

Be Salt **WI**se!

Safe winter driving is as easy as 1-2-3:



1. Wait

Wait to allow time for plowing and deicers.



2. Know

Know the current road conditions before you hit the road.



3. Slow

Travel slowly, and use caution and reason.

WI Salt Wise
Partnership



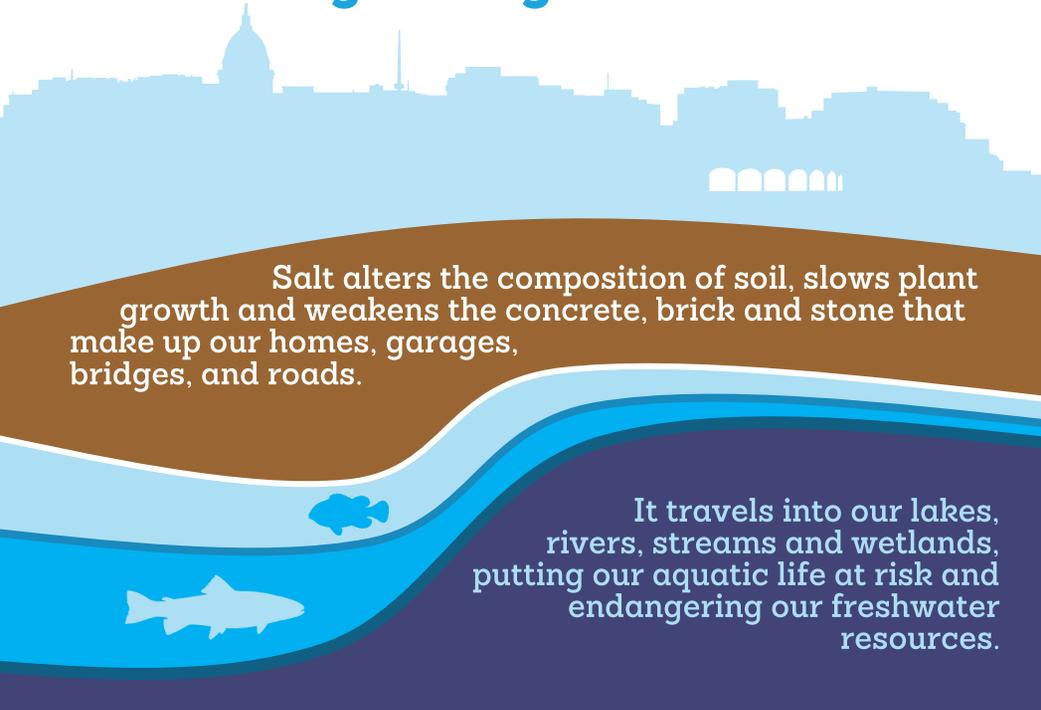
Follow WI Salt Wise on:



www.wisaltwise.com

Reduce your winter salt use to help protect our lakes, streams and drinking water.

Once you put salt down, it doesn't go away



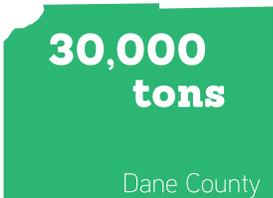
It only takes
1 teaspoon of salt



to **permanently pollute**
5 gallons of water



Every year, we use about...



... of salt on our roads

This doesn't include what we use on sidewalks, driveways, and parking lots.

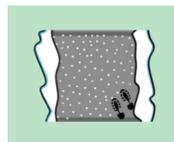
Reduce your salt use to help protect our lakes, streams, and drinking water.

1. Shovel



Clear walkways and other areas before the snow turns to ice. The more snow you remove manually, the less salt you will have to use and the more effective it will be.

2. Scatter



If you use salt, scatter it so that there is space between the grains. Believe it or not, a coffee mug of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares.

3. Switch



When pavement temperatures drop below 15 degrees, salt won't work. Switch to sand for traction or a different ice melter that works at lower temperatures.

4. Select a Certified Applicator



Encourage your maintenance professional to get certified through the City of Madison's Winter Salt Certification Program and ask businesses in your community to do the same.

5. Love the Lines



Stripes on roads before a storm are anti-icing. They show that your professional maintenance crew is concerned about safety and is saving money, time and protecting our environment!

6. Be Salt Wise All Year



Water softener salt ends up in local freshwater bodies. If your household softener uses more than 1 bag of salt per month, have a professional tune it up or replace it with a high-efficiency model.