Gail Simpson & Associates

Powerful Engagement.
From Early Insight to Lasting Success

CAPABILITY STATEMENT

THE HIGH COST OF PUBLIC OPPOSITION

1. Delays Destroy Project Value

Projects facing community opposition experience average delays of 11–14 months in U.S. solar and wind developments. Each month compounds financing costs, overhead, and inflation exposure—turning predictable construction timelines into multi-million-dollar overruns.

2. Opposition Can Double Capital Costs

- The Atlantic Coast Pipeline ballooned from $5B to $8B before being canceled.
- New England Clean Energy Connect delays pushed costs up by $512M for ratepayers.

Local resistance, lawsuits, and referenda aren't minor hurdles—they can turn billion-dollar assets into stranded liabilities.

3. Every Week of Conflict Costs Millions

In extractives, research shows a $3–5B mining project can lose ~ $20M per week in value during ramp-up due to community conflict.

THE SOLUTION: GAIL SIMPSON & ASSOCIATES (GSA CONSULTING)

At GSA Consulting, we specialize in public engagement strategies and project support that save clients time and money:

✓ Proactive stakeholder outreach and in-field engagement to build trust early.

✓ Conflict resolution frameworks to reduce opposition risk.

✓ Data-driven communication strategies to secure social license to operate.

✓ Protect project budgets, accelerate timelines, safeguard reputational capital.

GUIDING STATEMENT: *"We are committed to building trust and driving project success through research-driven insights, transparent communication, and proactive community engagement."*

CORE COMPETENCIES

- **Public Engagement & Stakeholder Outreach –** Strategic planning and facilitation of grassroots outreach, open houses, hearings, and community meetings.
- **Project & Community Assessment –** Research on demographics, key stakeholders, opinion leaders, potential opposition, and community sensitivities.
- **Strategic Communications –** Development of messaging, media relations, collateral, project websites, and interactive tools (virtual open houses, construction maps).
- **Government, Community & Public Affairs –** Coordination with municipal leaders, HOAs, and state agencies; support for permitting and regulatory processes.
- **Growth & Infrastructure Policy –** Siting of large-scale infrastructure projects, grid modernization for renewable integration.
- **Issue & Crisis Communications –** Helping clients navigate both planned advocacy and unplanned crises, development of escalation processes and protocols.
- **On-Site & Field Engagement –** Direct support during pre-construction and construction phases, including property owner meetings, field visits, and door-to-door outreach.
- **Storm Support –** Experienced in storm response activities including emergency operation centers and governmental relations.
- **Project Closeout Support –** Resolution of public issues, settlement agreements, and communication of project completion.
- **Infrastructure Project Support –** Expertise in supporting a broad range of infrastructure projects, including linear projects (roads, rail, pipelines, and power lines) as well as major facilities (data centers, power plants), all of which create significant community impacts.

DIFFERENTIATORS

- **Woman-Owned Business Enterprise (WBE) Certified**
- **Deep Utility Expertise –** Decades of combined experience in major utility operations, community relations, engagement protocols, and regulatory processes.
- **Diversity of Perspective –** Team composition ensures cultural competence and trust across varied community demographics.
- **Proven Track Record –** Recognized for successful outreach on high-impact, high-visibility projects with little to no public opposition.
- **Scalable & Professional Workforce –** Dedicated with very low turnover, ensuring continuity, quality, and cost efficiency.
- **Innovation in Engagement –** Use of virtual experiences, graphic simulations, and interactive tools.

PAST PERFORMANCE

- **Greenfield Nuclear Plant & 200 Miles of Transmission –** Managed statewide outreach, organized leader conferences, and conducted 22+ open houses; recognized as a best practice by state agencies.
- **New 50-Mile Linear Infrastructure Project –** High-touch outreach in urban areas, resolving property owner concerns, and coordinating community investments. Business outreach plan to mitigate high impact on commercial operations. Virtual construction website.
- **New Solar Centers –** Supported announcements, messaging strategy, property owner tracking, and open house facilitation.
- **Underground 230-kV Transmission Line –** Successfully developed and managed outreach in congested urban settings; developed virtual and physical open houses, and field engagement.
- **Wireless Communication Program –** Cross-departmental collaboration to facilitate hearings, coordinate consultants, and help secure permitting.

CONTACT INFORMATION

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CORPORATE INFORMATION

Legal Name: Gail Simpson & Associates LLC
Business Type: Woman-Owned Small Business / Public Engagement & Communications Consulting
Locations: Florida (HQ); Project work in FL, NC, SC, IN, OH, KY

NAICS Codes:
• 541820 – Public Relations Agencies
• 541611 – Administrative Management & General Consulting
• 541618 – Other Management Consulting Services
• 541690 – Other Scientific & Technical Consulting