

Lifestyle. Talent. Value.

Roseville, California checks all the boxes.

Join us in a city that wins accolades for innovation, safety, and livability for everyone.

You and your team will love the weather, recreation, home affordability, and outstanding schools.

Get the best of California—without the California expense.

roseville.ca.us/ChooseRoseville



Reliable & affordable utilities

Low rates, up to 35% less than neighboring utilities. Nationally recognized for power reliability.



Public safety

A strong retail theft partnership between businesses and law enforcement.



Full-service city

Streamlined permitting and one-stop development review. Smart land use and infrastructure planning.



Comprehensive transportation system

Largest rail yard in western U.S., international airport 23 mi away, deep-water port 20 mi away, Interstates 5 & 80 access, and public transit.



Growing workforce

3K manufacturing jobs with 19K in region, 685K college students within 100 mi, highest concentration of STEM degrees in region and industry-led talent pipeline program.



Median household income

Median household income of \$111,466 is higher than state median. Median disposable income of \$91,377.

154,392 Resident population



166,336 Daytime population

Community Highlights

- Top 20 Safest Cities in America (*MoneyGeek, 2024*)
- Top 10 Best County for Outdoor Activities in America (*Niche.com, 2024*)
- Top 30 City with the Best Public Schools in America (*Niche.com, 2024*)

Industrial leaders

- Bosch
- Penumbra
- McKesson
- Amazon
- Harris & Bruno
- Quick Quack
- Plunge

Ideal Location



On I-80,
2 hours from
Silicon Valley,
San Francisco,
Napa, and
Lake Tahoe.

Key facts

- 18.5% manufacturing growth since 2022
- 220 diverse manufacturers
- Roseville Electric Utility has among California's lowest rates, no user tax, recognized for highest levels of reliability by American Public Power Association
- FEMA's highest flood control rating for 18+ years
- Range of business incentives—tax credits, grants, talent assistance, expedited permitting + more



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