

Notes
WI Salt Wise Partners Meeting
Tuesday, December 4, 2018 / 1:00-2:30PM
City of Fitchburg – 5520 Lacy Road, Room 204

Attendance:

Phil Gaebler – City of Madison
Sarah Fuller – Capital Area Regional Planning Commission (CARPC)
James Hughes – WisDOT
Allan Johnson – WisDOT
Kathy Lake – MMSD
Susan Sandford – Dane Co. Land and Water Resources Dept. (LWRD)
Emily Jones- MMSD
Claudia Guy – City of Fitchburg
Christal Campbell – Dane Co. LWRD and MAMSWaP
Catherine Harris – MMSD
Amy Barrilleaux- Madison Water Utility

Vista Global Draft Scope:

Kathy provided an overview of Vista Global’s draft scope. They proposed a four-hour workshop to hammer out our vision for the group, and strategies to achieve that vision. We would discuss possible structures for the group, including the pros/cons for each option (as an example, MAMSWAP has an Intergovernmental Agreement), and whether we want to keep the group local or expand statewide. Christal emphasized the importance of having diverse stakeholders at the table, including DOT and DNR.

Action Item: Everyone will determine if/how much they can contribute to the \$3500 fee for this session with Vista Global.

WisDOT Discussion:

Jim and Allan shared progress WisDOT has made in reducing salt use across the state. Currently, the main push is to switch from solids to brine. Efforts and successes are summarized below:

- WisDOT is working with counties to provide training on how to use brine.
- Counties can sell brine to local municipalities and tribes. (In Dane County, we also sell brine to private applicators).
- WisDOT had pilot brine routes last year and saw a 50% reduction in salt use.
- WisDOT is working with Rick Nelson at AASHTO to get application rates AASHTO-approved. Having a standard may provide some liability protection to private applicators and counties.
- WisDOT saved \$8M by optimizing their plow routes. They also decreased the amount of time to get to each section of highway (currently, all roads are plowed within 2 hours and 15 minutes; previously it took upwards of four hours). Route optimization limits U-turns and left-turns (for safety), and sets limits on the time a route can take (to prevent brine from re-freezing).

- Using brine lowered accidents on one road because the white line at the edge of the road was more visible.
- WisDOT is setting up a technical advisory group. He invited SaltWise to send a representative if there was interest.
- Next year, Jefferson County will be the first bring-only county in the state.
- WisDOT is doing more with social media outreach than ever before.

Jim said that training and getting the message out is an area that will need an “all hands on deck” approach. He appreciates WisDOT’s efforts and often sends people to our website.

Outreach Discussion:

The group decided to craft specific messages via a Messaging Subcommittee. Christal, Amy, and Catherine/Emily volunteered to be part of the subcommittee.

Catherine said that ACE Hardware reached out and is interested in showing SaltWise posters in their stores. They would also like to provide SaltWise training for their employees. Catherine said that she provided them with cups and posters. It would be great if we could provide a stand-up display, since posters can get lost easily. We decided the Messaging Subcommittee could take this idea further. Christal shared some history: Three years ago, SaltWise went door-to-door to try to get stores to show a poster. It was a big effort and saw little success.

Susan and Christal recently purchased hand spreaders. They are going to test them to determine which ones are easiest to operate while providing a good scatter pattern. Amy said she would like to videotape the test so it can be used on social media. Kathy said that providing a ranking of the hand spreaders would be fun.

American Family emailed Susan with interest in being SaltWise. Susan provided them with a template newsletter. CUNA and Epic have also been extremely successful at reducing salt. It would be great to recognize leaders in the community. The Salt Institute (<http://saltinstitute.org/road/snowfighting/>) has an award program that we could use as a model, if we wanted to create a SaltWise award program.

Action Item: Everyone will let the group know by Friday, December 7 if they would like to be part of the Messaging Subcommittee.