

## Statewide 211 Traffic Overview



**Total Calls**  
**68,673**  
**+16%\***



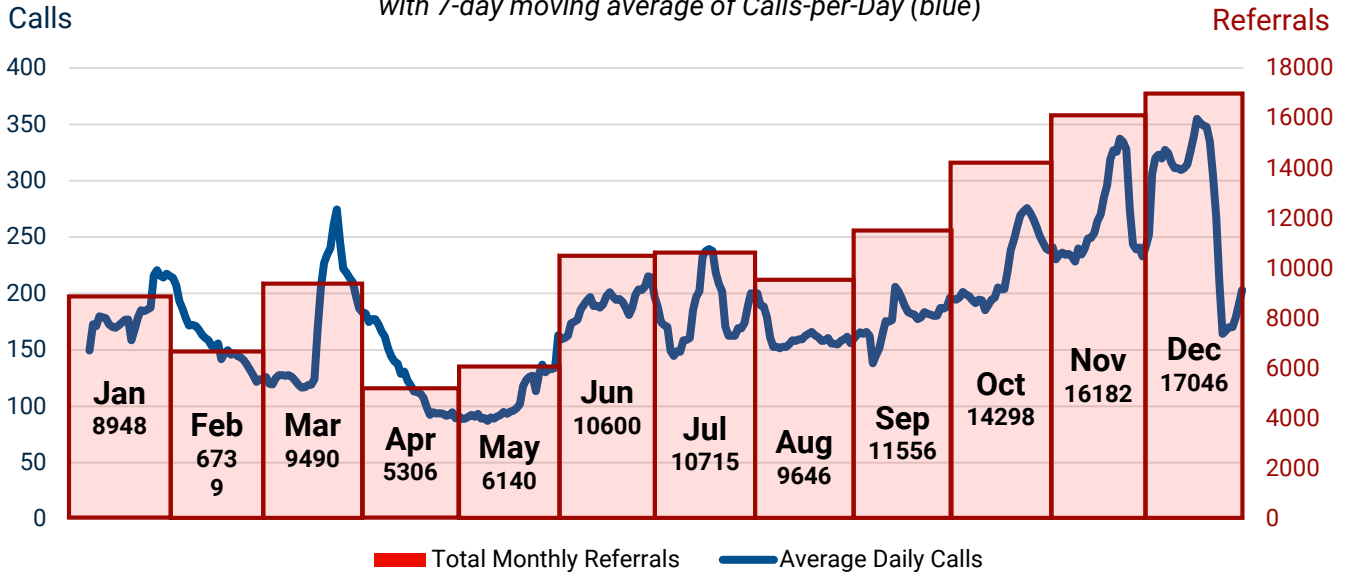
**Total Referrals**  
**126,674**  
**+37%\***



**Website Visits**  
**121,749**  
**+31%\***

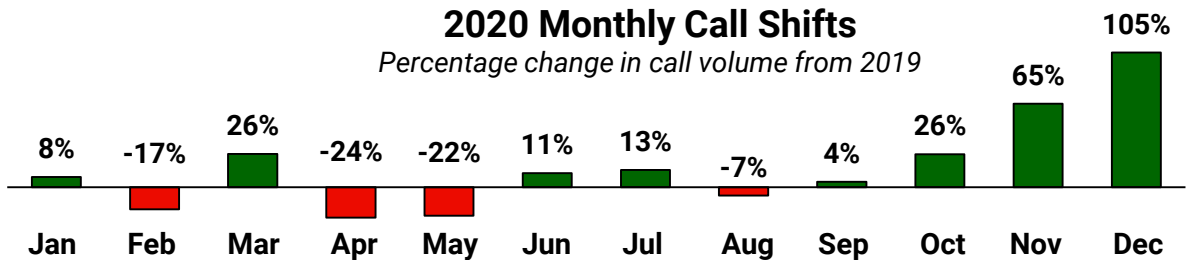
### Statewide Monthly Referrals (red)

with 7-day moving average of Calls-per-Day (blue)



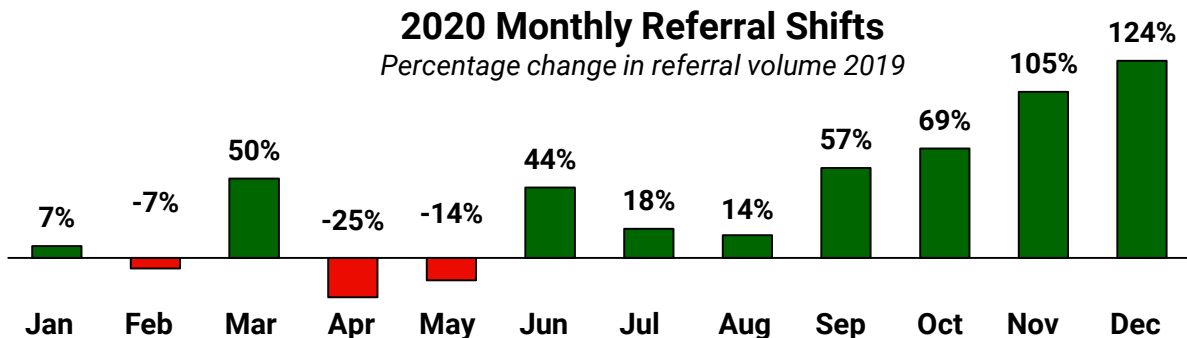
### 2020 Monthly Call Shifts

Percentage change in call volume from 2019



### 2020 Monthly Referral Shifts

Percentage change in referral volume 2019

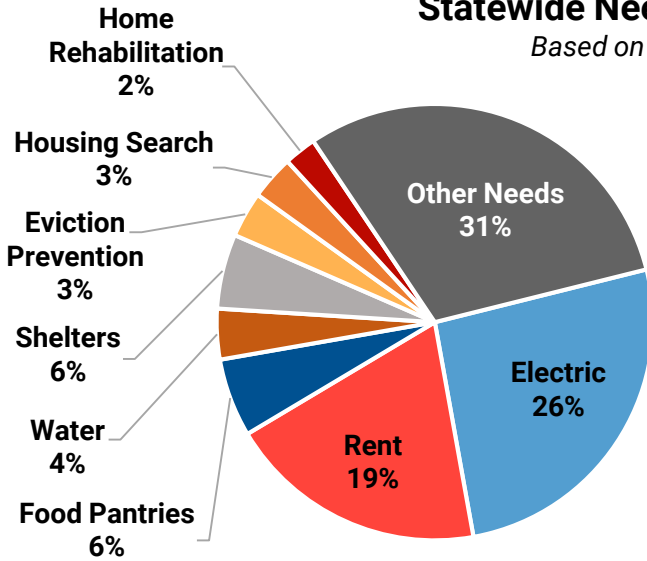


\* Compared to 2019

# Statewide Needs Overview

## Statewide Needs Breakdown

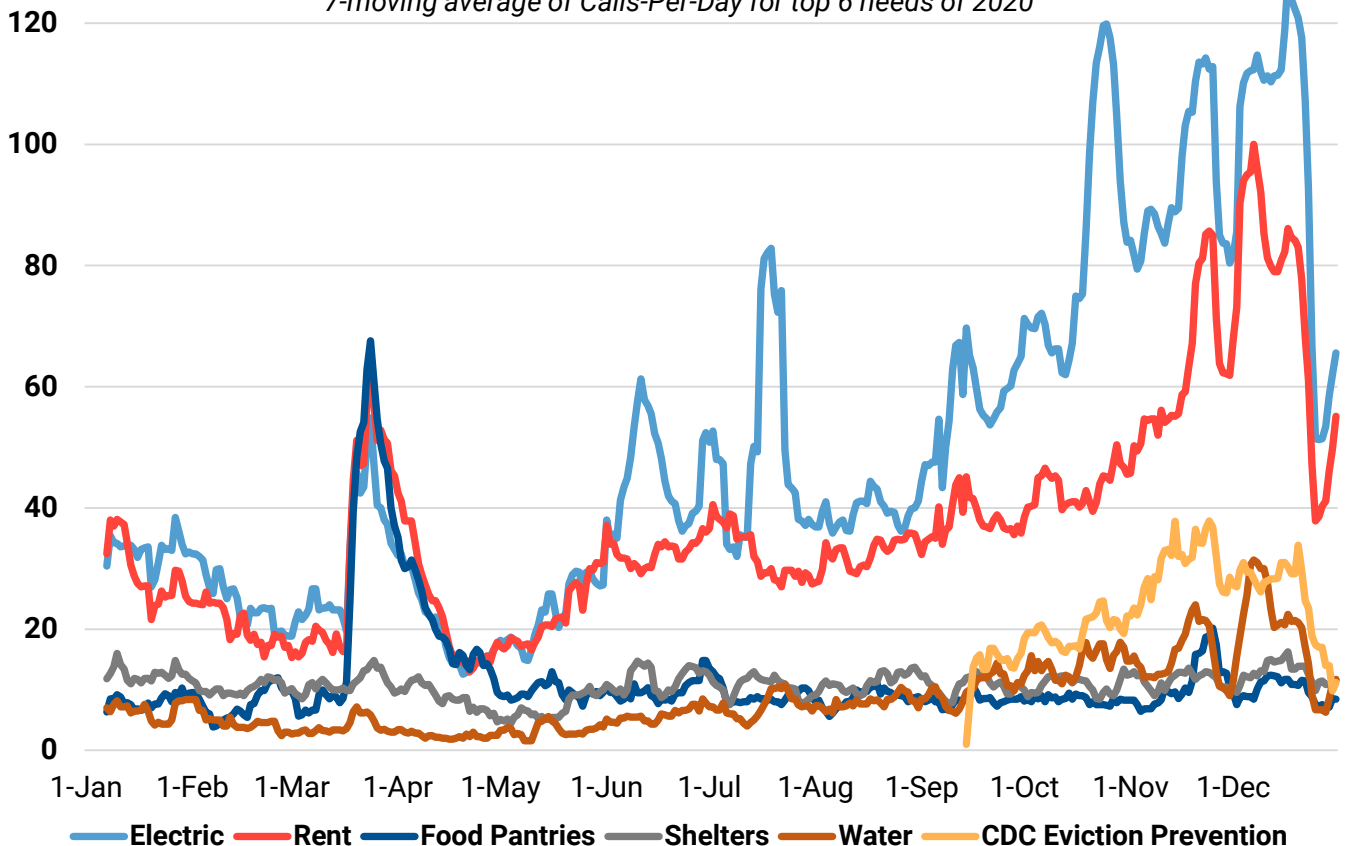
Based on Calls, 2020



Need	Calls	Referrals	Change*
Electric Assistance	18230	44709	<b>+88%</b>
Rent Assistance	13489	27859	<b>+62%</b>
Food Pantries	4064	10618	<b>+40%</b>
Water Assistance	2624	6087	<b>+81%</b>
Shelters	3876	6074	-13%
CDC Eviction Prevention	2370	2211	<b>New Program</b>
Housing Search	2291	3352	-27%
Home Rehabilitation	1676	2500	-16%
Other Needs**	21356	23264	-6%

## Daily Call Shifts - Top Needs

7-moving average of Calls-Per-Day for top 6 needs of 2020

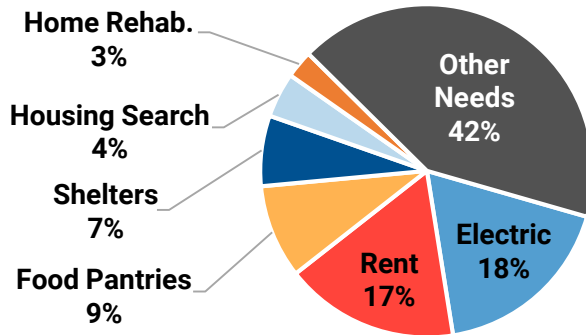


\*Based on calls, compared to 2019

\*\*Other Needs includes a large spectrum of services, including legal, health and mental health, clothing, benefits, and tax help

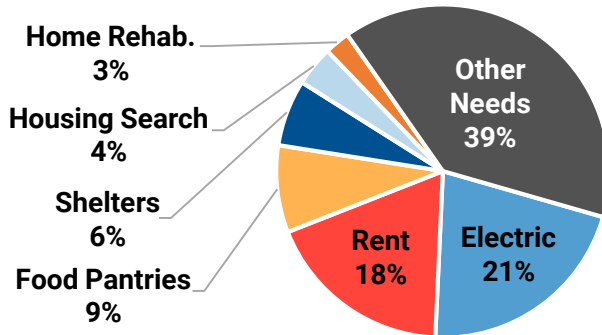
## Statewide Quarterly Needs Overview

**Q1**



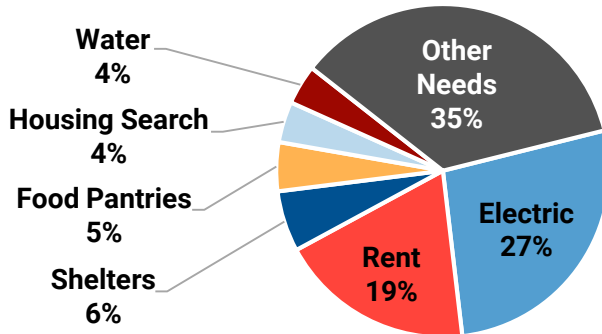
Need	Calls	Change*
Electric Assistance	2604	+9%
Rent Assistance	2446	+59%
Food Pantries	1313	+87%
Shelters	988	-11%
Housing Search	629	-27%
Home Rehabilitation	388	-28%
Other Needs	6068	-10%
<b>All Calls</b>	<b>15263</b>	<b>+4%</b>

**Q2**



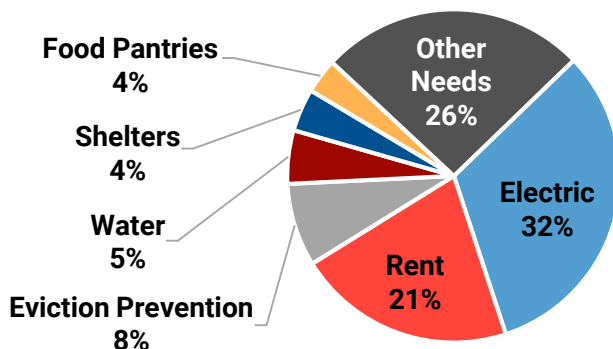
Need	Calls	Change*
Electric Assistance	2727	+40%
Rent Assistance	2346	+22%
Food Pantries	1083	+66%
Shelters	826	-29%
Housing Search	496	-46%
Home Rehabilitation	315	-43%
Other Needs	5018	-15%
<b>All Calls</b>	<b>12869</b>	<b>-11%</b>

**Q3**



Need	Calls	Change*
Electric Assistance	4451	+69%
Rent Assistance	3125	+27%
Shelters	974	-18%
Food Pantries	781	+3%
Housing Search	653	-15%
Water Assistance	635	+49%
Other Needs	5853	-5%
<b>All Calls</b>	<b>16033</b>	<b>+4%</b>

**Q4**



Need	Calls	Change*
Electric Assistance	8448	+207%
Rent Assistance	5572	+132%
CDC Eviction Prevention	2117	<i>New Program</i>
Water Assistance	1363	+228%
Shelters	1088	+9%
Food Pantries	887	+13%
Other Needs	6782	+12%
<b>All Calls</b>	<b>23617</b>	<b>+38%</b>

\*Based on calls, compared to 2019

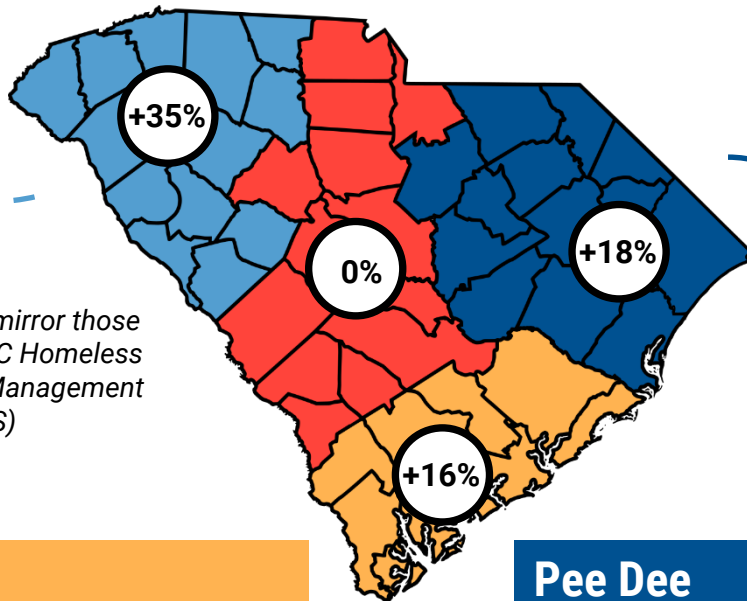
## 211 Regional Needs Overview

### Upstate

Need	Calls	Change*
Electric Assistance	6534	<b>+166%</b>
Rent Assistance	4862	<b>+118%</b>
Food Pantries	1117	<b>+28%</b>
Shelters	1013	-21%
Water Assistance	979	<b>+173%</b>
Housing Search	812	-15%
CDC Eviction Prevention	716	<b>New Program</b>
Home Rehabilitation	428	-20%
Gas Assistance	375	<b>+162%</b>
<b>All Calls</b>	<b>23828</b>	<b>+35%</b>

### Midlands

Need	Calls	Change*
Electric Assistance	4290	<b>+26%</b>
Rent Assistance	3540	<b>+21%</b>
Shelters	1282	-17%
Food Pantries	1217	<b>+36%</b>
CDC Eviction Prevention	664	<b>New Program</b>
Housing Search	598	-36%
Home Rehabilitation	471	<b>+3%</b>
Water Assistance	424	<b>+4%</b>
Mortgage Assistance	272	<b>+2%</b>
<b>All Calls</b>	<b>15128</b>	<b>0%</b>



Map regions mirror those used by the SC Homeless Information Management System (HMIS)

### Lowcountry

Need	Calls	Change*
Electric Assistance	5165	<b>+104%</b>
Rent Assistance	3583	<b>+51%</b>
Water Assistance	1004	<b>+102%</b>
Food Pantries	965	<b>+31%</b>
Shelters Assistance	902	-12%
CDC Eviction Prevention	742	<b>New Program</b>
Housing Search	530	-31%
Home Rehabilitation	485	-28%
Mortgage Assistance	247	-8%
<b>All Calls</b>	<b>15132</b>	<b>+16%</b>

### Pee Dee

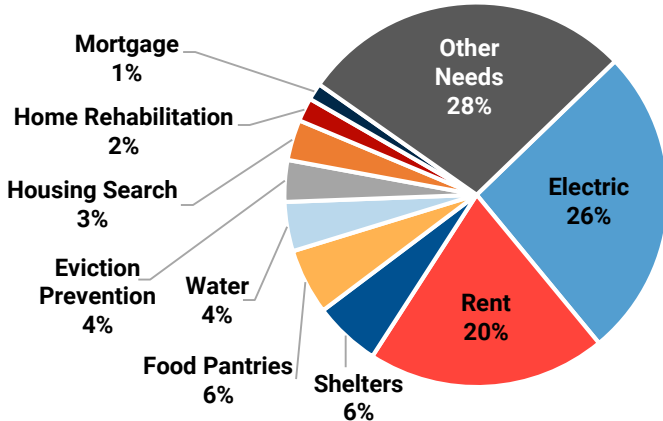
Need	Calls	Change*
Electric Assistance	2229	<b>+68%</b>
Rent Assistance	1487	<b>+91%</b>
Food Pantries	760	<b>+91%</b>
Shelters	666	<b>+11%</b>
Housing Search	343	-28%
Home Rehabilitation	291	-13%
CDC Eviction Prevention	247	<b>New Program</b>
Water Assistance	215	<b>+15%</b>
Mortgage Assistance	149	<b>+60%</b>
<b>All Calls</b>	<b>7701</b>	<b>+18%</b>

\*Based on calls, compared to 2019

## Urban vs. Rural Needs Overview\*\*

### Metropolitan Areas

Urban areas with a combined population of 50K+

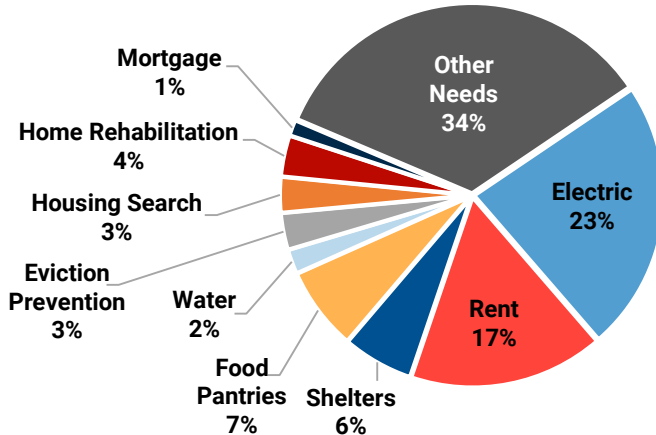


Includes cities like Columbia, Myrtle Beach, Florence, Greer, and Summerville. 81% of calls

Need	Calls	Change*
Electric Assistance	14906	+88%
Rent Assistance	11417	+55%
Shelters	3184	-14%
Food Pantries	3141	+34%
Water Assistance	2353	+85%
CDC Eviction Prevention	1990	New Program
Housing Search	1938	-28%
Home Rehabilitation	1129	-22%
Mortgage Assistance	811	+19%
<b>All Calls</b>	<b>39275</b>	<b>+21%</b>

### Large Rural Areas

Areas with a combined population of 10K-50K

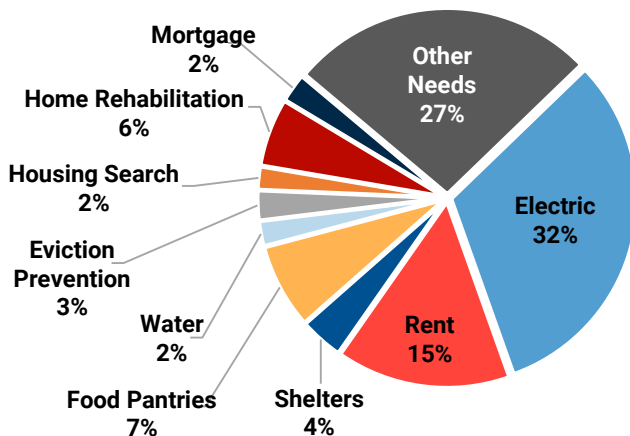


Includes cities like Orangeburg, Seneca, Union, Dillon, and Lancaster. 12% of calls

Need	Calls	Change*
Electric Assistance	2021	+105%
Rent Assistance	1450	+117%
Food Pantries	620	+57%
Shelters	527	-7%
Home Rehabilitation	305	-9%
CDC Eviction Prevention	273	New Program
Housing Search	265	-18%
Water Assistance	182	+70%
Mortgage Assistance	118	+42%
<b>All Calls</b>	<b>5952</b>	<b>+29%</b>

### Small Rural Towns

Towns not connected to a larger area



Includes towns like St. George, Lake City, Saluda, Marion, and Barnwell. 6% of calls.

Need	Calls	Change*
Electric Assistance	1293	+60%
Rent Assistance	617	+112%
Food Pantries	300	+88%
Home Rehabilitation	241	+8%
Shelters	154	-14%
CDC Eviction Prevention	106	New Program
Mortgage Assistance	102	+23%
Housing Search	82	-34%
Water Assistance	89	+27%
<b>All Calls</b>	<b>2769</b>	<b>+28%</b>

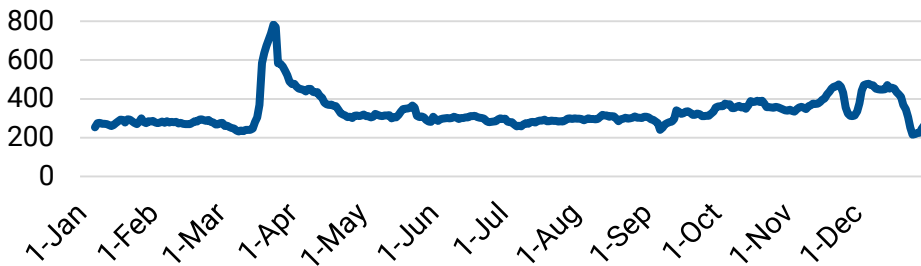
\*Based on calls, compared to 2019 \*\* Places coded using Rural-Urban Commuting Area Cat. B

## Web Traffic Overview

The multi-year trend of growing traffic to SC211.org accelerated in 2020. Users, sessions, pageviews, and session duration increased significantly from 2019. **Sessions were up 31%**, compared to a 6% increase in 2019. **Pageviews rose 45%** in 2020 after falling slightly in 2019.

<b>Users:</b>	<b>90,501</b>	<b>+20% *</b>
<b>Sessions:</b>	<b>121,749</b>	<b>+31% *</b>
<b>Pageviews:</b>	<b>559,941</b>	<b>+45% *</b>
<b>Avg. Duration:</b>	<b>3:42 min</b>	<b>+37% *</b>

Average Daily Sessions at SC211.org



**Mobile Users**  
**51%**



**Desktop Users**  
**47%**

## Resource Overview

At the end of 2020, the SC 211 database contained **2,822** operational provider records which offered **10,329** specific programs of services. During 2020, the 211 team added a significant number of resources. About 10% of the database was newly added in 2020 (**300 providers** and **1,327 programs**).

As they expanded 211 resources, the team prioritized high-demand services such **Food Pantries, Employment, Rent, and Utility Assistance**, resulting in strong growth in these areas. These efforts had a positive impact on callers throughout the state, as communities responded to fallout from the COVID-19 crisis.

Service Description	# Added	Change*
Food Pantries	118	<b>+51%</b>
Employment Preparation	42	<b>+62%</b>
Job Finding Assistance	41	<b>+36%</b>
Employment Programs	39	<b>+30%</b>
Electric Assistance	24	<b>+20%</b>
Gas Assistance	24	<b>+34%</b>
Rent Assistance	20	<b>+39%</b>
Holiday Programs	19	<b>+38%</b>
Water Assistance	16	<b>+21%</b>
Community Action Agencies	13	<b>+17%</b>

### Provider Count by Service Category



- Basic Needs
- Consumer Services/Tax
- Legal & Criminal Justice
- Education
- Public Health/Safety
- Health Care
- Income Support
- Individ. & Family Life
- Mental Health
- Organizational Services

\*Compared to 2019