

Placer County Economic and Demographic Profile 2014

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 employment services, and Act-On Software in Roseville. 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-Tec, 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 Katadyn Products, TechEvents, and Camblin Steel. 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 2014* covers a number of topics including demographics, education, business climate, real estate, infrastructure, and quality of life. Where available, the most recent data is provided for Placer County and its incorporated cities along with 5-year and 10-year historical data points and projections. Comparisons to the Sacramento Region (El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties), the core Bay Area (Alameda, Contra Costa, Marin, San Benito, San Francisco, San Mateo, and Santa Clara Counties), and California are also made throughout the report. The Profile was prepared for the Placer County Office of Economic Development by the Center for Strategic Economic Research (CSER). Content for the Accommodations; Recreational Activities; and Community Events, Cultural Activities, Places of Historical Interest, and Other Entertainment sections of the Quality of Life chapter and the Directory was provided by the Placer County Office of Economic Development.

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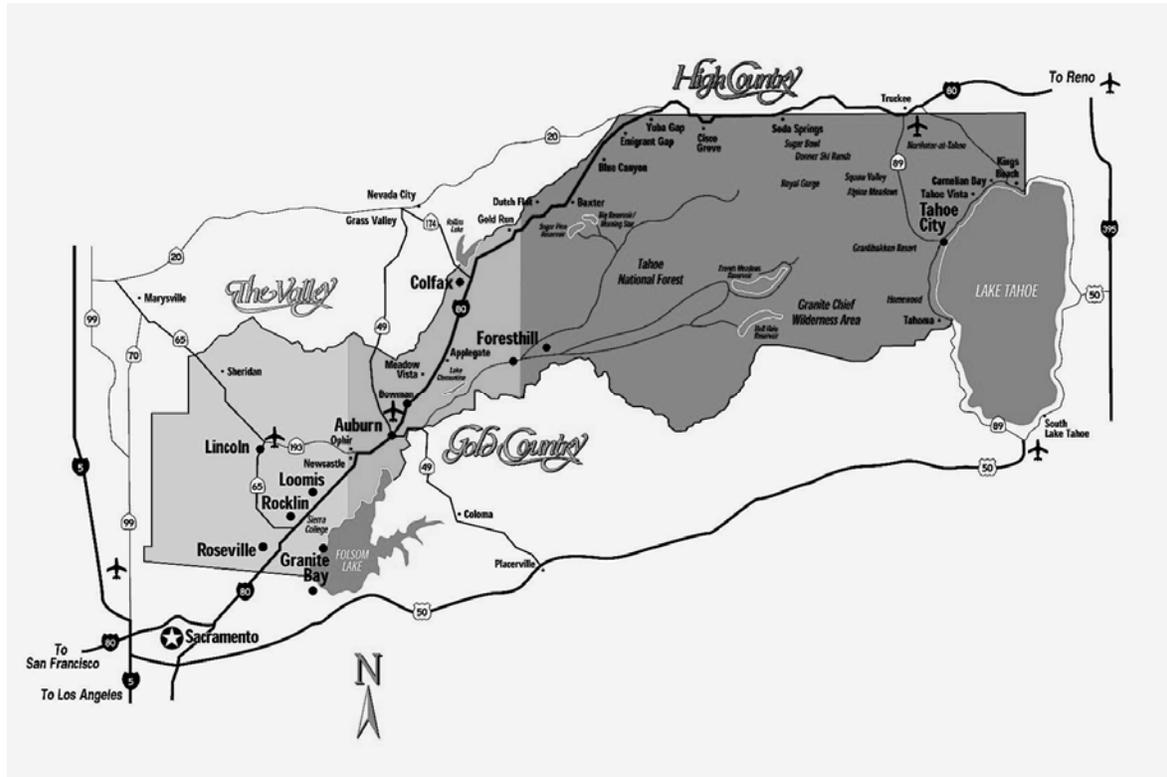
INTRODUCTION

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 2014
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 2003 to January 2013 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 2013, Placer County's total population reached over 355,000 people, about 15 percent of the entire Sacramento Region. The highest-populated incorporated cities within Placer County are Roseville (nearly 124,000) and Rocklin (approximately 58,000).

**FIGURE 2
POPULATION**

<i>Area</i>	<i>2003</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
Placer County	283,703	333,805	340,995	347,133	351,463	355,455	357,463
Auburn	12,517	13,079	13,232	13,307	13,378	13,473	13,446
Colfax	1,774	1,822	1,843	1,946	1,966	1,977	1,969
Lincoln	20,387	40,726	41,787	42,589	43,144	43,587	43,818
Loomis	6,256	6,385	6,416	6,427	6,460	6,502	6,493
Rocklin	46,227	54,561	55,566	56,720	57,767	58,316	58,484
Roseville	94,099	111,259	114,869	118,180	120,307	122,104	123,514
Unincorporated	102,443	105,973	107,282	107,964	108,441	109,496	109,739
Sacramento Region	2,084,252	2,266,234	2,290,482	2,312,406	2,327,914	2,342,801	2,360,844
Bay Area	5,935,185	6,066,651	6,123,278	6,169,769	6,208,053	6,264,091	6,337,102
California	35,163,609	36,704,375	36,966,713	37,223,900	37,427,946	37,668,804	37,966,471

Center for Strategic Economic Research, April 2014

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

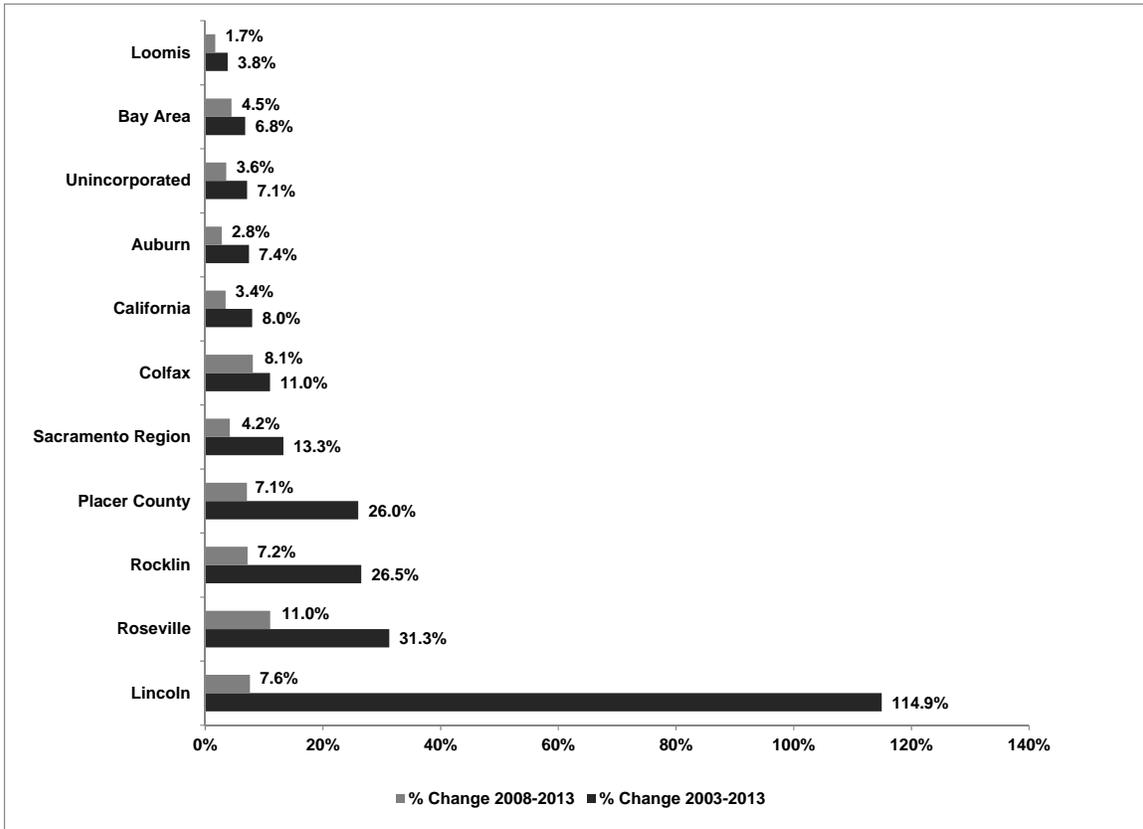
Notes: All figures based on January of the corresponding year.

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

DEMOGRAPHICS

As shown in Figure 3, Placer County’s population grew 26 percent in the 2003 to 2013 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 almost 115 percent growth in this ten-year period. Both Roseville and Rocklin also experienced high ten-year increases with respective growth rates of approximately 31 percent and 27 percent. According to DOF rankings, the City of Lincoln, with a population of around 44,000 had the second-highest growth rate of all California cities from January 2003 to January 2013.

FIGURE 3
2003-2013 AND 2008-2013 POPULATION GROWTH RATES



Center for Strategic Economic Research, April 2014
 Data Source: California Department of Finance, E-4 Estimates

DEMOGRAPHICS

Figure 4 shows that Placer County’s population is projected to increase by around 63,000 people to approximately 420,000 residents by 2023. Overall, the County is projected to see growth of about 18 percent between 2013 and 2023, which is a higher rate than the Sacramento Region’s, Bay Area’s, and California’s respective projected growth of 11 percent, 7 percent, and 10 percent.

**FIGURE 4
POPULATION PROJECTIONS**

Area	2013	2018	2023	% Change	
				2013-2018	2013-2023
Placer County	357,463	389,883	420,187	9.1%	17.5%
Sacramento Region	2,360,844	2,488,018	2,626,948	5.4%	11.3%
Bay Area	6,337,102	6,591,377	6,801,487	4.0%	7.3%
California	37,966,471	39,770,127	41,802,978	4.8%	10.1%

Center for Strategic Economic Research, April 2014

Data Sources: California Department of Finance, E-4 Estimates; California Department of Transportation, 2013 Long-Term Socio-Economic Forecasts by County

Notes: All 2013 figures based on January estimates.

DEMOGRAPHICS

In addition to the incorporated cities, the Census Bureau provides population data for areas within Placer County that are not designated as incorporated cities and are called “Census Defined Places (CDP),” 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.

It is important to note that there are other geographic areas in unincorporated portions of Placer County that are not defined by the Census Bureau; however, they do account for moderate shares of the County’s population. The area including and surrounding the CDP of Foresthill comprises communities such as Michigan Bluff and Iowa Hill, among others, and, combined, covers a population of around 6,000 people.

FIGURE 5
POPULATION IN PLACER COUNTY PLACES

Area	1990	2000	2010	% Change 1990-2010	% Change 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 2014

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

Note: Granite Bay data was not available in 1990.

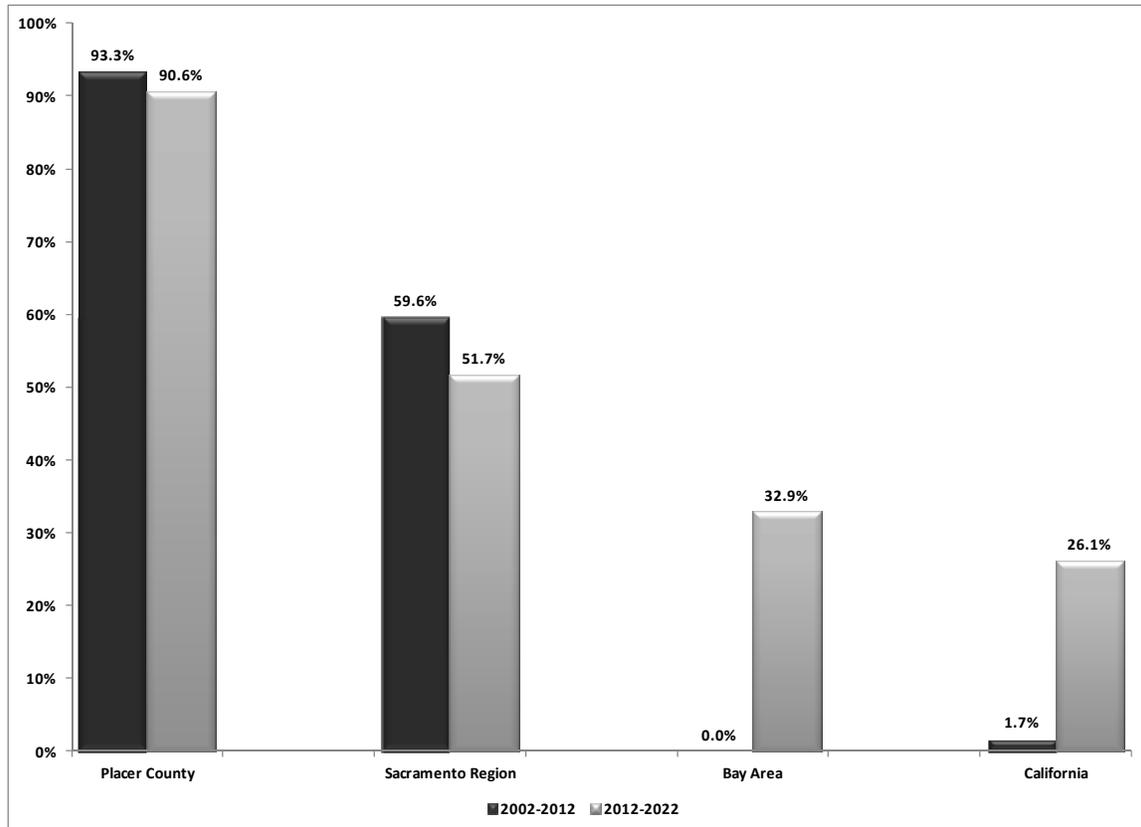
All figures based on April of the corresponding year.

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 2002 to 2012 was due to net in-migration. In comparison, only around 60 percent, and 2 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 2022.

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



Center for Strategic Economic Research, April 2014

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

California Department of Transportation, 2013 Long-Term Socio-Economic Forecasts by County

Notes: The Bay Area experienced net out-migration in the 2002 to 2012 time period.

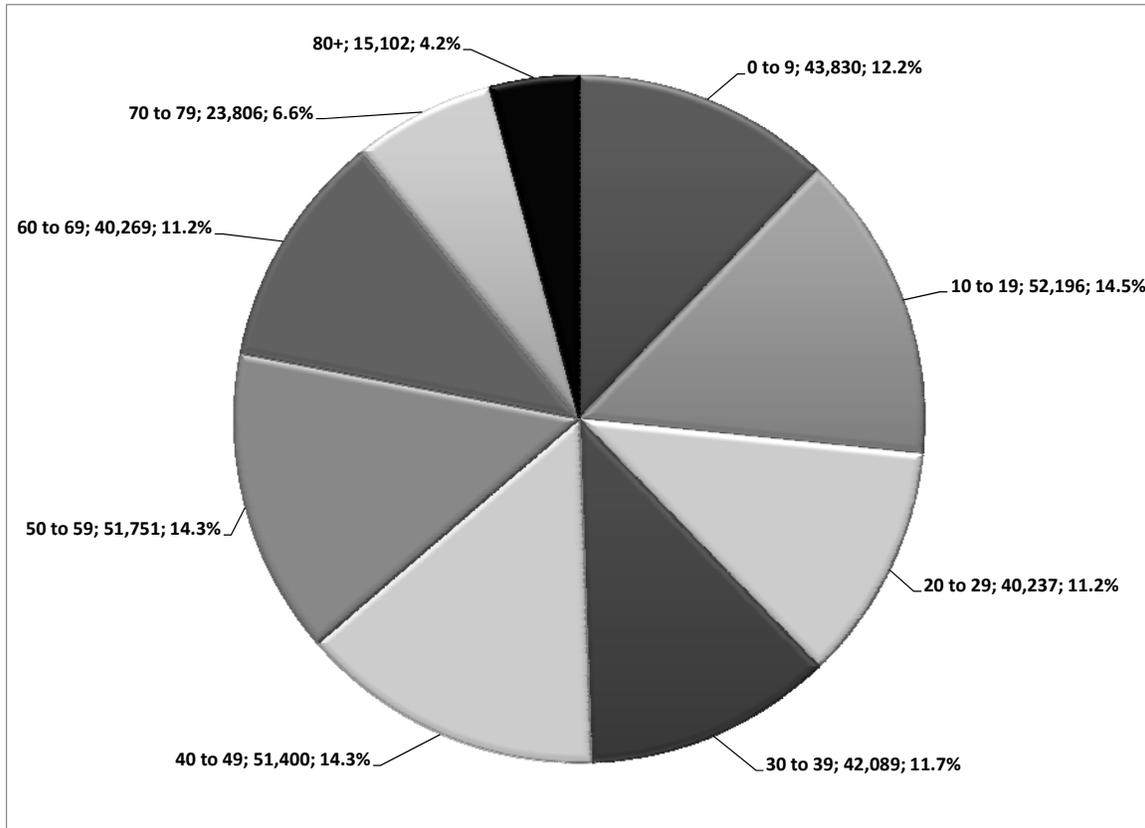
Historical data represents totals in July of corresponding year.

DEMOGRAPHICS

Age

Figure 7 shows the age composition of Placer County in 2012. At 14.5 percent (about 52,000 people), the 10- to 19-year-old age bracket encompasses the highest proportion of the total population, followed closely by the 40- to 49-year-old and 50- to 59-year-old groups, each with about 14 percent or around 51,000 people of Placer's population in 2012.

FIGURE 7
PLACER COUNTY AGE COMPOSITION IN 2012



Center for Strategic Economic Research, April 2014

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

DEMOGRAPHICS

Figure 8 shows that Placer County's largest age group (10 to 19) have a somewhat higher proportion of residents than the comparison areas. The County has a much larger proportion of its population aged 60 and older, 22 percent, than the comparison areas' proportions which range between around 17 and 18 percent. The Region's and California's largest age groups are the 10 to 19 and the 20 to 29 age brackets, each accounting for between 14 percent and 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 about 15 percent of the total population.

All age categories 50 and above in Placer County had positive shifts in composition between 2002 and 2012. The largest positive increase in composition from 2002 to 2012 was seen in the 60 to 69 age bracket, 3 percentage points, while the age group 30 to 39 experienced the greatest negative composition shift (-2.5 percentage points). The Sacramento Region, Bay Area, and California also saw the greatest positive shifts in the 60 to 69 age bracket (nearly 3 percentage points). Similar to Placer County, the 30 to 39 age group experienced the greatest negative shifts in composition within the Bay Area and California, between -2 and -3 percentage points while the Sacramento Region's 40 to 49 age bracket's composition declined the most. The County's 70 to 79 age bracket is projected to show the highest shift in composition (nearly 3 percentage points) from 2012 to 2022, a trend also anticipated in the comparison areas.

DEMOGRAPHICS

FIGURE 8
ANNUAL AGE COMPOSITION AND COMPOSITION SHIFT

Area / Timeframe	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
Placer County									
2002	13.5%	14.6%	10.0%	14.2%	16.8%	13.1%	8.1%	6.1%	3.6%
2007	13.7%	13.6%	11.5%	12.5%	15.6%	13.9%	9.4%	6.0%	3.8%
2012	12.2%	14.5%	11.2%	11.7%	14.3%	14.3%	11.2%	6.6%	4.2%
2017	11.0%	13.4%	12.9%	11.4%	12.7%	14.3%	12.0%	7.8%	4.4%
2022	11.1%	11.8%	13.8%	11.3%	11.7%	13.4%	12.9%	9.2%	5.0%
2007-2012	-1.6%	0.9%	-0.4%	-0.8%	-1.3%	0.4%	1.8%	0.6%	0.4%
2002-2012	-1.3%	-0.2%	1.2%	-2.5%	-2.6%	1.2%	3.1%	0.5%	0.6%
2012-2017	-1.1%	-1.0%	1.7%	-0.3%	-1.5%	0.0%	0.8%	1.2%	0.2%
2012-2022	-1.1%	-2.7%	2.6%	-0.4%	-2.6%	-1.0%	1.7%	2.6%	0.8%
Sacramento Region									
2002	14.3%	15.4%	13.7%	14.6%	15.5%	11.5%	6.8%	5.1%	3.0%
2007	14.1%	15.0%	14.2%	13.2%	14.8%	12.9%	7.6%	4.9%	3.2%
2012	13.3%	14.2%	14.1%	13.0%	13.4%	13.7%	9.7%	5.1%	3.4%
2017	12.7%	13.5%	14.0%	13.4%	12.5%	13.3%	11.1%	6.1%	3.5%
2022	12.4%	12.9%	13.7%	13.1%	12.5%	12.3%	11.9%	7.5%	3.8%
2007-2012	-0.8%	-0.8%	-0.2%	-0.2%	-1.4%	0.8%	2.1%	0.3%	0.2%
2002-2012	-1.0%	-1.1%	0.3%	-1.5%	-2.1%	2.1%	2.9%	0.0%	0.4%
2012-2017	-0.7%	-0.8%	-0.1%	0.4%	-0.9%	-0.4%	1.4%	1.0%	0.1%
2012-2022	-0.9%	-1.4%	-0.4%	0.1%	-0.9%	-1.4%	2.2%	2.4%	0.3%
Bay Area									
2002	13.1%	12.8%	14.0%	17.6%	15.9%	11.9%	6.6%	4.9%	3.0%
2007	12.7%	12.5%	14.3%	15.7%	15.8%	13.1%	7.7%	4.8%	3.4%
2012	12.3%	12.1%	13.6%	14.8%	15.0%	13.8%	9.8%	5.0%	3.5%
2017	12.1%	12.0%	13.0%	14.3%	14.1%	13.8%	11.1%	6.0%	3.5%
2022	12.0%	11.9%	12.9%	13.3%	13.4%	13.4%	11.9%	7.5%	3.8%
2007-2012	-0.4%	-0.3%	-0.7%	-0.9%	-0.9%	0.7%	2.0%	0.3%	0.1%
2002-2012	-0.7%	-0.7%	-0.4%	-2.8%	-1.0%	1.9%	3.1%	0.1%	0.5%
2012-2017	-0.2%	-0.1%	-0.6%	-0.5%	-0.8%	-0.1%	1.3%	1.0%	0.0%
2012-2022	-0.4%	-0.2%	-0.7%	-1.5%	-1.5%	-0.5%	2.1%	2.5%	0.3%
California									
2002	14.8%	15.1%	14.4%	15.8%	15.0%	10.9%	6.4%	4.8%	2.9%
2007	14.1%	15.0%	14.6%	14.3%	14.8%	12.2%	7.2%	4.6%	3.1%
2012	13.3%	14.1%	14.7%	13.7%	13.8%	13.2%	9.1%	4.8%	3.3%
2017	13.1%	13.2%	14.5%	13.8%	13.0%	13.0%	10.4%	5.7%	3.3%
2022	13.1%	12.7%	13.8%	13.7%	12.6%	12.4%	11.2%	7.0%	3.6%
2007-2012	-0.8%	-1.0%	0.1%	-0.6%	-1.0%	0.9%	1.9%	0.2%	0.2%
2002-2012	-1.5%	-1.0%	0.3%	-2.0%	-1.2%	2.3%	2.7%	0.0%	0.4%
2012-2017	-0.2%	-0.9%	-0.2%	0.1%	-0.9%	-0.2%	1.3%	0.9%	0.1%
2012-2022	-0.2%	-1.3%	-0.9%	0.0%	-1.3%	-0.8%	2.1%	2.1%	0.3%

Center for Strategic Economic Research, April 2014

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

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In the ten-year historical time period, Placer County's strongest population growth occurred in the 60 to 69, 80+, and 20 to 29 age brackets. As shown in Figure 9, Placer County's respective 2002 to 2012 growth rates in these age brackets were around 79 percent, 53 percent, and 46 percent. The comparison areas also saw strong growth in the 60 to 69 and 80+ age brackets, but saw higher growth rates in the 50 to 59 age groups rather than the 20 to 29 group, which experienced far lower growth rates than Placer County.

The highest population growth from 2012 to 2022 in Placer County, the Sacramento Region, the Bay Area, and California is projected to be in the 60 to 69 and 70 to 79 age groups. A significant difference between the four areas is the projected growth rate in the 20 to 29 age bracket where Placer County is projected to see nearly 38 percent growth, while respective growth rates for this age group in the comparison areas are far lower: Sacramento Region (about 8 percent), the Bay Area (nearly -1 percent), and California (around 3 percent).

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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									
2002	37,333	40,493	27,602	39,251	46,538	36,398	22,450	16,885	9,867
2007	45,233	44,684	37,948	41,229	51,405	45,989	30,923	19,722	12,585
2012	43,830	52,196	40,237	42,089	51,400	51,751	40,269	23,806	15,102
2017	41,883	51,046	48,876	43,219	48,318	54,370	45,610	29,814	16,853
2022	44,385	47,208	55,327	45,329	46,912	53,693	51,694	36,713	19,880
2007-2012	-3.1%	16.8%	6.0%	2.1%	0.0%	12.5%	30.2%	20.7%	20.0%
2002-2012	17.4%	28.9%	45.8%	7.2%	10.4%	42.2%	79.4%	41.0%	53.0%
2012-2017	-4.4%	-2.2%	21.5%	2.7%	-6.0%	5.1%	13.3%	25.2%	11.6%
2012-2022	1.3%	-9.6%	37.5%	7.7%	-8.7%	3.8%	28.4%	54.2%	31.6%
Sacramento Region									
2002	294,721	316,770	282,790	300,455	319,761	237,352	139,915	105,142	62,065
2007	317,631	338,517	320,839	298,453	334,037	290,184	171,079	109,427	72,409
2012	313,764	335,149	331,424	307,060	316,394	321,834	227,493	120,494	80,227
2017	313,570	332,802	346,109	332,621	309,141	328,431	274,586	150,216	86,653
2022	324,764	336,181	357,457	343,083	326,677	321,621	309,983	195,865	98,133
2007-2012	-1.2%	-1.0%	3.3%	2.9%	-5.3%	10.9%	33.0%	10.1%	10.8%
2002-2012	6.5%	5.8%	17.2%	2.2%	-1.1%	35.6%	62.6%	14.6%	29.3%
2012-2017	-0.1%	-0.7%	4.4%	8.3%	-2.3%	2.0%	20.7%	24.7%	8.0%
2012-2022	3.5%	0.3%	7.9%	11.7%	3.2%	-0.1%	36.3%	62.6%	22.3%
Bay Area									
2002	774,784	761,484	832,195	1,041,406	945,643	708,160	394,045	292,688	180,752
2007	765,904	752,145	863,282	945,151	956,187	792,617	466,910	286,895	204,297
2012	776,929	765,261	858,727	933,876	943,764	873,359	616,051	317,652	221,691
2017	784,972	782,057	845,380	926,249	916,831	893,260	721,339	391,536	228,857
2022	791,678	786,592	852,676	878,516	888,371	883,957	785,962	497,127	251,360
2007-2012	1.4%	1.7%	-0.5%	-1.2%	-1.3%	10.2%	31.9%	10.7%	8.5%
2002-2012	0.3%	0.5%	3.2%	-10.3%	-0.2%	23.3%	56.3%	8.5%	22.6%
2012-2017	1.0%	2.2%	-1.6%	-0.8%	-2.9%	2.3%	17.1%	23.3%	3.2%
2012-2022	1.9%	2.8%	-0.7%	-5.9%	-5.9%	1.2%	27.6%	56.5%	13.4%
California									
2002	5,174,696	5,277,371	5,044,448	5,504,832	5,244,640	3,794,609	2,225,784	1,676,047	995,864
2007	5,145,230	5,494,645	5,340,109	5,231,468	5,420,042	4,463,785	2,647,610	1,676,179	1,133,462
2012	5,028,426	5,318,509	5,572,840	5,185,226	5,237,546	4,977,080	3,444,135	1,822,267	1,240,133
2017	5,181,612	5,207,929	5,739,963	5,463,968	5,118,812	5,130,676	4,121,168	2,244,869	1,315,688
2022	5,411,505	5,267,094	5,727,572	5,652,110	5,196,813	5,108,887	4,647,054	2,876,277	1,475,041
2007-2012	-2.3%	-3.2%	4.4%	-0.9%	-3.4%	11.5%	30.1%	8.7%	9.4%
2002-2012	-2.8%	0.8%	10.5%	-5.8%	-0.1%	31.2%	54.7%	8.7%	24.5%
2012-2017	3.0%	-2.1%	3.0%	5.4%	-2.3%	3.1%	19.7%	23.2%	6.1%
2012-2022	7.6%	-1.0%	2.8%	9.0%	-0.8%	2.6%	34.9%	57.8%	18.9%

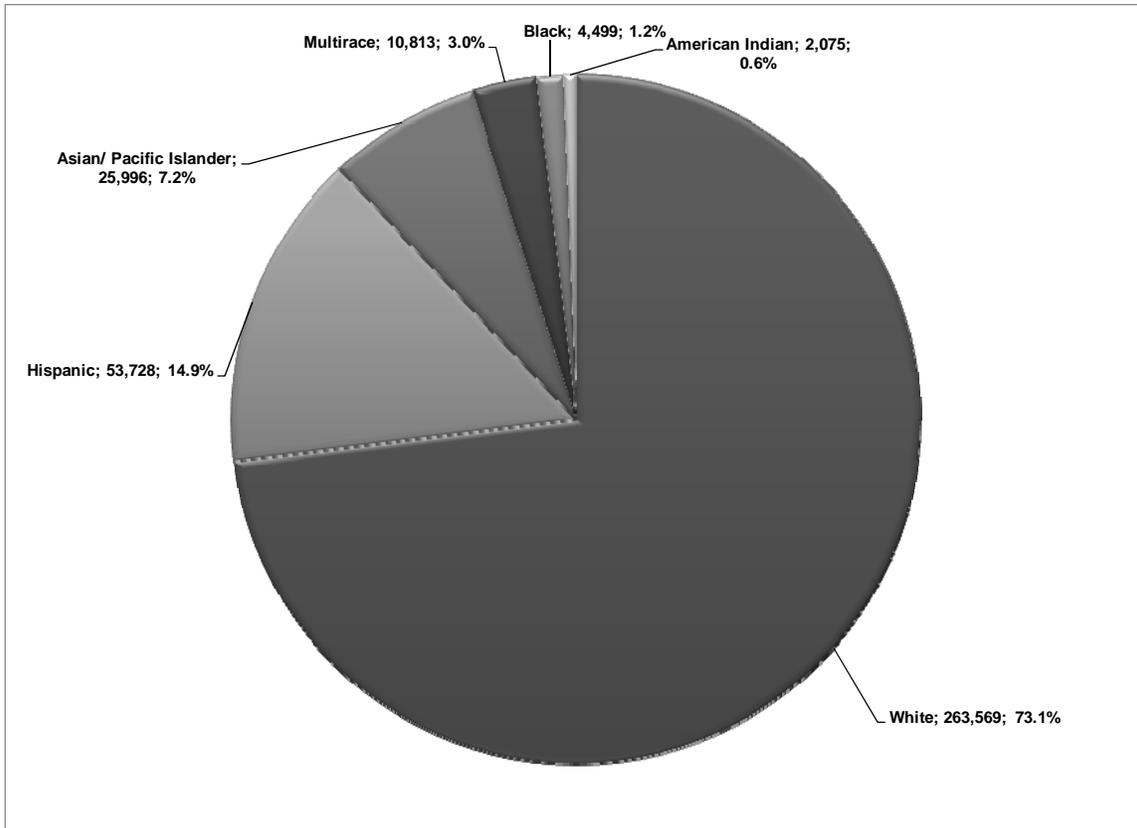
Center for Strategic Economic Research, April 2014

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

Ethnicity

Figure 10 shows that the 2012 population in Placer County was approximately 73 percent White with about 264,000 people. The second largest ethnic group in Placer County was Hispanic, representing around 15 percent of the total population with nearly 54,000 people.

FIGURE 10
ETHNIC COMPOSITION IN PLACER COUNTY IN 2012



Center for Strategic Economic Research, April 2014

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

Figure 11 shows that, with about 73 percent of the total population, the White ethnic group in Placer County has a significantly higher proportion of population than the Sacramento Region (around 55 percent), the Bay Area (approximately 39 percent), and California (nearly 40 percent). The second-largest ethnic group in Placer County, Hispanic, represents a smaller proportion of Placer County's population (around 15 percent) than that in the Sacramento Region (21 percent), the Bay Area (about 24 percent), and a significantly lower proportion than in the state overall (38 percent).

Over the past ten years, Placer County's White ethnic group composition decreased almost 9 percentage points; the largest increases in composition were seen in the Hispanic (over 4 percentage points) and Asian & Pacific Islander (around 3 percentage points) ethnic groups. DOF projects that the proportion of Whites to the total population

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in Placer County will continue to decrease (around 3 percentage points by 2022) 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 2 percentage points and 1 percentage point, respectively).

FIGURE 11
ANNUAL ETHNICITY COMPOSITION AND
COMPOSITION SHIFT

<i>Area/Timeframe</i>	<i>White</i>	<i>Hispanic</i>	<i>Asian & Pacific Island</i>	<i>Black</i>	<i>American Indian</i>	<i>Multirace</i>
Placer County						
2002	81.6%	10.5%	4.1%	1.0%	0.6%	2.1%
2007	78.4%	11.9%	5.3%	1.2%	0.6%	2.7%
2012	73.1%	14.9%	7.2%	1.2%	0.6%	3.0%
2017	71.3%	16.0%	7.7%	1.2%	0.6%	3.2%
2022	70.1%	16.7%	8.1%	1.1%	0.5%	3.4%
2007-2012	-5.3%	3.0%	1.9%	0.1%	0.0%	0.3%
2002-2012	-8.5%	4.4%	3.1%	0.3%	-0.1%	0.9%
2012-2017	-1.8%	1.1%	0.5%	-0.1%	0.0%	0.2%
2012-2022	-3.0%	1.8%	0.9%	-0.1%	0.0%	0.4%
Sacramento Region						
2002	61.7%	17.1%	10.7%	6.7%	0.7%	3.0%
2007	58.5%	19.0%	11.7%	6.7%	0.7%	3.4%
2012	54.9%	21.2%	12.6%	6.7%	0.6%	3.9%
2017	53.4%	22.1%	12.8%	6.8%	0.6%	4.3%
2022	51.9%	23.1%	13.2%	6.7%	0.6%	4.6%
2007-2012	-3.6%	2.2%	0.9%	0.1%	-0.1%	0.4%
2002-2012	-6.8%	4.1%	1.8%	0.1%	-0.1%	0.9%
2012-2017	-1.5%	0.9%	0.2%	0.0%	0.0%	0.4%
2012-2022	-3.0%	1.8%	0.6%	-0.1%	0.0%	0.7%
Bay Area						
2002	46.0%	20.9%	23.1%	7.2%	0.3%	2.5%
2007	43.0%	22.3%	24.8%	6.7%	0.3%	3.0%
2012	39.4%	24.3%	26.3%	6.4%	0.2%	3.3%
2017	37.4%	25.5%	27.1%	6.2%	0.2%	3.7%
2022	35.9%	26.2%	27.5%	6.1%	0.2%	4.0%
2007-2012	-3.5%	1.9%	1.6%	-0.3%	0.0%	0.4%
2002-2012	-6.6%	3.4%	3.2%	-0.8%	-0.1%	0.8%
2012-2017	-2.1%	1.2%	0.7%	-0.2%	0.0%	0.3%
2012-2022	-3.5%	2.0%	1.2%	-0.3%	0.0%	0.7%
California						
2002	45.4%	33.7%	12.0%	6.3%	0.5%	2.0%
2007	42.6%	36.1%	12.6%	6.1%	0.5%	2.3%
2012	39.5%	38.3%	13.3%	5.8%	0.4%	2.6%
2017	37.5%	40.0%	13.6%	5.6%	0.4%	2.8%
2022	36.1%	41.2%	13.8%	5.5%	0.4%	3.0%
2007-2012	-3.0%	2.3%	0.7%	-0.2%	0.0%	0.3%
2002-2012	-5.9%	4.6%	1.3%	-0.5%	-0.1%	0.6%
2012-2017	-2.0%	1.7%	0.3%	-0.2%	0.0%	0.2%
2012-2022	-3.5%	2.9%	0.5%	-0.3%	0.0%	0.4%

Center for Strategic Economic Research, April 2014

Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

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As shown in Figure 12, from 2002 to 2012, the fastest-growing ethnic group, in terms of percentage growth, in Placer County was Asian & Pacific Islander, increasing about 128 percent to a total population of nearly 26,000 people. The Sacramento Region, Bay Area, and California had the highest ten-year growth in the Multirace ethnic group with respective growth rates of around 49 percent, 40 percent, and 40 percent.

DOF projections show similar trends than in the historical period—Placer County’s Asian & Pacific Islander ethnic group will experience the highest growth rate (approximately 26 percent growth) from 2012 to 2022 and Multirace will have the highest growth rates in the Sacramento Region (about 31 percent), the Bay Area (around 27 percent), and California (nearly 27 percent). The White population is still projected to increase between 5 and 7 percent in Placer County and the Sacramento Region by 2022—quite a variation in the ten-year projected growth for the Bay Area (-4.5 percent) and California which will see a very minimal decline.

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FIGURE 12
ANNUAL POPULATION BY ETHNICITY AND
PERCENT GROWTH

Area/Timeframe	Ethnicity					
	White	Hispanic	Asian & Pacific Islander	Black	American Indian	Multirace
Placer County						
2002	225,833	29,194	11,386	2,676	1,799	5,930
2007	258,352	39,243	17,460	3,867	2,027	8,770
2012	263,569	53,728	25,996	4,499	2,075	10,813
2017	270,950	60,779	29,366	4,540	2,118	12,235
2022	281,203	66,795	32,641	4,591	2,118	13,795
2007-2012	2.0%	36.9%	48.9%	16.3%	2.3%	23.3%
2002-2012	16.7%	84.0%	128.3%	68.1%	15.3%	82.3%
2012-2017	2.8%	13.1%	13.0%	0.9%	2.1%	13.1%
2012-2022	6.7%	24.3%	25.6%	2.0%	2.1%	27.6%
Sacramento Region						
2002	1,270,674	352,626	221,306	137,767	15,379	61,218
2007	1,316,958	429,078	263,709	150,025	15,490	77,317
2012	1,292,277	499,951	296,512	158,860	14,985	91,254
2017	1,320,270	547,749	317,590	167,348	15,590	105,583
2022	1,355,835	602,921	345,001	174,252	15,886	119,868
2007-2012	-1.9%	16.5%	12.4%	5.9%	-3.3%	18.0%
2002-2012	1.7%	41.8%	34.0%	15.3%	-2.6%	49.1%
2012-2017	2.2%	9.6%	7.1%	5.3%	4.0%	15.7%
2012-2022	4.9%	20.6%	16.4%	9.7%	6.0%	31.4%
Bay Area						
2002	2,730,046	1,237,020	1,370,469	426,063	17,383	150,178
2007	2,591,870	1,346,829	1,495,356	405,386	15,830	178,116
2012	2,486,226	1,530,891	1,661,440	404,060	15,065	209,628
2017	2,424,524	1,652,782	1,756,368	402,581	15,997	238,229
2022	2,373,684	1,735,000	1,822,367	401,989	16,113	267,085
2007-2012	-4.1%	13.7%	11.1%	-0.3%	-4.8%	17.7%
2002-2012	-8.9%	23.8%	21.2%	-5.2%	-13.3%	39.6%
2012-2017	-2.5%	8.0%	5.7%	-0.4%	6.2%	13.6%
2012-2022	-4.5%	13.3%	9.7%	-0.5%	7.0%	27.4%
California						
2002	15,866,488	11,787,393	4,201,573	2,218,543	175,385	688,908
2007	15,556,795	13,185,607	4,597,623	2,216,181	170,108	826,214
2012	14,953,617	14,501,606	5,035,603	2,203,540	164,381	967,413
2017	14,840,410	15,808,689	5,376,268	2,229,088	172,741	1,097,489
2022	14,916,419	17,055,650	5,713,670	2,273,598	177,026	1,225,990
2007-2012	-3.9%	10.0%	9.5%	-0.6%	-3.4%	17.1%
2002-2012	-5.8%	23.0%	19.9%	-0.7%	-6.3%	40.4%
2012-2017	-0.8%	9.0%	6.8%	1.2%	5.1%	13.4%
2012-2022	-0.2%	17.6%	13.5%	3.2%	7.7%	26.7%

Center for Strategic Economic Research, April 2014
 Data Source: California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050

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Income

As shown in Figure 13, Placer County's per capita personal income in 2012 was nearly \$53,000, higher than both the Sacramento Region (around \$44,000) and the state (about \$46,000), but lower than the Bay Area (approximately \$66,000) where cost of living has traditionally been higher. Placer County per capita personal income grew by nearly 34 percent from 2002 to 2012, below the growth rates for the Sacramento Region (about 35 percent), the Bay Area (around 40 percent), and the state (approximately 36 percent), in that time period.

**FIGURE 13
PER CAPITA PERSONAL INCOME**

Area	2002	2007	2008	2009	2010	2011	2012	% Change	% Change
								2002-2012	2007-2012
Placer County	\$39,236	\$48,494	\$49,383	\$46,785	\$47,758	\$50,215	\$52,544	33.9%	8.4%
Sacramento Region	\$32,620	\$40,346	\$41,176	\$40,031	\$40,404	\$42,407	\$43,940	34.7%	8.9%
Bay Area	\$47,401	\$61,022	\$60,695	\$56,365	\$58,083	\$62,619	\$66,319	39.9%	8.7%
California	\$34,222	\$43,157	\$43,609	\$41,569	\$42,297	\$44,666	\$46,477	35.8%	7.7%

Center for Strategic Economic Research, April 2014

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 22 percent from 2012 to 2022 to just over \$64,000. This income level surpasses both the Sacramento Region and California, but is still below the Bay Area's projected income of about \$87,000. The County's projected ten-year per capita personal income growth rate of about 22 percent is lower than all comparison areas.

**FIGURE 14
PER CAPITA PERSONAL INCOME
PROJECTIONS**

Area	2012	2017	2022	% Change	% Change
				2012-2017	2012-2022
Placer County	\$52,544	\$60,024	\$64,337	14.2%	22.4%
Sacramento Region	\$43,940	\$49,556	\$54,400	12.8%	23.8%
Bay Area	\$66,319	\$76,674	\$87,045	15.6%	31.3%
California	\$46,477	\$52,412	\$58,174	12.8%	25.2%

Center for Strategic Economic Research, April 2014

Data Sources: U.S. Bureau of Economic Analysis, Regional Economic Accounts; California Department of Transportation, 2013 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 2012, Placer County's median household income was around \$70,000, the highest income among the counties within the Sacramento Region and much higher than California. Between 2007 and 2012, Placer County experienced an approximate 2 percent increase in median household income, generally lower than the counties within the Bay Area, but above the growth rates of California and the majority of the counties within the Sacramento Region.

FIGURE 15
MEDIAN HOUSEHOLD INCOME

Area	2007	2012	% Change 2007-2012
Placer County	\$68,463	\$70,030	2.3%
Sacramento Region			
El Dorado County	\$68,640	\$67,003	-2.4%
Sacramento County	\$55,822	\$53,970	-3.3%
Sutter County	\$52,486	\$49,463	-5.8%
Yolo County	\$54,307	\$53,275	-1.9%
Yuba County	\$41,620	\$44,117	6.0%
Bay Area			
Alameda County	\$66,430	\$70,007	5.4%
Contra Costa County	\$75,483	\$75,835	0.5%
Marin County	\$83,732	\$85,523	2.1%
San Benito County	\$69,740	\$62,786	-10.0%
San Francisco County	\$65,519	\$72,888	11.2%
San Mateo County	\$81,573	\$84,740	3.9%
Santa Clara County	\$83,074	\$89,445	7.7%
California	\$58,361	\$59,368	1.7%

Center for Strategic Economic Research, April 2014
 Data Sources: U.S. Census Bureau, 2007 and 2012 American
 Community Survey
 Notes: Income in 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

Almost 69,000 students attended school in Placer County in the 2011-12 school year. Figure 16 displays the various types of schools from kindergarten through 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 21.3—much lower than California’s ratio of 23.0.

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

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

Center for Strategic Economic Research, April 2014

Data Source: California Department of Education, Ed-Data

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

EDUCATION

The County's total K-12 enrollment, shown in Figure 17, grew 15 percent over the past ten years—significantly stronger growth than all of the comparison areas. This is naturally in relation to the high levels of population growth experienced in the County. The largest school district in the 2012-2013 school year, with an enrollment of about 12,000 students, was Rocklin Unified followed by Roseville Joint Union High and Roseville City Elementary (between around 10,000 students each). Rocklin Unified, Roseville City Elementary, and Roseville Joint Union High school districts were the fastest-growing of the largest districts in Placer County with respective ten-year growth rates of about 41 percent, 40 percent, and 32 percent.

FIGURE 17
TOTAL K-12 SCHOOL ENROLLMENT

Area	2002-	2007-	2008-	2009-	2010-	2011-	2012-	% Change	% Change
	2003	2008	2009	2010	2011	2012	2013	2007-2008 to 2012-2013	2002-2003 to 2012-2013
Placer County	60,716	65,708	67,088	67,966	68,278	68,813	69,831	6.3%	15.0%
Largest School Districts:									
Dry Creek Joint Elementary	6,386	7,395	7,279	7,237	7,116	6,999	6,888	-6.9%	7.9%
Eureka Union Elementary	4,243	3,841	3,700	3,517	3,434	3,375	3,422	-10.9%	-19.3%
Placer Union High	4,706	4,588	4,524	4,511	4,520	4,384	4,329	-5.6%	-8.0%
Rocklin Unified	8,615	10,617	11,079	11,375	11,652	11,903	12,155	14.5%	41.1%
Roseville City Elementary	7,114	8,697	9,268	9,573	9,840	9,879	9,943	14.3%	39.8%
Roseville Joint Union High	7,724	9,056	9,472	9,868	10,054	10,058	10,206	12.7%	32.1%
Tahoe-Truckee Joint Unified	5,342	4,090	4,114	3,949	3,909	3,838	3,917	-4.2%	-26.7%
Western Placer Unified	7,280	9,182	9,459	9,350	9,170	9,170	9,447	2.9%	29.8%
Sacramento Region	382,981	397,285	398,098	399,419	399,758	400,290	401,784	1.1%	4.9%
Bay Area	822,278	825,133	830,952	834,567	841,306	850,220	860,297	4.3%	4.6%
California	6,244,732	6,275,469	6,252,029	6,190,425	6,217,002	6,220,993	6,226,989	-0.8%	-0.3%

Center for Strategic Economic Research, April 2014
Data Source: California Department of Education, Dataquest

EDUCATION

In the 2011-2012 school, Placer County had a much higher graduation rate (about 89 percent) than the Sacramento Region (approximately 81 percent), the Bay Area (nearly 80 percent), and California (around 79 percent), as shown in Figure 18. Of the largest school districts in Placer County, Placer Union High and Rocklin Unified had the highest graduation rates, each at nearly 93 percent.

FIGURE 18
HIGH SCHOOL
GRADUATION RATES

<i>Area</i>	<i>2011- 2012</i>
Placer County	89.1%
High School Districts:	
Placer Union High	92.5%
Rocklin Unified	92.7%
Roseville Joint Union High	91.3%
Tahoe-Truckee Joint Unified	90.1%
Western Placer Unified	90.1%
Sacramento Region	80.7%
Bay Area	79.7%
California	78.9%

Center for Strategic Economic Research,
April 2014

Data Source: California Department of
Education, Dataquest

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

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The Scholastic Aptitude Test (SAT) measures high school students' writing, verbal, and mathematical reasoning skills where total scores each are measured on a scale between 600 and 2400. As shown in Figure 19, in the 2011-2012 school year, Placer County's total average SAT score was 1573, higher than the Sacramento Region and California, but lower than the Bay Area. On average, scores for Placer County students have been about 78 points above statewide scores and 58 points above Sacramento Region average scores. The County has had slightly lower SAT scores than the Bay Area over the past five years. Placer County's largest school districts with the highest average scores in the 2011-2012 school year were Rocklin Unified (1612), Placer Union High (1605), and Roseville Joint Union High (1566).

FIGURE 19
AVERAGE TOTAL SAT SCORES

Area							% Change
	2006- 2007	2007- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012	2006-2007 to 2011-2012
Placer County	1576	1577	1574	1596	1587	1573	-0.2%
High School Districts:							
Placer Union High	1612	1612	1588	1606	1613	1605	-0.4%
Rocklin Unified	1572	1574	1575	1596	1594	1612	2.5%
Roseville Joint Union High	1571	1574	1579	1607	1592	1566	-0.3%
Tahoe-Truckee Joint Unified	1508	1528	1530	1579	1510	1502	-0.4%
Western Placer Unified	1582	1560	1543	1488	1540	1482	-6.3%
Sacramento Region	1517	1517	1525	1539	1522	1516	-0.1%
Bay Area	1581	1588	1601	1625	1613	1612	2.0%
California	1497	1500	1502	1521	1502	1492	-0.3%

Center for Strategic Economic Research, April 2014

Data Source: California Department of Education, Dataquest

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

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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 2011-2012 school year, about 51 percent of the graduating seniors in Placer County met these course requirements, ranking the County above the Sacramento Region, the Bay Area, and California in this measure. The greatest proportion of students with these qualifications of the largest districts in Placer County was in the Roseville Joint Union High district with 65 percent of students in the 2011-2012 school year completing these requirements.

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

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

Area	2001-	2006-	2007-	2008-	2009-	2010-	2011-	Shift	
	2002	2007	2008	2009	2010	2011	2012	2001-2002 to 2011-2012	2006-2007 to 2011-2012
Placer County	35.4%	35.6%	35.1%	32.4%	36.1%	49.2%	51.2%	15.8%	15.6%
High School Districts:									
Placer Union High	39.6%	31.8%	34.9%	32.3%	34.1%	36.7%	38.7%	-0.9%	6.9%
Rocklin Unified	48.3%	41.8%	35.2%	55.7%	57.9%	61.7%	63.0%	14.7%	21.2%
Roseville Joint Union High	32.4%	43.4%	42.1%	32.1%	35.7%	59.6%	65.0%	32.6%	21.6%
Tahoe-Truckee Joint Unified	52.8%	52.0%	49.8%	19.4%	40.8%	52.9%	43.4%	-9.5%	-8.6%
Western Placer Unified	10.3%	9.7%	8.8%	13.6%	16.5%	21.0%	17.6%	7.3%	7.9%
Sacramento Region	30.6%	31.7%	32.6%	31.0%	33.7%	37.2%	40.4%	9.8%	8.7%
Bay Area	43.9%	47.6%	46.3%	44.2%	47.1%	46.5%	49.2%	5.4%	1.6%
California	35.6%	35.5%	33.9%	35.3%	36.3%	36.9%	38.3%	2.7%	2.8%

Center for Strategic Economic Research, April 2014
 Data Source: California Department of Education, Dataquest

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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 2012. As shown in Figure 21, around 72 percent of Placer County's population has received some postsecondary education, compared to about 66 percent, 71 percent, and 61 percent in the Sacramento Region, the Bay Area, and California, respectively, in 2012. The proportion of Placer County residents with bachelor's and higher level degrees was around 35 percent, which was greater than 29 percent in the Sacramento Region and around 31 percent in California, but lower than around 46 percent in the Bay Area.

Placer County posted an approximate 10 percent increase from 2007 to 2012 in the number of its population over 25 years old that possesses a bachelor's degree or higher, a rate above the Sacramento Region (around 9 percent), but below California (about 11 percent) and the Bay Area (nearly 13 percent).

FIGURE 21
EDUCATIONAL ATTAINMENT

Area / Educational Attainment Categories	2007		2012		% Change 2007-2012
	Total	Percent	Total	Percent	
Placer County					
Population 25 years and over	228,575		247,723		8.4%
Less than high school graduate	16,927	7.4%	16,437	6.6%	-2.9%
High school graduate (incl. equivalency)	50,627	22.1%	51,817	20.9%	2.4%
Some college or associate degree	82,574	36.1%	93,298	37.7%	13.0%
Bachelor's degree or higher	78,447	34.3%	86,171	34.8%	9.8%
Sacramento Region					
Population 25 years and over	1,454,339		1,541,661		6.0%
Less than high school graduate	197,318	13.6%	192,517	12.5%	-2.4%
High school graduate (incl. equivalency)	359,015	24.7%	337,307	21.9%	-6.0%
Some college or associate degree	480,435	33.0%	558,838	36.2%	16.3%
Bachelor's degree or higher	417,571	28.7%	452,999	29.4%	8.5%
Bay Area*					
Population 25 years and over	4,094,430		4,383,537		7.1%
Less than high school graduate	553,738	13.5%	554,261	12.6%	0.1%
High school graduate (incl. equivalency)	770,173	18.8%	703,829	16.1%	-8.6%
Some college or associate degree	998,775	24.4%	1,126,237	25.7%	12.8%
Bachelor's degree or higher	1,771,744	43.3%	1,999,210	45.6%	12.8%
California					
Population 25 years and over	23,331,762		24,779,784		6.2%
Less than high school graduate	4,612,748	19.8%	4,586,733	18.5%	-0.6%
High school graduate (incl. equivalency)	5,396,253	23.1%	5,107,967	20.6%	-5.3%
Some college or associate degree	6,439,237	27.6%	7,424,555	30.0%	15.3%
Bachelor's degree or higher	6,883,524	29.5%	7,660,529	30.9%	11.3%

Center for Strategic Economic Research, April 2014

Data Sources: U.S. Census Bureau, 2007 and 2012 American Community Survey

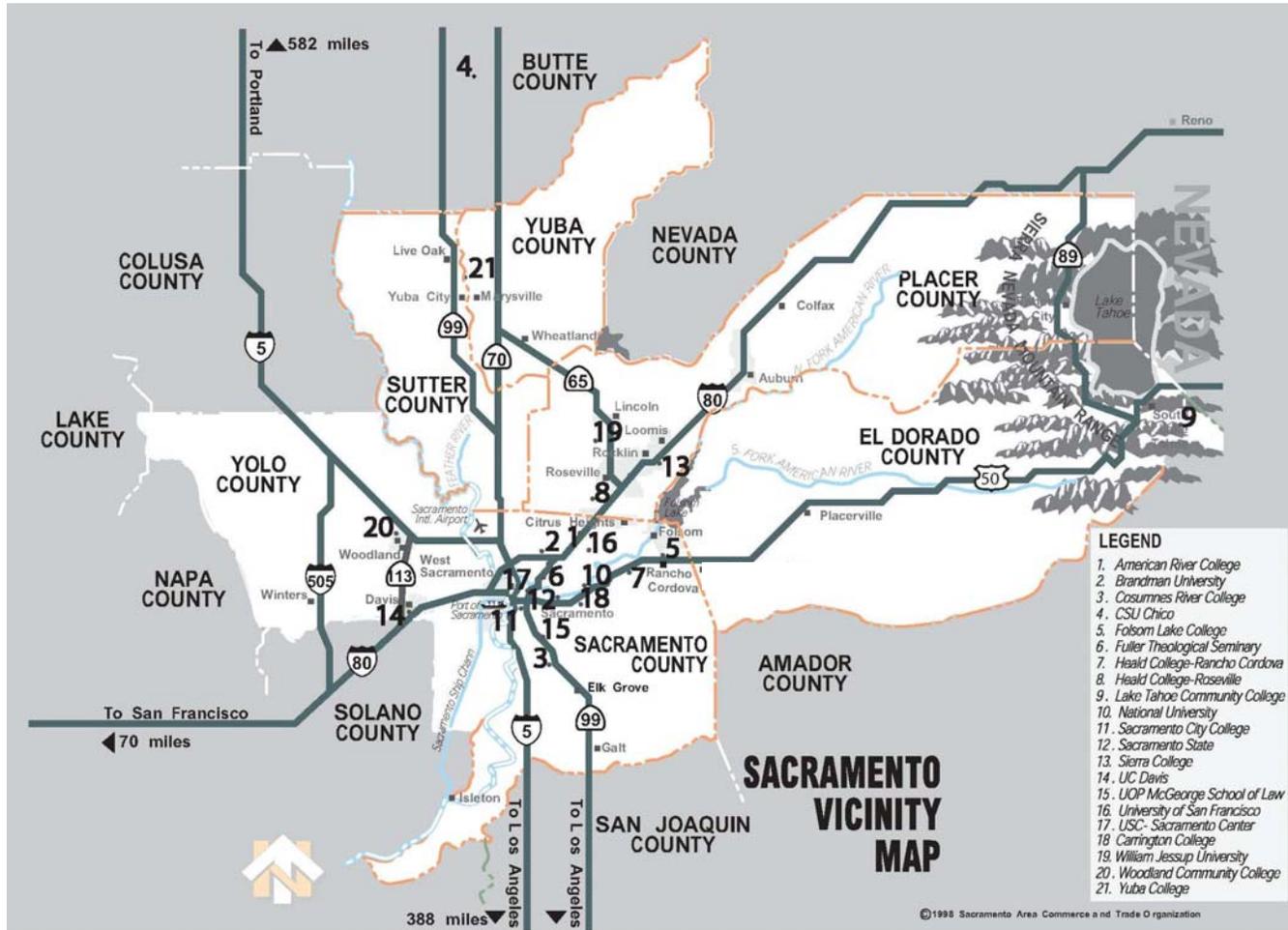
*San Benito County for the Bay Area not included as data is not available.

Higher Education

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

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

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



Center for Strategic Economic Research, April 2014

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.

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Of the four-year universities in the Sacramento Region, UC Davis is the largest with approximately 33,000 students in the fall term of 2012 (see Figure 23). Since 2002, UC Davis' enrollment increased about 15 percent. The California State University campuses in Sacramento and Chico had around 29,000 and 16,000 students, respectively, in 2012.

By far, the largest community college in the Region is American River College with over 30,000 students enrolled in 2012. Sacramento City College and Sierra College also serve a large student population with respective fall term 2012 enrollments of approximately 24,000 and 18,000 students.

FIGURE 23
SACRAMENTO REGION HIGHER EDUCATION ENROLLMENT FOR
PUBLIC INSTITUTIONS

<i>Type / Institution Name</i>	<i>2002</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>% Change 2002-2012</i>	<i>% Change 2007-2012</i>
University of California									
University of California, Davis	29,087	30,685	31,426	32,153	32,290	32,653	33,300	14.5%	8.5%
California State University									
California State University, Sacramento	28,558	28,829	29,011	29,241	27,033	28,016	28,539	-0.1%	-1.0%
California State University, Chico*	16,246	17,132	17,132	16,934	15,989	15,920	16,470	1.4%	-3.9%
California Community Colleges									
American River College	33,195	34,751	34,539	34,665	32,864	30,798	30,183	-9.1%	-13.1%
Cosumnes River College	19,719	13,228	14,009	15,275	14,560	14,226	13,693	-30.6%	3.5%
Folsom Lake College**	-	8,441	8,940	9,099	8,664	8,382	8,159	-	-3.3%
Lake Tahoe Community College	4,267	3,327	3,442	3,295	2,988	3,015	2,566	-39.9%	-22.9%
Sacramento City College	23,895	24,991	25,930	26,923	24,633	23,700	24,004	0.5%	-3.9%
Sierra College	20,073	20,187	21,448	21,274	20,312	19,160	18,435	-8.2%	-8.7%
Woodland Community College***	-	-	3,020	3,155	2,862	2,721	2,631	-	-
Yuba College***	10,695	10,445	8,418	8,250	7,390	7,072	6,970	-10.2%	-8.1%
Total Institutions	185,735	192,016	197,315	200,264	189,585	185,663	184,950	-0.4%	-3.7%

Center for Strategic Economic Research, April 2014

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

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

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

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

***Yuba College enrollment data prior to 2008 includes Woodland Community College and Clear Lake Campus. Woodland Community College enrollment data separated out in 2008 after it became fully accredited. Five-year and ten-year change reflects Woodland Community College and Yuba College combined enrollment for 2012.

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Enrollment for select private institutions in the Sacramento Region is provided in Figure 24. Private institutions that have had notable increases in enrollment over the past five years include Heald College in both Roseville and Rancho Cordova which posted about 203 percent and 180 percent respective increases in enrollment.

FIGURE 24
SACRAMENTO REGION HIGHER
EDUCATION ENROLLMENT FOR SELECT
PRIVATE INSTITUTIONS

<i>Institution</i>	<i>Location</i>	<i>% Change</i>		
		<i>2007</i>	<i>2012</i>	<i>2007-2012</i>
University of Phoenix	Sacramento	4,065	3,885	-4.4%
Carrington College	Sacramento	1,005	1,392	38.5%
Heald College	Roseville	443	1,340	202.5%
Heald College	Rancho Cordova	475	1,329	179.8%
William Jessup University	Rocklin	515	1,016	97.3%
MTI College	Sacramento	619	584	-5.7%
ITT Technical Institute	Rancho Cordova	684	577	-15.6%
Epic Bible College	Sacramento	242	271	12.0%

Center for Strategic Economic Research, April 2014
 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 2008 through 2011 and
 years prior to 2007.

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

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

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

Community Colleges

Sierra Community College District

For over half a century, the 300-acre Sierra College campus has offered general education and technical courses, serving a 3,200-square-foot service area within the Counties of Placer, Nevada, and parts of El Dorado and Sacramento. The main campus is located off of Interstate 80 in Rocklin. Other facilities include a 115-acre Nevada County Campus in Grass Valley and campuses in Roseville and Tahoe-Truckee. In November 2009, Sierra College became the first community college in California to be LEED Gold certified for its first permanent building at the new Tahoe-Truckee Campus. These campuses, administered by the Sierra Community College District, offer day, evening, and weekend classes to about 18,000 students in their service region which covers approximately 3,200 square miles. Sierra College has a national reputation based on excellence in such academic areas as computer science, mathematics, electronics, nursing, and early childhood education. Of all community colleges located in Northern California, Sierra College ranks first in total number of transfer students to University of California and California State University institutions.

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

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

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

Los Rios Community College District

The Los Rios Community College District currently has over 90,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, and Folsom Lake College and covers a service area of 2,400 square miles. In November 2008, voters in Los Rios’ service area approved a \$475 million local bond measure that allows the District to renovate and build new facilities at its four colleges and six education centers. Los Rios is one of the fastest-growing community college districts in the state and has high transfer rates to the UC and CSU systems. The Los Rios colleges offer career education programs in such high growth fields as nursing and health, computer information science, electronics, and business. In 2007, Los Rios launched an initiative called GreenForce to create new programs focused on clean and green technology to meet the increasing demand by local businesses for workers skilled in energy efficiency, solar technology, green building design and construction, biofuels, water and wastewater management, and renewable energy. In October of 2009, the National Science Foundation awarded Folsom Lake College a \$285,000 grant to be used for developing curriculum strategies in Computational Thinking (a set of skills developed in computer science and related disciplines that can be applied to problem-solving tasks and projects in any discipline) which may someday be used as a model for community colleges across the country.

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

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

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

Yuba Community College District

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

Lake Tahoe Community College District

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

Public Universities

California State University, Sacramento

Sacramento State is a major university in the heart of the state capital on 300 acres. Founded in 1947, the University has completed over one-half century of service and claims one in 26 residents in the Sacramento Region as a Sacramento State alumnus. Around 29,000 students are enrolled at Sacramento State, with about 750 international students representing over 60 countries. The University's academic programs are

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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. 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 had the honor to host the trials again in 2004 and will yet again host in 2014.

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

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

California State University, Chico

Located about 85 miles northwest of Auburn on 119 acres, CSUC is another major public university (with an enrollment of about 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 fifth among master's-level public universities in the western U.S in its 2013 edition of "America's Best Colleges." Additionally, CSUC was one of 22 universities earning the top score and named on *The Princeton Review's* 2014 "Green Honor Roll" based on its green buildings, practices, and sustainability-related coursework.

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

CSUC is considered to be one of the leaders in distance education having offered these services for over 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 33,000 students. An acknowledged international leader in agricultural, biological, biotechnological, and environmental sciences, UC Davis is gaining similar recognition for excellence in the arts, humanities, social sciences, health sciences, law, and management. According to UC Davis' web site and National Science Foundation rankings, the Institution is one of the top research universities in the United States, earning \$754 million in research funding in 2012-2013 and was ranked 14th nationally in

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research funding among U.S. ranked public universities. UC Davis was also recognized by *U.S. News & World Report*, which, in its 2014 report of “*America’s Best Colleges*,” ranked the University ninth overall among public research universities nationwide and 39th among public and private research universities.

UC Davis offers 99 undergraduate majors and 90 graduate programs in the Colleges of Agricultural and Environmental Sciences, Biological Sciences, Letters and Science, and Engineering and six professional schools: Education, Medicine, Veterinary Medicine, Law, Management, and the Betty Irene Moore School of Nursing.

UC Davis’ Graduate School of Management has garnered an excellent reputation among other national MBA programs as indicated in its inclusion in *U.S. News & World Report’s* annual ranking of the top 50 U.S. business schools for 18 consecutive years. The School of Law also received recognition in academic excellence, ranking 38th in the *U.S. News & World Report’s* 2013 list of best law schools.

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

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

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

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

The University also has made progress in completing several major expansion projects that will further enhance its renowned programs in law, business, viticulture, and food science. UC Davis expanded and renovated its School of Law facilities in a \$30 million project that was completed in September 2010. The departments of Viticulture and Enology and Food Science and Technology also benefit from a 129,600-square-foot

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

Private Schools

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

Numerous branches of private colleges headquartered outside the Sacramento Region also have local programs for Placer County and other residents within the Region. One of them, Drexel University Sacramento, a Philadelphia-based college, offers programs leading to master's degrees in business administration (also a bachelor's degree), finance, higher education, human resource development, medical science, pathologists assistant program, and an executive master in public health. Additionally, the university offers a doctoral in educational leadership and management at its site located in downtown Sacramento.

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

Brandman University is a private, non-profit institution accredited by the Western Association of Schools and Colleges (WASC). Established in 1958 and a part of the Chapman University System, Brandman blends a legacy of academic excellence with progressive, innovative curriculum, and strong support services designed for working professionals. The university serves more than 6,000 students in undergraduate, graduate, credential, and certificate programs in arts and sciences, business, education, and health,

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both offered online and through its campuses in California and Washington. Brandman's Sacramento Valley Region Campuses are located in Folsom, Roseville, and Yuba City.

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

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

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

Technical Schools and Vocational Training

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

The best known postsecondary schools offering vocational education in the Sacramento Region are Heald College, ITT Technical Institute, MTI College, DeVry University, and Carrington College. Universal Technical Institute (UTI), a vocational technical school providing diploma or certificate level programs in automotive technology, recently chose the Sacramento Region as one of its newest locations. Le Cordon Bleu College of Culinary Arts has programs leading to certificates in Culinary Arts or Pâtisserie and Baking. The Sacramento branch of the Art Institute of California, which was established in 2007, offers associate and bachelor's degrees in career-oriented programs such as design (e.g. graphic, interior, game art, etc.), media arts, fashion and culinary arts.



BUSINESS CLIMATE

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 11,000 jobs to nearly 132,000 total jobs in 2012 (around 15 percent of all jobs in the Sacramento Region), as shown in Figure 25. This growth of 9 percent exceeds the negative growth experienced in the comparison areas from 2002 to 2012. 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 73 percent, the strongest employment growth from 2002 to 2012 was seen in Placer County's Educational & Health Services sector which has over 20,000 jobs. This sector also posted the highest employment growth rates in the comparative regions: around 34 percent in the Sacramento Region, 22 percent in the Bay Area, and 25 percent in California.

Other Services posted the second-highest growth rate in Placer County at around 28 percent followed by the Financial Activities sector with about 24 percent growth in the ten-year time period. These two sectors posted negative or no growth in the comparison areas.

BUSINESS CLIMATE

FIGURE 25
EMPLOYMENT BY INDUSTRY

Industry Sector	2002	2007	2008	2009	2010	2011	2012	% Change 2002-2012	% Change 2007-2012
Placer County									
Total, All Industries	120,700	140,400	136,900	126,300	126,200	127,400	131,800	9.2%	-6.1%
Agriculture	400	300	400	300	300	400	400	0.0%	33.3%
Mining and Logging	100	100	100	100	100	0	0	-100.0%	-100.0%
Construction	14,700	14,700	12,300	9,200	8,400	8,100	8,400	-42.9%	-42.9%
Manufacturing	8,100	8,500	7,900	7,000	6,600	6,600	6,300	-22.2%	-25.9%
Trade, Transportation and Utilities	23,500	29,200	27,900	26,000	25,900	26,200	27,500	17.0%	-5.8%
Information	2,500	2,600	2,400	2,500	2,500	2,300	2,300	-8.0%	-11.5%
Financial Activities	8,200	11,300	10,600	10,000	9,700	9,700	10,200	24.4%	-9.7%
Professional and Business Services	12,700	14,300	14,600	12,800	13,000	13,300	13,900	9.4%	-2.8%
Educational and Health Services	11,800	15,800	16,700	17,100	18,100	19,300	20,400	72.9%	29.1%
Leisure and Hospitality	15,400	19,100	19,300	18,000	18,100	18,500	18,700	21.4%	-2.1%
Other Services	3,900	4,500	4,700	4,700	4,500	4,700	5,000	28.2%	11.1%
Government	19,500	20,000	19,900	18,700	18,900	18,200	18,700	-4.1%	-6.5%
Sacramento Region									
Total, All Industries	882,900	957,500	934,800	882,000	859,100	858,100	872,700	-1.2%	-8.9%
Agriculture	12,500	12,600	12,700	12,700	12,700	12,900	13,400	7.2%	6.3%
Mining and Logging	1,100	1,000	1,100	700	700	600	600	-45.5%	-40.0%
Construction	63,400	69,300	58,200	45,000	39,800	38,200	38,600	-39.1%	-44.3%
Manufacturing	45,100	43,500	41,000	36,400	34,800	35,300	36,000	-20.2%	-17.2%
Trade, Transportation and Utilities	148,500	162,000	155,000	142,700	140,300	141,900	146,900	-1.1%	-9.3%
Information	23,400	20,500	19,700	18,800	17,600	16,700	15,700	-32.9%	-23.4%
Financial Activities	56,300	63,000	58,600	54,300	49,700	47,900	48,900	-13.1%	-22.4%
Professional and Business Services	103,700	115,400	113,000	103,700	104,800	106,700	113,400	9.4%	-1.7%
Educational and Health Services	83,100	102,800	105,600	105,600	104,900	108,000	111,000	33.6%	8.0%
Leisure and Hospitality	78,900	90,300	89,600	85,500	83,900	85,600	87,300	10.6%	-3.3%
Other Services	29,600	30,200	30,700	29,800	29,100	29,000	29,200	-1.4%	-3.3%
Government	237,400	246,900	249,800	246,600	240,700	235,100	231,800	-2.4%	-6.1%
Bay Area									
Total, All Industries	2,957,400	2,959,200	2,952,800	2,780,200	2,748,500	2,802,200	2,891,400	-2.2%	-2.3%
Agriculture	13,300	10,900	10,200	9,500	9,000	8,700	8,500	-36.1%	-22.0%
Mining and Logging	1,600	1,700	1,700	1,600	1,600	1,600	1,500	-6.3%	-11.8%
Construction	156,400	164,300	153,400	123,000	112,100	112,400	122,000	-22.0%	-25.7%
Manufacturing	354,200	304,600	303,200	276,700	270,200	274,200	273,600	-22.8%	-10.2%
Trade, Transportation and Utilities	518,000	501,600	491,100	455,300	446,400	450,800	462,700	-10.7%	-7.8%
Information	120,300	108,100	110,900	106,500	106,600	113,100	118,100	-1.8%	9.3%
Financial Activities	190,100	183,900	173,800	159,100	156,300	157,000	160,600	-15.5%	-12.7%
Professional and Business Services	511,500	540,400	552,300	510,800	511,600	536,200	574,200	12.3%	6.3%
Educational and Health Services	306,500	336,900	348,400	353,600	358,100	363,300	373,000	21.7%	10.7%
Leisure and Hospitality	262,600	289,100	294,000	282,200	283,400	293,300	307,400	17.1%	6.3%
Other Services	103,300	99,900	100,900	97,200	97,000	99,100	101,200	-2.0%	1.3%
Government	419,800	418,100	413,300	404,700	396,100	392,900	389,100	-7.3%	-6.9%
California									
Total, All Industries	14,831,100	15,558,200	15,372,000	14,457,200	14,319,400	14,488,200	14,797,100	-0.2%	-4.9%
Agriculture	372,700	383,700	389,300	371,800	382,800	389,500	402,500	8.0%	4.9%
Mining and Logging	23,100	26,700	28,700	26,100	26,800	28,800	30,100	30.3%	12.7%
Construction	774,400	892,600	787,700	623,100	559,800	561,300	587,500	-24.1%	-34.2%
Manufacturing	1,633,900	1,464,400	1,425,300	1,281,900	1,242,000	1,247,800	1,252,800	-23.3%	-14.4%
Trade, Transportation and Utilities	2,723,200	2,912,900	2,849,400	2,642,300	2,623,200	2,668,300	2,725,100	0.1%	-6.4%
Information	497,300	470,800	475,500	440,400	427,800	428,800	430,400	-13.5%	-8.6%
Financial Activities	846,700	896,600	841,800	783,000	760,200	761,900	774,600	-8.5%	-13.6%
Professional and Business Services	2,119,900	2,265,400	2,238,400	2,060,300	2,073,600	2,131,800	2,235,100	5.4%	-1.3%
Educational and Health Services	1,504,800	1,678,000	1,733,000	1,759,500	1,788,300	1,835,700	1,879,200	24.9%	12.0%
Leisure and Hospitality	1,382,400	1,560,400	1,572,600	1,503,100	1,501,600	1,535,800	1,599,100	15.7%	2.5%
Other Services	505,700	512,200	511,300	486,100	484,900	493,700	505,700	0.0%	-1.3%
Government	2,447,100	2,494,600	2,518,900	2,479,600	2,448,400	2,404,900	2,375,100	-2.9%	-4.8%

Center for Strategic Economic Research, April 2014

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

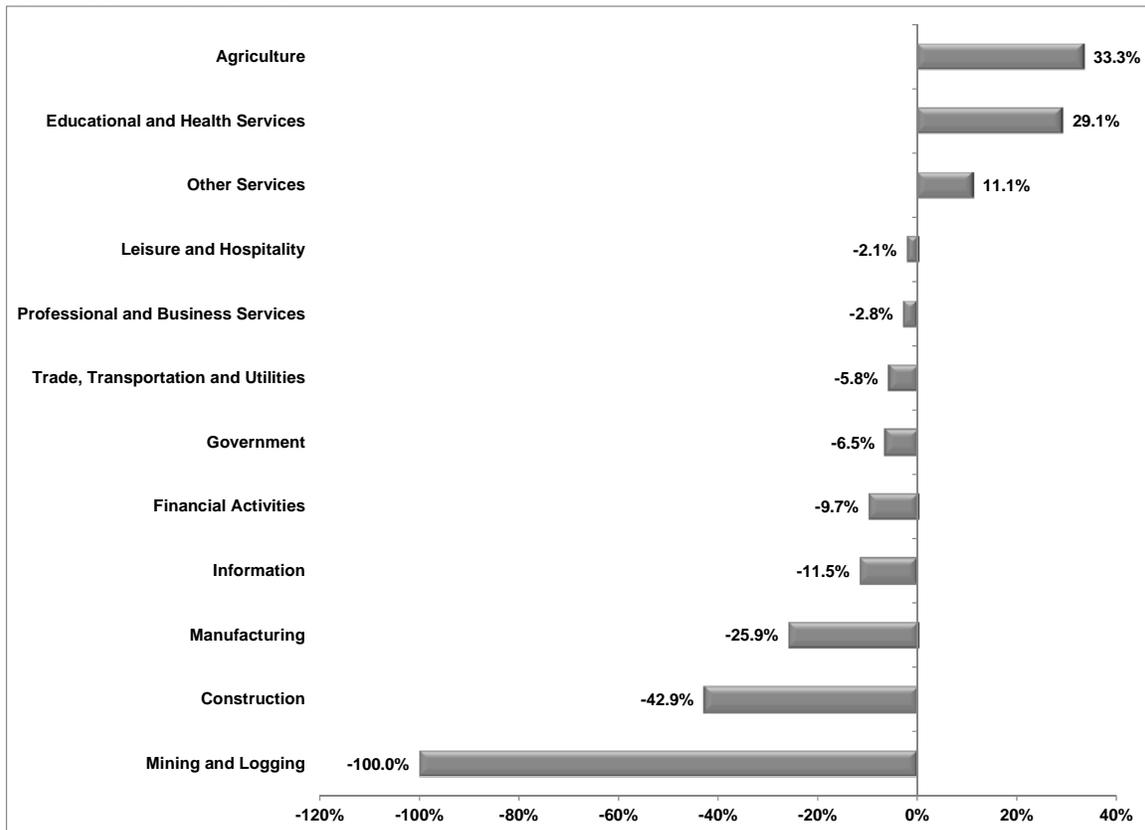
Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grantmaking, civil, and professional organizations and personal household activities.

Differences due to rounding.

BUSINESS CLIMATE

Three industry sectors posted positive five-year growth rates in Placer County, displayed in Figure 26: Agriculture (almost 34 percent); Educational & Health Services (around 29 percent) and Other Services (about 11 percent). All other sectors experienced declines in the 2007 to 2012 time period.

FIGURE 26
PLACER COUNTY EMPLOYMENT GROWTH BY INDUSTRY SECTOR
FROM 2007 TO 2012



Center for Strategic Economic Research, April 2014

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.

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As shown in Figure 27, total employment in Placer County is projected to increase about 32 percent by 2022 to a total of nearly 174,000 jobs. The other comparison areas are projected to have much lower growth rates in this time period with the Sacramento Region forecasted at around 22 percent growth and the Bay Area and California at about 18 percent and 19 percent growth, respectively.

These employment projections show that the strongest growth through 2022 in Placer County will be in the Construction; Professional & Business Services; and Education & Health Services sectors (about 66 percent, 44 percent, and 40 percent, respectively). Similar to Placer County, the Professional & Business Services sector is projected to be in the comparison areas' top three performing sectors. Construction and Educational & Health Services are also forecast to be in the Sacramento Region's and California's top three growth sectors. In addition to Professional & Business Services, the Bay Area will see its strongest growth in the Information and Financial Activities sectors. The Construction sector rounds out the Bay Area's top three while Educational & Health Services is projected to see the third-highest growth statewide in this time period. By 2022, all comparison areas are projected to see positive growth in all sectors.

FIGURE 27
EMPLOYMENT PROJECTIONS BY INDUSTRY

Area/Industry	2012	2017	2022	% Change 2012-2022	% Change 2012-2017
Placer County					
Total, All Industries	131,800	160,465	174,441	32.4%	21.7%
Agriculture	400	453	526	31.6%	13.2%
Construction	8,400	13,610	13,929	65.8%	62.0%
Manufacturing	6,300	6,770	6,864	9.0%	7.5%
Trade, Transportation and Utilities	27,500	32,389	35,444	28.9%	17.8%
Information	2,300	2,614	2,823	22.7%	13.6%
Financial Activities	10,200	12,444	13,974	37.0%	22.0%
Professional and Business Services	13,900	17,900	20,000	43.9%	28.8%
Educational and Health Services	20,400	24,853	28,581	40.1%	21.8%
Leisure and Hospitality	18,700	23,221	24,248	29.7%	24.2%
Government	18,700	20,224	21,139	13.0%	8.2%
Sacramento Region					
Total, All Industries	872,700	1,002,387	1,063,019	21.8%	14.9%
Agriculture	13,400	13,547	13,645	1.8%	1.1%
Construction	38,600	61,721	60,517	56.8%	59.9%
Manufacturing	36,000	39,609	41,484	15.2%	10.0%
Trade, Transportation and Utilities	146,900	164,014	174,550	18.8%	11.6%
Information	15,700	17,485	18,489	17.8%	11.4%
Financial Activities	48,900	58,920	62,294	27.4%	20.5%
Professional and Business Services	113,400	136,368	152,289	34.3%	20.3%
Educational and Health Services	111,000	130,045	144,177	29.9%	17.2%
Leisure and Hospitality	87,300	101,010	104,282	19.5%	15.7%
Government	231,800	246,524	254,890	10.0%	6.4%
Bay Area					
Total, All Industries	2,891,400	3,240,036	3,418,186	18.2%	12.1%
Agriculture	8,500	8,610	8,620	1.4%	1.3%
Construction	122,000	145,742	144,325	18.3%	19.5%
Manufacturing	273,600	301,006	307,737	12.5%	10.0%
Trade, Transportation and Utilities	462,700	513,602	542,665	17.3%	11.0%
Information	118,100	143,279	156,085	32.2%	21.3%
Financial Activities	160,600	178,101	191,649	19.3%	10.9%
Professional and Business Services	574,200	684,959	746,108	29.9%	19.3%
Educational and Health Services	373,000	408,169	436,276	17.0%	9.4%
Leisure and Hospitality	307,400	342,214	361,124	17.5%	11.3%
Government	389,100	401,318	404,446	3.9%	3.1%
California					
Total, All Industries	14,797,100	16,615,112	17,632,119	19.2%	12.3%
Agriculture	402,500	407,494	414,485	3.0%	1.2%
Construction	587,500	778,338	816,305	38.9%	32.5%
Manufacturing	1,252,800	1,324,789	1,352,784	8.0%	5.7%
Trade, Transportation and Utilities	2,725,100	3,060,112	3,236,119	18.8%	12.3%
Information	430,400	496,461	529,492	23.0%	15.3%
Financial Activities	774,600	830,571	873,549	12.8%	7.2%
Professional and Business Services	2,235,100	2,584,116	2,788,125	24.7%	15.6%
Educational and Health Services	1,879,200	2,119,226	2,328,248	23.9%	12.8%
Leisure and Hospitality	1,599,100	1,791,112	1,836,115	14.8%	12.0%
Government	2,375,100	2,640,111	2,841,120	19.6%	11.2%

Center for Strategic Economic Research, April 2014

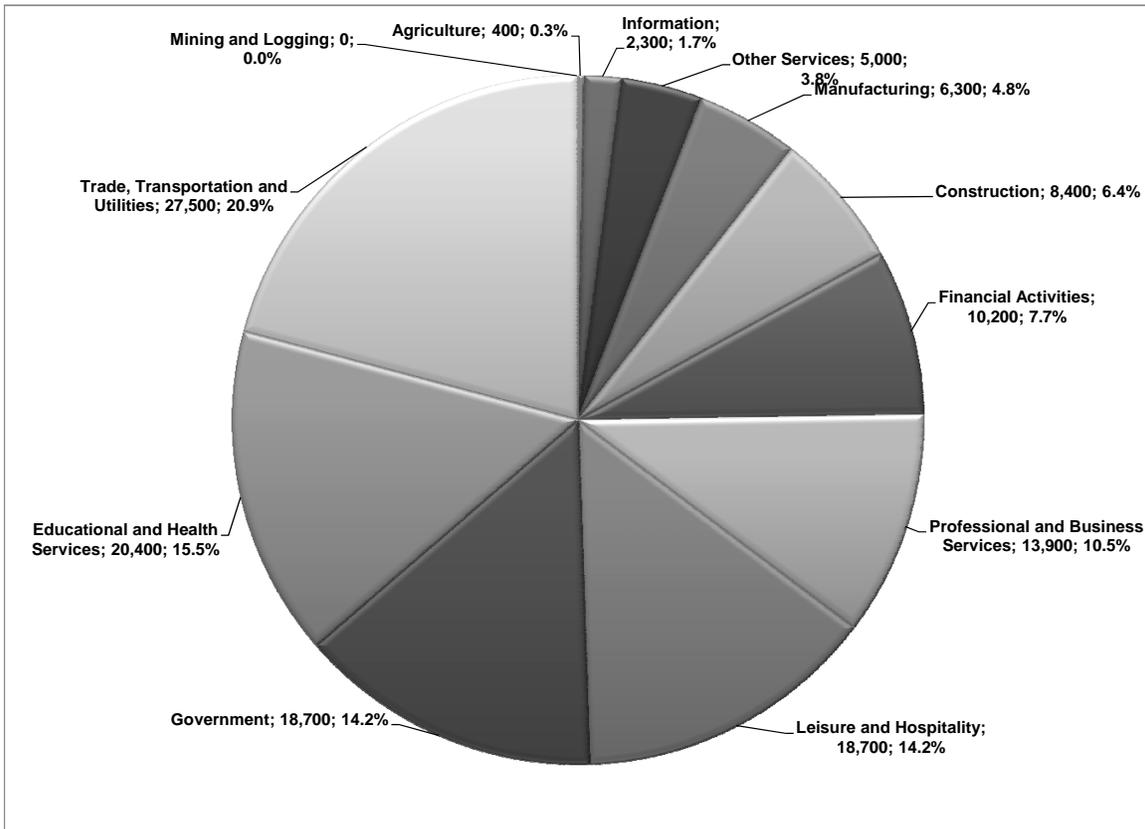
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2013 Long-Term Socio-Economic Forecasts by County

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 2012, shown in Figure 28, are in Trade, Transportation, & Utilities (around 21 percent with 27,000 jobs); Educational & Health Services (about 16 percent with just over 20,000 jobs); and Government (approximately 14 percent with nearly 19,000 jobs). These industries combined make up about half of Placer County’s economy.

FIGURE 28
INDUSTRY COMPOSITION IN PLACER COUNTY IN 2012



Center for Strategic Economic Research, April 2014

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

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

As shown in Figure 29, all areas have Trade, Transportation, & Utilities and Government as one of their largest sectors in 2012, but Placer County’s Educational & Health Services sector and the Sacramento Region’s, Bay Area’s, and California’s Professional & Business Services sector rounds out their top three.

The Educational & Health Services sector experienced the greatest positive shift in composition in all comparative areas from 2002 to 2012 (except the Bay Area where its Professional & Business Services sector had a 3 percentage point shift)—Placer County with around 6 percentage points and around 3 percentage points in the Sacramento Region and California. In this time period, Construction experienced the greatest negative shift in Placer County and the Sacramento Region (nearly -6 and -3 percentage points, respectively) while the Manufacturing sector’s composition experienced the

BUSINESS CLIMATE

strongest negative shift in the Bay Area and California, nearly -3 percentage points in each area.

FIGURE 29
INDUSTRY COMPOSITION

Industry Sector	2002	2007	2008	2009	2010	2011	2012	Shift	Shift
								2002-2012	2007-2012
Placer County									
Agriculture	0.3%	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.0%	0.1%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	-0.1%	-0.1%
Construction	12.2%	10.5%	9.0%	7.3%	6.7%	6.4%	6.4%	-5.8%	-4.1%
Manufacturing	6.7%	6.1%	5.8%	5.5%	5.2%	5.2%	4.8%	-1.9%	-1.3%
Trade, Transportation and Utilities	19.5%	20.8%	20.4%	20.6%	20.5%	20.6%	20.9%	1.4%	0.1%
Information	2.1%	1.9%	1.8%	2.0%	2.0%	1.8%	1.7%	-0.3%	-0.1%
Financial Activities	6.8%	8.0%	7.7%	7.9%	7.7%	7.6%	7.7%	0.9%	-0.3%
Professional and Business Services	10.5%	10.2%	10.7%	10.1%	10.3%	10.4%	10.5%	0.0%	0.4%
Educational and Health Services	9.8%	11.3%	12.2%	13.5%	14.3%	15.1%	15.5%	5.7%	4.2%
Leisure and Hospitality	12.8%	13.6%	14.1%	14.3%	14.3%	14.5%	14.2%	1.4%	0.6%
Other Services	3.2%	3.2%	3.4%	3.7%	3.6%	3.7%	3.8%	0.6%	0.6%
Government	16.2%	14.2%	14.5%	14.8%	15.0%	14.3%	14.2%	-2.0%	-0.1%
Sacramento Region									
Agriculture	1.4%	1.3%	1.4%	1.4%	1.5%	1.5%	1.5%	0.1%	0.2%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-0.1%	0.0%
Construction	7.2%	7.2%	6.2%	5.1%	4.6%	4.5%	4.4%	-2.8%	-2.8%
Manufacturing	5.1%	4.5%	4.4%	4.1%	4.1%	4.1%	4.1%	-1.0%	-0.4%
Trade, Transportation and Utilities	16.8%	16.9%	16.6%	16.2%	16.3%	16.5%	16.8%	0.0%	-0.1%
Information	2.7%	2.1%	2.1%	2.1%	2.0%	1.9%	1.8%	-0.9%	-0.3%
Financial Activities	6.4%	6.6%	6.3%	6.2%	5.8%	5.6%	5.6%	-0.8%	-1.0%
Professional and Business Services	11.7%	12.1%	12.1%	11.8%	12.2%	12.4%	13.0%	1.2%	0.9%
Educational and Health Services	9.4%	10.7%	11.3%	12.0%	12.2%	12.6%	12.7%	3.3%	2.0%
Leisure and Hospitality	8.9%	9.4%	9.6%	9.7%	9.8%	10.0%	10.0%	1.1%	0.6%
Other Services	3.4%	3.2%	3.3%	3.4%	3.4%	3.4%	3.3%	0.0%	0.2%
Government	26.9%	25.8%	26.7%	28.0%	28.0%	27.4%	26.6%	-0.3%	0.8%
Bay Area									
Agriculture	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	-0.2%	-0.1%
Mining and Logging	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Construction	5.3%	5.6%	5.2%	4.4%	4.1%	4.0%	4.2%	-1.1%	-1.3%
Manufacturing	12.0%	10.3%	10.3%	10.0%	9.8%	9.8%	9.5%	-2.5%	-0.8%
Trade, Transportation and Utilities	17.5%	17.0%	16.6%	16.4%	16.2%	16.1%	16.0%	-1.5%	-0.9%
Information	4.1%	3.7%	3.8%	3.8%	3.9%	4.0%	4.1%	0.0%	0.4%
Financial Activities	6.4%	6.2%	5.9%	5.7%	5.7%	5.6%	5.6%	-0.9%	-0.7%
Professional and Business Services	17.3%	18.3%	18.7%	18.4%	18.6%	19.1%	19.9%	2.6%	1.6%
Educational and Health Services	10.4%	11.4%	11.8%	12.7%	13.0%	13.0%	12.9%	2.5%	1.5%
Leisure and Hospitality	8.9%	9.8%	10.0%	10.2%	10.3%	10.5%	10.6%	1.8%	0.9%
Other Services	3.5%	3.4%	3.4%	3.5%	3.5%	3.5%	3.5%	0.0%	0.1%
Government	14.2%	14.1%	14.0%	14.6%	14.4%	14.0%	13.5%	-0.7%	-0.7%
California									
Agriculture	2.5%	2.5%	2.5%	2.6%	2.7%	2.7%	2.7%	0.2%	0.3%
Mining and Logging	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%
Construction	5.2%	5.7%	5.1%	4.3%	3.9%	3.9%	4.0%	-1.3%	-1.8%
Manufacturing	11.0%	9.4%	9.3%	8.9%	8.7%	8.6%	8.5%	-2.6%	-0.9%
Trade, Transportation and Utilities	18.4%	18.7%	18.5%	18.3%	18.3%	18.4%	18.4%	0.1%	-0.3%
Information	3.4%	3.0%	3.1%	3.0%	3.0%	3.0%	2.9%	-0.4%	-0.1%
Financial Activities	5.7%	5.8%	5.5%	5.4%	5.3%	5.3%	5.2%	-0.5%	-0.5%
Professional and Business Services	14.3%	14.6%	14.6%	14.3%	14.5%	14.7%	15.1%	0.8%	0.5%
Educational and Health Services	10.1%	10.8%	11.3%	12.2%	12.5%	12.7%	12.7%	2.6%	1.9%
Leisure and Hospitality	9.3%	10.0%	10.2%	10.4%	10.5%	10.6%	10.8%	1.5%	0.8%
Other Services	3.4%	3.3%	3.3%	3.4%	3.4%	3.4%	3.4%	0.0%	0.1%
Government	16.5%	16.0%	16.4%	17.2%	17.1%	16.6%	16.1%	-0.4%	0.0%

Center for Strategic Economic Research, April 2014

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.

BUSINESS CLIMATE

As shown in Figure 30, it is projected that, by 2022, the highest proportion of employment in Placer County will be in Trade, Transportation, & Utilities (about 20 percent); Educational & Health Services (almost 16 percent); and Leisure & Hospitality (around 14 percent). Trade, Transportation, & Utilities and Professional & Business Services are projected to comprise the largest proportions of the Sacramento Region, Bay Area, and statewide economies in 2022. Government rounds out the Sacramento Region's and California's top three sectors while Educational & Health Services is projected to be the Bay Area's third-largest sector. The Construction sector is projected to experience the greatest shift in composition in Placer County by 2022 (almost 2 percentage points). The Sacramento Region's and California's Construction and Professional & Business Services sectors are projected to see the greatest composition shifts (around percentage point each), while the Professional & Business Services sector is projected to experience the greatest composition shift in the Bay Area (2 percentage points). Placer County's Government sector is projected to experience the greatest decrease in proportion of total employment (approximately -2 percentage points between 2012 and 2022). The Government sector in the Sacramento Region and California is also forecast to see the greatest negative shift in employment composition (ranging between around -2 and -3 percentage points). California's Manufacturing sector is projected the greatest negative shift, nearly one percentage point.

FIGURE 30
INDUSTRY COMPOSITION PROJECTIONS

Area/Industry				Shift	Shift
	2012	2017	2022	2012-2022	2012-2017
Placer County					
Agriculture	0.3%	0.3%	0.3%	0.0%	0.0%
Construction	6.4%	8.5%	8.0%	1.6%	2.1%
Manufacturing	4.8%	4.2%	3.9%	-0.8%	-0.6%
Trade, Transportation and Utilities	20.9%	20.2%	20.3%	-0.5%	-0.7%
Information	1.7%	1.6%	1.6%	-0.1%	-0.1%
Financial Activities	7.7%	7.8%	8.0%	0.3%	0.0%
Professional and Business Services	10.5%	11.2%	11.5%	0.9%	0.6%
Educational and Health Services	15.5%	15.5%	16.4%	0.9%	0.0%
Leisure and Hospitality	14.2%	14.5%	13.9%	-0.3%	0.3%
Government	14.2%	12.6%	12.1%	-2.1%	-1.6%
Sacramento Region					
Agriculture	1.5%	1.4%	1.3%	-0.3%	-0.2%
Construction	4.4%	6.2%	5.7%	1.3%	1.7%
Manufacturing	4.1%	4.0%	3.9%	-0.2%	-0.2%
Trade, Transportation and Utilities	16.8%	16.4%	16.4%	-0.4%	-0.5%
Information	1.8%	1.7%	1.7%	-0.1%	-0.1%
Financial Activities	5.6%	5.9%	5.9%	0.3%	0.3%
Professional and Business Services	13.0%	13.6%	14.3%	1.3%	0.6%
Educational and Health Services	12.7%	13.0%	13.6%	0.8%	0.3%
Leisure and Hospitality	10.0%	10.1%	9.8%	-0.2%	0.1%
Government	26.6%	24.6%	24.0%	-2.6%	-2.0%
Bay Area					
Agriculture	0.3%	0.3%	0.3%	0.0%	0.0%
Construction	4.2%	4.5%	4.2%	0.0%	0.3%
Manufacturing	9.5%	9.3%	9.0%	-0.5%	-0.2%
Trade, Transportation and Utilities	16.0%	15.9%	15.9%	-0.1%	-0.2%
Information	4.1%	4.4%	4.6%	0.5%	0.3%
Financial Activities	5.6%	5.5%	5.6%	0.1%	-0.1%
Professional and Business Services	19.9%	21.1%	21.8%	2.0%	1.3%
Educational and Health Services	12.9%	12.6%	12.8%	-0.1%	-0.3%
Leisure and Hospitality	10.6%	10.6%	10.6%	-0.1%	-0.1%
Government	13.5%	12.4%	11.8%	-1.6%	-1.1%
California					
Agriculture	2.7%	2.5%	2.4%	-0.4%	-0.3%
Construction	4.0%	4.7%	4.6%	0.7%	0.7%
Manufacturing	8.5%	8.0%	7.7%	-0.8%	-0.5%
Trade, Transportation and Utilities	18.4%	18.4%	18.4%	-0.1%	0.0%
Information	2.9%	3.0%	3.0%	0.1%	0.1%
Financial Activities	5.2%	5.0%	5.0%	-0.3%	-0.2%
Professional and Business Services	15.1%	15.6%	15.8%	0.7%	0.4%
Educational and Health Services	12.7%	12.8%	13.2%	0.5%	0.1%
Leisure and Hospitality	10.8%	10.8%	10.4%	-0.4%	0.0%
Government	16.1%	15.9%	16.1%	0.1%	-0.2%

Center for Strategic Economic Research, April 2014

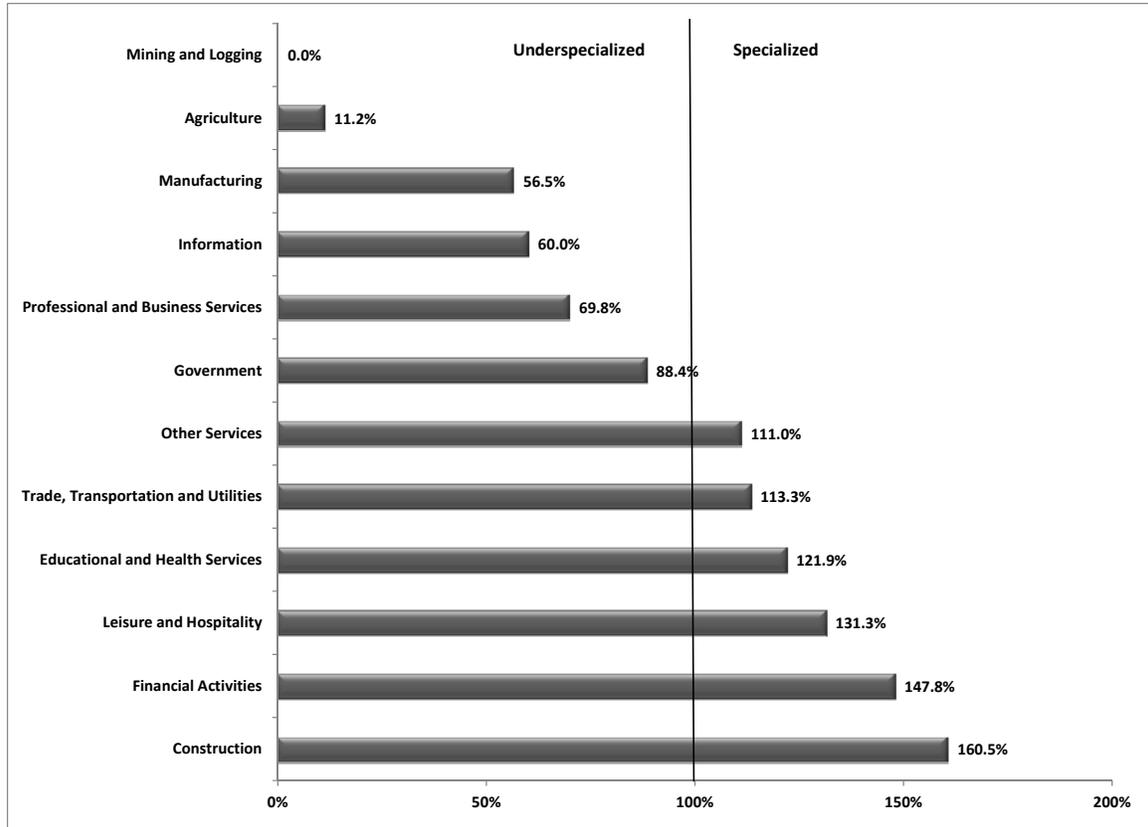
Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2013 Long-Term Socio-Economic Forecasts by County

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 2012



Center for Strategic Economic Research, April 2014

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 (2002 to 2012), four sectors in Placer County showed positive changes in their level of specialization, as shown in Figure 32: Trade, Transportation, & Utilities; Other Services; Financial Activities; and Educational & Health Services.

FIGURE 32
PLACER COUNTY INDUSTRY SPECIALIZATION

Industry Sector	2002	2007	2008	2009	2010	2011	2012	% Change	
								2002-2012	2007-2012
Agriculture	13.2%	8.7%	11.5%	9.2%	8.9%	11.7%	11.2%	-15.4%	28.8%
Mining and Logging	53.2%	41.5%	39.1%	43.9%	42.3%	0.0%	0.0%	-100.0%	-100.0%
Construction	233.2%	182.5%	175.3%	169.0%	170.3%	164.1%	160.5%	-31.2%	-12.0%
Manufacturing	60.9%	64.3%	62.2%	62.5%	60.3%	60.2%	56.5%	-7.3%	-12.2%
Trade, Transportation and Utilities	106.0%	111.1%	109.9%	112.6%	112.0%	111.7%	113.3%	6.8%	2.0%
Information	61.8%	61.2%	56.7%	65.0%	66.3%	61.0%	60.0%	-2.9%	-2.0%
Financial Activities	119.0%	139.7%	141.4%	146.2%	144.8%	144.8%	147.8%	24.2%	5.9%
Professional and Business Services	73.6%	69.9%	73.2%	71.1%	71.1%	70.9%	69.8%	-5.2%	-0.2%
Educational and Health Services	96.4%	104.3%	108.2%	111.2%	114.8%	119.6%	121.9%	26.5%	16.8%
Leisure and Hospitality	136.9%	135.6%	137.8%	137.1%	136.8%	137.0%	131.3%	-4.1%	-3.2%
Other Services	94.8%	97.4%	103.2%	110.7%	105.3%	108.3%	111.0%	17.1%	14.0%
Government	97.9%	88.8%	88.7%	86.3%	87.6%	86.1%	88.4%	-9.7%	-0.5%

Center for Strategic Economic Research, April 2014

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 2022, as shown in Figure 33, it is projected that Placer County will increase its specialization in six sectors: Agriculture; Construction; Financial Activities; Professional & Business Services; Educational & Health Services; and Leisure & Hospitality. Trade, Transportation & Utilities is forecast to remain specialized despite its declines in this time period.

FIGURE 33
PLACER COUNTY INDUSTRY SPECIALIZATION PROJECTIONS

Area/Industry	2012	2017	2022	% Change	
				2012-2022	2012-2017
Agriculture	11.2%	11.5%	12.8%	15.0%	3.1%
Construction	160.5%	181.1%	172.5%	7.4%	12.8%
Manufacturing	56.5%	52.9%	51.3%	-9.2%	-6.3%
Trade, Transportation and Utilities	113.3%	109.6%	110.7%	-2.3%	-3.3%
Information	60.0%	54.5%	53.9%	-10.2%	-9.1%
Financial Activities	147.8%	155.1%	161.7%	9.4%	4.9%
Professional and Business Services	69.8%	71.7%	72.5%	3.8%	2.7%
Educational and Health Services	121.9%	121.4%	124.1%	1.8%	-0.4%
Leisure and Hospitality	131.3%	134.2%	133.5%	1.7%	2.2%
Government	88.4%	79.3%	75.2%	-14.9%	-10.3%

Center for Strategic Economic Research, April 2014

Data Sources: California Employment Development Department, Annual Average Employment by Industry Data and California Department of Transportation, 2013 Long-Term Socio-Economic Forecasts by County

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

BUSINESS CLIMATE

Figure 34 shows that, in 2012, there were over 10,600 business establishments in Placer County—a number which has increased around 2 percent since 2007 and is almost 14 percent of total establishments in the Sacramento Region. Placer County’s five-year establishment growth rate is higher than the Sacramento Region (which remained unchanged), but lower than the Bay Area and California, around 11 and 3 percent, respectively. In all comparison areas, establishments in the Other Services sector experienced one of the greatest percentage increases from 2007 to 2012. The small Mining sector saw 40 percent growth in Placer County and the Government sector also had the strongest growth in the Sacramento Region. Construction sector establishments experienced the greatest decline in all comparison areas within this five-year period.

FIGURE 34
ESTABLISHMENTS BY INDUSTRY

Area / Industry	2007	2008	2009	2010	2011	2012	% Change 2007-2012
Placer County							
Total All Industries	10,421	10,782	10,691	10,572	10,739	10,630	2.0%
Agriculture	55	61	57	55	52	50	-9.1%
Mining	5	6	5	6	7	7	40.0%
Construction	1,502	1,417	1,334	1,240	1,151	1,136	-24.4%
Manufacturing	294	292	273	264	259	257	-12.6%
Trade, Transportation and Utilities	1,591	1,566	1,519	1,486	1,448	1,494	-6.1%
Information	142	124	120	125	121	119	-16.2%
Financial Activities	1,288	1,238	1,191	1,123	1,089	1,118	-13.2%
Professional and Business Services	1,685	1,671	1,637	1,640	1,605	1,690	0.3%
Educational and Health Services	985	996	1,019	1,051	1,070	1,100	11.7%
Leisure and Hospitality	851	887	883	874	856	868	2.0%
Other Services	1,682	1,836	2,077	2,025	2,203	1,917	14.0%
Government	276	279	273	275	288	297	7.6%
Sacramento Region							
Total All Industries	76,423	79,608	79,525	78,822	80,416	76,405	0.0%
Agriculture	1,292	1,266	1,244	1,224	1,210	1,192	-7.7%
Mining	56	51	54	54	58	52	-7.1%
Construction	5,884	5,635	5,330	4,915	4,528	4,434	-24.6%
Manufacturing	1,650	1,629	1,539	1,471	1,417	1,394	-15.5%
Trade, Transportation and Utilities	8,990	8,488	8,276	8,370	8,164	8,320	-7.5%
Information	711	682	664	656	640	631	-11.3%
Financial Activities	5,873	5,608	5,405	5,108	4,939	5,053	-14.0%
Professional and Business Services	8,733	8,640	8,563	8,575	8,425	8,609	-1.4%
Educational and Health Services	5,390	5,338	5,427	5,547	5,615	5,739	6.5%
Leisure and Hospitality	4,656	4,696	4,667	4,596	4,512	4,586	-1.5%
Other Services	25,428	27,436	28,807	28,695	30,437	26,073	2.5%
Government	7,267	7,277	7,385	7,518	7,431	7,446	2.5%
Bay Area							
Total All Industries	213,642	229,234	230,642	233,138	240,972	236,240	10.6%
Agriculture	637	427	425	531	681	692	8.6%
Mining	47	30	29	39	55	52	10.6%
Construction	13,465	13,139	12,710	12,045	11,493	11,405	-15.3%
Manufacturing	7,294	7,106	6,940	6,794	6,606	6,584	-9.7%
Trade, Transportation and Utilities	29,203	26,518	26,950	27,499	26,825	27,217	-6.8%
Information	3,418	3,368	3,368	3,391	3,347	3,463	1.3%
Financial Activities	18,392	17,758	17,138	16,527	16,253	16,373	-11.0%
Professional and Business Services	35,570	35,303	35,372	34,956	34,707	36,155	1.6%
Educational and Health Services	18,621	18,670	18,884	19,341	19,474	20,101	7.9%
Leisure and Hospitality	15,768	15,871	16,046	16,302	16,335	18,208	15.5%
Other Services	65,782	76,248	81,399	83,625	89,105	81,921	24.5%
Government	4,029	4,174	4,180	4,255	4,265	4,275	6.1%
California							
Total All Industries	1,292,147	1,325,219	1,337,867	1,333,615	1,376,927	1,333,825	3.2%
Agriculture	18,084	17,670	17,344	17,010	16,672	16,516	-8.7%
Mining	759	740	748	745	736	744	-2.0%
Construction	77,942	76,105	73,056	68,479	64,247	63,063	-19.1%
Manufacturing	44,639	43,710	42,685	41,425	39,990	39,662	-11.1%
Trade, Transportation and Utilities	185,131	181,592	177,794	175,045	171,270	174,298	-5.9%
Information	19,400	19,152	19,246	18,761	18,338	18,673	-3.7%
Financial Activities	95,848	92,138	88,610	84,919	83,086	83,803	-12.6%
Professional and Business Services	165,473	163,938	164,108	162,021	161,220	166,168	0.4%
Educational and Health Services	97,652	98,237	99,849	101,146	101,990	104,787	7.3%
Leisure and Hospitality	85,567	85,782	86,474	86,385	85,781	87,855	2.7%
Other Services	428,226	455,019	479,639	482,363	526,889	475,575	11.1%
Government	31,501	31,743	31,863	33,861	33,845	34,129	8.3%

Center for Strategic Economic Research, April 2014

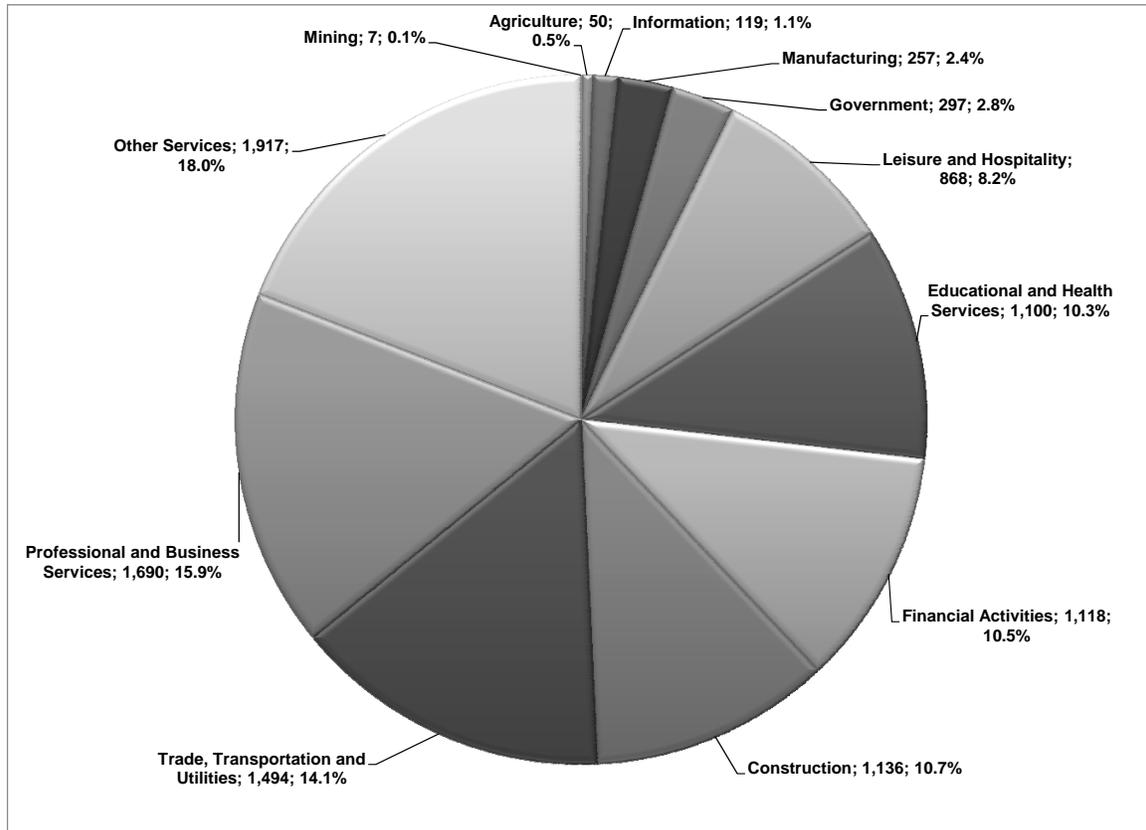
Data Source: California Employment Development Department, Annual Average Quarterly Census of Employment and Wages Data

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 1,900 establishments and account for about 14 to 18 percent of the County's total number of establishments. Combined, these sectors make up almost half of the establishments in Placer County.

FIGURE 35
INDUSTRY COMPOSITION IN PLACER COUNTY BY ESTABLISHMENTS IN 2012



Center for Strategic Economic Research, April 2014

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 100 percent because 'Total All Industries' includes all establishments not included at sector level due to non-disclosure restrictions.

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 1 and 4 percentage points from 2007 to 2012. Construction establishments had the highest negative composition shift in Placer County (around -4 percentage points) and the Sacramento Region (almost -2 percentage points) while the Bay Area and California experienced the greatest negative shifts (about -2 and -1 percentage points, respectively) in Trade, Transportation, & Utilities establishments.

FIGURE 36
INDUSTRY COMPOSITION BY ESTABLISHMENTS

Area / Industry							Shift
	2007	2008	2009	2010	2011	2012	2007-2012
Placer County							
Agriculture	0.5%	0.6%	0.5%	0.5%	0.5%	0.5%	-0.1%
Mining	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
Construction	14.4%	13.1%	12.5%	11.7%	10.7%	10.7%	-3.7%
Manufacturing	2.8%	2.7%	2.6%	2.5%	2.4%	2.4%	-0.4%
Trade, Transportation and Utilities	15.3%	14.5%	14.2%	14.1%	13.5%	14.1%	-1.2%
Information	1.4%	1.2%	1.1%	1.2%	1.1%	1.1%	-0.2%
Financial Activities	12.4%	11.5%	11.1%	10.6%	10.1%	10.5%	-1.8%
Professional and Business Services	16.2%	15.5%	15.3%	15.5%	14.9%	15.9%	-0.3%
Educational and Health Services	9.5%	9.2%	9.5%	9.9%	10.0%	10.3%	0.9%
Leisure and Hospitality	8.2%	8.2%	8.3%	8.3%	8.0%	8.2%	0.0%
Other Services	16.1%	17.0%	19.4%	19.2%	20.5%	18.0%	1.9%
Government	2.6%	2.6%	2.6%	2.6%	2.7%	2.8%	0.1%
Sacramento Region							
Agriculture	1.7%	1.6%	1.6%	1.6%	1.5%	1.6%	-0.1%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	7.7%	7.1%	6.7%	6.2%	5.6%	5.8%	-1.9%
Manufacturing	2.2%	2.0%	1.9%	1.9%	1.8%	1.8%	-0.3%
Trade, Transportation and Utilities	11.8%	10.7%	10.4%	10.6%	10.2%	10.9%	-0.9%
Information	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	-0.1%
Financial Activities	7.7%	7.0%	6.8%	6.5%	6.1%	6.6%	-1.1%
Professional and Business Services	11.4%	10.9%	10.8%	10.9%	10.5%	11.3%	-0.2%
Educational and Health Services	7.1%	6.7%	6.8%	7.0%	7.0%	7.5%	0.5%
Leisure and Hospitality	6.1%	5.9%	5.9%	5.8%	5.6%	6.0%	-0.1%
Other Services	33.3%	34.5%	36.2%	36.4%	37.8%	34.1%	0.9%
Government	9.5%	9.1%	9.3%	9.5%	9.2%	9.7%	0.2%
Bay Area							
Agriculture	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.0%
Mining	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Construction	6.3%	5.7%	5.5%	5.2%	4.8%	4.8%	-1.5%
Manufacturing	3.4%	3.1%	3.0%	2.9%	2.7%	2.8%	-0.6%
Trade, Transportation and Utilities	13.7%	11.6%	11.7%	11.8%	11.1%	11.5%	-2.1%
Information	1.6%	1.5%	1.5%	1.5%	1.4%	1.5%	-0.1%
Financial Activities	8.6%	7.7%	7.4%	7.1%	6.7%	6.9%	-1.7%
Professional and Business Services	16.6%	15.4%	15.3%	15.0%	14.4%	15.3%	-1.3%
Educational and Health Services	8.7%	8.1%	8.2%	8.3%	8.1%	8.5%	-0.2%
Leisure and Hospitality	7.4%	6.9%	7.0%	7.0%	6.8%	7.7%	0.3%
Other Services	30.8%	33.3%	35.3%	35.9%	37.0%	34.7%	-3.9%
Government	1.9%	1.8%	1.8%	1.8%	1.8%	1.8%	-0.1%
California							
Agriculture	1.4%	1.3%	1.3%	1.3%	1.2%	1.2%	-0.2%
Mining	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Construction	6.0%	5.7%	5.5%	5.1%	4.7%	4.7%	-1.3%
Manufacturing	3.5%	3.3%	3.2%	3.1%	2.9%	3.0%	-0.5%
Trade, Transportation and Utilities	14.3%	13.7%	13.3%	13.1%	12.4%	13.1%	-1.3%
Information	1.5%	1.4%	1.4%	1.4%	1.3%	1.4%	-0.1%
Financial Activities	7.4%	7.0%	6.6%	6.4%	6.0%	6.3%	-1.1%
Professional and Business Services	12.8%	12.4%	12.3%	12.1%	11.7%	12.5%	-0.3%
Educational and Health Services	7.6%	7.4%	7.5%	7.6%	7.4%	7.9%	0.3%
Leisure and Hospitality	6.6%	6.5%	6.5%	6.5%	6.2%	6.6%	0.0%
Other Services	33.1%	34.3%	35.9%	36.2%	38.3%	35.7%	2.5%
Government	2.4%	2.4%	2.4%	2.5%	2.5%	2.6%	0.1%

Center for Strategic Economic Research, April 2014

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 2012, Placer County had a labor force of about 179,000 people, with approximately 162,000 employed. The County's 2012 unemployment rate of 9.4 percent was lower than the Sacramento Region and California, but above the Bay Area. Placer County had the highest increase in its labor force, in line with its population growth—around 22 percent growth from 2002 to 2012, significantly greater than the Sacramento Region (about 8 percent), the Bay Area (nearly 3 percent), and California (approximately 7 percent).

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

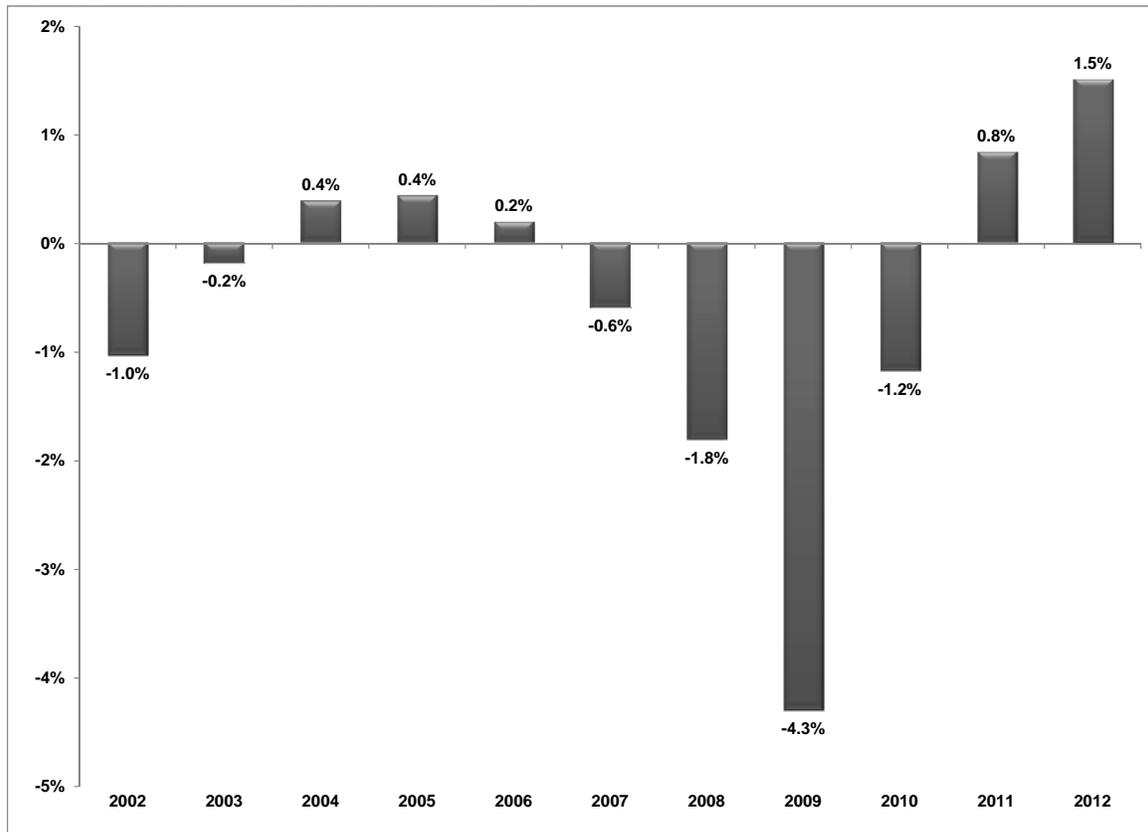
Area/Factor	2002	2007	2008	2009	2010	2011	2012	% Change 2002-2012	% Change 2007-2012
Placer County									
Labor Force	147,000	172,700	177,300	179,800	176,900	177,900	178,800	21.6%	3.5%
Employment	139,700	164,500	165,900	161,100	156,600	158,800	162,000	16.0%	-1.5%
Unemployment	7,300	8,200	11,400	18,700	20,300	19,100	16,800	130.1%	104.9%
Unemployment Rate	4.9%	4.8%	6.4%	10.4%	11.5%	10.8%	9.4%	-	-
Sacramento Region									
Labor Force	1,034,500	1,106,100	1,115,800	1,122,400	1,121,000	1,115,000	1,118,600	8.1%	1.1%
Employment	973,900	1,044,300	1,033,800	993,600	976,000	977,700	997,100	2.4%	-4.5%
Unemployment	60,600	61,800	82,100	128,700	145,000	137,300	121,500	100.5%	96.6%
Unemployment Rate	5.9%	5.6%	7.4%	11.5%	12.9%	12.3%	10.9%	-	-
Bay Area									
Labor Force	3,172,900	3,065,500	3,141,000	3,152,600	3,159,000	3,199,600	3,261,600	2.8%	6.4%
Employment	2,955,000	2,927,600	2,959,400	2,838,800	2,826,000	2,893,400	2,992,800	1.3%	2.2%
Unemployment	217,900	138,000	181,700	313,900	333,000	306,200	268,600	23.3%	94.6%
Unemployment Rate	6.9%	4.5%	5.8%	10.0%	10.5%	9.6%	8.2%	-	-
California									
Labor Force	17,343,600	17,921,000	18,207,300	18,215,700	18,330,500	18,404,500	18,494,900	6.6%	3.2%
Employment	16,180,800	16,960,700	16,893,900	16,151,100	16,063,500	16,237,300	16,560,300	2.3%	-2.4%
Unemployment	1,162,800	960,300	1,313,500	2,064,600	2,267,000	2,167,200	1,934,500	66.4%	101.4%
Unemployment Rate	6.7%	5.4%	7.2%	11.3%	12.4%	11.8%	10.5%	-	-

Center for Strategic Economic Research, April 2014

Data Source: Employment Development Department, Labor Market Information

Economic theory suggests that when the year-over-year growth rate in the number of persons employed is larger than the growth rate in the civilian labor force, the region is in good economic health. As shown in Figure 38, for five years between 2002 and 2012, 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 2002 to 2003, growth in employable residents outpaced the growth in the number of employment opportunities in Placer County. The County experienced healthy conditions between 2004 and 2006. This measure flipped in 2007, in line with the overall economic downturn seen across the nation, but showed healthier economic conditions again in 2011 and 2012.

FIGURE 38
PLACER COUNTY ECONOMIC HEALTH



Center for Strategic Economic Research, April 2014

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 \$98,000 and \$110,000, 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 2013

<i>Occupational Category</i>	<i>Sacramento Region</i>		<i>Bay Area</i>		<i>California</i>	
	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>	<i>Mean Hourly</i>	<i>Mean Annual</i>
Management	\$52.67	\$109,548	\$68.55	\$142,599	\$59.34	\$123,431
Legal	\$50.39	\$104,803	\$65.02	\$135,253	\$56.87	\$118,272
Healthcare Practitioners and Technical	\$47.09	\$97,953	\$50.21	\$104,434	\$43.18	\$89,821
Architecture and Engineering	\$43.96	\$91,448	\$49.23	\$102,394	\$44.63	\$92,840
Computer and Mathematical	\$39.81	\$82,805	\$50.34	\$104,728	\$44.74	\$93,062
Life, Physical, and Social Science	\$35.09	\$72,995	\$41.95	\$87,265	\$37.25	\$77,473
Business and Financial Operations	\$33.05	\$68,740	\$42.72	\$88,867	\$36.94	\$76,821
Education, Training, and Library	\$26.83	\$55,806	\$29.34	\$61,017	\$28.28	\$58,821
Community and Social Services	\$25.48	\$53,019	\$26.31	\$54,733	\$24.80	\$51,596
Construction and Extraction	\$25.53	\$53,101	\$29.56	\$61,503	\$26.12	\$54,328
Arts, Design, Entertainment, Sports, and Media	\$25.38	\$52,790	\$32.08	\$66,729	\$35.54	\$73,919
Protective Service	\$24.99	\$51,979	\$28.66	\$59,600	\$25.79	\$53,650
Installation, Maintenance, and Repair	\$23.75	\$49,400	\$26.32	\$54,744	\$23.68	\$49,268
Office and Administrative Support	\$18.51	\$38,505	\$21.51	\$44,748	\$18.62	\$38,728
Sales and Related	\$18.22	\$37,894	\$24.65	\$51,272	\$19.86	\$41,300
Production	\$17.89	\$37,229	\$19.38	\$40,309	\$16.72	\$34,782
Transportation and Material-Moving	\$16.75	\$34,841	\$19.22	\$39,971	\$16.72	\$34,768
Healthcare Support	\$16.63	\$34,597	\$18.01	\$37,467	\$15.62	\$32,482
Building, Grounds, and Maintenance	\$14.40	\$29,957	\$15.46	\$32,162	\$13.63	\$28,347
Personal Care and Service	\$12.37	\$25,729	\$14.63	\$30,448	\$13.19	\$27,427
Farming, Fishing, and Forestry	\$11.30	\$23,506	\$11.98	\$24,908	\$10.00	\$20,799
Food Preparation and Serving Related	\$10.72	\$22,294	\$11.89	\$24,721	\$10.88	\$22,623

Center for Strategic Economic Research, April 2014

Data Source: California Employment Development Department, Occupational Wage Data

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

Major Employers

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

FIGURE 40
MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Number of Local Employees</i>
Kaiser Permanente	Roseville	Healthcare	3,680
Hewlett-Packard Co.	Roseville	Computer Hardware Manufacturing	3,200
Sutter Health	Roseville, Auburn	Healthcare	2,299
Thunder Valley Casino Resort	Lincoln	Casinos	2,000
Union Pacific Railroad	Roseville	Transportation, Railroad	2,000
Northstar California*	Truckee	Ski Resort	1,950
Pride Industries	Roseville	Manufacturing & Logistics Services	1,101
Raley's Inc.	Various Locations	Retail Groceries	969
Wells Fargo & Co.	Various Locations	Financial Services	816
Oracle Corp**	Rocklin	Enterprise Software	770
United Natural Foods	Rocklin	Wholesale Groceries	650
Pacific Gas & Electric	Various Locations	Utility Distributor	596
Adventist Health System West	Roseville	Healthcare	588
Sure West Communications	Roseville	Telecommunication Services	500
Resort at Squaw Valley***	Olympic Valley	Luxury Resort Hotel and Conference Center	425
Telefunken Semiconductors America	Roseville	Semiconductor Manufacturing	421

Center for Strategic Economic Research, April 2014

Data Sources: Sacramento Business Journal, *Book of Lists 2013*

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

*Peak season

**Employment estimate

***425 peak season; 350 year-round

Recently Located Companies in Placer County

Figure 41 provides a sampling of companies that recently located in or expanded within Placer County between 2008 and 2013, 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 2008 AND 2013**

<i>Company</i>	<i>City</i>	<i>Industry</i>	<i>Year Located/ Expanded</i>
Ask Ziggy	Rocklin	Voice-Based Search Engine	2012
New Vision Display	Roseville	Touch-Screen & LCD Components	2012
Sutter Shared Services Center	Roseville	Medical Back Office	2012
Summit Funding	Roseville	Mortgage Lending	2012
America's Tire	Unincorporated	Tire Sales & Services	2012
Ridgeline Entertainment	Auburn	Digital Media Production	2012
Paramount Solar	Roseville	Solar Energy Installation	2012
Act-on Software	Roseville	Marketing Automation	2012
Katadyn Products*	Unincorporated	Freeze-dried / Dehydrated Foods	2012
losafe*	Auburn	Hard Drive Disaster Proofing	2011
Esurance*	Rocklin	Online Auto Insurance	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
TeleMed2U	Roseville	Telemedicine Services	2010
EZ Pedo, Inc.	Loomis	Dental Products Mfg	2010
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
5th Planet Games	Rocklin	Mobile Games for iPhone & iPad	2009
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
Magnus Pacific Corp.	Roseville	Specialty Construction	2008
Blue Water Credit LLC	Roseville	Credit Restoration	2008
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

Center for Strategic Economic Research, April 2014

Data Sources: Located Companies List Greater Sacramento Area, Sacramento Area Commerce and Trade Organization; 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 nearly \$7.1 billion in 2012, an increase of about 27 percent since 2002, as shown in Figure 42. The County experienced the strongest growth in this time period while the Sacramento Region and California experienced increases of almost 17 percent and 27 percent, respectively, and the Bay Area saw growth of about 25 percent. The largest amount of Placer County’s total taxable sales came from Roseville with almost \$3./ billion. Lincoln had the highest taxable sales growth from 2002 to 2012, increasing close to 172 percent.

FIGURE 42
TAXABLE SALES (IN THOUSANDS)

Area	2002	2007	2008	2009	2010	2011	2012	% Change	% Change
								2002-2012	2007-2012
Placer County	\$5,549,881	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	\$6,568,195	\$7,065,597	27.3%	-4.9%
Auburn	\$249,529	\$404,656	\$390,524	\$288,022	\$316,072	\$393,298	\$445,963	78.7%	10.2%
Colfax	\$51,201	\$60,534	\$55,071	\$47,156	\$46,832	\$51,507	\$61,312	19.7%	1.3%
Lincoln	\$92,995	\$230,842	\$235,429	\$207,288	\$224,817	\$244,997	\$252,809	171.9%	9.5%
Loomis	\$82,930	\$100,477	\$89,431	\$69,268	\$69,416	\$68,784	\$69,794	-15.8%	-30.5%
Rocklin	\$458,325	\$696,844	\$626,898	\$528,200	\$553,047	\$634,414	\$699,656	52.7%	0.4%
Roseville	\$2,988,257	\$3,854,226	\$3,409,792	\$3,104,840	\$3,251,045	\$3,499,616	\$3,772,583	26.2%	-2.1%
Unincorporated	\$1,626,644	\$2,083,826	\$1,827,664	\$1,551,869	\$1,556,314	\$1,675,580	\$1,763,480	8.4%	-15.4%
Sacramento Region	\$28,427,739	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	\$31,267,909	\$33,223,898	16.9%	-5.3%
Bay Area	\$88,429,153	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	\$102,109,401	\$110,123,465	24.5%	3.4%
California	\$440,950,094	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	\$520,568,055	\$558,387,250	26.6%	-0.5%

Center for Strategic Economic Research, April 2014
Data Source: State of California Board of Equalization

It is projected that Placer County’s taxable sales will double over the next ten years, reaching a total of around \$14.8 billion in 2022, as shown in Figure 43. The County’s projected growth rate through 2022 is greater than all comparison areas—the Sacramento Region (70 percent), the Bay Area (about 66 percent), and California (around 74 percent).

FIGURE 43
PROJECTED TAXABLE SALES (IN THOUSANDS)

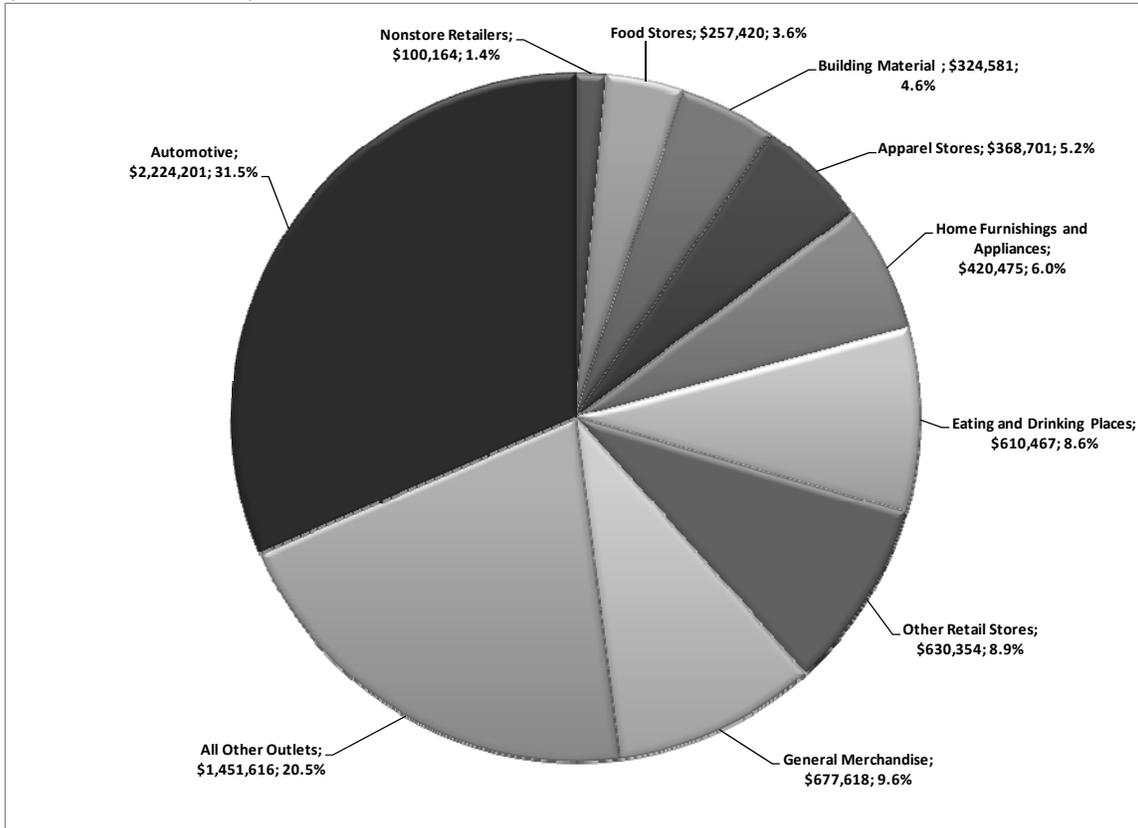
Area	2012	2017	2022	% Change	% Change
				2012-2017	2012-2022
Placer County	\$7,065,597	\$10,704,228	\$14,766,190	51.5%	109.0%
Sacramento Region	\$33,223,898	\$43,931,361	\$56,484,596	32.2%	70.0%
Bay Area	\$110,123,465	\$143,889,579	\$182,529,567	30.7%	65.7%
California	\$558,387,250	\$781,136,852	\$972,814,499	39.9%	74.2%

Center for Strategic Economic Research, April 2014
Data Sources: State of California Board of Equalization; Department of Transportation 2012 Long-Term Socio-Economic Forecasts by County

BUSINESS CLIMATE

Figure 44 shows that over one-third of the 2012 taxable sales in Placer County was obtained from Automotive businesses, contributing around \$2.2 billion, followed by businesses classified as All Other Outlets with around \$1.5 billion (almost 21 percent of all taxable sales) and General Merchandise businesses with about \$678 million in taxable sales (around 10 percent of total).

FIGURE 44
COMPOSITION OF TAXABLE SALES IN PLACER COUNTY IN 2012
(IN THOUSANDS)



Center for Strategic Economic Research, April 2014

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.

All Other Outlets business types comprise the largest proportion of total taxable sales in the Sacramento Region, the Bay Area, and California, as illustrated in Figure 45. From 2007 to 2012, Apparel Stores and Home Furnishings & Appliances businesses in Placer County saw the greatest increase in taxable sales—around 91 percent and 56 percent, respectively. There was not one business type in any of the comparative areas that posted such a high increase as Apparel Stores did in Placer County. The notable taxable sales increase from this population-serving sector reflects the County’s recent strong growth in the number of its residents. Similar to the comparison areas, Placer County saw taxable sales declines in many of the other business types.

BUSINESS CLIMATE

FIGURE 45
TAXABLE SALES BY BUSINESS TYPE (IN THOUSANDS)

Area/Business Type	2007	2008	2009	2010	2011	2012	% Change 2007-2012
Placer County							
Total Taxable Sales	\$7,431,405	\$6,634,810	\$5,796,644	\$6,017,542	\$6,568,195	\$7,065,597	-4.9%
Apparel Stores	\$193,281	\$233,314	\$292,032	\$310,374	\$325,644	\$368,701	90.8%
General Merchandise	\$752,994	\$676,353	\$606,996	\$613,691	\$644,583	\$677,618	-10.0%
Food Stores	\$283,527	\$259,925	\$231,704	\$244,882	\$250,081	\$257,420	-9.2%
Eating and Drinking Places	\$556,057	\$553,232	\$532,646	\$549,020	\$578,229	\$610,467	9.8%
Home Furnishings and Appliances	\$270,218	\$316,245	\$404,538	\$410,383	\$427,044	\$420,475	55.6%
Building Material	\$463,873	\$361,449	\$290,997	\$283,113	\$292,360	\$324,581	-30.0%
Automotive	\$2,071,033	\$1,824,939	\$1,516,681	\$1,689,839	\$1,974,834	\$2,224,201	7.4%
Other Retail Stores	\$962,464	\$784,392	\$549,794	\$552,761	\$582,702	\$630,354	-34.5%
All Other Outlets	\$1,877,958	\$1,624,961	\$1,343,458	\$1,338,757	\$1,455,414	\$1,451,616	-22.7%
Nonstore Retailers*	-	-	\$27,798	\$24,721	\$37,302	\$100,164	-
Sacramento Region							
Total Taxable Sales	\$35,092,759	\$32,903,845	\$28,362,450	\$29,069,765	\$31,267,909	\$33,223,898	-5.3%
Apparel Stores	\$954,064	\$1,015,685	\$1,117,981	\$1,161,859	\$1,197,350	\$1,304,871	36.8%
General Merchandise	\$3,851,859	\$3,710,685	\$3,335,046	\$3,446,138	\$3,604,067	\$3,726,886	-3.2%
Food Stores	\$1,636,323	\$1,490,313	\$1,307,063	\$1,337,756	\$1,393,309	\$1,419,641	-13.2%
Eating and Drinking Places	\$2,782,573	\$2,775,643	\$2,677,494	\$2,719,485	\$2,846,890	\$3,028,125	8.8%
Home Furnishings and Appliances	\$997,067	\$1,056,974	\$1,459,943	\$1,440,730	\$1,466,235	\$1,506,412	51.1%
Building Material	\$2,219,824	\$1,795,986	\$1,467,243	\$1,497,138	\$1,600,644	\$1,685,068	-24.1%
Automotive	\$7,412,839	\$6,704,622	\$5,430,041	\$5,967,320	\$6,993,648	\$7,831,083	5.6%
Other Retail Stores	\$4,513,128	\$3,710,339	\$2,481,825	\$2,463,232	\$2,542,392	\$2,677,423	-40.7%
All Other Outlets	\$10,725,082	\$10,643,598	\$8,909,653	\$8,869,895	\$9,444,099	\$9,759,979	-9.0%
Nonstore Retailers*	-	-	\$176,160	\$166,213	\$179,275	\$284,410	-
Bay Area							
Total Taxable Sales	\$106,469,138	\$102,083,967	\$87,784,527	\$93,712,409	\$102,109,401	\$110,123,465	3.4%
Apparel Stores	\$4,091,469	\$4,604,239	\$4,845,630	\$5,134,425	\$5,561,991	\$6,128,621	49.8%
General Merchandise	\$10,501,614	\$9,726,576	\$8,304,341	\$8,625,962	\$9,002,196	\$9,318,996	-11.3%
Food Stores	\$3,465,467	\$3,426,357	\$3,239,060	\$3,306,604	\$3,433,724	\$3,617,686	4.4%
Eating and Drinking Places	\$10,202,908	\$10,512,093	\$10,064,101	\$10,524,097	\$11,427,010	\$12,444,550	22.0%
Home Furnishings and Appliances	\$3,491,392	\$3,734,276	\$4,685,934	\$4,923,409	\$5,225,650	\$5,613,555	60.8%
Building Material	\$5,699,789	\$4,885,149	\$3,930,376	\$4,017,790	\$4,260,094	\$4,575,400	-19.7%
Automotive	\$17,838,028	\$16,370,530	\$13,080,189	\$14,679,216	\$17,081,919	\$19,228,513	7.8%
Other Retail Stores	\$13,902,813	\$11,678,626	\$7,964,340	\$8,181,815	\$8,690,698	\$9,068,519	-34.8%
All Other Outlets	\$37,275,658	\$37,146,120	\$31,303,271	\$33,935,132	\$36,978,276	\$39,335,895	5.5%
Nonstore Retailers*	-	-	\$367,285	\$383,959	\$447,842	\$791,729	-
California							
Total Taxable Sales	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	\$520,568,055	\$558,387,250	-0.5%
Apparel Stores	\$20,855,890	\$22,120,094	\$23,018,356	\$24,543,080	\$26,464,822	\$28,970,647	38.9%
General Merchandise	\$59,897,350	\$56,425,472	\$51,248,558	\$52,641,143	\$54,855,626	\$56,642,194	-5.4%
Food Stores	\$22,461,059	\$21,504,308	\$19,628,919	\$19,763,305	\$20,371,535	\$21,042,001	-6.3%
Eating and Drinking Places	\$51,658,575	\$52,051,404	\$49,921,543	\$51,282,453	\$54,755,944	\$59,037,320	14.3%
Home Furnishings and Appliances	\$16,720,852	\$17,199,187	\$21,530,105	\$22,158,101	\$23,252,954	\$24,681,910	47.6%
Building Material	\$32,656,324	\$26,647,007	\$21,761,546	\$22,481,569	\$23,671,886	\$24,945,106	-23.6%
Automotive	\$112,820,149	\$102,913,020	\$81,061,126	\$90,260,168	\$106,062,969	\$116,854,087	3.6%
Other Retail Stores	\$69,954,903	\$58,457,936	\$40,194,590	\$40,817,281	\$43,001,114	\$44,824,125	-35.9%
All Other Outlets	\$174,025,047	\$174,335,113	\$145,278,340	\$150,570,269	\$165,050,017	\$177,014,427	1.7%
Nonstore Retailers*	-	-	\$2,849,864	\$2,830,615	\$3,081,188	\$4,375,432	-

Center for Strategic Economic Research, April 2014

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: 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 \$10.3 billion in deposits and \$13.8 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	\$10,314,000	\$13,806,000
Five Star Bank	Rocklin	\$518,566	\$570,160
Community First Bank	Auburn	\$209,408	\$242,057

Center for Strategic Economic Research, April 2014
 Data Source: Federal Deposit Insurance Corporation,
 Financial Data as of September 30, 2013

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, Rabobank, and Bank of America 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	\$3,057,578	31.7%
2	Rabobank	\$2,093,529	21.7%
3	Bank of America	\$1,103,211	11.5%
4	U.S. Bank	\$533,661	5.5%
5	JPMorgan Chase Bank	\$424,545	4.4%
6	Umpqua Bank	\$390,119	4.1%
7	Citibank	\$301,766	3.1%
8	Redding Bank of Commerce	\$190,944	2.0%
9	Community 1st Bank	\$176,288	1.8%
10	Five Star Bank	\$174,839	1.8%

Center for Strategic Economic Research, April 2014
 Data Source: Federal Deposit Insurance Corporation (FDIC),
 Financial Data as of June 30, 2013

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.

Information: <http://www.placer.ca.gov/business>

Golden Sierra Job Training Agency and Connection Centers

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

Placer County Employment Services Program

The Placer County Employment Services Program has a pool of job seekers eager to transition to work. Employers who hire eligible participants may also be eligible to receive tax credits and partial wage reimbursement for up to 6 months through the Help to Hire Program. Participants may receive assistance with childcare and supportive services for uniforms or supplies that may be needed for their job. The Placer County Employment Services Program is a partner with the Connection Centers and the Business Advantage Network.

Information: <http://www.placer.ca.gov/departments/ceo/econdev/ban>

Employment Development Department

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

The California Job Openings Browse System (CalJOBS)

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

Sierra College Training & Development

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

The Center for Applied Competitive Technologies (CACT), provided by Sierra College's Rocklin campus, is a program under Training & Development which helps California's

manufacturing industry compete successfully in the global economy and serves the industry by preparing the workforce for future technological challenges. CACT is a free service, geared towards small- to medium-sized manufacturers, focusing on process improvement training and workshops.

Employment Training Panel

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

Grant Funded Training

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

49er Regional Occupational Program Internships

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

Organizational Development

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

Placer School for Adults

Placer School for Adults offers counseling and career development classes for adults ready to gain the critical skills leading to employment and career advancement. Along with intensive career technical education courses such as Clinical Medical Assistant and Veterinary Assistant, the Placer Adult Strategies and Skills for Gaining Employment

(PASSAGE) Program trains individuals to become job-ready in technology, office and soft skills. Externships with local businesses enhance employment potential. Short-term training in areas as diverse as automotive, welding, woodworking, PC technician, Spanish for health careers, and poultry farming enable both new careers and career advancement. Academic training to complete a High School Diploma for adults or to pass the GED supplements all training programs.

Economic Development and Business Resources

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

Placer County Office of Economic Development

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

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

Business Environmental Resource Center (BERC)

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

Business & Industry Guaranteed Loan Program

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

California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA)

The California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA) provides financing for businesses that use alternative energy sources and technologies and/or develop and commercialize advanced transportation technologies that conserve energy and reduce air pollution. Businesses purchasing manufacturing equipment used for zero emission vehicles can work with CAEATFA on a sale-leaseback transaction with sales tax exemptions.

California Pollution Control Financing Authority

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

Employer Advisory Councils

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

Foreign Trade Zone

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

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.

Business Bridge (formerly Metro Pulse)

In 2007, the Placer County Office of Economic Development joined Business Bridge (known as Metro Pulse prior to late 2013), 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. Additionally, SARTA recently began AgStart to focus on promoting innovative, sustainable agricultural technology, and to support companies that are bringing those products to market. According to the organization's web site, "AgStart leverages the Sacramento region's vital, and long-standing, role in agriculture for California, the United States, and the world."

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 \$50,000 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 \$5 million with SBA exposure of \$3.75 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 \$2.5 million, including guarantees for short-term capital.

Tools for Business Success

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

U.S. Commercial Service

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

Work Opportunity Tax Credit

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

Working Capital & International Trade Loans

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



REAL ESTATE

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 2008 through the third quarter of 2013. Over this period, the Roseville/Rocklin submarket experienced some of its strongest levels of office market activity overall in the third quarter of 2013, with nearly 126,000 square feet of total net absorption and around 62,000 square feet space under construction. Net absorption within this submarket has generally stayed positive over the past few years with negative and a lower level of absorption evident in 2008 as general market conditions had slowed in the Sacramento Region, state, and nation. It is interesting to note that, although there was office space construction activity in the Roseville/Rocklin market in 2008, total net absorption experienced minimal decreases the years following. Auburn/Lincoln, a much smaller submarket within Placer County, has had no construction activity and fluctuating levels of net absorption over the past five years.

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

<i>Submarket / Topic</i>	<i>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 3Q</i>	<i>2012 3Q</i>	<i>2013 3Q</i>
Auburn/Lincoln						
Total Net Absorption	6,503	11,288	-4,683	-220	-24,365	-1,301
Construction*	0	0	0	0	0	0
Roseville/Rocklin						
Total Net Absorption	-36,056	28,136	79,133	49,595	84,462	125,941
Construction*	105,767	0	0	0	108,140	62,440

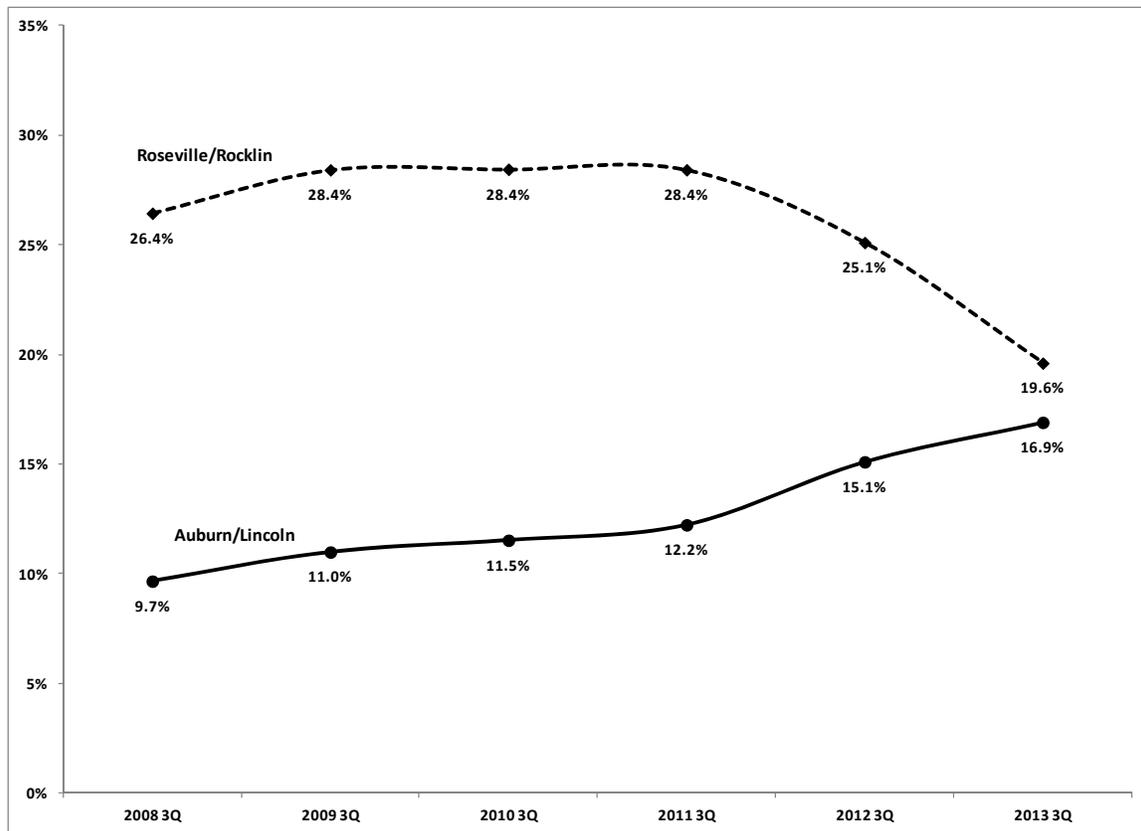
Center for Strategic Economic Research, April 2014

Data Source: Colliers International

*Under construction

As shown in Figure 49, the Roseville/Rocklin submarket had an office vacancy rate of 19.6 percent in the third quarter of 2013, while the Auburn/Lincoln submarket experienced vacancy at 16.9 percent. Office market vacancy rates in the Auburn/Lincoln submarket was at a five-year low in the third quarter of 2008, 9.7 percent, and has gradually increased over the past few years. In contrast, the Roseville/Rocklin submarket’s vacancy rates dropped since its third quarter 2008 rate of 26.4 percent. In comparison, according to Colliers International third quarter 2013 market reports, average Bay Area vacancy rates by market area are as follows: Oakland-Downtown—12.1 percent; San Jose—18.3 percent; and South San Francisco—23.1 percent The total Sacramento market had an average office vacancy rate of 15.3 percent in the third quarter of 2013.

FIGURE 49
VACANCY RATES OF PLACER COUNTY OFFICE SUBMARKETS



Center for Strategic Economic Research, April 2014
Data Source: Colliers International

Figure 50 displays a comparison of average office lease rates between select submarkets within Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2013. The Auburn/Lincoln and Roseville/Rocklin submarkets had average lease rates of \$1.38 and \$1.59, respectively which, in comparison to the major submarkets represented in Figure 50, are below the average rates for the Sacramento and the Bay Area submarkets.

FIGURE 50
AVERAGE OFFICE LEASE
RATES OF SELECT
SUBMARKETS,
3RD QUARTER 2013

<i>Area</i>	<i>Average Lease Rate</i>
Placer County	
Auburn/Lincoln	\$1.38
Roseville/Rocklin	\$1.59
Other Sacramento Region Submarkets	
Downtown	\$2.15
Folsom	\$1.72
Elk Grove	\$1.87
Natomas/Northgate	\$1.70
West Sacramento	\$1.67
Bay Area Submarkets	
Concord	\$1.67
Oakland (Downtown)	\$2.26
Redwood City	\$3.65
San Jose	\$2.38
San Mateo	\$3.40
South San Francisco	\$3.05
Sunnyvale	\$3.94
Walnut Creek (Downtown)	\$2.48

Center for Strategic Economic Research, April 2014
 Data Source: Colliers International *Office Reports* by
 market, 3rd Quarter 2013

Industrial Market

Figure 51 displays net absorption and estimated construction of the industrial market in Placer County’s submarkets from the third quarter of 2008 to the third quarter of 2013. Over this period, net absorption for most of the quarters represented has remained positive in the Roseville/Rocklin submarket with the highest levels seen in 2011 at around 80,000 square feet. Roseville/Rocklin’s space under construction within the third quarters represented in this time period ranged from about 31,000 to 195,000 square feet. Auburn/Lincoln had positive net absorption for the past four years after a period of negative absorption and no 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>2008 3Q</i>	<i>2009 3Q</i>	<i>2010 3Q</i>	<i>2011 3Q</i>	<i>2012 3Q</i>	<i>2013 3Q</i>
Auburn/Lincoln						
Total Net Absorption	-14,290	-57,882	35,506	3,873	8,865	53,102
Construction*	0	0	0	0	0	0
Roseville/Rocklin						
Total Net Absorption	-45,255	55,790	-29,352	80,140	26,810	47,247
Construction*	114,040	31,368	0	0	0	195,000

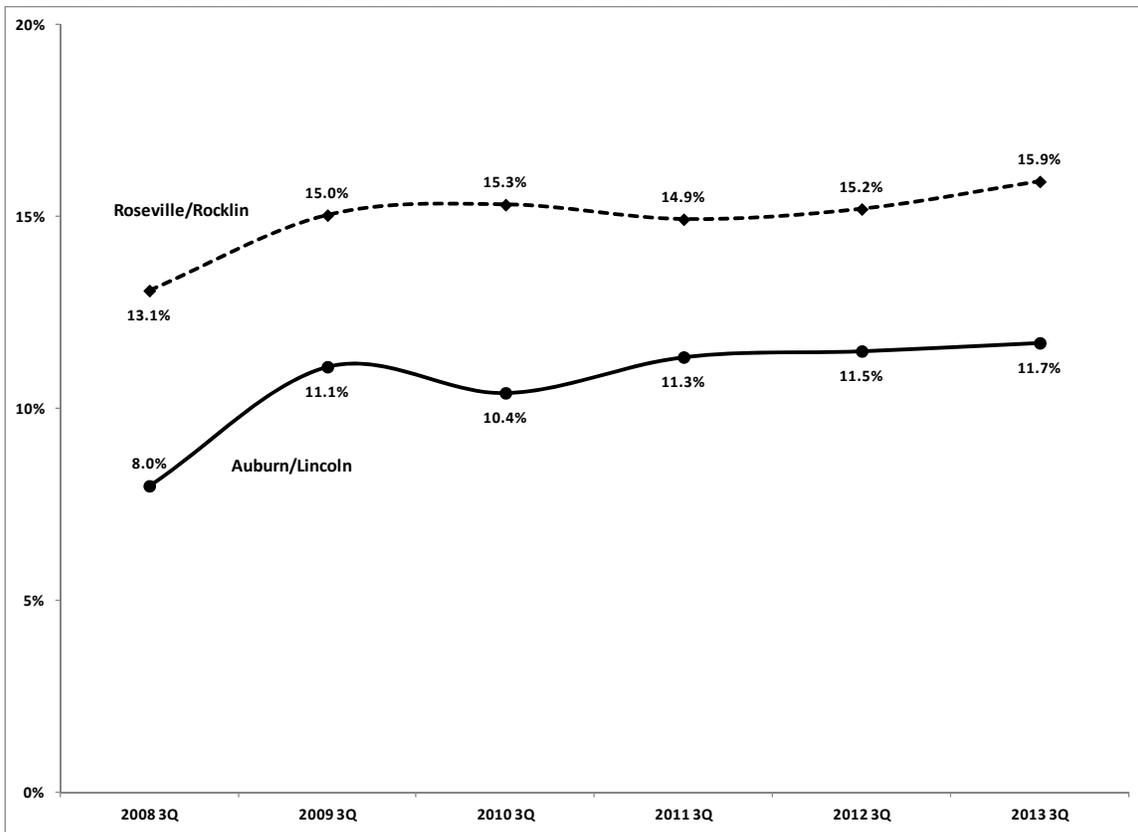
Center for Strategic Economic Research, April 2014

Data Source: Colliers International

*Under construction

The Roseville/Rocklin submarket, as shown in Figure 52, had an industrial vacancy rate of 15.9 percent in the third quarter of 2013, while the Auburn/Lincoln submarket experienced vacancy at 11.7 percent. Within the time period represented in this Figure, Roseville/Rocklin’s and Auburn/Lincoln’s industrial market vacancy rates were at their lowest in the third quarter of 2008 at 13.1 percent and 8 percent, respectively. In comparison to other areas, as reported in Colliers International’s third quarter 2013 market reports, average Bay Area industrial vacancy rates by total market area are as follows: Oakland—5.6 percent; San Jose—12.5 percent; and Fremont—18.0 percent. The total Sacramento market had an average industrial vacancy rate of 12.9 percent in the third quarter of 2013.

FIGURE 52
VACANCY RATES OF PLACER COUNTY INDUSTRIAL SUBMARKETS



Center for Strategic Economic Research, April 2014
 Data Source: Colliers International

Average industrial lease rates of select submarkets in Placer County, the Sacramento Region, and the Bay Area in the third quarter of 2013 are shown in Figure 53. The average wholesale/distribution lease rate for the Auburn/Lincoln and Roseville/Rocklin submarkets were \$0.60 and \$0.38, respectively, which are on the high and low ends of rates represented in the selected submarkets. The average flex lease rates in these Placer County submarkets were \$0.71 for Auburn/Lincoln and \$0.94 for Roseville/Rocklin, between the Sacramento and Bay Area submarkets' averages.

FIGURE 53
AVERAGE INDUSTRIAL LEASE RATES
OF SELECT SUBMARKETS,
3RD QUARTER 2013

<i>Area</i>	<i>Wholesale/ Distribution</i>	<i>R&D/ Flex</i>
Placer County		
Auburn/Lincoln	\$0.60	\$0.71
Roseville/Rocklin	\$0.38	\$0.94
Other Sacramento Region Submarkets		
Downtown/Midtown	\$0.63	\$0.92
Folsom/El Dorado	\$0.72	\$0.84
Sunrise/Highway 50	\$0.40	\$0.57
McClellan/North Highlands	\$0.43	\$0.56
South Sacramento	\$0.39	-
West Sacramento	\$0.41	\$0.59
Bay Area Submarkets		
San Jose	\$0.52	\$1.26
Santa Clara	\$0.55	\$1.67
Sunnyvale	\$0.76	\$1.85
Fremont	\$0.52	\$0.84
Oakland	\$0.40	-
San Leandro	\$0.41	\$0.81
Hayward	\$0.42	\$0.52
Union City	\$0.44	\$0.85

Center for Strategic Economic Research, April 2014
 Data Source: Colliers International *Industrial Reports* by
 market, 3rd Quarter 2013

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 2014

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

Retail Space

As shown in Figure 55, the Roseville submarket boasts a significant retail market with about 6 million square feet available for lease and a vacancy rate of 8.3 percent. The Rocklin submarket also has a relatively large retail market; however, it has seen the effects of the weakened economy with a vacancy rate of over 17 percent. The average asking rents for the submarkets in Placer County range from \$1.42 to \$1.95.

FIGURE 55
PLACER COUNTY RETAIL MARKET OVERVIEW,
3RD QUARTER 2013

Area	Average Asking Rate	Vacancy Rate	Year-to-Date Net Absorption*	Leasable Square Feet	Under Construction*
Auburn/Loomis	\$1.79	8.4%	5,413	1,152,690	0
Lincoln	\$1.95	9.1%	-9,153	1,189,747	0
Rocklin	\$1.42	17.3%	193,980	2,299,879	136,997
Roseville	\$1.51	8.3%	25,724	6,031,982	0

Center for Strategic Economic Research, April 2014

Data Source: CB Richard Ellis *Sacramento Retail MarketView Report 3rd Quarter 2013*

*In square feet.

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

As with many regions across the nation, developers had been feeling the effects of the recession and put new retail projects in Placer County on hold until the market revitalized. Two major projects which were pending and entitled since 2008 broke ground in September 2012 due to recent strong leasing activity. The retail projects, called Rocklin Crossings and Rocklin Commons, include more than 900,000 square feet of retail and restaurant space and are located along the Interstate 80 and Sierra College Boulevard interchange in Rocklin with major tenants including Walmart and Target. Store openings at Rocklin Crossings began in the end of 2013 while stores in Rocklin Commons are scheduled to start opening in spring 2014.

Residential Real Estate

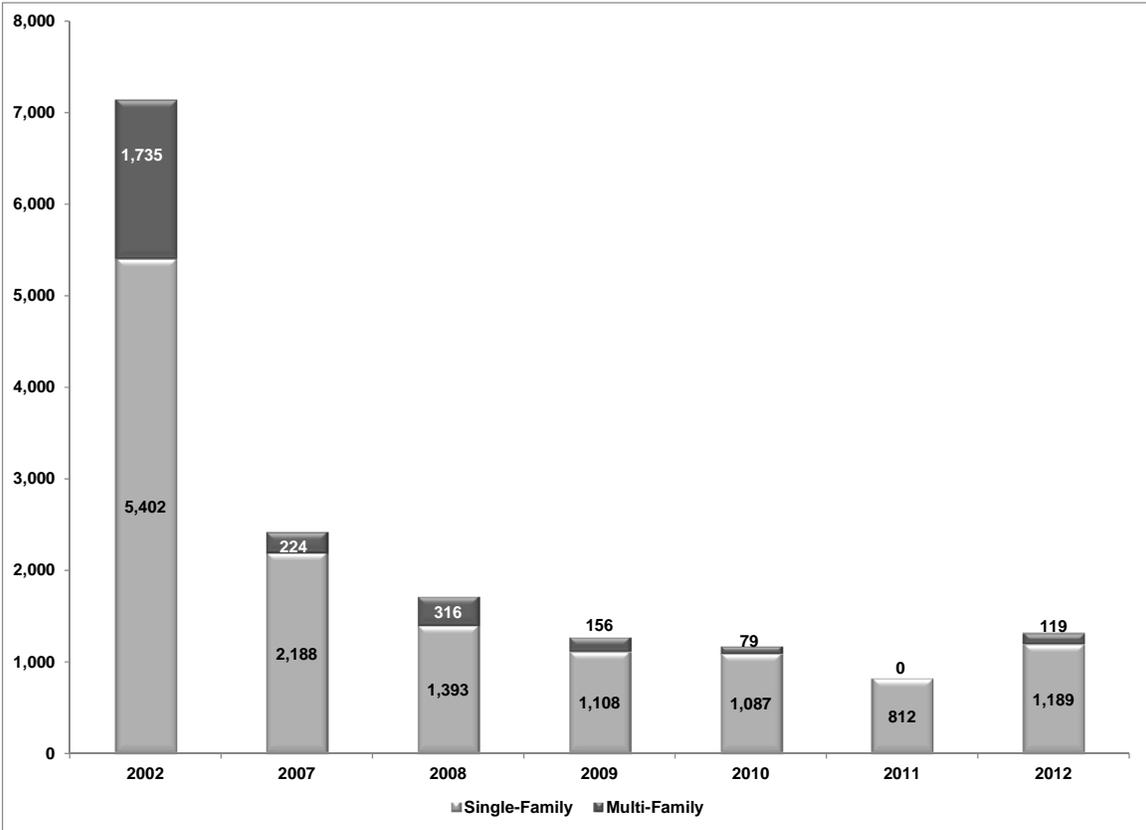
Placer County offers a variety of housing types in various geographic areas—urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills, and the Sierra Nevada Mountains.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

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

Residential Permits

Residential permit data illustrates the future supply of housing units in the short-term within a particular area. Total Placer County residential permits in the time period represented in Figure 56 range from around 800 to 7,000—a notable decline in recent years due to the housing downturn. In the past five years, total residential permits were at the highest point in 2007 with about 2,200 total single-family permits and around 200 multi-family permits. Permit activity showed an increase in 2012 with a total of around 1,300 permits. The proportion of multi-family permits has fluctuated over the past several years, but saw no activity in 2011.

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



Center for Strategic Economic Research, April 2014
Data Source: U.S. Census Bureau, Permits by County or Place

Home Transactions

As shown in Figure 57, nearly 8,000 single-family and condominium homes were sold in Placer County in 2012, an increase of 10 percent from the previous year. Five of Placer County's six incorporated cities experienced positive growth in year-over-year home transactions. Roseville had the highest number of transactions (nearly 3,000 in 2012) and saw around a 14 percent increase in transactions from the previous year. Placer County's year-over-year growth rate in home transactions falls between the represented comparison areas.

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

Area	% Change		
	2011	2012	2011-2012
Placer County	7,249	7,972	10.0%
Auburn	571	636	11.4%
Colfax	126	154	22.2%
Lincoln	1,344	1,382	2.8%
Loomis	194	206	6.2%
Rocklin	1,122	1,084	-3.4%
Roseville	2,581	2,948	14.2%
Sacramento Region			
El Dorado County	2,766	3,276	18.4%
Sacramento County	23,415	24,472	4.5%
Sutter County	1,119	1,231	10.0%
Yolo County	2,119	2,253	6.3%
Yuba County	1,144	1,136	-0.7%
Bay Area			
Alameda County	16,341	18,605	13.9%
Contra Costa County	16,753	17,774	6.1%
Marin County	2,841	3,662	28.9%
San Benito County	656	724	10.4%
San Francisco County	5,530	6,666	20.5%
San Mateo County	7,044	8,021	13.9%
Santa Clara County	18,646	20,940	12.3%

Center for Strategic Economic Research, April 2014

Data Sources: Dataquick Information Systems;
 California Association of Realtors

Notes: Historical data not provided due to varying methodology.

Housing Units

In 2013, Placer County had a total of nearly 156,000 housing units, as displayed in Figure 58. Placer County's ten-year growth rate was about 26 percent, almost twice the Sacramento Region's growth rate of around 15 percent, nearly 4 times the Bay Area (7 percent), and close to three times California's rate of around 9 percent for total housing unit growth.

Lincoln had the highest housing unit growth of all incorporated cities in Placer County in the ten-year historical period with an increase of 120 percent from 2003 to 2013.

FIGURE 58
NUMBER AND TYPE OF HOUSING UNITS

<i>Area</i>	<i>2003</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>	<i>% Change 2003-2013</i>	<i>% Change 2008-2013</i>
Placer County	123,434	148,632	150,653	152,379	153,730	154,525	155,782	26.2%	4.8%
Auburn	5,619	6,079	6,119	6,136	6,153	6,162	6,167	9.8%	1.4%
Colfax	786	857	866	927	929	929	928	18.1%	8.3%
Lincoln	8,085	17,098	17,306	17,435	17,565	17,644	17,789	120.0%	4.0%
Loomis	2,337	2,462	2,465	2,465	2,473	2,475	2,479	6.1%	0.7%
Rocklin	17,856	21,475	21,712	21,950	22,287	22,372	22,502	26.0%	4.8%
Roseville	37,966	45,573	46,618	47,622	48,304	48,749	49,459	30.3%	8.5%
Unincorporated	50,785	55,088	55,567	55,844	56,019	56,194	56,458	11.2%	2.5%
Sacramento Region	818,898	918,934	926,607	932,234	934,724	937,017	940,393	14.8%	2.3%
Bay Area	2,260,379	2,360,954	2,377,071	2,389,265	2,395,100	2,402,760	2,410,846	6.7%	2.1%
California	12,619,213	13,503,834	13,598,801	13,669,076	13,704,850	13,740,488	13,785,797	9.2%	2.1%

Center for Strategic Economic Research, April 2014

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.

Median Home Prices

Figure 59 shows that the median home sale price in Placer County (\$345,500) generally remains below the prices seen on an overall basis for the Bay Area counties and California, but above the other counties tracked within the Sacramento Region. Of the County's incorporated cities, Colfax had the lowest median price of \$190,000 in 2013, while Loomis had the highest price of \$395,000. Placer County's 2013 median home sale price is essentially the same than 10 years prior, unlike most of the comparison areas in the Bay Area and statewide which generally experienced growth in prices from 2003 to 2013. El Dorado and Yolo Counties in the Sacramento Region experienced growth between around 4 percent and 7 percent in the ten-year time period, but Sacramento County actually saw median home sale prices decline by over 14 percent.

FIGURE 59
MEDIAN HOME SALE PRICES

Area	2003	2008	2009	2010	2011	2012	2013	% Change 2003-2013	% Change 2008-2013
Placer County	\$345,000	\$330,000	\$292,750	\$283,250	\$260,000	\$284,500	\$345,500	0.1%	4.7%
Auburn	\$304,000	\$335,000	\$297,500	\$297,500	\$273,000	\$260,000	\$310,000	2.0%	-7.5%
Colfax	\$332,500	\$282,000	\$198,250	\$215,000	\$160,000	\$165,000	\$190,000	-42.9%	-32.6%
Lincoln	\$340,500	\$304,000	\$262,500	\$253,750	\$223,000	\$259,500	\$327,000	-4.0%	7.6%
Loomis	\$300,000	\$483,000	\$389,750	\$430,000	\$385,000	\$330,500	\$395,000	31.7%	-18.2%
Rocklin	\$356,250	\$323,000	\$287,250	\$262,500	\$260,000	\$285,000	\$350,000	-1.8%	8.4%
Roseville	\$332,250	\$325,000	\$280,500	\$281,000	\$250,500	\$280,000	\$340,000	2.3%	4.6%
Sacramento Region									
El Dorado County	\$310,250	\$370,000	\$288,000	\$285,000	\$265,000	\$259,000	\$332,000	7.0%	-10.3%
Sacramento County	\$262,000	\$200,000	\$175,750	\$170,000	\$155,000	\$167,500	\$225,000	-14.1%	12.5%
Sutter County	-	-	-	-	\$140,000	\$145,000	\$177,000	-	-
Yolo County	\$279,000	\$272,750	\$250,000	\$216,500	\$218,000	\$235,000	\$290,000	3.9%	6.3%
Yuba County	-	-	-	-	\$130,000	\$138,000	\$170,000	-	-
Bay Area									
Alameda County	\$420,000	\$385,000	\$358,750	\$368,000	\$326,250	\$365,000	\$485,000	15.5%	26.0%
Contra Costa County	\$380,000	\$300,000	\$262,000	\$288,000	\$260,000	\$295,000	\$392,500	3.3%	30.8%
Marin County	\$600,000	\$680,000	\$635,000	\$702,500	\$516,409	\$649,000	\$766,750	27.8%	12.8%
San Benito County	\$387,500	\$300,000	\$265,000	\$262,500	\$237,500	\$263,000	\$355,000	-8.4%	18.3%
San Francisco County	\$565,000	\$675,000	\$663,000	\$629,500	\$590,500	\$723,000	\$829,000	46.7%	22.8%
San Mateo County*	\$555,000	\$605,000	\$600,000	\$565,000	\$505,000	\$620,000	\$738,250	33.0%	22.0%
Santa Clara County	\$479,750	\$505,000	\$465,000	\$500,000	\$440,000	\$525,000	\$645,000	34.4%	27.7%
California**	\$324,000	\$319,310	\$296,610	\$309,900	\$288,950	\$366,930	\$365,000	12.7%	14.3%

Center for Strategic Economic Research, April 2014

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

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

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

*2003 San Mateo data reflects partial data.

**2003 California data reflects November 2003.



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Infrastructure

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

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

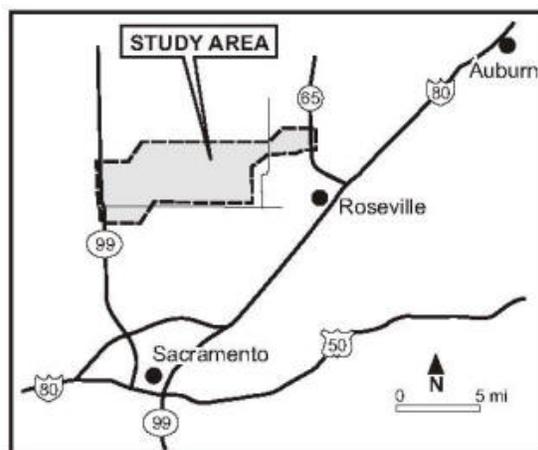
Transportation

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

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

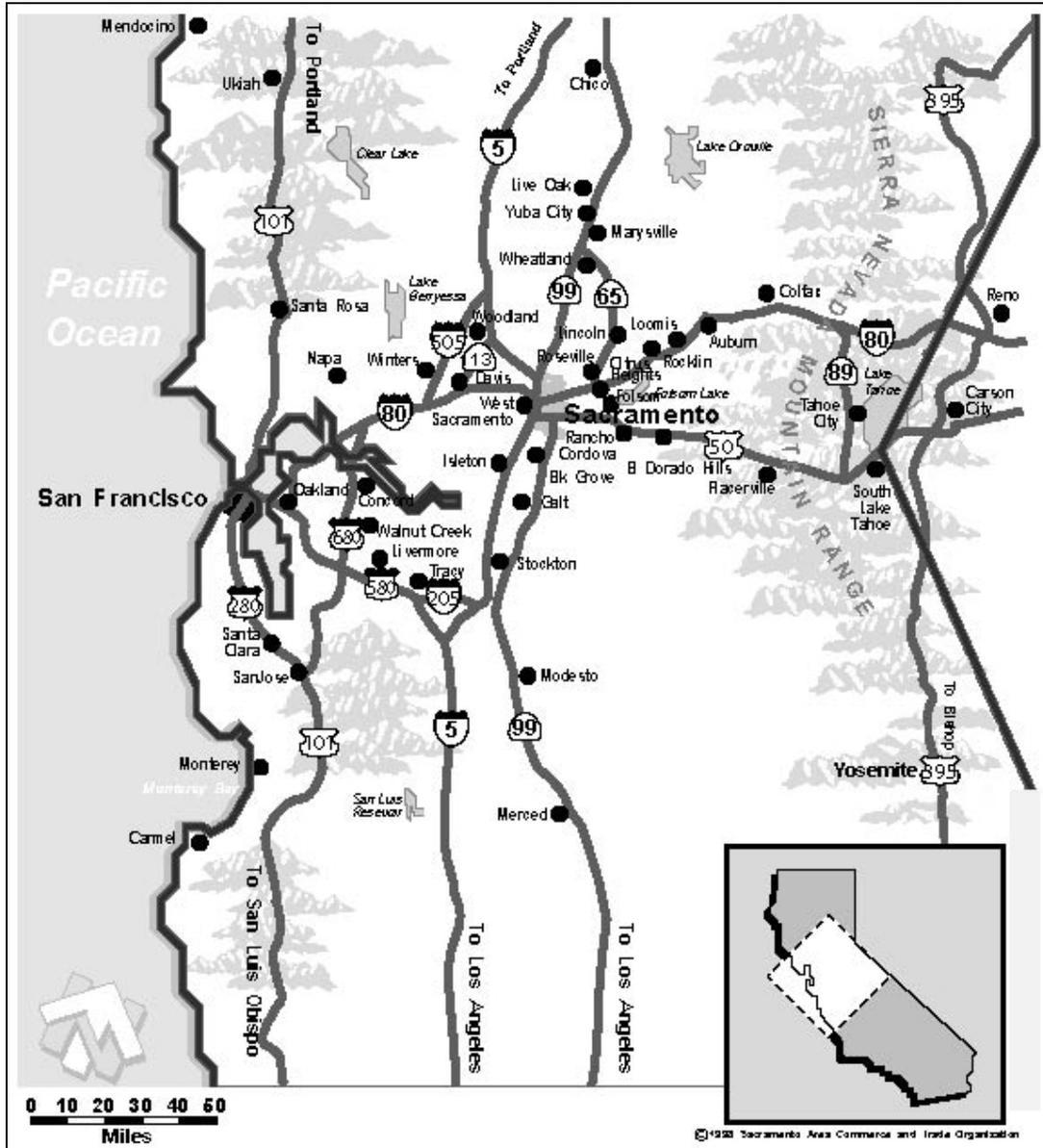
Plans are underway for a 15-mile long corridor, called Placer Parkway (in the shaded study area in the map to the right), which will connect Highway 65 in Placer County to Highway 70 and 99 in south Sutter County. Placer Parkway will improve access from Placer County to downtown Sacramento and the Sacramento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

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



Center for Strategic Economic Research, April 2014
Data Source: Placer County Transportation Planning Agency

FIGURE 60
TRANSPORTATION MAP

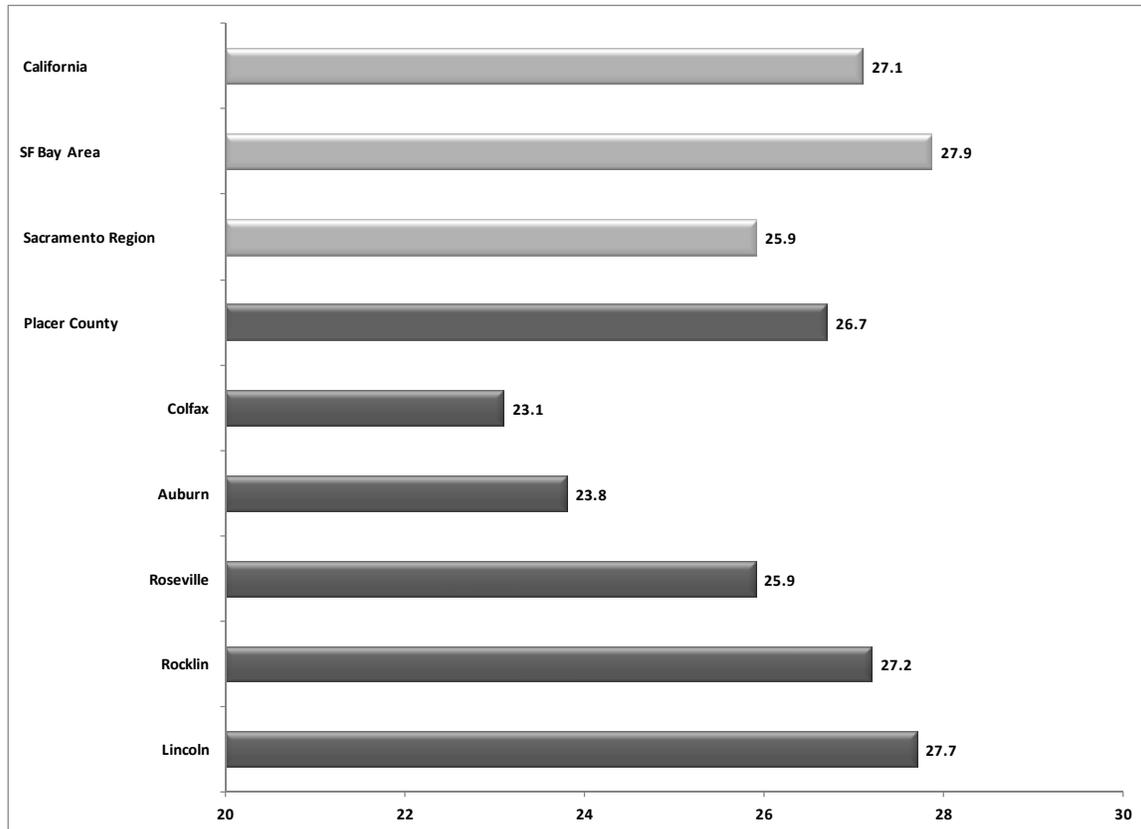


Center for Strategic Economic Research, April 2014
Data Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map

Commute Times

As shown in Figure 61, Placer County’s mean commute time of 26.7 minutes is almost one minute, on average, longer than the Sacramento Region, over one minute shorter than the Bay Area, and just below California. Of the County’s cities, Lincoln has the longest commute while Auburn and Colfax have the shortest commute times.

FIGURE 61
MEAN TRAVEL TIME TO WORK FOR WORKERS AGE 16 & ABOVE IN 2012



Center for Strategic Economic Research, April 2014
 Data Source: U.S. Census Bureau, 2012 American Community Survey 5-Year Estimate
 Notes: Sacramento Region and Bay Area are weighted averages based on workers age 16+ population.
 Data for Loomis not available.

Airports

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

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

Another major passenger and cargo airport serving Placer County (primarily the High Country) and outlying areas is the Reno/Tahoe International Airport, which has been in operation for over 80 years. The airport, located in Reno, Nevada and 50 miles from Tahoe City, has 98 daily flights and provides service to 15 nonstop destinations. The following airlines operate at the Reno/Tahoe International Airport: Alaska, Allegiant Air, American, 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.

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Figure 62 shows that the Sacramento International Airport serviced nearly 9 million passengers in 2012. Around 5.1 million pounds of air mail were processed through the airport in 2012, an increase of nearly 81 percent since 2007. Reno/Tahoe International Airport had nearly 3.5 million passengers in 2012 while pounds of air freight totaled about 116 million. Mather Airport processed close to 103 million pounds of air freight in 2012 and Sacramento Executive Airport had about 83,000 air operations (including scheduled and non-scheduled general aviation and military flights). Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport had around 115,000; 80,000; and 80,000 respective operations in 2012.

FIGURE 62
AIRPORT PASSENGERS, CARGO, AND OPERATIONS TOTALS

<i>Airport</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>% Change 2007-2012</i>
Sacramento International Airport							
Passengers	10,767,639	9,982,661	9,112,277	9,047,775	8,929,289	8,910,570	-17.2%
Air Mail (in pounds)	2,818,161	4,958,686	2,158,138	1,538,091	2,292,718	5,097,089	80.9%
Air Freight (in pounds)	171,778,161	153,680,001	156,502,097	142,426,661	141,755,493	146,195,669	-14.9%
Air Operations	173,416	152,675	135,262	126,110	117,502	115,407	-33.5%
Reno/Tahoe International Airport							
Passengers	5,044,087	4,434,638	3,755,935	3,823,393	3,754,394	3,479,122	-31.0%
Air Freight (in pounds)	129,249,404	120,232,329	102,358,767	113,016,942	114,454,111	115,800,350	-10.4%
Air Operations	140,806	125,107	99,501	92,218	86,973	80,274	-43.0%
Mather Airport							
Air Freight (in pounds)	164,565,490	154,200,207	91,136,326	86,874,394	94,917,605	102,662,678	-37.6%
Air Operations	92,539	82,394	89,694	71,624	73,023	79,779	-13.8%
Sacramento Executive Airport							
Air Operations	100,392	98,164	88,392	91,873	91,866	83,200	-17.1%

Center for Strategic Economic Research, April 2014

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

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

The Truckee Tahoe Airport is located two miles east of Truckee and offers excellent access to skiing, boating, tennis, golf, swimming, and lodgings in the Sierra Nevada Mountains. The airport provides a full range of services, such as flight training, aircraft rental, aerial tours/sightseeing, and aircraft sales available for corporate and individual

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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

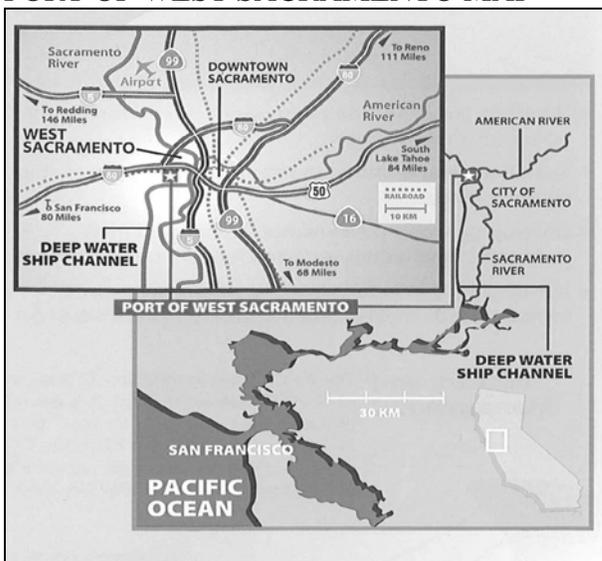
The Port of West Sacramento, opened in 1963, is an operating port that offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargos move through the Port’s five berths. Major commodities are wood chips, rice, wheat, fertilizers, lumber, and animal 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 were 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 enables 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 used 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 2014
Source: Port of West Sacramento web site

Railroads

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

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

Trucking

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

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

Public Transportation

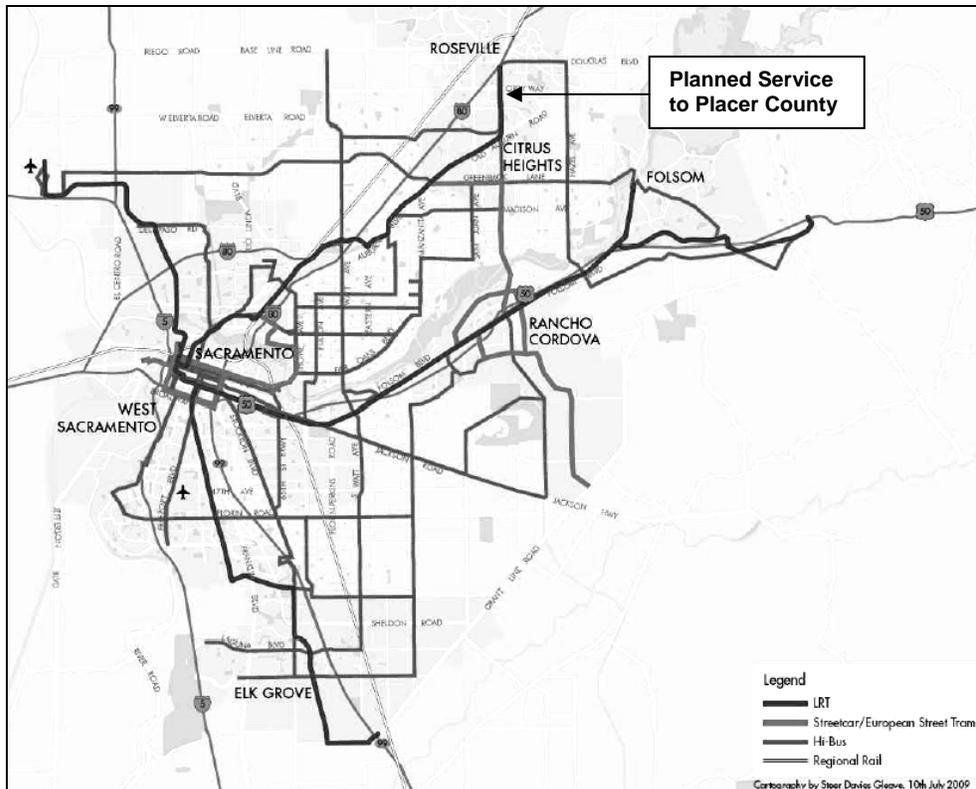
Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily seven days per week. A connection between TART and Greyhound or Amtrak is available at the Truckee Depot. TART bus service is funded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

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

Sacramento Regional Transit District's (RT) service area covers 418 square miles with 64 bus routes and over 37 miles of light rail. In 1987, Sacramento RT began operating light rail and, since then, has extended services to Mather Field in Rancho Cordova (1998), South Sacramento (2003), Sunrise Boulevard in Rancho Cordova (2004), and Historic Folsom (2005). The final part of the Folsom plan was completed in December 2006 which extended the route about 0.7 mile to the downtown Sacramento Valley Station connecting light rail with Amtrak services and local and commuter buses. Light rail ridership has steadily increased since its opening and is a major part of the total regional transit system. In August 2009, Sacramento RT adopted the Transit Action Plan (TAP) which is a twenty-year vision of the expansion of Sacramento RT's public transportation system. 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 2014

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

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Figure 65 illustrates the annual ridership for Sacramento RT and TART. In fiscal year 2012-2013, Sacramento RT's bus and light rail ridership totaled around 13.5 million and 13.8 million passengers, respectively, while TART ridership totaled approximately 345,000 passengers in its most current full fiscal year.

FIGURE 65
PUBLIC TRANSIT ANNUAL RIDERSHIP

System	2007-	2008-	2009-	2010-	2011-	2012-	Absolute Growth	% Growth
	2008	2009	2010	2011	2012	2013	2007-2008 to 2012-2013	2007-2008 to 2012-2013
Sacramento Regional Transit								
Bus	16,607,800	16,873,700	15,318,183	13,710,171	13,126,207	13,490,564	-3,117,236	-18.8%
Light Rail	15,951,600	17,193,300	16,197,869	12,690,500	13,627,808	13,786,510	-2,165,090	-13.6%
Total	32,559,400	34,067,000	31,516,052	26,400,671	26,754,015	27,277,074	-5,282,326	-16.2%
Tahoe Area Regional Transit								
	433,628	436,668	342,876	370,644	357,828	345,395	-88,233	-20.3%

Center for Strategic Economic Research, April 2014

Data Sources: Sacramento Regional Transit and Tahoe Area Regional Transit

Notes: Data represents fiscal year from July to June.

Other public transit providers serve Placer County in addition to those listed in Figure 65. Placer County Transit (PCT) operates fixed-route buses, Placer Commuter Express, Dial-A-Ride service, and vanpool services. PCT fixed bus routes cover areas from the Gold Country region (Alta, Colfax, and Auburn) through The Valley (South Placer County) stretching to the Watt-I-80 Light Rail stop. Placer Commuter Express provides bus service Monday through Friday from Colfax, Clipper Gap, Auburn, Penryn, Loomis, Rocklin, and Roseville to Downtown Sacramento to Sacramento RT buses and light rail trains. Dial-A-Ride services (transportation available via reservation for the general public) are available within the service area generally covering Auburn, Rocklin, Loomis, and Granite Bay. According to the Placer County Transportation Planning Agency (PCTPA), around 478,000 passengers used PCT's combined services in fiscal year 2012-2013 (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 384,000 passengers used Roseville Transit services in fiscal year 2012-2013.

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 50,000 passengers rode Auburn Transit in fiscal year 2012-2013. 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 2012-2013 of about 13,000 passengers.

Utilities

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

Utility Distribution Companies

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

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 2013, PG&E was named, for the sixth year in a row, to the Dow Jones Sustainability North American Index, one of only 11 utilities in the United States recognized for environmental stewardship and corporate responsibility. It also ranked 37th in *Corporate Responsibility* magazine's *100 Best Corporate Citizens List* for the sixth time based on its performance in seven categories: environment, climate change, employee relations, human rights, governance, finance and philanthropy. Over 50 percent of the electricity PG&E delivers within its territory originates from renewable and greenhouse gas-free sources. PG&E's commitment to environmental issues is demonstrated through a voluntary program it developed called SmartAC. Customers can enroll in this free program which allows PG&E to install the SmartAC device onto their home's air conditioning unit. During high usage or energy emergencies the device is remotely activated to lower power routed to the air conditioner, therefore lowering consumption. PG&E participates in a statewide program called Energy Upgrade California which provides its customers incentives to work with participating contractors to complete a set of home upgrades to increase their home's energy efficiency. Two upgrade packages are available at two incentive values: the Home Upgrade Package which offers up to \$2,500 in incentives and the Advanced Home Upgrade Package with incentives up to \$4,500. PG&E also has a number of locally-based economic development representatives to provide cost and needs analysis for new and expanding business facilities. These representatives partner with local economic development corporations to provide a full assistance package in addressing the various questions that arise and decisions to be made with relocation, expansion, or new facility plans.

Roseville Electric, providing electric power to its customers for 100 years, is a municipal-owned utility covering a service area of about 36 square miles within Roseville city

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borders including over 53,000 total customers. The utility company is supervised by the Roseville City Council, advised by the Roseville Public Utilities Commission, and offers some of the lowest rates and highest power supply reliability within the state. 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 a population of 1.4 million people in its service and represents the nation’s sixth-largest publicly-owned utility that is customer-owned. SMUD is nationally recognized as a leader in renewable resources and electric transportation. SMUD supports environmental protection through its green energy programs including providing options for customers to purchase energy from natural sources through its Greenergy program. The utility company completed the first phase of construction of the Cosumnes Power Plant (CPP) in 2006, which increases its long-term power supply to its customer base in a cost-effective manner. Phase one of the CPP includes one 500 megawatt plant which meets the annual demand of 450,000 single-family homes and is located on a 30-acre site about 25 miles southeast of Sacramento.

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

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

<i>Customer Classes</i>	<i>Roseville</i>					
	<i>Electric</i>	<i>PG&E(1)</i>	<i>SMUD(2)</i>	<i>LADWP(3)</i>	<i>SDG&E(4)</i>	<i>SCE(5)</i>
Residential	0.14	0.16	0.12	0.14	0.19	0.17
Commercial	0.11	0.16	0.12	0.14	0.17	0.14
Industrial (Manufacturer)	0.10	0.14	0.11	0.12	0.15	0.13
Agricultural (small general service)*	-	0.19	0.13	0.13	0.20	0.16
System Average	0.12	0.17	0.13	0.14	0.18	0.16

Center for Strategic Economic Research, April 2014

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.

* 2000kWh

(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

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

Another public utility company providing electricity to a portion of Placer County is Liberty Utilities. 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)	\$0.85297	\$0.68457	\$0.92773	\$0.72157
Large Commercial (Above 20,800 Therms/Month)	\$0.82393	\$0.65553	\$0.89869	\$0.69253

Center for Strategic Economic Research, April 2014
 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, 2014.

Water

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

PCWA’s Power System operates the Middle Fork Project (“MFP”) that stores water for consumption (up to 120,000 acre feet per year) and for use in generating hydroelectric power which is produced at five powerhouses. The agency’s Water System serves over 38,500 water accounts and operates eight water treatment plants that produce drinking

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

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

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

Additionally, several private and other mutual water companies serve parts of Placer County. A listing of some of these agencies is provided in the Directory. Figure 68 shows the water usage cost comparison of different areas in Placer County and the Sacramento Region.

FIGURE 68
MONTHLY WATER
RATES

<i>Area</i>	<i>Monthly Fee</i> <i>30,000 CF/2" Meter</i>
Roseville	\$365.10
Sacramento	\$370.71
Folsom	\$420.29
Yuba City	\$469.83
Rocklin	\$494.01
El Dorado Hills	\$628.76
Marysville	\$652.92
Davis	\$653.80
Woodland	\$1,020.00

Center for Strategic Economic Research,
April 2014

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

Solid Waste and Wastewater

The Environmental Engineering and Utilities Division oversees the solid waste management program for the unincorporated areas of Placer County while the Western Placer Waste Management Authority provides recycling and waste disposal services to customers in western Placer County.

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

Wastewater in Placer County is handled by wastewater treatment plants also managed by the County's Environmental Engineering and Utilities 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 2014

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);

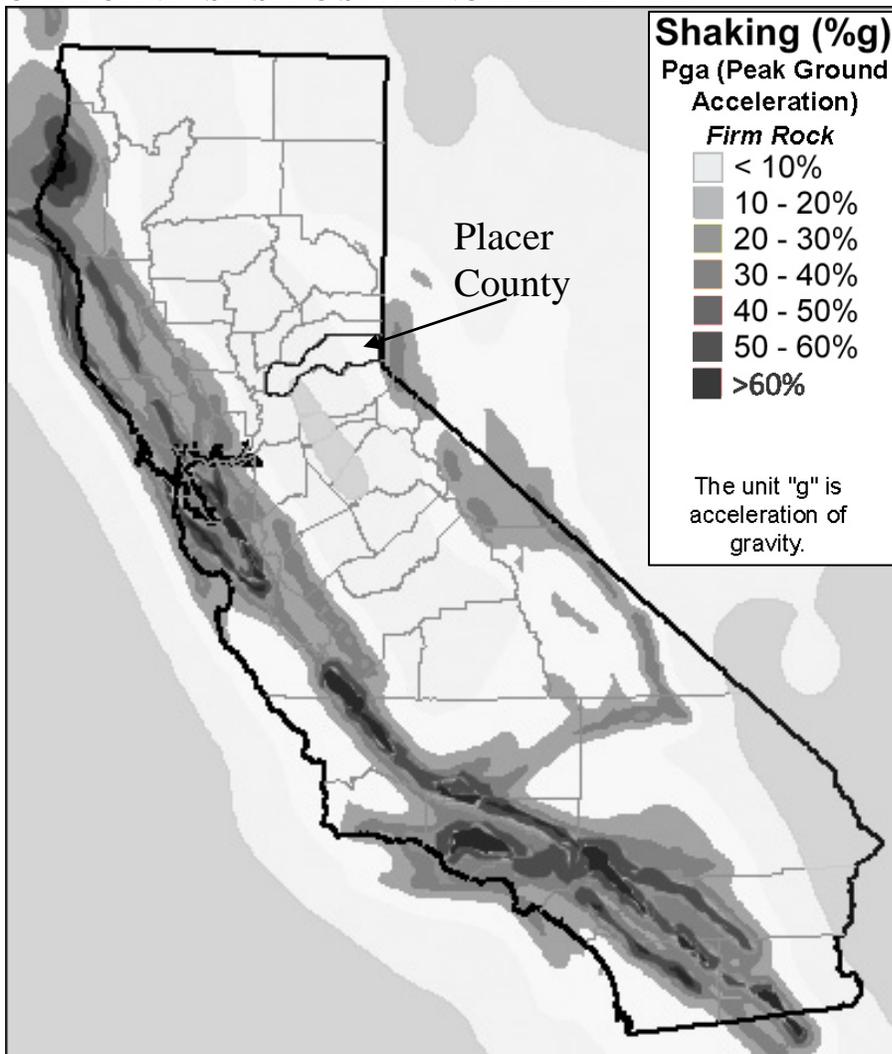
Fall (September, October, November); and Winter (December, January, February).

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 2014
Source: California Department of Conservation, based on the U.S. Geological Survey / California Geological Survey Probabilistic Seismic Hazards Assessment Model, 2002 (revised April 2003)

QUALITY OF LIFE

Personal Safety

For the most part, all of the areas shown in Figure 71 experienced decreases in the crime rate between 2001 and 2011. Placer County's property crimes per 10,000 inhabitants in 2011 (about 217) was lower than all comparison areas, while its violent crime rate (around 20), despite its ten-year increase, was nearly half of the other areas' rates.

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

Area/Crime Type	2001	2006	2007	2008	2009	2010	2011	% Change		Absolute Change	
								2001-2011	2006-2011	2001-2011	2006-2011
Placer County											
Violent Crime	18.0	25.7	26.4	24.0	23.9	22.6	19.7	9.7%	-23.1%	1.7	-5.9
Property Crime	272.1	271.4	250.9	250.0	229.6	223.6	216.9	-20.3%	-20.1%	-55.2	-54.5
Sacramento Region											
Violent Crime	48.6	62.8	55.7	51.9	50.1	47.3	42.2	-13.3%	-32.9%	-6.4	-20.7
Property Crime	399.6	391.4	351.0	333.1	314.3	308.4	284.2	-28.9%	-27.4%	-115.4	-107.2
Bay Area											
Violent Crime	49.6	54.1	54.3	53.7	47.9	45.1	43.8	-11.5%	-19.0%	-5.7	-10.3
Property Crime	325.5	357.1	335.0	324.8	306.8	285.7	283.9	-12.8%	-20.5%	-41.5	-73.2
California											
Violent Crime	61.7	53.3	52.3	50.3	47.2	44.1	41.1	-33.4%	-22.8%	-20.6	-12.1
Property Crime	328.6	317.1	303.3	383.5	273.2	263.6	258.4	-21.4%	-18.5%	-70.2	-58.7

Center for Strategic Economic Research, April 2014

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	328
Sutter Auburn Faith Hospital	Auburn	72
Sacramento Region		
University of California, Davis Medical Center	Sacramento	619
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	287
Kaiser Foundation Hospital - South Sacramento	Sacramento	217
Rideout Memorial Hospital	Marysville	173
Marshall Medical Center	Placerville	113
Barton Memorial Hospital	South Lake Tahoe	111
Woodland Memorial Hospital	Woodland	108
Mercy Hospital - Folsom	Folsom	106
Sutter Oaks Nursing Center - Midtown	Sacramento	100
Shriners Hospitals for Children - Northern California	Sacramento	80
Fremont Medical Center	Yuba City	60
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39
Sutter Surgical Hospital - North Valley	Yuba City	14

Center for Strategic Economic Research, April 2014
 Data Source: Office of Statewide Health Planning and Development
 Healthcare Quality & Analysis Division
 Note: Data as of June 30, 2013

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 90 nationwide hospitals named as a "Top Hospital" on the 2013 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 fourth year in a row that the Roseville facility was recognized with this honor.

Sutter Auburn Faith Hospital, founded in 1966, is a 72-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 2011, Sutter Auburn Faith was awarded certification as a Primary Stroke Center from the Joint Commission and, in 2012, it was named a Top Performer on Key Quality Measures, also by the Joint Commission. The hospital provides a 24-hour emergency department, complete inpatient/outpatient medical and surgical services, and critical care services. In October 2010, the hospital became the first acute-care facility in California to receive close to a third of its energy from solar power. In May 2012, the hospital began a \$9.1 million upgrade to its four operating rooms which will include an increase in square footage as well as state-of-the-art equipment and is set to be completed by spring 2014.

Sutter Roseville Medical Center, opened in 1997, provides the residents of seven counties, including Placer, with comprehensive community health care. In addition to providing complete inpatient/outpatient medical and surgical services, Sutter Roseville operates a Level II trauma center and a 24-hour emergency department. It also provides critical care services, cancer treatment, cardiology services, neurology, pulmonary services, orthopedics, a Family Birth Center, A Neo Natal Intensive Care Unit, wound care, and a 55-bed acute rehabilitation center. Sutter Roseville was awarded accreditation as a Primary Stroke Center from the Joint Commission in late 2010 making it the Sacramento Region's 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 36 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 around 40,000 residents with increases of up to an additional 30,000 tourists during peak periods. It has been recognized as a top 100 Critical Access Hospital in the United States by the National Rural Health Association and was designated a "Rural Center of Excellence" by U.C. Davis. In 2012, the hospital's new Cancer Center building opened on the campus.

Accommodations

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

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

Name	City	Total Number of Rooms	Number of Suites	Total	Maximum
				Meeting Rooms	Banquet/Meeting Capacity
Resort at Squaw Creek, Squaw Valley	Olympic Valley	405	186	24	600
Thunder Valley Casino Resort	Lincoln	297	40	7	800/900
The Village at Squaw Valley	Olympic Valley	276	0	5	250
Northstar-at-Tahoe	Northstar	240	15	13	250
Best Western Plus Orchid Hotel & Suites	Roseville	174	174	3	80
Granlibakken Conference Center and Resort	Tahoe City	160	56	16	400
Ritz-Carlton Highlands, Lake Tahoe	Northstar	154	16	13	478
Hyatt Place	Roseville	151	0	2	60/100
Hilton Garden Inn, Roseville	Roseville	131	0	2	100
Squaw Valley Lodge	Olympic Valley	130	130	2	100
Best Western Roseville Inn, Roseville	Roseville	126	22	2	45
Courtyard Roseville Galleria Mall	Roseville	125	4	1	60
Howard Johnson, Rocklin	Rocklin	124	21	4	125
Extended Stay America	Roseville	122	2	0	0
SpringHill Suites by Marriott	Roseville	118	118	1	30
TownePlace Suites by Marriott	Roseville	115	115	1	50
Homewood Suites, Roseville	Roseville	111	111	1	60
Heritage Inn Express, Rocklin	Rocklin	104	20	1	30
Heritage Inn, Roseville	Roseville	101	9	2	120
Staybridge Suites	Rocklin	98	98	0	0
Holiday Inn, Auburn	Auburn	96	2	3	75
Tahoe Inn	Brockway	94	0	0	0
Courtyard Roseville	Roseville	90	3	1	50
Larkspur Landing, Roseville	Roseville	90	90	1	40
Olympic Village Inn	Olympic Valley	90	0	0	0
Residence Inn, Roseville	Roseville	90	90	1	30
Holiday Inn Express Lincoln	Lincoln	87	23	1	50
Roseville Hampton Inn & Suites	Roseville	85	24	3	40
Holiday Inn Express Roseville Galleria	Roseville	83	23	1	45
Fairfield Inn by Marriott	Roseville	82	0	1	25
Comfort Inn Central, Auburn	Auburn	80	5	0	0
Quality Inn	Auburn	76	0	0	0
Comfort Suites	Rocklin	72	72	1	20
Best Western Golden Key	Auburn	68	0	0	0
Rocklin Park Hotel & Spa	Rocklin	67	1	3	140
Days Inn Rocklin	Rocklin	65	1	3	30
Foothills Motel	Auburn	61	1	0	0
Motel 6 Auburn	Auburn	57	0	0	0

Center for Strategic Economic Research and Placer County Office of Economic Development, April 2014

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, Courtside, Mahany Park, Roseville Aquatics Complex, Foskett Regional Park, Lund Park Skatetown USA, Strikes Bowling Center, SkyZone, and Maidu Regional Park. Golf enthusiasts are thrilled with the array of championship courses, many of which boast five star banquet facilities. Shopping opportunities abound with Westfield Galleria at Roseville, Quarry Ponds in Granite Bay, and an upscale lifestyle center, The Fountains at Roseville. The Thunder Valley Casino and Resort is one of the nation's most elegant casino-resort attractions. Rich agricultural lands, recreational amenities, and cultural activities characterize the Valley area of Placer County. Folsom Lake State Recreation Area offers opportunities for activities such as boating, water skiing, fishing, swimming, horseback riding, and camping.

The Gold Country: Spring and summer months in the Gold Country offer well-stocked rivers and lakes with tree-lined shores that characterize the world-famous Gold Country. The search for gold brought tens of thousands of miners to the foothills of Placer County in 1849 and weekend warriors still search for gold today on the American River. Hiking along the old wagon trails through the Tahoe National Forest is a trip through the area's history. Off the beaten path, adventure seekers can experience Placer County's Big Tree Grove, waterfalls, nature photography, river rafting, camping, and back-packing. In the winter the Gold Country offers many winter time sports such as skiing, snowboarding, cross-country skiing, snowshoeing, and snowmobiling. Placer County's emerging wine trail offers tours of local boutique wineries, opportunities to meet local wine makers and taste award-winning wines. Special events throughout the year showcase the area's historic winemaking legacy. Fans of water activities will find a large number of opportunities for fun and adventure. In the spring/summer months there are numerous commercial companies that offer canoeing, kayaking, and rafting trips for different skill levels along the picturesque routes of the American River. Follow-up these activities with a stop at one of the local farmers markets, where fresh produce can be found year-round. Placer County is world-famous for its sweet and nutritious mandarins, in-season

during November and December. The strawberry harvest in spring and summer are delicious and juicy, red and ripe, straight from the fields. Vine-ripened and freshly-picked tomatoes can be found in abundance at the produce stands in Newcastle, Loomis, and Auburn as well as various farmers markets along with other fresh vegetables, fruits, and eggs.

The High Country: Those seeking adventure or rest and relaxation can enjoy the splendor of the High Country. Abundant opportunities for hiking, camping, mountain bicycling, horseback riding and boating on Lake Tahoe are available during the summer and fall seasons. Snowmobiling, ice skating, downhill and cross-country skiing, and sledding are popular in the winter and early spring. One of the winter sports gaining in popularity is snowshoeing along the many trails in the Sierras.

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

QUALITY OF LIFE

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

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

Center for Strategic Economic Research and Placer County Office of Economic Development, April 2014

Data Source: Above-listed resorts and web sites

* With the exception of accommodations, restaurants and shops for Squaw Valley USA, the numbers provided in table reflect only the amenities offered directly by that resort, however the Resort at Squaw Creek, The Village at Squaw Valley, and Alpine Meadows are in close proximity of Squaw Valley USA, sharing many of its amenities. Since 2011, Squaw Valley and Alpine Meadows have been operating under a combined joint venture with many shared activities.

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

Recently completed projects at Northstar California include a children's center, a cross-country and snowshoe center, trails, and additional snowmaking over two new runs. Northstar California also boasts a LiveWire Trail which has an irrigation system running through the length of the trail and over 45 tabletop jumps—it is the first downhill bike trail of its kind. The prestigious AAA Five Diamond Ritz-Carlton Lake Tahoe hotel opened in December 2009 and includes over

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

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

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

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

Golf Courses

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

- Auburn Valley Country Club (Auburn)
- Black Oak Golf Course (Auburn)
- Catta Verdera Country Club (Lincoln)
- Diamond Oaks Golf Course (Roseville)
- Gator Creek at Dingus McGee’s Golf Course (Auburn)
- Granite Bay Golf Club (Granite Bay)
- Indian Creek Country Club (Loomis)
- Lincoln Hills Golf Club (Lincoln)
- Morgan Creek Golf and Country Club (Roseville)
- Northstar California Resort Golf Course (Northstar)
- Old Brockway Golf Course (Kings Beach)
- Resort at Squaw Creek (Olympic Valley)
- Rocklin Golf Club (Rocklin)
- 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)
- 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 – South Shore (Lincoln)
- Camp Far West – North Shore (Wheatland)
- Folsom Lake SRA – Beal’s Point Campground (Auburn-Folsom Road)
- Folsom Lake SRA – Peninsula Campground (Pilot Hill)

The Gold Country

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

The High Country

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

Other Recreation and Sports

In addition to the many hiking, biking and other activities available in the area's beautiful outdoors, nearly all of the communities in Placer County have several recreation and sport complexes to meet the more structured and organized interests of families:

- **Bowling:** AMF Rocklin Bowl (*Rocklin*); Foothills Bowling Center (*Auburn*); and Strikes Unlimited (*Rocklin*);
- **Children's Play & Party Center:** Bounce U (*Roseville*) and Wacky Tacky (*Roseville*); Laser Craze (*Rocklin*); Arena Softball (*Roseville*)
- **Cinema:** Regal Theaters (*Auburn*); Silver Screen Classics (*Auburn*); State Theater (*Auburn*); Brockway Theatre (*Kings Beach*); Century 14 (*Roseville*); Regal/UA Olympus Point (*Roseville*); Blue Oaks Century Theatres (*Rocklin*); and Cobblestone Cinema (*Tahoe City*)
- **Community Sports & Activity Centers:** Roseville Sports Center (*Roseville*); Maidu Community Sports Center (*Roseville*); Auburn Recreation District Community Centers (*Auburn*); Lincoln Community & Recreation Centers (*Lincoln*); Rocklin Parks & Recreation Centers (*Rocklin*); Sierra Vista Community Center (*Colfax*); Foresthill Veterans Hall & Community Center (*Foresthill*); Rideout Community Sports, Fitness & Activity Center (*Tahoe City*)
- **Frisbee:** Auburn Recreation District Disc Golf (*Auburn*); North Tahoe Regional Park Disc Golf (*Tahoe Vista*); Johnson Springview Park Disc Golf (*Rocklin*)
- **Go Cart Racing:** Speed Factory (*Roseville*) and Golfland Sunsplash (*Roseville*)
- **Ice Skating:** Skatetown (*Roseville*); Squaw Valley Olympic Ice Pavilion and the Resort at Squaw Creek (*Olympic Valley*); and Northstar (*Truckee*)
- **Kayaking, Mountain Biking:** Tahoe Adventure Company (*Tahoe City*); Sierra Outdoor Center & Canyon Raft Rentals (*Auburn*)
- **Miniature Golf, Water Fun, Arcade:** Golfland Sunsplash (*Roseville*); Magic Carpet Miniature Golf (*Carnelian Bay*); Wake Island Water Sports (*Pleasant Grove*)
- **Motocross:** Oak Creek BMX (*Roseville*)
- **Motorcycle Races:** Fast Fridays (May – Oct.) (*Gold Country Fairgrounds, Auburn*)
- **Paintball:** Paintball in the summer (*Squaw Valley*)
- **River Rafting:** Truckee River Rafting and Truckee River Raft Company (*Tahoe City*); Sierra Outdoor Center & Canyon Raft Rentals (*Auburn*)
- **Remote Control Air Strip:** Associated Modelers of Sacramento's Flying Field (*East Catlett Road, Lincoln*)
- **Rollerskating:** Roller King (*Roseville*)
- **Skateboarding:** Auburn Recreation District Skateboard Park (*Auburn*); Maidu Skate Park (*Roseville*); Johnson Springview Park (*Rocklin*)
- **Snow Activities:** Snow Mountain Rentals (*Auburn*); Sno-Park Permits (*Placer*)

County Visitor's Bureau, Auburn)

- **Stock Car Racing:** Roseville All American Speedway (*Roseville*)
- **Swimming:** Auburn Recreation District Park Pool (*Auburn*); Roseville Aquatic Complex (*Roseville*); McBean Pool Recreation (*Lincoln*); Mike Shellito Indoor Pools (*Roseville*); Johnson Pool (*Roseville*); Folsom Lake (*Granite Bay*); Placer Hills Swimming Pool (*Meadow Vista*); High Camp Swimming Pool (*Squaw Valley*); Dutch Flat Swimming Pool (*Dutch Flat*)
- **Trap Shooting:** Coon Creek Trap and Skeet (*Lincoln*); Auburn Trap Shooting Club (*Auburn*)
- **Target Shooting:** Dillman Outdoor Shooting Range & McBean Park Indoor Range (*Lincoln*)
- **Trampoline Jumping Fun:** SkyZone (*Rocklin*)

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

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

Community Events

Community activities and events in Placer County are scheduled during every month of the year. Ongoing events in Placer County include Farmers Markets occurring somewhere in the area nearly every day of the week; docent-led walking tours of Old Town Auburn every Saturday; “Fast Fridays” motorcycle racing Friday nights throughout the summer at the Gold Country Fairgrounds; local car races are scheduled at the racetrack in the Placer County Fairgrounds in Roseville during the summer. On the second Fridays of the summer months, during the late afternoon/early evenings, the streets of downtown Auburn fill with lovingly restored classic cars along with the throngs who enjoy looking at them during the hugely popular Cruise Night. Art Walks in Colfax and Auburn are held between May and October. The following is a list of monthly events in Placer County throughout the year.

January

- New Year's Day Resolution Run (Auburn)
- Tahoe Rim Nordic Race (Northstar)
- Crab Feed (Roseville)
- Olympic Heritage Celebration (West Shore, Lake Tahoe)

February

- Gem Faire (Roseville)
- Auburn Symphony Family Concert (Auburn)
- “A Taste of Chocolate” (Auburn)
- CARVE Lake Tahoe International Snow Sculpture Competition (Northstar)
- Antique Show & Sale (Auburn)

March

- Roseville Gem and Mineral Show (Roseville)
- Snowfest Winter Festival (North Lake Tahoe)
- The Great Ski Race (North Lake Tahoe)
- Rahlves Banzai Ski Tour (Squaw Valley, Alpine Meadows, Sugar Bowl)
- Nature Valley US Alpine Championships (Squaw Valley)
- Foothill Quilters Annual Guild Show (Auburn)

April

- Earth Day Festival (Roseville)
- Auburn Art Walk (Auburn)
- Wild West Stampede Pro Rodeo (Auburn)
- World Class Whitewater Rafting
- Art Studio Trek (Roseville, Rocklin, Granite Bay)
- Annual Earth Day Celebration with the “Trashion” Fashion Show (Squaw Valley)
- Annual Auburn 5k Marathon and Kids Fun Run (Auburn)

May

- Chili Cook-Off (Iowa Hill)
- Auburn Spring Home Show (Gold Country Fairgrounds, Auburn)
- Fast Fridays Motorcycle Racing (May – Oct., Gold Country Fairgrounds, Auburn)
- Cruise Night begins (Second Fridays, May - October, Downtown Auburn Streets)
- OHV Trails Open (weather permitting) (Auburn State Recreation Area)
- Annual Spring Street Antiques Faire (Old Town Auburn)
- Cinco de Mayo Celebration (Old Town Auburn)
- Cinco de Mayo Golf Classic (Lincoln)
- Portuguese Holy Ghost Celebration (Lincoln)
- Annual “Tour de Lincoln” Bicycle Race (Lincoln)
- Mother’s Day Art Studios’ Tours (Loomis, North Auburn)
- Forest Hill Divide Museum opens (Foresthill)
- Foresthill Divide Home & Business Showcase (Foresthill)
- Arts in the Park Festival (Auburn)
- Art Walk Season begins (Second Fridays, Colfax)
- “BerryFest” Festival (Roseville)
- Thursday Night Family Fest (Loomis)
- Annual Garden Tours (Communities throughout Placer County)
- Opening Day at the Lake: Events, Parties, Concerts (West Shore of Lake Tahoe)

June

- Auburn Art Walk (Old Town & Downtown Auburn)
- American River Confluence Festival (Auburn)
- Western States 100-Mile Endurance Run (from Squaw Valley to Auburn)
- Pioneer Days (Meadow Vista)
- Auburn Family Night Out (Auburn)
- Community Art Walks (Second Thursday, Auburn; Second Friday, Colfax)
- Placer County Fair (Roseville)
- Heart & Solstice Festival (Tahoe City)
- Xterra Off Road Triathlon (Tahoe City)
- King of the Lake Professional Disc Golf Tournament (North Lake Tahoe)
- Adventure Sports Week (North Lake Tahoe)
- Summer Concerts & Movies (Tahoe City Beaches)
- Evening in the Park (Rocklin)
- Townsmen Annual Car Show (Auburn)
- Thunder Valley Car show (Thunder Valley Resort, Lincoln)
- Annual Historic Downtown Lincoln Car Show (Downtown Lincoln)
- Brewfest (Gold Country Fairgrounds, Auburn)
- Chillin' & Grillin' BBQ, Band, & Auction (to benefit the Auburn Boys & Girls Club)
- Tail & Ale Brewfest & Fish Fry (Kings Beach)

July

- Fourth of July Celebrations, Fireworks & Parades (Auburn, Lake Tahoe, Foresthill, Roseville, Rocklin, Colfax, Lincoln)
- North Lake Tahoe ARTour (North Lake Tahoe)
- Kings Beach Music Series of Concerts (July thru August, Kings Beach)
- Summer Series Concerts every Sunday in July at the Library Garden (Auburn)
- Classic Car Show, Poker Run & BBQ (Foresthill)
- Lake Tahoe Dance Festival (Gatekeeper's Cabin, Tahoe City)
- Truckee/Tahoe Airport Air Fair & Family Festival (Truckee/Tahoe Airport)
-

August

- Tevis Cup 100-Mile Horse Race (from Squaw Valley to Auburn)
- Tomato Festival (High Hand Nursery, Loomis)
- Concours d'Elegance Boat Show (North Lake Tahoe)
- Thunder in the Sky Air Fair (Auburn Airport in 2014, Grass Valley Airport 2015)
- Placer County Heritage Trail Museum Tour (19 Museums, throughout Placer County)
- Summer Music Series (Roseville, Lincoln)
- Pacific Fine Arts Festival (Tahoe City)
- Art Walks (Auburn, Colfax)
- A-Town Phunk Phest (Auburn)
- "Taste of Auburn" Celebrity Chefs (Auburn)
- "Relay for Life" (Gold Country Fairgrounds, Auburn)

- “Grape Days of Summer” Wine Fest (various locations in Placer County)
- “Woofstock” (Rocklin)
- Stand Up Paddleboard Race, Annual Ta-hoe Nalu SUP Race, North Lake Tahoe

September

- Auburn Fall Home Show (Gold Country Fairgrounds, Auburn)
- “Cruise the Historic Gold Country” Classic Car Show & Poker Run (thru the Gold Country)
- Foresthill Divide Heritage Celebration (Foresthill)
- Founder’s Day Celebration (Colfax)
- Gold Country Fair (Gold Country Fairgrounds, Auburn)
- Lincoln Showcase Restaurant Tour (Lincoln)
- Hot Chili & Cool Cars (Rocklin)
- Chicken Teriyaki Food Bazaar & Bonsai Show (Penryn)
- Funk Box Derby (Auburn)
- Placer County Honey Festival (Granite Bay)
- North Auburn Fall Art Studios Tour (North Auburn Artists’ Studios)
- Lake Tahoe Autumn Food & Wine Festival (Northstar)
- 2,500 Athlete-strong IRONMAN Lake Tahoe Triathlon (North Lake Tahoe)
- “Splash” Highlighting Restaurants, Wineries, Breweries (Roseville Aquatics Complex)

October

- Annual Donner Party Hike (in the footsteps, along the trails of the early pioneers)
- “Calling Back the Salmon” Celebration (Lincoln)
- Fall Harvest Festivals (North lake Tahoe, Roseville, Foresthill, Lincoln)
- Oktoberfests (many communities in Placer County)
- Auburn Wine & Food Festivals (Old Town & Downtown Auburn)
- Placer Farm & Barn Tour (Several farms in Placer County)
- Eggplant Festival (Loomis)
- Del Oro High School Band Spectacular (Loomis)
- Gold Rush Days Celebration (Iowa Hill)
- NASCAR Races (Placer County Fairgrounds, Roseville)
- Tahoe Mountain Sports Pro-Am Disc Golf Tournament (North Tahoe Regional Park)
- Annual Golf Tournament to Benefit Boys & Girls Club (Auburn)
- Tour de Rocklin Bicycle Race (Rocklin)
- Auburn Big Time Pow-Wow (Gold Country Fairgrounds, Auburn)
- Annual Auburn Community Festival (Auburn Recreation Park)
- Fall Antique & Collectibles Street Fair (Auburn)

November

- Holiday in the Pines Craft Fair (Foresthill)
- Autumn Art Studios Tour (Many Artists’ Studios in Placer County)
- International Rail Fair (Roseville)
- Mountain Mandarin Festival (Gold Country Fairgrounds, Auburn)

- Passport to Dining (Kings Beach)
- Elegant Affair Wine Tasting (Tahoe City)
- Christmas Crafts Faire (Auburn)
- Cowpoke Fall Gathering (Loomis)
- Fall Wine & Brew Fest (Auburn)
- Thanksgiving Wine Tour (throughout Placer County)
- Veterans' Day Parades & Commemorative Events (throughout Placer County)

December

- Christmas Tree Lighting & Other Holiday Celebrations (Auburn, Colfax, Foresthill, Lincoln, Loomis, Rocklin, Roseville, Tahoe City, plus other communities in Placer County)
- Alpenlight Festival (North Lake Tahoe)
- Christmas Eve Torchlight Parade (North Lake Tahoe)
- New Year's Eve Fireworks Festivities (North Lake Tahoe)
- Festival of Lights Parade (Auburn)
- Old Town Country Christmas (Auburn)
- Victorian Christmas at the Bernhard Museum (Auburn)
- December Holly Days Jubilee (Tahoe City)
- Bottle & Antique Show (Gold Country Fairgrounds, Auburn)
- Messiah Sing-Along with the Auburn Symphony (Auburn)
- "Nutcracker" Performances (Auburn)

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 and Colfax Art Walks, where local businesses transform their walls into exhibition space and team with artists to showcase a variety artwork April to October; and Summer Series open air concerts. Public programs include Auburn Hip Hop Congress, *Perspectives on the Arts* quarterly and Placer Artists League.

Year-round art exhibits, intimate performances including poetry, jazz, community concerts, hip hop and traditional dance, an artist residency and teaching program, the Artist Gym, as well as a clay lab are found in The Arts Building in Auburn. At the historic Carnegie Library building, the

Old Library Art Studio provides additional visual art experiences led by a team of professional resident artists.

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

In April, the Art League of Lincoln, in conjunction with Blue Line Arts Gallery, presents America's Clayfest, returning the tradition of a contemporary ceramic art exhibition along with a retrospective of the storied Gladding McBean terra cotta factory works and photography. The Ridley Gallery on Sierra College's, Rocklin campus celebrates cutting-edge multi-media contemporary art.

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

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

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

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

- Arts Council of Placer County DBA PlacerArts The Arts Building, Auburn
- Arts for the Schools, North Tahoe
- Art League of Lincoln
- Auburn Community Concerts
- Auburn Old Town Gallery
- Auburn Placer Performing Arts Center at the State Theatre
- Auburn Symphony
- Blue Line Arts

- Foresthill High School Theater, Foresthill
- Gallery Keoki – Olympic Village Screening Room, Squaw Valley
- Inner Rhythms, North Tahoe
- Maidu Museum, Roseville
- Music & More Arts Academy and Theatre, Auburn
- North Tahoe Arts, Tahoe City
- Old Library Art Studio (OLAS), Auburn
- Placer Community Theater, Auburn
- Placer Theatre Ballet
- Ridley Gallery at Sierra College, Rocklin
- ReCREATE, Roseville
- Rocklin Community Theatre
- Sierra Native Alliance
- Take Note Troupe, Roseville
- Theatre Alive!
- Vista Gallery, Tahoe Vista

To learn what's on where countywide, subscribe to *Perspectives on the Arts* e-zine or surf the Arts Calendar. It's easy to connect with performing, visual and literary artists to shop original, quality local goods and services via the online Arts Directory, 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, on the first floor of 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.

Professional historians, genealogists, and other people researching local information can often find a wealth of photographs, lists, and other documents stored in the Placer County Archives Research Center (530) 889-7789, open to the public Mondays and Tuesdays from 9:30 to 3:00.

Museums and historical sites around Placer County include:

- Bernhard Museum Complex, Auburn
- Carnegie Museum Library and Museum, Roseville
- Colfax Heritage Museum, Colfax
- Donner Summit Historical Society Museum, Soda Springs
- Forest Hill Divide Museum & Leroy Botts Memorial Park, Foresthill
- Gatekeeper’s Cabin Museum, Tahoe City
- Gold Country Medical History Museum, Auburn
- Gold Country Museum, Auburn
- Golden Drift Museum, Dutch Flat
- Griffith Quarry Museum, Penryn
- Auburn Joss House Chinese Museum, Auburn
- Lincoln Area Archives Museum, Lincoln
- Maidu Museum & Historic Site, Roseville
- Placer County Museum, Historic Courthouse, Auburn
- Placer County Archives Research Center, Auburn
- Rocklin History Museum & Old St. Mary’s Chapel, Rocklin
- Roseville Telephone Museum, Roseville
- Sierra College Museum of Natural History, Rocklin
- 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, Tahoe City

Trails

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

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

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

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
- Euchre Bar Trail
- Five Lakes Trail
- Forest View Trail
- Green Valley Trail
- Grouse Falls Trail
- Italian Bar Trail
- Joshua M. Hardt Memorial Trail (Sugar Pine Reservoir)
- Little Bald Mountain Trail

- Loch Leven Lakes Trail System
- McGuire Trail
- Michigan Bluff to Deadwood Trail
- Mosquito Ridge Trail
- Mumford Bar Trail
- North Fork of the Middle Fork Trail
- Pacific Crest Trail
- Sailor Flat Trail
- Salmon Lake
- Sugar Pine Trail

Placer County Parks

Hidden Falls Regional Park (Hidden Falls) is a hugely popular 1,200 acre open space park located between Auburn and Lincoln. Hidden Falls has been described by Supervisor Robert Weygandt as the “crown jewel” of Placer County’s award-winning Placer Legacy Open Space and Agricultural Conservation Program created by the Board of Supervisors in April of 1998. The need for achieving a balance between growth and natural resource preservation is the primary reason Supervisor Weygandt has been a strong advocate for the proposed Placer County Conservation Plan and was an early proponent of Placer Legacy. Placer Legacy is a voluntary program to conserve open space, help preserve the local farm economy, protect native plants and wildlife, and provide more passive recreation opportunities to the public.

Hidden Falls was developed with support from the California Natural Resources Agency and three of the agency’s departments: Parks and Recreation, the California Conservation Corps, and the Sierra Nevada Conservancy. Key volunteer support groups include REI Inc., the Folsom Auburn Trail Riders Action Coalition, and the Sun City Lincoln Hills Hiking Club.

Hidden Falls features thirty miles of natural surface trails suitable for running, hiking, biking, and horseback riding. Thirteen bridges, including two bridges over 100 feet in length, provide trail users with picturesque crossings over the numerous water courses that run through Hidden Falls. 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 ¼ mile long paved, accessible trail is also available, which begins near the parking lot and winds through a live oak grove and picnic areas. Outstanding natural features at Hidden Falls include two scenic creeks, groves of blue oak woodlands, and year-round waterfalls over 30 feet high. There are two observation decks overlooking the falls.

The following includes other Placer County Parks:

- Applegate Park (Applegate)
- Auburn Library Garden Theater (Auburn)
- Auburn Plaza Park (North Auburn picnic area)
- Bear River Campground (Colfax)
- Commons Beach (Tahoe City)

- Cisco Grove Gould Park (Cisco Grove passive park)
- Douglas Ranch Park (Granite Bay)
- Doyle Ranch Park (Dry Creek / West Roseville)
- Dry Creek Community Park (Dry Creek / West Roseville)
- Dutch Flat Swimming Pool (Dutch Flat)
- Foresthill Memorial Park (Foresthill)
- Franklin School Community Park (Loomis Basin)
- Granite Bay Community Park (Granite Bay)
- Griffith Quarry Park (Penryn)
- Heritage Park Plaza (Tahoe City)
- Hidden Falls Regional Park (Auburn / Lincoln)
- Lake Forest Beach Park (Tahoe City)
- Loomis Basin Community Park (Loomis Basin)
- Meadow Vista Trail Staging Area and Equestrian Arenas (Meadow Vista)
- Miners Ravine Nature Reserve (Granite Bay)
- Moondunes Beach (Tahoe Vista)
- North Park (North Auburn)
- Ronald L. Feist Park (Granite Bay)
- Sabre City Park and Community Hall (Dry Creek / West Roseville)
- Sheridan Park and Stewart Community Hall (Sheridan)
- Speedboat Beach (Kings Beach / Brockway Vista)
- Spring Meadows Park (North Auburn)
- Squaw Valley Bike Trail (Squaw Valley)
- Squaw Valley Park (Squaw Valley)
- Sterling Pointe Park (Loomis Basin / Folsom Lake State Recreation Area access)
- Todd Valley Pond Park (Todd Valley / Foresthill)
- Traylor Ranch Bird Sanctuary and Nature Reserve (Penryn)
- Treelake Park (Granite Bay)
- Treelake Terrace Park (Granite Bay)

City, Town, Neighborhood and Community Parks in Placer County

Nearly all of the local cities, towns and communities in Placer County have parks and other places where folks can enjoy the open space for picnics, their dogs can run off-leash, and their children can climb and swing. With designated areas for groups, most parks include barbeques, tables and shade. Many parks are designed with fields for all sports, pools for swimming and other activities. Whether playing soccer, tennis, softball, basketball, Frisbee golf, or Pickleball just for fun, or joining a league for a more organized activity, the parks and recreation programs operated by each area in Placer County has something nearby for everyone.

For more information, contact the following entities:

Auburn Recreation District (ARD)

www.auburnrec.com

123 Recreation Drive

Auburn, CA 95603

(530) 885-8461

- Recreation Park (Auburn)
- Regional Park (Auburn)
- Placer Hills & Meadow Vista Park (Meadow Vista)
- Sugarpine Ridge Park,(Meadow Vista)
- Christian Valley Park (Christian Valley)
- Skate Park & Overlook Park (Auburn)
- Pacific Park/Railhead Park (Auburn)
- Ashford Park (Auburn)
- Ashley Dog Park (Auburn)

City of Rocklin Parks & Recreation

www.rocklin.ca.us/parksandrecreation

5460 5th Street

Rocklin, CA 95677

(916) 625-5200

- Johnson-Springview Community Park (Rocklin)
- Lone Tree Community Park (Rocklin)
- Margaret Azevedo Community Park (Rocklin)
- Twin Oaks Community Park (Rocklin)
- Whitney Community Park (Rocklin)

City of Roseville Parks & Recreation

www.roseville.ca.us/parks/

311 Vernon Street

Roseville, CA 95678

(916) 774-5200

- Over 66 parks dot the suburban landscape of Roseville, each with its own flair and variety of activities. These include the 2 Regional Parks, Mahany and Maidu, where the latter maintains a Skate Park and Batting Cages.
- The Mike Shellito Indoor Pool and the Roseville Aquatic Center specialize in swimming and aquatic activities.
- Many parks cater to the various team sports, such as baseball and softball, basketball, football, and soccer.
- Numerous trails and bikeways thread their way throughout the Roseville area, allowing for alternative modes of transportation and commuting, or just for the

enjoyment of bikeriding. Pocket-sized maps are available from several locations or may be downloaded from their website.

City of Lincoln Parks and Recreation

www.ci.lincoln.ca.us
 2010 First Street
 Lincoln, CA 95648
 (916) 434-3220

- Auburn Ravine Park: 10 acres; features an off-leash dog park and multi-use trail system
- Brown Park: 0.7 acre pocket park with play structure, grassy area, picnic and bbq areas
- Coyote Pond Park: 24.5 acres; with play structure, picnic area, beautiful pond and trail system
- Foskett Regional Park: 42 acres; with lighted softball and soccer complexes, concessions, pedestrian and bike path, restrooms and children’s play equipment
- Joiner Park: 13 acres; with 2 football/soccer fields, one softball/baseball diamond, 2 children’s play areas, restrooms, parking, and a 4-acre vernal pool/intermittent wetland preserve.
- Machado Park: 4.7 acres; with 2 children’s play structures and a picnic area
- Markham Park: 4.7 acres; playground, picnic & BBQ area, trail system, and nature interpretive facility
- McBean Park: 24 acres; Leathers Playground, Skateboard Park, outdoor basketball & horseshoe courts, football/baseball stadium, Major League diamond, swimming pool, Pavilion and bbq area, bandstand, restrooms, drinking fountains, picnic & BBQ areas, parking and open turf areas
- Pete Demas Park: 0.8 acre pocket park; grassy area with picnic benches
- Peter Singer Park: 5 acres; baseball/softball and soccer fields, play structure, picnic tables, restrooms
- Scheiber Park: 4.5 acres; children’s play area with 2 play structures and picnic area
- Sheffield Park: 1.5 acres; 2 play structures, swings and picnic areas
- Twelve Bridges Park: baseball/softball and soccer fields, and children’s play structure
- Wilson Park: baseball/softball fields and children’s play structure

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, 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.

Website: www.placer.ca.gov/departments/library Email: library@placerlibrary.org

Applegate Branch

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

Auburn Branch

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

Colfax Branch

10 W. Church Street
Colfax, CA 95713
(530) 346-8211

Foresthill Branch

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

Granite Bay Branch

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

Kings Beach Branch

301 Secline Street
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

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. After major remodeling, 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 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.

From the mobile food truck mania every Thursday evening and the 3rd Saturdays Art Walk to Wine Down Wednesdays, Farmer's Markets and concerts starting in Spring and running through Fall, the new town square in downtown Roseville is always busy with community events.

Tourism Resources

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

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

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

North Lake Tahoe Resort Association

QUALITY OF LIFE

Visitors and Convention Bureau
P.O. Box 5459
Tahoe City, CA 96145
(530) 583-3494
www.gotahoenorth.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

Placer County

Administrative Services

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

Assessor

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

Auditor Controller

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

Board of Supervisors

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

Community Development Resource Agency

3091 County Center Drive
Auburn, CA 95603
(530) 886-3000
www.placer.ca.gov/departments/communitydevelopment

County Executive Office

175 Fulweiler Avenue
Auburn, CA 95603
(530) 889-4030
www.placer.ca.gov/departments/ceo

District Attorney

10810 Justice Center Drive, #240
Roseville, CA 95678
(916) 543-8000
www.placer.ca.gov/departments/da

Economic Development

175 Fulweiler Avenue (Mailing)
145 Fulweiler Avenue, Suite 120
Auburn, CA 95603
(530) 889-4016
www.placer.ca.gov/departments/ceo/econdev

Sheriff-Coroner-Marshal

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

Treasurer-Tax Collector

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

City of Auburn

Building Department

1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211, ext. 3
www.auburn.ca.gov/services/CommDev/cdBuilding.html

City Manager

1225 Lincoln Way, Room 9
Auburn, CA 95603
(530) 823-4211 ext. 191
www.auburn.ca.gov/services/CityManager/cmContacts.html

Community Development Department

1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211 ext. 3
www.auburn.ca.gov/services/CommDev/cdContacts.html

Fire Department

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

Police Department

1215 Lincoln Way
Auburn, CA 95603
(530) 823-4237
www.auburn.ca.gov/services/Police/pdContacts.html

Public Works

1225 Lincoln Way, Room 3
Auburn, CA 95603
(530) 823-4211 ext. 3
www.auburn.ca.gov/services/PublicWorks/pwContacts.html

County Libraries

Website: www.placer.ca.gov/departments/library - Email: library@placerlibrary.org

Applegate Branch

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

Auburn Branch

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

Colfax Branch

10 W. Church Street
Colfax, CA 95713
(530) 346-8211

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.colfax-ca.gov/services/building_department.html

City Hall

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

Economic Development

33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.city-data.com/city/Colfax-California.html

Fire Department

33 South Main Street
Colfax, CA 95713
(530) 346-6776
www.colfax-ca.gov/services/building_department.html

Planning Department

33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.colfax-ca.gov/services/planning_department.html

Public Works

33 South Main Street
Colfax, CA 95713
(530) 346-2313
www.colfax-ca.gov/services/public_works_department.html

Sheriff-Coroner-Marshal

Placer County Colfax Substation
33 South Main Street
Colfax, CA 95713
(530) 346-2256
www.colfax-ca.gov/sheriff/

City of Lincoln

City Manager

600 Sixth Street
Lincoln, CA 95648
(916) 434-2490
<http://www.ci.lincoln.ca.us/>

Community Development Department

600 Sixth Street
Lincoln, CA 95648
(916) 434-2470
<http://www.ci.lincoln.ca.us/>

Administrative Services Department

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

Fire Department

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

Police Department

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

Public Services

600 Sixth Street
Lincoln, CA 95648
(916) 434-2450
<http://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

Finance & Administrative Services

3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5020
<http://www.rocklin.ca.us/depts/finance/default.asp>

City Manager

3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5570
<http://www.rocklin.ca.us/depts/citymanager/default.asp>

Economic & Community Development Department

3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5120 (Building Division)
(916) 625-5160 (Planning Division)
<http://www.rocklin.ca.us/depts/develop/default.asp>

Engineering Division

4081 Alvis Court
Rocklin, CA 95677
(916) 625-5500
<http://www.rocklin.ca.us/depts/develop/engineering/default.asp>

Fire Department (Administration)

3970 Rocklin Road
Rocklin, CA 95677
(916) 625-5300
<http://www.rocklin.ca.us/depts/publicsafety/fire/default.asp>

Police Department

4080 Rocklin Road
Rocklin, CA 95677
(916) 625-5400 (Business Phone)
<http://www.rocklin.ca.us/depts/police/default.asp>

Public Works Department

4081 Alvis Court
Rocklin, CA 95677
(916) 625-5500
<http://www.rocklin.ca.us/depts/ps/default.asp>

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) 774-5285
www.roseville.ca.us/gov/community_development

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

311 Vernon Street
Roseville, CA 95678
(916) 774-5505 or (916) 772-7529
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) 774-5000
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
<http://bestwesterncalifornia.com/hotels/best-western-golden-key>

Best Western Plus Roseville Inn

220 Harding Boulevard
Roseville, CA 95678
(916) 782-4434
<http://www.rosevilleinnhotel.com/>

Comfort Inn Central

1875 Auburn Ravine Road
Auburn, CA 95603
(530) 885-1800
<http://comfort-inn-central-auburn.llotels.com/>

Comfort Suites

6830 Five Star Blvd.
Rocklin, CA 95677
(916) 315-1300
<http://www.comfortsuites.com/hotel-rocklin-california-CA577>

Courtyard Roseville

1920 Taylor Road
Roseville, CA 95661
(916) 772-5555
www.marriott.com/hotels/travel/sacrvcourtyard-roseville/

Courtyard Roseville Galleria Mall

301 Creekside Ridge Court
Roseville, CA 95678
(916) 772-3404
marriott.com/hotels/travel/sacgm-courtyard-roseville-galleria-mall-creekside-ridge-drive/

Days Inn, Rocklin

4515 Granite Drive
Rocklin, CA 95677
(916) 632-0101
<http://www.rosevilledaysinn.com/>

Extended Stay America Sacramento, Roseville

1000 Lead Hill Boulevard
Roseville, CA 95678
(916) 781-9001
www.extendedstayamerica.com/hotels/ca/sacramento/roseville

Fairfield Inn by Marriott

1910 Taylor Road
Roseville, CA 95661
(916) 772-3500
<http://www.marriott.com/hotels/travel/sacfr-fairfield-inn-roseville/>

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 or (877) 733-5616
www.heritageinnexpressrocklin.com

Heritage Inn Express Roseville

204 Harding Boulevard
Roseville, CA 95678
(916) 782-4466 or (800) 228-4747
www.heritagehotelroseville.com

Hilton Garden Inn

1951 Taylor Road
Roseville, CA 95661
(916) 773-7171

<http://hiltongardeninn3.hilton.com/en/hotels/california/hilton-garden-inn-roseville-SMFRHGI/index.html>

Holiday Inn - Auburn

120 Grass Valley Highway
Auburn, CA 95603
(530) 887-8787 or (800) 814-8787

<http://www.auburnhi.com/>

Holiday Inn Express Hotel & Suites, Roseville

1398 East Roseville Parkway
Roseville, CA 95661
(916) 774-6060 or (888) 465-4329

<http://www.ihg.com/holidayinnexpress/hotels/us/en/roseville/smfrc/hoteldetail>

Holiday Inn Express

155 Ferrari Ranch Road
Lincoln, CA 95648
(916) 644-3440 or (888) 465-4329

<http://www.ihg.com/holidayinnexpress/hotels/us/en/lincoln/licca/hoteldetail>

Homewood Suites by Hilton

401 Creekside Ridge Court
Roseville, CA 95678
(916) 783-7455

<http://homewoodsuites3.hilton.com/en/hotels/california/homewood-suites-by-hilton-sacramento-roseville-SACRVHW/index.html>

Howard Johnson

4420 Rocklin Road
Rocklin, CA 95677
(916) 624-4500 or (800) 221-5801

<http://www.hojo.com/hotels/california/rocklin/howard-johnson-o-cairns-inn-and-suites/hotel-overview>

Larkspur Landing

1931 Taylor Road
Roseville, CA 95661
(916) 773-1717

<http://www.larkspurhotels.com/larkspur-landing/roseville>

Motel 6

1819 Auburn Ravine Road

Auburn, CA 95603

(530) 888-7829

http://www.motel6.com/reservations/motel_detail.aspx?num=4152

Northstar-at-Tahoe

5001 Northstar Drive

Truckee, CA 96161

(530) 562-1010 or (800) 466-6784

<http://www.northstarcalifornia.com/>

Olympic Village Inn

1909 Chamonix Place

Olympic Valley, CA 96146

(530) 581-6000

www.olympicvillageinn.com

Orchid Hotel & 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

<http://www.qualityinnauburn.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

<http://hamptoninn3.hilton.com/en/hotels/california/hampton-inn-and-suites-roseville-SACHSHX/index.html>

Residence Inn - Roseville

1930 Taylor Road

Roseville, CA 95661

(916) 772-5500

<http://www.marriott.com/hotels/travel/sacro-residence-inn-roseville/>

Spring Hill Suites by Marriott

10593 Fairway Drive

Roseville, CA 95678

(916) 782-2989

<http://www.marriott.com/hotels/travel/sacsr-springhill-suites-sacramento-roseville/>

Staybridge Suites, Rocklin

6664 Lonetree Boulevard

Rocklin, CA 95765

(916) 781-7500 or (877) 238-8889

<http://www.ihg.com/staybridge/hotels/us/en/rocklin/sacsb/hoteldetail>

Squaw Valley Lodge

201 Squaw Peak Road

Olympic Valley, CA 96146

(530) 583-5500 or (855) 549-6742

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

<http://super-8-auburn-ca.llotels.com/>

Tahoe Inn

9937 North Lake Boulevard
Brockway/Kings Beach, CA 96143
(530) 546-3341 or (800) 648-2324
<http://staynorthtahoe.com/>

The Resort at Squaw Creek

400 Squaw Creek Road
Olympic Valley, CA 96146
(530) 583-6300 or (800) 327-3353
www.squawcreek.com

The Ritz-Carlton Highlands, Lake Tahoe

13031 Ritz-Carlton Highlands Court
Truckee, CA 96161
(530) 562-3000
<http://www.ritzcarlton.com/en/Properties/LakeTahoe/Default.htm>

The Village at Squaw Valley

1750 Village East Road
Olympic Valley, CA 96146
(530) 584-1000 or (888) 259-1428
<http://squaw.com/the-village/lodging>

Thunder Valley Casino Resort

1200 Athens Avenue
Lincoln, CA 95648
(916) 408-7777
www.thundervalleyresort.com

Townplace Suites by Marriott

10569 Fairway Drive
Roseville, CA 95678
(916) 782-2232
<http://www.marriott.com/hotels/travel/sacst-towneplace-suites-sacramento-roseville/>

Business Organizations

Business Advantage Network (BAN)

145 Fulweiler Avenue, #120
Auburn, CA 95603
(530) 889-4061
<http://www.placer.ca.gov/departments/ceo/econdev/ban>

California Building Industry Association (CBIA)

1215 K Street, Suite 1200
Sacramento, CA 95814
(916) 443-7933
<http://www.cbia.org/>

Contractors Association of Truckee Tahoe (CATT)

Martis Outlook Professional Offices
12313 Soaring Way, 1G
Truckee, CA 96161
(530) 550-9999
www.ca-tt.com

Golden Sierra Job Training Agency (*aka Auburn Connections*)

1919 Grass Valley Highway, #100
Auburn, CA 95603
(530) 823-4635
www.goldensierra.com

NextEd (*formerly known as LEED*)

One Capitol Mall, Suite 300
Sacramento, CA 95814
(916) 552-6800 ext. 263
www.next-ed.org

North Tahoe Business Association (NTBA)

P.O. Box 1023 (Mailing)
8318 North Lake Boulevard
Kings Beach, CA 96143
(530) 546-9000
<http://northtahoebusiness.org/north-tahoe-business/>

Northern California World Trade Center

One Capitol Mall, Suite 300
Sacramento, CA 95814
(855) 667-2259
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 Avenue, Suite 160
Roseville, CA 95678
(916) 771-7229
www.placerbx.com

Placer County Contractors Association (PCCA)

Auburn Office
231 Cherry Avenue, Suite 101
Auburn, CA 95603
(530) 889-3953
www.placerbx.com

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
(530) 214-9156
www.sigba.org

Tahoe City Downtown Association (TCDA)

P.O. Box 6744 (Mailing)
425 North Lake Boulevard, #1
Tahoe City, CA 96145
(530) 583-3348
www.visittahoecity.org

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

Foresthill Divide Chamber of Commerce

P.O. Box 346 (Mailing)
24470 Main Street, Suite B
Foresthill, CA 95631
(530) 367-2474
www.foresthillchamber.org

Lincoln Area Chamber of Commerce

540 F Street
Lincoln, CA 95648
(916) 645-2035
www.lincolnchamber.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) 581-8764
<http://web.gotahoenorth.com/search>

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 & Organizations

The Arts Council of Placer County

PlacerArts

808 Lincoln Way

Auburn, CA 95603

(530) 885-5670

www.placerarts.org

Auburn Old Town Gallery

218 Washington Street

Auburn, CA 95603

(530) 887-9150

www.auburnoldtowngallery.com

Blue Line Arts

(formerly Roseville Arts Center)

405 Vernon Street, #100

Roseville, CA 95678

(916) 783-4117

www.bluelinearts.org

High Hand Gallery

3750 Taylor Road

Loomis, CA 95650

(916) 259-4298

www.highhandartgallery.com

North Tahoe Arts

380 No. Lake Boulevard

Sunnyside-Tahoe City, CA 96145

(530) 581-2787

<http://www.northtahoearts.com/>

Southside Art Center

669 Lincoln Way
Auburn, CA 95603
(530) 823-7363
www.southsideartcenter.com

Performance, Music and Events' Centers

Mondavi Center

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

Auburn Placer Performing Arts Center

Old State Theatre
985 Lincoln Way
Auburn, CA 95603
(530) 885-0156
www.livefromauburn.com

Auburn Symphony

985 Lincoln Way
Auburn, CA 95603
(530) 823-6683
www.auburnsymphony.com

Blue Goose Event Center

3550 Taylor Road
Loomis, CA 95650
(916) 287-7021
www.bluegooseeventcenter.com

Roseville Theatre Arts Academy

241 Vernon Street
Roseville, CA 95678
(916) 772-2777
www.rosevilletheatreartsacademy.com

Placer High School Auditorium

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

Museums

Auburn Joss House Chinese Museum

200 Sacramento Street
Auburn, CA 95603
(530) 823-0373 or (530) 888-6483

Bernhard Museum Complex

291 Auburn-Folsom Road
Auburn, CA 95603
(530) 889-6500
<http://www.placer.ca.gov/departments/facility/museums/bernhard-museum>

Carnegie Museum

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

Colfax Heritage Museum

99 Railroad Avenue
Colfax, CA 95713
(530) 346-8599
http://www.colfaxhistory.org/museum_archive.htm

Donner Summit Historical Society 20-Mile-Museum

Donner Summit Road
Soda Springs, CA 95161
info@donnersummithistoricalsociety.org
<http://www.donnersummithistoricalsociety.org/pages/20MileMuseum.html>

Forest Hill Divide Museum & Leroy Botts Memorial Park

24601 Harrison Street
Foresthill, CA 95631
(530) 889-6500
<http://www.placer.ca.gov/departments/facility/museums/forest-hill-divide-museum>

Gatekeeper's Cabin Museum

130 West Lake Boulevard
Tahoe City, CA 96145
(530) 583-1762
http://www.northtahoemuseums.org/museums_and_exhibits.html

Gold Country Medical History Museum

219 Maple Street
Auburn, CA 95603
(530) 887-1915
<http://www.goldcountrymedicalmuseum.com/>

Gold Country Museum

1273 High Street
Auburn, CA 95603
(530) 889-6500
<http://www.placer.ca.gov/departments/facility/museums/gold-country-museum>

Golden Drift Museum

32820 Main Street
Dutch Flat, CA 95714
(530) 389-2617
<http://www.placer.ca.gov/departments/facility/museums/golden-drift-museum>

Griffith Quarry Museum

7504 Rock Springs Road (*at Taylor Road*)
Penryn, CA 95663
(916) 663-1837 or (530) 889-6500
<http://www.placer.ca.gov/departments/facility/museums/griffith-quarry-museum>

Lincoln Area Archives Museum

640 Fifth Street
Lincoln, CA 95648
(916) 645-3800
<http://www.laamca.org/index2.php?v=v1#!/HOME>

Maidu Museum & Historic Site

1970 Johnson Ranch Road
Roseville, CA 95661
(916) 774-5934
www.roseville.ca.us/parks/parks_n_facilities/facilities/maidu_indian_museum/default.asp

Placer County Museum & Historic Courthouse

101 Maple Street
Auburn, CA 95603
(530) 889-6500
<http://www.placer.ca.gov/departments/facility/museums/placer-county-museum>

Rocklin History Museum

3895 Rocklin Road
Rocklin, CA 95677
(916) 624-3464
<http://www.rocklinhistory.org/>

Old St. Mary's Chapel

5251 Front Street
(Mailing: P O Box 1)
Rocklin, CA 95677
(916) 624-3464
www.oldstmaryschapel.com

Roseville Telephone Museum

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

Sierra College Museum of Natural History

5000 Rocklin Road
Rocklin, CA 95677
(916) 660-7923
<http://www.sierracollege.edu/about-us/beyond-the-classroom/nat-hist-museum/>

Tahoe Maritime Museum.

5205 West Lake Boulevard
P.O. Box 627 (Mailing)
Homewood, CA 96141
(530) 525-9253
www.tahoemaritimemuseum.org

Town of Dutch Flat

Dutch Flat, CA

Town of Foresthill

Foresthill, CA 95631

Town of Gold Run

Gold Run, CA

Town of Iowa Hill

Iowa Hill, CA

Town of Michigan Bluff

Michigan Bluff, CA

Watson Cabin

560 North Lake Boulevard

Tahoe City, CA 96145

(530) 583-1762

http://www.northtahoemuseums.org/museums_and_exhibits.html

Hazardous and Other Waste Handling

Recology Auburn Placer

12305 Shale Ridge Road

Auburn, CA 95602

(530) 885-3735

<http://www.recologiauburnplacer.com/index.htm>

Western Waste Management Authority

Offices: 3033 Fiddymment Road, Roseville

Facilities: 3195 Athens Road, Lincoln

(916) 543-3960

www.wpwma.com

Tahoe Truckee Sierra Disposal

Offices: 645 W. Lake Boulevard, #5, Sunnyside-Tahoe City

Facilities: Hwy 89 & Cabin Creek Road, Truckee

(530) 583-7800

www.waste101.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

UC Davis Placer Center for Health

550 W. Ranch View Drive, Ste 2005
Rocklin, CA 95765
(916) 295-5700
www.ucdmc.ucdavis.edu/cliniclocations/primarycare/offices/locations/rocklinp.html

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

Granite Bay Press-Tribune

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

Lincoln News Messenger

553 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

Placer Herald

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

Granite Bay Press-Tribune • Roseville Press-Tribune

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

Sierra Heritage Magazine

P.O. Box 263
Auburn CA, 95604 (Mailing)
249 Nevada Street
Auburn, CA 95603
(530) 823-3986 or (800) 357-4377
www.sierraheritage.com

Sacramento Parent Magazine

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

Tahoe Daily Tribune • The Sierra Sun • North Lake Tahoe Bonanza

P.O. Box 2973 (Mailing)
12315 Deerfield Drive
Truckee, CA 96160
(530) 587-6061
www.tahoedailytribune.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
<http://www.anthem.edu/sacramento-california/>

Art Institute of California, Sacramento

2850 Gateway Oaks Drive, Suite #100
 Sacramento, CA 95833
 (916) 830-6320 or (800) 477-1957
www.artinstitute.edu/sacramento/

Brandman University (Chapman University System)

3001 Lava Ridge Court, Suite 250
 Roseville, CA 95661
 (916) 782-3060 or (800) 746-0082
www.brandman.edu/roseville

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

California State University, Sacramento

(Sacramento State)
College of Continuing Education
 3000 State University Drive East
 Sacramento, CA 95819
 (916) 278-4433 or (800) 858-7743
www.cce.csus.edu

Carrington College California - Sacramento

8909 Folsom Boulevard
Sacramento, CA 95826
(916) 585-7770 or (877) 206-2106
<http://carrington.edu/schools/sacramento-california/>

Cosumnes River College

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

Elk Grove Center:

10051 Big Horn Boulevard
Elk Grove, CA 95757
(916) 691-7344
www.crc.losrios.edu

Drexel University Sacramento

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

Epic Bible College (*formerly Trinity Life Bible College*)

4330 Auburn Boulevard
Sacramento, CA 95841
(916) 348-4689
www.epic.edu/

Folsom Lake College - Folsom

10 College Parkway
Folsom, CA 95630
(916) 608-6500
www.flc.losrios.edu

Folsom Lake College - El Dorado Center

6699 Campus Drive
Placerville, CA 95667
(530) 642-5644
www.flc.losrios.edu

Folsom Lake College - Rancho Cordova Center

10378 Rockingham Drive
Sacramento, CA 95827
(916) 255-0717
www.flc.losrios.edu

Heald College, Rancho Cordova

2910 Prospect Park Drive
Rancho Cordova, CA 95670
(916) 638-1616 or (888) 471-4633
<http://www.heald.edu/locations/rancho-cordova>

Heald College, Roseville

7 Sierra Gate Plaza
Roseville, CA 95678
(916) 789-8600 or (888) 471-4633
<http://www.heald.edu/locations/roseville>

**International Academy of Design
& Technology, Sacramento**

2450 Del Paso Road
Sacramento, CA 95834
(916) 285-9468 or (877) 458-6111
<http://www.iadt.edu/Sacramento>

ITT Technical Institute

10863 Gold Center Drive
Rancho Cordova, CA 95670
(916) 851-3900 or (800) 488-8466
http://www.itt-tech.edu/campus/school.cfm?lloc_num=37

Kaplan College

4330 Watt Avenue, Suite 400
Sacramento, CA 95821
(916) 649-8168 or (800) 935-1857
<https://www.kaplancollege.com/sacramento-ca/>

Lake Tahoe Community College

One College Drive
South Lake Tahoe, CA 96150
(530) 541-4660
<http://www.ltcc.edu/web/ltcc/welcome>

Le Cordon Bleu College of Culinary Arts

2450 Del Paso Road
Sacramento, CA 95834
(800) 807-8222 or (916) 830-6220
www.chefs.edu/sacramento

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

10901 Gold Center Drive
Rancho Cordova, CA 95670
(916) 855-4100
<http://www.nu.edu/Locations/NorthernCalifornia.html>

National University

Roseville Online Information Center
1151 Galleria Boulevard
Roseville, CA 95678
(916) 855-4340
<http://www.nu.edu/Locations/NorthernCalifornia.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
<http://www.sierracollege.edu/about-us/visit/rocklin/index.php>

Sierra College - Roseville Gateway Campus

333 Sunrise Avenue
Roseville, CA 95661
(916) 781-6200

<http://www.sierracollege.edu/about-us/visit/roseville/index.php>

Sierra College - Tahoe-Truckee Campus

11001 College Trail
Truckee, CA 96161
(530) 550-2225

<http://www.sierracollege.edu/about-us/visit/tahoe-truckee/index.php>

Sierra College - Nevada County Campus

250 Sierra College Drive
Grass Valley, CA 95945
(530) 274-5300

<http://www.sierracollege.edu/about-us/visit/ncc/index.php>

Union Institute & University

Sacramento Center
160 Promenade Circle, Suite 115
Sacramento, CA 95834
(800) 486-7049 or (916) 564-3100

<http://www.myunion.edu/About/Locations.aspx>

Universal Technical Institute, Sacramento

4100 Duckhorn Drive
Sacramento, CA 95834
(800) 508-1153

<http://www.uti.edu/campus-locations/sacramento>

University of California, Davis

One Shields Avenue
Davis, CA 95616
(530) 752-1011

www.ucdavis.edu

University of Northern California,

Lorenzo Patiño School of Law

816 H 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 – Beale Air Force Base Campus

17849 – 16th Street
Beale AFB, CA 95903
(800) 266-2107
<http://www.phoenix.edu/campus-locations/ca/sacramento-valley-campus/beale-afb-learning-center.html>

University of Phoenix – Sacramento Valley Campus

2860 Gateway Oaks Drive
Sacramento, CA 95833
(800) 266-2107
<http://www.phoenix.edu/campus-locations/ca/sacramento-valley-campus/sacramento-valley-campus.html>

University of San Francisco, Sacramento Campus

630 K Street, Suite 200
Sacramento, CA 95814
(916) 920-0157
<http://www.usfca.edu/soe/branches/sacramento/>

University of Southern California, State Capital Center

1800 I Street
Sacramento, CA 95811
(916) 442-6911
<http://priceschool.usc.edu/programs/sacramento/>

Western Seminary

2924 Becerra Way
Sacramento, CA 95821
(916) 488-3720
<http://www.westernseminary.edu/sacramento-contact>

William Jessup University

333 Sunset Boulevard
Rocklin, CA 95765
(916) 577-2200 or (800) 355-7522
www.jessup.edu

Woodland Community College

2300 E. Gibson Road
Woodland, CA 95776
(530) 661-5700
<http://wcc.yccd.edu/>

Yuba College

2088 North Beale Road
Marysville, CA 95901
(530) 741-6700
<http://yc.yccd.edu/>

Ski Resorts

Alpine Meadows

2600 Alpine Meadows Road
Tahoe City, CA 96145
(800) 403-0206
www.skialpine.com

Boreal Mountain Resort

19749 Boreal Ridge Road.
(at Boreal-Castle Peak Exit off I-80)
Truckee, CA 96161
(530) 426-3666
<http://www.rideboreal.com/winter/index.html>

Homewood Mountain Resort

5145 W. Lake Boulevard
Homewood, CA 96141
(530) 525-2992 or (877) 263-7768
www.skihomewood.com

Northstar California

5001 Northstar Drive
Truckee, CA 96161
(530) 562-1010 or (800) 466-6784
www.northstarcalifornia.com

Royal Gorge Cross Country Ski Resort

9411 Pahatsi Road
Soda Springs, CA 95728
(530) 426-3871 or (800) 500-3871
www.royalgorge.com

Squaw Valley Resort

1960 Squaw Valley Road
Olympic Valley, CA 96146
(530) 452-4331 or (800) 403-0206
www.squaw.com

Sugar Bowl

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

Tourism

Auburn State Recreation Area

501 El Dorado Street (*near Old Foresthill Road*)
Auburn, CA 95603
(530) 885-4527
www.parks.ca.gov/?page_id=502

North Lake Tahoe Resort Association

P. O. Box 1757
Tahoe City, CA 96145
(530) 588-3494 or (888) 434-1262
www.gotahoenorth.com

North Lake Tahoe Visitor Information Center

P. O. Box 1757
100 North Lake Blvd.
Tahoe City, CA 96145
(530) 581-8701 or (800) 462-5196

**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 Headquarters

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 or (530) 823-4211, ext.192
<http://www.auburn.ca.gov/services/Airport/aContacts.html>

Greyhound Bus Lines

201 Pacific Street
Roseville, CA 95678
(916) 783-4101 (800) 231-2222
www.greyhound.com

Lincoln Regional Airport

Karl Harder Field
1480 Flightline Drive
Lincoln, CA 95648
(916) 645-3443
<http://www.lincolnairportca.com/>

Placer County Transit (PCT)

11460 F Avenue
Auburn, CA 95603
(530) 885-2877 or (916) 784-6177
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

1110 W. Capitol Avenue (City Offices)
2895 Industrial Boulevard, Suite 100 (Port Location)
West Sacramento, CA 95691
(916) 617-4880
www.portofsacramento.com

Reno-Tahoe International Airport

P.O. Box 12490 (Mailing)
2001 East Plumb Lane
Reno, NV 89502
(877) 736-6359 or (775) 328-6400
www.renoairport.com

Sacramento International Airport (SMF)

6900 Airport Boulevard
Sacramento, CA 95837
(916) 929-5411
<http://www.sacramento.aero/smf/>

Sacramento Regional Transit

P.O. Box 2110
1225 R Street
Sacramento, CA 95812
(916) 321-2877 general
(916) 321-2800 administration
www.sacrt.com

Tahoe Area Regional Transit (TART)

P.O. Box 1909
Tahoe City, CA 96145 (Mailing)
870 Cabin Creek Road
Truckee, CA 96161
(530) 550-1212 or (800) 736-6365
<http://www.placer.ca.gov/Departments/Works/Transit/TART>

Truckee Tahoe Airport District

10356 Truckee Airport Road
Truckee, CA 96161
(530) 587-4540 airport or (530) 359-2875 or (530) 587-4119 operations
www.truckeetahoeairport.com

Utilities

Communications Services

AT&T

(800) 288-2020

www.att.com

Consolidated Communications

(formerly Surewest Communications)

211 Lincoln Street

Roseville, CA 95678

(866) 787-3937 or (916) 772-2000

www.surewest.com

Gas and Electric Services

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

Roseville Electric

311 Vernon Street

Roseville, CA 95678

(916) 774-5200

<http://www.roseville.ca.us/electric/>

Sacramento Municipal Utility District (SMUD)

P.O. Box 15830 (Mailing)

Sacramento, CA 95852

6301 S Street

Sacramento, CA 95817

(888) 742-7683 or (888) 622-7683

www.smud.org

Sierra Pacific Power Company

7001 National Avenue
Tahoe Vista, CA 96148
(800) 782-2506 or (800) 227-2600
www.sierrapacific.com

Southwest Gas

218 Incline Court
Incline Village, NV 89451
(775) 882-2126 or (877) 860-6020
www.swgas.com

Southwest Gas

10682 Pioneer Trail
Truckee, CA 96161
(775) 882-2126 or (877) 860-6020
www.swgas.com

Suburban Propane

1700 River Road
Tahoe City, CA 96145
(530) 583-2386

Truckee Tahoe Propane

10383 River Park Place
Truckee, CA 96161
(530) 587-4730
www.truckeetahoepropane.com

Trash Disposal and Recycling Services

Northstar Community Services District

908 Northstar Drive
Northstar, CA 96161
(530) 562-0747
www.northstarcsd.com

Western Placer Waste Management Authority

3033 Fiddymont Road (Lincoln Offices)
3195 Athens Avenue (Lincoln Facilities)
Lincoln, CA 95648
(916) 543-3960
11476 C Ave. (Mailing)
Auburn, CA 95603

Waste Haulers:

City of Lincoln: (916) 434-2450

City of Roseville: (916) 774-5780

Recology Auburn Placer: (530) 885-3735

(serves Auburn, Loomis, Rocklin, & unincorporated areas of Placer County)

Water and Sewage Services

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

(916) 568-4251 or (888) 237-1333

www.amwater.com

**Christian Valley Park Community
and Water Services District**

P.O. Box 3138

3333 Christian Valley Road

Auburn, CA 95604

(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)
Tahoe City, CA 96145
515 Nightingale Road
Carnelian Bay, CA 96140
(530) 583-3644
<https://www.facebook.com/pages/Fulton-Water-Co/164368503581755>

Meadow Vista County Water District

P.O. Box 278
17000 Placer Hills Road
Meadow Vista, CA 95722
(530) 878-0828
www.mvcwd.com

Midway Heights County Water District

P. O. Box 596
Meadow Vista, CA 95722
(530) 878-8096
<http://www.mhcwd.org/>

Nevada Irrigation District

1036 West Main Street
Grass Valley, CA 95945
(530) 273-6185 or (800) 222-4102
www.nid.dst.ca.us

Northstar Community Services District

908 Northstar Drive
Northstar, CA 96161
(530) 562-0747
www.northstarcsd.com

North Tahoe Public Utility District

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

Placer County Water Agency

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

San Juan Water District

P.O. Box 2157 (Mailing)
9935 Auburn-Folsom Road
Granite Bay, CA 95746
(916) 791-0115
www.sjwd.org

Sierra Lakes County Water District

PO Box 1039 (Mailing)
7300 Short Road
Soda Springs, CA 95728-1039
(530) 426-7800 or (800) 390-7800
www.slcwd.org

South Placer Municipal Utility District

5807 Springview Drive
Rocklin, CA 95677
(916) 786-8553
www.spmud.ca.gov

Squaw Valley Mutual Water Company

10098 Jibboom Street, #102
Truckee, CA 96161
(530) 583-3674
www.svmwc.com

Squaw Valley Public Service District

P.O. Box 2026
305 Squaw Valley Road
Olympic Valley, CA 96146
(530) 583-4692
www.svpsd.org

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 Butterfield Drive
Truckee, CA 96161
(530) 587-2525
www.ttsa.net

Tahoe Truckee Sierra Disposal

P.O. Box 6479
645 West Lake Boulevard, #5
Tahoe City, CA 96145
www.waste101.com

Tamarack Mutual Company

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

Truckee Donner Public Utility District

P.O. Box 309 (Mailing)
11570 Donner Pass Road
Truckee, CA 96161
(530) 587-3896
www.tdpud.org

Truckee Sanitary District

12304 Joerger Drive
Truckee, CA 96161
www.truckeesan.org