

The Municipality of Bethel Park 2023 Strategic Plan

Municipal Council

Ward 1—Joseph A. Consolmagno

Ward 2—Dr. Timothy Campbell

Ward 3—John Oakes

Ward 4—Todd S. Cenci

Ward 5—Joe Janosik

Ward 6—Mark O'Brien

Ward 7—Dave Espinar

Ward 8—Timothy Moury

Ward 9—Lindsay Flinn

Mayor—Jack Allen





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Executive Summary

Bethel Township was established on June 7, 1886 when it broke away from Snowden Township. In 1950, it was incorporated as the Borough of Bethel Park. And, in 1978, Bethel Park adopted a Home Rule Charter and became a municipality. Today, the Municipality of Bethel Park spans 11.7 square miles, proudly serving a population of 33,110.

Throughout its history, the Municipality has consistently taken strides to grow and improve providing the highest quality service provision for its residents. This trend continues to present day as the Municipality's devoted workforce of 97 full-time equivalents and 23 part-time equivalents (*seasonal work not included*) collaborate with one other and other organizations ensuring that Bethel Park stands out as a leader in the greater Pittsburgh area.

To further achieve this, the Municipality created a strategic plan that will guide its efforts going forward and consider the voices of Bethel Park residents and community stakeholders. This actionable plan will enable the Municipality to make meaningful and measurable progress in the areas that are the most important to the community.

Bethel Park's Guiding Principles were created to help steer the strategic planning process and current projects. These principles tie in with the Municipality's Vision Statement, Mission Statement and Municipal Values.

Council Vision Statement

The Vision of the Municipality of Bethel Park is to represent our Citizens with core principles of Excellence, Responsiveness and Service. Bethel Park stands ready to Serve with Accountability, Partner for Improvement and Create with Integrity.

Mission Statement

The Mission of the Municipality of Bethel Park is to be resident focused and business friendly; to provide efficient and effective service; to focus on the "now" while preparing for the future; and to be at the center of the South Hills communities. To do this, we must engage community stakeholders, lead with conviction, foster an environment of inclusion, exceed resident expectations, and serve with pride.

Municipal Values

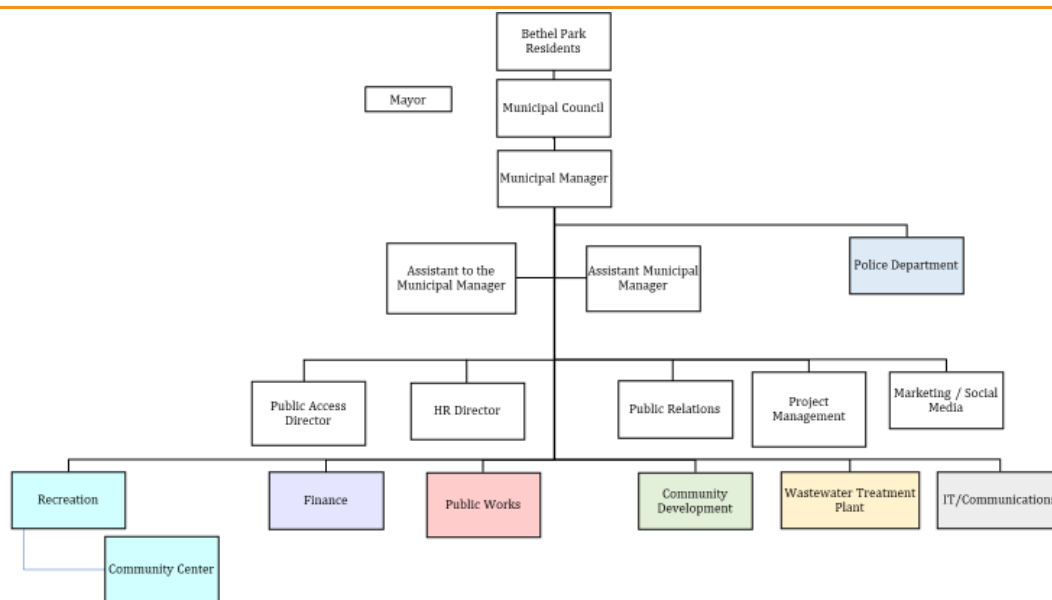
Trust, Dependability, Innovate, Integrity, Respect, Efficiency, and Effectiveness.

Guiding Principles

1. Establish "The Bethel Park Way" of doing things – *Excellence in all that we do!*
2. Resident safety is paramount by leading with training and technology.
3. Be a regional leader in the growing "Community of Communities."
4. Attract, grow and foster community redevelopment.
5. Resident quality of life is unmatched in the South Hills and Greater Pittsburgh.
6. Focus our processes and use data to make informed decisions for our residents.
7. Progress measured with objective metrics.
8. Regionalization of projects and priorities.
9. Sustainability ensures we maintain balance in social, economic and environmental considerations.
10. Ensure our residential quality of services remains unsurpassed in the greater Pittsburgh area.
11. Follow-up and follow-through are how we plan and organize.



Departments



The Municipality of Bethel Park is comprised of eight departments with 97 full-time equivalents (*FTE*) and 23 part-time equivalents (*PTE*) not including seasonal workers. The Municipality operates based on the General Operating Fund budgeted at \$33,694,134.29, the Sewage Fund budgeted at \$22,742,840.20, the Capital Projects Fund budgeted at \$12,558,344.00 the Liquid Fuels Fund with an estimated allocation of \$950,169.00, and the Fire Department Fund budgeted at \$1,765,854.10. Below are descriptions of each department.

Administration (7 FTE & 3 PTE): Conducts and oversees the day-to-day functions of the Municipality, as well as implementing Council policies. Project Management, Human Resources, IT Administration, and Communications are included within Administration to ensure the steady operation of the Municipality.

Community Development and Engineering (11 FTE): Responsible for the overall Development within Bethel Park, from major land developments to residential and commercial building upgrades. These departments ensure that all ordinances are being followed through the review and inspection process for each permit issued; that infrastructure upgrades for all Municipal owned property, parks, roads, and sewer systems are being completed; and that they uphold the goals and values of the Municipality.

Finance (5 FTE): The primary function of the Finance Department is to oversee fiscal responsibility of the Municipality. The annual creation of a balanced budget with input from all departments, approved by Council, guides spending operations for the year. Finance is also responsible for processing invoices and cash receipts on a monthly cycle as well as payroll processing on a biweekly cycle. Financial reports are generated monthly to access the financial status through the year.

Police (46 FTE & 1 PTE): Bethel Park Police Department (*BPPD*) is dedicated to ensuring public safety and enhancing the quality of life in the community by enforcing the law in a manner consistent with the rights of all and through continuous training and education. *BPPD* is committed to integrity and fairness in dealings with both the community and the department members who serve within. *BPPD* strives to provide the highest quality service to the citizens and community through honor, professionalism, commitment, compassion, and accountability. *BPPD* will respond to the changing needs of the community and its law enforcement officers by maintaining a progressive approach to its work and continuing to develop innovative programs aimed at achieving excellence in law enforcement.



Departments

The Police Department consists of full-time police patrol/investigative officers (*seven certified under the SHACOG Critical Incident Response Team Program*), emergency dispatchers and administrative staff. The Police Department is responsible for 24-hour community-wide law enforcement and responds to all requests for emergency services. The Police Department responds to an estimated 16,000 calls for service each year.

To provide thorough and efficient Law Enforcement in the Community, the Department has specialized sub-departments which include the Patrol Division, Communications Division, K-9 Division, Traffic Division, Investigations, Crime Prevention/Community Resource Division, and a School Resource Officer Division.

Public Access Television (1 FTE): Bethel Park Public Access Television (*BPTV*) is Bethel Park's own TV station, with hundreds of locally produced TV shows created each year. It is a volunteer based non-profit and offers the opportunity for people to create their own TV shows and assist in helping neighbors make their own programs. BPTV also offers the opportunity to post on its community bulletin board, which airs on all BPTV channels between programs.

Public Works (22 FTE): Public Works consists of a director, assistant director, two mechanics, two building attendants, and 16 support employees. Public Works maintains, inspects and repairs 24 police vehicles, 16 eight-ton salt/dump trucks, one front loader, one backhoe, 31 light weight vehicles, 15 lawn tractors, and park maintenance equipment. Other duties include maintaining over 152 lane miles of roadway, snow and ice removal, park and athletic field maintenance, storm basin and sanitary manholes, minor roadway and signage repairs, and Municipal Building operation maintenance.

Recreation (4 FTE & 7 PTE): Bethel Park Recreation strives to provide recreational, educational and entertainment opportunities for individuals of all ages and interests. Recreation's mission is to present a wide array of activities that promote an active lifestyle, educational development and community involvement.

Through parks and community facilities, Bethel Park Recreation delivers an extremely diverse program to both Bethel Park residents and non-residents on a quarterly basis. Partnerships with organizations such as local sports leagues, Bethel Park School District, LifeSpan Senior Services, Bethel Park Community Foundation, and the Bethel Park Public Library have presented opportunities for new and exciting programs that are beyond what the Department could offer alone. These partnerships have contributed to the continued growth and longstanding success of the Department.

Bethel Park Recreation's yearly programs include a full Youth and Adult Program including organized sports, swimming lessons, recreational swimming, art, STEM activities, theater, unique family-oriented special events, exercise classes, dog obedience, driver's education, and so much more! The Department also offers a seasonal Farmers' Market.

Wastewater Treatment Plant (11 FTE): A 4.92 million gallons/day (*mgd*) design flow with a .5 mgd pump station serving residents of the Municipality of Bethel Park and South Park Township. Facilities are owned by the Bethel Park Municipal Authority, comprised of members from both communities. The Municipal Authority is a financial authority responsible for capital improvements with a lease back agreement with the Municipality of Bethel Park for operations and maintenance of all facilities.

Introduction to Strategic Planning

The Municipality of Bethel Park's Strategic Plan is a guideline designed to lead the organization in a specific direction influenced by the Municipality's vision, mission and values. These principles shape the Plan which establishes the basis for organizational goal setting and action going forward. The Plan is also used as a template to determine whether Municipal projects directly align with its vision, mission and values and serves as a guide for resource allocation throughout the organization. Thus, the Strategic Plan defines who we are, where we want to go and how we plan to get there.

Taking all of the above into account, priorities are established along with specific objectives geared towards their completion. Throughout these efforts, quantifiable levels of success are established as well as data tracking measures to determine if projects are on track or need improvement. By tracking a program with the success thresholds, the Municipality can continually guide the organization in the direction it wants to go and gauge completion, helping the community to grow in accordance with its vision, mission, values, and intended outcomes.

Starting with the 2023 Strategic Plan, two additional columns have been created, "**Timeline**" and "**Status**." These two columns will be used to show the

progress being made specifically on Capital Projects (*specified within the plan*). Each quarter, a revised status of the capital projects will be provided, and the Strategic Plan will be periodically updated and posted on the Municipal website with the new status of the applicable Capital Projects.

The Capital Projects Timelines are tentative and may be revised at a later date as the Municipality determines feasibility, budgeting constraints and priorities.





Strategic Plan Summary

Municipal Council Vision Statement

The Vision of the Municipality of Bethel Park is to represent our citizens with core principles of excellence, responsiveness and service. Bethel Park stands ready to serve with accountability, partner for improvement and create with integrity.

Municipality Mission Statement

The Mission of the Municipality of Bethel Park is to be resident focused & business friendly; to provide efficient and effective service; to focus on the “now” while preparing for the future; and to be at the center of the South Hills Communities. To do this, we must engage community stakeholders, lead with conviction, foster an environment of inclusion, exceed resident expectations, and serve with pride.

Municipal Values

Trust – Gain and maintain the confidence of our residents

Dependability - “Own the problem” with a solution-based approach

Innovate – Embrace emerging ideas while preserving our heritage

Integrity – Do the right thing, even when no one is looking

Respect – Value our residents needs and serve them well

Efficiency – Perform with pride

Effectiveness – Do it right, the first time

The “Bethel Park Way” - Priorities

Infrastructure



Bethel Park strives for and provides exceptional infrastructure systems that can meet current and future needs.

Quality of Life



Provision of capital improvements and public facilities. Establish connectivity with more safe and viable transportation alternatives.

Bethel Park Identity



Cultivation of a sense of community through connections and civic pride.

Economic Vitality



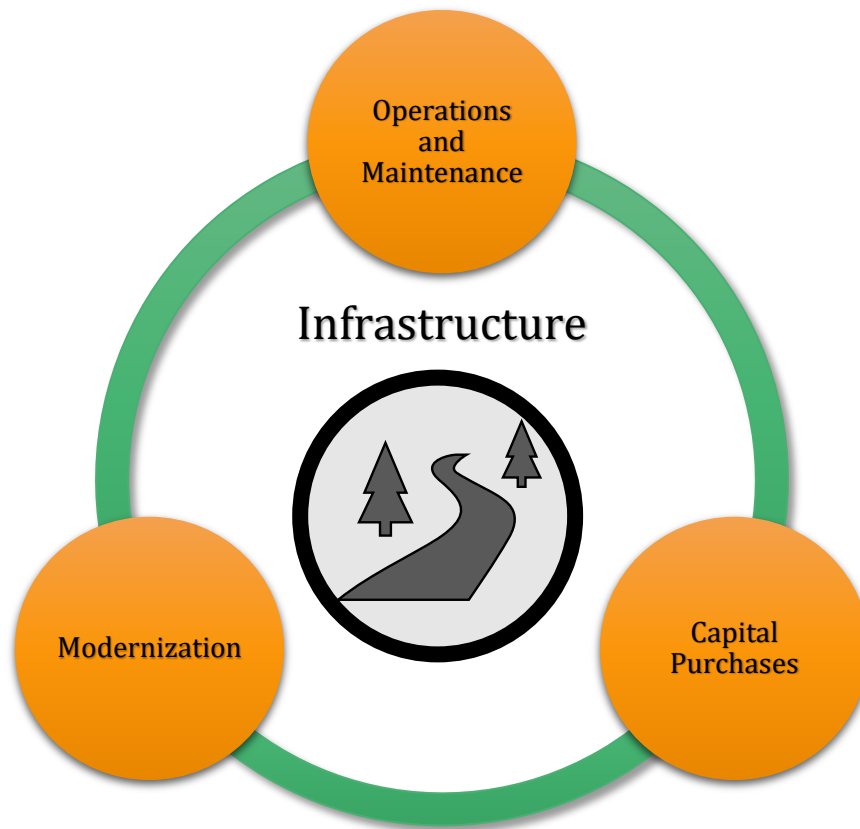
Creating a strong and diverse local economy. Cultivating redevelopment for healthy businesses and strong neighborhoods.

Municipal Excellence



Continued innovation of organizational operations alongside strong accountability, involvement and communication with residents.

Infrastructure



The Municipality of Bethel Park works to provide exceptional and resilient infrastructure systems. Through maintenance of public facilities, roads and equipment along with effective operations, the Municipality meets its current needs while laying the foundation for the future.

Objective: Operations and Maintenance

Consists of day-to-day upkeep of Municipal buildings, property and roads.

Efforts	Description	Success Threshold	Timeline	Status
<i>Road Program (Capital Project)</i>	The project involves paving roadways, landscaping, rejuvenator, and crack sealing Municipal owned roads. This is a yearly project.	Completion of all road program criteria for the year.	Q2 – Q3	Measuring Streets for contract prep.
<i>Storm Sewer CCTV</i>	CCTV of Municipal storm sewer lines to determine if cleaning and repairs are needed. Multi-year project.	CCTV of the system, for a maintenance plan.	Ongoing	Working on list of pipes.
<i>MS4 Projects (Capital Project)</i>	Projects related to the requirements of the MS4 permit. Includes inlet replacement, sediment removal, stream restoration, pond cleaning, and installation of BMP controls.	Continued progress towards flood mitigation in Bethel Park	Q2	Working on list of areas to bid contract.



Infrastructure

Efforts	Description	Success Threshold	Timeline	Status
<i>Sanitary O & M (Capital Project)</i>	Each year the Municipality completes sanitary sewer operations, televising, and maintenance repairs to its lines.	Complete repairs, rehab, CCTV, and lining work as required by the Consent Order and Corrective Action Plan.	Q2 – Q4	
<i>Clark Avenue Bridge (Capital Project)</i>	The pedestrian Bridge over Logan Creek by Clark Avenue needs repair for the bridge to remain safe for pedestrians.	Completion of bridge repair.	Q3 - Q4	Need to choose bridge design and bid out.
<i>First St Wall & Paving (Capital Project)</i>	Retaining walls need added prior to road resurfacing.	Installing retaining walls and storm sewer followed by road paving.	Q3 - Q4	Need survey to determine storm work and prepare contract docs.
<i>Brightwood Rd Streetscape (Capital Project)</i>	Preparation of concept plans for Brightwood Road Streetscape improvements.	Concept plans completed. Budgeted in 2025.	Budgeted in 2025.	
<i>Culverts & Bridges (Capital Project)</i>	Rehabilitation and maintenance of culverts and bridges owned by Bethel Park.	Completion of rehabilitation and maintenance of the evaluated crossings.	Q3	

Objective: Capital Purchases

Expenditures made by the Municipality for property, equipment and other items.

Efforts	Description	Success Threshold	Timeline	Status
<i>Park Avenue Netting (Capital Project)</i>	Purchase of 25' X 150' football netting placed in the end zone at Park Avenue Field. Current netting is over 30 years old and in poor condition.	Purchase of new net through Costars.	Q2	
<i>BPTV Equipment Replacement (Capital Project)</i>	PTZ camera system & a remote control system Panasonic AW-RP60 and switcher upgrade.	Purchase of new equipment.	Q1 – Q3	



Infrastructure

Efforts	Description	Success Threshold	Timeline	Status
<i>Police Vehicles (Capital Project)</i>	Annual purchase of three new Police vehicles to continue functioning without disruption caused by vehicle problems.	Continued replacement of three vehicles per year.	Q1	Two out of three vehicles already ordered. Waiting on pricing for third vehicle.
<i>Asphalt Patcher (Capital Project)</i>	Replacing a 2015 Falcon Asphalt Patcher Tag Along with a Falcon Asphalt 3T Patch Master Truck. The old hopper has rusted through and has needed to be continually welded and patched for the last three years.	Purchase of new Asphalt Patcher.	Q1	
<i>Two Grandstand Mowers (Capital Project)</i>	The current Toro Grandstand Mowers have over 1500 hours and need to be replaced.	Replace two Grandstand Mowers.	Q1 – Q2	
<i>Rubber Track Excavator (Capital Project)</i>	Purchase of a Kubota D1703M-DI-E4 Rubber Track Excavator to allow two digs for storm basin repair.	Purchase of a Kubota D1703M-DI-E4.	Q1 – Q2	
<i>Planning and Zoning Commission Laptops (Capital Project)</i>	Purchase of laptops for Planning Commission use.	Complete the purchase of the new laptops.	Q1	
<i>BOLA Wrap Devices (Capital Project)</i>	Purchase of BOLA Wrap Devices which allow an officer to fire a rope-like projectile that will wrap around a hostile person's arms or legs, rendering them immobile. This device will lessen the chance for injury to the subject person.	Purchase of four BOLA wrap devices.	Q1	Devices will be ordered January 2023
<i>Police Protective Equipment (Capital Project)</i>	Purchase of new protective equipment for Bethel Park Police officers. In 2022, instructors were provided the equipment to familiarize themselves. This purchase would be to equip the rest of the department.	Purchase of Police Protective Equipment.	Q1	Equipment will be ordered January 2023

Infrastructure

Objective: Modernization

Capital projects and purchases will improve Municipal equipment and operations, thereby promoting the operational effectiveness and resiliency ensuring continuity of government.

Efforts	Description	Success Threshold	Timeline	Status
<i>Community Center Roof (Capital Project)</i>	The Community Center main building roof is past its 20-year replacement.	Replacement of the roof.	Q1 – Q4	
<i>Community Center Clock Replacement (Capital Project)</i>	The Community Center clock is 23+ years old. The clock has movement issues and can no longer be serviced due to the age and no parts available.	Replacement of the Community Center clock.	Q1 – Q3	

Quality of Life



The Municipality strives to improve resident quality of life through a variety of measures including capital improvements, upgrades to public facilities such as park amenities, community outreach programs, and working towards the establishment of greater road connectivity with more safe and viable travel alternatives.

Objective: Community Health

The Municipality works towards building and maintaining a healthy, safe and appealing community through proper maintenance of its public facilities and resources, as well as the promotion of residents' wellbeing.

Efforts	Description	Success Threshold	Timeline	Status
<i>Millennium Landslide (Capital Project)</i>	In 2022, Municipal staff were notified of a landslide near a resident's home. Gateway Engineers reviewed the slide and determined it was due to springs coming out of the hillside. The landslide was determined not an emergency and budgeted for 2023.	Resolve the landslide at Millennium.	Q4	Property assessment complete. Plan development and permitting begins in 2023.
<i>Flood Control Projects (Capital Project)</i>	In 2022, HRG worked to develop concept plans for three new SWM projects. In 2023, permitting and final plans on the projects continues.	Receive final plans and permitting.	Q4	Finalizing concept plans and conducting site surveying.



Quality of Life

Efforts	Description	Success Threshold	Timeline	Status
<i>Traffic Pole Repairs</i> (Capital Project)	In 2021, all lights were inspected and a report was prepared. In 2023, these repairs will be made.	Completion of minor repairs at intersections.	Q2 – Q3	
<i>First Alley Storm</i> (Capital Project)	There is an outfall at the end of First Alley that dumps onto the stone alley way maintained by the Municipality. Storm survey work is needed to determine solutions.	Completion of survey work and determine what action to take	Q2 – Q3	Will survey with First St wall project prep.
<i>Act 152 Grant/Demolition</i> (Capital Project)	Application for grant to demolish three condemned homes.	Grant received and condemned homes demolished.	Ongoing – awaiting next steps.	ACT 152 approved for 1 st property.
<i>Guiderail Replacement</i> (Capital Project)	In 2022, the Municipality completed an inspection of all the guide rail located and owned by Bethel Park. Some operations and maintenance defects were identified during the inspection that need replacement.	Guide rails replaced as needed from inspection. Budgeted in 2024.	Budgeted for 2024.	
<i>Hamilton at Baptist</i> (Capital Project)	Design of an intersection improvement plan for Baptist at Hamilton, including new light poles and turning lanes.	Intersection improvement plan complete. Receive Multi-Model Grant. Budgeted for 2024.	Budgeted for 2024.	
<i>Rolling Green Stormwater Management</i> (Capital Project)	Project for installation of 11 new storm inlets and 1500 LF of storm sewer pipe on Hi-Ridge and Clearview Road in the Rolling Green neighborhood. Roads will be paved after the installation of the pipes.	Installation of storm inlets and sewer pipe, along with road paving. Budgeted for 2024. Receive Multi-Model Grant.	Budgeted for 2024.	
<i>Washington Junction Phase I</i> (Capital Project)	Streetscape project starting at Connor Road and continuing until Hillside Drive. The project would improve the pedestrian safety through the corridor and promote welcoming and wayfinding for the “front door” to the community.	Completion of streetscape project improving pedestrian safety. Budgeted for 2025 and 2026.	Budgeted for 2025 and 2026.	



Quality of Life

Efforts	Description	Success Threshold	Timeline	Status
<i>Live Well Speaker Series</i>	Video/Facebook Live series with field experts offering advice on various aspects of healthy living.	Recording, posting and promotion of videos.		
<i>Road Sweeper</i>	Frequent street sweeping of all municipal-owned roadways by Public Works to ensure clean and well-maintained streets.	All municipal-owned roadways maintained.		
<i>Snowplows</i>	Responsive deployment of snowplows on snowy days to ensure roads are cleared.	Roads are consistently clear of snow.		
<i>Property Acquisition / Associated Costs</i>	Acquisition of delinquent and condemned properties to utilize land for the health of the Municipality and its residents.	Acquire delinquent/condemned properties for Municipal and resident benefit.	Ongoing	

Objective: Connectivity

The Municipality works towards enhancing community connectivity through focused construction of alternative means of travel.

Efforts	Description	Success Threshold	Timeline	Status
<i>Community Sidewalks</i>	Multiyear Municipal initiative to partner and collaborate with residents to improve residential sidewalks.	Collaboration with residents on residential sidewalks.		
<i>Industrial Park Walking Loop (Capital Project)</i>	Creation of designated paths through the Industrial Park ultimately connecting with the Montour Trail as part of the Central Bethel Park Trail.	Collaboration with the Industrial Park for the installation of pathways.	Waiting on timeline.	



Quality of Life

Efforts	Description	Success Threshold	Timeline	Status
<i>Municipal Building Sidewalk</i>	Installation of a new sidewalk in front of the Municipal Building that would run from the Lytle Station to the upper parking lot. All sidewalks would be ADA compliant.	Begin construction of new sidewalk.		
<i>Brightwood Sidewalk (Capital Project)</i>	Installation of a designated path from Lytle Station to Brightwood Rd. that will run along the border of the Public Works property.	Installation of the new path. Budgeted in 2027.	Budgeted in 2027.	
<i>Drake Trail (Capital Project)</i>	The Municipality and Port Authority are looking to install a trail along the old Drake Trolley line and are working on an agreement that would allow Bethel Park and Upper Saint Clair to develop the trail on the PAT property.	Complete design drawings for the trail to determine cost to complete.		Grant received.

Objective: Public Facility Improvements

The Municipality continues to build and improve upon its facilities and programs, providing high quality and attractive recreational spaces for all Bethel Park residents.

Efforts	Description	Success Threshold	Timeline	Status
<i>Splash Pad (Capital Project)</i>	Installation of a new splash pad at Park Avenue. The splash pad will also include improvements to the entrance, the parking lot and the installation of a new bathroom which services the splash pad and the football field.	Installation of new splash pad and amenities.	Bid – Q1 Start – Q2 Finish – Q4 Open – Q2 2024	
<i>Peter Page Dam (Capital Project)</i>	Installation of a new dam at Peter Page Park to assist in stormwater management and help prevent flooding.	Installation of the dam.	Q4 2024 (Tentative)	Permitting review by PADEP scheduled to be complete May 2023.
<i>Peter Page Trail Design (Capital Project)</i>	Design of the Peter Page Trail System and complete construction on the trails. This will also include wayfinding signs.	Complete trail construction alongside the dam construction.	Q4 2024 (Tentative) DCNR Grant awards announced in Q1.	On hold until permitting complete. DCNR Grant Application submitted.





Quality of Life

Efforts	Description	Success Threshold	Timeline	Status
<i>Peter Page Dam O&M</i>	After construction of the Peter Page Dam yearly operations and maintenance will be required on the project, as well as inspections by a dam certified inspector.	Maintenance and inspections routinely completed.		
<i>Pickleball Courts (Capital Project)</i>	Construction of pickleball courts at Millennium Park. Project will need a parking lot and driveway built to accommodate players.	Construction of pickleball courts.	Q2 – Q4	Plans and specs completed. Ready to bid.
<i>Park Avenue Playground (Capital Project)</i>	The playground next to the Community Center needs major repairs. This project will remove the existing structure and replace it with a new structure.	Installation of new play structure.	DCNR Grant submitted with awards being announced Q1.	
<i>Park Utilization Plan (Capital Project)</i>	Prepare a park plan for hard-to-use spaces. This includes Elm Tree Park, Molly Hill Park and Shamrock Park.	Park Utilization Plan created.	GTRP Grant denied. Looking to resubmit in spring.	
<i>Traffic Studies (Capital Project)</i>	Project to complete a traffic study of all roads in Bethel Park that are considered cut-through streets.	Provide recommendation to Council.	Ongoing	
<i>Field Lighting (Capital Project)</i>	Installation of field lighting at Millennium Park and Village Green Park. RACP Grant was received for this project.	Installation of the field lighting at Millennium Park and Village Green. Budgeted for 2026.	Budgeted for 2026.	
<i>Irishtown/Logan Roundabout (Capital Project)</i>	The project is to help with the Irishtown/Logan Road intersection congestion with a proposed roundabout. The project is located along a state road and therefore requires their approval.	Creation of Irishtown/Logan Road roundabout. Budgeted for 2025 and 2026.	Budgeted for 2025 & 2026.	
<i>Miners Park Bathroom (Capital Project)</i>	New bathroom facility at lower Miners Park.	Installation of new bathroom facility. Budgeted for 2024.	Budgeted for 2024.	Currently applying for grants.
<i>Park Avenue Phase II (Capital Project)</i>	Installation of turf and grandstands at Park Avenue.	Turf and grandstands installed. Budgeted for 2027.	Budgeted for 2027.	





Quality of Life

Efforts	Description	Success Threshold	Timeline	Status
<i>Quaker Property (Capital Project)</i>	Concept plan for the 12-acre parcel of land between King School and Beagle Drive. Working with the State and Port Authority on partnering through the project.	Creation of concept plan. Budgeted for 2024.	Budgeted for 2024.	
<i>Simmons Park Paving (Capital Project)</i>	Look at new layout for Simmons Park in order to fit additional spaces and pave the lot.	Creation of new layout. Budgeted for 2026.	Budgeted for 2026.	
<i>Simmons Park Trail (Capital Project)</i>	Installation of walking trails through the park and upper hillside.	Creation of walking trails. Budgeted for future date.	Budgeted for future date. Grant awards announced in Q1.	DCNR Grant Application submitted.



Bethel Park Identity



Bethel Park works towards the creation of a strong community identity through such measures as the establishment of meaningful connections throughout the Municipality, fostering a sense of civic pride, striving for sustainability, and facilitating an appearance for Bethel Park that makes it easily identifiable and gives it character.

Objective: Community Pride

Bethel Park prospers with all community members through fostering pride, involvement and sharing of accomplishments.

Efforts	Description	Success Threshold	Timeline	Status
Groundbreaking/ Ribbon Cutting Ceremonies	Public relations events held to celebrate key projects. Local area residents will be invited to attend and learn more about the respective projects.	Host events for each key project and make project information available to residents.		



Bethel Park Identity

Objective: Community Partnerships

Bethel Park succeeds through the development and support of strong, lasting partnerships with community stakeholders.

Efforts	Description	Success Threshold	Timeline	Status
<i>Outreach Teen and Family Services</i>	The Municipality partners with Outreach Teen and Family Services and will be providing two grants of \$10,000 (<i>General Fund grant and ARPA funds grant</i>) for a total of \$20,000 to support mental health and wellness resources for children and families in the community. This partnership is done jointly with the Bethel Park School District.	Sustainable coverage for outreach to provide effective services.		
<i>Bethel Park Library</i>	Through this partnership, the Bethel Park Library is a direct beneficiary of taxpayer dollars through Municipality subsidization. The partnership works to provide exceptional services, classes and reading materials for all ages.	Continued coverage and support of the Bethel Park Library.		
<i>Bethel Park Volunteer Fire Company</i>	.34 of the 2.78 millage rate for the Municipality goes to fund the Bethel Park Volunteer Fire Company allowing them to remain an active and effective force while being 100% volunteer-run.	Maintain the .34 millage rate for BPVFC to enable an effective force in promoting Bethel Park safety.		
<i>Bethel Park Historical Society</i>	The Municipality partners with the Bethel Park Historical Society to support their mission to research and preserve Bethel Park's history.	Continued support and cooperation with the Historical Society to preserve and restore community history.		
<i>Community Foundation</i>	The Municipality partners with the Community Foundation to jointly work towards the promotion of local philanthropy within Bethel Park.	Continued cooperation with the Community Foundation for the well-being of the community.		





Bethel Park Identity

Efforts	Description	Success Threshold	Timeline	Status
<i>Bethel Park School District</i>	The Municipality partners with BPSD to ensure both Municipality and School District vision and goals align to promote a high standard of living in Bethel Park.	Continued cooperation with BPSD to ensure visions and goals align.		
<i>Veterans Memorial Committee</i>	The Municipality partners with the Veterans Memorial Committee for the Bethel Park Veterans Memorial and to assist the Committee with the Memorial Day Ceremony.	Continued collaboration with the Veterans Memorial Committee to honor those who have served our country.		
<i>Partnership Expansion</i>	Bethel Park is actively working to grow its existing partnerships while also seeking new opportunities for collaboration.	Continuing to facilitate growth in current partnerships while working to establish new ones.		
<i>South Hills Interfaith Movement (SHIM)</i>	Interfaith movement whose mission is to “mobilize community resources and implement sustainable programs to help [SHIM] neighbors meet basic needs, achieve self-sufficiency and build community.”	Continued collaboration with SHIM and facilitating growth between organizations.		
<i>Meals on Wheels</i>	Organization whose mission is to “provide an alternative to institutionalization, through good nutrition, enabling the elderly and/or disabled to remain in their homes with independence and dignity.”	Continued collaboration with Meals on Wheels for the well-being of Bethel Park residents.		
<i>American Red Cross</i>	Partnership with ARC to hold blood drives within the Municipal Council Chambers.	Continued hosting of blood drives.		
<i>Vitalant</i>	Nonprofit organization that collects blood from volunteer donors to provide blood to those in need.	Continued partnership with Vitalant for blood donations.		





Bethel Park Identity

Objective: Community Participation / Events

The Municipality strives to create opportunities to come together as a community that includes all Bethel Park residents.

Efforts	Description	Success Threshold	Timeline	Status
<i>No Cook Tuesdays</i>	Local Vendors at the Community Center providing a variety of food each Tuesday while the event lasts.	High resident and vendor participation.		
<i>Farmers Market</i>	Market running each Tuesday from 3-7 p.m. that offers a variety of locally grown or produced products while products are available. The Farmers' Market is partially sponsored by the Bethel Park Community Foundation and is done in partnership with Allegheny County.	Voted in the top three Farmers' Markets in Pittsburgh.		
<i>Bethel Park Kindness Project</i>	Integrated into the Park and Play Series, this highlights outstanding community members who make a positive impact. Consists of various events and projects meant to bring the community together. Examples include the Sidewalk Chalk Competition and Social Media Recognition Posts.	Resident participation in events hosted by the Kindness Project.		
Efforts	Description	Success Threshold	Timeline	Status
<i>Community Day</i>	An event made to bring the community together and support Bethel Park students in school and athletic activities. The day begins with the Community Day Parade and is followed by a day of games, fundraisers, information, refreshments, and more.	Completion of advertising and hosting of Community Day.		
<i>Summer Spectacular</i>	Summer event that consists of vendors, food trucks and a firework show.	Completion of advertising and hosting of Summer Spectacular.		





Bethel Park Identity

Efforts	Description	Success Threshold	Timeline	Status
<i>Park and Play Events</i>	A free series of events held in neighborhood parks throughout Bethel Park. These are held monthly from May to September.	All Park and Play events hosted and completed annually.		
<i>Halloween Events</i>	Halloween events comprised of the Annual Halloween Decorating Contest and trick-or-treating on Halloween evening from 6-8 p.m.	All Halloween events hosted and completed annually.		
<i>Memorial Day</i>	Memorial Day celebration comprised of three events: a ceremony held at the Bethel Park Veterans Memorial, a Memorial Day Parade and a service held at Bethel Park Cemetery.	All Memorial Day events hosted and completed annually.		
<i>Light Up Night</i>	Event kicks off the holiday season with the annual Tree Lighting Ceremony. Refreshments will be provided, and Santa Claus will make an appearance.	Annual completion of Bethel Park's Tree Lighting Ceremony.		
<i>90+ Club Luncheon</i>	In celebration of the lives of Bethel Park residents, an annual luncheon is hosted by the Mayor for residents in the 90+ Club.	Annual hosting of the 90+ Club Luncheon for Bethel Park residents in the club.		
<i>Day of Healing</i>	A day designated for reflection and healing from those we have lost. It is a Community Support Day to grieve, heal, and celebrate life. The event includes guest speakers, crafts and activities to promote mindfulness.	Host the Day of Healing to promote community togetherness, mindfulness and healing.		



Bethel Park Identity

Objective: Sustainability

Bethel Park implements policies and best practices to foster a community that conserves resources and strives for innovation.

Efforts	Description	Success Threshold	Timeline	Status
<i>Shade Tree Commission</i>	Advisory capacity over all trees on public property or in the public right-of-way. The Commission also determines the needs associated with Municipal tree planting, maintenance and removal and keeps an inventory of all public trees, regulates tree protection, preservation, and tree replacement specifications.	Continued operation of the Shade Tree Commission. Offer Tree Tender program to various municipal employees and host of Tree Tender program for employees and residents.	Ongoing	Planted 19 trees at Miner's Memorial Park in October 2022.
<i>Sustainable Pennsylvania Certification</i>	Recognition from Sustainable Pennsylvania for sustainable Bethel Park policy and practices that promote community prosperity. Certification has been updated with stricter criteria, with Gold now requiring 43% of points and Platinum requiring 55%.	Achievement of Gold or Platinum status.	Q3	Gold Certification. In process of applying under stricter, updated certification criteria.
<i>Recycling Events</i>	Hosting events in the community that will provide residents an opportunity to turn over hard to recycle items.	Advertisement and hosting of recycling events for residents.		
<i>Keep Bethel Park Green</i>	Support and expand the activities of the Shade Tree Commission.	Create partnerships with conservancies and park agencies.		
<i>Tree City USA</i>	Shade Tree Commission to begin application process with Tree City USA to become a member. Tree City USA is an organization that supports the maintenance and growth of tree cover, providing numerous benefits to participating communities.	Registered as a Tree City USA member.	Q2	Waiting for review of Tree City USA Application.
<i>Recycling Grants</i>	Annual application for grants to implement further sustainability and recycling measures within the Municipality.	Utilize recycling grants to improve sustainability within Bethel Park.	Ongoing	Preparing recycling tracking application for 2023.



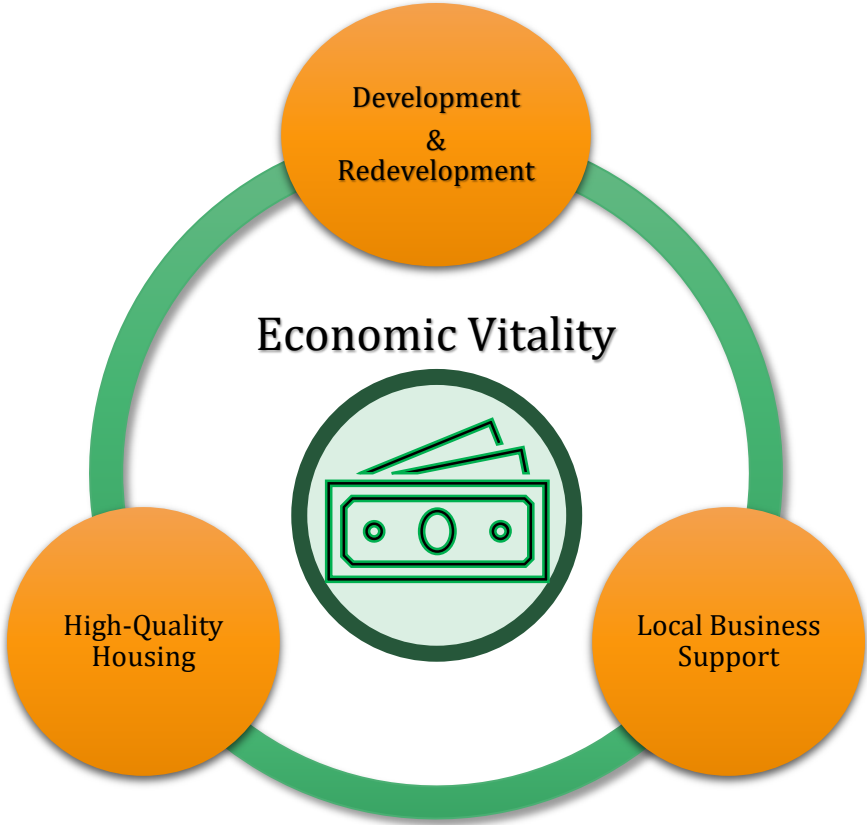
Bethel Park Identity

Objective: Bethel Park Appearance

Bethel Park works towards cultivating a sense of pride, ownership and identity through promoting an appealing and distinguishable "Bethel Park look."

Efforts	Description	Success Threshold	Timeline	Status
<i>Website Replacement (Capital Project)</i>	Staff will move to the new BethelParkPA.Gov domain as part of our Identity Projects. The current Municipal website has significant performance limitations while also being costly to maintain. The project will consolidate the Farmers' Market and Municipal websites onto a single platform while maintaining separate domains and reduce running costs.	Replace the current Municipal and Farmers' Market website, move to a new host and establish a more user-friendly system. Moving to the new BethelParkPA.gov domain.	Q1 – Q4	
<i>Social Media</i>	Promotion of Municipal social media accounts <i>d</i> to facilitate clear communication for residents regarding Municipality news.	Continued promotion and use of Municipal social media accounts.		

Economic Vitality



The Municipality works to cultivate a resilient and diverse economy. By facilitating redevelopment and looking for opportunities to promote local businesses, Bethel Park is creating a robust business environment alongside healthy neighborhoods.

Objective: Development & Redevelopment

Bethel Park is fostering a healthy environment for development and redevelopment while defining its processes to empower the Municipality and residents.

Efforts	Description	Success Threshold	Timeline	Status
<i>Economic Development Authority</i>	Authority established with the purpose of promoting economic welfare of businesses and residents within the Municipality of Bethel Park.	Establish Steering Committee for formation of the Economic Development Authority.		
<i>Ecode – Ordinance Updates</i>	Continued updates to Municipal Code to ensure ordinances remain relevant and promote the wellbeing of residents and businesses.	Continuing to update ordinances.		

Economic Vitality

Objective: Local Business Support

Bethel Park works to support its local businesses in an equitable manner through various partnerships, promotions, visibility, and events.

Efforts	Description	Success Threshold	Timeline	Status
<i>Peters Township Chamber of Commerce</i>	Collaboration with Peters Township Chamber of Commerce to pool resources and assist businesses and residents, conducting events and promotions in the community.	Joint promotion of local businesses and events.		
<i>Bethel Park/Castle Shannon/South Park Chamber of Commerce</i>	Collaboration with the BP/CS/SP Chamber of Commerce to pool resources and assist businesses and residents conducting events and promotions in the community.	Joint promotion of local businesses and events.		
<i>Local Business Profile</i>	Program that highlights local businesses, their background, services, and their contact information. The information is posted to the website on a designated Business Blog and posted on Facebook as well.	Local business exposure on the Bethel Park website blog and Facebook.		
<i>Bethel Park Spring Makeover Challenge</i>	Spring program sponsored by the Bethel Park Kindness Project to support local businesses. Residents take before and after pictures of decorations and improvements to the outside of their homes and submit them for entry to a prize raffle.	Resident participation and exposure for local businesses participating in the challenge.		

Economic Vitality

Objective: High-Quality Housing

Bethel Park promotes attractive and desirable residential and commercial buildings for both current and future residents and business owners, combating blight through education and policy.

Efforts	Description	Success Threshold	Timeline	Status
<i>Realtor Luncheon</i>	Luncheon held to provide information to real estate agents on Bethel Park's services, amenities, its community, and educational opportunities so they may pass it on to their clients.	Realtor Luncheon held and information distributed to real estate agents.		
<i>Code Enforcement Training</i>	Various trainings for Bethel Park Code Enforcement Officers to ensure knowledge is up to date so they may educate residents on code related matters.	Continuation of code training to maintain knowledgeable staff.		

Municipal Excellence



Municipal Excellence is establishing our “Bethel Way” of doing things. This means that the Municipality is always seeking new ways to improve its operations, communications and accountability. By always looking to innovate, the Municipality is ensuring that its residents are receiving a great value for their tax dollars, and that these innovations will work to improve the entire Bethel Park community.

Objective: Effective Communication

The Municipality continuously researches new innovative methods to improve its communication and strives to keep residents informed.

Efforts	Description	Success Threshold	Timeline	Status
<i>State of the Municipality</i>	Presentation by the Mayor to residents over the past year.	State of the Municipality presentation held.		
<i>Month in Review</i>	Manager report to Council at Regular Council meetings to discuss what is happening in Bethel Park along with internal statistics.	Continued monthly presentations.		
<i>Quarterly Strategic Plan Review</i>	Quarterly review of Capital Projects at Regular Council Meetings.	Successfully hold presentation every quarter.		

Municipal Excellence

Efforts	Description	Success Threshold	Timeline	Status
<i>Coffee and Conversation</i>	Recurring series of casual-setting events held quarterly to update the community on what is going on in Bethel Park.	Continued hosting of Coffee and Conversation events.		
<i>Social Media & Website</i>	Promotion of the Municipal website and social media, along with utilizing the website as a launching point to reach social media and other means of communication to residents.	Continued improvement of social media and website to facilitate and improve communications between the Municipality and residents.		

Objective: Organizational Effectiveness and Accountability

The Municipality fosters a sense of pride and ownership over projects. It continually works to define its processes and look for new avenues to improve internal operations, while also developing innovative systems which allow for greater sharing and information dispersion.

Efforts	Description	Success Threshold	Timeline	Status
<i>Data Archiving (Capital Project)</i>	Digitize physical document archives for storage in the cloud. This project reduces storage needs and alleviates the physical space burden of storing old documents. It will allow for rapid access to locate documents when the need arrives.	Multi-year project. Continue to progress in document digitization and archiving.	Ongoing	
<i>Service Desk Software (Capital Project)</i>	New solution would maintain inventory tracking of hardware, expirations of warranties, employee self-service for common issues, etc.	Replace our current free service desk software with a more robust solution.	Q2 – Q3	
<i>48TB Network Storage (Capital Project)</i>	Intended to consolidate all smaller network storage devices.	Consolidation of all network storage devices to 48TB Network Storage.	Q1	Waiting for funding.
<i>Police BEAST Evidence Server (Capital Project)</i>	Evidence server data migration away from Dell VRTX. The BEAST platform will run in Azure. This is needed to move the BEAST platform away from the antiquated Dell VRTX.	Move the BEAST Evidence Server to Azure.	Q1	Waiting for funding.



Municipal Excellence

Efforts	Description	Success Threshold	Timeline	Status
<i>Police WatchGuard Car Camera (Capital Project)</i>	Car Camera database migration away from the existing VRTX.	Move WatchGuard Server away to new physical hardware.	Q2	Waiting for funding.
<i>GIS Project (Capital Project)</i>	GIS upgrade to provide better efficiency in GIS operations (<i>sanitary, storm, and roads</i>) and security for Municipal staff. Additional models can be added at a later date.	Start GIS project, sanitary, storm, roads, and additional models later.	Q3	Waiting for funding.
<i>Intune Image Deployment & Management (Capital Project)</i>	Multi-tiered project setting up the infrastructure in Office 365 that develops, tailors and deploys computing device images, as well as improving the management of Apple devices.	Completion of infrastructure setup.	Q3	Waiting for funding.
<i>Public Works Camera PC (Capital Project)</i>	New Public Works Camera PC for viewing multiple camera feeds. Includes additional large monitors, cabling and monitor mounting.	Installation of new Public Works Camera PC.	Q3	Waiting for funding.
<i>Annual Workstation Upgrade (Capital Project)</i>	This is an annual function to upgrade changing technology through a maintenance rotation schedule.	Continuation of workstation upgrades.	Ongoing	Underway for 2022.
<i>2024 Firewall Replacement (Capital Project)</i>	Replacing four End of Life Security Firewalls. Two in the Municipal Building, one in the Community Center, and one in the Public Works building. These firewalls will reach end-of-life in Q1 2025.	Firewall Replacement complete. Budgeted for 2024.	Q4	
<i>Recreation Software (Capital Project)</i>	Replace RecPro with new recreation software. The new software would be an upgrade, as RecPro has not been updated in 2.5 years. The newer software will be more user friendly and less time consuming.	Replacing RecPro with new recreation software.	Q2 – Q4	
<i>Internship Program</i>	Hosting interns and providing them meaningful projects to enhance their experience along with making a lasting impact for the Municipality.	Continue to host interns and provide them with a meaningful experience.	Q2 – Q3	





Municipal Excellence

Efforts	Description	Success Threshold	Timeline	Status
<i>Solid State Hard Drive Replacement</i>	Provide solid state hard drives for Municipal computers to improve performance.	Completion of hard drive replacements with SSDs.	Q1 – Q4	Pending funding.
<i>Software</i>	Updates to Municipal software as needed to stay up to date.	Continued updates to Municipal Software.		
<i>Job Description Updates</i>	Actively working to update job descriptions as necessary to not only give candidates and employees a clear view of a position, but to redefine roles and provide an understanding of how and why a job function is changing.	Updating job descriptions as necessary.	Ongoing	
<i>Training and Development Tracking</i>	In an ongoing effort to support key organization priorities such as attracting and retaining talent, developing people capabilities, motivating and engaging employees, and creating a values-based culture, the Municipality works towards creating more opportunities for training and development.	Continued facilitation and creation of more opportunities for training and development.	Ongoing	

Objective: Fiscal Stewardship

The Municipality strives to be a good steward of taxpayer dollars and provide residents transparency on Municipal finances, budgeting and significant projects.

Efforts	Description	Success Threshold	Timeline	Status
<i>GFOA Certificate of Achievement for Excellence in Financial Reporting</i>	Awarded to government units who publish an easily readable and efficiently organized Comprehensive Annual Financial Report, whose contents conform to program standards. Must satisfy both accounting principles and applicable legal requirements.	Receive GFOA Distinguished Budget Award.	Ongoing	
<i>GFOA Distinguished Budget Presentation Award</i>	The Distinguished Budget Award encourages state and local governments to prepare and produce high quality budget documents.	Reviewing process and working towards criteria for future.		

