

**Notes**  
**WI Salt Wise Partners -- Mid-year Check-in**  
**9:00 am on July 19, 2018 at MMSD**

**Attendance:**

Susan Sandford – Dane County Land and Water Resources (LWRD)  
Christal Campbell – LWRD & MAMSWP  
Sarah Fuller – Capital Area Regional Planning Commission (CARPC)  
Gail Epping Overholt – UW Arboretum  
Ellen Geisler – City of Fitchburg  
Amy Barrilleaux – Madison Water Utility (MWU)  
Phil Gaebler – City of Madison Engineering  
Catherine Harris, Jenny Sereno, Emily Jones and Kathy Lake – Madison Met. Sewer District (MMSD)

1. Partner Updates

- Dane County's 2018 budget includes salt-related funding. Main thoughts on how to best leverage it is to use it to develop in-depth training videos or support calibration training. Currently working on adding more photos, videos to WI Salt Wise website.
- MAMSWaP funding usually spent on trainings is freed up this year for fall trainings due to City of Madison. Funding will likely instead be used for: promote certification program, additional later-winter training classes, developing or offering in-depth calibration partnering with UW Transportation Information Center.
- CARPC is working on water quality website using interactive tableaux data to visualize and make accessing data user-friendly interface. Data includes monitoring stations.
- UW Arboretum does not use salt, but has lots of opportunities to reach their large audience – possible that their leadership could be showcased/promoted/featured - leadership by example.
- City of Fitchburg has historically been major innovators. Staff will continue to leverage outreach to residents where feasible and appropriate.
- MMSD offering ongoing funding: road salt reduction grants available now on web (released earlier than years past), innovation grants and rebates. District recently hosted Salt Wise for Business seminar, working on getting a technical training available. MMSD continues to work on renewing its expired discharge permit. The final item appears to be further justification for chloride variance
- MWU is focused on Well 14 Monitoring Well Study & Alternatives Analysis. These reports study how stormwater outlet is impacting well 14 chloride and evaluates options for what to do about the water quality changes at that well (evaluation of options for if/how the needs rehabbing). Working with students at Spring Harbor Middle School to collect data, involve them in the testing, show them how meaningful and useful their data is.

- Badger Rock Middle School partnership with City of Madison Engineering. This will include City staff working on a chloride unit with them. The city's new streets superintendent bringing GPS to salt trucks and scales to weigh amount of salt being used. City of Madison SaltWise training & certification getting off the ground this year – first training to be on August 16<sup>th</sup>. City crews are all getting training. Plans to engage UW Transportation Information Center to get calibration/equipment retrofit program going. City is also exploring chloride impacts on low does alum treatment – ie: does Cl concentration impact amount of phosphorus coming out of detention pond?

## 2. Winter 2018-19 outreach plan

- The group discussed and brain stormed possible main messages for 2018-19. The goal was to determine what's the 'big push' this year? Three main goals were elevated:
  - i. Drive demand for certified applicators
  - ii. Push participation in training program
    1. MAMSWaP look into adding additional late-winter trainings
  - iii. General salt outreach (Be Salt Wise)
    1. Press Kit updates
- The group scoped out an Action Plan and developed a list of answers that are needed to accomplish the goals noted above. These include:
  - i. Homeowners & Watershed group Outreach
    1. Homeowners: Generate demand for certification. Develop physical handout (packet) for watershed groups to give out to businesses to push training attendance and cert., encourage homeowners to hire certified applicators
  - ii. Outreach to Businesses (who hire applicators), recognition?
    1. What do businesses want to use to promote that they are Salt Wise?
    2. What kind of recognition would be useful?
    3. How can they promote WI Salt Wise to their networks? Is there a way to leverage social networks of well-known entities who are working to be salt wise?
  - iii. Developing materials for applicators to market their certification
    1. Phil will work with City of Madison staff, Johanna?
    2. Including an ask at first trainings: Is web 'members only' kit/package of promotion tools useful? What should be in it? What would be helpful for applicators to market themselves as salt wise; what tools are wanted/needed?
  - iv. Logo Development
    1. Logos developed last year were not finalized. As the certification program gets running, there is a great need to have a unified brand.
    2. Jennifer Sereno will facilitate availability from MMSD graphic designer with Susan Sandford & Christal Campbell for finalizing WI Salt Wise logo

## 3. Next Steps

- The group agreed to work on specific tasks and meet again in approximately a month. Potential topic for the next meeting include:

### I. Status updates

- Logo
- Water quality visualization tools
- Applicators
- Driving demand for/promoting certification program
- Recognizing success – marketing tools for certificated applicators
- recap on first training

## II. General Outreach Winter 2018-19

- Needs
- Pool resources

## III. Recognition/Awards

## IV. WI Salt Wise Organizational Structure

- Who can be a partner? What does it mean?
- Post what it means to be a salt wise partner on About Us?

## V. Schedule Next Meeting(s)