



# The Importance of Rail in the Site Selection Process

## The Big Question in Our Industry | Is the Site Ready Now?



# ABOUT INSITE



FUJIFILM



JobsOhio



FLUOR®



CATERPILLAR®



Louisiana  
department of economic development



insite

ABOUT

# SITE SELECTION PROCESS and RAIL

- **True** rail-served sites are a premium!
- Importance of **partners** at the table as stakeholders!
- Does the rail provider agree it is **rail-served**?
- **Should** it be a rail-served site?



# SITE SELECTION PROCESS and RAIL

## THE MOST IMPORTANT THING TO KNOW...

It's all about **ELIMINATION** - not why we should keep this community in..... But rather, how can we kick'em out!

OR

From a universe of possibilities to a FEW viable alternatives!

~~A~~ ~~B~~ ~~C~~ D

# SITE SELECTION PROCESS and RAIL

- New Chapter | Faster, Better, Cheaper, Smarter, No Compromise.
- Rail-served sites are a premium | There are a limited number out there that are ready (ability to provide data and or site) for a client to locate on tomorrow.
- What makes a rail-served site ready? It's not just because it has rail...
- Is it really rail served or it is just being marketing locally in that regard?



# SITE SELECTION PROCESS and RAIL

- Rail must be partners in state and local product development initiatives – SiteOhio is great example.
- Rail must play an active role in the beginning and throughout the process. If it is a rail project, as soon as the RFI comes in the door, the first call is to the rail provider. No if or when to call. NOW!
- States have to be ready to meet the requests | demands of clients but invest fiscally responsibly.
- If rail spur is not to the site but can be provided, it becomes about the HOWs | How far, How long, How much and How will YOU pay? Know the answers ahead!

**It's all about the Math Equation!**

# SITE SELECTION PROCESS and RAIL

- What do we need as site selectors:
  - Rail to the site boundaries; mainline or shortline – list
  - Spur on site – The “Hows” equation solved.
  - Average number of cars per train.
  - Indicate any height limitations on the line.
  - Indicate number of trains per day/week.



# SITE SELECTION PROCESS and RAIL

- What do we need as site selectors:
  - Average number of cars per train.
  - Rail carrier days of service per year.
  - Are there multiple rail providers serving the site: if yes, are the lines Class I or Class II providers serving the site; if Class I, are there multiple Class I providers serving the site; if Class II, does it connect to multiple Class I providers...
  - a letter and map from the provider verifying all of the above.
- 3 Levels of verification for us: desktop, letter and eyeballing



# SITE SELECTION PROCESS and RAIL

- Our experience, rail providers are not involved at the strategic and tactical levels quick and often enough.
- The “Hows” have not been answered and | or include the client paying.
- If we hear we have to do an engineering study one more time...
- Rail providers don't have clear picture of which sites are ready – JobsOhio's SiteOhio is a great example.



AUTHENTICATED



# The Importance of Rail in the Site Selection Process

## The Big Question in Our Industry | Is the Site Ready Now?

**For Additional Services | Training for Your Leadership, Boards, Staff and Others:**



Tonya



Rob

- Making your Sites Client Ready
- Leadership and Stakeholder Training
- Quick Assessment – Program and Product
- Economic Development Blueprints

**Tonya Crist | Rob Cornwell**  
**864.346.7800**  
**[www.insitelocation.com](http://www.insitelocation.com)**