***Easy on the Salt***

Salt is important for keeping people safe in bad winter weather. But if it is overapplied, it can harm lakes, streams, and drinking water, and damage roads and bridges. Just 1 teaspoon of salt will pollute 5 gallons of water to a level that is toxic to freshwater organisms.

[Municipality] is working this winter to implement the following smart salting practices: [insert practices: calibrating equipment, incorporating the use of salt brine, educating operators], to avoid the overapplication of salt. [Insert quote from DPW staff about salt reduction steps/successes/goals/etc.]

Do your part to help protect [Your Community’s] freshwater resources and make a pledge to follow the "4 S's" this winter: **Shovel, Scatter, Switch, Sweep**:

* **Shovel** (or snow blow) as much snow as possible before spreading salt
* **Scatter** salt so there is space in between the grains (no piles!)
* **Switch** from salt to sand (or a treated de-icer) if the temperature is under 15 degrees Fahrenheit
* **Sweep** up excess salt after the ice has melted

Follow the 4 S's and you will save money, protect our community’s infrastructure, AND keep salt out of our waterways! To learn more about salt pollution and how to reduce your impact on the environment, check out the January 2025 Winter Week events at www.wisaltwise.com.

[Insert a picture of a vehicle from your municipal fleet. Or a picture of a local waterbody.]

