

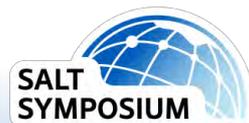


Jessica Vanderwerff Wilson

City of Edina

Afternoon Speaker August 1

Introducing the Low Salt, No Salt Minnesota Program





The CITY of
EDINA

Introducing the Low Salt, No Salt Minnesota Program

Jessica V. Wilson, Water Resources Manager

Salt Symposium
August 1, 2023



The CITY of
EDINA

Low Salt, No Salt Minnesota

An innovative new program that builds community capacity to maintain winter safety while reducing chloride-based deicer use and its associated damages through relationships with local properties managed by resident boards.



Development of this program was funded through a Clean Water Fund grant from the MN Board of Water and Soil Resources.



The CITY of
EDINA

In a nutshell

- Outreach and engagement program with technical support component
- Program approach informed by research on barriers
- Program elements informed and developed by marketing firm research and expertise



The CITY of
EDINA

Hennepin County Chloride Initiative

- All 11 watersheds in Hennepin County
- Several cities
- MPCA, BWSR
- Stop Over Salting volunteers

The program is one of many things this group achieved



Liz Forbes, *Communications Manager*
Riley Purgatory Bluff Creek Watershed District



Laura Jester, *Administrator*
Bassett Creek Watershed Management Commission



Jessica Wilson, *Water Resources Manager*
City of Edina



Amy Riegel, *Senior Engineering Technician*
City of Plymouth



Sue Nissen, *Founding Member*
Stop Over Salting

What we learned



The CITY of
EDINA

- Study of Barriers to Using Smart Salting Best Management Practices (2019)
- **Our research shows that the biggest driver of over-salting is client demand due to fear of slip and fall lawsuits.**
Often, the person applying the salt knows more isn't better, but they are reacting to their customer's demand.

Target Audience



The CITY of
EDINA

- Boards and Decision Makers from
 - Homeowners Associations
 - Townhome Associations
 - Faith-based Organizations



Market research and materials

- Late 2021 Hired MP+G Marketing Solutions
 - Conducted market research
 - Developed brand, logo, key messages

“Safe and environmentally responsible; that’s a win, win.”
– Property Manager

“It’s a good story: cleaner environment and less costly.”
- Condo/townhome association board member

“Three years ago, if you had told me that I could reduce salt and increase safety, I wouldn’t have believed it,”
- Grounds Maintenance Supervisor

“It’s better for the environment, it saves the association money, and saves on repairs in the long run. It’s a plus all the way around for us.”
– Condo/townhome association board member



The CITY of
EDINA

From our research we know these three issues resonate with all three of our target audiences:

1. Keep community members safe while using less salt.
2. Save money by using less salt.
3. Preserve the environment by using less salt.

More than an education program



The CITY of
EDINA

- Goes beyond awareness only, provides technical assistance
- Builds relationships and trust
- Develops “community of practice”
- Designed to be applicable statewide, delivered locally
- Highly customizable and scalable

Toolbox

- rpbcwd.org/low-salt-no-salt
- Facilitator Guide
- Brand style guide and logos
- Powerpoint presentation
- Videos
 - Full-length video
 - Social media version
 - Liability and winter maintenance planning video

- Printed materials
 - Recruitment letter template
 - Conservation Starters
 - FAQ
 - Leave-behind card
 - Pledge Form
- The Ultimate Scraper



Program Roll-out

- Train-the-trainer session (January 2023)
- Smart Salting training
- Freshwater Society
- Greencorps
- Water Resources Conference
- On-demand training video and future in-person train-the-trainer

'Low Salt, No Salt Minnesota' targets private contractors to cut chloride pollution

New initiative is aimed at those who weren't getting the message about reducing salt use on icy pavements: private property owners.

By Jennifer Bjorhus Star Tribune | FEBRUARY 1, 2023 — 12:06PM

