

Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

Process: LCCA Program

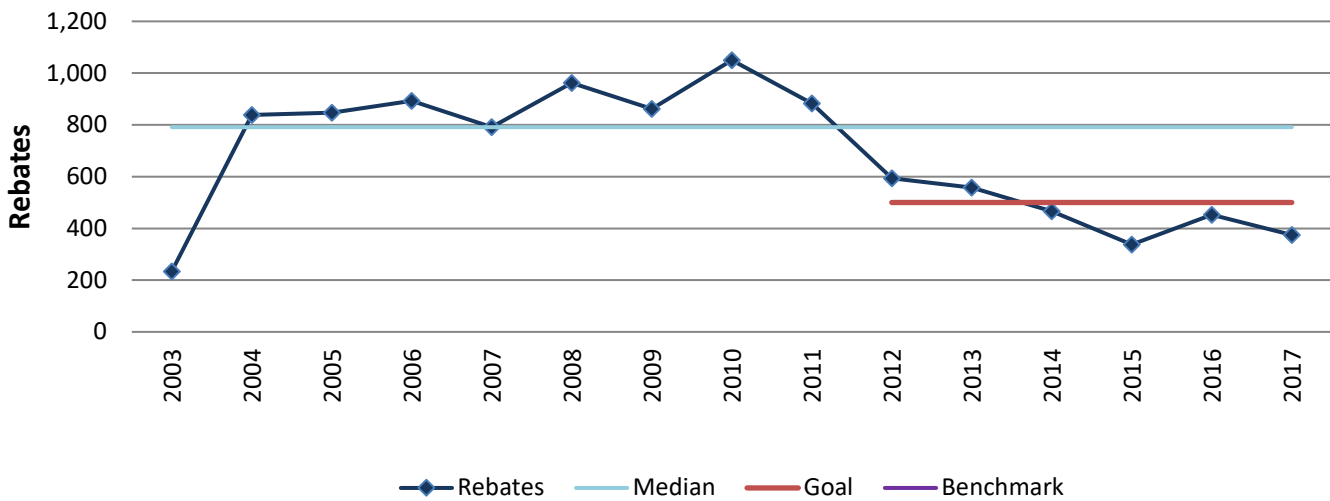
Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: CY 2015: 338 rebates Goal: Increase rebate issuance levels to pre-budget reduction levels in 5 years; 450 rebates in CY 2018 Benchmark: TBD	Data Source: LCCA database/LeAP Journal Detail Reports (ad Goal Source: Prior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

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

Good



Number of Rebates Distributed Against Prior Year Advertising Dollars Spent

