

Background

The Wisconsin Salt Wise Partnership is a coalition of organizations working together to reduce salt pollution in our lakes, streams and drinking water. According to a recent report from Public Health Madison Dane County, nearly 30,000 tons of salt were spread on Madison and Dane Co. roads during the winter of 2016-2017, and that doesn't include what was spread on parking lots, sidewalks and driveways. Wisconsin Salt Wise is encouraging the use of smart salting practices aimed at reducing winter salt use without impacting service or public safety and we need your help!

Outreach Goal

It's easy to see examples of **excessive salt use** on parking lots and sidewalks across Dane County. Many business owners may not realize the toll that so much salt takes on our environment and infrastructure. The purpose of this outreach kit is to give Dane County neighborhood associations, watershed groups and other concerned residents tools to engage and speak with others in their community when they see too much salt being applied. The kit includes guidelines for businesses and individuals that are doing their own salting and for those that hire winter maintenance companies to handle snow and ice removal. The goal is to encourage residents/managers to use the **right amount** of salt.

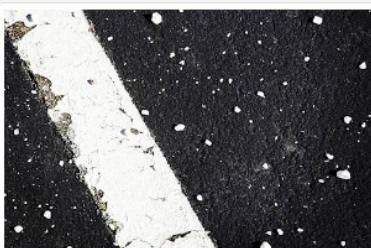
Example Impact of Our Outreach Efforts

A local landscaping and snow removal business was hearing concerns from their customers about oversalting. They sent several employees through the City of Madison's winter salt certification program which resulted in changes in equipment and company practices. These changes resulted in a savings of **3.2 tons** of salt per snow event in winter 2017-2018 and a **savings of approximately \$30,000** over the course of the winter.

How Much Salt is TOO Much Salt?

A good rule of thumb is that a 12 ounce coffee mug full of salt is enough to treat a 20-foot driveway or 10 sidewalk squares. If scattered correctly, the pattern should look like the "correct" image below. If you see excessive oversalting, you can use the tools and information in this kit to facilitate a conversation.

Correct Salt Application



Incorrect Salt Application



Focus on Education and Positive Messaging

Please remember that many people are still unaware that excessive salt is a problem. Our outreach messages should be focused on educating our community in a way that makes them feel open to asking questions and engaging in the conversation. We want to avoid making individuals and businesses feel like they are in trouble or shaming them for their current practices as that will not make them receptive to our message. Instead, focus on educating them using the facts in this outreach kit and making sure they know Wisconsin Salt Wise can support their efforts and help them along the way. Also, make sure to thank businesses when you see them using Salt Wise practices so they recognize their efforts! Use the hashtags **#saltshoutout** and **#wisaltwise** to highlight their efforts on social media.