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Cc: Sandford, Susan

Subject: WI Salt Wise Municipal Toolkit

Date: Tuesday, December 06, 2016 3:22:59 PM

Attachments: Salt Wise Template Article 2016- Municipalities FINAL.docx

Importance: High

Hi everyone,

The WI Salt Wise Partnership is working hard to get information out about effective winter maintenance practices and encourage citizens and businesses to use the right amount of salt this winter to keep roads safe and protect our waters. We're in the process of creating videos of best practices and short interviews with partners who've implemented practices covered in the Winter Maintenance Workshop. The videos will be posted on the WI Salt Wise site and FB page as we complete them over the next few weeks. Please consider using some of the tools (WEB LINKS) below to help us spread the WI Salt Wise message aimed at reducing salt use and chlorides into our waters.

Communication Tools

Working to Keep Roads Safe while Protecting our Waters this Winter Template Article- Several Winter Maintenance Workshop participants requested an article they could use to highlight the benefits of using brine before the storm. I know winter maintenance practices vary from municipality to municipality, but this template allows you to customize and highlight the practices your municipality uses to reduce salt use.

WI Salt Wise Key Points Document- Highlights the key messages we are trying to convey along with

background information on the chloride issue.

WI Salt Wise Flyer – Nice handout targeting residents. I'd be willing to print and distribute if there is interest.

WI Salt Wise Graphics/Photos- Graphics and photographs that you have permission to use in newsletters, social media, etc.

Sample Social Media Posts- List of posts with key salt reduction messages along with graphics. We now have a WI Salt Wise FB page and Twitter feed and will be cross posting on the My Fair Lakes FB page.

Business Outreach Tools- Similar to last year we are asking partners, including municipalities to reach out to area retailers that sell salt and shovels and ask that they display the "Shovel, Scatter, Switch" poster where salt and shovels are sold. Click on the **WI Salt Wise Retailer Spreadsheet** to see if there are any retailers in your area who may sell salt. This list includes notes from last year on which retailers were willing to post signs. Please feel free to add to this list as it is by no mean a comprehensive list of all who may sell salt.

WI Salt Wise Retailer letter- Letter to share with retailers who might be interested in learning more about WI Salt Wise and/or posting signs at their store.

Retailer Talking Points document- Includes key points to cover when making retailer visits.

Retailer Tracking Sheet- Please keep track of the retailers you visit and also add them to our **WI Salt Wise Retailer Spreadsheet** so different partners don't visit the same retailers.

Shovel, Scatter, Switch poster- We have a supply of these posters and business cards printed and available for partners to share with retailers when making site visits. Please let me know if you need any.

News Coverage

Several news stations covered the Well 14 story pushed out by the Madison Water Utility last week, some made general references to minimizing road salt use and others even mentioned WI Salt Wise. See links to stories below.

http://www.channel3000.com/news/road-salt-contaminating-west-side-well-officials-say/42663858

http://www.dailycardinal.com/article/2016/11/critical-contamination-threshold-reached-in-water-well-that-serves-campus

http://www.nbc15.com/content/news/Madison-residents-experiencing-water-contamination-403895106.html

http://www.wkow.com/story/33831100/west-side-well-hits-critical-salt-contamination

Thanks for your help! If you have any trouble accessing documents please let me know. Feel free to contact me with questions and please share any articles you use as it's helpful to see how others use these resources.

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