

**PLACER COUNTY
ECONOMIC AND
DEMOGRAPHIC
PROFILE
2007**

Placer County, California

PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2007

PLACER COUNTY, CALIFORNIA

Prepared for

County of Placer
Office of Economic Development
175 Fulweiler Avenue
Auburn, CA 95603-4543
530/889-4016
FAX 530/889-4095

Prepared by

Sacramento Regional Research Institute,
A Joint Venture of SACTO and Sacramento State
400 Capitol Mall, Suite 2500
Sacramento, CA 95814-4436
916/491-0444
FAX 916/441-2312

Placer County Economic and Demographic Profile 2007

Funded by:

**County of Placer
Office of Economic Development**

Produced by:

**Sacramento Regional Research Institute
A Joint Venture of SACTO and Sacramento State**

Ryan Sharp, Director
Helen Schaubmayer, Deputy Director
Sean Rudden, Research Analyst
Angela Owens, Research Analyst

Foreword

Placer County, one of California's fastest growing counties and a key component of the Sacramento Region's economy, offers many attractive features to businesses and residents including strong economic and demographic growth, a healthy business climate, developed infrastructure, and excellent quality of life. The County has benefited from expansions in its transportation infrastructure and the location of prominent businesses such as Hewlett Packard, Oracle Corporation, Ace Hardware, and Pride Industries. One of the County's most noted gems, the Sierra Nevada Mountains, home of the 1960 Winter Olympics, provides abundant recreational opportunities to its residents and visitors from around the world. All of these aspects have made Placer County a desirable location to live, work, and play.

The *Placer County Economic and Demographic Profile 2007* covers a number of topics including demographics, education, business climate, real estate, infrastructure, and quality of life. Where available, the most recent data is provided for Placer County and its incorporated cities along with 5-year and 10-year historical data points and projections. Comparisons to the Sacramento Region (El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties), Bay Area (Alameda, Contra Costa, Marin, San Benito, San Francisco, San Mateo, and Santa Clara Counties), and California are also made throughout the report. The Profile was prepared for the Placer County Office of Economic Development by the Sacramento Regional Research Institute (SRRI), a joint venture of the Sacramento Area Commerce and Trade Organization (SACTO) and California State University, Sacramento (Sacramento State).

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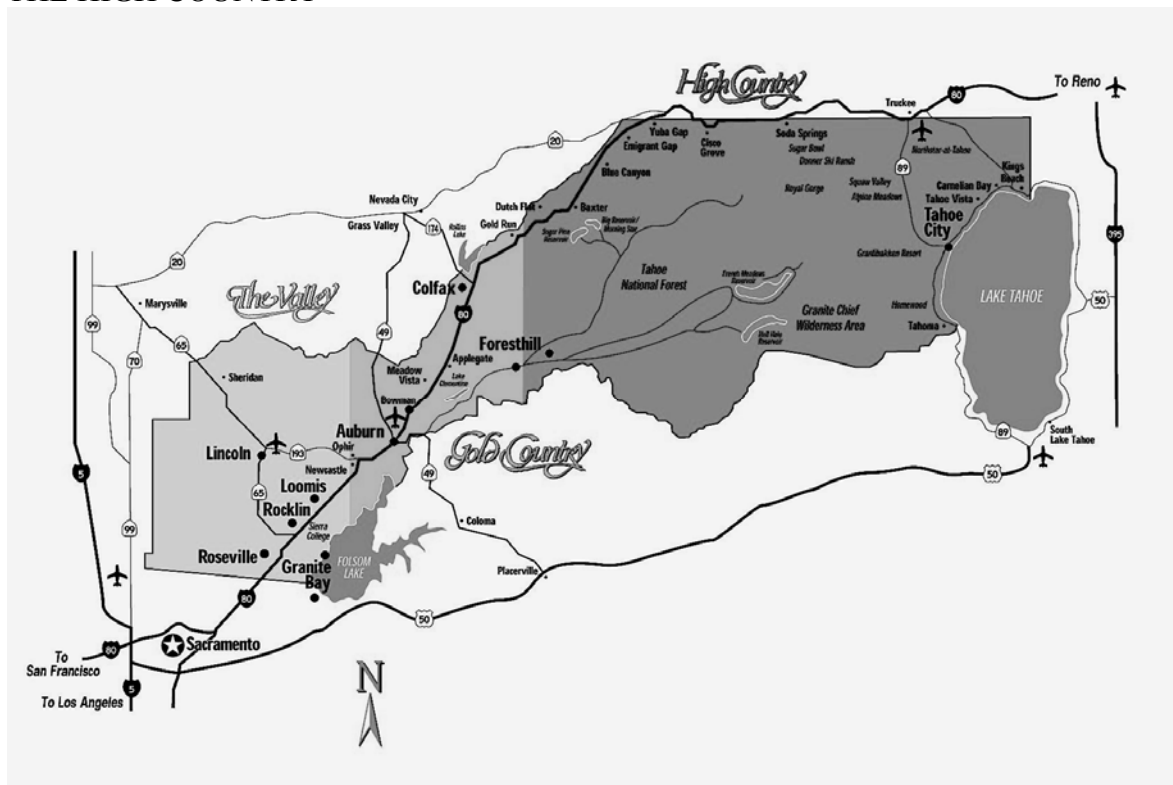
INTRODUCTION
Sacramento Regional Research Institute

Introduction

Placer County encompasses 1,506 square miles (including 82 square miles of water) or 964,140 acres (including 52,780 acres of water) and is located 80 miles northeast of San Francisco, California. It is bordered by Nevada County to the north, the State of Nevada to the east, El Dorado and Sacramento Counties to the south, and Sutter and Yuba Counties to the west. The County is part of the Sacramento Region, which also includes the Counties of El Dorado, Sacramento, Sutter, Yolo, and Yuba. The City of Auburn, the government center of Placer County, is located 120 miles southwest of Reno, Nevada.

Figure 1 is a map of the entire County and its three regions: the Valley, the Gold Country, and the High Country. The three regions have varying degrees of development and geographical/topographical characteristics. The Valley is the most urbanized of the three regions in terms of population and overall commercial development. The Gold Country and High Country vary greatly from the Valley region in terms of its geography—the regions’ foothills and Sierra Nevada Mountains are well known for the recreational opportunities they provide.

FIGURE 1
PLACER COUNTY MAP—THE VALLEY, THE GOLD COUNTRY, AND THE HIGH COUNTRY



Sacramento Regional Research Institute, December 2006
Data Source: Placer County Office of Economic Development

INTRODUCTION

Placer County's 150-year history began with the discovery of gold in 1848. In fact, the County took its name from the Spanish word for sand or gravel deposits that contain gold. Gold was discovered on the American River in 1848 by James W. Marshall at Sutter's Mill in Coloma. One of the first parties to capitalize on Marshall's success was organized by Claude Chana who panned three large gold nuggets from a stream at the Auburn Ravine on May 16, 1848. This discovery warranted the establishment of a new mining settlement, which was named Auburn in 1849. By April 25, 1851, the County of Placer was formed, and Auburn was designated as the County seat.

The railroad has also been a major part of Placer County's history. Between 1864 and 1865, Central Pacific Railroad laid track from Sacramento to reach various parts of Placer County, including Roseville, Rocklin, Newcastle, Auburn, and Colfax. The track in Roseville crossed with an existing rail line that connected Folsom with Lincoln—this spot became known as Junction and the site where Roseville was established. In 1906, the Southern Pacific Railroad, wishing to expand, moved its facilities to Roseville, establishing the City as a major railroad center and just three years later (1909), Roseville was incorporated. In 1913, Pacific Fruit Express (PFE, a joint venture between Union Pacific and Southern Pacific) completed construction of its ice manufacturing plant in Roseville, which became the world's largest plant of its kind by 1920. PFE's operations supplied ice to railcars to refrigerate fruits and vegetables being shipped to other parts of the country.

Another major city in Placer County, Rocklin, was incorporated in 1893. The City's history is rooted in the granite mining industry—by 1910, 22 granite quarries were operating in Rocklin. Much of this granite was delivered by train out of town for use in the California state capitol and San Francisco buildings.

Lincoln, incorporated in 1890, was named after a San Francisco businessman, Charles Lincoln Wilson, who was a major player in the financing of the rail line to carry Pony Express mail between Sacramento and Folsom. Nearby Loomis, founded in 1850, was the second-largest station for fruit shipping in the County in the early 1900s. James Loomis, the main figurehead of the town's early days, is the namesake of the City, which was officially incorporated in December 1984.

Colfax, originally known as Alder Grove, had its beginnings as a camp for trappers and gold miners in the mid-19th century and eventually its activities were centered on the railroad. The town was named after Schulyer Colfax, U.S. Speaker of the House of Representatives at the time, and was incorporated in 1910.

All of the towns and communities (including, but not limited to, Newcastle, Penryn, Sheridan, and Foresthill) within Placer County have contributed to the County's rich history. Many towns had their beginnings in mining, but have evolved over the years into ranching, farming, and timber communities and recreation destinations.

INTRODUCTION

In 1956, construction on Interstate 80 was completed, linking Placer County towns and cities to points East and West. The Interstate was built in preparation for the 1960 Olympic Games at Squaw Valley.

Placer County's strong growth and development in more recent times can, in large part, be attributed to the relocation of Hewlett-Packard from the Bay Area to Roseville in the beginning of the 1980s. The interest shown by new, expanding, and relocating companies to Placer County developed into a demand for substantial expansion of the available commercial and residential space. Today's Placer County represents a rapidly growing and prosperous community characterized by a healthy and mature economy, attractive business environment, and residents who benefit from a developed educational, safety, and healthcare infrastructure, in addition to abundant recreational opportunities.



DEMOGRAPHICS
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Demographics

Placer County’s population has grown significantly over the past five to ten years. In fact, the County ranked 34th in the U.S. Census Bureau’s list of the “100 Fastest Growing U.S. Counties with 10,000 or more Population in 2005: April 1, 2000 to July 1, 2005.” This growth has produced changes in the County’s demographic composition and has naturally led to growth in housing units to support the population increases.

This section covers various demographic characteristics of Placer County including population, migration, age, ethnicity, housing units, and income.

Population

Figure 2 shows that in January 2006, Placer County’s total population reached almost 317,000 people, about 14 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (about 105,000) and Rocklin (almost 51,000).

**FIGURE 2
POPULATION**

Area	1996	2001	2002	2003	2004	2005	2006
Placer County	215,000	258,563	271,109	283,942	297,033	308,431	316,508
Auburn	12,200	12,546	12,587	12,605	12,845	12,972	12,975
Colfax	1,460	1,574	1,712	1,789	1,809	1,840	1,825
Lincoln	8,525	13,610	16,826	19,969	23,447	27,408	33,589
Loomis	6,300	6,302	6,304	6,351	6,332	6,335	6,480
Rocklin	27,350	39,520	43,130	46,069	49,751	50,989	50,920
Roseville	63,200	83,131	87,630	93,502	98,558	103,185	104,655
Unincorporated	96,000	101,880	102,920	103,657	104,291	105,702	106,064
Sacramento Region	1,780,700	1,985,503	2,044,290	2,098,249	2,148,709	2,193,018	2,229,940
Bay Area	5,508,100	5,933,806	5,991,716	6,029,625	6,060,165	6,093,759	6,146,690
California	31,837,000	34,441,561	35,088,671	35,691,472	36,245,016	36,728,196	37,172,015

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Finance, E-4 Estimates

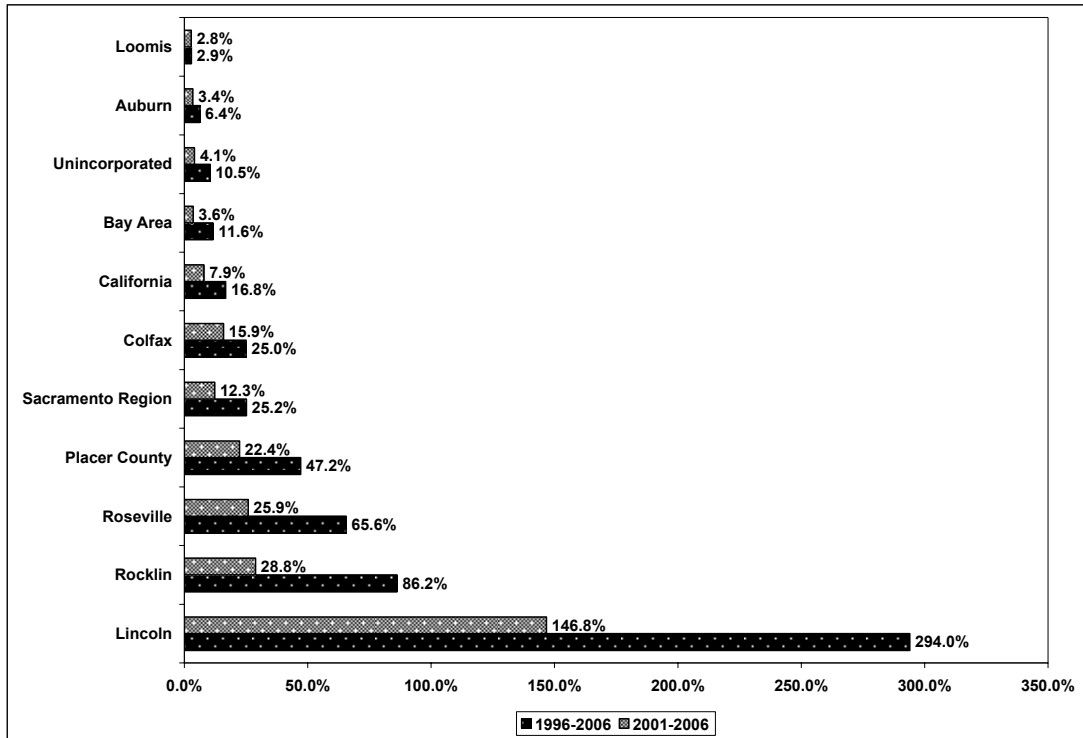
Notes: All figures based on January of the corresponding year.

DOF Disclaimer: "Parts may not add due to independent rounding."

DEMOGRAPHICS

As shown in Figure 3, Placer County's population grew over 47 percent in the 1996 to 2006 period, making Placer the fastest-growing county in the Sacramento Region and exceeding average growth rates of the Bay Area and California. Lincoln's population showed the greatest increase of Placer County cities with 294 percent growth in this ten-year period. According to the California Department of Finance (DOF), the City of Lincoln, with a population of almost 34,000, had the highest annual growth rate (nearly 23 percent) of all California cities from January 2005 to January 2006. Both Rocklin and Roseville also experienced high ten-year increases with respective growth rates of approximately 86 percent and 66 percent.

FIGURE 3
1996-2006 AND 2001-2006 POPULATION GROWTH RATES



Sacramento Regional Research Institute, December 2006
 Data Source: California Department of Finance, E-4 Estimates

DEMOGRAPHICS

Figure 4 shows that Placer County's population is projected to increase by about 97,000 people to over 413,000 residents by 2015. Overall, the County is projected to see growth of close to 31 percent between 2006 and 2015, which is a higher rate than the Sacramento Region's, Bay Area's and California's respective projected increases of approximately 24 percent, 11 percent, and 16 percent.

**FIGURE 4
POPULATION PROJECTIONS**

Area	2006	2010	2015	% Change 2006-2010	% Change 2006-2015
Placer County	316,508	364,936	413,184	15.3%	30.5%
Sacramento Region	2,229,940	2,492,224	2,757,074	11.8%	23.6%
Bay Area	6,146,690	6,468,364	6,816,205	5.2%	10.9%
California	37,172,015	40,200,000	43,200,000	8.1%	16.2%

Sacramento Regional Research Institute, December 2006

Data Sources: California Department of Finance, E-4 Estimates; California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

DEMOGRAPHICS

In addition to the incorporated cities, the Census Bureau provides 2000 population data for places within Placer County that are not designated as incorporated cities (shown in Figure 5). By far, places within the Valley region have the highest population and growth since 1990 of the three Placer County regions. Rocklin and Roseville had the greatest increase in population from 1990 to 2000 with respective growth rates of 91 percent and 79 percent. Although some places within the High Country region are relatively small in population, two of them, Kings Beach and Tahoe Vista, grew considerably during the 1990 to 2000 time period with respective rates of about 44 percent and 46 percent.

FIGURE 5
POPULATION IN PLACER COUNTY
PLACES

<i>Area</i>	<i>1990</i>	<i>2000</i>	<i>% Change 1990-2000</i>
Placer County	172,796	248,399	43.8%
<i>The Valley</i>			
Granite Bay	-	19,388	-
Lincoln	7,248	11,205	54.6%
Loomis	5,705	6,260	9.7%
Rocklin	19,033	36,330	90.9%
Roseville	44,685	79,921	78.9%
<i>Gold Country</i>			
Auburn	10,592	12,462	17.7%
Colfax	1,306	1,496	14.5%
Meadow Vista	3,067	3,096	0.9%
North Auburn	10,301	11,847	15.0%
<i>High Country</i>			
Dollar Point	1,449	1,539	6.2%
Foresthill	1,409	1,791	27.1%
Kings Beach	2,796	4,037	44.4%
Sunnyside-Tahoe City	1,643	1,761	7.2%
Tahoe Vista	1,144	1,668	45.8%

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Data Source: U.S. Census Bureau, Census 1990 and 2000
Note: Granite Bay data was not available in 1990.

Daytime Population

Daytime population is a measure of how many people reside in an area during normal business hours (8am-5pm, Monday through Friday). The difference between daytime population and resident population is a population change resulting from people commuting into an area for work. Areas that show major daytime population percentage gains have a large influx of people during working hours relative to their resident population.

DEMOGRAPHICS

As shown in Figure 6, Placer County has a daytime population change of -0.7 percent with approximately 1,800 people leaving the County daily. The cities of Auburn and Roseville have daytime population gains of almost 4,700 people (37 percent) and about 12,000 people (15 percent), respectively, due to the commuting patterns of people traveling to those cities for work.

FIGURE 6
DAYTIME POPULATION IN 2000

Area	Total Resident	Estimated Daytime	Daytime Population Change Due to Commuting	
	Population	Population	Number	Percent
Placer County	248,399	246,586	-1,813	-0.7%
Auburn	12,462	17,122	4,660	37.4%
Lincoln	11,205	11,660	455	4.1%
Loomis	6,260	5,912	-348	-5.6%
Rocklin	36,330	28,435	-7,895	-21.7%
Roseville	79,921	91,983	12,062	15.1%

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Data Source: U.S. Census Bureau, 2000 Census

Note: Colfax data is not available.

Population Density

In 2006, as shown in Figure 7, Placer County had a population density of 225 people per square mile. In comparison, the average density of the Sacramento Region and California were 352 and 238 people per square mile, respectively. An even more significant contrast is a comparison to the Bay Area, which has, on average, about 1,200 people per square mile. Population density within the County is highest within the incorporated cities in the Valley—Roseville and Rocklin each have over 3,000 people per square mile.

FIGURE 7
POPULATION DENSITY PER SQUARE MILE

Area	1996	2001	2006
Placer County	153	184	225
Auburn	1,655	1,702	1,761
Colfax	1,115	1,202	1,393
Lincoln	466	744	1,836
Loomis	857	857	882
Rocklin	1,691	2,444	3,149
Roseville	2,073	2,727	3,434
Unincorporated	73	77	80
Sacramento Region	281	314	352
Bay Area	1,069	1,152	1,193
California	204	221	238

Sacramento Regional Research Institute, December 2006

Data Sources: U.S. Census Bureau, Geographic Comparison Table;

California Department of Finance, E-4 Estimates

Note: Based on population data in January of corresponding year.

DEMOGRAPHICS

Migration

Net migration is the number of residents who left the area to live abroad, all foreign immigrants, and the balance of people that move to and from the location from within the United States. Births and deaths determine an area's natural population increase (or decrease), while net migration shows, for example, the number of retirees or other population groups relocating to a region.

As shown in Figure 8, over 83 percent of Placer County's population growth from 2004 to 2005 was due to net migration. In comparison, only 62 percent and 36 percent of the population growth, on average, in the Sacramento Region and California, respectively, can be attributed to net migration. This demonstrates Placer County's appeal to residents relocating. The Bay Area, however, has consistently lost residents each year since 2002.

FIGURE 8
TOTAL NET MIGRATION AND PERCENT OF POPULATION GROWTH
DUE TO MIGRATION

Area	1995	2000	2001	2002	2003	2004	2005	2010	2015
Placer County									
Net Migration	7,523	8,128	11,550	10,787	12,255	11,099	8,687	7,867	7,679
% of Population Growth due to Migration	85.8%	87.7%	91.3%	90.0%	89.9%	87.8%	83.4%	82.1%	80.7%
Sacramento Region									
Net Migration	4,652	35,728	49,813	40,487	38,815	32,124	26,852	33,990	32,718
% of Population Growth due to Migration	23.6%	73.6%	79.2%	76.5%	72.4%	67.4%	61.5%	65.2%	61.9%
Bay Area									
Net Migration	-15,948	60,281	27,264	-3,996	-12,279	-19,107	-503	25,044	20,465
% of Population Growth due to Migration	-	57.3%	36.8%	-	-	-	-	35.0%	30.6%
California									
Net Migration	-149,123	382,650	387,984	315,239	292,899	210,991	178,676	291,635	260,059
% of Population Growth due to Migration	-	56.3%	56.6%	51.8%	49.1%	40.9%	35.8%	48.6%	43.3%

Sacramento Regional Research Institute, December 2006

Data Sources: California Department of Finance, E-6 Estimates;

California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

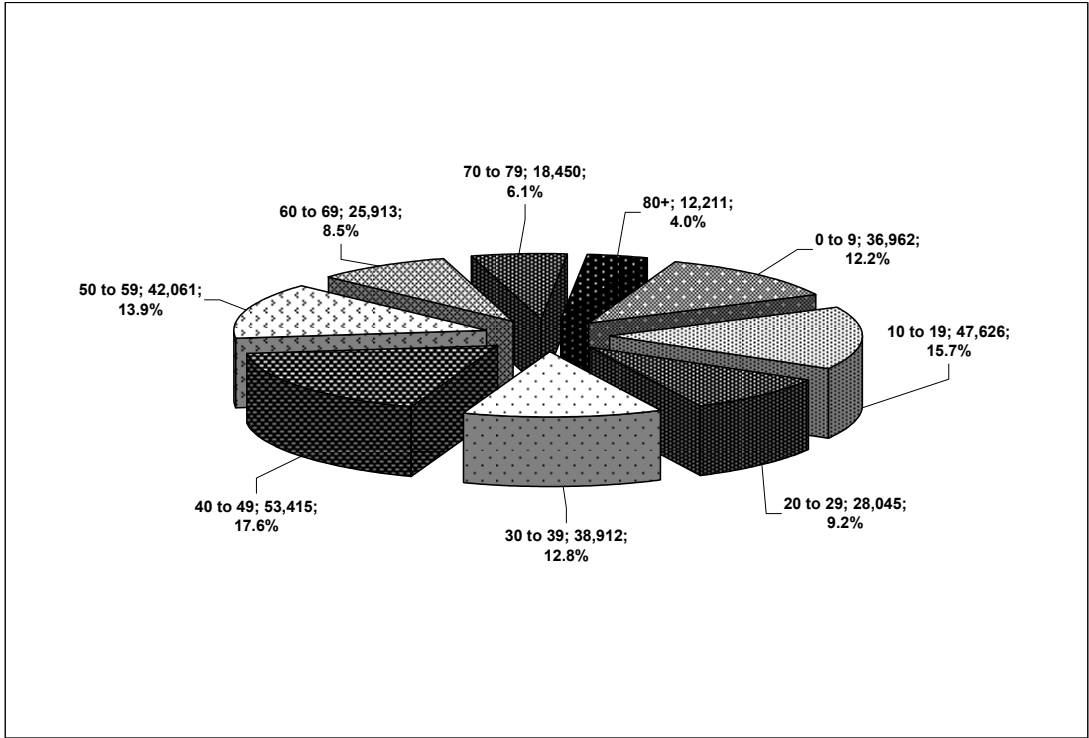
Notes: Figures represent totals in July of corresponding year.

Percent of population growth due to migration cannot be applicably represented when net migration was negative and population change was positive.

Age

Figure 9 shows the age composition of Placer County in 2005. At almost 18 percent (over 53,000 people), the 40- to 49-year-old age bracket encompasses the highest proportion of the total population. The second largest age group is the 10- to 19-year-old group with close to 16 percent of Placer’s population in 2005, almost 48,000 people.

FIGURE 9
PLACER COUNTY AGE COMPOSITION IN 2005



Sacramento Regional Research Institute, December 2006
Data Source: California Department of Finance, Race/Ethnic Population Data Files

DEMOGRAPHICS

Figure 10 shows that the Sacramento Region, the Bay Area, and California, in comparison to Placer County, have a much more even distribution of age groups through 59 years old. The Region's largest age group is the 10 to 19 bracket (almost 16 percent) while California's 40 to 49 age bracket accounts for the largest proportion of the population (over 15 percent), just slightly above the proportions for the 10 to 19 and 30 to 39 age groups. The Bay Area's population is largely in the 30 to 39 age bracket, approximately 17 percent of the total population.

With the exception of the 10 to 19 age bracket, all age groups below 40 years old in Placer County declined in their proportion of total population between 1995 and 2005, while all age categories 40 and above had positive shifts in composition. The largest positive increase in composition from 1995 to 2005 was seen in the 50 to 59 age bracket, about 4 percentage points. Similar trends were seen in the Sacramento Region, the Bay Area, and California, but with a smaller composition shift in each category. Age projections to 2015 for Placer County show high shifts of composition from 2005 to 2015 in the 20 to 29 and the 60 to 69 age brackets, each increasing approximately 3 percentage points.

DEMOGRAPHICS

FIGURE 10
ANNUAL AGE COMPOSITION AND COMPOSITION SHIFT

Area / Timeframe	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Placer County									
1995	15.4%	12.9%	12.1%	17.2%	16.5%	10.2%	7.6%	5.6%	2.6%
2000	13.9%	15.0%	9.5%	14.9%	17.0%	12.4%	7.8%	6.1%	3.3%
2005	12.2%	15.7%	9.2%	12.8%	17.6%	13.9%	8.5%	6.1%	4.0%
2010	11.9%	14.5%	11.6%	10.1%	16.8%	14.9%	10.0%	6.2%	4.1%
2015	11.9%	13.2%	12.4%	10.2%	14.9%	15.4%	11.2%	6.6%	4.1%
2000-2005	-1.7%	0.7%	-0.3%	-2.1%	0.6%	1.5%	0.7%	0.0%	0.7%
1995-2005	-3.2%	2.8%	-2.8%	-4.4%	1.1%	3.6%	0.9%	0.5%	1.4%
2005-2010	-0.3%	-1.2%	2.4%	-2.8%	-0.8%	1.0%	1.5%	0.1%	0.1%
2005-2015	-0.2%	-2.4%	3.2%	-2.6%	-2.7%	1.6%	2.7%	0.5%	0.1%
Sacramento Region									
1995	16.4%	14.6%	14.1%	17.2%	14.7%	8.8%	6.8%	5.0%	2.4%
2000	14.8%	15.4%	13.4%	15.2%	15.4%	10.9%	6.8%	5.3%	2.9%
2005	13.4%	15.8%	13.9%	14.4%	15.0%	12.2%	7.1%	4.9%	3.2%
2010	13.9%	14.6%	14.6%	13.7%	14.1%	12.7%	8.5%	4.7%	3.1%
2015	14.1%	13.9%	14.8%	13.3%	13.5%	12.7%	9.6%	5.0%	2.9%
2000-2005	-1.4%	0.4%	0.5%	-0.9%	-0.4%	1.4%	0.4%	-0.4%	0.3%
1995-2005	-2.9%	1.2%	-0.2%	-2.8%	0.3%	3.4%	-0.7%	-0.2%	0.8%
2005-2010	0.4%	-1.2%	0.7%	-0.7%	-0.9%	0.5%	1.4%	-0.1%	-0.1%
2005-2015	0.7%	-1.9%	0.9%	-1.0%	-1.5%	0.5%	2.5%	0.1%	-0.3%
Bay Area									
1995	14.2%	12.4%	16.0%	18.4%	15.3%	9.4%	6.6%	4.9%	2.6%
2000	13.1%	12.4%	14.6%	17.9%	15.8%	11.5%	6.6%	5.1%	3.0%
2005	12.8%	12.7%	12.5%	16.9%	16.5%	13.1%	7.5%	4.7%	3.3%
2010	12.7%	12.2%	12.6%	15.1%	16.5%	13.7%	9.3%	4.7%	3.3%
2015	12.2%	12.1%	12.6%	13.3%	16.0%	14.5%	10.7%	5.5%	3.1%
2000-2005	-0.3%	0.2%	-2.1%	-1.0%	0.8%	1.6%	0.9%	-0.4%	0.3%
1995-2005	-1.4%	0.3%	-3.6%	-1.5%	1.2%	3.6%	0.9%	-0.2%	0.7%
2005-2010	-0.2%	-0.5%	0.2%	-1.9%	0.0%	0.6%	1.8%	0.0%	0.0%
2005-2015	-0.7%	-0.6%	0.2%	-3.6%	-0.5%	1.5%	3.2%	0.8%	-0.2%
California									
1995	16.8%	14.3%	15.5%	17.4%	13.9%	8.5%	6.3%	4.7%	2.4%
2000	15.3%	14.9%	14.5%	16.2%	14.8%	10.3%	6.3%	5.0%	2.8%
2005	13.9%	15.1%	14.0%	15.0%	15.2%	11.8%	7.0%	4.7%	3.2%
2010	13.9%	14.1%	14.5%	13.9%	14.6%	12.7%	8.5%	4.7%	3.2%
2015	14.0%	13.1%	14.7%	13.4%	13.7%	13.2%	9.8%	5.2%	3.1%
2000-2005	-1.4%	0.3%	-0.5%	-1.2%	0.4%	1.5%	0.5%	-0.3%	0.4%
1995-2005	-2.9%	0.8%	-1.5%	-2.4%	1.2%	3.3%	0.4%	0.0%	0.8%
2005-2010	0.0%	-1.1%	0.4%	-1.1%	-0.5%	0.9%	1.7%	0.0%	0.0%
2005-2015	0.1%	-2.1%	0.7%	-1.7%	-1.5%	1.3%	3.0%	0.5%	-0.1%

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Finance, Race/Ethnic Population Data Files

Note: Differences due to rounding.

DEMOGRAPHICS

In the five- and ten-year historical time periods, Placer County's largest population growth occurred in the 80+, 50 to 59, and 10 to 19 age brackets, somewhat similar trends as the Sacramento Region, but differing from the other two comparison areas which had the highest growth rates in the age brackets 50 years and above. As shown in Figure 11, Placer County's respective 1995 to 2005 growth rates in these age brackets were about 122 percent, 94 percent, and 75 percent. In the Sacramento Region, the Bay Area, and California, the highest population growth from 2005 to 2015 is projected to be in the 60 to 69 age group with respective rates of around 69 percent, 58 percent, and 63 percent. A significant difference between the four areas is the projected growth rate in the 20 to 29 age bracket. Placer County is projected to have an approximate 78 percent increase (the highest growth among all age brackets), while the Sacramento Region, the Bay Area, and California are projected to have just 34 percent, 12 percent, and 18 percent respective increases in this age group.

DEMOGRAPHICS

FIGURE 11
ANNUAL POPULATION BY AGE AND PERCENT GROWTH

Area / Timeframe	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Placer County									
1995	32,558	27,204	25,502	36,408	34,926	21,643	16,050	11,761	5,503
2000	34,720	37,357	23,795	37,266	42,374	30,904	19,477	15,253	8,325
2005	36,962	47,626	28,045	38,912	53,415	42,061	25,913	18,450	12,211
2010	41,498	50,539	40,560	35,145	58,611	51,891	35,011	21,555	14,303
2015	48,019	53,285	50,036	40,940	59,882	62,012	45,031	26,533	16,646
2000-2005	6.5%	27.5%	17.9%	4.4%	26.1%	36.1%	33.0%	21.0%	46.7%
1995-2005	13.5%	75.1%	10.0%	6.9%	52.9%	94.3%	61.5%	56.9%	121.9%
2005-2010	12.3%	6.1%	44.6%	-9.7%	9.7%	23.4%	35.1%	16.8%	17.1%
2005-2015	29.9%	11.9%	78.4%	5.2%	12.1%	47.4%	73.8%	43.8%	36.3%
Sacramento Region									
1995	289,386	258,432	249,637	304,006	259,200	156,136	119,506	88,871	42,541
2000	288,504	300,144	260,356	296,541	299,724	211,424	131,880	103,069	56,763
2005	298,626	351,360	308,859	318,786	333,294	271,478	158,785	108,147	72,068
2010	344,576	363,393	361,933	339,218	351,290	316,457	211,640	117,424	77,041
2015	393,196	386,274	413,337	371,043	377,089	354,495	267,987	139,660	81,831
2000-2005	3.5%	17.1%	18.6%	7.5%	11.2%	28.4%	20.4%	4.9%	27.0%
1995-2005	3.2%	36.0%	23.7%	4.9%	28.6%	73.9%	32.9%	21.7%	69.4%
2005-2010	15.4%	3.4%	17.2%	6.4%	5.4%	16.6%	33.3%	8.6%	6.9%
2005-2015	31.7%	9.9%	33.8%	16.4%	13.1%	30.6%	68.8%	29.1%	13.5%
Bay Area									
1995	780,194	680,683	878,959	1,009,425	841,143	517,420	362,313	268,392	141,453
2000	773,214	732,977	860,854	1,055,157	928,752	674,587	389,400	300,760	175,005
2005	789,480	781,031	767,892	1,043,472	1,017,229	803,735	462,629	290,696	202,572
2010	821,388	791,755	820,560	976,801	1,069,978	888,629	603,082	306,808	210,941
2015	829,659	822,901	863,278	909,883	1,090,466	989,732	732,816	373,812	212,585
2000-2005	2.1%	6.6%	-10.8%	-1.1%	9.5%	19.1%	18.8%	-3.3%	15.8%
1995-2005	1.2%	14.7%	-12.6%	3.4%	20.9%	55.3%	27.7%	8.3%	43.2%
2005-2010	4.0%	1.4%	6.9%	-6.4%	5.2%	10.6%	30.4%	5.5%	4.1%
2005-2015	5.1%	5.4%	12.4%	-12.8%	7.2%	23.1%	58.4%	28.6%	4.9%
California									
1995	5,335,795	4,541,423	4,928,301	5,500,671	4,415,443	2,702,589	2,006,508	1,499,445	770,188
2000	5,197,962	5,058,900	4,939,303	5,516,409	5,035,242	3,510,523	2,145,969	1,688,873	950,017
2005	5,127,072	5,581,971	5,171,571	5,516,751	5,589,997	4,359,695	2,589,594	1,732,684	1,184,889
2010	5,463,552	5,522,669	5,673,321	5,448,172	5,742,948	4,985,316	3,333,201	1,832,420	1,245,168
2015	5,804,102	5,433,212	6,117,367	5,567,044	5,681,320	5,477,515	4,055,355	2,153,800	1,281,193
2000-2005	-1.4%	10.3%	4.7%	0.0%	11.0%	24.2%	16.2%	2.6%	24.7%
1995-2005	-3.9%	22.9%	4.9%	0.3%	26.6%	61.3%	24.3%	15.6%	53.8%
2005-2010	6.6%	-1.1%	9.7%	-1.2%	2.7%	14.4%	33.6%	5.8%	5.1%
2005-2015	13.2%	-2.7%	18.3%	-0.1%	1.6%	25.6%	62.6%	24.3%	8.1%

Sacramento Regional Research Institute, December 2006

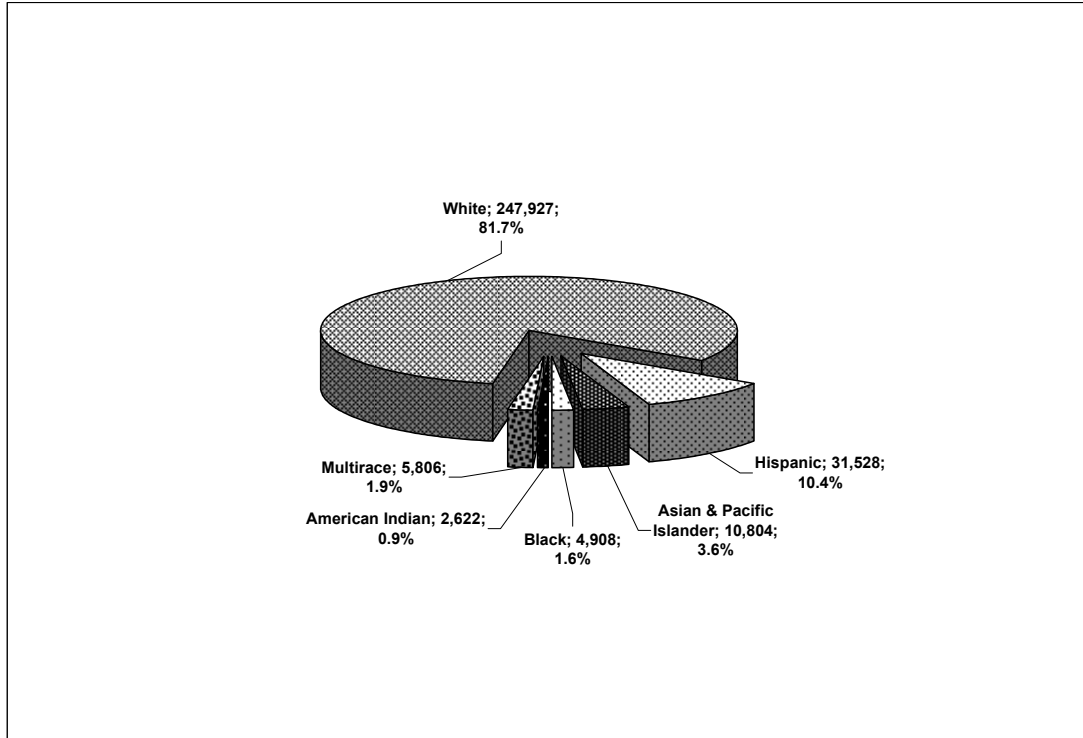
Data Source: California Department of Finance, Race/Ethnic Population Data Files

Note: Differences due to rounding.

Ethnicity

Figure 12 shows that the 2005 population in Placer County was approximately 82 percent White with about 248,000 people. The second largest ethnic group in Placer County was Hispanic, representing approximately 10 percent of the total population with almost 32,000 people.

FIGURE 12
ETHNIC COMPOSITION IN PLACER COUNTY IN 2005



Sacramento Regional Research Institute, December 2006
Data Source: California Department of Finance, Race/Ethnic Population Data Files

DEMOGRAPHICS

Figure 13 shows that, with 82 percent of the total population, the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (57 percent), the Bay Area (45 percent), and California (almost 43 percent). The Hispanic ethnic group (about 10 percent) represents a smaller proportion of Placer County's population than that in the Sacramento Region (around 19 percent), the Bay Area (about 22 percent), and a significantly lower proportion than in the state overall (almost 36 percent).

Over the past ten years, Placer County's White ethnic group composition decreased 4 percentage points; the largest increases in composition were seen in the Hispanic (over 1 percentage point) and Black (almost 1 percentage point) ethnic groups from 1995 to 2005. DOF projects that the proportion of Whites to the total population in Placer County will continue to decrease (almost 4 percentage points by 2015) with other ethnic groups, primarily Asian & Pacific Islander and Hispanic, increasing their proportion of the population, though at much lower rates than the comparison areas. The White ethnicity composition shift from 2005 to 2015 in Placer County is smaller than what is projected for the Sacramento Region (about -8 percentage point shift), the Bay Area (close to -7 percentage point shift), and the state (approximately -7 percentage point shift).

DEMOGRAPHICS

FIGURE 13
ANNUAL ETHNICITY COMPOSITION AND
COMPOSITION SHIFT

Area / Timeframe	White	Hispanic	Asian & Pacific		American		Multirace
			Islander	Black	Indian		
Placer County							
1995	85.6%	9.0%	3.2%	0.8%	1.3%	-	
2000	83.7%	9.8%	3.1%	0.8%	0.7%	2.0%	
2005	81.7%	10.4%	3.6%	1.6%	0.9%	1.9%	
2010	79.8%	10.9%	4.2%	2.0%	1.2%	1.9%	
2015	78.1%	11.3%	4.8%	2.4%	1.5%	1.8%	
2000-2005	-2.0%	0.6%	0.4%	0.8%	0.2%	-0.1%	
1995-2005	-4.0%	1.4%	0.3%	0.8%	-0.4%	-	
2005-2010	-1.9%	0.5%	0.7%	0.4%	0.3%	0.0%	
2005-2015	-3.6%	0.9%	1.3%	0.8%	0.6%	-0.1%	
Sacramento Region							
1995	68.2%	14.1%	9.3%	6.8%	1.5%	-	
2000	63.8%	16.0%	9.8%	6.7%	0.9%	2.8%	
2005	57.1%	19.2%	11.7%	7.6%	1.6%	2.9%	
2010	52.9%	21.1%	12.7%	8.3%	2.3%	2.8%	
2015	48.9%	22.8%	13.6%	9.0%	2.9%	2.7%	
2000-2005	-6.8%	3.2%	1.9%	0.9%	0.7%	0.1%	
1995-2005	-11.2%	5.1%	2.4%	0.7%	0.1%	-	
2005-2010	-4.2%	1.9%	1.0%	0.7%	0.7%	-0.1%	
2005-2015	-8.2%	3.7%	1.9%	1.4%	1.3%	-0.1%	
Bay Area							
1995	53.0%	18.1%	19.8%	8.4%	0.7%	-	
2000	48.1%	20.0%	21.8%	7.4%	0.4%	2.4%	
2005	45.0%	22.1%	22.9%	6.9%	0.5%	2.6%	
2010	40.9%	24.0%	25.2%	6.6%	0.7%	2.6%	
2015	38.4%	25.8%	25.9%	6.4%	0.8%	2.6%	
2000-2005	-3.1%	2.0%	1.1%	-0.5%	0.2%	0.2%	
1995-2005	-8.0%	3.9%	3.1%	-1.4%	-0.2%	-	
2005-2010	-4.1%	2.0%	2.3%	-0.3%	0.2%	0.0%	
2005-2015	-6.6%	3.8%	3.0%	-0.5%	0.3%	0.0%	
California							
1995	51.9%	29.5%	10.8%	6.9%	0.9%	-	
2000	47.1%	32.6%	11.3%	6.5%	0.6%	1.9%	
2005	43.0%	35.9%	11.6%	6.7%	0.8%	2.0%	
2010	39.2%	38.7%	12.4%	6.7%	1.0%	2.0%	
2015	36.3%	40.9%	12.8%	6.7%	1.2%	2.1%	
2000-2005	-4.1%	3.3%	0.3%	0.1%	0.2%	0.1%	
1995-2005	-8.9%	6.4%	0.9%	-0.3%	-0.1%	-	
2005-2010	-3.8%	2.8%	0.8%	0.0%	0.2%	0.0%	
2005-2015	-6.7%	5.0%	1.2%	0.0%	0.4%	0.1%	

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Finance, Race/Ethnic Population Data Files

Notes: Prior to 2005, Multirace was not an ethnic group categorized by DOF.

Due to changes in ethnic categories, data are imperfectly comparable.

Differences due to rounding.

DEMOGRAPHICS

As shown in Figure 14, from 1995 to 2005, the fastest-growing ethnic group, in terms of percentage growth, in Placer County was Black, increasing approximately 181 percent to a total population of about 4,900 people. The Sacramento Region, the Bay Area, and California had the highest ten-year growth in the Hispanic ethnic group with respective growth rates of 71 percent, about 37 percent, and close to 42 percent.

DOF projects the ethnic group with the highest percentage rate of growth in Placer County between 2005 and 2015 will be American Indian with nearly 127 percent growth. The Black and Asian & Pacific Islander ethnic groups are projected to have the second- and third-highest growth rates at roughly 99 percent and almost 81 percent growth. The White population is still projected to increase nearly 27 percent in Placer County by 2015—quite a variation in the projections for the Sacramento Region (approximately 7 percent) and the Bay Area and California which are each projected to see about -5 percent growth between 2005 and 2015.

DEMOGRAPHICS

FIGURE 14
ANNUAL POPULATION BY ETHNICITY AND PERCENT GROWTH

Area / Timeframe	White	Hispanic	Asian & Pacific Islander	Black	American Indian	Multirace
Placer County						
1995	181,142	19,098	6,818	1,747	2,750	-
2000	208,741	24,337	7,775	1,980	1,723	4,915
2005	247,927	31,528	10,804	4,908	2,622	5,806
2010	278,574	38,036	14,757	7,117	4,114	6,515
2015	314,216	45,608	19,496	9,778	5,943	7,343
2000-2005	18.8%	29.5%	39.0%	147.9%	52.2%	18.1%
1995-2005	36.9%	65.1%	58.5%	180.9%	-4.7%	-
2005-2010	12.4%	20.6%	36.6%	45.0%	56.9%	12.2%
2005-2015	26.7%	44.7%	80.5%	99.2%	126.7%	26.5%
Sacramento Region						
1995	1,206,275	248,930	164,790	120,858	26,862	-
2000	1,243,765	311,730	190,635	130,238	16,801	55,236
2005	1,267,349	425,687	260,410	168,280	35,570	64,107
2010	1,313,190	523,566	315,065	205,084	56,025	70,042
2015	1,361,019	635,673	379,505	250,971	81,293	76,451
2000-2005	1.9%	36.6%	36.6%	29.2%	111.7%	16.1%
1995-2005	5.1%	71.0%	58.0%	39.2%	32.4%	-
2005-2010	3.6%	23.0%	21.0%	21.9%	57.5%	9.3%
2005-2015	7.4%	49.3%	45.7%	49.1%	128.5%	19.3%
Bay Area						
1995	2,906,911	993,511	1,083,192	457,826	38,542	-
2000	2,832,726	1,179,180	1,281,802	435,768	20,903	140,327
2005	2,772,446	1,358,759	1,409,092	426,295	31,336	160,808
2010	2,657,538	1,558,563	1,633,545	426,773	42,799	170,724
2015	2,621,991	1,762,597	1,767,504	439,722	53,001	180,317
2000-2005	-2.1%	15.2%	9.9%	-2.2%	49.9%	14.6%
1995-2005	-4.6%	36.8%	30.1%	-6.9%	-18.7%	-
2005-2010	-4.1%	14.7%	15.9%	0.1%	36.6%	6.2%
2005-2015	-5.4%	29.7%	25.4%	3.1%	69.1%	12.1%
California						
1995	16,450,622	9,345,980	3,411,870	2,201,797	290,094	-
2000	16,047,989	11,082,985	3,857,492	2,222,816	192,753	639,163
2005	15,852,937	13,220,223	4,288,996	2,456,783	296,990	738,295
2010	15,377,948	15,181,594	4,865,058	2,628,971	398,048	795,148
2015	15,099,107	17,003,607	5,320,351	2,786,949	506,526	854,368
2000-2005	-1.2%	19.3%	11.2%	10.5%	54.1%	15.5%
1995-2005	-3.6%	41.5%	25.7%	11.6%	2.4%	-
2005-2010	-3.0%	14.8%	13.4%	7.0%	34.0%	7.7%
2005-2015	-4.8%	28.6%	24.0%	13.4%	70.6%	15.7%

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Finance, Race/Ethnic Population Data Files

Notes: Prior to 2005, Multirace was not an ethnic group categorized by DOF.

Due to changes in ethnic categories, data are imperfectly comparable.

Differences due to rounding.

Housing Units

In 2006, Placer County had a total of nearly 136,000 housing units—about 113,000 single family homes (83 percent of total) and 22,000 multiple family units (17 percent of total), as displayed in Figure 15. Placer County has the highest percentage of single family homes in comparison to the Sacramento Region (76 percent), the Bay Area (61 percent), and California (68 percent).

Compared to the state, the Sacramento Region, and the Bay Area, Placer County experienced the largest housing unit growth rate (almost 28 percent growth in total housing units from 2001 to 2006). Placer County's ten-year growth rate was about 55 percent, over double the Sacramento Region's growth rate of about 24 percent, over six times the Bay Area (almost 9 percent), and more than five times California's rate of close to 12 percent for total housing unit growth.

Lincoln and Rocklin had the highest housing unit growth of all incorporated cities in Placer County in both the ten-year and five-year historical period. From 1996 to 2006, Lincoln and Rocklin had respective rates of about 405 and 95 percent growth of total housing units.

DEMOGRAPHICS

FIGURE 15
NUMBER AND TYPE OF HOUSING UNITS

Area	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
Placer County									
Single	73,392	88,534	93,149	98,393	103,295	108,174	113,098	54.1%	27.7%
Multiple	14,027	17,501	18,726	19,856	21,299	21,934	22,494	60.4%	28.5%
Total	87,419	106,035	111,875	118,249	124,594	130,108	135,592	55.1%	27.9%
Auburn									
Single	3,651	3,889	3,932	3,992	4,052	4,134	4,218	15.5%	8.5%
Multiple	1,822	1,600	1,600	1,600	1,680	1,680	1,680	-7.8%	5.0%
Total	5,473	5,489	5,532	5,592	5,732	5,814	5,898	7.8%	7.5%
Colfax									
Single	426	461	497	511	524	533	538	26.3%	16.7%
Multiple	221	175	201	227	227	235	235	6.3%	34.3%
Total	647	636	698	738	751	768	773	19.5%	21.5%
Lincoln									
Single	2,334	4,202	5,783	7,204	8,979	10,895	13,711	487.4%	226.3%
Multiple	582	887	887	889	889	889	1,000	71.8%	12.7%
Total	2,916	5,089	6,670	8,093	9,868	11,784	14,711	404.5%	189.1%
Loomis									
Single	1,954	2,108	2,119	2,158	2,162	2,179	2,267	16.0%	7.5%
Multiple	120	67	67	67	67	60	60	-50.0%	-10.4%
Total	2,074	2,175	2,186	2,225	2,229	2,239	2,327	12.2%	7.0%
Rocklin									
Single	8,179	11,342	12,431	13,480	14,140	14,644	14,837	81.4%	30.8%
Multiple	1,827	3,215	3,570	3,781	4,596	4,596	4,648	154.4%	44.6%
Total	10,006	14,557	16,001	17,261	18,736	19,240	19,485	94.7%	33.9%
Roseville									
Single	17,549	25,684	26,855	28,853	30,611	32,092	32,919	87.6%	28.2%
Multiple	5,849	6,912	7,715	8,448	8,982	9,584	9,971	70.5%	44.3%
Total	23,398	32,596	34,570	37,301	39,593	41,676	42,890	83.3%	31.6%
Unincorporated									
Single	39,299	40,848	41,532	42,195	42,827	43,697	44,608	13.5%	9.2%
Multiple	3,606	4,645	4,686	4,844	4,858	4,890	4,900	35.9%	5.5%
Total	42,905	45,493	46,218	47,039	47,685	48,587	49,508	15.4%	8.8%
Sacramento Region									
Single	507,091	557,449	573,545	591,065	609,052	628,349	647,903	27.8%	16.2%
Multiple	181,726	186,656	189,941	193,975	197,172	200,919	205,277	13.0%	10.0%
Total	688,817	744,105	763,486	785,040	806,224	829,268	853,180	23.9%	14.7%
Bay Area									
Single	1,270,365	1,346,489	1,355,646	1,364,644	1,373,948	1,383,563	1,392,318	9.6%	3.4%
Multiple	817,220	828,078	837,518	847,998	855,165	874,183	874,183	7.0%	5.6%
Total	2,087,585	2,174,567	2,193,164	2,212,642	2,229,113	2,266,501	2,266,501	8.6%	4.2%
California									
Single	7,378,397	7,885,790	7,990,297	8,097,078	8,216,495	8,344,979	8,482,802	15.0%	7.6%
Multiple	3,881,832	3,850,517	3,885,481	3,926,768	3,963,665	4,016,206	4,068,851	4.8%	5.7%
Total	11,260,229	11,736,307	11,875,778	12,023,846	12,180,160	12,361,185	12,551,653	11.5%	6.9%

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Finance, E-5 Estimates

Note: Data represents of January 1 estimates for the year specified. Mobile home data has been excluded.

DEMOGRAPHICS

Income

As shown in Figure 16, Placer County's per capita personal income in 2004 was close to \$39,000, higher than both the Sacramento Region (almost \$33,000) and the state (over \$35,000), but lower than the Bay Area (approximately \$49,000). Placer County per capita personal income grew by 52 percent from 1994 to 2004, surpassing both the Sacramento Region and the state growth rates in that period (almost 50 percent and just under 52 percent, respectively), but below the Bay Area's growth rate of 64 percent.

FIGURE 16
PER CAPITA PERSONAL INCOME

<i>Area</i>	<i>1994</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>% Change 1994-2004</i>	<i>% Change 1999-2004</i>
Placer County	\$25,629	\$34,642	\$36,419	\$37,066	\$36,604	\$37,303	\$38,958	52.0%	12.5%
Sacramento Region	\$21,921	\$27,655	\$29,429	\$30,264	\$30,491	\$31,306	\$32,775	49.5%	18.5%
Bay Area	\$29,911	\$42,618	\$49,845	\$48,092	\$46,179	\$46,402	\$49,056	64.0%	15.1%
California	\$23,203	\$29,828	\$32,463	\$32,882	\$32,803	\$33,400	\$35,219	51.8%	18.1%

Sacramento Regional Research Institute, December 2006

Data Source: U.S. Bureau of Economic Analysis, Regional Economic Accounts

As shown in Figure 17, Placer County's per capita personal income is projected to increase about 31 percent from 2004 to slightly over \$51,000 by 2015. This income level surpasses both the Sacramento Region and California, but is still below the Bay Area's projected income of about \$76,000. The County's projected per capita personal income growth rate from 2004 to 2015, however, is lower than all three areas.

FIGURE 17
PER CAPITA PERSONAL INCOME PROJECTIONS

<i>Area</i>	<i>2004</i>	<i>2010</i>	<i>2015</i>	<i>% Change 2004-2010</i>	<i>% Change 2004-2015</i>
Placer County	\$38,958	\$44,391	\$51,067	13.9%	31.1%
Sacramento Region	\$32,775	\$37,798	\$44,758	15.3%	36.6%
Bay Area	\$49,056	\$61,036	\$76,039	24.4%	55.0%
California	\$35,219	\$41,542	\$49,583	18.0%	40.8%

Sacramento Regional Research Institute, December 2006

Data Sources: U.S. Bureau of Economic Analysis, Regional Economic Accounts; California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

DEMOGRAPHICS

The median household income, as reported by the U.S. Census Bureau, is the middle value of the household incomes (income of all household members aged 15 and above) within a certain location. Figure 18 shows that, in 2005, Placer County's median household income was around \$62,000, the second-highest income among the counties within the Sacramento Region and much higher than California. Between 2000 and 2005, Placer County experienced an approximate 8 percent increase in median household income, which was lower than California and other counties within the Sacramento Region, but slightly higher than the average growth rate of the counties within the Bay Area.

FIGURE 18
MEDIAN HOUSEHOLD INCOME

Area	2000	2005	% Change 2000-2005
Placer County	\$57,535	\$62,080	7.9%
Sacramento Region			
El Dorado County	\$51,484	\$63,147	22.7%
Sacramento County	\$43,816	\$51,793	18.2%
Sutter County	\$38,375	\$49,913	30.1%
Yolo County	\$40,769	\$50,157	23.0%
Yuba County	\$30,460	\$37,695	23.8%
Bay Area			
Alameda County	\$55,946	\$61,014	9.1%
Contra Costa County	\$63,675	\$69,487	9.1%
Marin County	\$71,306	\$78,919	10.7%
San Benito County	\$57,469	-	-
San Francisco County	\$55,221	\$57,496	4.1%
San Mateo County	\$70,819	\$74,546	5.3%
Santa Clara County	\$74,335	\$76,810	3.3%
California	\$47,493	\$53,629	12.9%

Sacramento Regional Research Institute, December 2006

Data Sources: U.S. Census Bureau, 2000 Census and 2005 American Community Survey

Notes: 2000 income in 1999 dollars and 2005 income in 2005 inflation-adjusted dollars.

San Benito data is not available for 2005, therefore it has not been included in 2000 data for comparison purposes.



EDUCATION

Sacramento Regional Research Institute

Education

One of Placer County's most important resources is its education system. Through a network of public and private schools, the County benefits from a well-educated community and labor force. Local institutions offer programs for most undergraduate and graduate degrees, and several institutions specialize in services to assist the business community.

This section covers enrollment and other information on primary and secondary education, as well as higher education (including community colleges, public universities, private schools, technical schools, and vocational training), in addition to a brief comparison of educational attainment in Placer County to other areas.

Primary and Secondary Education

Placer County has 18 public K-12 school districts serving its various cities and communities. The largest districts and their service regions, as provided by the Placer County Office of Education, are listed below:

- Dry Creek Joint Elementary—Roseville
- Eureka Union—Roseville
- Roseville City—Roseville
- Roseville Joint Union High—Roseville
- Rocklin Unified—Rocklin
- Placer Union High—Auburn, Loomis, Newcastle, Penryn, Foresthill, Colfax, Weimar
- Western Placer Unified—Lincoln, Sheridan
- Tahoe-Truckee Unified—Tahoe City and Kings Beach (in addition to locations in other counties bordering Placer County)

EDUCATION

Nearly 64,000 students attend school in Placer County. Figure 19 displays the various types of schools from kindergarten through 12th grade (K-12) that are located within Placer County. With almost 30,000 students, elementary schools have the highest enrollment followed by high schools (about 18,000 students) and middle schools (over 11,000 students). Placer County also has four charter schools with total enrollment of over 3,000 students (totals are distributed among elementary, middle, and high school types in Figure 19). The overall pupil-teacher ratio in Placer County is 20.8—slightly lower than California’s ratio of 21.4.

FIGURE 19
SCHOOL TYPES IN PLACER COUNTY
IN THE 2005-2006 SCHOOL YEAR

<i>School Type</i>	<i>Enrollment</i>	<i>Number of Schools</i>	<i>Pupil-Teacher Ratio</i>
Elementary	29,836	68	19.8
High	17,884	13	22.5
Middle	11,290	15	22.3
K-12	2,915	1	22.6
Alternative	631	4	28.8
Continuation	609	5	15.1
Special Education	397	1	7
County Community	122	1	24.4
Juvenile Court	58	1	9.7
Total	63,742	109	20.8

Sacramento Regional Research Institute, December 2006
 Data Source: California Department of Education, Ed-Data

EDUCATION

The County's total K-12 enrollment, shown in Figure 20, grew over 44 percent over the past ten years (about 22 percentage points higher than the Sacramento Region's growth, over seven times greater than the Bay Area, and almost three times California's growth). This is naturally in relation to the high levels of population growth experienced in the County. The largest school district in the 2005-2006 school year, with an enrollment of over 10,000 students, was Rocklin Unified followed by Roseville Joint Union High (over 8,600 students). Western Placer Unified, followed by the Dry Creek Joint Elementary and Rocklin Unified school districts are the fastest growing of the largest districts in Placer County with respective ten-year growth rates of about 123 percent, 98 percent, and 93 percent. Tahoe-Truckee Joint Unified lost student enrollment within that same time period.

FIGURE 20
TOTAL K-12 SCHOOL ENROLLMENT

Area	1995-	2000-	2001-	2002-	2003-	2004-	2005-	% Change	% Change
	1996	2001	2002	2003	2004	2005	2006	1995-1996 to 2005-2006	2000-2001 to 2005-2006
Placer County	44,246	55,531	58,228	60,716	61,718	62,666	63,742	44.1%	14.8%
Largest School Districts:									
Dry Creek Joint Elementary	3,670	5,412	5,629	6,386	7,008	7,271	7,249	97.5%	33.9%
Eureka Union Elementary	2,866	4,028	4,169	4,243	4,264	4,210	4,089	42.7%	1.5%
Placer Union High	4,595	4,781	4,673	4,706	4,746	4,743	4,752	3.4%	-0.6%
Rocklin Unified	5,182	7,426	7,899	8,615	9,171	9,644	10,011	93.2%	34.8%
Roseville City	5,262	6,093	6,625	7,114	7,527	8,002	8,316	58.0%	36.5%
Roseville Joint Union High	4,998	7,115	7,360	7,724	8,023	8,387	8,627	72.6%	21.3%
Tahoe-Truckee Joint Unified	4,761	5,094	5,570	5,342	4,589	4,503	4,304	-9.6%	-15.5%
Western Placer Unified	3,510	6,208	7,040	7,280	7,309	7,160	7,842	123.4%	26.3%
Sacramento Region	321,827	364,834	374,927	382,981	387,142	392,314	394,681	22.6%	8.2%
Bay Area	775,453	825,885	818,677	822,278	821,626	822,062	821,089	5.9%	-0.6%
California	5,467,224	6,050,895	6,147,375	6,244,732	6,298,747	6,322,096	6,312,393	15.5%	4.3%

Sacramento Regional Research Institute, December 2006
Data Source: California Department of Education, Dataquest

EDUCATION

Placer County has had consistently higher graduation rates than the Sacramento Region, the Bay Area, and California over the past ten years, as shown in Figure 21. In the most recent school year where data is available (2004-2005), Placer County's graduation rate was just over 90 percent, almost 2 percentage points over the Bay Area's rate, 4.5 percentage points higher than the Sacramento Region, and 5.4 percentage points higher than California. In the past five years, Placer County's graduation rate has shifted about 2.5 percentage points from the 93 percent rate seen in the 1999-2000 school year, but still remains above 90 percent after peaking at almost 95 percent in the 2000-2001 school year. Of the largest school districts in Placer County, Rocklin Unified and Tahoe-Truckee Joint Unified had the highest rates in 2004-2005 with respective graduation rates of about 96 percent and 95 percent.

FIGURE 21
HIGH SCHOOL GRADUATION RATES

Area							<i>Shift</i>
	1999- 2000	2000- 2001	2001- 2002	2002- 2003	2003- 2004	2004- 2005	1999-2000 to 2004-2005
Placer County	92.9%	94.5%	93.9%	91.5%	91.0%	90.4%	-2.5%
High School Districts:							
Placer Union High	88.7%	90.0%	91.2%	88.3%	88.8%	88.3%	-0.4%
Rocklin Unified	94.9%	95.3%	97.2%	99.1%	95.7%	96.1%	1.2%
Roseville Joint Union High	93.6%	95.8%	96.9%	95.9%	95.8%	93.4%	-0.2%
Tahoe-Truckee Joint Unified	94.7%	95.8%	93.8%	93.2%	93.0%	95.4%	0.7%
Western Placer Unified	96.6%	99.1%	88.2%	81.3%	78.7%	79.4%	-17.2%
Sacramento Region	84.8%	84.9%	84.3%	84.1%	85.0%	85.9%	1.0%
Bay Area	88.9%	89.4%	90.8%	91.1%	90.1%	88.6%	-0.3%
California	85.9%	86.8%	87.0%	86.7%	85.4%	85.0%	-0.9%

Sacramento Regional Research Institute, December 2006
 Data Source: California Department of Education, Dataquest
 Note: Ten-year data point not available.

EDUCATION

The Scholastic Aptitude Test (SAT) measures high school students' verbal and mathematical reasoning skills where total scores of verbal and math each are measured on a scale between 200 and 800. In the 2005-2006 academic year, a writing section was added to the SAT with the same scoring scale as the verbal and math sections. Combined, the total score of these three sections can range from 600 to 2400. In order to compare scores over the past five years, only the total of the verbal and math average scores are included in Figure 22. As shown in this Figure, in the 2005-2006 school year, Placer County's total average SAT score (math and verbal average combined) was 1061, higher than the Sacramento Region and California, but slightly lower than the Bay Area. The County's total average scores have been consistently higher than those for California and the Sacramento Region over the past few years and have increased at a higher rate over the five-year period than all comparison areas. On average, scores for Placer County students have been 44 points above statewide scores and 26 above Sacramento Region average scores. The County has had similar SAT scores as the Bay Area, alternating slightly above or slightly below the comparison area over the past five years and just above the Bay Area's overall increase of scores from the 2000-2001 to 2005-2006 school years (2.0 percent increase of total SAT scores in the Bay Area in comparison to 2.1 percent for Placer County). Placer County's largest school districts with the highest average scores in the 2005-2006 school year were Placer Union High (1082), Rocklin Unified (1059), and Roseville Joint Union High (1059).

FIGURE 22
AVERAGE TOTAL SAT SCORES

Area	2000- 2001	2001- 2002	2002- 2003	2003- 2004	2004- 2005	2005- 2006*	% Change 2000-2001 to 2005-2006
Placer County	1039	1049	1054	1061	1070	1061	2.1%
High School Districts:							
Placer Union High	1069	1056	1062	1065	1085	1082	1.2%
Rocklin Unified	1030	1048	1052	1057	1064	1059	2.8%
Roseville Joint Union High	1033	1051	1058	1062	1072	1059	2.5%
Tahoe-Truckee Joint Unified	1013	1036	1032	1052	1051	1058	4.4%
Western Placer Unified	1011	968	1043	1059	1037	990	-2.1%
Sacramento Region	1024	1027	1030	1034	1038	1024	0.1%
Bay Area	1046	1045	1060	1065	1069	1068	2.0%
California	1008	1006	1012	1015	1020	1011	0.3%

Sacramento Regional Research Institute, December 2006

Data Source: California Department of Education, Dataquest

Note: Weighted averages used for Sacramento Region and Bay Area data. Data prior to 1999-2000 school year not available.

*Starting in 2005-2006, writing average scores (a new component of the SAT) were tracked; however, in order to compare over a time period, this table only reflects a total score of math and verbal averages. Total scores (including the writing average) for the comparison areas in 2005-06 are as follows:

Placer County = 1580; Sacramento Region = 1525; Bay Area = 1587; California = 1506

EDUCATION

Figure 23 illustrates the percentage of public high school graduates that met the course requirements to qualify for entrance into the University of California (UC) and California State University (CSU) systems. These schools require courses beyond the California high school graduation requirements, including four years of English, three years of mathematics, three years of social science, two years of science, one year of visual and performing arts, two years of a foreign language, and one additional elective. In the 2004-2005 academic year, about 35 percent of the graduating seniors in Placer County met these course requirements. In terms of this measure, Placer County ranks slightly below the Sacramento Region and California; the Bay Area leads all of the comparison areas in this measure. The greatest proportion of students with these qualifications of the largest districts in Placer County was in the Rocklin Unified district with 48 percent of students in the 2004-2005 school completing these requirements.

Over the past five years, with the exception of the 2004-2005 academic year, Placer County high school graduates have completed the entrance courses required for the UC and CSU systems at a slightly higher proportion than the overall Sacramento Region. The Placer County proportion has also remained close to the statewide average over the past few years. While the Sacramento Region and the Bay Area each experienced a positive shift of almost 6 percentage points and 4 percentage points, respectively, in this measure from 1994-1995 to 2004-2005, Placer County saw a negative shift (-1.1 percentage point) and California only slightly increased (0.3 percentage point).

FIGURE 23
PERCENT OF HIGH SCHOOL GRADUATES COMPLETING UC AND CSU
ENTRANCE COURSES

Area	1994-	1999-	2000-	2001-	2002-	2003-	2004-	Shift	
	1995	2000	2001	2002	2003	2004	2005	1994-1995 to 2004-2005	1999-2000 to 2004-2005
Placer County	36.1%	35.1%	35.4%	37.8%	35.4%	32.1%	35.0%	-1.1%	-0.1%
High School Districts:									
Placer Union High	34.7%	36.8%	39.6%	41.9%	38.8%	35.6%	34.4%	-0.3%	-2.3%
Rocklin Unified	-	49.6%	48.3%	43.7%	37.1%	42.3%	48.0%	-	-1.6%
Roseville Joint Union High	39.0%	36.6%	32.4%	42.8%	42.1%	32.4%	37.2%	-1.9%	0.6%
Tahoe-Truckee Joint Unified	36.8%	45.5%	52.8%	45.6%	51.7%	48.1%	43.0%	6.2%	-2.5%
Western Placer Unified	27.3%	8.2%	10.3%	8.6%	7.9%	9.7%	13.8%	-13.5%	5.6%
Sacramento Region	33.4%	31.5%	30.6%	34.9%	33.7%	31.8%	39.2%	5.8%	7.7%
Bay Area	39.8%	44.2%	43.9%	44.2%	43.3%	44.0%	43.7%	3.9%	-0.5%
California	34.9%	34.8%	35.6%	34.6%	33.6%	33.7%	35.2%	0.3%	0.4%

Sacramento Regional Research Institute, December 2006
 Data Source: California Department of Education, Dataquest

EDUCATION

Educational Attainment

Placer County benefits from high educational attainment at the postsecondary level, achieving similar results as the Bay Area and outperforming both the Sacramento Region and California in the percentage of the population with some education beyond high school. As shown in Figure 24, around 69 percent of Placer County's population has received some postsecondary education, compared to about 69 percent, 64 percent, and 58 percent in the Bay Area, the Sacramento Region and California, respectively, in 2005. The number of Placer residents with bachelor's and higher level degrees is also higher at close to 33 percent, compared to 29 percent in the Sacramento Region and almost 30 percent in California, but is lower than 44 percent in the Bay Area.

The percentage of Placer County's population with at least a high school degree (or the equivalent) stands at over 91 percent. This is between 4 and 5 percentage points above the rate for the Sacramento Region and the Bay Area and it is 11 points above the rate for California. Placer County also posted a significant change in the number of its population over 25 years old that possess a bachelor's degree or higher—from 2000 to 2005, the County's population within this category increased almost 39 percent, much higher than the other areas' percentage changes that range from about 10 to 27 percent.

FIGURE 24
EDUCATIONAL ATTAINMENT

Area / Educational Attainment Categories	2000		2005		% Change 2000-2005
	Total	Percent	Total	Percent	
Placer County					
Population 25 years and over	165,894	100.0%	214,126	100.0%	29.1%
Less than high school graduate	15,835	9.5%	19,089	8.9%	20.5%
High school graduate (incl. equivalency)	35,327	21.3%	47,413	22.1%	34.2%
Some college or associate degree	64,506	38.9%	77,985	36.4%	20.9%
Bachelor's degree or higher	50,226	30.3%	69,639	32.5%	38.7%
Sacramento Region					
Population 25 years and over	1,223,128	100.0%	1,373,192	100.0%	12.3%
Less than high school graduate	199,068	16.3%	188,290	13.7%	-5.4%
High school graduate (incl. equivalency)	275,227	22.5%	313,241	22.8%	13.8%
Some college or associate degree	435,384	35.6%	473,957	34.5%	8.9%
Bachelor's degree or higher	313,449	25.6%	397,704	29.0%	26.9%
Bay Area*					
Population 25 years and over	3,962,199	100.0%	3,922,922	100.0%	-1.0%
Less than high school graduate	635,257	16.0%	520,867	13.3%	-18.0%
High school graduate (incl. equivalency)	673,594	17.0%	696,180	17.7%	3.4%
Some college or associate degree	1,097,290	27.7%	997,494	25.4%	-9.1%
Bachelor's degree or higher	1,556,058	39.3%	1,708,381	43.5%	9.8%
California					
Population 25 years and over	21,298,900	100.0%	22,299,041	100.0%	4.7%
Less than high school graduate	4,942,743	23.2%	4,442,198	19.9%	-10.1%
High school graduate (incl. equivalency)	4,288,452	20.1%	4,868,430	21.8%	13.5%
Some college or associate degree	6,397,739	30.0%	6,402,453	28.7%	0.1%
Bachelor's degree or higher	5,669,966	26.6%	6,585,960	29.5%	16.2%

Sacramento Regional Research Institute, December 2006

Data Sources: U.S. Census Bureau, 2000 Census and 2005 American Community Survey

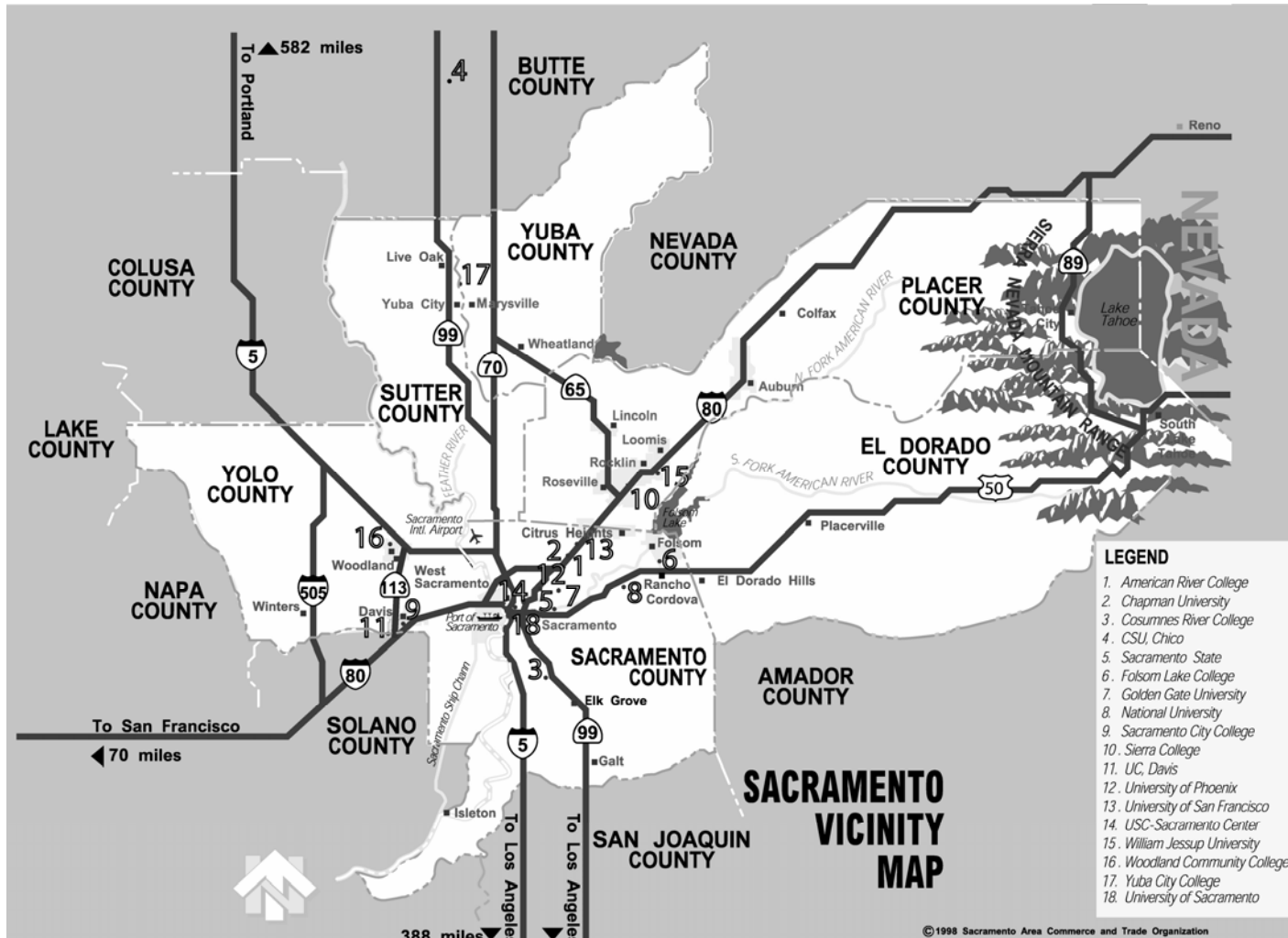
*2005 data for San Benito County is not available; therefore it has not been included in 2000 Bay Area data.

Higher Education

Higher education is available from a variety of institutions throughout the area. The University of California, Davis (UCD) and California State Universities, Sacramento (Sacramento State) and Chico, several community colleges, numerous vocational schools, professional schools, and local campuses of colleges headquartered elsewhere in the state provide services to meet the educational needs of local businesses and the community. Additionally, within a three-hour distance from Placer County, the University of California, Berkeley and Stanford University, among other Bay Area institutions, provide an accessible supply of well-educated graduates.

Figure 25 is a map that includes postsecondary institutions in the Sacramento Region.

FIGURE 25
HIGHER EDUCATION INSTITUTIONS IN THE SACRAMENTO REGION



Sacramento Regional Research Institute, December 2006
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Vicinity Map

EDUCATION

Of the four-year universities in the Sacramento Region, UCD is the largest with about 30,000 students in the fall term of 2005 (see Figure 26). Since 1995, UCD's enrollment increased over 28 percent. The California State University campuses in Sacramento and Chico had almost 28,000 and 16,000 students, respectively, in 2005.

By far, the largest 2-year community college in the Region is American River College with over 31,000 students in 2005—a figure that increased almost 54 percent since 1995. Sacramento City College and Sierra College also serve a large student population with respective 2005 enrollments of approximately 22,000 and 19,000 students, both posting considerable gains in enrollment since 1995.

FIGURE 26
SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR PUBLIC INSTITUTIONS

<i>Type / Institution Name</i>	<i>1995</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>% Change 1995-2005</i>	<i>% Change 2000-2005</i>
University of California									
University of California, Davis	23,092	26,094	27,292	29,087	30,229	30,065	29,637	28.3%	13.6%
California State University									
California State University, Sacramento	22,796	25,714	26,923	28,558	28,375	27,972	27,932	22.5%	8.6%
California State University, Chico*	13,798	15,912	16,704	16,246	15,516	15,734	15,919	15.4%	0.0%
California Community Colleges									
American River College	20,189	28,688	30,633	33,195	30,614	30,580	31,050	53.8%	8.2%
Cosumnes River College	11,120	16,826	18,553	19,719	17,726	11,461	11,542	3.8%	-31.4%
Folsom Lake College	-	-	-	-	-	6,212	6,507	-	-
Lake Tahoe Community College	2,304	3,113	3,350	4,267	3,702	3,645	3,459	50.1%	11.1%
Sacramento City College	16,101	21,186	22,569	23,895	21,998	21,729	22,107	37.3%	4.3%
Sierra College	13,307	17,656	18,771	20,073	18,791	18,727	18,981	42.6%	7.5%
Yuba College	8,313	11,011	10,793	10,695	8,907	9,507	9,234	11.1%	-16.1%

Sacramento Regional Research Institute, December 2006

Source: California Postsecondary Education Commission (CPEC)

Notes: Data reflects enrollment for fall term of year stated.

Folsom Lake College enrollment prior to 2004 not available as it was not yet established.

*California State University, Chico in Butte County is outside of the six-county Sacramento Region, but in close proximity to Placer County.

Yuba College enrollment data includes that of two off-campus locations: Woodland Community College and Clear Lake Campus.

EDUCATION

Enrollment for select private institutions in the Sacramento Region is provided in Figure 27. Private institutions that have had notable increases in enrollment over the past five years include High-Tech Institute, Western Career College—Sacramento, and ITT Technical Institute which posted about 112 percent, 83 percent, and 46 percent relative increases in enrollment.

FIGURE 27
SACRAMENTO REGION HIGHER EDUCATION
ENROLLMENT FOR SELECT PRIVATE
INSTITUTIONS

<i>Institution</i>	<i>2000</i>	<i>2005</i>	<i>% Change 2000-2005</i>
Golden Gate University	365	110	-69.9%
Heald College--Rancho Cordova	778	471	-39.5%
Heald College--Roseville	1,048	528	-49.6%
High-Tech Institute	338	716	111.8%
ITT Technical Institute	476	697	46.4%
Lincoln Law School of Sacramento	247	213	-13.8%
MTI College of Business and Technology	1,316	815	-38.1%
Western Career College--Sacramento	574	1,053	83.4%
William Jessup University	395	455	15.2%

Sacramento Regional Research Institute, December 2006

Data Sources: Above-listed institutions; California Postsecondary Education Commission; and National Center for Education Statistics, College Opportunities Online Locator

Notes: Data reflects enrollment for Fall term of year stated.

Limited data available for years 2001 through 2004 and years prior to 2000.

Other private postsecondary institutions, in addition to those in Figure 27, serving the Sacramento Region include:

- Aviation & Electronic School of America
- Breining Institute
- Capital Bible College
- California College of Technology
- Chapman University
- DeVry University
- Fuller Theological Seminary
- High-Tech Institute
- National University
- Northwestern California University School of Law
- Northwestern College
- Patten University
- Professional School of Psychology—Sacramento
- Rudolf Steiner College
- Saint Mary's College of California
- The Union Institute

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- Trinity Life Bible College
- Universal Technical Institute
- University of Northern California, Lorenzo Patino School of Law and Paralegal
- University of the Pacific, McGeorge School of Law
- University of Phoenix—Sacramento
- University of Sacramento
- University of San Francisco, Sacramento Regional Campus
- University of Southern California—State Capital Center
- Western Seminary
- Weimar Institute of Health & Education
- WyoTech

Community Colleges

Sierra Community College District

For over half a century, the 300-acre Sierra College campus has offered general education and technical courses, serving the Counties of Placer, Nevada, and parts of El Dorado and Sacramento. The main campus is located off of Interstate 80 in Rocklin. Other facilities include a 115-acre Nevada County Campus in Grass Valley and a center in Roseville. These campuses, administered by the Sierra Community College District, offer day, evening, and weekend classes to almost 19,000 students in their service region. Sierra College has a national reputation based on excellence in such academic areas as computer science, mathematics, electronics, nursing, and early childhood education. Sierra offers over 900 courses and over 78 degree and certificate programs. In addition, Sierra College provides the first two years of pre-professional programs including medicine, law, engineering, computer science, and education. In January 2006, Sierra College also began offering a new program in Mechatronics, a field in which electronics, mechanics, pneumatics, hydraulics and computer control are integrated. Over \$1 million in a grant and industry donations made this program possible at Sierra College.

To benefit area firms, Sierra College offers assistance through their Small Business Development Center (SBDC) and the Center for Applied Competitive Technologies (CACT). SBDC provides free counseling to business owners and cost-effective training seminars and management classes. CACT specializes in combining computer-aided design and manufacturing to supply training and instruction to businesses. The College also provides on-site custom training to local companies through its Contract Education Program.

Los Rios Community College District

The Los Rios Community College District has almost 75,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, and Folsom Lake College (and El Dorado Center) and covers a service area of 2,400 square

miles. According to the National Center for Public Policy and Higher Education, Los Rios is one of the fastest-growing community college districts in the state and has high transfer rates to the UC and CSU systems. The Los Rios colleges offer career education programs in such high growth career fields as nursing and health, computer information science, electronics, and business.

Los Rios Community College District operates The Training Source, a division that provides custom-designed training in short workshops or semester classes to public and private sector clients either at their site or at The Training Source. The District also operates the Small Business Development Center (SBDC), which offers small business consultation in management, marketing, finance and strategic planning, and the Center for International Trade Development (CITD), which provides coaching services to small- and medium-sized business in importing and exporting.

Yuba Community College District

The Yuba Community College District (originally titled Yuba College) has been providing high-quality education for 78 years. In December 1965 and in 1974, the District was reorganized to come to the form it is today, serving six counties (including Yuba and Sutter Counties) and overall covers an area of almost 4,200 square miles. The District operates Yuba College, Woodland Community College, the Clear Lake Campus, and Beale Air Force Base, as well as other outreach area off-campus sites. The two sites within the six-county Sacramento Region include Yuba College and Woodland Community College serving the Counties of Yuba, Sutter, and Yolo. Yuba College, the largest in the District, offers over 1,000 courses in 90 departments.

Lake Tahoe Community College District

Lake Tahoe Community College, within proximity of the Sacramento Region, was opened in 1975 and had an enrollment of approximately 3,500 students in the Fall term of 2005. The 164-acre campus offers full credit, transferable courses to the University of California and California State University systems.

Public Universities

Three major public universities in proximity to Placer County include Sacramento State, California State University, Chico (CSUC), and UCD.

California State University, Sacramento

Sacramento State is a major university in the heart of the state capital on 300 acres. Founded in 1947, the University has completed over one-half century of service boasting one in 26 residents in the Sacramento Region as a Sacramento State alumnus. Almost 28,000 students (approximately 23,000 undergraduates and 5,000 graduates) are enrolled at Sacramento State, with about 500 international students representing over 100 nations.

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Sacramento State's academic programs are organized into eight colleges: Arts & Letters; Business Administration; Continuing Education; Education; Engineering & Computer Science; Health & Human Services; Natural Sciences & Mathematics; and Social Sciences & Interdisciplinary Studies. Sacramento State students can earn degrees in 60 undergraduate, 40 graduate, and two joint doctorate degree programs. Other major academic programs include business administration, criminal justice, communication studies, psychology, and computer science. The criminal justice program, according to Sacramento State, is the largest in this discipline west of the Mississippi.

In order to meet the needs of its growing student population, Sacramento State has completed several additions to its campus recently, including a continuing education building, a five-story classroom building, an Alumni Center, and expansion of the student union (housing various restaurants, shops, offices, and study areas). A remodeling effort of the Alex G. Spanos Sports Complex was completed in time to host the U.S. Olympic Track and Field trials in July 2000. Sacramento State also had the honor to host the trials again in 2004. Another planned addition includes construction of a new athletic facility containing training facilities, locker rooms, and coaches' offices for the University's Division I athletics program.

More than 30 research and service centers are associated with the University. In addition, Sacramento State has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education programs include, but are not limited to, business; criminal justice and safety; education; health and human services; and science and technology. Additionally, in the spring of 2005, Sacramento State Continuing Education courses began to be offered at the Sierra College Gateway campus in Roseville, targeting all students, but specifically those between ages 35 to 55, working full-time, and focusing on finishing their degrees. The gateway center currently offers upper-division courses in arts and humanities, psychology, communication, business administration, and general education. Plans are underway for a satellite Sacramento State campus in Placer County. One step toward this goal is the EMBA (Executive Master's of Business Administration) program at the PRIDE Industries site in Roseville that began classes in September 2005.

Through a partnership with UCD and Sonoma State University, Sacramento State offers a new doctoral program in education. The program is designed to help California schools and community colleges meet the growing need for well-qualified managers and leaders in education. It has been initiated in direct response to the continuing expansion of Northern California's education system and its growing demand for administrators and leaders with advanced training necessary to address the complexities of the present educational environment. A doctor of education, or Ed.D., degree will be awarded jointly by the CSU and UC systems.

California State University, Chico

Located about 85 miles northwest of Auburn on 119 acres, CSUC is another major public university (with an enrollment of almost 16,000 students) that provides educational services for Placer County. Founded in 1887, the University is the second oldest

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California State University campus, known for its picturesque views, beautiful architecture, and a cozy college town atmosphere. CSUC provides excellent educational opportunities and is committed to developing a high quality learning environment. The University's graduation rate continually ranks as one of the highest in the CSU system and its graduates are among the most heavily recruited by major corporations on the West Coast.

The University is comprised of seven colleges, organized in two general colleges (the Colleges of Liberal Arts and Sciences and the Colleges of Professional Studies), and two interdisciplinary units (Undergraduate Education and the School of Graduate, International, and Sponsored Programs). The seven colleges include: Behavioral and Social Sciences; Humanities and Fine Arts; Natural Sciences; Agriculture; Business; Communication and Education; and Engineering, Computer Science, and Technology. The University offers over 100 undergraduate majors that allow the ability to declare an option or pattern—a way to obtain specialization in a major program. The top five majors, by size, are business administration, liberal studies (elementary teaching), psychology, construction management, and biological sciences.

CSUC is considered to be one of the leaders in distance education having offered these services for 28 years. Since 1993, courses have been offered online; institutions around the world have used CSUC's program to model their own distance education programs.

University of California, Davis

Since its beginnings in the early 20th century, the UCD campus has grown to more than 5,000 acres and about 30,000 students. An acknowledged international leader in agricultural, biological, biotechnological and environmental sciences, UCD is gaining similar recognition for excellence in the arts, humanities, social sciences, health sciences, law, and management. According to UCD's web site and National Science Foundation rankings, the Institution is one of the top research universities in the United States earning \$505 million in research funding in 2004-2005, ranking it 12th nationally in research funding of public universities and fifth among other UC schools.

UCD offers 103 undergraduate majors and 86 graduate programs in the College of Agricultural and Environmental Sciences, Letters and Science, and Engineering and five professional schools: Education, Medicine, Veterinary Medicine, Law, and Management.

UCD's Graduate School of Management has garnered an excellent reputation among other national MBA programs. One of the many recognitions is the University's ranking of 34 on the Wall Street Journal's annual list of top regional business schools in the country in 2006, as based on the outcomes of corporate recruiters' rankings. Additionally, the UCD Graduate School of Management Business School was included in U.S. News & World Report's annual ranking of best U.S. business schools for 11 consecutive years from 1996 to 2006. The most recent survey from March 2006, placed UCD's program at 46th overall in the nation and 21st among other public university

business schools. UCD is the youngest and smallest business school to be ranked in the top 50 by the magazine.

UC Davis Extension, founded 40 years ago, offers about 200 courses per quarter in subjects such as business, art, and agriculture, among others. Courses are offered in traditional classroom settings open to the public, as well as online courses and customized on-site training for employers.

The UC Davis Health System includes a teaching hospital in Sacramento, a medical school, and a network of primary care physician practices and affiliated community hospitals in Northern California communities. The system operates the Region's only Level 1 trauma center, a comprehensive cancer center, a children's hospital, transplant services, an Alzheimer's center, an institute for neurodevelopment disorders, and a burn center. UC Davis Health System's variety of programs that address the Region's underserved citizens was recognized by the Association of American Medical Colleges in their 2005 Outstanding Community Service Award.

The Mondavi Center for the Performing Arts opened on the UCD campus in the fall of 2002. It houses a 1,800-seat performance hall and a 250-seat studio theater and provides performance space unrivaled outside the San Francisco Bay Area.

Private Schools

Numerous branches of private colleges headquartered outside the Sacramento Region also have local programs for Placer County and other residents within the Region.

National University primarily serves working adults with its online-degree and intensive, one-course-per-month evening format in business and management, engineering and technology, psychology, education, and letters and sciences. Chapman University offers bachelor's and master's degrees, as well as teaching credentials and extended education.

The University of Southern California's State Capital Center for the School of Policy, Planning, and Development has been offering nationally-accredited master's degrees for over 25 years, currently offering degrees in public administration and health administration.

The University of San Francisco offers undergraduate and graduate programs in applied economics, information systems, non-profit administration, organizational studies, project management, public administration, health services administration, and counseling.

Golden Gate University's Sacramento campus provides undergraduate and graduate programs in business, technology, taxation, public administration, and healthcare management.

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The University of the Pacific, McGeorge School of Law is a recognized leader in the field of legal education. McGeorge seeks to educate practice-ready graduates through its required curriculum and opportunities for practical experience in clinical and internship settings. In addition to the juris doctor (J.D.) degree, students can choose various specializations, including governmental affairs and advocacy, as well as graduate legal studies in several areas. Located nearby is the Lincoln Law School of Sacramento which is fully-accredited by the Committee of Bar Examiners of the State Bar of California.

William Jessup University, formerly San Jose Christian College, relocated to Rocklin and officially opened in the fall of 2004. The four-year Christian University prepares its students for leadership and service in church and society by focusing on theological higher education as well as providing degrees in teaching, business administration, and psychology.

Technical Schools and Vocational Training

In addition to the comprehensive instruction given at area community colleges, specific technical training is available at trade and vocational schools in Placer County and the Sacramento Region. The Placer County Office of Education, in coordination with Nevada County Superintendent's of Schools, sponsors the 49er Regional Occupational Program that regularly trains high school students and adults for careers as electronic technicians, computer programmers, woodworkers, welders, automotive technicians, metal workers, and graphic arts personnel. Traditional vocational school programs include computer operations and programming, accounting, secretarial, medical office, legal office, and electronics.

The best known postsecondary schools offering vocational education in the Sacramento Region are the Heald Business Colleges, ITT Technical Institute (associate of science and bachelor of science degrees), MTI College of Business Technology, DeVry University, and Western Career College. Universal Technical Institute (UTI), a vocational technical school providing training in automotive technology, recently chose the Sacramento Region as a new location for its satellite campus.



BUSINESS CLIMATE
Sacramento Regional Research Institute

Business Climate

Alongside population growth, Placer County's economy has also been developing in terms of impressive levels of job growth, significant increases in taxable sales, and a rather diversified industry composition, generally outperforming its comparative areas over the past several years. The County is specialized in four major industry sectors (Construction; Leisure & Hospitality; Financial Activities; and Trade, Transportation, & Utilities) and has continued to encourage start-ups and relocations of businesses within these and other sectors.

This section provides an overview of several business aspects of Placer County in comparison to the Sacramento Region, the Bay Area, and California. Topics included are industry employment, establishments, and specialization; occupational wages; labor force and unemployment rates; economic health; major employers; recently located companies in the County; taxable sales; banking; as well as business resources and workforce training programs.

Industry Overview

Over a ten-year time span, Placer County increased by about 63,000 jobs to almost 139,000 total jobs in 2005 (about 15 percent of all jobs in the Sacramento Region), as shown in Figure 28. This growth of over 84 percent is over 2.5 times higher than the Sacramento Region, 12 times higher than the Bay Area, and around 4.5 times higher than California's rate from 1995 to 2005. Additionally, unlike the comparative regions, all major industry sectors in Placer County posted positive growth during this time period.

The highest employment increases from 1995 to 2005 were seen in Placer County's Construction sector, 234 percent increase to almost 17,000 jobs, due to the high population growth seen in the area and the housing construction needed to support this growth. The Construction sector posted the greatest employment increases in all comparative regions (although at lower rates than Placer County): around 133 percent in the Sacramento Region, 58 percent in the Bay Area, and 81 percent in California.

Financial Activities posted the second highest growth in Placer County at almost 169 percent in the ten-year time period. With the exception of the Manufacturing, Information, and Natural Resources & Mining sectors, all other industry sectors achieved growth above 50 percent from 1995 to 2005. None of the comparative regions displayed such strong growth across the board in this time period. The Trade, Transportation, & Utilities sector, one of the largest sectors in all comparative areas, increased almost 90 percent in Placer County, but at a much lower rate in the Sacramento Region (about 28 percent); the Bay Area (almost 1 percent); and California (approximately 17 percent).

BUSINESS CLIMATE

FIGURE 28
EMPLOYMENT BY INDUSTRY

Industry Sector	1995	2000	2001	2002	2003	2004	2005	% Change 1995-2005	% Change 2000-2005
Placer County									
Total, All Industries	75,300	111,600	119,500	120,800	129,700	134,700	138,600	84.1%	24.2%
Agriculture	300	400	400	400	500	600	500	66.7%	25.0%
Natural Resources and Mining	100	100	100	100	100	100	100	0.0%	0.0%
Construction	5,000	11,900	14,100	14,700	16,600	16,800	16,700	234.0%	40.3%
Manufacturing	6,900	11,300	10,500	8,100	8,800	9,400	9,500	37.7%	-15.9%
Trade, Transportation and Utilities	14,000	20,600	23,000	23,500	24,600	25,400	26,500	89.3%	28.6%
Information	2,000	2,500	2,600	2,500	2,800	2,900	2,700	35.0%	8.0%
Financial Activities	4,100	6,700	7,300	8,200	9,200	10,000	11,000	168.3%	64.2%
Professional and Business Services	8,200	12,500	13,300	12,700	13,800	13,900	14,200	73.2%	13.6%
Educational and Health Services	8,200	9,500	10,800	11,800	12,500	13,100	13,500	64.6%	42.1%
Leisure and Hospitality	11,000	13,700	14,500	15,400	16,400	17,200	17,600	60.0%	28.5%
Other Services	2,700	4,700	4,700	3,900	3,500	3,900	4,100	51.9%	-12.8%
Government	12,800	17,700	18,200	19,500	20,900	21,400	22,200	73.4%	25.4%
Sacramento Region									
Total, All Industries	709,900	849,200	870,400	883,000	896,700	910,400	932,100	31.3%	9.8%
Agricultural	14,900	15,000	13,400	12,500	12,500	12,400	12,100	-18.8%	-19.3%
Natural Resources & Mining	1,200	1,200	1,200	1,100	1,000	900	800	-33.3%	-33.3%
Construction	32,600	54,900	61,800	63,400	68,800	73,300	75,800	132.5%	38.1%
Manufacturing	46,600	55,000	53,100	50,000	49,300	50,200	51,600	10.7%	-6.2%
Trade, Transportation, & Utilities	122,600	145,400	148,200	148,500	150,900	153,900	157,000	28.1%	8.0%
Information	18,200	18,900	22,700	23,400	22,200	21,300	20,300	11.5%	7.4%
Financial Activities	42,100	53,400	53,900	56,500	60,800	61,900	64,800	53.9%	21.3%
Professional and Business Services	77,000	108,200	101,900	98,800	98,400	101,300	105,800	37.4%	-2.2%
Educational & Health Services	66,800	74,500	80,600	83,000	86,000	89,600	92,700	38.8%	24.4%
Leisure & Hospitality	65,300	73,300	75,500	78,800	80,700	83,300	85,700	31.2%	16.9%
Other Services	22,600	27,800	29,200	29,600	29,400	29,800	30,000	32.7%	7.9%
Government	200,000	221,600	228,900	237,400	236,700	232,500	235,500	17.8%	6.3%
Bay Area									
Total, All Industries	2,669,700	3,184,700	3,140,000	2,957,400	2,858,900	2,834,200	2,856,400	7.0%	-10.3%
Agriculture	12,900	13,600	13,500	13,300	12,700	11,300	10,600	-17.8%	-22.1%
Natural Resources and Mining	3,000	3,000	1,800	1,600	1,300	1,500	1,500	-50.0%	-50.0%
Construction	100,900	160,700	167,200	156,200	152,300	155,000	159,800	58.4%	-0.6%
Manufacturing	393,200	436,100	416,900	361,600	326,000	316,500	309,500	-21.3%	-29.0%
Trade, Transportation and Utilities	487,500	552,400	545,500	516,800	497,400	489,400	491,300	0.8%	-11.1%
Information	86,800	145,100	139,700	120,200	110,300	107,400	106,200	22.4%	-26.8%
Financial Activities	174,100	182,200	196,200	193,400	192,800	190,400	194,600	11.8%	6.8%
Professional and Business Services	440,300	632,800	582,700	505,300	481,500	482,300	492,700	11.9%	-22.1%
Educational and Health Services	264,700	291,900	298,900	303,700	309,500	312,300	316,000	19.4%	8.3%
Leisure and Hospitality	229,000	261,300	266,900	262,300	261,900	265,500	270,700	18.2%	3.6%
Other Services	91,100	99,200	102,800	103,200	100,600	98,500	98,200	7.8%	-1.0%
Government	386,200	406,400	407,900	419,800	412,600	404,100	405,300	4.9%	-0.3%
California									
Total, All Industries	12,795,400	14,896,800	14,981,600	14,830,600	14,769,600	14,899,800	15,161,000	18.5%	1.8%
Agriculture	373,500	408,500	379,500	372,700	377,400	369,400	375,800	0.6%	-8.0%
Natural Resources and Mining	26,100	26,500	25,600	23,100	22,200	22,800	23,300	-10.7%	-12.1%
Construction	499,400	731,900	779,800	774,400	796,800	850,400	901,800	80.6%	23.2%
Manufacturing	1,720,800	1,861,600	1,790,200	1,643,100	1,553,000	1,533,100	1,512,700	-12.1%	-18.7%
Trade, Transportation and Utilities	2,398,700	2,722,000	2,747,100	2,725,200	2,718,500	2,755,600	2,814,400	17.3%	3.4%
Information	415,900	575,400	551,500	497,300	476,200	482,400	475,000	14.2%	-17.4%
Financial Activities	742,300	795,100	835,400	853,000	885,800	902,200	926,800	24.9%	16.6%
Professional and Business Services	1,660,700	2,240,400	2,180,400	2,107,800	2,073,300	2,085,100	2,147,700	29.3%	-4.1%
Educational and Health Services	1,238,900	1,398,000	1,446,900	1,498,800	1,536,400	1,560,000	1,584,500	27.9%	13.3%
Leisure and Hospitality	1,181,500	1,332,600	1,364,100	1,382,400	1,400,200	1,439,400	1,474,400	24.8%	10.6%
Other Services	430,600	486,700	499,000	505,700	504,300	503,900	510,700	18.6%	4.9%
Government	2,107,000	2,318,100	2,382,100	2,447,100	2,425,500	2,395,500	2,413,900	14.6%	4.1%

Sacramento Regional Research Institute, December 2006

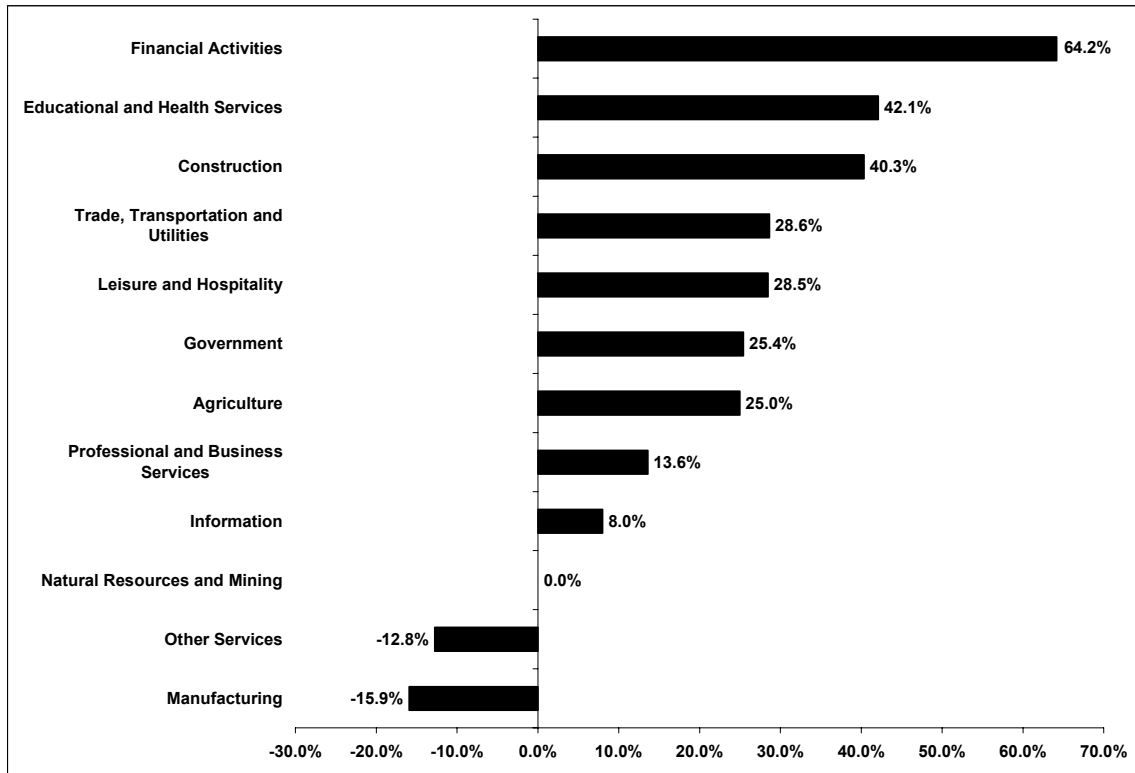
Data Source: California Employment Development Department, Annual Average Employment by Industry Data

Note: Includes LMI revised historical data for all areas.

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The industry sectors that posted the highest five-year growth rates in Placer County, displayed in Figure 29, are Financial Activities, Educational & Health Services, and Construction, with growth rates ranging from 40 to about 64 percent. Two sectors that showed negative growth in this time period were Manufacturing (nearly -16 percent) and Other Services (almost -13 percent).

FIGURE 29
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR
FROM 2000 TO 2005



Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Employment by Industry Data

BUSINESS CLIMATE

As shown in Figure 30, total employment in Placer County is expected to increase over 23 percent by 2015 to a total of almost 171,000 jobs. The comparative areas are projected to have lower growth rates with approximately 20 percent for the Sacramento Region, 17 percent for the Bay Area, and almost 19 percent for California.

These employment projections show that the highest growth through 2015 in Placer County will be in the Professional & Business Services and the Agriculture sectors (approximately 65 percent and 44 percent, respectively). The Sacramento Region, the Bay Area, and California are all projected to see the strongest growth in the Professional & Business Services and the Information sectors. By 2015, the Manufacturing sector in Placer County is expected to see a decline in employment of over 24 percent. This is similar to the projected trend for the Sacramento Region, where a decline of around 27 percent is expected in this sector. Manufacturing is projected to remain stable in the Bay Area, but Agriculture is projected to post the largest decrease of almost 3 percent. Unlike the other areas, the majority of California's industries, with the exception of Agriculture, are projected to increase in employment between 2005 and 2015.

BUSINESS CLIMATE

FIGURE 30
EMPLOYMENT PROJECTIONS BY INDUSTRY (IN THOUSANDS)

Area/Industry	2005	2010	2015	% Change 2005-2015	% Change 2005-2010
Placer County					
Total, All Industries	138.6	153.0	170.7	23.2%	10.4%
Agriculture	0.5	0.7	0.7	44.0%	44.0%
Construction	16.7	20.6	21.7	29.9%	23.4%
Manufacturing	9.5	7.2	7.2	-24.2%	-24.2%
Trade, Transportation and Utilities	26.5	31.0	34.6	30.7%	16.9%
Information	2.7	2.6	3.0	11.9%	-5.2%
Financial Activities	11.0	11.9	13.0	18.2%	8.2%
Professional and Business Services	14.2	18.7	23.4	64.8%	31.7%
Educational and Health Services	13.5	14.5	15.8	17.0%	7.4%
Leisure and Hospitality	17.6	20.4	23.4	33.0%	15.9%
Government	22.2	20.7	22.3	0.5%	-6.8%
Sacramento Region					
Total, All Industries	932.1	1,012.2	1,116.2	19.8%	8.6%
Agriculture	12.1	11.3	11.1	-8.2%	-6.4%
Construction	75.8	76.9	83.8	10.6%	1.4%
Manufacturing	51.6	38.2	37.6	-27.2%	-25.9%
Trade, Transportation and Utilities	157.0	174.2	191.9	22.2%	11.0%
Information	20.3	22.3	25.2	23.9%	9.7%
Financial Activities	64.8	66.3	68.0	4.9%	2.3%
Professional and Business Services	105.8	131.3	157.6	48.9%	24.1%
Educational and Health Services	92.7	102.7	113.5	22.4%	10.8%
Leisure and Hospitality	85.7	93.8	102.7	19.9%	9.5%
Government	235.5	259.0	282.4	19.9%	10.0%
Bay Area					
Total, All Industries	2,856.4	3,074.3	3,341.6	17.0%	7.6%
Agriculture	10.6	10.5	10.3	-2.6%	-1.2%
Construction	159.8	149.4	156.9	-1.8%	-6.5%
Manufacturing	309.5	307.0	309.5	0.0%	-0.8%
Trade, Transportation and Utilities	491.3	528.5	563.9	14.8%	7.6%
Information	106.2	136.0	163.9	54.3%	28.1%
Financial Activities	194.6	201.2	210.2	8.0%	3.4%
Professional and Business Services	492.7	595.3	709.3	44.0%	20.8%
Educational and Health Services	316.0	339.3	362.5	14.7%	7.4%
Leisure and Hospitality	270.7	293.1	316.8	17.0%	8.3%
Government	405.3	406.7	425.3	4.9%	0.3%
California					
Total, All Industries	15,161.0	16,435.0	17,997.0	18.7%	8.4%
Agriculture	375.8	369.0	371.0	-1.3%	-1.8%
Construction	901.8	950.0	970.0	7.6%	5.3%
Manufacturing	1,512.7	1,543.0	1,540.0	1.8%	2.0%
Trade, Transportation and Utilities	2,814.4	3,050.0	3,377.0	20.0%	8.4%
Information	475.0	578.0	653.0	37.5%	21.7%
Financial Activities	926.8	967.0	1,026.0	10.7%	4.3%
Professional and Business Services	2,147.7	2,386.0	2,851.0	32.7%	11.1%
Educational and Health Services	1,584.5	1,819.0	2,048.0	29.3%	14.8%
Leisure and Hospitality	1,474.4	1,591.0	1,706.0	15.7%	7.9%
Government	2,413.9	2,601.0	2,817.0	16.7%	7.8%

Sacramento Regional Research Institute, December 2006

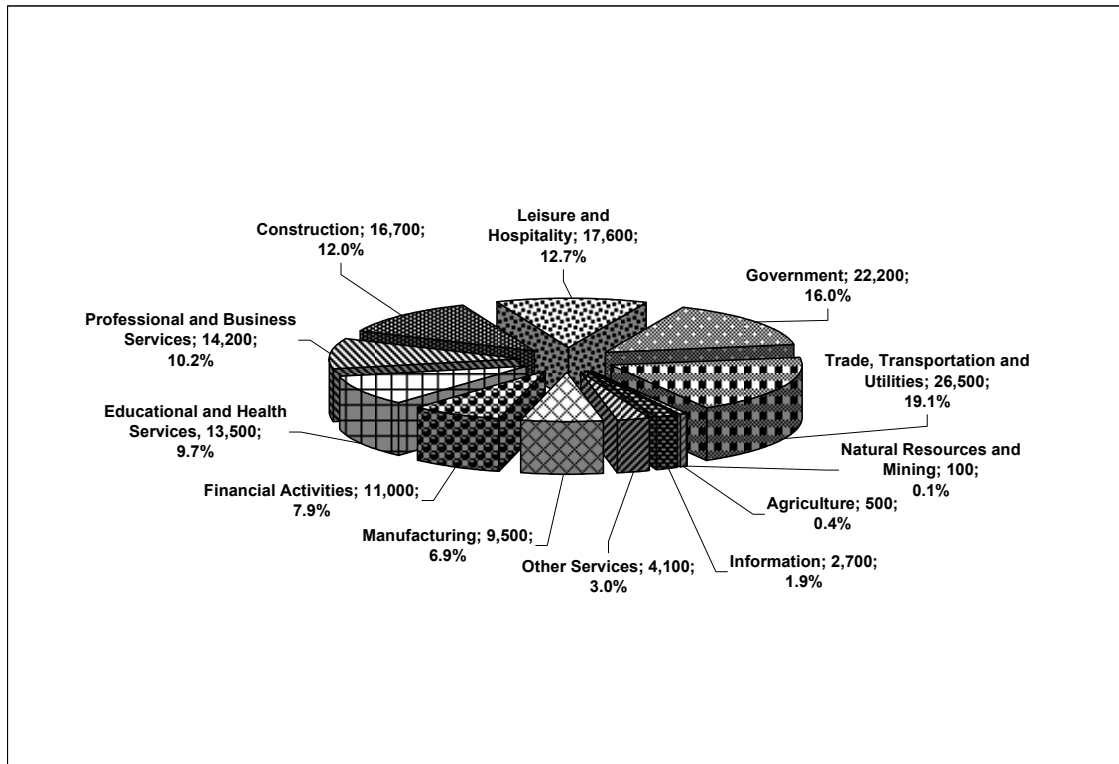
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

Notes: Projections for Natural Resources & Mining and Other Services industries not available. Differences due to rounding

BUSINESS CLIMATE

The largest proportions of total jobs in Placer County in 2005, shown in Figure 31, are in Trade, Transportation, & Utilities (about 19 percent with close to 27,000 jobs); Government (16 percent with over 22,000 jobs); Leisure & Hospitality (nearly 13 percent with almost 18,000 jobs); and Construction (12 percent with nearly 17,000 jobs). These industries combined make up almost 60 percent of Placer County's economy.

FIGURE 31
INDUSTRY COMPOSITION IN PLACER COUNTY IN 2005



Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Employment by Industry Data

As shown in Figure 32, Placer County's industry composition varies from the comparative areas in that Leisure & Hospitality is one of the top four largest sectors in its economy, due to various resorts and accommodations in its High Country area and the increased number of food services establishments that have been emerging in the County to meet demand of the growing population. With the exception of this sector, the comparison areas all have the same largest sectors in 2005 as in Placer County, but with Educational & Health Services rounding out each area's top four.

The Construction sector experienced the greatest percentage point increase in composition (about 5 percentage points) in Placer County from 1995 to 2005. Construction also had the highest increases in composition in the Sacramento Region (almost 4 percentage points) and in the Bay Area and California (each approximately 2 percentage points). Similar to Placer County, both the Bay Area and California had the greatest negative shifts in Manufacturing, while the Sacramento Region's Government sector had the greatest decrease, nearly 3 percentage points.

BUSINESS CLIMATE

FIGURE 32
INDUSTRY COMPOSITION

Industry Sector	1995	2000	2001	2002	2003	2004	2005	Shift	Shift
								1995-2005	2000-2005
Placer County									
Agriculture	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.0%	0.0%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	0.0%
Construction	6.6%	10.7%	11.8%	12.2%	12.8%	12.5%	12.0%	5.4%	1.4%
Manufacturing	9.2%	10.1%	8.8%	6.7%	6.8%	7.0%	6.9%	-2.3%	-3.3%
Trade, Transportation and Utilities	18.6%	18.5%	19.2%	19.5%	19.0%	18.9%	19.1%	0.5%	0.7%
Information	2.7%	2.2%	2.2%	2.1%	2.2%	2.2%	1.9%	-0.7%	-0.3%
Financial Activities	5.4%	6.0%	6.1%	6.8%	7.1%	7.4%	7.9%	2.5%	1.9%
Professional and Business Services	10.9%	11.2%	11.1%	10.5%	10.6%	10.3%	10.2%	-0.6%	-1.0%
Educational and Health Services	10.9%	8.5%	9.0%	9.8%	9.6%	9.7%	9.7%	-1.1%	1.2%
Leisure and Hospitality	14.6%	12.3%	12.1%	12.7%	12.6%	12.8%	12.7%	-1.9%	0.4%
Other Services	3.6%	4.2%	3.9%	3.2%	2.7%	2.9%	3.0%	-0.6%	-1.3%
Government	17.0%	15.9%	15.2%	16.1%	16.1%	15.9%	16.0%	-1.0%	0.2%
Sacramento Region									
Agricultural	2.1%	1.8%	1.5%	1.4%	1.4%	1.4%	1.3%	-0.8%	-0.5%
Natural Resources & Mining	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	-0.1%
Construction	4.6%	6.5%	7.1%	7.2%	7.7%	8.1%	8.1%	3.5%	1.7%
Manufacturing	6.6%	6.5%	6.1%	5.7%	5.5%	5.5%	5.5%	-1.0%	-0.9%
Trade, Transportation, & Utilities	17.3%	17.1%	17.0%	16.8%	16.8%	16.9%	16.8%	-0.4%	-0.3%
Information	2.6%	2.2%	2.6%	2.7%	2.5%	2.3%	2.2%	-0.4%	0.0%
Financial Activities	5.9%	6.3%	6.2%	6.4%	6.8%	6.8%	7.0%	1.0%	0.7%
Professional & Business Services	10.8%	12.7%	11.7%	11.2%	11.0%	11.1%	11.4%	0.5%	-1.4%
Educational & Health Services	9.4%	8.8%	9.3%	9.4%	9.6%	9.8%	9.9%	0.5%	1.2%
Leisure & Hospitality	9.2%	8.6%	8.7%	8.9%	9.0%	9.1%	9.2%	0.0%	0.6%
Other Services	3.2%	3.3%	3.4%	3.4%	3.3%	3.3%	3.2%	0.0%	-0.1%
Government	28.2%	26.1%	26.3%	26.9%	26.4%	25.5%	25.3%	-2.9%	-0.8%
Bay Area									
Agriculture	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	-0.1%	-0.1%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	-0.1%	0.0%
Construction	3.8%	5.0%	5.3%	5.3%	5.3%	5.5%	5.6%	1.8%	0.5%
Manufacturing	14.7%	13.7%	13.3%	12.2%	11.4%	11.2%	10.8%	-3.9%	-2.9%
Trade, Transportation and Utilities	18.3%	17.3%	17.4%	17.5%	17.4%	17.3%	17.2%	-1.1%	-0.1%
Information	3.3%	4.6%	4.4%	4.1%	3.9%	3.8%	3.7%	0.5%	-0.8%
Financial Activities	6.5%	5.7%	6.2%	6.5%	6.7%	6.7%	6.8%	0.3%	1.1%
Professional and Business Services	16.5%	19.9%	18.6%	17.1%	16.8%	17.0%	17.2%	0.8%	-2.6%
Educational and Health Services	9.9%	9.2%	9.5%	10.3%	10.8%	11.0%	11.1%	1.1%	1.9%
Leisure and Hospitality	8.6%	8.2%	8.5%	8.9%	9.2%	9.4%	9.5%	0.9%	1.3%
Other Services	3.4%	3.1%	3.3%	3.5%	3.5%	3.5%	3.4%	0.0%	0.3%
Government	14.5%	12.8%	13.0%	14.2%	14.4%	14.3%	14.2%	-0.3%	1.4%
California									
Agriculture	2.9%	2.7%	2.5%	2.5%	2.6%	2.5%	2.5%	-0.4%	-0.3%
Natural Resources and Mining	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	-0.1%	0.0%
Construction	3.9%	4.9%	5.2%	5.2%	5.4%	5.7%	5.9%	2.0%	1.0%
Manufacturing	13.4%	12.5%	11.9%	11.1%	10.5%	10.3%	10.0%	-3.5%	-2.5%
Trade, Transportation and Utilities	18.7%	18.3%	18.3%	18.4%	18.4%	18.5%	18.6%	-0.2%	0.3%
Information	3.3%	3.9%	3.7%	3.4%	3.2%	3.2%	3.1%	-0.1%	-0.7%
Financial Activities	5.8%	5.3%	5.6%	5.8%	6.0%	6.1%	6.1%	0.3%	0.8%
Professional and Business Services	13.0%	15.0%	14.6%	14.2%	14.0%	14.0%	14.2%	1.2%	-0.9%
Educational and Health Services	9.7%	9.4%	9.7%	10.1%	10.4%	10.5%	10.5%	0.8%	1.1%
Leisure and Hospitality	9.2%	8.9%	9.1%	9.3%	9.5%	9.7%	9.7%	0.5%	0.8%
Other Services	3.4%	3.3%	3.3%	3.4%	3.4%	3.4%	3.4%	0.0%	0.1%
Government	16.5%	15.6%	15.9%	16.5%	16.4%	16.1%	15.9%	-0.5%	0.4%

Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Employment by Industry Data

Note: Includes LMI revised historical data for all areas.

BUSINESS CLIMATE

It is projected that by 2015, the Trade, Transportation, & Utilities (about 20 percent); Professional & Business Services (nearly 14 percent); and Leisure & Hospitality (almost 14 percent) sectors will have the highest proportion of employment in Placer County (shown in Figure 33)—these three sectors are also projected to have the highest composition shifts in percentage points. The proportion of employment in Placer County’s Manufacturing and Government sectors are projected to decrease almost 3 percentage points between 2005 and 2015. Professional & Business Services and Trade, Transportation, & Utilities are also projected to comprise the largest proportions of the Bay Area and California economies in 2015 and the largest composition shifts for these areas are also expected in the Professional and Business Services sector. The Sacramento Region’s largest sectors in 2015 are projected to continue to be in Government (approximately 25 percent) and Trade, Transportation, & Utilities (over 17 percent) while Professional & Business Services is projected to have the highest composition shift of about 3 percentage points from 2005 to 2015.

FIGURE 33
INDUSTRY COMPOSITION PROJECTIONS

Area/Industry	2005	2010	2015	Shift	
				2005-2015	2005-2010
Placer County					
Agriculture	0.4%	0.5%	0.4%	0.1%	0.1%
Construction	12.0%	13.5%	12.7%	0.7%	1.4%
Manufacturing	6.9%	4.7%	4.2%	-2.6%	-2.1%
Trade, Transportation and Utilities	19.1%	20.3%	20.3%	1.2%	1.1%
Information	1.9%	1.7%	1.8%	-0.2%	-0.3%
Financial Activities	7.9%	7.8%	7.6%	-0.3%	-0.2%
Professional and Business Services	10.2%	12.2%	13.7%	3.5%	2.0%
Educational and Health Services	9.7%	9.5%	9.3%	-0.5%	-0.3%
Leisure and Hospitality	12.7%	13.3%	13.7%	1.0%	0.6%
Government	16.0%	13.5%	13.1%	-3.0%	-2.5%
Sacramento Region					
Agriculture	1.3%	1.1%	1.0%	-0.3%	-0.2%
Construction	8.1%	7.6%	7.5%	-0.6%	-0.5%
Manufacturing	5.5%	3.8%	3.4%	-2.2%	-1.8%
Trade, Transportation and Utilities	16.8%	17.2%	17.2%	0.4%	0.4%
Information	2.2%	2.2%	2.3%	0.1%	0.0%
Financial Activities	7.0%	6.6%	6.1%	-0.9%	-0.4%
Professional and Business Services	11.4%	13.0%	14.1%	2.8%	1.6%
Educational and Health Services	9.9%	10.1%	10.2%	0.2%	0.2%
Leisure and Hospitality	9.2%	9.3%	9.2%	0.0%	0.1%
Government	25.3%	25.6%	25.3%	0.0%	0.3%
Bay Area					
Agriculture	0.4%	0.3%	0.3%	-0.1%	0.0%
Construction	5.6%	4.9%	4.7%	-0.9%	-0.7%
Manufacturing	10.8%	10.0%	9.3%	-1.6%	-0.8%
Trade, Transportation and Utilities	17.2%	17.2%	16.9%	-0.3%	0.0%
Information	3.7%	4.4%	4.9%	1.2%	0.7%
Financial Activities	6.8%	6.5%	6.3%	-0.5%	-0.3%
Professional and Business Services	17.2%	19.4%	21.2%	4.0%	2.1%
Educational and Health Services	11.1%	11.0%	10.8%	-0.2%	0.0%
Leisure and Hospitality	9.5%	9.5%	9.5%	0.0%	0.1%
Government	14.2%	13.2%	12.7%	-1.5%	-1.0%
California					
Agriculture	2.5%	2.2%	2.1%	-0.4%	-0.2%
Construction	5.9%	5.8%	5.4%	-0.6%	-0.2%
Manufacturing	10.0%	9.4%	8.6%	-1.4%	-0.6%
Trade, Transportation and Utilities	18.6%	18.6%	18.8%	0.2%	0.0%
Information	3.1%	3.5%	3.6%	0.5%	0.4%
Financial Activities	6.1%	5.9%	5.7%	-0.4%	-0.2%
Professional and Business Services	14.2%	14.5%	15.8%	1.7%	0.4%
Educational and Health Services	10.5%	11.1%	11.4%	0.9%	0.6%
Leisure and Hospitality	9.7%	9.7%	9.5%	-0.2%	0.0%
Government	15.9%	15.8%	15.7%	-0.3%	-0.1%

Sacramento Regional Research Institute, December 2006

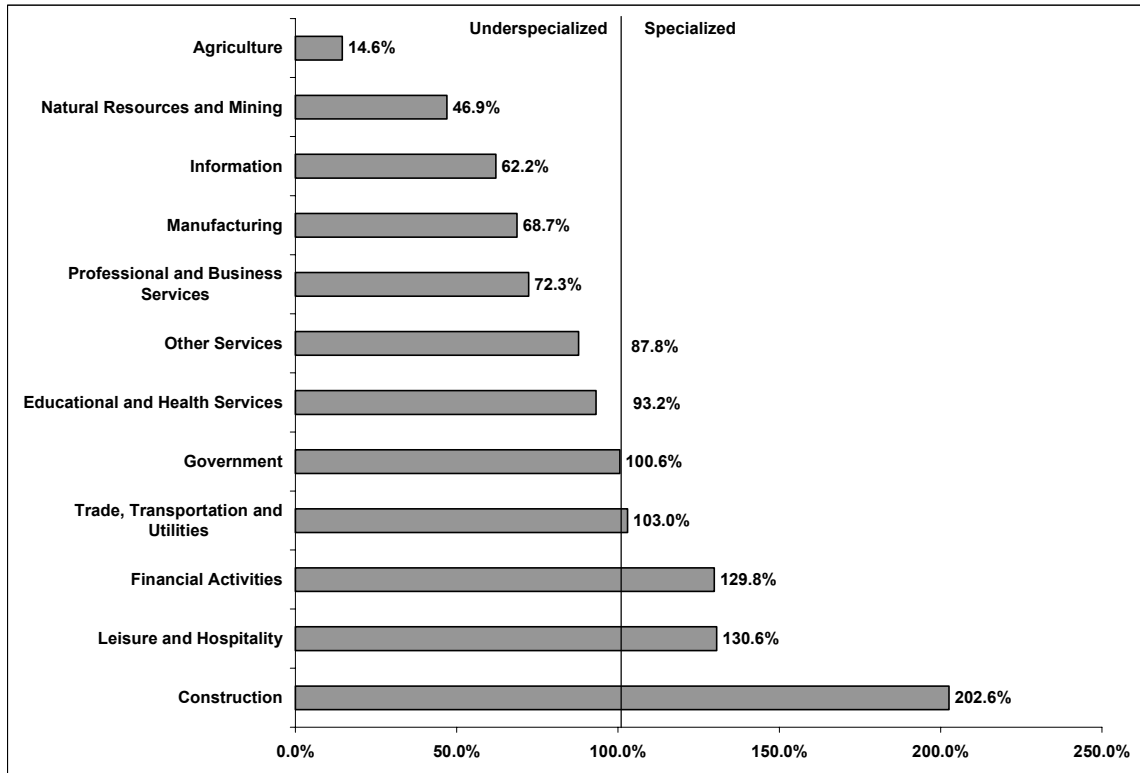
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

Notes: Projections for Natural Resources and Mining and Other Services industries not available. Differences due to rounding

BUSINESS CLIMATE

Specialization, illustrated in Figure 34, compares the proportion of total employment between Placer County and California—a level of specialization over 100 percent in Placer County indicates that the County is specialized in that sector (the County has a greater proportion of total employment compared to the state). Placer County is specialized in five sectors: Construction; Leisure & Hospitality; Financial Activities; Trade, Transportation, & Utilities; and Government, while the County is underspecialized in the remaining seven sectors. Agriculture, Natural Resources & Mining, Information, Manufacturing and Professional & Business Services each show a much lower concentration in Placer County than the statewide average.

FIGURE 34
PLACER COUNTY INDUSTRY SPECIALIZATION IN 2005



Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Employment by Industry Data

Note: Specialization reflects a comparison of the proportion of total employment in Placer County compared to the statewide average.

BUSINESS CLIMATE

Over ten years (1995 to 2005), five sectors in Placer County showed positive increases in their level of specialization, as shown in Figure 35: Agriculture; Construction; Manufacturing; Trade, Transportation, & Utilities; and Financial Activities.

**FIGURE 35
PLACER COUNTY INDUSTRY SPECIALIZATION**

Industry Sector	1995	2000	2001	2002	2003	2004	2005	% Change	
								1995-2005	2000-2005
Agriculture	13.6%	13.1%	13.2%	13.2%	15.1%	18.0%	14.6%	6.6%	11.3%
Natural Resources and Mining	65.1%	50.4%	49.0%	53.1%	51.3%	48.5%	46.9%	-27.9%	-6.8%
Construction	170.1%	217.0%	226.7%	233.0%	237.2%	218.5%	202.6%	19.1%	-6.7%
Manufacturing	68.1%	81.0%	73.5%	60.5%	64.5%	67.8%	68.7%	0.8%	-15.2%
Trade, Transportation and Utilities	99.2%	101.0%	105.0%	105.9%	103.0%	102.0%	103.0%	3.9%	2.0%
Information	81.7%	58.0%	59.1%	61.7%	67.0%	66.5%	62.2%	-23.9%	7.2%
Financial Activities	93.9%	112.5%	109.6%	118.0%	118.3%	122.6%	129.8%	38.3%	15.4%
Professional and Business Services	83.9%	74.5%	76.5%	74.0%	75.8%	73.7%	72.3%	-13.8%	-2.9%
Educational and Health Services	112.5%	90.7%	93.6%	96.7%	92.6%	92.9%	93.2%	-17.1%	2.7%
Leisure and Hospitality	158.2%	137.2%	133.3%	136.8%	133.4%	132.2%	130.6%	-17.5%	-4.8%
Other Services	106.5%	128.9%	118.1%	94.7%	79.0%	85.6%	87.8%	-17.6%	-31.9%
Government	103.2%	101.9%	95.8%	97.8%	98.1%	98.8%	100.6%	-2.5%	-1.3%

Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Employment by Industry Data

Note: Specialization reflects a comparison of the proportion of total employment in Placer County to the statewide average.

By 2015, as shown in Figure 36, it is projected that Placer County will increase its specialization in six sectors: Agriculture; Construction; Trade, Transportation, & Utilities; Financial Activities; Professional and Business Services; and Leisure & Hospitality.

**FIGURE 36
PLACER COUNTY INDUSTRY SPECIALIZATION
PROJECTIONS**

Area/Industry	2005	2010	2015	% Change	
				2005-2015	2005-2010
Agriculture	14.6%	21.0%	20.5%	5.9%	6.4%
Construction	202.6%	232.9%	235.9%	33.3%	30.4%
Manufacturing	68.7%	50.1%	49.3%	-19.4%	-18.6%
Trade, Transportation and Utilities	103.0%	109.1%	108.1%	5.1%	6.1%
Information	62.2%	47.6%	48.8%	-13.4%	-14.6%
Financial Activities	129.8%	132.2%	133.6%	3.8%	2.4%
Professional and Business Services	72.3%	84.2%	86.5%	14.2%	11.9%
Educational and Health Services	93.2%	85.6%	81.3%	-11.9%	-7.6%
Leisure and Hospitality	130.6%	137.7%	144.6%	14.0%	7.2%
Government	100.6%	85.5%	83.5%	-17.1%	-15.1%

Sacramento Regional Research Institute, December 2006

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

Notes: Projections for Natural Resources and Mining and Other Services industries not available. Differences due to rounding.

Specialization reflects a comparison of the proportion of total employment in Placer County to the statewide average.

BUSINESS CLIMATE

Figure 37 shows that there were over 9,600 business establishments in 2005 in Placer County—a figure which has increased 19 percent since 2001 and is about 14 percent of total establishments in the Sacramento Region. Placer County's establishment growth is similar to the Sacramento Region, but is far greater than the Bay Area's increase of about 4 percent and above California's of just under 14 percent. Similar to the Sacramento Region, the number of Other Services and Financial Activities establishments had the greatest increases since 2001, with approximately 37 percent and 36 percent, respectively, in Placer County. Other Services, Educational & Health Services, and Leisure & Hospitality establishments had the highest increases in the Bay Area, while the former two and Financial Activities increased the most in California. Natural Resources & Mining is the only sector that had a decrease in the number of establishments from 2001 to 2005 in Placer County. Establishments in this sector showed decreases in the comparison areas. Notable losses of establishments in the Bay Area within this time period include those in the Information (about -25 percent) and Manufacturing (almost -18 percent) sectors.

BUSINESS CLIMATE

FIGURE 37
ESTABLISHMENTS BY INDUSTRY

Area / Industry	2001	2002	2003	2004	2005	% Change 2001-2005
Placer County						
Total All Industries	8,092	8,508	9,042	9,349	9,626	19.0%
Natural Resources and Mining	82	77	79	74	70	-14.6%
Construction	1,312	1,350	1,404	1,441	1,451	10.6%
Manufacturing	298	297	312	309	304	2.0%
Trade, Transportation and Utilities	1,434	1,484	1,543	1,537	1,513	5.5%
Information	127	144	140	143	145	14.2%
Financial Activities	837	909	998	1,079	1,135	35.6%
Professional and Business Services	1,190	1,289	1,383	1,440	1,492	25.4%
Educational and Health Services	755	794	875	899	919	21.7%
Leisure and Hospitality	681	690	745	777	806	18.4%
Other Services	1,113	1,212	1,306	1,391	1,524	36.9%
Government	263	262	257	259	267	1.5%
Sacramento Region						
Total All Industries	60,179	64,266	67,478	69,613	71,159	18.2%
Natural Resources and Mining	1,683	1,614	1,560	1,488	1,423	-15.4%
Construction	5,072	5,332	5,505	5,630	5,650	11.4%
Manufacturing	1,776	1,733	1,761	1,774	1,742	-1.9%
Trade, Transportation and Utilities	8,653	8,779	8,862	8,905	8,804	1.7%
Information	682	752	745	719	705	3.4%
Financial Activities	4,761	4,952	5,113	5,265	5,440	14.3%
Professional and Business Services	7,239	7,678	7,897	7,981	8,120	12.2%
Educational and Health Services	4,728	4,831	5,025	5,132	5,191	9.8%
Leisure and Hospitality	4,055	4,148	4,304	4,356	4,377	7.9%
Other Services	14,723	17,394	19,670	21,255	22,581	53.4%
Government	6,807	7,053	7,036	7,108	7,126	4.7%
Bay Area						
Total All Industries	196,925	202,197	204,606	205,722	205,088	4.1%
Natural Resources and Mining	1,045	1,005	1,028	972	918	-12.2%
Construction	13,369	13,706	13,559	13,466	13,207	-1.2%
Manufacturing	9,634	9,243	8,782	8,339	7,916	-17.8%
Trade, Transportation and Utilities	31,194	30,779	30,281	29,610	29,115	-6.7%
Information	4,683	4,538	4,060	3,713	3,533	-24.6%
Financial Activities	17,150	17,487	17,811	17,820	17,843	4.0%
Professional and Business Services	36,582	36,927	35,613	34,775	34,143	-6.7%
Educational and Health Services	17,226	17,584	17,956	18,120	18,028	4.7%
Leisure and Hospitality	14,554	14,873	15,325	15,295	15,220	4.6%
Other Services	47,138	51,739	55,933	59,432	61,088	29.6%
Government	4,350	4,316	4,258	4,180	4,077	-6.3%
California						
Total All Industries	1,040,850	1,094,719	1,136,390	1,165,813	1,183,625	13.7%
Natural Resources and Mining	23,450	22,820	21,940	20,995	20,119	-14.2%
Construction	68,640	71,358	71,976	73,583	74,024	7.8%
Manufacturing	53,563	52,566	51,248	49,724	47,436	-11.4%
Trade, Transportation and Utilities	177,705	180,067	180,700	180,301	178,296	0.3%
Information	22,631	22,452	21,206	20,243	19,449	-14.1%
Financial Activities	81,592	84,013	86,675	88,373	90,006	10.3%
Professional and Business Services	146,581	153,276	154,172	154,391	154,068	5.1%
Educational and Health Services	85,863	88,718	91,774	93,673	94,347	9.9%
Leisure and Hospitality	75,392	77,670	80,493	81,840	82,083	8.9%
Other Services	274,701	310,932	345,482	371,893	392,978	43.1%
Government	30,732	30,847	30,724	30,797	30,819	0.3%

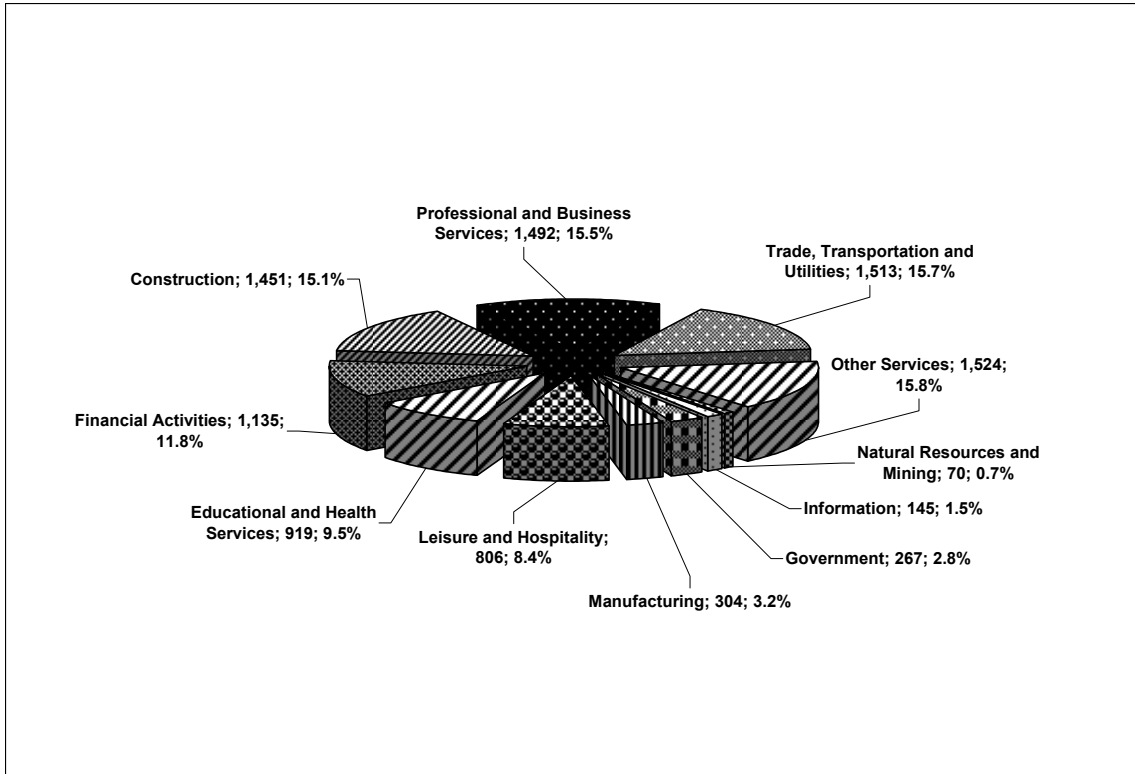
Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

Note: Agriculture sector not included in this data.

The highest proportions of establishments in Placer County are in Other Services; Trade, Transportation, & Utilities; Professional & Business Services; and Construction, each sector with approximately 1,500 establishments accounting for between 15 and 16 percent of the total, as shown in Figure 38. These sectors make up over 60 percent of establishments in Placer County.

FIGURE 38
INDUSTRY COMPOSITION IN PLACER COUNTY BY ESTABLISHMENTS IN 2005



Sacramento Regional Research Institute, December 2006
Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data
Note: Agriculture sector not included in this data.

As illustrated in Figure 39, establishments classified in the Other Services; Trade, Transportation, & Utilities; and Professional & Business Services sectors have the largest proportion of all industries in Placer County, the Sacramento Region, the Bay Area, and California. The largest positive composition shifts of Placer County establishments were in the Financial Activities and Other Services sectors with shifts between about 1 and 2 percentage points from 2001 to 2005. The Other Services sector had the highest composition shift in the comparison areas with between about 6 and 7 percentage point increases. Trade, Transportation, & Utilities had the highest decreases in composition shift in Placer County, the Sacramento Region, and California (between about -1 and -2 percentage points). The Bay Area had the highest negative composition shift in the Professional & Business Services sector (almost -2 percentage points).

BUSINESS CLIMATE

FIGURE 39
INDUSTRY COMPOSITION BY ESTABLISHMENTS

<i>Area / Industry</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>Shift 2001-2005</i>
Placer County						
Natural Resources and Mining	1.0%	0.9%	0.9%	0.8%	0.7%	-0.3%
Construction	16.2%	15.9%	15.5%	15.4%	15.1%	-1.1%
Manufacturing	3.7%	3.5%	3.5%	3.3%	3.2%	-0.5%
Trade, Transportation and Utilities	17.7%	17.4%	17.1%	16.4%	15.7%	-2.0%
Information	1.6%	1.7%	1.5%	1.5%	1.5%	-0.1%
Financial Activities	10.3%	10.7%	11.0%	11.5%	11.8%	1.4%
Professional and Business Services	14.7%	15.2%	15.3%	15.4%	15.5%	0.8%
Educational and Health Services	9.3%	9.3%	9.7%	9.6%	9.5%	0.2%
Leisure and Hospitality	8.4%	8.1%	8.2%	8.3%	8.4%	0.0%
Other Services	13.8%	14.2%	14.4%	14.9%	15.8%	2.1%
Government	3.3%	3.1%	2.8%	2.8%	2.8%	-0.5%
Sacramento Region						
Natural Resources and Mining	2.8%	2.5%	2.3%	2.1%	2.0%	-0.8%
Construction	8.4%	8.3%	8.2%	8.1%	7.9%	-0.5%
Manufacturing	3.0%	2.7%	2.6%	2.5%	2.4%	-0.5%
Trade, Transportation and Utilities	14.4%	13.7%	13.1%	12.8%	12.4%	-2.0%
Information	1.1%	1.2%	1.1%	1.0%	1.0%	-0.1%
Financial Activities	7.9%	7.7%	7.6%	7.6%	7.6%	-0.3%
Professional and Business Services	12.0%	11.9%	11.7%	11.5%	11.4%	-0.6%
Educational and Health Services	7.9%	7.5%	7.4%	7.4%	7.3%	-0.6%
Leisure and Hospitality	6.7%	6.5%	6.4%	6.3%	6.2%	-0.6%
Other Services	24.5%	27.1%	29.2%	30.5%	31.7%	7.3%
Government	11.3%	11.0%	10.4%	10.2%	10.0%	-1.3%
Bay Area						
Natural Resources and Mining	0.5%	0.5%	0.5%	0.5%	0.4%	-0.1%
Construction	6.8%	6.8%	6.6%	6.5%	6.4%	-0.3%
Manufacturing	4.9%	4.6%	4.3%	4.1%	3.9%	-1.0%
Trade, Transportation and Utilities	15.8%	15.2%	14.8%	14.4%	14.2%	-1.6%
Information	2.4%	2.2%	2.0%	1.8%	1.7%	-0.7%
Financial Activities	8.7%	8.6%	8.7%	8.7%	8.7%	0.0%
Professional and Business Services	18.6%	18.3%	17.4%	16.9%	16.6%	-1.9%
Educational and Health Services	8.7%	8.7%	8.8%	8.8%	8.8%	0.0%
Leisure and Hospitality	7.4%	7.4%	7.5%	7.4%	7.4%	0.0%
Other Services	23.9%	25.6%	27.3%	28.9%	29.8%	5.8%
Government	2.2%	2.1%	2.1%	2.0%	2.0%	-0.2%
California						
Natural Resources and Mining	2.3%	2.1%	1.9%	1.8%	1.7%	-0.6%
Construction	6.6%	6.5%	6.3%	6.3%	6.3%	-0.3%
Manufacturing	5.1%	4.8%	4.5%	4.3%	4.0%	-1.1%
Trade, Transportation and Utilities	17.1%	16.4%	15.9%	15.5%	15.1%	-2.0%
Information	2.2%	2.1%	1.9%	1.7%	1.6%	-0.5%
Financial Activities	7.8%	7.7%	7.6%	7.6%	7.6%	-0.2%
Professional and Business Services	14.1%	14.0%	13.6%	13.2%	13.0%	-1.1%
Educational and Health Services	8.2%	8.1%	8.1%	8.0%	8.0%	-0.3%
Leisure and Hospitality	7.2%	7.1%	7.1%	7.0%	6.9%	-0.3%
Other Services	26.4%	28.4%	30.4%	31.9%	33.2%	6.8%
Government	3.0%	2.8%	2.7%	2.6%	2.6%	-0.3%

Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

Note: Agriculture sector not included in this data.

BUSINESS CLIMATE

Labor Force

Figure 40 shows that in 2005, Placer County had a labor force of just over 162,000 people, with almost 156,000 employed. The County had an unemployment rate of 3.9 percent, lower than all the comparative areas, demonstrating Placer County's relatively strong economy. Placer County also had the highest increase in its labor force, in line with its population growth—almost 59 percent growth from 1995 to 2005, significantly greater than the Sacramento Region (almost 28 percent), the Bay Area (about 4 percent), and California (close to 16 percent).

FIGURE 40
ANNUAL LABOR FORCE, EMPLOYMENT, UNEMPLOYMENT, AND
UNEMPLOYMENT RATE

Area/Factor	1995	2000	2001	2002	2003	2004	2005	% Change 1995-2005	% Change 2000-2005
Placer County									
Labor Force	102,100	131,400	138,900	146,500	153,400	159,300	162,100	58.8%	23.4%
Employment	95,800	126,700	133,500	139,600	146,000	152,200	155,700	62.5%	22.9%
Unemployment	6,300	4,700	5,400	6,900	7,400	7,100	6,400	1.6%	36.2%
Unemployment Rate	6.2%	3.6%	3.9%	4.7%	4.8%	4.5%	3.9%	-	-
Sacramento Region									
Labor Force	851,100	966,800	998,900	1,032,500	1,054,800	1,070,000	1,086,900	27.7%	12.4%
Employment	788,400	922,600	951,400	972,700	991,500	1,009,100	1,032,700	31.0%	11.9%
Unemployment	62,700	44,200	47,500	59,800	63,300	60,900	54,200	-13.6%	22.6%
Unemployment Rate	7.4%	4.6%	4.8%	5.8%	6.0%	5.7%	5.0%	-	-
Bay Area									
Labor Force	2,903,700	3,249,000	3,256,000	3,170,800	3,084,300	3,030,300	3,022,500	4.1%	-7.0%
Employment	2,748,600	3,140,900	3,104,200	2,950,900	2,866,900	2,851,100	2,869,800	4.4%	-8.6%
Unemployment	155,100	108,100	151,800	219,900	217,400	179,200	152,700	-1.5%	41.3%
Unemployment Rate	5.3%	3.3%	4.7%	6.9%	7.0%	5.9%	5.1%	-	-
California									
Labor Force	15,263,600	16,857,500	17,152,100	17,330,700	17,403,900	17,499,600	17,695,600	15.9%	5.0%
Employment	14,062,400	16,024,300	16,220,000	16,168,200	16,212,600	16,407,900	16,746,900	19.1%	4.5%
Unemployment	1,201,200	833,200	932,100	1,162,500	1,191,300	1,091,700	948,700	-21.0%	13.9%
Unemployment Rate	7.9%	4.9%	5.4%	6.7%	6.8%	6.2%	5.4%	-	-

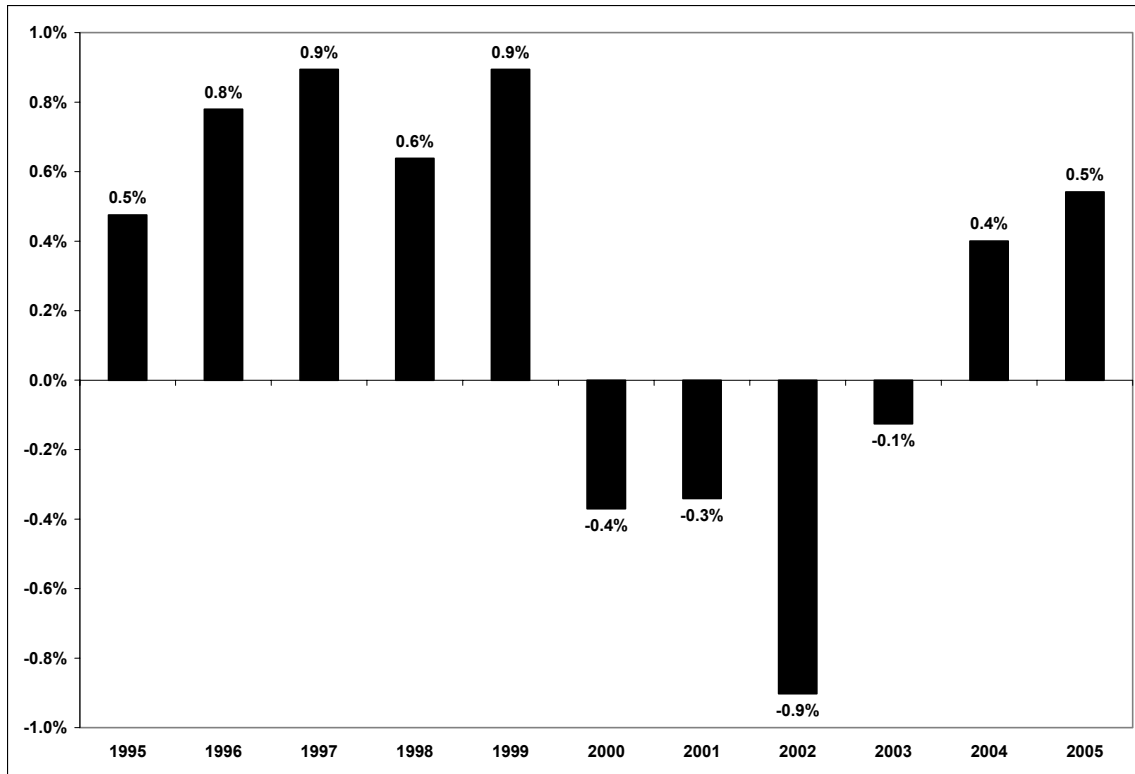
Sacramento Regional Research Institute, December 2006

Data Source: Employment Development Department, Labor Market Information

BUSINESS CLIMATE

Economic theory suggests that as long as the year-over-year growth rate in the number of persons employed is larger than the growth rate in the civilian labor force, the region is in good economic health. As shown in Figure 41, between 1995 and 2005, Placer County was in relatively good economic health where the number of employment opportunities available to the County's residents grew faster than the number of employable people. Between 2000 and 2003, Placer County was in somewhat poor economic health, but shifted back to healthy conditions in 2004 and 2005.

FIGURE 41
PLACER COUNTY ECONOMIC HEALTH



Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Annual Average Labor Force Data

Note: Bars reflect the percentage point difference between the year-over-year growth rates in the employed portion of the labor force and the total labor force.

BUSINESS CLIMATE

Wages

Wage data is not available by county, therefore the major occupational category wages shown in Figure 42 are for the entire Sacramento Region. Occupations that earn the highest salaries are in the Management; Legal; Architecture & Engineering; and Healthcare Practitioner & Technical categories, earning annual salaries between about \$70,000 and almost \$90,000, lower in comparison to mean salaries in the Bay Area and California.

FIGURE 42
WAGES FOR MAJOR OCCUPATIONAL CATEGORIES,
1ST QUARTER 2006

<i>Occupational Category</i>	<i>Sacramento Region</i>		<i>Bay Area</i>		<i>California</i>	
	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>
	<i>Hourly</i>	<i>Annual</i>	<i>Hourly</i>	<i>Annual</i>	<i>Hourly</i>	<i>Annual</i>
Management	\$43.16	\$89,759	\$55.45	\$115,331	\$48.44	\$100,772
Legal	\$41.36	\$86,031	\$51.61	\$107,359	\$46.76	\$97,269
Architecture and Engineering	\$34.59	\$71,957	\$40.06	\$83,316	\$36.47	\$75,842
Healthcare Practitioners and Technical	\$33.76	\$70,231	\$38.69	\$80,475	\$34.22	\$71,172
Computer and Mathematical	\$32.72	\$68,043	\$42.80	\$89,019	\$37.21	\$77,406
Life, Physical, and Social Science	\$28.56	\$59,412	\$35.55	\$73,964	\$31.15	\$64,782
Business and Financial Operations	\$27.53	\$57,256	\$34.50	\$71,771	\$30.65	\$63,752
Education, Training, and Library	\$22.94	\$47,714	\$26.03	\$54,142	\$24.39	\$50,720
Community and Social Services	\$21.45	\$44,601	\$22.04	\$45,849	\$21.12	\$43,930
Construction and Extraction	\$21.26	\$44,214	\$25.57	\$53,179	\$21.33	\$44,375
Protective Service	\$20.70	\$43,067	\$23.97	\$49,862	\$21.03	\$43,739
Arts, Design, Entertainment, Sports, and Media	\$20.07	\$41,742	\$27.33	\$56,849	\$24.11	\$50,160
Installation, Maintenance, and Repair	\$19.68	\$40,949	\$23.63	\$49,150	\$20.37	\$42,362
Sales and Related	\$17.13	\$35,620	\$21.37	\$44,447	\$17.77	\$36,967
Office and Administrative Support	\$16.29	\$33,867	\$18.40	\$38,282	\$15.99	\$33,254
Production	\$14.85	\$30,895	\$17.19	\$35,756	\$14.11	\$29,355
Transportation and Material Moving	\$14.23	\$29,603	\$16.99	\$35,336	\$14.05	\$29,228
Healthcare Support	\$13.11	\$27,264	\$15.58	\$32,409	\$13.22	\$27,496
Building and Grounds Cleaning and Maintenance	\$11.50	\$23,926	\$13.37	\$27,816	\$11.80	\$24,548
Farming, Fishing, and Forestry	\$11.31	\$23,524	\$11.23	\$23,372	\$9.12	\$18,976
Personal Care and Service	\$11.06	\$23,015	\$14.30	\$29,743	\$11.94	\$24,840
Food Preparation and Serving-Related	\$9.17	\$19,074	\$10.01	\$20,838	\$9.33	\$19,411

Sacramento Regional Research Institute, December 2006

Data Source: California Employment Development Department, Occupational Wage Data

Notes: Sacramento Region and Bay Area wages based on weighted average by employment.

Sacramento Region Healthcare Practitioners & Technical based on Sacramento MSA only, no Yuba MSA data available.

Sacramento Region Farming, Fishing, & Forestry based on Sacramento MSA only, no Yuba MSA data available.

Major Employers

The major private sector employers in Placer County displayed in Figure 43 represent a wide spectrum of industry sectors such as manufacturing, financial services, health, and recreation.

FIGURE 43
MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY

<i>Company</i>	<i>Industry</i>	<i>Number of Local Employees</i>
Hewlett-Packard Co.	Computer Hardware Manufacturing	4,000
Thunder Valley Casino	Casinos	2,020
Kaiser Permanente	Healthcare	1,980
Raley's Inc.	Retail Groceries	1,251
Squaw Valley Ski Corp.	Misc. Amusement, Recreation Services	*1,200
Union Pacific Railroad Co. Inc.	Transportation, Railroad	1,100
Wal-Mart Stores Inc.	Retail Merchandise	1,053
PRIDE Industries Inc.	Manufacturing & Logistics Services	1,050
NEC Electronics America Inc.	Electronic Components & Accessories	1,000
Sutter Health	Healthcare	985
Wells Fargo & Co.	Financial Services	632
Pacific Gas and Electric Co.	Utility Distributor	624
Target Corp.	Retail Merchandise	604
SureWest Communications	Telecommunication Services	574
Resort at Squaw Creek	Misc. Amusement, Recreation Services	**560
United Natural Foods Inc.	Wholesale Groceries	478
United Parcel Service	Shipping	356
Sierra Pacific Industries	Sawmills & Planing Mills	320
Coherent Inc.	Electronic Components & Accessories	219

Sacramento Regional Research Institute, December 2006

Data Sources: Sacramento Business Journal *Top 25 Book of Lists 2006*; ReferenceUSA; D&B Million Dollar Database; and above-listed organizations

*Includes 1,000 seasonal employees.

**Peak seasonal employment; 400 year-round employees.

Recently Located Companies in Placer County

Figure 44 lists some of the companies that recently located in, relocated to, or established within Placer County between 2001 and 2006, representing a mix of manufacturing, high technology, retail, and business services companies.

FIGURE 44
SELECT COMPANIES THAT RECENTLY LOCATED OR ESTABLISHED
IN PLACER COUNTY BETWEEN 2001 AND 2006

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Date Located/ Established</i>
Strikes Family Entertainment Center	Rocklin	Recreation	2006
Arizona Tile	Roseville	Tile & Slab Showroom	2006
R.C. Willey	Rocklin & Roseville	Home Furnishing Retailer & Distribution Center	2006
Rabobank	Roseville	Financial Services West Cost Headquarters	2005
CalSTAR	Auburn	Air Ambulance Service	2004
Kenai Systems	Rocklin	Web Services Security	2004
Ace Hardware Corp.	Unincorporated	Retail Support Center	2003
Esurance	Rocklin	Online Auto Insurance	2003
Applied Networking & Systems Integration Inc.	Roseville	Software Developer	2002
Dynesco Inc.	Roseville	Electronic Mfg. & Assembly	2002
Evolve Technology Group Inc.	Rocklin	Information Technology Services	2002
Tahoe RF Semiconductor Inc.	Auburn	Integrated Circuit Design & Mfg.	2002
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurmt. Devices	2001
GDA Technologies Inc.	Rocklin	Electronics Design	2001
IBC Onsite Solutions Inc.	Auburn	Software Developer	2001
MLA Computer Consulting Services	Lincoln	Information Technology Services	2001
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	2001
Sierra Logic Inc.	Roseville	High-performance Silicon Storage	2001
Trofholz Technologies Inc.	Rocklin	Information Technology Services	2001

Sacramento Regional Research Institute, December 2006

Data Sources: Located Companies List Greater Sacramento Area, Sacramento Area Commerce and Trade Organization;
High Tech Direct, Sacramento Business Journal, December 2006; City of Roseville; and Sacramento Business Journal

Note: This list is not a comprehensive record of companies that located to Placer County within this time period. . It is intended to serve as a guide as to the types of companies that are establishing within the County.

Taxable Sales

In 2005, Placer County had total revenue of over \$7 billion in taxable sales, an increase of 53 percent since 2000, as shown in Figure 45. The County's taxable sales revenue grew significantly more than the Sacramento Region, which experienced an overall increase of nearly 34 percent, the Bay Area with a decrease of almost 8 percent, and California with about 22 percent increased revenue. The County's significant increase in taxable sales reflects its recent population and business growth. The largest amount of Placer County's total taxable sales came from Roseville with close to \$3.9 billion. Lincoln, Auburn, and Rocklin have had the highest increase of taxable sales from 2000 to 2005, with respective changes of about 124 percent, 68 percent, and 64 percent.

FIGURE 45
TAXABLE SALES (IN THOUSANDS)

Area	2000	2001	2002	2003	2004	2005	% Change 2000-2005
Placer County	\$4,741,567	\$5,201,929	\$5,549,881	\$5,973,818	\$6,595,566	\$7,232,568	52.5%
Auburn	\$248,608	\$235,134	\$249,529	\$252,093	\$314,002	\$416,590	67.6%
Colfax	\$44,301	\$49,822	\$51,201	\$54,435	\$59,943	\$66,385	49.8%
Lincoln	\$77,479	\$90,846	\$92,995	\$106,532	\$131,654	\$173,875	124.4%
Loomis	\$79,238	\$79,450	\$82,930	\$82,744	\$102,265	\$114,633	44.7%
Rocklin	\$380,621	\$407,145	\$458,325	\$515,953	\$558,913	\$622,691	63.6%
Roseville	\$2,395,294	\$2,756,587	\$2,988,257	\$3,288,459	\$3,660,431	\$3,897,859	62.7%
Unincorporated	\$1,516,026	\$1,582,945	\$1,626,644	\$1,673,602	\$1,768,358	\$1,940,535	28.0%
Sacramento Region	\$26,488,259	\$27,647,324	\$28,427,739	\$30,114,878	\$33,085,580	\$35,415,319	33.7%
Bay Area	\$106,063,691	\$96,914,119	\$88,429,153	\$87,905,723	\$93,073,847	\$98,101,277	-7.5%
California	\$441,854,412	\$441,517,560	\$440,950,094	\$460,096,468	\$500,076,783	\$536,904,428	21.5%

Sacramento Regional Research Institute, December 2006

Data Source: State of California Board of Equalization

Note: Taxable sales by county not available for 10-year data point.

It is projected that Placer County will continue to lead in growth of taxable sales with a change of about 101 percent from 2005 to 2015 with total taxable sales of \$14.5 billion in 2015, as shown in Figure 46. The Sacramento Region, the Bay Area, and California will increase between roughly 68 to 83 percent in total taxable sales revenue through 2015.

FIGURE 46
PROJECTED TAXABLE SALES (IN THOUSANDS)

Area	2005	2010	2015	% Change 2005-2010	% Change 2005-2015
Placer County	\$7,232,568	\$10,800,000	\$14,500,000	49.3%	100.5%
Sacramento Region	\$35,415,319	\$47,000,000	\$61,900,000	32.7%	74.8%
Bay Area	\$98,101,277	\$139,300,000	\$179,100,000	42.0%	82.6%
California	\$536,904,428	\$703,000,000	\$901,000,000	30.9%	67.8%

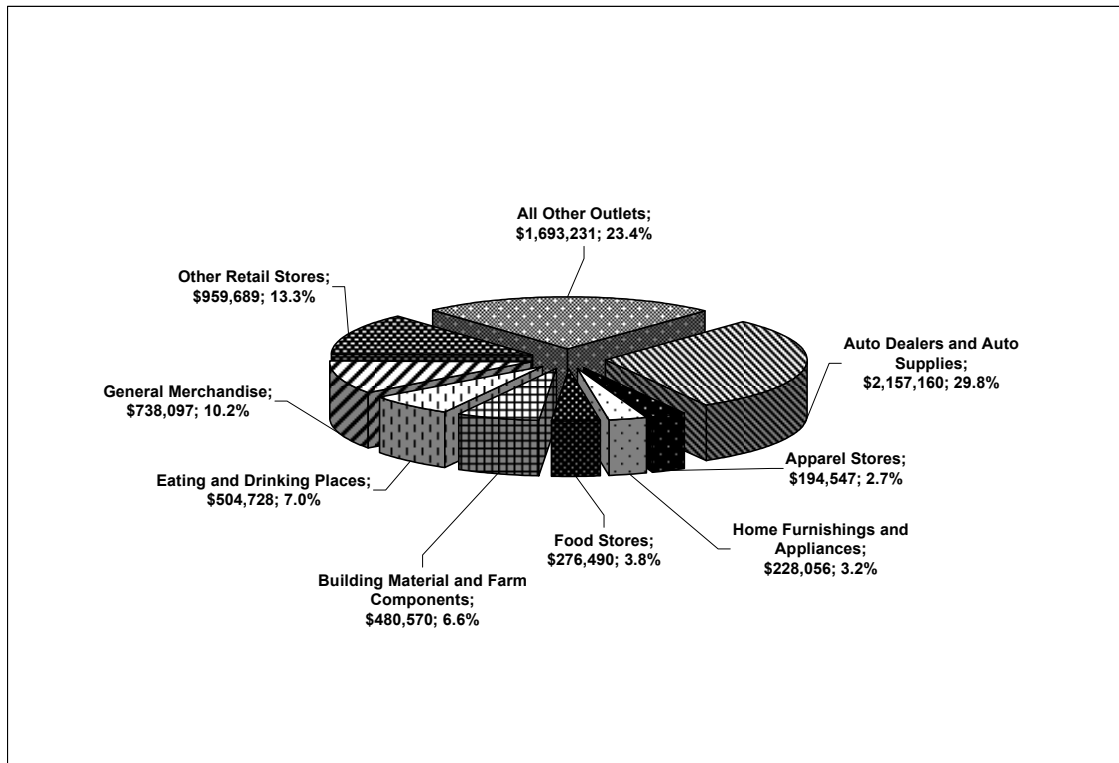
Sacramento Regional Research Institute, December 2006

Data Sources: State of California Board of Equalization; Department of Transportation 2005 Long-Term Socio-Economic Forecasts by County

BUSINESS CLIMATE

Figure 47 shows that a large portion of taxable sales revenue in Placer County is obtained from Auto Dealers & Auto Supply businesses, contributing almost \$2.2 billion in taxable sales revenue (about 30 percent of the total), followed by businesses classified as 'All Other Outlets' with nearly \$1.7 billion (about 23 percent of all taxable sales) and 'Other Retail Stores' with almost \$960 million in taxable sales (approximately 13 percent of total).

FIGURE 47
COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2005
(IN THOUSANDS)



Sacramento Regional Research Institute, December 2006
Data Source: State of California Board of Equalization, Taxable Sales in California Report

BUSINESS CLIMATE

Auto Dealers & Auto Supply and 'All Other Outlets' business types also comprise the largest proportion of total taxable sales in the Sacramento Region, the Bay Area, and California, as illustrated in Figure 48. From 2000 to 2005, Apparel Stores; Home Furnishings & Appliances; and Building Material & Farm Components businesses in Placer County have increased their taxable sales by almost 124 percent, 116 percent, and 89 percent, respectively. There was not one business type in any of the comparative areas that posted such high increases. Building Material & Farm Components businesses have had the highest increases in taxable sales in all of the comparative areas between 2000 and 2005, ranging from about 28 percent to almost 83 percent increases.

FIGURE 48
TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)

Area/Business Type	2000	2001	2002	2003	2004	2005	% Change 2000-2005
Placer County							
Total Taxable Sales	\$4,741,567	\$5,201,929	\$5,549,881	\$5,973,818	\$6,595,566	\$7,232,568	52.5%
Apparel Stores	\$86,874	\$130,639	\$140,273	\$151,425	\$182,781	\$194,547	123.9%
General Merchandise	\$461,057	\$546,461	\$604,767	\$654,898	\$692,463	\$738,097	60.1%
Food Stores	\$215,609	\$227,640	\$246,260	\$256,357	\$256,228	\$276,490	28.2%
Eating and Drinking Places	\$321,954	\$360,756	\$389,389	\$418,410	\$464,769	\$504,728	56.8%
Home Furnishings and Appliances	\$105,599	\$130,254	\$151,768	\$168,596	\$205,139	\$228,056	116.0%
Building Material and Farm Components	\$253,900	\$301,831	\$357,094	\$403,768	\$467,430	\$480,570	89.3%
Auto Dealers and Auto Supplies	\$1,327,042	\$1,418,317	\$1,521,879	\$1,691,680	\$1,888,201	\$2,157,160	62.6%
Other Retail Stores	\$612,312	\$677,338	\$794,774	\$794,212	\$867,142	\$959,689	56.7%
All Other Outlets	\$1,357,220	\$1,408,693	\$1,388,677	\$1,434,472	\$1,571,413	\$1,693,231	24.8%
Sacramento Region							
Total Taxable Sales	\$26,488,259	\$27,647,324	\$28,427,739	\$30,114,878	\$33,085,580	\$35,415,319	33.7%
Apparel Stores	\$558,337	\$628,236	\$687,300	\$737,717	\$853,185	\$930,093	66.6%
General Merchandise	\$2,863,419	\$3,000,990	\$3,106,310	\$3,287,336	\$3,522,300	\$3,724,844	30.1%
Food Stores	\$1,326,097	\$1,382,137	\$1,388,057	\$1,438,857	\$1,493,272	\$1,574,000	18.7%
Eating and Drinking Places	\$1,842,491	\$1,977,509	\$2,092,368	\$2,206,565	\$2,398,061	\$2,585,079	40.3%
Home Furnishings and Appliances	\$771,052	\$818,505	\$881,275	\$924,320	\$1,014,200	\$1,072,076	39.0%
Building Material and Farm Components	\$1,538,484	\$1,765,679	\$1,987,162	\$2,249,878	\$2,697,878	\$2,807,698	82.5%
Auto Dealers and Auto Supplies	\$5,394,983	\$5,812,472	\$5,986,576	\$6,407,290	\$6,997,434	\$7,679,763	42.4%
Other Retail Stores	\$3,402,241	\$3,455,577	\$3,573,769	\$3,761,136	\$4,080,758	\$4,424,299	30.0%
All Other Outlets	\$8,791,155	\$8,806,219	\$8,724,922	\$9,101,779	\$10,028,492	\$10,617,467	20.8%
Bay Area							
Total Taxable Sales	\$106,063,691	\$96,914,119	\$88,429,153	\$87,905,723	\$93,073,847	\$98,101,277	-7.5%
Apparel Stores	\$2,982,963	\$2,947,424	\$2,930,774	\$3,045,295	\$3,345,211	\$3,651,927	22.4%
General Merchandise	\$9,332,911	\$9,159,888	\$8,877,808	\$8,962,686	\$9,357,643	\$9,707,483	4.0%
Food Stores	\$3,159,984	\$3,250,137	\$3,185,785	\$3,176,076	\$3,195,687	\$3,261,689	3.2%
Eating and Drinking Places	\$7,939,200	\$7,890,243	\$7,752,263	\$7,840,590	\$8,405,388	\$8,980,840	13.1%
Home Furnishings and Appliances	\$3,731,906	\$3,356,895	\$3,150,638	\$3,193,522	\$3,378,432	\$3,488,658	-6.5%
Building Material and Farm Components	\$4,671,009	\$4,828,201	\$4,872,549	\$4,996,657	\$5,767,841	\$5,954,516	27.5%
Auto Dealers and Auto Supplies	\$16,689,615	\$15,976,705	\$15,012,114	\$15,137,537	\$16,042,410	\$17,083,529	2.4%
Other Retail Stores	\$14,372,217	\$12,562,142	\$11,572,012	\$11,417,676	\$12,165,539	\$13,107,450	-8.8%
All Other Outlets	\$43,183,886	\$36,942,484	\$31,075,210	\$30,135,684	\$31,415,696	\$32,865,185	-23.9%
California							
Total Taxable Sales	\$441,854,412	\$441,517,560	\$440,950,094	\$460,096,468	\$500,076,783	\$536,904,428	21.5%
Apparel Stores	\$12,847,372	\$13,388,444	\$14,029,200	\$15,179,710	\$16,957,137	\$18,712,125	45.6%
General Merchandise	\$45,829,364	\$47,191,016	\$48,486,891	\$50,550,818	\$53,939,532	\$56,787,153	23.9%
Food Stores	\$18,374,398	\$18,823,587	\$18,951,412	\$19,407,823	\$19,825,771	\$21,128,469	15.0%
Eating and Drinking Places	\$35,461,731	\$36,849,193	\$38,079,830	\$40,049,699	\$43,275,038	\$46,412,847	30.9%
Home Furnishings and Appliances	\$13,592,904	\$13,332,175	\$13,983,287	\$15,104,217	\$16,405,347	\$17,388,704	27.9%
Building Material and Farm Components	\$22,488,577	\$24,208,900	\$25,816,009	\$28,200,869	\$34,154,543	\$36,152,218	60.8%
Auto Dealers and Auto Supplies	\$81,937,244	\$85,400,884	\$87,749,497	\$94,766,776	\$103,528,856	\$112,167,922	36.9%
Other Retail Stores	\$56,536,107	\$54,762,322	\$54,516,180	\$56,957,142	\$62,086,464	\$67,058,687	18.6%
All Other Outlets	\$154,786,715	\$147,561,039	\$139,337,788	\$139,879,414	\$149,904,095	\$161,096,303	4.1%

Sacramento Regional Research Institute, December 2006

Data Source: State of California Board of Equalization, Taxable Sales in California Report

Note: Taxable sales by business type not available at county level prior to 1999.

Banking and Finance

A complete network of banks, savings, and credit union institutions serves the business community in Placer County. Several of these institutions are locally-based and are shown in Figure 49. Placer Sierra Bank is the largest locally-based institution with about \$2.2 billion in deposits and \$2.7 billion in assets; however it is being acquired by Wells Fargo & Co. in mid-2007.

FIGURE 49
LOCALLY-BASED BANKING AND SAVINGS
INSTITUTIONS IN PLACER COUNTY
(IN THOUSANDS)

<i>Institution</i>	<i>City</i>	<i>Total Deposits</i>	<i>Assets</i>
Placer Sierra Bank	Auburn	\$2,182,296	\$2,658,031
Five Star Bank	Rocklin	\$232,939	\$260,512
Granite Community Bank, N.A.	Granite Bay	\$130,629	\$155,059
Community First Bank	Roseville	\$26,279	\$42,672

Sacramento Regional Research Institute, December 2006
 Data Source: Federal Deposit Insurance Corporation, Financial Data as of
 September 2006

Most major financial institutions have branch offices in Placer County, and the headquarters of several financial institutions are based in the County. As shown in Figure 50, Bank of America, Wells Fargo Bank, World Savings Bank, and Placer Sierra Bank rank as the largest banks, by market share, in Placer County.

FIGURE 50
DEPOSITS AND MARKET SHARE OF TOP
TEN BANKING AND SAVINGS
INSTITUTIONS IN PLACER COUNTY
(IN THOUSANDS)

<i>Rank</i>	<i>Institution</i>	<i>Inside Market</i>	
		<i>Deposits</i>	<i>Market Share</i>
1	Bank of America	\$1,031,075	19.2%
2	Wells Fargo Bank	\$914,951	17.1%
3	World Savings Bank	\$513,130	9.6%
4	Placer Sierra Bank	\$480,974	9.0%
5	Washington Mutual Bank	\$407,713	7.6%
6	Umpqua Bank	\$368,579	6.9%
7	U.S. Bank	\$297,483	5.6%
8	First Bank	\$176,740	3.3%
9	Five Star Bank	\$165,460	3.1%
10	Bank of the West	\$119,743	2.2%

Sacramento Regional Research Institute, December 2006
 Data Source: Federal Deposit Insurance Corporation (FDIC),
 Financial Data as of June 2006

Workforce Development and Training Programs

Placer County offers a wide range of workforce development services, organizations, and programs including recruitment, training, and incentive programs that jointly support local businesses and individuals seeking employment.

Business Advantage Network

The Placer County Business Advantage Network (BAN) represents a network of career developers in the Placer County area who work together to assist businesses with their hiring needs and regional job seekers, including those individuals who have been laid-off, are relocating, or re-entering the workforce.

BAN organizes recruiting events, such as their free biannual job fairs, and individual informational sessions to bring job seekers and businesses together. BAN also can refer eligible individuals for business-incentive programs such as the Work Opportunity Tax Credit (WOTC), Work Experience (WEX), and On-the-Job Training (OJT).

In addition to these free workforce development programs, BAN also offers rapid-response assistance to small businesses that are in danger of shutting their doors permanently or laying off employees. BAN works together with these businesses to devise a strategy to rapidly re-employ workers or provide them with referral and resource assistance to prevent lay-offs. This program is co-sponsored with the Golden Sierra Workforce Investment Board.

Golden Sierra Job Training Agency and One-Stop Career Centers

Through the partnership of state and local agencies with the Golden Sierra Job Training Agency, the Golden Sierra One-Stop Career Center system provides services to both employers and job seekers. The system is designed to provide workforce preparation services to job seekers increasing the employment, employment retention, and earnings of the local workforce. In addition, the One-Stops provide services to businesses that will enhance the productivity and competitiveness of the local and regional economy. Some employer resources available at the One-Stop Career Centers include interview space, scheduling assistance, and advertising of recruiting events. Job seeker resources, such as resume and interviewing workshops, computers with Internet access, resources for career research, and employer recruiting events, are available at no cost.

Job Talk Recruiting Events

Job Talk is a recruiting event held on the second Wednesday of each month at the Roseville One-Stop Career Center. Job Talk typically features one to three companies who have immediate hiring needs. Job seekers who attend have an opportunity to

introduce themselves to the recruiters and hear information on the hiring needs of the presenting companies.

California Work Opportunity and Responsibility to Kids Welfare to Work Program

The California Work Opportunity and Responsibility to Kids (CalWORKs) program has a pool of job seekers eager to transition to work. Employers who hire CalWORKs eligible participants may also be eligible to receive tax credits and on-the-job training funds. Self-sufficiency is the goal of this program. Participants may receive assistance with childcare and supportive services for uniforms or supplies that may be needed for their job. The CalWORKs Welfare to Work Program is a partner with the One-Stop Career Centers and the Business Advantage Network.

Employment Development Department

The California Employment Development Department (EDD) is a multifaceted department offering a variety of services under the Job Service, Unemployment Insurance and Disability Insurance programs. As the designated agency for employment services and the nation's largest employment agency, EDD offers employers an abundance of assistance, including job recruitment, screening and hiring assistance, tax credits for hiring targeted individuals, labor market information, and assistance with unemployment and disability insurance questions and concerns. EDD works in partnership with local community groups to develop programs that will increase employment and educational opportunities for both job seekers and the employer community. Local Job Service offices have an Employer Advisory Council (EAC), which serves as a resource to the local office and provides the business community with a network to other businesses.

The California Job Openings Browse System (CalJOBS)

This Internet-based job-opening and resume listing system, provided by the EDD's Job Services Division, includes no-fee services for both employers and job seekers using the service, as well as the largest database of job seekers in California. It provides easy access for employers and job seekers 24 hours a day through virtually any computer that has access to the Internet.

Sierra College Customized Workforce Training & Center for Applied Competitive Technologies

The Sierra College Customized Workforce Training Program provides client-defined programs of instruction at sites that are conveniently located for participants to attend. The Sierra College Customized Workforce Training Office serves as a liaison in these matters and is responsible for coordinating the delivery of all contracted credit and not-

for-credit courses, associated activities, and services requested by businesses that want to meet the educational needs of their employees or clients. Training is conducted at the worksite in such areas as technical training, supervision/management, computer applications, and core business skills.

The Center for Applied Competitive Technologies (CACT), provided by Sierra College's Rocklin campus, helps California's manufacturing industry compete successfully in the global economy and serves industry by preparing the workforce for future technological challenges. CACT is a free service geared towards small- to medium-sized manufacturers, focusing on process improvement training and workshops.

Employment Training Panel

Employment Training Panel (ETP) provides funds to employers to train all types of California workers (those who are currently employed and those who are drawing or have exhausted Unemployment Insurance benefits) and small business owners. ETP contracts with employers and training agencies to increase the efficiency and competitiveness of businesses by funding new or upgraded skills training to the state's workforce.

Grant Funded Training

The Community College Chancellor's Office provides various levels of funding for specific training projects. Training programs can be structured to fit production demands. Training may be fully- or partially-funded by state grants.

49er Regional Occupational Program Internships

49er Regional Occupational Program (R.O.P) is a part of a statewide program designed to bring education and business together. 49er R.O.P provides career preparation for high school students and adults through classroom academics, skill training, and through hands-on training taught through internships at local businesses and industry. R.O.P. classes are free for high school students and cost a minimal fee per semester for adults.

Organizational Development

The Board of Supervisors and County Executive Officer invest resources to assure county employees are well-trained. Organizational Development (OD), part of the County Executive Office, has developed an extensive series of courses in federal- and state-mandated areas, as well as in standard business practices, such as personnel supervision, management, and safety procedures. Local businesses, agencies, and organizations may register their staff for these courses as class attendance permits.

Economic Development and Business Resources

In addition to workforce development and training programs, other local resources, such as financial assistance and counseling, tax incentive programs, business seminars, and networking events, are available to businesses already located in or considering locating to Placer County.

Placer County Office of Economic Development

The Placer County Office of Economic Development offers direct assistance and referrals for businesses, some of which include:

- Site Location
- Site Acquisition Financing
- Business Relocation
- Business Retention
- Export Financing
- Forgivable Facade Loan Program
- Industrial Relations
- Technology Transfer
- Export Assistance
- Employment Training
- Permit Assistance
- Regional Industrial Attraction
- Demographic/Economic Profiles
- Business Plan Guide
- Industrial Sites Inventory
- Industrial Sites Map
- Community Development Block Grant
- Small Business Financing Assistance
- Pollution Control Financing
- Industrial Bond Financing
- Recycling Market Development Zone
- Business Improvement Program Low-Interest Loan

Sierra Economic Development District (SEDD)

Sierra Economic Development District (SEDD) assists businesses by providing information in the areas of federal and state funding, federal and state loan programs, bidding for state projects, import/export marketing, socio-economic data and trends, and other information resources for the business community within the Sierra Nevada Foothills area.

Small Business Development Center

Small Business Development Center (SBDC) provides assistance in the areas of general management, business planning, financial resources, and marketing services to those who own or plan to own a small business. SBDC offers information and referral services, business consulting, management assistance, business education and training, as well as publications, video tapes and business start-up kits for small businesses.

Patents in Commerce

Patents in Commerce (PIC) is a website and at-home training program designed to take the inventor or innovator and their products from concept to commercial distribution. This program is a partnership between the Placer County Office of Economic Development, Sierra College SBDC, the Recycling Market Development Zone, and various private-sector organizations.

The Federal Technology Center

The Federal Technology Center (FTC) is a non-profit organization that promotes economic development by facilitating technology transfer between government and the private sector and by helping small businesses to successfully compete for government contracts. Some of their services include free classes and counseling, access to a resource library, providing referrals, and conducting seminars. The FTC also links small business technology companies to federal lab resources.

Sacramento Area Regional Technology Alliance and the McClellan Technology Incubator

Sacramento Area Regional Technology Alliance (SARTA) is a technology-focused corporation that supports entrepreneurial programs, companies, and technology investment throughout Placer County and the Sacramento Region. SARTA and the McClellan Technology Incubator (MTI) offer classes for start-ups and entrepreneurs, including a range of training courses to help them get the most out of their business. These classes are open to SARTA members as well as non-members.

UC Davis CONNECT

UC Davis CONNECT focuses the existing resources of the university and the business community on the development of new business ventures in the Sacramento Region. They provide an on-going series of seminars, courses, programs, and networking events for entrepreneurs. These services educate the business community and help members connect with venture capitalists.

Employer Advisory Councils

Employer Advisory Councils (EACs) are formed in local areas to develop stronger partnerships between EDD and the business community. Volunteers from local employers work with EDD staff in helping employers conduct business more efficiently. This includes workshops and monthly meetings, depending on needs and requests from employers. In Placer County, there are presently two EAC associations, the Foothill

Employer Advisory Council (FEAC) and the South Placer Employer Advisory Council (SPEAC), both of which cover Auburn, Roseville, Rocklin, Lincoln, and their surrounding areas.

Labor Market Information

This One-Stop Career Center resource assists businesses in obtaining labor market information including employment and unemployment numbers, occupational supply and demand trends, wage and benefits data, labor force characteristics, and a variety of other statistics available in historical, current, and projected figures.

California Capital Loan Guarantee Programs

California Capital has two loan guarantee programs aimed at promoting small business growth by providing financing to businesses. The Microloan Guarantee Program provides a means of offering small loans of \$35,000 or less to businesses unable to obtain financing simply by virtue of the amount of the loan requested. The California Loan Guarantee Program permits Regional Development Corporations to use state funds to guarantee loans made by banks or financial institutions up to 90 percent of the outstanding principal balance with a maximum guarantee amount of \$500,000, including guarantees for short-term capital. Additional services provided by California Capital include business plan analysis, entrepreneurial and small business education services, as well as referrals to lenders.

Work Opportunity Tax Credit

Through the Work Opportunity Tax Credit (WOTC) Program, federal legislation provides employers with the opportunity to claim income tax credits for qualified applicants they plan to hire. These credits can equal up to \$8,500 for each person hired.

Tax Exempt Financing for Manufacturers

The Bonds for Industry Program provides manufacturers with below-market financing at tax-exempt interest rates (approximately 60 percent of prime). Taxable financing is available at approximately 80 percent of the prime rate. This program is available to manufacturers only and requires project costs to be between \$250,000 and \$20 million. The project must also create new jobs and it have support from the local city or county.

California Recycling Business Assistance Team

The California Recycling Business Assistance Team (R-Team) is available to new and existing businesses that use, or can use, recycled feedstock in their manufacturing process. Businesses located within the Placer County Recycling Market Development Zone may benefit from an incentive package that provides assistance in the areas of marketing, technical issues, and business and permit assistance.



REAL ESTATE
Sacramento Regional Research Institute

Real Estate

Over the past decade, Placer County has experienced extensive growth in construction and real estate activity with non-residential construction valuation increasing at higher rates than the County's comparative areas. Housing demand also continues to remain high with over 5,000 residential permits issued in the County in 2005.

This section outlines commercial (office and industrial market) and residential real estate aspects in Placer County.

Commercial Real Estate

Several factors, such as local government's favorable attitude toward economic development and the proximity of the County to the Bay Area and the Sierra Nevada mountains, make a great contribution to the significant commercial real estate activity in Placer County.

Topics covered under commercial real estate include non-residential construction valuation, lease rates, vacancy, net absorption, land costs, and industrial parks.

Non-Residential Construction Valuation

Construction valuation is an indicator of a healthy real estate market. As shown in Figure 51, Placer County's non-residential construction valuation increased almost 250 percent from 1995 to 2005—an increase far greater than any of the comparative areas. Since 2000, Placer County's valuation has increased about 57 percent from about \$235 million to its highest level in 2005 of almost \$370 million, with Roseville accounting for almost \$152 million of the County's 2005 total valuation.

FIGURE 51
NON-RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS)

Area	1995	2000	2001	2002	2003	2004	2005	% Change 1995-2005	% Change 2000-2005
Placer County	\$106,000	\$234,900	\$219,700	\$255,100	\$256,300	\$331,400	\$369,800	248.9%	57.4%
Auburn	\$2,600	\$9,100	\$8,000	\$4,500	\$2,500	\$16,000	\$8,200	215.4%	-9.9%
Colfax	\$400	\$3,000	\$2,600	\$400	\$700	\$1,900	\$600	50.0%	-80.0%
Lincoln	\$2,500	\$11,400	\$8,600	\$5,500	\$7,500	\$21,200	\$53,400	2036.0%	368.4%
Loomis	\$2,200	\$2,400	\$1,100	\$1,700	\$1,800	\$5,800	\$4,300	95.5%	79.2%
Rocklin	\$8,500	\$26,900	\$33,800	\$37,600	\$36,700	\$40,400	\$71,900	745.9%	167.3%
Roseville	\$69,200	\$142,800	\$108,600	\$166,100	\$156,000	\$172,000	\$151,500	118.9%	6.1%
Unincorporated	\$20,700	\$39,300	\$57,100	\$39,200	\$51,100	\$74,000	\$79,900	286.0%	103.3%
Sacramento Region	\$486,100	\$1,010,300	\$1,075,600	\$997,700	\$1,123,100	\$1,259,500	\$1,425,400	193.2%	41.1%
Bay Area	\$2,121,900	\$6,723,400	\$5,241,600	\$3,819,000	\$2,704,100	\$2,976,300	\$3,711,300	74.9%	-44.8%
California	\$8,154,700	\$18,624,900	\$16,753,200	\$14,529,100	\$13,914,900	\$15,689,400	\$18,265,500	124.0%	-1.9%

Sacramento Regional Research Institute, December 2006

Data Source: RAND California, New County Construction and New City Construction

Note: Differences due to rounding.

Commercially-Zoned Land Costs

Placer County has undeveloped land available for commercial and industrial development. Public sector policies are pro-business and promote a planned-growth approach to land use. Equally important, many jurisdictions in Placer County use urban reserve and agricultural zoning designations to bank acreage for future use or to save as open space. These policies stimulate economic growth while preserving the quality of life in Placer County.

Figure 52 shows ranges of land costs, based on the stated year's land sales within each land use category. Land costs can vary depending upon location, size, accessibility, and topography. With this in mind, Figure 52 provides a guide to the typical cost of land zoned for office, retail, and industrial land uses in Placer County.

**FIGURE 52
LAND COSTS IN PLACER COUNTY**

<i>Land Use</i>	<i>Cost per Square Foot Range</i>	
	<i>2005</i>	<i>2006*</i>
Office	\$6.30 - \$25.59	\$0.52 - \$13.82
Retail	\$3.56 - \$20.63	\$14.80 - \$16.20
Industrial	\$8.47	\$2.66 - \$8.50

Sacramento Regional Research Institute, December 2006
 Data Sources: Grubbs & Ellis, Quick Comp Reports 2005
 and 2006 and CB Richard Ellis Property
 Listings

*YTD as of November 2006.

Note: Ranges based on available sales data for 2005 and
 2006 and for land with a designated property type.

Office Market

The demand for space in Placer County continues to grow as the area becomes a competitor for regional corporate relocations and other businesses wanting to benefit from the County’s proximity to executive housing, good school systems, and developed infrastructure.

Figure 53 shows net absorption (net change in occupied space) and estimated maximum construction of office space in Placer County submarkets from the third quarter of 2001 through the third quarter of 2006. Over this period, the Roseville/Rocklin submarket was at its highest levels in 2005 with over 191,000 square feet of total net absorption and nearly 854,000 square feet constructed. Although there have been many fluctuations in net absorption within this submarket over the past years, it has continued to remain positive—a sign of a healthy real estate market. The Auburn/Lincoln submarket, though not as active, has begun to see increased construction activity over the past few years and has had positive net absorption in the last two years.

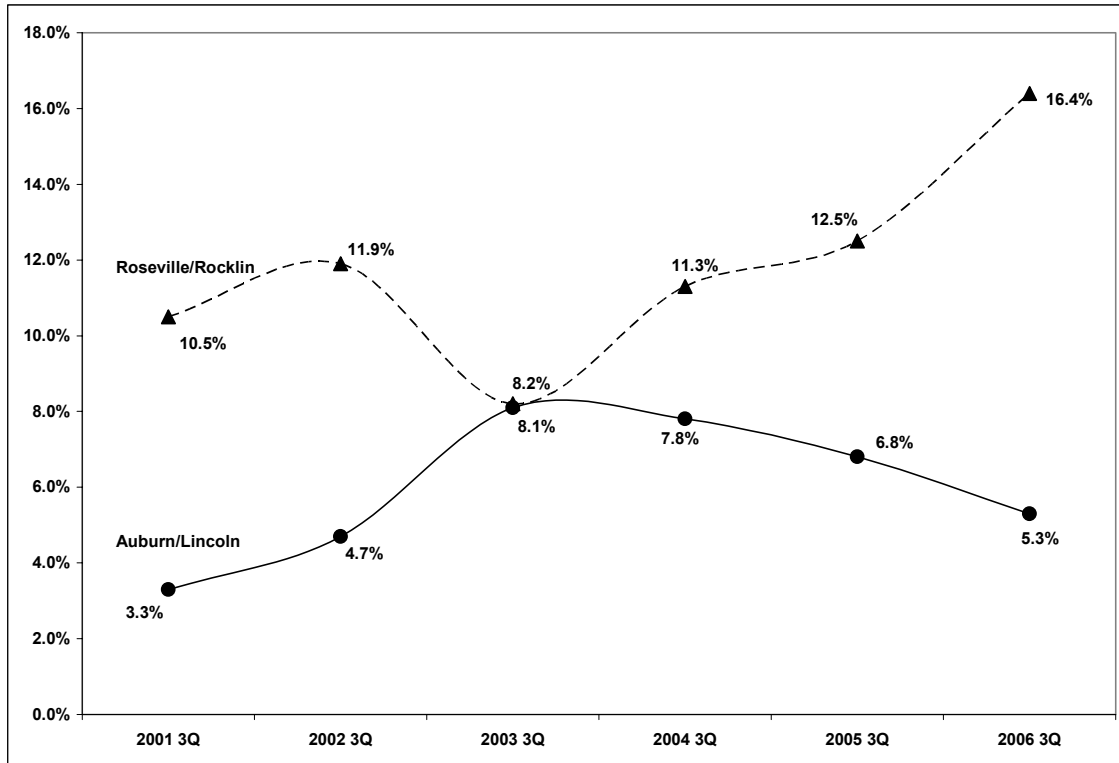
**FIGURE 53
NET ABSORPTION AND CONSTRUCTION OF PLACER
COUNTY OFFICE SUBMARKETS (IN SQUARE FEET)**

<i>Submarket /Topic</i>	<i>2001 3Q</i>	<i>2002 3Q</i>	<i>2003 3Q</i>	<i>2004 3Q</i>	<i>2005 3Q</i>	<i>2006 3Q</i>
Auburn/Lincoln						
Total Net Absorption	-8,647	-98	5,972	-18,966	9,679	4,564
Construction	0	0	12,930	34,168	64,994	33,994
Roseville/Rocklin						
Total Net Absorption	7,684	120,566	119,854	17,938	191,398	108,506
Construction	433,955	415,344	200,684	610,228	853,584	538,144

Sacramento Regional Research Institute, December 2006
 Data Source: Colliers International, *Office Market 3rd Quarter 2006* report

As shown in Figure 54, the Roseville/Rocklin submarket had an office vacancy rate of 16.4 percent in the most recent quarter of 2006, while the Auburn/Lincoln submarket experienced vacancy at 5.3 percent. Roseville/Rocklin’s office market vacancy rates were at a five-year low in the third quarter of 2003 at 8.2 percent—the same quarter as Auburn/Lincoln’s highest vacancy rate. Roseville/Rocklin’s third quarter 2006 vacancy rate, however, is still rather low considering the significant level of construction and growth of available office space in the past few years. In comparison, according to Colliers International third quarter 2006 market reports, average Bay Area vacancy rates by market areas are as follows: Oakland—14.9 percent; San Mateo—17.8 percent; and San Jose—11.9 percent. The total Sacramento market had an average office vacancy rate of 13.8 percent in third quarter 2006.

FIGURE 54
VACANCY RATES OF PLACER COUNTY OFFICE SUBMARKETS



Sacramento Regional Research Institute, December 2006
Data Source: Colliers International, *Office Market 3rd Quarter 2006* report

Figure 55 displays a comparison of Class A and Class B office lease rates between select submarkets (with highest total square feet of space) within Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2006. The Roseville/Rocklin submarket had average lease rates ranging from \$1.97 to \$2.29 for Class B to Class A office space. In comparison to the major submarkets represented in Figure 55, these are roughly the average rates for the total Sacramento market and below average for the Bay Area submarkets (with the exception of the San Francisco market).

FIGURE 55
AVERAGE OFFICE LEASE RATES OF
SELECT SUBMARKETS,
3rd QUARTER 2006

Area	Class A	Class B
Placer County		
Roseville/Rocklin	\$2.29	\$1.97
Other Sacramento Region Submarkets		
Downtown	\$2.49	\$1.91
Folsom/El Dorado Hills	\$2.11	\$1.90
Laguna/Elk Grove	\$2.42	\$2.29
Natomas	\$2.04	\$1.75
West Sacramento	-	\$1.62
Bay Area Submarkets		
San Francisco*	\$38.03	\$27.55
San Mateo	\$2.51	\$2.28
Redwood City	\$2.60	\$2.24
San Jose (Downtown)	\$2.54	\$1.73
Sunnyvale	\$3.12	\$1.82
Mountain View	\$3.69	\$2.74
Concord	\$2.15	\$1.85
Walnut Creek CBD	\$3.00	\$2.40
Pleasanton	\$2.23	\$1.90

Sacramento Regional Research Institute, December 2006

Data Source: Grubb & Ellis *Office Market Trends* reports by market

*Includes all CBD (central business district) and non-CBD submarkets.

Notes: Rates reflect amount per square foot per month of full service.

Industrial Market

Placer County’s industrial market has grown in the amount of space that has been constructed over the past several years. Figure 56 displays net absorption and estimated construction of the industrial market in Placer County’s submarkets from the third quarter of 2001 to the third quarter of 2006. Over this period, with the exception of 2003, net absorption has remained positive in the Roseville/Rocklin submarket and reached the highest level in 2005 with over 692,000 square feet. Construction in the third quarter of 2001 was at an impressive level with almost 891,000 square feet in this submarket. Auburn/Newcastle had fluctuating net absorption and no industrial construction during this time period.

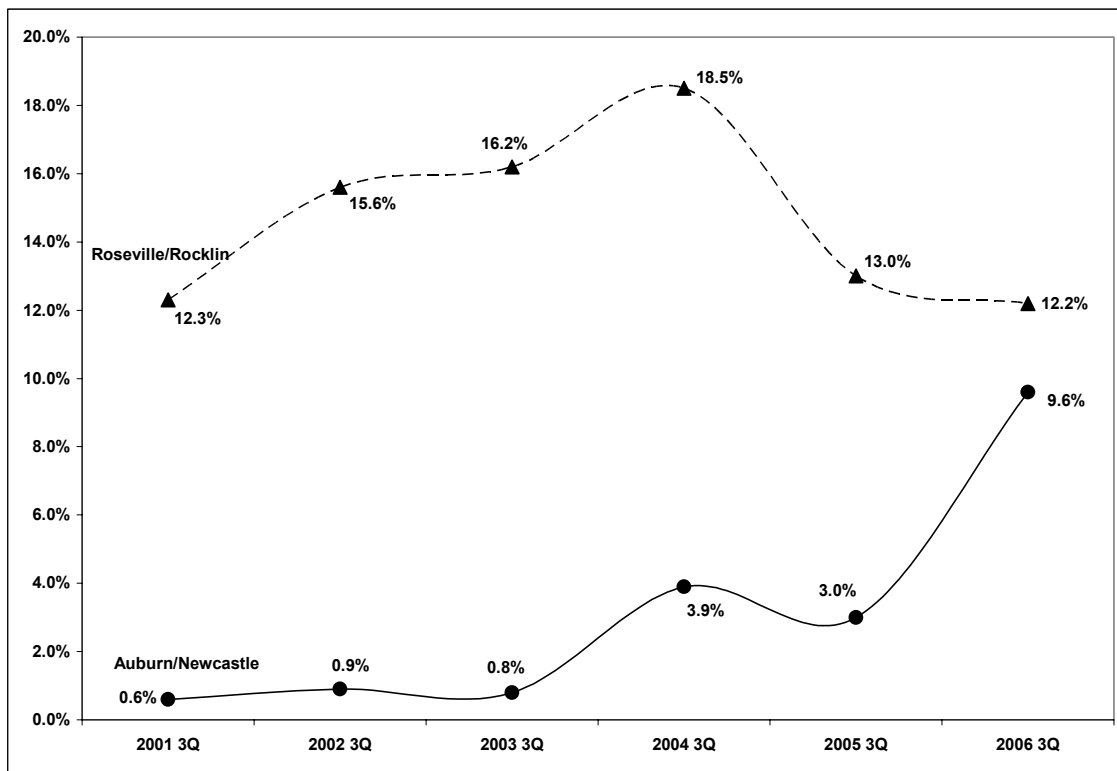
FIGURE 56
NET ABSORPTION AND CONSTRUCTION OF
PLACER COUNTY INDUSTRIAL SUBMARKETS
(IN SQUARE FEET)

<i>Submarket / Topic</i>	<i>2001 3Q</i>	<i>2002 3Q</i>	<i>2003 3Q</i>	<i>2004 3Q</i>	<i>2005 3Q</i>	<i>2006 3Q</i>
Auburn/Newcastle						
Total Net Absorption	-3,250	-3,769	9,332	-61,400	17,184	-11,927
Construction	0	0	0	0	0	0
Roseville/Rocklin						
Total Net Absorption	267	107,696	-100,239	262,219	692,455	374,599
Construction	890,828	51,547	139,258	179,820	319,354	123,184

Sacramento Regional Research Institute, December 2006
 Data Source: Colliers International, *Industrial Market 3rd Quarter 2006* report

The Roseville/Rocklin submarket, as shown in Figure 57, had an industrial vacancy rate of 12.2 percent in third quarter of 2006, while the Auburn/Newcastle submarket experienced vacancy at 9.6 percent. Within the time period represented in this Figure, Roseville/Rocklin’s office market vacancy rates were at their lowest in the third quarter of 2000 at 11.6 percent, while Auburn/Newcastle had vacancy rates of around 1 percent until 2004, when rates began fluctuating to higher levels. In comparison to other areas in this quarter, as reported in Colliers International’s third quarter 2006 market reports, average Bay Area industrial vacancy rates by market area are as follows: Oakland—5.5 percent; San Mateo—5.6 percent; and San Jose—5.7 percent. The total Sacramento market had an average industrial vacancy rate of 11.6 percent in third quarter 2006.

FIGURE 57
VACANCY RATES OF PLACER COUNTY INDUSTRIAL SUBMARKETS



Sacramento Regional Research Institute, December 2006
Data Source: Colliers International, *Industrial Market 3rd Quarter 2006* report

Average industrial lease rates of select submarkets (with the highest total square feet of space) in Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2006 are shown in Figure 58. The average wholesale/distribution lease rate for the Roseville/Rocklin/Lincoln submarket was \$0.37—around average for the major submarkets shown in the Figure. The average R&D/Flex lease rate in the Placer County submarket was \$1.00—above most of the select submarkets.

FIGURE 58
AVERAGE INDUSTRIAL LEASE RATES OF
SELECT SUBMARKETS,
3rd QUARTER 2006

Area	Wholesale/ Distribution	R&D/ Flex
Placer County		
Roseville/Rocklin/Lincoln	\$0.37	\$1.00
Other Sacramento Region Submarkets		
Downtown	\$0.29	\$0.56
Folsom/EI Dorado Hills	\$0.50	\$1.20
Highway 50/Sunrise	\$0.38	\$0.75
I-80 McClellan	\$0.37	\$0.66
South Sacramento/Elk Grove	\$0.32	\$0.67
West Sacramento	\$0.32	\$0.65
Bay Area Submarkets		
San Jose - Central San Jose	\$0.45	\$0.76
Santa Clara - S 101	\$0.84	\$1.28
Sunnyvale - Oakmead	\$0.36	\$1.02
Fremont - E of 880	\$0.46	\$0.70
Oakland/Alameda*	\$0.39	\$0.90
San Leandro/San Lorenzo*	\$0.42	\$0.99
Hayward/Union City*	\$0.41	\$0.84

Sacramento Regional Research Institute, December 2006

Data Source: Grubb & Ellis *Industrial Market Trends* reports by market

*Wholesale/Distribution rate is based on 'High Cube' industrial buildings.

Notes: Rates reflect amount per square foot per month of full service.

Office/Industrial Parks

Supported by the continuing expansion of commercial and business activities in Placer County, the number of industrial/office parks in the County has quickly increased over the last several years. Figure 59 shows some of the major existing industrial parks (sized over 100,000 square feet) with the park size and type plus its location.

FIGURE 59
SELECT MAJOR INDUSTRIAL/OFFICE PARKS IN PLACER COUNTY (100,000 SQUARE FEET SPACE AND ABOVE)

<i>Project Name</i>	<i>Location</i>	<i>Size (sq. ft.)</i>	<i>Park Type</i>
Auburn Industrial Park	Auburn	3,484,800	Industrial, Distribution
Stone Point Campus	Roseville	1,167,000	Office
Ace Hardware Retail Support Center	Rocklin	1,000,000	Industrial, Distribution, Warehouse
Sierra Business Center	Roseville	806,668	Industrial, Office
10000 Alantown Drive	Roseville	769,698	Industrial, Distribution, Warehouse
Gary Doupnik Manufacturing, Inc.	Loomis	740,520	Industrial
NEC Campus	Roseville	709,000	Industrial
Atherton Tech Center	Rocklin	700,000	Office
Shea Center	Roseville	600,933	Office
2975 - 3085 Venture Drive	Lincoln	515,637	Warehouse, Distribution
Roseville Parkway Industrial Center	Roseville	456,000	Office
Parkside Industrial Center	Roseville	380,000	Industrial, Office
Roseville Highlands	Roseville	364,648	Office
Foothills Commerce Center	Roseville	350,759	Industrial, Warehouse, Technology Park
Eureka Corporate Center	Roseville	350,000	Office
Creekside Center	Roseville	350,000	Office
Placer Industrial Park	Placer County	332,000	Industrial, Warehouse
Oracle Campus	Rocklin	320,000	Office
8250 Industrial Avenue	Roseville	291,328	Industrial, Distribution, Warehouse
Parkway Corporate Plaza	Roseville	286,780	Office
Roseville Commerce Center	Roseville	273,987	Warehouse
Granite Creek Business Park	Rocklin	250,000	Office
Vintage Oaks Business Park	Roseville	248,000	Office
Placer Village	Roseville	226,442	Office
Douglas Corporate Center	Roseville	213,935	Office
Lincoln Air Center	Lincoln	195,486	Industrial, Research and Development
Olympus Corporate Centre	Roseville	192,494	Office
Opus Corporate Center	Roseville	190,000	Office
Lava Ridge Business Center	Roseville	183,200	Office
Johnson Ranch Corporate Center	Roseville	179,990	Office
Pride Industries	Roseville	177,000	Office
Highway 65 Office Plaza	Rocklin	168,615	Office
Stanford Ranch Office Plaza	Rocklin	158,413	Office
Cemo Business Park	Roseville	146,880	Office, Technology Park
Pacific Technology Spectrum	Rocklin	121,000	Research and Development, Warehouse, Office
3939 Cincinnati Avenue	Rocklin	113,500	Industrial
Placer Corporate Center	Rocklin	112,276	Industrial, Office
Roseville Corporate Center	Roseville	111,411	Office
Stoneview Plaza	Roseville	105,000	Office
Vineyard Pointe Business Park	Roseville	103,233	Industrial, Office
Roseville Office/Warehouse Business Park	Roseville	103,170	Industrial, Warehouse, Office
Sunset Commercial Center	Rocklin	100,000	Office

Sacramento Regional Research Institute, December 2006

Data Sources: Ace Hardware; CB Richard Ellis; Cemo Commercial; City of Auburn; City of Lincoln; City of Roseville; County of Placer; Equity Office Properties Trust; Giannelli, Jarrette, Waters & Holland LLC; Grubb & Ellis; Loopnet; Mack-Cali Realty Corporation; NEC Electronics America; Realty Advisory Group, Inc.; Sacramento Business Journal; Sisler & Sisler; Triple Net Properties, LLS

Retail Space

Figure 60 compares average asking rates, vacancy rates, net absorption, leasable square feet, and space under construction in the two main submarkets of Placer County, Roseville/Rocklin and Auburn/Loomis. With almost 5.9 million square feet available for lease, another 1.2 million square feet under construction, and positive net absorption, the Roseville/Rocklin submarket boasts a significant retail market. Average asking rents for the submarkets in Placer County range from \$1.72 to \$3.00.

**FIGURE 60
PLACER COUNTY RETAIL MARKET OVERVIEW,
3rd QUARTER 2006**

Area	Average Asking Rate	Vacancy Rate	Year-to-Date Net Absorption*	Leasable Square Feet*	Under Construction*
Auburn/Loomis	\$1.72	1.8%	-14,400	1,199,969	334,834
Roseville/Rocklin	\$3.00	5.7%	75,716	5,856,074	1,180,500

Sacramento Regional Research Institute, December 2006

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report 3rd Quarter 2006*

*In square feet.

Over the past five to ten years, many major retail centers have been built in Placer County, mostly within the Valley Region, including the Roseville and Rocklin areas. Some include those along the Highway 65 Corridor, such as the Galleria Roseville (completed in August 2000 and comprising 1.1 million square feet) and the Creekside Center (also over 1 million square feet).

Several proposals for almost 900,000 square feet of retail centers along Interstate 80 began surfacing in mid-2005. Three centers (with the proposed names of Rocklin Crossings, Rocklin Pavilions, and Village at Rocklin Pavilions) are in the planning stages and are pending construction of a new interchange at Sierra College Boulevard. Approval is being sought to include big-box outlets, a variety of shops, restaurants, and professional office space in these centers. In addition to this major retail development project, a mixed-use project is also in the planning stages in Roseville. Office, retail, and flex space will coexist within about 660,000 square feet of space on a 47-acre site near Highway 65. Another project that combines commercial, industrial, and retail uses is Placer Ranch, a 2,200-acre property along the boundaries of Lincoln, Roseville, and Rocklin that will support over 25,000 employees at completion.

Residential Real Estate

All types of housing are available in Placer County—urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills, and the Sierra Nevada Mountains. It is possible to find homes with significant acreage a short distance from major employment centers. For those living in more urbanized areas of the County, parks provide excellent recreation near most neighborhoods.

Many Californians migrate to Placer County for its quality of life, and in some cases, relatively less-expensive housing. Topics in this section include residential construction valuation, residential permits, annual home transactions, and median home prices.

Residential Construction Valuation

As shown in Figure 61, Placer County’s residential construction valuation reached almost \$1.3 billion in 2005. From 1995 to 2005, valuation increased 228 percent in Placer County, which is below the California and the Sacramento Region growth rates, but higher than the Bay Area’s increase of around 152 percent. Since 1995, Placer County’s residential construction valuation has fluctuated between about \$391 million to over \$1.3 billion (in 2002). Lincoln had the highest construction valuation of the cities and the unincorporated County in 2004 and 2005 with respective totals of over \$464,000 and almost \$626,000.

FIGURE 61
RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS)

Area	1995	2000	2001	2002	2003	2004	2005	% Change 1995-2005	% Change 2000-2005
Placer County	\$391,100	\$1,095,000	\$1,087,300	\$1,310,700	\$1,135,600	\$1,216,100	\$1,282,900	228.0%	17.2%
Auburn	\$10,400	\$14,700	\$14,000	\$15,800	\$24,500	\$22,100	\$28,300	172.1%	92.5%
Colfax	\$1,200	\$1,900	\$4,100	\$3,100	\$2,100	\$1,000	\$1,200	0.0%	-36.8%
Lincoln	\$18,200	\$259,600	\$238,800	\$251,200	\$348,900	\$464,200	\$625,500	3336.8%	140.9%
Loomis	\$2,300	\$4,400	\$5,800	\$6,100	\$4,700	\$20,900	\$12,100	426.1%	175.0%
Rocklin	\$45,600	\$225,600	\$225,700	\$261,900	\$134,100	\$131,000	\$99,100	117.3%	-56.1%
Roseville	\$209,500	\$398,500	\$420,600	\$608,000	\$429,200	\$263,600	\$194,900	-7.0%	-51.1%
Unincorporated	\$104,000	\$190,200	\$178,300	\$164,600	\$192,200	\$313,200	\$321,800	209.4%	69.2%
Sacramento Region	\$1,251,300	\$3,003,300	\$3,492,100	\$4,501,700	\$4,729,700	\$5,304,400	\$4,724,800	277.6%	57.3%
Bay Area	\$2,688,400	\$5,354,200	\$4,532,500	\$5,029,400	\$5,929,600	\$6,175,200	\$6,778,100	152.1%	26.6%
California	\$13,878,600	\$28,141,700	\$28,804,400	\$33,305,100	\$38,967,700	\$44,776,800	\$47,138,200	239.6%	67.5%

Sacramento Regional Research Institute, December 2006

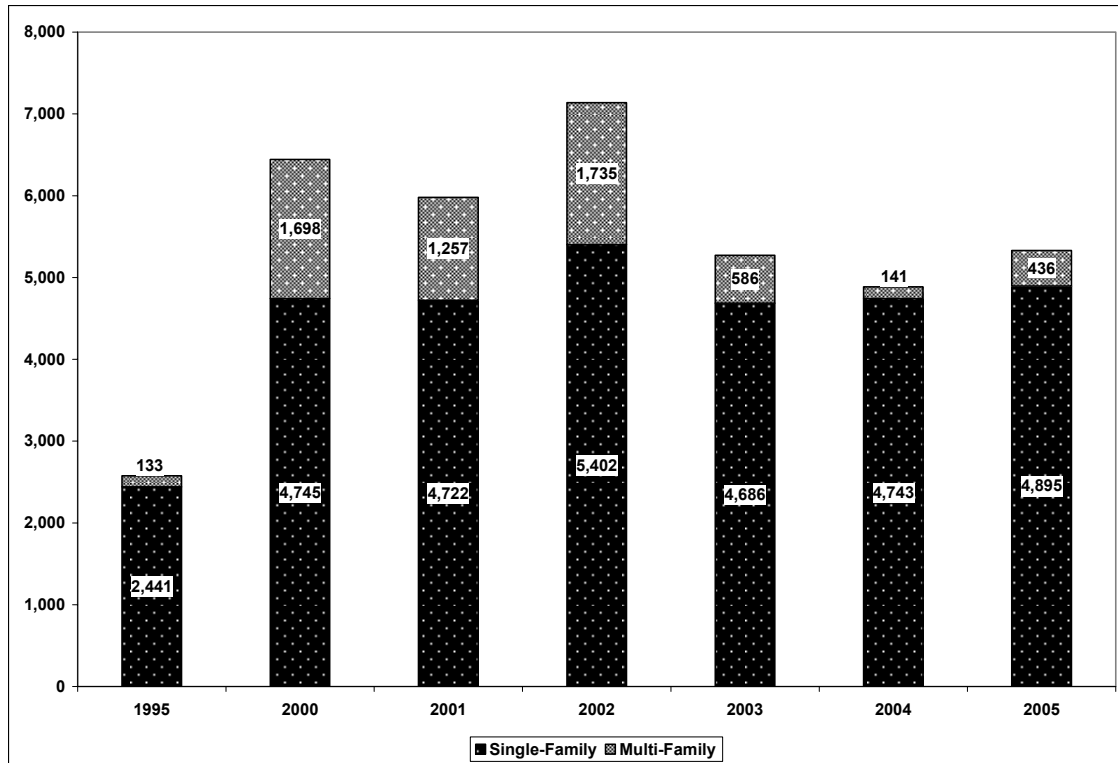
Data Source: RAND California, New County Construction and New City Construction

Note: Differences due to rounding.

Residential Permits

Residential permit data illustrates the future supply of housing units in the short-term within a particular area. Total Placer County residential permits in the time period represented in Figure 62 range from just under 2,600 to over 7,100. There were a high number of permits for multi-family properties from 2000 to 2002 (on average, about 32 percent of total units) to meet the housing demand due to the County’s large population increases. Residential permits were at the highest point in 2002 with over 5,400 total single-family permits and about 1,700 multi-family permits. Since then, single-family permits have remained high (around 4,700 for 2003 and 2004 and almost 4,900 in 2005), but multi-family permits have decreased substantially in these three years, respectively accounting for only 11 percent, 3 percent, and 8 percent of total permits.

FIGURE 62
SINGLE- AND MULTI-FAMILY RESIDENTIAL PERMITS IN PLACER COUNTY



Sacramento Regional Research Institute, December 2006
Data Sources: U.S. Census Bureau, Permits by County or Place; NPA Data Services, Inc., Quarterly Building Permit Service data

Home Transactions

As shown in Figure 63, almost 9,000 single-family and condominium homes were sold in Placer County in 2005, a decline of about 9 percent from the previous year. Of the four incorporated cities tracked in Placer County, Roseville had the highest number of transactions (around 3,200 in 2005). Lincoln and Rocklin had the highest decreases in transactions from the previous year (24 percent). Increases in home transactions were seen in Lincoln and Loomis, about 10 and 3 percent, respectively, from the previous year. Although its decrease in home transactions was one of the highest in the Sacramento Region, Placer County still fared better than all counties except one in the Bay Area (San Francisco). Statewide, home transactions remained stable year-over-year.

FIGURE 63
ANNUAL NEW AND RESALE HOME
TRANSACTIONS (SINGLE-FAMILY
AND CONDOMINIUMS)

<i>Area</i>	<i>2004</i>	<i>2005</i>	<i>% Change</i> <i>2004-2005</i>
Placer County	9,899	8,997	-9.1%
Auburn	816	703	-13.8%
Colfax	175	133	-24.0%
Lincoln	2,151	2,374	10.4%
Loomis	254	262	3.1%
Rocklin	1,640	1,248	-23.9%
Roseville	3,681	3,242	-11.9%
Sacramento Region			
El Dorado County	3,967	3,837	-3.3%
Placer County	9,899	8,997	-9.1%
Sacramento County	37,171	31,919	-14.1%
Yolo County	3,002	3,455	15.1%
Bay Area			
Alameda County	25,386	22,363	-11.9%
Contra Costa County	23,852	21,532	-9.7%
Marin County	4,782	4,263	-10.9%
San Benito County	1,209	1,031	-14.7%
San Francisco County	7,671	7,092	-7.5%
San Mateo County	10,351	8,760	-15.4%
Santa Clara County	31,071	27,468	-11.6%
California	624,740	624,957	0.0%

Sacramento Regional Research Institute, December 2006
 Data Sources: Dataquick Information Systems; California
 Association of Realtors

Notes: California data reflects existing single-family home sales only.
 Historical data not provided due to varying methodology.
 Sutter and Yuba County data not available.

Median Home Prices

Figure 64 shows that the median home sale price in Placer County remains below the prices seen on an overall basis for California and the Bay Area, but above other counties within the Sacramento Region (except El Dorado). In September 2006, Placer's median home price was \$430,000. Of the County's incorporated cities for which data was available, Roseville had the lowest median price of \$400,472, while Rocklin had the highest median price, \$445,500. Placer County's change in median home prices from 1996 to 2006 (close to 153 percent) was lower than most of the counties within the Bay Area, the lowest from the counties recorded within the Sacramento Region, and lower than California's change during this time period.

FIGURE 64
MEDIAN HOME PRICES

Area	1996	2001	2002	2003	2004	2005	2006	% Change	% Change
								1996-2006	2001-2006
Placer County									
Placer County	\$170,000	\$253,000	\$281,000	\$335,000	\$412,500	\$515,000	\$430,000	152.9%	70.0%
Auburn	\$148,000	\$250,000	\$269,250	\$281,500	\$420,000	\$450,000	\$419,500	183.4%	67.8%
Lincoln	\$120,000	\$197,000	\$247,500	\$315,000	\$378,500	\$523,500	\$427,250	256.0%	116.9%
Rocklin	\$160,000	\$237,500	\$280,000	\$329,000	\$413,750	\$510,000	\$445,500	178.4%	87.6%
Roseville	\$181,000	\$251,000	\$256,250	\$335,000	\$418,500	\$487,500	\$400,472	121.3%	59.6%
Sacramento Region									
El Dorado County	\$145,000	\$229,000	\$255,000	\$321,250	\$408,250	\$489,000	\$480,000	231.0%	109.6%
Sacramento County	\$109,250	\$172,000	\$217,750	\$260,000	\$321,500	\$382,750	\$359,500	229.1%	109.0%
Yolo County	\$128,250	-	\$235,000	\$295,000	\$372,250	\$480,000	\$405,000	215.8%	-
Bay Area									
Alameda County	\$200,500	\$350,000	\$419,000	\$416,000	\$484,000	\$585,000	\$595,000	196.8%	70.0%
Contra Costa County	\$200,000	\$302,000	\$339,500	\$388,000	\$450,000	\$565,000	\$559,000	179.5%	85.1%
Marin County	\$317,502	\$519,500	\$579,000	\$608,000	\$675,000	\$805,000	\$795,000	150.4%	53.0%
San Benito County	\$167,000	-	\$342,000	\$385,000	\$505,000	\$590,000	\$572,250	242.7%	-
San Francisco County	\$257,000	\$507,500	\$530,000	\$570,000	\$672,000	\$735,000	\$759,000	195.3%	49.6%
San Mateo County	\$285,000	\$520,500	-	\$555,500	\$650,000	\$755,000	\$760,000	166.7%	46.0%
Santa Clara County	\$237,250	\$448,000	\$437,250	\$479,000	\$549,000	\$660,000	\$677,000	185.4%	51.1%
California	\$179,740	\$275,620	\$322,450	\$384,690	\$463,630	\$543,510	\$553,050	207.7%	100.7%

Sacramento Regional Research Institute, December 2006

Data Sources: California Association of Realtors (CAR) with DataQuick Information Systems; RAND California

Notes: Data reflects September of year specified.

Sutter and Yuba County data not available.

Current data only available for four incorporated cities within Placer County.

2001 data not available for Yolo and San Benito Counties; 2002 data not available for San Mateo County.

All California data is from CAR. County and city historical data from RAND California, 2003-2006 data from CAR.



INFRASTRUCTURE
Sacramento Regional Research Institute

Infrastructure

Interstate freeways, transcontinental railways, a deep-water shipping channel, and two major international airports give Placer County easy access to many major markets. Various utility companies in Placer County and the Sacramento Region provide reliable electricity, gas, and sufficient water supplies to the County's businesses and residents.

This section provides information on Placer County and Sacramento Region transportation infrastructure, such as highways, airports, the Port of Sacramento, railroads, trucking, public transportation, and a profile on providers and rates of wastewater, water, natural gas, and electrical utilities that service the area.

Transportation

Four major highways allow one-day freight delivery throughout California and parts of the West Coast, making Placer County an excellent location for warehouse and distribution facilities. Similarly, the Port of Sacramento provides access for deep-draft ships. The Sacramento Region transportation advantages benefit the local economy and enhance Placer County's ability to reach and serve markets in the United States and abroad.

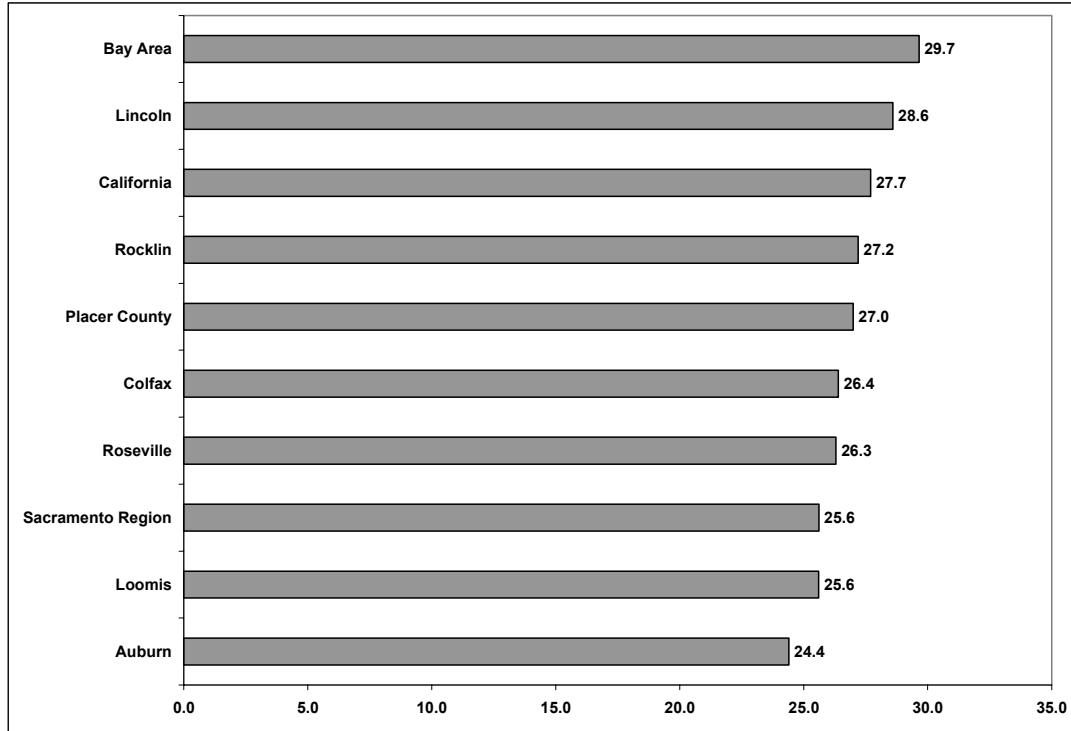
Access via Interstate 80 and more than 820 miles of connecting highways permit rapid commutes to surrounding regions, placing cities such as San Francisco; Reno, Nevada; and Salt Lake City, Utah within one day's travel from Placer County. Highway 65 provides access from Interstate 80 north to Lincoln and Marysville. Interstate 5 links Placer County with Oregon and Washington in the north, and Los Angeles, Orange and San Diego Counties in the south. Highway 99 travels north and south through the agricultural regions of the San Joaquin and Sacramento Valleys and nearby Highway 50 provides a direct connection to South Lake Tahoe and convenient access to all connecting freeways in the Sacramento Region.

Figure 65 provides a view of the major transportation infrastructure in the Sacramento Region and beyond.

Commute Times

As shown in Figure 66, Placer County as a whole has a shorter mean commute time (27 minutes) than the Bay Area by almost 3 minutes and California by almost one minute, but almost 1.5 minutes longer than the Sacramento Region. The Cities of Loomis and Auburn have the shortest commutes of the incorporated cities in Placer County with respective times of 25.6 and 24.4 minutes.

FIGURE 66
MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 & ABOVE IN 2000



Sacramento Regional Research Institute, December 2006
 Data Source: U.S. Census Bureau, 2000 Census
 Note: Sacramento Region and Bay Area are weighted averages based on population.

Airports

Sacramento International Airport, Reno/Tahoe International Airport, Mather Airport, and Executive Airport serve Placer County, the Sacramento Region, and outlying areas. Sacramento International Airport is located 12 miles north of downtown Sacramento and 23 miles from Roseville and is currently served by fourteen airlines: Alaska, Aloha, America West/U.S. Airways, American, Continental, Delta, Frontier, Hawaiian, Horizon, JetBlue, Mexicana, Northwest, Southwest, and United. Five of these airlines, Aloha, Mexicana, Frontier, Hawaiian, and Jet Blue, were added just a few years ago, showing the Airport’s strength and continuing expansion. Offering over 150 scheduled departures daily, Sacramento International Airport’s airlines provide travelers with nonstop or convenient connecting service to numerous destinations across the country and around the world. Figure 67 shows a selection of the many outgoing flights from Sacramento International Airport.

INFRASTRUCTURE

FIGURE 67
SELECT SACRAMENTO INTERNATIONAL AIRPORT OUTGOING
FLIGHTS

<i>Destination</i>	<i>Outgoing Flights/Week</i>		<i>Destination</i>	<i>Outgoing Flights/Week</i>	
	<i>Nonstop</i>	<i>One Stop or Connection</i>		<i>Nonstop</i>	<i>One Stop or Connection</i>
Albuquerque, NM		180	Miami, FL		74
Amsterdam, Netherland		59	Milwaukee, WI		90
Anchorage, AK		48	Minneapolis/ St. Paul, MN	14	136
Atlanta, GA	20	208	Montgomery, AL		13
Austin, TX		179	Moscow, Russia		7
Baltimore, MD		315	Mumbai, India		7
Baton Rouge, LA		35	Munich, Germany		35
Buenos Aires, BA, Argentina		7	New Orleans, LA		125
Billings, MT		30	New York, NY (J.F. Kenned	7	57
Birmingham, AL		75	Norfolk, VA		73
Bismark, ND		20	Oklahoma City, OK		108
Boise, ID	13	41	Omaha, NE		107
Boston, MA		248	Ontario, CA	94	26
Buffalo, NY		72	Orange County, CA	60	65
Burbank, CA	75	27	Orlando, FL		222
Butte, MT		17	Paris, France (De Gaulle)		36
Charleston, WV		31	Philadelphia, PA		230
Chicago (O'Hare)	35	172	Phoenix, AZ	102	375
Cincinnati, OH		100	Pittsburg, PA		154
Cleveland, OH		74	Portland, OR	75	40
Colorado Springs, CO		103	Providence, RI		56
Corpus Cristi, TX		39	Raleigh/ Durham, NC		129
Dallas/ Ft. Worth, TX	35	42	Rapid City, SD		40
Denver, CO	67	209	Richmond, VA		78
Detroit, MI		150	Rome, Italy		7
Duluth, MN / Superior, WI		7	St. Louis, MO		189
Fargo, ND		32	Salt Lake City, UT	39	33
Fort Lauderdale, FL		96	San Antonio, TX		186
Frankfurt, Germany		56	San Diego, CA	103	152
Grand Rapids, MI		74	San Francisco, CA	50	
Gulfport/ Biloxi, MS		32	San Juan Puerto Rico		45
Helena, MT		20	Savannah, GA		51
Ho Chi Minh City, Vietnam		7	Seattle, WA	81	109
Hong Kong, China		7	Shreveport, LA		34
Honolulu, HI	7	61	Singapore		7
Houston, TX (Intercontinental)	21	60	Sioux Falls, SD		39
Indianapolis, IN		162	Spokane, WA		88
Jackson, WY		24	Springfield, IL		20
Jacksonville, FL		78	Sydney, NS, Australia		23
Juneau, AK		14	Taipei, Taiwan		7
Kansas City, MO	7	217	Tampa, FL		180
Kauai Island, HI		30	Tokyo, Japan		28
Knoxville, TN		52	Tucson, AZ		173
Las Vegas, NV	76	111	Tulsa, OK		124
Little Rock, AR		75	Vancouver, BC, Canada		83
London England (Heathrow)		77	Washington DC (Dulles)	7	141
Los Angeles, CA	116	55	Washington DC (National)		109
Louisville, KY		102	Wichita, KS		67
Mexico City, Mexico		69			

Sacramento Regional Research Institute, December 2006
 Data Source: Sacramento International Airport Flight Schedule, September 2006

Another major passenger and cargo airport servicing Placer County (primarily the High Country) and outlying areas is the Reno/Tahoe International Airport, which has been in operation for over 78 years. The Airport, located in Reno, Nevada and 51 miles from Tahoe City, has about 160 daily departures and provides service to 17 nonstop destinations and 20 one-stop destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska/Horizon, Aloha, American, Continental, Delta Connection/Skywest, Frontier, Southwest, United/Ted, and U.S. Airways.

Mather Airport, located in Rancho Cordova and 15 miles from Roseville, began operations in May 1995 as an air cargo and general aviation facility. The 2,875-acre Airport includes 40 acres of cargo ramp space and two parallel runways, one that is an impressive 11,300 feet long. In addition, Mather Airport has 321,000 square feet of warehouse space and 198,000 square feet of office space.

Sacramento's Executive Airport is located 10 minutes south of downtown Sacramento. This general aviation airport has three paved runways, the longest at slightly over 5,500 feet. The Airport offers such services as air charters, aircraft sales, and flight training provided by over 20 businesses located on-site.

Figure 68 shows that Sacramento International Airport posted healthy growth in passenger traffic from 2000 to 2005 with an almost 29 percent increase, servicing over 10.2 million passengers in 2005, a time frame when many airports saw decreases in passenger travel due to the events of September 11, 2001. Pounds of air freight during this same time period increased about 34 percent to the 2005 level of almost 136 million pounds. Additionally, slightly over 19 million pounds of air mail were processed through the airport in 2005. Reno/Tahoe International Airport had over 5 million passengers go through their airport in 2005, a decrease of approximately 8 percent since 2000; however, pounds of air freight increased around 17 percent during this time to a total of almost 111 million in 2005. Mather Airport processed about 130 million pounds in air freight in 2005 and Sacramento Executive Airport had just over 117,000 air operations (including general aviation and military). Air operations include scheduled and non-scheduled flights. Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport had around 168,000, 141,000, and 86,000 respective operations in 2005.

INFRASTRUCTURE

FIGURE 68
AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS

<i>Airport</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>% Change 2000-2005</i>
Sacramento International Airport							
Passengers	7,935,046	8,036,942	8,510,924	8,778,163	9,580,722	10,203,066	28.6%
Air Mail (in pounds)	33,868,325	27,608,806	22,636,689	24,062,757	19,764,879	19,005,797	-43.9%
Air Freight (in pounds)	101,676,554	105,129,404	133,134,658	133,004,390	128,971,692	135,811,044	33.6%
Air Operations	149,969	151,642	158,202	159,221	164,211	168,305	12.2%
Reno/Tahoe International Airport							
Passengers	5,624,535	4,932,648	4,510,992	4,586,027	5,093,914	5,169,256	-8.1%
Air Freight (in pounds)	94,556,149	100,523,574	106,377,207	103,937,116	106,120,479	110,770,301	17.1%
Air Operations	149,873	139,660	145,036	139,109	145,443	140,851	-6.0%
Mather Airport							
Air Mail (in pounds)*	219,705,701	111,775,225	-	-	-	-	-
Air Freight (in pounds)	149,625,981	132,307,751	123,610,668	120,249,435	127,316,112	130,370,798	-12.9%
Air Operations	36,221	83,567	85,029	70,709	80,591	85,944	137.3%
Sacramento Executive Airport							
Air Operations	116,651	122,841	108,885	134,234	128,651	117,277	0.5%

Sacramento Regional Research Institute, December 2006

Data Sources: Sacramento Department of Airports, Airport Properties & Business Development, *Operations Reports*;
Reno/Tahoe International Airport Air Cargo Development Department and web site

*Note: Mather Field ceased Air Mail activity in 2002.

Other airports that primarily provide services for private individuals and corporate use include the Lincoln Regional Airport, the Truckee Tahoe Airport, and the Auburn Municipal Airport. The publicly-owned Lincoln Regional Airport, 17 miles north of Sacramento and two miles west of the City of Lincoln, is a general and corporate aviation airport and industrial/business park situated on 775 acres. With one 6,000 foot long asphalt runway suited for most corporate jet aircraft, Lincoln Regional Airport is designated as a reliever airport for the Sacramento Region. A heliport, three helicopter tiedowns, 260 aircraft tiedowns, 46 portable hangars, 88 T-hangars, 9 corporate hangars, and conventional hangar space for 46 aircraft are also available at the airport.

The Truckee Tahoe Airport is located 2 miles east of Truckee—excellent access to skiing, boating, tennis, golf, swimming, and lodgings in the Sierra Nevada Mountains. The airport offers a full range of airport services, such as flight training, aircraft rental, aerial tours/sightseeing, and aircraft sales available for corporate and individual clients. Over 60 percent of aircraft operations are from local general aviation. The airport has two asphalt runways—one 4,650 feet long, the other 7,000 feet long.

The Auburn Municipal Airport site is located 3 miles north of Auburn. The paved runway is 3,700 feet long and 75 feet wide with one 30-foot wide parallel paved taxiway. The Auburn Municipal Airport has an average of 188 aircraft operations per day, with slightly over half of them local general aviation.

Port of Sacramento

The Port of Sacramento, opened in 1963, is an operating port that offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargos move through the Port’s five berths. Major commodities are wood chips, rice, wheat, fertilizers, lumber, and animal feeds. Its location near Interstates 80 and 5 give the 50 truck companies that service the port easy access. Major transcontinental railways (Burlington Northern Santa Fe Railway and Union Pacific) serve the Port, operating on the Port’s own track system and 200-railcar marshalling yard.

Located 79 nautical miles northeast of the San Francisco Bay, the inland Port of Sacramento provides covered storage including two warehouses for flat bulk with the capacity for 75,000 tons with a total of eight bins; one warehouse with 42,000 square feet for general cargo; and two ‘flat’ warehouses with 100,000 ton capacity. The Port also has 24 acres of outside bulk paved storage for 650,000 tons. In addition, the Port has approximately 280 acres of land zoned for industrial and office space available for future development.

Over the past year, the Port of Sacramento has been in the process of finding a private stevedoring contractor for the port’s cargo handling operations and has negotiated a major real estate sale.

The annual shipping volume is volatile, as seen in Figure 69, with a five-year decrease of approximately 11 percent in cargo totals. The volatility is due to the sensitivity of the port operation to local, state, national and international economic events. In the Port of Sacramento’s 2005 fiscal year, almost 739,000 short tons were handled.

**FIGURE 69
PORT OF SACRAMENTO
CARGO TOTALS**

<i>Fiscal Year</i>	<i>Tonnage</i>	<i>% Change</i>
1995	1,009,403	-
2000	833,340	-
2001	922,135	-
2002	747,688	-
2003	878,367	-
2004	778,678	-
2005	738,868	-
1995-2005	-	-26.8%
2000-2005	-	-11.3%

Sacramento Regional Research Institute,
December 2006
Data Source: Port of Sacramento

Railroads

Placer County is home to the largest commercial rail facility on the West Coast—the Union Pacific Railroad’s Roseville Yard. Roseville is the premier classification yard on the West Coast, consolidating rail traffic into longer, dedicated trains that can move directly to a final destination or interchange. As a result of the 1996 merger of Union Pacific with Southern Pacific, Placer County has access to Burlington Northern Santa Fe Railway, giving the County service by both major Western railroads. Approximately 98 percent of all traffic in Northern California moves through the yard. Rededicated in 1999 after a \$145 million reconstruction project, it encompasses 915 acres on a site that has operated for nearly 100 years. Short line railroads, Sierra Northern Railway, and California Northern Railroad also service the Region.

Passenger rail in Placer County includes daily service to the Bay Area as far south as San Jose and eastbound service to Chicago via Reno, Salt Lake City and Denver. Amtrak’s Capitol Corridor from Auburn to San Jose provides commuting and travel links for Placer County residents, and its California Zephyr route offers eastern access over the Sierra Nevada Mountains to its Chicago terminus.

Trucking

The Sacramento Valley’s reputation as a leading agricultural center is supported by a trucking service that moves the majority of produce from the fields to processing plants, and market destinations throughout the United States. The trucking industry also supports the Sacramento Region’s manufacturing base by transporting goods produced by industries within the Region. Trucks serve other businesses that send and receive daily shipments, making it clear that trucking is a major component in the network of transportation services available to Placer County. According to the Sacramento Area Council of Governments (SACOG), approximately 2,500 through-truck trips are made on Interstates 5 and 80 every day.

Some of the larger trucking companies located within Placer County and Sacramento include Contract Transportation Services, Yellow Freight Systems, Hendrickson Trucking, Con-Way Western Express, ABF Freight System Inc., Central Freight Lines, and Watkins Trucking.

Public Transportation

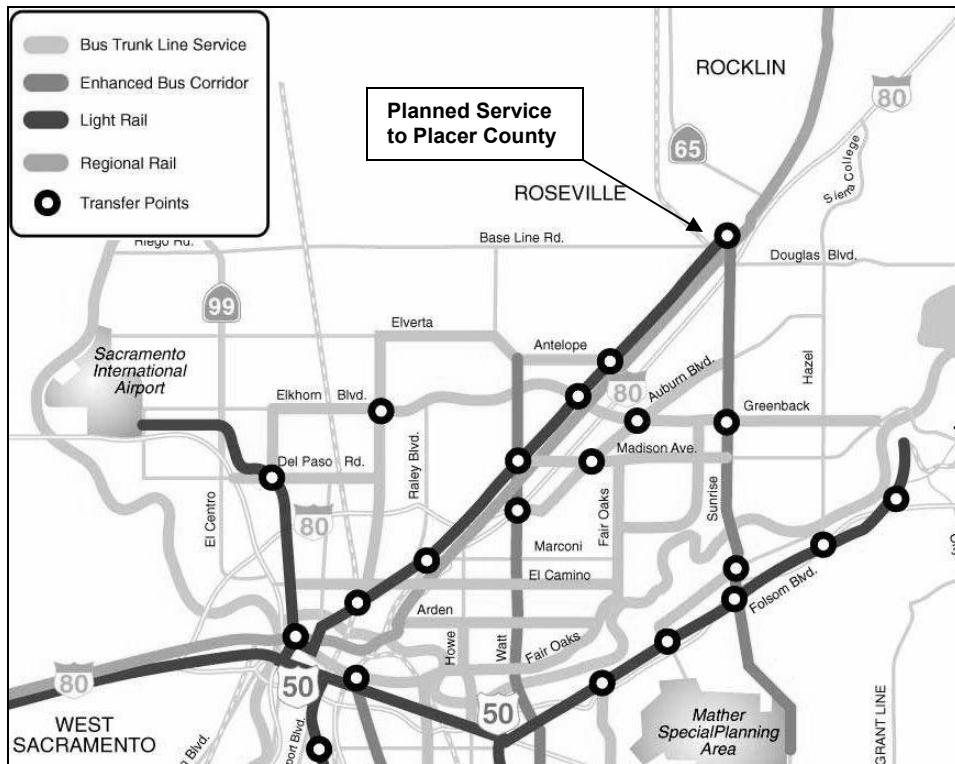
Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily between 6:30 a.m. and 6:00 p.m. seven days per week. A connection between TART and Greyhound or Amtrak is available at the Truckee Depot. TART bus service is operated by the Placer County Department of Public Works and funded on the Nevada

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side by the Regional Transportation Commission of Washoe County. On the Truckee side, the service is partially funded by the Town of Truckee.

Sacramento Regional Transit District’s (RT) service area covers 418 square miles with 97 bus routes and almost 37 miles of light rail. In 1987, Sacramento RT began operating light rail and, since then, has extended services to Mather Field in Rancho Cordova (1998), South Sacramento (2003), Sunrise Boulevard in Rancho Cordova (2004), and Historic Folsom (2005). Light rail ridership has increased greatly since its opening and is a major part of the total regional transit system. Future light rail plans include extensions to Natomas and the Sacramento International Airport in addition to further extensions to South Sacramento. RT is also in the planning stages, in partnership with other transportation agencies, to implement light rail train service to the ‘Northeast Corridor’— i.e. Roseville in South Placer County. These plans are included in the district’s 20 year vision map, Figure 70.

FIGURE 70
SACRAMENTO REGIONAL TRANSIT DISTRICT 20-YEAR SYSTEM VISION MAP



Sacramento Regional Research Institute, December 2006
 Source: Sacramento Regional Transit District

Figure 71 illustrates the annual ridership for the two major public transportation transit districts that offer routes within and between Placer County and the Sacramento Region, Sacramento RT and TART. In fiscal year 2005-2006, Sacramento RT’s bus ridership totaled to almost 17 million passengers. Light rail ridership has had a significant five-year

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growth of almost 68 percent, servicing over 14 million passengers in the 2005-2006 fiscal year. TART ridership has fluctuated from 2001 to 2006, but overall in this time period, passenger totals have increased by about 19 percent. The most current annual data reflects a total of approximately 331,000 TART passengers.

FIGURE 71
PUBLIC TRANSIT ANNUAL RIDERSHIP

System	Fiscal Year						Absolute Growth 2000-2001 to 2005-2006	% Growth 2000-2001 to 2001-2006
	2000- 2001	2001- 2002	2002- 2003	2003- 2004	2004- 2005	2005- 2006		
Sacramento Regional Transit								
Bus	18,970,000	18,597,400	18,372,900	19,080,024	18,929,000	16,778,000	-2,192,000	-11.6%
Light Rail	8,611,000	8,879,700	8,924,900	10,589,500	12,009,000	14,452,000	5,841,000	67.8%
Total	27,581,000	27,477,100	27,297,800	29,669,524	30,938,000	31,230,000	3,649,000	13.2%
Tahoe Area Regional Transit	277,611	301,396	289,080	286,563	295,116	330,818	53,207	19.2%

Sacramento Regional Research Institute, December 2006

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

Additional transportation services include those from Greyhound Bus Lines which provides passenger and small freight services. Dial-A-Ride services are available in Roseville, Rocklin, and Loomis six days per week. Placer Commuter Express provides bus service from Colfax, Clipper Gap, Auburn, Penryn, Loomis, Rocklin, and Roseville to Downtown Sacramento with free transfers (depending on originally-purchased route) to Sacramento RT buses and light rail trains.

The Cities of Auburn and Lincoln operate local bus service within their respective communities. Dial-a-ride services are also available within these areas. Auburn Transit is based at Auburn Station which provides connections to other Placer County locations, Sacramento (via light rail or Amtrak), and the Bay Area (via Amtrak's Capitol Corridor service).

Utilities

Various utility providers service the County's residents and businesses. A description of the various providers and rates are provided in the following section.

Utility Distribution Companies

Electricity in the Placer County area is provided by Pacific Gas and Electric Company (PG&E), the City of Roseville, Sierra Pacific Power Company, and Sacramento Municipal Utility District (SMUD).

Pacific Gas and Electric Company (PG&E) provides natural gas and electric service to approximately 15 million people in its 70,000 square mile Northern and Central

California service area—one of the largest utility companies of its kind in the United States. PG&E’s power is generated from hydroelectric powerhouses, a nuclear power plant, and fossil-fired power plants in addition to purchasing power from independent producers. PG&E has a number of locally-based economic development representatives to provide cost and needs analysis for new and expanding businesses facilities. These representatives partner with local economic development corporations to provide a full assistance package in addressing the various questions that arise and decisions to be made with relocation, expansion, or new facility plans.

Roseville Electric, providing electric power to its customers for 95 years, is a non-profit utility covering a service area of about 36 square miles within Roseville city borders including over 47,000 total customers. The utility company is supervised by the Roseville City Council, advised by the Roseville Public Utilities Commission, and offers some of the lowest rates and highest power supply reliability within the state. Roseville Electric broke ground for its 12-acre project, called Roseville Energy Park (REP), in June 2005 and is anticipating that the facility will be open in spring 2007. REP, to be owned by the City, will feature 160 megawatt natural gas-fired generation that will provide over half of the City’s electricity.

The Sacramento Municipal Utility District (SMUD) is a public utility that covers a 900-square-mile service area including primarily Sacramento County and a small portion of Placer County. SMUD generates, transmits, and distributes electric power to 578,041 residential and commercial customers and represents the nation’s sixth largest publicly-owned utility based on the number of customers served. The utility company also recently completed the first phase of construction of the Cosumnes Power Plant (CPP) in 2006 which increases its long-term power supply to its customer base in a cost-effective manner. Phase one of the CPP includes one 500 megawatt plant which meets the annual demand of 450,000 single-family homes and is located on a 30-acre site about 25 miles southeast of Sacramento.

Figure 72 displays average 2006 California retail electricity rates, calculated in cents per kilowatt-hour by the California Energy Commission. Rates included in the calculation include those from PG&E, SMUD, and Roseville Electric and is compared to other major utilities that primarily serve Southern California. As evident in the Figure, the utility companies serving Placer County and the Sacramento Region are very competitive and cost-effective with others in the state.

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FIGURE 72
AVERAGE RETAIL ELECTRICITY RATES BY MAJOR UTILITY IN 2006 (CENTS PER KILOWATT-HOUR)

<i>Customer Classes</i>	<i>PG&E⁽¹⁾</i>	<i>SMUD⁽²⁾</i>	<i>LADWP⁽³⁾</i>	<i>SDG&E⁽⁴⁾</i>	<i>SCE⁽⁵⁾</i>	<i>Roseville Electric</i>
Residential	12.91	9.94	10.44	16.79	13.37	9.41
Small Commercial	14.61	10.93	10.84	17.14	18.80	9.24
Medium Commercial	13.40	9.64	9.55	13.37	16.62	9.14
Large Commercial	-	-	-	-	-	7.24
Industrial	10.60	7.34	7.41	12.32	15.84	-
Agricultural	11.49	-	-	13.78	15.85	-

Sacramento Regional Research Institute, December 2006
 Data Source: Current investor-owned and municipal utilities websites compiled by California Energy Commission staff

- (1) Pacific Gas and Electric
- (2) Sacramento Municipal Utility District
- (3) Los Angeles Department of Water & Power
- (4) San Diego Gas & Electric
- (5) Southern California Edison

Another public utility company (rates of which were not included in the California Energy Commission’s calculations in the figure above) providing electricity to a portion of Placer County is Sierra Pacific Power Company. This investor-owned company supplies power mostly to customers within northeastern parts of Nevada, but also covers the Lake Tahoe area of northeastern California—a service area of almost 55,000 square miles and over 1 million customers. Three major power plants produce imported power and electricity for Sierra Pacific’s customers.

Natural Gas

In addition to electricity, PG&E also provides natural gas for commercial and residential use in Placer County. PG&E relies on three major sources for its gas piping system: Canada, Southwestern United States, and California. Most customers directly purchase their natural gas from the utility company; however, large PG&E gas customers can purchase their gas from the supplier of their choice and pay PG&E only for the gas transportation services they actually use. Figure 73 provides PG&E natural gas rates for commercial customers.

FIGURE 73
PG&E COMMERCIAL NATURAL GAS RATES

<i>User Class</i>	<i>Per Therm Charge</i>				
	<i>Summer</i>		<i>Winter</i>		<i>Public Purpose Program Surchage (PPPS)</i>
	<i>First 4,000 Therms</i>	<i>Excess Therms</i>	<i>First 4,000 Therms</i>	<i>Excess Therms</i>	
Small Commercial (Up to 20,800 Therms/Month)	\$0.87179	\$0.65571	\$0.93517	\$0.67319	\$0.04542
Large Commercial (Above 20,800 Therms/Month)	\$0.83723	\$0.62115	\$0.90061	\$0.63863	\$0.05169

Sacramento Regional Research Institute, December 2006
 Data Source: PG&E Company Schedules G-NR1 and G-NR2
 Note: Rates effective October 6, 2006

Water

The Placer County Water Agency (PCWA) is a major provider of water to Placer County customers (more than 150,000 people). PCWA is a public non-profit agency established in 1957 that encompasses the entire boundary of Placer County. PCWA is responsible for water resource planning, supplying retail/wholesale water, as well as for producing hydroelectric energy. These responsibilities are carried out by three different divisions: Agency Wide Division, Water System, and Power System.

The Agency Wide Division handles the administrative and resource planning (including surface and groundwater issues) duties of PCWA. The Water Division operates eight water treatment plants that produce drinking water. The Water System Division also irrigates agricultural land and golf courses with its raw water that is distributed through 165 miles of canals, ditches, flumes, and small reservoirs. The Power Division, located in rim of the Sacramento Valley on the west to the Sierra Foresthill, operates the Middle Fork American River Project that features two main reservoirs, seven dams, five hydroelectric power plants, and tunnels (21 miles). This division of PCWA also sells its power output that it generates (a 244 megawatt capacity) to PG&E.

San Juan Water District (SJWD), a community services district, provides water to various areas in Sacramento County, but additionally serves Granite Bay in Placer County. SJWD's water source is in the American River watershed which flows to the Folsom Reservoir and onward for treatment.

The City of Roseville Environmental Utilities provides the City water originating from Folsom Lake and treated at its own water treatment plant, the Barton Road Water Treatment Plant. In order to meet the increasing demands of its expanding customer base, plans to build out this water treatment plant to its daily capacity of 100 million gallons are underway.

Additionally, several private and other mutual water companies serve parts of Placer County. A listing of some of these agencies is provided in the Directory. Figure 74 shows the water usage cost comparison of different areas in Placer County and the Sacramento Region. Water rates in Placer County areas vary in comparison to other areas in the Sacramento Region ranging from \$200 to almost \$450 per month.

FIGURE 74
MONTHLY WATER RATES

<i>Area</i>	<i>Monthly Fee</i> <i>30,000 CF/2" meter</i>
Roseville	\$200
Sacramento	\$204
El Dorado Hills	\$250
Folsom	\$266
Davis	\$293
Marysville	\$317
Yuba City**	\$390
Woodland*	\$402
Rocklin	\$447

Sacramento Regional Research Institute,
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Data Sources: Placer County Water Agency;
City of Woodland Public Works;
California Water Service Company;
City of Davis Public Works; City
of Sacramento Department of Utilities;
City of Folsom Department of Finance;
City of Roseville Utility/Finance
Department; El Dorado Irrigation District

Notes: Measured in 30,000 cubic feet with a two inch meter.

*Basic Service charge varies, amount reflects the
average for 2" meter

**Basic Service charge includes first 1000 cubic feet.

Solid Waste and Wastewater

The Placer County Solid Waste Management Division manages the solid waste management program for the entire county which includes the Eastern Regional Landfill, the Western Regional Sanitary Landfill, and Material Recovery Facility. The Division also supports the Western Placer Waste Management Authority's administrative functions.

The Eastern Regional Landfill is the disposal site for solid waste collected from the three franchise areas located in eastern Placer County, the Town of Truckee, the City of Colfax, and portions of El Dorado and Nevada Counties. The landfill ceased burying solid waste in 1994. The Materials Recovery Facility (MRF) and transfer station are currently in operation on the site. Recyclable material is diverted from the waste stream at the MRF.

The Cities of Lincoln, Rocklin, Roseville, Auburn, Colfax, the County of Placer, and the Town of Loomis are serviced by the Western Regional Sanitary Landfill and the Western Placer Materials Recovery Facility (WPMRF). The landfill, owned by the Western Placer Waste Management Authority, began operation in 1979. This landfill is located between Lincoln and Roseville. This landfill is able to handle solid waste for years to come due to the amount of space still available and the efforts of the MRF.

Wastewater in Placer County is handled by wastewater treatment plants in the County's individual cities, the South Placer Municipal Utility District, the Placer County Sewer

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Maintenance District 1, and the Tahoe-Truckee Sanitation Agency. In order to meet stringent water quality standards from the state and future demand, \$2 million has been recently designated by Congress for a wastewater treatment project in Placer County. The project will cost \$180 million in total and will construct a new pipeline network that will flow wastewater to the new Lincoln treatment plant. This pipeline would replace six treatment facilities in the western portion of the County, has the potential to produce almost 326,000 gallons of water, and is expected to be completed between 2010 and 2012. The coverage area for this water treatment would be Lincoln, Auburn, North Auburn, Newcastle, Applegate, Lake of the Pines, and other surrounding areas of Placer County.

Two of the largest wastewater treatment plants that are city-owned and operated are those in the City of Roseville. One of them, the Dry Creek Wastewater Treatment Plant, located in southwest Roseville, screens, clarifies, aerates, and disinfects water to be used in the irrigation of golf courses, parks, and some streetscapes. The Pleasant Grove Wastewater Plant is a rather new plant located west of Sun City Roseville. The facility uses the latest state-of-the-art wastewater treatment technology to produce recycled water used for landscape and commercial irrigation as well as water to cool the planned Roseville Energy Park.

The Tahoe-Truckee Sanitation Agency was formed in 1972 to carry out the mandate of the Porter Cologne Water Quality Control Act to export all sewage out of the Tahoe Basin and to replace existing treatment facilities for five collection districts. These districts include the Tahoe City Public Utility District, the North Tahoe Public Utility District, the Squaw Valley County Water District, the Alpine Springs County Water District, and the Truckee Sanitary District. The Agency constructed a regional system that transports all sewage from the member districts to a regional plant, which began operating in 1978. Transporting wastewater out of the Tahoe Basin is designed to protect potable water sources and to preserve the purity of Lake Tahoe.



QUALITY OF LIFE

Sacramento Regional Research Institute

Quality of Life

Placer County's climate, geography, and historical richness contribute to its high quality of life. The geography of the County encompasses the grasslands of the Gold Country, the snow-capped Sierra Nevada mountain range, and numerous rivers, lakes, state parks, and ski resorts. For those who desire a respite from urban life, Placer County offers hiking, biking, camping, snow skiing, snow boarding, horseback riding, fishing, water sports, ice-skating, and hunting. For the more cosmopolitan resident, Placer County also offers superb shopping, education, and cultural opportunities.

This section discusses climate, ground stability, personal safety, health services, recreational activities, in addition to entertainment and cultural activities.

Climate

Moderate, dry days and cool nights characterize the summer months in Placer County. The temperature during the summer varies between the Valley and High Country areas. Typically, the Valley reaches higher temperatures, while mountain temperatures are lower. The rainy season in Placer County occurs between November and April, but excessive rainfall and damaging windstorms are rare. The Sierra Nevada snowfields are a major source of water during the dry summer months. As shown in Figure 75, yearly average temperatures for the selected areas in Placer County range from about 43 to over 60 degrees Fahrenheit, while average annual precipitation ranges from about 21 to 67 inches.

FIGURE 75
YEARLY AVERAGE TEMPERATURE AND
PRECIPITATION OF SELECT AREAS OF
PLACER COUNTY REGIONS

Area	Temperature (Degrees Fahrenheit)			Average Annual Precipitation
	Average	Maximum	Minimum	
The Valley				
Rocklin	59.8	74.3	45.3	21.4
Gold Country				
Auburn	60.3	72.3	48.2	34.5
Colfax	58.8	71.1	46.4	47.7
High Country				
Blue Canyon	50.7	58.5	42.8	66.7
Tahoe City	43.4	56.1	30.6	31.7

Sacramento Regional Research Institute, December 2006

Data Source: Western Region Climate Center

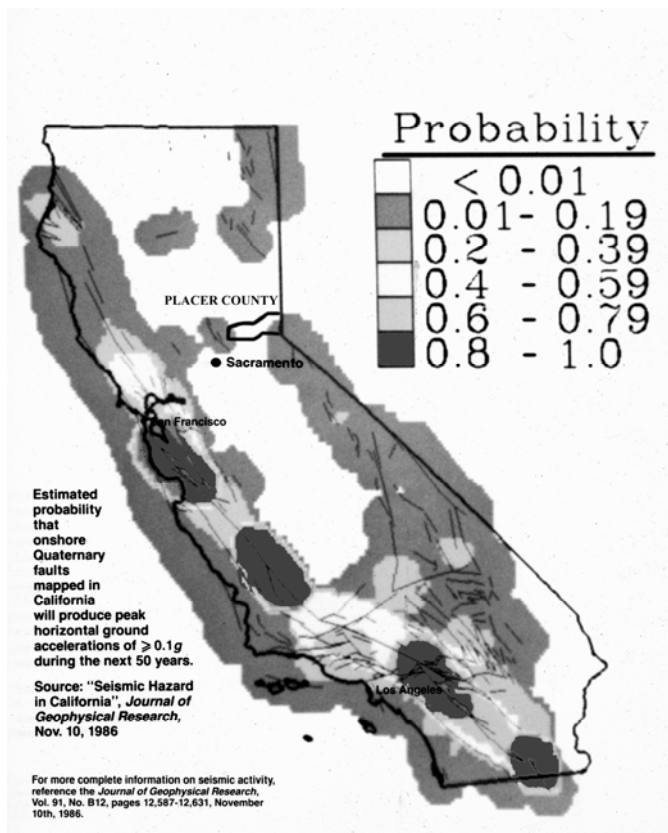
Note: The period of record covers 1914 through March 2005, except for Rocklin (1971 to 2000) and Colfax (1948 to 2005).

Ground Stability

Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Area, the Sacramento Region ranks among the lowest in the state for the probability of a major earthquake. Placer County and the Sacramento Region are expected to experience minimal earthquake effects. Ground stability is an important factor in the relocation and creation of high technology firms, because a high degree of precision is necessary for development and manufacturing of technological devices.

Figure 76 shows the probability of an earthquake in all areas of the state. As illustrated, Placer County is within one of the lowest earthquake probability areas of the state.

FIGURE 76
CALIFORNIA EARTHQUAKE PROBABILITY



Sacramento Regional Research Institute, December 2006
Source: Journal of Geophysical Research, 1986

QUALITY OF LIFE

Personal Safety

All of the areas shown in Figure 77 experienced similar large decreases in the crime rate between 1995 and 2005. Placer County's property crimes per 10,000 inhabitants in 2005 (about 311) was lower than all comparison areas, while its violent crime rate (about 21) was less than half of the other areas' rates.

FIGURE 77
ANNUAL VIOLENT AND PROPERTY CRIMES
(PER 10,000 INHABITANTS)

Area/Crime Type	1995	2000	2001	2002	2003	2004	2005	% Change		Absolute Change	
								1995-2005	2000-2005	1995-2005	2000-2005
Placer County											
Violent Crime	40.9	21.2	17.8	18.7	20.2	20.6	21.2	-48.3%	-0.1%	-19.7	0.0
Property Crime	411.9	267.6	270.3	289.6	278.5	307.0	311.2	-24.4%	16.3%	-100.6	43.7
Sacramento Region											
Violent Crime	83.8	50.9	47.9	51.8	49.7	55.4	55.3	-34.1%	8.6%	-28.5	4.4
Property Crime	612.3	381.6	398.4	412.6	420.7	437.1	402.4	-34.3%	5.5%	-209.9	20.8
Bay Area											
Violent Crime	83.3	51.7	49.0	48.0	46.9	44.2	47.0	-43.5%	-9.0%	-36.2	-4.7
Property Crime	486.3	316.2	325.3	346.3	359.0	355.4	343.7	-29.3%	8.7%	-142.6	27.5
California											
Violent Crime	95.1	61.1	60.6	58.9	56.9	54.0	51.2	-46.1%	-16.1%	-43.9	-9.8
Property Crime	484.4	310.1	326.7	335.9	340.3	337.8	326.3	-32.6%	5.2%	-158.1	16.2

Sacramento Regional Research Institute, December 2006

Data Sources: Office of the Attorney General: Criminal Justice Statistics Center; Federal Bureau of Investigation, Uniform Crime Reports

Health Services

High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors. Placer County is served by three major acute care hospitals as reported by the Office of Statewide Health Planning and Development. Figure 78 provides a listing of acute care hospitals in Placer County and outlying areas in the six-county Sacramento Region along with total beds in each hospital.

**FIGURE 78
GENERAL ACUTE CARE HOSPITALS IN PLACER
COUNTY AND THE SACRAMENTO REGION**

<i>Location/Name</i>	<i>City</i>	<i>Total Beds</i>
Placer County		
Sutter Roseville Medical Center	Roseville	180
Kaiser Foundation Hospital - Roseville	Roseville	166
Sutter Auburn Faith Hospital	Auburn	97
Sacramento Region		
University of California, Davis Medical Center	Sacramento	577
Sutter General Hospital	Sacramento	406
Sutter Memorial Hospital	Sacramento	348
Mercy General Hospital	Sacramento	342
Kaiser Foundation Hospital - Sacramento	Sacramento	333
Methodist Hospital of Sacramento	Sacramento	333
Mercy San Juan Hospital	Carmichael	260
Kaiser Foundation Hospital - South Sacramento	Sacramento	162
Rideout Memorial Hospital	Marysville	149
Fremont Medical Center	Yuba City	132
Barton Memorial Hospital	South Lake Tahoe	121
Woodland Memorial Hospital	Woodland	108
Marshall Medical Center	Placerville	105
Mercy Hospital - Folsom	Folsom	85
Shriners Hospitals for Children - Northern California	Sacramento	80
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39

Sacramento Regional Research Institute, December 2006

Data Source: Office of Statewide Health Planning and Development Healthcare
Quality & Analysis Division

Note: Data as of June 2006.

Kaiser Permanente opened a 116-bed hospital in October of 1998, located on Eureka Road, adjacent to their medical offices. Since then, the hospital increased the number of beds to 166. In addition to the hospital, comprehensive outpatient, primary and specialty care services are offered, as well as education, pharmacy, laboratory, radiology, optical, EKG, and physical therapy services at three sites in Roseville. Kaiser recently broke ground on a \$52 million emergency room expansion project that will quadruple the size of the facility and double the number of beds. The radiology department at the hospital also will be renovated to triple its size and include high-tech rooms. Other plans under construction include a 174-bed Women's and Children's Center and a 270,000 square-foot medical office building able to house 113 physicians. Kaiser recently completed construction of a 75,000 square-foot medical office building in Lincoln.

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Sutter Roseville Medical Center, opened in 1997, is a 315,000 square-foot hospital set on a 57-acre campus that provides the residents of seven counties, including Placer, with comprehensive community health care. In addition to providing complete inpatient/outpatient medical and surgical services on its new campus, Sutter Roseville operates the only trauma center between Sacramento and Reno and a 24-hour emergency department. It also provides critical care services, cancer treatment, cardiology services, a modern Family Birth Center, and a 15-bed skilled nursing facility. Recent expansions include a 20,800 square foot medical office in Lincoln with physicians, dentists, physical therapists, and other health care professionals; an additional 64,000 square-foot medical office building with various specialists (ear, nose, throat; dermatology; sports medicine; etc.); and an expansion of 19 to 30 bays in the emergency department. Sutter Roseville is currently in the planning and approval stages of an expansion project that would increase the campus size to over 1 million square feet over the next 15 to 20 years.

Sutter Auburn Faith Hospital, originally founded in 1966, is located off Highway 49 in Auburn. The services offered at this facility include obstetrics, hospice, acute rehabilitation, outpatient cardiac rehabilitation, occupational therapy, and home health services. There is also a 24-hour emergency department, complete inpatient/outpatient medical and surgical services and critical care services.

QUALITY OF LIFE

Accommodations

Placer County offers abundant lodging, conference, and banquet facilities as well as accommodations for smaller groups. The number of hotels and lodging facilities has rapidly increased to meet the growing demand stimulated by the swell of business and tourist activity in Placer County. Figure 79 lists the largest accommodations (80 rooms and above) in the County.

FIGURE 79
LARGEST ACCOMMODATIONS IN PLACER COUNTY

<i>Name</i>	<i>City</i>	<i>Total Number of Rooms</i>	<i>Number of Suites</i>	<i>Total Meeting Rooms</i>	<i>Maximum Banquet/Meeting Capacity</i>
Resort at Squaw Creek, Squaw Valley	Olympic Valley	407	186	24	600
Northstar-at-Tahoe*	Truckee	267	15	13	250
The Village at Squaw Valley	Olympic Valley	191	0	5	250
Granlibakken Conference Center and Resort**	Tahoe City	180	56	16	400
Oxford Suites, Roseville	Roseville	179	179	3	80
Hilton Garden Inn, Roseville	Roseville	131	0	2	100
Squaw Valley Lodge	Olympic Valley	130	130	2	80
Courtyard Roseville Galleria Mall	Roseville	125	4	1	80
Best Western Roseville Inn, Roseville	Roseville	124	22	1	30
Howard Johnson, Rocklin	Rocklin	124	12	4	150
Extended Stay America	Roseville	122	2	0	0
Homewood Suites, Roseville	Roseville	111	111	1	50
Heritage Inn Express, Rocklin	Rocklin	104	20	1	30
Heritage Inn, Roseville	Roseville	101	9	2	120
Tahoe Inn	Brockway	100	0	0	0
Holiday Inn, Auburn	Auburn	96	3	3	144
Courtyard Roseville	Roseville	90	3	1	50
Larkspur Landing, Roseville	Roseville	90	90	1	35
Olympic Village Inn	Olympic Valley	90	0	0	0
Residence Inn, Roseville	Roseville	90	90	1	45
Best Western Galleria Inn	Roseville	83	6	1	50
Fairfield Inn by Marriott	Roseville	82	0	1	28
Comfort Inn Central, Auburn	Auburn	80	4	0	0

Sacramento Regional Research Institute, December 2006

Data Source: Above-listed hotels

Notes: The number of suites are included in 'Total Number of Rooms' column.

Accommodations listed have 80-plus rooms and are sorted by total number of rooms.

*Northstar-at-Tahoe number of rooms includes individually-owned lodging units available within a 2,500-acre village (includes lodge rooms, condos, and homes).

**Granlibakken total number of rooms includes standard hotel rooms, studios, suites, and 1 to 7 bedroom condominiums.

Recreational Activities

The expansive range of Placer County's elevation and landscape characteristics provides ample opportunity for recreational and leisure activities for every season and every region within the County. This explains the continuing and growing popularity of Placer County among residents and tourists seeking active leisure. Topographical and geographical descriptions of each of the three regions in Placer County are as follows:

The Valley: Rich agricultural lands, recreational amenities, and cultural activities characterize the Valley area of Placer County. Folsom Lake State Recreation Area offers opportunities for activities such as boating, water skiing, fishing, swimming, horseback riding, and camping.

The Gold Country: Well-stocked lakes with tree-lined shores characterize the world-famous Gold Country. The search for gold brought many to the hills of Placer County. Hiking along old wagon trails through the Tahoe National Forest is a hike through the area's history. Off the beaten path, adventure seekers can experience gold panning, nature photography, or river rafting. Fans of water activities will find a large number of opportunities for fun and adventure. Numerous commercial companies offer canoeing, kayaking, and rafting trips for different skill levels along the picturesque routes on the American River.

The High Country: Those seeking adventure or rest and relaxation can enjoy the splendor of the High Country. Abundant opportunities for hiking, camping, mountain bicycling, and horseback riding are available during the summer and fall seasons. Snowmobiling, ice skating, downhill and cross-country skiing, and sledding are popular in the winter and early spring.

The various ski resorts located in or in close proximity to the High Country region are major tourism draws to Placer County in winter, offering many activities to its visitors. Figure 80 provides a basic overview of these resorts including general information, amenities, and activities.

QUALITY OF LIFE

**FIGURE 80
PLACER COUNTY SKI RESORT AMENITIES AND ACTIVITIES**

	<i>Squaw Valley USA*</i>	<i>The Resort at Squaw Creek*</i>	<i>The Village at Squaw Valley*</i>	<i>Alpine Meadows</i>	<i>Northstar-at-Tahoe</i>	<i>Sugar Bowl</i>	<i>Homewood Mountain Resort</i>	<i>Royal Gorge Cross Country Ski Area</i>
General Information & Amenities:								
Year Opened	1949	1990	2002	1961	1972	1939	1961	1971
Average Snowfall (inches)	450	450	450	400	350	500	450	600
Base Elevation (feet)	6,200	6,200	6,200	6,835	6,330	6,883	6,230	5,800
Summit Elevation (feet)	8,900	8,900	8,900	8,637	8,610	8,383	7,880	7,400
Accommodations (Number of Units)	950	403	285	0	240	100	0	61
Ski Rental/ Repair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of Restaurants	56	4	6	4	6	4	4	5
Number of Shops	27	7	20	1	11	2	1	1
Child Program	Yes	Yes	No	Yes	Yes	Yes	No	Yes
Winter Sports & Activities:								
Number of Ski Lifts	34	1	0	12	16	12	8	4
Number of Ski School Staff	225	0	0	120-150	250-300	100	75	40
Miles of Cross Country Trails	11	0	0	0	31	0	0	205
Ice Skating Rink	Yes	Yes	No	No	Yes	No	No	No
Snow Boarding	Yes	No	No	Yes	Yes	Yes	Yes	No
Summer Sports & Activities:								
Lifts Operating	1	0	0	0	2	0	0	0
Miles of Mountain Bike Trails	0	0	0	0	100+	0	0	0
Number of Swimming Pools	1	3	0	0	3	0	0	0

Sacramento Regional Research Institute, December 2006

Data Source: Above-listed resorts and web sites

Notes:

* With the exception of accommodations, restaurants and shops for Squaw Valley USA, the numbers provided in the table reflect only the amenities offered directly by that resort; however, the Resort at Squaw Creek and The Village at Squaw Valley are in close proximity of Squaw Valley USA and share many of its amenities.

Squaw Valley USA, the Village at Squaw Valley, and the Resort at Squaw Creek feature ski lifts, ice skating, accommodations, and restaurants. In addition to the amenities and activities displayed in Figure 80, this site of the 1960 Winter Olympics boasts other winter activities, including a fitness and health spa, indoor climbing wall, snowshoeing, sleigh rides, dog sled tours, snowtubing, cable car rides, heated swimming pools, and hot tubs. Summer activities include some of the amenities available during the winter season in addition to golfing, hiking, biking, tennis, sky jumping, ropes course, flying trapeze, and horseback riding. The Olympic Museum is also open year-round at High Camp with the purchase of a cable car ride.

Northstar-at-Tahoe is in the midst of a mountain expansion plan. The 2006-2007 winter season will open with two new lifts—one a six-pack express, a new children’s center, a new cross-country and snowshoe center, new trails, a new restaurant, and additional snowmaking over two new runs. Future plans at the ski resort include constructing a five-star, 172-room Ritz-Carlton hotel that is expected to be opened in 2009. The 2005-2006 winter season at Northstar-at-Tahoe opened with a new Tahoe-style village. The new village features 100 condominiums, shopping, art galleries, cafes, and restaurants, in addition to a year-round skating rink. Winter activities at Northstar-at-Tahoe, in addition to those listed in Figure 80, include cross country skiing, snowshoeing, snowtubing, telemarking, outdoor heated pools and spas, saunas, and a fitness center. Summer

activities include flyfishing, golfing, horseback riding, tennis, hiking, Action Zone (bungee trampoline and basketball shootoff), and ATV tours.

Sugar Bowl recently completed a \$10 million, 14,000 square-foot addition to its Mount Judah Day Lodge to include a bar, restaurant, and a medical clinic which is managed by Tahoe Forest Hospital. In addition to the winter activities in Figure 80, one can participate in dogsled tours, snowshoe tours, and airboarding. Sugar Bowl is closed during the summer months, but can be reserved for private functions, such as weddings, reunions, and corporate retreats.

Some activities that are available at Homewood Mountain Resort during summer include a paintball playground and bike rentals. Space is also available for private parties and outdoor wedding ceremonies.

Royal Gorge Cross Country Ski Area has the largest groomed track system in North America. In addition to cross country skiing, lessons for snowshoeing and telemarking are also available at the resort.

Golf Courses

With over twenty beautiful golf courses ranging from short, par-three to world-class courses, Placer County is a perfect place for golfers. The major public and private golf courses in the County include:

- Auburn Valley Country Club, Auburn
- Black Oak Golf Course, Auburn
- Catta Verdera Country Club, Lincoln
- Dark Horse Golf Club, Auburn
- Diamond Oaks Golf Course, Roseville
- Granite Bay Golf Club, Granite Bay
- Indian Creek Country Club, Loomis
- Lake of the Pines Golf Course, Auburn
- Lincoln Hills Golf Club, Lincoln
- Mc Ginty's Golf West, Roseville
- Morgan Creek Golf and Country Club, Roseville
- Old Brockway Golf Course, Kings Beach
- Raspberry Hill Public Golf Course, Auburn
- Resort at Squaw Creek, Olympic Valley
- Roseville Rolling Greens Golf Course, Granite Bay
- Sierra Pines Golf Course, Roseville
- Sierra View Country Club, Roseville
- Sun City Sierra Pines Golf Course, Roseville
- Sun City Timber Creek Golf Course, Roseville
- Sunset Whitney Golf and Country Club, Rocklin

- Tahoe City Golf Course, Tahoe City
- The Ridge Golf Course, Auburn
- Turkey Creek Golf Club, Lincoln
- Whitney Oaks Golf Club, Rocklin
- Winchester Country Club, Auburn
- Woodcreek Golf Club, Roseville

Camping

Placer County provides many opportunities for outdoor activities, including hiking, nature photography, and camping. Approximately half of Placer County's territory belongs to the California State Department of Parks and Recreation and the United States Forest Service which operates over 1,100 tent and RV campsites. Placer is known for providing many picturesque camping locations with access to numerous recreational activities like fishing, boating, hiking, horseback riding, and other opportunities to discover and enjoy the County's beautiful nature. A listing of these campgrounds is as follows:

The Valley

- Camp Far West, Lincoln
- KOA Campgrounds of America, Loomis

The Gold Country

- Baxter RV Campground, Baxter
- Bear River Park, Colfax
- Bowman RV Park, Auburn
- Gold Country Campground, Auburn
- Greenhorn Park Campground, Colfax
- Lake Clementine Boat-in-Camp, Auburn
- Long Ravine Campground, Colfax
- Mineral Bar, Colfax
- Orchard Springs Campground, Colfax
- River-Trail Camps, Auburn
- Ruck-a-Chucky Bar, Auburn

The High Country

- Ahart Campground, Foresthill
- Big Meadows Campground, Foresthill
- Big Reservoir Campground, Foresthill
- Coyote Group Campground, Foresthill
- Forbes Creek Group Campground, Foresthill
- French Meadows Campgrounds, Foresthill
- Gates Group Campground, Foresthill

- Giant Gap Campground, Foresthill
- Kaspian Recreation, Tahoe City
- Lake Forest, Tahoe City
- Lewis Campground, Foresthill
- Poppy Campground, Foresthill
- Robinson Flat Campground, Foresthill
- Sandy Beach Resort, Tahoe Vista
- Secret House Campground, Foresthill
- Shirttail Creek Campground, Foresthill
- Sugar Pine Reservoir, Tahoe City
- Talbot Campground, Foresthill
- Upper Hell Hole Campground, Foresthill
- William Kent, Tahoe City

Other Recreation and Sports

In addition to the various outdoor activities offered in Placer County, the Valley region has several recreation and sport complexes to meet various interests:

- Roseville Sports Center, Roseville
- Golfland Sunsplash, Roseville
- Oak Creek BMX, Roseville
- Skatetown, Roseville
- Roseville All American Speedway, Roseville
- Roseville Aquatic Complex, Roseville
- Strikes Family Entertainment Center, Rocklin

Community Events, Cultural Activities, Places of Historical Interest, and Other Entertainment

While outdoors enthusiasts have a great opportunity to experience the abundance of year-round recreational activities in Placer County, others can enjoy entertainment at numerous musical and festival events as well as local galleries, theaters, and museums. At the same time, shoppers are offered a large selection of boutiques, specialty shops, and farmer's markets, as well as extensive wine tasting venues.

Community Events

Community activities and events in Placer County are scheduled year-round. In January, the County begins the year's activities with the Gem Faire in Roseville, and snowboard races at Northstar-at-Tahoe. February brings the Foresthill Classic Dog Sled Races and

QUALITY OF LIFE

Auburn hosts the Chinese New Year Parade and the Foothill Quilters Guild Show. The Snowfest Winter Festival, one of the biggest events of the year, is held at North Lake Tahoe in March. Also in March, a St. Patrick's Day Celebration is held in Auburn.

In April, Auburn is the site of the Wild West Stampede Pro Rodeo event and Roseville hosts the annual Placer County Strawberry Festival at the Placer County Fairgrounds. During May, old Auburn hosts the Annual Spring Antiques Street Faire, Cinco De Mayo festivities are held in Auburn, and Lincoln hosts the Portuguese Holy Ghost Celebration. The popular national Feats of Clay exhibition held at the Gladding McBean Pottery Company in Lincoln is also held in May.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista, Auburn Family Night Out, the Spring Street Fair in Auburn, and the Placer County Fair in Roseville. Additional June events include the American River Confluence Festival, held in Auburn, and the 100 Mile Western States Endurance Run which is routed through Squaw Valley, Foresthill, and Auburn.

Other summer activities include Fourth of July celebrations held throughout Placer County. The Truckee Air Show, held at the Truckee-Tahoe Airport, and the Rocklin Jubilee, the City's largest community event, are held between late-June to July. The Tevis Cup Ride, a grueling 100-mile horse race with a course that stretches between Tahoe and Auburn, is run in August. Other August events include the Lake Tahoe Music Festival and the Concours d'Elegance Boat Show at North Lake Tahoe, the Lake Tahoe Shakespeare Festival, the Auburn Air Fair, the Blues Benefest & Crafts Fair in Auburn, and summer music series in Auburn, Roseville, and Lincoln.

Harvest festivals are the major events of the fall season. During September, Auburn hosts the Gold Country Fair, the Auburn Black and White Ball, and the Fall Antiques and Collective Street Fair. Also in September, Colfax hosts the Founder's Day Celebration, while the Eggplant Festival in Loomis and Foresthill's Heritage Festival take place. During October, North Lake Tahoe and Lincoln host Oktoberfests, Rocklin hosts the Placer Farm and Barn Festival featuring Agro Art Events, while the Del Oro Band Spectacular is held in Loomis.

November is the time of year when some of the most festive celebrations are held in Placer County. An Autumn Arts 70+ Studio Tour in Lincoln and Colfax, an International Rail Fair in Roseville, a Mountain Mandarin Festival in Auburn, and a Santa's Sing-A-Long in Rocklin are main November events. The month's activities conclude with a Christmas Craft Fair in Auburn. Holiday tree lighting events and parades are held in Lincoln, Roseville, and Auburn.

December rounds out the year's activities and celebrations associated with the holiday season. North Lake Tahoe hosts the Alpenlight Festival, the Christmas Eve Torchlight Parade, and the New Year's Eve Fireworks Festivities. During this month, Auburn hosts the Festival of Lights Parade and the Old Town Country Christmas. A Christmas Craft

Fair is held in Loomis, while Colfax hosts the Colfax Hometown Holiday and Light Parade.

Cultural Activities and Places of Historical Interest

The history and culture of Placer County come alive in its many museums and theaters. The Gold Country Museum, in Auburn's Gold Country Fairgrounds, displays Gold Rush exhibits and information on the history of gold mining. The Placer County Museum, located inside the historic Placer County Courthouse, gives an overview of the history of Placer County life. Main features at this museum include a video presentation of the history of the transcontinental railroad, a holographic image of an early miner, and Native American Art.

One of Auburn's oldest buildings is the Bernhard Residence, built in 1851 as the Traveler's Rest Hotel. The Bernhard Museum Complex depicts the typical life of a late 19th century farm family. The Griffith Quarry Museum, originally the office of the Penryn Granite Works, houses exhibits on the Griffith family, the granite industry, and the Penryn-Loomis Basin region.

Mining exhibits, general regional information, a reconstructed livery stable, and the original Foresthill Jail are on display at the Foresthill Divide Museum. Exhibits exploring Placer County's rich heritage and history of hydraulic mining and the birth of the transcontinental railroad can be experienced at the Golden Drift Museum in Dutch Flat.

Other historical sites and museums around Placer County include:

- Carnegie Library and Museum, Roseville
- First Transcontinental Railroad, Roseville, Rocklin, Newcastle, Auburn, and Colfax
- Gatekeepers Cabin Museum, Tahoe City
- Iowa Hill
- Joss House Museum and Chinese History Center, Auburn
- Maidu Interpretive Center, Roseville
- Overland Emigrant Trail, Wolf Creek Bridge
- Pioneer Express Trail, Folsom
- Rocklin History Museum, Rocklin
- Roseville Telephone Company Museum, Roseville
- Town of Dutch Flat
- Town of Foresthill
- Town of Gold Run
- Town of Michigan Bluff
- Virginia Town
- Watson Cabin Museum, Tahoe City

Some of Placer County's theaters and art galleries include:

- Colfax Fine Art, Colfax
- Dewitt Theater—Music and More, Auburn
- Old Coloma Theater, Coloma
- Placer Community Theater, Auburn
- The Arts Building Gallery, Auburn
- The Arts Council of Placer County, Auburn
- The Magic Circle Theater—Roseville Theater, Roseville
- The Magic Circle Theater—Tower Theater, Roseville
- The Roseville Arts Center, Roseville

Other Entertainment

In addition to the recreation, cultural, and historical activities and entertainment found within Placer County, Las Vegas style casino gaming can be found at Thunder Valley Casino near the City of Lincoln. The United Auburn Indian Community opened the Casino in June 2003. Today the casino has 2,700 slot machines and 98 gaming tables, and offers activities such as blackjack and video poker, as well as a choice of nine restaurants such as Austin's Steakhouse, Thunder Café, Feast Buffet, and Shanghai Fat's.

The casino's first year of operations was the most financially successful first year of any other Indian casino in the nation. In fact, based on known financial figures, industry analysts rank Thunder Valley as fourth behind two Connecticut Indian casinos and the Bellagio in Las Vegas in terms of profitability. Future plans for the casino include a hotel and business conference center.

Tourism Resources

There are three main tourism councils/associations for the three regions in Placer County. The California Welcome Center Auburn and Tourist Information Center is one of the Gold Country regional visitor bureaus for the California Welcome Center and covers all areas in Placer County. Placer Valley Tourism is a non-profit organization that markets tourism and overnight stays in the Valley region of Placer County for leisure and business travel. North Lake Tahoe Resort Association is the official visitors and convention bureau for North Lake Tahoe to promote the area's lodging, activities, and dining options. Contact details for these three organizations are provided on the following page.

The California Welcome Center Auburn
and Tourist Information Center
13411 Lincoln Way
Auburn, CA 95603
(530) 887-2134
<http://www.visitplacer.com/>

Placer Valley Tourism
106 Vernon Street
Roseville, CA 95678
(916) 773-5400
<http://www.placertourism.com/>

North Lake Tahoe Resort Association
Visitors and Convention Bureau
P.O. Box 1757
Tahoe City, CA 96145
(530) 583-3494
<http://www.puretahoenorth.com>

Additional tourism resources include city and area chambers of commerce, as well as State of California Department of Parks and Recreation and the United States Forest Service, which are available in the Directory.



DIRECTORY

Sacramento Regional Research Institute

Directory

Placer County

Administrative Services
2986 Richardson Drive
Auburn, CA 95603
(530) 889-4275
www.placer.ca.gov/admin.aspx

Assessor
2980 Richardson Drive
Auburn, CA 95603-2640
(530) 889-4300
www.placer.ca.gov/assessor.aspx

Auditor Controller
2970 Richardson Drive
DeWitt Center
Auburn, CA 95603
(530) 889-4160
www.placer.ca.gov/auditor.aspx

Board of Supervisors
175 Fulweiler Avenue
Auburn, CA 95603
(530) 889-4010
www.placer.ca.gov/bos.aspx

Community Development Resource Agency
3091 County Center Drive
(530) 886-3000
www.placer.ca.gov/CommunityDevelopment.aspx

County Executive Office
175 Fulweiler Avenue
Auburn, CA 95603
(530) 889-4030
www.placer.ca.gov/exec.aspx

District Attorney
11562 B Avenue
Auburn, CA 95603
(530) 889-7000
www.placer.ca.gov/da.aspx

DIRECTORY

Economic Development
145 Fulweiler Avenue, Suite 120
Auburn, CA 95603
(530) 889-4016
www.placer.ca.gov/business.aspx

Sheriff-Coroner-Marshal
11500 A Avenue
P.O. Box 6990
Auburn, CA 95604
(530) 889-7800
www.placer.ca.gov/sheriff.aspx

Treasurer - Tax Collector
Finance Administration Building
2976 Richardson Drive, 2nd Floor
Auburn, CA 95603
(530) 889-4120
www.placer.ca.gov/tax.aspx

City of Auburn

Building Department
1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211, ext. 3
www.auburn.ca.gov/dept/dept_bldng.html

City Manager
1225 Lincoln Way, Room 9
Auburn, CA 95603
(530) 823-4211 ext. 191
www.auburn.ca.gov/dept/dept_ctymngr.html

Community Development Department
1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211 ext. 3
www.auburn.ca.gov/dept/dept_comdev.html

Fire Department
1225 Lincoln Way, Room 7
Auburn, CA 95603
(530) 823-4211 ext. 2
www.auburn.ca.gov/dept/dept_fire.html

Police Department
1215 Lincoln Way
Auburn, CA 95603
(530) 823-4237
www.auburn.ca.gov/pd/index.htm

Public Works
1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211 ext. 3
www.auburn.ca.gov/dept/dept_pubwrks.html

City of Colfax

City Hall
P.O. Box 702 (Mailing)
33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.ci.colfax.ca.us/services.shtml#city%20hall

Building Department
33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.ci.colfax.ca.us/services.shtml#building

Economic Development
33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.ci.colfax.ca.us/economic.shtml

Fire Department
33 South Main Street
Colfax, CA 95713
(530) 346-6776
www.ci.colfax.ca.us/services.shtml

Planning Department
33 South Main Street
Colfax, CA 95713
(530) 888-6479
www.ci.colfax.ca.us/planningdepartment.shtml

Public Works
33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.ci.colfax.ca.us/services.shtml#public%20works

Sheriff-Coroner-Marshal
Placer County Colfax Substation
33 South Main Street
Colfax, CA 95713
(530) 346-2256
www.placer.ca.gov/sheriff/stations/colfaxsub.htm

City of Lincoln

City Manager
640 Fifth Street
Lincoln, CA 95648
(916) 645-4070 ext. 211
www.ci.lincoln.ca.us/index.cfm?page=500124

Community Development
640 Fifth Street
Lincoln, CA 95648
(916) 645-3320
www.ci.lincoln.ca.us/index.cfm?page=359999

Finance & Administrative Services
640 Fifth Street
Lincoln, CA 95648
(916) 645-3314
www.ci.lincoln.ca.us/index.cfm?page=472164

Fire Department
770 Seventh Street
Lincoln, CA 95648
(916) 645-4040
www.ci.lincoln.ca.us/index.cfm?page=268832

Police Department
770 Seventh Street
Lincoln, CA 95648
(916) 645-4040
www.ci.lincoln.ca.us/index.cfm?page=317547

Public Works
640 Fifth Street
Lincoln, CA 95648
(530) 645-8576
www.ci.lincoln.ca.us/index.cfm?page=417014

Town of Loomis

Town Hall
6140 Horseshoe Bar Road, Suite K
Loomis, CA 95650
(916) 652-1840
www.loomis.ca.gov

City of Rocklin

Administrative Services
3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5000
www.ci.rocklin.ca.us/index.asp?page=695

City Manager
3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5560
www.ci.rocklin.ca.us/index.asp?page=1409

Community Development Department
3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5120 (Building Division)
(916) 625-5140 (Engineering Division)
(916) 625-5160 (Planning Division)
www.ci.rocklin.ca.us/index.asp?page=697

Fire Department
4060 Rocklin Road
Rocklin, CA 95677
(916) 625-5300
www.ci.rocklin.ca.us/index.asp?page=7

Police Department
4060 Rocklin Road
Rocklin, CA 95677
(916) 625-5400
www.ci.rocklin.ca.us/index.asp?page=8

Public Works Department
4081 Alvis Court
Rocklin, CA 95677
(916) 625-5500
www.ci.rocklin.ca.us/index.asp?page=701

City of Roseville

City Manager
311 Vernon Street
Roseville, CA 95678
(916) 774-5362
www.roseville.ca.us/citymanager

Economic Development
311 Vernon Street
Roseville, CA 95678
(916) 774-5362
www.roseville.ca.us/ed

Community Development
311 Vernon Street
Roseville, CA 95678
(916) 774-5334
www.roseville.ca.us/gov/community_development

Fire Department
401 Oak Street, Room 402
Roseville, CA 95678
(916) 774-5800
www.roseville.ca.us/fire

Parks and Recreation
316 Vernon Street
Roseville, CA 95678
(916) 774-5505
www.roseville.ca.us/parks

Planning and Redevelopment
311 Vernon Street
Roseville, CA 95678
(916) 774-5276
www.roseville.ca.us/planning

Police Department
1051 Junction Boulevard
Roseville, CA 95678
(916) 774-5010
www.roseville.ca.us/police

Public Works Department
311 Vernon Street
Roseville, CA 95678
(916) 774-5331
www.roseville.ca.us/pw

Business Organizations & Chambers of Commerce

Auburn Chamber of Commerce
601 Lincoln Way
Auburn, CA 95603
(530) 885-5616
www.auburnchamber.net

Colfax Area Chamber of Commerce
P.O. Box 86 (Mailing)
2 South Railroad Avenue
Colfax, CA 95713
(530) 346-8888
www.colfaxarea.com

Foresthill Divide Chamber of Commerce
P.O. Box 346 (Mailing)
24600 Main Street, Suite A
Foresthill, CA 95631
(530) 367-2474
www.foresthillchamber.org

DIRECTORY

Roseville Chamber of Commerce
(serving Roseville and Granite Bay)
650 Douglas Boulevard
Roseville, CA 95678
(916) 783-8136
www.rosevillechamber.com

Lincoln Area Chamber of Commerce
511 Fifth Street
Lincoln, CA 95648
(916) 645-2035
www.lincolinchamber.com

Loomis Basin Chamber of Commerce
5911 King Road, Suite C
Loomis, CA 95650
(916) 652-7252
www.loomischamber.com/

North Lake Tahoe Chamber of Commerce
P.O. Box 884 (Mailing)
380 North Lake Boulevard
Tahoe City, CA 96145
(530) 581-8734
www.puretahoenorth.com/chamber

Northern California World Trade Center
One Capitol Mall, Suite 300
Sacramento, CA 95814
(916) 447-9827
<http://www.norcalwtc.org>

Rocklin Chamber of Commerce
3700 Rocklin Road
Rocklin, CA 95677
(916) 624-2548
www.rocklinchamber.com

Sacramento Area Commerce and Trade Organization (SACTO)
400 Capitol Mall, Suite 2500
Sacramento, CA 95814
(916) 441-2144
www.sactoedc.org

Sacramento Area Regional Technology Alliance (SARTA)

5022 Bailey Loop
McClellan, CA 95652
(916) 447-7399
<http://www.sarta.org>

Sacramento Metro Chamber
One Capitol Mall, Suite 300
Sacramento, CA 95814
(916) 552-6800
www.metrochamber.org

Newspapers

Auburn Journal
P.O. Box 5910 (Mailing)
1030 High Street
Auburn, CA 95603
(530) 885-5656
www.auburnjournal.com

Colfax Record
P.O. Box 755 (Mailing)
25 West Church Street
Colfax, CA 95713
(530) 346-2232
www.colfaxrecord.com/

Granite Bay Press-Tribune
188 Cirby Way
Roseville, CA 95678
(916) 786-8746
www.granitebaypt.com/

The Sentinel
P.O. Box 9148
Auburn, CA 95604
(530) 823-3986

Lincoln News Messenger
533 F Street
Lincoln, CA 95648
(916) 645-7733
www.lincolnnewsmessenger.com/

Loomis News
P.O. Box 125 (Mailing)
3550 Taylor Road
Loomis, CA 95650
(916) 652-7939
www.theloomisnews.com/

Rocklin Placer Herald
5055 Pacific Street
Rocklin, CA 95677
(916) 624-9713
www.placerherald.com/

Roseville Press-Tribune
188 Cirby Way
Roseville, CA 95678
(916) 786-8746
www.rosevillept.com/

Tahoe World
P.O. Box 138
395 North Lake Boulevard
Tahoe City, CA 96145
(530) 583-3487
www.tahoe-world.com/

Colleges and Universities

American River College
4700 College Oak Drive
Sacramento, CA 95841
(916) 484-8011
www.arc.losrios.edu/

California State University, Chico
400 West First Street
Chico, CA 95929
(530) 898-4636
www.csuchico.edu

California State University, Sacramento (Sacramento State)
6000 J Street
Sacramento, CA 95819
(916) 278-6011
www.csus.edu

DIRECTORY

Sacramento State College of Continuing Education
300 State University Drive East
Sacramento, CA 95819
(916) 278-4433
www.cce.csus.edu

Capital Bible College
9470 Micron Avenue
Sacramento, CA 95827
(916)856-5677
www.capchrist.edu

Chapman University
3001 Lava Ridge Court, Suite 250
Roseville, CA 95661
(916) 782-3060
www.chapman.edu

Cosumnes River College
8401 Center Parkway
Sacramento, CA 95823
(916) 691-7344
www.crc.losrios.edu

Folsom Lake College
10 College Parkway
Folsom, CA 95630
(916) 608-6500
www.flc.losrios.edu/

Golden Gate University
2595 Capitol Oaks Drive
2nd Floor
Sacramento, CA 95833
(800) 448-4968
www.ggu.edu/about/Locations/Sacramento

Heald College Rancho Cordova
2910 Prospect Park Drive
Rancho Cordova, CA 95670
(916) 638-1616
www.heald.edu/campus_locations/campus_rancho_cordova.htm

DIRECTORY

Lincoln Law School of Sacramento

3140 J Street

Sacramento, CA 95816

(916) 446-1275

www.lincolnlaw.edu

MTI College

5221 Madison Avenue

Sacramento, CA 95841

(916) 339-1500

www.mticollege.edu

National University

9320 Tech Center Drive

Sacramento, CA 95826

(916) 855-4100

www.nu.edu/Locations/NorthernCalifornia/Sacramento.html

Sacramento City College

3835 Freeport Boulevard

Sacramento, CA 95822

(916) 558-2111 (Recorder)

www.scc.losrios.edu/

Sierra College

5000 Rocklin Road

Rocklin, CA 95677

(916) 624-3333

www.sierra.cc.ca.us

St. Mary's College

1610 Arden Way, Suite 255

Sacramento, CA 95815

(800) 538-9999

www.stmarys-ca.edu

Trinity Life Bible College

5225 Hillsdale Boulevard

Sacramento, CA 95842

(916) 348-4689

www.tlbc.edu

DIRECTORY

Union Institute & University
2710 Gateway Oaks Drive, Suite 310-S
Sacramento, CA 95833
(916) 564-3100
www.tui.edu/centers/sacramento.asp

University of California, Davis
One Shields Avenue
Davis, CA 95616
(916) 752-1011
www.ucdavis.edu

University of Northern California
Lorenzo Patino School of Law and Paralegal
1012 J Street
Sacramento, CA 95814
(916) 441-4485
www.patinolawschool.com

University of the Pacific McGeorge School of Law
3200 Fifth Avenue
Sacramento, CA 95817
(916) 739-7191
www.mcgeorge.edu

University of Phoenix, Sacramento
2890 Gateway Oaks Drive
Sacramento, CA 95833
(916) 923-2107
www.universityofphoenix.com/Locations/?25

University of San Francisco, Sacramento Regional Campus
2180 Harvard Street, Suite 375
Sacramento, CA 95815
(916) 920-0157
www.usfca.edu/acadserv/academic/regions/sac/sac_visit_contact.html

University of Southern California, State Capital Center
1800 I Street
Sacramento, CA 95814
(916) 442-6911
www.usc.edu/sacto

DIRECTORY

Western Seminary
3927 Marconi Avenue
Sacramento, CA 95821
(916) 488-3720
www.westernseminary.edu

William Jessup University
333 Sunset Boulevard
Rocklin, CA 95765
(916) 577-2200
www.jessup.edu

Woodland Community College
2300 E. Gibson Road
Woodland, CA 95776
(530) 661-5700
www.yccd.edu/woodland/

Yuba College
2088 North Beale Road
Marysville, CA 95901
(530) 741-6700
www.yccd.edu/yuba/

Cultural Entities

The Arts Council of Placer County
808 Lincoln Way
Auburn, CA 95603
(530) 885-5670
www.placerarts.org

Bernhard Museum Complex
291 Auburn-Folsom Road
Auburn, CA 95603
(530) 889-6500
www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/bernhard.aspx

Carnegie Museum
557 Lincoln Street
Roseville, CA 95678
(916) 773-3003
www.rosevillehistorical.org

DIRECTORY

Foresthill Divide Museum
24601 Harrison Street
In Leroy Botts Memorial Park
Foresthill, CA 95631
(530) 367-3988

www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/ForesthillMuseum.aspx

Gatekeeper's Museum
130 West Lake Boulevard
Tahoe City, CA 96145
(530) 583-1762

Gold Country Museum
1273 High Street
In Auburn's Gold Country Fairgrounds
Auburn, CA 95603
(530) 889-6500

www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/goldcountry.aspx

Golden Drift Museum
32820 Main Street
Dutch Flat, CA 95714
(530) 389-2126

www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/golddrift.aspx

Maidu Interpretive Center
1960 Johnson Ranch Road
Roseville, CA 95661
(916) 774-5934

www.roseville.ca.us/parks/parks_n_facilities/facilities/maidu_indian_museum/default.asp

Mondavi Center
University of California, Davis
One Shields Avenue
Davis, CA 95616
(530) 754-5000

www.mondaviarts.org/

Roseville Arts Center
At NEC Electronics America
7501 Foothills Boulevard
Roseville, CA 95747
(916) 783-4117

www.rosevillearts.org/index.html

DIRECTORY

Roseville Telephone Museum
106 Vernon Street
Roseville, CA 95678
(916) 786-1621
www.rosevilletelephonemuseum.org/

Placer County Museum
101 Maple Street
Auburn, CA 95603
(530) 889-6500
www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/courthouse.aspx

Tourism

Auburn State Recreation Area
El Dorado Street at Old Foresthill Road
Auburn, CA, 95602
(530) 885-4527
www.parks.ca.gov/?page_id=502

North Lake Tahoe Resort Association
Visitors and Convention Bureau
P.O. Box 1757
950 North Lake Boulevard, Suite 3
Tahoe City, CA 96145
(530) 581-6900
www.puretahoenorth.com/about_nltra.phtml

Placer County Visitors Council
The California Welcome Center Auburn
and Tourist Information Center
13411 Lincoln Way
Auburn, CA 95603
(530) 887-2111
www.visitplacer.com

Placer Valley Tourism
106 Vernon Street, Suite #109
Roseville, CA 95678
(916) 773-5400
www.placertourism.com/home.cfm

Tahoe National Forest
631 Coyote Street
Nevada City, CA 95959
(530) 265-4531
www.fs.fed.us/r5/tahoe

Accommodations

Best Western Roseville Inn
220 Harding Boulevard
Roseville, CA 95678
(916) 782-4434
www.bestwestern.com

Comfort Inn Central
1875 Auburn Ravine Road
Auburn, CA 95603
(530) 885-1800
www.choicehotel.com

Courtyard Roseville
1920 Taylor Road
Roseville, CA 95661
(916) 772-5555
www.marriott.com

Courtyard Roseville Galleria Mall
301 Creekside Ridge Court
Roseville, CA 95678
(916) 772-3404
www.marriott.com

Emma's Bed & Breakfast
3137 Taylor Road
Loomis, CA 95650
(800) 660-5157
www.emmasbnb.com

Fairfield Inn by Marriott
1910 Taylor Road
Roseville, CA 95661
(916) 772-3500
www.marriott.com

DIRECTORY

Granlibakken Conference Center and Resort

725 Granlibakken Road
Tahoe City, CA 96145
(877) 552-6301
www.granlibakken.com

Heritage Inn Express
4480 Rocklin Road
Rocklin, CA 95677
(877) 733-5616

Heritage Inn Express
204 Harding Boulevard
Roseville, CA 95678
(800) 228-4747

Hilton Garden Inn
1951 Taylor Road
Roseville, CA 95661
(916) 773-7171
hiltongardeninn.hilton.com

Holiday Inn
120 Grass Valley Highway
Auburn, CA 95603
(530) 887-8787
www.holiday-inn.com

Homewood Suites by Hilton
401 Creekside Ridge Court
Roseville, CA 95678
(916) 783-7455
homewoodsuites.hilton.com

Howard Johnson
4420 Rocklin Road
Rocklin, CA 95677
(800) 462-2400
www.howardjohnsonrocklin.com

Larkspur Landing
1931 Taylor Road
Roseville, CA 95661
(916) 773-1717
www.larkspurhotels.com

DIRECTORY

Northstar-at-Tahoe
100 Northstar Drive
Truckee, CA 96161
(530) 562-1010
www.northstarattahoe.com

Olympic Village Inn
1909 Chamonix Place
Olympic Valley, CA 96146
(800) 845-5243
www.olympicvillageinn.com

Oxford Suites
130 North Sunrise Avenue
Roseville, CA 95661
(916) 784-2222
www.oxfordsuites.com

Plump Jack Squaw Valley Inn
1920 Squaw Valley Road
Olympic Valley, CA 96146
(530) 583-1576
www.plumpjack.com

Rocklin Park Hotel
5450 China Garden Road
Rocklin, CA 95677
(916) 630-9400
www.rocklinpark.com

Residence Inn
1930 Taylor Road
Roseville, CA 95661
(916) 772-5500
www.marriott.com

Squaw Valley Lodge
201 Squaw Peak Road
Olympic Valley, CA 96146
(800) 549-6742
www.squawvalleylodge.com

DIRECTORY

Sunnyside Resort
1850 W. Lake Boulevard
Tahoe City, CA 96145
(800) 822-2754
www.sunnysideresort.com

Tahoe Inn
9937 North Lake Boulevard
Kings Beach, CA 96143
(800) 648-2324

The Resort at Squaw Creek
400 Squaw Creek Road
Olympic Valley, CA 96146
(800) 327-3353
www.squawcreek.com

The Village at Squaw Valley
1750 Village East Road
Olympic Valley, CA 96146
(530) 584-1000
www.thevillageatsquaw.com

Town House Motel
401 Washington Boulevard
Roseville, CA 95678
(916) 786-9559

Trendwest Resorts
1640 Lead Hill Boulevard #100
Roseville, CA 95661
(916) 787-8720

Ski Resorts

Alpine Meadows
2600 Alpine Meadows Road
Tahoe City, CA 96145
(530) 583-4232
www.skialpine.com

Homewood Mountain Resort
5145 W. Lake Boulevard
Homewood, CA 96141
(530) 525-2992
www.skihomewood.com

Northstar-at-Tahoe
100 Northstar Drive
Truckee, CA 96160
(530) 562-1010
www.northstarattahoe.com

Royal Gorge Cross Country Ski Resort
9411 Hillside Drive
Soda Springs, CA 95728
(530) 426-3871
www.royalgorge.com

Squaw Valley USA
1960 Squaw Valley Road
Olympic Valley, CA 96146
(530) 583-6985
www.squaw.com

Sugar Bowl
629 Sugar Bowl Road
Norden, CA 95724
(530) 426-9000
www.sugarbowl.com

Hazardous Waste Removal

Chemical Waste Management
35251 Old Skyline Road
Kettleman City, CA 93239
(559) 386-9711

Hospitals

Kaiser Permanente Roseville Medical Center (Main Campus)
1600 Eureka Road
Roseville, CA 95661
(916) 784-4010
www.kaiserpermanente.org/

Sutter Roseville Medical Center
One Medical Plaza
Roseville, CA 95661
(916) 781-1000
www.sutterroseville.org/

Sutter Auburn Faith Hospital
P.O. Box 8992 (Mailing)
11815 Education Street
Auburn, CA 95602
(530) 888-4500
www.sutterauburnfaith.org/

Tahoe Forest Hospital
P.O. Box 759 (Mailing)
10121 Pine Avenue
Truckee, CA 96160
(530) 587-6011
www.tfhd.com

Transportation

Amtrak
Ticket Office
401 I Street
Sacramento, CA 95814
(800) 872-7245
www.amtrakcalifornia.com/

Auburn Airport
2409 Rickenbacker Way
Auburn, CA 95602
(530) 888-8174
www.auburn.ca.gov/dept/dept_airport.html

Greyhound Bus Lines
201 Pacific Street
Roseville, CA 95678
(916) 783-4101
www.greyhound.com

DIRECTORY

Lincoln Regional Airport/
Karl Harder Field
1420 Flightline Drive
Lincoln, CA 95648
(916) 645-3443
www.ci.lincoln.ca.us/index.cfm?page=244648

Placer County Transit (PCT)
175 Fulweiler Avenue
Auburn, CA 95603
(530) 885-2877
www.placer.ca.gov/works/tart/tart.htm

Port of Sacramento
P.O. Box 980070 (Mailing)
1100 West Capitol Avenue, First Floor
West Sacramento, CA 95691
(916) 371-8000
www.portofsacramento.com

Sacramento International Airport
6900 Airport Boulevard
Sacramento, CA 95837
(916) 929-5411 general
(916) 874-0719 administration
www.sacairports.org/int/

Sacramento Regional Transit
P.O. Box 2110 (Mailing)
1400 29th Street
Sacramento, CA 95812
(916) 321-2877 general
(916) 321-2800 administration
www.sacrt.com

Truckee Tahoe Airport District
10356 Truckee Airport Road
Truckee, CA 96161
(530) 587-4540 airport
(530) 587-4119 operations
www.truckeetahoeairport.com

Reno-Tahoe International Airport
P.O. Box 12490 (Mailing)
2001 East Plumb Lane
Reno, NV 89502
(877) 736-6359
(775) 328-6400
www.renoairport.com

TART (Tahoe Area Regional Transit)
175 Fulweiler Avenue
Auburn, CA 95603
(530) 550-1212
www.placer.ca.gov/works/tart/tart.htm

Utilities

Agate Bay Water Company
5628 Victoria Road
Carnelian Bay, CA 96140
(530) 546-3270

Alpine Springs County Water District
270 Alpine Meadows Road
Alpine Meadows, CA 96146
(530) 583-2342
www.alpinesprings.org/

Christian Valley Park Community and Water Services District
3333 Christian Valley Road
Auburn, CA 95602
(530) 878-7395

American Water
4701 Beloit Drive
Sacramento, CA 95838
(888) 237-1333
www.amwater.com

Donner Summit Public Utility District
P.O. Box 610
Soda Springs, CA 95728
(530) 426-3456
www.dspud.com

DIRECTORY

Foresthill Public Utility District
24540 Main Street
Foresthill, CA 95631
(530) 367-2511
www.foresthillpud.com/

Fulton Water Company
P.O. Box 1903
Tahoe City, CA 96145
(530) 583-3644

Glenshire Mutual Water Company
14630 Glenshire Drive
Truckee, CA 96161
(530) 587-4949

Meadow Vista County Water District
17000 Placer Hills Road
Meadow Vista, CA 95722
(530) 878-0828

Nevada Irrigation District
1036 West Main Street
Grass Valley, CA 95945
(530) 273-6185
www.nid.dst.ca.us

Northstar Community Service District
P.O. Box 34030 (Mailing)
908 Northstar Drive
Truckee, CA 96161
(530) 562-0747
www.northstarcsd.com

North Tahoe Public Utility District
P.O. Box 139 (Mailing)
875 National Avenue
Tahoe Vista, CA 96148
(530) 546-4212
www.ntpud.org

Pacific Gas and Electric Company
1050 High Street
Auburn, CA 95603
(800) 743-5000
www.pge.com

DIRECTORY

Pacific Gas and Electric Company
151 North Sunrise Avenue, Room 513
Roseville, CA 95661
(800) 743-5000
www.pge.com

Placer County Water Agency
P.O. Box 6570 (Mailing)
144 Ferguson Road
Auburn, CA 95604
(530) 823-4850
www.pcwa.net

Roseville Electric
2090 Hilltop Circle
Roseville, CA 95747
(916) 774-5600
www.rosevilleelectric.org

Sacramento Municipal Utility District
P.O. Box 15830
Sacramento, CA 95852 (Mailing)
6201 S Street
Sacramento, CA 95817
(888) 742-7683 customer service
www.smud.org

San Juan Water District
P.O. Box 2157 (Mailing)
9935 Auburn-Folsom Road
Granite Bay, CA 95746
(916) 791-0115
www.sjwd.org

SBC Communications
2700 Watt Avenue
Sacramento, CA 95821
(800) 310-2355
www.sbc.com

Sierra Lakes County Water District
PO Box 1039 (Mailing)
7300 Short Road
Soda Springs, CA 95729
(530) 426-7800
www.slcwd.org/

DIRECTORY

Sierra Pacific Resources
7001 National Avenue
Tahoe Vista, CA 96148
(800) 782-2506
www.sierrapacific.com/

South Placer Municipal Utility District
3671 Taylor Road
Loomis, CA 95650
(916) 652-5877

Southwest Gas
218 Incline Court
Incline Village, NV 89451
(775) 882-2126
www.swgas.com

Squaw Valley Public Service District
P.O. Box 2026
305 Squaw Valley Road
Olympic Valley, CA 96146
(530) 583-4692
www.svpsd.org

Squaw Valley Mutual Water Company
P.O. Box 2276
Olympic Valley, CA 96146
(530) 583-3674
www.svmutualwater.com/

Surewest Communications
P.O. Box 969 (Mailing)
Roseville, CA 95661
(866) 787-3937
www.surewest.com

Tahoe City Public Utility District
P.O. Box 5249
221 Fairway Drive
Tahoe City, CA 96145
(530) 583-3796
www.tahoecitypud.com

DIRECTORY

Tahoe Swiss Village Utility
P.O. Box 102
Homewood, CA 96141
(530) 525-6659

Tahoe Truckee Sanitary Agency
13720 Joerger Drive
Truckee, CA 96161
(530) 587-2525

Tamarack Mutual
P.O. Box 34 (Mailing)
9361 Hwy 89
Tahoma, CA 96142
(530) 525-7534

Truckee Donner Public Utility District
11570 Donner Pass Road
P.O. Box 309 (Mailing)
Truckee, CA 96160
(530) 587-3896
www.tdpud.org