

DRAFT

SITE SELECTION ASSESSMENT AND TARGET INDUSTRY ANALYSIS FOR

PASEO DEL VOLCAN LOOP ROAD

DETAILED SCOPE OF WORK

Background

New industrial areas, if assessed and properly planned, can lead to new capital investment and new jobs. This assessment would be an important early step in understanding the economic development potential of a designated west side loop road connecting I-40 to US 550 using NM 347 Paseo del Volcan.

Task 1: Site Analysis

Consultant shall identify and inventory the physical attributes of the corridor including:

- The reason for PDV, and its intended purpose
- The grade of the adjacent lands
- Number of acres with a grade of 5% or less
- The soil regime and what type of land use is it conducive to
- Location of FEMA floodplains in the study area
- Note: Some of this can be found in the beginning of the EIS (signed 8/6/01) for the corridor

Consultant shall provide an inventory of the economic assets of the corridor including:

- The number of acres that are grade A for industrial development
- Ownership of the acres
- Zoning and adopted plan regulations
- Current and / or future access to utilities
- Logistics:
 - Access to Interstates
 - Travel time to the nearest additional Interstate and US Highways
 - Travel time to the Albuquerque Sunport and the City Air Freight Facility
 - Traffic counts and forecasts of the area
 - Does the area or could the area have rail access? If not, what is the travel time to the closest intermodal facility?
 - What trucking terminals are available with full truck load service (FTL) and less than truck load service (LTL)?

- What is the travel time and amount of fuel required to reach the nearest deep water sea port on the pacific (that would be the port of LA/Long Beach), the Gulf (Houston, Port Author), and the Atlantic (Jacksonville Florida)?
- What is the average charge per mile to ship a ton of freight by air, rail, and truck?

Task 2: Demographics for Workforce Training

Consultant shall identify issues related to labor force including:

- Number of people who hold a GED, graduated from high school, hold undergraduate degrees, attended graduate school, and hold graduate degrees
- Success stories of local schools, both public and privat
- Population of persons with degrees critical to economic development, i.e. education, finance, IT, engineering and medical
- Note: BBER, MRCOG and the State Department of Higher Education keeps this information
- Population of persons with technical certificates and vocational training with skills critical to economic development
- Resources available to develop critical skills (e.g., UNM, CNM, high schools with baccalaureate and vocational programs)

Task 3: Quality of Life

Consultant shall outline the key characteristics of the quality of life in the region.

Task 4: Site Selection Criteria/Best Fit

Consultant shall identify site selection criteria

- Analyze what companies need when searching for a new location
- Infrastructure needs and costs for the corridor
- Number and importance of shovel ready/certified sites
- Satisfaction of other businesses in the corridor
- Current site selection needs and trends which may impact the future site

Task 5: Economic Analysis

Consultant shall address competitive strengths and weaknesses of the site from an economic development lens, including the following:

- Inventory type of supportive industries in the Metropolitan Statistical Area (MSA), such as industrial gas suppliers, analysis labs, parts suppliers, industrial machinery supply and repair companies, and machine shops. This is usually determined by providing a copy of the list of industry clusters and attendant firms for the MSA.
- Review locations and expansions in the Southwest in order to identify the most active industries.

- Assess the economic development strengths and weaknesses of the corridor, region to gain a general understanding, which active industries would fit best and which would not.
- Make recommendations of target industries that best match the strengths of the region.
- Examine trends in each target industry and their growth factors for marketing to those industries now and in the future.
- Assess support required to generate start-up companies in target industries.
- Identify average employment number per site in target industries.
- Identify other MSA competing for target industries.
- Identify economic incentives that other areas have used for target industries?
 - Which incentives do NM and ABQ have?
 - Which don't we have?
 - Which do we have that other cities do not have?
- How do target industries site within a corridor (e.g., do they need large, medium or stand-alone sites, or shared sites)?
- Assess facilities and educational resources available for employee continual training (e.g., on-site training, vocational schools and universities nearest to the site, or within the MSA)

Task 6: Instrument Development

Consultant shall prepare a report that includes:

- Area's strength and weaknesses
- Industries to target for recruitment
- Potential for job creation/revenue generation
- Recommendations for marketing strengths
- Recommendations for correcting weaknesses

Consultant shall prepare interpretive materials about the corridor, such as:

- A video
- Brochures
- A web site
- Social media messaging

