

WISCONSIN SALT WISE

# 2023 Annual Report



Presented to *Fund for Lake Michigan*

Presented by *Allison Madison*





# TABLE OF CONTENTS

Introduction	3
Statewide Reach	4
Agency Trainings	5
Course Eval	6
Legislation	7
WisDOT Tech Talk	8
City of Milwaukee	9
City of Madison	10
Public Outreach	11-12
Salt Wise Webinars	13
Outreach Attendees	14
Media Reach	15-18

# INTRODUCTION

2023 has been a whirlwind. We kicked off the “Fall” training season with a Smart Salting Workshop and Open House at UW-Eau Claire on August 24. December 6, we wrapped it up by co-facilitating the Wisconsin DOT Tech Talk in Fond du Lac. In total, we led **ten Smart Salting Workshops, eight Equipment Open Houses, and nine individual agency trainings.**

Developing curriculum and **teaching the Smart Salting workshops in-house and with Salt Wise partners** was a major accomplishment in 2023. It’s incredibly rewarding when veteran operators - who’ve been plowing for 20, 30, even 40 years - say **“this is fun”** and **“you’re really good at your job.”** In 2024, we will continue transitioning Salt Wise trainings to a more audience-focused workshop format with large and small-group discussion and a focus on empowering participants to be change agents.

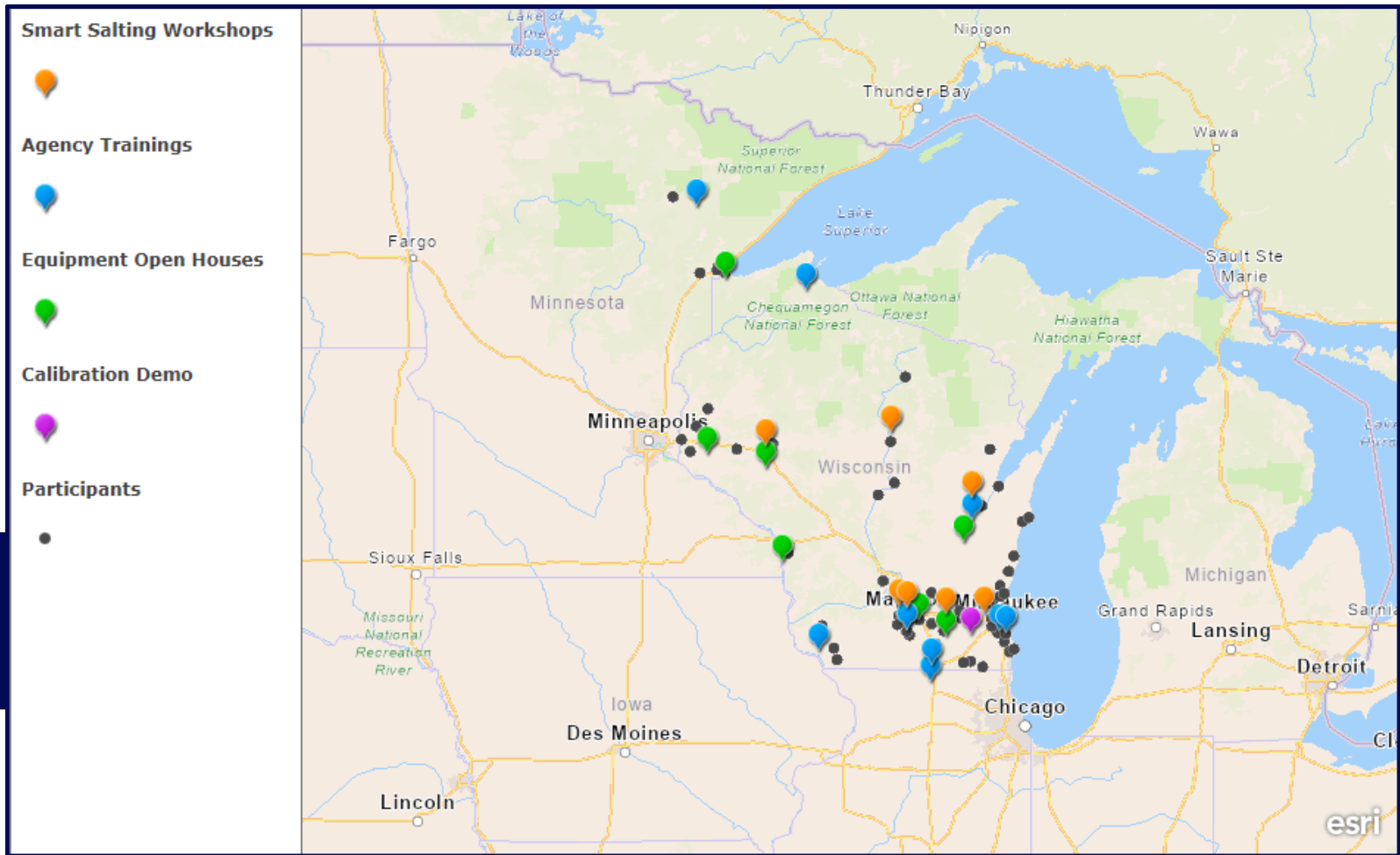
Media attention this year was stellar from a January interview on **PBS Wisconsin “Here and Now”** to a December interview on **Charlie Berens’ Cripescast** (Episode 181, would recommend). Other media highlights include the episode **“Being Salt Wise with Water Softeners” on Building Wisconsin TV**, the airing of two PSAs we developed with the City of Milwaukee’s DPW: **“Keep Milwaukee Moving”** and **“Salt Wise Winter Prep List,”** two Fox TV segments profiling our work with the City of Milwaukee and salt pollution in local waterways, **“Public Works in Private,”** an article in the Snow and Ice Management Association’s magazine **Snow Business (February 2023)**, a Snow and Ice Management Association’s Snow Talk podcast **(Episode 8: Salt Applicator Liability, November 2023)**, and coverage of our collaboration with the City of Madison on a Snowplow Naming Contest in January/February and the roll-out of trading cards for the named plows in November.

Thank you for believing in this work from the beginning and supporting the program as we develop a sustainable foundation.

Allison Madison

# STATEWIDE REACH

1383 Industry Professionals



\*Two virtual workshops



**Ten**  
workshops



**Nine**  
agency trainings



**Eight**  
open houses

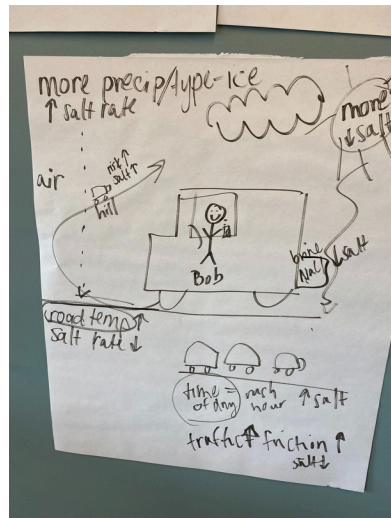
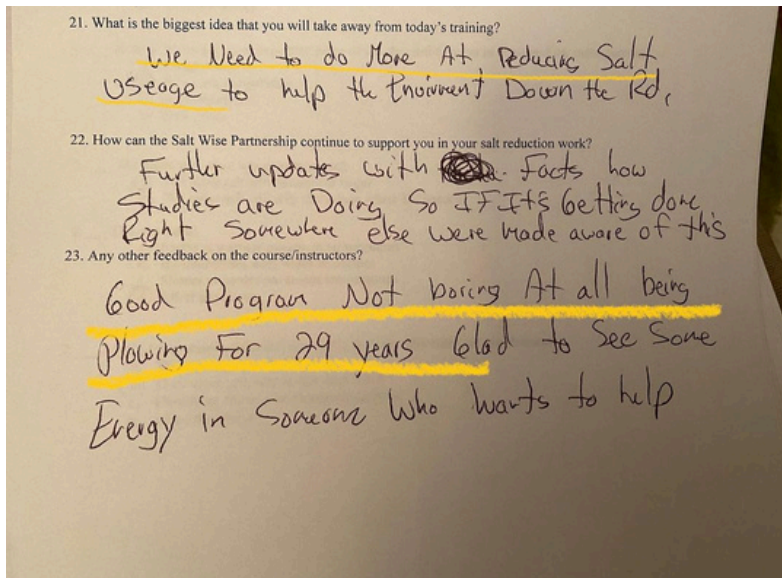


**One**  
calibration demo



# AGENCY TRAININGS

Wauwatosa, Dane County, Beloit, Milwaukee, Outagamie County, St. Croix County, Grant County, Bayfield County, Janesville





# COURSE EVAL

## Smart Salting Workshop, Madison

21. What is the biggest idea that you will take away from today's training?

Calibrating equipment & using brine are high impact adaptations to reduce salt use.

22. What do you see as the primary barrier to adopting smart salting practices?

Existing fleets are costly to replace & people don't always feel empowered to change their practices in a large organization.

23. How could you start working around that barrier?/Who has the resources/connections to support you?

Pass on knowledge about harms & benefits & look for incremental improvements.

Please share any additional feedback that could help us improve this course in the future. (We're always looking to improve so constructive feedback is really appreciated.)

You're a fantastic teacher. Thanks so much for this engaging class, & for getting into the chemistry of everything!



# LEGISLATION

## **Senate Bill 52/Assembly Bill 61**

Limited Liability bill to support trained winter maintenance professionals in the use of best practices. Introduced; voted out of committee in both houses.



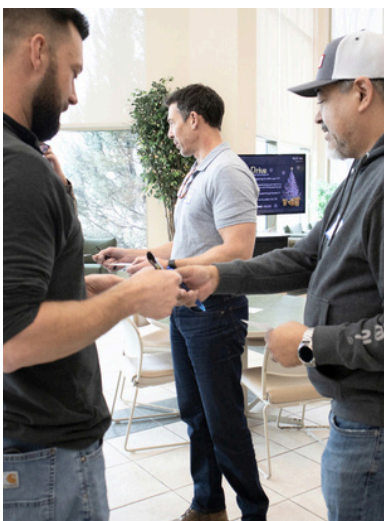
March 15  
testimonies to  
Senate and  
Assembly  
Committees.  
Conversations with  
over 30 legislative  
offices.



# WISDOT TECH TALK

Fond du Lac, December 2023

1 day, 100 Wisconsin Practitioners



We designed and facilitated the WisDOT Winter Tech Talk to be a space for County Highway staff to share successes, ask questions, and get support from one another.

# CITY OF MILWAUKEE

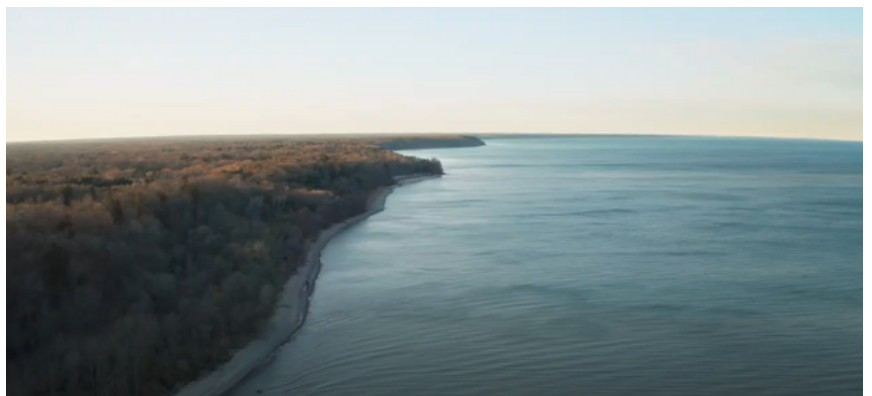
## Road Salt Education Project

Our work with the City of Milwaukee has been three-pronged: training operators, educating the public, and briefing elected officials.

Operator Training included the facilitation of a Winter 2022-23 season debrief with patrol supervisors and managers in May and two operator trainings in November.

Our PSAs “Keep Milwaukee Moving” (pictured at right) and “Salt Wise Winter Checklist” are airing this fall and winter on Fox TV and streaming services.

A presentation to the City of Milwaukee Public Works Committee generated rich conversation and media attention.



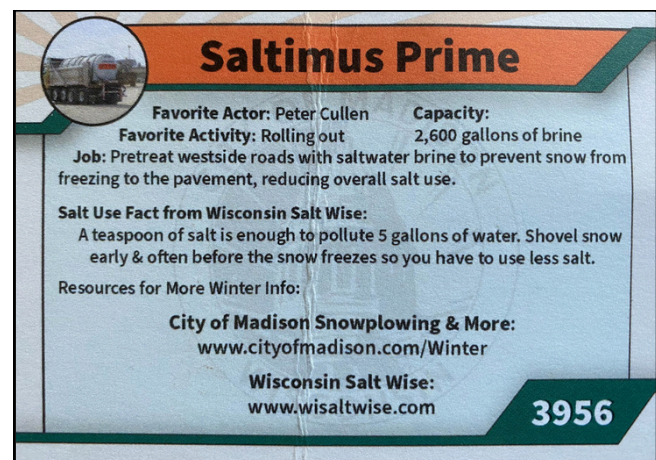


# CITY OF MADISON

## Snowplow Naming and Trading Cards



We collaborated with the City of Madison Streets and Engineering Departments to run a snowplow naming contest early in the year. In November, we released trading cards for each of the named plows. Each card is rich with puns and Salt Wise facts that educate everyone 9-99.





# PUBLIC OUTREACH

Monitoring, Signage, Media, Events



We partnered with UW-Arboretum, Friends groups, and UW-Madison Badger Volunteers to engage residents and businesses in impaired watersheds.

# PUBLIC OUTREACH

Continued



# SALT WISE WEBINARS

January: **WI Salt Awareness Week**

February: **Demystifying Deicers**

Stacey Balsley, Reinders, Inc.

March: **Granular & Liquid Deicer Calibration**

Bryan Pickworth, City of Farmington Hills, Michigan

April: **Green SnowPro: Liability Protection in New Hampshire**

Aubrey, Ted, Steve, New Hampshire Dept. of Env. Services

May: **Smart Salting: Reviewing the Basics**

Matt Wittum, Town of Linn

June: **The Why and How of Liquids**

Jordan Smith, VSI

July: **Chloride Impact Study**

Laura Herrick, Southeastern Wisconsin Regional Planning Commission

August: **Milwaukee Riverkeeper: Keeping Freshwater Fresh**

Cheryl Nenn, Milwaukee Riverkeeper

September: **Behind the Scenes of a Chloride TMDL**

Stephen McCracken and Hanna Miller, The Conservation Foundation

October: **Salt Wise Stories – UW-Whitewater**

Joe Post, UW-Whitewater

November: **Smarter Salting in 60 Minutes**

Allison Madison, WI Salt Wise

December: **On the Cutting Edge**

Mark DeVries and Wilf Nixon, American Public Works Association



3660

Webinar  
Views





# OUTREACH SUMMARY

## *Industry Presentations and Event Tabling\**

WI County Highway Association Winter Road School  
Lake Area American Public Works Association  
City of Milwaukee Winter Season Debrief  
WI APWA Spring Conference  
WASBO Facilities Maintenance Conference  
Chicago APWA Winter Road School  
WI APWA Snowplow Rodeo\*  
APWA Western States Snow and Ice Conference  
Michigan LTAP Winter Ops Conference  
Wisconsin Sports Field Managers Association Conference



# 1342

*Outreach  
attendees*

## *Public Presentations and Event Tabling\**

DNR/UW-Extension presentation  
Tip of the Mitt presentation  
Nerd Nite, High Noon Saloon  
WI Sustainable Business Council webinar  
Salt Wise on Tap  
Neenah Sustainability Committee  
Spot Over Salting Pop-up  
USDA Forest Products Lab Seminar  
Frozen Assets Festival\*  
Marquette Univ. Env. and Water Resources Seminar  
WI Association for School Business Officials Conference  
Lake Wingra Stakeholder Roundtables (2)  
WI Society of Science Teachers  
UWSP Lakes Conference  
WI EcoLatinos Earth Day Festival\*  
RPC-MPO Webinar  
Friends of Starkweather Creek board meeting  
Stevens Point Public Works Week  
Master Naturalist presentation  
Marquette Waterfront Festival\*  
ARPC Director Meeting  
Dane County Town's Association Meeting  
Milwaukee City Council Public Works Committee  
Henry Vilas Zoo staff training  
Town and Country Engineering Conference  
City of Middleton Water Resources Committee



# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Here and Now Highlights: Tony Evers and Allison Madison	PBS Wisconsin	January
Radio interview	As Goes Wisconsin	January
Manitowoc providing ‘salt cups’ to prevent over-salting in wintry weather	WLUK	January
This winter don’t be salty, be Salt Wise	City of Monona Newsflash and The Voice of Monona radio	January
Wisconsin organization wants to reduce salt usage	WJFW	January
Keeping freshwater fresh by reducing salt usage	ABC12	January
WI Salt Awareness Week Press Release	Twin Ports Media Outlets	January
“It’s pretty ironic”: Officer who slipped while salting sidewalk brings awareness to winter fall risks	WKOW 27	January
Nathan Loper, City of Appleton and Allison Madison, WI Salt Wise	Focus Fox Valley Radio	January



# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Salt leaving bad taste in Mother Nature's mouth: Research shows high chloride levels in Wisconsin Rivers	WFRV	January
Green Visions: Salt Awareness Week	The North 103.3	January
Salt Awareness Week	WGTD	January
Interview: WI Salt Awareness Week	WBAY ABC2	January
Wisconsin Salt Awareness Week	Kenosha News	January
Wisconsin Salt Awareness Week	Racine County Eye	January
WI Salt Awareness Week: How to reduce salt pollution	CBS58	January
City of Madison hosts Salt Awareness Week	Channel 3000	January
Local organizations bring awareness to salt usage	WTMJ	January
Driveway salt not effective in sub-zero temperatures	ABC9	January
Easy on the salt, water quality experts tell UW-Madison	Wisconsin State Journal	January





# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Salt is ineffective at subzero temperatures	ABC27	January
Using Road Salt has its Drawbacks: Wisconsin Community Leaders seek to improve Wisconsin's water quality	WPR	February
These 3 bills from a bipartisan group of lawmakers seek to improve Wisconsin's water quality	Milwaukee Journal Sentinel	February
Winter Maintenance: Striving for safe roads while reducing environmental damage	AP	January
Wake Up Wisconsin	WKOW	January
Making inroads on road salt reduction	Baraboo News Republic	February
Public Works in Private	Snow Business	February
Road salt pollution negatively affects freshwater environments	Badger Herald	February
Constantly falling sleet, freezing rain could dilute salt's effectiveness on roads	Channel 3000	February
Wisconsin residents name their snow plows in city contest	Fox News	March



# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
WI Eyes Deicer Training to Curb Salt Pollution	WXPR	March
St. Louis County hosts open house for winter road maintenance	Northern News Now	October
New snow maintenance techniques showcased at St. Louis County workshop	WDIO	October
Fox Valley public works departments explore sustainable salting practices ahead of winter	Fox11	October
Sun Prairie Public Works hosts snow removal open house	Sun Prairie Star	October
Sun Prairie crews talk best practices for clearing snow, ice	WMTV	October
Trading cards teach people about Madison's snow removal equipment	Channel 3000	November
Salimus Prime and other Madison snow-clearing vehicles	Wisconsin State Journal	November
Madison to cut salted roads by 50 miles this winter, snow machines get baseball cards	WKOW	November
Milwaukee DPW road salt trending down; what drivers should know	Fox6	November
Hidden costs and impacts of salt use in Wisconsin	Fox6	November



THANKS FOR  
YOUR  
CONTINUED  
SUPPORT!

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