

# Placer County Economic and Demographic Profile 2013

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## Foreword

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

Placer County has developed a number of high technology industry clusters since 2000. These include biotechnology/bioscience, hardware, medical device manufacturers, networking/system integration, and software. The software sector, in particular, has grown substantially since the early 2000's with many small firms joining Oracle Corporation in South Placer County. Such firms include UK-based Sage Software, Abso in Roseville, and privately-held Revionics which has received national attention for its price-optimization software development. In 2008, Kodak Imaging announced the establishment of a branch software and engineering development operation in Auburn. Kodak joined other relatively new or expanded technology-based firms in the Auburn airport area including ioSafe, Tahoe RF Semiconductor, Miltenyi Bio-Tech, and Sierra Precision Optics.

Business development opportunities are plentiful throughout the County. The Sunset Industrial Area (SIA) offers development-ready parcels in an attractive business park environment. Over 150 business establishments thrive in the SIA serving as an essential employment base for residents of South Placer, providing primary-wage earner jobs. Recent business expansion includes projects by TyRy Alpine Aire Foods, Magnus Pacific Corporation, and TechEvents. Professional & Business services have also enjoyed success nearby from such firms as Purple Communications, Clear Capital, Paramount Equity, and eSurance. The Leisure and Hospitality industry is experiencing unprecedented expansion in North Lake Tahoe with major master plan implementation at Northstar, Squaw Valley, Alpine Meadows, and Homewood Resort.

The *Placer County Economic and Demographic Profile 2013* covers a number of topics including demographics, education, business climate, real estate, infrastructure, and quality of life. Where available, the most recent data is provided for Placer County and its incorporated cities along with 5-year and 10-year historical data points and projections. Comparisons to the Sacramento Region (El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties), the core Bay Area (Alameda, Contra Costa, Marin, San Benito, San Francisco, San Mateo, and Santa Clara Counties), and California are also made throughout the report. The Profile was prepared for the Placer County Office of Economic Development by the Center for Strategic Economic Research (CSER). Content for the Accommodations; Recreational Activities; and Community Events, Cultural Activities, Places of Historical Interest, and Other Entertainment sections of the Quality of Life chapter and the Directory was provided by the Placer County Office of Economic Development.

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# INTRODUCTION

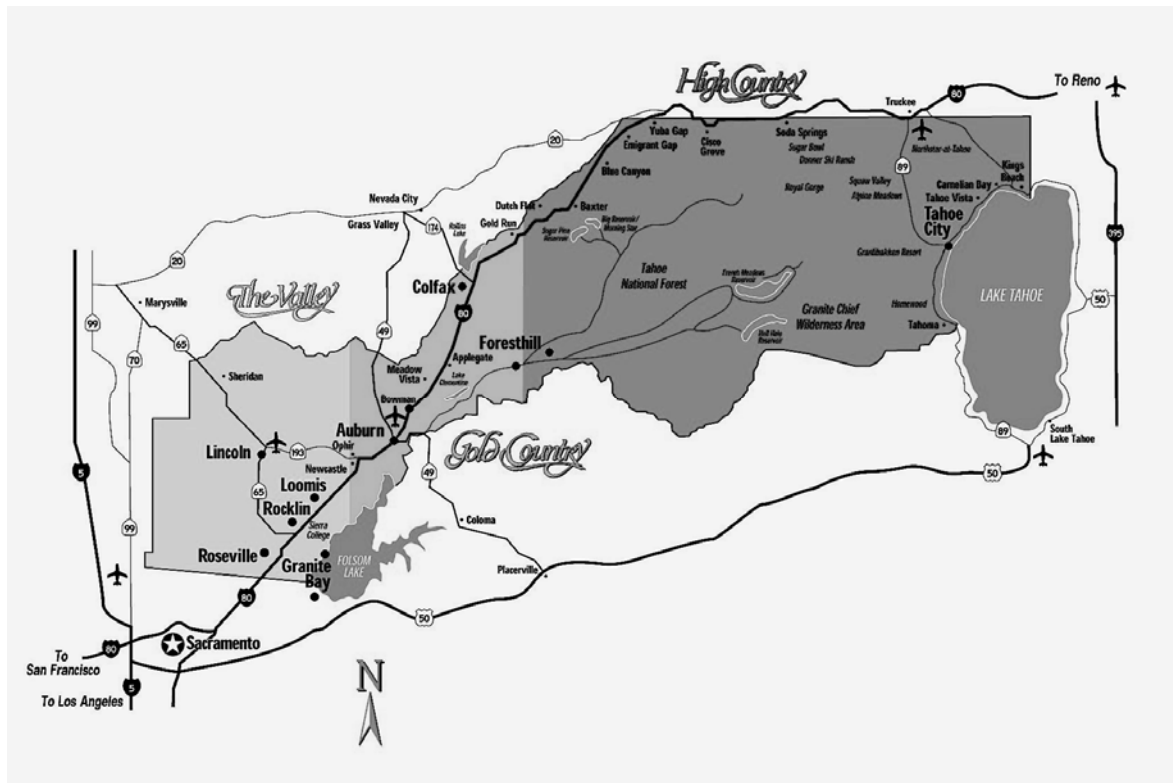
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## Introduction

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

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

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



Center for Strategic Economic Research, April 2013  
Data Source: Placer County Office of Economic Development

## INTRODUCTION

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

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

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

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

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

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



## INTRODUCTION

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

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



# DEMOGRAPHICS

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## Demographics

Placer County has seen significant population growth over the past five to ten years and is ranked third among all California counties in the rate of population growth from January 2011 to January 2012 based on California Department of Finance (DOF) estimates. This growth has produced changes in the County's demographic composition and has naturally led to increases in housing units to support the population increases.

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

### Population

Figure 2 shows that in January 2012, Placer County's total population reached over 355,000 people, about 15 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (around 122,000) and Rocklin (approximately 58,000).

**FIGURE 2  
POPULATION**

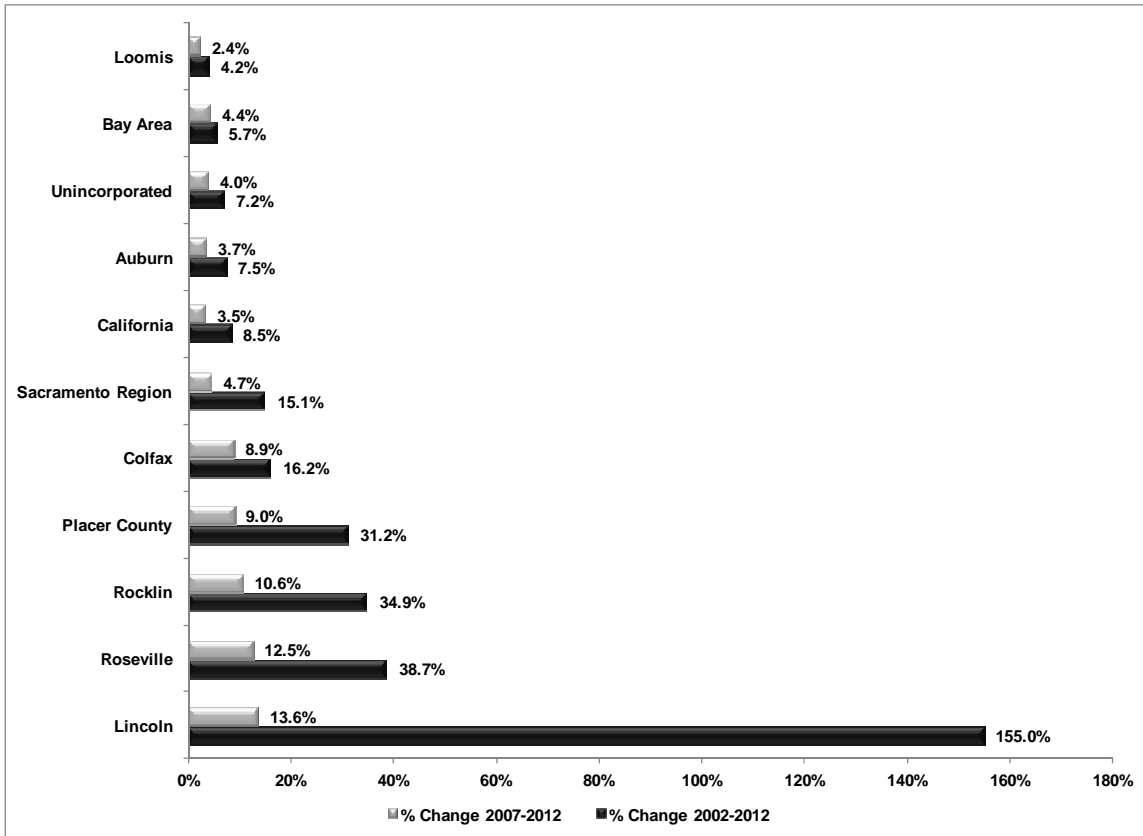
<i>Area</i>	<i>2002</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>
Placer County	270,845	325,985	333,805	340,995	347,133	351,463	355,328
Auburn	12,524	12,993	13,079	13,232	13,307	13,378	13,468
Colfax	1,702	1,815	1,822	1,843	1,946	1,966	1,977
Lincoln	17,089	38,360	40,726	41,787	42,589	43,144	43,572
Loomis	6,240	6,345	6,385	6,416	6,427	6,460	6,500
Rocklin	43,214	52,718	54,561	55,566	56,720	57,767	58,295
Roseville	87,977	108,503	111,259	114,869	118,180	120,307	122,060
Unincorporated	102,099	105,251	105,973	107,282	107,964	108,441	109,456
Sacramento Region	2,034,079	2,236,491	2,266,234	2,290,482	2,312,406	2,327,914	2,341,006
Bay Area	5,926,443	6,003,298	6,066,651	6,123,278	6,169,769	6,208,053	6,266,326
California	34,725,516	36,399,676	36,704,375	36,966,713	37,223,900	37,427,946	37,678,563

Center for Strategic Economic Research, April 2013  
 Data Source: California Department of Finance, E-4 & E-5 Estimates  
 Notes: All figures based on January of the corresponding year.  
 DOF Disclaimer: "Parts may not add due to independent rounding."

## DEMOGRAPHICS

As shown in Figure 3, Placer County’s population grew about 31 percent in the 2002 to 2012 period, making Placer the fastest-growing county in the Sacramento Region and exceeding average growth rates of the Bay Area and California. Lincoln’s population showed the greatest increase of Placer County cities with 155 percent growth in this ten-year period. Both Roseville and Rocklin also experienced notable ten-year increases with respective growth rates of approximately 39 percent and 35 percent. According to DOF rankings, the City of Roseville, with a population of around 122,000 had the 44<sup>th</sup> highest growth rate of all California cities (481 in total) from January 2011 through January 2012.

**FIGURE 3**  
**2002-2012 AND 2007-2012 POPULATION GROWTH RATES**



Center for Strategic Economic Research, April 2013  
 Data Source: California Department of Finance, E-4 & E-5 Estimates

Figure 4 shows that Placer County’s population is projected to increase by around 73,000 people to approximately 428,000 residents by 2022. Overall, the County is projected to see growth of about 21 percent between 2012 and 2022, which is a higher rate than the Sacramento Region’s, Bay Area’s, and California’s respective projected growth of 15 percent, 7 percent, and 10 percent.

## DEMOGRAPHICS

**FIGURE 4  
POPULATION PROJECTIONS**

Area	2012	2017	2022	% Change	
				2012-2017	2012-2022
Placer County	355,328	392,027	428,375	10.3%	20.6%
Sacramento Region	2,341,006	2,502,367	2,685,042	6.9%	14.7%
Bay Area	6,266,326	6,504,487	6,728,915	3.8%	7.4%
California	37,678,563	39,389,416	41,299,206	4.5%	9.6%

Center for Strategic Economic Research, April 2013

Data Sources: California Department of Finance, E-4 Estimates; California Department of Transportation, 2012 Long-Term Socio-Economic Forecasts by County

Notes: All 2012 figures based on January estimates.

In addition to the incorporated cities, the Census Bureau provides population data for places within Placer County that are not designated as incorporated cities (shown in Figure 5). By far, places within the Valley region have the highest population and growth since 1990 of the three Placer County regions. Lincoln, Rocklin, and Roseville had the greatest increases in population from 2000 to 2010 with respective growth rates of 282, 57 percent, and 49 percent. Most of the County's smaller places, particularly within the High Country region, declined in population in the recent ten-year time period.

**FIGURE 5  
POPULATION IN PLACER COUNTY PLACES**

Area	1990	2000	2010	% Change	
				1990-2010	2000-2010
Placer County	172,796	248,399	348,432	101.6%	40.3%
<b>The Valley</b>					
Granite Bay	-	19,388	20,402	-	5.2%
Lincoln	7,248	11,205	42,819	490.8%	282.1%
Loomis	5,705	6,260	6,430	12.7%	2.7%
Rocklin	19,033	36,330	56,974	199.3%	56.8%
Roseville	44,685	79,921	118,788	165.8%	48.6%
<b>Gold Country</b>					
Auburn	10,592	12,462	13,330	25.8%	7.0%
Colfax	1,306	1,496	1,963	50.3%	31.2%
Meadow Vista	3,067	3,096	3,217	4.9%	3.9%
North Auburn	10,301	11,847	13,022	26.4%	9.9%
<b>High Country</b>					
Dollar Point	1,449	1,539	1,215	-16.1%	-21.1%
Foresthill	1,409	1,791	1,483	5.3%	-17.2%
Kings Beach	2,796	4,037	3,796	35.8%	-6.0%
Sunnyside-Tahoe City	1,643	1,761	1,557	-5.2%	-11.6%
Tahoe Vista	1,144	1,668	1,433	25.3%	-14.1%

Center for Strategic Economic Research, April 2013

Data Source: U.S. Census Bureau, Census 1990, 2000, and 2010

Note: Granite Bay data was not available in 1990.

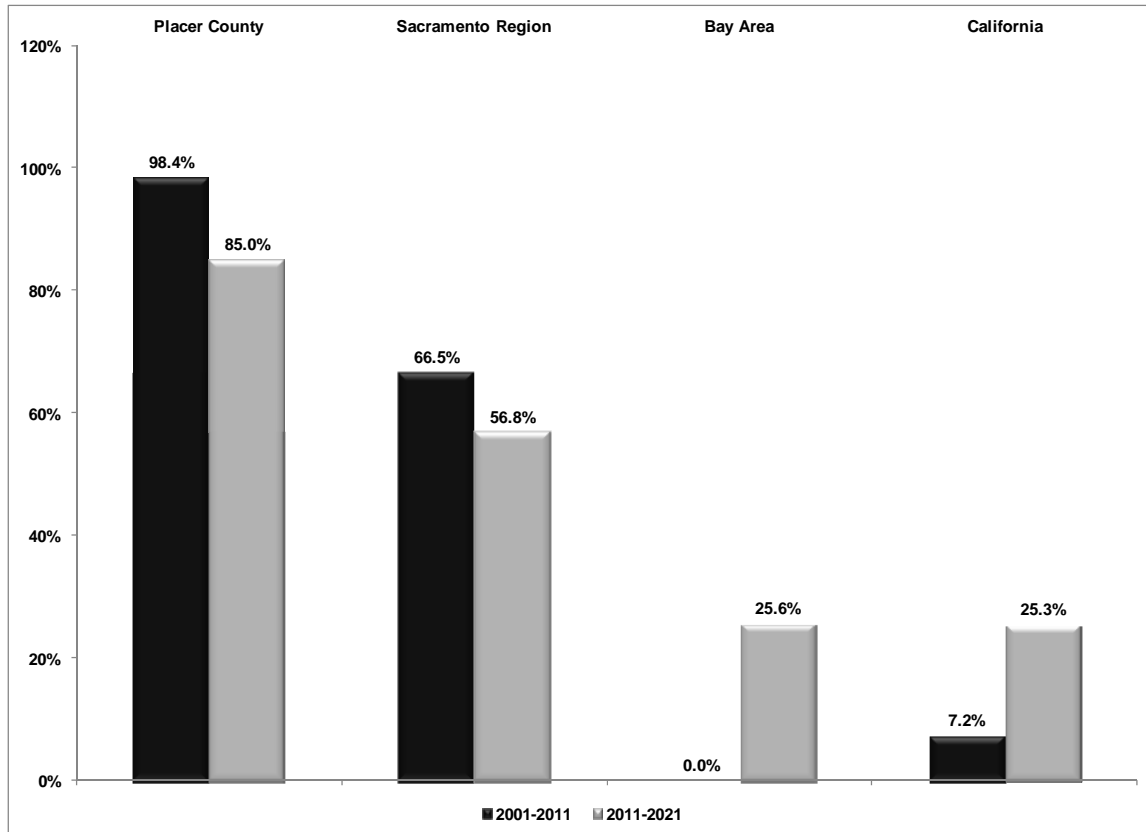
All figures based on April of the corresponding year.

## Migration

Net in-migration is the number of residents that move to a location from within the United States and abroad over and above those that left. Births and deaths determine an area’s natural population increase (or decrease), while net in-migration shows, for example, the number of retirees or other population groups relocating to a region.

As shown in Figure 6, about 98 percent of Placer County’s population growth from 2001 to 2011 was due to net in-migration. In comparison, only around 67 percent, and 7 percent of the population growth in the Sacramento Region and California, respectively, can be attributed to net in-migration. This demonstrates Placer County’s relative appeal to residents relocating—a trend projected to continue through at least 2021.

**FIGURE 6**  
**PERCENT OF POPULATION GROWTH DUE TO NET IN-MIGRATION**



Center for Strategic Economic Research, April 2013

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

California Department of Transportation, 2012 Long-Term Socio-Economic Forecasts by County

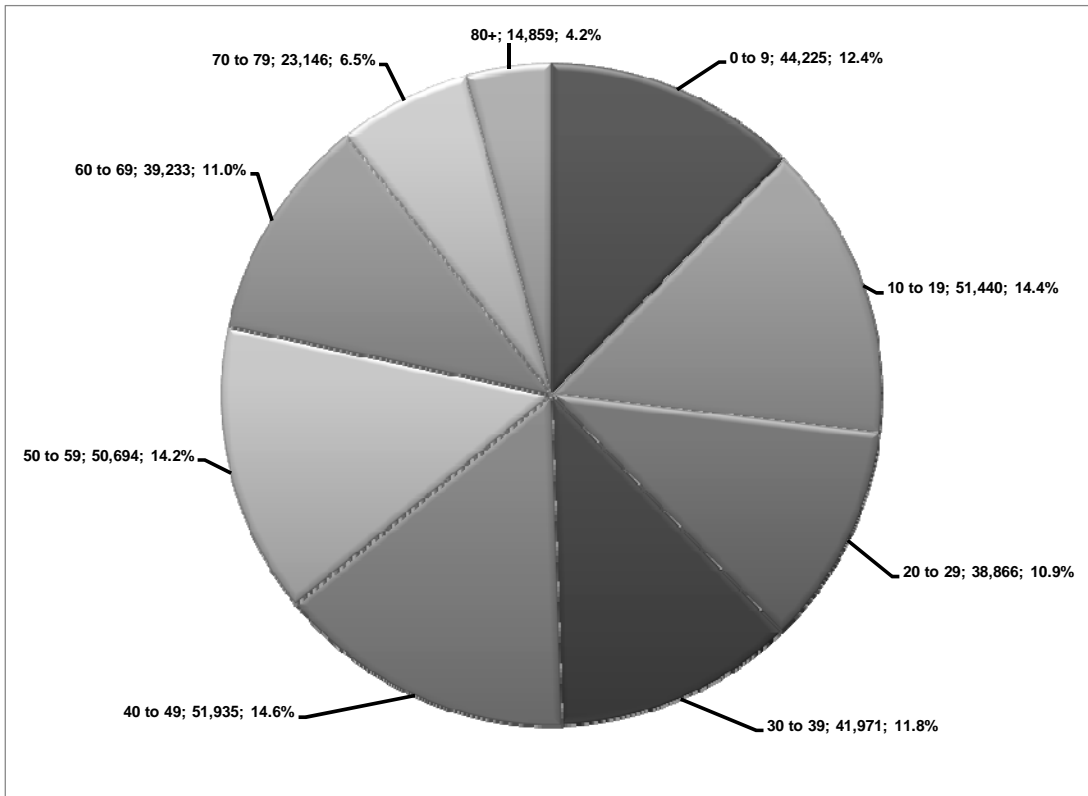
Notes: The Bay Area experienced net out-migration in the 2001 to 2011 time period.

Historical data represents totals in July of corresponding year.

**Age**

Figure 7 shows the age composition of Placer County in 2011. With nearly 15 percent (about 52,000 people), the 40- to 49-year-old age bracket encompasses the highest proportion of the total population, followed closely by the 10- to 19-year-old group with around 14 percent of Placer’s population in 2011, around 51,000 people.

**FIGURE 7  
PLACER COUNTY AGE COMPOSITION IN 2011**



Center for Strategic Economic Research, April 2013  
 Data Source: California Department of Finance, State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060

## DEMOGRAPHICS

Figure 8 shows that Placer County's first and second largest age groups (40 to 49 and 10 to 19) have about the same or a somewhat higher proportion of residents than the comparison areas in 2011, with the exception of 40 to 49 year olds in the Bay Area. The County has a larger proportion of its population aged 60 and older, about 22 percent, than the comparison areas' proportions which range between around 17 and 18 percent. The Region's and California's largest age groups are the 10 to 19 and the 40 to 49 age brackets, each accounting for around 14 percent of the population. The Bay Area's population is largely in the 30 to 39 and 40 to 49 age brackets, each range accounting for about 15 percent of the total population.

All age categories 50 and above in Placer County had positive shifts in composition between 2001 and 2011. The largest positive increase in composition from 2001 to 2011 was seen in the 60 to 69 age bracket, 3 percentage points, while the age group 30 to 39 experienced the greatest negative composition shift (almost -3 percentage points). The comparison areas saw varying trends in composition shifts over the 2001 to 2011 time period—the Sacramento Region, Bay Area, and California saw the greatest positive shifts in the 60 to 69 age bracket (nearly 3 percentage points). Similar to Placer County, the 30 to 39 age group experienced the greatest negative shifts in composition within the comparative areas, between -2 and -3 percentage points. The County's 70 to 79 age bracket is projected to show the highest shift in composition (around 2 percentage points) from 2011 to 2021 while the 60 to 69 age group is forecast to experience just a slightly greater shift in the comparison areas.



## DEMOGRAPHICS

**FIGURE 8**  
**ANNUAL AGE COMPOSITION AND COMPOSITION SHIFT**

Area / Timeframe	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
<b>Placer County</b>									
2001	13.5%	14.9%	9.5%	14.7%	16.9%	12.8%	8.0%	6.2%	3.5%
2006	13.7%	13.6%	11.5%	12.7%	15.9%	13.9%	9.0%	5.9%	3.8%
2011	12.4%	14.4%	10.9%	11.8%	14.6%	14.2%	11.0%	6.5%	4.2%
2016	11.2%	13.7%	12.5%	11.5%	12.9%	14.5%	11.9%	7.4%	4.4%
2021	11.0%	12.1%	13.9%	11.1%	11.8%	13.7%	12.7%	8.9%	4.8%
2006-2011	-1.3%	0.9%	-0.6%	-0.9%	-1.3%	0.3%	2.0%	0.6%	0.4%
2001-2011	-1.1%	-0.5%	1.4%	-2.9%	-2.4%	1.5%	3.0%	0.3%	0.6%
2011-2016	-1.3%	-0.7%	1.6%	-0.3%	-1.6%	0.3%	0.9%	0.9%	0.2%
2011-2021	-1.4%	-2.3%	3.0%	-0.7%	-2.8%	-0.6%	1.7%	2.4%	0.6%
<b>Sacramento Region</b>									
2001	14.4%	15.4%	13.6%	15.0%	15.5%	11.2%	6.7%	5.2%	2.9%
2006	14.1%	15.1%	14.1%	13.4%	15.1%	12.7%	7.4%	4.9%	3.2%
2011	13.4%	14.4%	14.1%	13.0%	13.7%	13.6%	9.3%	5.0%	3.4%
2016	12.6%	13.3%	13.7%	13.2%	14.3%	13.2%	10.7%	5.6%	3.4%
2021	12.5%	13.0%	13.8%	13.1%	12.4%	12.5%	11.8%	7.2%	3.7%
2006-2011	-0.7%	-0.7%	0.0%	-0.4%	-1.4%	0.9%	2.0%	0.1%	0.2%
2001-2011	-1.0%	-1.0%	0.6%	-2.0%	-1.8%	2.4%	2.6%	-0.2%	0.4%
2011-2016	-0.9%	-1.2%	-0.4%	0.2%	0.6%	-0.3%	1.4%	0.6%	0.0%
2011-2021	-1.0%	-1.5%	-0.3%	0.2%	-1.3%	-1.0%	2.4%	2.2%	0.3%
<b>Bay Area</b>									
2001	13.1%	12.7%	14.3%	17.9%	15.8%	11.7%	6.5%	5.0%	3.0%
2006	12.7%	12.6%	14.2%	15.9%	16.0%	13.0%	7.5%	4.8%	3.3%
2011	12.3%	12.2%	13.8%	14.9%	15.1%	13.7%	9.5%	4.9%	3.5%
2016	12.2%	12.0%	13.1%	14.4%	14.2%	13.9%	11.0%	5.7%	3.5%
2021	12.0%	11.9%	12.9%	13.4%	13.5%	13.5%	11.7%	7.2%	3.7%
2006-2011	-0.4%	-0.4%	-0.4%	-1.0%	-0.9%	0.8%	2.0%	0.2%	0.2%
2001-2011	-0.8%	-0.5%	-0.5%	-3.0%	-0.7%	2.1%	2.9%	-0.1%	0.6%
2011-2016	-0.2%	-0.2%	-0.7%	-0.5%	-0.9%	0.1%	1.5%	0.8%	0.0%
2011-2021	-0.3%	-0.3%	-0.8%	-1.5%	-1.6%	-0.3%	2.3%	2.3%	0.2%
<b>California</b>									
2001	15.0%	15.0%	14.5%	16.1%	14.9%	10.6%	6.3%	4.9%	2.8%
2006	14.2%	15.1%	14.5%	14.5%	15.0%	12.0%	7.0%	4.6%	3.1%
2011	13.3%	14.3%	14.8%	13.7%	14.0%	13.0%	8.8%	4.7%	3.3%
2016	13.2%	13.3%	14.6%	13.8%	13.1%	13.1%	10.3%	5.4%	3.3%
2021	13.1%	12.8%	14.1%	13.7%	12.6%	12.5%	11.1%	6.7%	3.5%
2006-2011	-0.9%	-0.8%	0.3%	-0.8%	-1.0%	1.0%	1.8%	0.1%	0.2%
2001-2011	-1.6%	-0.7%	0.2%	-2.4%	-0.9%	2.4%	2.5%	-0.1%	0.5%
2011-2016	-0.2%	-1.0%	-0.2%	0.1%	-1.0%	0.1%	1.5%	0.7%	0.0%
2011-2021	-0.2%	-1.6%	-0.7%	0.0%	-1.5%	-0.5%	2.3%	2.0%	0.2%

Center for Strategic Economic Research, April 2013

Data Source: California Department of Finance, State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060

## DEMOGRAPHICS

From 2001-2011, Placer County's strongest population growth occurred in the 60 to 69, 80+, and 20 to 29 age brackets. As shown in Figure 9, Placer County's respective 2001 to 2011 growth rates in these age brackets were around 85 percent, 59 percent, and 55 percent. The comparison areas also saw strong growth in the 60 to 69 and 80+ age brackets, but saw higher growth rates in the 50 to 59 age groups rather than the 20 to 29 group, which experienced far lower growth rates than Placer County.

The highest population growth from 2011 to 2021 in Placer County, the Sacramento Region, the Bay Area, and California is projected to be in the 60 to 69 and 70 to 79 age groups. A significant difference between the four areas is the projected growth rate in the 20 to 29 age bracket where Placer County is projected to see 41 percent growth, while respective growth rates for this age group in the comparison areas are far lower: Sacramento Region (about 8 percent), the Bay Area (nearly -1 percent), and California (around 4 percent).

## DEMOGRAPHICS

**FIGURE 9**  
**ANNUAL POPULATION BY AGE AND PERCENT GROWTH**

Area/Timeframe	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
<b>Placer County</b>									
2001	35,783	39,511	25,138	38,949	44,856	33,840	21,195	16,306	9,341
2006	44,208	43,742	36,995	40,849	51,217	44,817	29,087	19,155	12,188
2011	44,225	51,440	38,866	41,971	51,935	50,694	39,233	23,146	14,859
2016	41,923	51,431	46,953	43,079	48,631	54,402	44,892	27,951	16,423
2021	43,625	47,931	54,962	43,996	46,676	54,124	50,376	35,418	19,055
2006-2011	0.0%	17.6%	5.1%	2.7%	1.4%	13.1%	34.9%	20.8%	21.9%
2001-2011	23.6%	30.2%	54.6%	7.8%	15.8%	49.8%	85.1%	41.9%	59.1%
2011-2016	-5.2%	0.0%	20.8%	2.6%	-6.4%	7.3%	14.4%	20.8%	10.5%
2011-2021	-1.4%	-6.8%	41.4%	4.8%	-10.1%	6.8%	28.4%	53.0%	28.2%
<b>Sacramento Region</b>									
2001	290,086	310,337	272,857	301,153	310,940	225,032	135,606	104,215	59,103
2006	313,484	336,203	314,058	297,169	335,135	281,869	163,212	108,326	70,963
2011	314,371	337,410	330,567	303,458	320,314	316,791	218,461	117,404	79,163
2016	313,017	330,741	342,475	327,983	355,870	329,997	267,780	140,188	85,010
2021	322,088	334,918	357,868	339,634	320,205	323,727	303,641	187,065	94,896
2006-2011	0.3%	0.4%	5.3%	2.1%	-4.4%	12.4%	33.9%	8.4%	11.6%
2001-2011	8.4%	8.7%	21.2%	0.8%	3.0%	40.8%	61.1%	12.7%	33.9%
2011-2016	-0.4%	-2.0%	3.6%	8.1%	11.1%	4.2%	22.6%	19.4%	7.4%
2011-2021	2.5%	-0.7%	8.3%	11.9%	0.0%	2.2%	39.0%	59.3%	19.9%
<b>Bay Area</b>									
2001	776,728	753,116	846,413	1,061,897	936,861	690,414	385,296	295,853	174,763
2006	761,523	752,270	848,941	949,260	956,333	773,823	446,314	284,827	199,964
2011	770,231	761,415	860,007	930,827	945,207	858,190	590,656	308,720	220,633
2016	786,057	778,340	846,326	931,711	920,907	898,082	709,244	369,501	226,541
2021	793,223	781,573	852,634	885,851	889,067	888,368	773,847	477,248	244,900
2006-2011	1.1%	1.2%	1.3%	-1.9%	-1.2%	10.9%	32.3%	8.4%	10.3%
2001-2011	-0.8%	1.1%	1.6%	-12.3%	0.9%	24.3%	53.3%	4.3%	26.2%
2011-2016	2.1%	2.2%	-1.6%	0.1%	-2.6%	4.6%	20.1%	19.7%	2.7%
2011-2021	3.0%	2.6%	-0.9%	-4.8%	-5.9%	3.5%	31.0%	54.6%	11.0%
<b>California</b>									
2001	5,167,928	5,184,936	5,014,928	5,547,255	5,140,348	3,651,614	2,168,074	1,681,009	956,659
2006	5,148,803	5,485,991	5,260,753	5,253,380	5,433,068	4,344,216	2,539,883	1,668,083	1,112,642
2011	5,011,145	5,376,295	5,548,964	5,152,460	5,273,517	4,894,212	3,310,649	1,775,065	1,228,003
2016	5,151,310	5,195,036	5,710,864	5,410,090	5,117,595	5,140,834	4,022,832	2,115,037	1,296,298
2021	5,378,343	5,229,051	5,763,514	5,610,442	5,146,140	5,130,358	4,557,422	2,754,594	1,431,282
2006-2011	-2.7%	-2.0%	5.5%	-1.9%	-2.9%	12.7%	30.3%	6.4%	10.4%
2001-2011	-3.0%	3.7%	10.6%	-7.1%	2.6%	34.0%	52.7%	5.6%	28.4%
2011-2016	2.8%	-3.4%	2.9%	5.0%	-3.0%	5.0%	21.5%	19.2%	5.6%
2011-2021	7.3%	-2.7%	3.9%	8.9%	-2.4%	4.8%	37.7%	55.2%	16.6%

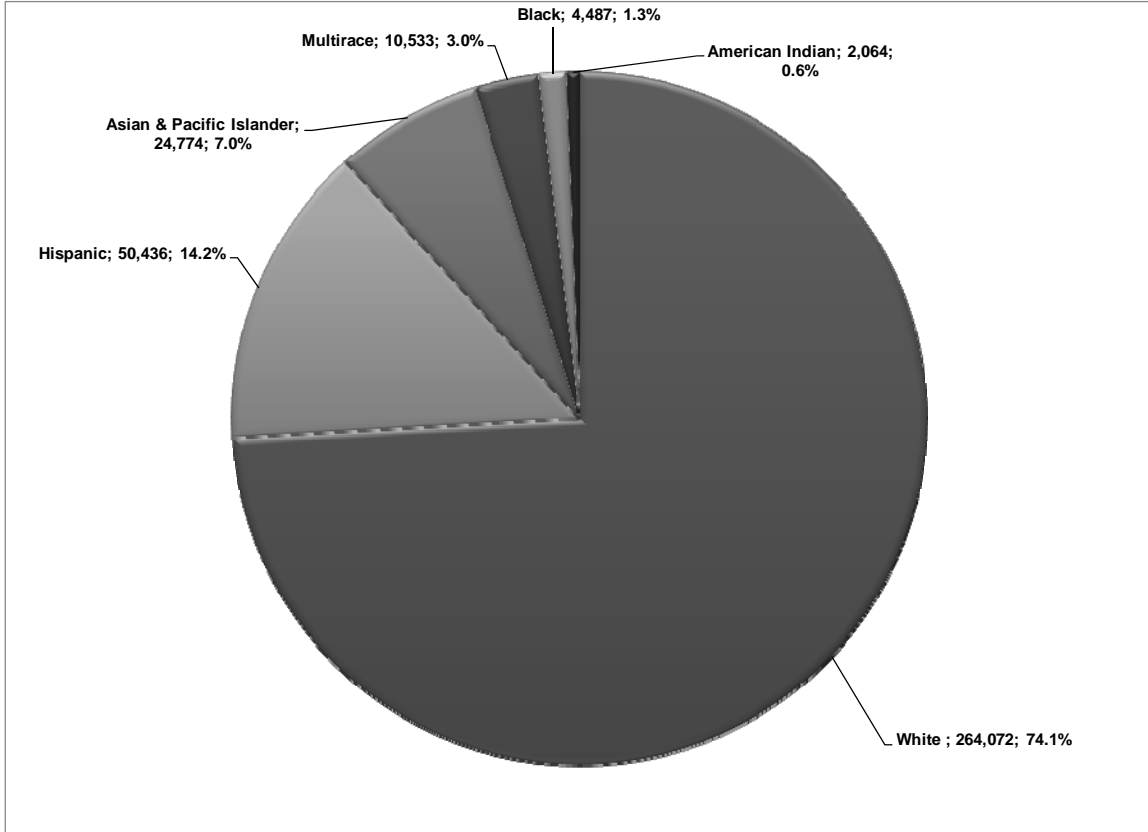
Center for Strategic Economic Research, April 2013

Data Source: California Department of Finance, State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060

## Ethnicity

Figure 10 shows that the 2011 population in Placer County was approximately 74 percent White with about 264,000 people. The second largest ethnic group in Placer County was Hispanic, representing approximately 14 percent of the total population with around 50,000 people.

**FIGURE 10**  
**ETHNIC COMPOSITION IN PLACER COUNTY IN 2011**



Center for Strategic Economic Research, April 2013

Data Source: California Department of Finance, State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060

Figure 11 shows that, with about 74 percent of the total population in 2011, the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (around 55 percent), the Bay Area (approximately 40 percent), and California (nearly 40 percent). The second-largest ethnic group in Placer County, Hispanic, represents a smaller proportion of Placer County's population (around 14 percent) than that in the Sacramento Region (21 percent), the Bay Area (about 24 percent), and a significantly lower proportion than in the state overall (38 percent).

Over the past ten years, Placer County's White ethnic group composition decreased 8 percentage points; the largest increases in composition were seen in the Hispanic (approximately 4 percentage points) and Asian & Pacific Islander (3 percentage points)

## DEMOGRAPHICS

ethnic groups. DOF projects that the proportion of Whites to the total population in Placer County will continue to decrease (around 4 percentage points by 2021) with other ethnic groups, specifically Hispanic and Asian & Pacific Islander, increasing their proportion of the population about 2 percentage points and 1 percentage point, respectively, generally similar to the Sacramento Region, Bay Area and California patterns.

**FIGURE 11**  
**ANNUAL ETHNICITY COMPOSITION AND**  
**COMPOSITION SHIFT**

<i>Area/Timeframe</i>	<i>White</i>	<i>Hispanic</i>	<i>Asian &amp; Pacific Islander</i>	<i>Black</i>	<i>American Indian</i>	<i>Multirace</i>
<b>Placer County</b>						
2001	82.1%	10.3%	3.9%	0.9%	0.7%	2.0%
2006	79.0%	11.6%	5.1%	1.1%	0.6%	2.6%
2011	74.1%	14.2%	7.0%	1.3%	0.6%	3.0%
2016	71.6%	15.8%	7.6%	1.2%	0.6%	3.2%
2021	70.2%	16.6%	8.1%	1.2%	0.5%	3.4%
2006-2011	-4.9%	2.5%	1.9%	0.1%	0.0%	0.4%
2001-2011	-8.0%	3.8%	3.0%	0.3%	-0.1%	0.9%
2011-2016	-2.5%	1.6%	0.7%	-0.1%	0.0%	0.2%
2011-2021	-3.9%	2.4%	1.1%	-0.1%	0.0%	0.4%
<b>Sacramento Region</b>						
2001	62.3%	16.8%	10.6%	6.7%	0.8%	2.9%
2006	59.2%	18.6%	11.5%	6.7%	0.7%	3.3%
2011	55.2%	21.0%	12.5%	6.7%	0.6%	3.8%
2016	53.7%	21.9%	12.8%	6.8%	0.6%	4.2%
2021	52.2%	22.9%	13.1%	6.7%	0.6%	4.5%
2006-2011	-3.9%	2.4%	1.0%	0.1%	-0.1%	0.5%
2001-2011	-7.0%	4.2%	2.0%	0.0%	-0.1%	0.9%
2011-2016	-1.6%	0.9%	0.2%	0.0%	0.0%	0.4%
2011-2021	-3.1%	1.9%	0.6%	0.0%	0.0%	0.7%
<b>Bay Area</b>						
2001	46.7%	20.6%	22.8%	7.3%	0.3%	2.4%
2006	43.6%	22.0%	24.4%	6.8%	0.3%	2.9%
2011	39.9%	23.9%	26.2%	6.4%	0.2%	3.3%
2016	37.8%	25.3%	26.9%	6.3%	0.2%	3.6%
2021	36.1%	26.1%	27.5%	6.1%	0.2%	4.0%
2006-2011	-3.6%	1.9%	1.8%	-0.4%	0.0%	0.4%
2001-2011	-6.7%	3.4%	3.5%	-0.8%	-0.1%	0.8%
2011-2016	-2.2%	1.4%	0.6%	-0.2%	0.0%	0.3%
2011-2021	-3.8%	2.2%	1.2%	-0.3%	0.0%	0.7%
<b>California</b>						
2001	46.0%	33.3%	11.9%	6.4%	0.5%	1.9%
2006	43.1%	35.7%	12.4%	6.1%	0.5%	2.2%
2011	39.9%	38.0%	13.3%	5.8%	0.4%	2.5%
2016	37.9%	39.7%	13.5%	5.7%	0.4%	2.7%
2021	36.3%	41.0%	13.8%	5.5%	0.4%	2.9%
2006-2011	-3.2%	2.3%	0.8%	-0.3%	0.0%	0.3%
2001-2011	-6.1%	4.7%	1.4%	-0.6%	-0.1%	0.6%
2011-2016	-2.0%	1.7%	0.2%	-0.2%	0.0%	0.2%
2011-2021	-3.6%	3.0%	0.5%	-0.3%	0.0%	0.4%

Center for Strategic Economic Research, April 2013

Data Source: California Department of Finance, State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060

## DEMOGRAPHICS

As shown in Figure 12, from 2001 to 2011, the fastest-growing ethnic group, in terms of percentage growth, in Placer County was Asian & Pacific Islander, increasing almost 139 percent to a total population of nearly 25,000 people. The Sacramento Region and California had the highest ten-year growth in the Multirace ethnic group with respective growth rates of around 54 percent, 42 percent, and 44 percent.

DOF projects that Placer County's Hispanic ethnic group will experience the highest growth rates (approximately 30 percent growth) from 2011 to 2021 and Multirace, similar to the historical ten-year period, will have the highest growth rates in the Sacramento Region (about 31 percent), the Bay Area (almost 28 percent), and California (around 27 percent). The White population is still projected to increase between 4 and 5 percent in Placer County and the Sacramento Region by 2021—quite a variation in the ten-year projected growth for the Bay Area (around -5 percent) and California (almost -1 percent).

## DEMOGRAPHICS

**FIGURE 12  
ANNUAL POPULATION BY ETHNICITY AND  
PERCENT GROWTH**

Area/Timeframe	White	Hispanic	Asian & Pacific Islander	Black	American Indian	Multirace
<b>Placer County</b>						
2001	217,549	27,362	10,367	2,478	1,755	5,408
2006	254,449	37,512	16,374	3,661	1,986	8,276
2011	264,072	50,436	24,774	4,487	2,064	10,533
2016	269,115	59,366	28,627	4,535	2,107	11,937
2021	278,191	65,774	32,043	4,575	2,119	13,465
2006-2011	3.8%	34.5%	51.3%	22.6%	3.9%	27.3%
2001-2011	21.4%	84.3%	139.0%	81.1%	17.6%	94.8%
2011-2016	1.9%	17.7%	15.6%	1.1%	2.1%	13.3%
2011-2021	5.3%	30.4%	29.3%	2.0%	2.7%	27.8%
<b>Sacramento Region</b>						
2001	1,251,547	337,919	212,204	134,491	15,370	57,798
2006	1,313,858	413,513	255,439	147,900	15,431	74,276
2011	1,291,427	491,858	293,326	157,468	14,896	88,953
2016	1,312,201	536,018	312,647	165,726	15,449	102,417
2021	1,347,869	591,844	338,711	172,891	15,825	116,895
2006-2011	-1.7%	18.9%	14.8%	6.5%	-3.5%	19.8%
2001-2011	3.2%	45.6%	38.2%	17.1%	-3.1%	53.9%
2011-2016	1.6%	9.0%	6.6%	5.2%	3.7%	15.1%
2011-2021	4.4%	20.3%	15.5%	9.8%	6.2%	31.4%
<b>Bay Area</b>						
2001	2,763,167	1,216,894	1,349,001	429,981	17,952	144,344
2006	2,602,304	1,316,073	1,460,418	406,696	15,895	171,868
2011	2,493,310	1,493,455	1,639,400	400,460	14,952	204,334
2016	2,441,784	1,633,710	1,738,264	404,781	15,772	232,413
2021	2,380,096	1,718,103	1,809,135	402,014	16,100	261,271
2006-2011	-4.2%	13.5%	12.3%	-1.5%	-5.9%	18.9%
2001-2011	-9.8%	22.7%	21.5%	-6.9%	-16.7%	41.6%
2011-2016	-2.1%	9.4%	6.0%	1.1%	5.5%	13.7%
2011-2021	-4.5%	15.0%	10.4%	0.4%	7.7%	27.9%
<b>California</b>						
2001	15,873,181	11,481,487	4,115,380	2,210,105	176,843	655,755
2006	15,625,357	12,923,560	4,510,692	2,216,692	170,427	800,091
2011	14,995,618	14,277,949	4,994,238	2,195,978	163,265	943,257
2016	14,859,403	15,531,823	5,301,362	2,226,276	170,790	1,070,231
2021	14,892,551	16,818,498	5,647,107	2,266,554	176,215	1,200,219
2006-2011	-4.0%	10.5%	10.7%	-0.9%	-4.2%	17.9%
2001-2011	-5.5%	24.4%	21.4%	-0.6%	-7.7%	43.8%
2011-2016	-0.9%	8.8%	6.1%	1.4%	4.6%	13.5%
2011-2021	-0.7%	17.8%	13.1%	3.2%	7.9%	27.2%

Center for Strategic Economic Research, April 2013  
 Data Source: California Department of Finance, State and County Total Population  
 Projections by Race/Ethnicity and Detailed Age, 2010-2060

## DEMOGRAPHICS

### Income

As shown in Figure 13, Placer County's per capita personal income in 2011 was just over \$48,000, higher than both the Sacramento Region (around \$40,000) and the state (about \$44,000), but lower than the Bay Area (approximately \$61,000) where cost of living has traditionally been higher. Placer County per capita personal income grew by nearly 25 percent from 2001 to 2011, below the growth rates for the Sacramento Region (about 28 percent), the Bay Area (around 25 percent), and the state (approximately 29 percent), in that time period.

**FIGURE 13**  
**PER CAPITA PERSONAL INCOME**

Area	2001	2006	2007	2008	2009	2010	2011	% Change 2001-2011	% Change 2006-2011
Placer County	\$38,816	\$46,745	\$48,229	\$49,436	\$45,750	\$46,617	\$48,476	24.9%	3.7%
Sacramento Region	\$31,484	\$38,103	\$39,592	\$40,554	\$38,552	\$38,887	\$40,149	27.5%	5.4%
Bay Area	\$48,943	\$58,599	\$61,331	\$61,504	\$55,982	\$58,018	\$61,286	25.2%	4.6%
California	\$33,896	\$41,518	\$43,211	\$44,003	\$41,034	\$41,893	\$43,647	28.8%	5.1%

Center for Strategic Economic Research, April 2013

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

Figure 14 shows that Placer County's per capita personal income is projected to increase about 17 percent from 2011 to 2021 to almost \$57,000. This income level surpasses both the Sacramento Region and California, but is still below the Bay Area's projected income of about \$80,000. The County's projected ten-year growth rate is lower than all comparison areas.

**FIGURE 14**  
**PER CAPITA PERSONAL INCOME**  
**PROJECTIONS**

Area	2011	2016	2021	% Change 2011-2016	% Change 2011-2021
Placer County	\$48,476	\$53,607	\$56,621	10.6%	16.8%
Sacramento Region	\$40,149	\$44,510	\$48,019	10.9%	19.6%
Bay Area	\$61,286	\$70,310	\$79,677	14.7%	30.0%
California	\$43,647	\$48,045	\$53,339	10.1%	22.2%

Center for Strategic Economic Research, April 2013

Data Sources: U.S. Bureau of Economic Analysis, Regional Economic Accounts; California Department of Transportation, 2012 Long-Term Socio-Economic Forecasts by County



## DEMOGRAPHICS

The median household income, as reported by the U.S. Census Bureau, is the middle value of the household incomes (income of all household members aged 15 and above) within a certain location. Figure 15 shows that, in 2011, Placer County's median household income was around \$71,000, the highest income among the counties within the Sacramento Region and much higher than California. Between 2006 and 2011, Placer County experienced a nearly 2 percent increase in median household income, generally lower than the rate of California and counties within the Bay Area, but between the growth rates of the counties within the Sacramento Region.

**FIGURE 15**  
**MEDIAN HOUSEHOLD INCOME**

Area	2006	2011	% Change 2006-2011
Placer County	\$70,013	\$71,043	1.5%
Sacramento Region			
El Dorado County	\$70,516	\$67,742	-3.9%
Sacramento County	\$53,930	\$54,134	0.4%
Sutter County	\$51,688	\$49,551	-4.1%
Yolo County	\$51,128	\$56,311	10.1%
Yuba County	\$38,006	\$43,920	15.6%
Bay Area			
Alameda County	\$64,424	\$69,465	7.8%
Contra Costa County	\$74,241	\$76,186	2.6%
Marin County	\$81,761	\$84,855	3.8%
San Benito County	-	\$62,892	-
San Francisco County	\$65,497	\$72,033	10.0%
San Mateo County	\$77,914	\$85,942	10.3%
Santa Clara County	\$80,838	\$87,148	7.8%
California	\$56,645	\$59,641	5.3%

Center for Strategic Economic Research, April 2013  
 Data Sources: U.S. Census Bureau, 2006 and 2011 American  
 Community Survey  
 Notes: Income in inflation-adjusted dollars.



# 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 County benefits from a well-educated community and labor force. Local institutions offer programs for most undergraduate and graduate degrees, and several institutions specialize in services to assist the business community.

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

### Primary and Secondary Education

Placer County's largest public K-12 school districts by number of students and their service regions are listed below:

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

## EDUCATION

Almost 69,000 students attended school in Placer County in the 2011-12 school year. Figure 16 displays the various types of schools from kindergarten through 12<sup>th</sup> grade (K-12) that are located within Placer County. With about 32,000 students, elementary schools have the highest enrollment followed by high schools (around 20,000 students) and middle schools (over 11,000 students). The overall pupil-teacher ratio in Placer County is 21.3—much lower than California’s ratio of 23.0.

**FIGURE 16**  
**SCHOOL TYPES IN PLACER COUNTY**  
**IN THE 2011-2012 SCHOOL YEAR**

<i>School Type</i>	<i>Enrollment</i>	<i>Number of Schools</i>	<i>Pupil-Teacher Ratio</i>
Elementary	31,751	76	22.5
Middle	11,121	16	22.9
Junior High	822	1	21.9
High	20,217	15	23.8
K-12	3,402	4	10.7
Alternative	366	4	13.7
Continuation	545	5	13.9
Special Education	208	2	6.5
County Community	320	2	16
Juvenile Court	20	1	13.3
Nonpublic, Nonsectarian*	41	-	-
<b>Total</b>	<b>68,813</b>	<b>126</b>	<b>21.3</b>

Center for Strategic Economic Research, April 2013

Data Source: California Department of Education, Ed-Data

Note: California Department of Education defines nonpublic, nonsectarian schools as an alternative Special Education service available to districts, Special Education Local Plan Areas (SELPA), county offices of education, and parents. "Nonsectarian" means a nonpublic school or agency that is not owned, operated, controlled by, or formally affiliated with a religious group.

## EDUCATION

The County's total K-12 enrollment, shown in Figure 17, grew about 18 percent over the past ten years—significantly stronger growth than all of the comparison areas. This is naturally in relation to the high levels of population growth experienced in the County. The largest school district in the 2011-2012 school year, with an enrollment of about 11,900 students, was Rocklin Unified followed by Roseville Joint Union High and Roseville City Elementary (about 10,000 students each). Rocklin Unified, Roseville City Elementary, and Roseville Joint Union High school districts were the fastest-growing of the largest districts in Placer County with respective ten-year growth rates of about 51 percent, 49 percent, and 37 percent.

**FIGURE 17**  
**TOTAL K-12 SCHOOL ENROLLMENT**

Area	2001-	2006-	2007-	2008-	2009-	2010-	2011-	% Change	
	2002	2007	2008	2009	2010	2011	2012	2001-2002 to 2011-2012	2006-2007 to 2011-2012
Placer County	58,228	64,401	65,708	67,088	67,966	68,278	68,813	18.2%	6.9%
Largest School Districts:									
Dry Creek Joint Elementary	5,629	7,377	7,395	7,279	7,237	7,116	6,999	24.3%	-5.1%
Eureka Union	4,169	3,989	3,841	3,700	3,517	3,434	3,375	-19.0%	-15.4%
Placer Union High	4,673	4,669	4,588	4,524	4,511	4,520	4,384	-6.2%	-6.1%
Rocklin Unified	7,899	10,155	10,617	11,079	11,375	11,652	11,903	50.7%	17.2%
Roseville City Elementary	6,625	8,422	8,697	9,268	9,573	9,840	9,879	49.1%	17.3%
Roseville Joint Union High	7,360	8,918	9,056	9,472	9,868	10,054	10,058	36.7%	12.8%
Tahoe-Truckee Joint Unified	5,570	4,108	4,090	4,114	3,949	3,909	3,838	-31.1%	-6.6%
Western Placer Unified	7,040	8,511	9,182	9,459	9,350	9,170	9,170	30.3%	7.7%
Sacramento Region	374,927	395,240	397,285	398,098	399,419	399,758	400,290	6.8%	1.3%
Bay Area	818,677	821,804	825,133	830,952	834,567	841,306	850,220	3.9%	3.5%
California	6,147,375	6,286,943	6,275,469	6,252,029	6,190,425	6,217,002	6,220,993	1.2%	-1.0%

Center for Strategic Economic Research, April 2013  
Data Source: California Department of Education, Dataquest

## EDUCATION

In the 2010-2011 school, Placer County had a much higher graduation rate (about 88 percent) than the Sacramento Region (approximately 77 percent), the Bay Area (nearly 78 percent), and California (around 76 percent), as shown in Figure 18. Of the largest school districts in Placer County, Placer Union High, Rocklin Unified, and Tahoe-Truckee Joint Unified had the highest graduation rates, each at about 92 percent.

**FIGURE 18**  
**HIGH SCHOOL**  
**GRADUATION RATES**

<i>Area</i>	<i>2010- 2011</i>
Placer County	88.4%
High School Districts:	
Placer Union High	91.8%
Rocklin Unified	91.8%
Roseville Joint Union High	92.1%
Tahoe-Truckee Joint Unified	91.0%
Western Placer Unified	85.5%
Sacramento Region	77.1%
Bay Area	77.8%
California	76.3%

Center for Strategic Economic Research,  
April 2013

Data Source: California Department of  
Education, Dataquest

\*It is important to note that these graduation rates should not be compared to previous years because it is based on a new calculation where the cohort represented includes students who are neither graduates nor dropouts (some are still enrolled in school, others are non-diploma special education students).

## EDUCATION

The Scholastic Aptitude Test (SAT) measures high school students' writing, verbal, and mathematical reasoning skills where total scores each are measured on a scale between 600 and 2400. As shown in Figure 19, in the 2010-2011 school year, Placer County's total average SAT score was 1587, higher than the Sacramento Region and California, but lower than the Bay Area. On average, scores for Placer County students have been about 77 points above statewide scores and 57 points above Sacramento Region average scores. The County has had somewhat similar SAT scores as the Bay Area over the past five years. Placer County's largest school districts with the highest average scores in the 2010-2011 school year were Placer Union High (1613), Rocklin Unified (1594), and Roseville Joint Union High (1592).

**FIGURE 19**  
**AVERAGE TOTAL SAT SCORES**

Area	2005	2006-	2007-	2008-	2009-	2010-	2010-	% Change
	2006	2007	2008	2009	2010	2011	to 2010-2011	
Placer County	1579	1576	1577	1574	1596	1587		0.5%
High School Districts:								
Placer Union High	1604	1612	1612	1588	1606	1613		0.6%
Rocklin Unified	1568	1572	1574	1575	1596	1594		1.7%
Roseville Joint Union High	1583	1571	1574	1579	1607	1592		0.6%
Tahoe-Truckee Joint Unified	1573	1508	1528	1530	1579	1510		-4.0%
Western Placer Unified	1471	1582	1560	1543	1488	1540		4.7%
Sacramento Region	1525	1517	1517	1525	1539	1522		-0.2%
Bay Area	1588	1581	1588	1601	1625	1613		1.6%
California	1507	1497	1500	1502	1521	1502		-0.3%

Center for Strategic Economic Research, April 2013

Data Source: California Department of Education, Dataquest

Note: Weighted averages used for Sacramento Region and Bay Area data. Ten-year historical score not available.

EDUCATION

Figure 20 illustrates the percentage of public high school graduates that met the course requirements to qualify for entrance into the University of California (UC) and California State University (CSU) systems. These higher education institutions require courses beyond the California high school graduation requirements, including four years of English, three years of mathematics, three years of social science, two years of science, one year of visual and performing arts, three years of a foreign language, and one additional elective. In the 2010-2011 school year, about 49 percent of the graduating seniors in Placer County met these course requirements, ranking the County above the Sacramento Region, the Bay Area, and California in this measure. The greatest proportion of students with these qualifications of the largest districts in Placer County was in the Rocklin Unified district with nearly 62 percent of students in the 2010-2011 school year completing these requirements.

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

**FIGURE 20**  
**PERCENT OF HIGH SCHOOL GRADUATES COMPLETING UC AND CSU**  
**ENTRANCE COURSE REQUIREMENTS**

Area	2000-	2005-	2006-	2007-	2008-	2009-	2010-	Shift	
	2001	2006	2007	2008	2009	2010	2011	2000-2001 to 2010-2011	2005-2006 to 2010-2011
Placer County	35.1%	36.9%	35.6%	35.1%	32.4%	36.1%	49.2%	14.1%	12.3%
High School Districts:									
Placer Union High	36.8%	35.0%	31.8%	34.9%	32.3%	34.1%	36.7%	0.0%	1.7%
Rocklin Unified	49.6%	41.8%	41.8%	35.2%	55.7%	57.9%	61.7%	12.1%	19.9%
Roseville Joint Union High	36.6%	45.2%	43.4%	42.1%	32.1%	35.7%	59.6%	23.0%	14.4%
Tahoe-Truckee Joint Unified	45.5%	41.7%	52.0%	49.8%	19.4%	40.8%	52.9%	7.5%	11.2%
Western Placer Unified	8.2%	5.7%	9.7%	8.8%	13.6%	16.5%	21.0%	12.8%	15.3%
Sacramento Region	31.5%	35.1%	31.7%	32.6%	31.0%	33.7%	37.2%	5.8%	2.2%
Bay Area	44.2%	46.7%	47.6%	46.3%	45.9%	46.4%	46.5%	2.3%	-0.2%
California	34.8%	36.1%	35.5%	33.9%	35.3%	36.3%	36.9%	2.1%	0.9%

Center for Strategic Economic Research, April 2013  
 Data Source: California Department of Education, Dataquest



## EDUCATION

### Educational Attainment

Placer County benefits from high educational attainment at the postsecondary level, outperforming all comparison areas in the percentage of the population with some education beyond high school in 2011. As shown in Figure 21, around 76 percent of Placer County's population has received some postsecondary education, compared to about 66 percent, 70 percent, and 60 percent in the Sacramento Region, the Bay Area, and California, respectively, in 2011. The proportion of Placer County residents with bachelor's and higher level degrees was around 37 percent, which was greater than 29 percent in the Sacramento Region and around 30 percent in California, but lower than around 45 percent in the Bay Area.

Placer County also posted a significant percent change in the number of its population over 25 years old that possesses a bachelor's degree or higher—from 2006 to 2011, the County's population within this category increased around 27 percent, much higher than the other areas' percentage changes that ranged from about 7 to 11 percent.

**FIGURE 21**  
**EDUCATIONAL ATTAINMENT**

Area / Educational Attainment Categories	2006		2011		% Change 2006-2011
	Total	Percent	Total	Percent	
<b>Placer County</b>					
Population 25 years and over	222,307		244,082		9.8%
Less than high school graduate	18,154	8.2%	14,136	5.8%	-22.1%
High school graduate (incl. equivalency)	50,897	22.9%	43,865	18.0%	-13.8%
Some college or associate degree	82,381	37.1%	96,357	39.5%	17.0%
Bachelor's degree or higher	70,875	31.9%	89,724	36.8%	26.6%
<b>Sacramento Region</b>					
Population 25 years and over	1,430,097		1,519,016		6.2%
Less than high school graduate	201,099	14.1%	196,760	13.0%	-2.2%
High school graduate (incl. equivalency)	346,013	24.2%	324,705	21.4%	-6.2%
Some college or associate degree	472,768	33.1%	557,003	36.7%	17.8%
Bachelor's degree or higher	410,217	28.7%	440,548	29.0%	7.4%
<b>Bay Area*</b>					
Population 25 years and over	4,035,089		4,302,938		6.6%
Less than high school graduate	538,834	13.4%	545,752	12.7%	1.3%
High school graduate (incl. equivalency)	762,395	18.9%	755,987	17.6%	-0.8%
Some college or associate degree	1,002,701	24.8%	1,087,604	25.3%	8.5%
Bachelor's degree or higher	1,731,159	42.9%	1,913,595	44.5%	10.5%
<b>California</b>					
Population 25 years and over	23,133,174		24,443,872		5.7%
Less than high school graduate	4,605,354	19.9%	4,622,091	18.9%	0.4%
High school graduate (incl. equivalency)	5,368,962	23.2%	5,150,994	21.1%	-4.1%
Some college or associate degree	6,452,560	27.9%	7,264,467	29.7%	12.6%
Bachelor's degree or higher	6,706,298	29.0%	7,406,320	30.3%	10.4%

Center for Strategic Economic Research, April 2013

Data Sources: U.S. Census Bureau, 2006 and 2011 American Community Survey

\*San Benito County for the Bay Area not included as data is not available.

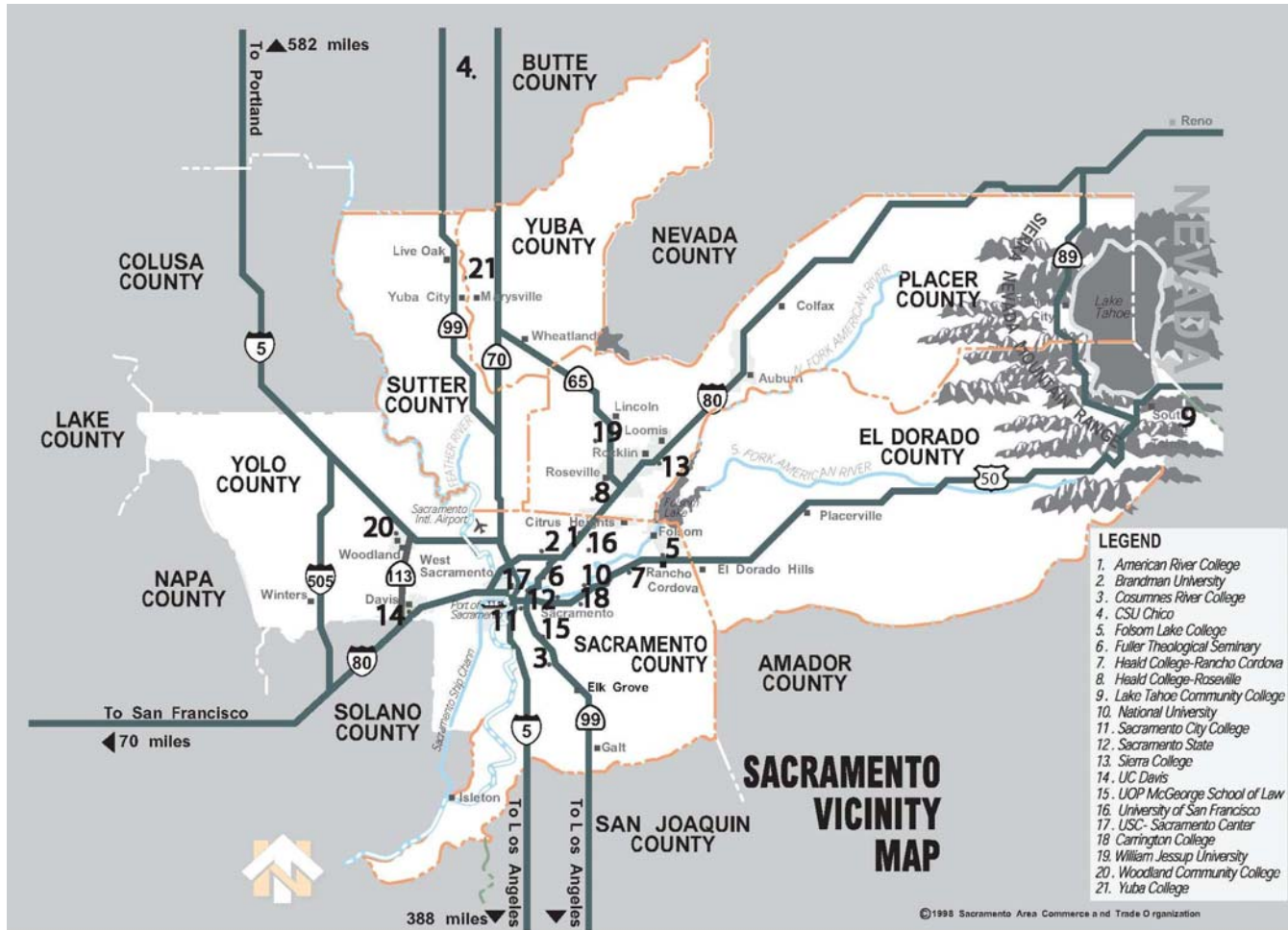
## Higher Education

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

Figure 22 is a map that includes Western Association of Schools and Colleges-accredited postsecondary institutions in the Sacramento Region.

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FIGURE 22  
WASC-ACCREDITED AND PUBLIC POSTSECONDARY INSTITUTIONS IN THE SACRAMENTO REGION



Center for Strategic Economic Research, April 2013

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

Note: WASC represents Western Association of Schools and Colleges which is one of six regional associations that accredit educational institutions in the nation.

## EDUCATION

Of the four-year universities in the Sacramento Region, UC Davis is the largest with approximately 33,000 students in the fall term of 2011 (see Figure 23). Since 2001, UC Davis' enrollment increased about 20 percent. The California State University campuses in Sacramento and Chico had around 28,000 and 16,000 students, respectively, in 2011.

By far, the largest community college in the Region is American River College with nearly 31,000 students enrolled in 2011. Sacramento City College and Sierra College also serve a large student population with respective fall term 2011 enrollments of approximately 24,000 and 19,000 students, both posting gains in enrollment since 2001.

**FIGURE 23**  
**SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR**  
**PUBLIC INSTITUTIONS**

<i>Type / Institution Name</i>	<i>2001</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>% Change 2001-2011</i>	<i>% Change 2006-2011</i>
<b>University of California</b>									
University of California, Davis	27,292	30,475	30,685	31,426	32,153	32,290	32,653	19.6%	7.1%
<b>California State University</b>									
California State University, Sacramento	26,923	28,529	28,829	29,011	29,241	27,033	28,016	4.1%	-1.8%
California State University, Chico*	16,704	16,250	17,132	17,132	16,934	15,989	15,920	-4.7%	-2.0%
<b>California Community Colleges</b>									
American River College	30,633	32,460	34,751	34,539	34,665	32,864	30,798	0.5%	-5.1%
Cosumnes River College	18,553	12,180	13,228	14,009	15,275	14,560	14,226	-23.3%	16.8%
Folsom Lake College**	-	7,381	8,441	8,940	9,099	8,664	8,382	-	13.6%
Lake Tahoe Community College	3,350	3,290	3,327	3,442	3,295	2,988	3,015	-10.0%	-8.4%
Sacramento City College	22,569	22,991	24,991	25,930	26,923	24,633	23,700	5.0%	3.1%
Sierra College	18,771	19,373	20,187	21,448	21,274	20,312	19,160	2.1%	-1.1%
Woodland Community College***	-	-	-	3,020	3,155	2,862	2,721	-	-
Yuba College****	10,793	9,516	10,445	8,418	8,250	7,390	7,072	-9.3%	2.9%
<b>Total Institutions</b>	<b>175,588</b>	<b>182,445</b>	<b>192,016</b>	<b>197,315</b>	<b>200,264</b>	<b>189,585</b>	<b>185,663</b>	<b>5.7%</b>	<b>1.8%</b>

Center for Strategic Economic Research, April 2013

Data Sources: California Postsecondary Education Commission (CPEC), Data Mart from the Chancellor's Office of the California Community Colleges, UC Davis Budget & Institutional Analysis, National Center for Education Statistics

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

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

\*\*Folsom Lake College enrollment prior to 2005 not available as it was not yet established.

\*\*\*Yuba College enrollment data prior to 2008 includes Woodland Community College and Clear Lake Campus. Woodland Community College enrollment data separated out in 2008 after it became fully accredited. Five-year and ten-year change reflects Woodland Community College and Yuba College combined enrollment for 2011.

## EDUCATION

Enrollment for select private institutions in the Sacramento Region is provided in Figure 24. Private institutions that have had notable increases in enrollment over the past five years include Heald College in both Roseville and Rancho Cordova which posted about 206 percent and 164 percent respective increases in enrollment.

**FIGURE 24**  
**SACRAMENTO REGION HIGHER**  
**EDUCATION ENROLLMENT FOR SELECT**  
**PRIVATE INSTITUTIONS**

<i>Institution</i>	<i>Location</i>	<i>% Change</i>		
		<i>2006</i>	<i>2011</i>	<i>2006-2011</i>
University of Phoenix	Sacramento	4,571	4,153	-9.1%
Heald College	Roseville	507	1,551	205.9%
Heald College	Rancho Cordova	549	1,448	163.8%
Carrington College	Sacramento	964	1,283	33.1%
William Jessup University	Rocklin	592	896	51.4%
ITT Technical Institute	Rancho Cordova	717	660	-7.9%
MTI College	Sacramento	777	635	-18.3%
Epic Bible College	Sacramento	221	312	41.2%

Center for Strategic Economic Research, April 2013  
 Data Sources: California Postsecondary Education Commission and  
 National Center for Education Statistics, College  
 Opportunities Online Locator

Notes: Reflects most currently-available data from source.  
 Data reflects enrollment for Fall term of year stated.  
 Limited data available for years 2007 through 2010 and  
 years prior to 2006.

Other private postsecondary institutions, in addition to those in Figure 24, serving the Sacramento Region include:

- Anthem College (Sacramento)
- Art Institute of California (Sacramento)
- Aviation & Electronic School of America (Colfax)
- Breining Institute (Orangevale)
- Bryan College (Gold River)
- Capital Bible College (Sacramento)
- Brandman University (Roseville, Folsom, Yuba City)
- DeVry University (Sacramento)
- Drexel University Sacramento (Sacramento)
- Embry-Riddle Aeronautical University (Beale AFB)
- Fuller Theological Seminary (Sacramento)
- International Academy of Design and Technology (Sacramento)
- Le Cordon Bleu College of Culinary Arts (Sacramento)
- Lincoln Law School of Sacramento (Sacramento)
- Kaplan College (Sacramento)

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- National University (Citrus Heights, Sacramento)
- Northwestern California University School of Law (Sacramento)
- Professional School of Psychology (Sacramento)
- Rudolf Steiner College (Fair Oaks)
- Epic Bible College (Sacramento)
- The Union Institute (Sacramento)
- Universal Technical Institute (Sacramento)
- University of Northern California, Lorenzo Patiño School of Law (Sacramento)
- University of the Pacific, McGeorge School of Law (Sacramento)
- University of San Francisco, Sacramento Regional Campus (Sacramento)
- University of Southern California Sol Price School Of Public Policy (Sacramento)
- Weimar College (Weimar)
- Western Seminary (Sacramento)

### Community Colleges

#### Sierra Community College District

For over half a century, the 300-acre Sierra College campus has offered general education and technical courses, serving a 3,200-square-foot service area within the Counties of Placer, Nevada, and parts of El Dorado and Sacramento. The main campus is located off of Interstate 80 in Rocklin. Other facilities include a 115-acre Nevada County Campus in Grass Valley and campuses in Roseville and Tahoe-Truckee. In November 2009, Sierra College became the first community college in California to be LEED Gold certified for its first permanent building at the new Tahoe-Truckee Campus. These campuses, administered by the Sierra Community College District, offer day, evening, and weekend classes to over 20,000 students in their service region which covers approximately 3,200 square miles. Sierra College has a national reputation based on excellence in such academic areas as computer science, mathematics, electronics, nursing, and early childhood education. Of all community colleges located in Northern California, Sierra College ranks first in total number of transfer students to University of California and California State University institutions.

Sierra College has 1,267 full- and part-time employees and offers 83 associate degree and 78 certificate programs. In addition, Sierra College provides the first two years of pre-professional programs including medicine, law, engineering, computer science, and education. It is the only community college in California that offers an Osher Lifelong Learning Institute program (OLLI) which provides educational opportunities in more than 175 tuition-free non-credit classes for active adults. In January 2006, Sierra College also began offering a program in Mechatronics, a field in which electronics, mechanics, pneumatics, hydraulics and computer control are integrated. Over \$1 million from a grant plus industry donations made this program possible at Sierra College. Another unique program is the virtual office professional program that prepares students for careers in this burgeoning field. Sierra College sets itself apart in this area of education by requiring significantly more units than other colleges in the nation and awarding a

degree and a program certificate upon completion of the program. The College, in partnership with the City of Roseville and the Nevada County Economic Resource Council, developed and offers a Photovoltaic Skills and Advanced Skills Certificate program—the first community college in Northern California and the second in California to do so. This program educates solar panel installers for solar companies, contractors, and local governments. In March 2009, the California Community College Chancellor's Office awarded Sierra College \$500,000 to expand Science, Technology, Engineering, and Mathematical (STEM) education. The College offers a technical career hands-on program for students from middle school to college.

To benefit area firms, Sierra College offers assistance through its Center for Applied Competitive Technologies (CACT) which specializes in combining computer-aided design and manufacturing to supply training and instruction to small and medium manufacturing and technology companies. The College also provides on-site custom training to local companies through its Contract Education Program.

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

The Los Rios Community College District currently has over 90,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, and Folsom Lake College and covers a service area of 2,400 square miles. In a recent election, voters in Los Rios' service area approved a \$475 million local bond measure that allows the District to renovate and build new facilities at its four colleges and six education centers. Los Rios is one of the fastest-growing community college districts in the state and has high transfer rates to the UC and CSU systems. The Los Rios colleges offer career education programs in such high growth fields as nursing and health, computer information science, electronics, and business. In 2007, Los Rios launched an initiative called GreenForce to create new programs focused on clean and green technology to meet the increasing demand by local businesses for workers skilled in energy efficiency, solar technology, green building design and construction, biofuels, water and wastewater management, and renewable energy. In October of 2009, the National Science Foundation awarded Folsom Lake College a \$285,000 grant to be used for developing curriculum strategies in Computational Thinking (a set of skills developed in computer science and related disciplines that can be applied to problem-solving tasks and projects in any discipline) which may someday be used as a model for community colleges across the country.

Los Rios Community College District operates the Workforce & Economic Development program which offers services such as customized training, business consulting, and international trade development through the Training Source, the Small Business Development Center (SBDC), the Center for International Trade Development (CITD), and the Workplace Learning Resource Center. The Training Source is a division that provides custom-designed training in short workshops or semester classes to public and private sector clients either at their site or at The Training Source. Other services offered are marketing and business planning guidance for small business owners and program management and evaluation. The SBDC offers small business consultation in

management, marketing, finance and strategic planning, and the CITD provides coaching services to small- and medium-sized business in importing and exporting, sponsors around 30 global commerce seminars per year, and has an extensive international trade library. The Workplace Learning Resource Center offers customized training geared towards basic skills training, workplace English as a Second Language (ESL), and workplace Spanish.

Three Stages at Folsom Lake College is a \$50 million, 800,000-square-foot performing and visual arts facility, funded by state and local bonds with additional support from the Los Rios Community College District and donations to the Folsom Lake College Foundation. Opened in early 2011, the venue has three theaters (one with 850 seats and two smaller ones with 100 and 200 seats) and features over 400 events annually.

### **Yuba Community College District**

The Yuba Community College District has been providing high-quality education since it was founded in 1927. The District now serves around 10,000 students in an area that covers about 4,200 square miles in six counties. The District operates Yuba College, Woodland Community College, the Clear Lake Campus, and Beale Air Force Base Outreach Operation, as well as other outreach area off-campus sites. The two campuses within the six-county Sacramento Region include Yuba College and Woodland Community College serving the Counties of Yuba, Sutter, and Yolo.

### **Lake Tahoe Community College District**

Lake Tahoe Community College opened in 1975 and has an enrollment of approximately 3,000 students per quarter. The 164-acre campus in South Lake Tahoe offers full credit, transferable courses to the UC and CSU systems. The College boasts affordability and accessibility in its classes and offers over 40 associate degrees in addition to certificates in areas such as business, culinary arts, environmental science, psychology, and political science. Lake Tahoe Community College also provides career education in criminal justice, culinary arts, nursing, and hospitality, among others. Programs such as study abroad for course credit and wilderness classes in the natural landscape are also offered as additional learning opportunities for the College's students.

## **Public Universities**

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

Sacramento State is a major university in the heart of the state capital on 300 acres. Founded in 1947, the University has completed over one-half century of service and claims one in 26 residents in the Sacramento Region as a Sacramento State alumnus. Around 27,000 students are enrolled at Sacramento State, with about 750 international students representing over 60 countries. The University's academic programs are organized into eight colleges: Arts & Letters; Business Administration; Continuing



## EDUCATION

Education; Education; Engineering & Computer Science; Health & Human Services; Natural Sciences & Mathematics; and Social Sciences & Interdisciplinary Studies. Sacramento State students can earn degrees in 58 undergraduate, 41 graduate, six post-baccalaureate certificates, and two doctorate degree programs. Major academic programs include business administration, criminal justice, communication studies, psychology, and computer science. The criminal justice program, according to Sacramento State, is the largest in this discipline west of the Mississippi.

In order to meet the needs of its growing student population, Sacramento State has completed several additions to its campus recently, including a continuing education building, a five-story classroom building, an Alumni Center, and expansion of the student union (housing various restaurants, shops, offices, and study areas). The students of Fall 2009 were the first students to move into the campus' new residence hall, American River Courtyard. In September 2010, the new 151,000-square-foot health and wellness building called "The Well" was completed. The multi-use facility includes almost 14,000 square feet of cardio and weight space, a climbing wall, indoor running track, various activity courts, and the student health center. The Well was constructed according to green building standards and is projected to use 23 percent less energy and 43 percent less water than a typical new building. The Broad Athletic Facility, completed in spring 2008, is the new athletic facility containing training facilities, locker rooms, and coaches' offices for the University's Division I athletics program and replaces the Hornet field house. Another major sports facility project, the Alex G. Spanos Sports Complex, was completed in time to host the U.S. Olympic Track and Field trials in July 2000. Sacramento State also had the honor to host the trials again in 2004.

Sacramento State, Sacramento Municipal Utility District (SMUD), Los Rios Community College District, and the Department of General Services were awarded \$127 million in American Recovery and Reinvestment Act (ARRA) funding for a smart grid project which will enable installation of a regional smart grid system of 600,000 energy efficient smart meters and 50,000 demand response controls. The funding also allows Sacramento State's California Smart Grid Center to oversee installation of the technology to 50 of the university's buildings. The Center also has developed curriculum for students interested in smart grid careers.

Around 40 research and service centers are associated with the University. In addition, through the College of Continuing Education, Sacramento State has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education programs include, but are not limited to, business; criminal justice and safety; education; health and human services; and science and technology. Additionally, Sacramento State created an Executive Master's of Business Administration (EMBA) program that is hosted at corporate locations throughout the Sacramento Region. PRIDE Industries in Roseville hosted the first cohort which began classes in September 2005.

**California State University, Chico**

Located about 85 miles northwest of Auburn on 119 acres, CSUC is another major public university (with an enrollment of about 17,000 students) that provides educational services to Placer County residents. Founded in 1887, the University is the second oldest California State University campus, known for its picturesque views, beautiful architecture, and cozy college town atmosphere. CSUC provides excellent educational opportunities and is committed to developing a high quality learning environment. The *U.S. News & World Report* ranked CSUC fifth among master's-level public universities in the western U.S in its 2013 edition of "America's Best Colleges." Additionally, CSUC made *The Princeton Review's* "Best Business Schools" listing for the fourth consecutive year in 2011.

The University is comprised of seven colleges, organized in two general categories (the Colleges of Liberal Arts and Sciences and the Colleges of Professional Studies), and two interdisciplinary units (Undergraduate Education and the School of Graduate, International, and Interdisciplinary Studies). The seven colleges include: Agriculture; Behavioral and Social Sciences; Business; Communication and Education; Engineering, Computer Science, and Construction Management; Humanities and Fine Arts; and Natural Sciences. The University offers over 150 undergraduate majors that allow students to declare an option or pattern—a way to obtain specialization in a major program. The top five majors, by number of students, are business administration, psychology, liberal studies (elementary school teaching), criminal justice, and kinesiology. CSUC has also been nurturing its academic programs and campus practices in sustainable development. The University currently offers around 200 "Green Courses," such as *Managing for Sustainability* and *Sustainability and the Built Environment* and created The Institute for Sustainable Development to facilitate research and integrate environmental efforts across campus.

CSUC is considered to be one of the leaders in distance education having offered these services for 35 years through various modes of learning—Instructional Television Fixed Service (ITFS), via satellite, and online. Since 1993, courses have been offered online and institutions around the world have used CSUC's program to model their own distance education programs.

**University of California, Davis**

Since its beginnings in the early 20<sup>th</sup> century, the UC Davis campus has grown to 5,300 acres and about 33,000 students. An acknowledged international leader in agricultural, biological, biotechnological, and environmental sciences, UC Davis is gaining similar recognition for excellence in the arts, humanities, social sciences, health sciences, law, and management. According to UC Davis' web site and National Science Foundation rankings, the Institution is one of the top research universities in the United States, earning over \$750 million in research funding in 2011-2012 and was ranked 14<sup>th</sup> nationally in research funding among U.S. ranked public universities. UC Davis was also

## EDUCATION

recognized by *U.S. News & World Report*, which, in its 2013 report of “*America’s Best Colleges*,” ranked the University eighth overall among public research universities nationwide and 38<sup>th</sup> among public and private research universities.

UC Davis offers over 100 undergraduate majors and 90 graduate programs in the Colleges of Agricultural and Environmental Sciences, Biological Sciences, Letters and Science, and Engineering and six professional schools: Education, Medicine, Veterinary Medicine, Law, Management, and the Betty Irene Moore School of Nursing.

UC Davis’ Graduate School of Management has garnered an excellent reputation among other national MBA programs as indicated in its inclusion in *U.S. News & World Report’s* annual ranking of the top 50 U.S. business schools for 17 consecutive years. UC Davis’ Engineering program ranked in the top 20 of *U.S. News & World Report’s* ranking of public university engineering programs. The School of Law also received recognition in academic excellence, ranking 29<sup>th</sup> in the publication’s list of best law schools.

UC Davis Extension, founded in 1960, offers hundreds of courses per quarter in over 90 subjects such as business, art, and agriculture where the student has the option to take individual courses, pursue a certificate program, or complete a specialized master’s degree program. Courses are offered in traditional classroom settings open to the public, in an online format, or customized on-site for employers.

The UC Davis Health System includes a teaching hospital in Sacramento, a medical school, and a network of primary care physician practices and affiliated community hospitals in Northern California communities. The system operates the Region’s only Level 1 trauma center, a comprehensive cancer center, a children’s hospital, transplant services, an Alzheimer’s center, an institute for neurodevelopment disorders, and a burn center. The medical center’s service area covers 65,000 square miles over 33 counties and is further extended through the center’s reach into remote, rural, and underserved communities with its telemedicine program which provides these areas with specialty care.

The Mondavi Center for the Performing Arts opened on the UC Davis campus in the fall of 2002 and houses a 1,800-seat performance hall and a 250-seat studio theater.

In October 2007, UC Davis dedicated its new Aggie Stadium, a \$31 million facility with seating for more than 10,700 fans and an artificial playing surface of over 100,000 square feet. The University’s Graduate School of Management constructed a “state-of-the-art green” building and conference center complex, called the Maurice J. Gallagher, Jr. Hall, which was completed in October 2009.

The University also has made progress in completing several major expansion projects that will further enhance its renowned programs in law, business, viticulture, and food science. UC Davis expanded and renovated its School of Law facilities in a \$30 million project that was completed in September 2010. The departments of Viticulture and

Enology and Food Science and Technology also benefit from a 129,600-square-foot complex called the Robert Mondavi Institute for Wine and Food Science (RMI) which celebrated the grand opening of its first phase in October 2008. The second phase of the project celebrated its grand opening in January 2011 and includes two buildings totaling 32,000 square feet—one building housing the Teaching and Research Winery and the other is the Anheuser-Busch Brewing and Food Science Laboratory. Additionally, a \$280 million mixed-use campus community called West Village was completed in October 2011. By incorporating energy efficiency measures and on-site renewable resources to meet its demand, this development is the largest planned zero net energy community in the United States and includes a mix of student and employee housing, retail space, and a community college center.

### Private Schools

William Jessup University, formerly San Jose Christian College, relocated to Rocklin and officially opened in the fall of 2004. The four-year Christian University prepares its students for leadership and service in church and society by focusing on theological higher education as well as providing degrees in teaching, business administration, and psychology. In August 2012, the University completed a \$17 million, 54,000-square-foot campus expansion that includes a dining room, 1,018-seat gymnasium, six classrooms, and 11 music practice rooms.

Numerous branches of private colleges headquartered outside the Sacramento Region also have local programs for Placer County and other residents within the Region. One of them, Drexel University Sacramento, a Philadelphia-based college, offers programs leading to master's degrees in business administration (also a bachelor's degree), finance, higher education, human resource development, and an executive master in public health. Additionally, the university offers a doctoral in educational leadership and management and one post-baccalaureate pre-medical program at its site located in downtown Sacramento. The Drexel LeBow College of Business part-time MBA program was ranked number one among 30 programs ranked by *BusinessWeek* magazine's 2009 rankings of part-time MBA programs based on academic quality, post-graduation outcomes, and a student satisfaction survey.

National University primarily serves working adults with its online-degree and intensive, one-course-per-month evening class format. Its Sacramento location offers extended learning, credential, and certificate programs as well as associate of art degrees and bachelor's and master's degrees in areas within business and management, engineering and technology, psychology, education, and letters and sciences. The University of Phoenix's Sacramento Valley Campus offers master's and bachelor's degree programs in nursing and business, with many of these programs' courses conveniently offered both in class and online.

Brandman University is a private, non-profit institution accredited by the Western Association of Schools and Colleges (WASC). Established in 1958 and a part of the

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Chapman University System, Brandman blends a legacy of academic excellence with progressive, innovative curriculum, and strong support services designed for working professionals. The university serves more than 6,000 students in undergraduate, graduate, credential, and certificate programs in arts and sciences, business, education, and health, both offered online and through its campuses in California and Washington. Brandman's Sacramento Valley Region Campuses are located in Folsom, Roseville, and Yuba City.

The University of Southern California Sol Price School Of Public Policy offers a nationally-accredited master's degree in public administration in downtown Sacramento near the State Capitol where key policy decisions are made.

The University of San Francisco's Sacramento Regional Campus is a complete university facility with programs designed for working adults who generally attend classes that meet one day a week for 22 to 27 months. Credential, undergraduate and graduate degrees in psychology, business administration, public administration, education, counseling, and nursing are offered.

The University of the Pacific, McGeorge School of Law in Sacramento is a recognized leader in the field of legal education. McGeorge seeks to educate practice-ready graduates through its required curriculum and opportunities for practical experience in clinical and internship settings. In addition to the juris doctor (J.D.) degree, students can choose from other degree options such as an LL.M (Master of Law) in transnational business practice, U.S. law & policy, or water resources law as well as a J.S.D. in international water resources. Located nearby is the Lincoln Law School of Sacramento which is fully-accredited by the Committee of Bar Examiners of the State Bar of California and offers an affordable and accessible legal education in a four-year, weeknight format.

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

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

The best known postsecondary schools offering vocational education in the Sacramento Region are Heald College, ITT Technical Institute, MTI College, DeVry University, and Carrington College. Universal Technical Institute (UTI), a vocational technical school providing diploma or certificate level programs in automotive technology, recently chose the Sacramento Region as one of its newest locations. Le Cordon Bleu College of

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Culinary Arts has programs leading to certificates in Culinary Arts or Pâtisserie and Baking. The Sacramento branch of the Art Institute of California, which was established in 2007, offers associate and bachelor's degrees in career-oriented programs such as design (e.g. graphic, interior, game art, etc.), media arts, fashion and culinary arts.



# **BUSINESS CLIMATE**

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## Business Climate

Prior to the economic downturn, Placer County's economy had seen impressive levels of job growth and significant increases in taxable sales. Like most areas of the country, economic conditions in Placer County have suffered, but its strong base and rather diversified industry composition have mitigated some of the potential effects of the recession. The County is specialized in six sectors (Construction; Financial Activities; Leisure & Hospitality; Educational & Health Services; Trade, Transportation, & Utilities; and Other Services) and has continued to encourage start-ups and relocations of businesses within these and other sectors.

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

## Industry Overview

Over a ten-year time span, Placer County employment increased by approximately 7,000 jobs to nearly 127,000 total jobs in 2011 (nearly 15 percent of all jobs in the Sacramento Region), as shown in Figure 25. This growth of 6 percent exceeds the negative growth experienced in the comparison areas from 2001 to 2011. The recent economic downturn has significantly affected all comparison areas bringing Placer County's, the Sacramento Region's, and California's employment totals back to levels seen prior to 2005 or earlier.

At approximately 78 percent, the strongest employment growth from 2001 to 2011 was seen in Placer County's Educational & Health Services sector which has over 19,000 jobs. This sector also posted the highest employment growth rates in the comparative regions: around 34 percent in the Sacramento Region, 20 percent in the Bay Area, and 26 percent in California.

Financial Activities posted the second-highest growth rate in Placer County at around 34 percent followed by the Leisure & Hospitality sector with about 23 percent growth in the ten-year time period. These two sectors posted much lower rates in the comparison areas, particularly Financial Activities with around -11 percent growth in the Sacramento Region, nearly -20 percent in the Bay Area, and about -8 percent statewide.



## BUSINESS CLIMATE

**FIGURE 25**  
**EMPLOYMENT BY INDUSTRY**

Industry Sector	2001	2006	2007	2008	2009	2010	2011	% Change 2001-2011	% Change 2006-2011
<b>Racer County</b>									
Total, All Industries	119,500	140,100	140,400	136,900	126,300	126,200	126,500	5.9%	-9.7%
Agriculture	400	400	300	400	300	300	400	0.0%	0.0%
Mining and Logging	100	100	100	100	100	100	100	0.0%	0.0%
Construction	14,100	16,100	14,700	12,300	9,200	8,400	7,800	-44.7%	-51.6%
Manufacturing	10,500	8,900	8,500	7,900	7,000	6,600	6,500	-38.1%	-27.0%
Trade, Transportation and Utilities	23,000	28,500	29,200	27,900	26,000	25,900	26,100	13.5%	-8.4%
Information	2,600	2,900	2,600	2,400	2,500	2,500	2,300	-11.5%	-20.7%
Financial Activities	7,300	11,500	11,300	10,600	10,000	9,700	9,800	34.2%	-14.8%
Professional and Business Services	13,300	14,600	14,300	14,600	12,800	13,000	13,100	-1.5%	-10.3%
Educational and Health Services	10,800	13,900	15,800	16,700	17,100	18,100	19,200	77.8%	38.1%
Leisure and Hospitality	14,500	18,700	19,100	19,300	18,000	18,100	17,800	22.8%	-4.8%
Other Services	4,700	4,200	4,500	4,700	4,700	4,500	4,700	0.0%	11.9%
Government	18,200	20,300	20,000	19,900	18,700	18,900	18,700	2.7%	-7.9%
<b>Sacramento Region</b>									
Total, All Industries	870,400	952,300	957,500	934,800	882,100	859,100	852,000	-2.1%	-10.5%
Agriculture	13,400	12,000	12,600	12,700	12,700	12,700	13,300	-0.7%	10.8%
Mining and Logging	1,200	900	1,000	1,100	700	700	600	-50.0%	-33.3%
Construction	61,800	73,300	69,300	58,200	45,000	39,800	37,600	-39.2%	-48.7%
Manufacturing	48,200	45,300	43,500	41,000	36,400	34,800	34,800	-27.8%	-23.2%
Trade, Transportation and Utilities	148,100	162,200	162,000	155,000	142,700	140,300	140,600	-5.1%	-13.3%
Information	22,700	20,400	20,500	19,700	18,800	17,600	17,100	-24.7%	-16.2%
Financial Activities	53,700	65,800	63,000	58,600	54,300	49,700	47,900	-10.8%	-27.2%
Professional and Business Services	106,900	115,800	115,400	113,000	103,700	104,800	104,000	-2.7%	-10.2%
Educational and Health Services	80,800	97,800	102,800	105,600	105,600	104,900	108,000	33.7%	10.4%
Leisure and Hospitality	75,600	89,000	90,300	89,600	85,500	83,900	83,800	10.8%	-5.8%
Other Services	29,100	29,500	30,200	30,700	29,800	29,100	29,000	-0.3%	-1.7%
Government	228,900	240,300	246,800	249,800	246,500	240,700	235,100	2.7%	-2.2%
<b>Bay Area</b>									
Total, All Industries	3,139,800	2,910,700	2,959,400	2,952,100	2,779,200	2,744,300	2,782,800	-11.4%	-4.4%
Agriculture	13,500	10,500	10,900	10,200	9,500	9,000	8,800	-34.8%	-16.2%
Mining and Logging	2,000	1,700	1,700	1,700	1,600	1,600	1,600	-20.0%	-5.9%
Construction	167,700	163,200	164,300	153,400	123,000	112,000	110,200	-34.3%	-32.5%
Manufacturing	409,800	303,000	304,600	303,200	276,700	270,200	274,200	-33.1%	-9.5%
Trade, Transportation and Utilities	547,400	496,600	501,600	491,100	455,300	446,500	449,100	-18.0%	-9.6%
Information	140,300	106,600	108,100	110,900	106,500	106,300	112,500	-19.8%	5.5%
Financial Activities	193,700	189,300	183,900	173,800	159,100	156,300	155,500	-19.7%	-17.9%
Professional and Business Services	583,300	518,800	540,400	551,400	508,400	507,700	525,500	-9.9%	1.3%
Educational and Health Services	303,000	328,600	337,000	348,600	355,200	358,100	364,700	20.4%	11.0%
Leisure and Hospitality	268,100	280,700	289,100	294,000	282,200	283,400	290,600	8.4%	3.5%
Other Services	103,200	98,000	99,900	100,900	97,200	97,100	99,400	-3.7%	1.4%
Government	407,900	413,800	418,100	413,300	404,700	396,100	390,700	-4.2%	-5.6%
<b>California</b>									
Total, All Industries	14,981,500	15,435,500	15,557,200	15,370,800	14,456,500	14,319,500	14,445,700	-3.6%	-6.4%
Agriculture	379,500	375,200	383,700	389,300	371,800	382,800	385,300	1.5%	2.7%
Mining and Logging	25,600	25,100	26,700	28,700	26,100	26,800	28,500	11.3%	13.5%
Construction	780,400	933,700	892,600	787,700	623,100	559,800	553,700	-29.0%	-40.7%
Manufacturing	1,778,600	1,488,000	1,464,400	1,425,300	1,281,900	1,241,000	1,245,800	-30.0%	-16.3%
Trade, Transportation and Utilities	2,748,800	2,878,600	2,912,800	2,849,000	2,642,300	2,623,500	2,662,900	-3.1%	-7.5%
Information	551,900	466,000	470,800	475,500	440,400	427,700	432,400	-21.7%	-7.2%
Financial Activities	829,700	927,800	896,600	841,800	783,000	760,200	761,500	-8.2%	-17.9%
Professional and Business Services	2,187,200	2,242,500	2,264,800	2,236,600	2,059,200	2,074,400	2,126,300	-2.8%	-5.2%
Educational and Health Services	1,454,100	1,621,400	1,678,200	1,733,200	1,760,000	1,788,300	1,833,600	26.1%	13.1%
Leisure and Hospitality	1,365,100	1,519,000	1,560,400	1,572,600	1,503,100	1,501,600	1,530,300	12.1%	0.7%
Other Services	499,200	507,100	512,200	511,300	486,100	484,900	486,900	-2.5%	-4.0%
Government	2,382,100	2,452,300	2,494,600	2,518,900	2,479,600	2,448,400	2,398,700	0.7%	-2.2%

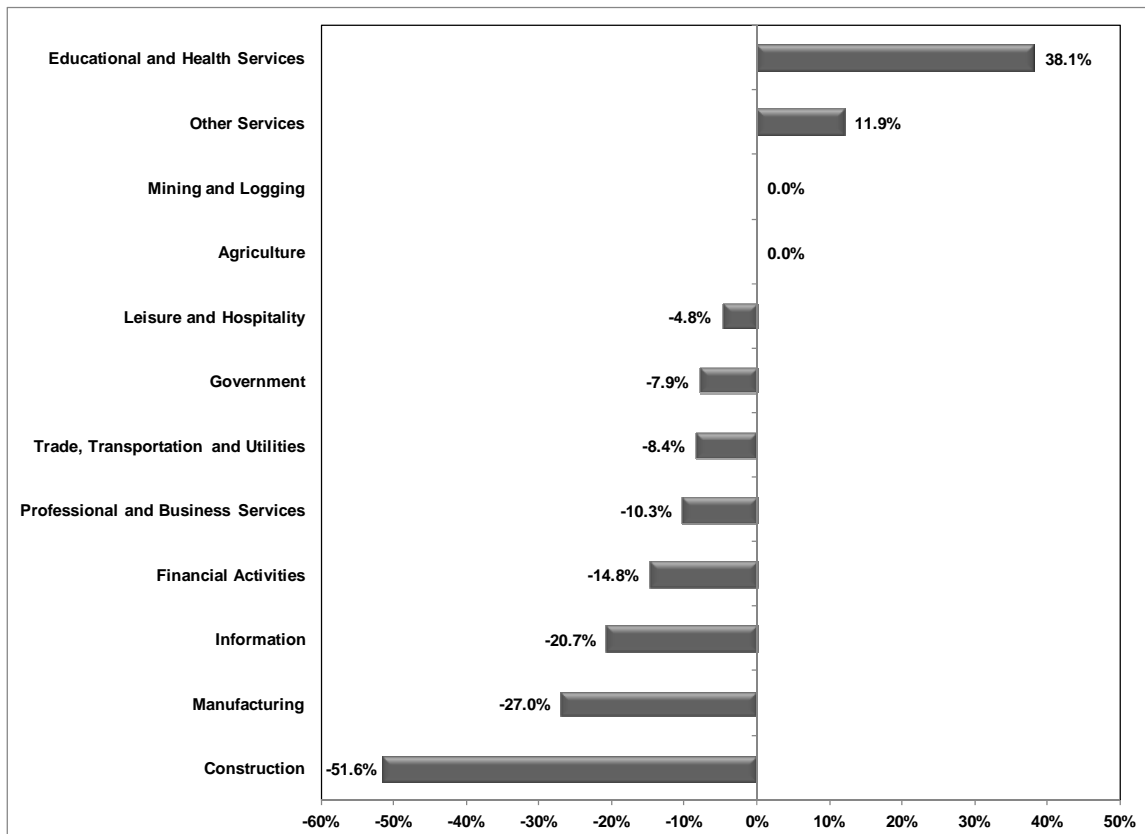
Center for Strategic Economic Research, April 2013

Data Source: California Employment Development Department, Annual Average Employment by Industry Data  
 Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.  
 Differences due to rounding.

## BUSINESS CLIMATE

Two industry sectors posted positive five-year growth rates in Placer County, displayed in Figure 26: Educational & Health Services (around 38 percent) and Other Services (about 12 percent). Except for Mining & Logging and Agriculture, which remained stable, all other sectors experienced declines in the 2006 to 2011 time period.

FIGURE 26  
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR  
FROM 2006 TO 2011



Center for Strategic Economic Research, April 2013

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

Note: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

## BUSINESS CLIMATE

As shown in Figure 27, total employment in Placer County is projected to increase about 33 percent by 2021 to a total of nearly 169,000 jobs. The other comparison areas are projected to have much lower growth rates in this time period with the Sacramento Region forecasted at around 23 percent growth and the Bay Area and California at about 19 percent and 16 percent growth, respectively.

These employment projections show that the strongest growth through 2021 in Placer County will be in the Construction; Professional & Business Services; and Trade, Transportation & Utilities sectors (about 68 percent, 43 percent, and 38 percent, respectively). Similar to Placer County, the Professional & Business Services sector is projected to be in the comparison areas' top three performing sectors. Construction and Trade, Transportation & Utilities are also forecast to be in the Sacramento Region's top three growth sectors. In addition to Professional & Business Services, the Bay Area and California will see some of their strongest growth in the Information sector. The Construction sector rounds out the Bay Area's top three while Educational & Health Services is projected to see the third-highest growth statewide in this time period. By 2021, employment in all sectors in these geographic areas, except Agriculture in Placer County and the Bay Area, are projected to see positive growth.

## BUSINESS CLIMATE

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

Area/Industry	2011	2016	2021	% Change	
				2011-2021	2011-2016
<b>Placer County</b>					
Total, All Industries	126,500	155,371	168,735	33.4%	22.8%
Agriculture	400	463	363	-9.4%	15.6%
Construction	7,800	14,119	13,132	68.4%	81.0%
Manufacturing	6,500	7,761	7,664	17.9%	19.4%
Trade, Transportation and Utilities	26,100	31,664	35,913	37.6%	21.3%
Information	2,300	2,683	2,779	20.8%	16.7%
Financial Activities	9,800	11,275	12,013	22.6%	15.1%
Professional and Business Services	13,100	16,504	18,670	42.5%	26.0%
Educational and Health Services	19,200	22,002	24,804	29.2%	14.6%
Leisure and Hospitality	17,800	21,800	23,900	34.3%	22.5%
Government	18,700	20,685	22,252	19.0%	10.6%
<b>Sacramento Region</b>					
Total, All Industries	852,000	984,380	1,046,812	22.9%	15.5%
Agriculture	13,300	13,528	13,419	0.9%	1.7%
Construction	37,600	64,956	61,311	63.1%	72.8%
Manufacturing	34,800	39,228	40,333	15.9%	12.7%
Trade, Transportation and Utilities	140,600	162,076	179,537	27.7%	15.3%
Information	17,100	19,049	19,675	15.1%	11.4%
Financial Activities	47,900	56,525	57,751	20.6%	18.0%
Professional and Business Services	104,000	127,467	139,327	34.0%	22.6%
Educational and Health Services	108,000	120,902	131,346	21.6%	11.9%
Leisure and Hospitality	83,800	95,613	101,875	21.6%	14.1%
Government	235,100	249,500	263,910	12.3%	6.1%
<b>Bay Area</b>					
Total, All Industries	2,782,800	3,116,536	3,300,756	18.6%	12.0%
Agriculture	8,800	8,701	8,581	-2.5%	-1.1%
Construction	110,200	138,027	143,128	29.9%	25.3%
Manufacturing	274,200	309,052	308,078	12.4%	12.7%
Trade, Transportation and Utilities	449,100	504,309	546,496	21.7%	12.3%
Information	112,500	139,962	150,190	33.5%	24.4%
Financial Activities	155,500	169,776	184,443	18.6%	9.2%
Professional and Business Services	525,500	617,115	670,151	27.5%	17.4%
Educational and Health Services	364,700	385,971	405,489	11.2%	5.8%
Leisure and Hospitality	290,600	317,989	338,694	16.6%	9.4%
Government	390,700	411,380	424,503	8.7%	5.3%
<b>California</b>					
Total, All Industries	14,445,700	15,928,669	16,812,651	16.4%	10.3%
Agriculture	385,300	403,314	392,305	1.8%	4.7%
Construction	553,700	593,678	650,647	17.5%	7.2%
Manufacturing	1,245,800	1,361,781	1,403,775	12.7%	9.3%
Trade, Transportation and Utilities	2,662,900	2,904,891	3,021,887	13.5%	9.1%
Information	432,400	540,500	581,538	34.5%	25.0%
Financial Activities	761,500	813,534	855,562	12.4%	6.8%
Professional and Business Services	2,126,300	2,561,361	2,769,391	30.2%	20.5%
Educational and Health Services	1,833,600	2,055,552	2,257,508	23.1%	12.1%
Leisure and Hospitality	1,530,300	1,708,335	1,789,351	16.9%	11.6%
Government	2,398,700	2,389,701	2,446,694	2.0%	-0.4%

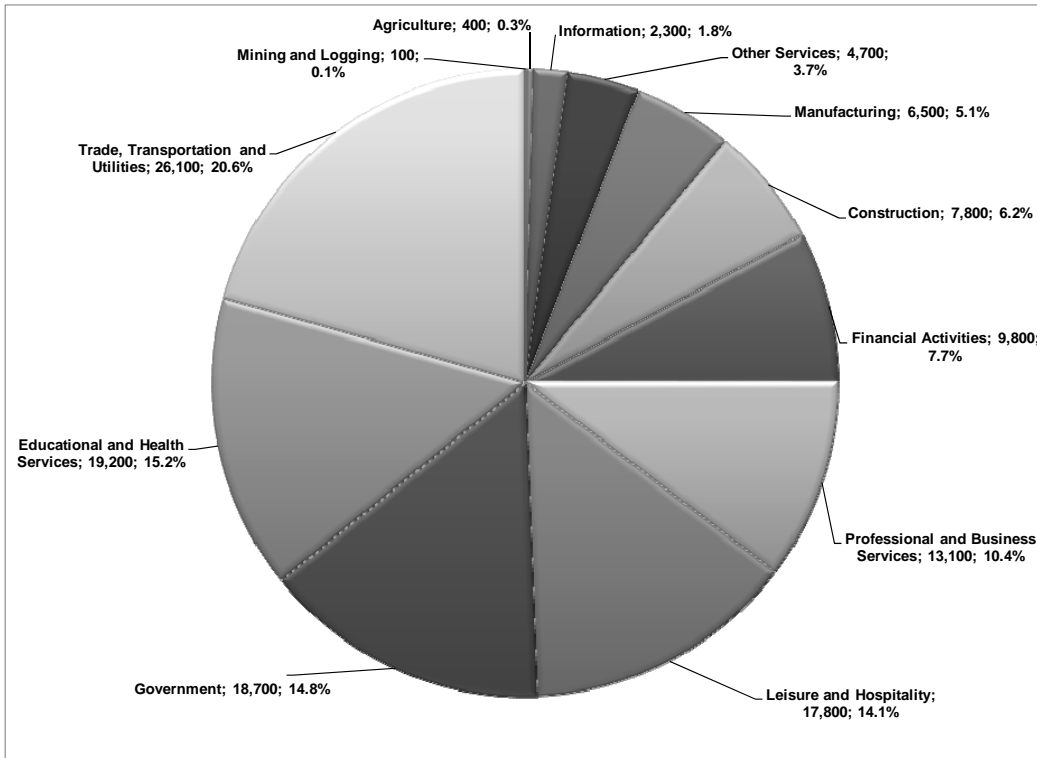
Center for Strategic Economic Research, April 2013

Data Sources: California Employment Development Department, Annual Average  
Employment by Industry Data and California Department of  
Transportation, 2012 Long-Term Socio-Economic Forecasts by County

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

The largest proportions of total jobs in Placer County in 2011, shown in Figure 28, are in Trade, Transportation, & Utilities (around 21 percent with 26,000 jobs); Educational & Health Services (about 15 percent with just over 19,000 jobs); and Government (approximately 15 percent with nearly 19,000 jobs). These industries combined make up about half of Placer County’s economy.

FIGURE 28  
INDUSTRY COMPOSITION IN PLACER COUNTY IN 2011



Center for Strategic Economic Research, April 2013

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

Note: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

As shown in Figure 29, all areas have Trade, Transportation, & Utilities and Government as one of their largest sectors in 2011, but Placer County’s and the Sacramento Region’s Educational & Health Services sector and the Bay Area’s and California’s Professional & Business Services sector rounds out their top three.

The Educational & Health Services sector experienced the greatest positive shift in composition in all comparative areas from 2001 to 2011—Placer County with around 6 percentage points, close to 4 percentage points in the Bay Area, and around 3 percentage points in the Sacramento Region and California. In this time period, Construction experienced the greatest negative shift in Placer County and the Sacramento Region (nearly -6 and -3 percentage points, respectively) while the Manufacturing sector’s composition experienced the strongest negative shift in the Bay Area and California, approximately -3 percentage points in each area.

**FIGURE 29**  
**INDUSTRY COMPOSITION**

Industry Sector								Shift	Shift
	2001	2006	2007	2008	2009	2010	2011	2001-2011	2006-2011
<b>Placer County</b>									
Agriculture	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%	0.3%	0.0%	0.0%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	11.8%	11.5%	10.5%	9.0%	7.3%	6.7%	6.2%	-5.6%	-5.3%
Manufacturing	8.8%	6.4%	6.1%	5.8%	5.5%	5.2%	5.1%	-3.6%	-1.2%
Trade, Transportation and Utilities	19.2%	20.3%	20.8%	20.4%	20.6%	20.5%	20.6%	1.4%	0.3%
Information	2.2%	2.1%	1.9%	1.8%	2.0%	2.0%	1.8%	-0.4%	-0.3%
Financial Activities	6.1%	8.2%	8.0%	7.7%	7.9%	7.7%	7.7%	1.6%	-0.5%
Professional and Business Services	11.1%	10.4%	10.2%	10.7%	10.1%	10.3%	10.4%	-0.8%	-0.1%
Educational and Health Services	9.0%	9.9%	11.3%	12.2%	13.5%	14.3%	15.2%	6.1%	5.3%
Leisure and Hospitality	12.1%	13.3%	13.6%	14.1%	14.3%	14.3%	14.1%	1.9%	0.7%
Other Services	3.9%	3.0%	3.2%	3.4%	3.7%	3.6%	3.7%	-0.2%	0.7%
Government	15.2%	14.5%	14.2%	14.5%	14.8%	15.0%	14.8%	-0.4%	0.3%
<b>Sacramento Region</b>									
Agriculture	1.5%	1.3%	1.3%	1.4%	1.4%	1.5%	1.6%	0.0%	0.3%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	0.0%
Construction	7.1%	7.7%	7.2%	6.2%	5.1%	4.6%	4.4%	-2.7%	-3.3%
Manufacturing	5.5%	4.8%	4.5%	4.4%	4.1%	4.1%	4.1%	-1.5%	-0.7%
Trade, Transportation and Utilities	17.0%	17.0%	16.9%	16.6%	16.2%	16.3%	16.5%	-0.5%	-0.5%
Information	2.6%	2.1%	2.1%	2.1%	2.1%	2.0%	2.0%	-0.6%	-0.1%
Financial Activities	6.2%	6.9%	6.6%	6.3%	6.2%	5.8%	5.6%	-0.5%	-1.3%
Professional and Business Services	12.3%	12.2%	12.1%	12.1%	11.8%	12.2%	12.2%	-0.1%	0.0%
Educational and Health Services	9.3%	10.3%	10.7%	11.3%	12.0%	12.2%	12.7%	3.4%	2.4%
Leisure and Hospitality	8.7%	9.3%	9.4%	9.6%	9.7%	9.8%	9.8%	1.2%	0.5%
Other Services	3.3%	3.1%	3.2%	3.3%	3.4%	3.4%	3.4%	0.1%	0.3%
Government	26.3%	25.2%	25.8%	26.7%	27.9%	28.0%	27.6%	1.3%	2.4%
<b>Bay Area</b>									
Agriculture	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	-0.1%	0.0%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	5.3%	5.6%	5.6%	5.2%	4.4%	4.1%	4.0%	-1.4%	-1.6%
Manufacturing	13.1%	10.4%	10.3%	10.3%	10.0%	9.8%	9.9%	-3.2%	-0.6%
Trade, Transportation and Utilities	17.4%	17.1%	16.9%	16.6%	16.4%	16.3%	16.1%	-1.3%	-0.9%
Information	4.5%	3.7%	3.7%	3.8%	3.8%	3.9%	4.0%	-0.4%	0.4%
Financial Activities	6.2%	6.5%	6.2%	5.9%	5.7%	5.7%	5.6%	-0.6%	-0.9%
Professional and Business Services	18.6%	17.8%	18.3%	18.7%	18.3%	18.5%	18.9%	0.3%	1.1%
Educational and Health Services	9.7%	11.3%	11.4%	11.8%	12.8%	13.0%	13.1%	3.5%	1.8%
Leisure and Hospitality	8.5%	9.6%	9.8%	10.0%	10.2%	10.3%	10.4%	1.9%	0.8%
Other Services	3.3%	3.4%	3.4%	3.4%	3.5%	3.5%	3.6%	0.3%	0.2%
Government	13.0%	14.2%	14.1%	14.0%	14.6%	14.4%	14.0%	1.0%	-0.2%
<b>California</b>									
Agriculture	2.5%	2.4%	2.5%	2.5%	2.6%	2.7%	2.7%	0.1%	0.2%
Mining and Logging	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%
Construction	5.2%	6.0%	5.7%	5.1%	4.3%	3.9%	3.8%	-1.4%	-2.2%
Manufacturing	11.9%	9.6%	9.4%	9.3%	8.9%	8.7%	8.6%	-3.2%	-1.0%
Trade, Transportation and Utilities	18.3%	18.6%	18.7%	18.5%	18.3%	18.3%	18.4%	0.1%	-0.2%
Information	3.7%	3.0%	3.0%	3.1%	3.0%	3.0%	3.0%	-0.7%	0.0%
Financial Activities	5.5%	6.0%	5.8%	5.5%	5.4%	5.3%	5.3%	-0.3%	-0.7%
Professional and Business Services	14.6%	14.5%	14.6%	14.6%	14.2%	14.5%	14.7%	0.1%	0.2%
Educational and Health Services	9.7%	10.5%	10.8%	11.3%	12.2%	12.5%	12.7%	3.0%	2.2%
Leisure and Hospitality	9.1%	9.8%	10.0%	10.2%	10.4%	10.5%	10.6%	1.5%	0.8%
Other Services	3.3%	3.3%	3.3%	3.3%	3.4%	3.4%	3.4%	0.0%	0.1%
Government	15.9%	15.9%	16.0%	16.4%	17.2%	17.1%	16.6%	0.7%	0.7%

Center for Strategic Economic Research, April 2013

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

Note: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities. Differences due to rounding.

As shown in Figure 30, it is projected that, by 2021, the highest proportion of employment in Placer County will be in Trade, Transportation, & Utilities (about 21 percent); Educational & Health Services (almost 15 percent); and Leisure & Hospitality (around 14 percent). Government; Trade, Transportation, & Utilities; and Professional & Business Services are projected to comprise the largest proportions of the Sacramento Region, Bay Area, and statewide economies in 2021. The Construction sector is projected to experience the greatest shift in composition in Placer County by 2021 (almost 2 percentage points). The Sacramento Region's Construction sector is projected to see the greatest composition shift (just over 1 percentage point), while the Professional & Business Services sector is projected to experience the greatest composition shift in the Bay Area (over 1 percentage point) and California (nearly 2 percentage points). Placer County's Government sector is projected to experience the greatest decrease in proportion of total employment (approximately -2 percentage points between 2011 and 2021). The Government sector in the comparison areas is also forecast to see the greatest negative shift in employment composition (ranging between around -1 and -2 percentage points).

BUSINESS CLIMATE

**FIGURE 30**  
**INDUSTRY COMPOSITION PROJECTIONS**

Area/Industry	2011	2016	2021	Shift	Shift
				2011-2021	2011-2016
<b>Placer County</b>					
Agriculture	0.3%	0.3%	0.2%	-0.1%	0.0%
Construction	6.2%	9.1%	7.8%	1.6%	2.9%
Manufacturing	5.1%	5.0%	4.5%	-0.6%	-0.1%
Trade, Transportation and Utilities	20.6%	20.4%	21.3%	0.7%	-0.3%
Information	1.8%	1.7%	1.6%	-0.2%	-0.1%
Financial Activities	7.7%	7.3%	7.1%	-0.6%	-0.5%
Professional and Business Services	10.4%	10.6%	11.1%	0.7%	0.3%
Educational and Health Services	15.2%	14.2%	14.7%	-0.5%	-1.0%
Leisure and Hospitality	14.1%	14.0%	14.2%	0.1%	0.0%
Government	14.8%	13.3%	13.2%	-1.6%	-1.5%
<b>Sacramento Region</b>					
Agriculture	1.6%	1.4%	1.3%	-0.3%	-0.2%
Construction	4.4%	6.6%	5.9%	1.4%	2.2%
Manufacturing	4.1%	4.0%	3.9%	-0.2%	-0.1%
Trade, Transportation and Utilities	16.5%	16.5%	17.2%	0.6%	0.0%
Information	2.0%	1.9%	1.9%	-0.1%	-0.1%
Financial Activities	5.6%	5.7%	5.5%	-0.1%	0.1%
Professional and Business Services	12.2%	12.9%	13.3%	1.1%	0.7%
Educational and Health Services	12.7%	12.3%	12.5%	-0.1%	-0.4%
Leisure and Hospitality	9.8%	9.7%	9.7%	-0.1%	-0.1%
Government	27.6%	25.3%	25.2%	-2.4%	-2.2%
<b>Bay Area</b>					
Agriculture	0.3%	0.3%	0.3%	-0.1%	0.0%
Construction	4.0%	4.4%	4.3%	0.4%	0.5%
Manufacturing	9.9%	9.9%	9.3%	-0.5%	0.1%
Trade, Transportation and Utilities	16.1%	16.2%	16.6%	0.4%	0.0%
Information	4.0%	4.5%	4.6%	0.5%	0.4%
Financial Activities	5.6%	5.4%	5.6%	0.0%	-0.1%
Professional and Business Services	18.9%	19.8%	20.3%	1.4%	0.9%
Educational and Health Services	13.1%	12.4%	12.3%	-0.8%	-0.7%
Leisure and Hospitality	10.4%	10.2%	10.3%	-0.2%	-0.2%
Government	14.0%	13.2%	12.9%	-1.2%	-0.8%
<b>California</b>					
Agriculture	2.7%	2.5%	2.3%	-0.3%	-0.1%
Construction	3.8%	3.7%	3.9%	0.0%	-0.1%
Manufacturing	8.6%	8.5%	8.3%	-0.3%	-0.1%
Trade, Transportation and Utilities	18.4%	18.2%	18.0%	-0.5%	-0.2%
Information	3.0%	3.4%	3.5%	0.5%	0.4%
Financial Activities	5.3%	5.1%	5.1%	-0.2%	-0.2%
Professional and Business Services	14.7%	16.1%	16.5%	1.8%	1.4%
Educational and Health Services	12.7%	12.9%	13.4%	0.7%	0.2%
Leisure and Hospitality	10.6%	10.7%	10.6%	0.0%	0.1%
Government	16.6%	15.0%	14.6%	-2.1%	-1.6%

Center for Strategic Economic Research, April 2013

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2011 Long-Term Socio-Economic Forecasts by County

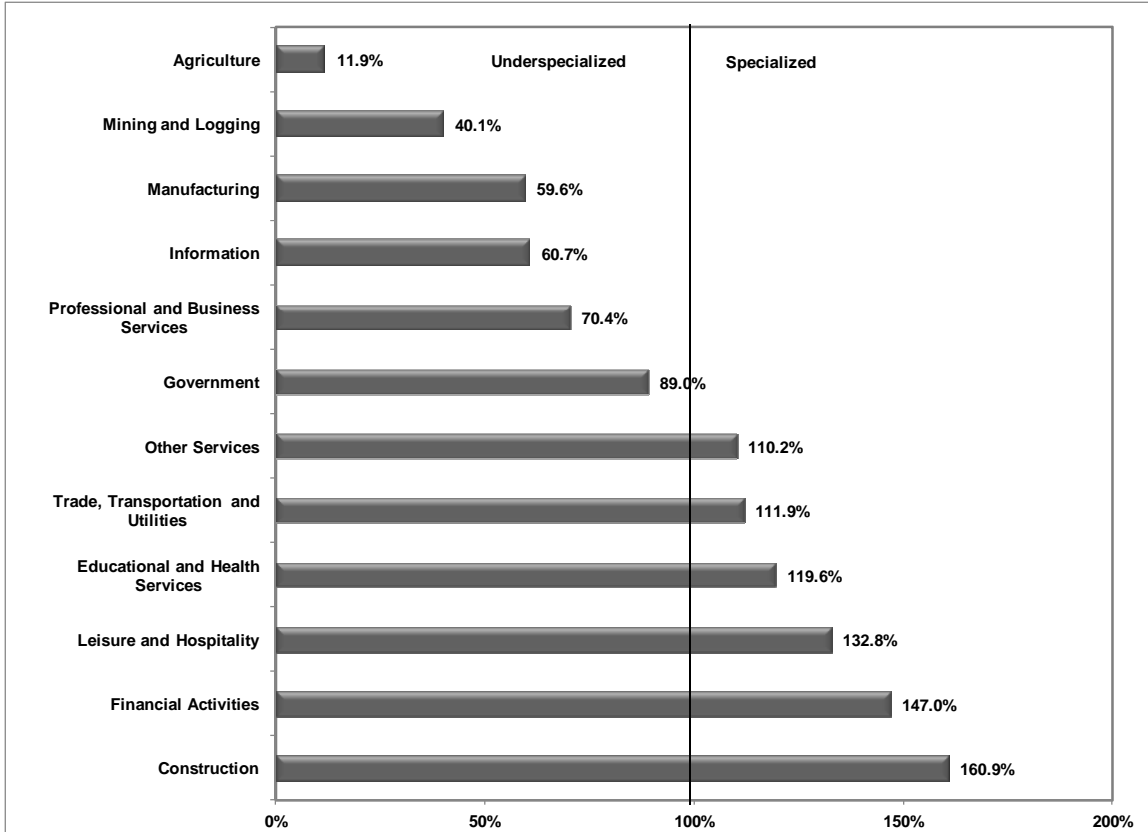
Notes: Projections for Mining & Logging and Other Services industries not available. Differences due to rounding.



## BUSINESS CLIMATE

Specialization, illustrated in Figure 31, compares the proportion of total employment between Placer County and California—a level of specialization over 100 percent in Placer County indicates that the County is specialized in that sector (the County has a greater proportion of total employment compared to the state). Placer County is specialized in six sectors: Construction; Financial Activities; Leisure & Hospitality; Educational & Health Services; Trade, Transportation, & Utilities; and Other Services, but is underspecialized in the remaining six sectors.

**FIGURE 31**  
**PLACER COUNTY INDUSTRY SPECIALIZATION IN 2011**



Center for Strategic Economic Research, April 2013

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

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

The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

## BUSINESS CLIMATE

Over the past ten years (2001 to 2011), four sectors in Placer County showed positive changes in their level of specialization, as shown in Figure 32: Trade, Transportation, & Utilities; Information; Financial Activities; and Educational & Health Services.

**FIGURE 32  
PLACER COUNTY INDUSTRY SPECIALIZATION**

Industry Sector	2001	2006	2007	2008	2009	2010	2011	% Change	
								2001-2011	2006-2011
Agriculture	13.2%	11.7%	8.7%	11.5%	9.2%	8.9%	11.9%	-10.3%	0.9%
Mining and Logging	49.0%	43.9%	41.5%	39.1%	43.9%	42.3%	40.1%	-18.2%	-8.7%
Construction	226.5%	190.0%	182.5%	175.3%	169.0%	170.3%	160.9%	-29.0%	-15.3%
Manufacturing	74.0%	65.9%	64.3%	62.2%	62.5%	60.3%	59.6%	-19.5%	-9.6%
Trade, Transportation and Utilities	104.9%	109.1%	111.1%	110.0%	112.6%	112.0%	111.9%	6.7%	2.6%
Information	59.1%	68.6%	61.2%	56.7%	65.0%	66.3%	60.7%	2.8%	-11.4%
Financial Activities	110.3%	136.6%	139.7%	141.4%	146.2%	144.8%	147.0%	33.2%	7.6%
Professional and Business Services	76.2%	71.7%	70.0%	73.3%	71.1%	71.1%	70.4%	-7.7%	-1.9%
Educational and Health Services	93.1%	94.5%	104.3%	108.2%	111.2%	114.8%	119.6%	28.4%	26.6%
Leisure and Hospitality	133.2%	135.6%	135.6%	137.8%	137.1%	136.8%	132.8%	-0.3%	-2.1%
Other Services	118.0%	91.3%	97.4%	103.2%	110.7%	105.3%	110.2%	-6.6%	20.8%
Government	95.8%	91.2%	88.8%	88.7%	86.3%	87.6%	89.0%	-7.1%	-2.4%

Center for Strategic Economic Research, April 2013

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

Notes: Specialization reflects a comparison of the proportion of total employment in Placer County to the statewide average. The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities. Differences due to rounding.

By 2021, as shown in Figure 33, it is projected that Placer County will increase its specialization in four sectors: Construction; Trade, Transportation & Utilities; Leisure & Hospitality; and Government. Financial Activities and Educational & Health Services are forecast to remain specialized despite their declines in this time period.

**FIGURE 33  
PLACER COUNTY INDUSTRY SPECIALIZATION  
PROJECTIONS**

Area/Industry	2011	2016	2021	% Change	
				2011-2021	2011-2016
Agriculture	11.9%	11.8%	9.2%	-22.3%	-0.8%
Construction	160.9%	243.8%	201.1%	25.0%	51.6%
Manufacturing	59.6%	58.4%	54.4%	-8.7%	-1.9%
Trade, Transportation and Utilities	111.9%	111.7%	118.4%	5.8%	-0.2%
Information	60.7%	50.9%	47.6%	-21.6%	-16.2%
Financial Activities	147.0%	142.1%	139.9%	-4.8%	-3.3%
Professional and Business Services	70.4%	66.1%	67.2%	-4.5%	-6.1%
Educational and Health Services	119.6%	109.7%	109.5%	-8.4%	-8.2%
Leisure and Hospitality	132.8%	130.8%	133.1%	0.2%	-1.5%
Government	89.0%	88.7%	90.6%	1.8%	-0.3%

Center for Strategic Economic Research, April 2013

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2011 Long-Term Socio-Economic Forecasts by County

Notes: Projections for Mining & Logging and Other Services industries not available. Specialization reflects a comparison of the proportion of total employment in Placer County to the statewide average. Differences due to rounding.

## BUSINESS CLIMATE

Figure 34 shows that, in 2011, there were over 10,700 business establishments in Placer County—a number which has increased around 3 percent since 2006 and is around 13 percent of total establishments in the Sacramento Region. Placer County’s five-year establishment growth rate is lower than all of the comparison areas for which growth ranges between around 9 and 13 percent. In all comparison areas, establishments in the Other Services sector experienced the greatest percentage increase from 2006 to 2011 ranging from around 25 percent to 39 percent. The second-highest percent growth of establishments in this time period was seen in the Educational & Health Services sector in Placer County and the Sacramento Region, the Agriculture sector in the Bay Area, and the Government sector in California. Construction sector establishments experienced the greatest decline in all comparison areas within this five-year period.

**FIGURE 34**  
**ESTABLISHMENTS BY INDUSTRY**

Area / Industry	2006	2007	2008	2009	2010	2011	% Change 2006-2011
<b>Placer County</b>							
Total All Industries	10,388	10,421	10,782	10,691	10,572	10,739	3.4%
Agriculture	60	55	61	57	55	52	-13.3%
Mining	8	5	6	5	6	7	-12.5%
Construction	1,536	1,502	1,417	1,334	1,240	1,151	-25.1%
Manufacturing	304	294	292	273	264	259	-14.8%
Trade, Transportation and Utilities	1,576	1,591	1,566	1,519	1,486	1,448	-8.1%
Information	153	142	124	120	125	121	-20.9%
Financial Activities	1,280	1,288	1,238	1,191	1,123	1,089	-14.9%
Professional and Business Services	1,714	1,685	1,671	1,637	1,640	1,605	-6.4%
Educational and Health Services	984	985	996	1,019	1,051	1,070	8.7%
Leisure and Hospitality	858	851	887	883	874	856	-0.2%
Other Services	1,643	1,682	1,836	2,077	2,025	2,203	34.1%
Government	270	276	279	273	275	288	6.7%
<b>Sacramento Region</b>							
Total All Industries	75,213	76,423	79,608	79,525	78,822	80,416	6.9%
Agriculture	1,329	1,292	1,266	1,244	1,224	1,210	-9.0%
Mining	57	56	51	54	54	58	1.8%
Construction	5,991	5,884	5,635	5,330	4,915	4,528	-24.4%
Manufacturing	1,707	1,650	1,629	1,539	1,471	1,417	-17.0%
Trade, Transportation and Utilities	9,113	8,990	8,488	8,276	8,370	8,164	-10.4%
Information	740	711	682	664	656	640	-13.5%
Financial Activities	5,892	5,873	5,608	5,405	5,108	4,939	-16.2%
Professional and Business Services	8,816	8,733	8,640	8,563	8,575	8,425	-4.4%
Educational and Health Services	5,341	5,390	5,338	5,427	5,547	5,615	5.1%
Leisure and Hospitality	4,629	4,656	4,696	4,667	4,596	4,512	-2.5%
Other Services	24,419	25,428	27,436	28,807	28,695	30,437	24.6%
Government	7,176	7,267	7,277	7,385	7,518	7,431	3.6%
<b>Bay Area</b>							
Total All Industries	212,751	213,642	229,234	230,642	233,138	240,972	13.3%
Agriculture	591	637	427	425	531	681	15.2%
Mining	51	47	30	29	39	55	7.8%
Construction	13,617	13,465	13,139	12,710	12,045	11,493	-15.6%
Manufacturing	7,648	7,294	7,106	6,940	6,794	6,606	-13.6%
Trade, Transportation and Utilities	29,776	29,203	26,518	26,950	27,499	26,825	-9.9%
Information	3,529	3,418	3,368	3,368	3,391	3,347	-5.2%
Financial Activities	18,646	18,392	17,758	17,138	16,527	16,253	-12.8%
Professional and Business Services	36,061	35,570	35,303	35,372	34,956	34,707	-3.8%
Educational and Health Services	18,646	18,621	18,670	18,884	19,341	19,474	4.4%
Leisure and Hospitality	15,782	15,768	15,871	16,046	16,302	16,335	3.5%
Other Services	64,097	65,782	76,248	81,399	83,625	89,105	39.0%
Government	4,045	4,029	4,174	4,180	4,255	4,265	5.4%
<b>California</b>							
Total All Industries	1,265,069	1,292,147	1,325,219	1,337,867	1,333,615	1,376,927	8.8%
Agriculture	18,776	18,084	17,670	17,344	17,010	16,672	-11.2%
Mining	793	759	740	748	745	736	-7.2%
Construction	78,567	77,942	76,105	73,056	68,479	64,247	-18.2%
Manufacturing	46,428	44,639	43,710	42,685	41,425	39,990	-13.9%
Trade, Transportation and Utilities	187,729	185,131	181,592	177,794	175,045	171,270	-8.8%
Information	20,060	19,400	19,152	19,246	18,761	18,338	-8.6%
Financial Activities	96,921	95,848	92,138	88,610	84,919	83,086	-14.3%
Professional and Business Services	167,345	165,473	163,938	164,108	162,021	161,220	-3.7%
Educational and Health Services	97,719	97,652	98,237	99,849	101,146	101,990	4.4%
Leisure and Hospitality	85,607	85,567	85,782	86,474	86,385	85,781	0.2%
Other Services	415,073	428,226	455,019	479,639	482,363	526,889	26.9%
Government	30,972	31,501	31,743	31,863	33,861	33,845	9.3%

Center for Strategic Economic Research, April 2013

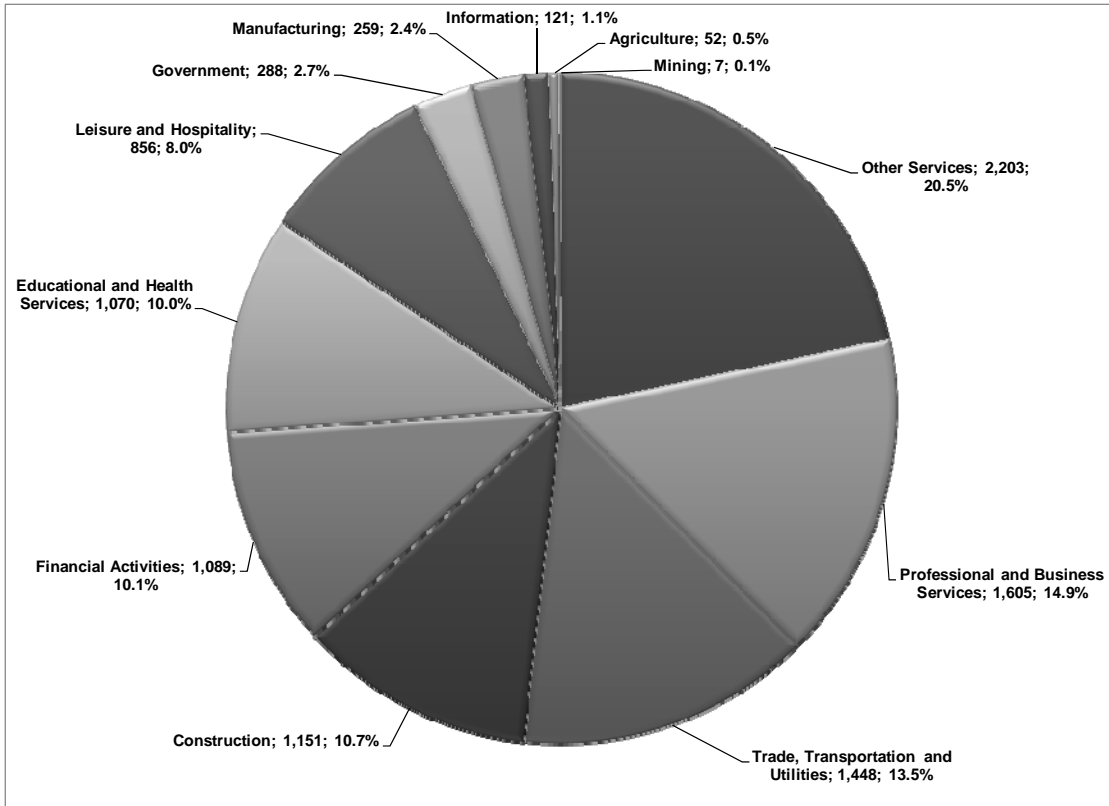
Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities. The sum of the sectors do not equal the total because 'Total All Industries' includes all establishments not included at sector level due to non-disclosure restrictions.

## BUSINESS CLIMATE

The highest proportion of establishments in Placer County are in Other Services; Professional & Business Services; and Trade, Transportation, & Utilities. As shown in Figure 35, each of these sectors has between around 1,400 and 2,200 establishments and account for about 14 to 21 percent of the County's total number of establishments. Combined, these sectors make up almost half of the establishments in Placer County.

**FIGURE 35**  
**INDUSTRY COMPOSITION IN PLACER COUNTY BY ESTABLISHMENTS IN 2011**



Center for Strategic Economic Research, April 2013

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

Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

As illustrated in Figure 36, establishments classified in the Other Services; Professional & Business Services; and Trade, Transportation, & Utilities sectors have the largest proportion of all industries in Placer County, the Sacramento Region, the Bay Area, and California. The largest positive composition shift of establishments in all comparison areas was in the Other Services sector, with shifts between around 5 and 7 percentage points from 2006 to 2011. Construction establishments had the highest negative composition shift in Placer County (around -4 percentage points) and the Sacramento Region (over -2 percentage points) while the Bay Area and California experienced the greatest negative shifts (about -3 and -2 percentage points, respectively) in Trade, Transportation, & Utilities establishments.

**BUSINESS CLIMATE**

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

Area / Industry	2006	2007	2008	2009	2010	2011	Shift
							2006-2011
<b>Placer County</b>							
Agriculture	0.6%	0.5%	0.6%	0.5%	0.5%	0.5%	-0.1%
Mining	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%
Construction	14.8%	14.4%	13.1%	12.5%	11.7%	10.7%	-4.1%
Manufacturing	2.9%	2.8%	2.7%	2.6%	2.5%	2.4%	-0.5%
Trade, Transportation and Utilities	15.2%	15.3%	14.5%	14.2%	14.1%	13.5%	-1.7%
Information	1.5%	1.4%	1.2%	1.1%	1.2%	1.1%	-0.3%
Financial Activities	12.3%	12.4%	11.5%	11.1%	10.6%	10.1%	-2.2%
Professional and Business Services	16.5%	16.2%	15.5%	15.3%	15.5%	14.9%	-1.6%
Educational and Health Services	9.5%	9.5%	9.2%	9.5%	9.9%	10.0%	0.5%
Leisure and Hospitality	8.3%	8.2%	8.2%	8.3%	8.3%	8.0%	-0.3%
Other Services	15.8%	16.1%	17.0%	19.4%	19.2%	20.5%	4.7%
Government	2.6%	2.6%	2.6%	2.6%	2.6%	2.7%	0.1%
<b>Sacramento Region</b>							
Agriculture	1.8%	1.7%	1.6%	1.6%	1.6%	1.5%	-0.3%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	8.0%	7.7%	7.1%	6.7%	6.2%	5.6%	-2.3%
Manufacturing	2.3%	2.2%	2.0%	1.9%	1.9%	1.8%	-0.5%
Trade, Transportation and Utilities	12.1%	11.8%	10.7%	10.4%	10.6%	10.2%	-2.0%
Information	1.0%	0.9%	0.9%	0.8%	0.8%	0.8%	-0.2%
Financial Activities	7.8%	7.7%	7.0%	6.8%	6.5%	6.1%	-1.7%
Professional and Business Services	11.7%	11.4%	10.9%	10.8%	10.9%	10.5%	-1.2%
Educational and Health Services	7.1%	7.1%	6.7%	6.8%	7.0%	7.0%	-0.1%
Leisure and Hospitality	6.2%	6.1%	5.9%	5.9%	5.8%	5.6%	-0.5%
Other Services	32.5%	33.3%	34.5%	36.2%	36.4%	37.8%	5.4%
Government	9.5%	9.5%	9.1%	9.3%	9.5%	9.2%	-0.3%
<b>Bay Area</b>							
Agriculture	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.0%
Mining	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Construction	6.4%	6.3%	5.7%	5.5%	5.2%	4.8%	-1.6%
Manufacturing	3.6%	3.4%	3.1%	3.0%	2.9%	2.7%	-0.9%
Trade, Transportation and Utilities	14.0%	13.7%	11.6%	11.7%	11.8%	11.1%	-2.9%
Information	1.7%	1.6%	1.5%	1.5%	1.5%	1.4%	-0.3%
Financial Activities	8.8%	8.6%	7.7%	7.4%	7.1%	6.7%	-2.0%
Professional and Business Services	16.9%	16.6%	15.4%	15.3%	15.0%	14.4%	-2.5%
Educational and Health Services	8.8%	8.7%	8.1%	8.2%	8.3%	8.1%	-0.7%
Leisure and Hospitality	7.4%	7.4%	6.9%	7.0%	7.0%	6.8%	-0.6%
Other Services	30.1%	30.8%	33.3%	35.3%	35.9%	37.0%	6.8%
Government	1.9%	1.9%	1.8%	1.8%	1.8%	1.8%	-0.1%
<b>California</b>							
Agriculture	1.5%	1.4%	1.3%	1.3%	1.3%	1.2%	-0.3%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	6.2%	6.0%	5.7%	5.5%	5.1%	4.7%	-1.5%
Manufacturing	3.7%	3.5%	3.3%	3.2%	3.1%	2.9%	-0.8%
Trade, Transportation and Utilities	14.8%	14.3%	13.7%	13.3%	13.1%	12.4%	-2.4%
Information	1.6%	1.5%	1.4%	1.4%	1.4%	1.3%	-0.3%
Financial Activities	7.7%	7.4%	7.0%	6.6%	6.4%	6.0%	-1.6%
Professional and Business Services	13.2%	12.8%	12.4%	12.3%	12.1%	11.7%	-1.5%
Educational and Health Services	7.7%	7.6%	7.4%	7.5%	7.6%	7.4%	-0.3%
Leisure and Hospitality	6.8%	6.6%	6.5%	6.5%	6.5%	6.2%	-0.5%
Other Services	32.8%	33.1%	34.3%	35.9%	36.2%	38.3%	5.5%
Government	2.4%	2.4%	2.4%	2.4%	2.5%	2.5%	0.0%

Center for Strategic Economic Research, April 2013

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

Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

Number of establishments at the sector level are limited due to non-disclosure restrictions.

The sum of the sectors do not equal 100 percent because 'Total All Industries' includes all establishments not included at sector level.

## BUSINESS CLIMATE

### Labor Force

Figure 37 shows that, in 2011, Placer County had a labor force of about 175,000 people, with approximately 156,000 employed. The County's 2011 unemployment rate of 10.8 percent was lower than the Sacramento Region and California, but above the Bay Area. Placer County had the highest increase in its labor force, in line with its population growth—around 26 percent growth from 2001 to 2011, significantly greater than the Sacramento Region (about 11 percent), the Bay Area (over -2 percent), and California (approximately 7 percent).

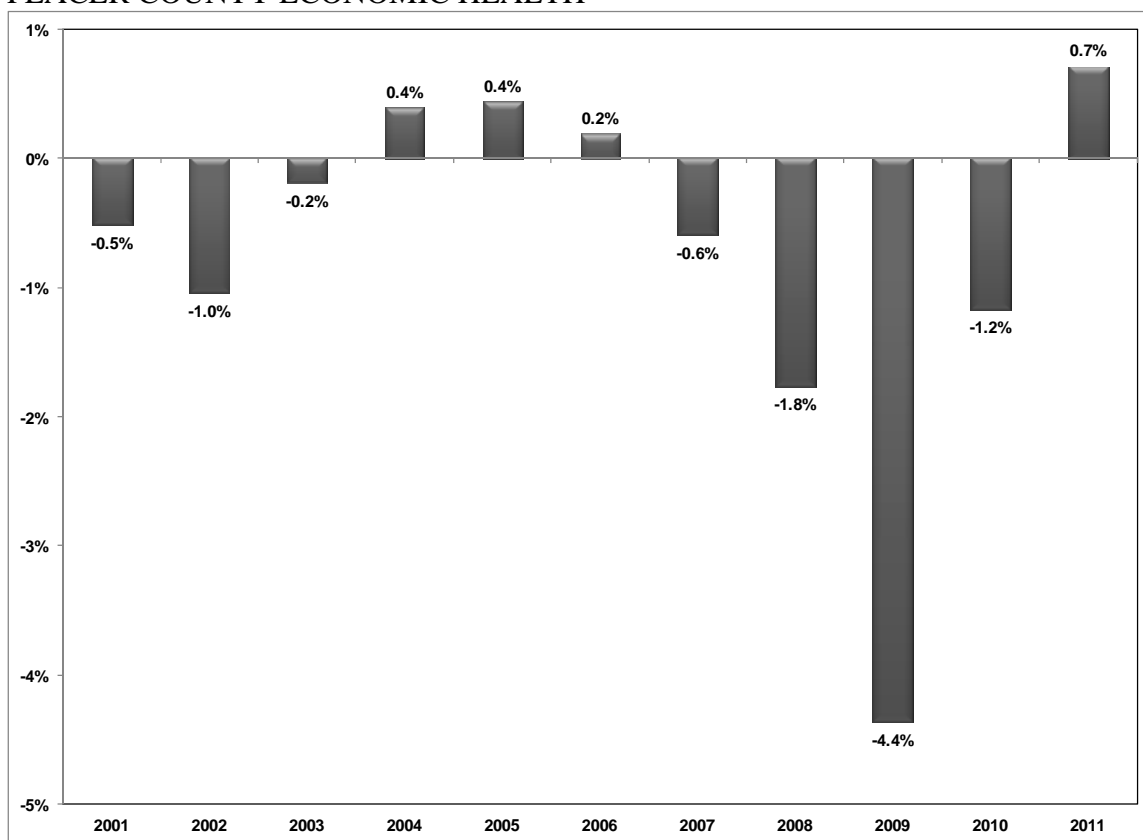
**FIGURE 37**  
**ANNUAL LABOR FORCE, EMPLOYMENT, UNEMPLOYMENT, AND**  
**UNEMPLOYMENT RATE**

Area/Factor	2001	2006	2007	2008	2009	2010	2011	% Change 2001-2011	% Change 2006-2011
<b>Placer County</b>									
Labor Force	139,100	169,300	172,700	177,200	179,700	176,700	175,100	25.9%	3.4%
Employment	133,500	162,200	164,500	165,800	161,000	156,500	156,200	17.0%	-3.7%
Unemployment	5,600	7,000	8,200	11,400	18,700	20,200	18,900	237.5%	170.0%
Unemployment Rate	4.0%	4.2%	4.8%	6.4%	10.4%	11.5%	10.8%	-	-
<b>Sacramento Region</b>									
Labor Force	999,600	1,092,500	1,106,100	1,115,600	1,121,800	1,119,800	1,110,700	11.1%	1.7%
Employment	951,600	1,038,500	1,044,300	1,033,500	993,200	975,200	974,300	2.4%	-6.2%
Unemployment	47,800	53,900	61,800	82,100	128,500	144,700	136,500	185.6%	153.2%
Unemployment Rate	4.8%	4.9%	5.6%	7.4%	11.5%	12.9%	12.3%	-	-
<b>Bay Area</b>									
Labor Force	3,256,600	3,007,700	3,065,500	3,140,300	3,151,200	3,156,000	3,185,800	-2.2%	5.9%
Employment	3,105,600	2,879,100	2,927,600	2,958,800	2,837,600	2,823,700	2,881,500	-7.2%	0.1%
Unemployment	151,000	128,600	138,000	181,600	313,600	332,200	304,300	101.5%	136.6%
Unemployment Rate	4.6%	4.3%	4.5%	5.8%	10.0%	10.5%	9.6%	-	-
<b>California</b>									
Labor Force	17,152,100	17,686,700	17,921,000	18,203,100	18,208,300	18,316,400	18,384,900	7.2%	3.9%
Employment	16,220,000	16,821,300	16,960,700	16,890,000	16,144,500	16,051,500	16,226,600	0.0%	-3.5%
Unemployment	932,100	865,400	960,300	1,313,100	2,063,900	2,264,900	2,158,300	131.6%	149.4%
Unemployment Rate	5.4%	4.9%	5.4%	7.2%	11.3%	12.4%	11.7%	-	-

Center for Strategic Economic Research, April 2013  
 Data Source: Employment Development Department, Labor Market Information

Economic theory suggests that when the year-over-year growth rate in the number of persons employed is larger than the growth rate in the civilian labor force, the region is in good economic health. As shown in Figure 38, for four years between 2001 and 2011, Placer County was in good economic health where the number of employment opportunities available to the County’s residents grew faster than the number of employable people. From 2001 to 2003, growth in employable residents outpaced the growth in the number of employment opportunities in Placer County. The County experienced healthy conditions between 2004 and 2006. This measure flipped in 2007, in line with the overall economic downturn seen across the nation, but showed healthier economic conditions again in 2011.

FIGURE 38  
PLACER COUNTY ECONOMIC HEALTH



Center for Strategic Economic Research, April 2013

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

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



**BUSINESS CLIMATE**

**Wages**

Wage data follows the larger labor market; therefore, the major occupational category wages shown in Figure 39 are for the entire Sacramento Region. Occupations that earn the highest salaries are in the Management; Legal; and Healthcare Practitioners & Technical occupational categories, earning annual salaries averaging between about \$94,000 and \$113,000, generally lower in comparison to mean annual salaries in the Bay Area and California due to typically lower cost of living in the Sacramento Region.

**FIGURE 39**  
**WAGES FOR MAJOR OCCUPATIONAL CATEGORIES,**  
**1<sup>ST</sup> QUARTER 2012**

<i>Occupational Category</i>	<i>Sacramento Region</i>		<i>Bay Area</i>		<i>California</i>	
	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>
Management	\$54.45	\$113,257	\$68.07	\$141,587	\$59.31	\$123,364
Legal	\$49.54	\$103,043	\$66.68	\$138,703	\$58.61	\$121,921
Healthcare Practitioners and Technical	\$45.12	\$93,857	\$49.02	\$101,956	\$42.50	\$88,398
Architecture and Engineering	\$42.79	\$89,012	\$47.99	\$99,823	\$43.87	\$91,247
Computer and Mathematical	\$39.99	\$83,186	\$50.35	\$104,742	\$44.28	\$92,110
Life, Physical, and Social Science	\$34.90	\$72,592	\$41.99	\$87,339	\$36.72	\$76,392
Business and Financial Operations	\$33.50	\$69,667	\$42.66	\$88,739	\$36.54	\$76,012
Education, Training, and Library	\$26.77	\$55,669	\$29.35	\$61,059	\$28.32	\$58,920
Community and Social Services	\$26.02	\$54,112	\$25.87	\$53,805	\$25.07	\$52,151
Arts, Design, Entertainment, Sports, and Media	\$25.94	\$53,956	\$32.58	\$67,766	\$34.99	\$72,784
Construction and Extraction	\$25.15	\$52,332	\$29.42	\$61,205	\$25.74	\$53,539
Protective Service	\$24.88	\$51,758	\$27.40	\$56,996	\$25.90	\$53,874
Installation, Maintenance, and Repair	\$23.41	\$48,687	\$26.03	\$54,137	\$23.39	\$48,663
Office and Administrative Support	\$18.80	\$39,087	\$21.38	\$44,478	\$18.62	\$38,712
Sales and Related	\$17.98	\$37,388	\$24.28	\$50,508	\$19.81	\$41,219
Production	\$17.97	\$37,379	\$19.05	\$39,632	\$16.57	\$34,472
Transportation and Material-Moving	\$16.80	\$34,937	\$18.92	\$39,356	\$16.63	\$34,598
Healthcare Support	\$15.88	\$33,019	\$17.28	\$35,935	\$15.09	\$31,383
Building, Grounds, and Maintenance	\$14.02	\$29,147	\$14.97	\$31,146	\$13.56	\$28,206
Personal Care and Service	\$12.36	\$25,707	\$14.84	\$30,862	\$13.11	\$27,255
Farming, Fishing, and Forestry	\$11.32	\$23,541	\$13.06	\$27,160	\$10.09	\$20,994
Food Preparation and Serving Related	\$10.71	\$22,280	\$11.86	\$24,666	\$10.87	\$22,620

Center for Strategic Economic Research, April 2013

Data Source: California Employment Development Department, Occupational Wage Data

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

## Major Employers

The major private sector employers in Placer County displayed in Figure 40, represent a wide spectrum of industry sectors such as healthcare, manufacturing, recreation, and financial services.

**FIGURE 40**  
**MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Number of Local Employees</i>
Kaiser Permanente	Roseville	Healthcare	3,702
Hewlett-Packard Co.	Roseville	Computer Hardware Manufacturing	3,200
Sutter Health	Roseville, Auburn	Healthcare	2,205
Thunder Valley Casino Resort	Lincoln	Casino Resort	2,000
Union Pacific Railroad Co. Inc.	Roseville	Transportation, Railroad	2,000
Northstar-at-Tahoe Resort*	Truckee	Ski Resort	1,950
PRIDE Industries Inc.	Roseville, Auburn	Manufacturing & Logistics Services	1,021
Raley's Inc.	Various Locations	Retail Groceries	967
Wells Fargo & Co.	Various Locations	Financial Services	782
United Natural Foods Inc.	Rocklin	Wholesale Groceries	650
Oracle Corp.	Rocklin	Enterprise Software and Hardware	630
SureWest Communications	Roseville	Telecommunication Services	600
Pacific Gas and Electric Co.	Various Locations	Electric and Natural Gas Utility	581
Telefunken Semiconductors America	Roseville	Semiconductor Manufacturing	580
Adventist Health System/West	Roseville	Healthcare	489
Resort at Squaw Creek**	Olympic Valley	Luxury Resort Hotel and Conference Center	425
Sierra Pacific Industries***	Lincoln	Lumber Production	340
Future Automotive Group	Roseville	Auto Dealerships	309
Gladding McBean & Co.	Lincoln	Clay Manufacturing	250

Center for Strategic Economic Research, April 2013

Data Sources: Sacramento Business Journal, *Book of Lists 2012*

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

\*1,950 peak season; 250 year-round

\*\*425 peak season; 350 year-round

\*\*\*340 peak season; 300 year-round

## Recently Located Companies in Placer County

Figure 41 provides a sampling of companies that recently located in or expanded within Placer County between 2006 and 2012, representing a mix of manufacturing, high technology, retail, and business services companies.

**FIGURE 41  
SELECT COMPANIES THAT RECENTLY LOCATED OR EXPANDED  
IN PLACER COUNTY BETWEEN 2006 AND 2012**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Year Located/ Expanded</i>
Summit Funding	Roseville	Mortgage Lending	2012
America's Tire	Unincorporated	Tire Sales & Services	2012
Ridgeline Entertainment	Auburn	Digital Media Production	2012
Paramount Solar	Roseville	Solar Energy Installation	2012
Act-on Softw are	Roseville	Marketing Automation	2012
TyRy Inc. Alpine Aire Foods*	Unincorporated	Freeze-dried / Dehydrated Foods	2012
Iosafe*	Auburn	Hard Drive Disaster Proofing	2011
Esurance*	Rocklin	Online Auto Insurance	2011
Vannelli Foods*	Roseville	Fresh Pasta	2011
Intel-GE Care Innovations LLC	Roseville	Home Healthcare Technology	2011
Clear Capital Inc.	Roseville	Data Collection	2011
Purple Communications	Rocklin	Hearing-impaired Communications	2011
Cloud Cruiser Inc.	Roseville	Management Softw are	2010
GC Products, Inc.	Lincoln	Architectural Products	2010
Rabobank, NA	Roseville	Corporate Headquarters--Financial Services	2010
Homevood Lumber	Loomis	Lumber & Mill Products	2010
Blue Oaks Cinema 16	Rocklin	State-of-the-Art Multiplex	2010
Kronick, Moskovitz, Tiedemann & Girard	Roseville	Full Service Law Corporation	2010
Sleep Train Mattress Centers	Rocklin	Corporate Headquarters	2010
Quality Metal Fabrication, LLC*	Auburn	Precision Sheet Metal Components	2010
SMA America*	Rocklin	Solar panel inverter manufacturer	2010
Harris & Bruno*	Roseville	Graphic Computer Equipment Manufacturer	2010
Miltenyi Biotec*	Auburn	Stem Cell Research & Equipment	2009
TGH Aviation*	Auburn	Aircraft Instrument Repair	2009
Solar-e-City	Rocklin	Solar Pow er Installations	2009
Sedgwick Claims Management Services, Inc.	Roseville	Claims & Managed Care Services	2009
Zoom Imaging	Roseville	Toshiba Office Equipment	2009
Verifone Holdings Inc.	Rocklin	Electronic Payment Systems	2008
Best Buy	Unincorporated	Electronics	2008
Beverages & More	Unincorporated	Spirits & Libations	2008
Rogers Family Co.	Lincoln	Coffee Roasting	2008
Mercedes-Benz	Rocklin	Show room/Parts/Service	2008
Gallina LLP	Roseville	Accounting Services	2008
Unify Corp.	Roseville	Computer Programming Services	2008
Special Order Systems	Loomis	Telecommunications	2007
General Pool & Spa Supply Inc.	Rocklin	Distribution	2007
Emulex Corporation	Roseville	Storage Connectivity	2007
Composite Engineering Inc.	Roseville	Composite Product Development Services	2007
Sara Lee Baking Group	Roseville	Bakery Goods	2007
J4 Systems Inc.	Rocklin	Information Technology	2007
EquiPoint Financial Network	Penryn	Mortgage Services	2007
Fry's Electronics	Roseville	Electronic Equipment and Supplies	2007
ClipperCreek	Auburn	Power Control Station	2006

Center for Strategic Economic Research, April 2013

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

\*Expansion at current location.

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

## Taxable Sales

Placer County’s taxable sales totaled just nearly \$6.6 billion in 2011, an increase of about 26 percent since 2001, as shown in Figure 42. The County experienced the strongest growth in this time period while the Sacramento Region and California experienced increases of around 13 percent and 18 percent, respectively, and the Bay Area saw growth of about 5 percent. The largest amount of Placer County’s total taxable sales came from Roseville with almost \$3.5 billion. Lincoln had the highest taxable sales growth from 2001 to 2011, increasing close to 170 percent.

**FIGURE 42**  
**TAXABLE SALES (IN THOUSANDS)**

Area	2001	2006	2007	2008	2009	2010	2011	% Change	
								2001-2011	2006-2011
Placer County	\$5,201,929	\$7,531,225	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	\$6,568,195	26.3%	-12.8%
Auburn	\$235,134	\$403,315	\$404,656	\$390,524	\$288,022	\$316,072	\$393,298	67.3%	-2.5%
Colfax	\$49,822	\$66,656	\$60,534	\$55,071	\$47,156	\$46,832	\$51,507	3.4%	-22.7%
Lincoln	\$90,846	\$199,742	\$230,842	\$235,429	\$207,288	\$224,817	\$244,997	169.7%	22.7%
Loomis	\$79,450	\$113,148	\$100,477	\$89,431	\$69,268	\$69,416	\$68,784	-13.4%	-39.2%
Rocklin	\$407,145	\$685,921	\$696,844	\$626,898	\$528,200	\$553,047	\$634,414	55.8%	-7.5%
Roseville	\$2,756,587	\$4,024,823	\$3,854,226	\$3,409,792	\$3,104,840	\$3,251,045	\$3,499,616	27.0%	-13.0%
Unincorporated	\$1,582,945	\$2,037,620	\$2,083,826	\$1,827,664	\$1,551,869	\$1,556,314	\$1,675,580	5.9%	-17.8%
Sacramento Region	\$27,647,324	\$35,749,524	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	\$31,267,909	13.1%	-12.5%
Bay Area	\$96,914,119	\$102,978,972	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	\$102,109,401	5.4%	-0.8%
California	\$441,517,560	\$559,652,437	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	\$520,568,055	17.9%	-7.0%

Center for Strategic Economic Research, April 2013  
Data Source: State of California Board of Equalization

It is projected that Placer County’s taxable sales will double over the next ten years, reaching a total of around \$13.1 billion in 2021, as shown in Figure 43. The County’s projected growth rate through 2021 is greater than all comparison areas—the Sacramento Region (almost 70 percent), the Bay Area (about 73 percent), and California (48 percent).

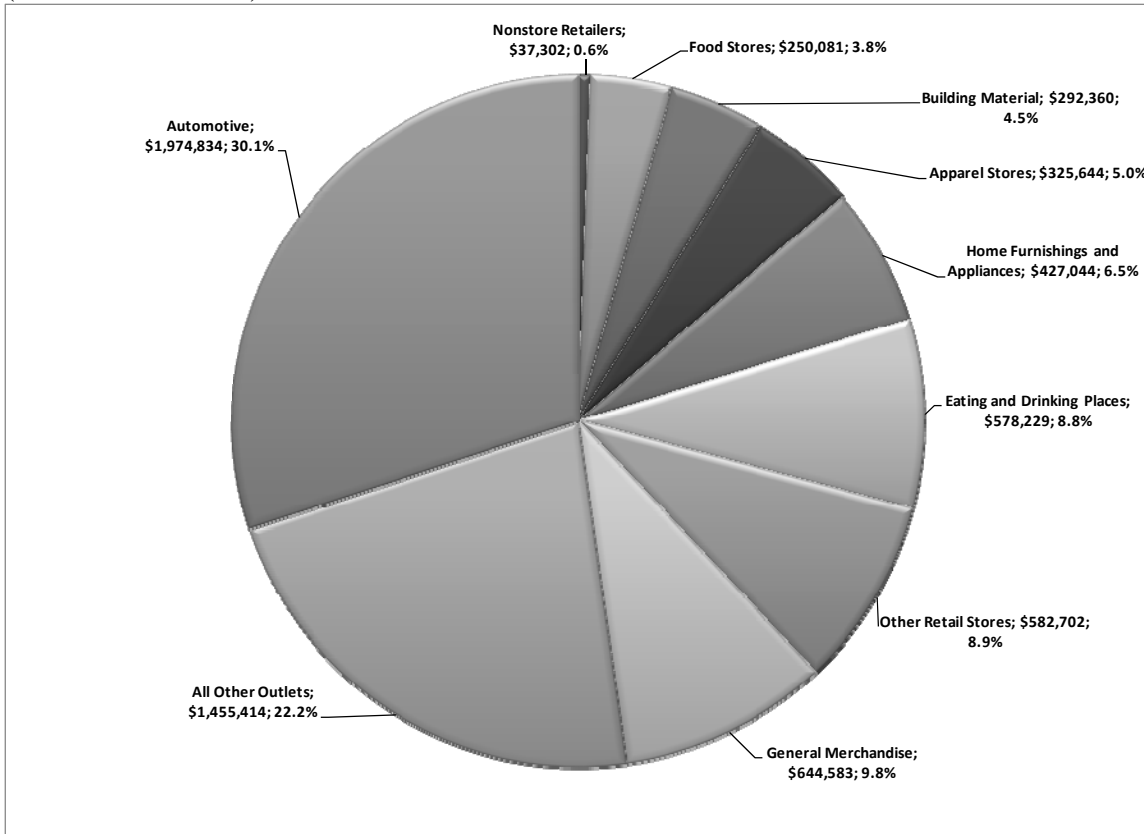
**FIGURE 43**  
**PROJECTED TAXABLE SALES (IN THOUSANDS)**

Area	2011	2016	2021	% Change	
				2011-2016	2011-2021
Placer County	\$6,568,195	\$9,565,130	\$13,105,064	45.6%	99.5%
Sacramento Region	\$31,267,909	\$41,298,221	\$53,015,875	32.1%	69.6%
Bay Area	\$102,109,401	\$135,663,823	\$176,550,057	32.9%	72.9%
California	\$520,568,055	\$655,956,103	\$770,561,784	26.0%	48.0%

Center for Strategic Economic Research, April 2013  
Data Sources: State of California Board of Equalization; Department of Transportation 2012 Long-Term Socio-Economic Forecasts by County

Figure 44 shows that one-third of the 2011 taxable sales in Placer County was obtained from Automotive businesses, contributing nearly \$2 billion, followed by businesses classified as All Other Outlets with around \$1.5 billion (about 22 percent of all taxable sales) and General Merchandise businesses with about \$645 million in taxable sales (around 10 percent of total).

**FIGURE 44**  
**COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2011**  
**(IN THOUSANDS)**



Center for Strategic Economic Research, April 2013

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

Notes: Nonstore Retailers include online sales, mail order sales, vending machine operators, and direct selling establishments.

All Other Outlets includes any nonretail establishment including wholesale and business-to-business transactions.

To maintain consistency with data in historical years 2004 through 2006, sub-categories in 2011 were revised as closely as possible to reflect changes made by BOE.

Automotive and All Other Outlets business types also comprise the largest proportion of total taxable sales in the Sacramento Region, the Bay Area, and California, as illustrated in Figure 45. From 2006 to 2011, Apparel Stores; Home Furnishings & Appliances; and Eating & Drinking Places businesses in Placer County saw the greatest increase in taxable sales—around 68 percent, 64 percent, and 8 percent, respectively. There was not one business type in any of the comparative areas that posted such a high increase as Home Furnishings & Appliances and Apparel Stores did in Placer County. The notable taxable sales increases from these population-serving sectors reflect the County’s recent strong growth in the number of its residents. Similar to the comparison areas, Placer County saw taxable sales declines in many of the other business types.

## BUSINESS CLIMATE

**FIGURE 45**  
**TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)**

Area/Business Type	2006	2007	2008	2009	2010	2011	% Change 2006-2011
<b>Placer County</b>							
Total Taxable Sales	\$7,531,225	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	\$6,568,195	-12.8%
Apparel Stores	\$193,880	\$193,281	\$233,314	\$292,032	\$310,374	\$325,644	68.0%
General Merchandise	\$760,162	\$752,994	\$676,353	\$606,996	\$613,691	\$644,583	-15.2%
Food Stores	\$281,116	\$283,527	\$259,925	\$231,704	\$244,882	\$250,081	-11.0%
Eating and Drinking Places	\$534,059	\$556,057	\$553,232	\$532,646	\$549,020	\$578,229	8.3%
Home Furnishings and Appliances	\$260,136	\$270,218	\$316,245	\$404,538	\$410,383	\$427,044	64.2%
Building Material	\$482,012	\$463,873	\$361,449	\$290,997	\$283,113	\$292,360	-39.3%
Automotive	\$2,225,508	\$2,071,033	\$1,824,939	\$1,516,681	\$1,689,839	\$1,974,834	-11.3%
Other Retail Stores	\$974,025	\$962,464	\$784,392	\$549,794	\$552,761	\$582,702	-40.2%
All Other Outlets	\$1,820,327	\$1,877,958	\$1,624,961	\$1,343,458	\$1,338,757	\$1,455,414	-20.0%
Nonstore Retailers*	-	-	-	\$27,798	\$24,721	\$37,302	-
<b>Sacramento Region</b>							
Total Taxable Sales	\$35,749,524	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	\$31,267,909	-12.5%
Apparel Stores	\$948,558	\$954,064	\$1,015,685	\$1,117,981	\$1,161,859	\$1,197,350	26.2%
General Merchandise	\$3,818,217	\$3,851,859	\$3,710,685	\$3,335,046	\$3,446,138	\$3,604,067	-5.6%
Food Stores	\$1,627,028	\$1,636,323	\$1,490,313	\$1,307,063	\$1,337,756	\$1,393,309	-14.4%
Eating and Drinking Places	\$2,716,485	\$2,782,573	\$2,775,643	\$2,677,494	\$2,719,485	\$2,846,890	4.8%
Home Furnishings and Appliances	\$1,096,508	\$997,067	\$1,056,974	\$1,459,943	\$1,440,730	\$1,466,235	33.7%
Building Material	\$2,587,832	\$2,219,824	\$1,795,986	\$1,467,243	\$1,497,138	\$1,600,644	-38.1%
Automotive	\$7,711,362	\$7,412,839	\$6,704,622	\$5,430,041	\$5,967,320	\$6,993,648	-9.3%
Other Retail Stores	\$4,554,835	\$4,513,128	\$3,710,339	\$2,481,825	\$2,463,232	\$2,542,392	-44.2%
All Other Outlets	\$10,688,699	\$10,725,082	\$10,643,598	\$8,909,653	\$8,869,895	\$9,444,099	-11.6%
Nonstore Retailers*	-	-	-	\$176,160	\$166,213	\$179,275	-
<b>Bay Area</b>							
Total Taxable Sales	\$102,978,972	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	\$102,109,401	-0.8%
Apparel Stores	\$3,868,326	\$4,091,469	\$4,604,239	\$4,845,630	\$5,134,425	\$5,561,991	43.8%
General Merchandise	\$10,198,248	\$10,501,614	\$9,726,576	\$8,304,341	\$8,625,962	\$9,002,196	-11.7%
Food Stores	\$3,319,277	\$3,465,467	\$3,426,357	\$3,239,060	\$3,306,604	\$3,433,724	3.4%
Eating and Drinking Places	\$9,550,883	\$10,202,908	\$10,512,093	\$10,064,101	\$10,524,097	\$11,427,010	19.6%
Home Furnishings and Appliances	\$3,512,571	\$3,491,392	\$3,734,276	\$4,685,934	\$4,923,409	\$5,225,650	48.8%
Building Material	\$6,003,242	\$5,699,789	\$4,885,149	\$3,930,376	\$4,017,790	\$4,260,094	-29.0%
Automotive	\$17,757,244	\$17,838,028	\$16,370,530	\$13,080,189	\$14,679,216	\$17,081,919	-3.8%
Other Retail Stores	\$13,646,419	\$13,902,813	\$11,678,626	\$7,964,340	\$8,181,815	\$8,690,698	-36.3%
All Other Outlets	\$35,122,762	\$37,275,658	\$37,146,120	\$31,303,271	\$33,935,132	\$36,978,276	5.3%
Nonstore Retailers*	-	-	-	\$367,285	\$383,959	\$447,842	-
<b>California</b>							
Total Taxable Sales	\$559,652,437	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	\$520,568,055	-7.0%
Apparel Stores	\$19,829,416	\$20,855,890	\$22,120,094	\$23,018,356	\$24,543,080	\$26,464,822	33.5%
General Merchandise	\$59,264,894	\$59,897,350	\$56,425,472	\$51,248,558	\$52,641,143	\$54,855,626	-7.4%
Food Stores	\$21,864,179	\$22,461,059	\$21,504,308	\$19,628,919	\$19,763,305	\$20,371,535	-6.8%
Eating and Drinking Places	\$49,229,418	\$51,658,575	\$52,051,404	\$49,921,543	\$51,282,453	\$54,755,944	11.2%
Home Furnishings and Appliances	\$17,383,449	\$16,720,852	\$17,199,187	\$21,530,105	\$22,158,101	\$23,252,954	33.8%
Building Material	\$36,163,326	\$32,656,324	\$26,647,007	\$21,761,546	\$22,481,569	\$23,671,886	-34.5%
Automotive	\$115,154,535	\$112,820,149	\$102,913,020	\$81,061,126	\$90,260,168	\$106,062,969	-7.9%
Other Retail Stores	\$70,177,355	\$69,954,903	\$58,457,936	\$40,194,590	\$40,817,281	\$43,001,114	-38.7%
All Other Outlets	\$170,585,865	\$174,025,047	\$174,335,113	\$145,278,340	\$150,570,269	\$165,050,017	-3.2%
Nonstore Retailers*	-	-	-	\$2,849,864	\$2,830,615	\$3,081,188	-

Center for Strategic Economic Research, April 2013

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

\* Nonstore Retailers include online sales, mail order sales, vending machine operators, and direct selling establishments.

This category was not available in years previous to 2009.

Notes: To maintain consistency with data in years 2004 through 2006, sub-categories in years 2007 through 2011 were revised as closely as possible to reflect changes made by BOE in those specific years; therefore, caution should be used in comparing changes over time. All Other Outlets includes any nonretail establishment including wholesale and business-to-business transactions.

## Banking and Finance

A complete network of banks, savings, and credit union institutions serves the business community in Placer County. Several of these institutions are locally-based and are shown in Figure 46. Rabobank is the largest locally-based institution with about \$8.5 billion in deposits and \$11.9 billion in assets.

**FIGURE 46**  
**LOCALLY-BASED BANKING AND SAVINGS INSTITUTIONS IN PLACER COUNTY (IN THOUSANDS)**

<i>Institution</i>	<i>City</i>	<i>Total Deposits</i>	<i>Assets</i>
Rabobank	Roseville	\$8,538,000	\$11,942,000
Five Star Bank	Rocklin	\$470,182	\$523,220
Community First Bank	Auburn	\$166,168	\$190,732

Center for Strategic Economic Research, April 2013  
 Data Source: Federal Deposit Insurance Corporation,  
 Financial Data as of September 30, 2012

Most major financial institutions have branch offices in Placer County, and the headquarters of several financial institutions are based in the County. As shown in Figure 47, Wells Fargo Bank, Bank of America, and Umpqua Bank rank as the largest banks, by market share, in Placer County.

**FIGURE 47**  
**DEPOSITS AND MARKET SHARE OF TOP TEN BANKING AND SAVINGS INSTITUTIONS IN PLACER COUNTY (IN THOUSANDS)**

<i>Rank</i>	<i>Institution</i>	<i>Inside Market</i>	
		<i>Deposits</i>	<i>Market Share</i>
1	Wells Fargo Bank	\$2,928,405	37.9%
2	Bank of America	\$979,738	12.7%
3	Umpqua Bank	\$542,218	7.0%
4	Rabobank	\$530,725	6.9%
5	US Bank	\$500,479	6.5%
6	JPMorgan Chase Bank	\$392,498	5.1%
7	Citibank	\$250,946	3.3%
8	Redding Bank of Commerce	\$194,640	2.5%
9	Bank of the West	\$158,064	2.1%
10	Community 1st Bank	\$153,617	2.0%

Center for Strategic Economic Research, April 2013  
 Data Source: Federal Deposit Insurance Corporation (FDIC),  
 Financial Data as of June 30, 2012

## **Workforce Development and Training Programs**

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

### Business Advantage Network

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

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

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

### Golden Sierra Job Training Agency and Connection Centers

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

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

The California Work Opportunity and Responsibility to Kids (CalWORKs) program has a pool of job seekers eager to transition to work. Employers who hire CalWORKs



eligible participants may also be eligible to receive tax credits and on-the-job training funds. Self-sufficiency is the goal of this program. Participants may receive assistance with childcare and supportive services for uniforms or supplies that may be needed for their job. The CalWORKs Welfare to Work Program is a partner with the One-Stop Career Centers and the Business Advantage Network.

#### Employment Development Department

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

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

This Internet-based job-opening and resume listing system, provided by the EDD's Job Services Division, includes no-fee services for both employers and job seekers using the service, as well as the largest database of job seekers in California

#### Sierra College Training & Development

Sierra College Training & Development provides client-defined programs of instruction (credit and not-for-credit courses, associated activities, and other training services) at sites that are conveniently located for participants to attend. Training includes such areas as technical training, supervision/management, computer applications, and core business skills.

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

### Employment Training Panel

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

### Grant Funded Training

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

### 49er Regional Occupational Program Internships

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

### Organizational Development

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

### Placer School for Adults

Placer School for Adults offers counseling and career development classes for adults ready to gain the critical skills leading to employment and career advancement. Along with intensive career technical education courses such as Clinical Medical Assistant and Veterinary Assistant, the Placer Adult Strategies and Skills for Gaining Employment (PASSAGE) Program trains individuals to become job-ready in technology, office and soft skills. Externships with local businesses enhance employment potential. Short-term training in areas as diverse as automotive, welding, woodworking, PC technician, Spanish for health careers, and poultry farming enable both new careers and career advancement. Academic training to complete a High School Diploma for adults or to pass the GED supplements all training programs.

## **Economic Development and Business Resources**

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

### Placer County Office of Economic Development

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

- Business Attraction & Relocation
- Business Retention & Expansion
- Community Development Block Grant
- Community Rehabilitation Loans
- Demographic/Economic Profiles
- Employment Training
- Export Assistance
- Export Financing
- Industrial Sites Inventory
- Low Interest Rate Loans
- Permit Assistance
- Pollution Control Financing
- Recycling Market Development Zone
- Site Acquisition Financing
- Site Location Assistance
- Small Business Financing Assistance

### Business Environmental Resource Center (BERC)

Businesses can receive assistance in understanding and complying with federal, state, and local environmental regulations through BERC's compliance consultation, regulatory agency liaison, and information resource services.

### Business & Industry Guaranteed Loan Program

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

### California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA)

The California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA) provides financing for businesses that use alternative energy sources and technologies and/or develop and commercialize advanced transportation technologies that conserve energy and reduce air pollution. Businesses purchasing manufacturing

equipment used for zero emission vehicles can work with CAEATFA on a sale-leaseback transaction with sales tax exemptions.

#### California Pollution Control Financing Authority

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

#### Employer Advisory Councils

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

#### Foreign Trade Zone

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

#### Industrial Development Revenue Bond Program

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

### Labor Market Information

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

### Metro Pulse

In 2007, the Placer County Office of Economic Development joined Metro Pulse, an Internet program designed to boost business expansion and retention within Placer County and the larger Sacramento Region. Business owners participating in the program fill out a short survey or request a personal visit from County representatives, which ultimately results in connecting them to resources that could help resolve various business issues, such as regulations, staffing, lack of capital, and more.

### Northern California World Trade Center

The Northern California World Trade Center (WTC), founded in part by Placer County Office of Economic Development, promotes economic development through international trade with the objective to diversify Northern California's economy and better market the region globally. The WTC builds alliances with regional and worldwide businesses and organizations and provides various international trade programs and services.

### Patents in Commerce

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

### Recycling Market Development Zone

The Recycling Market Development Zone (RMDZ) was created to help provide market development to ensure a healthy market for collected recyclables in order to make recycling economically feasible in the county and state. The program provides attractive loans, technical assistance, and free product marketing to business that use materials from the waste stream to manufacture their products and are located within Placer County. In

addition, this program can assist in creating jobs through the manufacturing of recycled-content products. The maximum loan amount is \$2 million.

#### Sacramento Area Regional Technology Alliance

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

#### SACTO and the Center for Strategic Economic Research

SACTO is the Sacramento Region's leading facilitator of economic development, assisting hundreds of companies in location and expansion in the Region, generating billions of dollars of investments, and strengthening the regional economy. SACTO brings together the organizations, information, and resources in the pursuit of jobs, talent, and investment needed to ensure regional prosperity and global competitiveness. The Center for Strategic Economic Research (CSER), the research arm of SACTO, supports the Region's economic development community and provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions, and non-profit organizations.

#### Sierra Economic Development Corporation

The Sierra Economic Development Corporation's (SEDCorp) mission is to alleviate unemployment and underemployment in the region by expanding industrial resource and small business development. They offer Rural Revolving Loans up to \$150,000 for equipment, inventory, supplies, furniture, vehicles and working capital. The organization also offers SBA Micro Loans up to \$35,000 and Broadband Service Loans providing gap funding to small businesses engaged in the provision of Internet services to isolated and remote areas.

Small Business Administration 7a Guaranty Program

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

Small Business Administration CDC/504 Loan Program

The Small Business Administration CDC/504 Loan Program was developed to assist communities in stimulating growth and expanding existing businesses. The Small Business Administration finances a maximum of 40 percent of a project (up to a maximum of \$1.5 million), the private lender finances approximately 50 percent of the project via a separate loan to the small business, and the small business injects a minimum of 10 percent of the total project cost. The program also provides financing for the expansion of existing buildings and the acquisition of equipment.

Small Business Loan Guarantee Program

California Capital Financial Development Corporation allows businesses to obtain loans they otherwise could not and establish a favorable credit history with a lender. The Loan Guarantee Program permits Regional Development Corporations to use state funds to guarantee loans made by banks or financial institutions up to 90 percent of the outstanding principal balance with a maximum guarantee amount of \$500,000, including guarantees for short-term capital.

Tools for Business Success

Small businesses and entrepreneurs can access the Tools for Business Success local web sites for resources, templates, contacts, and tutorial videos focusing on starting and managing a small business.

U.S. Commercial Service

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

Work Opportunity Tax Credit

Through the Work Opportunity Tax Credit (WOTC) Program, federal legislation provides employers with the opportunity to claim income tax credits for qualified applicants they plan to hire. These credits can range from \$2,400 to \$9,600 for each person hired.

Working Capital & International Trade Loans

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





# REAL ESTATE

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## **Real Estate**

Over the past decade, Placer County has experienced extensive growth in both commercial and residential construction and real estate activity. Like many markets across the nation, the County has also seen slowing and negative effects from the housing downturn and recession; however, it still remains competitive relative to other neighboring markets in the Sacramento Region and the Bay Area.

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

### **Commercial Real Estate**

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

Topics covered under commercial real estate include office and industrial market vacancy, net absorption, lease rates, industrial parks, and retail space.

### **Office Market**

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

Figure 48 shows net absorption (net change in occupied space) and estimated construction of office space in Placer County submarkets from the third quarter of 2007 through the third quarter of 2012. Over this period, the Roseville/Rocklin submarket experienced its strongest levels of office market activity overall in the third quarter of 2012, with over 84,000 square feet of total net absorption and around 108,000 square feet space under construction. Net absorption within this submarket has generally stayed positive over the past few years with negative and a lower level of absorption evident between around 2007 and 2008 as general market conditions had slowed in the Sacramento Region, state, and nation. It is interesting to note that, although around one million square feet of office space was under construction in the Roseville/Rocklin market in 2007, total net absorption experienced minimal decreases the years following. Auburn/Lincoln, a much smaller submarket within Placer County, has had minimal construction activity and fluctuating levels of net absorption over the past five years.

**FIGURE 48**  
**NET ABSORPTION AND SPACE UNDER**  
**CONSTRUCTION OF PLACER COUNTY OFFICE**  
**SUBMARKETS (IN SQUARE FEET)**

<i>Submarket / Topic</i>	<i>2007 3Q</i>	<i>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 3Q</i>	<i>2012 3Q</i>
<b>Auburn/Lincoln</b>						
Total Net Absorption	-4,001	6,503	11,288	-4,683	-220	-24,365
Construction*	54,423	0	0	0	0	0
<b>Roseville/Rocklin</b>						
Total Net Absorption	-42,802	-36,056	28,136	79,133	49,595	84,462
Construction*	1,021,391	105,767	0	0	0	108,140

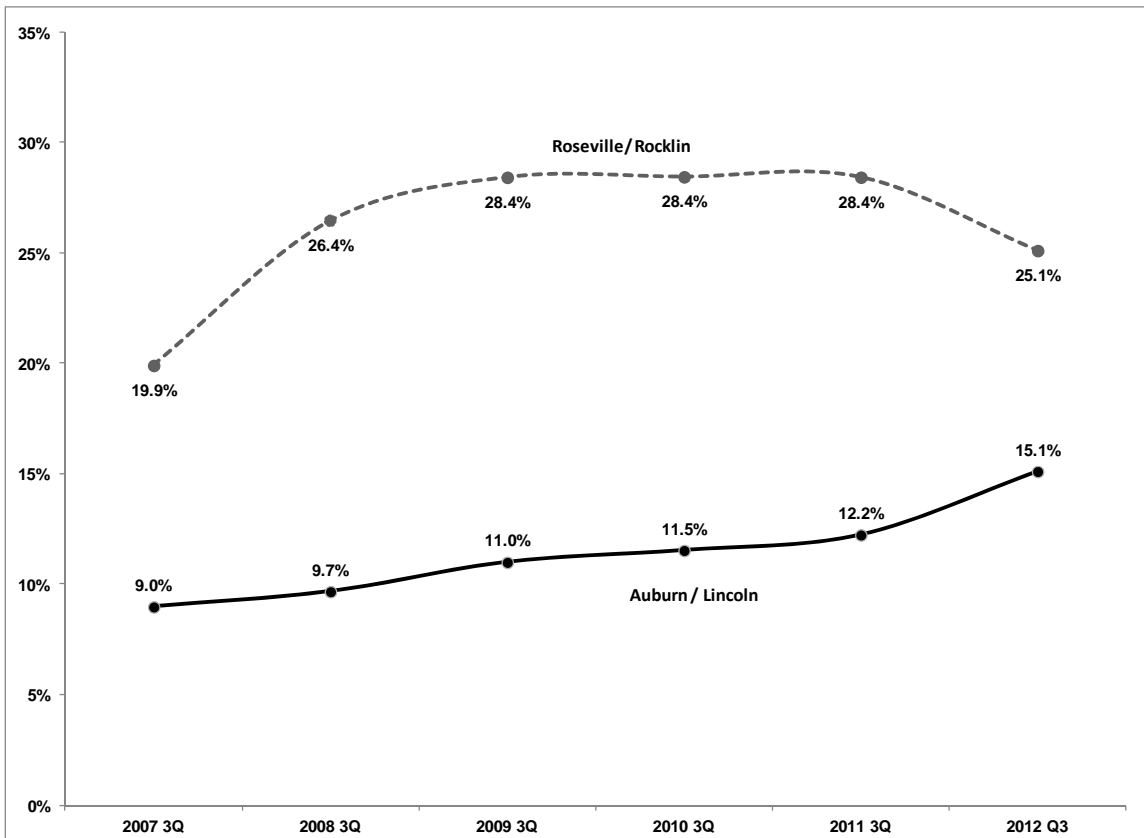
Center for Strategic Economic Research, April 2013

Data Source: Colliers International

\*Under construction

As shown in Figure 49, the Roseville/Rocklin submarket had an office vacancy rate of 25.1 percent in the third quarter of 2012, while the Auburn/Lincoln submarket experienced vacancy at 15.1 percent. Office market vacancy rates in both submarkets were at a five-year low in the third quarter of 2007: 19.9 percent for Roseville/Rocklin and 9 percent for Auburn/Lincoln. In comparison, according to Colliers International third quarter 2012 market reports, average Bay Area vacancy rates by market area are as follows: Oakland-Downtown—12.2 percent; San Jose—20.3 percent; and South San Francisco—21.5 percent. The total Sacramento market had an average office vacancy rate of 17 percent in the third quarter of 2012.

FIGURE 49  
VACANCY RATES OF PLACER COUNTY OFFICE SUBMARKETS



Center for Strategic Economic Research, April 2013  
Data Source: Colliers International

Figure 50 displays a comparison of average office lease rates between select submarkets within Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2012. The Auburn/Lincoln and Roseville/Rocklin submarkets had average lease rates of \$1.43 and \$1.69, respectively which, in comparison to the major submarkets represented in Figure 50, are roughly below the average rates for the Sacramento and the Bay Area submarkets.

**FIGURE 50**  
**AVERAGE OFFICE LEASE**  
**RATES OF SELECT**  
**SUBMARKETS,**  
**3<sup>RD</sup> QUARTER 2012**

Area	Average Lease Rate
Placer County	
Auburn/ Lincoln	\$1.43
Roseville/Rocklin	\$1.69
Other Sacramento Region Submarkets	
Davis	\$1.65
Downtown	\$2.14
Elk Grove	\$2.03
Folsom	\$1.87
Natomas/Northgate	\$1.68
West Sacramento	\$1.64
Bay Area Submarkets	
Concord	\$1.71
Mountain View	\$3.97
Oakland (Downtown)	\$2.25
Redwood City	\$3.52
San Jose	\$2.32
San Mateo	\$2.88
South San Francisco	\$3.16
Sunnyvale	\$3.27
Walnut Creek (Downtown)	\$2.32

Center for Strategic Economic Research, April 2013  
 Data Source: Colliers International *Office Reports* by market, 3<sup>rd</sup> Quarter 2012

**Industrial Market**

Figure 51 displays net absorption and estimated construction of the industrial market in Placer County’s submarkets from the third quarter of 2007 to the third quarter of 2012. Over this period, net absorption for half of the quarters represented has remained positive in the Roseville/Rocklin submarket with the highest levels seen in 2011 at around 80,000 square feet. Roseville/Rocklin’s space under construction in the third quarter 2007 to third quarter 2009 ranged from about 31,000 to 313,000 square feet with no construction activity in the most recent represented quarters. Auburn/Newcastle had positive net absorption for the past three years after a period of negative absorption. Industrial construction activity in this submarket was very minimal over the past few years with only about 55,000 square feet constructed in 2007.

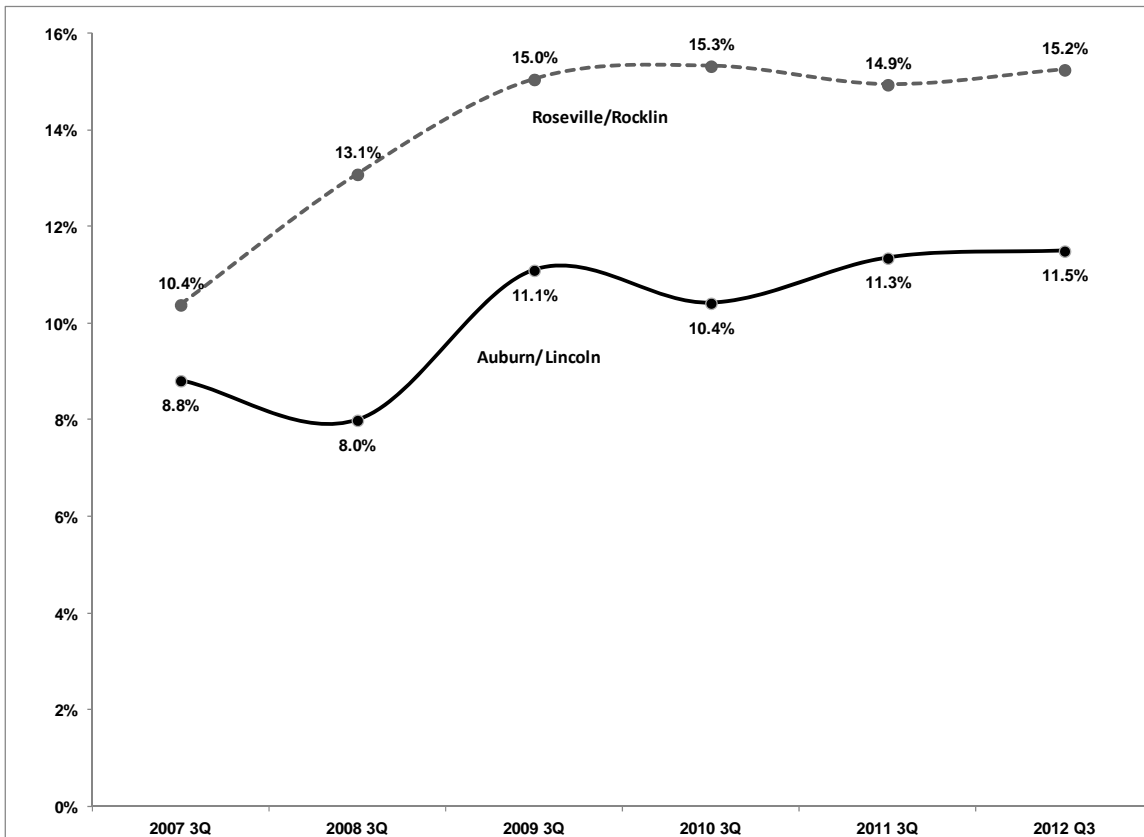
**FIGURE 51  
NET ABSORPTION AND SPACE UNDER  
CONSTRUCTION OF PLACER COUNTY INDUSTRIAL  
SUBMARKETS (IN SQUARE FEET)**

<i>Submarket / Topic</i>	<i>2007 3Q</i>	<i>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 Q3</i>	<i>2012 3Q</i>
<b>Auburn/New castle</b>						
Total Net Absorption	-19,570	-14,290	-57,882	35,506	3,873	8,865
Construction*	54,958	0	0	0	0	0
<b>Roseville/Rocklin</b>						
Total Net Absorption	-124,848	-45,255	55,790	-29,352	80,140	26,810
Construction*	312,910	114,040	31,368	0	0	0

Center for Strategic Economic Research, April 2013  
 Data Source: Colliers International  
 \*Under construction

The Roseville/Rocklin submarket, as shown in Figure 52, had an industrial vacancy rate of 15.2 percent in the third quarter of 2012, while the Auburn/Lincoln submarket experienced vacancy at 11.5 percent. Within the time period represented in this Figure, Roseville/Rocklin’s industrial market vacancy rates were at their lowest in the third quarter of 2007 at 10.4 percent, while Auburn/Lincoln had its lowest rate of 8 percent in the third quarter of 2008, when rates began fluctuating in an overall upward trend. In comparison to other areas, as reported in Colliers International’s third quarter 2012 market reports, average Bay Area industrial vacancy rates by total market area are as follows: Oakland—5.7 percent; San Jose—12.6 percent; and Fremont—20.1 percent. The total Sacramento market had an average industrial vacancy rate of 13.3 percent in the third quarter of 2012.

FIGURE 52  
VACANCY RATES OF PLACER COUNTY INDUSTRIAL SUBMARKETS



Center for Strategic Economic Research, April 2013  
Data Source: Colliers International

Average industrial lease rates of select submarkets in Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2012 are shown in Figure 53. The average warehouse lease rate for the Auburn/Lincoln and Roseville/Rocklin submarkets were \$0.55 and \$0.40, respectively, which ranges on par or somewhat above the averages of all of the selected submarkets. The average flex lease rates in these Placer County submarkets were \$0.71 for Auburn/Lincoln and \$0.89 for Roseville/Rocklin, above the Sacramento submarkets' average, but below the Bay Area submarkets' average.

**FIGURE 53**  
**AVERAGE INDUSTRIAL LEASE RATES**  
**OF SELECT SUBMARKETS,**  
**3<sup>RD</sup> QUARTER 2012**

Area	Warehouse	Flex
<b>Placer County</b>		
Auburn/Lincoln	\$0.55	\$0.71
Roseville/Rocklin	\$0.40	\$0.89
<b>Other Sacramento Region Submarkets</b>		
Davis/Woodland	\$0.26	\$0.92
Downtown/Midtown Sac	\$0.50	\$0.69
Folsom/El Dorado Hills	\$0.65	\$0.78
Sunrise/ Highway 50 Corridor	\$0.41	\$0.58
McClellan/North Highlands	\$0.41	\$0.57
South Sacramento	\$0.39	-
West Sacramento	\$0.42	\$0.59
<b>Bay Area Submarkets</b>		
San Jose	\$0.52	\$1.15
Santa Clara /S-101	\$0.41	\$1.52
Sunnyvale	\$0.73	\$1.72
Fremont/E of 880	\$0.48	\$0.81
Oakland	\$0.39	-
San Leandro	\$0.37	\$0.90
Hayward	\$0.39	\$0.71
Union City	\$0.46	\$0.94

Center for Strategic Economic Research, April 2013  
 Data Source: Colliers International *Industrial Reports* by market, 3<sup>rd</sup> Quarter 2012



## Office/Industrial Parks

Supported by the continuing expansion of commercial and business activities in Placer County, the number of industrial/office parks in the County has quickly increased over the last several years. Figure 54 shows some of the major existing industrial/office parks (sized over 100,000 square feet) with the park size and type plus its location.

**FIGURE 54**  
**SELECT MAJOR INDUSTRIAL/OFFICE PARKS IN PLACER COUNTY**  
**(5 ACRES OR 100,000 SQUARE FEET SPACE AND ABOVE)**

<i>Project Name</i>	<i>Location</i>	<i>Acreage</i>	<i>Park Type</i>
Sunset Industrial Area	Unincorporated	2,500	Industrial
Lincoln AirCenter	Lincoln	1,238	Industrial, R & D, Warehouse
Sw etzer Business Park	Loomis	155	Industrial
Auburn Airport Business Park	Auburn	80	Industrial, Distribution
Nichols Drive Business Park	Unincorporated	35	Industrial, Warehouse
Del Mar Business Park	Rocklin	26	Industrial
Parkside Industrial Center	Roseville	19	Industrial, Office
Sierra Business Center	Roseville	18	Industrial, Office, R & D
Foothills Commerce Center	Roseville	17	Industrial, Warehouse, Technology Park
Placer Industrial Park	Unincorporated	16	Industrial, Warehouse
NIPA Coastal/KMS Commercial Center	Roseville	14	Industrial, Distribution, Warehouse
Roseville Commerce Center	Roseville	13	Warehouse, Industrial
Placer Corporate Center	Unincorporated	6	Industrial, Office
Vineyard Pointe Business Park	Roseville	5	Industrial, Office

<i>Project Name</i>	<i>Location</i>	<i>Size (sq. ft.)</i>	<i>Park Type</i>
Stone Point Campus	Roseville	1,167,000	Office
Atherton Tech Center	Rocklin	700,000	Office, Biomed, Software
Shea Center	Roseville	600,933	Office
Roseville Parkway Industrial Center	Roseville	456,000	Office
Highlands Point Center	Roseville	364,648	Office
Eureka Corporate Center	Roseville	350,000	Office
Stanford Creek Office Park	Rocklin	350,000	Office
Parkway Corporate Plaza	Roseville	286,780	Office
Granite Creek Business Park	Granite Bay	250,000	Office
Vintage Oaks Business Park	Roseville	248,000	Office
Douglas Corporate Center	Roseville	213,935	Office
Olympus Corporate Centre	Roseville	192,494	Office
Opus Corporate Center	Roseville	190,000	Office
Stanford Ranch Tech Center	Rocklin	187,500	Office, Tech
Lava Ridge Business Center	Roseville	183,200	Office
Johnson Ranch Corporate Center	Roseville	179,990	Office
Rocklin Corporate Plaza	Rocklin	168,615	Office
Stanford Ranch Office Plaza	Rocklin	158,413	Office
Cemo Business Park	Roseville	146,880	Office, Technology Park
Rocklin 65 Corporate Center	Rocklin	133,324	Office
Pacific Technology Spectrum	Unincorporated	121,000	R & D, Flex, Office
Roseville Corporate Center	Roseville	111,411	Office
Creekside Business Park	Auburn	106,000	Office
Stoneview Plaza	Roseville	105,000	Office
Sunset 65 Business Park	Unincorporated	100,000	Office, Flex

Center for Strategic Economic Research, April 2013

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

**Retail Space**

As shown in Figure 55, the Roseville submarket boasts a significant retail market with about 5.9 million square feet available for lease; however, it has seen the effects of the weakened economy with a vacancy rate of nearly 11 percent. The average asking rents for the submarkets in Placer County range from \$1.43 to \$1.80.

**FIGURE 55**  
**PLACER COUNTY RETAIL MARKET OVERVIEW,**  
**3<sup>RD</sup> QUARTER 2012**

<i>Area</i>	<i>Average Asking Rate</i>	<i>Vacancy Rate</i>	<i>Year-to-Date Net Absorption*</i>	<i>Rentable Building Area Square Feet</i>	<i>Under Construction*</i>
Auburn/Loomis	\$1.76	8.9%	-12,465	1,152,690	0
Lincoln	\$1.80	7.7%	34,522	1,189,747	0
Rocklin	\$1.43	18.7%	25,536	2,105,334	543,000
Roseville	\$1.51	10.6%	62,702	5,920,615	0

Center for Strategic Economic Research, April 2013

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report 3<sup>rd</sup> Quarter 2012*

\*In square feet.

Over the past five to ten years, the significant expansion in Placer County’s housing supply prompted the development of many major retail centers in the area, mostly within the Valley Region and particularly along the Highway 65 Corridor in Roseville and Rocklin. One major retail project, completed in 2008, was the \$260 million, 400,000-square-foot expansion of the Westfield Galleria at Roseville which made it the largest shopping destination in the Sacramento Region.

As with many regions across the nation, developers had been feeling the effects of the recession and put new retail projects in Placer County on hold until the market revitalized. Two major projects which were pending and entitled since 2008 just broke ground in September 2012 due to recent strong leasing activity. The retail projects, called Rocklin Crossings and Rocklin Commons, include more than 900,000 square feet of retail and restaurant space and are located along the Interstate 80 and Sierra College Boulevard interchange in Rocklin. Scheduled opening for both centers is spring 2014 and major tenants include Walmart and Target.

## **Residential Real Estate**

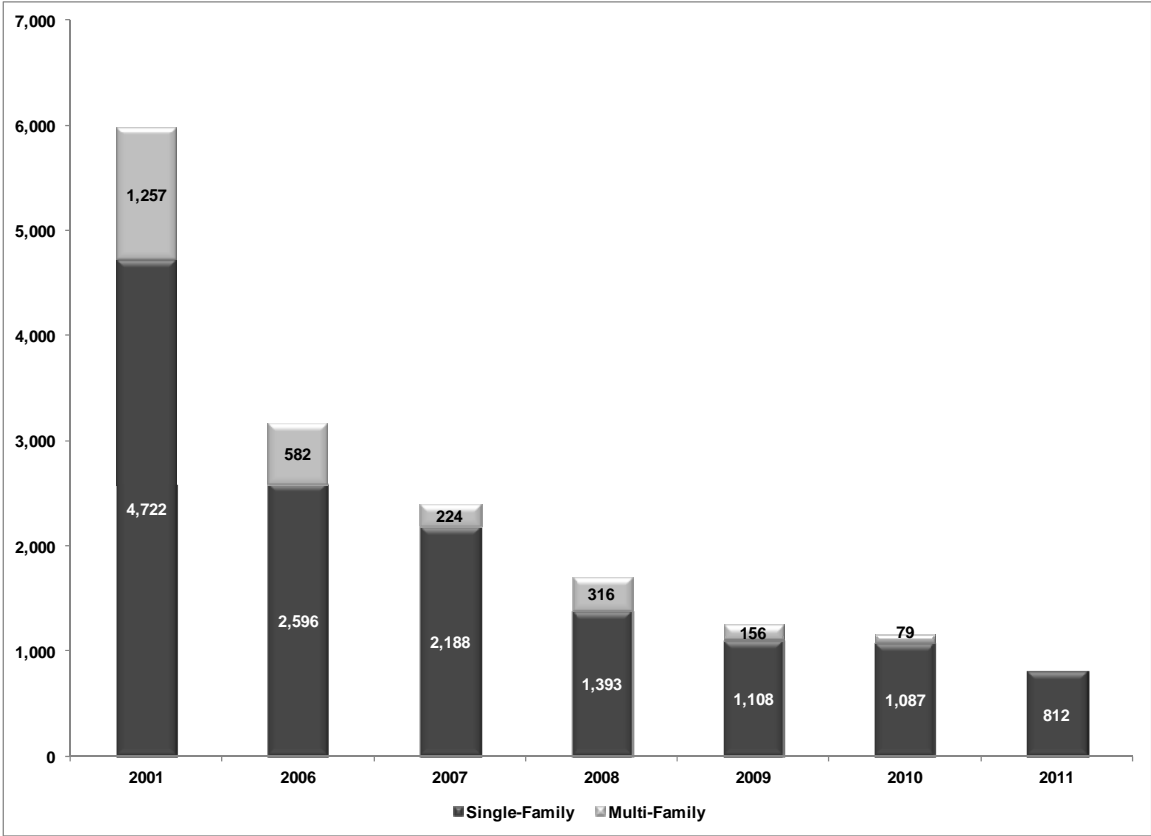
Placer County offers a variety of housing types in various geographic areas—urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills, and the Sierra Nevada Mountains.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

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

### **Residential Permits**

Residential permit data illustrates the future supply of housing units in the short-term within a particular area. Total Placer County residential permits in the time period represented in Figure 56 range from around 800 to 6,000—a notable decline in recent years due to the housing downturn. In the past five years, total residential permits were at the highest point in 2006 with about 2,600 total single-family permits and nearly 600 multi-family permits. The proportion of multi-family permits has fluctuated over the past several years, but saw no activity in 2011.

FIGURE 56  
SINGLE- AND MULTI-FAMILY RESIDENTIAL PERMITS IN PLACER COUNTY



Center for Strategic Economic Research, April 2013  
Data Source: U.S. Census Bureau, Permits by County or Place

## Home Transactions

As shown in Figure 57, around 7,200 single-family and condominium homes were sold in Placer County in 2011, an increase of about 8 percent from the previous year. All six of Placer County's incorporated cities experienced positive growth in year-over-year home transactions. Roseville had the highest number of transactions (nearly 2,600 in 2011) and saw around a 3 percent increase in transactions from the previous year. Placer County's year-over-year growth rate in home transactions is one of the highest of the represented comparison areas.

**FIGURE 57**  
**ANNUAL NEW AND RESALE HOME**  
**TRANSACTIONS (SINGLE-FAMILY**  
**AND CONDOMINIUMS)**

Area	% Change		
	2010	2011	2010-2011
Placer County	6,729	7,249	7.7%
Auburn	523	571	9.2%
Colfax	110	126	14.5%
Lincoln	1,242	1,344	8.2%
Loomis	168	194	15.5%
Rocklin	1,024	1,122	9.6%
Roseville	2,503	2,581	3.1%
Sacramento Region			
El Dorado County	2,389	2,766	15.8%
Placer County	6,729	7,249	7.7%
Sacramento County	21,754	23,415	7.6%
Sutter County	-	1,119	
Yolo County	1,973	2,119	7.4%
Yuba County	-	1,144	
Bay Area			
Alameda County	15,839	16,341	3.2%
Contra Costa County	16,443	16,753	1.9%
Marin County	2,447	2,841	16.1%
San Benito County	612	656	7.2%
San Francisco County	5,475	5,530	1.0%
San Mateo County	6,182	7,044	13.9%
Santa Clara County	18,392	18,646	1.4%

Center for Strategic Economic Research, April 2013

Data Sources: Dataquick Information Systems;  
 California Association of Realtors

Notes: Historical data not provided due to varying methodology.

Sutter and Yuba County data not available for 2010.

## Housing Units

In 2012, Placer County had a total of nearly 155,000 housing units, as displayed in Figure 58. Placer County's ten-year growth rate was about 32 percent, almost twice the Sacramento Region's growth rate of around 18 percent, over 4 times the Bay Area (7 percent), and over three times California's rate of around 10 percent for total housing unit growth.

Lincoln had the highest housing unit growth of all incorporated cities in Placer County in the ten-year historical period with an increase of around 163 percent from 2002 to 2012.

**FIGURE 58**  
**NUMBER AND TYPE OF HOUSING UNITS**

Area	2002	2007	2008	2009	2010	2011	2012	% Change 2002-2012	% Change 2007-2012
Placer County	116,885	145,259	148,632	150,653	152,379	153,730	154,525	32.2%	6.4%
Auburn	5,549	6,036	6,079	6,119	6,136	6,153	6,162	11.0%	2.1%
Colfax	740	847	857	866	927	929	929	25.5%	9.7%
Lincoln	6,700	16,254	17,098	17,306	17,435	17,565	17,644	163.3%	8.6%
Loomis	2,298	2,454	2,462	2,465	2,465	2,473	2,475	7.7%	0.9%
Rocklin	16,539	20,749	21,475	21,712	21,950	22,287	22,372	35.3%	7.8%
Roseville	35,191	44,486	45,573	46,618	47,622	48,304	48,749	38.5%	9.6%
Unincorporated	49,868	54,433	55,088	55,567	55,844	56,019	56,194	12.7%	3.2%
Sacramento Region	796,834	906,022	918,934	926,607	932,234	934,724	937,035	17.6%	3.4%
Bay Area	2,238,960	2,340,877	2,360,954	2,377,071	2,389,265	2,395,100	2,402,655	7.3%	2.6%
California	12,461,342	13,364,160	13,503,834	13,598,801	13,669,076	13,704,850	13,740,394	10.3%	2.8%

Center for Strategic Economic Research, April 2013

Data Source: California Department of Finance, E-5 Population and Housing Estimates for Cities, Counties, and the State

Notes: Data represents of January 1 estimates for the year specified.

REAL ESTATE

**Median Home Prices**

Figure 59 shows that the median home sale price in Placer County (\$296,500) generally remains below the prices seen on an overall basis for the Bay Area counties and California, but above the other counties tracked within the Sacramento Region. Of the County's incorporated cities, Colfax had the lowest median price of \$122,000 in 2012, while Loomis had the highest price of \$326,500. Placer County's overall change in median home prices from 2002 to 2012 (approximately 6 percent) is below the statewide average and most of the counties in the Bay Area and the Sacramento Region.

**FIGURE 59  
MEDIAN HOME SALE PRICES**

Area	2002	2007	2008	2009	2010	2011	2012	% Change 2002-2012	% Change 2007-2012
Placer County	\$281,000	\$403,000	\$330,000	\$292,750	\$283,250	\$260,000	\$296,500	5.5%	-26.4%
Auburn	\$269,250	\$399,000	\$335,000	\$297,500	\$297,500	\$273,000	\$249,000	-7.5%	-37.6%
Colfax	\$309,500	\$387,500	\$282,000	\$198,250	\$215,000	\$160,000	\$122,000	-60.6%	-68.5%
Lincoln	\$247,500	\$370,000	\$304,000	\$262,500	\$253,750	\$223,000	\$270,500	9.3%	-26.9%
Loomis	\$448,000	\$400,000	\$483,000	\$389,750	\$430,000	\$385,000	\$326,500	-27.1%	-18.4%
Rocklin	\$280,000	\$400,000	\$323,000	\$287,250	\$262,500	\$260,000	\$297,500	6.3%	-25.6%
Roseville	\$256,250	\$388,000	\$325,000	\$280,500	\$281,000	\$250,500	\$300,000	17.1%	-22.7%
Sacramento Region									
El Dorado County	\$255,000	\$405,000	\$370,000	\$288,000	\$285,000	\$265,000	\$270,000	5.9%	-33.3%
Sacramento County	\$217,750	\$308,500	\$200,000	\$175,750	\$170,000	\$155,000	\$183,000	-16.0%	-40.7%
Sutter County	-	-	-	-	-	\$140,000	\$152,500	-	-
Yolo County	\$235,000	\$375,000	\$272,750	\$250,000	\$216,500	\$218,000	\$260,000	10.6%	-30.7%
Yuba County	-	-	-	-	-	\$130,000	\$162,000	-	-
Bay Area									
Alameda County	\$419,000	\$560,000	\$385,000	\$358,750	\$368,000	\$326,250	\$395,000	-5.7%	-29.5%
Contra Costa County	\$339,500	\$562,000	\$300,000	\$262,000	\$288,000	\$260,000	\$333,500	-1.8%	-40.7%
Marin County	\$579,000	\$810,000	\$680,000	\$635,000	\$702,500	\$516,409	\$675,000	16.6%	-16.7%
San Benito County	342,000	\$491,955	\$300,000	\$265,000	\$262,500	\$237,500	\$314,500	-8.0%	-36.1%
San Francisco County	\$530,000	\$770,000	\$675,000	\$663,000	\$629,500	\$590,500	\$730,000	37.7%	-5.2%
San Mateo County*	\$534,250	\$750,000	\$605,000	\$600,000	\$565,000	\$505,000	\$610,000	14.2%	-18.7%
Santa Clara County	\$437,250	\$700,000	\$505,000	\$465,000	\$500,000	\$440,000	\$547,000	25.1%	-21.9%
California	\$280,298	\$535,760	\$319,310	\$296,610	\$309,900	\$288,950	\$366,930	30.9%	-31.5%

Center for Strategic Economic Research, April 2013

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

Notes: Data reflects September of year specified with the exception of 2011 & 2012 which reflects December.

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

\*2002 data reflects October as September data not available for San Mateo in that year.



# INFRASTRUCTURE

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## Infrastructure

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

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

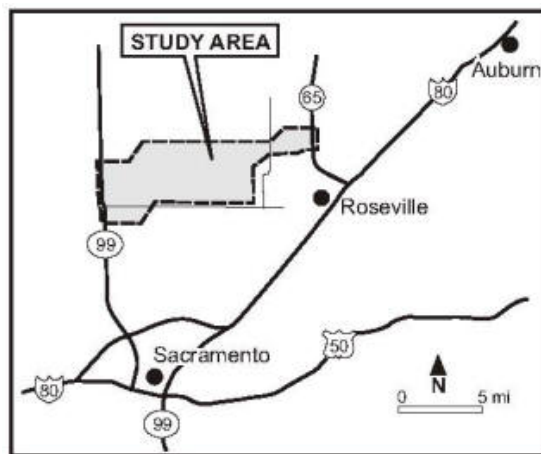
## Transportation

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

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

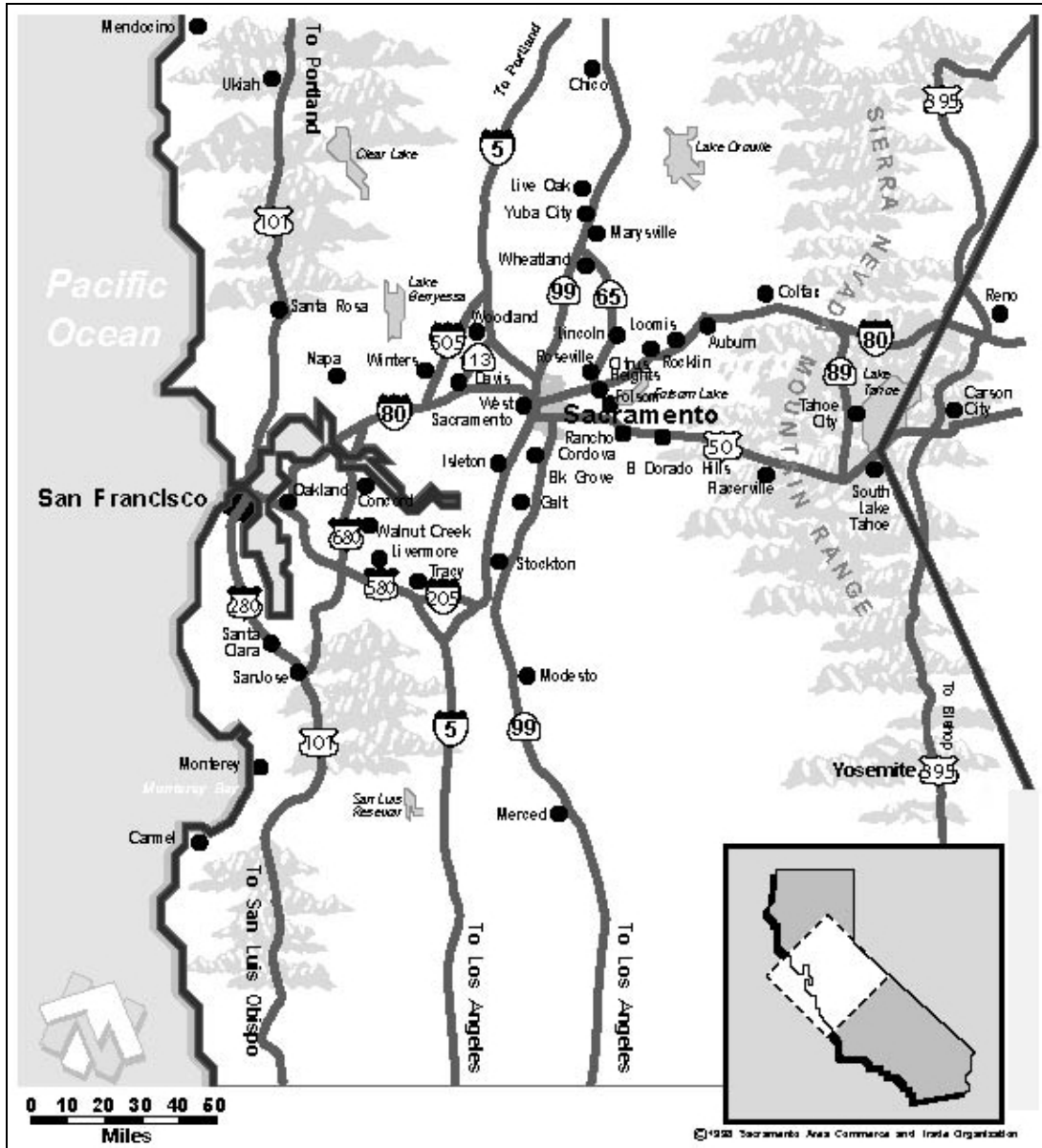
Plans are underway for a 15-mile long corridor, called Placer Parkway (in the shaded study area in the map to the right), which will connect Highway 65 in Placer County to Highway 70 and 99 in south Sutter County. Placer Parkway will improve access from Placer County to downtown Sacramento and the Sacramento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

Figure 60 provides a view of the major transportation infrastructure in the Sacramento Region and beyond.



Center for Strategic Economic Research, April 2013  
Data Source: Placer County Transportation Planning Agency

FIGURE 60  
TRANSPORTATION MAP

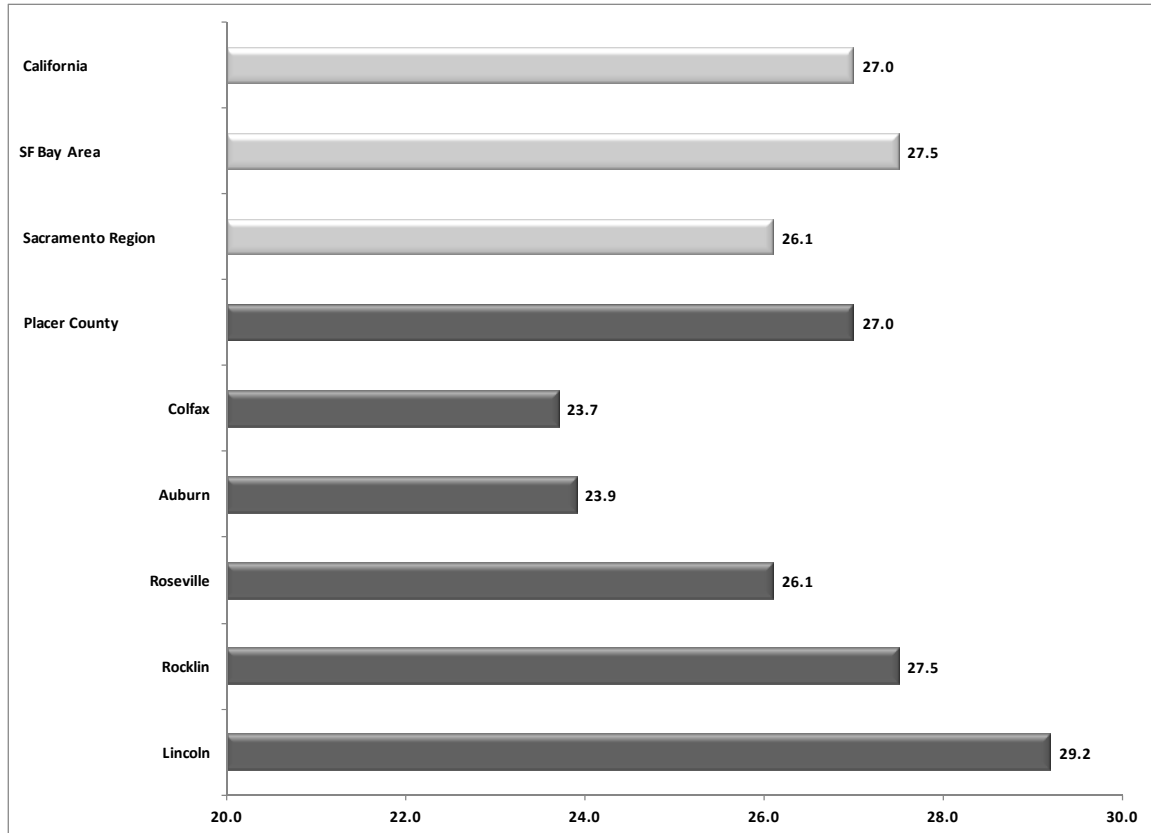


Center for Strategic Economic Research, April 2013  
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map

### Commute Times

As shown in Figure 61, Placer County’s mean commute time of 27 minutes is one minute, on average, longer than the Sacramento Region, one-half minute shorter than the Bay Area, and the same as California. Of the County’s cities, Lincoln has the longest commute while Auburn and Colfax have the shortest commute times.

**FIGURE 61**  
**MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 & ABOVE IN 2011**



Center for Strategic Economic Research, April 2013  
 Data Source: U.S. Census Bureau, 2011 American Community Survey 5-Year Estimate  
 Notes: Sacramento Region and Bay Area are weighted averages based on workers age 16+ population.  
 Data for Loomis not available.

### Airports

Sacramento International Airport, Reno/Tahoe International Airport, Mather Airport, and Executive Airport serve Placer County, the Sacramento Region, and outlying areas. Sacramento International Airport is located 12 miles north of downtown Sacramento and 23 miles from Roseville and is currently served by the following airlines: Aeromexico, Alaska, American, Delta, Hawaiian, Horizon, JetBlue, Southwest, United/United Express, U.S. Airways, and Volaris. Offering over 150 scheduled departures daily, Sacramento International Airport’s airlines provide travelers with nonstop or convenient connecting service to numerous destinations across the country and around the world. In October 2011, the Sacramento County Airport System completed construction of the terminal modernization project (Terminal B) at the Sacramento International Airport that

## INFRASTRUCTURE

cost approximately \$1.03 billion. The project accommodates around 10 million passengers per year and includes a landside terminal building, airside concourse, an automated people mover, two-level structured roadway, and cross-field taxiway and apron paving.

Another major passenger and cargo airport serving Placer County (primarily the High Country) and outlying areas is the Reno/Tahoe International Airport, which has been in operation for over 80 years. The airport, located in Reno, Nevada and 50 miles from Tahoe City, has 110 daily flights and provides service to 17 nonstop destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska, Allegiant Air, American/American Eagle, Delta, Southwest, United, and U.S. Airways.

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

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

## INFRASTRUCTURE

Figure 62 shows that the Sacramento International Airport serviced nearly 9 million passengers in 2011. Pounds of air freight increased around 2 percent since 2006 to the 2011 level of approximately 142 million pounds. Additionally, around 2.3 million pounds of air mail were processed through the airport in 2011. Reno/Tahoe International Airport had nearly 4 million passengers in 2011 while pounds of air freight totaled about 114,000. Mather Airport processed close to 95 million pounds of air freight in 2011 and Sacramento Executive Airport had about 92,000 air operations (including scheduled and non-scheduled general aviation and military flights). Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport had around 118,000; 87,000; and 73,000 respective operations in 2011.

**FIGURE 62**  
**AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS**

<i>Airport</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>% Change 2006-2011</i>
<b>Sacramento International Airport</b>							
Passengers	10,362,800	10,767,639	9,982,661	9,112,277	9,047,775	8,929,289	-13.8%
Air Mail (in pounds)	9,787,393	2,818,161	4,958,686	2,158,138	1,538,091	2,292,718	-76.6%
Air Freight (in pounds)	139,438,494	171,778,161	153,680,001	156,502,097	142,426,661	141,755,493	1.7%
Air Operations	172,522	173,416	152,675	135,262	126,110	117,502	-31.9%
<b>Reno/Tahoe International Airport</b>							
Passengers	5,000,663	5,044,087	4,434,638	3,755,935	3,823,393	3,754,155	-24.9%
Air Freight (in pounds)	122,490,191	129,249,404	120,232,329	102,358,767	113,016,942	114,454,111	-6.6%
Air Operations	141,727	140,806	125,107	99,501	92,218	86,973	-38.6%
<b>Mather Airport</b>							
Air Freight (in pounds)	135,368,167	164,565,490	154,200,207	91,136,326	86,874,394	94,917,605	-29.9%
Air Operations	78,936	92,539	82,394	89,694	71,624	73,023	-7.5%
<b>Sacramento Executive Airport</b>							
Air Operations	111,087	100,392	98,164	88,392	91,873	91,866	-17.3%

Center for Strategic Economic Research, April 2013

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

Other airports that primarily provide services for private individuals and corporate use include the Lincoln Regional Airport, the Truckee Tahoe Airport, and the Auburn Municipal Airport. The publicly-owned Lincoln Regional Airport, 17 miles north of Sacramento and two miles west of the City of Lincoln, is a general and corporate aviation airport and industrial/business park situated on 775 acres. With one 6,000 foot long asphalt runway suited for most corporate jet aircraft, Lincoln Regional Airport is designated as a reliever airport for the Sacramento Region. A heliport, three helicopter tiedowns, 260 aircraft tiedowns, 46 portable hangars, 70 T-hangars, 9 corporate hangars, and conventional hangar space for 46 aircraft are also available at the airport.

The Truckee Tahoe Airport is located two miles east of Truckee and offers excellent access to skiing, boating, tennis, golf, swimming, and lodgings in the Sierra Nevada

## INFRASTRUCTURE

Mountains. The airport provides a full range of services, such as flight training, aircraft rental, aerial tours/sightseeing, and aircraft sales available for corporate and individual clients. The airport has two asphalt runways on their 80 acres of land paved and designated for aviation—one 4,650 feet long, the other 7,000 feet long.

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

**Port of West Sacramento**

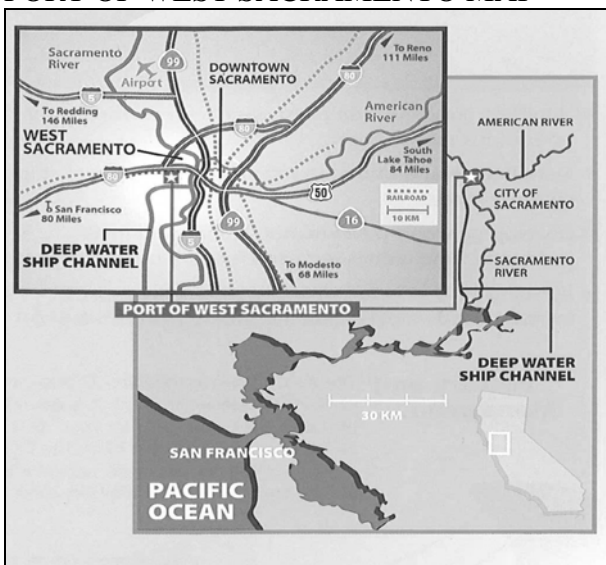
The Port of West Sacramento, opened in 1963, is an operating port that offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargos move through the Port’s five berths. Major commodities are wood chips, rice, wheat, fertilizers, lumber, and animal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

Located 79 nautical miles northeast of the San Francisco Bay (pictured in Figure 63), the inland Port of West Sacramento provides covered storage including two warehouses for flat bulk with the capacity for 75,000 tons with a total of eight bins; one warehouse with 42,000 square feet for general cargo; and two ‘flat’ 100,000-ton capacity warehouses. The Port also has 24 acres of outside bulk paved storage for 650,000 tons.

The Ports of West Sacramento, Oakland, and Stockton have been granted \$30 million in stimulus funds from the U.S. Department of Transportation to develop an inland marine highway service called the Green Trade Corridor. The funding will enable barge service for the shipment of agricultural and consumer goods between the ports which will alleviate pressure on highway and rail transportation and reduce air emissions. The Port of West Sacramento will specifically use their portion of the funding to purchase a crane and build necessary facilities for handling containers.

In March 2010, the installation of a 637-kilowatt solar power system at the Port was completed. The 3,536 solar panels, which cover 90,000 square feet of two warehouse buildings’ rooftops, will provide all of the Port’s electricity for the coming 25 years and reduce its energy costs by over \$20,000 per year.

**FIGURE 63  
PORT OF WEST SACRAMENTO MAP**



Center for Strategic Economic Research, April 2013  
Source: Port of West Sacramento web site

## **Railroads**

Placer County is home to the largest commercial rail facility on the West Coast, the Union Pacific J. R. Davis Yard in Roseville. The Davis Yard is the premier classification yard on the West Coast, consolidating rail traffic into longer, dedicated trains that can move directly to a final destination or interchange. As a result of the 1996 merger of Union Pacific with Southern Pacific, Placer County has access to Burlington Northern Santa Fe Railway, giving the County service by both major Western railroads. Approximately 98 percent of all traffic in Northern California moves through the yard. Rededicated in 1999 after a \$142 million reconstruction project, it encompasses 915 acres on a site that has operated for about 100 years. Short line railroads, Sierra Northern Railway, and California Northern Railroad also service the Region.

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

## **Trucking**

The Sacramento Valley's reputation as a leading agricultural center is supported by trucking service that moves the majority of produce from the fields to processing plants, and market destinations throughout the United States. The trucking industry also supports the Sacramento Region's manufacturing base by transporting goods produced by industries within the Region. Trucks serve other businesses that send and receive daily shipments, making it clear that trucking is a major component in the network of transportation services available to Placer County.

Some of the larger trucking companies located within Placer County and the Sacramento Region include Sacramento Kenworth Company, Hendrickson Trucking, Con-Way Freight, ABF Freight System Inc., and Saia Motor Freight Line.

## **Public Transportation**

Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily seven days per week. A connection between TART and Greyhound or Amtrak is available at the Truckee Depot. TART bus service is funded by Placer County, Washoe County Regional Transportation Commission, the Town of Truckee, and the North Lake Tahoe Resort Association. Construction for a new Tahoe City Transit Center has been completed on 64 acres at the intersection of State Routes 89 and 28. The project includes

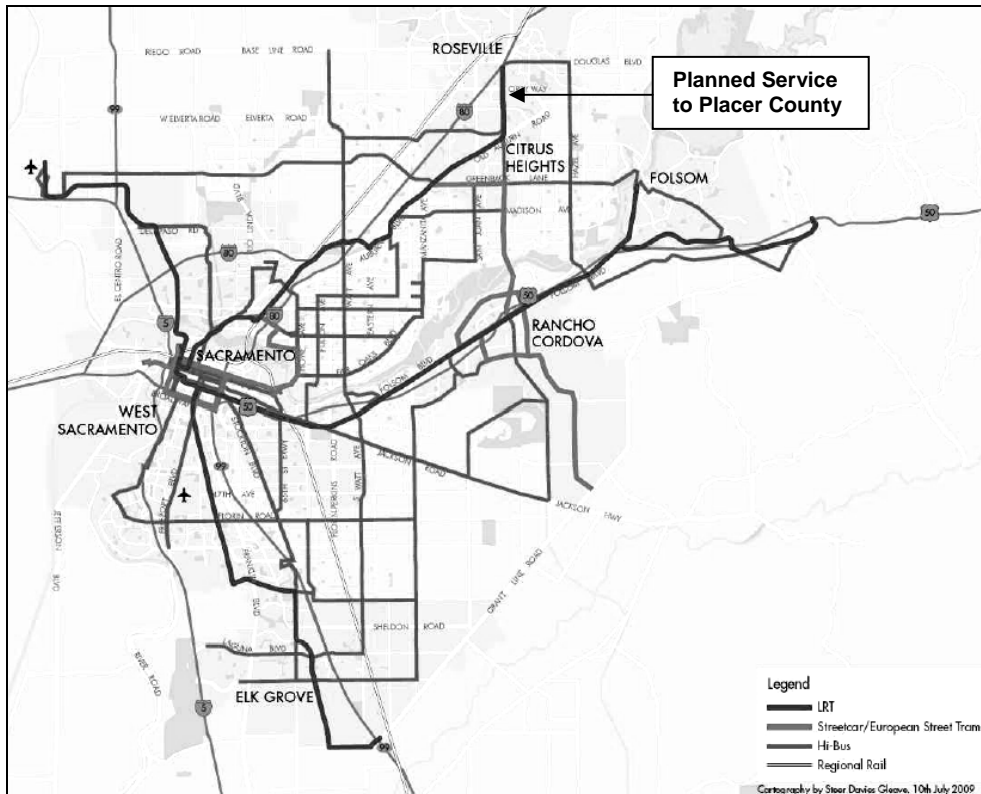


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an intermodal transit facility that is the transit operations hub for Lake Tahoe's North Shore and provides safer passenger transfers for up to six buses at one time.

Sacramento Regional Transit District's (RT) service area covers 418 square miles with 64 bus routes and over 37 miles of light rail. In 1987, Sacramento RT began operating light rail and, since then, has extended services to Mather Field in Rancho Cordova (1998), South Sacramento (2003), Sunrise Boulevard in Rancho Cordova (2004), and Historic Folsom (2005). The final part of the Folsom plan was completed in December 2006 which extended the route about 0.7 mile to the downtown Sacramento Valley Station connecting light rail with Amtrak services and local and commuter buses. Light rail ridership has steadily increased since its opening and is a major part of the total regional transit system. In August 2009, Sacramento RT adopted the Transit Action Plan (TAP) which is a vision of the expansion of Sacramento RT's public transportation system through 2035. Some of the features of TAP include extending the light rail system, building streetcar lines to downtown Sacramento and Rancho Cordova, and investigating technology upgrades for busy bus corridors. Future light rail plans include extensions to Natomas and the Sacramento International Airport in addition to further extensions to South Sacramento. A three-tiered approach was developed for TAP based on funding availability levels. In the third tier, an implementation of light rail service to the 'Northeast Corridor'—i.e. Roseville in South Placer County—is planned. Projects and improvements under Tier Three are shown in the map in Figure 64.

FIGURE 64  
TRANSIT ACTION PLAN TIER THREE MAP



Center for Strategic Economic Research, April 2013

Source: Sacramento Regional Transit District, Sacramento Transit Action Regional Transit Master Plan

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Figure 65 illustrates the annual ridership for Sacramento RT and TART. In fiscal year 2011-2012, Sacramento RT's bus and light rail ridership totaled around 13 million and 14 million passengers, respectively while TART ridership totaled approximately 358,000 passengers in its most current full fiscal year.

**FIGURE 65**  
**PUBLIC TRANSIT ANNUAL RIDERSHIP**

<i>System</i>	2006-	2007-	2008-	2009-	2010-	2011-	<i>Absolute Growth</i>	<i>% Growth</i>
	2007	2008	2009	2010	2011	2012	2006-2007 to 2011-2012	2006-2007 to 2011-2012
Sacramento Regional Transit								
Bus	16,807,000	16,607,800	16,873,700	15,318,183	13,710,171	13,126,207	-3,680,793	-21.9%
Light Rail	14,760,400	15,951,600	17,193,300	16,197,869	12,690,500	13,627,808	-1,132,592	-7.7%
Total	31,951,000	32,559,400	34,067,000	31,516,052	26,400,671	26,754,015	-5,196,985	-16.3%
Tahoe Area Regional Transit								
	363,372	433,628	436,668	342,876	370,644	357,828	-5,544	-1.5%

Center for Strategic Economic Research, April 2013

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

Other public transit providers serve Placer County in addition to those listed in Figure 65. Placer County Transit (PCT) operates fixed-route buses, Placer Commuter Express, Dial-A-Ride service, and vanpool services. PCT fixed bus routes cover areas from the Gold Country region (Alta, Colfax, and Auburn) through The Valley (South Placer County) stretching to the Watt-I-80 Light Rail stop. Placer Commuter Express provides bus service Monday through Friday from Colfax, Clipper Gap, Auburn, Penryn, Loomis, Rocklin, and Roseville to Downtown Sacramento to Sacramento RT buses and light rail trains. Dial-A-Ride services (transportation available via reservation for the general public) are available within the service area generally covering Auburn, Rocklin, Loomis, and Granite Bay. According to the Placer County Transportation Planning Agency (PCTPA), around 474,000 passengers used PCT's combined services in fiscal year 2011-2012 (July to June).

Roseville Transit contains three services including a fixed-route service throughout the City of Roseville, Dial-A-Ride, and weekday peak-period commuter service to downtown Sacramento. Connections with PCT and Sacramento RT are also provided at various Roseville Transit stops within the City. Approximately 368,000 passengers used Roseville Transit services in fiscal year 2011-2012.

The Cities of Auburn and Lincoln also operate local bus service within their respective communities. Auburn Transit offers two routes on weekdays and one route on Saturdays and is based at Auburn Multi-Modal Station which provides a transfer point to other transportation providers such as PCT. About 48,000 passengers rode Auburn Transit in fiscal year 2011-2012. Lincoln Transit offers three fixed routes on weekdays and Dial-a-Ride services throughout the City of Lincoln. Last fiscal year, ridership for Lincoln Transit's services was about 65,000 passengers (based on PCTPA data).

Additionally, the Western Placer Consolidated Transportation Services Agency (WPCTSA) provides elderly and disabled transit services in Placer County and had a total ridership for the fiscal year 2011-2012 of about 15,300 passengers.

## Utilities

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

### Utility Distribution Companies

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

Pacific Gas and Electric Company (PG&E) provides natural gas and electric service to approximately 15 million people in its 70,000 square mile Northern and Central California service area—one of the largest utility companies of its kind in the United States. PG&E's power is generated from hydroelectric powerhouses, a nuclear power plant, and fossil-fired power plants in addition to purchasing power from independent producers. In 2012, PG&E was named, for the fifth year in a row, to the Dow Jones Sustainability North American Index, one of only 11 utilities in the United States recognized for environmental stewardship and corporate responsibility. It also earned a spot in *Corporate Responsibility* magazine's *100 Best Corporate Citizens List* for the fourth time and is only one of seven U.S. utilities included on the list. Over 50 percent of the electricity PG&E delivers within its territory originates from renewable and greenhouse gas-free sources. PG&E's commitment to environmental issues is demonstrated through a voluntary program it developed called SmartAC. Customers can enroll in this free program which allows PG&E to install the SmartAC device onto their home's air conditioning unit. During high usage or energy emergencies the device is remotely activated to lower power routed to the air conditioner, therefore lowering consumption. PG&E participates in a statewide program called Energy Upgrade California which provides its customers incentives to work with participating contractors to complete a set of home upgrades to increase their home's energy efficiency. Two upgrade packages are available at two incentive values: the Basic Upgrade Package which offers \$1,000 in incentives and the Advanced Upgrade Package with incentives up to \$4,500. PG&E also has a number of locally-based economic development representatives to provide cost and needs analysis for new and expanding business facilities. These representatives partner with local economic development corporations to provide a full assistance package in addressing the various questions that arise and decisions to be made with relocation, expansion, or new facility plans.

Roseville Electric, providing electric power to its customers for 100 years, is a municipal-owned utility covering a service area of about 36 square miles within Roseville city borders including over 53,000 total customers. The utility company is supervised by the

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Roseville City Council, advised by the Roseville Public Utilities Commission, and offers some of the lowest rates and highest power supply reliability within the state. It has earned the ReliabilityOne™ Award from PA Consulting for nine consecutive years, demonstrating its ability to excel in delivering reliable electric services to its customers. Roseville Electric opened Roseville Energy Park (REP) in 2007 which, at maximum capacity, features 160 megawatt natural gas-fired generation that provides up to 40 percent of the City’s electricity. Roseville Electric offers its customers the option to participate in ‘Green Roseville,’ a program that helps them limit their impact on the environment. Customers who participate in Green Roseville pay an additional amount for the company to purchase 100 percent of their energy from wind and solar resources and set aside a portion to go toward the development of renewable energy in the local community.

The Sacramento Municipal Utility District (SMUD) is a public utility that covers a 900-square-mile service area including primarily Sacramento County and a small portion of Placer County. SMUD generates, transmits, and distributes electric power to over 598,000 residential and commercial customers and represents the nation’s sixth-largest publicly-owned utility based on the number of customers served. SMUD is nationally recognized as a leader in renewable resources and electric transportation. SMUD supports environmental protection through its green energy programs including providing options for customers to purchase energy from natural sources through its Greenergy program. The utility company completed the first phase of construction of the Cosumnes Power Plant (CPP) in 2006, which increases its long-term power supply to its customer base in a cost-effective manner. Phase one of the CPP includes one 500 megawatt plant which meets the annual demand of 450,000 single-family homes and is located on a 30-acre site about 25 miles southeast of Sacramento.

Figure 66 displays average California retail electricity prices, calculated in cents per kilowatt-hour by the California Energy Commission for the local major utility companies

**FIGURE 66**  
**AVERAGE RETAIL ELECTRICITY PRICES BY MAJOR UTILITY (PRICE PER KILOWATT-HOUR)**

<i>Customer Classes</i>	<i>Roseville</i>					
	<i>Electric</i>	<i>PG&amp;E(1)</i>	<i>SMUD(2)</i>	<i>LADWP(3)</i>	<i>SDG&amp;E(4)</i>	<i>SCE(5)</i>
Residential	0.15	0.15	0.12	0.13	0.18	0.16
Commercial	0.11	0.16	0.11	0.13	0.15	0.13
Industrial (Manufacturer)	0.10	0.13	0.10	0.12	0.14	0.12
Agricultural (small general service)	-	0.15	0.12	0.11	0.17	0.14
System Average	0.12	0.17	0.12	0.13	0.17	0.15

Center for Strategic Economic Research, April 2013

Data Source: California Energy Commission staff

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

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

## INFRASTRUCTURE

PG&E, SMUD, and Roseville Electric compared to other major utilities that primarily serve Southern California. As evident in the Figure, the utility companies serving Placer County and the Sacramento Region are generally competitive with others in the state.

Another public utility company providing electricity to a portion of Placer County is Liberty Utilities (formerly NV Energy). This investor-owned company supplies power mostly to customers within Nevada, but also covers the Lake Tahoe area of northeastern California—a total service area of nearly 46,000 square miles and around 2.4 million customers.

### Natural Gas

In addition to electricity, PG&E also provides natural gas for commercial and residential use in Placer County. PG&E relies on three major sources for its gas piping system: Canada, Southwestern United States, and California. Most customers directly purchase their natural gas from the utility company; however, large PG&E gas customers can purchase their gas from the supplier of their choice and pay PG&E only for the gas transportation services they actually use. Figure 67 provides PG&E natural gas rates for commercial customers.

**FIGURE 67**  
**PG&E COMMERCIAL NATURAL GAS RATES**

<i>User Class</i>	<i>Summer</i>		<i>Winter</i>	
	<i>Per Therm Charge</i>		<i>Per Therm Charge</i>	
	<i>First 4,000</i>	<i>Excess</i>	<i>First 4,000</i>	<i>Excess</i>
	<i>Therms</i>	<i>Therms</i>	<i>Therms</i>	<i>Therms</i>
Small Commercial (Up to 20,800 Therms/Month**)	\$0.73127	\$0.55129	\$0.80240	\$0.58004
Large Commercial (Above 20,800 Therms/Month)	\$0.69774	\$0.51776	\$0.76887	\$0.54651

Center for Strategic Economic Research, April 2013  
 Data Source: PG&E Company Schedules G-NR1 and G-NR2  
 Notes: A Public Purpose Program Surcharge (PPPS) is added to each rate.  
 Rates effective January 1, 2013.

### Water

The Placer County Water Agency (PCWA) is a major provider of water to over 200,000 customers. PCWA is a public non-profit agency established in 1957 that encompasses the entire boundary of Placer County. PCWA is responsible for water resource planning, supplying retail/wholesale water, as well as for producing hydroelectric energy.

PCWA’s Power System operates the Middle Fork Project (“MFP”) that stores water for consumption (up to 120,000 acre feet per year) and for use in generating hydroelectric power which is produced at five powerhouses. The agency’s Water System serves around 38,000 water accounts and operates eight water treatment plants that produce

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drinking water. This division also irrigates agricultural land and golf courses with its raw water that is distributed through 165 miles of canals, ditches, flumes, and small reservoirs.

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

The City of Roseville Environmental Utilities provides the City water originating from Folsom Lake which is treated and fluoridated at the city-owned and operated Barton Road Water Treatment Plant. In order to meet the increasing demands of its expanding customer base, the plant was expanded to increase its daily capacity to 100 million gallons.

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 68 shows the water usage cost comparison of different areas in Placer County and the Sacramento Region.

**FIGURE 68**  
**MONTHLY WATER**  
**RATES**

<i>Area</i>	<i>Monthly Fee</i> <i>30,000 CF/2" Meter</i>
Sacramento	\$306.37
Roseville	\$348.25
Folsom	\$420.29
Yuba City	\$436.99
Rocklin	\$461.28
El Dorado Hills	\$566.38
Woodland	\$886.75
Marysville	\$635.55
Davis*	\$949.10

Center for Strategic Economic Research,  
April 2013

**Data Sources:**

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

\*Based on Tier 2 use of over 410 ccf.

### **Solid Waste and Wastewater**

The Environmental Engineering Division oversees the solid waste management program for eastern and western Placer County which includes the Eastern Regional Landfill and Material Recovery Facility and landfills throughout the County. The Division also supports the Western Placer Waste Management Authority's administrative functions.

The Eastern Regional Materials Recovery Facility (MRF) is located in Truckee and provides services to Tahoe area residents. The MRF sorts waste to recover recyclable materials, then cleans the materials to sell them worldwide. The Cities of Lincoln, Rocklin, Roseville, Auburn, Colfax, the Town of Loomis, and the County of Placer are serviced by the Western Placer MRF which is operated by the Western Placer Waste Management Authority. This MRF is located between Lincoln and Roseville and is able to handle solid waste for years to come due to a recent expansion that increased the facility's processing capacity to over 2,000 tons of garbage daily.

Wastewater in Placer County is handled by wastewater treatment plants also managed by the County's Environmental Engineering Division (which services North Auburn, Granite Bay, Loomis, Livoti, Sunset Industrial Area, Applegate, Blue Canyon, Sheridan, and the Dry Creek area), the South Placer Municipal Utility District, the County's individual cities, and the Tahoe-Truckee Sanitation Agency.

The South Placer Municipal Utility District has provided over 50 years of service to its customers and covers a service area within the Loomis Basin of around 18,560 acres with about 20,000 connections. Additionally, over 247 miles of pipe, ten pump stations, and 5,000 manholes are owned, operated, and maintained by the District.

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

The Tahoe-Truckee Sanitation Agency was formed in 1972 to fulfill the mandate of the Porter Cologne Water Quality Control Act which required the exportation all sewage out of the Tahoe Basin to protect the water quality of Lake Tahoe and the Truckee River. The Agency manages five sewage collection districts: the Tahoe City Public Utility District, the North Tahoe Public Utility District, the Squaw Valley Public Service District, the Alpine Springs County Water District, and the Truckee Sanitary District. The Agency transports all sewage from the member districts to a regional plant in Martis Valley. This plant, which began operating in 1978, meets some of the most stringent discharge requirements in the country.



# QUALITY OF LIFE

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## Quality of Life

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

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

### Climate

Moderate, dry days and cool nights characterize the summer months in Placer County. The temperature during the summer varies greatly between the Valley and High Country areas. Typically, as shown in Figure 69, 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 69**  
**YEARLY AVERAGE TEMPERATURE AND PRECIPITATION OF**  
**SELECT AREAS OF PLACER COUNTY**

Area	Temperature (Degrees Fahrenheit)								Average Annual Precipitation (in.)	Average Annual Snowfall (in.)
	Spring		Summer		Fall		Winter			
	High	Low	High	Low	High	Low	High	Low		
The Valley										
Rocklin	71.8	43.9	93.5	55.9	77.7	45.8	55.9	35.8	22.8	0.3
Gold Country										
Auburn	68.9	45.5	89.8	59.8	75.3	50.3	55.7	37.6	34.4	1.3
Colfax	66.4	42.8	87.9	59.0	73.6	47.6	54.9	35.3	45.2	18.9
High Country										
Blue Canyon	52.7	37.5	74.4	56.7	61.5	45.7	44.6	32.1	67.2	240.3
Tahoe City	51.3	27.5	74.6	42.2	58.5	32.4	39.7	19.9	31.5	190.9

Center for Strategic Economic Research, April 2013

Data Source: Western Region Climate Center

Notes: Data represents seasonal average temperatures and annual precipitation and snowfall.

Seasons are represented as follows: Spring (March, April, May); Summer (June, July, August);

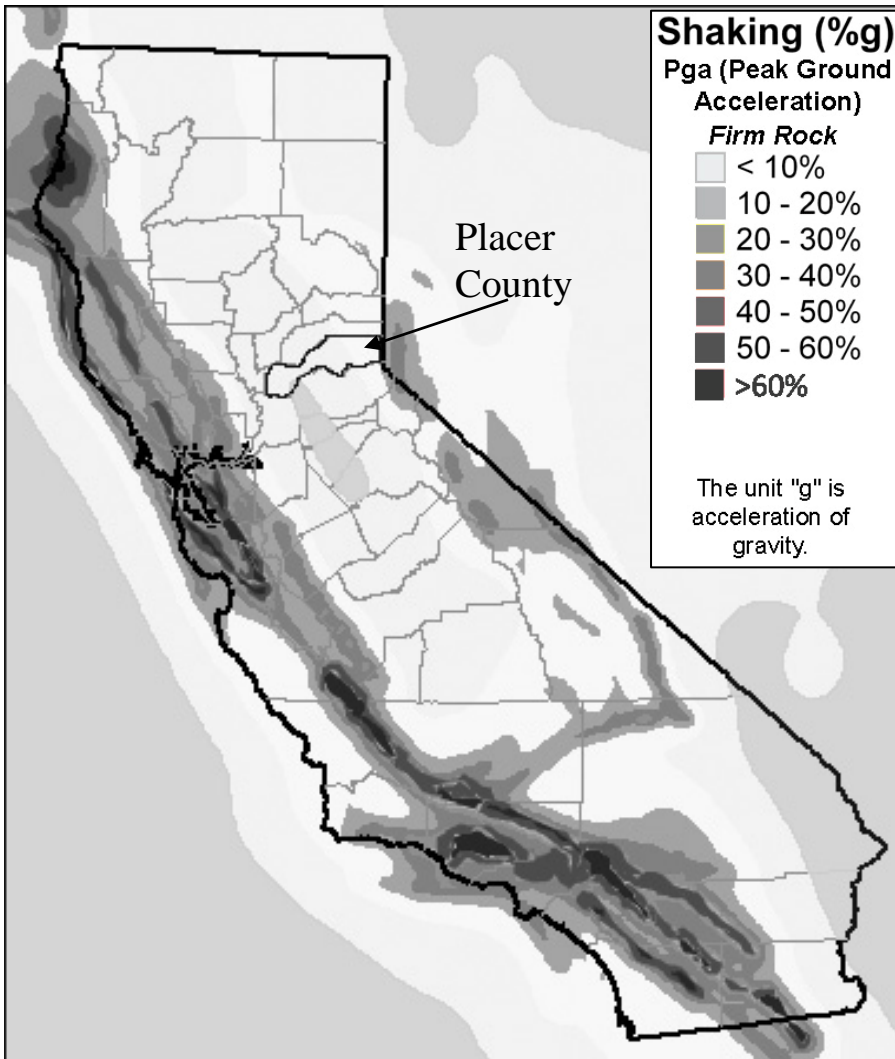
Fall (September, October, November); and Winter (December, January, February).

### Ground Stability

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

Figure 70 shows California’s earthquake shaking hazards which are measured in peak ground acceleration and estimated by projecting earthquake rates based on earthquake history and fault slip rates. As illustrated, Placer County is located in the state’s lowest shaking hazard areas.

FIGURE 70  
CALIFORNIA SEISMIC SHAKING HAZARD MAP



Center for Strategic Economic Research, April 2013  
 Source: California Department of Conservation, based on the U.S. Geological Survey / California Geological Survey Probabilistic Seismic Hazards Assessment Model, 2002 (revised April 2003)

QUALITY OF LIFE

**Personal Safety**

For the most part, all of the areas shown in Figure 71 experienced decreases in the crime rate between 2000 and 2010. Placer County’s property crimes per 10,000 inhabitants in 2010 (about 222) was lower than all comparison areas, while its violent crime rate (around 22), despite its slight ten-year increase, was nearly half of the other areas’ rates.

**FIGURE 71  
ANNUAL VIOLENT AND PROPERTY CRIMES  
(PER 10,000 INHABITANTS)**

Area/Crime Type	2000	2005	2006	2007	2008	2009	2010	% Change		Absolute Change	
								2000-2010	2005-2010	2000-2010	2005-2010
<b>Placer County</b>											
Violent Crime	21.2	21.2	25.3	26.0	23.6	23.7	22.4	5.9%	6.0%	1.2	1.3
Property Crime	145.2	309.8	267.2	248.0	246.3	227.2	221.6	52.6%	-28.5%	76.4	-88.1
<b>Sacramento Region</b>											
Violent Crime	50.9	55.3	61.4	54.4	50.8	49.1	46.3	-9.0%	-16.2%	-4.6	-8.9
Property Crime	377.3	398.7	382.6	343.1	326.0	307.8	301.9	-20.0%	-24.3%	-75.4	-96.8
<b>Bay Area</b>											
Violent Crime	51.7	47.0	52.2	52.0	51.3	45.6	42.8	-17.2%	-8.9%	-8.9	-4.2
Property Crime	313.0	340.9	344.0	321.2	310.2	292.2	271.6	-13.2%	-20.3%	-41.4	-69.3
<b>California</b>											
Violent Crime	61.0	51.2	51.8	50.7	48.6	45.4	42.2	-30.8%	-17.6%	-18.8	-9.0
Property Crime	305.9	323.0	308.7	294.5	283.4	261.6	252.8	-17.4%	-21.7%	-53.1	-70.2

Center for Strategic Economic Research, April 2013

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

## Health Services

High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents. Placer County is served by three major acute care hospitals as reported by the Office of Statewide Health Planning and Development. Figure 72 provides a listing of acute care hospitals in Placer County and outlying areas in the six-county Sacramento Region along with total beds in each hospital.

**FIGURE 72**  
**GENERAL ACUTE CARE HOSPITALS IN PLACER COUNTY AND THE SACRAMENTO REGION**

<i>Hospital Name</i>	<i>City</i>	<i>Total Beds</i>
<b>Placer County</b>		
Kaiser Foundation Hospital - Roseville	Roseville	340
Sutter Roseville Medical Center	Roseville	328
Sutter Auburn Faith Hospital	Auburn	78
<b>Sacramento Region</b>		
University of California, Davis Medical Center	Sacramento	631
Mercy San Juan Hospital	Carmichael	370
Sutter Memorial Hospital	Sacramento	348
Mercy General Hospital	Sacramento	342
Methodist Hospital of Sacramento	Sacramento	333
Sutter General Hospital	Sacramento	306
Kaiser Foundation Hospital - Sacramento	Sacramento	288
Kaiser Foundation Hospital - South Sacramento	Sacramento	217
Rideout Memorial Hospital	Marysville	159
Fremont Medical Center	Yuba City	132
Barton Memorial Hospital	South Lake Tahoe	112
Woodland Memorial Hospital	Woodland	108
Mercy Hospital - Folsom	Folsom	106
Marshall Medical Center	Placerville	105
Sutter Oaks Nursing Center - Midtown	Sacramento	100
Shriners Hospitals for Children - Northern California	Sacramento	80
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39
Sutter Surgical Hospital - North Valley	Yuba City	14

Center for Strategic Economic Research, April 2013  
 Data Source: Office of Statewide Health Planning and Development  
 Healthcare Quality & Analysis Division  
 Note: Data as of June 30, 2012

In October 1998, Kaiser Permanente opened a 116-bed hospital on Eureka Road adjacent to its medical offices. Since then, the hospital increased the number of beds to 166 (not including the Women's and Children's Center). In addition to the hospital, comprehensive outpatient, primary, and specialty care services are offered, as well as education, pharmacy, laboratory, radiology, optical, EKG, and physical therapy services

at three sites in Roseville. Kaiser opened a 75,000 square-foot medical office building in Lincoln in October 2006. In December 2008, construction was also completed for a \$52 million emergency room expansion project that quadrupled the size of the Kaiser Roseville facility and doubled the number of beds. Part of this expansion is a renovation of the radiology department which tripled in size and includes high-tech rooms with advanced diagnostic tools. Kaiser Roseville's Women's and Children's Center opened in January 2009 and includes 174 beds, neonatal and pediatric intensive care units, and a second medical office building. Kaiser's Roseville Medical Center was among 67 nationwide hospitals named as a "Top Hospital" on the 2012 Leapfrog Top Hospitals listing—a voluntary program which distinguishes hospitals that demonstrate success in minimizing mortality rates for high-risk procedures and preventing medical errors. This was the third year in a row that the Roseville facility was recognized with this honor.

Sutter Auburn Faith Hospital, founded in 1966, is a 78-bed acute care hospital located off Highway 49 in Auburn. The services offered at this facility include cancer care, infusion services, cardiology, diagnostic imaging, neurology, pulmonary services, orthopedics, wound care, hospice and home health services. In addition, in 2010, Sutter Auburn Faith was awarded accreditation as a primary stroke center from the Joint Commission. The hospital also provides a 24-hour emergency department, complete inpatient/outpatient medical and surgical services, and critical care services. In October 2010, the Hospital became the first acute-care facility in California to receive close to a third of its energy from solar power. In May 2012, the hospital began a \$9.1 million upgrade to its four operating rooms which will include an increase in square footage as well as state-of-the-art equipment and is set to be completed by March 2014.

Sutter Roseville Medical Center, opened in 1997, provides the residents of seven counties, including Placer, with comprehensive community health care. In addition to providing complete inpatient/outpatient medical and surgical services, Sutter Roseville operates a Level II trauma center and a 24-hour emergency department. It also provides critical care services, cancer treatment, cardiology services, neurology, pulmonary services, orthopedics, a Family Birth Center, A Neo Natal Intensive Care Unit, wound care, and a 55-bed acute rehabilitation center. Sutter Roseville was awarded accreditation as a primary stroke center from the Joint Commission in late 2010 making it the Sacramento Region's 11<sup>th</sup> hospital to be accredited.

Tahoe Forest Hospital is a 25-bed, not-for-profit healthcare facility serving a wide range of patients. The hospital is fully accredited by the Healthcare Accreditation Facilities Program and licensed by the State of California Department of Health Services. Originally a single-story, 10,000 square-foot structure with 11 beds, Tahoe Forest Hospital has expanded to include 25 acute care beds and 37 long-term care beds. With the Western Addition the facility grew to roughly 115,000 square feet. Tahoe Forest Hospital is the only healthcare facility in more than a 50-mile radius serving a full-time population of approximately 50,000 residents with influxes of up to an additional 30,000 tourists during peak periods. It has been recognized as a top 100 Critical Access Hospital in the United States by the National Rural Health Association and was designated a "Rural Center of Excellence" by U.C. Davis. In 2012, the hospital's new Cancer Center building opened on the campus.

QUALITY OF LIFE

## Accommodations

Placer County offers abundant lodging, conference, and banquet facilities as well as accommodations for smaller groups. The number of hotels and lodging facilities has rapidly increased to meet the growing demand stimulated by the swell of business and tourist activity in Placer County. Figure 73 lists the largest accommodations (50 rooms and above) in the County.

**FIGURE 73**  
**LARGER ACCOMMODATIONS (50+ ROOMS) IN PLACER COUNTY**

Name	City	Total Number of Rooms	Number of Suites	Total	Maximum
				Meeting Rooms	Banquet/Meeting Capacity
Resort at Squaw Creek, Squaw Valley	Olympic Valley	405	186	24	600
The Village at Squaw Valley	Olympic Valley	276	0	5	250
Northstar-at-Tahoe	Northstar	240	15	13	250
Orchid Suites, Roseville	Roseville	174	174	3	80
Granlibakken Conference Center and Resort	Tahoe City	160	56	16	400
Ritz-Carlton Highlands, Lake Tahoe	Northstar	154	16	13	478
Hyatt Place Sacramento/Roseville	Roseville	151	0	2	60/100
Hilton Garden Inn, Roseville	Roseville	131	0	2	100
Squaw Valley Lodge	Olympic Valley	130	130	2	100
Best Western Roseville Inn, Roseville	Roseville	126	22	2	45
Courtyard Roseville Galleria Mall	Roseville	125	4	1	60
Howard Johnson, Rocklin	Rocklin	124	21	4	125
TownPlace Suites by Marriott - Sacramento	Roseville	115	115	1	50
Extended Stay America	Roseville	122	2	0	0
SpringHill Suites by Marriott	Roseville	118	118	1	30
TownPlace Suites by Marriott - Sacramento	Roseville	115	115	1	50
Homewood Suites, Roseville	Roseville	111	111	1	60
Heritage Inn Express, Rocklin	Rocklin	104	20	1	30
Heritage Inn, Roseville	Roseville	101	9	2	120
Staybridge Suites	Rocklin	98	98	0	0
Holiday Inn, Auburn	Auburn	96	2	3	75
Tahoe Inn	Brockway	94	0	0	0
Courtyard Roseville	Roseville	90	3	1	50
Larkspur Landing, Roseville	Roseville	90	90	1	40
Olympic Village Inn	Olympic Valley	90	0	0	0
Residence Inn, Roseville	Roseville	90	90	1	30
Holiday Inn Express Lincoln	Lincoln	87	23	1	50
Roseville Hampton Inn & Suites	Roseville	85	24	3	40
Holiday Inn Express Roseville Galleria	Roseville	83	23	1	45
Fairfield Inn by Marriott	Roseville	82	0	1	25
Comfort Inn Central, Auburn	Auburn	80	5	0	0
Quality Inn	Auburn	76	0	0	0
Comfort Suites	Rocklin	72	72	1	20
Best Western Golden Key	Auburn	68	0	0	0
Rocklin Park Hotel & Spa	Rocklin	67	1	3	140
Days Inn Rocklin	Rocklin	65	1	3	30
Foothills Motel	Auburn	61	1	0	0
Motel 6 Auburn	Auburn	57	0	0	0

Center for Strategic Economic Research and Placer County Office of Economic Development, April 2013  
Data Sources: Above-listed hotels, Placer County Visitor's Bureau, Placer Valley Tourism, North Lake Tahoe Resort Association

Notes: The number of suites are included in 'Total Number of Rooms' column.  
Accommodations sorted by total number of rooms.

## Recreational Activities

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

**The Valley:** The Placer Valley area consists of the three vibrant suburban communities of Roseville, Rocklin and Lincoln. The cities' high standards and family values have resulted in a nationally-recognized quality of life, as exemplified by the *Family Circle* magazine designation of Rocklin as one of the 10 most desirable places for a family to live, the *Money* magazine ranking of Roseville as one of the best places to live in the United States, and Lincoln's "All American City" designation (an annual award presented to 10 U.S. communities whose citizens work together to identify and tackle community-wide challenges and achieve uncommon results). Recreational amenities, cultural activities, world class shopping, dining, and golf abound in the area. This safe, green-oriented, and affluent community hosts a variety of amateur and youth sports events at facilities including Hardwood Palace, EPIC Skate Park, Mahany Park, Roseville Aquatics Complex, Foskett Regional Park, Lone Tree Park Skatetown USA, Strikes Bowling Center, SkyZone, and Maidu Regional Park. Golf enthusiasts are thrilled with the array of championship courses, many of which boast five star banquet facilities. Shopping opportunities abound with Westfield Galleria at Roseville, Quarry Ponds in Granite Bay, and an upscale lifestyle center, The Fountains at Roseville. The Thunder Valley Casino and Resort is one of the nation's most elegant casino-resort attractions. Rich agricultural lands, recreational amenities, and cultural activities characterize the Valley area of Placer County. Folsom Lake State Recreation Area offers opportunities for activities such as boating, water skiing, fishing, swimming, horseback riding, and camping.

**The Gold Country:** Spring and summer months in the Gold Country offer well-stocked rivers and lakes with tree-lined shores that characterize the world-famous Gold Country. The search for gold brought tens of thousands of miners to the foothills of Placer County in 1849 and weekend warriors still search for gold today on the American River. Hiking along the old wagon trails through the Tahoe National Forest is a trip through the area's history. Off the beaten path, adventure seekers can experience Placer County's Big Tree Grove, waterfalls, nature photography, river rafting, camping, and back-packing. In the winter the Gold Country offers many winter time sports such as skiing, snowboarding, cross-country skiing, snowshoeing, and snowmobiling. Placer County's emerging wine trail offers tours of local boutique wineries, opportunities to meet local wine makers and taste award-winning wines. Special events throughout the year showcase the area's historic winemaking legacy. Fans of water activities will find a large number of opportunities for fun and adventure. In the spring/summer

months there are numerous commercial companies that offer canoeing, kayaking, and rafting trips for different skill levels along the picturesque routes of the American River. Follow-up these activities with a stop at one of the local farmers markets, where fresh produce can be found year-round. Placer County is world-famous for its sweet and nutritious mandarins, in-season during November and December. The strawberry harvest in spring and summer are delicious and juicy, red and ripe, straight from the fields. Vine-ripened and freshly-picked tomatoes can be found in abundance at the produce stands in Newcastle, Loomis, and Auburn as well as various farmers markets along with other fresh vegetables, fruits, and eggs.

**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, horseback riding and boating on Lake Tahoe are available during the summer and fall seasons. Snowmobiling, ice skating, downhill and cross-country skiing, and sledding are popular in the winter and early spring. One of the winter sports gaining in popularity is snowshoeing along the many trails in the Sierras.

The various ski resorts located in or in close proximity to the High Country region are major tourism draws to Placer County in winter, offering many activities to its visitors. Figure 74 provides a basic overview of these resorts including general information, amenities, and activities.



QUALITY OF LIFE

**FIGURE 74  
PLACER COUNTY SKI RESORT AMENITIES AND ACTIVITIES**

	<i>The Resort</i>	<i>The Village</i>				<i>Homewood</i>	<i>Royal Gorge</i>	
	<i>Squaw</i>	<i>at Squaw</i>	<i>at Squaw</i>	<i>Alpine</i>	<i>Northstar</i>	<i>Sugar</i>	<i>Mountain</i>	
	<i>Valley*</i>	<i>Creek*</i>	<i>Valley*</i>	<i>Meadows</i>	<i>California</i>	<i>Bowl</i>	<i>Resort</i>	
							<i>Cross Country</i>	
							<i>Ski Area</i>	
<b>General Information &amp; Amenities:</b>								
Year Opened	1949	1990	2002	1961	1972	1939	1961	1971
Average Snow fall (inches)	450	450	450	450	350	500	450	500
Base Elevation (feet)	6,200	6,200	6,200	6,835	6,330	6,883	6,230	5,800
Summit Elevation (feet)	9,050	8,900	8,900	8,637	8,610	8,383	7,880	7,400
Accommodations (Number of Units)	950	405	285	0	240	155	6	0
Ski Rental/ Repair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of Restaurants	29	5	6	7	13	4	8	1
Number of Shops	27	6	20	1	19	2	4	1
Child Program	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
<b>Winter Sports &amp; Activities:</b>								
Number of Ski Lifts	30	1	0	13	19	13	8	3
Number of Ski School Staff	225	1	0	150	250-300	100	75	40
Miles of Cross Country Trails	0	12	0	0	31	7	0	125
Ice Skating Rink	Yes	Yes	No	No	Yes	No	No	No
Snow Boarding	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
<b>Summer Sports &amp; Activities:</b>								
Lifts Operating	1	0	0	0	2	0	0	0
Miles of Mountain Bike Trails	0	0	0	0	100+	0	0	0
Number of Swimming Pools	1	3	0	0	1	0	0	0

Center for Strategic Economic Research and Placer County Office of Economic Development, April 2013

Data Source: Above-listed resorts and web sites

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

Squaw Valley, the Village at Squaw Valley, and the Resort at Squaw Creek feature ski lifts, ice skating, accommodations, and restaurants. In addition to the amenities and activities displayed in Figure 74, this site of the 1960 Winter Olympics boasts other winter activities, including a fitness and health spa, indoor climbing wall, snowshoeing, sleigh rides, dog sled tours, snow tubing, Aerial Tram rides, heated swimming pools, and hot tubs. Summer activities include some of the amenities available during the winter season in addition to golfing, hiking, biking, tennis, sky jumping, and ropes course. The Olympic Museum is also open year-round at High Camp with the purchase of an Aerial Tram Cable pass. On July 26, 2011 Squaw Valley announced plans for a \$70 million capital plan including a completely renovated base lodge, expanded restaurants and new high speed chairlifts. On September 27, 2011 Squaw Valley and Alpine Meadows finalized a joint venture to unite their resorts affording unparalleled access to 6,000 acres, 44 lifts, and over 270 trails on one lift ticket or season pass.

Recently completed projects at Northstar California include a children’s center, a cross-country and snowshoe center, trails, and additional snowmaking over two new runs. Northstar California also boasts a LiveWire Trail which has an irrigation system running through the length of the trail and over 45 tabletop jumps—it is the first downhill bike trail of its kind. The prestigious AAA Five Diamond Ritz-Carlton Lake Tahoe hotel

opened in December 2009 and includes over 170 rooms. Only 124 lodges and 55 restaurants in North America have achieved this distinction. Northstar California opened a new Tahoe-style village featuring 193 condominiums, shopping, art galleries, cafes, and restaurants, in addition to a year-round skating rink. Phase Three of the Village's expansion includes 101 condominiums, townhomes, and a recreation center. Winter activities at Northstar California, in addition to those listed in Figure 74, include cross country skiing, snowshoeing, and snow tubing, telemark skiing, outdoor heated pools and spas, saunas, and a fitness center. Summer activities include mountain biking, fly fishing, golfing, horseback riding, tennis, hiking, Action Zone (bungee trampoline and basketball shoot off), and ATV tours. A \$30 Million capital project in 2012 will include new chairlifts, ski trails, and a half pipe to be designed by Olympian Shawn White. Northstar will also construct Zephyr Lodge, a new 500-seat restaurant on the mountain.

California owned & operated since 1939, Sugar Bowl has long been known as the "Grand Dame" of Tahoe skiing, and for good reason. While steeped in tradition, Sugar Bowl is certainly modern in amenities, boasting 13 chairlifts across four expansive peaks, with 102 trails spanning 1,500 acres of skiable terrain. And with 500" of annual snowfall, Sugar Bowl boasts the most snow in North Lake Tahoe. With \$7 million in resort improvements planned over the next few seasons, Sugar Bowl will see improvements including a new fitness and aquatic center, a new Crow's Peak chairlift, 25 new home sites in Summit Crossing, and a new Sugar Bowl Academy campus for student athletes in training. Perhaps the biggest news at Sugar Bowl this season is next door at Royal Gorge Cross Country, as Sugar Bowl takes over operations at America's largest XC resort. In the summer months, Sugar Bowl provides the ideal location for exclusive weddings, corporate retreats, and family reunions.

Across the street from Lake Tahoe, Homewood Mountain Resort boasts panoramic views of the lake from every run on the mountain, as well as 1,260 acres of the region's best tree skiing/riding, powder bowls and beginner terrain. Homewood's "All Chair Lifts, Every Day Guarantee" ensures that guests will be able to enjoy the entire mountain every day that conditions permit. And the recent addition of Homewood's West Shore Café and Inn to the list of amenities gives Homewood skiers and riders a lake-front dining opportunity that is unrivaled in Tahoe, along with six lakeside rooms and suites. Summertime activities revolve around Lake Tahoe, with bike, kayak and paddleboard rentals available, as well as space for private parties and indoor/outdoor weddings. The Tahoe Regional Planning Agency recently approved the \$500 million Homewood Ski Resort Master Plan calling for a groundbreaking in summer 2014 or 2015. The plan calls for 56 residential condominiums, 47 multi-family condominiums, 48 ski-in/ski-out chalets, 13 workforce-housing apartments, and a 75-room hotel.

America's largest cross country resort, Royal Gorge offers XC skiing and skating on 200km of trails over 6,000 acres of pristine land atop majestic Donner Summit. Having recently undergone a change of ownership and operator agreements, Royal Gorge enjoyed \$500,000 in capital improvement projects, including a renovated Summit Station Lodge, enhanced wayfinding signage and a new grooming fleet. Look for operators to

incorporate cross country mountain biking in the summer months, as new owners' Truckee Donner Land Trust open summer access for the public to enjoy.

### **Golf Courses**

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

- Auburn 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
- Lincoln Hills Golf Club, Lincoln
- Mc Ginty's Golf West, Roseville
- Morgan Creek Golf and Country Club, Roseville
- Northstar California Resort Golf Course, Northstar
- 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 View Country Club, Roseville
- Sierra Pines (Sun City) Golf Course, Roseville
- Timber Creek (Sun City) Golf Course, Roseville
- Sunset Whitney Golf and Country Club, Rocklin
- Tahoe City Golf Course, Tahoe City
- The Ridge Golf Course, Auburn
- Turkey Creek Golf Club, Lincoln
- Whitney Oaks Golf Club, Rocklin
- Winchester Country Club, Auburn
- Woodcreek Golf Club, Roseville

### **Camping**

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

## QUALITY OF LIFE

### The Valley

- Camp Far West – South Shore, Lincoln
- Camp Far West – North Shore, Wheatland
- Folsom Lake SRA – Beal’s Point Campground, Auburn-Folsom Road
- Folsom Lake SRA – Peninsula Campground, Pilot Hill

### The Gold Country

- Auburn SRA - American River Permit Camping, Auburn
- Auburn SRA - Lake Clementine Boat-in-Camp, Auburn
- Auburn SRA - Mineral Bar, Colfax
- Auburn SRA - Ruck-a-Chucky Bar, Auburn
- Auburn Gold Country RV Park, Auburn
- Bear River Park, Colfax
- Big Meadows Campground, Foresthill
- Big Reservoir/Morningstar Lake Resort Campground, Foresthill
- Community of the Great Commission Campground, Foresthill
- Dru Barner Campground, Foresthill
- Dutch Flat RV Resort, Dutch Flat/Gold Run
- French Meadows - Ahart Campground, Foresthill
- French Meadows – Coyote Group Campground, Foresthill
- French Meadows – Lewis Campground, Foresthill
- French Meadows – Poppy Boat/Hike In Campground, Foresthill
- French Meadows – Gates Group Campground, Foresthill
- French Meadows – Talbot Campground, Foresthill
- Hell Hole & Upper Hell Hole Campgrounds, Foresthill
- Loomis RV Park, Loomis
- Rollins Lake - Greenhorn Park Campground, Colfax
- Rollins Lake - Long Ravine Campground, Colfax
- Rollins Lake - Orchard Springs Campground, Colfax
- Rollins Lake – Peninsula Camping and Boating Resort
- Sons of Norway (Camp Norge) Campground, Alta
- Sugar Pine Reservoir, Foresthill
- Sugar Pine Reservoir – Forbes Creek Group Campground, Foresthill
- Sugar Pine Reservoir – Giant Gap Campground, Foresthill
- Sugar Pine Reservoir – Shirrtail Creek Campground, Foresthill

### The High Country

- Cisco Grove Campground, Soda Springs
- Kaspian Recreation, Tahoe City
- Lake Forest, Tahoe City
- Sandy Beach Resort, Tahoe Vista
- Snowflower RV Camping, Emigrant Gap
- William Kent, Tahoe City

## Other Recreation and Sports

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

- **Bowling:** AMF Rocklin Bowl, Rocklin; Foothills Bowling Center, Auburn; and Strikes Unlimited, Rocklin
- **Children’s Play & Party Center:** Bounce U, Roseville and Wacky Tacky, Roseville
- **Cinema:** Regal Theaters, Auburn; Silver Screen Classics, Auburn; State Theater, Auburn; Brockway Theatre, Kings Beach; Century 14, Roseville; Regal/UA Olympus Point, Roseville; Blue Oaks Cinemas 16, Rocklin; and Cobblestone Cinema, Tahoe City
- **Fitness & Community Center:** Roseville Sports Center, Roseville
- **Frisbee:** Auburn Recreational District Frisbee Golf, Auburn; North Tahoe Regional Park Disc Golf – Tahoe Vista; Disc Golf at Johnson Springview Park, Rocklin
- **Go Cart Racing:** Speed Factory, Roseville and Golfand Sunsplash, Roseville
- **Ice Skating:** Skatetown, Roseville and Squaw Valley Olympic Ice Pavilion, Olympic Village, Resort at Squaw Creek; and Northstar California
- **Kayaking, Mountain Biking:** Tahoe Adventure Company, Tahoe City; Sierra Outdoor Center & Canyon Raft Rentals, Auburn
- **Miniature Golf, Water Fun, Arcade:** Golfand Sunsplash, Roseville; Magic Carpet Miniature Golf, Carnelian Bay
- **Motocross:** Oak Creek BMX, Roseville and Lincoln Indoor Motocross Complex, Lincoln
- **Motorcycle Races:** Fast Friday’s (May – Oct., Gold Country Fairgrounds, Auburn
- **Paintball:** Homewood Paintball Playground, Homewood; Paintball at Squaw Valley
- **River Rafting:** Truckee River Rafting and Truckee River Raft Company, Tahoe City; Sierra Outdoor Center & Canyon Raft Rentals, Auburn;
- **Remote Control Air Strip:** Associated Modelers of Sacramento’s Flying Field, East Catlett Road, Lincoln
- **Skateboarding:** Auburn Recreation District Skateboard Park, Auburn and EPIC Indoor Skatepark, Rocklin
- **Snow Activities:** Snow Mountain Rentals, Auburn; Sno-Park Permits, Placer County Visitor’s Bureau, Auburn
- **Stock Car Racing:** Roseville All American Speedway, Roseville
- **Stock Car Racing, Simulated:** Bush League Racing, Rocklin
- **Swimming:** Auburn Recreation District Park Pool, Auburn; Roseville Aquatic Complex, Roseville; McBean Pool Recreation, Lincoln; and

Placer Hills Swimming Pool, Meadow Vista

- **Trap Shooting:** Coon Creek Trap and Skeet, Lincoln; Auburn Trap Shooting Club, Auburn
- **Target Shooting:** Dillman Outdoor Shooting Range & McBean Park Indoor Range, Lincoln
- **Trampoline Jumping Fun:** SkyZone, Rocklin

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

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

STAR Eco Station Environmental Children's Museum & Exotic Wildlife Rescue Facility opened its Northern California doors in July of 2006. STAR Eco Station is an international award-winning 501c3 non-profit Environmental Children's Museum & Exotic Wildlife Rescue Facility dedicated to a mission of "Preservation Through Education". STAR Eco Station offers the most inspiring, interactive and innovative environmental science programs in Northern California plus guided tours of the rescue facility. At STAR, educational outreach programs reach nearly one million Californians each year with curriculum designed to California State Content Standards. STAR Eco Station provides enrichment classes, school assemblies, community out-reach programs, Gifted and Talented Education (GATE), classroom instruction, educational community events, winter/spring/summer camps and public tours of the rescue facility. Additionally, STAR Eco Station naturalists provide exciting birthday parties plus corporate and private events all in a unique jungle setting.

Throughout the year STAR Eco Station offers a variety of educational events open to the public. All events include educational activities, art and science projects and a tour of the STAR Eco Station Rescue Facility and the opportunity to meet the over 100 exotic rescue animals that are in residence. The STAR Eco Station is open to the public on Fridays, Saturdays and Sundays. Field trips and group tours of over 20 guests require a reservation. Please visit the STAR Eco Station website at [ecostation.org](http://ecostation.org). Throughout the year STAR Eco Station also offers winter, spring and summer camps as well as exciting birthday parties led by Eco Station naturalists. You will also find the STAR Eco Station in attendance at other community events in the greater Sacramento region year round.

### **Community Events**

Community activities and events in Placer County are scheduled throughout the year. In January, the County begins the year's activities with the Gem Faire in Roseville and ends with Tahoe Rim Nordic Race at Northstar California; Loomis and Roseville host Crab

## QUALITY OF LIFE

Feeds to benefit local charities; Rocklin's EcoStar Station hold its annual "Dino Faire"; and several theatre groups hold various productions throughout the Communities.

February brings the Foothill Quilters Guild Show in Auburn and the Western States Endurance Run. The Auburn Symphony performs its annual "KinderKonzert"; and an Antique Show and Sale is held at the Gold Country Fairgrounds; and in time for Valentine's Day, Auburn hosts the annual "A Taste of Chocolate." Also in February, is the annual Joe King Poker Tournament at the Tahoe Biltmore.

March brings the Snowfest Winter Festival, one of the biggest events of the year, held at North Lake Tahoe throughout the month, and Auburn hosts a St. Patrick's Day Celebration.

In March, the Foresthill Chamber of Commerce in partnership with the Sierra Nevada Dog Drivers sponsors the Foresthill Sled Dog Winter Classic at the China Wall staging area. The Placer County Fair Grounds in Roseville hosts a NASCAR event on its half mile oval dirt track; also in Roseville, an annual Celebrity Chili Cook-Off is held and the Roseville Gem, Jewelry, Fossil, Mineral Show draws a number of folks.

In April, Auburn Fairgrounds is the site of the 78-year-old Wild West Stampede Pro Rodeo event and Roseville hosts the annual Placer County Strawberry Festival at the Placer County Fairgrounds. Also in April, there is an annual Easter Egg Hunt at Memorial Park in Foresthill. World Class White Water Rafting trips on the Middle and North Forks of the American River originate from Foresthill in April and early May.

Also in April, the Star Eco-Station in Rocklin holds its annual Children's Earth Day; the Auburn Art Walk begins its new season; the Foothills Quilters Guild holds its annual Quilt Show at the Auburn Gold Country Fairgrounds. The annual Art Studio Tour of Roseville, Rocklin, & Granite Bay are held this month, as well as the Auburn Marathon Relay – 5k – and Kids Fun Run.

During May, weather permitting, OHV Trails are opened on the Foresthill Divide which attracts trail riding enthusiasts from around the world, old Auburn hosts the Annual Spring Antiques Street Faire, Cinco De Mayo festivities are held in Auburn, and Lincoln hosts the Portuguese Holy Ghost Celebration, and cyclists from all over Northern California come to ride the hills in the annual Tour de Lincoln. The summer series of Auburn Cruise Night starts in May on Lincoln Way in Auburn and runs thru September. The Foresthill Divide Home and Business Showcase is held the first weekend in May. All local businesses are welcome at this popular community networking event. The Auburn Regional Park turns the clock back to the Middle Ages with the annual Mother's Day weekend Renaissance Faire. The Foresthill Divide Historical Society Museum opens Memorial Day weekend for the summer and includes a working smithy shop.

Also in May, Fast Fridays motorcycle racing begins at Auburn's Gold Country Fairgrounds, and continues through October; Loomis hold its Thursday Night FamilyFest; Auburn holds its Auburn Adventure Race; Colfax begins its Art Walk

season; Roseville holds its annual “BerryFest”; Loomis and North Auburn hold their Mother’s Day Art Tour; Auburn holds its annual “Arts in the Park” Festival; and in and around Placer County communities, the annual Garden Tour is held.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista, Auburn Family Night Out, and the Placer County Fair in Roseville. Additional June events include the June Heart & Solstice Festival in Tahoe City and the Xterra Off Road Triathlon also in Tahoe City, American River Confluence Festival, held in Auburn, and the 100-Mile Western States Endurance Run which is routed through Squaw Valley, Foresthill, and Auburn. Tahoe and Lincoln host a delicious Downtown Certified Farmers Market during the summer and Tahoe City hosts the Tail and Ale Festival at the Tahoe Biltmore. Tahoe City Downtown Association hosts Summer Concerts and Summer Movies series at Commons Beach from June through August.

Also in June, the Thunder Valley Car Show and Annual Historic Downtown Lincoln Car Show are held; the June Auburn Art Walk is held; Rocklin’s annual Evening in the Park celebration occurs. Auburn’s Gold Country Fairgrounds hosts the annual Brewfest; Auburn plays host to the “Chillin’ & Grillin’ BBQ, Band, & Auction” to benefit the Boys & Girls Club; and the Townsfolk hold their annual Car Show in Auburn.

Other summer activities include Fourth of July celebrations held throughout Placer County. The North Tahoe Business Association hosts the Kings Beach Music, a series of concerts at Kings Beach beginning in July thru mid August. The Summer Series of concerts on the lawn at the Auburn’s Library occur every Sunday evening in July in Auburn. Foresthill holds a Classic Car Show, Poker Run & BBQ. Summer in Placer County also features the Truckee/Tahoe Air Fair and Family Festival.

The Tevis Cup Ride, a grueling 100-mile horse race with a course that stretches between Tahoe and Auburn, takes place in August. Other August events include the Tomato Festival in Loomis, the Concours d'Elegance Boat Show at North Lake Tahoe, the Thunder in the Sky Auburn Air Fair held every other year (the next show is 2014), the Heritage Trail and Place. County Museums Tour, and summer music series in Roseville and Lincoln. Also in August is the Pacific Fine Arts Festival at the Boat Works Mall in Tahoe City. August brings another in the series of Art Walks in Auburn; the A-Town Phunk Fest in Auburn; a “Taste of Auburn” brings out the Celebrity Chefs; the “Relay for Life” is held at Gold Country Fairgrounds in Auburn; various sites throughout Placer County host the “Grape Days of Summer Wine Fest”, while Rocklin hold its annual dog show and games, “Woofstock.”

September brings the Cruise the Historic Gold Country with the Classic Car Show and Poker Run co-sponsored by the Foresthill and Georgetown Chambers of Commerce. Also during September, Auburn hosts the Gold Country Fair and the Fall Antiques, Collective Street Fair, Colfax hosts the Founder's Day Celebration, Foresthill's Heritage Festival, the annual Donner Party Hike takes place, and the Lincoln Chamber sponsors the Lincoln Showcase which highlights regional restaurants, wineries, and breweries under the stars in historic downtown Lincoln. The Rocklin Area Chamber of Commerce



hosts the Hot Chili & Cool Cars event in downtown Rocklin. On the third weekend of September the Annual Chicken Teriyaki Food Bazaar is held in Penryn, and includes a Bonsai show sponsored by the Sierra Bonsai Club, which is the 2nd oldest Bonsai Club in Northern California. Also in September, “One Root Festival” celebrating all native and immigrant cultures is held in Roseville; the Funk Box Derby is held in Auburn; the Placer County Honey Festival and the annual “Creepy Crawly Creature Feature” are held in Rocklin; the annual Calling Back the Salmon Celebration is held along the river in Placer County; and North Auburn holds its annual Fall Art Studios Tour.

During October, North Lake Tahoe, Placer Valley Tourism, Foresthill, and Lincoln host Fall Harvest Festivals and Oktoberfest, the Placer County Vintners Association helps organize the Auburn Wine Festival in Old Town and Downtown Auburn, several farms participate in the Placer Farm and Barn Tour featuring many agricultural activities and the Eggplant Festival and Del Oro Band Spectacular are held in Loomis. In Mid-October, Iowa Hill celebrates its heritage by hosting the Gold Rush Days and the Placer County Fairgrounds hosts a NASCAR event on its half mile oval dirt track. Also during October, Tahoe is home to the Tahoe Mountain Sports Pro-Am Disc Golf Tournament in North Tahoe Regional Park, an annual golf tournament is held to benefit the Boys & Girls Club in Auburn; Auburn hosts its annual Wine and Food Festival at various businesses; the Tour de Rocklin bicycle race takes place; the Auburn Big Time Pow-Wow is held at the Gold Country Fairgrounds, drawing Native American tribal dancers in their traditional regalia from all over the West; the Auburn Recreation Park plays host to the Auburn Community Festival every year, with its famous pumpkin-weighing and scarecrow contests. The streets of Old Town Auburn are filled with the annual Fall Antiques and Collectibles Street Fair.

November features some of the most festive celebrations are held in Placer County. Holiday in the Pines Craft Fair is held the first weekend in November at the Foresthill Memorial Hall. Throughout the County, Autumn Arts Studio Tour throughout the County, the International Rail Fair in Roseville, the Mountain Mandarin Festival in Auburn, and the Christmas Lighting Ceremony & Songfest in Rocklin are the main November events. The month's activities conclude with a Christmas Craft Fair in Auburn. Holiday tree lighting events and parades are held in Lincoln, Roseville, and Auburn. Also in November, the Cowpoke Fall Gathering occurs in Loomis; the Fall Wine & Brew Fest goes on in Auburn; there is also a Thanksgiving Wine Tour happening throughout Placer County. Veterans everywhere are celebrated with parades and other commemorative events in each of the communities of Placer County.

December rounds out the year's activities with 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. On the first Friday in December, the Foresthill Chamber of Commerce sponsors the Christmas tree lighting in downtown Foresthill. During this month, Auburn hosts the Festival of Lights Parade, the Old Town Country Christmas, and Victorian Christmas at the Bernhard Museum. A Christmas Craft Fair is held in Loomis while Colfax presents the Colfax Hometown Holiday Celebration and the Tahoe City Downtown Association hosts December Holly Days

Jubilee. The Gold Country Fairgrounds in Auburn holds a Bottle and Antique Show. December is a festive time when the Auburn Symphony conducts a community-sing-along to the Messiah; and the “Nutcracker” dances to the delight of everyone. There are a number of holiday-themed performances throughout the area.

### **Celebrate the Arts**

Throughout the County, the arts in its many forms has become a hallmark of the region. Placer County is proud of its internationally-recognized art competition, world-class symphony, ballet performances, outstanding theatre productions, and collection of art galleries. The catalyst for the lively arts and humanities in Placer County is the Arts Council of Placer County. Founded in 1983, the council is a not-for-profit, countywide public-benefit agency. Known as PlacerArts, this spearhead organization has rallied hundreds of regional artists, musicians, performers, and writers as an integral part of the region's cultural tapestry.

Hubbed in Auburn, PlacerArts annual events include: the Autumn Art Studios Tour, where artists open their studios to visitors and demonstrate their work for three days in November; the Auburn and Colfax Art Walks, where local businesses transform their walls into exhibition space and team with artists to showcase a variety artwork April to October; and Summer Series open air concerts. Public programs include Auburn Hip Hop Congress, *Perspectives on the Arts* quarterly and Placer Artists League.

Year-round art exhibits, intimate performances including poetry, jazz, community concerts, hip hop and traditional dance, an artist residency and teaching program, the Artist Gym, as well as a clay lab are found in The Arts Building in Auburn. At the historic Carnegie Library building, the Old Library Art Studio provides additional visual art experiences led by a team of professional resident artists.

In South Placer, the local arts organization Roseville Arts manages the exquisite Blue Line Gallery on Vernon Street, which showcases regional and national artists, and hosts small concerts, lectures and poetry readings. Also in Roseville is the popular ReCREATE center, which supplies cast-off materials and inspiration for children and families to make more art and less waste.

In May, the Art League of Lincoln inaugurates America’s Clayfest, returning the tradition of a contemporary ceramic art exhibition and tours to the storied Gladding McBean terra cotta factory. The Ridley Gallery on Sierra College’s, Rocklin campus celebrates cutting-edge multi-media contemporary art.

The North Tahoe Arts Center overlooks magnificent Lake Tahoe at Commons Beach and helps support the arts in Placer County’s High Country. Its two galleries showcase regional art, and their Tahoe ARTour in July draws international and regional visitors.

Performance art assets include the Auburn Symphony, recognized as one of the best community orchestras in the nation with professional-level performances under the

superb direction of Peter Jaffe. In Roseville, Stand Out Talent and Roseville Theatre Arts Academy provide workshops and plays in the Tower and Roseville Theatres. Roseville's Maidu Museum provide access to the rich history and culture of the area's first people. In October, Sierra Native Alliance puts on Auburn Big Time - Pow Wow, a spectacular day of traditional native regalia, dance, drum, and craft at the Gold Country Fairgrounds. Placer Theatre Ballet woos audiences with celebrated guest dancers and storytelling through the art of dance. Under the neon marquee at the historic State Theatre, the Auburn Placer Performing Arts Center presents live concerts, plays and a film series. While Rocklin Community Theatre engages all ages during popular productions of musical theater, youth theatre groups Take Note Troupe and Theatre Alive instill a love of the performing arts in children aged eight through eighteen. In the High Sierra, Arts for the Schools and Inner Rhythm dance companies offer superb performances along with breathtaking views.

Groups such as the Gold Country Writers, Sierra Foothill Storytellers and Squaw Valley Writers Guilds gives voice area poets and writers.

Placer County's arts organizations, theaters and art galleries include:

- Arts Council of Placer County DBA PlacerArts The Arts Building, Auburn
- Arts for the Schools, North Tahoe
- Art League of Lincoln
- Auburn Community Concerts
- Auburn Old Town Gallery
- Auburn Placer Performing Arts Center at the State Theatre
- Auburn Symphony
- Foresthill High School Theater, Foresthill
- Gallery Keoki – Olympic Village Screening Room, Squaw Valley
- Inner Rhythms, North Tahoe
- Maidu Museum, Roseville
- Music & More Arts Academy and Theatre, Auburn
- North Tahoe Arts, Tahoe City
- Old Library Art Studio (OLAS), Auburn
- Placer Community Theater, Auburn
- Placer Theatre Ballet
- Ridley Gallery at Sierra College, Rocklin
- ReCREATE, Roseville
- Rocklin Community Theatre
- Roseville Arts Blue Line Gallery
- Sierra Native Alliance
- Take Note Troupe, Roseville
- Theatre Alive!
- Vista Gallery, Tahoe Vista

To learn what is going on and where throughout the County, subscribe to *Perspectives on the Arts* e-zine or surf the **Arts Calendar**. It's easy to connect with performing, visual and literary artists to shop original, quality local goods and services via the online **Arts Directory**. All just a click away at [www.PlacerArts.org](http://www.PlacerArts.org)

### **Cultural Activities and Places of Historical Interest**

The history and culture of Placer County comes alive in its many museums and historic locations. The Gold Country Museum, in Auburn's Gold Country Fairgrounds, displays Gold Rush exhibits and information on the history of gold mining. The Placer County Museum, located inside the historic Placer County Courthouse, gives an overview of the history of Placer County life. Main features at this museum include a video presentation of the history of the roads and highways in Placer County, a display exploring the development of communities, and the Pate Collection of American Indian artifacts.

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

Mining exhibits, an operating blacksmith shop, a reconstructed livery stable, and the original Forest Hill Jail are on display at the Forest Hill Divide Museum. Exhibits exploring Placer County's rich heritage, the history of hydraulic mining and the transcontinental railroad are on display at the Golden Drift Museum in Dutch Flat.

Museums and historical sites around Placer County include:

- Bernhard Museum Complex, Auburn
- Carnegie Library and Museum, Roseville
- Colfax Area Heritage Museum, Colfax
- Donner Summit Historical Museum, Soda Springs
- Foresthill Divide & Leroy Botts Memorial Park, Foresthill
- Gatekeepers Cabin Museum, Tahoe City
- Gold Country Medical History Museum, Auburn
- Gold Country Museum, Auburn
- Golden Drift Museum, Dutch Flat
- Griffith Quarry Museum, Penryn
- Joss House Museum and Chinese History Center, Auburn
- Lincoln Area Archives Museum, Lincoln
- Maidu Interpretive Center, Roseville
- Maritime Museum, Homewood
- Placer County Museum, Historic Courthouse, Auburn
- Rocklin History Museum & Old St. Mary's Chapel, Rocklin
- Roseville Telephone Company Museum, Roseville

- Sierra College Museum of Natural History, Rocklin
- STAR Eco Station Environmental Children's Museum & Exotic Wildlife Rescue Facility, Rocklin
- Tahoe City Gatekeeper's & Indian Basket Museum, Tahoe City
- Tahoe Maritime Museum, Homewood
- Town of Dutch Flat
- Town of Foresthill
- Town of Gold Run
- Town of Iowa Hill
- Town of Michigan Bluff
- Watson Cabin Living Museum, Tahoe City

### **Trails**

The beautiful landscapes of the Gold Country can be enjoyed by looking out the window of a car or by hiking, biking or riding horseback along one of the many trails. Placer County is home to the Auburn State Recreation Area, containing numerous hiking and nature trails along the scenic rivers, canyons, lakes and meadowlands. The Tahoe National Forest has many nature trails and interpretive trails. There are seasonal guided activities such as Springtime Wildflower Walks and Star-Gazing parties. One of the self-guided tours is the Placer County Big Trees Grove—the northernmost grove of Giant Sequoia.

Placer County is home to abundant wildlife—birds, fish, bugs, bears, deer, mountain lions, and more. With both Auburn and Meadow Vista offering official bird sanctuaries, bird watching options are excellent. For the fishing enthusiast, there are several reservoirs and rivers stocked with varieties of bass and trout.

Trail maps and directions are available at the California Welcome Center, 1103 High Street, Auburn, CA 95603, (530) 887-2111 or (866) 752-2371. [www.visitplacer.com](http://www.visitplacer.com)

### **Trails in the Auburn/Lincoln Area:**

Hidden Falls Regional Park, operated by the Placer County Parks Department, contains 11 hiking, running, biking, and equestrian trails, ranging in length from .3 to 1.3 miles, with difficulty ratings from ADA accessible to Easy to Moderate to Difficult. Visit their website <http://www.placer.ca.gov/Departments/Facility/Parks/hiddenfalls.aspx> where you can read about this lovely 221-acre, open-space park tucked away between Auburn and Lincoln. Download a map to the area along with a detailed, color-coded map depicting all the trails. An adjacent area is soon to be added to the County parks.

Weimar Institute in Weimar has a number of self-contained, shaded pedestrian trails, some of which allow horses.

**Trails of the Auburn State Recreation Area (ASRA):**

- American Canyon Trail
- Applegate to Lake Clementine Trail
- Clarks Hole Trail
- Codfish Falls Trail
- Confluence Trail
- Confluence Interpretive Trail
- Culvert Trail
- Foresthill Divide Loop Trail
- Fuel Break Trail
- Indian Creek Trail
- Lake Clementine Access Trail
- Lake Clementine Trail
- Lakeview Connector Trail
- Olmstead Loop Trail
- Park HQ-to-Confluence Loop
- Pointed Rocks Trail
- Quarry Road Trail
- Quarry & Western States Loop Trail
- Robie Point FB Trail
- Stagecoach Trail
- Stevens Trail
- Tinker's Cutoff Trail
- Upper Stagecoach Trail
- Western States—Railroad Bed Section
- Windy Point Trail

**Other Trails in the Tahoe National Forest:**

- American River Trail
- Beacroft Trail
- Big Trees Interpretive Trail & Forest View Trail
- Euchre Bar Trail
- Five Lakes Trail
- Forest View Trail
- Green Valley Trail
- Grouse Falls Trail
- Italian Bar Trail
- Joshua M. Hardt Memorial Trail (Sugar Pine Reservoir)
- Little Bald Mountain Trail
- Loch Leven Lakes Trail System
- McGuire Trail
- Michigan Bluff to Deadwood Trail

- Mosquito Ridge Trail
- Mumford Bar Trail
- North Fork of the Middle Fork Trail
- Pacific Crest Trail
- Sailor Flat Trail
- Salmon Lake
- Sugar Pine Trail

## **Parks**

Hidden Falls Regional Park (Hidden Falls) is a hugely popular open space preserve and passive park located between Auburn and Lincoln. In 2006, the easterly 220-acres of the park opened to the public, and construction of the remaining 980 acres is underway.

Hidden Falls has been described by Supervisor Robert Weygandt as the “crown jewel” of Placer County’s award-winning Placer Legacy Open Space and Agricultural Conservation Program created by the Board of Supervisors about nine years ago. The need for achieving a balance between growth and natural resource preservation is the primary reason Supervisor Weygandt has been a strong advocate for the proposed Placer County Conservation Plan and was an early proponent of Placer Legacy. Placer Legacy is a voluntary program to conserve open space, help preserve the local farm economy, protect native plants and wildlife, and provide more passive recreation opportunities to the public.

Hidden Falls was developed with support from the California Natural Resources Agency and two of the agency’s departments: Parks and Recreation and the California Conservation Corps. Other key supporters include the Sierra Nevada Conservancy, REI Inc., the Folsom Auburn Trail Riders Action Coalition and a hiking club affiliated with Sun City Lincoln Hills.

Hidden Falls is located between Auburn and Lincoln, and features seven miles of natural surface trails suitable for running, hiking, biking, and horseback riding. In addition to the more vigorous activities on the natural surface trails, park visitors are able to enjoy fishing, picnicking, wildlife viewing, photography, and other passive recreational pursuits. A paved, accessible trail is also available, which begins near the parking lot and winds through a live oak grove and picnic areas. Outstanding natural features at Hidden Falls include two scenic creeks, groves of blue oak woodlands, and year-round waterfalls over 30 feet high.

Phase II of the expansion of Hidden Falls will add an additional 980-acres of park land. In October, two new bridges were installed spanning a creek that winds its way through the park, providing the public access to park land north of the creek while improving access for emergency vehicles. When Phase II is complete, Hidden Falls will offer a total of 30 miles of multi-use trails. The expansion also will provide new rest stops and picnic areas, and a new deck overlooking a second waterfall. It is expected that the Phase II facilities will be open to the public in summer 2013.

To visit Hidden Falls, take Atwood Road west from Highway 49 in Auburn until it becomes Mt. Vernon Road. Follow Mt. Vernon Road to Mears Road (about 3.5 miles from DeWitt Center). Turn right (north) on Mears Road and follow to Mears Place. Hidden Falls is located at 7587 Mears Place. Park hours are from one half hour before sunrise to one half hour after sunset daily.

For more information on Hidden Falls and the parks listed below, please visit the Placer County web site [www.placer.ca.gov](http://www.placer.ca.gov).

- Applegate Park
- Auburn Library Garden Theater
- Auburn Plaza Park
- Bear River Campground
- Commons Beach
- Cisco Grove Gould Park
- Douglas Ranch Park
- Doyle Ranch Park
- Dutch Flat Swimming Pool
- Foresthill Memorial Park
- Franklin School Community Park
- Granite Bay Community Park
- Griffith Quarry Park
- Heritage Park Plaza
- Hidden Falls Regional Park
- Lake Forest Beach Park
- Loomis Basin Community Park
- Meadow Vista Trail Staging Area and Equestrian Arenas
- Miners Ravine Nature Reserve
- Moondunes Beach
- North Park
- Ronald L. Feist Park
- Sabre City Park and Community Hall
- Sheridan Park and Stewart Community Hall
- Speedboat Beach
- Spring Meadows Park
- Squaw Valley Bike Trail
- Squaw Valley Park
- Sterling Pointe Park
- Todd Valley Pond Park
- Traylor Ranch Bird Sanctuary and Nature Reserve
- Treelake Park
- Treelake Terrace Park



### **County Libraries**

The Placer County Library is committed to being a valuable source of information and lifelong learning to the residents of the Placer County communities. The library provides a wide variety of services, programs, and materials to enhance knowledge through 11 branch libraries (Applegate, Auburn, Colfax, Foresthill, Granite Bay, Kings Beach, Loomis, Meadow Vista, Penryn, Rocklin, and Tahoe City) a Bookmobile and the Sparks Law Library of Placer County. The Library's Placer Adult Literacy Services (PALS) also provides resources to improve reading skills, writing skills, and the quality of life for its participating adults. The libraries are also a great resource for learning about starting and building a business, on-line job search and education, and job search materials.

On May 6, 1936, the Placer County Supervisors approved the establishment of the Placer County Library. In April 1937, five libraries, one in each supervisorial district, opened with one hundred books each. A branch was opened in the basement of the Auburn City Library. Only residents from outside the city limits could check out books and only residents of the city could take books from the city library. In October 1967, the Placer County Library and the Auburn City Library merged and opened as the Auburn-Placer County Library. On February 13, 1973, a new headquarters library opened on Nevada Street in Auburn. In 2010, the Colfax Library was completely remodeled and a new Rocklin Library was dedicated in January of 2011. The addresses of the libraries can be found in the Directory.

### **Other Entertainment**

In addition to the recreation, cultural, historical activities, and entertainment found within Placer County, Las Vegas style casino gaming can be found at Thunder Valley Casino Resort near the City of Lincoln. The United Auburn Indian Community opened the casino in June 2003. Today the casino has over 144,500 square feet of gaming and offers activities such as blackjack and live poker, as well as a choice of 14 bars and restaurants such as High Steaks Steakhouse, Thunder Café, Feast Buffet, and Koi Palace.

On June 28, 2010, Thunder Valley completed the a 297-room, 15 story hotel tower, 3,800-space parking garage, and 10,000 square-foot flexible meeting space that can be used for conferences, concerts, or trade shows. The hotel project includes a 10,000 square-foot health spa, a large pool and pool bar, and cabanas that can be used for parties. Thunder Valley draws more than three million visitors annually.

Another popular area to visit within Placer County is Roseville's Historic District as well as one of Downtown Roseville's newest additions, Sammy's Rocklin Island Bar and Grill.

## Tourism Resources

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

Placer County Visitors Bureau and California Welcome Center  
1103 High Street, Suite 150  
Auburn, CA 95603  
(530) 887-2111 or (866) 752-2371 toll free  
[www.visitplacer.com/](http://www.visitplacer.com/)

Placer Valley Tourism  
2204 Plaza Drive, #110  
Rocklin, CA 95765  
(916) 773-5400  
[www.placertourism.com/](http://www.placertourism.com/)

North Lake Tahoe Resort Association  
Visitors and Convention Bureau  
P.O. Box 5459  
Tahoe City, CA 96145  
(530) 583-3494  
[www.puretahoenorth.com](http://www.puretahoenorth.com)

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



# DIRECTORY

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## Directory

### Placer County

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

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

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

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

Community Development Resource Agency  
3091 County Center Drive  
Auburn, CA 95603  
(530) 886-3000  
[www.placer.ca.gov/CommunityDevelopment.aspx](http://www.placer.ca.gov/CommunityDevelopment.aspx)

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

District Attorney  
10810 Justice Center Drive, #240  
Roseville, CA 95678  
(916) 543-8000  
[www.placer.ca.gov/da.aspx](http://www.placer.ca.gov/da.aspx)

## DIRECTORY

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

Sheriff-Coroner-Marshal  
2929 Richardson Drive  
P.O. Box 6990  
Auburn, CA 95604  
(530) 889-7800  
[www.placer.ca.gov/sheriff.aspx](http://www.placer.ca.gov/sheriff.aspx)

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

### **City of Auburn**

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

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

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

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

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

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

## **County Libraries**

Applegate Branch  
18018 Applegate Road  
Applegate, CA 95703  
(530) 878-2721

Auburn Branch  
350 Nevada Street  
Auburn, CA 95603  
(530) 886-4500

Colfax Branch  
2 West Church Street  
Colfax, CA 95713  
(530) 346-2785

Foresthill Branch  
24580 Main Street  
Foresthill, CA 95631  
(530) 367-2785

Granite Bay Branch  
6475 Douglas Boulevard  
Granite Bay, CA 95746  
(916) 791-5590

## DIRECTORY

Kings Beach Branch  
301 Secline Drive  
Kings Beach, CA 96143  
(530) 546-2021

Loomis Branch  
6050 Library Drive  
Loomis, CA 95650  
(916) 652-7061

Meadow Vista Branch  
16981 Placer Hills Road  
Meadow Vista, CA 95722  
(530) 878-2647

Penryn Branch  
2215 Rippey Road  
Penryn, CA 95663  
(916) 663-3621

Rocklin Branch  
4890 Granite Drive  
Rocklin, CA 95765  
(916) 624-3133

Tahoe City Branch  
740 N. Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-3382

### **City of Colfax**

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

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

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

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

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

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

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

## **City of Lincoln**

City Manager  
600 Sixth Street  
Lincoln, CA 95648  
(916) 434-2490  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Community Development Department  
600 Sixth Street  
Lincoln, CA 95648  
(916) 434-2470  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)



## DIRECTORY

### Administrative Services Department

600 Sixth Street  
Lincoln, CA 95648  
(916) 434-2430  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

### Fire Department

126 Joiner Parkway  
Lincoln, CA 95648  
(916) 645-4040  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

### Police Department

770 Seventh Street  
Lincoln, CA 95648  
(916) 645-4040  
[www.lincolnpd.org](http://www.lincolnpd.org)

### Public Works/Engineering

600 Sixth Street  
Lincoln, CA 95648  
(916) 434-2450  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

## Town of Loomis

### Town Hall

3665 Taylor Road  
Loomis, CA 95650  
(916) 652-1840  
[www.loomis.ca.gov](http://www.loomis.ca.gov)

## City of Rocklin

### Administrative Services

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

## DIRECTORY

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

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

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

Police Department  
4080 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5400  
[www.rocklin.ca.us/government/police](http://www.rocklin.ca.us/government/police)

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

### **City of Roseville**

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

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

## DIRECTORY

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

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

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

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

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

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

### **Accommodations**

Best Western Golden Key  
13450 Lincoln Way  
Auburn, CA 95603  
(530) 885-8611  
[www.bestwestern.com](http://www.bestwestern.com)

## DIRECTORY

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

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

Comfort Suites  
6830 Five Star Blvd.  
Rocklin, CA 95677  
(916) 315-1300  
[www.choicehotels.com](http://www.choicehotels.com)

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

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

Days Inn, Rocklin  
4515 Granite Drive  
Rocklin, CA 95677  
(916) 632-0101  
[bayareainns.com/rocklin.html](http://bayareainns.com/rocklin.html)

Extended Stay America Sacramento, Roseville  
1000 Lead Hill Boulevard  
Roseville, CA 95678  
(916) 781-9001  
[www.extendedstayamerica.com](http://www.extendedstayamerica.com)

## DIRECTORY

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

Foothills Motel  
13431 Bowman Road  
Auburn, CA 95603  
(530) 885-8444  
[www.foothillsmotel.ws/](http://www.foothillsmotel.ws/)

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

Heritage Inn Express  
4480 Rocklin Road  
Rocklin, CA 95677  
(916) 632-3366  
[www.heritageinnexpressrocklin.com](http://www.heritageinnexpressrocklin.com)

Heritage Inn Express  
204 Harding Boulevard  
Roseville, CA 95678  
(916) 782-4466  
[www.heritagehotelroseville.com](http://www.heritagehotelroseville.com)

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

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

## DIRECTORY

Holiday Inn Express Hotel & Suites, Roseville  
1398 East Roseville Parkway  
Roseville, CA 95747  
(916) 774-6060  
[www.hiexpress.com](http://www.hiexpress.com)

Holiday Inn Express  
155 Ferrari Ranch Road  
Lincoln, CA 95648  
(916) 644-3440  
[www.hiexpress.com](http://www.hiexpress.com)

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

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

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

Motel 6  
1819 Auburn Ravine Road  
Auburn, CA 95603  
(530) 888-7829  
[www.motel6.com](http://www.motel6.com)

Northstar-at-Tahoe  
100 Northstar Drive  
Truckee, CA 96161  
(530) 562-2267  
[www.northstarattahoe.com](http://www.northstarattahoe.com)

## DIRECTORY

Olympic Village Inn  
1909 Chamonix Place  
Olympic Valley, CA 96146  
(530) 581-6000  
[www.olympicvillageinn.com](http://www.olympicvillageinn.com)

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

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

Quality Inn  
13490 Lincoln Way  
Auburn, CA 95603  
(530) 885-7025  
[www.qualityinn.com](http://www.qualityinn.com)

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

Roseville Hampton Inn & Suites  
110 North Sunrise Avenue  
Roseville, CA, 95661  
(916) 772-9900  
[www.hamptoninn.com](http://www.hamptoninn.com)

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

## DIRECTORY

Spring Hill Suites by Marriot  
10593 Fairway Drive  
Roseville, CA 95678  
(916) 782-2989  
[www.marriot.com](http://www.marriot.com)

Staybridge Suites, Rocklin  
6664 Lonetree Road  
Rocklin, CA 95677  
(916) 781-7500  
[www.staybridge.com](http://www.staybridge.com)

Squaw Valley Lodge  
201 Squaw Peak Road  
Olympic Valley, CA 96146  
(530) 583-5500  
[www.squawvalleylodge.com](http://www.squawvalleylodge.com)

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

Super 8 Motel  
140 East Hillcrest Drive  
Auburn, CA 95603  
(530) 888-8808  
[www.super8.com](http://www.super8.com)

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

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



## DIRECTORY

The Ritz-Carlton Highlands, Lake Tahoe  
13031 Ritz-Carlton Highlands Court  
Truckee, CA 96161  
(530) 562-3000  
[www.ritz-carlton.com](http://www.ritz-carlton.com)

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

Townplace Suites by Marriott  
10569 Fairway Drive  
Roseville, CA 95747  
(916) 782-2232  
[www.marriott.com](http://www.marriott.com)

### **Business Organizations**

Business Advantage Network  
145 Fulweiler Avenue, #120  
Auburn, CA 95603  
(530) 889-4061  
[www.placer.ca.gov](http://www.placer.ca.gov)

California Building Industry Association (CBIA)  
1215 K Street, Suite 1201  
Sacramento, CA 95814  
(916) 340-3340  
[www.cbia.org/go/cbia](http://www.cbia.org/go/cbia)

Contractors Association of Truckee Tahoe (CATT)  
P.O. Box 10570  
Truckee, CA 96162 (Mailing)  
Martis Outlook Professional Offices  
12313 Soaring Way, 1G  
Truckee, CA 96161  
(530) 550-9999  
[www.ca-tt.com](http://www.ca-tt.com)

## DIRECTORY

Golden Sierra Job Training Agency (aka Auburn Connections)  
1919 Grass Valley Highway, #100  
Auburn, CA 95603  
(530) 823-4635  
[www.goldensierra.com](http://www.goldensierra.com)

Linking Education and Economic Development (LEED)  
One Capitol Mall, Suite 300  
Sacramento, CA 95814  
(916) 552-6800 ext. 263  
[www.leed.org](http://www.leed.org)

North Tahoe Business Association (NTBA)  
P.O. Box 1023 (Mailing)  
8645 North Lake Boulevard, #13  
Kings Beach, CA 96143  
(530) 546-9000  
[www.ntbamainstreet.org](http://www.ntbamainstreet.org)

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

Placer County Association of Realtors (PCAR)  
4750 Grove Street  
Rocklin, CA 95677  
(916) 624-8271  
[www.pcaor.com](http://www.pcaor.com)

Placer County Contractors Association (PCCA)  
Roseville Office  
10656 Industrial Ave, Ste 160  
Roseville, CA 95678  
(916) 771-7229  
[www.placerbx.com](http://www.placerbx.com)

Placer County Contractors Association (PCCA)  
Auburn Office  
231 Cherry Ave, Ste 101  
Auburn, CA 95603  
(530) 889-3953  
[www.placerbx.com](http://www.placerbx.com)

## DIRECTORY

Sacramento Area Regional Technology Alliance (SARTA)  
3801 Power Inn Road  
Sacramento, CA 95826  
(916) 231-0770  
[www.sarta.org](http://www.sarta.org)

Sierra Green Building Association (SiGBA)  
P.O. Box 4245  
Truckee, CA 96160  
(877) 744-2248  
[www.sigba.org](http://www.sigba.org)

Tahoe City Downtown Association (TCDA)  
P.O. Box 6744 (Mailing)  
425 North Lake Boulevard, #3  
Tahoe City, CA 96145  
(530) 583-3348  
[www.visittahoeconomy.com](http://www.visittahoeconomy.com)

Veterans and Families Foundation  
395 South Highway 65, Suite A, #167  
Lincoln, CA 95648  
(916) 409-0462  
[www.veteransandfamilies.org](http://www.veteransandfamilies.org)  
[treedgrant@aol.com](mailto:treedgrant@aol.com)

### **Chambers of Commerce**

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

Colfax Area Chamber of Commerce  
P.O. Box 86 (Mailing)  
99 South Railroad Street  
Colfax, CA 95713  
(530) 346-8888  
[www.colfaxarea.com](http://www.colfaxarea.com)

## DIRECTORY

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

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

Loomis Basin Chamber of Commerce  
6090 Horseshoe Bar Road  
Loomis, CA 95650  
(916) 652-7252  
[www.loomischamber.com/](http://www.loomischamber.com/)

North Lake Tahoe Chamber of Commerce  
P.O. Box 884 (Mailing)  
380 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 581-6900  
[www.puretahoenorth.com/chamber](http://www.puretahoenorth.com/chamber)

Rocklin Chamber of Commerce  
3700 Rocklin Road  
Rocklin, CA 95677  
(916) 624-2548  
[www.rocklinchamber.com](http://www.rocklinchamber.com)

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

Sacramento Area Commerce and Trade Organization (SACTO)  
400 Capitol Mall, Suite 2500  
Sacramento, CA 95814  
(916) 441-2144  
[www.sacto.org](http://www.sacto.org)

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

## Art Galleries

404 Gallery  
404 Vernon Street  
Roseville, CA 95678  
(916) 784-9898  
[www.404artgallery.com](http://www.404artgallery.com)

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

Blue Line Gallery  
405 Vernon Street, #100  
Roseville, CA 95678  
(916) 783-4117

Tuscan Art Gallery  
1603 Douglas Boulevard. Suite C2  
Roseville, CA 95678  
(916) 786-2611

Roseville Arts Center  
405 Vernon Street, #100  
Roseville, CA 95678  
(916) 783-4117  
[www.rosevillearts.org/index.html](http://www.rosevillearts.org/index.html)

## Museums

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

## DIRECTORY

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

Foresthill Divide Museum  
24601 Harrison Street  
Foresthill, CA 95631  
(530) 367-3988  
[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/ForesthillMuseum.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/ForesthillMuseum.aspx)

Gatekeeper's Museum  
130 West Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-1762  
[www.northtahoemuseums.org/gatekeeper.aspx](http://www.northtahoemuseums.org/gatekeeper.aspx)

Gold Country Museum  
1273 High Street  
Auburn, CA 95603  
(530) 889-6500  
[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/goldcountry.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/goldcountry.aspx)

Golden Drift Museum  
32820 Main Street  
Dutch Flat, CA 95714  
(530) 389-2126  
[www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/golddrift.aspx](http://www.placer.ca.gov/Home/Facility/Museums/LocalMuseums/golddrift.aspx)

Griffith Quarry Museum  
7504 Rock Springs Road  
Penryn, CA 95663  
(916) 663-1837  
[www.placer.ca.gov/Departments/Facility/Museums/LocalMuseums/quarry.aspx](http://www.placer.ca.gov/Departments/Facility/Museums/LocalMuseums/quarry.aspx)

Maidu Interpretive Center  
1960 Johnson Ranch Road  
Roseville, CA 95661  
(916) 774-5934  
[www.roseville.ca.us/parks/parks\\_n\\_facilities/facilities/maidu\\_indian\\_museum/default.asp](http://www.roseville.ca.us/parks/parks_n_facilities/facilities/maidu_indian_museum/default.asp)

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

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

Placer High School Auditorium  
123 Agard Street  
Auburn, CA 95603  
(530) 823-2147

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

STAR Eco Station Environmental Children's Museum & Exotic Wildlife Rescue Facility  
4465 Granite Drive, #700  
Rocklin, California 95677  
(916) 632-8347  
[www.ecostation.org](http://www.ecostation.org)  
[eco@starsacramento.org](mailto:eco@starsacramento.org)

Tahoe Maritime Museum.  
P.O. Box 627 (Mailing)  
5205 West Lake Boulevard  
Homewood, CA 96141  
(530) 525-9253  
[www.tahoemaritimemuseum.org](http://www.tahoemaritimemuseum.org)

## **Hazardous Waste Removal**

Chemical Waste Management  
Kettleman Hills Facility  
P.O. Box 471 (Mailing)  
35251 Old Skyline Road  
Kettleman City, CA 93239  
(559) 386-9711  
[www.wm.com](http://www.wm.com)  
[www.kettlemanhillsfacts.com](http://www.kettlemanhillsfacts.com)

## **Hospitals**

Kaiser Permanente Roseville Medical Center (Main Campus)  
1600 Eureka Road  
Roseville, CA 95661  
(916) 784-4000  
[www.kaiserpermanente.org](http://www.kaiserpermanente.org)

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

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

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



## Newspapers

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

Colfax Record  
P.O. Box 755 (Mailing)  
233 South Auburn Road, Suite 205  
Colfax, CA 95713  
(530) 346-2232  
[www.colfaxrecord.com](http://www.colfaxrecord.com)

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

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

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

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

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

Sierra Heritage Magazine  
P.O. Box 263  
Auburn CA, 95604 (Mailing)  
1551 Lincoln Way  
Auburn, CA 95603  
(530) 823-3986  
[www.sierraheritage.com](http://www.sierraheritage.com)

Sacramento Parent Magazine  
457 Grass Valley Highway #5  
Auburn, CA 95603  
(530) 888-0573  
[www.sacramentoparent.com](http://www.sacramentoparent.com)

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

### **Postsecondary Educational Institutions**

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

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

## DIRECTORY

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

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

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

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

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

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

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

## DIRECTORY

Drexel University Sacramento  
One Capitol Mall, Suite 260  
Sacramento, CA 95814  
(916) 325-4600  
[www.sacramento.drexel.edu](http://www.sacramento.drexel.edu)

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

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

Golden Gate University  
7 Sierra Gate Plaza, Suite 101  
Roseville, CA 95678  
(916) 780-1911  
[www.ggu.edu/about/Locations/Roseville](http://www.ggu.edu/about/Locations/Roseville)

Heald College, Rancho Cordova  
2910 Prospect Park Drive  
Rancho Cordova, CA 95670  
(916) 638-1616  
[www.heald.edu/campus\\_locations/campus\\_rancho\\_cordova.htm](http://www.heald.edu/campus_locations/campus_rancho_cordova.htm)

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

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

## DIRECTORY

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

Kaplan College  
4330 Watt Avenue, Suite 400  
Sacramento, CA 95821  
(916) 649-8168  
[getinfo.kaplancollege.com/KaplanCollegePortal/](http://getinfo.kaplancollege.com/KaplanCollegePortal/)

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

Le Cordon Bleu College of Culinary Arts  
2450 Del Paso Rd.  
Sacramento, CA 95834  
(800) 807-8222  
[www.chefs.edu.com/sacramento.aspx](http://www.chefs.edu.com/sacramento.aspx)

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

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

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

## DIRECTORY

National University  
Roseville Online Information Center  
1151 Galleria Boulevard  
Roseville, CA 95678  
(916) 855-4340  
[www.nu.edu/Locations/NorthernCalifornia/Sacramento.html](http://www.nu.edu/Locations/NorthernCalifornia/Sacramento.html)

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

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

Sierra College  
Tahoe-Truckee Campus:  
11001 College Trail  
Truckee, CA 96161  
(530) 550-2225  
[www.sierracollege.edu/AboutUs/campuses/tt/index.html](http://www.sierracollege.edu/AboutUs/campuses/tt/index.html)

Union Institute & University  
Sacramento Center  
160 Promenade Circle, Suite 115  
Sacramento, CA 95834  
(800) 486-7049  
[www.myunion.edu/about/locations/sacramento/index.html](http://www.myunion.edu/about/locations/sacramento/index.html)

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

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

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

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

University of Phoenix  
2860 Gateway Oaks Drive  
Sacramento, CA 95833-4334  
(800) 266-2017  
<http://www.phoenix.edu/campus-locations.html>

University of San Francisco,  
Sacramento Regional Campus  
630 K Street, Suite 200  
Sacramento, CA 95814  
(916) 920-0157  
[www.usfca.edu/acadserv/academic/regions/sac/sac\\_visit\\_contact](http://www.usfca.edu/acadserv/academic/regions/sac/sac_visit_contact)

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

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

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

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

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

### **Ski Resorts**

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

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

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

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

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



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

## **Tourism**

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

North Lake Tahoe Resort Association  
Visitors and Convention Bureau  
P.O. Box 5459  
950 North Lake Boulevard, Suite 3  
Tahoe City, CA 96145  
(530) 581-6900  
[www.puretahoenorth.com/about\\_nltra.phtml](http://www.puretahoenorth.com/about_nltra.phtml)

Placer County Visitors Bureau  
and California Welcome Center  
1103 High Street  
Auburn, CA 95603  
(530) 887-2111  
[www.visitplacer.com](http://www.visitplacer.com)

Placer Valley Tourism  
2204 Plaza Drive, #110  
Rocklin, CA 95765  
(916) 773-5400  
[www.placertourism.com/home.cfm](http://www.placertourism.com/home.cfm)

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

## Transportation

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

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

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

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

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

Placer County Transportation Planning Agency  
 299 Nevada Street  
 Auburn, CA 95603  
 (530) 823-4030  
[www.pctpa.net](http://www.pctpa.net)

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

## DIRECTORY

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

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

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

Tahoe Area Regional Transit (TART)  
P.O. Box 909  
Truckee, CA 96145 (Mailing)  
870 Cabin Creek Road  
Tahoe City, CA 96145  
(530) 550-1212  
[www.placer.ca.gov/works/tart/tart.htm](http://www.placer.ca.gov/works/tart/tart.htm)

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

## Utilities

Agate Bay Water Company  
706 Agate Road  
Carnelian Bay, CA 96140  
(530) 546-3337

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

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

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

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

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

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

## DIRECTORY

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

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

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

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

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

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

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

## DIRECTORY

Roseville Electric  
2090 Hilltop Circle  
Roseville, CA 95747  
(916) 774-5600  
[www.rosevilleelectric.org](http://www.rosevilleelectric.org)

Sacramento Municipal Utility District  
P.O. Box 15830 (Mailing)  
Sacramento, CA 95852  
6201 S Street  
Sacramento, CA 95817  
(916) 452-3211  
[www.smud.org](http://www.smud.org)

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

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

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

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

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

## DIRECTORY

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

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

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

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

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

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

Tahoe Truckee Sanitation Agency  
13720 Joerger Drive  
Truckee, CA 96161  
(530) 587-2525  
[www.ttsa.net](http://www.ttsa.net)

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

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