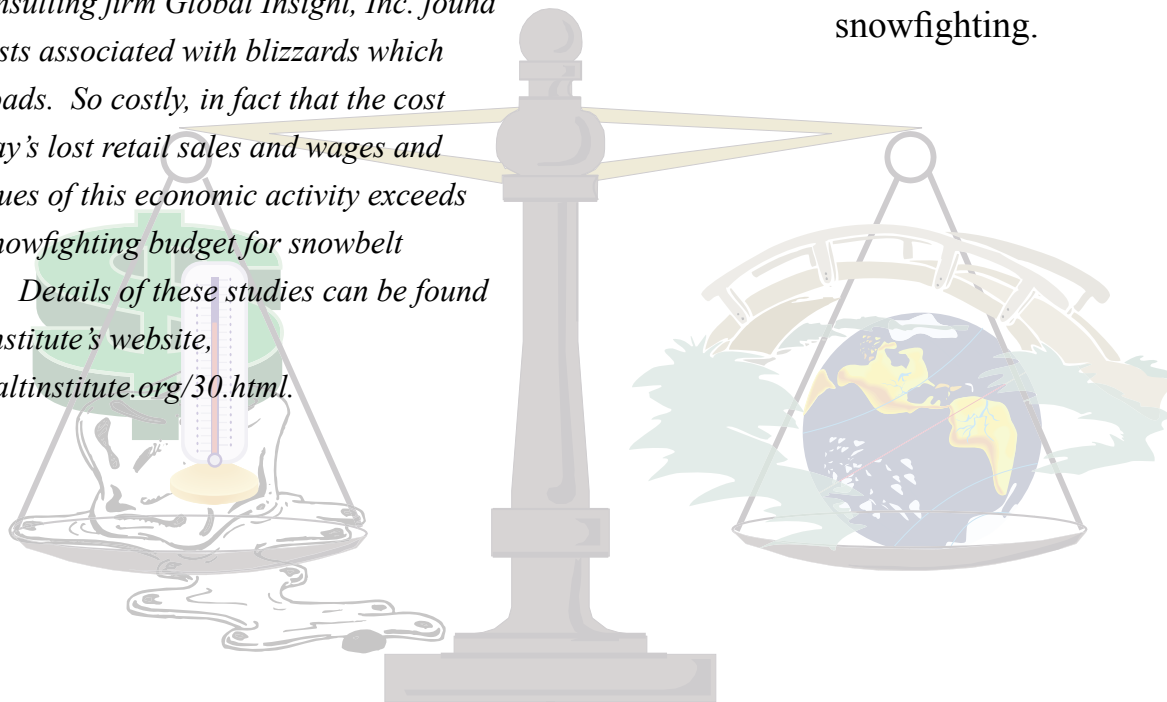

Effective winter maintenance may be the best single investment your community makes each year. Among the essential public functions: education, public safety, etc. snowfighting is a significant chunk of local government budgets – and usually the largest single slice of any snowbelt city's public works budget. Stretching budget dollars while keeping roads safe and passable is what re-lects local officials and ensures the tenure of public works directors and street superintendents.

A study by the Marquette University Department of Civil and Environmental Engineering documented injury accident reduction of 88.3% when roads are plowed and salted. A 2004 study by the economic consulting firm Global Insight, Inc. found enormous costs associated with blizzards which might shut roads. So costly, in fact that the cost of a single day's lost retail sales and wages and the tax revenues of this economic activity exceeds the annual snowfighting budget for snowbelt communities. Details of these studies can be found on the Salt Institute's website, <http://www.saltinstitute.org/30.html>.



The Salt Institute invites readers to visit our website pages

- <http://www.saltinstitute.org/21.html>
- <http://www.saltinstitute.org/30.html>
- <http://www.saltinstitute.org/34.html#wi>
- http://www.saltinstitute.org/rss/roadway_safety-snowfighters
- <http://www.saltinstitute.org/subscribe/index.html> and
- <http://www.saltinstitute.org/snowfighting>.



WEIGHING YOUR DEICER CHOICE

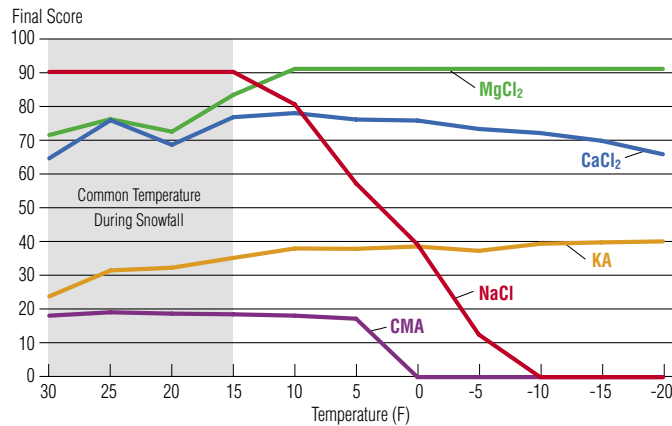
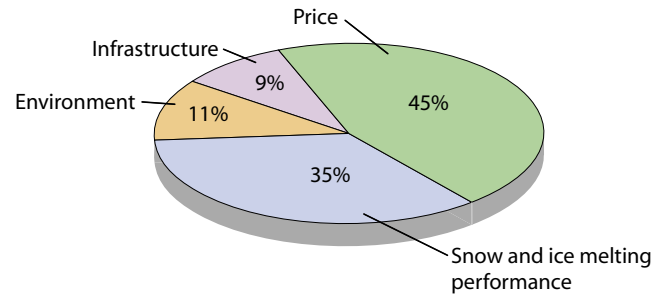
***TRB Publishers Tool
To Guide Rational Selection Of
Deicing Materials***

Selecting the proper deicer has been an art . . . now it's a science.

The Transportation Research Board, part of the National Academies of Science, has incorporated the latest and best test results measuring 42 different deicing chemicals on the three key variables: how well they perform in melting snow and ice, how they impact the full range of environmental receptors and how they affect roadway and bridge structures. The full research report, however, is only the start.

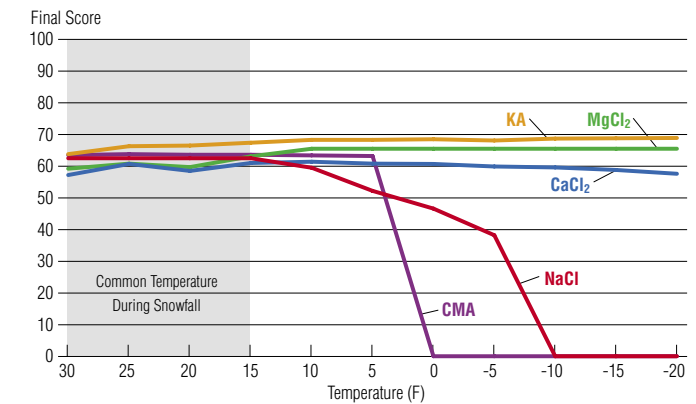
The most valuable product of this project is a computerized mathematical model that crunches all these data, processes it by weightings that you, the customer, assign to represent the values of your community, and – voilà – creates a customized recommendation to guide your deicer selection. The process is flexible, transparent and, best of all, utterly objective

Winter maintenance agencies currently weigh these factors – plus, of course, price – in making their materials selection. But the decision is subjective. The current weightings, obtained in a survey of winter maintenance agencies, is that price is the primary concern (45%), snow- and ice-melting performance is nearly as important (35%) while environment (11%) and infrastructure (9%) are accorded lower priority.



The choice is yours. The tool can make it an informed choice. A choice you can defend before Council or citizens. The weighting is, frankly, political. People value the hard-earned dollars they fork over to governments who promise to spend them wisely to keep roads open and safe and safeguard the environment. Your Council and your citizens should be calling the policy shots – but they should be making informed choices. This tool is for them.

Here, for example, is the extreme environment/ infrastructure priority model. It totally disregards deicer costs, weights performance low (25%, with the logic that a lower weighting would be irresponsible since the material must perform its life-saving deicing mission), while environment and infrastructure together account for three-fourths of the total weighting (split evenly with 37.5% weight for each).



So, it's your choice, but at the temperatures where salt works, it is competitive or superior to the other options.