

our community's

I M P A C T

agenda



What Matters Most to Greenville County
June 2003

Sponsoring Partners

A special thank you to the Sponsoring Organizations of the Community Research and Community Impact Agenda Development Process.

BI-LO, LLC

Bon Secours St. Francis Health System

City of Greenville

Clemson University

Community Foundation of Greater Greenville

County of Greenville

Daniel-Mickel Foundation

General Electric Gas Turbines (Greenville), LLC

Greater Greenville Chamber of Commerce

Greenville Hospital System

KEMET Electronics Corporation

United Way of Greenville County



A Letter to the Community

One year ago, the United Way of Greenville County adopted a new vision--to be the most vital and caring community in America. It is a vision grounded in the strength of our past and fired by a passion for being responsive to the rapidly changing world in which we live and work and care for others. It is a vision about community and caring, about making a meaningful difference in the lives of those who need help, and about positively impacting the life of our community.

Embracing this new vision, our community has taken the first step of an important journey to significantly increase its capacity to make a dramatic difference in those issues that are important to the well being of our neighbors. That first step is the development of a Community Impact Agenda - a road map identifying our community's urgent needs and suggesting pathways to connect our community strengths and assets with opportunities to address those needs.

When I was asked by United Way to lead the way in the development of the agenda, my first thought was, "Why me?" I learned that it was not because my husband David and I have long supported the United Way through its annual campaign--or that I am a former chair of United Way's Success By 6 Board. I was being asked to lead this effort because of my affiliations with other organizations that focus on human service needs in Greenville County--positive proof that United Way is serious about this being a community agenda, not just a United Way agenda. My participation represents how United Way has engaged this community in developing the agenda--embracing its importance to the future of our community.

Some of you may be asking, "what is different here?" United Way has always been about community and caring about people. That is true--and will always be true--and, without question, this United Way has been successful in countless ways. But let me share with you a few thoughts about why I believe this process is so vitally important--and how it will work to create a new United Way with a unique and lasting value.

First, the Community Impact Agenda effectively repositions the United Way. We are shifting in "mind-set" from fundraiser to community impact leader. This is not to say that we will focus less on fund-raising. In fact, United Way fund-raising will become even more important as we challenge

ourselves to have a greater impact in the community. But fund-raising alone for human service agencies is not unique. Indeed, hundreds of agencies are raising funds in our community. Community impact, however, is unique and represents a potential strength for our United Way that has long been undervalued. United Way can begin to bring our community together around a set of human service issues that can only be addressed collectively.

Secondly, the Community Impact Agenda will drive investments made by the United Way and other organizations throughout the community. We can no longer fund independently of one another. The health and human service agency, corporate, government, faith, education and foundation communities must come together with a shared vision for impact and a collective commitment of resources toward common goals and outcomes. This planning process is designed to do just that.

Thirdly, the Community Impact Agenda is issue focused. Currently, funding organizations are likely to focus on "What does the agency need?" rather than "What does the community need?" We must first evaluate the issues that matter most to our community, and then work with partner agencies to develop and fund key strategies that focus on improving lives and building a vital and caring community.

And fourthly, the Community Impact Agenda is focused on the future. Many funding organizations invest in programs based on what happened last year and what is planned for this year. While annual program evaluations are important in measuring progress, the Community Impact Agenda will focus on long-term strategies with community and issue-focused outcomes. We must invest in strategies that result in sustained community change.

Through the process of developing the community impact agenda, we have created a community partnership inclusive of volunteers from a broad cross-section of the community, including the corporate, nonprofit, faith, education, foundation, and government communities. This partnership has guided the process that brought us to this point and is step one of our community's journey to the future. As we think about our future, I am reminded of something once said by George Bernard Shaw: "Life is no brief candle to me. It is a sort of splendid torch which I have got a hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations." When we hand our community over to future generations, let's make sure that we pass along the most vital and caring community in America.

Dr. Susan Shi, Chair
Community Impact Agenda Partners Committee



Acknowledgements

Community Impact Partners Committee

Dr. Susan Shi, Chairman; *Community Foundation of Greater Greenville*
Jim Akerhielm, *NewSouth Communications*
Dayatra Baker-White, *Phillis Wheatley Association*
Emaline Burnette, *SC Department of Social Services*
Debi Bush, *School District of Greenville County Board of Trustees*
Margaret Clark, *Bon Secours St. Francis Health System*
Bob Coleman, *Enwright Associates Inc.*
Regina Cook, *New Horizon Family Health Services*
Dr. John Corbitt, *Springfield Baptist Church*
Mary Dixon, *New Horizon Family Health Services*
Danielle Dyer, *Greenville Hospital System*
Anne Ellefson, *Haynsworth Sinkler Boyd P.A.; Greater Greenville Chamber of Commerce*
Frances Ellison, *Community Volunteer*
Peggy Good, *Community Volunteer*
Jane Greer, *233 North Main Properties*
Captain Willie Harper, *City of Greenville Police Department*
Frank S. Holleman III, *Wyche, Burgess, Freeman & Parham P.A.*
Steward Lawrence, *Community Volunteer*
Sheriff Steve Loftis, *Greenville County Sheriff's Office*
John Malone, *Community Volunteer*
Ruben Montalvo, *Cantinflas, Inc.*
Grier Mullins, *Alliance for Quality Education*
Mark Reilly, *General Electric Gas Turbines, LLC*
Scott Santos, *BI-LO, LLC*
Gary Schlansker, *YMCA of Greenville*
Michelle Shain, *City of Greenville, Furman University*
Dr. Baxter M. Wynn, *First Baptist Church, Greenville*
Minor Shaw, *Daniel-Mickel Foundation*
Rev. Beth Templeton, *United Ministries*
Eleanor Welling, *Symmes Foundation*
Ex-Officio:
Ted Hendry, *United Way of Greenville County*
Bob Morris, *Community Foundation of Greater Greenville*

Community Impact Agenda Research Committee

John Malone, Chairman, *Community Volunteer*
Camilla Hertwig, *Strom Thurmond Institute*
Beth Lewis, *SC Appalachian Council of Governments*
Nancy Meyers, *Fluor Corporation*
Dr. Catherine Mobley, *Clemson University Department of Sociology*
Bob Morris, *Community Foundation of Greater Greenville*
David Redburn, *Furman University Department of Sociology*
Katy Smith, *Center for Developmental Services*
Ginny Stroud, *City of Greenville*

Study Consultants

Clemson University Research Lab
Department of Sociology
Dr. James C. Witte, Director
Community Research Solutions
Richard Lankford
Hank Hyatt
Clemson University Institute on Family and Neighborhood Life
Center for Neighborhood Development
Dr. Kathleen Wilson, Director
SC Center on Grassroots and Nonprofit Leadership
Dr. Kathleen Wilson, Research Director

Project Staff

Shannon Owen, *United Way of Greenville County*
Hank Hyatt, *Greater Greenville Chamber of Commerce*
Mike Posey, *United Way of Greenville County*

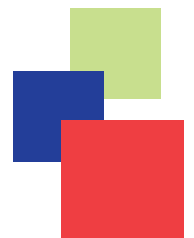


Table of Contents

- Executive Summary.....5

- Introduction.....7
 - Community Impact Agenda
 - What Matters Most to the Greenville Community
 - About the Research
 - Outcomes: 2010, 2020
 - Critical Success Factors
 - Coordination with Vision 2025
 - Quality of Living Space

- Nurturing Our Youngest Children.....11
 - Early Child Care, Development, and Education

- Fostering Successful School Age Children and Youth..... 15
 - Academic Achievement
 - School Completion
 - Juvenile Crime Prevention

- Increasing Economic Self Sufficiency.....21
 - Poverty
 - Employment Skills Development
 - Employment Status
 - Affordable Housing
 - Transportation

- Promoting a Healthy Community.....33
 - Affordable Health Care
 - Substance Abuse
 - Stress, Anxiety and Depression
 - Supporting Seniors and People with Disabilities
 - Family Violence - Domestic Violence and Child Abuse

- Helping People in Crisis.....43
 - Emergency Food, Shelter, Clothing, Medicine, and Emotional Support

- Appendix
 - Overview Summary of Research Data

Executive Summary

The United Way of Greenville County, in collaboration with a broad range of Community Partners, has embarked on an effort to create a Community Impact Agenda for Greater Greenville to provide focus on the community's most urgent needs, to serve as a strategic investment guide for our community, the United Way and other entities, and to assist local charitable foundations, in making wise and meaningful community investment decisions based on achieving measurable results and positive impact relating to the issues that matter most to our community. Further, the Community Impact Agenda will be used as a foundation to build stronger relationships among the business, faith, government, civic, education and nonprofit communities so that, together, we can focus our limited resources for the greatest good.

The first step in creating the Community Impact Agenda was to thoroughly understand both the strengths and challenges of the Greenville Community. To do so, extensive community data was gathered through community surveys, focus groups, and secondary data collection. Information obtained from Greenville County residents and from existing secondary data was the basis upon which the Community Impact Agenda was developed.

The Community Impact Agenda focuses on what matters most to the community. It outlines the community's current condition and sets visions and measurable, desirable outcomes as indicators for success. It is intended for the Community Impact Agenda to be a living document and for the community to partner around focusing together on the issues identified. The visions developed and issue areas to track include:

Nurturing Our Youngest Children:

The Greenville Community will have a high-quality early care and education system that ensures all children are ready to achieve success in school.

- Early Child Care, Development, and Education

Fostering Successful School Age Children and Youth:

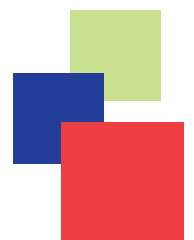
All Greenville County children and youth will achieve at their greatest potential and will be equipped with skills for success in adulthood.

- Academic Achievement
- School Completion
- Juvenile Crime Prevention

Increasing Economic Self-Sufficiency:

Everyone in Greenville County is able to benefit from and enjoy the community's general prosperity.

- Poverty
- Employment Skills Development
- Employment Status
- Affordable Housing
- Transportation



Promoting a Healthy Community:

All people in Greenville County enjoy physical and mental well being, healthy lifestyles, and fitness.

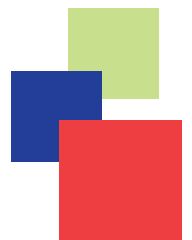
- Affordable Health Care
- Substance Abuse
- Stress, Anxiety and Depression
- Supporting Seniors and People with Disabilities
- Family Violence - Abuse and Neglect

Helping People in Crisis:

The Greenville Community has a viable safety net of health and human services to ensure critical needs of all individuals and families are met in times of crisis.

- Emergency Food, Shelter, Clothing, Medicine, and Emotional Support

The Community Impact Agenda sets several aggressive goals and global visions around issue areas. No one organization alone can achieve the broad, aggressive goals set forth in the Community Impact Agenda. However, if various organizations, businesses, nonprofit agencies, government, foundations, other funders, etc., as a community, all embrace the Community Impact Agenda with a focused approach, the community can make measurable progress and successfully achieve positive community impact.



Introduction

I. Community Impact Agenda

In September of 2002, the United Way of Greenville County, in collaboration with Community Partners, embarked on an effort to create a Community Impact Agenda for Greater Greenville. The Community Impact Agenda will serve as a road map for our community on how to meet its most urgent needs and how to connect community strengths and assets with opportunities to improve our community in a measurable way. The Community Impact Agenda will be used as a strategic investment guide for our community, the United Way and other entities and local charitable foundations, in making wise and meaningful community investment decisions based on achieving measurable results and positive impact relating to the issues that matter most to our community. Further, the Community Impact Agenda will be used as a foundation to build stronger relationships among the business, faith, government, civic, education and nonprofit communities so that, together, we can focus our limited resources for the greatest good.

II. What Matters Most to the Greenville Community?

Greenville County residents had direct input in the development of the Community Impact Agenda. Over 1,800 residents representing all areas of the County were involved in the development of the Community Impact Agenda through focus groups, surveys, and committee work. Through the surveys and focus groups, our residents told us what issues and challenges they were most concerned about both on a community-wide level and on a household level. They told us what matters most to them. The input obtained from Greenville County residents was the foundation used during the development phase of the Community Impact Agenda.

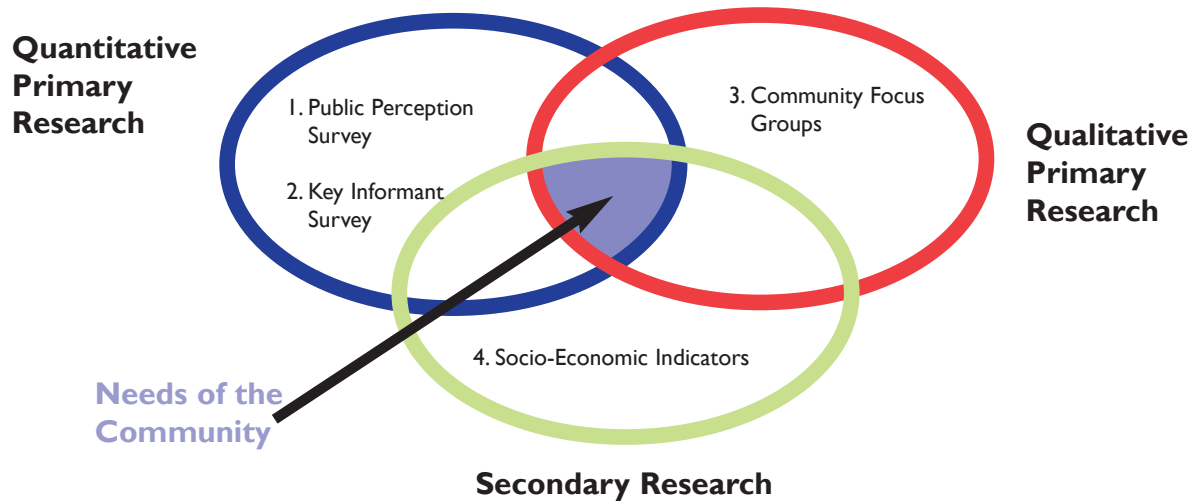
III. About the Research

The first step in creating the Community Impact Agenda was to thoroughly understand both the strengths and challenges of the Greenville Community. In doing so, a Research Committee was engaged to study Greenville County and assess its most pressing needs. The charge of the Research Committee was to gather pertinent information on all areas of the Greenville Community inclusive of socio-economic indicator data and primary research by conducting local surveys and focus groups. The purpose was to learn about what socio-economic statistics tell us about Greenville, but also what our residents identify as our most urgent needs.

Several tools and techniques were employed in order to most effectively conduct the community research. A toolkit, called COMPASS 2.0, inclusive of research software systems, was purchased through the United Way of America. COMPASS 2.0 is a tried and true community assessment system that has been successfully used in over 400 communities throughout the Nation. The tools included in COMPASS 2.0 were slightly modified by the Research Committee in order to be customized for Greenville County.

The research efforts were multi-faceted in order to get the best picture of Greenville as possible. Not only did the research committee gather secondary, socio-economic data on Greenville County, but also reached out to community residents to 1) hear from them what issues they believe their neighborhood and they, personally, are dealing with, 2) determine their perceptions on what Greenville's strengths and challenges are, and 3) determine their perceptions on what Greenville's most pressing needs are.

Research consultants were used to complete the research and to ensure validity and reliability of the research tools and techniques. Clemson University Research Lab conducted the household telephone



surveys and constructed and maintained the on-line survey. Community Research Solutions conducted the focus groups and agency client surveys. United Way community impact staff conducted the asset inventory and key informant surveys. The Chamber of Commerce research staff conducted the socio-economic indicator data scan. The Research Committee provided oversight for the data analysis and final report construction.

IV. **Outcomes: 2010, 2020**

Measurable desired outcomes have been set throughout the Community Impact Agenda to serve as indicators of success. Outcomes have been set for years 2010 and 2020 to coincide with the availability of US Census Bureau data. A large portion of data and indicators used to track the community is anchored in Census data, which is one of the most consistent measurement tools available. In the interim, there will be periodic evaluations reported to the community on how we are progressing toward meeting these goals.

V. **Critical Success Factors**

It is important to note that there are several fundamental yet critical success factors that must be in place if the community is to successfully impact the areas identified in the Community Impact Agenda. These are as follows:

- **The community must embrace the Community Impact Agenda.** No one organization by itself can achieve the broad, aggressive goals set forth in the Impact Agenda. However, if we as a community, all embrace and focus on the Community Impact Agenda, together, the community can make measurable progress and successfully achieve positive community impact.
- **Collaboration is a must!** Organizations must work collaboratively on issues identified in the Impact Agenda. Collaboration is necessary in planning, providing services, and in funding. Collaboration will reduce duplication of services, help us be more efficient and effective, and will assist in leveraging dollars and resources to achieve results. Collaboration should not only focus on current partners and activities, but also on inviting new partners to the table.
- **Public policy and collective action must be an integral part of the process.** In order to be successful in many areas of the Community Impact Agenda, partners must be willing to participate collectively in advocating for public policy change when necessary and appropriate. Many of the issues addressed are tied to public policy. A strategy for change for many of the Community Impact Agenda areas is to advocate for public policy changes.

- **A commitment to outcome measurement and periodic evaluation needs to be in place.** It is intended for the Community Impact Agenda to be a living document. In order to keep the community energized for work on the Community Impact Agenda, there must be periodic checks and measures. This will not only provide a way to measure progress, but will also help identify areas that are lagging, and will thus serve as a tool for continuous improvement.
- **Continued planning and development of strategic actions will be necessary to create the "road map" for success.** The development of the Community Impact Agenda issue areas and desired goals will be followed by a strategic planning effort. Task forces around the broad sections presented in the Community Impact Agenda will form for a period of time to further develop and expand strategies outlined in the Community Impact Agenda's initial planning phase. Task forces will formulate plans for action to address the issues identified in the Community Impact Agenda.
- **Issue areas identified throughout the Community Impact Agenda are not necessarily weighted equally.** Organizations adopting the Community Impact Agenda may choose to focus on very specific outcomes or strategies of the Community Impact Agenda that are consistent with the priority of that organization. The breadth and scope of people touched by each issue, plus the severity and urgent nature of each issue may be factors considered in weighting each issue.
- **Funding and resources must be focused on issues.** Funding and resources must be used according to how it will positively effect an issue area. The focus will be to partner with agencies and service providers to assist in providing funds or resources to support programs and services that can effectively create positive change in the community.
- **Communication is key!** In order to be successful, the Community Impact Agenda and the periodic checks and measures need to be effectively communicated throughout the Community and particularly among partner agencies, businesses, foundations, and other stakeholders.

VI. Coordination with Vision 2025

This is a most exciting time in our community. Never in the history of Greenville has there been such a broad, yet intensive collective effort to study our community through both primary and secondary research, including a focused effort to receive input from residents county-wide, and development of visions and measurable goals for how we want to see Greenville 20 years from now. This truly sets a true foundation for success of our community.

In addition to the Community Impact Agenda effort, the Greater Greenville Chamber of Commerce is currently leading Vision 2025, a community visioning process that will provide the community with a road map toward a clear, bold and achievable vision for the year 2025.

While the Community Impact Agenda's focus is specifically on health and human services, Vision 2025 takes a broader perspective and focuses on 15 issue areas of interest, including:

Arts	Health Care
Coolness	International
Diversity	Parks and Open Spaces
Economy	Planning and Infrastructure
Education	Public Safety
Environment	Sense of Place
Families and Social Services	Transportation
Government	

There is no doubt that these two efforts complement and support each other and partnerships on common goals will naturally take place.

VII. Quality of Living Space

"Quality of Living Space" includes issues around environment, pollution, road conditions, and leisure/recreation. It was overwhelmingly obvious through the community research, that these are issues about which the community is very concerned. Household telephone survey and internet survey respondents ranked "poor road and traffic conditions" as their top neighborhood/community level concern and pollution (noise, water, and air, collectively) ranked within the top 11 concerns. On the household level, "not enough money for entertainment" and "not enough money for recreational activities" rank among the top 10 and top 11 concerns, respectively, among all respondent categories.

While many concerns about these issues surfaced from the community research, the Community Impact Agenda does not address these specifically as they are not within its scope. However, Partners are confident that these issues are being addressed through the Vision 2025 process and by local government bodies, and other community organizations.



Nurturing Our Youngest Children

The Greenville Community will have a high-quality early care and education system that ensures all children are ready to achieve success in school.

Nurturing Our Youngest Children

The Greenville Community will have a high-quality early care and education system that ensures all children are ready to achieve success in school.

EARLY CHILD CARE, DEVELOPMENT AND EDUCATION

Community Vision

Every young child in Greenville County will have access to affordable and high-quality early care and education.

Current State

There is a crisis within our child care system regarding quality and affordability. Currently, the average price parents pay for infant care is \$4,004 per year per child. This is more than the price of public college tuition in South Carolina. Even this cost for child care does not guarantee a quality center that provides educational experiences that enhance and aid the child's development and skills.

Only 55 of the 151 total registered child care centers in Greenville County, are Advocates for Better Care (ABC) enhanced facilities, and only 12 centers have earned the highest national quality standards, National Association of the Education of Young Children (NAEYC) accreditation. The 12 centers represent 8% of all centers in Greenville that are NAEYC accredited.

South Carolina ranks 10th in the nation in the number of children (54%) enrolled in 3- or 4-year-old kindergarten (2000 US Census data). In the Spring of 2003, the School District of Greenville County released 4K data that underscores the impact that the 4K program is having on reducing 1st Grade retention and improving school readiness. For each school year during the five-year period analyzed, less than 1% of the 1st graders who had attended 4K were retained, in comparison to 6.9% to 8.4% of the total 1st Grade population that were retained (totaling 348 to 424 children each year). These results were particularly striking, because the children who attend 4K classes typically have more risk factors than the total population of young children.

Explanation and Discussion

While the average price a parent pays for child care is \$4,004 per year, per child, it is important to note that this is not the actual, full cost of that care. The expense of providing child care to young children is actually offset by subsidies provided by the state and provider; parents often do not see the entire cost.

Economists estimate that families can spend no more than 10% of their gross income on child care if they are to "make ends meet." According to this standard, a family with one infant in center-based care in Greenville County must earn \$4,027 per month (\$48,323 per year) to cover the average cost of child care (for just one infant) and the family's other expenses.

This situation has immense social and economic implications for our county. First, our economic strength depends on our workforce. A family's ability to find and keep affordable child care influences its ability to find and keep a job. Second, according to the Families and Work Institute, we now know more than ever before about how young children learn and grow. Science has demonstrated that children are learning from the moment they

In the Community

- 1 out of every 5 Greenville County residents indicated that they believed that lack of affordable child care was a major to moderate issue in the community.
- 22% of individuals with household incomes between \$26,000 and \$65,000 report affordable child care as a major to moderate issue in their neighborhood and 31% of those with household incomes less than \$26,000 report affordable child care as a major to moderate issue in their neighborhood.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

are born and this learning happens best when children:

- are safe and healthy;
- feel their parents, teachers and caregiver(s) really know and care about them;
- are encouraged to be curious; and
- are helped to learn how to appreciate books and language, how to get along with others, etc.

We also know that these things are most likely to occur when:

- families have access to affordable health care before and after the birth of their children;
- parents have information and support to help them be their children's first and most important teacher;
- working families have access to quality child care and educational choices; and
- communities are mobilized to encourage and support early learning.

Brain development research has taught us that the early childhood years set the stage for future learning throughout one's life, thus making it critically important that both centers and family, friend and neighbor care incorporate appropriate educational and developmental components into the child care setting. We know that a child's most important learning takes place during the first three years of life. Yet too many parents and child care workers do not understand the characteristics of quality early care (The State, 5/5/02). Too many children (12% in 2001) in Greenville reach first grade testing "not ready to succeed" (SC Department of Education).

Given the importance of quality child care to families and children, and to the long-term viability of our state's economy, the SC Department of Health and Human Services administers the Advocates for Better Care (ABC) program which provides quality measures for all child care facilities who choose to participate. Level 1 programs consist only of registered or licensed facilities. Level 2 or ABC Enhanced facilities voluntarily agree to meet higher standards of quality than Level 1 facilities. Level 3 facilities meet the highest standard of excellence and quality and have met the national professional accrediting standards of NAEYC (National Association of the Education of Young Children.) With increased certification, quality will improve; however, with increased quality, the cost of care will escalate. This makes it difficult for many centers to achieve the higher quality standards and makes care more costly to the parent. Hence, quality care comes at a higher cost than the average family can afford.

National Institute for Early Education Research (NIEER) estimates the average benefits from a universally accessible program at ages 3 and 4 to be at least \$25,000 per child, substantially more than the costs. The estimated cost-per-child (mixing half day, school day, and full day programs) is \$8703 annually and \$17,406 for two years. NIEER estimates the average annual cost of providing a quality preschool education to every 3- and 4-year old in the country to be \$8,703 per child (www.nieer.org)

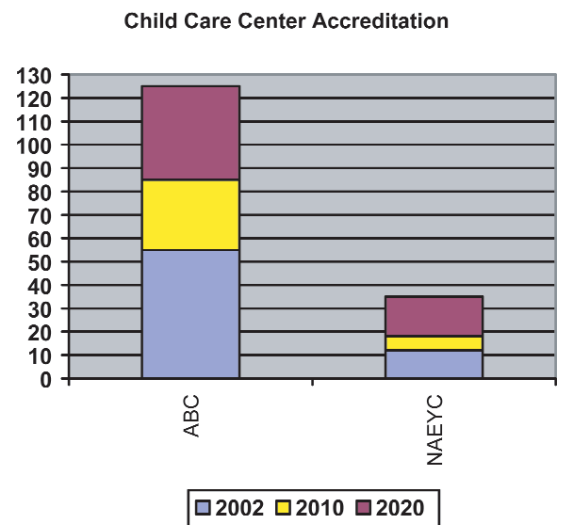
Indicators

- # of ABC enhanced child care centers in Greenville County
- # of NAEYC accredited child care centers in Greenville County
- Availability of 4-year-old kindergarten for at risk children in Greenville County
- Availability of 3-year-old kindergarten for at risk children in Greenville County
- Greenville County residents' perception on affordability of child care in the county

Outcomes

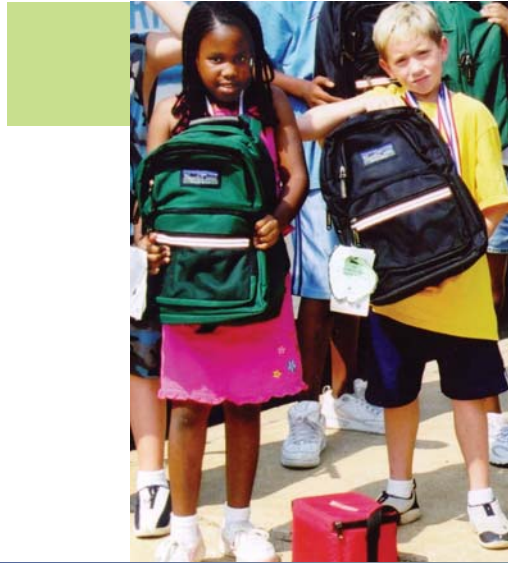
- The number of ABC Enhanced child care centers in Greenville County will increase from 55 in 2002 to 85 by 2010 and 125 by 2020.
- The number of child care centers in Greenville County with NAEYC accreditation will increase from 12 in 2002 to 18 by 2010 and 35 by 2020.

- Quality voluntary 4-year-old kindergarten will be available to all at-risk 4-year-old children in Greenville County by 2010.
- Quality voluntary 3-year-old kindergarten will be available to all at-risk 3-year-old children in Greenville County by 2020.
- The number of Greenville County residents reporting affordable child care as a major to moderate issue in their neighborhood will decrease from 1 out of every 5 individuals (20%) in 2003 to 1 out of every 7 (14%) by 2010 and 7% by 2020.
- The number of Greenville County residents with household incomes of less than \$26,000 reporting affordable child care as a major to moderate issue in their neighborhood will decrease from 31% in 2003 to 20% by 2010 and 10% by 2020.



Sources

- Early Childhood System in Greenville County, 2001
- South Carolina Department of Health & Human Services
- South Carolina Department of Social Services
- South Carolina Department of Education
- *The State*, 5/5/02
- National Institute for Early Education Research Education Leadership Volume 601 No. 7 April 2003
- United Way of Greenville County - Success by 6



Fostering Successful School Age Children & Youth

All Greenville County children and youth will achieve at their greatest potential and will be equipped with skills for success in adulthood.

Fostering Successful School Age Children and Youth

All Greenville County children and youth will achieve at their greatest potential and will be equipped with skills for success in adulthood.

STUDENT ACHIEVEMENT

Community Vision

All Greenville County students will achieve academically at their greatest potential.

Current State

While measurable improvements have been made in school readiness and on achievement tests since 1999, there is still room for more improvement. One out of every five (19%) Greenville County 3rd graders scored below Basic Reading Level on the Palmetto Achievement Challenge Test (PACT) in 2002. This number increases to slightly more than one out of every three (35%) of 3rd graders in Title I schools. Between 7th and 8th grades in Greenville County, as in the state of South Carolina, there is a notable decline in the percentage of students scoring proficient or advanced on the PACT test and nearly one in three (30%) of high school students fails the exit exam in their first attempt.

Explanation and Discussion

The Palmetto Achievement Challenge Tests (PACT) is a rigorous new testing program designed to measure the achievement levels of South Carolina students. It will replace the Basic Skills Assessment Program (BSAP), which is almost 20 years old and measures only the ability of students to meet minimum achievement levels. PACT was first administered in the Spring of 1999 in mathematics and English language arts to students in grades 3 through 8. These tests are based on the South Carolina Curriculum Standards and are more rigorous than the Basic Skills Assessment Program (BSAP). Math assesses skills in numbers, numerical and algebraic concepts, patterns and functions, geometry, measurement, probability, and statistics. Reading/Language Arts assesses reading, writing, research, and communication with technology. Four performance levels have been established for PACT: Below Basic, Basic, Proficient, and Advanced. These levels indicate how an individual student is performing based on the curriculum standards assessed by the PACT.

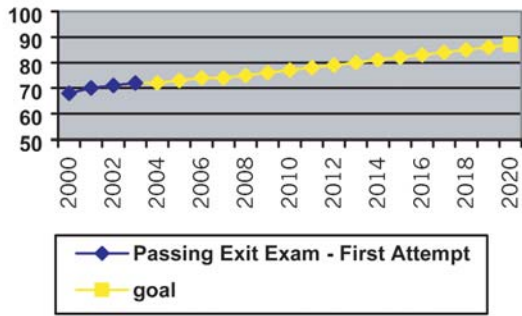
In 2000, the School District of Greenville County (SDGC) established an Education Strategic/Accountability Plan and Priorities for Performance. In this plan, Goal One is to "raise the academic challenge and performance of each student." Along with this goal, the SDGC has identified increasing PACT scores as one of its measurements of success. In setting goals through the development of the Community Impact Agenda, partners have been careful to be consistent with and supportive of the SDGC Strategic Plan and assume a partnership with the SDGC in making this goal a reality.

Explanation of Title I Schools: The first section of the Elementary and Secondary Education Act (ESEA), Title I refers to programs aimed at America's most disadvantaged students. Title I Part A provides federal assistance to improve the teaching and learning of children in high-poverty schools to enable those children to meet challenging State academic content and performance standards. Title I reaches about 12.5 million students across the nation. In Greenville, 6800 children in grades 4K-8th are reached by the Title I program.

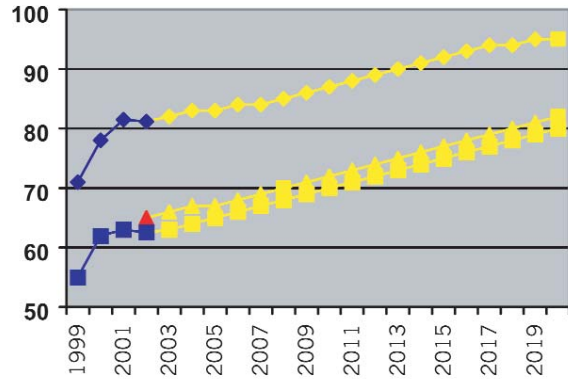
Indicators

- % students scoring above basic on PACT (3rd grade reading, 8th grade math)
- % high school students passing the exit exam on first attempt

% Greenville County Students Passing Exit Exam On First Attempt



Greenville County Student Achievement - % Scoring at or Above Basic on Reading or Math PACT Test



Outcomes

- The percentage of Greenville County 3rd graders scoring at or above Basic in Reading Level on the PACT test will increase from 81% in 2002 to 87% by 2010 and to 95% by 2020.
- The percentage of Greenville County 3rd graders in Title I schools scoring at or above Basic in Reading Level on the PACT test will increase from 65% in 2002 to 72% by 2010 and to 82% by 2020.
- The percentage of Greenville County 8th graders scoring at or above Basic in Math Level on the PACT test will increase from 62.5% in 2002 to 70% by 2010 and to 80% by 2020.
- The percentage of Greenville County high school students passing the exit exam on their first attempt will increase from 70% in 2002 to 77% by 2010 and to 87% by 2020.

Sources

- The School District of Greenville County
- SC Kids Count, 2003 County Report

SCHOOL COMPLETION

Community Vision

All Greenville County students will graduate from high school with skills needed to continue their education or to enter the workplace.

Current State

One out of every four (26.4%) Greenville County 8th graders does not graduate from the 12th grade. This represents 1,178 students who drop out annually. Within the African American male population, this number rises to over one in three students (37%) not graduating. (Kids Count 2003)

Fortunately, many dropouts enroll in adult education programs and either earn a high school diploma or obtain a General Education Development (GED) certificate. During 2001 - 2002, 75 Adult Education high school diplomas were awarded to school completers and in 2001, 732 GEDs were awarded in the county. Over time, adult high school diplomas and GED's increase the effective school completion rate substantially. In the 2000 Census, 15.3% of county residents ages 25-34 said they had not completed either high school or a GED.

Explanation and Discussion

The drop out rate is calculated by comparing 12th grade enrollment to the 8th grade enrollment from 4 years earlier.

Indicator

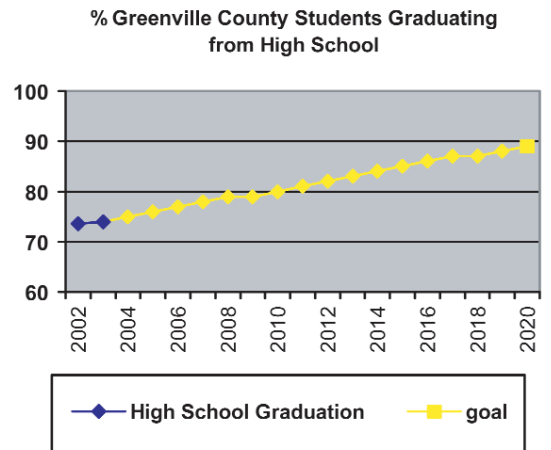
- % Greenville County students who graduate from high school

Outcomes

- The percentage of Greenville County students who graduate from high school will increase from 73.6% in 2002 to 79% by 2010 and to 89% by 2020.

Source

- SC Kids Count, 2003 County Report



JUVENILE CRIME PREVENTION

Community Vision

All youth in Greenville will be law-abiding members of the community.

Current State

Juvenile arrests in Greenville County increased 15% between 2000 and 2001. During 2001 in Greenville County, 1,707 juveniles offenders (more than 4 per day) were referred to the Solicitor for delinquency; of these, 14.2% were age 12 or younger, 29.9% were 13 or 14, and 55.9% were 15 or older. Ten percent of all offenders were referred for violent and serious crimes, which include drug trafficking, acts against persons for murder, rape, robbery, aggravated assault, and serious property offenses for arson and burglary. Fourteen percent were for "status" offenses which include truancy, running away, and other offenses that would not be crimes for adults.

According to arrest statistics, of those juveniles arrested, 27.3% lived in families with annual income under \$10,000, 33.6% with annual income of \$10,000-\$19,000, and 39.1% with annual income of \$20,000 or more.

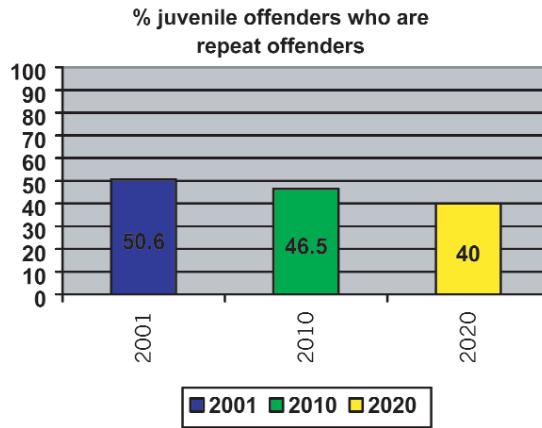
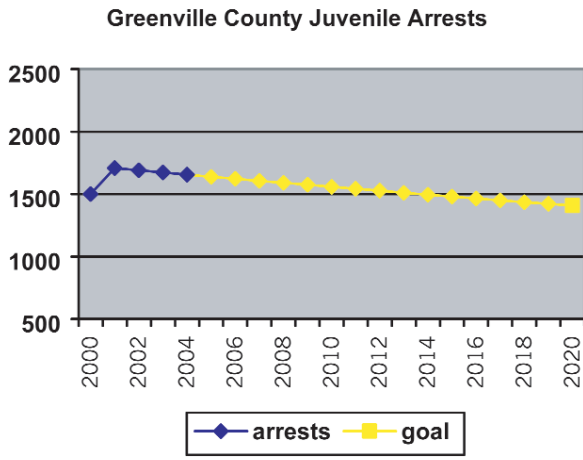
Youth who are referred to family court are likely to be repeat offenders. In 2001-2002, 50.6% had at least one prior offense and 16.9% had been referred to court 3 or more times.

Explanation and Discussion

Juvenile crime statistics were gathered from the Greenville County Sheriff's Office and the 2003 SC Kids Count County Report. Statistics reported include the number of arrests only; they do not include the incidence of misbehaviors that require police response but do not result in juvenile arrests.

Indicators

- # of juveniles committing crimes
- % of juvenile offenders who are repeat offenders



Outcomes

- The number of juveniles in Greenville County committing crimes will decrease by 1% a year from 1,707 in 2001 to 1,558 by 2010 and to 1,408 by 2020.
- The percentage of juvenile offenders who are repeat offenders will decrease from 50.6% in 2001 to 46.5% in 2010 and to 40% in 2020.

Sources

- Greenville County Sheriff's Office of Statistics
- SC Kids Count, 2003 County Report
- City of Greenville Police Department



Increasing Economic Self-Sufficiency

Everyone in Greenville County is able to benefit from and enjoy the community's general prosperity.

Increasing Economic Self-Sufficiency:

Everyone in Greenville County is able to benefit from and enjoy the community's general prosperity.

POVERTY

Community Vision

All individuals and families will have income that allows them to live at least 200% above the federal poverty level guidelines.

Current State

The 2003 federal poverty level for a family of 4 in South Carolina is \$18,400 and is \$8,980 for one individual .

According to the US Census, 10.5% of all residents in Greenville County live at or below established federal poverty levels. While this percentage compares favorably to the South Carolina rate of 14.1%, this still represents 40,000 individuals in Greenville County.

During this past decade, the percentage of Caucasian individuals living in poverty has neither increased nor decreased with 6.8%, or 19,096, Caucasian individuals remaining in poverty level conditions. However, particular segments of our population experience much higher poverty rates. Almost 1 in 4 African Americans and more than 1 in 4 Hispanic individuals live in poverty. In 2000, 22.4% of African Americans lived in poverty. This represents 15,134 African American individuals. This condition has neither improved nor declined over the past decade even though Greenville County has experienced economic growth. In 2000, 26.2% of the Hispanic population (3,613 individuals) was in poverty. This percentage is a dramatic increase from the previous decade, when the poverty rate for the Hispanic population was 11.3%

Female-headed households continue to have poverty rates far in excess of the average for all families. In 2000, 26% of female-headed households (or 4,599 households with children but no husband/father present) lived in poverty. Those with children are at even greater risk. Children have no control over their immediate economic circumstances. Poverty-stricken families and households are less able to provide decent housing, nutrition, health care and other physical needs of children. In Greenville County, 13.7% of children live in poverty.

Explanation and Discussion

Poverty in Greenville County is tracked by federal poverty guidelines established by the US Census Bureau. The 2003 federal poverty level for a family of 4 is \$18,400 and \$8,980 for 1 individual. The poverty line is an estimate of the income necessary for households of various sizes to meet basic living costs. It includes pretax income, excluding capital gains and non-cash benefits, such as employer-paid health insurance, food stamps and Medicaid. The U.S. Department of Commerce adjusts the poverty line annually to reflect changes in the Consumer Price Index. (US Census Bureau)

Although the formula used to derive figures for federal poverty levels based on family size is somewhat antiquated, no other means for determining adequate income has been accepted nationally. The federal poverty level, adjusted for each state's cost of living, remains the only available measure to approximate the percentage of people living in the county not able to afford basic living expenses.

Most people consider the poverty line to be a bare minimum for economic well-being. Although any definition of "reasonable" standard of living is arbitrary, most people agree that incomes well above the poverty line are needed

to maintain a reasonable standard of living without immediate danger of falling into poverty.

Indicators

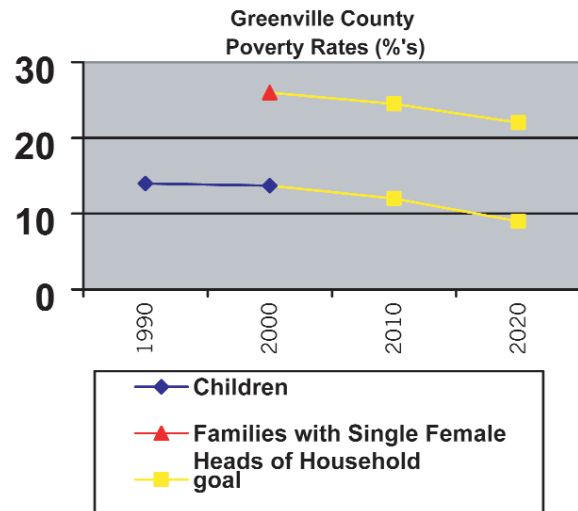
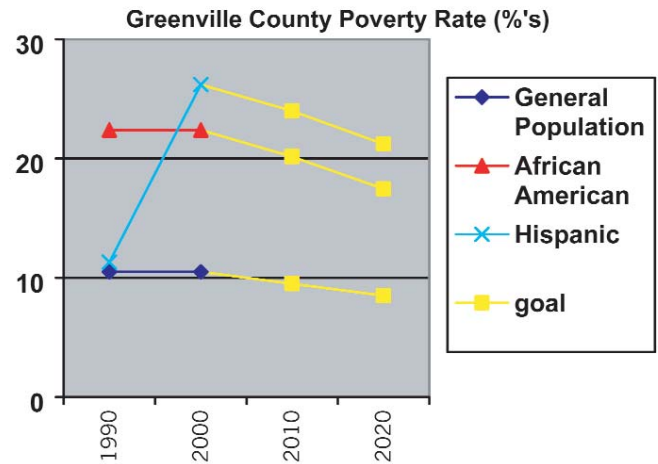
- Poverty rate of the general population in Greenville County
- Poverty rate of the African American population in Greenville County
- Poverty rate of the Hispanic population in Greenville County
- Poverty rate of families with single female heads of household in Greenville County
- Poverty rate of children in Greenville County

Outcomes

- The poverty rate of the general population in Greenville County will be reduced from 10.5% in 2000 to 9.5% by 2010 and 8.5% by 2020.
- The poverty rate of African Americans in Greenville County will be reduced from 22.45% in 2000 to 20.17% by 2010 and 17.45% by 2020.
- The poverty rate of Hispanics in Greenville County will be reduced from 26.2% in 2000 to 24% by 2010 and 21.2% by 2020.
- The poverty rate of families with single female heads of households in Greenville County will be reduced from 26% in 2000 to 24.5% by 2010 and 22% by 2020.
- The poverty rate of children in Greenville County will be reduced from 13.7% in 2000 to 12% by 2010 and 9% by 2020.

Sources

- US Department of Health and Human Services, Federal Register, Vol. 66, No. 33, Feb. 16, 2001
- US Census Bureau, 2000, Table P159 A-G SF3, and Table DP-3



EMPLOYMENT SKILLS DEVELOPMENT

Community Vision

All adults in Greenville County have sufficient skills for lifelong economic independence.

Current State

According to the SC Department of Education's Research Department, there were 3,005 high school graduates in the School District of Greenville County in 2000-2001. Of those, 79.1% went on to further schooling (technical,

college or other type). Fifteen percent went into gainful employment or the armed services and about 5.8% went into other activities. This is up from 1999-2000, when 74.4% went for further schooling, 20.4% got jobs or went into the service, and 5.2% went into some other activity.

Increased levels of educational attainment are linked to obtaining jobs with higher pay. In the 2003 Greenville Community Impact Needs Assessment general household telephone survey, it was found that only 13% of those with a high school degree or less have household incomes over \$65,000. This compares to 25.3% of those with some college or an Associate's degree and 58.7% of those with a Bachelor's degree or higher who have a household income greater than \$65,000.

In addition, as discussed in the school drop out section of this report, the high school drop out rate for the County is 26.4%. Fortunately, many high school drop outs enroll in adult education programs and either earn a high school diploma or obtain a General Educational Development (GED) certificate. During 2001 - 2002, 75 Adult Education high school diplomas were awarded to school completers in Greenville County, and in 2001, 732 GEDs were awarded in the county. Over time, adult high school diplomas and GEDs increase the effective school completion rate substantially. In the 2000 Census, 15.3% of county residents age 25-34 said they had not completed either high school or a GED.

In 1990, the last time the National Adult Literacy survey was conducted, Greenville County had 20% of all adults age 16+ estimated to test at Level 1 literacy and 28% at Level 2 literacy (48% combined). These two levels are considered functionally illiterate by national standards. While this is better than the state estimate of 56% adults measuring at Levels 1 and 2 combined and mirrors the national rate of 48%, illiteracy still poses challenges for the community.

These percentages translate into 120,084 Greenville residents age 16+ being functionally illiterate. The economic impact of illiteracy in 1990 was approximately \$81 per person more spent annually on issues resulting from illiteracy (State of Literacy in America). In Greenville County, this means that taxpayers spent \$9 each (or a total of \$726,804) annually.

In addition, it is commonly recognized nationally that workers need a minimum of Level 3 literacy skills to work satisfactorily in most jobs in today's workplace.

With the increase in immigrant population and continued high drop out rates, it is reasonable to believe that the current literacy rates are no better and perhaps worse than in 1990. New estimates will not be available until 2005 and then again in 2014.

Explanation and Discussion

For job readiness, the availability of vocational education and job training programs is important in preparing citizens for employment. A combination of community-based learning centers, Department of Education (DOE) sponsored vocational education and employer-sponsored job training programs are required in order for residents to be life-long learners and have adequate opportunities to learn new skills for changing job environments.

Literacy means more than being able to read and write. The National Institute on Literacy defines literacy as the "ability to read, write, and speak English proficiently, to compute and solve problems, and to use technology in order to become a life-long learner and to be effective in the family, workplace and community." The ability to read, to write, and to understand and be understood are critical to personal freedom, the maintenance of a democratic society, the broader goals of economic opportunity and security, social justice, human dignity and personal well-being.

Very few adults in Greenville County are totally illiterate. Rather, there are many adults with low literacy skills who lack the foundation they need to find and keep a decent paying job, support their children's education, growth and development, maintain their health, and participate actively in civic life.

Adult literacy measures the skills needed by adults to function effectively in everyday life in their primary roles as parents/family member, community leader/member, worker, and health consumer. All adults need four literacy skill sets. The 4 categories of skills described in Table 1 are directly linked to an adult's primary role as a parent, worker, citizen and health consumer.

To determine literacy skills in American adults, the National Adult Literacy Survey was created. The Survey is administered nationally every ten years. It was conducted in 2002-2003 and results will be available in 2004. The current estimates of literacy in Greenville County are therefore based on 1990 data. Since South Carolina Department Of Education chose not to participate in the 1990 survey, South Carolina only has estimates of what its population might be like based on places of comparable characteristics. It is considered to be a fairly accurate representation. The survey tests proficiencies related to performing everyday life tasks such as an adult's ability to read various kinds of instructions, graphs, numbers, directions, charts, and written communications connected to daily living. Five levels of proficiencies were developed with level one being the lowest level of proficiency and level five being the highest. These levels are now commonly used to describe adult literacy skill levels.

Almost all adults in Level 1 can read a little but not well enough, for example, to fill out an application, read a food or medicine label, read a simple story to a child or fill out a deposit slip correctly. Adults in level 2 usually can perform more complex tasks such as comparing, contrasting or integrating pieces of information, but usually not higher-level reading and problem-solving skills. For example, those at level 2 could correctly write their signature on a social security card and fill out a simple job application. However they may not be able to read correctly a sales graph or figure out what the gross pay was on their paycheck stub or add correctly the cost of a meal. In summary, each level reflects the ability of the adult to use more complex information-processing skills and strategies. To review the levels of literacy in the National Adult Literacy survey see <http://nces.ed.gov/naal/>.

Basic Literacy Skills Needed By All People

<p><i>Communication Skills</i></p> <ul style="list-style-type: none"> Read with understanding Convey ideas in writing Speak so others can understand Listen actively Observe critically <p><i>Decision-Making skills</i></p> <ul style="list-style-type: none"> Solve problems and make decisions Plan Use math to solve problems and communicate 	<p><i>Interpersonal Skills</i></p> <ul style="list-style-type: none"> Cooperate with others Guide Others Advocate and Influence Resolve conflict and negotiate <p><i>Lifelong Learning Skills</i></p> <ul style="list-style-type: none"> Take responsibility for learning Learn through research Reflect and evaluate Use information/communication technology
---	--

Source: Equipped For the Future, National Institute for Literacy <http://www.nifl.gov>.

Indicators

- % of Greenville County residents age 16+ who test below Level 3 literacy skills
- % of Greenville County high school graduates who pursue further education
- # of GEDs awarded annually

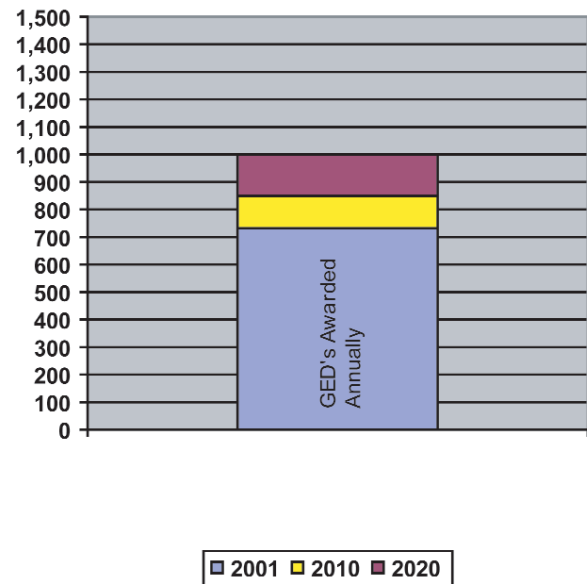
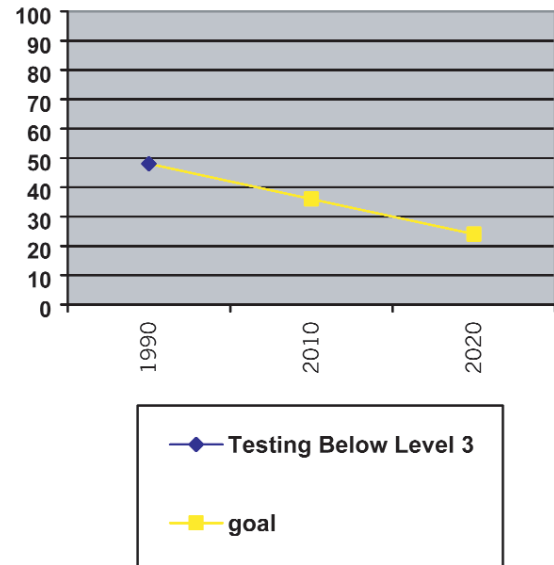
Outcomes

- The percentage of Greenville County residents age 16+ who test below Level 3 will decrease from 48% to 36% by 2010 and 24% by 2020.
- The percentage of Greenville County high school graduates who pursue further education will increase from 79.1% to 82% by 2010 and 85% by 2020.
- The number of GEDs awarded annually in Greenville County will increase from 732 in 2001 to 850 by 2010 and 1000 by 2020.

Sources

- National Institute for Literacy <http://www.nifl.gov>
National Adult Literacy Act
<http://www.nifl.gov/public-law/>
- SC Kids Count, 2003 County Report

Greenville County Illiteracy Rate



EMPLOYMENT STATUS

Community Vision

Everyone who desires a job and is able to work will be able to find employment with a wage that allows individuals and families to live at least 200% above the poverty level.

Current State

In 1997 the unemployment rate was 2.4% in Greenville County. Unemployment remained around 2% until 2001 when the economy started to dip.

Unemployment rose 2.3 percentage points from 1.9% in 2000 to 4.2% in October of 2002. Most recent data from the SC Employment Security Commission indicates that this number continues to rise with an unemployment rate of 4.6% in January 2003. This fares better than the state unemployment rate of 6.3% and the National rate of 5.7%

There are considerable differences when looking at ethnic backgrounds and unemployment. According to the US Census Bureau, the overall unemployment rate in Greenville for Caucasians is 3.6%, for African-Americans it is 9.6%, and 5.6% for the Hispanic population. Note: the Census Bureau tracks unemployment differently than the Employment Security Commission (see explanation).

According to the Bureau of Economic Analysis (BEA), in 2001 the Per Capita Income in Greenville County was \$29,109. This is 96% of the US Per Capita Income of \$30,413. Greenville County fares better than the state of South Carolina which has a per capita income of \$24,840, or 82% of the US per capita income. However, Greenville County trails behind benchmark communities of Charlotte and Raleigh, NC, Richmond, VA, and Atlanta, GA, which all have per capita income levels above the US per capita income. The percentage of the US per capita income for each is as follows: Charlotte (104%), Raleigh (108%), Richmond (107%), and Atlanta (111%).

According to the 2000 US Census, the per capita income for African Americans in Greenville County was \$13,705, 95% of the US African American per capita income, however, only 62% of the overall Greenville per capita income. For Hispanics, it was \$12,898, 106.5% of the US Hispanic rate, however, only 58% of the overall Greenville per capita income.

In Greenville County, 1 in 5 families makes less than \$25,000 a year and 1 in 10 makes less than \$15,000 a year. Per capita income for Greenville County has increased by \$8,000 over the past decade. (US Census 2000)

The average hourly wage in Greenville for service occupations is \$ 9.55, with an average work week of 35 hours a week. For jobs categorized as handlers, equipment cleaners, helpers and laborers, the average hourly wage is \$10.76 with an average work week of 38.5 hours a week. These jobs represent approximately a quarter our workforce.

Explanation and Discussion

Unemployment rates are a good indicator of the state of the economy. Unemployment is measured in different ways. The Federal Department of Labor and the State Employment Security Commission count only those who are currently obtaining unemployment benefits; they exclude people whose benefits have run out, who never applied for benefits, or who have stopped seeking work. The 1990 and 2000 US Census includes all these categories of unemployed persons. As a consequence, the Census reports higher unemployment rates than federal or state agencies.

The Census Bureau and BEA use different definitions of per capita income and cannot be compared. The Bureau of Economic Analysis (BEA) of the Department of Commerce publishes annual data on aggregate and per-capita personal income received by the population for states, metropolitan areas, and selected counties. Aggregate income estimates based on the income statistics shown in census products usually would be less than those shown in the BEA income series for several reasons. The Census Bureau data is obtained directly from households; whereas, the BEA income series is estimated largely on the basis of data from administrative records of business and governmental sources. Moreover, the definitions of income are different. The BEA income series includes some items not included in the income data shown in census publications, such as income "in kind," income received by non-profit institutions, the value of services of banks and other financial intermediaries rendered to people without the assessment of specific charges, Medicare payments, and the income of people who died or emigrated prior to April 1, 2000. On the other hand, the census income data includes contributions for support received from people not residing in the same household if the income is received on a regular basis.

In the Community

- 26% of Greenville County residents reported that they believe unemployment is a moderate to major issue in their neighborhood or community with 13% reporting that finding work was a major to moderate challenge for someone in their household.
- While 6.3% of all household survey respondents said that meeting one of their basic needs (food, clothing or housing) was a major issue, this figure climbs to 46.6% among those who said not being able to find work was a major household issue.
- Furthermore, unemployment or underemployment ranks among the top 7 neighborhood/ community concerns among survey respondents.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

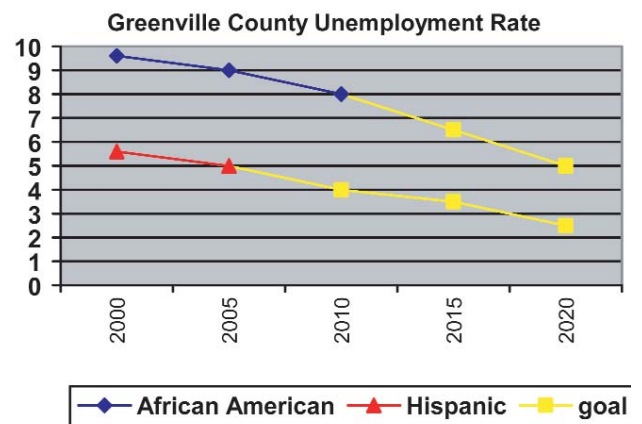
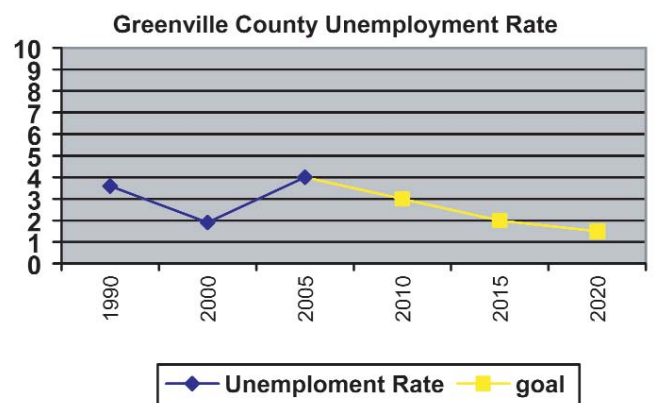
Measuring changes in local per capita income in relation to the US per capita income is a more useful indicator of a community's wealth than measuring changes in absolute income using specific dollar figures. As inflation will impact the actual current dollar per capita income in any year, and as it is difficult to project exactly what the inflation rate will be in the future, it is more feasible to measure local per capita income in relation to the national. Also, tracking Greenville in relationship to specific benchmark communities will help the community keep a stronger focus on the goal of increasing our local per capita income.

Indicators

- Per capita income of general population in Greenville County
- Per capita income of the African American population in Greenville County
- Per capita income of the Hispanic population in Greenville County
- Unemployment rate among the general population in Greenville County
- Unemployment rate among the African American population in Greenville County
- Unemployment rate among the Hispanic population in Greenville County

Outcomes

- The per capita income in Greenville County will increase from 96% of the US per capita income in 2001 to 100% in 2010 and 105% in 2020. (tracking source: BEA)
- The per capita income among the African American population in Greenville County will increase from 62% of the overall Greenville County per capita income in 2001 to 65% in 2010 and 72% in 2020. (tracking source: US Census)
- The per capita income among the Hispanic population in Greenville County will increase from 58% of the overall Greenville County per capita income in 2001 to 63% in 2010 and 70% in 2020. (tracking source: US Census)
- The unemployment rate in Greenville County will decrease from 4.6% in January 2003 to 3 % by 2010 and 1.5% by 2020. (tracking source: SC Employment Security Commission)
- The unemployment rate among African Americans in Greenville County will decrease from 9.6% in January 2003 to 8% by 2010 and 5% by 2020. (tracking source US Census)
- The unemployment rate among Hispanics in Greenville County will decrease from 5.6% in January 2003 to 4% by 2010 and 2.5% by 2020. (tracking source: US Census)



Sources

- SC Employment Security Commission, <http://www.bls.gov/>
- US Census Data, 2000, Profile DP3SF3, Greenville-Spartanburg-Anderson National Compensation Survey, October 2001
- US Department of Labor, Bureau of Labor Statistics, SC Department of Education Research Department, High School Education Report
- Bureau of Economic Analysis, Department of Commerce

AFFORDABLE HOUSING

Community Vision

Every resident of Greenville County will have safe and decent, affordable housing.

Current State

During the 1990s, an acute gap increased between market housing costs and what an average renter/homeowner could afford. Housing became less of a reality for an increasing number of families in Greenville County. To afford a 2-bedroom apartment at the current fair market rent (\$569/month) requires an hourly wage of \$10.94 (\$22,755/year), working 40 hours a week. Approximately 40,000 households (27%) cannot afford a 2-bedroom apartment at fair market rate.

The current minimum wage in Greenville is \$5.15. A minimum wage earner can afford a monthly rent of no more than \$268 (National Low Income Housing Coalition). The average hourly wage in Greenville for service occupations is \$ 9.55, with an average work week of 35 hours a week, and \$10.76 for jobs categorized as handlers, equipment cleaners, helpers and laborers, working on average 38.5 hours a week. These jobs represent approximately a quarter of our workforce.

According to the Department of Housing and Urban Development (HUD), a household should spend no more than 30% of its income on housing in order to have enough income for food, clothing and other basics. The 2000 Census indicated that in Greenville County 18% of homeowners are paying more than 30% of their income on housing and 32% of renters are paying more than 30% on housing.

According to HUD, 65% of the very low income, 30% of low income, and only 7% of moderate income renters paid greater than 30% of their income in rent. 50% of the very low income and 2% of low income renters paid greater than 50% of their income in rent. According to the US Census Bureau, the median monthly rent in Greenville County in 2000 was \$544, higher than that of the state (\$510), Anderson (\$454), and Spartanburg (\$485), but lower than the US (\$602) and Charleston (\$605).

The home-ownership rate in Greenville County, as of the 2000 Census, was 71%. This compares to 72.2% in SC and 66.2% in the US. However homeownership rates are significantly lower for minority populations. In 2000, the home-ownership rate among the African American population was 47.5% and 44.7% among the Hispanic/Latino population.

In the Community

- 1 out of every 5 Greenville County residents indicated that they believed that shortage of affordable housing was a moderate to major issue in his or her neighborhood or the community.
- While only 7% of the general population indicated that affordable housing was a moderate to major challenge for their household, 23% of those with household incomes of \$26,000 or less indicated that affordable housing was a challenge for their household.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

Explanation and Discussion

Fair market rent is what the US Department of Housing and Urban Development (HUD) determines as the "going rate" or what is fair rent for a particular geographic area. It is calculated as the 40th percentile of gross rents for typical, non-standard rental units occupied by recent movers in a local housing market.

While it is difficult to define "affordable" housing due to its subjectivity, the most commonly used working definition is that for housing to be affordable, a household should spend no more than 30% of its income on housing (rent and utilities) in order to have enough income left for food, clothing and other basics. This is the definition used by HUD.

The percentage of households not making enough money to afford a 2-bedroom apartment at fair market value is calculated to be 27% (According to the 2000 Census, approximately 40,000 households make below housing wage of \$10.94 or \$22,775/year; there are 149,566 total households in Greenville County). It is important to note that this includes all household sizes, those of 1 or 2 person households who may not need a 2 bedroom apartment through larger households such as families greater than 4 who may need larger than a 2 bedroom apartment.

Very low income is defined by HUD as 0-50% of the median family income (MFI), low income is 51-80% MFI, and moderate income is 81-95% MFI.

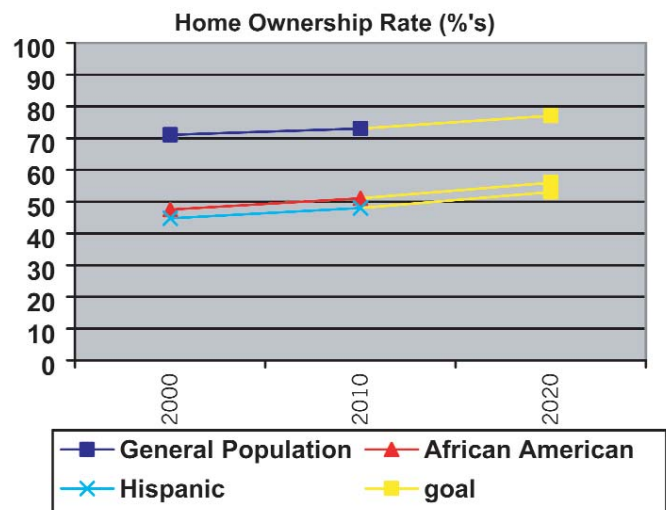
Because of the high up-front cost of home ownership, a high home-ownership rate is an indicator of housing affordability. It is often difficult for low-income families or individuals to become homeowners. Even if they could afford the monthly mortgage payment, the up front cost and the down payment often required when purchasing a home may be prohibitive. Homeowners can lose their homes to foreclosure, but they generally are less easily displaced than renters.

Indicators

- Home ownership rate among the general population in Greenville County
- Home ownership rate among African American families in Greenville County
- Home ownership rate among Hispanic families in Greenville County

Outcomes

- The home ownership rate in Greenville County will increase from 71% in 2000 to 73% by 2010 and to 77% by 2020.
- The home ownership rate among African American families will increase from 47.5 % in 2000 to 51% by 2010 and 56% by 2020.
- The home ownership rate among Hispanic families will increase from 44.7% in 2000 to 48% by 2010 and 53% by 2020.



Sources

- Greenville-Spartanburg-Anderson National Compensation Survey, October 2001, US Department of Labor, Bureau of Labor Statistics
- US Department of Housing and Urban Development, Comprehensive Housing Affordability Strategy, 2002 Projections, CHAS Table 1C. www.HUDuser.gov
- National Home Builders Association
- National Associations of Realtors
- US Census Bureau, 2002

TRANSPORTATION

Community Vision

Affordable, adequate transportation is available to all people for needed services, jobs, or public venues.

Current State

According to the 2000 Census, 11,300 households in Greenville County are without a car. In 1990, 3.5% of Greenville County residents reported using public transportation to work. By 2000, reported use of public transportation had fallen to 0.4%.

Total passenger miles dropped 52% from 4,752,133 miles in 1996 to 2,293,491 in 2000. Local funding support dropped 64% in that same time period from \$678,700 in 1996 to \$246,619 in 2000.

Despite this downturn in ridership from 1990 - 2000, more recently, the Greenville Transit Authority (GTA) has made positive strides. GTA reported that FY 2003 ridership was expected to reach 794,000, a greater than 25% increase from FY 2000 (580,000).

In addition, in 2001, the Greenville Transit Authority purchased 4 new buses to begin a demand/response transportation system called Greenville Area Paratransit (GAP) to provide curb-to-curb transportation services for individuals with disabilities and for those with medical transportation needs throughout the County. Over the past year (2002-2003), this service has provided 7,500 rides to Greenville County residents.

Indicators

- % of Greenville County residents using public transportation to work
- # of annual rides provide by GTA's demand response service
- Availability of park and ride options

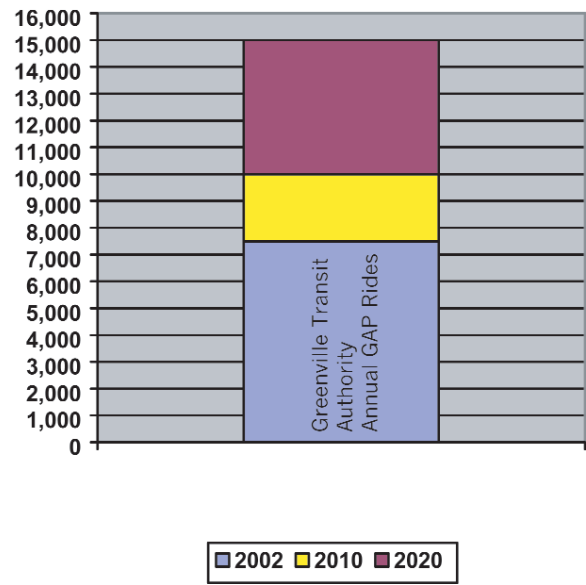
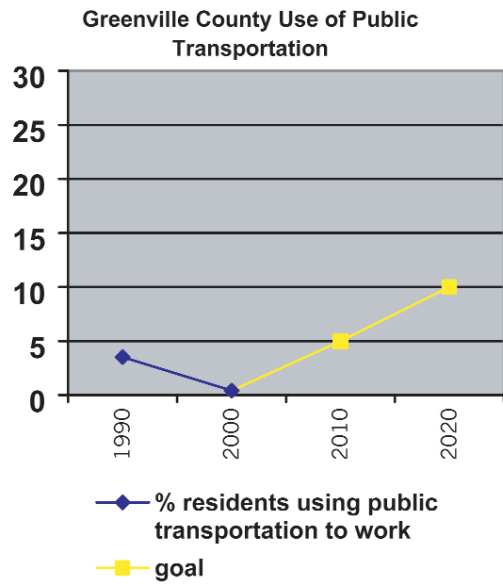
In the Community

- While only 5% (approximately 20,000) of Greenville County residents reported that transportation was a moderate to major challenge for their household, 31% believed that inadequate public transportation was a moderate to major issue for their neighborhood or the community.

Furthermore, without an adequate public transportation system, those with inadequate resources have increasing difficulty in achieving transportation to work and needed services.

20% of those households reporting incomes below \$26,000 said they had difficulty in obtaining transportation. This represents approximately 9,000 households in the county.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey



Outcomes

- The percentage of residents using public transportation to work will increase from 0.4% in 2000 to 5% by 2010 and 10% by 2020.
- Annual rides provided by the demand response (GAP) system will increase from 7,500 in 2002 to 10,000 a year by 2010 and 15,000 by 2020.
- Park and ride opportunities will exist by 2010.

Sources

- US Census Bureau, 2002, Profile SF3 DP3
- Federal Transit Authority, National Transit Database ID#4053
- Greenville Transit Authority



Promoting a Healthy Community

All people in Greenville County enjoy physical and mental well being, healthy lifestyles, and fitness.

Promoting a Healthy Community:

All people in Greenville County enjoy physical and mental well being, healthy lifestyles, and fitness.

AFFORDABLE HEALTH CARE

Community Vision

Every resident has access to affordable health care services including appropriate health promotion and disease prevention resources.

Current State

According to 1998 Greenville Community Health Assessment, 107,000 (approximately 30%) Greenville County residents were medically underserved. Of those, 36,000 (10% of the population) had no health insurance at all. More recent data from the national Behavioral Risk Factor Survey reports that the number of uninsured in Greenville County has increased from 10% in 1998 to 11% in 2001 (approximately 42,000 individuals). With the current economic dip and increased unemployment rate, it reasonable to assume that the uninsured rate has increased.

While Greenville fares better than the National uninsured rate of 14%, the increasing numbers of uninsured individuals are still alarming.

Explanation and Discussion

Data has been obtained through the 1998 Greenville Community Health Assessment Study, the 2003 Greenville Community Impact Needs Assessment general household telephone survey, and the national Behavioral Risk Factor Survey (BRFS). The Community Health Alliance (CHA) is currently in the process of completing a follow-up study to the 1998 Health Assessment. Data from the 2003 Health Assessment is expected to be available in September 2003. After the release of the Health Assessment data, the CHA will review its current strategic plan to revise and develop as needed to move forward in addressing the medical needs, particularly issues of access, in the community. The plans and strategies for addressing the outcomes set in the Community Impact Agenda will be developed in conjunction with the CHA.

When health care is affordable people tend to take care of their medical needs sooner and thus they tend to be healthier and health care costs are lower. When health care is not affordable, chronic health conditions set in. Persons with chronic health conditions often face limitations on daily activities, shortened life spans, and don't enjoy the same quality of life as their healthier counterparts. When health care is not affordable the costs to sustain a health care system are significantly higher because the treatment is more complex.

Indicators

- % of uninsured individuals in Greenville County
- Greenville County residents' perception on affordability of medical care
- Greenville County resident reporting having a place to go for medical care

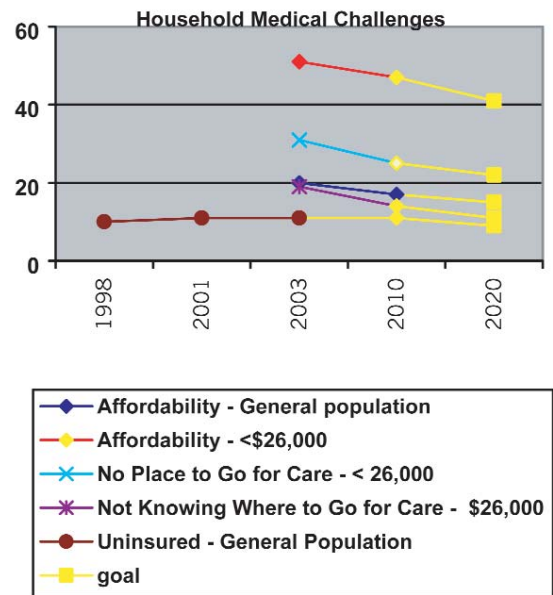
In the Community

- 1 out of every 5 Greenville County residents indicated that affordable medical care was a moderate to major issue in his or her household.
- Furthermore, 51% (1 out of every 2) of those with household incomes less than \$26,000 reported affordable medical care as a moderate to major issue in their household, 31% of those reported not having a place to go for medical care, and 19% reported not knowing where to go for medical care.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

Outcomes

- The percent of uninsured individuals in Greenville County will not exceed the 11% in 2001 by 2010 and will decrease to 9% by 2020.
- The percent of Greenville County residents reporting affordable medical care as a major to moderate issue for their household will decrease from 20% in 2003 to 17% by 2010 and 15% by 2020.
- The percentage of Greenville County residents in households with incomes less than \$26,000 reporting affordable medical care as a major to moderate issue for their household will decrease from 51% in 2003 to 47% by 2010 and 41% by 2020.
- The percent of Greenville County residents in households with incomes less than \$26,000 reporting not having a place to go for medical care as a major to moderate issue will decrease from 31% in 2003 to 25% by 2010 and 22% by 2020.
- The percent of Greenville County residents in households with incomes less than \$26,000 reporting not knowing where to go for medical care as a major to moderate issue for their household will decrease from 19% in 2003 to 14% by 2010 and 11% by 2020.



Sources

- 1998 Greenville Community Health Assessment Study
- Behavioral Risk Factor Survey, 2001

SUBSTANCE ABUSE

Community Vision

All residents of Greenville County will live a substance-abuse-free lifestyle.

Current State

The most recent assessment from the Greenville County Commission on Alcohol and Drug Abuse (GCCADA) estimated that in 2000, 9.8% of those individuals over the age of 12 years (or 30,488 individuals) meet the DSM IV criteria for alcohol and drug dependence or abuse. This is more than twice the estimated rate of 4.3% across the state of South Carolina and is higher than the National rate of 6.3% (National Household Survey on Drug Abuse, 2000). According to GCCADA, the age group most in need of alcohol and drug treatment or intervention is adolescents between the ages of 15 to 17 years. In this age group, white males and white females are most in need of alcohol and drug treatment. Among adults in the County, white males are the group most

In the Community

- 1 in 4 Greenville County residents report alcohol and/or drug abuse as a moderate to major neighborhood or community concern.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

at risk. While they make up 39% of the county population, they account for 62% of the individuals in need of substance abuse services. The SC Law Enforcement Division reported that there were 2,601 total drug abuse violations in Greenville County in 2000. 89% of those violations were by juveniles.

During 2001- 2002, 40.1% of high schoolers in Greenville County said they had used alcohol in the past month, compared to 47.1% nationwide. Data shows that African Americans are less likely to use alcohol. 41% white males and 42.5% white female high schoolers reported using alcohol in comparison to 29% African American males and 34% African American females. A similar trend is seen nationwide.

76.5% of high school seniors felt there was no great risk in drinking 2 drinks a day and 63.4% of high schoolers felt there was no great risk of drinking 5 drinks every weekend. 31% of all high schoolers said they had ridden with a drinking driver.

24% of student in 7-12 grades reported usually drinking 3 or more drinks at a time and 15% reported 5 or more drinks. In the past year, 21.9% of all high school students in the county reported using illegal drugs during the previous month with 35.7% initiating drug use by the age of 15.

Explanation and Discussion

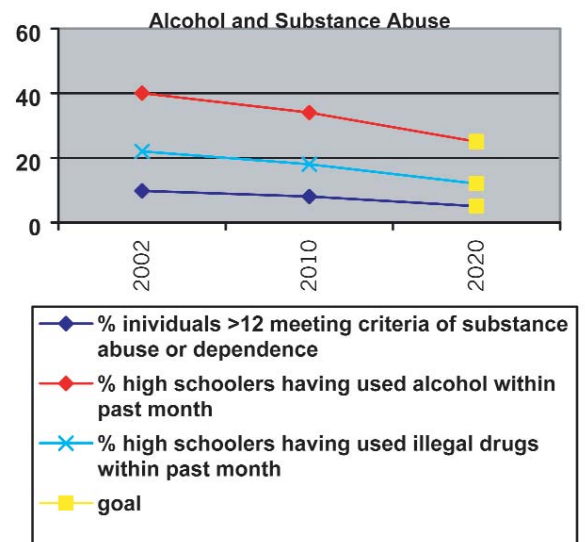
Drug dependency is a disease and must be treated as a public health problem. In order to create a healthy community the effects of substance abuse must be confronted. Substance abuse is often associated with deaths and accidents and can result in costly health problems such as hepatitis, still-birth and miscarriages, convulsions, coma, high blood pressure, decreased immune response to infection, heart attacks and strokes. Substance abuse during childhood and adolescence has the increased risk of hindering normal growth and development.

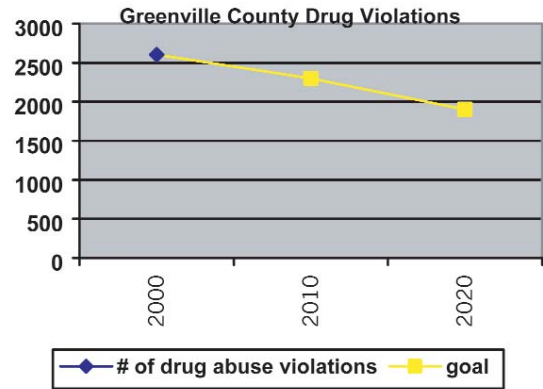
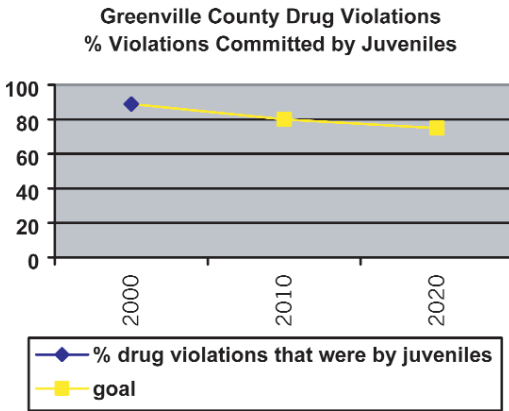
Information on youth alcohol and drug use was obtained through the Department of Alcohol and other Drug Abuse Services (DAODAS) South Carolina Survey of adolescent abuse and risk-taking, thus is self-reported information.

The Greenville County Commission on Alcohol and Drug Abuse (GCCADA) is currently sponsoring a county-wide alcohol and drug abuse study in collaboration with local service providers. Results and recommendations from this study are expected in the Summer of 2003. After the release of the assessment data, GCCADA will work with community partners to develop a community-wide strategic plan to address needs and gaps identified. It is expected that plans and strategies for addressing the outcomes set in the Community Impact Agenda may be developed in conjunction with this effort.

Indicators

- % of individuals over the age of 12 in Greenville County meeting the criteria for alcohol and drug dependence or abuse.
- % of high schoolers in Greenville County reporting having used alcohol within the last month
- % of high schoolers in Greenville County reporting having used illegal drugs within the last month
- # of drug abuse violations in Greenville County
- % of drug abuse violations committed by juveniles





Outcomes

- The percentage of individuals over the age of 12 in Greenville County meeting the DSM IV Criteria for alcohol and drug dependence or abuse will decrease from 9.8% in 2000 to 8% by 2010 and 5% by 2020.
- The percentage of high schoolers reporting having used alcohol within the last month will decrease from 40% in 2002 to 34% by 2010 and 25% by 2020.
- The percent of high schoolers reporting having used illegal drugs within the last month will decrease from 22% in 2002 to 18% by 2010 and 12% by 2020
- The number of drug abuse violations in Greenville County will decrease from 2,601 in 2000 to 2,300 by 2010 and 1,900 by 2020.
- The percentage of all drug abuse violations that are those committed by juveniles in Greenville County will decrease from 89% in 2000 to 80% by 2010 and 75% by 2020.

Sources

- Greenville County Commission on Alcohol and Drug Abuse, 2002-2003 County Plan Outline
- Office of National Drug Control Policy Greenville, SC Profile of Drug Indicators Report
- SC Kids Count, 2003 County Report
- National Kids Count
- Substance Abuse and Mental Health Services Association, National Household Survey on Drug Abuse

Community Vision

All residents of Greenville County will have the skills, resources, and education to effectively manage anxiety, stress and depression in their everyday lives.

Current State

Stress, anxiety and depression are increasing challenges facing many individuals and households in Greenville County. Data shows that there is a correlation between increased employment and economic concerns and increased stress, anxiety and depression.

Stress, anxiety and depression are not just challenges for our adult population. Our youth are also reporting challenges. Over 20% of 9-17 year olds in Greenville County meet diagnostic criteria for some sort of mental disorder. Conduct disorders, attention deficit, depression, and anxiety disorders are the most prevalent, each affecting 3% or more of school-aged children. According to the Youth Risk Behavior Survey, 20% of high school boys and 33% of high school girls reported that during the year they felt so sad and hopeless almost every day for 2 or more weeks that they stopped doing some usual activities. In addition, 8% of high schoolers reported that they had "attempted suicide" in the past year.

Explanation and Discussion

There is currently very little county level data on incidences of stress, anxiety and depression as they are hard to measure. The best measure and baseline we have at this point is to self report through the Community Impact Needs Assessment. Information on demand for services related to stress, depression and anxiety from the Mental Health Association in Greenville County may be gathered as a gauge for prevalence in the community. Data on depression among our youth was gathered from the national Youth Risk Behavior Survey.

It is important to note the cross-cutting nature of the root causes of stress anxiety and depression. There is a strong correlation with the reported incidence of stress, anxiety and depression with other issues areas. As challenges and/or difficulties increase with other social areas in the home such as economic or employment struggles, health challenges, substance abuse, etc., stress, anxiety, and depression levels increase. It is assumed that as these issues are addressed throughout the Community Impact Agenda, the positive and successful efforts impacting the issues outlined in the Impact Agenda will have a corresponding positive effect on decreasing the incidence of stress, anxiety and depression within the community. Successful strategies for affecting stress, anxiety, and depression focus on addressing the root causes.

Indicators

- Greenville County residents' perceptions on stress, anxiety and depression as an issue in their home.

In the Community

- In the 2003 Greenville Community Impact Needs Assessment Household Survey, anxiety, stress and depression ranked among the top three issues among all survey respondent categories, but were particularly more acute among low income households.
- 1 in 5 residents (20%) indicated stress, anxiety and depression as a moderate to major issue in his or her household. 1 in 3 (35%) of those with household incomes less than \$26,000 indicated stress, anxiety, and depression as a moderate to major issue in their home.
- 54% of those indicating employment concerns also indicated that stress, anxiety and depression was an issue in their home compared to only 15% of those who did not have employment concerns.

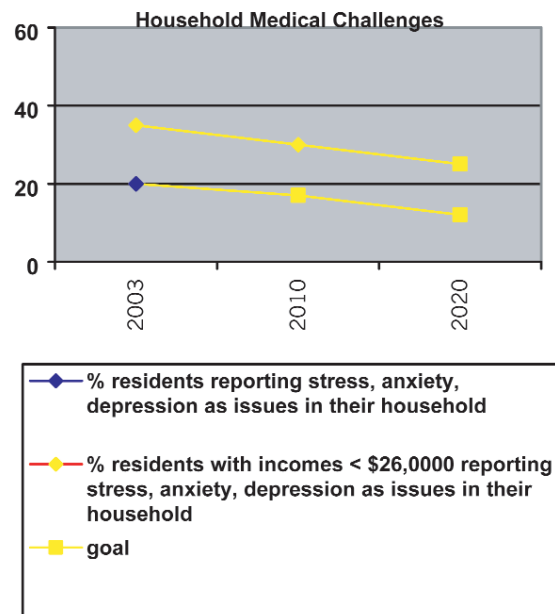
Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

Outcomes

- The percentage of residents reporting anxiety, stress and depression as a major to moderate issue in their household will decrease from 20% in 2003 to 17% by 2010 and 12% by 2020.
- The percentage of residents with household incomes below \$26,000 reporting anxiety, stress and depression as a major to moderate issue in their household will decrease from 35% in 2003 to 30% by 2010 and 25% by 2020.

Sources

- SC Kids Count, 2003 County Report
- SC Department of Mental Health, Mental Health Block Grant Plan
- National Youth Risk Behavior Survey 2002



SUPPORTING SENIORS AND PEOPLE WITH DISABILITIES

Community Vision

The Greenville Community recognizes seniors and persons with disabilities as important, contributing members of our society and helps those who have special needs due to certain physical, mental or age-related challenges to maintain independence and dignity in a safe and supportive living environment.

Current State

According to the US Census, there are approximately 60,000 individuals (15.6% of the population) in Greenville County who are 60 years of age or older. Mature adults as a group in South Carolina outpaced others with a 26% growth rate from 1990-1999. A similar trend is reflected in Greenville's growth rate of mature adults.

A total of 65,705 persons in Greenville County live with a disability. 8.3% (6,939) of all children age 5 - 20 years; 17.9% (40,056) of adults age 21-64; and 43.6% (18,710) of adults age 65+ live with a disability.

Seniors and persons with disabilities may experience some challenges in addition to those of the general population. Just a few examples would be challenges related to employability, economic stability, mobility, and/or self-care.

The poverty rate of the general population in Greenville County is 10.5%. Senior populations (60+) experience a higher poverty rate of 14%. Poverty rates tend to increase as age increases: the poverty rate for those 60-64 is 9%; for those 65-74, it is 12.3%; and for those 75 and older, 21.7% live in poverty. Nineteen percent (9,322) of Greenville's 60+ population have a mobility or self-care limitation that can affect their ability to work. 31% (13,180) of Greenville residents 65+ are unemployed due to work disabilities.

Only 56.5% of adults age 20 -64 with a disability are employed compared to 79.6% of adults who do not have a disability

Explanation and Discussion

Increasing numbers of seniors are living longer, healthier and more productive lives. However, naturally through aging, seniors experience some limitations and deal with increasing issues and special needs. Some of these may include increasing limitations with mobility, self care, or health issues; increasing challenges with work and economic issues; increasing challenges with transportation; and increasing challenges with cost of medical care. With appropriate support systems and services in the county, seniors who may be experiencing some of these challenges can live a quality, productive lifestyle to their fullest potential.

Similarly, those experiencing a physical or mental disability face increased challenges of daily living. With appropriate support systems and services available, those with physical or mental limitations may be able to live a productive, quality lifestyle to their fullest potential.

Indicators

- Availability of tools, assistance, and support systems for special needs of seniors and persons with disabilities.

Outcomes

- Senior citizens receive tools and assistance necessary to remain secure, active, and contributing members of our community.
- Senior citizens facing increased physical and mental limitations have their special needs met while ensuring that their dignity and well-being are maintained.
- Children and adults experiencing physical or mental limitations receive support needed to live a quality, productive life.

Sources

- US Census Bureau 2000, Table DP-2
- South Carolina Mature Adults Count, 2001 County Report

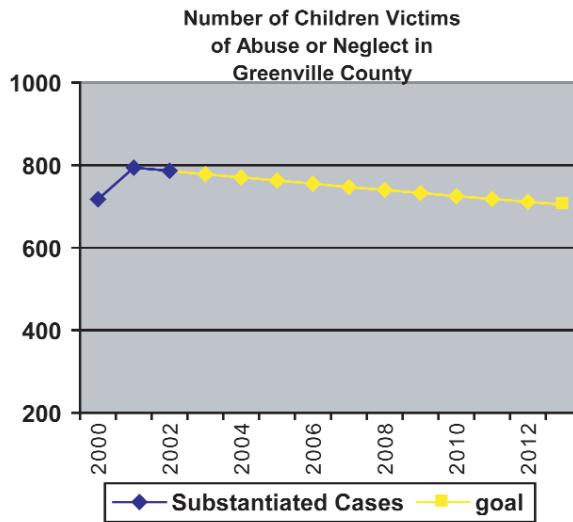
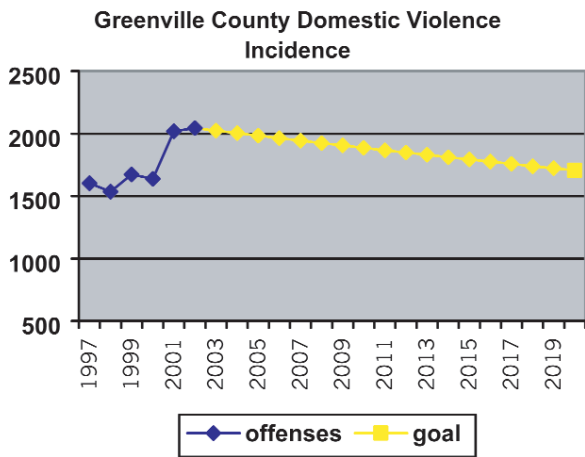
FAMILY VIOLENCE - ABUSE AND NEGLECT

Community Vision

All residents in Greenville County will reside in safe and nurturing environments.

Current State

Greenville County Sheriffs Office of Statistics indicate that reported offenses in criminal domestic violence cases have increased from 1,604 in 1997 to 2,044 in 2002 and arrests have increased from 1,229 in 1997 to 1,350 in 2002.



In 2000-2001, there were 1,568 investigations into reported cases of child abuse and neglect (this is up from 958 investigations in the previous year). Through its investigations, the Department of Social Services (DSS) determined that 516 of those did involve abuse or neglect: 22.0% for physical abuse, 7.5% for sexual abuse, 0.8% for mental injury, 23.2% for physical neglect, 5.3% were for educational neglect, 3.3% for medical neglect, and 37.2% for threat of harm from physical/sexual abuse.

In the 516 cases involving child abuse and neglect, DSS determined there were 794 (up from 717 in the previous year) children that were victims. Of these 51.5% were male, 48.5% were female, 63.4% were White, 36.7% were African-American and Other. By age, 38.6% were ages 0 - 5, 39.8% were ages 6 - 12, and 21.6% were ages 13 - 17. In the indicated cases, 36.0% of the children lived in two-parent families, 44.0% in single parent families, 14.5% with unmarried couples, and 5.5% in other circumstances. Statewide, DSS determined that there were 11,128 children who were victims of abuse or neglect in 2000 - 2001 in South Carolina.

Explanation and Discussion

Abuse rates are widely believed to be underreported, especially among the elderly and dependent adult population.

Abuse and neglect are extreme behaviors that frequently result in physical injury, emotional illness, or mental retardation. Victims of abuse and neglect often require long and costly treatment to heal. If left untreated, their future is greatly compromised.

Partner violence is a common occurrence. It is estimated that 25% of spouses and couples who live together experience abuse, and incidents are under-reported to law enforcement officials by about 50%. For these families, physical control, threats, and trauma become a routine part of family life and can have a detrimental effect on the development of the children in the family.

In addition to living with physical and emotional pain, abused children live in fear and learn to use force and violence to solve their problems at school and in our neighborhoods. Children learn that force and violence are acceptable in intimate relationships.

Younger dependent adults or adults who are mentally or physically impaired are dependent on another person, a care organization, or a care facility for personal health, safety, or welfare, and are at greater risk for abuse.

Indicators

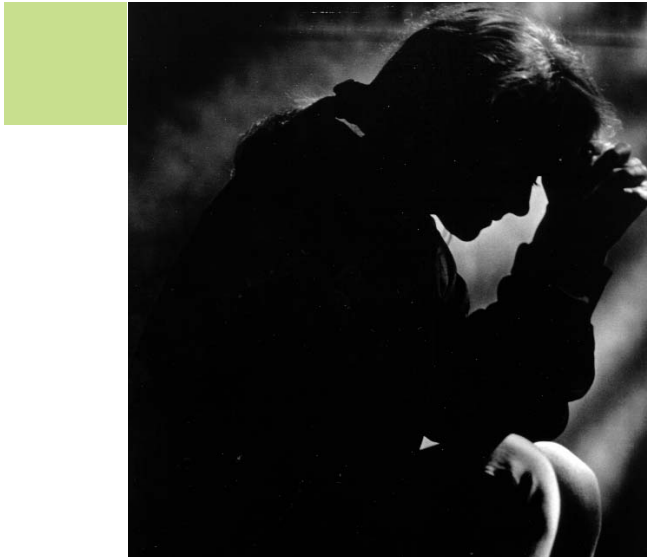
- # of domestic violence offenses in Greenville County
- # of children in Greenville County that are abused or neglected

Outcomes

- Offenses for domestic violence will decrease by 1% a year. Offenses will drop from 2,044 in 2002 to 1,886 offenses by 2010 and 1,705 by 2010.
- The number of children abused or neglected will fall by 1% a year from 794 in 2001 to 725 by 2010 and 655 by 2020.

Sources

- Greenville County Sheriff's Office
- SC Kids Count, 2003 County Report



Helping People in Crisis

The Greenville Community has a viable safety net of health and human services to ensure critical needs of all individuals and families are met.

Helping People in Crisis

The Greenville Community has a viable safety net of health and human services to ensure critical needs of all individuals and families are met.

EMERGENCY FOOD, SHELTER, CLOTHING, MEDICINE, AND EMOTIONAL SUPPORT

Community Vision

The Greenville Community will ensure that all Greenville residents have access to emergency assistance including food, clothing, safe shelter, and medications in times of crisis.

Current State

Helping people in times of need and crisis to meet basic life necessities such as food, clothing, safe shelter, medications, and economic support is a basic cornerstone of our community's commitment to caring.

Homelessness continues to be an elusive problem, both in terms of data regarding the situation as well as solutions to the issue. According to a recent local homelessness survey, there are about 767 homeless individuals at any one time in Greenville County. There are currently about 422 shelter beds. Hence, there is definitely a gap between need and supply. (Upstate Homeless Coalition)

Other sources have indicated that there are approximately 2,720 unsheltered homeless in the Greenville metro area and about 2,835 sheltered homeless at any one time. This totals to more than 5,500 individuals who need some sort of assistance (State Housing Finance and Development Authority).

The good news is that Greenville is a community of people who care. Greenville County residents continue to give more to their civic organizations than do their counterparts across the state and nation. According to the United Way of America, South Carolina residents gave \$15.77 per capita to United Way compared to a national average of \$16.50. Greenville's local per capita giving in 2000 was \$29.11, a 14% increase since 1997.

Through United Way partnering agencies, in 2002 311,145 meals were served, 2,301 homeless and persons in crisis were provided a bed and shelter. There are many other sources of services such as these that are not reflected in these numbers. Such services are an important piece of keeping our community going.

Explanation and Discussion

Safety net services are often difficult to track and measure. The nature of many of these services are based on immediate, short-term need, not long-term services. Generally individuals receiving services are not tracked and often, in the case of homeless individuals, are difficult to almost impossible to track in order to determine long term outcomes. The nature and purpose of these services, to meet immediate need, result in output data (such as numbers served, number of beds provided, etc.) as a more appropriate measure than long term outcomes.

Safety net services are important in order for a community to be able to readily respond to residents' basic needs

In the Community

- In a recent community survey, when asked about a list of community strengths, Greenville County residents indicated its top two community and neighborhood strengths were a sense of trust among neighbors and the willingness to help others out in times of need.
- Nearly half of all individuals (48.4%) volunteer outside the home and workplace with a primary focus on religious groups, children and youth activities, neighborhood groups and schools.

Source: 2003 Greenville Community Impact Needs Assessment general household telephone survey

in times of emergency and crisis. It is believed that success toward meeting the outcomes and goals set forth in other areas of the Community Impact Agenda, for example outcomes set for Economic Self-Sufficiency, should result in a decrease need for safety net services. However, it is unrealistic to believe that the need for safety-net services will completely go away. Therefore, support for safety net services has been incorporated as a part of the Community Impact Agenda as the community recognizes the importance of such services and the need for a community to be able to respond in emergency and crisis events for families and individuals.

Indicators

- Availability, support of, and access to emergency assistance to individuals and families in crisis

Outcomes

- Agencies and services provide emergency assistance to individuals and families in a timely manner.
- Emergency services are readily accessible throughout the county and are adequately supported through donations and volunteer service.
- Individuals have access to safe shelter when they are homeless or in crisis situations.
- All individuals and families in need have access to food, clothing, and other basic need assistance.
- A seamless system is in place to direct individuals where to go for basic need and emergency assistance through the maintenance of the 211 system.
- Those eligible for public assistance know of its existence and can easily access that assistance without stigma.

Sources

- SC State Homeless Coalition
- United Way of Greenville County



Appendix

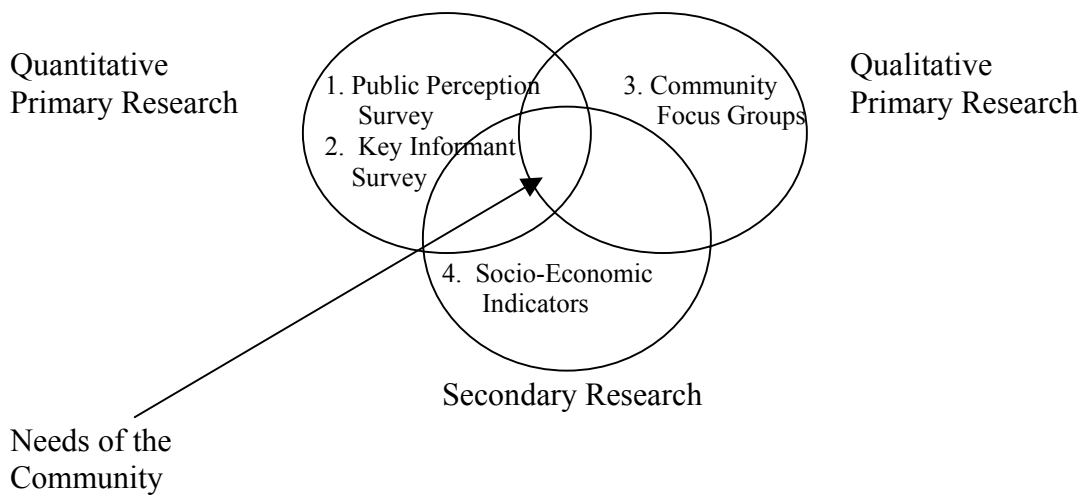


Overall Summary of Research Data

Study Methodology

Several tools and techniques were employed in order to most effectively conduct the community research. A toolkit, called COMPASS 2.0, inclusive of research software systems, was purchased through the United Way of America. COMPASS 2.0 is a “tried and true” community assessment system that has been successfully used in over 400 communities throughout the Nation. The tools included in COMPASS 2.0 were slightly modified by the research committee in order to be customized for Greenville County.

The research efforts were multi-faceted in order to get the best picture of Greenville as possible. Not only did the research committee gather secondary, socio-economic data on Greenville County, but also reached out to community residents to 1) hear from them what issues they believe their neighborhood and they, personally, are dealing with, 2) determine their perceptions on what Greenville’s strengths and challenges are, and 3) determine their perceptions on what Greenville’s most pressing needs are.

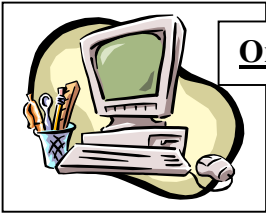


Household Telephone Surveys

- Purpose:
 - 1) Determine needs of Greenville County residents.
 - 2) Determine the public’s perceptions on Greenville’s strengths, challenges, and most pressing needs.

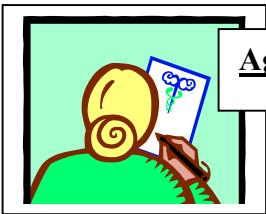
- Methodology: Surveyed a large representative sample of Greenvillians through a random household telephone survey.

- Results: 864 household telephone surveys were completed throughout the County. Distribution of the completed phone surveys was representative of the population distribution of the County.



On-line Survey

- Purpose:
 - 1) Determine needs of Greenville County residents.
 - 2) Determine the public's perceptions on Greenville's strengths, challenges, and most pressing needs.
 - 3) Increase awareness of the Community Impact Agenda research efforts through various media outlets.
- Methodology: The household telephone survey was restructured to an on-line survey format. The survey was hosted on WYFF News 4's web site (TheCarolinaChannel.com) and the United Way web site. WYFF reported a story about the survey to encourage residents to go to their website and participate in the survey.
- Results: 264 surveys were completed on-line by Greenville County residents.



Agency Client Surveys

- Purpose:
 - 1) Determine needs of individuals who receive services from United Way and other public agencies.
 - 2) Determine perceptions of those we serve on Greenville's strengths, challenges, and most pressing needs.
- Methodology: The household telephone survey was restructured to a paper survey format in both English and Spanish. Consultants worked with local agencies to distribute point of contact surveys to agency clients. Consultants were available at the time of survey distribution to assist clients who needed help reading and completing the survey.
- Results: 432 surveys were completed (58 of those in Spanish). Agencies participating in the client surveys included Center for Developmental Services, Department of Social Services, Greenville County Health Department, Greenville Literacy

Association, Greer Relief and Resources Agency, New Horizon Family Health Services, Senior Action, YMCA of Greenville, and YWCA.



Key Informant Surveys

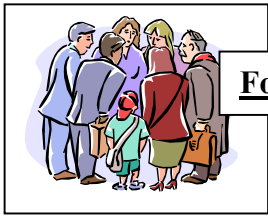
Key Informants are considered to be community and neighborhood leaders such as elected officials, business leaders, directors of service provider organizations, leaders from neighborhoods, etc. who because of their position or activity in the community can be important sources of “know-how”, leading players in community building, and/or whose decision-making may have large impact on the community.

- Purpose: Determine key informant’s perceptions on Greenville’s strengths, challenges, and most pressing needs.
- Methodology: The key informant survey was mailed to various individuals in the community.
- Results: 222 surveys were completed.



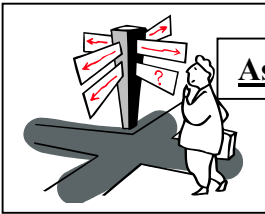
Socio-economic Indicator Scan

- Purpose: Gather indicator data on Greenville’s socio-economic climate.
- Methodology: A data scan was completed to gather socio-economic data from public sources and previous studies.
- Results: Socio-economic indicators were gathered at National, State, and local levels for the following areas: economy, education, environment, health, housing, leisure activities, safety, social capital, and transportation.



Focus Groups

- **Purpose:** To obtain qualitative information through dialogue with community groups to determine perceptions on Greenville’s strengths, challenges, and most pressing needs.
- **Methodology:** Groups were recruited through United Way funded agencies and Community Partners. Dialogue occurred between focus group participants and facilitators.
- **Results:** Six community focus groups were completed as the following: 1) West Greenville area, 2) Golden Strip area, 3) North Greenville area, 4) United Way donors, 5) a Hispanic group, and 6) an International group.



Asset Inventory

- **Purpose:**
 - 1) Develop a database of Greenville’s “assets” (resources and current community efforts) that can be built upon to meet Greenville’s most pressing needs.
 - 2) Determine Greenville’s current capacity to meet needs.
 - 3) Determine gaps in service.
 - 4) Use this information in developing the Community Impact Agenda and specific strategies to meet needs.
- **Methodology:** An asset-inventory survey was sent to various associations, service providers, foundations, and businesses.
- **Results:** 130 surveys were completed. Information from these surveys will be used at a later date for planning purposes.

Respondent Demographics

Gender

	Male	Female
Greenville County	49%	51%
General Household	35%	65%
On-line	57%	43%
Agency Client	25%	75%
Key Informant	55%	39%

Race

	White	African American	Other	Did Not Respond	Of Hispanic Origin*
Greenville County	78%	19%	3%		4%
General Household	83%	14%	3%	0%	3%
On-line	90%	5%	5%	0%	2%
Agency Client	49%	36%	14%	1%	13%
Key Informant	83%	10%	1%	6%	2%

*Hispanic Origin separate question from race category.

Education

	< High school	High school diploma or GED	Some college	2 year college degree	4 year college degree	Graduate degree
Greenville County	23%*	28%	21%	8%	20%	
General Household	7%	22%	12%	16%	26%	17%
On-line	4%	20%	27%	12%	26%	11%
Agency Client	22%	33%	19%	11%	10%	4%
Key Informant**	N/A	N/A	N/A	N/A	N/A	N/A

*Includes those who completed some high school, but no diploma. 8% have less than a 9th grade education.

** Key Informants were not asked education level, but occupation. The large majority of Key Informants' primary occupations were classified as executive, managerial, or professional with ½ working in non profit organizations and ½ in for-profit organizations.

Household Income

	< \$5,000	\$5,000-\$14,999	\$15,000-\$25,999	\$26,000 - \$44,999	\$45,000-\$64,999	\$65,000 - \$99,000	\$100,000 or above
General Household	2%	6%	11%	22%	22%	20%	17%
On-line	1%	4%	13%	23%	26%	20%	12%
Agency Client	27%	23%	20%	13%	7%	6%	4%
Key Informant*	N/A	N/A	N/A	N/A	N/A	N/A	

*Key Informants were not asked income level.

Note: Greenville County household income levels are broken down into different income categories (see page 3.4 of the Overview section). The median household income is \$41,149 and the median family household income is \$50,332.

Research consultants were used to complete portions of the research. Clemson University Research Lab conducted the household telephone surveys and constructed and maintained the on-line survey. Community Research Solutions conducted the focus groups and agency client surveys. United Way community impact staff conducted the asset inventory and key informant surveys. The Chamber of Commerce research staff conducted the socio-economic indicator data scan. The Community Research Committee provided oversight for the data analysis and final report construction.

Who We Are and What We Say....

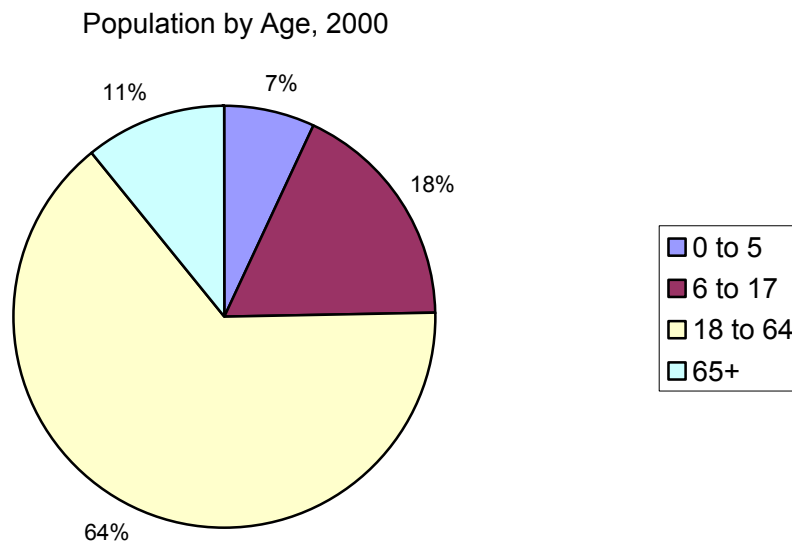
A Snapshot of Greenville

Greenville County

Demographics

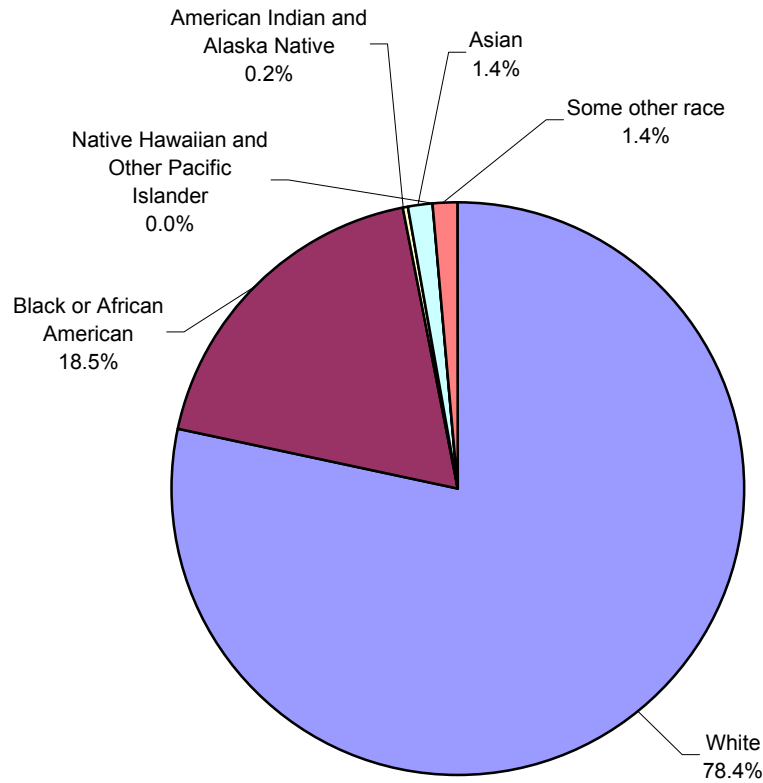
The 2000 Census indicates that the population of Greenville County has grown more than 18.5 percent since 1990, with 379,616 persons currently residing in the County. Of these individuals, approximately 49 percent are male and 51 percent female.

Greenville's population by age is as follows:



The fastest growing segment of the population since the 1990 Census is the 85+ category (slightly over 5,000), growing by more than 67 percent over the past ten years. However, the fastest growing category in numerical terms is the 45-54 age cohort, which grew by more than 17,000 persons during this time frame. Currently, there are more than 25,000 children under the age of 5 and more than 66,000 school-age children in the community.

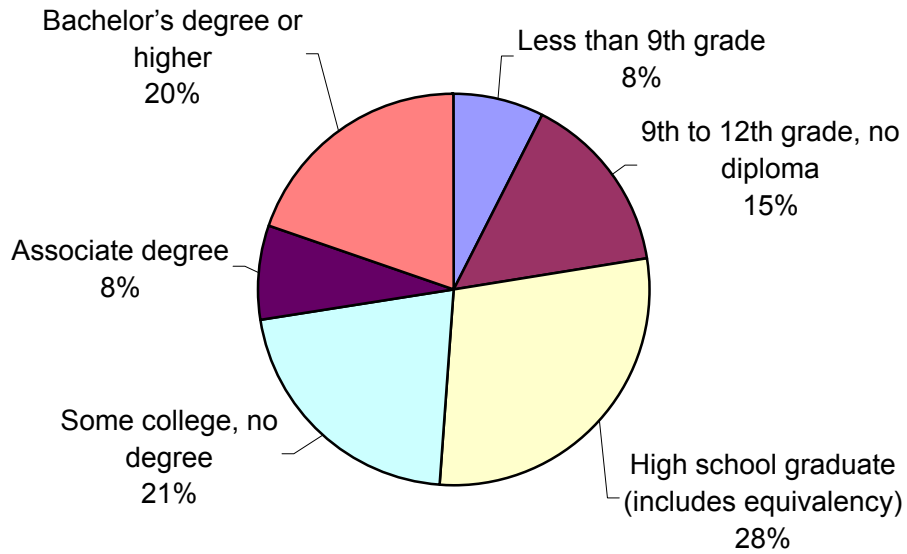
Racially, Greenville County is composed of the following segments.



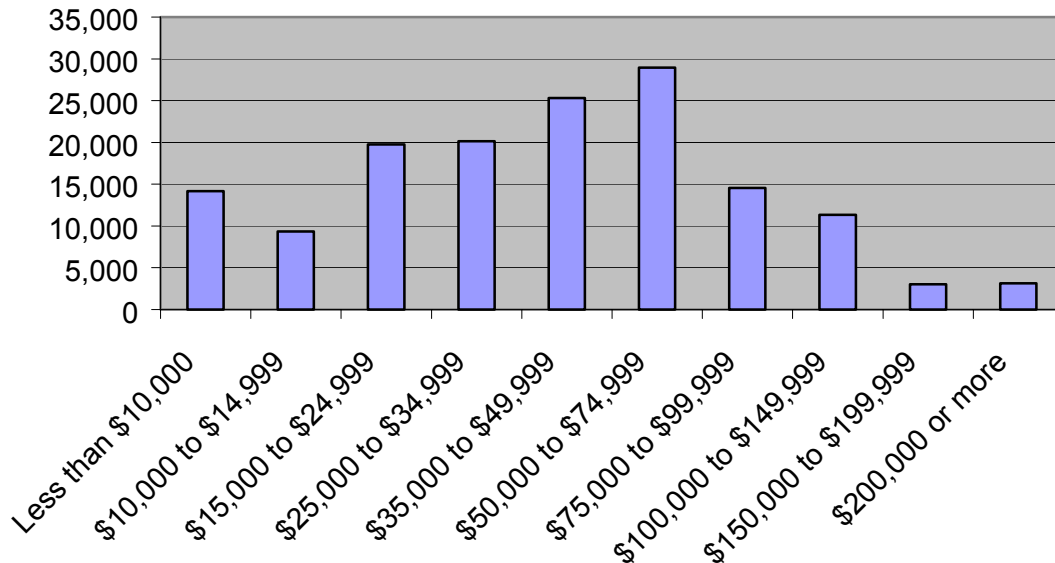
About four percent of the total population identifies itself as being of Hispanic descent, a significant increase since the 1990 Census. There has been an issue as to whether or not this group was undercounted in the most recent Census. In any event, the Hispanic population is one of the fastest growing segments of the Greenville population.

In terms of households, as of 2000, the majority in Greenville are married couple households (78,215 out of 149,566 households). Of these, approximately 44% have children under the age of 18. Slightly more than 7 percent of total households are composed of single women with children.

Greenville remains a fairly well-educated community. The 2000 Census showed the following educational attainment results for the age 25+ population:



In terms of income, Greenville County remains fairly well off compared to other counties in South Carolina. In 2000, the median household income was \$41,149 and the median family (i.e. households with children) income was \$50,332. Household income distribution for 2000 was as follows.



In Our Community

Through our key informant surveys, neighborhood and community leaders give their views on the Greenville Community. A major theme that was evident through key informant responses was the fact that one of our biggest strengths as a community is that our community, inclusive of all sectors, does a great job of *coming together to work productively to address critical community issues*. Other major strengths highlighted include *supporting and strengthening connections between families, neighborhoods and the whole community*, and *promoting positive relations among people of all races, genders, ages and cultures*.

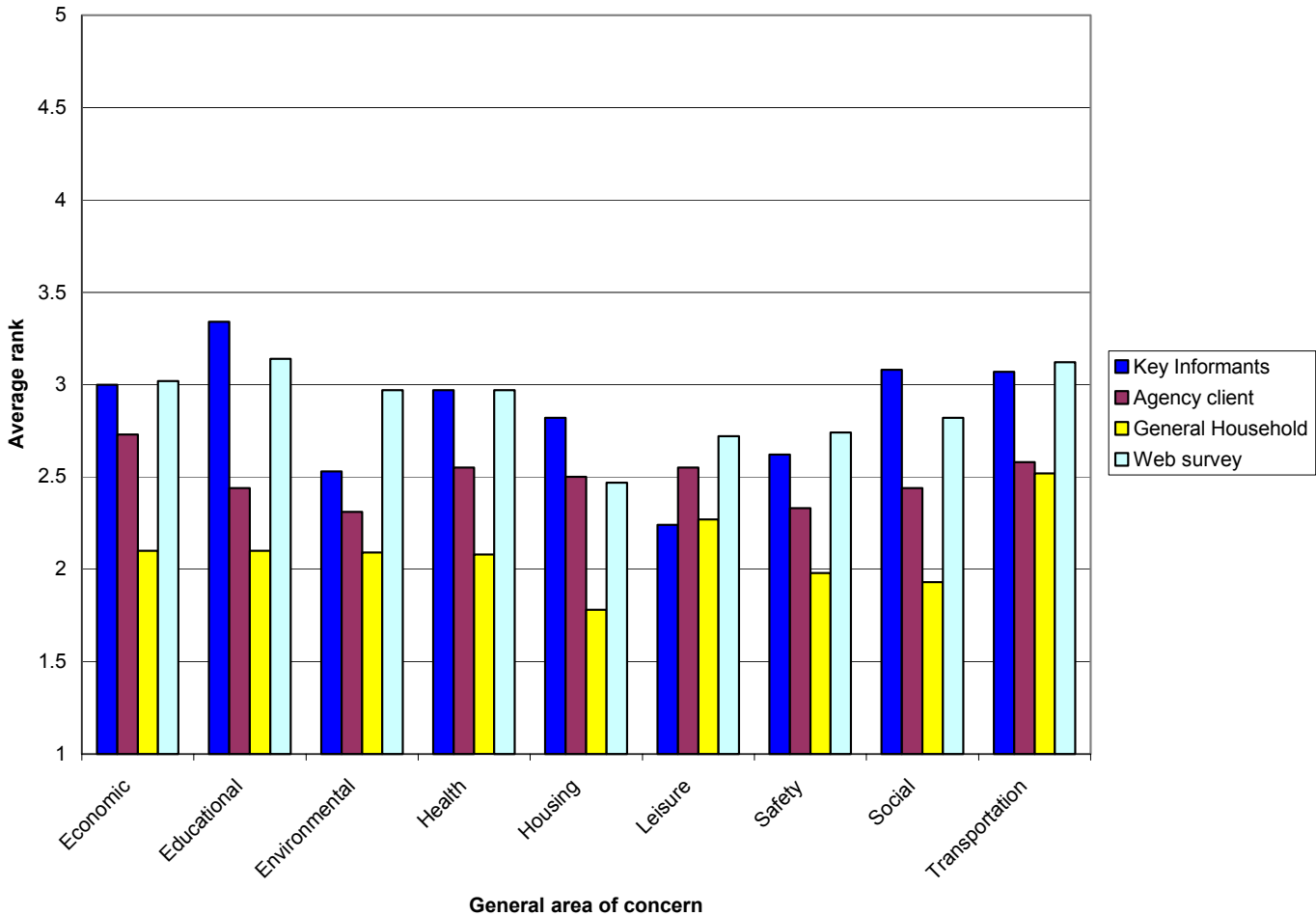
Areas indicated as weaknesses included the feeling that while our community and its leaders have a strong sense and desire for collaboration and working together, there lacks a sense of *common goals and a common, shared vision for the community*. In addition, key informants indicated the need for more dialogue and collaboration with inter-faith organizations on community issues.

A series of survey questions asked of Greenville County residents considers whether these sentiments are shared on the ground in the community. Results for our telephone and web survey samples were consistent with each other and indicated that Greenville County residents feel there is greater strength in their ability to trust one another, help each other and share common values than they do in their capacity to work together for common goals, participate in neighborhood activities with different types of people, or to gather together formally or informally.

An interesting result here is that while individuals saw little strength in their neighborhood's capacity to gather together formally or informally, there was still a sense of trust among neighbors and a feeling that neighbors help each other out in times of need.

When asked about general issues that our community is facing, respondents to key informant, general household telephone, on-line, and agency client surveys ranked issue areas on a scale from *not an issue* to *major issue*.

	Key informant	Agency client	General household telephone	On-line
Top Ranking Issue Area	Education	Economics	Transportation	Education
Lowest Ranking Issue Area	Leisure	Environment	Housing	Housing



*Social issues include issues such as teen pregnancy, racial/ethnic discrimination, family violence, and child care.

In Our Neighborhoods

Greenville residents were asked about their neighborhoods. General issues were broken down further into 28 specific challenge areas. Rank of most serious challenges according to type of survey respondent is below:

	Key informant survey	Agency client survey	General household telephone survey	Web survey
1.	Quality of education	Lack of jobs	Poor road/traffic conditions	Poor road/traffic conditions
2.	Inadequate public transportation	Affordable medical care	Quality of education	Quality of education
3.	Unemployment or underemployment	School dropout	Recreation facilities	Affordable medical care
4.	Poverty	Unemployment or underemployment	Inadequate public transportation	School dropout
5.	Affordable medical care	Alcohol and drug abuse	Affordable medical care	Unemployment or underemployment
6.	Affordable child care	Affordable child care	Crime	Crime
7.	Poor road/traffic conditions	Poor road/traffic conditions	Unemployment or underemployment	Lack of jobs
8.	Family violence	Affordable Housing	Alcohol and drug abuse	Alcohol and drug abuse
9.	Illiteracy	Crime	School dropout	Affordable child care
10.	Alcohol and drug abuse	Lack of cultural activities	Lack of jobs	Noise or other pollution
11.	Substandard Housing	Poverty	Noise or other pollution	Water or air pollution
12.	Quality child care	Shortage of recreational facilities	Lack of cultural activities	Teen pregnancy

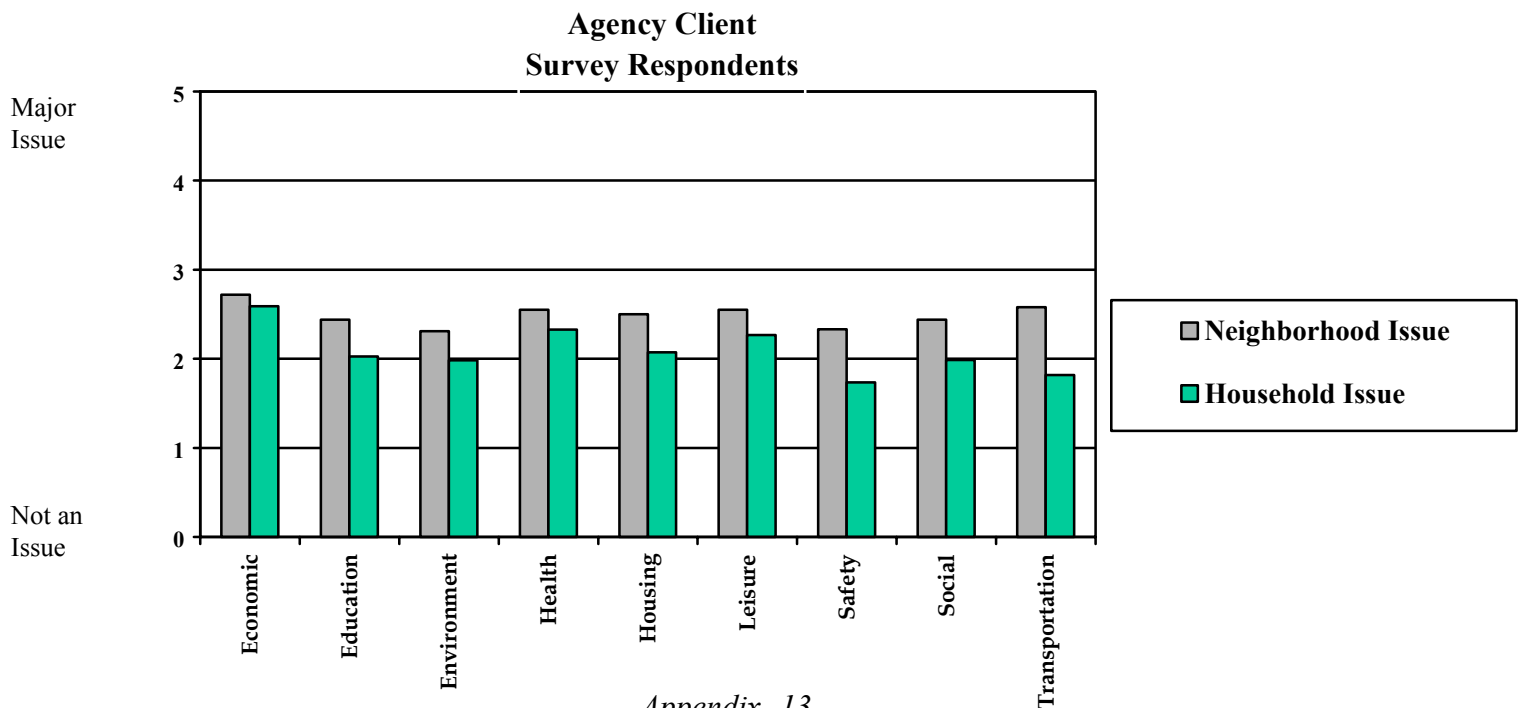
Rank of least serious neighborhood issues according to type of survey respondent

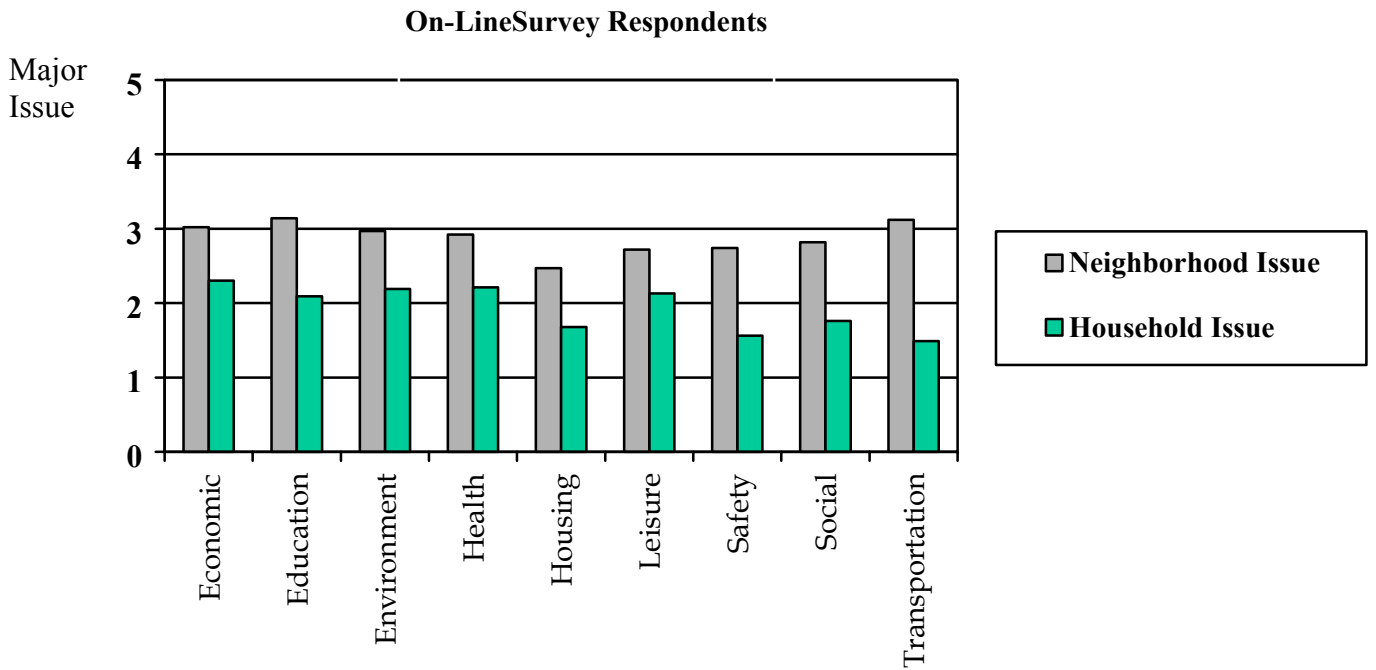
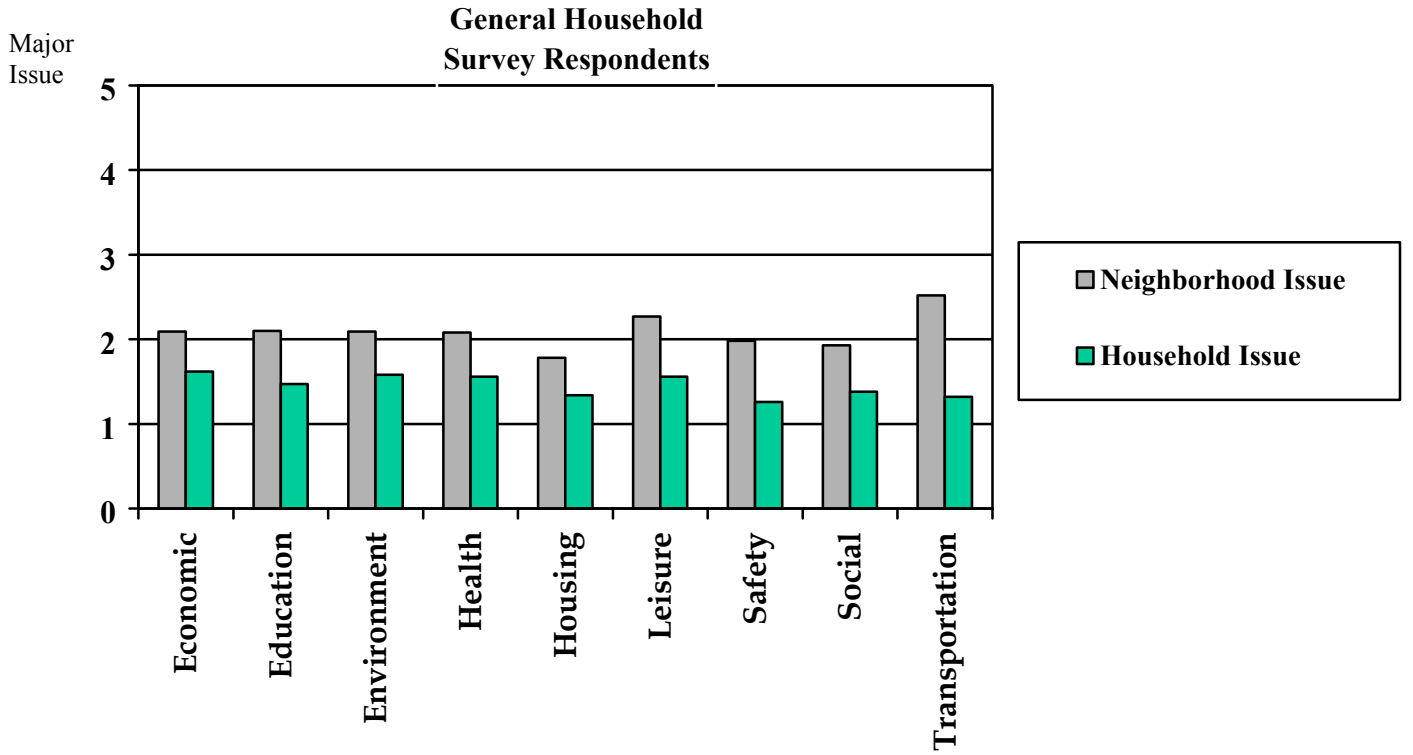
(1 = least serious)

	Key informant survey	Agency client survey	General household telephone survey	Web survey
1.	Lack of cultural activities	Gangs	Gangs	Gangs
2.	Expense of cultural activities	Unsafe schools	Overcrowded housing	Overcrowded housing
3.	Gangs	Overcrowded housing	Substandard housing	Substandard housing
4.	Overcrowded housing	HIV/AIDS	Illiteracy	Discrimination
5.	HIV/AIDS	Family violence/child abuse	Discrimination	HIV/AIDS

In Our Homes

In our survey of agency clients, as well as our household telephone and web surveys, residents were further asked about issues that someone in their household or they, themselves, personally struggle with. The purpose of this was to learn not only about what people think our neighborhoods struggle with, but also what individuals deal with in their own homes on a day-to-day basis.





Looking at the general areas of concern reported by telephone survey respondents, we see consistently lower levels of household concern than neighborhood level concern. At these lower levels, the relative ranking of the various areas remains basically consistent: economic, education, environmental, health and leisure are near the top of the list of household concerns as they were in the ranking of community concerns.

There is, however, one notable exception. While transportation concerns were at the top of the list of neighborhood concerns for telephone respondents, transportation issues are one of the lowest areas of concern with regard to their own household. At the neighborhood level, Greenville residents are quite concerned about inadequate public transportation and poor road and/or traffic conditions; this does not translate into an inability to get transportation for persons with a disability, elders, or self. It is also noteworthy that compared to the neighborhood level, safety concerns of households take a lower ranking, while social concerns are ranked higher as household challenges than as neighborhood challenges.

Among our web survey respondents we note very similar results. As was the case with neighborhood concerns, the average level of household concerns was higher for our web respondents than for our telephone respondents. And, as was the case with neighborhood challenges, the higher levels of household challenges found among our web survey respondents is presumably tied to the greater likelihood that concerned Greenville County residents would opt into the web survey, as well as the greater willingness of web survey respondents to select the “don’t know” option. At this higher level, however, the relative ranking of the various areas of concern closely mirrors that found among the phone survey respondents.

Below are the top twelve personal/household challenges for residents by survey respondent type:

Rank of most serious household issues according to type of survey respondent

	Agency client survey	General household telephone survey	Web survey
1.	Not enough money for medical care	Finding it difficult to budget	Anxiety, stress and depression
2.	Not being able to find work	Anxiety, stress and depression	Finding it difficult to budget
3.	Anxiety, stress and depression	Not having enough money for medical care	Children receiving quality education
4.	Finding it difficult to budget	Children receiving quality education	Not having enough money for medical care
5.	Not having enough money to buy needed clothes, shoes, etc	Experiencing noise or other pollution	Experiencing noise or other pollution
6.	Not having enough money to buy food	Not being able to find work	Not being able to find work
7.	Not having enough money for housing	No place to go for recreation	Not enough money for entertainment

	Agency client survey	General household telephone survey	Web survey
8.	Not enough money for legal help	Not enough money for legal help	Children or teens experiencing emotional or behavioral problems
9.	Not enough money for recreational activities	Not enough money for recreational activities	Not having enough money to buy needed clothes, shoes, etc
10.	Not enough money for entertainment	Not enough money for entertainment	Children being unsafe at school
11.	Not having a place to go for medical care	Experiencing air or water pollution	Not enough money for recreational activities
12.	Children or teens experiencing behavior or emotional issues	Not being able to care for a person with a disability, serious illness or an elder	Not enough money for legal help

In some regards, the most serious household issues were common across all three groups of respondents. Though there are slight differences in ranking, three issues were among the top five challenges for each group of respondents: 1) not having enough money for medical care, 2) anxiety, stress and depression and 3) finding it difficult to budget. Beyond this similarity, there are differences that distinguish the agency client survey respondents and reflect the level of need that let them to seek assistance in the first place. A “concern for quality education” and “noise or other pollution” rounded out the top five household challenges for the phone and web survey respondents. By contrast, “not being able to find work” and “not having enough money to buy needed clothes, shoes, etc.,” were included among the most pressing household issues facing agency clients. Not being able to find employment ranked at the sixth spot for Greenville County participants in the phone and web surveys, but not having enough money for apparel was not included among the top ten concerns of phone respondents and was ranked ninth among web survey respondents. Furthermore, not having enough money for food and not having enough money for housing were ranked sixth and seventh among agency clients, but were not included among the top ten household challenges in our phone and web surveys of the general population.

Greenville County residents from each group of respondents were *least* concerned about the following household challenges:

Rank of least serious household issues according to type of survey respondent
(1 = least serious)

	Agency client survey	General household telephone survey	Web survey
1.	Gangs	Gangs	Gangs
2.	Physical conflict/abuse	Physical conflict/abuse	Physical conflict/abuse
3.	Discrimination	Difficulty reading	Transportation for self
4.	Transportation for self	Discrimination	Difficulty reading
5.	Crime	Transportation for self	Overcrowded housing

Gangs, physical conflict/abuse, and transportation for one's self were issues of little household concern to all three groups. Interestingly, crime was also among the lowest ranked issues for agency clients. Discrimination is also near the bottom of the list for agency clients as well as respondents to the telephone survey. Among telephone and web survey respondents difficulty reading was of little household concern, while web survey respondents stood out for the low ranking they gave to overcrowded housing.

For Further Thought...

When asked about civic responsibility and participation....

Nearly half of all individuals (48.4%) volunteer outside the home and workplace with a primary focus on religious groups, children and youth activities, neighborhood groups and schools.

Greenville County residents continue to give more to their civic organizations than do their counterparts across the state and nation. According to the United Way of America, South Carolina residents gave \$15.77 per capita to United Way compared to a national average of \$16.50. Greenville's local per capita giving in 2000 was \$29.11, a 14% increase since 1997.

83% of individuals reported voting; however, only approximately 50% believe they have some ability to affect change in the community.

More than 218,000 Greenville County residents were registered to vote in the 2000 election. This represents a 28% change since the 1996 election. However, the number of registered voters actually voting decreased from 74% to 67%.

We always stay a month behind on all our bills due to our bills being bigger than any check we make...so we juggle...we get some food stamps but honestly its not enough, but we are thankful we get that...our children have no Christmas... The curse of no dream ever coming true is so depressing when you know there is nothing left its disheartening. Let's just say hope is a strong motivator so if you really want to help people find hope for them.

(Male respondent, age 35-54)

TO GET ADDITIONAL COPIES OF THIS PUBLICATION...

The *Community Impact Agenda* will be available for free download on the United Way of Greenville County's web site (www.unitedwaygc.org) beginning in August 2003. Additional hard copies of the Community Impact Agenda are available for purchase (\$12 each) while supplies last. If you would like to place an order, please call Shannon Owen at (864) 467-3545.

The *Greenville Community Research Report: An Overview of Greenville County*, the document containing the data used to create the Community Impact Agenda, will also be available for free download at www.unitedwaygc.org beginning in August 2003.



United Way
OF GREENVILLE COUNTY

301 University Ridge, Suite 5300
Greenville, SC 29601-3672
(864) 467-3333
www.unitedwaygc.org