

Fact Sheet

Transportation Agency Opportunities to Enhance Site Selection Processes

Through policy choices, planning decisions, and communications strategies, transportation agencies can expand their role in facilitating new business attraction/expansion and better align site selection decisions with community goals and priorities. The following describes a selection of these options and opportunities.

Policy-level Approaches and Actions	• Facilitate more effective economic development by pursuing continuous active coordination between transportation planning agencies (e.g., MPOs), land use planning agencies, and economic development organizations (EDOs). • Work with EDOs to achieve a greater understanding of local site selection dynamics. • Seek options and opportunities for supporting workforce access and mobility through collaborative approaches that engage MPOs, transit providers, EDOs, and other key entities involved in site selection initiatives. • Partner with land use planning and zoning agencies to review and consider amending local ordinances, regulations, and zoning to align with the needs of industries/firms the region or community seeks to attract.
Planning-level Approaches and Actions	• Partner with EDOs and land use planning agencies to proactively prepare for private firm location decisions by assessing the viability of specific sites and making them attractive to desirable industries. • Actively engage site selectors and site selection experts in the planning process. • Use planning tools and methods to assess the ability of the transportation system to support “speed-to-market” concerns of firms that may seek to locate in a particular area or site and consider options for addressing deficiencies. • Consolidate transportation data with data from other relevant sources (e.g., from land use planning agencies) into a “one-stop” source.
Communication and Collaboration Strategies and Actions	• Partner with EDOs to educate community members about general and locally-specific site selection considerations and processes. • Communicate with economic development partners at the State and local levels to better understand “how things work, what clients want, how projects unfold, and what drives location decisions”. • Communicate with existing businesses to understand how their businesses operate and the strengths and liabilities they encounter in a particular location/community. • Speak with commercial real estate brokers and site selection professionals in the local community/region. • Invite site selection experts to speak about the process to professional staff and policy-makers.

