2·1·1

Virginia

PLANNING DISTRICT REPORT 2023

SOUTHEAST REGION
PLANNING DISTRICTS 17, 18, 22, 23

TABLE OF CONTENTS

211 Virginia

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

2·1·1
Virginia
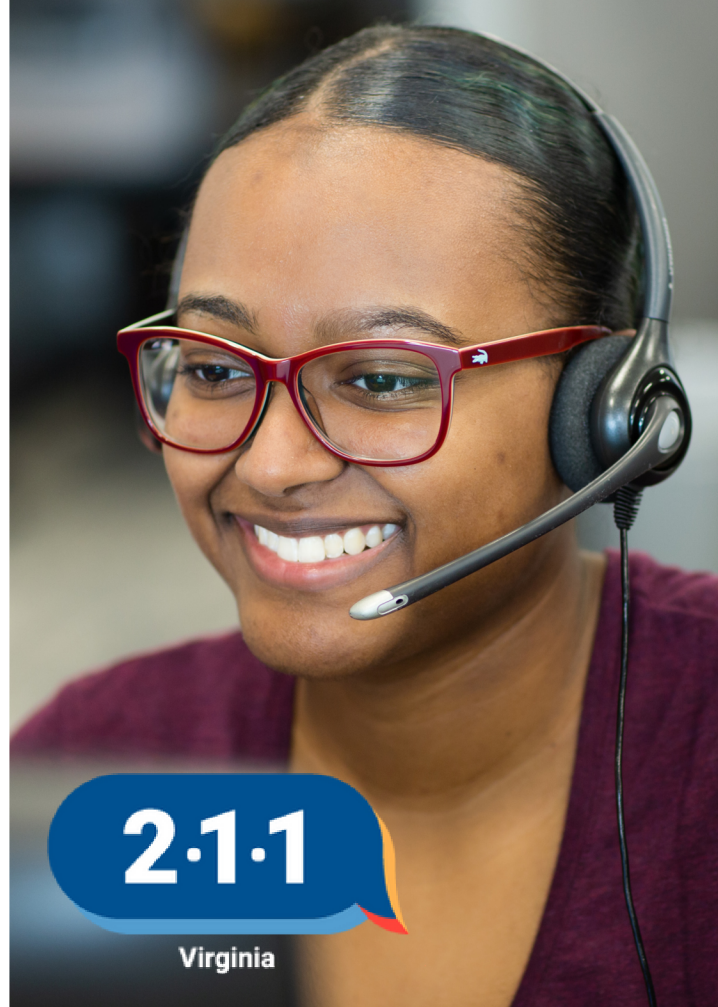
CODE OF VIRGINIA (§§ 63.2-222)

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. I**f 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.

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 <u>represents the amount of need in your area</u>.

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 <u>represent the amount of assistance available</u>.
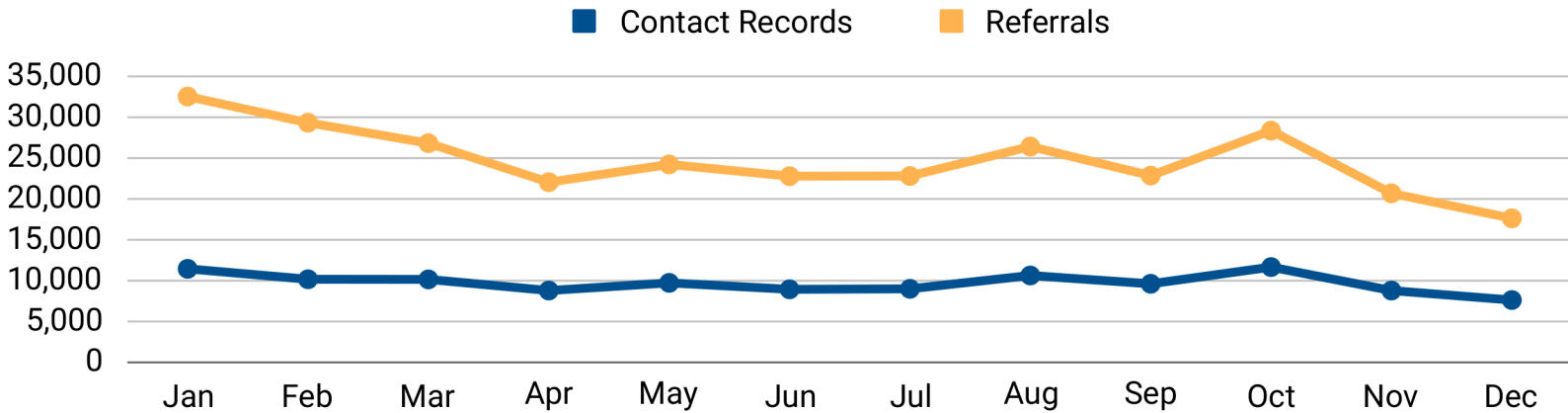
Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.

116,576
requests
for help.

296,521
referrals to
helping programs
and services.

85,964
unique
inquirers.

4

2·1·1 Virginia

2023 Requests by Needs Categories

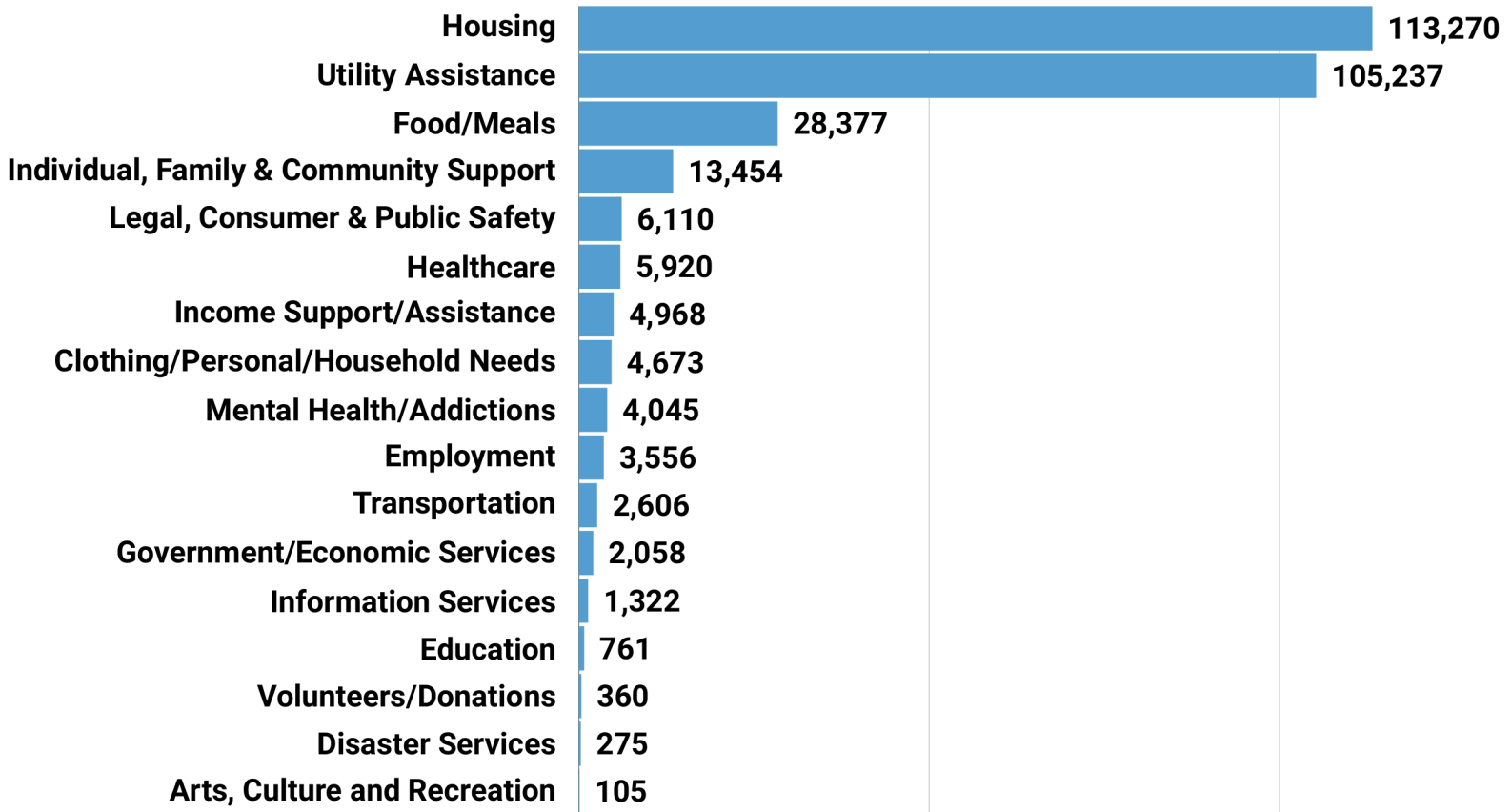| Category	Requests
Housing	113,270
Utility Assistance	105,237
Food/Meals	28,377
Individual, Family & Community Support	13,454
Legal, Consumer & Public Safety	6,110
Healthcare	5,920
Income Support/Assistance	4,968
Clothing/Personal/Household Needs	4,673
Mental Health/Addictions	4,045
Employment	3,556
Transportation	2,606
Government/Economic Services	2,058
Information Services	1,322
Education	761
Volunteers/Donations	360
Disaster Services	275
Arts, Culture and Recreation	105

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

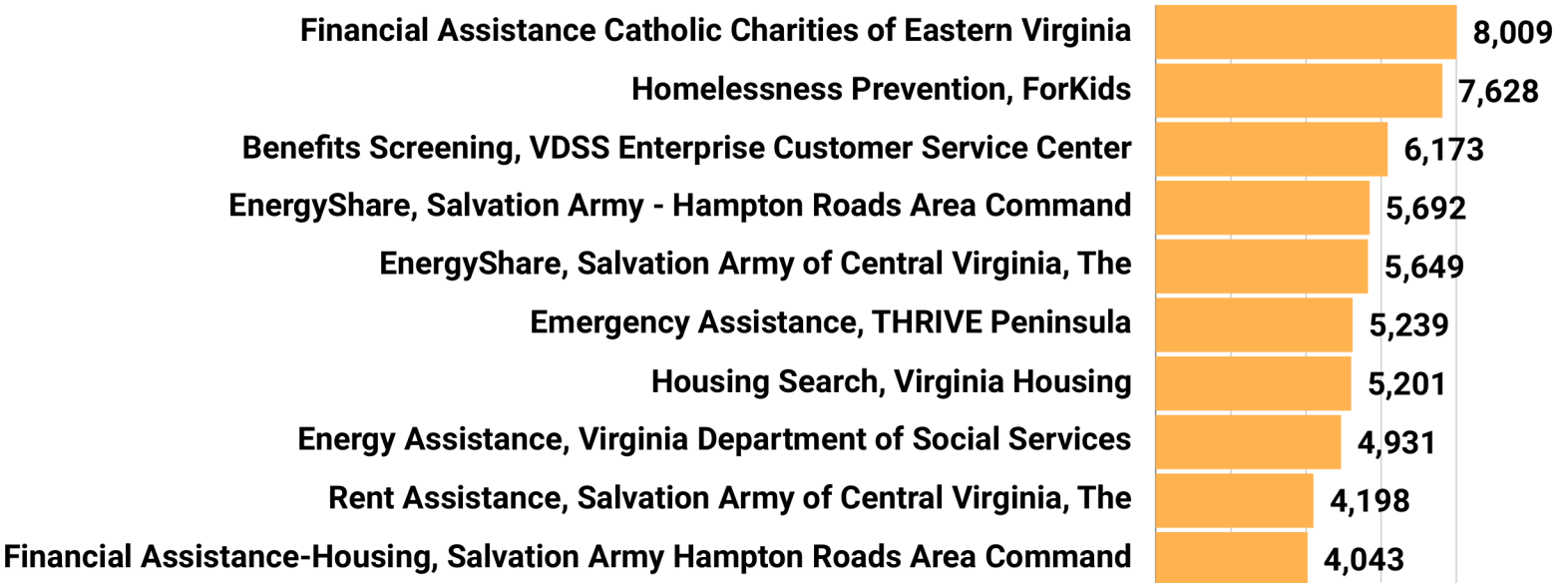| Top 10 Search Terms	Referrals
Financial Aid Electric	85,811
Financial Aid Rent Assistance	38,688
Homelessness Prevention	22,980
Food Pantry	24,051
Housing Search	11,934
Financial Aid Water	9,208
Homeless Central Intake	8,232
Financial Aid Gas	8,892
Housing Subsidized	8,726
Shelter Homeless	7,928

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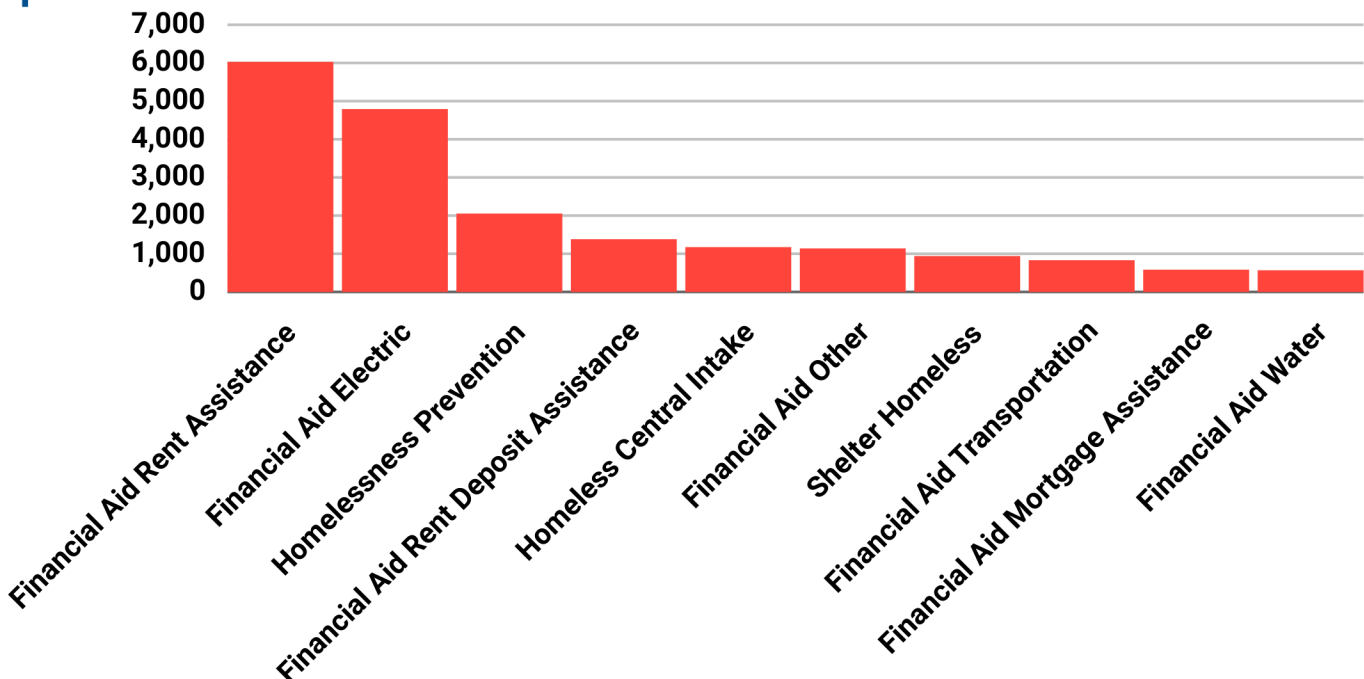
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings

Referrals

Listing	Referrals
Financial Assistance Catholic Charities of Eastern Virginia	8,009
Homelessness Prevention, ForKids	7,628
Benefits Screening, VDSS Enterprise Customer Service Center	6,173
EnergyShare, Salvation Army - Hampton Roads Area Command	5,692
EnergyShare, Salvation Army of Central Virginia, The	5,649
Emergency Assistance, THRIVE Peninsula	5,239
Housing Search, Virginia Housing	5,201
Energy Assistance, Virginia Department of Social Services	4,931
Rent Assistance, Salvation Army of Central Virginia, The	4,198
Financial Assistance-Housing, Salvation Army Hampton Roads Area Command	4,043

Top 10 Referred Listings: Referred listings represent the <u>specific agency programs</u> 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. <u>Unmet search terms are often a good indicator of the types of services needed</u> in your area or whether an existing program needs more funding to meet the need.

6

PLANNING DISTRICT 17 OVERALL

2·1·1
Virginia

Contacts:

Calendar Year 2022:	520
Calendar Year 2023:	487
Percent Change:	-6%

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

Referrals:

Calendar Year 2022:	917
Calendar Year 2023:	938
Percent Change:	+2%
2023 Referral Rate:	1.93

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

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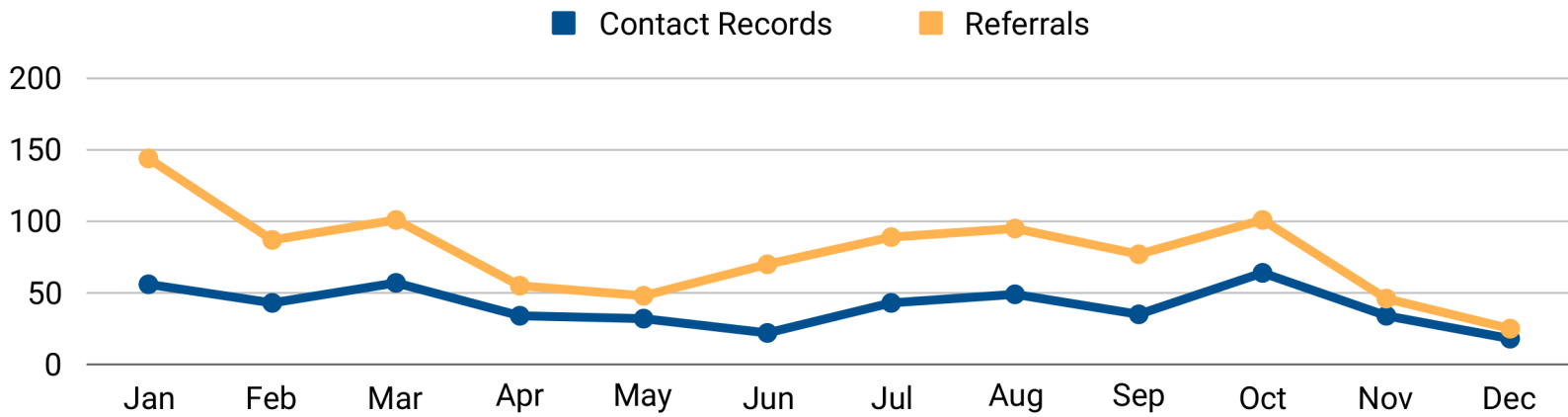
Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.

487
requests
for help.

938
referrals to
helping programs
and services.

388
unique
inquirers.
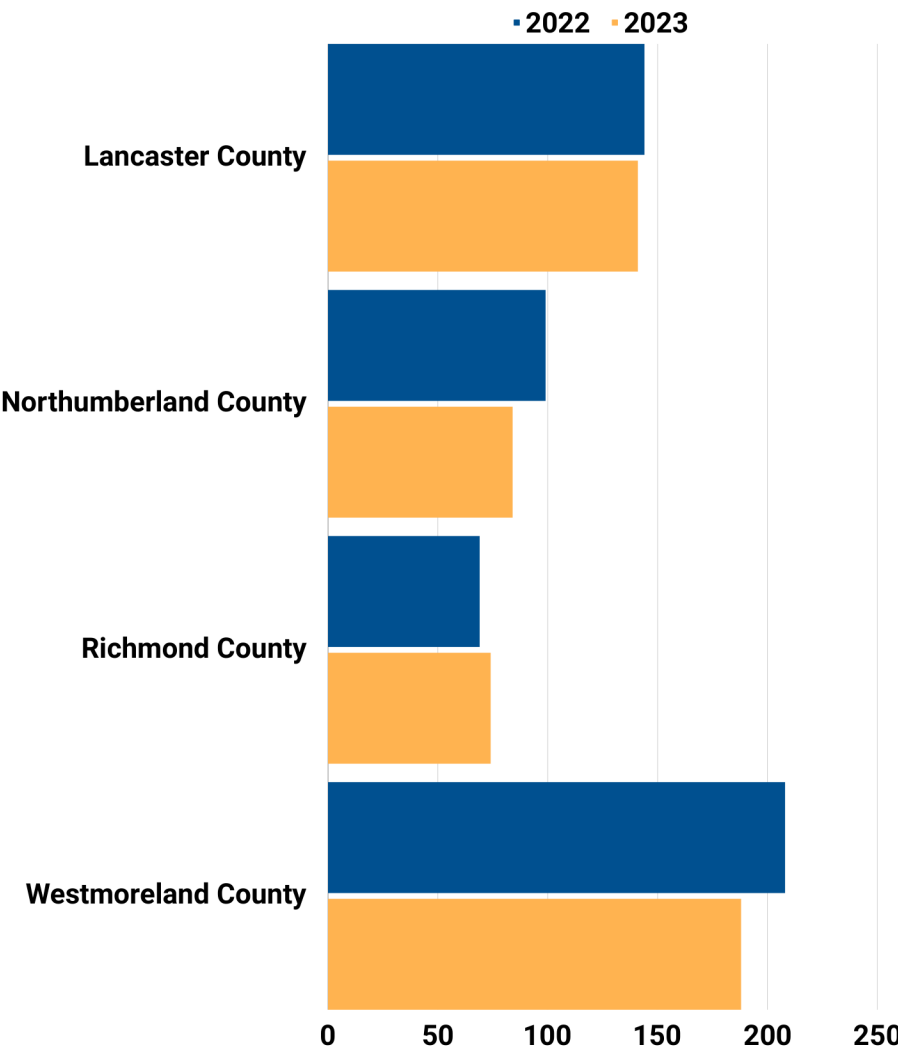
2·1·1
Virginia

Contacts by City and County

■ 2022 ■ 2023

Lancaster County

Northumberland County

Richmond County

Westmoreland County

0   50   100   150   200   250

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
Lancaster County	144	141	-2%
Northumberland County	99	84	-15%
Richmond County	69	74	+7%
Westmoreland County	208	188	-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
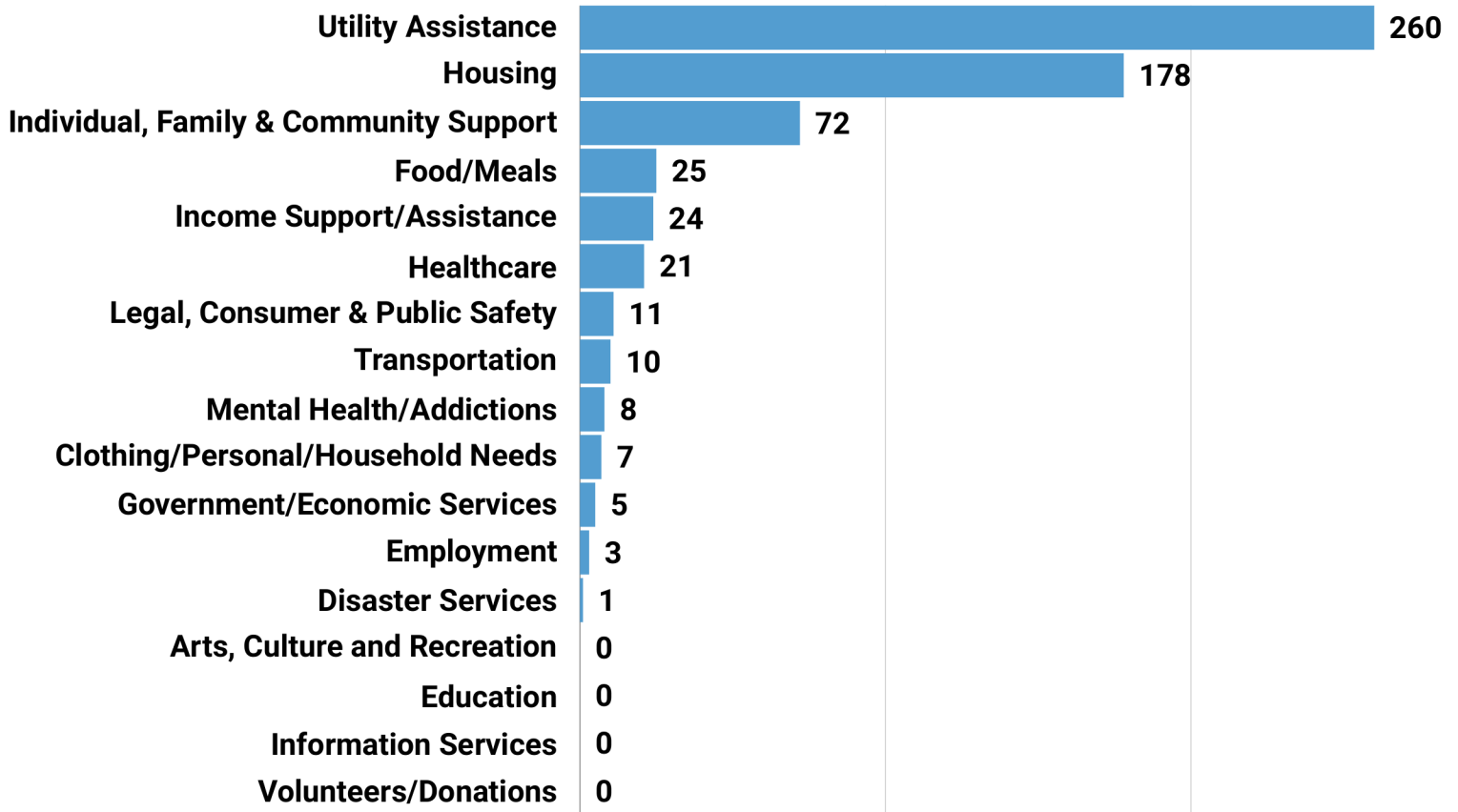
Category	Value
Utility Assistance	260
Housing	178
Individual, Family & Community Support	72
Food/Meals	25
Income Support/Assistance	24
Healthcare	21
Legal, Consumer & Public Safety	11
Transportation	10
Mental Health/Addictions	8
Clothing/Personal/Household Needs	7
Government/Economic Services	5
Employment	3
Disaster Services	1
Arts, Culture and Recreation	0
Education	0
Information Services	0
Volunteers/Donations	0

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	401
Financial Aid Rent Assistance	71
Housing Rehab Repair	65
Homelessness Prevention	51
Housing Search	51
Benefits Screening	42
Housing Subsidized	41
Food Pantry	40
AAA Area Agencies on Aging	32
Homeless Central Intake	28

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

Referrals

Fin. Aid-Housing/Medical/Utility, Lancaster-Northumberland Interfaith Service Council — 136

Emergency Assistance, Catholic Charities of the Diocese of Arlington — 112

Coordinated Housing Entry, Bay Aging — 59

EnergyShare, Westmoreland Department of Social Services — 42

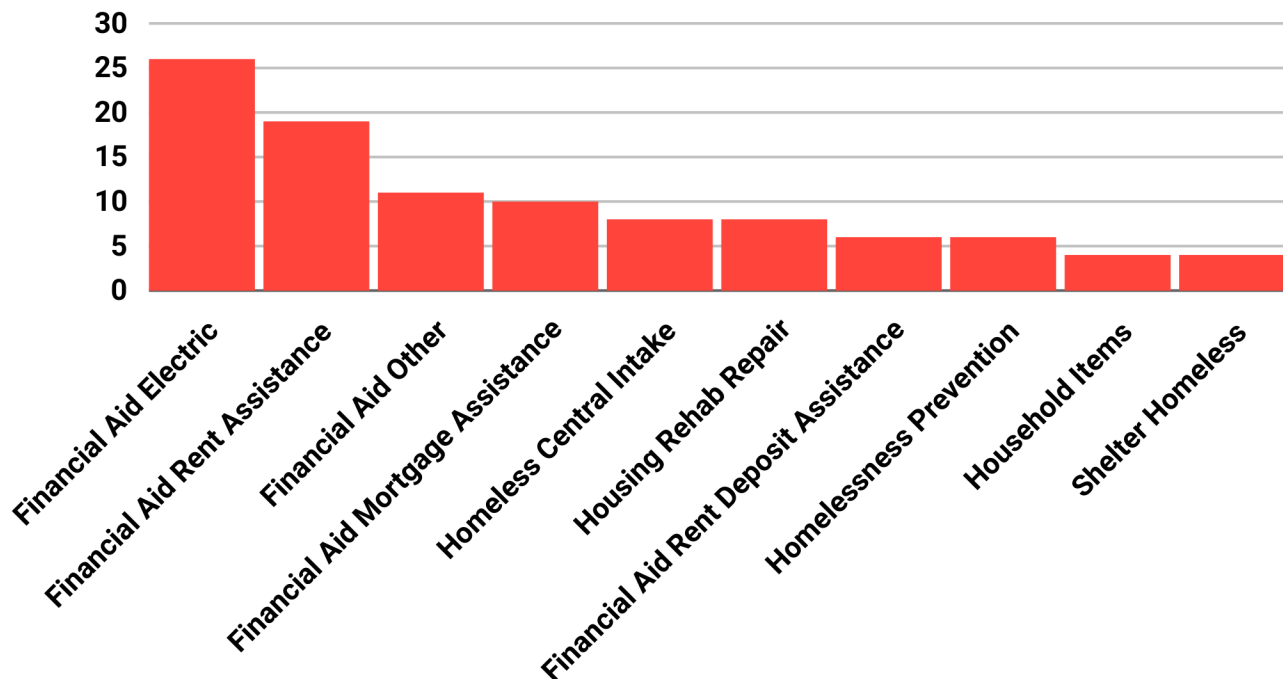Benefits Screening, VDSS Enterprise Customer Service Center — 39

EnergyShare, Lancaster County Department of Social Services — 39

No Wrong Door, Bay Aging — 34

Energy Assistance, Virginia Department of Social Services — 30

Housing Search, Virginia Housing — 25

EnergyShare, Northumberland County Department of Social Services — 23

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

Bar chart categories: Financial Aid Electric (26), Financial Aid Rent Assistance (19), Financial Aid Other (11), Financial Aid Mortgage Assistance (10), Homeless Central Intake (8), Housing Rehab Repair (8), Financial Aid Rent Deposit Assistance (6), Homelessness Prevention (6), Household Items (4), Shelter Homeless (4)

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.

10

PLANNING DISTRICT 18 OVERALL

2·1·1
Virginia

Contacts:

|	
Calendar Year 2022:	856
Calendar Year 2023:	924
Percent Change:	+8%

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:	1,647
Calendar Year 2023:	1,677
Percent Change:	+2%
2023 Referral Rate:	1.81

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

■ Contact Records   ■ Referrals
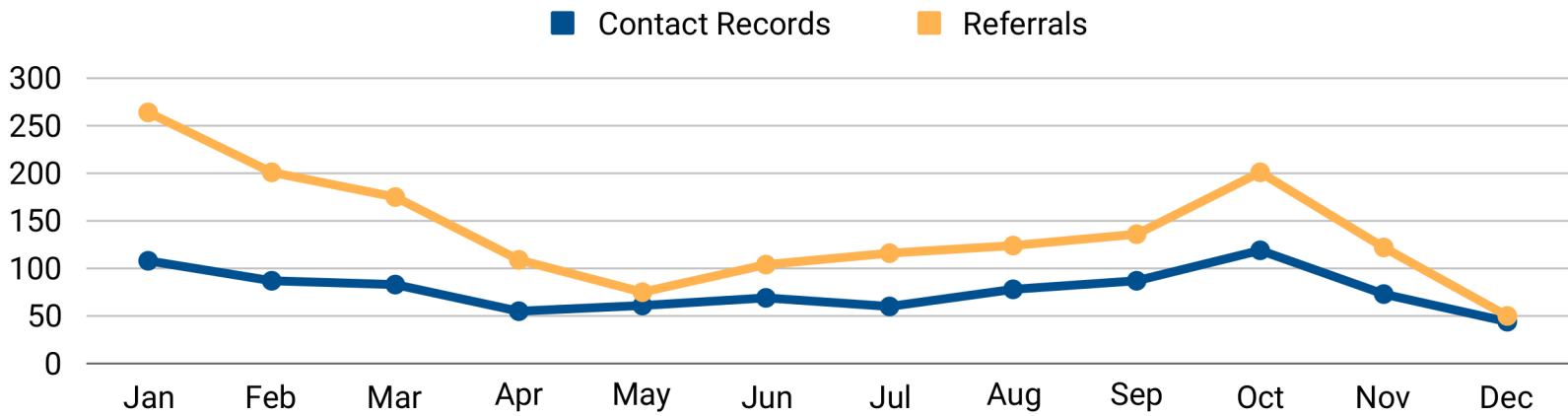
Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.
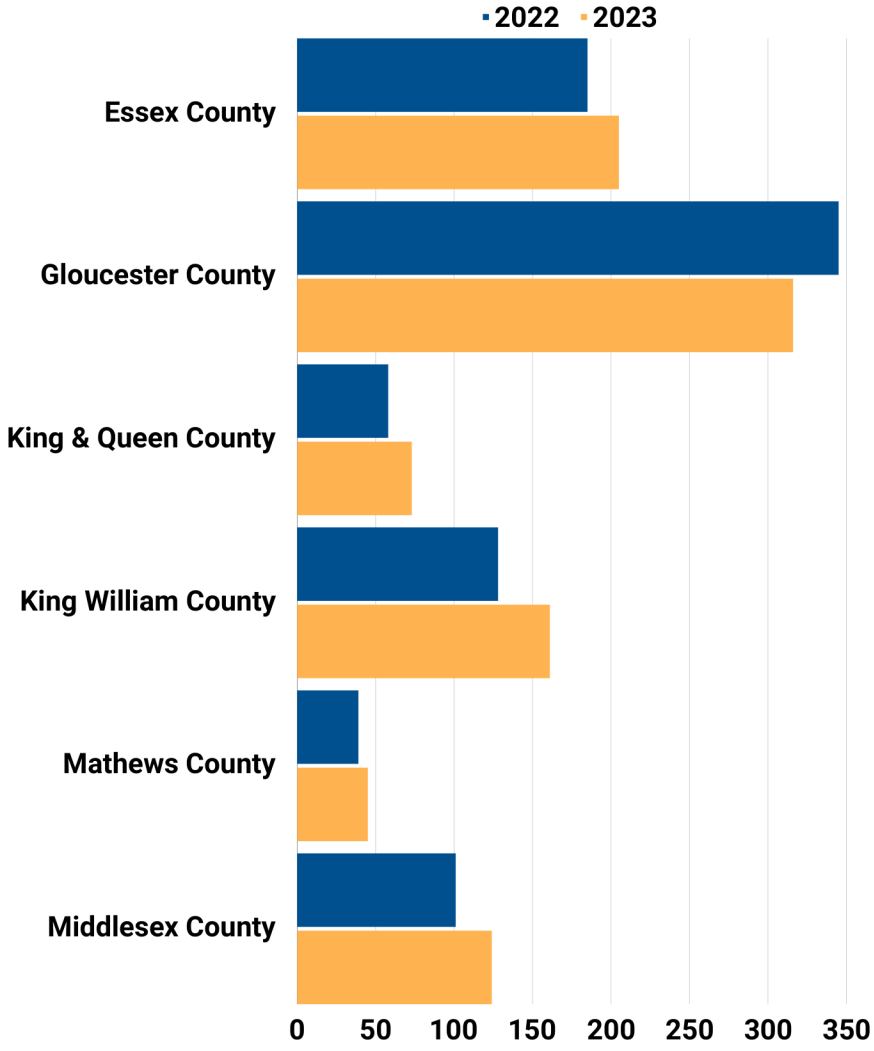
924
requests
for help.

1,677
referrals to
helping programs
and services.

772
unique
inquirers.

Contacts by City and County

■2022 ■2023

Essex County
Gloucester County
King & Queen County
King William County
Mathews County
Middlesex County

0 50 100 150 200 250 300 350

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.

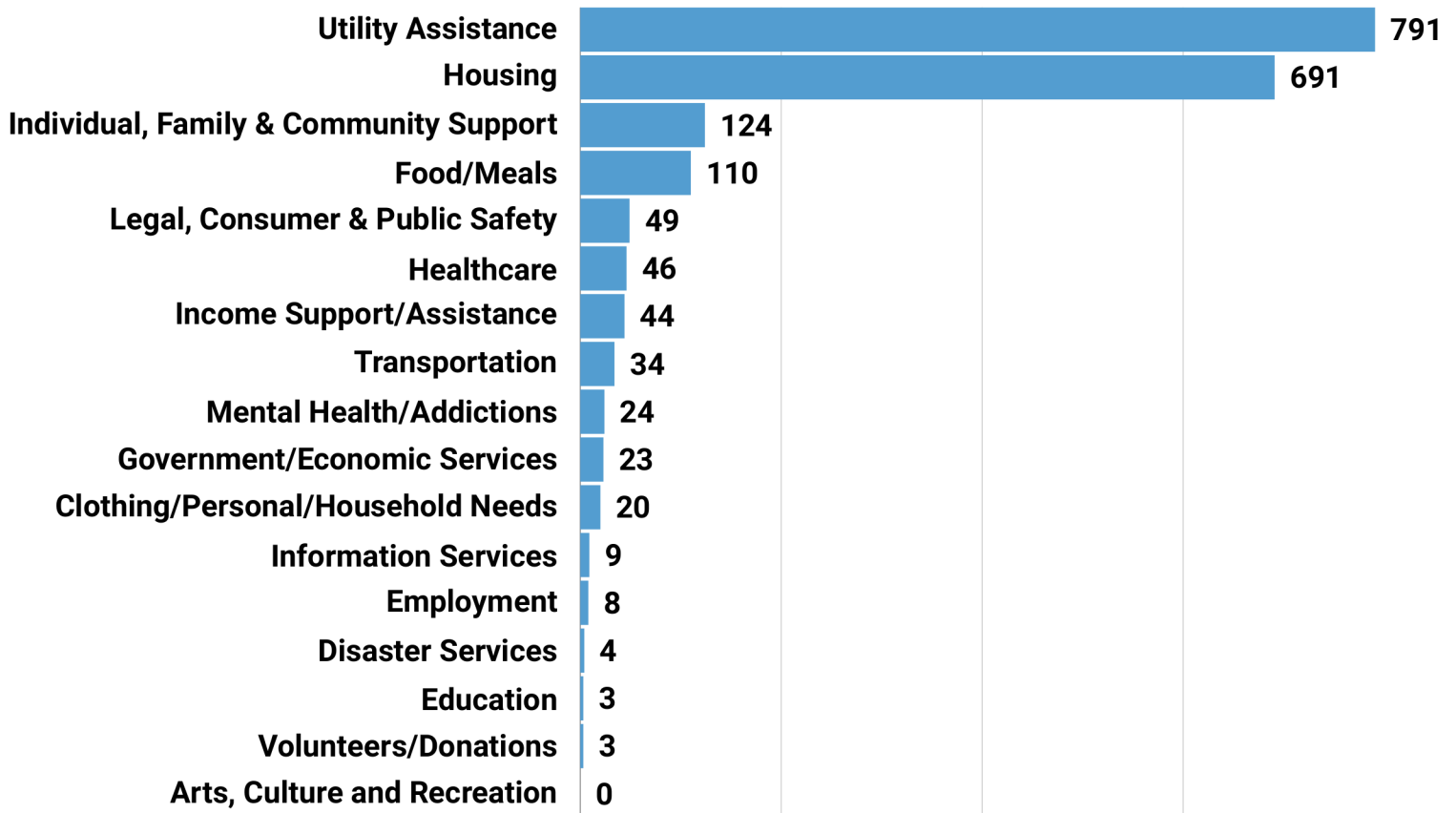| Contacts by City and County	2022	2023	%Change
Essex County	185	205	+11%
Gloucester County	345	316	-8%
King & Queen County	58	73	+26%
King William County	128	161	+26%
Mathews County	39	45	+15%
Middlesex County	101	124	+23%

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.

12

2023 Requests by Needs Categories

Category	Value
Utility Assistance	791
Housing	691
Individual, Family & Community Support	124
Food/Meals	110
Legal, Consumer & Public Safety	49
Healthcare	46
Income Support/Assistance	44
Transportation	34
Mental Health/Addictions	24
Government/Economic Services	23
Clothing/Personal/Household Needs	20
Information Services	9
Employment	8
Disaster Services	4
Education	3
Volunteers/Donations	3
Arts, Culture and Recreation	0

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

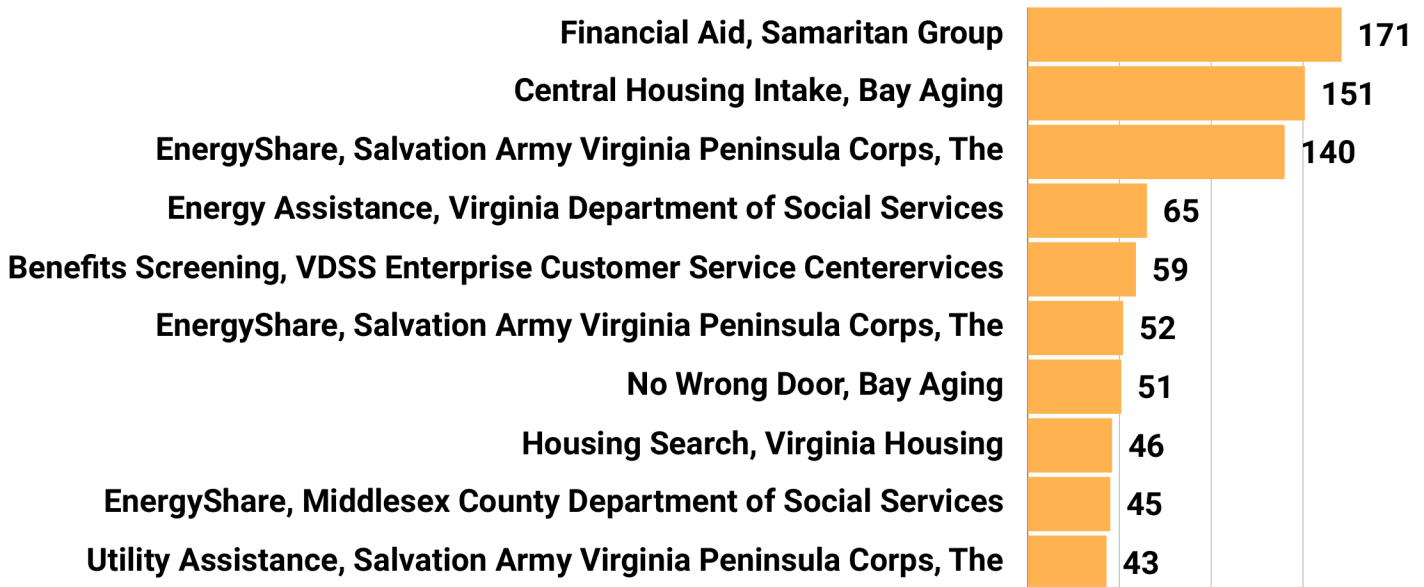| Top 10 Search Terms	Referrals
Financial Aid Electric	751
Homelessness Prevention	145
Financial Aid Rent Assistance	109
Housing Rehab Repair	90
Housing Search	87
Food Pantry	77
Benefits Screening	64
Homeless Central Intake	53
Housing Subsidized	50
AAA Area Agencies on Aging	49

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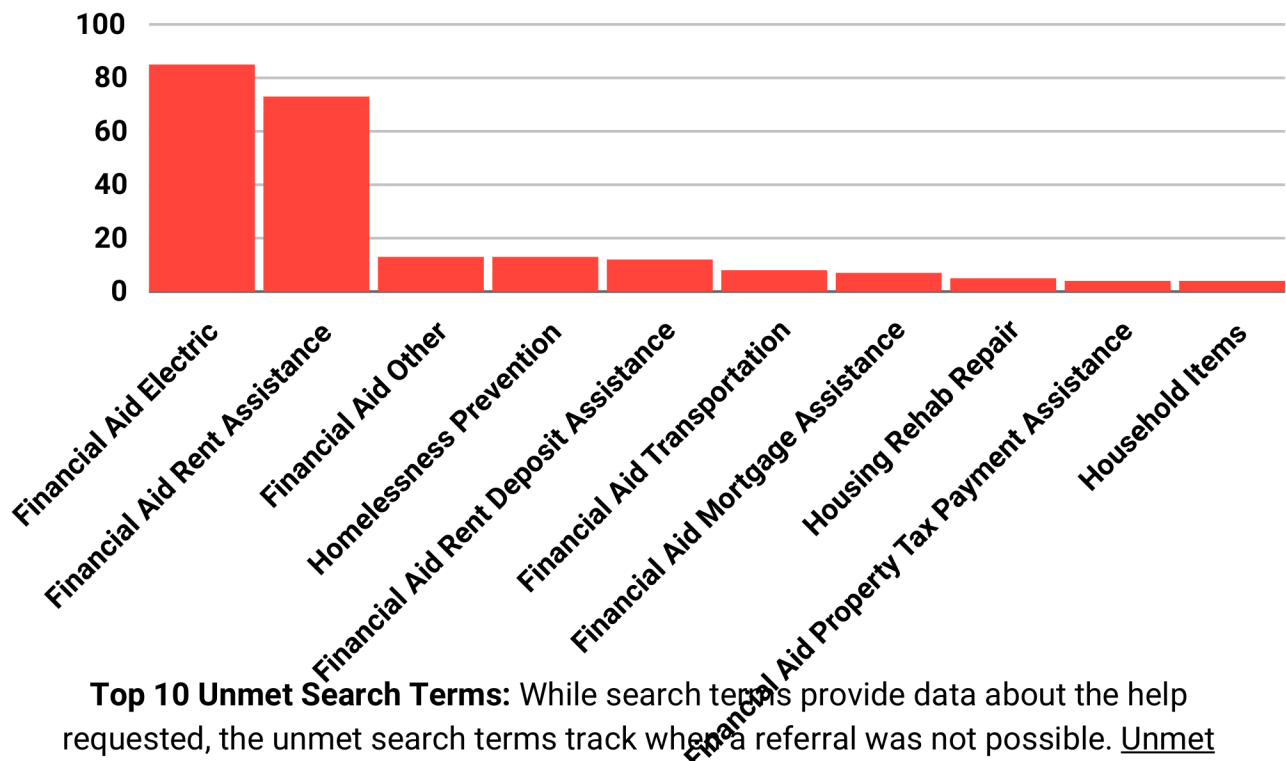
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings

Referrals

Listing	Referrals
Financial Aid, Samaritan Group	171
Central Housing Intake, Bay Aging	151
EnergyShare, Salvation Army Virginia Peninsula Corps, The	140
Energy Assistance, Virginia Department of Social Services	65
Benefits Screening, VDSS Enterprise Customer Service Centerervices	59
EnergyShare, Salvation Army Virginia Peninsula Corps, The	52
No Wrong Door, Bay Aging	51
Housing Search, Virginia Housing	46
EnergyShare, Middlesex County Department of Social Services	45
Utility Assistance, Salvation Army Virginia Peninsula Corps, The	43

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

Bar chart values (approximate): Financial Aid Electric ~85, Financial Aid Rent Assistance ~73, Financial Aid Other ~13, Homelessness Prevention ~13, Financial Aid Rent Deposit Assistance ~12, Financial Aid Transportation ~7, Financial Aid Mortgage Assistance ~7, Housing Rehab Repair ~5, Financial Aid Property Tax Payment Assistance ~4, Household Items ~3

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.

14

Contacts:

Calendar Year 2022:	211
Calendar Year 2023:	265
Percent Change:	+26%

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:	300
Calendar Year 2023:	412
Percent Change:	+37%
2023 Referral Rate:	1.55

Referrals: Each agency program name we're able to provide to someone is considered a referral, and referrals represent the amount of assistance available.
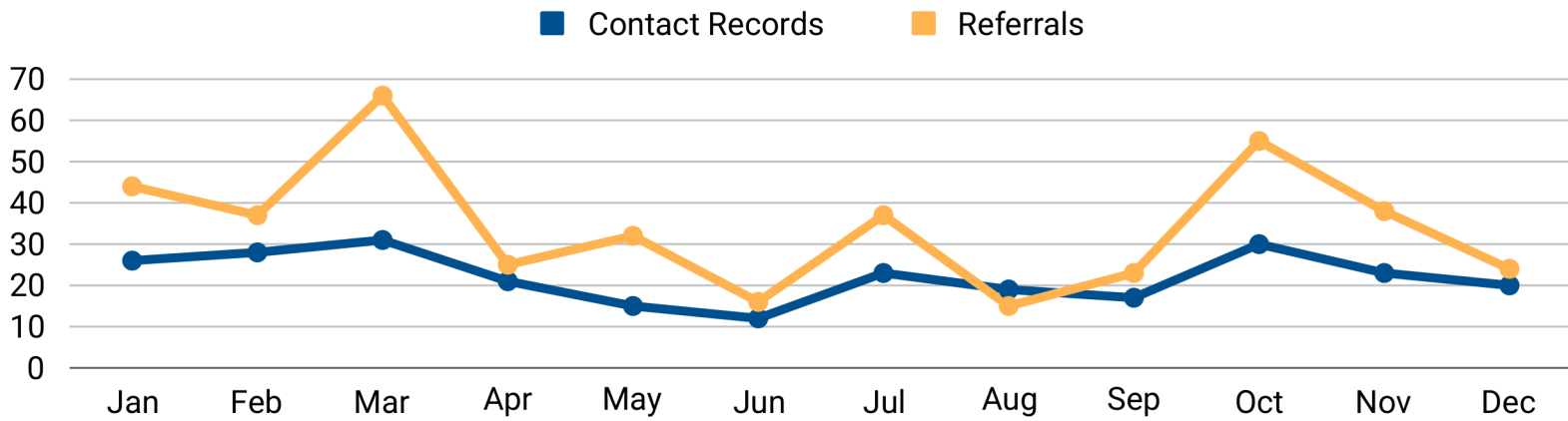
Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.
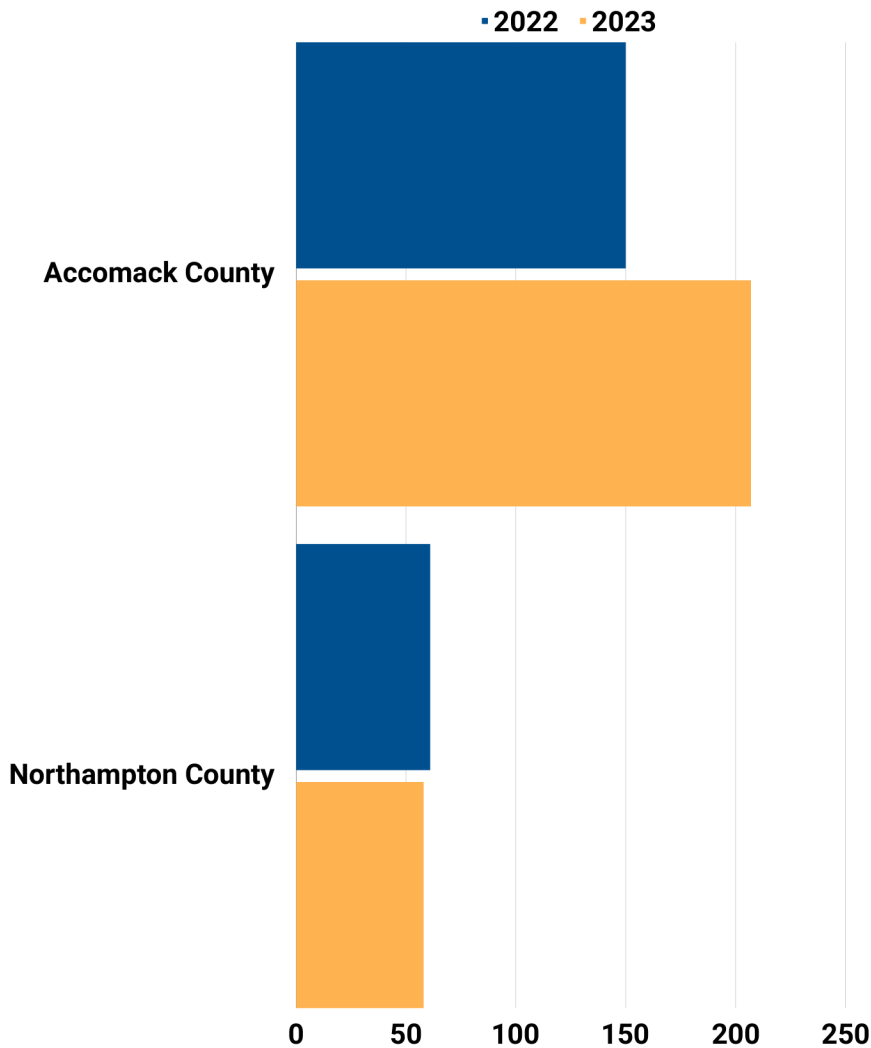
265 requests for help.

412 referrals to helping programs and services.

201 unique inquirers.

Contacts by City and County

■ 2022 ■ 2023

Accomack County

Northampton County

0   50   100   150   200   250

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
Accomack County	150	207	+38%
Northampton County	61	58	-5%

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.

16

PLANNING DISTRICT 22 NEEDS

2023 Requests by Needs Categories

Category	Value
Housing	141
Utility Assistance	50
Individual, Family & Community Support	29
Income Support/Assistance	27
Food/Meals	22
Clothing/Personal/Household Needs	11
Information Services	11
Legal, Consumer & Public Safety	10
Transportation	9
Government/Economic Services	8
Mental Health/Addictions	7
Employment	5
Healthcare	5
Arts, Culture and Recreation	2
Disaster Services	0
Education	0
Volunteers/Donations	0
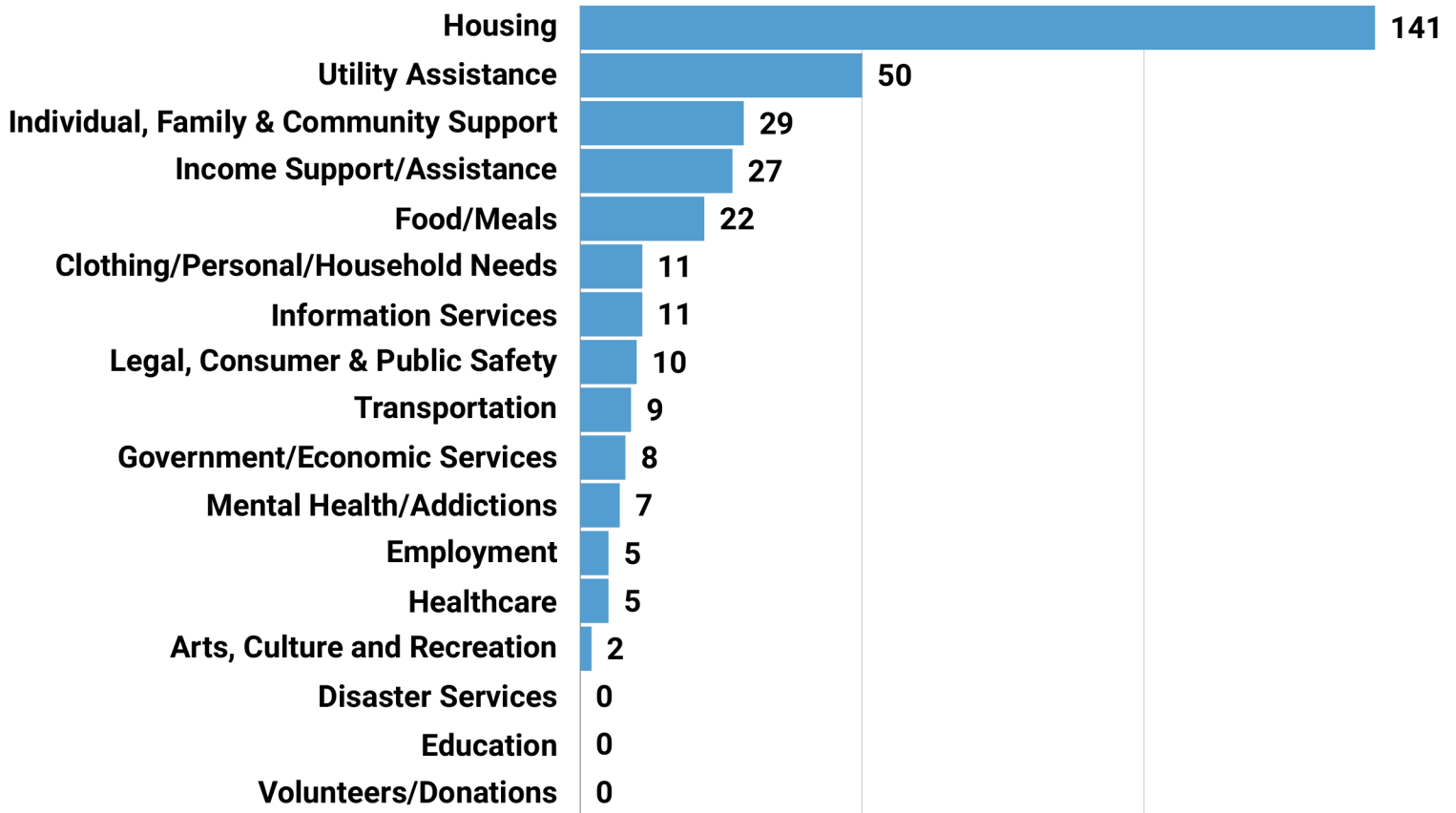
Requests by Needs Category: The 211 Virginia database is initially segmented into broad categories reflecting the overall type of help requested.

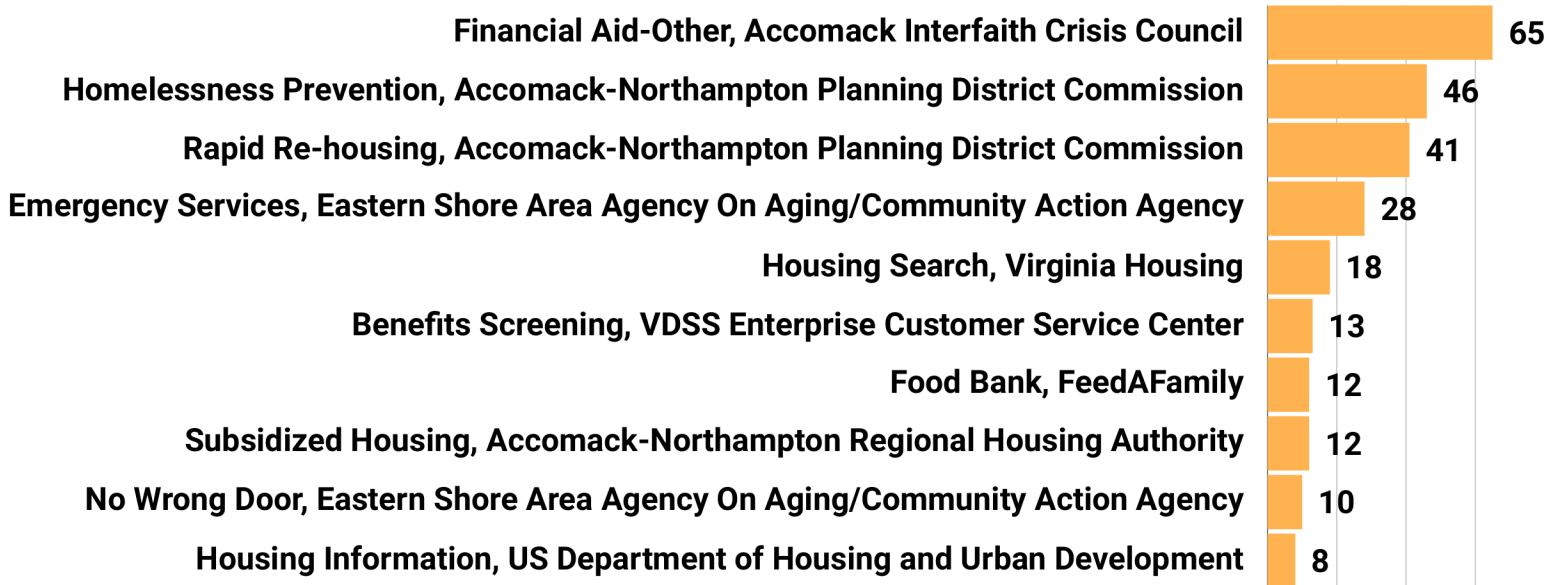| Top 10 Search Terms	Referrals
Homelessness Prevention	73
Financial Aid Electric	57
Financial Aid Rent Assistance	47
Homeless Central Intake	29
Housing Search	29
Shelter Homeless	24
Housing Subsidized	18
Financial Aid Heating Fuel	17
Food Pantry	17
Benefits Screening	14

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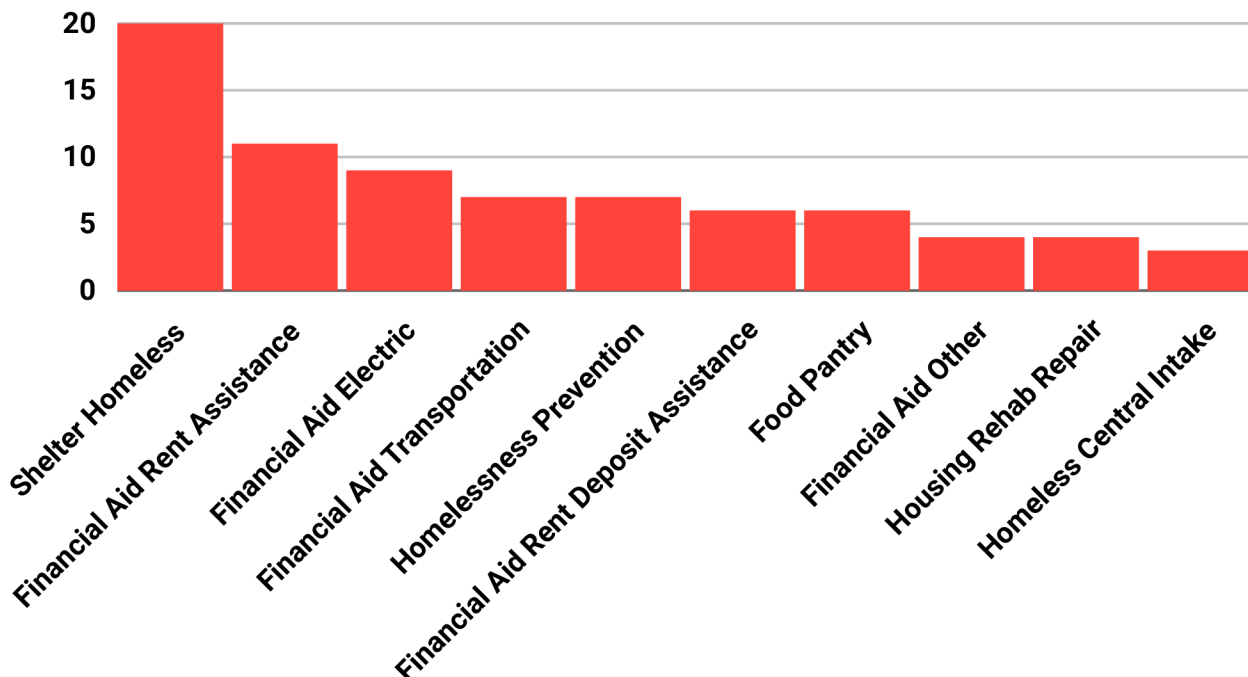
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

17

2·1·1
Virginia

Top 10 Referred Listings

Referrals

Listing	Referrals
Financial Aid-Other, Accomack Interfaith Crisis Council	65
Homelessness Prevention, Accomack-Northampton Planning District Commission	46
Rapid Re-housing, Accomack-Northampton Planning District Commission	41
Emergency Services, Eastern Shore Area Agency On Aging/Community Action Agency	28
Housing Search, Virginia Housing	18
Benefits Screening, VDSS Enterprise Customer Service Center	13
Food Bank, FeedAFamily	12
Subsidized Housing, Accomack-Northampton Regional Housing Authority	12
No Wrong Door, Eastern Shore Area Agency On Aging/Community Action Agency	10
Housing Information, US Department of Housing and Urban Development	8

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 23 OVERALL

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Virginia

Contacts:

|	
Calendar Year 2022:	39,113
Calendar Year 2023:	36,877
Percent Change:	-6%

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

Referrals:

Calendar Year 2022:	110,658
Calendar Year 2023:	95,180
Percent Change:	-14%
2023 Referral Rate:	2.58

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

Legend: ■ Contact Records   ■ Referrals
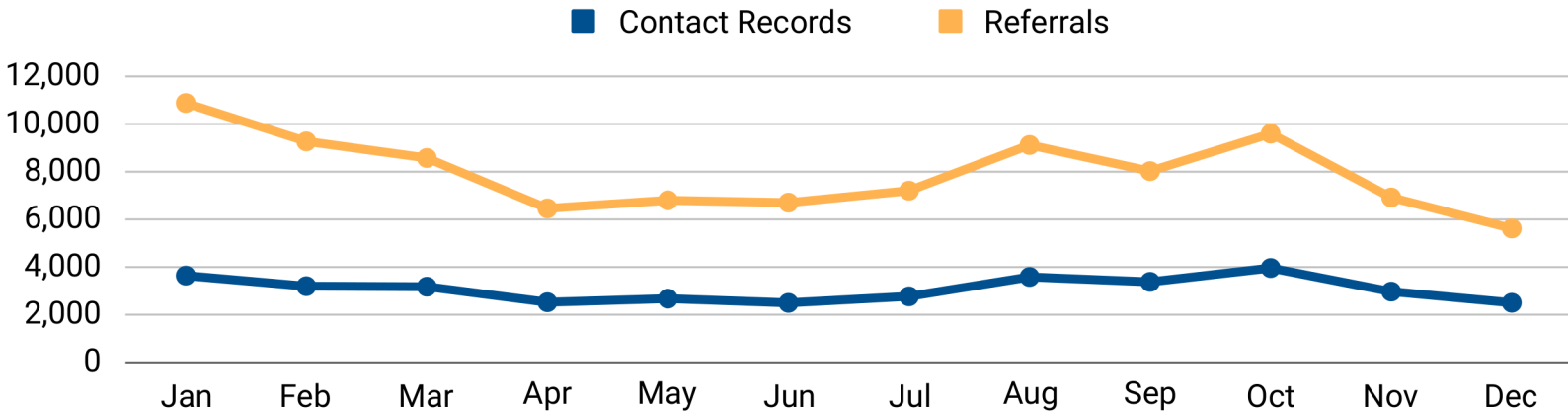
Volume Over Time: Reviewing the change between contacts and referrals provides insight into the shifting needs of a community each year.
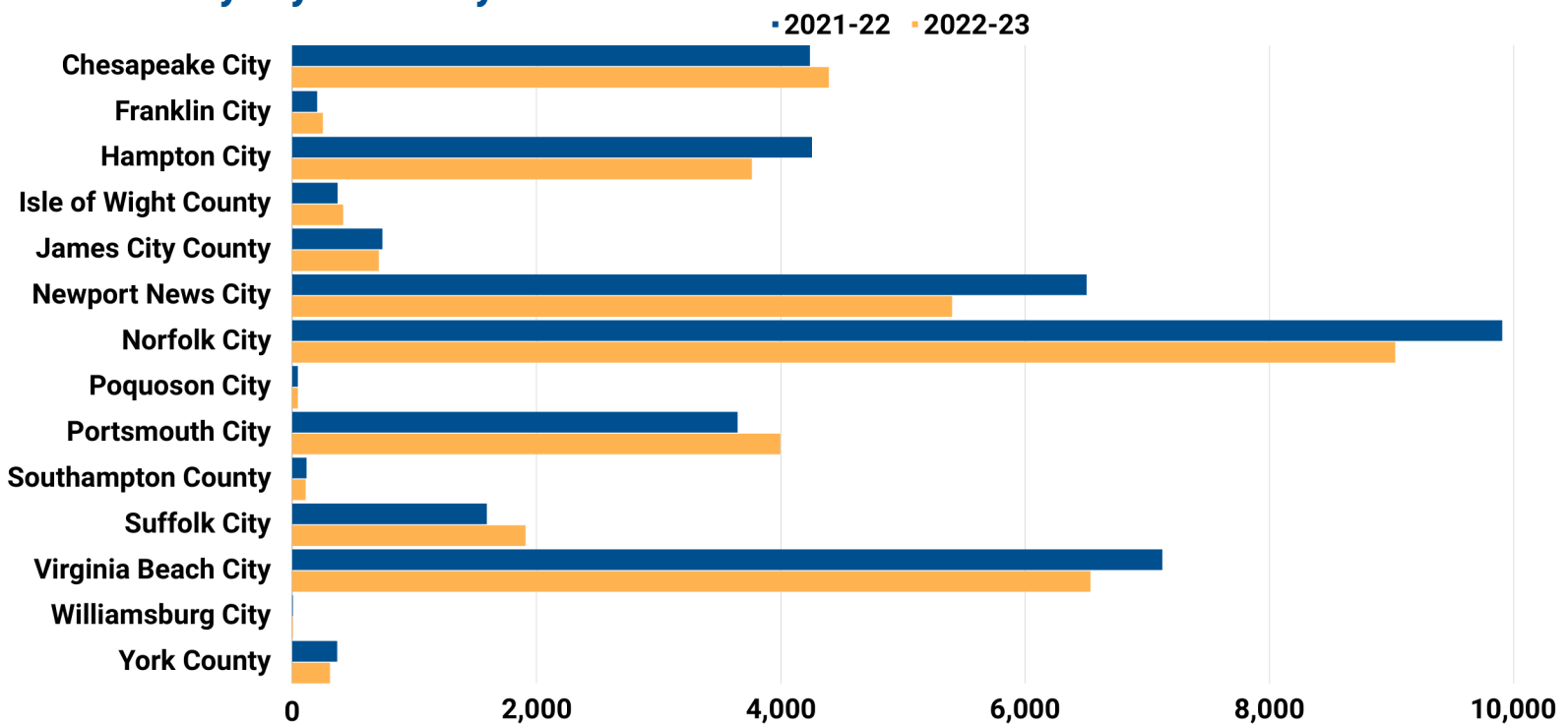
36,877
requests
for help.

95,180
referrals to
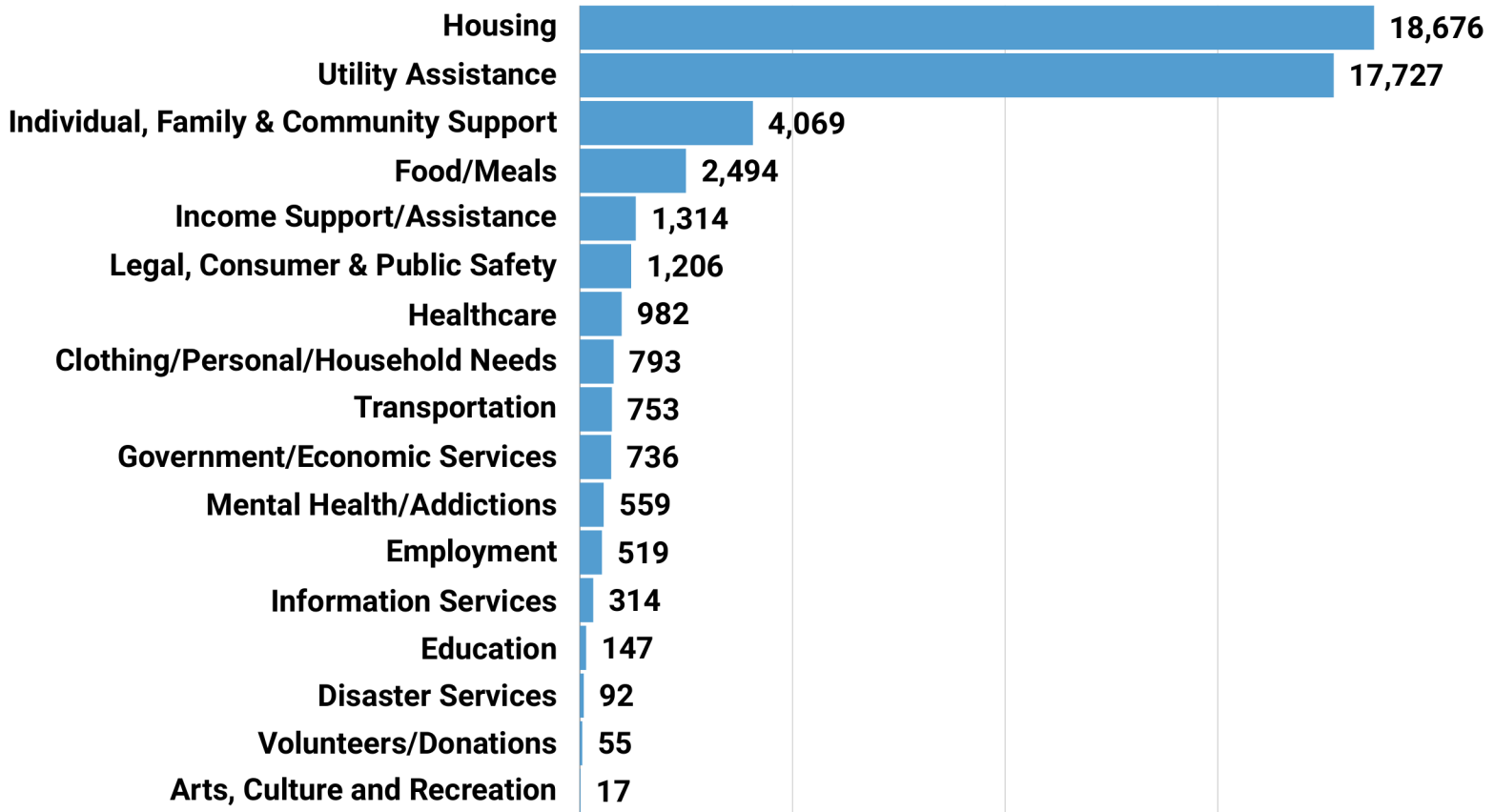helping programs
and services.

26,407
unique
inquirers.

19

Contacts by City and County

Legend: ■ 2021-22 ■ 2022-23

Contacts by City and County	2022	2023	%Change
Chesapeake City	4,238	4,393	+4%
Franklin City	204	251	+23%
Hampton City	4,255	3,763	-12%
Isle of Wight County	371	417	+12%
James City County	738	709	-4%
Newport News City	6,503	5,402	-17%
Norfolk City	9,906	9,030	-9%
Poquoson City	46	46	0%
Portsmouth City	3,646	3,996	+10%
Southampton County	117	110	-6%
Suffolk City	1,593	1,910	+20%
Virginia Beach City	7,123	6,535	-8%
Williamsburg City	5	6	+20%
York County	368	309	-16%

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

Category	Requests
Housing	18,676
Utility Assistance	17,727
Individual, Family & Community Support	4,069
Food/Meals	2,494
Income Support/Assistance	1,314
Legal, Consumer & Public Safety	1,206
Healthcare	982
Clothing/Personal/Household Needs	793
Transportation	753
Government/Economic Services	736
Mental Health/Addictions	559
Employment	519
Information Services	314
Education	147
Disaster Services	92
Volunteers/Donations	55
Arts, Culture and Recreation	17

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

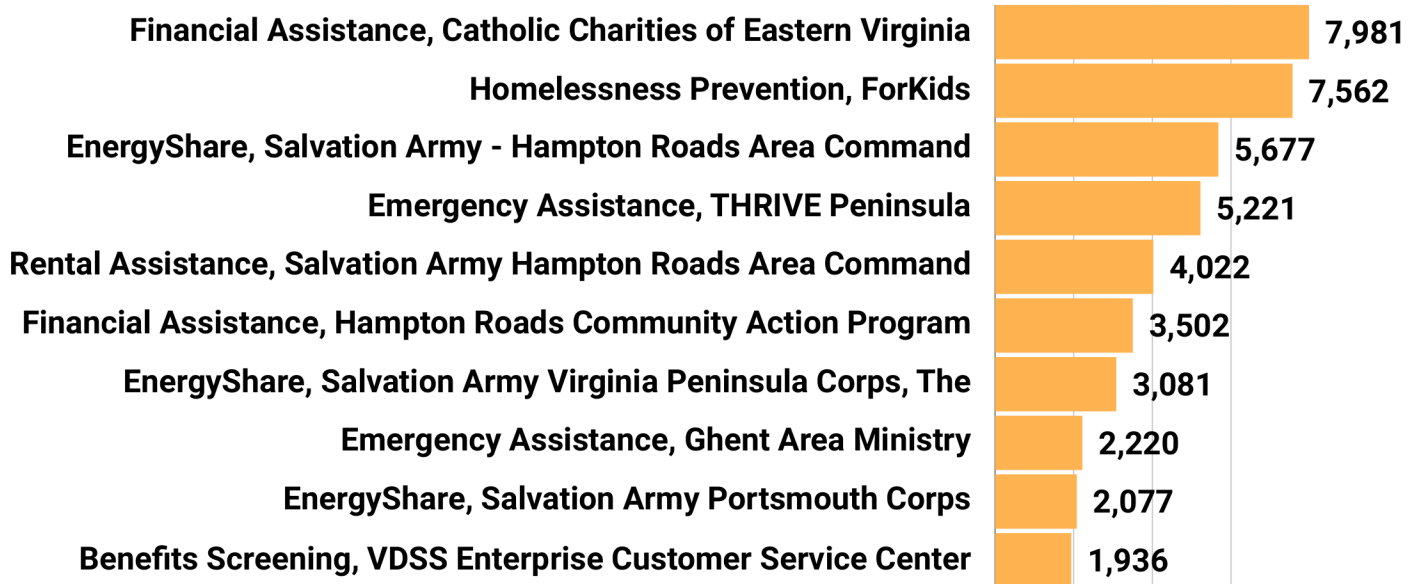| Top 10 Search Terms	Referrals
Financial Aid Electric	29,265
Financial Aid Rent Assistance	15,334
Food Pantry	7,913
Homelessness Prevention	7,603
Financial Aid Water	4,812
Financial Aid Gas	4,188
Housing Search	3,316
Shelter Homeless	2,970
Homeless Central Intake	2,783
Housing Subsidized	2,335

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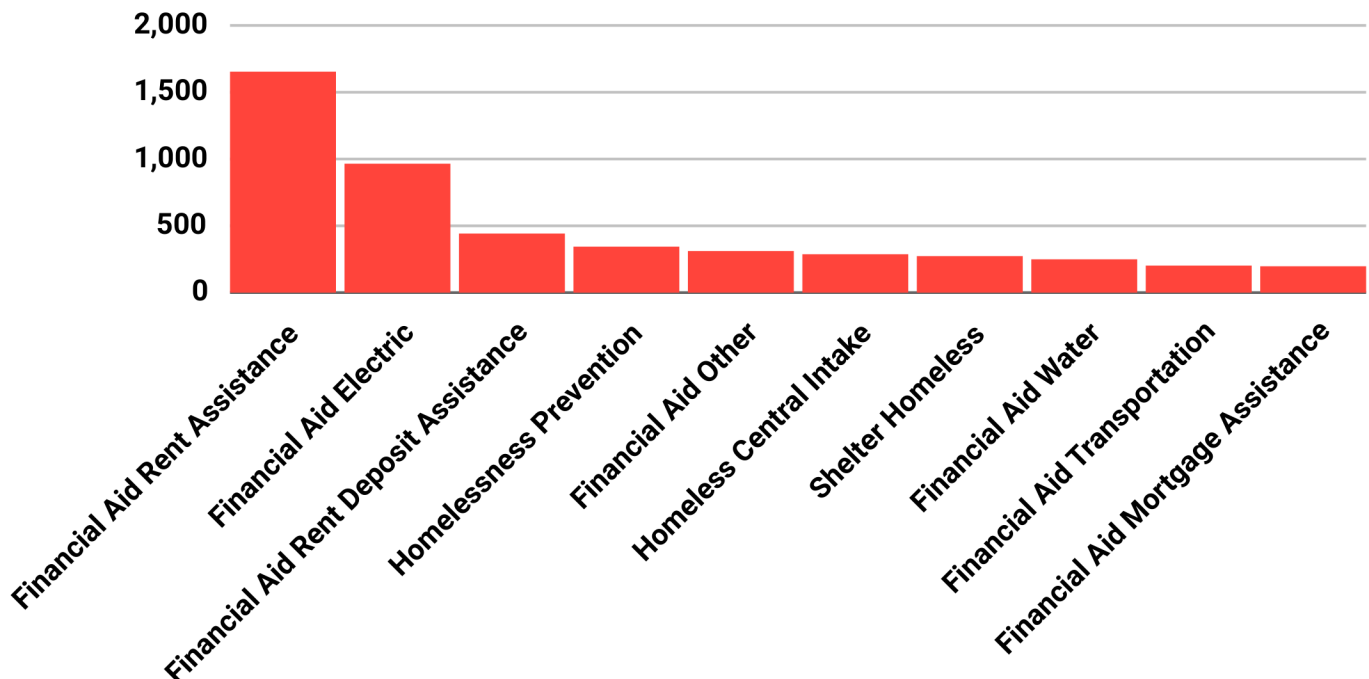
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings

Referrals

Listing	Referrals
Financial Assistance, Catholic Charities of Eastern Virginia	7,981
Homelessness Prevention, ForKids	7,562
EnergyShare, Salvation Army - Hampton Roads Area Command	5,677
Emergency Assistance, THRIVE Peninsula	5,221
Rental Assistance, Salvation Army Hampton Roads Area Command	4,022
Financial Assistance, Hampton Roads Community Action Program	3,502
EnergyShare, Salvation Army Virginia Peninsula Corps, The	3,081
Emergency Assistance, Ghent Area Ministry	2,220
EnergyShare, Salvation Army Portsmouth Corps	2,077
Benefits Screening, VDSS Enterprise Customer Service Center	1,936

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

Bar chart categories: Financial Aid Rent Assistance, Financial Aid Electric, Financial Aid Rent Deposit Assistance, Homelessness Prevention, Financial Aid Other, Homeless Central Intake, Shelter Homeless, Financial Aid Water, Financial Aid Transportation, Financial Aid Mortgage Assistance

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.

22