

# Lower DuPage River Watershed Coalition

## Winter Public Education and Outreach Campaign Toolkit

### ABOUT THIS TOOLKIT

The communications tools and messages included in this toolkit were developed by Bluestem Communications for the Lower DuPage River Watershed Coalition during Winter 2016-2017. The content is derived from public opinion research that was conducted in the watershed in 2016, as well as input provided during Coalition meetings.



This campaign is designed to be implemented during winter months (December-March), or as soon as the first snow falls. An [Implementation Calendar](#) is included with a suggested timeline for implementing this campaign. The campaign can be implemented in its entirety following the schedule set out in the calendar, or on an as-needed basis. Each community can implement the campaign as they see fit.

The **Communications Tools** included in this toolkit provide sample language that can be used exactly as is, or can be edited to fit community needs. These tools are designed to make it as easy as possible for all participating communities to engage their citizens on this topic. Contact Tara Neff ([tneff@theconservationfoundation.org](mailto:tneff@theconservationfoundation.org)) to customize your community's materials.

Based on a decision by the Coalition, this Winter Public Education and Outreach Campaign targets the use of **salt** by two similar, yet distinct, audiences:

- Homeowners: Homeowners are residents who own property in the watershed. The campaign asks them to reduce the amount of salt they use on their own property.
- Commuters: Commuters are people who travel on the roads in the watershed. The campaign asks them to trust that cities are using sound science to make smart salt decisions that make driving conditions safer and use resources responsibly. In addition, commuters are asked to use caution while driving this winter.

Some of the messages for these overlapping audiences are very similar, with slight differences.

The following tools are included in this Toolkit:

- [Social media posts](#)
- [City website, email and newsletter text](#)
- [Op-ed, letter to editors and press release text](#)
- [Final logo](#)

## Social Media Posts

**Audience:** Homeowners and commuters

**How to use:** Post reminders to followers once a month and leading up to or after major snow storms. Direct users to your web page with more information. If you have a designed image for the campaign, feature it as your cover photo.

**NOTE:** Photos included below are merely examples. They are NOT approved for use.

The Salt Smart logo can also be used with any/all of these posts.

### FACEBOOK POSTS

- A storm's a-comin'! Remember to Salt Smart! More salt does not necessarily mean more melting. A 12-ounce coffee mug of salt should be enough to cover a 20-foot driveway or 10 large sidewalk squares (250 sq. ft.). Learn more about smart salt use at [\[Website link\]](#) [Optional: include a photo of a 12-ounce mug]



- There *is* such a thing as too much salt! Salt used on roads and sidewalks eventually finds its way to the DuPage River where it is toxic to fish and harms local water quality. Visit our [website](#) [hyperlink] to learn more about what [\[town\]](#) is doing to protect you and your waterways and how you can help. [Optional: include a photo of too much salt]



- Save money, reduce waste and protect the DuPage River: Salt Smart! Find tips for how you can keep our river healthy by reducing long-lasting salt pollution on our [\[website\]](#).
- Winter is coming and [\[Town\]](#) is committed to Salt Smart! [\[Town\]](#) uses sound science to determine how much and how often to salt roads to make driving conditions safer, while using tax dollars responsibly and reducing damage to the DuPage River. Learn more about our salt policies at [\[website\]](#). [Optional: include Game of Thrones-type image of snow and ice, maybe with “Winter is coming” meme.]



- \*Winter is coming and [Town] is committed to Salt Smart! [Town]’s salt trucks apply a liquid brine solution to roads before it snows. These “safety stripes” keep ice from sticking to the pavement, making it easier to clear snow and ice from local roadways. [Optional: include picture of safety stripes.]
- Salt Smart Tip #1: Shovel first. Clear all snow from driveway and sidewalks before it turns to ice. Salt should only be used after the snow is removed and only in areas needed for safety. [Website link]
- Salt Smart Tip #2: More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or about 10 sidewalk squares. [Website link] [Optional: include a photo of a 12-ounce mug]
- Salt Smart Tip #3: Distribute salt evenly, not in clumps. Clumped salt is wasted salt! [Website link]

- Salt Smart Tip #4: If you see salt leftover on the ground after the ice melts, then you’ve used too much! Sweep up leftover salt to keep it out of our rivers and streams. [Website link] [Optional: include a photo leftover salt]



- Salt Smart Tip #5: Untreated salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures. [Website link]

- It takes only 1 teaspoon of salt to contaminate 5 gallons of water. Visit our website to learn more about [town]’s efforts to keep roads safer this winter and protect the DuPage River. [Website link]



- \* [Town] is dedicated to using winter best management practices, including anti-icing roadways ahead of storms. Look for the “safety stripes” especially at intersections, on bridges and inclines. These “stripes” help to stop ice from bonding to the roadways and makes it easier to clear snow and ice from the roads to keep you safer. [Optional: picture of stripes]

- How cold is the road? [Name] the Public Works Director knows. Untreated rock salt stops working at temperatures below 15 degrees. [Town] uses technology like pavement temperature sensors and well calibrated equipment to put the right kind and the right amount of deicer on the roads to make driving conditions safer. [Website Link]

- Salt is used to make driving conditions safer, but more salt does not mean more safety – this practice wastes money and resources and causes permanent damage to vehicles, all types of concrete driveways, roads, and bridges, and the environment. Be Salt Smart to protect the DuPage River. [[Website Link](#)]

**TWITTER POSTS [Maximum of 140 characters]**

- There *is* such a thing as too much salt! Think of our waterways when you are out salting your sidewalk today #SaltSmartSaveMore

- Winter is coming & [\[town\]](#) is ready to #SaltSmart. Learn more about our snow & ice management plan at [\[website\]](#). [Optional: include Game of Thrones-type image of snow and ice, maybe with “Winter is coming” meme.]



- Did you know that the salt on our sidewalks finds its way to the DuPage River where it can hurt fish & water quality? #SaltSmartSaveMore

- Save money, reduce waste, protect the DuPage River. That’s #SaltSmart! Tips for how you can keep our river healthy [\[website\]](#).



- Snow is on the way! Remember excess salt hurts our rivers & doesn’t mean more melting. A 12 oz cup of salt covers 250 sq feet, or 2 car spots [Optional: Attach photo of two parking spots]

- [\[Town\]](#) hit the books & is ready to #SaltSmart! Using the right amount of salt helps to keep you safe, saves money & protects our river [\[Website link\]](#)

- #SaltSmart Tip: Untreated salt stops working if the temperature is below 15 degrees. [\[Website link\]](#) [Optional: photo of super cold temperatures on a thermometer or a humorous photo of a person with icicles on their beard.]



- #SaltSmart Tip: More salt doesn’t mean more melting. A 12 oz coffee mug of salt is enough for a 20ft driveway [\[Website link\]](#) [Optional: include a photo of a 12-ounce mug]



- #SaltSmart Tip: Shovel first. Salt should only be used after snow is removed [\[Website link\]](#)
- #SaltSmart Tip: Distribute salt evenly, not in clumps. Clumped salt is wasted salt! [\[Website link\]](#) [Optional: Include salt comparison photo]

## City & Town Communications

**Audience:** Homeowners and commuters

**How to use:** Set up a web page connected to the village and/or coalition website with a message for both homeowners and commuters. There is also text here for a newsletter and/or a printed flyer.

**NOTE:** Photos included below are merely examples. They are NOT approved for use.

### WEBSITE TEXT

#### **Salt Smart. Save More.**

Winters can be tough, especially for commuters. Snow and ice become common obstacles for drivers. That's why [town] works to ensure a safer commute by using plow and salt trucks to clear your roads. Salt is used to make driving conditions safer but the cost of using too much salt goes beyond the pavement. Salt used on roads and sidewalks eventually runs off and finds its way into the DuPage River where it can hurt fish and water quality. Excess salt also hurts our pets' feet and is corrosive to our cars, driveways and sidewalks. There *is* such a thing as too much salt!

[Town], in cooperation with several neighboring communities, is committed to using sound science and the latest technology to make roads and sidewalks safer all winter long. Smart salt use will also ensure [Town] uses tax dollars responsibly and protects our precious water resources for generations to come. One way in which [town] is doing this is by committing to using best management practices during the winter months to minimize the excess use of salt.

\*This year, residents can expect to see snow removal vehicles apply brine solution to roads in anticipation of an oncoming snowfall event. These “**safety stripes**” keep ice from sticking to the pavement, making it easier to clear snow and ice from local roadways.

#### **Our River, Our Responsibility**

[Town] is part of the Lower DuPage River Watershed Coalition, a collection of communities and local stakeholders working together to improve the health of the DuPage River and its tributaries. The DuPage River is an important part of our community. Taking care of the river is everyone's responsibility and everything we do on the land impacts the river, good and bad. Read on to learn what you can do to protect our rivers. Healthy Rivers = Healthy Communities.

#### **SALT SMART at home to protect the DuPage River**

Using the right amount of salt only where necessary will make a big difference for our local waterways—and our pocketbooks. Using the right amount of salt keeps you safe, saves money and protects our river. Join [town] and reduce the amount of excess salt used on your driveways and sidewalks.

Here are five tips for salting smart this winter:

1. Shovel first. Salt should only be used after the snow is removed and only in areas needed for safety.
2. Size up. More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or 10 sidewalk squares (250 sq ft).
3. Spread. Distribute salt evenly, not in clumps. Clumped salt is wasted salt!
4. Sweep. If you see salt leftover on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.
5. Switch. Untreated salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.

Salt pollution threatens the rivers and stream that we enjoy. To improve the condition of these waterways, both citizens and local municipal governments need to reduce unnecessary salt use on streets, parking lots, sidewalks and driveways. Using the right amount of salt helps improve safety, saves money & protects our rivers. Join [town] and reduce the amount of excess salt used on your driveways and sidewalks.

Salt smart. Save more.

#### **ELECTRONIC NEWSLETTER & FLYER TEXT**

[Town] is working with communities, residents and business-owners to ensure that future generations will be able to enjoy the DuPage River. One way we are doing this is by committing to reduce excess salt use during the winter months.

Excessive salt application over the last few decades has led to significant salt pollution in local waterways. The salt used on streets, parking lots and sidewalks runs off into the storm sewer system with the snow melt and finds its way into the DuPage River, where it can hurt fish and is detrimental to local water quality. Too much salt also hurts our pets' feet and is corrosive to our cars, driveways, bridges and sidewalks. There *is* such a thing as too much salt!

\*Using only the right amount of salt will make a big difference for our local waterways and our pocketbooks. This winter, [town] is applying salt in smarter ways. By applying liquid brine on roads prior to snowfall and using other best management practices, [town] is making driving conditions safer and protecting our river's health.

Here are five tips for salting smart this winter:

1. Shovel first. Salt should only be used after the snow is removed and only in areas needed for safety.
2. Size up. More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or 10 sidewalk squares (250 sq ft).
3. Spread. Distribute salt evenly, not in clumps. Clumped salt is wasted salt!
4. Sweep. If you see salt leftover on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.
5. Switch. Untreated salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.

## Local Media

**Audience:** homeowners and commuters

**How to use:** Submit **press releases** at the beginning of the winter. Update with current salt use plans and statistics on salt costs/tons purchased, etc. Submit a letter to the editor or an op-ed if there are news stories or frequent complaints about a town salting practice. A general homeowner op-ed could also be submitted to papers when a big snow storm is expected.

### OP-EDS/LETTERS TO EDITORS

**Homeowner Message: Submit at beginning of season or when a big storm occurs**

#### Salt Smart. Save More.

[Town] is working with communities, residents and business owners to ensure that future generations will be able to enjoy the DuPage River. One way we are doing this is by reducing excess salt use during the winter months.

Winters can be tough, especially on commuters. Snow and ice become common obstacles for drivers. That's why [town] works to ensure a safer commute by using plow and salt trucks to clear your roads. Salt is used to make driving conditions safer but the cost of using too much salt goes beyond the pavement. The salt used on streets and sidewalks runs off into the storm sewer system with the snow melt and finds its way into the DuPage River, where it is harmful to fish and local water quality. Too much salt also hurts our pets' feet and is corrosive to our cars, driveways, bridges and sidewalks. There *is* such a thing as too much salt!

\*Using the right amount of salt will make a big difference for our local waterways and our pocketbooks. This winter, [town] is applying salt in smarter ways. By applying liquid brine on roads prior to snowfall and using other best management practices, [town] is making driving conditions safer and protecting our river's health.

Here are five tips for salting smart this winter:

1. Shovel first. Salt should only be used after the snow is removed and only in areas needed for safety.
2. Size up. More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or 10 sidewalk squares (250 sq ft).
3. Spread. Distribute salt evenly, not in clumps. Clumped salt is wasted salt!
4. Sweep. If you see salt leftover on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.
5. Switch. Untreated salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.



This winter, we can all do our part to protect the DuPage River and our communities. To learn more about [town]'s efforts to salt smarter and how you can help, visit [website address].

## OP-EDS/LTEs

### Commuter Message: Submit in response to negative press or resident complaints

[\*\*NOTE: The numbers in this article are from 2014 *Chicago Tribune* articles about Naperville. ([http://articles.chicagotribune.com/2014-01-31/news/ct-salt-shortage-naperville-tl-0206-20140131\\_1\\_road-salt-main-roads-naperville](http://articles.chicagotribune.com/2014-01-31/news/ct-salt-shortage-naperville-tl-0206-20140131_1_road-salt-main-roads-naperville); <http://www.chicagotribune.com/news/ct-road-salt-price-hike-met-0923-20140924-story.html>) Towns should replace these numbers with updated, accurate statistics of their own.]

[Town], in cooperation with several neighboring communities, has been applying salt smarter to reduce excess salt use and salt pollution in local waterways.

However, some [town] residents may worry that reduced salt use will lead to unsafe driving conditions. As [town's Mayor, Engineer, planner, etc.], I can assure all residents that safety is [town]'s number one priority. Winters can be tough, especially for commuters. That's why [town] works to ensure a safer commute by using plow and salt trucks to clear our roads. Salt is used to make driving conditions safer but the cost of using too much salt goes beyond the pavement. Salt used on roads and sidewalks eventually finds its way to the DuPage River where it is harmful to fish and local water quality.

There *is* such a thing as too much salt. On average, [town] uses [10,000] tons of salt every winter. At a per-ton price of [\$84], salt costs the town [\$840,000] every year, this does not include the cost of plowing, equipment or staff time. [Town] believes that consciously applying the *right* amount of salt at the right time means safer driving conditions, cost savings for residents and protection for our rivers and streams.

- \*Our snow removal vehicles apply liquid brine to roads in anticipation of snowfall events. These "safety stripes" keep the ice from sticking to the pavement, making it easier to clear snow and ice from local roadways. [Town] is also using other best management practices to reduce salt waste. Take special precautions when driving this winter. If you must go out during a winter storm, you need to drive accordingly and slow down! Some things to remember:
  - Wait as long as possible to allow time for plowing and deicers to work
  - Know the road conditions and drive accordingly
  - Leave sufficient space between cars while driving
  - Stay back from plows – give them room to do their job
  - Be aware of [town's] snow-fighting plan – streets are cleared by priority, plan accordingly

Using the right amount of salt at the right time maintains our high level of service, and also saves money and protects our rivers. If you're interested in learning more about [town]'s efforts to reduce salt pollution and how you can help, visit [website address].

## **PRESS RELEASE [Commuter]**

[\*\*NOTE: The numbers in this article are from 2014 *Chicago Tribune* articles about Naperville. ([http://articles.chicagotribune.com/2014-01-31/news/ct-salt-shortage-naperville-tl-0206-20140131\\_1\\_road-salt-main-roads-naperville](http://articles.chicagotribune.com/2014-01-31/news/ct-salt-shortage-naperville-tl-0206-20140131_1_road-salt-main-roads-naperville); <http://www.chicagotribune.com/news/ct-road-salt-price-hike-met-0923-20140924-story.html>) Towns should replace these numbers with updated, accurate statistics of their own.]

DATE

FOR IMMEDIATE RELEASE

### **[Town] to Salt Smarter to Manage Icy Roads**

Winter is on its way and [Town], in cooperation with several neighboring communities, has been applying salt smarter as part of their efforts to help reduce salt pollution in local rivers and streams.

“Winters can be tough, especially on our roads. That’s why [town] works to ensure a safer commute by using plow and salt trucks to clear our roads,” says [Name]. “But salt used on roads and sidewalks eventually finds its way to the DuPage River where it is harmful to fish and local water quality.”

Town officials behind the Salt Smart campaign contend that smarter salt application will also save taxpayer dollars.

On average, [town] uses [10,000] tons of salt every winter. At a per-ton price of [\$84], that costs the town [\$840,000] every year, not including the cost of plowing, equipment or staff time.

“[Town] believes that consciously applying the right amount of salt at the right time means safer driving conditions, cost savings for residents and protection for our rivers and streams,” said [Name].

- \*Residents should expect to see snow removal vehicles applying liquid brine to roads in anticipation of snow events. These “safety stripes” keep the ice from sticking to the pavement, making it easier to clear snow and ice from local roadways. [Town] is also using other best management practices to reduce salt use. [Other application practices] After years of excessive salt application, changing our application techniques may take some getting used to. Take special precautions when driving this winter. If you must go out during a winter storm, you need to drive accordingly and slow down! Some things to remember:
  - Wait as long as possible to allow time for plowing and deicers to work
  - Know the road conditions and drive accordingly

- Leave sufficient space between cars while driving
- Stay back from plows – give them room to do their job
- Be aware of [town’s] snow-fighting plan – streets are cleared by priority, plan accordingly

“Using too much salt is wasteful,” stated [Name]. “Using the right amount of salt at the right time ensures the same level of service , and also saves money and protects our rivers. But it only works if both citizens and local municipal governments are dedicated to reducing excess salt used on streets, parking lots, sidewalks and driveways.”

[Town] is a part of the Lower DuPage River Watershed Coalition, a collection of communities and local stakeholders working together to improve the health of the DuPage River. According to [Name, title], excessive salt application over the last few decades has led to significant salt pollution in our rivers and streams.

“For many people, the DuPage River is an important community amenity - we see people embrace the river as a place to canoe, fish or simply walk along,” says [Name, title]. “The health of the DuPage River is threatened by polluted runoff. As stormwater and snowmelt flows over our landscapes, it picks up pollutants like salt, fertilizer and litter which eventually makes its way to our DuPage River, . We can all -adopt smart salting practices to reduce salt pollution in our rivers and streams.”

[Town] hopes that residents will use smarter salt practices on their properties. If you’re interested in learning more about [town]’s efforts to reduce salt pollution and how you can help, visit [website address].

## Logo

**Audience:** Homeowners and commuters

**How to use:** The logo should appear on all designed materials. This includes brochures, flyers, the website, salt cups and the bumper/truck stickers. The logo itself is not enough for a bumper sticker. The logo should be placed on a designed bumper sticker alongside engaging language. For an example, see below.



## Poster (text)

**Audience:** Homeowners and commuters

**How-to:** Posters with limited text and salt logo should be placed in local stores, community centers, libraries and village halls. The poster will have a website link, which people can visit on their phone or at home.

## Salt Smart. Save More

[Logo]

**The cost of using too much salt goes beyond the pavement.**

Midwest winters can be tough on our roads and commuters. That's why [town] uses plow and salt trucks to clear your roads. But excess salt damages vehicles, roads, harms our pets and degrades our river.

[Image of the river]

**There is such a thing as too much salt!**

Using the right amount of salt at the right time maintains levels of service, and also saves money and protects our river. Join [town] and reduce the amount of salt you use on your driveway and sidewalk.

**Find out how YOU and [town] can salt smarter by visiting [website link].**

Did you know? On average, [town] uses [10,000] tons of salt every winter. That costs [\$840,000] every year!

## Sample Timeline

	DEC Wk 1	DEC Wk 2	DEC Wk 3	DEC Wk 4	JAN Wk 1	JAN Wk 2	JAN Wk 3	JAN Wk 4	JAN Wk 5	FEB Wk 1	FEB Wk 2	FEB Wk 3	FEB Wk 4	MAR Wk 1	MAR Wk 2	MAR Wk 3
<b>Facebook*</b>	■				■				■				■			
<b>Twitter*</b>	*Post when applicable, i.e. before and after large snowfall events															
<b>Website</b>	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Truck magnets/stickers</b>	*Distribute to trucks at beginning of season.															
<b>Electronic newsletters</b>																
Seasonal	■															
Monthly	■				■					■				■		
<b>Printed Pieces</b>																
Article in mailed Newsletter	■				■											
Retailer distribution	■	■	■	■				■				■				
Door-hangers/flyers		■	■								■	■				
<b>Media Outreach</b>																
Op-eds/LTEs			■	■			■	■			■	■				
Press Release	■				■											

# SALT SMART. SAVE MORE.

[City LOGO]

Keeping roads safe, spending responsibly  
and preserving the health of the  
DuPage River this winter.

Lower DuPage River  
Watershed Coalition

[Town] is a part of the Lower DuPage River Watershed Coalition,  
a collection of communities and local stakeholders  
working together to improve the health of the DuPage River.

[Town or Coalition info--website]



Midwest winters can be tough on our roads and commuters. Road salt is used to keep our roads safe, but the cost of using too much salt goes beyond the pavement.



Excess road salt damages vehicles and infrastructure, harms our pets and plants and degrades our rivers and wetlands. [Town] is using best winter practices to keep you safe while using less salt.



## Protecting the DuPage River from Road Salt Pollution

[Town] is working with other communities along the DuPage River to ensure that future generations will be able to enjoy the river as much, if not more, than we currently do. By protecting our natural resources we improve the quality of life in our communities. Healthy Rivers = Healthy Communities.

# SALT SMART AT HOME to protect the DuPage River

Using the right amount of salt could make a big difference for our local waterways—and our pocketbooks. Using the right amount of salt keeps you safe, saves money and protects our river. Join [town] and reduce the amount of salt used on your driveways and sidewalks.

There is such a thing as too much salt!

## SALT SMART. SAVE MORE. Here are five tips for salting smart this winter:



- 1. Shovel first.** Clear all snow from driveway and sidewalks before it turns to ice. Salt should only be used after the snow is removed and only in areas needed for safety.



- 2. Size up.** More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or about 10 sidewalk squares.



- 3. Spread.** Distribute salt evenly, not in clumps.



- 4. Sweep.** If you see leftover salt on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.



- 5. Switch.** Rock salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.



### OUR COMMITMENT:

We will strive to use the best technology and practices within our means to keep roads and sidewalks safe all winter long. Smart salt use will ensure [Town] uses tax dollars responsibly and keeps our precious water resources healthy for generations to come.

# SALT SMART. SAVE MORE.



Midwest winters can be tough on our roads and commuters. Road salt is used to keep our roads safe, but the cost of using too much salt goes beyond the pavement.



Excess road salt damages vehicles and infrastructure, harms our pets and plants and degrades our rivers and wetlands. **[Town]** is using best winter practices to keep you safe while using less salt.

## SALT SMART AT HOME

There is such a thing as too much salt!

Using the right amount of salt could make a big difference for our local waterways—and our pocketbooks. Using the right amount of salt keeps you safe, saves money and protects our river. Join **[town]** and reduce the amount of salt used on your driveways and sidewalks.

### OUR COMMITMENT:

We will strive to use the best technology and practices within our means to keep roads and sidewalks safe all winter long. Smart salt use will ensure **[Town]** uses tax dollars responsibly and keeps our precious water resources healthy for generations to come.



# SALT SMART. SAVE MORE.

Here are five tips  
for salting smart  
this winter:



1. **Shovel first.** Clear all snow from driveway and sidewalks before it turns to ice. Salt should only be used after the snow is removed and only in areas needed for safety.



2. **Size up.** More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or about 10 sidewalk squares.



3. **Spread.** Distribute salt evenly, not in clumps.



4. **Sweep.** If you see leftover salt on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.



5. **Switch.** Rock salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.

[City LOGO]

Keeping roads safe, spending responsibly  
and preserving the health of the  
DuPage River this winter.

Lower DuPage River  
Watershed Coalition

[Town] is a part of the Lower DuPage River Watershed Coalition, a collection of communities and local stakeholders working together to improve the health of the DuPage River.

[Town or Coalition info--website]