

2022 MAWD Program of the Year

Hennepin County Chloride Initiative:

Bassett Creek, Elm Creek, Lower Mississippi River, Minnehaha Creek, Mississippi, Nine Mile Creek, Pioneer-Sarah, Richfield Bloomington, Riley Purgatory Bluff Creek, Shingle Creek, West Mississippi

The Hennepin County Chloride Initiative (HCCI) is an innovative collaborative of all watershed organizations in Hennepin County, MPCA, BWSR, Hennepin County, Stop Over Salting volunteers, and multiple cities. HCCI's goal is to reduce the amount of chloride entering surface and groundwater from the overuse of winter deicers. The program used 2019 Watershed Based Implementation Funding to collectively address the issue by pooling ideas and resources and promoting common messages and strategies, targeting private property owners and managers. The HCCI program analyzed barriers to low salting practices, developed a Property Manager's Smart Salting Guidebook and customizable winter maintenance plan templates, conducted a case study of potential structural BMPs to reduce salt, and commissioned a professionally developed marketing campaign: "Low Salt, No Salt Minnesota" including a logo, video, presentation, and other products for a target audience. The group will continue working collaboratively beyond the end of the original grant period.

