

Cost, Quality of Life, and Performance Index 2009-2010



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Executive Summary

This publication provides economic performance data for Rocklin as compared to nine other agencies in the Sacramento Metropolitan Area. This publication also provides comparative metropolitan statistical information. The areas listed are those in which this region traditionally competes for site locations.

Companies and their site selection consultants consider a number of factors when considering geographic locations to site a business. According to the latest *23rd Annual Corporate Survey* performed by Area Development, the top five site selection factors and quality-of-life factors are:

Site Selection Factors

- ✓ Highway Accessibility
- ✓ Labor Costs
- ✓ Occupancy and Construction Costs
- ✓ Tax Exemptions
- ✓ Energy Availability and Costs

Quality-of-Life Factors

- ✓ Low Crime Rate
- ✓ Healthcare Facilities
- ✓ Housing Costs
- ✓ Housing Availability
- ✓ Ratings of Public Schools

ROCKLIN'S ADVANTAGES

- Excellent unified school district ranking > an educated workforce
- Very low crime rate > a secure working environment for company employee
- High regional median family income > spending power for goods and services
- Good highway access, affordable housing, excellent regional colleges and universities

2009 *Kosmont*, www.kosmont.com/costofdoingbusiness.html

Very Low Cost Business Ranking > lower business costs

We hope this guide provides a valuable aid to helping companies and site location professionals make informed site selection decisions.

City of Rocklin Performance Dashboard

TOTAL LABOR FORCE

	2005	2006	2007	2008	2009*
Citrus Heights	50,700	51,400	52,500	51,800	51,200
Davis	37,400	38,100	38,700	39,600	38,500
Elk Grove	35,200	35,700	36,200	36,000	35,800
Folsom	27,700	28,100	28,500	28,100	27,400
Lincoln	7,000	7,300	7,400	7,600	7,900
Rocklin	25,400	26,300	26,800	26,700	26,500
Roseville	52,200	54,000	54,900	55,400	55,600
Sacramento	210,600	213,200	217,000	217,500	220,600
West Sacramento	15,300	15,500	15,900	16,400	16,600
Woodland	27,100	27,600	28,200	29,000	28,900
California	17,703,400	17,907,200	18,188,100	18,391,800	18,500,600
United States	149,320,000	151,428,000	153,124,000	154,287,000	N/A

Source: California State Dept. of Employment Development; US Dept. of Labor, Bureau of Labor Statistics, 2009

Data Available: www.calmis.ca.gov/file/lfhist/us_hfaa.xls
www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/AreaSelection.asp?tableName=labforce

Note: 2009* data to date-August 2009

N/A = Not Available (data not available at time of publication)

TOTAL EMPLOYMENT

	2005	2006	2007	2008	2009*
Citrus Heights	49,000	49,700	50,200	49,200	46,700
Davis	36,100	36,900	37,300	37,700	35,800
Elk Grove	33,800	34,300	34,600	34,000	32,200
Folsom	27,100	27,500	27,800	27,300	25,900
Lincoln	6,400	6,700	6,700	6,700	6,300
Rocklin	24,700	25,600	25,900	24,900	24,400
Roseville	49,900	51,700	52,200	51,800	49,100
Sacramento	198,200	201,100	202,900	199,100	189,000
West Sacramento	13,900	14,200	14,400	14,500	13,800
Woodland	25,300	25,900	26,200	26,500	25,100
California	16,742,300	17,029,900	17,208,900	17,059,600	16,253,800
United States	141,730,000	144,427,000	146,047,000	145,362,000	N/A

Source: California State Dept. of Employment Development; US Dept. of Labor, Bureau of Labor Statistics, 2009

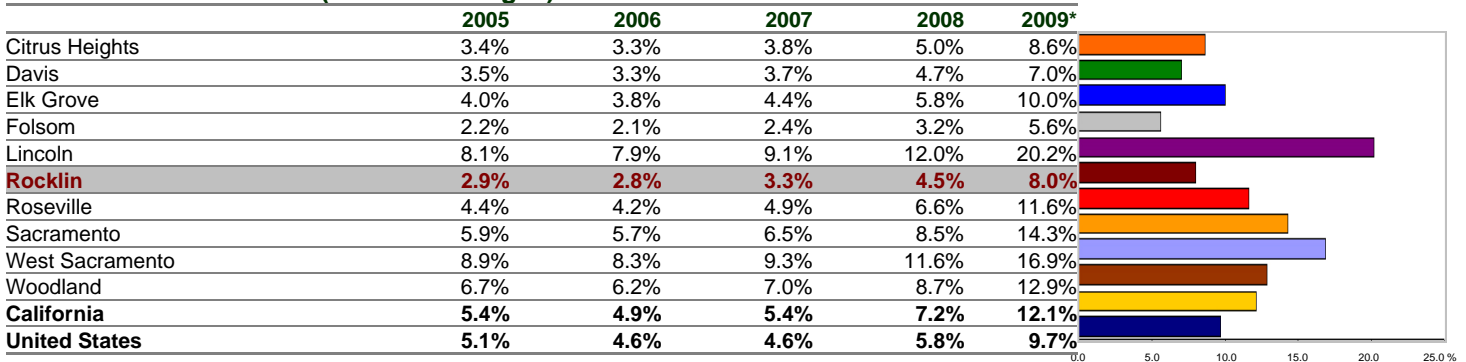
Data Available: www.calmis.ca.gov/file/lfhist/us_hfaa.xls
www.labormarketinfo.edd.ca.gov/?PAGEID=133

Note: 2009* data to date-August 2009

N/A = Not Available (data not available at time of publication)

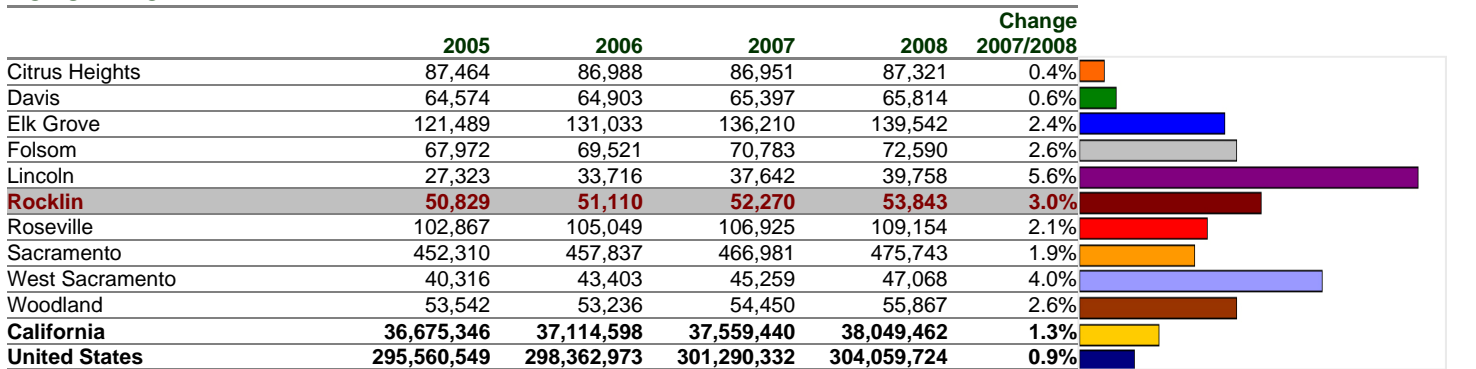
City of Rocklin Performance Dashboard

UNEMPLOYMENT RATE (Annual Averages)



Source: California State Dept. of Employment Development; US Dept. of Labor, Bureau of Labor Statistics, 2009
 Data Available: www.calmis.ca.gov/file/ffhist/us_hflaa.xls
www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/AreaSelection.asp?tableName=labforce

POPULATION



Source: California State Dept of Finance, US Census
 Data Available: www.dof.ca.gov/research/demographic/reports/estimates/e-4_2001-07/documents/E-4_2008%20Internet%20Version.xls
www.dof.ca.gov/research/demographic/reports/estimates/e-1_2006-07/documents/E-1table.xls
www.census.gov/population/projections/nation/detail/d2001_10.pdf

Regional Economic Performance Indicators

LABOR FORCE

	2005	2006	2007	2008	Change 2007/2008	
Austin-Round Rock, TX	801,654	824,721	847,217	867,507	2.4%	2.4%
Denver-Aurora-Broomfield, CO	1,322,982	1,349,222	1,370,145	1,399,960	2.2%	2.2%
Las Vegas-Paradise, NV	870,139	912,070	945,515	987,998	4.5%	4.5%
Phoenix-Mesa-Scottsdale, AZ	1,931,788	2,009,997	2,057,416	2,114,724	2.8%	2.8%
Portland-Vancouver-Beaverton, OR/WA	1,100,959	1,124,030	1,144,814	1,171,267	2.3%	2.3%
Reno-Sparks, NV	210,975	217,662	223,506	227,751	1.9%	1.9%
Sacramento-Arden-Arcade-Roseville, CA	1,017,557	1,033,142	1,047,032	1,058,503	1.1%	1.1%
Salt Lake City, UT	567,439	583,658	598,229	614,157	2.7%	2.7%
Seattle-Bellevue-Everett, WA	1,728,830	1,779,387	1,816,855	1,855,602	2.1%	2.1%
California	17,629,159	17,821,106	18,077,963	18,391,844	1.7%	1.7%
United States	149,320,000	151,428,000	153,124,000	154,287,000	0.8%	0.8%

Source: US Dept of Labor, Bureau of Labor Statistics Data
Data Available: www.bls.gov/lau

EMPLOYMENT

	2005	2006	2007	2008	Change 2007/2008	
Austin-Round Rock, TX	765,262	790,350	815,542	829,633	1.7%	1.7%
Denver-Aurora-Broomfield, CO	1,253,336	1,289,005	1,316,011	1,329,521	1.0%	1.0%
Las Vegas-Paradise, NV	831,545	873,179	900,948	922,878	2.4%	2.4%
Phoenix-Mesa-Scottsdale, AZ	1,852,817	1,938,262	1,989,586	2,010,992	1.1%	1.1%
Portland-Vancouver-Beaverton, OR/WA	1,036,575	1,067,608	1,089,530	1,102,945	1.2%	1.2%
Reno-Sparks, NV	201,872	208,735	213,449	212,330	-0.5%	-0.5%
Sacramento-Arden-Arcade-Roseville, CA	967,543	984,716	991,247	983,616	-0.8%	-0.8%
Salt Lake City, UT	544,146	566,464	582,433	593,857	2.0%	2.0%
Seattle-Tacoma-Bellevue, WA	1,642,313	1,701,304	1,744,215	1,767,247	1.3%	1.3%
California	16,671,914	16,948,374	17,108,702	17,059,574	-0.3%	-0.3%
United States	141,730,000	144,427,000	146,047,000	145,362,000	-0.5%	-0.5%

Source: US Dept of Labor, Bureau of Labor Statistics Data
Data Available: www.bls.gov/lau

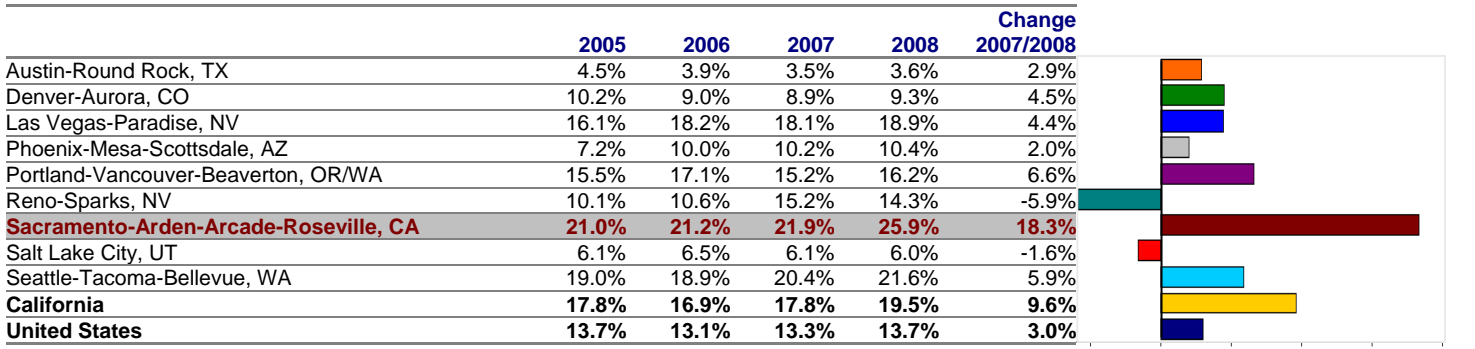
UNEMPLOYMENT RATE

	2005	2006	2007	2008	Change 2007/2008	
Austin-Round Rock, TX	4.5%	4.2%	3.7%	4.4%	18.9%	18.9%
Denver-Aurora-Broomfield, CO	5.3%	4.5%	4.0%	5.0%	25.0%	25.0%
Las Vegas-Paradise, NV	4.4%	4.3%	4.7%	6.6%	40.4%	40.4%
Phoenix-Mesa-Scottsdale, AZ	4.1%	3.6%	3.3%	4.9%	48.5%	48.5%
Portland-Vancouver-Beaverton, OR/WA	5.8%	5.0%	4.8%	5.8%	20.8%	20.8%
Reno-Sparks, NV	4.3%	4.1%	4.5%	6.8%	51.1%	51.1%
Sacramento-Arden-Arcade-Roseville, CA	4.9%	4.7%	5.3%	7.1%	34.0%	34.0%
Salt Lake City, UT	4.1%	2.9%	2.6%	3.3%	26.9%	26.9%
Seattle-Tacoma-Bellevue, WA	5.0%	4.4%	4.0%	4.8%	20.0%	20.0%
California	5.4%	4.9%	5.4%	7.2%	33.3%	33.3%
United States	5.1%	4.6%	4.6%	5.8%	26.1%	26.1%

Source: US Dept of Labor, Bureau of Labor Statistics Data
Data Available: www.bls.gov/web/laummtrk.htm

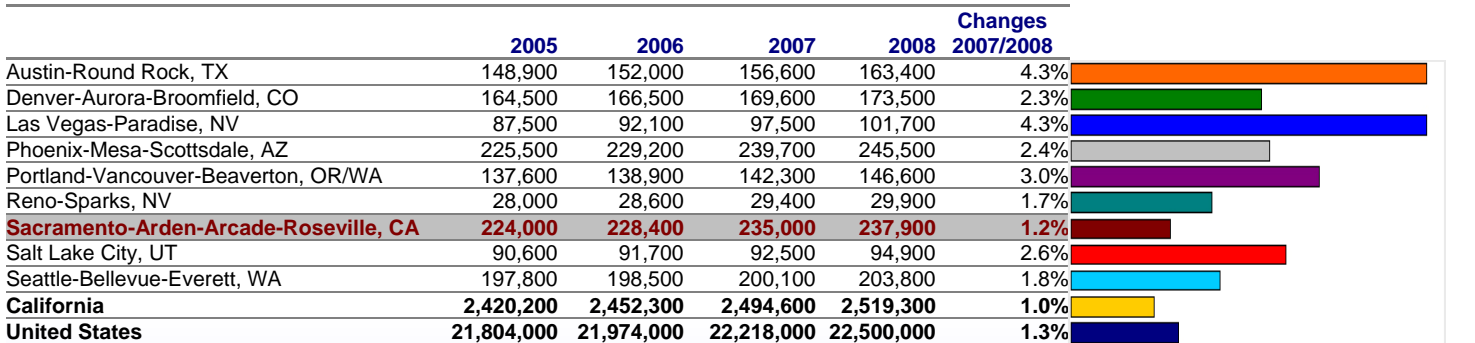
Regional Economic Performance Indicators

UNIONIZATION



Source: UnionStats 2009
Data Available: www.unionstats.com

GOVERNMENT EMPLOYMENT

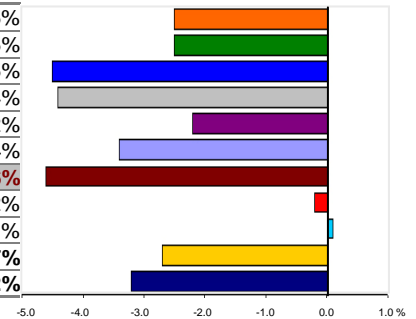


Source: US Dept of Labor, Bureau of Labor Statistics Data
Data Available: www.bls.gov/sae

Regional Economic Performance Indicators

MANUFACTURING EMPLOYMENT

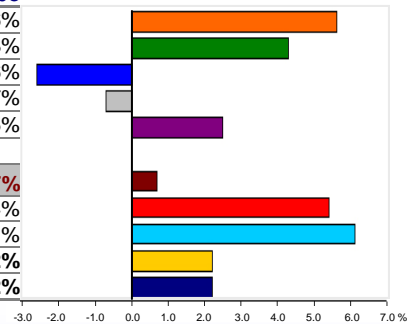
	2005	2006	2007	2008	Change 2007/2008
Austin-Round Rock, TX	57,300	58,900	59,700	58,200	-2.5%
Denver-Aurora, CO	72,200	72,200	71,500	69,700	-2.5%
Las Vegas-Paradise, NV	25,000	27,100	26,700	25,500	-4.5%
Phoenix-Mesa-Scottsdale, AZ	136,500	139,900	137,200	131,200	-4.4%
Portland-Vancouver-Beaverton, OR/WA	123,400	126,600	126,100	123,300	-2.2%
Reno-Sparks, NV	14,100	14,400	14,600	14,100	-3.4%
Sacramento-Arden-Arcade-Roseville, CA	43,100	42,800	40,900	39,000	-4.6%
Salt Lake City, UT	53,300	55,500	57,800	57,700	-0.2%
Seattle-Bellevue-Everett, WA	151,600	160,800	167,100	167,300	0.1%
California	1,504,800	1,490,200	1,464,400	1,425,400	-2.7%
United States	14,226,000	14,155,000	13,879,000	13,431,000	-3.2%



Source: US Dept. of Labor, Bureau of Labor Statistics Data
 Data Available: <http://data.bls.gov/cgi-bin/dsrv?sm>

PROFESSIONAL, SCIENTIFIC, AND TECHNICAL EMPLOYMENT

	2005	2006	2007	2008	Change 2007/2008
Austin-Round Rock, TX	47,300	50,800	55,000	58,100	5.6%
Denver-Aurora, CO	90,000	93,300	98,700	102,900	4.3%
Las Vegas-Paradise, NV	34,400	37,900	38,600	37,600	-2.6%
Phoenix-Mesa-Scottsdale, AZ	90,600	99,200	101,900	101,200	-0.7%
Portland-Vancouver-Beaverton, OR/WA	49,100	51,100	53,000	54,300	2.5%
Reno-Sparks, NV	ND	ND	ND	ND	
Sacramento-Arden-Arcade-Roseville, CA	51,500	54,300	55,300	55,700	0.7%
Salt Lake City, UT	32,800	36,400	38,600	40,700	5.4%
Seattle-Bellevue-Everett, WA	89,800	95,400	102,500	108,800	6.1%
California	970,200	1,026,500	1,060,400	1,083,500	2.2%
United States (A)	7,024,600	7,356,700	7,659,500	7,829,700	2.2%



Source: US Dept of Labor, Bureau of Labor Statistics Data
 Data Available: <http://data.bls.gov/cgi-bin/dsrv>
 Note: ND = Not Disclosable
 (A) Data is Professional and Technical Employment

Regional Economic Performance Indicators

AVERAGE ANNUAL PAY

	2004	2005	2006	2007	Change 2006/2007	
Austin-Round Rock, TX	\$41,652	\$43,129	\$45,382	\$46,196	1.8%	
Denver-Aurora, CO	\$44,029	\$45,470	\$47,708	\$49,644	4.1%	
Las Vegas-Paradise, NV	\$38,133	\$39,960	\$41,288	\$43,431	5.2%	
Phoenix-Mesa-Scottsdale, AZ	\$38,528	\$40,040	\$42,043	\$43,513	3.5%	
Portland-Vancouver-Beaverton, OR-WA	\$39,213	\$40,522	\$42,116	\$43,826	4.1%	
Reno-Sparks, NV	\$37,647	\$38,778	\$39,895	\$41,664	4.4%	
Sacramento-Arden-Arcade-Roseville, CA	\$41,305	\$42,892	\$44,766	\$46,574	4.0%	
Salt Lake City, UT	\$35,212	\$36,471	\$38,169	\$40,468	6.0%	
Seattle-Tacoma-Bellevue, WA	\$46,092	\$47,347	\$50,059	\$52,807	5.5%	
California	\$44,052	\$45,831	\$48,021	\$50,182	4.5%	
United States	\$38,810	\$40,188	\$42,009	\$43,889	4.5%	

Source: Bureau of Economic Analysis
 Data Available: www.bea.gov/region/reis/drill/cfm (CA34-Average Wage per Job)
 Note: 2008 data is not available at time of printing

PERSONAL PER CAPITA INCOME

	2005	2006	2007	2008	Change 2007/2008	
Austin-Round Rock, TX	\$34,863	\$36,434	\$37,238	\$37,811	1.5%	
Denver-Aurora-Broomfield, CO	\$42,567	\$45,072	\$46,682	\$47,510	1.8%	
Las Vegas-Paradise, NE	\$36,869	\$38,309	\$39,188	\$39,269	0.2%	
Phoenix-Mesa-Scottsdale, AZ	\$33,066	\$34,829	\$35,185	\$34,675	-1.4%	
Portland-Vancouver-Beaverton, OR/WA	\$35,115	\$37,157	\$38,842	\$39,436	1.5%	
Reno-Sparks, NV	\$42,756	\$44,031	\$45,332	\$45,424	0.2%	
Sacramento-Arden-Arcade-Roseville, CA	\$35,355	\$37,239	\$38,424	\$39,002	1.5%	
Salt Lake City, UT	\$33,287	\$35,177	\$36,008	\$36,343	0.9%	
Seattle-Tacoma-Bellevue, WA	\$42,804	\$46,054	\$49,401	\$50,471	2.2%	
California	\$37,418	\$40,020	\$41,805	\$42,696	2.1%	
United States	\$34,690	\$36,794	\$38,615	\$39,751	2.9%	

Source: US Dept of Labor, Bureau of Economic Analysis
 Data Available: www.bea.gov/region/index.htm#state

POPULATION

	2005	2006	2007	2008	Change 2007/2008	
Austin-Round Rock, TX	1,464,563	1,527,040	1,592,590	1,652,602	3.8%	
Denver-Aurora, CO	2,358,271	2,403,113	2,453,393	2,506,626	2.2%	
Las Vegas-Paradise, NV	1,702,957	1,770,676	1,827,655	1,865,746	2.1%	
Phoenix-Mesa-Scottsdale, AZ	3,873,404	4,035,176	4,165,921	4,281,899	2.8%	
Portland-Vancouver-Beaverton, OR/WA	2,087,066	2,126,475	2,166,491	2,207,462	1.9%	
Reno-Sparks, NV	393,746	401,136	408,887	414,784	1.4%	
Sacramento-Arden-Arcade-Roseville, CA	2,032,386	2,055,989	2,082,186	2,109,832	1.3%	
Salt Lake City, UT	1,045,905	1,074,254	1,095,362	1,115,692	1.9%	
Seattle-Bellevue-Everett, WA	3,197,370	3,253,977	3,298,225	3,344,813	1.4%	
California	35,885,415	36,121,296	36,377,534	36,756,666	1.0%	
United States	295,560,549	298,362,973	301,290,332	304,059,724	0.9%	

Source: US Census
 Data Available: www.census.gov/popest/metro/CBSA-est2008-annual.html
http://factfinder.census.gov/servlet/GCTTable?_bm=y&-geo_id=01000US&-box_head_nbr=GCT-T1&-ds_name=PEP_2008_EST&-lang=en&-format=US-40&-sse=on

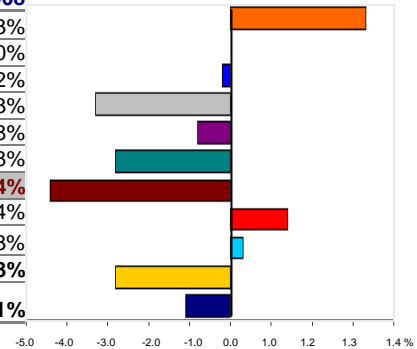
Notes: Data is July 1 of each year

Regional Economic Performance Indicators

RETAIL EMPLOYMENT

	2005	2006	2007	2008	Change 2007/2008
Austin-Round Rock, TX	72,700	76,300	81,400	84,100	3.3%
Denver-Aurora, CO	124,600	125,000	127,500	127,500	0.0%
Las Vegas-Paradise, NV	94,000	97,700	100,100	99,900	-0.2%
Phoenix-Mesa-Scottsdale, AZ	216,500	227,500	234,500	226,800	-3.3%
Portland-Vancouver-Beaverton, OR/WA	104,900	107,600	109,800	108,900	-0.8%
Reno-Sparks, NV	23,000	24,200	24,600	23,900	-2.8%
Sacramento-Arden-Arcade-Roseville, CA	98,700	100,700	99,800	95,400	-4.4%
Salt Lake City, UT	65,500	67,400	70,200	71,200	1.4%
Seattle-Bellevue-Everett, WA	142,500	142,800	145,600	146,000	0.3%
California	1,659,300	1,680,100	1,689,900	1,642,300	-2.8%
United States	15,279,600	15,353,300	15,520,000	15,356,300	-1.1%

Source: Bureau of Labor Statistics Data
Data Available: www.bls.gov/data

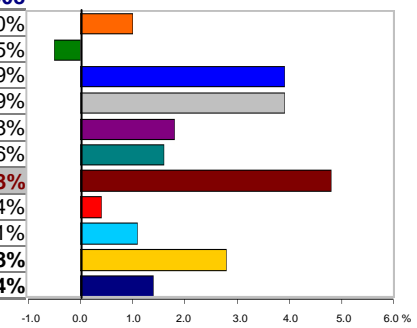


PRIVATE BUSINESS ESTABLISHMENTS

	2005	2006	2007	2008 (P)	Change 2007/2008
Austin-Round Rock, TX	34,876	36,498	39,732	40,130	1.0%
Denver-Aurora, CO	82,815	84,997	86,360	85,927	-0.5%
Las Vegas-Paradise, NV	41,769	45,541	48,422	50,312	3.9%
Phoenix-Mesa-Scottsdale, AZ	86,848	94,055	100,550	104,503	3.9%
Portland-Vancouver-Beaverton, OR/WA	65,327	68,252	70,240	71,517	1.8%
Reno-Sparks, NV	13,239	13,948	14,385	14,615	1.6%
Sacramento-Arden-Arcade-Roseville, CA	59,674	63,882	64,862	67,989	4.8%
Salt Lake City, UT	38,659	40,577	40,747	40,896	0.4%
Seattle-Tacoma-Bellevue, WA	109,416	111,030	113,138	114,326	1.1%
California	1,191,163	1,234,098	1,260,646	1,295,590	2.8%
United States	8,294,662	8,505,496	8,681,001	8,805,728	1.4%

Source: US Dept of Labor, Bureau of Labor Statistics
Data Available: www.bls.gov/data
data.bls.gov/PDQ/outside.jsp?survey=en

Note: (P) 2008 are preliminary data



HOUSING UNITS (new construction)

	2005	2006	2007	2008	Change 2007/2008
Austin-Round Rock, TX	23,241	26,096	19,903	11,792	-40.8%
Denver-Aurora, CO	20,849	18,070	14,217	8,814	-38.0%
Las Vegas-Paradise, NV	39,237	33,728	24,089	12,537	-48.0%
Phoenix-Mesa-Scottsdale, AZ	62,617	44,280	37,272	18,533	-50.3%
Portland-Vancouver-Beaverton, OR/WA	17,251	15,376	13,115	7,408	-43.5%
Reno-Sparks, NV	6,329	3,670	2,110	1,924	-8.8%
Sacramento-Arden-Arcade-Roseville, CA	20,182	11,877	8,050	5,511	-31.5%
Salt Lake City, UT	9,243	7,669	6,245	4,070	-34.8%
Seattle-Bellevue-Everett, WA	25,519	25,743	25,403	15,512	-38.9%
California*	12,942,932	13,140,161	13,308,346	13,393,878	0.6%
United States*	124,521,886	126,311,823	127,901,934	129,065,264	0.9%

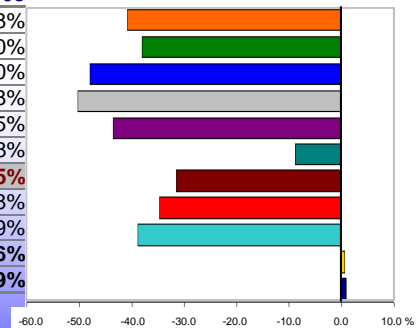
Source: US Census (population estimates program); California State Dept of Finance, 2009

Data Available: www.census.gov/const/C40/Table3/tb3u2008.txt

www.dof.ca.gov/research/demographic/reports/estimates/e-5_2001-06

http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ACS&_submenuid=datasets_2&_lang=en&_ts=

Note: * July data, whereas metro areas are annual data



Regional Economic Performance Indicators

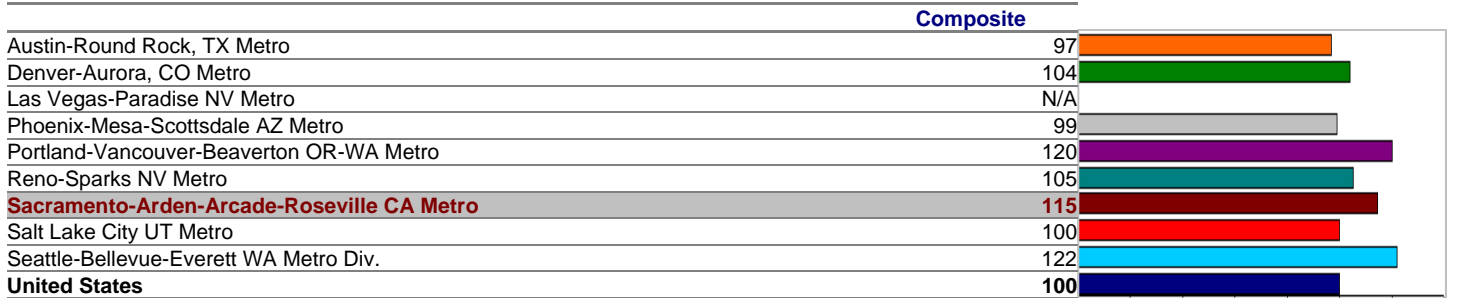
COST OF LIVING INDEX

	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods and Services
Austin-Round Rock, TX Metro	89	83	93	99	96	111
Denver-Aurora, CO Metro	104	109	93	98	105	105
Las Vegas-Paradise NV Metro	N/A	N/A	N/A	N/A	N/A	N/A
Phoenix-Mesa-Scottsdale AZ Metro	107	97	88	98	98	102
Portland-Vancouver-Beaverton OR-WA Metro	117	133	95	114	109	120
Reno-Sparks NV Metro	105	111	98	104	106	102
Sacramento-Arden-Arcade-Roseville CA Metro	112	137	98	116	110	101
Salt Lake City UT Metro	105	107	70	99	97	102
Seattle-Bellevue-Everett WA Metro Div.	108	150	83	115	120	115
United States	12	29	10	11	4	33

Source: C2er (Council for Community and Economic Research) ACCRA Cost of Living Index 2009 Q2

Note: N/A Not Available

COMPOSITE INDEX *



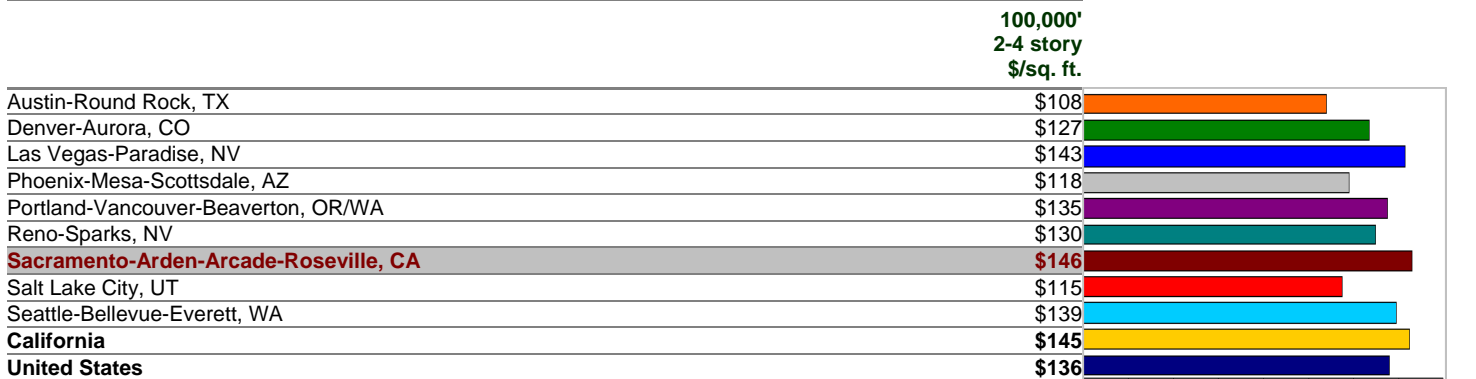
Source: C2er (Council for Community and Economic Research) ACCRA Cost of Living Index 2009 Q2

Note: N/A Not Available

* Average of all cost of living index

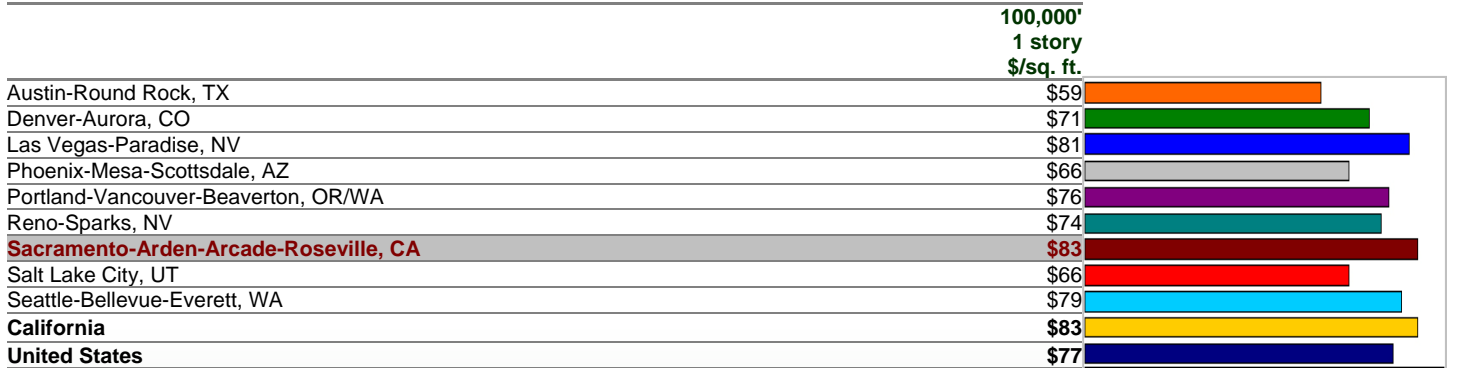
Cost Matrix

OFFICE CONSTRUCTION



Source: RS Means 2009 Q1
 Data Available: www.rsmeans.com/calculator/index.asp#
 Note: Median Cost Range

WAREHOUSE CONSTRUCTION



Source: RS Means 2009 Q1
 Data Available: www.rsmeans.com/calculator/index.asp#
 Note: Median Cost Range

Cost Matrix

ELECTRICITY - Residential

	Utility	\$/kWh
Citrus Heights	SMUD	\$0.089
Davis	PG&E	\$0.176
Elk Grove	SMUD	\$0.089
Folsom	SMUD	\$0.089
Rocklin	PG&E	\$0.176
Roseville	RE	\$0.089
Sacramento	SMUD	\$0.089
West Sacramento	PG&E	\$0.176
Woodland	PG&E	\$0.176

Source: California Public Utilities Commission Tariff Schedule

Data Available: www.cpuc.ca.gov/PUC/energy/electric/Rates+and+Tariffs/ratesNCharts_elect.htm
www.roseville.ca.us/electric/rates_reliability_n_billing/residential_rates.asp
www.smud.org/residential/rates/rates.htm

Note: Pacific Gas & Electric (PG&E) - Residential (E1, EM, ES, ESR, ET rate schedule) Average total rate
 Roseville Electric (RE) - Tier 1 - up to 500 kWh/month
 Sacramento Municipal Utility District (SMUD) - Residential (R) Average of summer and winter rate

ELECTRICITY - Small Commercial

	Utility	\$/kWh
Citrus Heights	SMUD	\$0.110
Davis	PG&E	\$0.158
Elk Grove	SMUD	\$0.110
Folsom	SMUD	\$0.110
Rocklin	PG&E	\$0.158
Roseville	RE	\$0.104
Sacramento	SMUD	\$0.110
West Sacramento	PG&E	\$0.158
Woodland	PG&E	\$0.158

Source: California Public Utilities Commission Tariff Schedule

Data Available: www.cpuc.ca.gov/PUC/energy/electric/Rates+and+Tariffs/ratesNCharts_elect.htm
www.roseville.ca.us/electric/rates_reliability_n_billing/commercial_rates.asp
www.smud.org/business/rates-requirements/index.html

Note: Pacific Gas & Electric (PG&E) - Small Commercial (A10, FTA rates) Average total rate
 Roseville Electric (RE) - Small Commercial (GS-1)
 Sacramento Municipal Utility District (SMUD) - Small Commercial (GS) Average of summer and winter rates

ELECTRICITY - Large Commercial/Industrial

	Utility	\$/kWh
Citrus Heights	SMUD	\$0.090
Davis	PG&E	\$0.133
Elk Grove	SMUD	\$0.090
Folsom	SMUD	\$0.090
Rocklin	PG&E	\$0.133
Roseville	RE	\$0.090
Sacramento	SMUD	\$0.090
West Sacramento	PG&E	\$0.133
Woodland	PG&E	\$0.133

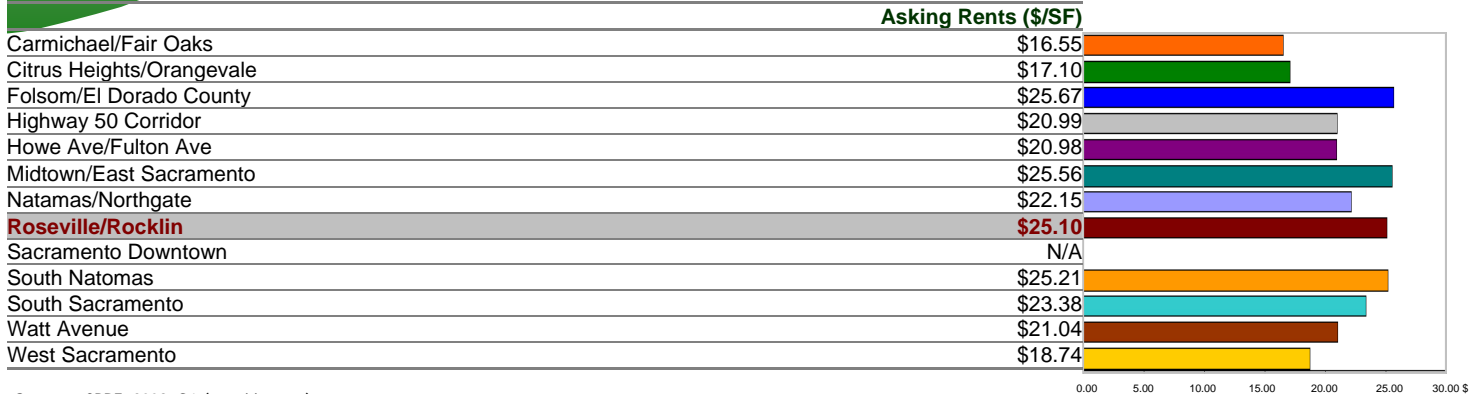
Source: California Public Utilities Commission Tariff Schedule

Data Available: www.cpuc.ca.gov/PUC/energy/electric/Rates+and+Tariffs/ratesNCharts_elect.htm
www.roseville.ca.us/electric/rates_reliability_n_billing/business_rates.asp
www.smud.org/business/rates-requirements/index.html

Note: Pacific Gas & Electric (PG&E) - Large Commercial (E20) Average total rate
 Roseville Electric (RE) - Large Commercial (GS-3) Average of summer and winter rates
 Sacramento Municipal Utility District (SMUD) - Large Commercial (GS-TOU1) Average of summer and winter rates

Cost Matrix

REAL ESTATE COSTS—OFFICE MARKET

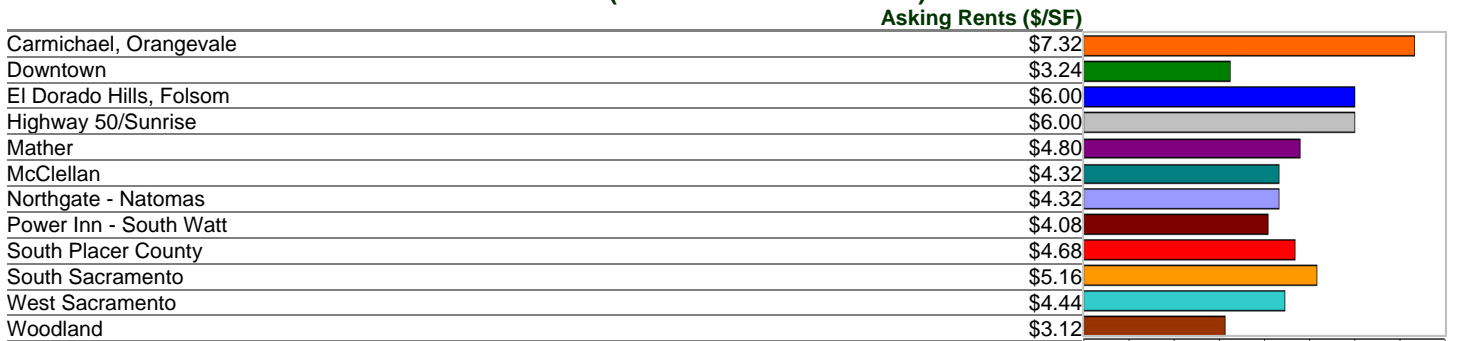


Source: CBRE, 2009, Q1 (monthly rates)

Data Available: www.cbre.com/EN/Research/Torto+Wheaton+Research

Notes: Average asking rate is based on direct leases only; excludes sub-lease space.

REAL ESTATE COSTS—INDUSTRIAL MARKET (Warehouse Distribution)



Source: Grubb & Ellis, 2009, Q2 (monthly rates)

Data Available: www.grubb-ellis.com/research/reports.aspx

Notes: Asking rates are per square feet per month NNN. Rates for each building are weighed by the amount of available space in the building.

REAL ESTATE COSTS-INDUSTRIAL MARKET (R&D/Flex)



Source: Grubb & Ellis, 2009, Q2 (monthly rates)

Data Available: www.grubb-ellis.com/research/reports.aspx

Notes: Asking rates are per square feet per month NNN. Rates for each building are weighed by the amount of available space in the building.

Cost Matrix

BUSINESS LICENSE TAX *

	Rate
Citrus Heights	\$125
Davis	\$189
Elk Grove	\$110
Folsom	\$1,000
Lincoln	\$60
Rocklin	\$70-\$5,035
Roseville	\$250
Sacramento	\$1,500-\$4,026
West Sacramento	\$40
Woodland	\$254

PROPERTY TAX

	Rate
Citrus Heights	1.09%
Davis	1.03%
Elk Grove	1.00%
Folsom	1.10%
Lincoln	1.01%
Rocklin	1.07%
Roseville	1.06%
Sacramento	1.13%
West Sacramento	1.07%
Woodland	1.05%

SALES TAX

	Rate
Citrus Heights	8.75%
Davis	8.75%
Elk Grove	8.75%
Folsom	8.75%
Lincoln	8.25%
Rocklin	8.25%
Roseville	8.25%
Sacramento	8.75%
West Sacramento	8.75%
Woodland	8.75%

TRANSIENT OCCUPANCY TAX

	Rate
Citrus Heights	12%
Davis	10%
Elk Grove	12%
Folsom	8%
Lincoln	10%
Rocklin	8%
Roseville	6%
Sacramento	12%
West Sacramento	12%
Woodland	10%

Sources: California State Board of Equalization; HdL Coren & Cone, 2009; Kosmont 2008 Survey

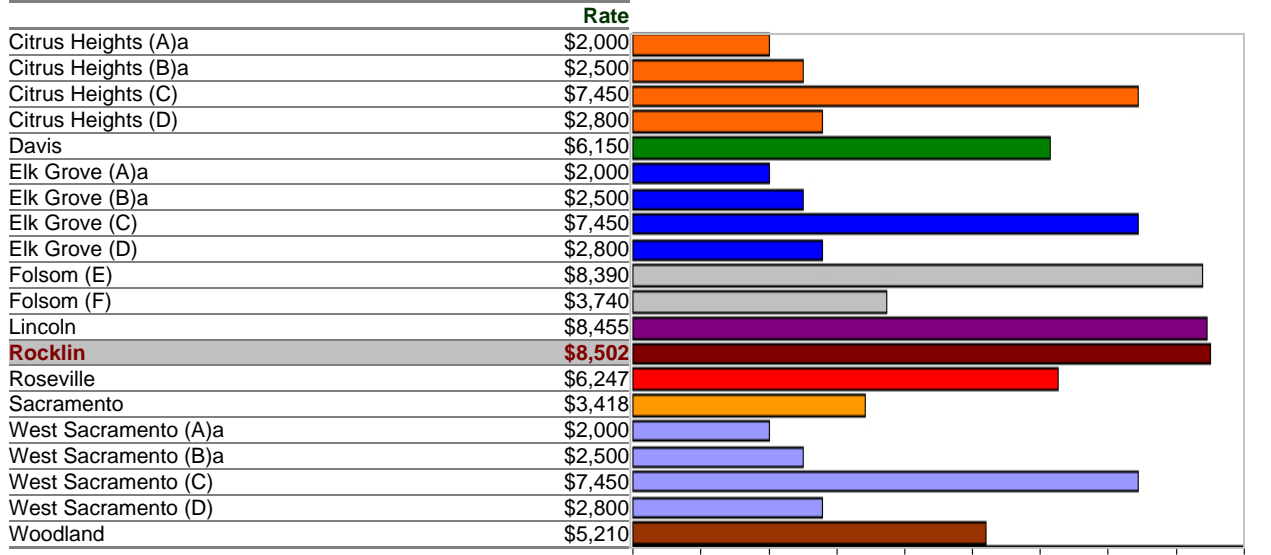
Data Available: www.boe.ca.gov/cgi-bin/rates.cgi?LETTER=W&LIST=CITY

Note: * The business license tax rate shown is the lowest rate for each city.

Annual tax for the first \$10M in receipts or the first 100 employees, as applicable. Other assumptions may apply.

Cost Matrix

WASTEWATER CONNECTION FEE (residential)



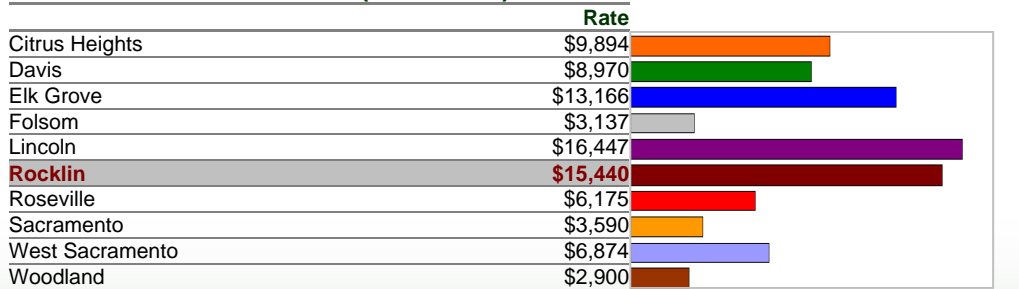
Source: The Municipal and independent special district agencies, 2009

Notes: a = for existing subdivided properties prior to July 2003

- (A) Relief Area per ESD, SASD
- (B) Expansion Area per ESD
- (C) New Area SRCSD
- (D) Infill Area SRCSD
- (E) New Area (Folsom)
- (F) Infill Area (Folsom)

These fees measure the standard connection fee to hook up a residential home. It is an indicator of the fee cost. Connection fees for non-residential uses will typically be higher than the residential fee and are usually based on Equivalent Dwelling Units (EDU's)

WATER CONNECTION FEE (residential)

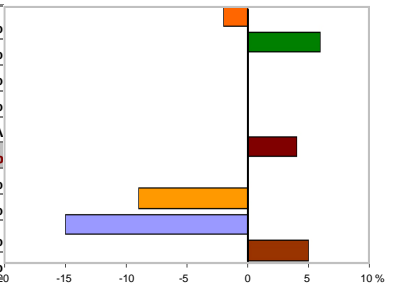


Source: The municipal and independent special district agencies, 2009

Quality-of-Life Factors

CRIME RATE (per 1,000 Residents)

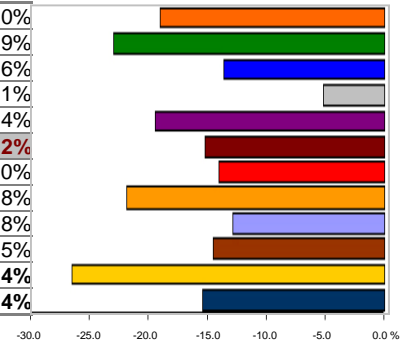
	2005	2006	2007	2008	Change 2007/2008
Citrus Heights (A)			48	47	-2%
Davis	33	32	36	38	6%
Elk Grove (A)			31	31	0%
Folsom	26	25	24	24	0%
Lincoln	N/A	N/A	N/A	N/A	N/A
Rocklin	27	27	23	24	4%
Roseville	49	41	41	41	0%
Sacramento	69	70	64	58	-9%
West Sacramento	42	42	40	34	-15%
Woodland	37	37	37	39	5%



Source: City of Rocklin, California Dept. of Justice—FBI's Uniform Crime Report (crime reporting); California Dept of Finance (population figures)
 Note: (A) the crime data for the cities of Citrus Heights and Elk Grove are rolled up into Sacramento County data, and therefore, not available from 2005-2006

MEDIAN HOME PRICES

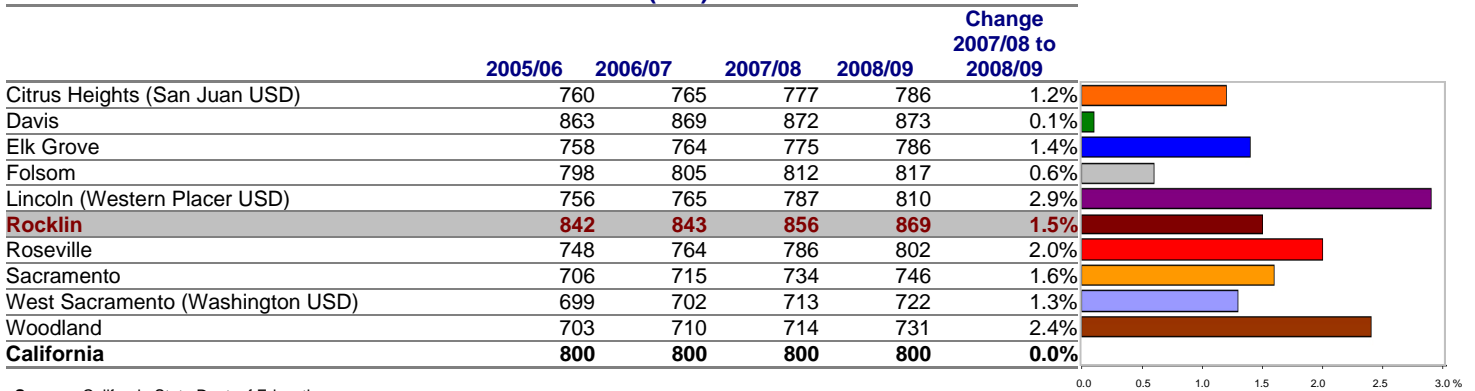
	2006	2007	2008	2009	Change 2008/2009
Citrus Heights	\$335,000	\$297,500	\$210,000	\$170,000	-19.0%
Davis	\$490,000	\$533,000	\$525,000	\$405,000	-22.9%
Elk Grove	\$462,000	\$382,500	\$269,000	\$232,500	-13.6%
Folsom	\$494,500	\$436,500	\$379,500	\$360,000	-5.1%
Lincoln	\$435,000	\$405,000	\$310,000	\$250,000	-19.4%
Rocklin	\$477,500	\$447,000	\$330,000	\$280,000	-15.2%
Roseville	\$430,000	\$430,250	\$332,500	\$286,000	-14.0%
Sacramento	\$339,500	\$300,000	\$179,000	\$140,000	-21.8%
West Sacramento	\$355,000	\$376,000	\$263,250	\$229,500	-12.8%
Woodland	\$436,000	\$363,000	\$275,000	\$235,250	-14.5%
California	\$575,850	\$591,280	\$373,100	\$274,740	-26.4%
United States (A)	\$221,900	\$228,900	\$215,000	\$181,800 (p)	-15.4%



Source: California Association of Realtors, National Association of Realtors
 Data Available: www.realtor.org
 Notes: "Trends" data is June of each year
 (A) United States data from National Association of Realtors
 (p) preliminary data

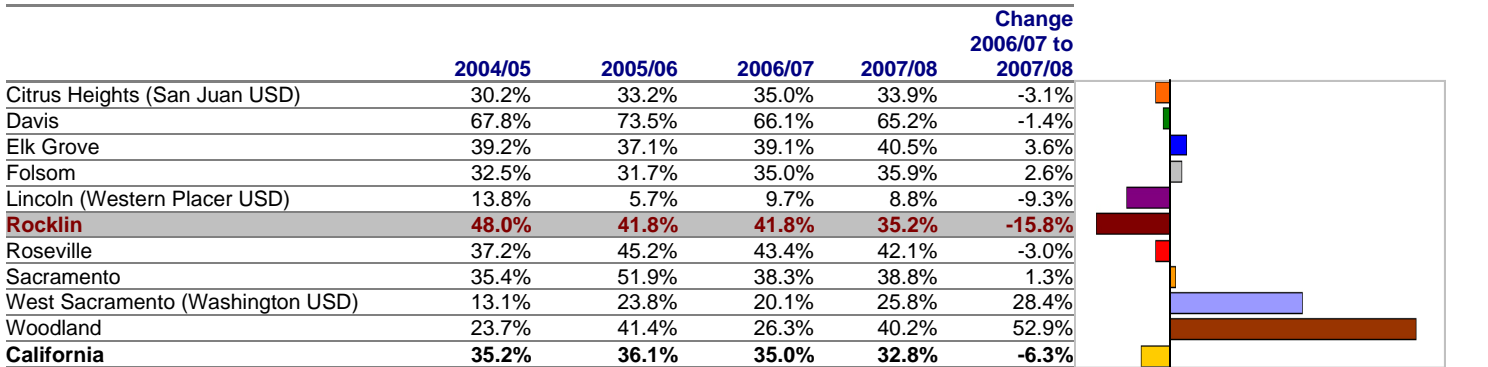
Quality-of-Life Factors

EDUCATION—ACADEMIC PERFORMANCE INDEX (API) SCORES



Source: California State Dept. of Education
 Data Available: www.dq.cde.ca.gov/dataquest/ (Growth API Report—District API)

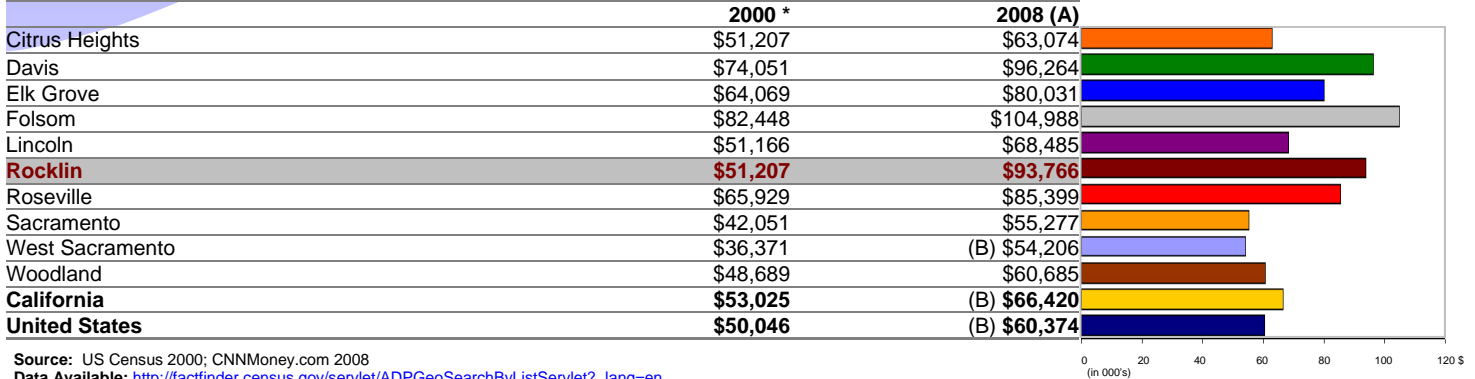
EDUCATION—PERCENTAGE OF GRADS UC/CSU



Source: California State Dept. of Education
 Data Available: www.dq.cde.ca.gov/dataquest/
 Notes: Percentage of high school graduates meeting UC/CSU entry requirements

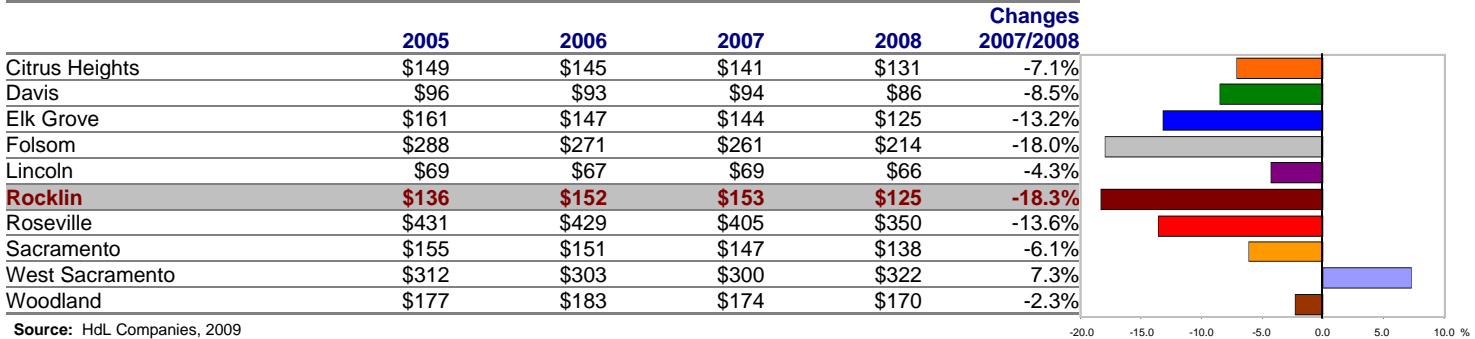
Quality-of-Life Factors

MEDIAN FAMILY INCOME



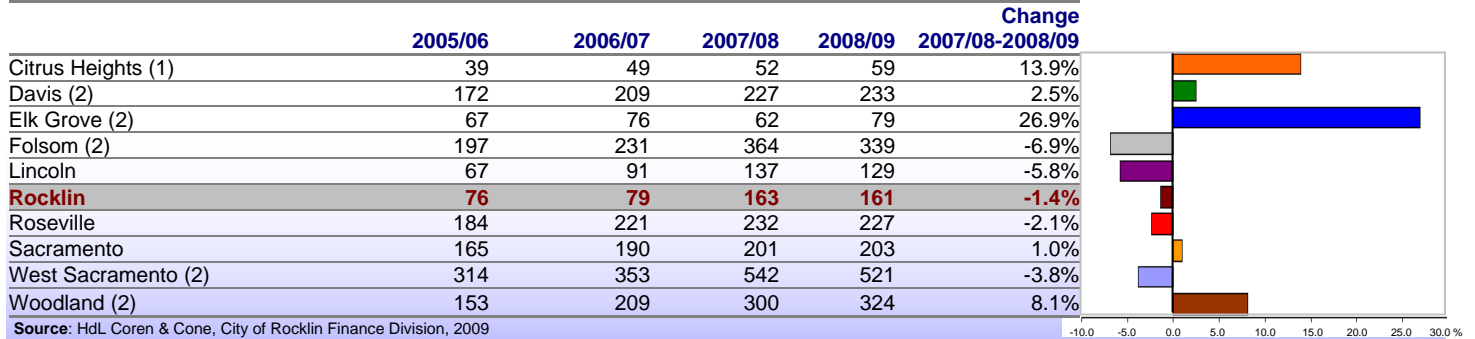
Source: US Census 2000; CNNMoney.com 2008
 Data Available: http://factfinder.census.gov/servlet/ADPGeoSearchByListServlet?_lang=en
 Note: * US Census 2000 Demographic Profile Highlights
 (A) CNNMoney.com
 (B) US Census American Community Survey 2005-2007

PER CAPITA SALES TAX



Source: HdL Companies, 2009

PER CAPITA PROPERTY TAX



Source: HdL Coren & Cone, City of Rocklin Finance Division, 2009
 Notes: (1) No GF revenue for 30 years per agreement with County of Sacramento
 (2) Revenue data from City budget or CAFR documents



October 2009

Disclaimer

The information contained herein was obtained from sources deemed reliable. However, no responsibility for errors or omissions is assumed by the City of Rocklin.

Please contact the City Manager's office 916.625.5560 or email infocityhall@rocklin.ca.us if you have any questions.

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