

UNSALTING OUR FRESHWATER THROUGH POLLUTION PREVENTION

Madison Metropolitan Sewerage District's forward-thinking pollution prevention program addresses challenges with chloride (salt) in freshwater.

LEADING THE WAY

Community engagement, partnerships, technical education and incentives have helped spark significant shifts in salt use.

Our model inspired local, regional and national change in chloride management, winter deicing and water softening.

PROGRAM SUCCESSES

Our program has reduced **over 600,000 pounds** of chloride from wastewater discharges.

Costs have amounted to under **\$1 million**, far less than \$300 million for a built solution.



Wisconsin
Salt Wise

Madison Metropolitan
Sewerage District

2025 NEAA WINNER



MMSD Effluent Chloride Mass (million pounds annually)

