

PUBLIC PERCEPTIONS ABOUT SALTING



HOW THE PUBLIC PERCEIVES US AND THE ROADS!

Myth versus...

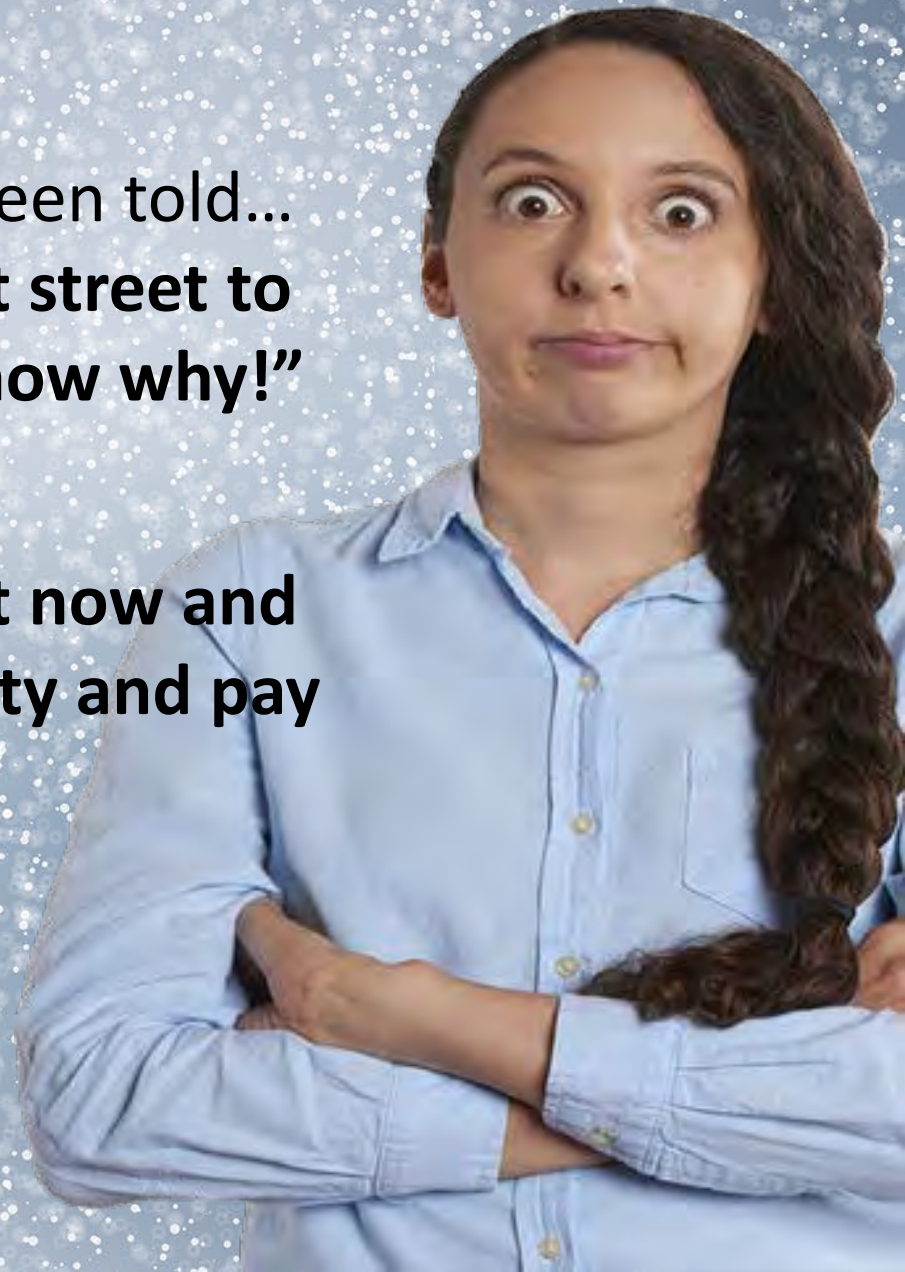
How many times have you been told...

“My street is always the last street to get plowed and I want to know why!”

Or, my personal favorite...

“I need my street done right now and I pay enough taxes in this City and pay your salary!”

I love that one.



And the Myth goes on...



“It’s been snowing for 24 hours and I have not seen a single snow plow on my street!... What are your guys doing, sitting around waiting for the snow to melt?”

And the Myth goes on...

“What are the guys doing? The trucks have been out all night and my street still is covered in snow!”

*In actuality the trucks had been on the street several times
AND IT IS STILL SNOWING.*

“Why can’t they just tip the blade a little so I don’t get as much snow in my driveway apron?”



Who do you answer to?

We are all professionals.

Educating the public on how we do our jobs is never easy. In fact, it is a pain in the ASSNOW at times because we all have someone to answer to.

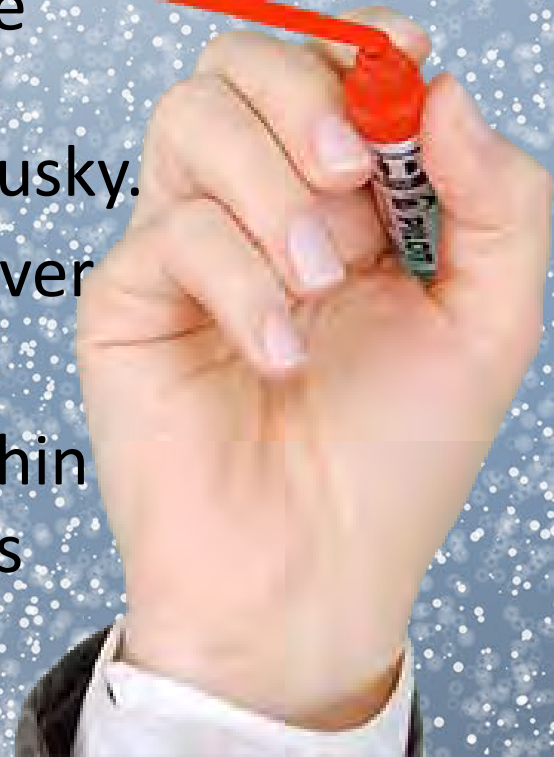
1. Mayor
2. Council
3. Facebook
4. Instagram
5. Snapchat



Realities are more true than rumors

~~fake news~~

- Salt costs have increased by over double
- With the new road salt contract we are buying from a company from Kansas and they have a stockpile area in Sandusky.
- For Avon Lake this is an INCREASE of over \$200,00 from last season
- The public is more and more vocal within our community and rumors sometimes have more feet than reality



What we see...



What they feel...



How Avon Lake works

- We salt only when appropriate
- We get called out when needed as determined by the Police Department
- We plan our routes based on the numbers of trucks and guys available
- We can get through the entire City in 22 hours after a heavy snow
- We do pre-salt at times



What we do in Avon Lake

- We salt mains
- We salt intersections, turns and curves
- We do not plow or salt private streets
- We do not brine (but have tried it)
- We do not salt new roads
- We do not discriminate or ignore YOUR street



What we don't do

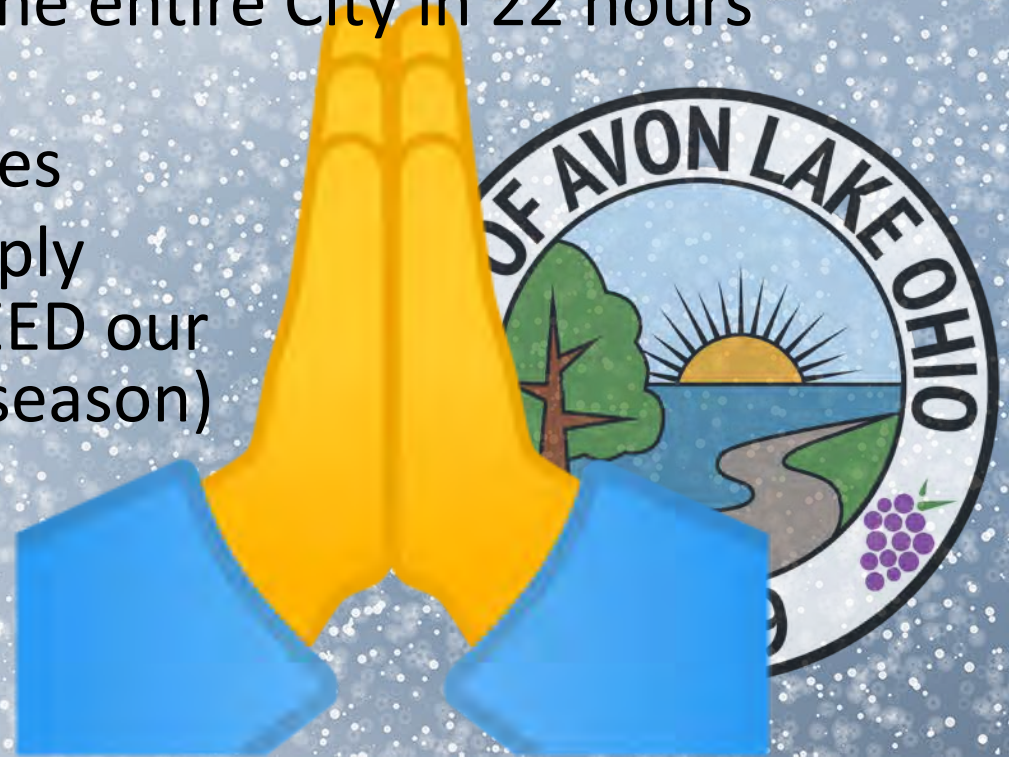
- We don't target YOUR driveway to put all our snow in the cul-de-sac
- We don't push all the snow to the other side of the street because YOU just did your driveway
- We don't plow the streets based on much they pay in taxes each year
- We don't use the plow to replace your mailbox
- We don't avoid the older areas
- We don't schedule plowing on evenings & weekends just because our guys want overtime

true questions to me last year



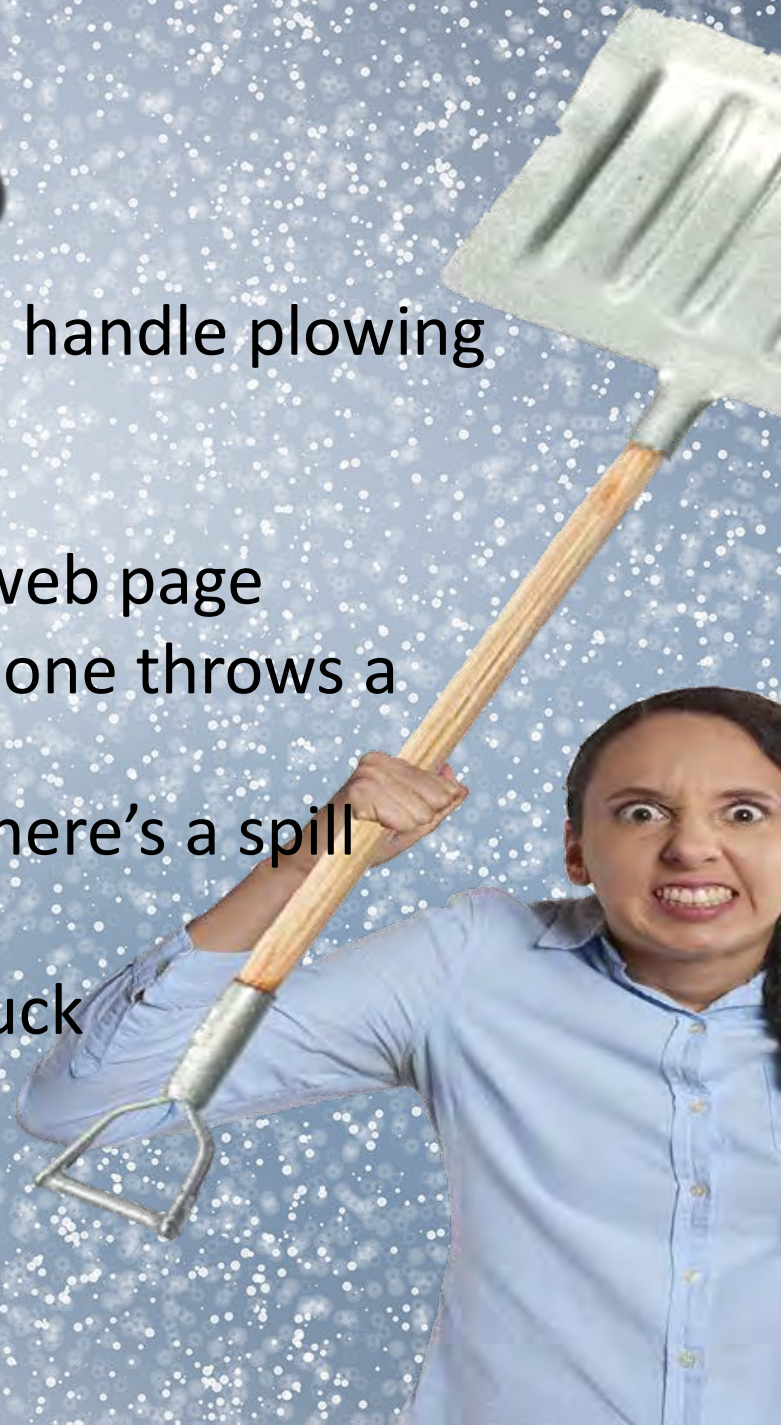
What we want

- We salt only when appropriate
- We get called out when needed as determined by the Police Department
- We plan our routes based on the numbers of trucks
- We can get through the entire City in 22 hours after a heavy snow
- We do pre-salt at times
- We want our salt supply to last all year (we NEED our salt supply to last all season)



What we need to do

- Educate the public on how you handle plowing and salting
- Do a Public Service Message
- Post the truck routes on your web page
- Be courteous even when someone throws a snow shovel at you
- Clean up after yourself when there's a spill
- Calibrate your spinners
- Monitor your salt usage per truck
- Know which driver salts heavy



What we need to do

- Watch the temperatures and salt appropriately
- Invest in a salt barn/dome. Avon Lake has saved and stockpiled enough to get us through the tough times
- Make sure you have a fill limit clearly indicated inside your barn.
- Monitor the catch basins around the salt barn. They will get plugged and it will be a problem for your NPDES permit is not properly protected







What we need to do

- Watch where you clean off your trucks
- Maintain records for your operations
- Monitor the storm water outflows from your facility
- NPDES regulations for municipal facilities are changing and you will determine your success



Long term impacts

- The heavier the salt usage on a street, the shorter the lifespan
- Once salt enters cracks in the pavement it alters the freeze/thaw cycle in the subgrade... POTHOLES
- Avon Lake needs to replace a pedestrian bridge due to over salting... \$\$\$\$\$\$
- Conserving salt saves infrastructure



What we want



What we get



What the public thinks
we have



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