

NOVEMBER 11, 2013

GENE SMITH • SCHOOL TRANSPORTATION • CITY OF
HOOVER, ALABAMA

REAL ESTATE, ECONOMIC, AND SOCIOECONOMIC
IMPACTS OVERVIEW



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Zanola Company and MarketGraphics® Research Group Information

Zanola Company is a nationally trusted partner in real estate research and consulting, including MarketGraphics® Research Group, Inc. new homes research, opportunity discoveries, feasibility studies, marketing programs, and innovative sales management.

Civic leaders, developers, builders, financial institutions, planners, investment groups, governments, and executives rely on Zanola Company for the real-world market research, analysis, forecasting, and guidance they need to be successful.

Zanola has developed a process and methodology that can be customized for research related to new homes developments, multifamily developments, commercial developments, and community developments. For each category, Zanola can create a wide range of studies and custom research for a client's unique needs.

Zanola works with clients to identify and capitalize on their strengths and opportunities in the current market as well as projecting best practices based on future trends, customizing and implementing the most effective plans for achieving success.

Zanola Company and MarketGraphics® offer trusted research, studies, and solutions.

Disclaimer

Zanola Company LLC in conjunction with its collaborative partners, MarketGraphics® Southeast LLC and the Alabama Center for Real Estate (referred to as “Companies” herein) have prepared their work with due diligence and in good faith. A substantial effort has been made to verify the accuracy of data and the reasonableness of assumptions used. Absolute and total accuracy of data, estimations, and assumptions cannot be assured.

Findings, forecasts, recommendations, and all outcomes of this project are the Companies’ honest view based on research, observations, and circumstances as Companies understand them. Nonetheless, actual results will assuredly be different than the forecasted results. Companies do not make any warranty or guaranty as to the accuracy of a forecast or any decisions that Client shall make based upon the results of this report. All risks remain with the Client, and Client shall hold Companies harmless of any and all liability arising out of said report.

Companies’ work in preparing this study has created additional research and findings that now have become included in their databases. Such research and findings may be utilized by Companies without restriction for additional research and other needs.

Companies’ work is dated. They do not take responsibility for updating it.

Total Study Introduction

This section provides an introduction to the School Transportation Real Estate, Economic Impact, and Socioeconomic Impacts Overview for the city of Hoover, Alabama. This study was commissioned by Gene Smith and is being completed by Zanola Company in conjunction with its collaborative partners MarketGraphics® Southeast LLC and the Alabama Center for Real Estate (ACRE) team.

The following is an outline of the scope of work for this project.

Mapping Perspectives – Focus on establishing local mapping perspectives relevant for the Hoover area to be utilized as the studied research and analysis area.

Part One: School Transportation and Real Estate Impact Overview – Focus on school transportation relevance to home values.

This part of the project includes the following:

- Census data and household trends in the school district: foreclosures, distressed real estate data, and residential real estate trends.
- Combined data from the following:
 - MLS for historical sales
 - MarketGraphics® for forecast new home sales
- Graphed MLS and MarketGraphics® sales from the following three perspectives:
 - School district historic and current home sales and pricing
 - School district three-year projected home sales and pricing with continued service by school buses
 - School district three-year projected home sales and pricing with disrupted service by school buses
- Brief case study examples on the impact of other communities' reduction/removal of school transportation.
- Narrative conclusion, key points, and graphs.

Part Two: School Transportation Broader Economic and Socioeconomic Impacts Overview – Focus on school transportation to broader community factors

This part of the project includes the following:

- Forecasts a total of seven years and establishes a format for forecasting the broader and co-dependent economic and socioeconomic impacts.
- Provides the following seven-year forecast impacts:
 - Household Characteristics and Inward/Outward Migration
 - Employment Characteristics and Inward/Outward employment expectations
 - Sales Tax and Other Community Associated collections and funding

- Community Desirability and Qualitative Lifestyle Indicators
 - Provides summary case studies from other communities' reduction/removal of school transportation and the resulting related broader economic and socioeconomic outcomes.
 - Narrative conclusion, key points, and graphs.

Research resources for this study include MarketGraphics® housing research for the Birmingham metro area and Tuscaloosa market, greater Alabama MLS, U.S. Census data, Nielsen Claritas research, real estate activity reports, and other resources currently available at the time of study. For the purposes of this study, Zanola and MarketGraphics® Southeast research professionals were on-site, conducting field research of the Birmingham metro market area.

Mapping Perspectives

The mapping section provides local mapping perspectives relevant for the Hoover area. Mapped areas of focus for all research and analysis sections within this overview are established. Local mapping perspectives establish views of key geographic locations and transportation routes. A series of map views and perspectives have been presented to better understand Hoover's location

The mapping perspectives include the following two subsections:

- **Birmingham-Hoover Metro Area Map**
- **Hoover City Limits Map**
- **Hoover City Schools – Zoning and Apartment Guide**

The analysis includes the following summary and key points.

Birmingham-Hoover Metro Area Map

Summary Interpretation: The greater Birmingham, Alabama area is presented with Hoover centrally located.

Hoover City Limits Map

Summary Interpretation: The Hoover city limits are presented as the primary boundaries and guide for gathering and analyzing local research data utilized in this study.

Hoover City Schools – Zoning and Apartment Guide

Summary Interpretation: The Hoover city schools map is included from the school website. The school district boundaries include coverage of some areas outside of the Hoover city limits.

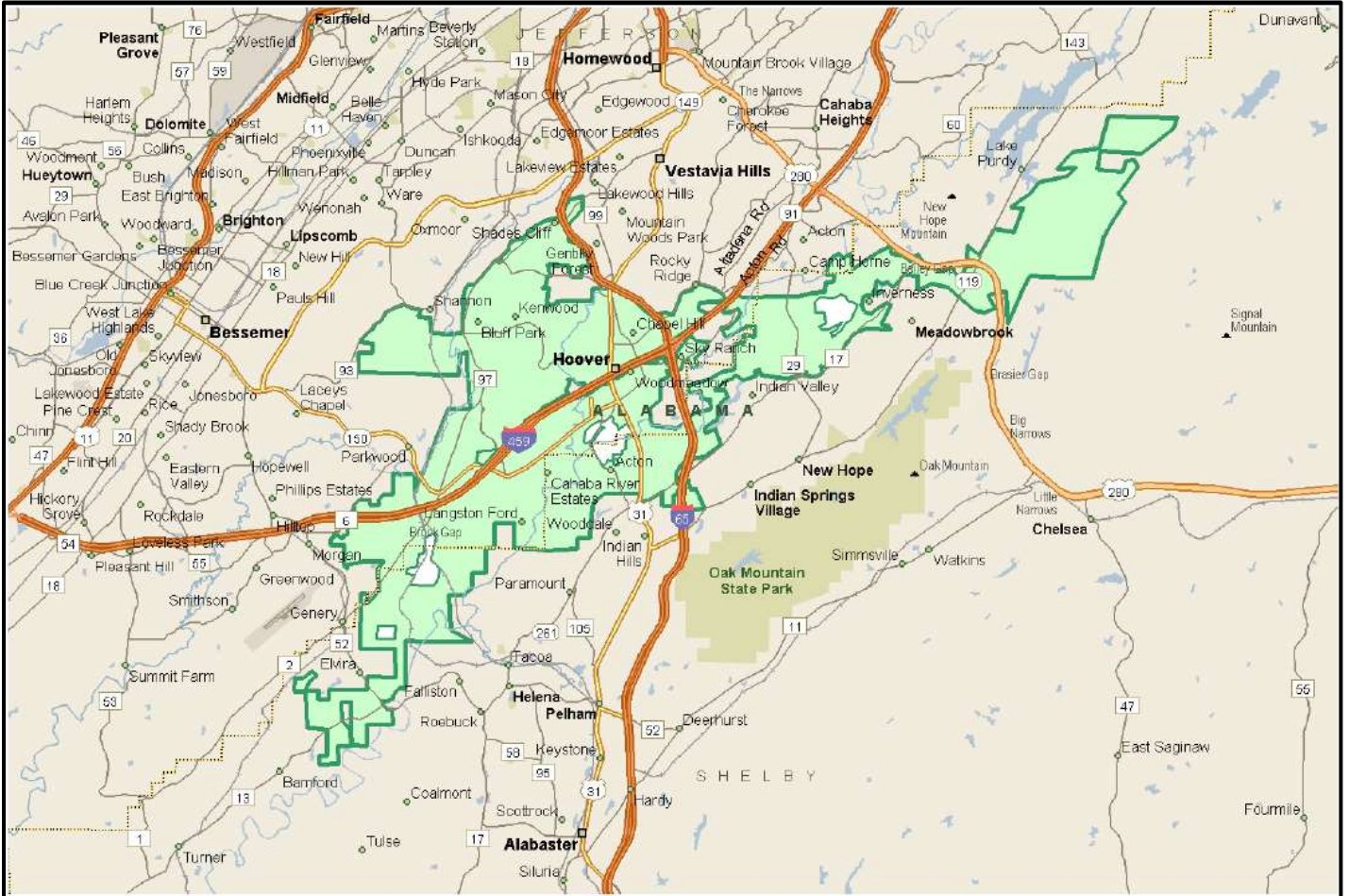
Birmingham-Hoover Metro Area Map

This map shows the greater Birmingham-Hoover, Alabama metropolitan statistical area. The City of Hoover is centrally located within the metro area.



Hoover City Limits Map

This map shows the city limits of Hoover, Alabama as the interior of the green polygon. The city limits lay both within Jefferson County to the north and Shelby County to the south.



Hoover City Schools – Website Locator Map

The map below shows the locations of various elementary schools of Hoover city schools and their respective school zones. The numbers listed represent the locations of large rental multifamily complexes. As with the Hoover city limits, the school district rests on both sides of the boundary of Jefferson and Shelby Counties.

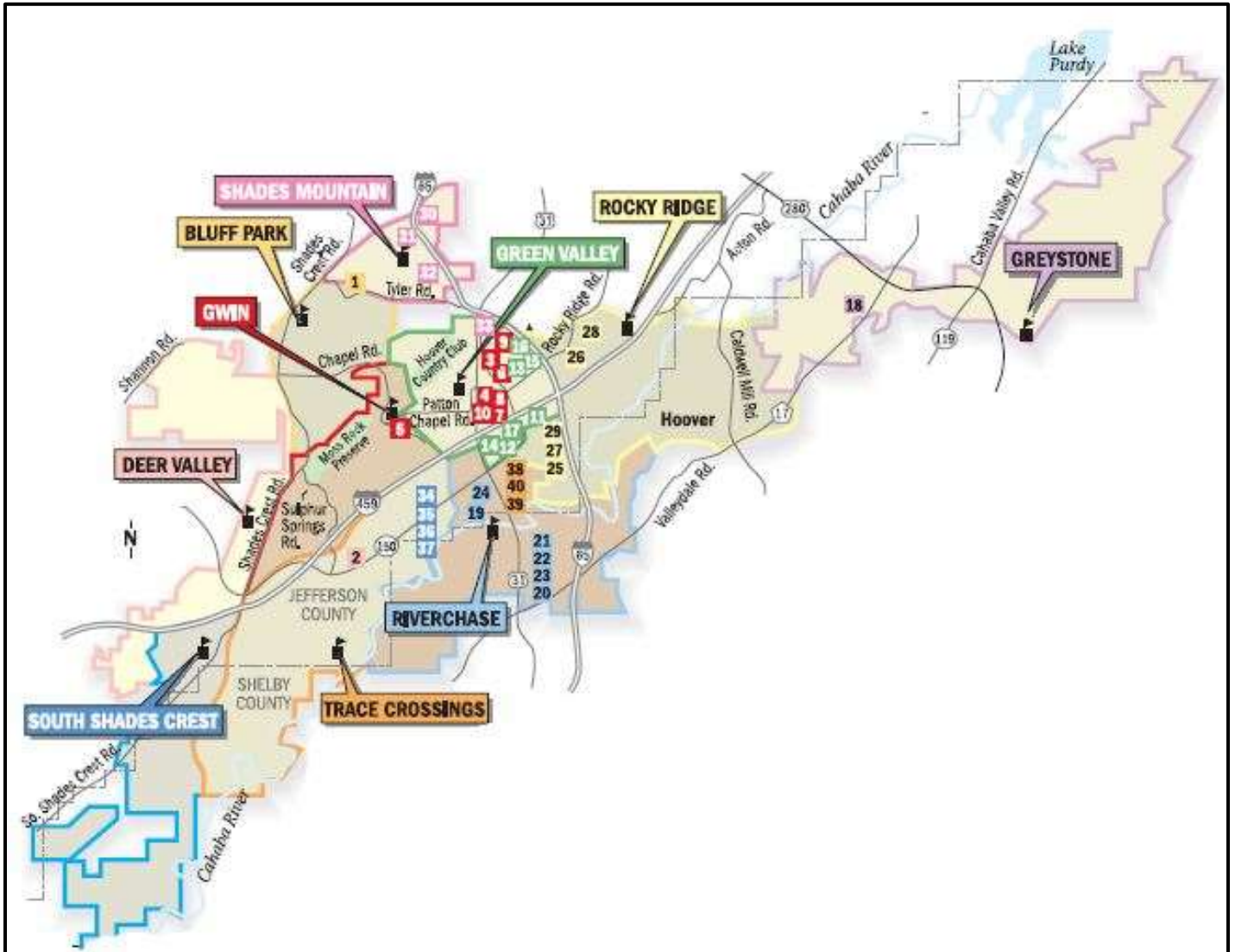


Figure 1 - www.hoovercityschools.net - September 26, 2013

Part One – Introduction

This section focuses on school transportation relevance to home values.

Part One of the overview follows this general order of progressive research and findings:

- ✓ **Introduction**
- ✓ **Population and Household Trends**
- ✓ **Housing Trends**
- ✓ **School Transportation Examples**
- ✓ **Conclusion and Presentation**

Part One – Population and Household Trends

The population and household trends section establishes census data and household trends in the school district. This includes foreclosures, distressed real estate data, and residential real estate trends.

This section contains a current and five-year projected demographics analysis as a basis for understanding and anticipating demand.

The included demographics data and subsequent PRIZM segments information have been primarily accessed from Nielsen Claritas Inc. resources. Current data is designated as “2013 estimate.” The 2013 estimate is the currently available update of the full 2010 U.S. Census data.

The population and household trends includes the following three subsections:

- **Nielsen Claritas Census Data**
- **PRIZM Segments Insights**
- **Residential Real Estate Trends**

Nielsen Claritas Census Data

A number of “Population Facts” charts (population and household data) have been developed for Hoover, Alabama and the larger Birmingham-Hoover, Alabama Metropolitan Statistical Area (MSA). The MSA covers the greater Birmingham area and includes the cities of Hoover and Talladega as well as Bibb, Blount, Chilton Jefferson, St. Clair, Shelby, and Walker Counties. The Birmingham-Hoover MSA is the 49th largest in the United States as of the 2010 census.

Please note the accompanying narrative and key points outlining the demographics are presented prior to the data charts.

Total Population – Historic and Current Growth

Summary Interpretation: The Hoover, Alabama population has increased 37 percent in the past decade, which is a considerably higher rate of growth than the 7 percent increase of the Birmingham-Hoover MSA. Growth is projected to continue, although not as aggressively over the next decade.

- Populations by area (based on the U.S. Census 2013 estimate)
 - 1,136,700 in the Birmingham-Hoover MSA
 - 80,688 in Hoover, Alabama
- Estimated population growth rates through 2018
 - 1.29 percent in the Birmingham-Hoover MSA
 - 5.04 percent in Hoover, Alabama

	Birmingham-Hoover, AL Metropolitan Statistical Area	City of Hoover, Alabama
Population		
2018 Projection	1,151,376	84,752
2013 Estimate	1,136,700	80,688
2010 Census	1,128,047	77,903
2000 Census	1,052,235	56,840
Growth 2013-2018	1.29%	5.04%
Growth 2010-2013	0.77%	3.57%
Growth 2000-2010	7.20%	37.06%

Total Households – Historic Growth and Current

Summary Interpretation: Household growth is projected to grow at a slightly slower rate than population growth through 2018. The number of Hoover, Alabama households has increased 34 percent in the decade from 2000 to 2010, which is a considerably higher rate of growth than the seven percent increase of the Birmingham-Hoover Metropolitan Statistical Area.

- Total households by area (based on U.S. Census 2013 estimate)
 - 445,442 in the Birmingham-Hoover Metropolitan Statistical Area
 - 32,391 in Hoover, Alabama
- Estimated household growth rates through 2018
 - 1.38 percent in the Birmingham-Hoover Metropolitan Statistical Area
 - 4.77 percent in Hoover, Alabama

	Birmingham-Hoover, AL Metropolitan Statistical Area	City of Hoover, Alabama
Households		
2018 Projection	451,595	33,936
2013 Estimate	445,442	32,391
2010 Census	441,924	31,435
2000 Census	412,380	23,412
Growth 2013-2018	1.38%	4.77%
Growth 2010-2013	0.80%	3.04%
Growth 2000-2010	7.16%	34.27%

Household Characteristics – Historic and Current

Summary Interpretation: The vast majority of households in all areas are family households, one- or two-person households, households with no people under 18, and white collar workers.

- One- and two-person households represent the following share of total households
 - 60 percent in the Birmingham-Hoover Metropolitan Statistical Area
 - 60.98 percent in Hoover, Alabama
- Married with spouse present households represent the following share of total households
 - 46.05 percent in the Birmingham-Hoover Metropolitan Statistical Area
 - 51.98 percent in Hoover, Alabama
- Family households represent the following number of total households
 - 302,274 in the Birmingham-Hoover Metropolitan Statistical Area
 - 21,892 in Hoover, Alabama

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated Households by Household Size	445,442		32,391	
1-person household	123,111	27.64%	8,760	27.04%
2-person household	144,152	32.36%	10,993	33.94%
3-person household	77,506	17.40%	5,331	16.46%
4-person household	59,221	13.29%	4,492	13.87%
5-person household	26,405	5.93%	1,873	5.78%
6-person household	9,682	2.17%	660	2.04%
7 or more person household	5,365	1.20%	282	0.87%
2013 Estimated Average Household Size	2.5		2.48	

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated Population Age 15 and Over by Marital Status	912,976		64,610	
Total, Never Married	268,190	29.38%	17,955	27.79%
Males, Never Married	140,972	15.44%	9,088	14.07%
Females, Never Married	127,218	13.93%	8,867	13.72%
Married, Spouse present	420,389	46.05%	33,583	51.98%
Married, Spouse absent	41,456	4.54%	2,761	4.27%
Widowed	66,466	7.28%	3,684	5.70%
Males, Widowed	12,436	1.36%	635	0.98%
Females, Widowed	54,030	5.92%	3,049	4.72%
Divorced	116,475	12.76%	6,627	10.26%
Males, Divorced	48,394	5.30%	2,465	3.82%
Females, Divorced	68,081	7.46%	4,162	6.44%

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated Households by Household Type	445,442		32,391	
Family Households	302,274	67.86%	21,892	67.59%
Non-family Households	143,168	32.14%	10,499	32.41%

Housing Characteristics – Historic and Current

Summary Interpretation: The vast majority of housing in all areas is owner-occupied with long terms of residency. The average value of homes is higher in Hoover than in the Birmingham-Hoover Metropolitan Statistical Area. Additionally, the amount of owner-occupied homes is five percent lower and the average length of residence is three years lower in Hoover than in the Birmingham-Hoover MSA.

- Owner-occupied housing represent the following share of total housing
 - 70.49 percent in the Birmingham-Hoover Metropolitan Statistical Area
 - 65.51 percent in Hoover, Alabama
- The average length of residence for owner-occupied housing
 - 17 years in the Birmingham-Hoover Metropolitan Statistical Area
 - 14 years in Hoover, Alabama
- The average length of residence for renter-occupied housing
 - 7 years in the Birmingham-Hoover Metropolitan Statistical Area
 - 5 years in Hoover, Alabama
- The median value of owner-occupied housing
 - \$137,455 in the Birmingham-Hoover Metropolitan Statistical Area
 - \$243,273 in Hoover, Alabama
- Housing units built since 1990 housing represent the following share of total housing
 - 33.84 percent in the Birmingham-Hoover Metropolitan Statistical Area
 - 48.15 percent in Hoover, Alabama

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated Tenure of Occupied Housing Units	445,442		32,391	
Owner-Occupied	314,005	70.49%	21,218	65.51%
Renter-Occupied	131,437	29.51%	11,173	34.49%
2013 Occupied Housing Units, Average Length of Residence				
Owner-Occupied	17		14	
Renter-Occupied	7		5	

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated All Owner-Occupied Housing Units by Value	314,005		21,218	
Less than \$20,000	13,441	4.28%	154	0.73%
\$20,000 to \$39,999	16,316	5.20%	193	0.91%
\$40,000 to \$59,999	24,170	7.70%	153	0.72%
\$60,000 to \$79,999	29,326	9.34%	207	0.98%
\$80,000 to \$99,999	27,106	8.63%	393	1.85%
\$100,000 to \$149,999	62,266	19.83%	1,963	9.25%
\$150,000 to \$199,999	49,344	15.71%	4,188	19.74%
\$200,000 to \$299,999	50,697	16.15%	7,760	36.57%
\$300,000 to \$399,999	19,870	6.33%	3,135	14.78%
\$400,000 to \$499,999	7,518	2.39%	1,364	6.43%
\$500,000 to \$749,999	8,098	2.58%	1,222	5.76%
\$750,000 to \$999,999	2,498	0.80%	231	1.09%
\$1,000,000 or more	3,355	1.07%	255	1.20%
2013 Estimated Median Owner-Occupied Housing Unit Value	\$137,455		\$243,273	

	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
2013 Estimated Housing Units by Year Structure Built	503,925		35,376	
2005 or later	34,829	6.91%	3,062	8.66%
2000 to 2004	45,701	9.07%	4,177	11.81%
1990 to 1999	89,986	17.86%	9,791	27.68%
1980 to 1989	71,124	14.11%	6,275	17.74%
1970 to 1979	87,233	17.31%	7,076	20.00%
1960 to 1969	59,359	11.78%	3,295	9.31%
1950 to 1959	53,355	10.59%	1,169	3.30%
1940 to 1949	25,401	5.04%	326	0.92%
1939 or Earlier	36,937	7.33%	205	0.58%
2013 Estimated Median Year Structure Built**	1979		1989	
Dominant Year Structure Built	1990 to 1999		1990 to 1999	

Population Characteristics – Historic and Current

Summary Interpretation: Generally, age groups below 24 years and above 65 years are projected to increase. Age groups between 25 and 54 are projected to decrease or remain flat, possibly indicating a slowing birth rate.

	City of Hoover, Alabama							
	2000 Census	%	2013 Estimate	%	2018 Projection	%	Change	%
Population by Age	56,840		80,688		84,752		4,064	5.04%
Age 0 to 4	3,640	6.40%	5,369	6.65%	5,673	6.69%	304	5.66%
Age 5 to 9	3,765	6.62%	5,201	6.45%	5,409	6.38%	208	4.00%
Age 10 to 14	3,845	6.76%	5,508	6.83%	5,509	6.50%	1	0.02%
Age 15 to 17	2,236	3.93%	3,438	4.26%	3,643	4.30%	205	5.96%
Age 18 to 20	1,644	2.89%	2,359	2.92%	2,551	3.01%	192	8.14%
Age 21 to 24	3,243	5.71%	4,253	5.27%	4,428	5.22%	175	4.11%
Age 25 to 34	9,131	16.06%	11,538	14.30%	11,319	13.36%	-219	-1.90%
Age 35 to 44	9,549	16.80%	11,024	13.66%	10,972	12.95%	-52	-0.47%
Age 45 to 54	8,519	14.99%	11,313	14.02%	11,381	13.43%	68	0.60%
Age 55 to 64	4,802	8.45%	9,989	12.38%	10,935	12.90%	946	9.47%
Age 65 to 74	3,441	6.05%	5,963	7.39%	7,748	9.14%	1,785	29.93%
Age 75 to 84	2,244	3.95%	3,249	4.03%	3,550	4.19%	301	9.26%
Age 85 and over	781	1.37%	1,484	1.84%	1,634	1.93%	150	10.11%
Age 16 and over	44,853	78.91%	63,474	78.67%	66,964	79.01%	3,490	5.50%
Age 18 and over	43,354	76.27%	61,172	75.81%	64,518	76.13%	3,346	5.47%
Age 21 and over	41,710	73.38%	58,813	72.89%	61,967	73.12%	3,154	5.36%
Age 65 and over	6,466	11.38%	10,696	13.26%	12,932	15.26%	2,236	20.91%

PRIZM Segments Insights

A number of “PRIZM Segments” charts have been developed for Hoover, Alabama. PRIZM is the industry-leading lifestyle segmentation system that yields rich and comprehensive consumer insights to help reveal customers’ preferences. PRIZM combines demographics, consumer behavior, and geographic data to help identify, understand, and reach customers and prospects. PRIZM defines every U.S. household in terms of 66 demographically and behaviorally distinct types, or “segments,” to help discern those consumers’ likes, dislikes, lifestyles, and purchase behaviors. These demographics profiles are interpreted and utilized related to housing demand.

Please note: Full PRIZM Segments report is provided in a separate document.

Please note the accompanying narrative and key points regarding PRIZM segments are presented prior to the data charts.

Top Area PRIZM Segments by Presence

Summary Interpretation: The concentration of the top 10 PRIZM segments by presence range by each market area. The top 10 present PRIZM segments in Hoover, Alabama represent 53 percent of total households.

- The top 10 present PRIZM segments in Hoover, Alabama represent 53 percent of total households.
- Only minimal changes are projected in the top 10 PRIZM segments through 2018
- The top 10 represent a basis of upper and middle class households.

PRIZM Household Segments	City of Hoover, Alabama			
	2013 Households	%	2018 Households	%
Households by PRIZM Segment	32,391		33,936	
Top 10 PRIZM Segments	05 Country Squires	6.71%	05 Country Squires	6.86%
	47 City Startups	6.17%	47 City Startups	6.39%
	08 Executive Suites	5.66%	08 Executive Suites	5.55%
	35 Boomtown Singles	5.40%	35 Boomtown Singles	5.43%
	11 God's Country	5.19%	11 God's Country	5.29%
	15 Pools & Patios	5.10%	24 Up-and-Comers	5.25%
	24 Up-and-Comers	5.08%	15 Pools & Patios	5.04%
	22 Young Influentials	4.89%	19 Home Sweet Home	4.88%
	19 Home Sweet Home	4.83%	22 Young Influentials	4.87%
	23 Greenbelt Sports	3.84%	23 Greenbelt Sports	4.00%

Residential Real Estate Trends

The Alabama housing market is improving, but lags the pace of recovery compared to much of the rest of the nation. In terms of price changes, Alabama went from a year-to-year loss of 1.6 percent in April (49th in the nation) to a 3.5 percent increase in August (42nd in the nation). According to a CoreLogic report released late September 2013 the greater Birmingham area leads among Alabama metro areas with an increase in home prices of 5.5 percent from year to year.

During September 2013, sales of foreclosures accounted for 21 percent of total home sales in the greater Birmingham metropolitan area. The large number of foreclosures and older homes on the market in the greater Birmingham area has resulted in a housing supply with a notable amount of health hazards and code violations. The most recent State of Healthy Housing report by the National Center for Healthy Housing lists Birmingham as one of the three least healthy metro areas out of 45.

Hoover's real estate trends can be described as a top performing submarket within the greater Birmingham area.

Part One – Housing Trends

This section combines data from (1) Multiple Listing Service (MLS) information for historical sales and (2) MarketGraphics® for forecasted new home sales.

The housing trends have been primarily developed utilizing MarketGraphics® research, custom MarketGraphics® queries, locally gathered data, and Zanola field research.

The housing trends include the following three subsections:

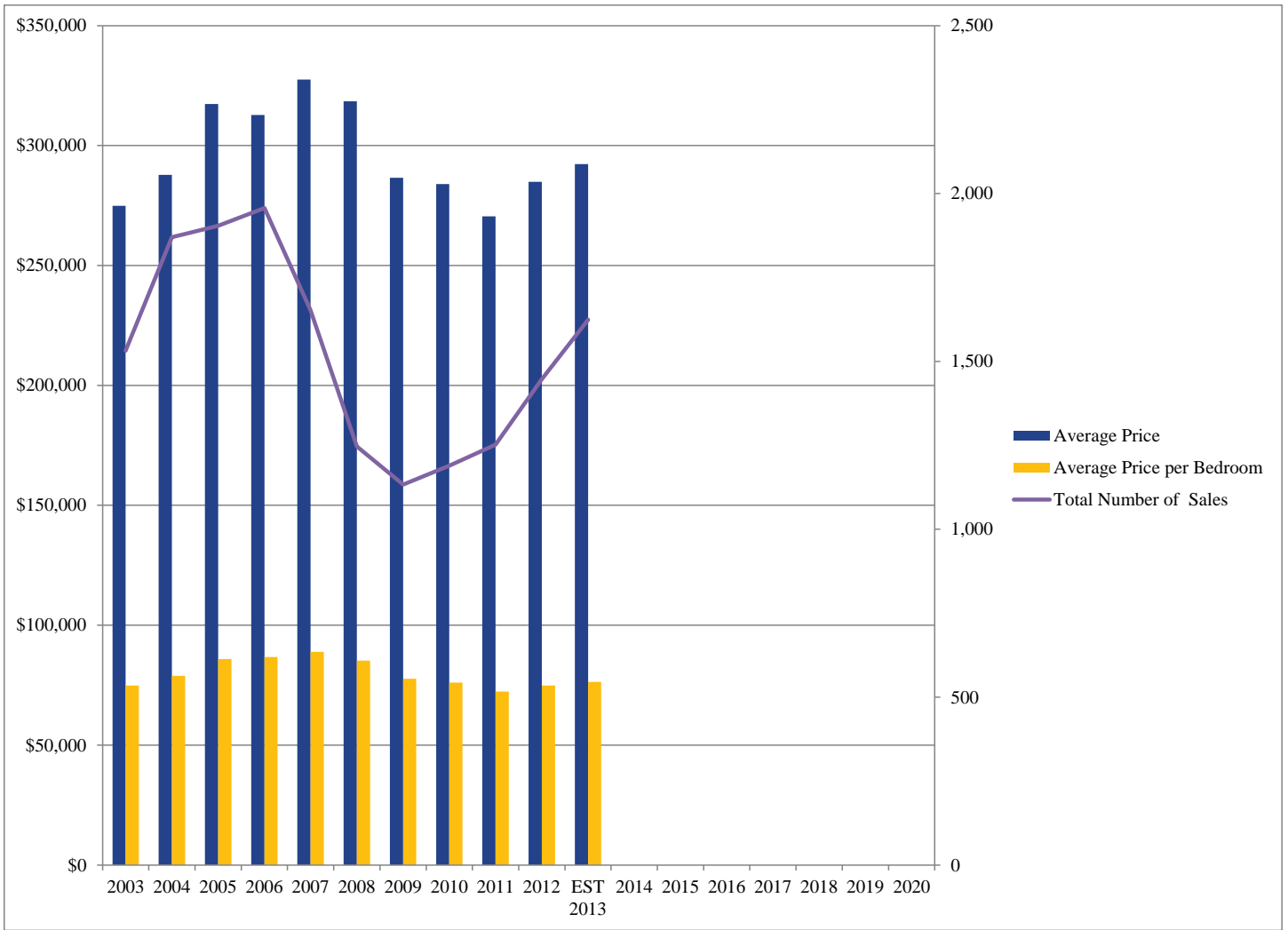
- **MLS Market Area Reports**
- **MarketGraphics® New Homes Research**
- **Historic and Future Home Overview**

MLS Market Area Reports

The MLS data is used for the two high schools included in Hoover City Schools – Hoover High and Spain Park. MLS reporting has been reviewed for homes sales activity within the Hoover City School District during the timeframe from 2003 through 2013.

The MLS data provided in this study has been provided by outside resources. The MLS data is utilized as supporting information, but not as MarketGraphics® and Zanola-developed, field-audited, and validated data.

	Total Number of Sales	Average Price	Average Bedrooms	Average Price per Bedroom
2003	1,532	\$274,916	3.6	\$74,830
2004	1,870	\$287,759	3.5	\$78,841
2005	1,904	\$317,347	3.6	\$85,859
2006	1,957	\$312,788	3.5	\$86,708
2007	1,652	\$327,533	3.6	\$88,894
2008	1,247	\$318,419	3.6	\$85,249
2009	1,133	\$286,607	3.6	\$77,684
2010	1,189	\$283,950	3.7	\$76,115
2011	1,252	\$270,484	3.7	\$72,317
2012	1,447	\$284,878	3.7	\$74,885
EST 2013	1,624	\$292,262	3.7	\$76,369



MarketGraphics® New Homes Research

MarketGraphics® Research Group provides new home market research information in over 20 states, compiling a database of new home and subdivision information from recorded plats and planning commission activity. A MarketGraphics® field auditor then drives the streets of active new home subdivisions every four months to determine the inventory of lots and homes. The raw data is then processed, analyzed, and compiled into a final report. MarketGraphics®' philosophy is to track the market conditions to determine if the industry is under-building or over-building in a given area and price-point.

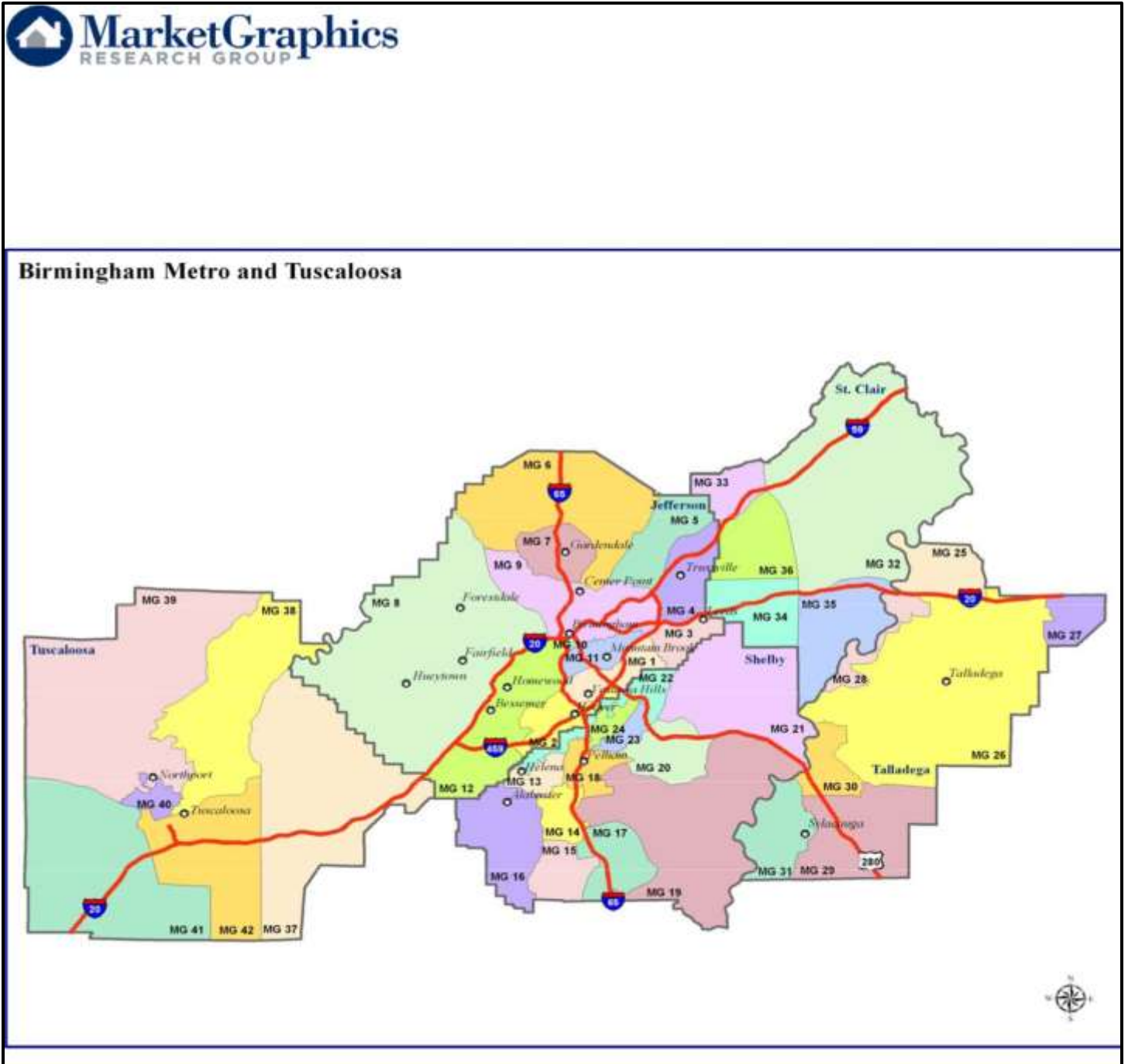
MarketGraphics® determines the demand for houses and corresponding development through an analytical process involving historical and current market trends and conditions. The historical record of each four-month audit provides a basis for forecasting demand. Additional market factors – such as over-building, under-building, permit trends, economic conditions, the existing home market, the apartment market, and a community's well-being – are also factored into the demand forecast.

The Birmingham Metro and Tuscaloosa area includes MarketGraphics® ongoing research for five counties, including Jefferson, St. Clair, Shelby, Talladega, and Tuscaloosa.

Summary Interpretation: The MarketGraphics® July 2013 market update indicates that the Birmingham Metro and Tuscaloosa market is in a recovery mode. Existing new home inventories are reducing, new starts are variable, and employment is improving. MarketGraphics® forecasts continuing new homes growth through the 2018 forecast timeframe. The Jefferson County and Shelby County areas included as the Hoover market area are demonstrating even stronger growth, higher home prices, and lower inventories compared to the total Birmingham area.

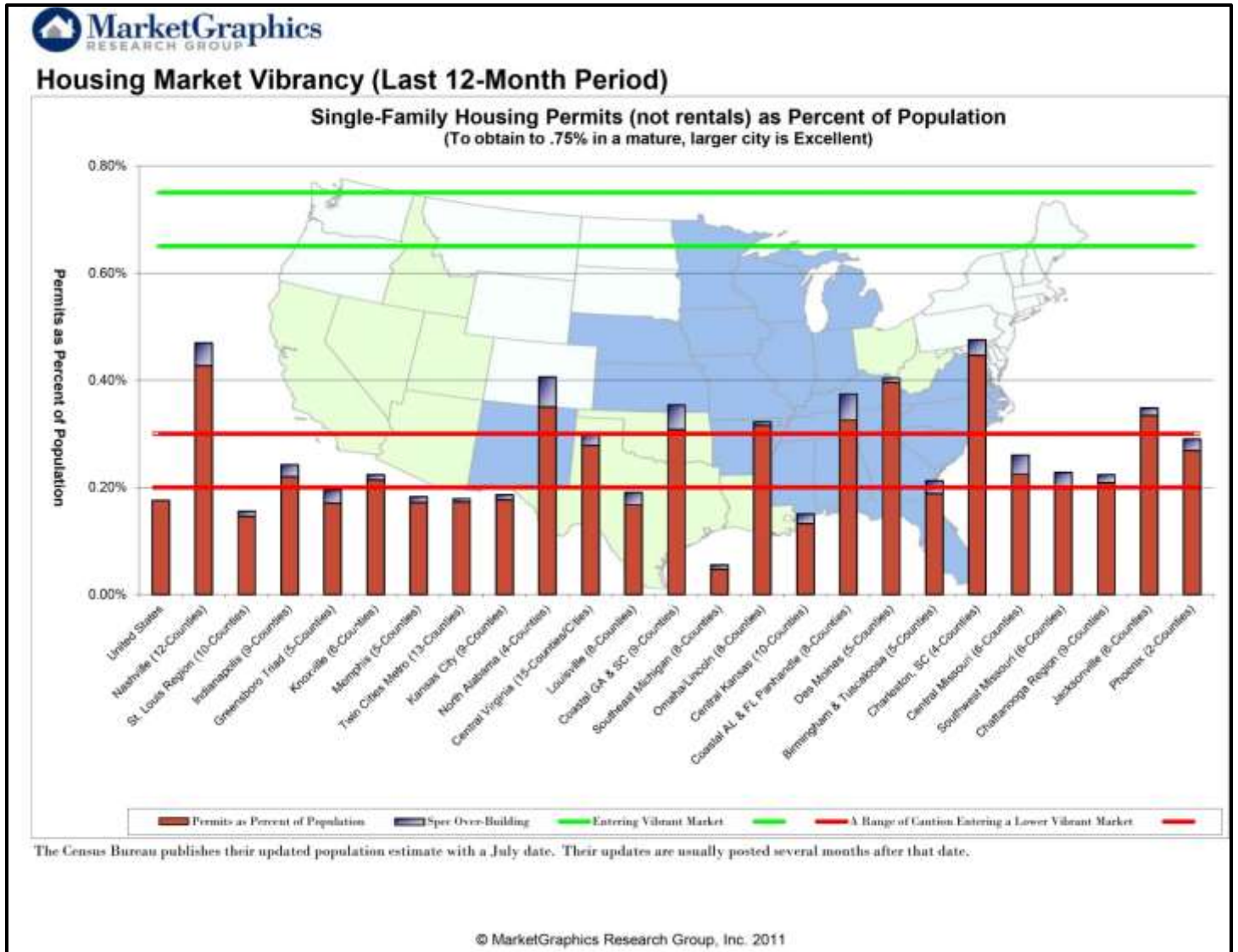
MarketGraphics® Birmingham Metro and Tuscaloosa Area

The Birmingham Metro and Tuscaloosa area includes MarketGraphics® ongoing research for five counties, including Jefferson, St. Clair, Shelby, Talladega, and Tuscaloosa.




Birmingham Metro and Tuscaloosa Area New Homes Comparative Vibrancy

The Birmingham Metro and Tuscaloosa area vibrancy rate is mid-range among the MarketGraphics® markets and above the U.S. average. The current amount of speculative overbuilding is not excessive.



MarketGraphics® Audit Trends

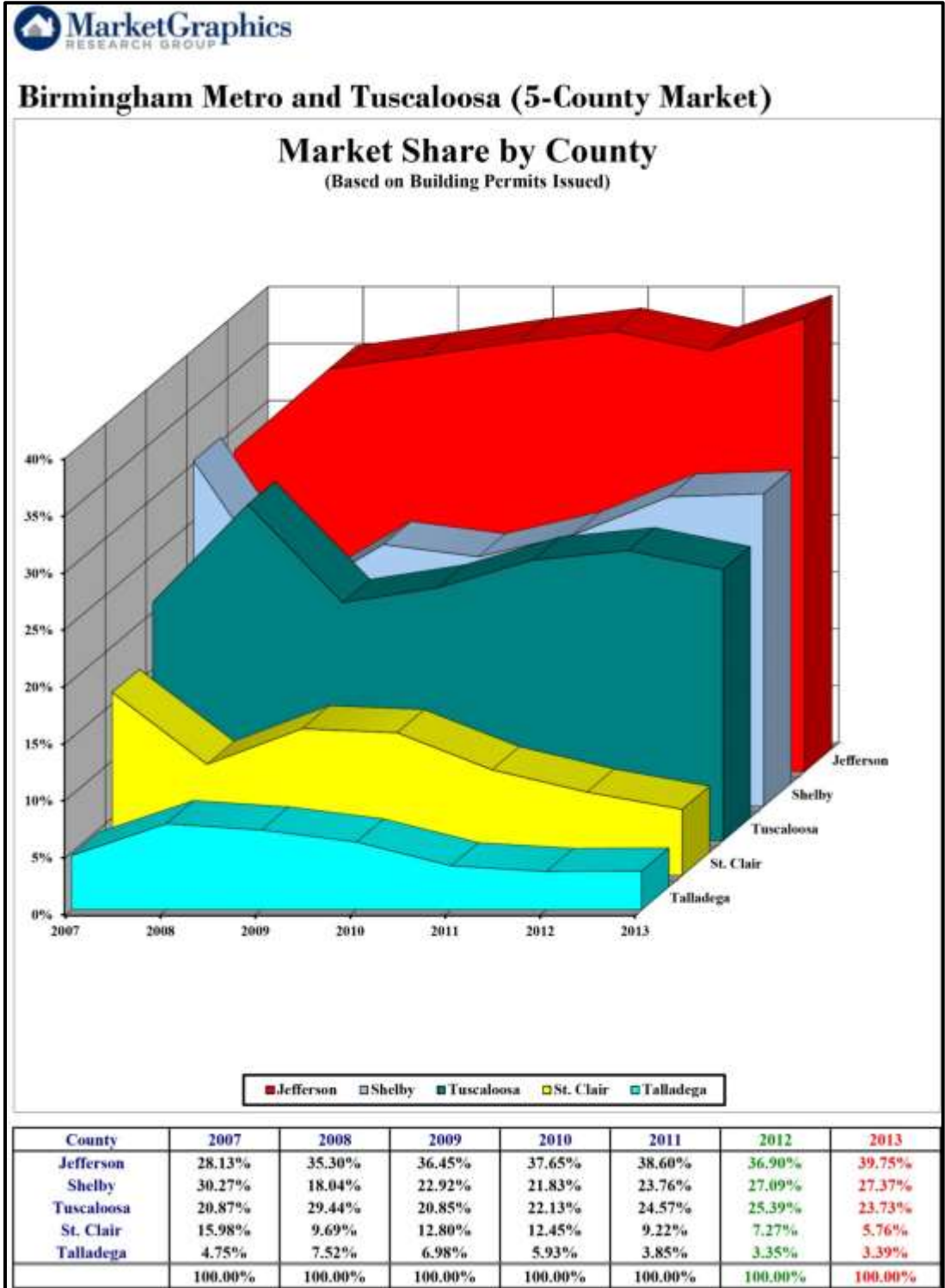
Total Birmingham Metro and Tuscaloosa area new home inventories have been trending downward, except the most recent update increased inventories. This is a positive trend, presuming the recent inventory increases are based on added inventories to accommodate growing demand.

								
Birmingham Metro and Tuscaloosa (5-County Market)								
New Home Subdivisions (Started and Projected to Start)								
Report Date	Started & Undeveloped Subdivisions	Started Subdivisions	Developed Lot (DVL) Inventory	Average No. of Lots Per Started Subdivision	Counted Home Inventory (NFU + UCN)	Homes Under Construction (UCN)	Newly Finished Unoccupied (NFU)	Net Home Inventory
Jul-2007	731	666	16,219	24.35	4,345	2299	2046	1,638
Nov-2007	782	704	19,836	26.87	4,481	2216	2265	1,944
Mar-2008	821	719	20,234	27.86	4,243	1590	2653	2,569
Jul-2008	846	751	21,447	28.19	4,225	1554	2671	2,600
Nov-2008	849	754	21,745	28.32	3,622	998	2624	2,444
Mar-2009	852	761	21,828	28.21	3,190	770	2420	2,221
Jul-2009	872	777	21,755	28.02	2,980	991	1989	1,864
Nov-2009	855	770	21,644	28.11	2,495	760	1735	1,613
Mar-2010	844	768	21,937	28.56	2,214	656	1558	1,399
Jul-2010	844	771	21,444	27.81	2,095	682	1413	1,294
Nov-2010	835	762	21,191	27.81	1,784	490	1294	1,150
Mar-2011	833	761	21,132	27.77	1,637	497	1140	995
Jul-2011	831	759	20,662	27.22	1,643	565	1078	960
Nov-2011	830	756	20,203	26.72	1,533	595	938	845
Mar-2012	824	754	20,190	26.78	1,464	579	885	782
Jul-2012	821	750	19,642	26.19	1,498	693	805	682
Nov-2012	826	758	19,285	25.44	1,426	716	710	650
Mar-2013	815	753	19,042	25.29	1,348	720	628	591
Jul-2013	813	748	18,429	24.64	1,476	786	690	604
Model	Jefferson County		45	Talladega County				0
Home	Shelby County		42	Tuscaloosa County				6
Count:	St. Clair County		10	Total of Models or Displays				103

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MarketGraphics® Permits Market Share

Jefferson and Shelby Counties are among the five Birmingham Metro and Tuscaloosa area counties for new home permits market share. Jefferson and Shelby Counties maintain an increasing amount of the number one and two market shares.



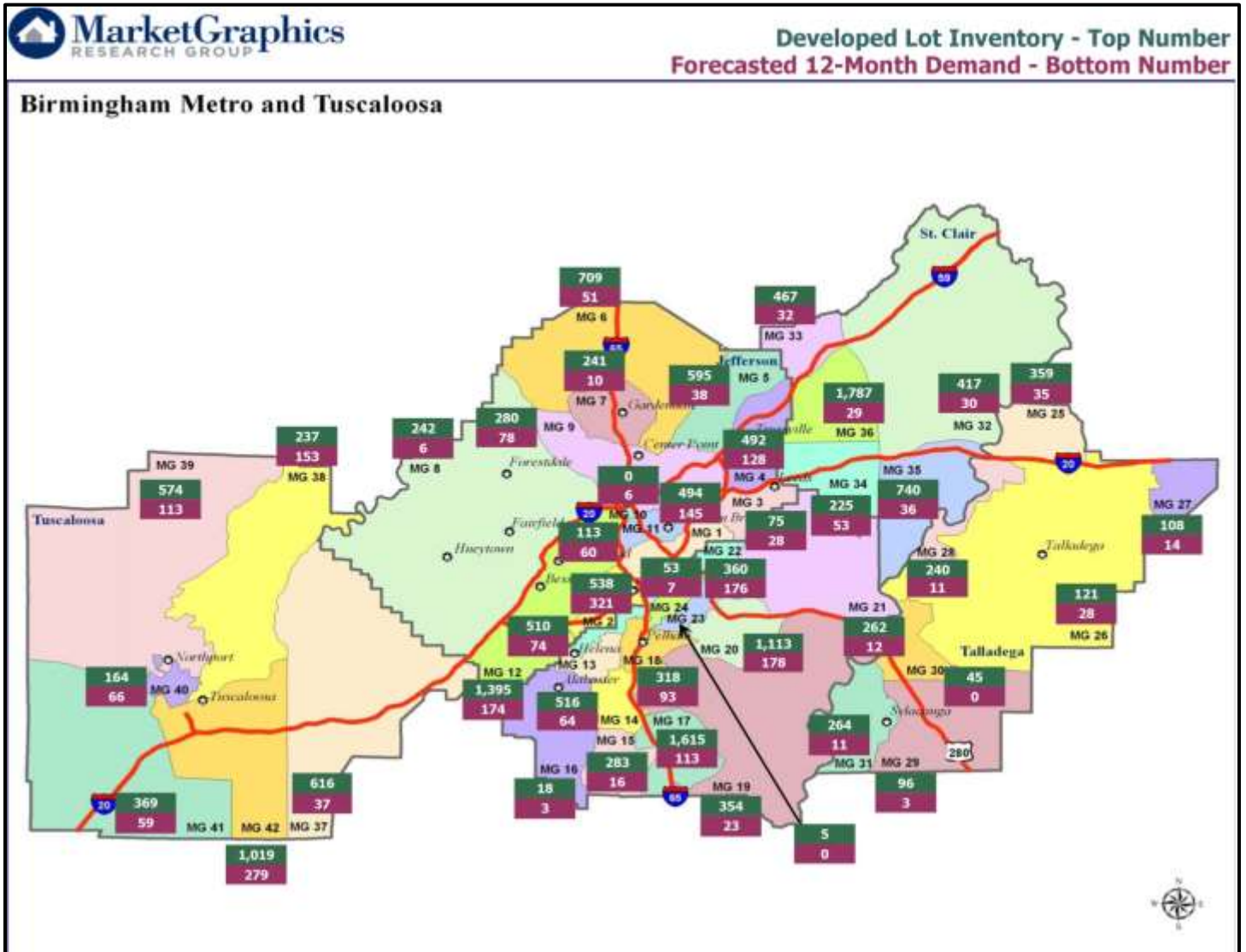
MarketGraphics® New Home Permits Historical Summary

New home permits declined from 2010 to 2011 and had a slight increase in 2012. Compared to past years, 2013 is showing signs of stabilizing and growing.

														
Birmingham Metro and Tuscaloosa (5-County Market)- Building Permit Summary														
<i>Note: 2011 had large tornadoes in the Tuscaloosa area & subsequently affected permits (Our projected start rate adjusts for this.)</i>														
2010 Building Permits	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN - MAY	JAN - DEC
Jefferson Areas 1-12	56	92	117	97	55	81	76	70	72	49	70	48	417	883
Shelby Areas 13-24	58	70	83	68	41	31	50	15	23	24	6	43	320	512
Talladega Areas 25-31	7	17	13	15	17	13	9	14	7	10	14	3	69	139
St. Clair Areas 32-36	17	24	30	34	28	22	22	29	19	21	11	35	133	292
Tuscaloosa Areas 37-42	68	44	59	64	52	42	41	32	28	32	35	22	287	519
Totals 2010	206	247	302	278	193	189	198	160	149	136	136	151	1226	2345
2011 Building Permits	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN - MAY	JAN - DEC
Jefferson Areas 1-12	76	72	86	59	69	88	95	119	72	65	60	52	362	913
Shelby Areas 13-24	42	52	53	45	43	54	53	54	45	54	41	26	235	562
Talladega Areas 25-31	10	21	9	7	12	9	1	6	3	1	6	6	59	91
St. Clair Areas 32-36	17	21	19	24	18	20	24	23	19	16	10	7	99	218
Tuscaloosa Areas 37-42	27	49	42	27	47	56	64	62	73	57	38	39	192	581
Totals 2011	172	215	209	162	189	227	237	264	212	193	155	130	947	2365
2012 BUILDING PERMITS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN - MAY	JAN - DEC
Jefferson Areas 1-12	70	75	90	91	81	77	95	76	62	76	59	62	407	914
Shelby Areas 13-24	52	51	59	60	64	72	51	58	54	68	42	40	286	671
Talladega Areas 25-31	2	6	7	6	7	15	7	4	8	6	6	9	28	83
St. Clair Areas 32-36	9	17	17	19	17	20	14	18	16	13	13	7	79	180
Tuscaloosa Areas 37-42	50	50	44	46	58	51	57	65	90	42	32	44	248	629
Totals 2012	183	199	217	222	227	235	224	221	230	205	152	162	1048	2477
2013 BUILDING PERMITS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN - MAY	Current YTD
Jefferson Areas 1-12	96	80	91	103	99								469	469
Shelby Areas 13-24	42	69	78	66	68								323	323
Talladega Areas 25-31	12	7	8	10	3								40	40
St. Clair Areas 32-36	14	10	12	7	25								68	68
Tuscaloosa Areas 37-42	45	58	53	65	59								280	280
Totals 2013	209	224	242	251	254	0	0	0	0	0	0	0	1180	1180

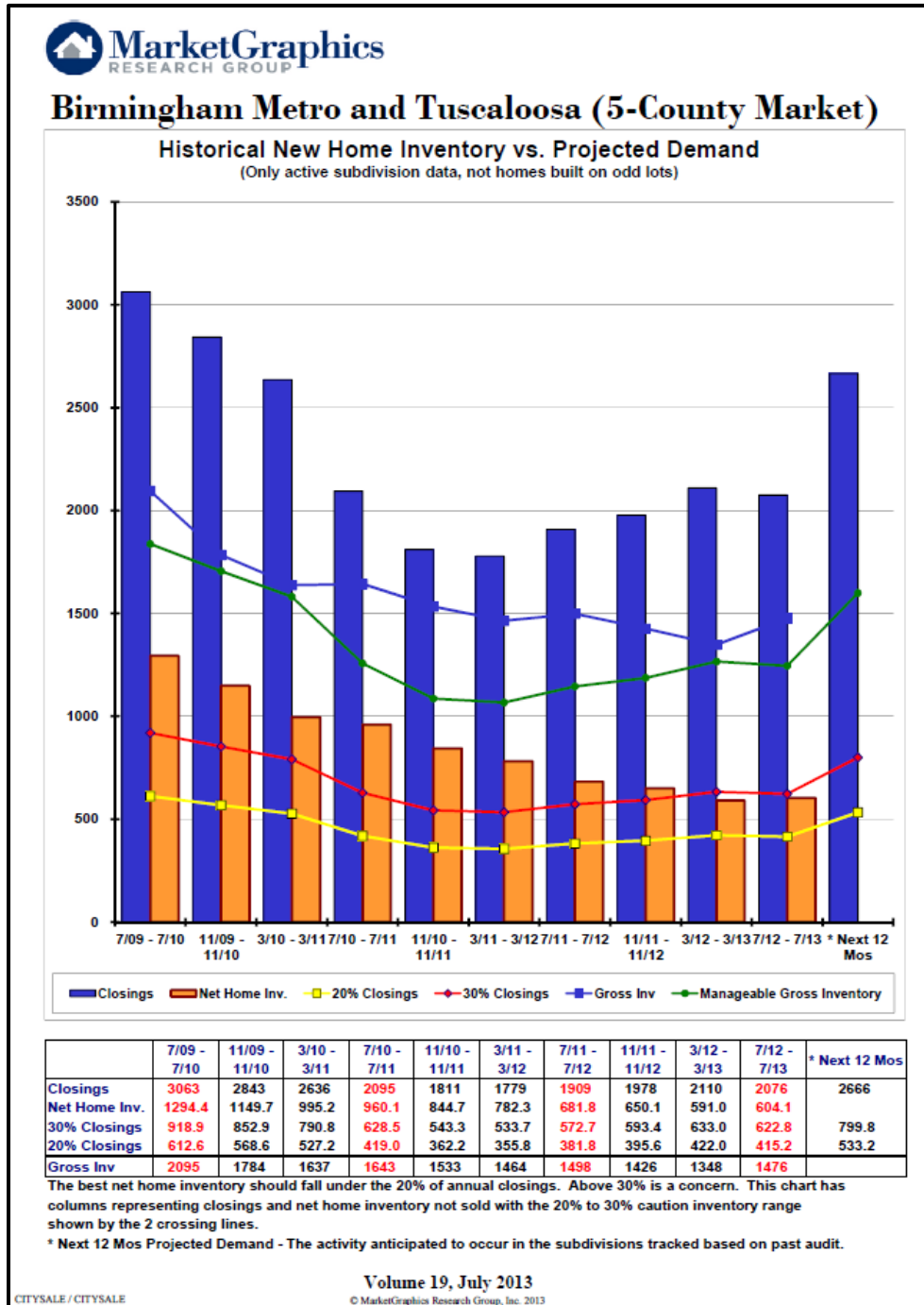
MarketGraphics® Developed Lot Supply and Demand

All submarket areas of the Birmingham Metro and Tuscaloosa area exceed an optimal two-year supply. Continuing new home starts are reducing developed lot inventories. The combination of increasing starts and long-term inactive development is likely to transition some areas into a shortage of desirable lots over the next two to three years.



MarketGraphics® Hoover and Birmingham Metro and Tuscaloosa Market New Homes Inventory and Demand

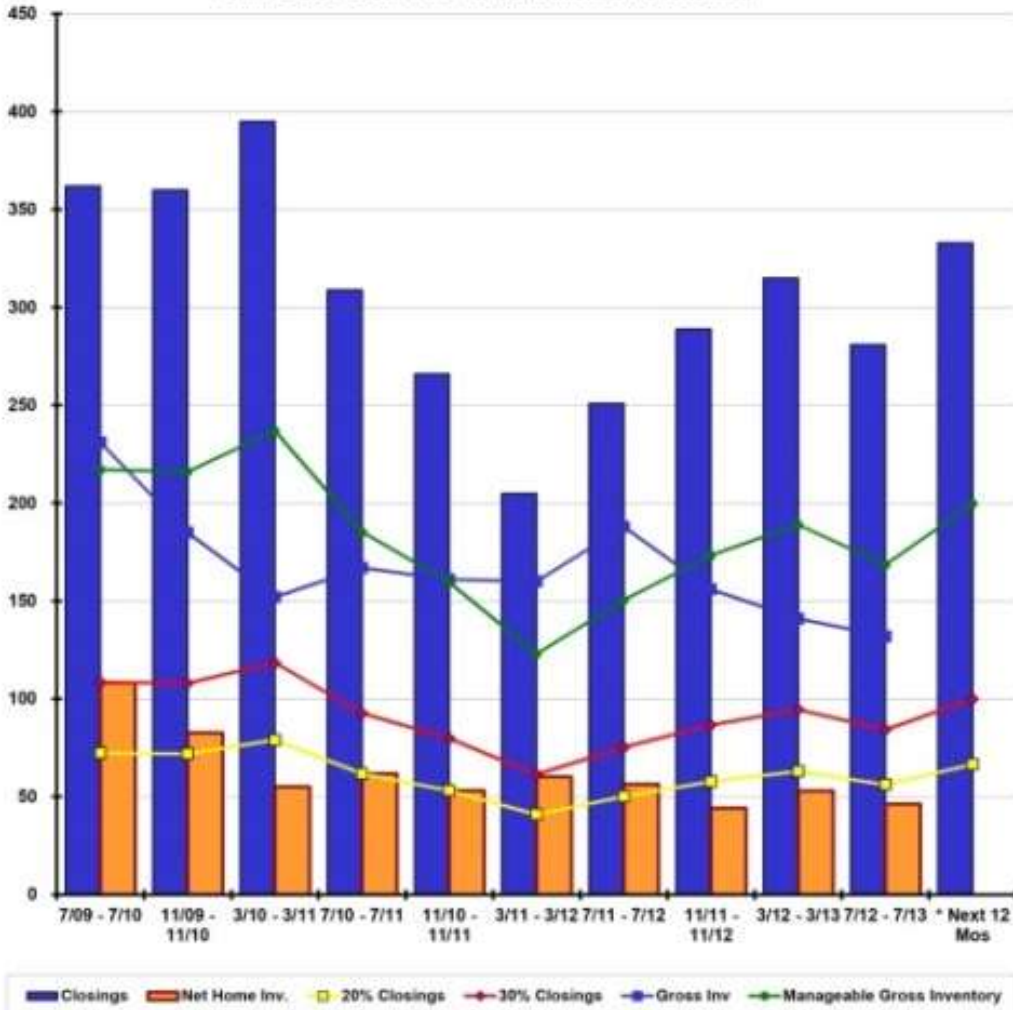
The new homes inventory in the Jefferson and Shelby Counties-Hoover area is below 20 percent of annualized demand, indicating demand levels preventing inventory oversupplies and likewise upward new home pricing pressures. Hoover area new homes inventory are faring better than the total Birmingham area, which is slightly below 30 percent of annualized demand.





MG Area 2 - Jefferson County - Hoover

Historical New Home Inventory vs. Projected Demand
(Only active subdivision data, not homes built on odd lots)



	7/09 - 7/10	11/09 - 11/10	3/10 - 3/11	7/10 - 7/11	11/10 - 11/11	3/11 - 3/12	7/11 - 7/12	11/11 - 11/12	3/12 - 3/13	7/12 - 7/13	* Next 12 Mos
Closings	362	360	395	309	266	205	251	289	315	281	333
Net Home Inv.	108.3	82.7	55.2	61.9	53.1	60.3	56.5	44.3	53.1	46.4	
30% Closings	108.6	108.0	118.5	92.7	79.8	61.5	75.3	86.7	94.5	84.3	99.9
20% Closings	72.4	72.0	79.0	61.8	53.2	41.0	50.2	57.8	63.0	56.2	66.6
Gross Inv	231	185	152	167	161	160	188	156	141	132	

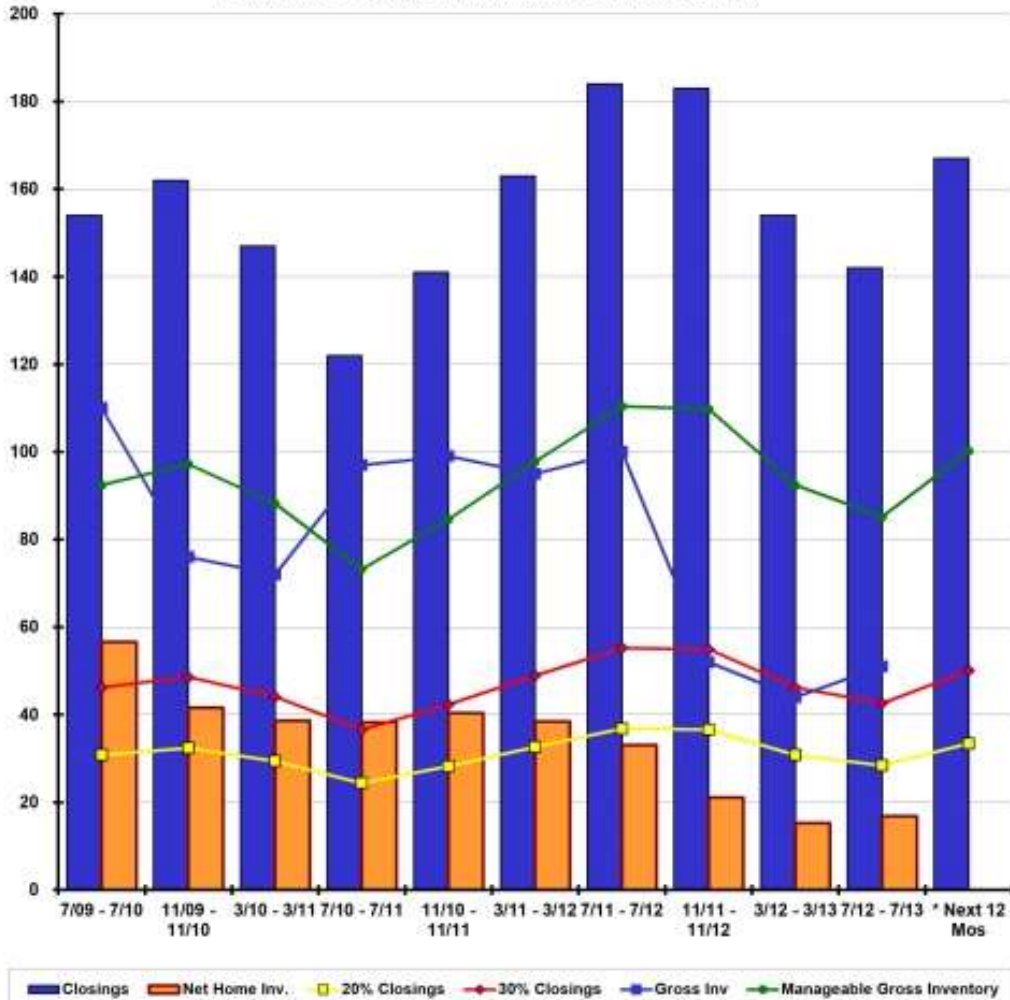
The best net home inventory should fall under the 20% of annual closings. Above 30% is a concern. This chart has columns representing closings and net home inventory not sold with the 20% to 30% caution inventory range shown by the 2 crossing lines.

* Next 12 Mos Projected Demand - The activity anticipated to occur in the subdivisions tracked based on past audit.



MG Area 22 - Shelby County - Hoover

Historical New Home Inventory vs. Projected Demand
(Only active subdivision data, not homes built on odd lots)



	7/09 - 7/10	11/09 - 3/10	7/10 - 11/10	11/10 - 3/11	7/11 - 11/11	3/11 - 7/12	11/11 - 3/12	7/12 - 11/12	3/12 - 7/13	* Next 12 Mos
Closings	154	162	147	122	141	163	184	183	154	142
Net Home Inv.	56.6	41.6	38.7	38.3	40.4	38.5	33.1	21.1	15.3	16.9
30% Closings	46.2	48.6	44.1	36.6	42.3	48.9	55.2	54.9	46.2	42.6
20% Closings	30.8	32.4	29.4	24.4	28.2	32.6	36.8	36.6	30.8	28.4
Gross Inv	110	76	72	97	99	95	100	52	44	51
Manageable Gross Inventory	92	98	72	72	82	95	110	110	92	100

The best net home inventory should fall under the 20% of annual closings. Above 30% is a concern. This chart has columns representing closings and net home inventory not sold with the 20% to 30% caution inventory range shown by the 2 crossing lines.

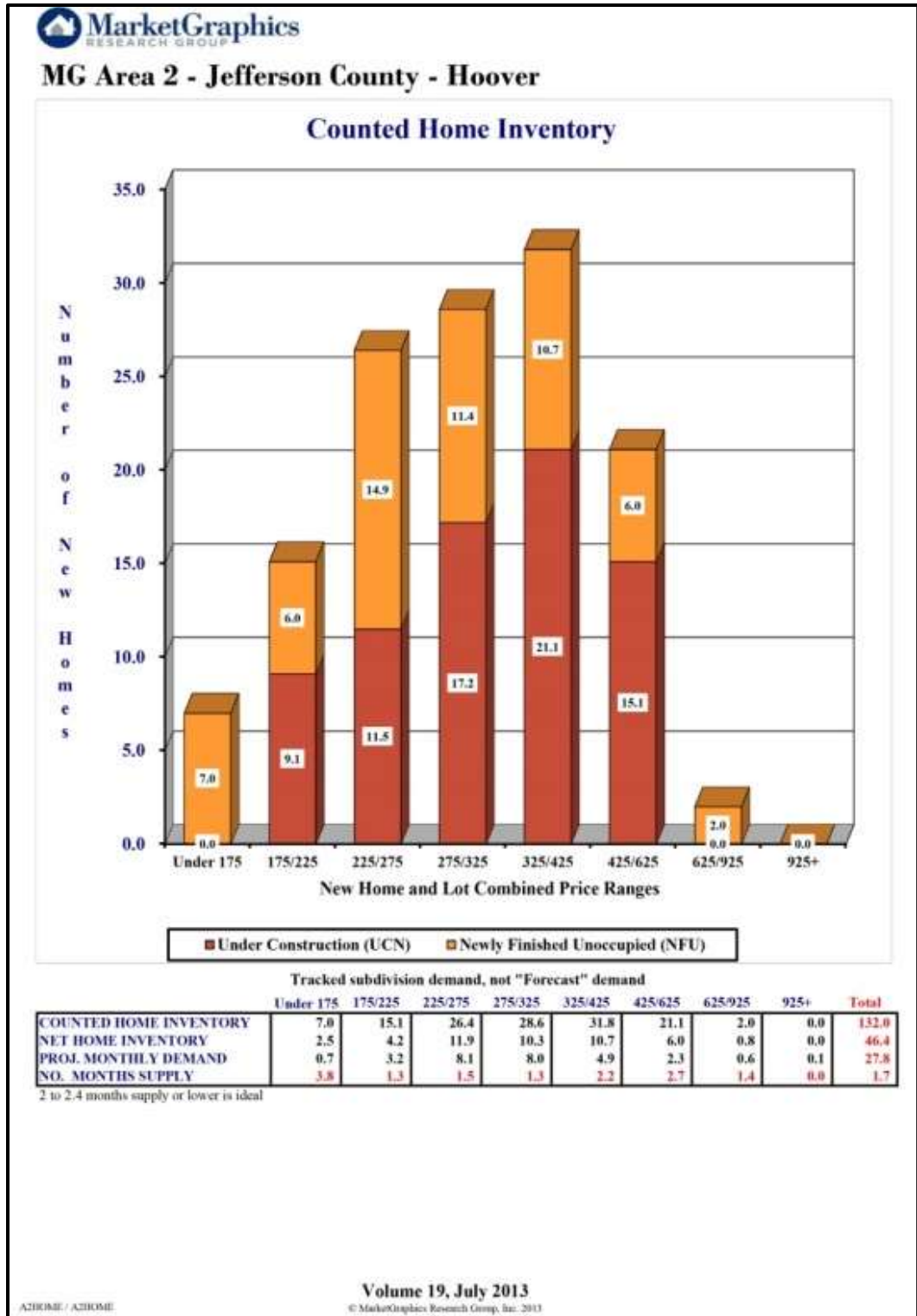
* Next 12 Mos Projected Demand - The activity anticipated to occur in the subdivisions tracked based on past audit.

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MarketGraphics® Counted Home Inventories

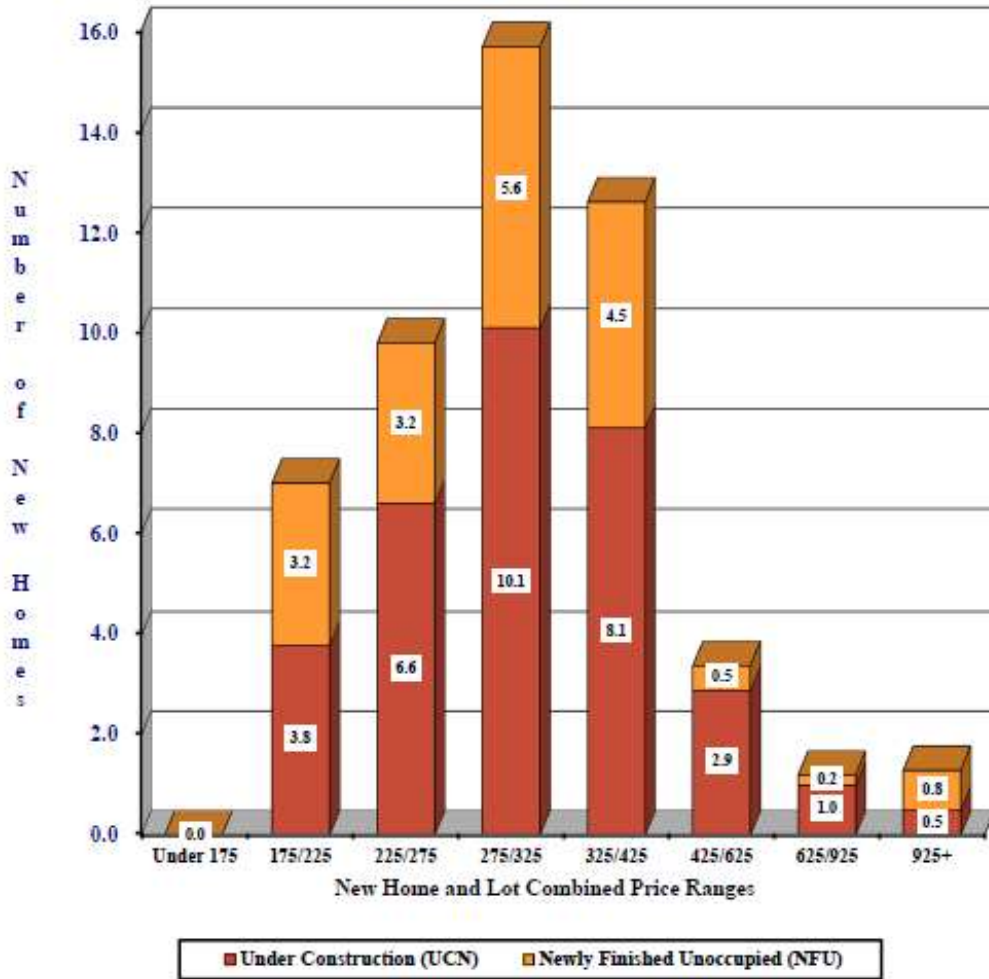
The new homes inventory in the Hoover area represents a higher share of middle to upper middle price homes compared to the total Birmingham market, and likewise a lower percentage of lower priced homes.





MG Area 22 - Shelby County - Hoover

Counted Home Inventory



Tracked subdivision demand, not "Forecast" demand

	Under 175	175/225	225/275	275/325	325/425	425/625	625/925	925+	Total
COUNTED HOME INVENTORY	0.0	7.0	9.8	15.7	12.6	3.4	1.2	1.3	51.0
NET HOME INVENTORY	0.0	2.6	2.9	5.6	4.5	0.7	0.2	0.4	16.9
PROJ. MONTHLY DEMAND	0.0	0.7	2.8	5.5	3.6	1.1	0.2	0.1	13.9
NO. MONTHS SUPPLY	0.0	3.8	1.0	1.0	1.3	0.6	1.4	4.7	1.2

2 to 2.4 months supply or lower is ideal

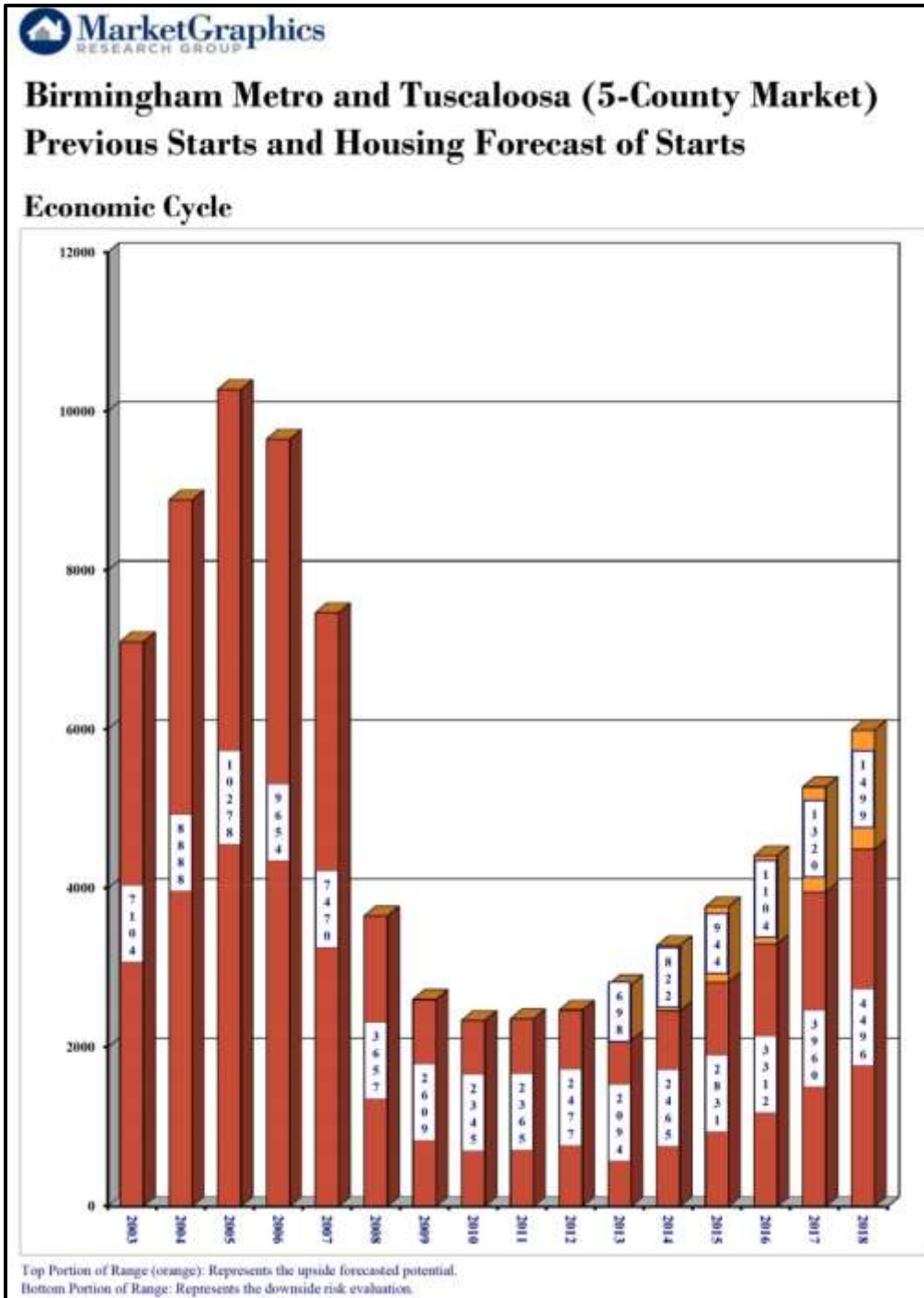
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MarketGraphics® Total Market Historical and Forecast Starts

New home starts are forecast to continue to increase during the forecast period. This forecast anticipates starts close to doubling from 2012-2018.



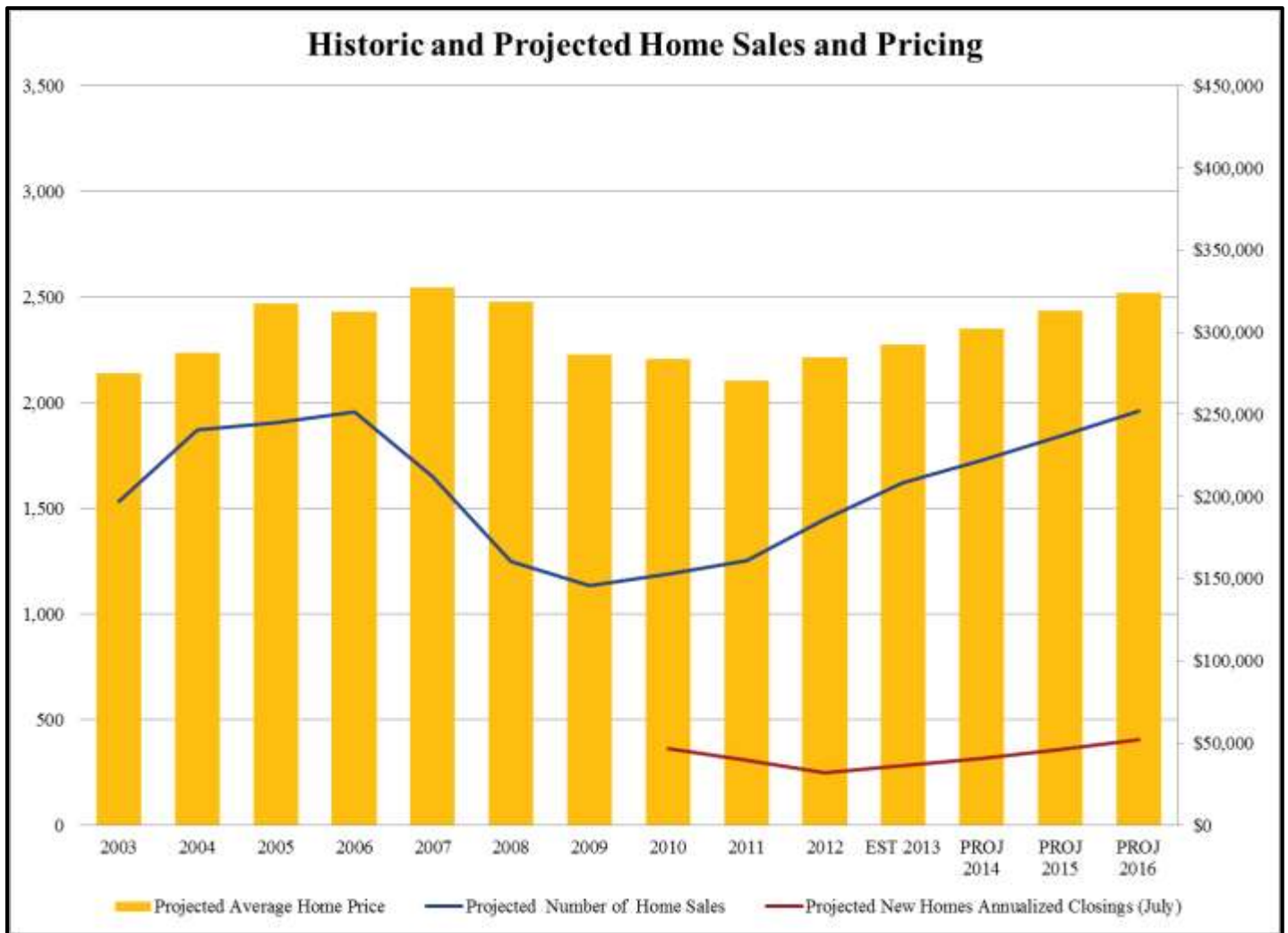
Historic and Future Homes Overview

The researched historic MLS reported home sales and the MarketGraphics® new home sales have been reviewed compared with demographics and household trends in order to project future home sales trends.

Hoover Area Home Sales Projections

Summary Interpretation: Based on current and recent home sales trends and values continuing into the future, Hoover area home are projected to increase annually over the next three years. Home sales values are projected to correspondingly increase.

- **MLS Realtor Sales** – A review of Realtor total home sales results in a projected 10 percent annual increase in 2014-2016 sales
- **MLS Home Sales Values** – A review of Realtor home sales values results in a projected 5.5 percent annual increase in 2014-2016 pricing
- **MarketGraphics® New Homes Sales** – A review of MarketGraphics® new home sales results in a projected 13 percent annual increase in 2014-2016 sales



Part One – School Transportation Examples

This section examines examples of reductions to existing school transportation from 2003 to the beginning of the 2013-2014 school year. Examples sought from public records and local news sources have been reviewed. Most news stories were reported when the changes were first proposed and do not necessarily reflect the final policy. Almost all instances of changes to school transportation occurred after 2008, appearing to be when many education budgets came under increased pressure.

The most relevant results have been reviewed closely and placed in categories based on what changes were implemented in each case. General understandings of the major types of reductions to student transportation across the country are presented in four case studies. These have been chosen to examine with more intensive research and to determine the causes, timeline, and impact of the resulting changes. The school transportation examples include the following two subsections:

- **Types of Reductions to Student Transportation**
- **Student Transportation Cuts Case Studies**

Please note: the included school transportation examples have been gathered from a variety of publicly available sources. These are presented based on reasonable consistency among the sources reviewed for each example, however without specific validation from involved school districts involved.

Types of Reductions to Student Transportation

Examples of districts throughout the US cutting student transportation in the past decade were sought through news stories and public records. Although many of these examples are from distant locations, they are included as possibly relevant due to the specific topics. The example stories are listed below by the county, municipality, or school district that proposed the change, the time they did so, and any specifics on the impact on the community. The examples which are examined in detail as case studies are listed in bold.

The type of proposed change to student transportation falls into the following general topics:

- Student Fees
- Nearby Service Cuts
- Bus Routes Reduced
- Area Not Serviced
- Enforcement of Existing Rule
- Elimination of Student Transportation

Student Fees

The school district keeps its service but begins charging a regular per-student or per-family fee for stopping at a house or neighborhood. If fees are already in place they might be adjusted upward. The amounts will be listed. (It is our understanding, although varying public information has been reviewed, that Alabama school districts are not permitted to charge for student transportation; any fee based student transportation would be provided by an independent third party provider.)

- Paso Robles Joint Unified School District California: 2011 (\$180 a year for one child, \$120 a year for a second child, and \$60 a year for a third child)
- Douglas County, Colorado: 2010 (\$0.50 per ride)
- Jefferson County, Colorado: 2011 (\$150 a year per student)
- Adams County School District 12, Colorado: 2010 (\$10 a month per student)
- Keller Independent School District, Texas: 2011 (\$185 a semester per student)
- **Hawaii Department of Education, Hawaii:** 2010 (Increased \$0.35 to \$0.75 per trip)
- **Hawaii Department of Education, Hawaii:** 2011 (Increased \$0.75 to \$1.25 per trip)
- Franklin Township, Indiana: 2011 (\$50 a month per child, Per-student fees were outlawed by the state of Indiana the following year)

Nearby Service Cuts

Service is curtailed for students living within a certain distance from the school or existing no-service zones are expanded. The distance varies from case to case and will be noted. These students are encouraged to walk or be driven to their school.

- Clayton, Georgia: 2010 (1.5 Miles)
- Philadelphia, Pennsylvania: 2008 (Increased from 1.5 miles to 2 miles)

- Northwest Independent School District, Texas: 2011 (2 miles)
- **Hawaii Department of Education, Hawaii:** 2010 (Recommended 2.5 miles for high school, 2 miles grades for grades 6-8, 1.5 miles for grades 3-5)
- Portage Public Schools, Michigan: 2009 (1.5 miles)

Bus Routes Reduced

The number of bus routes driven each school day is cut. The number of students and stops eliminated by this process will be listed after the example if numbers are available.

- Hartford County, Maryland: 2013
- San Diego, California: 2011 (3,500 students affected)
- **Hawaii Department of Education, Hawaii:** 2012 (Focused on Oahu island. A total of 74 routes, 1,700 estimated students affected)

Area Not Serviced

A specific area within a district loses its access to school transportation. The numbers of students affected by this process are listed if such numbers are readily available.

- La Canada Unified School District, California: 2004 (To nearby mountains, 19 Students affected)
- **Sausalito Marin City School District, California:** 2011 (Neighborhoods in Sausalito, California)
- **Hawaii Department of Education, Hawaii:** 2012 (Neighborhoods on Oahu Island no longer served by any buses. Service partially restored in 2013)

Enforcement of Existing Rules

The school district decides to enforce existing policy that has not been universally followed. These policies generally include limits on the grade level of students allowed on certain buses or stopping “courtesy stops” to students within the nearby walking zone. The school districts involved in this change are generally large enough that these enforcement changes are projected to cut costs.

- Staten Island, New York: 2010 (Enforcement of an existing rule against allowing 7th and 8th graders to ride on the same buses as younger students. These students are encouraged to use public transportation)
- Sarasota, Florida: 2011 (Enforcement of a previously established two-mile no-stop zone and stopping “courtesy stops”)
- Tampa Bay, Florida: 2011 (Enforcement of previously established two-mile no-stop zone and stopping “courtesy stops”)

Elimination of Student Transportation

Complete removal of all student transportation services. Special education transportation remains available per federal mandate.

- **Novato Unified School District, California:** 2009
- Moorpark Unified School District, California: 2008 (Elimination of student transportation for high schools)
- Death Valley Unified School District, California: 2013
- **Burleson Independent School District, Texas:** 2011 (Elimination proposed; service still provided on a year-to-year basis)

Student Transportation Cuts Case Studies

The following case studies examine in greater detail school systems that have implemented or considered major changes to their transportation systems in recent years. Each of these school systems at one time publically considered eliminating bus service across a significant portion of their jurisdiction. These case studies are assembled from publically available information and local reporting. The causes, scope, and effects of the changes to the previous school transportation system are noted as well as any mention of public reaction.

The following examples of drastic changes to school transportation are examined in this section:

- Hawaii Board of Education, Hawaii
- Sausalito-Marín City School District, California
- Novato Unified School District, California
- Burleson Independent School District, Texas

Hawaii Board of Education, Hawaii – Cuts, Fee Increases, Areas Not Serviced, Gradual Restoration

Hawaii has been dealing with an ongoing school transportation crisis since 2009. Because of its unique geography, Hawaii has a statewide public school system composed of 283 schools under the Hawaii Department of Education. From 2003 to 2009, the cost of school transportation tripled to \$72 million. An association of bus contractors was later investigated by the FBI for collusion during this period, but the case was dropped in 2013.

To try and compensate for this surge in costs, the board of education first increased the eligibility distance by half a mile in 2010, and from 2010 to 2011, increased existing student fees from \$0.35 to \$1.25 for a one-way ride. In January 2011, the board of education proposed eliminating all bus service on the island of Oahu (the most populated of the Hawaiian Islands) as a way to save \$15 million from a \$75 million transportation budget. While service was not completely eliminated, the board voted in June of 2012 to cut 103 bus routes in Oahu. Month later, 29 routes were restored after public outcry. Still, several large neighborhoods on Oahu were left with no school transportation.

In August of 2013, the first phase of a reform plan crafted by the board of education was implemented. Service was restored to hundreds of children in several of the neighborhoods of Oahu that lost all busing the previous school year. More routes in Oahu will be restored in 2014, and busing cuts will be reversed on other islands between 2015 and 2016. A pilot program is being used to pay contractors for hours needed instead of routes driven.

Sausalito Marin City School District, California – Partial Service, Shift to Public Transportation

The Sausalito Marin City School District, located near the northern end of the Golden Gate Bridge in Marin County, California, voted to eliminate busing students to its three elementary schools in 2011. This small school district had 263 students in the 2004-2005 school year and needed to decide whether to keep busing available after California cut funding for school transportation. Only 110 students in the district rode the bus when the board voted 3-2 to eliminate all busing in April 2011. After protests from parents, the school board voted 3-2 to partially restore the service. This left the Marin City portion of the district covered but cut service to the students in Sausalito.

As of the beginning of the 2013-2014 school year there is one bus route serving the district. The transportation section of the website shows the schedule of this route as well the schedule for a public transportation shuttle between Marin City and Sausalito.

Novato Unified School District, California – Service Eliminated

The Novato Unified School District, also in Marin County, California, chose in 2009 to eliminate its transportation services. The school board was reacting to state budget cuts and a year to year drop of \$4 million in revenue. Federally mandated busing remained available for special education students. The year before the cuts, 600 students were riding the bus to the district's schools.

Today, the website for the Novato Unified School District directs users interested in transportation to Marin Public Transit. There is a back-to-school tool to find your nearest route on public transportation and discounted Youth Passes are offered through the schools. There is also a separate site SchoolPoolMarin.org for parents to arrange various pooled transportation. The school district maintains several buses for field trips.

Burleson Independent School District, Texas – Elimination Proposed, Not Implemented

The Burleson Independent School District to the south of Fort Worth, Texas announced in June 2011 that it was considering eliminating its bus service in response to reduced state funding. As part of a plan to reduce their budget by \$4.6 million, the district considered eliminating all routes. The service was kept for the 2011-2012 school year but parents were notified that transportation cuts would remain a possibility and that service would be reexamined before each school year.

As of the beginning of the 2013-2014 school year, the school district still provides busing for students living over two miles away from their school. This busing is currently contracted out to Durham School Services and the transportation section of the district's website links to Durham's website.

Part One – Conclusion and Presentation

This section provides a summary including a review summary statement, key points supporting the summary, key data chart snapshots, and other information.

- **Population and Household Trends** – Review of Hoover’s demographics spectrum reveals positive characteristics of a desirable community, increasing in population and affluence.
- **Housing Trends** – Review of Hoover’s housing trends reveals positive growth in home sales, home pricing, and a strong demand for new homebuilding.
- **Projected Home Sales and Values** – Review of Hoover’s positive demographics and housing trends substantiates projecting continuing growth in home sales, home values, and new homebuilding.
- **School Transportation Examples** – Review of other communities having modified school transportation availability provides insights and examples to analyze the values of school transportation and household and behavioral changes resulting from changed availability of school transportation, and resulting effects on home desirability and values.

Conclusion and Presentation

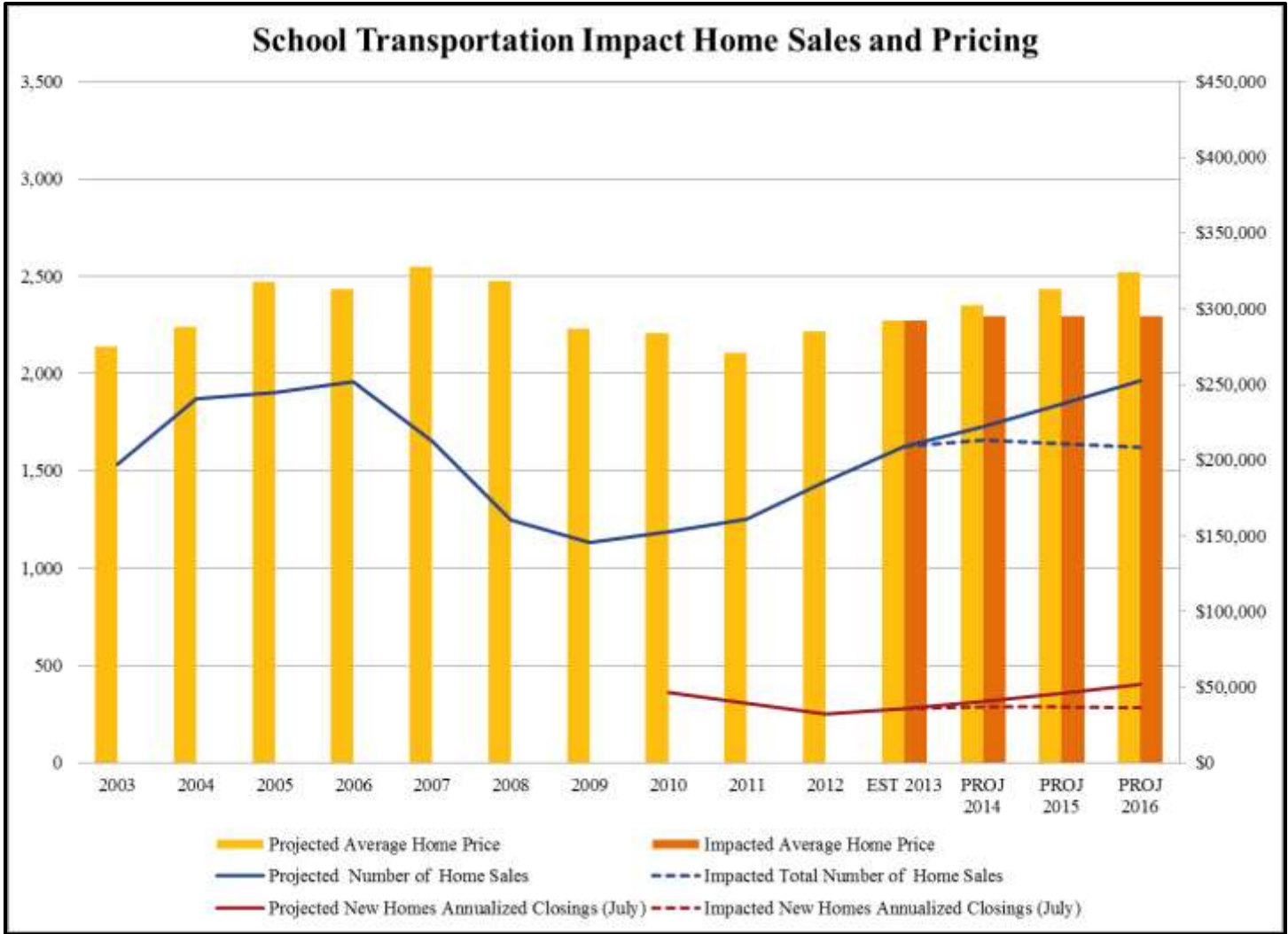
It is our conclusion that the availability of school transportation provides value to a community. Its value is perceived to be a given, stable, and factored positive that adds to the desirability of a community. Therefore, it is considered an established community element of steady and increasing home appeal and improving home values.

It is important to note that while the value of established school transportation is recognizable, the extensive research conducted regarding other school districts does not offer direct insights that modifications to school transportation impact housing sales and values.

Based on the review of all research for this study, our experience providing housing research in multiple market areas, and analysis of factors that influence home demand and values, it is our opinion that a reduced offering of accustomed and embedded valued school transportation interrupts home desirability and increasing pricing trends.

Our anticipated outcome over the next few years of reduced school transportation disrupts the projected positive home trends. Instead our forecast is an initial leveling to slight decline trending for total home sales, a leveling trend for home pricing, and an initial leveling to slight decline in new home building.

Please note: These anticipated trends and other economic impact factors are extended through 2020 in Part Two of this overview.



The following chart provides the data in the above graph.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	EST 2013	PROJ 2014	PROJ 2015	PROJ 2016
Projected Average Home Price	\$274,916	\$287,759	\$317,347	\$312,788	\$327,533	\$318,419	\$286,607	\$283,950	\$270,484	\$284,878	\$292,262	\$302,491	\$313,078	\$324,036
Impacted Average Home Price											\$292,262	\$295,185	\$295,185	\$295,185
Projected Number of Home Sales	1,532	1,870	1,904	1,957	1,652	1,247	1,133	1,189	1,252	1,447	1,624	1,730	1,842	1,962
Forecast Impacted Total Number of Home Sales											1,624	1,656	1,640	1,624
Projected New Homes Annualized Closings (July)								362	309	251	281	318	359	405
Forecast Impacted New Homes Annualized Closings (July)											281	287	287	284

Please note: It is important to acknowledge that some other school districts in the Birmingham area do not provide student transportation. The included impacts are based on the reduction or removal of school transportation, which has long term been factored into the value of living in Hoover. It is our opinion that it is not applicable to compare Hoover to areas that have been without the value of school transportation.

Part Two – Introduction

This section focuses on school transportation in regards to broader community factors.

Part two of the overview follows this general order of progressive research and findings:

- ✓ **Introduction**
- ✓ **Expanded Forecasting Format**
- ✓ **Expanded Forecast Trends and Impacts**
- ✓ **Expanded Forecast Economic and Socioeconomic Examples**
- ✓ **Conclusion and Presentation**

Part Two – Expanded Forecasting Format

This section establishes a format for forecasting beyond the time period and housing focus presented in Part One. The format includes a seven-year forecast of broader and co-dependent economic and socioeconomic impacts

The expanded format extends the School Transportation Impact Home Sales and Pricing Graph from 2014-2020. The format is presented with no contents at this stage. It provides a preview of the detailed contents that will be progressively completed throughout Part Two.

Part Two – Expanded Forecast Trends and Impacts

The population and household trends includes the following four subsections:

- **Inward/Outward Migration**
- **Employment Forecast**
- **Community Taxes and Fees Collections**
- **Community Desirability Indications**

Inward/Outward Migration

Annual migration data is compiled by the Internal Revenue Service (IRS) each year. This information is based on addresses received from annual tax returns. According to the IRS, this data captures about 70 percent of all United States residents, excluding low-income residents who are not required to file a return. Although this data is not complete due to those excluded, it does cover the target demographics for Hoover. This data is from the 2009-2010 tax year, and is the most current available through the IRS.

Total migration numbers for the year reveal 23,007 outward and 21,104 inward migration for Jefferson County and 10,150 outward and 11,063 inward migration for Shelby County. Based on aging of this IRS information and Hoover’s housing growth, it is believed that the Hoover area of both counties is experiencing positive inward migration.

Jefferson County - Top Destinations for Out Migrants - By County				
Rank	State	County	Total % of Total	
1	AL	Shelby County	5,034	21.88%
2	AL	St. Clair County	1,865	8.11%
3	AL	Blount County	1,092	4.75%
4	AL	Tuscaloosa County	888	3.86%
5	AL	Walker County	601	2.61%
6	AL	Madison County	482	2.10%
7	AL	Montgomery County	476	2.07%
8	AL	Mobile County	277	1.20%
9	AL	Baldwin County	257	1.12%
10	AL	Cullman County	236	1.03%
Top Ten Counties Total			11,208	48.72%
Total Outflow			23,007	100%

Shelby County - Top Destinations for Out Migrants - By County				
Rank	State	County	Total % of Total	
1	AL	Jefferson County	3,730	16.21%
2	AL	Chilton County	546	2.37%
3	AL	St Clair County	367	1.60%
4	AL	Tuscaloosa County	210	0.91%
5	AL	Talladega County	199	0.86%
6	AL	Lee County	112	0.49%
7	AL	Madison County	125	0.54%
8	AL	Montgomery County	101	0.44%
9	AL	Baldwin County	108	0.47%
10	AL	Bibb County	125	0.54%
Top Ten Counties Total			5,623	55.40%
Total Outflow			10,150	100%

Total migration numbers for the 2009-2010 tax year reveal 20,104 migrants into Jefferson County and 11,063 migrants into Shelby County. Out-of-state and in-state migration is fairly mixed, with 58 percent coming from within Alabama and 41 percent coming from other states. Of the migrants to Jefferson and Shelby County, only less than one percent were from outside of the United States. As with out-migrants, Shelby County accounts for the majority of in-migrants to Jefferson County at almost 19 percent. Of the 11,063 of in-migrants to Shelby County 25 percent came from Jefferson County.

Jefferson County - Top Destinations for In Migrants - By County

Rank	State	County	Total	% of Total
1	AL	Shelby County	3,730	18.55%
2	AL	St. Clair County	1,171	5.82%
3	AL	Tuscaloosa County	908	4.52%
4	AL	Blount County	798	3.97%
5	AL	Walker County	563	2.80%
6	AL	Montgomery County	504	2.51%
7	AL	Madison County	349	1.74%
8	AL	Mobile County	283	1.41%
9	AL	Cullman County	245	1.22%
10	AL	Calhoun County	231	1.15%
Top Ten Counties Total			8,782	43.68%
Total Inflow			20,104	100%

Shelby County - Top Destinations for In Migrants - By County

Rank	State	County	Total	% of Total
1	AL	Jefferson County	5,034	25.04%
2	AL	Chilton County	429	2.13%
3	AL	Tuscaloosa County	282	1.40%
4	AL	St Clair County	284	1.41%
5	AL	Talladega County	241	1.20%
6	AL	Bibb County	161	0.80%
7	AL	Montgomery County	123	0.61%
8	AL	Lee County	106	0.53%
9	AL	Madison County	87	0.43%
10	AL	Mobile County	75	0.37%
Top Ten Counties Total			6,822	61.67%
Total Inflow			11,063	100%

Employment Forecast

Employment and Income

With combined household and income growth, the Hoover area has seen an increase in households with income levels above \$75,000. Earnings are expected to remain steady or improve through 2018. The greatest percentage of households has an income between \$50,000 and \$74,999.

	City of Hoover, Alabama							
	2000 Census	%	2013 Estimate	%	2018 Projection	%	Change	%
Households by Household Income	23,354		32,391		33,936			
Less than \$15,000	1,566	6.71%	2,805	8.66%	3,156	9.30%	351	12.51%
\$15,000 to \$24,999	2,055	8.80%	2,723	8.41%	2,973	8.76%	250	9.18%
\$25,000 to \$34,999	2,624	11.24%	3,220	9.94%	3,538	10.43%	318	9.88%
\$35,000 to \$49,999	3,519	15.07%	4,567	14.10%	4,840	14.26%	273	5.98%
\$50,000 to \$74,999	4,793	20.52%	5,659	17.47%	5,838	17.20%	179	3.16%
\$75,000 to \$99,999	3,225	13.81%	4,075	12.58%	4,200	12.38%	125	3.07%
\$100,000 to \$124,999	2,003	8.58%	3,120	9.63%	3,131	9.23%	11	0.35%
\$125,000 to \$149,999	1,235	5.29%	1,918	5.92%	1,924	5.67%	6	0.31%
\$150,000 to \$199,999	1,291	5.53%	2,539	7.84%	2,523	7.43%	-16	-0.63%
\$200,000 to \$249,999	550	2.36%	636	1.96%	638	1.88%	2	0.31%
\$250,000 to \$499,999	378	1.62%	856	2.64%	885	2.61%	29	3.39%
\$500,000 or more	115	0.49%	273	0.84%	290	0.85%	17	6.23%
Average Household Income	\$77,376		\$85,533		\$83,757			
Median Household Income	\$59,978		\$62,725		\$60,539			

Employment by Sector and Top Employers

In the Birmingham-Hoover Metropolitan Statistical area, the highest percentages of the population are employed in office and administration at 15.06 percent, followed by sales and related at 12.86 percent and management (which includes farmers) at 9.23 percent. Comparatively, occupations generally associated with higher levels of education and/or with higher incomes are represented in greater percentages in Hoover.

2013 Estimated Employed Population Age 16 and Over by Occupation	Birmingham-Hoover, AL Metropolitan Statistical Area		City of Hoover, Alabama	
	525,019		41,945	
Management , Including Farmers and Farm Managers	48,438	9.23%	5,551	13.23%
Business and Financial Operations	25,623	4.88%	3,550	8.46%
Computer and Mathematical	12,196	2.32%	1,528	3.64%
Architecture and Engineering	9,122	1.74%	920	2.19%
Life, Physical, and Social Science	2,708	0.52%	454	1.08%
Community and Social Services	8,299	1.58%	738	1.76%
Legal	6,740	1.28%	685	1.63%
Education, Training, and Library	28,128	5.36%	2,835	6.76%
Arts, Design, Entertainment, Sports, and Media	8,219	1.57%	883	2.11%
Healthcare Practitioners and Technical	34,209	6.52%	3,419	8.15%
Healthcare Support	11,259	2.14%	462	1.10%
Protective Service	11,843	2.26%	386	0.92%
Food Preparation and Serving Related	25,396	4.84%	2,286	5.45%
Building and Grounds Cleaning, and	19,109	3.64%	998	2.38%
Service : Personal Care and Service	13,634	2.60%	809	1.93%
Sales and Related Occupations	67,500	12.86%	6,974	16.63%
Office and Administrative Support	79,061	15.06%	5,353	12.76%
Farming, Fishing, and Forestry	1,276	0.24%	4	0.01%
Construction and Extraction	30,575	5.82%	1,635	3.90%
Installation, Maintenance, and Repair	19,541	3.72%	856	2.04%
Production	29,734	5.66%	799	1.90%
Transportation and Material Moving	32,409	6.17%	820	1.95%

Forecast Community Taxes and Fees Collections

Retail sales and consumer expenditures data is compiled each year by Nielsen Claritas. Nielsen collects this data from two major sources – the Consumer Expenditure Survey from the U.S. Bureau of Labor Statistics and the Census of Retail Trade from the U.S. Census. The consumer expenditures are shown as the 2013 demand, and the retail sales are used to show the 2013 supply. The difference between demand and supply is shown either as an opportunity surplus (negative value) or opportunity gap (positive value).

Hoover area consumer expenditures are significantly less than the area retail sales, indicating great retail sales by households living outside of Hoover.

- Hoover has an opportunity surplus of \$516,124,036. This is 35 percent of total retail sales.
- Of the 84 categories included, 43 are showing surplus,
- High levels of retail purchases in Hoover are from those living outside of Hoover.

	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores			
Total Retail Sales Inc. Eating and Drinking Places	\$1,454,437,437	\$1,970,561,473	-\$516,124,036
Motor Vehicle and Parts Dealers-441	\$281,287,142	\$656,550,098	-\$375,262,956
Automotive Dealers-4411	\$214,908,443	\$638,793,522	-\$423,885,079
Other Motor Vehicle Dealers-4412	\$44,898,222	\$413,991	\$44,484,231
Automotive Parts/Accessories, Tire Stores-4413	\$21,480,477	\$17,342,585	\$4,137,892
Furniture and Home Furnishings Stores-442	\$30,752,883	\$69,077,383	-\$38,324,500
Furniture Stores-4421	\$17,008,115	\$42,032,022	-\$25,023,907
Home Furnishing Stores-4422	\$13,744,768	\$27,045,361	-\$13,300,593
Electronics and Appliance Stores-443	\$30,384,670	\$34,154,873	-\$3,770,203
Appliances, TVs, Electronics Stores-44311	\$22,411,554	\$25,613,910	-\$3,202,356
Household Appliances Stores-443111	\$3,825,697	\$2,752,022	\$1,073,675
Radio, Television, Electronics Stores-443112	\$18,585,857	\$22,861,888	-\$4,276,031
Computer and Software Stores-44312	\$7,229,194	\$8,337,243	-\$1,108,049
Camera and Photographic Equipment Stores-44313	\$743,922	\$203,720	\$540,202
Building Material, Garden Equip Stores -444	\$144,014,740	\$116,387,141	\$27,627,599
Building Material and Supply Dealers-4441	\$128,440,098	\$110,901,019	\$17,539,079
Home Centers-44411	\$52,514,516	\$61,793,922	-\$9,279,406
Paint and Wallpaper Stores-44412	\$2,124,760	\$2,482,345	-\$357,585
Hardware Stores-44413	\$12,758,194	\$5,268,009	\$7,490,185
Other Building Materials Dealers-44419	\$61,042,628	\$41,356,743	\$19,685,885

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Building Materials, Lumberyards-444191	\$24,068,153	\$16,170,482	\$7,897,671
Lawn, Garden Equipment, Supplies Stores-4442	\$15,574,642	\$5,486,122	\$10,088,520
Outdoor Power Equipment Stores-44421	\$3,243,065	\$761,312	\$2,481,753
Nursery and Garden Centers-44422	\$12,331,577	\$4,724,810	\$7,606,767
Food and Beverage Stores-445	\$170,524,574	\$67,855,106	\$102,669,468
Grocery Stores-4451	\$146,696,887	\$62,344,832	\$84,352,055
Supermarkets/Grocery(Excluding Conv) Stores-44511	\$139,606,673	\$59,852,897	\$79,753,776
Convenience Stores-44512	\$7,090,214	\$2,491,935	\$4,598,279
Specialty Food Stores-4452	\$12,082,704	\$2,594,405	\$9,488,299
Beer, Wine and Liquor Stores-4453	\$11,744,983	\$2,915,869	\$8,829,114
Health and Personal Care Stores-446	\$82,522,486	\$118,899,556	-\$36,377,070
Pharmacies and Drug Stores-44611	\$65,200,386	\$94,086,737	-\$28,886,351
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$5,815,438	\$9,677,309	-\$3,861,871
Optical Goods Stores-44613	\$4,159,422	\$6,113,568	-\$1,954,146
Other Health and Personal Care Stores-44619	\$7,347,240	\$9,021,942	-\$1,674,702
Gasoline Stations-447	\$135,584,559	\$81,081,897	\$54,502,662
Gasoline Stations With Convenience Stores-44711	\$98,123,787	\$63,580,434	\$34,543,353
Other Gasoline Stations-44719	\$37,460,772	\$17,501,463	\$19,959,309
Clothing and Clothing Accessories Stores-448	\$69,189,524	\$175,202,200	-\$106,012,676
Clothing Stores-4481	\$51,214,945	\$135,154,696	-\$83,939,751
Men's Clothing Stores-44811	\$2,846,514	\$2,923,745	-\$77,231
Women's Clothing Stores-44812	\$11,405,626	\$28,976,301	-\$17,570,675
Children's, Infants' Clothing Stores-44813	\$3,356,839	\$15,028,378	-\$11,671,539
Family Clothing Stores-44814	\$26,821,535	\$73,003,245	-\$46,181,710
Clothing Accessories Stores-44815	\$2,194,934	\$5,977,919	-\$3,782,985
Other Clothing Stores-44819	\$4,589,497	\$9,245,108	-\$4,655,611
Shoe Stores-4482	\$7,956,157	\$22,941,613	-\$14,985,456
Jewelry, Luggage, Leather Goods Stores-4483	\$10,018,422	\$17,105,891	-\$7,087,469
Jewelry Stores-44831	\$9,386,887	\$15,282,603	-\$5,895,716
Luggage and Leather Goods Stores-44832	\$631,535	\$1,823,288	-\$1,191,753

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Sporting Goods, Hobby, Book, Music Stores-451	\$27,546,972	\$81,828,573	-\$54,281,601
Sporting Goods, Hobby, Musical Inst Stores-4511	\$21,331,624	\$67,088,968	-\$45,757,344
Sporting Goods Stores-45111	\$11,460,012	\$27,376,318	-\$15,916,306
Hobby, Toys and Games Stores-45112	\$5,646,908	\$19,990,732	-\$14,343,824
Sew/Needlework/Piece Goods Stores-45113	\$2,312,401	\$3,846,496	-\$1,534,095
Musical Instrument and Supplies Stores-45114	\$1,912,303	\$15,875,422	-\$13,963,119
Book, Periodical and Music Stores-4512	\$6,215,348	\$14,739,605	-\$8,524,257
Book Stores and News Dealers-45121	\$5,050,581	\$14,472,537	-\$9,421,956
Book Stores-451211	\$4,628,710	\$13,178,996	-\$8,550,286
News Dealers and Newsstands-451212	\$421,871	\$1,293,541	-\$871,670
Prerecorded Tapes, CDs, Record Stores-45122	\$1,164,767	\$267,068	\$897,699
General Merchandise Stores-452	\$180,057,573	\$361,998,734	-\$181,941,161
Department Stores Excl Leased Depts-4521	\$75,124,588	\$105,201,984	-\$30,077,396
Other General Merchandise Stores-4529	\$104,932,985	\$256,796,750	-\$151,863,765
Miscellaneous Store Retailers-453	\$38,882,946	\$28,673,524	\$10,209,422
Florists-4531	\$1,871,769	\$593,103	\$1,278,666
Office Supplies, Stationery, Gift Stores-4532	\$13,150,484	\$11,575,436	\$1,575,048
Office Supplies and Stationery Stores-45321	\$7,595,850	\$6,188,352	\$1,407,498
Gift, Novelty and Souvenir Stores-45322	\$5,554,634	\$5,387,084	\$167,550
Used Merchandise Stores-4533	\$3,768,546	\$1,877,147	\$1,891,399
Other Miscellaneous Store Retailers-4539	\$20,092,147	\$14,627,838	\$5,464,309
Non-Store Retailers-454	\$111,111,775	\$10,143,318	\$100,968,457
Foodservice and Drinking Places-722	\$152,577,593	\$168,709,070	-\$16,131,477
Full-Service Restaurants-7221	\$71,361,962	\$62,325,045	\$9,036,917
Limited-Service Eating Places-7222	\$61,974,988	\$101,161,089	-\$39,186,101
Special Foodservices-7223	\$12,043,619	\$3,896,496	\$8,147,123
Drinking Places -Alcoholic Beverages-7224	\$7,197,024	\$1,326,440	\$5,870,584

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
GAFO *	\$351,082,106	\$733,837,199	-\$382,755,093
General Merchandise Stores-452	\$180,057,573	\$361,998,734	-\$181,941,161
Clothing and Clothing Accessories Stores-448	\$69,189,524	\$175,202,200	-\$106,012,676
Furniture and Home Furnishings Stores-442	\$30,752,883	\$69,077,383	-\$38,324,500
Electronics and Appliance Stores-443	\$30,384,670	\$34,154,873	-\$3,770,203
Sporting Goods, Hobby, Book, Music Stores-451	\$27,546,972	\$81,828,573	-\$54,281,601
Office Supplies, Stationery, Gift Stores-4532	\$13,150,484	\$11,575,436	\$1,575,048

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Community Desirability Indications

Hoover, Alabama has several unique attractions that endear it to its residents as well as bring in visitors throughout the year.

- Natural attractions and parks including the lovely Alridge Gardens botanical garden and the rolling forests and waterfalls of the Moss Rock Preserve.
- Six private golf courses as well as the public Ross Bridge Golf Club and Resort. The city has also been host to several charity golf tournaments.
- Hoover Metropolitan Stadium serves as an event venue as well as hosting the annual SEC Baseball tournament.
- Moss Rock Preserve hosts “Alabama’s Eco-Creative Festival” each autumn celebrating art, the environment, and local food.
- Library Theatre produces plays throughout the year and hosts touring performers.
- Riverchase Galleria draws in a steady stream of visitors to Hoover for shopping, dining, and entertainment.
- Hoover’s Parks and Recreation Department and library keep a busy calendar of regular events, classes, and sports leagues.

Part Two – Economic and Socioeconomic Examples

Several communities with comparable growth, economic, and socioeconomic characteristics to Hoover have been reviewed. These communities were then examined as to the type of student transportation they offer and whether they are considering any changes to their current service.

The expanded forecast economic and socioeconomic examples include the following subsection:

- **Planned School Transportation Summary in Hoover, Alabama**
- **School Transportation in Fast Growth Communities**

Planned School Transportation Summary in Hoover, Alabama

Hoover City Schools current student transportation system is outlined below as well as any mention of student transportation in the local news or public records.

Hoover City Schools, Alabama

Region: Birmingham, Alabama

2000 Population: 62,742 2010 Population: 81,619 Growth: 30.09 %

Hoover City Schools currently offers bus transportation to students living over two miles from their school. According to the Transportation section of the Hoover City Schools website, the system of 160 buses currently covers 2,700 miles each day and transports 5,764 students.

In the summer of 2013, Hoover City Schools voted to eliminate the bus system for all students except those covered by the federal special education mandate at the beginning of the 2014-2015 school year. The decision was justified as being necessary to save \$2.5 million from the budget. The decision was greeted with controversy and the decision was widely covered in local media as well as covered on national outlets such as CNN.com, Slate.com, and National Public Radio. Stories covering the changes to the student transportation system rank high in the results for online searches such as “Alabama school bus,” “Hoover Alabama Schools,” and “Birmingham School Bus.”

School Transportation in Fast Growth Communities

Examples have been reviewed of districts throughout the US of rapidly growing suburban areas in upper-midsize cities with a strong appeal to growing families. Although many of these examples are from distant locations, they are included as possibly relevant to Hoover due to the specific topics.

The reviewed school districts have adapted in various ways to similar growth. (For reference the population of Hoover, Alabama grew by 37.06 percent between the 2000 and 2010 census.)

The current student transportation systems for these example districts are outlined below as well as any mention of student transportation in the local news or public records.

The following school districts and their current transportation systems were researched:

- St. John's County School District, Florida
- Dripping Springs Independent School District, Texas
- Carmel Clay School District, Indiana
- Williamson County School System, Tennessee

St. Johns County School District, Florida

Region: Jacksonville, Florida

2000 Population: 123,135 2010 Population: 190,039 Growth: 54.33 %

St. Johns County School District provides busing for its students. No mentions of walking areas, fees, or other restrictions to bus service have been found through research. The Annual Transportation Report for the 2011-2012 school year states that with 58 percent of the district's students using school transportation the funds from the state government will eventually not be enough to support their growing needs.

The only appearances in the local news of the school bus system are scattered reports of accidents. There have been no mentions of proposed or pending changes to the school transportation system in local media or public records.

Dripping Springs Independent School District, Texas

Region: Austin, Texas

2000 Population (Hays County): 97,589 2010 Population (Hays County): 157,207 Growth: 60.99 %

The Dripping Springs Independent School District inside the fast-growing Hays County provides busing for all students more than two miles away from their school. The district's website does mention a policy of providing "courtesy stops" within the two-mile distance under weather "hazard conditions."

The only appearances in the local news of the school bus system are scattered reports of accidents. There have been no mentions of proposed or pending changes to the school transportation system in local media or public records.

Carmel Clay School District, Indiana

Region: Indianapolis, Indiana

2000 Population: 37,733 2010 Population: 79,191 Growth: 109.87 %

All students in the Carmel Clay School Districts are eligible for bus service according to their website. There is no distance from school requirement but the transportation section of the website advises that students might have to walk up to half a mile to their nearest bus stop.

The only mention of Carmel Clay busing in the news, aside from accidents, is a politically charged incident involving a driver insulting a student several years ago. There have been no mentions of proposed or pending changes to school transportation system in local media or public records.

Note: In 2011, Franklin Township, another suburb of Indianapolis, established a \$50 monthly fee for each student to ride school transportation. The backlash from parents was strong enough that the state government banned the practice the following year.

Williamson County School System, Tennessee

Region: Nashville, Tennessee

2000 Population: 126,638 2010 Population: 183,182 Change: 44.65 %

The Williamson County School System states that it provides transportation to all eligible students but does not specify what eligibility entails. The website has a query tool to determine whether an address is eligible for bus service. As far as could be determined, by entering nearby addresses there is no minimum distance from the school required for eligibility.

The transportation section of the website does note that with the current enrollment growth and the number of facilities, the Williamson County School System only guarantees the current school zones and bus routes for the current year. The only appearances in the local news of the school bus system are scattered reports of accidents. Apart from the notification of the one-year school zone guarantee there have been no mentions of proposed or pending changes to school transportation system in local media or public records.

Part Two – Conclusion and Presentation

This section provides a summary including a review summary statement, key points supporting the summary, key data chart snapshots, and other information.

- **Inward and Outward Migration** – It is believed that the Hoover area of both Jefferson and Shelby Counties is experiencing positive inward migration.
- **Hoover Area Employment** – Total employment in the Hoover area equals 41,925 employed. Occupations generally associated with higher levels of education and/or with higher incomes are represented in greater percentages in Hoover compared to the greater Birmingham area.
- **Hoover Area Retail Sales** – Total retail sales equal \$1,970,561,473 compared to an anticipated demand based on Hoover households equaling \$1,454,437,437. This represents a surplus of \$516,124,036. This indicates a significant portion of Hoover’s retail sales being from non-Hoover residents.
- **Community Desirability Indications** – Several community attractions are present that endear Hoover to its residents as well as attract visitors and potential new residents.
- **Economic and Socioeconomic Examples** - Several communities with comparable growth, economic, and socioeconomic characteristics to Hoover have been reviewed. School transportation is generally available in these communities.

Conclusion and Presentation – It is our conclusion that the housing factors presented in the three-year School Transportation Impact Home Sales and Pricing will likely apply for the timeframe of 2014-2020.

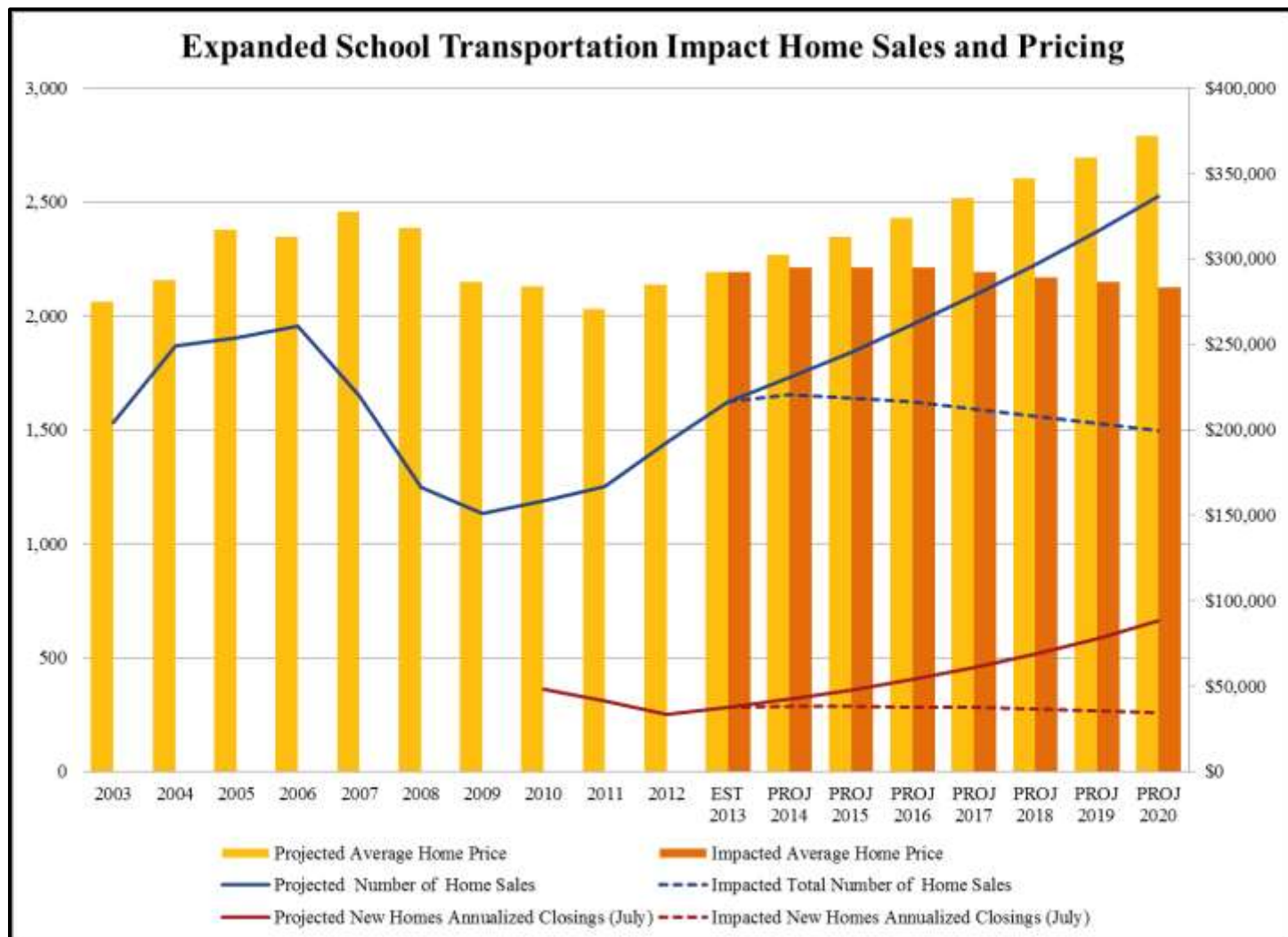
It is important to note that, similar to the value of established school transportation related to housing sales and values, no direct insights have been identified that modifications to school transportation impact broader economic performance.

Based on the review of all research for this study, our experience providing economic related research in multiple markets, and analysis of factors that influence retail sales and other economic performance, it is our opinion that there is a general corresponding relationship of housing, economic, and socioeconomic factors.- It is also our opinion that the same type and levels of housing impacts will extend to population migration, employment, desirability factors, and retail sales.

Our anticipated outcome over an extended timeframe is that reduced school transportation will continue a trend away from the presently projected positive home trends. It is also our opinion that the same type and levels of housing outcomes will extend to population migration, employment, desirability factors, and retail sales.

Expanded Forecast Impact Home Sales and Pricing

This graph presents an extended impact of school transportation related to housing through 2020. This reflects anticipated continuation of slowing inward migration of households with school age children, diminishing home buying demand, and lengthening average years or residency. These are all factors that are expected to slow the number of home sales transactions and likewise effect home values typically bolstered by increasing transactions.

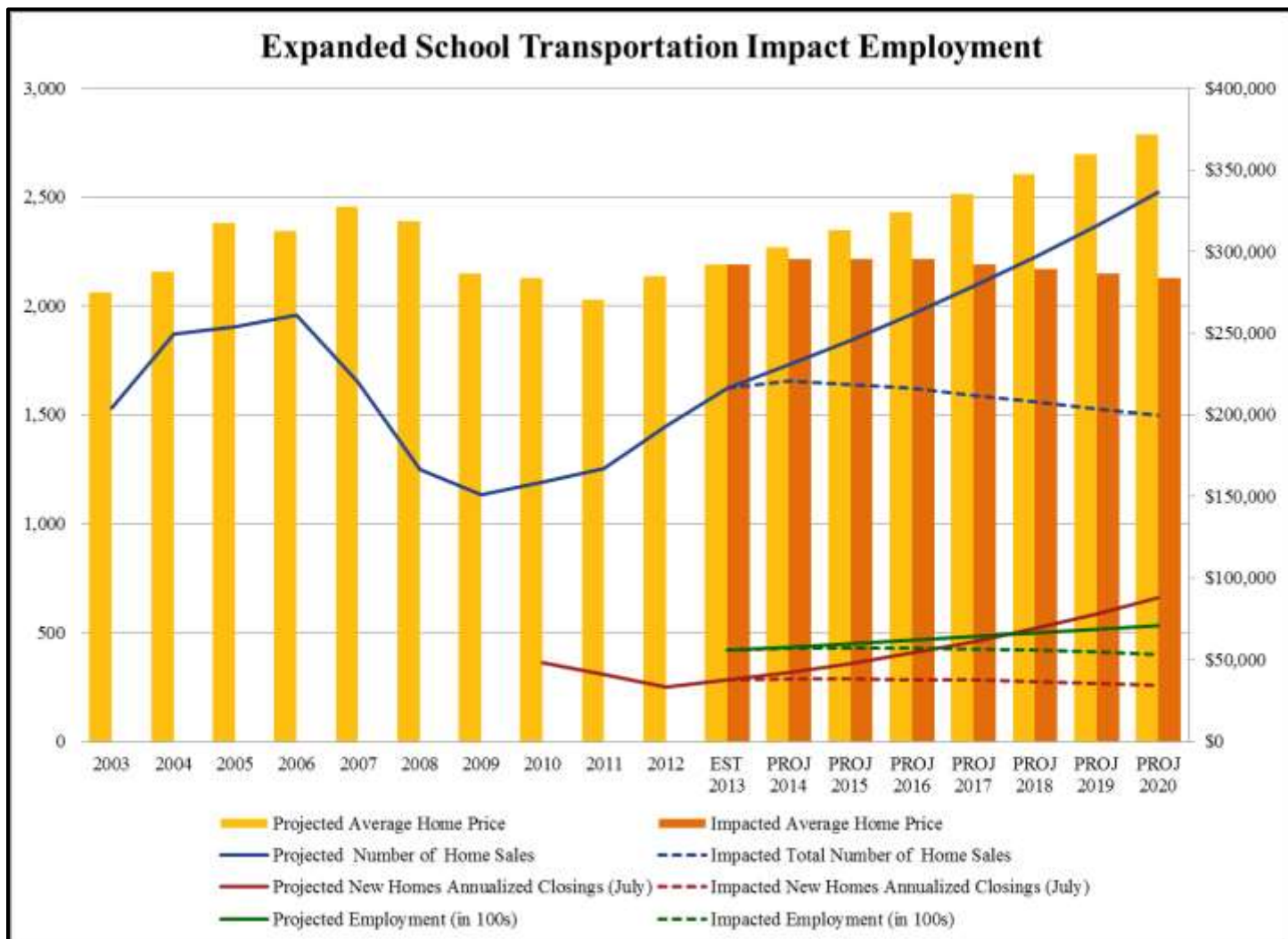


The following chart provides the data in the above graph.

	2010	2011	2012	EST 2013	PROJ 2014	PROJ 2015	PROJ 2016	PROJ 2017	PROJ 2018	PROJ 2019	PROJ 2020
Projected Average Home Price	\$283,950	\$270,484	\$284,878	\$292,262	\$302,491	\$313,078	\$324,036	\$335,377	\$347,116	\$359,265	\$371,839
Impacted Average Home Price				\$292,262	\$295,185	\$295,185	\$295,185	\$292,233	\$289,310	\$286,417	\$283,553
Projected Number of Home Sales	1,189	1,252	1,447	1,624	1,730	1,842	1,962	2,089	2,225	2,370	2,524
Impacted Total Number of Home Sales				1,624	1,656	1,640	1,624	1,591	1,559	1,528	1,497
Projected New Homes Annualized Closings (July)	362	309	251	281	318	359	405	458	518	585	661
Impacted New Homes Annualized Closings (July)				281	287	287	284	281	275	267	259

Expanded Forecast Impact Employment

This graph anticipates the school transportation impact on employment combined with homes sale and value impacts. Associated with the factors related to home sales are two foreseen employment impact factors. One is anticipated to be lowered employment with maturing households and less move-in and often upwardly career mobile households with school age children. The second is the likely sensitivity of employers to not relocate or expand within a community associated with school controversy, thereby impacting local employment growth.

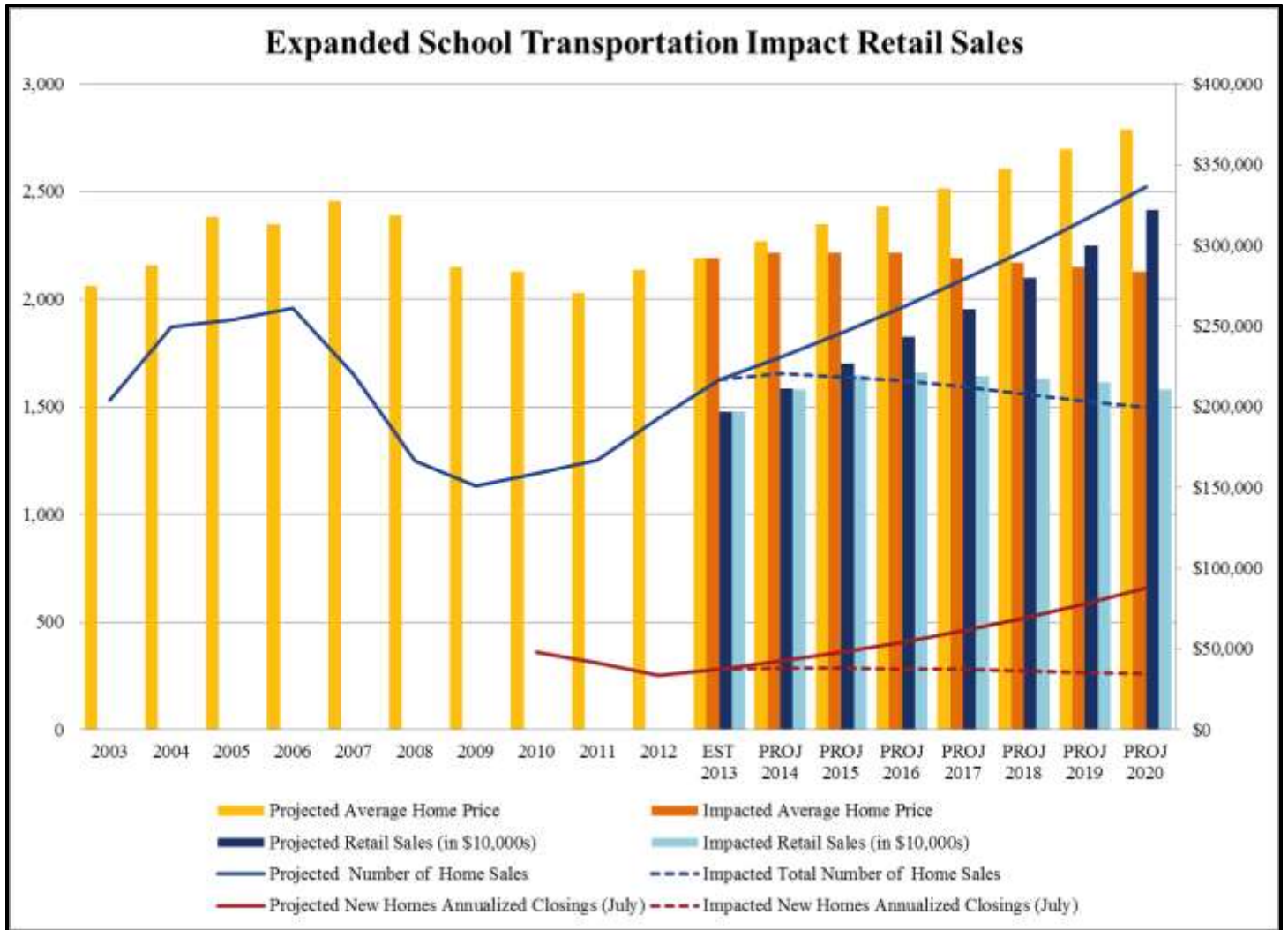


The following chart provides the data in the above graph.

	2010	2011	2012	EST 2013	PROJ 2014	PROJ 2015	PROJ 2016	PROJ 2017	PROJ 2018	PROJ 2019	PROJ 2020
Projected Average Home Price	\$283,950	\$270,484	\$284,878	\$292,262	\$302,491	\$313,078	\$324,036	\$335,377	\$347,116	\$359,265	\$371,839
Impacted Average Home Price				\$292,262	\$295,185	\$295,185	\$295,185	\$292,233	\$289,310	\$286,417	\$283,553
Projected Number of Home Sales	1,189	1,252	1,447	1,624	1,730	1,842	1,962	2,089	2,225	2,370	2,524
Impacted Total Number of Home Sales				1,624	1,656	1,640	1,624	1,591	1,559	1,528	1,497
Projected New Homes Annualized Closings (July)	362	309	251	281	318	359	405	458	518	585	661
Impacted New Homes Annualized Closings (July)				281	287	287	284	281	275	267	259
Projected Employment (in 100s)				419	434	449	465	481	498	515	533
Impacted Employment (in 100s)				419	428	428	428	423	419	411	398

Expanded Forecast Impact Retail Sales

This graph anticipates the school transportation impact on retail sales combined with housing. Greatest retail spending is traditionally associated with families with children through age 18 and households during times of upward career earnings. The aforementioned maturing households, less move-in households with school age children, and impacted employment are expected to flatten and reduce retail sales.

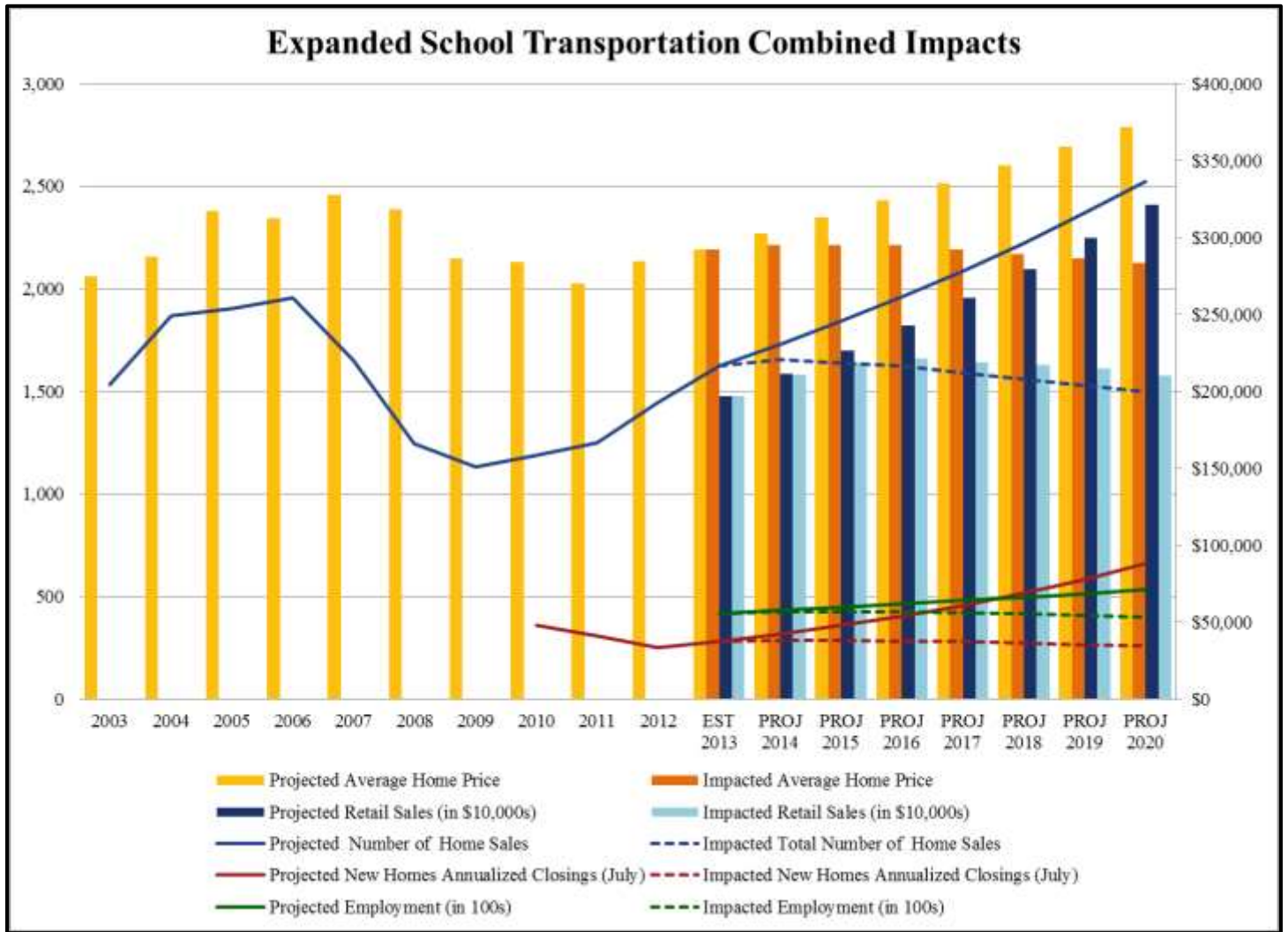


The following chart provides the data in the above graph.

	2010	2011	2012	EST 2013	PROJ 2014	PROJ 2015	PROJ 2016	PROJ 2017	PROJ 2018	PROJ 2019	PROJ 2020
Projected Average Home Price	\$283,950	\$270,484	\$284,878	\$292,262	\$302,491	\$313,078	\$324,036	\$335,377	\$347,116	\$359,265	\$371,839
Impacted Average Home Price				\$292,262	\$295,185	\$295,185	\$295,185	\$292,233	\$289,310	\$286,417	\$283,553
Projected Number of Home Sales	1,189	1,252	1,447	1,624	1,730	1,842	1,962	2,089	2,225	2,370	2,524
Impacted Total Number of Home Sales				1,624	1,656	1,640	1,624	1,591	1,559	1,528	1,497
Projected New Homes Annualized Closings (July)	362	309	251	281	318	359	405	458	518	585	661
Impacted New Homes Annualized Closings (July)				281	287	287	284	281	275	267	259
Projected Retail Sales (in \$10,000s)				\$197,056	\$211,343	\$226,665	\$243,098	\$260,723	\$279,625	\$299,898	\$321,641
Impacted Retail Sales (in \$10,000s)				\$197,056	\$210,850	\$219,284	\$221,477	\$219,262	\$217,070	\$214,899	\$210,601

Expanded Forecast Combined Impacts

This graph presents an overview of anticipated impacts on housing, employment, and retail sales. In this combined view all previously projected upward improvements diverge in a downward direction. All are expected to be negatively impacted by reduction or removal or presently available school transportation.



The following chart provides the data in the above graph.

	2010	2011	2012	EST 2013	PROJ 2014	PROJ 2015	PROJ 2016	PROJ 2017	PROJ 2018	PROJ 2019	PROJ 2020
Projected Average Home Price	\$283,950	\$270,484	\$284,878	\$292,262	\$302,491	\$313,078	\$324,036	\$335,377	\$347,116	\$359,265	\$371,839
Impacted Average Home Price				\$292,262	\$295,185	\$295,185	\$295,185	\$292,233	\$289,310	\$286,417	\$283,553
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Projected Employment (in 100s)				419	434	449	465	481	498	515	533
Impacted Employment (in 100s)				419	428	428	428	423	419	411	398
Projected Retail Sales (in \$10,000s)				\$197,056	\$211,343	\$226,665	\$243,098	\$260,723	\$279,625	\$299,898	\$321,641
Impacted Retail Sales (in \$10,000s)				\$197,056	\$210,850	\$219,284	\$221,477	\$219,262	\$217,070	\$214,899	\$210,601

This completes the School Transportation Real Estate, Economic, and Socioeconomic Impacts Overview.