



# American Family Insurance Campus

## serviced by The Bruce Company

### BACKGROUND

In 2019, during the off-season, American Family facilities staff and their contractor (The Bruce Company) hosted an in-house Salt Wise training at their Madison campus. The following winter they measured a 39% reduction in salt use. They were sold on the benefit of best practices. American Family has since expanded the program and incorporated Salt Wise language into their contracts at other locations.

### OVERVIEW

#### Salt Usage before:

Winter 2017-18: 455 tons

Winter 2018-19: **615 tons**

#### Salt Usage after:

Winter 2019-20: **371 tons**

Winter 2020-21: 169 tons

Winter 2021-22: 119 tons

Winter 2022-23: **200 tons**

Winter 2023-24: 99 tons

39% less salt  
similar winter

70% less salt  
similar winter

### CHLORIDE REDUCTION STRATEGIES

#### New Methods:

- Salt Wise training with facilities staff and winter maintenance contractors.
- Pre-season: kick off meeting with internal staff and contractors to review changes to site maps (areas to maintain vs close down), update contacts, discuss best practices.
- During the season: site checks for proper product, application rates, response time; bi-monthly submission of salt use data; anti-icing treatments when appropriate.
- Post-season: Walk-through to determine damages and sweep up any residual salt.

#### New Equipment:

- Handheld pavement temperature thermometers and an Accusalt salt spreader attachment enable precision application rate adjustments and accurately record salt use.
- Anti-icing equipment to pre-treat pavement with brine and prevent the formation of a bond between snow and pavement, enhancing mechanical removal efficiency.

“

We're highly attuned to risk management.  
Smarter salting practices have significantly cut salt use  
with no increase in slip and falls.

Wayne Rayfield, Facilities Manager

”

