

Embracing Regional Collaboration for Salting Awareness



Salt Outreach Workgroup



Why do we need a regional salt outreach plan?

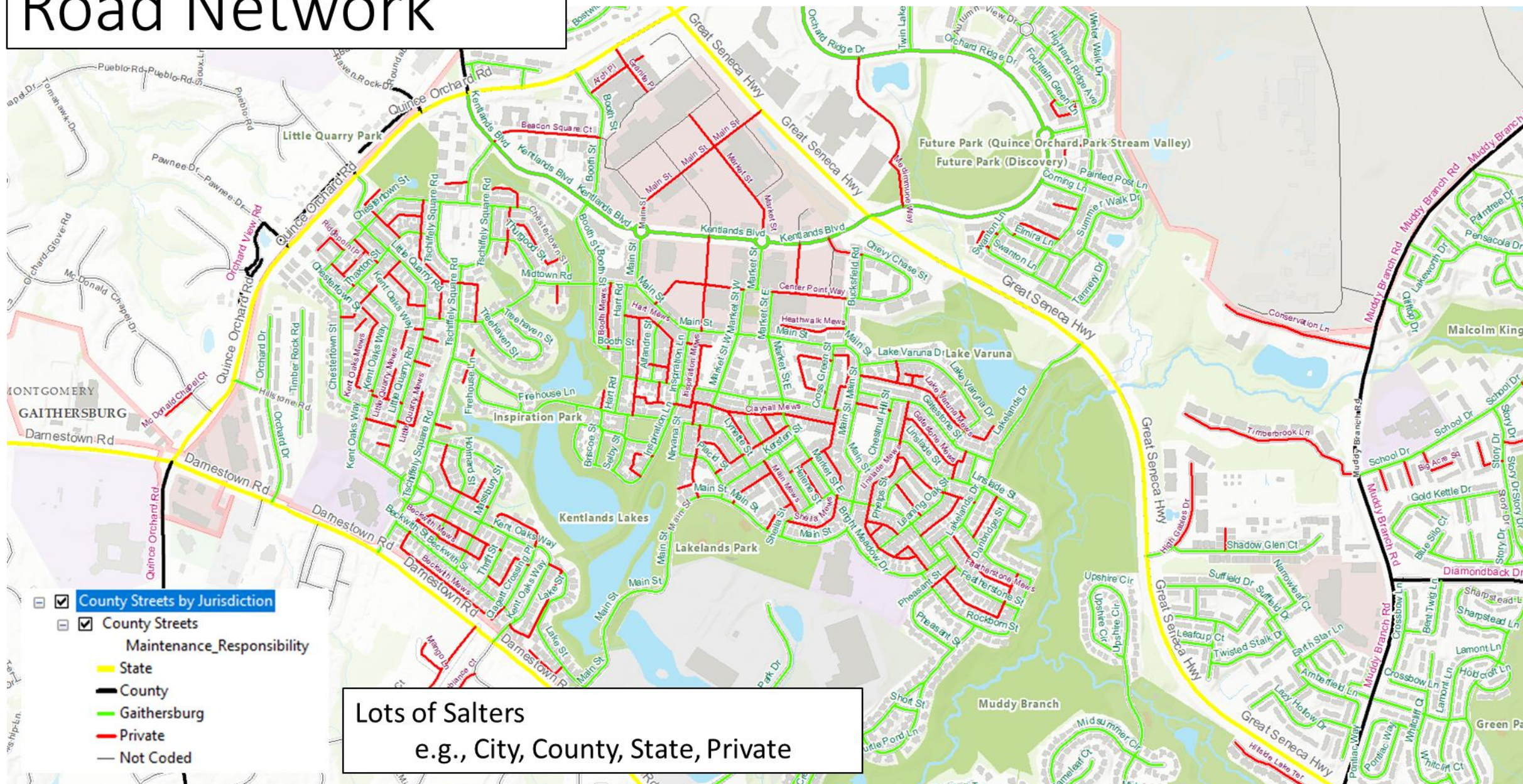
Many impacting WSSC Water's drinking water sources aren't customers

- Allows the Winter Salt message to be amplified across the region
- Ensures continuity of messaging
- More human resources & potential savings
- Increased visibility with local media outlets

Stakeholders

Surfaces	Agency/Organization Responsible
Roadways	DOT Highway Services State Highway Administration (SHA) Municipalities
County owned Buildings, walkways and parking lots (Eg. MCPL, REC)	Department of General Services (DGS)
Sidewalks (not all)	Department of General Services (DGS) Urban Districts
Bus Stops/Shelters	DOT Fleet Services
MC Park Property – Buildings, parking lots and walkways	Maryland National Capital Park and Planning Commission (MNCPPC)
School property – Buildings, parking lots and walkways	Montgomery County Public Schools (MCPS)
Federal Property – Buildings, parking lots and walkways	US Federal Government

Road Network



Starting the Conversation

Wisconsin Salt Wise

Home Successes ▾ The Skinny on Salt ▾ Take Action ▾ Maintenance Professionals ▾ About Us ▾

Working together to keep Freshwater Fresh!

Wisconsin Salt Awareness Week 2023: January 23-27

Winter Salting Guide

Watch later Share

Watch on YouTube

We rely on salt to keep our roads safe in the winter and to soften water in our homes year-round but using more salt than is needed comes with a [heavy price](#). In Wisconsin and much of the United States, chloride from salt is infiltrating into our lakes, streams and groundwater. Learn more about [#thetruecostofsalt](#) and how you can make a difference.

Featured Content


- Spot Over Salting - Reporting Form
- Salt Awareness Week
- 2022 Classes
- Wednesday Webinars
- Teacher Resources

Events

- [Virtual - Smart Salting for Parking Lots and Sidewalks Workshop](#)
12/8/2022
- [Webinar: Legal and Policy Strategies for Chloride Management](#)
12/14/2022
- [WI Salt Awareness Week 2023](#)
1/23/2023

[See All Events](#)

1. Brainstormed
2. Established quarterly mtgs
3. Identified stakeholders (partners and public)
4. Learned from the trailblazers & adjusted the message
 - State of Wisconsin*
 - State of Minnesota*
 - New Hampshire & Others*
5. Keep the momentum but *easy does it*




ARE YOU A salt-savvy NEIGHBOR?



As temperatures drop and winter weather moves in, neighbors rely on each other to keep their public walkways clear from ice and snow. Sometimes, road salt is necessary to prevent icy pavement. Are you a salt-savvy neighbor? Take the quiz below...

☐ I clear the snow from my walk as soon as possible
 ☐ I wait until after all the snow is removed to apply road salt

Did you know?
12 ounces of salt is the perfect amount for 10 sidewalk squares or a 20 foot driveway. Any more than that is ineffective, and unnecessarily harmful to humans, pets, plants, wildlife, and infrastructure.



☐ I only use salt when absolutely necessary
 ☐ I use only the amount of salt that is needed
 ☐ I spread salt evenly so that the granules are 1-3 inches apart

For more information and resources, visit us at <https://bit.ly/MDEsaltsmart> or scan the QR code

IF YOU CHECKED EVERY BOX, THEN YOU'RE A WINTER PRO!



WSSC Water @WSSCWaterNews · Jan 6

Remember to be #Saltwise as u prepare for the next round of snow... protect our sources for drinking water by only using the salt you need. A cup of salt is all you need to help melt a 20-foot driveway. Find more info & tips at wsscwater.com/saltwise



NWS Baltimore-Washington @NWS_BaltWash · Jan 6

❄️ Morning Update ❄️

Another round of accumulating snow is expected across the region this evening into Friday morning. This is the current expected snowfall (left image) and the worst-case snowfall (right image). Please monitor weather.gov/lwx/winter for the latest.

Accumulating Snow Expected Tonight into Friday Morning



Expected Snowfall - Official NWS Forecast
April 1 PM through April 2 PM (12-18 inches)

Winter Weather Warnings are in effect from 1:00 PM today through 10:00 AM Friday. A wave of low pressure will bring a period of snow to the region overnight tonight.

Please monitor weather.gov/lwx/winter for the latest.



Probable Worst-Case Scenario - Snow Accumulation
April 1 PM through April 2 PM (12-18 inches)

Threats: Plan on slippery road conditions. The Friday morning commute could be impacted. Wind gusts up to 40 mph could result in blowing and drifting snow.

Accumulations: The highest snowfall amounts are expected across the Allegheny and Blue Ridge Mountains where snowfall totals will be the greatest.



Baltimore / Washington

Created 6:30 AM 01/06/2021

ATTACK THE SNOW LIKE A PRO!

Follow these tips to make this winter easier, safer, and healthier for both your community and watershed.



SHOVEL EARLY, SHOVEL WELL

Removing snow before ice has the chance to form is the best way to stay on top of winter maintenance.





12 oz. mug = **10 sidewalk squares**



A LITTLE GOES A LONG WAY

In order for salt to be effective as a deicer, it's important to measure the right amount for the surface you need to cover.

SPREAD EVENLY

Avoid clumps of salt. Apply salt in an even spread so that granules are at least 1-3 inches away from each other.



IT ONLY TAKES ONE TEASPOON OF SALT TO POLLUTE FIVE GALLONS OF WATER, AND ONCE IT ENTERS THE GROUND OR SURFACE WATER, IT NEVER GOES AWAY. LETS REDUCE OUR IMPACT AT THE SOURCE.

1 teaspoon road salt = 5 gallons polluted water





For more tips, tricks, and resources, visit us at <https://bit.ly/MDEsaltsmart> or scan the code





#Saltwise media event @ our Potomac Water Filtration Plant
Montgomery County Department of Environmental Protection



WSSC Water's Activities

- MCPS Road Salt Unit for HS Biology Provided Data and assisted with teacher trainings
- IWLA "Salt in your Drinking Water" Presentation – January 2022
- Media events with Montgomery County – 2020-2022

Salt wise messaging picked up by many DC area news outlets

- Continual messaging to customers via social media and Pipeline (Customer Newsletter)



Remember to
SALT SMART
this winter...

Safety is the #1 priority! But over-salting doesn't provide extra safety. It just damages infrastructure and pollutes local water.

What can switching to smart salting practices do for your business, community, and local watershed?



FINANCES

Save salt, reduce waste, cut expenses! Salt use adds up, but luckily, so will your savings if you reduce salt waste and become a savvy salter!



BRING IN BUSINESS

Tap into the growing market of clients who specifically look for eco-friendly practices and certifications in their purchases.

KEEP CLIENTS SAFE

Saltier **doesn't** mean safer. Sometimes over-salting can actually cause re-freezing! Salt smart to prioritize safety.

PROTECT YOUR WATERSHED

Salt contamination cannot be removed from streams, **only** prevented and reduced at the source. Will you do your part?



Maryland
Department of
the Environment

For more information and resources,
visit us at <https://bit.ly/MDEsaltsmart>,
or scan the code



SMART SALTING TIPS FOR WINTER PROFESSIONALS

It only takes one teaspoon of salt to pollute five gallons of water. Once it enters the ground or surface water, it never goes away. Follow these pro tips to reduce your business's contribution to salt pollution while maintaining the same level of winter safety...

1 teaspoon

road salt

=

5 gallons

polluted

water



1 STORE SALT SECURELY

Salt storage areas are often a source of groundwater contamination. To reduce risk, have a covered storage area on an impervious pad. Take measures to keep salt or salt brine from leaving storage area.

2 ANTI-ICE WITH BRINE BEFORE THE STORM

Leave procrastination to the amateurs! Taking steps before the storm to anti-ice will make your cleanup operations smooth and speedy, and you'll even use less de-icer. Brining pavement before a storm is like greasing a pan before frying eggs. The grease prevents the egg from sticking to the pan, and brine prevents snow and ice from bonding to the pavement.

3 PHYSICALLY REMOVE SNOW FROM SURFACES AS QUICKLY AS POSSIBLE

This reduces compaction and makes the cleanup job a lot easier and efficient.

4 USE ONLY THE AMOUNT NEEDED BASED ON PROPER APPLICATION RATE FOR THE CONDITIONS

Knowing the pavement temperature allows the application of the proper amount of material for each situation. Use an application rate chart to determine how much salt to use.

5 SPREAD EVENLY AND ONLY WHERE SALT IS NEEDED

Be sure to maintain an even spread pattern with 2-3 inches between all granules. No de-icer in vegetation or on dry pavement, and no piles of deicer.

6 PRE-WET ROAD SALT WITH BRINE DURING APPLICATION

Pre-wetting road salt using brine improves the melting action of the material. It also reduces bounce of granules hitting the pavement during spreading. By helping to achieve an even spread, this practice further reduces the total amount of de-icer needed for the job.

MDE Targeting Messages and Specific Audiences

Flyers specific to
businesses, the general
public, and applicators



Maryland
Department of
the Environment



Montgomery County Campaign

Developed New Website: MontgomeryCountyMD.gov/salt

Created 1-2-3 Be Salt-Wise campaign

2019-2021- Residential focus

- Bilingual Tip Cards
- Social Media campaign package
- Digital sign boards in all County buildings
- E-newsletters, Press Events, PSA
- Grants to Nonprofits – IWLA Salt Watch Program

2022-23 - Employee focus


- Presented to department directors
- Under MCGEO Union Review


Future -Property Managers & Private Contractors

Awaiting MDE Training for next steps

It's Easy as 1-2-3!

1 Shovel Right Away
Clear pavement and driveways before snow turns to ice. ❄️ 

2 Use Less Salt If you must use salt, a 12-oz mug holds enough salt to treat a 20-foot driveway or 10 sidewalk squares. 

3 Sweep & Reuse
Keep unneeded salt out of our waterways by sweeping and collecting for reuse. ❄️ 

Did you know? There are many organic, salt-free and pet-safe products on the market today. De-icers containing **calcium magnesium acetate (CMA)** are more eco-friendly.



Learn more at MontgomeryCountyMD.gov/salt

Be Salt-Wise!

❄️ It's Easy as 1-2-3! ❄️

1 Shovel
Right Away 

2 Use
Less
Salt  = Melts 10
Sidewalk
Squares

3 Sweep &
Reuse 

Learn more at [MontgomeryCountyMD.gov/salt](https://montgomerycountymd.gov/salt)



¡No use demasiada sal! ¡Tan fácil como 1-2-3



1
De inmediata-
mente retire
con una pala
la nieve 

2
Use menos sal
 derrite la nieve
en 10 cuadros
del pavimento

3
Barra y
reutilice 



Más información en [MontgomeryCountyMD.gov/salt](https://montgomerycountymd.gov/salt)





Montgomery County Department of Environmental Protection

Published by Sprout Social [?] · Yesterday at 2:01 PM · 🌐

This winter use salt, or better yet, salt alternatives sparingly to protect our pets, lawns, and waterways. Check out the photo for the right way to scatter salt. #SaltWise <http://bit.ly/saltwise>



Montgomery County Department of Environmental Protection

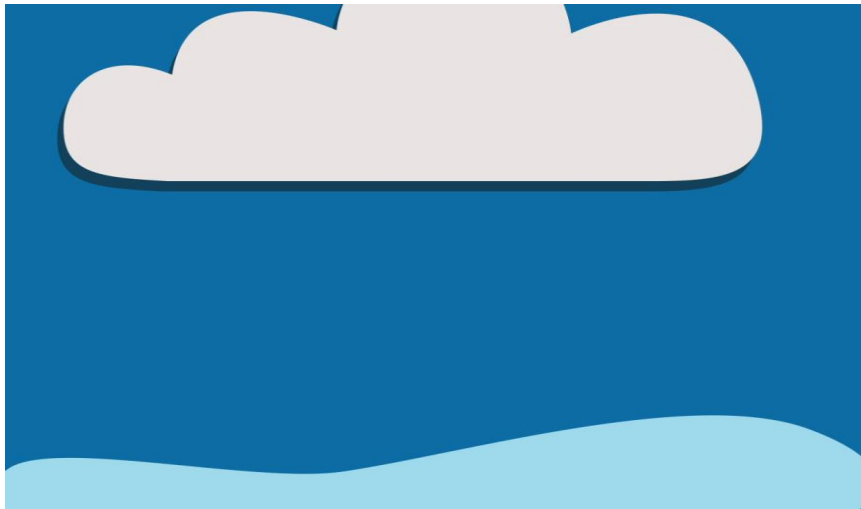
Government Organization

[Learn More](#)

**Be PUPared and
PAWtect your
pets from salt.**

**Use pet-safe salt
alternatives.**





Be Salt-Wise! It's Easy as 1-2-3



Learn more at **[MontgomeryCountyMD.gov/salt](https://montgomerycountymd.gov/salt)**



Be Salt-Wise! It's Easy as 1-2-3



Plan Ahead



Slow Down



Help Stop
Over-Salting



Learn more at **[MontgomeryCountyMD.gov/salt](https://montgomerycountymd.gov/salt)**





Gaithersburg
Stormwater Division

Mindful Salting

Using the right amount of salt
to melt snow and ice for keeping
the community safe and water clean

Guiding Principles

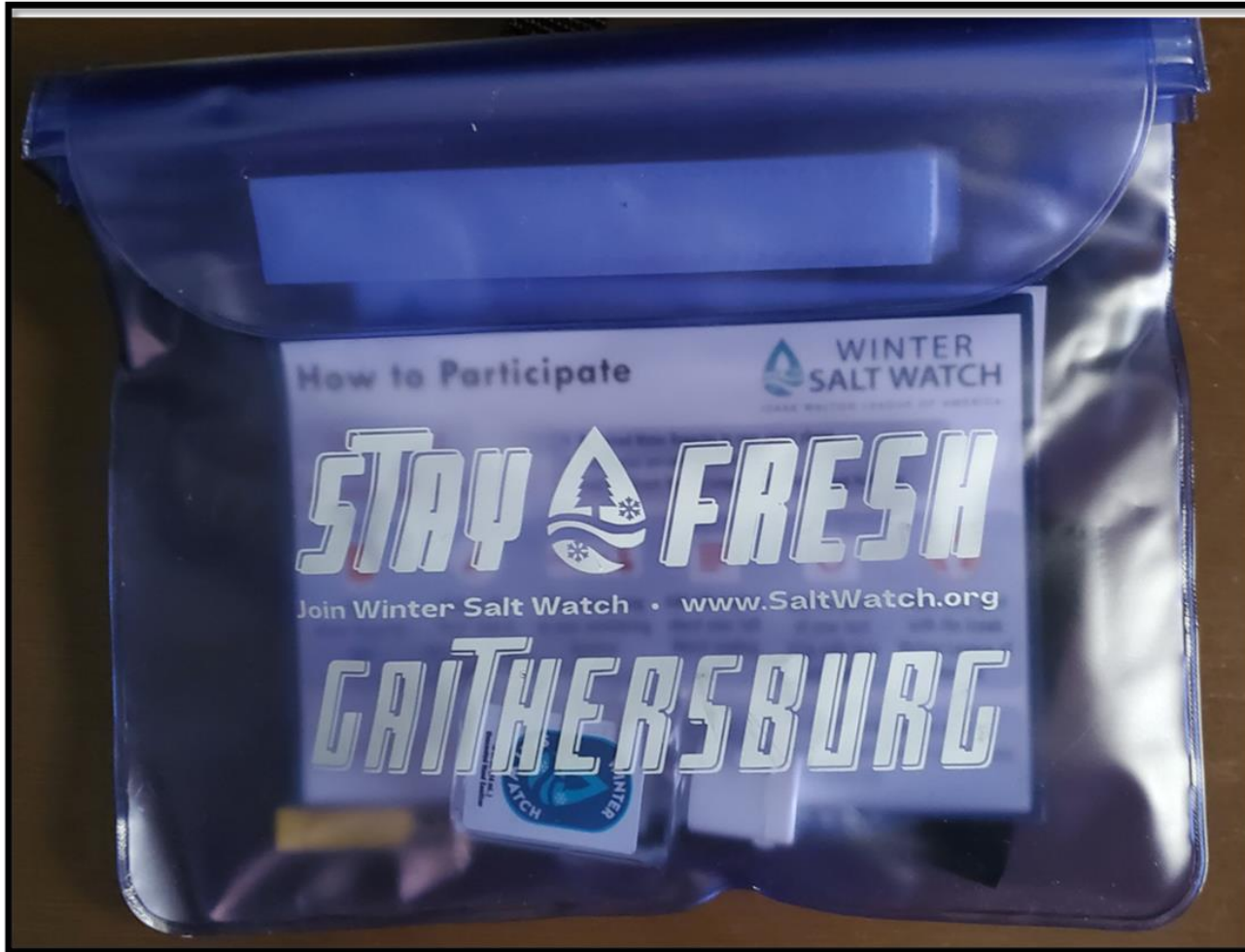
- Critical to Public Safety
- Too Much of a Good Thing
- Timely & Accurate

Ten Municipal Actions Preventing Oversalting

1. Pretreatments Before the Storm (Brine Layer)
2. Yearly Calibration of Tailgate Spreaders
3. Utilize State of Maryland Pavement Sensors
4. Contracted Weather Forecasters
5. **Salt Watch Partnership**
6. Staff Training Days (Snow Rodeo)
7. All Loaded Trucks are Stored Undercover. All Snow Equipment is Washed and Cleaned Indoors.
8. Salt Barn & Goodhouse Keeping Policy
9. **Contractor Salt Drop-Off Program**
10. Post Storm Monitoring & Street Sweeping



Stay Fresh – Protect Fresh Water





Paint to Be Visible



What is chloride pollution?

Road salt (sodium chloride) keeps us safe on roads and sidewalks, but too much can pose a threat to fish and wildlife as well as human health. Fish and bugs that live in freshwater streams can't survive in extra salty water. Many of us also depend on local streams for drinking water. Water treatment plants are not equipped to filter out the extra salt, so it can end up in your tap water and even corrode your pipes, potentially causing serious health concerns.

Join the Salt Watch

- 1 Request your *free* kit at www.SaltWatch.org
- 2 Collect 4 chloride readings at your chosen stream site
- 3 Upload a photo of your test strip to our database
- 4 Share your findings with your community!



Reporting Illicit Discharge

To report illegal spills, dumping, connections, or local emergencies related to the storm drain system or the sanitary sewer system, please contact one of the numbers listed below.

- **During Business Hours:** Illicit Discharge Hotline (240-805-1355) publicworks@gaithersburgmd.gov
- **After Business Hours:** Gaithersburg Police Department (301-258-6400)
- **Emergency Spills:** Call 911
- **Water or Sewer Line Breaks:** (301-206-4002) www.WSSCWater.com
- **Spills in Montgomery County Information:** Call 311 www.montgomerycountymd.gov/dep/

Where to report Salt spills:

- City of Gaithersburg: snow@gaithersburgmd.gov or leave a message at 301-258-6370.
- County Streets – Call 311
- State Roads – Call 1-800-543-2515

Learn more about snow removal in Gaithersburg at www.gburg.md/snow



Hand Out Flyers

https://www.iwla.org/docs/default-source/conservation-docs/water-docs/gaithersburg-winter-salt-watch.pdf?sfvrsn=d6ab8f0d_2



Good Housekeeping Plan - Salt & Deicers

Purpose

This good housekeeping plan aims to reduce salt pollution from municipal facilities. It identifies locations where salt is used and kept in small amounts. It also defines good housekeeping procedures for efficiently using salt while maintaining safety during winter events.

Background

Road salt is the primary snow and ice deicer material used by the City of Gaithersburg. Road salt is critical to maintaining public safety because it melts snow and ice to keep streets and sidewalks clear during winter weather. Oversalting or adding too much salt to an icy surface can be expensive, damage public infrastructure, and harm fish and wildlife. The timely and accurate application of salt and deicers is vital for maintaining public safety, protecting public infrastructure, and maintaining a healthy watershed.

The City's Public Works department implements multiple salting strategies and good housekeeping actions to ensure winter safety while preventing pollution from excess salt runoff. All salt used at municipal facilities is stored either in the salt barn or the pre-treatment tank in the Public Works yard. The salt barn was constructed in 2017 with the approval of the Maryland Department of the Environment (MDE). All salt the City uses is brought to this location and then distributed to other City facilities. It is also the only location where City and city-contracted trucks are loaded with salt for application on city streets. More information about salt management at the salt barn can be found in the City of Gaithersburg's Department of Public Works Facility's Stormwater Pollution Prevention Plan (SWPPP).

General Pollution Prevention Practices

Practice	Description	When To Use
Anti-icing	Anti-icing is a proactive approach. Liquid chemicals are spread before a storm or frost to reduce the bonding between the snow and the pavement surface. Liquids, not granular products, are used in anti-icing. Anti-icing can help melt snow more quickly and reduce the likelihood of ice forming. Anti-icing requires 1/4 the material and is 1/10 the overall cost of deicing.	Before Winter Weather – Anti-icing before the storm can be time efficient and save salt. However, anti-icing will not melt all of the snow that falls. It is intended to be the first step, before the storm, in maintaining a parking lot or sidewalk. Follow-up steps could include mechanical removal or applying a deicer.

Top 5 - Latest Salt Work

- 1) Salt Goodhouse Keeping Plan
- 2) 2023 Salt Watch Grant - IWLA
- 3) Investigating Salt Clean Up Ordinance
- 4) Improved Tracking & Reporting of Salt
- 5) Arts & the Environment Program



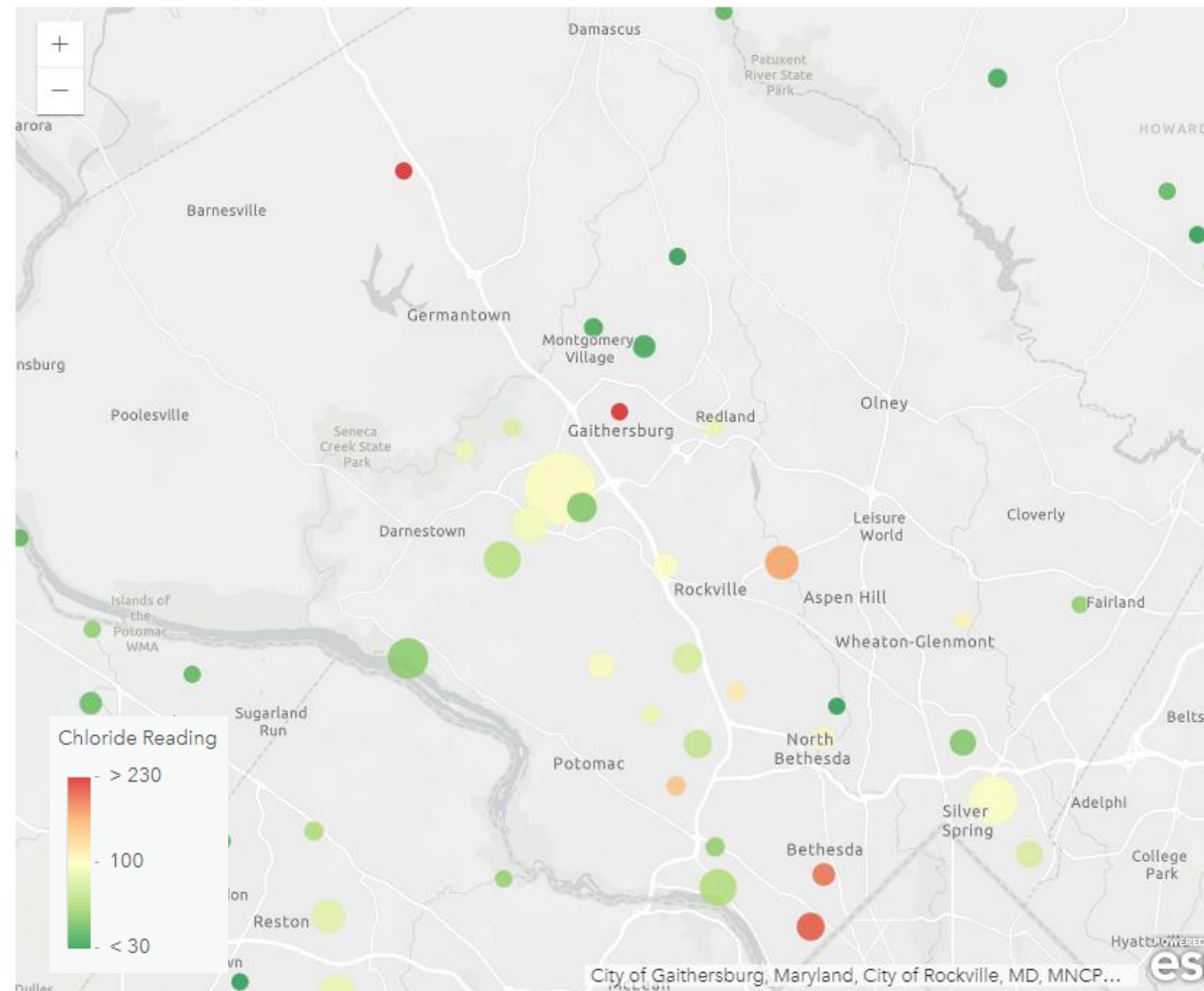
SALT RESPONSIBLY

to protect Gaithersburg's



Streams - Wildlife - Pets
Drinking Water - Cars - Roads





- www.saltwatch.org
- www.saltwatchgaithersburg.org
- www.saltwatchmoco.org

Howard County Campaign

- ❑ Established a partnership between County Office of Sustainability and Highways Dept
 - Spread the word on County efforts
 - *Staff training, pretreatment, pavement sensor use, calibration equipment in trucks, etc.*
 - Collaborate for funding assistance
- ❑ Message sharing and learning within the group
 - Recognize our messaging may need a different spin
- ❑ Increase Outreach
 - TIMELY social posts
 - Create a new/update webpage
 - Residential focus this year (pledge), then move to property managers/landscapers



Winter Salt Management Strategy (SaMS)

Strategy developed by stakeholders from across Northern Virginia region to address increasing salt loads and Accotink Creek TMDL

- Originally coordinated by VA DEQ

Goals:

- Public outreach and education to improve long-term behavior around salting practices
- In turn, support public safety, improve water quality and habitat, and reduce impacts on drinking water and infrastructure

2020:

- Public knowledge and behavior survey conducted
- SaMS Toolkit produced with outreach tools and best management practices



Stay home, avoid non-essential travel and telework if possible.



Plan travel times to avoid driving during and immediately after a storm.



If you *must* go out, take public transportation.



Wait to drive until road conditions improve.



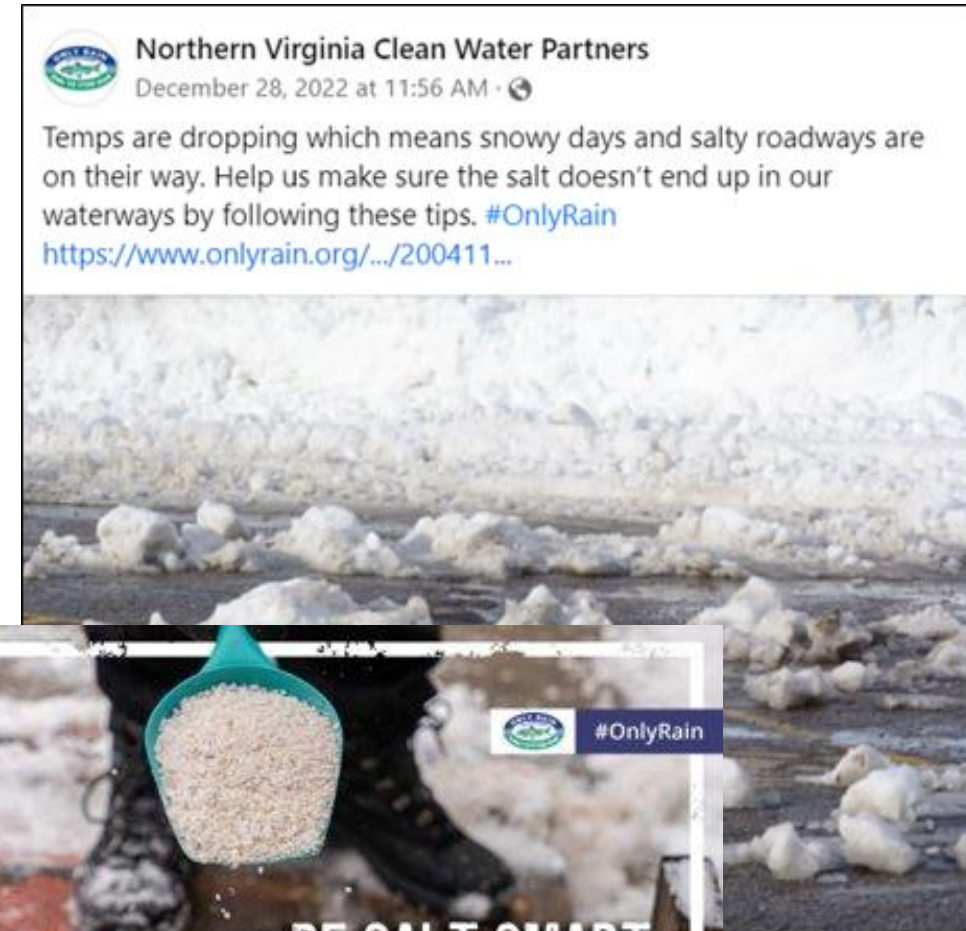
Monitor weather closely, as forecasts can change quickly.



Winter Salt Management Strategy (SaMS)

Recent Work: Northern Virginia Clean Water Partners (NVCWP)

- Salt messaging through the NVCWP, a group of local jurisdictions, water and sanitation authorities, public schools, and businesses
 - Conduct an annual Regional Stormwater Education Campaign
 - Regularly scheduled posts on Instagram, Facebook, and Twitter around salt use
 - Sharing of information and resources through quarterly e-newsletter and NVCWP website - [onlyrain.org](https://www.onlyrain.org)
- Additional targeted outreach to their localities, including “Winter Salt Wednesdays” on social media and sharing of SaMS materials



Winter Salt Management Strategy (SaMS)

Recent Work: NVRC Outreach and Education

- Salt management training for private contractors (DEQ funded in September 2022)
- Resident focused messaging: winter snow and ice maintenance tip sheet and videos

2023 and On:

- Development of regional salt outreach group to coordinate messaging and activities
- New NoVA resident knowledge and behavior survey



Snow and Ice Maintenance Tips for Residents

Do you know...

- It only takes one teaspoon of salt to permanently pollute 5 gallons of water.
- Salt seeped into the environment can:
 1. Raise sodium levels in our drinking water and increase treatment costs.
 2. Harm fish, plants, and other wildlife.
 3. Corrode vehicles, roads, bridges, and parking lots.
- Salt can make it safer for us to walk and drive around. It helps keep roads open, and allows businesses, government, and social services to stay open with little interruption.
- Since there's no easy or cheap way to remove salt from our environment, we can all do our part to reduce the amount of salt we use and be #WinterSaltSmart by following the below tips.

What should you do before a storm?



Have your shovel or snow blower ready
Shovels may be all that you need around Northern Virginia. To make it easier on your back, there are versions with wheels. Remember to take breaks and avoid overloading your shovel with wet snow.

For big storms or heavy weight snow, snow blowers can be helpful.



Make sure to stock up on enough food, drinks and medicine (including prescriptions) before the storm



Northern Virginia Regional Commission



www.wintersaltsmart.com



Spread Love ♥ Not Salt



“As educators, it is up to us
to transform our world.”

~Tabari Wallace

Resources



<https://www.saltwatch.org>



<https://mde.maryland.gov/programs/water/319NonPointSource/Pages/411-on-Salt.aspx>



<https://www.wsscwater.com/saltwise>



www.MontgomeryCountyMD.gov/salt



Questions?