

Status Update:

EDUCATION AND OUTREACH WORKGROUP

Salt Management Strategy
Stakeholder Advisory Committee

May 29, 2019

Scope / Focus of the Workgroup:

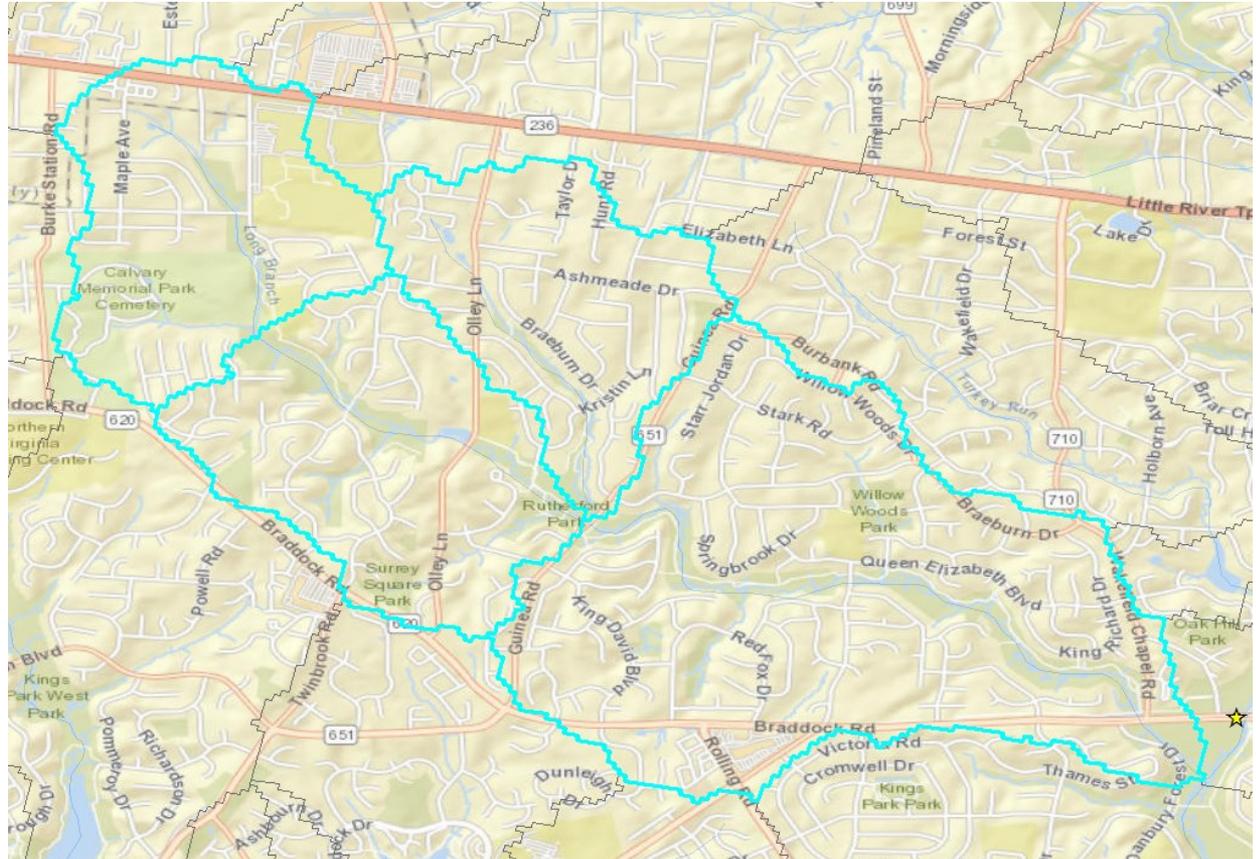
Develop a comprehensive education and outreach plan to increase awareness of the benefits and impacts of winter salt use for both the public and political leaders to promote positive behavioral changes.

Action Items:

- Pilot Outreach Campaign (Long Branch Watershed):
- Pilot Survey:
- Over-Arching Message:
- Outreach Materials:
- Social Media Tool Kit:
- Funding Opportunities:

Pilot Outreach Campaign:

- The Long Branch watershed is a mostly residential watershed. On the ground outreach efforts will be focused in that area, with the internet outreach effort being more broadly applied.
- Opportunity to test messaging and outreach alternatives.
- Delayed until Fall 2019
- Planning Listening Session and messaging testing.



Pilot Survey:

- Opportunity to establish a baseline for community awareness and assess outreach effectiveness.
- Dependent on recruiting a third-party survey company

Thank you for taking the time to complete this survey! This 27 question survey should take about 11 minutes to complete.

Responses to this survey will help inform future efforts to better manage snow and ice in the Northern Virginia region. When filling out this survey, please make sure to answer with what you truly feel/think and refrain from responding with what you think the answer should be. Our goal here is to understand the expectations and perspectives of the Northern Virginia general public.

If you know of any person or group of people who would be willing to complete this survey, please share this link with them (<https://www.surveymonkey.com/r/SaltUseAwareness>) to help us hear from more Northern Virginians!

- * 1. Please enter your zip code: (fill in the blank)

- * 2. What type of residence do you live in?

- Apartment / condo
- Townhouse
- Single family home
- Other (e.g., dorm, group home, etc.)

- * 3. How many years have you lived in Northern Virginia?

- Less than 1 year
- 1 to 3 years
- 4 to 9 years
- 10 to 19 years
- 20 or more years

- * 4. How do you get to work or another destination on a daily or regular basis?

- Personal vehicle
- Bicycle

Over-Arching Message:

- Develop a positive and non-judgmental over-arching message and tagline.
- Submit comments by June 21

For review by the Education and Outreach Workgroup - April 30, 2019

Below are draft items developed by subgroups of the Education and Outreach workgroup.

Draft Over-Arching Message

1. Draft over-arching messages: *NOTE: The intent is for an unbiased and neutral. One of these may also work well as a tag line to a SaMS logo.*
 - a. Making Sense of Winter Salt Use
 - b. Winter Salt Smart
 - c. The Winter Salt Balance
 - d. Balancing Winter Salt Use
2. Draft language to encourage the reader to learn more: *NOTE: The subgroup recommended the message include a link to provide the reader with more information, which if used during the pilot outreach campaign in the Fall (2019) is proposed to be the 1 page flyer.*
 - a. Learn about balancing its use in Northern Virginia at: [https://:\[links to 1 page flyer\]](https://:[links to 1 page flyer])
 - b. Learn about how we're making sense of it in Northern Virginia at: [https://:\[links to 1 page flyer\]](https://:[links to 1 page flyer])
 - c. Want to learn how we're doing this in Northern Virginia? Click here: [https://:\[links to 1 page flyer\]](https://:[links to 1 page flyer])
3. Draft hashtags: *NOTE: The use of hashtags is proposed to help track the conversation in social media outlets.*
 - a. [#WinterSaltBalance](#)
 - b. [#WinterSaltSmart](#)
 - c. [#LearnAboutSalt](#)

Feedback Form (to accompany the 1 page flyer through a link to the form)

NOTE: The subgroup proposed to provide the reader with a means to provide feedback on the information they read about. The three draft questions are intended to be an unbiased means to obtain feedback.

Please share your feedback on the message and flyer that you viewed by completing this short survey.

1. What is your interest in winter salt issues? [free text block]
2. What do you think about the information shared in the flyer? [free text block]
3. Any additional thoughts on winter salt use or our outreach efforts? [free text block]

Draft Awareness Survey Distribution Message

NOTE: The below message is proposed to be used on a post card mailing within the Long Branch watershed. Depending on the outcome of securing a professional survey firm and learning their advice, this may change or not be used.

How do winter storms affect you? How do you keep your walkways or driveways safe? We are a group of stakeholders in Northern Virginia working together on a Salt Management Strategy (SaMS) to evaluate winter salt use. We want to learn what you do when it snows or there are icy conditions.

Please help us by filling out this short survey: XXX

Outreach Materials:

- Develop Outreach Materials - positive messaging.

Anticipated Recommendations/Deliverables

- Media Toolkit
- Funding Opportunities

Media Toolkit:

- One-page flyer
- Logo
- Mascot

A Salt Management Strategy for Northern Virginia: Making Sense of Winter Salt Use

What do you do in snowy or icy conditions in Northern Virginia? How do you get around? How do you keep your walkways and driveways safe? How are you affected?

In the winter, salt helps keep us safe during storms and icy conditions. Salt applied to paved surfaces provide important benefits:

- **For People and Businesses:** Fewer incidents of slips and falls
- **For Transportation:** Reduces frequency of vehicle crashes by 88-95%^{1, 2}
- **For The Economy:** Enables businesses, government and social services to continue with minimal interruption (estimated avoiding roughly \$300-700 million in direct/indirect costs for a major, one day, statewide storm³).

However, winter salts also have impacts to the environment, water quality, infrastructure and public health. After the storm is over, these salts wash off into our streams, causing:

- **Environmental Impacts:** Increases the salinity in our streams and groundwater, impacting freshwater fish and other aquatic life.
- **Infrastructure Impacts:** Corrosion to vehicles and infrastructure (such as roads, bridges, sidewalks and parking lots) causes higher frequency of replacement and higher maintenance costs. ⁴
- **Public Health Impacts:** Harm to public health for those serviced by drinking water supplies with higher salt concentrations.⁵ Salt levels in both the Potomac River and Occoquan Reservoir, local drinking water sources, have risen noticeably over the past several decades, with average concentrations more than doubling.

These unintended impacts from salt use can be balanced with the important benefits these salts provide during winter storms. The challenge is finding the best balance for Northern Virginia.

What's Happening Now?

We are working with communities and stakeholders in Northern Virginia to address this issue through outreach, education, collaboration and research.

A diverse set of stakeholders coordinated by the Virginia Department of Environmental Quality (DEQ) are developing a Salt Management Strategy (SaMS). This will provide recommendations for improving winter practices through efficient and effective use of salts while continuing to keep the same levels of safety. The strategy will also offer ways to raise awareness of these impacts, ways individuals and stakeholders can participate, and guidance for monitoring and research to support action on SaMS recommendations.

How Can I Learn More?

Learn more about the ongoing development of the Salt Management Strategy (SaMS) by visiting: <https://www.deq.virginia.gov/SaMS.aspx>

How Can I Get Involved?

Your feedback is valuable! Please share your thoughts on this outreach effort by completing a brief feedback form at this website: [XXXXX](#)

Funding Opportunities

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- Identify funding sources.
- Identify funding needs.

Water Research Foundation (a member organization that uses its dues to fund various projects)

- Emergent Opportunities Program
- Tailored Collaboration Program (funds-matching program)

Private/Non-profit organizations

- Penn Foundation
- Rockefeller Foundation
- Trust for Public Land
- Grants tied to Climate Resilience and Sustainability

Public Agency Research Partners

- EPA (they have funded workshops in the past)
- USDA
- NASA (there is funding for using their datasets)

Association of State Drinking Water Administrators (ASDWA)

- May not have funding, but could be a good partner
- They have a website on road salt