SOUTH COAST AQMD

ADVANCED CLEAN CARS SYMPOSIUM

THE ROAD AHEAD

Matt Miyasato, Ph.D.
Deputy Executive Officer
Science & Technology Advancement

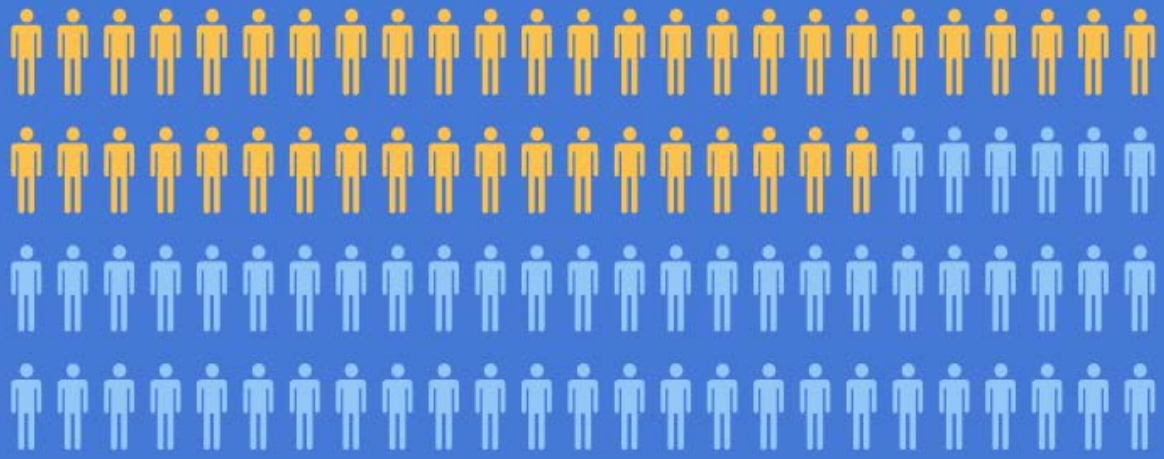
South Coast Air Quality Management District

4 Counties of

- Los Angeles
- Orange
- San Bernardino
- Riverside

44%

State's population in South Coast



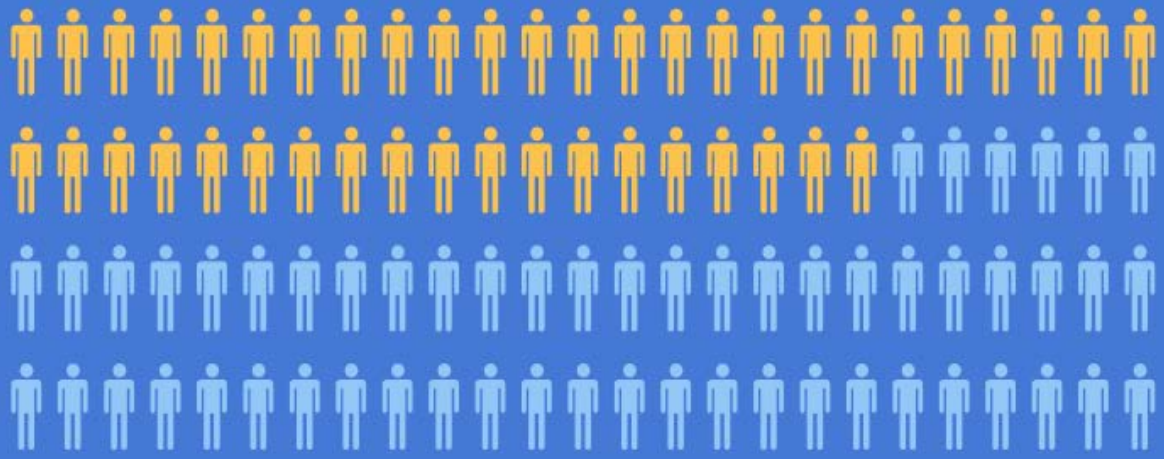
South Coast Air Quality Management District

40%

Containerized goods to nation

44%

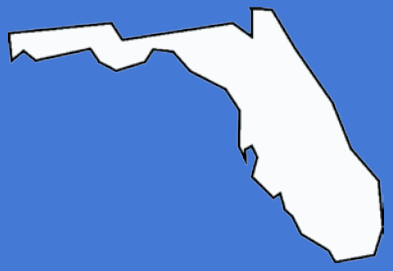
State's population in South Coast



SCAQMD Population

27,500,000

22,600,000



20,300,000

19,800,000

South Coast AQMD

16,500,000

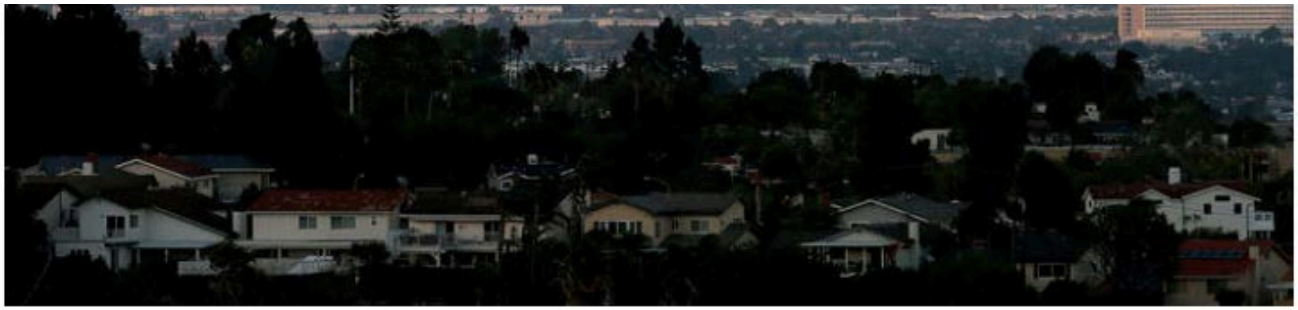
12,900,000

Daily Combined AQI
Saturday, June 20, 2015
5
Santa Clarita
15
San Fernando
210
Simi Valley
San Bernardino
Los Angeles
210
Malibu
Chino
Riverside
Banning
110
Anaheim
Santa Ana
215
405
Irvine
5
Temecula
Good
Moderate
USG
Unhealthy
Very Unhealthy
Hazardous

Los Angeles Times
L.A. Now
California: This just in

Thousands of lives could be saved in California by stricter air pollution limits, study finds

SoCal hit with worst smog in years as hot, stagnant weather brings surge in hospital visits

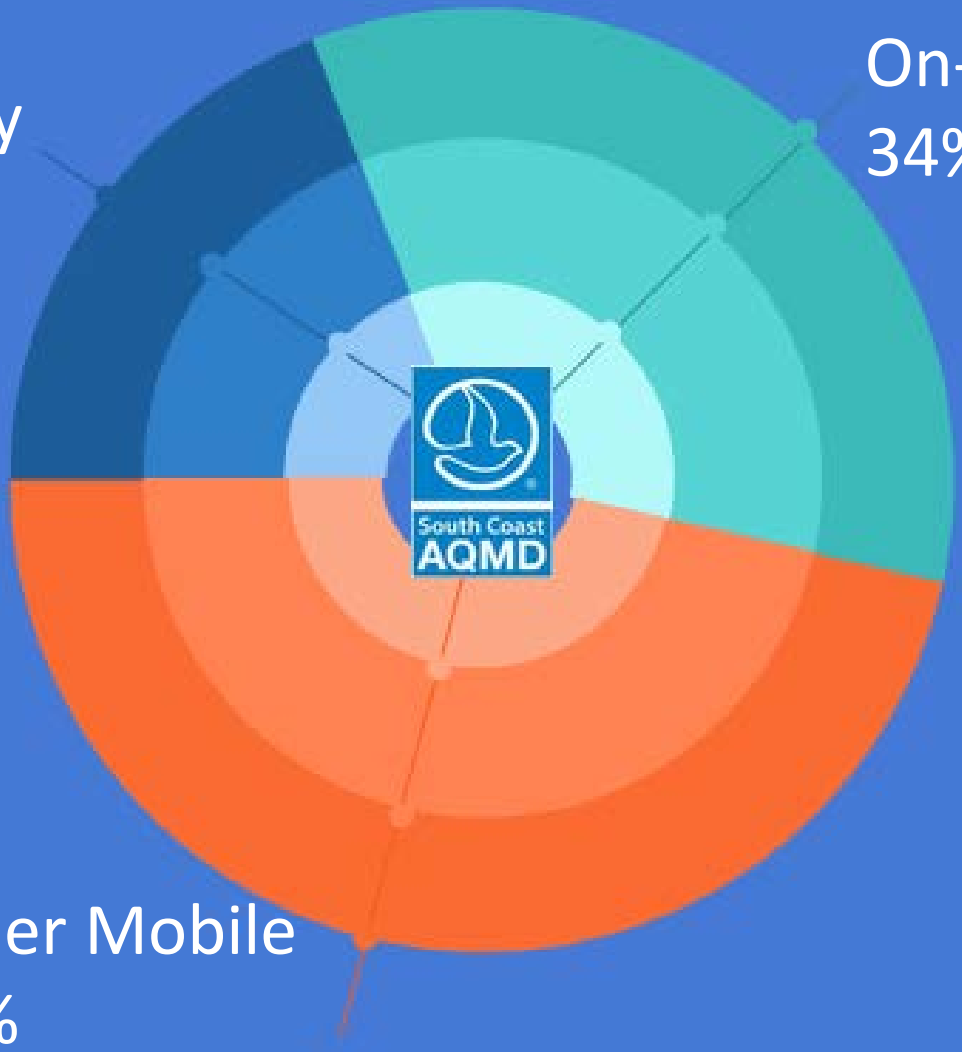


Smog descends on downtown Los Angeles during a November afternoon in 2015. (Los Angeles Times)

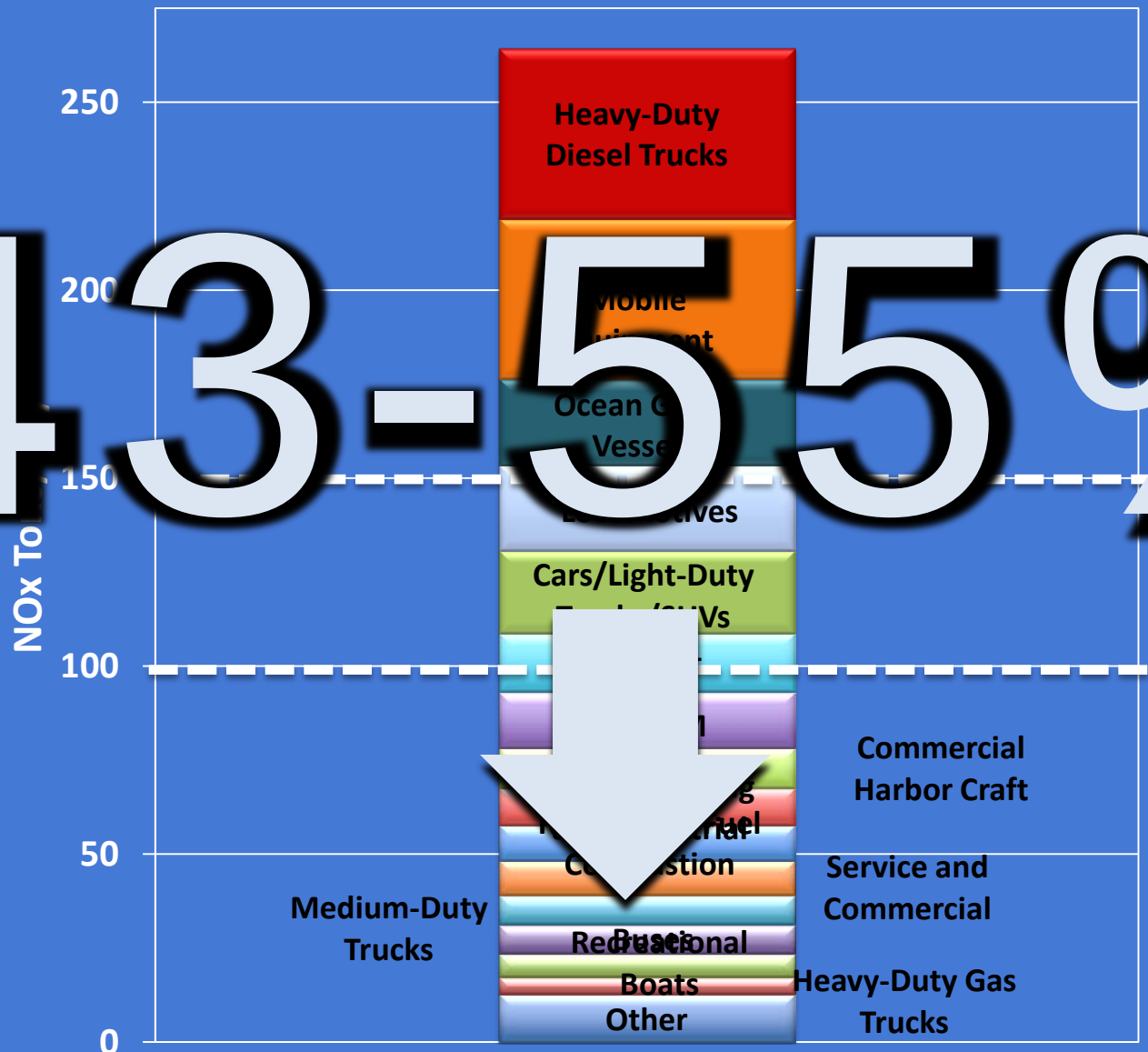
By Tony Barboza

AUGUST 11, 2016, 9:00 AM

80% NOx Emissions – Mobile Sources



Top NOx Sources 2023



43-55%

Zero & Near-Zero Fleet Needed per Year until 2023

x15

SIGNS OF OPTIMISM

Technologies & Polices

Toyota Mirai

Tesla Model 3

Chevy Volt

Hydrogen Fueling

DC Fast Charging

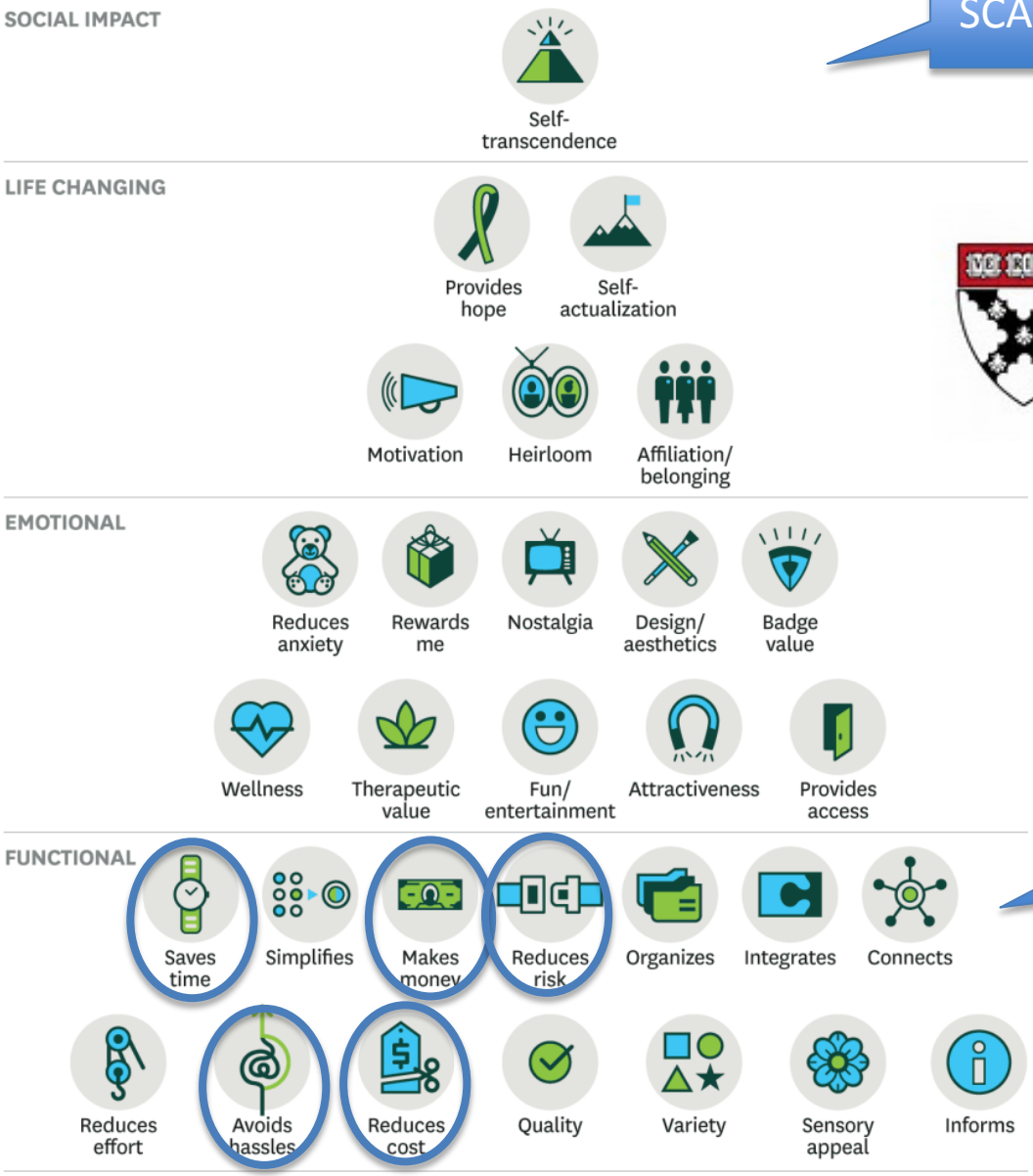
EFMP

CALIFORNIA CLIMATE INVESTMENTS

CALIFORNIA SUSTAINABLE FREIGHT ACTION PLAN

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.



SCAQMD

Harvard Business Review

End Users

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FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016

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