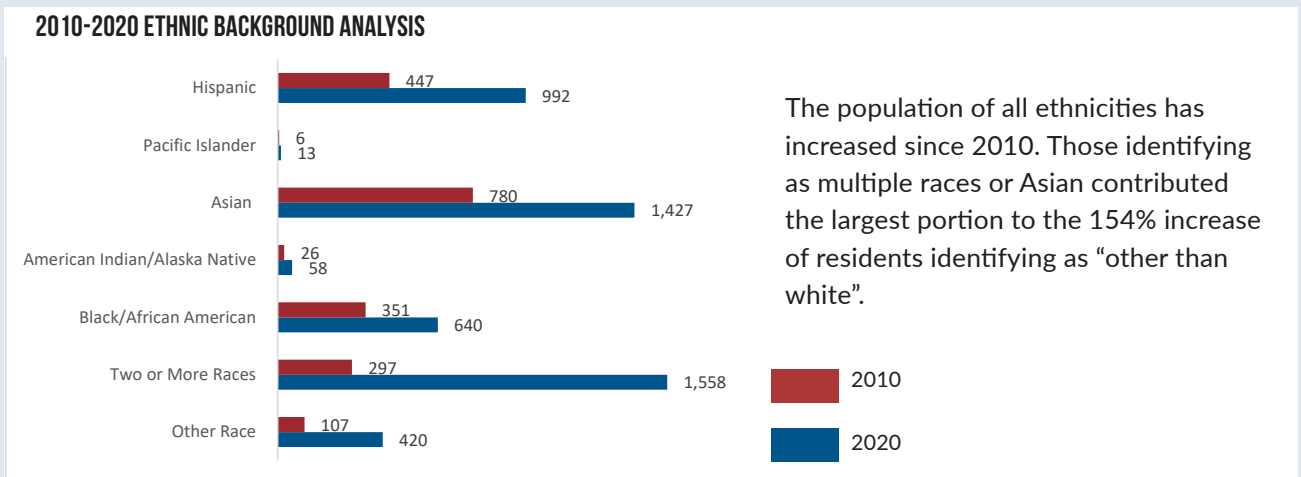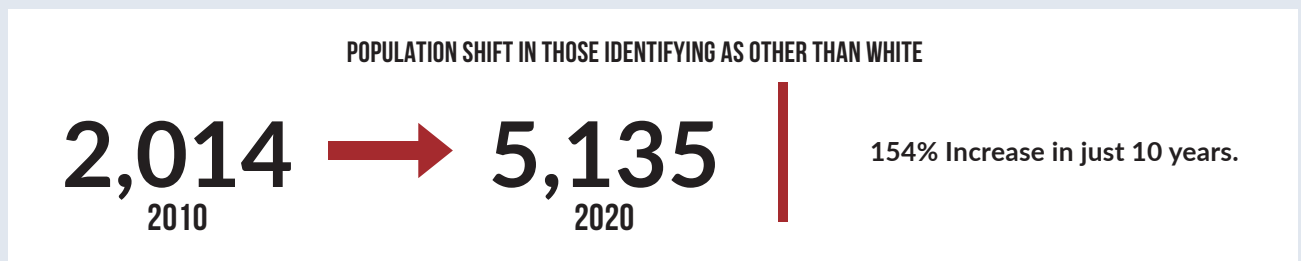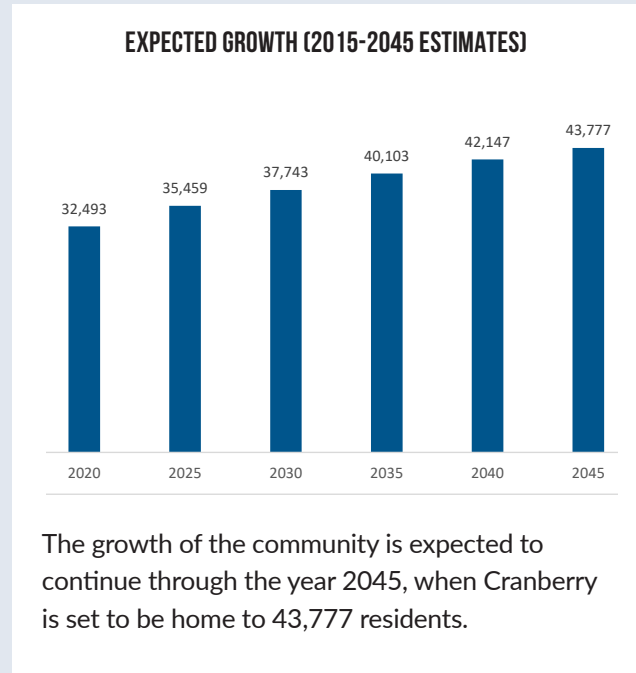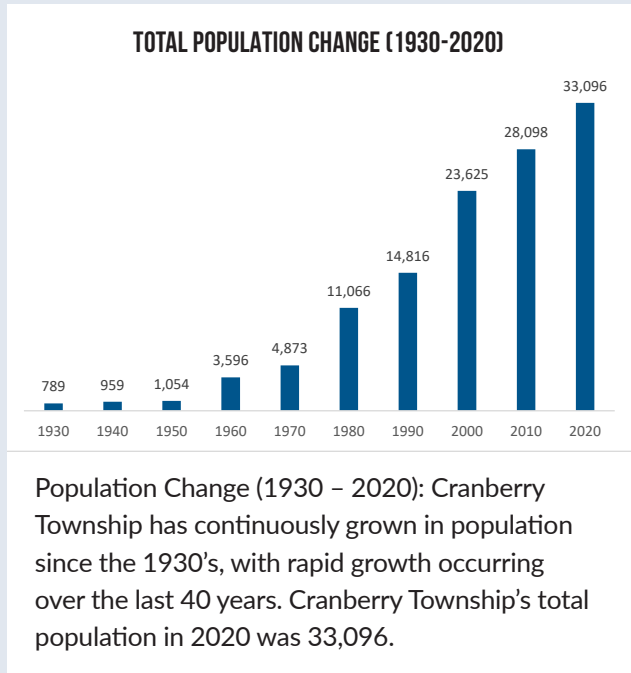
27%

2020 DIVERSITY INDEX

The US Census Bureau uses the diversity index as a measure of a community's diversity. Essentially, the diversity index is a percentage that two randomly chosen people in a population will not have the same ethnicity or racial background.

Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI

POPULATION ANALYSIS

Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI

TOTAL POPULATION CHANGE (1930-2020)

Year	Population
1930	789
1940	959
1950	1,054
1960	3,596
1970	4,873
1980	11,066
1990	14,816
2000	23,625
2010	28,098
2020	33,096

Population Change (1930 – 2020): Cranberry Township has continuously grown in population since the 1930's, with rapid growth occurring over the last 40 years. Cranberry Township's total population in 2020 was 33,096.

EXPECTED GROWTH (2015-2045 ESTIMATES)

Year	Population
2020	32,493
2025	35,459
2030	37,743
2035	40,103
2040	42,147
2045	43,777

The growth of the community is expected to continue through the year 2045, when Cranberry is set to be home to 43,777 residents.

POPULATION SHIFT IN THOSE IDENTIFYING AS OTHER THAN WHITE

2,014 2010 ➡ **5,135** 2020

154% Increase in just 10 years.

2010-2020 ETHNIC BACKGROUND ANALYSIS

Ethnicity	2010	2020
Hispanic	447	992
Pacific Islander	6	13
Asian	780	1,427
American Indian/Alaska Native	26	58
Black/African American	351	640
Two or More Races	297	1,558
Other Race	107	420

The population of all ethnicities has increased since 2010. Those identifying as multiple races or Asian contributed the largest portion to the 154% increase of residents identifying as "other than white".
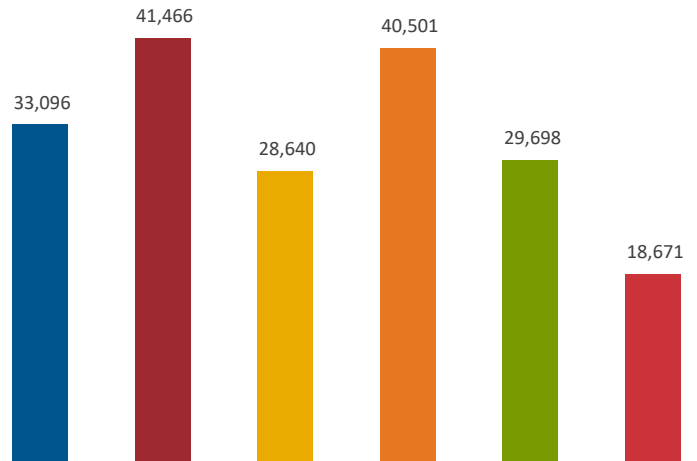
POPULATION COMPARISON ANALYSIS

Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI

Cranberry Township is positioned in third of the six comparative communities, with just over 33,000 residents. Both Hempfield Township and State College Borough have over 40,000 residents, while the Town of McCandless, Municipality of Monroeville, and West Chester Borough all have less than 30,000 residents. When comparing population change, all six communities have either grown or remained consistent. None of the communities have witnessed a dramatic decline in population over the past 20 years. However, of these communities, Cranberry Township has seen the most drastic increase in population with a compound annual growth rate from 2000 to 2020 of 1.67%. It is also noteworthy that none of the other communities have an annual growth rate of over .30%.

Legend:
- Cranberry Township
- Hempfield Township
- Municipality of Monroeville
- State College Borough
- Town of McCandless
- West Chester Borough
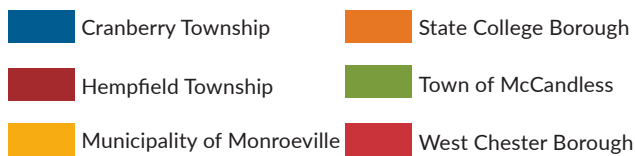
The Diversity Index is a measure of how diverse a community is. More specifically, it is the odds that two randomly chosen individuals from a specific community would not share the same ethnicity. A percentage of 100 would mean that it is guaranteed that two randomly chosen individuals would not share the same ethnicity. A percentage of zero would mean the community all shares the same ethnicity. Cranberry Township, along with all of the comparison communities and Pennsylvania, has seen an increase in diversity since 2010. The Diversity Index of 2010 and 2020 further illustrates this point.
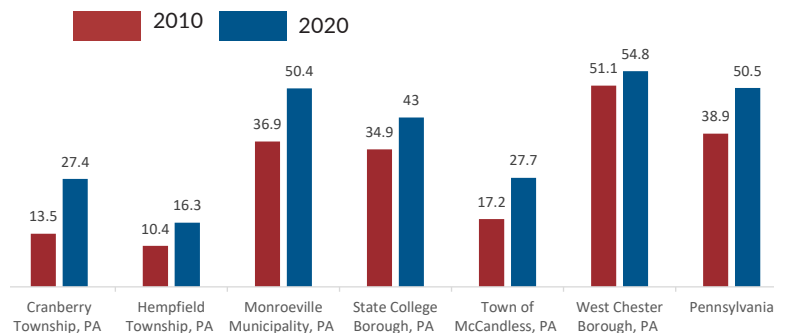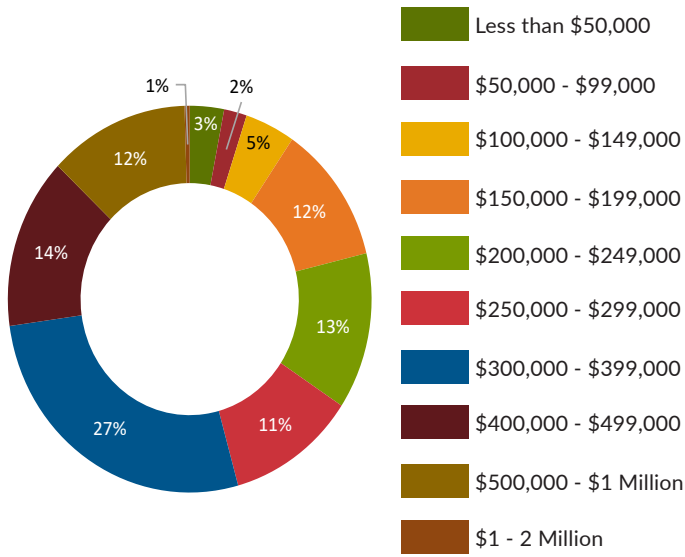
TOTAL POPULATION

Community	Population
Cranberry Township	33,096
Hempfield Township	41,466
Municipality of Monroeville	28,640
State College Borough	40,501
Town of McCandless	29,698
West Chester Borough	18,671

POPULATION CHANGE IN COMPARISON

	2000 Total Population	2010 Total Population	2020 Total Population
Cranberry Township	23,748	28,140	33,096
Hempfield Township	41,015	43,310	41,466
Municipality of Monroeville	29,437	28,371	28,640
State College Borough	38,348	42,022	40,501
Town of McCandless	29,022	28,457	29,698
West Chester Borough	17,861	18,461	18,671
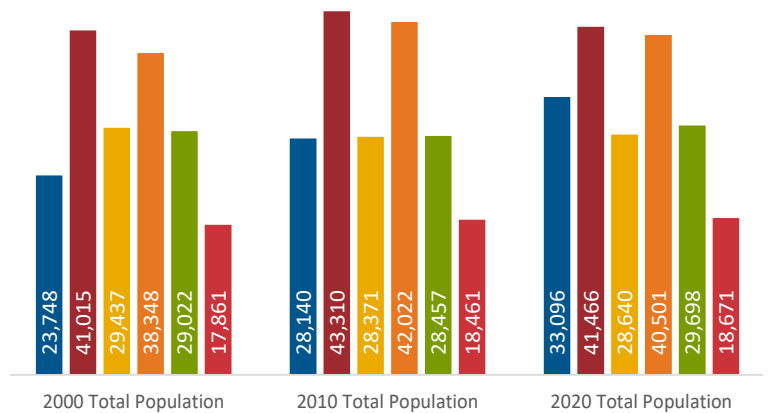
DIVERSITY INDEX COMPARISON (AS A PERCENTAGE)

	2010	2020
Cranberry Township, PA	13.5	27.4
Hempfield Township, PA	10.4	16.3
Monroeville Municipality, PA	36.9	50.4
State College Borough, PA	34.9	43
Town of McCandless, PA	17.2	27.7
West Chester Borough, PA	51.1	54.8
Pennsylvania	38.9	50.5

CRANBERRY TOWNSHIP HOUSING ANALYSIS

Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI
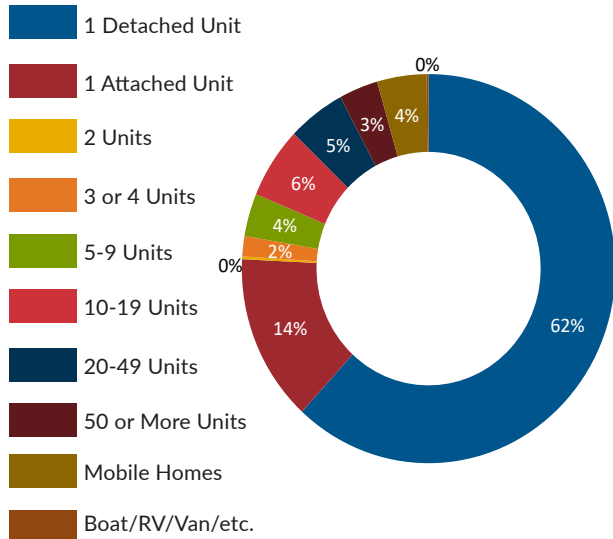
2020 CRANBERRY TOWNSHIP HOUSING VALUE BREAKDOWN

- Less than $50,000
- $50,000 - $99,000
- $100,000 - $149,000
- $150,000 - $199,000
- $200,000 - $249,000
- $250,000 - $299,000
- $300,000 - $399,000
- $400,000 - $499,000
- $500,000 - $1 Million
- $1 - 2 Million

$315,900
MEDIAN HOME VALUE

$1,318
GROSS MEDIAN RENT

149
HOUSING AFFORDABILITY INDEX*

2020 CRANBERRY TOWNSHIP UNITS PER STRUCTURE

- 1 Detached Unit
- 1 Attached Unit
- 2 Units
- 3 or 4 Units
- 5-9 Units
- 10-19 Units
- 20-49 Units
- 50 or More Units
- Mobile Homes
- Boat/RV/Van/etc.

2020 CRANBERRY TOWNSHIP HOUSING VALUE BREAKDOWN AND UNITS PER STRUCTURE:

The median home value for a house in Cranberry Township is over $315,000. 54% of the homes in Cranberry Township cost over $300,000. If renting, the median gross rent in the Township is $1,318. According to ESRI data, Cranberry Township has an Affordability Index* score of 149. Cranberry Township's housing stock is also made up of mostly single-family residential units. 76% of the total homes in Cranberry Township are either a 1-unit attached or detached.

HOUSING AFFORDABILITY INDEX (ESRI)

The Housing Affordability Index measures the ability of a resident to afford a mortgage on a home in the community. Using 100 as a baseline, numbers greater than 100 would mean housing is more affordable, while numbers less than 100 would indicate housing is less affordable. This number is calculated by a comparison equation between median income and median home value.

HOUSING ANALYSIS COMPARISONS

Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI

MEDIAN HOME VALUE

$315,900
$178,200
$155,400
$332,100
$259,200
$389,600
$187,500

GROSS MEDIAN RENT

$1,318
$820
$1,049
$1,083
$1,043
$1,293
$958

## HOUSING AFFORDIBILITY INDEX

149
133
150
46
148
73
123
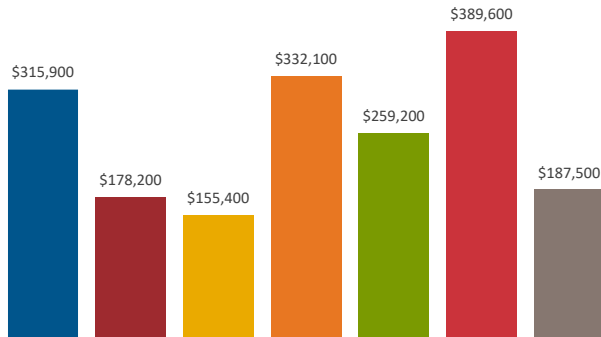
When comparing median home value with the five comparison communities, Cranberry Township has the third highest median home value. West Chester Borough is the most expensive at over $389,000, and the Municipality of Monroeville is the least expensive at $155,400. The Commonwealth of Pennsylvania was also compared in this study. Cranberry Township's median home value is $128,400 more expensive than Pennsylvania's.
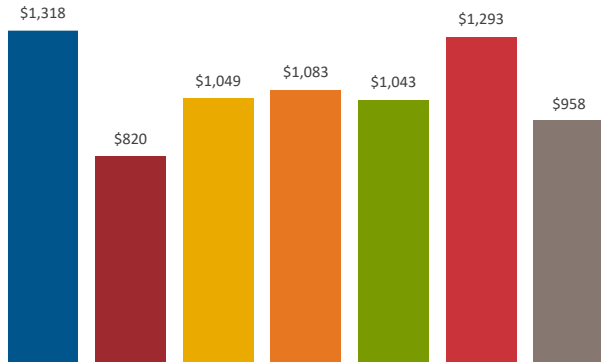
Cranberry Township also has the most expensive median rent of all the communities and is higher than the State's median rent. Analyzing the Housing Affordability Index shows that State College Borough is the least affordable, and Cranberry Township is the second most affordable, right behind the Municipality of Monroeville.
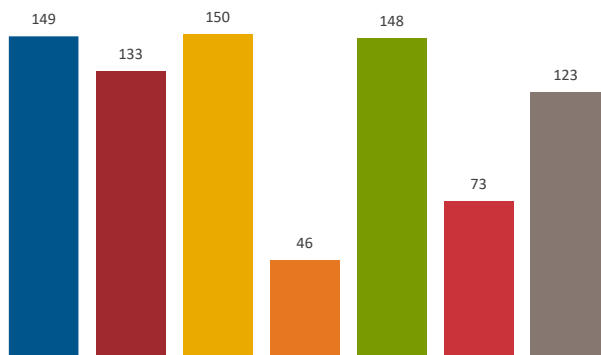
- Cranberry Township
- Hempfield Township
- Municipality of Monroeville
- State College Borough
- Town of McCandless
- West Chester Borough
- Pennsylvania

HOUSEHOLD INCOME AND OCCUPATION ANALYSIS

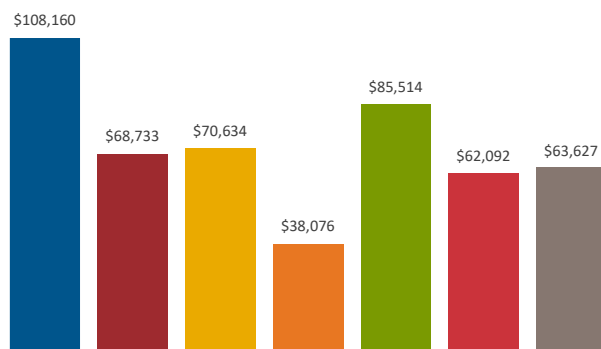Data sourced from U.S Census/Southwestern Pennsylvania Commission/ ESRI

CRANBERRY TOWNSHIP HOUSEHOLD INCOME

- Less than $20,000
- $20,000-$39,999
- $40,000-$59,999
- $60,000-$99,999
- $100,000-$149,999
- $150,000-$199,999
- More than $200,000

(5%, 6%, 13%, 21%, 24%, 13%, 18%)
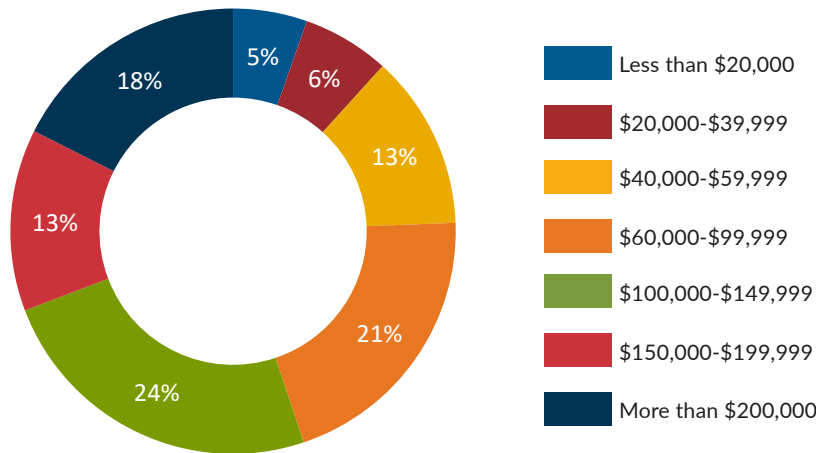
MEDIAN HOUSEHOLD INCOME COMPARISON

- Cranberry Township
- Hempfield Township
- Municipality of Monroeville
- State College Borough
- Town of McCandless
- West Chester Borough
- Pennsylvania

$108,160 | $68,733 | $70,634 | $38,076 | $85,514 | $62,092 | $63,627
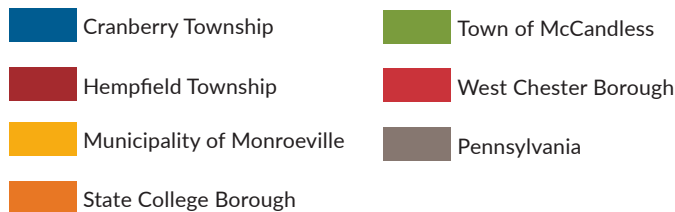
$108,000
MEDIAN HOUSEHOLD INCOME

The median household income for Cranberry Township residents is $108,000. 55% of residents earn over $100,000, while 24% make less than $60,000. Cranberry Township's median household income is much higher than the rest of the communities analyzed, with the next closest being the Town of McCandless at over $85,500.

CRANBERRY TOWNSHIP OCCUPATION ANALYSIS
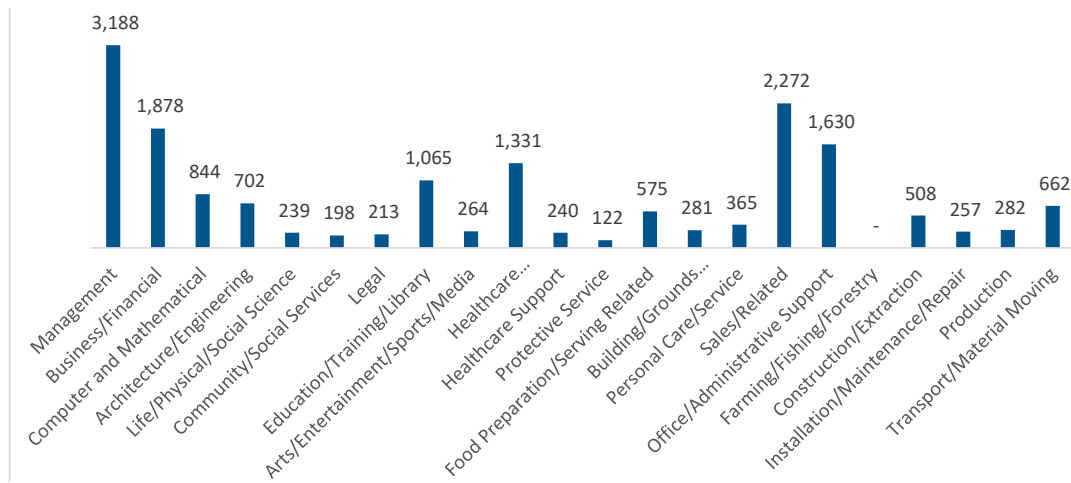
The residents of Cranberry Township work in a variety of different fields. However, 66% of the 17,116 total occupations are in the fields of Management, Business/Financial, Education, Health Care, Sales and/or Office/Administrative Support.

DEMOGRAPHICS ANALYSIS SUMMARY

The population of Cranberry Township is not only witnessing change with growth but also a change in the makeup of the residents who are contributing to that growth. From 2010-2020, Cranberry Township's growth rate was 17.78%. The Township added 4,998 new residents and 3,121, or 62%, of those new residents where not white. The community is undoubtedly transitioning to a more diverse community, a statement that is backed up with the Diversity Index of the Township increasing by 13.9 points in 10 years.

The median home value in Cranberry Township, while not the most expensive, is certainly not the least expensive. While 55% make enough of an income to be able to afford the housing options in Cranberry Township, there are still 24% who may struggle to find housing in the community that they can afford. Best practice research has shown that communities who can offer more affordable housing options are often communities that are friendly to diverse populations.

III. COMMUNITY VOICE

Cranberry Township's residents are the heartbeat of the community. Having active and engaged citizens strengthens municipal operations and establishes that the Township is a truly special place. This planning process featured multiple public outreach efforts to ensure that numerous voices were heard and that robust input was received and considered.

THE DIVERSITY FOCUS GROUP

The Township's Board of Supervisors entrusted an ad hoc Diversity Focus Group to assist Township staff in steering this planning process. Comprised of several remaining members of the Cranberry Area Diversity Network, this passionate and dedicated group provided valuable insight and knowledge of the community and volunteered numerous hours of their time to attend planning sessions, review documents, and share ideas. The planning process featured six planning sessions with Township staff and the Diversity Focus Group.

Project Kickoff Meeting		Demographic Profile and Community Best Practices		Strategies for Action	
JULY 20, 2022	SEPTEMBER 28, 2022	NOVEMBER 2, 2022	NOVEMBER 30, 2022	DECEMBER 6, 2022	JANUARY 4, 2023
	Township Accomplishments and Survey Results		Vision, Mission and Goals		Prioritization of Strategies

COMMUNITY SURVEY

Cranberry Township conducted a survey regarding its diversity and inclusion efforts in late August and early September 2022. The following analysis highlights the responses made by the 204 total people who participated in the survey.

## QUESTION #1 WHAT IS YOUR CURRENT RESIDENCY STATUS? (CHOOSE ALL THAT APPLY)
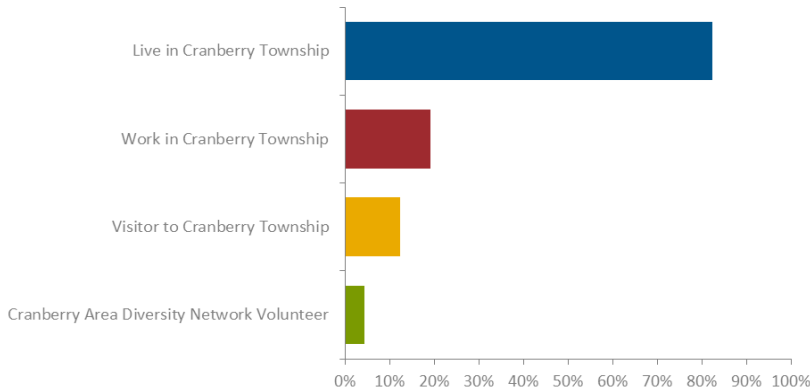
Of the 204 responses, 82%, or 168 people, indicated that they lived within the Township's borders. Just under 20%, or 39 people, indicated they worked within Cranberry Township. While 12%, or 25 people, were visitors to the community, nine people identified themselves as Cranberry Area Diversity Network (CADN) volunteers. This data shows that the vast majority of responders have direct ties to the community, either living or working within Cranberry Township, meaning those who are impacted most by decision making are those taking part in the survey.

QUESTION #2. HOW LONG HAVE YOU BEEN A RESIDENT? (IF APPLICABLE, DEPENDING ON PREVIOUS QUESTION)
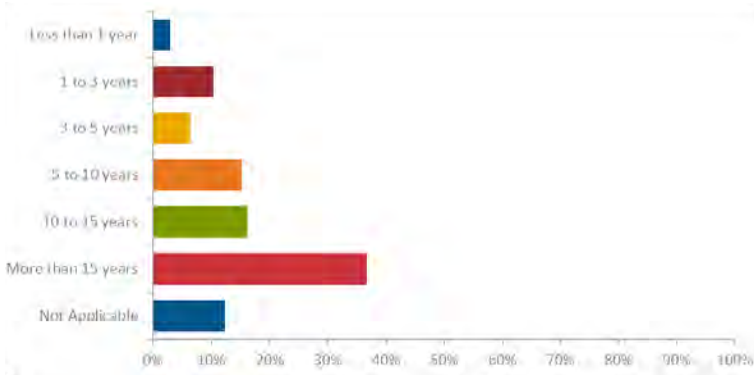
As a follow up to the question above, most of the responses indicated that those taking the survey have been residents for more than 15 years. Furthermore, nearly 65% (64.36%) indicated that they have lived in Cranberry for more than five years, signifying that the majority of people taking part in the survey have been residents of the community for some time.

QUESTION #3. WHAT CURRENT CRANBERRY TOWNSHIP DIVERSITY AND INCLUSION EFFORTS DO YOU VALUE? (SELECT ALL THAT APPLY)
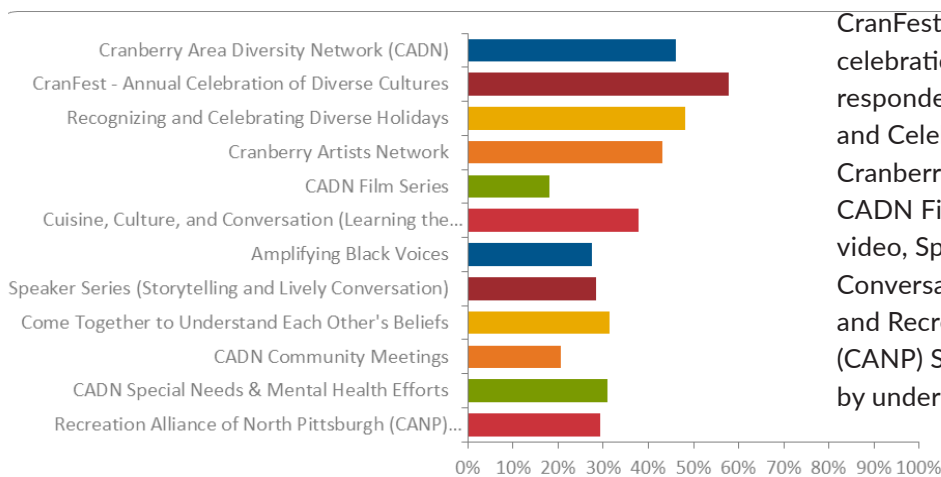

CranFest, the annual diversity and inclusion celebration, is valued by 57% of those who responded, followed closely by Recognizing and Celebrating Diverse Holidays (48%) and Cranberry Area Diversity Network (46%). CADN Film Series, Amplifying Black Voices video, Speaker Series (Storytelling and Lively Conversation), CADN Community Meetings, and Recreation Alliance of North Pittsburgh (CANP) Special Needs Dance all were valued by under 30% of those who responded.

QUESTION #4. HOW WOULD YOU DESCRIBE YOUR INVOLVEMENT WITH DIVERSITY AND INCLUSION EFFORTS IN CRANBERRY TOWNSHIP?
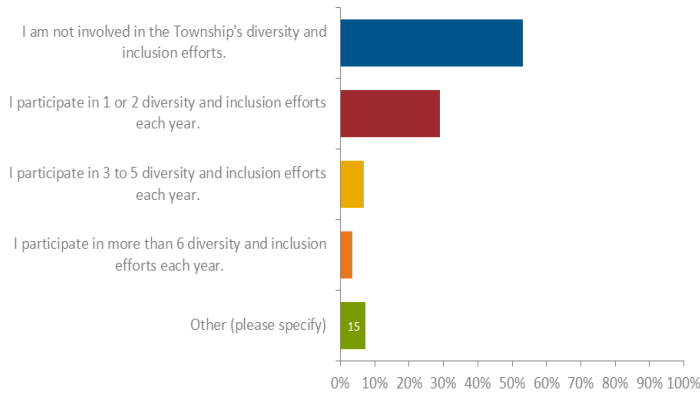
Over 50% of the 203 people who answered this question identified that they are not actively part of any Township diversity and inclusion efforts. Moreover, just over 10% participated in more than three events per year.

## QUESTION #5. WHAT IS YOUR SENSE OF BELONGING IN CRANBERRY TOWNSHIP?
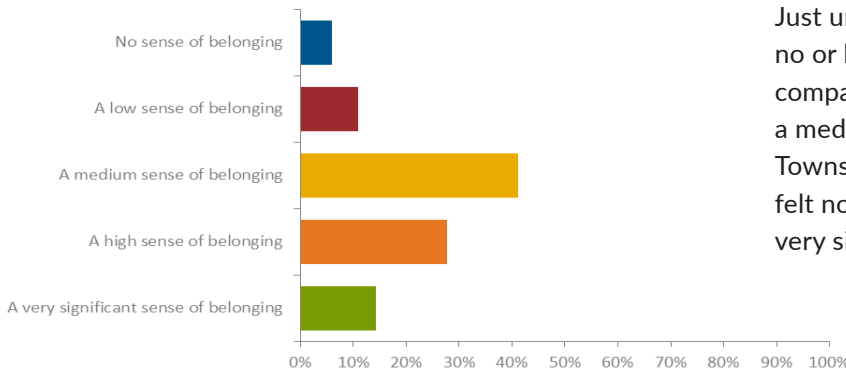
Just under 17% of the 202 answers indicated a no or low sense of belonging to the community, compared to the 83.17% who feel at least a medium sense of belonging in Cranberry Township. On the opposite spectrums, 5.94% felt no sense of belonging, while 14.36% felt a very significant sense of belonging.

QUESTION #6. PLEASE EXPLAIN YOUR RATING TO QUESTION #5. (OPTIONAL)

QUESTION #7. DO YOU BELIEVE THE COMMUNITY OF CRANBERRY TOWNSHIP EMBRACES AND WELCOMES DIVERSITY AND DIVERSE CULTURES?
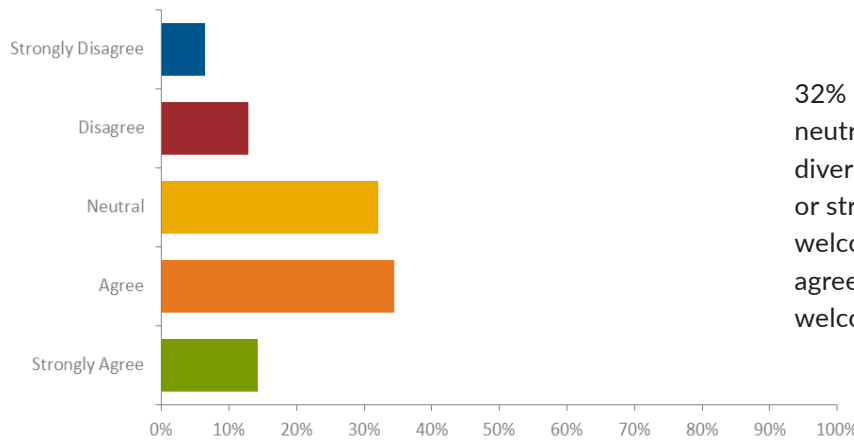
32% of 203 respondents suggested they felt neutral to the Township's welcomeness of diversity and diverse cultures. 19% disagree or strongly disagree that the Township is welcoming, while 48% agree or strongly agree that Cranberry Township promotes a welcoming community.

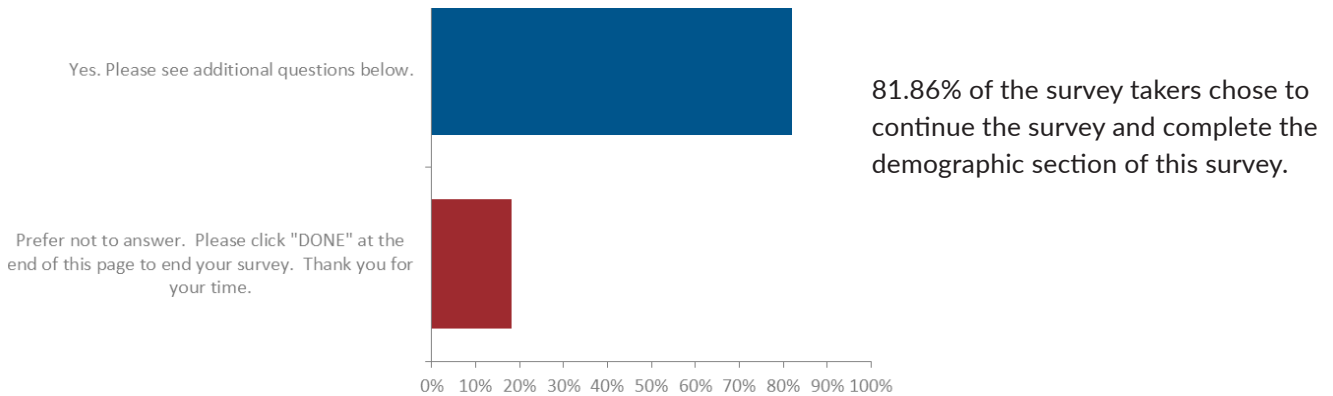**QUESTION #8. PLEASE EXPLAIN YOUR RATING TO QUESTION #7. (OPTIONAL)**

QUESTION #9. PLEASE DESCRIBE THE CULTURE AND DIVERSITY EFFORTS YOU WOULD LIKE TO SEE IN THE FUTURE.
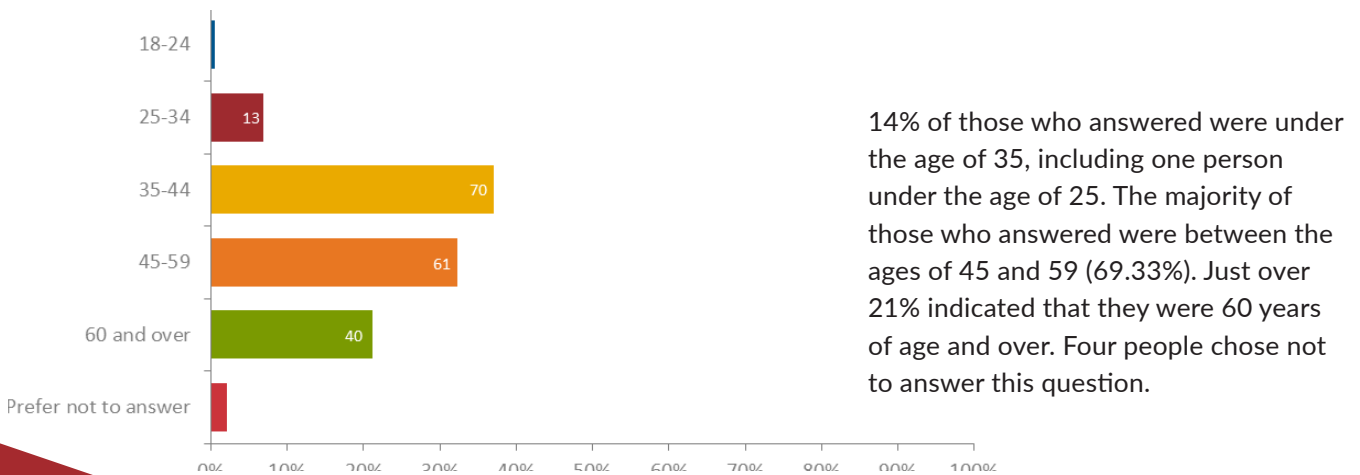
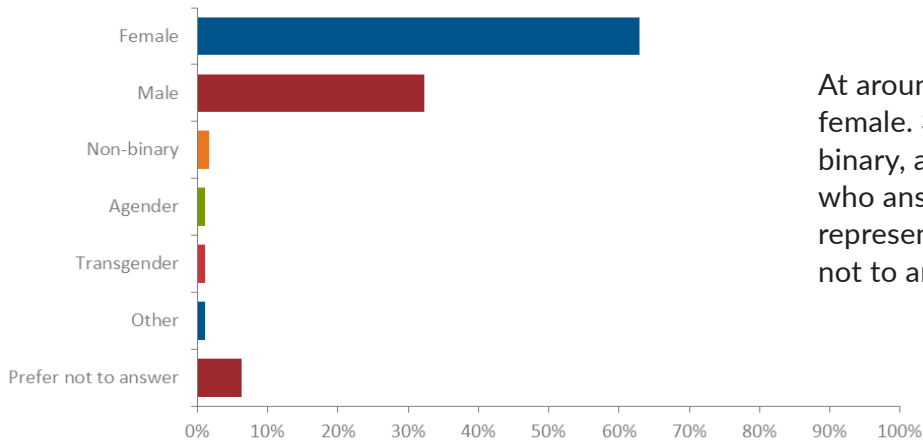## QUESTION #10. PLEASE SHARE ANY OTHER THOUGHTS ON DIVERSITY EFFORTS IN CRANBERRY TOWNSHIP.

QUESTION #11. TO HELP BETTER INFORM OUR SURVEY RESULTS, WOULD YOU PLEASE ANSWER THE FOLLOWING DEMOGRAPHIC QUESTIONS?

81.86% of the survey takers chose to continue the survey and complete the demographic section of this survey.

QUESTION 12. WHAT IS YOUR AGE?

14% of those who answered were under the age of 35, including one person under the age of 25. The majority of those who answered were between the ages of 45 and 59 (69.33%). Just over 21% indicated that they were 60 years of age and over. Four people chose not to answer this question.
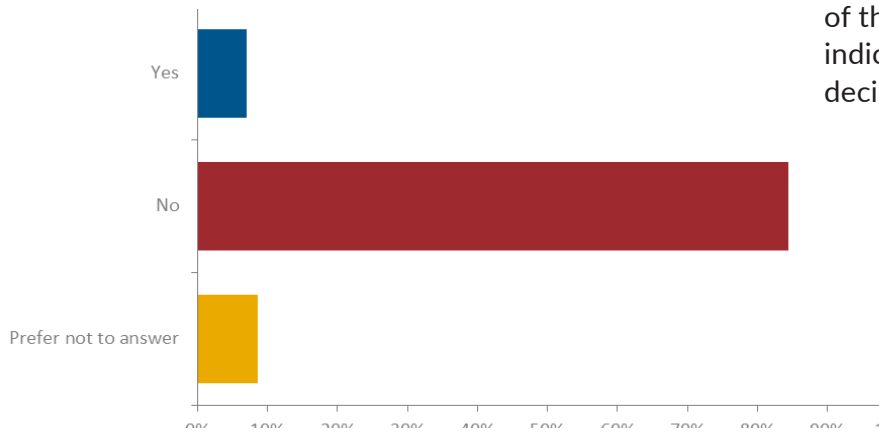
## QUESTION #13. WHAT IS YOUR GENDER (SELECT ALL THAT APPLY)

At around 63%, most survey takers were female. 32% of takers were male. Non-binary, agender, transgender, and those who answered "Other" all had under 2% representation. Twelve people chose not to answer this question.

## QUESTION #14. DO YOU CONSIDER YOURSELF A PART OF THE LGBTQIA+ COMMUNITY?

84% indicated that they are not a part of the LGBTQIA+ community, while 7% indicated they were. Eighteen people decided not to answer this question.

QUESTION #15. WHAT IS YOUR ETHNICITY?
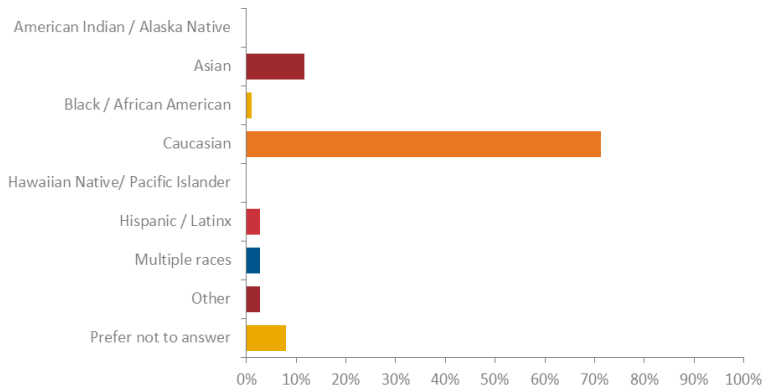
71% of people who answered this question said they were Caucasian. 12% specified that they are Asian in ethnicity. 1.06% and 2.66% of the survey takers were either Black/African American or Hispanic/Latinx, respectively. None of the survey takers were either American Indian/ Alaska Native or Hawaiian Native/ Pacific Islanders. Fifteen people decided not to answer this question.

QUESTION #16. DO YOU CONSIDER YOURSELF A PERSON OF COLOR?
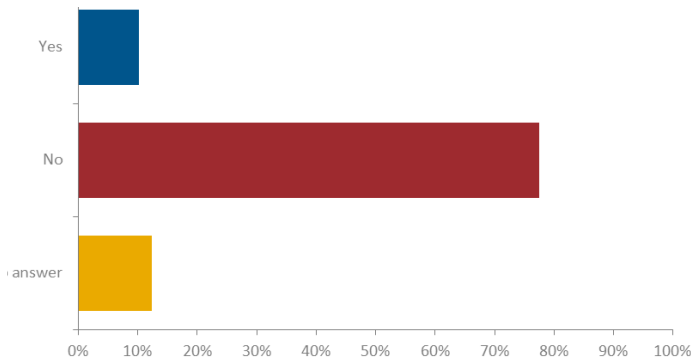
77.5% of people denoted that they do not consider themselves to be a person of color. 10% specified that they do consider themselves to be a person of color. Twenty-three people decided against answering this question.

QUESTION #17. DO YOU IDENTIFY YOURSELF AS A PERSON WITH A MENTAL OR PHYSICAL DISABILITY?
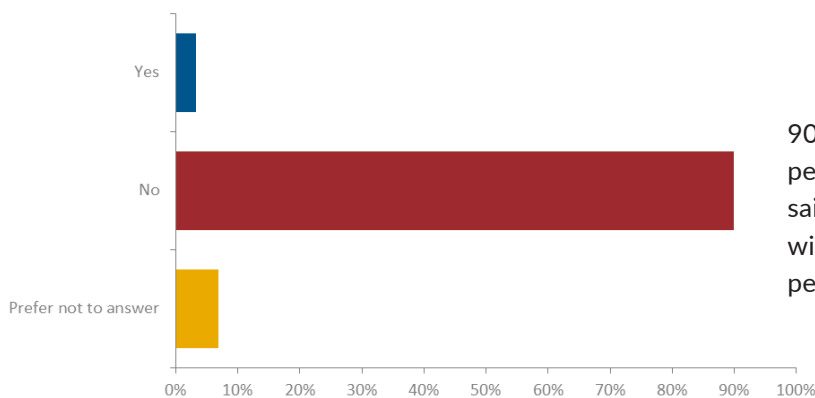
90% said they do not identify themselves as a person with a mental or physical disability. 3% said they do identify themselves as a person with a mental or physical disability. Thirteen people did not answer this question.
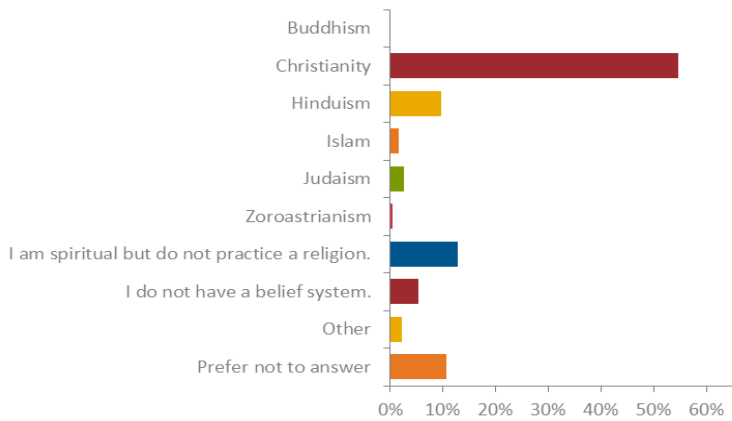
QUESTION #18. DO YOU HAVE PRIMARY CARE RESPONSIBILITIES FOR A PERSON WITH A MENTAL OR PHYSICAL DISABILITY?
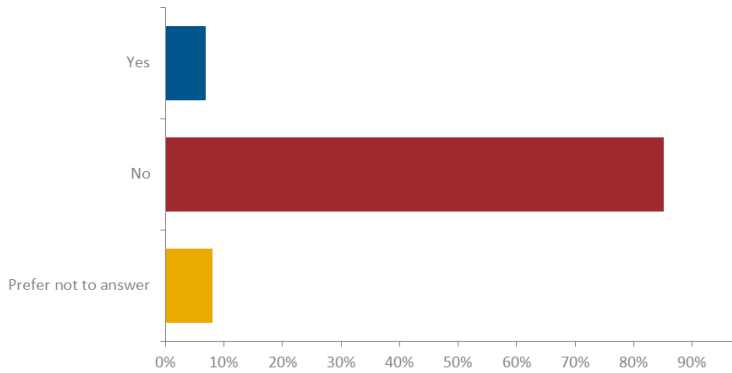
7% of survey takers denoted that they do have primary care responsibilities, while 85% said they do not. Fifteen people decided not to answer this question.

QUESTION 19. WHAT RELIGIOUS FAMILY DO YOU BELONG TO OR IDENTIFY YOURSELF MOST CLOSE TO?

54% of responses denoted Christianity as the religion they belong to or identify with. 10% recognized Hinduism as their religion. Islam (1.6%) and Judaism (2.67%) both had less than 3% of responses. Zoroastrianism had under 1% representation and Buddhism had no representation. 20% of the survey takers indicated that they are spiritual but do not practice a religion, do not have any belief system, or other. Twenty people decided not answer this question.

STAKEHOLDER INTERVIEWS

Speaking with community stakeholders was a crucial part of this planning process. These interviews served as an opportunity to obtain "on the ground" thoughts and feelings of the Township's residents, workers, and visitors.

The Stakeholders included a vast array of local leaders, active community members, and influential figures. Together, these stakeholders provided important information to help better gauge where exactly the Township is, in terms of its diversity and inclusion efforts. The 13 interviews were conducted via phone from late September into late October 2022.

Interview participants provided consistent feedback that could be summarized into the following observations:

Strengths

- CranFest
- Increase of a diverse populace
- Great amenities
- Local organizations and resources
- Safety
- Strong tax base
- Forward-thinking community
- Plan for the future
- Community welcome sign
- Seneca Valley School District

Challenges

- Communication and marketing
- Representation among appointed and elected officials
- Structure of CADN
- Recognition of all cultural holidays/ differing belief systems
- Pedestrian connectivity
- Lack of public transportation
- Diverse housing options

Vision

- Additional celebratory events that bring the community together
- Increased educational opportunities
- Improved staffing support from Township
- Improved networking within and between community organizations
- Greater partnership and synergy with Seneca Valley School District

Both the community survey results and the stakeholder interviews achieved their purpose of providing a better understanding on how the community feels about diversity and inclusion. By reviewing both efforts, clear thoughts and similar ideas have emerged and have become overarching themes.

Cranberry's residents are proud of their heritages, beliefs, and diverse backgrounds. They also take pride in their community, expressing gratitude for the variety of amenities and services the Township provided, as well as the events that bring the community together in celebration.
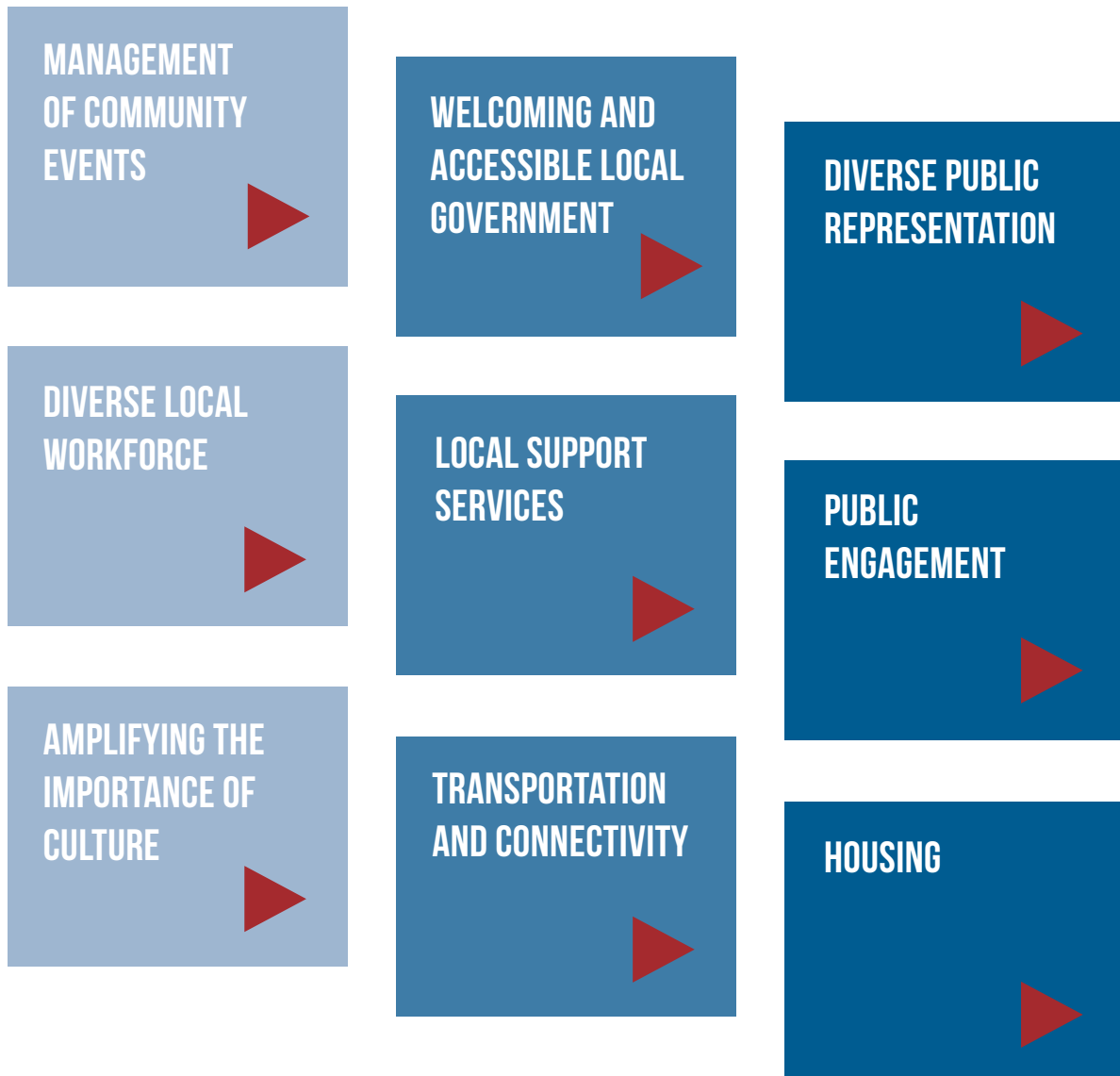
While participants agree that the Township's strengths are many, there is still room for improvement in making the Township a welcoming place for all individuals. Challenges include achieving more diverse representation, better education and understanding of everyone's lived experiences, and a community with multi-modal and accessible transportation options.

By addressing these challenges, the Township can begin to achieve the visions set forth by the residents who call Cranberry home. The overarching themes identified in this effort will help set clear goals and guidelines for further facilitation of recommendations and strategies for action.

III. DIVERSITY AND INCLUSION BEST PRACTICES

An important part of this planning process involved a deep dive into the contemporary best practices regarding diversity and inclusion planning and implementation on a local level. In looking at what other communities have learned and accomplished regarding diversity efforts, as well as considering feedback obtained throughout the public input process, several "Areas of Focus" can be determined.

MANAGEMENT OF COMMUNITY EVENTS ▶

WELCOMING AND ACCESSIBLE LOCAL GOVERNMENT ▶

DIVERSE PUBLIC REPRESENTATION ▶

DIVERSE LOCAL WORKFORCE ▶

LOCAL SUPPORT SERVICES ▶

PUBLIC ENGAGEMENT ▶

AMPLIFYING THE IMPORTANCE OF CULTURE ▶

TRANSPORTATION AND CONNECTIVITY ▶

HOUSING ▶

These areas help to curate the best practice research into important topics to guide Cranberry in its own diversity efforts.

MANAGEMENT OF COMMUNITY EVENTS

▶

Making events more inclusive in terms of content, location, and activities makes it easier for people to participate, learn and be part of the community.

BEST PRACTICES

- Spread event locations across the community, making sure everyone has equal access to the events.
- Hold multiple events across multiple days to encourage attendance from those with busy schedules.
- Market and get the community talking about the event. (Do more than just hosting the event.)
- Let the residents set the tone of the events. (Naming of the event, guest speakers, activities, locations.)
- Build out separate advertising entities. Create event specific websites and social media pages, where access is available 24/7.

COMMUNITY SPOTLIGHT

CHANDLER, ARIZONA
CHANDLER CONTIGO HISPANIC HERITAGE FESTIVAL

Chandler officials bring together multiple City departments for the annual "Chandler Contigo" — a month-long program of educational events and cultural activities for all ages that honor and celebrate National Hispanic Heritage Month. Activities include a community kickoff event, a festival at a local elementary school, story times, programming at a local farmers market, a speaker series, and more. The diverse events are held in various locations throughout the community, promoting accessibility and providing content for every age group to enjoy.

In total, Chandler Contigo is truly a community-wide effort featuring more than 25 focused events hosted by various community organizations, such as the local schools, library, and businesses.

WELCOMING AND ACCESSIBLE LOCAL GOVERNMENT

▶

Transparency and accessibility matter. Creating an understanding of local government operations helps people become more involved and encourages them to be greater community stakeholder.

BEST PRACTICES

- Build an inclusive internet presence.
    - Create an inclusive website.
    - Make sure diversity efforts are displayed prominently and not behind multiple "clicks."
    - Stay active and up to date with all forms of social media.
    - Create a Township application for smart phones.
    - Create a page with all the local groups and how to contact them.

COMMUNITY SPOTLIGHT

Inclusive ECONOMIC DEVELOPMENT
PEOPLE-FOCUSED

NORFOLK, VIRGINIA
INCLUSIVE ECONOMIC DEVELOPMENT

The City of Norfolk enhanced its local economic development efforts with an aim to build an inclusive economy that embraces equality of opportunity and participation in growth by all. The Economic Development Strategy of Norfolk is centered on facilitating economic mobility for all members of the Norfolk community.

Using external resources, such as business trainings, networking opportunities, libraries, recreation centers, and local coffee shops, economic development officials went to the people to explain the City's services, making information easy to understand and accessible to everyone. Additionally, the City enhanced its internal operations to ensure the city officials were easily accessible and available to serve as community resources.

The City implemented internal strategies, including an economic inclusion task force and explored economic inclusion efforts in other cities, as well as reviewing its own. The City developed an Inclusive Economic Development Plan that outlines goals and strategies for increasing economic opportunities that equitably benefit all residents and emphasizing economic mobility for individuals who have not historically benefited from the growth of the City.

DIVERSE PUBLIC REPRESENTATION

▶

Local governments should be representative of the communities they serve.

BEST PRACTICES

- Consider changes to the appointment process for non-elected Township officials to make it more accessible for everyone.
  - Require annual or semi-annual alterations to committee chairs, ensuring leadership is not held by the same people for an extended period of time.
- Require membership turnover.
  - Term limits for boards and committees force new opportunities to increase diversity.
- Expand the number of members on each committee.
- Review law requirements that specify criteria for some appointees to some committees.

DIVERSE LOCAL WORKFORCE

▶

A diverse workforce allows for more ideas and increased processes and productivity. Diversity in experience, backgrounds, and skills broadens creativity and ingenuity.

BEST PRACTICES

- Build connections with local businesses and business - oriented groups such as banks, Chambers of Commerce, business owner groups, etc.

LOCAL SUPPORT SERVICES

▶

Making sure all residents feel supported in the communities where they live, work, and play is a key factor in creating the types of communities where people would want to live.
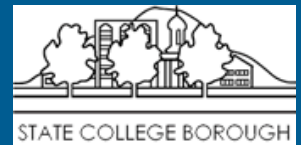
BEST PRACTICES

- Have many local groups where people can go and feel safe to share their thoughts and feelings.
- Ensure these groups have access to local officials and government.
- Team up with the local school district to contribute and expand upon its work with support services for younger people.

COMMUNITY SPOTLIGHT

STATE COLLEGE BOROUGH

STATE COLLEGE, PENNSYLVANIA
COMMUNITY OVERSIGHT BOARD

In November 2021, the State College Borough Council unanimous appointment of nine inaugural members of the newly created Community Oversight Board (COB) for the Borough's Police Department. The COB provides auditing, monitoring and data analysis functions, as well as some investigative ability. It does not have the authority to impose discipline, nor does it replace the Department's Internal Affairs Section procedures for investigating allegations of officer misconduct.

Outreach and responsiveness are primary goals of the COB. The Board is currently tasked with developing a civilian complaint process, and two public hearings about it are scheduled to take place in late 2022. The purpose of the civilian complaint process is to guide people through the steps of providing a complaint directly to the State College Police Department while also streamlining the process. Additionally, depending on the complaint, the COB could also steer people to other appropriate community services.

PUBLIC ENGAGEMENT

▶

Community engagement increases visibility and understanding of government operations. It empowers residents to invest in their communities.

BEST PRACTICES

- Find strong local leader(s) who can become a champion of the community.
- Engage with those local champions and those who are representing the different groups within your community.
  - Convene a local council of these leaders and meet with them regularly.
  - Make sure to bring everyone to the table.
  - Focus on what was brought to the table and all the strengths that these groups can provide your community.
- Go to where the people are. (Non-municipal centers)
- Make sure publications are easily available and understood.

AMPLIFYING THE IMPORTANCE OF CULTURE

▶

Culture is often a large part of an individual's identity. The same is true for the culture of a community, where many different cultures mix together. It is important that all of the cultures of a community are highlighted and celebrated to create a welcoming community.

BEST PRACTICES

- Take the time to understand all of the local groups, cultures, religions, etc. and the events/holidays that are important to them.
- Holding separate events for all of these different activities and groups is key.

TRANSPORTATION AND CONNECTIVITY

▶

It is important that every resident, worker, and visitor is able to get to where they need to go conveniently and safely.

BEST PRACTICES

- When transportation planning for equity, be mindful of those community members who may not have a car and rely on a solid pedestrian network to move around.
- Updating basic pedestrian connectivity (bike and walking paths) can provide more opportunities for residents to engage with their community amenities and the community as a whole.
- Conduct an audit of current pedestrian mobility within the community.

HOUSING

▶

Providing a variety of housing types and ensuring that land use Ordinances are current creates a community that is able to welcome people from all demographic backgrounds.

BEST PRACTICES

Zoning Reform (Inclusionary Zoning)

- Allow for denser development and the development of cheaper-to-build homes, such as manufactured homes and accessory dwelling units.
- Address missing middle housing.
- Allow for sources of renewable energy to be a part of new development to lower energy costs for lower income residents.
- Reduce minimum lot sizes and replace them with minimum lot widths.
- Determine the type of building to the lot width and not the square footage.
- Review parking minimums.
- Allow for a variety of housing types in every residential neighborhood.

VI. STRATEGIES FOR ACTION

Township staff and the Diversity Focus Group established a Vision, Mission, and Goals for Cranberry's diversity and inclusion efforts. Building upon planning sessions with Township staff and the Diversity Focus Group, interviews with community stakeholders, a public input survey, and a review of local government best practices, Strategies for Action were drafted to guide Cranberry Township forward.

The Strategies for Action are outlined by priority level for completion – High: 1-3 years; Medium: 3-5 years; and Low: 5+ years. This timeframe will assist the Township in planning for and implementing these action steps. Each strategy aligns with the Township's Mission, Vision, and Goals related to diversity and inclusion in the community. Staffing and volunteer levels needed to accomplish the strategy, as well as the level of cost commitments associated with it, are highlighted for each action, and the party responsible for leading the implementation of the strategy – Township, IDEA Team, or both – are indicated. The critical areas identified by the practices are indicated for each strategy. Finally, potential community benefits of implementing the action emphasize the strategy's importance.

SNAPSHOT: 39 TOTAL STRATEGIES

CRITICAL THEMES

Strategies have been organized by critical themes identified throughout this report. Some strategies have multiple themes.

Management of Community Events	14
Diverse Local Workforce	7
Amplifying the Importance of Culture	14
Welcoming/Accessible Local Government	21
Diverse Public Representation	1
Transportation and Connectivity	1
Local Support Services	11
Public Engagement	26
Housing	1

ENTITY RESPONSIBLE

Cranberry Township	27
IDEA Team	3
Combined	9

STRATEGY PRIORITY

High - 1-3 Years	20
Medium - 3-5 Years	12
Low - 5+ Years	7

ESTIMATED IDEA TEAM CAPACITY

High - Many Volunteers Needed	11
Medium - Some Volunteers Needed	7
Low - Few Volunteers Needed	21

ESTIMATED STAFF CAPACITY

High - Many Staff Members Needed	19
Medium - Some Staff Members Needed	12
Low - Few Staff Members Needed	8

ESTIMATED COST/RESOURCES

High	9
Medium	15
Low	15

VISION, MISSION, GOALS, ACTION AND APPROACH

Vision: What are the community's aspirations for diversity in Cranberry over the 10 year horizon?

Mission: What will drive the work of Cranberry Township operations and community volunteers to fulfill the Township's vision?

Goals: What are the desired results and how will resources and efforts be organized to fulfill the community's vision for diversity?

Action: What tasks will be completed to achieve goals?

Approach: How will Cranberry Township set out to accomplish these goals and strategies?

DEFINING DIVERSITY: Diversity is about understanding, valuing, and making the most of the individual differences found in every person. We define diversity in a broad sense and recognize that the focus of the Township's efforts on high priority initiatives will result in sustainable and achievable results. Diversity in Cranberry Township includes, but is not limited to the following aspects:

- Socio-economic
- Racial
- Religious
- Ethnic
- Gender Identity
- Sexual Orientation
- Disabilities
- Nationality

GOALS:

- Provide a welcoming environment for residents and visitors that embraces and provides safe spaces for all residents of diverse backgrounds.
- Promote diverse representation in community leadership, including employees and appointed boards, commissions, and committees.
- Incorporate diverse priorities and considerations in Township decision-making, priorities, and operations.
- Organize ongoing community events that demonstrate and are focused on diversity.
- Impart accessible educational opportunities to inform Township residents, visitors, and staff about the value of diversity and steps to work toward greater inclusion.

VISION STATEMENT: The Cranberry Township community values the importance of diversity. Our community is a welcoming environment for all, embraces diversity in all we do, and is guided by diversity priorities.

MISSION STATEMENT: We strive to intentionally foster the community's recognition of the value of diversity and take actions that are inclusive and will result in diverse leadership, cultural experiences, and educational opportunities.

APPROACH: Cranberry Township will lead the way in fostering a diverse and welcoming community. The Inclusion, Diversity, Equity, Advisory (IDEA) Team will advance the community's recognition of the value of diversity and offer support to the Township's diversity efforts. In collaboration with each other, the Township will provide resources and support to diversity-related initiatives. In programs and events in which the IDEA Team is leading the effort, the Township will provide event space.

HIGH PRIORITY STRATEGIES FOR ACTION

H-1 ADOPT THE DIVERSITY AND INCLUSION UPDATE

STRATEGY FOR ACTION

DESCRIPTION

Adopt the Diversity and Inclusion Update to the Cranberry Plan, which is the Township's Comprehensive Plan. The adoption process must be consistent with the requirements of the PA Municipalities Planning Code. As a result of the Township's adoption of this Update, the Diversity and Inclusion Strategies for Action will be part of the Township's overall plan for the future.

TIMELINE

1-3 Years

BENEFITS

- Implements the vision, goals and strategies to create a better future.
- Incorporates ideas generated by the residents of Cranberry Township.
- Demonstrates that Cranberry Township is committed to a more inclusive future.

CRITICAL THEMES

Welcoming and Accessible Local Government

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Low

H-2 DESIGNATE A DIVERSITY POINT OF CONTACT

STRATEGY FOR ACTION

DESCRIPTION

Identify a Township staff member to serve as a designated point of contact on an ongoing basis for diversity-related inquiries from the community. This staff person will have duties unrelated to serving as the point of contact, however diversity-related functions will be a core responsibility. Specific responsibilities for this position will be defined by the Township Manager.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Forges transparency between Township officials, residents and volunteers.
- Provides more access for residents to obtain valuable information.
- Creates a key position to spearhead diversity and inclusion initiatives.

CRITICAL THEMES

Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

H-3   CREATE THE "IDEA" TEAM

STRATEGY FOR ACTION

DESCRIPTION

Create and appoint leadership members to the Cranberry Township IDEA (Inclusion, Diversity, Equity Advisory) Team, to foster the community's awareness of the value of diversity and offer support to the Township's diversity efforts. A priority for the Team is to help people feel welcome in the community. The work of the IDEA Team will be guided by the Vision, Mission and Goals defined in this Plan and focus on the Strategies for Action.

TIMELINE

1-3 Years

BENEFITS

- Brings together like-minded people and gives them a seat at the table.
- Fosters a safe space for existing and new residents, who could be looking for one.
- Initiates fresh ideas/events and educates other residents and Township officials on best practices.

CRITICAL THEMES

Management of Community Events, Amplifying the Importance of Culture, Public Engagement

Priority	High
Responsibility	Township;IDEA
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	High

H-4   EVALUATE IDEA TEAM STRUCTURE

STRATEGY FOR ACTION

DESCRIPTION

Determine if a structure is needed for the IDEA Team. If needed, a charter should prescribe the number of members, a chairperson or leadership position, priorities, and outline its relationship with the Township.

TIMELINE

1-3 Years

BENEFITS

- Roles will ensure the success and long term sustainability of the team.
- Form leadership positions within the IDEA Team.
- Rotating leadership positions can create more opportunities for others.

CRITICAL THEMES

Management of Community Events, Amplifying the Importance of Culture, Public Engagement

Priority	High
Responsibility	IDEA
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	Low

H-5

HOST COMMUNITY-WIDE DIVERSITY FORUM

STRATEGY FOR ACTION

DESCRIPTION

Host an annual community-wide Diversity Forum where diversity and inclusion topics are highlighted for and discussed with the public. This event will acknowledge the Township and IDEA Team's diversity efforts and their accomplishments, create opportunities for diverse residents to meet elected officials, and build community relationships. The forum location and topics should be varied from year to year.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Hosting annual events will build trust and communication over time.
- Gives residents a platform to directly engage with decision makers.
- Allows Township officials to hear directly from residents.

CRITICAL THEMES

Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township; IDEA
IDEA Team Capacity	Medium
Staff Capacity	Medium
Est. Cost/Resources	Medium

H-6

HOST CELEBRATION DINNER ANNUALLY

STRATEGY FOR ACTION

DESCRIPTION

Host an annual dinner event (Celebration of Diversity) with the IDEA Team leadership to highlight accomplishments, foster interaction between local officials and stakeholders, and establish connections to the community. The event may also create opportunities to highlight ways for diverse members of the community to get involved with the Township's boards, commissions, and committees to increase diverse representation.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Engages in discussion on important topics in a relaxed atmosphere.
- Hosting annual events will build trust and communication over time.
- Rewards the work both the IDEA Team and the Township have accomplished over the year and lays the groundwork for future efforts.

CRITICAL THEMES

Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township; IDEA
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	Medium

H-7   HOST CRANFEST ANNUALLY

STRATEGY FOR ACTION

DESCRIPTION

Continue to hold CranFest as a key community-wide event. The Township will coordinate the planning, budget funding, and allocate the necessary resources to host this event annually.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Provides an event the whole community can look forward to.
- Celebrates everything that is Cranberry Township, including the culture and diversity of its residents.
- Separates Cranberry Township from other communities.

CRITICAL THEMES

Management of Community Events, Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township; IDEA
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	High

H-8   SPONSOR AN ANNUAL EDUCATIONAL EVENT

STRATEGY FOR ACTION

DESCRIPTION

Sponsor one community-wide educational event focused on diversity annually, depending on resource requirements and availability. This event may be the Diversity Speaker Series, Culture, Conversation and Cuisine, or the Film Series.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Educates Township residents on the experiences of minority residents.
- Fosters understanding and empathy to develop strong community ties.
- Brings people from outside the area into the Township to provide different prospectives.

CRITICAL THEMES

Management of Community Events, Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township; IDEA
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	Medium

H-9   PROVIDE DIVERSITY, EQUITY, AND INCLUSION TRAINING

STRATEGY FOR ACTION

DESCRIPTION

Provide Diversity, Equity, and Inclusion training for Township staff and IDEA Team. Both the Township and the IDEA Team should continuously seek out new training events, seminars, and other DEI strategies to ensure Township Staff and IDEA Team members are properly informed of new diversity and inclusion content.

TIMELINE

1-3 Years

BENEFITS

- Stay up-to-date with the latest changes in best practices and policies.
- Sets an example for other community organizations.
- Develops more inclusive values for the Township operations.
- Reduces stereotypes and enhances multi-cultural skills.

CRITICAL THEMES

Amplifying the Importance of Culture, Welcoming and Accessible Local Government.

Priority	High
Responsibility	Township; IDEA
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

H-10   UTILIZE "CRANBERRY TODAY" PUBLICATION

STRATEGY FOR ACTION

DESCRIPTION

Utilize the Township's magazine "Cranberry Today" to highlight specific diversity and inclusion efforts once a year. Also, in each "Cranberry Today" issue, include information on how volunteers can participate in the various events and initiatives. Each issue should also include a link to the Diversity and Inclusion page on the Township's website.

TIMELINE

1-3 Years

↻ ONGOING

BENEFITS

- Utilizes an existing publication to drive greater public engagement.
- Provides greater accessibility to Township resources and events.
- Reaches residents who may not necessarily be looking for this information but who may want it.

CRITICAL THEMES

Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Local Support Services, Public Engagement.

Priority	High
Responsibility	Township
IDEA Team Capacity	Medium
Staff Capacity	High
Est. Cost/Resources	Medium

H-11 — POPULATE TOWNSHIP WEBSITE

STRATEGY FOR ACTION

DESCRIPTION

Repopulate and maintain a page on the Cranberry Township website that focuses on the Township's diversity efforts, highlighting current diversity initiatives within the community.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Improves accessibility to information and resources for existing and new residents.
- Enhances public engagement.
- Provides an additional means of informing residents and visitors of Township happenings.

CRITICAL THEMES

Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Local Support Services, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Medium
Staff Capacity	High
Est. Cost/Resources	Medium

H-12 — ENGAGE REGULARLY WITH COMMUNITY GROUPS

STRATEGY FOR ACTION

DESCRIPTION

Inform the community of the Township's diversity efforts and resources by taking information to the people - engage regularly at Chamber of Commerce meetings, Rotary Club meetings, business networking events, and other community-focused sessions.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Provides more opportunities for residents to attend events.
- Reaches residents who would typically not care to or be able to attend events at the Municipal Center.
- Forges stronger ties between Township and community groups.

CRITICAL THEMES

Diverse Local Workforce, Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Local Support Services, Public Engagement.

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Low
Est. Cost/Resources	Low

H-13 — CONTINUE STAFFING RECRUITMENT EFFORTS

STRATEGY FOR ACTION

DESCRIPTION

Cranberry Township currently utilizes multiple services and approaches in its recruitment efforts, such as a software system that sends job openings to diversity related organizations and school systems. The Township should continue these recruitment efforts aimed at creating diverse applicant pools.

TIMELINE

1-3 Years

ONGOING

BENEFITS

• Having a diverse team can bring new and different ideas to the table.
• Provides more opportunities for minority groups.
• Increases interest in local government employment opportunities.

CRITICAL THEMES

Diverse Local Workforce.

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Low
Est. Cost/Resources	Low

H-14 — DEVELOP AN ANNUAL ACHIEVEMENT LIST

STRATEGY FOR ACTION

DESCRIPTION

Provide an annual diversity and inclusion list of accomplishments to the Board of Supervisors and the community to document the Township's achievements and challenges over the course of the year, as well as its goals for the upcoming year.

TIMELINE

1-3 Years

ONGOING

BENEFITS

• Highlights the good work accomplished over the year.
• Continues to set, work towards, and achieve goals set by the community.
• Encourages transparency in Township operations.

CRITICAL THEMES

Amplifying the Importance of Culture, Welcoming and Accessible Local Government, Public Engagement.

Priority	High
Responsibility	Township
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	Low

H-15 — OFFER SAFE MEETING SPACE

STRATEGY FOR ACTION

DESCRIPTION

Accommodate gatherings and meetings of all diverse social groups (as defined by this Plan) by offering safe meeting spaces.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Increases inclusion of all groups throughout the community.
- Provides opportunities for discussion and creating personal connections.

CRITICAL THEMES

Management of Community Events Amplifying the Importance of Culture, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	High
Staff Capacity	Low
Est. Cost/Resources	Low

H-16 — RECOGNIZE CULTURAL CELEBRATIONS

STRATEGY FOR ACTION

DESCRIPTION

Recognize secular cultural celebrations on the Township calendar. Working with the IDEA Team, establish a list of cultural events to be posted on the Township's website calendar. The list should be developed at the end of each year to incorporate events for the upcoming year.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Increases acceptance of different cultural beliefs.
- Allows for more cerebration of events for community residents.

CRITICAL THEMES

Amplifying the Importance of Culture.

Priority	High
Responsibility	Township
IDEA Team Capacity	Medium
Staff Capacity	Medium
Est. Cost/Resources	Low

H-17 — CONTINUE PUBLIC SAFETY EVENTS

STRATEGY FOR ACTION

DESCRIPTION

Continue public safety community engagement events and activities for enhanced community relations. Specifically, the "Coffee with a Cop" and the "Junior Firefighter" events should be maintained, while new opportunities and events are explored and considered.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Builds trust between residents and public safety officials.
- Increases community knowledge and understanding of public safety operations and procedures.

CRITICAL THEMES

Critical Themes: Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	Medium

H-18 — INCLUDE DIVERSITY TOPIC IN "CLIC"

STRATEGY FOR ACTION

DESCRIPTION

Expand the educational components of the Community Leadership Institute of Cranberry (CLIC) to include the IDEA Team as a presentation topic.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Provides an opportunity for the IDEA Team to engage directly with residents and Township officials.
- Increases community knowledge of not just the IDEA Team but other advisory groups that works with Cranberry Township.

CRITICAL THEMES

Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Medium
Staff Capacity	High
Est. Cost/Resources	Medium

H-19 — CONTINUE EDUCATIONAL OPPORTUNITIES FOR YOUTH

STRATEGY FOR ACTION

DESCRIPTION

Continue educational programs aimed at providing the youth of the community access to police and first responders to build trust and build relationships early on. (Ex. Junior Firefighter Program)

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Develops strong ties (at a young age) between local service providers and the community they serve.

CRITICAL THEMES

Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Medium
Staff Capacity	Medium
Est. Cost/Resources	Medium

H-20 — HIGHLIGHT CULTURE THROUGH RECREATION

STRATEGY FOR ACTION

DESCRIPTION

Continue Parks and Recreation activities that highlight a unique culture represented in the community for both recreation and education purposes (i.e. cricket). The Township, with assistance from the IDEA Team, should explore additional recreational activities from other cultures to include in its Parks and Recreation offerings.

TIMELINE

1-3 Years

ONGOING

BENEFITS

- Reaches members of the community who appreciate recreational activities.
- Increases cultural awareness through sports and activities unique to individual cultures.
- Provides a fun opportunity for learning and cultural education.

CRITICAL THEMES

Management of Community Events, Welcoming and Accessible Local Government, Public Engagement

Priority	High
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Medium

MEDIUM PRIORITY STRATEGIES FOR ACTION

M-1 ANALYZE TERM-LIMITS

DESCRIPTION
Conduct an analysis to phase in term limits for appointed commissions and/or committees, creating greater opportunities for diverse representation, as vacancies become available.

TIMELINE
3-5 Years

CRITICAL THEMES
Welcoming and Accessible Local Government, Diverse Public Representation

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

M-2 OFFER DEI TRAINING TO TOWNSHIP OFFICIALS

DESCRIPTION
Make Diversity, Equity, and Inclusion training available to Township elected and appointed officials and volunteers.

TIMELINE
3-5 Years

CRITICAL THEMES
Welcoming and Accessible Local Government

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Medium

M-3 UTILIZE DIVERSE COMMUNITY RESOURCES

DESCRIPTION
Utilize diverse community resources to assist in Township staff recruitment, distributing information regarding employment opportunities with the Township.

TIMELINE
3-5 Years ⟳ ONGOING

CRITICAL THEMES
Diverse Local Workforce, Local Support Services

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Low

M-4 HIGHLIGHT MINORITY-OWNED BUSINESSES

DESCRIPTION
Highlight available information from the Chamber of Commerce through the Township's business-related communications to promote minority-owned businesses in the community.

TIMELINE
3-5 Years ⟳ ONGOING

CRITICAL THEMES
Diverse Local Workforce, Local Support Services

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Low
Est. Cost/Resources	Low

M-5 STAY UP TO DATE WITH NEW MEDIA METHODS

DESCRIPTION

Stay up to date with new forms of social media, advertising methods, and other media outlets to cast a wider net when filling staffing vacancies, as well as to reach minority community groups.

TIMELINE

3-5 Years   ↻ ONGOING

CRITICAL THEMES

Public Engagement

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	Medium

M-6 PUBLICIZE IDEA TEAM INFORMATION

DESCRIPTION

Include the IDEA Team's contact information and event schedules in every "Welcome to the Neighborhood" publication, webpages, brochures, and "Cranberry Today".

TIMELINE

3-5 Years   ↻ ONGOING

CRITICAL THEMES

Welcoming and Accessible Local Government, Local Support Services, Public Engagement

Priority	Medium
Responsibility	Township; IDEA
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	Low

M-7 DEVELOP A TOWNSHIP MOBILE APP

DESCRIPTION

Develop a Township Mobile App for residents to reach important information, improving accessibility to all community services.

TIMELINE

3-5 Years

CRITICAL THEMES

Welcoming and Accessible Local Government, Public Engagement

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

M-8 ENGAGE WITH SENECA VALLEY SCHOOL DISTRICT GROUP

DESCRIPTION

Engage, share information, and collaborate with Seneca Valley School District's diversity group.

TIMELINE

3-5 Years   ↻ ONGOING

CRITICAL THEMES

Local Support Services, Public Engagement

Priority	**Medium**
Responsibility	Township; IDEA
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Medium

M-9 EXPLORE BUSINESS-FOCUSED PARTNERSHIPS

DESCRIPTION

Explore potential partnerships to develop a business-focused program to promote economic development and opportunities to highlight the community's diverse businesses.

TIMELINE

3-5 Years

ONGOING

CRITICAL THEMES

Diverse Local Workforce, Welcoming and Accessible Local Government, Local Support Services

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Medium

M-10 EXPLORE ACTION PLAN FOR DISADVANTAGED BUSINESSES

DESCRIPTION

Explore the development of an action plan 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, based on available information.

TIMELINE

3-5 Years

CRITICAL THEMES

Diverse Local Workforce, Local Support Services

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Low
Est. Cost/Resources	Low

M-11 CONDUCT A PEDESTRIAN MOBILITY AUDIT

DESCRIPTION

Conduct a pedestrian mobility audit and update basic pedestrian connectivity to facilitate multiple forms of transportation.

TIMELINE

3-5 Years

CRITICAL THEMES

Transportation and Connectivity

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

M-12 CONTINUE EVALUATING ZONING ORDINANCE

DESCRIPTION

Continue evaluating opportunities to ensure that provisions in the Township's Zoning Ordinance encourage denser development, workforce housing, and diverse housing types.

TIMELINE

3-5 Years

CRITICAL THEMES

Housing

Priority	Medium
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Medium
Est. Cost/Resources	Medium

L-1 CONTINUE COLLABORATION WITH SENECA VALLEY

DESCRIPTION

Continue collaboration with SVSD to ensure resources are in place to enhance and support a diverse student population. Continue to support SVSD's special needs and diversity programming by utilizing library and parks and recreation resources, working with the Cranberry Library to coordinate diversity programs, venues and events.

TIMELINE

5+ Years   ONGOING

CRITICAL THEMES

Local Support Services, Public Engagement

Priority	Low
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	Low
Est. Cost/Resources	Low

L-2 COLLABORATE WITH DIVERSE BUSINESSES

DESCRIPTION

Work cooperatively with existing diversity business groups to promote and support diversity and inclusion initiatives throughout the community.

TIMELINE

5+ Years   ONGOING

CRITICAL THEMES

Diverse and Local Workforce, Amplifying the Importance of Culture, Local Support Services, Public Engagement

Priority	Low
Responsibility	Township; IDEA
IDEA Team Capacity	Medium
Staff Capacity	Medium
Est. Cost/Resources	Low

L-3 DEVELOP NEW MARKETING STRATEGIES

DESCRIPTION

Develop new marketing strategies for Township hosted events to reach a wider audience and to keep current audience engaged.

TIMELINE

5+ Years

CRITICAL THEMES

Management of Community Events, Public Engagement

Priority	Low
Responsibility	Township
IDEA Team Capacity	Low
Staff Capacity	High
Est. Cost/Resources	High

L-4 CONDUCT MEETINGS WITH IDEA TEAM

DESCRIPTION

Hold monthly community engagement meetings in line with the definition of diversity, as shared in this Plan.

TIMELINE

5+ Years   ONGOING

CRITICAL THEMES

Public Engagement

Priority	Low
Responsibility	IDEA
IDEA Team Capacity	High
Staff Capacity	Low
Est. Cost/Resources	Low

L-5 VARY COMMUNITY EVENT LOCATIONS

DESCRIPTION

Host community events in areas where Township residents and visitors typically gather and not limit event locations to the Municipal Center. Reach residents who may not be aware of or find it inconvenient or uncomfortable to visit the Municipal Center.

TIMELINE

5+ Years

CRITICAL THEMES

Management of Community Events, Public Engagement.

Priority	Low
Responsibility	Township
IDEA Team Capacity	High
Staff Capacity	Medium
Est. Cost/Resources	Medium

L-6 REINTRODUCE POPULAR EVENTS

DESCRIPTION

Reintroduce previously successful events, such as the Film Series and Cuisine, Culture and Conversations, and host new events for the community. Refer to the diversity efforts timeline in this Plan for more information on prior events.

TIMELINE

5+ Years

CRITICAL THEMES

Management of Community Events, Amplifying the Importance of Culture, Public Engagement.

Priority	Low
Responsibility	IDEA
IDEA Team Capacity	High
Staff Capacity	Low
Est. Cost/Resources	Low

L-7 UPDATE CULTURAL RESOURCE GUIDE

DESCRIPTION

Update existing cultural resource guide and redistribute to Township staff. Make the guide available on the Township's website for increased transparency between the Township and residents.

TIMELINE

5+ Years

CRITICAL THEMES

Welcoming and Accessible Local Government.

Priority	Low
Responsibility	Township
IDEA Team Capacity	High
Staff Capacity	High
Est. Cost/Resources	High

VI. MOVING FORWARD

Adopt the Diversity and Inclusion Update to the Cranberry Plan, which is the Township's Comprehensive Plan. The adoption process must be consistent with the requirements of the PA Municipalities Planning Code. As a result of the Township's adoption of this Update, the Diversity and Inclusion Strategies for Action will be part of the Township's overall plan for the future.

5 THE FIRST FIVE STEPS

1 Adopt the Cranberry Plan's Diversity and Inclusion Update. (June 2023)

2 Create the Inclusion, Diversity, Equity, Advisory "IDEA" team and appoint leadership members. (2023)

3 Identify main points of contact for "IDEA" Team and Township. (2023)

4 Confirm 2023 diversity event dates such as CranFest (May 6, 2023) Community-Wide Diversity Forum, Celebration of Diversity Annual Dinner, and Township-Wide Educational Event. Begin coordination and planning for those events. (2023)

5 Populate Township webpage content to communicate the purpose of the IDEA Team, advertise upcoming diversity events, and provide information on how residents can volunteer and participate. (2023)

Each year, the Township and IDEA Team should review the Strategies for Action to discuss and document their status of implementation. High priority action items that are complete should be removed from the list (unless they are ongoing), and the group should consider moving medium or low priority action items up the list while considering available resources and community priorities. During the development of this Plan, the Township and the Diversity Focus Group agreed on an alignment of the high priority Strategies for Action with available resources and priorities. These factors may change, and there should be an ongoing dialogue to ensure clear communication and aligned expectations.

In an ever-changing world, this Plan update will help Cranberry continue to build on its strong foundation of being a welcoming and inclusive community for all. As with the original Cranberry Plan, this update should be amended as the Township further grows and changes, ensuring that the Township continues to be responsive to the needs of an evolving community.

Inclusion **Diversity** **Equity** **Advisory**

The Inclusion, Diversity, Equity, Advisory (IDEA) Team will advance the community's recognition of the value of diversity and offer support to the Township's diversity efforts.

CRANBERRY TOWNSHIP
BUTLER COUNTY, PENNSYLVANIA
RESOLUTION NO. 2023-37

A RESOLUTION OF THE BOARD OF SUPERVISORS OF
CRANBERRY TOWNSHIP, COUNTY OF BUTLER,
COMMONWEALTH OF PENNSYLVANIA, ADOPTING
THE DIVERSITY AND INCLUSION UPDATE AS AN
APPENDIX TO THE CRANBERRY PLAN, CRANBERRY
TOWNSHIP'S COMPREHENSIVE PLAN, DATED APRIL 2,
2009, AS RECOMMENDED FOR ADOPTION BY THE
PLANNING ADVISORY COMMISSION.

WHEREAS, a copy of the **CRANBERRY PLAN**, which includes the test, maps, charts and any other items which form the whole of the **COMPREHENSIVE PLAN**; and

WHEREAS, the Diversity and Inclusion Update was mailed to the Butler County Planning Commission, all contiguous municipalities, and the Seneca Valley School District on April 10, 2023; and

WHEREAS, the Township has not received comments from the Butler County Planning Commission, any contiguous municipality or the local school district within forty-five (45) days of its submission for their review; and

WHEREAS, the Cranberry Township Planning Advisory Commission reviewed the Diversity and Inclusion Update at their April 24, 2023 meeting and recommended that the Board of Supervisors adopt the Revised Cranberry Plan as the Township's Comprehensive Plan; and

WHEREAS, notice of a public hearing was forwarded to the *Butler Eagle* on May 1, 2023 and published on May 8, 2023 and May 15, 2023; and

WHEREAS, the Cranberry Plan has been made available for public review in the Township administration offices; and

WHEREAS, the Board of Supervisors held the public hearing on May 25, 2023; and

WHEREAS, the Township, after consideration of the comments received, has determined that the proposed Diversity and Inclusion Update to the Cranberry Plan, as set forth in the attached Exhibit "A" is an accurate and thorough summary of the community's vision and recommendations for Cranberry Township; and

WHEREAS, the Township has found the Cranberry Plan is beneficial to the health, safety and welfare of the citizens of the Township; and

BE IT RESOLVED, that the Board of Supervisors, by this Resolution, adopts the Diversity and Inclusion Update as an appendix to the Cranberry Plan, as attached hereto as Exhibit "A"; and,

BE IT FURTHER RESOLVED, that the Cranberry Plan, Cranberry Township's Comprehensive Plan dated April of 2009, is hereby amended and updated pursuant to the Municipalities Planning Code.
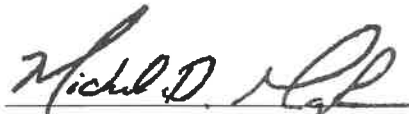
APPROVED by the Board of Supervisors of the Township of Cranberry at the public meeting on June 1, 2023.

ATTEST   **TOWNSHIP OF CRANBERRY**

Daniel D. Santoro   Michael D. Manipole
Township Manager   Chairman, Board of Supervisors