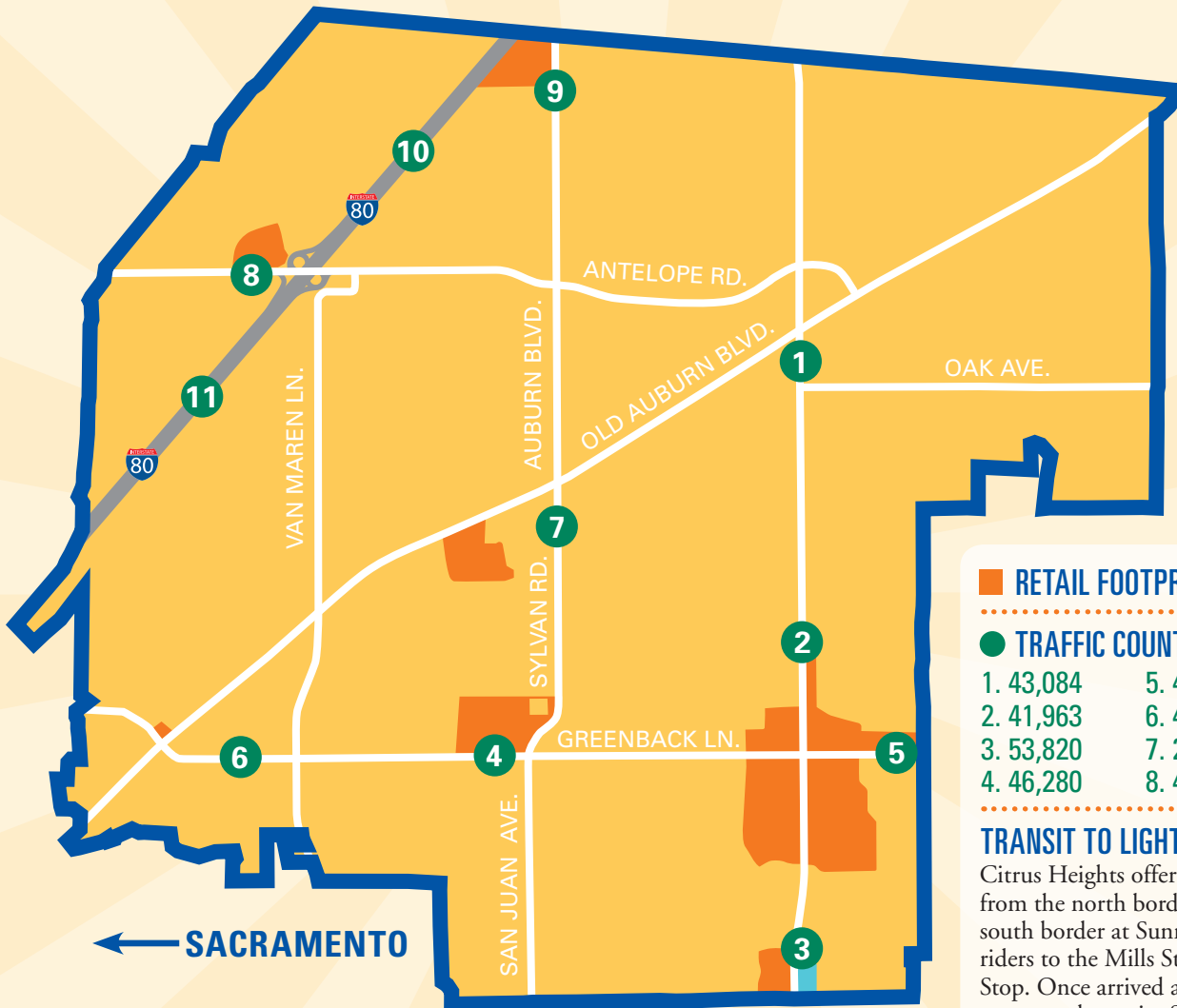


# SOLID ROOTS

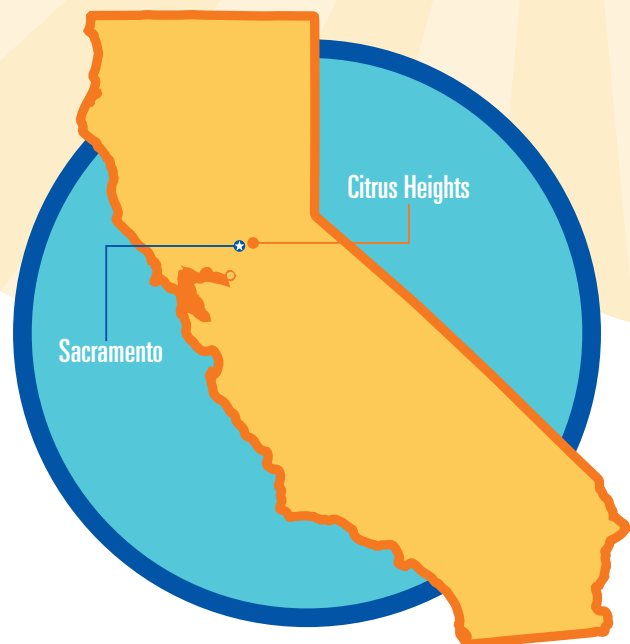
So Your Business CAN SUCCEED!



<b>RETAIL FOOTPRINT</b>		
<b>TRAFFIC COUNTS</b>		
1. 43,084	5. 43,230	9. 24,537
2. 41,963	6. 45,223	10. 172,000
3. 53,820	7. 26,330	11. 187,500
4. 46,280	8. 44,973	

**TRANSIT TO LIGHTRAIL**  
 Citrus Heights offers a bus route spanning from the north border at Auburn Blvd to the south border at Sunrise and Madison to get riders to the Mills Station Regional Transit Stop. Once arrived at the station, riders have access to the entire Sacramento region.

**Smart RIDE**  
 Sacramento Regional Transit offers a new way to get around Citrus Heights. Similar to other ride share services, customers can use a smart phone app to request a ride to pick up and drop off passengers anywhere in the service boundary.



## TOP 5 JOB GROWTH INDUSTRIES

Citrus Heights is home to diverse industries that provide products and services to our community. Our top five industry growth segments reflect Citrus Heights is where people will continue to come to get things done for themselves, their households and businesses.

- Health care and social assistance
- Accommodation and food services
- Construction
- Administration and Support
- Retail Trade

## DYNAMIC BUSINESS DISTRICTS

**Sunrise Marketplace Property Business Improvement District:**  
10 block area of over 400 stores, restaurants and services including Sunrise Mall.

**Auburn Boulevard Business Association:**  
Represents 229 business and property owners between Sylvan Road and Interstate 80.

**Antelope Crossing Business Association:**  
Supports and promotes two commercial retail centers at Interstate 80 and Antelope Road.

## DEMOGRAPHICS



Total  
Population

88,443



Total  
Housing Units

35,151



Median Income  
2018

56,740



Median  
Age

37.5



College  
Degree

32%

Daytime  
Population

69,988

Single Family  
Dwelling

21,194

Median Income  
2023

64,326

Increasing 13% next five years

Daytime  
Workers

22,453

Multifamily

13,957

Daytime  
Residents

47,535



**CITRUS  
HEIGHTS**

ECONOMIC  
DEVELOPMENT  
DIVISION