

# Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

Process: LCCA Program

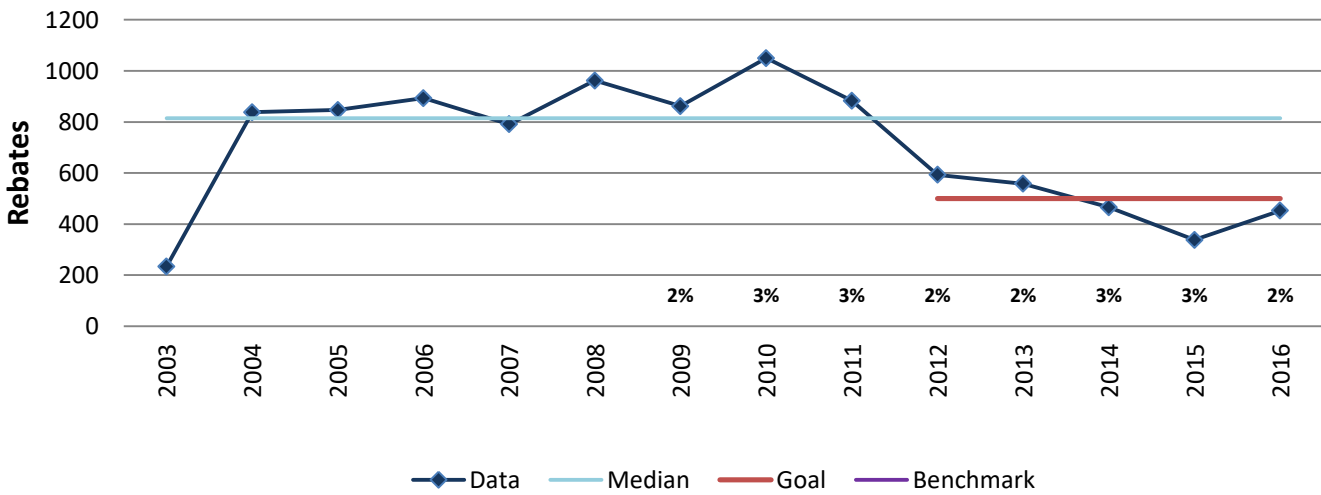
Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: CY 2015: 338 rebates Goal: Increase rebate issuance levels to pre-budget reduction levels in 5 years; 500 rebates in CY 2016.  Benchmark: TBD	Data Source: LCCA database/LeAP Journal Detail Reports (ad invoices) Goal Source: 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?

2012-2016 5 Year Goal	2012-2016 5 Year Actual		2016 Goal	2016 Actual	
<b>2,500</b>	<b>2,408</b>	⬆️	<b>500</b>	<b>453</b>	⬆️
<b>Rebates</b>	<b>Rebates</b>		<b>Rebates</b>	<b>Rebates</b>	

## Lawn Care for Cleaner Air Rebates

Good



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

