

# PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2005

PLACER COUNTY, CALIFORNIA

*Prepared for*

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# **Placer County Economic and Demographic Profile 2005**

## **Funded by:**

**County of Placer  
Office of Economic Development**

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## Foreword

Placer County, one of California's fastest growing counties, is characterized by high incomes and a technology-based economy. The attractions of the region, including comparatively affordable land and housing, as well as a superior quality of life, ushered in a decade of unprecedented expansion.

Placer County offers safe neighborhoods, excellent schools and an outstanding transportation system. The transportation system of federally and state-funded highways was a precipitating factor in the construction of housing, business and industrial parks. This construction of housing and industrial parks brought new residents to Placer County who, in turn, benefited the local economy by demanding goods and services.

The Sierra Nevada Mountains, home to the 1960 Winter Olympics and the largest concentration of world class ski resorts in the Western United States, provide an abundance of year-round recreational and cultural opportunities to the residents of Placer County and visitors from other parts of the Greater Sacramento Area, as well as the San Francisco Bay Area.

The *Placer County Economic and Demographic Profile 2005* provides an economic and demographic survey of Placer County, and provides detailed statistics on the three distinctive regions of the county: the Valley, the Gold Country and the High Country.

The *Placer County Economic and Demographic Profile 2005* was prepared for the Placer County Office of Economic Development by the Sacramento Regional Research Institute (SRRI), a joint venture of California State University, Sacramento and the Sacramento Area Commerce and Trade Organization.

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**INTRODUCTION**  
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## History

Placer County's history is steeped in richness and adventure. The County took its name from the Spanish word for sand or gravel deposits that contain gold<sup>1</sup>. In search of a new life across the Sierra Nevada Mountains, the ill-fated Donner Party spent the winter of 1846 trapped by heavy snows on the banks of Alder Creek. This tragic site, where only 45 of the original 89 member party survived, became known as the Donner State Historic Park site and is located on the east side of Donner Lake.

Gold was discovered on the American River in 1846 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. With three fellow Frenchmen, 25 Native Americans and 35 horses, the Chana party started across the foothills for Sutter's Mill. On the first night of their journey, the party camped by a stream at the Auburn Ravine. Chana panned three large nuggets from the Ravine, enough to establish a new mining site. On May 16, 1848, the town of Auburn was founded. In 1851, the County of Placer was formed, and Auburn was designated as the county seat.

In 1864, a Central Pacific track-laying crew, building the western half of the nation's first transcontinental railroad, crossed a small rail line linking the towns of Lincoln and Folsom. The crew named the area Junction. Forty years later, Junction became Roseville, a popular trading center for local farmers. In 1906, the Southern Pacific Railroad, wishing to expand, moved its facilities to Roseville, establishing the City as a major railroad center.

Part of Placer County's history is tied to the abundance of agricultural products harvested from the County's fields and orchards. In 1913, the largest ice manufacturing plant in the world was built in Roseville, supplying ice to the railroad to refrigerate fruits and vegetables being shipped to other parts of the country. SureWest Communications and Wireless (formerly the Roseville Telephone Company), established in 1914, is one of the largest independently owned telephone companies in the country today.

After the First World War, Placer County continued to grow. By 1929, the railroad employed 1,225 people at the Roseville facility. As the effects of the Great Depression became severe, much of Placer County's unemployed population built storm sewers, paved streets and poured sidewalks in Roseville under the Federal Works Progress Administration (W.P.A.). The rail yards in Roseville prospered again during World War II and the post-war building boom that followed. Between 1948 and 1950, the Washington Street underpass was built to carry traffic under Vernon Street and the Southern Pacific railroad tracks. Upgrades to the city-owned electric system and construction of a new city hospital were also accomplished during this time.

During the 1950s, the highway that was to become Interstate 80 linked Roseville, Rocklin, Loomis, and Auburn to points West and East. The completion of Folsom Dam

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<sup>1</sup> Placer: alluvial, marine, or glacial deposit containing valuable materials, especially gold.  
*Webster's Ninth New Collegiate Dictionary.*

provided the region with dependable domestic water and the benefits of a recreational facility for swimming, picnicking and boating.

### **The Valley Cities**

Roseville, once a small agricultural center, became a major railroad center and grew to the County's most populous city after Southern Pacific Railroad moved its railroad switching yards there in 1908. Rocklin began as a railroad town and became home to a number of granite quarries.

Loomis and Newcastle began as mining towns, but soon became centers of a booming fruit-growing industry, supporting many local packing houses. Penryn was founded by a Welsh miner, Griffith, who turned from mining to establish a large granite quarry.

Lincoln and Sheridan continue to support ranching and farming. Lincoln is also the home of one of the County's oldest businesses, the Gladding McBean terra cotta clay manufacturing plant established in 1875. Lincoln is presently the third fastest growing town in Placer County, after Rocklin and Roseville.

### **The Gold Country**

As discussed above, Auburn was settled when Claude Chana discovered gold in Auburn Ravine in 1848 and later became a shipping and supply center for the surrounding gold camps. Colfax was established as railroad construction camp in 1865. The following year gold was discovered.

### **The High Country Cities**

Foresthill and South Lake Tahoe were gold and silver mining towns for many years, but gradually the timber industry grew, and was, until recently, the major employment sector in the area. Recreation has recently become the major industry in this area of sparkling reservoirs, pristine trails and ample camping facilities.

### **Recent History**

Placer County's strong growth and development in more recent times can, in large numbers, be attributed to the relocation of Hewlett-Packard from the San Francisco Bay Area to Roseville in the beginning of 1980s. The interest shown by new, expanding and relocating companies to Placer County developed into a demand for substantial expansion of the available non-residential and residential space. The resulting expansion initiated a pattern for growth and development being experienced in Placer County. Today's Placer County represents a rapidly growing and prospering community

## INTRODUCTION

characterized by a healthy and mature economy, attractive business environment, and residents who benefit from a developed educational, safety, and healthcare infrastructure as well as abundant recreational opportunities.



**DEMOGRAPHICS**  
*Sacramento Regional Research Institute*

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## Demographics

This section covers various demographic characteristics of Placer County including population, age, ethnicity, household, and income information.

### Population

In 2000, Placer County had a population of 248,399, an increase of approximately 44 percent over 1990. Relatively strong population growth continued in Placer County between 2000 and 2004 with a growth rate of 17.6 percent. The rate of growth in Placer County continues to exceed that of the state, the Bay Area, and the Greater Sacramento Area. Many of the cities in Placer County have also experienced high population growth rates, with Lincoln and Rocklin seeing growth rates well above the county's overall growth. Only the Town of Loomis has demonstrated a slight decline in population growth of 0.6 percent between 2000 and 2004. Population trends in Placer County have placed the County second among all counties in the state for growth between both 2002 and 2003, and 2003 and 2004. Two cities in the County, Lincoln and Rocklin, ranked among the top 30 in the state in terms of population growth between 2003 and 2004. Figure 2 contains the 1990 and 2000 through 2004 population figures for the state, selected regions, the County, its cities and the unincorporated area.

**FIGURE 2  
POPULATION**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2001 (Estimate)</i>	<i>2002 (Estimate)</i>	<i>2003 (Estimate)</i>	<i>2004 (Estimate)</i>	<i>Percent Change 2000-2004</i>
California	29,760,021	33,871,648	34,431,000	35,049,000	35,612,000	36,144,000	6.7%
Bay Area	6,023,577	6,783,760	6,871,700	6,934,600	6,960,400	7,009,400	3.3%
Greater Sacramento Area	1,603,745	1,936,006	1,983,100	2,039,200	2,089,800	2,130,400	10.0%
Placer County	172,796	248,399	260,300	272,100	283,500	292,100	17.6%
<i>Cities in Placer County</i>							
Auburn	10,592	12,462	12,650	12,650	12,600	12,650	1.5%
Colfax	1,306	1,496	1,580	1,720	1,790	1,780	19.0%
Lincoln	7,248	11,205	13,700	16,900	19,900	23,050	105.7%
Loomis	5,705	6,260	6,350	6,325	6,350	6,225	-0.6%
Rocklin	19,033	36,330	39,800	43,300	46,000	48,900	34.6%
Roseville	44,685	79,921	83,700	87,900	93,300	96,900	21.2%
Unincorporated Area	84,227	100,725	102,520	103,305	103,560	102,595	1.9%

Sacramento Regional Research Institute, December 2004  
 Data Source: California Department of Finance  
 US Census Bureau, 1990 & 2000 Census

## DEMOGRAPHICS

Projections show that the rate of growth in Placer County is expected to increase by almost 60 percent between 2000 and 2020. Similar to the more recent trends, Placer's population growth is expected to exceed the rates of the state, the Bay Area, and the Greater Sacramento Area. Lincoln, the fastest growing city in the County between 2000 and 2004, is also expected to have the greatest growth in Placer County between 2000 and 2020 with a growth rate of approximately 405 percent. Figure 3 shows the 2000 population and the projected populations for 2005, 2010, 2015, and 2020 for the county, the state, selected regions, cities and the unincorporated area.

**FIGURE 3  
POPULATION PROJECTIONS**

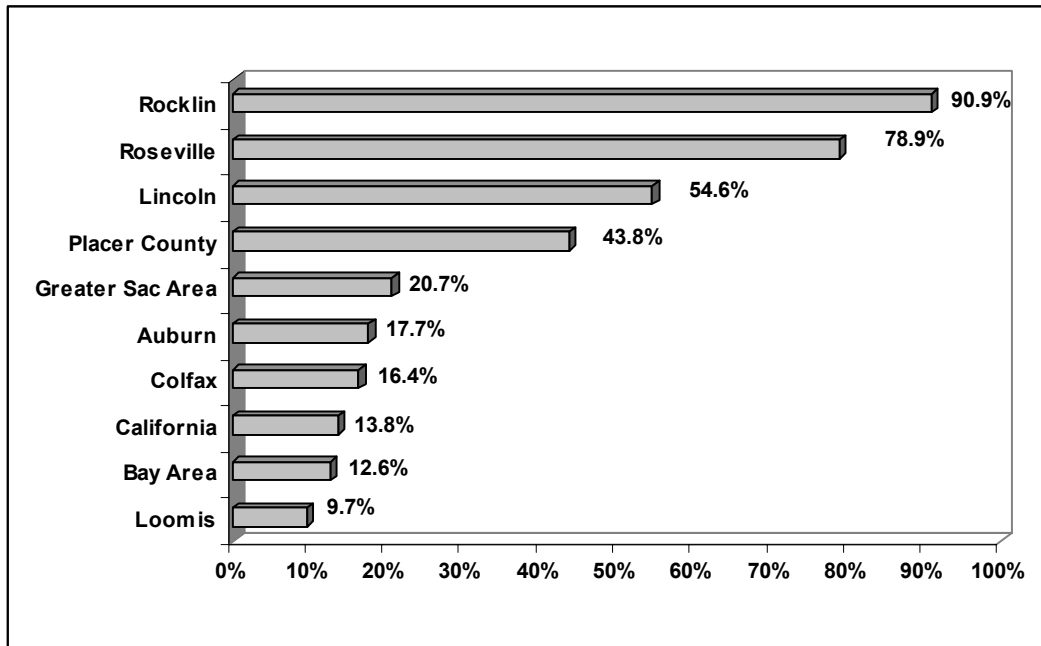
<i>Area</i>	<i>2000 (Actual)</i>	<i>2005 (Projected)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 2000-2020</i>
California	33,871,648	37,473,500	40,262,400	42,711,200	45,821,900	35.3%
Bay Area	6,783,760	7,379,900	7,762,700	8,012,800	8,338,100	22.9%
Greater Sacramento Area	1,936,006	2,117,788	2,340,297	2,549,370	2,696,205	39.3%
Placer County	248,399	292,640	336,805	376,240	396,785	59.7%
<i>Cities in Placer County</i>						
Auburn	12,462	13,000	14,090	15,180	16,240	30.3%
Colfax	1,496	1,820	2,065	2,370	2,670	78.5%
Lincoln	11,205	26,060	38,350	54,370	56,575	404.9%
Loomis	6,260	6,770	8,400	9,310	9,830	57.0%
Rocklin	36,330	44,100	50,700	58,470	64,870	78.6%
Roseville	79,921	100,000	109,160	109,460	109,360	36.8%
Unincorporated Area	100,725	100,890	114,040	127,080	137,240	36.3%

Sacramento Regional Research Institute, December 2004  
 Data Source: California Department of Finance  
 Sacramento Area Council of Governments (SACOG)

Figure 4 shows the 1990 to 2000 population growth rates for California, the Greater Sacramento Area, Placer County, and selected cities in the county. Between 1990 and 2000, Placer County grew by approximately 44 percent. Over this time period, Rocklin was the fastest growing city in Placer County with a growth rate of close to 91 percent. Roseville, with a 79 percent population growth rate, was the second fastest growing city. Lincoln, which has seen the highest recent population growth rates, experienced the third largest growth rate over the decade between 1990 and 2000 with 55 percent growth.

DEMOGRAPHICS

FIGURE 4  
POPULATION GROWTH RATES BETWEEN 1990 AND 2000



Sacramento Regional Research Institute, December 2004  
Data Source: U.S. Census Bureau, 1990 & 2000 Census

Figure 5 outlines historical and projected population changes in the main regions of Placer County—the Valley (Roseville, Rocklin, Lincoln, Loomis, Granite Bay, and Sheridan); Gold Country (Auburn, Colfax, and Foresthill); and High Country (Kings Beach, Tahoe City, Soda Springs, and Blue Canyon). The Valley region experienced a 63 percent population increase between 1990 and 2000 and is expected to grow by almost 52 percent by 2010. Gold Country and High Country had much lower growth rates at 16 and 12 percents, respectively, and are expected to grow at slightly slower rates in the future.

FIGURE 5  
POPULATION CHANGES IN  
THE REGIONS OF PLACER COUNTY

Area	1990 (Actual)	2000 (Actual)	2010 (Projections)	Percent Change 1990-2000
The Valley	104,209	171,526	260,619	64.6%
Gold Country	52,819	61,394	69,528	16.2%
High Country	14,362	16,080	16,566	12.0%

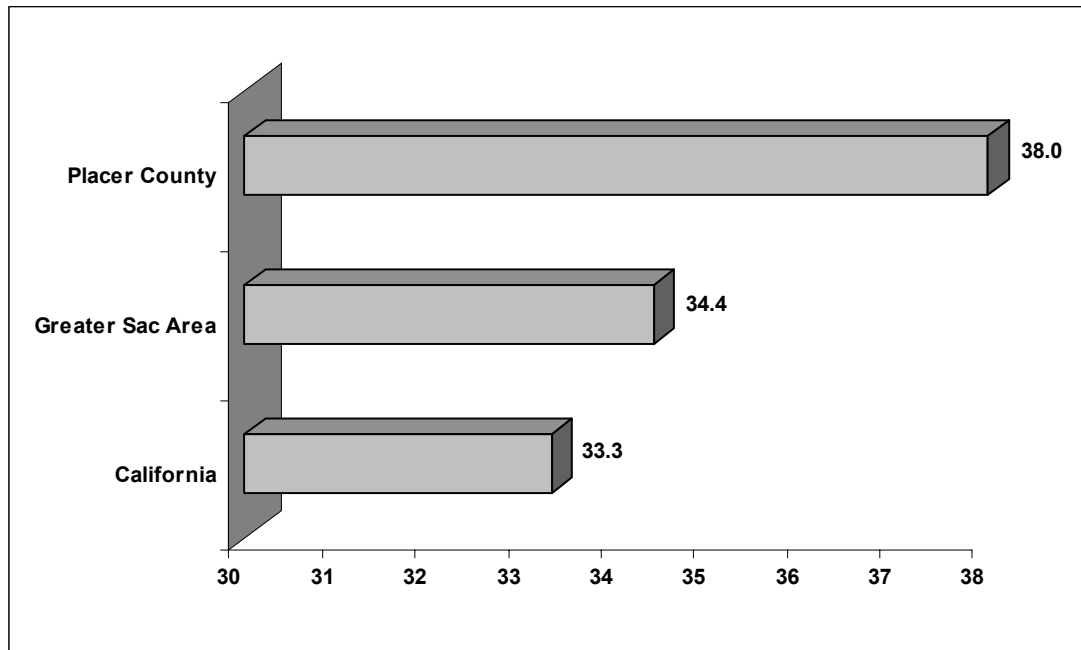
Sacramento Regional Research Institute, December 2004  
Data Source: Sacramento Area Council of Governments (SACOG)



### Age Composition

Figure 6 demonstrates that the 2000 median age for Placer County (38) was higher than the Greater Sacramento Area (34.4) and the state (33.3). The relatively higher median age in Placer County suggests a greater proportion of established professional households with high-tech jobs in the Valley. Additionally, the higher age indicates a large proportion of retirees in the county that are attracted by the benefits of living in the less urbanized Gold and High Countries.

FIGURE 6  
2000 MEDIAN AGE



Sacramento Regional Research Institute, December 2004  
Data Source: U.S. Census Bureau, 2000 Census

Figure 7 shows the change in median age between 1990 and 2000. Placer County's median age increased more than both the Greater Sacramento Area and California. This increase is consistent with the anticipated migration of established professional households and retirees into the county. As the figure demonstrates, this trend is expected to continue in the future as Placer County continues to attract new professional labor force as well as retirees seeking to enjoy the benefits of both the urban life style and closeness to the outdoor entertainment and richly endowed nature.

## DEMOGRAPHICS

**FIGURE 7  
MEDIAN AGE IN 1990 AND 2000  
AND 2010 PROJECTIONS**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2010 (Projections)</i>	<i>Percent Change 1990-2000</i>
Placer County	35.0	38.0	41.2	8.6%
Greater Sacramento Area	32.1	34.4	35.3	7.2%
California	31.4	33.3	35.6	6.1%

Sacramento Regional Research Institute, December 2004  
Data Source: U.S. Census Bureau, 1990 & 2000 Census  
California Department of Finance

### **Ethnicity**

Figure 8 illustrates the 1990 and 2000 population by ethnic background of residents in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The data shows that the 2000 population in Placer County was approximately 83 percent White, which is significantly higher than in the Greater Sacramento Area (64 percent) and California (47 percent). The second largest ethnic group in Placer County was Hispanic, representing approximately 10 percent of the total population. This ethnic group represents a smaller proportion of Placer County's population than that in the Greater Sacramento Area (16 percent), and a significantly lower proportion than in the state overall (32 percent). The fastest growing ethnic group in Placer County was Asian and Pacific Islander. This ethnic group increased in size by about 106 percent between 1990 and 2000. The ethnic compositions of the selected cities in Placer County are similar to the county as a whole. One exception is the City of Lincoln where the Hispanic population encompassed 26 percent of the total population, significantly higher than the county and much closer to the state's composition.

## DEMOGRAPHICS

**FIGURE 8  
ETHNICITY**

<i>Ethnicity</i>	<i>Percent of</i>		<i>Percent of</i>		<i>Percent</i>
	<i>1990</i>	<i>Total</i>	<i>2000</i>	<i>Total</i>	<i>Change</i>
California	29,760,021	100%	33,871,648	100.0%	13.8%
White	17,029,126	57.2%	15,816,790	46.7%	-7.1%
Black	2,092,446	7.0%	2,181,926	6.4%	4.3%
Hispanic or Latino	7,687,938	25.8%	10,966,556	32.4%	42.6%
Asian or Pacific Islander	2,710,353	9.1%	3,752,596	11.1%	38.5%
American Indian, Alaska Native & Other	240,158	0.8%	250,665	0.7%	4.4%
Two or More Races (Non-Hispanic)	n/a	n/a	903,115	2.7%	n/a
Greater Sacramento Area	1,603,745	100.0%	1,936,006	100.0%	20.7%
White	1,173,475	73.2%	1,231,410	63.6%	4.9%
Black	101,839	6.4%	127,060	6.6%	24.8%
Hispanic or Latino	189,694	11.8%	306,160	15.8%	61.4%
Asian or Pacific Islander	119,912	7.5%	180,604	9.3%	50.6%
American Indian, Alaska Native & Other	18,825	1.2%	20,125	1.0%	6.9%
Two or more races (non-Hispanic)	n/a	n/a	70,647	3.6%	n/a
Placer County	172,796	100.0%	248,399	100.0%	43.8%
White	152,601	88.3%	207,236	83.4%	35.8%
Black	987	0.6%	1,896	0.8%	92.1%
Hispanic or Latino	13,871	8.0%	24,019	9.7%	73.2%
Asian or Pacific Islander	3,635	2.1%	7,472	3.0%	105.6%
American Indian, Alaska Native & Other	1,702	1.0%	2,023	0.8%	18.9%
Two or more races (non-Hispanic)	n/a	n/a	5,753	2.3%	n/a
Cities in Placer County					
Auburn	10,592	100.0%	12,462	100.0%	17.7%
White	9,820	92.7%	11,155	89.5%	13.6%
Black	56	0.5%	56	0.4%	0.0%
Hispanic or Latino	454	4.3%	744	6.0%	63.9%
Asian or Pacific Islander	158	1.5%	176	1.4%	11.4%
American Indian, Alaska Native & Other	104	1.0%	95	0.8%	-8.7%
Two or more races (non-Hispanic)	n/a	n/a	236	1.9%	n/a
Colfax	1,306	100.0%	1,496	100.0%	14.5%
White	1,192	91.3%	1,323	88.4%	11.0%
Black	6	0.5%	9	0.6%	50.0%
Hispanic or Latino	81	6.2%	124	8.3%	53.1%
Asian or Pacific Islander	5	0.4%	0	0.0%	-100.0%
American Indian, Alaska Native & Other	22	1.7%	9	0.6%	-59.1%
Two or more races (non-Hispanic)	n/a	n/a	31	2.1%	n/a

Sacramento Regional Research Institute, December 2004

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

\*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

**DEMOGRAPHICS**

**FIGURE 8 (CONTINUED)**  
**ETHNICITY**

<i>Ethnicity</i>	<i>Percent of</i>		<i>Percent of</i>		<i>Percent</i>
	<i>1990</i>	<i>Total</i>	<i>2000</i>	<i>Total</i>	<i>Change</i>
					<i>1990-2000*</i>
Lincoln	7,248	100.0%	11,205	100.0%	54.6%
White	5,302	73.2%	7,792	69.5%	47.0%
Black	12	0.2%	42	0.4%	250.0%
Hispanic or Latino	1,796	24.8%	2,911	26.0%	62.1%
Asian or Pacific Islander	70	1.0%	124	1.1%	77.1%
American Indian, Alaska Native & Other	68	0.9%	103	0.9%	51.5%
Two or more races (non-Hispanic)	n/a	n/a	233	2.1%	n/a
Loomis	5,705	100.0%	6,260	100.0%	9.7%
White	4,999	87.6%	5,318	85.0%	6.4%
Black	23	0.4%	12	0.2%	-47.8%
Hispanic or Latino	414	7.3%	430	6.9%	3.9%
Asian or Pacific Islander	195	3.4%	208	3.3%	6.7%
American Indian, Alaska Native & Other	74	1.3%	63	1.0%	-14.9%
Two or more races (non-Hispanic)	n/a	n/a	229	3.7%	n/a
Rocklin	19,033	100.0%	36,330	100.0%	90.9%
White	16,903	88.8%	30,315	83.4%	79.3%
Black	138	0.7%	317	0.9%	129.7%
Hispanic or Latino	1,333	7.0%	2,874	7.9%	115.6%
Asian or Pacific Islander	480	2.5%	1,528	4.2%	218.3%
American Indian, Alaska Native & Other	179	0.9%	279	0.8%	55.9%
Two or more races (non-Hispanic)	n/a	n/a	1,017	2.8%	n/a
Roseville	44,685	100.0%	79,921	100.0%	78.9%
White	37,665	84.3%	63,737	79.8%	69.2%
Black	388	0.9%	992	1.2%	155.7%
Hispanic or Latino	4,825	10.8%	9,225	11.5%	91.2%
Asian or Pacific Islander	1,405	3.1%	3,505	4.4%	149.5%
American Indian, Alaska Native & Other	402	0.9%	511	0.6%	27.1%
Two or more races (non-Hispanic)	n/a	n/a	1,951	2.4%	n/a

Sacramento Regional Research Institute, December 2004

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

\*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

Figure 9 demonstrates projected growth rates by ethnic background in Placer County, the Greater Sacramento Area and California between 2000 and 2010. Growth among the Black population group is expected to be the highest at over 259 percent. The American Indian population group is expected to have second highest growth rate between 2000 and 2010, which is consistent with its high growth in the previous decade in the county as well as in the Greater Sacramento Area and the state as a whole. At a projected 33.5 percent growth rate the White population group in Placer County is projected to significantly surpass that of both the Greater Sacramento Area (5.6 percent) and California where the growth of the White population is expected decline at 4.2 percent.

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**FIGURE 9  
PROJECTED GROWTH RATES BY ETHNICITY  
BETWEEN 2000 AND 2010**

<i>Ethnicity</i>	<i>2000 (Actual)</i>	<i>2010 (Projected)</i>	<i>Percent Change 2000-2010</i>
<b>Placer County</b>			
White	207,236	276,566	33.5%
Black	1,896	6,815	259.4%
Hispanic or Latino	24,019	37,539	56.3%
Asian or Pacific Islander	7,472	14,182	89.8%
American Indian	2,023	4,830	138.8%
Two or more races (non-Hispanic)	5,753	7,626	32.6%
<b>Greater Sacramento Area</b>			
White	1,231,410	1,300,145	5.6%
Black	127,060	200,080	57.5%
Hispanic or Latino	306,160	514,211	68.0%
Asian or Pacific Islander	180,604	298,487	65.3%
American Indian	20,125	67,109	233.5%
Two or more races (non-Hispanic)	70,647	89,584	26.8%
<b>California</b>			
White	15,816,790	15,156,402	-4.2%
Black	2,181,926	2,580,610	18.3%
Hispanic or Latino	10,966,556	15,022,108	37.0%
Asian or Pacific Islander	3,752,596	4,732,763	26.1%
American Indian	250,665	517,640	106.5%
Two or More Races (Non-Hispanic)	903,115	1,123,516	24.4%

Sacramento Regional Research Institute, December 2004

Data Source: California Department of Finance

US Census Bureau, 2000 Census

Note: DOF projected growth rates were applied to Census 2000 figures to get 2010 projections

## Housing Units

Figure 10 displays the total number of housing units for 1990 and 2000 through 2004 in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. Compared to the state and the Greater Sacramento Area, Placer County experienced the largest housing unit growth rate (nearly 21 percent). This rate is double the percent increase in the Greater Sacramento Area and five times the increase in the state and the Bay Area, and supports the population trends in the County over the same time period. Lincoln also experienced a very large increase in housing units with a little over 141 percent growth.

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**FIGURE 10  
HOUSING UNITS**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2001 (Estimate)</i>	<i>2002 (Estimate)</i>	<i>2003 (Estimate)</i>	<i>2004 (Estimate)</i>	<i>Percent Change 2000-2004</i>
California	11,182,882	12,214,549	12,311,060	12,453,210	12,600,651	12,759,585	4.5%
Bay Area	2,365,323	2,552,404	2,569,505	2,593,853	2,618,197	2,639,513	3.4%
Greater Sacramento Area	655,312	765,936	777,756	797,284	818,862	839,926	9.7%
Placer County	77,879	107,302	111,075	116,928	123,302	129,311	20.5%
<i>Cities in Placer County</i>							
Auburn	4,771	5,440	5,489	5,532	5,592	5,732	5.4%
Colfax	621	654	658	720	760	784	19.9%
Lincoln	2,602	4,131	5,184	6,766	8,189	9,964	141.2%
Loomis	2,030	2,257	2,286	2,297	2,336	2,342	3.8%
Rocklin	7,559	14,444	15,344	16,788	18,048	19,175	32.8%
Roseville	17,789	31,980	33,139	35,113	37,844	40,136	25.5%

Sacramento Regional Research Institute, December 2004  
 Data Source: U.S. Census Bureau, 1990 & 2000 Census  
 California Department of Finance

Figure 11 shows the projected numbers of housing units in the Greater Sacramento Area, Placer County, and selected cities in Placer County for 2005, 2010, 2015, and 2020. Placer County is projected to have an increase in housing units of approximately 56 percent between 2000 and 2020. Lincoln is projected to have a substantial housing unit increase of 450 percent. Colfax and Loomis are also projected to experience relatively large housing unit growth rates between 2000 and 2020.

**FIGURE 11  
HOUSING UNIT PROJECTIONS**

<i>Area</i>	<i>2000 (Actual)</i>	<i>2005 (Projected)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 2000-2020</i>
Greater Sacramento Area	765,936	829,406	918,076	1,000,692	1,059,026	38.3%
Placer County	107,302	123,587	142,505	158,521	167,106	55.7%
<i>Cities in Placer County</i>						
Auburn	5,440	5,989	6,493	6,995	7,496	37.8%
Colfax	654	831	940	1,074	1,211	85.2%
Lincoln	4,131	11,362	16,071	22,000	22,724	450.1%
Loomis	2,257	2,502	3,109	3,458	3,654	61.9%
Rocklin	14,444	16,345	18,851	21,984	24,598	70.3%
Roseville	31,980	42,695	47,188	47,281	47,281	47.8%

Sacramento Regional Research Institute, December 2004  
 Data Source: U.S. Census Bureau, 2000 Census  
 Sacramento Area Council of Governments (SACOG)

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### Household Composition

Figure 12 shows that between 1990 and 2000 in Placer County, there was a 44 percent increase in household population and a small decrease in persons per households. The change in household population is much larger than the change in the Greater Sacramento Area and the Bay Area over the same time period. However, the Bay Area did experience a greater change in persons per households—an increase from 2.61 in 1990 to 2.69 in 2000.

Figure 12 also gives the projected household compositions for 2010, 2015, and 2020. Projections illustrate that between 2000 and 2020, in Placer County there will be about a 60 percent increase in household population and an increase in persons per household of 2.3 percent. Compared to the Greater Sacramento Area and the Bay Area, Placer County projections demonstrate that the County is expected to see greater growth rates in household population and persons per household, but will see lesser growth in terms of households.

**FIGURE 12**  
**HOUSEHOLD COMPOSITION**

Area	1990 (Actual)	2000 (Actual)	2010 (Projected)	2015 (Projected)	2020 (Projected)	Percent Change 1990-2000	Percent Change 2000-2020
Placer County							
Household Population	170,452	245,511	333,647	372,807	393,124	44.0%	60.1%
Households	64,101	93,382	87,234	96,872	100,785	45.7%	7.9%
Persons Per Household	2.66	2.63	3.82	3.85	3.90	-1.1%	48.4%
Greater Sacramento Area							
Household Population	1,628,461	1,896,339	2,292,435	2,499,723	2,648,244	16.4%	39.7%
Households	599,335	712,866	827,621	900,590	951,542	18.9%	33.5%
Persons Per Household	2.72	2.66	2.77	2.78	2.78	-2.1%	4.6%
San Francisco Bay Area							
Household Population	5,868,736	6,640,972	7,364,200	7,620,000	7,859,600	13.2%	18.4%
Households	2,245,865	2,466,019	2,697,080	2,799,030	2,894,370	9.8%	17.4%
Persons Per Household	2.61	2.69	2.73	2.72	2.72	3.1%	1.1%

Sacramento Regional Research Institute, December 2004  
 Data Source: U.S. Census Bureau, 1990 & 2000 Census;  
 Sacramento Area Council of Governments (SACOG)  
 Association of Bay Area Governments (ABAG)

### Income

Figure 13 compares Placer County's per capita income and median household income to selected cities in the county, the Greater Sacramento Area, the Bay Area, and California. Placer County's increase in per capita income between 1990 and 2000 was almost 62 percent, which was significantly higher than California and larger than the Greater Sacramento Area and Bay Area. Loomis experienced a large increase in per capita income of approximately 111 percent reaching over \$30,000 per capita in 2000. Lincoln had the second largest increase at 66.2 percent. Placer County also experienced a large

## DEMOGRAPHICS

increase in median household income between 1990 and 2000 (53 percent). The county's median income saw a larger growth rate than the Greater Sacramento Area, Bay Area, and the state. The cities of Colfax and Rocklin had large increases in median income between 1990 and 2000 with growth rates of 65 and 60 percents, respectively. Placer County's 2000 per capita and median incomes were both larger than the state and the Greater Sacramento Area, and were close to those of the Bay Area. The City of Rocklin's median income exceeded that of the Bay Area in 2000, and the City of Loomis had a per capita income level comparable to the Bay Area.

**FIGURE 13**  
**INCOME**

Area	Per Capita Income*			Median Household Income		
	1990	2000	Percent Change 1990-2000	1990	2000	Percent Change 1990-2000
California	\$16,409	\$22,711	38.4%	\$35,798	\$47,493	32.7%
Bay Area	\$19,716	\$30,934	56.9%	\$42,056	\$63,237	50.4%
Greater Sacramento Area**	\$15,100	\$21,849	44.7%	\$32,183	\$45,293	40.7%
Placer County	\$17,311	\$27,963	61.5%	\$37,601	\$57,535	53.0%
Cities in Placer County						
Auburn	\$18,111	\$26,258	45.0%	\$32,708	\$48,999	49.8%
Colfax	\$12,615	\$16,440	30.3%	\$22,604	\$37,391	65.4%
Lincoln	\$11,702	\$19,447	66.2%	\$29,517	\$45,547	54.3%
Loomis	\$14,413	\$30,384	110.8%	\$38,042	\$60,444	58.9%
Rocklin	\$17,729	\$26,910	51.8%	\$40,417	\$64,737	60.2%
Roseville	\$17,430	\$27,021	55.0%	\$39,975	\$57,367	43.5%

Sacramento Regional Research Institute, December 2004

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

Association of Bay Area Governments (ABAG)

\*Note: Per Capita Income is total income received by the area's residents aged 15 and older divided by the area's population.

\*\*Note: Average of six counties.

In 2002, Placer County per capita personal income ranked 11<sup>th</sup> in the state and was 12 percent above the state average (\$32,989) and 20 percent above the national average (\$30,906). Placer County per capita income grew at an average annual rate of 4.6 percent between 1992 and 2002, which surpasses both the state and the national growth rates in that period, 3.9 and 4.0 percents, respectively.





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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 Gold Country, the snow-capped Sierra Nevada mountain range, and numerous rivers, lakes, state, national parks, and ski resorts. The solitude of country living and the magnificent mountains provides a perfect retreat from urban life. 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, sports and recreation, community activities, local services, culture and entertainment, and health services.

### 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. Figure 14 shows average temperatures and precipitation for the selected areas in Placer County.

FIGURE 14  
TEMPERATURE AND PRECIPITATION IN  
PLACER COUNTY  
PERIOD OF RECORD 1914-2004

<i>Area</i>	<i>Temperature (Degrees Fahrenheit)</i>			<i>Average</i>
	<i>Average</i>	<i>Maximum</i>	<i>Minimum</i>	<i>Annual Precipitation</i>
Auburn	60.3	72.3	48.2	34.4
Colfax	58.8	71.1	46.4	47.7
Tahoe City	43.4	56.1	30.6	31.7
Blue Canyon	50.7	58.5	42.8	66.9

Sacramento Regional Research Institute, December 2004  
Data Source: Western Region Climate Center  
Note: The period of record covers 1914 through June 2004.

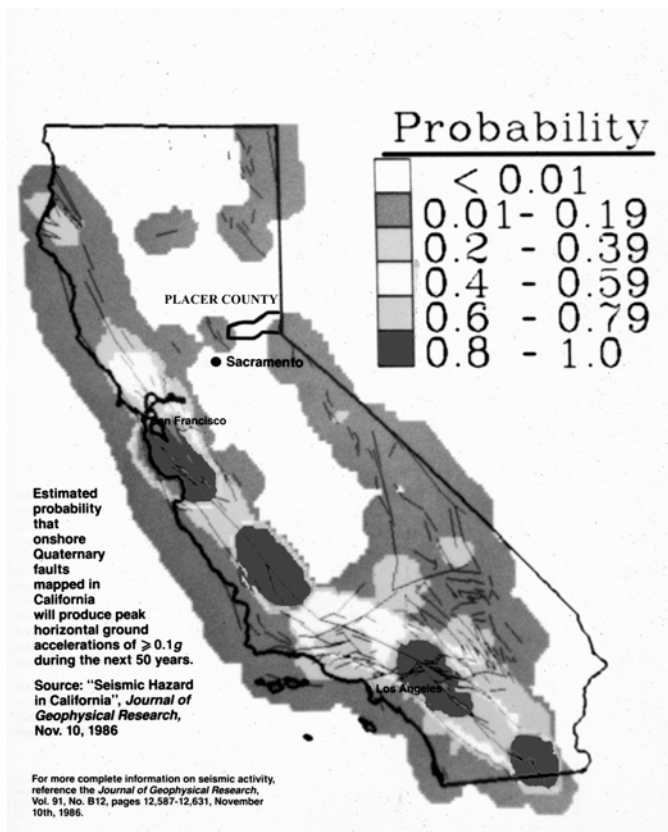
## Ground Stability

The Greater Sacramento Area is noted for its ground stability. Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Areas, the Greater Sacramento Area ranks among the lowest in the state for the probability of a major earthquake.

Placer County and the Greater Sacramento Area are expected to experience minimal earthquake effects. For example, the 1989 Loma Prieta Earthquake devastated parts of the San Francisco Bay Area, but left the Greater Sacramento Area unaffected. Ground stability is an important factor in the relocation of firms such as Hewlett-Packard, NEC and Oracle Corporation, because a high degree of precision is necessary for computer development and manufacturing. These companies considered Placer County highly desirable because of its lower potential for earthquake damage.

Figure 15 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. Additionally, the County suffered no significant earthquake damage between 1800 and 1984. Furthermore, there are no recently-active volcanoes in the region.

FIGURE 15  
CALIFORNIA EARTHQUAKE PROBABILITY



Sacramento Regional Research Institute, December 2004  
Source: *Journal of Geophysical Research*, 1986

## **Leisure, Sports and Recreation Activities**

Placer County offers a wide variety of sports, recreational and leisure activities to satisfy the diverse tastes and interests of its numerous residents and visitors. The expansive range of the County's elevation and landscape characteristics provides ample opportunity for sports, 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. While outdoors enthusiasts have a great opportunity to experience the abundance of year-round recreational activities, others can enjoy entertainment at numerous musical and festival events as well as local galleries and theatres. 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. The variety of restaurant choices caters to diverse tastes and preferences ranging from fine cuisine to family style dining, while the multitude of lodging and accommodations options varies from luxurious to quaint and romantic. The California Welcome Center, Auburn offers visitors a wealth of information about the history, culture, and recreation, National Forests, State parks, visitor attractions and amenities that define the diversity of Placer County. The following sections describe the broad variety of leisure, sports and recreational choices offered in Placer County.

### **The Valley**

Rich agricultural lands, recreational amenities, and cultural activities characterize the Valley area of Placer County. Folsom Lake and recreation area, one of the largest in California, 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 young men and women 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

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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 spring.

Figures 16, 17, and 18 contain a listing of the recreational opportunities, including the amenities of ski resorts located in Placer County. The figure contains information on summer and winter activities, as well as enhancements such as childcare, ski schools, shops, and accommodations.

The Squaw Valley Ski Corporation and Intrawest, a Canadian real estate development company, began the construction of a pedestrian village at the base of Squaw Valley USA in June 2000. The four phase master plan initially scheduled to be completed between 2006 and 2007 includes approximately 600 mountain homes and more than 80 boutique shops, restaurants and galleries. Completed in 2001, the first phase called First Ascent features 139 luxury one-, two-, and three- bedroom resort condominiums. Phase II, 22 Station, completed in 2003, comprises 147 resort condominiums as well as five new restaurants and 17 new shops. The 2004-2005 season will feature a new conference center able to host events with over 200 people. Sugar Bowl recently completed a \$24 million overhaul, including a new lift, day lodge, and a parking lot that reopened in 2001. In 2004 the Northstar ski resort started the construction of a new Tahoe-style village aimed at revitalizing the resort through adding numerous new shops, restaurants, fitness facilities, a skating rink, and new parking facilities.

**FIGURE 16**  
**SKI RESORTS IN PLACER COUNTY**  
**FACILITIES AND AMENITIES**

<i>Resort</i>	<i>Facilities and Amenities</i>						
	<i>Year Founded</i>	<i>Accommodations for Visitors (Condos/Suites or Rooms)</i>	<i>Number of Visitors Serviced per Season</i>	<i>Ski Rental/Repair</i>	<i>Number of Restaurants</i>	<i>Number of Shops</i>	<i>Child Care</i>
Squaw Valley USA	1949	970	800,000	Yes	40	27	Yes
The Resort at Squaw Creek	1990	405	n/a	Yes	4	7	Yes
The Village at Squaw Valley <sup>(1)</sup>	2000	197	n/a	Yes	7	16	Yes
Alpine Meadows	1961	None	330,000	Yes	7	1	No
Northstar-at-Tahoe	1972	267	500,000	Yes	6	7	Yes
Sugar Bowl	1939	100	300,000	Yes	4	2	Yes
Ski Homewood	1960	None	100,000	Yes	4	1	No
Royal Gorge Cross Country Ski Area	1971	32	n/a	Yes/ No	3	1	No

Sacramento Regional Research Institute, December 2004

Data Source: Listed Resorts

(1) The Village at Squaw Valley is an expansion of accommodation facilities and shopping area for the Squaw Valley USA resort.

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**FIGURE 17**  
**SKI RESORTS IN PLACER COUNTY**  
**WINTER SPORTS**

<i>Resort</i>	<i>Winter Sports and Activities</i>						
	<i>Number of Ski Lifts</i>	<i>Number of Ski School Staff</i>	<i>Miles of Cross Country Trails</i>	<i>Miles of Snowmobile Trails</i>	<i>Ice Skating Rink</i>	<i>Snow Boarding</i>	<i>Other</i>
Squaw Valley USA	34	200	11	None	Yes	Yes	(1)
The Resort at Squaw Creek	1	None	Same	None	Yes	Yes	(2)
The Village at Squaw Valley	33	200	Same	Yes	Yes	No	(3)
Alpine Meadows	14	100	None	None	No	Yes	(4)
Northstar-at-Tahoe	17	180	31	Yes	Yes <sup>(5)</sup>	Yes	(5)
Sugar Bowl	9	105	None	None	No	Yes	(6)
Ski Homewood	8	80	None	None	No	Yes	
Royal Gorge Cross Country Ski Area	4	50	220	None	No	No	

Sacramento Regional Research Institute, December 2004  
 Data Source: Listed Resorts

- (1) Snow tubing, snowshoeing, scenic cable car rides, also see (2) and (3)
- (2) Snowshoeing, dog sled tours, sledding, horse-drawn sleigh rides, year-around: swimming pools, luxury spa, fitness center
- (3) Snowshoeing, snowblading, cross-country skiing, dogsled tours, sleigh rides
- (4) Snow tubing, snowshoeing, superpipe, kid's terrain park, dog sledding, snow toys, snow skates
- (5) Skating rink is under construction, terrain parks, competitive skiing, swimming pool, outdoor spas, arcade, fitness center
- (6) Snowshoeing

**FIGURE 18**  
**SKI RESORTS IN PLACER COUNTY**  
**SUMMER SPORTS**

<i>Resort</i>	<i>Summer Sports and Activities</i>			
	<i>Lifts Operating</i>	<i>Miles of Mountain Bike Trails</i>	<i>Number of Swimming Pools</i>	<i>Other</i>
Squaw Valley USA	1	Closed	1	
The Resort at Squaw Creek	0	Closed	3	(1)
The Village at Squaw Valley	1	Closed	1	(2)
Alpine Meadows	None	None	None	(3)
Northstar-at-Tahoe	2	100	3	(4)
Sugar Bowl	None	None	None	(5)
Ski Homewood	None	None	None	(6)
Royal Gorge Cross Country Ski Area	None	None	None	

Sacramento Regional Research Institute, December 2004  
 Data Source: Listed Resorts

- (1) Indoor and outdoor pool, jacuzzi
- (2) Golf, horseback riding, boating, kayaking, fishing, hiking, parasailing, hot air balloon rides
- (3) Wedding ceremonies, concerts
- (4) Wedding ceremonies, concerts, Adventure Park with climbing wall, ropes course; Action Zone with bungee trampoline and basketball shootout; ATV tours, horseback riding, racquet club, golf
- (5) Wedding ceremonies, corporate retreats
- (6) Wedding ceremonies, paintball, farmers' markets, arts and crafts fairs

## **Golf Courses**

Placer County is a perfect place for golfers. The number of newly founded golf courses reflects the popularity of the sport among Placer natives and visitors. There are over twenty beautiful golf courses ranging from short, par-three to world-class courses. The major public and private golf courses in Placer County's Valley Area include:

- Auburn Valley 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
- Lahontan Golf Club, Truckee
- Mc Ginty's Golf West, Roseville
- Morgan Creek Golf and Country Club, Roseville
- Northstar Golf and Country Club, Truckee
- Old Brockway Golf Course, Kings Beach
- Raspberry Hill Public Golf Course, Auburn
- Resort at Squaw Creek, Olympic Valley
- Rolling Greens Golf Course, Granite Bay
- Sierra Pines Golf Course, Roseville
- Sierra View County Club, Roseville
- Sun City Lincoln Hills Golf Course, Lincoln
- Sun City Roseville Golf Course, Roseville
- Sunset Whitney Golf and Country Club, Rocklin
- Tahoe City Golf Course, Tahoe City
- The Ridge Golf Course, Auburn
- Turkey Creek Golf Club, Lincoln
- Whitney Oaks Golf Club, Rocklin
- Winchester Country Club, Auburn
- Wood Creek Golf Club, Roseville

## **Camping**

Placer County provides many opportunities for activities outdoors, 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 explains a large number of campgrounds available to tourists throughout the county. Placer is known for providing many picturesque camping locations with access to numerous other recreational activities like fishing, boating, hiking, horse back riding and other opportunities to discover and enjoy the county's beautiful nature.

Below is a list of Placer County's major camping sites:

- Ahart Campground
- Auburn State Recreation Area (Mineral Bar, Lake Clementine Boat-in Camp, Ruck-a-Chucky Bar, and Cherokee Bar)
- Baxter RV Campground
- Bear River Park
- Big Meadows Campground
- Big Reservoir Campground/Morning Star Resort
- Camp Far West
- Coyote Group Campground
- Folsom Lake Recreation Area
- French Meadows Campground
- Gates Group Camp
- Greenhorn Park Campground
- KOA Campgrounds of America
- Lewis Campground
- Long Ravine Campground
- Orchard Springs Campground
- Peninsula Campground
- Poppy Campground
- Robinson Flat Campground
- Secret House Campground
- Sugar Pine Reservoir Recreation Complex (Forbes Creek Group, Giant Gap, and Shirttail Creek Campgrounds)
- Talbot Campground
- Upper Hell Hole Campground

### **Casinos**

The United Auburn Indian Community opened Thunder Valley Casino in June 2003. The Las Vegas style casino has 2,700 slot machines and 100 gaming tables, and offers activities such as blackjack, video poker, and bingo as well as a choice of restaurants including Austin's Steakhouse, Thunder Café, Shanghai Fat's, Gordito Burrito, Fatburger, Panda Express, Villa Pizza, and Feast Around the World.

Placer County is also in close proximity to a multitude of casinos located on the Nevada side of Lake Tahoe. Some of the largest casinos have operations in the area offering gaming, accommodations, and food services.



## Community Activities

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, the Snowboard Races at Northstar-at-Tahoe, and the Sled Dog Races to Foresthill. February brings the Model Train Show to Roseville and Auburn hosts the Chinese New Year Parade and the Foothill Quilters Guild Show. Snowfest, one of the biggest events of the year, is held at North Lake Tahoe in February and March. Also in March, a St. Patrick's Day Celebration is held in Auburn, and the Tahoe International Film Festival in Squaw Valley USA.

Spring ushers in a variety of events. In the past, Lincoln has hosted the LPGA Golf Classic and the Longs Drugs Challenge at the former Twelve Bridges Golf Club (Catta Verdera Country Club presently) as well as Sun City Lincoln Hills Golf and Country Club. In 2004, the 10th annual Longs Drugs Challenge was held in October at The Ridge Golf Club. Also in April, Auburn is the site of a Wild West Stampede and a Kids Fishing Derby. The month of April is also the time for the American River Equestrian Endurance Ride, held at Folsom Lake State Recreation Area and the Rocklin Preview and Business Fair, held at the Rocklin Community Center. Placer County's Earth Day celebration is held at Maidu Park in the City of Roseville, and the Placer County Strawberry Festival is held at the Placer County Fairgrounds in Roseville.

During May, Auburn hosts Gold Rush Days, the Antiques and Collectibles Street Fair and the Home and Garden Show. Colfax hosts the Spring Festival and Record Run. Also during this month, the popular national Feats of Clay exhibition is held at the Gladding McBean Pottery Company in Lincoln.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista. The Bass Fishing Tournament is held at Folsom Lake and Recreation Area. Auburn hosts the Auburn Art Walk; and Roseville hosts the Summerfest, Microbrew Tasting event. The All American Speedway at the Placer County Fairgrounds is open for racing all summer.

Additionally, during the month of June, the Western States 100 Mile Endurance Run is routed through Squaw Valley, Foresthill, and Auburn. Other summer activities include Fourth of July Celebrations held throughout Placer County. Locations for these celebrations include the Placer County Fair Grounds in Roseville, Foresthill, McBean Park, and downtown Lincoln and Colfax. Rocklin hosts the Jubilee, and the Placer County Fairgrounds is also the site of the Placer County Fair.

The Truckee Air Show is held at the Truckee-Tahoe Airport during July. The Tevis Cup 100 Mile Horse Race, a grueling course that stretches between Tahoe and Auburn is run during this month. August showcases many events, including the Lake Tahoe Music Festival and the Concours d' Elegance Boat Show at North Lake Tahoe, the Pinecone Festival in Meadow Vista, the Lake Tahoe Shakespeare Festival, and summer music series in Auburn, Roseville, and Lincoln.

Harvest festivals are the major events of the fall. During September, Auburn hosts two events, the Gold Country Fair and the Black and White Ball. Colfax hosts the Founders Day Celebration, Loomis is home of the Eggplant Festival, and Penryn is host to the Placer Buddhist Festival and Food Bazaar and the largest bonsai show in northern California the third weekend in September. During October, North Lake Tahoe and Lincoln host Oktoberfests and Rocklin hosts the Placer Farm and Barn Festival featuring Agro Art Events. An Air Faire Fly In and an Antiques and Collectibles Street Fair are held in Auburn during this month, as is the Del Oro Band Spectacular in Loomis. Rocklin ends the month with a Haunted Theatre.

November is the time of year when some of the most festive celebrations are held in Placer County. North Lake Tahoe hosts the Autumn Food and Wine Jubilee. Other events include an Autumn Art Studio Tours, an International Rail Fair in Roseville, a Mountain Mandarin Festival in Auburn, and a Santa's Sing-A-Long in Rocklin. The month's activities conclude with a Christmas Craft Fair in Auburn. Holiday tree lighting events and parades are held in Lincoln, Roseville, and Auburn.

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

## **Culture and Entertainment**

The history and culture of Placer County comes alive in its many museums and theaters. The Placer County Museum, located inside the historic Placer County Courthouse, gives an overview of the history of Placer County life. Native American habitat, a holographic image of an early miner and a video presentation of the history of the transcontinental railroad are a few of the highlights of the museum.

One of the oldest wooden structures in Placer County is the Bernhard Residence, built in 1851 as the Traveler's Rest Hotel. The Bernhard Museum Complex depicts the typical life of a 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. Exhibits on geology, prehistory, the Gold Rush, transportation, early business, recreation, and early firefighting are on display at the Foresthill Divide Museum. Exhibits exploring Placer County's rich heritage include the boom days of hydraulic mining, the rise of the county's timber industry, and the birth of the transcontinental railroad. The growth of the region can be experienced at the Golden Drift Museum in Dutch Flat.

## QUALITY OF LIFE

The region's other numerous historical sites and museums include:

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

Placer County's major theatres and art galleries include:

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

## Local Services

Placer County offers abundant lodging, conference and banquet facilities as well as accommodations for smaller groups. The number of hotels and lodging facilities in Placer has been rapidly growing to meet the growing demand stimulated by the increase of business activity in the county. Figure 19 lists the fifteen largest facilities.

**FIGURE 19**  
**LARGEST ACCOMMODATIONS IN PLACER COUNTY**

<i>Rank by No. of Rooms</i>	<i>Name and City</i>	<i>No. of Rooms (including Suites)</i>	<i>No. of Meeting Rooms</i>	<i>Maximum Banquet/Meeting Capacity</i>
1	Resort at Squaw Creek, Squaw Valley	405 (186)	24	600
2	Northstar-at-Tahoe <sup>(1)</sup>	267 (15)	13	250
3	Oxford Suites, Roseville	175 (175)	3	65
4	Hilton Garden Inn, Roseville	131	2	100
5	Best Western Roseville Inn, Roseville	128	2	30
6	Howard Johnson, Rocklin	124 (5)	4	125
7	Extended Stay America	122	0	0
8	Courtyard Marriott	121(4)	2	94
9	Homewood Suites, Roseville	111 (111)	1	50
10	Ramada Inn, Rocklin	100 (20)	0	0
11	Heritage Inn, Roseville	96	2	120
12	Holiday Inn, Auburn	96 (6)	3	144
13	Marriott Residence Inn-Mall, Roseville	90 (90)	1	45
14	Larkspur Landing, Roseville	90 (90)	1	35
15	Comfort Inn Central, Auburn	80	0	0

Sacramento Regional Research Institute, December 2004

Data Source: Listed Hotels

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

## Health Services

Placer County is served by three area hospitals. High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors.

Kaiser Permanente opened a 116-bed hospital in October of 1998, located on Eureka Road, adjacent to the medical offices. 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. Over 130 physicians and 640 employees provide care to over 142,600 Kaiser Permanente members in the area. According to the Sacramento Business Journal, Kaiser is in the progress of construction of a new \$16.6 million, 15,000-square-foot center in Roseville that is due for completion in the end of 2004.

Sutter Roseville Medical Center is a 315,000 square-foot, \$108 million hospital set on a 57-acre campus that provides the residents of southern Placer and northeastern Sacramento counties 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. The hospital has 172 licensed beds and more than 400 staff physicians. It is located at East Roseville Parkway adjacent to Interstate 80.

While Sutter Roseville Medical Center is relatively new, the facility is in the process of expanding services in Roseville and to the surrounding communities. In 2002, Sutter Medical Plaza in Lincoln was built in addition to a new medical office building in Roseville. New construction projects include expanding the Center's Intensive Care Unit and the Emergency Department and Trauma Center. After its completion in spring of 2004, the capacity of the emergency department was increased from 19 treatment bays to 30 including expanded critical care and trauma treatment stations. Additionally, Sutter Roseville Medical Center recently opened a new out-patient surgery center, the Sutter Roseville Surgery Center, to provide more operating time and space for patients needing surgery. Over the next 10 years, Sutter the Medical Center will continue to expand its medical facilities at a projected \$100 million.

Sutter Auburn Faith Hospital is located off Highway 49 in Auburn. The services offered at this facility include obstetrics, hospice, acute rehabilitation, outpatient cardiac rehabilitation, occupational therapy, and a home health services operated by the Sutter Visiting Nurses Association. There is also a 24-hour Emergency Department, complete inpatient/outpatient medical and surgical services and critical care services. Sutter Auburn Faith provides comprehensive health care to residents in the Gold and High Country areas. The hospital has 102 licensed beds and 136 active staff physicians.

The Tahoe Forest Hospital in Nevada County is a 72-bed hospital providing the North Lake Tahoe region with 24-hour emergency, inpatient, outpatient, and in-home care services. Tahoe Forest was established as a hospital district in 1949. The district is over 500 square miles and serves 30,000 people in the area, and receives over one million visitors annually. The hospital's main campus is located in Truckee. Tahoe Forest Hospital operates a 24-hour acute care hospital and emergency room at the Incline Village Health Center in Incline Village, Nevada.

Figure 20 provides a listing of the acute care hospitals in Placer County and the Greater Sacramento Area along with the total beds in each hospital.

QUALITY OF LIFE

**FIGURE 20**  
**ACUTE CARE HOSPITALS**

<i>Name</i>	<i>City</i>	<i>Total Beds</i>
<b>Placer</b>		
Sutter Roseville Medical Center	Roseville	180
Kaiser Foundation Hospital - Valley Medical Center	Roseville	166
Sutter Auburn Faith Hospital	Auburn	99
<b>Greater Sacramento Area</b>		
UC Davis Medical Center	Sacramento	576
Sutter General Hospital	Sacramento	406
Mercy General Hospital	Sacramento	399
Kaiser Foundation Hospital	Sacramento	361
Sutter Memorial Hospital	Sacramento	348
Methodist Hospital of Sacramento	Sacramento	333
Mercy San Juan Hospital	Carmichael	260
Kaiser Foundation Hospital - South Sacramento	Sacramento	162
Rideout Memorial Hospital	Marysville	149
Fremont Medical Center	Yuba City	132
Barton Memorial Hospital	South Lake Tahoe	121
Woodland Memorial Hospital Marshall	Woodland	115
Marshall Medical Center	Placerville	105
Mercy Hospital - Folsom	Folsom	85
Shriners Hospital for Children - Northern California	Sacramento	80
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39

Sacramento Regional Research Institute, December 2004  
Data Source: California Office of Statewide Health Planning and Development

## Personal Safety

Figure 21 shows the number of crimes per 100,000 population in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The data reflects the FBI Crime Index which encompasses a group of crimes including homicide, forcible rape, robbery, aggravated assault, burglary, larceny-theft, and motor vehicle theft. All of the areas experienced large decreases in the crime rate between 1992 and 2002. While smaller than the state, Placer County saw a decrease in the crime rate of 33 percent. The City of Lincoln had the largest decrease (53.7 percent) in the crime rate between 1992 and 2002.

## QUALITY OF LIFE

**FIGURE 21**  
**FBI CRIME INDEX**

Area	Crimes per 100,000					Percent	
	1992	1998	1999	2000	2001	2002	Change 1992-2002
California	6,753	4,310	3,780	3,742	3,915	3,982	-41.0%
Greater Sacramento Area*	5,845	4,166	3,683	3,704	3,788	3,988	-31.8%
Placer County	4,702	3,233	2,907	2,923	2,955	3,142	-33.2%
Cities in Placer County							
Auburn	4,534	3,270	3,692	3,024	2,984	3,065	-32.4%
Lincoln	6,059	4,205	4,034	3,467	3,232	2,806	-53.7%
Rocklin	3,272	2,638	2,031	1,981	1,924	2,579	-21.2%
Roseville	6,152	4,027	3,756	3,861	4,252	4,469	-27.4%

Sacramento Regional Research Institute, December 2004

Data Source: RAND California

\*Note: Average of six counties.

## Population Density

Figure 22 displays population density per square mile for California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The population density for Placer County increased approximately 45 percent between 1993 and 2003 due to the influx of population into the area. This is more than double the increase in population density in the Greater Sacramento Area and the state as a whole. Rocklin and Roseville had major increases in population density with increases of 87.5 and 72.7 percents, respectively.

**FIGURE 22**  
**POPULATION DENSITY**

Area	Population Density per Square Mile					Change
	1993	2000	2001	2002	2003	1993-2003
California	201	219	220	224	228	13.4%
Greater Sacramento Area*	286	323	328	336	344	20.6%
Placer County	135	177	182	189	196	45.2%
Cities in Placer County						
Auburn	1,820	2,066	2,033	2,016	2,008	10.3%
Colfax	1,054	1,162	1,177	1,269	1,315	24.8%
Lincoln	1,181	1,646	2,123	2,731	3,162	167.7%
Loomis	801	866	853	846	846	5.6%
Rocklin	1,845	2,857	3,032	3,274	3,460	87.5%
Roseville	1,756	2,679	2,746	2,870	3,033	72.7%

Sacramento Regional Research Institute, December 2004

Data Source: RAND California

\*Note: Average of six counties.

### **Commute Time to Work**

Placer County residents benefit from convenient and relatively short commutes from home to work. Figure 23 compares the commute time for Placer County residents and residents of the Greater Sacramento Area and California. On average, the majority of Placer residents spend between 5 and 25 minutes commuting to work, while in the Greater Sacramento Area and California commute times are typically 10 to 15 minutes longer.



QUALITY OF LIFE

**FIGURE 23**  
**COMMUTE TIME TO WORK**

<i>Travel Time to Work</i>	<i>Percent of</i>		<i>Percent of</i>		<i>Percent</i>
	<i>1990</i>	<i>Total</i>	<i>2000</i>	<i>Total</i>	<i>Change</i>
<b>Placer County</b>					
Less than 5 minutes	3,076	3.8%	3,761	3.2%	22.3%
5 to 9	10,067	12.3%	12,476	10.7%	23.9%
10 to 14	11,354	13.9%	15,873	13.6%	39.8%
15 to 19	10,815	13.3%	15,389	13.2%	42.3%
20 to 24	10,213	12.5%	13,294	11.4%	30.2%
25 to 29	4,989	6.1%	5,958	5.1%	19.4%
30 to 34	10,586	13.0%	14,768	12.7%	39.5%
35 to 39	2,609	3.2%	4,205	3.6%	61.2%
40 to 44	3,352	4.1%	5,028	4.3%	50.0%
45 to 59	6,552	8.0%	10,448	9.0%	59.5%
60 to 89	3,305	4.1%	4,945	4.2%	49.6%
90 or more	1,175	1.4%	3,373	2.9%	187.1%
Worked at home	3,429	4.2%	6,891	5.9%	101.0%
<b>Greater Sacramento Area</b>					
Less than 5 minutes	22,400	3.1%	21,214	2.5%	-5.3%
5 to 9	81,491	11.1%	82,272	9.7%	1.0%
10 to 14	114,619	15.6%	121,234	14.2%	5.8%
15 to 19	127,143	17.4%	130,321	15.3%	2.5%
20 to 24	117,562	16.0%	128,693	15.1%	9.5%
25 to 29	47,443	6.5%	53,843	6.3%	13.5%
30 to 34	93,328	12.7%	118,845	13.9%	27.3%
35 to 39	16,489	2.3%	22,869	2.7%	38.7%
40 to 44	19,195	2.6%	27,149	3.2%	41.4%
45 to 59	38,204	5.2%	55,683	6.5%	45.8%
60 to 89	21,252	2.9%	32,562	3.8%	53.2%
90 or more	10,465	1.4%	23,594	2.8%	125.5%
Worked at home	23,180	3.2%	34,083	4.0%	47.0%
<b>California</b>					
Less than 5 minutes	369,388	2.6%	324,703	2.2%	-12.1%
5 to 9	1,401,052	10.1%	1,280,443	8.8%	-8.6%
10 to 14	2,003,503	14.4%	1,930,263	13.3%	-3.7%
15 to 19	2,218,038	15.9%	2,157,970	14.9%	-2.7%
20 to 24	1,949,409	14.0%	2,004,060	13.8%	2.8%
25 to 29	745,319	5.3%	782,241	5.4%	5.0%
30 to 34	1,928,534	13.8%	2,025,657	13.9%	5.0%
35 to 39	341,649	2.5%	366,487	2.5%	7.3%
40 to 44	460,952	3.3%	528,043	3.6%	14.6%
45 to 59	1,010,271	7.2%	1,151,598	7.9%	14.0%
60 to 89	769,029	5.5%	933,123	6.4%	21.3%
90 or more	290,239	2.1%	483,698	3.3%	66.7%
Worked at home	452,867	3.2%	557,036	3.8%	23.0%

Sacramento Regional Research Institute, December 2004  
Data Source: US Census Bureau, 1990 & 2000 Census



**BUSINESS VITALITY**  
*Sacramento Regional Research Institute*

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## **Business Vitality**

The economy of Placer County encourages a range of profitable investment opportunities. Comparatively inexpensive business costs, plentiful skilled labor, abundant resources, and excellent transportation facilities create an outstanding commercial climate.

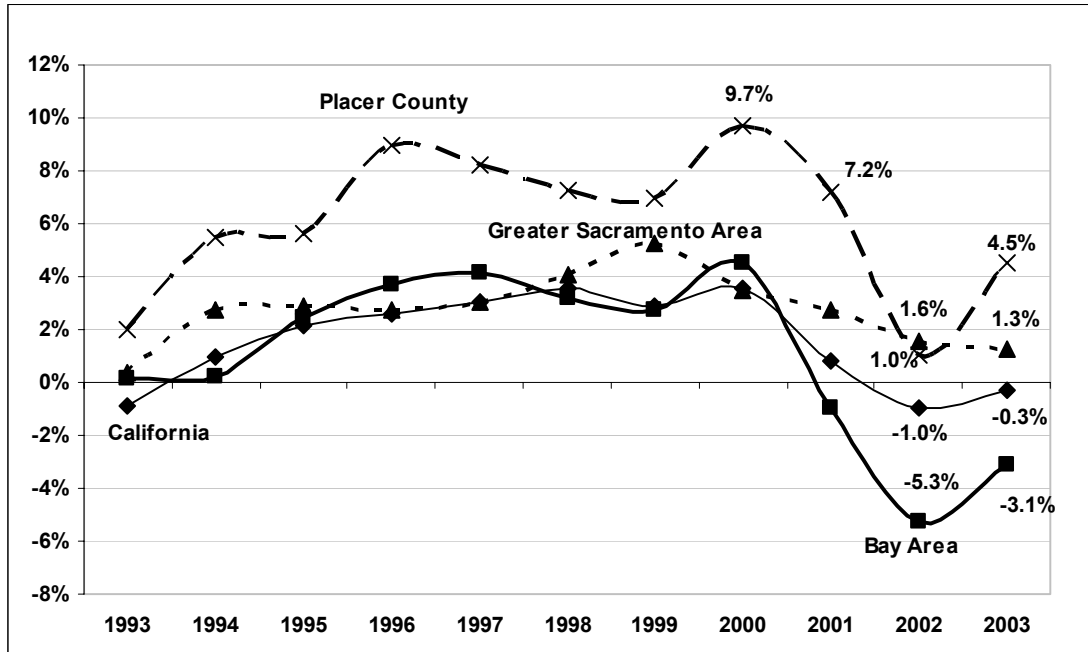
This section covers the market potential of Placer County and the Greater Sacramento Area, as well as the major influences and contributors to the region's economy.

## **Market Potential**

Placer County's economy provides a desirable mix of jobs for those migrating to the area. The County's diverse economy and geography encompasses North Lake Tahoe, where tourism is the primary economic activity, and South Placer in the Sacramento metropolitan area, where high technology sectors are the leading employers. Employment continues to increase in both of these sectors. Electronics, led by Hewlett-Packard and NEC, employs a large number of workers, while employment in Squaw Valley, Northstar, and Alpine Meadows grows to meet the demand of visitors who enjoy year-round activities.

Figure 24 shows that Placer County has generally experienced greater year-over-year employment growth rates compared to California, the Bay Area, and the Greater Sacramento Area since 1992. In 2002, Placer County's employment growth rate fell below the Greater Sacramento's rate, but still demonstrated positive employment growth while the Bay Area and the state both experienced negative job growth. This trend demonstrates the strength of the Placer County's economy with continued job growth over the past decade. The strength of the county's economy has also carried forward into 2003 where Placer County led the nation with the greatest year-over-year job growth in March. As the figure demonstrates, employment growth in Placer in 2003 surpassed the growth rates of the Greater Sacramento Area, the Bay Area and that of California by a significant margin. In the first quarter of 2004, Placer County continued to retain its strong year-over-year employment growth ranking as the fourth county in the nation at 6.3 percent.

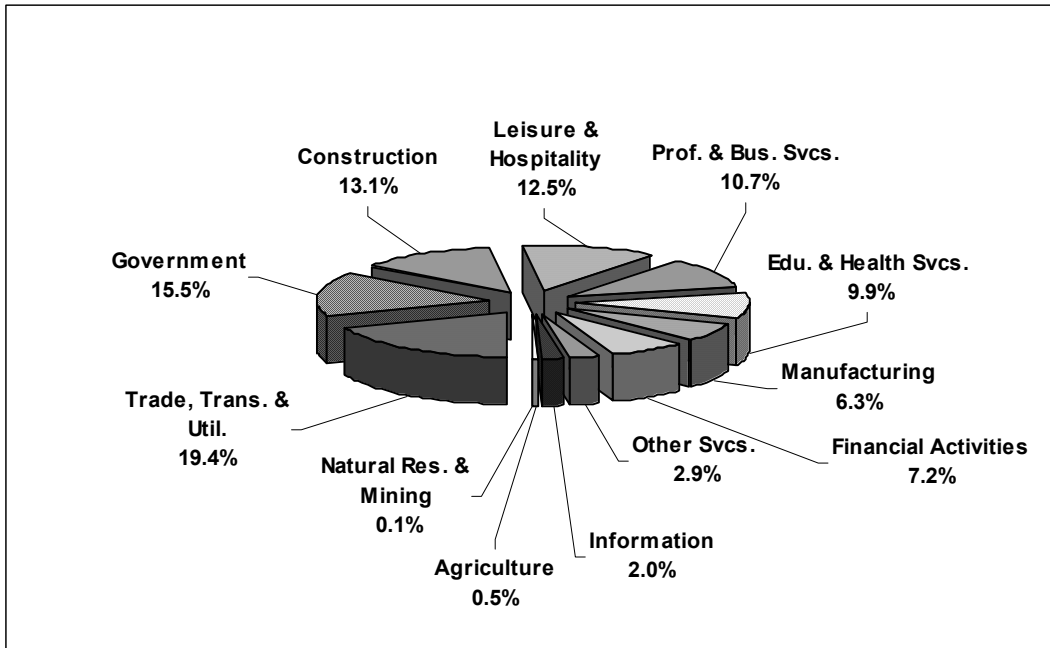
FIGURE 24  
EMPLOYMENT GROWTH RATE COMPARISON



Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information

Figure 25 illustrates the employment structure in Placer County and shows that the Trade, Transportation, & Utilities, Government, and Construction sectors made up close to 50 percent of the county’s total employment in 2003. Other significant contributors to the economic diversity of the area include Leisure & Hospitality, Professional & Business Services, and Educational & Health Services.

FIGURE 25  
PLACER COUNTY EMPLOYMENT STRUCTURE IN 2003



Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information

Figure 26 shows that since 1998, the Construction, Financial Activities, and Educational & Health Services sectors have gained the largest proportions of total employment in Placer County. Manufacturing and Other Services (an industry group that includes a variety of services including maintenance and repair and miscellaneous personal care services) made up a lesser amount of total employment in 2003 compared to 1998. This shift in the employment structure demonstrates the diversification that has helped Placer County become a mature economy with a mixture of goods producing and service providing employment.

BUSINESS VITALITY

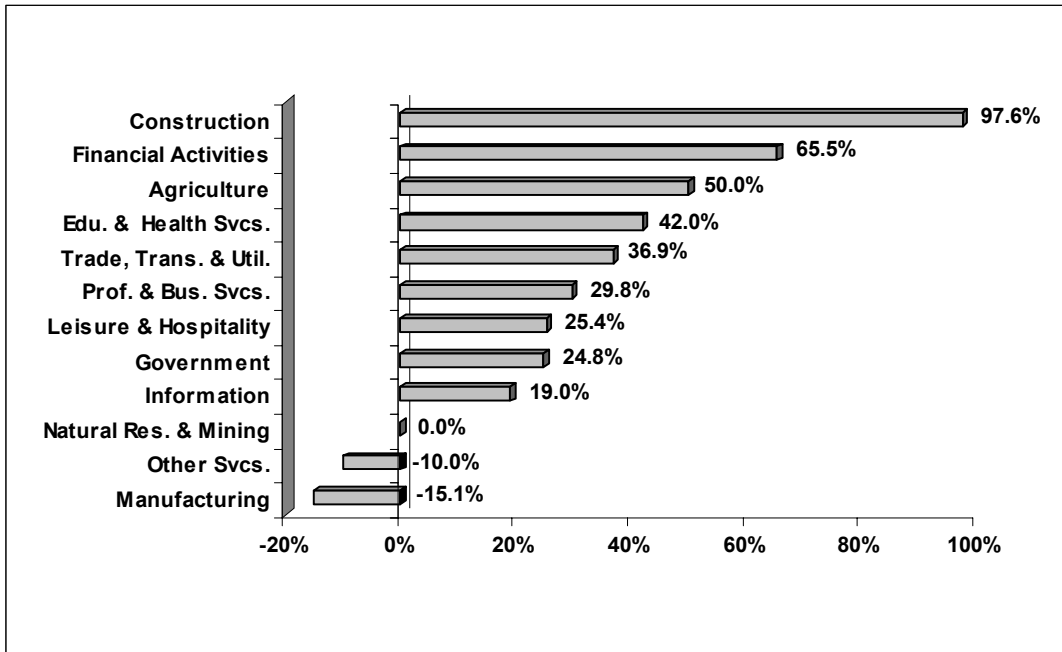
**FIGURE 26**  
**SHIFT IN MAJOR SECTOR EMPLOYMENT STRUCTURE**  
**BETWEEN 1998 AND 2003**

<i>Major Sectors</i>	<i>1998</i>	<i>2003</i>	<i>Shift</i>
Construction	8.8%	13.1%	4.3%
Financial Activities	5.8%	7.2%	1.4%
Educational and Health Services	9.2%	9.9%	0.7%
Trade, Transportation and Utilities	18.8%	19.4%	0.6%
Agriculture	0.4%	0.5%	0.1%
Natural Resources and Mining	0.1%	0.1%	0.0%
Information	2.2%	2.0%	-0.2%
Professional and Business Services	10.9%	10.7%	-0.2%
Leisure and Hospitality	13.2%	12.5%	-0.7%
Government	16.5%	15.5%	-1.0%
Other Services	4.2%	2.9%	-1.4%
Manufacturing	9.8%	6.3%	-3.5%

Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

Figure 27 shows that most of the major industry sectors have experienced positive employment growth between 1998 and 2003. The Construction sector experienced the largest employment growth rate over this time period supported by the large amounts of residential and non-residential construction activities in Placer County. The Financial Activities and Educational & Health Services sectors have also seen strong growth rates supported by population and business growth in the county.

FIGURE 27  
 MAJOR SECTOR EMPLOYMENT GROWTH RATES  
 BETWEEN 1998 AND 2003



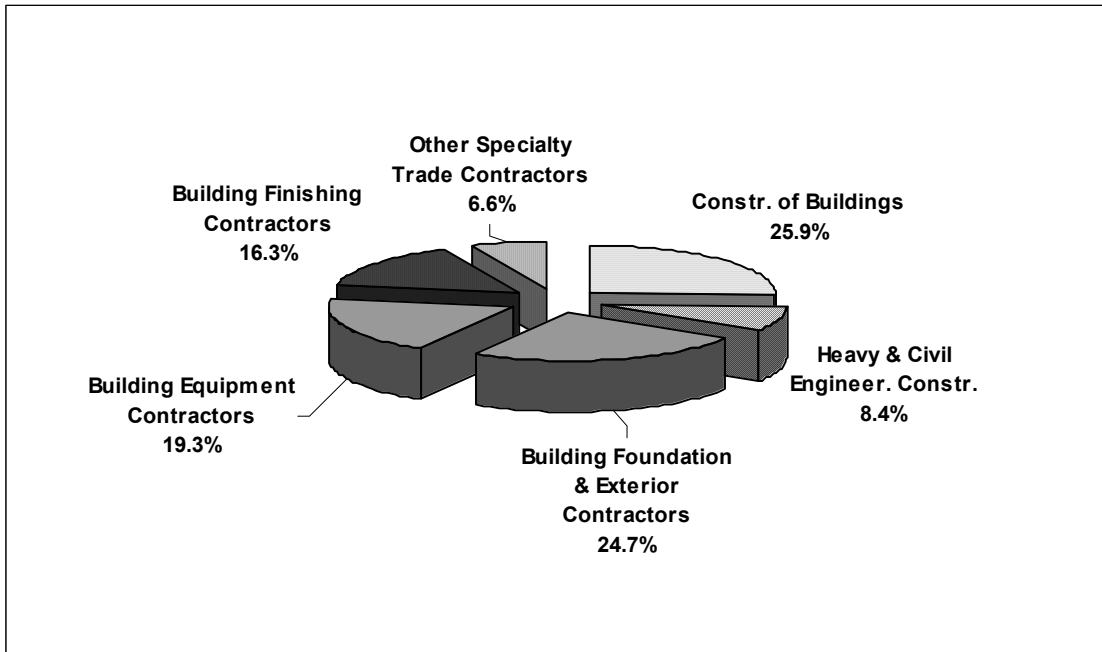
Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

### Construction

The Construction sector is one of the largest contributors to the rapid growth of the economy in Placer County with over 13 percent of the total employment and almost 98 percent employment growth between 1998 and 2003.

The composition of the Construction sector is illustrated in Figure 28. The majority of Construction employment is encompassed in four specialty trade contractor areas as well as Construction of Buildings.

FIGURE 28  
 COMPONENTS OF CONSTRUCTION EMPLOYMENT  
 IN PLACER COUNTY IN 2003

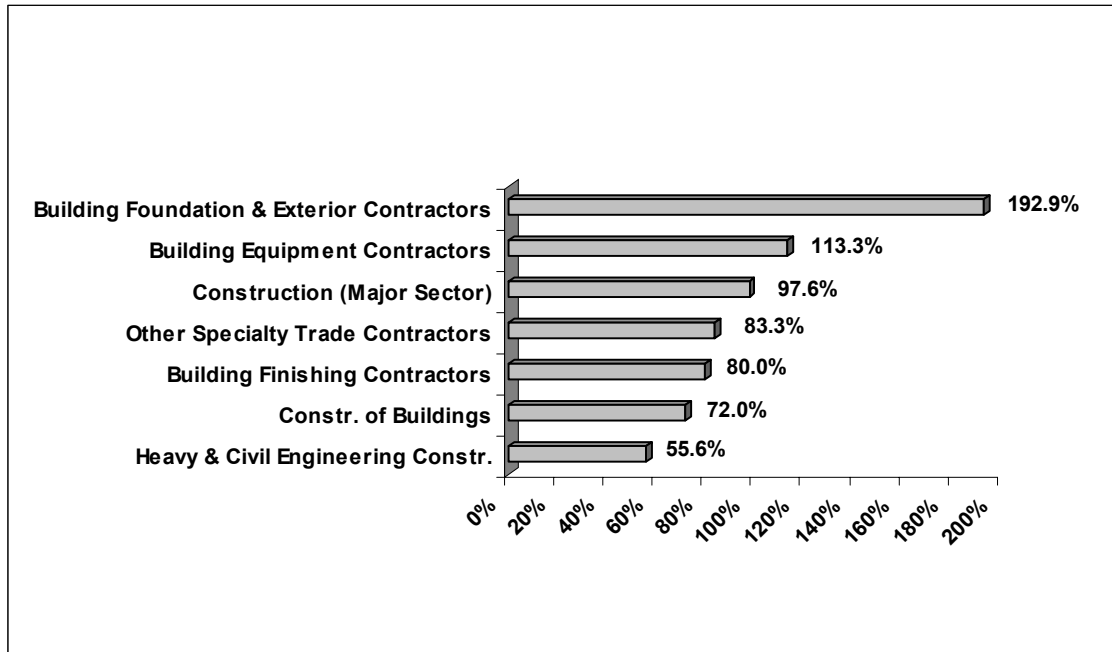


Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information  
 Note: The total may not add up to 100% due to individual rounding

Figure 29 provides the employment growth rates for the sub-sectors of the Construction industry and demonstrates that the specialty trade contractor sectors have experienced the largest growth rates between 1998 and 2003 led by Building Foundation & Exterior and Building Finishing Contractors that was also the largest sub-sector of the Specialty Trade Contractors industry group in 2003. Growth in the overall sector can be attributed to population and business growth in Placer County creating demands for residential and non-residential construction activities.



FIGURE 29  
 EMPLOYMENT GROWTH IN COMPONENTS OF THE  
 CONSTRUCTION SECTOR BETWEEN 1998 AND 2003

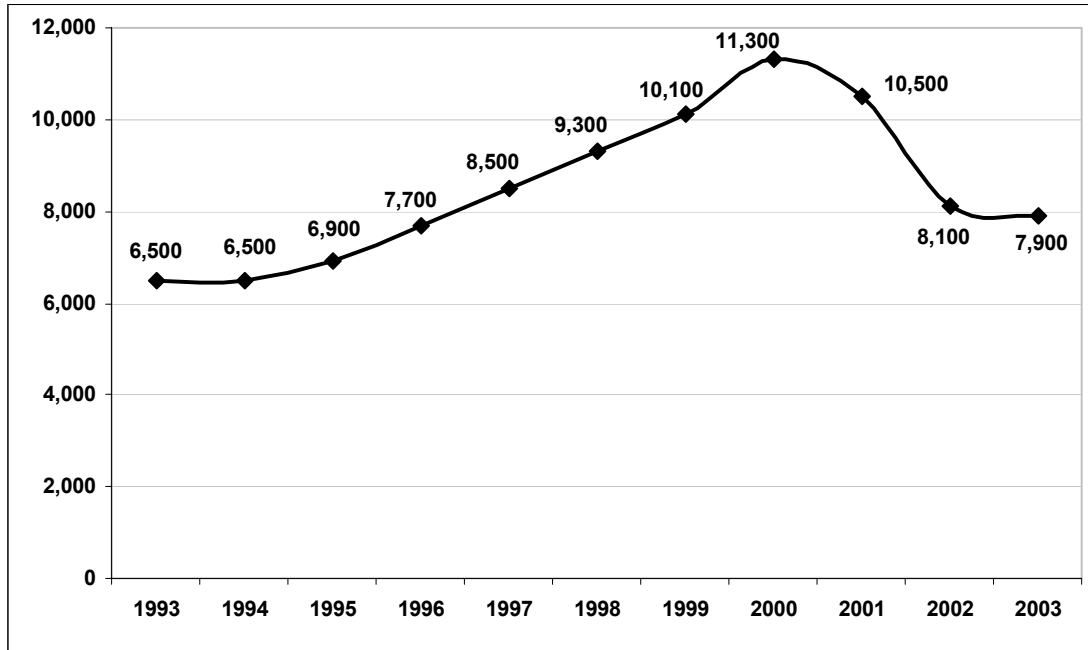


Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

## Manufacturing

The region's increase in Manufacturing employment since the early 1990s has been a source of pride for the county, particularly manufacturing of electronic equipment. In 2003, Manufacturing provided over 6 percent of total employment in Placer County. Figure 30 shows that Manufacturing employment in Placer has increased from 6,500 in 1993 to over 11,000 in 2000 and nearly 8,000 in 2003. Much of the growth in the late 1990s and the beginning of the 2000s was due to expansions in manufacturing of electronic equipment, while recent drops reflect a restructuring of many electronic manufacturing establishment with movements of manufacturing jobs and an evolution of service providing activities.

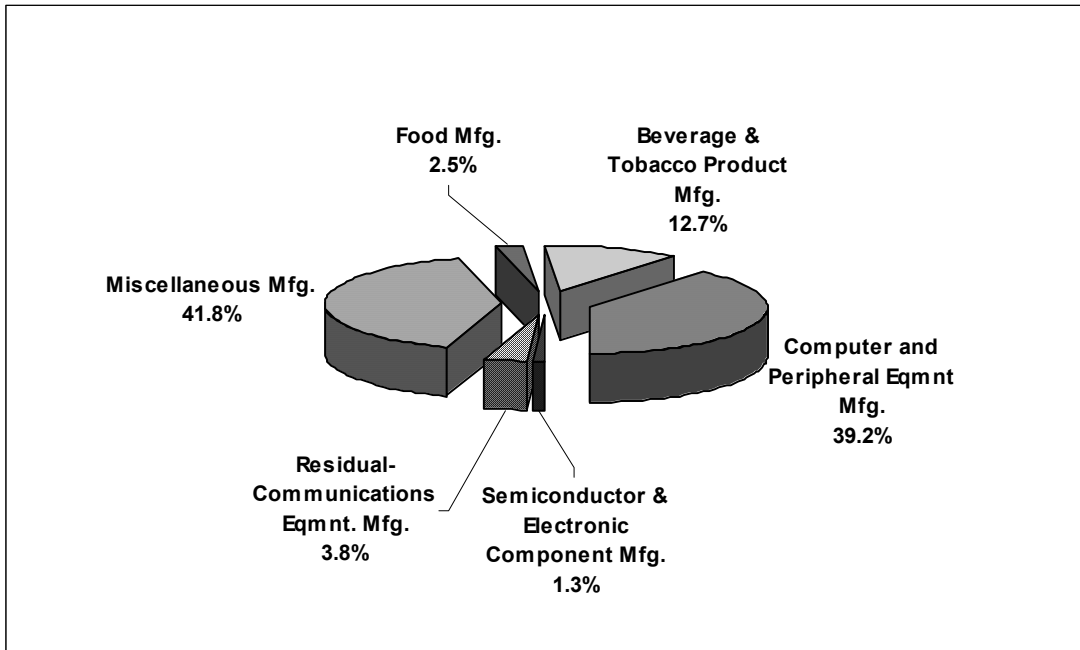
FIGURE 30  
MANUFACTURING EMPLOYMENT TREND



Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information

Figure 31 shows the components of Manufacturing by employment sub-sector. The data indicates that Residual Miscellaneous Manufacturing and Computer & Peripheral Equipment are the largest categories, employing 41 and 39 percent of the overall Manufacturing sector, respectively. The size of the Computer & Peripheral Equipment sub-sector is partially due to the presence of Hewlett-Packard and NEC.

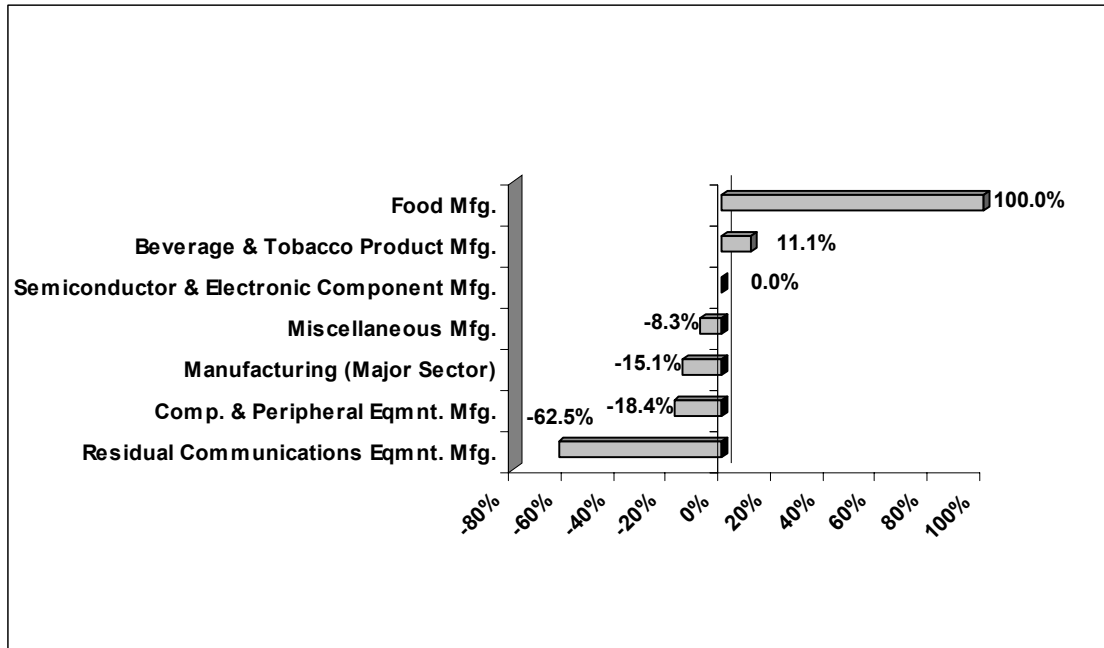
FIGURE 31  
 COMPONENTS OF MANUFACTURING EMPLOYMENT  
 IN PLACER COUNTY IN 2003



Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information  
 Note: The total may not add up to 100% due to rounding

Most of the Manufacturing sub-sectors, with the exception of Food Manufacturing, have seen limited job growth since 1998, as shown in Figure 32. Many sectors have seen significant negative growth, following the trend experienced throughout the state and the nation. The growth rates seen in Placer County's Manufacturing sub-sectors are not as severe as other areas in the state especially for the electronics-related sectors which have maintained similar employment levels in Placer County but have seen considerable decreases in other areas of the state.

FIGURE 32  
 EMPLOYMENT GROWTH IN COMPONENTS OF THE  
 MANUFACTURING SECTOR BETWEEN 1998 AND 2003

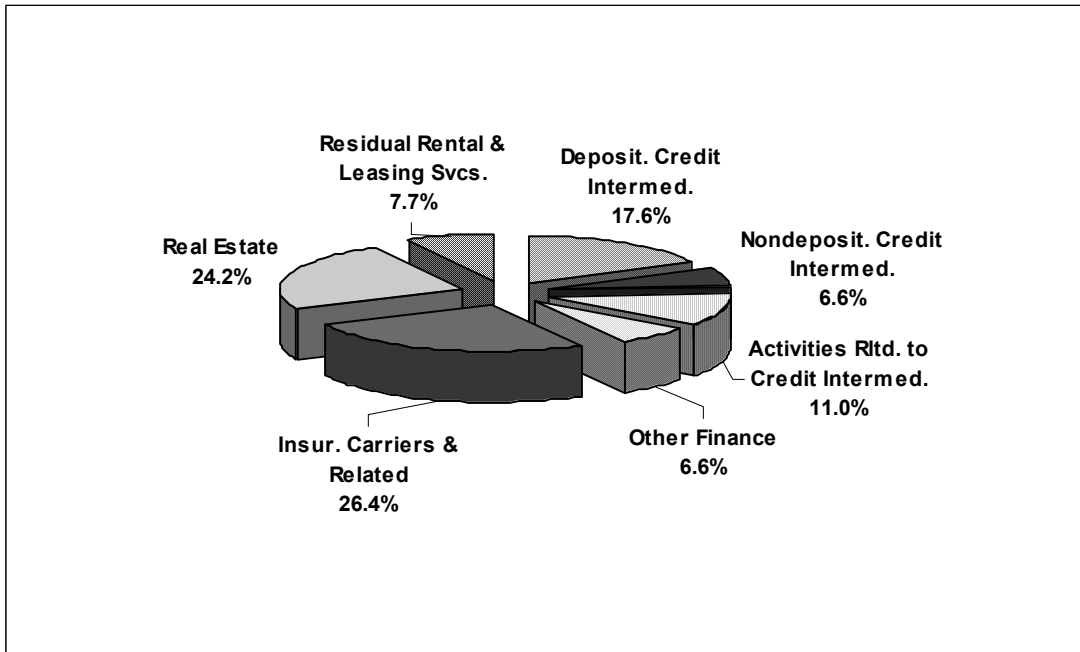


Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

### Financial Activities

The Financial Activities sector supports the increased real estate activities seen in Placer County over the past decade and also strengthens the credit, deposit, and insurance activities demanded by residents and businesses in the region. Figure 33 shows that depository credit, insurance, and real estate activities make up close to 70 percent of employment in the Financial Activities industry.

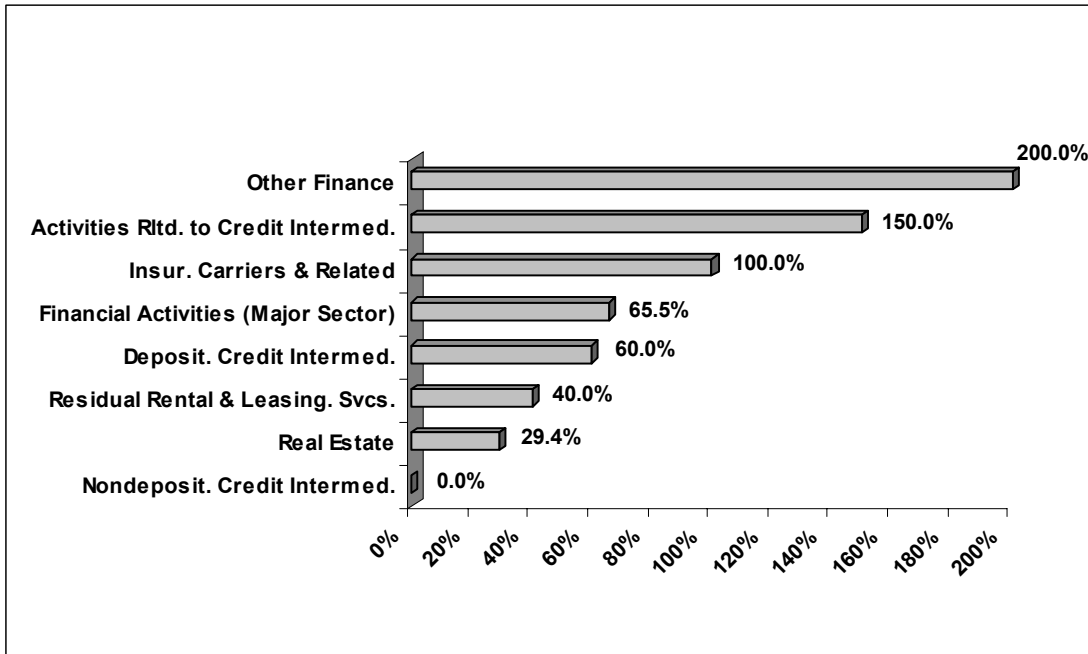
FIGURE 33  
 COMPONENTS OF FINANCIAL ACTIVITIES EMPLOYMENT  
 IN PLACER COUNTY IN 2003



Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

The strong growth seen in most of the Financial Activities sub-sectors in Placer County points to the maturity of the county’s economy which is increasingly providing more high-end business services, including financial activities, demanded by large businesses and substantial population increases. Figure 34 demonstrates that three sub-sectors have seen strong growth rates between 1998 and 2003 including Activities Related to Credit Intermediation and Insurance Carriers.

FIGURE 34  
 EMPLOYMENT GROWTH IN COMPONENTS OF THE  
 FINANCIAL ACTIVITIES SECTOR BETWEEN 1998 AND 2003

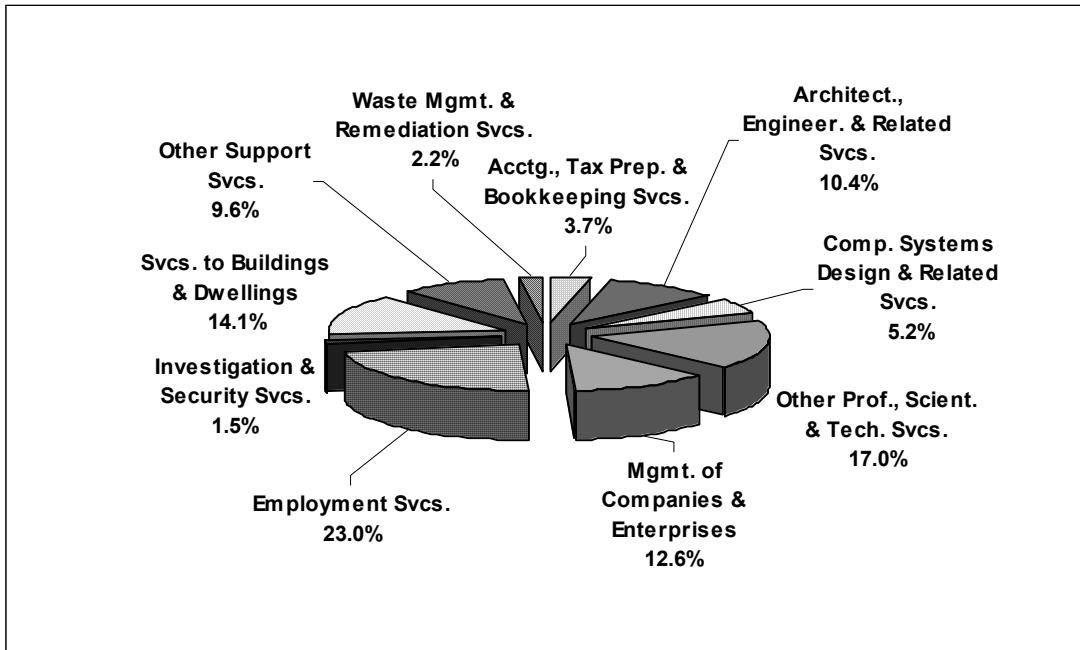


Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

### Professional and Business Services

Similar to Financial Activities, the presence and growth of Professional & Business Services indicates a maturing economy able to provide support services to businesses and professional services to residents. The Professional & Business Services industry is split among many activities, but as Figure 35 illustrates, Employment Services, Services to Buildings & Dwelling as well as Professional, Scientific, & Technical Services make up over 50 percent of the overall industry's employment.

FIGURE 35  
 COMPONENTS OF PROFESSIONAL & BUSINESS SERVICES  
 EMPLOYMENT IN PLACER COUNTY IN 2003

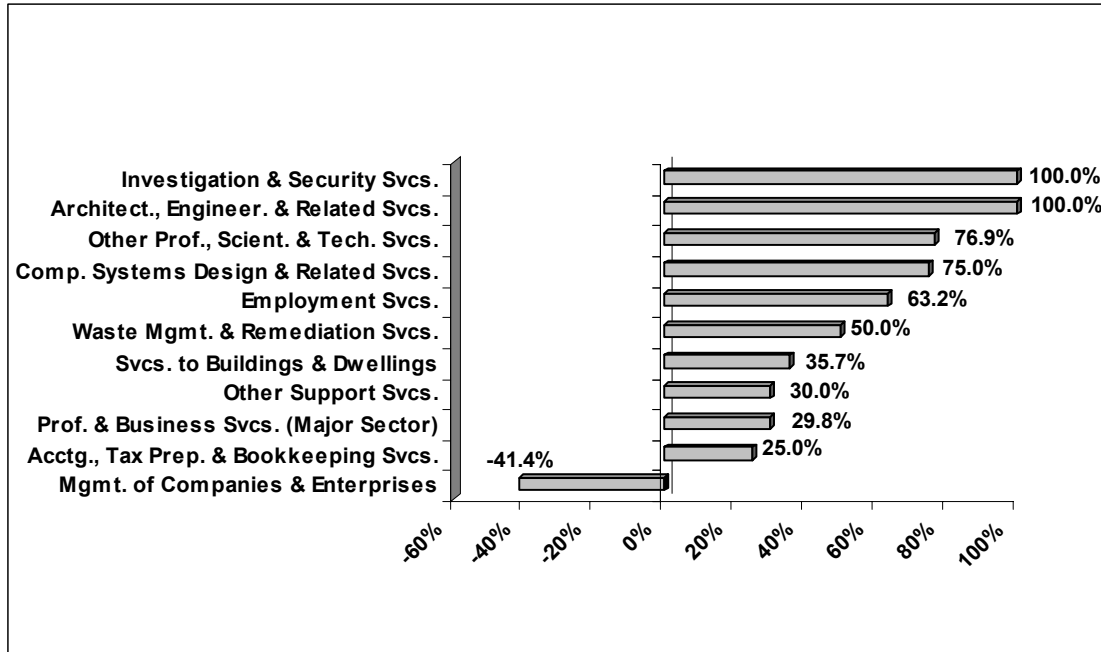


Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

Figure 36 demonstrates that besides Management of Companies, all sub-sectors of the Professional & Business Services industry have experienced healthy employment growth rates between 1998 and 2003 reflecting the growing need for support and specialized services. Many of the sub-sectors in this industry are indicators of overall employment growth due to their linked and support roles for the majority of industries and businesses.

**BUSINESS VITALITY**

**FIGURE 36**  
**EMPLOYMENT GROWTH IN COMPONENTS OF THE**  
**PROFESSIONAL & BUSINESS SERVICES SECTOR**  
**BETWEEN 1998 AND 2003**



Sacramento Regional Research Institute, December 2004  
 Data Source: Employment Development Department, Labor Market Information

**Wholesale and Retail Trade**

Retail and Wholesale Trade in Placer County are also fast growing segments of the economy, providing over 17 percent of the regional employment. Figure 37 shows total taxable sales in Placer County. In Placer County, the majority of taxable sales revenue is obtained from retail outlets.

**FIGURE 37**  
**TAXABLE SALES (IN THOUSANDS OF DOLLARS)**

Area	Taxable Sales - Total Outlets			Retail Sales 1st Q - 4th Q 2003	
	1st Quarter 2002 through 4th Quarter 2002	1st Quarter 2003 through 4th Quarter 2003	Percent Change	Total Retail Sales	Percent Retail
Placer County	5,549,881	5,973,818	7.6%	4,539,346	76.0%
Auburn	249,529	252,093	1.0%	173,776	68.9%
Colfax	51,201	54,435	6.3%	38,130	70.0%
Lincoln	92,995	106,532	14.6%	61,386	57.6%
Loomis	82,930	82,744	-0.2%	39,428	47.7%
Rocklin	458,325	515,953	12.6%	389,985	75.6%
Roseville	2,988,257	3,288,459	10.0%	2,916,345	88.7%

Sacramento Regional Research Institute, December 2004  
 Data Source: California State Board of Equalization, Taxable Sales in California



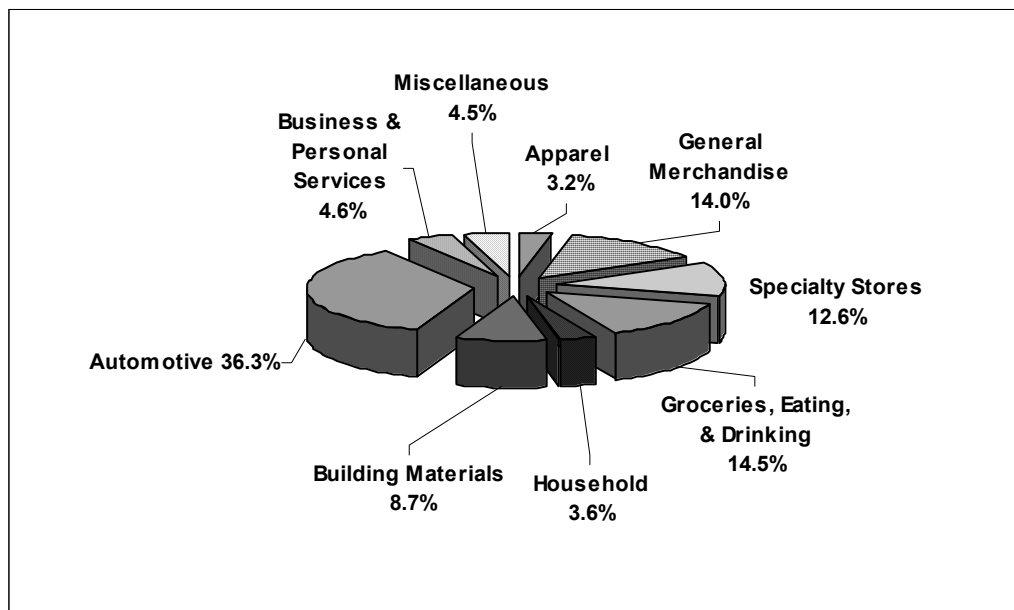
## BUSINESS VITALITY

Retail and other sales establishments in Placer County reported close to \$5.9 billion annually in taxable sales through the fourth quarter in 2003, an increase of almost eight percent since the year before. The city with the greatest amount of annual taxable sales through the fourth quarter 2003 was Roseville. Lincoln experienced the largest increase in taxable sales at close to 15 percent, followed by Rocklin and Roseville with thirteen and ten percents, respectively. Much of the increased revenue during this period can be attributed to the entry of larger retail outlets into the marketplace.

Figure 38 shows the composition of retail sales in Placer County. Retail sales are dominated by Automotive (36 percent) and Grocery Stores and Eating and Drinking Establishments (14 percent). These components account for 50 percent of the retail sales volume. Other sizeable sectors are General Merchandise (14 percent) and Specialty Stores (12 percent).

Between 1998 and 2003, Wholesale Trade employment in the Placer increased by 300 employees with a 7 percent growth rate. The growth in Wholesale Trade in both the Greater Sacramento Area and Placer County provides a major influence on the high rate of new warehouse construction in the region. A number of factors contributed to the increase in wholesale distribution activities. Among others, high levels of retail sales in Placer County encouraged many national retail chains to establish distribution points in the region. Retail Trade employment grew by 5,700 employees between 1998 and 2003 demonstrating a 43 percent growth. The largest employment increases occurred within the following retail outlet groups: Clothing and Clothing Accessories, General Merchandise, and Building Materials stores.

FIGURE 38  
COMPOSITION OF RETAIL SALES IN PLACER COUNTY  
1st QUARTER 2003 THROUGH 4th QUARTER 2003



Sacramento Regional Research Institute, December 2004  
Data Source: California Board of Equalization, Taxable Sales in California

## Banking and Finance

A complete network of banks and savings and credit union institutions serves the business community in Placer County. Several of these institutions are locally based and are shown in Figure 39.

**FIGURE 39**  
**LOCALLY BASED BANKING AND SAVINGS INSTITUTIONS**  
**(IN THOUSANDS; SORTED BY DEPOSITS)**

<i>Institution</i>	<i>City</i>	<i>Deposits</i>	<i>Assets</i>
Placer Sierra Bank	Auburn	\$826,229	\$986,317
Auburn Community Bank	Auburn	\$76,251	\$107,675
Five Star Bank	Rocklin	\$72,052	\$87,920
Granite Community Bank, N.A.	Granite Bay	\$56,219	\$66,052

Sacramento Regional Research Institute, December 2004  
 Data Source: Federal Deposit Insurance Corporation, Financial Data as of June 2004

Most major financial institutions have branch offices in Placer County, and the headquarters of several financial institutions are based in the region. Figure 40 ranks the top ten banks, local and national/state, by market share in Placer County.

**FIGURE 40**  
**MARKET SHARE: TOP TEN BANKING AND**  
**SAVINGS INSTITUTIONS**  
**(IN THOUSANDS; SORTED BY MARKET SHARE)**

<i>Rank</i>	<i>Institution</i>	<i>Deposits</i>	<i>Market Share</i>
1	Bank of America	\$901,521	20.6%
2	Wells Fargo Bank	\$689,852	15.7%
3	Placer Sierra Bank	\$440,332	10.0%
4	World Savings Bank	\$419,466	9.6%
5	Washington Mutual	\$364,352	8.3%
6	U.S. Bank	\$292,372	6.7%
7	Humboldt Bank	\$139,994	3.2%
8	First Bank	\$123,167	2.8%
9	Western Sierra National Bank	\$109,277	2.5%
10	Bank of the West	\$107,793	2.5%

Sacramento Regional Research Institute, December 2004  
 Data Source: Federal Deposit Insurance Corporation, Financial Data as of June 2004



**LABOR FORCE**  
*Sacramento Regional Research Institute*

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## Labor Force

A diverse and abundant supply of skilled labor has been a major consideration for companies locating and expanding in Placer County. This section covers labor force participation, employment growth and growth by sector, wages, major employers, employee recruiting and training programs.

### Labor Force Participation

Figure 41 contains information related to labor force participation for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County in 1998 and 2003. As shown, the civilian labor force in Placer County increased by over 25 percent between 1998 and 2003. This is a significantly higher growth in labor force participation than in the state, which grew by a little over nine percent, and is much higher than in the Greater Sacramento Area, where labor force participation grew by 15 percent. The labor force participation growth rates for the selected cities within Placer County were very similar ranging around 25 percent.

**FIGURE 41  
LABOR FORCE PARTICIPATION**

<i>Area</i>	<i>1998</i>	<i>2003</i>	<i>Percent Change 1998-2003</i>
California	16,138,100	17,460,000	8.2%
Bay Area	3,550,910	3,607,300	1.6%
Greater Sacramento Area	895,900	1,032,300	15.2%
Placer County	113,000	141,600	25.3%
Cities in Placer County			
Auburn	6,500	8,140	25.2%
Colfax	750	940	25.3%
Lincoln	4,290	5,380	25.4%
Loomis	3,610	4,530	25.5%
Rocklin	13,170	16,490	25.2%
Roseville	29,720	37,270	25.4%

Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information

## Employment Growth

Figure 42 presents the civilian labor force, employment, unemployment, and the unemployment rate for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County for the years 1998 through 2003. Over the past five years, unemployment rates have been much lower for Placer County than for the state and the Greater Sacramento Area, which is indicative of the increasing employment opportunities in the area. The unemployment rates in the Bay Area were similar to those of Placer County and the selected cities within Placer County. However, Placer County was able to maintain a fairly low unemployment during the most recent slow down in the economy. In 2003, Placer County had the lowest unemployment rate (4.7 percent) of all the regions.

## LABOR FORCE

**FIGURE 42**  
**LABOR FORCE AND EMPLOYMENT**

<i>Area/Factor</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>
<b>California</b>						
Labor Force	16,138,100	16,375,600	16,892,000	17,171,600	17,375,800	17,460,000
Employment	15,180,900	15,522,300	16,056,500	16,249,100	16,214,900	16,282,700
Unemployment	957,200	853,300	835,500	922,500	1,160,900	1,177,300
Unemployment Rate	5.9%	5.2%	4.9%	5.4%	6.7%	6.7%
<b>Bay Area</b>						
Labor Force	3,550,800	3,598,100	3,728,500	3,749,300	3,691,000	3,607,300
Employment	3,425,500	3,489,400	3,635,400	3,597,200	3,451,400	3,374,300
Unemployment	125,300	108,700	93,100	152,100	239,600	233,000
Unemployment Rate	3.5%	3.0%	2.5%	4.1%	6.5%	6.5%
<b>Greater Sacramento Area</b>						
Labor Force	895,900	925,600	955,600	976,800	1,010,300	1,032,300
Employment	846,300	883,400	911,700	932,000	952,700	971,500
Unemployment	49,600	42,200	43,900	44,800	57,600	60,800
Unemployment Rate	5.5%	4.6%	4.6%	4.6%	5.7%	5.9%
<b>Placer County</b>						
Labor Force	113,000	119,600	125,200	131,600	138,700	141,600
Employment	108,400	115,800	121,300	126,900	132,400	134,900
Unemployment	4,600	3,800	3,900	4,700	6,300	6,700
Unemployment Rate	4.1%	3.2%	3.1%	3.5%	4.5%	4.7%
<b>Cities in Placer County</b>						
<b>Auburn</b>						
Labor Force	6,500	6,960	7,240	7,710	7,990	8,140
Employment	6,270	6,770	7,040	7,480	7,670	7,810
Unemployment	230	190	200	230	320	330
Unemployment Rate	3.6%	2.8%	2.7%	3.0%	4.0%	4.1%
<b>Colfax</b>						
Labor Force	750	800	830	890	930	940
Employment	720	780	810	860	890	900
Unemployment	30	20	20	30	40	40
Unemployment Rate	3.9%	3.0%	3.0%	3.3%	4.3%	4.5%
<b>Lincoln</b>						
Labor Force	4,290	4,580	4,760	5,080	5,280	5,380
Employment	4,080	4,410	4,580	4,870	5,000	5,080
Unemployment	210	170	180	210	280	300
Unemployment Rate	4.8%	3.8%	3.7%	4.1%	5.3%	5.5%
<b>Loomis</b>						
Labor Force	3,610	3,870	4,010	4,290	4,450	4,530
Employment	3,470	3,750	3,890	4,140	4,250	4,320
Unemployment	140	120	120	150	200	210
Unemployment Rate	4.0%	3.1%	3.1%	3.4%	4.4%	4.6%
<b>Rocklin</b>						
Labor Force	13,170	14,090	14,630	15,610	16,180	16,490
Employment	12,660	13,660	14,200	15,100	15,490	15,760
Unemployment	510	430	430	510	690	730
Unemployment Rate	3.8%	3.0%	3.0%	3.3%	4.3%	4.5%
<b>Roseville</b>						
Labor Force	29,720	31,700	33,010	35,230	36,550	37,270
Employment	28,440	30,690	31,910	33,930	34,800	35,410
Unemployment	1,280	1,080	1,100	1,300	1,750	1,860
Unemployment Rate	4.3%	3.4%	3.3%	3.7%	4.8%	5.0%

Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information

## LABOR FORCE

### Employment Growth Sectors

Figure 43 contains information about wage & salary employment by sector in Placer County for the years 1998 and 2003. During that time, total non-farm employment increased by approximately 33 percent. The largest increase from 1998 to 2003 was in Hospitals (236 percent), Residual Finance (200 percent) and Clothing & Clothing Accessories Stores (200 percent), followed by Building Foundation & Exterior Contractors (193) percent, Activities Related to Credit Intermediation (150 percent), Specialty Trade Contractors (125 percent), and Educational Services (122 percent).

**FIGURE 43**  
**EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1998</i>	<i>2003</i>	<i>Percent Change 1998-2003</i>
Total, All Industries	95,100	126,400	32.9%
Total Farm	400	600	50.0%
Total Nonfarm	94,700	125,700	32.7%
Total Private	79,000	106,200	34.4%
Goods Producing	17,800	24,600	38.2%
Natural Resources and Mining	100	100	0.0%
Construction	8,400	16,600	97.6%
Construction of Buildings	2,500	4,300	72.0%
Heavy and Civil Engineering Construction	900	1,400	55.6%
Specialty Trade Contractors	4,900	11,000	124.5%
Building Foundation and Exterior Contractors	1,400	4,100	192.9%
Building Equipment Contractors	1,500	3,200	113.3%
Building Finishing Contractors	1,500	2,700	80.0%
Other Specialty Trade Contractors	600	1,100	83.3%
Manufacturing	9,300	7,900	-15.1%
Durable Goods	8,200	6,800	-17.1%
Computer and Electronic Product Manufacturing	4,700	3,500	-25.5%
Computer and Peripheral Equipment Manufacturing	3,800	3,100	-18.4%
Semiconductor and Electronic Component Manufacturing	100	100	0.0%
Residual-Communications Equipment Manufacturing	800	300	-62.5%
Residual-Miscellaneous Manufacturing	3,600	3,300	-8.3%
Nondurable Goods	1,000	1,100	10.0%
Food Manufacturing	100	200	100.0%
Residual-Beverage and Tobacco Product Manufacturing	900	1,000	11.1%

Sacramento Regional Research Institute, December 2004

Data Source: Employment Development Department, Labor Market Information

**LABOR FORCE**

**FIGURE 43 (CONTINUED)  
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1998</i>	<i>2003</i>	<i>Percent Change 1998-2003</i>
Service Providing	77,000	101,100	31.3%
Trade, Transportation and Utilities	17,900	24,500	36.9%
Wholesale Trade	2,700	2,900	7.4%
Merchant Wholesalers, Durable Goods	1,700	1,700	0.0%
Merchant Wholesalers, Nondurable Goods	800	1,000	25.0%
Wholesale Electronic Markets and Agents and Brokers	200	200	0.0%
Retail Trade	13,200	18,900	43.2%
Motor Vehicle and Parts Dealer	2,800	3,600	28.6%
Building Material and Garden Equipment Stores	1,100	1,900	72.7%
Food and Beverage Stores	3,200	3,900	21.9%
Grocery Stores	2,800	3,400	21.4%
Residual-Specialty Food Stores	300	500	66.7%
Health and Personal Care Stores	600	1,000	66.7%
Clothing and Clothing Accessories Stores	500	1,500	200.0%
Sporting Goods, Hobby, Book and Music Stores	800	1,100	37.5%
General Merchandise Stores	1,500	2,700	80.0%
Residual-Miscellaneous Store Retailers	2,700	3,100	14.8%
Transportation, Warehousing and Utilities	2,000	2,700	35.0%
Information	2,100	2,500	19.0%
Publishing Industries (except Internet)	800	1,100	37.5%
Telecommunications	1,000	800	-20.0%
Telecommunications Resellers	600	400	-33.3%
Residual-Other Telecommunications	400	400	0.0%
Residual-Other Information Services	300	500	66.7%
Financial Activities	5,500	9,100	65.5%
Finance and Insurance	3,400	6,200	82.4%
Credit Intermediation and Related Activities	2,000	3,200	60.0%
Depository Credit Intermediation	1,000	1,600	60.0%
Nondepository Credit Intermediation	600	600	0.0%
Activities Related to Credit Intermediation	400	1,000	150.0%
Residual-Other Finance	200	600	200.0%
Insurance Carriers and Related	1,200	2,400	100.0%
Real Estate and Rental and Leasing	2,100	2,900	38.1%
Real Estate	1,700	2,200	29.4%
Residual-Rental and Leasing Services	500	700	40.0%
Professional and Business Services	10,400	13,500	29.8%
Professional, Scientific and Technical Services	2,800	4,900	75.0%
Accounting, Tax Preparation and Bookkeeping Services	400	500	25.0%
Architectural, Engineering and Related Services	700	1,400	100.0%
Computer Systems Design and Related Services	400	700	75.0%
Residual-Other Professional, Scientific and Technical Services	1,300	2,300	76.9%
Management of Companies and Enterprises	2,900	1,700	-41.4%
Administrative and Support and Waste Services	4,700	6,800	44.7%
Administrative and Support Services	4,500	6,600	46.7%
Employment Services	1,900	3,100	63.2%
Investigation and Security Services	100	200	100.0%
Services to Buildings and Dwellings	1,400	1,900	35.7%
Residual Other Support Services	1,000	1,300	30.0%
Waste Management and Remediation Services	200	300	50.0%

Sacramento Regional Research Institute, December 2004  
Data Source: Employment Development Department, Labor Market Information



**LABOR FORCE**

**FIGURE 43 (CONTINUED)  
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1998</i>	<i>2003</i>	<i>Percent Change 1998-2003</i>
Educational and Health Services	8,800	12,500	42.0%
Educational Services	900	2,000	122.2%
Health Care and Social Assistance	7,800	10,600	35.9%
Ambulatory Health Care Services	3,400	3,400	0.0%
Hospitals	1,100	3,700	236.4%
Nursing and Residential Care Facilities	1,800	1,500	-16.7%
Social Assistance	1,600	1,900	18.8%
Leisure and Hospitality	12,600	15,800	25.4%
Arts, Entertainment, and Recreation	2,500	3,000	20.0%
Accommodation and Food Service	10,200	12,800	25.5%
Accommodation	2,100	2,300	9.5%
Food Services and Drinking Places	8,100	10,400	28.4%
Full-Service Restaurants	3,800	5,100	34.2%
Limited-Service Eating Places	4,000	4,900	22.5%
Residual-Special Food Services	300	400	33.3%
Other Services	4,000	3,600	-10.0%
Repair and Maintenance	2,300	1,300	-43.5%
Personal and Laundry Services	1,700	2,300	35.3%
Government	15,700	19,600	24.8%
Federal Government	600	800	33.3%
Department of Defense	0	0	0.0%
Other Federal Government	600	800	33.3%
State and Local Government	15,100	18,800	24.5%
State Government	500	600	20.0%
State Government Education	0	0	0.0%
Other State Government	500	600	20.0%
Local Government	14,600	18,200	24.7%
Local Government Education	9,700	12,300	26.8%
County	2,700	3,200	18.5%
City	1,400	2,100	50.0%
Other Local Government	700	700	0.0%

Sacramento Regional Research Institute, December 2004

Data Source: Employment Development Department, Labor Market Information

## Wages

Figure 44 shows wages for employees in selected occupations. Since this data is not available by county, the wages shown are for the entire Sacramento Primary Metropolitan Statistical Area (PMSA) that includes El Dorado, Placer, and Sacramento Counties.

## LABOR FORCE

**FIGURE 44**  
**PRIVATE SECTOR WAGES IN 2004**

<i>Occupational Title</i>	<i>Mean Annual Wage</i>
General and Operations Managers	\$98,441
Pharmacists	\$94,022
Computer Software Engineers, Systems Software	\$90,820
Electrical Engineers	\$88,986
Advertising and Promotions Managers	\$84,705
Real Estate Brokers	\$84,310
Civil Engineers	\$70,296
Industrial Engineers	\$68,285
Computer Programmers	\$67,379
Computer Systems Analysts	\$64,870
Operations Research Analysts	\$59,215
Database Administrators	\$58,976
Financial Analysts	\$58,018
Registered Nurses	\$57,668
Multi-Media Artists and Animators	\$53,715
Police and Sheriff's Patrol Officers	\$53,349
Legal Secretaries	\$40,985
Child, Family, and School Social Workers	\$39,724
Construction Laborers	\$34,033
Emergency Medical Technicians and Paramedics	\$29,483
Data Entry Keyers	\$27,441
Retail Salespersons	\$24,343
Packers and Packagers, Hand	\$19,549

Sacramento Regional Research Institute, December 2004

Data Source: Employment Development Department, OES Employment and Wages by Occupation

### Major Employers

Figure 45 lists the largest private sector employers in Placer County. The employers represent a wide spectrum of industry sectors and sub-sectors including manufacturing, information technology, financial services, health and tourism sectors.

**LABOR FORCE**

**FIGURE 45  
LARGEST PRIVATE SECTOR EMPLOYERS IN PLACER COUNTY**

<i>Company Name</i>	<i>City/County</i>	<i>Industry</i>	<i>Employment</i>
Hewlett-Packard	Roseville, Rocklin	Computer & Office Equipment Mfg.	4,000
Kaiser Medical Center & Offices	Roseville	Hospitals	2,707
Thunder Valley Casino	Placer County	Casinos	2,200
Sutter Roseville Medical Center	Roseville	Hospitals	1,672
Squaw Valley Ski Corp.*	Olympic Valley	Misc. Amusement, Recreation Svcs.	1,500
Union Pacific Railroad	Roseville	Transportation, Railroad	1,200
Pride Industries	Auburn/Roseville	Individual & Family Svcs.	1,050
SureWest Communications	Roseville	Telecommunication Svcs.	1,000
NEC Electronics USA Inc.	Roseville	Electronic Components & Accessories	850
Sutter Auburn Faith Hospital	Auburn	Hospitals	750
Solectron Global Services*	Lincoln	Software Design & Logistics	708
John L Sullivan Automotive Group	Roseville	Automobile Dealerships	640
TASQ Technology Inc.	Rocklin	Financial Transaction Systems	580
Agilent Technologies	Roseville	High Tech Mfg.	550
Alpine Meadows Ski Resort*	Olympic Valley	Misc. Amusement, Recreation Svcs.	500
Oracle Corp.	Rocklin	Computer & Data Processing Svcs.	450
Nordstrom's	Roseville	Retail, Department Store	450
Formica Corp.	Rocklin	Table or Counter Tops Mfg.	355
Ace Hardware Retail Support Center	Rocklin	Warehouse Retail Hardware Store	350
Coherent Auburn Group	Auburn	Electronic Components & Accessories	329
Sierra Pacific Industries	Lincoln	Sawmills & Planning Mills	320
Albertson's Distribution Center	Roseville	Retail Distribution	300
Placer Sierra Bank*	Placer County	Banking Svcs.	279

Sacramento Regional Research Institute, December 2004

Data Source: Above listed companies, Sacramento Business Journal. Current as of December 2004.

\*Note: Numbers include part-time and/or seasonal employees.

Figure 46 lists the number of establishments by industry in Placer County as well as the average monthly employees in each industry. The Trade, Transportation & Utilities, Professional and Business Services and Construction have the largest number of establishments in the county. In terms of average monthly employment, the sectors with the largest employment include Trade, Transportation & Utilities, Leisure & Hospitality, and Local Government.

LABOR FORCE

FIGURE 46  
 NUMBER OF ESTABLISHMENTS BY INDUSTRY IN  
 PLACER COUNTY  
 (1<sup>st</sup> QUARTER 2004)

<i>Industry</i>	<i>Number of Establishments</i>	<i>Average Monthly Employment</i>
Total All Private Industries	9,231	112,023
Natural Resources and Mining	75	617
Construction	1,439	15,940
Manufacturing	310	10,477
Trade, Transportation, and Utilities	1,563	24,724
Information	150	2,877
Financial Activities	1,080	9,489
Professional and Business Services	1,502	14,348
Education and Health Services	905	12,619
Leisure and Hospitality	781	17,265
Other Services	1,412	3,641
Unclassified	14	24
Total Government	259	17,339
Federal Government	37	654
State Government	15	320
Local Government	207	16,365

Sacramento Regional Research Institute, December 2004

Data Source: California Employment Development Department, Labor Market Information

Note: Average monthly employment is an average for the entire year and includes full and part-time employees.

Figure 47 names some of the companies that expanded or relocated to Placer County between 1999 through 2004.

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**FIGURE 47**  
**COMPANY FACILITIES EXPANDED OR RELOCATED TO PLACER COUNTY**  
**BETWEEN 1999 AND 2004**

<i>Company</i>	<i>City/County</i>	<i>Industry</i>	<i>Employment</i>
The Gap	Placer County	Call Center	1,000
TASQ Technologies	Rocklin	Financial Transaction Systems	580
Agilent Technologies, Inc.	Roseville	High Tech Mfg.	550
Ace Hardware Corp.	Rocklin	Retail Support Center	350
Greenheck Fan Corp.	Placer County	Mfg.	200
NextLink	Roseville	Internet Service Provider	200
Oracle Corp.	Rocklin	Software Development	200
Varian Electronics Manufacturing	Rocklin	Electronics Mfg.	130
Esurance	Rocklin	Online Auto Insurance	90
Sierra Logic, Inc.	Roseville	High-performance Silicon Storage	60
XO Communications	Roseville	Broadband Communications Svcs.	55
Performance Polymer Technologies	Roseville	Precision Devices Mfg.	50
Softmatrix, Inc.	Roseville	Tech. Staffing & Software Consulting	41
Galil Motion Control	Rocklin	Robotic Controls	35
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	34
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurmt. Devices	20
Dynesco, Inc.	Roseville	Electronic Mfg. & Assembly	12
Qualtier Technology	Roseville	IT Consulting	10
Quailogy	Roseville	IT Consulting	10
Infinite Solutions, Inc.	Roseville	Software Development & Consulting	10
Applied Networking & Systems Integration, Inc.	Roseville	Software Developer	8

Sacramento Regional Research Institute, December 2004

Data Source: SACTO, "Located Companies List", December 2004, The Business Journal, "High Tech Direct Almanac 2004".

## Employee Recruitment and Training Programs

### Golden Sierra One-Stop Career Center

The On-the-Job Training program sponsored by the Golden Sierra Job Training Agency meets specific employment needs through employee recruitment and training programs and employee placement assistance. On-the-Job Training agreements are individually negotiated and usually average three months. An applicant's experience and job complexity determines the amount of time needed for training. An employer may be reimbursed up to 50 percent of the gross wages paid to the employee during this training period.

Golden Sierra also operates a One-Stop Career Center, providing a comprehensive array of information and services integrating local labor market, vocational schools/community colleges, job match data, resume assistance, internet access to job announcements, and an on-site representative from the local Employment Development Department.

### **Employment Training Panel**

The Employment Training Panel is a California State agency created in 1982 as a cooperative business-labor program to retrain workers. The Panel was designed to fund training that meets the needs of employers for skilled workers and the need of workers for good, long-term jobs. This employer-supported training is used to improve the economic climate by training new workers and retraining workers in danger of being laid off as a result of technological advancements in the workplace, and because of foreign and domestic competition.

The Employment Training Panel provides funding for training programs in private industry that can be used to train new hires (unemployment insurance recipients), welfare recipients, small business owners (entrepreneurs), and to retain current employees. The Panel also contracts with employers, training agencies (schools) and employer groups to reimburse training costs through performance-based agreements.

In 2004, supported by the Employment Training Panel funding, Placer County Office of Economic Development (OED) started providing training needs assistance to local manufacturers. Approximately one hundred workers will benefit from 24- to 80-hour courses in continuous improvement, lean manufacturing, soldering, supervisory, management, computer and business skills.

### **CalWORKS Program**

CalWORKS is an employment and training program for people who have been receiving temporary assistance for needy families and are ready to re-enter the workforce. The CalWORKS program provides a number of services to prepare a potential employee to be competitive in the local labor market. It also provides a variety of services to prospective employers. Applicants are screened to meet specific qualifications and referrals, and are scheduled at the convenience of the employer.

The benefits of the CalWORKS program include the following:

- Quality employees of your choice
- No fee employment service
- Potential qualification for tax credits
- Potential reimbursement for on-the-job training
- Recognition for community involvement

### **Sierra College**

Placer County offers small business assistance programs through the Sierra College Small Business Development Center (SBDC) and the Sierra Economic Development District (SEDD). SBDC offers counseling, training, and support for businesses. SBDC

## LABOR FORCE

covers topics such as business startup and acquisition, sources of capital, marketing, government procurement, accounting, financial analysis, inventory, research, personnel, and many more programs. Information regarding SBDC can be found on their web site at [www.sbdcsierra.org](http://www.sbdcsierra.org).

SEDD's primary goal is to alleviate unemployment and underemployment by expanding industrial, resource, and small business development by preserving the quality of life in the Sierra Nevada Foothills. SEDD provides Small Business Administration micro-loans to help support business initiation or expansion. SEDD also helps cities start their own business loan program. In addition, they assist jurisdictions in obtaining funding for infrastructure required for economic expansion.

In the spring of 2005, Sierra College will start offering a California State University, Sacramento (CSUS) continued education program designed for fully employed adult students. The program will enable local full-time employees to obtain Bachelor's Degrees in organizational communication, arts, humanities and psychology through completing six-week accelerated night courses. The curriculum will also offer three upper division core classes in business administration and nine units of upper division general education.



## **EDUCATION**

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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 region 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 primary and secondary education, higher education, community colleges, public universities, private schools, technical schools, vocational training, and briefly outlines data related to educational attainment in Placer County.

### Primary and Secondary Education

Figure 48 shows public school enrollment in school years 2001–2002 through 2003-2004 for Placer County’s largest school districts, the Greater Sacramento Area, and California. Dry Creek Joint Elementary, followed by the Rocklin Unified, Roseville City Elementary, and Roseville Joint Union High school districts are the fastest growing school districts in Placer County. Only Tahoe-Truckee Joint Unified lost student enrollment within that same time period.

**FIGURE 48**  
**PUBLIC SCHOOL ENROLLMENT GRADES K THROUGH 12**

<i>Area/School District</i>	<i>2001-02 School Year</i>	<i>2002-03 School Year</i>	<i>2003-04 School Year</i>	<i>Percent Change 2003-2004</i>
California	6,147,375	6,244,403	6,298,769	0.87%
Greater Sacramento Area	374,927	382,981	387,142	1.09%
Placer County	58,228	60,716	61,718	1.65%
<b>Largest School Districts</b>				
Dry Creek Joint Elementary	5,629	6,386	7,008	9.74%
Eureka Union Elementary	4,169	4,243	4,264	0.49%
Placer Union High	4,673	4,706	4,746	0.85%
Rocklin Unified	7,899	8,615	9,171	6.45%
Roseville City Elementary	6,625	7,114	7,527	5.81%
Roseville Joint Union High	7,360	7,724	8,023	3.87%
Tahoe-Truckee Joint Unified	5,570	5,342	4,589	-14.10%
Western Placer Unified	7,040	7,280	7,309	0.40%

Sacramento Regional Research Institute, December 2004  
Data Source: California Department of Education, Data Quest

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Figure 49 illustrates student enrollment, number of teachers, and pupil-teacher ratios in different types of Kindergarten through 12<sup>th</sup> grade schools in Placer County in the 2003-2004 school year. Elementary schools have the highest enrollment followed by high and middle schools. The county's charter schools' enrollment is also fairly sizable at over 5 percent. Placer County schools are well-staffed with generally much lower pupil per teacher ratios in most school types compared to California statewide averages. The overall pupil-teacher ratio in Placer is 20.8, which is lower than California's 21.5.

**FIGURE 49**  
**TYPES OF SCHOOLS IN PLACER COUNTY**  
**2003-04 SCHOOL YEAR**

<i>School Type</i>	<i>Number of Schools</i>	<i>Enrollment</i>	<i>Full-Time Equivalent Teachers</i>	<i>Pupil-Teacher Ratio</i>
Elementary	62	28,737	1,468	19.6
Middle	15	11,007	471	23.3
High	11	16,491	729	22.6
K-12	1	3,289	154	21.4
Alternative	4	828	30	28.1
Special Education	2	543	52	10.5
Continuation	6	663	39	17.1
Juvenile Court	1	63	7	9.1
County Community	1	97	5	19.4
Charter	2	3,459	161	21.5
Total	105	65,177	3,116	20.8

Sacramento Regional Research Institute, December 2004  
 Data Source: California Department of Education, Ed-Data

Figure 50 shows Scholastic Aptitude Test (SAT) scores for Placer County, school districts within Placer County, Greater Sacramento Area, and California in the 2003-2004 school year. Placer County's commitment to quality education results in consistently high levels of accomplishment for area students. The SAT measures high school students' verbal and mathematical reasoning skills. Each section of the test is scored on a scale of 200 to 800. The region's students have regularly outscored or performed similar to California students as a whole on the SAT. The average math score for public school students in Placer County was 539 for the 2003-2004 school year, which is 20 and 11 points higher than the average math score in California and the Greater Sacramento Area, respectively. The average verbal score for Placer County students was 522—26 points above the California average and 14 points above the Greater Sacramento Area average. The highest overall scores on the SAT were in the Placer Union High and Roseville Joint Union High districts.

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**FIGURE 50**  
**AVERAGE SAT SCORES FOR PUBLIC SCHOOL STUDENTS**  
**2003-04 SCHOOL YEAR**

<i>Area/School District</i>	<i>Number Tested</i>	<i>Percent Tested</i>	<i>Average Verbal Score</i>	<i>Average Math Score</i>	<i>Average Combined Score</i>
California	139,341	35.3	496	519	1,015
Greater Sacramento Area*	8,162	29.4	508	528	1,039
Placer County	1,546	33.2	522	539	1,061
Largest School Districts					
Placer Union High	359	31.4	531	534	1,065
Rocklin Unified	248	43.4	519	538	1,057
Roseville Joint Union High	715	36.1	519	543	1,062
Tahoe-Truckee Joint Unified	166	47.3	515	537	1,052
Western Placer Unified	58	10.8	542	517	1,059

Sacramento Regional Research Institute, December 2004

Data Source: California Department of Education, Ed-Data

\*Note: The average verbal, math, and combined scores are an average of the six counties.

Figure 51 shows the American College Test (ACT) average composite scores for Placer County, school districts within Placer County, the Greater Sacramento Area, and the state for the 2003-2004 school year. ACT scores range from 1 as a low to 36 as the high. In Placer County, the average composite score was 23.4. This score is between one to two points higher than the Greater Sacramento Area (22.1) and the state (21.4). Further, Placer County's average composite score was two and a half points above the national average of 20.9 in 2004. The highest average composite scores were in the Rocklin Unified and Roseville Joint Union High districts.

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**FIGURE 51**  
**AVERAGE ACT SCORES FOR PUBLIC SCHOOL STUDENTS**  
**2003-04 SCHOOL YEAR**

<i>Area/School District</i>	<i>Number Tested</i>	<i>Percent Tested</i>	<i>Average Combined Score</i>
California	39,183	9.9	21.4
Greater Sacramento Area*	2,881	10.3	22.1
Placer County	572	12.3	23.4
Largest School Districts			
Placer Union High	130	11.4	23.1
Rocklin Unified	70	12.2	24.0
Roseville Joint Union High	264	13.3	23.5
Tahoe-Truckee Joint Unified	94	26.8	23.1
Western Placer Unified	14	2.6	22.0

Sacramento Regional Research Institute, December 2004

Data Source: California Department of Education, Ed-Data

\*The average composite score is the average of the six counties.

Figure 52 illustrates the number 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 some courses beyond the California graduation requirements including four years of English, three years of mathematics, three years of social science, two years of science, one year of visual and performing arts, two years of a foreign language, and one additional elective. In the 2002-2003 academic year, more than one third of the graduating seniors in Placer County met these course requirements. This is about two percentage points higher than the Greater Sacramento Area and the state. The greatest proportion of students with these qualifications was in the Tahoe-Truckee Joint Unified district. The rate of growth between 2002 and 2003 in graduates with entrance requirements in Placer County is higher compared to the state.

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**FIGURE 52  
PUBLIC HIGH SCHOOL GRADUATES WITH UC AND CSU ENTRANCE  
COURSES**

<i>Area/School District</i>	<i>Graduates</i>	<i>Percent of</i>	<i>Graduates</i>	<i>Percent of</i>	<i>Percent</i>
	<i>with Req.</i>	<i>Graduates</i>	<i>with Req.</i>	<i>Graduates</i>	<i>Change</i>
	<i>2001-02</i>	<i>2001-02</i>	<i>2002-03</i>	<i>2002-03</i>	<i>2002-2003</i>
California	112,934	34.6%	114,194	33.5%	1.1%
Greater Sacramento Area	7,430	34.9%	7,687	33.7%	3.5%
Placer County	1,490	37.8%	1,522	35.4%	2.1%
<b>Largest School Districts</b>					
Placer Union High	392	41.9%	390	38.8%	-0.5%
Rocklin Unified	195	43.7%	210	37.1%	7.7%
Roseville Joint Union High	679	42.8%	702	42.1%	3.4%
Tahoe-Truckee Joint Unified	173	45.6%	163	51.7%	-5.8%
Western Placer Unified	50	8.6%	57	7.9%	14.0%

Sacramento Regional Research Institute, December 2004  
Data Source: California Department of Education, Ed-Data

Figure 53 illustrates student performance in Placer County’s eight largest schools districts compared to the California Statewide Academic Performance Index (API) performance target. The statewide target score of 800 has been adopted by the State Board of Education and reflects a high level of performance that schools should strive to meet. As the following table demonstrates, several school districts in Placer scored well above or close to the stated API target. The school districts that scored below the performance target have all improved their API sores between 2003 and 2004.

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**FIGURE 53  
PLACER COUNTY API PERFORMANCE  
LARGEST SCHOOL DISTRICTS**

<i>School District</i>	<i>Weighted Average API 2002</i>	<i>Weighted Average API 2003</i>	<i>Weighted Average API 2004</i>
California Performance Target	800	800	800
Eureka Union Elementary	846	862	866
Roseville City Elementary	770	806	812
Rocklin Unified	795	810	809
Tahoe-Truckee Joint Unified	715	732	747
Roseville Joint Union High	702	724	726
Placer Union High	709	707	725
Dry Creek Joint Elementary	799	811	n/a
Western Placer Unified	680	693	n/a

Sacramento Regional Research Institute, December 2004

Data Source: California Department of Education, 2002-2003 and 2003-2004 API Growth Reports

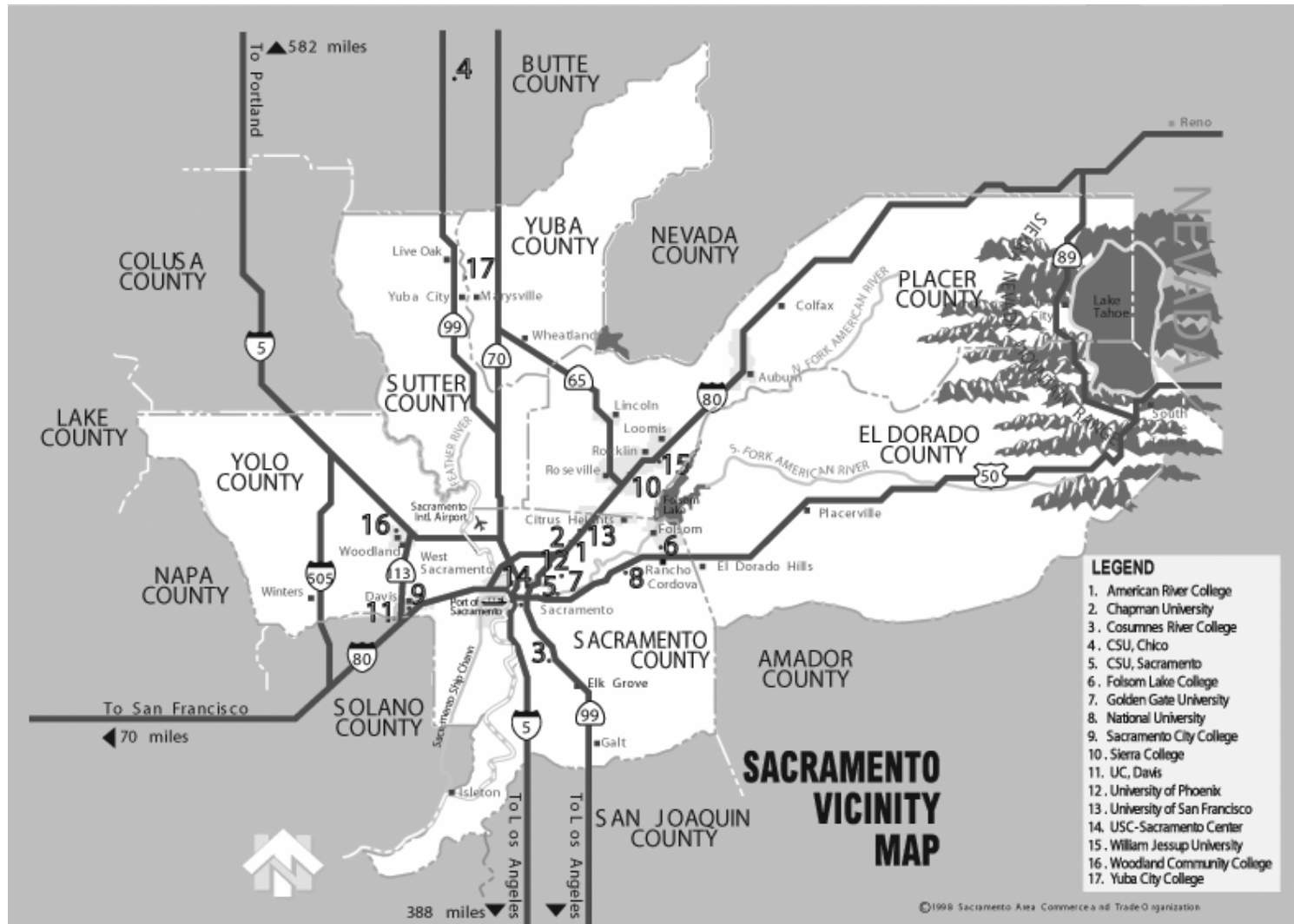
### Higher Education

Higher education is available from a variety of institutions throughout the area. In addition to the University of California, Davis (UCD) and California State Universities, Sacramento and Chico (CSUS and CSUC), five 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 business and the community. Additionally, within a three-hour distance from Placer County, the University of California, Berkeley and Stanford University provide an accessible supply of well-educated graduates. Figure 54 presents selected academic institutions in the Greater Sacramento area.



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FIGURE 54  
UNIVERSITIES AND COLLEGES IN THE GREATER SACRAMENTO AREA



Sacramento Regional Research Institute, December 2004  
Source: Sacramento Area Commerce and Trade Organization, Sacramento Vicinity Map





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This variety of higher education has been a strong attraction of the region, especially for knowledge and information intensive industries like electronics and biotechnology. With a local education network to tap, firms such as NEC and Hewlett-Packard have been able to recruit employees within the area and, in conjunction with local colleges, design specific courses to the companies' requirements.

Figure 55 lists the enrollment of some higher educational institutions in northern California as well as the enrollment growth rates between 2002 and 2004.

**FIGURE 55  
HIGHER EDUCATION ENROLLMENT**

<i>School</i>	<i>2002-2003 Academic Year</i>	<i>2003-2004 Academic Year</i>	<i>Percent Change 2003-2004</i>
<b>Community College Districts</b>			
Los Rios	72,191	73,845	2.3%
Sierra	20,073	20,500	2.1%
Yuba	10,695	9,165	-14.3%
<b>Public Universities</b>			
CSU, Sacramento	28,558	28,375	-0.6%
CSU, Chico	16,246	15,516	-4.5%
UC, Davis	29,087	30,229	3.9%
<b>Private Schools</b>			
Chapman	2,226	2,286	2.7%
Golden Gate University	422	323	-23.5%
Lincoln Law School	250	210	-16.0%
McGeorge School of Law	1,045	1,141	9.2%
National University	500	500	0.0%
University of Phoenix	4,000	3,361	-16.0%
University of San Francisco	250	250	0.0%
USC-Sacramento Center	69	100	44.9%
William Jessup University	-	500	-

Sacramento Regional Research Institute, December 2004  
 Data Source: California Postsecondary Education Commission  
 Los Rios Community College District  
 Yuba Community College District  
 All of the above listed private schools

### Community Colleges

#### Sierra Community College District

For over half a century, the 240-acre Sierra College campus has offered general education and technical courses. The main campus is located off Interstate 80 in Rocklin. Other facilities include a 105-acre Sierra Nevada County Campus in Grass Valley and a center in Roseville. These campuses administered by the Sierra Community College District offer day, evening, and weekend classes to more than 20,500 students in the region.

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Sierra has a national reputation based on excellence in such academic areas as computer science, mathematics, computer integrated electronics, nursing, and early childhood education. Sierra offers Associate of Arts and Associate in Science degrees, along with technical training and certificates in over 70 areas and career fields. In addition, Sierra College offers the first two years of pre-professional programs including Medicine, Law, Engineering, Computer Science, Education, and Business Administration.

Sierra College was one of 76 schools in the nation chosen to participate in IBM's Higher Education Alliance Program. The program assists students in learning computer-aided design, electronics and manufacturing.

To benefit area firms, Sierra College offers assistance through their Small Business Assistance Center and the Center for Applied Competitive Technologies (CACT). CACT specializes in combining computer-aided design and manufacturing to supply training and instruction to businesses in this particular industry. The college also provides on-site training and retraining to industry through its Contract Education Program. Additionally, in partnership with Placer County Office of Economic Development and Employment Training Panel, Sierra Community College provides instruction to manufacturing companies' employees. The 24- to 80-hour training course addresses employers' training needs in continuous improvement, supervisory, computer, business and other skills.

### **Los Rios Community College District**

The Los Rios Community College District has close to 74,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, Cosumnes River Education Center in Placerville, Folsom Lake Center in Folsom and El Dorado Center in Placerville. Los Rios is one of the fastest growing community college districts in the state and is ranked near the top in the state for transferring students to the UC and CSU systems. The Los Rios colleges also offer more than 76 career education programs including such high growth career fields as nursing and health, computer information science, hazardous materials management, biotechnology, electronics, and business. The district also operates The Training Source, a division that provides custom-designed training in such areas as electronics, computer science, supervision, management, and total quality management, as well as the Greater Sacramento Small Business Development Center and the Center for International Trade Development.

### **Yuba Community College District**

The Yuba Community College District has been providing residents of Yuba and Sutter Counties with high-quality education for almost 75 years. Yuba College's main campus is located in Marysville, with other campuses located in Woodland (Woodland Community College) and Lake County as well as centers in Colusa and on Beale Air Force Base. Yuba College is geographically the second largest community college district in the state. Its enrollment has grown to over 10,000 students throughout the

sprawling 4,192 square mile district. Yuba College students who transfer to the UC system and the CSU system have a higher grade point average (GPA) than the average transfer student. The facility is among the finest in the state for lower division college course work.

## **Public Universities**

The Greater Sacramento Area has three major public universities—California State University, Sacramento (CSUS), California State University, Chico (CSUC), and University of California, Davis (UCD).

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

California State University, Sacramento—which was the site of the U.S. Olympic track and field trials in July 2000 and is located only five miles from California's capitol—is a major university in the state and the nation. Founded in 1947, the University has completed over one-half century of service. More than 28,000 students are enrolled at CSUS, and more than 70 nations are represented. CSUS's academic programs are organized into eight schools: Arts & Letters, Business Administration, Continuing Education, Engineering & Computer Sciences, Health & Human Services, Education, Natural Sciences and Mathematics, Social Sciences and Interdisciplinary Studies. CSUS students earn degrees in more than 60 undergraduate degree programs and 40 graduate programs. The university is continuing an ambitious expansion and remodeling of facilities, which has brought more than one million square feet of new classroom and laboratory space. A carefully structured Strategic Plan is in place to help the campus enter the 21<sup>st</sup> century as a regional leader in higher education and economic development.

The Business Administration major is the largest undergraduate and Teacher Education is the largest graduate program at CSUS. Computer Science, Engineering, Economics, Biological Sciences, and Communication Studies also draw large numbers of students. Programs which specialize in graduate education include Business, Education, and Public Policy and Administration.

More than 30 research and service centers are associated with the university. In addition, CSUS has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education curriculum includes Computer Science, Business Management, Marketing, and Accounting courses. Additionally, in the spring of 2005, CSUS continued education courses will be offered at the Sierra College Gateway campus in Roseville. A program consisting of six-week accelerated courses will offer Bachelor's Degrees in psychology, organizational communication, arts and humanities as well as business administration and upper division general education to adult students with full-time employment. According to CSUS officials, this program could eventually be absorbed into a proposed CSUS satellite

campus that is planned to be placed in the unincorporated area of south Placer in the near future.

CSUS is also among three northern California universities that will launch a new doctoral program in education in August 2005. The proposed program is designed to help California schools and community colleges meet the growing need for well-qualified managers and leaders in education. It has been initiated in direct response to the continuing expansion of northern California's education system and its growing demand for administrators and leaders with advanced training necessary to address the complexities of the present educational environment. A Doctor of Education, or Ed.D., degree will be awarded jointly by the CSU and UC systems.

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

Located 86 miles north-west of Auburn, California State University, Chico is another major public university that provides educational services for 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 continuously ranks as one of the highest in the CSU system and its graduates are among the most heavily recruited by major corporations on the West Coast. Its success is partly explained by its relatively low student-to-faculty ratio of 20 to 1, which allows a more personalized style of instruction.

The university total enrollment is approximately 15,500 students who come from 43 different states and 63 nations. CSU, Chico comprises nine colleges, which include Agriculture, Behavioral and Social Sciences, Business, Communication and Education, Engineering, Computer Science and Technology, Humanities and Fine Arts, Natural Sciences, the School of Graduate, International, and Sponsored Programs and Regional and Continuing Education. The university offers 70 undergraduate degree programs with 188 options for major and concentration combinations. Business, Liberal Studies and Undecided, represent the largest programs. The university's Psychology program is the following largest enrollment category. CSUC is considered to be one of the leaders in distance education, having offered over 880 courses in 40 disciplines to students in the United States and abroad.

CSUC is also proud of its commitment to community service through organizations like Community Action Volunteers in Education and Students in Free Enterprise that promote and oversee student involvement in community activities and projects.

### **University of California, Davis**

When the University Farm opened its gates in the early 20<sup>th</sup> century, it consisted of 778 acres of rich agricultural land. Today, nearly a century later, the University of California, Davis campus has grown to more than 5,000 acres, dozens of buildings, house laboratories, performance spaces, classrooms and libraries. The 29,087 students study under the guidance of scores of faculty whose expertise ranges from molecular biology to modern dance. 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. In 2003, University of California, Davis ranked number 11 among the top public universities nationally by *U.S. News & World Report*. The campus is one of only 63 members of the prestigious Association of American Universities, whose members are selected by invitation only. In 2004, the Graduate School of Business at UCD was ranked among top 50 MBA programs worldwide by The Economist Intelligence Unit. The Business school received particularly high rankings for the quality of its facility, student diversity and jobs found through the school's career services. Additionally, the UCD Business School was included in *U.S. News & World Report's* annual ranking of best U.S. business schools for nine consecutive years between 1995 and 2004.

UCD offers 110 undergraduate majors and 70 graduate programs in the College of Agricultural and Environmental Sciences, Letters and Science, and Engineering and four professional schools: Medicine, Veterinary Medicine, Law and Management. Over the next ten years, the campus will grow both in enrollment and in new facilities totaling about one billion dollars, including laboratories, classrooms, and student facilities. The UCD Center for the Arts (Mondavi Center), opened in the fall of 2002, houses a 1,800-seat state-of-the-art performance hall and a 250-seat studio theater and provides performance space unrivalled outside the San Francisco Bay Area.

UC Davis Extension offers over 3,500 courses for more than 80,000 students each year. Course offerings include traditional classroom courses open to the public—many of them are offered in Sacramento—as well as online courses and customized on-site training for employers.

The UC Davis Health System includes a 528-bed 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.

### **Private Schools**

Numerous branches of private colleges headquartered outside the Greater Sacramento Area support the region. National University primarily serves working adults with its

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intensive one course per month evening format in Management, Technology, Psychology, and Education. The university has approximately 1,200 students in Sacramento.

Smaller institutions include the University of San Francisco, which offers programs in Organizational Studies, Public Administration, Health Services Administration, and Counseling.

The University of Southern California's Sacramento Center for the School of Policy, Planning and Development has been offering nationally accredited Master's Degrees for over 25 years. It offers degrees in Public Administration, Health Administration and Planning and Development Studies. Classes are taught in small seminars with 10-20 students.

Golden Gate University, founded in 1853, is the fourth largest private university in California. The Sacramento campus offers undergraduate and graduate programs in Business, Technology, Taxation, Public Administration and Healthcare Management. More than 300 adult students working in the region enjoy convenient, skill-building classes.

Chapman University offers Bachelor's and Master's Degrees, as well as teaching credentials and extended education. This liberal arts university has an approximately 2,200 student enrollment per term in the Sacramento region.

The University of the Pacific's McGeorge School of Law is a recognized leader in the field of legal education. McGeorge seeks to educate practice-ready graduates through its required curriculum and opportunities for practical experience in clinical and internship settings. A specialized curriculum at the school leads to a Certificate in Governmental Affairs awarded concurrently with the Juris Doctorate Degree.

Also located nearby is the Lincoln Law School of Sacramento. Lincoln Law School is fully accredited by the Committee of Bar Examiners of the State Bar of California and serves about 210 students.

William Jessup University, formerly San Jose Christian College relocated to Rocklin and officially opened in the fall of 2004. The four-year Christian university will prepare its students for leadership and service in church and society by focusing on theological higher education as well as providing degrees in teaching, business administration, and psychology. The university's current enrollment is 500 students and is expected to grow to 2,000 by 2010.

Bachelor's and Master's Degrees, and other programs of higher education are offered through several private schools, some of which are mentioned above. A partial list of these institutions also appears below:

- Chapman University

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- Golden Gate University
- Lincoln Law School
- McGeorge School of Law
- National University
- University of Phoenix
- University of San Francisco
- University of Southern California

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

In addition to the comprehensive instruction given at area community colleges, specific technical training is available at more than 100 trade and vocational schools in the Greater Sacramento Area. The Sacramento County Office of Education operates Regional Occupational Programs that regularly train high school students and adults for careers as electronic technicians, computer programmers, woodworkers, welders, automotive technicians, metal workers and graphic arts personnel. Traditional vocational school programs include Computer Operations and Programming, Accounting, Secretarial, Medical Office, Legal Office and Electronics. Also, many vocational schools are approved to offer both diplomas and degree programs.

The best known schools offering vocational education are the Heald Business Colleges, ITT Technical Institute (which offers Associate of Science and Bachelor of Science Degrees), MTI College of Business Technology, Western Career College, and the National Education Center (Sawyer Campus).

### **New Private Universities and Vocational Schools in the Region**

As the need for quality educational facilities in the region is growing, stimulated by the increasing demand of its growing population and expanding business activities, more private universities and specialized vocational schools are planning to relocate or establish local branches in Placer County or the Greater Sacramento Area in general. A new De La Salle University campus proposed by the Christian Brothers College is planned to be located in the unincorporated area of south Placer County. DeVry University, specializing in providing undergraduate and graduate degree programs in technology, business, and management, is currently in the process of building a University Center in the City of Elk Grove with an initially planned enrollment of 400 to 500 students. Universal Technical Institute (UTI) is yet another example of a career oriented private school choosing the Greater Sacramento Area as a new location for its satellite campus. UTI is a vocational technical school providing training in automotive technology. The school is planning to enroll 1,000 students locally and is expected to open by the fall of 2005.



## Educational Attainment

Figure 56 demonstrates changes that have occurred in the educational attainment patterns in Placer County between 1990 and 2000. The table illustrates a dramatic, almost 94 percent, increase in the attainment of Bachelor's and higher level degrees, and a significant growth of 55 percent in the number of Associate Degrees and other college level instruction received by Placer County residents (these numbers do not account for a 45 percent population growth in the county). At the same time, the number of lesser-educated people has significantly fallen from 26 percent to 21 percent in the high school level education category and from 15 to 9.5 percent in the less than high school level category. Overall, Placer County represents a more educated community compared to the Greater Sacramento Area and the state of California in general. Sixty-nine percent of Placer County's population has received instruction beyond high school level, compared to 61 and 57 percent in the Greater Sacramento Area and California, respectively. The number of Placer residents with Bachelor's and higher level degrees is also significantly higher at over 30 percent, compared to 25.6 percent in the Greater Sacramento Area and 26.6 percent in California.

**FIGURE 56**  
**EDUCATIONAL ATTAINMENT**

<i>Educational Attainment Categories</i>	<i>1990</i>		<i>2000</i>		<i>Percent Change 1990-2000</i>
	<i>Total</i>	<i>Percent</i>	<i>Total</i>	<i>Percent</i>	
<b>California</b>					
Population 25 years and over	18,695,499	100.0%	21,298,900	100.0%	13.9%
Less than high school graduate	4,450,528	23.8%	4,942,743	23.2%	11.1%
High school graduate (incl. equivalency)	4,167,897	22.3%	4,288,452	20.1%	2.9%
Some college or associate degree	5,710,400	30.5%	6,397,739	30.0%	12.0%
Bachelor's degree or higher	4,366,674	23.4%	5,669,966	26.6%	29.8%
<b>Greater Sacramento Area</b>					
Population 25 years and over	1,015,288	100.0%	1,223,128	100.0%	20.5%
Less than high school graduate	185,082	18.2%	199,068	16.3%	7.6%
High school graduate (incl. equivalency)	248,743	24.5%	275,227	22.5%	10.6%
Some college or associate degree	352,236	34.7%	435,384	35.6%	23.6%
Bachelor's degree or higher	229,227	22.6%	313,449	25.6%	36.7%
<b>Placer County</b>					
Population 25 years and over	114,422	100.0%	165,894	100.0%	45.0%
Less than high school graduate	17,006	14.9%	15,835	9.5%	-6.9%
High school graduate (incl. equivalency)	29,751	26.0%	35,327	21.3%	18.7%
Some college or associate degree	41,725	36.5%	64,506	38.9%	54.6%
Bachelor's degree or higher	25,940	22.7%	50,226	30.3%	93.6%

Sacramento Regional Research Institute, December 2004  
Data Source: U.S. Census Bureau, 1990 & 2000 Census



**REAL ESTATE**  
*Sacramento Regional Research Institute*

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## Real Estate

Over the past decade Placer County has experienced extensive growth in construction and real estate activity. This section outlines non-residential and residential real estate factors in Placer County.

### General Real Estate

Several factors make a significant contribution to the real estate activity in the Placer County regional marketplace. As shown in Figure 57, commercial lease rates are generally lower than those in the Bay Area and slightly above those in the Greater Sacramento Area. The combination of lower labor costs and relatively lower commercial rents are an incentive to companies relocating to the area.

FIGURE 57  
COMPARISON OF CURRENT LEASE RATES  
(PER SQUARE FOOT, 3<sup>rd</sup> QUARTER 2004)

Area	Office	Industrial	R & D
Placer County			
Roseville/Rocklin/Lincoln	\$1.98	\$0.37	\$0.98
Other Greater Sacramento Areas			
Downtown	\$2.26	\$0.29	\$0.56
Northgate/Natomas	\$1.78	\$0.38	\$0.67
South Sacramento/Elk Grove	\$1.52	\$0.32	\$0.67
Highway 50/Sunrise	\$1.54	\$0.40	\$0.75
I-80/McClellan	\$1.80	\$0.37	\$0.66
Bay Area			
Downtown San Jose	\$2.08	\$0.47	\$1.15
Santa Clara	\$1.69	\$0.57	\$0.90
Sunnyvale	\$1.85	\$0.60	\$0.91
Palo Alto	\$2.75	\$0.68	\$1.25
Mountain View/Los Altos	\$2.07	\$0.76	\$1.03
Fremont	\$1.92	\$0.50	\$0.75
Oakland	\$1.84	\$0.40	\$0.85
Alameda	\$1.64	\$0.40	N/A

Sacramento Regional Research Institute, December 2004  
Data Source: Grubb & Ellis, CB Richard Ellis

Local government's favorable attitude toward economic development is another factor contributing to the active real estate market in Placer County. Another factor is the proximity of the region to both the Bay Area and the Sierra Nevada mountains.

Computer and technology support firms are among the most rapidly expanding businesses in the area. Information technology, accounting, law, and engineering firms, as well as state associations, have been able to service Bay Area and Southern California

clients from Placer County. Consequently, the mix of companies in Placer County has become more regional and national in character. Local companies remain important to Placer County as they expand to keep pace with the region's growth. However, it is the regional and national companies that have generated the impetus to the area's commercial expansion.

Construction valuation is an indicator of a healthy real estate market for Placer County. Figure 58 lists valuation data between 1994 and 2004 and Figure 59 charts the historic trend in the valuation of non-residential, residential and total construction in Placer County between 1994 and 2003. As the information demonstrates construction valuation has seen significant increases since the end of the 1990s, reaching the highest point over the past decade in 2002.

**FIGURE 58**  
**HISTORICAL NON-RESIDENTIAL AND**  
**RESIDENTIAL CONSTRUCTION**  
**VALUATION IN PLACER COUNTY**  
**(IN MILLIONS)**

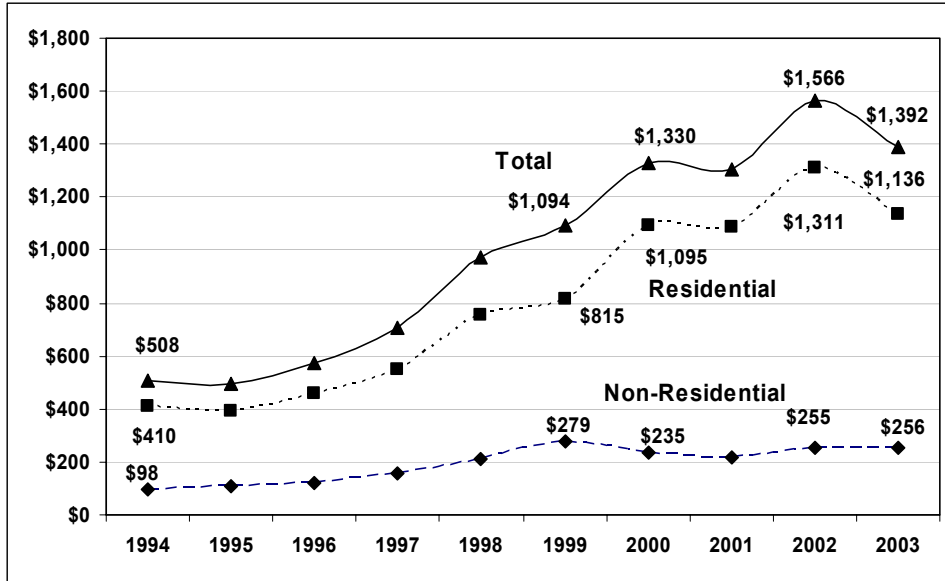
<i>Year</i>	<i>Non-Residential</i>	<i>Residential</i>	<i>Total</i>
1994	\$98	\$410	\$508
1995	\$106	\$391	\$497
1996	\$118	\$458	\$576
1997	\$159	\$550	\$709
1998	\$214	\$757	\$971
1999	\$279	\$815	\$1,094
2000	\$235	\$1,095	\$1,330
2001	\$220	\$1,087	\$1,307
2002	\$255	\$1,311	\$1,566
2003	\$256	\$1,136	\$1,392
2004*	\$209	\$846	\$1,055

Sacramento Regional Research Institute, December 2004

Data Source: RAND California

\*Note: 2004 data is through August.

FIGURE 59  
 NON-RESIDENTIAL AND RESIDENTIAL  
 CONSTRUCTION VALUATION  
 TRENDS IN PLACER COUNTY  
 (IN MILLIONS)



Sacramento Regional Research Institute, December 2004  
 Data Source: RAND California

### Land Costs and Availability

Placer County has abundant 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 land 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 60 shows that, depending upon location, size, accessibility, and topography, the cost of land in Placer County as of November 2004 ranges from \$4.70 per square foot for office buildings to \$25.52 for land zoned for neighborhood centers.

**FIGURE 60**  
**IMPROVED LAND COSTS IN PLACER COUNTY**

<i>Land Use</i>	<i>Average Cost per Square Foot</i>	
	<i>2003</i>	<i>2004*</i>
Office	\$4.00-\$20.50	\$4.70-\$16.26
Strip Center	\$9.22-\$126.92	-
Neighborhood Center (8-12 acres)	\$7.00-\$9.52	\$2.27-\$25.52

Sacramento Regional Research Institute, December 2004

Data Source: Grubb & Ellis, QuickComp Report 2003 and 2004.

\*Note: YTD is November 2004.

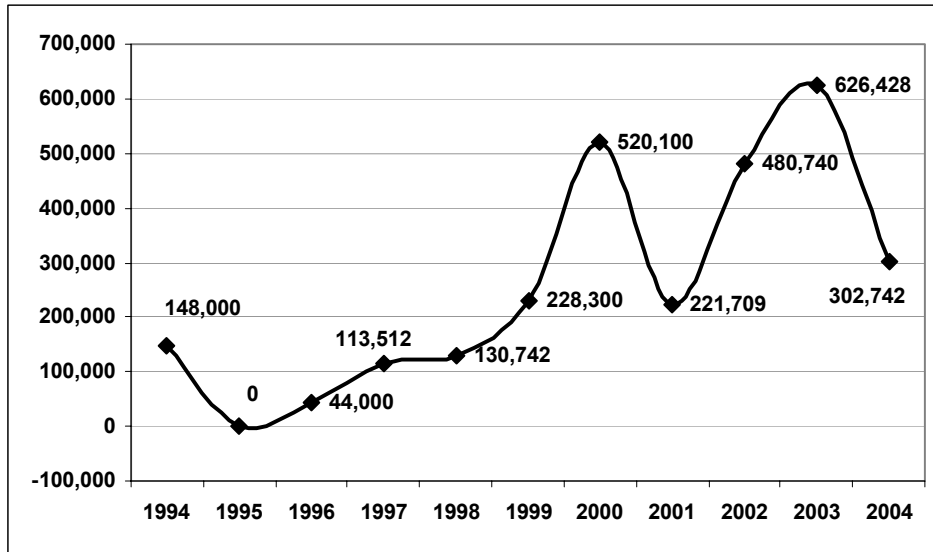
Undeveloped land requires infrastructure to service its intended use. In Placer County, several funding mechanisms are available to finance these improvements. They include, but are not limited to, the formation of an assessment district; Mello-Roos financing; the establishment of a buy-in fee program as property is zoned or developed for urban use; and the use of development impact fees. The details of each infrastructure financing package depend upon the size of the proposed project. As of the third quarter in 2004, the average price for a square foot of commercially zoned land was \$9.98 and the average price for an acre was \$434,911.

The Highway 65 Corridor lies 20 miles east of Sacramento on Interstate 80, only 90 minutes or less from the ski resorts, casinos, and alpine recreation areas of Lake Tahoe and two hours from the Pacific Ocean. Retail opportunities along Highway 65 Corridor include the Galleria Roseville and Creekside development, professional office space (such as space occupied by Agilent Technologies), transportation corridors such as East Roseville Parkway, Blue Oaks Boulevard, Pleasant Grove Road, and finally access from Highway 65 to Interstate 80. California businesses considering expansion or relocation to other states can achieve similar benefits along the Highway 65 Corridor and retain access to California's major markets, advanced communications, and proximity to Pacific Rim markets.

### **Office Space**

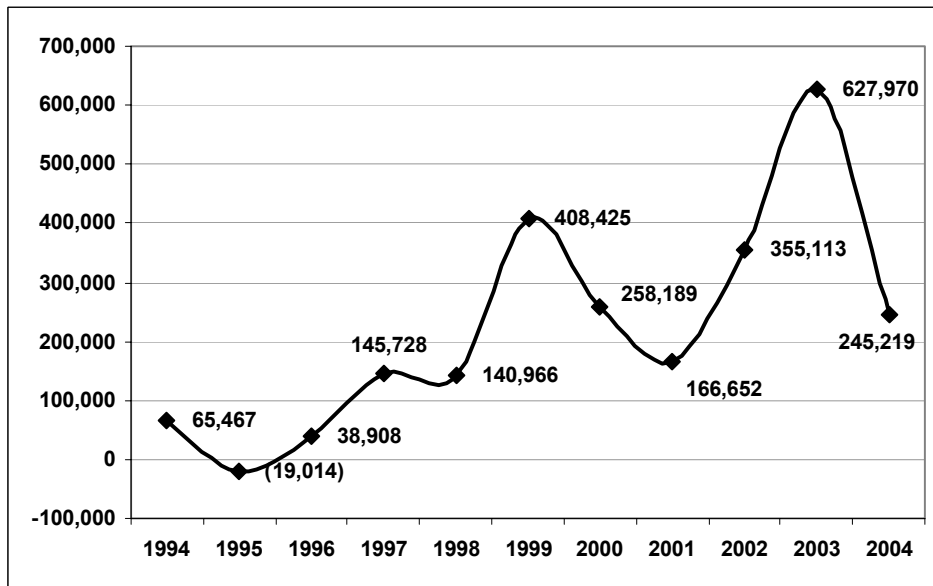
Figures 61 and 62 show the construction and absorption of the office space in Placer County over the past decade. Office space construction was at its highest point in 2003, at 626,428 square feet. Net absorption for the first three quarters of 2004 has been at lower level than those seen in 2002, and on par with 2001.

FIGURE 61  
OFFICE SPACE CONSTRUCTION IN PLACER COUNTY  
(SQUARE FEET)



Sacramento Regional Research Institute, December 2004  
Data Source: Colliers International  
Note: 2004 includes data for Quarters 1-3.

FIGURE 62  
OFFICE SPACE ABSORPTION IN PLACER COUNTY  
(NET ABSORPTION IN SQUARE FEET)



Sacramento Regional Research Institute, December 2004  
Data Source: Colliers International  
Note: 2004 includes data for Quarters 1-3.

Service-oriented tenants responding to the expanding population in Placer County created the greatest demand for office space. The demand for space is expected to continue to

grow as Placer County becomes a competitor for regional corporate relocations. Because of its proximity to executive housing, as well as affordable housing, good school systems and excellent infrastructure, the Roseville/Rocklin area continues to attract corporate and professional services tenants. With available land, Roseville/Rocklin should continue to expand and develop as a professional and corporate location and experience low vacancy rates.

Figure 63 shows that increases in office lease rates have been modest over the last eight years. The substantial amount of office space added to the market in a relatively short period of time has helped to maintain stable rents.

**FIGURE 63**  
**HISTORICAL OFFICE LEASE RATES IN PLACER COUNTY**  
**(COST PER SQUARE FOOT PER MONTH ON A FULL SERVICE BASIS)**

<i>Structure</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004*</i>
Class A Buildings	\$1.80	\$1.90	\$1.95	\$2.00	\$2.03	\$2.03	\$2.13	\$1.98
Class B Buildings	\$1.60	\$1.70	\$1.75	\$1.80	\$1.80	\$1.80	\$1.96	\$2.09
Class C Buildings	\$1.15	\$1.20	\$1.25	\$1.35	\$1.45	\$1.50	\$1.71	\$1.53

Sacramento Regional Research Institute, December 2004

Data Source: Colliers International

\*Note: 2004 includes data for Quarters 1-3.

### **Industrial/Warehouse Space**

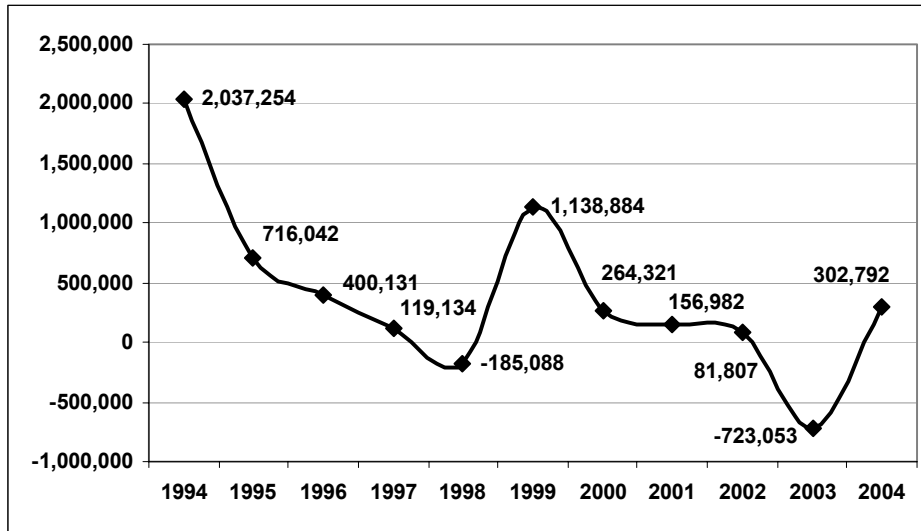
Figure 64 shows the absorption of the industrial space in Placer County between 1994 and 2004. The absorption of the industrial/warehouse space in Placer County peaked in 1994 to over 2.0 million square feet. In 1999, approximately 1.1 million of industrial/warehouse square feet were absorbed. Up to the third quarter, 2004 experienced an absorption rate that exceeded annual absorption rates for four years between 2000 through 2003.

The record growth seen in Placer County since late 1980s is due in part to the construction and occupation of several large distribution and manufacturing facilities. Buildings were constructed for companies such as Albertsons, NEC, Hewlett-Packard, SureWest Communications, and Wesco Manufacturing.

In the third quarter of 2004, warehouse facilities rented on average for \$0.65 to \$0.75 per square foot. Research and development space rented for \$1.20 to \$1.30 per square foot. Total industrial vacancy was approximately 20.5 percent.



FIGURE 64  
INDUSTRIAL SPACE ABSORPTION IN PLACER COUNTY  
(NET ABSORPTION IN SQUARE FEET)



Sacramento Regional Research Institute, December 2004  
Data Source: Colliers International  
Note: 2004 includes data for Quarters 1-3

Supported by the continuing expansion of commercial and business activities in Placer County the number of industrial parks in the County has grown over the last several years. Figure 65 shows some of the major existing and approved industrial parks (sized over 100,000 square feet) with a brief description of the types of industry and size of the park.

**FIGURE 65**  
**MAJOR INDUSTRIAL PARKS IN PLACER COUNTY**

<i>Project Name</i>	<i>Location</i>	<i>Size (sq. ft)</i>	<i>Industry / Major Business</i>
Auburn Industrial Park	Auburn	3,702,600	Mfg. & Dist., Electronics, Lighting, Printing
Lincoln Air Center	Lincoln	1,919,000	Distribution Warehouse and Production
Foothills Commerce Center	Roseville	900,000	Industrial and Technology Park
Hewlett Packard	Roseville	769,698	Industrial Distribution Warehouse
Douppnik Manufacturing	Loomis	740,520	Modular Construction
Sierra Placer Business Park	Placer County	702,000	Mfg. and Warehouse Space
Stone Point Corporate Plaza	Roseville	625,000	Office Space
Roseville/Rocklin Ace Hardware	Rocklin	478,468	Industrial Distribution Warehouse
Oracle Campus	Rocklin	450,000	Oracle
Roseville Parkway Industrial Center	Roseville	444,000	US Bancorp
Parkside Industrial Center	Roseville	374,400	Industrial Business Park
Eureka Corporate Center	Roseville	350,000	Office Space
Granite Creek Business Park	Rocklin	250,000	Office and Retail Park
Deans Industrial Park	Loomis	191,664	Mfg., Storage, and Office Space
Lava Ridge Business Center	Roseville	183,300	Office Space
Pride Industries	Roseville	177,000	Pride Industries Headquarters
Placer Town & County Village	Roseville	165,682	Retail and Office Space
Stanford Ranch Office Plaza	Rocklin	165,000	Office Space
American Olean Tile	Roseville	150,000	Industrial Distribution Warehouse
Cemo Business Park	Roseville	146,880	Office and Technology Park
Vineyard Pointe Business Park	Roseville	126,347	Industrial Business Park
Pacific Technology Spectrum	Rocklin	121,000	R&D, Warehouse, and Office Space
3939 Cincinnati Avenue	Rocklin	113,500	Industrial Flex Space
Atherton Tech Center	Placer County	100,000	Office Space

Sacramento Regional Research Institute, December 2004

Data Source: Placer County; the City of Lincoln; CB Richard Ellis; Stanford Ranch; Cemo Commercial; McGraw Hill Construction; ARD; Sacramento Business Journal.

## Retail Space

Figure 66 compares current retail lease rents, vacancy, space inventory, and absorption in two main regions of Placer County—Auburn/Loomis and Roseville/Rocklin.

**FIGURE 66**  
**RETAIL LEASE RATES, VACANCY, AND ABSORPTION**  
**IN PLACER COUNTY (3rd QUARTER, 2004)**

<i>Area</i>	<i>Lease Rates*</i> <i>Per Square Foot</i>	<i>Total Vacancy</i> <i>Square Feet</i>	<i>Total Inventory</i> <i>Square Feet</i>	<i>Net Absorption</i> <i>(YTD) Square Feet</i>
Auburn/Loomis	\$1.72	10,517	1,030,788	258,823
Roseville/Rocklin	\$2.45	181,768	5,311,295	153,890

Sacramento Regional Research Institute, December 2004

Data Source: CB Richard Ellis

\*Note: Data for Quarters 1-3

Retail Lease Rates are for in-line space in Community Centers.

Lease rates can vary based on the location, age, and type of the property.

In August 2000, The Galleria shopping mall opened in Roseville. The shopping center comprises 1.1 million square feet. Adjacent to the Galleria is the Creekside Center with approximately 694,000 square feet of retail and 435,000 square feet of office space.

### **Residential—Single Family Housing**

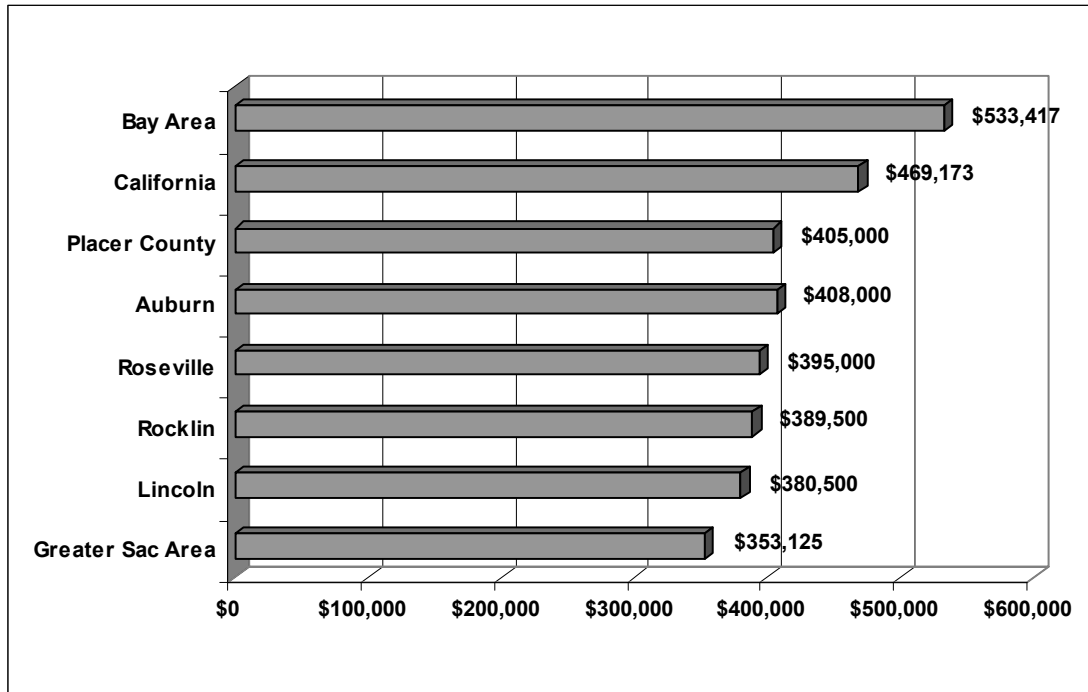
The comparatively low cost of housing in Placer County attracts many new residents to the region. Many Californians migrate to Placer County from the more expensive areas of the state, such as the Bay Area.

Figure 67 shows that the median home sale price in Placer County remains below the median prices seen on an overall basis for the state and the Bay Area.

Figure 68 illustrates the historic trend in median single-family home sale price (new and resale homes) in Placer County for June 2003 and 2004. Placer County experienced close to 22 percent growth, slightly less than the state and above the Greater Sacramento Area. The growth rates in Placer County and many of the cities are above the Bay Area, but the Bay Area median sale prices remain well above those in the county.

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 within an easy commute to major employment centers. For those living in more urbanized areas of the county, parks provide excellent recreation near most neighborhoods and there is easy access to rural areas.

FIGURE 67  
JUNE 2004 MEDIAN HOME SALE PRICES



Sacramento Regional Research Institute, December 2004  
 Data Source: California Association of Realtors  
 Note: Data reflects single family unit, new and resale homes.  
 Greater Sacramento Area data does not include Sutter or Yuba Counties.

FIGURE 68  
CHANGE IN MEDIAN HOME SALE PRICES

Area	Median Single Family Home Sales Price		
	June 2003	June 2004	Percent Change 2003-2004
California	\$374,535	\$469,173	25.3%
Bay Area	\$462,944	\$533,417	15.2%
Greater Sacramento Area	\$296,813	\$353,125	19.0%
Placer County	\$332,750	\$405,000	21.7%
Cities in Placer County			
Auburn	\$329,000	\$408,000	24.0%
Lincoln	\$302,000	\$380,500	26.0%
Rocklin	\$337,000	\$389,500	15.6%
Roseville	\$330,000	\$395,000	19.7%

Sacramento Regional Research Institute, December 2004  
 Data Source: California Association of Realtors  
 Note: Data reflects single family unit, new and resale homes.  
 Greater Sacramento Area data does not include Sutter or Yuba Counties.

REAL ESTATE

Figure 69 illustrates the average number of transactions for single family homes in 2002 and 2003. The increase in transactions within Placer County between 2002 and 2003 by far exceeded that of the Greater Sacramento Area, the Bay Area, and California. The City of Lincoln saw the highest transaction growth rate between 2002 and 2003 with an increase of almost 514 percent, reflecting some of the rapidly increasing population trends that the city has experienced.

**FIGURE 69**  
**NEW AND RESALE HOME TRANSACTIONS**  
**(SINGLE FAMILY AND CONDOS)**

<i>Area</i>	<i>2002</i>	<i>2003</i>	<i>Percent Change 2002-2003</i>
California*	572,550	601,770	5.1%
Bay Area	73,330	113,387	54.6%
Greater Sacramento Area**	27,092	49,740	83.6%
Placer County	4,599	9,938	116.1%
Cities in Placer County			
Auburn	527	713	35.3%
Colfax	121	137	13.2%
Lincoln	331	2,031	513.6%
Loomis	162	206	27.2%
Rocklin	798	1,730	116.8%
Roseville	1,585	3,868	144.0%

Sacramento Regional Research Institute, December 2004

Data Source: RAND California, DataQuest Real Estate database, California Association of Realtors

\*Note: California figures include data for single-family homes only.

\*\*Note: Greater Sacramento Area data does not include Sutter or Yuba Counties.



# **TRANSPORTATION**

*Sacramento Regional Research Institute*

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## Transportation

Interstate freeways, transcontinental railways, a deep-water shipping channel and two major airports give Placer County easy access to many major markets. 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 Greater Sacramento Area transportation advantages benefit the local economy and enhance Placer County's ability to reach and serve markets in the United States and abroad.

This section covers highways, airports, the Port of Sacramento, railroads, trucking and public transit.

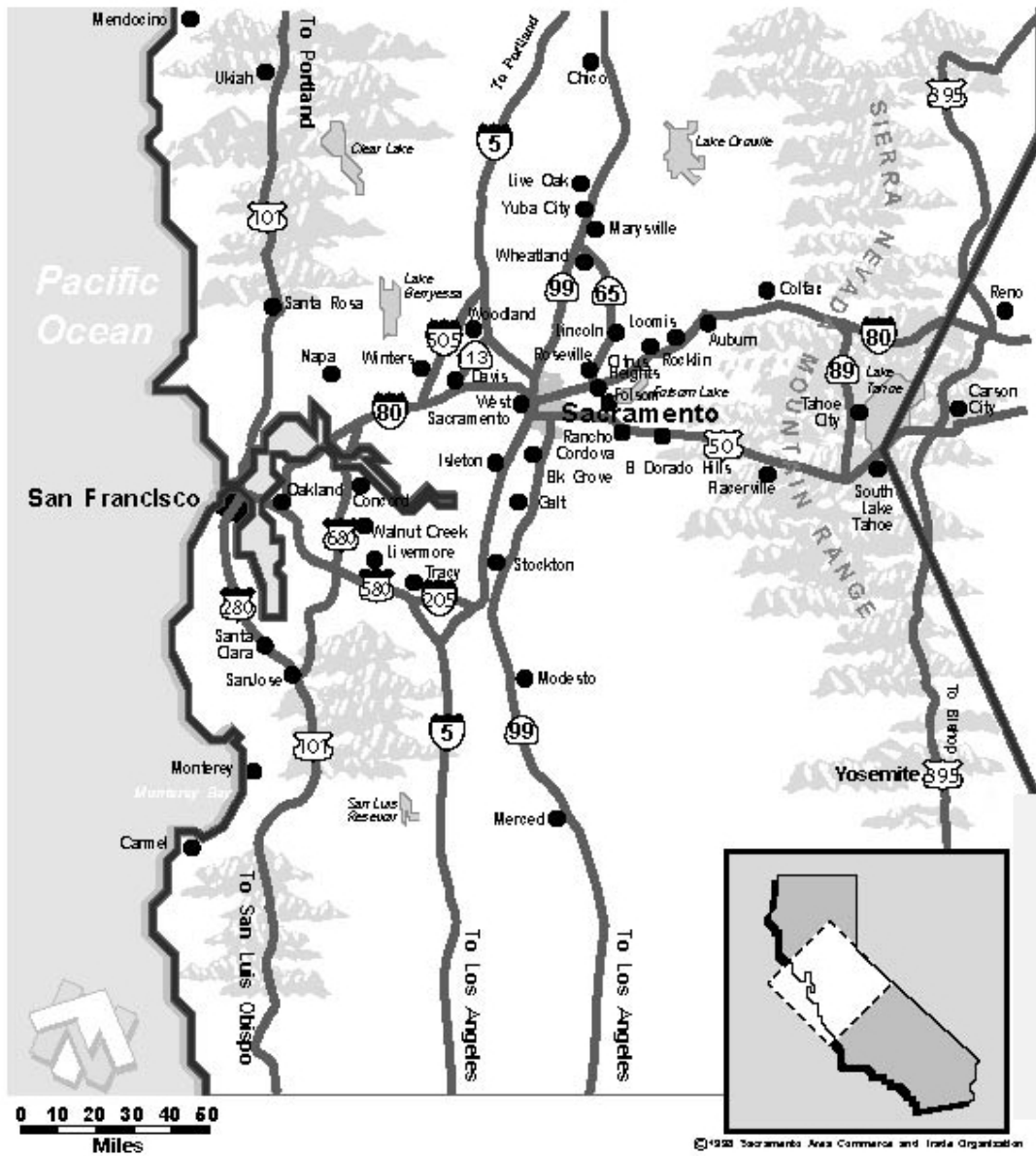
### Highways

Access via Interstate 80 and more than 820 miles of connecting highways permits rapid commutes to surrounding regions, placing cities such as San Francisco, Reno, Nevada and Salt Lake City 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 Greater Sacramento Area.

Figure 70 provides a view of the major transportation infrastructure in the Greater Sacramento Area and beyond.

TRANSPORTATION

FIGURE 70  
TRANSPORTATION MAP



Sacramento Regional Research Institute, December 2004  
Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map



## TRANSPORTATION

### Airports

Three large airports serve the residents and businesses of Placer County: Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport. Figure 71 shows the traffic for each of these airports.

**FIGURE 71**  
**AIRPORT TRAFFIC**

<i>Airport</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004**</i>
<b>Sacramento Int'l Airport</b>							
Passengers	7,201,378	7,554,892	7,923,999	8,012,581	8,510,924	8,778,163	7,158,346
Aircraft Operations	151,205	155,528	149,969	151,642	158,202	159,221	126,236
Air Freight (pounds)	123,061,569	102,131,390	101,676,554	105,129,404	133,134,658	133,004,390	95,711,271
Air Mail (pounds)	33,984,210	31,588,376	33,868,325	27,608,806	22,636,689	24,062,757	14,037,763
<b>Mather Airport</b>							
Air Freight (pounds)	121,643,622	156,559,629	148,742,644	129,297,510	123,610,668	120,249,435	93,170,831
Air Mail (pounds)	0	56,854,375	219,705,701	111,775,225	-	-	-
<b>Reno/Tahoe Int'l Airport</b>							
Passengers	6,663,125	6,104,086	5,626,034	4,932,648	4,510,992	4,586,027	3,905,777
Aircraft Operations	153,473	152,103	149,873	139,660	145,036	139,109	111,642
Air Freight (pounds)*	96,049,800	104,003,193	111,681,574	100,523,174	106,377,207	103,937,116	75,710,409

Sacramento Regional Research Institute, December 2004

Data Source: Sacramento Department of Airports, Airport Properties & Business Development, *Operations Reports*

Reno/Tahoe International Airport

\*Note: Includes Air Mail

\*\*Note: Sacramento International Airport YTD September, Mather Airport & Reno/Tahoe International YTD December

The newly remodeled Sacramento International Airport added 12 gates, doubling the terminal space. Sacramento International Airport is located 12 miles north of downtown Sacramento and 29 miles from Rocklin. Since September the 11<sup>th</sup> 2001, the airport has distinguished itself by adding four new airline carriers, and is currently served by fourteen airlines: Alaska, Aloha, America West, American, Continental, Delta, Frontier, Hawaiian, Horizon, JetBlue, Mexicana, Northwest, Southwest, and United. Offering over 150 scheduled departures daily these airlines provide travelers with nonstop or convenient connecting service to numerous destinations across the country and around the world. Commuter carrier United Express offers extensive service to smaller communities throughout California. In 2003, close to 8.8 million travelers used Sacramento International Airport. The airport's passenger traffic increased by 22 percent between 1998 and 2003 and grew by 10 percent between 2001 and 2003. Additionally, over 133 million pounds of air freight and over 24 million pounds of air mail were processed through the airport. Figure 72 shows many of the outgoing flights from Sacramento International Airport.

TRANSPORTATION

**FIGURE 72**  
**SACRAMENTO INTERNATIONAL AIRPORT FLIGHTS**

<i>Destination</i>	Outgoing Flights/ Week		<i>Destination</i>	Outgoing Flights/ Week	
	<i>Nonstop</i>	<i>One Stop or Connection</i>		<i>Nonstop</i>	<i>One Stop or Connection</i>
Acapulco, Mexico	0	1	Mazatlan, Mexico	0	7
Albany, NY	0	14	McAllen, TX	0	8
Albuquerque, NM	0	93	Memphis, TN	0	20
Amarillo, TX	0	6	Mexico City, Mexico	0	34
Amsterdam, Netherlands	0	27	Miami, FL	0	48
Anchorage, AK	0	20	Midland, TX	0	1
Atlanta, GA	14	75	Milwaukee, WI	0	21
Austin, TX	0	74	Minneapolis/ St. Paul, MN	14	63
Baltimore, MD	0	121	Monterey, CA	0	33
Belize City, Belize	0	8	Monterrey, Mexico	0	21
Boise, ID	13	14	Montreal, QU, Canada	0	14
Boston, MA	0	112	Nashville, TN	0	33
Buffalo, NY	0	21	New Orleans, LA	0	39
Burbank, CA	64	0	New York, NY (Kennedy)	7	42
Calgary, AL, Canada	0	7	New York, NY (La Guardia)	0	104
Cancun, Mexico	0	29	New York, NY (Newark)	0	96
Caracas, Venezuela	0	12	Norfolk, VA	0	14
Charlotte, NC	0	42	Oklahoma City, OK	0	36
Chicago (Midway)	0	74	Omaha, NE	0	70
Chicago (O'Hare)	28	56	Ontario, CA	77	0
Cincinnati, OH	0	33	Orange County, CA	46	0
Cleveland, OH	0	63	Orlando, FL	0	73
Colorado Springs, CO	0	7	Palm Springs, CA	7	0
Columbus, OH	0	66	Panama City, Panama	0	7
Cozumel, Mexico	0	1	Paris, France (De Gaulle)	0	21
Crescent City, CA	0	13	Pensacola, FL	0	5
Dallas/ Ft. Worth, TX	42	34	Philadelphia, PA	0	80
Dayton, OH	0	16	Phoenix, AZ	87	18
Denver, CO	49	28	Pittsburg, PA	0	48
Des Moines, IA	0	34	Portland, OR	74	0
Detroit, MI	0	99	Providence, RI	0	21
El Paso, TX	0	28	Puerto Vallarta, Mexico	0	15
Eureka/ Arcata, CA	13	0	Raleigh/ Durham, NC	0	52
Fort Myers, FL	0	18	Richmond, VA	0	20
Frankfurt, Germany	0	27	Rochester, NY	0	21
Fresno, CA	0	27	Saginaw, MI	0	7
Ft. Lauderdale, FL	0	55	Salt Lake City, UT	28	0
Grand Rapids, MI	0	27	San Antonio, TX	0	75
Great Falls, MT	0	7	San Diego, CA	93	7
Greensboro, NC	0	7	San Francisco, CA	54	0
Guadalajara, Mexico	7	7	San Jose Cabo, Mexico	0	15
Hartford, CT	0	42	San Juan, Puerto Rico	0	17
Honolulu, HI	7	8	San Luis Obispo, CA	0	15
Houston, TX (Hobby)	0	18	Santa Barbara, CA	0	54
Houston, TX (Intercontinental)	14	69	Savannah, GA	0	7
Indianapolis, IN	0	77	Seattle, WA	67	14
Jacksonville, FL	0	23	Spokane, WA	0	59
Kansas City, MO	7	98	St. Louis, MO	0	70
Las Vegas, NV	68	15	Syracuse, NY	0	7
Little Rock, AR	0	1	Tallahassee, FL	0	7
London, England (Gatwick)	0	29	Tampa, FL	0	48
London, England (Heathrow)	0	22	Toronto, Canada	0	27
Long Island, NY	0	7	Tucson, AZ	0	13
Los Angeles, CA	107	0	Tulsa, OK	0	28
Louisville, KY	0	21	Washington DC (Dulles)	14	72
Manchester, NH	0	28	Washington DC (National)	0	74
Maui, HI	7	7	West Palm Beach, FL	0	29
			Wichita, KS	0	14

Sacramento Regional Research Institute, December 2004

Data Source: Sacramento International Airport Flight Schedule, November 2004

## TRANSPORTATION

The Reno/Tahoe International Airport, located in Reno, Nevada, provides the services of 10 major airlines and non-stop service to more than 50 North American markets. In 2003, the Airport served almost 4.6 million passengers. Recent improvements include parallel 9,000 foot and 11,000 foot concrete runways, an improved baggage claim area, and a 2,400 space parking structure. The largest regularly scheduled aircraft is the Boeing 757. The Airport, however, can accommodate aircraft as large as a Boeing 747.

Mather Airport began operations in May 1995, as an air cargo and general aviation facility. Mather includes two parallel runways, one of which is 11,300 feet long and capable of handling the largest, fully-loaded aircraft. The majority of air cargo companies have shifted their operations from Sacramento International Airport to Mather Airport, a facility that can meet their requirements more efficiently.

The Lincoln Regional Airport is a publicly-owned airport situated on 775 acres, 35 miles north of Sacramento International Airport. This airport is a regional center for general and corporate aviation, with an industrial and business park expanding on and around the facility. The airport has a single asphalt runway capable of landing most corporate jet aircraft. Facilities include 260 tie-downs, 46 portable hangars, 70 T-hangars, nine corporate hangars, and conventional hangar space for 26 aircraft. An Instrument Landing System also makes Lincoln Airport more accessible during inclement weather to the 200 aircraft and corporate jets ported at Lincoln.

The Truckee Tahoe Airport is located midway between the historic town of Truckee and the beautiful north shores of Lake Tahoe. A full range of airport services are available for corporate and private aircraft. The centralized location of the Truckee Tahoe Airport provides excellent access to skiing, boating, tennis, golf, swimming, and lodgings nestled in the majestic mountains and green valleys of the Sierra. Two paved runways, one 4,650 feet and the other 100 feet by 7,000 feet, complete runway lighting, 210 paved tie-downs, and 24-hour aircraft fueling are available.

The 210-acre Auburn Municipal Airport site is located within the city limits of Auburn. The paved runway is 3,700 feet long and 75 feet wide with one 30-foot wide parallel paved taxiway. A 40 by 40 foot public helipad is available and adjacent to a helipad that served the California Highway Patrol throughout most of 2003. The Auburn Municipal Airport provides automatic runway lights, 176 tie-downs and aviation fuel.

**Port of Sacramento**

In the Port of Sacramento’s 2004 fiscal year, 779,000 short tons were handled. Figure 73 shows the historical tonnage for the Port of Sacramento.

**FIGURE 73  
PORT OF SACRAMENTO  
HISTORICAL TONNAGE  
(IN THOUSANDS)**

<i>Fiscal Year</i>	<i>Tonnage (Short Tons)</i>	<i>Percent Change</i>
1992	1,224	
1993	1,126	-8%
1994	1,368	22%
1995	1,009	-26%
1996	1,154	14%
1997	1,091	-5%
1998	1,033	-5%
1999	872	-16%
2000	833	-4%
2001	922	11%
2002	748	-19%
2003	878	17%
2004	779	-11%

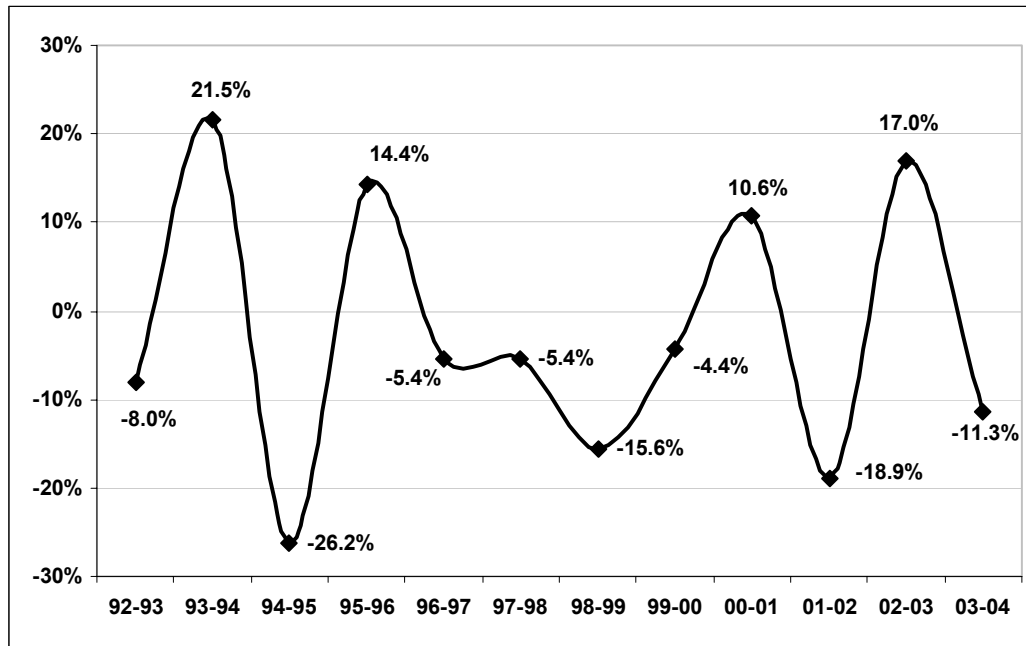
Sacramento Regional Research Institute, December 2004  
Data Source: Port of Sacramento

The Port of Sacramento 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, cement lumber, and animal feeds. Its location near Interstates 80 and 5 give trucks easy access. Major transcontinental railways also serve the Port, operating on the Port’s own track system and 200-car marshalling yard.

Located 79 nautical miles northeast of the San Francisco Bay, the inland Port of Sacramento provides environmental protection, enabling it to handle many sensitive cargoes. Ship loaders, warehouses, and enclosed conveyor systems are equipped with dust collection equipment. A total of 309,960 square feet of covered storage is available for break-bulk cargo and general storage. The Port also has outside bulk paved storage for 650,000 tons. Inside, covered bulk storage areas provide space for almost 200,000 tons. In addition, the Port has approximately 3,000 acres of land on either side of the 47-mile long ship channel. Some of this land is suitable for development.

The annual shipping volume is highly volatile, as seen in Figure 74. The volatility is due to the sensitivity of the port operation to local, state, national and international economic events.

FIGURE 74  
PORT OF SACRAMENTO TONNAGE GROWTH RATES



Sacramento Regional Research Institute, December 2004  
Data Source: Port of Sacramento

## Railroads

Placer County is on the main east-west Union Pacific Railway lines. For over 80 years, a major switching yard has operated in Roseville. Union Pacific's 600-acre Roseville site is the largest rail yard on the west coast providing transcontinental “piggyback” services. The yard has handled an increasing volume of freight every year since it was designed as a piggyback hub in 1983. In addition, siding and tie-ins are provided at company facilities, affording direct access to railcars.

As a result of the 1996 merger of the Union Pacific with the Southern Pacific, Placer County has access to Burlington Northern Santa Fe Railway, giving the County service by both major Western railroads. Union Pacific's major freight classification facility for Northern California, Nevada and Oregon continues to remain in Roseville.

Amtrak provides daily passenger service from Placer County to locations in and out of California. In addition, an Amtrak train that travels the length of the Central Valley is linked by bus to Stockton, 50 miles to the south. The Capitol Corridor system provides high speed commuter rail service from Roseville to San Jose. The Capitol Corridor system is currently planning to expand the number of high speed trains serving Roseville to as many as ten during the next ten years.

## **Trucking**

The valley's reputation as a leading agricultural center is supported by a trucking service that moves the majority of produce from the fields to processing plants, and market destinations throughout the United States. The trucking industry also supports the Greater Sacramento Area's manufacturing base by transporting goods produced by industries in 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.

## **Public Transit**

Greyhound Bus Lines provides passenger and small freight services in Placer County. Roseville Dial-A-Ride (RADAR) offers local bus service to Roseville residences while Placer County transit supplies bus service to the South Placer area. The Roseville Commuter Service operates an express commuter bus service between Roseville and Sacramento.

The cities of Auburn and Lincoln operate local bus service within their respective communities. The Consolidated Transportation Services Agency (CTSA) runs specialized transit services for elderly and disabled persons in Placer County.

The Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily. TART bus service is operated by the County of Placer Department of Public Works and funded on the Nevada side by the Regional Transportation Commission of Washoe County. On the Truckee side, the service is partially funded by the Town of Truckee.

Figure 75 illustrates the annual ridership for the TART bus service. The ridership has had some fluctuations over the past ten years, however it has remained fairly constant for many years. The largest growth in ridership was seen between 1999 and 2000 with 13 percent growth in riders.

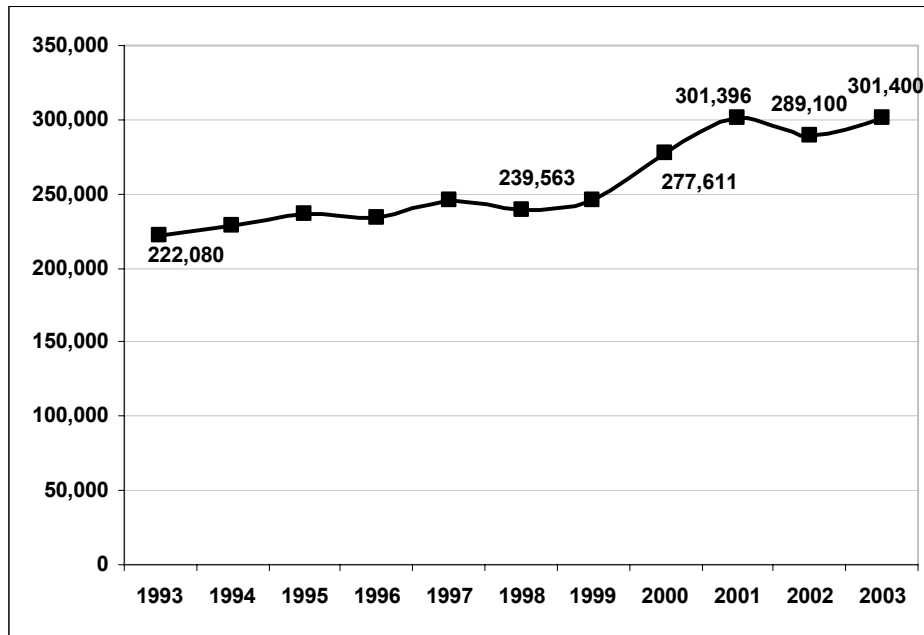
**FIGURE 75**  
**TART ANNUAL RIDERSHIP**

<i>Fiscal Year</i>	<i>Ridership</i>	<i>Percent Change</i>
1992	224,690	
1993	222,080	-1.2%
1994	229,077	3.2%
1995	235,850	3.0%
1996	233,692	-0.9%
1997	245,032	4.9%
1998	239,563	-2.2%
1999	245,269	2.4%
2000	277,611	13.2%
2001	301,396	8.6%
2002	289,100	-4.1%
2003	301,400	4.3%

Sacramento Regional Research Institute, December 2004  
Data Source: Tahoe Area Regional Transit

Figure 76 provides a graphical depiction of the TART ridership since 1993. The graph demonstrates the fairly stable ridership over the past ten years. 2001 and 2003 figures represent the highest ridership numbers between 1993 and 2003 at about 301,400 passengers annually.

FIGURE 76  
TART RIDERSHIP TREND



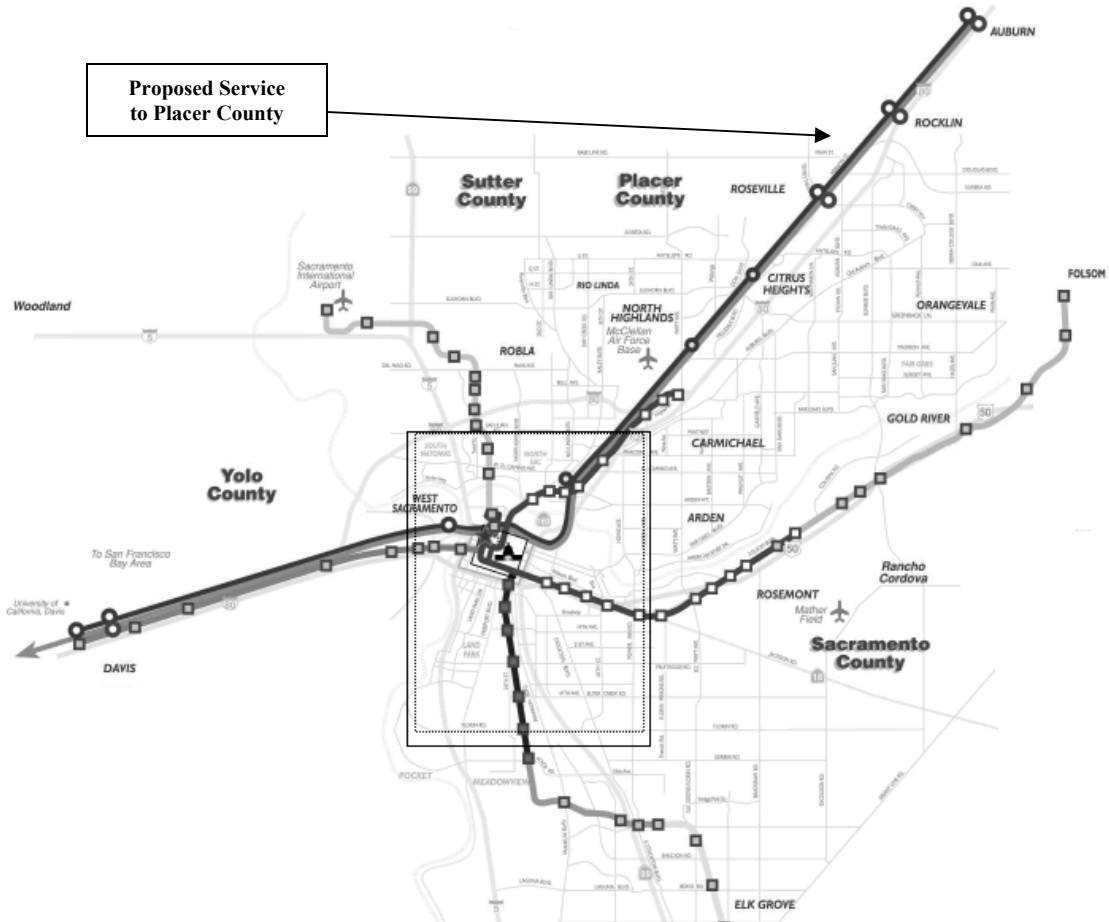
Sacramento Regional Research Institute, December 2004  
Data Source: Tahoe Area Regional Transit

Figure 77 graphically shows the Sacramento Regional Transit District’s ten-year expansion proposal. The light rail system represents an essential part of the regional transportation infrastructure and presently consists of 27-mile track linking Sacramento’s downtown area with its eastern and western suburbs, a 6.3-mile extension to south Sacramento completed in 2003, and a 2.8-mile extension from Mather Field to the Sunrise Light Rail Station completed in 2004. The future extension plans include an extension to Folsom, a 13-mile extension between downtown Sacramento, Natomas and the Sacramento International Airport, and a further (phase two) South Line extension to Cosumnes River College in the Elk Grove area. Phase two of the South Sacramento Line is planned to be completed between 2007 and 2010. Additionally, Regional Transit is adding an extension from downtown Folsom to the downtown Sacramento Amtrak station. The Folsom extension is scheduled to be completed in 2005 and will add 6,000 daily passengers to the light rail system. As shown in the map, there are also plans to extend the rail service to Roseville, Rocklin, and Auburn.



# TRANSPORTATION

FIGURE 77  
SACRAMENTO REGIONAL TRANSIT DISTRICT  
TEN-YEAR SYSTEM EXPANSION PROPOSAL MAP



Sacramento Regional Research Institute, December 2004  
Source: Sacramento Regional Transit District



**RESOURCES  
AND UTILITIES**

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## Resources and Utilities

This section provides a description of utility distribution companies, natural gas, water, and hazardous and waste water.

### Utility Distribution Companies

Electricity in the region is provided by the City of Roseville, Pacific Gas and Electric Company (PG&E), Sierra Pacific Power Company and Sacramento Municipal Utility District. Hydroelectric stations generate a considerable quantity of the electricity in the region.

Pacific Gas and Electric Company (PG&E) is a subsidiary of PG&E Corporation and maintains its headquarters in San Francisco. PG&E provides natural gas and electric service to approximately 13 million people, or nearly one in every twenty Americans in its 70,000 square mile Northern and Central California service area. PG&E has a number of locally based economic development representatives to provide comprehensive services for new and expanding businesses facilities. PG&E economic development representatives partner with the local economic development corporations in its service territory to provide these services. Its representatives can discuss the energy efficiency program options available to help building owners and designers to make a new or retrofitted facility as energy efficient as possible.

Roseville Electric is a not-for-profit electric utility owned by the City of Roseville and regulated by the City Council. Roseville Electric has some of the lowest energy prices in the state, and provides the highest power reliability in Northern California. For over 90 years, it has assisted its customers in designing and constructing electric facilities, launching new businesses, and implementing energy efficiency projects. Roseville Electric services approximately 43,000 customers, 89 percent of whom are residential customers. Its recently proposed Roseville Energy Park will feature a new 160-megawatt natural gas-fired generation that will use the latest available environmentally responsible technology and is projected to meet 60 percent of the community's needs.

Sierra Pacific Power Company is an investor-owned public utility company engaged primarily in the generation, purchase, transmission, distribution, and sale of electric energy. The company supplies power to approximately 960,000 customers residing in an area of almost 55,000 square miles in western, central, and northeastern parts of Nevada, and a portion of eastern California in Alpine, Placer, Nevada, Sierra and Plumas Counties. In mid-1996, Sierra Pacific Power Company completed development of the Pinon Pine Power Project, a state-of-the-art "clean coal technology" generator providing power to 60,000 homes.

The Sacramento Municipal Utility District (SMUD) is a public utility that generates, transmits and distributes electric power to a 900-square-mile services area that includes primarily Sacramento County as well as a small portion of Placer County. For more than

## RESOURCES AND UTILITIES

fifty years SMUD has served the region as a reliable source of electricity at consistently low prices. The utility provides electric power to 553,337 residential and commercial customers and represents the nation's sixth largest publicly owned utility in terms of customers served. SMUD's electricity comes from a diverse range of sources including hydro generation, cogeneration plants, advanced and renewable technologies as well as power purchased on the wholesale market.

### Natural Gas

Natural gas is available for commercial and residential uses in Placer County through PG&E. All large PG&E gas customers can now purchase their gas from the supplier of their choice and pay PG&E only for the gas transportation services they actually use. Other gas purchasing options for smaller customers assure that all PG&E customers have access to reliable, competitively priced sources of natural gas. Southwest Gas provides natural gas services in the North Lake Tahoe area. Rates for commercial/industrial users appear in Figure 78.

**FIGURE 78**  
**COMMERCIAL/INDUSTRIAL NATURAL GAS RATES**

<i>Commercial/Industrial User Class</i>	<i>Summer Per Therm Charge (1)</i>		<i>Winter Per Therm Charge (2)</i>	
	<i>1st 4K Therms</i>	<i>Excess</i>	<i>1st 4K Therms</i>	<i>Excess</i>
Up to 20,800 Therms/Month (3)	\$0.89483	\$0.78672	\$0.96027	\$0.82697
Above 20,800 Therms/Month (4)	\$0.87147	\$0.76336	\$0.93691	\$0.80361

Sacramento Regional Research Institute, December 2004

Data Source: Pacific Gas and Electric Company, Schedules G-NR1 & G-NR2. Rates effective August 6, 2004.

Notes: The rates listed above include gas procurement and transportation charge. The gas procurement charges change monthly.

(1) April 1 through October 31.

(2) November 1 through March 31.

(3) Customer charge is an additional \$0.34346 - \$0.44437/day.

(4) Customer charge is an additional \$4.95518/day

### Water

The Placer County Water Agency (PCWA) is a major provider of water to Placer County customers. PCWA is a public non-profit agency established in 1957 by a special Act of the California Legislature.

Two specialized water resource service divisions are managed by PCWA. The Power Division, headquartered in Foresthill, operates the Middle Fork Project. The main features of this project are large reservoirs and five diversion dams, five hydroelectric power plants, diversion and water transmission facilities and five tunnels. This division controls the waters of the American and Rubicon Rivers and other tributaries for irrigation, domestic and commercial purposes as well as for the generation of electric energy.

## RESOURCES AND UTILITIES

The Water Division, headquartered in Auburn, operates nine water treatment plants, eleven reservoirs, five dams, 22 storage tanks, three wells and a 385-mile network of pipelines and canals. This system provides water for commercial, domestic, irrigation, and other agricultural uses.

The main sources of water for the PCWA are the Yuba and Bear Rivers. This supply comes from Lake Spaulding and is purchased from the Pacific Gas and Electric Company. The American River provides a second source from appropriated water rights developed through construction of the Middle Fork Project. The United States Bureau of Reclamation Central Valley Project (CVP) provides a third source of water to the Agency. Area wells serve as the fourth water source for PCWA.

The City of Roseville's Water Treatment Plant (WTP) recently underwent a 12 million gallon per day expansion resulting in a total water treatment capacity of 60 million gallons per day. This plant expansion is the next step in meeting the needs of a growing population. Two more plant expansions are anticipated which would bring the total treatment capacity to 100 million gallons per day.

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 79 shows the water usage cost comparison of different areas in Placer County and the Greater Sacramento Area.

**FIGURE 79  
COMMERCIAL/INDUSTRIAL WATER USAGE COSTS  
FOR SELECTED AREAS**

Area	Monthly Cost 30,000 cu. ft./2" Meter		
	Basic Svc. Charge	Water	Total Cost
Rocklin	\$106	\$258	\$364
Yuba City	\$86	\$264	\$351
Woodland	\$7	\$297	\$304
El Dorado Hills	\$40	\$246	\$286
Marysville	\$70	\$201	\$271
Folsom	\$103	\$117	\$220
Sacramento	\$10	\$178	\$188
Roseville	\$51	\$132	\$183

Sacramento Regional Research Institute, December 2004  
 Data Source: El Dorado Irrigation District  
 City of Folsom Finance Department  
 Placer County Water Agency  
 City of Roseville Environmental Utilities Department  
 City of Sacramento Public Works, Utilities Department  
 City of Woodland Finance Department  
 City of Yuba City Public Works Department  
 California Water Service for Yuba County  
 Note: Monthly costs as of December 2004.

## **Solid Waste and Waste Water**

Solid waste collection for the unincorporated areas of Placer County is divided into six separate franchise areas. 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. A 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. Non-recyclable waste is transported to the Lockwood Landfill near Reno, Nevada.

Three franchise areas in western Placer County, the cities of Roseville, Auburn, Loomis, Lincoln, and Rocklin 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. The WPMRF began operation in late 1995. This landfill is located between Lincoln and Roseville. The cities of Auburn and Colfax and the Town of Loomis purchased the services of this solid waste facility. This landfill is scheduled to close in 2025. Adjacent to the existing location a 400-acre expansion area was set aside, but the environmental document for the proposed expansion is currently being challenged in court.

The Dry Creek Wastewater Treatment Plant (WWTP), owned and operated by the City of Roseville, serves the southwest corner of Placer County. The Dry Creek facility has a capacity rating of 18 million gallons per day. The new \$120 million Pleasant Grove Wastewater Plant project in Roseville was completed in June 2004. The Pleasant Grove facility uses the latest state-of-the-art wastewater treatment technology to produce 12 million gallons of recycled water per day. The total treatment capacity resulting from both facilities is 30 million gallons per day, which is sufficient to meet the region's wastewater needs beyond 2010.

The Tahoe-Truckee Sanitation Agency was formed on May 1, 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 in the five member entities. These entities include the Tahoe City Public Utility District, the North Tahoe Public Utility District, the Squaw Valley County Water District, the Alpine Springs County Water District, and the Truckee Sanitary District. The Agency constructed a regional system that transports all sewage from the member districts to a regional plant. Transporting wastewater out of the Tahoe Basin is designed to protect potable water sources and to preserve the purity of Lake Tahoe.

The effluent is retained in the Truckee River Basin, so that the quantity of water available to users downstream would not be diminished by the project. The project required construction of an interceptor line from Tahoe City to the Martis Valley, construction of a 4.83 MGD regional sewage treatment plant, and installation of an underground disposal system that allows the effluent to percolate into the permeable glacial outwash soil near

## RESOURCES AND UTILITIES

the plant site. Tertiary treatment is necessary to protect the quality of the Truckee River water.



# **DIRECTORY**

*Sacramento Regional Research Institute*

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## Directory

### Placer County

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

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

Office of Economic Development  
175 Fulweiler Avenue  
Auburn, CA 95603  
(530) 889-4016  
[www.placer.ca.gov/business/business.htm](http://www.placer.ca.gov/business/business.htm)

Planning Department  
11414 B Avenue  
Dewitt Center  
Auburn, CA 95603  
(530) 886-3000  
[www.placer.ca.gov/planning/planning.htm](http://www.placer.ca.gov/planning/planning.htm)

Department of Public Works  
11444 B Avenue  
Dewitt Center  
Auburn, CA 95603  
(530) 889-7500  
[www.placer.ca.gov/works/works.htm](http://www.placer.ca.gov/works/works.htm)

Sheriff's Department  
P.O. Box 6990  
Auburn, CA 95604  
(530) 889-7800  
[www.placer.ca.gov/sheriff/](http://www.placer.ca.gov/sheriff/)

## DIRECTORY

Placer County Administration Center  
2986 Richardson Drive  
Auburn, CA 95603  
(530) 889-4275  
[www.placer.ca.gov/admin/admin.htm](http://www.placer.ca.gov/admin/admin.htm)

Placer County Sheriff – Tahoe Substation  
2501 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 581-6300  
[www.placer.ca.gov/sheriff/stations/tahoesub.htm](http://www.placer.ca.gov/sheriff/stations/tahoesub.htm)

### **City of Auburn**

City Manager  
1225 Lincoln Way, Room 9  
Auburn, CA 95603  
(530) 823-4211 ext. 191  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Community Development Department  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
(530) 823-4211 ext. 3  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

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

Police Department  
1215 Lincoln Way  
Auburn, CA 95603  
(530) 823-4211 ext. 1  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Public Works Department  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
(530) 823-4211 ext. 3  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

**City of Colfax**

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

Fire Department  
33 South Main Street  
Colfax, CA 95713  
(530) 346-6776

Public Works Department Corporation Yard  
P.O. Box 702 (Mailing)  
250 Rising Sun Road  
Colfax, CA 95713  
(530) 346-8640

**City of Lincoln**

City Administrator  
640 Fifth Street  
Lincoln, CA 95648  
(916) 645-3314  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Community Development  
640 Fifth Street  
Lincoln, CA 95648  
(916) 645-3320  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

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

## DIRECTORY

Police Department  
770 Seventh Street  
Lincoln, CA 95648  
(916) 645-4040  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Public Works Department  
640 Fifth Street  
Lincoln, CA 95648  
(530) 645-8576  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

### **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**

City Administrator  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5000  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Community Development Department  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5100  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Police Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5400  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Public Works Department  
4081 Alvis Court  
Rocklin, CA 95677  
(916) 625-5500  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Fire Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5300  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

### **City of Roseville**

City Manager  
311 Vernon Street  
Roseville, CA 95748  
(916) 774-5362  
[www.roseville.ca.us/index.asp?page=42](http://www.roseville.ca.us/index.asp?page=42)

Economic and Community Services Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5270  
[www.roseville.ca.us/index.asp?page=47](http://www.roseville.ca.us/index.asp?page=47)

Fire Department  
401 Oak Street, Room 402  
Roseville, CA 95678  
(916) 774-5800  
[www.roseville.ca.us/index.asp?page=46](http://www.roseville.ca.us/index.asp?page=46)

Parks and Recreation Department  
401 Oak Street, Room 400  
Roseville, CA 95678  
(916) 774-5242  
[www.roseville.ca.us/index.asp?page=50](http://www.roseville.ca.us/index.asp?page=50)

Planning Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5276  
[www.roseville.ca.us/index.asp?page=51](http://www.roseville.ca.us/index.asp?page=51)

Police Department  
1051 Junction Boulevard  
Roseville, CA 95678  
(916) 774-5010  
[www.roseville.ca.us/index.asp?page=52](http://www.roseville.ca.us/index.asp?page=52)

Public Works Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5331  
[www.roseville.ca.us/index.asp?page=53](http://www.roseville.ca.us/index.asp?page=53)

### **Business Organizations: Chambers of Commerce**

Auburn Area 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 Chamber of Commerce  
P.O. Box 346 (Mailing)  
Foresthill, CA 95631  
(530) 367-2474  
[www.foresthillchamberonline.com](http://www.foresthillchamberonline.com)

Granite Bay/Roseville Chamber of Commerce  
650 Douglas Boulevard  
Roseville, CA 95678  
(916) 783-8136  
[www.rosevillechamber.com](http://www.rosevillechamber.com)

Lincoln Area Chamber of Commerce  
511 5<sup>th</sup> Street  
Lincoln, CA 95648  
(916) 645-2035  
[www.lincolinchamber.com](http://www.lincolinchamber.com)

## DIRECTORY

Loomis Basin Chamber of Commerce  
P.O. Box 1212 (Mailing)  
5911 King Road, Suite C  
Loomis, CA 95650  
(916) 652-7252  
[www.ppgn.com/lbcc\\_home.html](http://www.ppgn.com/lbcc_home.html)

Employment Training Panel  
1100 J Street, Fourth Floor  
Sacramento, CA 95814  
(916) 327-5262  
[www.etp.ca.gov](http://www.etp.ca.gov)

Placer County Office of Economic Development  
175 Fulweiler Avenue  
Auburn, CA 95603  
(916) 889-4016  
[www.placer.ca.gov/business/business.htm](http://www.placer.ca.gov/business/business.htm)

Rocklin Chamber of Commerce  
5055 Pacific Street  
Rocklin, CA 95677  
(916) 624-2548  
[www.rocklinchamber.com](http://www.rocklinchamber.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)

State of CA Department of Parks and Recreation  
7806 Folsom-Auburn Road  
Folsom, CA 95630  
(916) 988-0205  
[www.parks.ca.gov](http://www.parks.ca.gov)

United States Forest Service  
22830 Foresthill Road  
Foresthill, CA 95631  
(530) 367-2224  
[www.fs.fed.us/r5/tahoe/](http://www.fs.fed.us/r5/tahoe/)

## Newspapers

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

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

Loomis News  
P.O. Box 125  
Loomis, CA 95650  
(916) 652-7939

Lincoln News Messenger  
690 G Street  
Lincoln, CA 95648  
(916) 645-7733

North Tahoe/Truckee Week  
P.O. Box 67 (Mailing)  
200 Center Street  
Carnelian Bay, CA 96140  
(530) 546-5995

Placer Herald  
4253 Rocklin Road  
Rocklin, CA 95677  
(916) 624-9713

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

Tahoe World  
395 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-3487



## Colleges and Universities

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

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

CSUS Continuing Education Program at Sierra College  
 Roseville Gateway Center  
 333 Sunrise Blvd.  
 Roseville, CA 95661  
 &  
 300 State University Drive East (Mailing)  
 Sacramento, CA 95819  
 (916) 278 4711  
[www.cce.csus.edu](http://www.cce.csus.edu)

Cosumnes River College  
 8401 Center Parkway  
 Sacramento, CA 95823  
 (916) 691-7410  
[www.crc.losrios.edu](http://www.crc.losrios.edu).

Golden Gate University  
 2595 Capitol Oaks Drive  
 Sacramento, CA 95833  
 (916) 648-1446  
[www.ggu.edu/about/Locations/Sacramento](http://www.ggu.edu/about/Locations/Sacramento)

## DIRECTORY

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

National University  
9320 Tech Center Drive  
Sacramento, CA 95826  
(916) 855-4101  
[www3.nu.edu/aboutNU/locations/S-T.html](http://www3.nu.edu/aboutNU/locations/S-T.html)

Sacramento City College  
3835 Freeport Boulevard  
Sacramento, CA 95822  
(916) 558-2111 (Recorder)  
(916) 558-2441 (General Information)  
[www.scc.losrios.edu/](http://www.scc.losrios.edu/)

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

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

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

Yuba College  
2088 North Beale Road  
Marysville, CA 95901  
(916) 741-6700  
[www.yuba.cc.ca.us](http://www.yuba.cc.ca.us)

## Cultural Entities

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

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

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

Foresthil Divide Museum  
 24601 Harrison Street  
 In Leroy Botts Memorial Park  
 Foresthill, CA 95631  
 (530) 367-3988  
[www.placer.ca.gov/museum/foresthil.htm](http://www.placer.ca.gov/museum/foresthil.htm)

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

Gold Country Museum  
 1273 High Street  
 In the Gold Country Fairgrounds  
 Auburn, CA 95603  
 (530) 887-0690  
[www.placer.ca.gov/museum/goldctry.htm](http://www.placer.ca.gov/museum/goldctry.htm)

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

## DIRECTORY

Maidu Interpretive Center  
1960 Johnson Ranch Road  
Roseville, CA 95661  
(916) 772-4242  
[www.roseville.ca.us/index.asp?page=379](http://www.roseville.ca.us/index.asp?page=379)

Mondavi Center  
University of California, Davis  
One Shields Avenue  
Davis, CA 95616  
(530) 754-5000  
[www.cfa.ucdavis.edu](http://www.cfa.ucdavis.edu)

Roseville Arts Center/Haman House/Tower Lobby Gallery  
424 Oak Street  
Roseville, CA 95678  
(916) 783-4117

Roseville Telephone Museum  
106 Vernon Street  
Roseville, CA 95678  
(916) 786-1621

Placer County Museum  
101 Maple Street  
Auburn, CA 95603  
(530) 889-6500  
[www.placer.ca.gov/museum/courthou.htm](http://www.placer.ca.gov/museum/courthou.htm)

### **Tourism**

North Lake Tahoe Resort Association  
P.O. Box 5459  
950 North Lake Blvd., Suite 3  
Tahoe City, CA 96145  
(530) 581-6900

Placer County Visitor Information Center  
13411 Lincoln Way Auburn, CA 95603  
(530)887-2111  
[www.visitplacer.com](http://www.visitplacer.com)

## **Hazardous Waste Removal**

Chemical Waste Management  
35251 Old Skyline Road  
Kettleman City, CA 93239  
(559) 386-6134

## **Hospitals**

Kaiser Permanente Medical Group  
1600 Eureka Road (Mailing)  
1001 Riverside Avenue  
Roseville, CA 95661  
(916) 784-4000  
[www.kaiserpermanente.org/locations/california/locationsnorth/](http://www.kaiserpermanente.org/locations/california/locationsnorth/)

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

Sutter Auburn Faith Hospital  
P.O. Box 8992 (Mailing)  
11815 Education Street  
Auburn, CA 95602  
(530) 888-4500  
[www.sutterhealth.org](http://www.sutterhealth.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  
 Placer County Terminal  
 222 Main Street  
 Roseville, CA 95678  
 (916) 444-7094  
[www.amtrak.com](http://www.amtrak.com)

Auburn Airport  
 2409 Rickenbacker Way  
 Auburn, CA 95602  
 (530) 888-8026  
[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  
 1420 Flightline Drive  
 Lincoln, CA 95648  
 (916) 645-3443  
<http://ci.lincoln.ca.us/index.cfm?page=244648>

Port of Sacramento  
 P.O. Box 980070 (Mailing)  
 3251 Beacon Boulevard, Suite 210  
 West Sacramento, CA 95798  
 (916) 371-8000  
[www.portofsacramento.com](http://www.portofsacramento.com)

Sacramento International Airport  
 6900 Airport Boulevard  
 Sacramento, CA 95837  
 (916) 929-5411 or  
 (916) 874-0700  
[www.sacairports.org/int/](http://www.sacairports.org/int/)

## DIRECTORY

Sacramento Regional Transit  
P.O. Box 2110 (Mailing)  
1400 29<sup>th</sup> Street  
Sacramento, CA 95812  
(916) 321-2877  
[www.sacrt.com](http://www.sacrt.com)

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

Reno/Tahoe International Airport  
P.O. Box 12490 (Mailing)  
2001 East Plum Lane  
Reno, NV 89502  
(775) 328-6400  
[www.renoairport.com](http://www.renoairport.com)

TART (Tahoe Area Regional Transit)  
P.O. Box 1909  
Tahoe City, CA 96145  
(530) 550-1212  
[www.placer.ca.gov/works/tart.htm](http://www.placer.ca.gov/works/tart.htm)

### Utilities

Agate Bay Water Company  
P.O. Box 444,  
Carmichael, CA 96140  
(530) 546-2019

Alpine Springs County Water District  
P.O. Box 1879 (Mailing)  
270 Alpine Meadows Road  
Tahoe City, CA 96145  
(530) 583-2342

Christian Valley Park Community and Water Services District  
Dry Creek Road  
Auburn, CA 95603  
(530) 878-8050 or (530) 878-7395

## DIRECTORY

American Water  
P.O. Box 7150  
Pasadena, CA 91109  
(800) 794-7350  
[www.amwater.com](http://www.amwater.com)

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

Foresthill Public Utility District  
24540 Main Street  
Foresthill, CA 95631  
(530) 367-2511

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

McKinney Water District  
P.O. Box 2567 (Mailing)  
16245 Jackson Oaks Drive  
Morgan Hill, CA 95038  
(408) 778-1898

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

Nevada Irrigation District  
P.O. Box 1019 (Mailing)  
1036 West Main Street  
Grass Valley, CA 95945  
(530) 273-6185  
[www.nid.dst.ca.us](http://www.nid.dst.ca.us)



## DIRECTORY

Northstar Community Service District  
P.O. Box 34030 (Mailing)  
875 National Avenue  
Truckee, CA 96160  
(530) 562-0747  
[www.northstarcsd.com](http://www.northstarcsd.com)

North Tahoe Public Utility District  
P.O. Box 139  
Tahoe Vista, CA 96148  
(530) 546-4212  
[www.northlaketahoe.net/public.html](http://www.northlaketahoe.net/public.html)

Sacramento Municipal Utility District  
P.O. Box 15830, Sacramento 95852 (Mailing)  
6201 S Street  
Sacramento 95817  
(916) 452-3211  
(888) 742-7683

Pacific Gas and Electric Company  
1050 High Street  
Auburn, CA 95603  
&  
151 North Sunrise Avenue,  
Room 513  
Roseville, CA 95661  
(800) 743-5000  
[www.pge.com](http://www.pge.com)

Pacific Gas & Electric Company  
231 D Street  
P.O. Box 671  
Marysville, CA 95901  
(800) 743-5000 or  
(530) 634-6442  
[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)

## DIRECTORY

Roseville Electric  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5600  
[www.rosevilleelectric.org](http://www.rosevilleelectric.org)

SBC Communications (formerly Pacific Bell)  
2700 Watt Avenue  
Sacramento, CA 95821  
(800) 310-2355  
[www.sbc.com](http://www.sbc.com)

San Juan Water District  
9935 Auburn-Folsom Road  
Granite Bay, CA 95746  
(916) 791-0115  
[www.sjwd.org](http://www.sjwd.org)

Sierra Lakes County Water District  
PO Box 1039 (Mailing)  
7300 Short Road  
Soda Springs, CA 95729  
(530) 426-7802

Sierra Pacific Resources  
P.O. Box 107 (Mailing)  
7001 National Avenue  
Tahoe Vista, CA 96148  
(530) 546-1700  
[www.sierrapacificresources.com/contact/](http://www.sierrapacificresources.com/contact/)

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

Southwest Gas  
218 Incline Court  
Incline Village, NV 89451  
(775) 831-1066  
[www.swgas.com](http://www.swgas.com)

## DIRECTORY

### Squaw Valley Public Service District

P.O. Box 2026

Olympic Valley, CA 96146

(530) 583-4692

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

### Squaw Valley Mutual Water Company

P.O. Box 2276

Olympic Valley, CA 96146

(530) 583-3674

### Surewest Communications (formerly Roseville Telephone Company)

2090 Hilltop Circle

P.O. Box 969 (Mailing)

Roseville, CA 95678

(916) 772-2000

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

### Tahoe City Public Utility District

P.O. Box 5249

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 Sanitary Agency

13720 Joerger Drive

Truckee, CA 96161

(530) 587-2525

### Tamarack Mutual

P.O. Box 34

Tahoma, CA 96142

(530) 525-7534

### Truckee Donner Public Utility District

11570 Donner Pass Road

Truckee, CA 96160

(530) 587-3896

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