



Virginia

PLANNING DISTRICT REPORT 2023

CENTRAL REGION
PLANNING DISTRICTS 11, 12



The logo for 2-1-1 Virginia, featuring the numbers '2-1-1' in white on a blue speech bubble background with a red and blue tail.

2-1-1

Virginia

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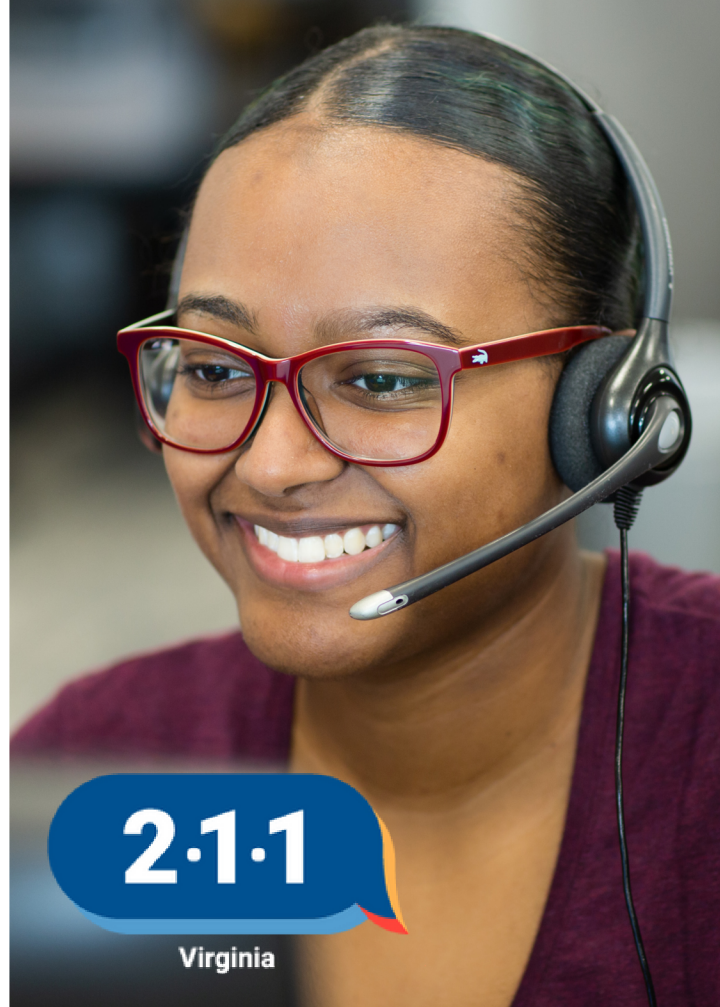
WHO WE ARE

211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.



- Established in the Code of Virginia in 1984
- 211 number launched in 2006
- Maintains a resource directory of 16,000+ programs across the Commonwealth and beyond
- A nationally accredited source for referrals to government, nonprofit, and faith-based agencies

FREE AND CONFIDENTIAL
ACCESSIBLE 24/7/365 DAYS A YEAR
AVAILABLE IN 200+ LANGUAGES



CODE OF VIRGINIA (§§ 63.2-222)

There shall be created a statewide human services information and referral system designed to:

- Collect and maintain accurate and complete resource data statewide
- Link citizens needing human services with appropriate community resources
- Assist in planning for human services delivery at the local, regional, and state levels
- Provide information to assist decision-makers in allocating financial resources and other resources to respond to state and local human service priorities

WAYS TO CONNECT



Dial 211
or (800) 230-6977



Text CONNECT
to 247211
message and data rates may apply.



Live Chat and Email
available at 211virginia.org

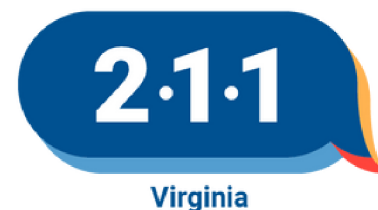


Searchable
Online Directory
available at 211virginia.org

For more information about 211 Virginia, please contact (804) 567-0039.

211 Virginia is a contracted service of the Virginia Department of Social Services.
Credits // Prepared by the Council of Community Services based in Roanoke, VA, the main contractor of 211 Virginia.

Part of 211 Virginia's mission is to provide information to assist decision-makers in allocating financial and other resources to respond to local human service priorities. 211 Virginia handles daily contacts from city and county residents in need across the state, collecting regional information that can be instrumental in planning for human services delivery in your locality.



What sets apart 211 Virginia's work is **we're always collecting data** on every contact, providing actual numbers of those in need in your area, even when solutions are not readily available. We track trends and shifts over time for the entire state, offering a unique vantage point without losing sight of the regional data. This information proves valuable for planning districts in allocating funding, applying for grants, and understanding the most pressing needs of each community.

We invite you to explore the attached report, which offers insights from the last year for Virginia's planning districts (January 1st, 2023, to December 31st, 2023). Throughout the report you will find definitions of terms and helpful tips on interpreting the data. In our ongoing commitment to provide valuable insights, we look forward to engaging in a meaningful dialogue about how 211 Virginia can assist those in positions to make a significant impact.

Whether your community is predominantly rural or urban, our dedication remains steadfast in facilitating positive change and ensuring citizens have access to the necessary support and services.

NEXT STEPS

- **Request additional data.** If you'd like detailed or customized data information, contact Robert Morrow, Director of Data Analytics, at robertm@councilofcommunityservices.org.
- **Contribute to the strength of 211 Virginia** by ensuring eligible agencies list their information in our database. For guidance and additional details, contact Amanda Holcomb, Director of Community Engagement, at amandah@councilofcommunityservices.org.
- **Explore the potential utilization of 211 Virginia for your planning district.** Whether it's the frequency of reports or the promotion of initiatives and programs, contact Margaret Telsch-Williams, Director of Information and Referral Services, at margarettw@councilofcommunityservices.org.

211 VIRGINIA STATEWIDE OVERALL



Virginia



Contacts:

Calendar Year 2022: 115,975
Calendar Year 2023: 116,576
Percent Change: +1%

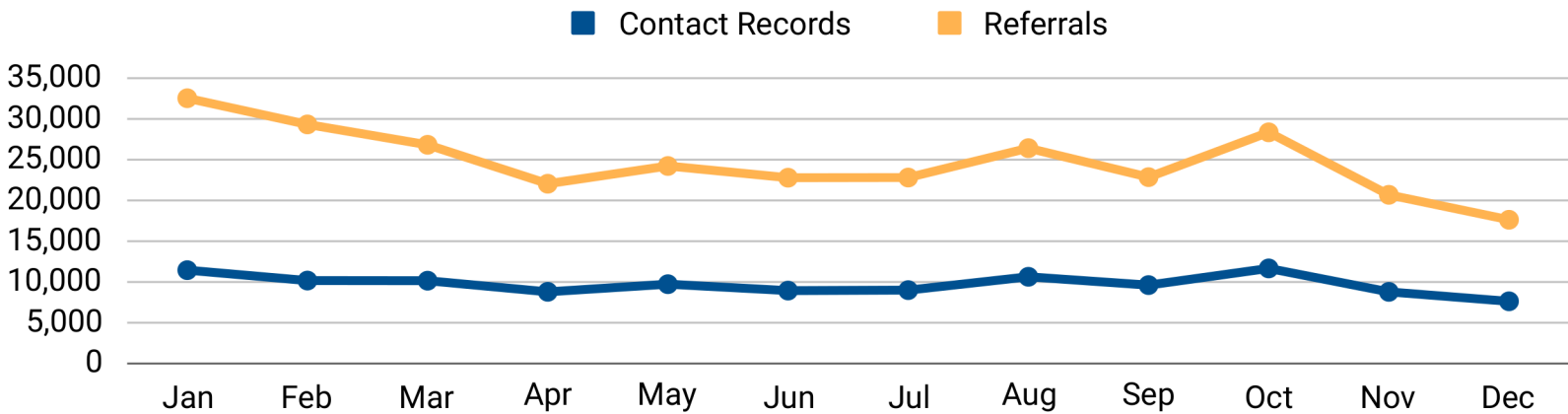
Contacts: Whether by phone, email, chat, or text, every contact is counted. The number of contacts represents the amount of need in your area.



Referrals:

Calendar Year 2022: 310,688
Calendar Year 2023: 296,521
Percent Change: -5%
2023 Referral Rate: 2.84

Referrals: Each agency program name we're able to provide to someone is considered a referral, and referrals represent the amount of assistance available.



Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.



116,576
requests
for help.

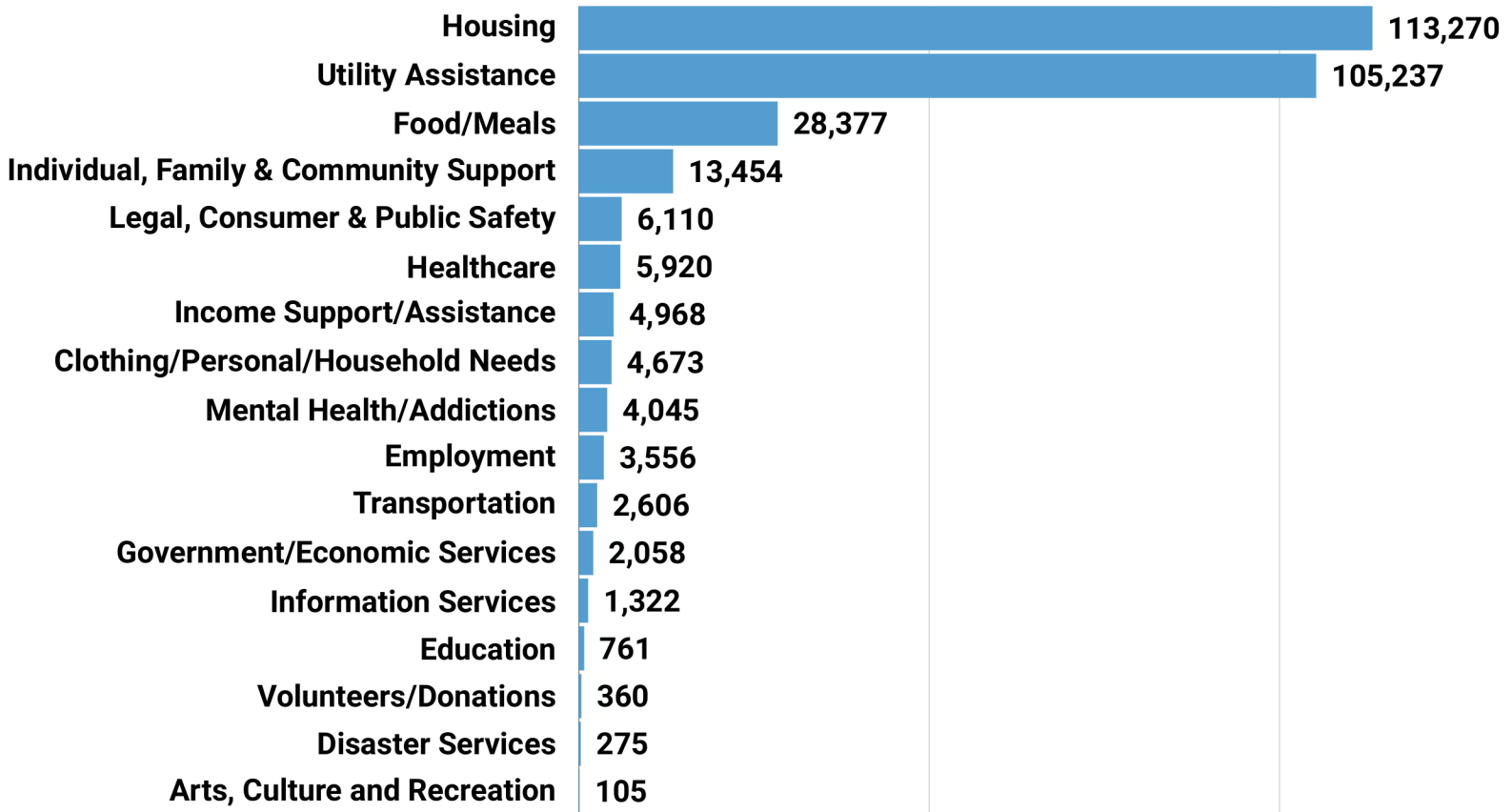


296,521
referrals to
helping programs
and services.



85,964
unique
inquirers.

2023 Requests by Needs Categories



Requests by Needs Category: The 211 Virginia database is initially segmented into broad categories reflecting the overall type of help requested.

Top 10 Search Terms

Referrals

Financial Aid Electric	85,811
Financial Aid Rent Assistance	38,688
Homelessness Prevention	22,980
Food Pantry	24,051
Housing Search	11,934
Financial Aid Water	9,208
Homeless Central Intake	8,232
Financial Aid Gas	8,892
Housing Subsidized	8,726
Shelter Homeless	7,928

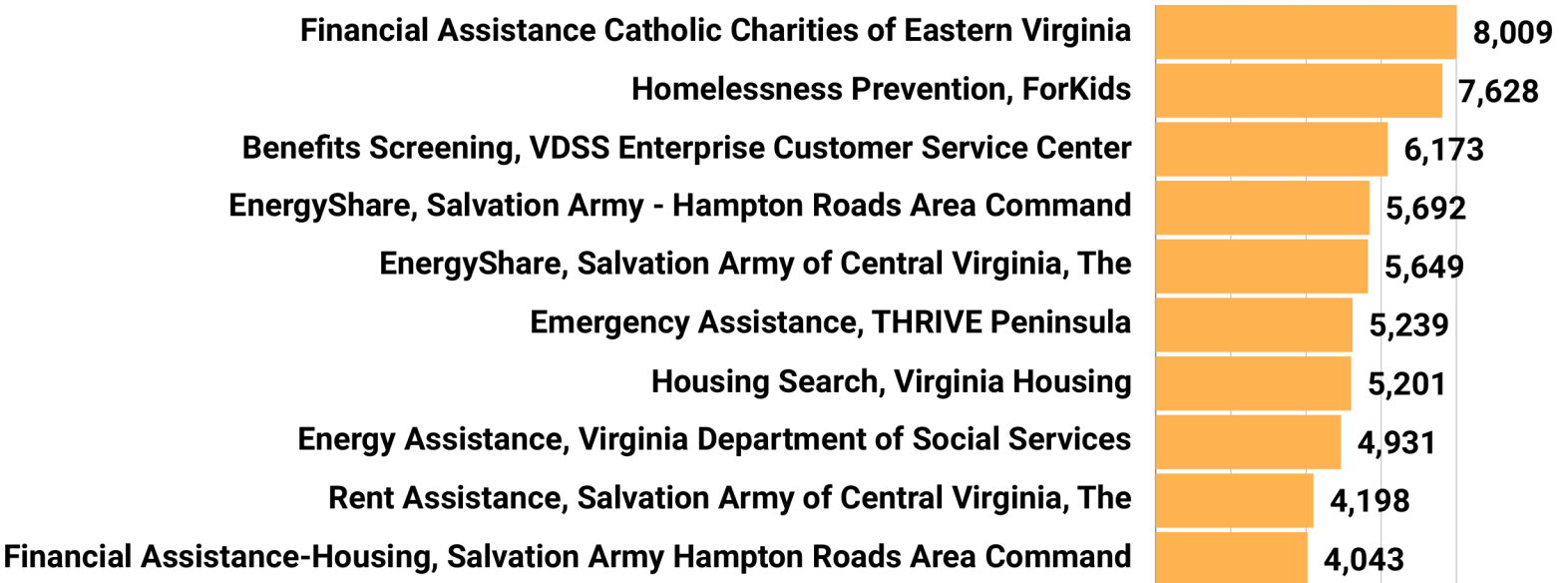
Search Terms provide insight into the specific type of help requested.



For example, search terms distinguish between homeless services versus rental assistance needs even though both are under the Needs Category "Housing".

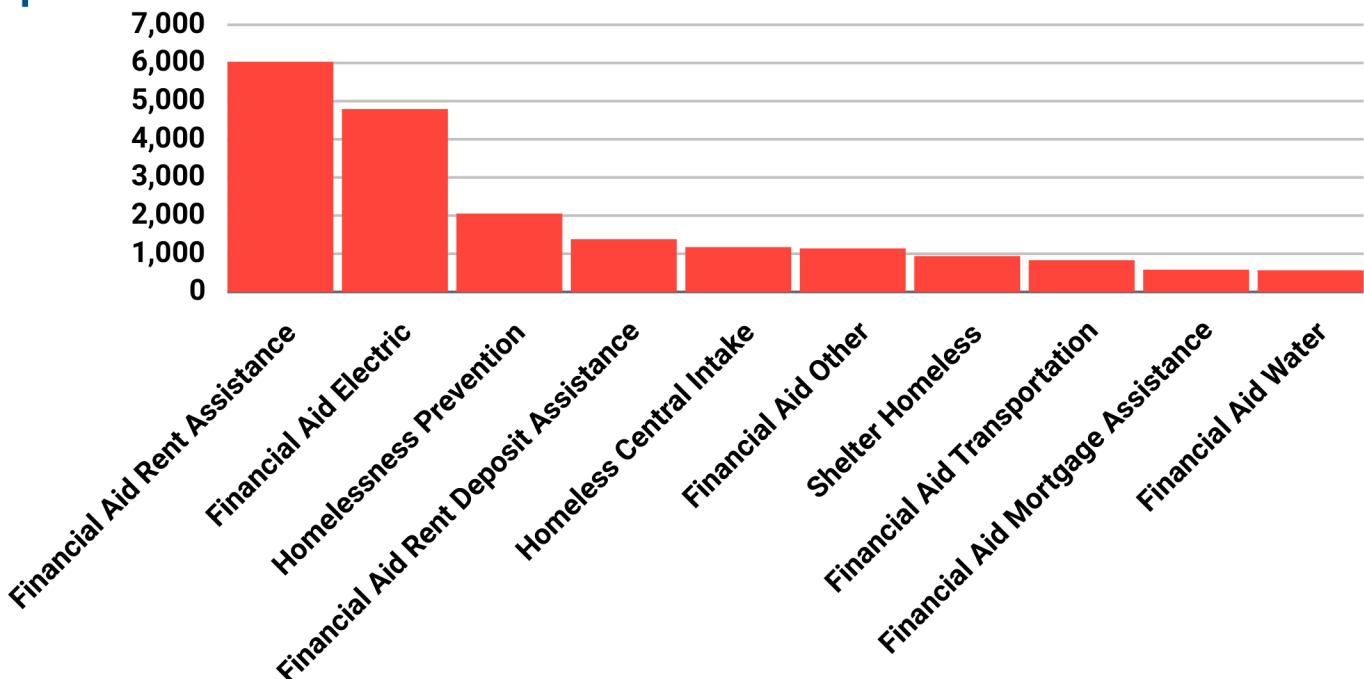
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings



Top 10 Referred Listings: Referred listings represent the specific agency programs we referred to when assisting citizens in your area. This information highlights where support may be needed and acknowledges the agencies contributing to your region.

Top 10 Unmet Search Terms at the Point of Contact



Top 10 Unmet Search Terms: While search terms provide data about the help requested, the unmet search terms track when a referral was not possible. Unmet search terms are often a good indicator of the types of services needed in your area or whether an existing program needs more funding to meet the need.

PLANNING DISTRICT 11 OVERALL



Virginia



Contacts:

Calendar Year 2022: 5,099
Calendar Year 2023: 5,793
Percent Change: +14%

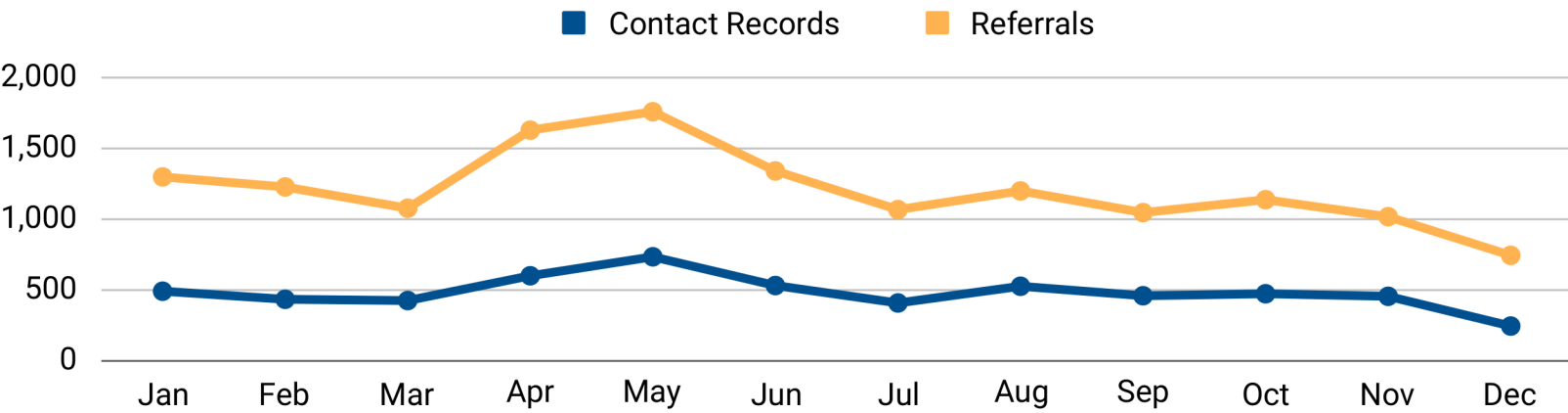


Referrals:

Calendar Year 2022: 12,644
Calendar Year 2023: 14,550
Percent Change: +15%
2023 Referral Rate: 2.51

Contacts: Whether by phone, email, chat, or text, every contact is counted. The number of contacts represents the amount of need in your area.

Referrals: Each agency program name we're able to provide to someone is considered a referral, and referrals represent the amount of assistance available.



Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.



5,793

requests for help.



14,550

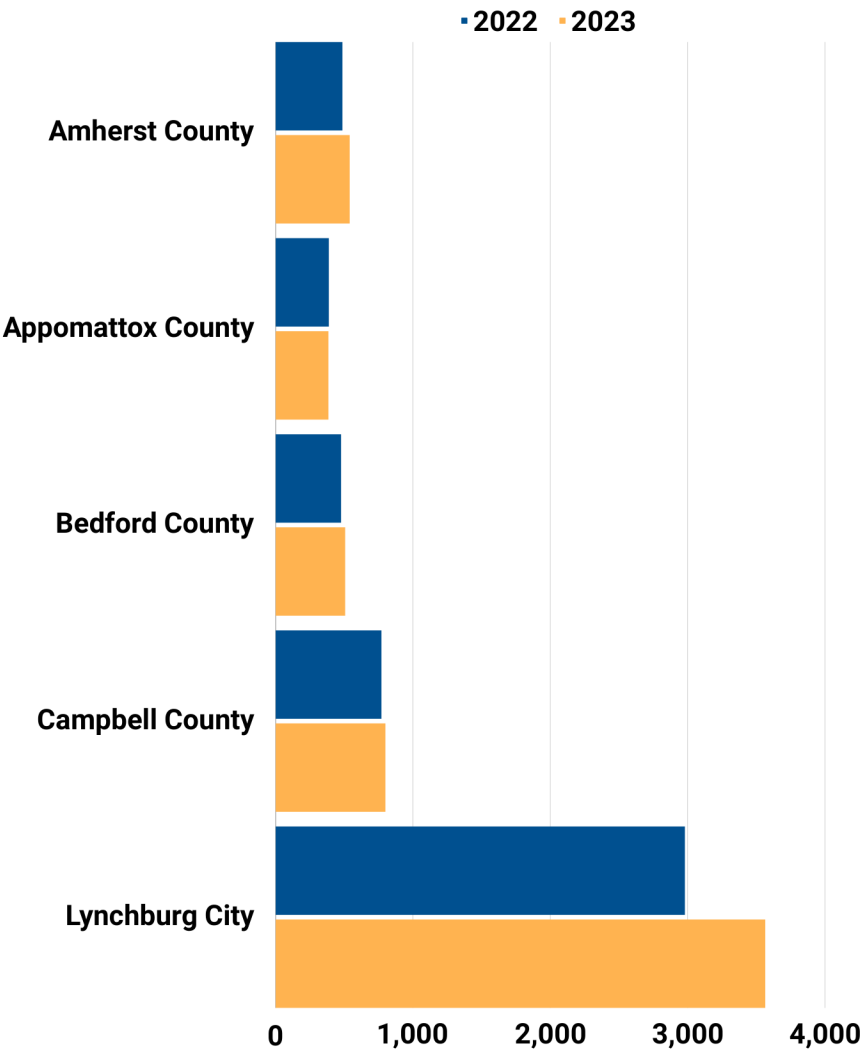
referrals to helping programs and services.



3,675

unique inquirers.

Contacts by City and County



Having more agencies listed in the 211 Virginia database means more referrals can be given to each person.

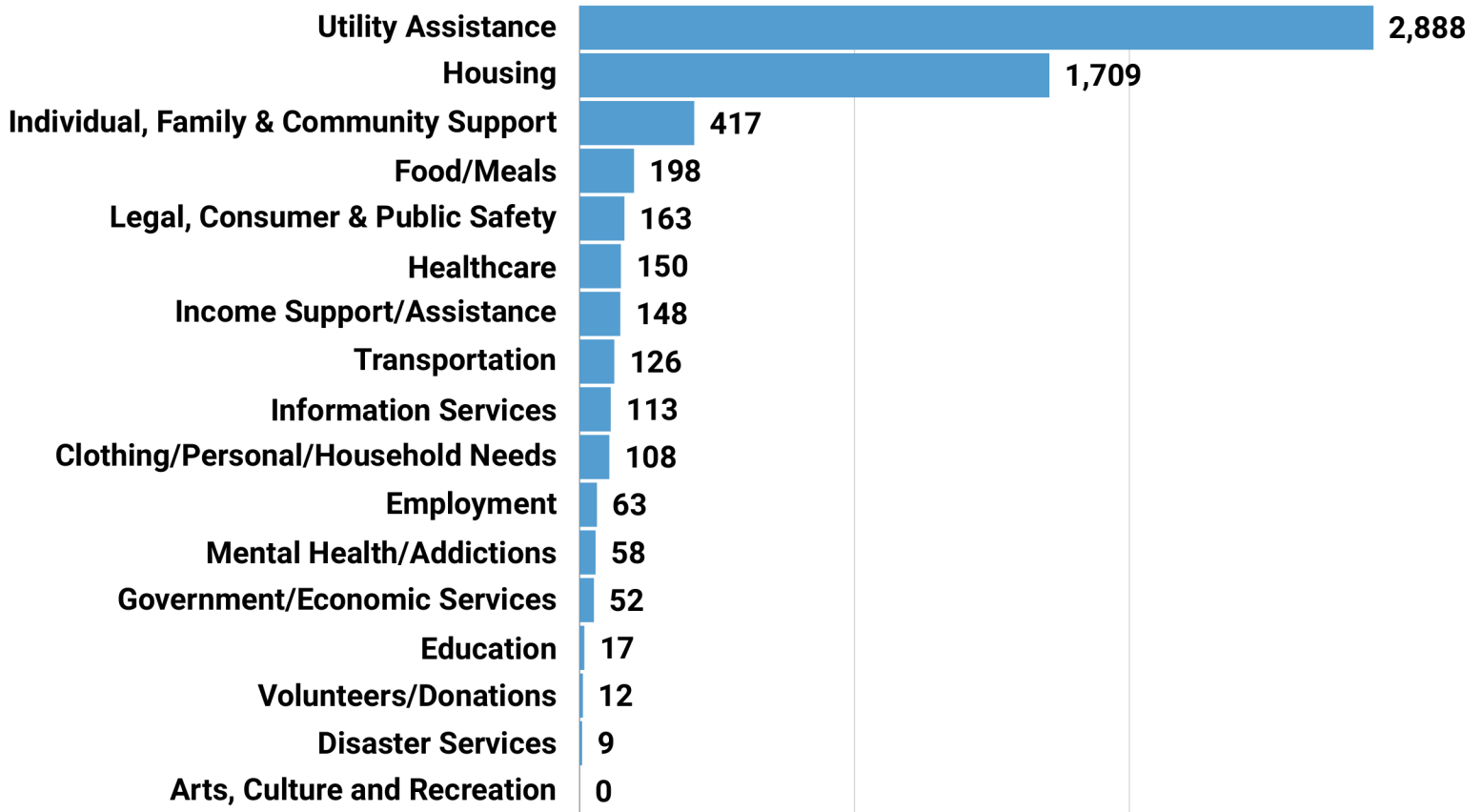
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

Contacts by City and County

	2022	2023	%Change
Amherst County	486	539	+11%
Appomattox County	387	384	-1%
Bedford County	476	506	+6%
Campbell County	770	799	+4%
Lynchburg City	2,980	3,565	+20%

Volume by Region: Understanding which cities or counties face the greatest challenges helps inform where additional assistance or funding can be most effective. This may also reflect opportunities to add additional agencies to 211 Virginia's database.

2023 Requests by Needs Categories



Requests by Needs Category: The 211 Virginia database is initially segmented into broad categories reflecting the overall type of help requested.

Top 10 Search Terms

Referrals

Financial Aid Electric	7,688
Financial Aid Rent Assistance	1,783
Housing Subsidized	632
Food Pantry	614
Homelessness Prevention	602
Financial Aid Water	370
Housing Search	275
Housing Rehab Repair	261
Financial Aid Gas	249
Homeless Central Intake	241

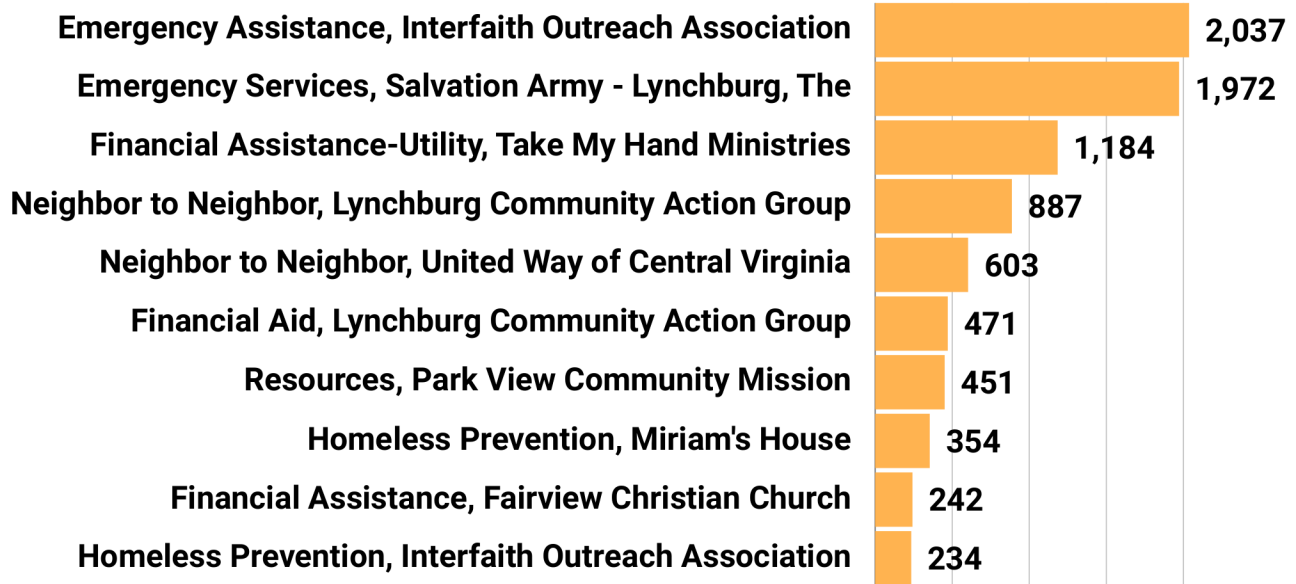
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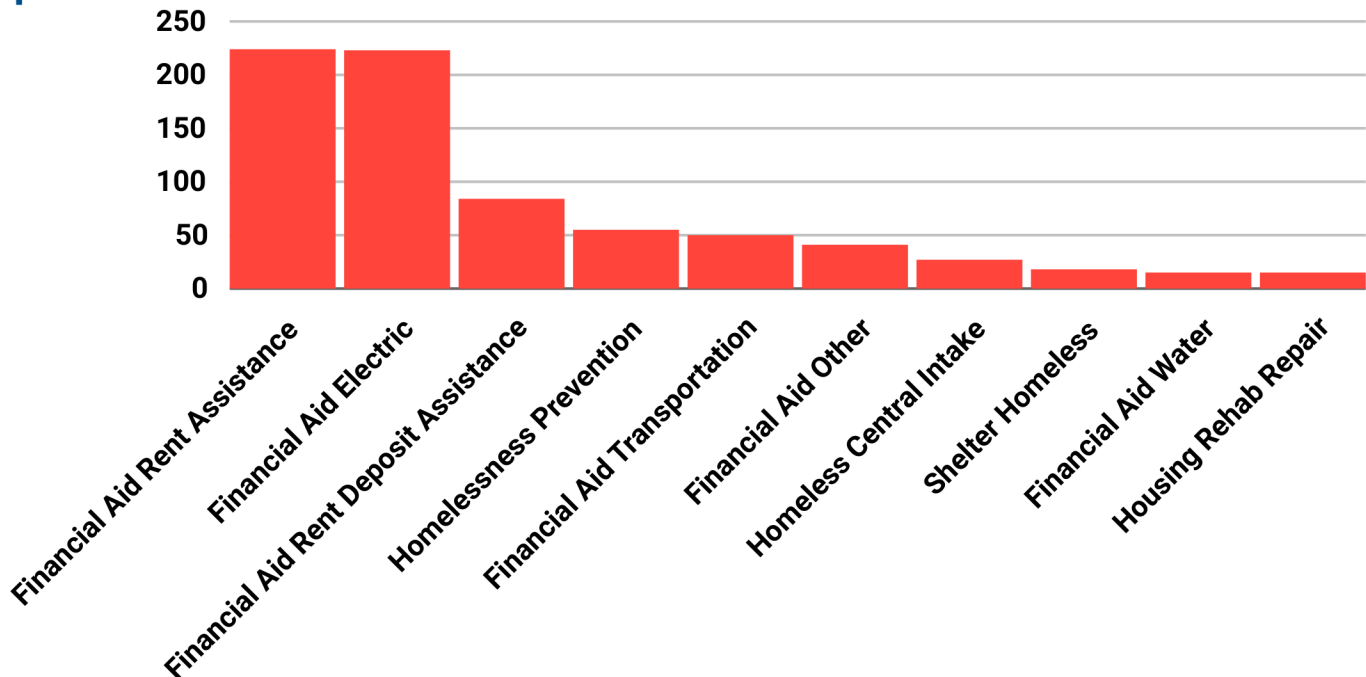
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Top 10 Unmet Search Terms: While search terms provide data about the help requested, the unmet search terms track when a referral was not possible. Unmet search terms are often a good indicator of the types of services needed in your area or whether an existing program needs more funding to meet the need.

PLANNING DISTRICT 12 OVERALL



Virginia



Contacts:

Calendar Year 2022: 2,270
 Calendar Year 2023: 2,605
 Percent Change: +15%

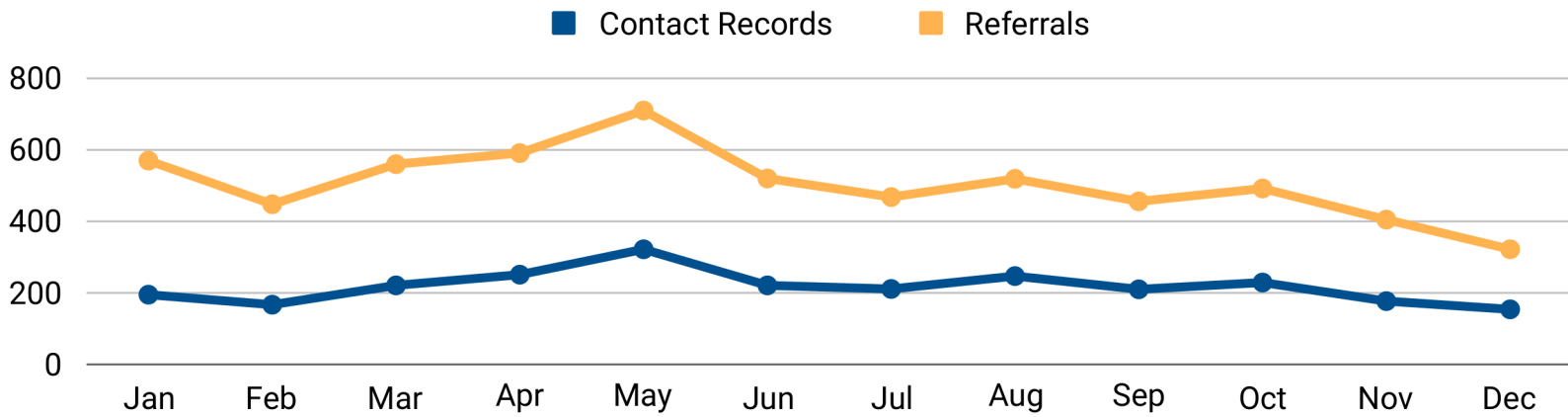


Referrals:

Calendar Year 2022: 5,785
 Calendar Year 2023: 6,061
 Percent Change: +5%
 2023 Referral Rate: 2.33

Contacts: Whether by phone, email, chat, or text, every contact is counted. The number of contacts represents the amount of need in your area.

Referrals: Each agency program name we're able to provide to someone is considered a referral, and referrals represent the amount of assistance available.



Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.



2,605
 requests
 for help.

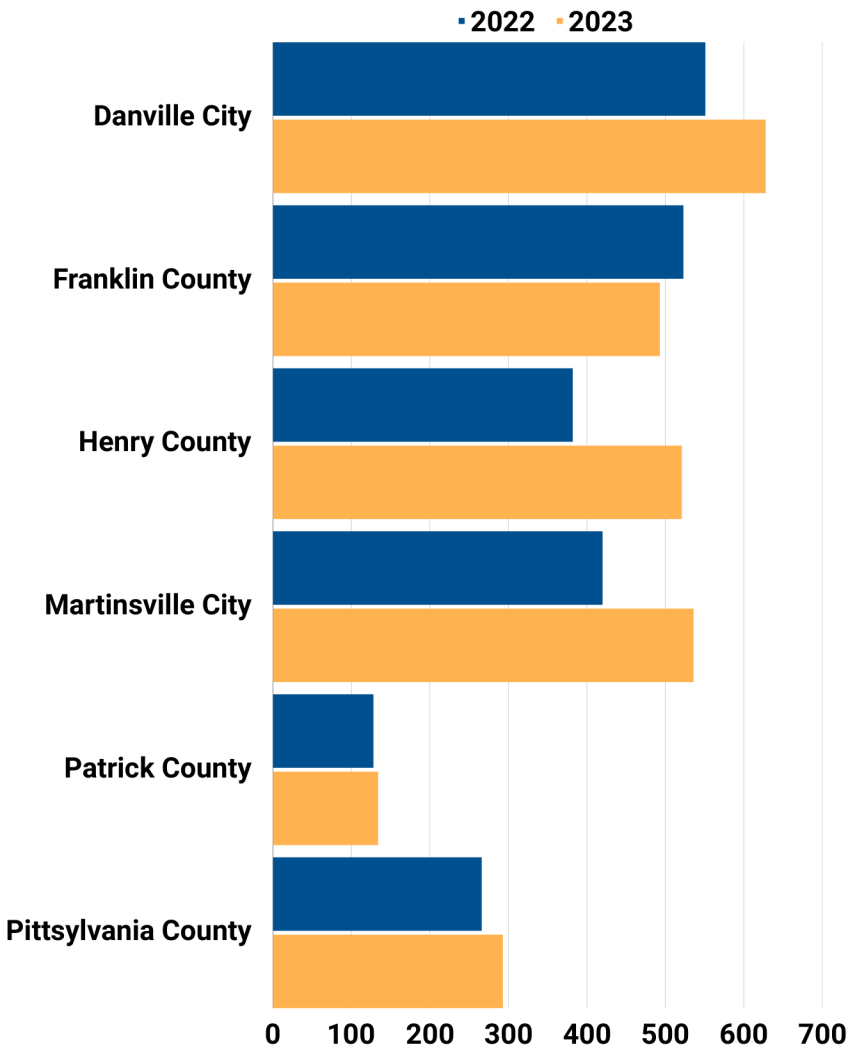


6,061
 referrals to
 helping programs
 and services.



2,050
 unique
 inquirers.

Contacts by City and County



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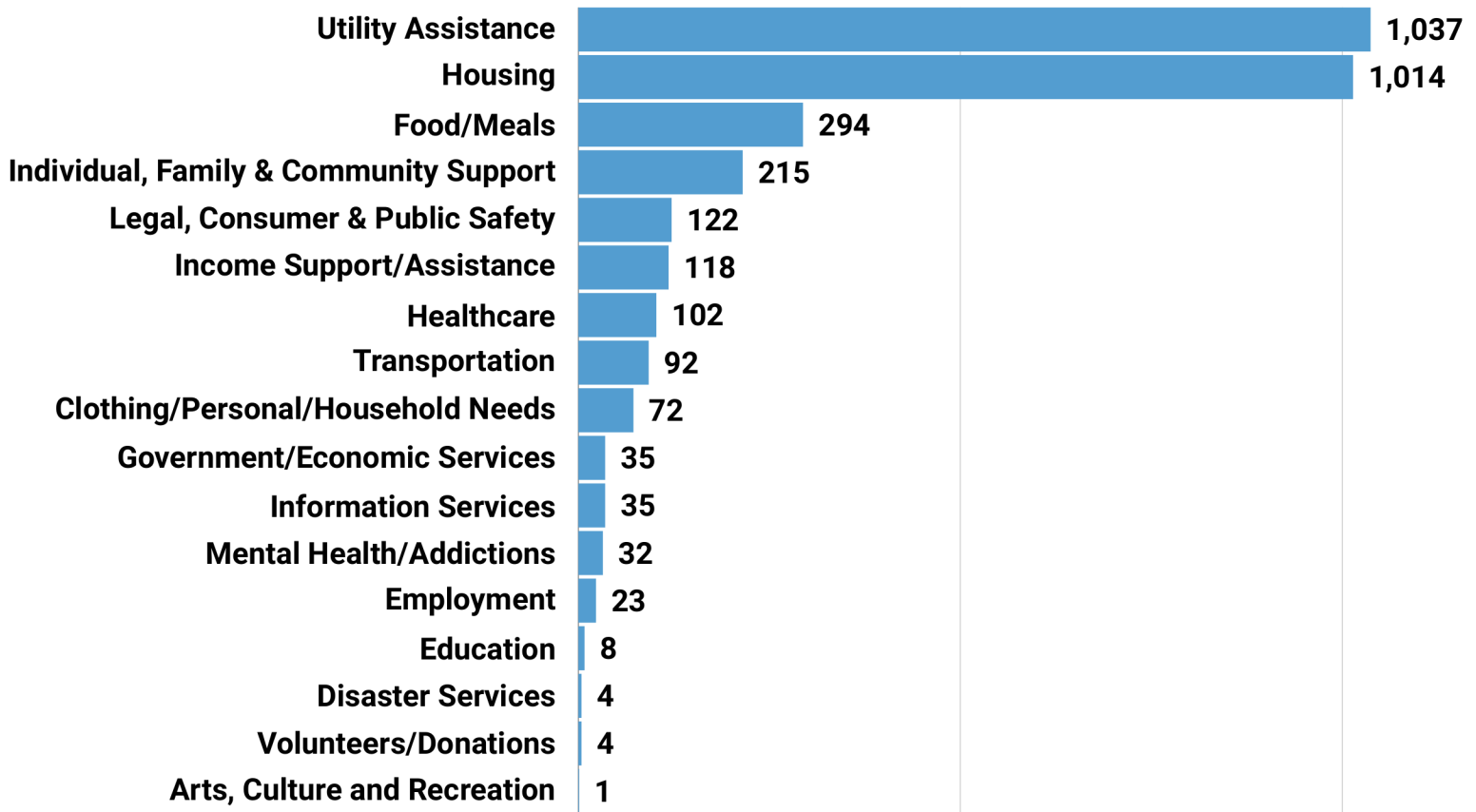
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Contacts by City and County

	2022	2023	%Change
Danville City	551	628	+14%
Franklin County	523	493	-6%
Henry County	382	521	+36%
Martinsville City	420	536	+28%
Patrick County	128	134	+5%
Pittsylvania County	266	293	+10%

Volume by Region: Understanding which cities or counties face the greatest challenges helps inform where additional assistance or funding can be most effective. This may also reflect opportunities to add additional agencies to 211 Virginia's database.

2023 Requests by Needs Categories



Requests by Needs Category: The 211 Virginia database is initially segmented into broad categories reflecting the overall type of help requested.

Top 10 Search Terms

Referrals

Financial Aid Electric	1,995
Food Pantry	912
Financial Aid Rent Assistance	781
Homelessness Prevention	377
Housing Search	263
Housing Subsidized	226
Housing Rehab Repair	193
Shelter Homeless	135
Homeless Central Intake	129
Benefits Screening	110

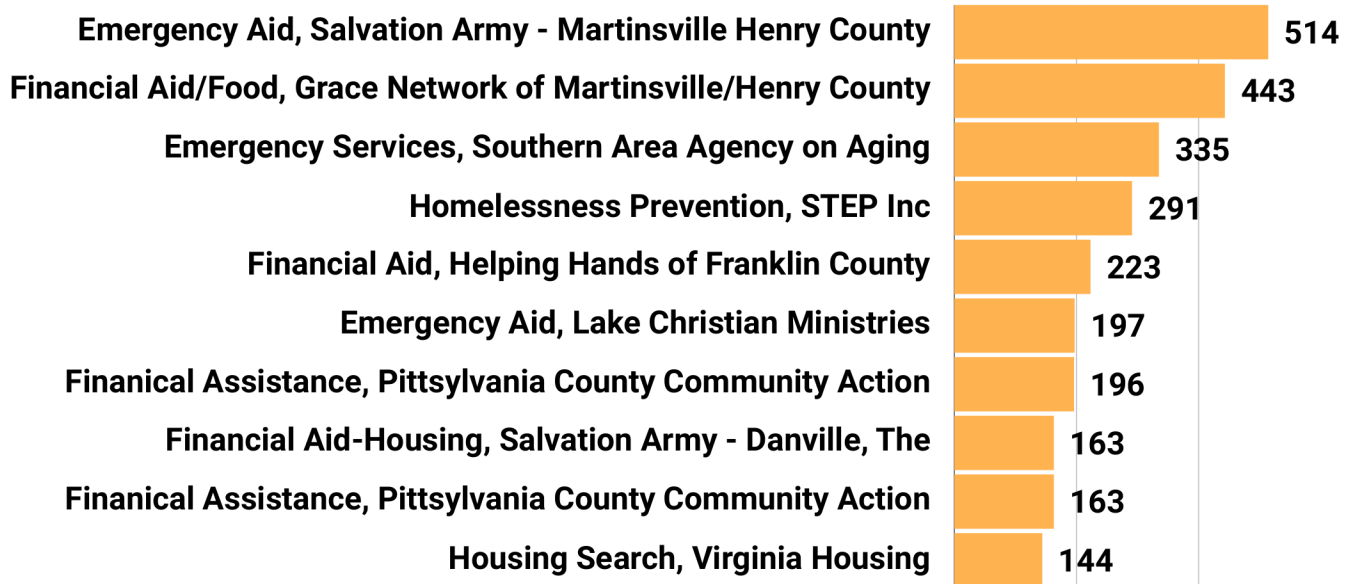
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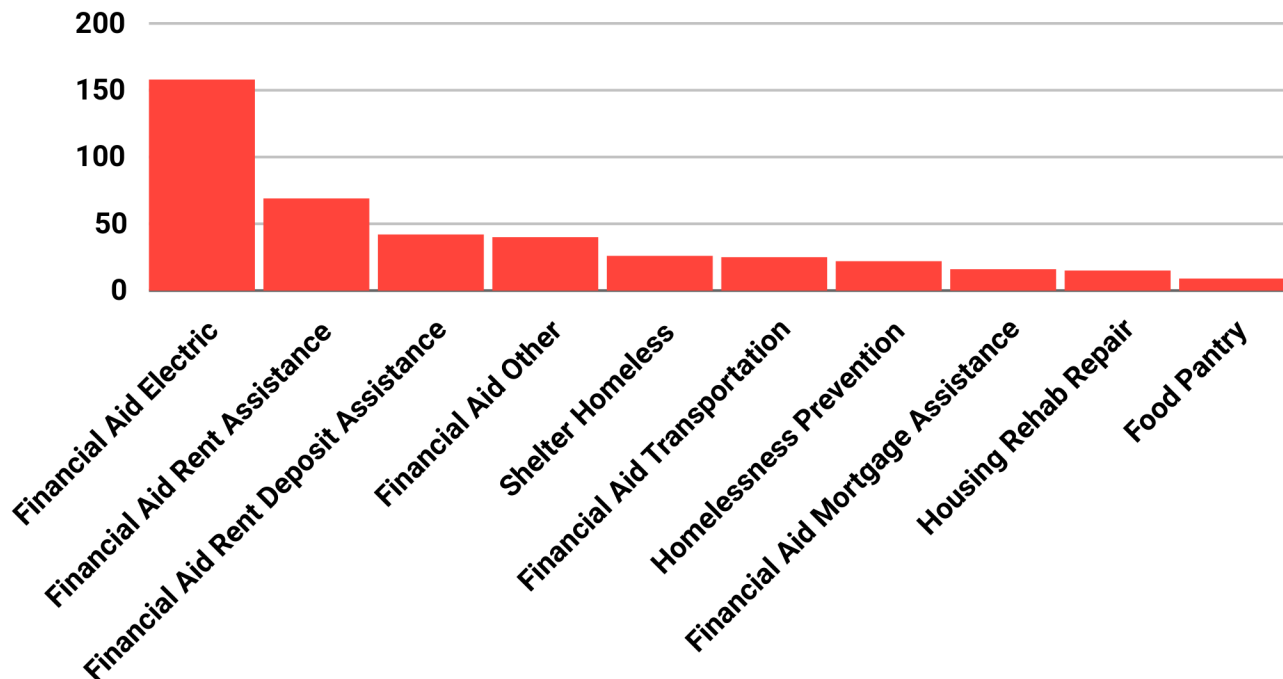
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