

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.

Intellectual merit

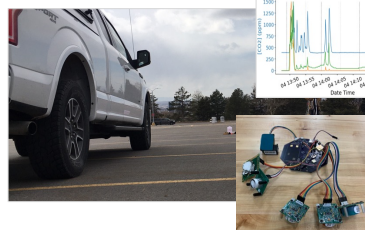
Leveraging dynamic feedback about idling and air quality with community-crafted messaging to understand individual decision making.



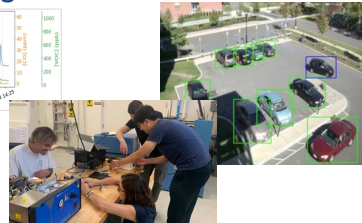
Community-crafted messaging

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

Air-quality impacts of vehicle idling



Vehicle and idle detection



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

- Refine idle detection system
- Finalize community-crafted messaging
- Pilot testing at partner locations
- Refine system/messages



Community partnerships

