



# Salt Summit 2024

Salt Outreach Workgroup Updates

January 23, 2024

# Regional Collaboration

## Salt Awareness

# Salt Outreach Workgroup



- Members come from NGOs, government agencies, and regional organizations
- Coordinating messaging across the region since 2021
- Sharing resources, amplifying voices, learning best practices

# Salt Outreach Workgroup



- Working together on improving websites and social media posts
- Sharing activities and events from other organizations
- Conducted surveys with the public for most impactful Salt Wise messaging
- Used findings to develop radio spot

# Interstate Commission on the Potomac River Basin

- Worked with MDE on Enhanced Winter Maintenance Training Manual
- Walk in the Woods: Let's be Smart About Winter Salt
- Social media posts
- Plans for 2024: Create a Salt Hub for the public to learn about smart salting practices

When salting your sidewalk...

<b>DO THIS</b>	<b>NOT THAT</b>
	

 YOU ONLY NEED 1 MUG OF SALT FOR 10 SIDEWALK SQUARES. 



# Northern Virginia Regional Commission

- New fact sheets for residents and property managers around snow and ice management (translated into 7 languages!)
- Radio advertisements over WAMU (88.5 FM) before and after winter storm events
- Through the Northern Virginia Clean Water Partners:
  - Paid media ads and posts on social media about smart salting (FB, Twitter/X, Instagram)
  - New TV ad with salt messaging
  - Information and other resources on [onlyrain.org](http://onlyrain.org)

Snow and Ice Management Tips  
for Property Managers  
Winter 2023

### Did You Know...

Road salts can make it safer for us to walk and drive around in the wintertime. It helps keep roads open, and allows businesses, government, and social services to stay open with little interruption.

However, it only takes one teaspoon of salt to permanently pollute 5 gallons of water.

Salt seeped into the environment can:

- Raise sodium levels in our drinking water and increase treatment costs.
- Harm fish, plants, and other wildlife.
- Corrode vehicles, roads, bridges, and parking lots.

Since there's no easy or cheap way to remove salt from our environment, we can all do our part to be #WinterSaltSmart by following the below tips for snow and ice maintenance.



### How should you prepare for a storm?

Shovels may be all that you need for winter weather in Northern Virginia. To make it easier on your back, you can choose shovel products with wheels. Remember to take breaks and avoid overloading your shovel with wet snow.

For big storms or to clear larger areas, snow blowers or other equipment may also be helpful. See below for a chart to decide which type of equipment to use depending on the size of the area that you need to clear (based on 2 - 3 inches of snow):

Sidewalk Clearing Equipment	Clearing Ability Per Hour
Shovel (2 ft shovel)	1,500 ft <sup>2</sup> per hour
Shovel (3 ft snow pusher)	3,000 ft <sup>2</sup> per hour
Snow Blower - (2 ft broom)	5,000 ft <sup>2</sup> per hour
ATV (4 ft blade)	8,000 - 12,000 ft <sup>2</sup> per hour
Skid Steer/Ventrac (4 ft broom)	10,000 - 21,000 ft <sup>2</sup> per hour

[www.wintersaltsmart.com](http://www.wintersaltsmart.com)






*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





# Montgomery County Campaign

Developed Website: [MontgomeryCountyMD.gov/salt](http://MontgomeryCountyMD.gov/salt)

Created 1-2-3 Be Salt-Wise campaign

## 2019-Present - Residential focus

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

## 2022-23 - Employee focus (no winter weather – repeat for 2024)

## Now-Future -Property Managers & Private Contractors

- Promote MDE Training
- Tailor Messaging

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](http://MontgomeryCountyMD.gov/salt)

# WSSC Water Activities

- Saltwise Media Event
  - Partnership w/ Montgomery County DEP, DOT, County Executive
  - January 4, 2024
  - Media coverage
    - FOX 5
    - NBC 4
    - WUSA 9
    - DC NewsNow
    - WTOP
    - MoCo360
  
- Social Media Messaging
  - Throughout winter season
  - Ahead of any winter weather event
  
- Dedicated saltwise webpage: [WSSCWater.com/saltwise](http://WSSCWater.com/saltwise)



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

Watch later Share

**1** Shovel Right Away

**2** Use It  
Melts 10 Sidewalk Squares

**3** Sweep & Reuse

Watch on YouTube

WSSC Water @WSSCWaterNews

Did you get a dusting of snow? Sweeping might be a better option than salt for this one! Learn more on how to be saltwise all winter at [wsscwater.com/saltwise](http://wsscwater.com/saltwise).

**Be Saltwise**

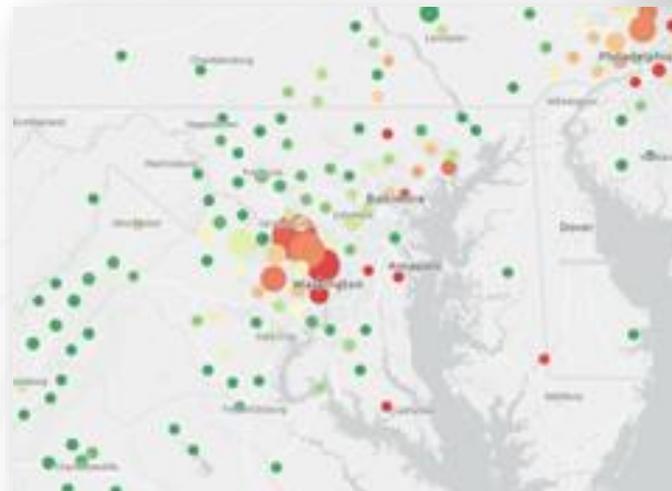
Do your part to keep excess salt out of local waterways

[wsscwater.com/saltwise](http://wsscwater.com/saltwise)

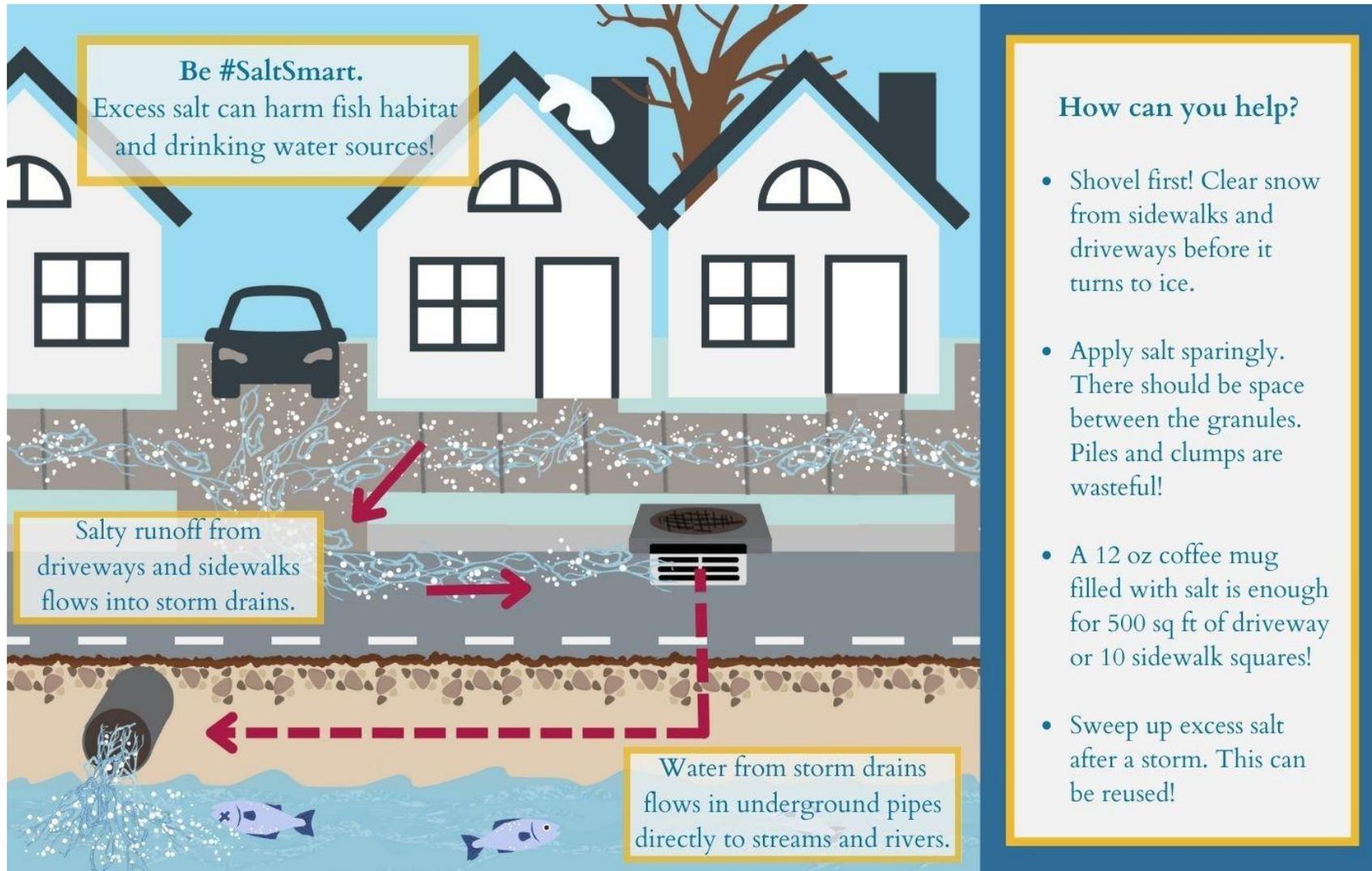


# Salt Watch

- Paint the Plow event with 13 high schools, scout troops, and partner organizations in MoCo
- Tabled at 5 farmers market locations throughout the year and at events like Gaithersburg Oktoberfest
- Tabled at STEM and STE3AM events
- Presented at various conferences (NAAEE, NALMS, Alliance for the Chesapeake's Forum, etc.)
- Hosted Smart Salt Certification trainings for road salt applicators in Gaithersburg and MoCo



# Metropolitan Washington Council of Governments (COG)



## How can you help?

- Shovel first! Clear snow from sidewalks and driveways before it turns to ice.
- Apply salt sparingly. There should be space between the granules. Piles and clumps are wasteful!
- A 12 oz coffee mug filled with salt is enough for 500 sq ft of driveway or 10 sidewalk squares!
- Sweep up excess salt after a storm. This can be reused!

- Designed “salty run-off” graphics to show the flow of runoff from sidewalks to waterways.
- WAMU radio ads and banner ads
- Updated Salt Smart website: [www.mwcog.org/saltsmart](http://www.mwcog.org/saltsmart)

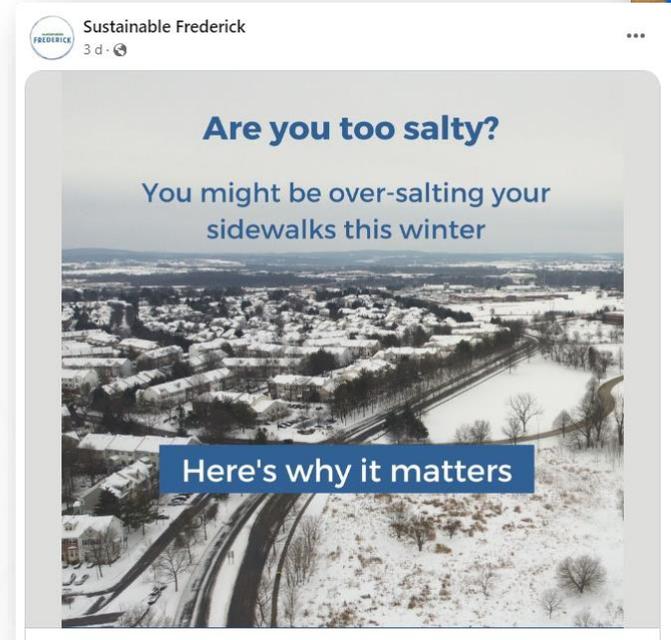
# Howard County Activities

- Giveaways: salt mugs and ice scrapers with “Salt Smart”
- Pledge for residents to reduce salt usage
- Salt training for a staff member thru MDE
- New salt webpage
- Matte story for HOA newsletters
- Social posts and tabling events
- Exploring partnership with locally-owned hardware stores for point-of-sale consumer education



# Sustainability Department of the City of Frederick, Maryland

- Program in infancy
- Smart Salt / Winter Pollution Prevention sessions with staff
- Social media posts
- Markings on street sweeper trucks
- Public outreach



**FREDERICK**  
MARYLAND

# Maryland Department of the Environment (MDE)



- Worked with ICPRB on *Enhanced Winter Maintenance Training Manual*
- Launched pilot course with UMD EFC and CBLP
  - Smart Salting: Enhanced Winter Maintenance Training Series
- Creating **Seasonal Worker Training Video** with UMD Extension
- Promoting winter salt content on MDE social media
- Outreach to General Public
- 2024 Plans
  - Expanding training series
  - MDE winter salt webpage update



It is officially the first day of winter so it's time to talk about salt. Our number one priority is to keep you safe, but we also don't want to harm the environment so anytime you need to be dealing with ice this winter please remember to #SaltSmart!

**SALTING SMART**  
THE 3 PRO TIPS FOR USING ROAD SALT EFFECTIVELY

- 1. Shovel first**  
Clear pavement and driveways before snow has the chance to turn to ice.
- 2. Use just the right amount**  
A little salt goes a long way! Extra salt does not mean more melting. Just one 12oz coffee mug holds the perfect amount for 10 sidewalk squares or a 20ft driveway.
- 3. Spread evenly**  
Make sure the salt granules are at least 1-2 inches away from each other and clean up spills.

Learn more pro tips and winter safety advice at [maryland.mde.gov](https://maryland.mde.gov) or scan the QR code

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**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.

12 oz mug = 10 sidewalk squares  
OR  
a one-lane 20ft driveway

- 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 1-2 inches apart

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

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



**Maryland**  
Department of  
the Environment

# Resources



<https://www.saltwatch.org>



**Maryland**

Department of  
the Environment

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



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



Metropolitan Washington  
**Council of Governments**

<https://www.mwcog.org/saltsmart>



DEPARTMENT OF  
**ENVIRONMENTAL  
PROTECTION**  
MONTGOMERY COUNTY • MARYLAND

[www.MontgomeryCountyMD.gov/salt](http://www.MontgomeryCountyMD.gov/salt)



Questions?

