

INTEGRATED ASSESSMENT FOR AIR QUALITY MANAGEMENT IN CITIES**M.J. Molina, L.T. Molina***Massachusetts Institute of Technology, Boston, USA*

Rapid population and economic growth, uncontrolled urban expansion, increased energy consumption and increased motorization all translate into serious air pollution problems in many large cities throughout the world. A persistent and pervasive threat to health, air pollution poses a severe economic and social cost to society. There is no single strategy to improve air quality effectively anywhere in the world, and a mix of policy measures best suited for each city's challenges and customs is required to address air quality issues. This presentation will describe an integrated assessment of air quality in large urban centers, focusing on the Mexico City case study that we have been carrying out in the past few years. The Mexico City Project has brought together a diverse group of collaborators in the US and Mexico: it is multi-disciplinary, and integrates air pollution science, mobility, land-use, health effects, as well as economic and policy considerations. The main goal is to provide decision-makers with objective, balanced assessments of cost-effective solutions to air pollution problems through scientific, technological, social and economic analysis.