

Road Salt Working Group Report to O.E.A.C. September 5, 2023

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Update

The Road Salt Working Group received the below 2-sided postcard from the City of Oshawa's Corporate Communications for our review. The purpose of the postcard will be to encourage Oshawa residents to reduce their winter road salt application, thereby reducing contamination of our local freshwater ecosystems. Pending the Committee's approval of the postcard and allocation of the recommended printing budget, the postcards will be printed in the fall in order to be ready for distribution starting in the winter of 2023/2024. Like O.E.A.C.'s Bee City postcards, the road salt postcards will be distributed in the years to come at events where O.E.A.C. is tabling or hosting.



Corporate Communications Draft - Road Salt Postcard Side 1

Road salt: less is more

By limiting road salt use, you can safeguard the ecosystem, especially freshwater lakes and streams by:

- Spreading a small amount of salt evenly on driveways and walkways when snow or temperatures below freezing are expected to prevent ice formation.
- Using a 12-ounce coffee mug of salt. It is enough to treat a 500-square-foot driveway or around 10 squares of sidewalk.
- Clearing the sidewalk around your property to help prevent ice buildup and limit the need for salt.
- Directing downspouts away from walkways and driveways.
- Considering alternatives like sand, grit, non-clumping kitty litter, or magnesium chloride when temperatures go below -10°C.
- Sweeping any loose salt and store it safely for reuse.



If this information is required in an accessible format, please contact Service Oshawa by calling 905-436-3311 or email service@oshawa.ca

Corporate Communications Draft - Road Salt Postcard Side 2

Printing Quote for **300** postcards:

- Trim size: 9.6 inches by 6.1 inches
- Two sided, full colour, with bleeds
- 14pt gloss postcard stock, includes delivery

Quote: \$190.00 plus taxes.

Proposed Budget:

\$190 printing cost
+ \$24.70 HST 13%
+ \$35.30 estimated shipping cost

TOTAL = \$250

Recommendations

1. That the O.E.A.C. approve the above postcard design and text and recommend to the City to print 300 copies.
2. That the O.E.A.C. allocate \$300 of the 2023 budget to cover the cost of printing and shipping the postcards.