

# Become Smart About Salt

ORGANIZATIONS AND SNOW REMOVAL CONTRACTORS

## Salt is a valuable resource

Whether you have a property that requires winter maintenance or you're a snow removal contractor, you've got a tough job. When Mother Nature blasts us with unpredictable winter weather, everyone looks to you to come to the rescue, pronto. Naturally, to keep your customers and employees happy and safe, you need to rely on proven materials that can restore safety quickly and effectively, such as rock salt.

But did you know you can ensure winter safety and at the same time make a positive difference to your community, your environment, and your drinking water? Becoming Smart About Salt is not about eliminating rock salt, but using this resource more wisely.

## Sometimes less really is more

Without question, rock salt helps keep our roads, parking lots and pathways safe from the dangers of snow and ice. But as you know, too much of a good thing isn't always best. Rock salt contains the compounds sodium and chloride, which are increasing in our region's water as our population, traffic, and infrastructure grow. And with higher concentrations of these compounds, the taste and health of our water could be impacted.

When you reduce the amount of salt you use, you win – along with everyone else in our community. Think about it for a moment. When you use less salt, you buy less. It also means customers are happier because their vehicles, clothing and shoes look better and last longer. And for our community, it means we benefit from better infrastructure and drinking water today and in the future. Sometimes it really is true that less is more.



Winter Salt Management Program

## Why you should enroll in the Smart About Salt program today.

The Smart About Salt Winter Salt Management Program provides a number of opportunities and incentives for you to participate. We have the tools and resources to help you use salt more effectively and efficiently while still keeping your sites safe. What's more, you have an excellent opportunity to demonstrate your leadership and commitment to our community.

### You can benefit from:

- Potential reduction in insurance costs
- Improved productivity, effectiveness and profitability
- Access to detailed and real-time weather forecasts and data
- Greater opportunities to promote your participation with use of the exclusive Smart About Salt logo
- Increased business profile through recognition on the Smart About Salt website
- Community recognition as an environmentally responsible organization
- Reduced salt damage to carpets and floors inside yours and your clients' buildings.
- A sense of pride by demonstrating your leadership, good citizenship and accountability in reducing the impact of chlorides on our groundwater

Find full details at:  
[www.smartaboutsalt.com](http://www.smartaboutsalt.com)



### Smart About Salt:

Designed to recognize and reward organizations that balance winter safety and water quality, the program has different options to suit your specific needs:

- 1. Certified Contractor:** This option is for contracting companies that provide snow and ice control services to any number of facilities. Certified Contractor designation is only awarded to companies that demonstrate the highest levels of commitment to properly managing and reducing the amount of winter salt they apply.
- 2. Certified Site:** This option is for any organization that requires snow and ice control on their property. If your organization uses Certified Contractors or has staff trained through the program, it can receive the Certified status. If you have more than one property, each one must meet the requirements to receive the Certified status.
- 3. Accredited Individual:** This level of recognition is for individual operators and site managers that carry out or manage snow and ice control services on behalf of their employer company. These individuals are trained and tested to ensure that they fully understand the principles and benefits of the "Smart about Salt" program.



The Smart About Council is an Initiative of the Region of Waterloo, Building Owners and Managers Association of Ottawa and Landscape Ontario



## BECOME SMART ABOUT SALT

Becoming Smart About Salt Certified is as easy as 1-2-3.

### Step 1 | Attend a Smart About Salt Training Program

Start becoming Smart About Salt by attending an SAS training program and achieving your status as an 'Accredited Operator' or 'Accredited Site Manager'.

Smart About Salt training provides an overview of the key aspects of salt management from environmental and business benefits to managing liability. The lessons cover topics like the principles of ice formation, the essential 5 R's snow and ice control, the importance of equipment calibration and how to use weather forecasts to be a safe, efficient and cost effective operator.

Whether you are an individual operator, company owner or property manager, there are SAS training programs geared to your specific requirements. Individuals that attend training and pass the test are recognized as 'Accredited Operators or Site Managers'.

### Step 2 | Implement the SAS Program Principles

In SAS training, you learn the basic elements and best management practices of winter salt management and during your winter season you will incorporate many of these practices into your operations. These best practices may include:

- 1. Self-assessment:** We provide you with an easy-to-use worksheet where you can quickly rate your organization in each area of the program. This will help you plan your winter operations accordingly and address the areas where improvements might be needed.
- 2. Salt Management Plan:** We teach you how to conduct site evaluations and create an effective salt management plan for the benefit of your company, your operators and your clients.
- 3. Tracking:** You will be tracking the different types of materials, their application rates and total usage under various weather conditions and winter events.

### Step 3 | Apply for your Smart About Salt Certification

For your contracting company, organization or property to receive 'Certified' status, we must be able to verify that your company or organization has met the standards of the program and implemented the required processes.

A representative of your organization will file an annual report that summarizes your requirements of the Smart About Salt program and demonstrates your commitment to uphold program standards. Once this information is verified by our team, then your company or organization will receive its 'Certified' status for the next year.

Questions or comments? For complete details on the Smart About Salt program and how to receive your 'Certified' status, contact us at:

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