



Helping communities identify targeted, sustainable economic development.

SANDOVAL COUNTY, NM

ASAP MODEL OUTPUT

OCTOBER 26, 2020



 **ASAP** is a regional collaborative effort between these institutions and the Western Rural Development Center:



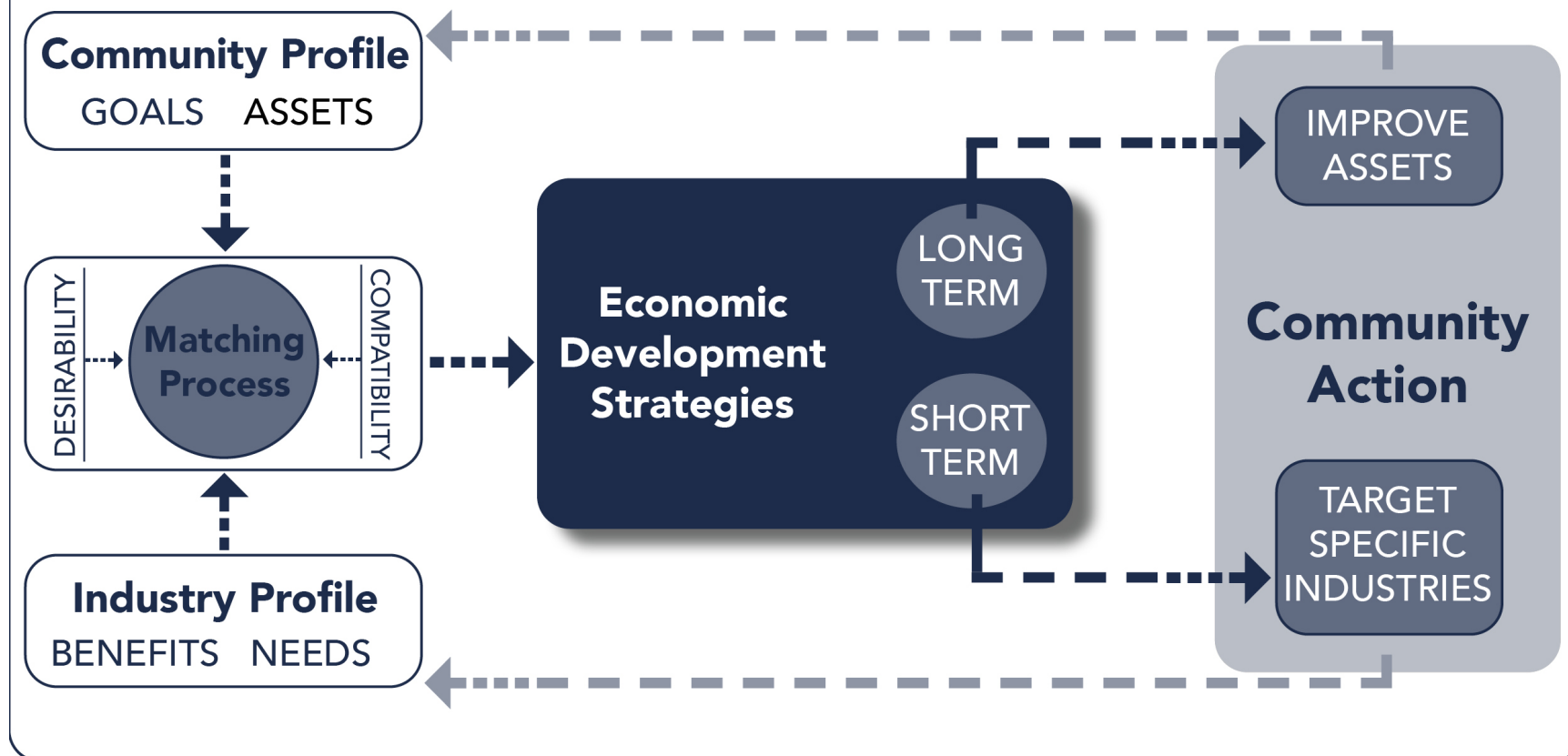
University of Nevada
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ASAP MODEL



ASAP DATA REQUIREMENTS

Primary

- Industry expansion and/or relocation needs and factors
 - Business survey
- Economic development goals and priorities
 - Business survey
 - Community survey
- Assets
 - Community asset inventory

Secondary

- IMPLAN
- U.S. Census Bureau
- U.S. EPA
- U.S. Bureau of Economic Analysis
- U.S. Bureau of Labor Statistics
- FBI
- Federation of Tax Administrators
- Etc.

BUSINESS RELOCATION CHOICE SURVEY

- Data collection began in 2003
 - Ongoing – ~150 new firms added per year since 2011
- Firms 'represent' 4-digit NAICS sector
 - 2,502 individual firms
 - 276 4-digit 2012 NAICS (88.5% of 312 sectors)
- Average observations per sector = 9
 - Median = 6
 - Min = 1 / Max = 69
- Target 10 observations per specific sector
 - Target 20 observation per 'other' sector
 - Emerging markets
 - Re-survey portion of existing firms

BUSINESS SURVEY DATA EXAMPLE

NAICS 4239 - Miscellaneous Durable Goods Merchant Wholesalers				N = 9
Physical Infrastructure	Not Important	Somewhat Important	Important	Very Important
Access within 30 minutes to an interstate highway	22%	44%	11%	22%
Access within 30 minutes to package freight services	67%	0%	0%	33%
Immediate access to a railhead or rail spur	78%	11%	0%	11%
Access within 30 minutes to rail freight	78%	22%	0%	0%
Access within 30 minutes to passenger air services	67%	33%	0%	0%
Access within 30 minutes to port or harbor facilities	78%	11%	0%	11%
Access within 30 minutes to an international trade port	78%	11%	0%	11%
Access to natural gas pipeline	100%	0%	0%	0%
Access within one day, at a reasonable cost, to the supplies you need	22%	11%	11%	56%
Access within one day, at a reasonable cost, to your customers	33%	33%	0%	33%
Access to 3-phase electric power	56%	0%	11%	33%
Access to fiber optic lines	22%	22%	11%	44%
Availability of high-volume water supply	100%	0%	0%	0%
Availability of high-volume wastewater disposal	100%	0%	0%	0%
Availability of solid waste disposal	67%	33%	0%	0%
Availability of cell phone service	0%	0%	11%	89%
Availability of local public transportation	78%	11%	11%	0%
Possibility for future expansion at site	22%	33%	22%	22%
Availability of high-speed internet	11%	0%	0%	89%
Access to ponds and streams	0%	0%	0%	0%
Availability of satellite transmission	0%	0%	0%	0%

BUSINESS SURVEY DATA EXAMPLE, CONT.

Economic Infrastructure	Not Important	Somewhat Important	Important	Very Important
Availability of managerial workforce	44%	33%	0%	22%
Availability of skilled workforce	33%	33%	0%	33%
Availability of technical workforce	44%	11%	11%	33%
Availability of unskilled workforce	67%	11%	0%	22%
Favorable local labor costs	33%	33%	0%	33%
Favorable worker's compensation tax rate	33%	11%	11%	44%
Favorable local business tax rates	11%	11%	0%	78%
Favorable state and local government incentives	100%	0%	0%	0%
Availability of union labor	56%	0%	0%	44%
Availability of specialized job training programs	89%	0%	0%	11%
Availability of long and short term financing	33%	56%	0%	11%
Existence of a business/trade association	78%	22%	0%	0%
Lenient environmental regulations	67%	11%	11%	11%

Quality of Life	Not Important	Somewhat Important	Important	Very Important
Low crime rate	11%	0%	22%	67%
Availability of affordable housing	11%	22%	11%	56%
Clean air and water	0%	11%	11%	78%
High quality natural ecosystem	22%	33%	22%	22%
Outdoor recreation opportunities	11%	44%	22%	22%
Social and cultural opportunities	33%	44%	22%	0%
Retail shopping opportunities	33%	67%	0%	0%
Quality educational system (K-12)	22%	0%	33%	44%
Access within 30 minutes to college or university	67%	22%	0%	11%
Availability of quality healthcare	22%	22%	22%	33%
Availability of public safety services (e.g. police, fire station)	11%	11%	22%	56%
Climate	22%	11%	22%	44%
Ease of attracting skilled workers	0%	0%	0%	0%

SANDOVAL COUNTY, NM COMMUNITY GOAL SURVEY

- 13 Surveys Completed
 - **Community Name Responses:**
Bernalillo, Cuba, Jemez Pueblo,
Rio Rancho, Sandoval
- Ranking of five goals per category
 - Environmental, Economic, Social
- Economic outlook
 - Personal and communities
- Rank quality of community characteristics
- Demographics



ASAP COMMUNITY

Community Name:

Date:

SANDOVAL COUNTY, NM

COMMUNITY GOAL SURVEY

Table 1: Sandoval County, NM Community Development Goal Rankings

	<i>Goal</i>	<i>Weight</i>	<i>Rank</i>
G1.	Economic Quality	53.40%	1
G2.	Environmental Quality	25.70%	2
G3.	Social Quality	20.90%	3

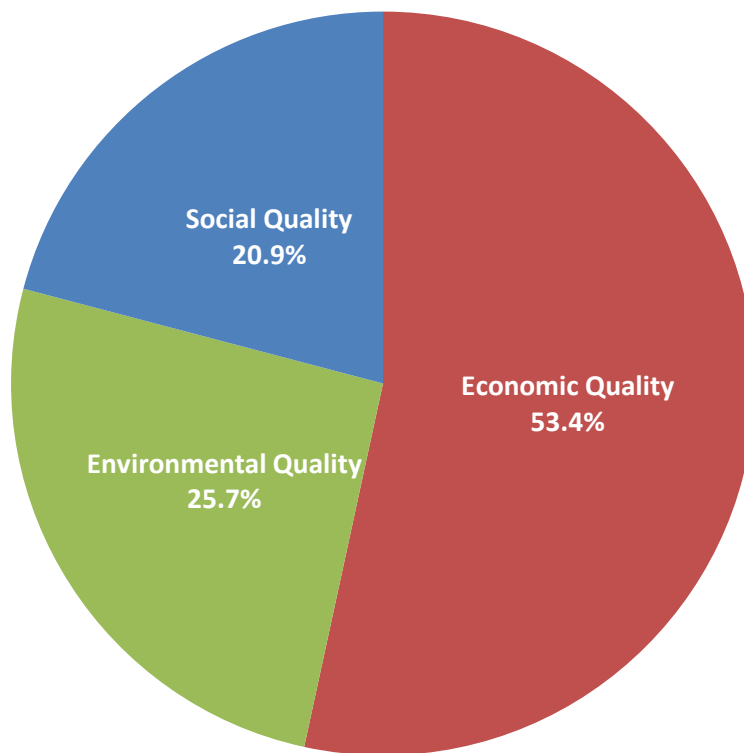
Table 2: Community Development Indicator Rankings

	<i>Indicator</i>	<i>Weight</i>	<i>Rank</i>
G1.	G1.I1 - Every new job generates additional jobs in the community	8.54%	4
	G1.I2 - New businesses return profits to the community	10.47%	3
	G1.I3 - New businesses hire locally	13.62%	2
	G1.I4 - New businesses buy locally	6.57%	7
	G1.I5 - New businesses increase the average local wage	14.26%	1
G2.	G2.I1 - New businesses do not pollute the water	6.01%	8
	G2.I2 - New businesses do not release toxic chemicals in the air	5.78%	9
	G2.I3 - New businesses are in compliance with hazardous waste management	7.74%	5
	G2.I4 - New businesses do not emit greenhouse gas	4.55%	10
	G2.I5 - New businesses do not develop undeveloped land	1.59%	15
G3.	G3.I1 - New businesses increase the local tax base	3.49%	13
	G3.I2 - New jobs are full-time	3.03%	14
	G3.I3 - New jobs offer benefits (health and/or retirement)	6.81%	6
	G3.I4 - New jobs provide training programs	3.91%	11
	G3.I5 - New businesses support community activities	3.68%	12

Number of observations	13
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SANDOVAL COUNTY, NM COMMUNITY GOAL SURVEY

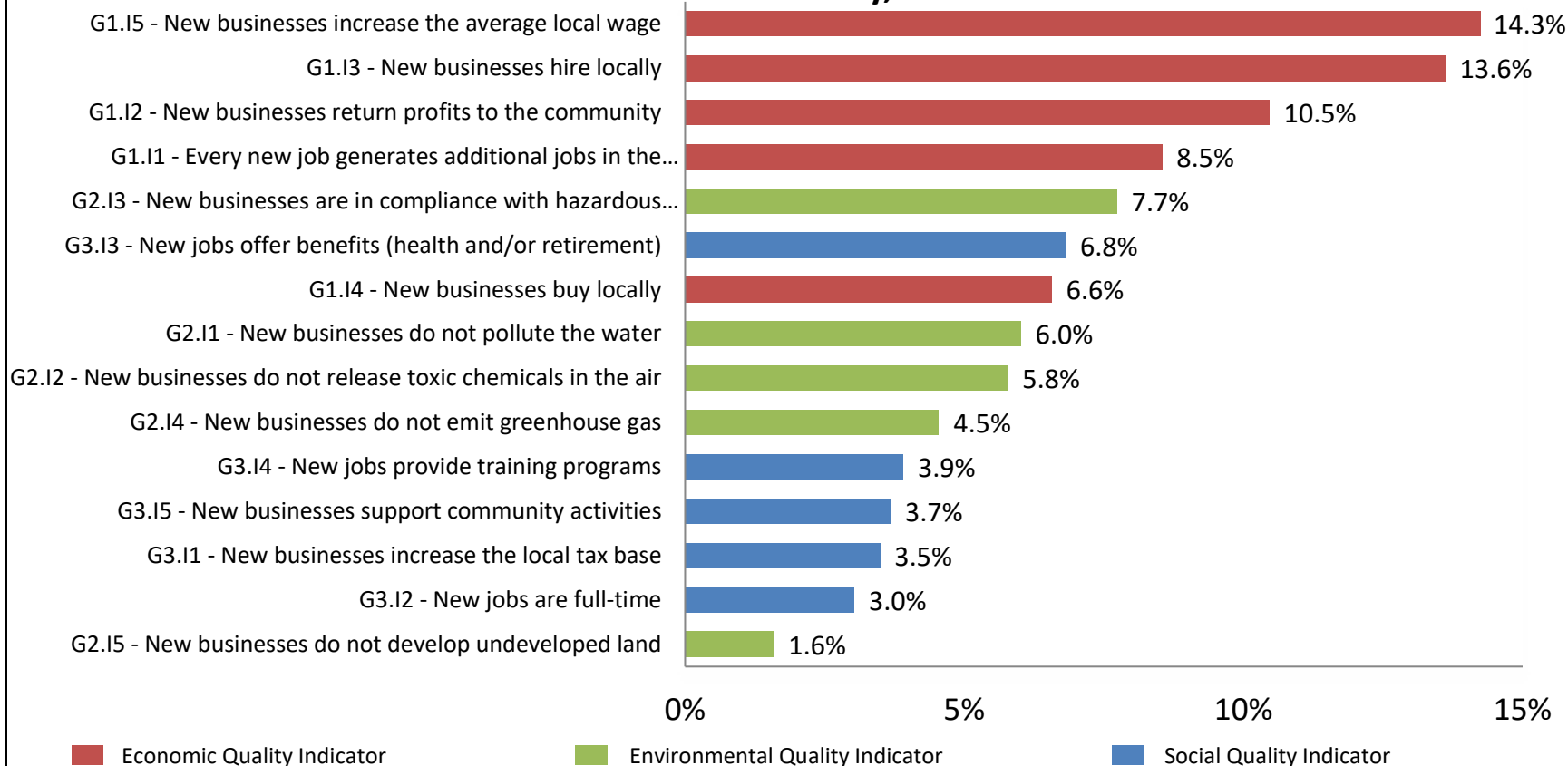
**Figure 1: Community Development Goal Weights:
Sandoval County, NM**



SANDOVAL COUNTY, NM

COMMUNITY GOAL SURVEY, CONT.

**Figure 2: Community Development Indicator Weights:
Sandoval County, NM**



COMMUNITY ASSET INVENTORY

- Current and projected
 - Building space (retail, industrial, mfg., office)
 - Land (developed & undeveloped, ag and non-ag)
- Availability of infrastructure and services
 - Access to all types of transportation
 - Hi-tech
 - Water/sewer etc..
- Business and social indicators
 - Workforce (education, prevailing wage, etc..)



COMMUNITY ASSET INVENTORY (1 OF 2)

Asset	Description	Source	Asset Values			Asset Value Basis	
			Sandoval Co., NM	Baseline	Ratio	Sandoval Co., NM	Baseline
S1	Local acreage available (private)	CAI	575,040	---	---		
S2	Local manufacturing space availability (sq ft)	CAI	59,630	---	---		
S3	Local warehouse availability (sq ft)	CAI	59,630	---	---		
S4	Local office space availability (sq ft)	CAI	147,496	---	---		
S5	Local retail space availability (sq ft)	CAI	87,991	---	---		
A1	Access within 30 minutes to interstate	CAI	Yes	---	---		
A2	Access within 30 minutes to package freight	CAI	Yes	---	---		
A3	Access within 30 minutes to railhead	CAI	Yes	---	---		
A4	Access within 30 minutes to rail freight	CAI	No	---	---		
A5	Access within 30 minutes to passenger air	CAI	Yes	---	---		
A6	Access within 30 minutes to port/harbor	CAI	No	---	---		
A7	Access within 30 minutes to international port	CAI	No	---	---		
A8	Access to natural gas pipeline	CAI	Yes	---	---		
A9 & A10	Driving miles to metropolitan area population > 50,000	CAI	18	282	6.383%	Albuquerque, NM	Glasgow, MT
A11	3-phase electric	CAI	Yes	---	---		
A12	Fiber optic lines	CAI	Yes	---	---		
A13	High-volume water supply	CAI	Yes	---	---		
A14	High-volume wastewater disposal	CAI	Yes	---	---		
A15	Solid waste disposal	CAI	Yes	---	---		
A16*	Cell phone service	CAI	N/A	N/A	N/A		
A17	Local public transportation	CAI	Yes	---	---		
A18	Expansion site	CAI	Yes	---	---		
A19	High-speed internet	CAI	Yes	---	---		



COMMUNITY ASSET INVENTORY (2 OF 2)

Asset	Description	Source	Asset Values			Asset Value Basis	
			Sandoval Co., NM	Baseline	Ratio	Sandoval Co., NM	Baseline
A20	% of workforce with college degree or equivalent	CAI	0.3	0.785	38.217%		Falls Church City, VA
A21	% of workforce with HS degree or equivalent	CAI	0.897	0.988	90.789%		Falls Church City, VA
A22	% of workforce with less than HS degree	CAI	0.103	0.664	15.512%		Kenedy Co., TX
A23	Prevailing yearly wage	CAI	\$ 36,462.00	\$ 78,830.00	46.254%		Los Alamos Co., NM
A24	Workers compensation tax rate	CAI	0.011	0.031	34.091%		NY
A25	Business income tax rate	CAI	0.054	0.100	53.554%		PA
A26*	Local and state government incentives	CAI	N/A	N/A	N/A		
A27*	Union labor	CAI	N/A	N/A	N/A		
A28	Specialized job training programs (excl. college and university)	CAI	Yes	---	---		
A29	Short- and long-term financing	CAI	Yes	---	---		
A30*	Business/trade association	CAI	N/A	N/A	N/A		
A31	Crime rate	CAI	0.039	0.083	47.227%		St. Louis, MO
A32	Median home price	CAI	\$ 191,300.00	\$ 1,251,200.00	15.289%		San Jose (et.al), CA MSA
A33	Air and water quality	CGS	6.4	---	---		
A34	Natural ecosystem	CGS	7.6	---	---		
A35	Outdoor recreation opportunities	CGS	7.2	---	---		
A36	Social and cultural opportunities	CGS	5.0	---	---		
A37	Retail shopping opportunities	CGS	3.9	---	---		
A38	Education system (K-12)	CGS	7.4	---	---		
A39	Access within 30 minutes to a college or university	CAI	Yes	---	---		
A40	Health care services	CGS	6.4	---	---		
A41	Public safety services (e.g. police, fire)	CGS	6.4	---	---		

* = Not included in ASAP Model

CAI = Community Asset Inventory - values provided by steering committee; ratio values validated and modified where necessary

CGS = Community Goal Survey - average of all community survey rankings (1=lowest, 10=highest)

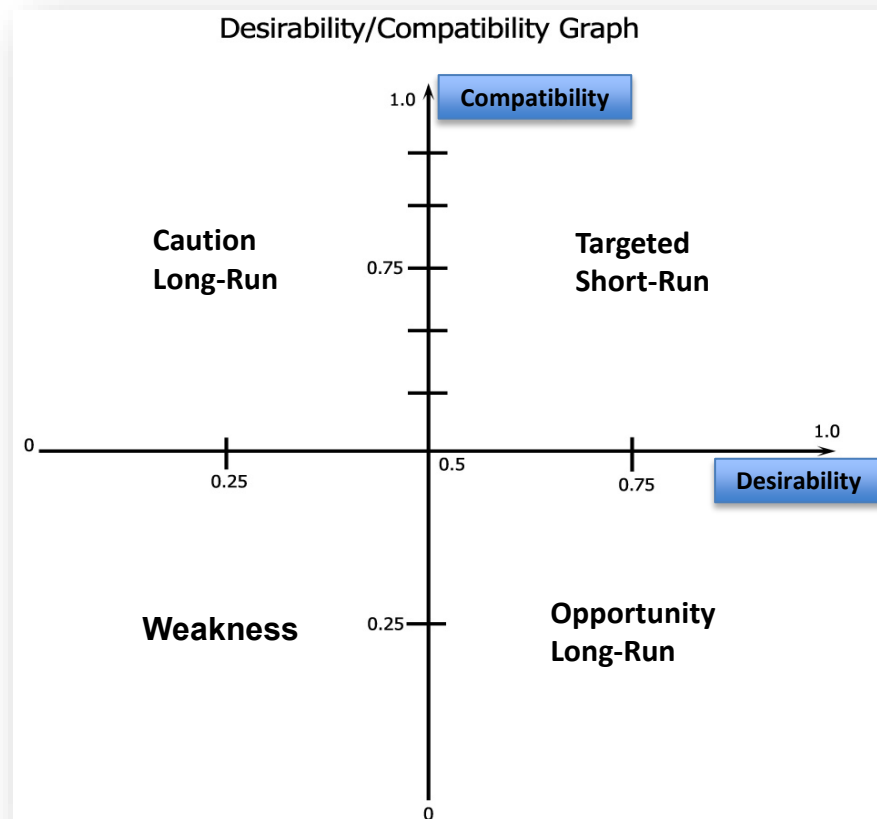
NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM – (NAICS)

- NAICS is the standard classification system used by federal agencies when reporting economics statistics related to business sectors.
- NAICS sectors can be aggregated at several different levels from 2-digit to 6-digit with the numerical NAICS code increasing as the business sector is further disaggregated.
- ASAP targeted sectors are reported using 2017 NAICS 4-digit level of aggregation.

NAICS Aggregation	NAICS Aggregation Description	NAICS Example	NAICS Example Sector Description
XX	Industry Sector (20 broad sectors up from 10 SIC)	11	Agriculture, Forestry, Fishing and Hunting
XXX	Industry Sub sector	111	Crop Production
XXXX	Industry Group	1113	Fruit and Tree Nut Farming
XXXXX	Industry	11133	Non-citrus Fruit and Tree Nut Farming
XXXXXX	U.S., Canadian or Mexican National specific	111331	Apple Orchards

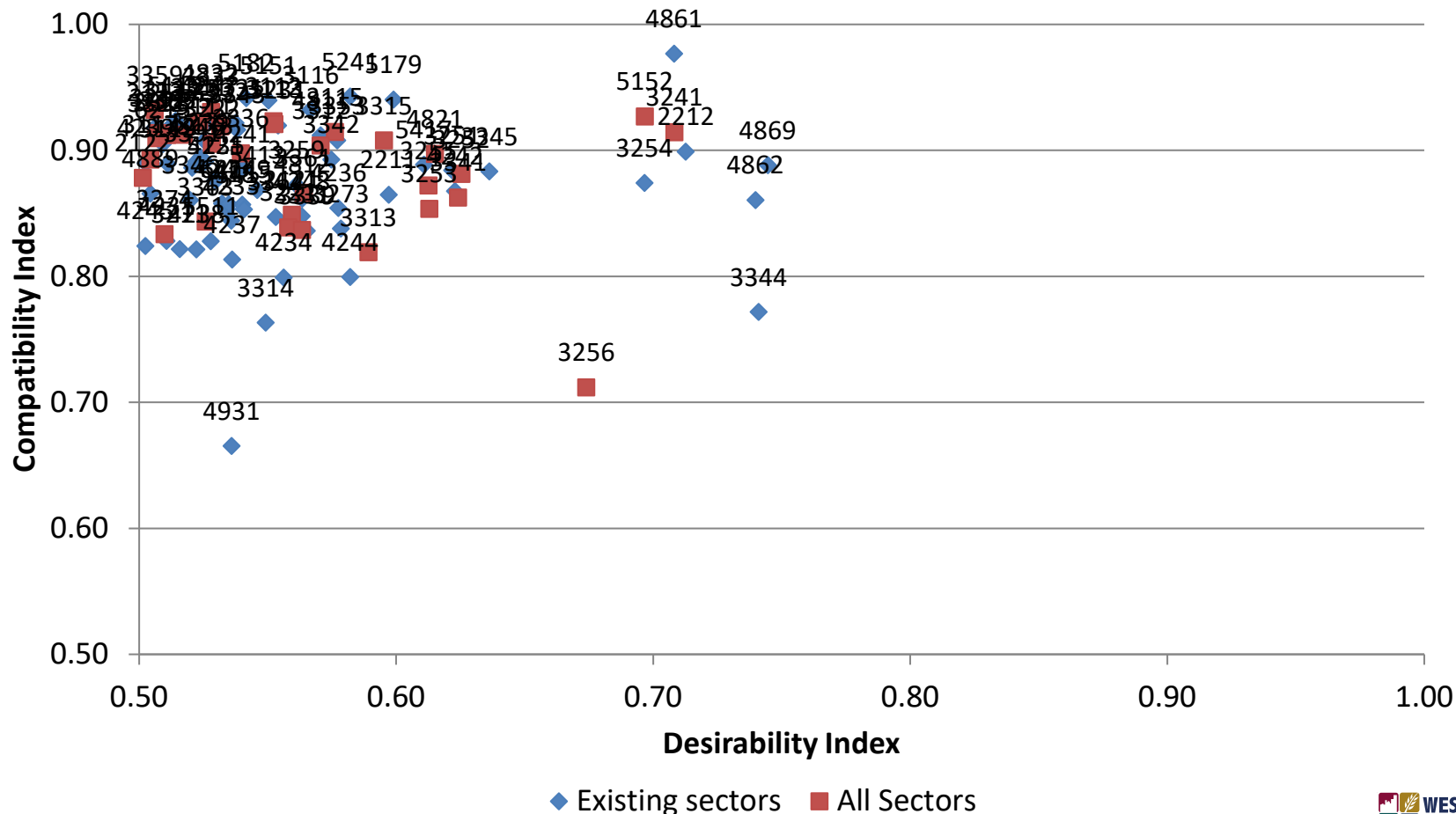
COMPATIBILITY AND DESIRABILITY INDEXES

- Compatibility = community meets industry production requirements
 - Objective measures (assets)
- Desirability = industry meets community goals and priorities
 - Subjective measures (survey ranking)
- Remember 'C' before 'D'



SANDOVAL COUNTY, NM – HIGH INDEX NAICS COMPATIBILITY AND DESIRABILITY >.50

Figure 4: Sandoval County, NM ASAP Results (Zoomed)



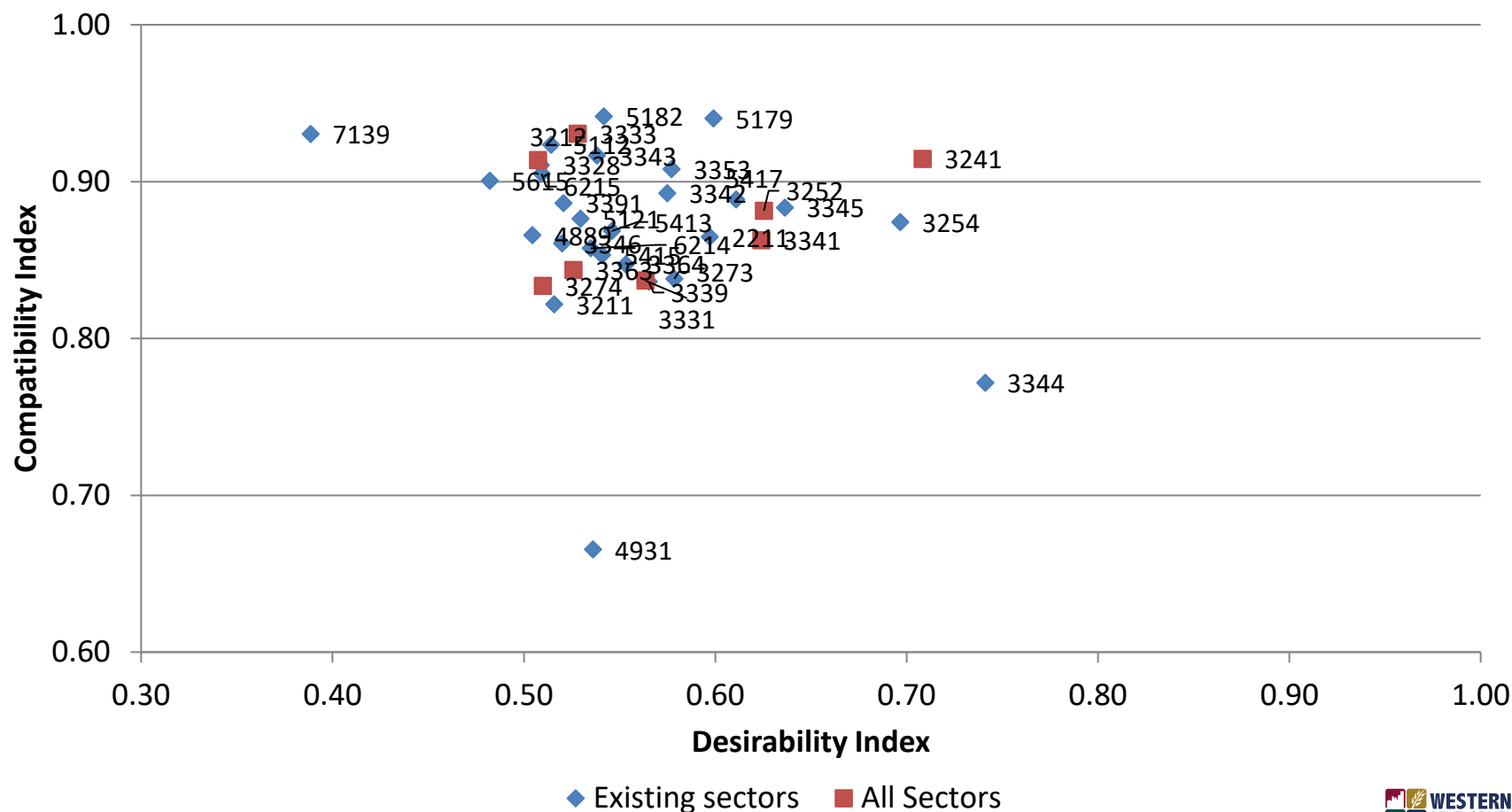
SANDOVAL COUNTY, NM– HIGH INDEX 3-DIGIT NAICS COUNT BY INDUSTRY SUB-SECTOR

Table 4: Industries with High Desirability and Compatibility Index Scores (Index > .50)

NAICS3	Description	Count
212	Mining (except Oil and Gas)	3
221	Utilities	2
311	Food Manufacturing	6
312	Beverage and Tobacco Product Manufacturing	1
321	Wood Product Manufacturing	2
322	Paper Manufacturing	2
324	Petroleum and Coal Products Manufacturing	1
325	Chemical Manufacturing	7
327	Nonmetallic Mineral Product Manufacturing	2
331	Primary Metal Manufacturing	5
332	Fabricated Metal Product Manufacturing	3
333	Machinery Manufacturing	5
334	Computer and Electronic Product Manufacturing	6
335	Electrical Equipment, Appliance, and Component Manufacturing	2
336	Transportation Equipment Manufacturing	4
339	Miscellaneous Manufacturing	1
423	Merchant Wholesalers, Durable Goods	8
424	Merchant Wholesalers, Nondurable Goods	9
481	Air Transportation	2
482	Rail Transportation	1
483	Water Transportation	1
486	Pipeline Transportation	3
488	Support Activities for Transportation	1
493	Warehousing and Storage	1
511	Publishing Industries	2
512	Motion Picture and Sound Recording Industries	1
515	Broadcasting	2
517	Telecommunications	2
518	Data Processing, Hosting, and Related Services	1
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	2
524	Insurance Carriers and Related Activities	1
533	Lessors of Nonfinancial Intangible Assets	1
541	Professional, Scientific, and Technical Services	4
551	Management of Companies and Enterprises	1
621	the Ambulatory Health Care Services	2
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	1

SANDOVAL COUNTY, NM– TARGET INDUSTRIES

Figure 5: Sandoval County, NM ASAP Results (Targeted)



SANDOVAL COUNTY, NM– TARGET INDUSTRIES

3-DIGIT NAICS

Table 5: Sandoval County, NM Target Industries

NAICS3	Description	Examples
221	Utilities	Solar, Wind and Natural Gas
321	Wood Product Manufacturing	Veneer, Plywood and Engineered Product
324	Petroleum and Coal Products Manufacturing	Asphalt Production
325	Chemical Manufacturing	Resin, Synthetic Fibers and Industrial Dyes
327	Nonmetallic Mineral Product Manufacturing	Cement and Concrete
332	Fabricated Metal Product Manufacturing	Engraving or Glazing Metals (excludes jewelry)
333	Machinery Manufacturing	Combines, Pumps and Air Compressors
334	Computer and Electronic Product Manufacturing	Circuit Boards and Controllers
335	Electrical Equipment, Appliance, and Component Manufacturing	Motors and Electrical Switches
336	Transportation Equipment Manufacturing	Valves and Carburetors
339	Miscellaneous Manufacturing	Hospital and Lab Instruments
488	Support Activities for Transportation	Motor Vehicle Towing
493	Warehousing and Storage	Warehousing (excludes self storage)
511	Publishing Industries (except Internet)	Software Design and Installation
512	Motion Picture and Sound Recording Industries	Video and Television Production
517	Telecommunications	Satellite and Broadband Services
518	Data Processing, Hosting, and Related Services	Computer Data Storage Services
541	Professional, Scientific, and Technical Services	Accounting, Research and Development
561	Administrative and Support Services	Custodial Services
621	Ambulatory Health Care Services	Urgent Care
623	Nursing and Residential Care Facilities	Hospice, Disability and Foster Care
713	Amusement, Gambling, and Recreation Industries	Outdoor Recreation

*22 Industry
Sub-Sectors
identified for
Sandoval
County*

SANDOVAL COUNTY, NM– TARGET INDUSTRIES

4-DIGIT NAICS

NAICS4	Description	Existing	DI	CI
2211	Electric Power Generation, Transmission and Distribution	X	0.5971	0.8647
3211	Sawmills and Wood Preservation	X	0.5158	0.8217
3212	Veneer, Plywood and Engineered Product Manufacturing		0.5073	0.9137
3241	Petroleum and Coal Products Manufacturing		0.7083	0.9144
3252	Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing		0.6254	0.8814
3254	Pharmaceutical and Medicine Manufacturing	X	0.6966	0.8741
3273	Cement and Concrete Product Manufacturing	X	0.5785	0.8379
3274	Lime and Gypsum Product Manufacturing		0.5099	0.8335
3328	Coating, Engraving, Heat Treating, and Allied Activities	X	0.5088	0.9105
3331	Agriculture, Construction, and Mining Machinery Manufacturing		0.5634	0.8368
3333	Commercial and Service Industry Machinery Manufacturing		0.5280	0.9304
3339	Other General Purpose Machinery Manufacturing	X	0.5653	0.8362
3341	Computer and Peripheral Equipment Manufacturing		0.6241	0.8626
3342	Communications Equipment Manufacturing	X	0.5748	0.8926
3343	Audio and Video Equipment Manufacturing	X	0.5382	0.9165
3344	Semiconductor and Other Electronic Component Manufacturing	X	0.7410	0.7717
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	X	0.6363	0.8834
3346	Manufacturing and Reproducing Magnetic and Optical Media	X	0.5199	0.8606
3353	Electrical Equipment Manufacturing	X	0.5771	0.9078
3363	Motor Vehicle Parts Manufacturing		0.5259	0.8435
3364	Aerospace Product and Parts Manufacturing	X	0.5532	0.8472
3391	Medical Equipment and Supplies Manufacturing	X	0.5207	0.8862
4889	Other Support Activities for Transportation	X	0.5044	0.8657
4931	Warehousing and Storage	X	0.5360	0.6654
5112	Software Publishers	X	0.5142	0.9235
5121	Motion Picture and Video Industries	X	0.5296	0.8762
5179	Other Telecommunications	X	0.5990	0.9403
5182	Data Processing, Hosting, and Related Services	X	0.5417	0.9415
5413	Architectural, Engineering, and Related Services	X	0.5460	0.8685
5415	Computer Systems Design and Related Services	X	0.5408	0.8531
5417	Scientific Research and Development Services	X	0.6108	0.8886
5615	Travel Arrangement and Reservation Services	X	0.4821	0.9004
6214	Outpatient Care Centers	X	0.5349	0.8574
6215	Medical and Diagnostic Laboratories	X	0.5092	0.9050
7139	Other Amusement and Recreation Industries	X	0.3885	0.9302

QUESTIONS?

TIME TO RANK THE SECTORS!

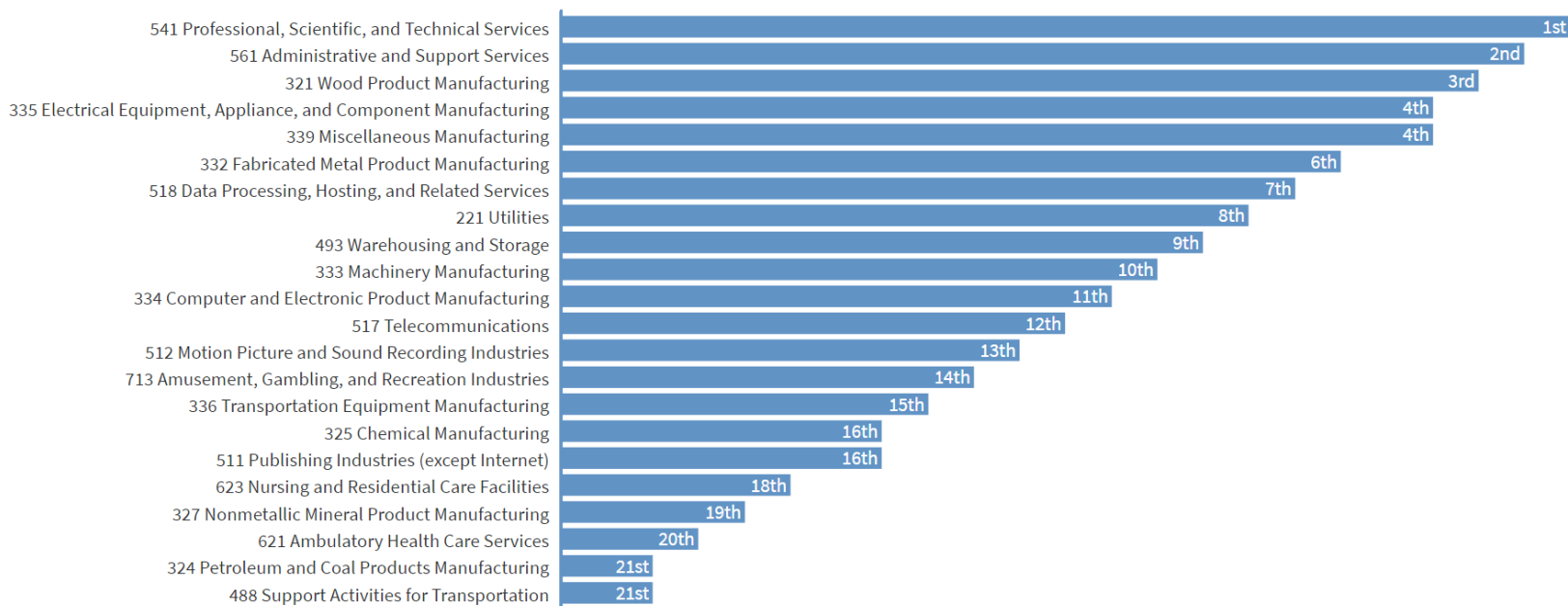


DISCUSSION



Poll locked. Responses not accepted.

Sandoval 3DIG - Rank Target Industries



Poll Everywhere

WHAT'S NEXT?

- **Comprehensive Economic Development Strategy (CEDS)**
 - NCNMEDD will follow up with participants from the Roadshow meetings to review the draft CEDS
 - Specific section for each county
 - Target industries will be addressed for each county and the region as a whole

- **Implementation Strategies in Spring 2021**
 - Western Rural Development Center and NCNMEDD will reconvene Roadshow participants to discussion specific strategies for the target industries
 - In person meetings, if possible



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