

From: [Sarah Keller](#)
To: [Dec Air Comment](#)
Subject: Support for the Serious SIP
Date: Friday, July 26, 2019 4:30:51 PM

I want to be sure and let you know that I am fully in support of the Serious SIP prepared by many at DEC. I want to commend all of you and I hope for your success in improving the air quality in Fairbanks.

I have lived in the Fairbanks community for more than 40 years and I well recall during a previous economic downturn in the mid-to-late 1980's, when many people thought it was a smart and cheaper way to heat their homes with wood. Our air quality has only gotten worse since then. Not such a smart idea after all. The health costs associated with polluted air negate the "cheaper" aspect as well.

I agree with the proposal of a promotional information campaign. Here are some ideas:

* Perhaps focusing on the positive. Try to find a way to distract from the personal rights issues some have. (I counter with 'what about my personal rights to clean air?', but that seems to fall on deaf ears. There's no winning a shouting match.) I suggest some feel-good stories about changing heat sources, about Alaska having fresh air (It's not just a myth anymore!), and some video of ordinary people of all shapes, sizes, ages, abilities and colors out working in their yards and not coughing (and contrast with those nasty days when one can't see 100 feet.) I suggest you use the clever promotional video for student attendance at UAF as an inspirational model.

*Fund the Burn Right Program.

* I was surprised when a well educated biologist friend of mine recently turned out to be rather ignorant about the hazards of PM 2.5. Therefore, I suggest continually running those science based stories too until the average person can recite them. Take advantage of the PSA space on radio and TV.

* The website PurpleAir is fabulous in tracking real time data - kids would enjoy that and perhaps their parents might grow interested too.

In addition to an informative promotional campaign, I recommend that DEC receive more than adequate funding to enforce limits. They need the ability to issue citations which likely takes legislative action. Let's make this happen so the program works!

I'd like to see continually funding for the change out program so that the most polluting equipment can be removed and replaced with a better heating device. It will be a great day with this program becomes obsolete.

We all deserve clean air.

Thank you for all your hard work in helping the Fairbanks community enjoy the fresh air we desire and deserve.

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