

Notes
WI Salt Wise Partners Meeting
10:30 am on September 24, 2019 at the Madison Metropolitan Sewerage District

Attendance:

Susan Sandford – Dane County Land and Water Resources (LWRD)
Christal Campbell – LWRD & MAMSWP
Kathy Lake - Madison Met. Sewer District (MMSD)
Catherine Harris - Madison Met. Sewer District (MMSD)
Emily Jones - Madison Met. Sewer District (MMSD)
Sarah Fuller – Capital Area Regional Planning Commission (CARPC)
Mike Rupiper – Capital Area Regional Planning Commission (CARPC)
Rick Wenta – Public Health Madison & Dane County
Mike Adams – Wisconsin Department of Transportation (DOT)
Ned Grady – Wisconsin Department of Transportation (DOT)
Linnea Rock – UW Madison
Claudia Guy – City of Fitchburg
Phil Gaebler – City of Madison
Hannah Mohelnitzky – City of Madison
Suzan Limberg – Wisconsin Department of Natural Resources (DNR)

Strategic Planning – Next Steps:

- All of us have a lot going on with regards to salt (lots of players, geographic diversity and variety of initiatives.)
- There is a lack of time and energy for redundancy.
- Existing appetite for information (people want the information/trainings)
- Dedicated staff but overall leadership is needed saltwise, budget, focus, and geographic scale.
- Next steps: core group of people will develop a work plan for next year and assess future.
- There are some policy changes that could be game changers. It is important to determine who/what groups are strategically positioned to make these happen.
- Kathy will send follow up email to see who is interested in continue with the strategic planning process
- Contact MMSD's Kathy Lake, 608.709.1858, kathyl@madsewer.org for more information.

Winter Maintenance Training/ Certification

- Six Trainings this year (listed on web) – there are still four remaining.
 - Accommodations for participants (deaf, translations, etc.)
- There have been requests for how better distribute the public certification list:
 - Currently only publishing private
 - Variety of interest - some public agencies do not want to be published on list.
- How to expand training statewide (many requests, certification rates, and training can be used/ tallied to use statewide?)
- Discussion on the need for stickers or other promo materials for applicants. Current certified applicators have not indicated this is needed - many already turn away customers.
- New Hampshire legislates that must be certified and provides liability protection. How can we do that?
- Also other policies that could be addressed to help:

- Plumbing code water softener
- Truth in labeling laws for deicing chemicals
- Drivers Ed training
- Bare pavement policies
- At some point need to decide next steps
 - Road salt manual for WI?
- HoChunk and Madison streets have both asked for in house trainings
- Contact the City of Madison's Phil Gaebler, pgaebler@cityofmadison.com, for more information.

Calibration Training

- Calibration training was first tried last winter in our region.
- The event was well received but participants noted that it was hard to hear due to the location. A variety of people with different expertise attended.
- This year there is a desire to try more hands on pop ups. A concept is for people to sign up for slots and bring in their small equipment for help with calibration. We are looking at vendors that could help with the calibration. One option is Reinders.
- In addition, Barnes, as part of their road salt grant, has agreed to let people watch them calibrate equipment.
- Another possible format was discussed where various vendors offer tips during a round robin session. Then, each vendor has a booth where they could talk about their specific equipment/expertise (liquids, drop spreaders, etc.)
- Ms. Campbell will continue to evaluate options and bring in other partners as desired.
- Contact Dane Co/MAMSWP's Christal Campbell 608.224-3746, Campbell.christal@countyofdane.com) for more information.

Winter 2019-2020 Initiatives/Plan

- The discussion revolved around the question of what WiSaltWise will focus on this winter.
- The City of Madison is asking businesses within Lake Wingra watershed to ask their applicator to come to training.
- Fitchburg sent a letter about upgrading water softeners and grant program (co-branding much better response. MMSD asked if the City of Madison would consider adding information about softeners to their Lake Wingra letter.)
- The City of Madison "salt" social media posts have been shared by a variety of partners.
- The City of Madison recently completed a salt podcast which is available through a variety of outlets.
- The discussion focused on press release and maybe press conference, if we have the right hook and message.
- Press hooks need to be timely – ie: before storms.
- We need to be ready so that we can elevate when needed.
- DOT might be providing training to Dane County plow drivers
- Local Businesses Toolkits: here is what we will promote this year – will you commit to carrying?
 - Ultimate scrapper
 - Scatter shaker
 - Shovels, sand, brooms, cups

- Ms. Mohelnitzky will work with the Madison Water Utility on messaging and developing a schedule for press engagement. MMSD will work with vendors on getting the local tool kits available in our region.
- Contact the City of Madison's Hannah Mohelnitzky (608.669.3560, hmoelnitzky@cityofmadison.com) for more information.

Starkweather Creek Chloride Study (CARPC)

- CARPC proposed developing a watershed chloride plan for the Starkweather Creek watershed, including identifying sources and targeting implementation of Salt Wise best practices.
- They are looking into funding from DNR for planning and implementation funding from a variety of sources. They will look into the Fund for Lake Michigan due to this project's replicability in the great lakes watershed.
- CARPC is interested in both Wisconsin Salt Wise's participation as well as its various represented organizations.
- *See PowerPoint for details*
- Contact CARPC's Sarah Fuller for more information (608.266.9111, fuller.sarah@capitalarearpc.org)

Softener Training and Certification

- MMSD is working with Town of Dunn and Village of McFarland - pump station #9 on a pilot project.
- Plumbers and softeners experts are attending training on upgrading/efficiency and taking a test to become certified.
- Those providers who are certified will be listed on website as resource for homeowners.
- Homeowner gets voucher for money off upgrade or new softener
- Trainings start tomorrow
- Offering CEU's
- Contact MMSD's Emily Jones (608.709.1857, emilyj@madsewer.org) for more information.

Pledges (Imagine a day without water)

- MMSD is providing the resources for groups to engage in a photo booth for water pledges.
- The goal would be a Blitz for Imagine a Day Without Water on Oct 23. This concept could be rolled out throughout the region with groups/agencies/organizations hosting their own photo booths.
- Contact MMSD's Catherine Harris (608.09.1893, catherineh@madsewer.org) to get your kit!

Water Resources Management Practicum

- This year's cohort is developing a Blueprint for Salt Sustainability at UW. The goal is to assess chloride sources and reduction potential and develop a blue print that other campuses can follow.
- Students are half way through their project. One outcome is that they will document how they dealt with and overcame the variety of challenges they encountered.
- The cohort is looking for opportunities to talk about this project/present to community early in 2020.

- Contact MMSD's Catherine Harris (608.709.1893, catherineh@madsewer.org) to get more information.