Who is WSSC Water

- Established in 1918
- One of the largest water and wastewater utilities in the nation
- Potomac and Patuxent Rivers supply drinking water for roughly 1.9 million residents in two counties in Maryland that surround Washington, DC.
- Committed to environmental stewardship and protecting the health of the Chesapeake Bay Watershed
Why does a water utility care about salt?
Salty Water Impacts Utility Operations

High salt concentrations in water can lead to:

• Erosion of organic and inorganic material from soil
• High chlorine demand to treat water
• Corrosion of water supply infrastructure
• Discolored water
Salty Water Impacts Customer

• Chloride adds salty taste to the water, decreases customer trust
• EPA Health Advisory at 20 mg/L for individuals with salt restricted diet
• Mobilization of lead in pipes
260% increase in Annual Average Chloride Concentration of Raw Water in Patuxent River Reservoirs
200% Increase in Annual Average Chloride Concentration of Raw Water in Potomac River
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260% increase in Annual Average Chloride Concentration of Raw Water in Patuxent River Reservoirs
What is WSSC Water Doing?
WSSC Water - Salt Summit

• Goal - discuss issues related to winter salting and water quality and develop regional initiatives to reduce impacts on waterways and infrastructure

• Bring together state and local agencies

• Take Aways
  o Topic that all agencies were concerned
  o Many agencies are already doing great work to reduce the amount of salt put on roadways.
  o More data is needed
  o Need to also focus on public perceptions

• Created 3 workgroups – outreach, policy and technical
Regional Salt Outreach Workgroup

• Why do we need a regional work group?
  • Many impacting WSSC Water’s drinking water sources aren’t customers
  • Allows the Winter Salt message to be amplified across the region
    • Ensures continuity of messaging
  • More human resources & potential savings
  • Increased visibility with local media outlets
Salt Outreach Work Group Activities

• Salt applicator trainings – Statewide, Regional and Local
• Messaging to residents via newsletters and social media
  o Smart Salt pledge
• Development of Radio PSA
• Data shared for High School Biology Road Salt Unit
• Winter Ready media events
• Paint the Plow
<table>
<thead>
<tr>
<th>Audience</th>
<th>Motivator</th>
<th>Message Focused On</th>
<th>How/Where to Message</th>
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</table>
| Residents – single family homes | safety, judgement from neighbors, perception/need to get out/get to work | 1. Protecting Fresh Water  
  2. Smart Salting Actions                       | Social Media, radio, community centers, community group newsletters |
| Applicators and Contractors    | Need to meet contract expectations, customer’s needs, liability, equipment constraints (cost) | 1. Large Scale Implementation  
  2. Necessary Tools & Resources                  | Applicator Trainings, Industry events, word of mouth   |
| HOA Boards                     | community needs, liability, ease of service, expense, protecting fresh water. | 1. Public Safety  
  2. Protecting Fresh Water  
  3. Cost Savings                                  | Community Newsletters Bulletin Boards                |
| Property Manager               | quick snow and ice removal, reducing liability and unsafe conditions, reducing property damage | 1. Maintaining quality of service  
  2. Protecting community assets  
  3. Safeguard against liability claims               | ?                                                       |
| Portfolio Manager              | need to be open for business, make money, customer safety & expectations  | 1. Safeguard against liability claims  
  2. Cost Savings  
  3. Maintaining quality of service                   | Local chamber of commerce event and business networking events |
| Business Owners                | need to be open for business, make money, customer safety & expectations  | 1. Safeguard against liability claims  
  2. Cost Savings  
  3. Maintaining quality of service                   | ?                                                       |
Questions?