

Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

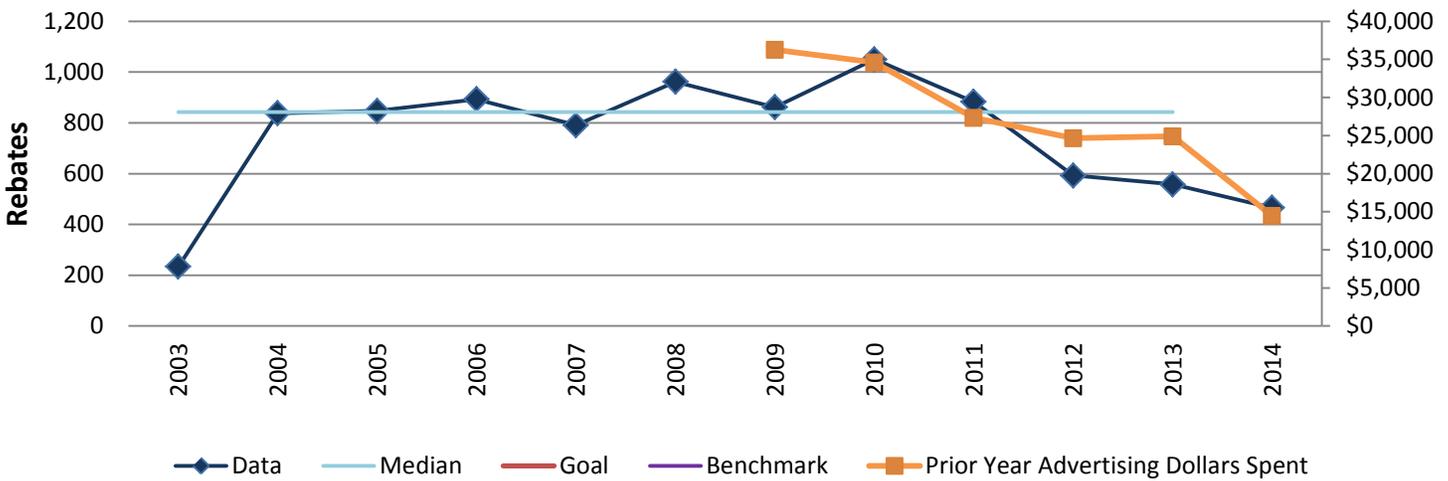
LCCA Program

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:	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	
TBD	3,550	⚡	TBD	466	⚡
Rebates	Rebates		Rebates	Rebates	

Lawn Care for Cleaner Air Rebates



Number of Rebates Distributed Against Prior Year Advertising Dollars Spent

