



Lawn Care for Cleaner Air and Grow More Mow Less Programs

Quarterly Report: 10/21/2015

Prepared by: Bradley Coomes, Environmental Coordinator

Fall is here and that means that Lawn Care for Cleaner Air (LCCA) season is winding down. We can expect rebates to continue to come in through the end of the year (last year we saw 52 rebates come in between mid-October and January), but not at the rate we see them in the spring/summer. A late push on rebates would help us get closer to our total of 466 from 2014, but it seems unlikely. So far this year we have processed 314 rebates and that is down from the 417 that we distributed at this point last year.

We are not yet sure why rebate totals are down this year, but analysis of this year's plan and spending is already underway. We will revise our strategies before next spring and hopefully devise a way to increase rebate totals. After all, more rebates mean more emissions saved and that is the goal of the LCCA program.

We are also going to be revamping our LCCA Pro program over the fall and winter. The program originally incentivized the trading in of older 2-stroke gas-powered string trimmers and blower/vacs for those with newer (and cleaner) 4-stroke engines. When equipment with 2-stroke engines were phased out of production, the program was then changed to encourage the trading in of gas-powered string trimmers and blower/vacs for "pro-powered" electric equipment, which has only recently become available. Since the switch, the program has seen a sharp decline in rebates. This is partly due to lawn care professionals' hesitation to switch to electric equipment after years of relying on their tried and true gas-powered equipment. We will be looking into ways to overcome those barriers while also bringing in new retail partners and making the rebate process simpler overall. In related news, we very recently added Browning Equipment into the fold as a participating retailer (for both the Residential and Pro programs).

A list of the 116 LCCA rebates processed in the last quarter follows this report.

In Grow More Mow Less (GMML) news, we recently attended the Center for Neighborhood's Green Institute Table-Top night at which we, along with several other presenters, spoke about our respective programs and fielded questions from the Green Institute students. By the time this report has been presented to the board we will also have attended the Kentucky Arborist Association Tree Climbing Competition. This event should provide a good opportunity to speak with tree enthusiasts about incorporating trees into low-mow landscapes. Also, on the day of the October Board meeting, we will be at the University of

Louisville’s Sustainability Fair. Of course, we continue to talk about the LCCA program in addition to GMML at all our public events as the programs are fully complementary.

Included in our GMML outreach efforts, we actively post on our Facebook page. Our posts consistently reach hundreds and sometimes thousands of people and our “likes” are approaching 2,000. Here are a few of our most successful posts:

Grow More Mow Less
Published by J Bradley Coomes [?] · October 9 at 8:25am · 🌐

This guy basically turned his yard into a farm.



Man Started With Some Boxes. 60 Days Later, The Neighbors Could Not Believe What He Built 🌱

This homeowner observed his boring green lawn, and he started to ask himself,...

GROWFOOD-NOTLAWNS.COM | BY GROW FOOD, NOT LAWNS

1,402 people reached **Boost Post**

Grow More Mow Less
Published by J Bradley Coomes [?] · September 2 · 🌐

For those of you who still have grass yards, please avoid using gas-powered mowers through Wednesday. We're in the middle of a stretch of air quality alert days and every little bit of emission reductions counts.



City: Don't mow lawns Tuesday, Wednesday 🌱

Authorities are asking residents of the Louisville metro area to put off lawn mowing at least through Wednesday and take other steps to help air quality while weather conditions help drive another smog warning.

COURIER-JOURNAL.COM | BY JAMES BRUGGERS - ENVIRONMENTAL JOURNA...

3,690 people reached **Boost Post**

Grow More Mow Less
Published by J Bradley Coomes [?] · July 29 · Edited · 🌐

Did you know that running a gas-powered mower for an hour emits the same amount of pollution as a 100-mile car trip?

Study: Lawn Mowing Equals Car Trip 🌱

Spending an hour behind a roaring lawn mower can spew nearly the same amount of oily pollution into the air as a 100-mile car trip, according to a Swedish study. The study, which researchers say is the first to compare the pollution of the average car and lawn mower, recommends that catalytic...

ABCNEWS.GO.COM | BY ABC NEWS

509 people reached **Boost Post**

Rebates in Third Quarter 2015

Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
ALI	NEISLER A	40203	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
BAADER	STEFFANIE J	40205	\$15.00	String trimmer, electric (corded or battery)	Lowe's, Hurstbourne Pkwy.
BARBER	ANNE M	40245	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
BELAK	DENISE	40204	\$30.00	Blower/vacuum, electric (corded or battery)	Lowe's, Dixie Hwy.
BELAK	DENISE	40204	\$15.00	Battery, small (for trimmer or blower)	Amazon.com
BENNETT	PEGGY J	40213	\$15.00	String trimmer, electric (corded or battery)	Westenhofer Hardware
BISHOP	AMANDA J	40205	\$25.00	Reel lawnmower (human-powered)	Keith's Hardware
BOOKOUT	REECE H	40204	\$25.00	Reel lawnmower (human-powered)	Home Depot, Breckenridge Lane
BOOKOUT	REECE H	40204	\$15.00	String trimmer, electric (corded or battery)	Home Depot, Breckenridge Lane
BOSLEY	OPAL L	40218	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
BOSLEY	OPAL L	40218	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
BRADFORD	CHRIS J	40207	\$30.00	Blower/vacuum, electric (corded or battery)	Home Depot, Breckenridge Lane
BRAGANZA	CHARLTON	40217	\$50.00	Lawnmower, corded electric (120 V)	Lowe's, Bashford Manor
BURGE	GARY M	40220	\$30.00	Blower/vacuum, electric (corded or battery)	DeWalt Black & Decker Inc.
CAMPBELL	BRENNEN A	40217	\$50.00	Battery, large (for lawnmower)	DeWalt Black & Decker Inc.
CONARD	MARGARET W	40214	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
CONARD	MARGARET W	40214	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
CRIST	RYAN A	40205	\$25.00	Reel lawnmower (human-powered)	Keith's Hardware
CURRY JR	LEMLY	40299	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
CURRY JR	LEMLY	40299	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.

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CURRY JR	LEMRY	40299	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
DALEY	AARON J	40220	\$100.00	Lawnmower, corded electric (120 V)	Home Depot, Breckenridge Lane
DALEY	KEVIN H	40204	\$25.00	Reel lawnmower (human-powered)	Keith's Hardware
DEJEAN	MICHAEL A	40207	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowes, Norton Healthcare
DILLON	MEGHAN H	40207	\$50.00	Battery, large (for lawnmower)	Home Depot, Breckenridge Lane
DOBBS	ALLISON K	40204	\$30.00	String trimmer, electric (corded or battery)	Oscar's Hardware
DOEPKE	DAVID F	40291	\$100.00	Lawnmower, corded electric (120 V)	DeWalt Black & Decker Inc.
DOEPKE	DAVID F	40291	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
DOSTON	DARRYL L	40219	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
DUNLOP	RALPH G	40204	\$100.00	Lawnmower, corded electric (120 V)	Oscar's Hardware
ELGIN	KATHLEEN F	40217	\$100.00	Lawnmower, corded electric (120 V)	Sears, Oxmoor Mall
EVANS	WILLIAM J	40243	\$100.00	Lawnmower, battery-powered (cordless) electric	DeWalt Black & Decker Inc.
FELTS	CHRISTINE MT	40223	\$25.00	Reel lawnmower (human-powered)	Lowe's, Bashford Manor
FIRST	PATRICK L	40203	\$15.00	String trimmer, electric (corded or battery)	Keith's Hardware
FOWLER	MICHAEL G	40204	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
FULNER	JOHN D	40214	\$100.00	Lawnmower, battery-powered (cordless) electric	DeWalt Black & Decker Inc.
FUTRELL	JAMES C	40206	\$100.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
GAINOUS	JASON B	40204	\$25.00	Reel lawnmower (human-powered)	Keith's Hardware
GARDNER	KRISTOPHER	40220	\$50.00	Lawnmower, battery-	Home Depot,

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Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
	C			powered (cordless) electric	Breckenridge Lane
GARDNER	KRISTOPHER C	40220	\$25.00	Battery, large (for lawnmower)	Home Depot, Breckenridge Lane
GASKINS	COBERN E	40205	\$50.00	Battery, large (for lawnmower)	DeWalt Black & Decker Inc.
GRAY	JEFFREY M	40206	\$50.00	Battery, large (for lawnmower)	Home Depot, Breckenridge Lane
GRAY	JEFFREY M	40206	\$25.00	Battery, large (for lawnmower)	Home Depot, Breckenridge Lane
GRAY	JEFFREY M	40206	\$30.00	String trimmer, electric (corded or battery)	Walmart, Grant Line Road
HADORN	RONALD S	40228	\$15.00	Battery, small (for trimmer or blower)	DeWalt Black & Decker Inc.
HAGERMAN	GREGG A	40207	\$15.00	String trimmer, electric (corded or battery)	Home Depot, Breckenridge Lane
HAGERMAN	GREGG A	40207	\$15.00	Blower/vacuum, electric (corded or battery)	Home Depot, Breckenridge Lane
HARGRAVES	KATHRYN M	40206	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
HASWELL	WILLIAM T	40059	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
HEIL	GERARD S	40217	\$30.00	String trimmer, electric (corded or battery)	Westenhofer Hardware
HENRY	EUGENE M	40204	\$30.00	Commercial string trimmer, Stihl	Mower Shop, The - Stihl
HERBENER	PETER J	40207	\$30.00	String trimmer, electric (corded or battery)	Home Depot, Westport Road
HERMAN	TYLER R	40204	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
HOWARD	DAVID M	40206	\$100.00	Lawnmower, battery-powered (cordless) electric	Menards
KAIN	TAYLOR	40299	\$100.00	Lawnmower, corded electric (120 V)	Amazon.com
KAIN	TAYLOR	40299	\$15.00	String trimmer, electric (corded or battery)	Amazon.com
KIDD	DAVID A	40299	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Bashford Manor
KIDD	DAVID A	40299	\$30.00	String trimmer, electric (corded or battery)	Lowe's, Bashford Manor

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Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
KING	CATHERINE A	40208	\$15.00	Blower/vacuum, electric (corded or battery)	Home Depot, Breckenridge Lane
KING	CATHERINE A	40208	\$15.00	String trimmer, electric (corded or battery)	Home Depot, Clarksville
KING	CATHERINE A	40208	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
KING	TERESA R	40206	\$100.00	Lawnmower, corded electric (120 V)	Oscar's Hardware
KLEMENZ	JOAN M	40205	\$50.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Bashford Manor
KLEMENZ	JOAN M	40205	\$10.00	Battery, small (for trimmer or blower)	Amazon.com
LAWRENCE	JOHNNY J	40204	\$50.00	Reel lawnmower (human-powered)	Keith's Hardware
LEWIS	SANDRA K	40291	\$30.00	String trimmer, electric (corded or battery)	Wal-Mart, Hurstbourne Lane
LINDSEY JR	LOUIS L	40205	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
LIPPMANN	STEVEN B	40207	\$100.00	Lawnmower, corded electric (120 V)	Lowe's, Hurstbourne Pkwy.
LUCCHESI II	FRANCIS P	40241	\$30.00	Blower/vacuum, electric (corded or battery)	Lowes, Norton Healthcare
MALAKAS	LINDA D	40216	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
MATTINGLY	ABIGAIL M	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
MCCULLOUGH	IRENE B	40214	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
MILLS	DAVID R	40203	\$15.00	String trimmer, electric (corded or battery)	Keith's Hardware
OHEARN JR	EDWARD J	40228	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
OHLMAN	ROGER L	40217	\$100.00	Lawnmower, battery-powered (cordless) electric	Oscar's Hardware
PAYNE	RODGER A	40204	\$100.00	Lawnmower, corded electric (120 V)	Oscar's Hardware

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Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
PETERS	SARAH E	40206	\$50.00	Lawnmower, corded electric (120 V)	Oscar's Hardware
PHELPS	CARLY C	40217	\$50.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
POHN	JUSTIN S	40205	\$50.00	Battery, large (for lawnmower)	Keith's Hardware
POWELL	DAVID W	40205	\$100.00	Lawnmower, corded electric (120 V)	Keith's Hardware
RECEVEUR	PATRICIA A	40299	\$100.00	Lawnmower, corded electric (120 V)	Lowe's, Hurstbourne Pkwy.
REID	MICHELE M	40222	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Westport Road
RODRIGUEZ	RAMON	40207	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Bashford Manor
ROGGENKAMP	GERMAINE V	40217	\$10.00	Battery, small (for trimmer or blower)	Batteries Plus
ROGGENKAMP	GERMAINE V	40217	\$50.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
RUSH	EDWARD R	40206	\$100.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
SCHENKENFELDER	KAREN A	40205	\$100.00	Lawnmower, battery-powered (cordless) electric	DeWalt Black & Decker Inc.
SCHMIDT	MARGARET A	40205	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
SCHNEIDER	MICHAEL L	40217	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
SCHOENBAECHLER	CATHY	40205	\$100.00	Lawnmower, battery-powered (cordless) electric	Lowe's, Bashford Manor
SCHUBERT III	ROBERT E	40245	\$50.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Hurstbourne
SCHULMAN	NOEL T	40241	\$100.00	Lawnmower, corded electric (120 V)	Lowe's, Norton Healthcare
SEDGWICK	ERNEST S	40205	\$50.00	Lawnmower, corded	Lowe's, Bashford

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Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
				electric (120 V)	Manor
SEEGER	DONALD A	40214	\$100.00	Lawnmower, battery-powered (cordless) electric	DeWalt Black & Decker Inc.
SEEGER	DONALD A	40214	\$25.00	Battery, large (for lawnmower)	DeWalt Black & Decker Inc.
SHEFFIELD	BILLIE A	40272	\$15.00	Battery, small (for trimmer or blower)	DeWalt Factory Sales
SHEFFIELD	BILLIE A	40272	\$15.00	Battery, small (for trimmer or blower)	DeWalt Factory Sales
SMITH	DONALD R	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Hurstbourne
SMITH	DONALD R	40220	\$25.00	Battery, large (for lawnmower)	Home Depot, Hurstbourne
SMITH	HARLAND D	40205	\$25.00	Reel lawnmower (human-powered)	Keith's Hardware
SMITH	KEVIN A	40205	\$50.00	Reel lawnmower (human-powered)	Keith's Hardware
SPENCER	DORIS B	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Target.com
SPENCER	DORIS B	40220	\$30.00	String trimmer, electric (corded or battery)	Walmart, Bashford
STEPHENS	TOM W	40219	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.
STEVENS	JOHN A	40207	\$50.00	Lawnmower, battery-powered (cordless) electric	Home Depot, Breckenridge Lane
THALACKER	CHRISTIAN E	40208	\$50.00	Lawnmower, corded electric (120 V)	Oscar's Hardware
THURSTON	BRENDA L	40206	\$50.00	Lawnmower, corded electric (120 V)	Oscar's Hardware
TUCKER	CANDACE L	40207	\$25.00	Reel lawnmower (human-powered)	Amazon.com
WAGNER	DAVID J	40206	\$100.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
WELLER	GAIL F	40220	\$100.00	Lawnmower, battery-powered (cordless) electric	Oscar's Hardware
WHEELER	PATSY R	40217	\$100.00	Lawnmower, corded	DeWalt Black &

Rebates in Third Quarter 2015

Last Name	First Name	ZIP code	Rebate Amt.	Description	Vendor Name
				electric (120 V)	Decker Inc.
WHEELER	SANDRA Y	40208	\$30.00	String trimmer, electric (corded or battery)	Oscar's Hardware
WIGLESWORTH	CHARLES G	40291	\$30.00	Blower/vacuum, electric (corded or battery)	DeWalt Black & Decker Inc.
WILLI	JOHN R	40272	\$50.00	Lawnmower, battery-powered (cordless) electric	Amazon.com
WINTON	JEREMY A	40206	\$15.00	String trimmer, electric (corded or battery)	Keith's Hardware
WISDOM	VIRGIL L	40216	\$30.00	String trimmer, electric (corded or battery)	DeWalt Black & Decker Inc.