

# Salt Management Strategy (SaMS) Education and Outreach Workgroup First Meeting September 6, 2018

## Proposed Outcomes for Each Meeting

Three meetings are envisioned for each workgroup, although a fourth meeting may be necessary for some workgroups to complete their work. The anticipated outcomes for each meeting are:

- 1<sup>st</sup> Meeting:
  - Identify the scope of the recommendations the group will prepare.
  - Identify process to develop recommendations.
  - Begin work on proposed topics by identifying tasks/research to be conducted in preparation for next meeting.
- 2<sup>nd</sup> Meeting:
  - Report on tasks/research conducted prior to this meeting.
  - Identify any additional research needs/other workgroup coordination necessary to finalize recommendations.
  - Begin brainstorming recommendations.
  - Prepare for a workgroup status update at the 3<sup>rd</sup> SAC meeting.
  - Prior to the next meeting, begin consolidating recommendations into a draft document.
- 3<sup>rd</sup> Meeting:
  - Report on tasks/research conducted prior to this meeting.
  - Discuss proposed recommendations and draft document (if prepared at this point).
  - Finalize recommendations, or plan a fourth meeting to finalize recommendations.

## Membership Roles and Expectations

### **Roles**

Workgroup membership types are identified as follows:

- Primary: Organization representative
- Alternate: Organization alternate(s)
- Adviser: Experts in the field who may offer comments on our process/recommendations
- Follower: Others who desire to stay informed of specific workgroups' progress

There will be one workgroup "Primary" member from any single organization. This workgroup member will be the primary representative and generally serve as spokesperson for the organization in workgroup meetings.

Where an organization has more than one person interested to participate in a given workgroup, others (beyond the "Primary") are considered "Alternates." Alternates can attend all workgroup meetings, and would serve as the "Primary" in that member's absence.

Alternates should limit their speaking in meetings to ensure that primary members who wish to contribute are able to. However, alternates should not feel unable to contribute important facts and perspectives that will contribute to the workgroups' deliberations. Rather, they should be alert to avoid limiting the participation of other primary workgroup members (i.e., smaller organizations/individuals).

### **Expectations**

To foster efficient substantive dialogue in workgroup meetings, members are expected to review materials DEQ sends in advance of meetings and be ready to provide feedback for discussion during meetings. DEQ will aim to send materials out at least one-week ahead of the meeting date. To ensure accurate meeting records, members are also asked to review and provide comments on meeting summaries sent by DEQ following each workgroup meeting.

## Workgroup Purpose

To address the following SaMS Objectives:

- No. 3: Develop a comprehensive education and outreach plan to increase awareness of the benefits and impacts of winter salt use for both the public and political leaders to promote positive behavioral changes.
- No. 4: Explore funding opportunities, operational cost savings, and broader incentives, such as certification requirements/tort reform, to support implementation

## Scope of the Workgroup

### **DEQ's Proposal**

Discuss and offer recommendations on the following, such as but not limited to:

- Education and Outreach Plan
  - Goals and Objectives
  - Roles and Resources
  - Measures of Success?
- Targeted Audience-Specific Communications
  - Private/Commercial Property Owners/Managers/Associations
  - Political leaders
  - Large Institutional Property Owners/Managers, Public Parks
  - Homeowner Associations
  - Winter Maintenance Professionals – Applicators
  - Schools/Universities/Youth Groups (Scouts, YMC-WA, etc.)
- General Public Outreach/Education (such as, but not limited to, social media and traditional media awareness and engagement, basic deicer best practices for homeowners, etc.)
- Refine, as appropriate, report on the impacts of salt on environment, infrastructure, personal property, and public health
- Funding sources/options to support this effort

**SAC Feedback**

Feedback provided through the survey:

Response	Additional Feedback
This meets my expectations	This group has the potential of making the largest impact to this project in terms of reduction of salt usage and salt impacts to the environment.
I would like to see the following also addressed...	<ul style="list-style-type: none"> <li>• All realtors and developers; landscaping industry</li> <li>• Establishing measures to determine the success of different outreach efforts will be important. It should however be more than just the number of views. Again looking outside the box to successful efforts of others will be important. Why re-invent the wheel?</li> <li>• Local and regional Chambers of Commerce, Fairfax County Federation of Citizens Associations, District Councils, and other Umbrella Homeowners Associations.</li> <li>• Public service announcements for radio and local TV</li> <li>• Students and educational institutions.</li> <li>• Requiring training and certification of truck drives/spreaders; requiring calibration of all vehicles/spreaders.</li> <li>• Convincing state agencies and the legislature to fund research on approaches that do not put excess salt or other substances into the water and land.</li> <li>• Where do School Systems fit into this? Where do Park properties fit into this (National Park Service, Northern Virginia Regional Park Authority, Fairfax County Park Authority?)</li> <li>• There is educational work to do in the area of setting realistic expectations, both in the public sector and in the commercial marketplace for what can and should be expected from various chloride and non-chloride product applications. There is also work to do from within the Snow &amp; Ice industry regarding truthful advertising. "Safer than Salt" claims have fueled a false sense of environmental safety that isn't accurate or productive.</li> </ul>
Additional Comments	<ul style="list-style-type: none"> <li>• Balance of education &amp; outreach on both the need for salt for public safety <b>and</b> awareness that salt impacts water quality, aquatic life, and drinking water.</li> <li>• Process for the Workgroup:                         <ul style="list-style-type: none"> <li>○ Start broad and general in terms of recommendations, and then go targeted.</li> <li>○ Work on expectations first, including workplace expectations.</li> </ul> </li> </ul>

## Resources To Consider For Developing Our Recommendations

Minnesota Pollution Control Agency

[https://stormwater.pca.state.mn.us/index.php/TCMA\\_Chloride\\_Management\\_Plan -  
\\_Prioritizing\\_and\\_Implementing\\_Restoration\\_and\\_Protection#Strategies\\_for\\_education\\_and\\_outreach](https://stormwater.pca.state.mn.us/index.php/TCMA_Chloride_Management_Plan_-_Prioritizing_and_Implementing_Restoration_and_Protection#Strategies_for_education_and_outreach)  
<https://www.pca.state.mn.us/water/salt-and-water-quality>  
<https://www.pca.state.mn.us/featured/snow-removal-do-it-better-cheaper-and-pollution-free>  
[https://www.youtube.com/watch?v=qc8Y- Nmfmo](https://www.youtube.com/watch?v=qc8Y-Nmfmo)  
[https://www.ninemilecreek.org/wp-content/uploads/Buying-a-Deicer\\_NMCWD.pdf](https://www.ninemilecreek.org/wp-content/uploads/Buying-a-Deicer_NMCWD.pdf)  
[https://stormwater.pca.state.mn.us/index.php/Road\\_salt, smart salting and winter maintenance](https://stormwater.pca.state.mn.us/index.php/Road_salt,_smart_salting_and_winter_maintenance)

New Hampshire Green SnowPro Program

<https://www.des.nh.gov/organization/divisions/water/wmb/was/salt-reduction-initiative/documents/green-snowpro-business-flyer.pdf>

City of Toronto

<https://www.toronto.ca/services-payments/streets-parking-transportation/road-maintenance/winter-maintenance/winter-safety-tips/>

Smart About Salt

<http://smartaboutsalt.com/curbthesalt>  
<http://smartaboutsalt.com/wintertips>

Clear Choices Clean Water

<http://indiana.clearchoicescleanwater.org/>

## Guiding Questions:

### **Welcome and Introduction**

1. Briefly introduce yourself, including the organization you represent and your interest in participating on this workgroup.
2. Are there any questions or concerns on the roles and expectations for members and alternates as summarized above in this handout?

### **Purpose and Scope**

3. Is the scope, as outlined in the handout, adequate to address your interests and/or needs?
4. What, for you, will be the most useful outcome from this effort?

### **Content Development**

5. Are there any topics that:
  - a. Are listed in the materials that you feel should not be addressed by this workgroup?
  - b. You feel are missing from this effort and should be included/explored?
6. Is more effort needed to identify the impacts and benefits of winter salt application and therefore, may result in revisions to the [report prepared by ICPRB?](#)
7. Targeted Audience:
  - a. From your perspective, what targeted audience (or type of outreach) warrants the greatest attention in this strategy? What is the most effective way to reach that audience?
  - b. What audiences should this workgroup target with our recommendations? Do we want to make audience specific recommendations?
8. Plan Content:
  - a. Should we develop a single, general message? Or, a variety of audience specific messages?
  - b. Include solely or have as one component, a suite of activities, actions, informational materials and a general message to disseminate information that a group may review and select what works best for them and their outreach goals (such as compiled in a Social Media Toolkit)?
  - c. Include solely or have as one component, an outreach campaign plan comprehensive enough to be implemented in its entirety by either the SAC and/or other additional groups?
  - d. Recommend implementing a pilot outreach campaign (such as targeting a geographic area) to test the plan and enable opportunity to identify useful/needed revisions?
  - e. Should we develop a strategy to sequence implementation of the plan? Such as a sequence or specific timing for targeting the identified audiences?
  - f. What does the “product” from this workgroup’s effort look like? At a minimum, we need a written set of recommendations (i.e. a plan). Is there anything else? Pamphlet? Fact Sheet? Social Media Toolkit?
9. Developing the recommendations/plan:
  - a. What level of detail do we want to dedicate to recommendations for each education and outreach group/sector we target?
  - b. How will this group work on each task? Should we all work on a topic and discuss, or should we assign a few people to each and report back to the workgroup for discussion?

- c. To ensure the next meeting is productive, what material should be prepared and/or sufficiently researched in advance to better inform discussions during that meeting?
10. What resources are available (or potentially available) within the group to accomplish these ideas (both to develop and later, to implement)? Are there organizations willing to lead an effort and/or funding sources to help develop specific materials and/or conduct outreach?

### **Workgroup Communications and Decision-Making**

11. Soliciting input:
  - a. Should input from other workgroups or experts or audiences be solicited? Which ones/how urgent?
  - b. What is the best method to coordinate with other workgroups on our status and share any relevant information? At what frequency should this coordination occur?
12. What activities/resources to be developed by this workgroup is dependent on work from other workgroups? For example, developing a checklist to assist HOAs in the review of winter storm maintenance contracts is dependent on recommendations from the Traditional BMPs workgroup on what to look for in such a contract.
13. Is there any critical expertise needed to develop recommendations that our members do not bring to the table?
14. How will this group seek consensus and make decisions?
15. Communication between meetings
  - a. Are you agreeable to DEQ sending a day after the meeting a follow-up survey to gather any additional thoughts that arise?
  - b. We recommend limiting use of “reply-all” in email correspondences to be sensitive to the level of email traffic that its use generates. DEQ can serve as recipient of any information to be shared and compile to send out to the group. Are there concerns with this approach?

### **Next Steps**

16. What are the tasks we want (or have decided) to work on in preparation for our next meeting?
17. Volunteers to work on these tasks?
  - a. Review other jurisdictions/organizations salt management approaches/documents, Fact-finding/research, Follow-up communications among members/outside experts, Drafting language, etc.
18. Currently, the next meeting is anticipated to occur no earlier than December or January, depending on schedules.
  - a. Will this timeframe work?
  - b. Any known timeframes (conferences, etc.) that we should avoid?
  - c. Is there a preferred time of day?
  - d. Will three (3) meetings, including this one, be sufficient?
  - e. Do we want to extend the duration of the next meeting longer than 2.5 hours to accommodate the list of anticipated outcomes for that meeting?