

Household Door to Door Talking Points



Before You Go:

Bring a "Salt Wise Door to Door" handout with you so you can leave it with them. We can provide these or they are also available in PDF form [online](#).

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 2016-2017, more than 38,000 tons of salt were spread on Madison and Dane County roads which is enough to pollute over 29 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.

Ask them if they clear their own snow and ice removal or if they hire a contractor. [Use the appropriate section below to continue the conversation.](#)



What You Can Do *(if they do their own snow and ice removal)*

- You can also shovel right after the storm before the snow gets packed down and turns to ice.
- Believe it or not, a 12 oz. cup of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares. If you apply salt, scatter it leaving space between the grains *(as shown in the pattern on the front of the handout)*.
- When pavement temps drop below 15, most winter salt won't work (if the main ingredient is sodium chloride). Switch to sand for traction or a different ice melter that works in lower temperatures.
- Sweep excess salt from walkways and parking lots after a snow event once sidewalk ice has melted (and especially before a rain event). This will prevent salt from washing into a storm drain and into our local waterways.
- 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 about 10,000 gallons of water!
- 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.

What You Can Do *(if they hire a company to do their snow and ice removal)*

- Find out if your contractor has staff that have gone through the City of Madison's Winter Salt Certification program. If so, let them know you would like the trained staff to do your snow and ice removal. If they haven't sent staff to the training to get certified, encourage them to do so.
- Request a contract that is not based on the amount of salt applied.
- If you see oversalting occur or if there is a lot of salt left over one icy conditions have passed, get in touch with your contractor and ask them to clean it up.

Closing: leave the handout with them. If you have a 12 oz Salt Wise cup to give them, tell them that they can use this cup to spread salt and that is should be enough to treat 10 sidewalk squares. Direct them to www.wisaltwise.com or the WI Salt Wise Facebook or Twitter pages for more information.

Report Back



You can use the spreadsheet below to help you or 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, what neighborhood you were in, 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 future years.



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