

Community Listening Session Agenda

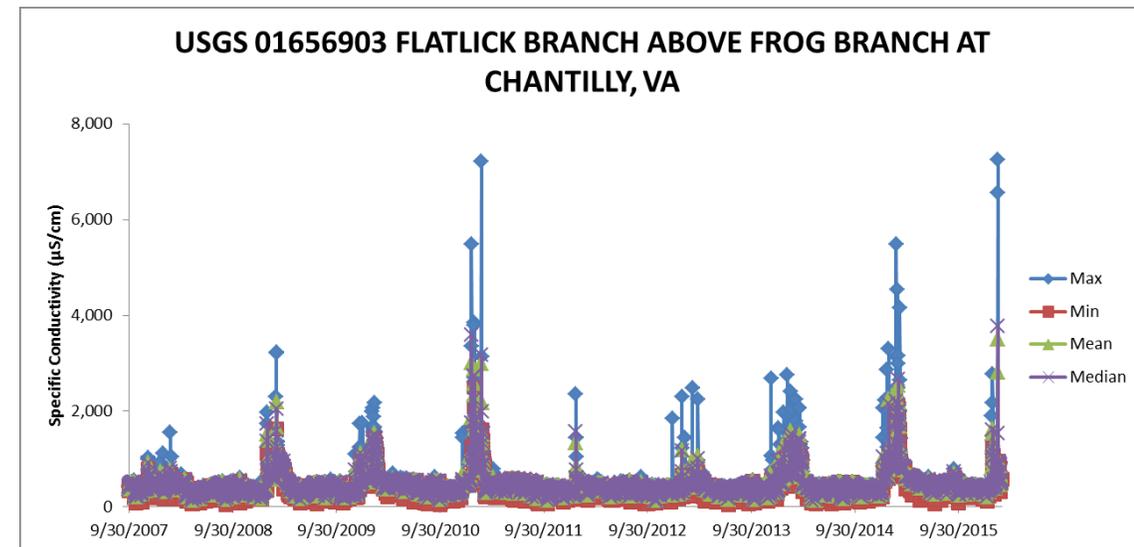
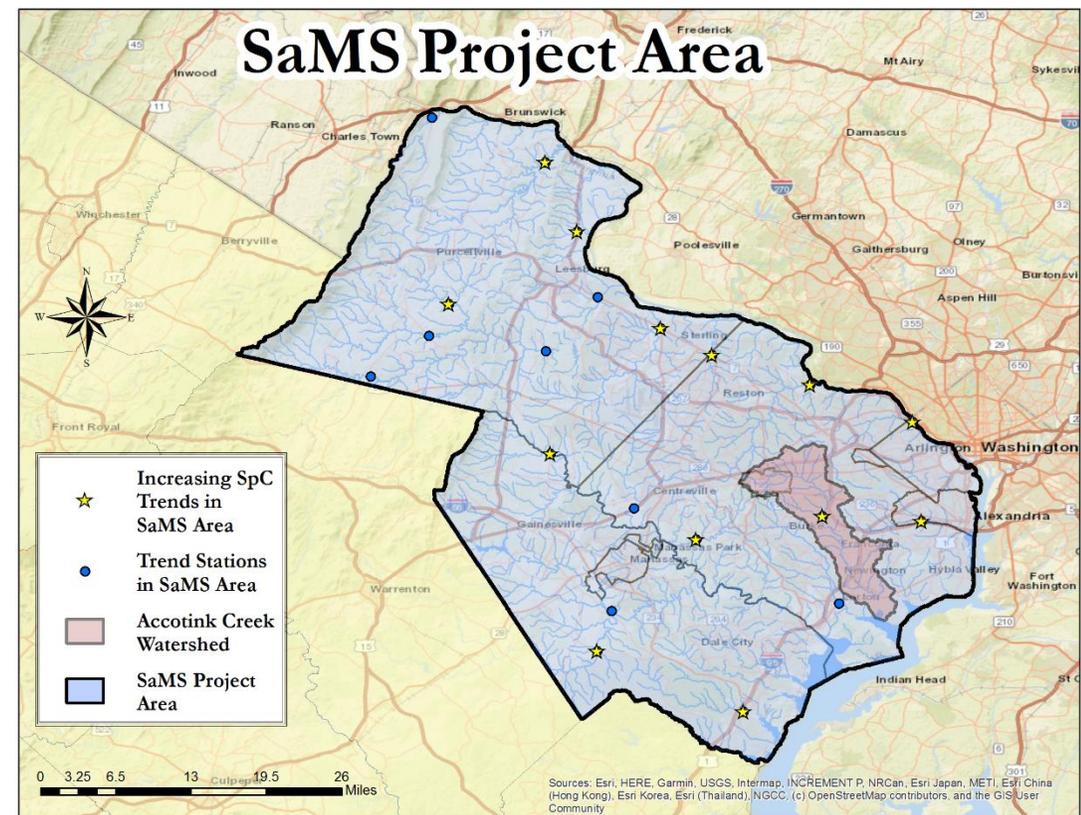
- **Informal informational session** **6:30 – 7:00 PM**
 - Check out our different booths and learn what we are doing!
 - Make sure to fill out a survey!
- **What is SaMS?** **7:00 – 7:20 PM**
 - Gather as a group to learn about SaMS
- **Group Discussion** **7:20 – 8:00 PM**
 - In groups <10, discuss how we can engage the broader community on this complicated topic

Why are we here today?

1. To learn from you:
 - What you know about the use of salt in the winter
 - How we can best engage you and your community in our outreach efforts
2. To get your input on our outreach materials and messages

What is SaMS? (Salt Management Strategy)

- What's the problem?
 - **Salt use benefits:** Makes roads safe to travel, walkways safe to walk on, and keeps businesses and vital services open
 - **Salt use impacts:** degrades drinking water increasing treatment costs and impacting people on salt restricted diets, corrosive to infrastructure and property, and harms freshwater ecosystems, soils, and vegetation
- Why are we doing this?
 - Accotink Creek chloride TMDL
 - Region wide observations and trends
- What are we doing?
 - Balancing the benefits and impacts
 - Over 42 different organizations have come together to make a toolbox
 - Plan to complete development by December 2020



What will be in the Toolbox?

- **For winter maintenance professionals:**

- A menu of best practices for salt use and winter maintenance
- Application rate evaluation process
- Best practice implementation process
- Process for piloting new deicers or mixtures
- Evaluation of non-chloride deicers
- Metrics and forms to standardize tracking of salt use and BMP implementation and effectiveness

- **For government coordination and planning:**

- Overview of certification and training programs
- Governmental coordination on communications
- Governmental pre- and post-season coordination
- Plans to pool resources

- **For researchers:**

- Trends in regional specific conductance
- General criteria for a monitoring program
- Pilot project design: Monitoring water quality response to BMP implementation
- Models for predicting chloride concentrations
- “Grab-and-Go” resource for existing project area monitoring
- Conceptual model of salt origin, transport and fate

- **For the general public**

- Best practices for residents and drivers
- **Education & outreach plans and resources**

Questions on SaMS?

Discussion Questions

- Primary Questions:
 - How can we best engage the broader community on this complicated topic?
 - What are you and your peers concerned about?
 - What would you like to know about this topic?
- Secondary Questions (if time allows):
 - What do you think of the hashtags:
 - #WinterSaltSmart
 - #LearnAboutSalt
 - What do you think about our outreach materials?
 - What do you think about our approach to outreach?
 - Balancing the benefits and impacts in communications?
 - Aiming for a positive tone

Wrap-up and Next Steps

- Discussion summary
- Outcomes of this meeting
- How to stay engaged
 - <https://www.deq.virginia.gov/SaMS.aspx>
- Don't forget to fill out your survey!