

WI Salt Wise

WISaltWise.com

The [WI Salt Wise Partnership](#) is urging the public, area municipalities, and private contractors to make a commitment to reduce salt use this winter. Every year, more than 650,000 tons of salt is dumped on our state's surfaces, enough to pollute almost **a half-trillion** gallons of Wisconsin's water. But there is a way to cut down on salt use and keep our roads, parking lots and driveways safe: **Use only what you need — and that's less than you might think!**

According to a [recent report](#) from Public Health Madison Dane County, nearly 30,000 tons of salt were spread on Madison and Dane Co. roads during the winter of 2014-15, and that doesn't include what was spread on parking lots, sidewalks and driveways. Experts say it's far too much, creating an environmental problem in our area. That's why local municipalities, environmental groups, and experts are all joining forces to spread the word about wise salt use.



Newsletter Article

Author credit: Wisconsin Salt Wise Partnership

The [WI Salt Wise Partnership](#) is urging homeowners, municipalities, and private contractors to make a commitment to reduce salt use this winter. Using excess salt doesn't make your sidewalks safer — it harms plants and animals, pollutes our water, damages buildings and corrodes vehicles, roads and bridges. Once you put salt down, it doesn't go away. Instead, it travels into our lakes, rivers, streams and wetlands, putting our aquatic life at risk and endangering our freshwater resources. Salt also alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

According to a [recent report](#) from Public Health Madison Dane County, nearly 30,000 tons of salt were spread on Madison and Dane Co. roads during the winter of 2014-15, and that doesn't include what was spread on parking lots, sidewalks and driveways. That is enough to pollute over 23 billion gallons of water. There is a way to cut down on salt use and keep our roads, parking lots and driveways safe: Use only what you need — and that's less than you might think!

Believe it or not, just a coffee mug of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares. The scatter pattern should look like the image on the [\(Left/Right/below\)](#). *(Refers to ScatterPattern.png or StatterPattern2.jpg image)*

Other things you can do to reduce salt and protect water include:

- **Shovel:** Clear walkways and other areas before the snow turns to ice. The more snow you remove manually, the less salt you will have to use and the more effective it will be.
- **Switch:** When pavement temps drop below 15, salt won't work. Switch to sand for traction or a [different ice melter](#) that works in lower temperatures.
- **Hire a salt wise applicator:** If you hire a contractor to remove snow and ice, let them know you are WI Salt Wise! Some local applicators have been trained in winter maintenance practices that reduce environmental impacts. Ask potential contractors if they've been trained and use practices that reduce salt use such as pretreating with brine or pre-wetting salt.
- **Look** for proper salt use at the stores & businesses you visit. If they're using the right amount of salt, thank them! If not, let them know about WI Salt Wise.
- **Love the lines:** The stripes on the roadway before a storm are anti-icing, they show that your professional maintenance crew is concerned about your safety and is saving money, time and protecting our environment!
- **Be Salt Wise all year!** The salt you put in your water softener ends up in local freshwater streams. New, efficient softeners use less than one bag per month. If you're using more – have a professional tune yours up – or, replace it with a high-efficiency model.

(Name of Organization) is a WI Salt Wise partner organization! We are going door to door to educate watershed residents about salt impacts on water resources and teach them salt reduction techniques. We are also asking local area businesses to post the Shovel, Scatter, Switch message in their stores. Email *(Your group contact info)* if you would like to help us with this effort. *(This paragraph is optional)*

Do your part to help out our community and local water resources. Be Wisconsin Salt Wise! Find out more at www.wisaltwise.com

Photos to include:

(in "Images" folder)

ScatterPattern.png OR
ScatterPattern2.jpg

Optional images:

ShovelScatterSwitch.jpg

*You can also include a
photos of your own
outreach efforts!*

Door to Door Education – Talking Points

Intro:

Hi I'm (your name) with (name of your organization) and we are a part of the WI Salt Wise Partnership, urging homeowners, municipalities, and private contractors to make a commitment to reduce salt use this winter.

The issue:

- Once you put salt down, it doesn't go away. Instead, it travels into our lakes, rivers, streams and wetlands, putting our aquatic life at risk and endangering our freshwater resources.
- It only takes one teaspoon of salt to pollute up to 5 gallons of water.
- In 2014-2015 in Dane County we used nearly 30,000 tons of salt on the roads which is enough to pollute over 23 billion gallons of water.
- Salt also alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

What you can do:

- Believe it or not, this 12 oz. cup of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares. Scatter the salt leaving space between the grains (as shown in the pattern on the cup).
- You can also shovel right after the storm before the snow turns to ice
- When pavement temps drop below 15, salt won't work. Switch to sand for traction or a different ice melter that works in lower temperatures.
- If you can use one less teaspoon of salt, you can protect 5-gallons of water. If you can use one less (25-lb) bag this winter, you can protect 5000 gallons of water!
- Be careful when walking and driving in the winter.
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Closing:

- Leave handout and cup.
- Tell them they can use cup to spread salt with a reminder that salt in cup is enough to treat an entire 20-foot driveway or 10 sidewalk squares.
- Direct them to www.wisaltwise.com for more info.

Report back

You can use the spreadsheet on the next page to help your group keep track of which houses you have contacted. There is no need to return this sheet however please email wisaltwise@gmail.com to report the total number of households reached and any comments or feedback about the process.

If questions arise or you need additional information, please email wisaltwise@gmail.com. We will keep track of questions from this year and develop an FAQ document for next year.

Stores that sell salt – Talking Points

Before you go:

- Check the [WI Salt Wise Retailer Spreadsheet](#), find the store you want to visit (or add it to the sheet if it is not listed). Add your name to the column titled “2016-2017 Responsible Person” so we do not have multiple people contacting the same store.
- Look for the column titled “2015-2016 posting?” to see if the store posted a sign last year. If they did, please thank them for participating last year and ask them if they need new signs to post this year.
- Print out a letter to retailers ([in online folder](#)) that you can leave with them. Before you print, update the date and add your logo (optional)

Intro:

Hi I’m (your name) with (name of your organization) and we are a part of the WI Salt Wise Partnership, urging homeowners, municipalities, and private contractors to make a commitment to reduce salt use this winter.

The issue:

- Once you put salt down, it doesn’t go away. Instead, it travels into our lakes, rivers, streams and wetlands, putting our aquatic life at risk and endangering our freshwater resources.
- It only takes one teaspoon of salt to pollute up to 5 gallons of water.
- In 2014-2015 in Dane County we used nearly 30,000 tons of salt on the roads which is enough to pollute over 23 billion gallons of water.
- Salt also alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

What you can do:

- We are asking stores that sell sidewalk salt to help us educate residents. We have a poster that you can use in display with products such as shovels and salt spreaders to promote alternate products. (Ask them if they would like to display sign).
- If you display the poster, we can also list you as a WI Salt Wise business partner on our website. (Ask them if they would like to be listed on web).

Closing:

- Leave sign and letter.
- Use the tracking sheet on the next page to record their name and contact info from them for future follow-up> Make sure to note if they wanted to be listed on the web as a salt wise partner (*at bottom of homepage*).
- Direct them to www.wisaltwise.com for more info.

Report back

Keep track of who you talked to and who is displaying signs using the form on the next page. Record this information on the [WI Salt Wise Retailer Spreadsheet](#).

Stores that sell salt – tracking sheet

Name of Store	Address	Displaying Sign? (Y/N)	Want to be listed on web? (Y/N)	Contact Name	Contact email	Notes

Please return this sheet to wisaltwise@gmail.com

Post for Next Door social app

Subject: Be Salt Wise this Winter

The [WI Salt Wise Partnership](#) is urging homeowners, municipalities, and private contractors to reduce salt use this winter. Once you put salt down, it doesn't go away. It travels into our lakes, rivers, streams and wetlands, putting our aquatic life at risk and endangering our freshwater resources. Salt also alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

According to a [recent report](#), nearly 30,000 tons of salt were spread on Madison and Dane County roads during the winter of 2014-15, and that doesn't include what was spread on parking lots, sidewalks and driveways. That is enough to pollute over 23 billion gallons of water.

You can help by only using what you need — and that's less than you might think! Be Salt Wise this winter by following these three easy steps:

1. **Shovel:** Clear walkways and other areas before the snow turns to ice. The more snow you remove manually, the less salt you will have to use and the more effective it will be.
2. **Scatter:** If you use salt, make sure to leave space between the grains. Believe it or not, just a coffee mug of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares.
3. **Switch:** When pavement temps drop below 15, salt won't work. Switch to sand for traction or a different ice melter that works in lower temperatures.

Find out more at www.wisaltwise.com.

Photo to include:

([in "Images" folder](#))

ScatterPattern2.jpg

Social Media Posts

These are sample posts that you can use on your social media pages throughout the winter. This includes the text for the post as well as an image or video to include along with the text. We will also be posting these on the WI Salt Wise [Facebook](#) and [Twitter](#) pages. You are welcome to share our posts or post them yourself.

Image posts: ([find all images below in our online folder](#))

Be WI Salt Wise! www.wisaltwise.com

Image: 1tsp.png

Be WI Salt Wise! www.wisaltwise.com

Image: Driving.png

Be WI Salt Wise!

Image: 12ozMug

You have many different options to be WI Salt Wise this winter! www.wisaltwise.com

Image: ShovelScatterSwitch.jpg

If you use salt this winter, make sure you don't over apply! Believe it or not, just a coffee mug of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares. The scatter pattern should look like the image below.

Be WI Salt Wise! www.wisaltwise.com

Image: ScatterPattern2.jpg

Love the Lines! When you see these lines, you know that your professional maintenance crew is saving money, time and protecting our environment! Anti-icing reduces salt use by up to 70%.

Graphic: LoveTheLines1.png and LoveTheLines2.png

Be WI Salt Wise 365 days a year! Improve your water softener's efficiency to reduce your annual salt use.

www.wisaltwise.com

Link: [http://www.madsewer.org/Portals/0/ProgramInitiatives/](http://www.madsewer.org/Portals/0/ProgramInitiatives/ChlorideReduction/2015SofteningBestPractices.pdf)

ChlorideReduction/2015SofteningBestPractices.pdf

Please take care to tread safely and walk like a penguin to prevent snow and ice-related injuries.

www.wisaltwise.com

Image: Penguin.jpg

Salt weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads. Be WI Salt Wise this winter! Photo courtesy of David Thompson.

Image: Driveway.jpg

Be Salt Wise all year! Water softener salt ends up in local freshwater bodies. If your household softener uses more than 1 bag of salt per month, have a professional tune it up or replace it with a high-efficiency model.

www.wisaltwise.com

Image: WaterSoftener.jpg

WI SaltWise Partership:

- **Madison Metropolitan Sewerage District**
- **Dane County Office of Lakes & Watersheds**
- **Madison Water Utility**
- **Madison Area Municipal Stormwater Partnership**
- **Capital Area Regional Planning Commission**
- **City of Madison**
- **Public Health Madison Dane County**
- **UW Madison Environment, Health & Safety Department**
- **Friends of Lake Wingra**
- **Friends of Starkweather Creek**
- **Friends of the Yahara River Headwaters, Inc.**
- **Friends of Pheasant Branch Conservancy**
- **Wisconsin Department of Transportation**

Madison Metropolitan Sewerage District

