

Appendix II
Salt Management - Partnership and Outreach Update
2019-2020 - Accomplishments

Communication Actions	2018	2019
News Release- Sent to all local and mainstream media	1 outlet shared info	3 outlets shared info
Twitter See Schedule A	17 tweets	17 tweets
Weather Network Peel winter tips	500,000 impressions/views	500,000 impressions/views
Internal digital screens messaging	0	3 yards; estimated 100 of staff views daily
Posters displayed at Regional facilities-See Schedule B	30+ Regional Facilities	30+ Regional Facilities
Instagram	0	3 posts = 6000 impressions
Connect to Peel eNews story	107,000 impressions /views	120,000 impressions/views
Region of Peel -Internal Pathways Story	Featured for 2 weeks	Featured for 2.5 weeks
Mobile Signs	4 signs various locations for 2 weeks	4 signs various locations for 2 weeks
Region of Peel Water bill insert	0	Jan.-Mar. 2019 305,000 households Jan.-Mar. 2020 305,000 households
Region of Peel website home page story	1 million unique page views; 550 hits to story	1 million unique page views; 1000 hits to story
Peelregion.ca/LessSalty web page	0	Nov. 2019 – 700 hits
Education Actions	2018	2019
Staff meeting presentation for Winter safety and Salt use Tips internal	0	Region crafted a presentation for Team meetings piloted in 2019- for use Fall 2020
Peel Children’s Water Festival activities	2 activities- 5,800 students	2 activities - 5,238 students
Smart-About-Salt certification of regional and local municipal facility managers	4 Peel Staff	32 Mississauga and Peel staff
Operational Actions	2018	2019
Smart about Salt certified contractors - winter contracts encourage certification	1 Regional Facilities contract	4 Regional Facilities contracts
Encourage landscape and parking lot design for salt runoff in parking lot	0	Asked Facility project managers to use guidelines when re-designing or constructing facility sites
Storm sewer monitoring for salt levels at regional facilities	0	Pilot to monitor two regional facilities for the upcoming 2020-2021 season
Encourage developers to create Salt Management plans for new developments through the planning approval process	0	Promoting 2019 Source Water Protection guidelines to encourage Salt Management Plans for development approval
Use of Brine in parking lots to reduce use of road salt	0	2 Regional paramedic facilities are pilot locations
Facilities are Smart about Salt Site Certified	0	4 site submissions prepared for Smart about Salt site certification program

Schedule A
2019-2020 Twitter Messages

**Salt smart, stay
safe and help
protect the
environment.**

peelregion.ca/[LessSalty](#)
[#LessSalty](#)



↻ Peel Public Works Retweeted


 **Region of Peel** ✓
@regionofpeel

It's going to get colder tonight!
[#DYK](#) salt only melts ice & snow at temps above -10C. When it's too cold for salt to work, try alternatives like sand, grit, non-clumping kitty litter or mag chloride. For more winter tips, visit bddy.me/2SqUCZo
[#WinterReady](#) [#LessSalty](#)


**Salt smart, stay
safe and help
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environment.**

peelregion.ca/[LessSalty](#)
[#LessSalty](#)




 **Region of Peel** ✓
@regionofpeel


Salt works well for melting ice and snow, but its impact on the environment lasts long after winter. Try our tips to help keep driveways and sidewalks clear and safe while using less salt bddy.me/34MRomH
[#LessSalty](#) [#WorkingWithYou](#)




Schedule A
2019-2020 Twitter Messages

 **Region of Peel** ✓
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DYK: Road salt works well for melting ice, but its impact on the environment lasts long after winter. It mixes with water from melting snow or rain & gets into rivers, lakes & soil. Overtime it harms our environment, wildlife & quality of our drinking water. #LessSalty



Salt smart, stay safe and help protect the environment.
peelregion.ca/LessSalty
#LessSalty

 **Region of Peel** ✓
@regionofpeel


Significant snowfall amounts are expected overnight through Saturday evening-10 to 15 cm! Avoid ice build-up by clearing snow from driveways & walkways as soon as possible - Then use salt only in areas needed for safety. More tips at bddy.me/30vh9X4 #LessSalty




↳ Peel Public Works Retweeted


 **Region of Peel** ✓
@regionofpeel

Apply a small amount of salt across your driveway before wet snow and freezing temps to help prevent ice and snow from sticking and make it easier to clear. Salt less, stay safe and help protect the environment. bddy.me/2tCol7w #LessSalty



 **Region of Peel** ✓
@regionofpeel

DYK - The Region of Peel Road Ops has been using salt management for 15 years and has decreased direct salt use while adding more roadway kilometers. Learn more and how we can all be #LessSalty. Salt less, stay safe and help protect the environment! bddy.me/38xayzb





Did You Know?

Road salt works well for melting ice, but its impact on the environment lasts long after winter.

We maintain and keep our parking lots and walkways safe while using salt wisely. Remember, salt doesn't need to be seen to be working.

Do your part to keep safe in wintry conditions:

- Wear proper winter footwear with good treads
 - You'll reduce your risk of slipping and falling;
 - And save your favourite shoes from water and salt damage
- Walk carefully and pay attention to your footing
- Try to keep your hands free of bags to keep your balance

For more tips, visit peelregion.ca/snow