



Learn more at www.kimlundgrenassociates.com/ActionReady

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KLA ActionReady™

The Fastest Path from Climate Planning to Real Results

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

The Leadership Reality

Every community has plans. Very few leaders can point to **measurable emissions reductions** that happened on their watch.

That is not a failure of intent. It's a failure of focus—on the biggest sources of emissions and the households and businesses positioned to act next.

KLA ActionReady™ was built for local leaders who understand that **leadership is defined by outcomes, not documents.**

A SMARTER MODEL

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.**

A Smarter Model For Faster Results

Preparing to update your climate action plan? Mid-implementation? Just getting started? **ActionReady™ provides tiered support to convert priorities into participation.** Three engagement levels align to your capacity and goals, while keeping the focus on high-impact solutions.



TIER 1: STARTING AT \$10K

Targeted Marketing Campaign



PRECISION TARGETING

Pinpoint neighborhoods most likely to act using building age, equipment life cycles, and turnover indicators.



CUSTOM MESSAGING + MATERIALS

Benefit-led messaging that resonates locally (comfort, reliability, cost clarity, practicality) + two custom print pieces and one digital content set (newsletter or social posts).



IMPLEMENTATION SCHEDULE

Detailed, neighborhood level deployment schedule by year that aligns with your GHG reduction targets.

TIER 3: STARTING AT \$85K

Tier 2 + Roadmap Development



TARGETED ANALYSIS

Practical target setting for high-impact upgrades (not a full GHG pathways study) to sharpen focus.



BROADER INPUT

Community survey + one community event/series to validate priorities and build visibility.



ROADMAP TO SUCCESS

Executive-summary roadmap for high impact solution implementation ramp up and detailed blueprints.



Half the cost of a plan update—twice the focus on participation.

TIER 2: STARTING AT \$35K

Tier 1 + Neighborhood Activation Campaign



BEHAVIORAL ENGAGEMENT

Structured outreach that meets people at the moment they're ready to upgrade—built for participation.



IMMEDIATE ACTIVATION

In-person events in priority neighborhoods + interviews to surface real barriers and motivators.



CONVERSION SUPPORT

Activation toolkit + landing page/lead funnel + testimonials + right-sized media boost.



Early Proof Points

ActionReady™ is intentionally designed to move faster than traditional programs.

Danvers, MA leveraged Tier 1 of KLA's ActionReady™ model and grew participation in the Town's heat pump rebate program by more than

300%