

# Attendance Zoo



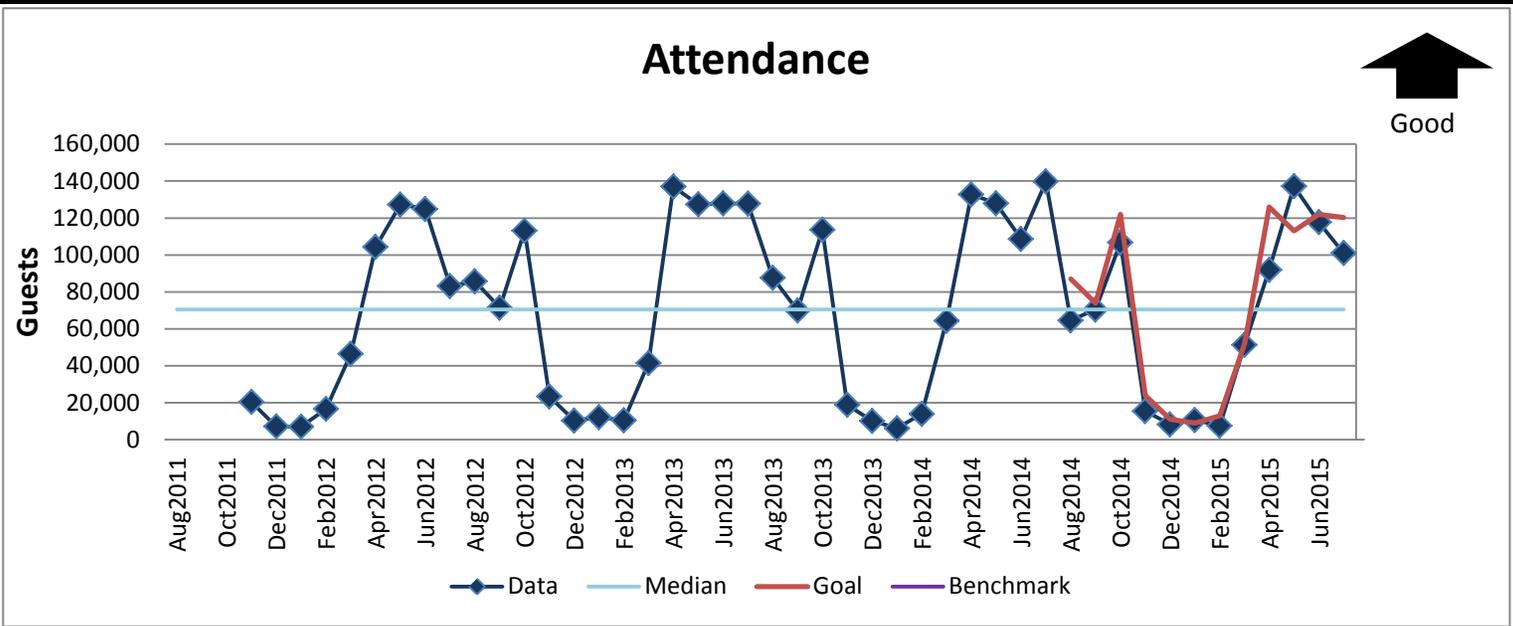
KPI Owner: Stephanie Moore

Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct. 2012-Sep. 2013: 888,580 guests Goal: Increase Zoo Attendance to meet or exceed monthly projections  Benchmark: TBD	Data Source: Attendance Summary Report Goal Source: Zoo Records Benchmark Source: TBD	Plan-Do-Check-Act Step is Unclear Measurement Method: The monthly number of visitors at the Zoo  Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: Evaluating and hosting seasonal exhibits. Evaluating dynamic pricing. Currently updating master plan.

### How Are We Doing?

Aug2014-Jul2015 12 Month Goal	Aug2014-Jul2015 12 Month Actual		Jul2015 Goal	Jul2015 Actual	
<b>873,300</b>	<b>782,741</b>	🚦	<b>120,300</b>	<b>101,027</b>	🚦
Guests	Guests		Guests	Guests	



All The seven basic quality tools, "5 Whys" technique, brainstorming and other methods will be applied to the measure graphed above. The purpose of using the tools/methods is to understand what makes performance less than desirable if performance is not best in class.