RIO ARRIBA COUNTY, NM
ASAP MODEL OUTPUT
OCTOBER 28, 2020

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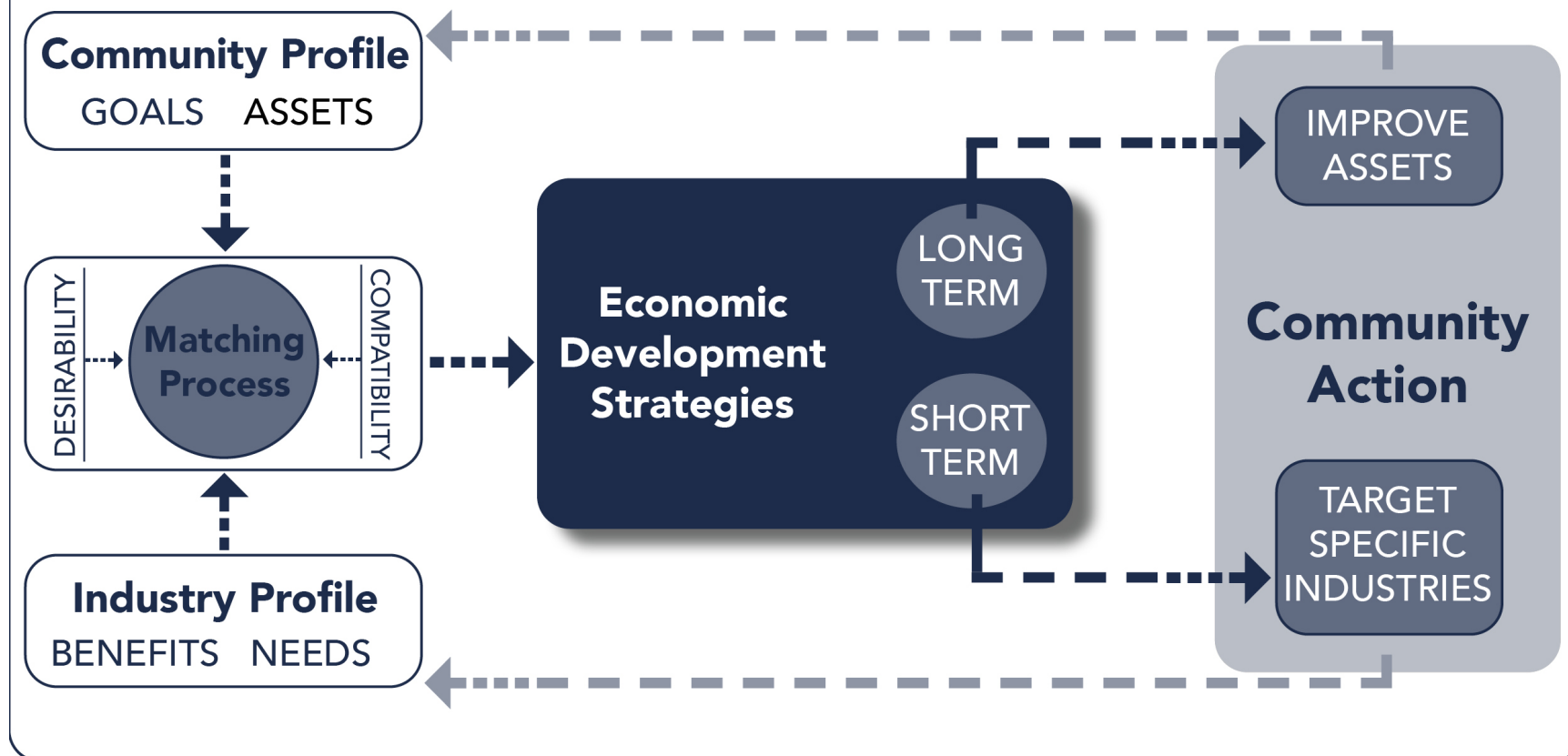

University of Nevada
Cooperative Extension

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.

WESTERN RURAL DEVELOPMENT CENTER

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

WESTERN RURAL
DEVELOPMENT CENTER

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%

WESTERN RURAL
DEVELOPMENT CENTER

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%

WESTERN RURAL
DEVELOPMENT CENTER

RIO ARRIBA COUNTY, NM COMMUNITY GOAL SURVEY

- 13 Surveys Completed
  - **Community Name** Responses:
  Chama, Espanola, Ohkay Owingeh,
  Rio Arriba
- Ranking of five goals per category
  - Environmental, Economic, Social
- Economic outlook
  - Personal and communities
- Rank quality of community characteristics
- Demographics

WESTERN RURAL DEVELOPMENT CENTER   NORTH CENTRAL NEW MEXICO ECONOMIC DEVELOPMENT DISTRICT

ASAP COMMUNITY

Community Name:

Date:

WESTERN RURAL DEVELOPMENT CENTER

RIO ARRIBA COUNTY, NM
COMMUNITY GOAL SURVEY

Table 1: Rio Arriba County, NM Community Development Goal Rankings

	Goal	Weight	Rank
G1.	Economic Quality	45.50%	1
G2.	Environmental Quality	30.50%	2
G3.	Social Quality	24.10%	3

Table 2: Community Development Indicator Rankings

	Indicator	Weight	Rank
G1.	G1.I1 - Every new job generates additional jobs in the community	8.60%	5
	G1.I2 - New businesses return profits to the community	12.29%	1
	G1.I3 - New businesses hire locally	10.28%	2
	G1.I4 - New businesses buy locally	7.46%	6
	G1.I5 - New businesses increase the average local wage	6.87%	7
G2.	G2.I1 - New businesses do not pollute the water	9.97%	**3**
	G2.I2 - New businesses do not release toxic chemicals in the air	6.13%	9
	G2.I3 - New businesses are in compliance with hazardous waste management	8.66%	4
	G2.I4 - New businesses do not emit greenhouse gas	3.45%	14
	G2.I5 - New businesses do not develop undeveloped land	2.29%	15
G3.	G3.I1 - New businesses increase the local tax base	5.37%	10
	G3.I2 - New jobs are full-time	4.19%	11
	G3.I3 - New jobs offer benefits (health and/or retirement)	6.72%	8
	G3.I4 - New jobs provide training programs	3.74%	13
	G3.I5 - New businesses support community activities	4.07%	12

Number of observations	13

WESTERN RURAL DEVELOPMENT CENTER
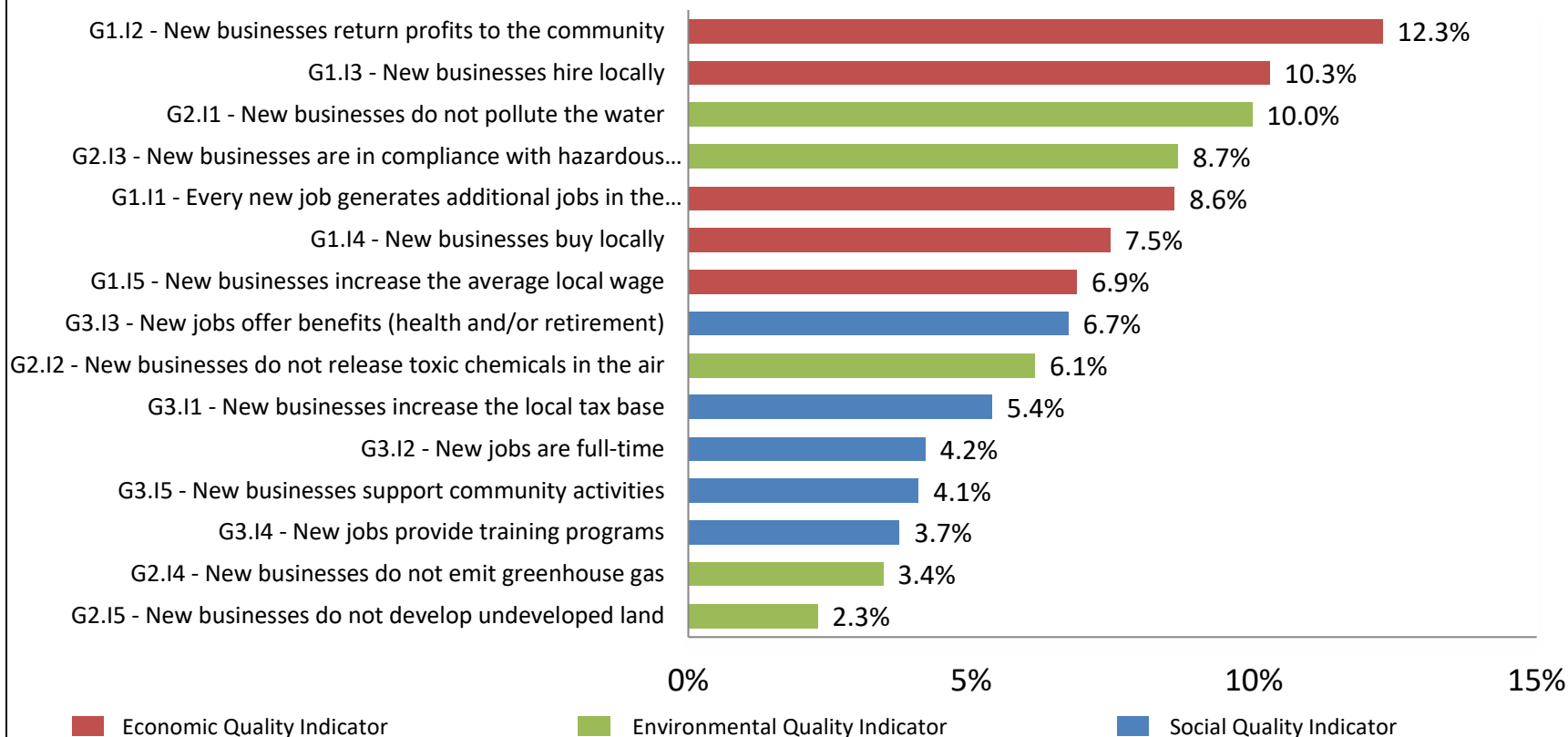
RIO ARRIBA COUNTY, NM
COMMUNITY GOAL SURVEY

**Figure 1: Community Development Goal Weights:
Rio Arriba County, NM**
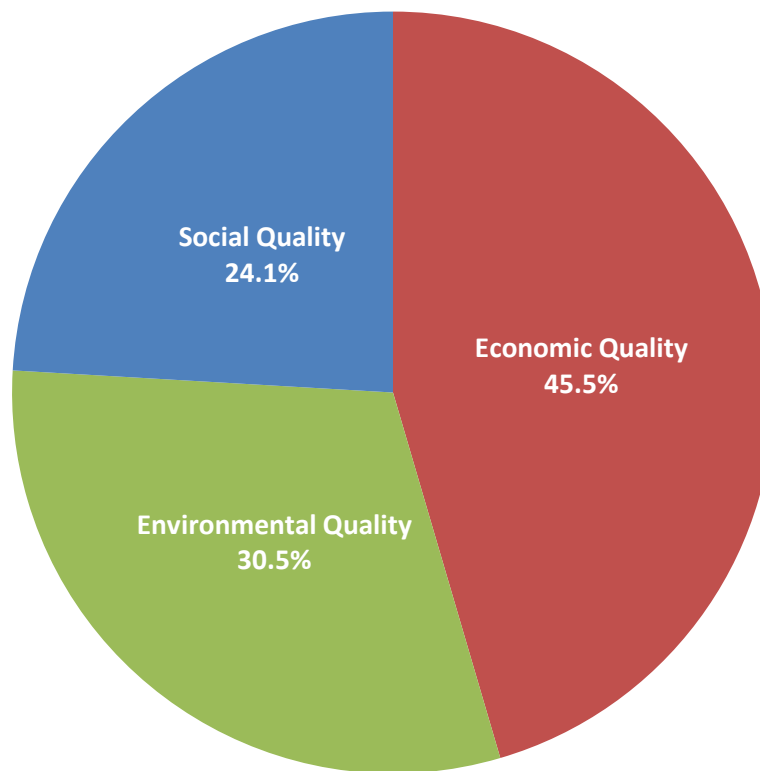
RIO ARRIBA COUNTY, NM
COMMUNITY GOAL SURVEY, CONT.

Figure 2: Community Development Indicator Weights:
Rio Arriba County, NM

Indicator	Weight
G1.I2 - New businesses return profits to the community	12.3%
G1.I3 - New businesses hire locally	10.3%
G2.I1 - New businesses do not pollute the water	10.0%
G2.I3 - New businesses are in compliance with hazardous…	8.7%
G1.I1 - Every new job generates additional jobs in the…	8.6%
G1.I4 - New businesses buy locally	7.5%
G1.I5 - New businesses increase the average local wage	6.9%
G3.I3 - New jobs offer benefits (health and/or retirement)	6.7%
G2.I2 - New businesses do not release toxic chemicals in the air	6.1%
G3.I1 - New businesses increase the local tax base	5.4%
G3.I2 - New jobs are full-time	4.2%
G3.I5 - New businesses support community activities	4.1%
G3.I4 - New jobs provide training programs	3.7%
G2.I4 - New businesses do not emit greenhouse gas	3.4%
G2.I5 - New businesses do not develop undeveloped land	2.3%

Legend:
- Economic Quality Indicator
- Environmental Quality Indicator
- Social Quality Indicator

WESTERN RURAL
DEVELOPMENT CENTER

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..)

WESTERN RURAL DEVELOPMENT CENTER

COMMUNITY ASSET INVENTORY (1 OF 2)

Asset	Description	Source	Asset Values			Asset Value Basis	
			Rio Arriba Co., NM	Baseline	Ratio	Rio Arriba Co., NM	Baseline
S1	Local acreage available (private)	CAI	209,426	---	---		
S2	Local manufacturing space availability (sq ft)	CAI	35,719	---	---		
S3	Local warehouse availability (sq ft)	CAI	147,886	---	---		
S4	Local office space availability (sq ft)	CAI	104,413	---	---		
S5	Local retail space availability (sq ft)	CAI	79,061	---	---		
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	No	---	---		
A4	Access within 30 minutes to rail freight	CAI	Yes	---	---		
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	91	282	32.270%	Santa Fe, 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	---	---		

WESTERN RURAL DEVELOPMENT CENTER

COMMUNITY ASSET INVENTORY (2 OF 2)

| Asset | Description | Source | Asset Values | | | Asset Value Basis | |
			Rio Arriba Co., NM	Baseline	Ratio	Rio Arriba Co., NM	Baseline
A20	% of workforce with college degree or equivalent	CAI	0.185	0.785	23.567%		Falls Church City, VA
A21	% of workforce with HS degree or equivalent	CAI	0.862	0.988	87.247%		Falls Church City, VA
A22	% of workforce with less than HS degree	CAI	0.124	0.664	18.675%		Kenedy Co., TX
A23	Prevailing yearly wage	CAI	$ 33,422.00	$ 78,830.00	42.398%		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	0.034	0.083	40.723%		St. Louis, MO
A32	Median home price	CAI	$ 164,800.00	$ 1,251,200.00	13.171%		San Jose (et.al), CA MSA
A33	Air and water quality	CGS	7.9	---	---		
A34	Natural ecosystem	CGS	7.1	---	---		
A35	Outdoor recreation opportunities	CGS	6.3	---	---		
A36	Social and cultural opportunities	CGS	5.2	---	---		
A37	Retail shopping opportunities	CGS	4.3	---	---		
A38	Education system (K-12)	CGS	3.2	---	---		
A39	Access within 30 minutes to a college or university	CAI	Yes	---	---		
A40	Health care services	CGS	5.5	---	---		
A41	Public safety services (e.g. police, fire)	CGS	4.7	---	---		

* =   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)
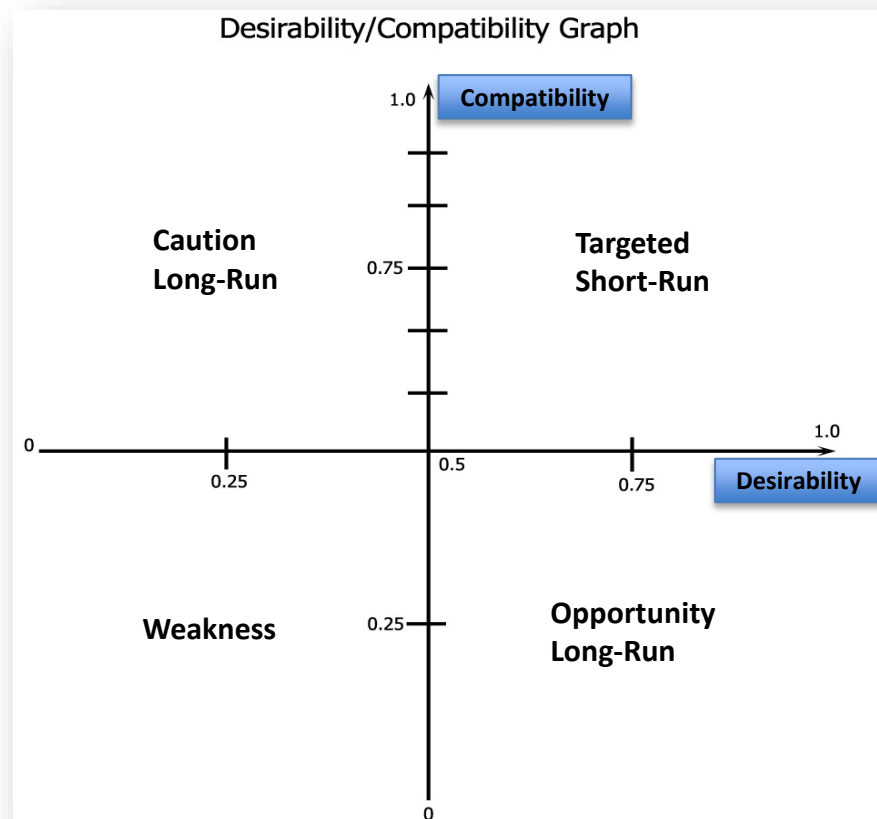
WESTERN RURAL DEVELOPMENT CENTER

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

WESTERN RURAL
DEVELOPMENT CENTER

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'

Desirability/Compatibility Graph

Compatibility

1.0

Caution
Long-Run

0.75

Targeted
Short-Run

0

0.25

0.5

0.75

1.0

Desirability

Weakness

0.25

Opportunity
Long-Run

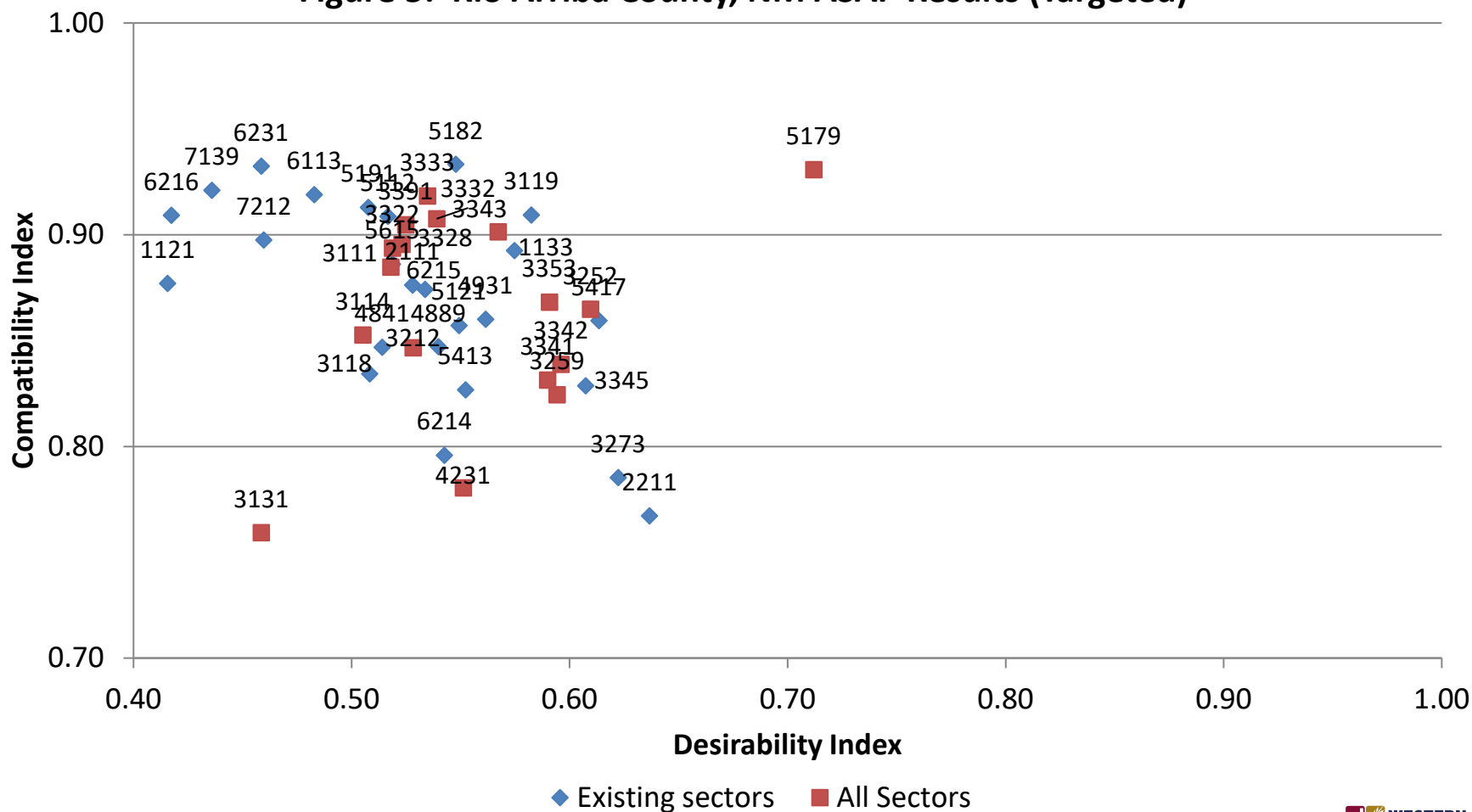0

WESTERN RURAL
DEVELOPMENT CENTER

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

Figure 4: Rio Arriba County, NM ASAP Results (Zoomed)
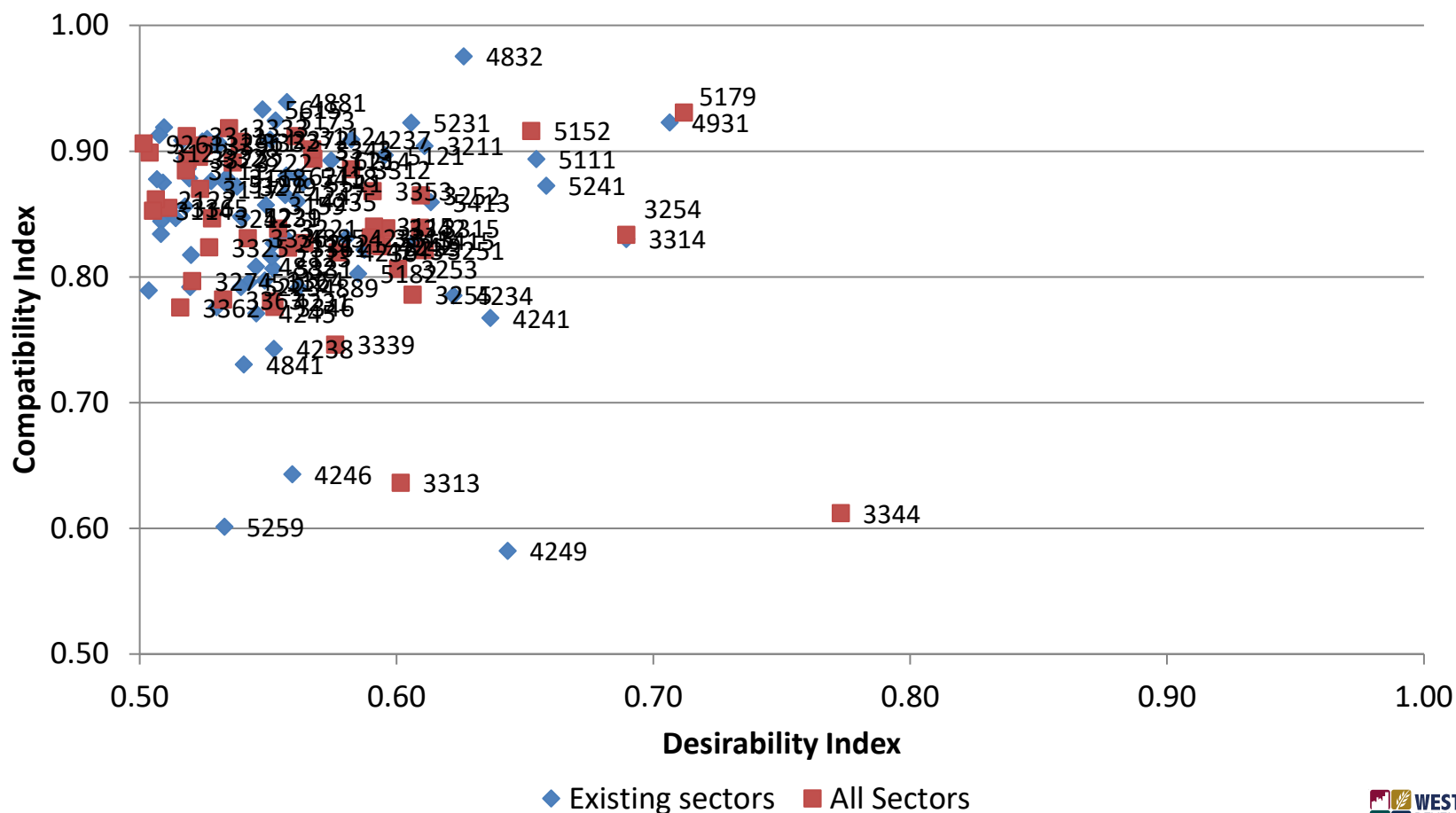
RIO ARRIBA COUNTY, NM– TARGET INDUSTRIES

Figure 5: Rio Arriba County, NM ASAP Results (Targeted)

RIO ARRIBA COUNTY, NM– TARGET INDUSTRIES 3-DIGIT NAICS

NAICS3	Description	Examples
111	Crop Production	Fruit and Nut Tree Farming
112	Animal Production and Aquaculture	Cattle Ranching and Farming
211	Oil and Gas Extraction	Natural Gas
221	Utilities	Solar, Wind and Thermal
311	Food Manufacturing	Animal Food and Dairy Products
313	Textile Mills	Fiber, Yarn and Fabric Mills
314	Textile Product Mills	Carpets and Sheets
321	Wood Product Manufacturing	Veneer, Plywood, and Engineered Wood Product
325	Chemical Manufacturing	Industrial Dyes and Bleaches
327	Nonmetallic Mineral Product Manufacturing	Cement and Concrete
332	Fabricated Metal Product Manufacturing	Metal Welding and Assembly
333	Machinery Manufacturing	Water Treatment Equipment
334	Computer and Electronic Product Manufacturing	Circuit Boards and Controllers
335	Electrical Equipment, Appliance, and Component Manufacturing	Motors and Electrical Switches
339	Miscellaneous Manufacturing	Hospital and Lab Instruments
423	Merchant Wholesalers, Durable Goods	Motor Vehicle Supplies
484	Truck Transportation	Freight Trucking
488	Support Activities for Transportation	Motor Vehicle Towing
493	Warehousing and Storage	Warehousing (excludes self storage)
511	Publishing Industries (except Internet)	Software Publishers
512	Motion Picture and Sound Recording Industries	Video and Television
517	Telecommunications	Satellite and Broadband Services
518	Data Processing, Hosting, and Related Services	Computer Data Storage Services
519	Other Information Services	Libraries
541	Professional, Scientific, and Technical Services	Accounting, Research and Development
561	Administrative and Support Services	Travel Services
611	Educational Services	Colleges, Universities, Professional Schools
621	Ambulatory Health Care Services	Urgent Care Centers
623	Nursing and Residential Care Facilities	Hospice, Disability and Foster Care
713	Amusement, Gambling, and Recreation Industries	Outdoor Recreation

30 *Industry Sub-Sectors* identified for Rio Arriba County

WESTERN RURAL DEVELOPMENT CENTER

RIO ARRIBA COUNTY, NM– TARGET INDUSTRIES 4-DIGIT NAICS

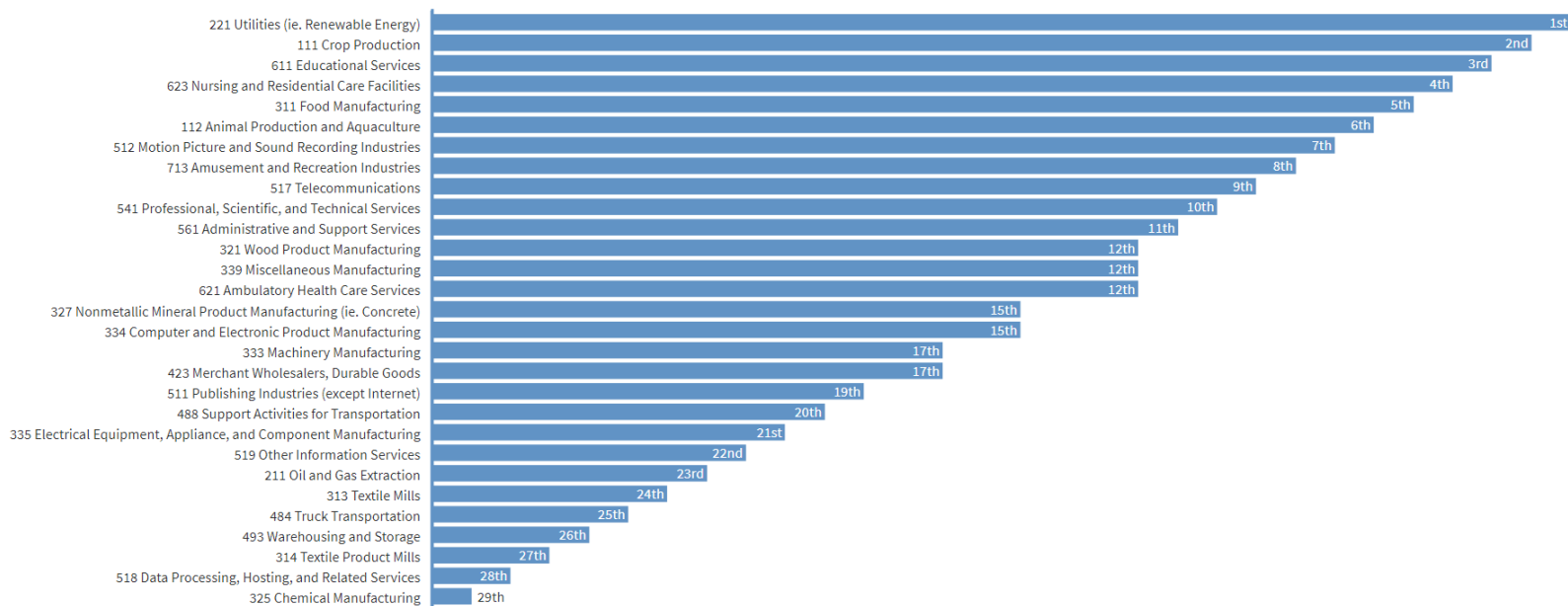| NAICS4	Description	Existing	DI	CI
1121	Cattle Ranching and Farming	X	0.4156	0.8770
1133	Logging	X	0.5746	0.8926
2111	Oil and Gas Extraction	X	0.5279	0.8762
2211	Electric Power Generation, Transmission and Distribution	X	0.6366	0.7673
3111	Animal Food Manufacturing		0.5180	0.8847
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing		0.5052	0.8527
3118	Bakeries and Tortilla Manufacturing	X	0.5083	0.8343
3119	Other Food Manufacturing	X	0.5824	0.9093
3131	Fiber, Yarn, and Thread Mills		0.4586	0.7593
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing		0.5282	0.8466
3252	Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing		0.6095	0.8648
3259	Other Chemical Product and Preparation Manufacturing		0.5942	0.8244
3273	Cement and Concrete Product Manufacturing	X	0.6222	0.7853
3322	Cutlery and Handtool Manufacturing		0.5187	0.8937
3328	Coating, Engraving, Heat Treating, and Allied Activities		0.5231	0.8955
3332	Industrial Machinery Manufacturing		0.5390	0.9075
3333	Commercial and Service Industry Machinery Manufacturing		0.5348	0.9183
3341	Computer and Peripheral Equipment Manufacturing		0.5899	0.8314
3342	Communications Equipment Manufacturing		0.5960	0.8388
3343	Audio and Video Equipment Manufacturing		0.5672	0.9014
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	X	0.6073	0.8287
3353	Electrical Equipment Manufacturing		0.5907	0.8682
3391	Medical Equipment and Supplies Manufacturing		0.5248	0.9047
4231	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers		0.5512	0.7805
4841	General Freight Trucking	X	0.5140	0.8469
4889	Other Support Activities for Transportation	X	0.5398	0.8471
4931	Warehousing and Storage	X	0.5614	0.8601
5112	Software Publishers	X	0.5166	0.9087
5121	Motion Picture and Video Industries	X	0.5492	0.8572
5179	Other Telecommunications		0.7119	0.9308
5182	Data Processing, Hosting, and Related Services	X	0.5478	0.9333
5191	Other Information Services	X	0.5076	0.9130
5413	Architectural, Engineering, and Related Services	X	0.5522	0.8268
5417	Scientific Research and Development Services	X	0.6134	0.8594
5615	Travel Arrangement and Reservation Services	X	0.5187	0.8862
6113	Colleges, Universities, and Professional Schools	X	0.4828	0.9190
6214	Outpatient Care Centers	X	0.5425	0.7959
6215	Medical and Diagnostic Laboratories	X	0.5337	0.8742
6216	Home Health Care Services	X	0.4173	0.9092
6231	Nursing Care Facilities (Skilled Nursing Facilities)	X	0.4585	0.9324
7139	Other Amusement and Recreation Industries	X	0.4359	0.9210

WESTERN RURAL DEVELOPMENT CENTER

QUESTIONS?

TIME TO RANK THE SECTORS!

DISCUSSION

Poll locked. Responses not accepted.

Rio Arriba 3DIG - Rank Target Industries

Industry	Rank
221 Utilities (ie. Renewable Energy)	1st
111 Crop Production	2nd
611 Educational Services	3rd
623 Nursing and Residential Care Facilities	4th
311 Food Manufacturing	5th
112 Animal Production and Aquaculture	6th
512 Motion Picture and Sound Recording Industries	7th
713 Amusement and Recreation Industries	8th
517 Telecommunications	9th
541 Professional, Scientific, and Technical Services	10th
561 Administrative and Support Services	11th
321 Wood Product Manufacturing	12th
339 Miscellaneous Manufacturing	12th
621 Ambulatory Health Care Services	12th
327 Nonmetallic Mineral Product Manufacturing (ie. Concrete)	15th
334 Computer and Electronic Product Manufacturing	15th
333 Machinery Manufacturing	17th
423 Merchant Wholesalers, Durable Goods	17th
511 Publishing Industries (except Internet)	19th
488 Support Activities for Transportation	20th
335 Electrical Equipment, Appliance, and Component Manufacturing	21st
519 Other Information Services	22nd
211 Oil and Gas Extraction	23rd
313 Textile Mills	24th
484 Truck Transportation	25th
493 Warehousing and Storage	26th
314 Textile Product Mills	27th
518 Data Processing, Hosting, and Related Services	28th
325 Chemical Manufacturing	29th

Poll Everywhere

WESTERN RURAL
DEVELOPMENT CENTER

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

WESTERN RURAL
DEVELOPMENT CENTER

CONTACTS

DON ALBRECHT
WESTERN RURAL
DEVELOPMENT CENTER
DON.ALBRECHT@USU.EDU

MARION BENTLEY
WESTERN RURAL
DEVELOPMENT CENTER
MARION.BENTLEY@USU.EDU

RIANA GAYLE
WESTERN RURAL
DEVELOPMENT CENTER
RIANA.GAYLE@USU.EDU

MICHAEL PATRICK
NEW MEXICO STATE UNIVERSITY
JMPAT@NMSU.EDU

LESAH SEDILLO
NORTH CENTRAL NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT
LSEDILLO@NCNMEDD.COM

REBEKAH SEAWALL
NORTH CENTRAL NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT
REBEKAHS@NCNMEDD.COM

MONICA ABEITA
NORTH CENTRAL NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT
MONICAA@NCNMEDD.COM

ALISON TURNER
NORTH CENTRAL NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT
ALISONT@NCNMEDD.COM

STEVE FISCHER
NORTH CENTRAL NEW MEXICO
ECONOMIC DEVELOPMENT DISTRICT
STEVEF@NCNMEDD.COM

WESTERN RURAL DEVELOPMENT CENTER