

# Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

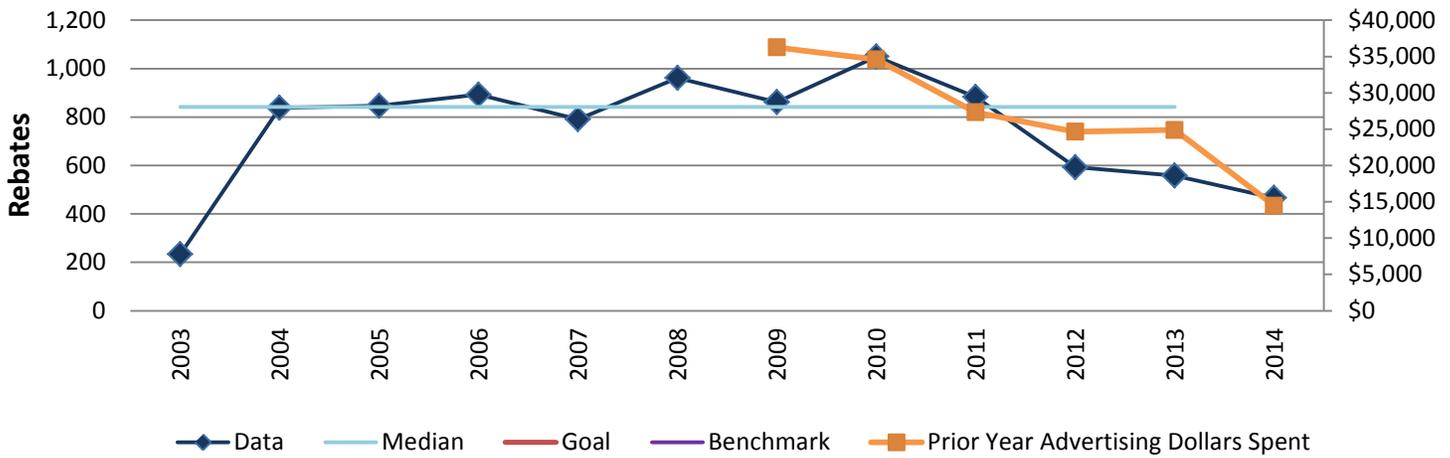
Process: LCCA Program

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: CY 2014: 466 rebates Goal: Increase rebate issuance levels to pre-budget reduction levels in 5 years; 500 rebates in CY 2015 Benchmark: TBD	Data Source: LCCA database/LEAP Journal Detail Reports (Ad invoices) Goal Source: Prior year program data Benchmark Source: Prior year program data	Plan-Do-Check-Act Step 3: Determine and quantify root causes Measurement Method: LCCA Database counts and ad purchasing tracking Understanding program performance in relation to program spending Next Improvement Step: Develop an emission reduction-based KPI

### How Are We Doing?

2010-2014 5 Year Goal	2010-2014 5 Year Actual		2014 Goal	2014 Actual	
<b>TBD</b>	<b>3,550</b>		<b>TBD</b>	<b>466</b>	
<b>Rebates</b>	<b>Rebates</b>		<b>Rebates</b>	<b>Rebates</b>	

## Lawn Care for Cleaner Air Rebates



## Number of Rebates Distributed Against Prior Year Advertising Dollars Spent

