



# A Sustainable System

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# The Problem

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The low-income families of L.A.  
lack the awareness and financial resources  
that are needed to combat  
air pollution related health problems.

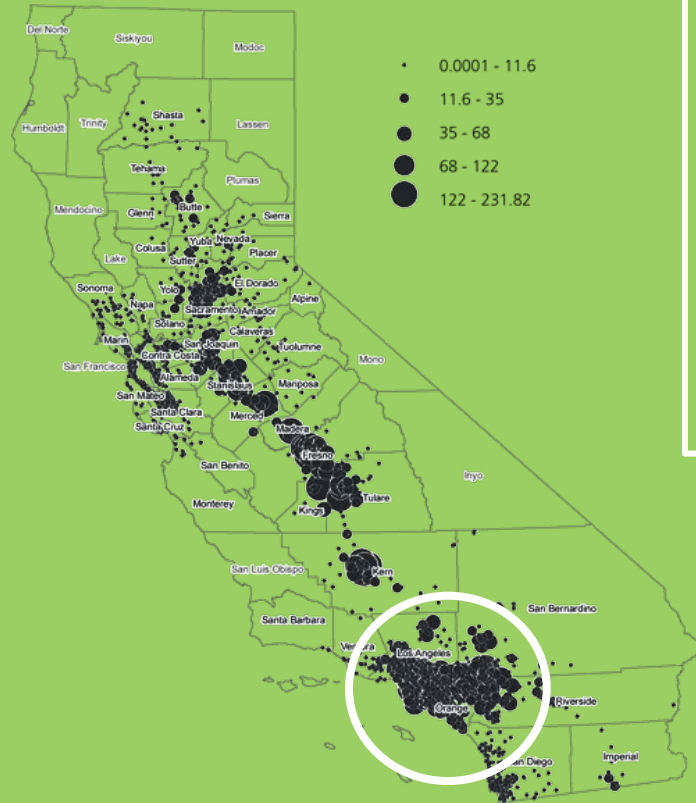
# “AIR POLLUTION - THE SILENT KILLER”

~ World Health Organization

7,000,000 deaths per year



# AIR POLLUTION IN L.A.

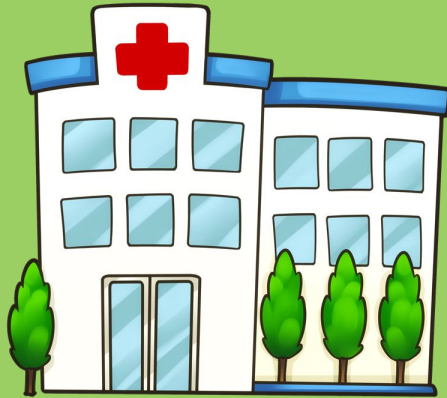
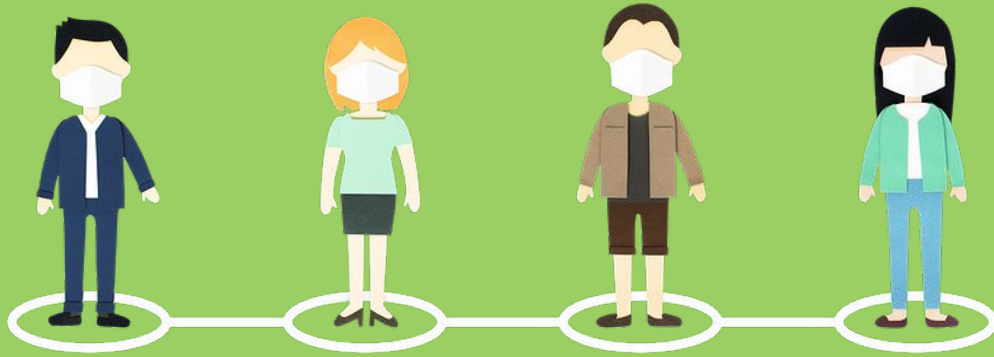


**18.7 million are at risk**



**4.8 million are in poverty**

# Current System



The Problem



Staying indoors is very  
unrealistic



Temporary solution &  
not ideal for children  
while living indoors



Best solution &  
most practical





# Current Products



**Blueair Blue Purifier**



**P3 Ionizair II Air Purifier**



**GermGuardian Air Purifier**

# Current Products



Product/Attributes	Cost	Lifetime	Size
Blueair Blue Purifier	✗	✓	✗
P3lonizII Air Purifier	✓	✗	✓
GermGuardian Air Purifier	✓	✗	✓

WHAT HAS IT ALL?

# How We Aim To Improve the System

## 1. Educate the Users



# How We Aim To Improve the System

## 2. Demonstrate Monetary Benefits



# How We Aim To Improve the System

## 3. Provide Health Benefits



# New & Improved System



**ATTENTION  
! PLEASE !**



The Solution



# Next Steps

1.

Create a flyer

2.

Negotiate Pricing with  
Bissell

3.

Distribution Plan  
and Layout



# How We Aim To Improve the System

1. **Educate** the users
2. **Demonstrate** Monetary Benefits
3. **Provide** Health Benefits







# Hospital Incentives

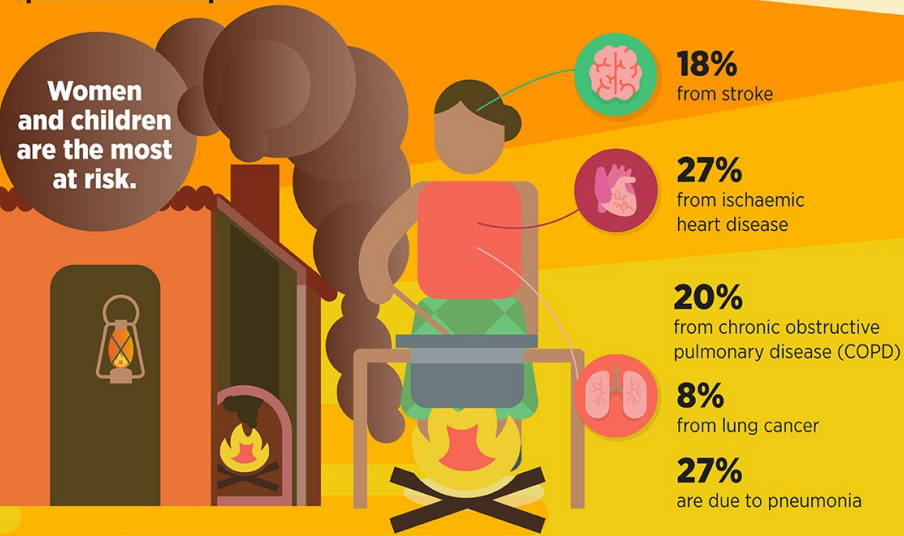
**Air Pollution-Related Hospital Events, Spending, and Hospital Charges in California over 2005–2007 Caused by Failure to Meet Federal PM2.5 and Ozone Standards, by Pollutant, Endpoint, and Population**

Pollutant	Endpoint	Population	Events	Spending	Hospital Charges
Ozone	Acute bronchitis, pneumonia, or COPD admission	All ages	6,056	\$56,500,000	\$226,000,000
PM2.5	Pneumonia admission	65 and older	2,517	\$27,700,000	\$123,000,000
PM2.5	COPD admission	65 and older	652	\$5,634,450	\$24,800,000
PM2.5	COPD admission excl. asthma	Age 18–64	306	\$2,721,382	\$10,900,000
PM2.5	Asthma admission	64 and younger	940	\$5,575,469	\$20,100,000
PM2.5	Any cardiovascular admission	65 and older	3,256	\$47,700,000	\$205,000,000
PM2.5	Any cardiovascular admission	Age 18–64	1,864	\$35,100,000	\$120,000,000
Ozone	Asthma ER visit	All ages	2,027	\$1,768,883	\$5,271,011
PM2.5	Asthma ER visit	17 and younger	12,190	\$10,400,000	\$31,700,000
Total			29,808	\$193,100,184	\$766,771,011

# HOUSEHOLD AIR POLLUTION

**3.8 million**

die prematurely every year from household air pollution from cooking (2016). Household air pollution is mostly created by using kerosene and solid fuels such as wood with polluting stoves, open fires and lamps.



CLEAN AIR FOR HEALTH

#AirPollution



**POLLUTION IS  
EVERYWHERE**

**GET YOURSELF  
A MYAIR**



Myair Bissell purifier, change your health for the better...

# Sales and Marketing

\$90 ~ split into 6  
payments of \$15



# L.A. Demographics

- Population ~ 4,015,940
- Spanning over 503 miles, Los Angeles has a population density of 8,564 people per square mile
- Average household income of \$91,608
- Poverty rate of 19.05%
- Median rental cost is \$1,376 per month
- Median house value is \$599,700

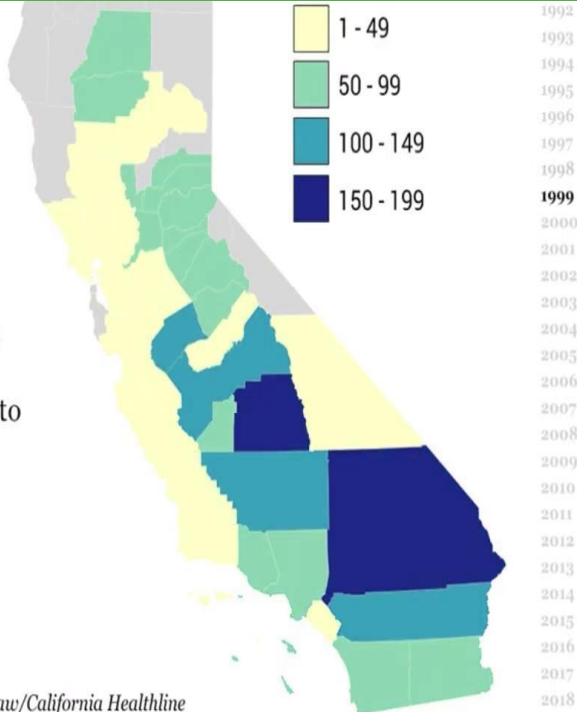


# California Air Quality: 1990-2018

California counties are experiencing fewer days when ozone measurements exceed national standards compared to the 1990s, but progress has stalled in recent years.

Source: California Air Resources Board

Credit: Harriet Blair Rowan and Lydia Zuraw/California Healthline





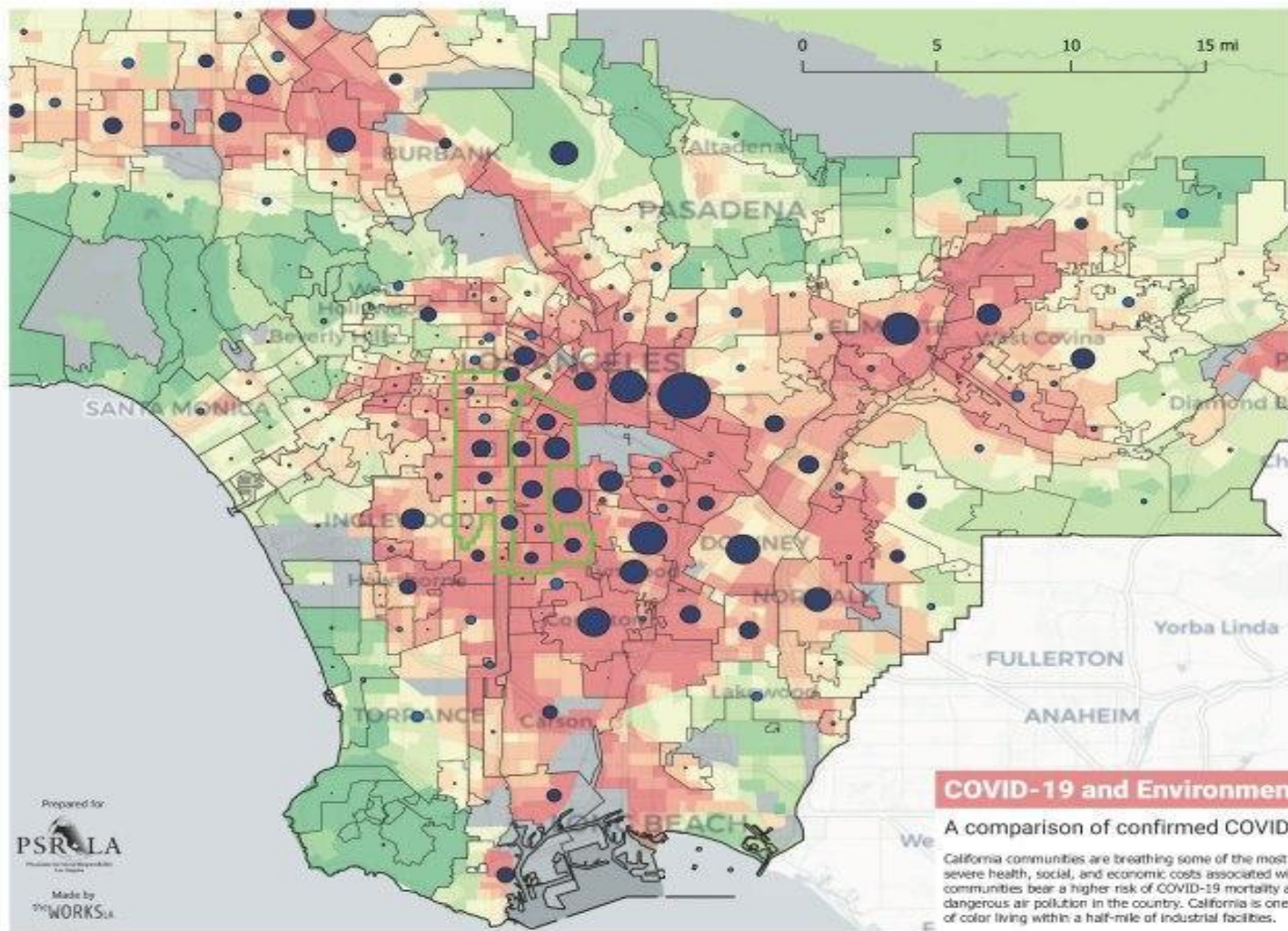


# Why People Move to L.A.

- the weather
- the entertainment industry
- job opportunity







#### COVID-19 Confirmed Cases

- 0 - 27
- 27 - 105
- 105 - 291
- 291 - 631
- 631 - 1476
- 1476 - 6175

□ City / Community Boundaries

#### CalEnviroScreen 3.0 Results

- No Data
- 0 - 10
- 10 - 20
- 20 - 30
- 30 - 40
- 40 - 50
- 50 - 60
- 60 - 70
- 70 - 80
- 80 - 90
- 90 - 100

#### LACITY Community Plan

■ South and Southeast Los Angeles

(Crude and Adjusted Rates are Per 100,000 population (2019 Population Estimates). Adjusted Rate is age adjusted by year 2000 US Standard Population. Adjusted rates account for differences in the distribution of age in the underlying population. Adjusted rates are useful for comparing rates across geographies (i.e. comparing the rate between cities that have different age distributions). source: <http://dashboard.publichealth.lacounty.gov/covid19-surveillance/dashboard/>

#### Data sources:

CalEnviroScreen - <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen30>  
 COVID-19 Data by City/Community (PIT 9.21.2020) - <http://dashboard.publichealth.lacounty.gov/covid19-surveillance/dashboard/>  
 BaseMap - <https://www.basecamp.com/>

## COVID-19 and Environmental Vulnerability

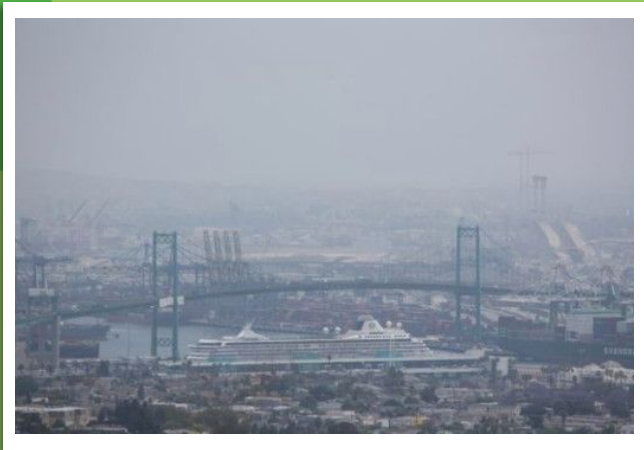
### A comparison of confirmed COVID-19 cases with CalEnviroScreen

California communities are breathing some of the most polluted air in California and the country, and are bearing the severe health, social, and economic costs associated with that pollution. Many recent studies show that these communities bear a higher risk of COVID-19 mortality and infection because they breathe the highest levels of dangerous air pollution in the country. California is one of three states to have the most low income and communities of color living within a half-mile of industrial facilities.

Prepared for

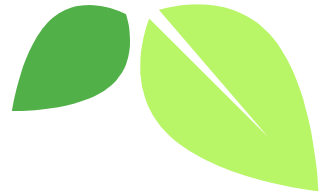
**PSR LA**  
 Public Space Research

Made by  
**WORKS**





# Renter Incentives





**Bissell Myair Air Purifier**







# Current System

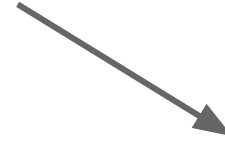
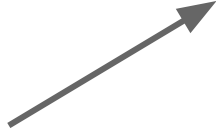
## Current Solutions

- Wearing a mask while outdoors
- Running an air purifier inside of homes
- Closing windows to avoid letting dirt and pollution in
- Reducing outdoor exercise and activities

## Current Challenges

- Masks are impractical inside homes
- Air purifiers are expensive
- Hot Temperatures and Humidity
- Asking families to stay inside is impractical and people will not cooperate.

# Solution



# How We Aim To Improve the System

1. Educate the users
2. Demonstrate Monetary Benefits
3. Provide Health Benefits



# “AIR POLLUTION - THE SILENT KILLER”

- World Health Organization

800 deaths per hour

