The text below is an example that you can customize as needed before sending:

*Subject: Concerned about salt use*

I am writing because I was (driving/walking/biking) by (Name of Business) yesterday and noticed a lot of salt on the sidewalk and parking lot. I am concerned because excessive salt use is harming our local environment.

Once you put salt down, it doesn’t go away. It washes into our lakes, rivers, streams and wetlands, putting aquatic life at risk and endangering our freshwater resources. Just one teaspoon of salt pollutes five gallons of water.

Salt is already [showing up at alarming levels](https://www.wisaltwise.com/Overview) in local water resources (surface water and groundwater) and causes economic impacts as well. A 50-pound bag of rock salt causes between $20 and $80 of damage to buildings, bridges and other infrastructure and pollutes 19,200 gallons of water to a level that is toxic to freshwater ecosystems.

The Wisconsin Salt Wise partnership is a coalition of organizations working to reduce salt pollution. You can find a lot of information on their website about how to cut back on salt use while maintaining a safe parking lot and sidewalks for your customers.

If you do your own winter maintenance, there are tips on how to [take action](https://www.wisaltwise.com/Take-Action) right now to protect our water by using less salt. There are also locally-developed [salt application rate guidelines and an application rate calculator](https://www.wisaltwise.com/Tools/Application-Guidelines-Calculator).

If you hire a contractor for your snow and ice removal, please let them know you are concerned about the excessive use of salt on your property and encourage them to participate in an [upcoming Smart Salting Training](https://www.wisaltwise.com/Winter-Salt-Certification). You can also ask them to sweep up the excessive salt.

Thank you so much for your time. It’s up to all of us to protect our critical water resources.

Guidance:

Please CC wisaltwise@gmail.com on your email so we can track which businesses are receiving this outreach message and follow up if needed.

Who to Email?

Who to send the email to depends on the size of the business and what contact info you can find on their website. Here are a few ideas:

* Owner, president’s office, or CEO
* Office of sustainability
* Lead groundskeeper or head of maintenance

Include Photos

If you can, take photos of the site and attach them to the email so they can see a visual of what you are referring to.