

LOCATION AND SITE ANALYSIS CRITERIA
(FROM CONWAY DATA, INC.)

- I. Market and demographic data.**
- II. Work force, wages, productivity**
- III. Transportation.**
- IV. Energy and utilities**
- V. Materials, supplies, services.**
- VI. Government programs - national.**
- VII. Government programs - state**
- VIII. Government programs - local.**
- IX. Water and waste.**
- X. Environmental impact, ecological factors.**
- XI. Quality of Life factors**
- XII. Climate.**
- XIII. Specific sites.**
- XIV. Buildings.**
- XV. International projects.**

I MARKET AND DEMOGRAPHIC DATA

- A Population Trends
- B Income Trends
- C Consumer Characteristics
- D Retail Sales Trends
- E Industrial Markets
- F Competition
- G Tourism in Area

II WORKFORCE, WAGES AND PRODUCTIVITY – The "fit" between your company and existing industry as to attitude, wage scales and economic climate

- A Area Labor Force Inventory
- B Wages and Hours
- C Benefits Usual in Area
- D Productivity
- E Unions
- F Personnel Policies in Area
- G Vocational Training
- H Legislation (see also local, state, or federal government)
- I Sources of Evaluating the Availability of Labor
- J Commuting Patterns
- K Relocation

III TRANSPORTATION – Distribution pattern of products to be shipped from new location and distribution pattern of raw materials to be received

- A Rail Transportation
- B Rail Service at Site
- C Highway Transportation
- D Trucking Service
- E Other Motor Transportation
- F Commercial Air Service
- G Other Air Service
- H Water transportation
- I Pipelines

LOCATION AND SITE ANALYSIS CRITERIA
(FROM CONWAY DATA, INC.)

IV ENERGY AND UTILITIES: ELECTRIC, GAS, COMMUNICATIONS

- A Power Source
- B Electric Power Supply
- C Gas Service
- D Coal, Oil
- E Potential for On-Site Independent Energy Source
- F Potential for Location In an Energy Park Complex (which includes waste recovery plant, generating station, etc)
- G Other Special Energy Plans
- H Motor Fuel
- I Communications

V MATERIALS, SUPPLIES, SERVICES

- A Each Raw Material
- B Each Semi-finished Material
- C Storage Facilities
- D Routine Supplies
- E General Services
- F Technical Services

VI GOVERNMENT PROGRAMS: NATIONAL

- A Nearby Government Installations
- B Federal Aid to Schools In Impacted Areas
- C Incentives Offered in Depressed Areas
- D Special Consideration Offered In Contract Awards in Depressed Areas
- E Representation in Congress
- F Economic Development Administration Assistance
- G Environmental Protection Agency (See "Ecological Factors")
- H Occupational Safety and Health Administration
- I Housing and Community Development Act Programs
- J Coastal Zone Management Act

VII GOVERNMENT PROGRAMS: STATE

- A Structure of State Government, Financial Condition and Attitudes
- B State Regulations and Legislation
- C State Taxes
- D Comparison of Total State and Local Tax Load with Services Rendered
- E Future Tax Prospects In the Area, In View of Needs for Major Capital improvements
- F Special Tax Incentives
- G State Industrial Financing Programs
- H Labor Legislation
- I Special State Services for Industry

VIII GOVERNMENT PROGRAMS: LOCAL

- A Structure of Municipal Government
- B Financial Condition
- C Civic Attitudes
- D Civil Disorders
- E Local Taxes
- F Special Tax Incentives (See also State Government)
- G Industrial Financing Programs

LOCATION AND SITE ANALYSIS CRITERIA
(FROM CONWAY DATA, INC.)

- H Planning Commission
- I Industrial Zoning
- J Building Codes
- K Traffic and Parking
- L Streets

IX WATER AND WASTE

- A Regional Water Situation
- B Local Water Supply
- C Surface Water- Streams and Lakes
- D Ground Water- Wells
- E Sea water
- F Waste Water, Sewage Disposal
- G Solid Waste Disposal Via Public Agency
- H Solid Waste Disposal On Site
- I Solid Waste Disposal Off Site
- J Solid Waste Disposal Via Recycling

X ENVIRONMENTAL IMPACT, ECOLOGICAL FACTORS

- A Federal Regulations
- B State and Local Regulations
- C Attitude of General Public In Area Toward New Development
- D Geographic Factors Affecting Pollution
- E Community Progress in Reducing Pollution
- F Special Legislation
- G Impact Statements for Developments of Regional Impact (new towns, airports, attractions and recreation facilities, electric generating facilities and transmission lines, hospitals, industrial plants and industrial parks, mining operations, office parks, petroleum storage facilities, residential developments, shopping centers)
- H Trade-Off Situations
- I Analysis of Site from Ecological Viewpoint

XI QUALITY OF LIFE FACTORS

- A General Appearance of Community
- B Community Features
- C Health and Welfare
- D Police and Fire Protection
- E Education
- F Cultural Aspects
- G Recreational Facilities
- H Churches
- I Living Costs
- J Employee Relocation Policies and Factors

XII CLIMATE

- A For each month of year provide following data from Nearest Natl Weather Service Reporting Station
- B Other climatic data
- C History of natural disasters, special weather hazards
- D Climatic Effects on Costs

LOCATION AND SITE ANALYSIS CRITERIA
(FROM CONWAY DATA, INC.)

XIII Specific Sites- Planning Factors

- A Type of Site
- B Topographic Consideration
- C Geologic Consideration
- D Transportation Service on Site (See also "Transportation")
- E Transportation Service in Area
- F Potential for Intermodal Transfer of Containers
- G Utilities (See "Power and Fuel," "Water and Waste Disposal")
- H Site development costs
- I Intangible Considerations
- J Legal Check-Points
- K Cost of Land
- L Zoning Requirements
- M Consideration of Special Strategies
- N Deed Covenants (presented according to IDRC Uniform Outline)

XIV BUILDINGS: OFFICE, WAREHOUSE, INDUSTRIAL

- A Available Buildings
- B Leasing Data
- C Points to Cover in Leases on Public Property (Such as an Airport)
- D Points to cover in an appraisal
- E Office-of-the-future concept special requirements
- F Furniture, fixtures, miscellaneous assets
- G Facilities for R&D, science activities

XV INTERNATIONAL PROJECTS

- A Corporate Rationale for Location Outside US
- B Who Will Do Location Analysis and Site Selection
- C US Govt Policies on Capital Investment in Foreign Ventures
- D Political Risk Evaluation for Foreign Areas
- E Foreign Government Regulations and Policies
- F Tariffs and Customs Regulations
- G Economic Factors
- H Financing
- I General Business Factors
- J Selecting foreign architect, engineer, other professionals
- K Other Factors