

Template Email for Oversalting



The text below is an example that you can customize as needed before sending:

Subject: Concerned about excessive Salt Use

If this is not directed to the appropriate person, please forward so it reaches them.

I am writing because I was **(driving/walking/biking)** by **(Name of Business)** yesterday and noticed a lot of salt on the sidewalk and parking lot. I am concerned because excessive salt use is harming our local environment.

Once you put salt down, it doesn't go away. It washes into our lakes, rivers, streams and wetlands, putting aquatic life at risk and endangering our freshwater resources. Just one teaspoon of salt pollutes five gallons of water.

Salt is already [showing up at alarming levels](#) in local water resources (surface water and groundwater) and causes economic impacts as well. A 50 pound bag of rock salt causes between \$20 and \$80 of damage to buildings, bridges and other infrastructure and pollutes 19,200 gallons of water to a level that is toxic to freshwater ecosystems.

The Wisconsin Salt Wise partnership is a coalition of organizations working to reduce salt pollution. You can find a lot of information on their website about how to cut back on salt use while maintaining a safe parking lot and sidewalks for your customers.

If you do your own winter maintenance, there are tips on how to [take action](#) right now to protect our water by using less salt. There are also locally-developed [salt application rate guidelines and an application rate calculator](#).

If you hire a contractor for your snow and ice removal, please let them know you are concerned about the excessive use of salt on your property and encourage them to participate in the [City of Madison's Winter Salt Certification program](#). You can also ask them to sweep up the excessive salt. Your staff are also welcome to attend one of these trainings if you do your own winter maintenance. Trainings are offered every fall. A list of contractors who have already been certified is on the City of Madison site linked above.

Thank you so much for your time, and I look forward to hearing about your plans to take care of oversalting on your property. It's up to all of us to protect our critical water resources.



Guidance:

Please CC wisaltwise@gmail.com on your email so we can track which businesses are receiving this outreach message and follow up if needed. If you do not feel comfortable sending an email or talking with the business, you can email us and we will reach out to them.

Who to Email?

Who to send the email to will depend on the size of the business and what contact info you can find on their website. Here are a few ideas:

- Owner, president's office, or CEO
- Office of sustainability
- A science teacher (if an educational institution)
- Lead groundskeeper or head of maintenance

Include photos

If you can, take photos of the site and attach them to the email so they can see a visual of what you are referring to. This will also help Wisconsin Salt Wise partners better understand the site.