

# Lawn Care for Cleaner Air

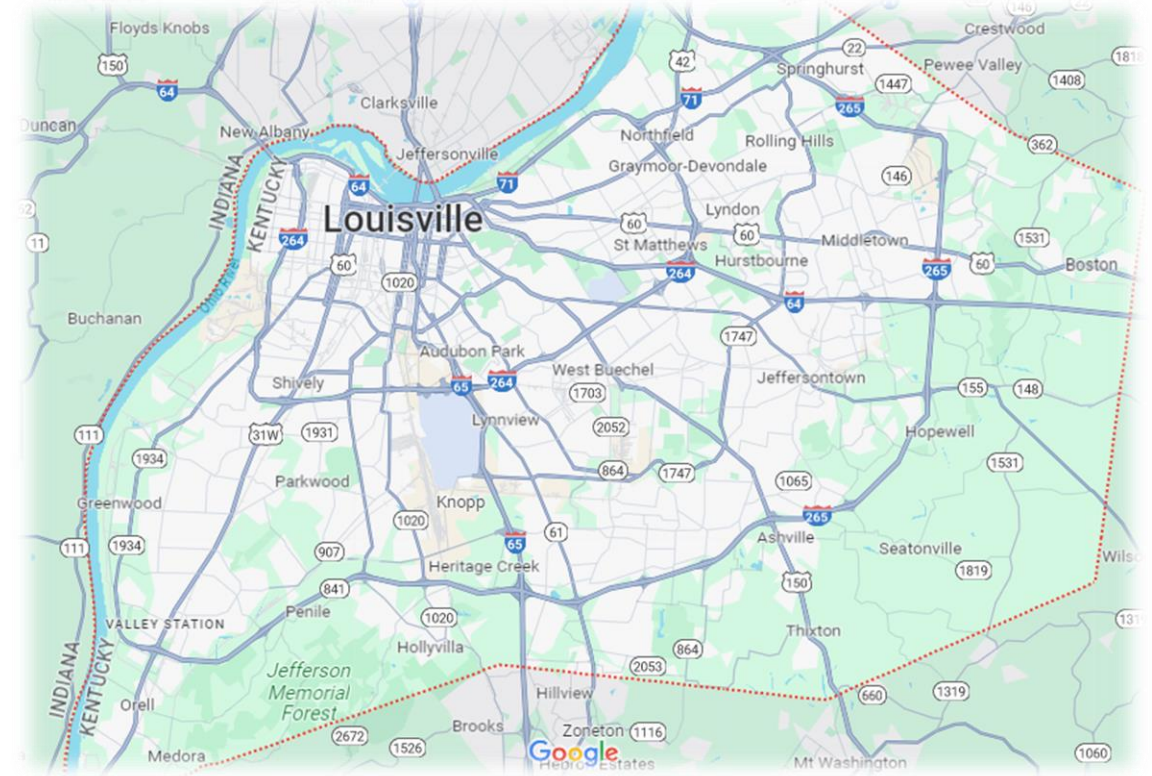


AIR POLLUTION  
CONTROL DISTRICT

Michelle King  
NACAA Fall Meeting - 2023

# Roadmap

- **Program Overview**
- Budget and Funding
- Community Engagement

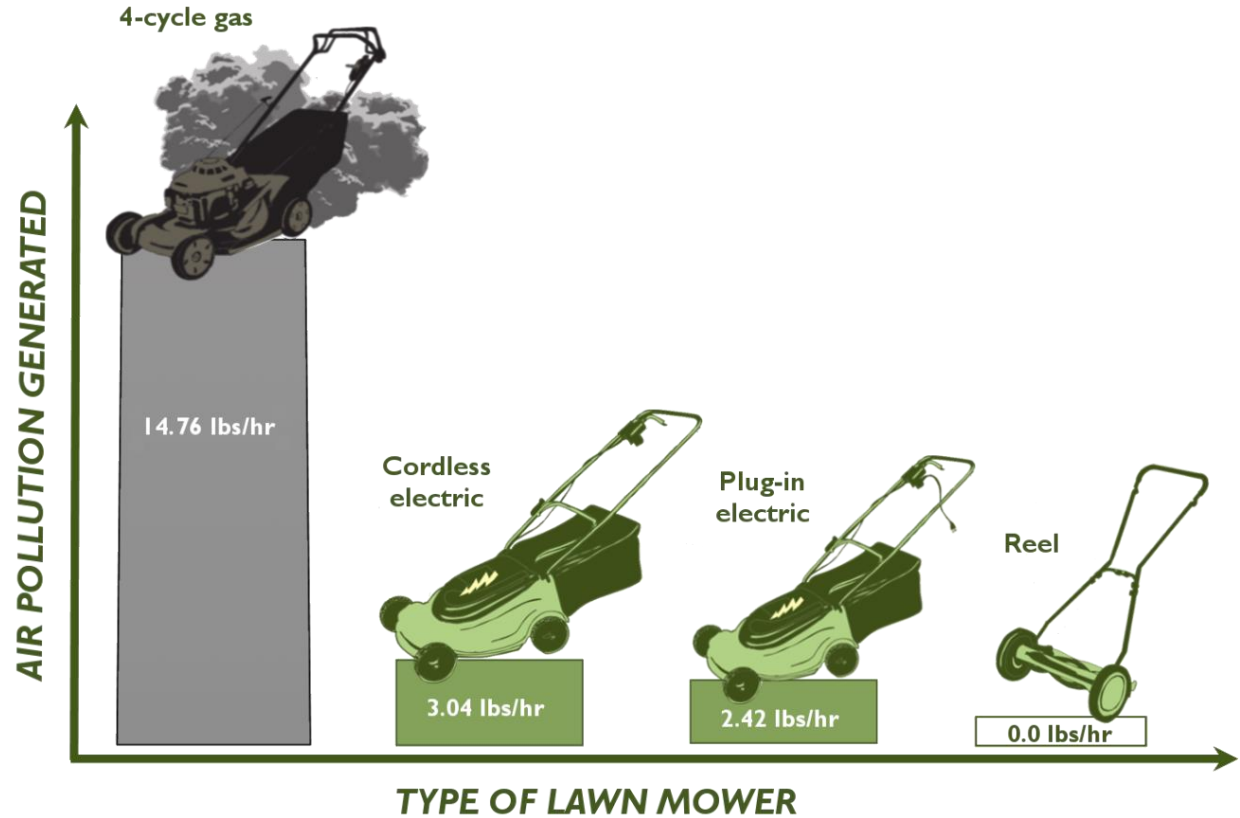


# What do lawns have to do with clean air?

There are over 71,000 mowable acres in Louisville. That's a lot of grass

## LAWN MOWER POLLUTION LEVELS

*Switch from gas and cut pollution by 80% or more!*



# Lawn Care For Cleaner Air (LCCA)

- Offers rebates on residential electric & reel lawn equipment for Louisville Metro residents
- Encourages recycling old, gas-powered equipment with a bonus rebate
- Program is in its 20<sup>th</sup> year
- Over 12,000 rebates issued since program began



**LAWN CARE**



*for*

**CLEANER AIR**

Cut grass. Cut pollution.  
Up to \$100 rebate.

**apcd** [louisvilleky.gov/apcd/lawncare](http://louisvilleky.gov/apcd/lawncare)



# Rebates Offered

## String Trimmer

(min. 4 amp or 12-volt  
+ 2-yr warranty)



\$15 standard  
\$30 with trade-in

## Mower Battery

(min. 20.5-volt)



\$25 standard  
\$50 with trade-in

## Electric Mower

(corded or cordless)



\$50 standard  
\$100 with trade-in

## Leaf Blower/Blower Vac

(min. 9 amp,  
200 mph force  
+ 2-yr warranty)



\$15 standard  
\$30 with trade-in

## String Trimmer/ Leaf Blower Battery

(min. 12-volt)



\$10 standard  
\$15 with trade-in

## Reel Mower



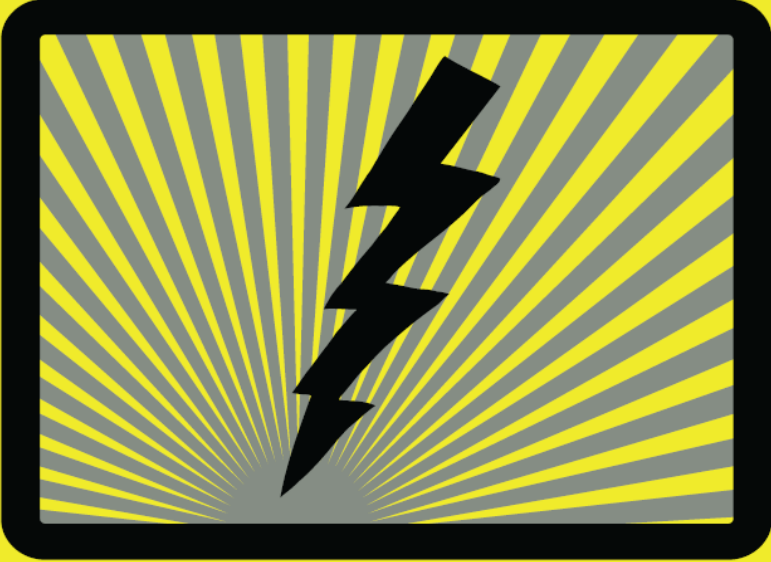
\$25 standard  
\$50 with trade-in



# LCCA Professional

- Bigger Rebates on more powerful equipment (greater than 20.5 volts)
- Geared toward lawn care professionals and homeowners with large yards
- With donated matching funds from regional distributor, offered bigger rebates on electric Stihl equipment
  - Up to \$225

**LAWN CARE *for* CLEANER AIR**  
**PROFESSIONAL**



**Powerful. Clean. Quiet.**

**Go green, save green with big rebates on pro-quality, battery-powered string trimmers and leaf blowers.**

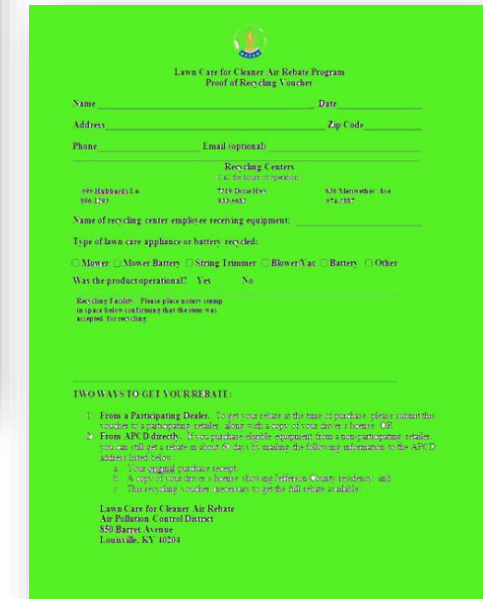
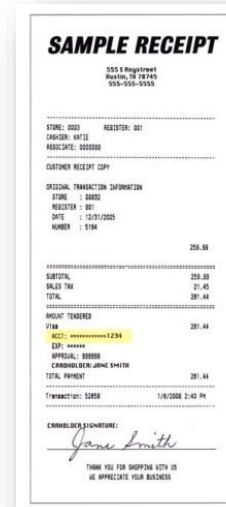
 [louisvilleky.gov/apcd/lawncare](http://louisvilleky.gov/apcd/lawncare) 



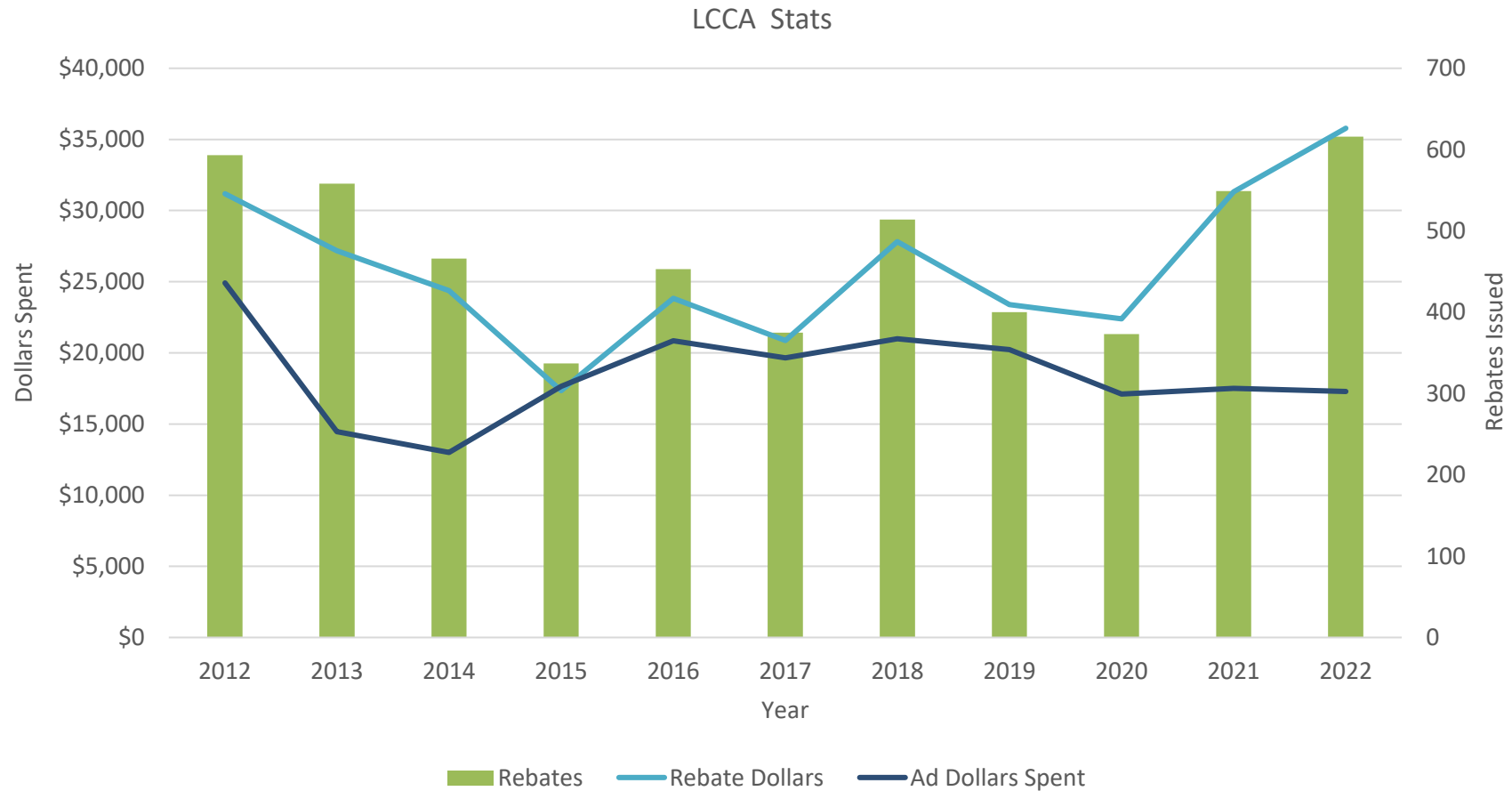
**AIR POLLUTION  
CONTROL DISTRICT**

# How it works...

- Required Documents
  - Proof of Louisville Metro residency (*i.e.*, driver's license)
  - Original receipt from purchase of eligible electric or reel lawn equipment
  - Recycling voucher from turning in piece of old equipment (for bonus rebate)
- Two ways to get rebate:
  - Participating retailers – rebate at point of sale
  - Mail-in



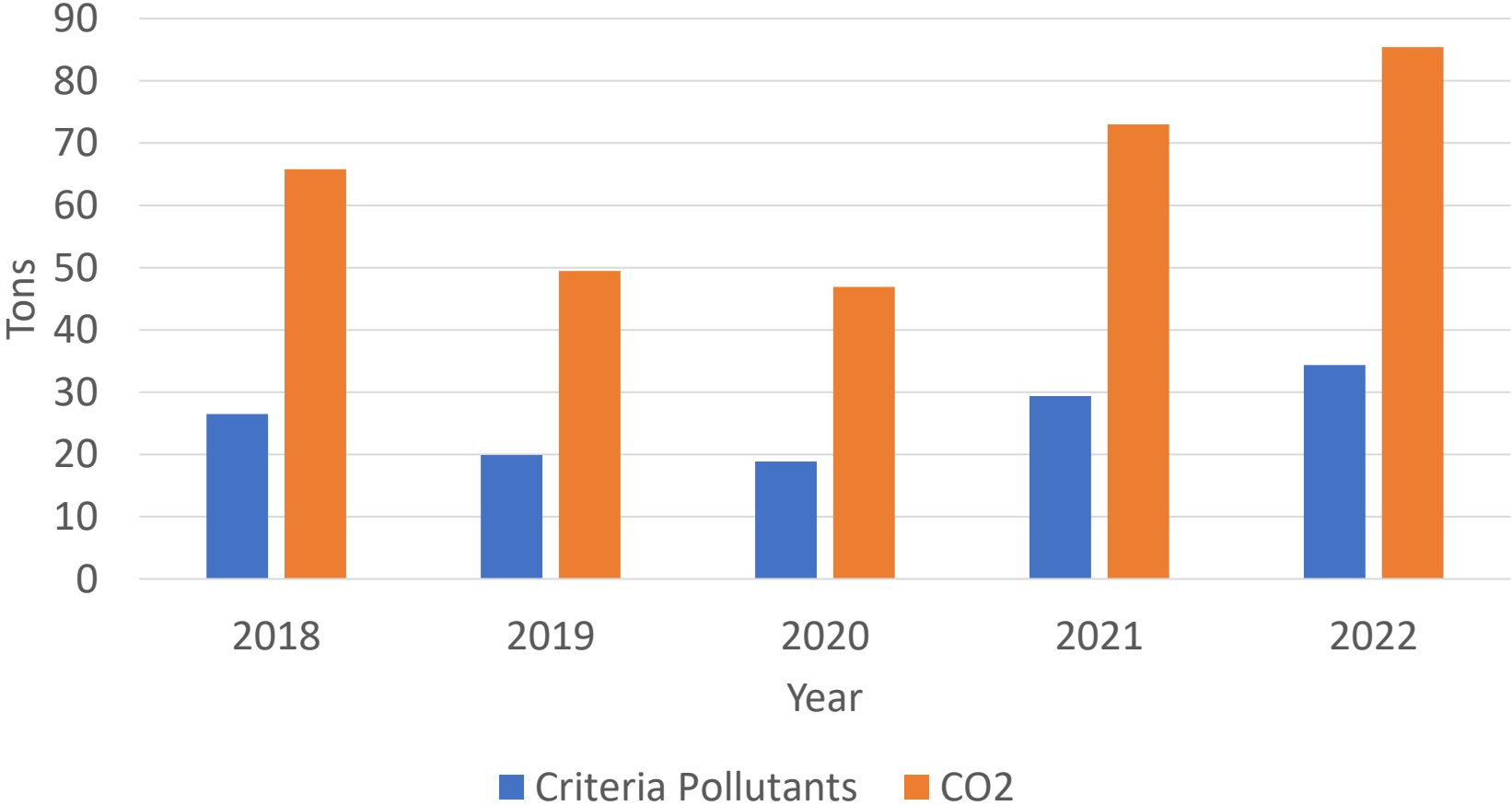
# Program Budget and Advertising





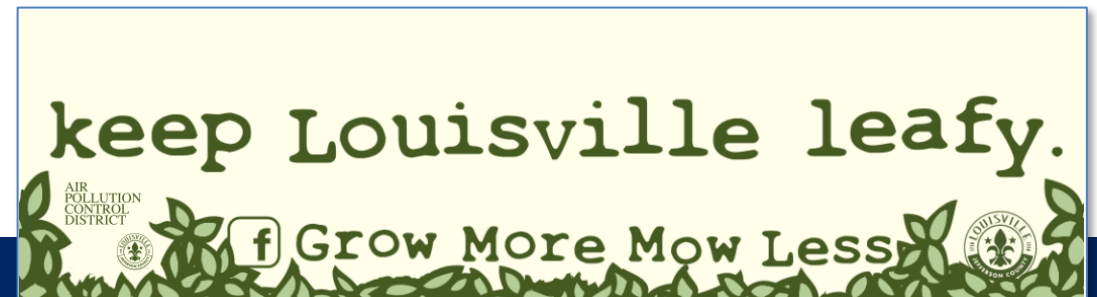
# Emissions Reductions

Emissions Reductions for Each Year of Rebates



# Community Engagement Benefits

- Grow More Mow Less
  - Social Media
  - Promotional materials
- Tabling opportunities
  - Drive Electric Week
  - TreeFest
  - How-To Fest
  - Party for the Planet
- Clearing the Air Workshops



# LCCA Community Equipment Grant Program

- Competitive grant for non-profit organizations that maintain property and would like to switch to electric equipment
- Grant consists of mower, string trimmer, leaf blower, and extra battery
- Award event kicks-off the LCCA promotional season



# Thank you! Questions?



[502-574-6000](tel:502-574-6000)

[air@louisvilleky.gov](mailto:air@louisvilleky.gov)

[louisvilleky.gov/apcd](https://louisvilleky.gov/apcd)

@LouAPCD on X and Facebook



AIR POLLUTION  
CONTROL DISTRICT