



City of Rocklin

Demographic and Economic Profile 2005-2006

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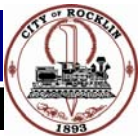
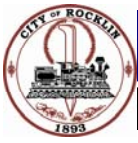


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INTRODUCTION

LOCATION

This report contains data summaries on Rocklin's demographics, education, labor force, economy, regional real estate, infrastructure and utilities, and quality of life. Placer County and Sacramento Metropolitan market area data is provided where applicable.

Rocklin is located in South Placer County and is part of the Sacramento-Yolo Consolidated Metropolitan Statistical Area (CMSA), which includes the six counties of Sacramento, Placer, El Dorado, Yolo, Yuba, and Sutter. At the center of the region, the City of Sacramento is the State Capital.

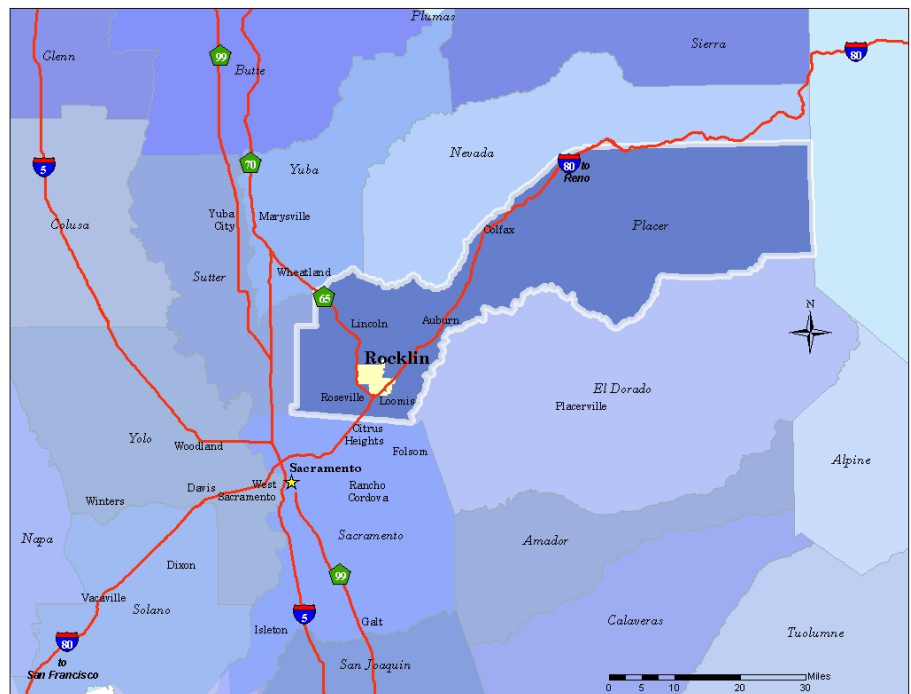
Placer County is divided into the Gold Country, where the cities of Auburn and Colfax are located, and the High Country, which encompasses Tahoe City and Kings Beach along Lake Tahoe. South Placer is comprised of the incorporated cities of Lincoln, Rocklin, Roseville, the Town of Loomis, as well as the unincorporated community of

Granite Bay. South Placer County lies in the north-central part of California, approximately 420 miles north of Los Angeles, 265 miles south of the Oregon Border, 100 miles northeast from San Francisco, 80 miles west of South Lake Tahoe, and 100 miles southwest of Reno, Nevada.

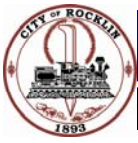
Rocklin was incorporated as a city in 1893. The city is located at the junction of Interstate 80 and State Highway 65. It encompasses 20 square miles and is located 25 miles from the center of Sacramento and 110 miles northeast from San Francisco. The City of Rocklin, with a current population of 50,494, is the second largest by population in Placer County.

COMMUNITY CHARACTERISTICS

Established over 100 years ago, Rocklin is rich in traditions and history. Rocklin is known for its high quality of life and being a family-oriented community. Rocklin is equidistant time wise from San Francisco, located two hours to the west, and from Lake Tahoe, located two hours to the east.



Source: SACOG



DEMOGRAPHICS

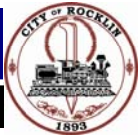
Figure 1—FAST FACTS

This section provides fast facts and a snapshot of key community demographics.

Type of Government	General Law Municipal Corporation
Incorporated	1893
Size	19.87 square miles
Elevation	249' above sea level
Average Annual Rainfall	23.15 inches
Bond Rating	AA-
Earthquake Zone	Zone 3 (not located in Fault—Rupture Hazard Zone)
Fire Protection	ISO Rating 3 Fire Class
Population	50,494
Population Growth	8.6% annual since 2000
Projected Population 2010	64,090
Median Age	35.9
Median Household Income	\$77,817
Median Housing Value	\$507,468
Per Capita Income	\$34,101
Average Household Income	\$93,355
Average Household Size	2.73
Average Housing Value	\$546,036
Number of Households	18,000
Median Rent	\$794
Crime Rate	9/1,000 residents
Unemployment Rate (2004)	2.9%
Average Travel Time to Work	25 minutes
School SAT Score (Math/Verbal)	1,057
School District API Score	809
Percentage of Population with Bachelor's degree or greater	36%
Percentage of Population with High School Diploma or greater	95%



*Sources: City of Rocklin, U.S. Census, ESRI, California Department of Education
All Figures 2005 unless noted otherwise, July 2005*

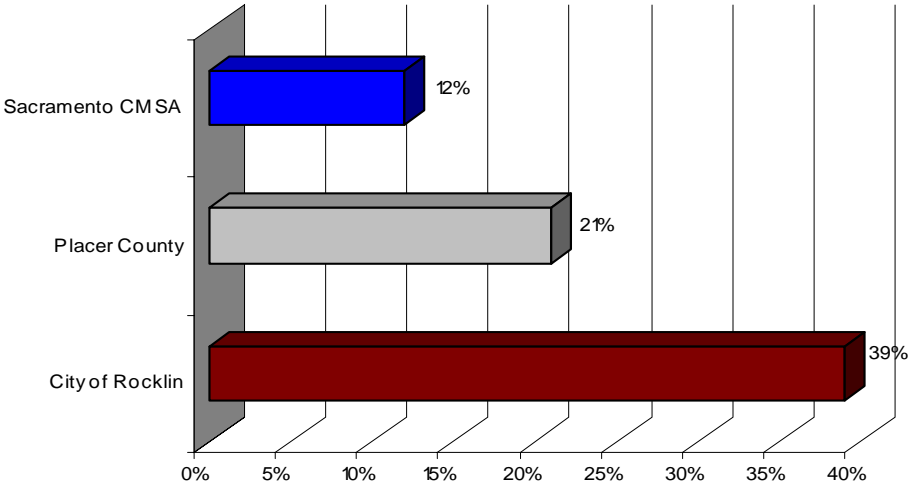


DEMOGRAPHICS

POPULATION

Rocklin has been one of the fastest growing cities in California. Rocklin has a current population of 50,494. The city's population grew 133% from 1990-2005. Rocklin has grown much faster than Placer County and the region. Rocklin is projected to grow much faster in population versus the County and region over the next five years with a projected growth rate of 27% versus 8% for Placer County and 6% for the six-county region.

Figure 2—POPULATION GROWTH COMPARISON

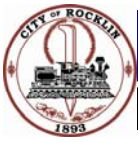


Sources: Sacramento Area Council of Government (SACOG), U.S. Census, ESRI, California Dept. of Finance, 2000-2005

Figure 3—POPULATION DATA

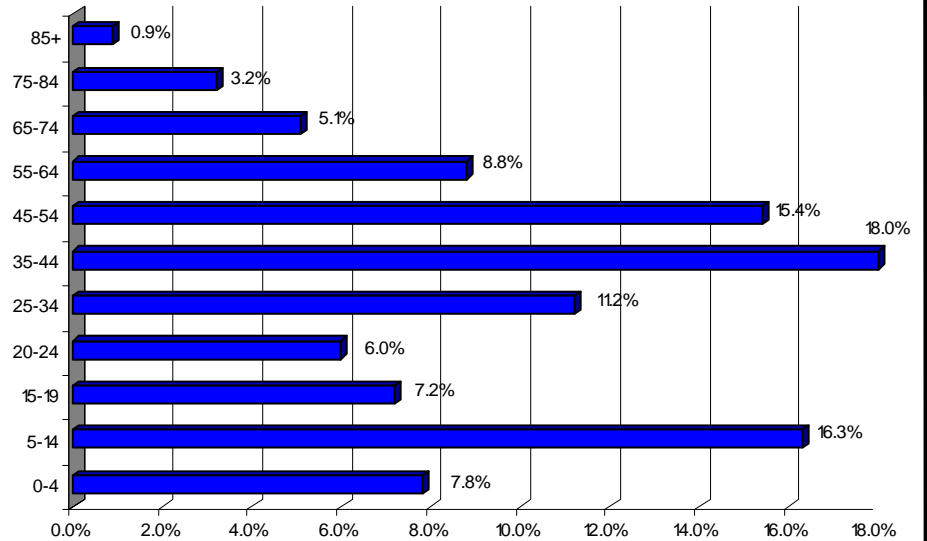
	Pop 2000	Pop 2005	Pop 2010 Projected	2000-2005 % Changes	2005-2010 % Change Projected
City of Rocklin	36,330	50,494	64,090	39%	27%
Placer County	252,603	305,675	330,381	21%	8%
Sacramento CMSA	1,951,210	2,192,350	2,326,309	12%	6%

Sources: Sacramento Area Council of Government (SACOG), U.S. Census, ESRI, California Dept. of Finance



DEMOGRAPHICS

Figure 4—AGE DISTRIBUTION

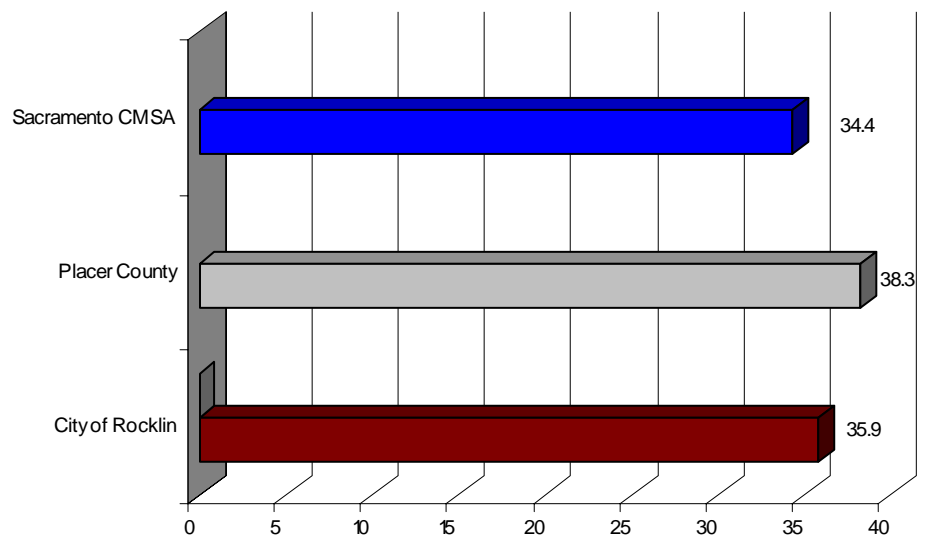


Sources: U.S. Census, ESRI, 2005

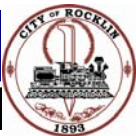
AGE COMPOSITION

Rocklin has a current median age of 35.9 years. Placer County has a median age of 38.3 years. The Sacramento Region has a median age of 34.4 years.

Figure 5—MEDIAN AGE



Sources: U.S. Census, ESRI, 2005



DEMOGRAPHICS

HOUSEHOLD GROWTH AND HOUSING

Rocklin is growing faster than the county and much faster than the metropolitan region in terms of household growth.

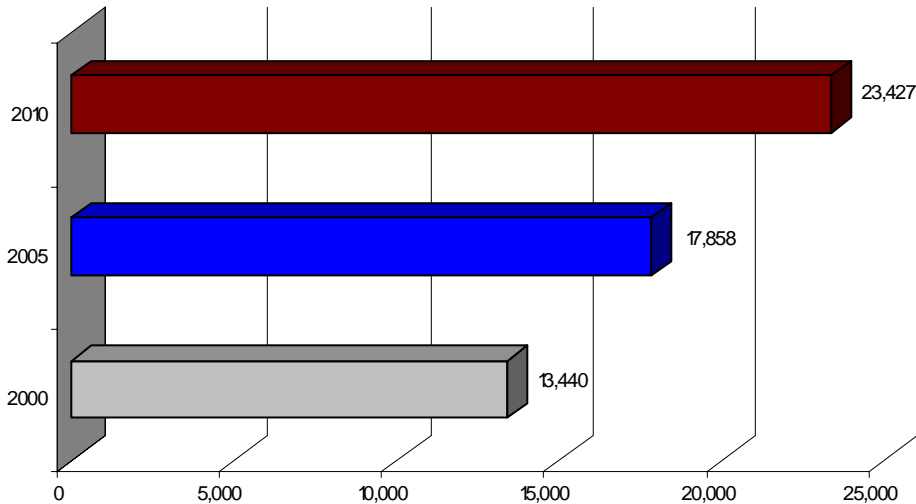
Figure 6—HOUSEHOLD GROWTH (No. of Households)

	2000	2005	2010	2000-2005 % Change	2005-2010 % Change
City of Rocklin	13,440	17,858	23,427	32.9%	31.2%
Placer County	93,382	121,507	128,711	30.1%	5.9%
Sacramento CMSA	712,866	798,910	845,659	12.1%	5.9%

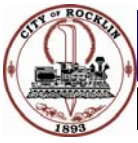
Sources: U.S. Census, ESRI

Nearly 75% of owner occupied homes have a value exceeding \$400,000.

Figure 7—NUMBER OF HOUSEHOLDS

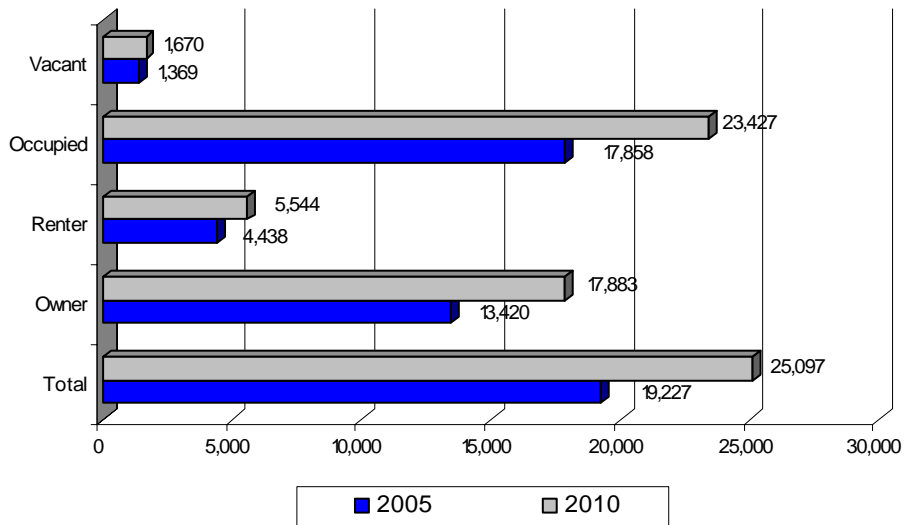


Sources: U.S. Census, ESRI



DEMOGRAPHICS

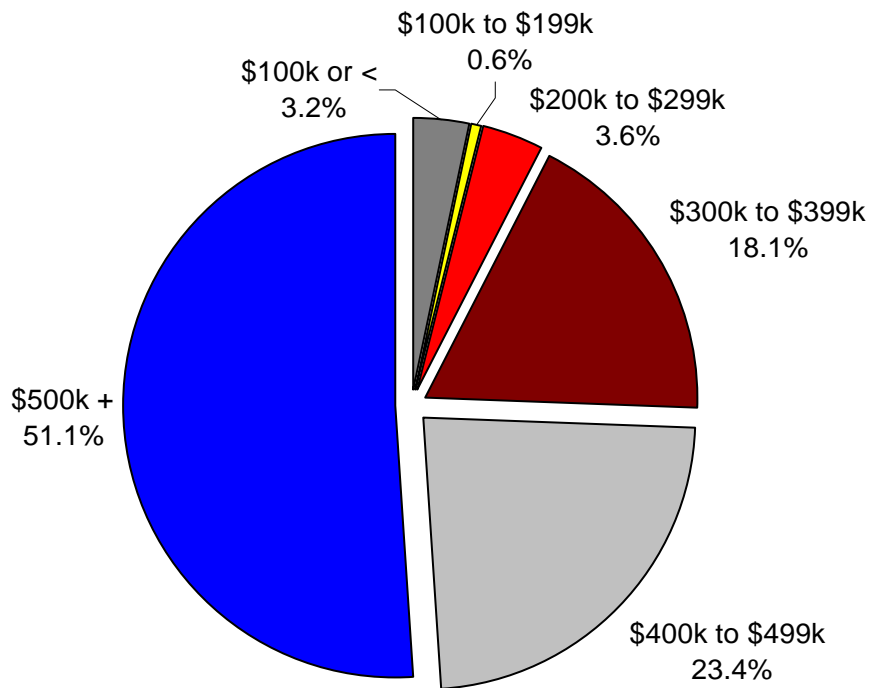
Figure 8—OCCUPIED HOUSING UNITS



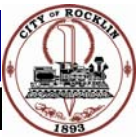
Rocklin has a strong tradition of housing ownership with 75% owner occupied housing.

Sources: U.S. Census, ESRI

Figure 9—VALUE OF OWNER OCCUPIED HOUSING UNITS

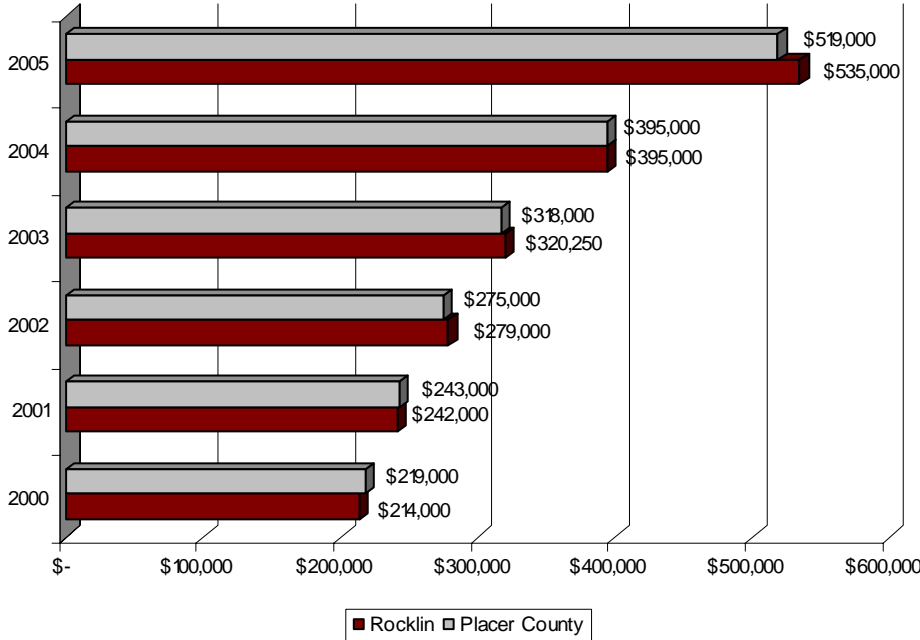


Sources: U.S. Census, ESRI, 2005



DEMOGRAPHICS

Figure 10—MEDIAN SALES PRICE SINGLE-FAMILY DETACHED HOMES

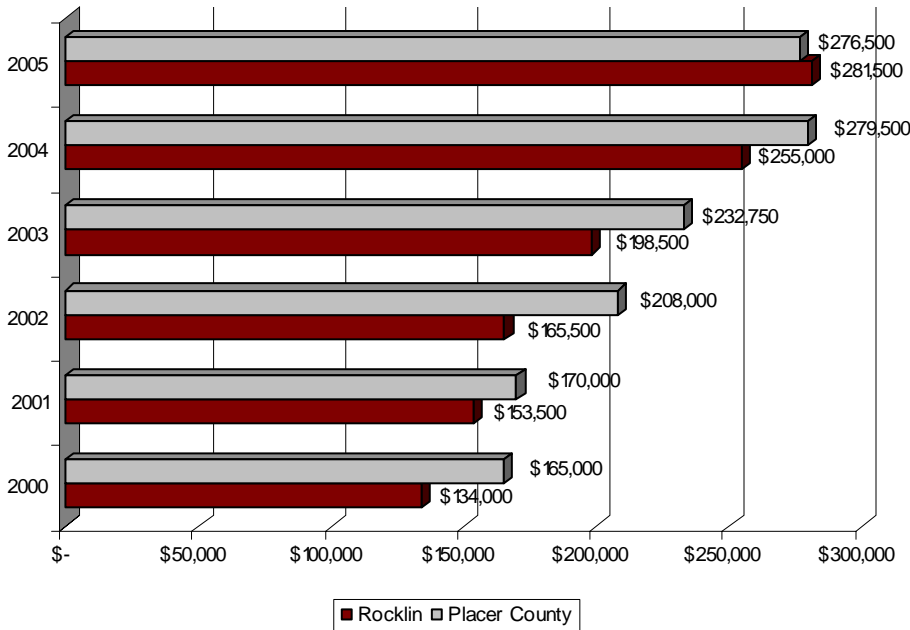


Source: California Association of Realtors

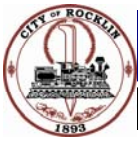
HOME PRICES

In 2005, the year-to-date median home price for detached units is \$535,000. Since 2000, the Sacramento-Arden-Arcade-Roseville metro area which includes Rocklin, ranks #8 in the nation in home price appreciation.

Figure 11—MEDIAN SALES PRICE SINGLE-FAMILY ATTACHED HOMES

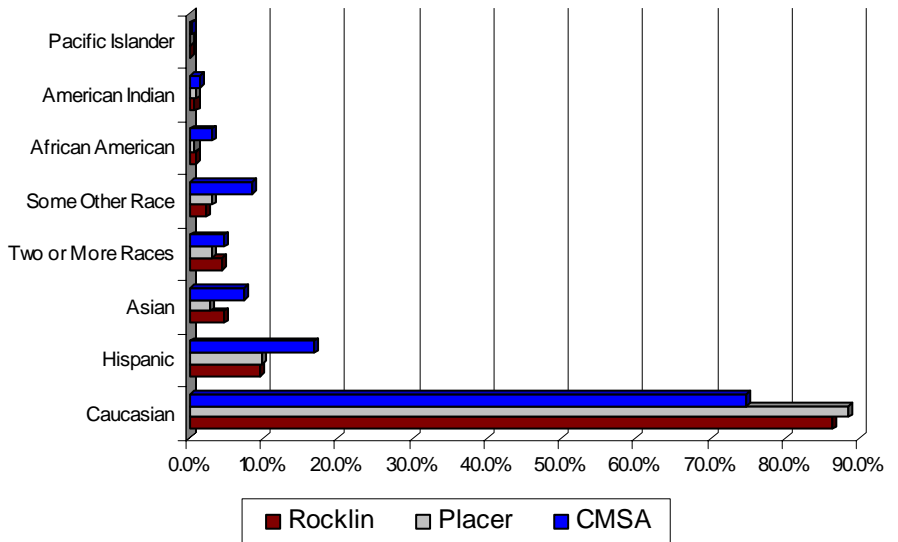


Source: California Association of Realtors



DEMOGRAPHICS

Figure 12—ETHNICITY



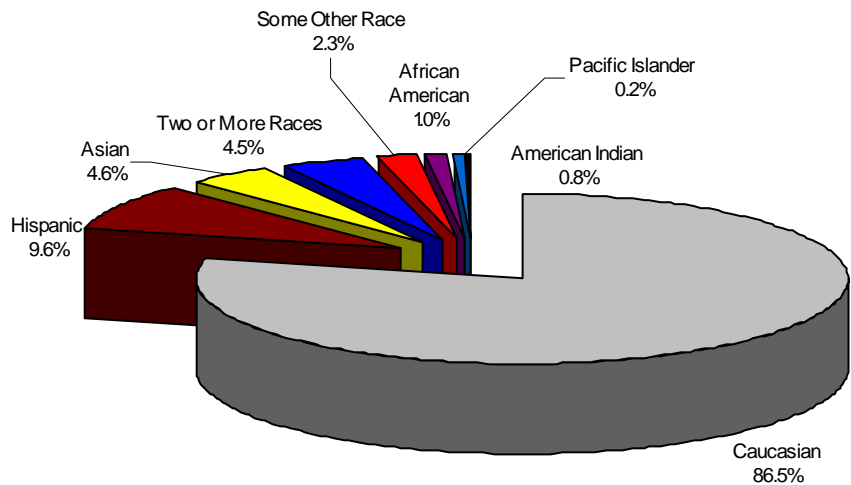
Sources: U.S. Census, ESRI, 2005

Notes: Categories are not mutually exclusive, therefore these numbers will add up greater than 100%

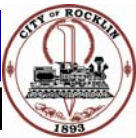
ETHNICITY

The population in Rocklin is 87% Caucasian, which is higher than the metro area at 75%. Hispanics are the second largest ethnic group in Rocklin. Asians account for 5% of the population and African Americans account for 1% of the population.

Figure 13—POPULATION BY RACE IN ROCKLIN

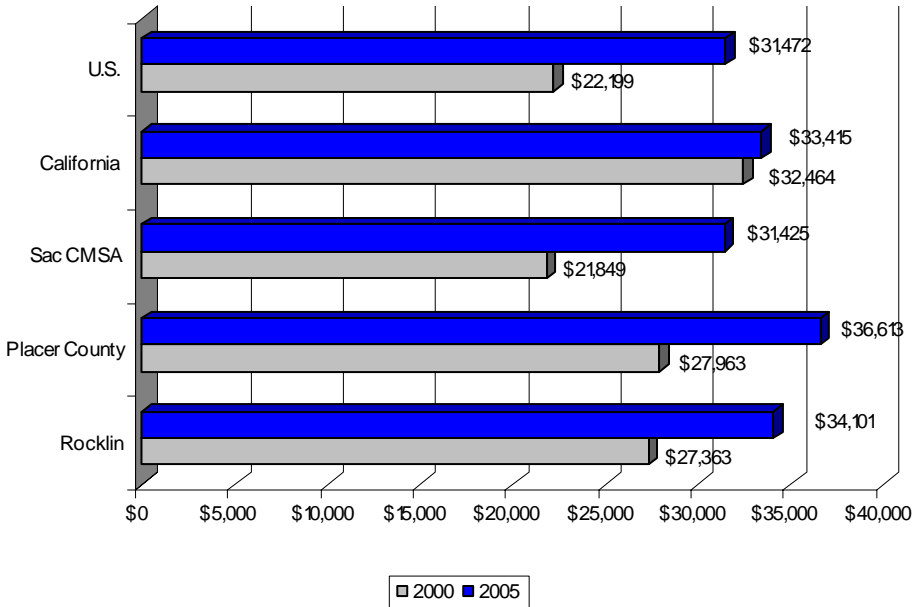


Sources: U.S. Census, ESRI, 2005



DEMOGRAPHICS

Figure 14—AVERAGE PER CAPITA INCOME

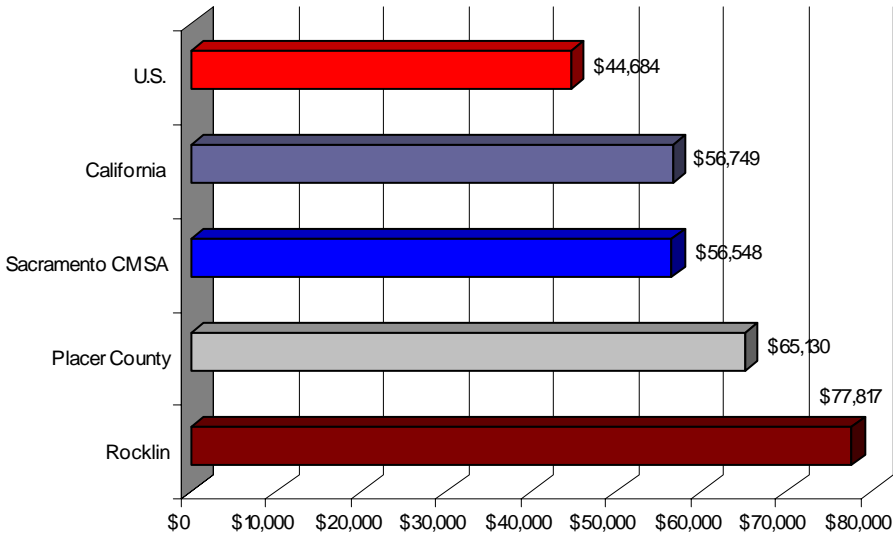


Sources: U.S. Census, ESRI, Bureau of Economic Analysis, (Placer County and Sacramento Metro 2003); all others 2005

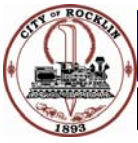
INCOME

The City's median household income is higher than those in Placer County, the Sacramento metro area, California, and the United States. Rocklin's median household income is 38% greater than the metro area, highlighting Rocklin as one of the most attractive communities in the region. More impressive, is the City's 40% advantage over California, one of the wealthiest U.S. states.

Figure 15—MEDIAN HOUSEHOLD INCOME

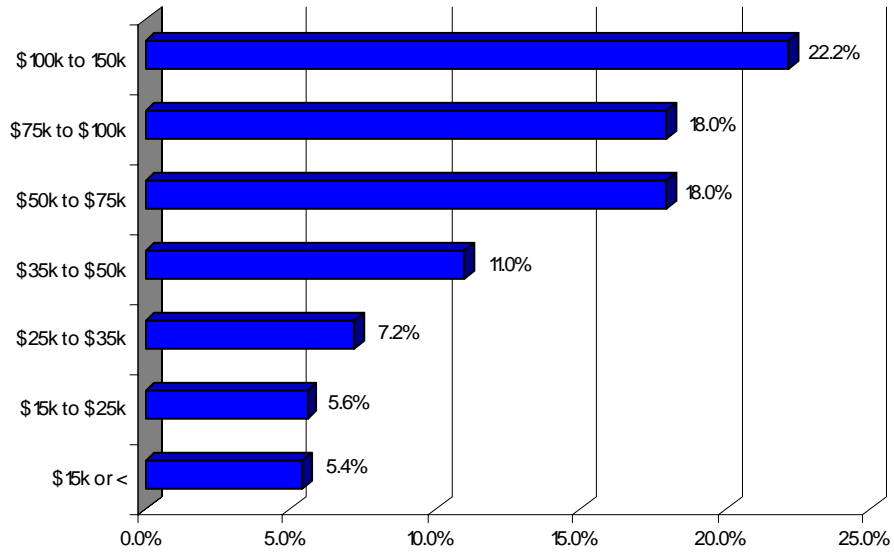


Sources: U.S. Census, ESRI, 2004



DEMOGRAPHICS

Figure 16—HOUSEHOLDS BY INCOME



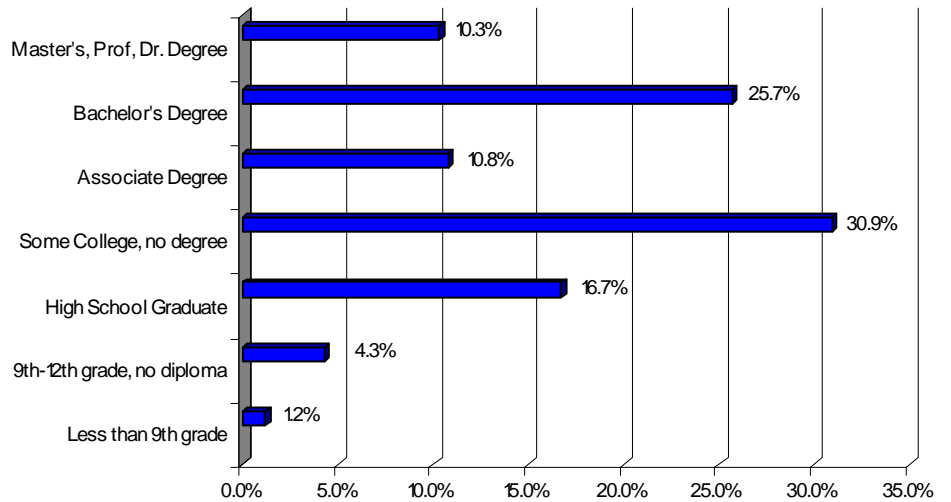
Source: ESRI, 2005





EDUCATION

Figure 17—EDUCATION ATTAINMENT



Source: ESRI

Rocklin has a highly educated population. Nearly 40% have a bachelor's degree or higher.

Figure 18—ACADEMIC PERFORMANCE INDEX (API)

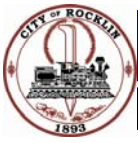
Rocklin Schools	Number of Students	API Base 2004
<i>Elementary Schools</i>		
Antelope Creek	404	788
Breen	459	865
Cobblestone	363	816
Parker Whitney	370	836
Rock Creek	420	830
Rocklin	296	798
Rocklin Academy	126	906
Sierra	255	835
Twin Oaks	444	839
Valley View	261	866
<i>Middle Schools</i>		
Granite Oaks	740	832
Spring View	715	779
<i>High School</i>		
Rocklin	1,838	754

Source: California Department of Education

ACADEMIC PERFORMANCE INDEX

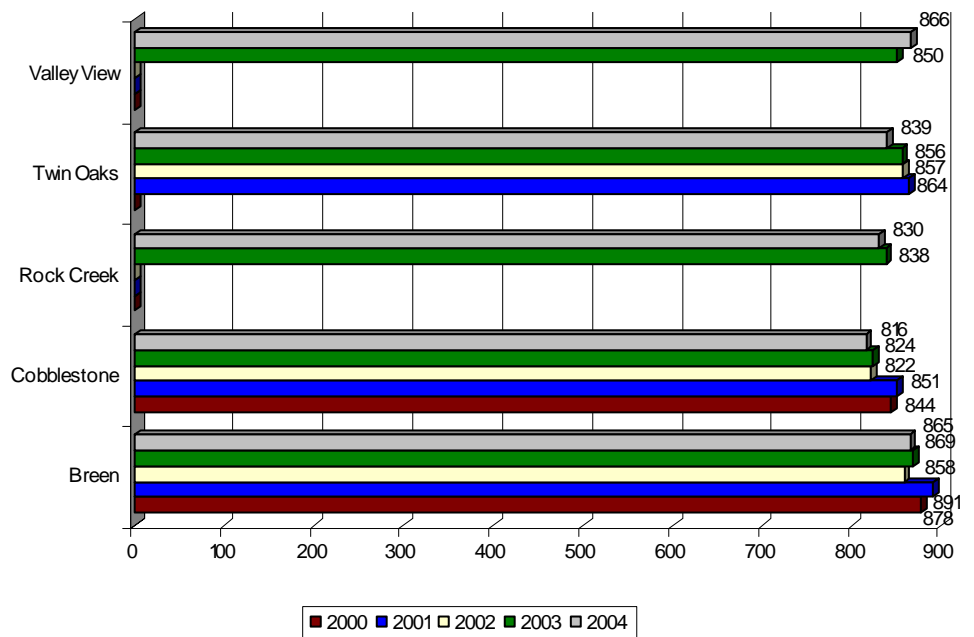
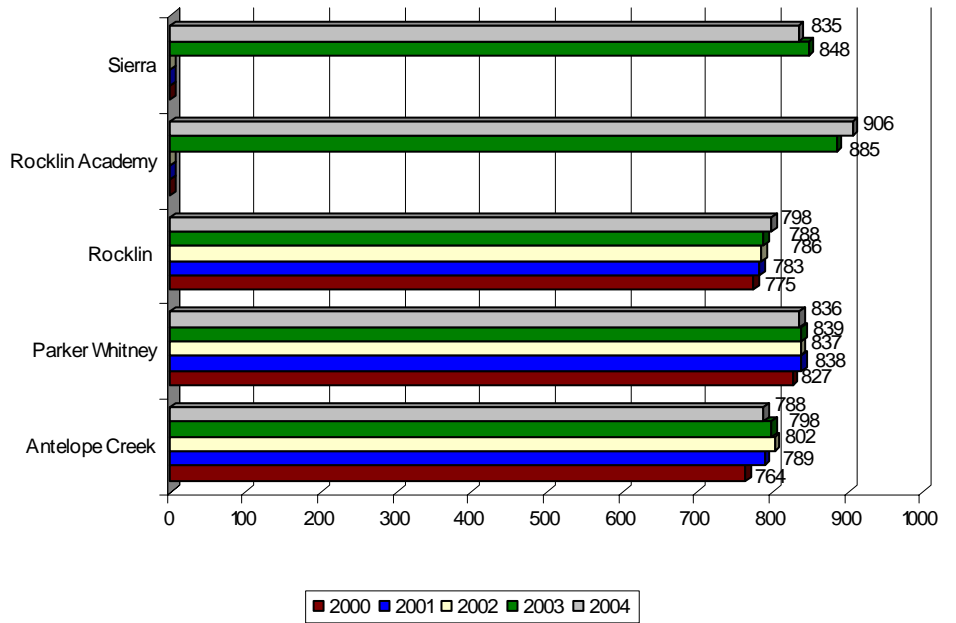
Rocklin schools consistently rank high, when measured against the State benchmark Academic Performance Index (API) of 800.

Nearly all Rocklin schools exceed the State API base goal of 800.

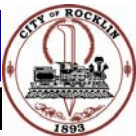


EDUCATION

Figure 19— ELEMENTARY SCHOOLS API

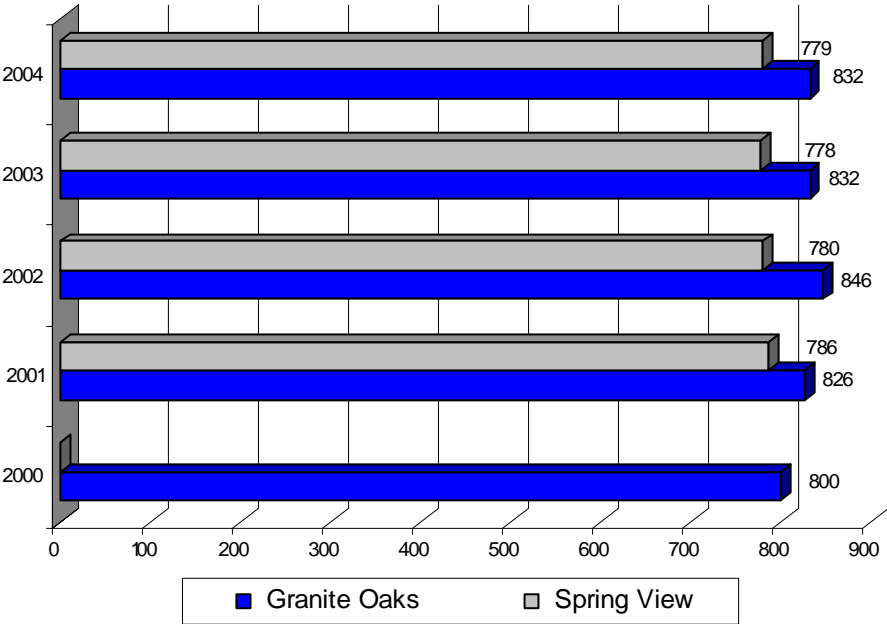


Sources: Rocklin Unified School District, California Department of Education



EDUCATION

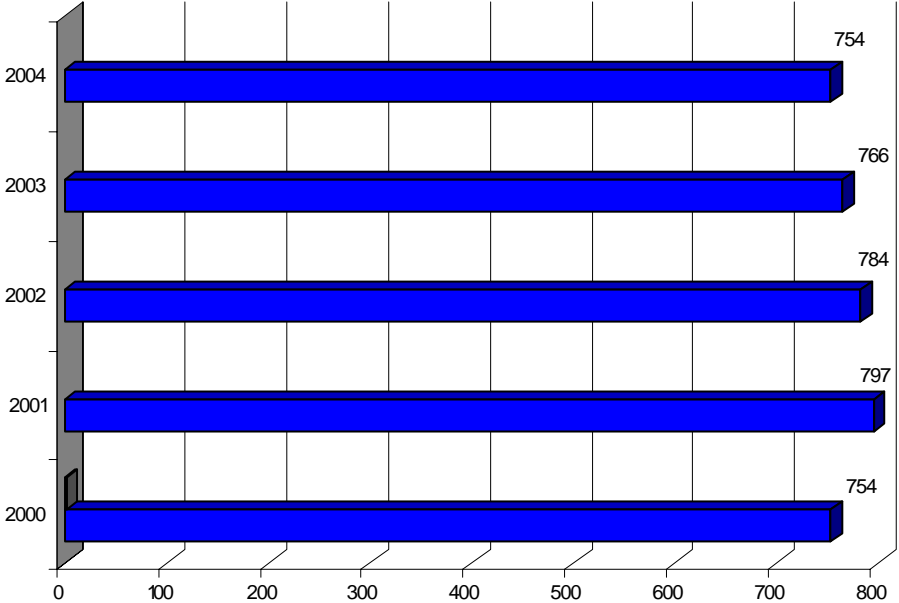
Figure 20—MIDDLE SCHOOLS API



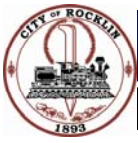
Sources: Rocklin Unified School District, California Department of Education



Figure 21—ROCKLIN HIGH SCHOOL API



Sources: Rocklin Unified School District, California Department of Education



EDUCATION

HIGHER EDUCATION



Two institutions of higher learning are located in Rocklin including William Jessup University, a four-year private university and Sierra College, a two-year public college. Sacramento State University is located 24 miles southeast and UC Davis is located 41 miles southwest, respectively from Rocklin.

College and university education is available from institutions in the Sacramento region. Below is a sample list of institutions.

Public Universities

- UC Davis
• CSU, Sacramento

Private Universities

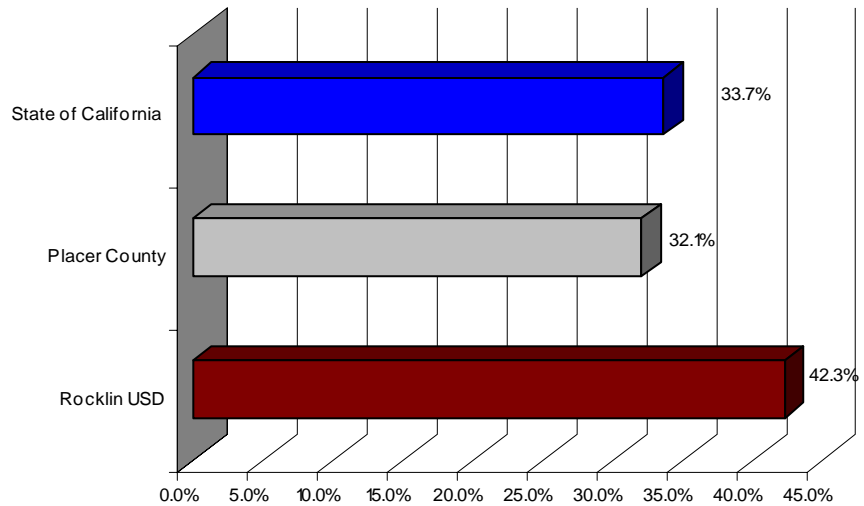
- Chapman
• Golden Gate
• Lincoln Law School
• McGeorge School of Law
• National
• University of the Pacific
• University of Phoenix
• University of San Francisco
• University of Southern California
• William Jessup

Public Community Colleges

- American River
• Cosumnes River
• Sacramento City
• Sierra

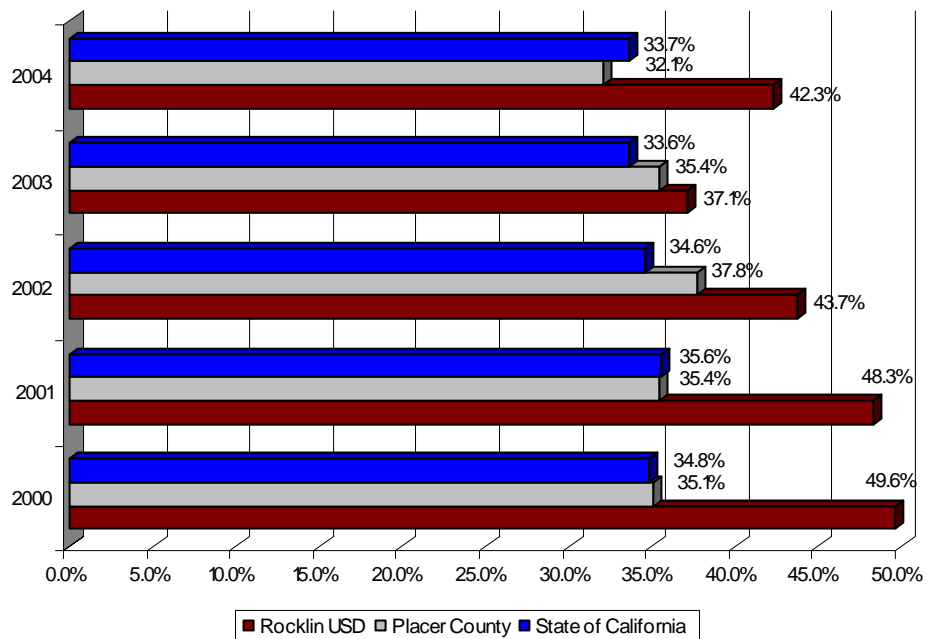
Rocklin students also compare favorably in meeting the requirements to enter four-year universities versus the State of California and the County.

Figure 22—HIGH SCHOOL GRADUATES QUALIFIED FOR UC/CSU ENTRANCE
Rocklin USD vs. Placer County and State of California 2004



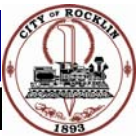
Source: California Department of Education

Figure 23—HIGH SCHOOL GRADUATES MEETING REQUIREMENTS FOR UC/CSU ENTRANCE



Source: California Department of Education

Note: Rocklin Unified School District percentages are dropping



LABOR FORCE

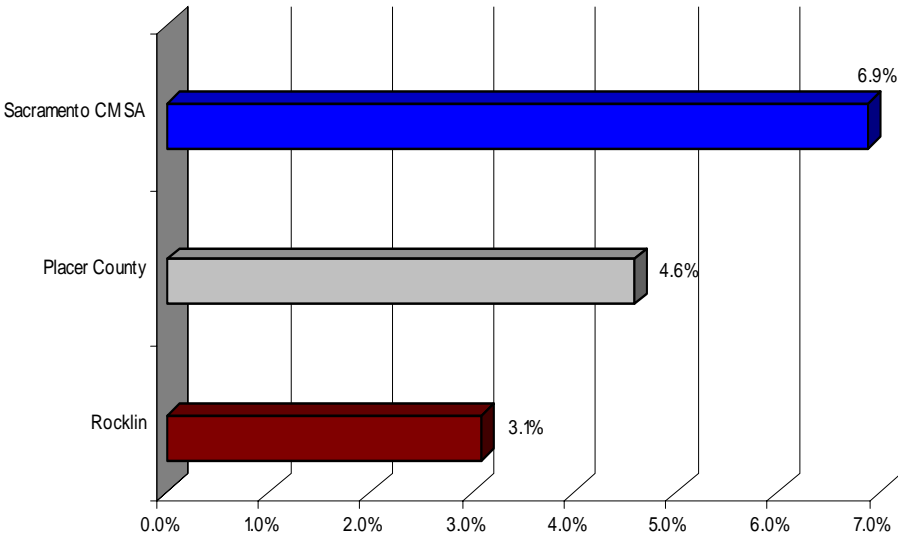
Labor force participation for Rocklin, Placer County and the Sacramento Consolidated Metropolitan Statistical Area (CMSA).

Figure 24—LABOR FORCE AND EMPLOYMENT

	Labor Force	Civilian Employment	Unemployment	Unemployment Rate
Rocklin	23,700	23,300	400	3.1%
Placer County	155,000	147,900	7,100	4.6%
Sacramento CMSA	1,069,100	1,008,600	60,500	6.9%

Source: California Employment Development Department, 2004

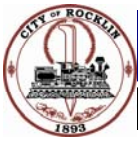
Figure 25—UNEMPLOYMENT RATE COMPARISON



Source: California Employment Development Department, 2004

UNEMPLOYMENT

Unemployment in Rocklin is significantly lower than the Sacramento metro area and Placer County.

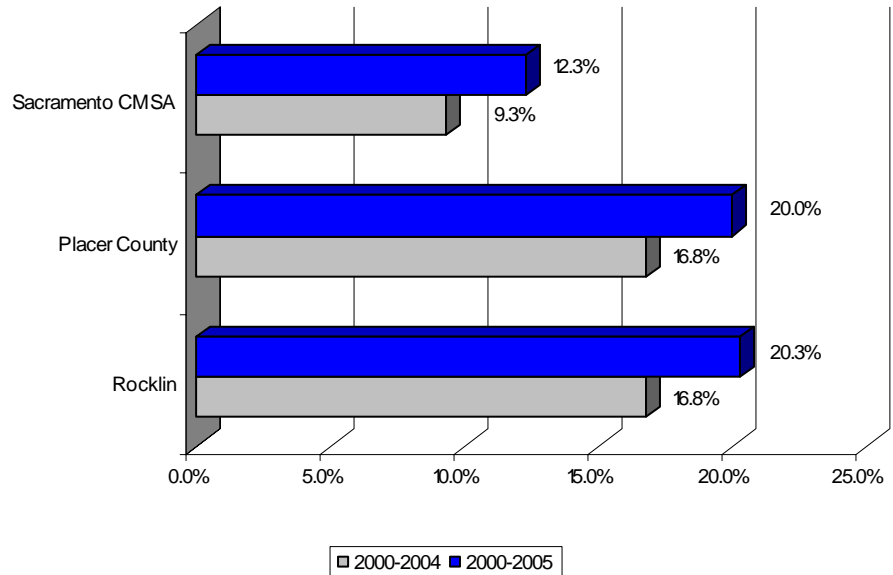


LABOR FORCE

EMPLOYMENT GROWTH

Rocklin's employment growth has closely tracked Placer County which is one of the nation's top employment growth areas.

Figure 26—EMPLOYMENT GROWTH



Source: California Employment Development Department, 2005
 Notes: 2000-2004 annual and 2000-2005 (2005 through June 2005)

WAGES

Figure 27 shows the average wage per job by metropolitan area. Rocklin is part of the Sacramento-Arden-Arcade-Roseville metropolitan area. Average wages in the Rocklin area are 5% lower than the statewide average.

Figure 27—AVERAGE WAGE PER JOB

California	\$41,795
Fresno	\$29,885
Los Angeles-Long Beach-Santa Ana	\$42,568
Modesto	\$31,492
Napa	\$36,213
Oxnard-Thousand Oaks-Ventura	\$39,472
Riverside-San Bernardino-Ontario	\$32,564
Sacramento-Arden-Arcade-Roseville	\$39,786
San Diego-Carlsbad-San Marcos	\$39,299
San Francisco-Oakland-Fremont	\$52,284
San Jose-Sunnyvale-Santa Clara	\$64,045
Santa Rosa-Petaluma	\$36,596
Stockton	\$32,692
Vallejo-Fairfield	\$35,316
Yuba City	\$30,585

Source: California Employment Development Department, 2005



LABOR FORCE

Figure 28—MAJOR EMPLOYERS IN ROCKLIN (TOP 25, 2005)

	Company	FTE	TYPE
1	Rocklin Unified School District	848	Education
2	Oracle	500	Services
3	United Parcel Service (UPS)	472	Distribution
4	United Natural Foods	469	Distribution
5	Sierra College	450	Education
6	City of Rocklin	260	Government
7	Sierra Pine Ltd.	225	Manufacturing
8	The Gap Direct	216	Services
9	TASQ Technology	175	Services
10	Bel Air	150	Retail
11	Verifone	130	Services
12	Albertsons (2)	112	Retail
13	Financial Pacific Insurance	105	Services
14	ID Marketing Inc.	100	Services
15	Starstream Communications	91	Services
16	Whitney Oaks Golf Club	85	Services
17	Eco-logic Engineering	78	Services
18	Wildlands Inc.	70	Services
19	Wallace Kuhl	70	Services
20	Five Star Car Wash	65	Services
21	Big K-Mart	60	Retail
22	Patterson Dental	57	Services
23	Granite Motorsports	50	Retail
24	Safeway (2)	49	Retail
25	Meeks Building Supply	44	Retail

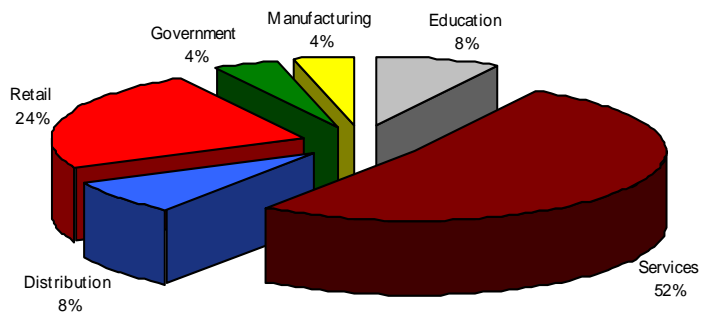
MAJOR EMPLOYERS

Major employers in Rocklin are concentrated in education, technology services, commercial, and retail.

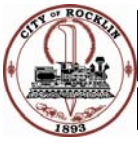
The services and retail sectors are the top employers in the City of Rocklin today.

Source: City of Rocklin
Notes: (2) = two locations

Figure 29—ROCKLIN TOP EMPLOYERS BY INDUSTRY
Top 25 Employers Only 2005



Source: City of Rocklin



ECONOMY

Figure 30—REGIONAL WAGES BY OCCUPATION

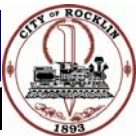
	Wage
Management Occupations	
Computer and IS Managers	\$114,219
Sales Managers	\$106,423
General and Operations Managers	\$100,066
Industrial Production Managers	\$81,666
Construction Managers	\$81,569
Computer Occupations	
Software Engineers, Systems	\$91,220
Software Engineers, Applications	\$81,552
Architecture and Engineering Occupations	
Civil Engineers	\$74,542
Electrical Engineers	\$72,070
Health Care Occupations	
Dentists	\$177,098
Surgeons	\$166,746
Registered Nurses	\$65,902
Sales and Related Occupations	
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$63,159
First-Line Supervisors/Managers of Non-Retail Sales Workers	\$60,364
Sales Representatives, Services, All Other	\$52,939
First-Line Supervisors/Managers of Retail Sales Workers	\$38,260
Retail Salespersons	\$24,796
Office and Administrative Support Occupations	
Legal Secretaries	\$41,648
Computer Operators	\$38,769
Word Processors and Typists	\$35,243
Shipping, Receiving, and Traffic Clerks	\$27,824
Receptionists and Information Clerks	\$24,597
Construction and Extraction Occupations	
Plumbers, Pipe fitters, and Steamfitters	\$46,689
Carpenters	\$45,377
Electricians	\$44,253
Construction Laborers	\$32,334
Helpers--Brick masons, Block masons, Stonemasons, and Tile and Marble Setters	\$30,203
Helpers, Construction Trades, All Other	\$28,497
Production Occupations	
First-Line Supervisors/Managers of Production and Operating Workers	\$48,603
Machinists	\$37,212
Metal Workers and Plastic Workers, All Others	\$35,307
Painting, Coating, and Decorating Workers	\$21,644
Assemblers and Fabricators, All Other	\$20,069
Production Workers, All Other	\$17,976
Transportation and Material Moving Occupations	
Truck Drivers, Heavy and Tractor-Trailer	\$35,667
Material Moving Workers, All Other	\$32,562
Truck Drivers, Light or Delivery Services	\$26,469
Driver/Sales Workers	\$23,136

MEAN REGIONAL WAGES BY OCCUPATION

(Selected occupations)

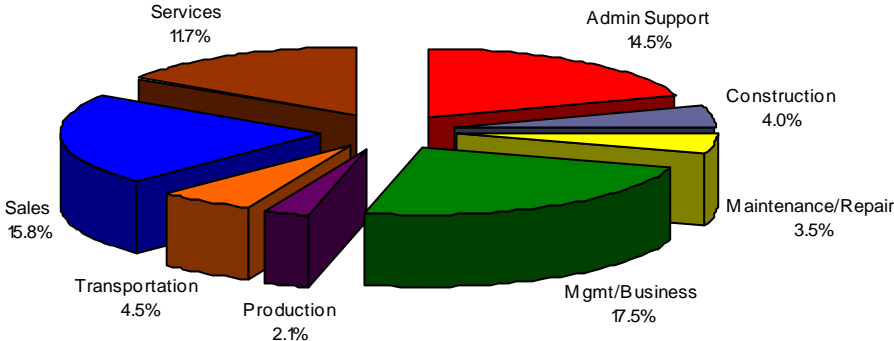
Private Sector Wages, 2005
(First Quarter for El Dorado, Placer, and Sacramento CMSA only)

Source: California Labor Market Division, EDD, 2005 Q1



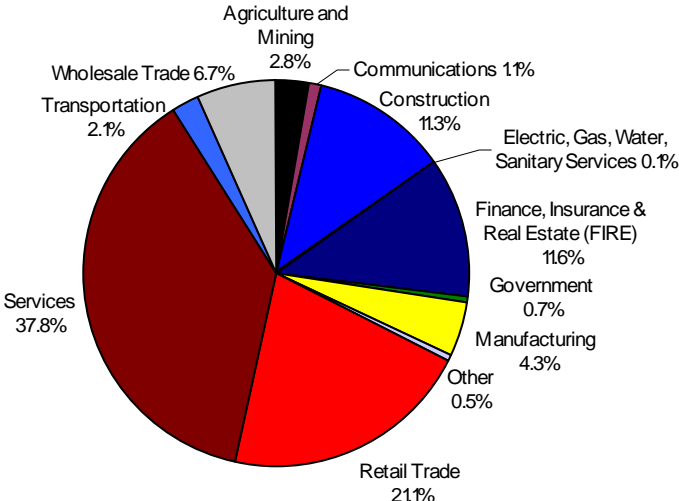
ECONOMY

Figure 31—EMPLOYMENT 16 YEARS+ BY OCCUPATION



Source: ESRI, 2005

Figure 32—ROCKLIN BUSINESS MIX

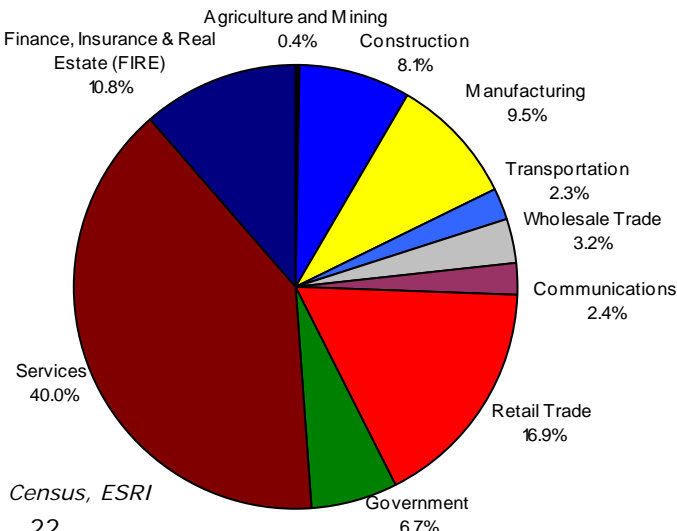


Sources: U.S. Census, ESRI, 2005

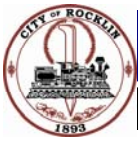
ROCKLIN BUSINESS MIX

The top business sectors in the City are services, retail, finance, insurance, real estate, construction, and wholesale trade.

Figure 33—PLACER COUNTY BUSINESS MIX
Placer County All Sectors 2003



Sources: U.S. Census, ESRI



ECONOMY

Figure 34—COST OF LIVING COMPARISON

METRO/MICRO	URBAN AREA AND STATE	COMPOSITE INDEX	GROCERY ITEMS	HOUSING	UTILITIES	TRANSPORTATION	HEALTH CARE	MISC. GOODS & SERVICES
Weighting	—	100%	13%	29%	10%	9%	4%	35%
United States City Average	—	100	100	100	100	100	100	100
Phoenix-Mesa-Scottsdale	Phoenix AZ	96.8	100.7	88.8	92.9	102.3	99.5	101.3
Tucson	Tucson AZ	96.2	100.6	83.2	98.2	105.7	102.9	101.5
Fresno	Fresno CA	117.9	113.7	142.9	108.6	113.5	107.9	103.6
Sacramento	Sacramento CA	125.0	131.0	127.0	134.0	119.0	150.0	115.0
Los Angeles-Long Beach-Glendale	LA-Long Beach CA	153.7	123.4	253.2	114.1	112.5	120.6	108.2
Oakland-Fremont-Hayward	Oakland CA	150.7	149.9	229.2	93.3	115.4	126.1	114.1
Riverside-San Bernardino-Ontario	Palm Springs CA	121.2	111.8	147.4	107.9	117.1	104.5	109.6
San Diego-Carlsbad-San Marcos	San Diego CA	146.9	109.0	229.0	97.5	118.8	122.9	117.1
San Francisco-San Mateo-Redwood City	San Francisco CA	178.7	153.8	307.0	98.2	112.2	129.1	127.5
San Jose-Sunnyvale-Santa Clara	San Jose CA	167.2	140.5	269.8	110.3	117.6	119.7	126.6
Santa Ana-Anaheim-Irvine	Orange County CA	152.8	127.3	247.5	111.0	114.2	120.4	109.4
Denver-Aurora	Denver CO	101.6	106.4	105.2	87.5	96.0	106.5	101.7
Boise City-Nampa	Boise ID	94.7	85.2	86.8	91.7	104.4	104.5	102.0
Las Vegas-Paradise	Las Vegas NV	110.6	102.0	130.0	104.8	104.4	111.0	100.9
Portland-Vancouver-Beaverton	Portland OR	111.3	121.8	104.6	111.1	109.2	110.0	113.8
Austin-Round Rock	Round Rock TX	91.5	86.7	80.5	98.0	89.3	104.0	99.6
Seattle-Bellevue-Everett	Seattle WA	116.5	108.9	133.0	105.2	111.2	127.7	108.9

Source: ACCRA, 2005, Q1

COST OF LIVING

The average cost of living in Rocklin, like all areas in California, is higher than the United States average, but is lower than almost all other areas in the State.

Major cost differences are health care costs, which are 50% higher, utility costs which are 34% higher, and housing costs which are 27% higher.

TAXES

California's state tax rates are generally higher, except for property taxes which are capped by Proposition 13.

Figure 35—STATE TAX RATES

Tax Type	Percentage Rate
Business License	0.03 to 0.51 (a)
Corporate Income	0.0884 (b), (c)
Employee	0.015 to 0.62 (c)
Personal Income	0.01 to 0.093 (c)
Property	0.0108 (d)
Sales and Use	0.0725 (c)
Transient Occupancy	0.0800
Utility Users	N/A

Notes:

- (a) Business license is rate per \$1,000 in sales
- (b) C Corporation Rate, S Corp is 0.015
- (c) These taxes are levied by the State of California
- (d) This tax is levied by Placer County

Source: California Franchise Tax Board



ECONOMY

Figure 36—TAXABLE SALES IN ROCKLIN BY BUSINESS TYPE

Retail Stores	2001	2002	2003	2004
Apparel Stores	\$762	\$920	#	#
General Merchandise Stores	\$80,039	\$83,300	\$80,844	-\$5,352
Food Stores	\$38,564	\$47,021	\$41,065	\$40,987
Eating and Drinking Places	\$28,219	\$32,845	\$37,931	\$36,507
Home Furnishings and Appliances	\$13,556	\$15,056	\$17,049	\$22,276
Building Maintenance and Farm Implements	\$28,675	\$22,773	\$31,042	\$44,459
Auto Dealers and Auto Supplies	\$7,972	\$17,476	\$21,197	\$28,303
Service Stations	\$36,881	\$41,688	\$52,650	\$55,063
Other Retail Stores	\$77,462	\$99,653	\$108,207	\$129,552
Retail Stores Total	\$312,130	\$360,732	\$389,985	\$351,795
All Other Outlets	\$95,015	\$97,593	\$125,968	\$178,076
Totals All Outlets	\$407,145	\$458,325	\$515,953	\$529,871

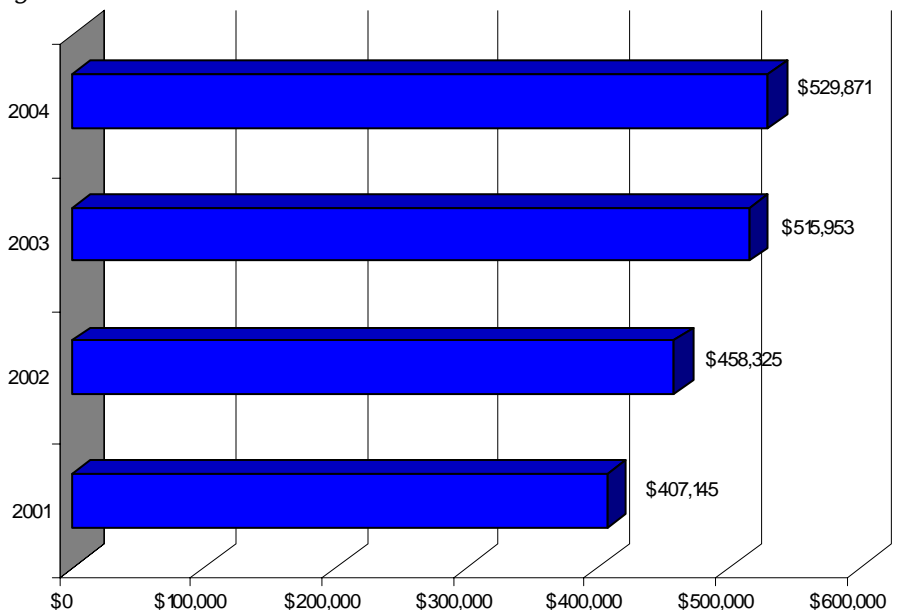
Source: State Board of Equalization (SBOE). 2001-2004

Notes: # - Confidential due to sample size, 2004 data source: HdL Companies General Merchandise, figure for 2004 due to Wal-Mart closure

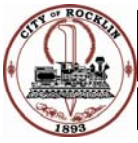
RETAIL SALES TRENDS

In 2004, a total of \$530 million in taxable sales occurred in Rocklin. Retail sales account for 66% of these sales. The largest retail sector in Rocklin is service stations, followed by building maintenance and farm implements and food stores. However, the fastest growing segment is auto dealers and auto supplies with growth of 166% from 2001 to 2003. Total taxable sales have increased 30% from 2001 to 2004.

Figure 37—TOTAL TAXABLE SALES IN ROCKLIN

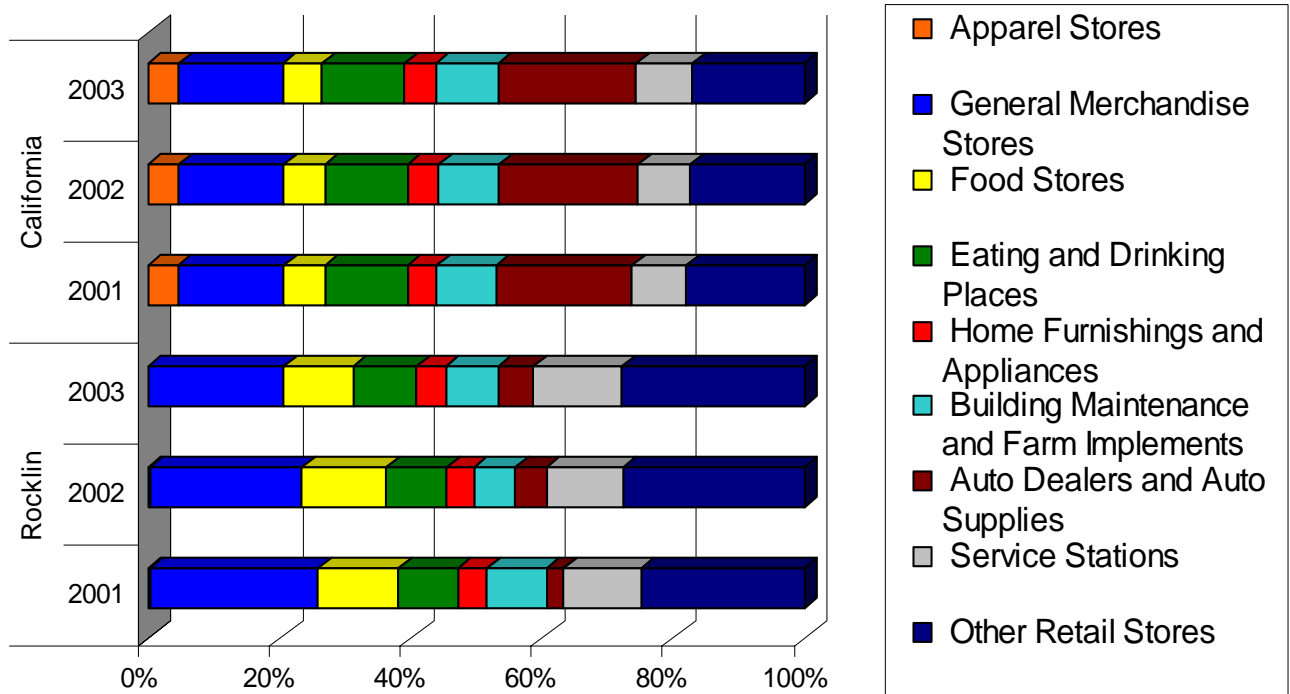


Source: State Board of Equalization (SBOE)



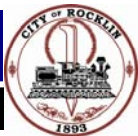
ECONOMY

Figure 38—TAXABLE SALES—ROCKLIN VS. CALIFORNIA BY BUSINESS TYPE



Source: State Board of Equalization (SBOE), 2003





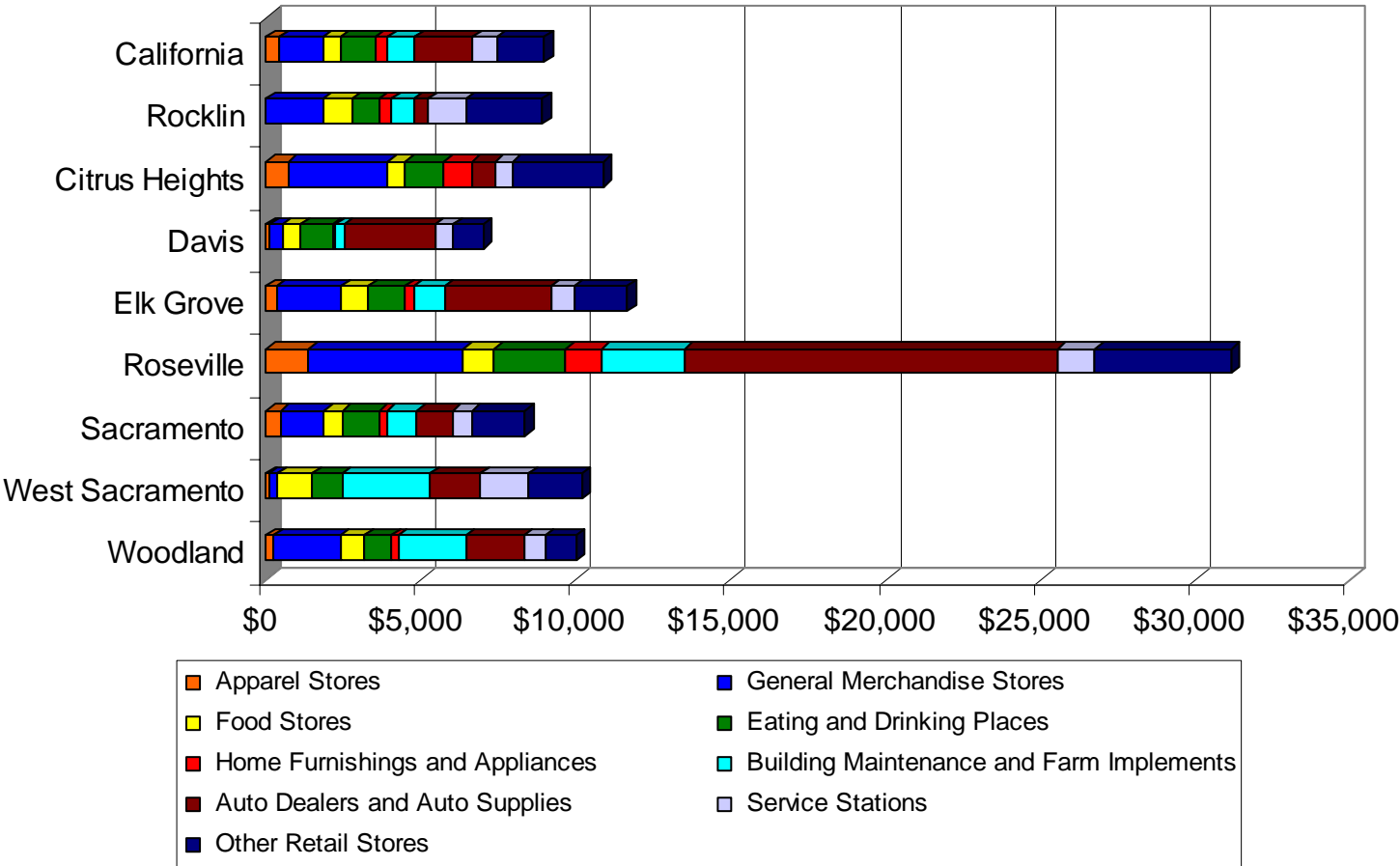
ECONOMY

PER CAPITA SALES TAX

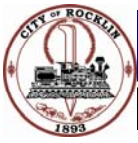
The most recent comparable year for per capita sales (2003) shows Rocklin is near the statewide per capita average: \$8,921 versus \$8,992. Cities such as Citrus Heights, Elk Grove, and Roseville with regional shopping centers

attracting buyers from neighboring communities, all generate per capita sales greater than Rocklin. These communities, when measured on a per capita basis, ranged from \$10,900 to \$31,180.

Figure 39—PER CAPITA SALES TAX IN COMPARABLE CITIES AND CALIFORNIA



Source: State Board of Equalization (SBOE), 2003



ECONOMY

BUSINESS PROGRAM INFORMATION

CITY OF ROCKLIN



The Rocklin City Council, which also serves as the Redevelopment Agency, has consistently supported business investment and growth in the community. The City has invested considerable resources to develop and plan for key infrastructure necessary to support business investment.

Rocklin provides access to the following business and development programs to support community business investment and development

- Redevelopment Tax Increment Financing
- Permit Streamlining
- Bonds for Industry
- Development Impact Fee Bonds
- Employment Training Assistance

REDEVELOPMENT TAX INCREMENT FINANCING

Redevelopment is a financial tool created by California law to assist local governments in eliminating blight from a designated area as well as to achieve the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment agencies have several tools to assist them in eliminating blight conditions and creating economic revitalization including the ability to:

- Assemble land for development
- Utilize tax increment and issue bonds
- Invest in infrastructure to attract private enterprise
- Create affordable housing

PERMIT STREAMLINING

The City of Rocklin will streamline the permit process for projects providing major community economic benefits. Major benefits include, but are not limited to, one or more of the following:

- Generation of significant sales and use tax and property tax
- Large numbers of full-time jobs paying at least the average annual wage for the area and offering full wage and health insurance benefits
- Location of community targeted business

Sources: California Communities, Placer County, City of Rocklin





ECONOMY

BUSINESS PROGRAM INFORMATION

BONDS FOR INDUSTRY



The City of Rocklin is a member of the California Statewide Communities Development Authority ("California Communities"). California Communities issues private activity bonds for Small Issue Industrial Development Bond Projects ("IDBs") to finance the acquisition and rehabilitation, or construction of manufacturing facilities, and the acquisition of new equipment. The interest on the Bonds is exempt from federal income taxes; therefore, a manufacturer can finance such projects at a lower interest rate than is obtainable through conventional financing.

Interest rates are 60-70% of prime; fixed and variable rates available.

For more information, please visit the following website:

<https://cscda.cacommunities.org/apps/idbs/>

The Bonds are limited obligations of California Communities, payable directly or indirectly by the manufacturer.

DEVELOPMENT IMPACT FEE BONDS

The City of Rocklin participates in the Statewide Communities Infrastructure Program ("SCIP").

SCIP is a development impact fee-financing program, which utilizes 1913/15 Act bonds. Developers are required to pay impact fees to obtain a building permit. Through SCIP, impact fees for roads, storm drainage, and park facilities can be funded by tax-exempt bonds. Developers can be reimbursed for fees paid in order to obtain a building permit, or fees can be funded directly prior to obtaining a building permit.

Impact fees can be financed over 25 years.

For more information, please visit the following website:

<https://cscda.cacommunities.org/apps/scip/>

EMPLOYMENT TRAINING ASSISTANCE

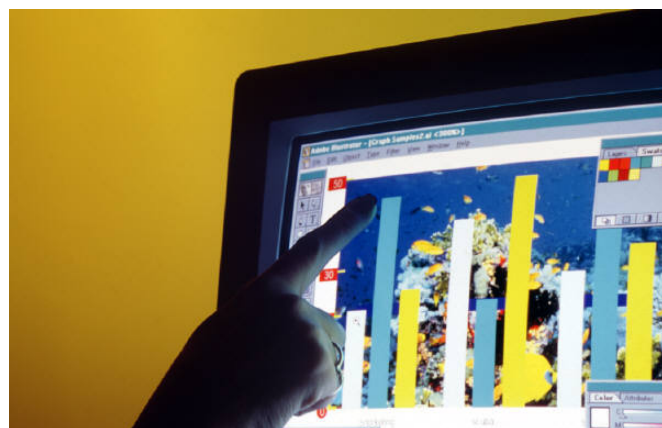


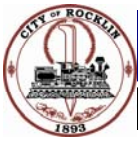
There are a number of programs available to assist businesses in this area including:

- One-stop career center services
- Recruitment of employees
- Training including funds for such training
- Tax credits for hiring workers

For more information, please visit the website:

<http://www.placer.ca.gov/business/business-advantage-network.htm>





REGIONAL REAL ESTATE

OFFICE MARKET

INTRODUCTION

The following section provides market real estate report data for the Sacramento Metro area (here defined as Sacramento, El Dorado and Placer counties). Submarket data is also provided for the Roseville/Rocklin market. Roseville and Rocklin data are shown as one integrated submarket. (Note: Rocklin is not broken out separately as a standalone market area.) Information on the Sacramento office, retail, and industrial real estate markets are on the following pages. Facility costs are a key site location factor for businesses and industry. This information is used by developers, businesses, and related companies in evaluating alternative geographic areas.

MARKET OVERVIEW

Sacramento is ranked nationally as the 30th largest office market, and the 29th largest retail and industrial markets respectively. For the Roseville/Rocklin submarket, the market outlook for all three major property types: office, retail, and industrial is strong. This submarket leads the region in new construction and absorption.

SACRAMENTO - OFFICE MARKET OVERVIEW

Sacramento's total population is 2.06 million. The average per capita personal income is estimated at \$31,425, about 12.6% below the national average. The cost of doing business is 25% above the national average.

OFFICE MARKET FORECAST

The short-term forecast calls for overall positive growth in office workers through year-end 2006. Total net absorption is forecasted at 736,000 square feet lagging supply during the same period. By year-end 2006, the vacancy rate is expected to be 14.9% while rents are forecasted to grow – reaching \$21.66.

Figure 40—SACRAMENTO OFFICE FORECAST SUMMARY

	Demand				Supply		Performance		
	New Jobs		Net Absorp (SF x 1000)	Absorp Rate (%)	Deliveries (SF x 1000)	Compl Rate (%)	Vac Rate (%)	TW Rent (\$/SF)	Rent Infl (%)
	Ofc Financial	Ofc Services							
2004	1,400	1,600	415	1.3	862	2.3	16.8	20.57	0.0
2005F	500	1,700	890	2.8	862	2.2	16.4	21.35	3.8
Q1	100	300	37	0.1	185	0.5	17.1	21.14	2.8
Q2	-400	500	1,033	3.2	301	0.8	15.1	21.60	2.2
Q3F	300	-200	229	0.7	13	0.0	14.5	21.53	-0.3
Q4F	500	1,100	-409	-1.2	363	0.9	16.4	21.35	-0.8
2006F	700	2,400	916	2.8	414	1.0	14.9	21.66	1.5
Historical Performance (1980 - Present)									
Min	-2,900	-2,600	-626	-2.1	0	0.0	7.1	9.92	-7.6
Max	6,300	9,700	2,633	20.3	2,746	20.9	26.8	21.60	18.7
Mean	1,270	2,440	969	6.2	997	7.0	14.8	16.05	2.9

Source: Economy.com, Torto Wheaton Research



REGIONAL REAL ESTATE

OFFICE MARKET

SACRAMENTO EMPLOYMENT

Over the last five years, total employment in the Sacramento area has grown at an average annual rate of 1.7%, while the U.S. employment has grown at an average annual rate of 0.2%. Total employment in the Sacramento area is projected to grow 1.5% in the next two years. Relative to the U.S., the Transportation and Warehousing employment sector will post the best job performance over the two-year period. The table (Figure 41) presents current employment levels for major industry groups, as well as historical growth rates over the last five years, the last twelve months, and the next two years.

Figure 41—EMPLOYMENT LEVELS AND GROWTH RATES SACRAMENTO VS. U.S.

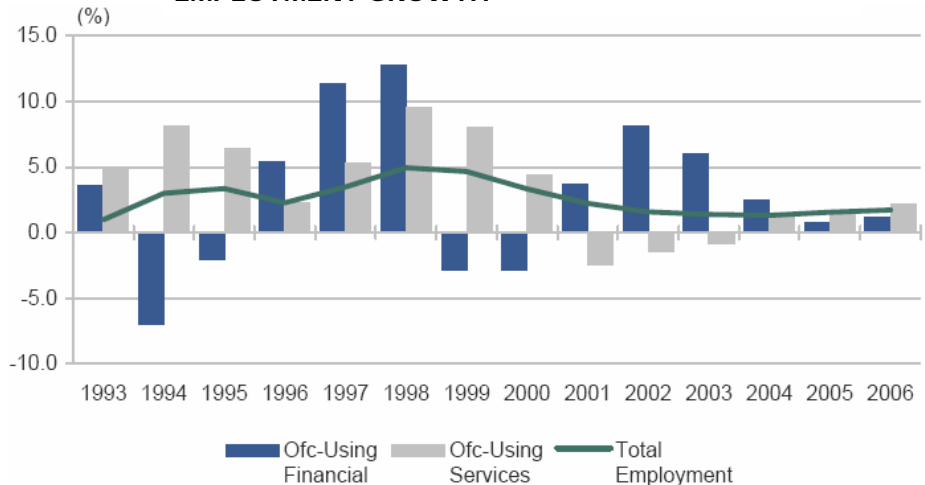
NAICS Category	Level (x 1000)	Location Quotient	Avg Annual Growth Rates (%)					
			Last 5 Years		Last 12 Mos.		Next 2 Years	
			Metro	U.S.	Metro	U.S.	Metro	U.S.
Agriculture & Mining	1	0.17	-4.8	0.8	0.4	5.0	-3.8	0.8
Construction	72	1.53	6.4	1.3	2.0	4.1	0.4	0.4
Manufacturing	49	0.53	-1.0	-3.8	5.1	-0.4	0.5	0.0
Wholesale Trade	26	0.71	0.9	-0.8	-0.6	1.1	2.6	2.2
Retail Trade	100	1.02	2.5	-0.2	3.4	0.7	1.6	1.1
Transportation & Warehousing	22	0.79	0.2	-0.2	6.7	2.6	1.9	1.4
Information	20	0.97	1.8	-2.8	-5.1	-0.1	2.0	1.9
Financial Activities	61	1.14	3.0	1.3	1.8	2.0	1.3	1.3
Prof. & Business Svcs.	99	0.91	-1.2	0.3	1.7	3.2	0.5	2.9
Education & Health	86	0.77	4.7	2.8	2.6	2.2	2.3	2.3
Hospitality & Leisure	78	0.94	2.3	1.5	-1.6	2.2	3.2	2.7
Other Services	29	0.80	1.5	1.3	1.6	1.2	2.1	2.2
Government	222	1.57	0.9	0.8	0.0	0.7	1.2	0.8
Total	867	na	1.7	0.2	1.3	1.6	1.5	1.6

Source: Economy.com, Torto Wheaton Research

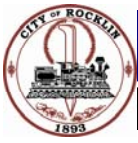
OFFICE EMPLOYMENT

Office employment, the primary determinant of demand, is defined as certain categories within the Financial and Service employment sectors in which workers occupy office space. Over the last five years, office employment has grown 1% and in the past year 0.9%.

Figure 42—OFFICE EMPLOYMENT GROWTH VS. TOTAL EMPLOYMENT GROWTH



Source: Economy.com, Torto Wheaton Research



REGIONAL REAL ESTATE

OFFICE MARKET

SACRAMENTO OFFICE ANNUAL HISTORY AND FORECAST

Presented below (*Figure 44*) is a short-term forecast for the Sacramento market. Historical figures are presented going back to 1998. Forecasted figures for new supply are based on projects known to be under construction.

Figure 43—TEN LARGEST OFFICE EMPLOYMENT SECTORS

% Growth - Last 12 Mos.			
Location Quotient			
Level (x 1000)			
Office-Using Financial Activities			
Banking	18	0.80	1.8
Insurance	23	1.10	-0.8
Real Estate	11	1.23	6.3
Office-Using Services			
Architecture and Engineering	9	0.81	7.0
Computer Systems	7	0.95	-1.3
Consulting	7	1.24	3.4
Corporate Headquarters	9	1.89	-8.2
Employment Services	20	0.99	7.0
Legal Services	8	0.80	1.8
Telecom Resellers	7	0.92	-8.1
Totals			
Ofc-Financial Total	57	1.16	1.6
Ofc Services Total	107	0.93	0.6

Source: *Economy.com, Torto Wheaton Research*

Figure 44—SACRAMENTO ANNUAL HISTORY AND FORECAST

Year	Ofc-Using Financial (x 1000)	Ofc-Using Services (x 1000)	Total Inventory (SF x 1000)	Completions (SF x 1000)	Vacancy Rate (%)	Net Absorption (SF x 1000)	TW Rent Index (\$/SF)	Rent Inflation (%)
HISTORY								
1998	49.5	97.0	30,235	830	8.8	1,315	18.34	3.8
1999	48.1	104.8	32,575	2,340	9.0	2,070	19.37	5.6
2000	46.7	109.4	33,845	1,270	7.3	1,732	19.11	-1.3
2001	48.4	106.8	35,004	1,159	9.6	270	19.88	4.0
2002	52.4	105.2	36,304	1,300	13.4	-205	19.63	-1.3
2003	55.5	104.4	37,847	1,543	16.0	352	20.58	4.8
2004	56.9	106.0	38,709	862	16.8	415	20.57	0.0
FORECAST								
2005	57.4	107.7	39,571	862	16.4	890	21.35	3.8
2006	58.1	110.1	39,985	414	14.9	916	21.66	1.5

Source: *Economy.com, Torto Wheaton Research, 1998-2006*



REGIONAL REAL ESTATE

OFFICE MARKET

Figure 45—OFFICE MARKET TWO-YEAR FORECAST—SUBMARKET REGION

Submarket	Inventory		Completions		Net Absorption		Vacancy Rate		Rent Growth (%) Performance Relative to Metro
	NRA (sf x 1000)	Share (%)	Avg Ann (sf x 1000)	Share (%)	Avg Ann (sf x 1000)	Share (%)	End Rate (%)	Ann Chg (BPS)	
Downtown	8,445	21.5	31	6.0	108	18.9	10.3	-95	Outperform
Subtotal: Downtown	8,445	21.5	31	6.0	108	18.9	10.3	-95	Outperform
Carmichael / Fair Oaks	585	1.5	1	0.2	0	0.0	7.2	10	Outperform
Citrus Heights / Orangevale	539	1.4	0	0.0	0	0.0	12.1	0	Outperform
Roseville / Rocklin	4,166	10.6	188	36.4	163	28.5	11.9	5	Outperform
Subtotal: Roseville	5,290	13.5	189	36.6	163	28.5	11.4	5	Outperform
Campus Commons	1,041	2.7	2	0.4	2	0.4	8.5	5	Outperform
Folsom / El Dorado County	2,083	5.3	28	5.4	26	4.6	17.6	-10	Under Perform
Highway 50 Corridor	9,299	23.7	134	26.0	168	29.4	14.9	-60	Under Perform
Howe Ave / Fulton Ave	1,853	4.7	0	0.0	1	0.2	18.6	-5	Under Perform
Midtown / East Sacramento	1,786	4.6	1	0.2	1	0.2	18.7	0	Under Perform
Natomas / Northgate	1,732	4.4	62	12.0	47	8.2	22.0	10	Under Perform
Point West	1,986	5.1	22	4.3	16	2.8	14.6	15	Outperform
South Natomas	2,560	6.5	16	3.1	16	2.8	17.8	-10	Under Perform
South Sacramento	1,377	3.5	23	4.5	17	3.0	14.8	20	Outperform
Watt Ave	1,182	3.0	3	0.6	2	0.4	10.9	5	Outperform
West Sacramento	561	1.4	5	1.0	4	0.7	40.1	-10	Under Perform
Subtotal: Suburban	25,460	65.0	296	57.5	300	52.7	16.5	-20	Under Perform
Total: Sacramento	39,195	100.0	511	100.0	568	100.0	14.4	-35	0.5

Source: Economy.com, Torto Wheaton Research (TWR)

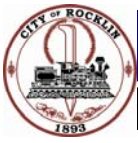
Notes: The Asking Rent figure is annual rent.

- FIRE represents the BLS one-digit SIC employment classification of Finance, Insurance, and Real Estate

- Location Quotient is concentration of employment in the metro relative to the concentration nationally.

e.g. if FIRE represents 12% of Boston's employment and 10% of U.S. employment, the location Quotient is 1.2 which indicates Boston is 20% more concentrated in that sector versus the U.S.

- TW Rent Index is built from transaction data from CBRE and represents effective rental rates for the average Class A building in the market, excluding TI's.



REGIONAL REAL ESTATE

RETAIL MARKET

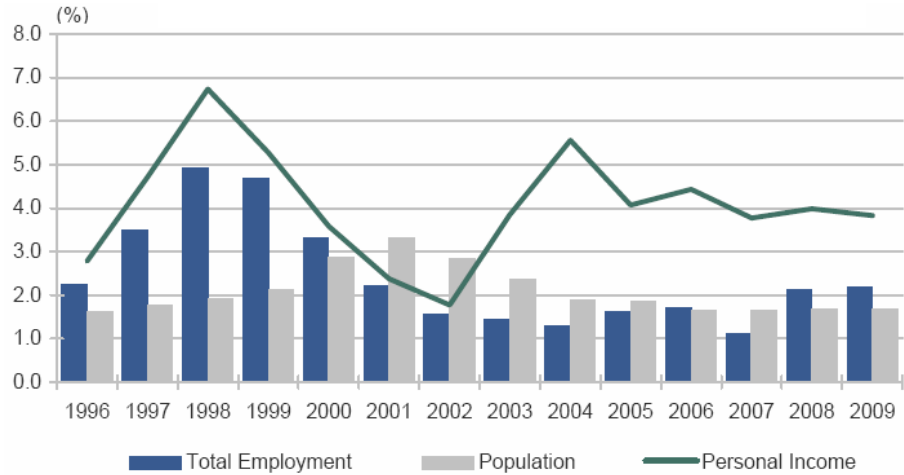
INTRODUCTION

Population, personal income and most importantly, total employment are the primary economic drivers of retail demand.

ECONOMIC DRIVERS OF DEMAND

The graph (Figure 46) shows the annual growth rates of these variables.

Figure 46—TOTAL EMPLOYMENT, POPULATION, AND PERSONAL INCOME GROWTH



Source: Economy.com, Torto Wheaton Research

SACRAMENTO RETAIL ANNUAL HISTORY AND FORECAST

Presented is a six-year forecast for the Sacramento retail market with historical data dating to 1996. Currently, overall demand for workers is at a high point. Total employment is expected to grow 1.8% per year over the next six years – though this growth will be lower than the long term average of 2.5% per year. Net absorption is expected to average 1,038,000 square feet per year while supply is expected to average 1,079,000 square feet per year. Availability rates are forecasted to rise to 7.4%, while rents are forecasted to decline to \$25.23.

Figure 47—SACRAMENTO ANNUAL HISTORY AND FORECAST

Year	Total Employment (x 1000)	Personal Income (\$ billions)	Total Inventory (sf x 1000)	Completions (sf x 1000)	Est. Avail. Rate (%)	Est. Net Absorption (sf x 1000)	Rent Index (\$/sf)	Rent Inflation (%)
HISTORY								
1996	687	49.6	17,892	278	8.2	291	15.25	2.1
1997	711	51.9	18,367	475	8.5	381	15.49	1.6
1998	746	55.4	18,553	186	7.1	430	16.16	4.3
1999	781	58.4	18,789	236	7.0	238	17.02	5.3
2000	807	60.5	19,054	265	7.3	189	18.76	10.2
2001	825	61.9	19,366	312	7.4	270	19.67	4.9
2002	838	63.0	19,987	621	7.9	475	21.35	8.5
2003	850	65.4	20,472	485	7.2	590	23.04	7.9
2004	861	69.1	21,732	1,260	8.5	887	25.03	8.6
FORECAST								
2005	875	71.9	22,450	718	4.4	1,577	25.46	1.7
2006	890	75.1	23,738	1,288	5.4	994	25.23	-0.9
2007	900	77.9	25,014	1,276	6.4	957	24.42	-3.2
2008	919	81.0	26,269	1,254	8.3	686	22.86	-6.4
2009	939	84.1	27,349	1,081	8.0	1,065	21.19	-7.3
2010	957	86.9	28,206	857	7.4	947	19.54	-7.8

Source: Economy.com, Torto Wheaton Research, 1996-2010



REGIONAL REAL ESTATE

RETAIL MARKET

Figure 48—SACRAMENTO RETAIL SALES HISTORY AND FORECAST

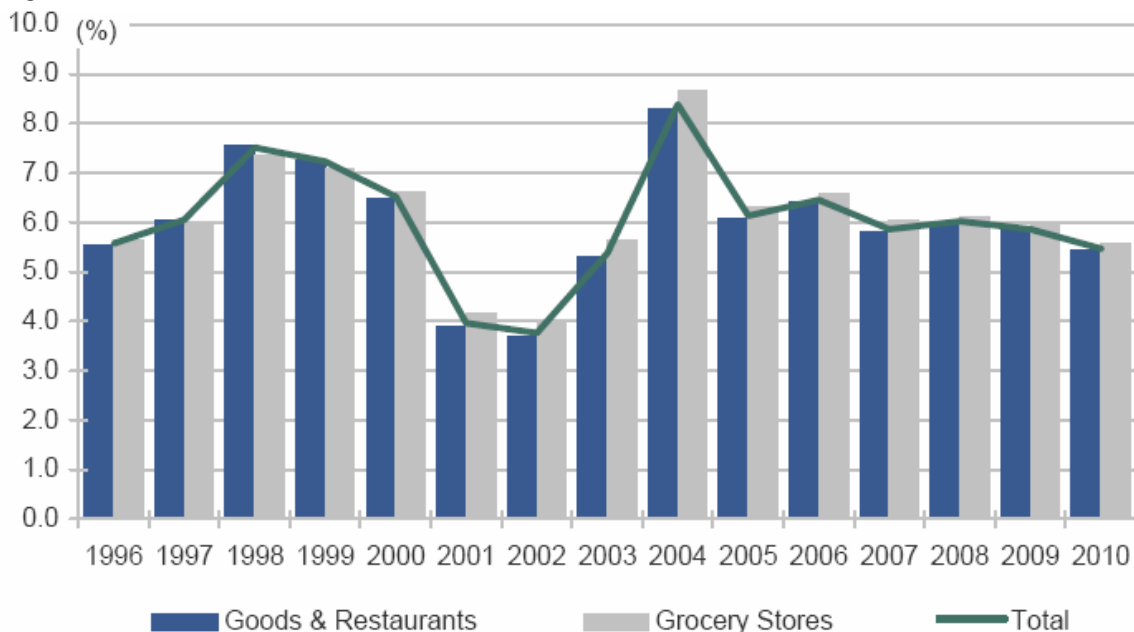
SACRAMENTO RETAIL SALES

Total retail sales for Sacramento is estimated at \$17.32 billion – accounting for 1.4% of the nation's total retail sales. Over the last five years, retail sales in Sacramento has grown at an average annual rate of 5.6%. Forecasts show retail sales for Sacramento will continue to grow at an annual rate of 5.9% over the next five years. Presented (Figure 48) is a six-year forecast for the Sacramento retail market with historical data to 1996.

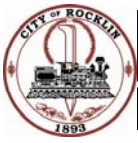
Year	Retail Sales (Millions of \$)			Sales per Square Foot (\$/SF)	Sales per Capita (\$)
	Shopping Goods & Restaurants	Grocery Stores	Total		
HISTORY					
1996	8,228.5	2,564.8	10,793.3	603	6,402
1997	8,727.5	2,718.7	11,446.2	623	6,670
1998	9,387.5	2,918.6	12,306.1	663	7,036
1999	10,069.7	3,125.9	13,195.6	702	7,388
2000	10,723.3	3,332.8	14,056.1	738	7,652
2001	11,140.5	3,472.2	14,612.7	755	7,699
2002	11,551.1	3,610.9	15,162.0	759	7,767
2003	12,164.2	3,814.2	15,978.4	781	7,997
2004	13,173.2	4,144.3	17,317.5	797	8,506
FORECAST					
2005	13,972.7	4,405.9	18,378.6	819	8,861
2006	14,867.3	4,696.6	19,563.9	824	9,281
2007	15,729.5	4,981.1	20,710.6	828	9,664
2008	16,671.2	5,286.0	21,957.2	836	10,077
2009	17,643.8	5,600.4	23,244.2	850	10,489
2010	18,603.6	5,912.4	24,516.0	869	10,886

Source: Economy.com, Torto Wheaton Research, 1996-1010

Figure 49—SACRAMENTO RETAIL SALES GROWTH



Source: Economy.com, Torto Wheaton Research



REGIONAL REAL ESTATE

INDUSTRIAL MARKET

INDUSTRIAL MARKET FORECAST OVERVIEW

The forecast calls for overall positive growth in manufacturing and distribution workers. Total net absorption is forecasted to be a positive two million square feet lagging supply during the same period. By year-end 2006, the availability rate is expected to be 15% while rents are forecasted to grow – reaching \$5.64 compared to current market rents of \$5.59.

Figure 50—SACRAMENTO INDUSTRIAL FORECAST SUMMARY

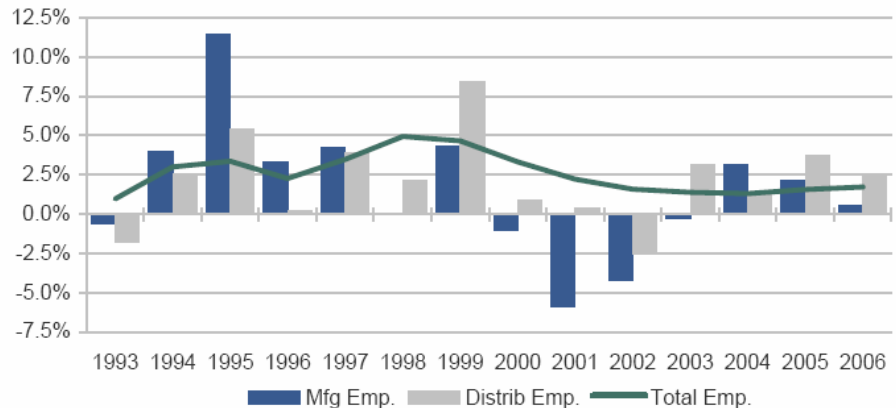
	Demand				Supply		Performance		
	New Jobs		Net Absorp (SF x 1000)	Absorp Rate (%)	Deliveries (SF x 1000)	Compl Rate (%)	Avail Rate (%)	TW Rent (\$/SF)	Rent Infl (%)
	Manufacturing	Distribution							
2004	1,400	400	1,035	0.7	2,464	1.4	15.2	5.40	3.8
2005F	1,100	1,400	3,402	2.3	1,707	1.0	14.1	5.64	4.4
Q1	1,000	600	2,364	1.6	470	0.3	14.1	5.53	2.4
Q2	0	200	19	0.0	439	0.2	14.3	5.59	1.1
Q3F	0	300	513	0.3	399	0.2	14.2	5.62	0.5
Q4F	100	300	506	0.3	399	0.2	14.1	5.64	0.4
2006F	300	1,000	991	0.6	2,936	1.6	15.0	5.64	0.0
Historical Performance (1980 - Present)									
Min	-3,700	-1,100	-3,004	-2.2	272	0.3	7.4	2.16	-9.6
Max	5,700	2,900	8,085	5.9	15,342	17.7	15.3	5.59	17.1
Mean	810	770	2,030	1.5	3,733	3.9	12.1	3.63	3.8

Source: Economy.com, Torto Wheaton Research

INDUSTRIAL MARKET FORECAST

Distribution and manufacturing employment are the primary determinants of demand. Distribution employment includes all of the Wholesale Trade Sector plus Transportation (Trucking and Warehouse). The latest estimates of distribution and manufacturing employment for Sacramento are 38,800 workers and 48,800 respectively. Over the last five years, distribution employment in Sacramento has grown by 0.9% while manufacturing employment has declined by 1%. Over the last 12 months, distribution employment has grown 1.8% and manufacturing employment has grown by 5.2%.

Figure 51—MANUFACTURING AND DISTRIBUTION EMPLOYMENT GROWTH VS. TOTAL EMPLOYMENT GROWTH



Source: Economy.com, Torto Wheaton Research



REGIONAL REAL ESTATE
INDUSTRIAL MARKET

INDUSTRIAL MARKET FORECAST

Presented (Figure 52) is a short-term forecast for the Sacramento market with historical data back to 1998. Forecasted figures for new supply are based on projects known to be under construction. Demand for industrial space peaked in 1999. Industrial employment is projected to grow 2.2% over the next two years – an industrial employment will reach the previous peak in 2006. Net absorption is expected to average 2.2 msf per year while supply is expected to average 2.3 msf per year. Availability rates are forecasted to rise to 15%, while rents are forecasted to stay constant at \$5.64.

Figure 52—SACRAMENTO INDUSTRIAL MARKET HISTORY AND FORECAST

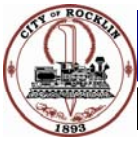
Year	Mfg Emp (x 1000)	Distrib Emp (x 1000)	Total Inventory (SF x 1000)	Completions (SF x 1000)	Availability Rate (%)	Net Absorption (SF x 1000)	TW Rent Index (\$/SF)	Rent Inflation (%)
HISTORY								
1998	49.9	33.9	159,963	4,199	10.7	4,841	4.02	3.1
1999	52.1	36.8	164,715	4,752	11.4	3,091	4.02	0.0
2000	51.5	37.2	166,817	2,102	9.8	4,532	4.25	5.7
2001	48.5	37.3	170,875	4,058	13.7	-3,004	4.77	12.2
2002	46.5	36.4	174,399	3,524	14.9	948	5.09	6.7
2003	46.4	37.6	175,771	1,372	14.6	1,695	5.20	2.2
2004	47.8	38.0	178,235	2,464	15.2	1,035	5.40	3.8
FORECAST								
2005	48.9	39.4	179,942	1,707	14.1	3,402	5.64	4.4
2006	49.2	40.4	182,877	2,936	15.0	991	5.64	0.0

Source: Economy.com, Torto Wheaton Research

Figure 53—INDUSTRIAL MARKET TWO-YEAR FORECAST—SUBMARKET REGION

Submarket	Inventory		Completions		Net Absorption		Availability Rate		Rent Growth (%) Performance Relative to Metro
	NRA (SF x 1000)	Share (%)	Avg Ann (SF x 1000)	Share (%)	Avg Ann (SF x 1000)	Share (%)	End Rate (%)	Ann Chg (BPS)	
Marysville/Yuba City	5,143	2.9	0	0.0	0	0.0	6.5	0	na
Placer County	18,111	10.1	262	10.6	158	11.2	14.0	35	Under Perform
Sacramento County	92,358	51.6	1,439	58.0	665	47.1	14.0	60	Outperform
Solano County	29,262	16.3	262	10.6	339	24.0	22.6	-45	Under Perform
Yolo County	34,270	19.1	520	20.9	251	17.8	13.2	60	Outperform
Total: Sacramento	179,144	100.0	2,483	100.0	1,412	100.0	15.1	40	0.2

Source: Economy.com, Torto Wheaton Research



INFRASTRUCTURE AND UTILITIES

REGIONAL TRANSPORTATION

AIRPORTS

The Sacramento International Airport (“Sac Metro”) provides passenger and freight service. Lincoln Airport is the closest small airport providing general aviation services. This table provides approximate travel distances to various airports in the region and beyond.

Figure 54—AIRPORTS

Travel Distance	Airport Code	Distance (Miles)	Travel Time (Minutes)
Lincoln Airport	LHM	20	30
Sacramento International Airport	SMF	31	32
Sacramento Executive Airport	SAC	29	38
Sacramento Mather Airport	MHR	22	38
Oakland International Airport	OAK	114	125
San Francisco International Airport	SFO	122	135

Source: Microsoft MapPoint

HIGHWAYS

The major highways in the area are Interstate 80 and Interstate 5, and State Highways 65, 50, and 99.

Figure 55—HIGHWAYS

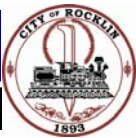
Destination City	Highway Route	Distance (Miles)	Travel Time Minutes
Davis	I-80	39	45
Elk Grove	I-80/SR-99	37	45
Fairfield	I-80	66	70
Folsom	Local Roads	14	28
Fresno	I-80 Bus/SR-99	192	222
Lake Tahoe, Sth Shore	HWY 50	100	120
Lake Tahoe, Nth Shore	I-80	91	98
Lincoln	SR-65	14	19
Los Angeles	I-80/SR-99/I-5	411	395
Oakland	I-80/I-580	104	110
Reno, Nevada	I-80	112	112
Redding	I-80/I-5	183	180
Roseville	I-80	7	11
Sacramento	I-80	25	30
San Diego	I-80/I-5	541	510
San Francisco	I-80	110	120
San Jose	I-80/I-880	140	151
San Rafael	I-80/SR-37/101	106	113
Santa Rosa	I-80/SR's-12, 112, 121, 116	115	127
Stockton	I-80/I-5	76	77
Vacaville	I-80	57	58
Walnut Creek	I-80/I-680	95	97
Yuba City	SR-65/SR-70/SR-20	41	53

Source: Microsoft MapPoint

Notes: I = Interstate; SR = State Route

PORT

The Port of Sacramento is located 79 nautical miles from the Golden Gate Bridge, San Francisco, to the harbor. It is located 29 miles (31 minutes travel time) from the City of Rocklin. There is direct trucking access to the Port of Sacramento from Interstate 80. There is a 200-railcar capacity marshalling yard and several railcar tipper and receiving pits inside the terminal. The Port depth is 30 feet (9.1 meters).



INFRASTRUCTURE AND UTILITIES

REGIONAL TRANSPORTATION

PUBLIC TRANSIT

Rocklin is served by the Placer County Transit Agency which offers bus service to and from Sacramento. Also, the Placer County Transit Agency (PCTA) connects with Regional Transit (RT) which is the major public passenger rail transit system serving the Sacramento Metro Area.



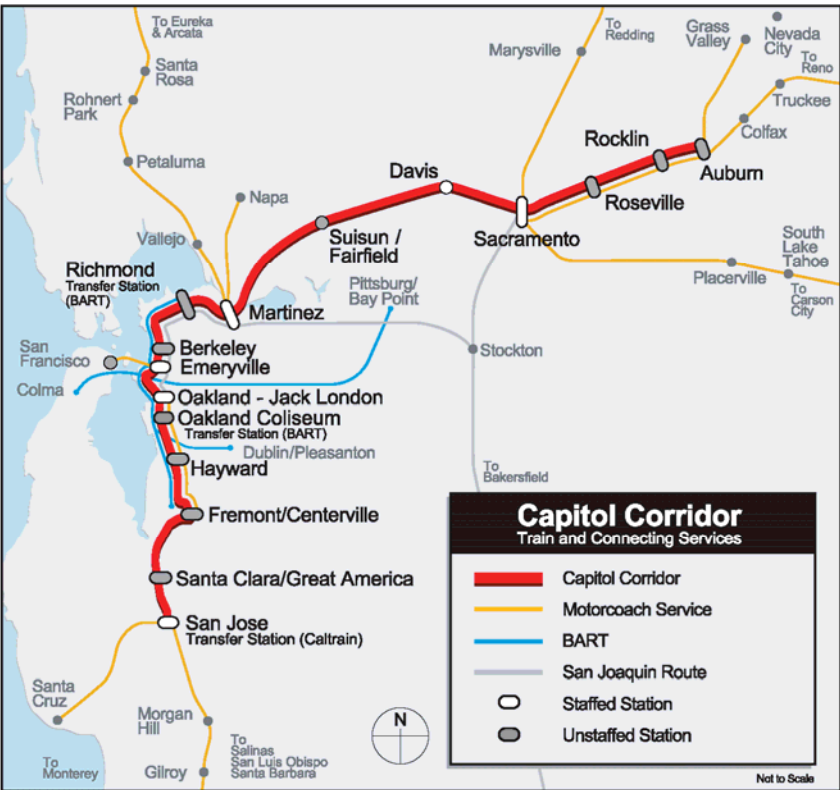
RAIL

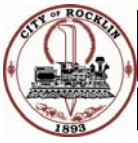
Freight

The City of Rocklin is located on the historic and current transcontinental mainline for the Union Pacific (UP) Railroad. Union Pacific rail service is provided through siding and tie-ins at company facilities.

Passenger

Rocklin is served by the Amtrak Capitol Corridor service. Passenger train service is available both westbound and eastbound from Rocklin to Sacramento and the San Francisco Bay Area metro services.





INFRASTRUCTURE AND UTILITIES

Figure 56—UTILITIES

UTILITIES

Rocklin provides storm water management. Water and wastewater are provided by independent special districts including the Placer County Water Agency (PCWA), and the South Placer Municipal Utility District (SPMUD). Electricity is provided by Pacific Gas and Electric Company (PG&E). Telephone service is provided by SBC and SureWest. Cable TV is provided by Starstream Communications.

CABLE TV



<http://www.starstream.com>
4120 Citrus Avenue
Rocklin, CA 95677
Telephone: (916) 652-9479

ELECTRICITY



<http://www.pge.com>
Telephone: (800) 743-5000

REFUSE



<http://www.norcalwaste.com>
12305 Shale Ridge Road
Auburn, CA 95602
Telephone: (530) 885-3735

TELEPHONE



<http://www.sbc.com>
Telephone: (800) 310-2355



<http://www.surewest.com>
Telephone: (916) 786-6141

WASTEWATER



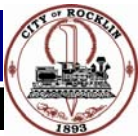
P.O. Box 45
3671 Taylor Road
Loomis, CA 95650
Telephone: (916) 652-5877

WATER



<http://www.pcwa.net>
P.O. Box 6570
144 Ferguson Road
Auburn, CA 95604
Telephone: (530) 823-4850

Source: City of Rocklin



INFRASTRUCTURE AND UTILITIES

Figure 57—ELECTRICITY—MONTHLY RATES

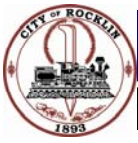


Residential Customer			
750 KWh Summer	Winter	Average Rate	\$/KWh
\$117.56	\$87.45	\$102.51	\$0.1367

Commercial Customer			
150KW +60,000 KWh (1) Summer	Winter	Average Rate	\$/KWh
\$9,247.62	\$6,297.72	\$7,772.67	\$0.1295

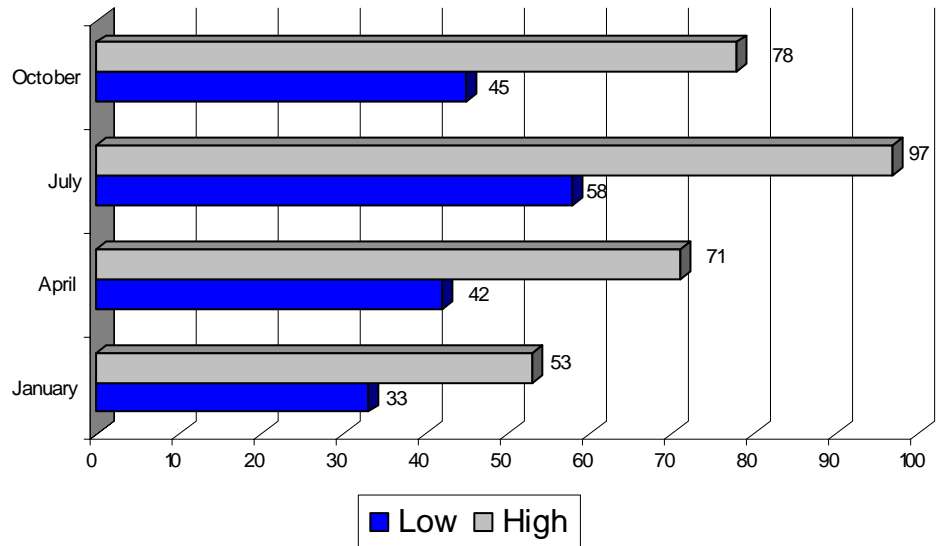
Industrial Customer			
1,200 KW +650,000 KWh (2) Summer	Winter	Average Rate	\$/KWh
\$73,631.64	\$56,450.66	\$65,041.15	\$0.1001

Source: PG&E
 Notes: Monthly bill based on seasonal rates, PG&E, June 2005
 (1) Rate assumes weekday, weekend, and holiday for typical GS2 Commercial Customer
 (2) Rate assumes weekday, weekend, and holiday for typical GS3 Industrial Customer



QUALITY OF LIFE

Figure 58—TEMPERATURE

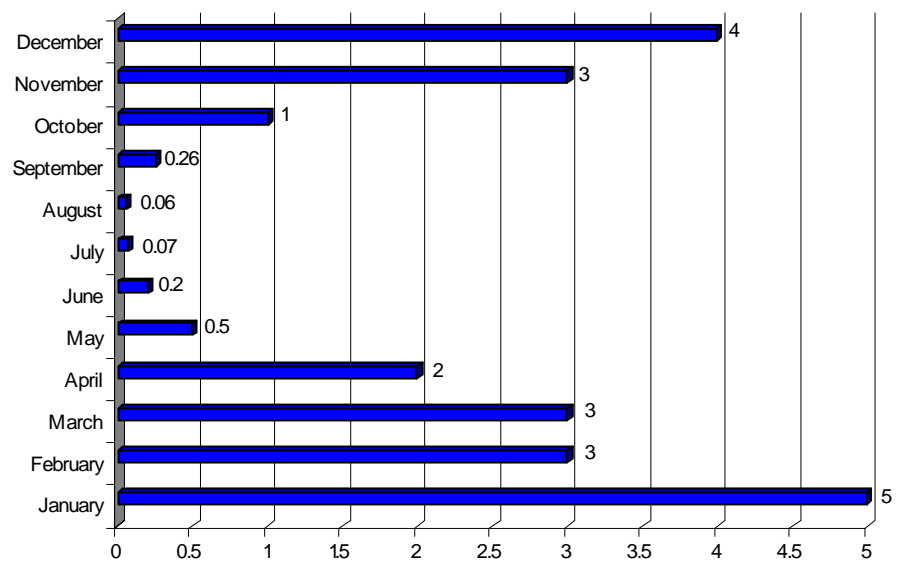


Source: National Oceanographic Atmospheric Administration (NOAA), Western Climate Data Center

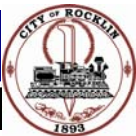
CLIMATE

Rocklin’s climate closely tracks that of the Sacramento Metropolitan region. It is characterized by comfortable fall and spring temperatures in the 70’s and warm summers. Annual rainfall is 21 inches per year.

Figure 59—PRECIPITATION BY MONTH

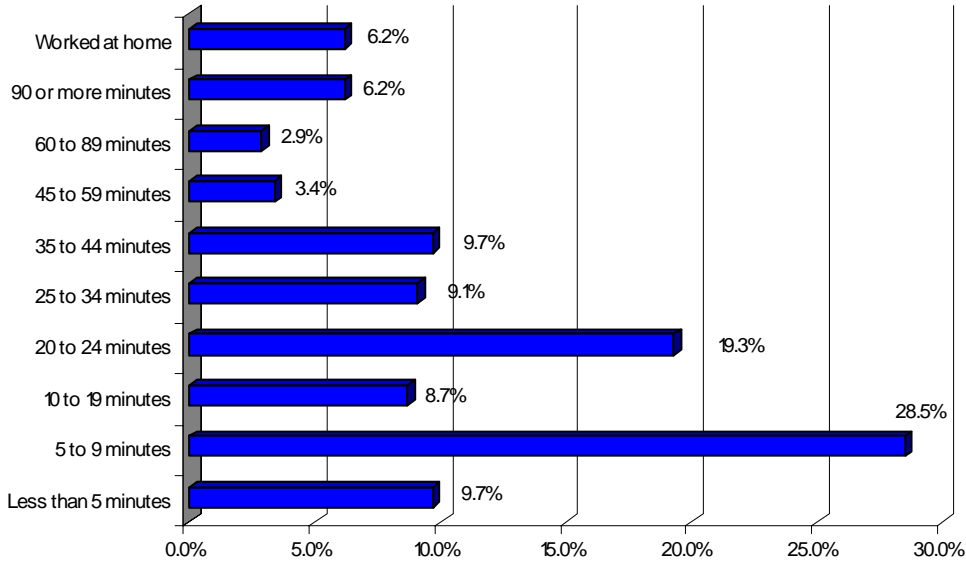


Source: National Oceanographic Atmospheric Administration (NOAA), Western Climate Data Center



QUALITY OF LIFE

Figure 60—TRAVEL TIME TO WORK



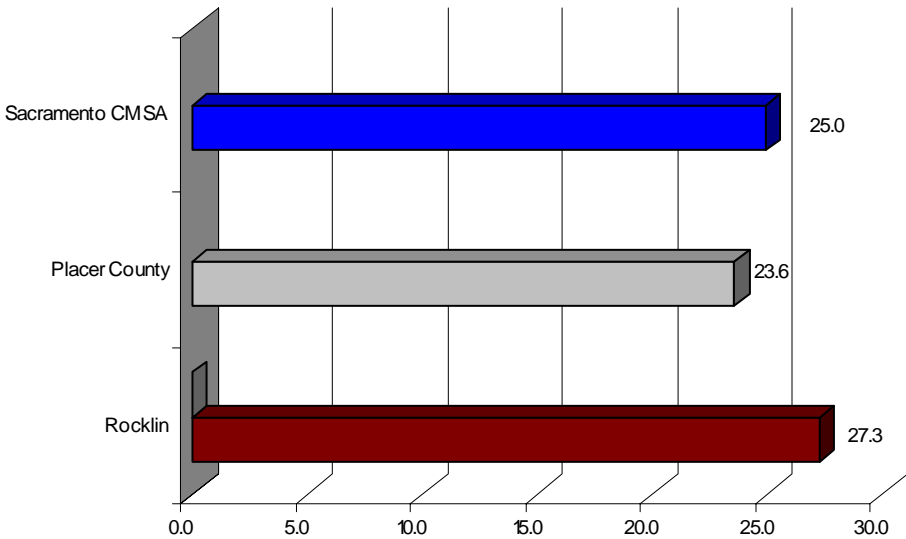
Source: ESRI

COMMUTE TIMES

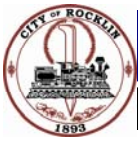
Rocklin's average commute time is slightly higher than the average. Commute times will likely increase as the population continues to grow.

Interstate access is excellent via Interstate 80, which passes directly through Rocklin. Placer County Transit and Amtrak provide bus and rail transit to Sacramento.

Figure 61—AVERAGE TRAVEL TIME TO WORK

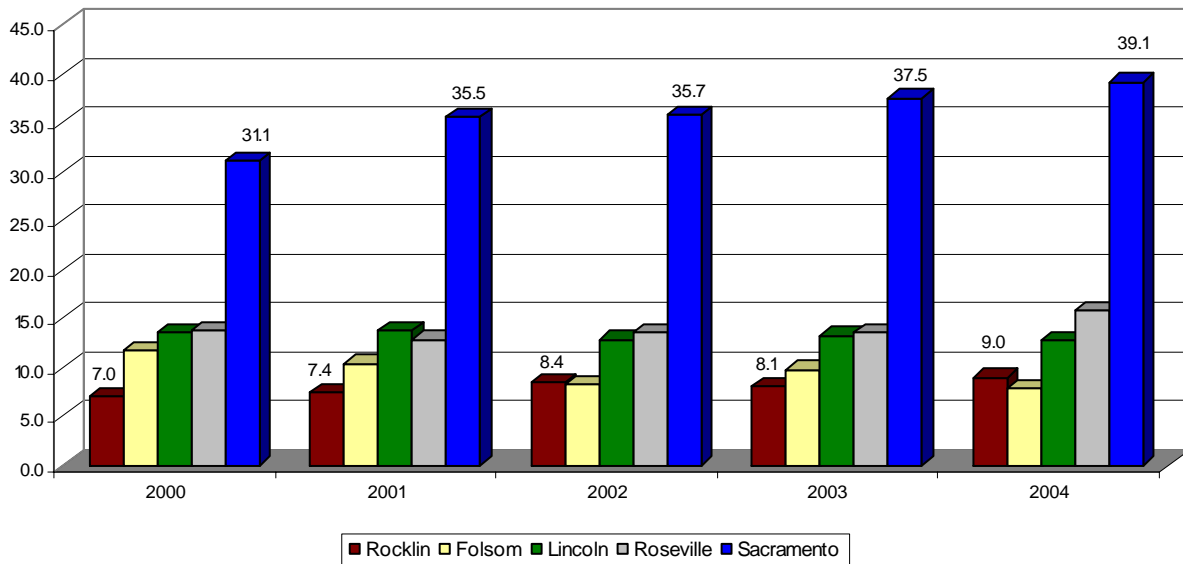


Source: ESRI



QUALITY OF LIFE

Figure 62—CRIME RATE PER 1,000 RESIDENTS



Source: Rocklin Police Department, 2005

CRIME RATES

Rocklin has the lowest crime rate in Placer County, and has one of the lowest crime rates in the Sacramento metropolitan region. Rocklin has a strong commitment to ensuring community public safety. This year, the City opened a new state-of-the-art Public Safety Police facility. In addition, the City Council authorized funding for the hiring of four additional public safety officers. The Police Department also has plans to launch a new neighborhood community policing program.



The ***Demographic and Economic Profile 2005-2006*** is a City of Rocklin publication. Every effort has been made to verify the accuracy of the information.

No responsibility for errors or omissions will be assumed. Omissions and errors should be brought to the attention of the Rocklin City Manager's Office at (916) 625-5560, fax (916) 625-5561, or email rob.braulik@ci.rocklin.ca.us
