KLA ACTIONREADY™

Why Your Climate Campaign Isn't Working, and How to Fix It

The fastest path from climate planning to **real, measurable results.**

CCEC FORUM 2026

Grounded in People, Guided by Possibility

Presented by **Kim Lundgren**
Kim Lundgren Associates

THE PROBLEM

~1% → **10–12%**

TYPICAL TRACTION — WITHIN REACH

The technology and funding exist. Public awareness is high. So why do most local climate campaigns stall near **1% adoption** when **10 to 12%** is realistic in priority segments?

WHY YOUR OUTREACH ISN'T REACHING PEOPLE

Wrong Audience
Treating "everyone" as the audience means no one sees themselves in the call to action.

Missing the Problem
Residents care about their problems, not your plan. Your messaging needs to connect with that.

Wrong Moment
Behavior change doesn't happen at your community event. It happens when someone already has a decision to make.

If your outreach is focused on everyone, you are reaching no one.

A SMARTER MODEL

Focus where emissions actually are. For most communities, the majority come from three sources, not government operations.

- Homes
- Commercial Buildings
- Personal Vehicles

Then meet the replacement decisions already underway: aging heating & cooling, roof and energy upgrades, vehicles 10+ years old.

TWO SHIFTS THAT CHANGE EVERYTHING

1. **Right person, right moment**
Reach the households and businesses positioned to act **now**, at the moment they're already deciding.

2. **A story built for them, not the choir**
Benefit-led messaging grounded in comfort, cost clarity, and reliability, that reaches beyond the choir.

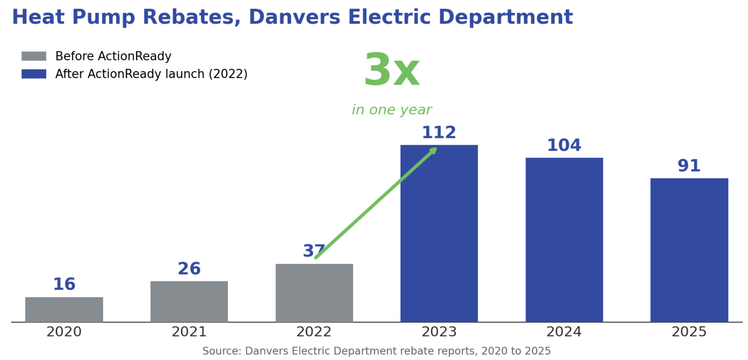
WHY IT WORKS: BEHAVIOR SCIENCE

INDIVIDUAL SCALE
Make the better choice easy, obvious, and timely (Fogg, Clear, Heath).

NEIGHBORHOOD SCALE
Visible local action spreads: solar contagion (Bollinger & Gillingham) and social norms (Allcott / Opower).

THE RESULTS

Danvers, Massachusetts: heat pump rebates more than tripled in a single year.



Source: Danvers Electric Department rebate reports, 2020 to 2025

HOW WE DID IT

From our work with Shrewsbury Electric & Light Department (SELCO).

- ✓ Identified neighborhoods with the highest concentration of **aging HVAC systems**.
- ✓ Targeted outreach focused on **cost savings and comfort**.
- ✓ We did **not** lead with or emphasize the climate benefits.

Direct-Mail Postcard

Door Hanger

From climate planning to real results.
Kim Lundgren Associates · Certified Women's Business Enterprise · 75+ municipal clients in 20+ states

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