



COUNTY
OF
Placer[®]

**SEE WHY PLACER IS ONE OF
CALIFORNIA'S FASTEST GROWING
COUNTIES**



PLACER MEANS QUALITY OF LIFE

Scan for video showing why all of this and more makes **Placer County** one of the fastest growing counties in California.

Placer County routinely ranks in the



TOP 3
California counties for
Quality of Life



TOP 4
for **Healthiest**
Counties in California



With easy public access to parks, wildland preserves and forests, rivers, lakes and the iconic Lake Tahoe, **Placer County offers a literal wonderland with four diverse seasons to enjoy the outdoors.**



Our cities and county are highly regarded as **safe places to live and raise families.**



Our k-12 and higher **education** rank among the **highest in the state.**



Six cities and the unincorporated area offer a **full menu of housing options.**

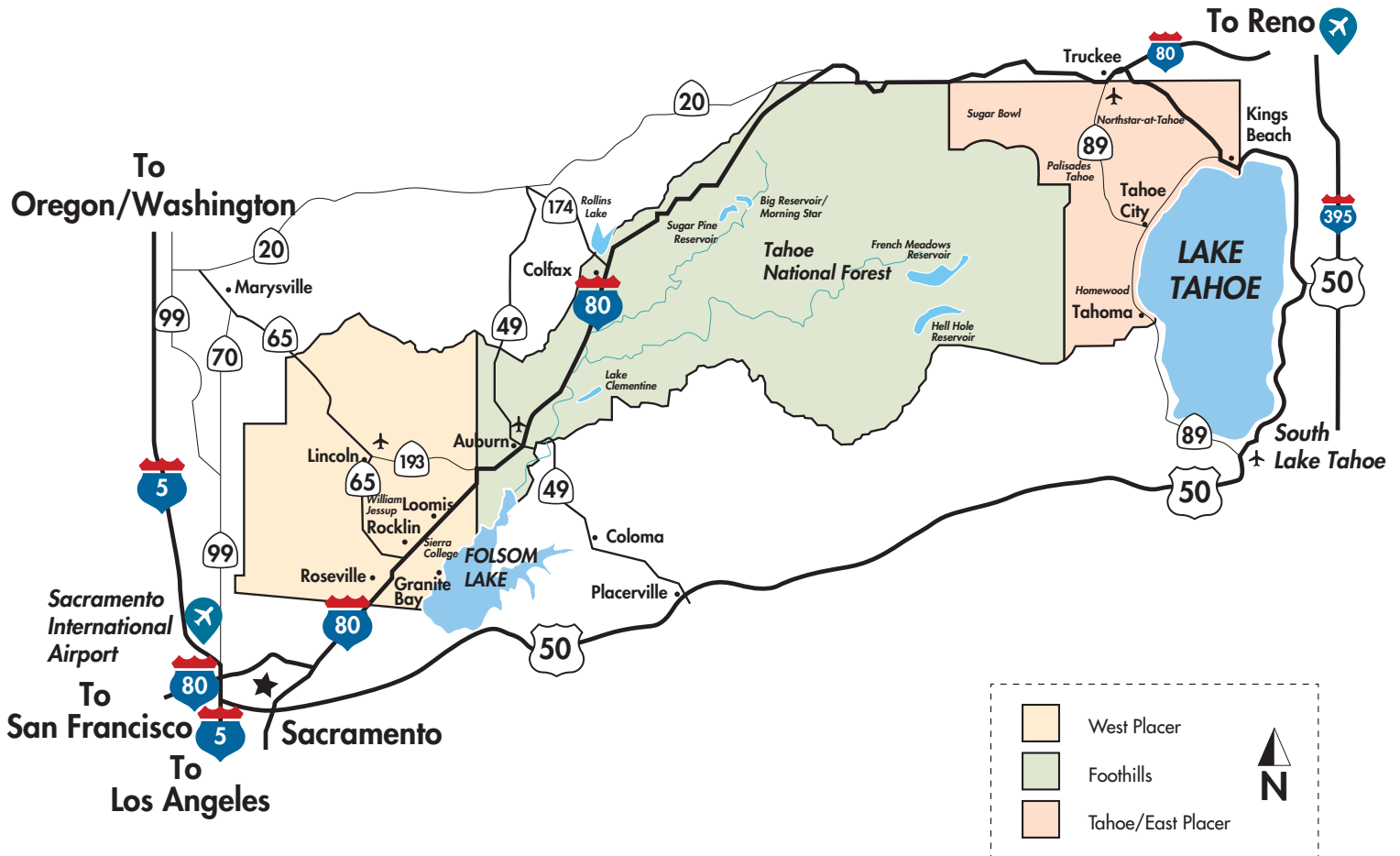


Our County boasts **bountiful water resources** from the high Sierras.



An **outstanding, engaged community** of stakeholders, educators, government partners, chambers, businesses and the public.

PLACER MEANS CONNECTIONS



- Access Sacramento International Airport, West Sacramento Port, Interstate 5 and Highway 99 (California's North-South transportation routes) in less than 25 minutes.
- Interstate 80 runs through the heart of Placer, and is the East-West transcontinental freeway transporting goods and people throughout the United States.
- Roseville, the county's most populated city, is home to the largest rail yard on the West Coast.
- Sunset At Placer is centrally located ~100 miles between the San Francisco Bay Area, and Reno, Nevada.

PLACER MEANS STREAMLINED PERMITTING



This foundational economic development incentive tool streamlines project entitlements, saving time and money.

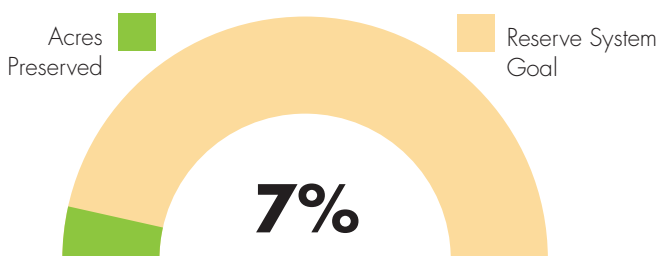


Adopted September 1, 2020, after 20 years in the making, the Placer County Conservation Program (PCCP) is considered a national model for future conservation programs.

The PCCP area covers approximately 210,000 acres of Western Placer County. Within the PCCP plan area, 50,000 to 60,000 acres encompass the potential acquisition area that would become part of the reserve system.

The PCCP is designed to ensure that land will be managed to continue to support the survival and well being of the covered species, as well as the survival of hundreds of other species that are dependent on the same habitat. By proactively addressing the long-term conservation and development needs of the county, the PCCP will strengthen local control over land use and provide greater flexibility in meeting the county's future social and economic needs.

FROM SEPTEMBER 2020 TO TODAY...



Building the Reserve System

7% (3,440 acres) of 50-year goal to build a 47,300 acre Reserve System



238

Restored acres of vernal pool grasslands



57

Acres of aquatic resources restored

KEY DEMOGRAPHICS



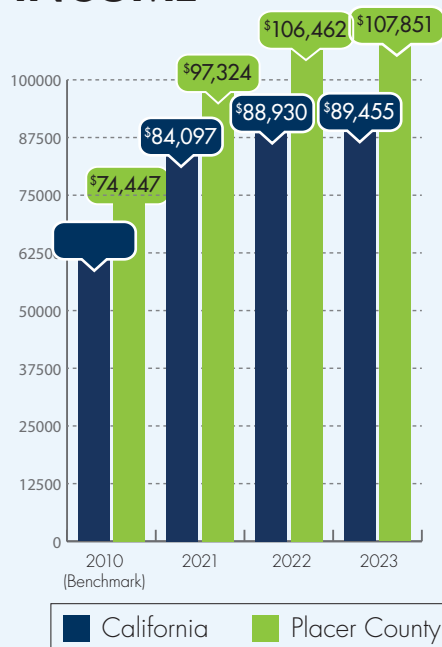

420,717
Total Population


41.8
Median Age


Education
16.3%
High School Graduate
21.2%
Some College
56%
Bachelor's/Grad/
Prof Degree

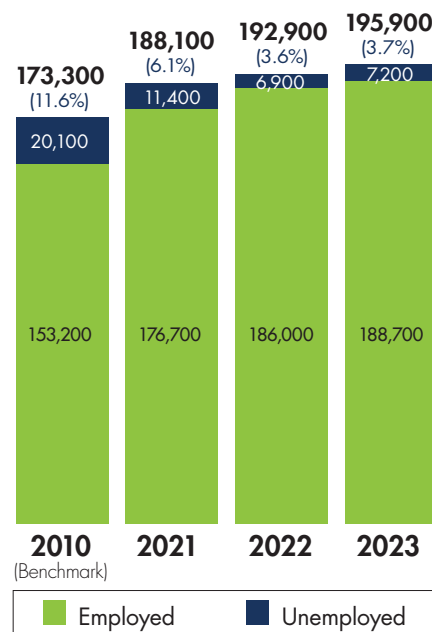
Data from ESRI February 2024

MEDIAN HOUSEHOLD INCOME



Data Source: Census data July 2021 and ESRI 2022, 2023

LABOR FORCE



Data Source: labormarketinfo.edd.ca.gov/data/employment-by-industry.html
February 2023



Sunset At Placer
Photo by Erik Bergen



Lake Tahoe
Photo by Erik Bergen



TO LEARN MORE:

econdev@placer.ca.gov

(530) 889-4016