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HYBRID THEORY

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Our Mission

We are Hybrid Theory. Our team applies communication, creativity, and problem-solving to solve environmental sustainability for California. We will minimize gas usage so California's citizens can save money and improve air quality, greatly improving their quality of life for themselves and future generations.

Our Skills

Collaborative, Problem-Solving, Logic, Creativity, Communication, Compassion, Dedication Adaptable

Target Audience

Our target audience is the inhabitants of Los Angeles County who cannot afford gas, who are from underrepresented communities, and those who have respiratory issues.

The Challenge

People are constantly using gas, which is taking a toll on the economy and the environment of LA County. This crisis is affecting many communities all over the state of California. Still, the primary people affected include the inhabitants of LA County who come from unrepresented families or who have medical issues and suffer from air pollution. This constant use of gas is causing the price of gas to skyrocket and pollute the air we breathe, which is caused by the release of carbon dioxide into the atmosphere. This progression will lead to increased rates of climate change and unsafe air for citizens to breathe in. It would make LA County unfit for anyone to live in. We must work to solve this problem to slow the growing rates of climate change and prevent future health complications in young men and children who will suffer from these problems that we can try to solve now before they get worse.

Our Plan of Action

Fundraising/Money Source: LA car manufacturers, county & state officials, LA Board of Supervisors, environmental organizations, eco-friendly organizations, private investors
Resources/Materials Needed: Battery supplies, Outside of the car, Recycled materials that would help lower the cost of materials and the car, studio to work in, tools to create and combine parts

Potential Partnerships: Local car manufacturers (Hybrid adoption, production, research teams), Battery suppliers (improvements of battery life, different sources of energy to power batteries), Research teams who will help us find the right car for this cause, organizations who can help us find other options and ideas to work

Communication/Promotional Ideas: Put ads and flyers around the area, publish ads in papers and post in partnering manufacturers.

Call to Action: We want people to learn more about this problem and support what we do to find a solution. We will show them that not only will they help themselves spend less money, but they will also help the environment by decreasing the release of harmful gas into the air. Our message will not get people to buy them but to inform them about what's happening in our environment and hope they will be a part of the change.

Evaluating Success

We will measure the number of hybrid car users at the beginning of the movement while taking measurements of the carbon dioxide levels in the air of the LA county area. As time passes, we will see how much gas usage decreases due to hybrid cars using up their electric mileage before their gas. We will see a successful rate of people interested in buying these cars, but it will be challenging to have people purchase them. Another challenge might be finding more people to cooperate with us and team with us to mass-produce more of these hybrid cars if we see a wide variety of purchases over these months. We will strive to minimize these challenges by keeping track of our progress regularly and promote hybrid car usage over gas cars. We believe we can make a difference in our community and improve the climate using hybrid cars.