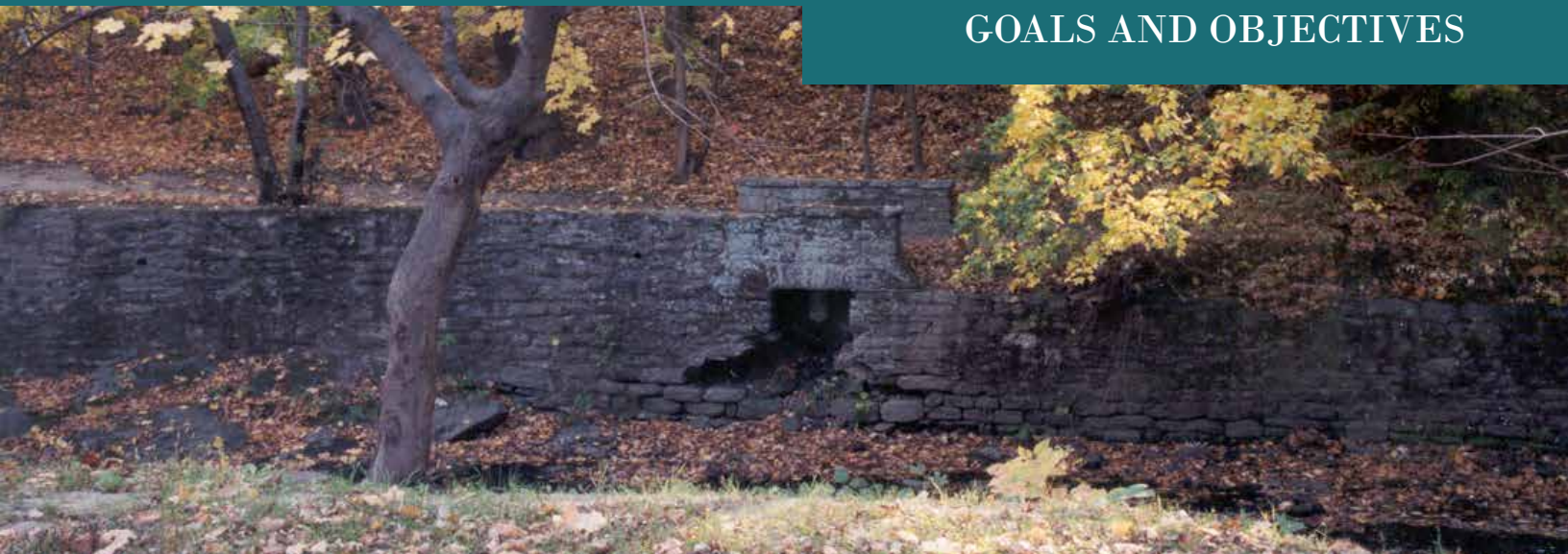# GOALS AND OBJECTIVES

After much discussion and analysis of existing community conditions, and a group visioning process, the Sustainable Cheltenham Committee drafted the following ten community-wide sustainability goals and objectives.

GOALS are broad and encompassing, providing a vision for the community to uphold as it moves ahead into the future.

OBJECTIVES are a refining of the goals that are more detail-oriented and specific.

These goals and objectives can be used by any organization, institution or individual in the Township to promote sustainability.

Community Engagement

Engage and educate all Cheltenham residents and stakeholders to unite behind a shared set of goals to build a sustainable future.

OBJECTIVES:

1. Engage and educate residents on what they can do to live sustainably.
2. Provide incentives to residents, businesses, and institutions to make sustainable changes and choices.
3. Integrate sustainability into schools' curriculum and practices.
4. More citizen involvement in all Township meetings and planning.
5. Align rules, regulations, policies, and incentive programs to support all of the community sustainability goals outlined herein.

6. Support the creation or continued existence of a Cheltenham Sustainability Implementation Organization that will promote the sustainability goals and holistically work toward their implementation.
7. Leverage the energy and commitment of the faculty, staff and students of the area's colleges, specifically including Arcadia University.

Energy

Maximize energy efficiency, minimize energy demand and emissions, and shift all community electricity consumption to renewably-sourced energy generated within the Township and the region.

OBJECTIVES:

1. Maximize energy efficiency and conservation.
2. Become energy producers rather than energy users.
3. Shift all energy use away from non-renewable and unsustainable sources (coal, natural gas, petroleum, nuclear, ethanol, etc.) to renewable sources (solar PV, geothermal, solar thermal, wind, etc).
4. Promote locally-sourced energy preferably generated on-site / within the Township.
5. Minimize greenhouse gas emissions; offset emissions with sequestration and other scientifically proven methods.
6. Reduce "heat island" effect by changing roof and paved area composition.
7. Township government can be a leader in the region

and provide incentives to residents, businesses and property owners.

Mobility

Minimize vehicular travel and emissions, increase use of alternative modes of transportation, and make it desirable, safe, and convenient to walk and bike throughout the Township and connect to the region.

OBJECTIVES:

1. Minimize vehicle miles traveled and associated emissions.
2. Integrate green spaces and bike and pedestrian pathways into fabric of community and as part of transportation system.
3. Increase use of public transportation.
4. Increase variety of modes of transportation used in the Township.
5. Pursue transportation strategies that support the energy objectives outlined in the Energy Goals section above.

Waste Reduction

Minimize solid and hazardous waste disposal, and maximize the re-use of waste products as a resource.

OBJECTIVES:

1. Minimize waste from households, schools, businesses, etc. & maximize recycling & re-use.
2. Safely recycle hazardous waste (batteries, electronics, chemicals, etc.).
3. Promote community-wide resource sharing and re-use (up-cycling, "free sales," tool-sharing, co-ops, bartering, etc.).
4. Increase composting at home and throughout the community.
5. Promote "green" purchasing practices, including bulk purchasing of green products and purchasing products/services created within the community.

Sustainable Development

Promote building, land use, site development, and landscaping that respects the natural environment and maximizes clean and efficient use of resources, and ensure that all permitting, codes, and regulations support the community's sustainability goals.

OBJECTIVES:

1. Promote energy-efficient, renewable, and clean construction (both new construction and remodeling) with financial and policy incentives.
2. Ensure that new development is compatible with and strengthens existing neighborhoods, infrastructure, and tax-base.
3. Align Township land use codes and policies with sustainability goals.
4. Encourage "low-impact-development" practices that are designed to have minimal environmental impacts.
5. Promote walkable and transit-oriented development.

Ecological Stewardship

Protect and improve the overall health and ecological diversity of the Township's habitats, waterways, and soils, both on public and private lands.

OBJECTIVES:

1. Ensure clean and healthy indoor and outdoor air quality.
2. Plant native species and remove invasive species.
3. Research and reduce use of harmful chemicals, fertilizers, and pesticides indoors and out and implement the use of healthy alternatives.
4. Promote best gardening practices for food, beauty, and ecosystem enhancement.
5. Increase tree cover and improve the care and maintenance of trees.

Water Management

Minimize stormwater hazards, reduce wastewater flows, increase natural absorption of rainwater, and maximize the utility of rainwater as a resource.

OBJECTIVES:

1. Promote the reuse of rainwater through the use of rain barrels, etc.

2. Reduce impervious areas and increase support for porous pavement and other stormwater best management practices.

3. Conserve water resources (low-flow toilets, washing machines, dish washing, etc.).

4. Re-establish and preserve floodplains, wetlands, riparian plantings and other natural ways to manage stormwater.

5. Ensure clean and healthy streams within the Township and throughout the region.

Local Economy

Encourage and support local and regional agriculture, artisans, businesses, institutions, and industry by strengthening connections to, and markets for, local goods and services.

OBJECTIVES:

1. "Shop Local" as a way of life.

2. Attract and maintain local businesses, for tax revenue, jobs, and goods close to home.

3. Award achievement for businesses' sustainability efforts.

4. Walkable grocery stores / food outlets, health services, and other essential goods in every neighborhood.

5. Promote local goods and services, including locally-grown food, local contractors and other service providers, and local artisans.

Healthy Living For All

Promote healthy living in Cheltenham through equitable, affordable, and safe access to information, education, recreation, natural areas, car-free transportation, fresh local foods, health care services, clean air, and clean water.

OBJECTIVES:

1. Promote convenient, affordable access to wellness practices and medical care for all.

2. Ensure clean air and water.

3. Facilitate access to fresh and healthy foods through home-growing, farmers' markets, schools, and community gardens.

4. Enable and encourage residents, especially children, to walk and bike to schools, parks and libraries.

5. Provide safe access to green spaces for everyone – kids, adults, athletes, walkers, dogs and bikers that promote physical activity, connectivity throughout the Township and build a sense of community.

Monitoring

Track and report the progress of measurable implementation strategies; re-evaluate and update goals and targets as needed.

OBJECTIVES:

1. Develop an implementation process.

2. Develop action items that work to achieve each goal and objective.

3. Establish baseline measurements related to the goals and objectives.

4. Track progress towards the achievement of the goals and objectives.

5. Re-evaluate and update goals and objectives in 2020.