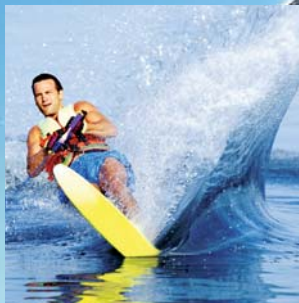


WISCONSIN TASTES A LITTLE TOO SALTY



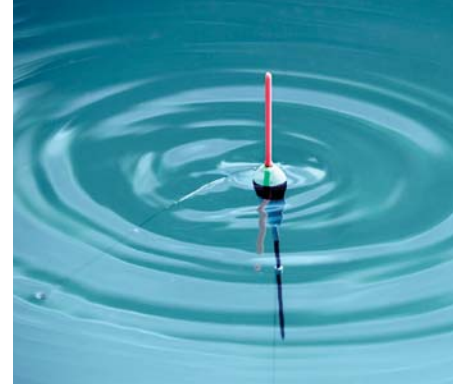
Make Your
Environment



**Your
Priority**

Civic Leaders

As civic leaders in Wisconsin, you need to keep your citizens safe. When winter hits, safe driving conditions become a priority. Fortunately, we have effective ways to maintain drivable conditions, including using road salt. But many people believe that using more salt is more effective — a false and costly practice that leads to irreversible damage to roads, bridges, vehicles and the environment.



EXTRA SALT? EXTRA DESTRUCTION

Using road salt can be successful in helping deice our roads and sidewalks, but more is not always better. Actually, when salt supplies were limited during harsh winters and we were careful with the amount of road salt we used, the roads were just as safe as when salt was used in excess.

When homeowners, salt applicators and emergency services overuse road salt, it's an expensive mistake. One ton of rock salt causes between \$800 and \$3,300 of damage to buildings, bridges and other infrastructure. It also harms our water supply and affects aquatic life. The road salt applied remains in the watersheds and

threatens our lakes, fisheries and the tourism Wisconsin waters bring. Before the use of road salt, Madison's Lake Wingra had a chloride concentration of 5 mg/L; today, it has increased to 115 mg/L. The story reads very similarly for our other lakes and drinking water supplies.

We need to make a salting change, and it starts with our local leaders. Oversalting costs taxpayers and jeopardizes the health of our water resources, the foundation of our economy, environment and quality of life. Many of our citizens are taking notice and are looking to your action and leadership.

Use Salt Responsibly

It's time to take a stance against oversalting and time to make some changes in our practices. There are a few things you, as a Wisconsin leader, can do:

- Educate yourself on best winter maintenance practices and learn more about alternatives to road salt at wisaltwise.com.
- When salt is required, support the use of the right amount and the application of anti-icing products before a winter storm.
- Support liability protection clauses for certified operators.
- Require training for municipal members and private applicators.
- Require proper calibration for all salting applicators.
- Educate the public. Remind citizens who are concerned about road safety that we all love Wisconsin and choose to live here, so we should embrace the winter and drive responsibly.

When compared with nearby states, Wisconsin salt use is much higher. If we don't alter our approach, we should expect higher maintenance costs and further damage to our environment.



Support the wise and responsible use of salt, and stand up for Wisconsin's natural resources along with many of our other citizens. Learn more about the effects of salt on our environment and what you can do by visiting wisaltwise.com.

Brought to you by the WI Salt Wise Partnership:



Madison Metropolitan
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MADISON & DANE COUNTY
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