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Dr Shoumen Palit Austin Datta

&

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Global Logistics

TARGET

This talk is based on publicly available business facts. This is not an original investigation by the author. The opinions expressed in this document are due to the author alone and does not represent views of the institutions with which the author is affiliated.



Ethically speaking

Is this relevant to you?

Is this relevant to you?

This business talk is based on publicly available facts. This is not an original investigation by the author. The opinions expressed in this document are due to the author alone and does not represent views of the institutions with which the author is affiliated. The US model of any business operation is generally unfit for the rest of the civil world. It is based on greed and values profit over purpose, without fail.

If you love and crave money, if avarice is your middle name and if your standard operating procedure is schadenfreude, then embrace and mimic US business models & practices. https://www.theguardian.com/news/2018/apr/27/bulldoze-the-business-school

The long read

▲ Illustration by Michael Kirkham Illustration: Michael Kirkham

Why we should bulldoze the business school

There are 13,000 business schools on Earth. That's 13,000 too many. And I should know - I've taught in them for 20 years. By Martin Parker <u>https://pdfshares.com/?book=0745399169</u>

Operations Management

Is this relevant to you?

Number of parked ships around China



~300 miles



~300 miles vs ~3,000 miles



The Logic of Logistics: You cannot build an elephant using the mouse as a model.

~300 miles vs ~3,000 miles

Logistics operation for 300 miles is not similar to operations for 3,000 miles. The supply chain model of baby food cannot be similar to SCM for groceries. The supply chain model for tires on sedans cannot be replicated for supply chain of tires for earth-moving vehicles. Transporting a human kidney for transplant surgery cannot ever be similar to logistics for tins of kidney beans.

The Logic of Logistics: You cannot build an elephant using the mouse as a model.

SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN MANASIMENT

SUPPLY CHAIN FRUSTRATION



Is it real OOS or store specific



PANDEMIC

US ECONOMISTS PREDICTED DEMAND WAS GOING TO DROP

.com/article/annehelenpetersen/recession-unemployment-covid-19-economy-consumer-spending



READER / CORONAVIRUS

I Don't Feel Like Buying Stuff Anymore

Our economy is built on Americans of all class levels buying things. What happens vability — and desire — to do so goes away?



Anne Helen Petersen BuzzFeed News Reporter

Last updated on May 19, 2020, at 11:55 a.m. ET Posted on May 18, 2020, at 6:01 p.m. ET C 🔒 theguardian.com/business/2020/mar/25/coronavirus-pandemic-has-delivered-the-fastest-deepest-economic-shock-in-history

Project Syndicate economists Business

Coronavirus pandemic has delivered the fastest, deepest economic shock in history *Nouriel Roubini*

Wed 25 Mar 2020 02.00 EDT

The financial crisis and Great Depression took three years to play out, this crisis has taken three weeks. The Greater Depression beckons



An electronic board at Kookmin Bank shows the benchmark Korea Composite Stock Price Index in freefall.

As soon as people stopped buying products and services they didn't need, the economy collapsed, in only 3 weeks.



www.bloomberg.com/news/articles/2020-04-19/oil-drops-to-18-year-low-on-global-demand-crunch-storage-woes

PANDEMIC

US ECONOM 575 PREDICTED DEMAND WAS GOING TO DROP

PANDEMIC

THE OPPOSITE HAPPENED DEMAND EXPLODED

Albeit, not uniformly ...

Top 10 fastest growing e-commerce product categories March 2020 vs March 2019



In a

Post-

COVID

World?

Amazon had 4bn visitors in March, more than eBay, Apple, Walmart, Rakuten combined

By Indiaretailing Bureau- April 30, 2020

eBay, Apple, Walmart, Rakuten, Samsung.com, and Apple.com had cumulative visitors of 3.85 billion. eBay registered 1.2 billion unique visitors followed by Rakuten (0.8 billion), Samsung (0.6 billion). Walmart came 5th with 0.61 billion visitors, Apple.com (0.56 billion), Aliexpress (0.53 billion), Etsy (0.4 billion), Homedepot (0.29 billion), and Allegro.pl (0.27 billion).

https://www.indiaretailing.com/2020/04/30/retail/amazon-had-4bn-visitors-in-march-more-than-ebay-apple-walmart-rakuten-combined/

SUPPLY CHAINS CHOKED

Almost everyone experienced not being able to get something and paying more for something

E-commerce

gave us the illusion that everything was right at our doorstep





E-commerce

obscured the fact it was often a 14,000 mile journey halfway around the world and it took months even with automation, algorithms and millions of people who touched those goods or transported them in some way to meet that last mile logistics to the doorstep of the customer.

E-commerce

covered up all of this behind the convenience of "one-click" shopping



PANDEMIC

showed us how unsustainable and unrealistic are our expectations of e-commerce



September 20, 2021 72 container ships at anchor waiting to unload at the Port of Los Angeles, California, USA Santa Ionica

Two Harbors

nalewood

Torrance

Rolling Hills

Estates

La Habra

Heights

Fullerton

Anahe

Newport Bea

Huntingto Beach

Downey

Compto

ng Beach



apnews.com/article/covid-science-business-health-d3e32ba9e2381f77c299391e762abe21

U.S. News World News Politics Sports Entertainment Business Technology Health Science Oddities Lifestyle

Parents hunting for baby formula as shortage spans US

By MATTHEW PERRONE and HEATHER HOLLINGSWORTH 18 minutes ago

AP



In Taíwan?


President Biden 🤣 @POTUS · 1h

United States government official

I'm taking two new steps to increase baby formula supply:

Invoking the Defense Production Act to increase domestic production
Launching Operation Fly Formula to use federal planes to fly formula in from abroad

...

We're making sure safe formula gets to all who need it.



5/18/2022

YOU KNOW THE SUMMARY: OVERALL PROCESS

- Product Assembly / Manufactured Goods
- Shipping
- Trucking
- Distribution
- Last Mile Delivery

CASE: USB CHARGER

- readily available
- next day delivery
- relatively cheap
- must have: lowest labor cost
- must have: high efficiency
- invention of shipping container
- made it cheaper
- outsource manufacturing
- global supply chain products
- local doorstep* delivery



*end of a journey that may have begun a year ago in a factory that might be half a world away

You know the facts & sequence of operations

- Assembled in a factory e.g. Vietnam
- Trip across Pacific Ocean (20 to 30 days)
- Ships carry ~10,000 containers with ~20 crew
- Solitary life of crew invisible to consumers (20-30 days of relentless pounding on ship similar to living inside an airplane in constant turbulence 24/7)
- Catastrophe / bottleneck problem with containers falling off or disruptions due to rough weather
- 400m EVERGREEN caused havoc after it got stuck in the Suez Canal (registered in Panama, owned by Shoei Kisen Kaisha of Japan and leased to Taiwanbased Evergreen Marine for operation)
- Backlog of ships waiting with goods worth \$9 billion (representing loss of \$400 million per hour for days)

- Port of Los Angeles gateway to US economy (40% imports, 30% exports) is the single point of failure which handles ~900,000 TEU (twenty-foot equivalent units) per month.
- 3-5 days to unload but now it takes 2 weeks using humans and robots (15,000 workers in LAX port)
- 3 steps: pick containers off ship, take to location for sorting and transfer goods to pick-up zone for truckers
- LA 24 hr operation: schedules truck pick-up at 3am.
- Why will a trucker arrive at 3am for pick-up?
- LA operation is now 24/7 but pick-up, warehousing, sorting and distribution services are not 24/7 causing huge backlogs, traffic congestion, minor and major accidents, highway delays and labor shortages.

Transportation & Logistics: US Trucking Facts

- Truck from port goes to warehouse where goods are checked, counted, unpacked and repacked.
- Package loaded on long distance domestic trucks: loading time may be 2-3 hours to 6-7 hours.
- Trucker not paid for waiting time.
- Hauls load over 3,500-4,000 miles per week (where can they do that in Taiwan?) \$1000-\$2400 per week
- Driving two weeks/month (~\$40K per annum average starting salary)

- Trucking: \$800 billion industry moving >70% of goods in the US
- Driver shortage since deregulation in 1980. Currently 10 million CDL drivers but ~ 3.5 million is working.
- Must rest 10 hrs/day (14 hour work day). If 6-7 hours waiting to load then driving time 8-7 hours/day.
- Only time truck driver is making money is when the truck is driving (US 30c-60c pay per mile)
- Starting \$40K, experienced ~\$100K

US CDL truck drivers do not want to work (drive trucks) WHY?

GROCERY STORE

Salary



https://www.ziprecruiter.com/Salaries/Grocery-Store-Salary

To earn ~\$40K per year truck drivers must be away from home for ~50% per year. While they are on the road they spend money to eat. What if you can earn ~\$35K staying at home with the family?

The trucking problem in the US is so acute that President Biden

Administration Priorities



BRIEFING ROOM

FACT SHEET: The Biden Administration's Unprecedented Actions to Expand and Improve Trucking Jobs

APRIL 04, 2022 • STATEMENTS AND RELEASES

Since Day 1, the Biden-Harris Administration has taken on the supply chain disruptions and price increases resulting from the decades-long lack of investment in the nation's goods movement supply chain. The Administration enacted the Bipartisan Infrastructure Law to bring our infrastructure to the 21st century, worked with ports to <u>clear the docks</u> and gets good moving, launched <u>a pilot initiative</u> to create the digital infrastructure to connect key stakeholders in the supply chain, and more. The result is a modern goods movement system that boosts American competitiveness and cuts families' costs.

Trucking moves 72 percent of goods in America

Industry forecast: ~160,000 truck driver shortage by 2028

The truth is somewhere in the middle, but the trucking problem is definitely a key economic inhibitor.

Truck drivers are forecasting: paralysis of US trucking, 2030

US trucking and its financial problems are one of many poor working conditions.

Trucks bring goods to local distribution centers but then the goods must be delivered to end customers.

Distribution Centers

How big are DCs? ~4,000,000 square feet or ~37,000 square meters

Compare with National Palace Museum, Taipei ~9,000 square meters

National Palace Museum X 41 = 1 Distribution Center

Distribution Center

4,000,000 square feet ~ 37,000 square meters

National Palace Museum X 41 = 1 Distribution Center

Х



Distribution Centers Require Human-Robot Interactions



Distribution Centers: where retail nightmare happens

- Relentless pressure from e-commerce mandatory "next day shipping"
- Picking, packing, sorting is a non-stop 12 hour per shift operation with low pay [e.g., advanced category \$22 per hour but much lower in most entry level DC jobs]
- 4 million square foot of space makes physical work exhausting and often unsafe
- Amazon annual turn over 150%
- 3% leave each week
- <u>https://www.nytimes.co</u> m/interactive/2021/06/1 5/us/amazonworkers.html

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Amazon walkout: Dozens of warehouse workers protest low pay and bad working conditions

Roughly 60 workers across New York and Maryland are demanding a \$3 raise and two twenty-minute work breaks

By JON SKOLNIK PUBLISHED MARCH 16, 2022 5:34PM (EDT)



Boxes travel on conveyor belts at the Amazon Fulfillment Center on August 1, 2017 in Robbinsville, New Jersey. (Mark Makela/Getty Images)



https://belonging.berkeley.edu/sites/default/files/warehouse employment as a driver of ine quality in the inland empire- the experiences of young amazon warehouse workers.pdf

The Last Mile

The Greatest Challenge?



Photo courtesy of Amazon

prime

You buy/lease the van, you get the workers, you maintain the operations & deal with 100% turn-over.

YOU

- → Amazon will insert its logo but not legally liable.
- → Amazon dictates what is loaded and where to go.
- Time between deliveries ~ 3 min (20 stops / hour).
- Some deliveries can arrive at 9pm or 10pm.
- The driver/worker doesn't receive any extra pay.

DSP Delivery Service Partner

No legal liability for Amazon

Avg. Pay \$18.57 / hour



The Last Mile – only human contact in e-com

- Demands high quality of work
- Must be rapid paced with good PR
- Manage traffic / routing / QoS
- 200-300 times getting up/down truck (during each 8 hour shift)
- UPS pays \$40/hour or ~80K/year

- WORST THINGS BY AMAZON
- Flex delivery workers paid ~\$18 / hour (no other expenses) but may go up to ~\$45 / hour during peak season (max 30 hour per week to avoid contracts)
- DSP Delivery Service Partners carry all the liability while Amazon profits.

Market share of U.S. parcel volume, 2014-2020



Chart: Max Garland / Supply Chain Dive • Source: Pitney Bowes • Get the data • Created with Datawrapper

Solutions ?

Nothing is a panacea

Outsourcing out: Re-shoring in?

Pandemic exposed inability to rapidly shift to adapt/meet changing demand patterns in the semiconductor industry

Challenges for TSMC?

Samsung \$17 billion semiconductor fab in Texas

Intel

\$20 billion semiconductor fab in Ohio

Trust

Almost absolute loss of trust between megaemployers & employees at all job categories hbr.org/2017/01/if-employees-dont-trust-you-its-up-to-you-to-fix-it

0. 00 🖻 🕁

Harvard Business Review

Business Ethics

If Employees Don't Trust You, It's Up to You to Fix It

by Sue Bingham

January 02, 2017

The social glue has become unglued ...



What unglued the social glue?

CORPORATE GREED

Gallon of baby formula costs \$154 in US costs \$0.31 to manufacture. Gallon of IV fluid (0.9% NaCl) ls costs \$178 in US costs \$0.28 cents to manufacture. Gallon of Insulin costs \$123,000 in US costs \$0.68 cents to manufacture, currently.

this true?

What happened to

RFID and data transparency? Supply Chain visibility? Adaptive & Agile?

Bullwhip returns

with a vengeance



Visibility, Transparency, Agility, ...

Very difficult to accomplish even with all the tools and technologies...



Technologies, Strategies & Business Practices failed to tame the Bullwhip Effect



Can real-time data reduce transaction costs? Can macro-economics predict business cycles? Can Game Theory strategies reduce volatility?



Businesses optimize profit, nothing for the common good, i.e., systemic performance

Patchwork of solutions

it does not work, it may never work
We haven't even addressed manufacturing constraints

raw materials, labor, machine tools, maintenance, repair, quality control

Logistics is inextricably connected to supply vs demand, education and economics, war and peace.

A volatile series of dynamic interrelationships between a plethora of very complex parameters.

Transport

suggestions

In 2008

in a journal published in Taiwan by Professor JrJung Lyu (NCKU, Tainan)

International Journal of Electronic Business Management 2008 f 😏 🗟 🛨 🗧

WiFi Meets FuFi: Disruptive Innovation in eBusiness Management Catalysed by Energy and Logistics

Shoumen Palit Austin Datta

Keywords: Logistics , Supply Chain , eBusiness Management , Nuclear Energy , Metabolic Engineering , ITER , STAR , carbon footprints

Full-Text

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Abstract:

Cost of energy per unit of goods or services may evolve as a key differentiator of economic growth. The debt of nations will be re-structured. Corporations, big or small, may not escape from managing their energy supply chains or their carbon footprints. Energy supply chains may disrupt traditional physical and financial value networks so much so that different business models with quite diverse revenue streams may evolve and dissolve at a 'clockspeed' hitherto unimaginable. Eurasia may lead the storm and Africa may be the ultimate economic prize for strategic visionaries. This paper suggests why this scenario may be plausible. ISSN: 2333-9721

Transport is a key parameter International Journal of Electronic Business Management 2008 f 😏 🗟 🛨 🦲

WiFi Meets FuFi: Disruptive Innovation in eBusiness Management Catalysed by Energy and Logistics

Shoumen Palit Austin Datta

Keywords: Logistics , Supply Chain , eBusiness Management , Nuclear Energy , Metabolic Engineering , ITER , STAR , carbon footprints

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Cost of energy per unit of goods or services may evolve as a key differentiator of economic growth. The debt of nations will be re-structured. Corporations, big or small, may not escape from managing their energy supply chains or their carbon footprints. Energy supply chains may disrupt traditional physical and financial value networks so much so that different business models with quite diverse revenue streams may evolve and dissolve at a 'clockspeed' hitherto unimaginable. Eurasia may lead the storm and Africa may be the ultimate economic prize for strategic visionaries. This paper suggests why this scenario may be plausible.

using mobile nuclear energy 2()()8 **FuFi** Fu – Fusion Fi – Fission

Rail Transport

I remember who supported me

Professor JrJung Lyu, NCKU

President of the e-Business Management Society, 2008

I remember who laughed at me

MIT CTL https://ctl.mit.edu/



3Q: Why "nuclear batteries" offer a new approach to carbon-free energy

Jacopo Buongiorno and others say factory-built microreactors trucked to usage sites could be a safe, efficient option for decarbonizing electricity systems.



2021

We are on the brink of a new paradigm for nuclear power. Much as large, expensive, and centralized computers gave way to the widely distributed PCs of today, a new generation of relatively tiny, inexpensive factory-built reactors, designed for autonomous plug-and-play operation similar to plugging in an oversized battery, is on the horizon. Think nuclear rail transportation and logistics.

2021

A Strategy to Unlock the Potential of Nuclear Energy for a New and Resilient Global Energy-Industrial Paradigm

MONDAY, JUNE 14, 2021 AUTHOR: JACOPO BUONGIORNO, ROBERT FREDA, STEVEN AUMEIER, AND KEVIN CHILTON

Advantages of nuclear batteries include low-enriched fuel, simple design, mass manufacturing, minimal site preparation, and semiautonomous fleet operation.

NATIONAL ACADEMY OF ENGINEERING NATIONAL Sciences ACADEMIES Medicine

"Experts would be mobilized to apply atomic energy to the needs of agriculture, medicine, and other peaceful activities. A special purpose would be to provide abundant electrical energy in the power-starved areas of the world.... Thus the contributing Powers would be dedicating some of their strength to serve the needs rather than the fears of mankind." – Dwight D. Eisenhower, Atoms for Peace speech, United Nations, December 8, 1953



NuclearNewswire

🐼 American Nuclear Society

Search the Nuclear Newswire

2022

POWER & OPERATIONS

What are the key cost drivers for microreactors?

Microreactors defy the economics of nuclear power plants by shifting the paradigm from economies of scale (large reactors) to economies of multiple (mass production). While shrinking power output per unit may increase costs per kilowatt compared to large plants, offsetting gains can be expected from standardized designs, factory fabrication, lower radionuclide inventories, rapid installation and inherent safety. The lower power density in a microreactor core leads to a greatly reduced decay heat source, simplifying emergency cooling needs. These design aspects can lead to innovations including substantial simplifications to safety and control needs, minimized human operational requirements, compact balance of plant, the ability to fabricate almost every component in a factory, shortened construction time, and less daunting financing.

SUBSCRIBE

A small, modular, efficient fusion plant

New design could finally help to bring the long-sought power source closer to reality.

David L. Chandler | MIT News Office August 10, 2015

MIT News



It's an old joke that many fusion scientists have grown tired of hearing: Practical nuclear fusion power plants are just 30 years away - and always will be.

2015 Advances in magnet technology have enabled researchers at MIT to propose a new design for a

> practical compact tokamak fusion reactor. The era of practical fusion power, which could offer a nearly inexhaustible energy resource, may be real.

2015

Version of Record: https://www.sciencedirect.com/science/article/pii/S0920379615302337 f2cd319c081e86678a353cfb7ead0ab7

ARC: A compact, high-field, fusion nuclear science facility and demonstration power plant with demountable magnets

B.N. Sorbom, J. Ball, T.R. Palmer, F.J. Mangiarotti, J.M. Sierchio, P. Bonoli, C. Kasten, D.A. Sutherland, H.S. Barnard, C.B. Haakonsen, J. Goh, C. Sung, and D.G. Whyte

Plasma Science and Fusion Center, Massachusetts Institute of Technology, Cambridge, MA 02139, USA

https://doi.org/10.1016/j.fusengdes.2015.07.008

Is "FuFi" necessary?

FuFi Fu – Fusion Fi – Fission

FuFi: BEIJING to CAPE TOWN by RAIL

As suggested in 2008, Yiwu to

Madrid is a prelude to the next

phase in freight transportation:

Beijing to Cape Town.

http://dspace.mit.edu/bitstream/handle/1721.1/41897/WiFi%20Meet%20FuFi%20 %20MIT%20ESD%20WP.pdf?sequence=1



(The Washington Post)

On Nov. 18, an <u>82-container freight train</u> left the eastern Chinese industrial city of Yiwu. It was embarking on a landmark journey that is supposed to end 21 days later, in December, in Madrid. The distance the train covers — more than 6,200 miles — marks the longest route taken by a freight train, longer still than Russia's famed Trans-Siberian Railway, as the map above shows.

Yiwu is the largest wholesale center for small consumer goods in China, making it home to a <u>curious mix of foreign businessmen</u> and petty traders, including a large community of Arabs. Now it's plugged into a far larger project: China's zeal to deepen the links between its booming economy and markets in Europe.

Asia-Africa Goods Transport South-South Business Development



FuFi Fu – Fusion Fi – Fission

Invasion of Ukraine by Putin – Death of the Iron Silk Road ?



Putin may be dead but the idea of compact (and safe) nuclear energy for long-distance rail transportation may be real, soon, in the 22nd century.

In 2013

suggestion with respect to one sub-factor TRANSPORT OF GOODS ON US HIGHWAYS SAFTI proposal was submitted to the US Department of Transportation. SAFTI proposal was created within the Industrial Internet Consortium (IIC). During 2013-2016, I was the founding Senior Vice President of the IIC. The Consortium was spearheaded by Dr Joseph Salvo of GE Global Research.

In 2013-2014 we proposed **SAFTI**

Semi-Autonomous Freight Transportation Initiative

Proposal was submitted in 2015 but was ignored by the US Department of Transportation

Circa 1998 we (MIT Auto-ID Lab, MIT) created the next generation of RFID standards (EPC). We introduced the general concept of Internet of Things (IoT). The term IoT was coined by MIT Auto-ID Center. See "HIP" https://dspace.mit.edu/handle/1721.1/123984

dspace.mit.edu/handle/1721.1/86935



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Semi-Autonomous Freight Transportation Initiative



Semi-Autonomous "remote supervision by wire" proposes that goods vehicles may travel autonomously on US highways from point A to point B where both points are highway locations in non-urban zones. US highways are generally well maintained, often well marked (road markings) and low risk due to unidirectional travel. SAFTI enables us to avoid urban congestion (collision avoidance). After loading, Driver X (local driver, stays at home, close to A) drives vehicle to point A on the highway and enables SAFTI operation. Vehicle arrives at point B on the highway. Driver Y (a local driver, stays at home, close to B) disables SAFTI. Drives vehicle to warehouse or DC in an urban or semi-urban location. SAFTI reduces driver burn-out on long stretches.



PRESENTATION

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Reality Check

Los Angeles Times

Homelessness is up 10% in San Diego County, LA, CA

-on-rise-in-san-diego -outreach-programs-homelessness www.latimes.com/california/story/2022-05-19/despite-more-shelters

Los Angeles Times

Location	2020 Total	2022 Total	% Total change
Alpine (Crest-Dehesa)	1	1	0
Carlsbad	148	118	-20.3%
Chula Vista (Sweetwater)	330	309	-6.4%
Coronado	16	1	-93.8%
El Cajon	775	1,308	+68.8%
Encinitas (San Deiguito, Solana Beach & Del Mar)	65	113	+73.8%
Escondido (NC Metro & Hidden Meadows)	447	354	-20.8%
Fallbrook	51	25	-51.0%
Imperial Beach	16	25	+56.3%
La Mesa	52	53	+1.9%
Lakeside	24	63	+162.5%
Lemon Grove	18	31	+72.2%
National City	125	158	+26.4%
Oceanside	408	514	+26.0%
Poway	15	23	+53.3%
Ramona	20	21	+5.0%
San Diego	4,870	4,801	-1.4%
San Marcos	8	12	+50.0%
Santee	25	147	+488.0%
Spring Valley (Casa de Oro)	97	60	-38.1%
Vista (Bonsall)	100	117	+17.0%
Unincorporated	27	173	+540.7%
Total	7,638	8,427	+10.3%





THANK YOU !!

Shoumen Datta

MIT Auto-ID Labs, Department of Mechanical Engineering, School of Engineering, Massachusetts Institute of Technology, 77 Massachusetts Avenue, Cambridge MA 02139 (<u>shoumen@mit.edu</u>)

MDPnP Lab and Cybersecurity Program, Massachusetts General Hospital, Harvard Medical School, Partners Research Building, 65 Landsdowne St, Cambridge, MA 02139 (<u>sdatta8@mgh.harvard.edu</u>)

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