

**PLACER COUNTY
ECONOMIC AND
DEMOGRAPHIC
PROFILE
2006**

Placer County, California

PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2006

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 2006

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
Jesse Catlin, Research Analyst
Brian Rockwell, Research Analyst
Josh Kawaii-Bogue, 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 business 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, and Ace Hardware. 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 2006* covers a number of topics including demographics, business climate, quality of life, education, real estate, and infrastructure. In most cases the most recent data is provided for Placer County and its incorporated cities along with historical information and projections. Comparison 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 Sacramento State.

TABLE OF CONTENTS

	Page
FOREWORD.....	<i>iii</i>
TABLE OF CONTENTS	<i>iv</i>
LIST OF FIGURES	<i>v</i>
INTRODUCTION.....	1
DEMOGRAPHICS	4
Population	4
Migration.....	7
Age.....	9
Ethnicity	12
Housing Units.....	16
Income.....	18
EDUCATION.....	20
Primary and Secondary Education	20
Educational Attainment.....	24
Higher Education.....	26
Community Colleges.....	30
Public Universities	31
Private Schools.....	34
Technical Schools and Vocational Training.....	35
BUSINESS CLIMATE	36
Industry Overview.....	36
Labor Force	50
Wages.....	52
Major Employers.....	53
Recent Located Companies in Placer County	54
Taxable Sales.....	55
Banking and Finance	58
Workforce Development and Training Programs.....	59
Economic Development and Business Resources	62
REAL ESTATE.....	66
Commercial Real Estate	66
Residential Real Estate.....	73
INFRASTRUCTURE.....	78
Transportation	78
Utilities.....	87
QUALITY OF LIFE.....	93
Climate	93
Ground Stability	94
Personal Safety.....	94
Health Services.....	95
Accommodations.....	97
Recreational Activities	98
Community Events, Cultural Activities, Places of Historical Interest, and Other Entertainment	102
Tourism Resources.....	105
DIRECTORY	107

LIST OF FIGURES

	Page
Figure 1: Placer County Map – The Valley, The Gold Country and The High Country	1
Figure 2: Population	4
Figure 3: 1995-2005 and 2000-2005 Population Growth Rates	5
Figure 4: Population Projections	5
Figure 5: Population in Placer County Places	6
Figure 6: Daytime Population in 2000	7
Figure 7: Population Density per Square Mile	7
Figure 8: Total Net Migration and Percent of Population Growth Due to Migration	8
Figure 9: Placer County Age Composition in 2004.....	9
Figure 10: Annual Age Composition and Composition Shift.....	10
Figure 11: Annual Population by Age and Percent Growth	11
Figure 12: Ethnic Composition in Placer County in 2004.....	12
Figure 13: Annual Ethnicity Composition and Composition Shift.....	13
Figure 14: Annual Population by Ethnicity and Percent Growth	15
Figure 15: Number and Type of Housing Units	17
Figure 16: Per Capita Personal Income	18
Figure 17: Per Capita Personal Income Projections	18
Figure 18: Median Household Income in 1990 and 2000.....	19
Figure 19: School Types in Placer County in the 2004-2005 School Year.....	21
Figure 20: Total K-12 School Enrollment.....	22
Figure 21: High School Graduation Rates.....	22
Figure 22: Average Total SAT Scores.....	23
Figure 23: Percent of High School Graduates Completing UC and CSU Entrance Courses.....	24
Figure 24: Educational Attainment.....	25
Figure 25: Educational Attainment in Placer County Cities.....	26
Figure 26: Higher Education Institutions in the Sacramento Region	27
Figure 27: Sacramento Region Higher Education Enrollment for Public Institutions	28
Figure 28: Sacramento Region Higher Education Enrollment For Select Private Institutions	29
Figure 29: Employment by Industry.....	37
Figure 30: Placer County Employment Growth by Industry Sector from 1999 to 2004	38
Figure 31: Employment Projections by Industry.....	39
Figure 32: Industry Composition in Placer County in 2004.....	40
Figure 33: Industry Composition.....	41
Figure 34: Industry Composition Projections.....	43
Figure 35: Placer County Industry Specialization in 2004	44
Figure 36: Placer County Industry Specialization	45
Figure 37: Placer County Industry Specialization Projections	45
Figure 38: Establishments by Industry	47
Figure 39: Industry Composition in Placer County by Establishments in 2004.....	48
Figure 40: Industry Composition by Establishments.....	49
Figure 41: Annual Labor Force, Employment, Unemployment, and Unemployment Rate	50
Figure 42: Placer County Economic Health	51
Figure 43: Wages for Major Occupational Categories, 3 rd Quarter 2005	52
Figure 44: Major Private Employers in Placer County.....	53

LIST OF FIGURES

Figure 45: Select Companies that Recently Located in Placer County between 2000 and 2005	54
Figure 46: Taxable Sales	55
Figure 47: Projected Taxable Sales	55
Figure 48: Composition of Taxable Sales in Placer County in 2003.....	56
Figure 49: Taxable Sales by Business Type	57
Figure 50: Locally-Based Banking and Savings Institutions in Placer County	58
Figure 51: Deposits and Market Share of Top Ten Banking and Savings Institutions in Placer County.....	58
Figure 52: Non-Residential Construction Valuation	66
Figure 53: Land Costs in Placer County.....	67
Figure 54: Annual Net Absorption and Construction of Placer County Office Market.....	68
Figure 55: Average Annual Vacancy Rates for the Placer County Office Market from 1999 to 2004	68
Figure 56: Average Office Lease Rates of Select Submarkets, 3 rd Quarter 2005	69
Figure 57: Annual Net Absorption and Construction of Placer County Industrial Market.....	70
Figure 58: Average Annual Vacancy Rates for the Placer County Industrial Market.....	70
Figure 59: Average Industrial Lease Rates of Select Submarkets, 3 rd Quarter 2005	71
Figure 60: Select Major Industrial/Office Parks in Placer County	72
Figure 61: Placer County Retail Market Overview, 3 rd Quarter 2005	73
Figure 62: Residential Construction Valuation	74
Figure 63: Single- and Multi-Family Residential Permits in Placer County .	75
Figure 64: Annual New and Resale Home Transactions.....	76
Figure 65: Median Home Prices.....	77
Figure 66: Transportation Map.....	79
Figure 67: Mean Travel Time to Work for Workers Age 16 and Above in 2000.....	80
Figure 68: Selected Sacramento International Airport Outgoing Flights	81
Figure 69: Airport Passengers, Cargo, and Operations Totals.....	83
Figure 70: Port of Sacramento Cargo Totals	84
Figure 71: Sacramento Regional Transit District 20 Year System Vision Map	86
Figure 72: Public Transit Annual Ridership.....	87
Figure 73: Average Retail Electricity Rates by Major Utility in 2005	89
Figure 74: PG&E Commercial Natural Gas Rates	89
Figure 75: Monthly Water Rates	91
Figure 76: Average Temperature and Precipitation of Select Areas of Placer County Regions.....	93
Figure 77: California Earthquake Probability.....	94
Figure 78: Annual Violent and Property Crimes.....	95
Figure 79: Acute Care Hospitals in Placer County and the Sacramento Region.....	96
Figure 80: Largest Accommodations in Placer County.....	97
Figure 81: Placer County Ski Resort Amenities and Activities.....	99



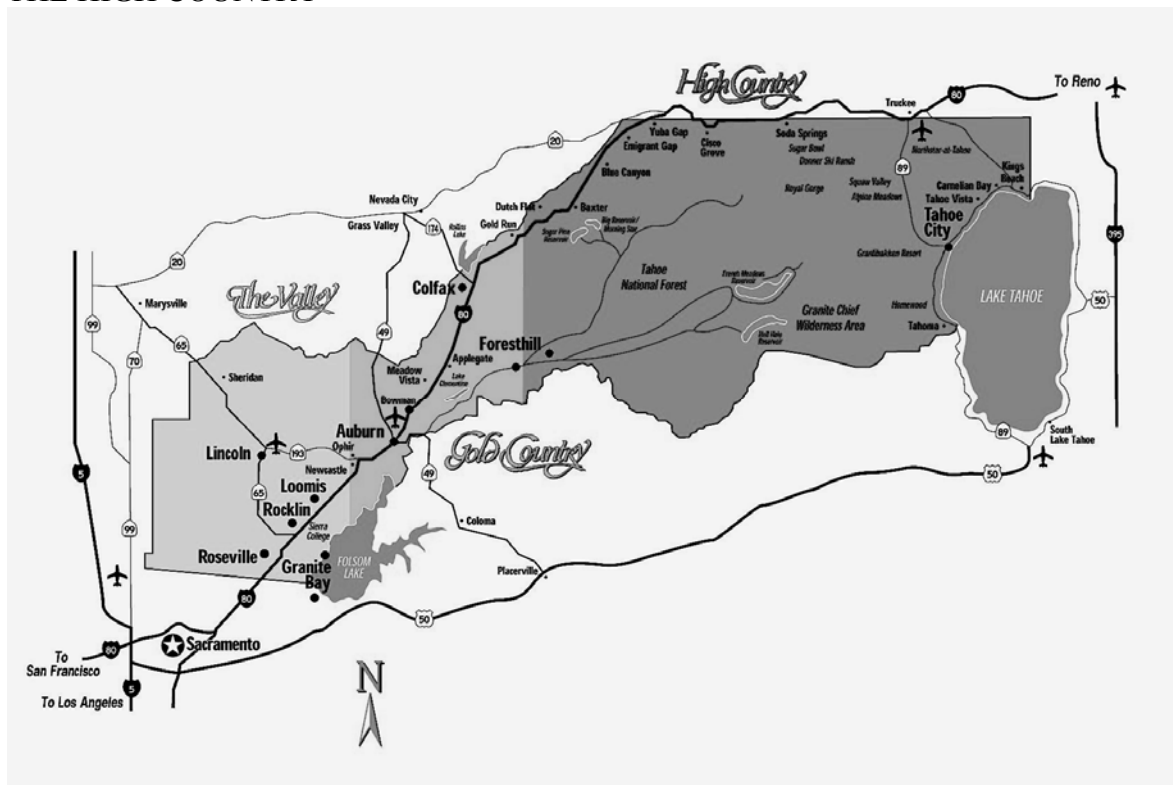
INTRODUCTION
Sacramento Regional Research Institute

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. Placer County is part of the six-county 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. Placer County 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.

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 have varying geographies from the Valley with the foothills and the Sierra Nevada Mountains and the recreational opportunities they provide.

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



Sacramento Regional Research Institute, December 2005
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 to be given the name of 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, by 1920, would become the world's largest plant of its kind. 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.

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

INTRODUCTION

Olympic Games at Squaw Valley. Although the completion of the highway was an important part of the future development of Placer County, it led to further decline in the popularity of passenger railroad services in the County's cities and communities.

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 prospering 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
Sacramento Regional Research Institute

Demographics

Over the past five to ten years, Placer County’s population has grown significantly – in fact, the County ranked 25th in the U.S. Census Bureau’s list of the “100 Fastest Growing U.S. Counties with 10,000 or more Population in 2004: April 1, 2000 to July 1, 2004.” 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 2005, Placer County’s total population reached nearly 306,000 people, about 14 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (about 102,000) and Rocklin (over 50,000).

**FIGURE 2
POPULATION**

Area	1995	2000	2001	2002	2003	2004	2005
Placer County	207,200	246,100	258,892	271,224	284,039	296,579	305,675
Auburn	11,850	12,500	12,562	12,593	12,610	12,827	12,849
Colfax	1,440	1,490	1,576	1,713	1,790	1,806	1,822
Lincoln	8,300	10,550	13,628	16,835	19,977	23,413	27,356
Loomis	6,200	6,250	6,310	6,306	6,353	6,322	6,274
Rocklin	26,150	35,600	39,570	43,147	46,083	49,672	50,494
Roseville	59,300	79,300	83,237	87,667	93,534	98,407	102,191
Unincorporated	93,900	100,500	102,009	102,963	103,692	104,132	104,689
Sacramento Region	1,758,000	1,927,300	1,985,974	2,044,599	2,098,505	2,149,634	2,192,359
Bay Area	5,466,600	5,844,400	5,933,113	5,991,179	6,029,428	6,067,447	6,120,786
California	31,617,000	33,753,000	34,441,561	35,088,671	35,691,442	36,271,091	36,810,358

Sacramento Regional Research Institute, December 2005

Data Source: California Department of Finance, E-5 and E-4 Estimates

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

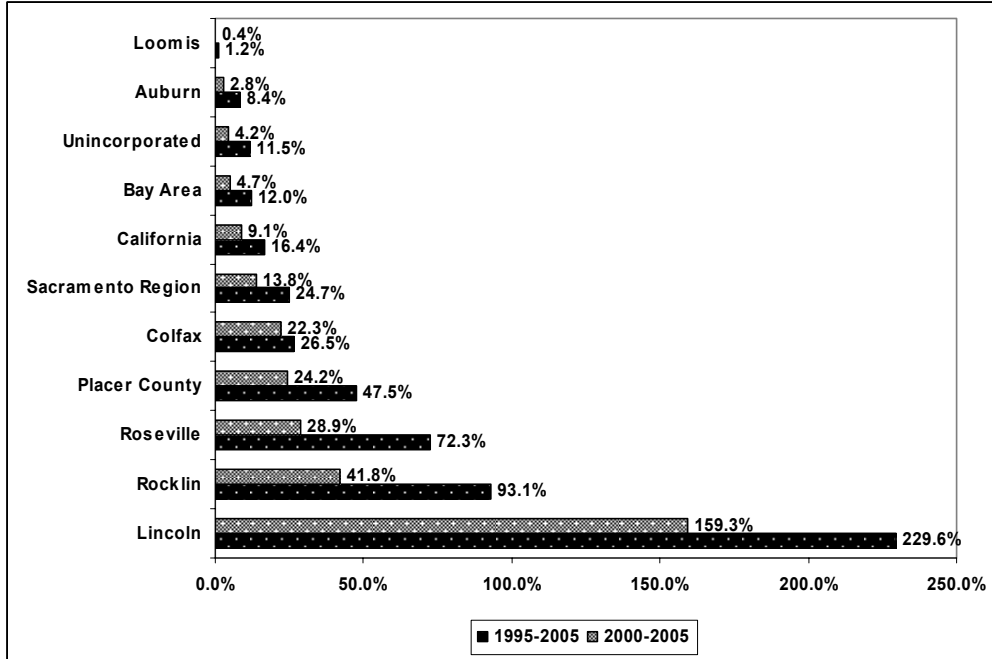
DOF Disclaimer: "Parts may not add due to independent rounding."

As shown in Figure 3, Placer County’s population grew nearly 48 percent in the 1995 to 2005 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 almost 230 percent growth in this ten-year period. According to the California Department of Finance (DOF), the City of Lincoln, with a population of over 27,000, had the second-highest annual growth rate (17 percent) of all California cities from January 2004 to January 2005. Both Roseville

DEMOGRAPHICS

and Rocklin also experienced high ten-year increases with respective growth rates of 72 percent and 93 percent.

FIGURE 3
1995-2005 AND 2000-2005 POPULATION GROWTH RATES



Sacramento Regional Research Institute, December 2005
Data Source: California Department of Finance, E-5 and E-4 Estimates

Figure 4 shows that Placer County's population is projected to increase about 108,000 people to over 413,000 residents by 2015. Overall, the County is projected to see growth of over 35 percent between 2005 and 2015, which is a higher rate than the Sacramento Region's, Bay Area's and California's respective projected increases of approximately 26 percent, 11 percent, and 17 percent.

FIGURE 4
POPULATION PROJECTIONS

Area	2005	2010	2015	% Change	
				2005-2010	2005-2015
Placer County	305,675	364,936	413,184	19.4%	35.2%
Sacramento Region	2,192,359	2,492,224	2,757,074	13.7%	25.8%
Bay Area	6,120,786	6,468,364	6,816,205	5.7%	11.4%
California	36,810,358	40,200,000	43,200,000	9.2%	17.4%

Sacramento Regional Research Institute, December 2005
Data Sources: California Department of Finance, E-5 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%

Sacramento Regional Research Institute, December 2005
Data Source: U.S. Census Bureau, Census 1990 and 2000
Note: Granite Bay 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.

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.

DEMOGRAPHICS

FIGURE 6
DAYTIME POPULATION IN 2000

Area	Total Resident Population	Estimated Daytime Population	Daytime Population Change Due to Commuting	
			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%

Sacramento Regional Research Institute, December 2005

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

Note: Colfax data is not available.

Population Density

In 2005, as shown in Figure 7, Placer County had a population density of 218 people per square mile. In comparison, the average density of the Sacramento Region and California were 346 and 236 people per square mile. An even more significant contrast is in 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	1995	2000	2005
Placer County	148	175	218
Auburn	1,608	1,696	1,743
Colfax	1,099	1,137	1,391
Lincoln	454	577	1,496
Loomis	844	850	854
Rocklin	1,617	2,202	3,123
Roseville	1,977	2,643	3,406
Unincorporated	71	76	79
Sacramento Region	278	305	346
Bay Area	1,061	1,134	1,188
California	203	216	236

Sacramento Regional Research Institute, December 2005

Data Sources: U.S. Census Bureau; California Department of Finance, E-4 and E-5 Estimates

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

DEMOGRAPHICS

(or decrease); net migration shows, for example, the number of retirees or other population groups relocating to a region.

As shown in Figure 8, over 86 percent of Placer County's population growth from 2003 to 2004 (in July) was due to net migration. In comparison, only 68 percent and 47 percent of the population growth, on average, in the Sacramento Region and California is attributed to net migration. This demonstrates the resident relocation appeal of Placer County.

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

Area	1994	1999	2000	2001	2002	2003	2004	2010	2015
Placer County									
Net Migration	4,305	8,918	8,126	11,547	10,806	12,296	10,382	7,867	7,679
% of Population Growth due to Migration	77.3%	88.8%	87.7%	91.3%	90.1%	89.5%	86.4%	82.1%	80.7%
Sacramento Region									
Net Migration	1,058	43,390	35,721	49,804	40,622	38,839	34,285	33,990	32,718
% of Population Growth due to Migration	6.5%	77.8%	73.6%	79.2%	74.8%	72.4%	68.0%	65.2%	61.9%
Bay Area									
Net Migration	-12,686	30,682	60,226	27,327	-3,920	-11,759	-265	25,044	20,465
% of Population Growth due to Migration	-40.0%	42.2%	57.3%	36.9%	-9.3%	-34.1%	-0.6%	35.0%	30.6%
California									
Net Migration	-146,122	262,514	382,650	387,984	315,241	294,513	283,575	291,635	260,059
% of Population Growth due to Migration	-69.7%	47.2%	56.3%	56.6%	51.8%	49.2%	47.3%	48.6%	43.3%

Sacramento Regional Research Institute, December 2005

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

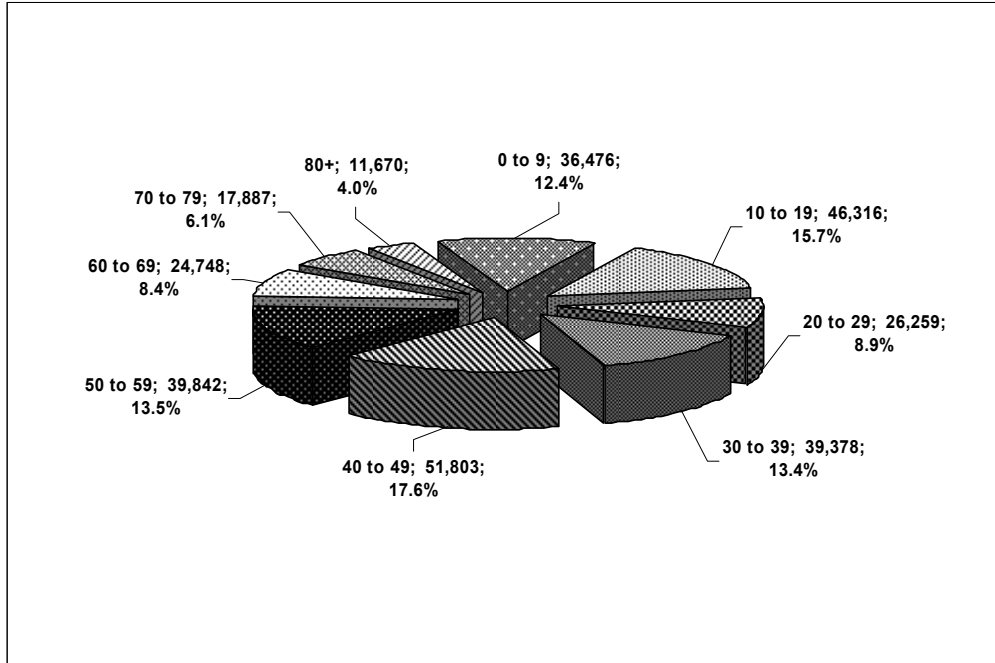
California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

Note: Current/historical figures represent totals in July of corresponding year.

Age

Figure 9 shows the age composition in Placer County in July 2004. At almost 18 percent (about 52,000 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 almost 16 percent of Placer’s population in 2004, over 46,000 people.

FIGURE 9
PLACER COUNTY AGE COMPOSITION IN 2004



Sacramento Regional Research Institute, December 2005
Data Source: California Department of Finance, Race/Ethnic Population Data Files

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 has a three-way tie between the 10 to 19, 30 to 39, and 40 to 49 age groups (slightly over 15 percent each). The Bay Area’s population is largely in the age brackets from 30 to 49 years old (close to 34 percent combined).

With the exception of the 10 to 19 age bracket, all age groups below 40 years old in Placer County had between a 3 and 4 percentage point decline in proportion of total population in 2004. The largest increase in composition (about 4 percent) from 1994 to 2004 was seen in the 50 to 59 age bracket. 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 2004 to 2015 in the 20 to 29 bracket (almost a 4 percentage point increase) and the 60 to 69 group (close to a 3 percentage point increase).

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									
1994	15.5%	12.7%	12.4%	17.5%	16.3%	10.1%	7.6%	5.5%	2.5%
1999	14.5%	14.4%	10.1%	15.7%	16.8%	11.7%	7.7%	5.9%	3.0%
2004	12.4%	15.7%	8.9%	13.4%	17.6%	13.5%	8.4%	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%
1999-2004	-2.1%	1.3%	-1.2%	-2.3%	0.8%	1.8%	0.7%	0.1%	0.9%
1994-2004	-3.1%	3.0%	-3.5%	-4.1%	1.3%	3.5%	0.8%	0.6%	1.4%
2004-2010	-0.5%	-1.3%	2.7%	-3.3%	-0.8%	1.3%	1.6%	0.1%	0.1%
2004-2015	-0.5%	-2.5%	3.5%	-3.2%	-2.7%	1.9%	2.8%	0.5%	0.2%
Sacramento Region									
1994	16.5%	14.4%	14.5%	17.5%	14.3%	8.7%	6.9%	5.0%	2.3%
1999	15.4%	15.3%	13.6%	15.7%	15.2%	10.3%	6.7%	5.2%	2.7%
2004	13.5%	15.9%	13.9%	14.5%	15.1%	11.9%	7.0%	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%
1999-2004	-1.9%	0.6%	0.3%	-1.2%	-0.1%	1.7%	0.3%	-0.2%	0.5%
1994-2004	-3.0%	1.5%	-0.6%	-3.0%	0.8%	3.2%	0.2%	0.0%	0.9%
2004-2010	0.4%	-1.2%	0.7%	-0.8%	-1.0%	0.8%	1.5%	-0.2%	-0.1%
2004-2015	0.6%	-2.0%	0.9%	-1.1%	-1.6%	0.8%	2.6%	0.1%	-0.3%
Bay Area									
1994	14.3%	12.5%	16.2%	18.6%	15.1%	9.2%	6.7%	4.9%	2.5%
1999	13.5%	12.4%	15.4%	17.9%	15.7%	10.9%	6.5%	5.0%	2.8%
2004	13.0%	12.7%	12.6%	17.2%	16.5%	12.8%	7.3%	4.8%	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%
1999-2004	-0.6%	0.3%	-2.8%	-0.7%	0.8%	1.9%	0.8%	-0.2%	0.5%
1994-2004	-1.3%	0.2%	-3.7%	-1.4%	1.4%	3.5%	0.6%	-0.1%	0.7%
2004-2010	-0.3%	-0.5%	0.1%	-2.1%	0.0%	0.9%	2.0%	-0.1%	0.0%
2004-2015	-0.8%	-0.6%	0.1%	-3.9%	-0.5%	1.7%	3.4%	0.7%	-0.2%
California									
1994	16.9%	14.2%	15.9%	17.5%	13.6%	8.4%	6.4%	4.7%	2.4%
1999	15.8%	14.8%	14.9%	16.4%	14.6%	9.8%	6.2%	4.9%	2.6%
2004	14.1%	15.2%	14.0%	15.2%	15.2%	11.5%	6.9%	4.8%	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%
1999-2004	-1.7%	0.4%	-0.9%	-1.2%	0.6%	1.7%	0.7%	-0.1%	0.6%
1994-2004	-2.8%	1.0%	-1.9%	-2.3%	1.6%	3.1%	0.4%	0.0%	0.8%
2004-2010	-0.2%	-1.1%	0.4%	-1.3%	-0.6%	1.2%	1.6%	-0.1%	0.0%
2004-2015	-0.1%	-2.1%	0.7%	-1.8%	-1.5%	1.7%	2.9%	0.4%	-0.1%

Sacramento Regional Research Institute, December 2005

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

*2010 and 2015 projections by California Department of Finance.

Note: Differences due to rounding.

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 year age brackets, similar trends as the Sacramento Region, but differing from the Bay Area and California in that those two areas had the highest growth rates in the older age brackets (50 years and above). As shown in Figure 11, Placer County's respective 1999 to 2004 growth rates in these age brackets were almost 58 percent, about 40 percent, and over 32 percent. In the Sacramento Region, the Bay Area, and California, the highest population growth by age

DEMOGRAPHICS

bracket from 2004 to 2015 is projected to be in the 60 to 69 age group with respective rates of almost 76 percent, 65 percent, and over 62 percent. This age bracket is projected to have the second-highest growth in Placer County at 82 percent increase between 2004 and 2015. 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 almost 91 percent increase, while the Sacramento Region, the Bay Area, and California are projected to have just 37 percent, 13 percent, and 20 percent respective increases in this age group.

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									
1994	31,421	25,767	25,109	35,377	33,013	20,389	15,412	11,072	5,123
1999	35,365	35,045	24,612	38,142	40,922	28,552	18,842	14,448	7,410
2004	36,476	46,316	26,259	39,378	51,803	39,842	24,748	17,887	11,670
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
1999-2004	3.1%	32.2%	6.7%	3.2%	26.6%	39.5%	31.3%	23.8%	57.5%
1994-2004	16.1%	79.7%	4.6%	11.3%	56.9%	95.4%	60.6%	61.6%	127.8%
2004-2010	13.8%	9.1%	54.5%	-10.7%	13.1%	30.2%	41.5%	20.5%	22.6%
2004-2015	31.6%	15.0%	90.5%	4.0%	15.6%	55.6%	82.0%	48.3%	42.6%
Sacramento Region									
1994	287,732	251,694	253,592	305,596	249,947	151,791	119,895	87,161	40,610
1999	292,947	291,189	258,547	298,416	290,098	195,809	127,899	98,795	52,303
2004	292,852	344,393	301,816	313,769	328,147	258,774	152,733	107,216	70,374
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
1999-2004	0.0%	18.3%	16.7%	5.1%	13.1%	32.2%	19.4%	8.5%	34.6%
1994-2004	1.8%	36.8%	19.0%	2.7%	31.3%	70.5%	27.4%	23.0%	73.3%
2004-2010	17.7%	5.5%	19.9%	8.1%	7.1%	22.3%	38.6%	9.5%	9.5%
2004-2015	34.3%	12.2%	36.9%	18.3%	14.9%	37.0%	75.5%	30.3%	16.3%
Bay Area									
1994	778,693	679,509	886,067	1,011,726	822,994	504,258	366,826	265,482	137,537
1999	782,172	717,487	889,663	1,036,382	906,423	631,514	375,325	290,809	160,655
2004	789,228	771,712	765,181	1,047,017	1,003,605	778,653	445,269	292,367	198,890
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
1999-2004	0.9%	7.6%	-14.0%	1.0%	10.7%	23.3%	18.6%	0.5%	23.8%
1994-2004	1.4%	13.6%	-13.6%	3.5%	21.9%	54.4%	21.4%	10.1%	44.6%
2004-2010	4.1%	2.6%	7.2%	-6.7%	6.6%	14.1%	35.4%	4.9%	6.1%
2004-2015	5.1%	6.6%	12.8%	-13.1%	8.7%	27.1%	64.6%	27.9%	6.9%
California									
1994	5,314,428	4,475,437	5,021,614	5,525,742	4,288,217	2,639,138	2,026,766	1,483,609	747,639
1999	5,284,354	4,942,721	4,977,085	5,488,480	4,871,830	3,278,870	2,077,826	1,624,534	871,047
2004	5,124,880	5,516,100	5,094,926	5,534,220	5,525,448	4,187,230	2,499,280	1,729,349	1,164,978
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
1999-2004	-3.0%	11.6%	2.4%	0.8%	13.4%	27.7%	20.3%	6.5%	33.7%
1994-2004	-3.6%	23.3%	1.5%	0.2%	28.9%	58.7%	23.3%	16.6%	55.8%
2004-2010	6.6%	0.1%	11.4%	-1.6%	3.9%	19.1%	33.4%	6.0%	6.9%
2004-2015	13.3%	-1.5%	20.1%	0.6%	2.8%	30.8%	62.3%	24.5%	10.0%

Sacramento Regional Research Institute, December 2005

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

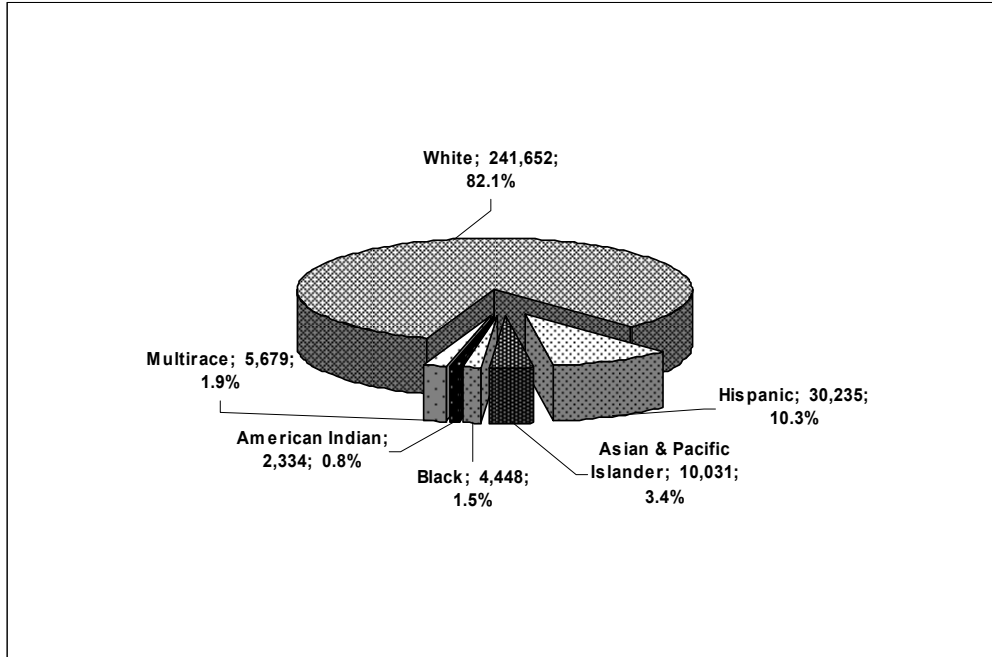
*2010 and 2015 projections by California Department of Finance.

Note: Differences due to rounding.

Ethnicity

Figure 12 shows that the 2004 population in Placer County was approximately 82 percent White with about 242,000 people in this ethnic category. The second largest ethnic group in Placer County was Hispanic, representing approximately 10 percent of the total population with over 30,000 people.

FIGURE 12
ETHNIC COMPOSITION IN PLACER COUNTY IN 2004



Sacramento Regional Research Institute, December 2005
Data Source: California Department of Finance, Race/Ethnic Population Data Files

Figure 13 shows that the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (58 percent), the Bay Area (46 percent), and California (almost 44 percent). The Hispanic ethnic group represents a smaller proportion of Placer County's population than that in the Sacramento Region (almost 19 percent), the Bay Area (about 22 percent), and a significantly lower proportion than in the state overall (slightly over 35 percent).

Over the past 10 years, the White ethnic group composition decreased 4 percentage points; increases in composition were seen in the Hispanic (almost 2 percentage points) and Black (almost 1 percentage point) ethnic groups from 1994 to 2004. Placer County differs from the comparative regions in that its Asian & Pacific Islander category had a much smaller composition shift (0.4 percentage points) within this ten-year time period, while the Sacramento Region and Bay Area each shifted about 3 percentage points and California shifted 1 percentage point. DOF projects that the proportion of Whites to the total population in Placer County will continue to decrease (4 percentage points by 2015) with other ethnic groups, primarily Asian & Pacific Islander and Hispanic, increasing

DEMOGRAPHICS

their proportion of the population. The White ethnicity composition shift from 2004 to 2015 in Placer County is smaller than what is projected for the Sacramento Region (about -9 percentage point shift), the Bay Area (close to -8 percentage point shift), and the state (approximately -8 percentage point shift). The three comparative areas also are projected to have a much greater shift in the proportion of the Hispanic ethnic group.

FIGURE 13
ANNUAL ETHNICITY COMPOSITION AND COMPOSITION SHIFT

Area / Timeframe	White	Hispanic	Asian & Pacific		American	
			Islander	Black	Indian	Multirace
Placer County						
1994	86.1%	8.8%	3.0%	0.8%	1.2%	-
1999	84.1%	9.6%	3.8%	1.0%	1.5%	-
2004	82.1%	10.3%	3.4%	1.5%	0.8%	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%
1999-2004	-2.0%	0.7%	-0.6%	0.5%	-0.7%	-
1994-2004	-4.0%	1.5%	0.4%	0.7%	-0.5%	-
2004-2010	-2.3%	0.6%	0.8%	0.5%	0.4%	-0.1%
2004-2015	-4.0%	1.1%	1.4%	0.9%	0.7%	-0.1%
Sacramento Region						
1994	69.1%	13.7%	9.0%	6.8%	1.4%	-
1999	64.9%	15.5%	10.5%	7.2%	1.8%	-
2004	58.0%	18.8%	11.5%	7.4%	1.5%	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%
1999-2004	-7.0%	3.2%	0.4%	0.2%	-0.4%	-
1994-2004	-11.1%	5.1%	2.5%	0.7%	0.0%	-
2004-2010	-5.1%	2.3%	1.2%	0.8%	0.8%	-0.1%
2004-2015	-9.1%	4.1%	2.1%	1.6%	1.5%	-0.2%
Bay Area						
1994	54.0%	17.7%	19.1%	8.5%	0.7%	-
1999	49.2%	19.6%	22.4%	8.0%	0.9%	-
2004	46.1%	21.6%	22.2%	7.1%	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%
1999-2004	-3.1%	2.0%	-0.7%	-0.9%	-0.4%	-
1994-2004	-8.0%	3.8%	3.1%	-1.4%	-0.2%	-
2004-2010	-5.1%	2.4%	2.9%	-0.5%	0.2%	0.0%
2004-2015	-7.6%	4.3%	3.7%	-0.6%	0.3%	0.0%
California						
1994	52.9%	28.8%	10.5%	7.0%	0.9%	-
1999	48.1%	31.9%	12.0%	6.9%	1.1%	-
2004	43.9%	35.2%	11.4%	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%
1999-2004	-4.2%	3.3%	-0.9%	-0.2%	-0.3%	-
1994-2004	-9.0%	6.4%	1.0%	-0.3%	-0.1%	-
2004-2010	-4.7%	3.5%	1.0%	0.0%	0.3%	0.0%
2004-2015	-7.6%	5.7%	1.4%	0.0%	0.5%	0.1%

Sacramento Regional Research Institute, December 2005

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

*2010 and 2015 projections by California Department of Finance.

Notes: Prior to 2004, 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, the largest ethnic group in Placer County, White, had a total population of almost 242,000 in 2004. From 1994 to 2004, the fastest-growing ethnic group (in terms of percentage growth of total population within that group) in Placer County was Black, increasing almost 179 percent to a total population of about 4,400 people. The Sacramento Region, the Bay Area, and California had the highest growth in the Hispanic ethnic group with respective growth rates of about 70 percent, 36 percent, and 41 percent.

DOF projects the ethnic group with the highest percentage rate of growth in Placer County between 2004 and 2015, despite its small total population, will be American Indian with almost 155 percent growth. The Black and Asian & Pacific Islander ethnic groups are projected to have the second- and third-highest growth rates at almost 120 percent and about 109 percent growth. Significant rates of growth (50 percent and above) are projected in all ethnic groups except White, Pacific Islander, and Multirace in Placer County by 2015. The White population is still projected to increase 30 percent in Placer County by 2015 – quite a variation in the projections for the Sacramento Region, the Bay Area, and California which are projected to see respective rates of slightly over 8 percent, about -7 percent, and approximately -5 percent between 2004 and 2015.

DEMOGRAPHICS

FIGURE 14
ANNUAL POPULATION BY ETHNICITY AND PERCENT GROWTH

Area / Timeframe	Asian & Pacific			American		Multirace
	White	Hispanic	Islander	Black	Indian	
Placer County						
1994	174,529	17,871	6,167	1,596	2,520	-
1999	204,693	23,308	9,307	2,375	3,655	-
2004	241,652	30,235	10,031	4,448	2,334	5,679
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
1999-2004	18.1%	29.7%	7.8%	87.3%	-36.1%	-
1994-2004	38.5%	69.2%	62.7%	178.7%	-7.4%	-
2004-2010	15.3%	25.8%	54.9%	60.0%	76.3%	14.7%
2004-2015	30.0%	50.8%	108.9%	119.8%	154.6%	29.3%
Sacramento Region						
1994	1,207,831	239,145	157,563	118,420	25,059	-
1999	1,237,422	295,885	200,546	137,178	34,972	-
2004	1,257,654	407,010	249,667	161,163	31,578	63,002
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
1999-2004	2.4%	23.7%	24.5%	15.8%	39.6%	-
1994-2004	4.1%	70.2%	58.5%	36.1%	26.0%	-
2004-2010	4.4%	28.6%	50.6%	27.3%	77.4%	11.2%
2004-2015	8.2%	56.2%	99.8%	55.7%	157.4%	21.3%
Bay Area						
1994	2,947,084	967,546	1,040,663	461,981	35,818	-
1999	2,848,586	1,133,257	1,296,563	461,608	50,416	-
2004	2,806,266	1,313,884	1,353,809	430,068	29,024	158,871
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
1999-2004	-3.3%	17.1%	4.4%	-0.1%	40.8%	-
1994-2004	-4.8%	35.8%	30.1%	-6.9%	-19.0%	-
2004-2010	-5.3%	18.6%	39.8%	-0.8%	47.5%	7.5%
2004-2015	-6.6%	34.2%	60.2%	2.2%	82.6%	13.5%
California						
1994	16,662,594	9,084,415	3,306,748	2,197,074	271,759	-
1999	16,082,181	10,660,080	4,001,618	2,302,257	370,611	-
2004	15,967,775	12,816,038	4,163,237	2,425,066	276,851	727,444
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
1999-2004	-0.7%	20.2%	4.0%	5.3%	-25.3%	-
1994-2004	-4.2%	41.1%	25.9%	10.4%	1.9%	-
2004-2010	-3.7%	18.5%	36.7%	8.4%	43.8%	9.3%
2004-2015	-5.4%	32.7%	61.0%	14.9%	83.0%	17.4%

Sacramento Regional Research Institute, December 2005

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

*2010 and 2015 projections by California Department of Finance.

Notes: Prior to 2004, 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 January 2005, Placer County had a total of over 130,000 housing units – about 108,000 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 (62 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 (nearly 27 percent growth in total housing units from 2000 to 2005). Placer County's ten-year growth rate was about 53 percent, over double the Sacramento Region's growth rate of about 22 percent, almost six times the Bay Area (over 8 percent), and almost five times California's rate of close to 11 percent for total housing unit growth.

DEMOGRAPHICS

FIGURE 15
NUMBER AND TYPE OF HOUSING UNITS

Area	1995	2000	2001	2002	2003	2004	2005	% Change 2000-2005	% Change 1995-2005
Placer County									
Single	71,146	85,855	88,534	93,149	98,393	103,295	108,144	26.0%	52.0%
Multiple	13,781	16,411	17,501	18,726	19,856	21,299	22,014	34.1%	59.7%
Total	84,927	102,266	106,035	111,875	118,249	124,594	130,158	27.3%	53.3%
Auburn									
Single	3,598	3,875	3,889	3,932	3,992	4,052	4,134	6.7%	14.9%
Multiple	1,762	1,836	1,600	1,600	1,600	1,680	1,680	-8.5%	-4.7%
Total	5,360	5,711	5,489	5,532	5,592	5,732	5,814	1.8%	8.5%
Colfax									
Single	419	471	461	497	511	524	533	13.2%	27.2%
Multiple	221	225	175	201	227	227	235	4.4%	6.3%
Total	640	696	636	698	738	751	768	10.3%	20.0%
Lincoln									
Single	2,284	2,958	4,202	5,783	7,204	8,979	10,865	267.3%	375.7%
Multiple	582	790	887	887	889	889	969	22.7%	66.5%
Total	2,866	3,748	5,089	6,670	8,093	9,868	11,834	215.7%	312.9%
Loomis									
Single	1,936	2,019	2,108	2,119	2,158	2,162	2,179	7.9%	12.6%
Multiple	120	120	67	67	67	67	60	-50.0%	-50.0%
Total	2,056	2,139	2,175	2,186	2,225	2,229	2,239	4.7%	8.9%
Rocklin									
Single	7,851	10,696	11,342	12,431	13,480	14,140	14,644	36.9%	86.5%
Multiple	1,756	3,180	3,215	3,570	3,781	4,596	4,596	44.5%	161.7%
Total	9,607	13,876	14,557	16,001	17,261	18,736	19,240	38.7%	100.3%
Roseville									
Single	16,355	24,002	25,684	26,855	28,853	30,611	32,092	33.7%	96.2%
Multiple	5,793	6,619	6,912	7,715	8,448	8,982	9,584	44.8%	65.4%
Total	22,148	30,621	32,596	34,570	37,301	39,593	41,676	36.1%	88.2%
Unincorporated									
Single	38,703	41,834	40,848	41,532	42,195	42,827	43,697	4.5%	12.9%
Multiple	3,547	3,641	4,645	4,686	4,844	4,858	4,890	34.3%	37.9%
Total	42,250	45,475	45,493	46,218	47,039	47,685	48,587	6.8%	15.0%
Sacramento Region									
Single	499,774	540,472	557,449	573,608	591,057	609,044	628,311	16.3%	25.7%
Multiple	181,084	187,308	186,656	189,997	194,031	197,228	201,055	7.3%	11.0%
Total	680,858	727,780	744,105	763,605	785,088	806,272	829,366	14.0%	21.8%
Bay Area									
Single	1,261,836	1,317,834	1,346,129	1,355,603	1,364,377	1,373,612	1,383,218	5.0%	9.6%
Multiple	813,189	845,807	828,080	838,224	848,704	856,171	866,844	2.5%	6.6%
Total	2,075,025	2,163,641	2,174,209	2,193,827	2,213,081	2,229,783	2,250,062	4.0%	8.4%
California									
Single	7,314,790	7,694,494	7,885,966	7,990,736	8,097,222	8,217,010	8,345,494	8.5%	14.1%
Multiple	3,865,917	3,962,986	3,851,095	3,886,791	3,928,078	3,965,683	4,018,486	1.4%	3.9%
Total	11,180,707	11,657,480	11,737,061	11,877,527	12,025,300	12,182,693	12,363,980	6.1%	10.6%

Sacramento Regional Research Institute, December 2005

Data Source: California Department of Finance, E-4 and 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 2003 was close to \$37,000, higher than both the Sacramento Region (almost \$31,000) and the state (over \$33,000), but lower than the Bay Area (almost \$47,000). Placer County per capita personal income grew by about 51 percent from 1993 to 2003, surpassing both the Sacramento Region and the state growth rates in that period, each approximately 48 percent, but below the Bay Area's growth rate of over 61 percent.

FIGURE 16
PER CAPITA PERSONAL INCOME

Area	1993	1998	1999	2000	2001	2002	2003	% Change 1998-2003	% Change 1993-2003
Placer County	\$24,193	\$32,665	\$34,642	\$36,419	\$37,058	\$36,287	\$36,613	12.1%	51.3%
Sacramento Region	\$20,936	\$26,298	\$27,655	\$29,429	\$30,258	\$30,344	\$30,908	17.5%	47.6%
Bay Area	\$28,946	\$38,980	\$42,618	\$49,845	\$48,083	\$46,255	\$46,697	19.8%	61.3%
California	\$22,635	\$28,374	\$29,828	\$32,464	\$32,877	\$32,845	\$33,415	17.8%	47.6%

Sacramento Regional Research Institute, December 2005

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 almost 40 percent 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. At almost 40 percent growth from 2003 to 2015, the County's projected per capita personal income growth, however, is lower than all three areas during this time period.

FIGURE 17
PER CAPITA PERSONAL INCOME PROJECTIONS

Area	2003	2010	2015	% Change 2003-2010	% Change 2003-2015
Placer County	\$36,613	\$44,391	\$51,067	21.2%	39.5%
Sacramento Region	\$30,908	\$37,798	\$44,758	22.3%	44.8%
Bay Area	\$46,697	\$61,036	\$76,039	30.7%	62.8%
California	\$33,415	\$41,542	\$49,583	24.3%	48.4%

Sacramento Regional Research Institute, December 2005

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

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. Census data, presented in Figure 18, shows that, in 2000, Placer County's median household income (income of all household members aged 15 and

DEMOGRAPHICS

above) was almost \$58,000, higher than any of the counties within the Sacramento Region and California. Between 1990 and 2000, Placer County experienced a large increase in median household income (53 percent). The County's median income saw a larger growth rate (53 percent) than any of the other Sacramento Region counties or the state and about the average growth rate of the counties within the Bay Area. Of the cities within Placer County, Rocklin had the largest median household income of almost \$65,000 in 2000 while the greatest growth was in Colfax with a 1990 to 2000 growth rate of about 65 percent.

**FIGURE 18
MEDIAN HOUSEHOLD INCOME
IN 1990 AND 2000**

Area	1990	2000	% Change 1990-2000
Placer County	\$37,601	\$57,535	53.0%
Auburn	\$32,708	\$48,999	49.8%
Colfax	\$22,604	\$37,391	65.4%
Lincoln	\$29,517	\$45,547	54.3%
Loomis	\$38,042	\$60,444	58.9%
Rocklin	\$40,417	\$64,737	60.2%
Roseville	\$39,975	\$57,367	43.5%
Sacramento Region			
El Dorado County	\$35,058	\$51,484	46.9%
Sacramento County	\$32,297	\$43,816	35.7%
Sutter County	\$27,096	\$38,375	41.6%
Yolo County	\$28,866	\$40,769	41.2%
Yuba County	\$21,523	\$30,460	41.5%
Bay Area			
Alameda County	\$37,544	\$55,946	49.0%
Contra Costa County	\$45,087	\$63,675	41.2%
Marin County	\$48,544	\$71,306	46.9%
San Benito County	\$36,473	\$57,469	57.6%
San Francisco County	\$33,414	\$55,221	65.3%
San Mateo County	\$46,437	\$70,819	52.5%
Santa Clara County	\$48,115	\$74,335	54.5%
California	\$35,798	\$47,493	32.7%

Sacramento Regional Research Institute, December 2005

Data Source: U.S. Census Bureau, Census 1990 and 2000

Note: 1990 income in 1989 dollars and 2000 income in 1999 dollars.



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 statistics 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 respective 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)

Nearly 63,000 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 about 29,500 students, elementary schools have the highest enrollment followed by high schools (about 17,200 students) and middle schools (over 11,200 students). Placer County also has 2 charter schools with total enrollment of almost 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 20.9 – slightly lower than California's ratio of 21.2.

EDUCATION

FIGURE 19
 SCHOOL TYPES IN PLACER COUNTY
 IN THE 2004-2005 SCHOOL YEAR

<i>School Type</i>	<i>Enrollment</i>	<i>Number of Schools</i>	<i>Pupil-Teacher Ratio</i>
Elementary	29,463	65	19.6
Middle	11,234	15	23.2
High	17,203	12	22.6
K-12	2,791	1	24.2
Alternative	725	4	29.0
Continuation	709	6	16.3
Special Education	364	2	6.4
County Community	119	1	23.8
Juvenile Court	58	1	8.3
Total	62,666	107	20.9

Sacramento Regional Research Institute, December 2005
 Data Source: California Department of Education, Ed-Data

The County's total K-12 enrollment, shown in Figure 20, grew over 47 percent over the past ten years (over 20 percent the Sacramento Region's growth, almost six times greater than the Bay Area, and over 2.5 times California's growth). This is naturally in relation to the high levels of population growths experienced in the County. The largest school district in the 2004-2005 school year, with an enrollment of over 9,600 students, is Rocklin Unified followed by Roseville Joint Union High (almost 8,400 students). Dry Creek Joint Elementary, followed by the Rocklin Unified and Roseville City school districts are the fastest growing of the largest districts in Placer County with respective five-year growth rates of about 41 percent, 40 percent, and 37 percent. Only Tahoe-Truckee Joint Unified lost student enrollment within that same time period.

EDUCATION

FIGURE 20
TOTAL K-12 SCHOOL ENROLLMENT

Area	1994-	1999-	2000-	2001-	2002-	2003-	2004-	% Change	% Change
	1995	2000	2001	2002	2003	2004	2005	1999-2000 to 2004-2005	1994-1995 to 2004-2005
Placer County	42,527	54,079	55,531	58,228	60,716	61,718	62,666	15.9%	47.4%
Largest School Districts:									
Dry Creek Joint Elementary	3,089	5,173	5,412	5,629	6,386	7,008	7,271	40.6%	135.4%
Eureka Union Elementary	2,672	3,918	4,028	4,169	4,243	4,264	4,210	7.5%	57.6%
Placer Union High	4,498	4,700	4,781	4,673	4,706	4,746	4,743	0.9%	5.4%
Rocklin Unified	4,603	6,878	7,426	7,899	8,615	9,171	9,644	40.2%	109.5%
Roseville City	5,173	5,839	6,093	6,625	7,114	7,527	8,002	37.0%	54.7%
Roseville Joint Union High	4,683	6,844	7,115	7,360	7,724	8,023	8,387	22.5%	79.1%
Tahoe-Truckee Joint Unified	4,628	5,367	5,094	5,570	5,342	4,589	4,503	-16.1%	-2.7%
Western Placer Unified	3,843	6,097	6,208	7,040	7,280	7,309	7,160	17.4%	86.3%
Sacramento Region	313,767	356,155	364,834	374,927	382,981	387,142	392,314	10.2%	25.0%
Bay Area	758,532	822,855	825,885	818,677	822,278	821,653	822,078	-0.1%	8.4%
California	5,341,025	5,951,612	6,050,895	6,147,375	6,244,642	6,298,774	6,322,189	6.2%	18.4%

Sacramento Regional Research Institute, December 2005

Data Source: California Department of Education, Dataquest

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 (2003-2004), Placer County's graduation rate was 91 percent, a percentage point over the Bay Area's rate, and about six percentage points higher than the Sacramento Region and California. In the past five years, Placer County's graduation rate has slightly increased overall (0.1 percent) and remained above 90 percent after peaking at almost 95 percent in the 2000-2001 school year.

Figure 21 also shows graduation rates for the largest school districts in Placer County. Rocklin Unified and Roseville Joint Union High had the highest rates in 2003-2004 with each district having almost 96 percent of their total students graduating high school.

FIGURE 21
HIGH SCHOOL GRADUATION RATES

Area	1998-	1999-	2000-	2001-	2002-	2003-	Shift
	1999	2000	2001	2002	2003	2004	1998-1999 to 2003-2004
Placer County	90.9%	92.9%	94.5%	93.9%	91.5%	91.0%	0.1%
High School Districts:							
Placer Union High	84.5%	88.7%	90.0%	91.2%	88.3%	88.8%	4.4%
Rocklin Unified	94.7%	94.9%	95.3%	97.2%	99.1%	95.7%	1.0%
Roseville Joint Union High	93.4%	93.6%	95.8%	96.9%	95.9%	95.8%	2.4%
Tahoe-Truckee Joint Unified	90.2%	94.7%	95.8%	93.8%	93.2%	93.0%	2.8%
Western Placer Unified	97.9%	96.6%	99.1%	88.2%	81.3%	78.7%	-19.2%
Sacramento Region	85.0%	84.8%	84.9%	84.3%	84.1%	84.9%	-0.1%
Bay Area	87.1%	88.3%	89.4%	90.8%	91.1%	89.9%	2.8%
California	85.1%	85.9%	86.8%	87.0%	86.7%	85.1%	0.0%

Sacramento Regional Research Institute, December 2005

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 combined are measured on a scale between 400 and 1600. In the most recent school year, Placer County's total average SAT score (including both math and verbal scores) was 1070, higher than any of its comparative areas in Figure 22. The County's average scores have been consistently higher than those for California and the Sacramento Region over the past few years and have increased slightly higher over the five-year period in comparison to these areas. On average, scores for Placer County students have been 42 points above statewide scores and 25 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 below the Bay Area's overall increase of scores from the 1999-2000 to 2004-2005 school years (2.4 percent increase of total SAT scores in the Bay Area in comparison to 1.5 percent for Placer County). Placer County's largest school districts with the highest average scores in the 2004-2005 school year were Placer Union High and Roseville Joint Union High, with respective SAT scores of 1085 and 1072.

FIGURE 22
AVERAGE TOTAL SAT SCORES

Area	1999-	2000-	2001-	2002-	2003-	2004-	% Change
	2000	2001	2002	2003	2004	2005	1999-2000 to 2004-2005
Placer County	1054	1039	1049	1054	1061	1070	1.5%
High School Districts:							
Placer Union High	1066	1069	1056	1062	1065	1085	1.8%
Rocklin Unified	1043	1030	1048	1052	1057	1064	2.0%
Roseville Joint Union High	1051	1033	1051	1058	1062	1072	2.0%
Tahoe-Truckee Joint Unified	1053	1013	1036	1032	1052	1051	-0.2%
Western Placer Unified	1018	1011	968	1043	1059	1037	1.9%
Sacramento Region	1026	1024	1027	1030	1034	1038	1.2%
Bay Area	1044	1046	1045	1060	1065	1069	2.4%
California	1009	1008	1006	1012	1015	1020	1.1%

Sacramento Regional Research Institute, December 2005

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.

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 2003-2004 academic year, about 32 percent of the graduating seniors in Placer County met these course requirements. In terms of this measure, Placer County ranks between the Sacramento Region and California with the Bay Area leading all of them. The

EDUCATION

greatest proportion of students with these qualifications of the largest districts in Placer County was in the Tahoe-Truckee Joint Unified district with about 48 percent of students in the 2003-2004 school completing these requirements.

Over the past five years, 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, however the County has had a much higher negative shift in this proportion over the past five years than all three comparative areas (close to -11 percentage points in comparison to almost -3 and -2 percentage points, respectively, for the Sacramento Region and California, and no change in the Bay Area).

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

Area	1993-	1998-	1999-	2000	2001-	2002-	2003-	Shift	
	1994	1999	2000	2001	2002	2003	2004	1998-1999 to 2003-2004	1993-1994 to 2003-2004
Placer County	31.9%	42.7%	35.1%	35.4%	37.8%	35.4%	32.1%	-10.6%	0.1%
High School Districts:									
Placer Union High	34.3%	36.3%	36.8%	39.6%	41.9%	38.8%	35.6%	-0.7%	1.3%
Rocklin Unified	-	54.6%	49.6%	48.3%	43.7%	37.1%	42.3%	-12.2%	-
Roseville Joint Union High	34.3%	45.2%	36.6%	32.4%	42.8%	42.1%	32.4%	-12.8%	-1.9%
Tahoe-Truckee Joint Unified	31.4%	47.2%	45.5%	52.8%	45.6%	51.7%	48.1%	0.9%	16.7%
Western Placer Unified	8.8%	38.3%	8.2%	10.3%	8.6%	7.9%	9.7%	-28.6%	0.9%
Sacramento Region	31.9%	34.6%	31.5%	30.6%	34.9%	33.7%	31.8%	-2.8%	0.0%
Bay Area	38.2%	44.0%	44.2%	43.9%	44.2%	43.3%	44.0%	0.0%	5.8%
California	32.2%	35.6%	34.8%	35.6%	34.6%	33.6%	33.7%	-1.9%	1.5%

Sacramento Regional Research Institute, December 2005
 Data Source: California Department of Education, Dataquest

Educational Attainment

The following educational attainment figures (Figures 24 and 25) show the total and percentage of the population that completed various levels of education, ranging from less than high school graduate to Bachelor's Degree and higher. Placer County benefits from high educational attainment at the postsecondary level, outperforming the Sacramento Region, the Bay Area, and California as a whole in the percentage of the population with a higher education degree. About 69 percent of Placer County's population has received instruction beyond high school level, compared to almost 67, 61 and 57 percent in the Bay Area, the Sacramento Region and California, respectively, in 2000. The number of Placer residents with Bachelor's and higher level degrees is also higher at over 30 percent, compared to almost 26 percent in the Sacramento Region and 27 percent in California, but is lower in comparison to the Bay Area's 2000 figure of 39 percent.

EDUCATION

The percentage of Placer County's population with at least a high school degree (or the equivalent) stands at over 90 percent. This is over 6 points above the rate for the Sacramento Region and the Bay Area, and it is over 13 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 1990 to 2000, the County's population within this category increased about 94 percent, much higher than the other areas' percentage changes that range from about 30 to 38 percent.

FIGURE 24
EDUCATIONAL ATTAINMENT

Area / Educational Attainment Categories	1990		2000		% Change 1990-2000
	Total	Percent	Total	Percent	
Placer County					
Population 25 years and over	114,422	100.0%	165,894	100.0%	45.0%
Less than high school graduate	17,006	14.9%	15,835	9.5%	-6.9%
High school graduate (incl. equivalency)	29,751	26.0%	35,327	21.3%	18.7%
Some college or associate degree	41,725	36.5%	64,506	38.9%	54.6%
Bachelor's degree or higher	25,940	22.7%	50,226	30.3%	93.6%
Sacramento Region					
Population 25 years and over	1,015,288	100.0%	1,223,128	100.0%	20.5%
Less than high school graduate	185,082	18.2%	199,068	16.3%	7.6%
High school graduate (incl. equivalency)	248,743	24.5%	275,227	22.5%	10.6%
Some college or associate degree	352,236	34.7%	435,384	35.6%	23.6%
Bachelor's degree or higher	229,227	22.6%	313,449	25.6%	36.7%
Bay Area					
Population 25 years and over	3,522,069	100.0%	3,993,600	100.0%	13.4%
Less than high school graduate	612,540	17.4%	643,133	16.1%	5.0%
High school graduate (incl. equivalency)	721,666	20.5%	680,872	17.0%	-5.7%
Some college or associate degree	1,054,481	29.9%	1,108,166	27.7%	5.1%
Bachelor's degree or higher	1,133,382	32.2%	1,561,429	39.1%	37.8%
California					
Population 25 years and over	18,695,499	100.0%	21,298,900	100.0%	13.9%
Less than high school graduate	4,450,528	23.8%	4,942,743	23.2%	11.1%
High school graduate (incl. equivalency)	4,167,897	22.3%	4,288,452	20.1%	2.9%
Some college or associate degree	5,710,400	30.5%	6,397,739	30.0%	12.0%
Bachelor's degree or higher	4,366,674	23.4%	5,669,966	26.6%	29.8%

Sacramento Regional Research Institute, December 2005
Data Source: U.S. Census Bureau, Census 1990 and 2000.

As shown in Figure 25, Rocklin and Roseville have the highest levels of educational attainment of all cities in Placer County. Over 94 percent of the 2000 population in Rocklin had at least a high school degree and 36 percent had, at minimum, a Bachelor's Degree. Almost 91 percent of Roseville's population had a high school degree and over 31 percent had a bachelor's degree or above. Since 1990, Rocklin, Colfax, and Roseville populations that earned at least a bachelor's degree increased approximately 163 percent, 147 percent, and 138 percent, respectively.

EDUCATION

FIGURE 25
EDUCATIONAL ATTAINMENT IN PLACER COUNTY CITIES

Area / Educational Attainment Categories	1990		2000		% Change 1990-2000
	Total	Percent	Total	Percent	
Cities in Placer County:					
Auburn					
Population 25 years and over	7,586	100.0%	8,758	100.0%	15.4%
Less than high school graduate	1,140	15.0%	790	9.0%	-30.7%
High school graduate (incl. equivalency)	1,741	23.0%	2,124	24.3%	22.0%
Some college or associate degree	2,700	35.6%	3,422	39.1%	26.7%
Bachelor's degree or higher	2,005	26.4%	2,422	27.7%	20.8%
Colfax					
Population 25 years and over	868	100.0%	1,000	100.0%	15.2%
Less than high school graduate	227	26.2%	207	20.7%	-8.8%
High school graduate (incl. equivalency)	283	32.6%	219	21.9%	-22.6%
Some college or associate degree	283	32.6%	389	38.9%	37.5%
Bachelor's degree or higher	75	8.6%	185	18.5%	146.7%
Lincoln					
Population 25 years and over	4,328	100.0%	6,675	100.0%	54.2%
Less than high school graduate	1,286	29.7%	1,297	19.4%	0.9%
High school graduate (incl. equivalency)	1,437	33.2%	1,998	29.9%	39.0%
Some college or associate degree	1,278	29.5%	2,637	39.5%	106.3%
Bachelor's degree or higher	327	7.6%	743	11.1%	127.2%
Loomis					
Population 25 years and over	3,612	100.0%	4,150	100.0%	14.9%
Less than high school graduate	609	16.9%	431	10.4%	-29.2%
High school graduate (incl. equivalency)	990	27.4%	908	21.9%	-8.3%
Some college or associate degree	1,346	37.3%	2,016	48.6%	49.8%
Bachelor's degree or higher	667	18.5%	795	19.2%	19.2%
Rocklin					
Population 25 years and over	12,090	100.0%	23,029	100.0%	90.5%
Less than high school graduate	1,298	10.7%	1,283	5.6%	-1.2%
High school graduate (incl. equivalency)	3,002	24.8%	3,845	16.7%	28.1%
Some college or associate degree	4,638	38.4%	9,598	41.7%	106.9%
Bachelor's degree or higher	3,152	26.1%	8,303	36.1%	163.4%
Roseville					
Population 25 years and over	29,105	100.0%	53,006	100.0%	82.1%
Less than high school graduate	3,808	13.1%	4,827	9.1%	26.8%
High school graduate (incl. equivalency)	7,639	26.2%	11,089	20.9%	45.2%
Some college or associate degree	10,685	36.7%	20,468	38.6%	91.6%
Bachelor's degree or higher	6,973	24.0%	16,622	31.4%	138.4%

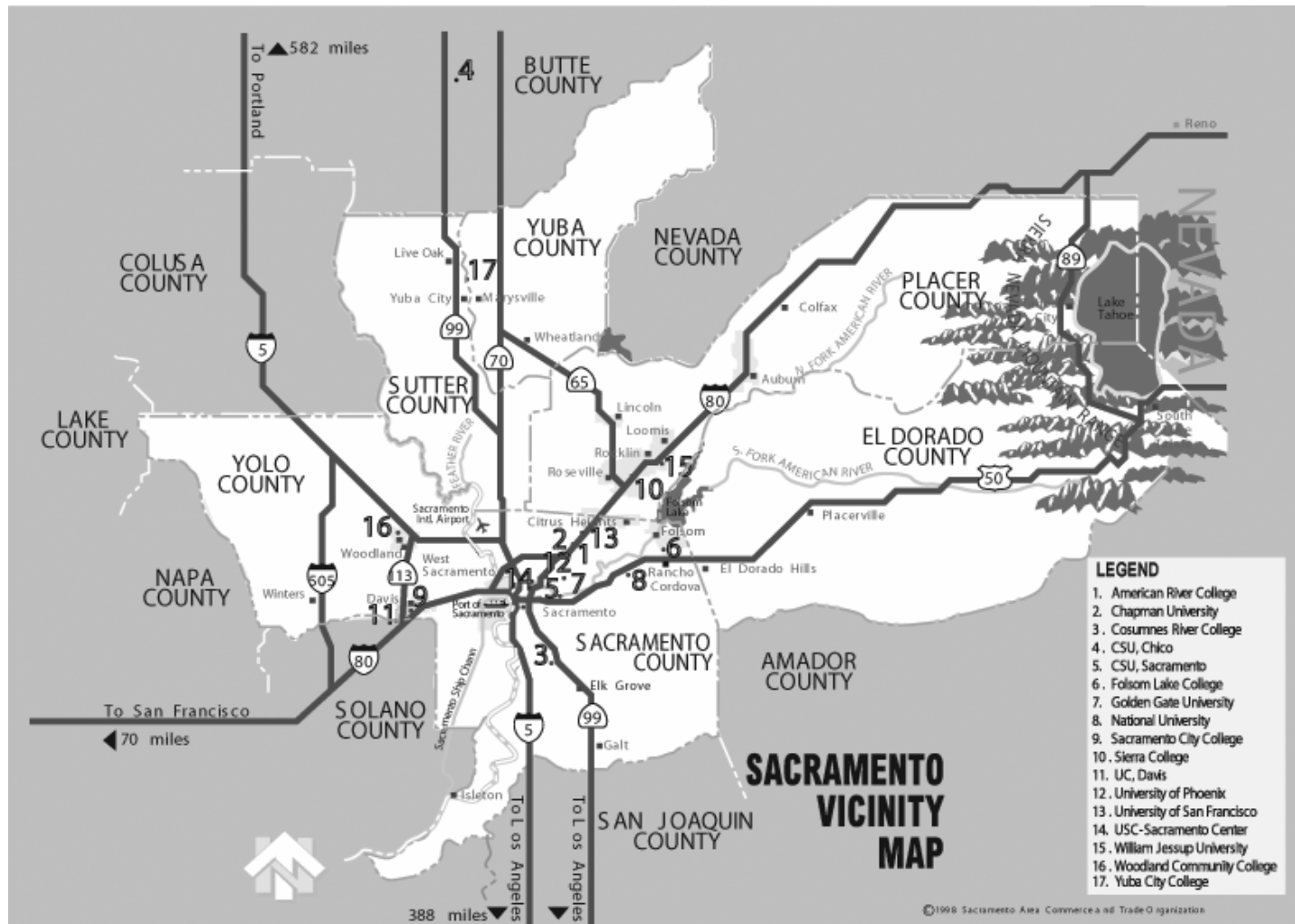
Sacramento Regional Research Institute, December 2005
Data Source: U.S. Census Bureau, Census 1990 and 2000.

Higher Education

Higher education is available from a variety of institutions throughout the area. The University of California, Davis and California State Universities, Sacramento 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 26 is a map that includes postsecondary institutions in the Sacramento Region.

FIGURE 26
HIGHER EDUCATION INSTITUTIONS IN THE SACRAMENTO REGION



Sacramento Regional Research Institute, December 2005
Source: Sacramento Area Commerce and Trade Organization, Sacramento Vicinity Map

EDUCATION

Of the four-year universities in the Sacramento Region, University of California, Davis (UCD) is the largest with over 30,000 students in the fall term of 2004 (see Figure 27). Since 1994, UCD's enrollment increased 34 percent. The California State University campuses in Sacramento and Chico had almost 28,000 and 16,000 students, respectively, in 2004.

By far, the largest 2-year community college in the Region is American River College with almost 31,000 students in 2004 – a figure that is an increase of almost 55 percent since 1994. Sacramento City College and Sierra College also serve a large student population with respective 2004 enrollments of almost 22,000 and 19,000 students, both posting considerable gains in enrollment since 1994.

FIGURE 27
SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR PUBLIC INSTITUTIONS

<i>Type / Institution Name</i>	<i>1994</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>% Change 1999-2004</i>	<i>% Change 1994-2004</i>
University of California									
University of California, Davis	22,442	25,092	26,094	27,292	29,087	30,229	30,065	19.8%	34.0%
California State University									
California State University, Sacramento	22,726	24,530	25,714	26,923	28,558	28,375	27,972	14.0%	23.1%
California State University, Chico*	14,232	15,261	15,912	16,704	16,246	15,516	15,734	3.1%	10.6%
California Community Colleges									
American River College	19,782	22,888	28,688	30,633	33,195	30,614	30,580	33.6%	54.6%
Cosumnes River College	11,011	15,175	16,826	18,553	19,719	17,726	11,461	-24.5%	4.1%
Folsom Lake College	-	-	-	-	-	-	6,212	-	-
Sacramento City College	16,156	17,655	21,186	22,569	23,895	21,998	21,729	23.1%	34.5%
Yuba College	8,296	8,976	11,011	10,793	10,695	8,907	9,507	5.9%	14.6%
Sierra College	13,559	16,832	17,656	18,771	20,073	18,791	18,727	11.3%	38.1%
Lake Tahoe Community College	2,396	2,906	3,113	3,350	4,267	3,702	3,645	25.4%	52.1%

Sacramento Regional Research Institute, December 2005

Source: California Postsecondary Education Commission (CPEC)

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

Data reflects enrollment for fall term of year stated.

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

EDUCATION

Enrollment (fall term and annual) for select private institutions in the Sacramento Region is provided in Figure 28. Private institutions that have had notable increases in enrollment from the previous comparison period include ITT Technical Institute, High-Tech Institute, William Jessup University, and Chapman University which posted 50 percent, 23 percent, 18 percent, and 12 percent relative increases in enrollment since the prior five-year data point.

FIGURE 28
SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT
FOR SELECT PRIVATE INSTITUTIONS

<i>Institution Name</i>	<i>1999</i>	<i>2004</i>	<i>% Change 1999-2004</i>
Fall Term Enrollment:			
California College of Technology	146	155	6.2%
Heald College - Rancho Cordova	647	462	-28.6%
Heald College - Roseville	550	555	0.9%
High-Tech Institute	576	706	22.6%
ITT Technical Institute	438	655	49.5%
Western Career College - Sacramento	681	542	-20.4%
William Jessup University	372	439	18.0%
Annual Enrollment:			
Chapman University	3,932	4,390	11.6%
Golden Gate University	761	323	-57.6%
Lincoln Law School of Sacramento	244	217	-11.1%
National University	2,102	1,387	-34.0%
University of Southern California - State Capital Center	457	321	-29.8%

Sacramento Regional Research Institute, December 2005

Data Sources: California Postsecondary Education Commission (CPEC) and above-listed institutions.

Notes: CPEC data reflects enrollment for Fall term of year stated.

Data provided by institutions was based on annual enrollment figures for year specified.

Limited data available for years 2000 through 2003.

Other postsecondary institutions serving the Sacramento Region include:

- Breining Institute
- Capital Bible College
- DeVry University
- Fuller Theological Seminary
- MTI College
- Northwestern California University School of Law
- Northwestern College
- Patten University
- Professional School of Psychology - Sacramento
- Rudolf Steiner College
- Saint Mary's College of California
- Union Institute & University
- Trinity Life Bible College

EDUCATION

- 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 San Francisco, Sacramento Regional Campus
- Western Seminary
- Weimar College

Community Colleges

Sierra Community College District

For over half a century, the 240-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 105-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 more than 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 associate in arts and associate in science degrees in 68 programs, along with technical training and certificates in 57 programs. In addition, Sierra College offers the first two years of pre-professional programs including medicine, law, engineering, computer science, and education.

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 in this particular industry. 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 close to 70,000 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 more than 70 career education programs including 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 at 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 3,600 students in the Fall term of 2004. 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 California State University, Sacramento (also known as Sacramento State), California State University, Chico (CSUC), and University of California, Davis (UCD).

California State University, Sacramento

California State University, Sacramento (also officially known as Sacramento State effective 2005) 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 (almost 23,000 undergraduates and about 5,000 graduates) are enrolled at Sacramento State, with over 700 international students representing 80 nations. Sacramento State's academic programs are organized into eight colleges: Arts and Letters; Business Administration; Education; Engineering and Computer Science; Health and Human Services; Natural Sciences and Mathematics; Social Sciences and Interdisciplinary Studies; and Special Programs. Sacramento State students earn degrees

EDUCATION

in more than 60 undergraduate degree programs and 40 graduate programs, the largest program being teacher education. Other major academic programs are business administration, criminal justice, communication studies, psychology, and computer science. The criminal justice program, according to Sacramento State, is the largest one 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 & safety; education; health & 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.

In a partnership with University of California, Davis and Sonoma State University, Sacramento State will be offering a new doctoral program in education. The proposed 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, California State University, Chico 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 California State University campus, known for its picturesque views, beautiful architecture, and a cozy college town atmosphere. CSUC provides excellent

EDUCATION

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 27 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 University of California, Davis (UCD) campus has grown to more than 5,000 acres and over 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. The National Research Council ranked UC Davis 16th among public universities across the nation; U.S. News & World Report ranked the University 11th nationwide. 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 \$421 million in research funding in 2003-2004, ranking it 14th nationally in research funding and fifth among other UC schools.

UCD offers more than 100 undergraduate majors and 70 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 44 on the Wall Street Journal's annual list of top regional business schools in the country in 2005, 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 ten consecutive years from 1996 to 2005. The most recent survey from March 2005, placed

EDUCATION

UCD's program at 42nd in the nation and 22nd 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 & 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, nonprofit administration, organizational studies, project management, public administration, health services administration, and counseling. Golden Gate University's Sacramento campus offers undergraduate and graduate programs in business, technology, taxation, public administration, and healthcare management.

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 will prepare 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 the Sacramento Region. The Sacramento County Office of Education operates Regional Occupational Programs that regularly train 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. Also, many vocational schools are approved to offer both diplomas and degree programs.

The best known schools offering vocational education 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 covers 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; recent 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 almost 63,000 jobs to just over 134,000 total jobs in 2004 (about 15 percent of all jobs in the Sacramento Region), as shown in Figure 29. This growth of over 88 percent is almost three times higher than the Sacramento Region, 10 times higher than the Bay Area, and over 4.5 times higher than California's rate from 1994 to 2004. Additionally, all major industry sectors in Placer County posted positive growth during this time period.

The highest employment increases from 1994 to 2004 were seen in Placer County's Construction sector, 244 percent increase to over 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 a lower rate than Placer County): 130 percent in the Sacramento Region, 64 percent in the Bay Area, and 78 percent in California.

The Agriculture; Financial Activities; and Trade, Transportation, & Utilities sectors in Placer County also posted growth rates at or around 100 percent in this time period. No other sector in any of the comparative regions, with the exception of the Construction sector in the Sacramento Region, posted growth rates near 100 percent from 1994 to 2004. The Trade, Transportation, & Utilities sector, one of the largest sectors in all comparative areas, increased almost 98 percent in Placer County, but at a much lower rate in the Sacramento Region (almost 29 percent); the Bay Area (about 2 percent); and California (approximately 17 percent). Unlike the comparative areas, Placer County did not experience job declines in any sector over the ten-year time period.

BUSINESS CLIMATE

FIGURE 29
EMPLOYMENT BY INDUSTRY

Area/Industry	1994	1999	2000	2001	2002	2003	2004	% Change 1999-2004	% Change 1994-2004
Placer County									
Total, All Industries	71,200	101,600	111,600	119,500	120,800	129,700	134,100	32.0%	88.3%
Agriculture	300	300	400	400	400	500	700	133.3%	133.3%
Natural Resources and Mining	100	100	100	100	100	100	100	0.0%	0.0%
Construction	5,000	10,000	11,900	14,100	14,700	16,600	17,200	72.0%	244.0%
Manufacturing	6,500	10,100	11,300	10,500	8,100	8,800	9,200	-8.9%	41.5%
Trade, Transportation and Utilities	12,900	18,600	20,600	23,000	23,500	24,600	25,500	37.1%	97.7%
Information	1,900	2,200	2,500	2,600	2,500	2,800	2,800	27.3%	47.4%
Financial Activities	4,500	5,900	6,700	7,300	8,200	9,200	9,800	66.1%	117.8%
Professional and Business Services	7,400	11,000	12,500	13,300	12,700	13,800	14,300	30.0%	93.2%
Educational and Health Services	7,600	9,100	9,500	10,800	11,800	12,500	13,100	44.0%	72.4%
Leisure and Hospitality	10,100	13,200	13,700	14,500	15,400	16,400	16,700	26.5%	65.3%
Other Services	2,400	4,300	4,700	4,700	3,900	3,500	3,700	-14.0%	54.2%
Government	12,500	16,800	17,700	18,200	19,500	20,900	21,000	25.0%	68.0%
Sacramento Region									
Total, All Industries	689,800	821,100	849,200	870,400	883,000	896,700	906,900	10.4%	31.5%
Agriculture	14,500	15,000	15,000	13,400	12,500	12,500	12,100	-19.3%	-16.6%
Natural Resources and Mining	1,200	1,100	1,200	1,200	1,100	1,000	900	-18.2%	-25.0%
Construction	31,600	49,800	54,900	61,800	63,400	68,800	72,800	46.2%	130.4%
Manufacturing	43,600	55,200	55,000	53,100	50,000	49,300	50,000	-9.4%	14.7%
Trade, Transportation and Utilities	119,500	141,200	145,400	148,200	148,500	150,900	154,000	9.1%	28.9%
Information	17,900	19,000	18,900	22,700	23,400	22,200	21,300	12.1%	19.0%
Financial Activities	43,800	54,500	53,400	53,900	56,500	60,800	61,600	13.0%	40.6%
Professional and Business Services	70,000	101,700	108,200	101,900	98,800	98,400	100,300	-1.4%	43.3%
Educational and Health Services	64,300	70,800	74,500	80,600	83,000	86,000	89,500	26.4%	39.2%
Leisure and Hospitality	63,300	69,300	73,300	75,500	78,800	80,700	82,800	19.5%	30.8%
Other Services	22,200	27,100	27,800	29,200	29,600	29,400	29,700	9.6%	33.8%
Government	197,900	216,400	221,600	228,900	237,400	236,700	231,900	7.2%	17.2%
Bay Area									
Total, All Industries	2,604,800	3,045,100	3,183,500	3,138,600	2,956,000	2,857,500	2,831,300	-7.0%	8.7%
Agriculture	14,600	13,200	13,600	13,500	13,300	12,700	11,400	-13.6%	-21.9%
Natural Resources and Mining	3,500	3,000	3,000	1,800	1,600	1,300	1,600	-46.7%	-54.3%
Construction	93,700	148,700	159,900	166,400	155,300	151,400	154,000	3.6%	64.4%
Manufacturing	371,700	412,400	432,100	412,300	356,700	321,000	313,900	-23.9%	-15.6%
Trade, Transportation and Utilities	478,800	539,300	551,800	545,000	516,300	496,900	487,700	-9.6%	1.9%
Information	84,100	116,100	145,100	139,700	120,200	110,300	107,700	-7.2%	28.1%
Financial Activities	177,600	181,600	182,200	196,000	193,200	192,600	190,400	4.8%	7.2%
Professional and Business Services	423,000	591,600	638,400	588,800	511,800	488,100	487,800	-17.5%	15.3%
Educational and Health Services	260,300	294,700	291,900	298,900	303,700	309,500	312,400	6.0%	20.0%
Leisure and Hospitality	219,800	254,200	261,300	266,900	262,300	261,900	264,000	3.9%	20.1%
Other Services	90,300	97,700	99,200	102,800	103,200	100,600	98,700	1.0%	9.3%
Government	387,400	392,600	405,000	406,500	418,400	411,200	401,700	2.3%	3.7%
California									
Total, All Industries	12,539,200	14,395,900	14,896,800	14,981,700	14,830,600	14,769,600	14,909,100	3.6%	18.9%
Agriculture	379,700	404,000	408,500	379,500	372,700	377,400	370,300	-8.3%	-2.5%
Natural Resources and Mining	27,100	26,300	26,500	25,600	23,100	22,200	22,900	-12.9%	-15.5%
Construction	475,300	682,900	731,000	779,000	773,500	795,900	847,300	24.1%	78.3%
Manufacturing	1,683,800	1,829,900	1,857,500	1,785,700	1,638,200	1,547,900	1,532,700	-16.2%	-9.0%
Trade, Transportation and Utilities	2,351,300	2,645,100	2,721,400	2,746,600	2,724,700	2,718,000	2,752,600	4.1%	17.1%
Information	395,800	517,400	575,400	551,500	497,300	476,200	482,500	-6.7%	21.9%
Financial Activities	770,300	793,200	795,100	835,200	852,800	885,600	902,800	13.8%	17.2%
Professional and Business Services	1,586,400	2,119,200	2,246,000	2,186,500	2,114,300	2,080,000	2,098,700	-1.0%	32.3%
Educational and Health Services	1,212,000	1,368,300	1,398,000	1,446,900	1,498,800	1,536,400	1,562,200	14.2%	28.9%
Leisure and Hospitality	1,143,800	1,297,100	1,332,600	1,364,100	1,382,400	1,400,200	1,442,300	11.2%	26.1%
Other Services	420,500	473,200	486,700	499,000	505,700	504,300	504,500	6.6%	20.0%
Government	2,093,200	2,239,300	2,318,100	2,382,100	2,447,100	2,425,500	2,390,300	6.7%	14.2%

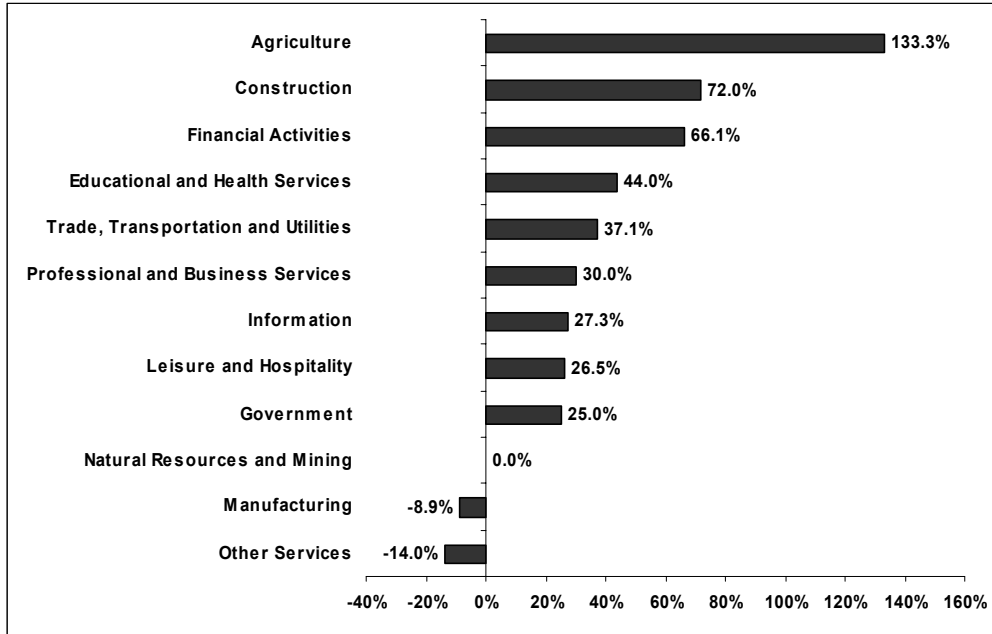
Sacramento Regional Research Institute, December 2005

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

BUSINESS CLIMATE

The industry sectors that posted the highest five-year growth rates in Placer County, displayed in Figure 30, are Agriculture, Construction, Financial Activities, and Educational & Health Services with growth rates ranging from 44 to about 133 percent. Two sectors that showed negative growth in this time period were Manufacturing (nearly -9 percent) and Other Services (-14 percent).

FIGURE 30
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR
FROM 1999 TO 2004



Sacramento Regional Research Institute, December 2005

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

As shown in Figure 31, total employment in Placer County is expected to increase 27 percent by 2015 to a total of almost 171,000 jobs. The comparative areas are projected to have lower growth rates with 23 percent for the Sacramento Region and 18 percent for both the Bay Area and California.

These employment projections show that the highest growth through 2015 in Placer County will be in the Professional & Business Services and the Leisure & Hospitality sectors (64 percent and 40 percent, respectively). The Sacramento Region is also projected to have substantial growth in the Professional & Business Services sector, as well as in the Educational & Health Services sector. The Bay Area and California are projected to have the highest growth rates in the Information and the Professional & Business Services sectors. By 2015, the Manufacturing sector in Placer County is projected to see a decline in employment of almost 22 percent. This is similar to the projected trend for the Sacramento Region, where a decline of almost 25 percent is projected in this sector. Manufacturing is also projected to decline in the Bay Area, but only slightly (about -1 percent). Agriculture is projected to have the highest decrease in

BUSINESS CLIMATE

the Bay Area at almost -10 percent. Unlike the other areas, all of California's industries are projected to increase in employment between 2004 and 2015.

FIGURE 31
EMPLOYMENT PROJECTIONS BY INDUSTRY (IN THOUSANDS)

Area/Industry	2004	2010	2015	% Change 2004-2010	% Change 2004-2015
Placer County					
Total, All Industries	134.1	153.0	170.7	14.1%	27.3%
Agriculture	0.7	0.7	0.7	2.9%	2.9%
Construction	17.2	20.6	21.7	19.8%	26.2%
Manufacturing	9.2	7.2	7.2	-21.7%	-21.7%
Trade, Transportation and Utilities	25.5	31.0	34.6	21.5%	35.8%
Information	2.8	2.6	3.0	-8.6%	7.9%
Financial Activities	9.8	11.9	13.0	21.4%	32.7%
Professional and Business Services	14.3	18.7	23.4	30.8%	63.6%
Educational and Health Services	13.1	14.5	15.8	10.7%	20.6%
Leisure and Hospitality	16.7	20.4	23.4	22.2%	40.1%
Government	21.0	20.7	22.3	-1.4%	6.2%
Sacramento Region					
Total, All Industries	906.9	1,012.2	1,116.2	11.6%	23.1%
Agriculture	12.1	11.3	11.1	-6.4%	-8.2%
Construction	72.8	76.9	83.8	5.6%	15.1%
Manufacturing	50.0	38.2	37.6	-23.5%	-24.8%
Trade, Transportation and Utilities	154.0	174.2	191.9	13.1%	24.6%
Information	21.3	22.3	25.2	4.6%	18.1%
Financial Activities	61.6	66.3	68.0	7.7%	10.4%
Professional and Business Services	100.3	131.3	157.6	30.9%	57.1%
Educational and Health Services	89.5	102.7	113.5	14.8%	26.8%
Leisure and Hospitality	82.8	93.8	102.7	13.3%	24.1%
Government	231.9	259.0	282.4	11.7%	21.8%
Bay Area					
Total, All Industries	2,831.3	3,074.3	3,341.6	8.6%	18.0%
Agriculture	11.4	10.5	10.3	-8.2%	-9.5%
Construction	154.0	149.4	156.9	-3.0%	1.9%
Manufacturing	313.9	307.0	309.5	-2.2%	-1.4%
Trade, Transportation and Utilities	487.7	528.5	563.9	8.4%	15.6%
Information	107.7	136.0	163.9	26.3%	52.1%
Financial Activities	190.4	201.2	210.2	5.7%	10.4%
Professional and Business Services	487.8	595.3	709.3	22.0%	45.4%
Educational and Health Services	312.4	339.3	362.5	8.6%	16.0%
Leisure and Hospitality	264.0	293.1	316.8	11.0%	20.0%
Government	401.7	406.7	425.3	1.2%	5.9%
California					
Total, All Industries	14,909.1	16,435	17,997	10.2%	20.7%
Agriculture	370.3	369.0	371.0	-0.4%	0.2%
Construction	847.3	950.0	970.0	12.1%	14.5%
Manufacturing	1,532.7	1,543.0	1,540.0	0.7%	0.5%
Trade, Transportation and Utilities	2,752.6	3,050.0	3,377.0	10.8%	22.7%
Information	482.5	578.0	653.0	19.8%	35.3%
Financial Activities	902.8	967.0	1,026.0	7.1%	13.6%
Professional and Business Services	2,098.7	2,386.0	2,851.0	13.7%	35.8%
Educational and Health Services	1,562.2	1,819.0	2,048.0	16.4%	31.1%
Leisure and Hospitality	1,442.3	1,591.0	1,706.0	10.3%	18.3%
Government	2,390.3	2,601.0	2,817.0	8.8%	17.9%

Sacramento Regional Research Institute, December 2005

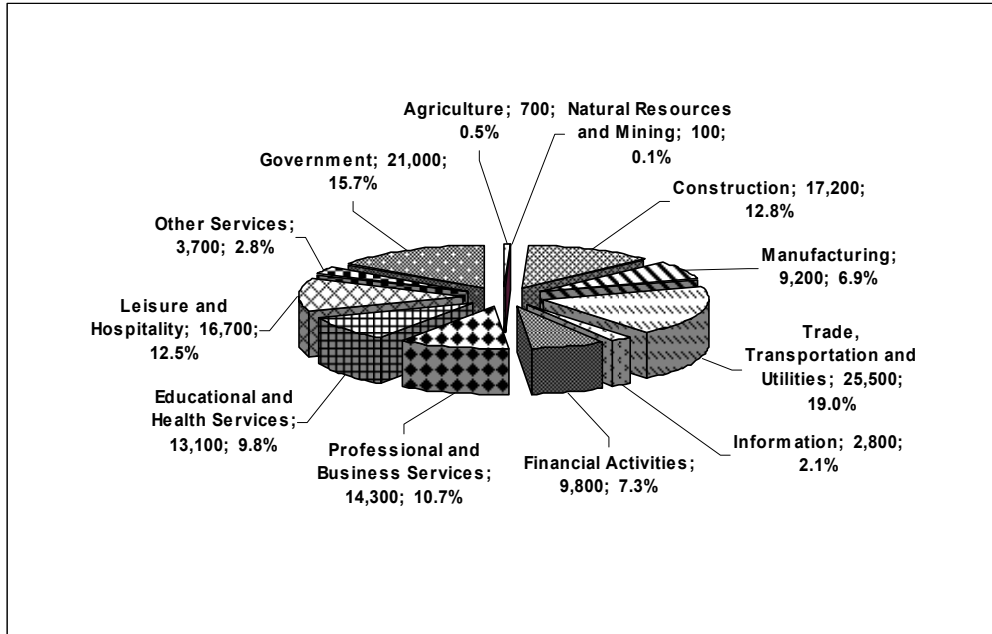
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2005 Long-Term Socio-Economic Forecasts by County

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

BUSINESS CLIMATE

The largest proportions of total jobs in Placer County in 2004, Figure 32, are in Trade, Transportation, and Utilities (19 percent with 25,500 jobs); Government (about 16 percent with 21,000 jobs); Construction (nearly 13 percent with 17,200 jobs); and Leisure and Hospitality (almost 13 percent with almost 17,000 jobs). These industries combined make up over 60 percent of Placer County's economy.

FIGURE 32
INDUSTRY COMPOSITION IN PLACER COUNTY IN 2004



Sacramento Regional Research Institute, December 2005

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

As shown in Figure 33, 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 increased population. Trade, Transportation, & Utilities and Government were one of the top two largest sectors in all areas (Professional & Business Services and Trade, Transportation, & Utilities had the highest proportion for the Bay Area – tied at about 17.2 percent each). Professional & Business Services and Educational & Health Services were the third- and fourth-largest sectors in the Sacramento Region and California, while the Manufacturing sector rounded out the top four for the Bay Area.

The Construction sector experienced the greatest percentage point increase in composition (almost 6 percentage points) in Placer County from 1994 to 2004. Although not as high as in Placer County, Construction also had the highest composition shift in the Sacramento Region, the Bay Area, and California. The Professional & Business Services

BUSINESS CLIMATE

sector had the second-highest composition shift in these areas (around 1 percentage point for each). Placer County's shift in this sector was just 0.3 percentage points, but experienced a higher shift in the proportion of employment in the Financial Activities sector (1 percentage point).

FIGURE 33
INDUSTRY COMPOSITION

Area/Industry	1994	1999	2000	2001	2002	2003	2004	Shift 1999-2004	Shift 1994-2004
Placer County									
Agriculture	0.4%	0.3%	0.4%	0.3%	0.3%	0.4%	0.5%	0.2%	0.1%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	-0.1%
Construction	7.0%	9.8%	10.7%	11.8%	12.2%	12.8%	12.8%	3.0%	5.8%
Manufacturing	9.1%	9.9%	10.1%	8.8%	6.7%	6.8%	6.9%	-3.1%	-2.3%
Trade, Transportation and Utilities	18.1%	18.3%	18.5%	19.2%	19.5%	19.0%	19.0%	0.7%	0.9%
Information	2.7%	2.2%	2.2%	2.2%	2.1%	2.2%	2.1%	-0.1%	-0.6%
Financial Activities	6.3%	5.8%	6.0%	6.1%	6.8%	7.1%	7.3%	1.5%	1.0%
Professional and Business Services	10.4%	10.8%	11.2%	11.1%	10.5%	10.6%	10.7%	-0.2%	0.3%
Educational and Health Services	10.7%	9.0%	8.5%	9.0%	9.8%	9.6%	9.8%	0.8%	-0.9%
Leisure and Hospitality	14.2%	13.0%	12.3%	12.1%	12.7%	12.6%	12.5%	-0.5%	-1.7%
Other Services	3.4%	4.2%	4.2%	3.9%	3.2%	2.7%	2.8%	-1.5%	-0.6%
Government	17.6%	16.5%	15.9%	15.2%	16.1%	16.1%	15.7%	-0.9%	-1.9%
Sacramento Region									
Agriculture	2.1%	1.8%	1.8%	1.5%	1.4%	1.4%	1.3%	-0.5%	-0.8%
Natural Resources and Mining	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	-0.1%
Construction	4.6%	6.1%	6.5%	7.1%	7.2%	7.7%	8.0%	2.0%	3.4%
Manufacturing	6.3%	6.7%	6.5%	6.1%	5.7%	5.5%	5.5%	-1.2%	-0.8%
Trade, Transportation and Utilities	17.3%	17.2%	17.1%	17.0%	16.8%	16.8%	17.0%	-0.2%	-0.3%
Information	2.6%	2.3%	2.2%	2.6%	2.7%	2.5%	2.3%	0.0%	-0.2%
Financial Activities	6.3%	6.6%	6.3%	6.2%	6.4%	6.8%	6.8%	0.2%	0.4%
Professional and Business Services	10.1%	12.4%	12.7%	11.7%	11.2%	11.0%	11.1%	-1.3%	0.9%
Educational and Health Services	9.3%	8.6%	8.8%	9.3%	9.4%	9.6%	9.9%	1.2%	0.5%
Leisure and Hospitality	9.2%	8.4%	8.6%	8.7%	8.9%	9.0%	9.1%	0.7%	0.0%
Other Services	3.2%	3.3%	3.3%	3.4%	3.4%	3.3%	3.3%	0.0%	0.1%
Government	28.7%	26.4%	26.1%	26.3%	26.9%	26.4%	25.6%	-0.8%	-3.1%
Bay Area									
Agriculture	0.6%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.0%	-0.2%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	-0.1%
Construction	3.6%	4.9%	5.0%	5.3%	5.3%	5.3%	5.4%	0.6%	1.8%
Manufacturing	14.3%	13.5%	13.6%	13.1%	12.1%	11.2%	11.1%	-2.5%	-3.2%
Trade, Transportation and Utilities	18.4%	17.7%	17.3%	17.4%	17.5%	17.4%	17.2%	-0.5%	-1.2%
Information	3.2%	3.8%	4.6%	4.5%	4.1%	3.9%	3.8%	0.0%	0.6%
Financial Activities	6.8%	6.0%	5.7%	6.2%	6.5%	6.7%	6.7%	0.8%	-0.1%
Professional and Business Services	16.2%	19.4%	20.1%	18.8%	17.3%	17.1%	17.2%	-2.2%	1.0%
Educational and Health Services	10.0%	9.7%	9.2%	9.5%	10.3%	10.8%	11.0%	1.4%	1.0%
Leisure and Hospitality	8.4%	8.3%	8.2%	8.5%	8.9%	9.2%	9.3%	1.0%	0.9%
Other Services	3.5%	3.2%	3.1%	3.3%	3.5%	3.5%	3.5%	0.3%	0.0%
Government	14.9%	12.9%	12.7%	13.0%	14.2%	14.4%	14.2%	1.3%	-0.7%
California									
Agriculture	3.0%	2.8%	2.7%	2.5%	2.5%	2.6%	2.5%	-0.3%	-0.5%
Natural Resources and Mining	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	-0.1%
Construction	3.8%	4.7%	4.9%	5.2%	5.2%	5.4%	5.7%	0.9%	1.9%
Manufacturing	13.4%	12.7%	12.5%	11.9%	11.0%	10.5%	10.3%	-2.4%	-3.1%
Trade, Transportation and Utilities	18.8%	18.4%	18.3%	18.3%	18.4%	18.4%	18.5%	0.1%	-0.3%
Information	3.2%	3.6%	3.9%	3.7%	3.4%	3.2%	3.2%	-0.4%	0.1%
Financial Activities	6.1%	5.5%	5.3%	5.6%	5.8%	6.0%	6.1%	0.5%	-0.1%
Professional and Business Services	12.7%	14.7%	15.1%	14.6%	14.3%	14.1%	14.1%	-0.6%	1.4%
Educational and Health Services	9.7%	9.5%	9.4%	9.7%	10.1%	10.4%	10.5%	1.0%	0.8%
Leisure and Hospitality	9.1%	9.0%	8.9%	9.1%	9.3%	9.5%	9.7%	0.7%	0.6%
Other Services	3.4%	3.3%	3.3%	3.3%	3.4%	3.4%	3.4%	0.1%	0.0%
Government	16.7%	15.6%	15.6%	15.9%	16.5%	16.4%	16.0%	0.5%	-0.7%

Sacramento Regional Research Institute, December 2005

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

BUSINESS CLIMATE

It is projected that by 2015, the Trade, Transportation, & Utilities (about 20 percent); Professional & Business Services (almost 14 percent); and Leisure & Hospitality (almost 14 percent) sectors will have the highest proportion of employment in Placer County (shown in Figure 34) – 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 2004 and 2015. Professional & Business Services and Trade, Transportation, & Utilities are also projected to comprise the largest proportions of the Bay Area and California economies. The Sacramento Region’s largest sectors 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 in the Sacramento Region.

FIGURE 34
INDUSTRY COMPOSITION PROJECTIONS

Area/Industry	2004	2010	2015	Shift 2004-2010	Shift 2004-2015
Placer County					
Agriculture	0.5%	0.5%	0.4%	-0.1%	-0.1%
Construction	12.8%	13.5%	12.7%	0.6%	-0.1%
Manufacturing	6.9%	4.7%	4.2%	-2.2%	-2.6%
Trade, Transportation and Utilities	19.0%	20.3%	20.3%	1.2%	1.3%
Information	2.1%	1.7%	1.8%	-0.4%	-0.3%
Financial Activities	7.3%	7.8%	7.6%	0.5%	0.3%
Professional and Business Services	10.7%	12.2%	13.7%	1.6%	3.0%
Educational and Health Services	9.8%	9.5%	9.3%	-0.3%	-0.5%
Leisure and Hospitality	12.5%	13.3%	13.7%	0.9%	1.3%
Government	15.7%	13.5%	13.1%	-2.1%	-2.6%
Sacramento Region					
Agriculture	1.3%	1.1%	1.0%	-0.2%	-0.3%
Construction	8.0%	7.6%	7.5%	-0.4%	-0.5%
Manufacturing	5.5%	3.8%	3.4%	-1.7%	-2.1%
Trade, Transportation and Utilities	17.0%	17.2%	17.2%	0.2%	0.2%
Information	2.3%	2.2%	2.3%	-0.1%	-0.1%
Financial Activities	6.8%	6.6%	6.1%	-0.2%	-0.7%
Professional and Business Services	11.1%	13.0%	14.1%	1.9%	3.1%
Educational and Health Services	9.9%	10.1%	10.2%	0.3%	0.3%
Leisure and Hospitality	9.1%	9.3%	9.2%	0.1%	0.1%
Government	25.6%	25.6%	25.3%	0.0%	-0.3%
Bay Area					
Agriculture	0.4%	0.3%	0.3%	-0.1%	-0.1%
Construction	5.4%	4.9%	4.7%	-0.6%	-0.7%
Manufacturing	11.1%	10.0%	9.3%	-1.1%	-1.8%
Trade, Transportation and Utilities	17.2%	17.2%	16.9%	0.0%	-0.4%
Information	3.8%	4.4%	4.9%	0.6%	1.1%
Financial Activities	6.7%	6.5%	6.3%	-0.2%	-0.4%
Professional and Business Services	17.2%	19.4%	21.2%	2.1%	4.0%
Educational and Health Services	11.0%	11.0%	10.8%	0.0%	-0.2%
Leisure and Hospitality	9.3%	9.5%	9.5%	0.2%	0.2%
Government	14.2%	13.2%	12.7%	-1.0%	-1.5%
California					
Agriculture	2.5%	2.3%	2.1%	-0.2%	-0.4%
Construction	5.7%	5.8%	5.5%	0.1%	-0.2%
Manufacturing	10.3%	9.4%	8.8%	-0.8%	-1.5%
Trade, Transportation and Utilities	18.5%	18.7%	19.2%	0.2%	0.7%
Information	3.2%	3.5%	3.7%	0.3%	0.5%
Financial Activities	6.1%	5.9%	5.8%	-0.1%	-0.2%
Professional and Business Services	14.1%	14.6%	16.2%	0.5%	2.1%
Educational and Health Services	10.5%	11.1%	11.6%	0.7%	1.2%
Leisure and Hospitality	9.7%	9.7%	9.7%	0.1%	0.0%
Government	16.0%	15.9%	16.0%	-0.1%	0.0%

Sacramento Regional Research Institute, December 2005

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

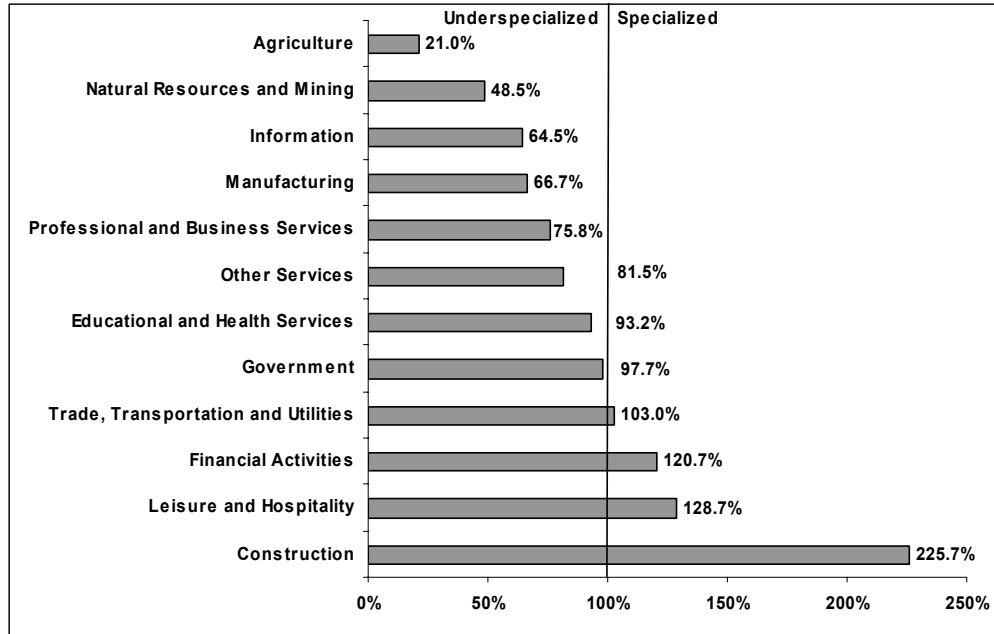
Notes: Projections for Natural Resources and Mining and Other Services industries not available. Differences due to rounding

Specialization, in Figure 35, 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). Figure 35 shows that Placer County is specialized in four sectors: Construction; Leisure & Hospitality; Financial Activities; and Trade, Transportation, & Utilities. Placer County is underspecialized in

BUSINESS CLIMATE

the Agriculture, Natural Resources & Mining, and Information sectors, each with a much lower concentration than the statewide average.

FIGURE 35
PLACER COUNTY INDUSTRY SPECIALIZATION IN 2004



Sacramento Regional Research Institute, December 2005

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 10 years (1994 to 2004), four sectors in Placer showed positive increases in their level of specialization as shown in Figure 36: Agriculture; Construction; Financial Activities; and Trade, Transportation, & Utilities. In the five-year time period, an additional two sectors, Information and Professional & Business Services, had a greater level of influence in Placer County's economy, posting positive increases in specialization.

FIGURE 36
PLACER COUNTY INDUSTRY SPECIALIZATION

<i>Industry</i>	1994	1999	2000	2001	2002	2003	2004	% Change 1999-2004	% Change 1994-2004
Agriculture	13.9%	10.5%	13.1%	13.2%	13.2%	15.1%	21.0%	99.7%	51.0%
Natural Resources and Mining	65.0%	53.9%	50.4%	49.0%	53.1%	51.3%	48.5%	-9.9%	-25.3%
Construction	185.3%	207.5%	217.3%	226.9%	233.3%	237.5%	225.7%	8.8%	21.8%
Manufacturing	68.0%	78.2%	81.2%	73.7%	60.7%	64.7%	66.7%	-14.7%	-1.8%
Trade, Transportation and Utilities	96.6%	99.6%	101.0%	105.0%	105.9%	103.1%	103.0%	3.4%	6.6%
Information	84.5%	60.2%	58.0%	59.1%	61.7%	67.0%	64.5%	7.1%	-23.7%
Financial Activities	102.9%	105.4%	112.5%	109.6%	118.0%	118.3%	120.7%	14.5%	17.3%
Professional and Business Services	82.2%	73.5%	74.3%	76.3%	73.7%	75.6%	75.8%	3.0%	-7.8%
Educational and Health Services	110.4%	94.2%	90.7%	93.6%	96.7%	92.6%	93.2%	-1.1%	-15.6%
Leisure and Hospitality	155.5%	144.2%	137.2%	133.3%	136.8%	133.4%	128.7%	-10.7%	-17.2%
Other Services	100.5%	128.8%	128.9%	118.1%	94.7%	79.0%	81.5%	-36.7%	-18.9%
Government	105.2%	106.3%	101.9%	95.8%	97.8%	98.1%	97.7%	-8.1%	-7.1%

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 37, it is projected that Placer County will continue to increase its specialization in five sectors: Construction; Leisure & Hospitality; Financial Activities; and Trade, Transportation, & Utilities.

FIGURE 37
PLACER COUNTY INDUSTRY SPECIALIZATION
PROJECTIONS

<i>Industry</i>	2004	2010	2015	% Change 2004-2010	% Change 2004-2015
Agriculture	21.0%	20.8%	20.0%	-0.9%	-4.8%
Construction	225.7%	231.5%	230.7%	2.6%	2.2%
Manufacturing	66.7%	49.8%	48.2%	-25.3%	-27.8%
Trade, Transportation and Utilities	103.0%	108.5%	105.8%	5.3%	2.7%
Information	64.5%	47.3%	47.7%	-26.7%	-26.1%
Financial Activities	120.7%	131.4%	130.6%	8.9%	8.2%
Professional and Business Services	75.8%	83.7%	84.6%	10.5%	11.7%
Educational and Health Services	93.2%	85.1%	79.5%	-8.7%	-14.7%
Leisure and Hospitality	128.7%	136.9%	141.4%	6.3%	9.9%
Government	97.7%	85.0%	81.6%	-13.0%	-16.4%

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 38 shows that there were over 9,300 establishments in 2004 in Placer County – a figure which has increased almost 16 percent since 2001 and is about 13 percent of total establishments in the Sacramento Region. Placer County’s establishment growth mirrors the Sacramento Region, but is far greater than the Bay Area’s increase of 4 percent and California’s of 12 percent. Similar to the Sacramento Region, the number of Financial Activities and Other Services establishments had the greatest increases since 2001, with approximately 29 and 25 percent, respectively, in Placer County. Other Services, Educational & Health Services, and Leisure & Hospitality establishments had the highest increases in the Bay Area and California. Natural Resources & Mining is the only sector that had a decrease in the number of establishments from 2001 to 2004 in all areas. The Government sector was the only other sector that experienced a decrease in establishments in Placer County during this time period (-1.5 percent). Establishments within this sector slightly increased in the Sacramento Region and California, but decreased 5 percent in the Bay Area. Notable losses of establishments in the Bay Area include those in the Manufacturing (about -13 percent) and Information (nearly -21 percent) between 2001 and 2004.

BUSINESS CLIMATE

FIGURE 38
ESTABLISHMENTS BY INDUSTRY

Area/Industry	2001	2002	2003	2004	% Change 2001-2004
Placer County					
Total, All Industries	8,092	8,508	9,042	9,349	15.5%
Natural Resources and Mining	82	77	79	74	-9.8%
Construction	1,312	1,350	1,404	1,441	9.8%
Manufacturing	298	297	312	309	3.7%
Trade, Transportation and Utilities	1,434	1,484	1,543	1,537	7.2%
Information	127	144	140	143	12.6%
Financial Activities	837	909	998	1,079	28.9%
Professional and Business Services	1,190	1,289	1,383	1,440	21.0%
Educational and Health Services	755	794	875	899	19.1%
Leisure and Hospitality	681	690	745	777	14.1%
Other Services	1,113	1,212	1,306	1,391	25.0%
Government	263	262	257	259	-1.5%
Sacramento Region					
Total, All Industries	60,179	55,651	67,478	69,485	15.5%
Natural Resources and Mining	1,683	1,614	1,560	1,488	-11.6%
Construction	5,072	5,332	5,505	5,630	11.0%
Manufacturing	1,776	1,733	1,761	1,774	-0.1%
Trade, Transportation and Utilities	8,653	8,779	8,862	8,905	2.9%
Information	682	8,779	745	719	5.4%
Financial Activities	4,761	752	5,113	5,265	10.6%
Professional and Business Services	7,239	4,952	7,897	7,981	10.3%
Educational and Health Services	4,728	7,678	5,025	5,132	8.5%
Leisure and Hospitality	4,055	4,831	4,304	4,356	7.4%
Other Services	14,723	4,148	19,670	21,255	44.4%
Government	6,807	7,053	7,036	6,980	2.5%
Bay Area					
Total, All Industries	196,925	202,197	204,606	205,673	4.4%
Natural Resources and Mining	1,045	1,005	1,028	972	-7.0%
Construction	13,369	13,706	13,559	13,466	0.7%
Manufacturing	9,634	9,243	8,782	8,339	-13.4%
Trade, Transportation and Utilities	31,194	30,779	30,281	29,610	-5.1%
Information	4,683	4,538	4,060	3,713	-20.7%
Financial Activities	17,150	17,487	17,811	17,820	3.9%
Professional and Business Services	36,582	36,927	35,613	34,775	-4.9%
Educational and Health Services	17,226	17,584	17,956	18,120	5.2%
Leisure and Hospitality	14,554	14,873	15,325	15,295	5.1%
Other Services	47,138	51,739	55,933	59,432	26.1%
Government	4,350	4,316	4,258	4,131	-5.0%
California					
Total, All Industries	1,040,850	1,094,719	1,136,390	1,165,813	12.0%
Natural Resources and Mining	23,450	22,820	21,940	20,995	-10.5%
Construction	68,640	71,358	71,976	73,583	7.2%
Manufacturing	53,563	52,566	51,248	49,724	-7.2%
Trade, Transportation and Utilities	177,705	180,067	180,700	180,301	1.5%
Information	22,631	22,452	21,206	20,243	-10.6%
Financial Activities	81,592	84,013	86,675	88,373	8.3%
Professional and Business Services	146,581	153,276	154,172	154,391	5.3%
Educational and Health Services	85,863	88,718	91,774	93,673	9.1%
Leisure and Hospitality	75,392	77,670	80,493	81,840	8.6%
Other Services	274,701	310,932	345,482	371,893	35.4%
Government	30,732	30,847	30,724	30,797	0.2%

Sacramento Regional Research Institute, December 2005

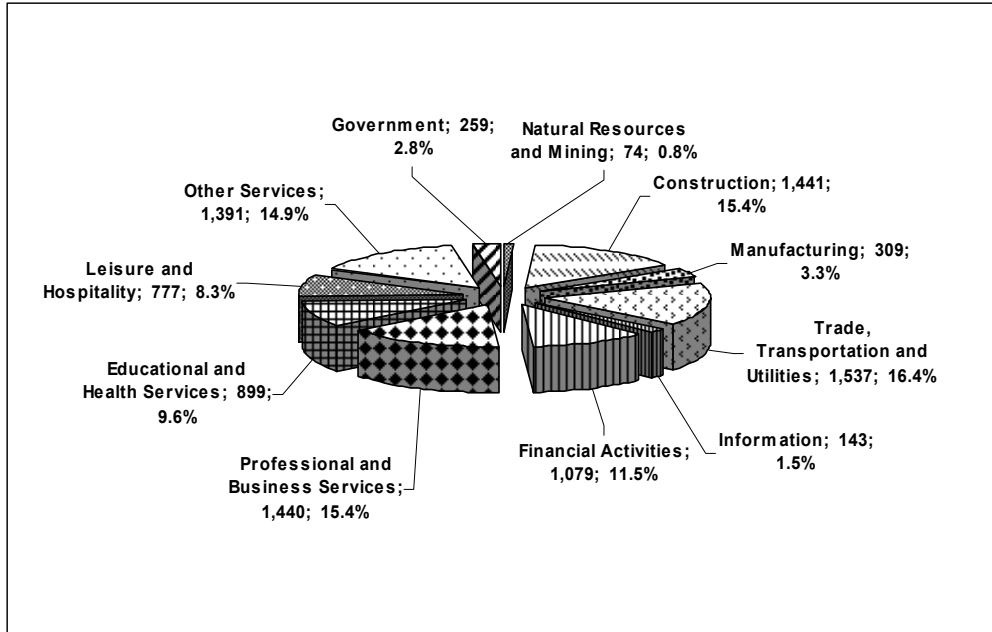
Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

Note: Agriculture sector not included in this data.

BUSINESS CLIMATE

The highest proportions of establishments in Placer County are in the Trade, Transportation, & Utilities (about 16 percent with over 1,500 establishments); Professional & Business Services (over 15 percent and about 1,400 establishments); Construction (15 percent with approximately 1,400 establishments); and Other Services (15 percent with almost 1,400 establishments) sectors, as shown in Figure 39. These sectors make up over 60 percent of establishments in Placer County.

FIGURE 39
INDUSTRY COMPOSITION IN PLACER COUNTY BY
ESTABLISHMENTS IN 2004



Sacramento Regional Research Institute, December 2005
 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 40, establishments classified in the Other Services; Trade, Transportation, & Utilities; and Professional & Business Services sectors have the largest proportion of total industries in the Sacramento Region, the Bay Area, and California. Placer County varies somewhat in that Construction; Trade, Transportation, and Utilities; and Professional & Business Services are among the top three. The largest positive composition shifts of Placer County establishments were in the Financial Activities and Other Services sectors at over 1 percentage point shift each from 2001 to 2004. The sector that has had the highest composition shift in the comparison areas was the Other Services sector with between 5 and 6 percentage point increases. Trade, Transportation, and Utilities had the highest decreases in composition shift in all areas between about -1 and -2 percentage points from 2001 to 2004.

BUSINESS CLIMATE

FIGURE 40
INDUSTRY COMPOSITION BY ESTABLISHMENTS

Area/Industry	2001	2002	2003	2004	Shift 2001-2004
Placer County					
Natural Resources and Mining	1.0%	0.9%	0.9%	0.8%	-0.2%
Construction	16.2%	15.9%	15.5%	15.4%	-0.8%
Manufacturing	3.7%	3.5%	3.5%	3.3%	-0.4%
Trade, Transportation and Utilities	17.7%	17.4%	17.1%	16.4%	-1.3%
Information	1.6%	1.7%	1.5%	1.5%	0.0%
Financial Activities	10.3%	10.7%	11.0%	11.5%	1.2%
Professional and Business Services	14.7%	15.2%	15.3%	15.4%	0.7%
Educational and Health Services	9.3%	9.3%	9.7%	9.6%	0.3%
Leisure and Hospitality	8.4%	8.1%	8.2%	8.3%	-0.1%
Other Services	13.8%	14.2%	14.4%	14.9%	1.1%
Government	3.3%	3.1%	2.8%	2.8%	-0.5%
Sacramento Region					
Natural Resources and Mining	2.8%	2.9%	2.3%	2.1%	-0.7%
Construction	8.4%	9.6%	8.2%	8.1%	-0.3%
Manufacturing	3.0%	3.1%	2.6%	2.6%	-0.4%
Trade, Transportation and Utilities	14.4%	15.8%	13.1%	12.8%	-1.6%
Information	1.1%	15.8%	1.1%	1.0%	-0.1%
Financial Activities	7.9%	1.4%	7.6%	7.6%	-0.3%
Professional and Business Services	12.0%	8.9%	11.7%	11.5%	-0.5%
Educational and Health Services	7.9%	13.8%	7.4%	7.4%	-0.5%
Leisure and Hospitality	6.7%	8.7%	6.4%	6.3%	-0.5%
Other Services	24.5%	7.5%	29.2%	30.6%	6.1%
Government	11.3%	12.7%	10.4%	10.0%	-1.3%
Bay Area					
Natural Resources and Mining	0.5%	0.5%	0.5%	0.5%	-0.1%
Construction	6.8%	6.8%	6.6%	6.5%	-0.2%
Manufacturing	4.9%	4.6%	4.3%	4.1%	-0.8%
Trade, Transportation and Utilities	15.8%	15.2%	14.8%	14.4%	-1.4%
Information	2.4%	2.2%	2.0%	1.8%	-0.6%
Financial Activities	8.7%	8.6%	8.7%	8.7%	0.0%
Professional and Business Services	18.6%	18.3%	17.4%	16.9%	-1.7%
Educational and Health Services	8.7%	8.7%	8.8%	8.8%	0.1%
Leisure and Hospitality	7.4%	7.4%	7.5%	7.4%	0.0%
Other Services	23.9%	25.6%	27.3%	28.9%	5.0%
Government	2.2%	2.1%	2.1%	2.0%	-0.2%
California					
Natural Resources and Mining	2.3%	2.1%	1.9%	1.8%	-0.5%
Construction	6.6%	6.5%	6.3%	6.3%	-0.3%
Manufacturing	5.1%	4.8%	4.5%	4.3%	-0.9%
Trade, Transportation and Utilities	17.1%	16.4%	15.9%	15.5%	-1.6%
Information	2.2%	2.1%	1.9%	1.7%	-0.4%
Financial Activities	7.8%	7.7%	7.6%	7.6%	-0.3%
Professional and Business Services	14.1%	14.0%	13.6%	13.2%	-0.8%
Educational and Health Services	8.2%	8.1%	8.1%	8.0%	-0.2%
Leisure and Hospitality	7.2%	7.1%	7.1%	7.0%	-0.2%
Other Services	26.4%	28.4%	30.4%	31.9%	5.5%
Government	3.0%	2.8%	2.7%	2.6%	-0.3%

Sacramento Regional Research Institute, December 2005

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

Note: Agriculture sector not included in this data.

Labor Force

Figure 41 shows that in 2004, Placer County had a labor force of 155,000 people, with almost 148,000 employed. The County had an unemployment rate of 4.6 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 – over 57 percent growth from 1994 to 2004, significantly greater than the Sacramento Region (almost 27 percent), the Bay Area (about 4 percent), and California (close to 15 percent).

FIGURE 41
ANNUAL LABOR FORCE, EMPLOYMENT, UNEMPLOYMENT, AND
UNEMPLOYMENT RATE

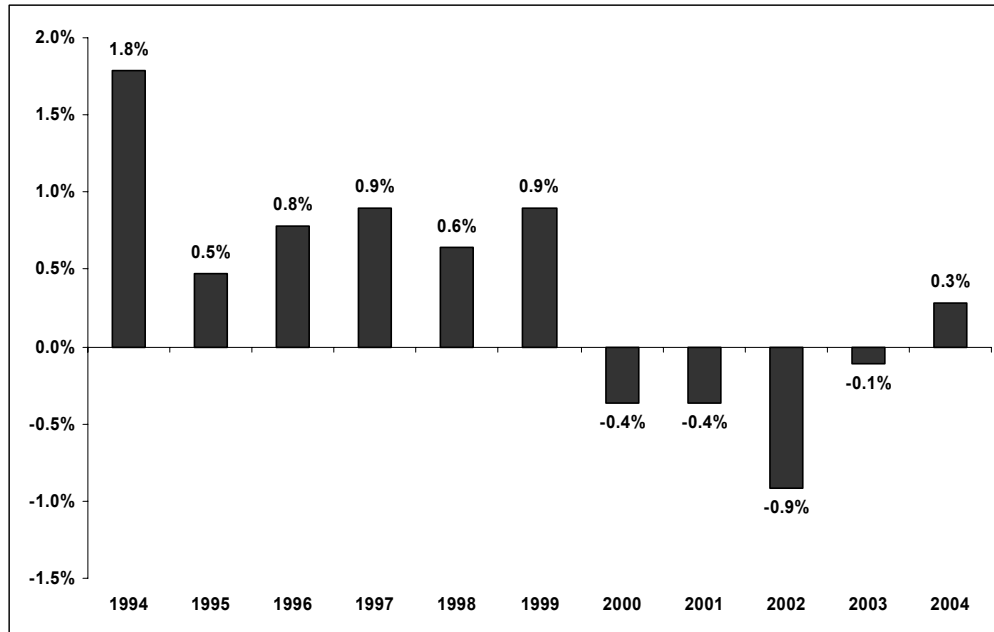
Area/Factor	1994	1999	2000	2001	2002	2003	2004	% Change 1999-2004	% Change 1994-2004
Placer County									
Labor Force	98,500	120,000	131,500	138,200	145,500	152,700	155,000	29.2%	57.4%
Employment	92,000	116,100	126,800	132,800	138,600	145,300	147,900	27.4%	60.8%
Unemployment	6,500	3,900	4,700	5,400	6,900	7,400	7,100	82.1%	9.2%
Unemployment Rate	6.6%	3.3%	3.6%	3.9%	4.7%	4.8%	4.6%	-	-
Sacramento Region									
Labor Force	844,700	928,300	967,400	994,800	1,027,500	1,054,400	1,069,100	15.2%	26.6%
Employment	779,400	885,500	923,100	947,300	967,900	991,200	1,008,600	13.9%	29.4%
Unemployment	65,300	42,800	44,300	47,500	59,600	63,200	60,500	41.4%	-7.4%
Unemployment Rate	7.7%	4.6%	4.6%	4.8%	5.8%	6.0%	5.7%	-	-
Bay Area									
Labor Force	2,908,300	3,133,600	3,251,100	3,253,100	3,167,100	3,081,200	3,033,000	-3.2%	4.3%
Employment	2,732,500	3,039,200	3,142,800	3,101,300	2,947,500	2,864,400	2,854,600	-6.1%	4.5%
Unemployment	175,800	94,400	108,300	151,800	219,600	216,800	178,400	89.0%	1.5%
Unemployment Rate	6.0%	3.0%	3.3%	4.7%	6.9%	7.0%	5.9%	-	-
California									
Labor Force	15,271,100	16,430,600	16,869,700	17,150,100	17,326,900	17,414,000	17,552,300	6.8%	14.9%
Employment	13,953,900	15,566,900	16,034,100	16,217,500	16,165,100	16,223,500	16,459,900	5.7%	18.0%
Unemployment	1,317,200	863,700	835,600	932,600	1,161,800	1,190,500	1,092,400	26.5%	-17.1%
Unemployment Rate	8.6%	5.3%	5.0%	5.4%	6.7%	6.8%	6.2%	-	-

Sacramento Regional Research Institute, December 2005

Data Source: Employment Development Department, Labor Market Information

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 42, between 1994 and 2004, 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.

FIGURE 42
PLACER COUNTY ECONOMIC HEALTH



Sacramento Regional Research Institute, December 2005

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 43 are for the entire Sacramento Region. Occupations that earn the highest salaries are in the Management, Legal, Healthcare Practitioner & Technical, and Architecture & Engineering categories, earning annual salaries between about \$68,000 and almost \$90,000, lower in comparison to mean salaries in the Bay Area and California.

FIGURE 43
WAGES FOR MAJOR OCCUPATIONAL CATEGORIES, 3RD QUARTER 2005

Occupational Category	Sacramento Region		Bay Area		California	
	Mean	Mean	Mean	Mean	Mean	Mean
	Hourly	Annual	Hourly	Annual	Hourly	Annual
Management	\$43.18	\$89,829	\$55.00	\$114,402	\$48.39	\$100,662
Legal	\$40.64	\$84,535	\$50.46	\$104,974	\$46.22	\$96,151
Healthcare Practitioners and Technical	\$33.85	\$70,421	\$37.88	\$78,791	\$33.63	\$69,942
Architecture and Engineering	\$32.72	\$68,054	\$39.47	\$82,091	\$35.93	\$74,739
Computer and Mathematical	\$32.60	\$67,825	\$42.50	\$88,397	\$36.80	\$76,535
Life, Physical, and Social Science	\$29.26	\$60,875	\$34.43	\$71,610	\$30.80	\$64,083
Business and Financial Operations	\$27.17	\$56,511	\$34.30	\$71,342	\$30.27	\$62,960
Education, Training, and Library	\$22.07	\$45,913	\$25.01	\$52,028	\$23.80	\$49,518
Arts, Design, Entertainment, Sports, and Media	\$21.81	\$45,371	\$27.22	\$56,611	\$24.34	\$50,627
Community and Social Services	\$21.43	\$44,574	\$21.72	\$45,181	\$20.91	\$43,502
Construction and Extraction	\$20.96	\$43,611	\$25.65	\$53,356	\$21.02	\$43,736
Protective Service	\$20.23	\$42,079	\$23.32	\$48,508	\$20.68	\$43,010
Installation, Maintenance, and Repair	\$19.03	\$39,580	\$22.94	\$47,717	\$20.13	\$41,871
Sales and Related	\$16.81	\$34,983	\$21.61	\$44,938	\$17.79	\$37,005
Office and Administrative Support	\$16.08	\$33,449	\$18.23	\$37,925	\$15.86	\$32,995
Production	\$14.71	\$30,600	\$16.82	\$34,974	\$13.86	\$28,834
Transportation and Material Moving	\$13.78	\$28,669	\$16.69	\$34,726	\$13.96	\$29,027
Healthcare Support	\$13.00	\$27,030	\$15.35	\$31,923	\$13.03	\$27,095
Building and Grounds Cleaning and Maintenance	\$11.68	\$24,290	\$13.08	\$27,195	\$11.68	\$24,283
Personal Care and Service	\$11.07	\$23,007	\$14.04	\$29,203	\$11.87	\$24,683
Farming, Fishing, and Forestry	\$10.33	\$21,486	\$12.03	\$25,025	\$9.05	\$18,826
Food Preparation and Serving-Related	\$9.22	\$19,178	\$9.99	\$20,778	\$9.31	\$19,361

Sacramento Regional Research Institute, December 2005

Data Source: California Employment Development Department, Occupational Wage Data

Notes: San Benito County not available.

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

Major Employers

The major private sector employers in Placer County displayed in Figure 44 represent a wide spectrum of industry sectors such as manufacturing, financial services, health, and recreation.

FIGURE 44
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	2,200
Kaiser Permanente	Healthcare	1,847
Squaw Valley Ski Corp.	Misc. Amusement, Recreation Services	1,500
Sutter Health	Healthcare	1,319
Raley's Inc.	Retail Groceries	1,135
Union Pacific Railroad Co. Inc.	Transportation, Railroad	1,062
PRIDE Industries Inc.	Mail and Fulfillment Services	1,060
SureWest Communications	Telecommunication Services	760
NEC Electronics America Inc.	Electronic Components & Accessories	710
Resort at Squaw Creek	Misc. Amusement, Recreation Services	700
Pacific Gas and Electric Co.	Utility Distributor	630
Wells Fargo	Financial Services	570
Target Corp.	Retail	554
Sierra Pacific Industries	Sawmills & Planing Mills	330
Agilent Technologies Inc.	High Tech Manufacturing	450
United Natural Foods Inc.	Wholesale Groceries	440
Coherent Inc.	Electronic Components & Accessories	350

Sacramento Regional Research Institute, December 2005

Data Sources: Sacramento Business Journal *Top 25 Book of Lists 2005*; above-listed companies

Recent Located Companies in Placer County

Figure 45 lists some of the companies that recently located in or relocated to Placer County between 2000 and 2005, representing a mix of manufacturing, high technology, and business services companies.

FIGURE 45
SELECT COMPANIES THAT RECENTLY LOCATED IN PLACER COUNTY BETWEEN 2000 AND 2005

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Date Located</i>
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
Tahoe RF Semiconductor Inc.	Auburn	Integrated Circuit Design & Mfg.	2002
Dynesco Inc.	Roseville	Electronic Mfg. & Assembly	2002
Sierra Logic Inc.	Roseville	High-performance Silicon Storage	2001
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	2001
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurmt. Devices	2001
Greenheck Fan Corp.	Unincorporated	Manufacturing	2000
AbsoluteHire Inc.	Roseville	Pre-Employment Screening	2000
Performance Polymer Technologies	Roseville	Precision Devices Mfg.	2000
Galil Motion Control	Rocklin	Robotic Controls	2000
CustomerLink	Roseville	Customer Development Services	2000

Sacramento Regional Research Institute, December 2005

Data Sources: *Located Companies List Greater Sacramento Area June 2005*,
 Sacramento Area Commerce and Trade Organization;
High Tech Direct, Sacramento Business Journal, October 2005

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 2003, Placer County had total revenue of almost \$6 billion in taxable sales, an increase of over 75 percent since 1998, as shown in Figure 46. The County's taxable sales revenue grew significantly more than the Sacramento Region, which experienced an overall increase of over 45 percent, the Bay Area with just 6 percent, and California with about 28 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 comes from Roseville with almost \$3 billion and the unincorporated County area with over \$1 billion. Rocklin and Lincoln have both about doubled their amount of taxable sales from 1998 to 2003.

FIGURE 46
TAXABLE SALES (IN THOUSANDS)

Area	1998	1999	2000	2001	2002	2003	% Change 1998-2003
Placer County	\$3,405,178	\$4,047,530	\$4,741,567	\$5,201,929	\$5,549,881	\$5,973,818	75.4%
Auburn	\$199,280	\$218,605	\$248,608	\$235,134	\$249,529	\$252,093	26.5%
Colfax	\$38,052	\$39,694	\$44,301	\$49,822	\$51,201	\$54,435	43.1%
Lincoln	\$53,016	\$62,749	\$77,479	\$90,846	\$92,995	\$106,532	100.9%
Loomis	\$46,191	\$67,170	\$79,238	\$79,450	\$82,930	\$82,744	79.1%
Rocklin	\$254,352	\$326,413	\$380,621	\$407,145	\$458,325	\$515,953	102.8%
Roseville	\$1,659,616	\$2,012,940	\$2,395,294	\$2,756,587	\$2,988,257	\$3,288,459	98.1%
Unincorporated	\$774,548	\$856,291	\$968,102	\$1,032,319	\$1,053,885	\$1,076,412	39.0%
Unallocated	\$380,123	\$463,668	\$547,924	\$550,626	\$572,759	\$597,190	57.1%
Sacramento Region	\$20,756,995	\$23,548,379	\$26,488,259	\$27,647,324	\$28,427,739	\$30,114,878	45.1%
Bay Area	\$82,866,947	\$90,695,081	\$106,063,691	\$96,914,119	\$88,429,153	\$87,905,723	6.1%
California	\$358,858,378	\$394,736,245	\$441,854,412	\$441,517,560	\$440,950,094	\$460,096,468	28.2%

Sacramento Regional Research Institute, December 2005

Data Source: State of California Board of Equalization, Table 2 Taxable Sales by County

It is projected (Figure 47) that Placer County will continue to lead in growth of taxable sales with a change of almost 143 percent from 2003 to 2015 with total taxable sales of \$14.5 billion in 2015. The Sacramento Region, the Bay Area, and California will each about double in total taxable sales revenue during this time period.

FIGURE 47
PROJECTED TAXABLE SALES (IN THOUSANDS)

Area	2003	2010	2015	% Change 2003-2010	% Change 2003-2015
Placer County	\$5,973,818	\$10,800,000	\$14,500,000	80.8%	142.7%
Sacramento Region	\$30,114,878	\$47,000,000	\$61,900,000	56.1%	105.5%
Bay Area	\$87,905,723	\$139,300,000	\$179,100,000	58.5%	103.7%
California	\$460,096,468	\$703,000,000	\$901,000,000	52.8%	95.8%

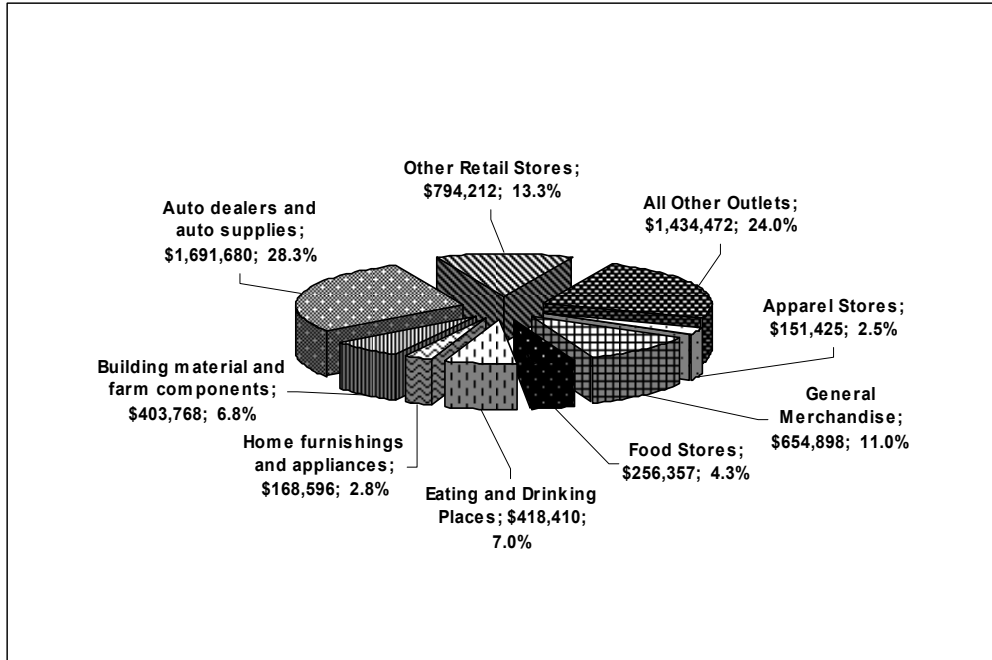
Sacramento Regional Research Institute, December 2005

Data Sources: State of California Board of Equalization, Table 2 Taxable Sales by County
Department of Transportation Economic Forecasts

BUSINESS CLIMATE

Figure 48 shows that the majority of taxable sales revenue in Placer County is obtained from auto dealers & auto supply businesses, contributing almost \$1.7 billion in taxable sales revenue (about 28 percent of the total), followed by businesses classified as ‘all other outlets’ with \$1.4 billion (24 percent of all taxable sales) and ‘other retail stores’ with almost \$800 million in taxable sales (approximately 13 percent of total).

FIGURE 48
COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2003
(IN THOUSANDS)



Sacramento Regional Research Institute, December 2005
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 (Figure 49). From 1999 to 2003, apparel stores; home furnishings & appliances; and building material & farm components businesses in Placer County have increased their taxable sales by almost 211 percent, over 106 percent, and 83 percent, respectively. There was not one business type in any of the comparative areas that posted such high increases. Building material and farm components businesses have had the highest increases in taxable sales in all of the comparative areas (ranging from 23 percent to over 65 percent increases from 1999 to 2003).

FIGURE 49
TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)

<i>Business Type</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>% Change 1999-2003</i>
Placer County						
Apparel Stores	\$48,763	\$86,874	\$130,639	\$140,273	\$151,425	210.5%
General Merchandise	\$349,841	\$461,057	\$546,461	\$604,767	\$654,898	87.2%
Food Stores	\$191,754	\$215,609	\$227,640	\$246,260	\$256,357	33.7%
Eating and Drinking Places	\$276,270	\$321,954	\$360,756	\$389,389	\$418,410	51.4%
Home furnishings and appliances	\$81,724	\$105,599	\$130,254	\$151,768	\$168,596	106.3%
Building material and farm components	\$220,532	\$253,900	\$301,831	\$357,094	\$403,768	83.1%
Auto dealers and auto supplies	\$1,139,255	\$1,327,042	\$1,418,317	\$1,521,879	\$1,691,680	48.5%
Other Retail Stores	\$499,341	\$612,312	\$677,338	\$749,774	\$794,212	59.1%
All Other Outlets	\$1,240,050	\$1,357,220	\$1,408,693	\$1,388,677	\$1,434,472	15.7%
Total Taxable Sales	\$4,047,530	\$4,741,567	\$5,201,929	\$5,549,881	\$5,973,818	47.6%
Sacramento Region						
Apparel Stores	\$476,035	\$558,337	\$628,236	\$687,300	\$737,717	55.0%
General Merchandise	\$2,617,137	\$2,863,419	\$3,000,990	\$3,106,310	\$3,287,336	25.6%
Food Stores	\$1,195,485	\$1,326,097	\$1,382,137	\$1,388,057	\$1,438,857	20.4%
Eating and Drinking Places	\$1,690,108	\$1,842,491	\$1,977,509	\$2,092,368	\$2,206,565	30.6%
Home furnishings and appliances	\$685,589	\$771,052	\$818,505	\$881,275	\$924,320	34.8%
Building material and farm components	\$1,361,289	\$1,538,484	\$1,765,679	\$1,987,162	\$2,249,878	65.3%
Auto dealers and auto supplies	\$4,595,336	\$5,394,983	\$5,812,472	\$5,986,576	\$6,407,290	39.4%
Other Retail Stores	\$3,038,491	\$3,402,241	\$3,455,577	\$3,573,769	\$3,761,136	23.8%
All Other Outlets	\$7,888,909	\$8,791,155	\$8,806,219	\$8,724,922	\$9,101,779	15.4%
Total Taxable Sales	\$23,548,379	\$26,488,259	\$27,647,324	\$28,427,739	\$30,114,878	27.9%
Bay Area						
Apparel Stores	\$2,632,223	\$2,982,963	\$2,947,424	\$2,930,774	\$3,045,295	15.7%
General Merchandise	\$8,664,484	\$9,332,911	\$9,159,888	\$8,877,808	\$8,962,686	3.4%
Food Stores	\$2,931,832	\$3,159,984	\$3,250,137	\$3,185,785	\$3,176,076	8.3%
Eating and Drinking Places	\$7,084,226	\$7,939,200	\$7,890,243	\$7,752,263	\$7,840,590	10.7%
Home furnishings and appliances	\$3,108,658	\$3,731,906	\$3,356,895	\$3,150,638	\$3,193,522	2.7%
Building material and farm components	\$4,061,216	\$4,671,009	\$4,828,201	\$4,872,549	\$4,996,657	23.0%
Auto dealers and auto supplies	\$13,689,852	\$16,689,615	\$15,976,705	\$15,012,114	\$15,137,537	10.6%
Other Retail Stores	\$12,321,713	\$14,372,217	\$12,562,142	\$11,572,012	\$11,417,676	-7.3%
All Other Outlets	\$36,258,192	\$43,183,886	\$36,942,484	\$31,075,210	\$30,135,684	-16.9%
Total Taxable Sales	\$90,752,396	\$106,063,691	\$96,914,119	\$88,429,153	\$87,905,723	-3.1%
California						
Apparel Stores	\$11,458,278	\$12,847,372	\$13,388,444	\$14,029,200	\$15,179,710	32.5%
General Merchandise	\$42,547,887	\$45,829,364	\$47,191,016	\$48,486,891	\$50,550,818	18.8%
Food Stores	\$17,177,888	\$18,374,398	\$18,823,587	\$18,951,412	\$19,407,823	13.0%
Eating and Drinking Places	\$32,456,606	\$35,461,731	\$36,849,193	\$38,079,830	\$40,049,699	23.4%
Home furnishings and appliances	\$11,976,832	\$13,592,904	\$13,332,175	\$13,983,287	\$15,104,217	26.1%
Building material and farm components	\$19,924,798	\$22,488,577	\$24,208,900	\$25,816,009	\$28,200,869	41.5%
Auto dealers and auto supplies	\$69,377,586	\$81,937,244	\$85,400,884	\$87,749,497	\$94,766,776	36.6%
Other Retail Stores	\$50,669,511	\$56,536,107	\$54,762,322	\$54,516,180	\$56,957,142	12.4%
All Other Outlets	\$139,146,859	\$154,786,715	\$147,561,039	\$139,337,788	\$139,879,414	0.5%
Total Taxable Sales	\$394,736,245	\$441,854,412	\$441,517,560	\$440,950,094	\$460,096,468	16.6%

Sacramento Regional Research Institute, December 2005

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 50.

FIGURE 50
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	\$1,577,511	\$1,855,935
Five Star Bank	Rocklin	\$197,774	\$225,000
Auburn Community Bank	Auburn	\$92,067	\$133,086
Granite Community Bank, N.A.	Granite Bay	\$91,011	\$105,478

Sacramento Regional Research Institute, December 2005

Data Source: Federal Deposit Insurance Corporation, Financial Data as of September 2005

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 51, Bank of America, Wells Fargo Bank, and Placer Sierra Bank rank as the largest banks, by market share, in Placer County.

FIGURE 51
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	\$1,047,207	20.5%
2	Wells Fargo Bank	\$810,117	15.8%
3	Placer Sierra Bank	\$509,823	10.0%
4	World Savings Bank	\$500,604	9.8%
5	Washington Mutual Bank	\$381,733	7.5%
6	U.S. Bank	\$310,787	6.1%
7	Umpqua Bank	\$202,532	4.0%
8	First Bank	\$125,046	2.5%
9	Bank of the West	\$122,785	2.4%
10	Western Sierra National Bank	\$113,046	2.2%

Sacramento Regional Research Institute, December 2005

Data Source: Federal Deposit Insurance Corporation (FDIC), Financial Data as of June 2005

Workforce Development and Training Programs

Placer County offers a wide range of workforce development services, organizations, and programs ranging from 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 is comprised of a team of dedicated and enthusiastic individuals working towards a common goal: the success of others.

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.

CalWORKs Welfare to Work Program (WtW)

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 WtW 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 California Employment Development Department's (EDD) 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 (CACT)

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 (ETP)

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 (R.O.P) Internships

49er 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 Division (ODD)

The Board of Supervisors and County Executive Officer invest resources to assure county employees are well-trained. The ODD, 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, at a reasonable cost, 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
- Economic Development Block Grant
- Small Business Financing Assistance
- Pollution Control Financing
- Industrial Bond Financing
- Recycle Market Development Zone
- Business Improvement Program Low-Interest Loan

Sierra Economic Development District (SEDD)

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 (SBDC)

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. The center 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 (PIC)

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 Economic Development, the Recycling Market Development Zone, and various private-sector organizations.

The Federal Technology Center (FTC)

The FTC is a nonprofit 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 (SARTA) and the McClellan Technology Incubator (MTI)

SARTA is a technology-focused corporation that supports entrepreneurial programs, companies, and technology investment throughout Placer County and the Sacramento Region. SARTA and 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 (EAC's) are formed in local areas to develop stronger partnerships between the California Employment Development Department (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, and Lincoln, and their surrounding areas.

Labor Market Information (LMI)

This One-Stop Career Center resource assists businesses in obtaining information of 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 (WOTC)

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. The eligibility requirements include: availability to manufacturers only; project costs between \$250,000 and \$10 million; the project must create new jobs; and it must have support from the local city or county.

California Recycling Business Assistance Team (R-Team)

The 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 almost 5,000 residential permits issued in the County in 2004.

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 52, Placer County’s non-residential construction valuation increased almost 240 percent from 1994 to 2004 – an increase far greater than any of the comparative areas. Since 1999, Placer County’s valuation has fluctuated between about \$220 million to \$279 million to the highest level in 2004 of almost \$332 million.

FIGURE 52
NON-RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS OF DOLLARS)

<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 1999-2004</i>	<i>% Change 1994-2004</i>
Placer County	\$98,067	\$278,830	\$234,874	\$219,716	\$255,053	\$256,299	\$331,684	19.0%	238.2%
Sacramento Region	\$532,849	\$1,087,217	\$1,010,417	\$1,075,557	\$997,655	\$1,123,118	\$1,254,885	15.4%	135.5%
Bay Area	\$1,920,293	\$4,487,039	\$6,723,246	\$5,241,585	\$3,818,911	\$2,704,188	\$2,973,625	-33.7%	54.9%
California	\$7,889,629	\$16,582,292	\$18,624,958	\$16,753,287	\$14,529,112	\$13,914,939	\$15,655,653	-5.6%	98.4%

Sacramento Regional Research Institute, December 2005
 Data Source: RAND California, New County Construction

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 53 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 53 provides a guide to the typical cost of land zoned for office, retail, and industrial land uses in Placer County.

**FIGURE 53
LAND COSTS IN PLACER COUNTY**

<i>Land Use</i>	<i>Cost per Square Foot Range</i>	
	<i>2004</i>	<i>2005*</i>
Office	\$4.70 - \$25.57	\$6.30 - \$17.44
Retail	\$5.26 - \$24.68	\$3.56 - \$20.63
Industrial	\$2.91 - \$13.12	\$8.47

Sacramento Regional Research Institute, December 2005
 Data Source: Grubb & Ellis, Quick Comp Reports 2004 and 2005
 *YTD as of November 2005.

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 excellent infrastructure.

Figure 54 shows annual net absorption (net change in occupied space) and estimated maximum construction of office space in Placer County from 1999 through 2004. Over this five-year period, net absorption was at its highest in 1999 with over 625,000 square feet – also when construction was at its highest with over 1.1 million square feet. Since then, the level of construction has remained very strong, at about 649,000 square feet in 2004; net absorption has fluctuated, but remained at high positive levels, over 227,000 square feet in 2004 – both signs of a healthy real estate market.

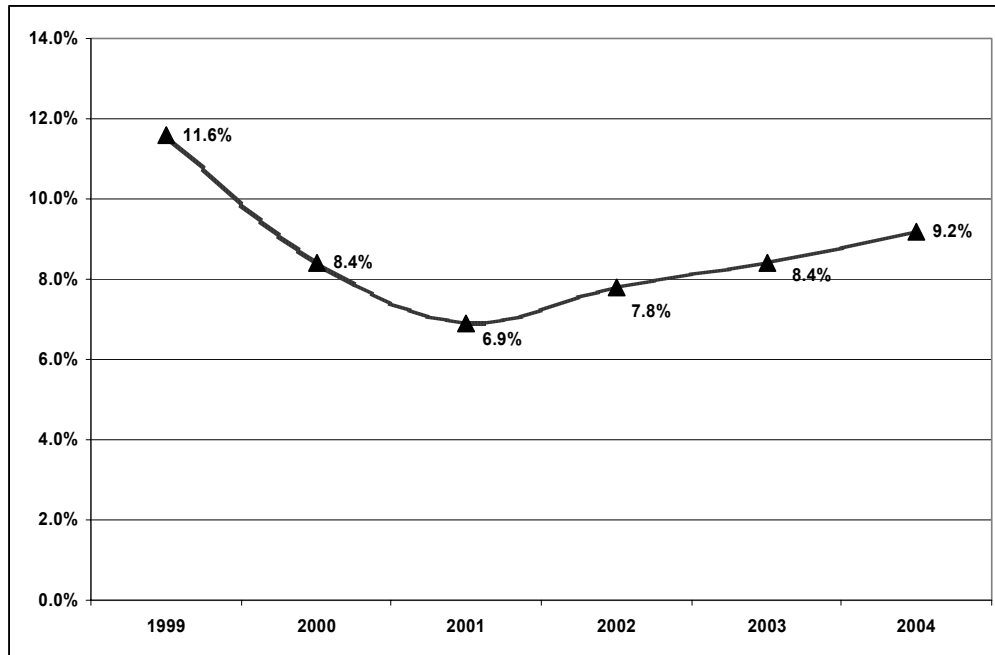
FIGURE 54
ANNUAL NET ABSORPTION AND CONSTRUCTION OF PLACER COUNTY OFFICE MARKET (IN SQUARE FEET)

Topic	1999	2000	2001	2002	2003	2004
Total Net Absorption	625,061	609,217	339,548	381,016	598,288	227,168
Construction	1,124,030	840,876	535,764	796,751	556,133	649,165

Sacramento Regional Research Institute, December 2005
 Data Sources: COSTAR and Colliers International
 Notes: Data represents combined totals for Roseville/Rocklin & Auburn/Lincoln submarkets.
 Construction figures represent estimated maximum.

As shown in Figure 55, Placer County’s office market vacancy rates were at a five-year low in 2001 at almost 7 percent and have increased approximately 1 percentage point each year since. However, the 2004 vacancy rate of just over 9 percent is rather low considering the significant level of construction and growth of available square footage of office space. In comparison, as reported in the *2005 Colliers International U.S. Real Estate Review*, average Bay Area vacancy rates (downtown and suburban office market) for 2004 are as follows: Oakland – 17 percent; San Mateo – 26 percent; and San Jose – 18 percent. The total Sacramento market had an average vacancy rate of 14 percent in the year 2004.

FIGURE 55
AVERAGE ANNUAL VACANCY RATES FOR THE PLACER COUNTY OFFICE MARKET FROM 1999 TO 2004



Sacramento Regional Research Institute, December 2005
 Data Sources: COSTAR and Colliers International
 Note: Data represents combined totals for Roseville/Rocklin & Auburn/Lincoln submarkets.

Figure 56 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 2005. The Roseville/Rocklin submarket had average lease rates ranging from \$1.82 to \$2.13 for Class B to Class A office space. In comparison to the major submarkets represented in Figure 56, these are roughly the average rates for the total Sacramento market and slightly below average for the Bay Area submarkets (with the exception of the San Francisco market).

FIGURE 56
AVERAGE OFFICE LEASE RATES OF
SELECT SUBMARKETS, 3rd QUARTER
2005

Area	Class A	Class B
Placer County		
Roseville/Rocklin	\$2.13	\$1.82
Other Sacramento Region Submarkets		
Downtown	\$2.64	\$1.86
Folsom/El Dorado Hills	\$1.99	\$1.80
Laguna/Elk Grove	\$2.50	\$2.32
South Sacramento	-	\$1.68
West Sacramento	\$1.55	\$1.49
Bay Area Submarkets		
San Francisco*	\$32.60	\$23.01
San Mateo	\$2.00	\$1.85
Redwood City	\$1.90	\$1.83
San Jose (Downtown)	\$2.80	\$1.70
Sunnyvale	\$2.46	\$1.91
Mountain View	\$2.19	\$2.08
Concord	\$2.03	\$1.65
Walnut Creek CBD	\$2.83	\$2.20
Pleasanton	\$1.98	\$1.80

Sacramento Regional Research Institute, December 2005

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

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

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

Industrial Market

Placer County's industrial market has grown in the amount of space that has been constructed over the past several years. Figure 57 displays annual net absorption and estimated maximum construction of the industrial market in Placer County from 1999 to 2004. Over this five-year period, with the exception of 2003, net absorption has remained positive and has reached the highest level in 2004 with over 633,000 square feet. Construction from 1999 to 2001 was at impressive levels with over one million square feet each year.

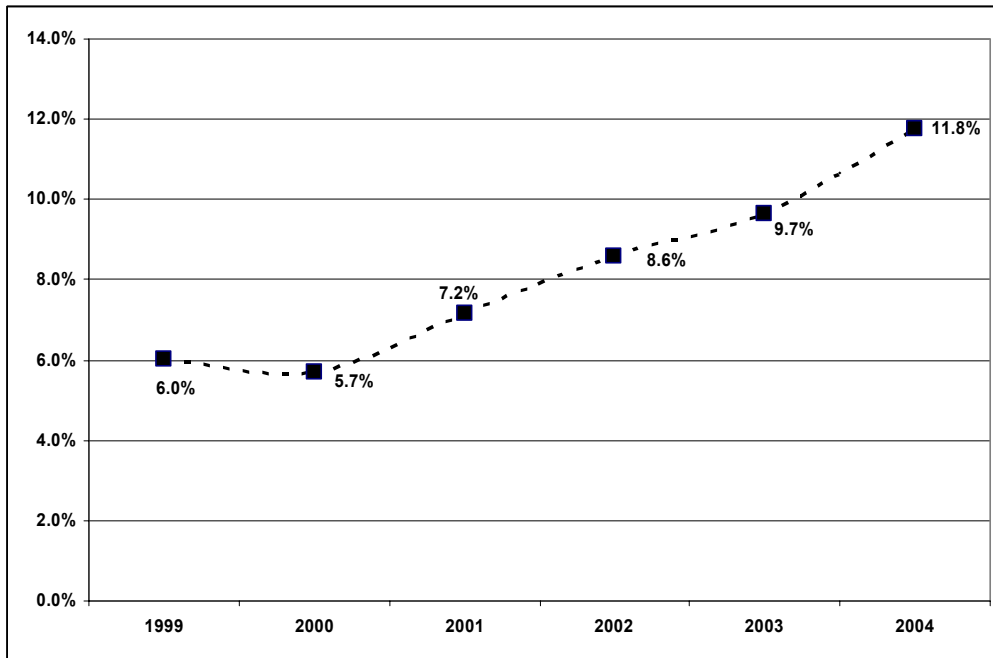
FIGURE 57
ANNUAL NET ABSORPTION AND CONSTRUCTION OF PLACER COUNTY INDUSTRIAL MARKET (IN SQUARE FEET)

Topic	1999	2000	2001	2002	2003	2004
Total Net Absorption	603,104	283,239	282,442	88,331	-955,886	633,169
Construction	1,056,226	1,198,850	1,082,400	185,676	165,899	167,507

Sacramento Regional Research Institute, December 2005
 Data Sources: COSTAR and Colliers International
 Notes: Data represents combined totals for Roseville/Rocklin & Auburn/Lincoln submarkets.
 Construction figures represent estimated maximum.

At almost 6 percent, industrial vacancy rates for Placer County were at a five-year low in 2000 and have been increasing between 1 to 2 percentage points each year to the current rate of about 12 percent (see Figure 58). In comparison to other areas in 2004, as reported in the *2005 Colliers International U.S. Real Estate Review*, average Bay Area industrial vacancy rates are as follows: Oakland – 8 percent; San Mateo – 8.3 percent; and San Jose – 16.4 percent. The total Sacramento market had an average industrial vacancy rate of almost 14 percent in the year 2004.

FIGURE 58
AVERAGE ANNUAL VACANCY RATES FOR THE PLACER COUNTY INDUSTRIAL MARKET



Sacramento Regional Research Institute, December 2005
 Data Sources: COSTAR and Colliers International
 Note: Data represents combined totals for Roseville/Rocklin & Auburn/Lincoln submarkets.

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 2005 are shown in Figure 59. The average wholesale/distribution lease rate for the Roseville/Rocklin/Lincoln submarket was \$0.37 – around average for the major submarkets shown in the table. The average R&D/Flex lease rate in the Placer County submarket was \$0.98 – above most of the selected submarkets.

FIGURE 59
AVERAGE INDUSTRIAL LEASE RATES OF
SELECT SUBMARKETS, 3rd QUARTER
2005

Area	Wholesale/ Distribution	R&D/ Flex
Placer County		
Roseville/Rocklin/Lincoln	\$0.37	\$0.98
Other Sacramento Region Submarkets		
Downtown	\$0.29	\$0.56
Folsom/EI Dorado Hills	\$0.60	\$1.20
Highway 50/Sunrise	\$0.40	\$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		
North San Jose - West of 880	\$0.45	\$0.83
Santa Clara	\$0.46	\$0.88
Sunnyvale	\$0.40	\$0.88
Fremont	\$0.39	\$0.70
Oakland/Alameda*	\$0.33	\$0.90
San Leandro/San Lorenzo*	\$0.35	\$0.85
Hayward/Union City*	\$0.35	\$0.79

Sacramento Regional Research Institute, December 2005

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

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

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

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 60 shows some of the major existing industrial parks (sized over 100,000 square feet) with a brief description of the types of industry and size of the park.

FIGURE 60
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	Unincorporated	1,000,000	Industrial, Distribution, Warehouse
Sierra Business Center	Roseville	806,668	Industrial, Office
10000 Alantown Drive	Roseville	769,698	Industrial, Distribution, Warehouse
Gary Douppnik 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	Unincorporated	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
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
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 2005

Data Sources: Ace Hardware; CB Richard Ellis; Cemo Commercial; 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 61 compares average asking rates, vacancy rates, net absorption, leasable square feet, and space under construction in two main submarkets of Placer County, Roseville/Rocklin and Auburn/Loomis. With 5.4 million square feet available for lease and another 1.4 million square feet under construction, the Roseville/Rocklin submarket boasts a significant retail market. Average asking rents for the submarkets in Placer County range from \$1.72 to \$2.75.

FIGURE 61
PLACER COUNTY RETAIL MARKET OVERVIEW, 3rd
QUARTER 2005

Area	Average Asking Rate	Vacancy Rate	Year-to-Date Net Absorption*	Leasable Square Feet*	Under Construction*
Roseville/Rocklin	\$2.75	3.1%	55,342	5,418,915	1,379,790
Auburn/Loomis	\$1.72	1.8%	104,393	1,142,989	52,400

Sacramento Regional Research Institute, December 2005

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report Third Quarter 2005*

*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 (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.

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 included under this section include residential construction valuation, residential permits, annual home transactions, and median home prices.

Residential Construction Valuation

As shown in Figure 62, Placer County’s residential construction valuation has exceeded \$1.2 billion in 2004. From 1994 to 2004, valuation increased almost 200 percent in Placer County, approximately the same as California’s growth rate, lower than the Sacramento Region’s increase of over 280 percent, but higher than the Bay Area’s increase of almost 130 percent. Since 1994, Placer County’s residential construction valuation has fluctuated between about \$410 million to \$1.3 billion (in 2002).

**FIGURE 62
RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS OF DOLLARS)**

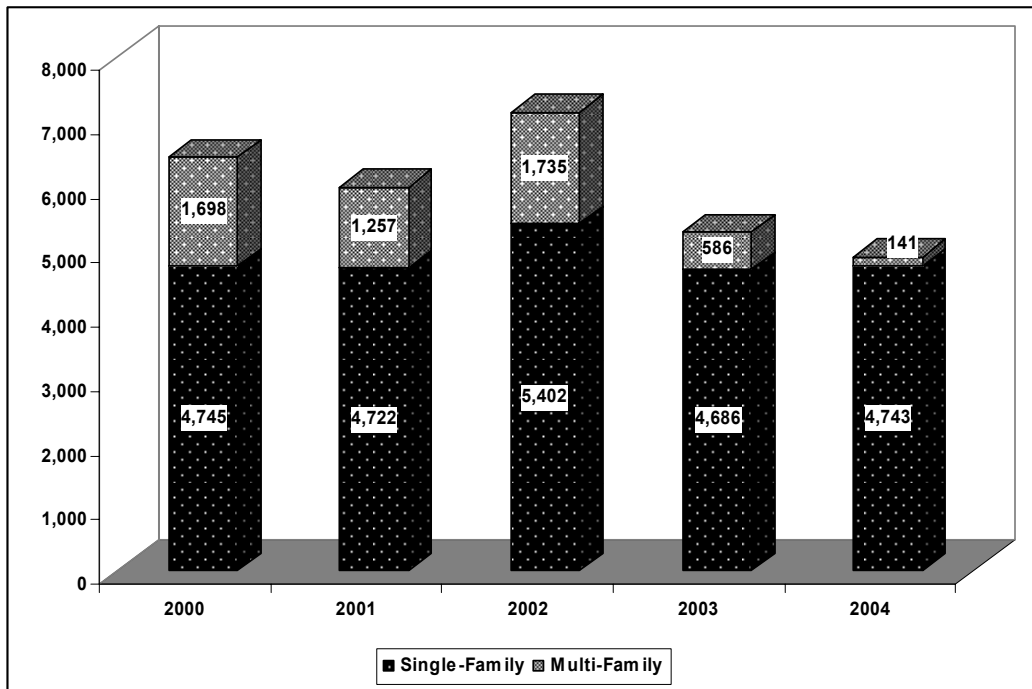
Area	1994	1999	2000	2001	2002	2003	2004	% Change 1999-2004	% Change 1994-2004
Placer County	\$409,584	\$814,929	\$1,094,959	\$1,087,256	\$1,310,681	\$1,135,608	\$1,213,402	48.9%	196.3%
Sacramento Region	\$1,386,952	\$2,605,122	\$3,003,281	\$3,492,081	\$4,501,782	\$4,729,734	\$5,296,794	103.3%	281.9%
Bay Area	\$2,692,493	\$5,040,228	\$5,354,206	\$4,532,582	\$5,029,343	\$5,929,618	\$6,138,189	21.8%	128.0%
California	\$14,851,905	\$25,783,277	\$28,141,706	\$28,804,376	\$33,305,051	\$38,967,668	\$44,412,745	72.3%	199.0%

Sacramento Regional Research Institute, December 2005
Data Source: RAND California, New County Construction

Residential Permits

Residential permit data illustrates the future supply of housing units in the short-term within a particular area. Total residential permits in Placer County from 2000 to 2004 ranged from just under 5,000 to over 7,000 (shown in Figure 63). There were a high number of permits for multi-family properties from 2000 to 2002 to meet the housing demand due to the County’s great population increases, but have decreased in the past two years. 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), but multi-family permits have decreased substantially, accounting for only 11 percent and 3 percent of total permits in 2003 and 2004.

FIGURE 63
SINGLE- AND MULTI-FAMILY RESIDENTIAL PERMITS IN PLACER COUNTY



Sacramento Regional Research Institute, December 2005
Data Source: U.S. Census Bureau, Permits by County or Place

Home Transactions

As shown in Figure 64, in 2004, almost 9,900 single-family and condominium homes were sold in Placer County, a slight decline of 0.4 percent from the previous year. Of the four incorporated cities tracked in Placer County, Roseville had the highest number of transactions (almost 3,700 in 2004), but had one of the highest decreases in transactions from the previous year (close to -5 percent); Rocklin had the highest decrease with over -5 percent. With the smallest number of transactions (over 800 in 2004), Auburn had the highest increase, over 14 percent, since the prior year. In comparison to the other counties in the Sacramento Region and the Bay Area, Placer County was the only one with a decline of transactions from the previous year.

FIGURE 64
ANNUAL NEW AND RESALE HOME
TRANSACTIONS (SINGLE-FAMILY
AND CONDOMINIUMS)

Area	2003	2004	% Change 2003-2004
Placer County	9,938	9,899	-0.4%
Auburn	713	816	14.4%
Lincoln	2,031	2,151	5.9%
Rocklin	1,730	1,640	-5.2%
Roseville	3,868	3,681	-4.8%
Sacramento Region			
El Dorado County	3,009	3,967	31.8%
Placer County	9,938	9,899	-0.4%
Sacramento County	34,182	37,171	8.7%
Yolo County	2,611	3,002	15.0%
Bay Area			
Alameda County	23,600	25,386	7.6%
Contra Costa County	22,139	23,852	7.7%
Marin County	4,517	4,782	5.9%
San Benito County	960	1,209	25.9%
San Francisco County	7,003	7,671	9.5%
San Mateo County	9,633	10,351	7.5%
Santa Clara County	27,255	31,071	14.0%
California	601,770	624,740	3.8%

Sacramento Regional Research Institute, December 2005
 Data Source: Dataquick Information Systems
 Notes: California data reflects existing single-family home sales only.
 Previous years' data not used due to varying methodology from current data.
 Sutter and Yuba County data not available.

Median Home Prices

Figure 65 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. In September 2005, Placer's median home price was \$515,000. Of the County's incorporated cities, Auburn had the lowest median price of \$454,000; Lincoln had the highest median price, \$525,000. Placer County's change in median home prices from 1995 to 2005 is higher than most of the counties within the Bay Area, the second-lowest from the counties recorded within the Sacramento Region, and lower than California's change during this time period.

FIGURE 65
MEDIAN HOME PRICES

Area	1995	2000	2001	2002	2003	2004	2005	% Change 2000-2005	% Change 1995-2005
Placer County	\$165,500	\$225,000	\$253,000	\$281,000	\$335,000	\$412,500	\$515,000	128.9%	211.2%
Auburn	\$156,000	\$208,000	\$250,000	\$269,250	\$281,500	\$420,000	\$454,000	118.3%	191.0%
Lincoln	\$128,500	\$153,000	\$197,000	\$247,500	\$315,000	\$378,500	\$525,000	243.1%	308.6%
Rocklin	\$179,750	\$228,000	\$237,500	\$280,000	\$329,000	\$413,750	\$505,000	121.5%	180.9%
Roseville	\$162,000	\$209,500	\$251,000	\$256,250	\$335,000	\$418,500	\$487,500	132.7%	200.9%
Sacramento Region									
El Dorado County	\$141,250	\$195,750	\$229,000	\$255,000	\$321,250	\$408,250	\$488,000	149.3%	245.5%
Placer County	\$165,500	\$225,000	\$253,000	\$281,000	\$335,000	\$412,500	\$515,000	128.9%	211.2%
Sacramento County	\$120,500	\$153,500	\$172,000	\$217,750	\$260,000	\$321,500	\$371,000	141.7%	207.9%
Yolo County	\$140,000	\$164,500	-	\$235,000	\$295,000	\$372,250	\$480,000	191.8%	242.9%
Bay Area									
Alameda County	\$191,750	\$364,000	\$350,000	\$419,000	\$416,000	\$484,000	\$587,000	61.3%	206.1%
Contra Costa County	\$190,500	\$253,500	\$302,000	\$339,500	\$388,000	\$450,000	\$557,000	119.7%	192.4%
Marin County	\$311,000	\$522,500	\$519,500	\$579,000	\$608,000	\$675,000	\$815,000	56.0%	162.1%
San Benito County	\$159,250	\$309,000	-	\$342,000	\$385,000	\$505,000	\$592,500	91.7%	272.1%
San Francisco County	\$253,000	\$470,000	\$507,500	\$530,000	\$570,000	\$672,000	\$735,000	56.4%	190.5%
San Mateo County	\$283,500	\$479,000	\$520,500	-	\$555,500	\$650,000	\$755,000	57.6%	166.3%
Santa Clara County	\$234,500	\$439,500	\$448,000	\$437,250	\$479,000	\$549,000	\$660,000	50.2%	181.4%
California	\$164,100	\$246,530	\$275,620	\$322,450	\$384,690	\$463,630	\$543,980	120.7%	231.5%

Sacramento Regional Research Institute, December 2005

Data Sources: California Association of Realtors; DataQuick Information Systems; RAND California

Notes: 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.

Prices reflect those in September of year specified.



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 covers Placer County and Sacramento Region transportation aspects, 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

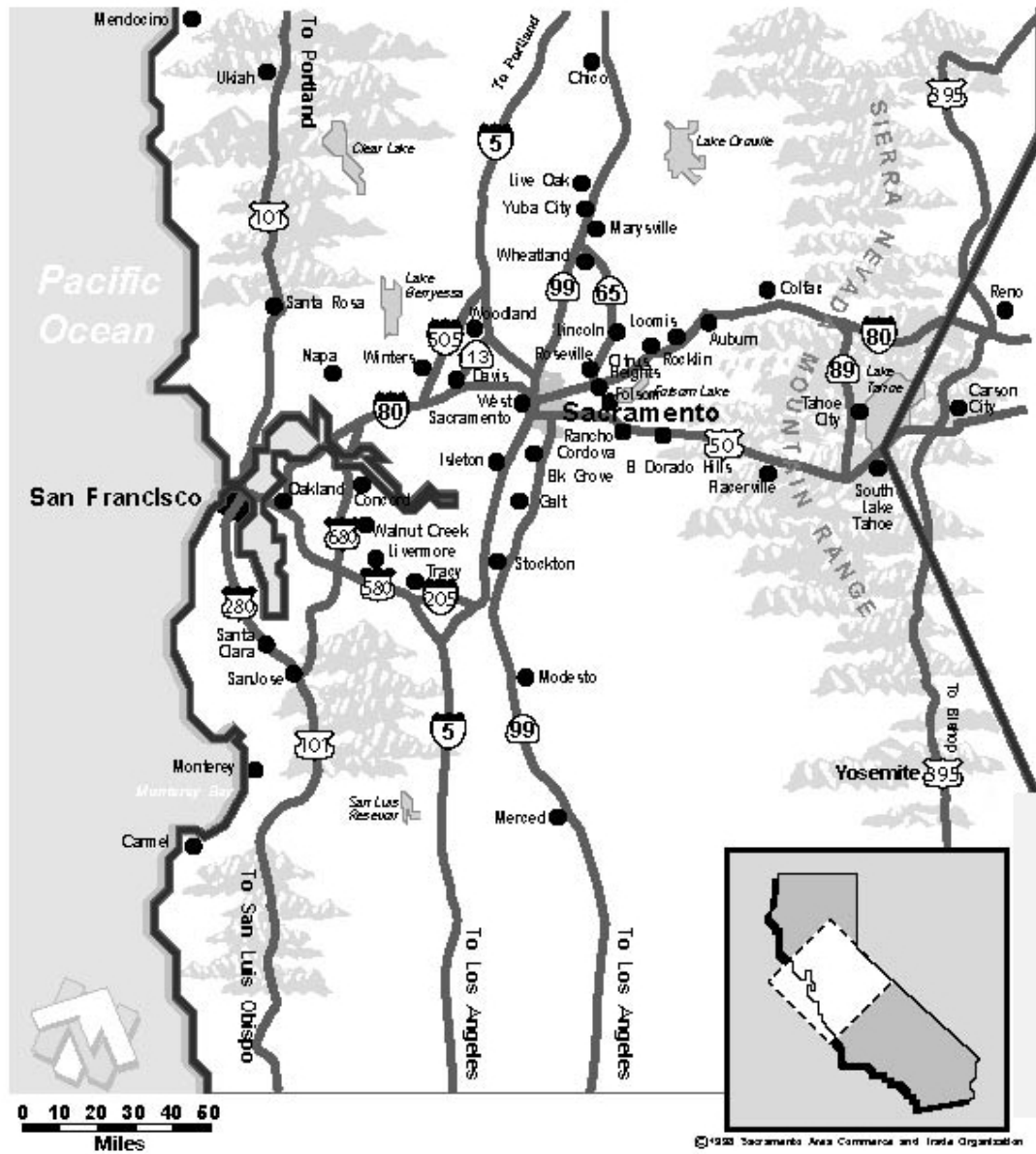
Four major highways allow one-day freight delivery throughout California and parts of the West Coast, making Placer County an excellent location for warehouse and distribution facilities. Similarly, the Port of Sacramento provides access for deep-draft ships. The Sacramento Region transportation advantages 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 66 provides a view of the major transportation infrastructure in the Sacramento Region and beyond.

INFRASTRUCTURE

FIGURE 66
TRANSPORTATION MAP

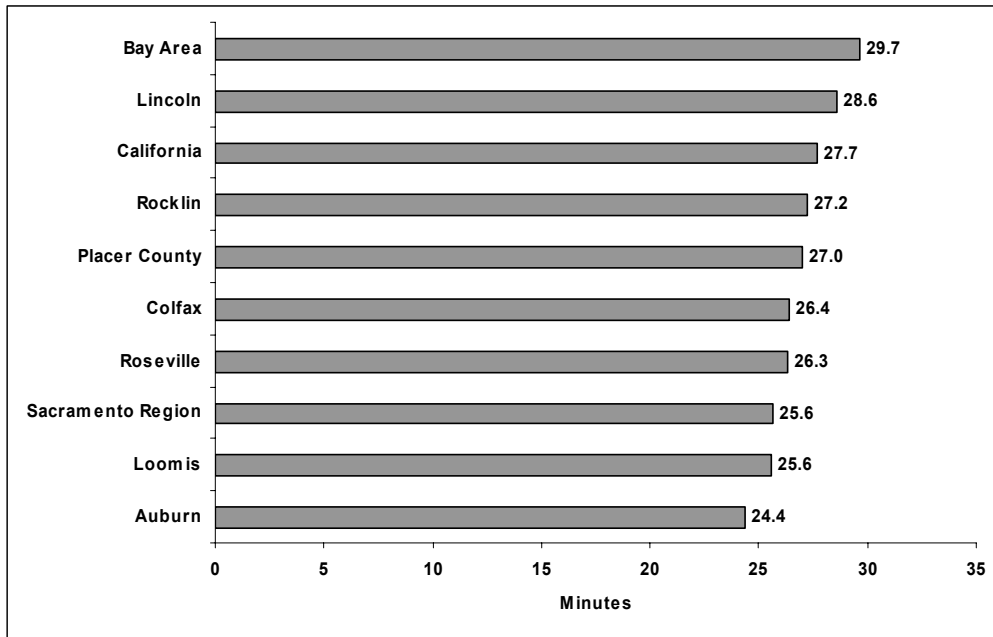


Sacramento Regional Research Institute, December 2005
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map

Commute Times

As shown in Figure 67, 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 67
MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 AND ABOVE IN 2000



Sacramento Regional Research Institute, December 2005
 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, 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 68 shows a selection of the many outgoing flights from Sacramento International Airport.

INFRASTRUCTURE

FIGURE 68
SELECTED 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		146	Mexico City, Mexico		85
Amsterdam, Netherlands		52	Miami, FL		91
Anchorage, AK		42	Milwaukee, WI		82
Atlanta, GA	21	197	Minneapolis/ St. Paul, MN		147
Austin, TX		167	Montgomery, AL		20
Bakersfield, CA		14	Moscow, Russia		4
Baltimore, MD		265	Mumbai, India		7
Baton Rouge, LA		40	Munich, Germany		35
Buenos Aires, BA, Argentina		14	New Orleans, LA		46
Billings, MT		28	New York, NY (J.F. Kennedy)	7	56
Birmingham, AL		80	Norfolk, VA		105
Bismarck, ND		21	Oklahoma City, OK		62
Boise, ID	13	28	Omaha, NE		137
Boston, MA		230	Ontario, CA	77	15
Buffalo, NY		64	Orange County, CA	48	35
Burbank, CA	64	26	Orlando, FL		247
Butte, MT		13	Paris, France (De Gaulle)		49
Charleston, WV		40	Philadelphia, PA		205
Chicago (O'Hare)	35	159	Phoenix, AZ	88	302
Cincinnati, OH		94	Pittsburg, PA		135
Colorado Springs, CO		116	Portland, OR		103
Corpus Christi, TX		41	Providence, RI		96
Dallas/ Ft. Worth, TX	35	123	Raleigh/ Durham, NC		161
Denver, CO	56	124	Rapid City, SD		63
Detroit, MI		119	Richmond, VA		86
Duluth, MN / Superior, WI		7	Rome, Italy		7
Fargo, ND		25	St. Louis, MO		196
Fort Lauderdale, FL		92	Salt Lake City, UT	35	48
Frankfurt, Germany		70	San Antonio, TX		176
Grand Rapids, MI		61	San Diego, CA	93	109
Gulfport/Biloxi, MS		21	San Francisco, CA	55	
Helena, MT		27	San Juan, Puerto Rico		38
Ho Chi Minh City, Viet Nam		7	Savannah, GA		64
Hong Kong		10	Seattle, WA	69	89
Honolulu, HI	7	29	Shreveport, LA		47
Houston, TX (Intercontinental)	21	71	Singapore		7
Indianapolis, IN		165	Sioux Falls, SD		54
Jackson, WY		14	Spokane, WA		75
Jacksonville, FL		92	Springfield, IL		7
Juneau, AK		14	Sydney, NS, Australia		20
Kansas City, MO	7	213	Taipei, Taiwan		14
Kauai Island, HI		15	Tampa, FL		157
Knoxville, TN		61	Tokyo, Japan		15
Las Vegas, NV	69	81	Tucson, AZ		114
Little Rock, AR		94	Tulsa, OK		148
London, England (Heathrow)		90	Vancouver, BC, Canada		77
Los Angeles, CA	101	44	Washington DC (Dulles)	14	124
Louisville, KY		95	Washington DC (National)		88
Memphis, TN		123	Wichita, KS		84

Sacramento Regional Research Institute, December 2005
 Data Source: Sacramento International Airport Flight Schedule, October 2005

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 77 years. The Airport, located in Reno, Nevada and 51 miles from Tahoe City, has about 90 daily departures and provides nonstop service to 20 destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska/Horizon, Aloha, America West, American, Continental, Delta, Frontier, Northwest, Scenic, Southwest, and United/Ted.

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 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 30 businesses located on-site.

Figure 69 shows that Sacramento International Airport posted healthy growth in passenger traffic from 1999 to 2004 with an almost 27 percent increase, servicing close to 9.6 million passengers in 2004, 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 at a similar rate to the 2004 level of almost 129 million pounds. Additionally, almost 20 million pounds of air mail were processed through the airport in 2004. Reno/Tahoe International Airport had over 5 million passengers go through their airport in 2004, a decrease of almost 17 percent since 1999, however pounds of air freight increased approximately 30 percent during this time to a total of over 106 million in 2004. Mather Airport processed about 127 million pounds in air freight in 2004 and Sacramento Executive Airport had almost 129,000 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 almost 164,000, 145,000, and 81,000 respective operations in 2004.

INFRASTRUCTURE

FIGURE 69
AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS

<i>Airport</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>% Change 1999-2004</i>
Sacramento International Airport							
Passengers	7,554,892	7,935,046	8,036,942	8,510,924	8,778,163	9,580,722	26.8%
Air Mail (in pounds)	31,588,376	33,868,325	27,608,806	22,636,689	24,062,757	19,764,879	-37.4%
Air Freight (in pounds)	102,131,390	101,676,554	105,129,404	133,134,658	133,004,390	128,971,692	26.3%
Air Operations	155,528	149,969	151,642	158,202	159,221	164,211	5.6%
Reno/Tahoe International Airport							
Passengers	6,104,086	5,624,535	4,932,648	4,510,992	4,586,027	5,093,914	-16.5%
Air Freight (in pounds)	81,558,522	94,556,149	100,523,574	106,377,207	103,937,116	106,120,479	30.1%
Air Operations	152,103	149,873	139,660	145,036	139,109	145,443	-4.4%
Mather Airport							
Air Mail (in pounds)*	56,854,375	219,705,701	111,775,225	-	-	-	-
Air Freight (in pounds)	156,559,629	149,625,981	132,307,751	123,610,668	120,249,435	127,316,112	-18.7%
Air Operations	-	36,221	83,567	85,029	70,709	80,591	-
Sacramento Executive Airport							
Air Operations	117,355	116,651	122,841	108,885	134,234	128,651	9.6%

Sacramento Regional Research Institute, December 2005

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.

Various discussions are underway as to the future development of the Port of Sacramento, including possible port management to be taken over by the Port of Oakland with the intention that the Sacramento port can help accommodate future anticipated high increases of Asian trade. Discussions lean toward shifting the Port of Sacramento's role to one that encourages partnerships with organizations related to its on-site operations and investment in its available land.

The annual shipping volume is volatile, as seen in Figure 70, with a five-year decrease of close to 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 2004 fiscal year, 779,000 short tons were handled.

**FIGURE 70
PORT OF SACRAMENTO
CARGO TOTALS**

<i>Fiscal Year</i>	<i>Tonnage</i>	<i>% Change</i>
1994	1,368,431	
1999	871,826	
2000	833,340	
2001	922,135	
2002	747,688	
2003	878,367	
2004	778,678	
1999-2004		-10.7%
1994-2004		-43.1%

Sacramento Regional Research Institute,
December 2005
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 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

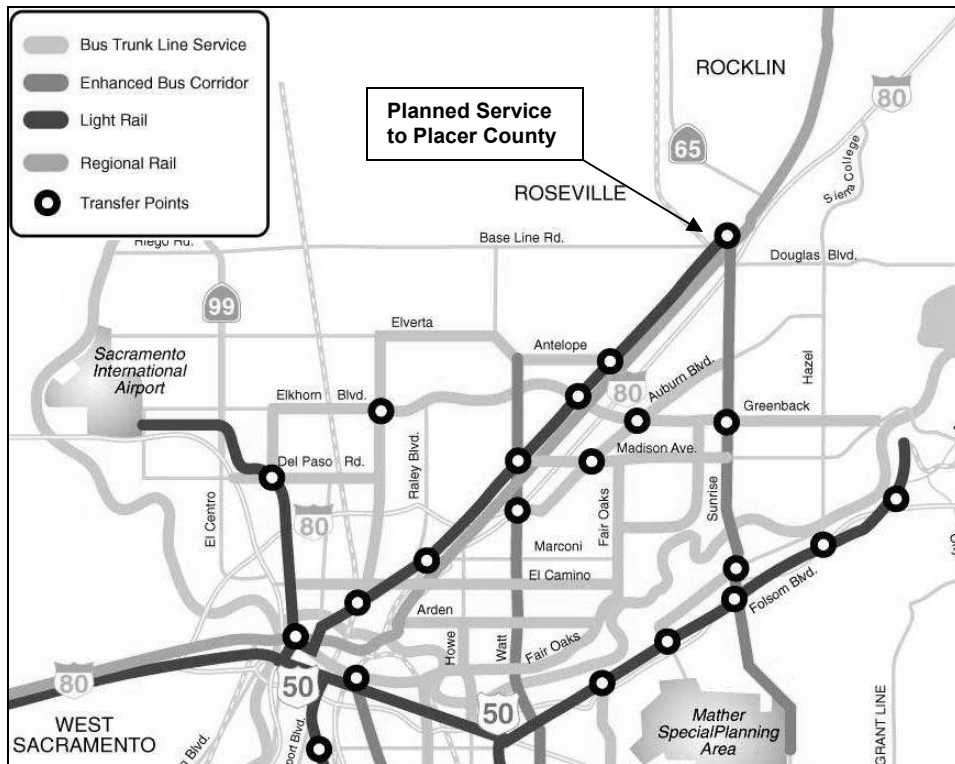
The Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily between 6:30 a.m. and 6:00 p.m. seven days per week. A connection between TART and Greyhound or Amtrak is available at the Truckee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

INFRASTRUCTURE

the Nevada 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 80 bus routes and almost 27 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 71.

FIGURE 71
SACRAMENTO REGIONAL TRANSIT DISTRICT 20 YEAR SYSTEM VISION MAP



Sacramento Regional Research Institute, December 2005
 Source: Sacramento Regional Transit District

Figure 72 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. Sacramento RT has remained fairly constant in its bus ridership with a fiscal year 2004-2005 total of over 18 million passengers. Light rail

INFRASTRUCTURE

ridership, however, has had a significant five-year growth of almost 48 percent, servicing almost 13 million passengers in the most current annual data. TART ridership has fluctuated from 2000 to 2005, but overall in this time period, passenger totals have increased by over 20 percent. The most current annual data reflects a total of about 295,000 TART passengers.

FIGURE 72
PUBLIC TRANSIT ANNUAL RIDERSHIP

System	Fiscal Year						Absolute Growth	% Growth
	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	1999-2000 to 2004-2005	1999-2000 to 2004-2005
Sacramento Regional Transit								
Bus	18,816,000	18,970,000	18,597,400	18,372,900	19,080,024	18,313,000	-503,000	-2.7%
Light Rail	8,611,000	8,611,000	8,879,700	8,924,900	10,589,500	12,737,000	4,126,000	47.9%
Tahoe Area Regional Transit	245,269	277,611	301,396	289,080	286,563	295,116	49,847	20.3%

Sacramento Regional Research Institute, December 2005

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

1994 data is not available.

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).

INFRASTRUCTURE

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 over 90 years, is a non-profit utility covering a service area of about 36 square miles within Roseville city borders including over 46,000 total customers (as of June 2004). 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. 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 553,337 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 is near completion of constructing a power plant to increase its long-term power supply to its customer base in a cost-effective manner. The project, called the Cosumnes Power Plant, is planned to include at least one 500 megawatt plant (and possibly another one as will be determined in 2006) on a 30-acre site, about 25 miles southeast of Sacramento.

Figure 73 displays average 2005 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.

INFRASTRUCTURE

FIGURE 73
AVERAGE RETAIL ELECTRICITY RATES BY MAJOR UTILITY IN 2005 (CENTS PER KILOWATT-HOUR)

<i>Customer Type</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	11.95	10.66	10.44	15.34	12.91	9.14
Commercial	13.76	9.87	9.83	14.99	13.66	8.70
Industrial	9.02	7.35	7.41	12.24	12.24	6.88
Agricultural	14.95	-	-	15.52	15.52	-

Sacramento Regional Research Institute, December 2005
 Data Source: California Energy Commission EAO staff (December 2005)

- (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 74 provides PG&E natural gas rates for commercial customers.

FIGURE 74
PG&E COMMERCIAL NATURAL GAS RATES

<i>User Class</i>	<i>Per Therm Charge</i>					<i>Public Purpose Program Surcharge (PPPS)</i>
	<i>Summer</i>		<i>Winter</i>			
	<i>First 4000 Therms</i>	<i>Excess Therms</i>	<i>First 4000 Therms</i>	<i>Excess Therms</i>		
Up to 20,800 Therms/Month	1.50051	1.29797	1.55913	1.31338	0.03615	
Above 20,800 Therms/Month	1.46676	1.26422	1.52538	1.27963	0.04245	

Sacramento Regional Research Institute, December 2005
 Data Source: PG&E Schedules G-NR1 and G-NR2
 Note: Rates Effective October 7, 2005

Water

The Placer County Water Agency (PCWA) is a major provider of water to Placer County customers (approximately 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 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 75 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 \$330 per month.

FIGURE 75
MONTHLY WATER RATES

<i>Area</i>	<i>Monthly Fee</i> <i>30,000 CF/2" Meter</i>
Davis	\$142
El Dorado Hills*	\$117
Folsom	\$224
Marysville	\$294
Rocklin	\$327
Roseville	\$200
Sacramento	\$204
Woodland	\$314

Sacramento Regional Research Institute, December 2005

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 Commercial Billing;
City of Roseville Utility Finance Department; El Dorado Irrigation District

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

Bi-monthly metered rates for El Dorado Hills
and Davis have been converted to a monthly rate.

Fees above do not include separate state/federal
mandates and renewal & replacement fees.

* 'Gravity' rates used for El Dorado Hills fee.

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 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

INFRASTRUCTURE

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 76, 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 76
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 2005

Data Source: Western Region Climate Center

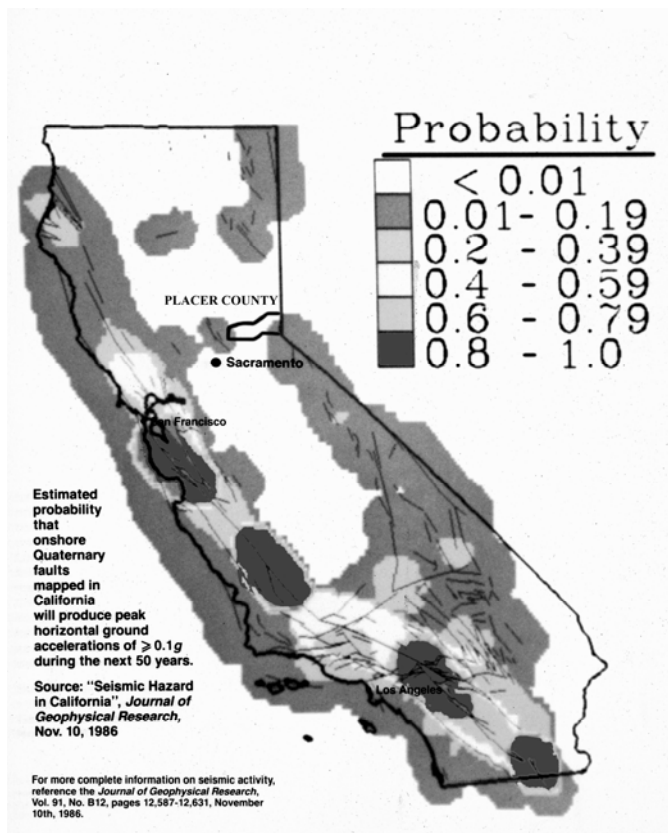
Note: The period of record covers 1914 through March 2005, except for Rocklin (1971 to 2000) and Colfax (1948 to 2005).

Ground Stability

Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Areas, 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 77 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 77
CALIFORNIA EARTHQUAKE PROBABILITY



Sacramento Regional Research Institute, December 2005
Source: Journal of Geophysical Research, 1986

Personal Safety

All of the areas shown in Figure 78 experienced large decreases in the crime rate between 1994 and 2004, with Placer County having the highest decrease in violent crime by over 54 percent. Placer County's violent and property crimes per 10,000 inhabitants in 2004 (almost 21 and 177, respectively) were much lower than all areas.

QUALITY OF LIFE

FIGURE 78
ANNUAL VIOLENT AND PROPERTY CRIMES (PER 10,000 INHABITANTS)

Area / Crime Type	1994	1999	2000	2001	2002	2003	2004	Absolute Change		% Change		
								1999-2004	1994-2004	1999-2004	1994-2004	
Placer County												
Violent Crime	45.0	27.1	21.2	17.8	18.7	20.2	20.6	-6.5	-24.5	-24.0%	-54.3%	
Property Crime	216.7	135.7	145.2	147.2	163.8	155.4	177.0	41.3	-39.7	30.4%	-18.3%	
Sacramento Region												
Violent Crime	81.2	51.9	50.9	47.9	51.8	49.7	55.4	3.5	-25.8	6.7%	-31.8%	
Property Crime	367.5	201.8	212.8	221.4	239.5	247.2	259.9	58.1	-107.6	28.8%	-29.3%	
Bay Area												
Violent Crime	84.5	53.1	51.2	48.6	47.7	46.5	44.2	-8.9	-40.3	-16.8%	-47.7%	
Property Crime	238.6	152.7	146.7	160.3	170.8	175.9	182.4	29.7	-56.2	19.4%	-23.6%	
California												
Violent Crime	99.2	61.1	61.1	60.6	58.9	56.9	54.0	-7.1	-45.3	-11.6%	-45.6%	
Property Crime	294.6	165.0	167.7	180.1	189.1	192.9	194.6	29.7	-100.0	18.0%	-33.9%	

Sacramento Regional Research Institute, December 2005
 Data Source: Federal Bureau of Investigation, Uniform Crime Reports

Health Services

Placer County is served by three major acute care hospitals as reported by the Office of Statewide Health Planning and Development. High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors. Figure 79 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 79
ACUTE CARE HOSPITALS IN PLACER COUNTY
AND THE SACRAMENTO REGION

<i>Location / Name</i>	<i>City</i>	<i>Total Beds</i>
Placer County		
Kaiser Foundation Hospital - Valley Medical Center	Roseville	166
Sutter Auburn Faith Hospital	Auburn	97
Sutter Roseville Medical Center	Roseville	180
Sacramento Region		
Kaiser Foundation Hospital - Sacramento	Sacramento	333
Kaiser Foundation Hospital - South Sacramento	Sacramento	162
Kindred Hospital - Sacramento	Folsom	39
Mercy General Hospital	Sacramento	342
Mercy Hospital - Folsom	Folsom	85
Mercy San Juan Hospital	Carmichael	260
Methodist Hospital Of Sacramento	Sacramento	333
Shriners Hospitals For Children Northern California	Sacramento	80
Sutter General Hospital	Sacramento	306
Sutter Memorial Hospital	Sacramento	348
University Of California Davis Medical Center	Sacramento	576
Fremont Medical Center	Yuba City	132
Sutter Davis Hospital	Davis	48
Woodland Memorial Hospital	Woodland	115
Rideout Memorial Hospital	Marysville	149
Barton Memorial Hospital	South Lake Tahoe	121
Marshall Medical Center	Placerville	105

Sacramento Regional Research Institute, December 2005
 Data Source: Office of Statewide Health Planning and Development

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. According to the Sacramento Business Journal, Kaiser has plans to spend \$500 million in an expansion of its Roseville hospital. Plans included in the expansion are a 174-bed Women’s and Children’s Center, an expansion of 20 to 68 bays in the emergency department, and a 270,000 square-foot medical office building able to house 113 physicians. Construction is expected to be completed by 2008. Other Placer County plans for Kaiser Permanente include a new medical office building in Lincoln and a new radiation oncology center in Roseville.

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, etc; 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. Future plans for Sutter Roseville include a

QUALITY OF LIFE

helipad expansion, new parking garage, and 60 bed inpatient tower (to be completed in 2006).

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.

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 80 lists the largest accommodations (80 rooms and above) in the County.

**FIGURE 80
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	Olympic Valley	405	186	24	600
Northstar-at-Tahoe*	Truckee	267	15	13	250
The Village at Squaw Valley	Olympic Valley	185	0	1	300
Granlibakken Conference Center and Resort**	Tahoe City	180	56	16	400
Oxford Suites	Roseville	175	175	3	65
Squaw Valley Lodge	Olympic Valley	142	0	2	80
Hilton Garden Inn	Roseville	131	0	2	100
Best Western Roseville Inn	Roseville	128	0	2	30
Courtyard Roseville Galleria Mall	Roseville	121	4	1	90
Howard Johnson	Rocklin	124	5	4	125
Courtyard Roseville	Roseville	87	3	1	55
Homewood Suites	Roseville	111	111	1	50
Tahoe Inn	Brockway	100	0	0	0
Heritage Inn Express	Rocklin	99	0	2	25
Heritage Inn Express	Roseville	96	6	2	120
Holiday Inn	Auburn	96	0	3	144
Larkspur Landing	Roseville	90	90	1	35
Residence Inn	Roseville	90	90	1	45
Olympic Village Inn	Olympic Valley	90	0	0	0
Fairfield Inn by Marriott	Roseville	82	11	0	0
Comfort Inn Central	Auburn	80	0	0	0

Sacramento Regional Research Institute, December 2005

Data Sources: 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 include 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.

A major tourism draw in winter to Placer County are the various ski resorts located in the High Country region of the County, offering many winter (and summer) activities to its visitors. Figure 81 provides a basic overview of these resorts including general information, amenities, and activities.

QUALITY OF LIFE

**FIGURE 81
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 Resort</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	7,000
Summit Elevation (feet)	8,900	8,900	8,900	8,637	8,610	8,383	7,880	n/a
Accommodations (Number of Units)	950	403	285	0	240	100	0	24
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	**8	2	1	1
Child Program	Yes	Yes	No	Yes	Yes	Yes	No	No
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	50
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 2005

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.

**Phase 1 of the Village at Northstar-at-Tahoe was completed in December 2005. Additional shops and restaurants will be opening throughout 2006. Shop and restaurant numbers stated here are as of November 2005.

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 81, 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.

The 2005-2006 winter season at Northstar-at-Tahoe will open with a new Tahoe-style village. The new village will feature 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 81, 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 has 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 81, one can participate in dogsled tours, snowshoe tours, and airboarding. Sugar Bowl is closed during the summer months, but can be especially reserved for private functions, such as weddings, reunions, and corporate retreats.

A project Homewood Mountain Resort is currently undertaking is the construction of a 200-acre terrain park. Some activities that are available at the resort during summer include a paintball playground and bike rentals. Space is also available for private parties and outdoor wedding ceremonies.

Royal Gorge Cross County 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 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 Lincoln Hills Golf Course, Lincoln
- Sun City Roseville 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

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

The High Country

- Big Meadows Campground, Foresthill
- Poppy Campground, Foresthill
- Big Reservoir Campground, Foresthill
- Coyote Group Campground, Foresthill
- Forbes Creek Group Campground, Foresthill
- French Meadows Campgrounds, Foresthill
- Gates Group Camp, Foresthill
- Giant Gap Campground, Foresthill
- Upper Hell Hole Campground, Foresthill
- Robinson Flat Campground, Foresthill
- Secret House Campground, Foresthill
- Shirttail Creek Campground, Foresthill

- Talbot Campground, Foresthill
- Ahart Campground, Foresthill
- Lewis Campground, Foresthill
- Cisco Grove Campground/RV, Soda Springs
- Kaspian Recreation, Tahoe City
- Lake Forest, Tahoe City
- Sugar Pine Reservoir, Tahoe City
- William Kent, Tahoe City
- Sandy Beach Resort, Tahoe Vista

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

Spring ushers in a variety of events. In the past, Auburn has hosted the Ladies Professional Golf Association's (LPGA) Long's Drugs Challenge at The Ridge Golf Club. 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. 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. 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. Locations for these celebrations include the Placer County Fairgrounds in

Roseville, Foresthill, McBean Park, and downtown Lincoln and Colfax. Rocklin hosts the Jubilee, and the Placer County Fairgrounds is also the site of the Placer County Fair. The Truckee Air Show is held at the Truckee-Tahoe Airport during 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, 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, Colfax hosts the Founder's Day Celebration, and Loomis is home of the Eggplant Festival. During October, North Lake Tahoe and Lincoln host Oktoberfests and Rocklin hosts the Placer Farm and Barn Festival featuring Agro Art Events. An Antiques and Collectibles Street Fair is held in Auburn during this month, as is the Del Oro Band Spectacular 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 Forest Hill 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:

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

Placer County's major theaters and art galleries include:

- The Art Council of Placer County
- The Roseville Art Center
- The Magic Circle Repertory Theater
- Dewitt Theater—Music and More
- Old Coloma Theater
- Community Asian Theater of the Sierra
- The Arts Building Gallery
- Colfax Fine Art
- Rainbow Gallery
- Gold Rush Gallery Number 1

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 in 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. Placer County Visitor's Council (located at the California Welcome Center Auburn) 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 below.

Placer County Visitor's Council
13411 Lincoln Way
Auburn, CA 95603
(530) 887-2111
<http://www.visitplacer.com/>

Placer Valley Tourism
300 Harding Blvd., Suite 109
Roseville, CA 95678
(916) 773-5400
<http://www.placertourism.com/>

North Lake Tahoe Resort Association
Box 5578
Tahoe City, CA 96145
(800) 824-6348
<http://www.tahoefun.org/>

QUALITY OF LIFE

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/admin.htm

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

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

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

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

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

DIRECTORY

Economic Development
175 Fulweiler Avenue
Auburn, CA 95603
(530) 889-4016
www.placer.ca.gov/business/business.htm

Community Development Resources Agency
3091 County Center Drive
Auburn, CA 95603
(530) 886-3000
www.placer.ca.gov/planning/planning.htm

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

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

City of Auburn

Building Department
1225 Lincoln Way, Room 3
Auburn, CA 95603
Phone: (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

DIRECTORY

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) 823-4211
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=317547

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

DIRECTORY

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)
5830 Sunset Drive, #10
Foresthill, CA 95631
(530) 367-2474

www.foreshillchamber.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.tahoefun.org/chamber

Rocklin Chamber of Commerce
5055 Pacific Street
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 Metro Chamber
917 Seventh Street
Sacramento, CA 95814
(916) 552-6800
www.metrochamber.org

Newspapers

Auburn Journal
P.O. Box 5910 (Mailing)
1030 High Street
Auburn, CA 95604
(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
690 G 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
4253 Rocklin Road
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

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

DIRECTORY

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
100 Scholar Way
Folsom, CA 95630
(916) 608-6500
www.flc.losrios.edu/

Golden Gate University
2595 Capitol Oaks Drive
2nd Floor
Sacramento, CA 95833
(916) 648-1446
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

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

DIRECTORY

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

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

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

DIRECTORY

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/regions

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

Western Seminary
2924 Becerra Way
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
(916) 741-6700
www.yccd.edu/yuba/

Cultural Entities

The Arts Council of Placer County
808 Lincoln Way
Auburn, CA 95603
(916) 885-5670
www.placerarts.org

Bernhard Museum Complex
291 Auburn-Folsom Road
Auburn, CA 95603
(530) 889-6500
www.placer.ca.gov/museum/local-museums/bernhard.htm

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

Forest Hill Divide Museum
24601 Harrison Street
In Leroy Botts Memorial Park
Foresthil, CA 95631
(530) 367-3988
www.placer.ca.gov/museum/local-museums/foresthil.htm

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

DIRECTORY

Gold Country Museum
1273 High Street
In Auburn's Gold Country Fairgrounds
Auburn, CA 95603
(530) 887-0690
www.placer.ca.gov/museum/local-museums/goldctry.htm

Golden Drift Museum
32820 Main Street
Dutch Flat, CA 95714
(530) 389-2126
www.placer.ca.gov/museum/local-museums/goldrift.htm

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

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/museum/local-museums/courthou.htm

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.mytahoevacation.com

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
300 Harding Boulevard
Suite #109
Roseville, CA 95747
(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
(800) 255-4747
www.bestwestern.com

DIRECTORY

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
(800) 228-2800
www.marriott.com

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

DIRECTORY

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

Holiday Inn
120 Grass Valley Highway
Auburn, CA 95603
(800) 814-8787
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

Northstar-at-Tahoe
SR 267 & Northstar Drive
Truckee, CA 96160
(530) 562-1010
www.northstarattahoe.com

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

DIRECTORY

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

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 Valley Road
Olympic Valley, CA 96146
(800) 327-3353
www.squawcreek.com

The Village at Squaw Valley
1735 Squaw Valley 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
Alpine Meadows, CA 96146
(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
SR 267 & 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
www.sugarbowl.com

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

The Village at Squaw Valley
1735 Squaw Valley Road
Olympic Valley, CA 96146
(530) 584-1000
www.thevillageatsquaw.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) 784-4000
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) 872-7845
www.amtrakcalifornia.com/

Auburn Airport
2409 Rickenbacker Way
Auburn, CA 95602
(530) 888-8026
www.auburn.ca.gov/dept/dept_airport.html

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

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

DIRECTORY

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)
3251 Beacon Boulevard, Suite 210
West Sacramento, CA 95798
(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

DIRECTORY

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
Tahoe City, CA 96145
(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
P.O. Box 7150
Pasadena, CA 91109
(800) 794-7350
www.amwater.com

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

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

DIRECTORY

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
&
151 North Sunrise Avenue, Room 513
Roseville, CA 95661
(800) 743-5000
www.pge.com

DIRECTORY

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
(916) 452-3211 administration
(888) 742-7683 customer service
www.smud.org

San Juan Water District
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) 426-7802
www.slcwd.org/

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

DIRECTORY

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
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
(916) 772-2000
www.surewest.com

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

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

DIRECTORY

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
Truckee, CA 96160
(530) 587-3896
www.tdpud.org