

Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

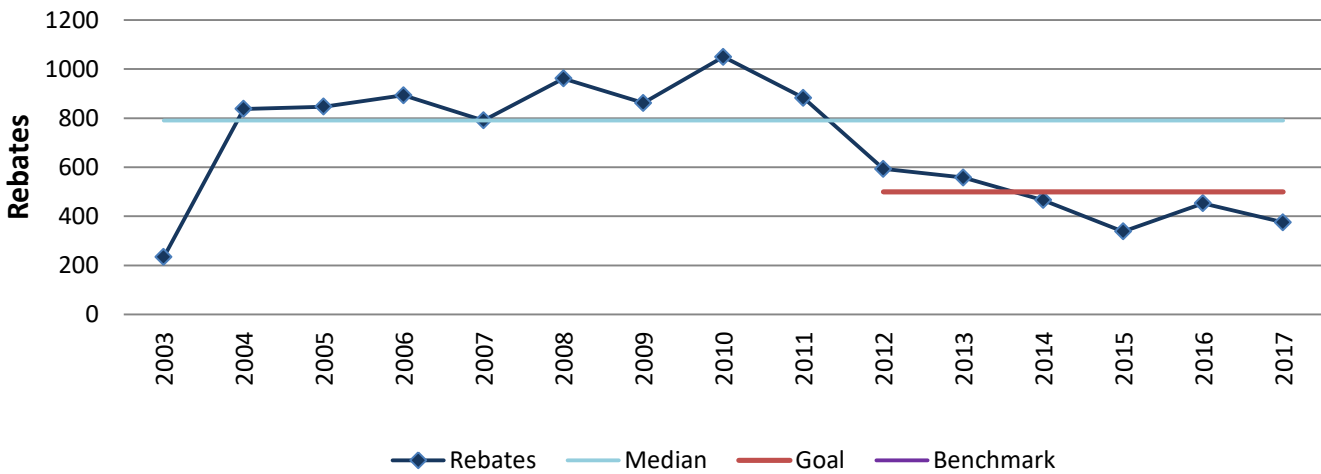
Process: LCCA Program

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
<p>Baseline: CY 2015: 338 rebates</p> <p>Goal: Increase rebate issuance levels to pre-budget reduction levels in 5 years; 450 rebates in CY 2018.</p> <p>Benchmark: TBD</p>	<p>Data Source: LCCA database/LeAP Journal Detail Reports (ad invoices)</p> <p>Goal Source: Prior year program data</p> <p>Benchmark Source: TBD</p>	<p>Plan-Do-Check-Act Step 3: Determine and quantify root causes</p> <p>Measurement Method: Number of LCCA rebates and ad purchasing tracking invoices.</p> <p>Why Measure: Understanding program performance in relation to program spending.</p> <p>Next Improvement Step: Develop an emission reduction-based KPI.</p>

How Are We Doing?

2013-2017 5 Year Goal	2013-2017 5 Year Actual		2017 Goal	2017 Actual	
2,500	2,190	🚦	500	375	🚦
Rebates	Rebates		Rebates	Rebates	

Lawn Care for Cleaner Air Rebates



Number of Rebates Distributed Against Prior Year Advertising Dollars Spent

