

DRAFT Societal BMP Messages

Salt Management Strategy – Non-Traditional BMP Workgroup
February 25, 2019

Draft messages to encourage positive behavior changes in targeted audiences to use salt more wisely and stay indoors during winter weather when able to do so.

VDOTs Winter Messages

Propose SaMS support the winter messages distributed by VDOT that the workgroup thinks is appropriate from a SaMS perspective. While exacting wording may be revised by VDOT, the below messages are proposed to be supported by SaMS. Note, red text is additional words added (not in the original VDOT message) or compilation of messages.

What can you do to help?

- Monitor weather closely, as forecasts can improve or worsen quickly.
- Park in driveways or on the same side of the street (**odd-numbered side**) to allow plows room to pass.
- Adjust commutes, plan to telework (**if an option**), or avoid driving during a storm and after until road conditions improve.
- Have enough gas, wiper fluid, proper tires, and an emergency car kit
- Have enough medication, food, and water.
- Give plows room to work **by staying off the roads**.
- Please be patient
- **Stay informed: 511virginia.org for road conditions and traffic cameras; virginiadot.org/novaemergency**
- The safest place during winter storms is indoors.
- 70% of snow-related deaths occur in automobiles. Play it safe. If you don't have to go out, don't.

Inspired by Region of Waterloo and Maryland Department of Environment (MDE)

The following messages are drafted based upon a review of those in current distribution by Waterloo and MDE.

- Reuse Salt: Sweep up extra salt and put it back into its container to save for the next wintery day
- Clear snow from walkways and other areas before it turns to ice. Save salt for icy areas and slopes and give it time to work.
- Salt works best at temperatures above **XX**. Colder than that, switch to sand to provide traction to reduce slipping.
- Too much salt can become a slip and fall hazard. Typically all you need is about 1 tablespoon of salt for a **xx** square foot area.
- Be patient and let the sun do the melting for you instead of salt. A sprinkling of sand can help provide traction while you wait.

- Add to your winter wardrobe a pair of winter boots with good tread to wear on wintery days.
- Store salt in a dry, covered area to prevent it from dissolving and going down the drain.

Brainstorming

The following messages are not developed from another source.

- Keep a winter weather preparedness kit of essentials for an extended stay at home, such as food, water, medication, toilet paper and batteries. Include in it fun activities, such as board games or puzzles, to keep the whole family entertained at home for a day or two.
- Want to run to the store but it's snowing or icy? Consider if the trip is necessary or if it can wait till road conditions improve.
- Keep safe on the roads if you have to be out during wintery conditions by reducing speed and keeping a safe distance between you and the car ahead.