



The Fastest Path from Climate Planning to Real Results

For local leaders who intend to deliver, not just adopt.

You've made the commitment. Progress is slower than you'd like.

Your community has a climate plan, a team working hard on it, and real money behind it. Yet your emissions aren't dropping as fast as all that effort should deliver. ActionReady is built to solve that.

Focus Where Emissions Actually Are

For most US Communities, the majority of greenhouse gas emissions come from just three sources.

Not government operations.



If a community wants real climate progress now, this is where leadership must focus.

ActionReady™ targets the **replacement decisions** residents and businesses are already making:



Heating and cooling systems reaching end of life



Roof replacements and energy upgrades



Vehicles that are 10+ years old

These upgrades are coming regardless. The question is whether people **choose options that deliver the best long-term outcome for their home, their budget, and the climate.**

Every ActionReady community is built on the same three ideas:

Right person

Property fit + upgrade timing help identify where an upgrade may be relevant.

Right message

Incentives + local context make the outreach more relevant and actionable.

Right time

Reach residents before the decision becomes urgent, not after it has already been made.

FROM DATA TO DOORSTEPS

KLA ActionReady™

Turn local information into timely action.

01 CONNECT THE DATA



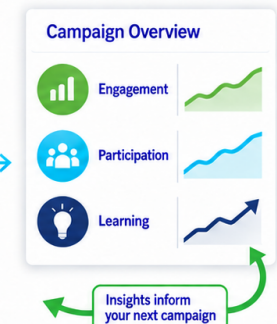
02 FIND THE OPPORTUNITY



03 REACH THE RIGHT HOMES



04 MEASURE & REFINE

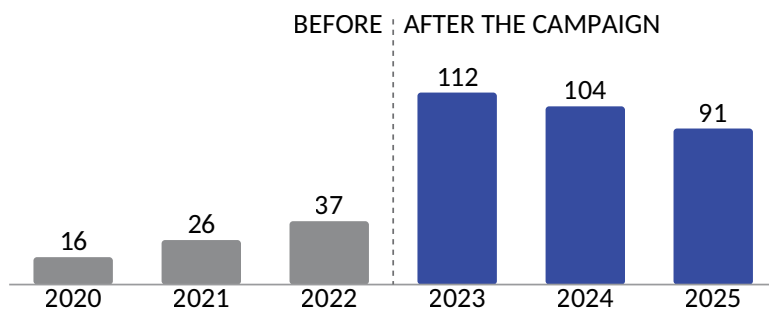


KLA connects the data, targeting, outreach and measurement into one coordinated campaign.

Illustrative process. Delivery varies by scope.

Early results

Danvers heat pump rebates per year



Source: Danvers Electric Department rebate reports, 2020 to 2025. Campaign launched at the end of 2022.

DANVERS, MA

3x

A \$10K campaign tripled heat pump rebates in one year, from 37 to 112, and they stayed up for three years.

SHREWSBURY, MA

4x

heat pump consultations: 16 in May 2026, up from no more than 4 a month before the campaign.

Choose your starting point.

Targeted campaign

STARTING AT \$10K

- Priority audiences
- Custom print + digital materials
- Deployment plan

Your team distributes.

Neighborhood activation

STARTING AT \$35K

- Targeted campaign included
- Events + resident engagement
- Landing page + activation toolkit

KLA leads.

Still planning? Need more support?

LET'S TALK

If you are still in need of a climate action plan or in the middle of a planning process, you can still take advantage of ActionReady. Give us a call and we will scope out the options that are best for you.

Reach out today.

Right person, right message, right time.

Want to learn more? Book 15 minutes with a KLA Rep.

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