



South Coast
Air Quality Management District
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**A BUSINESS CASE FOR CLEAN AIR WHITE PAPER
WORKING GROUP MEETING #3**

21865 Copley Drive, Diamond Bar, CA 91765
September 30, 2014 ♦ 10:00 a.m. ♦ Conference Room CC8

AGENDA

1. Welcome and Introductions
2. 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

3. 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
4. Review of White Paper Outline
5. Next Steps