

# Attendance Zoo



KPI Owner: Stephanie Moore

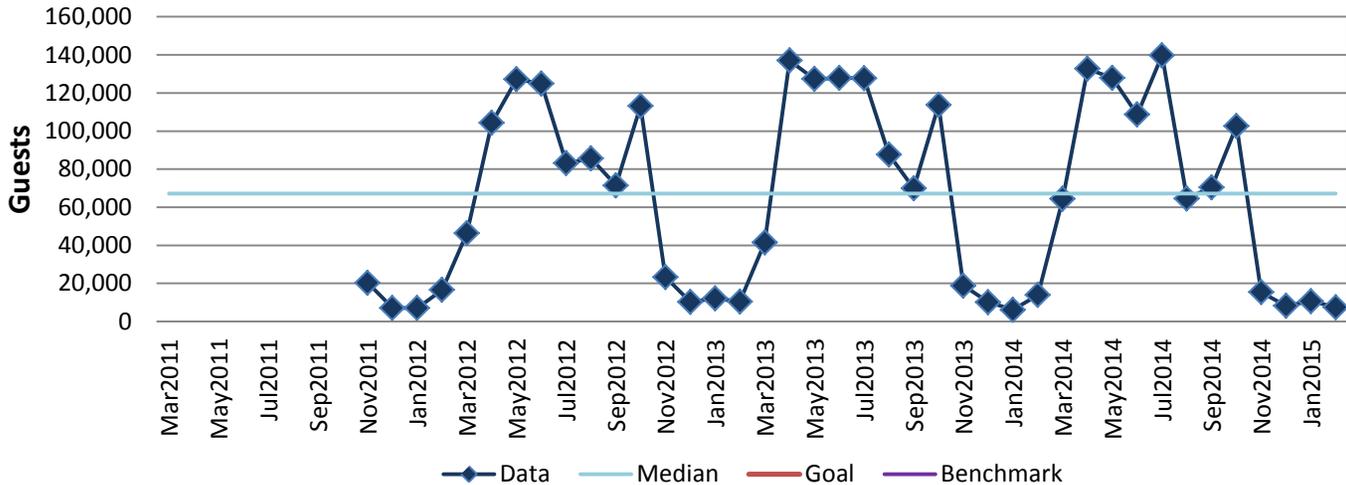
Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct. 2012-Sep. 2013: 888,580 guests Goal: Increase Zoo Attendance to meet 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: Hosting seasonal exhibits. Evaluating dynamic pricing.

### How Are We Doing?

Mar2014-Feb2015 12 Month Goal	Mar2014-Feb2015 12 Month Actual		Feb2015 Goal	Feb2015 Actual	
<b>TBD</b>	<b>853,032</b>		<b>TBD</b>	<b>7,458</b>	
<b>Guests</b>	<b>Guests</b>		<b>Guests</b>	<b>Guests</b>	

## Attendance



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.