



**Light snow** (1 inch or less) typically causes **more** crashes than heavier **snows**

Studies show that anti-icing vs. de-icing can **reduce** crash rates by up to

**85%**



**1,836** traffic deaths are caused by **winter weather** in the U.S. each year

## Keep Your City Moving

Proper street management makes your city an **attractive** location for businesses and residents



Pre-wetting allows you to **reduce** salt application

rates by **30%** without a reduction in service level



If you don't **measure** performance, you cannot **improve** it