

ActionReady™ Early Results

Heat pump rebates tripled in one year. Three years later, they're still up.

ActionReady is KLA's fastest path from climate planning to real results. Every ActionReady community is built on the same three ideas:

Right person

The homes whose heating and cooling systems are due for replacement.

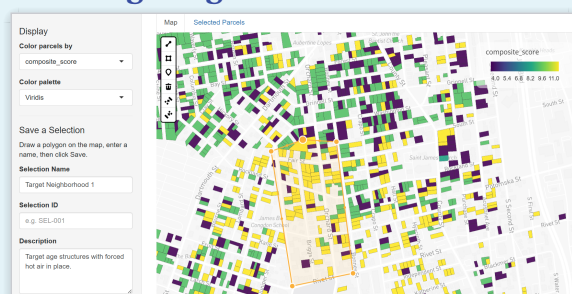
Right message

Cost and comfort, the things residents already care about.

Right time

When the replacement decision is in front of them.

Our targeting tool



The tool scores each parcel and lets us draw the target neighborhood. This one targets homes of the right age with forced hot air already in place.

Heat pumps are a big commitment, so we don't expect a jump in installs right away. It takes about a year, depending on the community, to show up in the numbers. Danvers is three years in. Shrewsbury is newer, and residents are still using its savings calculator months after the campaign ended.

We started small on purpose: one neighborhood in Danvers and two in Shrewsbury, to test the targeting, the messages and the savings calculator. The numbers are small by design. Watch how much they rose.

Every ActionReady community promotes the utility rebates residents can already use. We're working in municipal utility communities and in communities served by an investor-owned utility. We started with municipal utilities because they know who got a rebate, so we can quickly track results and ask those residents what drove their decision and what got in their way.

DANVERS, MA • MUNICIPAL UTILITY COMMUNITY

A \$10K campaign. \$788K in rebates to residents.*

3x

heat pump rebates in one year: 37 in 2022, 112 in 2023

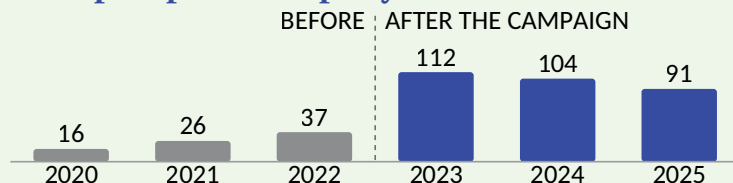
3 years

rebates have stayed at roughly 2.5 to 3 times the 2022 level

About 200

visitors a year to the Danvers heat pump page since the campaign (175 to 221 a year, 2023 to 2025)

Heat pump rebates per year



Sources: Danvers Electric Department rebate reports, 2020 to 2025; Google Analytics 4, Resilient Danvers heat pump page. Campaign launched at the end of 2022. *Heat pump rebates paid to Danvers residents, 2023 to 2025.

What we did

- Identified one target neighborhood of homes with the right age, fuel and ductwork for a heat pump
- Built the messages around cost savings and comfort, and didn't lead with climate
- Created a flyer and a door hanger, which the Town distributed
- Created the heat pump landing page

"The targeted marketing and easy to understand outreach materials were key to us achieving a 3x increase in participation in the Danvers Electric heat pump rebate program."

Jeff Elie, Energy Resource Manager, Town of Danvers

The campaign ended in June. Residents kept coming.

In Danvers, steady traffic to the heat pump page came with rebates that stayed up. Shrewsbury's page is still drawing residents months after its campaign ended.

All In Shrewsbury | Powered by SELCO ran from mid-March to mid-June 2026, sending residents to an Earth Day event, and then to a heat pump landing page and savings calculator.

What we did

- Identified two target neighborhoods
- Before anything was mailed, interviewed customers who applied for a rebate and got a heat pump, and customers who started but didn't finish, to learn which messages would work in Shrewsbury. Saving money came out as the strongest hook for people who don't have a heat pump yet.
- Created the heat pump landing page
- The Town mailed postcards inviting residents to an Earth Day event to learn more
- KLA staff knocked on doors in both neighborhoods, talked with residents directly and left a door hanger

What residents received



Postcard (left) and door hanger, front and back (right)



A \$50K campaign, funded by a grant KLA helped Shrewsbury secure.

40

residents used the savings calculator in July and August, after the campaign ended

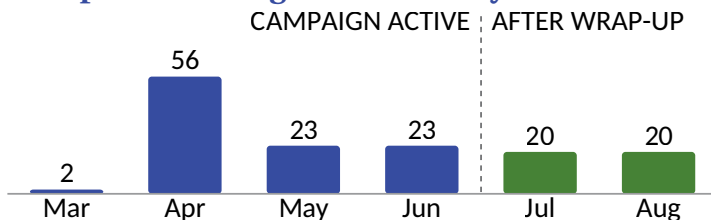
144

residents ran a savings estimate to a dollar figure

863

visits to the heat pump landing page

Completed savings estimates by month



SELCO heat pump consultations rose with the campaign

1 to 4

a month, Jan to Mar

9

in April

16

in May 2026

Rebates usually follow a consultation by three to eight months.

The Town adopted the page. Shrewsbury now uses the ActionReady page as its main heat pump page for residents. Its rebates page links here in place of the Town's old heat pump page.

What's next

KLA has launched a third ActionReady community, a Massachusetts town served by an investor-owned utility. We've identified the target homes, and the first postcards went out in mid-September 2026. We'll share results as they come in. Four more communities launch Fall 2026, including two outside Massachusetts. We're learning with every new community and applying the lessons to the next one.

Sources: Google Analytics 4 and savings calculator export, March 15th to August 31st, 2026, cleaned of non-US, staff and test traffic; SELCO consultation records, June 2025 to May 2026; interviews with Shrewsbury customers who completed the rebate process and customers who started but did not finish.

Right person, right message, right time.

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

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