

Placer County Economic and Demographic Profile 2012

Prepared for:
County of Placer
Office of Economic Development
*175 Fulweiler Avenue
Auburn, CA 95603-4543
530/889-4016*

Prepared by:



CENTER *for* STRATEGIC
ECONOMIC RESEARCH

*400 Capitol Mall, Suite 2500
Sacramento, CA 95814
916/491-0444*

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 2012* 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), formerly known as the Sacramento Regional Research Institute (SRRI). 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.

TABLE OF CONTENTS

	Page
FOREWORD.....	<i>i</i>
TABLE OF CONTENTS	<i>iii</i>
LIST OF FIGURES	<i>iv</i>
INTRODUCTION.....	1
DEMOGRAPHICS	4
Population	4
Migration.....	7
Age.....	8
Ethnicity	13
Income.....	17
EDUCATION.....	19
Primary and Secondary Education	19
Educational Attainment.....	25
Higher Education.....	26
Community Colleges.....	30
Public Universities	32
Private Schools.....	36
Technical Schools and Vocational Training.....	38
BUSINESS CLIMATE	39
Industry Overview.....	39
Labor Force	54
Wages.....	56
Major Employers.....	57
Recently Located Companies in Placer County	58
Taxable Sales.....	59
Banking and Finance.....	62
Workforce Development and Training Programs.....	63
Economic Development and Business Resources	67
REAL ESTATE.....	73
Commercial Real Estate	73
Residential Real Estate.....	82
INFRASTRUCTURE.....	87
Transportation	87
Utilities.....	97
QUALITY OF LIFE.....	102
Climate	102
Ground Stability	103
Personal Safety.....	104
Health Services.....	105
Accommodations.....	107
Recreational Activities	108
Community Events, Cultural Activities, Places of Historical Interest, and Other Entertainment	114
Tourism Resources.....	124
DIRECTORY	125

LIST OF FIGURES

	Page
Figure 1: Placer County Map—The Valley, The Gold Country, and The High Country	1
Figure 2: Population	4
Figure 3: 2001-2011 and 2006-2011 Population Growth Rates	5
Figure 4: Population Projections	6
Figure 5: Population in Placer County Places	6
Figure 6: Percent of Population Growth Due to Net In-Migration	7
Figure 7: Placer County Age Composition in 2010.....	8
Figure 8: Annual Age Composition and Composition Shift.....	10
Figure 9: Annual Population by Age and Percent Growth	12
Figure 10: Ethnic Composition in Placer County in 2010.....	13
Figure 11: Annual Ethnicity Composition and Composition Shift.....	14
Figure 12: Annual Population by Ethnicity and Percent Growth	16
Figure 13: Per Capita Personal Income	17
Figure 14: Per Capita Personal Income Projections	17
Figure 15: Median Household Income	18
Figure 16: School Types in Placer County in the 2010-2011 School Year.....	20
Figure 17: Total K-12 School Enrollment	21
Figure 18: High School Graduation Rates.....	22
Figure 19: Average Total SAT Scores.....	23
Figure 20: Percent of High School Graduates Completing UC and CSU Entrance Course Requirements	24
Figure 21: Educational Attainment.....	25
Figure 22: WASC-Accredited and Public Postsecondary Institutions in the Sacramento Region.....	27
Figure 23: Sacramento Region Higher Education Enrollment for Public Institutions.....	28
Figure 24: Sacramento Region Higher Education Enrollment For Select Private Institutions	29
Figure 25: Employment by Industry.....	40
Figure 26: Placer County Employment Growth by Industry Sector from 2005 to 2010.....	41
Figure 27: Employment Projections by Industry	43
Figure 28: Industry Composition in Placer County in 2010.....	44
Figure 29: Industry Composition.....	45
Figure 30: Industry Composition Projections.....	47
Figure 31: Placer County Industry Specialization in 2010	48
Figure 32: Placer County Industry Specialization	49
Figure 33: Placer County Industry Specialization Projections	49
Figure 34: Establishments by Industry	51
Figure 35: Industry Composition in Placer County by Establishments in 2010.....	52
Figure 36: Industry Composition by Establishments.....	53
Figure 37: Annual Labor Force, Employment, Unemployment, and Unemployment Rate	54
Figure 38: Placer County Economic Health	55
Figure 39: Wages for Major Occupational Categories, 1 st Quarter 2011	56
Figure 40: Major Private Employers in Placer County.....	57
Figure 41: Select Companies that Recently Located or Expanded in Placer County between 2005 and 2011	58
Figure 42: Taxable Sales	59
Figure 43: Projected Taxable Sales	59

Figure 44: Composition of Taxable Sales in Placer County in 2010.....	60
Figure 45: Taxable Sales by Business Type.....	61
Figure 46: Locally-Based Banking and Savings Institutions in Placer County.....	62
Figure 47: Deposits and Market Share of Top Ten Banking and Savings Institutions in Placer County.....	62
Figure 48: Net Absorption and Space Under Construction of Placer County Office Submarkets.....	74
Figure 49: Vacancy Rates of Placer County Office Submarkets.....	75
Figure 50: Average Office Lease Rates of Select Submarkets, 4 th Quarter 2011.....	76
Figure 51: Net Absorption and Space Under Construction of Placer County Industrial Submarkets.....	77
Figure 52: Vacancy Rates of Placer County Industrial Submarkets.....	78
Figure 53: Average Industrial Lease Rates of Select Submarkets, 4 th Quarter 2011.....	79
Figure 54: Select Major Industrial/Office Parks in Placer County.....	80
Figure 55: Placer County Retail Market Overview, 4 th Quarter 2011.....	81
Figure 56: Single- and Multi-Family Residential Permits in Placer County.....	83
Figure 57: Annual New and Resale Home Transactions.....	84
Figure 58: Number and Type of Housing Units.....	85
Figure 59: Median Home Sale Prices.....	86
Figure 60: Transportation Map.....	88
Figure 61: Mean Travel Time to Work for Workers Age 16 & Above in 2010.....	89
Figure 62: Airport Passengers, Cargo, and Operations Totals.....	91
Figure 63: Port of West Sacramento Map.....	93
Figure 64: Transit Action Plan Tier Three Map.....	95
Figure 65: Public Transit Annual Ridership.....	96
Figure 66: Average Retail Electricity Prices by Major Utility.....	98
Figure 67: PG&E Commercial Natural Gas Rates.....	99
Figure 68: Monthly Water Rates.....	100
Figure 69: Yearly Average Temperature and Precipitation of Select Areas of Placer County.....	102
Figure 70: California Seismic Shaking Hazard Map.....	103
Figure 71: Annual Violent and Property Crimes.....	104
Figure 72: General Acute Care Hospitals in Placer County and the Sacramento Region.....	105
Figure 73: Larger Accommodations in Placer County.....	107
Figure 74: Placer County Ski Resort Amenities and Activities.....	110



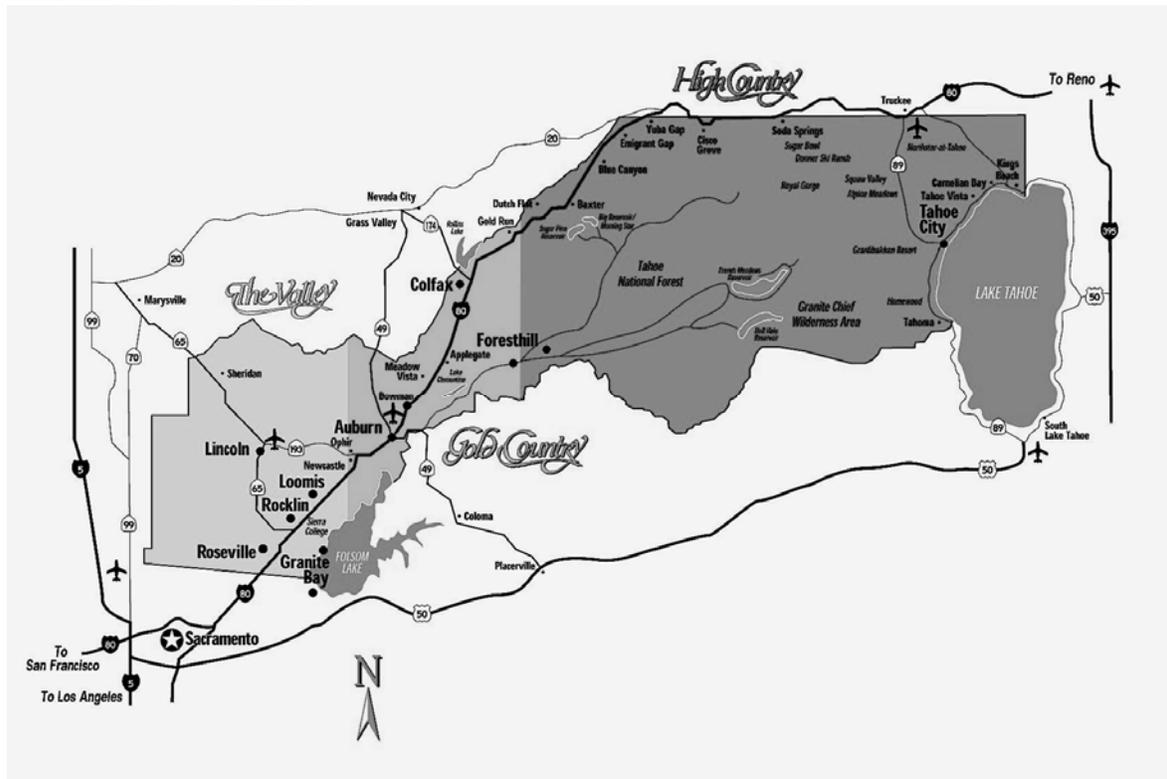
INTRODUCTION

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 2012
Data Source: Placer County Office of Economic Development

INTRODUCTION

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

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

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

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

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

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

INTRODUCTION

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

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



DEMOGRAPHICS

Demographics

Placer County has seen significant population growth over the past five to ten years and is ranked second among all California counties in the rate of population growth from January 2010 to January 2011 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 2011, Placer County's total population reached over 352,000 people, about 15 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (around 121,000) and Rocklin (nearly 58,000).

**FIGURE 2
POPULATION**

<i>Area</i>	<i>2001</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>
Placer County	258,293	317,437	325,985	333,805	340,995	347,133	352,380
Auburn	12,511	12,863	12,993	13,079	13,232	13,307	13,410
Colfax	1,569	1,805	1,815	1,822	1,843	1,946	1,971
Lincoln	13,716	34,342	38,360	40,726	41,787	42,589	43,248
Loomis	6,271	6,318	6,345	6,385	6,416	6,427	6,475
Rocklin	39,534	51,521	52,718	54,561	55,566	56,720	57,901
Roseville	83,230	106,451	108,503	111,259	114,869	118,180	120,593
Unincorporated	101,462	104,137	105,251	105,973	107,282	107,964	108,782
Sacramento Region	1,979,495	2,203,775	2,236,491	2,266,234	2,290,482	2,312,406	2,333,271
Bay Area	5,899,961	5,958,852	6,003,298	6,066,651	6,123,278	6,169,769	6,222,429
California	34,256,789	36,116,202	36,399,676	36,704,375	36,966,713	37,223,900	37,510,766

Center for Strategic Economic Research, April 2012

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

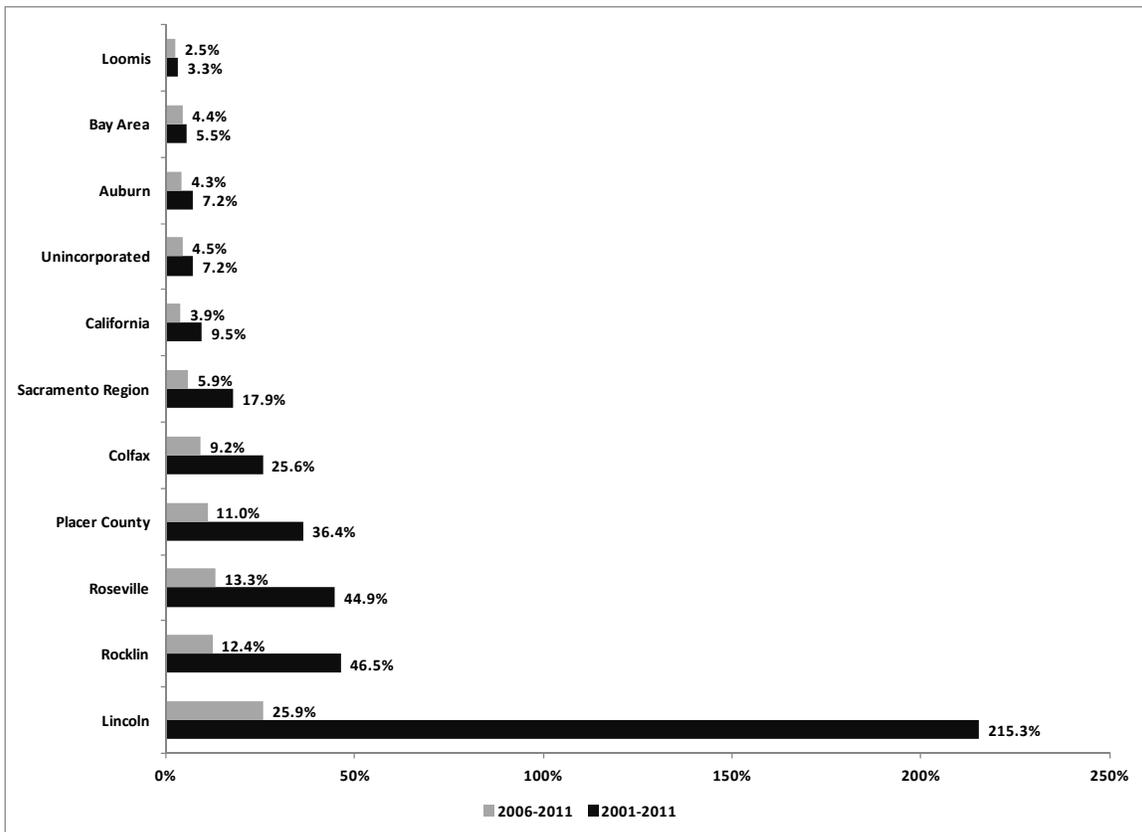
Notes: All figures based on January of the corresponding year.

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

DEMOGRAPHICS

As shown in Figure 3, Placer County’s population grew about 36 percent in the 2001 to 2011 period, making Placer the fastest-growing county in the Sacramento Region and exceeding average growth rates of the Bay Area and California. Lincoln’s population showed the greatest increase of Placer County cities with approximately 215 percent growth in this ten-year period. This placed Lincoln as the fastest growing city, with a population of 10,000 or more, in the nation from 2000 to 2010. Both Rocklin and Roseville also experienced high ten-year increases with respective growth rates of approximately 47 percent and 45 percent. According to DOF rankings, the City of Rocklin, with a population of almost 58,000, had the 27th highest growth rate of all California cities (480 in total) from January 2010 through January 2011.

FIGURE 3
2001-2011 AND 2006-2011 POPULATION GROWTH RATES



Center for Strategic Economic Research, April 2012
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 83,000 people to approximately 435,000 residents by 2021. Overall, the County is projected to see growth of about 24 percent between 2011 and 2021, which is a higher rate than the Sacramento Region’s, Bay Area’s, and California’s respective projected growth of 18 percent, 10 percent, and 13 percent.

DEMOGRAPHICS

**FIGURE 4
POPULATION PROJECTIONS**

Area	2011	2016	2021	% Change	
				2011-2016	2011-2021
Placer County	352,380	393,128	435,483	11.6%	23.6%
Sacramento Region	2,333,271	2,524,844	2,753,521	8.2%	18.0%
Bay Area	6,222,429	6,584,036	6,846,836	5.8%	10.0%
California	37,510,766	39,887,509	42,383,586	6.3%	13.0%

Center for Strategic Economic Research, April 2012
 Data Sources: California Department of Finance, E-4 Estimates; California Department of Transportation, 2011 Long-Term Socio-Economic Forecasts by County
 Notes: All 2011 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%
The Valley					
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%
Gold Country					
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%
High Country					
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%

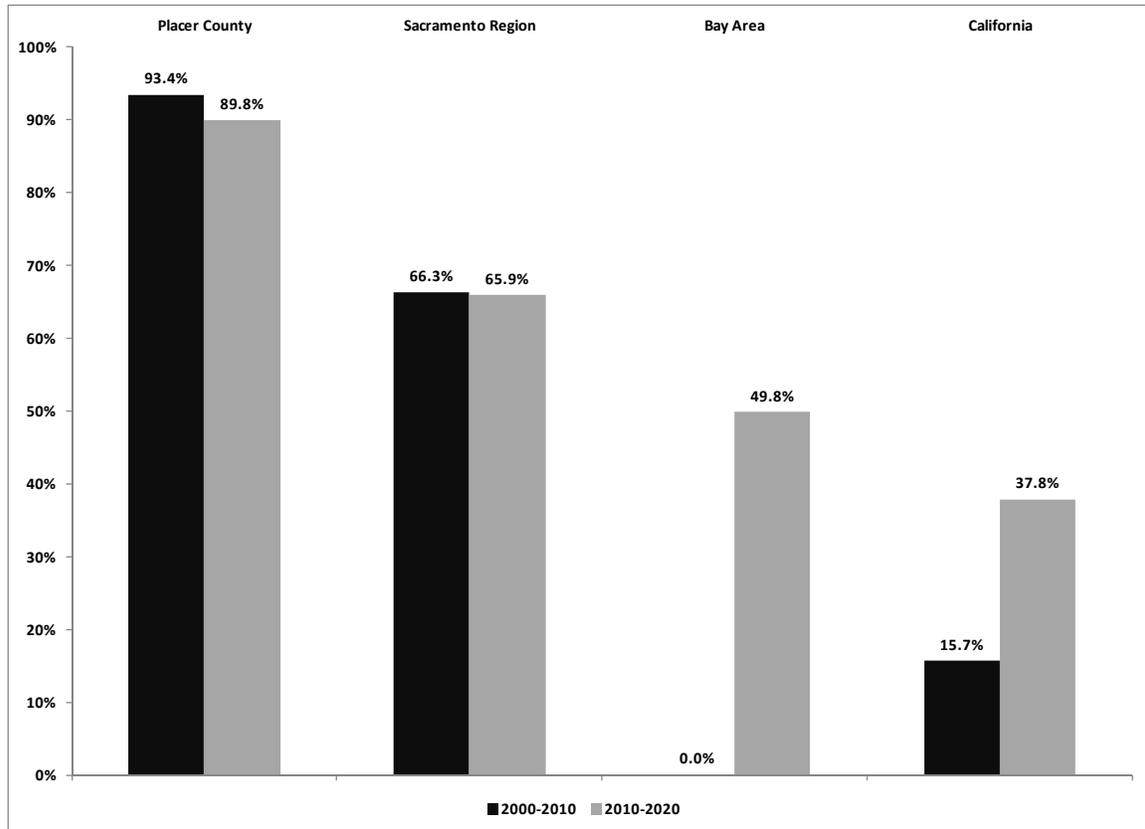
Center for Strategic Economic Research, April 2012
 Data Source: U.S. Census Bureau, Census 1990, 2000, and 2010
 Note: Granite Bay data was not available in 1990.
 All figures based on April of the corresponding year.

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 93 percent of Placer County’s population growth from 2000 to 2010 was due to net in-migration. In comparison, only around 66 percent, and 16 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 2020.

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



Center for Strategic Economic Research, April 2012

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

California Department of Transportation, 2011 Long-Term Socio-Economic Forecasts by County

Notes: The Bay Area experienced net out-migration in the 2000 to 2010 time period.

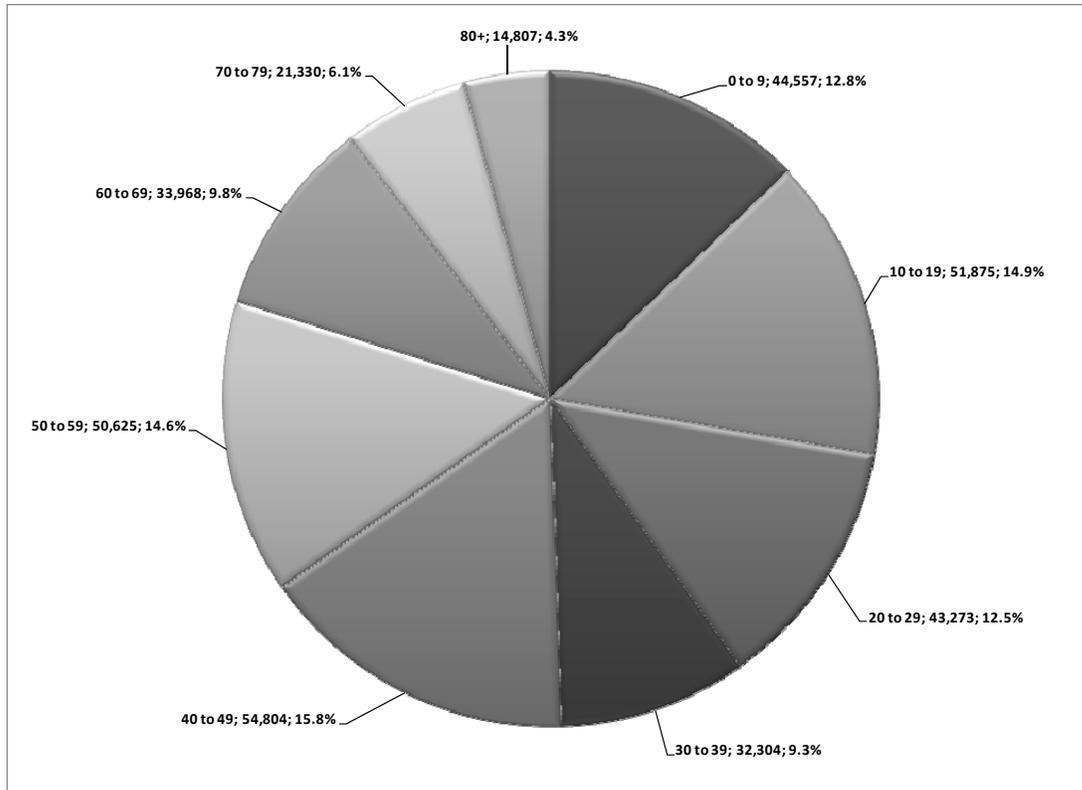
Historical data represents totals in July of corresponding year.

DEMOGRAPHICS

Age

Figure 7 shows the age composition of Placer County in 2010. At nearly 16 percent (about 55,000 people), the 40- to 49-year-old age bracket encompasses the highest proportion of the total population. The second largest age group is the 10- to 19-year-old group with around 15 percent of Placer's population in 2010, around 52,000 people.

FIGURE 7
PLACER COUNTY AGE COMPOSITION IN 2010



Center for Strategic Economic Research, April 2012

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

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. The County has a larger proportion of its population aged 60 and older, about 20 percent, than the comparison areas' proportions which range from about 16 to 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 15 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 between 15 and 16 percent of the total population.

All age categories 50 and above in Placer County had positive shifts in composition between 2000 and 2010. The largest positive increase in composition from 2000 to 2010 was seen in the 20 to 29 age bracket, 3 percentage points, while the age group 30 to 39 experienced the greatest negative composition shift (almost -6 percentage points). The comparative areas saw varying trends in composition shifts over the 2000 to 2010 time period—the Sacramento Region and California saw the greatest positive shifts in the 50 to 59 age bracket (nearly 3 percentage points) while the Bay Area experienced the greatest shift in the 60 to 69 age group, 3 percentage points. Similar to Placer County, the 30 to 39 age group experienced the greatest negative shifts in composition within the comparative areas, but to a lesser extent, between -3 and -4 percentage points. The County's 60 to 69 age bracket is projected to show the highest shift in composition (2 percentage points) from 2010 to 2020. This trend is also projected in the Sacramento Region and California while the Bay Area is projected to have the greatest shift in the 70 to 79 age group.

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+
Placer County									
2000	13.9%	15.0%	9.4%	15.0%	17.0%	12.3%	7.8%	6.1%	3.3%
2005	13.1%	15.8%	9.6%	12.4%	17.0%	13.5%	8.3%	6.1%	4.1%
2010	12.8%	14.9%	12.5%	9.3%	15.8%	14.6%	9.8%	6.1%	4.3%
2015	13.4%	13.7%	13.5%	9.6%	13.0%	14.9%	11.1%	6.5%	4.4%
2020	14.4%	13.1%	12.8%	11.7%	10.3%	13.8%	11.8%	7.4%	4.5%
2005-2010	-0.3%	-0.8%	2.9%	-3.1%	-1.2%	1.0%	1.5%	0.0%	0.2%
2000-2010	-1.1%	-0.1%	3.0%	-5.7%	-1.2%	2.2%	2.0%	0.0%	0.9%
2010-2015	0.6%	-1.3%	1.1%	0.3%	-2.8%	0.3%	1.3%	0.3%	0.1%
2010-2020	1.6%	-1.8%	0.4%	2.5%	-5.5%	-0.7%	2.0%	1.3%	0.3%
Sacramento Region									
2000	14.9%	15.4%	13.2%	15.2%	15.5%	10.9%	6.8%	5.3%	2.9%
2005	14.1%	16.0%	13.0%	13.3%	15.7%	12.6%	7.3%	4.9%	3.1%
2010	13.8%	15.0%	14.2%	11.7%	14.5%	13.6%	9.0%	5.0%	3.3%
2015	13.8%	14.0%	14.7%	11.7%	12.6%	13.8%	10.5%	5.4%	3.4%
2020	14.1%	13.8%	13.8%	12.7%	11.3%	12.8%	11.3%	6.7%	3.5%
2005-2010	-0.3%	-1.0%	1.2%	-1.6%	-1.2%	1.0%	1.7%	0.0%	0.2%
2000-2010	-1.1%	-0.4%	1.0%	-3.6%	-1.0%	2.7%	2.2%	-0.3%	0.4%
2010-2015	0.0%	-1.0%	0.5%	0.1%	-1.8%	0.2%	1.5%	0.5%	0.1%
2010-2020	0.3%	-1.2%	-0.4%	1.1%	-3.2%	-0.8%	2.3%	1.7%	0.2%
Bay Area									
2000	13.2%	12.5%	14.5%	17.8%	15.8%	11.5%	6.7%	5.1%	2.9%
2005	13.0%	12.5%	12.1%	16.8%	16.4%	13.2%	7.7%	4.9%	3.5%
2010	12.7%	12.2%	12.2%	14.7%	16.2%	13.9%	9.7%	5.0%	3.5%
2015	11.9%	12.2%	12.7%	12.9%	15.4%	14.4%	11.1%	5.8%	3.5%
2020	11.8%	12.0%	12.5%	12.9%	13.5%	14.3%	11.8%	7.4%	3.8%
2005-2010	-0.3%	-0.3%	0.1%	-2.1%	-0.2%	0.7%	2.0%	0.1%	0.1%
2000-2010	-0.5%	-0.3%	-2.3%	-3.1%	0.4%	2.3%	3.0%	-0.1%	0.6%
2010-2015	-0.8%	0.0%	0.5%	-1.8%	-0.8%	0.6%	1.5%	0.8%	0.0%
2010-2020	-0.9%	-0.2%	0.3%	-1.8%	-2.7%	0.5%	2.1%	2.4%	0.3%
California									
2000	15.3%	14.9%	14.4%	16.2%	14.8%	10.3%	6.3%	5.0%	2.8%
2005	14.4%	15.4%	13.5%	14.7%	15.4%	11.9%	7.0%	4.6%	3.1%
2010	14.1%	14.7%	14.3%	13.1%	14.7%	12.9%	8.5%	4.6%	3.2%
2015	14.0%	13.5%	15.1%	12.8%	13.2%	13.3%	9.8%	5.1%	3.2%
2020	14.2%	13.2%	14.4%	13.5%	11.8%	12.7%	10.6%	6.3%	3.3%
2005-2010	-0.4%	-0.7%	0.8%	-1.6%	-0.7%	1.0%	1.5%	0.0%	0.1%
2000-2010	-1.3%	-0.2%	-0.1%	-3.1%	-0.2%	2.6%	2.2%	-0.4%	0.4%
2010-2015	-0.1%	-1.1%	0.8%	-0.4%	-1.5%	0.4%	1.3%	0.5%	0.0%
2010-2020	0.2%	-1.5%	0.1%	0.4%	-2.9%	-0.3%	2.1%	1.7%	0.1%

Center for Strategic Economic Research, April 2012

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

DEMOGRAPHICS

In the ten-year historical time period, Placer County's strongest population growth occurred in the 20 to 29, 80+, and 60 to 69 age brackets. As shown in Figure 9, Placer County's respective 2000 to 2010 growth rates in these age brackets were 82 percent, over 75 percent, and about 72 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, even negative, growth rates).

The highest population growth from 2010 to 2020 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 0 to 9 and 30 to 39 age brackets where Placer County is projected to see respective growth rates of about 39 and 56 percent, while respective growth rates for these age groups in the comparison areas are far lower: Sacramento Region (19 and 27 percent), the Bay Area (0.2 and -5 percent), and California (14 and 16 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+
Placer County									
2000	35,107	37,790	23,770	37,929	42,865	31,143	19,715	15,457	8,447
2005	41,058	49,192	29,956	38,709	53,130	42,284	25,966	19,170	12,776
2010	44,557	51,875	43,273	32,304	54,804	50,625	33,968	21,330	14,807
2015	51,668	52,773	52,309	37,018	50,229	57,546	42,724	24,960	17,020
2020	61,862	56,330	54,884	50,338	44,003	59,224	50,621	31,850	19,423
2005-2010	8.5%	5.5%	44.5%	-16.5%	3.2%	19.7%	30.8%	11.3%	15.9%
2000-2010	26.9%	37.3%	82.0%	-14.8%	27.9%	62.6%	72.3%	38.0%	75.3%
2010-2015	16.0%	1.7%	20.9%	14.6%	-8.3%	13.7%	25.8%	17.0%	14.9%
2010-2020	38.8%	8.6%	26.8%	55.8%	-19.7%	17.0%	49.0%	49.3%	31.2%
Sacramento Region									
2000	291,035	301,790	257,752	297,802	302,350	212,481	132,469	103,103	56,057
2005	311,314	355,115	287,614	293,409	347,062	279,247	161,544	109,366	69,726
2010	327,911	356,955	337,531	277,531	344,068	323,772	212,980	118,312	78,494
2015	354,875	360,423	377,038	301,185	324,820	355,308	268,694	139,710	86,695
2020	388,891	382,314	382,270	352,682	312,407	354,826	311,754	184,501	97,763
2005-2010	5.3%	0.5%	17.4%	-5.4%	-0.9%	15.9%	31.8%	8.2%	12.6%
2000-2010	12.7%	18.3%	31.0%	-6.8%	13.8%	52.4%	60.8%	14.8%	40.0%
2010-2015	8.2%	1.0%	11.7%	8.5%	-5.6%	9.7%	26.2%	18.1%	10.4%
2010-2020	18.6%	7.1%	13.3%	27.1%	-9.2%	9.6%	46.4%	55.9%	24.5%
Bay Area									
2000	777,173	735,669	855,557	1,049,890	932,410	678,532	392,460	301,788	173,840
2005	797,685	764,936	739,212	1,028,804	999,784	803,936	470,496	296,809	211,266
2010	805,921	773,199	771,533	930,784	1,025,698	877,565	611,995	315,734	223,738
2015	786,743	803,763	835,914	848,811	1,015,510	949,188	732,307	383,440	233,212
2020	807,382	819,620	854,209	884,087	924,065	981,596	807,108	506,593	259,188
2005-2010	1.0%	1.1%	4.4%	-9.5%	2.6%	9.2%	30.1%	6.4%	5.9%
2000-2010	3.7%	5.1%	-9.8%	-11.3%	10.0%	29.3%	55.9%	4.6%	28.7%
2010-2015	-2.4%	4.0%	8.3%	-8.8%	-1.0%	8.2%	19.7%	21.4%	4.2%
2010-2020	0.2%	6.0%	10.7%	-5.0%	-9.9%	11.9%	31.9%	60.4%	15.8%
California									
2000	5,232,195	5,069,634	4,912,840	5,525,474	5,059,125	3,523,598	2,151,104	1,689,301	942,166
2005	5,337,928	5,694,295	4,971,406	5,436,123	5,685,571	4,410,787	2,577,723	1,705,293	1,138,310
2010	5,514,029	5,739,530	5,585,603	5,145,890	5,735,146	5,054,200	3,325,146	1,796,157	1,239,975
2015	5,825,563	5,628,004	6,266,274	5,312,358	5,483,250	5,530,010	4,085,390	2,126,357	1,315,746
2020	6,289,183	5,809,268	6,360,443	5,962,382	5,202,713	5,588,441	4,698,265	2,770,744	1,454,484
2005-2010	3.3%	0.8%	12.4%	-5.3%	0.9%	14.6%	29.0%	5.3%	8.9%
2000-2010	5.4%	13.2%	13.7%	-6.9%	13.4%	43.4%	54.6%	6.3%	31.6%
2010-2015	5.6%	-1.9%	12.2%	3.2%	-4.4%	9.4%	22.9%	18.4%	6.1%
2010-2020	14.1%	1.2%	13.9%	15.9%	-9.3%	10.6%	41.3%	54.3%	17.3%

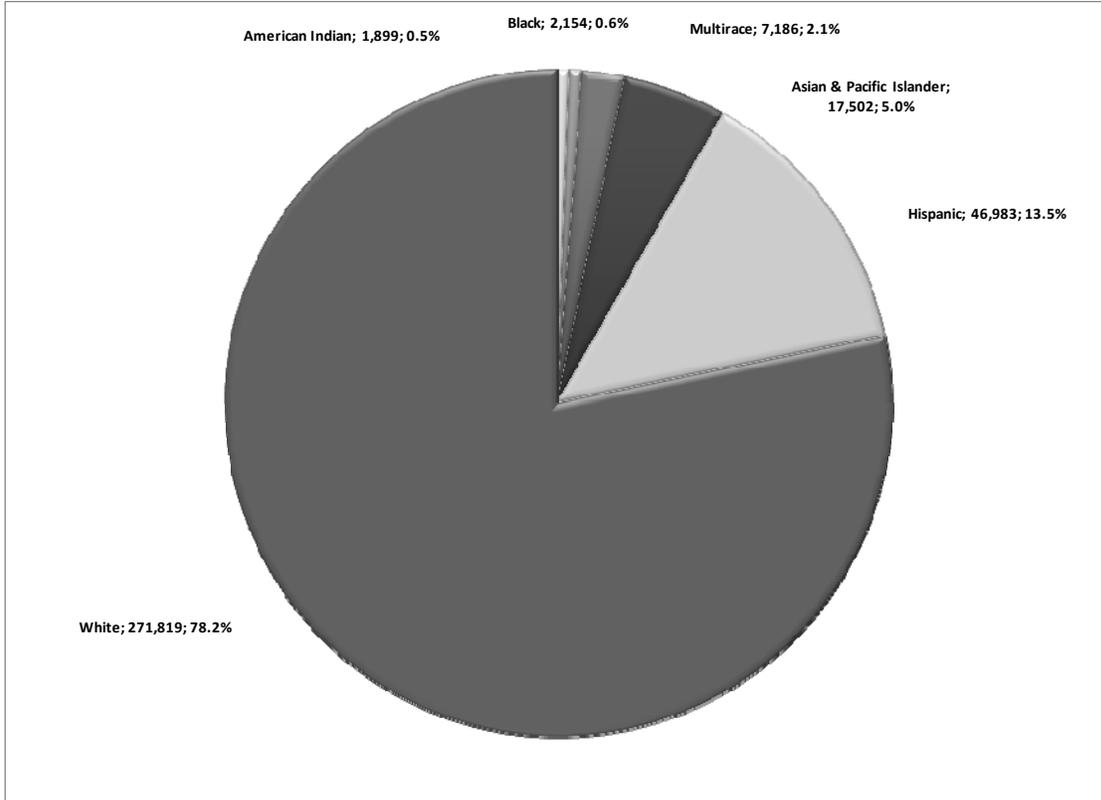
Center for Strategic Economic Research, April 2012

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

Ethnicity

Figure 10 shows that the 2010 population in Placer County was approximately 84 percent White with about 272,000 people. The second largest ethnic group in Placer County was Hispanic, representing approximately 14 percent of the total population with nearly 47,000 people.

**FIGURE 10
ETHNIC COMPOSITION IN PLACER COUNTY IN 2010**



Center for Strategic Economic Research, April 2012
Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

Figure 11 shows that, with about 78 percent of the total population, the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (around 58 percent), the Bay Area (approximately 43 percent), and California (42 percent). The second-largest ethnic group in Placer County, Hispanic, represents a smaller proportion of Placer County’s population (almost 14 percent) than that in the Sacramento Region (around 20 percent), the Bay Area (about 23 percent), and a significantly lower proportion than in the state overall (just over 37 percent).

Over the past ten years, Placer County’s White ethnic group composition decreased nearly 6 percentage points; the largest increases in composition were seen in the Hispanic (approximately 4 percentage points) and Asian & Pacific Islander (almost 2 percentage points) ethnic groups. DOF projects that the proportion of Whites to the total population

DEMOGRAPHICS

in Placer County will continue to decrease (over 4 percentage points by 2020) with other ethnic groups, specifically Hispanic and Asian & Pacific Islander, increasing their proportion of the population at around average rates of the comparison areas (about 4 percent and 1 percent, respectively), similar to the Sacramento Region, Bay Area and California patterns.

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

Area/Timeframe	White	Hispanic	Asian & Pacific Islander	Black	American Indian	Multirace
Placer County						
2000	83.8%	9.7%	3.1%	0.8%	0.7%	1.9%
2005	80.5%	11.8%	4.4%	0.6%	0.6%	2.1%
2010	78.2%	13.5%	5.0%	0.6%	0.5%	2.1%
2015	76.1%	15.2%	5.6%	0.6%	0.5%	2.1%
2020	73.9%	17.0%	6.0%	0.6%	0.5%	2.1%
2005-2010	-2.3%	1.7%	0.6%	0.0%	0.0%	0.0%
2000-2010	-5.6%	3.8%	1.9%	-0.2%	-0.1%	0.1%
2010-2015	-2.2%	1.7%	0.5%	0.0%	0.0%	0.0%
2010-2020	-4.3%	3.5%	0.9%	-0.1%	-0.1%	0.0%
Sacramento Region						
2000	64.3%	15.8%	9.6%	6.6%	0.8%	2.8%
2005	60.3%	18.7%	10.5%	6.3%	0.8%	3.4%
2010	58.3%	20.2%	10.9%	6.2%	0.8%	3.6%
2015	56.2%	21.9%	11.3%	6.2%	0.7%	3.7%
2020	54.2%	23.5%	11.5%	6.2%	0.7%	3.9%
2005-2010	-2.0%	1.5%	0.4%	-0.1%	0.0%	0.1%
2000-2010	-6.0%	4.4%	1.3%	-0.4%	-0.1%	0.8%
2010-2015	-2.1%	1.6%	0.4%	0.0%	0.0%	0.1%
2010-2020	-4.1%	3.2%	0.6%	0.0%	0.0%	0.3%
Bay Area						
2000	48.5%	19.8%	21.5%	7.5%	0.3%	2.4%
2005	45.8%	21.7%	22.7%	6.8%	0.4%	2.6%
2010	43.4%	23.3%	23.8%	6.5%	0.4%	2.6%
2015	41.2%	25.1%	24.5%	6.1%	0.5%	2.6%
2020	39.0%	27.0%	25.0%	5.8%	0.5%	2.7%
2005-2010	-2.4%	1.6%	1.0%	-0.3%	0.1%	0.0%
2000-2010	-5.1%	3.5%	2.3%	-1.0%	0.1%	0.2%
2010-2015	-2.3%	1.8%	0.7%	-0.3%	0.1%	0.0%
2010-2020	-4.4%	3.6%	1.2%	-0.6%	0.1%	0.1%
California						
2000	47.3%	32.4%	11.4%	6.5%	0.5%	1.9%
2005	44.4%	34.9%	11.9%	6.1%	0.6%	2.1%
2010	42.0%	37.1%	12.4%	5.8%	0.6%	2.1%
2015	39.6%	39.2%	12.7%	5.6%	0.7%	2.1%
2020	37.4%	41.4%	13.0%	5.4%	0.7%	2.2%
2005-2010	-2.4%	2.2%	0.5%	-0.3%	0.0%	0.0%
2000-2010	-5.3%	4.7%	1.0%	-0.7%	0.1%	0.2%
2010-2015	-2.4%	2.2%	0.4%	-0.2%	0.0%	0.0%
2010-2020	-4.6%	4.3%	0.6%	-0.4%	0.1%	0.1%

Center for Strategic Economic Research, April 2012
Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail Data Files

DEMOGRAPHICS

As shown in Figure 12, from 2000 to 2010, the fastest-growing ethnic group, in terms of percentage growth, in Placer County was Hispanic, increasing almost 93 percent to a total population of nearly 47,000 people. The Sacramento Region and California also had the highest ten-year growth in the Hispanic ethnic group with respective growth rates of around 56 percent and 31 percent. At nearly 40 percent, the Bay Area's American Indian ethnic group experienced the highest growth rate from 2000 to 2010.

DOF projects similar trends in the forecasted ten-year period (2010 to 2020) than the historical period with the Hispanic ethnic group experiencing the highest growth rates in Placer County (approximately 55 percent growth), the Sacramento Region (about 35 percent), and California (nearly 26 percent). The American Indian ethnic group is projected to have the highest growth rate in the Bay Area at around 36 percent growth. The White population is still projected to increase about 17 percent in Placer County by 2020—quite a variation in the ten-year projected growth for the Sacramento Region (about 8 percent), the Bay Area (around -3 percent) and California (slight to no growth).

DEMOGRAPHICS

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

<i>Area/Timeframe</i>	<i>White</i>	<i>Hispanic</i>	<i>Asian & Pacific Islander</i>	<i>Black</i>	<i>American Indian</i>	<i>Multirace</i>
Placer County						
2000	211,482	24,399	7,790	1,956	1,713	4,883
2005	251,238	36,913	13,721	2,029	1,839	6,501
2010	271,819	46,983	17,502	2,154	1,899	7,186
2015	293,741	58,794	21,441	2,284	1,960	8,027
2020	316,683	72,787	25,638	2,402	2,007	9,018
2005-2010	8.2%	27.3%	27.6%	6.2%	3.3%	10.5%
2000-2010	28.5%	92.6%	124.7%	10.1%	10.9%	47.2%
2010-2015	8.1%	25.1%	22.5%	6.0%	3.2%	11.7%
2010-2020	16.5%	54.9%	46.5%	11.5%	5.7%	25.5%
Sacramento Region						
2000	1,256,963	309,050	188,325	129,707	15,894	54,900
2005	1,335,298	414,224	232,578	138,953	17,237	76,107
2010	1,386,128	481,343	259,449	147,845	18,074	84,715
2015	1,443,161	562,430	289,322	159,387	19,188	95,260
2020	1,500,328	650,057	319,025	170,755	20,174	107,069
2005-2010	3.8%	16.2%	11.6%	6.4%	4.9%	11.3%
2000-2010	10.3%	55.7%	37.8%	14.0%	13.7%	54.3%
2010-2015	4.1%	16.8%	11.5%	7.8%	6.2%	12.4%
2010-2020	8.2%	35.1%	23.0%	15.5%	11.6%	26.4%
Bay Area						
2000	2,859,347	1,169,624	1,268,601	441,065	19,433	139,249
2005	2,799,282	1,326,834	1,389,534	414,952	22,926	159,400
2010	2,751,032	1,478,110	1,506,786	409,237	27,191	163,811
2015	2,712,055	1,654,179	1,613,761	404,541	32,158	172,194
2020	2,670,684	1,844,839	1,712,168	397,606	36,906	181,645
2005-2010	-1.7%	11.4%	8.4%	-1.4%	18.6%	2.8%
2000-2010	-3.8%	26.4%	18.8%	-7.2%	39.9%	17.6%
2010-2015	-1.4%	11.9%	7.1%	-1.1%	18.3%	5.1%
2010-2020	-2.9%	24.8%	13.6%	-2.8%	35.7%	10.9%
California						
2000	16,134,334	11,057,467	3,872,349	2,218,281	185,996	637,010
2005	16,408,477	12,905,840	4,393,010	2,255,281	215,044	779,784
2010	16,438,784	14,512,817	4,833,883	2,287,190	240,721	822,281
2015	16,473,512	16,313,610	5,290,177	2,341,461	270,906	883,286
2020	16,508,783	18,261,267	5,724,359	2,390,459	299,599	951,456
2005-2010	0.2%	12.5%	10.0%	1.4%	11.9%	5.4%
2000-2010	1.9%	31.2%	24.8%	3.1%	29.4%	29.1%
2010-2015	0.2%	12.4%	9.4%	2.4%	12.5%	7.4%
2010-2020	0.4%	25.8%	18.4%	4.5%	24.5%	15.7%

Center for Strategic Economic Research, April 2012
Data Source: California Department of Finance, Race/Ethnic Population Data Files

DEMOGRAPHICS

Income

As shown in Figure 13, Placer County's per capita personal income in 2009 was nearly \$46,000, higher than both the Sacramento Region (around \$40,000) and the state (around \$42,000), but lower than the Bay Area (approximately \$59,000) where cost of living has traditionally been higher. Placer County per capita personal income grew by around 26 percent from 1999 to 2009, below the growth rates for the Sacramento Region (about 39 percent), the Bay Area (almost 34 percent), and the state (just over 38 percent), in that time period.

FIGURE 13
PER CAPITA PERSONAL INCOME

Area	1999	2004	2005	2006	2007	2008	2009	% Change 1999-2009	% Change 2004-2009
Placer County	\$36,102	\$42,062	\$43,977	\$46,416	\$47,816	\$47,657	\$45,614	26.3%	8.4%
Sacramento Region	\$28,608	\$34,832	\$36,301	\$38,239	\$39,727	\$40,585	\$39,655	38.6%	13.8%
Bay Area	\$43,783	\$50,770	\$53,930	\$58,368	\$61,014	\$61,211	\$58,552	33.7%	15.3%
California	\$30,679	\$36,903	\$38,767	\$41,567	\$43,240	\$43,853	\$42,395	38.2%	14.9%

Center for Strategic Economic Research, April 2012

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 13 percent from 2009 to 2019 to almost \$51,000. This income level surpasses both the Sacramento Region and California, but is still below the Bay Area's projected income of about \$72,000. The County's projected ten-year per capita personal income growth rate of nearly 13 percent is lower than all comparison areas.

FIGURE 14
PER CAPITA PERSONAL INCOME
PROJECTIONS

Area	2009	2014	2019	% Change 2009-2014	% Change 2009-2019
Placer County	\$45,614	\$47,936	\$51,369	5.1%	12.6%
Sacramento Region	\$39,655	\$41,636	\$45,027	5.0%	13.5%
Bay Area	\$58,552	\$64,124	\$72,287	9.5%	23.5%
California	\$42,395	\$45,127	\$49,699	6.4%	17.2%

Center for Strategic Economic Research, April 2012

Data Sources: U.S. Bureau of Economic Analysis, Regional Economic Accounts; California Department of Transportation, 2011 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 2010, Placer County's median household income was around \$72,000, the highest income among the counties within the Sacramento Region and much higher than California. Between 2000 and 2010, Placer County experienced an approximate 25 percent increase in median household income, generally lower than the rate of California and other counties within the Region, but slightly above the average growth rate of the counties within the Bay Area.

FIGURE 15
MEDIAN HOUSEHOLD INCOME

Area	2000	2010	% Change 2000-2010
Placer County	\$57,535	\$72,069	25.3%
Sacramento Region			
El Dorado County	\$51,484	\$68,797	33.6%
Sacramento County	\$43,816	\$54,459	24.3%
Sutter County	\$38,375	\$49,450	28.9%
Yolo County	\$40,769	\$57,793	41.8%
Yuba County	\$30,460	\$47,068	54.5%
Bay Area			
Alameda County	\$55,946	\$68,744	22.9%
Contra Costa County	\$63,675	\$76,046	19.4%
Marin County	\$71,306	\$89,948	26.1%
San Benito County	\$57,469	\$61,561	7.1%
San Francisco County	\$55,221	\$71,779	30.0%
San Mateo County	\$70,819	\$85,569	20.8%
Santa Clara County	\$74,335	\$86,435	16.3%
California	\$47,493	\$60,016	26.4%

Center for Strategic Economic Research, April 2012

Data Sources: U.S. Census Bureau, 2000 Census and 2010
American Community Survey

Notes: 2000 income in 1999 dollars and 2010 income in 2010
inflation-adjusted dollars.



EDUCATION

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

Over 68,000 students attended school in Placer County in the 2010-11 school year. Figure 16 displays the various types of schools from kindergarten through 12th 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 24.4—slightly higher than California’s ratio of 23.9.

FIGURE 16
SCHOOL TYPES IN PLACER COUNTY
IN THE 2010-2011 SCHOOL YEAR

<i>School Type</i>	<i>Enrollment</i>	<i>Number of Schools</i>	<i>Pupil-Teacher Ratio</i>
Elementary	31,896	76	23.9
Middle	11,103	16	23.7
Junior High	852	1	23
High	20,028	15	24.5
K-12	2,815	3	76.9
Alternative	432	4	17.8
Special Education	257	2	7.3
Continuation	624	5	17.8
Juvenile Court	33	1	-
County Community	201	2	67
Nonpublic, Nonsectarian*	37	-	-
Total	68,278	125	24.4

Center for Strategic Economic Research, April 2012

Data Source: California Department of Education, Ed-Data

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

"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 23 percent over the past ten years (over twice that of the Sacramento Region's growth, around 12 times greater than the Bay Area, and about 8.5 times California's growth). This is naturally in relation to the high levels of population growth experienced in the County. The largest school district in the 2010-2011 school year, with an enrollment of about 11,700 students, was Rocklin Unified followed by Roseville Joint Union High and Roseville City (about 10,000 and 9,800 students, respectively). Roseville City, Rocklin Unified, and Western Placer Unified school districts are the fastest-growing of the largest districts in Placer County with respective ten-year growth rates of about 62 percent, 57 percent, and 48 percent.

FIGURE 17
TOTAL K-12 SCHOOL ENROLLMENT

Area	2000-	2005-	2006-	2007-	2008-	2009-	2010-	% Change	
	2001	2006	2007	2008	2009	2010	2011	2000-2001 to 2010-2011	2005-2006 to 2010-2011
Placer County	55,531	63,742	64,401	65,708	67,088	67,966	68,278	23.0%	7.1%
Largest School Districts:									
Dry Creek Joint Elementary	5,412	7,249	7,377	7,395	7,279	7,237	7,116	31.5%	-1.8%
Eureka Union Elementary	4,028	4,089	3,989	3,841	3,700	3,517	3,434	-14.7%	-16.0%
Placer Union High	4,781	4,752	4,669	4,588	4,524	4,511	4,520	-5.5%	-4.9%
Rocklin Unified	7,426	10,011	10,155	10,617	11,079	11,375	11,652	56.9%	16.4%
Roseville City	6,093	8,316	8,422	8,697	9,268	9,573	9,840	61.5%	18.3%
Roseville Joint Union High	7,115	8,627	8,918	9,056	9,472	9,868	10,054	41.3%	16.5%
Tahoe-Truckee Joint Unified	5,094	4,304	4,108	4,090	4,114	3,949	3,909	-23.3%	-9.2%
Western Placer Unified	6,208	7,842	8,511	9,182	9,459	9,350	9,170	47.7%	16.9%
Sacramento Region	364,834	394,681	395,240	397,285	398,098	399,419	399,758	9.6%	1.3%
Bay Area	825,885	821,089	821,804	825,133	830,952	834,567	841,306	1.9%	2.5%
California	6,050,895	6,312,393	6,286,943	6,275,469	6,252,031	6,190,425	6,217,002	2.7%	-1.5%

Center for Strategic Economic Research, April 2012
Data Source: California Department of Education, Dataquest

EDUCATION

Placer County has had consistently higher graduation rates than the Sacramento Region, the Bay Area, and California over the past ten years, as shown in Figure 18. In the most recent school year where data is available (2009-2010), Placer County's graduation rate was 90.5 percent—about 9 percentage points higher than the Sacramento Region, 6.5 percentage points over the Bay Area's rate, and 10 percentage points higher than California. Of the largest school districts in Placer County, Tahoe-Truckee Joint Unified, Rocklin Unified, and Placer Union High had the highest graduation rates (between about 93 and 98 percent) in 2009-2010.

FIGURE 18
HIGH SCHOOL GRADUATION RATES

Area	2004-	2005-	2006-	2007-	2008-	2009-	Shift
	2005	2006	2007	2008	2009	2010	2004-2005 to 2009-2010
Placer County	90.4%	90.9%	90.2%	90.6%	90.0%	90.5%	0.1%
High School Districts:							
Placer Union High	88.3%	92.1%	93.6%	91.9%	94.1%	93.2%	4.9%
Rocklin Unified	96.1%	96.3%	93.6%	96.4%	95.1%	95.0%	-1.1%
Roseville Joint Union High	93.4%	93.7%	92.7%	93.1%	92.5%	91.8%	-1.6%
Tahoe-Truckee Joint Unified	95.4%	96.4%	95.8%	93.9%	95.1%	97.7%	2.3%
Western Placer Unified	79.4%	75.5%	79.1%	81.4%	81.4%	84.5%	5.1%
Sacramento Region	85.9%	85.7%	82.6%	81.3%	80.3%	81.4%	-4.5%
Bay Area	88.6%	87.2%	84.6%	83.6%	82.1%	84.0%	-4.5%
California	85.0%	83.2%	80.2%	80.2%	78.6%	80.5%	-4.5%

Center for Strategic Economic Research, April 2012
 Data Source: California Department of Education, Dataquest
 Note: Data not available for 10-year data point.

EDUCATION

The Scholastic Aptitude Test (SAT) measures high school students' verbal and mathematical reasoning skills where total scores of verbal and math each are measured on a scale between 200 and 800. In the 2005-2006 academic year, a writing section was added to the SAT with the same scoring scale as the verbal and math sections. Combined, the total score of these three sections can range from 600 to 2400. In order to compare scores over the past five years, only the total of the verbal and math average scores are included in Figure 19. As shown in this Figure, in the 2009-2010 school year, Placer County's total average SAT score (math and verbal average combined) was 1075, higher than the Sacramento Region and California, but lower than the Bay Area. On average, scores for Placer County students have been about 53 points above statewide scores and 38 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 2009-2010 school year were Placer Union High (1083), Roseville Joint Union High (1081), and Rocklin Unified (1076).

FIGURE 19
AVERAGE TOTAL SAT SCORES

Area	2004-	2005-	2006-	2007-	2008-	2009-	% Change
	2005	2006*	2007	2008	2009	2010	2004-2005 to 2009-2010
Placer County	1070	1061	1060	1063	1060	1075	0.5%
High School Districts:							
Placer Union High	1085	1082	1086	1084	1070	1083	-0.2%
Rocklin Unified	1064	1059	1062	1063	1065	1076	1.1%
Roseville Joint Union High	1072	1059	1055	1060	1060	1081	0.8%
Tahoe-Truckee Joint Unified	1051	1058	1013	1035	1033	1065	1.3%
Western Placer Unified	1037	990	1061	1053	1043	1005	-3.1%
Sacramento Region	1038	1024	1021	1015	1026	1036	-0.2%
Bay Area	1069	1068	1065	1070	1073	1091	2.1%
California	1020	1011	1006	1007	1008	1021	0.1%

Center for Strategic Economic Research, April 2012

Data Source: California Department of Education, Dataquest

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

*Starting in 2005-2006, writing average scores (a new component of the SAT) were tracked. In order to compare over a time period, this table only reflects a total score of math and verbal averages. Total scores (including the writing average) for the comparison areas in 2009-2010, 2008-2009, 2007-2008, 2006-2007, and 2005-2006 are as follows: Placer County = 1596, 1574, 1577, 1576, and 1580; Sacramento Region = 1539, 1525, 1510, 1517, and 1525; Bay Area = 1624, 1601, 1591, 1581, and 1587; California = 1521, 1502, 1500, 1497, and 1506.

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 2009-2010 school year, about 36 percent of the graduating seniors in Placer County met these course requirements. Placer County ranks above the Sacramento Region, but below 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 around 58 percent of students in the 2009-2010 school year completing these requirements.

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

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

Area	1999-	2004-	2005-	2006-	2007-	2008-	2009-	Shift	Shift
	2000	2005	2006	2007	2008	2009	2010	1999-2000 to 2009-2010	2004-2005 to 2009-2010
Placer County	35.1%	35.0%	36.9%	35.6%	35.1%	32.4%	36.1%	0.9%	1.1%
High School Districts:									
Placer Union High	36.8%	34.4%	35.0%	31.8%	34.9%	32.3%	34.1%	-2.7%	-0.3%
Rocklin Unified	49.6%	48.0%	41.8%	41.8%	35.2%	55.7%	57.9%	8.3%	10.0%
Roseville Joint Union High	36.6%	37.2%	45.2%	43.4%	42.1%	32.1%	35.7%	-1.0%	-1.5%
Tahoe-Truckee Joint Unified	45.5%	43.0%	41.7%	52.0%	49.8%	19.4%	40.8%	-4.6%	-2.2%
Western Placer Unified	8.2%	13.8%	5.7%	9.7%	8.8%	13.6%	16.5%	8.2%	2.6%
Sacramento Region	31.5%	39.2%	35.1%	31.7%	32.6%	31.0%	33.7%	2.2%	-5.5%
Bay Area	44.2%	43.7%	46.7%	47.6%	46.3%	45.9%	46.4%	2.2%	2.8%
California	34.8%	35.2%	35.9%	35.5%	33.9%	35.3%	36.3%	1.5%	1.1%

Center for Strategic Economic Research, April 2012
 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 2010. As shown in Figure 21, around 71 percent of Placer County’s population has received some postsecondary education, compared to about 65 percent, 70 percent, and 60 percent in the Sacramento Region, the Bay Area, and California, respectively, in 2010. The proportion of Placer County residents with bachelor’s and higher level degrees was around 33 percent, which was greater than approximately 29 percent in the Sacramento Region and 30 percent in California, but lower than around 44 percent in the Bay Area.

The percentage of Placer County’s population with at least a high school degree (or the equivalent) was around 93 percent in 2010. This is between 6 and 7 percentage points above the rates for the Sacramento Region and the Bay Area and almost 13 points above the rate for California. Placer County also posted a significant change in the number of its population over 25 years old that possesses a bachelor’s degree or higher—from 2000 to 2010, the County’s population within this category increased around 57 percent, much higher than the other areas’ percentage changes that ranged from about 21 to 37 percent.

FIGURE 21
EDUCATIONAL ATTAINMENT

Area / Educational Attainment Categories	2000		2010		% Change 2000-2010
	Total	Percent	Total	Percent	
Placer County					
Population 25 years and over	165,894		237,398		43.1%
Less than high school graduate	15,835	9.5%	16,103	6.8%	1.7%
High school graduate (incl. equivalency)	35,327	21.3%	51,687	21.8%	46.3%
Some college or associate degree	64,506	38.9%	90,596	38.2%	40.4%
Bachelor's degree or higher	50,226	30.3%	79,012	33.3%	57.3%
Sacramento Region					
Population 25 years and over	1,223,128		1,498,921		22.5%
Less than high school graduate	199,068	16.3%	202,304	13.5%	1.6%
High school graduate (incl. equivalency)	275,227	22.5%	325,884	21.7%	18.4%
Some college or associate degree	435,384	35.6%	542,157	36.2%	24.5%
Bachelor's degree or higher	313,449	25.6%	428,576	28.6%	36.7%
Bay Area*					
Population 25 years and over	3,962,199		4,270,273		7.8%
Less than high school graduate	635,257	16.0%	557,911	13.1%	-12.2%
High school graduate (incl. equivalency)	673,594	17.0%	737,615	17.3%	9.5%
Some college or associate degree	1,097,290	27.7%	1,098,874	25.7%	0.1%
Bachelor's degree or higher	1,556,058	39.3%	1,875,873	43.9%	20.6%
California					
Population 25 years and over	21,298,900		24,097,200		13.1%
Less than high school graduate	4,942,743	23.2%	4,650,042	19.3%	-5.9%
High school graduate (incl. equivalency)	4,288,452	20.1%	5,012,413	20.8%	16.9%
Some college or associate degree	6,397,739	30.0%	7,183,474	29.8%	12.3%
Bachelor's degree or higher	5,669,966	26.6%	7,251,271	30.1%	27.9%

Center for Strategic Economic Research, April 2012

Data Sources: U.S. Census Bureau, 2000 Census and 2010 American Community Survey

*San Benito County for the Bay Area has not been included for 2000 as it is not available for 2009.

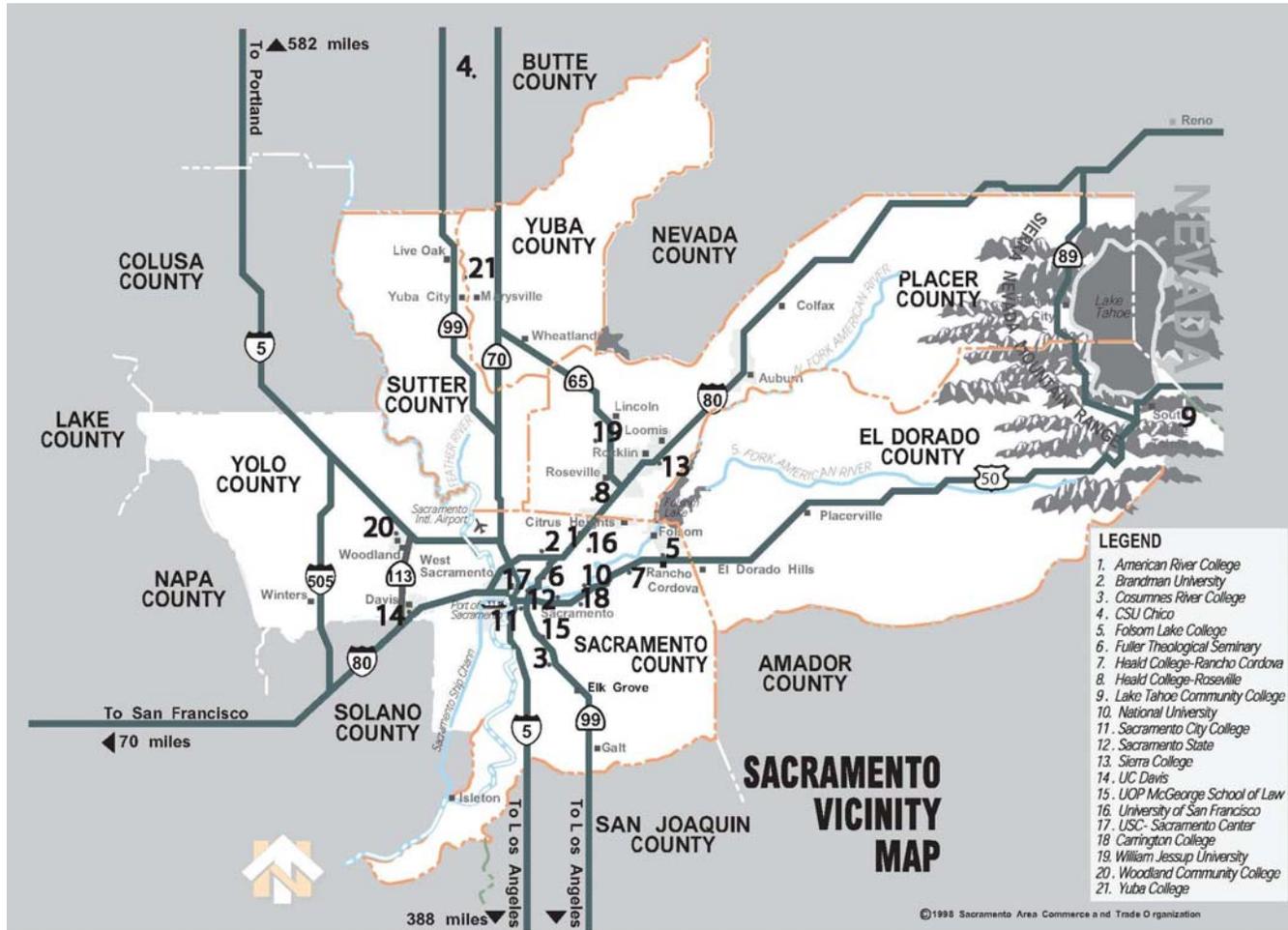
Higher Education

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.

EDUCATION

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



Center for Strategic Economic Research, April 2012

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 32,000 students in the fall term of 2010 (see Figure 23). Since 2000, UC Davis' enrollment increased about 24 percent. The California State University campuses in Sacramento and Chico had around 27,000 and 16,000 students, respectively, in 2010.

By far, the largest community college in the Region is American River College with nearly 33,000 students enrolled in 2010—a figure that increased around 15 percent since 2000. Sacramento City College and Sierra College also serve a large student population with respective fall term 2010 enrollments of approximately 25,000 and 20,000 students, both posting considerable gains in enrollment since 2000.

FIGURE 23
SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR PUBLIC INSTITUTIONS

<i>Type / Institution Name</i>	<i>2000</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>% Change 2000-2010</i>	<i>% Change 2005-2010</i>
University of California									
University of California, Davis	26,094	29,637	30,475	30,685	31,426	32,153	32,290	23.7%	9.0%
California State University									
California State University, Sacramento	25,714	27,932	28,529	28,829	29,011	29,241	27,033	5.1%	-3.2%
California State University, Chico*	15,912	15,919	16,250	17,034	17,132	16,934	15,989	0.5%	0.4%
California Community Colleges									
American River College	28,688	31,050	32,460	34,751	34,539	34,665	32,864	14.6%	5.8%
Cosumnes River College	16,826	11,542	12,180	13,228	14,009	15,275	14,560	-13.5%	26.1%
Folsom Lake College**	-	6,507	7,381	8,441	8,940	9,099	8,664	-	33.1%
Lake Tahoe Community College	3,113	3,459	3,290	3,327	3,442	3,295	2,988	-4.0%	-13.6%
Sacramento City College	21,186	22,107	22,991	24,991	25,930	26,923	24,633	16.3%	11.4%
Sierra College	17,656	18,981	19,373	20,187	21,448	21,274	20,312	15.0%	7.0%
Woodland Community College***	-	-	-	-	3,020	3,155	2,862	-	-
Yuba College***	11,011	9,234	9,516	10,445	8,418	8,250	7,390	-6.9%	11.0%
Total Institutions	166,200	176,368	182,445	191,918	197,315	200,264	189,585	14.1%	7.5%

Center for Strategic Economic Research, April 2012

Data Source: California Postsecondary Education Commission (CPEC)

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

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

**Folsom Lake College enrollment prior to 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 2010.

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 Carrington College, Heald College—Rancho Cordova, and Heald College—Roseville which posted about 184 percent, 129 percent, and 87 percent respective increases in enrollment.

FIGURE 24
SACRAMENTO REGION HIGHER
EDUCATION ENROLLMENT FOR SELECT
PRIVATE INSTITUTIONS

<i>Institution</i>	<i>Location</i>	<i>2004</i>	<i>2009</i>	<i>% Change 2004-2009</i>
Anthem College*	Sacramento	706	652	-7.6%
Carrington College**	Sacramento	542	1,537	183.6%
Heald College	Rancho Cordova	462	1,058	129.0%
Heald College	Roseville	555	1,039	87.2%
ITT Technical Institute	Rancho Cordova	655	731	11.6%
MTI College	Sacramento	744	555	-25.4%
William Jessup University	Rocklin	439	578	31.7%

Center for Strategic Economic Research, April 2012

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 2005 through 2008 and years
prior to 2004.

*Formerly called High Tech Institute

**Formerly called Western Career College

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

- Art Institute of California (Sacramento)
- Aviation & Electronic School of America (Colfax)
- Breining Institute (Orangevale)
- Bryan College (Gold River)
- Capital Bible College (Sacramento)
- Brandman University—formerly Chapman University (Roseville, Folsom, Yuba City)
- DeVry University (Sacramento)
- Drexel University Center for Graduate Studies (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—formerly Kitchen Academy (Sacramento)
- Lincoln Law School of Sacramento (Sacramento)
- Kaplan College (Sacramento)
- National University (Citrus Heights, Sacramento)

EDUCATION

- Northwestern California University School of Law (Sacramento)
- Professional School of Psychology (Sacramento)
- Rudolf Steiner College (Fair Oaks)
- Epic Bible College—formerly Trinity Life 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 Phoenix (Sacramento)
- University of San Francisco, Sacramento Regional Campus (Sacramento)
- University of Southern California, State Capital Center (Sacramento)
- Weimar College (Weimar)
- Western Seminary (Sacramento)
- WyoTech (West 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 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 four-year universities.

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 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 new 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 new program is the virtual office professional program that prepares students for careers in this burgeoning field. Sierra College sets itself apart in this area of education by

requiring significantly more units than other colleges in the nation and awarding a degree and a program certificate upon completion of the program. The College, in partnership with the City of Roseville and the Nevada County Economic Resource Council, developed and, as of 2009, offers a Photovoltaic Systems 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 80,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, and Folsom Lake College (and El Dorado Center in Placerville) and covers a service area of 2,400 square miles. In a recent election, voters in Los Rios’ service area approved a \$465 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 Business and Economic Development Center (BEDC) which offers services such as customized training, business consulting, and international trade development through the Training Source, the Small Business Development Center (SBDC), the Center for International Trade Development (CITD), and the Workplace Learning Resource Center. The Training Source is a division that provides custom-designed training in short workshops or semester classes to public and private sector clients either at their site or at The Training Source. Other services offered are marketing and business planning guidance for small business owners and program

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

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 large 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 over 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. Yuba College, the largest in the District, offers over 1,000 courses in 90 departments.

Lake Tahoe Community College District

Lake Tahoe Community College opened in 1975 and had an enrollment of approximately 3,000 students in the Fall term of 2010. 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 36 associate degrees and 20 certificates in areas such as business, culinary arts, environmental science, psychology, and political science. Lake Tahoe Community College also provides career education in over 20 fields including criminal justice, culinary arts, nursing, and hospitality, among others. Programs 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

EDUCATION

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; 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. Other major academic programs include business administration, criminal justice, communication studies, psychology, and computer science. The criminal justice program, according to Sacramento State, is the largest in this discipline west of the Mississippi.

In order to meet the needs of its growing student population, Sacramento State has completed several additions to its campus recently, including a continuing education building, a five-story classroom building, an Alumni Center, and expansion of the student union (housing various restaurants, shops, offices, and study areas). 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.

A \$500,000 grant funded development of the Division of Nursing's new first-rate teaching facility, Folsom Hall, which includes fully-equipped clinical simulation labs. A project halfway through the construction phase is the Science and Space Center which aims to promote studies in college-level math and science and will include a state-of-the-art planetarium.

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 30 research and service centers are associated with the University. In addition, through the College of Continuing Education, Sacramento State has focused on extension

and continuing education programs to accommodate the business community's changing needs. The continuing education programs include, but are not limited to, business; criminal justice and safety; education; health and human services; and science and technology. Additionally, Sacramento State created an Executive Master's of Business Administration (EMBA) program that is hosted at corporate locations throughout the Sacramento Region. PRIDE Industries in Roseville hosted the first cohort which began classes in September 2005.

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 16,000 students) that provides educational services to Placer County residents. Founded in 1887, the University is the second oldest California State University campus, known for its picturesque views, beautiful architecture, and 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 6th among master's-level public universities in the western U.S in its 2011 edition of "America's Best Colleges." Additionally, CSUC made *The Princeton Review's* "Best Business Schools" listing for the third consecutive year in 2010.

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), construction management, and criminal justice. CSUC has also been nurturing its academic programs and campus practices in sustainable development. The University currently offers over 100 "Green Courses," such as *Energy Alternatives in Agriculture* 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 20th century, the UC Davis campus has grown to 5,300 acres and about 32,000 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 \$678 million in research funding in 2009-2010, and was ranked 10th nationally in research funding of public universities. UC Davis was also recognized by *U.S. News & World Report*, which, in its 2012 report of "America's Best Colleges," ranked the University 9th overall among public research universities nationwide and 38th among public and private research universities.

UC Davis offers 102 undergraduate majors and 88 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 16 consecutive years. The full-time MBA program moved up 14 positions in the publication's 2012 rankings which was the greatest improvement of all schools ranked. UC Davis' Engineering program ranked in the top 20 of *U.S. News & World Report's* 2011 ranking of public engineering graduate schools. The School of Law also received recognition in academic excellence, ranking 23rd 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 new facilities in 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 July 2011, the University launched a \$17 million, 54,000-square-foot campus expansion plan that includes a dining room, 1,018-seat gymnasium, six classrooms, and 11 music practice rooms. The project is slated to be completed by the fall of 2012.

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, a Philadelphia-based college, offers programs leading to master's degrees in business administration, 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 Sacramento Center for Graduate Studies in downtown Sacramento. The Drexel LeBow College of Business part-time MBA program (the largest program offered at the Sacramento Center) was ranked number one among 30 programs ranked by *BusinessWeek* magazine's 2009 rankings of part-time MBA

EDUCATION

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, business—among the Campus' most popular programs, 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 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 10,000 students annually in 52 undergraduate, graduate, credential, and certificate programs in arts and sciences, business, education, and health, both offered online and through 26 campuses in California and Washington. Brandman's Sacramento Valley Region Campuses are located in Folsom, Roseville, and Yuba City.

The University of Southern California's State Capital Center for the School of Policy, Planning, and Development 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; public law & policy; or teaching of advocacy as well as a J.S.D in international water resources law. 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 the Heald Colleges (a division of Corinthian Colleges, Inc.), ITT Technical Institute, MTI College, DeVry University, and Carrington College (formerly Western Career College). Universal Technical Institute (UTI), a vocational technical school providing diploma or certificate level programs in automotive technology, recently chose the Sacramento Region as its newest location. Le Cordon Bleu College of Culinary Arts (formerly Kitchen Academy) 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

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 13,000 jobs to nearly 125,000 total jobs in 2010 (nearly 15 percent of all jobs in the Sacramento Region), as shown in Figure 25. This growth of 12 percent exceeds 2000 to 2010 growth in all comparison areas. 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.

At approximately 88 percent, the greatest employment increase from 2000 to 2010 was seen in Placer County's Educational & Health Services sector which has almost 18,000 jobs. This sector also posted the highest employment growth rates in the comparative regions: around 39 percent in the Sacramento Region, 21 percent in the Bay Area, and 27 percent in California.

Financial Activities posted the second-highest growth rate in Placer County at around 43 percent in the ten-year time period. The Leisure & Hospitality sector, posting the County's third-highest growth rate, increased about 31 percent in Placer County, but saw a much lower rate in the Sacramento Region (14 percent), the Bay Area (7 percent), and California (12 percent).

BUSINESS CLIMATE

FIGURE 25
EMPLOYMENT BY INDUSTRY

Industry Sector	2000	2005	2006	2007	2008	2009	2010	% Change 2000-2010	% Change 2005-2010
Placer County									
Total, All Industries	111,500	137,300	140,100	140,400	136,900	126,300	124,900	12.0%	-9.0%
Agriculture	400	600	400	300	400	300	300	-25.0%	-50.0%
Mining and Logging	100	100	100	100	100	100	100	0.0%	0.0%
Construction	11,900	16,800	16,100	14,700	12,300	9,200	8,400	-29.4%	-50.0%
Manufacturing	11,300	9,200	8,900	8,500	7,900	7,000	6,700	-40.7%	-27.2%
Trade, Transportation and Utilities	20,600	26,400	28,500	29,200	27,900	26,000	25,700	24.8%	-2.7%
Information	2,500	2,700	2,900	2,600	2,400	2,500	2,400	-4.0%	-11.1%
Financial Activities	6,700	11,000	11,500	11,300	10,600	10,000	9,600	43.3%	-12.7%
Professional and Business Services	12,500	14,600	14,600	14,300	14,600	12,800	12,800	2.4%	-12.3%
Educational and Health Services	9,500	13,600	13,900	15,800	16,700	17,100	17,900	88.4%	31.6%
Leisure and Hospitality	13,700	18,100	18,700	19,100	19,300	18,000	17,900	30.7%	-1.1%
Other Services	4,700	4,200	4,200	4,500	4,700	4,700	4,600	-2.1%	9.5%
Government	17,700	20,000	20,300	20,000	19,900	18,700	18,400	4.0%	-8.0%
Sacramento Region									
Total, All Industries	849,100	932,500	952,300	957,400	934,800	882,100	856,900	0.9%	-8.1%
Agriculture	15,000	12,200	12,000	12,600	12,600	12,700	12,800	-14.7%	4.9%
Mining and Logging	1,200	900	900	1,000	1,100	700	700	-41.7%	-22.2%
Construction	55,100	75,800	73,300	69,300	58,200	45,000	39,700	-27.9%	-47.6%
Manufacturing	50,800	45,600	45,200	43,400	41,000	36,400	34,900	-31.3%	-23.5%
Trade, Transportation and Utilities	146,000	157,000	162,200	162,000	155,000	142,700	140,200	-4.0%	-10.7%
Information	19,000	20,300	20,400	20,500	19,700	18,800	17,600	-7.4%	-13.3%
Financial Activities	53,500	64,700	65,800	63,000	58,600	54,300	49,800	-6.9%	-23.0%
Professional and Business Services	110,800	111,800	115,800	115,400	113,100	103,700	104,500	-5.7%	-6.5%
Educational and Health Services	75,000	93,700	97,900	102,800	105,600	105,700	104,500	39.3%	11.5%
Leisure and Hospitality	73,500	85,500	88,900	90,200	89,600	85,500	83,600	13.7%	-2.2%
Other Services	27,900	29,700	29,500	30,200	30,700	29,900	29,100	4.3%	-2.0%
Government	221,600	235,400	240,300	246,900	249,800	246,500	239,600	8.1%	1.8%
Bay Area									
Total, All Industries	3,186,800	2,857,800	2,910,700	2,959,400	2,952,100	2,779,200	2,745,100	-13.9%	-3.9%
Agriculture	13,600	10,600	10,500	10,900	10,200	9,500	9,200	-32.4%	-13.2%
Mining and Logging	3,000	1,500	1,700	1,700	1,700	1,600	1,600	-46.7%	6.7%
Construction	161,300	158,600	163,200	164,300	153,400	123,000	111,900	-30.6%	-29.4%
Manufacturing	430,500	303,100	303,000	304,600	303,200	276,700	269,100	-37.5%	-11.2%
Trade, Transportation and Utilities	555,900	491,100	496,600	501,600	491,100	455,300	446,700	-19.6%	-9.0%
Information	149,700	106,800	106,600	108,100	110,900	106,500	106,300	-29.0%	-0.5%
Financial Activities	183,700	189,700	189,300	183,900	173,800	159,100	156,000	-15.1%	-17.8%
Professional and Business Services	623,300	499,600	518,800	540,400	551,400	508,400	509,300	-18.3%	1.9%
Educational and Health Services	296,500	319,000	328,600	337,000	348,600	355,200	359,400	21.2%	12.7%
Leisure and Hospitality	263,000	271,900	280,700	289,100	294,000	282,200	282,200	7.3%	3.8%
Other Services	99,900	97,100	98,000	99,900	100,900	97,200	97,800	-2.1%	0.7%
Government	406,400	408,900	413,800	418,100	413,300	404,700	396,100	-2.5%	-3.1%
California									
Total, All Industries	14,896,700	15,179,500	15,435,500	15,557,200	15,370,800	14,456,500	14,278,000	-4.2%	-5.9%
Agriculture	408,500	378,200	375,200	383,700	389,300	371,800	381,600	-6.6%	0.9%
Mining and Logging	26,500	23,600	25,100	26,700	28,700	26,100	26,800	1.1%	13.6%
Construction	733,400	905,300	933,700	892,600	787,700	623,100	559,800	-23.7%	-38.2%
Manufacturing	1,852,700	1,502,600	1,488,000	1,464,400	1,425,300	1,281,900	1,242,400	-32.9%	-17.3%
Trade, Transportation and Utilities	2,727,900	2,822,100	2,878,600	2,912,800	2,849,000	2,642,300	2,616,900	-4.1%	-7.3%
Information	576,700	473,600	466,000	470,800	475,500	440,400	429,000	-25.6%	-9.4%
Financial Activities	800,800	920,300	927,800	896,600	841,800	783,000	759,800	-5.1%	-17.4%
Professional and Business Services	2,222,600	2,160,700	2,242,500	2,264,800	2,236,600	2,059,200	2,069,400	-6.9%	-4.2%
Educational and Health Services	1,407,100	1,593,400	1,621,400	1,678,200	1,733,200	1,760,000	1,786,900	27.0%	12.1%
Leisure and Hospitality	1,335,600	1,475,200	1,519,000	1,560,400	1,572,600	1,503,100	1,493,700	11.8%	1.3%
Other Services	487,700	505,500	507,100	512,200	511,300	486,100	484,700	-0.6%	-4.1%
Government	2,318,100	2,420,200	2,452,300	2,494,600	2,518,900	2,479,600	2,427,100	4.7%	0.3%

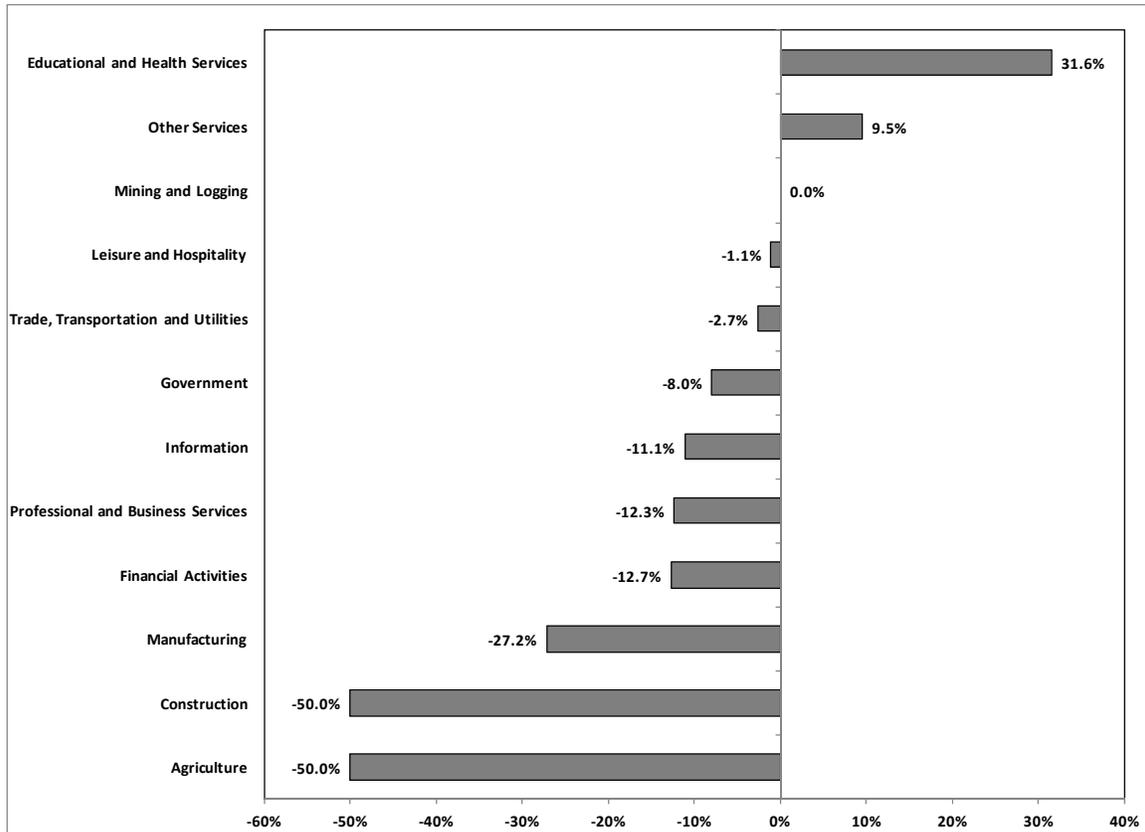
Center for Strategic Economic Research, April 2012

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 (nearly 32 percent) and Other Services (about 10 percent). Except for Mining & Logging, which remained stable, all remaining sectors experienced declines in the 2005 to 2010 time period.

FIGURE 26
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR
FROM 2005 TO 2010



Center for Strategic Economic Research, April 2012

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 almost 43 percent by 2020 to a total of around 178,000 jobs. The other comparison areas are projected to have much lower growth rates in this time period with the Sacramento Region forecasted at around 26 percent growth and the Bay Area and California at about 21 percent and 22 percent growth, respectively.

These employment projections show that the strongest growth through 2020 in Placer County will be in the Construction; Trade, Transportation & Utilities; and Leisure & Hospitality sectors (about 86 percent, 51 percent, and 51 percent, respectively). Similar to Placer County, the Trade, Transportation & Utilities sector is projected to be in the comparison areas' top three performing sectors. Construction will also be one of the Sacramento Region's top sectors; however Financial Activities rather than Leisure & Hospitality will round out its top three. In addition to Trade, Transportation & Utilities, the Bay Area and California will see their strongest growth in the Financial Activities and Professional & Business Services sectors. By 2020, employment in all sectors in Placer County and most sectors in the comparison areas are projected to see positive growth.

BUSINESS CLIMATE

FIGURE 27
EMPLOYMENT PROJECTIONS BY INDUSTRY

<i>Area/Industry</i>	<i>2010</i>	<i>2015</i>	<i>2020</i>	<i>% Change 2010-2020</i>	<i>% Change 2010-2015</i>
Placer County					
Total, All Industries	124,900	156,873	178,429	42.9%	25.6%
Agriculture	300	373	318	6.1%	24.2%
Construction	8,400	13,335	15,645	86.3%	58.8%
Manufacturing	6,700	8,000	8,000	19.4%	19.4%
Trade, Transportation and Utilities	25,700	33,864	38,802	51.0%	31.8%
Information	2,400	2,813	3,329	38.7%	17.2%
Financial Activities	9,600	12,397	14,362	49.6%	29.1%
Professional and Business Services	12,800	15,467	16,533	29.2%	20.8%
Educational and Health Services	17,900	21,829	24,776	38.4%	22.0%
Leisure and Hospitality	17,900	22,754	27,002	50.8%	27.1%
Government	18,400	19,557	20,818	13.1%	6.3%
Sacramento Region					
Total, All Industries	856,900	999,035	1,082,022	26.3%	16.6%
Agriculture	12,800	13,143	13,064	2.1%	2.7%
Construction	39,700	63,940	65,887	66.0%	61.1%
Manufacturing	34,900	38,817	39,296	12.6%	11.2%
Trade, Transportation and Utilities	140,200	172,810	193,609	38.1%	23.3%
Information	17,600	19,649	21,789	23.8%	11.6%
Financial Activities	49,800	62,886	69,702	40.0%	26.3%
Professional and Business Services	104,500	122,966	129,675	24.1%	17.7%
Educational and Health Services	104,500	119,728	130,788	25.2%	14.6%
Leisure and Hospitality	83,600	98,698	110,762	32.5%	18.1%
Government	239,600	248,518	260,191	8.6%	3.7%
Bay Area					
Total, All Industries	2,745,100	3,090,204	3,319,372	20.9%	12.6%
Agriculture	9,200	9,070	8,949	-2.7%	-1.4%
Construction	111,900	128,209	136,994	22.4%	14.6%
Manufacturing	269,100	281,145	281,606	4.6%	4.5%
Trade, Transportation and Utilities	446,700	526,828	580,912	30.0%	17.9%
Information	106,300	115,677	124,982	17.6%	8.8%
Financial Activities	156,000	191,278	211,586	35.6%	22.6%
Professional and Business Services	509,300	652,325	725,358	42.4%	28.1%
Educational and Health Services	359,400	381,736	400,723	11.5%	6.2%
Leisure and Hospitality	282,200	311,468	338,640	20.0%	10.4%
Government	396,100	411,013	427,708	8.0%	3.8%
California					
Total, All Industries	14,278,000	16,197,000	17,401,000	21.9%	13.4%
Agriculture	381,600	388,593	378,603	-0.8%	1.8%
Construction	559,800	597,786	688,754	23.0%	6.8%
Manufacturing	1,242,400	1,367,440	1,363,439	9.7%	10.1%
Trade, Transportation and Utilities	2,616,900	3,148,880	3,428,869	31.0%	20.3%
Information	429,000	472,464	497,866	16.1%	10.1%
Financial Activities	759,800	940,477	1,022,737	34.6%	23.8%
Professional and Business Services	2,069,400	2,585,544	2,764,024	33.6%	24.9%
Educational and Health Services	1,786,900	1,985,889	2,152,880	20.5%	11.1%
Leisure and Hospitality	1,493,700	1,710,656	1,884,621	26.2%	14.5%
Government	2,427,100	2,461,101	2,599,107	7.1%	1.4%

Center for Strategic Economic Research, April 2012

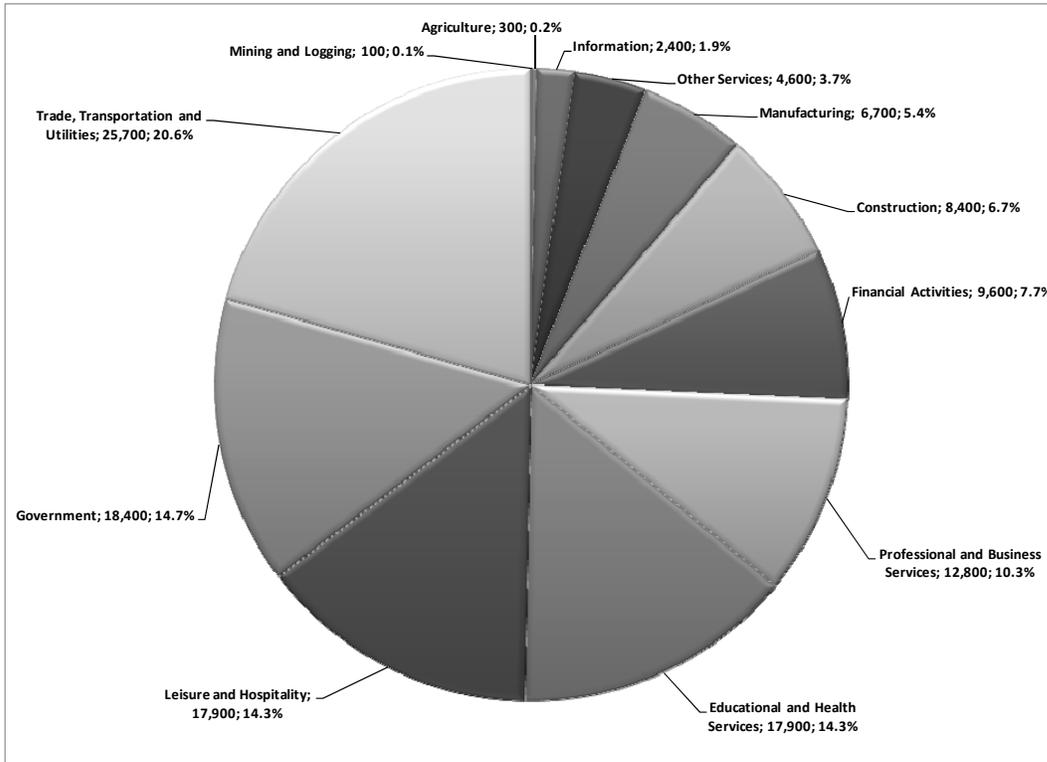
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2011 Long-Term Socio-Economic Forecasts by County

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

BUSINESS CLIMATE

The largest proportions of total jobs in Placer County in 2010, shown in Figure 28, are in Trade, Transportation, & Utilities (around 21 percent with 26,000 jobs); Government (nearly 15 percent with about 18,000 jobs); and Leisure & Hospitality (approximately 14 percent with 18,000 jobs). These industries combined make up almost half of Placer County’s economy.

FIGURE 28
INDUSTRY COMPOSITION IN PLACER COUNTY IN 2010



Center for Strategic Economic Research, April 2012

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, Placer County’s industry composition varies from the comparative areas in that Leisure & Hospitality is one of the top three largest sectors in its economy, due to various resorts and accommodations in the High Country area and the increased number of food services establishments that have been emerging throughout the County to meet demand of the growing population. All areas have Trade, Transportation, & Utilities and Government as one of their largest sectors in 2010, but Professional & Business Services rounds out the comparison areas’ top three (Educational & Health Services is tied for third-largest with Professional & Business Services in the Sacramento Region).

The Educational & Health Services sector experienced the greatest positive shift in composition in all comparative areas from 2000 to 2010—Placer County with nearly 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, Manufacturing

BUSINESS CLIMATE

experienced the greatest negative shift in all four areas, ranging between around -2 and -5 percentage points.

FIGURE 29
INDUSTRY COMPOSITION

<i>Industry Sector</i>	<i>2000</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>Shift 2000-2010</i>	<i>Shift 2005-2010</i>
Placer County									
Agriculture	0.4%	0.4%	0.3%	0.2%	0.3%	0.2%	0.2%	-0.1%	-0.2%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	10.7%	12.2%	11.5%	10.5%	9.0%	7.3%	6.7%	-3.9%	-5.5%
Manufacturing	10.1%	6.7%	6.4%	6.1%	5.8%	5.5%	5.4%	-4.8%	-1.3%
Trade, Transportation and Utilities	18.5%	19.2%	20.3%	20.8%	20.4%	20.6%	20.6%	2.1%	1.4%
Information	2.2%	2.0%	2.1%	1.9%	1.8%	2.0%	1.9%	-0.3%	0.0%
Financial Activities	6.0%	8.0%	8.2%	8.0%	7.7%	7.9%	7.7%	1.7%	-0.3%
Professional and Business Services	11.2%	10.6%	10.4%	10.2%	10.7%	10.1%	10.3%	-0.9%	-0.4%
Educational and Health Services	8.5%	9.9%	9.9%	11.3%	12.2%	13.5%	14.3%	5.8%	4.4%
Leisure and Hospitality	12.3%	13.2%	13.3%	13.6%	14.1%	14.2%	14.3%	2.1%	1.2%
Other Services	4.2%	3.1%	3.0%	3.2%	3.4%	3.7%	3.7%	-0.5%	0.6%
Government	15.9%	14.6%	14.5%	14.2%	14.5%	14.8%	14.7%	-1.1%	0.2%
Sacramento Region									
Agriculture	1.8%	1.3%	1.3%	1.3%	1.3%	1.4%	1.5%	-0.3%	0.2%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	0.0%
Construction	6.5%	8.1%	7.7%	7.2%	6.2%	5.1%	4.6%	-1.9%	-3.5%
Manufacturing	6.0%	4.9%	4.7%	4.5%	4.4%	4.1%	4.1%	-1.9%	-0.8%
Trade, Transportation and Utilities	17.2%	16.8%	17.0%	16.9%	16.6%	16.2%	16.4%	-0.8%	-0.5%
Information	2.2%	2.2%	2.1%	2.1%	2.1%	2.1%	2.1%	-0.2%	-0.1%
Financial Activities	6.3%	6.9%	6.9%	6.6%	6.3%	6.2%	5.8%	-0.5%	-1.1%
Professional and Business Services	13.0%	12.0%	12.2%	12.1%	12.1%	11.8%	12.2%	-0.9%	0.2%
Educational and Health Services	8.8%	10.0%	10.3%	10.7%	11.3%	12.0%	12.2%	3.4%	2.1%
Leisure and Hospitality	8.7%	9.2%	9.3%	9.4%	9.6%	9.7%	9.8%	1.1%	0.6%
Other Services	3.3%	3.2%	3.1%	3.2%	3.3%	3.4%	3.4%	0.1%	0.2%
Government	26.1%	25.2%	25.2%	25.8%	26.7%	28.0%	28.0%	1.9%	2.7%
Bay Area									
Agriculture	0.4%	0.4%	0.4%	0.4%	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	5.1%	5.5%	5.6%	5.6%	5.2%	4.4%	4.1%	-1.0%	-1.5%
Manufacturing	13.5%	10.6%	10.4%	10.3%	10.3%	10.0%	9.8%	-3.7%	-0.8%
Trade, Transportation and Utilities	17.4%	17.2%	17.1%	16.9%	16.6%	16.4%	16.3%	-1.2%	-0.9%
Information	4.7%	3.7%	3.7%	3.7%	3.8%	3.8%	3.9%	-0.8%	0.1%
Financial Activities	5.8%	6.6%	6.5%	6.2%	5.9%	5.7%	5.7%	-0.1%	-1.0%
Professional and Business Services	19.6%	17.5%	17.8%	18.3%	18.7%	18.3%	18.5%	-1.0%	1.1%
Educational and Health Services	9.3%	11.2%	11.3%	11.4%	11.8%	12.8%	13.1%	3.8%	1.9%
Leisure and Hospitality	8.3%	9.5%	9.6%	9.8%	10.0%	10.2%	10.3%	2.0%	0.8%
Other Services	3.1%	3.4%	3.4%	3.4%	3.4%	3.5%	3.6%	0.4%	0.2%
Government	12.8%	14.3%	14.2%	14.1%	14.0%	14.6%	14.4%	1.7%	0.1%
California									
Agriculture	2.7%	2.5%	2.4%	2.5%	2.5%	2.6%	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	4.9%	6.0%	6.0%	5.7%	5.1%	4.3%	3.9%	-1.0%	-2.0%
Manufacturing	12.4%	9.9%	9.6%	9.4%	9.3%	8.9%	8.7%	-3.7%	-1.2%
Trade, Transportation and Utilities	18.3%	18.6%	18.6%	18.7%	18.5%	18.3%	18.3%	0.0%	-0.3%
Information	3.9%	3.1%	3.0%	3.0%	3.1%	3.0%	3.0%	-0.9%	-0.1%
Financial Activities	5.4%	6.1%	6.0%	5.8%	5.5%	5.4%	5.3%	-0.1%	-0.7%
Professional and Business Services	14.9%	14.2%	14.5%	14.6%	14.6%	14.2%	14.5%	-0.4%	0.3%
Educational and Health Services	9.4%	10.5%	10.5%	10.8%	11.3%	12.2%	12.5%	3.1%	2.0%
Leisure and Hospitality	9.0%	9.7%	9.8%	10.0%	10.2%	10.4%	10.5%	1.5%	0.7%
Other Services	3.3%	3.3%	3.3%	3.3%	3.3%	3.4%	3.4%	0.1%	0.1%
Government	15.6%	15.9%	15.9%	16.0%	16.4%	17.2%	17.0%	1.4%	1.1%

Center for Strategic Economic Research, April 2012

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 2020, the highest proportion of employment in Placer County will be in Trade, Transportation, & Utilities (about 22 percent); Leisure & Hospitality (around 15 percent); and Educational & Health Services (almost 14 percent). Government; Trade, Transportation, & Utilities; and Educational & Health Services are projected to comprise the largest proportions of the Sacramento Region economy in 2020. The former two are also forecast to be one of the three largest sectors in the Bay Area and California; however, Professional & Business Services rounds out these areas' top three sectors. The Construction sector is projected to experience the greatest shift in composition in Placer County by 2020 (2 percentage points). The Sacramento Region's Trade, Transportation & Utilities and Construction sectors are projected to see the greatest composition shift (1.5 percentage points each), while the Professional & Business Services sector is projected to experience the greatest composition shift in the Bay Area (over 3 percentage points) and California (around 1 percentage point). Placer County's Government sector is projected to experience the greatest decrease in proportion of total employment (approximately -3 percentage points between 2010 and 2020). The Government sector in the comparison areas is also forecast to see the greatest negative shift in employment composition (ranging between around -2 and -4 percentage points).

BUSINESS CLIMATE

FIGURE 30
INDUSTRY COMPOSITION PROJECTIONS

Area/Industry				Shift	Shift
	2010	2015	2020	2010-2020	2010-2015
Placer County					
Agriculture	0.2%	0.2%	0.2%	-0.1%	0.0%
Construction	6.7%	8.5%	8.8%	2.0%	1.8%
Manufacturing	5.4%	5.1%	4.5%	-0.9%	-0.3%
Trade, Transportation and Utilities	20.6%	21.6%	21.7%	1.2%	1.0%
Information	1.9%	1.8%	1.9%	-0.1%	-0.1%
Financial Activities	7.7%	7.9%	8.0%	0.4%	0.2%
Professional and Business Services	10.2%	9.9%	9.3%	-1.0%	-0.4%
Educational and Health Services	14.3%	13.9%	13.9%	-0.4%	-0.4%
Leisure and Hospitality	14.3%	14.5%	15.1%	0.8%	0.2%
Government	14.7%	12.5%	11.7%	-3.1%	-2.3%
Sacramento Region					
Agriculture	1.5%	1.3%	1.2%	-0.3%	-0.2%
Construction	4.6%	6.4%	6.1%	1.5%	1.8%
Manufacturing	4.1%	3.9%	3.6%	-0.4%	-0.2%
Trade, Transportation and Utilities	16.4%	17.3%	17.9%	1.5%	0.9%
Information	2.1%	2.0%	2.0%	0.0%	-0.1%
Financial Activities	5.8%	6.3%	6.4%	0.6%	0.5%
Professional and Business Services	12.2%	12.3%	12.0%	-0.2%	0.1%
Educational and Health Services	12.2%	12.0%	12.1%	-0.1%	-0.2%
Leisure and Hospitality	9.8%	9.9%	10.2%	0.5%	0.1%
Government	28.0%	24.9%	24.0%	-3.9%	-3.1%
Bay Area					
Agriculture	0.3%	0.3%	0.3%	-0.1%	0.0%
Construction	4.1%	4.1%	4.1%	0.1%	0.1%
Manufacturing	9.8%	9.1%	8.5%	-1.3%	-0.7%
Trade, Transportation and Utilities	16.3%	17.0%	17.5%	1.2%	0.8%
Information	3.9%	3.7%	3.8%	-0.1%	-0.1%
Financial Activities	5.7%	6.2%	6.4%	0.7%	0.5%
Professional and Business Services	18.6%	21.1%	21.9%	3.3%	2.6%
Educational and Health Services	13.1%	12.4%	12.1%	-1.0%	-0.7%
Leisure and Hospitality	10.3%	10.1%	10.2%	-0.1%	-0.2%
Government	14.4%	13.3%	12.9%	-1.5%	-1.1%
California					
Agriculture	2.7%	2.4%	2.2%	-0.5%	-0.3%
Construction	3.9%	3.7%	4.0%	0.0%	-0.2%
Manufacturing	8.7%	8.4%	7.8%	-0.9%	-0.3%
Trade, Transportation and Utilities	18.3%	19.4%	19.7%	1.4%	1.1%
Information	3.0%	2.9%	2.9%	-0.1%	-0.1%
Financial Activities	5.3%	5.8%	5.9%	0.6%	0.5%
Professional and Business Services	14.5%	16.0%	15.9%	1.4%	1.5%
Educational and Health Services	12.5%	12.3%	12.4%	-0.1%	-0.3%
Leisure and Hospitality	10.5%	10.6%	10.8%	0.4%	0.1%
Government	17.0%	15.2%	14.9%	-2.1%	-1.8%

Center for Strategic Economic Research, April 2012

Data Sources: California Employment Development Department, Annual Average

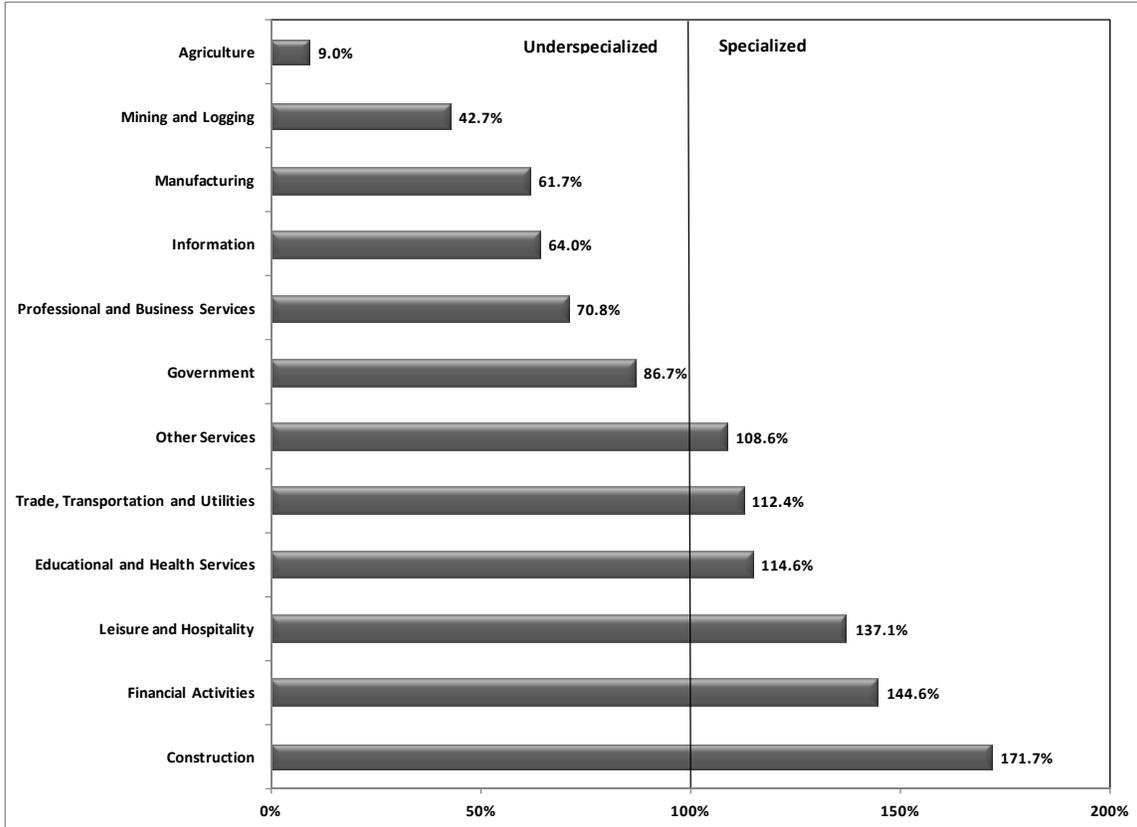
Employment by Industry Data and California Department of
Transportation, 2011 Long-Term Socio-Economic Forecasts by County

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 2010



Center for Strategic Economic Research, April 2012

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 (2000 to 2010), four sectors in Placer County showed notable 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**

<i>Industry Sector</i>	<i>2000</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>% Change 2000-2010</i>	<i>% Change 2005-2010</i>
Agriculture	13.1%	17.5%	11.7%	8.7%	11.5%	9.2%	9.0%	-31.2%	-48.7%
Mining and Logging	50.4%	46.8%	43.9%	41.5%	39.1%	43.8%	42.7%	-15.3%	-8.9%
Construction	216.6%	205.2%	190.0%	182.5%	175.4%	168.9%	171.7%	-20.7%	-16.3%
Manufacturing	81.4%	67.7%	65.9%	64.3%	62.3%	62.5%	61.7%	-24.2%	-8.9%
Trade, Transportation and Utilities	100.8%	103.4%	109.1%	111.1%	110.0%	112.5%	112.4%	11.5%	8.6%
Information	57.9%	63.0%	68.6%	61.2%	56.7%	64.9%	64.0%	10.6%	1.5%
Financial Activities	111.7%	132.2%	136.6%	139.7%	141.5%	146.1%	144.6%	29.4%	9.4%
Professional and Business Services	75.1%	74.7%	71.7%	70.0%	73.3%	71.1%	70.8%	-5.7%	-5.3%
Educational and Health Services	90.1%	94.4%	94.5%	104.3%	108.3%	111.1%	114.6%	27.2%	21.4%
Leisure and Hospitality	136.9%	135.7%	135.6%	135.6%	137.9%	137.0%	137.1%	0.1%	1.1%
Other Services	128.6%	91.9%	91.3%	97.4%	103.3%	110.6%	108.6%	-15.6%	18.2%
Government	101.9%	91.4%	91.2%	88.8%	88.8%	86.3%	86.7%	-14.9%	-5.1%

Center for Strategic Economic Research, April 2012

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 2020, as shown in Figure 33, it is projected that Placer County will increase its specialization in three sectors: Construction; Information; and Leisure & Hospitality. The other seven major sectors are forecast to see a decline in their level of specialization with Trade, Transportation, & Utilities; Financial Activities; and Educational & Health Services remaining specialized.

**FIGURE 33
PLACER COUNTY INDUSTRY SPECIALIZATION
PROJECTIONS**

<i>Area/Industry</i>	<i>2010</i>	<i>2015</i>	<i>2020</i>	<i>% Change 2010-2020</i>	<i>% Change 2010-2015</i>
Agriculture	9.0%	9.9%	8.2%	-8.8%	10.2%
Construction	171.5%	230.3%	221.5%	29.1%	34.3%
Manufacturing	61.6%	60.4%	57.2%	-7.2%	-2.0%
Trade, Transportation and Utilities	112.3%	111.0%	110.4%	-1.7%	-1.1%
Information	64.0%	61.5%	65.2%	2.0%	-3.9%
Financial Activities	144.4%	136.1%	137.0%	-5.2%	-5.8%
Professional and Business Services	70.7%	61.8%	58.3%	-17.5%	-12.7%
Educational and Health Services	114.5%	113.5%	112.2%	-2.0%	-0.9%
Leisure and Hospitality	137.0%	137.3%	139.7%	2.0%	0.3%
Government	86.7%	82.0%	78.1%	-9.9%	-5.3%

Center for Strategic Economic Research, April 2012

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.

Figure 34 shows that, in 2010, there were nearly 10,600 business establishments in Placer County—a number which has increased around 10 percent since 2005 and is around 13 percent of total establishments in the Sacramento Region. Placer County’s establishment growth is higher than California, but lower than the Sacramento Region and the Bay Area. In all comparison areas, establishments in the Other Services sector experienced the greatest percentage increase from 2005 to 2010 ranging from around 23 percent to 37 percent. The second-highest percent growth of establishments in this time period was seen in the Educational & Health Services sector in Placer County, the Sacramento Region, and California and the Leisure & Hospitality sector in the Bay Area. Placer County’s and the Bay Area’s Mining establishments experienced the greatest percentage decrease of all establishments in this five-year period while the Sacramento Region and California saw Manufacturing sector establishments with the highest negative growth rates.

BUSINESS CLIMATE

FIGURE 34
ESTABLISHMENTS BY INDUSTRY

Area / Industry	2005	2006	2007	2008	2009	2010	% Change 2005-2010
Placer County							
Total All Industries	9,578	10,388	10,421	10,782	10,691	10,572	10.4%
Agriculture	60	60	55	61	57	55	-8.3%
Mining	8	8	5	6	5	6	-25.0%
Construction	1,439	1,536	1,502	1,417	1,334	1,240	-13.8%
Manufacturing	303	304	294	292	273	264	-12.9%
Trade, Transportation and Utilities	1,506	1,576	1,591	1,566	1,519	1,486	-1.3%
Information	145	153	142	124	120	125	-13.8%
Financial Activities	1,128	1,280	1,288	1,238	1,191	1,123	-0.4%
Professional and Business Services	1,481	1,714	1,685	1,671	1,637	1,640	10.7%
Educational and Health Services	916	984	985	996	1,019	1,051	14.7%
Leisure and Hospitality	802	858	851	887	883	874	9.0%
Other Services	1,518	1,643	1,682	1,836	2,077	2,025	33.4%
Government	267	270	276	279	273	275	3.0%
Sacramento Region							
Total All Industries	70,797	75,213	76,423	79,608	79,525	78,822	11.3%
Agriculture	1,353	1,329	1,292	1,266	1,244	1,224	-9.5%
Mining	57	57	56	51	54	54	-5.3%
Construction	5,593	5,991	5,884	5,635	5,330	4,915	-12.1%
Manufacturing	1,728	1,707	1,650	1,629	1,539	1,471	-14.9%
Trade, Transportation and Utilities	8,742	9,113	8,990	8,488	8,276	8,370	-4.3%
Information	699	740	711	682	664	656	-6.2%
Financial Activities	5,403	5,892	5,873	5,608	5,405	5,108	-5.5%
Professional and Business Services	8,050	8,816	8,733	8,640	8,563	8,575	6.5%
Educational and Health Services	5,160	5,341	5,390	5,338	5,427	5,547	7.5%
Leisure and Hospitality	4,348	4,629	4,656	4,696	4,667	4,596	5.7%
Other Services	22,523	24,419	25,428	27,436	28,807	28,695	27.4%
Government	7,120	7,176	7,267	7,277	7,385	7,518	5.6%
Bay Area							
Total All Industries	203,954	212,751	213,642	229,234	230,642	233,138	14.3%
Agriculture	611	591	637	427	425	689	12.8%
Mining	52	51	47	30	29	39	-25.0%
Construction	13,097	13,617	13,465	13,139	12,710	12,045	-8.0%
Manufacturing	7,864	7,648	7,294	7,106	6,940	6,794	-13.6%
Trade, Transportation and Utilities	28,921	29,776	29,203	26,518	26,950	27,499	-4.9%
Information	3,487	3,529	3,418	3,368	3,368	3,391	-2.8%
Financial Activities	17,716	18,646	18,392	17,758	17,138	16,527	-6.7%
Professional and Business Services	33,836	36,061	35,570	35,303	35,372	34,956	3.3%
Educational and Health Services	17,961	18,646	18,621	18,670	18,884	19,341	7.7%
Leisure and Hospitality	15,127	15,782	15,768	15,871	16,046	16,302	7.8%
Other Services	60,841	64,097	65,782	76,248	81,399	83,625	37.4%
Government	4,065	4,045	4,029	4,174	4,180	4,255	4.7%
California							
Total All Industries	1,221,898	1,265,069	1,292,147	1,325,219	1,337,867	1,333,615	9.1%
Agriculture	19,156	18,776	18,084	17,670	17,344	17,010	-11.2%
Mining	781	793	759	740	748	745	-4.6%
Construction	73,338	78,567	77,942	76,105	73,056	68,479	-6.6%
Manufacturing	47,042	46,428	44,639	43,710	42,685	41,425	-11.9%
Trade, Transportation and Utilities	176,930	187,729	185,131	181,592	177,794	175,045	-1.1%
Information	19,209	20,060	19,400	19,152	19,246	18,761	-2.3%
Financial Activities	89,331	96,921	95,848	92,138	88,610	84,919	-4.9%
Professional and Business Services	152,523	167,345	165,473	163,938	164,108	162,021	6.2%
Educational and Health Services	93,827	97,719	97,652	98,237	99,849	101,146	7.8%
Leisure and Hospitality	81,494	85,607	85,567	85,782	86,474	86,385	6.0%
Other Services	391,799	415,073	428,226	455,019	479,639	482,363	23.1%
Government	30,735	30,972	31,501	31,743	31,863	33,861	10.2%

Center for Strategic Economic Research, April 2012

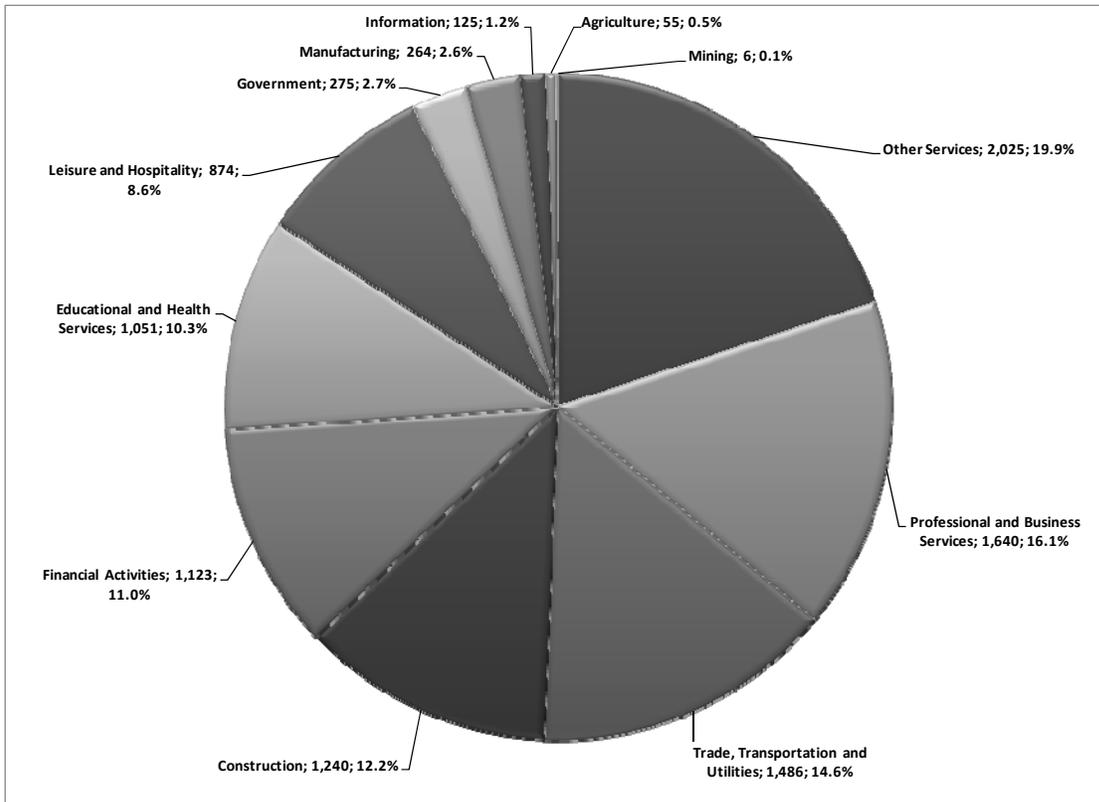
Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

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 1,500 and 2,000 establishments and account for about 15 to 20 percent of the County's total number of establishments. Combined, these sectors make up about half of the establishments in Placer County.

FIGURE 35
INDUSTRY COMPOSITION IN PLACER COUNTY BY
ESTABLISHMENTS IN 2010



Center for Strategic Economic Research, April 2012

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 3 and 6 percentage points from 2005 to 2010. Trade, Transportation, & Utilities had the highest decreases in composition (between around -1 and -3 percentage points) in all areas except Placer County where Construction establishment composition shifted more than -3 percentage points from 2005 to 2010.

BUSINESS CLIMATE

FIGURE 36
INDUSTRY COMPOSITION BY ESTABLISHMENTS

Area / Industry							Shift
	2005	2006	2007	2008	2009	2010	2005-2010
Placer County							
Agriculture	0.6%	0.6%	0.5%	0.6%	0.5%	0.5%	-0.1%
Mining	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%
Construction	15.0%	14.8%	14.4%	13.1%	12.5%	11.7%	-3.3%
Manufacturing	3.2%	2.9%	2.8%	2.7%	2.6%	2.5%	-0.7%
Trade, Transportation and Utilities	15.7%	15.2%	15.3%	14.5%	14.2%	14.1%	-1.7%
Information	1.5%	1.5%	1.4%	1.2%	1.1%	1.2%	-0.3%
Financial Activities	11.8%	12.3%	12.4%	11.5%	11.1%	10.6%	-1.2%
Professional and Business Services	15.5%	16.5%	16.2%	15.5%	15.3%	15.5%	0.1%
Educational and Health Services	9.6%	9.5%	9.5%	9.2%	9.5%	9.9%	0.4%
Leisure and Hospitality	8.4%	8.3%	8.2%	8.2%	8.3%	8.3%	-0.1%
Other Services	15.8%	15.8%	16.1%	17.0%	19.4%	19.2%	3.3%
Government	2.8%	2.6%	2.6%	2.6%	2.6%	2.6%	-0.2%
Sacramento Region							
Agriculture	1.9%	1.8%	1.7%	1.6%	1.6%	1.6%	-0.4%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	7.9%	8.0%	7.7%	7.1%	6.7%	6.2%	-1.7%
Manufacturing	2.4%	2.3%	2.2%	2.0%	1.9%	1.9%	-0.6%
Trade, Transportation and Utilities	12.3%	12.1%	11.8%	10.7%	10.4%	10.6%	-1.7%
Information	1.0%	1.0%	0.9%	0.9%	0.8%	0.8%	-0.2%
Financial Activities	7.6%	7.8%	7.7%	7.0%	6.8%	6.5%	-1.2%
Professional and Business Services	11.4%	11.7%	11.4%	10.9%	10.8%	10.9%	-0.5%
Educational and Health Services	7.3%	7.1%	7.1%	6.7%	6.8%	7.0%	-0.3%
Leisure and Hospitality	6.1%	6.2%	6.1%	5.9%	5.9%	5.8%	-0.3%
Other Services	31.8%	32.5%	33.3%	34.5%	36.2%	36.4%	4.6%
Government	10.1%	9.5%	9.5%	9.1%	9.3%	9.5%	-0.5%
Bay Area							
Agriculture	0.3%	0.3%	0.3%	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%	6.4%	6.3%	5.7%	5.5%	5.2%	-1.3%
Manufacturing	3.9%	3.6%	3.4%	3.1%	3.0%	2.9%	-0.9%
Trade, Transportation and Utilities	14.2%	14.0%	13.7%	11.6%	11.7%	11.8%	-2.4%
Information	1.7%	1.7%	1.6%	1.5%	1.5%	1.5%	-0.3%
Financial Activities	8.7%	8.8%	8.6%	7.7%	7.4%	7.1%	-1.6%
Professional and Business Services	16.6%	16.9%	16.6%	15.4%	15.3%	15.0%	-1.6%
Educational and Health Services	8.8%	8.8%	8.7%	8.1%	8.2%	8.3%	-0.5%
Leisure and Hospitality	7.4%	7.4%	7.4%	6.9%	7.0%	7.0%	-0.4%
Other Services	29.8%	30.1%	30.8%	33.3%	35.3%	35.9%	6.0%
Government	2.0%	1.9%	1.9%	1.8%	1.8%	1.8%	-0.2%
California							
Agriculture	1.6%	1.5%	1.4%	1.3%	1.3%	1.3%	-0.3%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	6.0%	6.2%	6.0%	5.7%	5.5%	5.1%	-0.9%
Manufacturing	3.8%	3.7%	3.5%	3.3%	3.2%	3.1%	-0.7%
Trade, Transportation and Utilities	14.5%	14.8%	14.3%	13.7%	13.3%	13.1%	-1.4%
Information	1.6%	1.6%	1.5%	1.4%	1.4%	1.4%	-0.2%
Financial Activities	7.3%	7.7%	7.4%	7.0%	6.6%	6.4%	-0.9%
Professional and Business Services	12.5%	13.2%	12.8%	12.4%	12.3%	12.1%	-0.3%
Educational and Health Services	7.7%	7.7%	7.6%	7.4%	7.5%	7.6%	-0.1%
Leisure and Hospitality	6.7%	6.8%	6.6%	6.5%	6.5%	6.5%	-0.2%
Other Services	32.1%	32.8%	33.1%	34.3%	35.9%	36.2%	4.1%
Government	2.5%	2.4%	2.4%	2.4%	2.4%	2.5%	0.0%

Center for Strategic Economic Research, April 2012

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 2010, Placer County had a labor force of about 177,000 people, with approximately 157,000 employed. The County had a 2010 unemployment rate of 11.5 percent, 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 34 percent growth from 2000 to 2010, significantly greater than the Sacramento Region (about 14 percent), the Bay Area (over -3 percent), and California (nearly 8 percent).

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

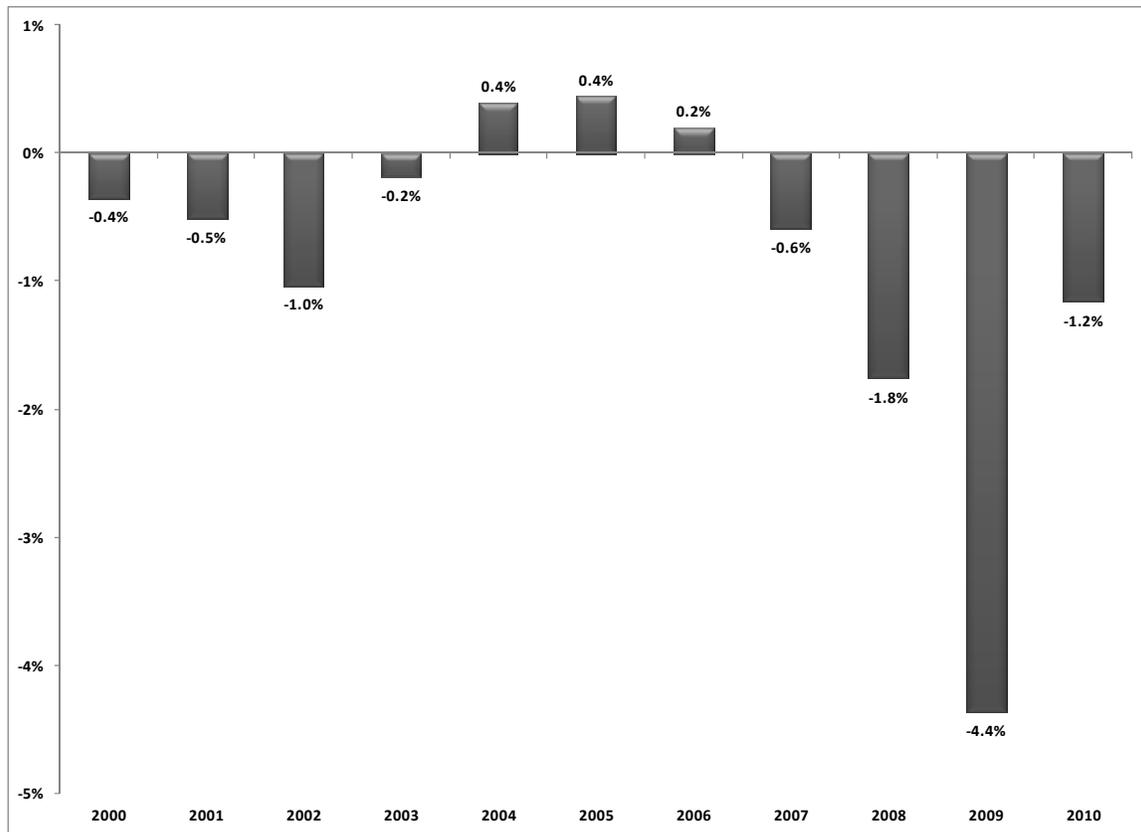
<i>Area/Factor</i>	<i>2000</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>% Change 2000-2010</i>	<i>% Change 2005-2010</i>
Placer County									
Labor Force	132,100	164,600	169,300	172,800	177,100	179,700	177,100	34.1%	7.6%
Employment	127,400	157,400	162,200	164,600	165,800	161,000	156,800	23.1%	-0.4%
Unemployment	4,800	7,100	7,000	8,200	11,400	18,800	20,300	322.9%	185.9%
Unemployment Rate	3.6%	4.3%	4.2%	4.8%	6.4%	10.4%	11.5%	-	-
Sacramento Region									
Labor Force	971,400	1,079,700	1,092,500	1,106,700	1,114,900	1,121,900	1,111,000	14.4%	2.9%
Employment	927,100	1,023,700	1,038,500	1,045,100	1,033,200	992,900	966,600	4.3%	-5.6%
Unemployment	44,400	56,000	54,000	61,600	81,800	128,900	144,500	225.5%	158.0%
Unemployment Rate	4.6%	5.2%	4.9%	5.6%	7.3%	11.5%	13.0%	-	-
Bay Area									
Labor Force	3,250,900	2,992,400	3,007,700	3,066,900	3,138,500	3,151,000	3,139,800	-3.4%	4.9%
Employment	3,143,100	2,842,800	2,879,100	2,929,400	2,957,800	2,836,600	2,806,200	-10.7%	-1.3%
Unemployment	107,800	149,600	128,600	137,400	180,700	314,500	333,700	209.6%	123.1%
Unemployment Rate	3.3%	5.0%	4.3%	4.5%	5.8%	10.0%	10.6%	-	-
California									
Labor Force	16,857,600	17,544,800	17,686,700	17,928,700	18,191,000	18,204,200	18,176,200	7.8%	3.6%
Employment	16,024,300	16,592,200	16,821,300	16,970,200	16,883,400	16,141,500	15,916,300	-0.7%	-4.1%
Unemployment	833,200	952,600	865,400	958,500	1,307,600	2,062,700	2,259,900	171.2%	137.2%
Unemployment Rate	4.9%	5.4%	4.9%	5.3%	7.2%	11.3%	12.4%	-	-

Center for Strategic Economic Research, April 2012

Data Source: Employment Development Department, Labor Market Information

Economic theory suggests that as long as the year-over-year growth rate in the number of persons employed is larger than the growth rate in the civilian labor force, the region is in good economic health. As shown in Figure 38, for three years between 2000 and 2010, 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 2000 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 is still faring a little better in Placer County than the Sacramento Region as a whole.

FIGURE 38
PLACER COUNTY ECONOMIC HEALTH



Center for Strategic Economic Research, April 2012

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 \$90,000 and \$109,000, 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,
1ST QUARTER 2011

<i>Occupational Category</i>	<i>Sacramento Region</i>		<i>Bay Area</i>		<i>California</i>	
	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>	<i>Mean</i>
	<i>Hourly</i>	<i>Annual</i>	<i>Hourly</i>	<i>Annual</i>	<i>Hourly</i>	<i>Annual</i>
Management	\$52.41	\$109,015	\$66.42	\$138,141	\$58.10	\$120,864
Legal	\$48.17	\$100,190	\$63.84	\$132,787	\$58.08	\$120,811
Healthcare Practitioners and Technical	\$43.17	\$89,812	\$47.97	\$99,785	\$41.82	\$86,990
Architecture and Engineering	\$42.56	\$88,539	\$46.55	\$96,823	\$42.98	\$89,392
Computer and Mathematical	\$38.49	\$80,064	\$49.05	\$102,028	\$42.90	\$89,232
Life, Physical, and Social Science	\$33.46	\$69,599	\$40.75	\$84,751	\$35.87	\$74,616
Business and Financial Operations	\$32.72	\$68,054	\$42.02	\$87,387	\$36.12	\$75,135
Education, Training, and Library	\$26.48	\$55,074	\$29.03	\$60,390	\$28.28	\$58,827
Community and Social Services*	\$25.59	\$53,223	\$26.08	\$54,238	\$24.61	\$51,198
Arts, Design, Entertainment, Sports, and Media	\$25.26	\$52,531	\$32.49	\$67,576	\$31.87	\$66,300
Protective Service	\$24.99	\$51,962	\$26.83	\$55,806	\$25.62	\$53,286
Construction and Extraction	\$24.56	\$51,076	\$29.24	\$60,807	\$25.20	\$52,428
Installation, Maintenance, and Repair	\$22.75	\$47,335	\$25.94	\$53,935	\$23.01	\$47,867
Office and Administrative Support	\$18.42	\$38,302	\$20.93	\$43,535	\$18.25	\$37,949
Production	\$17.71	\$36,827	\$18.50	\$38,482	\$16.23	\$33,757
Sales and Related	\$17.21	\$35,793	\$22.86	\$47,549	\$18.95	\$39,423
Transportation and Material-Moving	\$16.43	\$34,159	\$18.85	\$39,211	\$16.37	\$34,068
Healthcare Support	\$14.94	\$31,070	\$16.66	\$34,640	\$14.71	\$30,600
Building, Grounds, and Maintenance	\$13.67	\$28,427	\$14.81	\$30,799	\$13.46	\$27,993
Personal Care and Service	\$12.86	\$26,757	\$14.69	\$30,558	\$12.97	\$26,976
Farming, Fishing, and Forestry	\$11.50	\$23,930	\$14.48	\$30,119	\$10.22	\$21,261
Food Preparation and Serving Related	\$10.57	\$21,999	\$11.68	\$24,298	\$10.74	\$22,336

Center for Strategic Economic Research, April 2012

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>
Hewlett-Packard Co.	Roseville	Computer Hardware Manufacturing	3,500
Kaiser Permanente	Roseville	Healthcare	3,147
Sutter Health	Roseville, Auburn	Healthcare	2,144
Thunder Valley Casino	Lincoln	Casino Resort	2,025
Union Pacific Railroad Co. Inc.	Roseville	Transportation, Railroad	2,000
Northstar-at-Tahoe Resort*	Truckee	Ski Resort	1,950
Raley's Inc.	Various Locations	Retail Groceries	1,000
PRIDE Industries Inc.	Roseville, Auburn	Manufacturing & Logistics Services	878
Wells Fargo & Co.	Various Locations	Financial Services	778
SureWest Communications	Roseville	Telecommunication Services	616
Telefunken Semiconductors America**	Roseville	Semiconductor Manufacturing	612
Pacific Gas and Electric Co.	Various Locations	Utility Distributor	591
United Natural Foods Inc.	Rocklin	Wholesale Groceries	500
Sierra Pacific Industries	Lincoln	Saw mills & Planing Mills	336
Future Automotive Group	Roseville	Auto Dealerships	281
Gladding McBean & Co.	Lincoln	Clay Manufacturing	240

Center for Strategic Economic Research, April 2012

Data Sources: Sacramento Business Journal, *Book of Lists 2011*

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

*Peak seasonal employment; 240 year-round.

**Formerly listed as Renesas Electronics America

Recently Located Companies in Placer County

Figure 41 provides a sampling of companies that recently located in or expanded within Placer County between 2005 and 2011, 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 2005 AND 2011**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Year Located/ Expanded</i>
Iosafe*	Auburn	Hard Drive Disaster Proofing	2011
Esurance*	Rocklin	Online Auto Insurance	2011
TyRy Inc. Alpine Aire Foods*	Unincorporated	Freeze-dried / Dehydrated Foods	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 Software	2010
GC Products, Inc.	Lincoln	Architectural Products	2010
Rabobank, NA	Roseville	Corporate Headquarters--Financial Services	2010
Homewood 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 Power 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
OTD Cycle Sports	Unincorporated	Motocycles & ATV's	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
iQurious Corp./Visionapp AG	Auburn	Computer Operating Systems	2006
Strikes Family Entertainment Center	Rocklin	Recreation	2006
Arizona Tile	Roseville	Tile & Slab Show room	2006
R.C. Willey	Rocklin & Roseville	Home Furnishing Retailer & Distribution Center	2006

Center for Strategic Economic Research, April 2012

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 over \$6 billion in 2010, an increase of about 27 percent since 2000, as shown in Figure 42. The County experienced strong growth in this time period relative to the comparison areas while the Sacramento Region and California experienced increases of nearly 10 percent and 8 percent, respectively, while the Bay Area saw a decline of almost 12 percent. The largest amount of Placer County's total taxable sales came from Roseville with almost \$3.3 billion. Lincoln had the highest taxable sales growth from 2000 to 2010, increasing over 190 percent.

FIGURE 42
TAXABLE SALES (IN THOUSANDS)

Area	2000	2005	2006	2007	2008	2009	2010	% Change 2000-2010	% Change 2005-2010
Placer County	\$4,741,567	\$7,232,568	\$7,531,225	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	26.9%	-16.8%
Auburn	\$248,608	\$416,590	\$403,315	\$404,656	\$390,524	\$288,022	\$316,072	27.1%	-24.1%
Colfax	\$44,301	\$66,385	\$66,656	\$60,534	\$55,071	\$47,156	\$46,832	5.7%	-29.5%
Lincoln	\$77,479	\$173,875	\$199,742	\$230,842	\$235,429	\$207,288	\$224,817	190.2%	29.3%
Loomis	\$79,238	\$114,633	\$113,148	\$100,477	\$89,431	\$69,268	\$69,416	-12.4%	-39.4%
Rocklin	\$380,621	\$622,691	\$685,921	\$696,844	\$626,898	\$528,200	\$553,047	45.3%	-11.2%
Roseville	\$2,395,294	\$3,897,859	\$4,024,823	\$3,854,226	\$3,409,792	\$3,104,840	\$3,251,045	35.7%	-16.6%
Unincorporated	\$1,516,026	\$1,940,535	\$2,037,620	\$2,083,826	\$1,827,664	\$1,551,869	\$1,556,314	2.7%	-19.8%
Sacramento Region	\$26,488,259	\$35,415,319	\$35,749,524	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	9.7%	-17.9%
Bay Area	\$106,063,691	\$98,101,277	\$102,978,972	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	-11.6%	-4.5%
California	\$441,854,412	\$536,904,428	\$559,652,437	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	8.0%	-11.1%

Center for Strategic Economic Research, April 2012
Data Source: State of California Board of Equalization

It is projected that Placer County's taxable sales will increase around 124 percent over the next ten years, reaching total taxable sales of almost \$13.5 billion in 2020, as shown in Figure 43. The County's projected growth rate through 2020 is greater than all comparison areas—the Sacramento Region (90 percent), the Bay Area (about 102 percent), and California (almost 90 percent).

FIGURE 43
PROJECTED TAXABLE SALES (IN THOUSANDS)

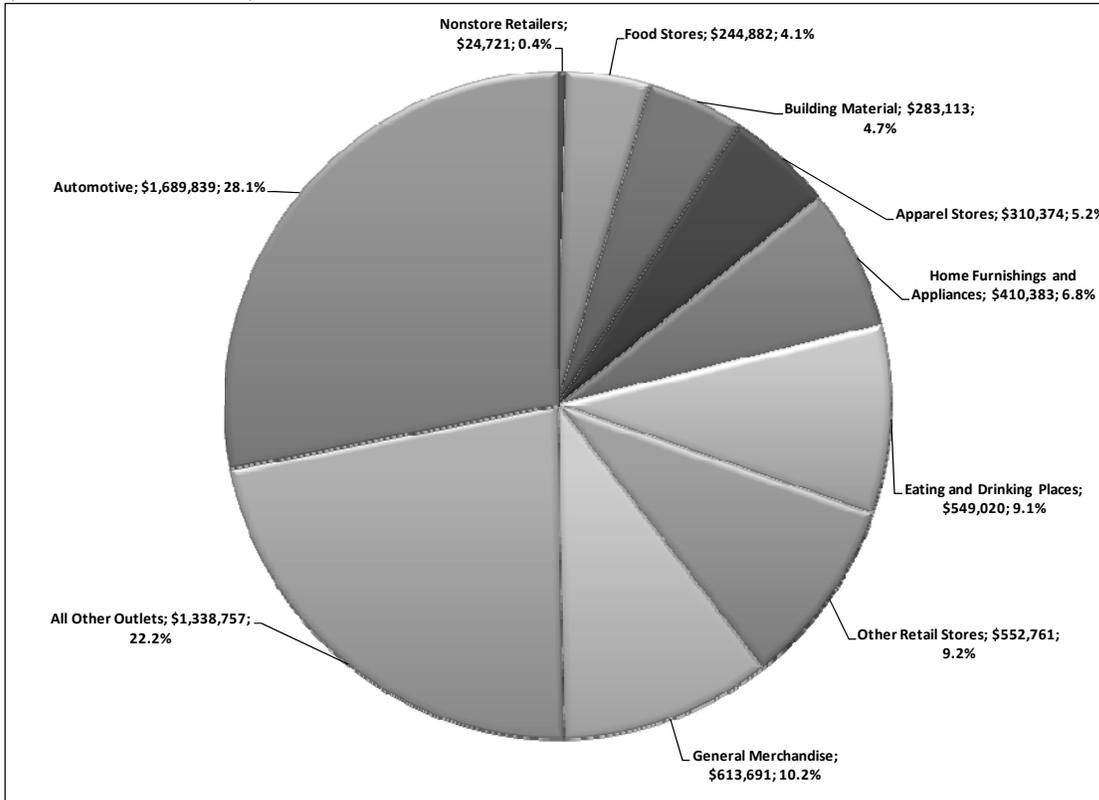
Area	2010	2015	2020	% Change 2010-2015	% Change 2010-2020
Placer County	\$6,017,542	\$9,539,062	\$13,486,260	58.5%	124.1%
Sacramento Region	\$29,069,765	\$41,583,437	\$55,246,425	43.0%	90.0%
Bay Area	\$93,712,409	\$139,296,729	\$189,663,334	48.6%	102.4%
California	\$477,347,986	\$674,690,752	\$905,259,595	41.3%	89.6%

Center for Strategic Economic Research, April 2012
Data Sources: State of California Board of Equalization; Department of Transportation 2011 Long-Term Socio-Economic Forecasts by County

BUSINESS CLIMATE

Figure 44 shows that over one-quarter of the 2010 taxable sales in Placer County was obtained from Automotive businesses, contributing approximately 28 percent of total taxable sales (nearly \$1.7 billion), followed by businesses classified as All Other Outlets with around \$1.3 billion (about 22 percent of all taxable sales) and General Merchandise businesses with about \$614 million in taxable sales (over 10 percent of total).

FIGURE 44
COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2010
(IN THOUSANDS)



Center for Strategic Economic Research, April 2012

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 2010 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 2005 to 2010, Home Furnishings & Appliances; Apparel Stores; and Eating & Drinking Places businesses in Placer County saw the greatest increase in taxable sales—around 80 percent, 60 percent, and 9 percent, respectively. There was not one business type in any of the comparative areas that posted such a high increase as Home Furnishings & Appliances 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 the other business types.

BUSINESS CLIMATE

FIGURE 45
TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)

Area/Business Type	2005	2006	2007	2008	2009	2010	% Change 2005-2010
Placer County							
Total Taxable Sales	\$7,232,568	\$7,531,225	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	-16.8%
Apparel Stores	\$194,547	\$193,880	\$193,281	\$233,314	\$292,032	\$310,374	59.5%
General Merchandise	\$738,097	\$760,162	\$752,994	\$676,353	\$606,996	\$613,691	-16.9%
Food Stores	\$276,490	\$281,116	\$283,527	\$259,925	\$231,704	\$244,882	-11.4%
Eating and Drinking Places	\$504,728	\$534,059	\$556,057	\$553,232	\$532,646	\$549,020	8.8%
Home Furnishings and Appliances	\$228,056	\$260,136	\$270,218	\$316,245	\$404,538	\$410,383	79.9%
Building Material	\$480,570	\$482,012	\$463,873	\$361,449	\$290,997	\$283,113	-41.1%
Automotive	\$2,157,160	\$2,225,508	\$2,071,033	\$1,824,939	\$1,516,681	\$1,689,839	-21.7%
Other Retail Stores	\$959,689	\$974,025	\$962,464	\$784,392	\$549,794	\$552,761	-42.4%
All Other Outlets	\$1,693,231	\$1,820,327	\$1,877,958	\$1,624,961	\$1,343,458	\$1,338,757	-20.9%
Nonstore Retailers*	-	-	-	-	\$27,798	\$24,721	-
Sacramento Region							
Total Taxable Sales	\$35,415,319	\$35,749,524	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	-17.9%
Apparel Stores	\$930,093	\$948,558	\$954,064	\$1,015,685	\$1,117,981	\$1,161,859	24.9%
General Merchandise	\$3,724,844	\$3,818,217	\$3,851,859	\$3,710,685	\$3,335,046	\$3,446,138	-7.5%
Food Stores	\$1,574,000	\$1,627,028	\$1,636,323	\$1,490,313	\$1,307,063	\$1,337,756	-15.0%
Eating and Drinking Places	\$2,585,079	\$2,716,485	\$2,782,573	\$2,775,643	\$2,677,494	\$2,719,485	5.2%
Home Furnishings and Appliances	\$1,072,076	\$1,096,508	\$997,067	\$1,056,974	\$1,459,943	\$1,440,730	34.4%
Building Material	\$2,807,698	\$2,587,832	\$2,219,824	\$1,795,986	\$1,467,243	\$1,497,138	-46.7%
Automotive	\$7,679,763	\$7,711,362	\$7,412,839	\$6,704,622	\$5,430,041	\$5,967,320	-22.3%
Other Retail Stores	\$4,424,299	\$4,554,835	\$4,513,128	\$3,710,339	\$2,481,825	\$2,463,232	-44.3%
All Other Outlets	\$10,617,467	\$10,688,699	\$10,725,082	\$10,643,598	\$8,909,653	\$8,869,895	-16.5%
Nonstore Retailers*	-	-	-	-	\$176,160	\$166,213	-
Bay Area							
Total Taxable Sales	\$98,101,277	\$102,978,972	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	-4.5%
Apparel Stores	\$3,651,927	\$3,868,326	\$4,091,469	\$4,604,239	\$4,845,630	\$5,134,425	40.6%
General Merchandise	\$9,707,483	\$10,198,248	\$10,501,614	\$9,726,576	\$8,304,341	\$8,625,962	-11.1%
Food Stores	\$3,261,689	\$3,319,277	\$3,465,467	\$3,426,357	\$3,239,060	\$3,306,604	1.4%
Eating and Drinking Places	\$8,980,840	\$9,550,883	\$10,202,908	\$10,512,093	\$10,064,101	\$10,524,097	17.2%
Home Furnishings and Appliances	\$3,488,658	\$3,512,571	\$3,491,392	\$3,734,276	\$4,685,934	\$4,923,409	41.1%
Building Material	\$5,954,516	\$6,003,242	\$5,699,789	\$4,885,149	\$3,930,376	\$4,017,790	-32.5%
Automotive	\$17,083,529	\$17,757,244	\$17,838,028	\$16,370,530	\$13,080,189	\$14,679,216	-14.1%
Other Retail Stores	\$13,107,450	\$13,646,419	\$13,902,813	\$11,678,626	\$7,964,340	\$8,181,815	-37.6%
All Other Outlets	\$32,865,185	\$35,122,762	\$37,275,658	\$37,146,120	\$31,303,271	\$33,935,132	3.3%
Nonstore Retailers*	-	-	-	-	\$367,285	\$383,959	-
California							
Total Taxable Sales	\$536,904,428	\$559,652,437	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	-11.1%
Apparel Stores	\$18,712,125	\$19,829,416	\$20,855,890	\$22,120,094	\$23,018,356	\$24,543,080	31.2%
General Merchandise	\$56,787,153	\$59,264,894	\$59,897,350	\$56,425,472	\$44,921,639	\$46,323,804	-18.4%
Food Stores	\$21,128,469	\$21,864,179	\$22,461,059	\$21,504,308	\$19,628,919	\$19,763,305	-6.5%
Eating and Drinking Places	\$46,412,847	\$49,229,418	\$51,658,575	\$52,051,404	\$49,921,543	\$51,282,453	10.5%
Home Furnishings and Appliances	\$17,388,704	\$17,383,449	\$16,720,852	\$17,199,187	\$21,530,105	\$22,158,101	27.4%
Building Material	\$36,152,218	\$36,163,326	\$32,656,324	\$26,647,007	\$21,761,546	\$22,481,569	-37.8%
Automotive	\$112,167,922	\$115,154,535	\$112,820,149	\$102,913,020	\$81,061,126	\$90,260,168	-19.5%
Other Retail Stores	\$67,058,687	\$70,177,355	\$69,954,903	\$58,457,936	\$46,521,509	\$47,134,621	-29.7%
All Other Outlets	\$161,096,303	\$170,585,865	\$174,025,047	\$174,335,113	\$145,278,340	\$150,570,269	-6.5%
Nonstore Retailers*	-	-	-	-	\$2,849,864	\$2,830,615	-

Center for Strategic Economic Research, April 2012

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 2010 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 \$8.3 billion in deposits and \$11.6 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	\$8,324,000	\$11,598,000
Five Star Bank	Rocklin	\$393,227	\$443,202
Community First Bank	Auburn	\$143,863	\$167,566

Center for Strategic Economic Research, April 2012
 Data Source: Federal Deposit Insurance Corporation,
 Financial Data as of September 30, 2011

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	\$2,587,545	35.5%
2	Bank of America	\$1,238,571	17.0%
3	Umpqua Bank	\$482,903	6.6%
4	Rabobank	\$465,732	6.4%
5	US Bank	\$439,796	6.0%
6	JPMorgan Chase Bank	\$327,067	4.5%
7	Citibank	\$173,768	2.4%
8	Redding Bank of Commerce	\$164,092	2.3%
9	First Bank	\$162,688	2.2%
10	Bank of the West	\$142,259	2.0%

Center for Strategic Economic Research, April 2012
 Data Source: Federal Deposit Insurance Corporation (FDIC),
 Financial Data as of June 30, 2011

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 One-Stop Career Centers

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

Job Talk Recruiting Events

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

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

California Work Opportunity and Responsibility to Kids Welfare to Work Program

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

Employment Development Department

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

The California Job Openings Browse System (CalJOBS)

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

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 Relocation
- Business Retention
- Community Development Block Grant
- Community Rehabilitation Loans
- Demographic/Economic Profiles
- Employment Training
- Export Assistance
- Export Financing
- Film Liaison and Permitting
- Foreign Trade Zones
- Forgivable Façade Loan Program
- Industrial Bond Financing
- Industrial Sites Inventory
- Low Interest Rate Loans
- Main Street Program Support
- Permit Assistance
- Pollution Control Financing
- Recycling Market Development Zone
- Regional Industrial Attraction
- Site Acquisition Financing
- Site Location
- Small Business Financing Assistance
- Tourism Promotion

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 equal up to \$9,000 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

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 2006 through the third quarter of 2011. Over this period, the Roseville/Rocklin submarket experienced its strongest levels of office market activity in 2006 with over 123,000 square feet of total net absorption and around 819,000 square feet space under construction. Net absorption within this submarket has generally stayed positive over the past years with negative and a lower level of absorption becoming evident over the past few years as general market conditions have 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 seen no construction activity and fluctuating levels of net absorption the past couple years.

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

<i>Submarket / Topic</i>	<i>2006 3Q</i>	<i>2007 3Q</i>	<i>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 3Q</i>
Auburn/Lincoln						
Total Net Absorption	-15,243	-4,001	6,503	11,288	-4,683	-220
Construction*	89,994	54,423	0	0	0	0
Roseville/Rocklin						
Total Net Absorption	123,140	-42,802	-36,056	28,136	79,133	49,595
Construction*	819,137	1,021,391	105,767	0	0	0

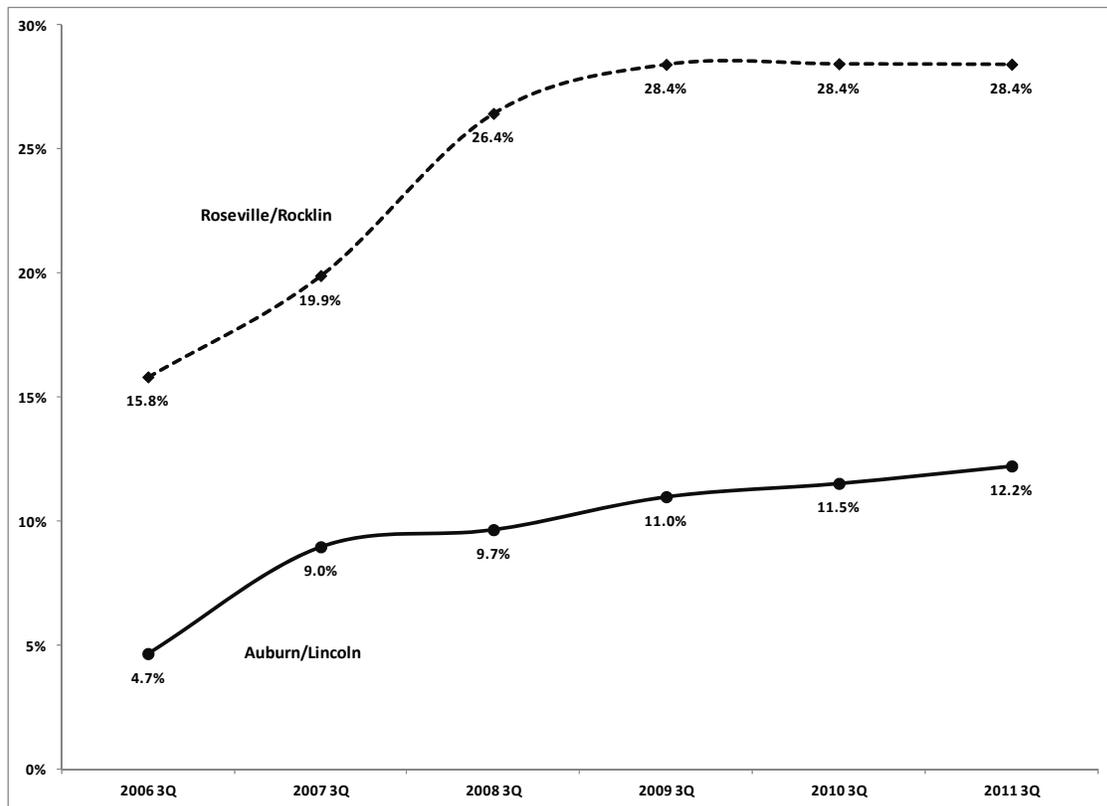
Center for Strategic Economic Research, April 2012

Data Source: Colliers International

*Under construction

As shown in Figure 49, the Roseville/Rocklin submarket had an office vacancy rate of 28.4 percent in the third quarter of 2011, while the Auburn/Lincoln submarket experienced vacancy at 12.2 percent. Office market vacancy rates in both submarkets were at a five-year low in the third quarter of 2006: 15.8 percent for Roseville/Rocklin and 4.7 percent for Auburn/Lincoln. The two submarkets' vacancy rates have crept up because of the significant level of construction and growth of available office space in the past few years in addition to the overall weakening economy. In comparison, according to Colliers International third quarter 2011 market reports, average Bay Area vacancy rates by market area are as follows: Oakland—15.4 percent; Silicon Valley—19.4 percent; and San Francisco—12.9 percent. The total Sacramento market had an average office vacancy rate of 17.5 percent in the third quarter of 2011.

FIGURE 49
VACANCY RATES OF PLACER COUNTY OFFICE SUBMARKETS



Center for Strategic Economic Research, April 2012
Data Source: Colliers International

Figure 50 displays a comparison of Class A and Class B office lease rates between select submarkets (with highest total square feet of space) within Placer County, the Sacramento Region, and the Bay Area in the fourth quarter of 2011. The Roseville, Rocklin, Auburn submarket had average lease rates ranging from \$1.68 to \$1.80 for Class B to Class A office space. In comparison to the major submarkets represented in Figure 50, these are roughly around the average rates for the total Sacramento market and below average for the Bay Area submarkets.

FIGURE 50
AVERAGE OFFICE LEASE RATES OF
SELECT SUBMARKETS,
4TH QUARTER 2011

Area	Class A	Class B
Placer County		
Roseville, Rocklin, Auburn	\$1.80	\$1.68
Other Sacramento Region Submarkets		
Downtown	\$2.69	\$1.72
Folsom, El Dorado Hills	\$1.93	\$1.84
Laguna/Elk Grove	\$2.00	\$1.87
Natomas	\$2.48	\$1.57
West Sacramento	-	\$1.45
Bay Area Submarkets		
San Francisco*	\$3.40	\$2.84
East Bay, I-80/I-880 Corridor	\$2.22	\$1.75
San Mateo	\$2.87	\$2.36
Redwood City	\$3.07	\$2.68
Downtown San Jose	\$2.71	\$1.78
Sunnyvale	\$3.73	\$1.79
Concord	\$1.94	\$1.39
Walnut Creek	\$1.92	\$1.87
Pleasanton	\$1.85	\$1.53

Center for Strategic Economic Research, April 2012
 Data Source: Grubb & Ellis *Office Market Trends* reports by
 Market, 4th Quarter 2011

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

Industrial Market

Figure 51 displays net absorption and estimated construction of the industrial market in Placer County’s submarkets from the third quarter of 2006 to the third quarter of 2011. 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 2006 at around 371,000 square feet. Roseville/Rocklin’s space under construction in the third quarter 2006 to third quarter 2009 ranged from about 31,000 to 357,000 square feet with no construction activity in the most recent represented quarters. With the exception of the third quarters of 2010 and 2011, Auburn/Newcastle had negative net absorption and very minimal industrial construction activity over the past few years.

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

<i>Submarket / Topic</i>	<i>2006 3Q</i>	<i>2007 3Q</i>	<i>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 3Q</i>
Auburn/New castle						
Total Net Absorption	-13,741	-19,570	-14,290	-57,882	35,506	3,873
Construction*	0	54,958	0	0	0	0
Roseville/Rocklin						
Total Net Absorption	371,230	-124,848	-45,255	55,790	-29,352	80,140
Construction*	356,992	312,910	114,040	31,368	0	0

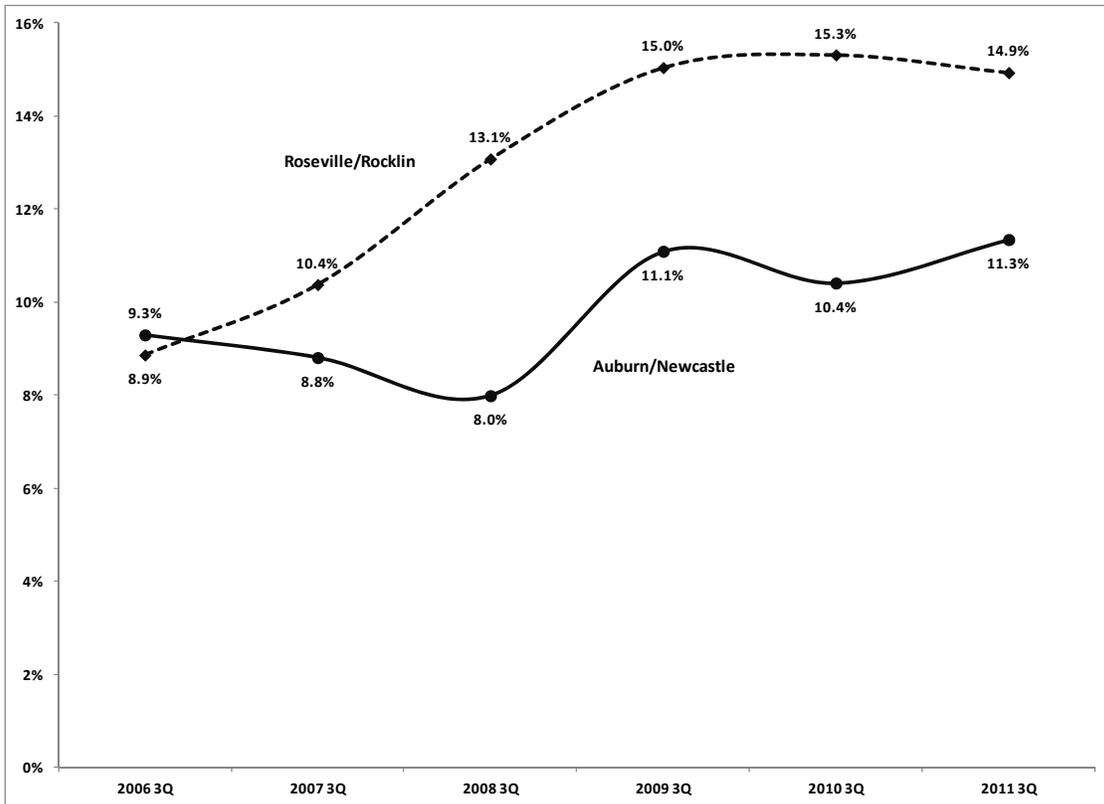
Center for Strategic Economic Research, April 2012

Data Source: Colliers International

*Under construction

The Roseville/Rocklin submarket, as shown in Figure 52, had an industrial vacancy rate of 14.9 percent in the third quarter of 2011, while the Auburn/Newcastle submarket experienced vacancy at 11.3 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 2006 at 8.9 percent, while Auburn/Newcastle 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 2011 market reports, average Bay Area industrial vacancy rates by total market area are as follows: Oakland—9.3 percent; Pleasanton—11.9 percent; and Walnut Creek / North I-680—15.5 percent. The total Sacramento market had an average industrial vacancy rate of 12.8 percent in the third quarter of 2011.

FIGURE 52
VACANCY RATES OF PLACER COUNTY INDUSTRIAL SUBMARKETS



Center for Strategic Economic Research, April 2012
Data Source: Colliers International

Average industrial lease rates of select submarkets in Placer County, the Sacramento Region, and the Bay Area in the fourth quarter of 2011 are shown in Figure 53. The average wholesale/distribution lease rate for the Auburn, Lincoln, Roseville, Rocklin submarket was \$0.31, generally below the averages of all of the selected submarkets. The average R&D/Flex lease rate in this Placer County submarket was \$0.76, above the Sacramento submarkets' average, but below the Bay Area submarkets' average.

FIGURE 53
AVERAGE INDUSTRIAL LEASE RATES
OF SELECT SUBMARKETS,
4TH QUARTER 2011

<i>Area</i>	<i>Wholesale/ Distribution</i>	<i>R&D/ Flex</i>
Placer County		
Auburn, Lincoln, Roseville, Rocklin	\$0.31	\$0.76
Other Sacramento Region Submarkets		
Downtown	\$0.28	\$0.61
El Dorado Hills, Folsom	\$0.68	\$1.00
Highway 50 Corridor	\$0.43	\$0.72
McClellan	\$0.33	\$0.78
South Sacramento	\$0.09	\$0.20
West Sacramento	\$0.32	\$0.59
Bay Area Submarkets		
Mountain View - Central	\$1.02	\$1.42
Santa Clara - S 101/S. Tomas/Coleman	\$0.41	\$1.40
Sunnyvale - Oakmead	\$0.52	\$1.20
Fremont - E of 880	\$0.42	\$0.66
Oakland/Alameda	\$0.33	\$0.71
San Leandro/San Lorenzo	\$0.42	\$0.92
Hayward	\$0.40	\$0.58

Center for Strategic Economic Research, April 2012
 Data Source: Grubb & Ellis *Industrial Market Trends* reports by market, 4th Quarter 2011

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 2012

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 around 6 million square feet available for lease; however, it has seen the effects of the weakened economy with a vacancy rate of nearly 10 percent. The average asking rents for the submarkets in Placer County range from \$1.39 to \$2.00.

FIGURE 55
PLACER COUNTY RETAIL MARKET OVERVIEW,
4th QUARTER 2011

<i>Area</i>	<i>Average Asking Rate</i>	<i>Vacancy Rate</i>	<i>Year-to-Date Net Absorption*</i>	<i>Leasable Square Feet</i>	<i>Under Construction*</i>
Auburn/Loomis	\$1.48	7.4%	15,545	1,152,690	-
Lincoln	\$2.00	11.8%	-19,006	1,189,747	13,996
Rocklin	\$1.39	20.3%	34,126	2,160,022	-
Roseville	\$1.67	9.8%	169,426	5,898,325	

Center for Strategic Economic Research, April 2012

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report 4th Quarter 2011*

*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 recently completed retail project 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 are feeling the effects of the recession and putting new retail projects in Placer County on hold until the market revitalizes. One development that is being proposed is a two-phased project including a 14-screen, 52,000 square-foot movie theater multiplex and one 75-room hotel, five restaurants, and 637,000 square feet of office space—all combined, totaling 770,000 square feet on 59 acres. The proposed location of the project is in northeast Roseville.

In the Auburn area of Highway 49, the public and private sector have been working together to improve traffic flow and access and enhance beautification along the highway and within specific commercial development projects. Some of these projects include Auburn Plaza Phases I & II, Rock Creek Plaza, Walgreens, Safeway Stores, Home Depot, Target Expansion, and several office development projects near Sutter Auburn Faith Hospital. A 2007 North Auburn Market and Commercial Study estimated a substantial retail leakage of \$30 million in building materials, \$15 million in eating and drinking establishments, \$15 million in general merchandise, and \$10 million in apparel. The aforementioned projects begin to address this opportunity and several proposed projects along Highway 49 would close this gap even further.

Residential Real Estate

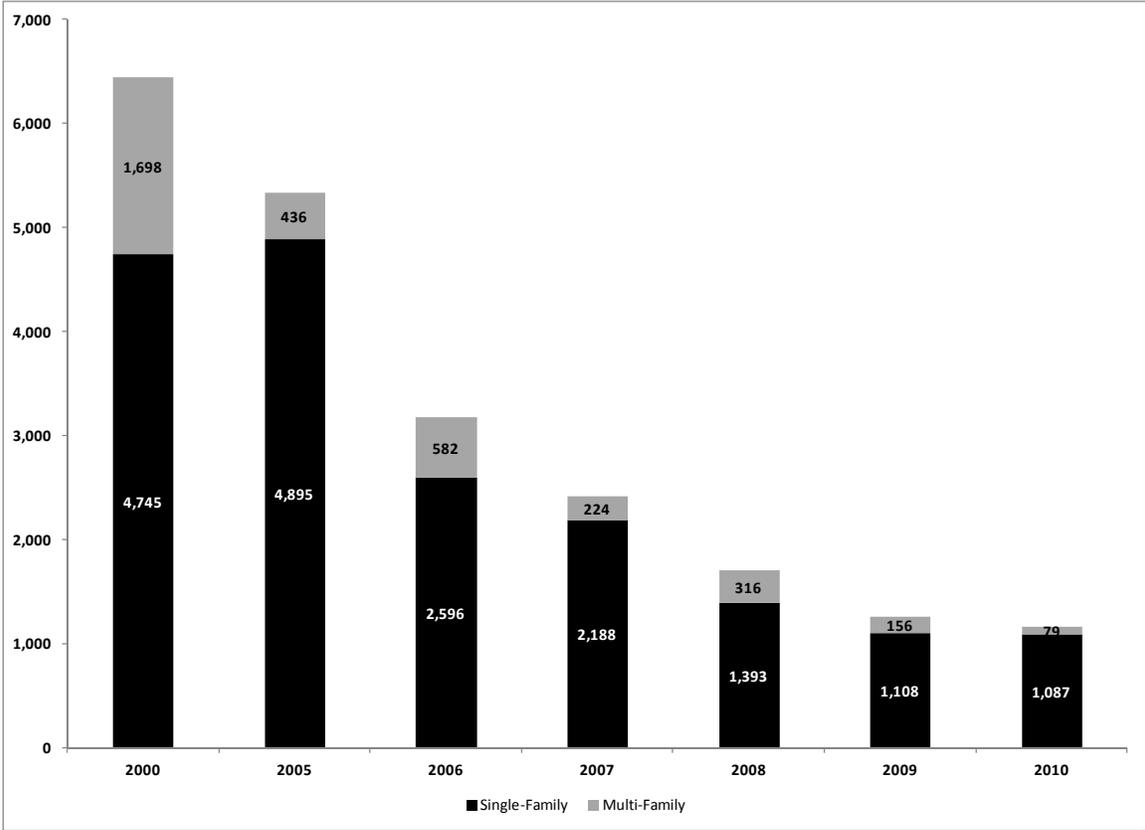
Placer County offers a variety of housing types in various geographic areas—urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills, and the Sierra Nevada Mountains. 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 1,200 to 6,400—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 2005 with about 4,900 total single-family permits and nearly 440 multi-family permits. The proportion of multi-family permits has fluctuated over the past several years and accounted for around 7 percent of total permits in 2010.

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



Center for Strategic Economic Research, April 2012
Data Source: U.S. Census Bureau, Permits by County or Place

Home Transactions

As shown in Figure 57, around 6,700 single-family and condominium homes were sold in Placer County in 2010, an increase of about 10 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 (just over 2,500 in 2010) and saw around a 6 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, which saw a mix of minimal growth or even declines in home sales since last year.

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

<i>Area</i>	<i>2009</i>	<i>2010</i>	<i>% Change 2009-2010</i>
Placer County	6,101	6,729	10.3%
Auburn	421	523	24.2%
Colfax	99	110	11.1%
Lincoln	1,183	1,242	5.0%
Loomis	137	168	22.6%
Rocklin	933	1,024	9.8%
Roseville	2,372	2,503	5.5%
Sacramento Region			
El Dorado County	2,140	2,389	11.6%
Placer County	6,101	6,729	10.3%
Sacramento County	24,718	21,754	-12.0%
Yolo County	2,257	1,973	-12.6%
Bay Area			
Alameda County	16,864	15,839	-6.1%
Contra Costa County	18,627	16,443	-11.7%
Marin County	2,368	2,447	3.3%
San Benito County	756	612	-19.0%
San Francisco County	5,159	5,475	6.1%
San Mateo County	6,061	6,182	2.0%
Santa Clara County	19,192	18,392	-4.2%

Center for Strategic Economic Research, April 2012

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.

Housing Units

In 2011, Placer County had a total of nearly 154,000 housing units, as displayed in Figure 58. Placer County's ten-year growth rate was about 39 percent, nearly double the Sacramento Region's growth rate of around 20 percent, close to five times the Bay Area (8 percent), and over three times California's rate of around 11 percent for total housing unit growth.

Lincoln and Rocklin had the highest housing unit growth of all incorporated cities in Placer County in the ten-year historical period. From 2001 to 2011, Lincoln and Rocklin had respective rates of about 239 and 49 percent growth of total housing units.

FIGURE 58
NUMBER AND TYPE OF HOUSING UNITS

Area	2001	2006	2007	2008	2009	2010	2011	% Change 2001-2011	% Change 2006-2011
Placer County	110,727	140,219	144,084	147,285	149,130	150,682	153,730	38.8%	9.6%
Auburn	5,489	5,898	5,971	6,004	6,034	6,041	6,153	12.1%	4.3%
Colfax	669	806	811	816	820	875	929	38.9%	15.3%
Lincoln	5,184	14,696	16,509	17,391	17,637	17,804	17,565	238.8%	19.5%
Loomis	2,286	2,441	2,452	2,460	2,462	2,462	2,473	8.2%	1.3%
Rocklin	14,996	19,924	20,366	21,036	21,216	21,397	22,287	48.6%	11.9%
Roseville	33,139	43,433	44,187	45,230	46,230	47,190	48,304	45.8%	11.2%
Unincorporated	48,964	53,021	53,788	54,348	54,731	54,913	56,019	14.4%	5.7%
Sacramento Region	777,461	885,351	902,798	915,234	922,425	927,579	935,759	20.4%	5.7%
Bay Area	2,216,511	2,310,270	2,327,223	2,345,276	2,359,368	2,369,547	2,396,590	8.1%	3.7%
California	12,307,750	13,138,708	13,311,166	13,442,989	13,529,481	13,591,866	13,715,303	11.4%	4.4%

Center for Strategic Economic Research, April 2012

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.

Data for 2011 was based on the Census 2010 Benchmark, data for 2001 and 2006 were based on the Census 2000 Benchmark.

Median Home Prices

Figure 59 shows that the median home sale price in Placer County (\$260,000) generally remains below the prices seen on an overall basis for most of the Bay Area, but above two other counties tracked within the Sacramento Region as well as California. Of the County's incorporated cities, Colfax had the lowest median price of \$160,000 in 2011, while Loomis had the highest price of \$385,000. Placer County's overall change in median home prices from 2001 to 2011 (approximately 3 percent) generally is above the averages seen in California and the counties in the Bay Area and the Sacramento Region.

FIGURE 59
MEDIAN HOME SALE PRICES

Area	2001	2006	2007	2008	2009	2010	2011*	% Change 2001-2011	% Change 2006-2011
Placer County	\$253,000	\$430,000	\$403,000	\$330,000	\$292,750	\$283,250	\$260,000	2.8%	-39.5%
Auburn	\$250,000	\$434,000	\$399,000	\$335,000	\$297,500	\$297,500	\$273,000	9.2%	-37.1%
Colfax	\$219,500	\$300,500	\$387,500	\$282,000	\$198,250	\$215,000	\$160,000	-27.1%	-46.8%
Lincoln	\$197,000	\$425,000	\$370,000	\$304,000	\$262,500	\$253,750	\$223,000	13.2%	-47.5%
Loomis	\$206,500	\$499,500	\$400,000	\$483,000	\$389,750	\$430,000	\$385,000	86.4%	-22.9%
Rocklin	\$237,500	\$455,000	\$400,000	\$323,000	\$287,250	\$262,500	\$260,000	9.5%	-42.9%
Roseville	\$251,000	\$400,472	\$388,000	\$325,000	\$280,500	\$281,000	\$250,000	-0.4%	-37.6%
Sacramento Region									
El Dorado County	\$229,000	\$481,750	\$405,000	\$370,000	\$288,000	\$285,000	\$265,000	15.7%	-45.0%
Sacramento County	\$172,000	\$357,000	\$308,500	\$200,000	\$175,750	\$170,000	\$155,000	-9.9%	-56.6%
Yolo County	-	\$405,000	\$375,000	\$272,750	\$250,000	\$216,500	\$218,000	-	-46.2%
Bay Area									
Alameda County**	\$350,000	\$595,000	\$560,000	\$385,000	\$358,750	\$368,000	\$325,000	-7.1%	-45.4%
Contra Costa County	\$302,000	\$560,000	\$562,000	\$300,000	\$262,000	\$288,000	\$259,000	-14.2%	-53.8%
Marin County	\$519,500	\$795,000	\$810,000	\$680,000	\$635,000	\$702,500	\$517,818	-0.3%	-34.9%
San Benito County	-	\$572,250	\$491,955	\$300,000	\$265,000	\$262,500	\$237,500	-	-58.5%
San Francisco County	\$507,500	\$760,000	\$770,000	\$675,000	\$663,000	\$629,500	\$590,500	16.4%	-22.3%
San Mateo County	\$520,500	\$760,000	\$750,000	\$605,000	\$600,000	\$565,000	\$490,000	-5.9%	-35.5%
Santa Clara County	\$448,000	\$677,000	\$700,000	\$505,000	\$465,000	\$500,000	\$440,000	-1.8%	-35.0%
California	\$252,905	\$557,150	\$535,760	\$319,310	\$296,610	\$309,900	\$246,000	-2.7%	-55.8%

Center for Strategic Economic Research, April 2012

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

*Data reflects December 2011 while other data represents September of year specified.

**2009 and 2010 data thru September 15th.

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

Sutter and Yuba County data not available.



INFRASTRUCTURE

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.

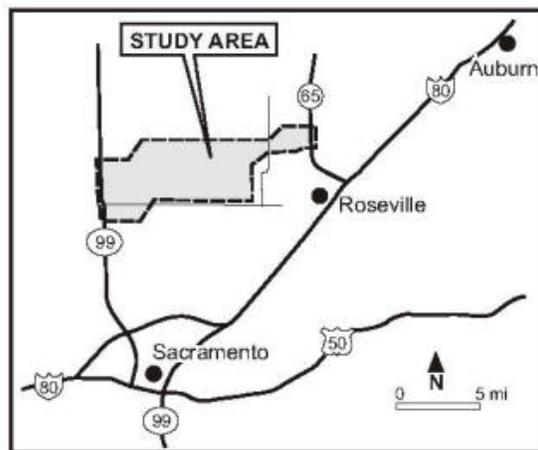
Transportation

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.

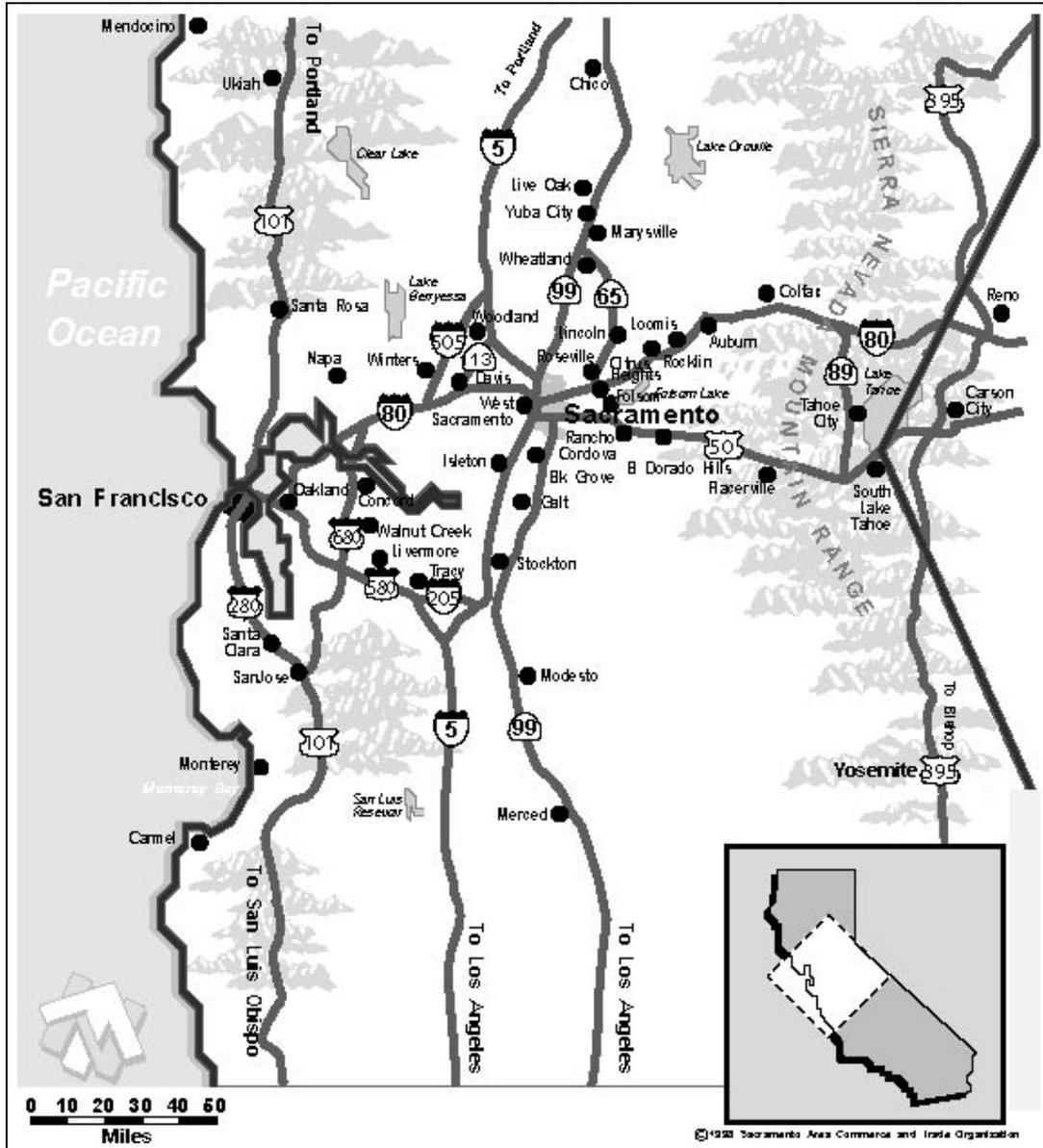
Plans are underway for a 15-mile long corridor, called Placer Parkway (in the shaded study area in the map to the right), which will connect Highway 65 in Placer County to Highway 70 and 99 in south Sutter County. Placer Parkway will improve access from Placer County to downtown Sacramento and the Sacramento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

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



Center for Strategic Economic Research, April 2012
Data Source: Placer County Transportation Planning Agency

FIGURE 60
TRANSPORTATION MAP

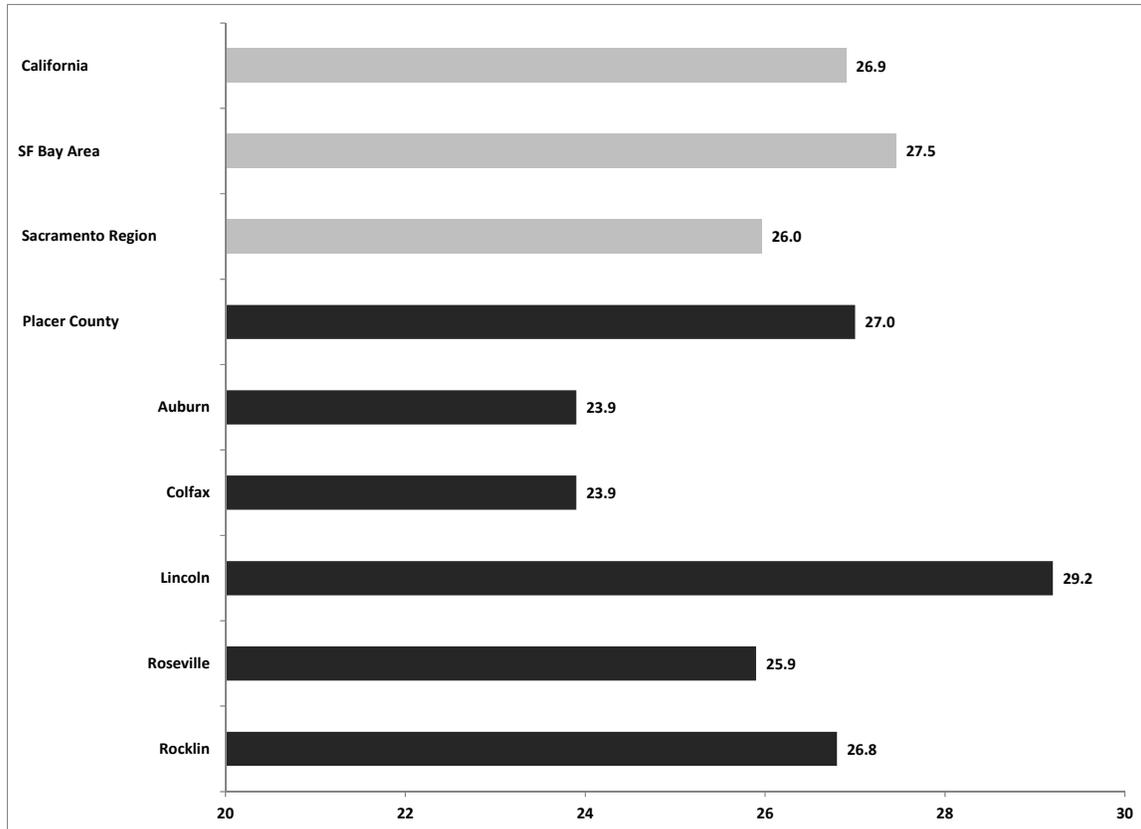


Center for Strategic Economic Research, April 2012
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map

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 about the same as California. Of the County’s cities, Lincoln has the longest commute while Auburn and Colfax are tied with the shortest commute times.

FIGURE 61
MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 & ABOVE IN 2010



Center for Strategic Economic Research, April 2012
 Data Source: U.S. Census Bureau, 2010 American Community Survey 5-Year Estimate
 Notes: Sacramento Region, Bay Area, and Los Angeles 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, Continental, Delta, Frontier, Hawaiian, Horizon, JetBlue, Southwest, United/United Express, and U.S. Airways. 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 has completed construction on a terminal modernization project (Terminal B) at the Sacramento International Airport that

INFRASTRUCTURE

cost approximately \$1.03 billion. The project can accommodate 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 51 miles from Tahoe City, has over 120 daily flights and provides service to 17 nonstop destinations and 35 one-stop destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska, American/American Eagle, Continental, 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 2010. Pounds of air freight increased around 7 percent since 2005 to the 2010 level of over 145 million pounds. Additionally, approximately 1.5 million pounds of air mail were processed through the airport in 2010. Reno/Tahoe International Airport had around 4 million passengers in 2010 while pounds of air freight totaled over 113 million. Mather Airport processed approximately 83 million pounds of air freight in 2010 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 126,000, 92,000, and 72,000 respective operations in 2010.

FIGURE 62
AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS

<i>Airport</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>% Change 2005-2010</i>
Sacramento International Airport							
Passengers	10,203,066	10,362,800	10,767,639	9,982,661	8,914,510	8,849,711	-13.3%
Air Mail (in pounds)	19,005,797	9,787,393	2,818,161	4,958,686	2,158,138	1,538,091	-91.9%
Air Freight (in pounds)	135,811,044	139,438,494	171,778,161	153,680,001	145,071,695	145,437,661	7.1%
Air Operations	168,305	172,522	173,416	152,675	135,262	126,110	-25.1%
Reno/Tahoe International Airport							
Passengers	5,169,256	5,000,663	5,044,087	4,434,638	3,755,935	3,822,485	-26.1%
Air Freight (in pounds)	110,770,301	122,490,191	129,249,404	120,232,329	102,358,767	113,016,942	2.0%
Air Operations	140,851	141,727	140,806	125,107	99,501	92,218	-34.5%
Mather Airport							
Air Freight (in pounds)	130,370,798	135,368,167	164,565,490	154,200,207	88,946,021	82,633,332	-36.6%
Air Operations	85,944	78,936	92,539	82,394	89,694	71,624	-16.7%
Sacramento Executive Airport							
Air Operations	117,277	111,087	100,392	98,164	88,392	91,873	-21.7%

Center for Strategic Economic Research, April 2012

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

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

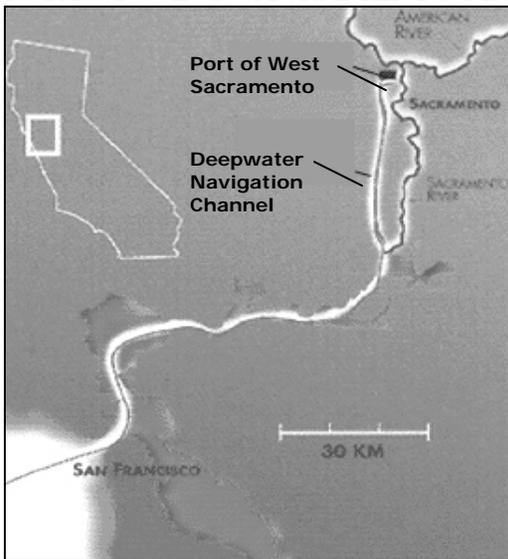
The Port of West Sacramento, opened in 1963, is an operating port that offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargos move through the Port’s five berths. Major commodities are wood chips, rice, wheat, fertilizers, lumber, and animal 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 2012
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 \$145 million reconstruction project, it encompasses 915 acres on a site that has operated for about 100 years. Short line railroads, Sierra Northern Railway, and California Northern Railroad also service the Region.

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

Trucking

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

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

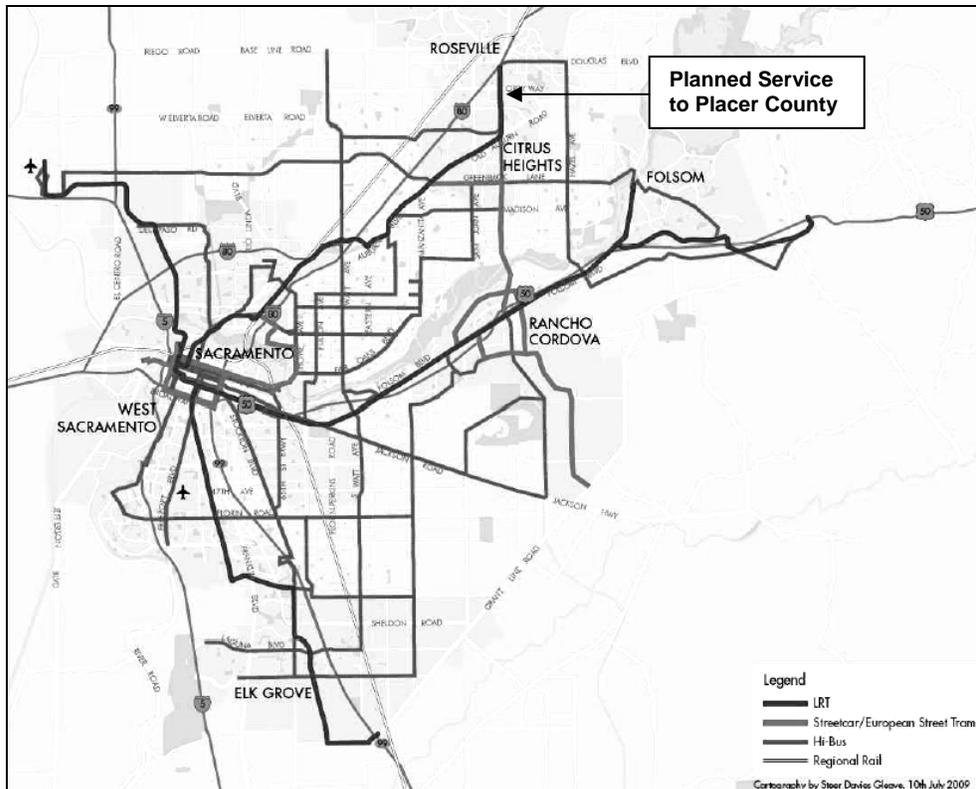
Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily between 6:00 a.m. and 7:00 p.m. seven days per week. A connection between TART and Greyhound or Amtrak is available at the Truckee Depot. TART bus service is funded by Placer County, Washoe County Regional Transportation Commission, the Town of Truckee, and the North Lake Tahoe Resort Association. A new Tahoe City Transit Center has been approved and work is underway on 64 acres at the intersection of State Routes 89 and 28. The project includes an intermodal transit facility that will be the

INFRASTRUCTURE

transit operations hub for Lake Tahoe's North Shore and will provide 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 2012

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

INFRASTRUCTURE

Figure 65 illustrates the annual ridership for Sacramento RT and TART. In fiscal year 2010-2011, Sacramento RT's bus and light rail ridership totaled close to 14 million and 13 million passengers, respectively. TART ridership has grown 12 percent over the past five years with nearly 371,000 passengers serviced in the most current full fiscal year.

FIGURE 65
PUBLIC TRANSIT ANNUAL RIDERSHIP

System	2005-	2006-	2007-	2008-	2009-	2010-	Absolute Growth	% Growth
	2006	2007	2008	2009	2010	2011	2005-2006 to 2010-2011	2005-2006 to 2010-2011
Sacramento Regional Transit								
Bus	16,778,000	16,807,000	16,607,800	16,873,700	15,318,183	13,710,172	-3,067,828	-18.3%
Light Rail	14,452,000	14,760,400	15,951,600	17,193,300	16,197,849	12,690,500	-1,761,500	-12.2%
Total	31,230,000	31,951,000	32,559,400	34,067,000	31,516,032	26,400,672	-4,829,328	-15.5%
Tahoe Area Regional Transit								
	330,818	363,372	433,628	436,668	342,876	370,644	39,826	12.0%

Center for Strategic Economic Research, April 2012

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

There are several other public transit providers serving Placer County, but limited historical ridership data is available. Placer County Transit (PCT) operates fixed-route buses, Placer Commuter Express, Dial-A-Ride service, and vanpool services. PCT fixed bus routes cover areas from the Gold Country region (Alta, Colfax, and Auburn) through The Valley (South Placer County) stretching to the Watt-I-80 Light Rail stop. Placer Commuter Express provides bus service Monday through Friday from Colfax, Clipper Gap, Auburn, Penryn, Loomis, Rocklin, and Roseville to Downtown Sacramento to Sacramento RT buses and light rail trains. Dial-A-Ride services (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 445,000 passengers used PCT's combined services in fiscal year 2010-2011 (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 369,000 passengers used Roseville Transit services in fiscal year 2010-2011.

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 54,000 passengers rode Auburn Transit in fiscal year 2010-2011. 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 57,000 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 2010-2011 of about 14,500 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 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 2010, PG&E was named, for the third year in a row, to the Dow Jones Sustainability North American Index, one of only 10 utilities in the United States recognized for environmental stewardship and corporate responsibility. It was also included in the Dow Jones Sustainability World Index for the second time and is only one of five U.S. utilities included on the index. 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. A new program, called Energy Upgrade California, provides PG&E 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 \$4,000. 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

INFRASTRUCTURE

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 almost 592,000 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 and underwriting a web site, OurGreenCommunity.org, which allows residents to share ideas on ways to reduce their emissions impacts. 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 Electric</i>	<i>PG&E(1)</i>	<i>SMUD(2)</i>	<i>LADWP(3)</i>	<i>SDG&E(4)</i>	<i>SCE(5)</i>
Residential (500 kWh/month)	0.11	0.14	0.11	0.13	0.17	0.14
Commercial	0.11	0.15	0.11	0.12	0.16	0.14
Industrial	0.10	0.12	0.10	0.11	0.14	0.12
Agricultural	-	0.16	0.12	0.11	0.15	0.14
System Average	0.11	0.15	0.11	0.13	0.16	0.14

Center for Strategic Economic Research, April 2012

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 NV Energy (formerly NV Power). 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)	\$0.80364	\$0.60332	\$0.87693	\$0.63191
Large Commercial (Above 20,800 Therms/Month)	\$0.79930	\$0.59898	\$0.87259	\$0.62757

Center for Strategic Economic Research, April 2012
 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, 2012.

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. These responsibilities are carried out by three different divisions: Administrative Services, Water System, and Power System.

Administrative Services handles the administrative and resource planning (including surface and groundwater issues) duties of PCWA. The Water System division operates eight water treatment plants that produce drinking water. This division also irrigates agricultural land and golf courses with its raw water that is distributed through 165 miles

INFRASTRUCTURE

of canals, ditches, flumes, and small reservoirs. The Power system division operates the Middle Fork American River Project that features two main reservoirs, seven dams, five hydroelectric power plants, and 21 miles of tunnels. This division of PCWA also sells its power output that it generates (a 244 megawatt capacity) to PG&E.

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

The City of Roseville Environmental Utilities provides the City water originating from Folsom Lake 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 30,000 CF/2" Meter</i>
Sacramento	\$278.50
Roseville	\$322.70
Yuba City	\$363.00
El Dorado Hills	\$499.39
Folsom	\$401.02
Rocklin*	\$461.28
Marysville	\$632.67
Woodland	\$729.00
Davis**	\$791.80

Center for Strategic Economic Research,
April 2012

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

*First 50,000 cf.

**Based on Tier 2 use of over 619 ccf.

Solid Waste and Wastewater

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

The Eastern Material 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

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 2012

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);

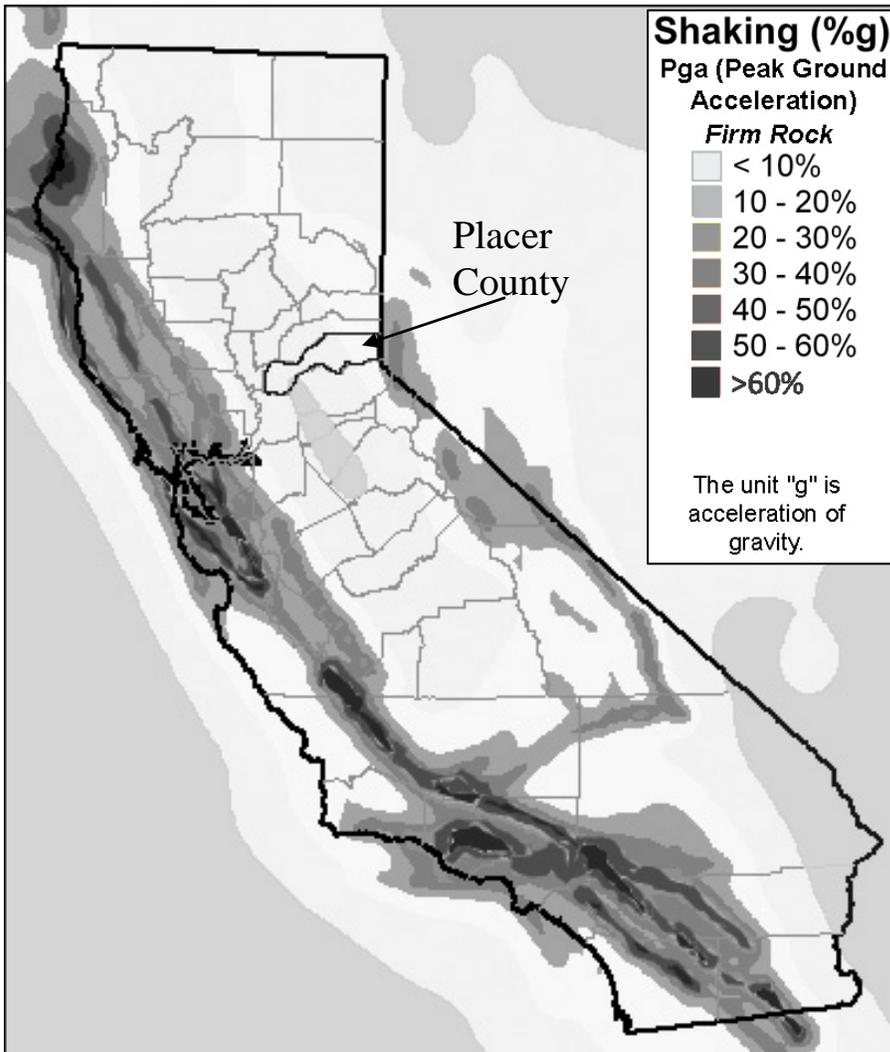
Fall (September, October, November); and Winter (December, January, February).

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 2012
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

All of the areas shown in Figure 71 experienced decreases in the crime rate between 1999 and 2009. Placer County's property crimes per 10,000 inhabitants in 2009 (about 230) was lower than all comparison areas, while its violent crime rate (nearly 24) was about half of the other areas' rates.

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

Area/Crime Type	1999	2004	2005	2006	2007	2008	2009	% Change		Absolute Change	
								1999-2009	2004-2009	1999-2009	2004-2009
Placer County											
Violent Crime	27.1	20.6	21.2	25.3	26.1	23.7	23.7	-12.5%	15.2%	-3.4	3.1
Property Crime	255.9	305.7	309.8	267.2	248.0	246.3	227.2	-11.2%	-25.7%	-28.6	-78.4
Sacramento Region											
Violent Crime	51.9	55.4	55.3	61.4	54.4	50.8	49.1	-5.5%	-11.4%	-2.9	-6.3
Property Crime	369.8	430.0	398.7	382.6	343.1	326.0	307.8	-16.8%	-28.4%	-62.0	-122.2
Bay Area											
Violent Crime	53.6	44.2	47.0	52.1	52.0	51.3	45.6	-14.9%	3.3%	-8.0	1.5
Property Crime	341.8	352.7	340.9	344.0	321.2	310.2	294.4	-13.9%	-16.5%	-47.4	-58.3
California											
Violent Crime	61.1	54.0	51.2	51.8	50.7	48.6	45.4	-25.7%	-15.9%	-15.7	-8.6
Property Crime	309.7	334.3	323.0	308.7	294.5	285.4	263.2	-15.0%	-21.3%	-46.5	-71.1

Center for Strategic Economic Research, April 2012

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>
Placer County		
Kaiser Foundation Hospital - Roseville	Roseville	340
Sutter Roseville Medical Center	Roseville	313
Sutter Auburn Faith Hospital	Auburn	80
Sacramento Region		
University of California, Davis Medical Center	Sacramento	645
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	117
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
Tahoe Forest Hospital	Truckee	72
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39
Sutter Surgical Hospital - North Valley	Yuba City	14

Center for Strategic Economic Research, April 2012
 Data Source: Office of Statewide Health Planning and Development
 Healthcare Quality & Analysis Division
 Note: Data as of June 30, 2011

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 65 nationwide hospitals named as a "Top Hospital" on the 2011 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 second 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. An \$18.6 million upgrade is providing the hospital with remodeled patient rooms, new equipment and technology, and an operating room expansion.

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 11th 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 will open on the campus.

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**

<i>Name</i>	<i>Location</i>	<i>Total Number of Rooms</i>	<i>Number of Suites</i>	<i>Total Meeting Rooms</i>	<i>Maximum Banquet/Meeting Capacity</i>
Resort at Squaw Creek, Squaw Valley	Olympic Valley	405	186	24	600
The Village at Squaw Valley	Olympic Valley	276	0	5	250
Northstar-at-Tahoe	Northstar	240	15	13	250
Orchid Suites, Roseville	Roseville	179	179	3	80
Granlibakken Conference Center and Resort	Tahoe City	160	56	16	400
Ritz-Carlton Highlands, Lake Tahoe	Northstar	154	16	13	478
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
TownePlace Suites by Marriott - Sacramento	Roseville	124	124	1	50
Extended Stay America	Roseville	122	2	0	0
SpringHill Suites by Marriott	Roseville	118	118	1	30
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 2012

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 Mahaney 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>Squaw Valley USA*</i>	<i>The Resort at Squaw Creek*</i>	<i>The Village at Squaw Valley*</i>	<i>Alpine Meadows</i>	<i>Northstar-at-Tahoe</i>	<i>Sugar Bowl</i>	<i>Homewood Mountain Resort</i>	<i>Royal Gorge Cross Country Ski Area</i>
General Information & Amenities:								
Year Opened	1949	1990	2002	1961	1972	1939	1961	1971
Average Snowfall (inches)	450	450	450	400	350	500	450	600
Base Elevation (feet)	6,200	6,200	6,200	6,835	6,330	6,883	6,230	5,800
Summit Elevation (feet)	8,900	8,900	8,900	8,637	8,610	8,383	7,880	7,400
Accommodations (Number of Units)	950	405	285	0	240	28	0	57
Ski Rental/ Repair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of Restaurants	29	5	6	4	13	4	7	4
Number of Shops	27	6	20	1	19	2	4	1
Child Program	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Winter Sports & Activities:								
Number of Ski Lifts	33	1	0	13	19	10	8	4
Number of Ski School Staff	225	0	0	120-150	250-300	100	75	40
Miles of Cross Country Trails	11	0	0	0	31	0	0	191
Ice Skating Rink	Yes	Yes	No	No	Yes	No	No	No
Snow Boarding	Yes	No	No	Yes	Yes	Yes	Yes	No
Summer Sports & Activities:								
Lifts Operating	1	0	0	0	2	0	0	0
Miles of Mountain Bike Trails	0	0	0	0	100+	0	0	0
Number of Swimming Pools	1	3	0	0	1	0	0	0

Center for Strategic Economic Research and Placer County Office of Economic Development, April 2012

Data Source: Above-listed resorts and web sites

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

Squaw Valley USA, the Village at Squaw Valley, and the Resort at Squaw Creek feature ski lifts, ice skating, accommodations, and restaurants. In addition to the amenities and activities displayed in Figure 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, cable car rides, heated swimming pools, and hot tubs. Summer activities include some of the amenities available during the winter season in addition to golfing, hiking, biking, tennis, sky jumping, ropes course, flying trapeze, and horseback riding. The Olympic Museum is also open year-round at High Camp with the purchase of a cable car ride. On July 26, 2011 Squaw Valley USA announced plans for a \$50 million capital plan including a new base lodge, expanded restaurants and two 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-at Tahoe include a children’s center, a cross-country and snowshoe center, trails, and additional snowmaking over two new runs. Northstar-at-Tahoe 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-at-Tahoe 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-at-Tahoe, in addition to those listed in Figure 74, include cross country skiing, snowshoeing, 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.

Sugar Bowl recently completed a \$10 million, 14,000 square-foot addition to its Mount Judah Day Lodge to include a bar, restaurant, and a medical clinic which is managed by Tahoe Forest Hospital. In addition to the winter activities in Figure 74, one can participate in dogsled tours, snowshoe tours, and air boarding. Sugar Bowl is closed during the summer months, but can be reserved for private functions, such as weddings, reunions, and corporate retreats.

Homewood Mountain Resort boasts a quad chairlift, called "Homewood Express" which transports visitors to the top of the mountain in four minutes. Some activities that are available at the resort during summer include a paintball playground and bike rentals. Space is also available for private parties and outdoor wedding ceremonies. On December 14, 2011 the Tahoe Regional Planning Agency approved the \$500 million Homewood Mountain Area Ski Resort Master Plan calling for a groundbreaking in summer 2014. 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.

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

Golf Courses

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

- Auburn 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-at-Tahoe 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:

The Valley

- Camp Far West, Lincoln
- Folsom Lake State Recreation Area

The Gold Country

- American River Permit Camping, Auburn
- Auburn Gold Country RV Park, Auburn
- Bear River Park, Colfax
- Dutch Flat RV Resort, Dutch Flat/Gold Run
- Lake Clementine Boat-in-Camp, Auburn
- Loomis RV Park, Loomis
- Mineral Bar, Colfax

QUALITY OF LIFE

- River-Trail Permit Camping, Auburn
- Rollins Lake - Greenhorn Park Campground, Colfax
- Rollins Lake - Long Ravine Campground, Colfax
- Rollins Lake - Orchard Springs Campground, Colfax
- Ruck-a-Chucky Bar, Auburn

The High Country

- Ahart Campground, Foresthill
- Big Meadows Campground, Foresthill
- Big Reservoir Campground, Foresthill
- Coyote Group Campground, Foresthill
- Cisco Grove Campground, Soda Springs
- French Meadows Campgrounds, Foresthill
- Gates Group Campground, Foresthill
- Hell Hole Campground, Foresthill
- Kaspian Recreation, Tahoe City
- Lake Forest, Tahoe City
- Lewis Campground, Foresthill
- Poppy Campground, Foresthill
- Robinson Flat Campground, Foresthill
- Sandy Beach Resort, Tahoe Vista
- Snowflower RV Camping, Emigrant Gap
- Sugar Pine Reservoir, Foresthill
- Sugar Pine Reservoir - Forbes Creek Group Campground, Foresthill
- Sugar Pine Reservoir - Giant Gap Campground, Foresthill
- Sugar Pine Reservoir – Shirttail Creek Campground, Foresthill
- Talbot Campground, Foresthill
- Upper Hell Hole Campground, Foresthill
- William Kent, Tahoe City

Other Recreation and Sports

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

- **Bowling:** AMF Rocklin Bowl, Rocklin; Foothills Bowling Center, Auburn; and Strikes Family Entertainment Center, Rocklin
- **Children’s Play & Party Center:** Bounce U, Roseville; Pump It Up, Roseville; and Wacky Tacky, Roseville
- **Cinema:** Regal Theaters, Auburn; Brockway Theatre, Kings Beach; Century 14, Roseville; Harding Plaza, 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
- **Ice Skating:** Skatetown, Roseville and Squaw Valley Olympic Ice Pavilion, Olympic Village, Resort at Squaw Creek; and Northstar-at-Tahoe
- **Kayaking, Mountain Biking:** Tahoe Adventure Company, Tahoe City; Sierra Outdoor Center & Canyon Raft Rentals, Auburn
- **Miniature Golf, Water Fun, Arcade:** Golfland Sunsplash, Roseville
- **Motocross:** Oak Creek BMX, Roseville and Lincoln Indoor Motocross Complex, Lincoln
- **Motorcycle Races:** Fast Friday's, Auburn Fair Grounds
- **Paintball:** Homewood Paintball Playground, Homewood
- **River Rafting:** Truckee River Rafting, Tahoe City and 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
- **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; and McBean Pool Recreation, Lincoln
- **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.

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-at-Tahoe.

February brings the Foothill Quilters Guild Show in Auburn and the Western States Endurance Run. The Snowfest Winter Festival, one of the biggest events of the year,

held at North Lake Tahoe throughout March and Auburn hosts a St. Patrick's Day Celebration this month. Also in February, is the annual Joe King Poker Tournament at the Tahoe Biltmore.

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.

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.

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.

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.

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 Tevis Cup Ride, a grueling 100-mile horse race with a course that stretches between Tahoe and Auburn, takes place in the end of July.

August events include the 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 2012), the Heritage Trail and Placer County Museums Tour, and

summer music series in Auburn, Roseville, and Lincoln. Also in August is the Pacific Fine Arts Festival at the Boat Works Mall in Tahoe City.

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, the Eggplant Festival is held in Loomis, 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 and the Annual Chicken Teriyaki Food Bazaar is held in Penryn the 3rd weekend in September which includes a Bonsai show sponsored by the Sierra Bonsai Club—the 2nd oldest Bonsai Club in Northern California. Also during October, Tahoe is home to the Tahoe Mountain Sports Pro-Am Disc Golf Tournament in North Tahoe Regional Park.

During October, North Lake Tahoe, Placer Valley Tourism, Foresthill, and Lincoln host Fall Harvest Festivals and Oktoberfests, 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.

November is the time of year when 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. The Autumn Arts Studio Tour throughout the County, the International Rail Fair in Roseville, the Mountain Mandarin Festival in Auburn, and the Christmas Lighting Ceremony & Songfest in Rocklin are the main November events. The month's activities conclude with a Christmas Craft Fair in Auburn. Holiday tree lighting events and parades are held in Lincoln, Roseville, and Auburn.

December rounds out the year's activities and celebrations associated with the holiday season. North Lake Tahoe hosts the Alpenlight Festival, the Christmas Eve Torchlight Parade, and the New Year's Eve Fireworks Festivities. 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 hosts the Colfax Hometown Holiday Celebration and the Tahoe City Downtown Association hosts December Holly Days Jubilee.

Celebrate the Arts

Throughout the County, the arts in its many forms—an internationally-recognized art competition, world-class symphony and ballet performances, outstanding theatre productions, and a collection of art galleries—has become a hallmark of the region. 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 Art Walk, where local businesses transform their walls into exhibition space and team with artists to showcase a variety of artistic techniques four times per year; and Summer Series open air concerts. Year-round art exhibits, intimate performances including poetry, jazz, hip hop and traditional dance, an artist residency and teaching program 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 arts learning opportunities.

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.

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 local art, and their Open Studios Tour in July draws visitors from around the region.

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 Maestro Michael Goodwin. In Roseville, Stand Out Talent and Roseville Theatre Arts Academy provide workshops and plays in the Tower and Roseville Theatres. Placer Theatre Ballet continues to woo audiences with celebrated guest dancers and quality performances. Throughout the year, Auburn Community Concerts provide great entertainment making world-class musical performances affordable for the entire community. Under the restored neon marquee at the State Theatre, the Auburn Placer Performing Arts Center presents live concerts, plays, and a film series. 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, the Lake Tahoe Music Festival offers superb performances along with breathtaking views.

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

- Arts Council of Placer County DBA Placer Arts The Arts Building, Auburn
- 404 Gallery, Roseville

QUALITY OF LIFE

- 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
- Lake Tahoe Music Festival
- Lincoln Arts & Culture Foundation
- Music & More Arts Academy & Theatre, Auburn
- North Tahoe Arts
- Old Library Art Studio (OLAS), Auburn
- Placer Community Theater, Auburn
- Placer Theatre Ballet
- Ridley Gallery at Sierra College, Rocklin
- Roseville Arts Blue Line Gallery
- Take Note Troupe
- Theatre Alive!

Visit PlacerArts' online **Arts Calendar** to learn what's on where, and the **Artist Directory** to connect with visual, performing, and literary artists and shop their quality, original goods and services.

Access both the Artist Registry and the Arts Calendar from the main menu at: 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 19th 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
- Emigrant Trail at Big Bend Ranger Station Museum
- 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
- 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
- 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 as well as by taking a walk or hike 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, 13411 Lincoln Way, Auburn, CA 95603, (530) 887-2111 or (866) 752-2371. www.visitplacer.com

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
- 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
- Sugar Pine Trail

Parks

Hidden Falls Regional Park, including the Spears Ranch parcel, has been described by Supervisor Robert Weygandt as the “crown jewel” of Placer County’s award-winning Placer Legacy program created by the Board of Supervisors about eight years ago. The park, formerly known as Didion Ranch, was acquired under the Placer Legacy Open Space and Agricultural Conservation Program. 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. Opened to the public on October 30, 2006, the 221-acre open space park is located at 7587 Mears Place, north of Mt. Vernon Road between Auburn and Lincoln. Features of the new park include seven miles of natural surface trails suitable for hiking, running, 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 Coon Creek and Deadman Creek, groves of blue oak woodlands, and a year-round waterfall, 20 to 30 feet high. Other park amenities include a paved access road, 50-space paved parking lot, equestrian staging area, utilities, restrooms, and a 60-foot emergency-access bridge over Deadman Creek.

Adjacent to this section of Hidden Falls is a 961-acre property that Placer County also acquired through Placer Legacy, previously called “Spears Ranch.” The County is actively working to develop trails and amenities through the Spears Ranch portion of the Park. Together, the two parcels comprise almost 1,200 acres of open space—including three miles of Coon Creek. It is expected that the remaining 961 acres will be open for hikers, mountain bikers, and equestrians by late 2012.

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

QUALITY OF LIFE

For more information on Hidden Falls and the parks listed below, please visit the Placer County web site 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
- T aylor 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.

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
Auburn, CA 95603
(530) 887-2111 or (866) 752-2371 toll free
www.visitplacer.com/

Placer Valley Tourism
2204 Plaza Drive, #110
Rocklin, CA 95765
(916) 773-5400
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

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

Directory

Placer County

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

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

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

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

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

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

District Attorney
10810 Justice Center Drive, #240
Roseville, CA 95678
(916) 543-8000
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

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

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

City of Auburn

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

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

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

DIRECTORY

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

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

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

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 W. 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

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

DIRECTORY

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

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

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

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

Sheriff-Coroner-Marshal
Placer County Colfax Substation
33 South Main Street
Colfax, CA 95713
(530) 346-2256
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

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

DIRECTORY

Administrative Services Department

600 Sixth Street
Lincoln, CA 95648
(916) 434-2430
www.ci.lincoln.ca.us

Fire Department

126 Joiner Parkway
Lincoln, CA 95648
(916) 645-4040
www.ci.lincoln.ca.us

Police Department

770 Seventh Street
Lincoln, CA 95648
(916) 645-4040
www.lincolnpd.org

Public Works/Engineering

600 Sixth Street
Lincoln, CA 95648
(916) 434-2450
www.ci.lincoln.ca.us

Town of Loomis

Town Hall

3665 Taylor Road
Loomis, CA 95650
(916) 652-1840
www.loomis.ca.gov

City of Rocklin

Administrative Services

3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5000
www.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

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

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

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

Public Works Department
4081 Alvis Court
Rocklin, CA 95677
(916) 625-5500
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

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

DIRECTORY

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

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

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

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

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

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

Accommodations

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

DIRECTORY

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

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

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

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

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

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

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

DIRECTORY

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

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

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

Heritage Inn Express
4480 Rocklin Road
Rocklin, CA 95677
(916) 632-3366
www.heritageinnexpressrocklin.com

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

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

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

DIRECTORY

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

Holiday Inn Express
155 Ferrari Ranch Rd
Lincoln, CA 95648
(916) 644-3440
www.hiexpress.com

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

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

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

Motel 6
1819 Auburn Ravine Rd.
Auburn, CA 95603
(530) 888-7829
www.motel6.com

Northstar-at-Tahoe
100 Northstar Drive
Truckee, CA 96161
(530) 562-2267
www.northstarattahoe.com

DIRECTORY

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

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

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

Quality Inn
13490 Lincoln Way
Auburn, CA 95603
(530) 885-7025
www.qualityinn.com

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

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

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

DIRECTORY

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

Staybridge Suites, Rocklin
6664 Lonetree Road
Rocklin, CA 95677
(916) 781-7500
www.staybridge.com

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

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

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

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

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

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

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

Business Organizations

Business Advantage Network
145 Fulweiler Avenue, #120
Auburn, CA 95603
(530) 889-4061
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

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

DIRECTORY

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

Linking Education and Economic Development (LEED)
One Capitol Mall, Suite 300
Sacramento, CA 95814
(916) 552-6800 ext. 263
www.lead.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

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

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

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

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

DIRECTORY

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

Sierra Green Building Association (SiGBA)
P.O. Box 4245
Truckee, CA 96160
(877) 744-2248
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.visittahoecity.com

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

Chambers of Commerce

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

Colfax Area Chamber of Commerce
P.O. Box 86 (Mailing)
99 South Railroad Street
Colfax, CA 95713
(530) 346-8888
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

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

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

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

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

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

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

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

Art Galleries

404 Gallery
404 Vernon St
Roseville, CA 95678
(916) 784-9898
www.404artgallery.com

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

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

Tuscan Art Gallery
1603 Douglas Blvd., 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

Museums

Bernhard Museum Complex
291 Auburn-Folsom Road
Auburn, CA 95603
(530) 889-6500
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

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

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

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

Maidu Interpretive Center
1960 Johnson Ranch Road
Roseville, CA 95661
(916) 774-5934
www.roseville.ca.us/parks/parks_n_facilities/facilities/maidu_indian_museum/default.asp

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

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

Placer High School Auditorium
Agard and High Streets
Auburn, CA 95603
(530) 823-2147

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

Tahoe Maritime Museum.
P.O. Box 627 (Mailing)
5205 West Lake Boulevard
Homewood, CA 96141
(530) 525-9253
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
www.kettlemanhillsfacts.com

Hospitals

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

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

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

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

Newspapers

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

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

DIRECTORY

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

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

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

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

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

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

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

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

Postsecondary Educational Institutions

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

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

Art Institute of California, Sacramento
2850 Gateway Oaks Drive, Suite #100
Sacramento, CA 95833
(800) 477-1957
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/

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

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

DIRECTORY

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

Carrington College (formerly Western Career College)
8009 Folsom Blvd.
Sacramento, CA 95826
(916) 361-6661
www.westerncollege.edu

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

Drexel University
Center for Graduate Studies
One Capitol Mall, Suite 260
Sacramento, CA 95814
(916) 325-4600
sacramento.drexel.edu

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

Folsom Lake College
10 College Parkway
Folsom, CA 95630
(916) 608-6500
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

DIRECTORY

Heald College, Rancho Cordova
2910 Prospect Park Drive
Rancho Cordova, CA 95670
(916) 638-1616
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

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

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

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

Lake Tahoe Community College
One College Drive
South Lake Tahoe, CA 96150
(530) 541-4660
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

DIRECTORY

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

MTI College
5221 Madison Avenue
Sacramento, CA 95841
(916) 339-1500
www.mticollege.edu

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

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

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

Sierra College
Rocklin Campus:
5000 Rocklin Road
Rocklin, CA 95677
(916) 624-3333
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

DIRECTORY

Union Institute & University
Sacramento Center
160 Promenade Circle, Suite 115
Sacramento, CA 95834
(800) 486-7049
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

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

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

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

University of Phoenix
516 Gibson Drive
Roseville, CA 95678
(916) 923-2107
www.phoenix.edu/campus_locations/campus_locations.aspx

University of Sacramento
4378 Auburn Blvd., Suite 100
Sacramento, CA 95841
(916) 480-9525
www.universityofsacramento.org/

DIRECTORY

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

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

Western Seminary
2924 Becerra Way
Sacramento, CA 95821
(916) 488-3720
www.westernseminary.edu

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

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

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

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

Ski Resorts

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

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

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

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

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

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

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

DIRECTORY

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

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

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

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

Transportation

Amtrak
Ticket Office
401 I Street
Sacramento, CA 95814
(800) 872-7245
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

DIRECTORY

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

Placer County Transit (PCT)
11460 F Avenue
Auburn, CA 95603
(530) 885-2877
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

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

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

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

DIRECTORY

Sacramento Regional Transit
1400 29th Street
Sacramento, CA 95812
(916) 321-2877 general
(916) 321-2800 administration
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

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

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

DIRECTORY

Christian Valley Park Community
and Water Services District
3333 Christian Valley Road
Auburn, CA 95602
(530) 878-8050
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

Foresthill Public Utility District
P.O. Box 266 (Mailing)
24540 Main Street
Foresthill, CA 95631
(530) 367-2511
www.foresthillpud.com

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

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

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

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

DIRECTORY

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

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

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

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

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

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

DIRECTORY

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

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

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

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

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

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

DIRECTORY

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

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

Tahoe Swiss Village Utility
P.O. Box 102
Homewood, CA 96141

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

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