

First Round of Salt Management Strategy (SaMS) Workgroup Meetings
Meeting Highlights for Reference in
First Government Coordination Workgroup Meeting

Meeting Highlights

Education and Outreach (Sept. 6, 2018)

- The members identified a variety of audiences to target, but they generally agree there is a sequence to spreading the message that may encourage a more positive outcome. The general public, followed closely by elected officials, were identified as the top priority audiences to target at the beginning of this effort.
- Develop an over-arching SaMS message to standardize the voice of multiple parties. Under the “umbrella” of this general message will fall those targeted for specific audiences.
- The outcome desired by this workgroup is a comprehensive education and outreach campaign and a materials / social media toolkit.
- Recommendation to conduct a pilot outreach campaign to test out proposed messages and outreach methods. Use of a survey could assist this effort.

Traditional BMPs (Sept. 13, 2018)

- The members identified three tiers of audiences, which are Tier 1) decision-makers, Tier 2) supervisors, and Tier 3) applicators. BMPs will need to be communicated differently to these three tiers.
- Special consideration will be needed to effectively identify and communicate BMPs for public versus private entities.
- An overarching policy, such as target application rates, is necessary for driving the adoption of BMPs by public entities. This policy can influence the private entities indirectly.
- The members recommended developing a list of BMPs with sufficient information for the various audiences to evaluate pros and cons of each BMP and any associated changes in levels of service.
- Funding, incentives, and cost savings will be considered when evaluating BMPs, and should be included for the different BMPs with input from other workgroups.

Salt Tracking and Reporting (Oct. 16, 2018)

- A high priority for this workgroup is to identify ways to encourage voluntary submittal of BMP implementation and salt use tracking information and define metrics for BMP effectiveness.
- The group suggested categorizing tracking practices based on the level of difficulty, from “coarse” to “refined”, and suggested starting with coarse approaches and refining them over time.
- The group agreed that top priority actions to track could be a modest set of predefined BMPs, with flexibility to also report on others.

- Directly reaching winter service operators will be essential to gain needed support for tracking and reporting, and frame recommendations that will not negatively affect operations.
- The STR workgroup members agreed that their audience includes both the private and public sectors, and different levels within each (from decision-makers to operators).

Non-Traditional BMPs: (Oct. 24, 2018)

- The BMPs this workgroup is focused on are those that are more societal in nature and “outside of the box” methods or alternatives to current operations.
- Content, including recommendations and certification programs, should address the possible needs of the private and public sectors. For example, a private sector contract may be different from a public sector contract.
- High priority workgroup topics identified are certification/training program, winter maintenance contracting, alternative deicing compounds, and behavioral BMPs (such as promoting teleworking, etc.).

Monitoring and Research: (Nov. 8, 2018)

- The workgroup supported the proposed scope. Specifically that the Water Quality Monitoring and Research (WQMR) workgroup should provide recommendations for monitoring the impact of Best Management Practices (BMPs) implementation on water quality, identify reporting standards for data comparability, and over the long-term aim to better understand the origin, fate, and transport of salts.
- High priority topics for this workgroup are identifying currently available data, existing water quality data inventories, pilot programs, and parameters of interest for WQMR Workgroup.
- The workgroup recommendations should address different audiences, including government agencies, private monitoring groups, and volunteer organizations.