



PRINCIPLES TO GUIDE CRANBERRY TOWNSHIP'S SUSTAINABLE DEVELOPMENT

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

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

Be healthy. An economy that builds upon and contributes to a healthy environment is the foundation for continuing economic prosperity in Cranberry Township. That means working to attract knowledge-based industries and fostering a diversity of business enterprises that advance sustainable production and consumption, reduce waste, use renewable resources and contribute to preservation of scenic assets, ecosystems, clean air and water.

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

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



***Adopted by the Cranberry Township Board of Supervisors, March, 2008
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