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15.0 SOCIOECONOMICS

This section provides a general description of the socioeconomic conditions in the vicinity of the Middle Fork American River Project (MFP or Project). The Federal Energy Regulatory Commission's (FERC or Commission) content requirements for this section are specified in Title 18 of the Code of Federal Regulations (CFR) Chapter I § 5.6 (d) (3) (xi).

The primary information sources used to develop this section are described first, followed by a description of the existing conditions. The subsection on existing conditions begins with an overview of the socioeconomic setting in the immediate vicinity of the MFP, followed by a description of the socioeconomic conditions in Placer County. The MFP is primarily located within the boundaries of Placer County. Therefore, the information presented in this section focuses on Placer County.

15.1 INFORMATION SOURCES

The information used for this socioeconomics section was obtained from several local, state, and federal sources. By level of government, major sources include the following:

County:

- Agricultural Commissioner reports and data.
- Treasurer and Tax Collector reports and data.
- Planning Department reports and data.

State

- Department of Finance reports on population and income.
- Economic Development Department reports on key industries and employment.
- Department of Food and Agriculture reports on crop and livestock production.

Federal

- Census Bureau data on population and housing.
- Commerce Department data on numbers of businesses and employees by industry.
- Department of Agriculture information from Census of Agriculture.

15.2 DESCRIPTION OF EXISTING CONDITIONS

Placer County is located in northern California, and generally encompasses, from west to east, the valley, foothill, and high country areas between the City of Roseville and Lake Tahoe. The County covers about 961,800 acres including 898,820 acres of land and 62,980 acres of water (DOF 2005a). Placer County is bounded to the south by El Dorado and Sacramento counties, to the north by Nevada County, on the west by Sutter and Yuba counties, and to the east by the State of Nevada. There are six incorporated

cities in Placer County, including Auburn, Colfax, Lincoln, Loomis, Rocklin, and Roseville. Approximately 66% of the population lives in the incorporated cities and 34% in unincorporated areas (DOF 2006). In the last 20 years, the county economy has diversified and the population has increased more quickly than that of the state overall.

The MFP is situated in the eastern portion of Placer County, along the Middle Fork American River, the Rubicon River and their tributaries. The land surrounding the Project facilities and instream reaches located downstream of Project facilities is heavily forested, rural in nature and sparsely populated. The nearest population center is Foresthill, located approximately four miles west-northwest of Ralston Afterbay. There are no private residences in the immediate vicinity of any of the Project facilities. The Project facilities, are situated within the Eldorado and Tahoe National Forests. Land use within the FERC Project boundary is focused on water supply hydropower generation and recreation. Land use outside of the FERC Project boundary is managed for recreation, timber harvest, grazing, natural resource protection, and to a lesser extent mining.

Given its rural nature, job opportunities in the vicinity of the Project are limited. Most of the work force in the immediate vicinity of the Project consists of California State Department of Recreation employees, Forest Service employees, concessionaires hired by the Forest Service to maintain and operate developed recreation facilities, and Placer County Water Agency (PCWA) employees and subcontractors. As of July 2007, PCWA employs 179 full time employees, of which 18 are assigned to the Power Division in support of the MFP administration, engineering, operations and maintenance. Of the 18, 16 work out of PCWA's Foresthill office while two reside year-round at the operator cottages located near Hell Hole Reservoir.

The following subsections describe the demographics of Placer County, key industries and employment opportunities in Placer County, and Placer County's government structure and fiscal resources.

15.2.1 Placer County Demographics

Key demographic variables considered in this section are population, housing, and income. Each is discussed below.

Population Trends

The growth of population and industry since 1980 has stimulated job growth and fostered the conversion of many rural areas in western and southern Placer County into growing communities (North Fork Associates and AgResource Solutions 2002). The population of Placer County increased from 174,905 to 252,605 between July 1, 1990 and July 1, 2000 (see Table 15-1). The compound average rate of growth over the 10-year period was 3.74% per year. Between July 1, 2000 and July 1, 2006, the population of the county grew to 322,428, a compound average rate of growth of 4.15% per year. For the entire 16 year period, population in the county grew by 147,523, a compound average rate of 3.90% per year.

Population growth has been concentrated in the Roseville, Rocklin, and Lincoln area. Between 1990 and 2000, Rocklin grew at a faster rate than the other incorporated cities in Placer County, at a compound rate of 6.8% per year. During that same period, Roseville grew at a compound annual rate of 6.0%, Lincoln at 4.5% per year, and Colfax by 1.5% per year. More recently, Lincoln has also expanded significantly. Since 2000, Lincoln has grown at a compound annual rate of 20.1%. Concurrently, Rocklin has grown at 5.8% annually, Roseville at 4.6% annually, and Colfax at 3.1% annually (see Table 15-2).

The median age of Placer County residents is greater than that for California overall. In 2000, the county median was 37 years, while that for the state was 32.3 years (U.S. Census Bureau 2000). In that year, the proportion of residents aged 35 years or younger was 7.7% higher in California than in Placer County. The proportion of residents aged 36-65 years was 5.3% higher in Placer County than in California.

Population in Placer County is projected to grow to 456,040 by 2020 and 657,385 by 2050 (DOF 2004). Relative to 2000, Placer County population is expected to grow at a compound 3.0% annual rate through 2020 and a 1.9% annual rate through 2050. The corresponding figures for California are 1.27% and 0.96%, respectively.

Housing

The stock of housing units in Placer County has grown along with population. Between 1990 and 2000, the total stock of housing in the county grew by 3.3% per year, including 5.2% annually in the incorporated areas and 1.3% in the unincorporated areas. The most rapid rate of increase among cities was in Rocklin, followed by Roseville, at compound annual rates of 6.8% and 6.0%, respectively. Between 2000 and 2006, the most rapid growth in the number of housing units was in Lincoln, 23.6% annually, followed by Rocklin and Roseville at compound annual rates of 5.5% and 5.3%, respectively (see Table 15-3).

Home prices in Placer County are considerably lower than those in the San Francisco Bay Area. In February 2007, the median price for all new and resold single family and condominium homes in the county was \$440,000. The comparable median price in the San Francisco Bay Area was \$620,000, or 40.9% higher than Placer County. February median prices in the incorporated cities of Placer County ranged from \$359,500 in Auburn to \$845,000 in Loomis (DataQuick 2007). The differential between prices in the county and in the Bay Area is likely an important cause of the rapid population growth in Placer County.

Income and Poverty

In 1999, Placer County median family income was \$65,858 (in 1999 dollars), and 3.9% of families lived at or below the poverty level (DOF 2005b). The median family income was 24.2% higher than that for all of California, in which 10.6% of families lived at or below the poverty level.

In 2004, the most recent year for which data are available, total personal income in Placer County was \$11.933 billion, and per capita personal income was \$38,958 (USDOC 2007a). Per capita personal income in Placer County was 10.6% higher than that for California in 2004, which was \$35,219.

15.2.2 Key Industries and Employment in Placer County

In 2005, the latest year for which annual average data are currently available, total nonfarm employment in Placer County was 138,100, a 127.5% increase from 1990 (EDD 2006). Total industry employment increased by 27,100 between 2000 and 2005. In 2005, the five largest employment sectors, in order, were retail trade; leisure and hospitality; construction; professional and business services; and educational and health services. Since 1990, the greatest employment growth (percentage), by industry and in order, has been in real estate; construction, local government, administrative and support and waste services, and professional and business services. Figures 15-1 and 15-2 show employment distribution by sector in 1990 and 2005, respectively.

Among the 8,493 business establishments in Placer County in 2003 (excluding government), the largest numbers were in construction, retail trade, professional and scientific and technical services, health care and social assistance, and accommodation and food services (see Table 15-4). Over 95% of industry employees in Placer County work in establishments employing fewer than 10 people (USDOC 2007b).

The largest private sector employers in Placer County are shown in Table 15-5. The businesses cover a variety of industries, from manufacturing to healthcare, amusement and recreation, transportation, telecommunications, and services. In 2006, Hewlett-Packard, with offices in Roseville and Rocklin, was the largest employer, with 4,000 employees.

Agriculture

Agriculture has been an integral part of Placer County for more than 150 years (North Fork Associates and AgResource Solutions 2002). A combination of favorable climate and soils, availability of water, proximity to a transcontinental transportation network, and other factors have all contributed to the importance of the sector. While the dependence on agriculture within the county has declined over time, Placer County has indicated its commitment to maintaining agricultural land for both its commercial and non-commercial features. The 1994 General Plan lists as a goal for agricultural land use the designation of "adequate agricultural land" and the promotion of "development of agricultural uses to support the continued viability of Placer County's agricultural economy" (Placer County 1994).

In 2002, there were 1,438 farms in Placer County, with an average size of 91 acres and a median size of 16 acres (USDA 2002). In that year, the gross value of crop and livestock products from Placer County farms was \$76,278,600 (Placer County 2006a). In terms of production value, the most important products were field crops (primarily

rice), livestock and poultry animals and products, and nursery products. Timber products represented about 13% of the total.

Much of the urban development in Placer County since the early 1980s has been on agricultural land. Between 1984 and 2002, 33,448 acres of agricultural land were converted to non-agricultural purposes. Urban and built-up land accounted for 23,590 of those acres, and "Other land" for 10,053 acres. Among the 33,448 acres, grazing land accounted for 22,412 and prime farmland and farmland otherwise unique or of statewide or local importance accounted for 11,036 acres.

15.2.3 Placer County Government

Structure

Placer County is governed by a Board of Supervisors (Board), which is a five-member legislative body elected by local citizens. There is one board member for each of the five supervisorial districts in the county: District 1 (Roseville), District 2 (Lincoln), District 3 (Auburn), District 4 (Granite Bay/Roseville), and District 5 (Meadow Vista). District supervisors are elected to four-year terms, which are staggered, i.e., two supervisors are elected in one general election and three supervisors in the next. The Board usually meets every other week in the City of Auburn, the county seat, with occasional meetings in North Lake Tahoe. Other key government personnel include the County Executive Officer, County Counsel, Assessor, Auditor-Controller, Clerk-Recorder-Registrar, District Attorney, Sheriff-Coroner-Marshal, and Treasurer-Tax Collector.

Budget and Fiscal Resources

Fiscal conditions in Placer County are directly related to the revenues it receives, mainly in the form of tax collections and intergovernmental transfers, and expenditures made to fund essential public services and other programs. Tables 15-6 and 15-7 summarize Placer County revenues and expenditures, respectively, over the past four (2002 - 2006) fiscal years (FY).

Placer County revenues in FY 2005 - 2006 totaled approximately \$445.8 million (Placer County 2006b). Of this total, roughly \$162.4 million (or 36%) came from tax revenues, \$183.6 million (41%) from intergovernmental transfers, and \$99.7 million (22%) from other sources. Total county revenues have increased by over 30% compared to FY 2002 - 2003 levels.

Property taxes, which are included in Table 15-6, play a large role in the county's revenue stream. As with all California counties, the baseline property tax rate in Placer County is 1%. Taking into account local agency/district levies, the average property tax rate throughout the County in FY 2005 - 2006 was 1.54%. This rate is applied to the assessed value of property. The total assessed value of the property tax roll was \$44.4 billion in FY 2005 - 06 (Placer County 2006b). After taking into account exemptions and other factors, actual property tax levies in Placer County during this period totaled \$433.8 million, with \$427.2 million in collections. This represents an approximate 167% increase in property tax collections relative to FY 1995 - 96 levels.

Sales taxes are another critical component of county tax revenues. Taxable sales in Placer County in 2004 totaled \$6.6 billion, of which \$4.8 billion occurred in incorporated cities (California State Board of Equalization 2004).

The fiscal revenues collected by Placer County described above are expended in a variety of ways as shown in Table 15-7. Total government expenditures in FY 2005 - 2006 were \$421.1 million (Placer County 2006b). The largest government expenditures is public protection, which in fiscal year 2005 - 2006 accounted for \$141.9 million (or 34%) of all expenditures. Other significant expenditures include health and sanitation (\$74.9 million) and public assistance (\$55.8 million).

Public and Emergency Services

Placer County provides government services to those residents that live in the unincorporated areas of the county. For county residents who live in incorporated cities or towns, i.e., Auburn, Colfax, Lincoln, Loomis, Rocklin, and Roseville, the county also provides many services, including public safety and public health services, in addition to the services provided by the cities. Important public services provided by Placer County include law enforcement, fire protection and other emergency services, education, solid waste disposal, and utilities.

Law enforcement services in unincorporated areas are provided by the Placer County Sheriff's Department. The Sheriff's Department is served by a total of 482 assigned full-time staff, of which there is 149 sworn field operation staff (Placer County 2006c). Law enforcement services are supplemented by local police departments that serve incorporated areas.

Fire protection in Placer County is provided by a wide range of paid and volunteer departments. The Placer County Fire Department (part of the County Office of Emergency Services), in conjunction with the California Department of Forestry and Fire Protection (formerly CDF, now referred to as CalFire), primarily serve the unincorporated areas of the county.

Public education in Placer County is provided by numerous elementary, middle and high schools, as well as community colleges. Total school enrollment in 2004 - 05 was 82,455 students (Placer County 2005). Enrollment in elementary schools (outside of local unified school districts) totaled 27,274 during this period. An additional 35,858 students were enrolled in the five unified school districts (i.e., Placer High, Rocklin Unified, Roseville Joint Unified, Tahoe Truckee, and Western Placer). Sierra Community College served 19,353 students.

Placer County contracts with two companies to provide residential garbage pickup and disposal in the unincorporated areas of the county, Auburn Placer Disposal Service and Tahoe Truckee Sierra Disposal. The western portion of the county is served by one major landfill, Western Regional Sanitary Landfill in Lincoln, and regional recycling facility, Materials Recovery Facility (MRF), both of which are owned and operated by the Western Placer Waste Management Authority. The estimated total permitted capacity

at the landfill is 36.35 million cubic yards, with an estimated remaining capacity of 80% (California Integrated Waste Management Board 2006). The Eastern Regional Landfill is the disposal site for solid waste collected from eastern Placer County, including the Town of Truckee, the City of Colfax, and portions of El Dorado and Nevada counties.

Other utilities include electricity, natural gas, and water. Electrical power in the county is provided by the City of Roseville, Pacific Gas and Electric Company (PG&E), Sierra Pacific Power Company and Sacramento Municipal Utility District (SMUD). Hydroelectric stations generate a considerable quantity of the electricity in the region. Natural gas is available for commercial and residential uses in Placer County through PG&E. PCWA is a major provider of water to Placer County customers.

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TABLES

Table 15-1. Placer County Population and Growth Rates, 1990-2006.

| Year | Population (July 1) |
|-------------------------------------|----------------------------|
| 1990 | 174,905 |
| 1991 | 183,630 |
| 1992 | 190,810 |
| 1993 | 197,214 |
| 1994 | 202,786 |
| 1995 | 211,555 |
| 1996 | 218,502 |
| 1997 | 226,101 |
| 1998 | 233,298 |
| 1999 | 243,339 |
| 2000 | 252,605 |
| 2005 | 313,133 |
| 2006 | 322,428 |
| Compound Annual Growth Rates | |
| 1990-2000 | 3.74% |
| 2000-2006 | 4.15% |
| 1990-2006 | 3.90% |

Sources: California Department of Finance Demographic Research Unit, 2006, "E-6, California County Population Estimates and Components of Change by Year, July 1, 1999-2006 with Census 2000 Counts" for 2005 and 2006 data; and California Department of Finance Demographic Research Unit, February 2005, "Updated E-6, Revised County Population Estimates and Components of Change by County, July 1, 1990-2000", for 1990-2000 data, Sacramento.

Table 15-2. Population and Population Growth Rates, Placer County Cities, 1990-2006.

| Compound Annual Growth Rate | | | | | | | |
|-----------------------------|--------|--------|---------|---------|-----------|-----------|-----------|
| City | 1990 | 2000 | 2005 | 2006 | 1990-2000 | 2000-2006 | 1990-2006 |
| Auburn | 10,653 | 12,462 | 12,972 | 12,975 | 1.6% | 0.7% | 1.2% |
| Colfax | 1,306 | 1,520 | 1,840 | 1,825 | 1.5% | 3.1% | 2.1% |
| Lincoln | 7,248 | 11,205 | 27,408 | 33,589 | 4.5% | 20.1% | 10.1% |
| Loomis | 5,705 | 6,260 | 6,335 | 6,480 | 0.9% | 0.6% | 0.8% |
| Rocklin | 18,806 | 36,330 | 50,989 | 50,920 | 6.8% | 5.8% | 6.4% |
| Roseville | 44,685 | 79,921 | 103,185 | 104,655 | 6.0% | 4.6% | 5.5% |

Sources: California Department of Finance Demographic Research Unit, May 2006, "E-5, City and County Population and Housing Estimates for Cities, Counties, and the State, 2001-2006, January 1, 2006;" for 2005 and 2006 data; and California Department of Finance Demographic Research Unit, March 2002, "E-5, City and County Population and Housing Estimates, 1990-2000," for 1990 data, Sacramento.

Table 15-3. Housing Units, Placer County Cities and County Total, 1990-2006.

| Compound Annual Growth Rate | | | | | | | |
|------------------------------------|-------------|-------------|-------------|-------------|------------------|------------------|------------------|
| City | 1990 | 2000 | 2005 | 2006 | 1990-2000 | 2000-2006 | 1990-2006 |
| Auburn | 4,795 | 5,457 | 5,814 | 5,898 | 1.3% | 1.3% | 1.3% |
| Colfax | 621 | 647 | 801 | 806 | 0.4% | 3.7% | 1.6% |
| Lincoln | 2,602 | 4,146 | 11,880 | 14,807 | 4.8% | 23.6% | 11.5% |
| Loomis | 2,030 | 2,273 | 2,353 | 2,441 | 1.1% | 1.2% | 1.2% |
| Rocklin | 7,481 | 14,421 | 19,679 | 19,924 | 6.8% | 5.5% | 6.3% |
| Roseville | 17,789 | 31,925 | 42,219 | 43,433 | 6.0% | 5.3% | 5.7% |
| Un-incorporated | 42,561 | 48,433 | 52,100 | 53,021 | 1.3% | 1.5% | 1.4% |
| Total County | 77,879 | 107,302 | 134,846 | 140,330 | 3.3% | 4.6% | 3.7% |

Sources: California Department of Finance Demographic Research Unit, May 2006, "E-5, City and County Population and Housing Estimates for Cities, Counties, and the State, 2001-2006, January 1, 2006;" for 2000-2006 data; and California Department of Finance Demographic Research Unit, May 2000, "E-5 City/County Population and Housing Estimates, 1991-2000, with 1990 Census Counts," for 1990 data, Sacramento.

Table 15-4. Placer County Establishments, 2003, by Number and Employment Size Class.

| Industry | Number of Employees | | | | |
|--|---------------------|--------------|--------------|------------|-------------|
| | No. Businesses | Under 10 | 10-99 | 100-499 | 500 or More |
| Forestry, fishing, hunting | 10 | 10 | 0 | 0 | 0 |
| Mining, utilities | 19 | 15 | 3 | 0 | 0 |
| Construction | 1,423 | 1,128 | 269 | 0 | 1 |
| Manufacturing | 307 | 177 | 116 | 25 | 1 |
| Wholesale, retail trade | 1,537 | 1,055 | 437 | 11 | 3 |
| Transportation, warehousing | 144 | 104 | 32 | 5 | 0 |
| Information services | 159 | 108 | 41 | 40 | 0 |
| Finance, real estate | 1,112 | 901 | 199 | 8 | 0 |
| Professional service, management, admin support | 1,376 | 1,107 | 240 | 10 | 0 |
| Educational services | 107 | 67 | 38 | 7 | 0 |
| Health care | 856 | 678 | 167 | 4 | 1 |
| Arts, entertainment, related | 128 | 87 | 36 | 6 | 0 |
| Accommodations, food | 648 | 302 | 331 | 3 | 1 |
| Miscellaneous | 667 | 560 | 100 | 17 | 2 |
| Total | 8,493 | 6,299 | 2,009 | 136 | 9 |

Table 15-5. Major Private Sector Employers in Placer County.

| Name | Industry | Employment |
|---------------------------------|---------------------------------------|-------------------|
| Hewlett-Packard | Computer Hardware Manufacturing | 4,000 |
| Thunder Valley Casino | Casino | 2,200 |
| Kaiser Medical | Healthcare | 1,847 |
| Squaw Valley Ski Corp | Misc. Amusement, Recreation Services | 1,500 |
| Sutter Health | Healthcare | 1,319 |
| Raley's Inc. | Retail Groceries | 1,135 |
| Union Pacific Railroad Co. Inc. | Transportation, Railroad | 1,062 |
| Pride Industries | Mail and Fulfillment Services | 1,060 |
| SureWest | Telecommunications | 760 |
| NEC Electronics | Electronic Components and Accessories | 710 |
| Resort at Squaw Creek | Misc. Amusement, Recreation Services | 700 |
| Pacific Gas and Electric | Utility Distributor | 630 |
| Wells Fargo | Financial Services | 570 |
| Target Corp | Retail | 554 |
| Sierra Pacific Industries | Sawmills & Planing Mills | 330 |
| Agilent Technologies Inc. | High Tech Manufacturing | 450 |
| United Natural Foods Inc. | Wholesale Groceries | 440 |
| Coherent Inc. | Electronic Components & Accessories | 350 |

Source: Sacramento Regional Research Institute, December 2005, "Placer County Economic and Demographic Profile 2006," prepared for County of Placer Office of Economic Development, Sacramento, p 53.

Table 15-6. Placer County General Government Revenues, by Source.

| Fiscal Year | Taxes | Intergovernmental Transfers | Other¹ | Total Revenues |
|--------------------|---------------|------------------------------------|--------------------------|-----------------------|
| 2002-2003 | \$95,244,103 | \$159,854,844 | \$87,450,384 | \$342,549,331 |
| 2003-2004 | \$105,647,190 | \$154,468,289 | \$78,324,977 | \$338,440,456 |
| 2004-2005 | \$118,407,215 | \$188,684,898 | \$91,875,495 | \$398,967,608 |
| 2005-2006 | \$162,425,000 | \$183,632,000 | \$99,720,000 | \$445,777,000 |

Source: Placer County, Comprehensive Annual Financial Report, 2005 and Placer County, Comprehensive Annual Financial Report, 2006.

¹Other includes: licenses and permits; fines, forfeitures and penalties; use of money and property; charges for services; tobacco settlement; and miscellaneous.

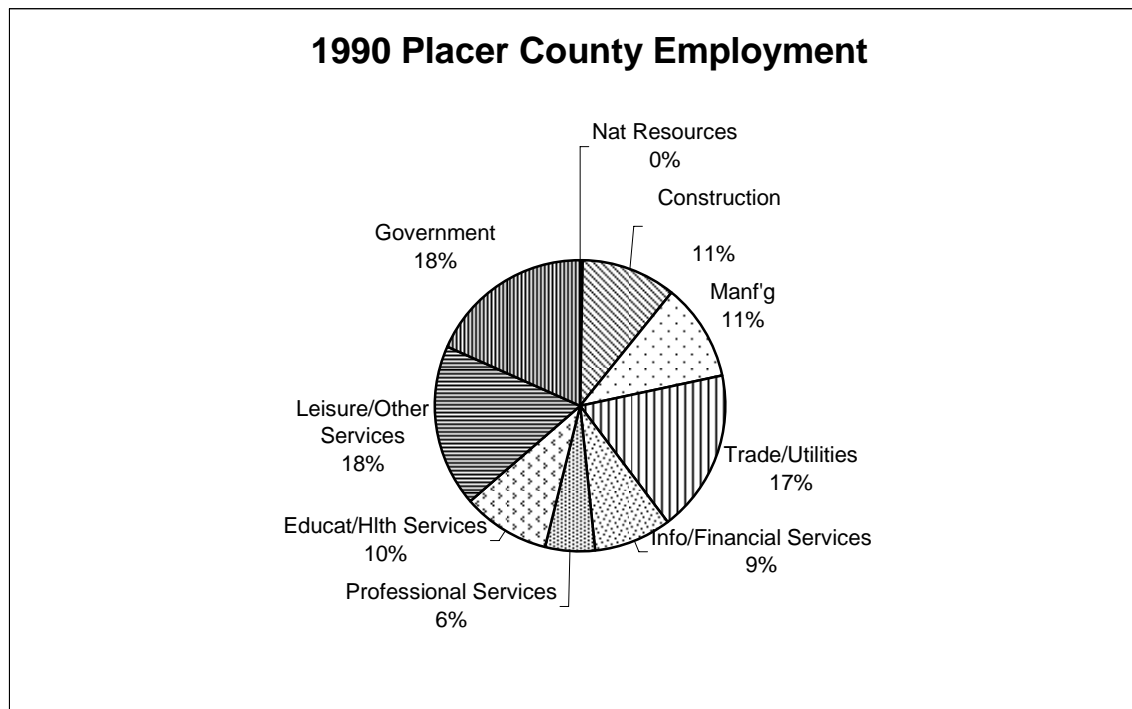
Table 15-7. Placer County General Government Expenditures, by Function.

| Fiscal Year | General Government | Public Protection | Public Assistance | Health & Sanitation | Public Ways & Facilities | Recreation & Cultural Services | Education | Other¹ | Total |
|--------------------|---------------------------|--------------------------|--------------------------|--------------------------------|-------------------------------------|---|------------------|--------------------------|----------------------|
| 2002-2003 | \$48,427,649 | \$104,450,568 | \$50,760,486 | \$50,564,834 | \$18,102,276 | \$431,133 | \$4,884,177 | \$29,770,310 | \$307,391,434 |
| 2003-2004 | \$54,577,767 | \$109,701,782 | \$50,005,393 | \$48,805,220 | \$19,389,573 | \$576,396 | \$3,931,553 | \$27,590,181 | \$314,577,865 |
| 2004-2005 | \$55,713,094 | \$119,944,506 | \$49,377,587 | \$60,094,352 | \$27,267,922 | \$338,254 | \$4,520,347 | \$46,429,091 | \$363,685,153 |
| 2005-2006 | \$54,552,000 | \$141,926,000 | \$55,842,000 | \$74,929,000 | \$29,121,000 | \$3,638,000 | \$4,879,000 | \$56,256,000 | \$421,143,000 |

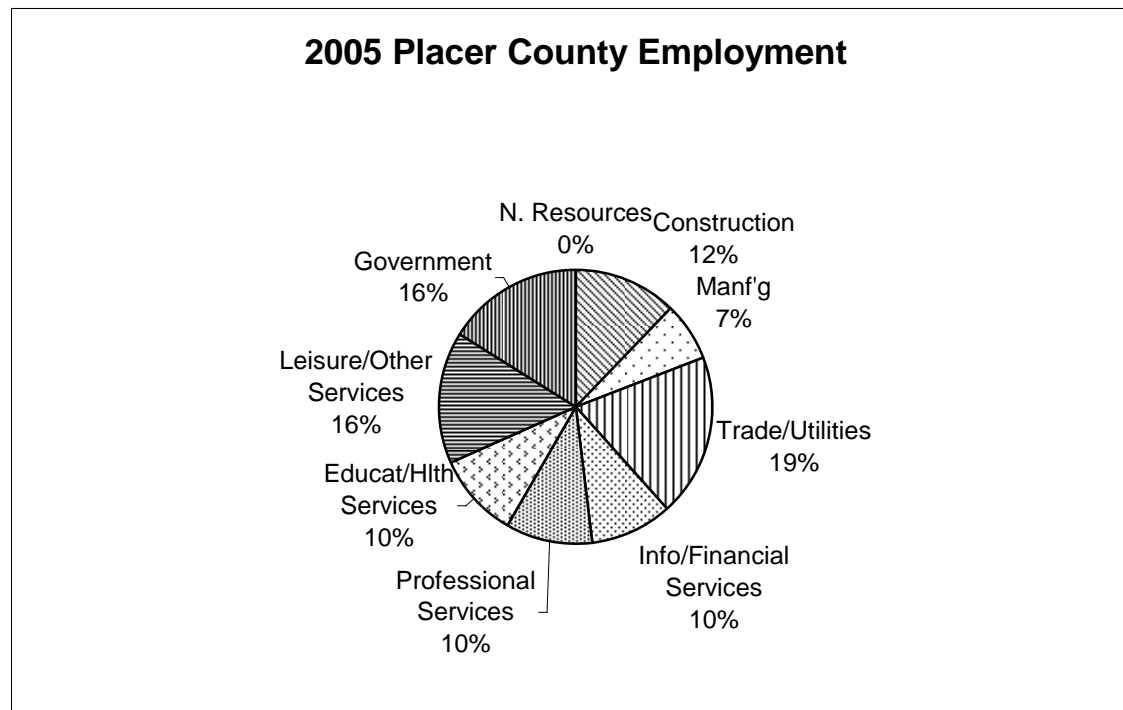
Source: Placer County, Comprehensive Annual Financial Report, 2005 and Placer County, Comprehensive Annual Financial Report, 2006.

¹Includes capital outlays, debt service, interest, fiscal charges, bond issuance costs, and payment to refunded bond escrow agent.

FIGURES

Figure 15-1. Placer County Employment, by Sector, 1990.

Source: California Employment Development Department. 2006. Labor Market Information Division, "Placer County Industry Employment & Labor Force – by Annual Average March 2006 Benchmark."

Figure 15-2. Placer County Employment, by Sector, 2005.

Source: California Employment Development Department. 2006. Labor Market Information Division, "Placer County Industry Employment & Labor Force – by Annual Average March 2006 Benchmark."