WISCONSIN SALT WISE

2024 Annual Report



Presented to Fund for Lake Michigan
Presented by Allison Madison





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INTRODUCTION

2024 has been a year of **deepening partnerships** with industry professionals and **expanding the network** with peers across the country. At core this work is about raising awareness that salt is a pollutant in our freshwater and inspiring action. The more people and organizations that we can collaborate with, the faster these ideas and practices will disseminate.

Wisconsin Salt Wise made the cover of Snow Business (Nov. 2024)! We also assisted with the planning and implementation of the first-ever Midwest Snow and Ice Conference in Pewaukee this fall. Preparations for a repeat event in 2025 are already underway.

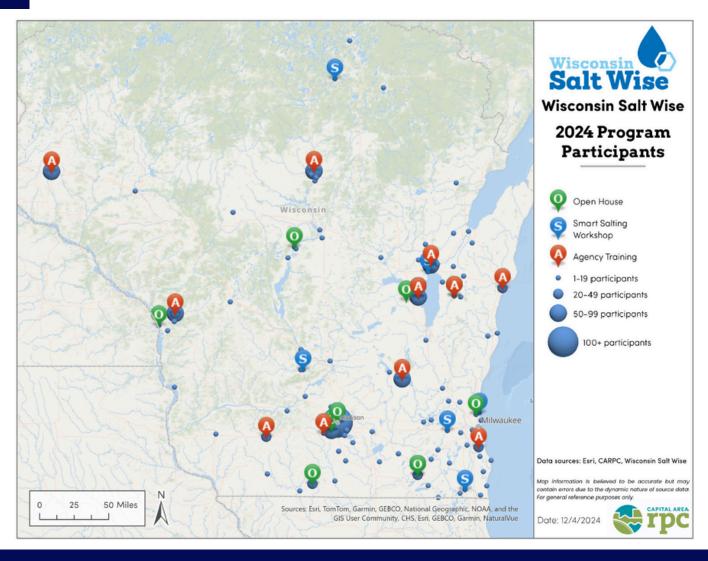
Also, ongoing is planning for Winter Salt Week 2025. We dropped "Wisconsin" from the name of the week in 2024, but learned from out-of-state organizations that it remained a barrier to direct residents to a website with "Wisconsin" in the title. So, this summer we rallied broader investment in the week to support the development of a new website and a plan for the week that will highlight stories from partners across the Midwest and Northeast.

Every year the heart of our work happens during the fall training season when we're on the road connecting with practitioners. We kicked off the season with a Smart Salting Workshop at Nicolet College in Rhinelander on September 12. December 5, we wrapped it up with a final class at Retzer Nature Center in Waukesha. In total, we led ten individual agency trainings, nine Equipment Open Houses, and SIXTEEN smart salting workshops.

Thank you for your critical support!
Allison Madison



SALT WISE EVENTS







Eleven agency trainings



Nine open houses



Sixteen Workshops



WINTER SALT WEEK 2024

The debut of a "national" awareness week



Interest in the mission and vision of Wisconsin Salt Awareness Week continues to grow. In response to growing regional participation, we dropped "Wisconsin" from the event title and encouraged several partners across the upper Midwest and Northeast to help us promote the week's livestreamed webinars.



2,144

Webinar Views



WINTER SALT WEEK 2025

A new website for a growing week.

In preparation for Winter Salt Week 2025, we have been actively growing our network of event partners and allies beyond Wisconsin. We created a new website to better represent the broad coalition of individuals and organizations who are helping to promote and financially contribute towards the ongoing development of the week.





WINTER SALT WEEK 2025

Partners and Allies































WINTER SALT WEEK 2025

DAILY LIVE STREAMS

MONDAY AN EYE ON SALT POLLUTION

JAN

ABBY HILEMAN SALT WATCH COORDINATOR IZAAK WALTON LEAGUE OF AMERICA

TUESDAY DILUTION IS NOT THE SOLUTION

JAN

DR. JESS HUA ASSOCIATE PROFESSOR UW-MADISON FOREST AND WILDLIFE ECOLOGY DEPARTMENT

PUBLIC WORKS PERSPECTIVES

JAN

MUNICIPAL AGENCY STAFF MAINE, MICHIGAN, MINNESOTA, NEW HAMPSHSHIRE, NEW JERSEY, OHIO, PENNSYLVANIA, VA/MD/DC, WISCONSIN

THURSDAY POLICY SOLUTIONS PANEL

TED DIERS

NEW HAMPSHIRE DEPARTMENT OF **ENVIRONMENTAL SERVICES**

CARA HARDESTY OHIO ENVIRONMENTAL PROTECTION

BRYAN GRUIDL CITY OF BLOOMINGTON, MINNESOTA

SALT MONITORING LOOK ONLINE FOR AN EVENT NEAR YOU JAN

LOCAL ACTION DAY



WINTERSALTWEEK.ORG

























OPEN HOUSES

Calumet County, Fitchburg, Green County, La Crosse County, Madison, Walworth County, UW-Oshkosh, and Wisconsin Rapids convened over 200 practitioners and garnered significant media attention (pgs 22-23).









Clockwise from top left: Madison, Walworth County, Wisconsin Rapids, and Green County Not pictured: Calumet County, Fitchburg, and UW-Oshkosh



SALT WISE INSTRUCTION

Public Workshops and Agency Trainings for 550+ industry professionals

We revamped the training curriculum this summer to include new practitioner videos, increase the number of high engagement activities, and stay current with evolving technologies.

We saw a marked increse in demand for Spanish language trainings this season. The assessment is now available in Spanish and three classes received Spanish language accommodations. Further resource development is required for Fall 2025.

Pictured from top: Village of Fox Point Smart Salting Workshop, Jackson Yard Care Workforce Development Program Graduation, La Crosse County Highway Department Safety Day.









COURSE EVALS

Smart Salting Workshops

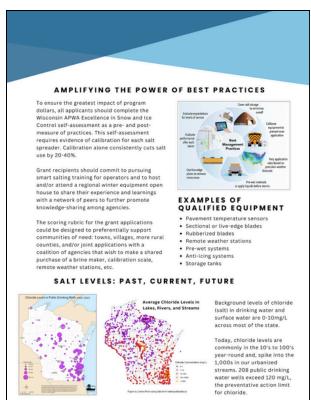


STATEWIDE GRANT PROGRAM PROPOSAL

Post-veto, we pitched another strategy to the Governor's staff: creating a chloride reduction statewide grant program, modeled after the H2Ohio program, that would support municipal investments in smart salting technologies.

Several other states support municipalities with the purchase of equipment or construction of salt storage facilities that will reduce salt pollution into local waterways. Final draft below.







NEW AWARD



The Wisconsin Chapter of the American Public Works Association announced a NEW Chapter award in 2024. The creation of this award was a multi-year process, but one that promises annual dividends. Each year at the APWA Spring Conference, three Wisconsin agencies will be recognized for their leadership in winter maintenance practices. Showcasing the strengths of these programs will inspire others and reinforce the importance of smart salting practices.

WI Salt Wise catalyzed the creation of this award through conversations with APWA Executive Committee and Awards Committee members, draft application and rubric documents, award promotion, judges recruitment, and score summarization with an Awards Committee member who made final recommendations to the Awards Committee chair.

2024 Award Winners:

Town of Linn, Wisconsin Rapids, Walworth County



NEW CONFERENCE

100+ attendees from public agencies and private companies

Waukesha County Technical College Pewaukee, Wisconsin





September 18, 2024

Waukesha County Technical College, Pewaukee, WI sima.org/mwss

REDUCE SALT, SAVE COSTS

SIMA's first Midwest Salt Symposium will help snow removal professionals, grounds managers and municipalities in Wisconsin and nearby states to adopt a more sustainable approach to salt use

- Tools and Tech to Reduce Salt Use
- Changing Climatology and Impact on Winter Management
- Reduce Chlorides and Save Money
- Liquids: Walk Before You Run
- Cost Savings with Calibration







Salt Wise assisted in the design and coordination of the first annual Midwest Snow and Ice Conference focused on accelerating the adoption of best practices in snow and ice control.



TRADE JOURNALS, etc.





Clockwise from top left: The Municipality, League of WI Municipalities; Snow Business, Snow & Ice Management Association; The Reporter, American Public Works Association; Beyond the Pail webinar, Wisconsin Association for School Business Officials



February 2024 » Features » Road salting: The operations and water resources connection

Road salting: The operations and water resources connection

Allison Madison Program Manager Wisconsin Salt Wise Madison, Wisconsin Wisconsin APWA Chapter



Salt enhances leaching of iron, manganese, and other metals from soils and pipes to surface waters.

Downstream of a storm drain, this small Maryland creek has essentially been dyed orange and black.

Road salt helps us keep people safe and commerce flowing on winter roads.

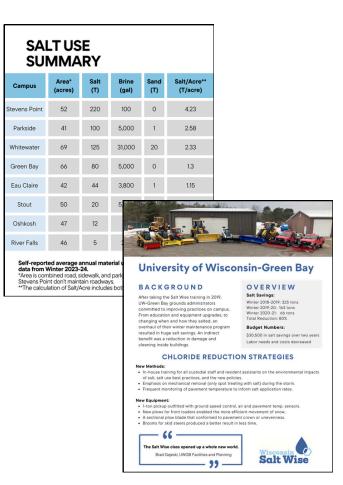
Salt has been cheap and effective, and after we put it down, it just goes away.

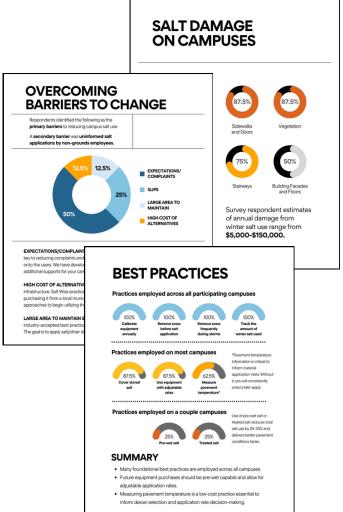
Sounds magical, right? Unfortunately, municipal staff, engineers, biologists, chemists, and the public are growing increasingly aware of the true impacts of salt on our infrastructure, vehicles, soils, groundwater, lakes, and streams.





Eight UW campuses provided comprehensive data on salt usage, snow and ice control practices, the cost of salt damage, barriers to change, etc. Findings were summarized in a 12-page report that was shared with campus facilities staff and campus sustainability staff. Selected pages below.







PUBLIC OUTREACH

Presentations for the Fox Wolf-Watershed Conference, Fox River Summit, Aspirus Hospital Green Team, Madison District 11 Town Hall, Association for the Sciences of Limnology and Oceanography Conference, League of Women Voters, Wood County Master Gardeners and additional outreach activities pictured.









Clockwise from top
left: Wausau
Business Expo, Lake
Wingra Watershed
volunteer outreach,
East Troy HS
science classroom
presentation, Earth
Day Every Day Fair.



SOCIAL MEDIA



Facebook 1.1K followers 29.9K reach

Instagram 596 followers 12.8K reach





YouTube
269 followers
2.7k views
(in addition to Winter Salt Week)



TITLE	MEDIA OUTLET	MONTH
Wisconsin Organization Wants to Reduce Salt Use	WFJW Rhinelander	January
Minnesota Road Salt artwork meant to raise awareness around salt pollution	Milwaukee Journal Sentinel	January
How much salt is too much?	WAOW Wausau	January
Madison to use less salt on roads to protect our water	WORT Madison	January
'It's a toxin. It's a permanent pollutant.': Advocates detail how to reduce salt use this winter	WKOW27 Madison	January
Wisconsin DNR: Cut down on road salt use this winter	Channel 3000 Madison	January
Wisconsin DNR: Cut down on road salt use this winter	Fox 47 Madison	January
Winter Salt Week Interview	WGTD Kenosha	January
Hold the salt: University uses brine to help reduce water pollution	NBC26 Green Bay	January



TITLE	MEDIA OUTLET	MONTH
DNR: Reduce Salt Use this Winter	Lake Geneva Regional News	January
DNR and Wisconsin Salt Wise say too much salt usage during the winter can affect the water	WEAU Eau Claire	January
The Road to Salt Reduction	Adirondack Explorer	January
Grit salt on our roads is killing freshwater wildlife. What can we do?	New Scientist	January
Winter Salt Awareness Week shows affects of overuse of salt in Wisconsin	Spectrum News1	January
Winter Salt Awareness Week, learning how much salt is too much	WDIO Duluth	January
What winter does to roads, sidewalks, and our environment	The Larry Meiller Show, WPR	January
Morning radio show interview	l Heart Radio	February
Road salt is making the upper Mississippi saltier - what are northern cities and counties doing about it?	La Crosse Tribune	February
USDA Forest Products Lab staff develops brine to cut back salt use	Channel 3000 Madison	March



TITLE	MEDIA OUTLET	MONTH
Snowplow rally on Capitol Square aims to raise awareness of bill to reduce winter salt use	Channel 3000 Madison	March
How Can We Reduce Salt Pollution (3-part series)		
Polluting our land and water and increasing Lake Michigan's salinity	Milwaukee Journal Sentinel	
Rising levels of sodium and chloride can harm all species, and threaten humans		March-April
Changes in state law needed, but there are also simple solutions to reduce over-salting		
Evers vetoes road salt bill despite pollution across Wisconsin waters	Milwaukee Journal Sentinel	April
The Impacts of Road Salt on Local Waterways	WXPR Rhinelander	April
Road salt's impacts on local bodies of water	Channel 12 Rhinelander	April
Allison Madison, Program Director for the group WI Salt Wise	Civic Media Wausau	September
Green County Highway Department demonstrates use of cheese brine for icy roads	Channel 27 Madison	October
Salt of the Earth: Highway Workers meet to plan for winter	Monroe Times	October



TITLE	MEDIA OUTLET	MONTH
Salt Wise hosts workshop teaching sustainable winter salting methods	Channel 15 Madison	October
Wisconsin Salt Wise discusses smart salting ahead of winter	Channel 27 Madison	October
Salt Wise Open House helps prevent salt from entering waterways	Channel 8000 La Crosse	October
Winter Roads open house looks at less salt preps	Channel 19 La Crosse	October
Calumet County showcases snow, ice control equipment improving roads and the environment	Channel 11 Green Bay	October
Calumet County Highway Department hosts winter equipment open house to promote snow and ice control	Channel 5 Green Bay	October
Calumet Co. Highway Department showcases snow and ice control equipment	Channel 2 Green Bay	October
Madison prepares for potential severe winter weather with a different road salt	Channel 15 Madison	November
Milwaukee County communities getting ready to de-ice roads on a budget	Spectrum News	November





THANKS FOR YOUR CONTINUED SUPPORT!



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