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- Town government leads by example through improving energy efficiency and reducing greenhouse gas emissions in its operations and by actively promoting its own sustainability successes and informing residents of available resources to become more sustainable at home and work
 - Foster a prosperous business environment for both local and new businesses focused on delivering products and services that meet the current and future needs of Bethlehem and the region
 - Enhance Bethlehem's character to incorporate more mixed use options creating a live, work play environment
 - Support a safe and accessible network of bicycle and pedestrian infrastructure that is well maintained, and extensively utilized for commuting, recreation, and daily trips
 - Conserve open space and protect natural areas through effective land use policies
 - Provide diverse, affordable, and energy efficient housing options