

# 1952008, SCC-IRG TRACK 2: SMART AIR: INFORMING DRIVING BEHAVIOR THROUGH DYNAMIC AIR-QUALITY SENSING AND SMART MESSAGING

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## SmartAir



Concentrated idling causes microclimates of elevated pollution. Some people spend significant time in these microclimates.

Leverage dynamic feedback about air quality with community-crafted messaging to understand individual decision making.



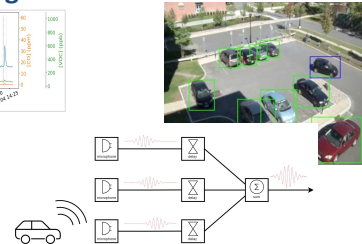
### Community-crafted messaging

- UCAiR partner meeting
- Intermountain healthcare communications
- Surveys of several social-norm messages
- Evaluated message effectiveness

### Air-quality impacts of vehicle idling



### Vehicle and idle status detection



### Community partnerships



### Broader Impact Benefits

- Individuals in idling microenvironments
- Policy makers seeking to promote positive individual choices

### Broader Impact Sustainability

Our vision is to have dynamic air-quality feedback, coupled with community-crafted messages, that is as ubiquitous as road-side speed displays

### Next steps

- Low-cost sensor validation
- System integration
- Pilot testing at partner locations
- Community-crafted messaging