

**PLACER COUNTY  
ECONOMIC AND  
DEMOGRAPHIC  
PROFILE  
2008**

February 2008

Placer County, California

# PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2008

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PLACER COUNTY, CALIFORNIA

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# **Placer County Economic and Demographic Profile 2008**

## **Funded by:**

**County of Placer  
Office of Economic Development**

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

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## Foreword

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

The *Placer County Economic and Demographic Profile 2008* covers a number of topics including demographics, education, business climate, real estate, infrastructure, and quality of life. Where available, the most recent data is provided for Placer County and its incorporated cities along with 5-year and 10-year historical data points and projections. Comparisons to the Sacramento Region (El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties), the core Bay Area (Alameda, Contra Costa, Marin, San Benito, San Francisco, San Mateo, and Santa Clara Counties), and California are also made throughout the report. The Profile was prepared for the Placer County Office of Economic Development by the Sacramento Regional Research Institute (SRRI), a joint venture of the Sacramento Area Commerce and Trade Organization (SACTO) and California State University, Sacramento (Sacramento State).

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## **INTRODUCTION**

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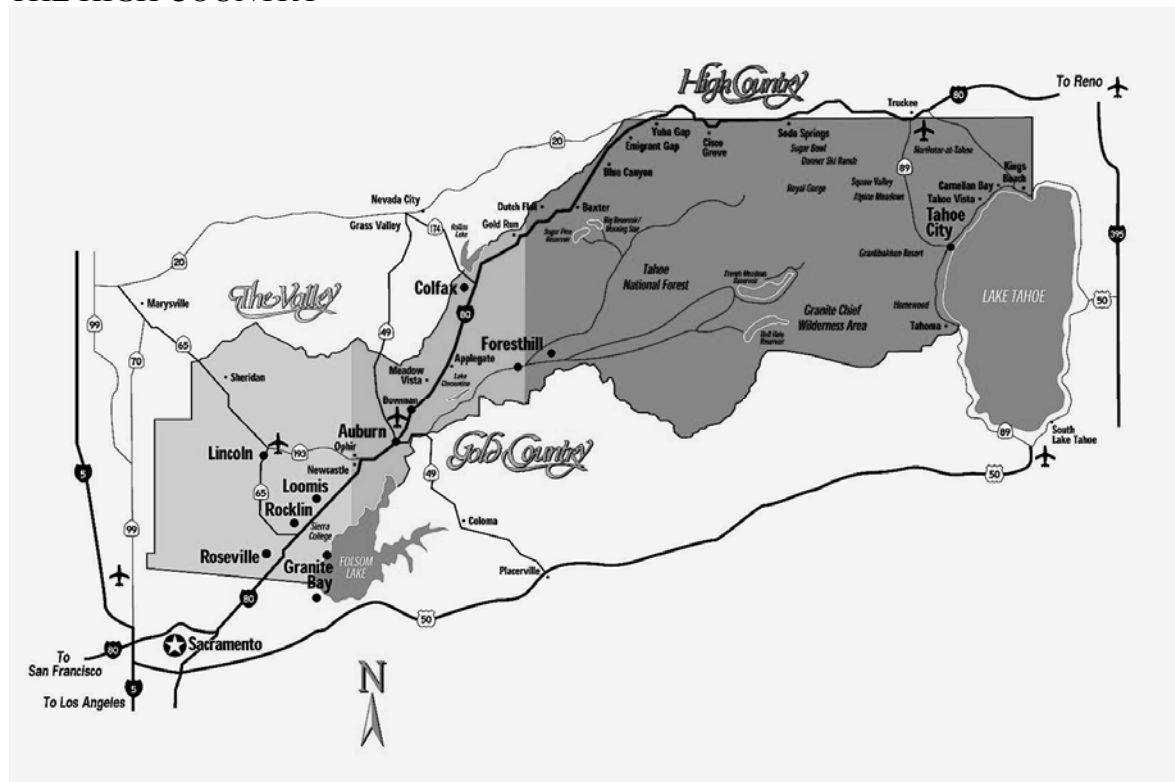


## Introduction

Placer County encompasses 1,506 square miles (including 82 square miles of water) or 964,140 acres (including 52,780 acres of water) and is located 80 miles northeast of San Francisco, California. It is bordered by Nevada County to the north, the State of Nevada to the east, El Dorado and Sacramento Counties to the south, and Sutter and Yuba Counties to the west. The County is part of the Sacramento Region, which also includes the Counties of El Dorado, Sacramento, Sutter, Yolo, and Yuba. The government center of Placer County, the City of Auburn, is located 30 miles northeast of Sacramento.

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

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



Sacramento Regional Research Institute, January 2008  
Data Source: Placer County Office of Economic Development

## INTRODUCTION

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

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

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

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

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

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

## INTRODUCTION

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

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



## **DEMOGRAPHICS**

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## Demographics

Placer County's population has grown significantly over the past five to ten years. The U.S. Census Bureau's list of the "100 Fastest Growing U.S. Counties with 10,000 or more Population in 2006: April 1, 2000 to July 1, 2006" ranked Placer County 41<sup>st</sup>. The County is ranked ninth among all California counties in population percent growth from January 2006 to January 2007 according to California Department of Finance (DOF) estimates. 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 2007, Placer County's total population reached over 320,000 people, about 14 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (around 106,000) and Rocklin (about 51,000).

FIGURE 2  
POPULATION

Area	1997	2002	2003	2004	2005	2006	2007
Placer County	222,300	271,035	283,847	296,455	307,653	317,498	324,495
Auburn	12,450	12,584	12,602	12,821	12,940	13,017	13,112
Colfax	1,480	1,711	1,788	1,805	1,835	1,831	1,838
Lincoln	8,850	16,822	19,963	23,402	27,339	33,695	37,410
Loomis	6,350	6,302	6,349	6,320	6,320	6,501	6,529
Rocklin	28,400	43,117	46,052	49,652	50,859	51,080	51,951
Roseville	67,400	87,607	93,471	98,366	102,924	104,981	106,266
Unincorporated	97,400	102,892	103,622	104,089	105,436	106,393	107,389
Sacramento Region	1,808,400	2,044,025	2,097,896	2,148,561	2,193,361	2,233,273	2,268,620
Bay Area	5,585,350	5,992,933	6,031,325	6,067,284	6,106,788	6,158,928	6,232,670
California	32,207,000	35,088,671	35,691,534	36,252,878	36,743,186	37,195,240	37,662,518

Sacramento Regional Research Institute, January 2008

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

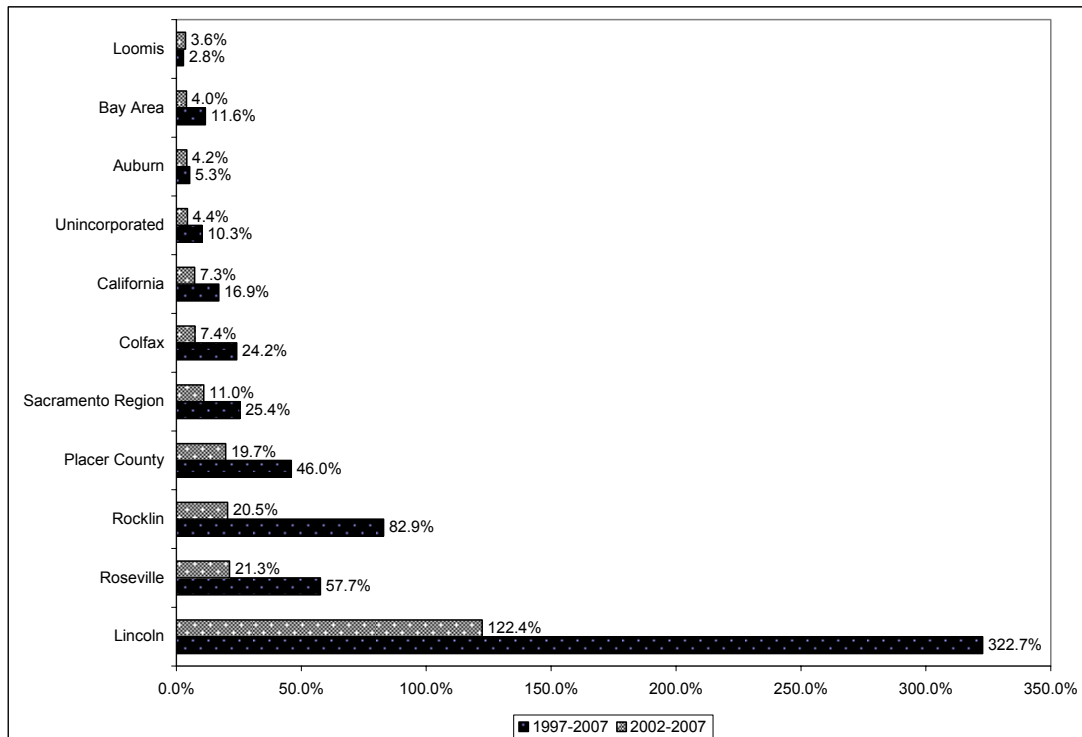
Notes: All figures based on January of the corresponding year.

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

## DEMOGRAPHICS

As shown in Figure 3, Placer County's population grew 46 percent in the 1997 to 2007 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 approximately 323 percent growth in this ten-year period. According to DOF, the City of Lincoln, with a population of around 37,000, had the sixth-highest annual growth rate (11 percent) of all California cities from January 2006 to January 2007. Both Rocklin and Roseville also experienced high ten-year increases with respective growth rates of approximately 83 percent and 58 percent.

**FIGURE 3**  
**1997-2007 AND 2002-2007 POPULATION GROWTH RATES**



Sacramento Regional Research Institute, January 2008

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

## DEMOGRAPHICS

Figure 4 shows that Placer County's population is projected to increase by almost 90,000 people to over 414,000 residents by 2017. Overall, the County is projected to see growth of close to 28 percent between 2007 and 2017, which is a higher rate than the Sacramento Region's, Bay Area's, and California's respective projected increases of approximately 19 percent, 10 percent, and 14 percent.

**FIGURE 4**  
**POPULATION PROJECTIONS**

<i>Area</i>	<i>2007</i>	<i>2012</i>	<i>2017</i>	<i>% Change 2007-2012</i>	<i>% Change 2007-2017</i>
Placer County	324,495	367,944	414,428	13.4%	27.7%
Sacramento Region	2,268,620	2,463,417	2,698,111	8.6%	18.9%
Bay Area	6,232,670	6,528,557	6,822,707	4.7%	9.5%
California	37,662,518	39,990,000	42,820,000	6.2%	13.7%

Sacramento Regional Research Institute, January 2008

Data Sources: California Department of Finance, E-4 Estimates; California Department of Transportation, 2007 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%
The Valley			
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%
Gold Country			
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%
High Country			
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, January 2008

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

Note: Granite Bay data was not available in 1990.



## Population Density

In 2007, as shown in Figure 6, Placer County had a population density of 231 people per square mile. In comparison, the average density of the Sacramento Region and California were 359 and 241 people per square mile, respectively. An even more significant contrast is a comparison to the Bay Area, which has, on average, about 1,200 people per square mile. Population density within the County is highest within the incorporated cities in the Valley—Roseville and Rocklin each have over 3,000 people per square mile.

**FIGURE 6**  
**POPULATION DENSITY PER**  
**SQUARE MILE**

<i>Area</i>	<i>1997</i>	<i>2002</i>	<i>2007</i>
Placer County	158	193	231
Auburn	1,689	1,707	1,779
Colfax	1,130	1,306	1,403
Lincoln	484	920	2,045
Loomis	864	857	888
Rocklin	1,756	2,666	3,213
Roseville	2,211	2,874	3,486
Unincorporated	74	78	81
Sacramento Region	286	323	359
Bay Area	1,084	1,163	1,210
California	207	225	241

Sacramento Regional Research Institute, January 2008

Data Sources: U.S. Census Bureau, Geographic Comparison Table;  
California Department of Finance, E-4 Population  
Estimates

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

## DEMOGRAPHICS

### Migration

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

As shown in Figure 7, about 83 percent of Placer County's population growth from 2005 to 2006 was due to net migration. In comparison, only 57 percent, 27 percent, and 32 percent of the population growth in the Sacramento Region, Bay Area, and California, respectively, can be attributed to net migration. This demonstrates Placer County's appeal to residents relocating.

**FIGURE 7**  
**TOTAL NET MIGRATION AND PERCENT OF POPULATION GROWTH**  
**DUE TO MIGRATION**

Area	1996	2001	2002	2003	2004	2005	2006	2011	2016
Placer County									
Net Migration	5,757	11,918	10,814	12,285	10,160	9,095	7,701	6,026	7,601
% of Population Growth due to Migration	82.9%	91.5%	90.1%	89.9%	87.6%	84.6%	82.9%	76.5%	79.6%
Sacramento Region									
Net Migration	11,836	49,929	40,366	38,784	32,632	25,615	22,474	16,592	25,382
% of Population Growth due to Migration	46.0%	79.2%	74.7%	72.4%	68.2%	60.7%	57.0%	40.9%	52.1%
Bay Area									
Net Migration	14,959	27,360	-4,442	-12,767	-8,411	-4,640	16,355	13,462	15,607
% of Population Growth due to Migration	26.6%	36.9%	-	-	-	-	26.5%	23.2%	26.8%
California									
Net Migration	-68,107	387,984	315,239	293,023	231,386	145,216	145,576	131,400	269,000
% of Population Growth due to Migration	-	56.6%	51.8%	49.1%	43.5%	31.6%	31.5%	29.2%	45.6%

Sacramento Regional Research Institute, January 2008

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

California Department of Transportation, 2007 Long-Term Socio-Economic Forecasts by County

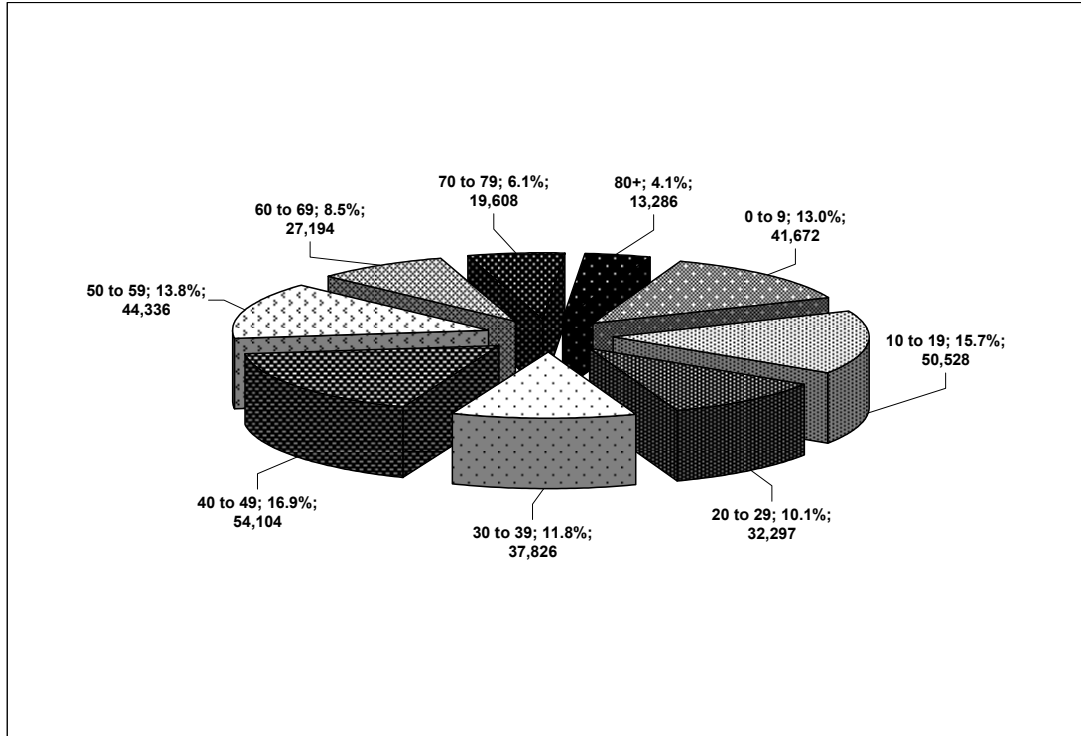
Notes: Figures represent totals in July of corresponding year.

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

## Age

Figure 8 shows the age composition of Placer County in 2006. At almost 17 percent (over 54,000 people), the 40- to 49-year-old age bracket encompasses the highest proportion of the total population. The second largest age group is the 10- to 19-year-old group with close to 16 percent of Placer's population in 2006, almost 51,000 people.

FIGURE 8  
PLACER COUNTY AGE COMPOSITION IN 2006



Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

## DEMOGRAPHICS

Figure 9 shows that a notably higher proportion of residents are in Placer County's largest age group (40 to 49) than the comparison areas. The Region's and California's largest age group is the 10 to 19 bracket, followed by the 40 to 49 age range, each accounting for between 15 and 16 percent of the population. The Bay Area's population is largely in the 30 to 39 age bracket, approximately 17 percent of the total population.

With the exception of the 10 to 19 age bracket, all age groups below 40 years old in Placer County declined in their proportion of total population between 1996 and 2006, while all age categories 40 and above had positive shifts in composition. The largest positive increase in composition from 1996 to 2006 was seen in the 50 to 59 age bracket, about 3 percentage points. Similar trends were seen in the Sacramento Region, the Bay Area, and California, but with a higher composition shift in each category. Age projections to 2016 for Placer County show high shifts of composition from 2006 to 2016 in the 20 to 29 and the 60 to 69 age brackets, each increasing approximately between 3 and 4 percentage points.

## DEMOGRAPHICS

**FIGURE 9**  
**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+
<b>Placer County</b>									
1996	15.3%	13.1%	11.7%	16.9%	16.7%	10.4%	7.6%	5.7%	2.7%
2001	13.7%	15.4%	9.0%	14.7%	17.1%	12.6%	7.8%	6.2%	3.5%
2006	13.0%	15.7%	10.1%	11.8%	16.9%	13.8%	8.5%	6.1%	4.1%
2011	12.9%	14.6%	12.9%	9.0%	15.3%	14.7%	10.1%	6.1%	4.3%
2016	13.6%	13.5%	13.5%	10.0%	12.4%	14.8%	11.3%	6.6%	4.4%
2001-2006	-0.7%	0.4%	1.1%	-2.9%	-0.2%	1.2%	0.7%	-0.1%	0.6%
1996-2006	-2.3%	2.6%	-1.6%	-5.1%	0.1%	3.4%	0.9%	0.5%	1.5%
2006-2011	-0.1%	-1.1%	2.8%	-2.8%	-1.5%	0.9%	1.6%	0.0%	0.2%
2006-2016	0.6%	-2.3%	3.5%	-1.8%	-4.4%	0.9%	2.8%	0.5%	0.3%
<b>Sacramento Region</b>									
1996	16.2%	14.8%	13.9%	16.9%	15.0%	9.0%	6.7%	5.1%	2.5%
2001	14.7%	15.7%	12.9%	14.9%	15.6%	11.2%	6.8%	5.2%	2.9%
2006	13.9%	16.0%	13.2%	12.9%	15.5%	12.9%	7.5%	4.9%	3.2%
2011	13.8%	14.7%	14.4%	11.5%	14.2%	13.8%	9.3%	5.0%	3.3%
2016	13.9%	13.9%	14.6%	11.9%	12.4%	13.7%	10.7%	5.6%	3.4%
2001-2006	-0.8%	0.2%	0.3%	-2.0%	-0.1%	1.7%	0.7%	-0.3%	0.3%
1996-2006	-2.3%	1.1%	-0.7%	-3.9%	0.5%	3.9%	0.8%	-0.2%	0.7%
2006-2011	-0.1%	-1.2%	1.3%	-1.4%	-1.3%	0.8%	1.8%	0.1%	0.1%
2006-2016	0.0%	-2.1%	1.4%	-1.0%	-3.1%	0.8%	3.2%	0.7%	0.2%
<b>Bay Area</b>									
1996	14.1%	12.4%	16.0%	18.2%	15.6%	9.7%	6.5%	4.9%	2.6%
2001	13.1%	12.6%	14.0%	17.8%	15.9%	11.9%	6.7%	5.1%	3.0%
2006	12.9%	12.5%	12.0%	16.6%	16.3%	13.4%	8.0%	4.8%	3.5%
2011	12.5%	12.2%	12.3%	14.2%	16.2%	14.0%	10.0%	5.1%	3.5%
2016	11.9%	12.2%	12.7%	12.7%	15.2%	14.4%	11.3%	6.1%	3.6%
2001-2006	-0.2%	0.0%	-1.9%	-1.2%	0.4%	1.5%	1.2%	-0.2%	0.4%
1996-2006	-1.2%	0.1%	-3.9%	-1.7%	0.7%	3.7%	1.5%	-0.1%	0.9%
2006-2011	-0.4%	-0.3%	0.3%	-2.4%	-0.1%	0.6%	2.0%	0.3%	0.1%
2006-2016	-1.1%	-0.4%	0.7%	-3.8%	-1.1%	1.0%	3.3%	1.2%	0.1%
<b>California</b>									
1996	16.7%	14.5%	15.3%	17.1%	14.2%	8.7%	6.3%	4.8%	2.5%
2001	15.2%	15.0%	14.0%	16.0%	15.0%	10.7%	6.4%	4.9%	2.8%
2006	14.3%	15.4%	13.6%	14.4%	15.3%	12.2%	7.2%	4.6%	3.1%
2011	14.0%	14.4%	14.5%	12.9%	14.5%	13.1%	8.8%	4.6%	3.2%
2016	14.1%	13.4%	15.1%	12.8%	12.9%	13.2%	10.1%	5.3%	3.2%
2001-2006	-0.9%	0.4%	-0.5%	-1.6%	0.2%	1.5%	0.8%	-0.3%	0.3%
1996-2006	-2.4%	1.0%	-1.7%	-2.7%	1.0%	3.5%	0.9%	-0.2%	0.6%
2006-2011	-0.2%	-1.0%	0.9%	-1.5%	-0.8%	0.9%	1.6%	0.1%	0.1%
2006-2016	-0.2%	-2.1%	1.5%	-1.6%	-2.4%	1.0%	2.9%	0.7%	0.1%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

## DEMOGRAPHICS

In the five- and ten-year historical time periods, Placer County's largest population growth occurred in the 80+, 50 to 59, and 10 to 19 age brackets, somewhat similar trends as the Sacramento Region, but differing from the other two comparison areas which had the highest growth rates in the age brackets 50 years and above. As shown in Figure 10, Placer County's respective 1996 to 2006 growth rates in these age brackets were about 129 percent, 95 percent, and 76 percent. In the Sacramento Region, the Bay Area, and California, the highest population growth from 2006 to 2016 is projected to be in the 60 to 69 age group with respective rates of around 66 percent, 53 percent, and 58 percent. A significant difference between the four areas is the projected growth rate in the 20 to 29 age bracket. Placer County is projected to have an approximate 65 percent increase (the highest growth among all age brackets), while the Sacramento Region, the Bay Area, and California are projected to have just 29 percent, 14 percent, and 25 percent respective increases in this age group.

## DEMOGRAPHICS

**FIGURE 10**  
**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+
<b>Placer County</b>									
1996	33,395	28,680	25,479	37,005	36,572	22,706	16,504	12,362	5,801
2001	36,413	40,749	23,847	38,858	45,305	33,531	20,740	16,360	9,376
2006	41,672	50,528	32,297	37,826	54,104	44,336	27,194	19,608	13,286
2011	45,774	51,943	45,823	31,847	54,434	52,321	35,784	21,774	15,274
2016	53,585	53,063	53,367	39,337	49,011	58,247	44,520	25,906	17,428
2001-2006	14.4%	24.0%	35.4%	-2.7%	19.4%	32.2%	31.1%	19.9%	41.7%
1996-2006	24.8%	76.2%	26.8%	2.2%	47.9%	95.3%	64.8%	58.6%	129.0%
2006-2011	9.8%	2.8%	41.9%	-15.8%	0.6%	18.0%	31.6%	11.0%	15.0%
2006-2016	28.6%	5.0%	65.2%	4.0%	-9.4%	31.4%	63.7%	32.1%	31.2%
<b>Sacramento Region</b>									
1996	291,070	266,164	248,854	302,334	268,837	161,264	119,952	90,904	44,184
2001	296,323	317,725	260,031	300,878	315,480	226,907	136,770	104,767	58,953
2006	313,207	359,718	296,569	290,856	348,891	290,856	168,708	110,656	71,764
2011	333,223	356,071	348,696	277,237	341,862	332,514	224,189	120,887	80,274
2016	361,824	362,383	381,228	309,846	322,240	356,915	279,363	145,824	88,471
2001-2006	5.7%	13.2%	14.1%	-3.3%	10.6%	28.2%	23.4%	5.6%	21.7%
1996-2006	7.6%	35.1%	19.2%	-3.8%	29.8%	80.4%	40.6%	21.7%	62.4%
2006-2011	6.4%	-1.0%	17.6%	-4.7%	-2.0%	14.3%	32.9%	9.2%	11.9%
2006-2016	15.5%	0.7%	28.5%	6.5%	-7.6%	22.7%	65.6%	31.8%	23.3%
<b>Bay Area</b>									
1996	783,139	685,290	884,248	1,009,307	862,181	534,356	360,182	273,248	144,344
2001	783,798	749,603	833,343	1,059,988	950,480	707,894	402,569	301,901	181,471
2006	797,251	771,875	741,324	1,020,791	1,002,654	824,160	492,329	296,699	214,393
2011	799,232	780,065	788,155	904,902	1,032,510	893,868	638,604	323,671	225,677
2016	789,094	806,952	844,502	844,774	1,008,249	954,906	752,491	402,490	236,245
2001-2006	1.7%	3.0%	-11.0%	-3.7%	5.5%	16.4%	22.3%	-1.7%	18.1%
1996-2006	1.8%	12.6%	-16.2%	1.1%	16.3%	54.2%	36.7%	8.6%	48.5%
2006-2011	0.2%	1.1%	6.3%	-11.4%	3.0%	8.5%	29.7%	9.1%	5.3%
2006-2016	-1.0%	4.5%	13.9%	-17.2%	0.6%	15.9%	52.8%	35.7%	10.2%
<b>California</b>									
1996	5,337,489	4,624,438	4,893,764	5,470,709	4,549,876	2,780,795	1,997,747	1,522,514	785,620
2001	5,276,767	5,223,324	4,878,713	5,576,013	5,229,166	3,712,499	2,210,021	1,699,355	983,877
2006	5,327,725	5,766,775	5,071,461	5,384,172	5,708,739	4,567,828	2,684,322	1,708,243	1,161,605
2011	5,552,626	5,716,164	5,749,491	5,118,134	5,726,414	5,177,469	3,478,500	1,834,264	1,256,647
2016	5,920,516	5,623,228	6,347,617	5,406,680	5,433,303	5,557,698	4,234,736	2,220,201	1,335,031
2001-2006	1.0%	10.4%	4.0%	-3.4%	9.2%	23.0%	21.5%	0.5%	18.1%
1996-2006	-0.2%	24.7%	3.6%	-1.6%	25.5%	64.3%	34.4%	12.2%	47.9%
2006-2011	4.2%	-0.9%	13.4%	-4.9%	0.3%	13.3%	29.6%	7.4%	8.2%
2006-2016	11.1%	-2.5%	25.2%	0.4%	-4.8%	21.7%	57.8%	30.0%	14.9%

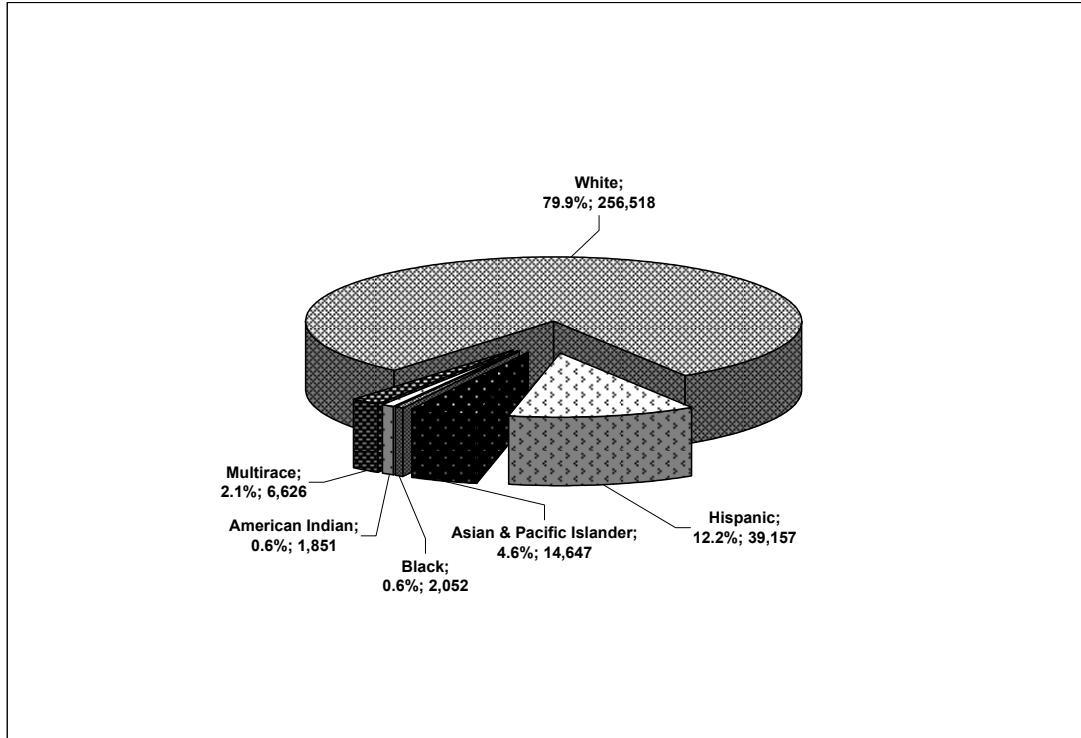
Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

## Ethnicity

Figure 11 shows that the 2006 population in Placer County was approximately 80 percent White with about 257,000 people. The second largest ethnic group in Placer County was Hispanic, representing approximately 12 percent of the total population with over 39,000 people.

FIGURE 11  
ETHNIC COMPOSITION IN PLACER COUNTY IN 2006



Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files



## DEMOGRAPHICS

Figure 12 shows that, with about 80 percent of the total population, the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (close to 60 percent), the Bay Area (over 45 percent), and California (almost 44 percent). The Hispanic ethnic group (about 12 percent) represents a smaller proportion of Placer County's population than that in the Sacramento Region (around 19 percent), the Bay Area (22 percent), and a significantly lower proportion than in the state overall (slightly over 35 percent).

Over the past ten years, Placer County's White ethnic group composition decreased over 5 percentage points; the largest increases in composition were seen in the Hispanic (3 percentage points) and Asian & Pacific Islander (over 1 percentage point) ethnic groups from 1996 to 2006. DOF projects that the proportion of Whites to the total population in Placer County will continue to decrease (over 4 percentage points by 2016) with other ethnic groups, specifically Hispanic and Asian & Pacific Islander, increasing their proportion of the population at around average rates of the comparison areas. The White ethnicity composition shift from 2006 to 2016 in Placer County is within projected shifts for the Sacramento Region, the Bay Area, and the state, respectively between around -4 and -5 percentage points.

## DEMOGRAPHICS

**FIGURE 12**  
**ANNUAL ETHNICITY COMPOSITION AND**  
**COMPOSITION SHIFT**

<i>Area / Timeframe</i>	<i>White</i>	<i>Hispanic</i>	<i>Asian &amp; Pacific Islander</i>	<i>Black</i>	<i>American Indian</i>	<i>Multirace</i>
<b>Placer County</b>						
1996	85.2%	9.2%	3.4%	0.9%	1.4%	-
2001	83.1%	10.2%	3.4%	0.7%	0.7%	1.9%
2006	79.9%	12.2%	4.6%	0.6%	0.6%	2.1%
2011	77.8%	13.9%	5.1%	0.6%	0.5%	2.1%
2016	75.6%	15.6%	5.6%	0.6%	0.5%	2.1%
2001-2006	-3.1%	2.0%	1.1%	-0.1%	-0.1%	0.1%
1996-2006	-5.3%	3.0%	1.1%	-0.2%	-0.8%	-
2006-2011	-2.2%	1.7%	0.6%	0.0%	0.0%	0.0%
2006-2016	-4.3%	3.4%	1.1%	-0.1%	-0.1%	0.0%
<b>Sacramento Region</b>						
1996	67.4%	14.5%	9.6%	6.9%	1.6%	-
2001	63.2%	16.6%	9.9%	6.5%	0.8%	3.0%
2006	59.8%	19.1%	10.6%	6.2%	0.8%	3.4%
2011	57.9%	20.6%	11.0%	6.2%	0.8%	3.6%
2016	55.8%	22.2%	11.3%	6.2%	0.7%	3.7%
2001-2006	-3.4%	2.5%	0.7%	-0.3%	0.0%	0.5%
1996-2006	-7.5%	4.6%	0.4%	-0.7%	-0.8%	-
2006-2011	-2.0%	1.5%	0.4%	0.0%	0.0%	0.1%
2006-2016	-4.1%	3.1%	0.7%	0.0%	0.0%	0.3%
<b>Bay Area</b>						
1996	52.0%	18.5%	20.5%	8.2%	0.7%	-
2001	47.8%	20.3%	21.8%	7.4%	0.3%	2.4%
2006	45.3%	22.0%	23.0%	6.7%	0.4%	2.6%
2011	43.0%	23.7%	23.9%	6.4%	0.4%	2.6%
2016	40.7%	25.5%	24.6%	6.1%	0.5%	2.6%
2001-2006	-2.5%	1.7%	1.2%	-0.7%	0.0%	0.2%
1996-2006	-6.7%	3.5%	1.9%	-1.6%	-0.4%	-
2006-2011	-2.4%	1.7%	0.9%	-0.3%	0.0%	0.0%
2006-2016	-4.6%	3.5%	1.6%	-0.6%	0.1%	0.0%
<b>California</b>						
1996	50.9%	30.1%	11.1%	6.9%	1.0%	-
2001	46.6%	32.9%	11.5%	6.4%	0.6%	1.9%
2006	43.9%	35.4%	12.0%	6.0%	0.6%	2.1%
2011	41.5%	37.5%	12.4%	5.8%	0.6%	2.1%
2016	39.2%	39.7%	12.8%	5.6%	0.7%	2.1%
2001-2006	-2.7%	2.5%	0.4%	-0.4%	0.0%	0.2%
1996-2006	-7.0%	5.3%	0.5%	-0.9%	-0.4%	-
2006-2011	-2.4%	2.1%	0.5%	-0.2%	0.0%	0.0%
2006-2016	-4.8%	4.3%	0.8%	-0.4%	0.1%	0.0%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

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

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

## DEMOGRAPHICS

As shown in Figure 13, from 1996 to 2006, the fastest-growing ethnic group, in terms of percentage growth, in Placer County was Asian & Pacific Islander, increasing approximately 98 percent to a total population of almost 15,000 people. The Sacramento Region, the Bay Area, and California had the highest ten-year growth in the Hispanic ethnic group with respective growth rates of around 66 percent, 32 percent, and 38 percent.

DOF projects the ethnic group with the highest percentage rate of growth in Placer County between 2006 and 2016 will be Hispanic with nearly 57 percent growth. The Asian & Pacific Islander ethnic group is projected to have the second-highest growth rate at about 52 percent growth. The White population is still projected to increase nearly 16 percent in Placer County by 2016—quite a variation in the 10-year projected growth for the Sacramento Region (8 percent), the Bay Area (over -3 percent) and California (slight to no growth).

## DEMOGRAPHICS

**FIGURE 13**  
**ANNUAL POPULATION BY ETHNICITY AND PERCENT GROWTH**

<i>Area / Timeframe</i>	<i>White</i>	<i>Hispanic</i>	<i>Asian &amp; Pacific Islander</i>	<i>Black</i>	<i>American Indian</i>	<i>Multirace</i>
<b>Placer County</b>						
1996	186,185	20,054	7,406	1,895	2,964	-
2001	220,296	26,999	9,058	1,966	1,747	5,113
2006	256,518	39,157	14,647	2,052	1,851	6,626
2011	276,077	49,196	18,268	2,180	1,913	7,340
2016	298,291	61,416	22,263	2,309	1,972	8,213
2001-2006	16.4%	45.0%	61.7%	4.4%	6.0%	29.6%
1996-2006	37.8%	95.3%	97.8%	8.3%	-37.6%	-
2006-2011	7.6%	25.6%	24.7%	6.2%	3.3%	10.8%
2006-2016	16.3%	56.8%	52.0%	12.5%	6.5%	24.0%
<b>Sacramento Region</b>						
1996	1,208,339	259,471	172,788	124,202	28,763	-
2001	1,275,269	334,546	199,976	132,161	16,297	59,585
2006	1,347,169	429,730	238,721	140,584	17,495	77,526
2011	1,397,359	497,032	265,404	150,123	18,298	86,737
2016	1,454,739	579,434	295,311	161,696	19,403	97,511
2001-2006	5.6%	28.5%	19.4%	6.4%	7.4%	30.1%
1996-2006	11.5%	65.6%	38.2%	13.2%	-39.2%	-
2006-2011	3.7%	15.7%	11.2%	6.8%	4.6%	11.9%
2006-2016	8.0%	34.8%	23.7%	15.0%	10.9%	25.8%
<b>Bay Area</b>						
1996	2,881,327	1,024,945	1,132,546	456,123	41,354	-
2001	2,854,743	1,210,469	1,301,010	440,118	20,460	144,247
2006	2,793,313	1,356,462	1,417,376	411,122	24,136	159,067
2011	2,743,374	1,512,155	1,529,126	408,405	28,190	165,434
2016	2,704,063	1,691,213	1,633,960	403,365	33,125	173,977
2001-2006	-2.2%	12.1%	8.9%	-6.6%	18.0%	10.3%
1996-2006	-3.1%	32.3%	25.1%	-9.9%	-41.6%	-
2006-2011	-1.8%	11.5%	7.9%	-0.7%	16.8%	4.0%
2006-2016	-3.2%	24.7%	15.3%	-1.9%	37.2%	9.4%
<b>California</b>						
1996	16,273,755	9,619,884	3,547,229	2,213,076	309,008	-
2001	16,219,400	11,454,400	4,015,633	2,238,187	194,178	667,937
2006	16,419,655	13,227,047	4,475,811	2,256,432	219,683	782,242
2011	16,444,726	14,859,017	4,927,222	2,297,878	246,768	834,098
2016	16,481,796	16,693,398	5,378,741	2,352,025	276,810	896,240
2001-2006	1.2%	15.5%	11.5%	0.8%	13.1%	17.1%
1996-2006	0.9%	37.5%	26.2%	2.0%	-28.9%	-
2006-2011	0.2%	12.3%	10.1%	1.8%	12.3%	6.6%
2006-2016	0.4%	26.2%	20.2%	4.2%	26.0%	14.6%

Sacramento Regional Research Institute, January 2008

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

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

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

## Housing Units

In 2007, Placer County had a total of over 139,000 housing units—nearly 117,000 single family homes (84 percent of total) and 23,000 multiple family units (16 percent of total), as displayed in Figure 14. Placer County has the highest percentage of single family homes in comparison to the Sacramento Region (76 percent), the Bay Area (61 percent), and California (68 percent).

Compared to the state, the Sacramento Region, and the Bay Area, Placer County experienced the largest housing unit growth rate (around 25 percent growth in total housing units) from 2002 to 2007. Placer County's ten-year growth rate was about 56 percent, over double the Sacramento Region's growth rate of about 25 percent, over six times the Bay Area (almost 9 percent), and more than five times California's rate of around 12 percent for total housing unit growth.

Lincoln and Rocklin had the highest housing unit growth of all incorporated cities in Placer County in the ten-year historical period. From 1997 to 2007, Lincoln and Rocklin had respective rates of about 445 and 94 percent growth of total housing units.

# DEMOGRAPHICS

**FIGURE 14**  
**NUMBER AND TYPE OF HOUSING UNITS**

Area / Housing Type								% Change	
	1997	2002	2003	2004	2005	2006	2007	1997-2007	2002-2007
<b>Placer County</b>									
Single	75,051	93,149	98,393	103,295	108,174	113,098	116,647	55.4%	25.2%
Multiple	14,530	18,726	19,856	21,299	21,934	22,494	22,820	57.1%	21.9%
Total	89,581	111,875	118,249	124,594	130,108	135,592	139,467	55.7%	24.7%
<b>Auburn</b>									
Single	3,687	3,932	3,992	4,052	4,134	4,218	4,291	16.4%	9.1%
Multiple	1,675	1,600	1,600	1,680	1,680	1,680	1,680	0.3%	5.0%
Total	5,362	5,532	5,592	5,732	5,814	5,898	5,971	11.4%	7.9%
<b>Colfax</b>									
Single	422	497	511	524	533	538	543	28.7%	9.3%
Multiple	185	201	227	227	235	235	235	27.0%	16.9%
Total	607	698	738	751	768	773	778	28.2%	11.5%
<b>Lincoln</b>									
Single	2,379	5,783	7,204	8,979	10,895	13,711	15,439	549.0%	167.0%
Multiple	654	887	889	889	889	1,000	1,097	67.7%	23.7%
Total	3,033	6,670	8,093	9,868	11,784	14,711	16,536	445.2%	147.9%
<b>Loomis</b>									
Single	2,014	2,119	2,158	2,162	2,179	2,267	2,278	13.1%	7.5%
Multiple	84	67	67	67	60	60	60	-28.6%	-10.4%
Total	2,098	2,186	2,225	2,229	2,239	2,327	2,338	11.4%	7.0%
<b>Rocklin</b>									
Single	8,420	12,431	13,480	14,140	14,644	14,837	15,186	80.4%	22.2%
Multiple	1,879	3,570	3,781	4,596	4,596	4,648	4,741	152.3%	32.8%
Total	10,299	16,001	17,261	18,736	19,240	19,485	19,927	93.5%	24.5%
<b>Roseville</b>									
Single	19,397	26,855	28,853	30,611	32,092	32,919	33,560	73.0%	25.0%
Multiple	5,812	7,715	8,448	8,982	9,584	9,971	10,084	73.5%	30.7%
Total	25,209	34,570	37,301	39,593	41,676	42,890	43,644	73.1%	26.2%
<b>Unincorporated</b>									
Single	38,732	41,532	42,195	42,827	43,697	44,608	45,350	17.1%	9.2%
Multiple	4,241	4,686	4,844	4,858	4,890	4,900	4,923	16.1%	5.1%
Total	42,973	46,218	47,039	47,685	48,587	49,508	50,273	17.0%	8.8%
<b>Sacramento Region</b>									
Single	518,308	573,545	591,065	609,052	628,349	646,963	661,477	27.6%	15.3%
Multiple	179,860	189,941	193,975	197,172	200,919	205,277	208,079	15.7%	9.5%
Total	698,168	763,486	785,040	806,224	829,268	852,240	869,556	24.5%	13.9%
<b>Bay Area</b>									
Single	1,292,111	1,355,907	1,364,907	1,374,236	1,383,873	1,393,562	1,402,383	8.5%	3.4%
Multiple	803,568	837,530	847,990	855,165	865,807	875,582	884,395	10.1%	5.6%
Total	2,095,679	2,193,437	2,212,897	2,229,401	2,249,680	2,269,144	2,286,778	9.1%	4.3%
<b>California</b>									
Single	7,509,810	7,990,559	8,097,342	8,216,798	8,345,325	8,483,149	8,603,213	14.6%	7.7%
Multiple	3,803,296	3,885,493	3,926,760	3,963,666	4,016,207	4,070,251	4,117,587	8.3%	6.0%
Total	11,313,106	11,876,052	12,024,102	12,180,464	12,361,532	12,553,400	12,720,800	12.4%	7.1%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Finance, E-8 Historical Population and Housing Estimates and E-5 Population and Housing Estimates

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

## DEMOGRAPHICS

### Income

As shown in Figure 15, Placer County's per capita personal income in 2005 was approximately \$41,000, higher than both the Sacramento Region (almost \$35,000) and the state (over \$37,000), but lower than the Bay Area (approximately \$52,000). Placer County per capita personal income grew by around 52 percent from 1995 to 2005, surpassing both the Sacramento Region and the state growth rates in that period (about 51 percent and 54 percent, respectively), but below the Bay Area's growth rate of nearly 63 percent.

**FIGURE 15**  
**PER CAPITA PERSONAL INCOME**

<i>Area</i>	<i>1995</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>% Change 1995-2005</i>	<i>% Change 2000-2005</i>
Placer County	\$27,093	\$36,417	\$37,063	\$36,603	\$37,440	\$40,027	\$41,248	52.2%	13.3%
Sacramento Region	\$22,967	\$29,425	\$30,252	\$30,474	\$31,435	\$33,336	\$34,762	51.4%	18.1%
Bay Area	\$31,951	\$49,832	\$48,038	\$46,096	\$46,506	\$49,467	\$51,926	62.5%	4.2%
California	\$24,161	\$32,458	\$32,859	\$32,769	\$33,469	\$35,313	\$37,283	54.3%	14.9%

Sacramento Regional Research Institute, January 2008

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

Figure 16 shows that Placer County's per capita personal income is projected to increase about 8 percent from 2005 to 2015 to over \$44,000. This income level surpasses both the Sacramento Region and California, but is still below the Bay Area's projected income of about \$65,000. The County's projected per capita personal income growth rate from 2005 to 2015, however, is lower than all three areas.

**FIGURE 16**  
**PER CAPITA PERSONAL INCOME PROJECTIONS**

<i>Area</i>	<i>2005</i>	<i>2010</i>	<i>2015</i>	<i>% Change 2005-2010</i>	<i>% Change 2005-2015</i>
Placer County	\$41,248	\$42,468	\$44,487	3.0%	7.9%
Sacramento Region	\$34,762	\$37,838	\$40,538	8.8%	16.6%
Bay Area	\$51,926	\$58,307	\$64,518	12.3%	24.2%
California	\$37,283	\$39,682	\$42,554	6.4%	14.1%

Sacramento Regional Research Institute, January 2008

Data Sources: U.S. Bureau of Economic Analysis, Regional Economic Accounts; California Department of Transportation, 2007 Long-Term Socio-Economic Forecasts by County

## DEMOGRAPHICS

The median household income, as reported by the U.S. Census Bureau, is the middle value of the household incomes (income of all household members aged 15 and above) within a certain location. Figure 17 shows that, in 2006, Placer County's median household income was around \$70,000, the second-highest income among the counties within the Sacramento Region and much higher than California. Between 2000 and 2006, Placer County experienced an approximate 22 percent increase in median household income, which was lower than other counties within the Sacramento Region, but higher than California and the average growth rate of the counties within the Bay Area.

**FIGURE 17**  
**MEDIAN HOUSEHOLD INCOME**

<i>Area</i>	<i>2000</i>	<i>2006</i>	<i>% Change 2000-2006</i>
Placer County	\$57,535	\$70,013	21.7%
Sacramento Region			
El Dorado County	\$51,484	\$70,516	37.0%
Sacramento County	\$43,816	\$53,930	23.1%
Sutter County	\$38,375	\$51,688	34.7%
Yolo County	\$40,769	\$51,128	25.4%
Yuba County	\$30,460	\$38,006	24.8%
Bay Area			
Alameda County	\$55,946	\$64,424	15.2%
Contra Costa County	\$63,675	\$74,241	16.6%
Marin County	\$71,306	\$81,761	14.7%
San Benito County	\$57,469	-	-
San Francisco County	\$55,221	\$65,497	18.6%
San Mateo County	\$70,819	\$77,914	10.0%
Santa Clara County	\$74,335	\$80,838	8.7%
California	\$47,493	\$56,645	19.3%

Sacramento Regional Research Institute, January 2008

Data Sources: U.S. Census Bureau, 2000 Census and 2006 American Community Survey

Notes: 2000 income in 1999 dollars and 2006 income in 2006 inflation-adjusted dollars.

San Benito data is not available for 2006.





## **EDUCATION**

*Sacramento Regional Research Institute*

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## Education

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

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

### Primary and Secondary Education

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

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

## EDUCATION

Over 64,000 students attend school in Placer County. Figure 18 displays the various types of schools from kindergarten through 12<sup>th</sup> grade (K-12) that are located within Placer County. With almost 30,000 students, elementary schools have the highest enrollment followed by high schools (about 18,000 students) and middle schools (nearly 11,000 students). The overall pupil-teacher ratio in Placer County is 20.6—slightly lower than California’s ratio of 21.4.

**FIGURE 18**  
**SCHOOL TYPES IN PLACER COUNTY**  
**IN THE 2006-2007 SCHOOL YEAR**

<i>School Type</i>	<i>Enrollment</i>	<i>Number of Schools</i>	<i>Pupil-Teacher Ratio</i>
Elementary	29,959	68	19.6
High	18,188	13	22.4
Middle	10,978	15	22.2
Junior High	566	1	22.3
K-12	2,975	1	22.2
Alternative	565	4	26.7
Continuation	652	5	17.1
Special Education	314	1	5.1
County Community	129	1	18.4
Juvenile Court	55	1	10.2
Nonpublic, Nonsectarian*	20	-	-
<b>Total</b>	<b>64,401</b>	<b>110</b>	<b>20.6</b>

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Education, Ed-Data

Note: California Department of Education defines nonpublic, nonsectarian schools as an alternative Special Education service available to districts, Special Education Local Plan Areas (SELPAs), county offices of education, and parents.

## EDUCATION

The County's total K-12 enrollment, shown in Figure 19, grew almost 38 percent over the past ten years (over 18 percentage points higher than the Sacramento Region's growth, over 10 times greater than the Bay Area, and around three times California's growth). This is naturally in relation to the high levels of population growth experienced in the County. The largest school district in the 2006-2007 school year, with an enrollment of over 10,000 students, was Rocklin Unified followed by Roseville Joint Union High (over 8,900 students). Western Placer Unified, followed by the Dry Creek Joint Elementary and Rocklin Unified school districts are the fastest growing of the largest districts in Placer County with respective ten-year growth rates of about 110 percent, 80 percent, and 77 percent.

**FIGURE 19**  
**TOTAL K-12 SCHOOL ENROLLMENT**

Area	1996-	2001-	2002-	2003-	2004-	2005-	2006-	% Change	% Change
	1997	2002	2003	2004	2005	2006	2007	1996-1997 to 2006-2007	2001-2002 to 2006-2007
Placer County	46,797	58,228	60,716	61,718	62,666	63,742	64,401	37.6%	10.6%
Largest School Districts:									
Dry Creek Joint Elementary	4,104	5,629	6,386	7,008	7,271	7,249	7,377	79.8%	31.1%
Eureka Union Elementary	3,147	4,169	4,243	4,264	4,210	4,089	3,989	26.8%	-4.3%
Placer Union High	4,424	4,673	4,706	4,746	4,743	4,752	4,669	5.5%	-0.1%
Rocklin Unified	5,747	7,899	8,615	9,171	9,644	10,011	10,155	76.7%	28.6%
Roseville City	5,327	6,625	7,114	7,527	8,002	8,316	8,422	58.1%	27.1%
Roseville Joint Union High	5,499	7,360	7,724	8,023	8,387	8,627	8,918	62.2%	21.2%
Tahoe-Truckee Joint Unified	5,079	5,570	5,342	4,589	4,503	4,304	4,108	-19.1%	-26.2%
Western Placer Unified	4,048	7,040	7,280	7,309	7,160	7,842	8,511	110.3%	20.9%
Sacramento Region	331,289	374,927	382,981	387,142	392,314	394,681	395,240	19.3%	5.4%
Bay Area	792,587	818,677	822,278	821,626	822,062	821,089	821,804	3.7%	0.4%
California	5,612,965	6,147,375	6,244,732	6,298,747	6,322,096	6,312,393	6,286,943	12.0%	2.3%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Education, Dataquest

## EDUCATION

Placer County has had consistently higher graduation rates than the Sacramento Region, the Bay Area, and California over the past ten years, as shown in Figure 20. In the most recent school year where data is available (2005-2006), Placer County's graduation rate was nearly 91 percent—over 5 percentage points higher than the Sacramento Region, almost 4 percentage points over the Bay Area's rate, and close to 8 percentage points higher than California. In the past ten years, Placer County's graduation rate has had a positive shift of over 1 percentage point from the approximate 90 percent rate seen in the 1995-1996 school year and peaked at almost 95 percent in the 2000-2001 school year. Of the largest school districts in Placer County, Rocklin Unified and Tahoe-Truckee Joint Unified had the highest graduation rates (about 96 percent) in 2005-2006.

**FIGURE 20**  
**HIGH SCHOOL GRADUATION RATES**

Area	1995-	2000-	2001-	2002-	2003-	2004-	2005-	Shift	Shift
	1996	2001	2002	2003	2004	2005	2006	1995-1996 to 2005-2006	2000-2001 to 2005-2006
Placer County	89.6%	94.5%	93.9%	91.5%	91.0%	90.4%	90.9%	1.3%	-3.6%
High School Districts:									
Placer Union High	86.5%	90.0%	91.2%	88.3%	88.8%	88.3%	92.1%	5.6%	2.1%
Rocklin Unified	-	95.3%	97.2%	99.1%	95.7%	96.1%	96.3%	-	1.0%
Roseville Joint Union High	91.7%	95.8%	96.9%	95.9%	95.8%	93.4%	93.7%	2.0%	-2.1%
Tahoe-Truckee Joint Unified	90.6%	95.8%	93.8%	93.2%	93.0%	95.4%	96.4%	5.8%	0.6%
Western Placer Unified	94.1%	99.1%	88.2%	81.3%	78.7%	79.4%	75.5%	-18.6%	-23.6%
Sacramento Region	79.8%	84.9%	84.3%	84.1%	85.0%	85.9%	85.7%	5.9%	0.8%
Bay Area	85.0%	89.4%	90.8%	91.1%	90.1%	88.6%	87.2%	2.2%	-2.2%
California	-	86.8%	87.0%	86.7%	85.4%	85.0%	83.2%	-	-3.6%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Education, Dataquest

Note: Ten-year data point not available for Rocklin Unified or California.

## EDUCATION

The Scholastic Aptitude Test (SAT) measures high school students' verbal and mathematical reasoning skills where total scores of verbal and math each are measured on a scale between 200 and 800. In the 2005-2006 academic year, a writing section was added to the SAT with the same scoring scale as the verbal and math sections. Combined, the total score of these three sections can range from 600 to 2400. In order to compare scores over the past five years, only the total of the verbal and math average scores are included in Figure 21. As shown in this Figure, in the 2006-2007 school year, Placer County's total average SAT score (math and verbal average combined) was 1060, higher than the Sacramento Region and California, but slightly lower than the Bay Area. The County's total average scores have been consistently higher than those for California and the Sacramento Region over the past few years and have increased at a higher rate over the five-year period than all comparison areas, except for the Bay Area. On average, scores for Placer County students have been 48 points above statewide scores and 30 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. Placer County's largest school districts with the highest average scores in the 2006-2007 school year were Placer Union High (1086), Rocklin Unified (1062), and Western Placer Unified (1061).

**FIGURE 21**  
**AVERAGE TOTAL SAT SCORES**

Area	2001-	2002-	2003-	2004-	2005-	2006-	% Change
	2002	2003	2004	2005	2006*	2007*	2001-2002 to 2006-2007
Placer County	1049	1054	1061	1070	1061	1060	1.0%
High School Districts:							
Placer Union High	1056	1062	1065	1085	1082	1086	2.8%
Rocklin Unified	1048	1052	1057	1064	1059	1062	1.3%
Roseville Joint Union High	1051	1058	1062	1072	1059	1055	0.4%
Tahoe-Truckee Joint Unified	1036	1032	1052	1051	1058	1013	-2.2%
Western Placer Unified	968	1043	1059	1037	990	1061	9.6%
Sacramento Region	1027	1030	1034	1038	1024	1021	-0.6%
Bay Area	1045	1060	1065	1069	1068	1065	1.8%
California	1006	1012	1015	1020	1011	1006	0.0%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Education, Dataquest

Note: Weighted averages used for Sacramento Region and Bay Area data. Ten-year historical score not provided as data prior to 1999-2000 school year not available.

\*Starting in 2005-2006, writing average scores (a new component of the SAT) were tracked; however, in order to compare over a time period, this table only reflects a total score of math and verbal averages. Total scores (including the writing average) for the comparison areas in 2006-2007 (and 2005-2006) are as follows:

Placer County = 1576 (1580); Sacramento Region = 1517 (1525);

Bay Area = 1581 (1587); California = 1497 (1506)

## EDUCATION

Figure 22 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, three years of a foreign language, and one additional elective. In the 2005-2006 academic year, about 37 percent of the graduating seniors in Placer County met these course requirements. Placer County ranks above the Sacramento Region and California; the Bay Area leads all of the comparison areas in this measure. The greatest proportion of students with these qualifications of the largest districts in Placer County was in the Roseville Joint Union High district with 45 percent of students in the 2005-2006 school completing these requirements.

Over the past five years, with the exception of the 2004-2005 academic year, Placer County high school graduates have completed the entrance courses required for the UC and CSU systems at a slightly higher proportion than the overall Sacramento Region. The Placer County proportion has also remained close to the statewide average over the past few years.

**FIGURE 22**  
**PERCENT OF HIGH SCHOOL GRADUATES COMPLETING UC AND CSU**  
**ENTRANCE COURSES**

Area	1995-	2000-	2001-	2002-	2003-	2004-	2005-	Shift	
	1996	2001	2002	2003	2004	2005	2006	1995-1996 to 2005-2006	2000-2001 to 2005-2006
Placer County	38.1%	35.4%	37.8%	35.4%	32.1%	35.0%	36.9%	-1.2%	1.6%
High School Districts:									
Placer Union High	40.6%	39.6%	41.9%	38.8%	35.6%	34.4%	35.0%	-5.6%	-4.6%
Rocklin Unified	-	48.3%	43.7%	37.1%	42.3%	48.0%	41.8%	-	-6.5%
Roseville Joint Union High	36.4%	32.4%	42.8%	42.1%	32.4%	37.2%	45.2%	8.8%	12.8%
Tahoe-Truckee Joint Unified	44.1%	52.8%	45.6%	51.7%	48.1%	43.0%	41.7%	-2.4%	-11.1%
Western Placer Unified	28.0%	10.3%	8.6%	7.9%	9.7%	13.8%	5.7%	-22.3%	-4.6%
Sacramento Region	36.3%	30.6%	34.9%	33.7%	31.8%	39.2%	35.1%	-1.3%	4.5%
Bay Area	42.0%	43.9%	44.2%	43.3%	44.0%	43.7%	46.7%	4.7%	2.8%
California	35.4%	35.6%	34.6%	33.6%	33.7%	35.2%	35.9%	0.5%	0.3%

Sacramento Regional Research Institute, January 2008

Data Source: California Department of Education, Dataquest

## Educational Attainment

Placer County benefits from high educational attainment at the postsecondary level, achieving similar results as the Bay Area and outperforming both the Sacramento Region and California in the percentage of the population with some education beyond high school. As shown in Figure 23, around 69 percent of Placer County's population has received some postsecondary education, compared to about 68 percent, 62 percent, and 57 percent in the Bay Area, the Sacramento Region and California, respectively, in 2006. The number of Placer residents with bachelor's and higher level degrees is also higher at close to 32 percent, compared to almost 29 percent in both the Sacramento Region and in California, but is lower than around 43 percent in the Bay Area.

The percentage of Placer County's population with at least a high school degree (or the equivalent) stands at close to 92 percent. This is between 5 and 6 percentage points above the rate for the Sacramento Region and the Bay Area and nearly 12 points above the rate for California. Placer County also posted a significant change in the number of its population over 25 years old that possess a bachelor's degree or higher—from 2000 to 2006, the County's population within this category increased about 41 percent, much higher than the other areas' percentage changes that range from around 11 to 31 percent.

**FIGURE 23**  
**EDUCATIONAL ATTAINMENT**

Area / Educational Attainment Categories	2000		2006		% Change 2000-2006
	Total	Percent	Total	Percent	
<b>Placer County</b>					
Population 25 years and over	165,894	100.0%	222,307	100.0%	34.0%
Less than high school graduate	15,835	9.5%	18,154	8.2%	14.6%
High school graduate (incl. equivalency)	35,327	21.3%	50,897	22.9%	44.1%
Some college or associate degree	64,506	38.9%	82,381	37.1%	27.7%
Bachelor's degree or higher	50,226	30.3%	70,875	31.9%	41.1%
<b>Sacramento Region</b>					
Population 25 years and over	1,223,128	100.0%	1,430,097	100.0%	16.9%
Less than high school graduate	199,068	16.3%	201,099	14.1%	1.0%
High school graduate (incl. equivalency)	275,227	22.5%	346,013	24.2%	25.7%
Some college or associate degree	435,384	35.6%	472,768	33.1%	8.6%
Bachelor's degree or higher	313,449	25.6%	410,217	28.7%	30.9%
<b>Bay Area*</b>					
Population 25 years and over	3,962,199	100.0%	4,035,089	100.0%	1.8%
Less than high school graduate	635,257	16.0%	538,834	13.4%	-15.2%
High school graduate (incl. equivalency)	673,594	17.0%	762,395	18.9%	13.2%
Some college or associate degree	1,097,290	27.7%	1,002,701	24.8%	-8.6%
Bachelor's degree or higher	1,556,058	39.3%	1,731,159	42.9%	11.3%
<b>California</b>					
Population 25 years and over	21,298,900	100.0%	23,133,174	100.0%	8.6%
Less than high school graduate	4,942,743	23.2%	4,605,354	19.9%	-6.8%
High school graduate (incl. equivalency)	4,288,452	20.1%	5,368,962	23.2%	25.2%
Some college or associate degree	6,397,739	30.0%	6,452,560	27.9%	0.9%
Bachelor's degree or higher	5,669,966	26.6%	6,706,298	29.0%	18.3%

Sacramento Regional Research Institute, January 2008

Data Sources: U.S. Census Bureau, 2000 Census and 2006 American Community Survey

Note: The 2000 Census data was used as historical reference as it includes data from all comparison areas.

\*2006 data for San Benito County is not available; therefore it has not been included in 2000 Bay Area data.

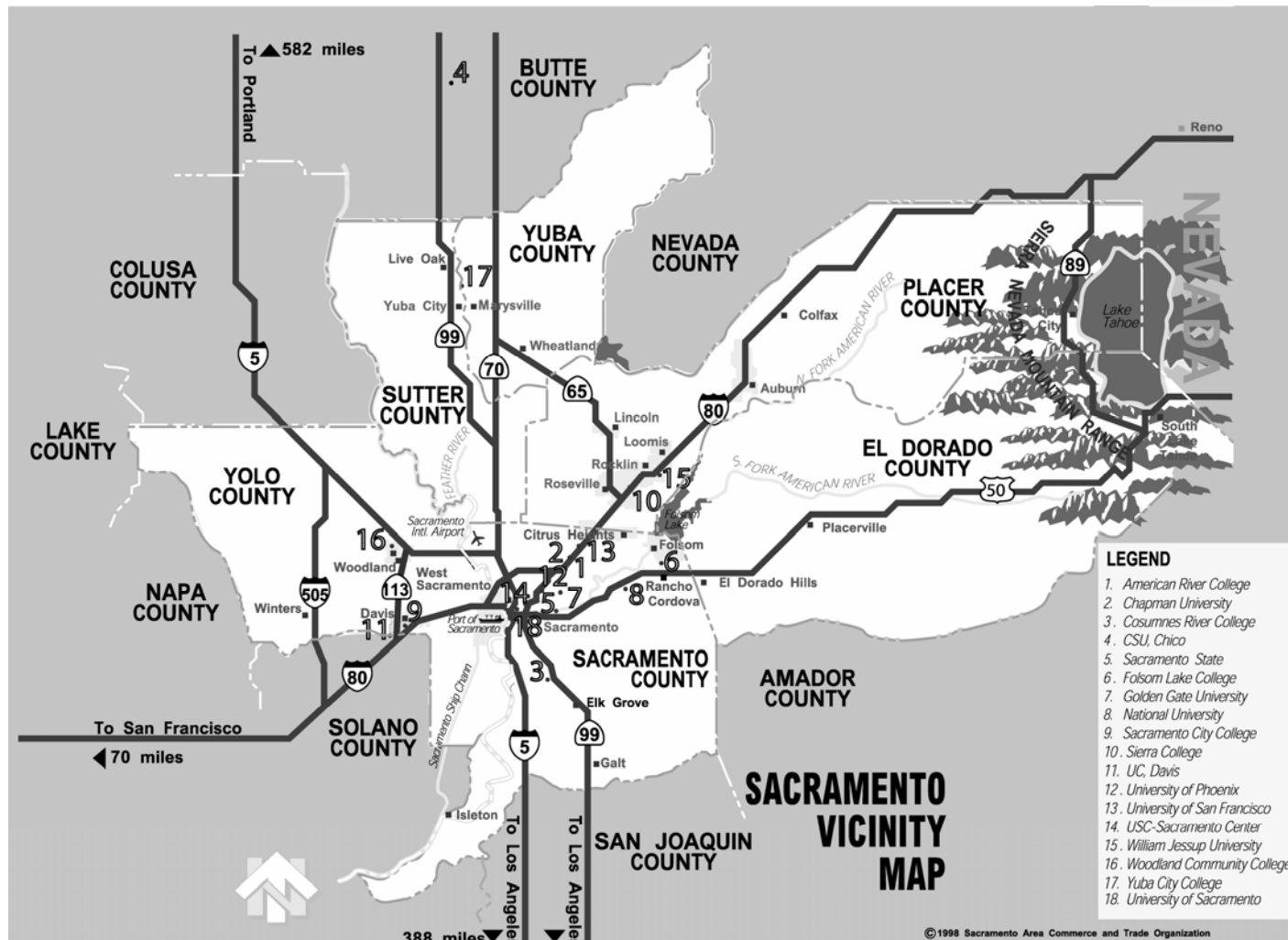


## Higher Education

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

Figure 24 is a map that includes postsecondary institutions in the Sacramento Region.

FIGURE 24  
HIGHER EDUCATION INSTITUTIONS IN THE SACRAMENTO REGION



Sacramento Regional Research Institute, January 2008

Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Vicinity Map

## EDUCATION

Of the four-year universities in the Sacramento Region, UCD is the largest with over 30,000 students in the fall term of 2006 (see Figure 25). Since 1996, UCD's enrollment increased over 27 percent. The California State University campuses in Sacramento and Chico had around 29,000 and 16,000 students, respectively, in 2006.

By far, the largest 2-year community college in the Region is American River College with over 32,000 students in 2006—a figure that increased almost 64 percent since 1996. Sacramento City College and Sierra College also serve a large student population with respective 2006 enrollments of approximately 23,000 and 19,000 students, both posting considerable gains in enrollment since 1996.

**FIGURE 25**  
**SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR PUBLIC INSTITUTIONS**

Type / Institution Name	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
University of California									
University of California, Davis	23,931	27,292	29,087	30,229	30,065	29,637	30,475	27.3%	11.7%
California State University									
California State University, Sacramento	23,420	26,923	28,558	28,375	27,972	27,932	28,529	21.8%	6.0%
California State University, Chico*	13,919	16,704	16,246	15,516	15,734	15,919	16,250	16.7%	-2.7%
California Community Colleges									
American River College	19,809	30,633	33,195	30,614	30,580	31,050	32,460	63.9%	6.0%
Cosumnes River College	12,321	18,553	19,719	17,726	11,461	11,542	12,180	-1.1%	-34.4%
Folsom Lake College**	-	-	-	-	6,212	6,507	7,381	-	-
Lake Tahoe Community College	2,480	3,350	4,267	3,702	3,645	3,459	3,290	32.7%	-1.8%
Sacramento City College	16,584	22,569	23,895	21,998	21,729	22,107	22,991	38.6%	1.9%
Sierra College	14,493	18,771	20,073	18,791	18,727	18,981	19,373	33.7%	3.2%
Yuba College***	7,889	10,793	10,695	8,907	9,507	9,234	9,516	20.6%	-11.8%

Sacramento Regional Research Institute, January 2008

Source: California Postsecondary Education Commission (CPEC)

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

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

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

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

Enrollment for select private institutions in the Sacramento Region is provided in Figure 26. Private institutions that have had notable increases in enrollment over the past five years include William Jessup University, Western Career College—Sacramento, and High-Tech Institute which posted about 90 percent, 83 percent, and 62 percent relative increases in enrollment.

**FIGURE 26**  
**SACRAMENTO REGION HIGHER EDUCATION**  
**ENROLLMENT FOR SELECT PRIVATE**  
**INSTITUTIONS**

<i>Institution</i>	<i>2001</i>	<i>2006</i>	<i>% Change 2001-2006</i>
Heald College, Rancho Cordova	664	549	-17.3%
Heald College, Roseville	762	507	-33.5%
High-Tech Institute	478	774	61.9%
ITT Technical Institute	533	717	34.5%
MTI College	1,444	777	-46.2%
Western Career College, Sacramento	528	964	82.6%
William Jessup University	312	592	89.7%

Sacramento Regional Research Institute, January 2008

Data Sources: California Postsecondary Education Commission and National Center for Education Statistics, College Opportunities Online Locator

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

Limited data available for years 2002 through 2005 and years prior to 2001.

Other private postsecondary institutions, in addition to those in Figure 26, serving the Sacramento Region include:

- Art Institute of California, Sacramento
- Aviation & Electronic School of America
- Breining Institute
- Capital Bible College
- Chapman University
- Columbia College of Missouri
- DeVry University
- Embry-Riddle Aeronautical University
- Fuller Theological Seminary
- Golden Gate University
- International Academy of Design and Technology, Sacramento
- Kitchen Academy
- Lincoln Law School of Sacramento
- Maric College
- National University
- Northwestern California University School of Law
- Northwestern College
- Patten University

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- Professional School of Psychology
- Rudolf Steiner College
- Saint Mary's College of California
- Trinity Life Bible College
- Union Institute & University
- Universal Technical Institute
- University of Northern California, Lorenzo Patiño School of Law
- University of Phoenix
- University of Sacramento
- University of San Francisco, Sacramento Regional Campus
- University of Southern California, State Capital Center
- University of the Pacific, McGeorge School of Law
- Weimar Institute of Health & Education
- Western Seminary
- WyoTech

### Community Colleges

#### Sierra Community College District

For over half a century, the 300-acre Sierra College campus has offered general education and technical courses, serving the Counties of Placer, Nevada, and parts of El Dorado and Sacramento. The main campus is located off of Interstate 80 in Rocklin. Other facilities include a 115-acre Nevada County Campus in Grass Valley and centers in Roseville and Truckee. These campuses, administered by the Sierra Community College District, offer day, evening, and weekend classes to almost 19,000 students in their service region which covers approximately 3,200 square miles. Sierra College has a national reputation based on excellence in such academic areas as computer science, mathematics, electronics, nursing, and early childhood education. Sierra College has 950 full faculty members and offers around 125 degree and certificate programs. In addition, Sierra College provides the first two years of pre-professional programs including medicine, law, engineering, computer science, and education. In January 2006, Sierra College also began offering a new program in Mechatronics, a field in which electronics, mechanics, pneumatics, hydraulics and computer control are integrated. Over \$1 million in a grant and industry donations made this program possible at Sierra College. Another new program is the virtual office professional program that prepares students for careers in this burgeoning field. Sierra College sets itself apart in this area of education by requiring significantly more units than other colleges in the nation and awarding a degree and a program certificate upon completion of the program.

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 small and medium manufacturing and technology companies. 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 currently has nearly 80,000 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. Los Rios is one of the fastest-growing community college districts in the state and has high transfer rates to the UC and CSU systems. The Los Rios colleges offer career education programs in such high growth fields as nursing and health, computer information science, electronics, and business. Los Rios also recently developed three new programs focused on clean and green technology to meet the increasing demand by local businesses for workers skilled in this area. Certificate programs for solar technology technician, green building design and construction, and energy management systems are set to begin in the fall semester of 2008.

Los Rios Community College District operates the Business and Economic Development Center (BEDC) which offers services such as customized training, business consulting, and international trade development through the Training Source, the Small Business Development Center (SBDC), the Center for International Trade Development (CITD), and the Workplace Learning Resource Center. The Training Source is 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. Other services offered are marketing and business planning guidance for small business owners and program management and evaluation. The SBDC offers small business consultation in management, marketing, finance and strategic planning, and the CITD provides coaching services to small- and medium-sized business in importing and exporting, sponsors around 30 global commerce seminars per year, and has an extensive international trade library. The Workplace Learning Resource Center offers customized training geared towards basic skills training, workplace English as a Second Language (ESL), and Workplace Spanish.

### **Yuba Community College District**

The Yuba Community College District (originally titled Yuba College) has been providing high-quality education since it was founded in 1927. In December 1965 and in 1974, the District was reorganized to come to the form it is today, serving six counties and overall covers an area of almost 4,200 square miles. The District operates Yuba College, Woodland Community College, the Clear Lake Campus, and Beale Air Force Base Outreach Operation, 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 3,300 students in the Fall term of 2006. The 164-acre campus offers full credit, transferable courses to the UC and CSU systems. The College boasts affordability and accessibility in its classes and offers 37 associate degrees and 19 certificates in areas such as business, culinary arts, environmental science, psychology, and political science. Lake Tahoe Community College also provides career education in over 20 fields including criminal justice, culinary arts, nursing, and hospitality, among others. Programs like customer service training (established through a partnership with the local Chamber of Commerce), study abroad for course credit, and wilderness classes in the natural landscape are also offered as additional learning opportunities for the College's students.

### **Public Universities**

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

#### **California State University, Sacramento**

Sacramento State is a major university in the heart of the state capital on 300 acres. Founded in 1947, the University has completed over one-half century of service boasting one in 26 residents in the Sacramento Region as a Sacramento State alumnus. Almost 29,000 students (nearly 24,000 undergraduates and 5,000 graduates) are enrolled at Sacramento State, with about 750 international students representing over 80 nations. The University's academic programs are organized into eight colleges: Arts & Letters; Business Administration; Continuing Education; Education; Engineering & Computer Science; Health & Human Services; Natural Sciences & Mathematics; and Social Sciences & Interdisciplinary Studies. Sacramento State students can earn degrees in 60 undergraduate, 40 graduate, and two joint doctorate degree programs. Other major academic programs include business administration, criminal justice, communication studies, psychology, and computer science. The criminal justice program, according to Sacramento State, is the largest in this discipline west of the Mississippi.

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



Around 30 research and service centers are associated with the University. In addition, through the College of Continuing Education, Sacramento State has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education programs include, but are not limited to, business; criminal justice and safety; education; health and human services; and science and technology. Additionally, Sacramento State created an Executive Master's of Business Administration (EMBA) program that is hosted at corporate locations throughout the Sacramento Region. PRIDE Industries in Roseville hosted the first cohort which began classes in September 2005. Sacramento State's importance in the Sacramento Region is also evident through the planned development of its branch campus in Placer County. Placer Ranch, a planned community within the County, has donated a 290-acre site for the campus that will be large enough to accommodate a full-sized California State University campus at a later date. One step toward this branch campus is Sacramento State offering upper-division general education and business courses at the Sierra College Gateway campus in Roseville.

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

### **California State University, Chico**

Located about 85 miles northwest of Auburn on 119 acres, CSUC is another major public university (with an enrollment of over 16,000 students) that provides educational services to Placer County residents. 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 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 ranked 31<sup>st</sup> in U.S. News & World Report's 2008 edition of "America's Best Colleges" for master's level universities in the West—a category generally dominated by private universities.

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 Interdisciplinary Studies). The seven colleges include: Behavioral and Social Sciences; Humanities and Fine Arts; Natural Sciences; Agriculture; Business; Communication and Education; and Engineering, Computer Science, and Construction Management. The University offers over 150 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 school teaching), psychology, prenursing/nursing, and construction management.

CSUC is considered to be one of the leaders in distance education having offered these services for 33 years through various modes of learning—Instructional Television Fixed Service (ITFS), via satellite, and online. Since 1993, courses have been offered online and 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 20<sup>th</sup> century, the UCD campus has grown to more than 5,000 acres and about 30,000 students. An acknowledged international leader in agricultural, biological, biotechnological and environmental sciences, UCD is gaining similar recognition for excellence in the arts, humanities, social sciences, health sciences, law, and management. According to UCD's web site and National Science Foundation rankings, the Institution is one of the top research universities in the United States earning \$544 million in research funding in 2005-2006 and is ranked 10<sup>th</sup> nationally in research funding of public universities and fourth among other UC schools.

UCD offers 104 undergraduate majors and 86 graduate programs in the College of Agricultural and Environmental Sciences, Biological 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 29 on the Wall Street Journal's annual list of top regional business schools in the country in 2007, 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 12 consecutive years from 1996 to 2007, most recently placing 46<sup>th</sup> overall in the nation. UCD is the youngest and smallest business school to be ranked in the top 50 by the magazine.

UC Davis Extension, founded 1960, offers hundreds of courses per quarter in over 75 subjects such as business, art, and agriculture where the student has the option to take individual courses, pursuing a certificate program, or completing specialized master's degree program. 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.

In October 2007, UCD dedicated its new Aggie Stadium, a \$31 million facility with seating for more than 10,700 fans and an artificial playing surface of over 100,000 square feet. The University also has several major expansion projects underway that will further enhance its renowned programs in law, business, viticulture, and food science. UCD is expanding and renovating its School of Law facilities in a \$30 million project that will be completed by the end of 2010. The University's Graduate School of Management is constructing a \$34.5 million building and conference center complex to be completed by fall 2009 and a hotel which is part of the complex, but will be completed separately. The departments of Viticulture and Enology and Food Science and Technology will also benefit from new facilities in a complex called the Robert Mondavi Institute for Wine and Food Science (RMI) that is scheduled for completion in June 2008.

## **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 class format. Its Sacramento location offers extended learning, credential, and certificate programs as well as associate of art degree and bachelor and master degrees in areas within business and management, engineering and technology, psychology, education, and letters and sciences. Chapman University offers bachelor's and master's degrees, as well as teaching credentials and extended education in its three campuses within the Sacramento Region (Roseville, Folsom, and Yuba City).

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 master's degrees in public administration and health administration.

The University of San Francisco's Sacramento Regional Campus is a complete university facility with programs designed for working adults who generally attend classes that meet one day a week for 22 to 27 months. Five undergraduate degree completion programs (for transfer students) and six master's degree programs are offered in fields such as applied economics, information systems, non-profit administration, organizational

studies, project management, public administration, health services administration, and counseling.

In combination with its variety of online programs, Golden Gate University offers in-person classes weeknights and Saturdays at its regional learning center in Roseville to complete bachelor's and master's degrees in business administration, management, public administration, and human resource management.

The University of the Pacific, McGeorge School of Law in Sacramento 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 and offers an affordable and accessible legal education in a four-year, weeknight format.

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

Plans for another private university to locate within Placer County are underway. Drexel University, a Philadelphia-based non-sectarian, co-educational college looking to expand in the West, is considering constructing a university within the County. In preparation for this, Drexel is planning to begin a graduate-level business program in rented facilities in 2009.

### **Technical Schools and Vocational Training**

In addition to the comprehensive instruction given at area community colleges, specific technical training is available at trade and vocational schools in Placer County and the Sacramento Region. The Placer County Office of Education, in coordination with Nevada County Superintendent's of Schools, sponsors the 49er Regional Occupational Program that regularly trains high school students and adults for new careers or to upgrade skills necessary in an existing occupation. Training comes in the form of classes where students have the opportunity to research careers, learn job skills, or participate in an internship, possible through the support of over 600 businesses within Placer and Nevada Counties.

The best known postsecondary schools offering vocational education in the Sacramento Region are the Heald Business Colleges, ITT Technical Institute, MTI College of Business Technology, DeVry University, and Western Career College. Universal Technical Institute (UTI), a vocational technical school providing diploma or certificate

## EDUCATION

level programs in automotive technology, recently chose the Sacramento Region as its newest location. The Kitchen Academy, another private vocational school that recently located to the Region, provides students the opportunity to graduate with a Professional Culinary Arts Diploma in approximately 30 weeks. The Sacramento branch of the Art Institute of California, which was established in 2007, offers associate and bachelor degrees in career-oriented programs such as design, media arts, fashion and culinary arts.



## **BUSINESS CLIMATE**

*Sacramento Regional Research Institute*

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## Business Climate

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

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

## Industry Overview

Over a ten-year time span, Placer County employment increased by about 59,000 jobs to almost 141,000 total jobs in 2006 (about 15 percent of all jobs in the Sacramento Region), as shown in Figure 27. This growth of close to 72 percent is over twice as high as the Sacramento Region, 14 times higher than the Bay Area, and around four times higher than California's rate from 1996 to 2006. Additionally, unlike the comparative regions, all major industry sectors in Placer County held steadily or posted positive growth during this time period.

The highest employment increases from 1996 to 2006 were seen in Placer County's Construction sector, a nearly 195 percent increase to almost 17,000 jobs, due to the high population growth seen in the area and the housing construction needed to support this growth. The Construction sector posted the greatest employment increases in all comparative regions (although at lower rates than Placer County): around 112 percent in the Sacramento Region, 46 percent in the Bay Area, and 82 percent in California.

Financial Activities posted the second highest growth in Placer County at almost 149 percent in the ten-year time period. With the exceptions of the Manufacturing; Other Services; Agriculture; and Natural Resources & Mining sectors, all other industry sectors achieved growth above 50 percent from 1996 to 2006. None of the comparative regions displayed such strong growth across the board in this time period. The Information sector, posting the County's third-highest growth, increased almost 88 percent in Placer County, but at a much lower rate in the Sacramento Region (about 13 percent); the Bay Area (19 percent); and California (9 percent).

# BUSINESS CLIMATE

**FIGURE 27**  
**EMPLOYMENT BY INDUSTRY**

Industry Sector	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
<b>Placer County</b>									
Total, All Industries	82,000	119,500	120,800	129,700	134,700	137,300	140,800	71.7%	17.8%
Agriculture	300	400	400	500	600	600	300	0.0%	-25.0%
Natural Resources and Mining	100	100	100	100	100	100	100	0.0%	0.0%
Construction	5,600	14,100	14,700	16,600	16,800	16,800	16,500	194.6%	17.0%
Manufacturing	7,700	10,500	8,100	8,800	9,400	9,200	8,900	15.6%	-15.2%
Trade, Transportation and Utilities	15,800	23,000	23,500	24,600	25,400	26,400	28,100	77.8%	22.2%
Information	1,600	2,600	2,500	2,800	2,900	2,700	3,000	87.5%	15.4%
Financial Activities	4,500	7,300	8,200	9,200	10,000	11,000	11,200	148.9%	53.4%
Professional and Business Services	9,100	13,300	12,700	13,800	13,900	14,600	14,800	62.6%	11.3%
Educational and Health Services	8,700	10,800	11,800	12,500	13,100	13,600	14,100	62.1%	30.6%
Leisure and Hospitality	12,100	14,500	15,400	16,400	17,200	18,100	18,500	52.9%	27.6%
Other Services	3,100	4,700	3,900	3,500	3,900	4,200	4,500	45.2%	-4.3%
Government	13,400	18,200	19,500	20,900	21,400	20,000	20,800	55.2%	14.3%
<b>Sacramento Region</b>									
Total, All Industries	729,700	870,400	883,000	896,700	910,400	932,500	953,700	30.7%	9.6%
Agricultural	16,000	13,400	12,500	12,500	12,400	12,200	12,100	-24.4%	-9.7%
Natural Resources and Mining	1,100	1,200	1,100	1,000	900	900	1,000	-9.1%	-16.7%
Construction	34,700	61,800	63,400	68,800	73,300	75,800	73,600	112.1%	19.1%
Manufacturing	50,500	53,100	50,000	49,300	50,200	51,300	51,500	2.0%	-3.0%
Trade, Transportation and Utilities	125,100	148,200	148,500	150,900	153,900	157,000	161,800	29.3%	9.2%
Information	17,900	22,700	23,400	22,200	21,300	20,300	20,300	13.4%	-10.6%
Financial Activities	44,200	53,900	56,500	60,800	61,900	65,000	66,700	50.9%	23.7%
Professional and Business Services	79,900	101,900	98,800	98,400	101,300	106,000	109,700	37.3%	7.7%
Educational and Health Services	68,100	80,600	83,000	86,000	89,600	93,400	97,400	43.0%	20.8%
Leisure and Hospitality	68,000	75,500	78,800	80,700	83,300	85,500	89,400	31.5%	18.4%
Other Services	23,400	29,200	29,600	29,400	29,800	29,700	29,900	27.8%	2.4%
Government	200,800	228,900	237,400	236,700	232,500	235,400	240,300	19.7%	5.0%
<b>Bay Area</b>									
Total, All Industries	2,770,100	3,140,100	2,957,500	2,858,900	2,834,200	2,855,000	2,910,100	5.1%	-7.3%
Agriculture	13,500	13,500	13,300	12,700	11,300	10,600	10,300	-23.7%	-23.7%
Natural Resources and Mining	3,000	2,000	1,600	1,300	1,500	1,500	1,700	-43.3%	-15.0%
Construction	111,900	167,700	156,400	152,300	155,000	158,600	163,300	45.9%	-2.6%
Manufacturing	416,300	417,300	361,800	326,000	316,500	309,100	311,400	-25.2%	-25.4%
Trade, Transportation and Utilities	505,900	547,400	517,200	497,400	489,400	491,100	494,300	-2.3%	-9.7%
Information	89,900	140,300	120,300	110,300	107,400	106,800	107,000	19.0%	-23.7%
Financial Activities	176,900	197,300	193,700	192,800	190,400	193,600	195,100	10.3%	-1.1%
Professional and Business Services	467,400	575,500	503,600	481,500	482,300	493,400	511,200	9.4%	-11.2%
Educational and Health Services	268,700	299,900	303,900	309,500	312,300	316,100	326,800	21.6%	9.0%
Leisure and Hospitality	239,300	268,100	262,600	261,900	265,500	271,900	281,300	17.6%	4.9%
Other Services	93,900	103,200	103,300	100,600	98,500	97,100	98,300	4.7%	-4.7%
Government	383,400	407,900	419,800	412,600	404,100	405,200	409,400	6.8%	0.4%
<b>California</b>									
Total, All Industries	13,160,200	14,989,400	14,838,600	14,777,600	14,907,300	15,176,100	15,450,100	17.4%	3.1%
Agriculture	408,300	379,500	372,700	377,400	369,400	378,200	377,200	-7.6%	-0.6%
Natural Resources and Mining	25,900	25,600	23,100	22,200	22,800	23,600	25,100	-3.1%	-2.0%
Construction	517,200	780,400	774,400	796,800	850,400	905,300	939,400	81.6%	20.4%
Manufacturing	1,791,000	1,799,100	1,652,500	1,562,400	1,540,600	1,514,400	1,504,500	-16.0%	-16.4%
Trade, Transportation and Utilities	2,456,200	2,748,800	2,725,200	2,718,400	2,755,600	2,822,100	2,873,800	17.0%	4.5%
Information	433,900	551,900	497,300	476,100	482,400	473,600	472,800	9.0%	-14.3%
Financial Activities	737,800	836,000	853,000	885,700	902,200	927,200	940,700	27.5%	12.5%
Professional and Business Services	1,742,300	2,173,800	2,106,300	2,072,400	2,085,100	2,148,000	2,225,100	27.7%	2.4%
Educational and Health Services	1,267,500	1,447,900	1,498,900	1,536,300	1,560,000	1,586,500	1,618,300	27.7%	11.8%
Leisure and Hospitality	1,226,500	1,365,100	1,382,400	1,400,100	1,439,400	1,475,200	1,519,400	23.9%	11.3%
Other Services	440,300	499,200	505,700	504,300	503,900	505,500	506,500	15.0%	1.5%
Government	2,113,300	2,382,100	2,447,100	2,425,500	2,395,500	2,416,500	2,447,300	15.8%	2.7%

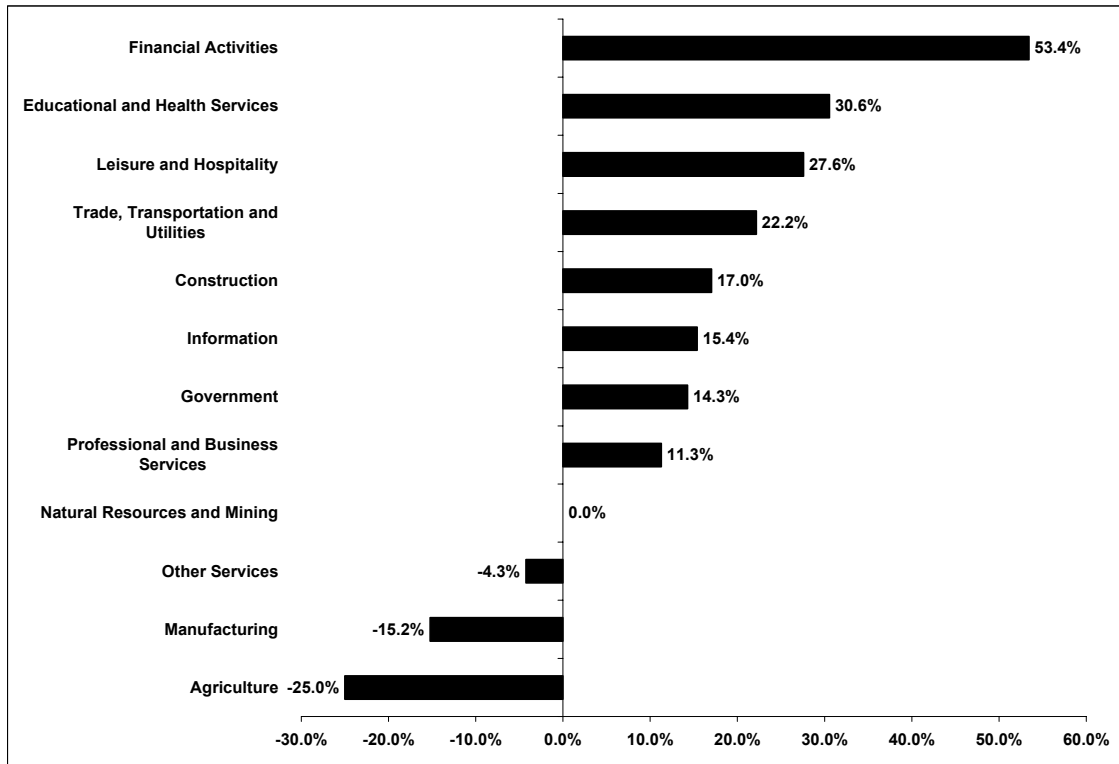
Sacramento Regional Research Institute, January 2008

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

Note: Includes LMI revised historical data for all areas.

The industry sectors that posted the highest five-year growth rates in Placer County, displayed in Figure 28, are Financial Activities; Educational & Health Services; and Leisure & Hospitality, with growth rates ranging from almost 28 percent to just over 53 percent.

FIGURE 28  
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR  
FROM 2001 TO 2006



Sacramento Regional Research Institute, January 2008

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



As shown in Figure 29, total employment in Placer County is expected to increase nearly 26 percent by 2016 to a total of almost 177,000 jobs. The comparative areas are projected to have lower growth rates with approximately 10 percent for the Sacramento Region, 8 percent for the Bay Area, and almost 9 percent for California.

These employment projections show that the highest growth through 2016 in Placer County will be in the Agriculture; Professional & Business Services; and Leisure & Hospitality sectors (80 percent, about 44 percent, and 35 percent, respectively). The Sacramento Region, the Bay Area, and California are all projected to see the strongest growth in the Professional & Business Services and second-highest growth in the Educational & Health Services (Sacramento Region and California) and Information (Bay Area) sectors. By 2016, the Construction sector in Placer County is the only sector projected to see a decline in employment (over 4 percent). This is similar to the projected statewide trend where a decline of around 3 percent is expected in this sector. Construction is projected to grow slightly in the Sacramento Region and the Bay Area, but declines are expected in both areas in Agriculture (over 3 percent and nearly 2 percent, respectively) and Manufacturing in the Bay Area (close to 3 percent).

**FIGURE 29**  
**EMPLOYMENT PROJECTIONS BY INDUSTRY**  
**(IN THOUSANDS)**

<i>Area/Industry</i>	<i>2006</i>	<i>2011</i>	<i>2016</i>	<i>% Change 2006-2016</i>	<i>% Change 2006-2011</i>
<b>Placer County</b>					
Total, All Industries	140.8	157.0	176.7	25.5%	11.5%
Agriculture	0.3	0.5	0.5	80.0%	76.7%
Construction	16.5	14.1	15.8	-4.2%	-14.5%
Manufacturing	8.9	9.9	10.5	18.0%	11.2%
Trade, Transportation and Utilities	28.1	31.9	36.0	28.1%	13.5%
Information	3.0	2.9	3.3	10.0%	-3.3%
Financial Activities	11.2	12.6	14.0	25.0%	12.5%
Professional and Business Services	14.8	17.2	21.3	43.9%	16.2%
Educational and Health Services	14.1	15.9	17.7	25.5%	12.8%
Leisure and Hospitality	18.5	21.9	25.0	35.1%	18.4%
Government	20.8	25.4	27.5	32.2%	22.1%
<b>Sacramento Region</b>					
Total, All Industries	953.7	1,046.3	1,160.9	21.7%	9.7%
Agriculture	12.1	11.7	11.7	-3.3%	-3.0%
Construction	73.6	71.8	77.4	5.1%	-2.4%
Manufacturing	51.5	53.4	54.2	5.3%	3.7%
Trade, Transportation and Utilities	161.8	179.5	198.5	22.7%	11.0%
Information	20.3	21.9	24.4	20.2%	8.1%
Financial Activities	66.7	69.7	74.2	11.3%	4.4%
Professional and Business Services	109.7	126.5	149.6	36.4%	15.3%
Educational and Health Services	97.4	108.6	125.5	28.9%	11.5%
Leisure and Hospitality	89.4	99.7	109.9	23.0%	11.5%
Government	240.3	269.8	298.8	24.4%	12.3%
<b>Bay Area</b>					
Total, All Industries	2,910.1	3,139.5	3,383.5	16.3%	7.9%
Agriculture	10.3	10.3	10.1	-1.8%	-0.1%
Construction	163.3	162.9	168.1	2.9%	-0.2%
Manufacturing	311.4	306.7	303.1	-2.7%	-1.5%
Trade, Transportation and Utilities	494.3	527.1	560.6	13.4%	6.6%
Information	107.0	120.1	141.8	32.5%	12.2%
Financial Activities	195.1	202.9	213.3	9.3%	4.0%
Professional and Business Services	511.2	606.7	703.5	37.6%	18.7%
Educational and Health Services	326.8	350.7	375.8	15.0%	7.3%
Leisure and Hospitality	281.3	311.9	336.3	19.6%	10.9%
Government	409.4	432.5	456.1	11.4%	5.6%
<b>California</b>					
Total, All Industries	15,450.1	16,757.0	18,232.0	18.0%	8.5%
Agriculture	377.2	381.0	388.0	2.9%	1.0%
Construction	939.4	884.0	915.0	-2.6%	-5.9%
Manufacturing	1,504.5	1,529.0	1,521.0	1.1%	1.6%
Trade, Transportation and Utilities	2,873.8	3,160.0	3,489.0	21.4%	10.0%
Information	472.8	523.0	588.0	24.4%	10.6%
Financial Activities	940.7	984.0	1,047.0	11.3%	4.6%
Professional and Business Services	2,225.1	2,599.0	3,003.0	35.0%	16.8%
Educational and Health Services	1,618.3	1,822.0	2,036.0	25.8%	12.6%
Leisure and Hospitality	1,519.4	1,661.0	1,782.0	17.3%	9.3%
Government	2,447.3	2,633.0	2,826.0	15.5%	7.6%

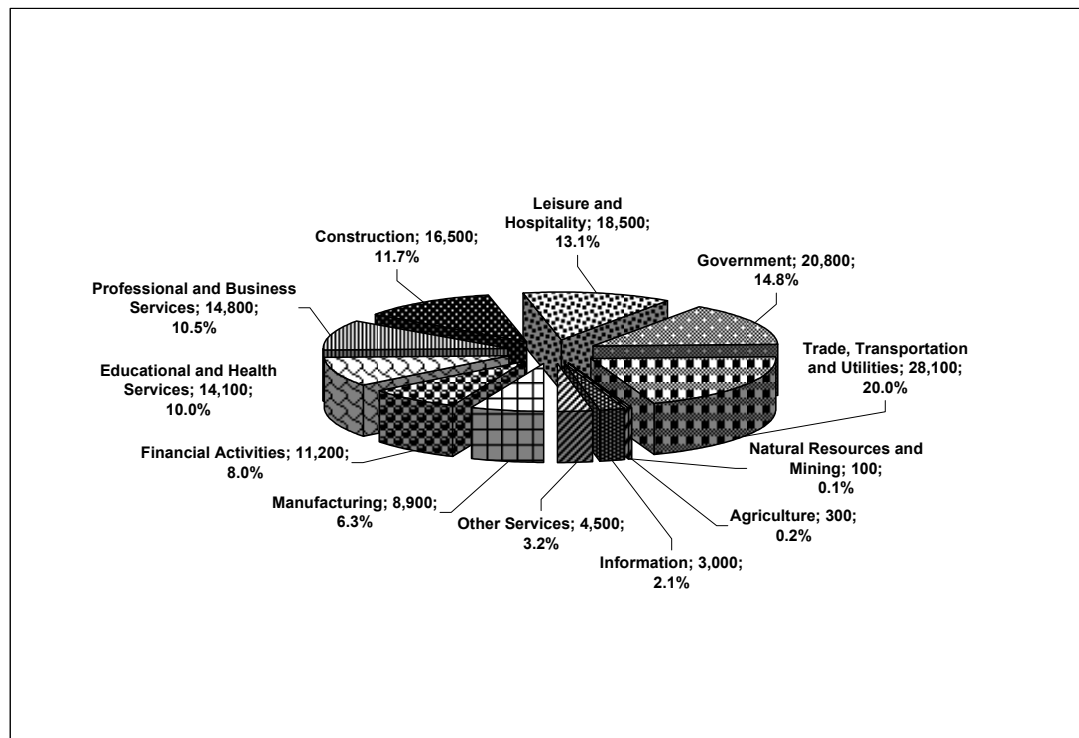
Sacramento Regional Research Institute, January 2008

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2007 Long-Term Socio-Economic Forecasts by County

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

The largest proportions of total jobs in Placer County in 2006, shown in Figure 30, are in Trade, Transportation, & Utilities (20 percent with over 28,000 jobs); Government (close to 15 percent with nearly 21,000 jobs); and Leisure & Hospitality (about 13 percent with almost 19,000 jobs). These industries combined make up almost half of Placer County's economy.

**FIGURE 30**  
**INDUSTRY COMPOSITION IN PLACER COUNTY IN 2006**



Sacramento Regional Research Institute, January 2008

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

As shown in Figure 31, Placer County's industry composition varies from the comparative areas in that Leisure & Hospitality is one of the top four largest sectors in its economy, due to various resorts and accommodations in its High Country area and the increased number of food services establishments that have been emerging in the County to meet demand of the growing population. All areas have Trade, Transportation, & Utilities and Government as one of their largest sectors in 2006, but unlike Placer County, Professional & Business Services and Educational & Health Services round out the comparison areas' top four.

The Construction sector experienced the greatest shift in composition (about 5 percentage points) in Placer County from 1996 to 2006. Construction also had the highest shift in composition in the Sacramento Region (3 percentage points) and in the Bay Area and California (each around 2 percentage points). Similar to the Bay Area and California, Placer County had the greatest negative shifts in Manufacturing, while the Sacramento Region's Government sector had the greatest decrease as the private sector continues to diversify.

**FIGURE 31**  
**INDUSTRY COMPOSITION**

								Shift	Shift
Industry Sector	1996	2001	2002	2003	2004	2005	2006	1996-2006	2001-2006
Placer County									
Agriculture	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.2%	-0.2%	-0.1%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	0.0%
Construction	6.8%	11.8%	12.2%	12.8%	12.5%	12.2%	11.7%	4.9%	-0.1%
Manufacturing	9.4%	8.8%	6.7%	6.8%	7.0%	6.7%	6.3%	-3.1%	-2.5%
Trade, Transportation and Utilities	19.3%	19.2%	19.5%	19.0%	18.9%	19.2%	20.0%	0.7%	0.7%
Information	2.0%	2.2%	2.1%	2.2%	2.2%	2.0%	2.1%	0.2%	0.0%
Financial Activities	5.5%	6.1%	6.8%	7.1%	7.4%	8.0%	8.0%	2.5%	1.8%
Professional and Business Services	11.1%	11.1%	10.5%	10.6%	10.3%	10.6%	10.5%	-0.6%	-0.6%
Educational and Health Services	10.6%	9.0%	9.8%	9.6%	9.7%	9.9%	10.0%	-0.6%	1.0%
Leisure and Hospitality	14.8%	12.1%	12.7%	12.6%	12.8%	13.2%	13.1%	-1.6%	1.0%
Other Services	3.8%	3.9%	3.2%	2.7%	2.9%	3.1%	3.2%	-0.6%	-0.7%
Government	16.3%	15.2%	16.1%	16.1%	15.9%	14.6%	14.8%	-1.6%	-0.5%
Sacramento Region									
Agricultural	2.2%	1.5%	1.4%	1.4%	1.4%	1.3%	1.3%	-0.9%	-0.3%
Natural Resources and Mining	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	4.8%	7.1%	7.2%	7.7%	8.1%	8.1%	7.7%	3.0%	0.6%
Manufacturing	6.9%	6.1%	5.7%	5.5%	5.5%	5.5%	5.4%	-1.5%	-0.7%
Trade, Transportation and Utilities	17.1%	17.0%	16.8%	16.8%	16.9%	16.8%	17.0%	-0.2%	-0.1%
Information	2.5%	2.6%	2.7%	2.5%	2.3%	2.2%	2.1%	-0.3%	-0.5%
Financial Activities	6.1%	6.2%	6.4%	6.8%	6.8%	7.0%	7.0%	0.9%	0.8%
Professional and Business Services	10.9%	11.7%	11.2%	11.0%	11.1%	11.4%	11.5%	0.6%	-0.2%
Educational and Health Services	9.3%	9.3%	9.4%	9.6%	9.8%	10.0%	10.2%	0.9%	1.0%
Leisure and Hospitality	9.3%	8.7%	8.9%	9.0%	9.1%	9.2%	9.4%	0.1%	0.7%
Other Services	3.2%	3.4%	3.4%	3.3%	3.3%	3.2%	3.1%	-0.1%	-0.2%
Government	27.5%	26.3%	26.9%	26.4%	25.5%	25.2%	25.2%	-2.3%	-1.1%
Bay Area									
Agriculture	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	-0.1%	-0.1%
Natural Resources and Mining	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	4.0%	5.3%	5.3%	5.3%	5.5%	5.6%	5.6%	1.6%	0.3%
Manufacturing	15.0%	13.3%	12.2%	11.4%	11.2%	10.8%	10.7%	-4.3%	-2.6%
Trade, Transportation and Utilities	18.3%	17.4%	17.5%	17.4%	17.3%	17.2%	17.0%	-1.3%	-0.4%
Information	3.2%	4.5%	4.1%	3.9%	3.8%	3.7%	3.7%	0.4%	-0.8%
Financial Activities	6.4%	6.3%	6.5%	6.7%	6.7%	6.8%	6.7%	0.3%	0.4%
Professional and Business Services	16.9%	18.3%	17.0%	16.8%	17.0%	17.3%	17.6%	0.7%	-0.8%
Educational and Health Services	9.7%	9.6%	10.3%	10.8%	11.0%	11.1%	11.2%	1.5%	1.7%
Leisure and Hospitality	8.6%	8.5%	8.9%	9.2%	9.4%	9.5%	9.7%	1.0%	1.1%
Other Services	3.4%	3.3%	3.5%	3.5%	3.5%	3.4%	3.4%	0.0%	0.1%
Government	13.8%	13.0%	14.2%	14.4%	14.3%	14.2%	14.1%	0.2%	1.1%
California									
Agriculture	3.1%	2.5%	2.5%	2.6%	2.5%	2.5%	2.4%	-0.7%	-0.1%
Natural Resources and Mining	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%
Construction	3.9%	5.2%	5.2%	5.4%	5.7%	6.0%	6.1%	2.2%	0.9%
Manufacturing	13.6%	12.0%	11.1%	10.6%	10.3%	10.0%	9.7%	-3.9%	-2.3%
Trade, Transportation and Utilities	18.7%	18.3%	18.4%	18.4%	18.5%	18.6%	18.6%	-0.1%	0.3%
Information	3.3%	3.7%	3.4%	3.2%	3.2%	3.1%	3.1%	-0.2%	-0.6%
Financial Activities	5.6%	5.6%	5.7%	6.0%	6.1%	6.1%	6.1%	0.5%	0.5%
Professional and Business Services	13.2%	14.5%	14.2%	14.0%	14.0%	14.2%	14.4%	1.2%	-0.1%
Educational and Health Services	9.6%	9.7%	10.1%	10.4%	10.5%	10.5%	10.5%	0.8%	0.8%
Leisure and Hospitality	9.3%	9.1%	9.3%	9.5%	9.7%	9.7%	9.8%	0.5%	0.7%
Other Services	3.3%	3.3%	3.4%	3.4%	3.4%	3.3%	3.3%	-0.1%	-0.1%
Government	16.1%	15.9%	16.5%	16.4%	16.1%	15.9%	15.8%	-0.2%	-0.1%

Sacramento Regional Research Institute, January 2008

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

Note: Includes LMI revised historical data for all areas.

As shown in Figure 32, it is projected that, by 2016, the highest proportion of employment in Placer County will be in the Trade, Transportation, & Utilities (about 20 percent); Government (nearly 16 percent); and Leisure & Hospitality (around 14 percent)—these three sectors are also projected to have some of the highest positive shifts in composition within this timeframe. Like the comparative areas, the proportion of employment in Placer County’s Construction sector is projected to decrease (almost 3 percentage points between 2006 and 2016). Trade, Transportation, & Utilities, Professional & Business Services, and Government are projected to continue to comprise the largest proportions of the Sacramento Region, Bay Area, and California economies in 2016. In all areas, employment in the Professional & Business Services sector is projected to experience the greatest shifts in composition ranging from about 1 to 3 percentage points while Construction and Manufacturing are expected to have the highest negative composition shifts (between around 1 and 2 percentage points).

**FIGURE 32**  
**INDUSTRY COMPOSITION PROJECTIONS**

<i>Area/Industry</i>	<i>2006</i>	<i>2011</i>	<i>2016</i>	<i>Shift 2006-2016</i>	<i>Shift 2006-2011</i>
<b>Placer County</b>					
Agriculture	0.2%	0.3%	0.3%	0.1%	0.1%
Construction	11.7%	9.0%	8.9%	-2.8%	-2.7%
Manufacturing	6.3%	6.3%	5.9%	-0.4%	0.0%
Trade, Transportation and Utilities	20.0%	20.3%	20.4%	0.4%	0.4%
Information	2.1%	1.8%	1.9%	-0.3%	-0.3%
Financial Activities	8.0%	8.0%	7.9%	0.0%	0.1%
Professional and Business Services	10.5%	11.0%	12.1%	1.5%	0.4%
Educational and Health Services	10.0%	10.1%	10.0%	0.0%	0.1%
Leisure and Hospitality	13.1%	13.9%	14.1%	1.0%	0.8%
Government	14.8%	16.2%	15.6%	0.8%	1.4%
<b>Sacramento Region</b>					
Agriculture	1.3%	1.1%	1.0%	-0.3%	-0.1%
Construction	7.7%	6.9%	6.7%	-1.1%	-0.9%
Manufacturing	5.4%	5.1%	4.7%	-0.7%	-0.3%
Trade, Transportation and Utilities	17.0%	17.2%	17.1%	0.1%	0.2%
Information	2.1%	2.1%	2.1%	0.0%	0.0%
Financial Activities	7.0%	6.7%	6.4%	-0.6%	-0.3%
Professional and Business Services	11.5%	12.1%	12.9%	1.4%	0.6%
Educational and Health Services	10.2%	10.4%	10.8%	0.6%	0.2%
Leisure and Hospitality	9.4%	9.5%	9.5%	0.1%	0.2%
Government	25.2%	25.8%	25.7%	0.5%	0.6%
<b>Bay Area</b>					
Agriculture	0.4%	0.3%	0.3%	-0.1%	0.0%
Construction	5.6%	5.2%	5.0%	-0.6%	-0.4%
Manufacturing	10.7%	9.8%	9.0%	-1.7%	-0.9%
Trade, Transportation and Utilities	17.0%	16.8%	16.6%	-0.4%	-0.2%
Information	3.7%	3.8%	4.2%	0.5%	0.1%
Financial Activities	6.7%	6.5%	6.3%	-0.4%	-0.2%
Professional and Business Services	17.6%	19.3%	20.8%	3.2%	1.8%
Educational and Health Services	11.2%	11.2%	11.1%	-0.1%	-0.1%
Leisure and Hospitality	9.7%	9.9%	9.9%	0.3%	0.3%
Government	14.1%	13.8%	13.5%	-0.6%	-0.3%
<b>California</b>					
Agriculture	2.4%	2.3%	2.1%	-0.3%	-0.2%
Construction	6.1%	5.3%	5.0%	-1.1%	-0.8%
Manufacturing	9.7%	9.1%	8.3%	-1.4%	-0.6%
Trade, Transportation and Utilities	18.6%	18.9%	19.1%	0.5%	0.3%
Information	3.1%	3.1%	3.2%	0.2%	0.1%
Financial Activities	6.1%	5.9%	5.7%	-0.3%	-0.2%
Professional and Business Services	14.4%	15.5%	16.5%	2.1%	1.1%
Educational and Health Services	10.5%	10.9%	11.2%	0.7%	0.4%
Leisure and Hospitality	9.8%	9.9%	9.8%	-0.1%	0.1%
Government	15.8%	15.7%	15.5%	-0.3%	-0.1%

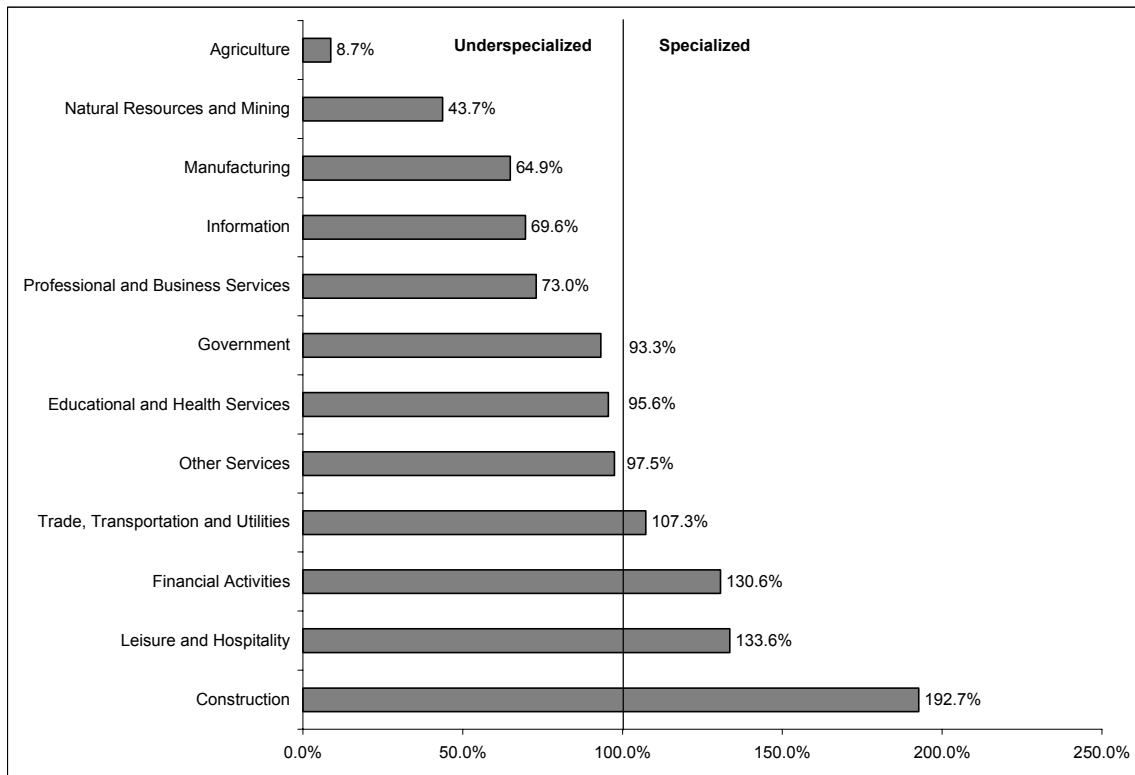
Sacramento Regional Research Institute, January 2008

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2007 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, illustrated in Figure 33, compares the proportion of total employment between Placer County and California—a level of specialization over 100 percent in Placer County indicates that the County is specialized in that sector (the County has a greater proportion of total employment compared to the state). Placer County is specialized in four sectors: Construction; Leisure & Hospitality; Financial Activities; and Trade, Transportation, & Utilities, while the County is underspecialized in the remaining eight sectors. Agriculture; Natural Resources & Mining; Manufacturing; Information; and Professional & Business Services each show a much lower concentration in Placer County than the statewide average.

FIGURE 33  
PLACER COUNTY INDUSTRY SPECIALIZATION IN 2006



Sacramento Regional Research Institute, January 2008

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

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

## BUSINESS CLIMATE

Over ten years (1996 to 2006), four sectors in Placer County showed positive increases in their level of specialization, as shown in Figure 34: Financial Activities; Information; Construction; and Trade, Transportation, & Utilities.

**FIGURE 34**  
**PLACER COUNTY INDUSTRY SPECIALIZATION**

<i>Industry Sector</i>	<i>1996</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>% Change 1996-2006</i>	<i>% Change 2001-2006</i>
Agriculture	11.8%	13.2%	13.2%	15.1%	18.0%	17.5%	8.7%	-26.0%	-34.0%
Natural Resources and Mining	62.0%	49.0%	53.2%	51.3%	48.5%	46.8%	43.7%	-29.4%	-10.8%
Construction	173.8%	226.6%	233.2%	237.4%	218.6%	205.1%	192.7%	10.9%	-15.0%
Manufacturing	69.0%	73.2%	60.2%	64.2%	67.5%	67.1%	64.9%	-5.9%	-11.3%
Trade, Transportation and Utilities	103.2%	105.0%	105.9%	103.1%	102.0%	103.4%	107.3%	3.9%	2.2%
Information	59.2%	59.1%	61.8%	67.0%	66.5%	63.0%	69.6%	17.7%	17.8%
Financial Activities	97.9%	109.5%	118.1%	118.3%	122.7%	131.1%	130.6%	33.5%	19.3%
Professional and Business Services	83.8%	76.7%	74.1%	75.9%	73.8%	75.1%	73.0%	-12.9%	-4.9%
Educational and Health Services	110.2%	93.6%	96.7%	92.7%	92.9%	94.8%	95.6%	-13.2%	2.2%
Leisure and Hospitality	158.3%	133.2%	136.8%	133.5%	132.2%	135.6%	133.6%	-15.6%	0.3%
Other Services	113.0%	118.1%	94.7%	79.1%	85.7%	91.8%	97.5%	-13.7%	-17.4%
Government	101.8%	95.8%	97.9%	98.2%	98.9%	91.5%	93.3%	-8.4%	-2.7%

Sacramento Regional Research Institute, January 2008

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 2016, as shown in Figure 35, it is projected that Placer County will increase its specialization in six sectors: Agriculture; Manufacturing; Leisure & Hospitality; Government; Financial Activities; and Professional & Business Services. Over the ten-year time period, the Government sector is projected to move from underspecialized to specialized.

**FIGURE 35**  
**PLACER COUNTY INDUSTRY SPECIALIZATION**  
**PROJECTIONS**

<i>Area/Industry</i>	<i>2006</i>	<i>2011</i>	<i>2016</i>	<i>% Change 2006-2016</i>	<i>% Change 2006-2011</i>
Agriculture	8.7%	14.8%	14.4%	64.5%	70.1%
Construction	192.7%	170.2%	178.2%	-7.6%	-11.7%
Manufacturing	64.9%	69.1%	71.2%	9.7%	6.5%
Trade, Transportation and Utilities	107.3%	107.7%	106.5%	-0.8%	0.4%
Information	69.6%	59.2%	57.9%	-16.8%	-15.0%
Financial Activities	130.6%	136.7%	138.0%	5.6%	4.6%
Professional and Business Services	73.0%	70.6%	73.2%	0.3%	-3.2%
Educational and Health Services	95.6%	93.1%	89.7%	-6.2%	-2.6%
Leisure and Hospitality	133.6%	140.7%	144.8%	8.3%	5.3%
Government	93.3%	103.0%	100.4%	7.7%	10.4%

Sacramento Regional Research Institute, January 2008

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2007 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.



Figure 36 shows that there were nearly 10,400 business establishments in 2006 in Placer County—a number which has increased almost 29 percent since 2001 and is about 14 percent of total establishments in the Sacramento Region. Placer County’s establishment growth is slightly higher than the Sacramento Region, but is far greater than the Bay Area’s increase of about 8 percent and above California’s of just under 19 percent. Similar to the Sacramento Region, the number of Financial Activities and Other Services establishments had the greatest increases since 2001, with approximately 53 percent and 48 percent growth, respectively, in Placer County. Other Services; Financial Activities; and Leisure & Hospitality establishments had the highest increases in the Bay Area, while establishments in the first two sectors and Construction increased the most in California. Natural Resources & Mining is the only sector that had a decrease in the number of establishments from 2001 to 2006 in Placer County. Establishments in this sector also showed decreases in the comparison areas. Other notable losses of establishments in the Bay Area and California within this time period include those in Information (about -25 percent and -11 percent, respectively) and Manufacturing (almost -21 percent and -13, respectively).

**FIGURE 36**  
**ESTABLISHMENTS BY INDUSTRY**

<i>Area / Industry</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>% Change 2001-2006</i>
<b>Placer County</b>							
Total All Industries	8,083	8,496	9,039	9,338	9,578	10,388	28.5%
Natural Resources and Mining	82	76	79	73	68	68	-17.1%
Construction	1,308	1,347	1,400	1,440	1,439	1,536	17.4%
Manufacturing	298	296	311	309	303	304	2.0%
Trade, Transportation and Utilities	1,431	1,479	1,540	1,530	1,506	1,576	10.1%
Information	127	143	140	142	145	153	20.5%
Financial Activities	835	905	996	1,079	1,128	1,280	53.3%
Professional and Business Services	1,188	1,287	1,378	1,438	1,481	1,714	44.3%
Educational and Health Services	754	793	873	895	916	984	30.5%
Leisure and Hospitality	681	686	745	777	802	858	26.0%
Other Services	1,112	1,207	1,304	1,389	1,518	1,643	47.8%
Government	263	262	257	259	267	270	2.7%
<b>Sacramento Region</b>							
Total All Industries	60,256	64,285	67,563	69,544	70,797	75,213	24.8%
Natural Resources and Mining	1,682	1,606	1,558	1,485	1,409	1,385	-17.7%
Construction	5,062	5,309	5,489	5,619	5,593	5,991	18.4%
Manufacturing	1,774	1,725	1,758	1,769	1,728	1,707	-3.8%
Trade, Transportation and Utilities	8,641	8,749	8,844	8,881	8,742	9,113	5.5%
Information	681	746	743	716	699	740	8.7%
Financial Activities	4,751	4,938	5,102	5,265	5,403	5,892	24.0%
Professional and Business Services	7,227	7,648	7,878	7,953	8,050	8,816	22.0%
Educational and Health Services	4,708	4,819	5,018	5,121	5,160	5,341	13.4%
Leisure and Hospitality	4,055	4,125	4,301	4,352	4,348	4,629	14.2%
Other Services	14,709	17,368	19,652	21,241	22,523	24,419	66.0%
Government	6,928	7,179	7,160	7,109	7,120	7,176	3.6%
<b>Bay Area</b>							
Total All Industries	196,794	201,617	204,430	205,353	203,954	212,751	8.1%
Natural Resources and Mining	1,045	1,005	1,028	967	906	871	-16.7%
Construction	13,351	13,625	13,528	13,398	13,097	13,617	2.0%
Manufacturing	9,625	9,197	8,760	8,310	7,864	7,648	-20.5%
Trade, Transportation and Utilities	31,155	30,643	30,217	29,546	28,921	29,776	-4.4%
Information	4,673	4,480	4,048	3,696	3,487	3,529	-24.5%
Financial Activities	17,118	17,437	17,787	17,781	17,716	18,646	8.9%
Professional and Business Services	36,496	36,648	35,523	34,635	33,836	36,061	-1.2%
Educational and Health Services	17,213	17,540	17,929	18,086	17,961	18,646	8.3%
Leisure and Hospitality	14,534	14,840	15,300	15,285	15,127	15,782	8.6%
Other Services	47,100	51,619	55,845	59,336	60,841	64,097	36.1%
Government	4,344	4,327	4,306	4,180	4,065	4,045	-6.9%
<b>California</b>							
Total All Industries	1,065,699	1,112,094	1,159,321	1,193,718	1,221,898	1,265,069	18.7%
Natural Resources and Mining	23,424	22,736	21,913	20,933	19,938	19,569	-16.5%
Construction	68,531	70,968	71,781	73,320	73,338	78,567	14.6%
Manufacturing	53,487	52,295	51,150	49,522	47,042	46,428	-13.2%
Trade, Transportation and Utilities	177,458	179,279	180,341	179,770	176,930	187,729	5.8%
Information	22,576	22,265	21,150	20,145	19,209	20,060	-11.1%
Financial Activities	81,470	83,746	86,525	88,217	89,331	96,921	19.0%
Professional and Business Services	146,282	152,342	153,774	153,857	152,523	167,345	14.4%
Educational and Health Services	85,786	88,447	91,642	93,515	93,827	97,719	13.9%
Leisure and Hospitality	75,304	77,390	80,380	81,721	81,494	85,607	13.7%
Other Services	274,505	310,419	345,158	371,513	391,799	415,073	51.2%
Government	30,715	30,898	30,722	30,803	30,735	30,972	0.8%

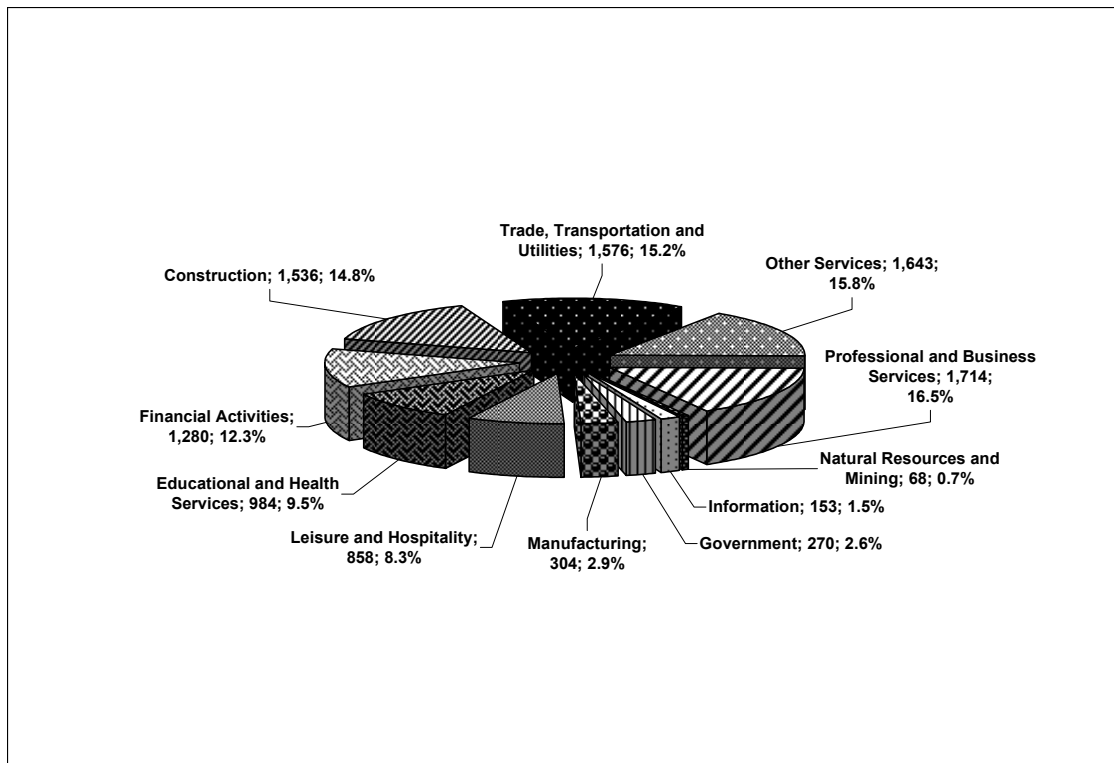
Sacramento Regional Research Institute, January 2008

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

Note: Agriculture sector not included in this data.

The highest proportions of establishments in Placer County are in Professional & Business Services; Other Services; and Trade, Transportation, & Utilities. As shown in Figure 37, each of these sectors has between 1,600 and 1,700 establishments and account for about 15 to 17 percent of the County's total number of establishments. Combined, these sectors make up around half of the establishments in Placer County.

FIGURE 37  
INDUSTRY COMPOSITION IN PLACER COUNTY BY  
ESTABLISHMENTS IN 2006



Sacramento Regional Research Institute, January 2008

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 38, establishments classified in the Other Services; Trade, Transportation, & Utilities; and Professional & Business Services sectors have the largest proportion of all industries in Placer County, the Sacramento Region, the Bay Area, and California. The largest positive composition shifts of Placer County establishments were in the Other Services and Financial Activities sectors, each with shifts around 2 percentage points from 2001 to 2006. The Other Services sector had the highest composition shift in the comparison areas with between about 6 and 8 percentage point increases. Trade, Transportation, & Utilities had the highest decreases in composition shift in all comparison areas (around -2 to -3 percentage points).

**FIGURE 38**  
**INDUSTRY COMPOSITION BY ESTABLISHMENTS**

Area / Industry	2001	2002	2003	2004	2005	2006	Shift 2001-2006
<b>Placer County</b>							
Natural Resources and Mining	1.0%	0.9%	0.9%	0.8%	0.7%	0.7%	-0.4%
Construction	16.2%	15.9%	15.5%	15.4%	15.0%	14.8%	-1.4%
Manufacturing	3.7%	3.5%	3.4%	3.3%	3.2%	2.9%	-0.8%
Trade, Transportation and Utilities	17.7%	17.4%	17.0%	16.4%	15.7%	15.2%	-2.5%
Information	1.6%	1.7%	1.5%	1.5%	1.5%	1.5%	-0.1%
Financial Activities	10.3%	10.7%	11.0%	11.6%	11.8%	12.3%	2.0%
Professional and Business Services	14.7%	15.1%	15.2%	15.4%	15.5%	16.5%	1.8%
Educational and Health Services	9.3%	9.3%	9.7%	9.6%	9.6%	9.5%	0.1%
Leisure and Hospitality	8.4%	8.1%	8.2%	8.3%	8.4%	8.3%	-0.2%
Other Services	13.8%	14.2%	14.4%	14.9%	15.8%	15.8%	2.1%
Government	3.3%	3.1%	2.8%	2.8%	2.8%	2.6%	-0.7%
<b>Sacramento Region</b>							
Natural Resources and Mining	2.8%	2.5%	2.3%	2.1%	2.0%	1.8%	-0.9%
Construction	8.4%	8.3%	8.1%	8.1%	7.9%	8.0%	-0.4%
Manufacturing	2.9%	2.7%	2.6%	2.5%	2.4%	2.3%	-0.7%
Trade, Transportation and Utilities	14.3%	13.6%	13.1%	12.8%	12.3%	12.1%	-2.2%
Information	1.1%	1.2%	1.1%	1.0%	1.0%	1.0%	-0.1%
Financial Activities	7.9%	7.7%	7.6%	7.6%	7.6%	7.8%	-0.1%
Professional and Business Services	12.0%	11.9%	11.7%	11.4%	11.4%	11.7%	-0.3%
Educational and Health Services	7.8%	7.5%	7.4%	7.4%	7.3%	7.1%	-0.7%
Leisure and Hospitality	6.7%	6.4%	6.4%	6.3%	6.1%	6.2%	-0.6%
Other Services	24.4%	27.0%	29.1%	30.5%	31.8%	32.5%	8.1%
Government	11.5%	11.2%	10.6%	10.2%	10.1%	9.5%	-2.0%
<b>Bay Area</b>							
Natural Resources and Mining	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%	-0.1%
Construction	6.8%	6.8%	6.6%	6.5%	6.4%	6.4%	-0.4%
Manufacturing	4.9%	4.6%	4.3%	4.0%	3.9%	3.6%	-1.3%
Trade, Transportation and Utilities	15.8%	15.2%	14.8%	14.4%	14.2%	14.0%	-1.8%
Information	2.4%	2.2%	2.0%	1.8%	1.7%	1.7%	-0.7%
Financial Activities	8.7%	8.6%	8.7%	8.7%	8.7%	8.8%	0.1%
Professional and Business Services	18.5%	18.2%	17.4%	16.9%	16.6%	16.9%	-1.6%
Educational and Health Services	8.7%	8.7%	8.8%	8.8%	8.8%	8.8%	0.0%
Leisure and Hospitality	7.4%	7.4%	7.5%	7.4%	7.4%	7.4%	0.0%
Other Services	23.9%	25.6%	27.3%	28.9%	29.8%	30.1%	6.2%
Government	2.2%	2.1%	2.1%	2.0%	2.0%	1.9%	-0.3%
<b>California</b>							
Natural Resources and Mining	2.2%	2.0%	1.9%	1.8%	1.6%	1.5%	-0.7%
Construction	6.4%	6.4%	6.2%	6.1%	6.0%	6.2%	-0.2%
Manufacturing	5.0%	4.7%	4.4%	4.1%	3.8%	3.7%	-1.3%
Trade, Transportation and Utilities	16.7%	16.1%	15.6%	15.1%	14.5%	14.8%	-1.8%
Information	2.1%	2.0%	1.8%	1.7%	1.6%	1.6%	-0.5%
Financial Activities	7.6%	7.5%	7.5%	7.4%	7.3%	7.7%	0.0%
Professional and Business Services	13.7%	13.7%	13.3%	12.9%	12.5%	13.2%	-0.5%
Educational and Health Services	8.0%	8.0%	7.9%	7.8%	7.7%	7.7%	-0.3%
Leisure and Hospitality	7.1%	7.0%	6.9%	6.8%	6.7%	6.8%	-0.3%
Other Services	25.8%	27.9%	29.8%	31.1%	32.1%	32.8%	7.1%
Government	2.9%	2.8%	2.6%	2.6%	2.5%	2.4%	-0.4%

Sacramento Regional Research Institute, January 2008

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 39 shows that in 2006, Placer County had a labor force of 169,000 people, with almost 162,000 employed. The County had a 2006 unemployment rate of 4.2 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—around 59 percent growth from 1996 to 2006, significantly greater than the Sacramento Region (about 28 percent), the Bay Area (3 percent), and California (16 percent).

**FIGURE 39**  
**ANNUAL LABOR FORCE, EMPLOYMENT, UNEMPLOYMENT, AND**  
**UNEMPLOYMENT RATE**

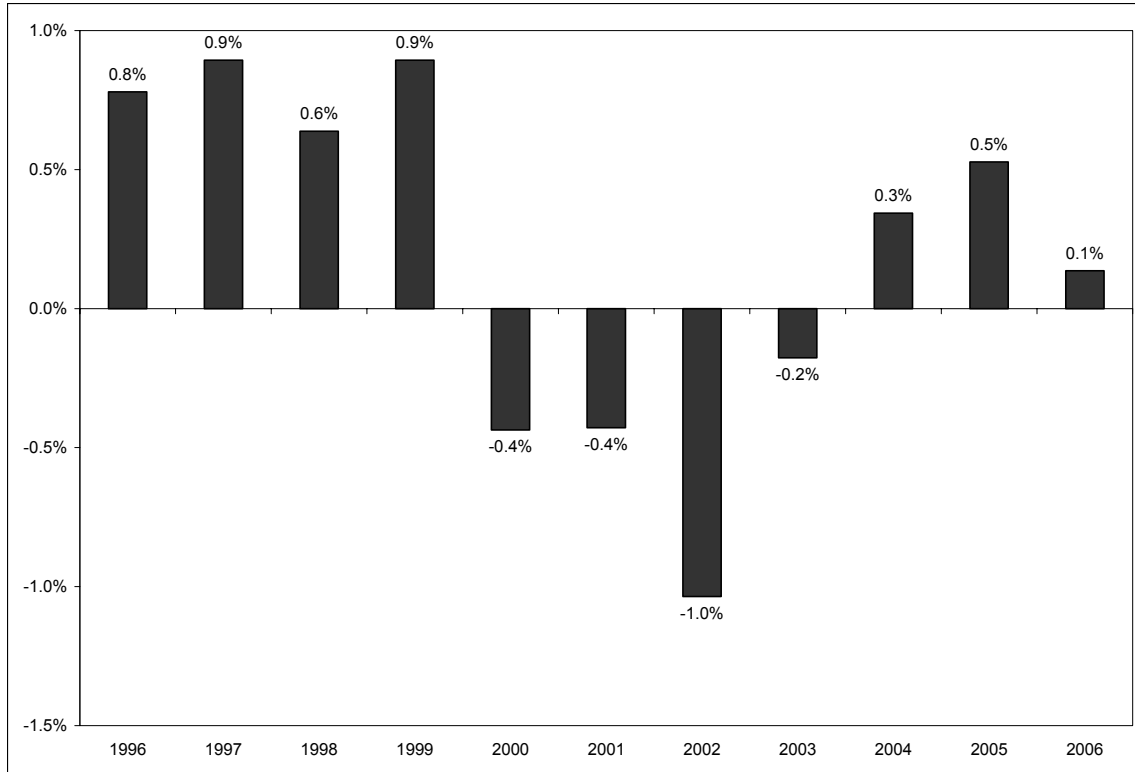
Area/Factor	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
<b>Placer County</b>									
Labor Force	106,100	139,100	147,000	154,100	160,000	166,300	169,000	59.3%	21.5%
Employment	100,300	133,500	139,700	146,200	152,300	159,100	161,900	61.4%	21.3%
Unemployment	5,800	5,600	7,300	7,900	7,700	7,200	7,100	22.4%	26.8%
Unemployment Rate	5.4%	4.0%	4.9%	5.1%	4.8%	4.3%	4.2%	-	-
<b>Sacramento Region</b>									
Labor Force	863,000	999,600	1,034,500	1,057,200	1,073,700	1,090,700	1,107,300	28.3%	10.8%
Employment	805,200	951,700	973,900	992,600	1,011,400	1,034,300	1,052,800	30.8%	10.6%
Unemployment	57,800	47,900	60,600	64,600	62,300	56,400	54,500	-5.7%	13.8%
Unemployment Rate	6.7%	4.8%	5.9%	6.1%	5.8%	5.2%	4.9%	-	-
<b>Bay Area</b>									
Labor Force	2,956,600	3,256,600	3,172,900	3,085,000	3,033,700	3,022,800	3,045,600	3.0%	-6.5%
Employment	2,826,800	3,105,600	2,955,000	2,870,600	2,857,800	2,872,200	2,915,200	3.1%	-6.1%
Unemployment	129,800	151,000	217,900	214,400	175,900	150,600	130,400	0.5%	-13.6%
Unemployment Rate	4.4%	4.6%	6.9%	6.9%	5.8%	5.0%	4.3%	-	-
<b>California</b>									
Labor Force	15,435,900	17,152,100	17,343,600	17,418,700	17,538,800	17,740,400	17,901,900	16.0%	4.4%
Employment	14,303,500	16,220,000	16,180,800	16,227,000	16,444,500	16,782,300	17,029,300	19.1%	5.0%
Unemployment	1,132,400	932,100	1,162,800	1,191,700	1,094,300	958,100	872,600	-22.9%	-6.4%
Unemployment Rate	7.3%	5.4%	6.7%	6.8%	6.2%	5.4%	4.9%	-	-

Sacramento Regional Research Institute, January 2008

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 40, between 1996 and 2006, 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 between 2004 and 2006.

FIGURE 40  
PLACER COUNTY ECONOMIC HEALTH



Sacramento Regional Research Institute, January 2008

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.

## Wages

Wage data follows the larger labor market; therefore, the major occupational category wages shown in Figure 41 are for the entire Sacramento Region. Occupations that earn the highest salaries are in the Management; Legal; and Architecture & Engineering, earning annual salaries between about \$74,000 and almost \$97,000, lower in comparison to mean salaries in the Bay Area and California.

**FIGURE 41**  
**WAGES FOR MAJOR OCCUPATIONAL CATEGORIES,**  
**1<sup>ST</sup> QUARTER 2007**

<i>Occupational Category</i>	<i>Sacramento Region</i>		<i>Bay Area</i>		<i>California</i>	
	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>
Management	\$46.54	\$96,795	\$57.78	\$120,182	\$50.68	\$105,417
Legal	\$41.66	\$86,656	\$55.47	\$115,374	\$49.97	\$103,944
Architecture and Engineering	\$35.68	\$74,225	\$42.47	\$88,346	\$38.24	\$79,537
Healthcare Practitioners and Technical	\$35.60	\$74,059	\$41.24	\$85,777	\$36.35	\$75,614
Computer and Mathematical	\$33.72	\$70,150	\$44.28	\$92,100	\$38.63	\$80,363
Life, Physical, and Social Science	\$30.23	\$62,890	\$37.79	\$78,601	\$33.15	\$68,955
Business and Financial Operations	\$29.04	\$60,420	\$36.27	\$75,447	\$32.08	\$66,713
Education, Training, and Library	\$24.23	\$50,416	\$26.91	\$55,977	\$25.41	\$52,849
Community and Social Services	\$22.95	\$47,727	\$24.14	\$50,212	\$22.46	\$46,707
Construction and Extraction	\$22.24	\$46,258	\$26.42	\$54,963	\$22.24	\$46,263
Protective Service	\$21.56	\$44,854	\$23.84	\$49,595	\$22.23	\$46,239
Arts, Design, Entertainment, Sports, and Media	\$21.92	\$45,591	\$30.07	\$62,541	\$25.84	\$53,748
Installation, Maintenance, and Repair	\$20.22	\$42,054	\$24.20	\$50,342	\$20.98	\$43,644
Sales and Related	\$17.78	\$37,007	\$22.68	\$47,170	\$18.64	\$38,786
Office and Administrative Support	\$16.69	\$34,718	\$19.04	\$39,593	\$16.54	\$34,416
Production	\$15.85	\$32,974	\$17.34	\$36,071	\$14.57	\$30,309
Transportation and Material Moving	\$14.58	\$30,323	\$16.96	\$35,276	\$14.37	\$29,882
Healthcare Support	\$14.14	\$29,396	\$16.57	\$34,474	\$13.93	\$28,974
Building and Grounds Cleaning and Maintenance	\$12.06	\$25,087	\$13.62	\$28,343	\$12.14	\$25,267
Farming, Fishing, and Forestry	\$10.67	\$22,207	\$11.19	\$23,285	\$9.22	\$19,182
Personal Care and Service	\$12.05	\$25,052	\$14.98	\$31,149	\$12.63	\$26,258
Food Preparation and Serving-Related	\$9.38	\$19,506	\$10.51	\$21,851	\$9.64	\$20,073

Sacramento Regional Research Institute, January 2008

Data Source: California Employment Development Department, Occupational Wage Data

Notes: 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 42, represent a wide spectrum of industry sectors such as manufacturing, financial services, health, and recreation.

**FIGURE 42**  
**MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Number of Local Employees</i>
Hewlett-Packard Co.	Roseville	Computer Hardware Manufacturing	3,600
Sutter Health	Roseville	Healthcare	2,605
Kaiser Permanente	Roseville	Healthcare	2,418
Thunder Valley Casino	Unincorporated	Casinos	2,000
PRIDE Industries Inc.	Roseville	Manufacturing & Logistics Services	1,429
Union Pacific Railroad Co. Inc.	Roseville	Transportation, Railroad	1,324
Raley's Inc.	Various Locations	Retail Groceries	1,195
NEC Electronics America Inc.	Roseville	Electronic Components & Accessories	880
Pacific Gas and Electric Co.	Various Locations	Utility Distributor	703
Wells Fargo & Co.	Various Locations	Financial Services	632
Target Corp.	Various Locations	Retail Merchandise	587
Resort at Squaw Creek	Unincorporated	Misc. Amusement, Recreation Services	*560
SureWest Communications	Roseville	Telecommunication Services	552
United Natural Foods Inc.	Rocklin	Wholesale Groceries	538
Agilent Technologies Inc.	Roseville	Electronics, Communications, Life Sciences	**350
Sierra Pacific Industries	Lincoln	Sawmills & Planing Mills	320
Future Automotive Group	Roseville	Auto Dealerships	270
Coherent Auburn Group	Auburn	Electronic Components & Accessories	***256
Squaw Valley Ski Corp.	Unincorporated	Misc. Amusement, Recreation Services	220

Sacramento Regional Research Institute, January 2008

Data Sources: Sacramento Business Journal *Top 25 Book of Lists 2007*; ReferenceUSA;  
and above-listed employers

Notes: Employment numbers are full-time equivalents except where otherwise noted.

\* Peak seasonal employment; 400 year-round employees

\*\* Includes 100 temporary employees.

\*\*\* Includes 25 temporary employees.



## Recently Located Companies in Placer County

Figure 43 lists some of the companies that recently located in, relocated to, or established within Placer County between 2001 and 2008, representing a mix of manufacturing, high technology, retail, and business services companies.

**FIGURE 43**  
**SELECT COMPANIES THAT RECENTLY LOCATED OR ESTABLISHED**  
**IN PLACER COUNTY BETWEEN 2001 AND 2008**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Date Located/ Established</i>
Unify Corp.*	Roseville	Computer Programming Services	2008
Special Order Systems	Loomis	Telecommunications	2007
General Pool & Spa Supply Inc.	Rocklin	Distribution	2007
Emulex Corporation	Roseville	Storage Connectivity	2007
Composite Engineering Inc.	Roseville	Composite Product Development Services	2007
Sara Lee Baking Group	Roseville	Bakery Goods	2007
J4 Systems Inc.	Rocklin	Information Technology	2007
EquiPoint Financial Network	Penryn	Mortgage Services	2007
Fry's Electronics	Roseville	Electronic Equipment and Supplies	2007
Strikes Family Entertainment Center	Rocklin	Recreation	2006
Arizona Tile	Roseville	Tile & Slab Showroom	2006
R.C. Willey	Rocklin & Roseville	Home Furnishing Retailer & Distribution Center	2006
Rabobank	Roseville	Financial Services West Coast Headquarters	2005
CalSTAR	Auburn	Air Ambulance Service	2004
Kenai Systems	Rocklin	Web Services Security	2004
Ace Hardware Corp.	Unincorporated	Retail Support Center	2003
Esurance	Rocklin	Online Auto Insurance	2003
Applied Networking & Systems Integration Inc.	Roseville	Software Developer	2002
Dynesco Inc.	Roseville	Electronic Mfg. & Assembly	2002
Evolve Technology Group Inc.	Rocklin	Information Technology Services	2002
Tahoe RF Semiconductor Inc.	Auburn	Integrated Circuit Design & Manufacturing	2002
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurement Devices	2001
GDA Technologies Inc.	Rocklin	Electronics Design	2001
IBC Onsite Solutions Inc.	Auburn	Software Developer	2001
MLA Computer Consulting Services	Lincoln	Information Technology Services	2001
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	2001
Sierra Logic Inc.	Roseville	High-Performance Silicon Storage	2001
Trofholtz Technologies Inc.	Rocklin	Information Technology Services	2001

Sacramento Regional Research Institute, January 2008

Data Sources: Located Companies List Greater Sacramento Area, Sacramento Area Commerce and Trade Organization;  
*High Tech Direct*, Sacramento Business Journal, December 2007 and 2006; City of Roseville; Sacramento  
 Business Journal; Placer County Office of Economic Development; and above-listed companies.

\*Unify Corp. is scheduled to move to Roseville in April 2008.

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 2006, Placer County had total revenue of close to \$8 billion in taxable sales, an increase of about 45 percent since 2001, as shown in Figure 44. The County's taxable sales revenue grew significantly more than the Sacramento Region, which experienced an overall increase of nearly 29 percent, the Bay Area with slightly over 6 percent, and California with about 27 percent increased revenue. The County's significant increase in taxable sales reflects its recent population and business growth. The largest amount of Placer County's total taxable sales came from Roseville with around \$4 billion. Lincoln, Auburn, and Rocklin have had the highest increase of taxable sales from 2001 to 2006, with respective changes of about 120 percent, 72 percent, and 69 percent.

FIGURE 44  
TAXABLE SALES (IN THOUSANDS)

Area	2001	2002	2003	2004	2005	2006	% Change 2001-2006
Placer County	\$5,201,929	\$5,549,881	\$5,973,818	\$6,595,566	\$7,232,568	\$7,531,225	44.8%
Auburn	\$235,134	\$249,529	\$252,093	\$314,002	\$416,590	\$403,315	71.5%
Colfax	\$49,822	\$51,201	\$54,435	\$59,943	\$66,385	\$66,656	33.8%
Lincoln	\$90,846	\$92,995	\$106,532	\$131,654	\$173,875	\$199,742	119.9%
Loomis	\$79,450	\$82,930	\$82,744	\$102,265	\$114,633	\$113,148	42.4%
Rocklin	\$407,145	\$458,325	\$515,953	\$558,913	\$622,691	\$685,921	68.5%
Roseville	\$2,756,587	\$2,988,257	\$3,288,459	\$3,660,431	\$3,897,859	\$4,024,823	46.0%
Unincorporated	\$1,582,945	\$1,626,644	\$1,673,602	\$1,768,358	\$1,940,535	\$2,037,620	28.7%
Sacramento Region	\$27,647,324	\$28,427,739	\$30,114,878	\$33,085,580	\$35,415,319	\$35,749,524	29.3%
Bay Area	\$96,914,119	\$88,429,153	\$87,905,723	\$93,073,847	\$98,101,277	\$102,978,972	6.3%
California	\$441,517,560	\$440,950,094	\$460,096,468	\$500,076,783	\$536,904,428	\$559,652,437	26.8%

Sacramento Regional Research Institute, January 2008

Data Source: State of California Board of Equalization

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

It is projected that Placer County will continue to lead in growth of taxable sales with a change of about 107 percent from 2006 to 2016 reaching total taxable sales of almost \$16 billion in 2016, as shown in Figure 45. The Sacramento Region, the Bay Area, and California are projected to increase between roughly 65 to 86 percent in total taxable sales revenue through 2016.

FIGURE 45  
PROJECTED TAXABLE SALES (IN THOUSANDS)

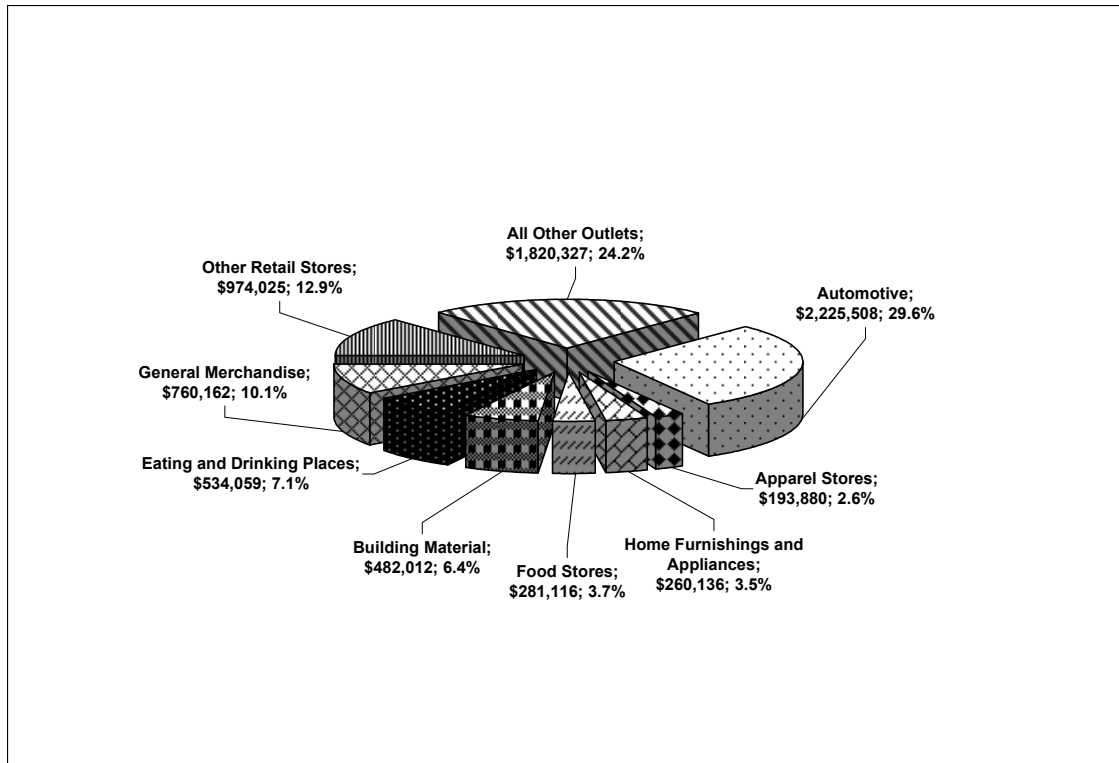
Area	2006	2011	2016	% Change 2006-2011	% Change 2006-2016
Placer County	\$7,531,225	\$11,700,000	\$15,600,000	55.4%	107.1%
Sacramento Region	\$35,749,524	\$50,940,000	\$66,350,000	42.5%	85.6%
Bay Area	\$102,978,972	\$138,650,000	\$174,930,000	34.6%	69.9%
California	\$559,652,437	\$718,400,000	\$923,900,000	28.4%	65.1%

Sacramento Regional Research Institute, January 2008

Data Sources: State of California Board of Equalization; Department of Transportation  
2007 Long-Term Socio-Economic Forecasts by County

Figure 46 shows that a large portion of the 2006 taxable sales revenue in Placer County is obtained from Automotive businesses, contributing almost \$2.2 billion in taxable sales revenue (about 30 percent of the total), followed by businesses classified as All Other Outlets with over \$1.8 billion (about 24 percent of all taxable sales) and Other Retail Stores with around \$974 million in taxable sales (approximately 13 percent of total).

**FIGURE 46**  
**COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2006**  
**(IN THOUSANDS)**



Sacramento Regional Research Institute, January 2008  
 Data Source: State of California Board of Equalization, Taxable Sales in California Report

## BUSINESS CLIMATE

Automotive and All Other Outlets business types also comprise the largest proportion of total taxable sales in the Sacramento Region, the Bay Area, and California, as illustrated in Figure 47. From 2001 to 2006, Home Furnishings & Appliances; Building Material; and Automotive businesses in Placer County have increased their taxable sales by almost 100 percent, 60 percent, and 57 percent, respectively. There was not one business type in any of the comparative areas that posted such high increases. Apparel Stores and Building Material businesses have had the highest increases in taxable sales in all of the comparative areas between 2001 and 2006.

**FIGURE 47**  
**TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)**

Area/Business Type	2001	2002	2003	2004	2005	2006	% Change 2001-2006
<b>Placer County</b>							
Total Taxable Sales	\$5,201,929	\$5,549,881	\$5,973,818	\$6,595,566	\$7,232,568	\$7,531,225	44.8%
Apparel Stores	\$130,639	\$140,273	\$151,425	\$182,781	\$194,547	\$193,880	48.4%
General Merchandise	\$546,461	\$604,767	\$654,898	\$692,463	\$738,097	\$760,162	39.1%
Food Stores	\$227,640	\$246,260	\$256,357	\$256,228	\$276,490	\$281,116	23.5%
Eating and Drinking Places	\$360,756	\$389,389	\$418,410	\$464,769	\$504,728	\$534,059	48.0%
Home Furnishings and Appliances	\$130,254	\$151,768	\$168,596	\$205,139	\$228,056	\$260,136	99.7%
Building Material	\$301,831	\$357,094	\$403,768	\$467,430	\$480,570	\$482,012	59.7%
Automotive	\$1,418,317	\$1,521,879	\$1,691,680	\$1,888,201	\$2,157,160	\$2,225,508	56.9%
Other Retail Stores	\$677,338	\$749,774	\$794,212	\$867,142	\$959,689	\$974,025	43.8%
All Other Outlets	\$1,408,693	\$1,388,677	\$1,434,472	\$1,571,413	\$1,693,231	\$1,820,327	29.2%
<b>Sacramento Region</b>							
Total Taxable Sales	\$27,647,324	\$28,427,739	\$30,114,878	\$33,085,580	\$35,415,319	\$35,749,524	29.3%
Apparel Stores	\$628,236	\$687,300	\$737,717	\$853,185	\$930,093	\$948,558	51.0%
General Merchandise	\$3,000,990	\$3,106,310	\$3,287,336	\$3,522,300	\$3,724,844	\$3,818,217	27.2%
Food Stores	\$1,382,137	\$1,388,057	\$1,438,857	\$1,493,272	\$1,574,000	\$1,627,028	17.7%
Eating and Drinking Places	\$1,977,509	\$2,092,368	\$2,206,565	\$2,398,061	\$2,585,079	\$2,716,485	37.4%
Home Furnishings and Appliances	\$818,505	\$881,275	\$924,320	\$1,014,200	\$1,072,076	\$1,096,508	34.0%
Building Material	\$1,765,679	\$1,987,162	\$2,249,878	\$2,697,878	\$2,807,698	\$2,587,832	46.6%
Automotive	\$5,812,472	\$5,986,576	\$6,407,290	\$6,997,434	\$7,679,763	\$7,711,362	32.7%
Other Retail Stores	\$3,455,577	\$3,573,769	\$3,761,136	\$4,080,758	\$4,424,299	\$4,554,835	31.8%
All Other Outlets	\$8,806,219	\$8,724,922	\$9,101,779	\$10,028,492	\$10,617,467	\$10,688,699	21.4%
<b>Bay Area</b>							
Total Taxable Sales	\$96,914,119	\$88,429,153	\$87,905,723	\$93,073,847	\$98,101,277	\$102,978,972	6.3%
Apparel Stores	\$2,947,424	\$2,930,774	\$3,045,295	\$3,345,211	\$3,651,927	\$3,868,326	31.2%
General Merchandise	\$9,159,888	\$8,877,808	\$8,962,686	\$9,357,643	\$9,707,483	\$10,198,248	11.3%
Food Stores	\$3,250,137	\$3,185,785	\$3,176,076	\$3,195,687	\$3,261,689	\$3,319,277	2.1%
Eating and Drinking Places	\$7,890,243	\$7,752,263	\$7,840,590	\$8,405,388	\$8,980,840	\$9,550,883	21.0%
Home Furnishings and Appliances	\$3,356,895	\$3,150,638	\$3,193,522	\$3,378,432	\$3,488,658	\$3,512,571	4.6%
Building Material	\$4,828,201	\$4,872,549	\$4,996,657	\$5,767,841	\$5,954,516	\$6,003,242	24.3%
Automotive	\$15,976,705	\$15,012,114	\$15,137,537	\$16,042,410	\$17,083,529	\$17,757,244	11.1%
Other Retail Stores	\$12,562,142	\$11,572,012	\$11,417,676	\$12,165,539	\$13,107,450	\$13,646,419	8.6%
All Other Outlets	\$36,942,484	\$31,075,210	\$30,135,684	\$31,415,696	\$32,865,185	\$35,122,762	-4.9%
<b>California</b>							
Total Taxable Sales	\$441,517,560	\$440,950,094	\$460,096,468	\$500,076,783	\$536,904,428	\$559,652,437	26.8%
Apparel Stores	\$13,388,444	\$14,029,200	\$15,179,710	\$16,957,137	\$18,712,125	\$19,829,416	48.1%
General Merchandise	\$47,191,016	\$48,486,891	\$50,550,818	\$53,939,532	\$56,787,153	\$59,264,894	25.6%
Food Stores	\$18,823,587	\$18,951,412	\$19,407,823	\$19,825,771	\$21,128,469	\$21,864,179	16.2%
Eating and Drinking Places	\$36,849,193	\$38,079,830	\$40,049,699	\$43,275,038	\$46,412,847	\$49,229,418	33.6%
Home Furnishings and Appliances	\$13,332,175	\$13,983,287	\$15,104,217	\$16,405,347	\$17,388,704	\$17,383,449	30.4%
Building Material	\$24,208,900	\$25,816,009	\$28,200,869	\$34,154,543	\$36,152,218	\$36,163,326	49.4%
Automotive	\$85,400,884	\$87,749,497	\$94,766,776	\$103,528,856	\$112,167,922	\$115,154,535	34.8%
Other Retail Stores	\$54,762,322	\$54,516,180	\$56,957,142	\$62,086,464	\$67,058,687	\$70,177,355	28.1%
All Other Outlets	\$147,561,039	\$139,337,788	\$139,879,414	\$149,904,095	\$161,096,303	\$170,585,865	15.6%

Sacramento Regional Research Institute, January 2008

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 48. Five Star Bank is the largest locally-based institution with about \$273 million in deposits and \$315 million in assets.

**FIGURE 48**  
**LOCALLY-BASED BANKING AND SAVINGS**  
**INSTITUTIONS IN PLACER COUNTY**  
**(IN THOUSANDS)**

<i>Institution</i>	<i>City</i>	<i>Total Deposits</i>	<i>Assets</i>
Five Star Bank	Rocklin	\$273,194	\$314,869
Granite Community Bank, N.A.	Granite Bay	\$130,394	\$158,700
Community First Bank	Roseville	\$55,755	\$71,652

Sacramento Regional Research Institute, January 2008

Data Source: Federal Deposit Insurance Corporation, Financial Data as of September 2007

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 49, Bank of America, Wells Fargo Bank, and World Savings Bank rank as the largest banks, by market share, in Placer County.

**FIGURE 49**  
**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	\$1,087,313	19.0%
2	Wells Fargo Bank	\$898,472	15.7%
3	World Savings Bank	\$573,653	10.0%
4	Umpqua Bank	\$491,655	8.6%
5	Placer Sierra Bank	\$420,562	7.4%
6	Washington Mutual Bank	\$405,281	7.1%
7	U.S. Bank	\$285,545	5.0%
8	Five Star Bank	\$174,533	3.1%
9	First Bank	\$152,367	2.7%
10	Bank of the West	\$134,150	2.4%

Sacramento Regional Research Institute, January 2008

Data Source: Federal Deposit Insurance Corporation (FDIC),  
Financial Data as of June 2007

## **Workforce Development and Training Programs**

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

### **Business Advantage Network**

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

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

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

### **Golden Sierra Job Training Agency and One-Stop Career Centers**

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

### **Job Talk Recruiting Events**

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

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

#### California Work Opportunity and Responsibility to Kids Welfare to Work Program

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

#### Employment Development Department

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

#### The California Job Openings Browse System (CalJOBS)

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

#### Sierra College Training & Development

Sierra College Training & Development provides client-defined programs of instruction (credit and not-for-credit courses, associated activities, and other training services) at sites that are conveniently located for participants to attend. Training includes 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, is a program under Training & Development which helps California's manufacturing industry compete successfully in the global economy and serves the industry by preparing the workforce for future technological challenges. CACT is a free service, geared towards small- to medium-sized manufacturers, focusing on process improvement training and workshops.

#### Employment Training Panel

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

#### Grant Funded Training

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

#### 49er Regional Occupational Program Internships

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

#### Organizational Development

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



## **Economic Development and Business Resources**

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

### Placer County Office of Economic Development

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

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| • Business Relocation               | • Industrial Sites Inventory          |
| • Business Retention                | • Low-Interest Rate Loans             |
| • Community Development Block Grant | • Permit Assistance                   |
| • Demographic/Economic Profiles     | • Pollution Control Financing         |
| • Employment Training               | • Recycling Market Development Zone   |
| • Export Assistance                 | • Regional Industrial Attraction      |
| • Export Financing                  | • Site Acquisition Financing          |
| • Foreign Trade Zones               | • Site Location                       |
| • Forgivable Façade Loan Program    | • Small Business Financing Assistance |
| • Industrial Bond Financing         | • Technology Transfer                 |

### Business & Industry Guaranteed Loan Program

The United States Department of Agriculture, Rural Development Program, provides potential guarantees (70 or 80 percent) to lenders making rural business loans up to \$10 million. Loans are available for real estate, buildings, leasehold improvements, equipment, inventory and working capital.

### Business Improvement Program—Forgivable Façade Loans

Placer County has established the Business Improvement Program to assist business and property owners by providing financing for projects that help to revitalize designated redevelopment project areas within the County. Forgivable Façade Loans are designed for exterior physical improvements only. Loan amounts range from \$500 to \$15,000 per business address. The principal amount will only be forgiven if the property owner or the business owner continues to maintain the property or business pursuant to the loan documents and does not sell the property or the business for five years from the date of the loan note. The loan obligation will be forgiven in equal amounts for the second half of the loan term (e.g., on a 10-year loan, 20 percent will be forgiven for year six through 10 if the property is adequately maintained).

### Business Improvement Program—Low Interest Rate Loans

Low Interest Rate Loans are designed for both exterior and interior improvements. Loan amounts range from \$10,000 to \$100,000 with available terms up to 20 years. There is no prepayment penalty. Interest rates are tied to the Prime Rate and will be determined on a case-by-case basis. The final rate will be determined by the Placer County Loan Advisory Committee. Low Interest Rate Loans must bridge a “financial gap.” Funds are targeted to projects that have the greatest potential for improving physical appearance and/or expanding economic opportunities.

### California Pollution Control Financing Authority

The Pollution Control Tax-Exempt Bond Financing Program provides private activity tax-exempt bond financing to California businesses for the acquisition, construction, or installation of qualified pollution control, waste disposal, waste recovery facilities, and the acquisition and installation of new equipment. Financing is performed in conjunction with allocation from the California Debt Limit Allocation Committee. The allocation is required by federal tax law for private activity tax-exempt bonds to be issued. Tax-exempt bond financing provides qualified borrowers with lower interest costs than are available through conventional financing mechanisms.

### Employer Advisory Councils

Employer Advisory Councils (EACs) are formed in local areas to develop stronger partnerships between EDD and the business community. Volunteers from local employers work with EDD staff in helping employers conduct business more efficiently. This includes workshops and monthly meetings, depending on needs and requests from employers. In Placer County, there are presently two EAC associations, the Foothill Employer Advisory Council (FEAC) and the South Placer Employer Advisory Council (SPEAC), both of which cover Auburn, Roseville, Rocklin, Lincoln, and their surrounding areas.

### The Federal Technology Center

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

### Foreign Trade Zone

A Foreign Trade Zone (FTZ) is a designated site licensed by the Foreign-Trade Zones Board at which special customs procedures may be used. These procedures allow domestic activity involving a foreign item to take place prior to formal customs entry. Duty-free treatment is accorded items that are re-exported and duty payment is deferred on items sold in the U.S. market, thus offsetting customs advantages available to overseas producers who compete with producers located in the United States. Subzones are special-purpose zones, usually at manufacturing plants.

### Industrial Development Revenue Bond Program

The California Infrastructure and Economic Development Bank provides manufacturers with below-market financing at a tax-exempt interest rate (approximately 60 percent of prime). Taxable financing is available at approximately 80 percent of the prime rate. The eligibility requirements include the following: available to manufacturers only; the project cannot exceed \$20 million; the project must create new jobs; and the project must have support from the local city or county.

### Labor Market Information

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

### Patents in Commerce

Patents in Commerce (PIC) was formed as a collaborative partnership between public and private sector organizations (IPT Company; US Bank; the County of Placer; Recycling Market Development Zones; Patentcafe.com, Inc.; and Wells Fargo) to provide a worldwide learning resource for investors and innovators. PIC's objective is to show innovators the proper methods of invention development and commercialization and help them become successful. PIC is structured as a complete system that covers all the critical steps required to launch a profitable innovation.

### Recycling Market Development Zone

The Recycling Market Development Zone (RMDZ) was created to help provide market development to ensure a healthy market for collected recyclables in order to make recycling economically feasible in the county and state. In addition, this program can assist in creating jobs through the manufacturing of recycled-content products. This

financial assistance program is available to manufacturers located within Placer County who use post-consumer waste materials in their manufacturing processes. The maximum loan amount is \$2,000,000.

#### Sacramento Area Regional Technology Alliance

Sacramento Area Regional Technology Alliance (SARTA) is a technology-focused corporation that supports entrepreneurial programs, companies, and technology investment throughout Placer County and the Sacramento Region through its offering of various resources and network opportunities. The McClellan Technology Incubator (MTI), which merged under SARTA in 2007, supports the growth of technology businesses through its mentor program and classes for start-ups and entrepreneurs. These classes are open to SARTA members as well as non-members. An initiative from SARTA and MTI, called CleanStart, encourages development of clean energy technology companies within the Sacramento Region.

#### Sierra Economic Development Corporation

Sierra Economic Development Corporation offers Rural Revolving Loans up to \$150,000 for equipment, inventory, supplies, furniture, vehicles and working capital. The organization also offers SBA Micro Loans up to \$35,000 and Broadband Service Loans providing gap funding to small businesses engaged in the provision of Internet services to isolated and remote areas.

#### Small Business Administration 7a Guaranty Program

The Small Business Administration (SBA) 7a Guaranty Program is available for the purchase of land, existing building(s) and improvements, new construction, machinery/equipment working capital, inventory and business buy-outs. The maximum loan amount is \$2,000,000 million with SBA exposure of \$1.5 million.

#### Small Business Administration CDC/504 Loan Program

The Small Business Administration CDC/504 Loan Program was developed to assist communities in stimulating growth and expanding existing businesses. The Small Business Administration finances a maximum of 40 percent of a project (up to a maximum of \$1,500,000), the private lender finances approximately 50 percent of the project via a separate loan to the small business, and the small business injects a minimum of 10 percent of the total project cost. The program also provides financing for the expansion of existing buildings and the acquisition of equipment.

### Small Business Development Center

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

### Small Business Loan Guarantee Program

California Capital Financial Development Corporation allows businesses to obtain loans they otherwise could not and establish a favorable credit history with a lender. The 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.

### UC Davis InnovationAccess

UC Davis InnovationAccess focuses the existing resources of the university and the business community on the development of new business ventures in the Sacramento Region. The organization provides 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.

### U.S. Commercial Service

The U.S. Commercial Service is the trade promotion unit of the International Trade Administration with trade specialists in 107 U.S. cities and more than 80 countries. They work with companies to help get them started in exporting or to increase sales to new global markets. Services include world class market research, trade events that promote products or services for qualified buyers, introductions to qualified buyers and distributors, counseling, and advocacy through every step of the export process.

### Work Opportunity Tax Credit

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

### Working Capital & International Trade Loans

The Small Business Administration's (SBA) Export Working Capital Program guarantees bank loans of up to \$1.5 million or 90 percent of a loan amount. A loan can support a single transaction or multiple sales on a revolving basis. International Trade Loans may be used to acquire, construct, renovate, modernize, improve or expand facilities and equipment used to produce goods or services involved in international trade. SBA can guarantee up to \$1.5 million of a \$2 million loan.



## **REAL ESTATE**

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## 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 much higher rates than the County's comparative areas. Housing demand also been considerably high with an annual average of over 5,100 total residential permits issued in Placer County over the past five years.

This section outlines commercial (office and industrial markets) 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 50, Placer County's non-residential construction valuation increased over 250 percent from 1996 to 2006—an increase far greater than any of the comparative areas. Since 2001, Placer County's valuation has increased about 90 percent from around \$220 million to its highest level in 2006 of over \$417 million, with Roseville accounting for almost \$217 million of the County's 2006 total valuation.

FIGURE 50  
NON-RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS)

Area	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
Placer County	\$118,000	\$219,700	\$255,100	\$256,300	\$331,400	\$369,800	\$417,300	253.6%	89.9%
Auburn	\$8,000	\$8,000	\$4,500	\$2,500	\$16,000	\$8,200	\$14,400	80.0%	80.0%
Colfax	\$300	\$2,600	\$400	\$700	\$1,900	\$600	\$400	33.3%	-84.6%
Lincoln	\$9,400	\$8,600	\$5,500	\$7,500	\$21,200	\$53,400	\$37,600	300.0%	337.2%
Loomis	\$5,500	\$1,100	\$1,700	\$1,800	\$5,800	\$4,300	\$800	-85.5%	-27.3%
Rocklin	\$8,700	\$33,800	\$37,600	\$36,700	\$40,400	\$71,900	\$82,200	844.8%	143.2%
Roseville	\$61,000	\$108,600	\$166,100	\$156,000	\$172,000	\$151,500	\$216,600	255.1%	99.4%
Unincorporated	\$25,100	\$57,100	\$39,200	\$51,100	\$74,000	\$79,900	\$65,200	159.8%	14.2%
Sacramento Region	\$597,200	\$1,075,600	\$997,700	\$1,123,100	\$1,259,500	\$1,425,400	\$1,492,400	149.9%	38.8%
Bay Area	\$3,008,900	\$5,241,600	\$3,819,000	\$2,704,100	\$2,976,300	\$3,711,300	\$4,797,200	59.4%	-8.5%
California	\$9,584,100	\$16,753,200	\$14,529,100	\$13,914,900	\$15,689,400	\$18,265,500	\$21,108,600	120.2%	26.0%

Sacramento Regional Research Institute, January 2008  
Data Source: RAND California, New City 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 51 shows land cost estimates 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 51 provides a guide to the cost ranges and medians of land zoned for office, retail, and industrial land uses in Placer County.

FIGURE 51  
LAND COSTS IN PLACER COUNTY

Land Use	Cost per Square Foot					
	2005		2006		2007	
	Range	Median	Range	Median	Range	Median
Office	\$6.30 - \$17.44	\$11.87	\$0.52 - \$13.82	\$7.03	\$3.21*	-
Retail	\$3.56 - \$20.63	\$12.05	\$16.20 - \$22.07	\$19.14	\$13.86 - \$46.66	\$23.78
Industrial	\$8.47	-	\$2.66 - \$19.39	\$11.02	\$5.40 - \$29.52	\$16.66

Sacramento Regional Research Institute, February 2008

Data Source: Grubb & Ellis, Quick Comp Reports 2005, 2006, and 2007; Colliers International Quick Comp Reports 2006 and 2007; and LoopNet RecentSales report 2007

Note: Ranges based on available sales data for 2005, 2006, and 2007 and for land with a designated property type.

\*There were no sales comparatives for land designated/zoned for office in Placer County in 2007; therefore, figure provided is based on Sacramento County land sale designated as office from LoopNet.

## Office Market

The demand for space in Placer County remains strong as the area becomes a competitor for regional corporate relocations and other businesses wanting to benefit from the County's proximity to executive housing, high-quality school systems, and developed infrastructure.

Figure 52 shows net absorption (net change in occupied space) and estimated construction of office space in Placer County submarkets from the third quarter of 2002 through the third quarter of 2007. Over this period, the Roseville/Rocklin submarket experienced its highest levels of office market activity in 2005 with nearly 225,000 square feet of total net absorption and close to 917,000 square feet space under construction. Although there have been many fluctuations in net absorption within this submarket over the past years, it has generally remained positive—a sign of a healthy real estate market. Auburn/Lincoln, a much smaller submarket within Placer County, has seen increased construction activity over the past few years.

**FIGURE 52**  
**NET ABSORPTION AND SPACE UNDER CONSTRUCTION OF**  
**PLACER COUNTY OFFICE SUBMARKETS (IN SQUARE FEET)**

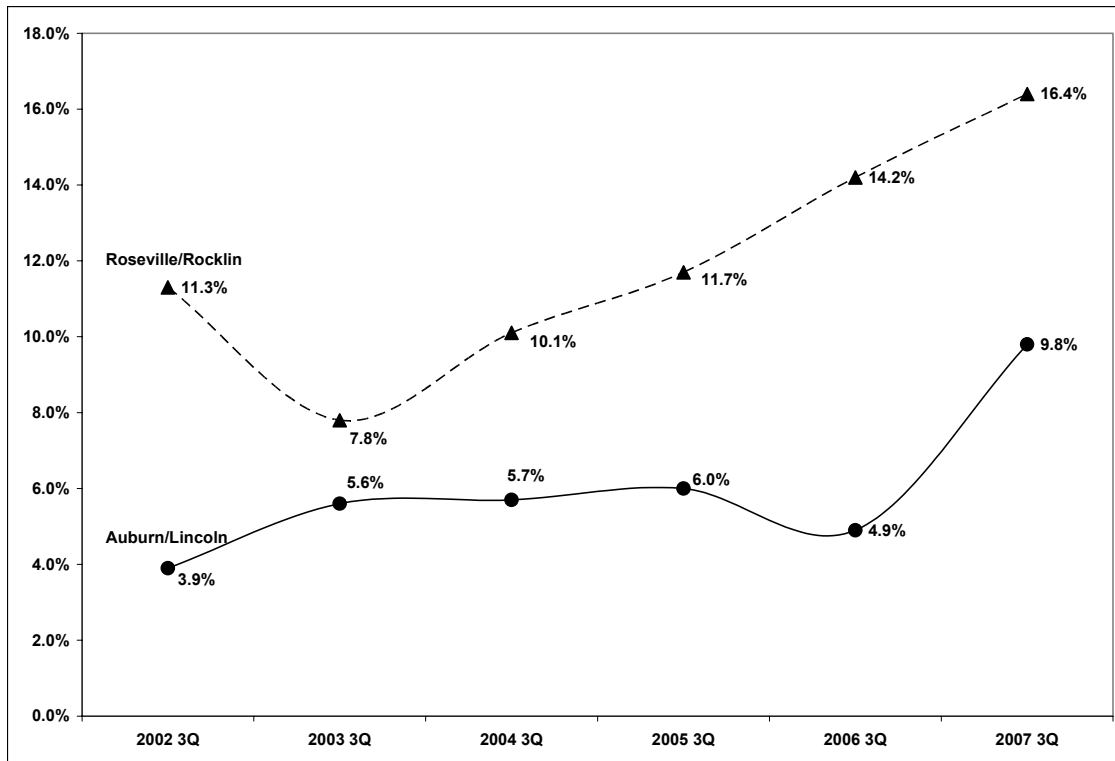
<i>Submarket / Topic</i>	<i>2002 3Q</i>	<i>2003 3Q</i>	<i>2004 3Q</i>	<i>2005 3Q</i>	<i>2006 3Q</i>	<i>2007 3Q</i>
<b>Auburn/Lincoln</b>						
Total Net Absorption	502	6,472	-13,412	13,379	-1,036	-7,500
Construction	0	13,000	34,168	41,600	86,417	130,545
<b>Roseville/Rocklin</b>						
Total Net Absorption	115,361	119,898	81,819	224,687	137,780	-29,822
Construction	418,709	210,044	672,121	916,693	871,226	944,056

Sacramento Regional Research Institute, January 2008

Data Source: Colliers International, *Office Market 3rd Quarter 2007* report

As shown in Figure 53, the Roseville/Rocklin submarket had an office vacancy rate of 16.4 percent in the most recent quarter of 2007, while the Auburn/Lincoln submarket experienced vacancy at 9.8 percent. Roseville/Rocklin's office market vacancy rates were at a five-year low in the third quarter of 2003 at 7.8 percent while Auburn/Lincoln experienced its five-year low one year prior. The two submarkets' third quarter 2007 vacancy rates, however, are still rather low considering the significant level of construction and growth of available office space in the past few years. In comparison, according to Colliers International third quarter 2007 market reports, average Bay Area vacancy rates by market areas are as follows: Oakland—14.5 percent; San Jose—9.1 percent; and Santa Clara—12.7 percent. The total Sacramento market had an average office vacancy rate of 12.9 percent in third quarter 2007.

FIGURE 53  
VACANCY RATES OF PLACER COUNTY OFFICE SUBMARKETS



Sacramento Regional Research Institute, January 2008  
Data Source: Colliers International, *Office Market 3rd Quarter 2007* report

Figure 54 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 2007. The Roseville/Rocklin submarket had average lease rates ranging from \$1.96 to \$2.30 for Class B to Class A office space. In comparison to the major submarkets represented in Figure 54, these are roughly the average rates for the total Sacramento market and below average for the Bay Area submarkets represented below (with the exception of the San Francisco market).

**FIGURE 54**  
**AVERAGE OFFICE LEASE RATES OF**  
**SELECT SUBMARKETS,**  
**3<sup>rd</sup> QUARTER 2007**

<i>Area</i>	<i>Class A</i>	<i>Class B</i>
Placer County		
Roseville/Rocklin	\$2.30	\$1.96
Other Sacramento Region Submarkets		
Downtown	\$2.72	\$1.96
Folsom/El Dorado Hills	\$2.20	\$2.09
Laguna/Elk Grove	\$2.29	\$2.15
Natomas	\$2.14	\$1.80
West Sacramento	-	\$1.59
Bay Area Submarkets		
San Francisco*	\$47.93	\$33.87
San Mateo	\$4.26	\$3.00
Redwood City	\$4.39	\$3.42
San Jose (Downtown)	\$2.78	\$1.93
Sunnyvale	\$3.19	\$2.10
Mountain View	\$4.10	\$3.37
Concord	\$2.65	\$1.95
Walnut Creek (Downtown)	\$3.50	\$2.50
Pleasanton	\$2.55	\$2.05

Sacramento Regional Research Institute, January 2008

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

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

## Industrial Market

Placer County's industrial market has had considerable growth in the amount of space that has been constructed over the past several years. Figure 55 displays net absorption and estimated construction of the industrial market in Placer County's submarkets from the third quarter of 2002 to the third quarter of 2007. Over this period, net absorption for three of the five quarters represented has remained positive in the Roseville/Rocklin submarket with the highest levels seen in 2005 with over 759,000 square feet. Roseville/Rocklin's space under construction in the third quarter 2002 to third quarter 2007 ranged from over 82,000 square feet to nearly 312,000 square feet. Auburn/Newcastle had fluctuating net absorption and smaller amounts of industrial construction activity in the past two years.

FIGURE 55  
NET ABSORPTION AND SPACE UNDER CONSTRUCTION OF  
PLACER COUNTY INDUSTRIAL SUBMARKETS  
(IN SQUARE FEET)

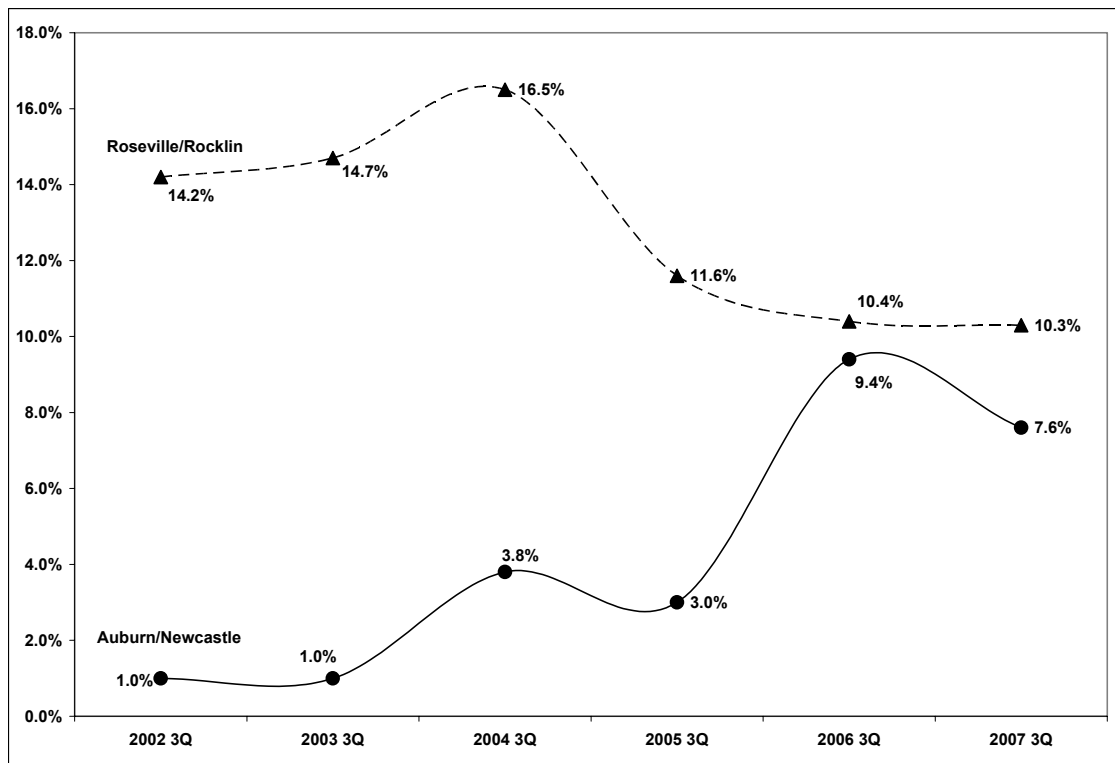
Submarket / Topic	2002 3Q	2003 3Q	2004 3Q	2005 3Q	2006 3Q	2007 3Q
Auburn/Newcastle						
Total Net Absorption	-2,869	12,032	-78,000	19,834	-20,427	-34,771
Construction	0	0	0	9,744	0	37,921
Roseville/Rocklin						
Total Net Absorption	12,602	-83,039	299,619	759,255	367,724	-100,028
Construction	82,476	139,258	218,300	311,956	247,161	261,942

Sacramento Regional Research Institute, January 2008

Data Source: Colliers International, *Industrial Market 3rd Quarter 2007* report

The Roseville/Rocklin submarket, as shown in Figure 56, had an industrial vacancy rate of 10.3 percent in third quarter of 2007, while the Auburn/Newcastle submarket experienced vacancy at 7.6 percent. Within the time period represented in this Figure, Roseville/Rocklin's industrial market vacancy rates were at their lowest in the third quarter of 2007 at 10.3 percent, while Auburn/Newcastle had vacancy rates of around 1 percent until 2004, when rates began fluctuating to higher levels. In comparison to other areas in this quarter, as reported in Colliers International's third quarter 2007 market reports, average Bay Area industrial vacancy rates by market area are as follows: Oakland—6.2 percent; San Jose—3.3 percent; and Santa Clara—3.5 percent. The total Sacramento market had an average industrial vacancy rate of 11.1 percent in third quarter 2007.

FIGURE 56  
VACANCY RATES OF PLACER COUNTY INDUSTRIAL SUBMARKETS



Sacramento Regional Research Institute, January 2008  
Data Source: Colliers International, *Industrial Market 3rd Quarter 2007* report

Average industrial lease rates of select submarkets (with the highest total square feet of space) in Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2007 are shown in Figure 57. The average wholesale/distribution lease rate for the Roseville/Rocklin/Lincoln submarket was \$0.56—less than average for all of the major submarkets shown in the Figure. The average R&D/Flex lease rate in the Placer County submarket was \$1.08—above most of the select submarkets.

**FIGURE 57**  
**AVERAGE INDUSTRIAL LEASE RATES OF**  
**SELECT SUBMARKETS,**  
**3<sup>rd</sup> QUARTER 2007**

<i>Area</i>	<i>Wholesale/ Distribution</i>	<i>R&amp;D/ Flex</i>
Placer County		
Roseville/Rocklin/Lincoln	\$0.56	\$1.08
Other Sacramento Region Submarkets		
Downtown	\$0.66	\$0.61
Folsom/EI Dorado Hills	\$1.65	\$1.42
Highway 50/Sunrise	\$0.78	\$1.12
I-80 McClellan	\$0.43	-
South Sacramento/Elk Grove	\$0.76	\$0.83
West Sacramento	\$0.49	\$0.58
Bay Area Submarkets		
San Jose - Central San Jose	\$0.53	\$0.89
Santa Clara - S 101	\$0.47	\$1.54
Sunnyvale - Oakmead	\$0.33	\$1.44
Fremont - E of 880	\$0.50	\$0.75
Oakland/Alameda	\$0.43	\$0.87
San Leandro/San Lorenzo	\$0.47	\$0.88
Hayward/Union City	\$0.46	\$0.85

Sacramento Regional Research Institute, January 2008

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

## 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 58 shows some of the major existing industrial parks (sized over 100,000 square feet) with the park size and type plus its location.

**FIGURE 58**  
**SELECT MAJOR INDUSTRIAL/OFFICE PARKS IN PLACER COUNTY (100,000 SQUARE FEET SPACE AND ABOVE)**

<i>Project Name</i>	<i>Location</i>	<i>Size (sq. ft.)</i>	<i>Park Type</i>
Auburn Industrial Park	Auburn	3,484,800	Industrial, Distribution
Stone Point Campus	Roseville	1,167,000	Office
Ace Hardware Retail Support Center	Rocklin	1,000,000	Industrial, Distribution, Warehouse
Sierra Business Center	Roseville	806,668	Industrial, Office
10000 Alantown Drive	Roseville	769,698	Industrial, Distribution, Warehouse
Gary Doupnik Manufacturing, Inc.	Loomis	740,520	Industrial
NEC Campus	Roseville	709,000	Industrial
Atherton Tech Center	Rocklin	700,000	Office
Shea Center	Roseville	600,933	Office
2975 - 3085 Venture Drive	Lincoln	515,637	Warehouse, Distribution
Roseville Parkway Industrial Center	Roseville	456,000	Office
Parkside Industrial Center	Roseville	380,000	Industrial, Office
Roseville Highlands	Roseville	364,648	Office
Foothills Commerce Center	Roseville	350,759	Industrial, Warehouse, Technology Park
Eureka Corporate Center	Roseville	350,000	Office
Creekside Center	Roseville	350,000	Office
Placer Industrial Park	Placer County	332,000	Industrial, Warehouse
Oracle Campus	Rocklin	320,000	Office
NIPA Coastal/KMS Commercial Center	Roseville	291,328	Industrial, Distribution, Warehouse
Parkway Corporate Plaza	Roseville	286,780	Office
Roseville Commerce Center	Roseville	273,987	Warehouse
Granite Creek Business Park	Rocklin	250,000	Office
Vintage Oaks Business Park	Roseville	248,000	Office
Placer Village	Roseville	226,442	Office
Douglas Corporate Center	Roseville	213,935	Office
Lincoln Air Center	Lincoln	195,486	Industrial, Research and Development
Olympus Corporate Centre	Roseville	192,494	Office
Opus Corporate Center	Roseville	190,000	Office
Lava Ridge Business Center	Roseville	183,200	Office
Johnson Ranch Corporate Center	Roseville	179,990	Office
Pride Industries	Roseville	177,000	Office
Highway 65 Office Plaza	Rocklin	168,615	Office
Stanford Ranch Office Plaza	Rocklin	158,413	Office
Cemo Business Park	Roseville	146,880	Office, Technology Park
Pacific Technology Spectrum	Rocklin	121,000	Research and Development, Warehouse, Office
3939 Cincinnati Avenue	Rocklin	113,500	Industrial
Placer Corporate Center	Rocklin	112,276	Industrial, Office
Roseville Corporate Center	Roseville	111,411	Office
Creekside Business Park	Auburn	106,000	Office
Stoneview Plaza	Roseville	105,000	Office
Vineyard Pointe Business Park	Roseville	103,233	Industrial, Office
Roseville Office/Warehouse Business Park	Roseville	103,170	Industrial, Warehouse, Office
Sunset Commercial Center	Rocklin	100,000	Office

Sacramento Regional Research Institute, January 2008

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



## Retail Space

Figure 59 compares average asking rates, vacancy rates, net absorption, leasable square feet, and space under construction in the main submarkets of Placer County, Auburn/Loomis, Lincoln, and Roseville/Rocklin. With over 6.9 million square feet available for lease, another 320,000 square feet under construction, and positive net absorption, the Roseville/Rocklin submarket boasts a significant retail market. Average asking rents for the submarkets in Placer County range from \$1.72 to \$3.00.

FIGURE 59  
PLACER COUNTY RETAIL MARKET OVERVIEW,  
3<sup>rd</sup> QUARTER 2007

Area	Average Asking Rate	Vacancy Rate	Year-to-Date Net Absorption*	Leasable Square Feet*	Under Construction*
Auburn/Loomis	\$1.72	3.0%	-7,752	912,252	0
Lincoln	\$1.72	13.4%	88,966	421,051	896,149
Roseville/Rocklin	\$3.00	8.5%	741,955	6,901,346	320,000

Sacramento Regional Research Institute, January 2008

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report 3rd Quarter 2007*

\*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, currently comprising 1.1 million square feet with another 500,000 square feet under construction) and the Creekside Center (also over 1 million square feet).

Several proposals for almost 1.3 million square feet of retail space along Interstate 80 in Rocklin are pending completion of a new interchange at Sierra College Boulevard. Prospective space in this area includes two retail centers (combined total of over 900,000 square feet), a mixed-use retail/office center, a movie theater complex, restaurants, mid-sized box stores, and a major home improvement store. Plans are also underway for a specialty retail center in Lincoln on 12 acres of land and 100,000 square feet of space.

## Residential Real Estate

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

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

## Residential Construction Valuation

As shown in Figure 60, Placer County's residential construction valuation has fluctuated between about \$456 million in 1996 to a high of over \$1.3 billion (in 2002) and declined down to almost \$779 million in 2006. From 1996 to 2006, valuation increased around 70 percent in Placer County, which is below the growth rates of all the comparison areas. The unincorporated County and the City of Lincoln had the highest construction valuation in 2006 with respective totals of over \$248,000 and almost \$236,000.

FIGURE 60

### RESIDENTIAL CONSTRUCTION VALUATION (IN THOUSANDS)

Area	1996	2001	2002	2003	2004	2005	2006	% Change 1996-2006	% Change 2001-2006
Placer County	\$457,900	\$1,087,300	\$1,310,700	\$1,135,600	\$1,216,100	\$1,282,900	\$778,800	70.1%	-28.4%
Auburn	\$10,300	\$14,000	\$15,800	\$24,500	\$22,100	\$28,300	\$11,400	10.7%	-18.6%
Colfax	\$1,000	\$4,100	\$3,100	\$2,100	\$1,000	\$1,200	\$1,800	80.0%	-56.1%
Lincoln	\$3,000	\$238,800	\$251,200	\$348,900	\$464,200	\$625,500	\$235,500	7750.0%	-1.4%
Loomis	\$2,000	\$5,800	\$6,100	\$4,700	\$20,900	\$12,100	\$8,300	315.0%	43.1%
Rocklin	\$73,300	\$225,700	\$261,900	\$134,100	\$131,000	\$99,100	\$103,900	41.7%	-54.0%
Roseville	\$253,000	\$420,600	\$608,000	\$429,200	\$263,600	\$194,900	\$169,600	-33.0%	-59.7%
Unincorporated	\$115,400	\$178,300	\$164,600	\$192,200	\$313,200	\$321,800	\$248,300	115.2%	39.3%
Sacramento Region	\$1,408,000	\$3,492,100	\$4,501,700	\$4,729,700	\$5,304,400	\$4,724,800	\$2,901,100	106.0%	-16.9%
Bay Area	\$3,440,500	\$4,532,500	\$5,029,400	\$5,929,600	\$6,175,200	\$6,778,100	\$6,501,300	89.0%	43.4%
California	\$15,288,700	\$28,804,400	\$33,305,100	\$38,967,700	\$44,776,800	\$47,138,200	\$38,108,300	149.3%	32.3%

Sacramento Regional Research Institute, January 2008

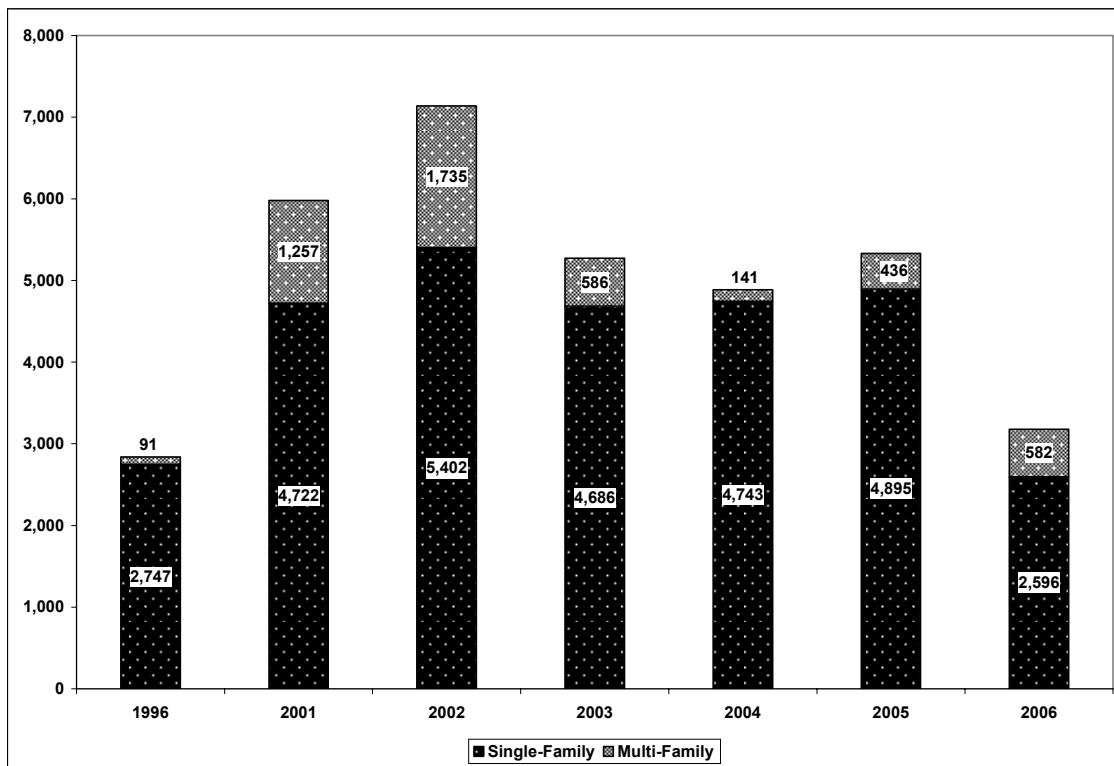
Data Source: RAND California, New County Construction and New City Construction

Note: Differences due to rounding.

## Residential Permits

Residential permit data illustrates the future supply of housing units in the short-term within a particular area. Total Placer County residential permits in the time period represented in Figure 61 range from around 2,800 to over 7,100. There were a high number of permits for multi-family properties in 2001 and 2002 (on average, about 23 percent of total units) to meet the housing demand due to the County's large population increases. Total 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, total residential permits have decreased somewhat, ranging between about 4,900 and 5,300 permits in 2003 to 2005 and in 2006 nearly approached levels seen in the mid-1990s—approximately 3,200 total residential permits. At 18 percent of total residential permits, the proportion of multi-family permits in 2006 was much higher than the three prior years (2003, 2004, and 2005) in which multi-family permits respectively accounted for only 11 percent, 3 percent, and 8 percent of total permits.

FIGURE 61  
SINGLE- AND MULTI-FAMILY RESIDENTIAL PERMITS IN PLACER COUNTY



Sacramento Regional Research Institute, January 2008  
Data Sources: U.S. Census Bureau, Permits by County or Place

## Home Transactions

As shown in Figure 62, around 6,700 single-family and condominium homes were sold in Placer County in 2006, a decline of about 25 percent from the previous year. Of the four incorporated cities tracked in Placer County, Roseville had the highest number of transactions (nearly 2,200 in 2006); however all areas experienced decreased home transactions—a trend currently seen statewide. Placer County's year-over-year decrease in home transactions is around the state average and fared better than other counties in the Sacramento Region, but was higher than all counties in the Bay Area except for San Benito.

**FIGURE 62**  
**ANNUAL NEW AND RESALE HOME**  
**TRANSACTIONS (SINGLE-FAMILY**  
**AND CONDOMINIUMS)**

Area	2005	2006	% Change 2005-2006
Placer County	8,997	6,727	-25.2%
Auburn	703	474	-32.6%
Colfax	133	98	-26.3%
Lincoln	2,374	2,154	-9.3%
Loomis	262	160	-38.9%
Rocklin	1,248	932	-25.3%
Roseville	3,242	2,193	-32.4%
Sacramento Region			
El Dorado County	3,837	2,572	-33.0%
Placer County	8,997	6,727	-25.2%
Sacramento County	31,919	22,306	-30.1%
Yolo County	3,455	2,328	-32.6%
Bay Area			
Alameda County	22,363	17,302	-22.6%
Contra Costa County	21,532	17,783	-17.4%
Marin County	4,263	3,255	-23.6%
San Benito County	1,031	593	-42.5%
San Francisco County	7,092	6,045	-14.8%
San Mateo County	8,760	7,425	-15.2%
Santa Clara County	27,468	20,755	-24.4%
California	624,957	477,460	-23.6%

Sacramento Regional Research Institute, January 2008

Data Sources: Dataquick Information Systems; California  
Association of Realtors

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

## Median Home Prices

Figure 63 shows that the median home sale price in Placer County remains below the prices seen on an overall basis for California and the Bay Area, but above other counties within the Sacramento Region (except El Dorado). In September 2007, Placer County's median home price was \$402,000. Of the County's incorporated cities for which data was available, Lincoln had the lowest median price of \$370,000, while Rocklin and Loomis tied with the highest median price, \$400,000. Placer County's overall change in median home prices from 1997 to 2007 (close to 126 percent) was lower than California and all counties within the Sacramento Region and the Bay Area.

FIGURE 63  
MEDIAN HOME PRICES

Area	1997	2002	2003	2004	2005	2006	2007	% Change 1997-2007	% Change 2002-2007
Placer County	\$178,250	\$281,000	\$335,000	\$412,500	\$515,000	\$430,000	\$402,000	125.5%	43.1%
Auburn	\$162,000	\$269,250	\$281,500	\$420,000	\$450,000	\$434,000	\$399,000	146.3%	48.2%
Colfax	\$119,000	\$309,500	-	-	-	\$300,500	\$387,500	225.6%	25.2%
Lincoln	\$132,500	\$247,500	\$315,000	\$378,500	\$523,500	\$425,000	\$370,000	179.2%	49.5%
Loomis	\$167,500	\$448,000	-	-	-	\$499,500	\$400,000	138.8%	-10.7%
Rocklin	\$163,000	\$280,000	\$329,000	\$413,750	\$510,000	\$455,000	\$400,000	145.4%	42.9%
Roseville	\$177,500	\$256,250	\$335,000	\$418,500	\$487,500	\$400,472	\$388,000	118.6%	51.4%
Sacramento Region									
El Dorado County	\$164,500	\$255,000	\$321,250	\$408,250	\$489,000	\$481,750	\$405,000	146.2%	58.8%
Sacramento County	\$119,750	\$217,750	\$260,000	\$321,500	\$382,750	\$357,000	\$308,000	157.2%	41.4%
Yolo County	\$145,500	\$235,000	\$295,000	\$372,250	\$480,000	\$405,000	\$376,750	158.9%	60.3%
Bay Area									
Alameda County	\$217,500	\$419,000	\$416,000	\$484,000	\$585,000	\$595,000	\$565,000	159.8%	34.8%
Contra Costa County	\$196,000	\$339,500	\$388,000	\$450,000	\$565,000	\$560,000	\$561,000	186.2%	65.2%
Marin County	\$338,000	\$579,000	\$608,000	\$675,000	\$805,000	\$795,000	\$810,000	139.6%	39.9%
San Benito County	\$191,000	\$342,000	\$385,000	\$505,000	\$590,000	\$572,250	\$491,955	157.6%	43.8%
San Francisco County	\$297,750	\$530,000	\$570,000	\$672,000	\$735,000	\$760,000	\$770,000	158.6%	45.3%
San Mateo County	\$304,250	-	\$555,500	\$650,000	\$755,000	\$760,000	\$755,000	148.2%	-
Santa Clara County	\$268,000	\$437,250	\$479,000	\$549,000	\$660,000	\$677,000	\$700,000	161.2%	60.1%
California	\$180,428	\$280,298	\$384,690	\$463,630	\$543,510	\$557,150	\$530,830	194.2%	89.4%

Sacramento Regional Research Institute, January 2008

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

Notes: Data reflects September of year specified.

Sutter and Yuba County data not available.

- represents that data is not available for that area in that time period.

All California data is from CAR. County and city historical data from RAND California, 2003-2007 data from CAR.



## **INFRASTRUCTURE**

*Sacramento Regional Research Institute*

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## **Infrastructure**

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

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

## **Transportation**

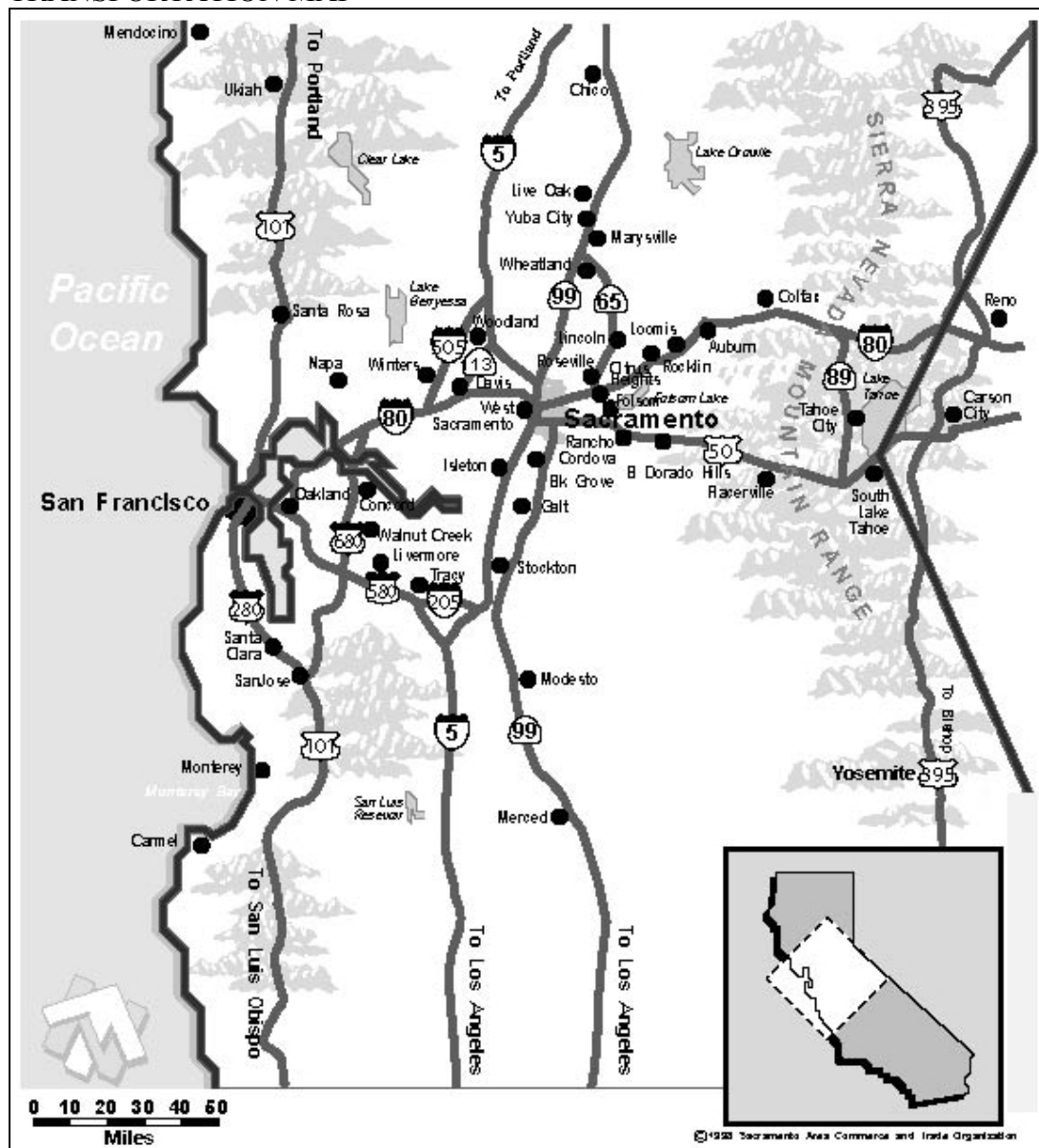
Four major highways allow one-day freight delivery throughout California and parts of the West Coast, making Placer County an excellent location for warehouse and distribution facilities. Similarly, the Port of Sacramento provides access for deep-draft ships. The Sacramento Region transportation advantages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

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

Plans are underway for a 15-mile long corridor, called the Placer Parkway, which will connect Highway 65 in Placer County to Highway 70 and 99 in south Sutter County. Placer Parkway will improve access from Placer County to downtown Sacramento and the Sacramento International Airport.

Figure 64 provides a view of the major transportation infrastructure in the Sacramento Region and beyond.

FIGURE 64  
TRANSPORTATION MAP



Sacramento Regional Research Institute, January 2008

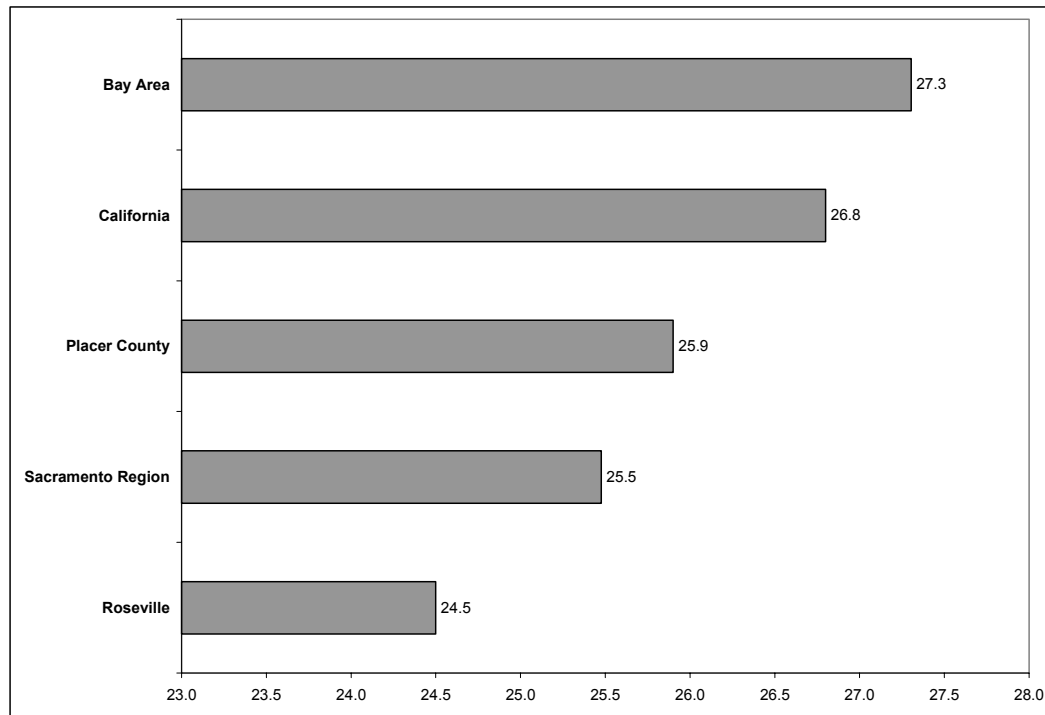
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map



## Commute Times

As shown in Figure 65, Placer County's mean commute time of nearly 26 minutes is around one minute, on average, shorter than the Bay Area and California, but almost 0.5 minutes longer than the Sacramento Region. Roseville has a mean commute time of 24.5 minutes, the lowest of all comparison areas.

**FIGURE 65**  
MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 & ABOVE IN 2006



Sacramento Regional Research Institute, February 2008

Data Source: U.S. Census Bureau, 2006 American Community Survey

Notes: Sacramento Region and Bay Area are weighted averages based on population.

San Benito County is not included in Bay Area as 2006 data is not available.

Roseville is the only Placer County city for which 2006 data is available.

## Airports

Sacramento International Airport, Reno/Tahoe International Airport, Mather Airport, and Executive Airport serve Placer County, the Sacramento Region, and outlying areas. Sacramento International Airport is located 12 miles north of downtown Sacramento and 23 miles from Roseville and is currently served by fourteen airlines: Alaska, Aloha, America West/U.S. Airways, American, Continental, Delta, Frontier, Hawaiian, Horizon, JetBlue, Mexicana, Northwest, Southwest, and United. Construction for an approximate \$1.3 billion expansion project including a new terminal, a hotel, and a longer runway is planned to begin in late 2008 and be completed in 2011. 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 66 shows a selection of the many outgoing flights from Sacramento International Airport.

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**FIGURE 66**  
**SELECT SACRAMENTO INTERNATIONAL AIRPORT OUTGOING**  
**FLIGHTS**

<i>Outgoing Flights/Week</i>			<i>Outgoing Flights/Week</i>		
<i>One Stop</i>			<i>One Stop</i>		
<i>Destination</i>	<i>Nonstop</i>	<i>or Connection</i>	<i>Destination</i>	<i>Nonstop</i>	<i>or Connection</i>
Albuquerque, NM	17		127 Louisville, KY		109
Amsterdam, Netherlands			53 Memphis, TN		117
Anchorage, AK			42 Mexico City, Mexico		75
Atlanta, GA	20		160 Miami, FL		75
Austin, TX			200 Milwaukee, WI		83
Bakersfield	7		19 Minneapolis / St. Paul, MN	14	148
Baltimore, MD			220 Montgomery, AL		13
Baton Rouge, LA			32 Moscow, Russia		7
Beijing, China			7 Munich, Germany		35
Buenos Aires, Argentina			25 New Orleans, LA		123
Billings, MT			24 New York, NY (J.F. Kennedy)	7	44
Birmingham, AL			78 Norfolk, VA		82
Bismark, ND			26 Oklahoma City, OK	7	124
Boise, ID	13		26 Omaha, NE		114
Boston, MA			231 Ontario, CA	79	13
Buffalo, NY			57 Orange County, CA	57	44
Burbank, CA	74		14 Orlando, FL		212
Butte, MT			6 Paris, France (De Gaulle)		56
Charleston, WV			33 Philadelphia, PA		264
Charlotte, NC			122 Phoenix, AZ	44	259
Chicago (O'Hare)	28		154 Pittsburg, PA		128
Cincinnati, OH			119 Portland, OR	81	28
Cleveland, OH			72 Providence, RI		66
Colorado Springs, CO	14		113 Raleigh/ Durham, NC		138
Corpus Cristi, TX			39 Rapid City, SD		46
Dallas/ Ft. Worth, TX	39		129 Richmond, VA		79
Denver, CO	62		182 Rochester, NY		61
Detroit, MI			158 Rome, Italy		7
Duluth, MN / Superior, WI			7 St. Louis, MO		198
Fargo, ND			27 Salt Lake City, UT	33	44
Fort Lauderdale, FL			125 San Antonio, TX	44	151
Frankfurt, Germany			77 San Diego, CA	95	134
Grand Canyon, AZ			41 San Francisco, CA	50	
Grand Rapids, MI			53 San Jose Cabo, Mexico	5	17
Gulfport/ Biloxi, MS			28 San Juan, Puerto Rico		44
Hartford, CT			119 Savannah, GA		56
Helena, MT			10 Seattle, WA	76	98
Ho Chi Minh City, Vietnam			7 Shreveport, LA		45
Hong Kong, China			17 Sioux Falls, SD		40
Honolulu, HI	7		54 Spokane, WA	35	89
Houston, TX (Intercontinental)	21		61 Springfield, IL		14
Indianapolis, IN			61 Sydney, Australia		30
Jackson, WY			21 Taipei, Taiwan		7
Jacksonville, FL			74 Tampa, FL		143
Juneau, AK			7 Tokyo, Japan		29
Kansas City, MO	7		176 Tucson, AZ	14	114
Kauai Island, HI			18 Tulsa, OK	7	138
Knoxville, TN			62 Vancouver, Canada	14	125
Las Vegas, NV	79		107 Washington D.C. (Dulles)	7	120
Little Rock, AR			78 Washington D.C. (National)		102
London England (Heathrow)			92 Wichita, KS		47
Los Angeles, CA	171		55		

Sacramento Regional Research Institute, January 2008

Data Source: Sacramento International Airport Flight Schedule, July 2007

Another major passenger and cargo airport serving Placer County (primarily the High Country) and outlying areas is the Reno/Tahoe International Airport, which has been in operation for 79 years. The Airport, located in Reno, Nevada and 51 miles from Tahoe City, has over 170 daily flights and provides service to 23 nonstop destinations and 17 one-stop destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska/Horizon, Allegiant Air, Aloha, American, Continental, Delta, Delta Connection, ExpressJet, Southwest, United/Ted, and U.S. Airways.

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

Sacramento's Executive Airport is located 10 minutes south of downtown Sacramento. This general aviation airport has three paved runways, the longest at slightly over 5,500 feet. The Airport offers such services as air charters, aircraft sales, and flight training provided by over 30 businesses located on the 540-acre site.

Figure 67 shows that Sacramento International Airport posted healthy growth in passenger traffic from 2001 to 2006 with an almost 29 percent increase, servicing nearly 10.4 million passengers in 2006, a time frame when many airports saw very limited growth in passenger travel due to the events of September 11, 2001. Pounds of air freight during this same time period increased about 33 percent to the 2006 level of over 139 million pounds. Additionally, almost 10 million pounds of air mail were processed through the airport in 2006. Reno/Tahoe International Airport had around 5 million passengers go through their airport in 2006, a slight increase of just over 1 percent since 2001; however, pounds of air freight increased approximately 22 percent during this time to a total of over 122 million in 2006. Mather Airport processed over 135 million pounds in air freight in 2006 and Sacramento Executive Airport had about 111,000 air operations (including general aviation and military). Air operations include scheduled and non-scheduled flights. Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport had around 173,000, 142,000, and 79,000 respective operations in 2006.

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**FIGURE 67**  
**AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS**

<i>Airport</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>% Change 2001-2006</i>
<b>Sacramento International Airport</b>							
Passengers	8,036,942	8,510,924	8,778,163	9,580,722	10,203,066	10,362,800	28.9%
Air Mail (in pounds)	27,608,806	22,636,689	24,062,757	19,764,879	19,005,797	9,787,393	-64.5%
Air Freight (in pounds)	105,129,404	133,134,658	133,004,390	128,971,692	135,811,044	139,438,494	32.6%
Air Operations	151,642	158,202	159,221	164,211	168,305	172,522	13.8%
<b>Reno/Tahoe International Airport</b>							
Passengers	4,932,648	4,510,992	4,586,027	5,093,914	5,169,256	5,000,663	1.4%
Air Freight (in pounds)	100,523,574	106,377,207	103,937,116	106,120,479	110,770,301	122,490,191	21.9%
Air Operations	139,660	145,036	139,109	145,443	140,851	141,727	1.5%
<b>Mather Airport</b>							
Air Freight (in pounds)	132,307,751	123,610,668	120,249,435	127,316,112	130,370,798	135,368,167	2.3%
Air Operations	83,567	85,029	70,709	80,591	85,944	78,936	-5.5%
<b>Sacramento Executive Airport</b>							
Air Operations	122,841	108,885	134,234	128,651	117,277	111,087	-9.6%

Sacramento Regional Research Institute, January 2008

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

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 two miles east of Truckee and offers excellent access to skiing, boating, tennis, golf, swimming, and lodgings in the Sierra Nevada Mountains. The airport provides 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 three 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.

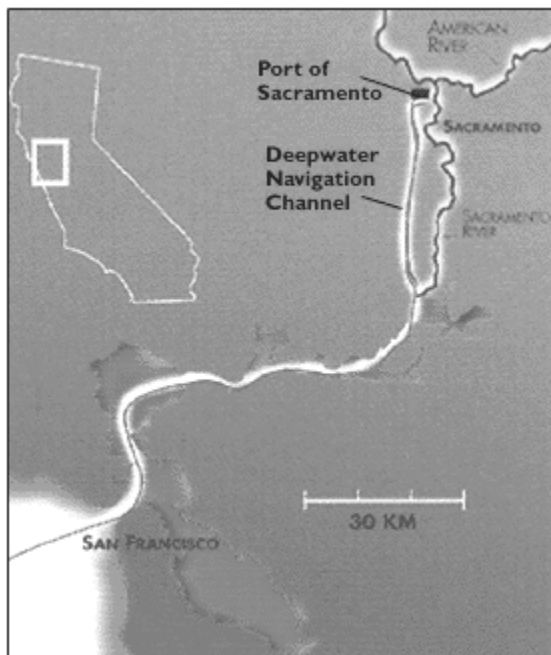
## Port of Sacramento

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, Union Pacific, and Sierra Northern) service 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 (pictured in Figure 68), 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 220 acres of land available for future development.

In the past year, the Port of Sacramento's governing board approved a proposal to build a \$60 to \$90 million biodiesel manufacturing facility on about 10 acres of the Port's site. The plant, which is still under state and local environmental review, is expected to have 10 times the production capacity of California's largest existing plant.

FIGURE 68  
PORT OF SACRAMENTO MAP



Sacramento Regional Research Institute, January 2008  
Source: Port of Sacramento web site

## **Railroads**

Placer County is home to the largest commercial rail facility on the West Coast, the Union Pacific J. R. Davis Yard in Roseville. The Davis Yard 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 about 100 years. Short line railroads, Sierra Northern Railway, and California Northern Railroad also service the Region.

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

## **Trucking**

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

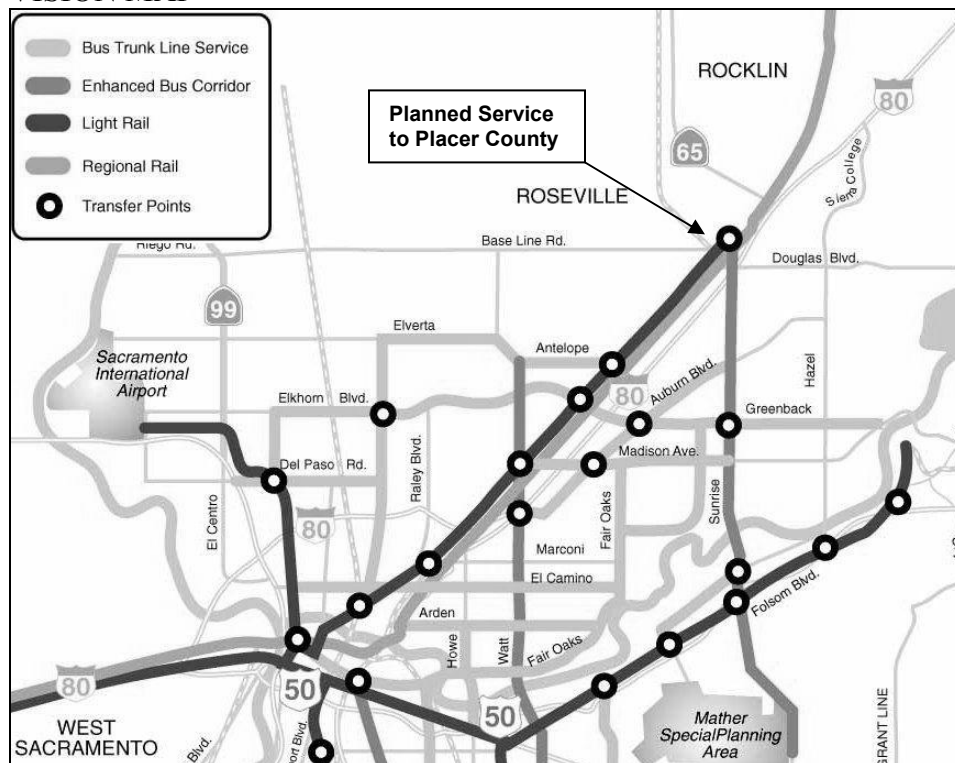
Some of the larger trucking companies located within Placer County and Sacramento include Contract Transportation Services, Yellow Freight Systems, Hendrickson Trucking, Con-Way Western Express, ABF Freight System Inc., Central Freight Lines, and Watkins Trucking.

## **Public Transportation**

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

Sacramento Regional Transit District's (RT) service area covers 418 square miles with 97 bus routes and almost 37 miles of light rail. In 1987, Sacramento RT began operating light rail and, since then, has extended services to Mather Field in Rancho Cordova (1998), South Sacramento (2003), Sunrise Boulevard in Rancho Cordova (2004), and Historic Folsom (2005). Light rail ridership has increased greatly since its opening and is a major part of the total regional transit system. Future light rail plans include extensions to Natomas and the Sacramento International Airport in addition to further extensions to South Sacramento. RT is also in the planning stages, in partnership with other transportation agencies, to implement light rail train service to the 'Northeast Corridor'—i.e. Roseville in South Placer County. These plans are included in the district's 20 year vision map, Figure 69.

FIGURE 69  
SACRAMENTO REGIONAL TRANSIT DISTRICT 20-YEAR SYSTEM  
VISION MAP



Sacramento Regional Research Institute, January 2008  
Source: Sacramento Regional Transit District

Figure 70 illustrates the annual ridership for Sacramento RT and TART. In fiscal year 2006-2007, Sacramento RT's bus ridership totaled over 17 million passengers. Light rail ridership has had a significant five-year growth of around 63 percent, servicing nearly 15 million passengers in the 2006-2007 fiscal year. TART ridership has fluctuated from 2002 to 2007, but overall in this time period, passenger totals have increased by about 21



## INFRASTRUCTURE

percent. The most current annual data reflects a total of approximately 360,000 TART passengers.

**FIGURE 70**  
**PUBLIC TRANSIT ANNUAL RIDERSHIP**

<i>System</i>	<i>2001- 2002</i>	<i>2002- 2003</i>	<i>2003- 2004</i>	<i>2004- 2005</i>	<i>2005- 2006</i>	<i>2006- 2007</i>	<i>Absolute Growth 2001-2002 to 2006-2007</i>	<i>% Growth 2001-2002 to 2006-2007</i>
Sacramento Regional Transit								
Bus	18,597,400	18,372,900	19,080,024	18,929,000	16,778,000	17,461,000	-1,136,400	-6.1%
Light Rail	8,879,700	8,924,900	10,589,500	12,009,000	14,452,000	14,490,000	5,610,300	63.2%
Total	27,477,100	27,297,800	29,669,524	30,938,000	31,230,000	31,951,000	4,473,900	16.3%
Tahoe Area Regional Transit	301,396	289,080	286,563	295,116	330,818	363,372	61,976	20.6%

Sacramento Regional Research Institute, January 2008

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

There are several other public transit providers serving Placer County, but limited historical ridership data is available. Placer County Transit (PCT) operates fixed-route buses, Placer Commuter Express, Dial-A-Ride service, and vanpool services. PCT fixed bus routes cover areas from the Gold Country region (Alta, Colfax, and Auburn) through The Valley (South Placer County) stretching to the Watt-I-80 Light Rail stop. Placer Commuter Express provides bus service Monday through Friday from Colfax, Clipper Gap, Auburn, Penryn, Loomis, Rocklin, and Roseville to Downtown Sacramento to Sacramento RT buses and light rail trains. Dial-A-Ride services are available by reservation within the service area generally covering Auburn, Rocklin, Loomis, and Granite Bay. PCT also funds vanpool and shuttle services for senior transportation and other routes to Foresthill and to Auburn (Gold Country Stage service). According to Placer County Transportation Planning Agency (PCTPA), nearly 382,000 passengers used PCT's combined services in fiscal year 2006-2007 (July to June).

Roseville Transit contains three services including a fixed-route service throughout the City of Roseville, Dial-A-Ride (transportation available via reservation for the general public), and weekday peak-period commuter service to downtown Sacramento. Connections with PCT and Sacramento RT are also provided at various Roseville Transit stops within the City. Approximately 415,000 passengers (based on PCTPA data) used Roseville Transit services in fiscal year 2006-2007.

The Cities of Auburn and Lincoln also operate local bus service within their respective communities. Auburn Transit offers two routes on weekdays and one route on Saturdays and is based at Auburn Multi-Modal Station which provides a transfer point to other transportation providers such as PCT. About 62,000 passengers (according to PCTPA data) rode Auburn Transit in fiscal year 2006-2007. Lincoln Transit offers three fixed routes on weekdays and Dial-a-Ride services throughout the City of Lincoln. Last fiscal year, ridership for all of Lincoln Transit's services was close to 31,000 passengers (based on PCTPA data).



The Consolidated Transportation Services Agency (CTSA) provides elderly and disabled transit services in Placer County. Popularity of this program has grown in that the number of passengers using this service jumped from approximately 46,000 in fiscal year 2005-2006 to just over 74,000 in 2006-2007 according to ridership data from PCTPA.

## **Utilities**

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

### **Utility Distribution Companies**

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

Pacific Gas and Electric Company (PG&E) provides natural gas and electric service to approximately 15 million people in its 70,000 square mile Northern and Central California service area—one of the largest utility companies of its kind in the United States. PG&E's power is generated from hydroelectric powerhouses, a nuclear power plant, and fossil-fired power plants in addition to purchasing power from independent producers. The company recently launched the voluntary program called ClimateSmart to give their customers the opportunity to fund environmental projects that will help remove greenhouse gas emissions associated with their energy use. Over 50 percent of the electricity PG&E delivers within its territory originates from carbon-free sources. 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 95 years, is a non-profit utility covering a service area of about 36 square miles within Roseville city borders including around 50,000 total customers. The utility company is supervised by the Roseville City Council, advised by the Roseville Public Utilities Commission, and offers some of the lowest rates and highest power supply reliability within the state. Roseville Electric broke ground for its 12-acre project, called Roseville Energy Park (REP), in June 2005 and celebrated its opening in Fall 2007. REP will feature 160 megawatt natural gas-fired generation that will provide up to 40 percent of the City's electricity. Green Roseville and Green Fund are two options that Roseville Electric provides its customers to help limit their impact on their environment. When customers participate in Green Roseville, they pay an additional amount for the company to purchase 100 percent of their energy from wind and solar resources and set aside a portion to go toward the development of solar energy in the local community. Customers

can separately or jointly contribute to Green Fund which funds solar facility development in Roseville, but does not purchase clean energy for the home.

The Sacramento Municipal Utility District (SMUD) is a public utility that covers a 900-square-mile service area including primarily Sacramento County and a small portion of Placer County. SMUD generates, transmits, and distributes electric power to 578,041 residential and commercial customers and represents the nation's sixth largest publicly-owned utility based on the number of customers served. SMUD supports environmental protection through its green energy programs including providing options for customers to purchase energy from natural sources through its Greenergy program and underwriting a web site, OurGreenCommunity.org, which allows residents to share ideas on ways to reduce their emissions impacts. By 2011, SMUD aims to meet 23 percent of its retail electricity sales with renewable energy. The utility company completed the first phase of construction of the Cosumnes Power Plant (CPP) in 2006, which increases its long-term power supply to its customer base in a cost-effective manner. Phase one of the CPP includes one 500 megawatt plant which meets the annual demand of 450,000 single-family homes and is located on a 30-acre site about 25 miles southeast of Sacramento.

Figure 71 displays average 2007 California retail electricity prices, calculated in cents per kilowatt-hour by the California Energy Commission for the local major utility companies PG&E, SMUD, and Roseville Electric 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 competitive with others in the state.

**FIGURE 71**  
**AVERAGE RETAIL ELECTRICITY PRICES BY MAJOR UTILITY IN 2007 (PRICE PER KILOWATT-HOUR)**

<i>Customer Classes</i>	<i>PG&amp;E<sup>(1)</sup></i>	<i>SMUD<sup>(2)</sup></i>	<i>LADWP<sup>(3)</sup></i>	<i>SDG&amp;E<sup>(4)</sup></i>	<i>SCE<sup>(5)</sup></i>	<i>Roseville Electric</i>
Residential	0.15	0.10	0.10	0.15	0.15	0.10
Commercial	0.14	0.10	0.10	0.14	0.14	0.09
Industrial	0.10	0.08	0.09	0.14	0.11	0.07
Agricultural	0.12	0.10	0.00	0.15	0.13	0.00
System Average	0.14	0.10	0.10	0.15	0.14	0.09

Sacramento Regional Research Institute, January 2008

Data Source: California Energy Commission staff

Notes: The electricity prices represented in the table is an average retail price per kilowatt-hour.

System average is an average of all classifications.

(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 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 around 1.2

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 72 provides PG&E natural gas rates for commercial customers.

**FIGURE 72**  
**PG&E COMMERCIAL NATURAL GAS RATES**

User Class	Per Therm Charge			
	Summer		Winter	
	First 4,000 Therms	Excess Therms	First 4,000 Therms	Excess Therms
Small Commercial (Up to 20,800 Therms/Month)	\$1.13593	\$0.93015	\$1.20705	\$0.94895
Large Commercial (Above 20,800 Therms/Month)	\$1.08944	\$0.88366	\$1.16056	\$0.90246

Sacramento Regional Research Institute, January 2008

Data Source: PG&E Company Schedules G-NR1 and G-NR2

Notes: A Public Purpose Program Surcharge (PPPS) is included in each rate.

Rates effective November 1, 2007.

## Water

The Placer County Water Agency (PCWA) is a major provider of water to over 150,000 Placer County customers. 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 operates the Middle Fork American River Project that features two main reservoirs, seven dams, five hydroelectric power plants, and 21 miles of tunnels. 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 73 shows the water usage cost comparison of different areas in Placer County and the Sacramento Region. Water rates in Placer County areas present the lower and higher figures in comparison to other areas in the Sacramento Region ranging from \$200 to about \$500 per month (based on 30,000 cubic feet with a two inch meter).

**FIGURE 73**  
**MONTHLY WATER RATES**

Area	Monthly Fee
	30,000 CF/2" Meter
Roseville	\$200
Sacramento	\$243
El Dorado Hills*	\$245
Folsom	\$266
Marysville	\$331
Yuba City	\$333
Davis	\$405
Woodland	\$452
Rocklin	\$509

Sacramento Regional Research  
Institute, January 2008

Data Sources:

Placer County Water Agency;  
City of Woodland Public Works;  
California Water Service Company;  
City of Davis Public Works;  
Yuba City Utilities Department; City  
of Sacramento Department of Utilities;  
City of Folsom Department of Finance;  
City of Roseville Utility/Finance  
Department; El Dorado Irrigation District

\*Based on gravity rates.

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

## **Solid Waste and Wastewater**

The Placer County Solid Waste Management Division oversees 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 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 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 Public Service 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*

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## 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 Valley, oak hills of the Gold Country, 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 74, 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 74  
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, January 2008

Data Source: Western Region Climate Center

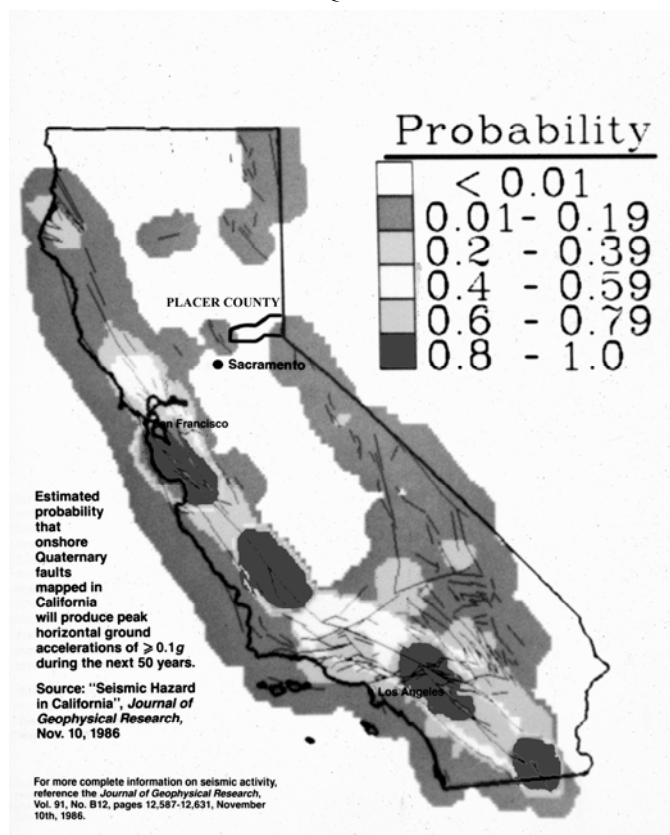
Note: The period of record covers 1914 through March 2005,  
except for Rocklin (1971 to 2000) and Colfax (1948 to 2005).

## Ground Stability

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

Figure 75 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 75  
CALIFORNIA EARTHQUAKE PROBABILITY



Sacramento Regional Research Institute, January 2008  
Source: Journal of Geophysical Research, 1986



## QUALITY OF LIFE

### Personal Safety

All of the areas shown in Figure 76 experienced similar large decreases in the crime rate between 1996 and 2006. Placer County's property crimes per 10,000 inhabitants in 2006 (about 269) was lower than all comparison areas, while its violent crime rate (about 25) was less than half of the other areas' rates.

**FIGURE 76**  
**ANNUAL VIOLENT AND PROPERTY CRIMES**  
**(PER 10,000 INHABITANTS)**

Area/Crime Type								<u>% Change</u>		<u>Absolute Change</u>	
	1996	2001	2002	2003	2004	2005	2006	1996-2006	2001-2006	1996-2006	2001-2006
<b>Placer County</b>											
Violent Crime	36.2	17.8	18.7	20.2	20.6	21.2	25.3	-30.2%	42.2%	-11.0	7.5
Property Crime	362.2	270.3	289.6	278.5	307.0	311.2	268.6	-25.8%	-0.6%	-93.6	-1.7
<b>Sacramento Region</b>											
Violent Crime	69.4	47.9	51.8	49.7	55.4	55.3	61.4	-11.5%	28.3%	-8.0	13.6
Property Crime	538.5	398.4	412.6	420.7	437.1	402.4	386.3	-28.3%	-3.0%	-152.2	-12.1
<b>Bay Area</b>											
Violent Crime	73.9	49.0	48.0	46.9	44.2	47.0	52.2	-29.4%	6.4%	-21.7	3.2
Property Crime	448.1	325.3	346.3	359.0	355.4	343.7	347.1	-22.5%	6.7%	-101.0	21.9
<b>California</b>											
Violent Crime	84.8	60.6	58.9	56.9	54.0	51.2	53.3	-37.2%	-12.1%	-31.6	-7.3
Property Crime	432.6	326.7	335.9	340.3	337.8	326.3	317.1	-26.7%	-2.9%	-115.5	-9.6

Sacramento Regional Research Institute, January 2008

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

## Health Services

High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors. Placer County is served by three major acute care hospitals as reported by the Office of Statewide Health Planning and Development. Figure 77 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 77**  
**GENERAL ACUTE CARE HOSPITALS IN PLACER**  
**COUNTY AND THE SACRAMENTO REGION**

<i>Hospital Name</i>	<i>City</i>	<i>Total Beds</i>
Placer County		
Sutter Roseville Medical Center	Roseville	180
Kaiser Foundation Hospital - Roseville	Roseville	166
Sutter Auburn Faith Hospital	Auburn	97
Sacramento Region		
University of California, Davis Medical Center	Sacramento	577
Sutter General Hospital	Sacramento	406
Sutter Memorial Hospital	Sacramento	348
Mercy General Hospital	Sacramento	342
Kaiser Foundation Hospital - Sacramento	Sacramento	333
Methodist Hospital of Sacramento	Sacramento	333
Mercy San Juan Hospital	Carmichael	260
Kaiser Foundation Hospital - South Sacramento	Sacramento	161
Rideout Memorial Hospital	Marysville	149
Fremont Medical Center	Yuba City	132
Barton Memorial Hospital	South Lake Tahoe	121
Woodland Memorial Hospital	Woodland	108
Marshall Medical Center	Placerville	105
Mercy Hospital - Folsom	Folsom	85
Shriners Hospitals for Children - Northern California	Sacramento	80
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39

Sacramento Regional Research Institute, January 2008

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

Note: Data as of June 2007.

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. Construction is underway for a \$52 million emergency room expansion project that will quadruple the size of the Kaiser Roseville facility and double the number of beds. The radiology department at the hospital also will be renovated to triple its size and include high-tech rooms. Other plans under construction include a 174-bed Women's and Children's Center and a 270,000 square-foot medical office building able to house 113 physicians. Kaiser recently completed construction of a 75,000 square-foot medical office building in Lincoln.

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

Sutter Roseville is currently in the planning and approval stages of an expansion project that would increase the campus size to over 1 million square feet over the next 15 to 20 years. Some major projects under the plan that have recently been completed or are slated to be completed within the year are a 90,000 square-foot, 90-bed patient care tower (completed May 2007); a 106,000 square-foot, 56-bed acute rehabilitation center (end 2008); and a 13,000 square-foot, 16-bed neonatal intensive care unit (2008).

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

## QUALITY OF LIFE

### Accommodations

Placer County offers abundant lodging, conference, and banquet facilities as well as accommodations for smaller groups. The number of hotels and lodging facilities has rapidly increased to meet the growing demand stimulated by the swell of business and tourist activity in Placer County. Figure 78 lists the largest accommodations (80 rooms and above) in the County.

**FIGURE 78**  
**LARGEST ACCOMMODATIONS IN PLACER COUNTY**

<i>Name</i>	<i>City</i>	<i>Total Number of Rooms</i>	<i>Number of Suites</i>	<i>Total Meeting Rooms</i>	<i>Maximum Banquet/Meeting Capacity</i>
Resort at Squaw Creek, Squaw Valley	Olympic Valley	405	186	24	600
The Village at Squaw Valley	Olympic Valley	276	0	5	250
Northstar-at-Tahoe	Truckee	240	15	13	250
Orchid Suites, Roseville	Roseville	177	177	3	80
Granlibakken Conference Center and Resort	Tahoe City	160	56	16	400
Hilton Garden Inn, Roseville	Roseville	131	0	2	100
Squaw Valley Lodge	Olympic Valley	130	130	2	100
Best Western Roseville Inn, Roseville	Roseville	126	22	2	45
Courtyard Roseville Galleria Mall	Roseville	125	4	1	60
Howard Johnson, Rocklin	Rocklin	124	21	4	125
Extended Stay America	Roseville	122	2	0	0
Homewood Suites, Roseville	Roseville	111	111	1	60
Heritage Inn Express, Rocklin	Rocklin	104	20	1	30
Heritage Inn, Roseville	Roseville	101	9	2	120
Holiday Inn, Auburn	Auburn	96	2	3	75
Tahoe Inn	Brockway	94	0	0	0
Courtyard Roseville	Roseville	90	3	1	50
Larkspur Landing, Roseville	Roseville	90	90	1	40
Olympic Village Inn	Olympic Valley	90	0	0	0
Residence Inn, Roseville	Roseville	90	90	1	30
Best Western Galleria Inn	Roseville	83	23	1	45
Fairfield Inn by Marriott	Roseville	82	0	1	25
Comfort Inn Central, Auburn	Auburn	80	5	0	0

Sacramento Regional Research Institute, January 2008

Data Source: Above-listed hotels

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

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

## **Recreational Activities**

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

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

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

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

The various ski resorts located in or in close proximity to the High Country region are major tourism draws to Placer County in winter, offering many activities to its visitors. Figure 79 provides a basic overview of these resorts including general information, amenities, and activities.

FIGURE 79  
PLACER COUNTY SKI RESORT AMENITIES AND ACTIVITIES

	<i>Squaw Valley USA*</i>	<i>The Resort at Squaw Creek*</i>	<i>The Village at Squaw Valley*</i>	<i>Alpine Meadows</i>	<i>Northstar-at-Tahoe</i>	<i>Sugar Bowl</i>	<i>Homewood Mountain Resort</i>	<i>Royal Gorge Cross Country Ski Area</i>
General Information & Amenities:								
Year Opened	1949	1990	2002	1961	1972	1939	1961	1971
Average Snowfall (inches)	450	450	450	400	350	500	450	600
Base Elevation (feet)	6,200	6,200	6,200	6,835	6,330	6,883	6,230	5,800
Summit Elevation (feet)	8,900	8,900	8,900	8,637	8,610	8,383	7,880	7,400
Accommodations (Number of Units)	950	405	276	0	240	27	0	57
Ski Rental/ Repair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of Restaurants	56	4	8	4	9	4	4	4
Number of Shops	27	6	20	1	22	2	1	1
Child Program	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Winter Sports & Activities:								
Number of Ski Lifts	33	1	0	13	17	10	8	4
Number of Ski School Staff	225	0	0	120-150	250-300	100	75	40
Miles of Cross Country Trails	11	0	0	0	31	0	0	191
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	1	0	0	0

Sacramento Regional Research Institute, January 2008

Data Source: Above-listed resorts and web sites

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

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

Northstar-at-Tahoe is in the midst of a mountain expansion plan. Recently-completed projects include a new children's center, a new cross-country and snowshoe center, new trails, and additional snowmaking over two new runs. In September 2007, Northstar-at-Tahoe completed its LiveWire Trail which has an irrigation system running through the length of the trail and over 45 tabletop jumps—it is the first downhill bike trail of its kind. Future plans at the ski resort include constructing a five-star, 172-room Ritz-Carlton hotel that is expected to be opened in 2009. Northstar-at-Tahoe recently opened a new Tahoe-style village featuring 193 condominiums, shopping, art galleries, cafes, and restaurants, in addition to a year-round skating rink. The next phase of the Village's construction is to be completed in the 2008-2009 winter season and will include 101

condominium and town homes and a recreation center. Winter activities at Northstar-at-Tahoe, in addition to those listed in Figure 80, include cross country skiing, snowshoeing, snowtubing, telemarking, outdoor heated pools and spas, saunas, and a fitness center. Summer activities include mountain biking, flyfishing, golfing, horseback riding, tennis, hiking, Action Zone (bungee trampoline and basketball shootoff), and ATV tours.

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

In the 2007-2008 winter season, Homewood Mountain Resort introduced a new quad chairlift, called “Homewood Express” which transports visitors to the top of the mountain in four minutes. 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 Country Ski Area has the largest groomed track system in North America. In addition to cross country skiing, lessons for snowshoeing and telemarking are also available at the resort.

### **Golf Courses**

With over twenty-five 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 Country Club, Auburn
- Black Oak Golf Course, Auburn
- Catta Verdera Country Club, Lincoln
- Diamond Oaks Golf Course, Roseville
- Granite Bay Golf Club, Granite Bay
- Indian Creek Country Club, Loomis
- Lincoln Hills Golf Club, Lincoln
- Mc Ginty’s Golf West, Roseville
- Morgan Creek Golf and Country Club, Roseville
- Northstar-at-Tahoe Resort Golf Course, Northstar
- Old Brockway Golf Course, Kings Beach
- Raspberry Hill Public Golf Course, Auburn
- Resort at Squaw Creek, Olympic Valley
- Roseville Rolling Greens Golf Course, Granite Bay
- Sierra Pines Golf Course, Roseville

- Sierra View Country Club, Roseville
- Sun City Sierra Pines Golf Course, Roseville
- Sun City Timber Creek Golf Course, Roseville
- Sunset Whitney Golf and Country Club, Rocklin
- Tahoe City Golf Course, Tahoe City
- The Ridge Golf Course, Auburn
- Timber Creek, Roseville
- 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 County 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
- Folsom Lake State Recreation Area

### **The Gold Country**

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

### **The High Country**



- Ahart Campground, Foresthill
- Big Meadows Campground, Foresthill
- Big Reservoir Campground, Foresthill
- Coyote Group Campground, Foresthill
- Forbes Creek Group Campground, Foresthill
- French Meadows Campgrounds, Foresthill
- Gates Group Campground, Foresthill
- Giant Gap Campground, Foresthill
- Kaspian Recreation, Tahoe City
- Lake Forest, Tahoe City
- Lewis Campground, Foresthill
- Poppy Campground, Foresthill
- Robinson Flat Campground, Foresthill
- Sandy Beach Resort, Tahoe Vista
- Secret House Campground, Foresthill
- Shirttail Creek Campground, Foresthill
- Sugar Pine Reservoir, Tahoe City
- Talbot Campground, Foresthill
- Upper Hell Hole Campground, Foresthill
- William Kent, Tahoe City

### **Other Recreation and Sports**

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

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

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

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

### **Community Events**

Community activities and events in Placer County are scheduled year-round. In January, the County begins the year's activities with the Gem Faire in Roseville and Tahoe Rim Nordic Race ending at Northstar-at-Tahoe. February brings the Chinese New Year Parade and the Foothill Quilters Guild Show in Auburn. The Snowfest Winter Festival, one of the biggest events of the year, is held at North Lake Tahoe throughout March and Auburn hosts a St. Patrick's Day Celebration this month.

In April, Auburn is the site of the 75-year-old Wild West Stampede Pro Rodeo event and Roseville hosts the annual Placer County Strawberry Festival at the Placer County Fairgrounds. During May, old Auburn hosts the Annual Spring Antiques Street Faire, Cinco De Mayo festivities are held in Auburn, and Lincoln hosts the Portuguese Holy Ghost Celebration. The popular national Feats of Clay exhibition held at the Gladding McBean Pottery Company in Lincoln is also held in May.

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

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

Harvest festivals are the major events of the fall season. During September, Auburn hosts the Gold Country Fair, the Auburn Black and White Ball, and the Fall Antiques and Collective Street Fair. Also in September, Colfax hosts the Founder's Day Celebration, while the Eggplant Festival in Loomis and Foresthill's Heritage Festival take place. During October, North Lake Tahoe and Lincoln host Oktoberfests, Rocklin hosts the

Placer Farm and Barn Festival featuring Agro Art Events, while the Del Oro Band Spectacular is held in Loomis.

November is the time of year when some of the most festive celebrations are held in Placer County. The Autumn Arts Studio Tour throughout the County, the International Rail Fair in Roseville, the Mountain Mandarin Festival in Auburn, and the Christmas Lighting Ceremony & Songfest in Rocklin are the 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 Celebration.

### **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 19<sup>th</sup> century farm family. The Griffith Quarry Museum, originally the office of the Penryn Granite Works, houses exhibits on the Griffith family, the granite industry, and the Penryn-Loomis Basin region.

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

Other historical sites and museums around Placer County include:

- Carnegie Library and Museum, Roseville
- Gatekeepers Cabin Museum, Tahoe City
- Iowa Hill
- Joss House Museum and Chinese History Center, Auburn
- Maidu Interpretive Center, Roseville

- Rocklin History Museum, Rocklin
- Roseville Telephone Company Museum, Roseville
- Town of Dutch Flat
- Town of Foresthill
- Town of Gold Run
- Town of Michigan Bluff
- Watson Cabin Museum, Tahoe City

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

- Ridley Gallery, Rocklin
- Music & More Arts Academy & Theatre, Auburn
- Placer Community Theater, Auburn
- The Arts Building Gallery, Auburn
- The Magic Circle Theater (Roseville and Tower Theaters), Roseville
- Roseville Arts!, Roseville

### **Other Entertainment**

In addition to the recreation, cultural, and historical activities and entertainment found within Placer County, Las Vegas style casino gaming can be found at Thunder Valley Casino near the City of Lincoln. The United Auburn Indian Community opened the Casino in June 2003. Today the casino has over 2,800 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 Koi Palace.

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 650-room, 23-story hotel tower and a 30,000 square-foot venue that can be used as a business conference center or a 3,000-seat theater.

## **Tourism Resources**

There are three main tourism councils/associations for the three regions in Placer County. The Placer County Visitors Bureau and California Welcome Center in 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 on the following page.

Placer County Visitors Bureau and California Welcome Center  
13411 Lincoln Way  
Auburn, CA 95603  
(530) 887-2111  
<http://www.visitplacer.com/>

Placer Valley Tourism  
106 Vernon Street  
Roseville, CA 95747  
(916) 773-5400  
<http://www.placertourism.com/>

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

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



## **DIRECTORY**

*Sacramento Regional Research Institute*

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## Directory

### Placer County

Administrative Services  
2962 Richardson Drive  
Auburn, CA 95603-2640  
(530) 889-4275  
[www.placer.ca.gov/admin.aspx](http://www.placer.ca.gov/admin.aspx)

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

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

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

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

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

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

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

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

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

## **City of Auburn**

Building Department  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
(530) 823-4211, ext. 3  
[www.auburn.ca.gov/dept/dept\\_bldng.html](http://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](http://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](http://www.auburn.ca.gov/dept/dept_comdev.html)

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



Police Department  
1215 Lincoln Way  
Auburn, CA 95603  
(530) 823-4237  
[www.auburn.ca.gov/pd/index.htm](http://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](http://www.auburn.ca.gov/dept/dept_pubwrks.html)

## **City of Colfax**

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

City Hall  
P.O. Box 702 (Mailing)  
33 South Main Street  
Colfax, CA 95713  
(530) 346-2313  
<http://www.ci.colfax.ca.us/services.shtml>

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

Public Works  
33 South Main Street  
Colfax, CA 95713  
(530) 346-2313  
<http://www.ci.colfax.ca.us/services.shtml>

Sheriff-Coroner-Marshal  
Placer County Colfax Substation  
33 South Main Street  
Colfax, CA 95713  
(530) 346-2256  
<http://www.placer.ca.gov/Departments/Sheriff.aspx>

## **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](http://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](http://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](http://www.ci.lincoln.ca.us/index.cfm?page=472164)

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

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

### **City of Rocklin**

Administrative Services  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5000  
[http://www.rocklin.ca.us/government/administrative\\_services/default.asp](http://www.rocklin.ca.us/government/administrative_services/default.asp)

City Manager  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5560  
[http://www.rocklin.ca.us/government/legislative\\_services/default.asp](http://www.rocklin.ca.us/government/legislative_services/default.asp)

Community Development Department  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5120 (Building Division)  
(916) 625-5140 (Engineering Division)  
(916) 625-5160 (Planning Division)  
<http://www.rocklin.ca.us/government/development/default.asp>

Fire Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5300  
<http://www.rocklin.ca.us/government/fire/default.asp>

Police Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5400  
<http://www.rocklin.ca.us/government/police/default.asp>

Public Works Department  
4081 Alvis Court  
Rocklin, CA 95677  
(916) 625-5500  
<http://www.rocklin.ca.us/government/works/default.asp>

## **City of Roseville**

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

Community Development  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5334  
[www.roseville.ca.us/gov/community\\_development](http://www.roseville.ca.us/gov/community_development)

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

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

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

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

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

Public Works Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5331  
[www.roseville.ca.us/pw](http://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](http://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](http://www.colfaxarea.com)

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

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

DIRECTORY
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Linking Education and Economic Development (LEED)

P.O. Box 269003

Sacramento, CA 95826-9003 (Mailing)

10474 Mather Blvd

Mather, CA 95655

(916) 231-5333

[www.leed.org](http://www.leed.org)

Loomis Basin Chamber of Commerce

6090 Horseshoe Bar Road

Loomis, CA 95650

(916) 652-7252

[www.loomischamber.com/](http://www.loomischamber.com/)

North Lake Tahoe Chamber of Commerce

P.O. Box 884 (Mailing)

380 North Lake Boulevard

Tahoe City, CA 96145

(530) 581-6900

[www.puretahoenorth.com/chamber](http://www.puretahoenorth.com/chamber)

Northern California World Trade Center

One Capitol Mall, Suite 300

Sacramento, CA 95814

(916) 447-9827

<http://www.norcalwtc.org>

Rocklin Chamber of Commerce

3700 Rocklin Road

Rocklin, CA 95677

(916) 624-2548

[www.rocklinchamber.com](http://www.rocklinchamber.com)

Roseville Chamber of Commerce

650 Douglas Boulevard

Roseville, CA 95678

(916) 783-8136

[www.rosevillechamber.com](http://www.rosevillechamber.com)

Sacramento Area Commerce  
and Trade Organization (SACTO)

400 Capitol Mall, Suite 2500

Sacramento, CA 95814

(916) 441-2144

[www.sactoedc.org](http://www.sactoedc.org)

Sacramento Area Regional  
Technology Alliance (SARTA)  
5022 Bailey Loop  
McClellan, CA 95652  
(916) 447-7399  
<http://www.sarta.org>

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

## Newspapers

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

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

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

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

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

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

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

The Sentinel  
1226 High Street  
Auburn, CA 95603  
(530) 823-2463  
<http://www.auburnbuzz.com/content/view/239/65/>

The Sierra Sun  
P.O. Box 2973 (Mailing)  
12315 Deerfield Drive  
Truckee, CA 96160  
(530) 587-6061  
[www.sierrasun.com](http://www.sierrasun.com)

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



## Postsecondary Educational Institutions

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

Art Institute of California, Sacramento  
2850 Gateway Oaks Drive, Suite #100  
Sacramento, CA 95833  
(800) 477-1957  
<http://www.artinstitutes.edu/sacramento/>

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

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

California State University, Sacramento  
(Sacramento State)  
College of Continuing Education  
3000 State University Drive East  
Sacramento, CA 95819  
(916) 278-4433  
[www.cce.csus.edu](http://www.cce.csus.edu)

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

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

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

Golden Gate University  
2595 Capitol Oaks Drive  
2<sup>nd</sup> Floor  
Sacramento, CA 95833  
(800) 448-4968  
[www.ggu.edu/about/Locations/Sacramento](http://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](http://www.heald.edu/campus_locations/campus_rancho_cordova.htm)

Heald College, Roseville  
7 Sierra Gate Plaza  
Roseville, CA 95678  
(916) 789-8600  
[www.heald.edu/campus\\_locations/campus\\_roseville.htm](http://www.heald.edu/campus_locations/campus_roseville.htm)

High Tech Institute  
9738 Lincoln Village Drive #100  
Sacramento, CA 95827  
(916) 929-9700  
[www.hightechinstitute.edu](http://www.hightechinstitute.edu)

International Academy of Design  
& Technology, Sacramento  
2450 Del Paso Road  
Sacramento, CA 95834  
(916) 285-9468  
<http://www.iadtsacramento.com/>

ITT Technical Institute  
10863 Gold Center Drive  
Rancho Cordova, CA 95670  
(916) 851-3900  
<http://itttech.edu>

DIRECTORY
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Kitchen Academy  
2450 Del Paso Rd.  
Sacramento, CA 95834  
(530) 564-0096  
<http://www.kitchenacademy.com/sacramento.aspx>

Lake Tahoe Community College  
One College Drive  
South Lake Tahoe, CA 96150  
(530) 541-4660  
[www.ltcc.cc.ca.us](http://www.ltcc.cc.ca.us)

Lincoln Law School of Sacramento  
3140 J Street  
Sacramento, CA 95816  
(916) 446-1275  
[www.lincolnlaw.edu](http://www.lincolnlaw.edu)

Maric College  
4330 Watt Avenue, Suite 400  
Sacramento, CA 95821  
(916) 649-8168  
<http://www.mariccollege.edu/>

MTI College  
5221 Madison Avenue  
Sacramento, CA 95841  
(916) 339-1500  
[www.mticollege.edu](http://www.mticollege.edu)

National University  
9320 Tech Center Drive  
Sacramento, CA 95826  
(916) 855-4100  
[www.nu.edu/Locations/NorthernCalifornia/Sacramento.html](http://www.nu.edu/Locations/NorthernCalifornia/Sacramento.html)

Sacramento City College  
3835 Freeport Boulevard  
Sacramento, CA 95822  
(916) 558-2111  
[www.scc.losrios.edu/](http://www.scc.losrios.edu/)

DIRECTORY
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Sierra College  
5000 Rocklin Road  
Rocklin, CA 95677  
(916) 624-3333  
[www.sierra.cc.ca.us](http://www.sierra.cc.ca.us)

Saint Mary's College of California  
1610 Arden Way, Suite 255  
Sacramento, CA 95815  
(916) 920-2768  
[www.stmarys-ca.edu](http://www.stmarys-ca.edu)

Trinity Life Bible College  
5225 Hillsdale Boulevard  
Sacramento, CA 95842  
(916) 348-4689  
[www.tlbc.edu](http://www.tlbc.edu)

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

Universal Technical Institute, Sacramento  
4200 Duckhorn Drive  
Sacramento, CA 95834  
(800) 508-1153  
<http://www.uti.edu/Automotive/Schools/Sacramento/tabid/183/Default.aspx>

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

University of Northern California,  
Lorenzo Patiño School of Law  
1012 J Street  
Sacramento, CA 95814  
(916) 441-4485  
[www.patinolawschool.com](http://www.patinolawschool.com)

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

University of Phoenix  
2890 Gateway Oaks Drive, Suite 200  
Sacramento, CA 95833  
(916) 923-2107  
[http://www.phoenix.edu/campus\\_locations/campus\\_locations.aspx](http://www.phoenix.edu/campus_locations/campus_locations.aspx)

University of Sacramento  
1531 I Street, 2<sup>nd</sup> Floor  
Sacramento, CA 95814  
(916) 443-4760  
<http://www.universityofsacramento.org/>

University of San Francisco,  
Sacramento Regional Campus  
2180 Harvard Street, Suite 375  
Sacramento, CA 95815  
(916) 920-0157  
[http://www.usfca.edu/acadserv/academic/regions/sac/sac\\_visit\\_contact](http://www.usfca.edu/acadserv/academic/regions/sac/sac_visit_contact)

University of Southern California,  
State Capital Center  
1800 I Street  
Sacramento, CA 95811  
(916) 442-6911  
[www.usc.edu/sacto](http://www.usc.edu/sacto)

Western Career College  
8009 Folsom Blvd.  
Sacramento, CA 95826  
(916) 361-6661  
[www.westerncollege.edu](http://www.westerncollege.edu)

Western Seminary  
2924 Becerra Way  
Sacramento, CA 95821  
(916) 488-3720  
[www.westernseminary.edu](http://www.westernseminary.edu)

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

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

WyoTech, Sacramento  
980 Riverside Parkway  
West Sacramento, CA 95605  
(916) 376-8888  
<http://www.wyotech.edu/campus/sacramento>

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

## **Cultural Entities**

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

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

Carnegie Museum  
557 Lincoln Street  
Roseville, CA 95678  
(916) 773-3003  
[www.rosevillehistorical.org](http://www.rosevillehistorical.org)

DIRECTORY
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Foresthill Divide Museum

24601 Harrison Street

Foresthill, CA 95631

(530) 367-3988

[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/ForesthillMuseum.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/ForesthillMuseum.aspx)

Gatekeeper's Museum

130 West Lake Boulevard

Tahoe City, CA 96145

(530) 583-1762

<http://www.northtahoemuseums.org/gatekeeper.aspx>

Gold Country Museum

1273 High Street

Auburn, CA 95603

(530) 889-6500

[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/goldcountry.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/goldcountry.aspx)

Golden Drift Museum

32820 Main Street

Dutch Flat, CA 95714

(530) 389-2126

[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/golddrift.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/golddrift.aspx)

Maidu Interpretive Center

1960 Johnson Ranch Road

Roseville, CA 95661

(916) 774-5934

[www.roseville.ca.us/parks/parks\\_n\\_facilities/facilities/maidu\\_indian\\_museum/default.asp](http://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](http://www.mondaviarts.org)

Roseville Arts Center

7501 Foothills Boulevard

Roseville, CA 95747

(916) 783-4117

[www.rosevillearts.org/index.html](http://www.rosevillearts.org/index.html)

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

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

## **Tourism**

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

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

Placer County Visitors Bureau  
and California Welcome Center  
13411 Lincoln Way  
Auburn, CA 95603  
(530) 887-2111  
[www.visitplacer.com](http://www.visitplacer.com)

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



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

## **Accommodations**

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

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

Courtyard Roseville  
1920 Taylor Road  
Roseville, CA 95661  
(916) 772-5555  
[www.marriott.com](http://www.marriott.com)

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

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

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

DIRECTORY
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Granlibakken Conference Center and Lodge  
725 Granlibakken Road  
Tahoe City, CA 96145  
(877) 552-6301  
[www.granlibakken.com](http://www.granlibakken.com)

Heritage Inn Express  
4480 Rocklin Road  
Rocklin, CA 95677  
(877) 733-5616  
<http://www.heritageinnexpressrocklin.com/>

Heritage Inn Express  
204 Harding Boulevard  
Roseville, CA 95678  
(800) 228-4747  
<http://www.heritagehotelroseville.com/>

Hilton Garden Inn  
1951 Taylor Road  
Roseville, CA 95661  
(916) 773-7171  
[www.hiltongardeninn.com](http://www.hiltongardeninn.com)

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

Homewood Suites by Hilton  
401 Creekside Ridge Court  
Roseville, CA 95678  
(916) 783-7455  
<http://homewoodsuites1.hilton.com/>

Howard Johnson  
4420 Rocklin Road  
Rocklin, CA 95677  
(800) 462-2400  
[www.howardjohnsonrocklin.com](http://www.howardjohnsonrocklin.com)

## DIRECTORY

Larkspur Landing  
1931 Taylor Road  
Roseville, CA 95661  
(916) 773-1717  
[www.larkspurhotels.com](http://www.larkspurhotels.com)

Northstar-at-Tahoe  
100 Northstar Drive  
Truckee, CA 96161  
(530) 562-1010  
[www.northstarattahoe.com](http://www.northstarattahoe.com)

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

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

PlumpJack Squaw Valley Inn  
1920 Squaw Valley Road  
Olympic Valley, CA 96146  
(530) 583-1576  
[www.plumpjack.com](http://www.plumpjack.com)

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

Residence Inn  
1930 Taylor Road  
Roseville, CA 95661  
(916) 772-5500  
[www.marriott.com](http://www.marriott.com)

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

Sunnyside Resort  
1850 W. Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-7200  
[www.sunnysideresort.com](http://www.sunnysideresort.com)

Tahoe Inn  
9937 North Lake Boulevard  
Kings Beach, CA 96143  
(800) 648-2324  
<http://www.staynorthtahoe.com/>

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

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

## **Ski Resorts**

Alpine Meadows  
2600 Alpine Meadows Road  
Tahoe City, CA 96145  
(530) 583-4232  
[www.skialpine.com](http://www.skialpine.com)

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

Northstar-at-Tahoe  
100 Northstar Drive  
Truckee, CA 96160  
(530) 562-1010  
[www.northstarattahoe.com](http://www.northstarattahoe.com)

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

Squaw Valley USA  
1960 Squaw Valley Road  
Olympic Valley, CA 96146  
(530) 583-6985  
[www.squaw.com](http://www.squaw.com)

Sugar Bowl  
629 Sugar Bowl Road  
Norden, CA 95724  
(530) 426-9000  
[www.sugarbowl.com](http://www.sugarbowl.com)

### **Hazardous Waste Removal**

Chemical Waste Management  
35251 Old Skyline Road  
Kettleman City, CA 93239  
(559) 386-9711  
<http://www.wmdisposal.com/index.asp>

### **Hospitals**

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

## DIRECTORY

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

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

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

### **Transportation**

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

Auburn Airport  
13626 New Airport Road, Suite 101  
Auburn, CA 95602  
(530) 888-8174  
[www.auburn.ca.gov/dept/dept\\_airport.html](http://www.auburn.ca.gov/dept/dept_airport.html)

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

Lincoln Regional Airport  
Karl Harder Field  
640 Fifth Street  
Lincoln, CA 95648  
(916) 645-3443  
[www.ci.lincoln.ca.us/index.cfm?page=244648](http://www.ci.lincoln.ca.us/index.cfm?page=244648)

Placer County Transit (PCT)  
11460 F Avenue  
Auburn, CA 95603  
(530) 885-2877  
<http://www.placer.ca.gov/Departments/Works/Transit/PCT.aspx>

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

Reno-Tahoe International Airport  
P.O. Box 12490 (Mailing)  
2001 East Plumb Lane  
Reno, NV 89502  
(877) 736-6359  
[www.renoairport.com](http://www.renoairport.com)

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

Sacramento Regional Transit  
1400 29<sup>th</sup> Street  
Sacramento, CA 95812  
(916) 321-2877 general  
(916) 321-2800 administration  
[www.sacrt.com](http://www.sacrt.com)

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

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

## Utilities

Agate Bay Water Company  
706 Agate Road  
Carmelian Bay, CA 96140  
(530) 546-3270

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

California American Water  
4701 Beloit Drive  
Sacramento, CA 95838  
(888) 237-1333  
[www.amwater.com](http://www.amwater.com)

Christian Valley Park Community  
and Water Services District  
3333 Christian Valley Road  
Auburn, CA 95602  
(530) 878-8050  
<http://www.christianvalley.org/>

Donner Summit Public Utility District  
P.O. Box 610  
53823 Sheritt Lane  
Soda Springs, CA 95728  
(530) 426-3456  
[www.dspud.com](http://www.dspud.com)



DIRECTORY
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Foresthill Public Utility District  
P.O. Box 266  
24540 Main Street  
Foresthill, CA 95631  
(530) 367-2511  
[www.foresthillpud.com](http://www.foresthillpud.com)

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

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

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

Nevada Irrigation District  
1036 West Main Street  
Grass Valley, CA 95945  
(530) 273-6185  
[www.nid.dst.ca.us](http://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](http://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](http://www.ntpud.org)

DIRECTORY
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Pacific Gas and Electric Company

1050 High Street

Auburn, CA 95603

(800) 743-5000

[www.pge.com](http://www.pge.com)

Pacific Gas and Electric Company

151 North Sunrise Avenue, Room 513

Roseville, CA 95661

(800) 743-5000

[www.pge.com](http://www.pge.com)

Placer County Water Agency

P.O. Box 6570 (Mailing)

144 Ferguson Road

Auburn, CA 95604

(530) 823-4850

[www.pcwa.net](http://www.pcwa.net)

Roseville Electric

2090 Hilltop Circle

Roseville, CA 95747

(916) 774-5600

[www.rosevilleelectric.org](http://www.rosevilleelectric.org)

Sacramento Municipal Utility District

P.O. Box 15830 (Mailing)

Sacramento, CA 95852

6201 S Street

Sacramento, CA 95817

(916) 452-3211

[www.smud.org](http://www.smud.org)

San Juan Water District

P.O. Box 2157 (Mailing)

9935 Auburn-Folsom Road

Granite Bay, CA 95746

(916) 791-0115

[www.sjwd.org](http://www.sjwd.org)

SBC Communications

2700 Watt Avenue

Sacramento, CA 95821

(800) 310-2355

[www.sbc.com](http://www.sbc.com)

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

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

South Placer Municipal Utility District  
3671 Taylor Road  
Loomis, CA 95650  
(916) 652-5877  
[www.spmud.ca.gov](http://www.spmud.ca.gov)

Southwest Gas  
218 Incline Court  
Incline Village, NV 89451  
(775) 882-2126  
[www.swgas.com](http://www.swgas.com)

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

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

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

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

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

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

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

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

## ABOUT SRRI

The Sacramento Regional Research Institute (SRRI), a joint venture of the Sacramento Area Commerce and Trade Organization (SACTO) and California State University, Sacramento (Sacramento State), provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions and non-profit organizations.

The experienced staff at SRRI possesses extensive knowledge of economic and demographic research and urban planning. Every project is completed on time, within budget and in accordance with the highest quality standards.

## TESTIMONIALS

The County's Economic Development Department has benefited immensely from the various studies SRRI has completed for us. Not only have their work products provided valuable information that we use to market the County, but we have seen tangible results by acting on specific recommendations from their reports.

*- David Snyder, Director  
Placer County Office of Economic Development*

SRRI helped us gain an understanding of our region's economic potential and how to capitalize on it. They helped us develop a vision and a plan to enhance our prosperity and move our economic development efforts forward.

*- Robert Miller, Senior Vice President  
Folsom Economic Development Corporation*

After working with SRRI, we now have a clearer understanding of our future economy, the demands for community college programs, and how to provide the most benefit to our students and the business community.

*- Walter DiMantova, Director  
Contract Education and Economic Development  
Los Rios Community College District*

## INFORMATION



## SERVICES

### Economic and Demographic Profiles:

A comprehensive collection of the latest and most reliable data enhances local business attraction and marketing efforts.

**SRRI produces** economic and demographic profiles containing data and analysis in areas such as population, housing, income, employment, labor force, wages, taxable sales, transportation, quality of life and utilities.

### Site Selection Information and Research:

Companies and site selection consultants rely on accurate and comparable information in evaluating areas for expansion or relocation.

**SRRI gathers** and analyzes economic and demographic data to help economic development professionals provide companies and consultants with an accurate and comprehensive view of an area.

**Economic and Tax Impact Studies:** The creation of jobs typically has a ripple effect throughout a region where additional jobs are generated through relationships with linked firms and purchases of goods and services.

***SRRI provides*** a complete picture of employment, income and consumption expenditures throughout the region's economy and determines their economic effects. Using IMPLAN modeling, SRRI also creates an estimate of the generation of federal, state and local taxes.

**Industry Studies:** An understanding of the economic trends and qualities necessary to foster growth and development is critical for business attraction, expansion and retention efforts aimed at a specific industry.

***SRRI analyzes*** employment and wage data for the industry, economic impacts, locational advantages, contributions of major employers and responses from an employer survey.

**Workforce Studies:** An important part of understanding a local economy is evaluating the characteristics of the workforce.

***SRRI provides*** information on the mix of jobs, training, education and skills and analyzes the ability of the workforce to fill the existing and potential future employment needs. SRRI also evaluates industry staffing patterns and workforce competitiveness.

**Economic Development Strategies:** Long-term economic development planning must consider both the current local environment as well as a vision for future growth and development.

***SRRI provides*** analysis on which to base long-term business decisions by identifying the economic potential of a local area, assessing the existing attributes and advantages, evaluating economic and demographic trends and generating economic development strategies.

**Market and Feasibility Analyses:** Determining the market acceptance or feasibility of a specific project is essential to make informed business decisions and ensure success.

***SRRI produces*** market and feasibility studies to determine if the market conditions are suitable for development, short-and long-term project sustainability and the best use of a location or site.

#### **Policy Analysis and Program Evaluation**

**Support:** In some cases, policy analysis and program evaluation activities require an added level of economic or technical support.

***SRRI offers*** support services in assessing the economic components of specific policy alternatives, developing research processes and measurement techniques and gathering and analyzing data to evaluate program effectiveness.

#### **CLIENTS**

Public and private clients from inside and outside the Sacramento Region look to SRRI's unique economic and demographic research expertise to help them work smarter and more competitively in realizing their objectives.

California Building Industry Association  
California Chamber of Commerce  
City of Sacramento  
Folsom Economic Development Corporation  
KT Communities  
Los Rios Community College District

Partnership for Prosperity  
Placer County  
Sacramento Employment and Training Agency  
Teichert Aggregates  
The Diepenbrock Law Firm  
Westfield Corporation