



**South Coast**  
**Air Quality Management District**  
21865 Copley Drive, Diamond Bar, CA 91765-4178  
(909) 396-2000 ♦ www.aqmd.gov

**A BUSINESS CASE FOR CLEAN AIR WHITE PAPER  
WORKING GROUP MEETING #2**

**21865 Copley Drive, Diamond Bar, CA 91765**  
**August 13, 2014 ♦ 10:00 a.m. ♦ Conference Room GB**

**AGENDA**

1. Welcome and Introductions
2. Background – Case studies
  - a. Dry cleaning regulation
  - b. Transit bus/waste haulers
  - c. Efficiency improvements
3. Business Case Discussions
  - a. How to create a business case - Potential elements of business case
    - i. Can it be universally defined or is it industry specific?
      1. Strategy that reduces long term costs
      2. Incentives
        - a. Financial
        - b. Non-financial
        - c. Public recognition
        - d. Regulatory certainty
        - e. Operational efficiency
        - f. Growth potential
        - g. Competitiveness
        - h. Others
      3. Others?

- ii. Business case criteria for the following examples
    - 1. A business case for R&D investments
      - a. Publicity
      - b. Financial incentives
      - c. Market signal via regulatory actions
      - d. Others?
    - 2. A business case for early adoption of zero and near zero emission technologies
    - 3. A business case for complying with regulatory standards
    - 4. A business case for efficiency improvements
    - 5. A business case for infrastructure investments
    - 6. A business case for small business vs. large business
  - iii. Summary - A matrix for control measures versus key elements
4. Clean Air Incentives
- a. Review of existing incentive programs for SIP Reductions
  - b. Open discussions
    - i. Incentives for technology developers
    - ii. Incentives for technology providers
    - iii. Incentives for users
      - 1. Stationary/Permitted facilities
        - a. Large businesses
        - b. Small businesses
      - 2. Mobile sources
        - a. Large fleets
        - b. Small fleets
      - 3. Project developers
        - a. Residential and commercial buildings
        - b. Industrial buildings
      - 4. Consumers
5. Next Steps

**NOTE: We are providing the following call-in number and participant code for the working group members who cannot attend in person.**

**Call-in Number: (909) 396-2060**

**Participant Code: 1101**