



The Importance of Rail in the Site Selection Process
The Big Question in Our Industry | Is the Site Ready Now?



ABOUT INSITE



BOUNDLESS ENERGY"







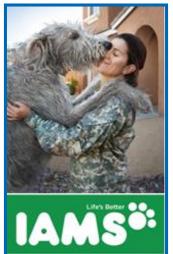
CATERPILLAR®





FUJ!FILM



















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?



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!





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?



- 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!

- 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.



- 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

 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. SiteOhio



AUTHENTICATED

PROCESS and RAIL





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:





- 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