



Virginia

PLANNING DISTRICT REPORT 2023

SOUTHWEST REGION
PLANNING DISTRICTS 1, 2, 3, 4, 5





Virginia

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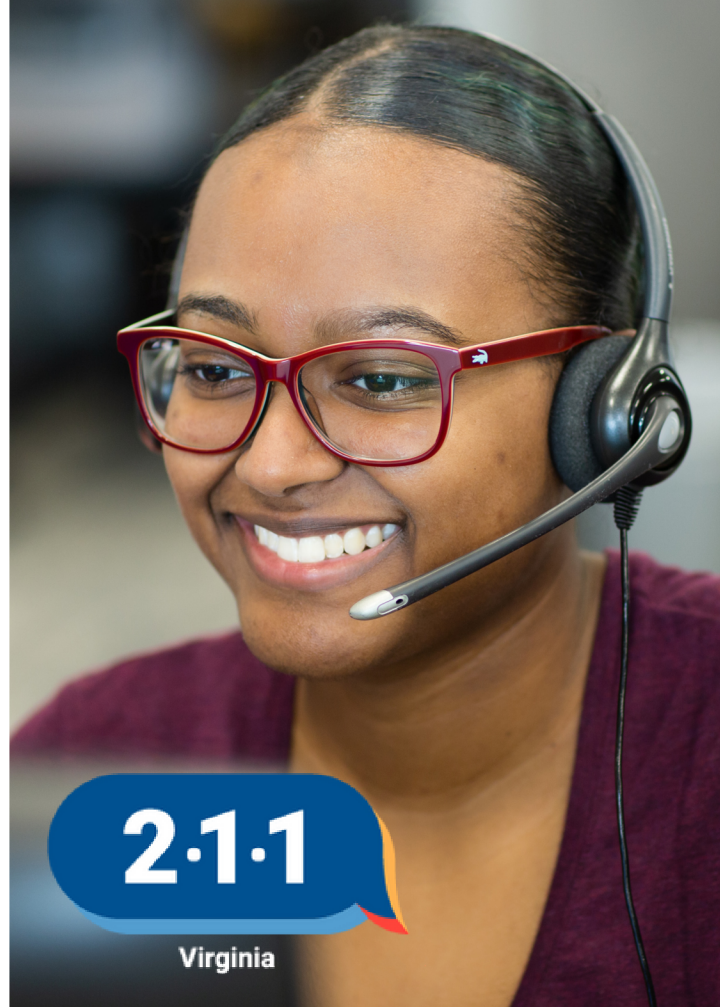
WHO WE ARE

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%

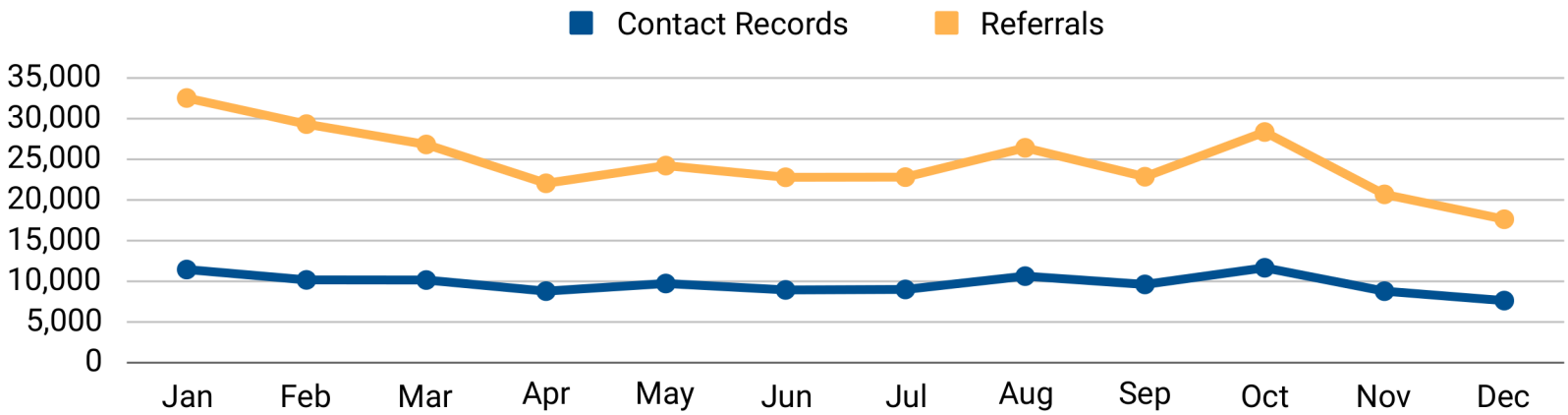


Referrals:

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.

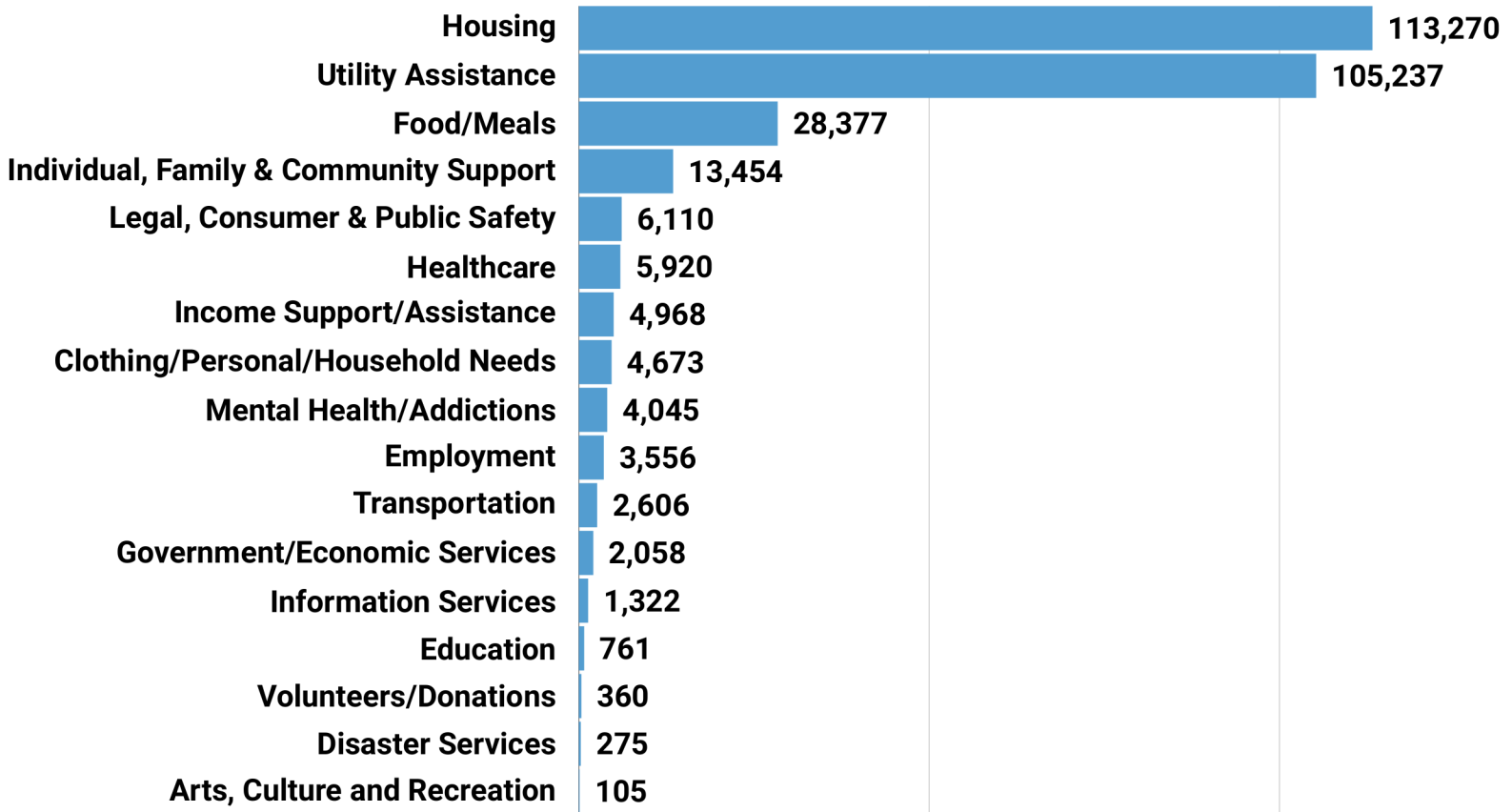


296,521
referrals to
helping programs
and services.



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".

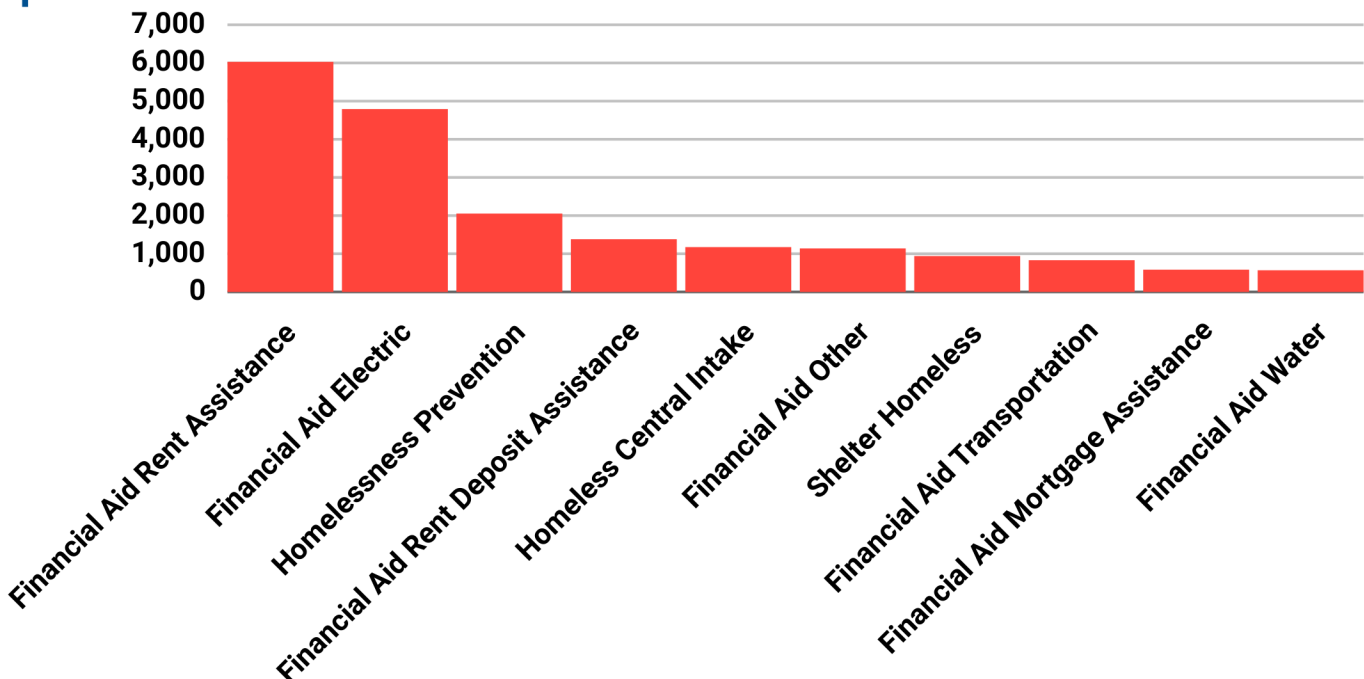
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

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 1 OVERALL



Virginia



Contacts:

Calendar Year 2022: 306
Calendar Year 2023: 511
Percent Change: +67%

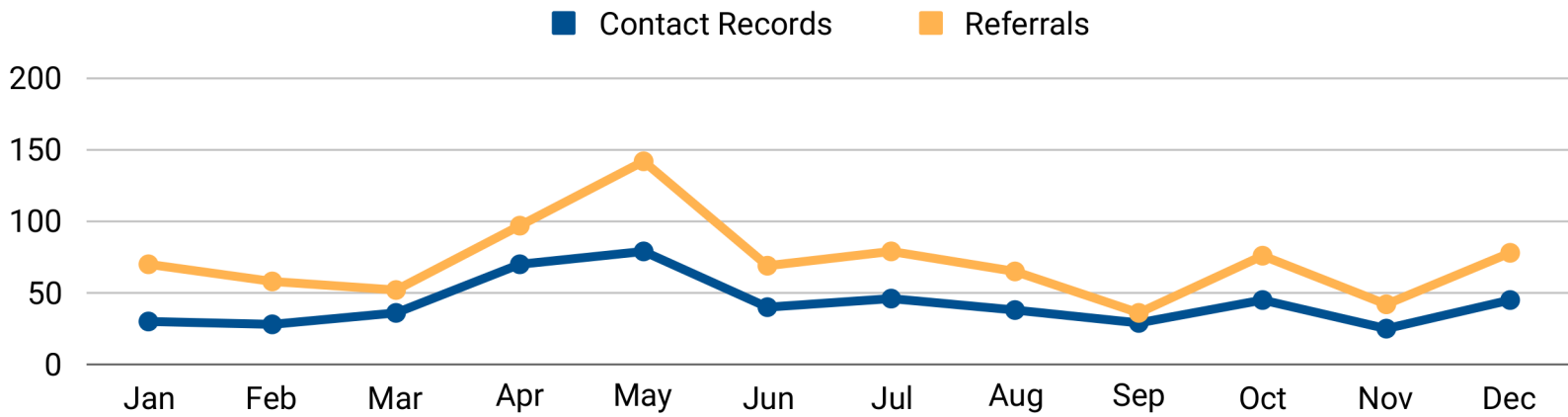


Referrals:

Calendar Year 2022: 600
Calendar Year 2023: 864
Percent Change: +44%
2023 Referral Rate: 1.69

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.



511

requests for help.



864

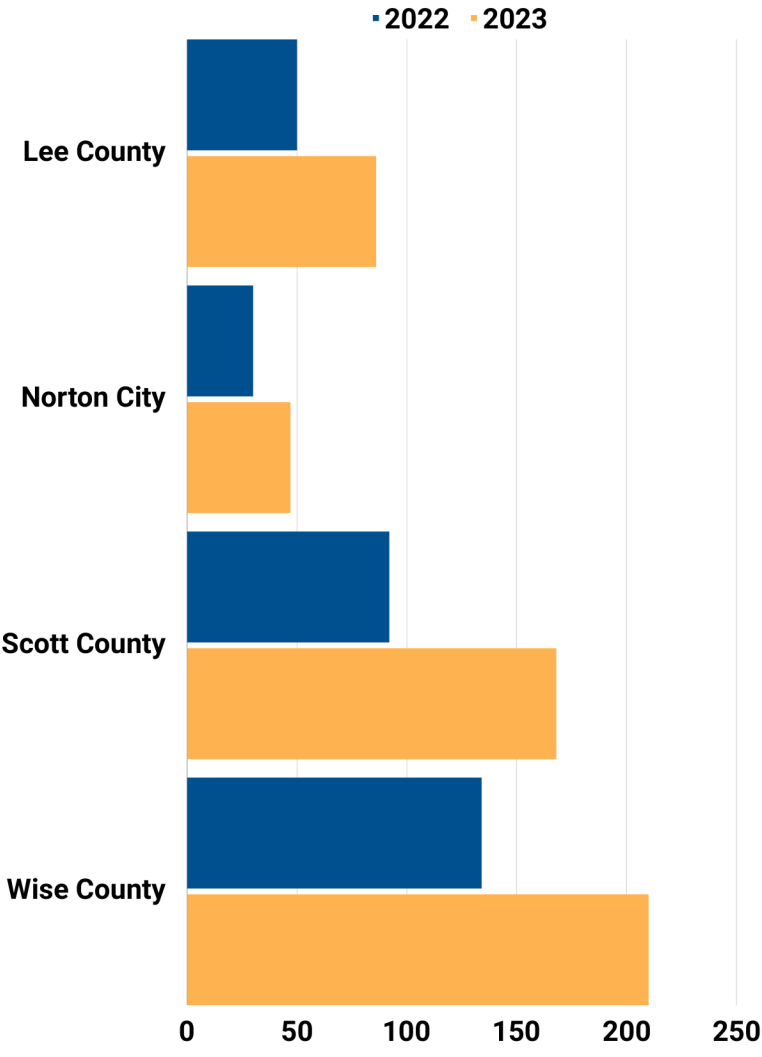
referrals to helping programs and services.



428

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.

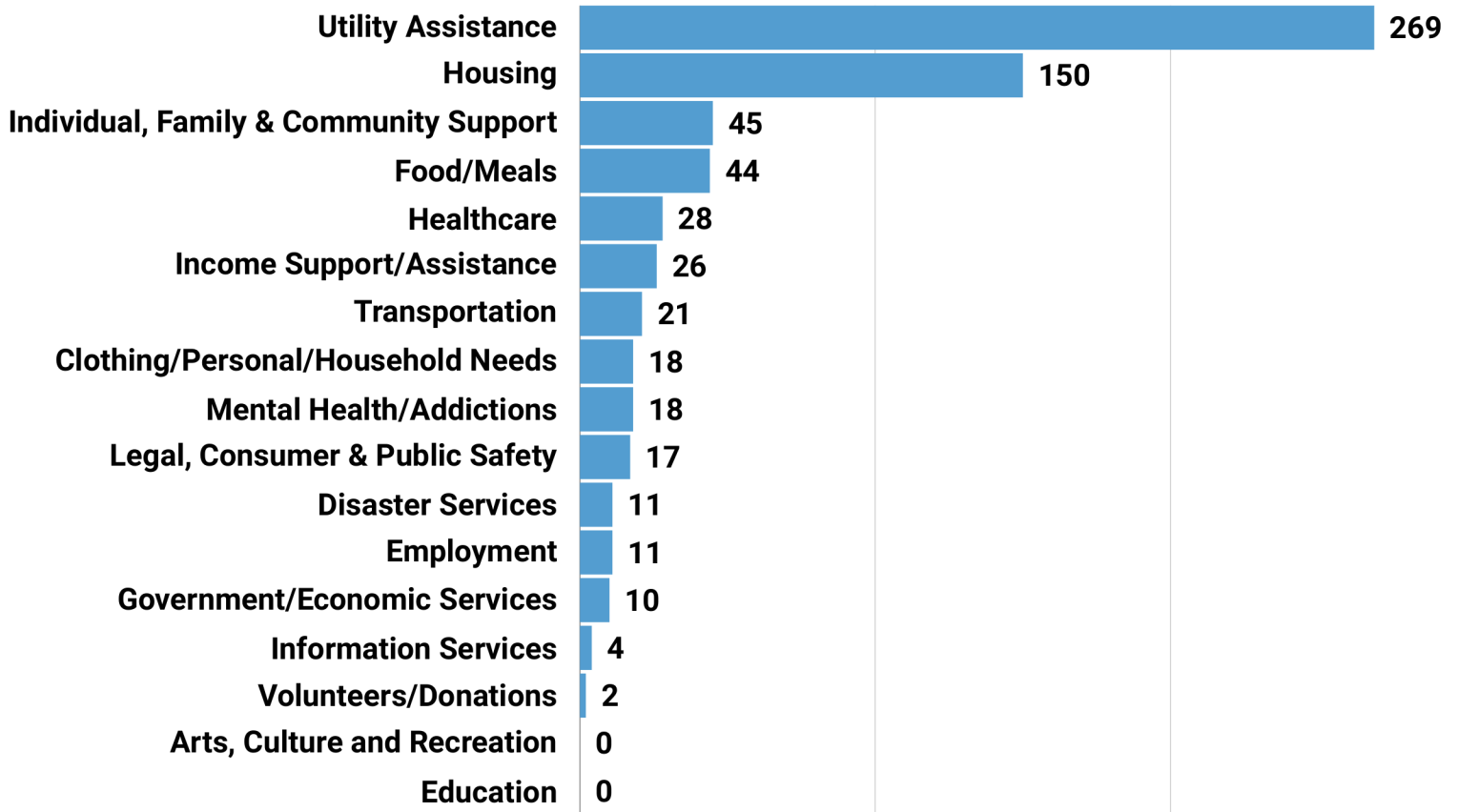
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

Contacts by City and County

	2022	2023	%Change
Lee County	50	86	+72%
Norton City	30	47	+57%
Scott County	92	168	+83%
Wise County	134	210	+57%

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	335
Food Pantry	72
Financial Aid Water	63
Housing Rehab Repair	60
Homelessness Prevention	45
Financial Aid Rent Assistance	42
Homeless Central Intake	40
Housing Search	27
Benefits Screening	25
Housing Subsidized	22

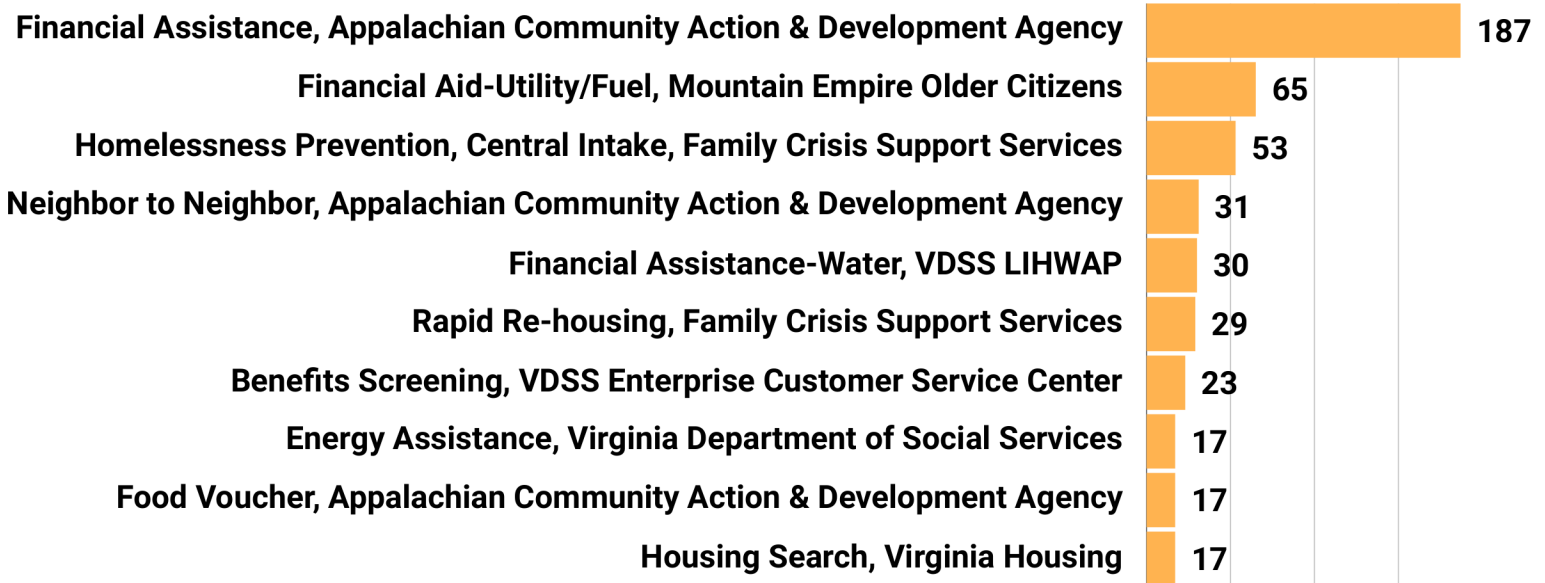
Search Terms provide insight into the specific type of help requested.



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

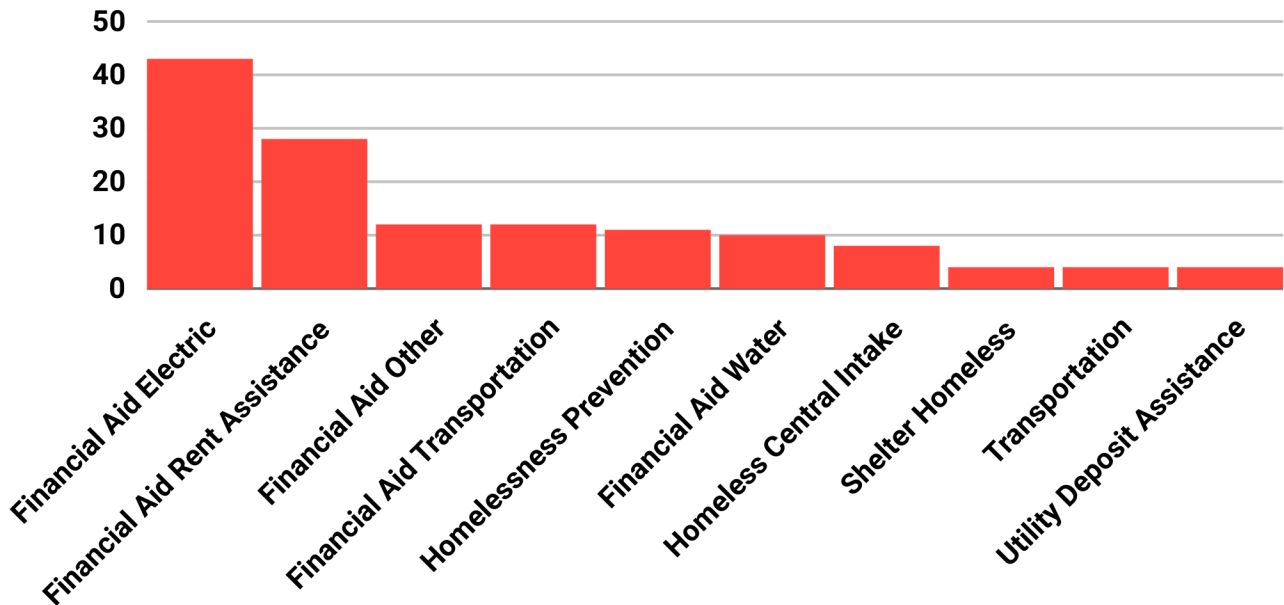
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings



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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 2 OVERALL



Virginia



Contacts:

Calendar Year 2022: 578
Calendar Year 2023: 767
Percent Change: +33%

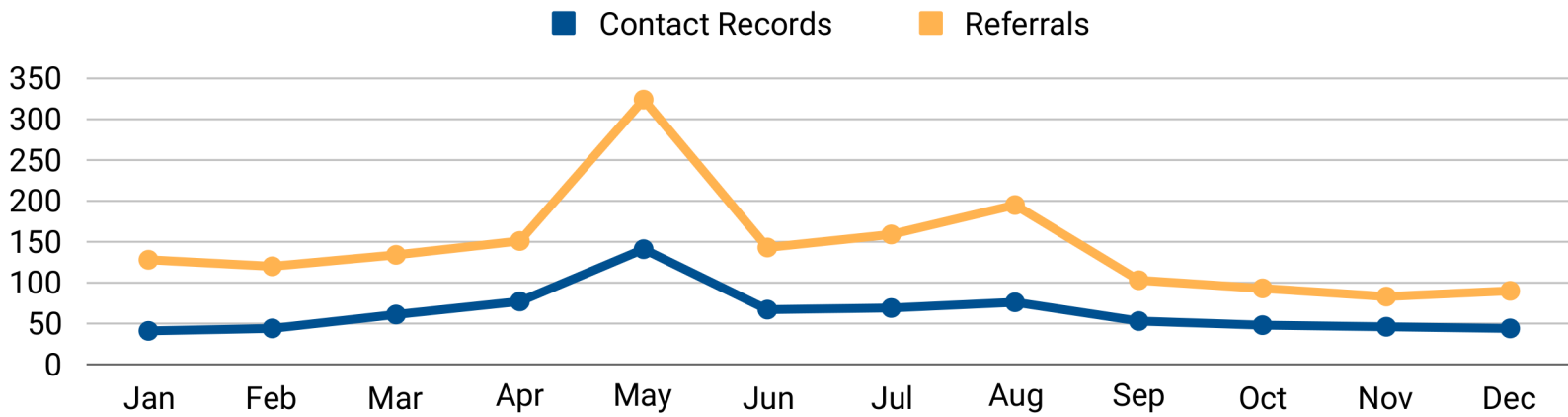


Referrals:

Calendar Year 2022: 1,543
Calendar Year 2023: 1,723
Percent Change: +12%
2023 Referral Rate: 2.25

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.



767

requests for help.



1,723

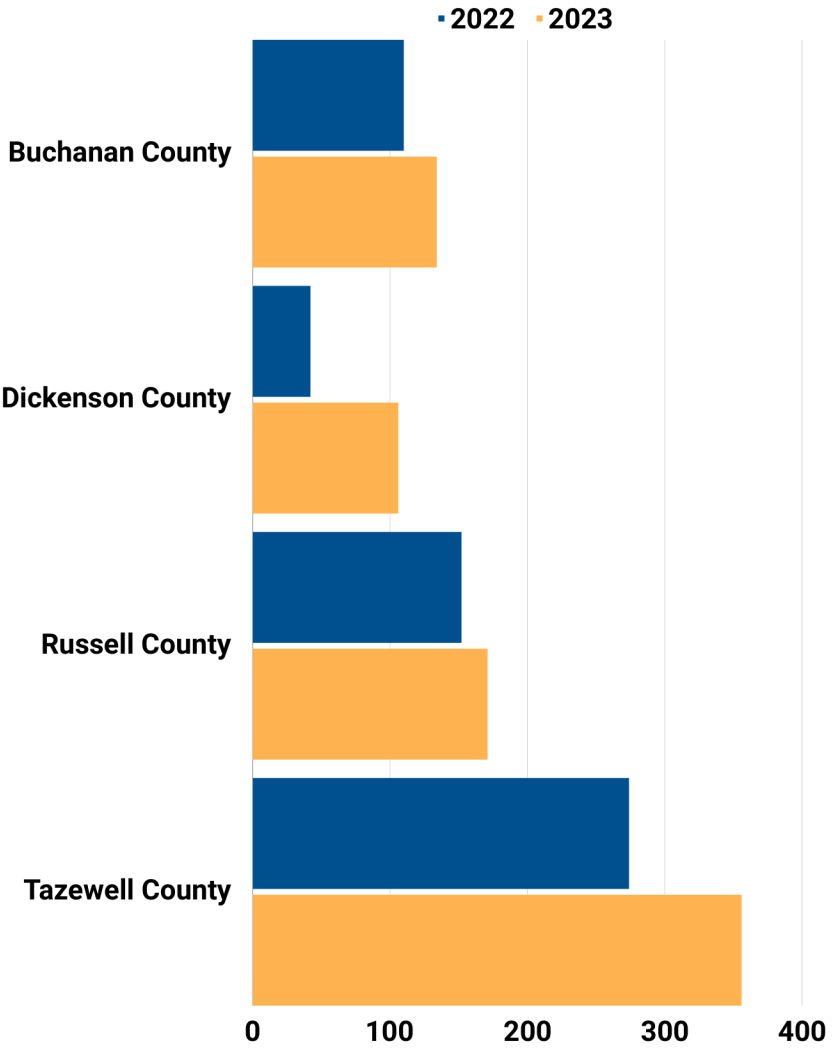
referrals to helping programs and services.



661

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.

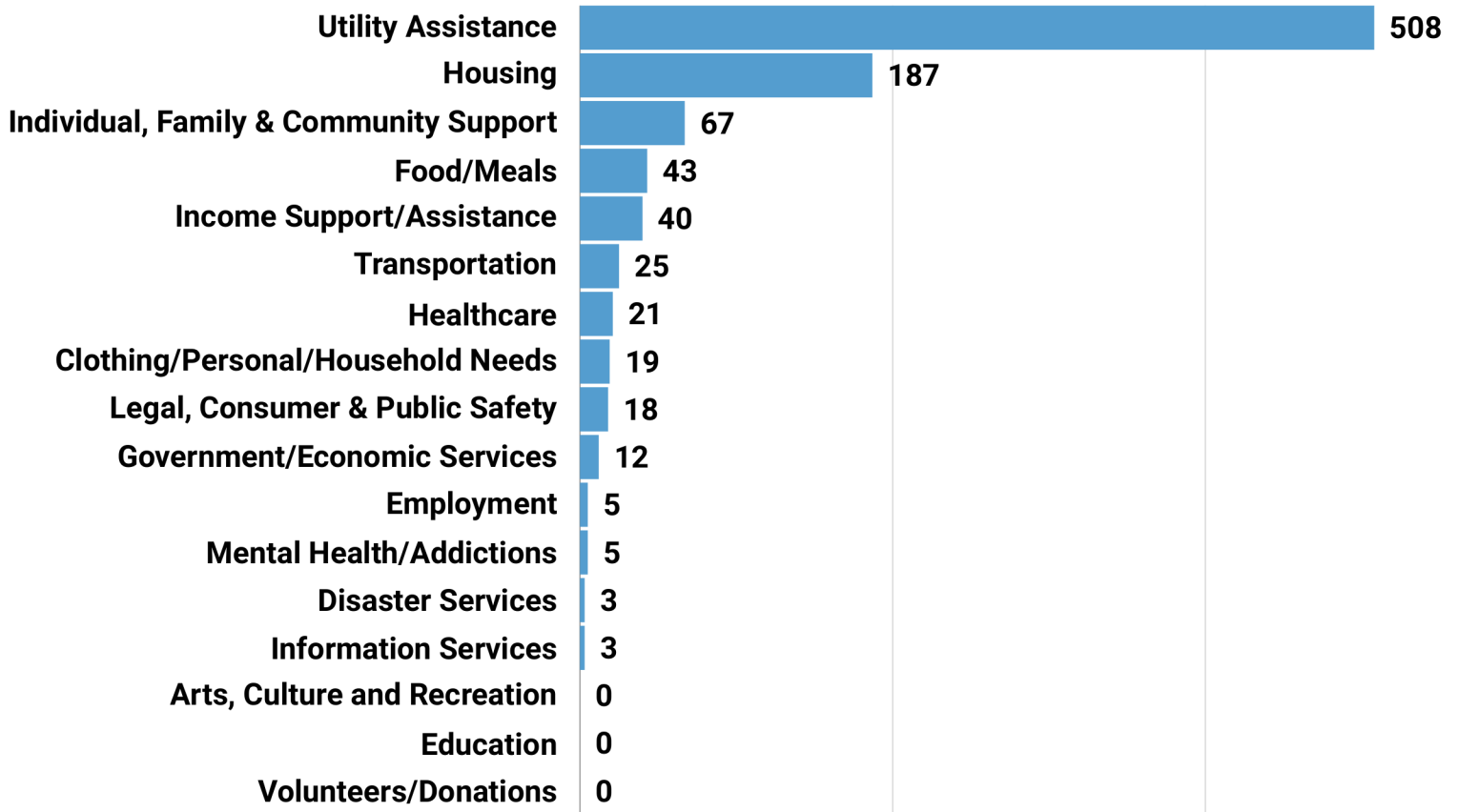
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

Contacts by City and County

	2022	2023	%Change
Buchanan County	110	134	+22%
Dickenson County	42	106	+152%
Russell County	152	171	+13%
Tazewell County	274	356	+30%

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	1,042
Financial Aid Rent Assistance	84
Homelessness Prevention	83
Financial Aid Water	69
Housing Rehab Repair	64
Food Pantry	63
Housing Search	44
AAA Area Agencies on Aging	35
Housing Subsidized	35
Benefits Screening	33

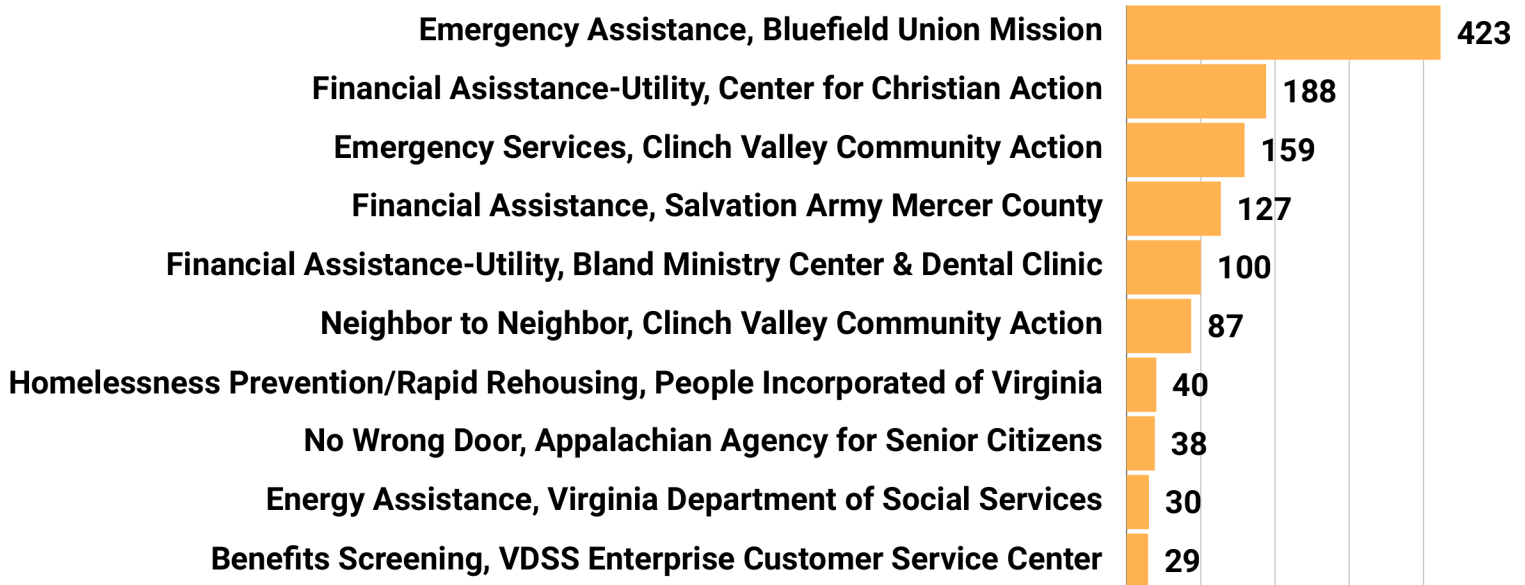
Search Terms provide insight into the specific type of help requested.



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

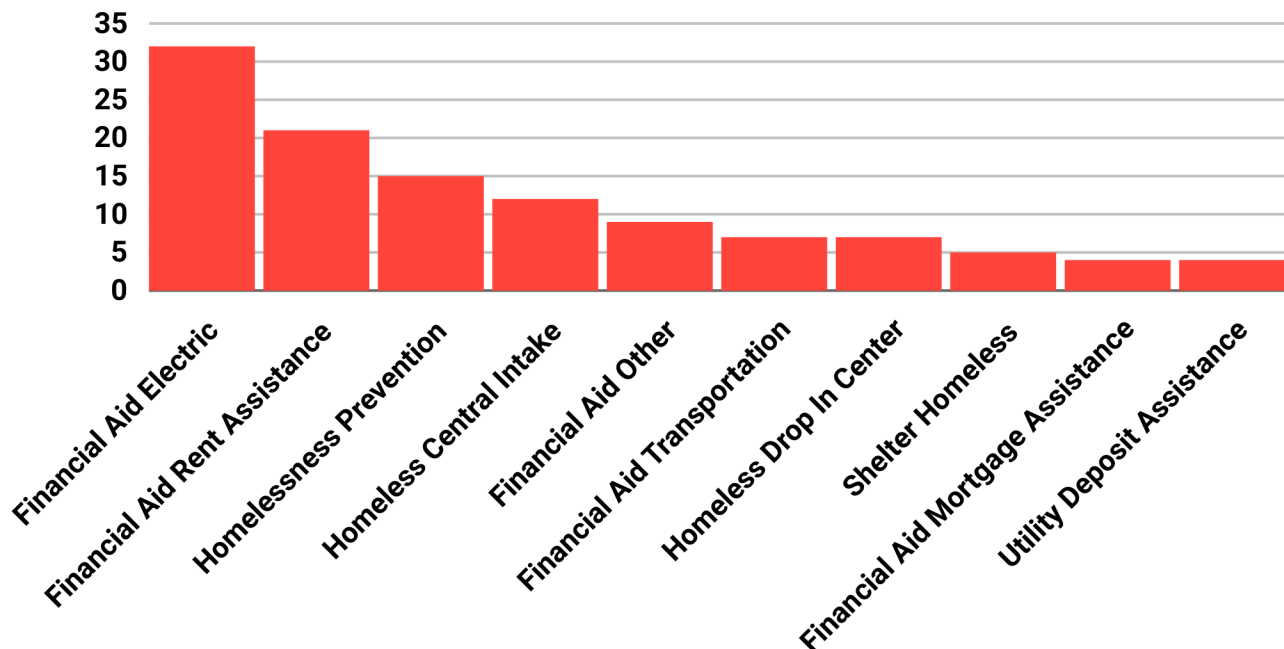
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

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 3 OVERALL



Virginia



Contacts:

Calendar Year 2022: 1,095
Calendar Year 2023: 1,335
Percent Change: +22%

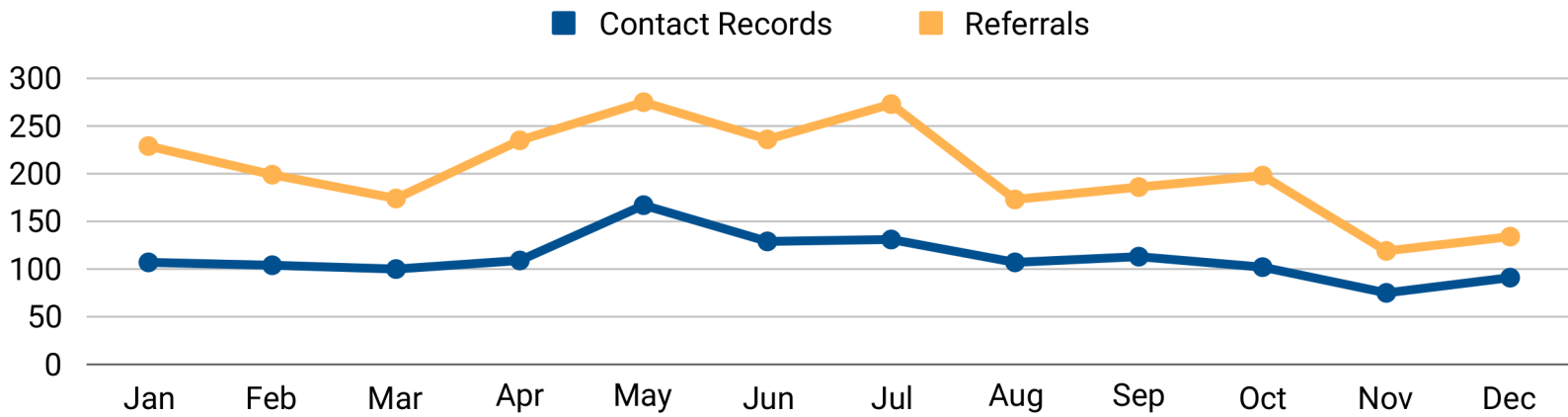


Referrals:

Calendar Year 2022: 2,089
Calendar Year 2023: 2,431
Percent Change: +16%
2023 Referral Rate: 1.82

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.



1,335

requests for help.



2,431

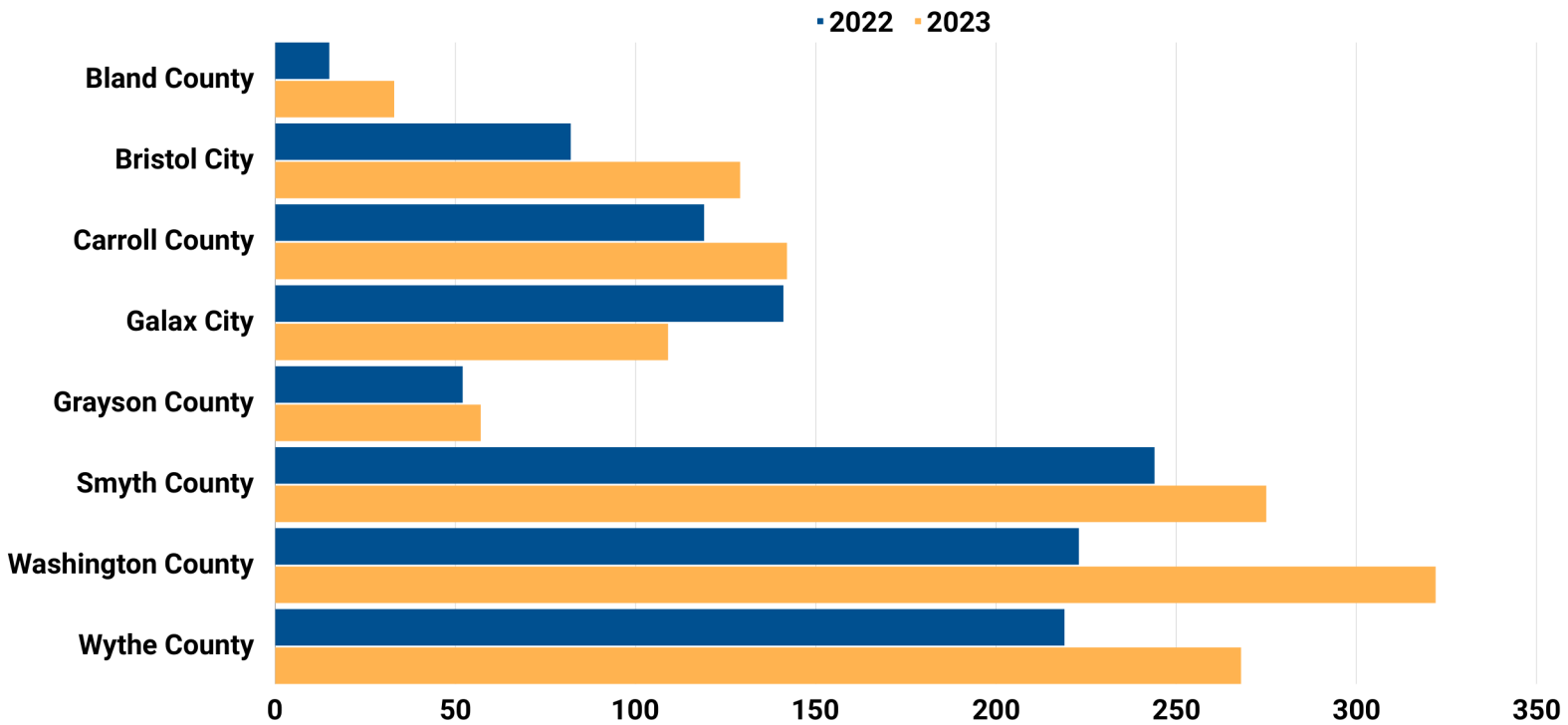
referrals to helping programs and services.



1,136

unique inquirers.

Contacts by City and County



Contacts by City and County

2022

2023

%Change

City/County	2022	2023	%Change
Bland County	15	33	+120%
Bristol City	82	129	+57%
Carroll County	119	142	+19%
Galax City	141	109	-23%
Grayson County	52	57	+10%
Smyth County	244	275	+13%
Washington County	223	322	+44%
Wythe County	219	268	+22%

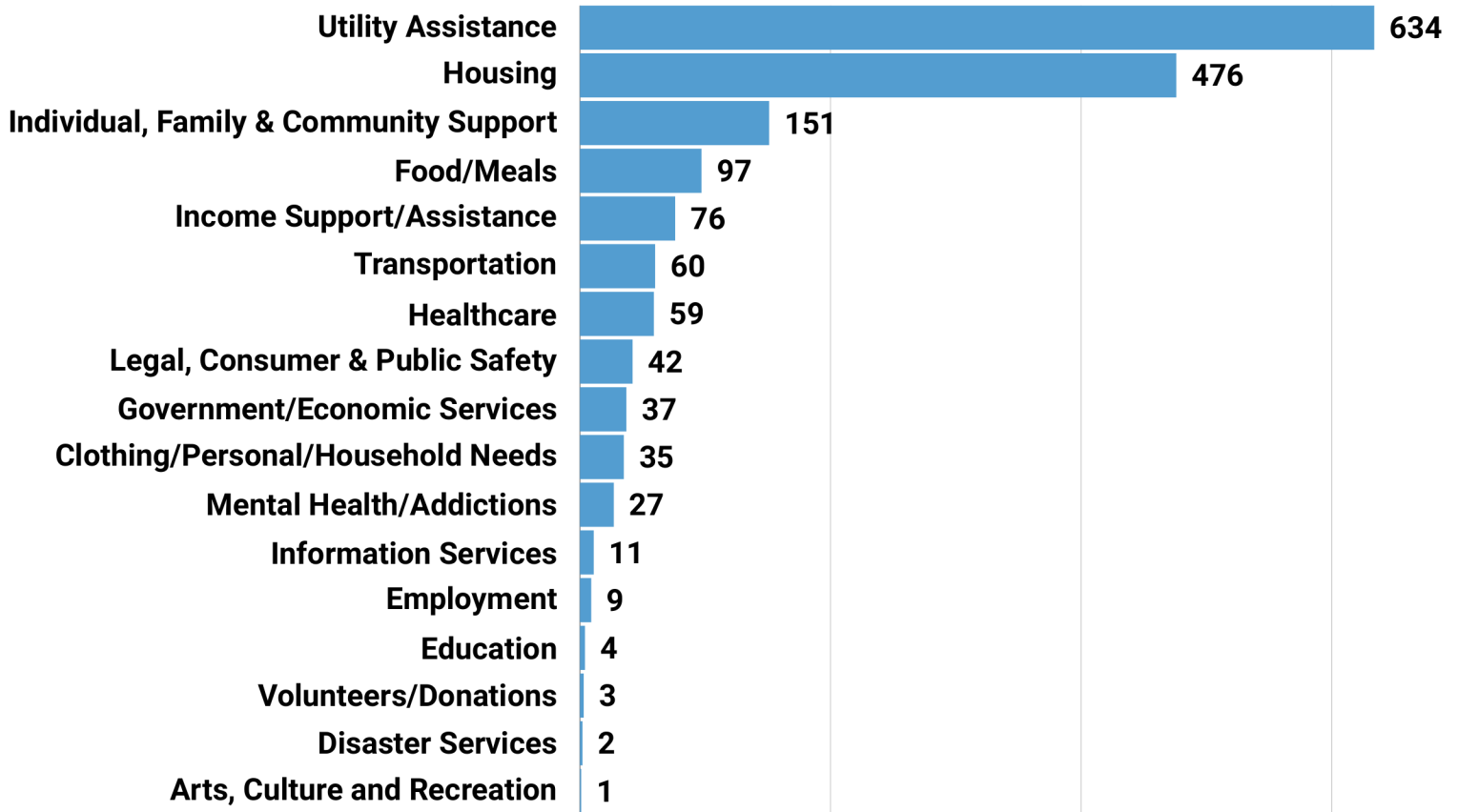
Volume by Region: Understanding which cities or counties face the greatest challenges helps inform where additional assistance or funding can be most effective. It also presents opportunities to enhance 211 Virginia’s database by attending more agencies. The more agencies in the 211 Virginia database 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.

PLANNING DISTRICT 3 NEEDS



Virginia

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	958
Financial Aid Rent Assistance	229
Food Pantry	166
Homelessness Prevention	131
Homeless Central Intake	121
Housing Rehab Repair	99
Housing Search	92
Housing Subsidized	84
AAA Area Agencies on Aging	80
Shelter Homeless	70

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".

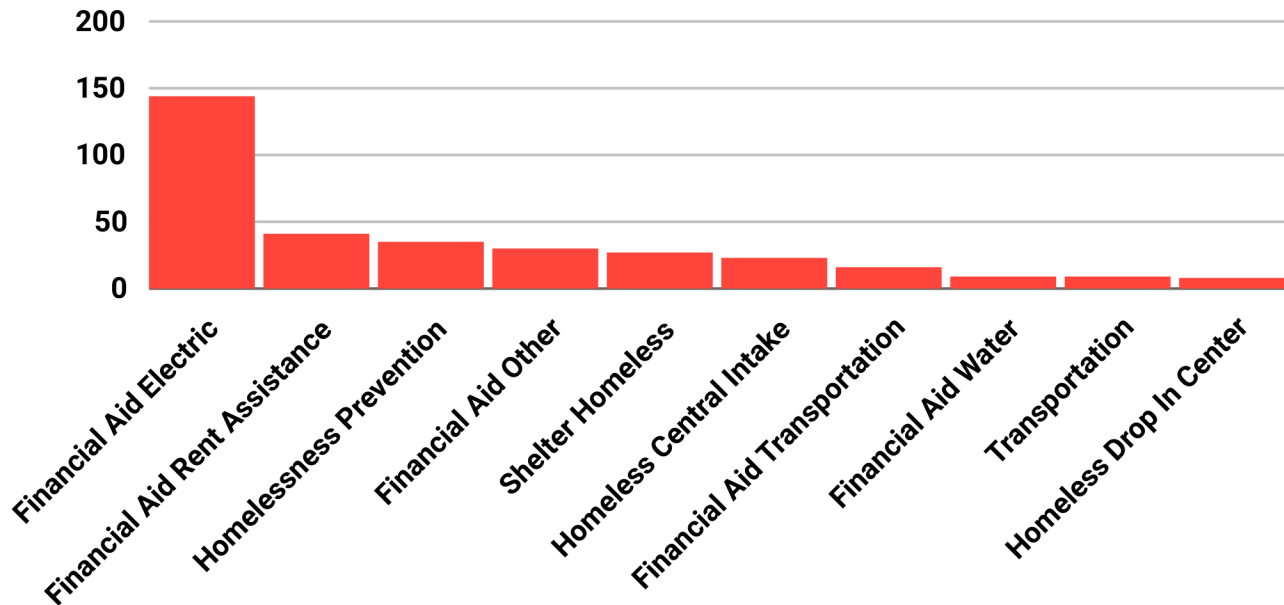
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

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 4 OVERALL



Virginia



Contacts:

Calendar Year 2022: 1,237
 Calendar Year 2023: 1,298
 Percent Change: +5%

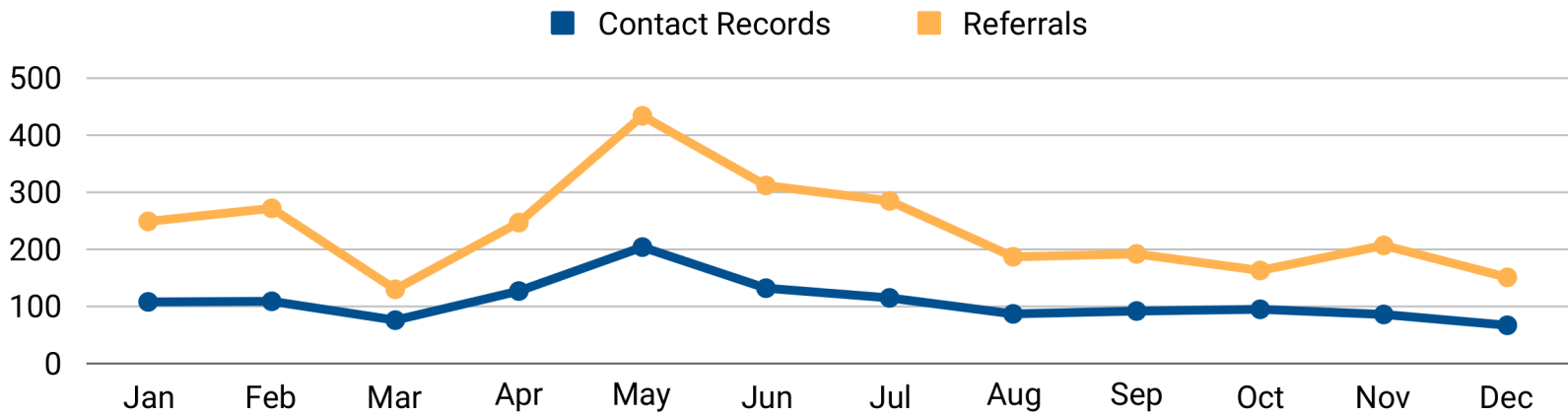


Referrals:

Calendar Year 2022: 2,728
 Calendar Year 2023: 2,829
 Percent Change: +4%
 2023 Referral Rate: 2.18

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.



1,298

requests for help.



2,829

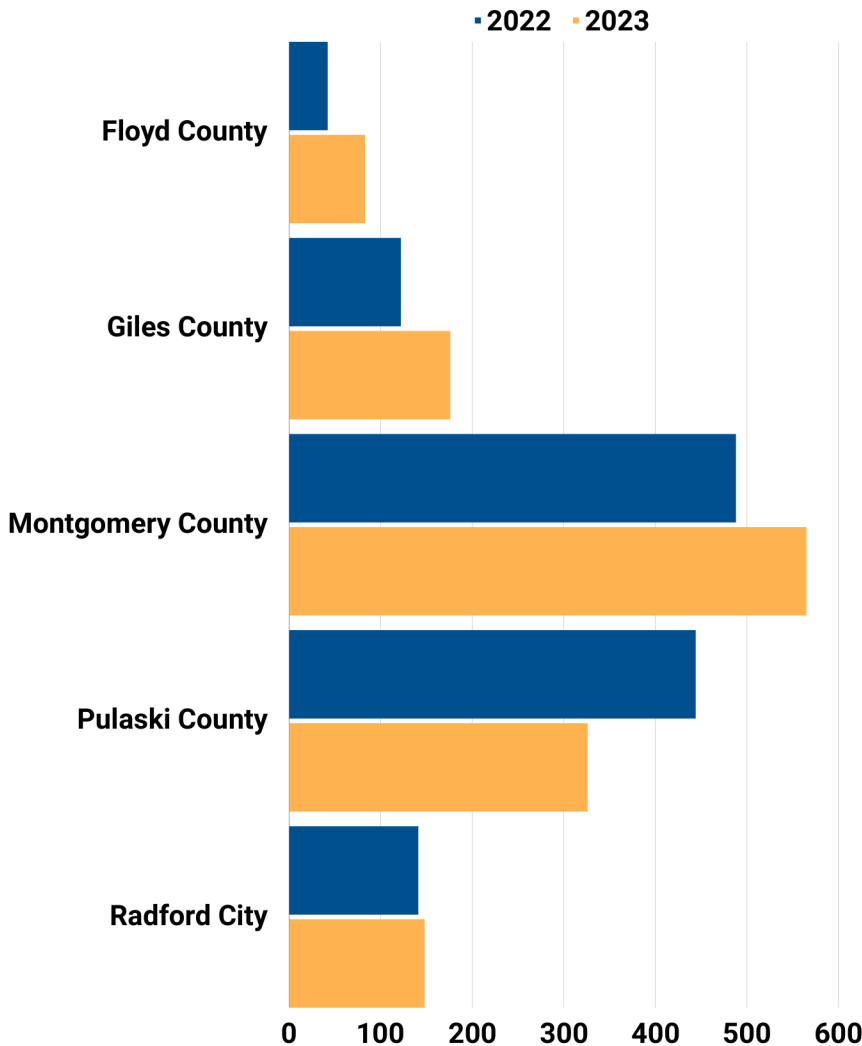
referrals to helping programs and services.



1,079

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.

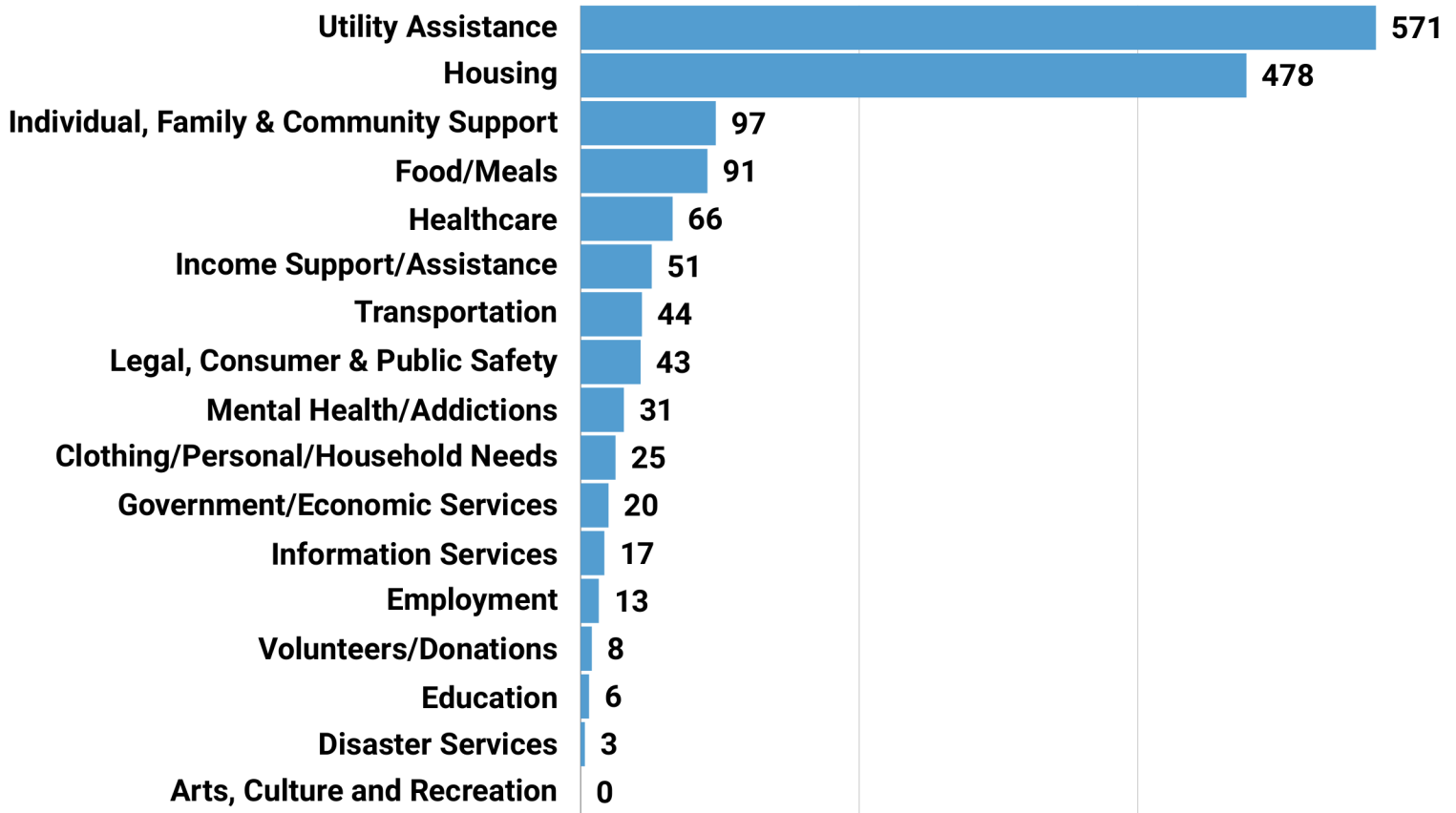
When fewer agencies exist, or aren't listed with 211 Virginia, less referrals are possible for those in need.

Contacts by City and County

	2022	2023	%Change
Floyd County	42	83	+98%
Giles County	122	176	+44%
Montgomery County	488	565	+16%
Pulaski County	444	326	-27%
Radford City	141	148	+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.

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	1,129
Financial Aid Rent Assistance	336
Food Pantry	283
Homelessness Prevention	150
Homeless Central Intake	107
Housing Subsidized	101
Housing Search	96
Shelter Homeless	81
Financial Aid Water	61
Housing Rehab Repair	53

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".

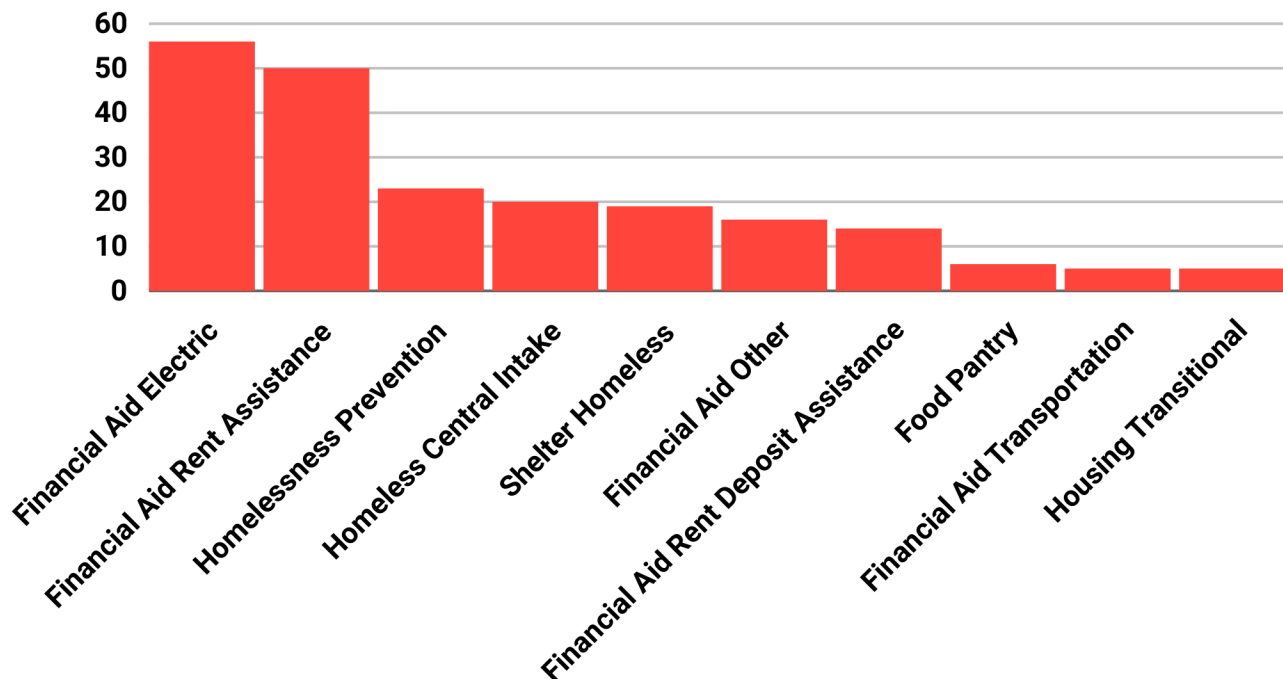
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

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 5 OVERALL



Virginia



Contacts:

Calendar Year 2022: 5,412
 Calendar Year 2023: 6,155
 Percent Change: +14%

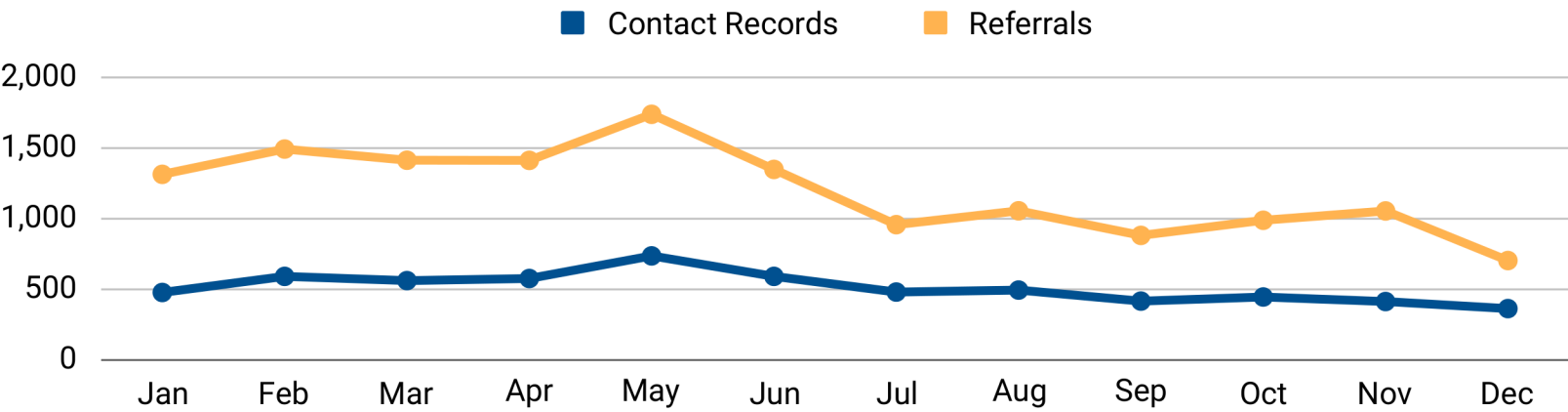


Referrals:

Calendar Year 2022: 14,736
 Calendar Year 2023: 14,366
 Percent Change: -3%
 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.



6,155

requests for help.



14,366

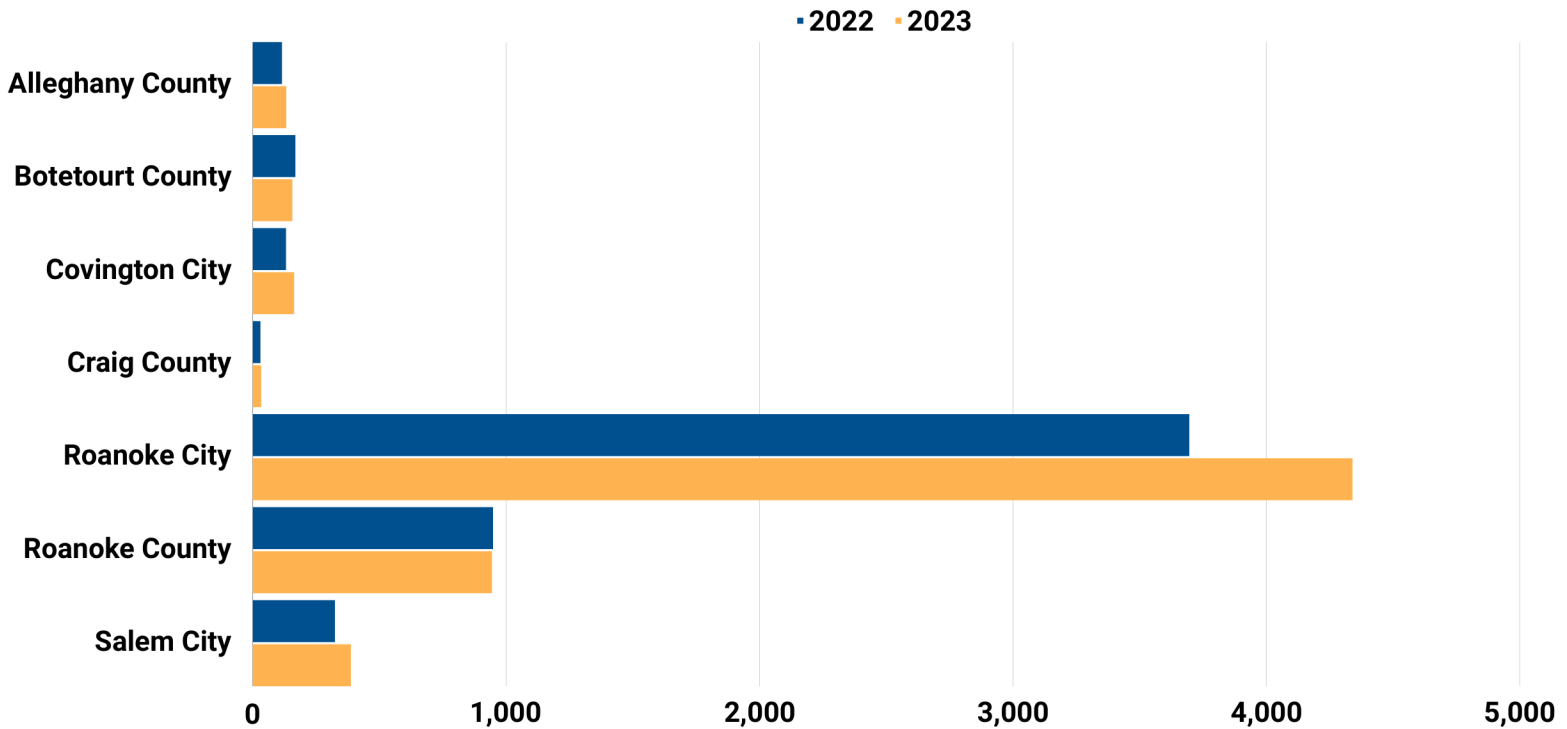
referrals to helping programs and services.



4,917

unique inquirers.

Contacts by City and County



Contacts by City and County

2022

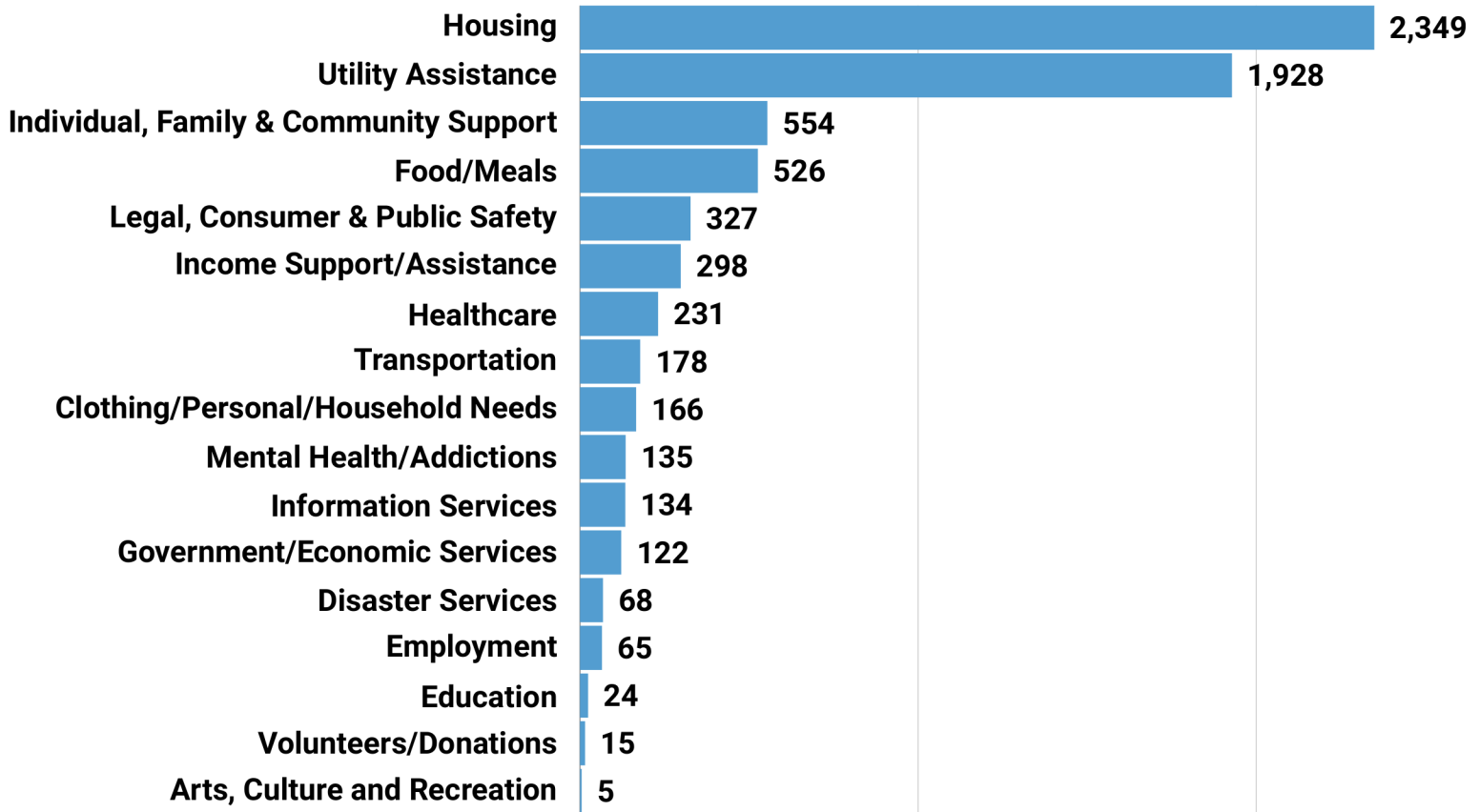
2023

%Change

City/County	2022	2023	%Change
Alleghany County	115	132	+15%
Botetourt County	168	156	-7%
Covington City	131	163	+24%
Craig County	30	33	+10%
Roanoke City	3,696	4,340	+17%
Roanoke County	948	944	0%
Salem City	324	387	+19%

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	4,203
Financial Aid Rent Assistance	1,801
Food Pantry	1,606
Homelessness Prevention	1,065
Housing Search	596
Housing Subsidized	399
Financial Aid Gas	378
Housing Rehab Repair	343
Homeless Central Intake	303
Benefits Screening	281

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".

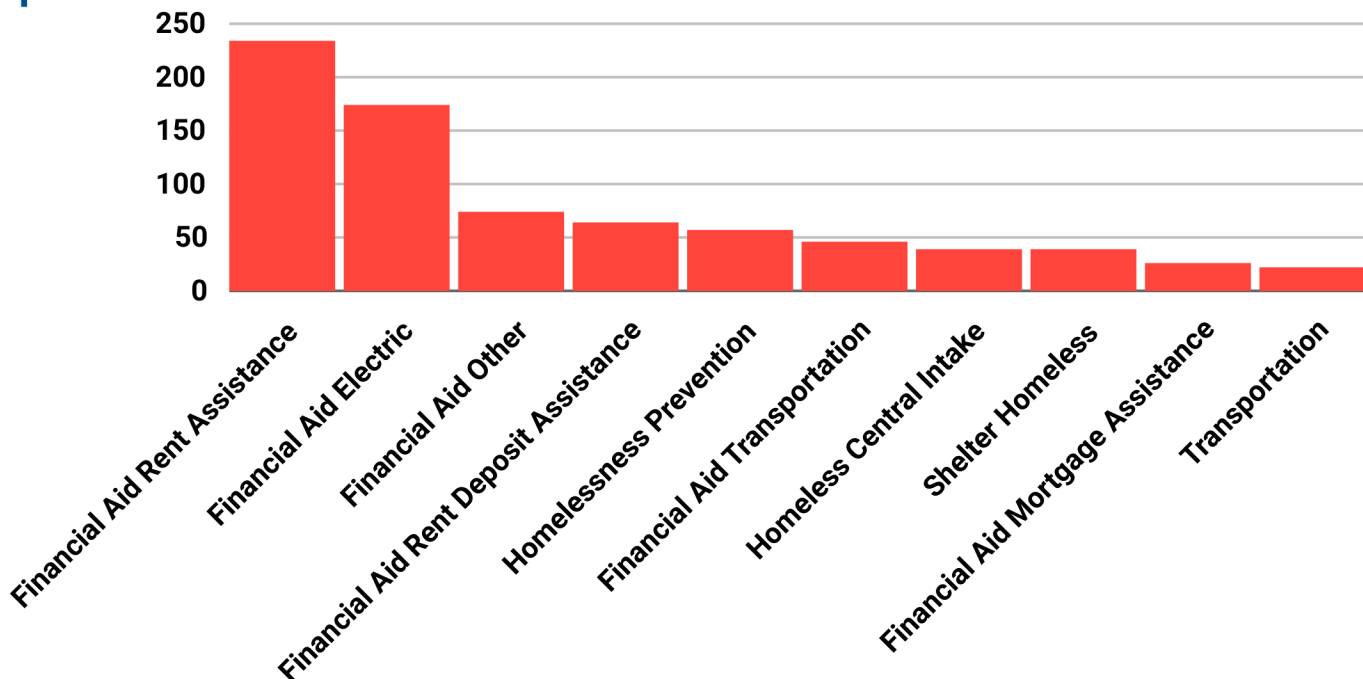
Top 10 Search Terms: More exact than Needs Categories, search terms show the specific type of help requested.

Top 10 Referred Listings



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Top 10 Unmet Search Terms at the Point of Contact



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