



**A national collaboration
on messaging and
education**

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City & County of Denver**



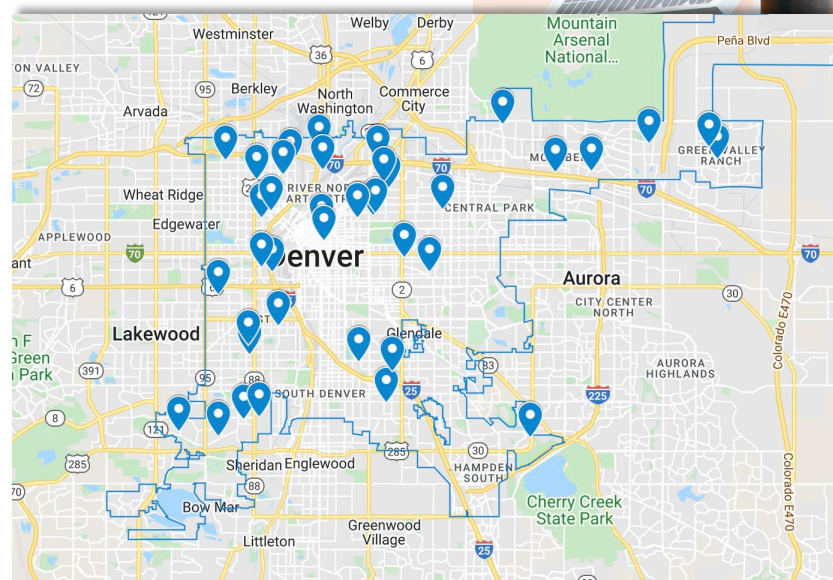
DENVER
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Program Overview

- 40+ low-cost PM 2.5 sensors at Denver Public Schools
- Pairs local, near-real-time air quality information with behavior change programs & education
- 2018 Bloomberg Mayors Challenge Winner- \$1M grant
- Expanding partnerships with other organizations
 - Museums
 - Non-profits
 - Parks
 - State health department

**Bloomberg
Philanthropies**



Since 2018, the program has

- Developed a strong program identity
- Worked with community members to identify needs & shape program
 - Address equity in messaging
 - Remove language barriers
- Collaborated with industry to create a dynamic data platform & app
- Built strong relationships with academic institutions who can validate methodology & diversify use of data

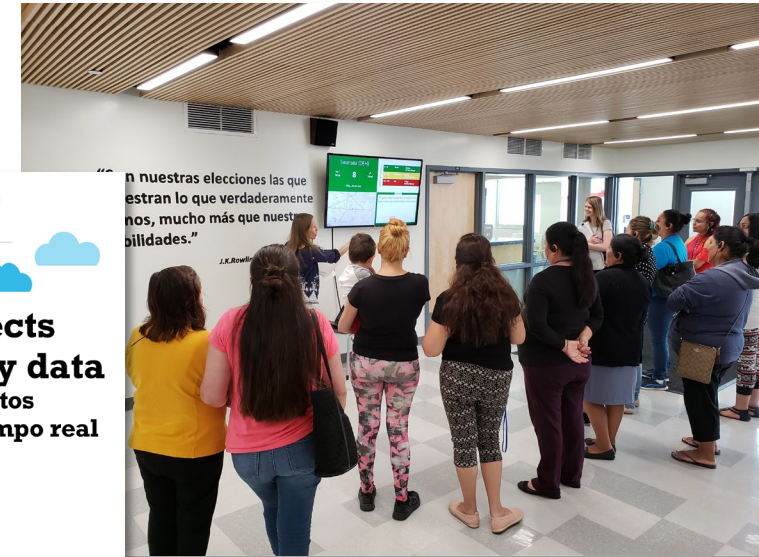


love my air

**This sensor collects
real-time air quality data**
Este sensor recopila datos
de la calidad del aire en tiempo real

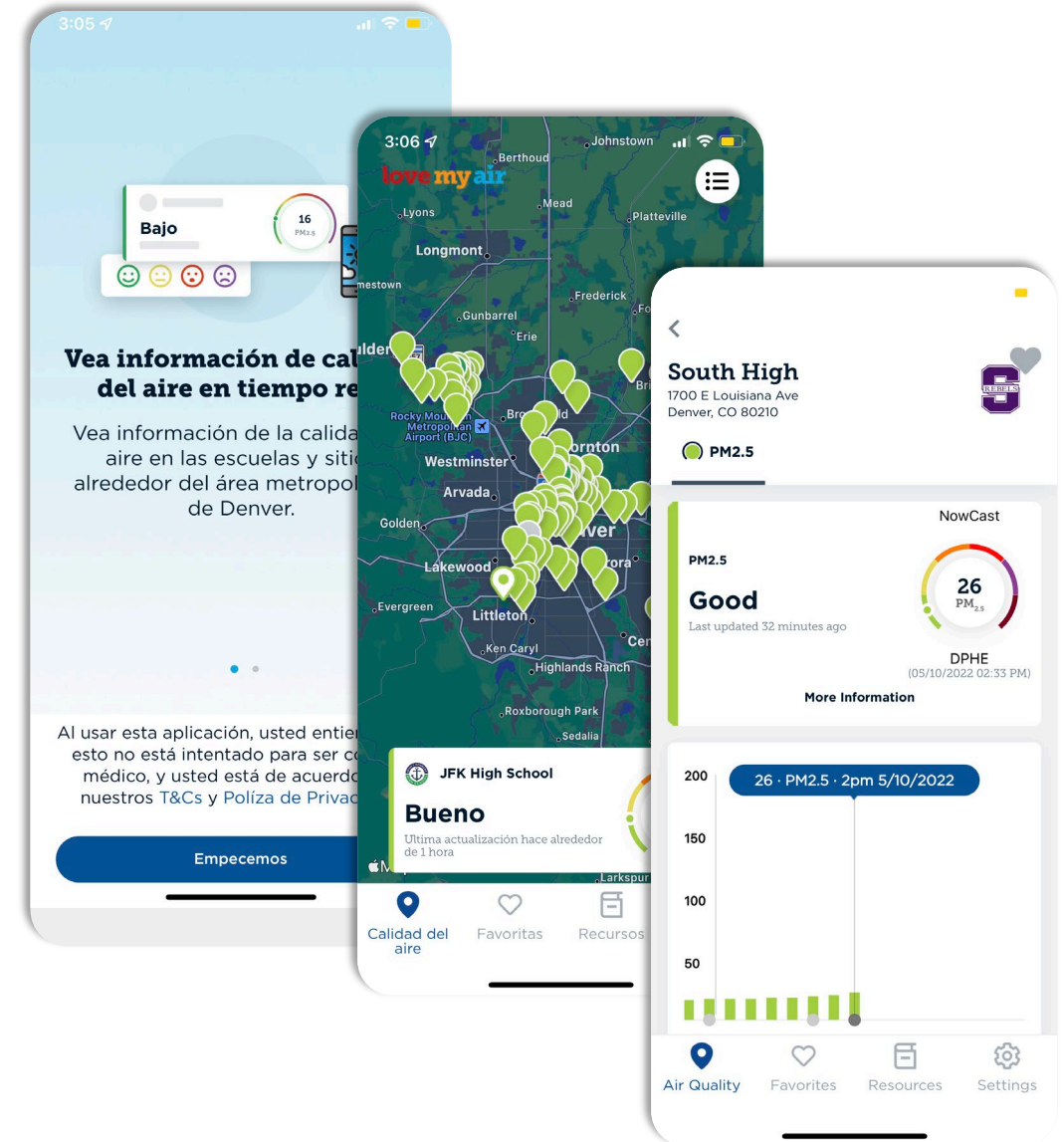
air

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The Love My Air App features

- Real-time access to current air quality info, historical data, & forecasting
- AQI Nowcast
- Action steps to prevent pollution and exposure
- Push notifications to influence behavior change
- Regional collaboration; data sharing & messaging harmonization on PM & Ozone during event seasons



The future of the Love My Air Network

- Address gaps in knowledge
- Continue to work with regional partners
- Grow the sensor network
- Licensing Agreement- use of materials and access to community of practice
- Work with Bloomberg network partners
 - Impact evaluation
 - Scaling & replication





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