



# Chloride consultations media kit

## About chloride consultations

The goal of the chloride reduction campaign is to decrease the amount of chloride pollution entering Hennepin County (specifically WMWA+RBWMO territory) bodies of water. To accomplish this, public perception must change, and awareness of proper salting practices must increase.

This campaign will include engaging facilities (faith-based facilities, homeowners associations, and condo associations) in a one-on-one consultation process to address salt use and improve snow and ice management by providing technical assistance (free of charge).

This campaign is an implementation of the [Low Salt, No Salt Minnesota Toolbox](#). Research done as part of developing this Toolbox indicated that the biggest driver of over-salting is client demand due to fear of slip and fall lawsuits. Education about chloride pollution by itself is often not enough to change winter salting routines. People need to know how to address concerns about safety or liability on their particular property.

## Contact

For more information about chloride consultations, contact:

Grace Barcelow, Conservation Specialist, [grace.barcelow@hennepin.us](mailto:grace.barcelow@hennepin.us)

## Resources to promote chloride consultations

Ways to educate the public about chloride consultations:

- Use the sample newsletter article to share on your organization's website or in your newsletters. These are editable so you can customize the length or message.
- Use the sample social media posts to share through your social media channels. These are editable so you can customize the message and website.
- Share this [FAQ](#) when applicable.
- Share this [flyer](#) when applicable.



- Follow and reshare messages posted on the Hennepin County Environment and Energy social media channels: [Hennepin Environment on Facebook](#), [Hennepin Environment on Instagram](#), and [@hennepinenviro on Twitter](#).
- Share the information and resources available on WMWA's [chloride page](#).
- Share information and resources available in the [Low Salt, No Salt Minnesota Toolbox](#).

# Sample newsletter article – Chloride Consultations

## Be a good environmental steward: Reduce salt use in your community

As Minnesotans prepare for winter, many will be heading to the store to grab a bag of deicing salt. Before you douse your driveways and sidewalks, take a moment to understand the lasting impacts deicing salt has on our lakes, rivers, and streams and what steps we can all take to protect our water.

Melting snow and ice flow directly into our lakes, rivers, and streams, carrying deicing salts that are toxic to aquatic plants and animals. The chloride and other chemicals in deicing salts are harmful to the environment, and once this chloride contaminates water, there is no feasible way to remove it. Just one teaspoon of salt pollutes five gallons of water permanently.

We all want to prioritize safety, but it is critical to understand that more salt does not always mean less ice or safer conditions. Too much salt can lead to costly damages and environmental consequences. Chloride harms plants and animals, contaminates drinking water, damages buildings, and corrodes vehicles, roads, and bridges.

At home, everyone can adopt these winter maintenance best practices:

1. Shovel promptly after snowstorms to prevent ice buildup.
2. Use ice scrapers for stubborn ice instead of salt.
3. Check the temperature outside to ensure the deicer you choose will be effective. Some deicers (like sodium chloride) won't work if the pavement is colder than 15°F.
4. Find other ways to gain traction, such as using sand or grit when temperatures are below 15°F.
5. Apply salt sparingly, with granules spaced three inches apart. This distribution is most effective for melting ice.
6. Sweep up leftover salt and sand to prevent runoff and to reuse it later.
7. Make sure you have a good pair of boots or traction devices to minimize your chances of slipping outside in winter.

Additionally, WMWA is offering one-on-one consultations to facilities in parts of Hennepin County to address salt use and improve snow and ice management, all while keeping communities safe, increasing environmental well-being, and decreasing winter maintenance and infrastructure costs.

If you work with or are a member of a faith-based facility, homeowners association, condo association, or other business, within the WMWA territory (which include the Bassett Creek, Elm Creek, Richfield, Bloomington, Shingle Creek, or West Mississippi watersheds) or are interested in what kind of support you can receive in another watershed, contact Grace Barcelow at [grace.barcelow@hennepin.us](mailto:grace.barcelow@hennepin.us) or 612-543-9295. To see if your property is within WMWA territory search for your property address on the [natural resources map](https://gis.hennepin.us/naturalresources) ([gis.hennepin.us/naturalresources](https://gis.hennepin.us/naturalresources)).

# Social media posts

Suggested hashtags: #EnvironmentalConservation #Winter #Salt #LowSaltNoSalt #ChloridePollution #CleanWater #Water #WaterQuality

To use images and graphics: right click on image and select Save as Picture

## Chloride Pollution

**Facebook:** Did you know that one teaspoon of salt pollutes 5 gallons of water FOREVER? When de-icing salt (a.k.a. [chloride](#)) enters bodies of water, there is no easy way to remove it. Chloride harms plants and animals, contaminates drinking water, damages buildings, and corrodes vehicles, roads, and bridges. To reduce chloride pollution, West Metro Water Alliance (WMWA) is offering one-on-one consultations to facilities to address salt use and improve snow and ice management, all while keeping communities safe, increasing environmental well-being, and decreasing winter maintenance and infrastructure costs. Learn more at [westmetrowateralliance.org/chloride-pollution](https://westmetrowateralliance.org/chloride-pollution).

**Instagram:** Did you know that one teaspoon of salt pollutes 5 gallons of water FOREVER? When de-icing salt (a.k.a. [chloride](#)) enters bodies of water, there is no easy way to remove it. Chloride harms plants and animals, contaminates drinking water, damages buildings, and corrodes vehicles, roads, and bridges. To reduce chloride pollution, West Metro Water Alliance (WMWA) is offering one-on-one consultations to facilities to address salt use and improve snow and ice management, all while keeping communities safe, increasing environmental well-being, and decreasing winter maintenance and infrastructure costs. Learn more at [westmetrowateralliance.org/chloride-pollution](https://westmetrowateralliance.org/chloride-pollution). #LowSaltNoSalt #EnvironmentalConservation

**Twitter:** 1 teaspoon of salt pollutes 5 gallons of water FOREVER! Salt harms plants, animals, drinking water, and infrastructure. Request a consultation to learn how your facility can reduce salt use and save money at [westmetrowateralliance.org/chloride-pollution](https://westmetrowateralliance.org/chloride-pollution) #LowSaltNoSalt

**Image:**



*Photo credit: Clean Water MN. Oversalting on sidewalk, next to building.*