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Beaufort and Jasper Counties

Assets Identification and Needs Assessment





CRG

Prepared for United Way of the Lowcountry

May 2022

Components

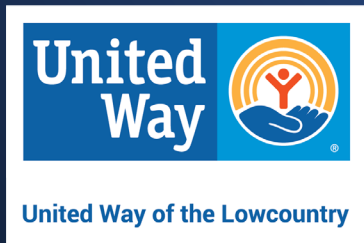
Objective
Data

Community
Survey

Key Informant
Interviews

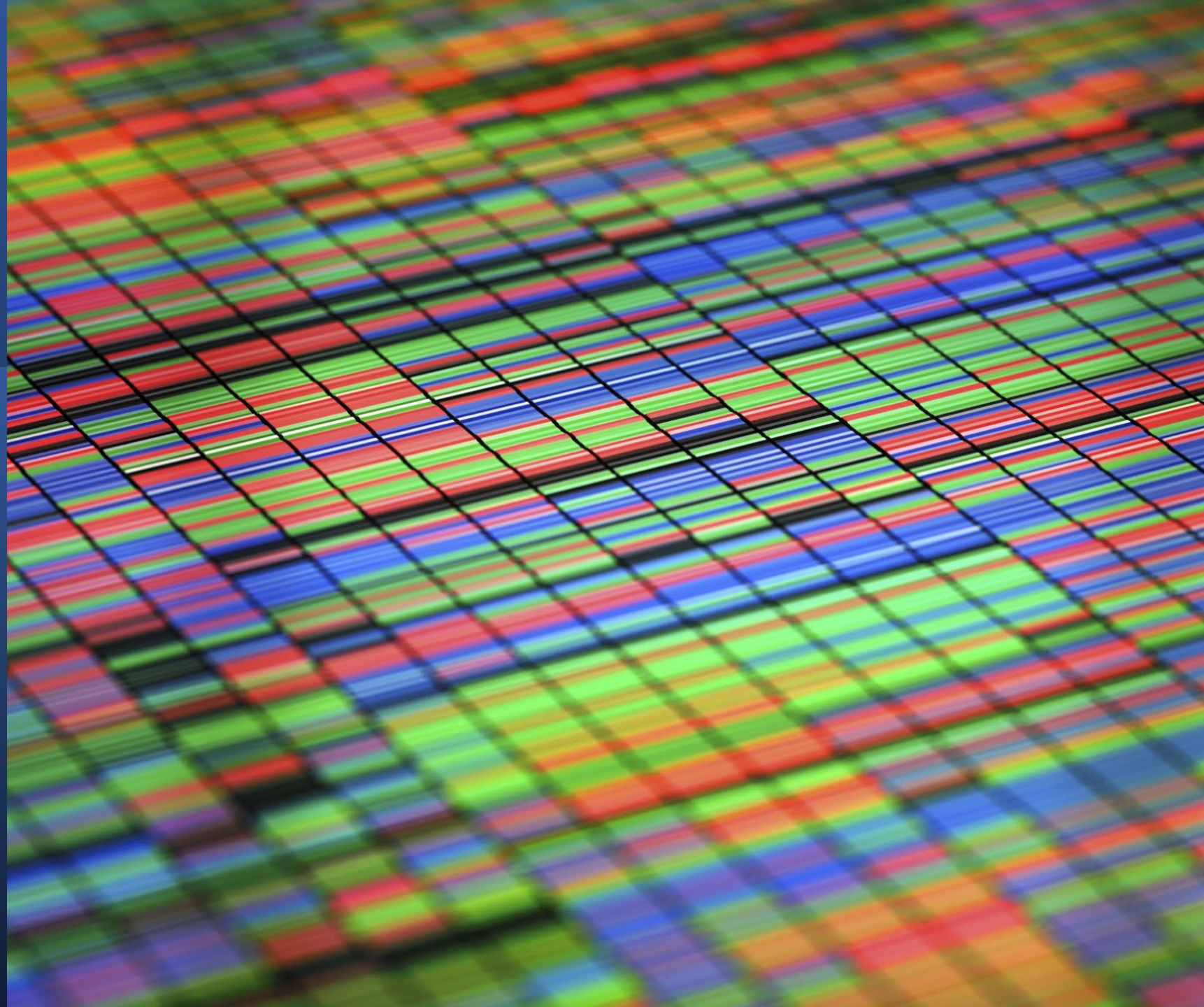
Focus Groups

Synthesis



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Objective Data



Population 2020

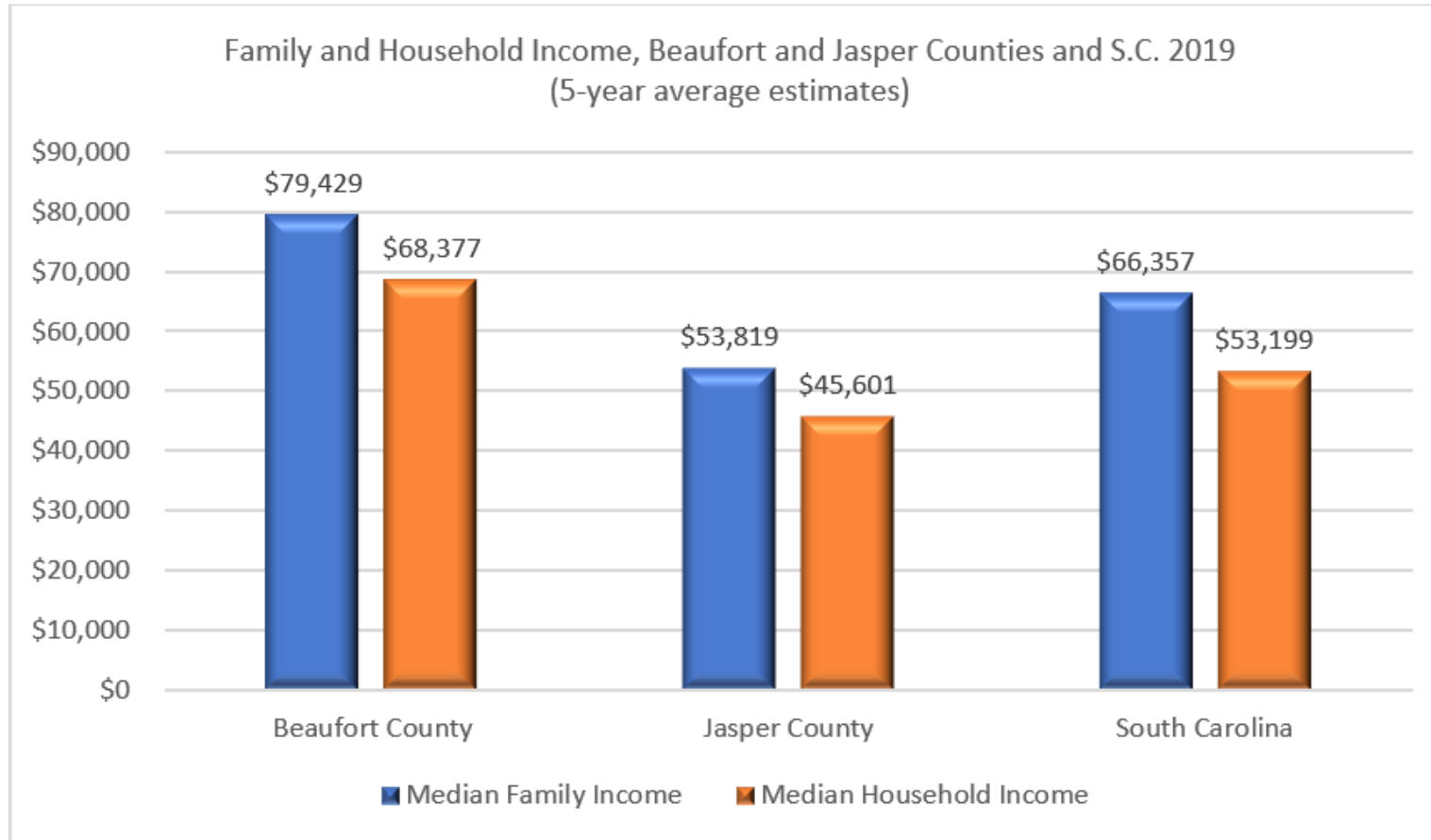
Beaufort

- Beaufort County: 187,117
 - Beaufort City: 13,607
 - Hilton Head: 37,661
 - Bluffton: 27,716

Jasper

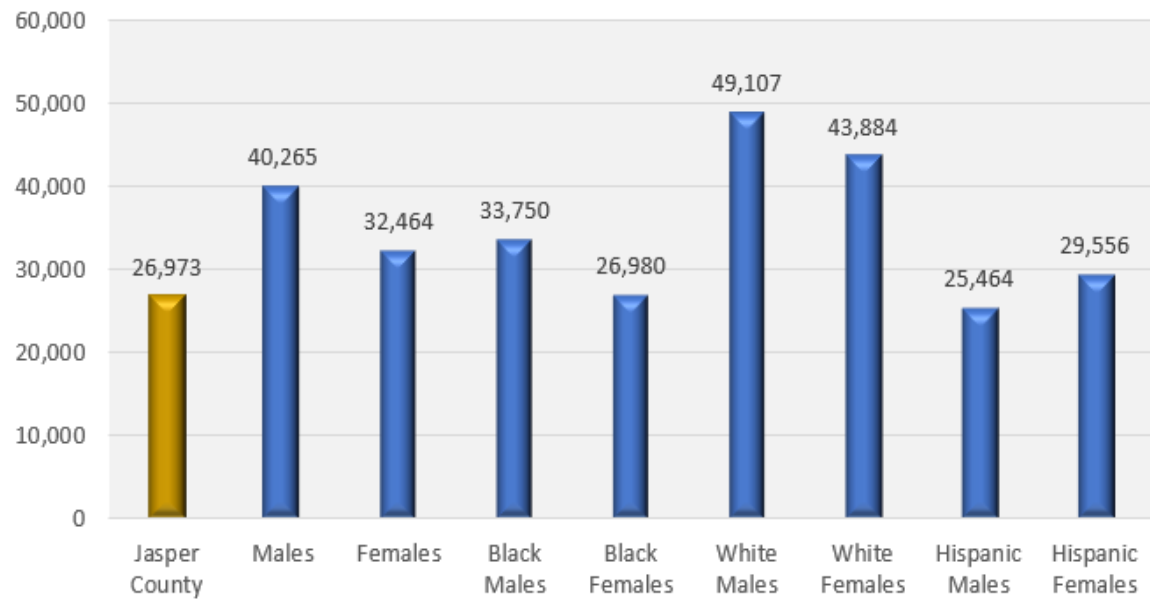
- Jasper County 28,791
 - Hardeeville: 7,473

Income



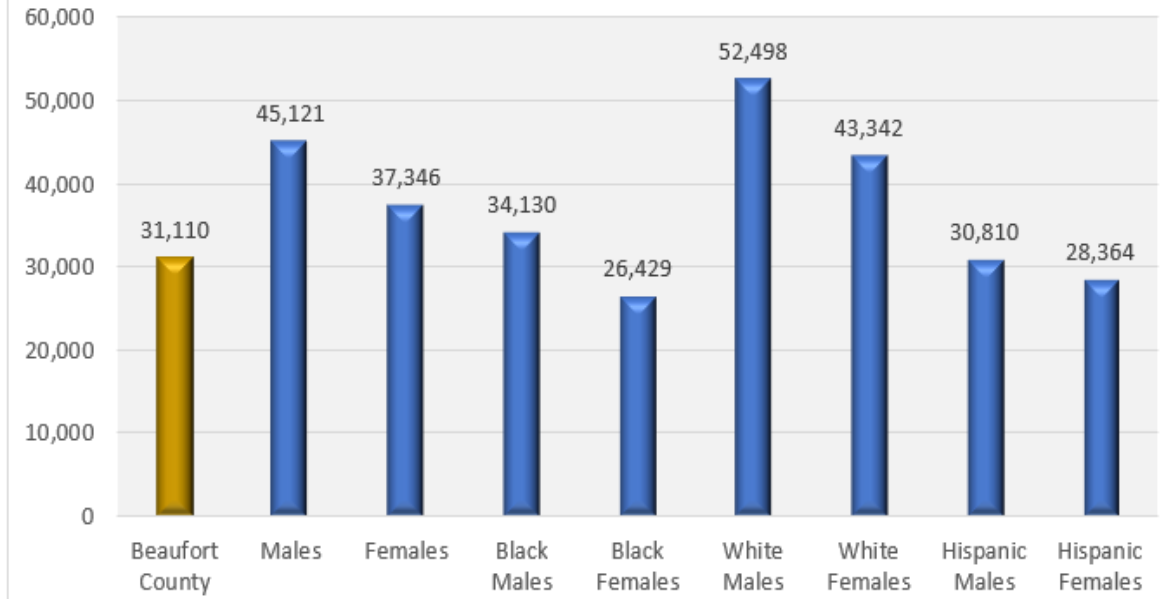
Earnings

Median Earnings in Dollars for Full-time, Year-round Workers in Jasper County by Demographic 2019 (5 year average estimates)



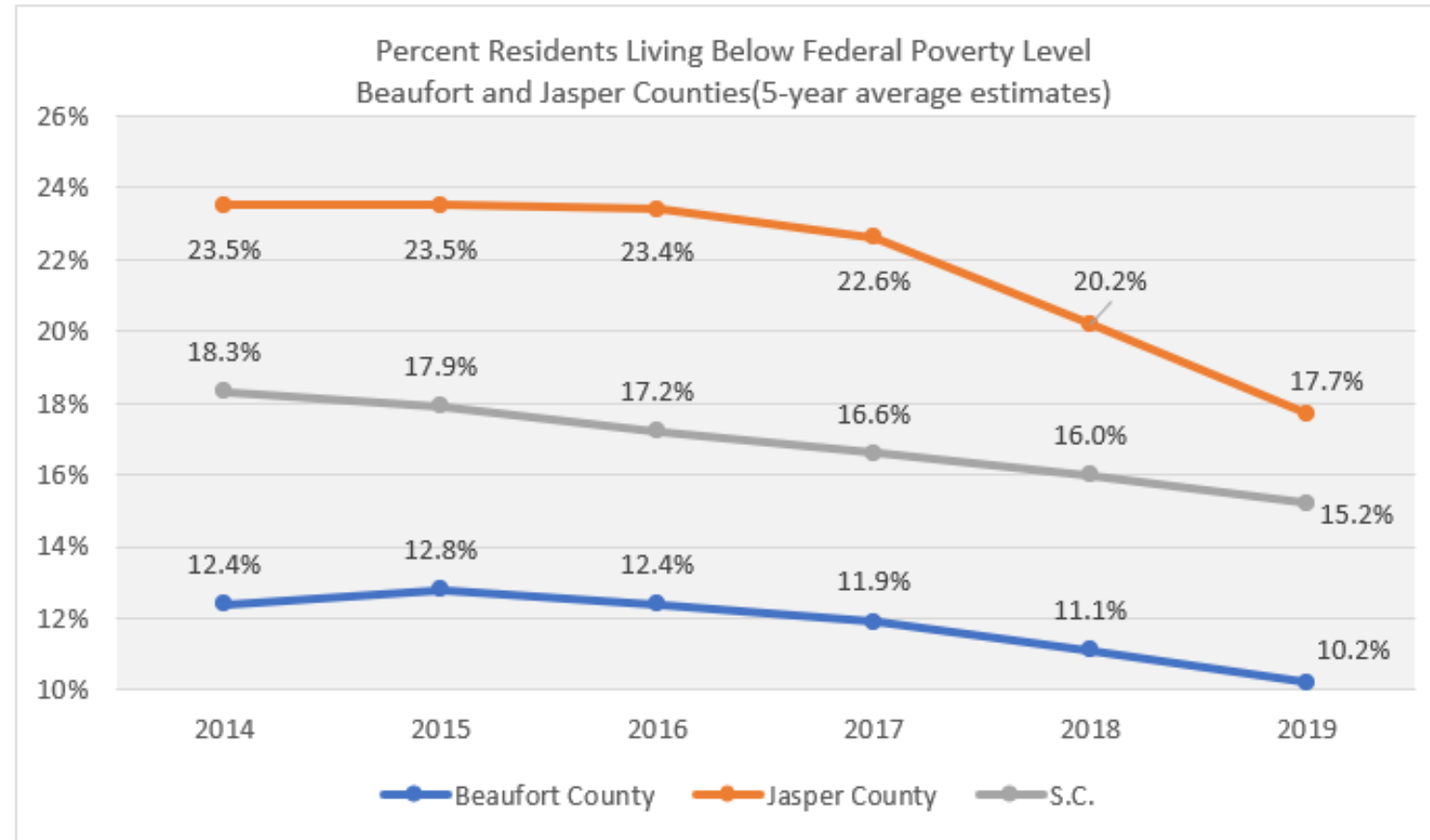
Source: U.S. Census B20017

Median Earnings in Dollars for Full-time, Year-round Workers in Beaufort County by Demographic 2019 (5 year average estimates)



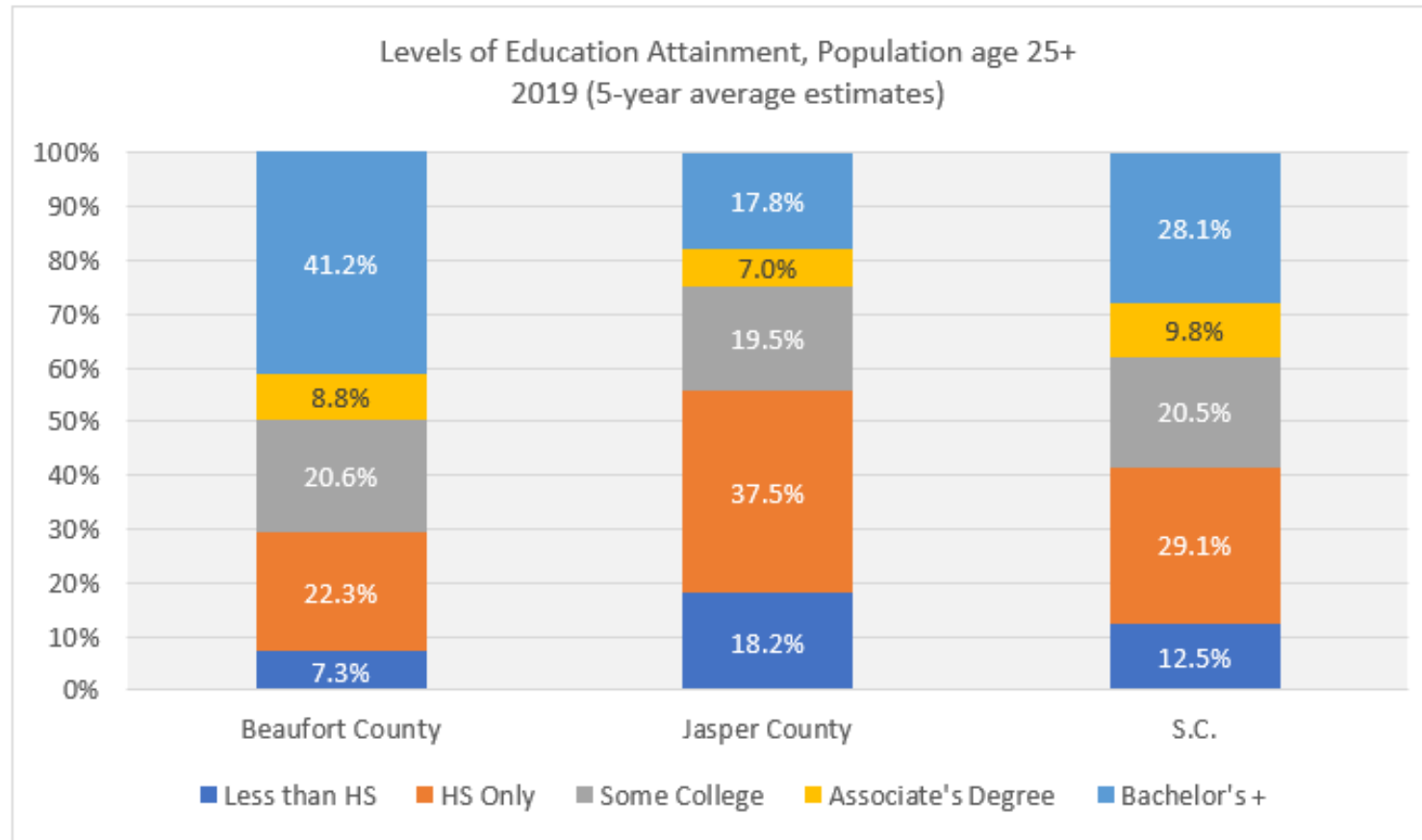
Source: U.S. Census B20017

Poverty



Source: U.S. Census S1701

Education



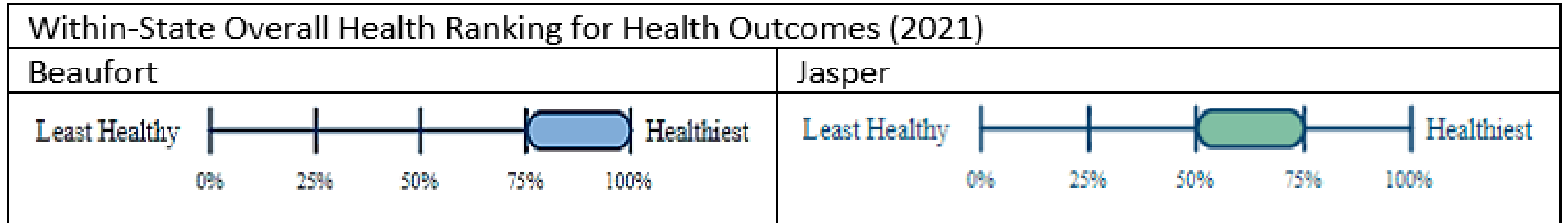
Source: U.S. Census S1501

Early childhood education

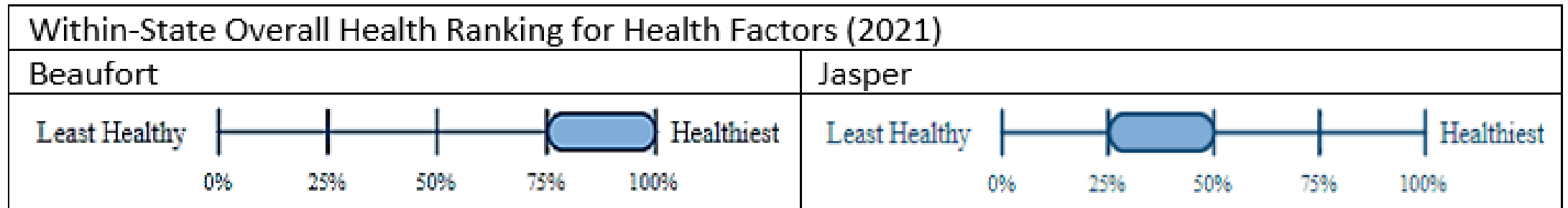
Percentage of Students enrolling in Kindergarten and Demonstrating Readiness to Learn, 2020-2021 by District			
	Overall	Language and Literacy	Mathematics
Beaufort County School District	21.5%	25.1%	24.3%
Jasper County School District	4.3%	19.0%	12.3%
S.C. Average	26.8%	32.4%	28.3%

Source: SC DOE School Report Cards

Health

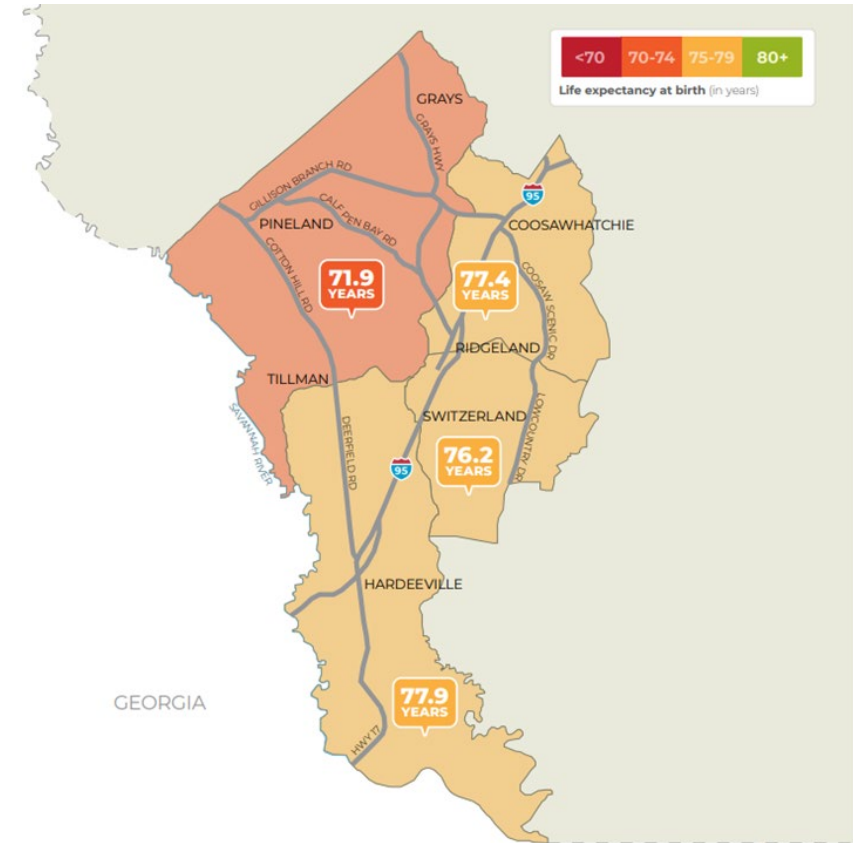
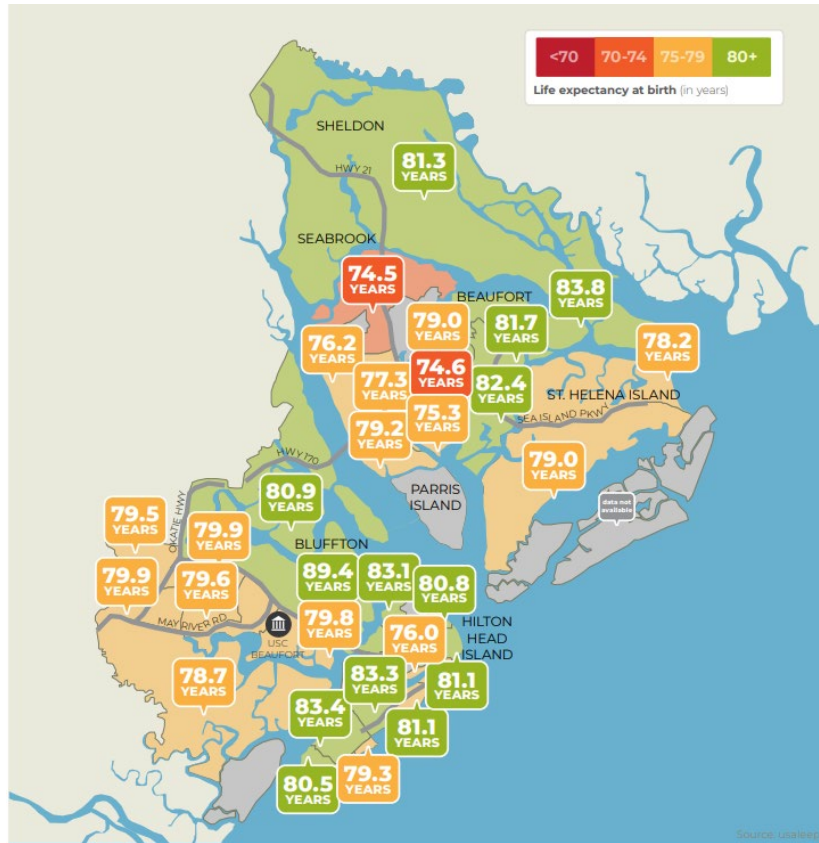


Source: County Health Rankings and Roadmaps



Source: County Health Rankings and Roadmaps

Life Expectancy

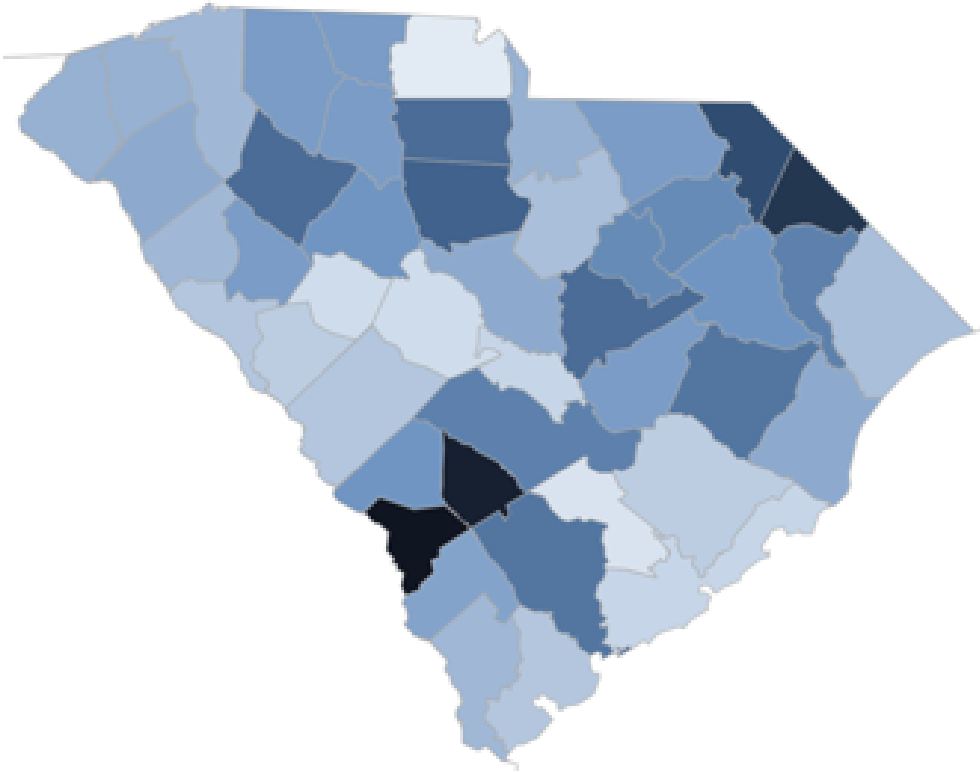


Housing Affordability

Percent of Housing Units Where Householders Spend at Least 30% of Income on Housing									
	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019
Beaufort	36.1%	35.4%	34.6%	32.8%	33.5%	32.2%	30.6%	28.8%	26.7%
Jasper	31.3%	31.4%	33.7%	32.3%	30.4%	26.8%	27.6%	24.0%	24.6%
S.C.	25.5%	25.1%	24.8%	24.2%	23.1%	21.9%	21.1%	20.4%	19.6%

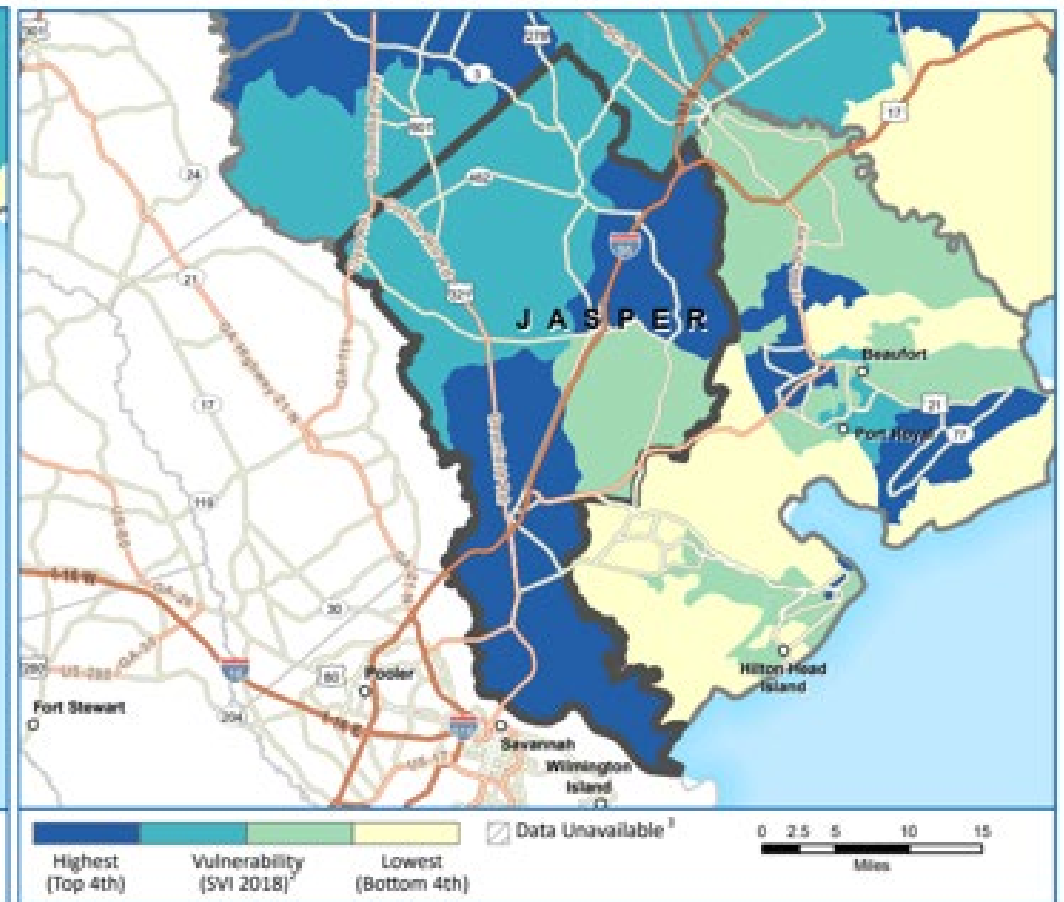
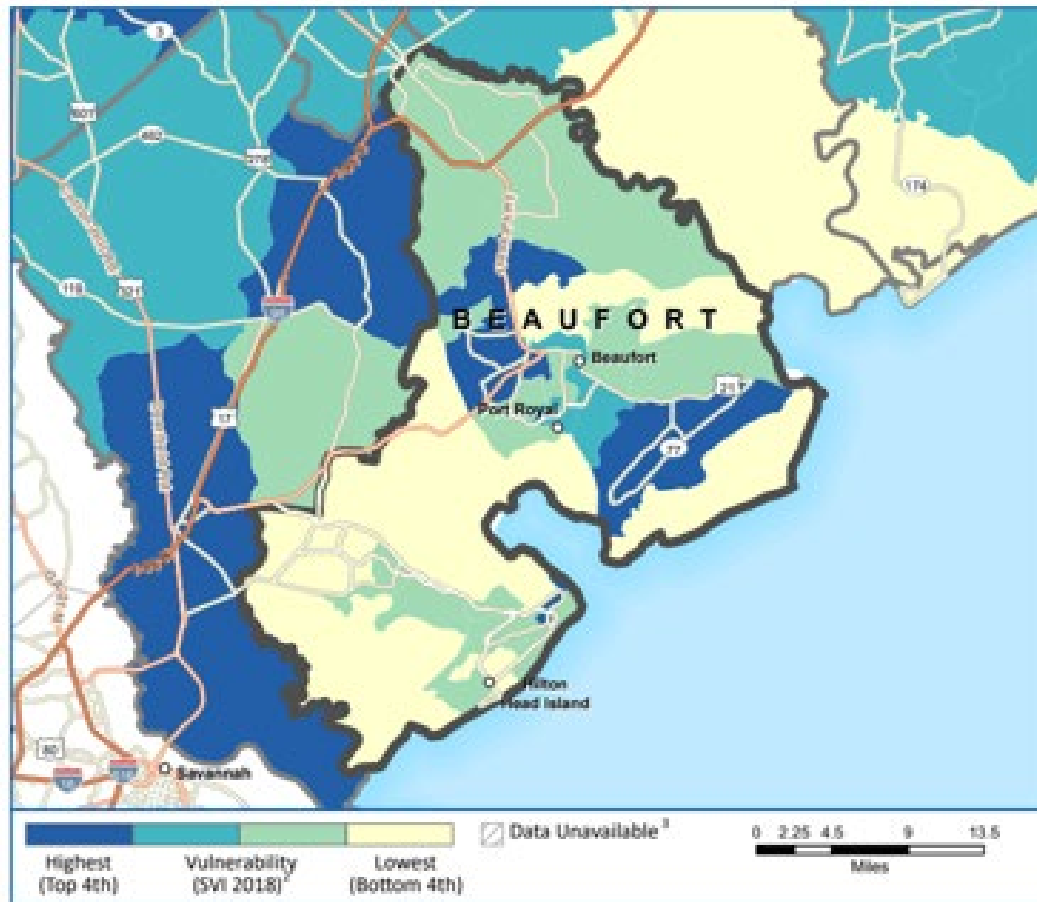
Source: Kids Count Data Center

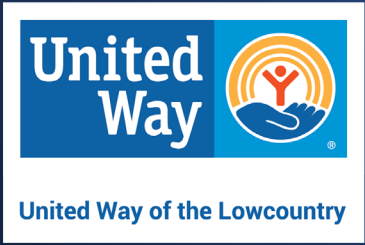
Food Environment



Food Environment Index Data		
	Beaufort	Jasper
Food Environment Index Rating	8.1	7.9
• Limited access to food	11%	5%
• Food insecurity	9%	12%

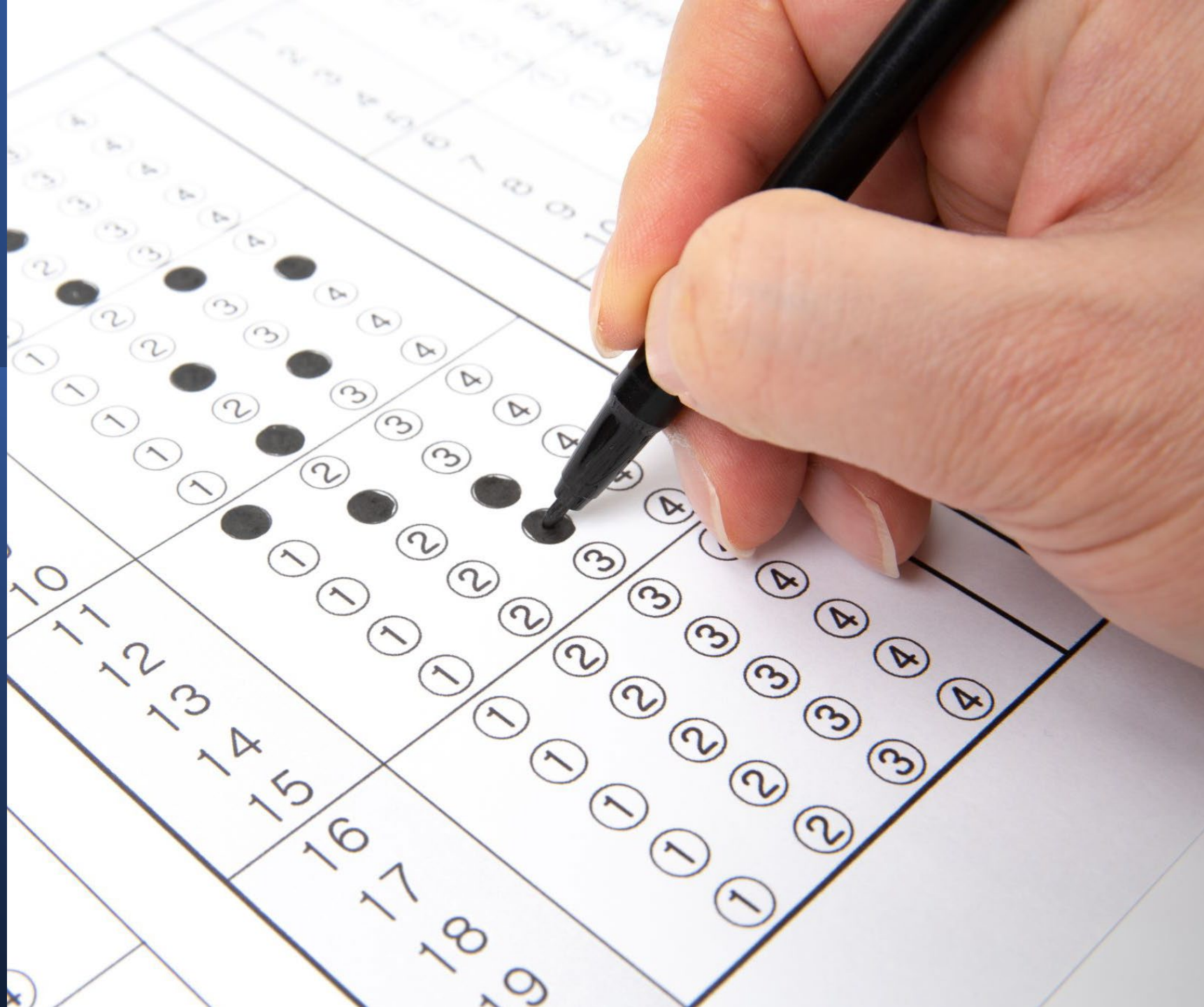
Social Vulnerability Index





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Community Survey



Top Four Community Needs

Beaufort County

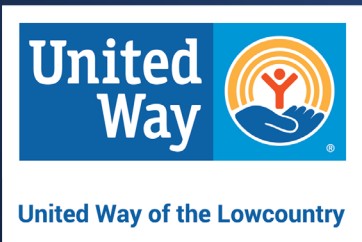
- Livable Wage
- Affordable Places to Live
- Job Stability and Advancement
- Early Childhood Education / Development

Jasper County

- Livable Wage
- Affordable Places to Live
- Job Stability and Advancement
- Early Childhood Education / Development

Feedback from the community

- Affordable housing and better-paying jobs are most pressing issues
- Many organizations provide help
- Help is insufficient
- Need more services for elderly and children, transportation, recreation, better roads and infrastructure, better connectivity
- United Way should act as coordinator and invest more in senior services, education, youth recreation, and affordable housing



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Key Informant Interviews



Assets

Beaufort County

- The people: generous, responsive, compassionate
- Environment: natural beauty, great weather
- Culture: diversity, history, Gullah / Geechee community
- Leadership: relationships that get things done
- Helping organizations: many good and effective nonprofits

Jasper County

- Rural Lifestyle: quiet, no traffic
- The people: residents rally together
- Environment: natural amenities and parks
- Growth and increasing wealth: wealthy are moving in and providing resources
- Medical care: good access
- School Superintendent: a “dynamo”
- Helping organizations: many nonprofits and food pantries
- Higher education: technical college and USC branch campus

Challenges

Beaufort County

- Unaffordable / lack of workforce housing
- High cost of living
- Inadequate workforce
- Place-based and income-based inequities
- Need
- Service duplication
- Special challenges for Hispanics
- Others: Heirs Rights & property taxes, early childhood education, few opportunities for youth, LGBTQ

Jasper County

- Poverty and wealth disparity
- Jobs and workforce preparedness
- Transportation
- Deep and overwhelming problems
- Siloed and reactive organizations
- School quality
- Connectivity
- Family vulnerability

United Way's Role

Beaufort County

- Support agencies
- Act as a coordinating body
- Do systems-level work
- Create a seamless and accessible service system
- Invest in programs that address the greatest needs
- Educate the community

Jasper County

- Act as a coordinator
- Invest in children
- Invest in social safety net programs, literacy and arts access

United
Way



United Way of the Lowcountry

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Focus Groups



The Positives

Beaufort County

- “A wonderful place to live”:
beautiful, inviting, good people
- Hispanics / Latinos welcomed
- History, culture, tradition
- Many helping organizations
- Powerful new initiatives like
Mental Health Court and new
housing for the homeless

Jasper County

- Small, quiet, peaceful, and rural
- New grassroots organizing and
meetings
- Many churches and
organizations trying to help

The Challenges

Beaufort County

- Jobs and workforce: economy is based on tourism; “brain drain” of professionals, little manufacturing
- High cost of living and low wages
- Housing is unaffordable – huge race disparity in home ownership
- Poor school quality
- Few mental health services
- Need more low cost / free medical treatment
- No action on housing affordability
- Homelessness
- Siloed and duplicative nonprofits
- Insufficient safety net resources (rent, utilities, etc.)
- In-county economic disparity

Jasper County

- School transportation
- No or unstable Wi-Fi
- Needs are “huge!”
- Feel like “we don’t matter”
- Few resources and conveniences
- Homelessness (due to low income/unaffordability or mental health issues)
- No youth recreation opportunities
- Unemployment / underemployment
- Education system is poor
- Few mental health services (overburdened system)
- Racial divide
- Little “voice” for residents and Hispanic residents
- Little collaboration

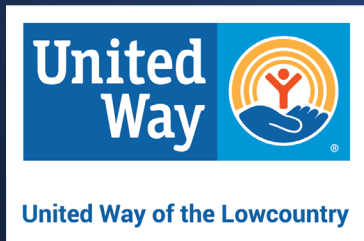
Advice to UWL

Beaufort County

- Understand the reality of people who live here
- Convene providers and build coalitions; dismantle siloes and duplication
- Educate the public
- Be a “think tank” to solve persistent problems
- Allocate big money to big problems
- Advocate for systems and policy change
- Provide technical assistance to nonprofits

Jasper County

- Listen! Partner and have presence at community meetings
- Support churches as social service agencies
- Coordinate with school district to solve transportation problems & help schools become better
- Make the social service system more efficient and better
- More and better safety net services
- Invest in children – tutoring and recreation



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Synthesis



Overarching Learnings

- Both counties share similar problems
- The most challenging problems are low wages and high cost of living, especially housing affordability
- Other primary challenges include school quality, youth recreation opportunities, homelessness, and mental health resources
- Challenges are magnified for Hispanics and there are significant disparities by race
- Problems are long-standing with no sign of resolution
- Safety net services are in high demand
- Beaufort is more resourced, more collaborative, and has better outcomes
- UWL is respected and is being called upon to be a convenor, to improve the social service system (efficiencies, duplication, silos, and meaningful investments)
- Residents are grateful for opportunity to provide input (since they feel they lack voice)