

Reducing Delays.

Protecting Project Value.

A Tool Kit for
Renewable Energy Engagement

Davies

GRP



The costly reality developers face

Delays happen all the time.
They don't just stall progress—they cost you.



Construction project delays:

98% of construction projects face delays, increasing project duration by an average of 37%.



Wind and solar delays:

50% of wind and solar projects experienced delays of six months or more, often tied to zoning slowdowns and community opposition.



Average sunk costs:

\$2M for solar projects and \$7.5M for wind projects that are ultimately canceled.



Cost per MW:

\$200k for both wind and solar when delayed.*

*Delays refer to any postponement in the planned schedule that pushes back permitting, financing, construction or commercial operation.

Our Approach

Our system integrates market research, message development and grassroots engagement, to create a first impression that motivates real people to support projects.



Research



Messaging



Community
Outreach

Davies has decades of experience as a national leader in messaging, strategic communication and community research and engagement, helping companies overcome public challenges by telling their story in a compelling and factual way. We can help you make a positive first impression and overcome opposition or public challenges to your project.

“Insight first.
Strategy
second.
Execution
that
connects
and moves
people.”

—JOHN DAVIES
CEO, DAVIES GROUP

“Start by listening
deeply to understand
what truly matters
to the community.”

—J.D.



Insight Engine

Quiet discovery that de-risks projects



Community
& Political
Audit



Local
Thought
Leader
Interviews



Database
of
Stakeholders



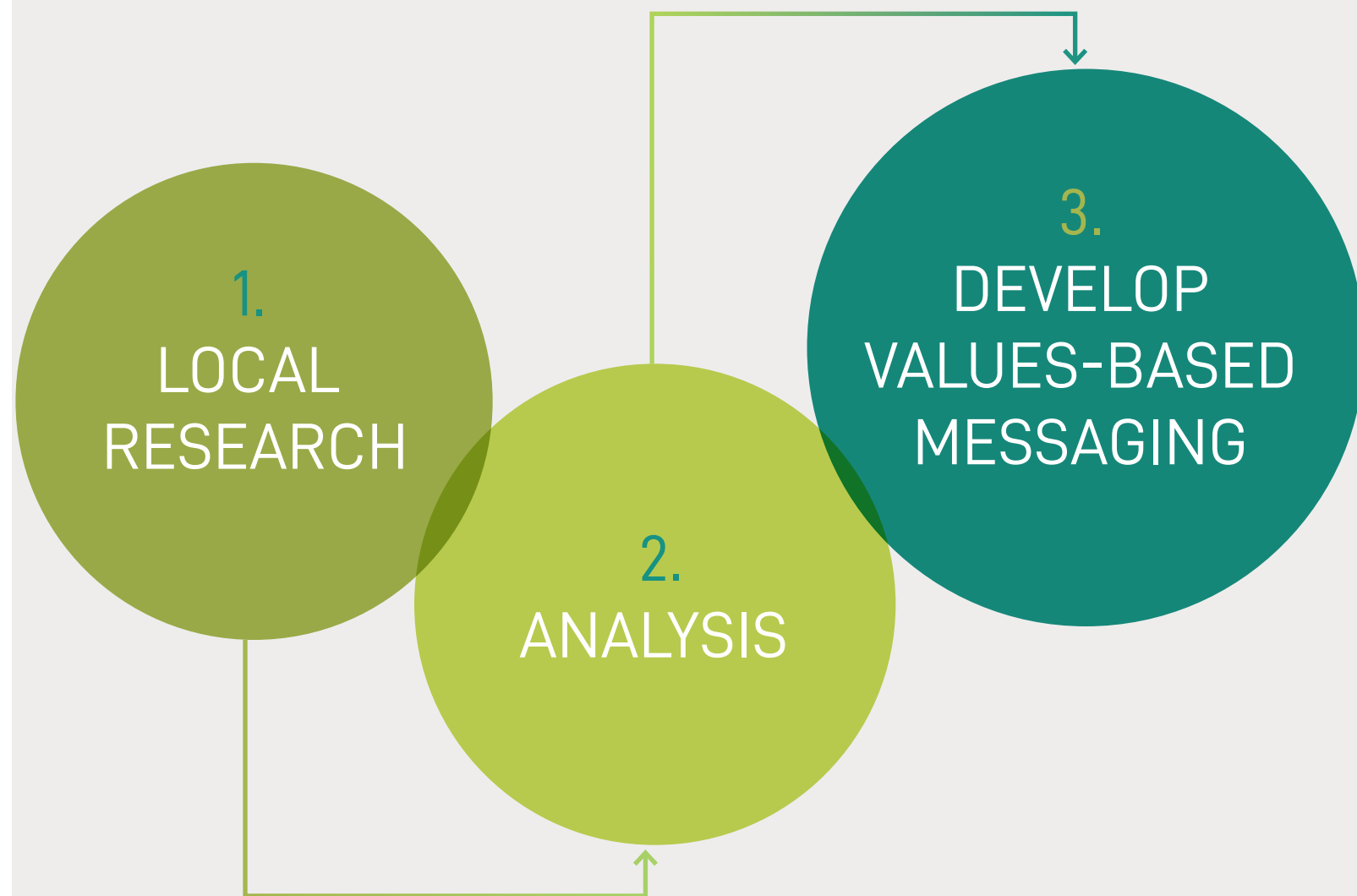
Findings
Brief



Message Architecture

Address dreams and fears, then tell your story.

Align with hopes like reliability and pride,
while addressing fears about visuals, noise
and safety with specifics.



“Respect the
community.
Make benefits
tangible.
Answer
the hard
questions.”

—J.D.

“Make complex
ideas easy to
understand and
connect with.”

—J.D.

Tools That Make the First Impression

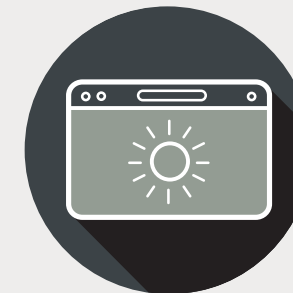
Simple, visual and built for sharing



Storybook
Story
Captures the
Importance



Multimedia
Move and
Capture
Attention



**Project
Website**
The Place
to Fuel
Outreach



**Short-form
Video**
Make the
Story
Simpler

OUR DESIGN
PRINCIPLES



PLAIN
LANGUAGE

+

LOCAL
VISUALS

+

MINIMAL
JARGON

First-Impression Outreach

Start personal. Stay respectful.



Identify
Civic
Leader
Universe



Mail
Storybook
with Cover
Letter



Follow Up
with Calls



Host
Small-
group
Meetings



Direct
Outreach
to Local
Electeds

By beginning outreach early and creating open and transparent lines of communication, we are able to create a positive first impression while working in good faith with the community and local leaders and move projects along in a timely manner.

HOW WE
CONNECT

REACH

RESPOND

MEET

SUPPORT

“People
remember
how
you start.”

—J.D.



“Build strong relationships with early supporters and give them the tools and confidence to become trusted, and active, advocates.”

—J.D.

Keep Support Growing

Monitor. Update. Encourage. Cultivate.



Monitor Social Media, News Coverage and Email Inquiries



Provide Fast and Honest Answers



Send Timely Updates to Supporters and Decision Makers



Activation When It Counts

Forums and hearings without the chaos

Activate supporters to turn from
passive bystanders to vocal advocates
for the project.



Motivate
for
Activation



Activate
When it
Counts



Make the
Hearing
an Event

“Preparation
reduces noise.
Clarity
wins votes.”

—J.D.



“Own the
outcome
from start
to finish.”

—J.D.

Results You Can Measure

Fewer delays, quicker approvals,
better relationships



Define Success
(Timing,
Conditions
Reduced,
Supporter Count)



Track
Every
Touchpoint



Report in
Plain
English

Let's map **your** path to a timely yes.

Take the Next Step Towards Project Success.
Schedule Your Consultation Today.



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