



Virginia

# PLANNING DISTRICT REPORT 2023

**NORTHWEST REGION**  
PLANNING DISTRICTS 6, 7, 9, 10



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**2-1-1**

Virginia

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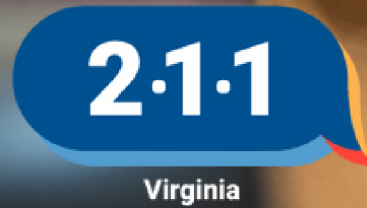
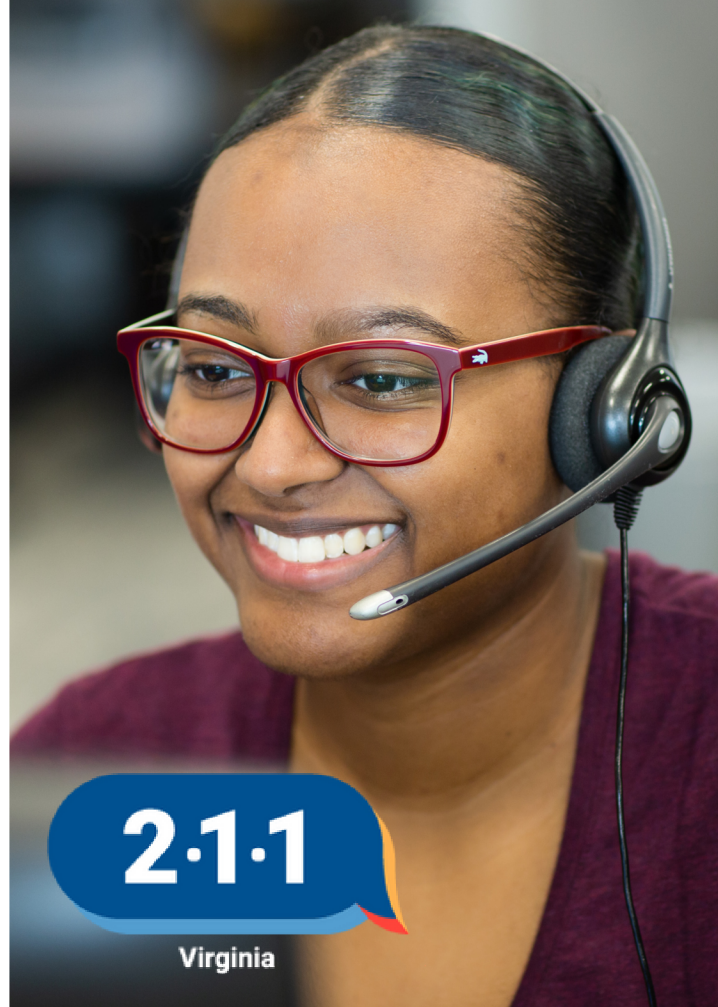
# WHO WE ARE

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](mailto: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](mailto: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](mailto:margarettw@councilofcommunityservices.org).

# 211 VIRGINIA STATEWIDE OVERALL



Virginia



### Contacts:

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

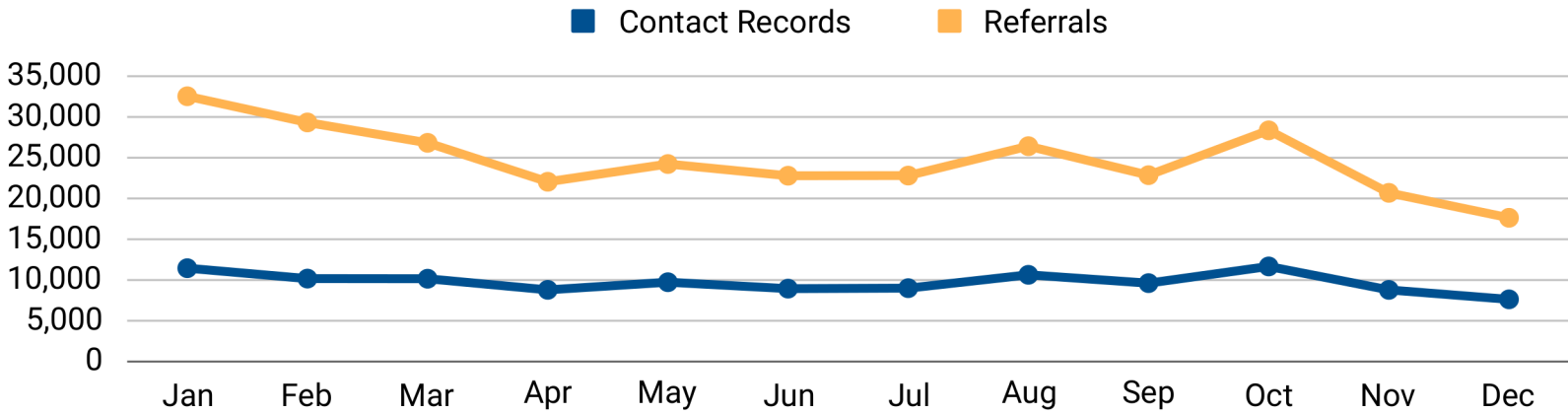


### Referrals:

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

**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.



**116,576**  
requests  
for help.

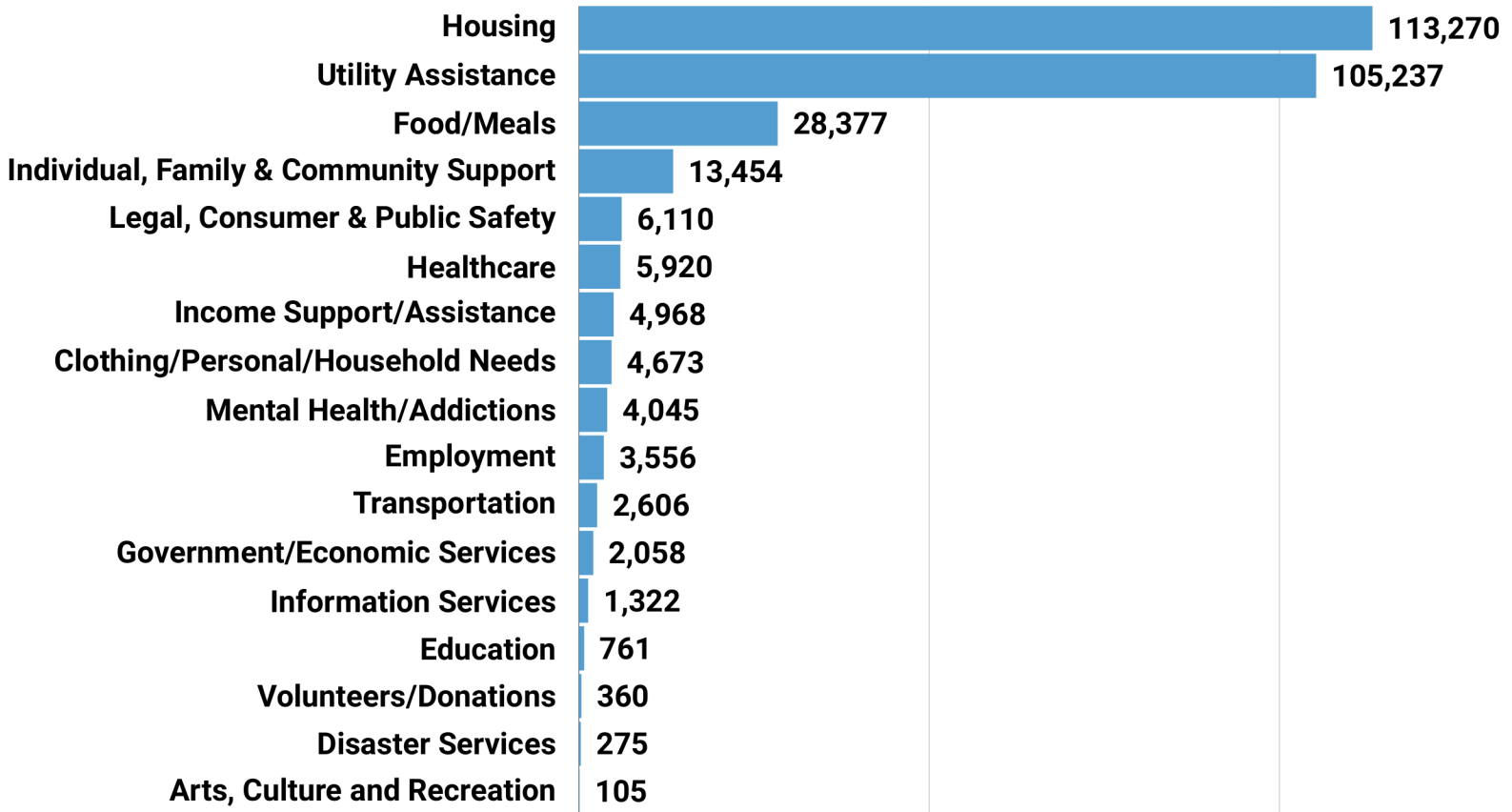


**296,521**  
referrals to  
helping programs  
and services.



**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.

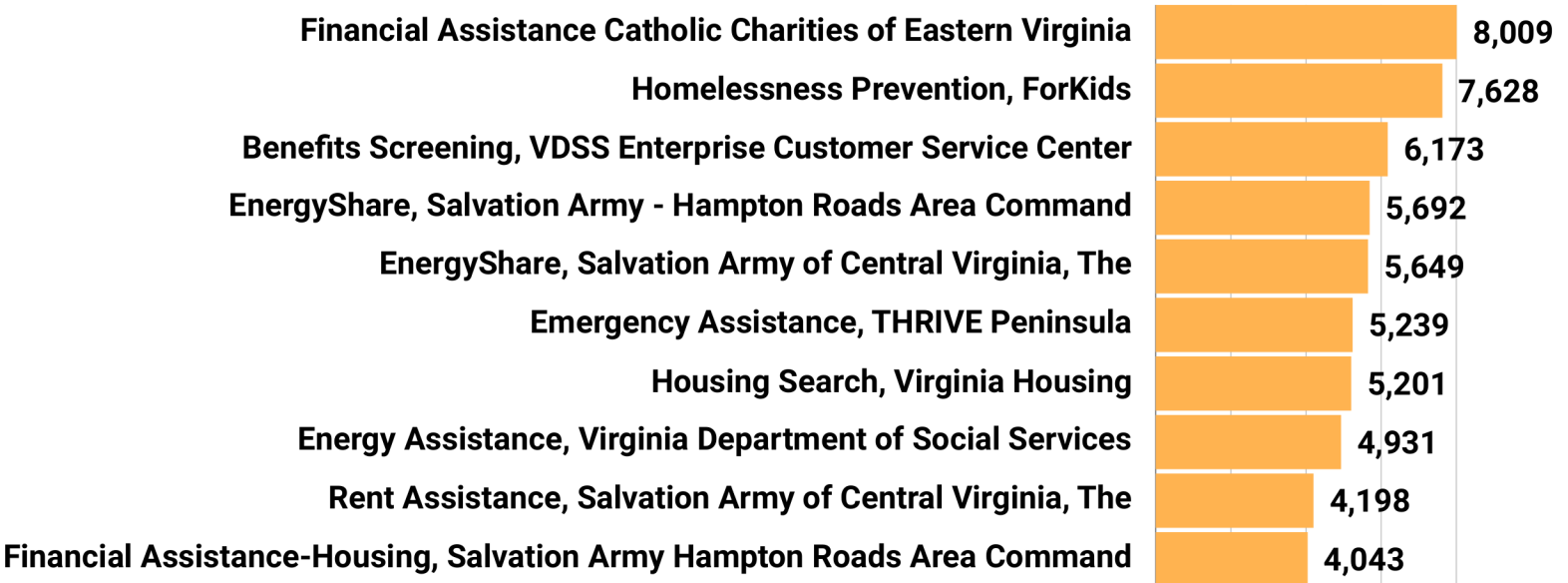


For example, search terms distinguish between homeless services versus rental assistance needs even though both are under the Needs Category "Housing".

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

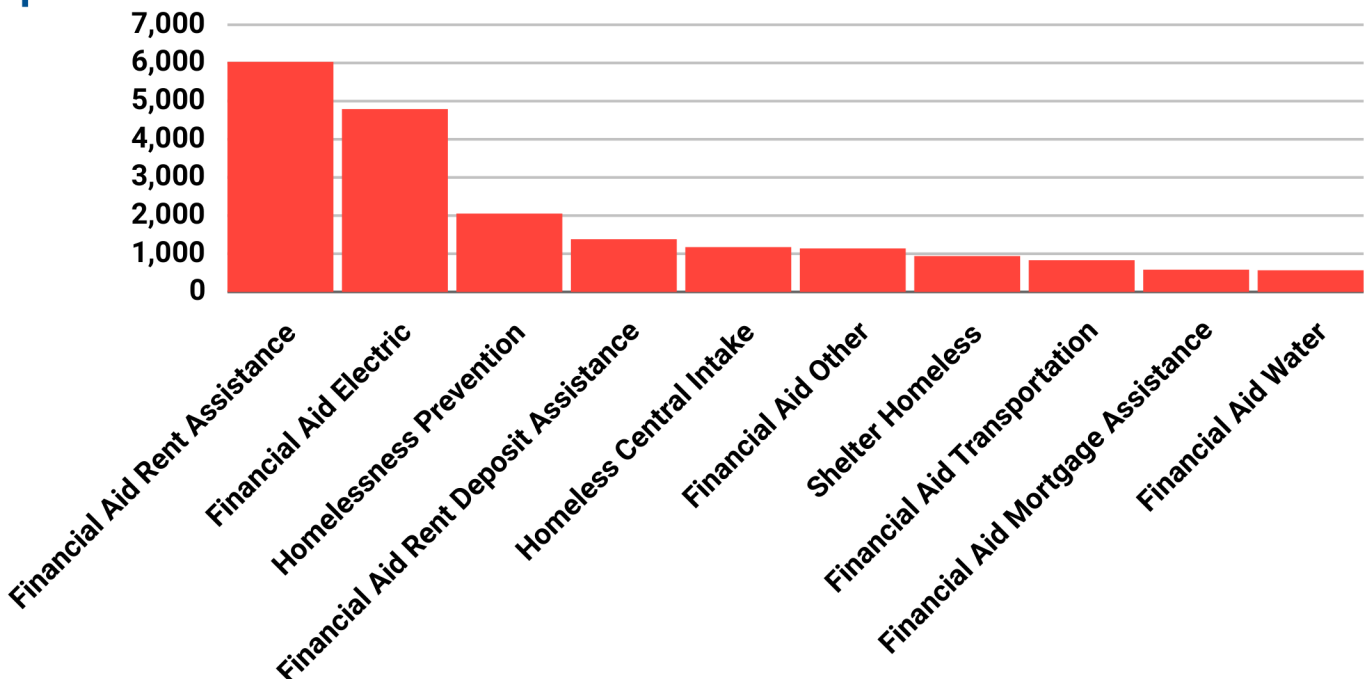


### Top 10 Referred Listings



**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 6 OVERALL



Virginia



## Contacts:

Calendar Year 2022: 1,879  
Calendar Year 2023: 1,760  
Percent Change: -6%

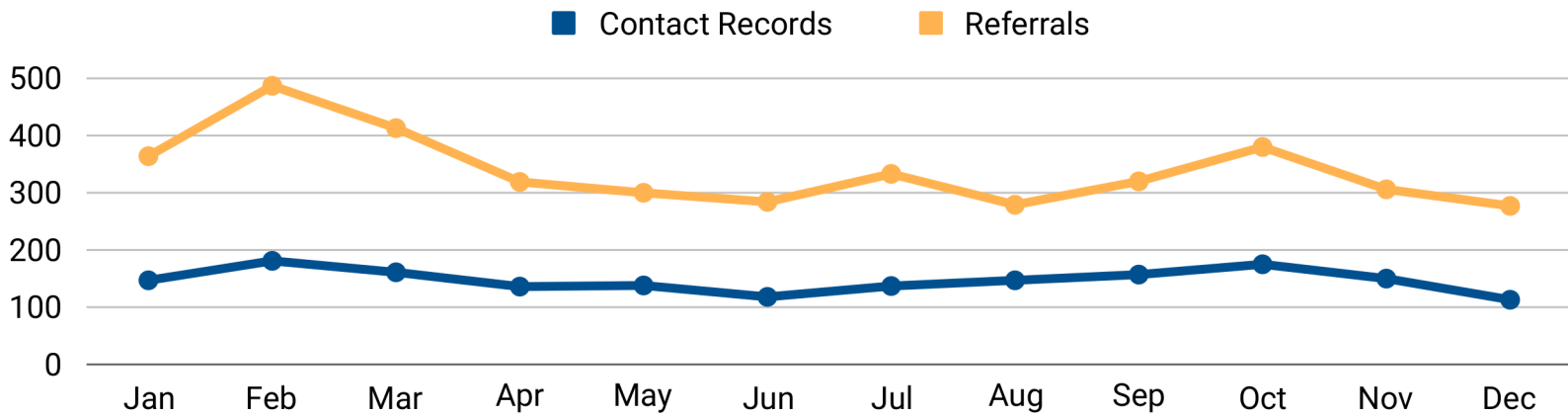


## Referrals:

Calendar Year 2022: 4,350  
Calendar Year 2023: 4,062  
Percent Change: -7%  
2023 Referral Rate: 2.31

**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.



1,760

requests for help.



4,062

referrals to helping programs and services.

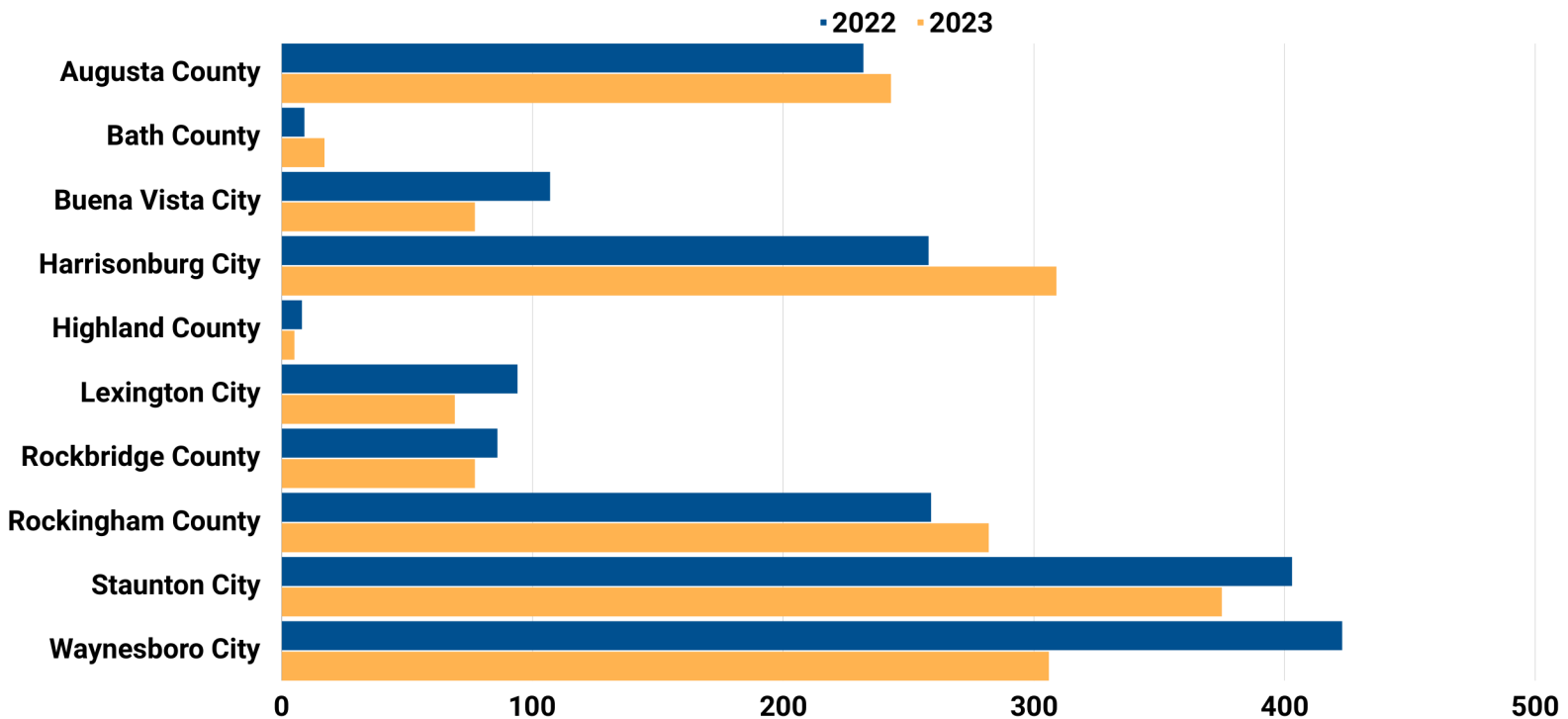


1,468

unique inquirers.



## Contacts by City and County



### Contacts by City and County

2022

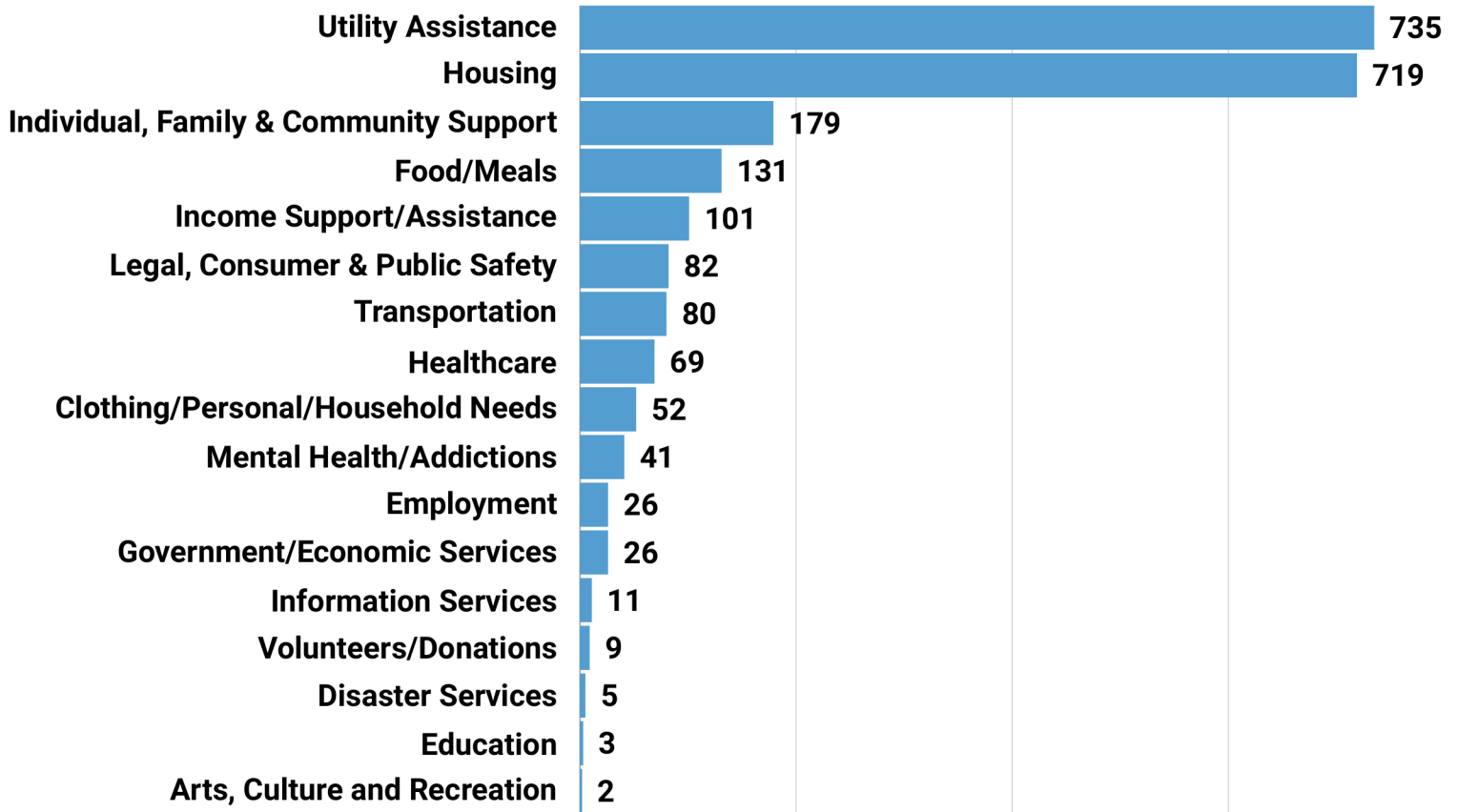
2023

%Change

| City/County       | 2022 | 2023 | %Change |
|-------------------|------|------|---------|
| Augusta County    | 232  | 243  | +5%     |
| Bath County       | 9    | 17   | +89%    |
| Buena Vista City  | 107  | 77   | -28%    |
| Harrisonburg City | 258  | 309  | +20%    |
| Highland County   | 8    | 5    | -38%    |
| Lexington City    | 94   | 69   | -27%    |
| Rockbridge County | 86   | 77   | -10%    |
| Rockingham County | 259  | 282  | +9%     |
| Staunton City     | 403  | 375  | -7%     |
| Waynesboro City   | 423  | 306  | -28%    |

**Volume by Region:** Understanding which cities or counties face the greatest challenges helps inform where additional assistance or funding can be most effective. It also presents opportunities to enhance 211 Virginia’s database by attending more agencies. The more agencies in the 211 Virginia database means more referrals can be given to each person. When fewer agencies exist or aren’t listed, less referrals are possible for those in need.

## 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        | 1,312 |
| Financial Aid Rent Assistance | 387   |
| Food Pantry                   | 379   |
| Homelessness Prevention       | 335   |
| Housing Subsidized            | 299   |
| Housing Search                | 149   |
| Homeless Central Intake       | 120   |
| Shelter Homeless              | 110   |
| Benefits Screening            | 101   |

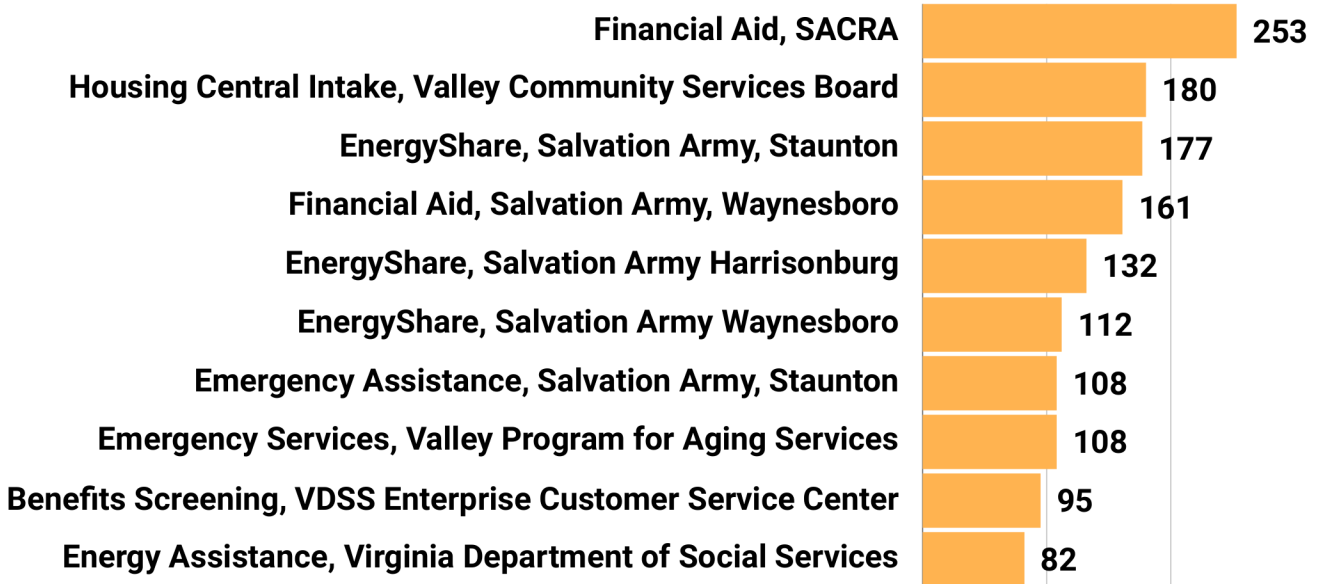
Search Terms provide insight into the specific type of help requested.



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

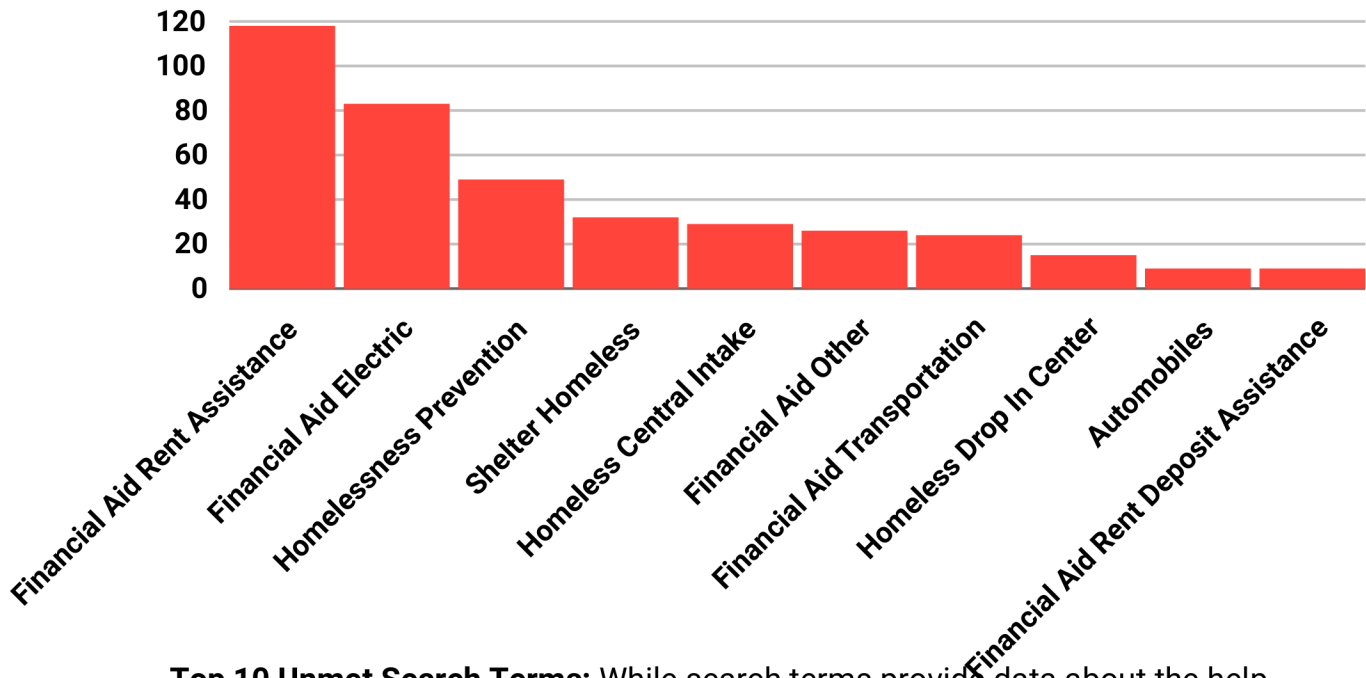
**Top 10 Search Terms:** More exact than Needs Categories, search terms show the specific type of help requested.

### 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 7 OVERALL



Virginia



## Contacts:

Calendar Year 2022: 1,149  
Calendar Year 2023: 1,248  
Percent Change: +9%

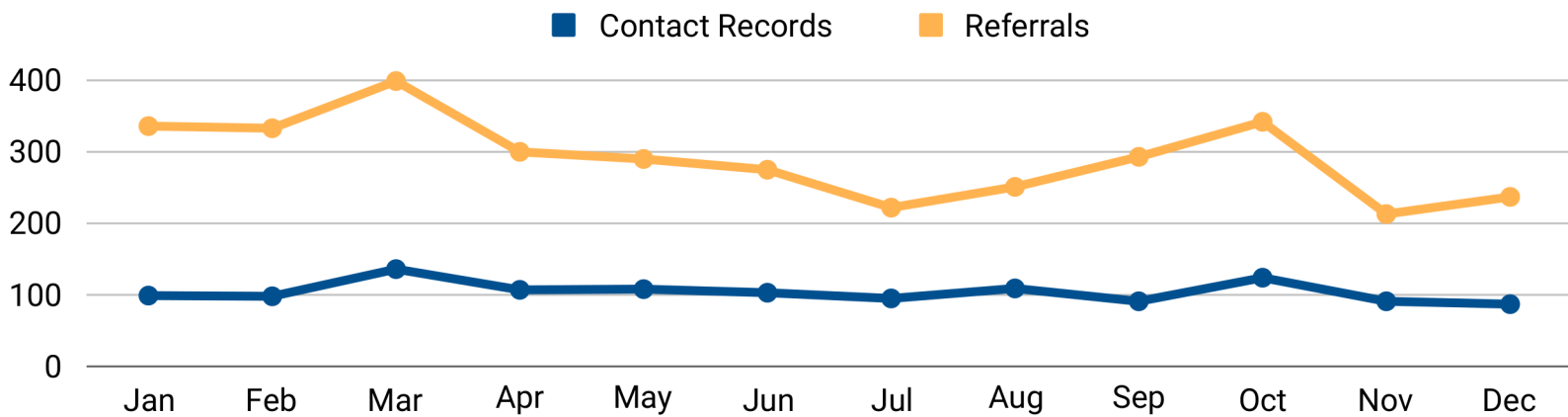


## Referrals:

Calendar Year 2022: 3,207  
Calendar Year 2023: 3,491  
Percent Change: +9%  
2023 Referral Rate: 2.80

**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.



1,248

requests for help.



3,491

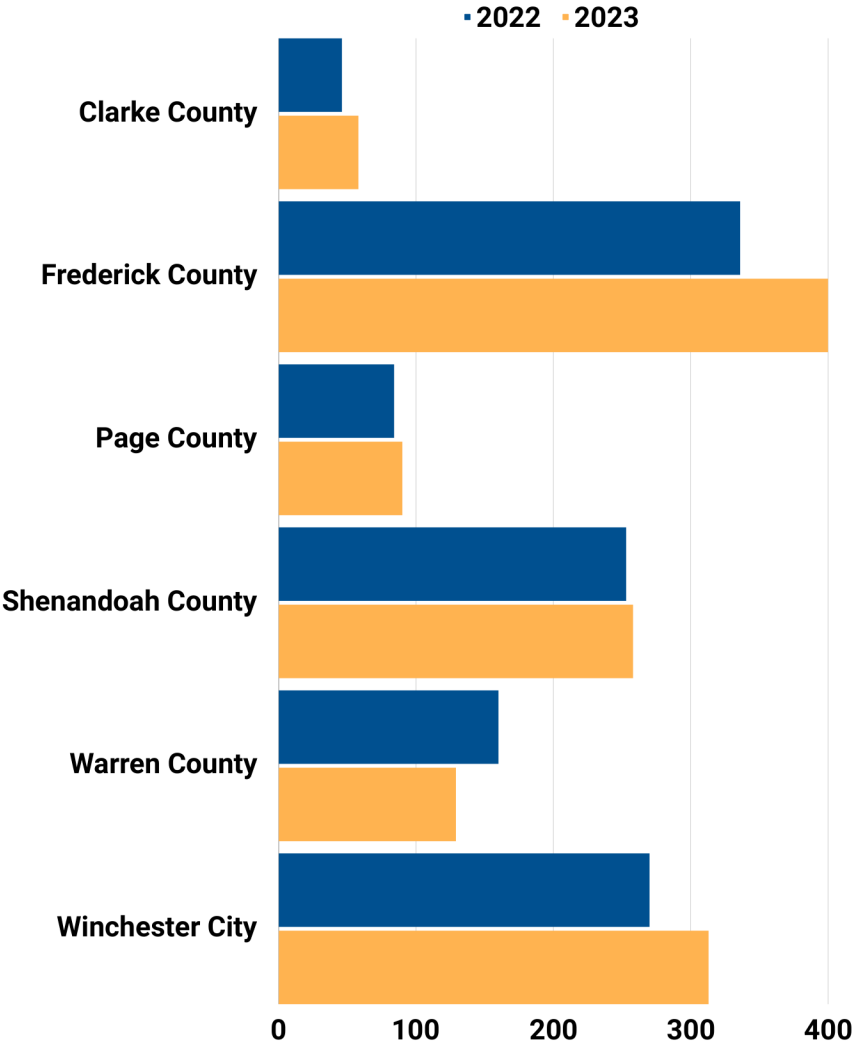
referrals to helping programs and services.



1,046

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.

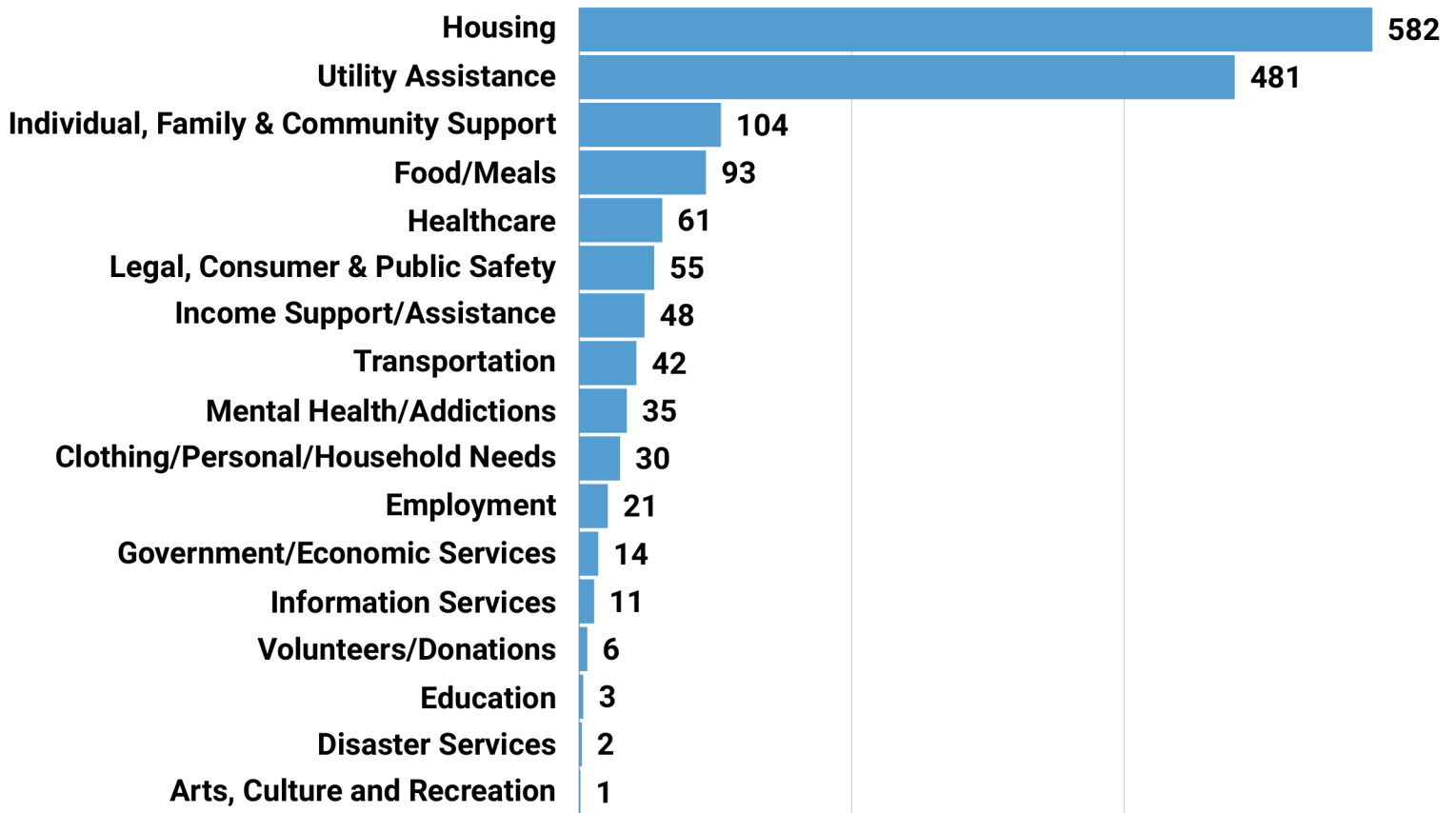
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

### Contacts by City and County

|                   | 2022 | 2023 | %Change |
|-------------------|------|------|---------|
| Clarke County     | 46   | 58   | +26%    |
| Frederick County  | 336  | 400  | +19%    |
| Page County       | 84   | 90   | +7%     |
| Shenandoah County | 253  | 258  | +2%     |
| Warren County     | 160  | 129  | -19%    |
| Winchester City   | 270  | 313  | +16%    |

**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        | 1,075 |
| Financial Aid Rent Assistance | 441   |
| Homelessness Prevention       | 332   |
| Housing Subsidized            | 219   |
| Food Pantry                   | 215   |
| Housing Search                | 128   |
| Financial Aid Water           | 113   |
| Financial Aid Gas             | 104   |
| Homeless Central Intake       | 77    |
| Shelter Homeless              | 66    |

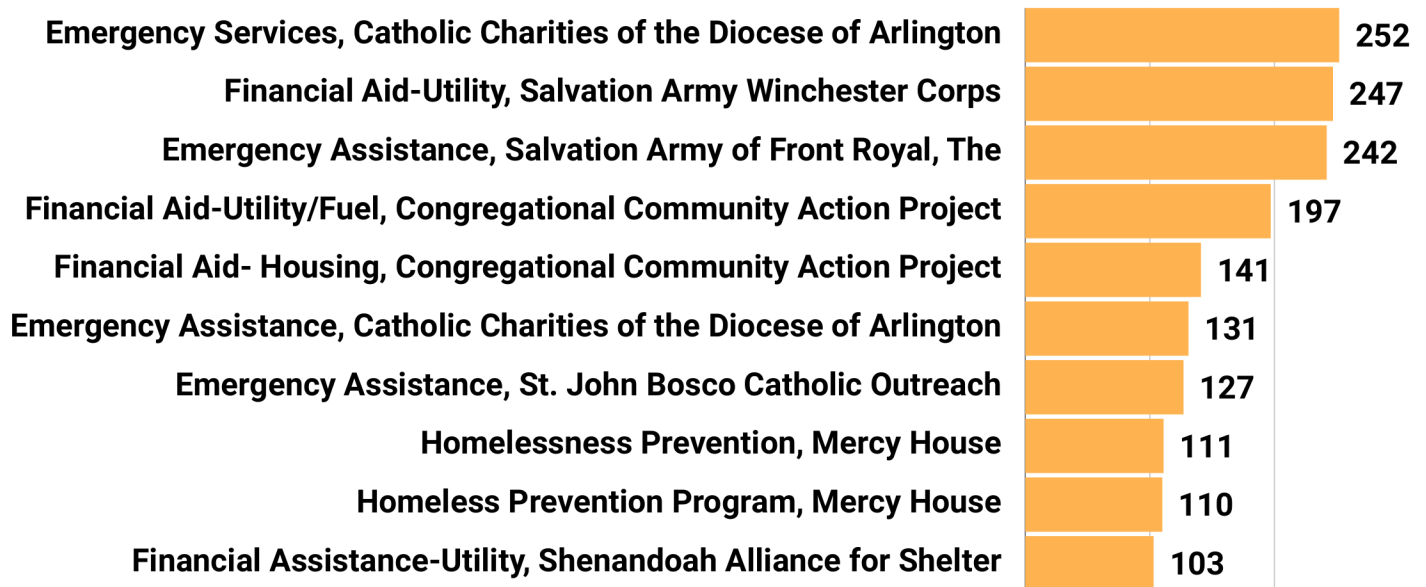
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For example, search terms distinguish between homeless services versus rental assistance needs even though both are under the Needs Category "Housing".

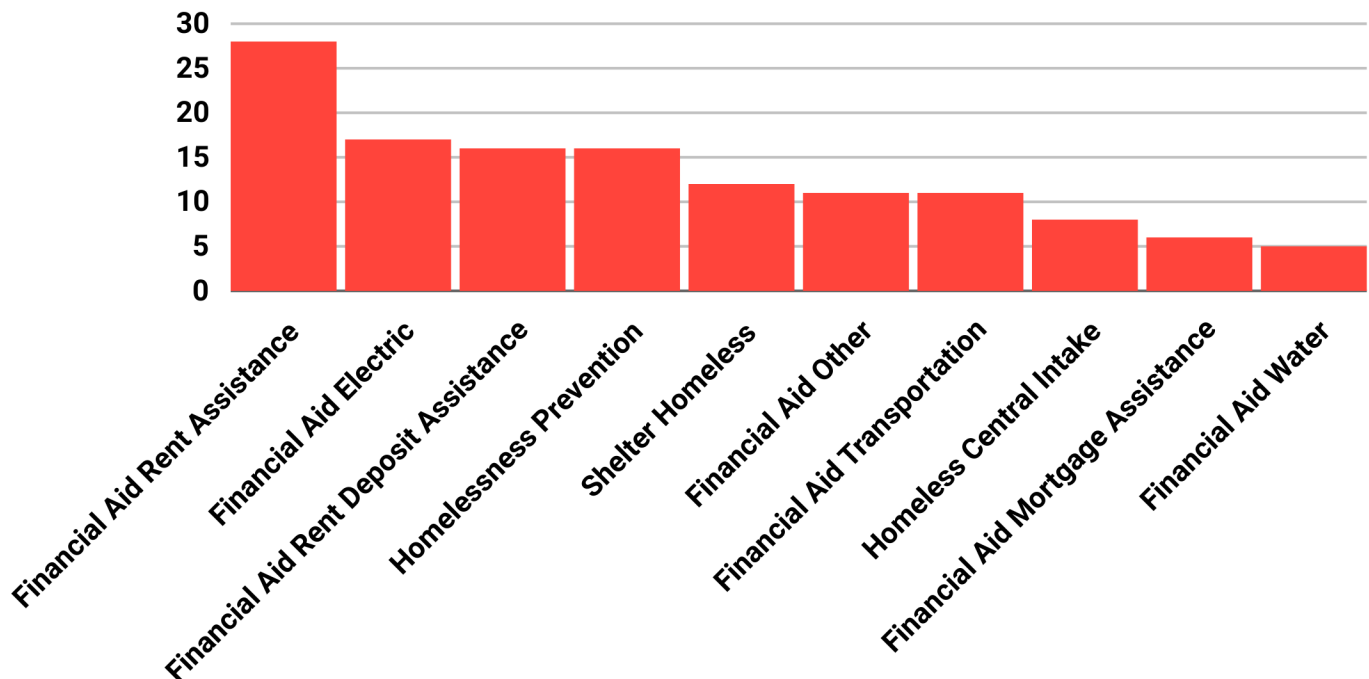
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### Top 10 Referred Listings



**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 9 OVERALL



Virginia



## Contacts:

Calendar Year 2022: 954  
Calendar Year 2023: 1,046  
Percent Change: +10%

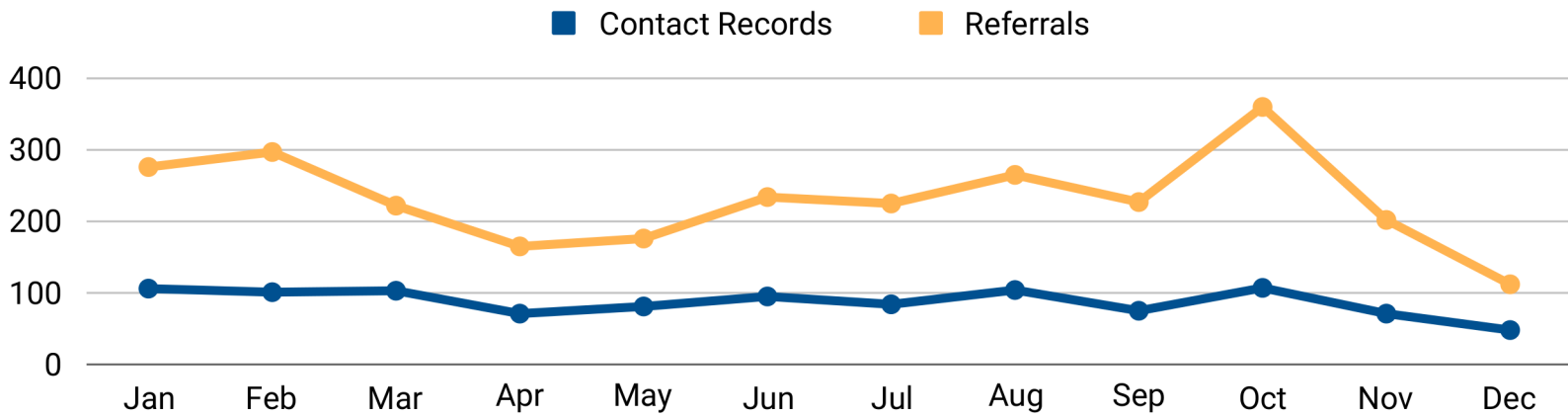


## Referrals:

Calendar Year 2022: 2,659  
Calendar Year 2023: 2,761  
Percent Change: 4%  
2023 Referral Rate: 2.64

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**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.



1,046

requests for help.



2,761

referrals to helping programs and services.

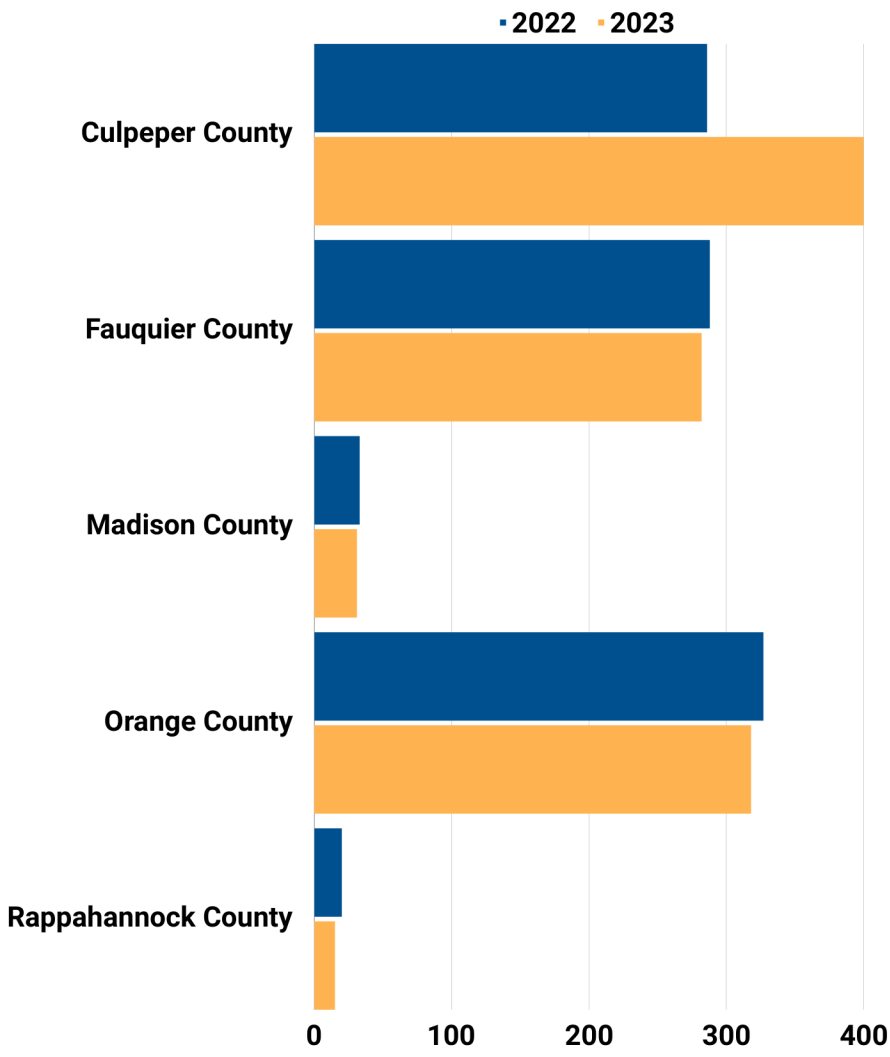


836

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.

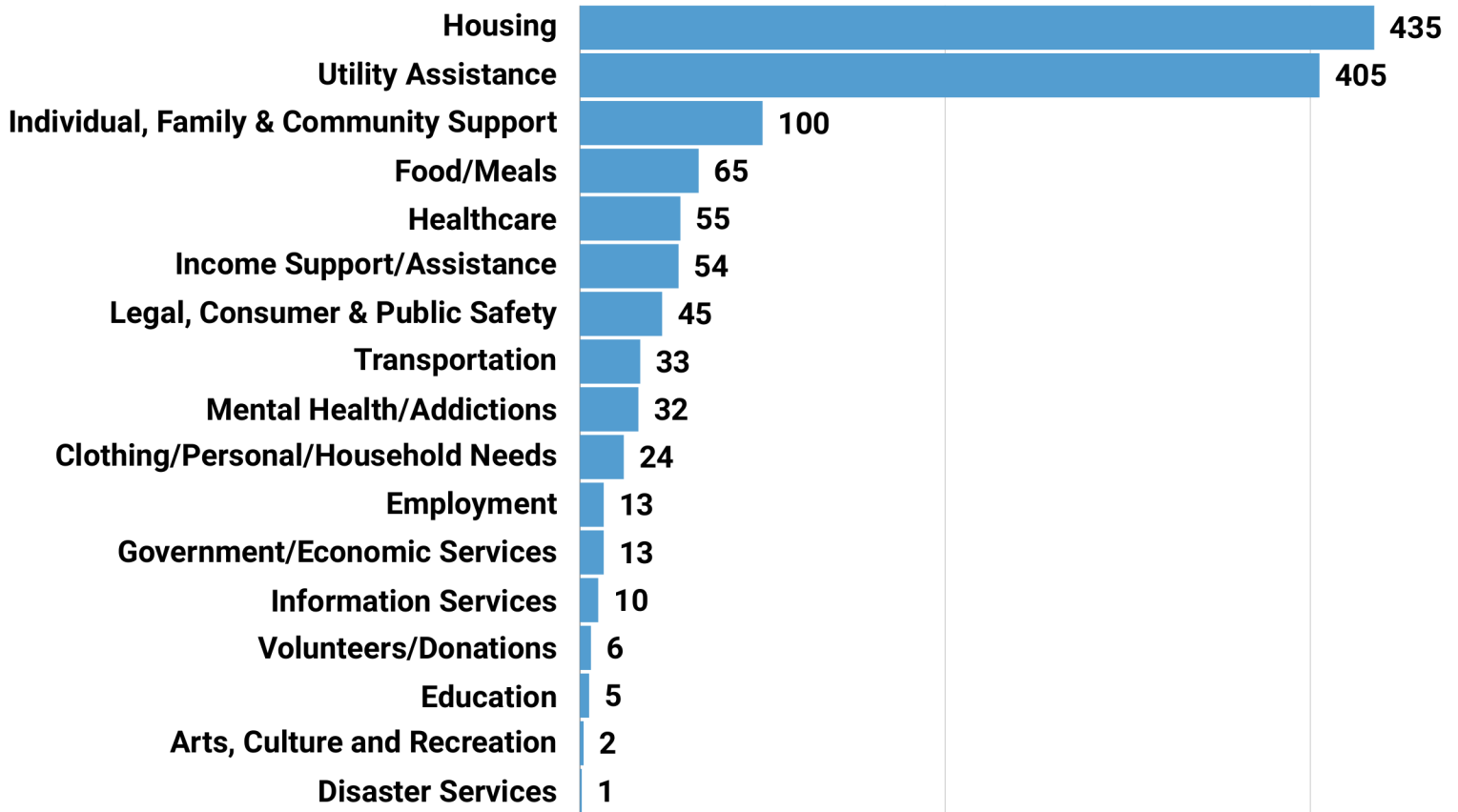
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

### Contacts by City and County

|                     | 2022 | 2023 | %Change |
|---------------------|------|------|---------|
| Culpeper County     | 286  | 400  | +40%    |
| Fauquier County     | 288  | 282  | -2%     |
| Madison County      | 33   | 31   | -6%     |
| Orange County       | 327  | 318  | -3%     |
| Rappahannock County | 20   | 15   | -25%    |

**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        | 967 |
| Financial Aid Rent Assistance | 289 |
| Homelessness Prevention       | 236 |
| Housing Subsidized            | 176 |
| Food Pantry                   | 169 |
| Housing Search                | 118 |
| Shelter Homeless              | 68  |
| Financial Aid Water           | 57  |
| Homeless Central Intake       | 57  |
| Financial Aid Gas             | 48  |

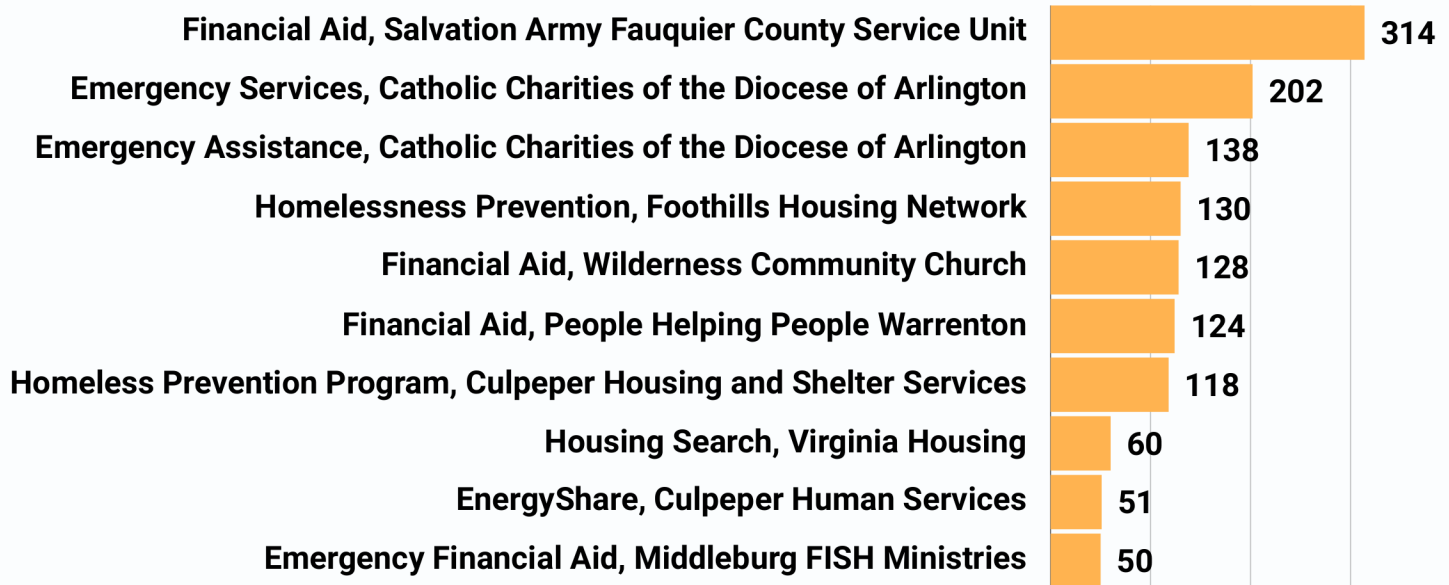
Search Terms provide insight into the specific type of help requested.



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

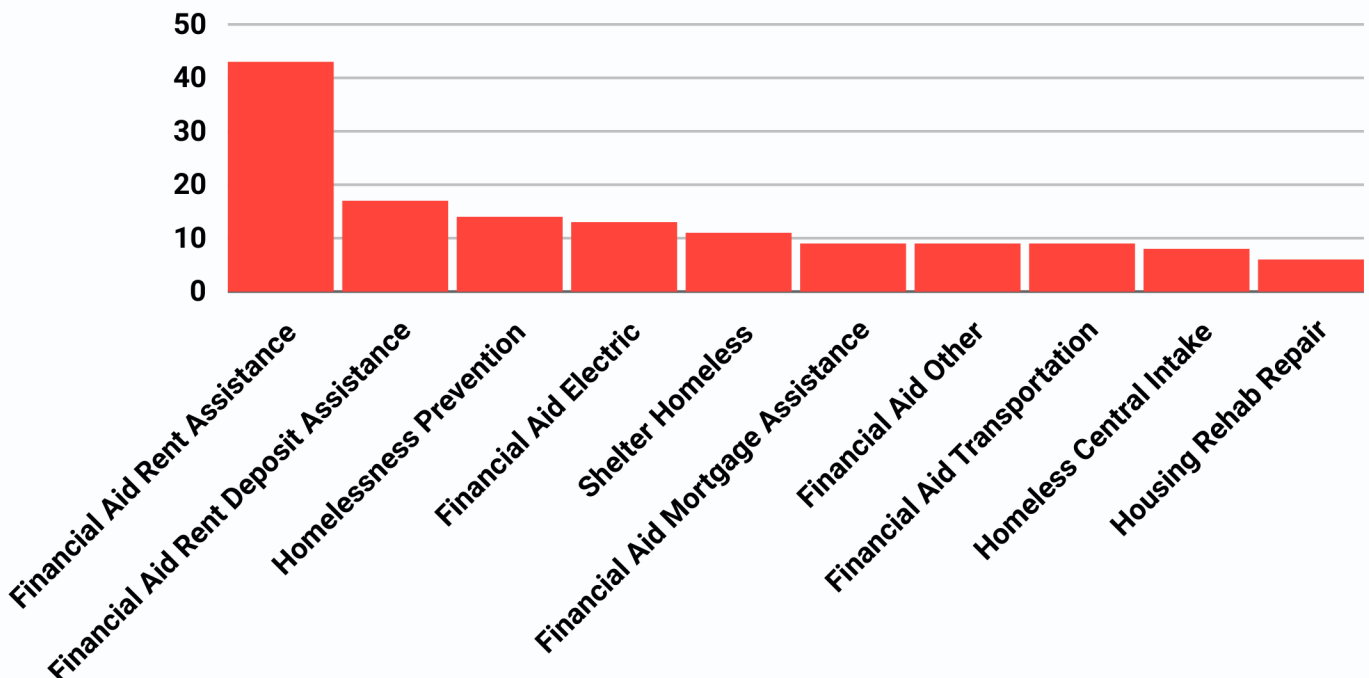
**Top 10 Search Terms:** More exact than Needs Categories, search terms show the specific type of help requested.

### 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 10 OVERALL



Virginia



## Contacts:

Calendar Year 2022: 2,039  
Calendar Year 2023: 2,007  
Percent Change: -2%

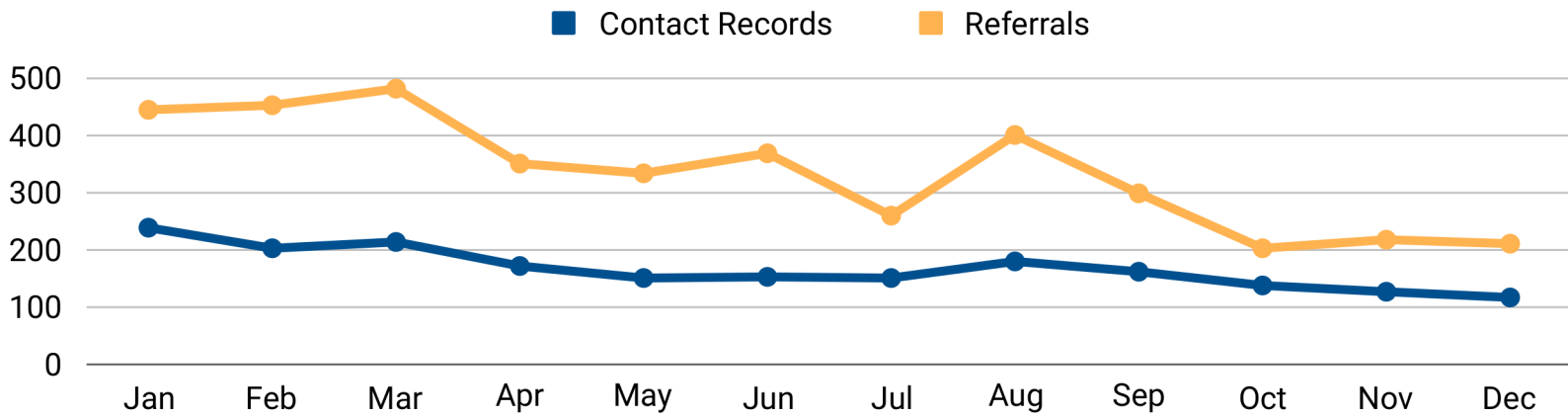


## Referrals:

Calendar Year 2022: 4,581  
Calendar Year 2023: 4,026  
Percent Change: -12%  
2023 Referral Rate: 2.01

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2,007

requests for help.



4,026

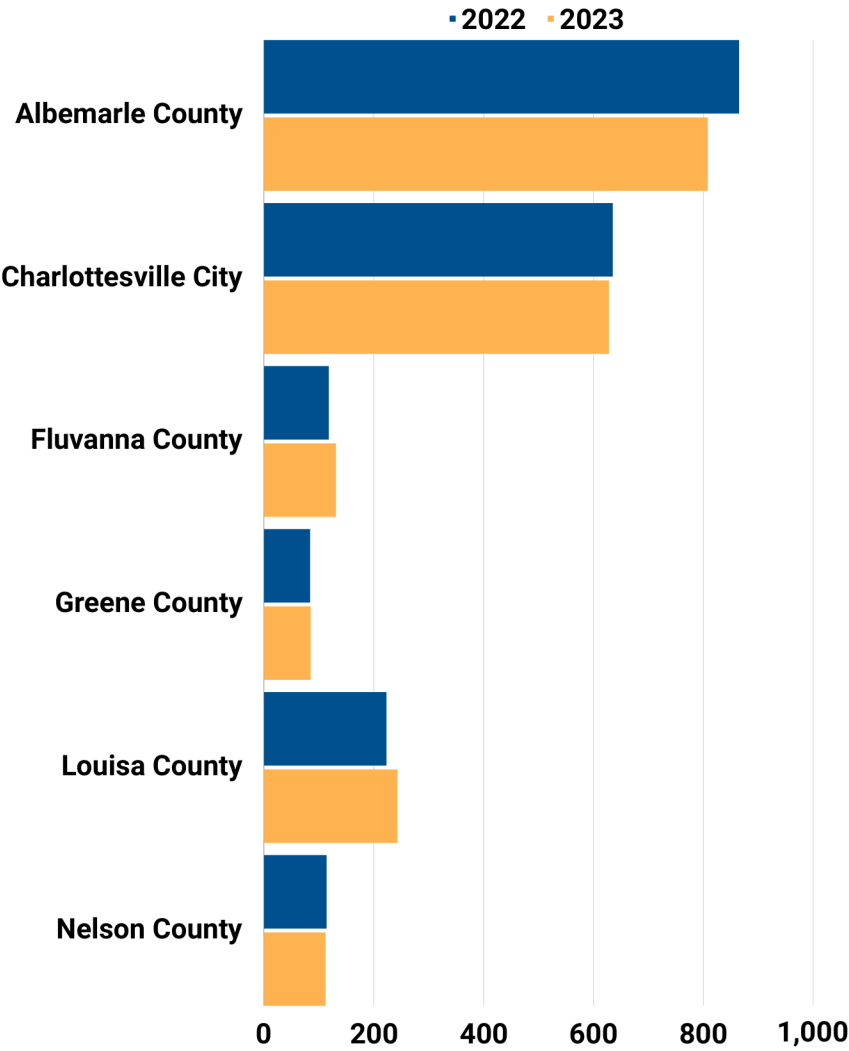
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1,507

unique inquirers.

## Contacts by City and County



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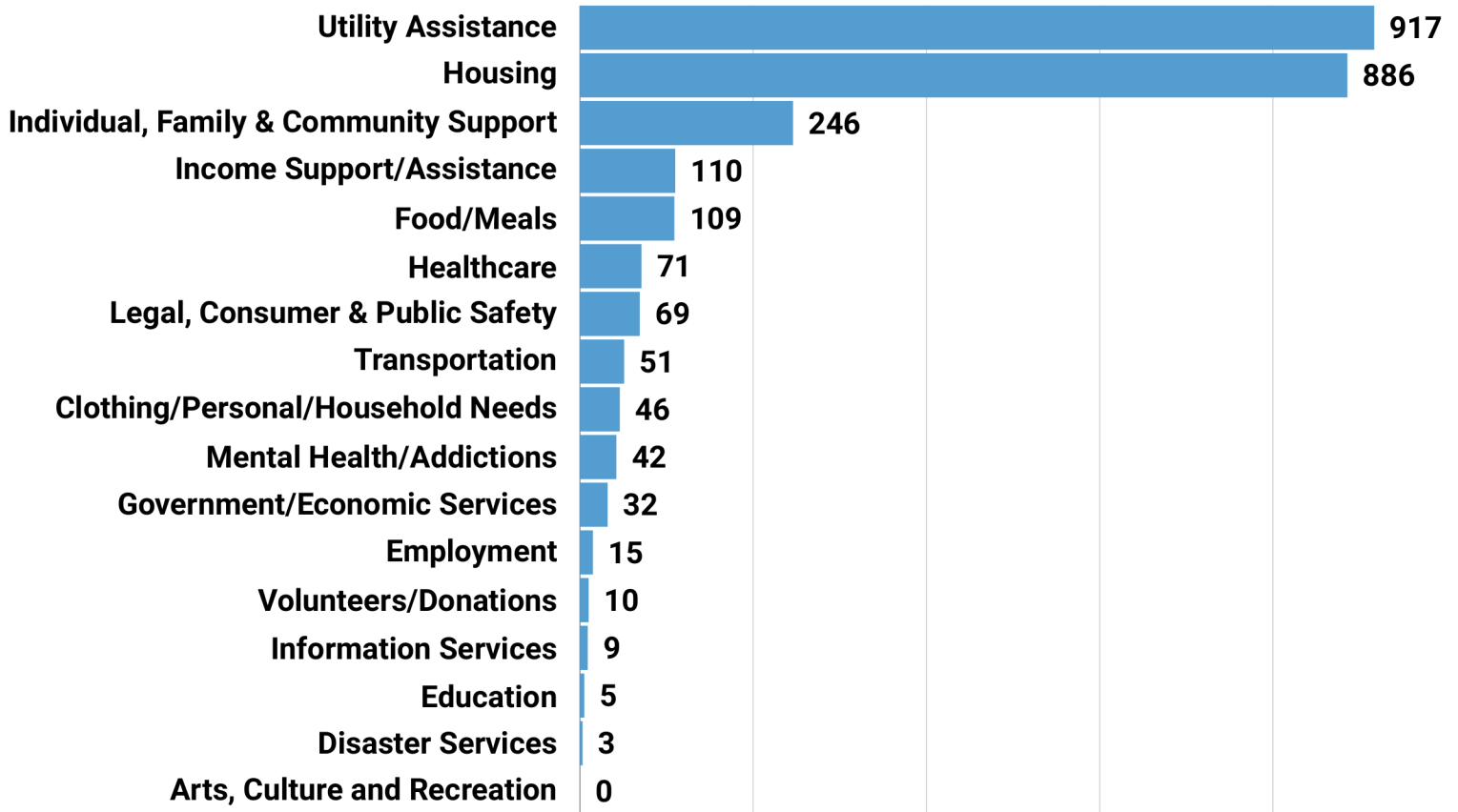
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

### Contacts by City and County

|                      | 2022 | 2023 | %Change |
|----------------------|------|------|---------|
| Albemarle County     | 865  | 808  | -7%     |
| Charlottesville City | 635  | 628  | -1%     |
| Fluvanna County      | 118  | 131  | +11%    |
| Greene County        | 84   | 85   | +1%     |
| Louisa County        | 223  | 243  | +9%     |
| Nelson County        | 114  | 112  | -2%     |

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## 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        | 1,269 |
| Financial Aid Rent Assistance | 481   |
| Food Pantry                   | 326   |
| Homelessness Prevention       | 311   |
| Housing Subsidized            | 251   |
| Housing Search                | 143   |
| Shelter Homeless              | 130   |
| Benefits Screening            | 125   |
| Housing Rehab Repair          | 125   |
| AAA Area Agencies on Aging    | 106   |

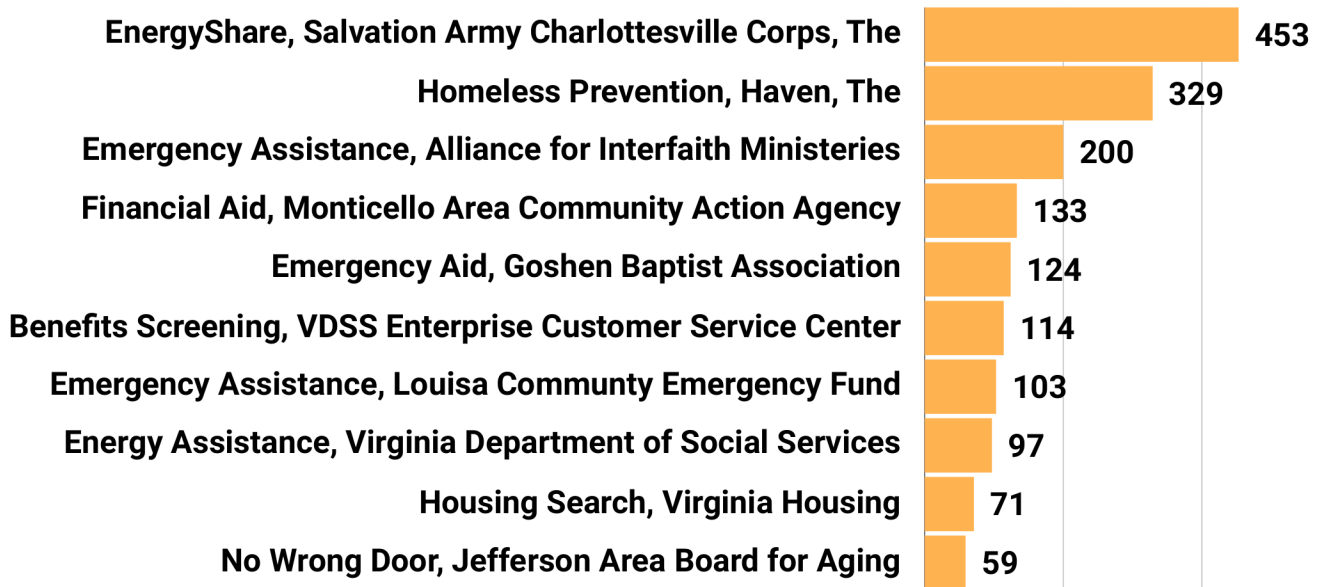
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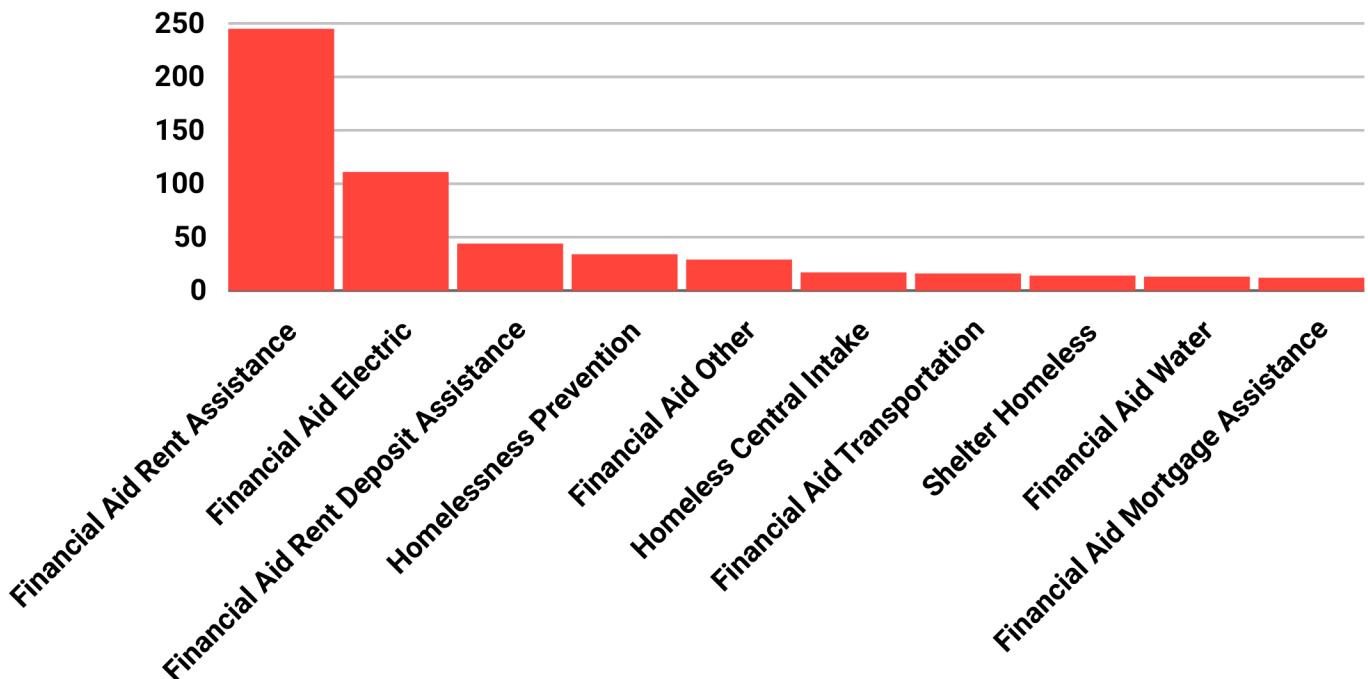
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### Top 10 Referred Listings



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### Top 10 Unmet Search Terms at the Point of Contact



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