

WEST CENTRAL REGION

PLANNING DISTRICTS 11 & 12



REGIONAL DATA REPORT 2023-2024

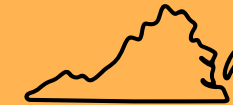
At 211 Virginia, we support decision-makers by providing essential data to address local human service priorities. Our interactions with residents statewide help shape effective human services delivery in your locality.



A contracted service of the Commonwealth of Virginia



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Central
Region**

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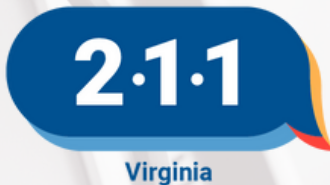
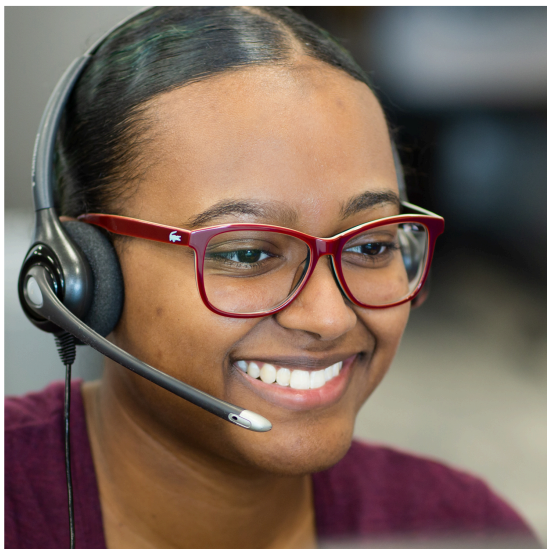
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211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.

- 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

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

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

CODE OF VIRGINIA (§§ 63.2-222)

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

01

Collect and maintain accurate and complete resource data statewide

03

Assist in planning for human services delivery at the local, regional, and state levels

02

Link citizens needing human services with appropriate community resources

04

Provide information to assist decision-makers in allocating financial resources and other resources to respond to state and local human service priorities

INTRODUCTION

211 Virginia invites you to explore our Regional Data Reports, offering insights from the fiscal year June 1, 2023 - July 30, 2024.

As part of our mission at 211 Virginia, we provide decision-makers with the information they need to allocate financial and other resources effectively, addressing local human service priorities.

Every day, 211 Virginia connects with residents across the state, gathering critical regional data essential for planning human services delivery in your locality. What sets 211 Virginia apart is our continuous collection of data on every contact, providing real-time insights into the needs of your area—even when immediate solutions are not available.

We monitor trends and shifts across the state, offering a unique vantage point without losing sight of the regional data. This information is invaluable for localities, planning districts, and decision-makers, as they allocate funding, apply for grants, and understand the most urgent needs of their communities. Inside the report, you will find definitions of key terms and helpful tips for interpreting the data.

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

We look forward to engaging in a meaningful dialogue about how 211 Virginia can support those in positions to make a significant impact.

ABOUT THE DATA

211

Virginia

Agency

An organization with at least one program listing in the 211 Virginia resource directory as of June 30, 2024.

Agencies Located

Number of agencies with their primary address located in the described area as of June 30, 2024.

Program Listing

A specific service provided by an agency that 211 Virginia can refer individuals to.

Program Types

Also known as “Keywords.” Describe services classified under one or more Inform USA taxonomy terms. 211 Virginia uses around 440 keywords that cover 700+ taxonomy terms.

Individuals/Inquirers

Estimated number of unique people who contacted 211 Virginia one or more times in FY 2023-2024.

Contacts

The number of calls, texts, chats, emails, postal mail, and face-to-face interactions handled by 211 Virginia Community Resource Specialist in FY 2023-2024.

Referrals Given

Number of resource referrals provided in FY 2023-2024. There may be multiple referrals per need request. Community Resource Specialists aim to provide three referrals per need whenever possible.

Population

The number of people living in a certain area in 2022, as reported by United for ALICE.

Median Household Income

The income level in 2022 at which half of households in the area earned more and half earned less, as reported by United for ALICE.

% of Households in Poverty

The percentage of households whose income in 2022 was at or below the 2022 Federal Poverty Level, as reported by United for ALICE.

% of ALICE Households

The percentage of households who, in 2022, belonged to “ALICE” - Asset-Limited-Income-Constrained-Employed. These households earned more than the 2022 Federal Poverty Level but did not earn enough to afford the cost of living in their area, as reported by United for ALICE.

United for ALICE Virginia Report:

unitedforalice.org/state-overview/Virginia.

TERMS TO KNOW

WEST CENTRAL REGION

PLANNING DISTRICTS 11 & 12

Planning District 11: Central Virginia

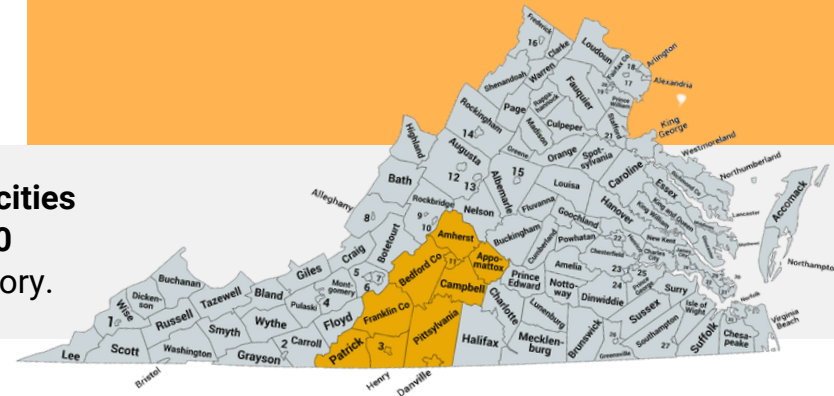
Amherst County, Appomattox County, Bedford County, Campbell County, City of Lynchburg

Planning District 12: West Piedmont

City of Danville, Franklin County, Henry County, City of Martinsville, Patrick County, Pittsylvania County



The West Central region houses **11 counties and cities** across **2 planning districts**, supported by **over 550 agencies listed** in the 211 Virginia resource directory.



COMMUNITY UTILIZATION OF 211 VIRGINIA



503,177
Population

The total estimated number of people living in the West Central region, according to United for ALICE.



6,400+
Contacts

Whether by phone, email, chat, or text, every contact is counted. The number of contacts is an indicator of need in your area.



4,800+
**Unique
Individuals**

The estimated number of unique persons who contacted 211 Virginia via phone, email, chat, or text.

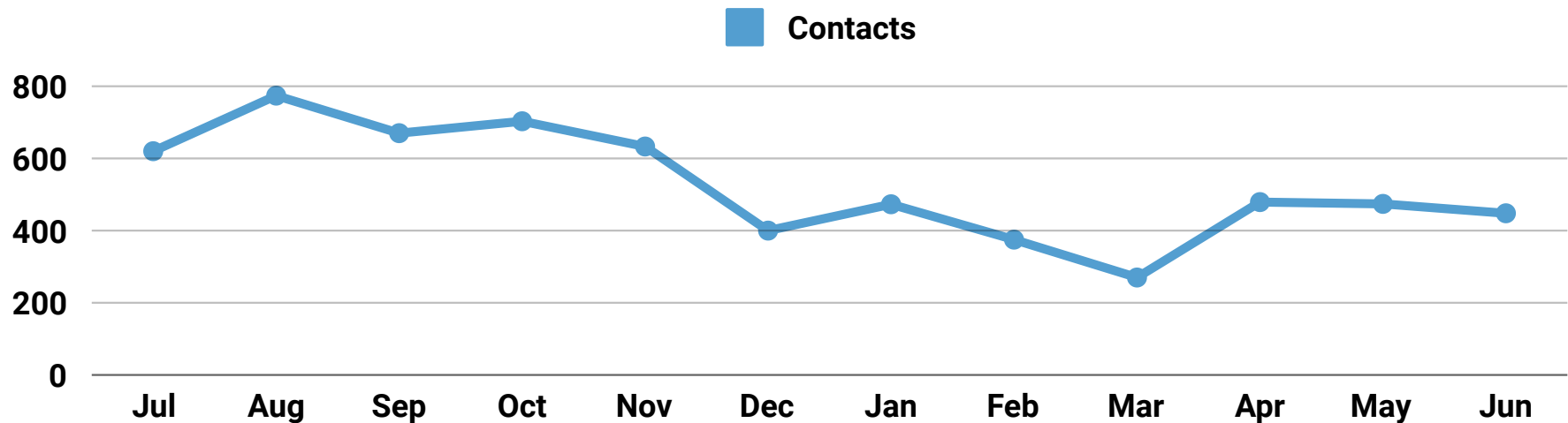


6%
**of 211 Virginia
Contacts**

6% of all contacts to 211 Virginia originate from the West Central region.



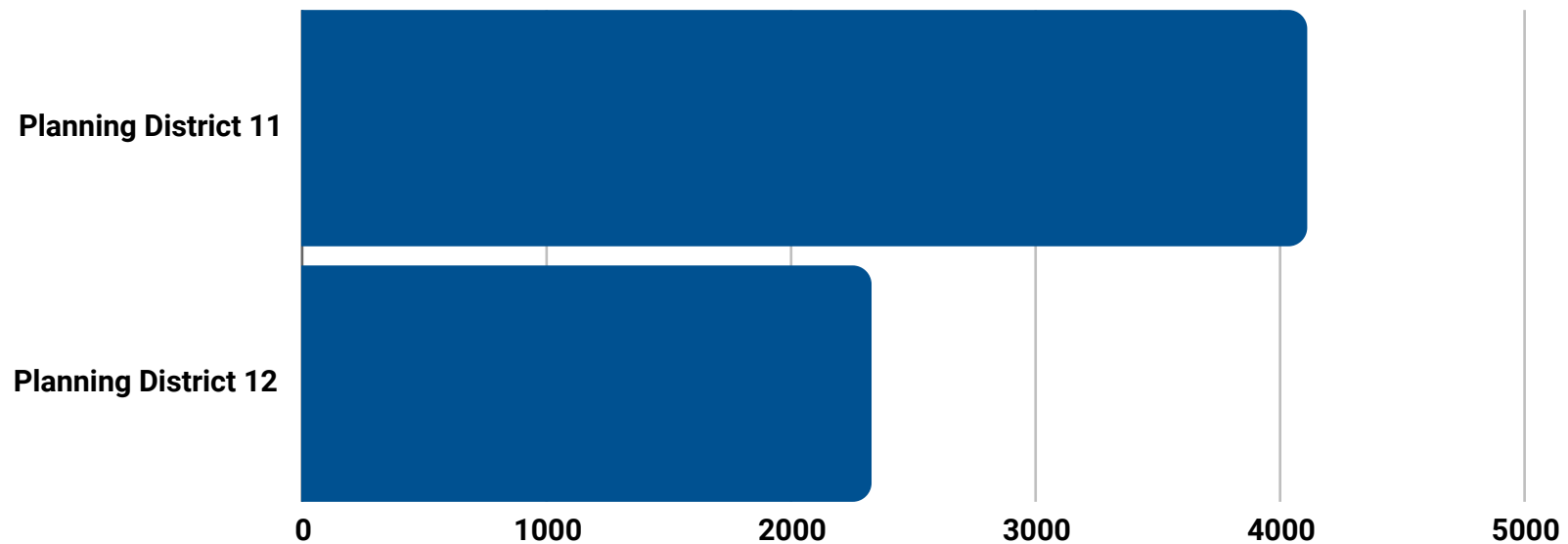
COMMUNITY UTILIZATION: CONTACT VOLUME OVER TIME



Reviewing the **volume of contacts over time** offers valuable insights into shifting community demands on both a monthly and annual basis.



COMMUNITY UTILIZATION: CONTACTS BY PLANNING DISTRICT



Identifying **planning districts** with the greatest demand can inform resource allocation and highlight opportunities to expand 211 Virginia's outreach.



COMMUNITY NEED

WEST CENTRAL REGION

17%
**AVERAGE
OF HOUSEHOLDS
IN POVERTY**



34%
**AVERAGE
ALICE
HOUSEHOLDS**



**2022 MEDIAN
HOUSEHOLD
INCOME**

\$54,799.32



According to data provided
by United for ALICE. (2022).

COMMUNITY NEED OVERVIEW



16,700+ Referrals Given

Each program listing we provide someone is considered a referral. Referrals represent the amount of assistance available.



91% Referral Success Rate

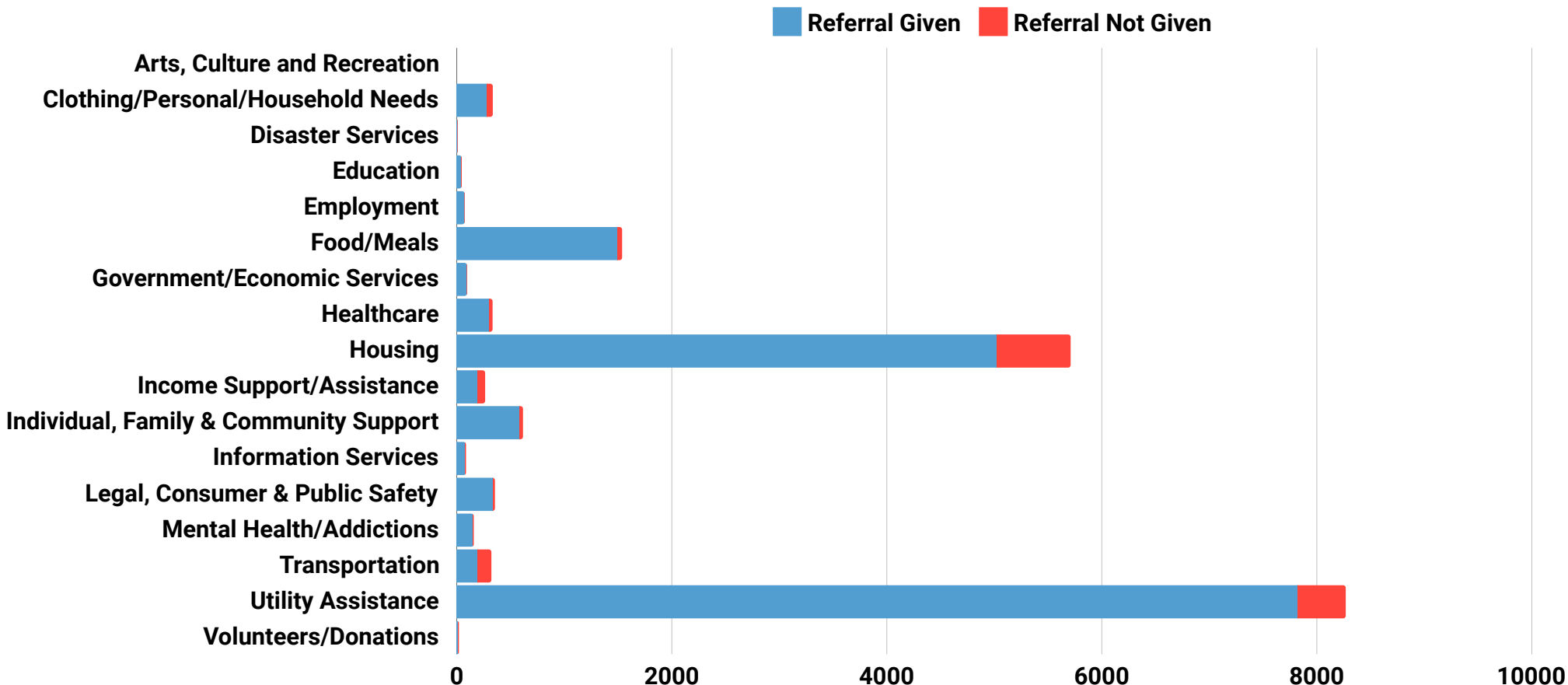
The percentage of referral searches for which the individual accepted a referred program listing.



A referral search does not always result in an accepted referral. In instances where we are unable to give a referral, the **unmet request** and reasons are documented. These reasons may include ineligibility for service, exhaustion of available resources, no referral available, refusal of referral, termination of the call, or the referral being too distant. In 2023-2024, the **top reason the referral was not given was the individual was not eligible for service** for the programs in the resource directory.

COMMUNITY NEED: REFERRALS BY NEEDS CATEGORIES

WEST CENTRAL REGION
2023-2024 DATA



The 211 Virginia database is initially segmented into broad categories reflecting the **overall type of help requested**.

COMMUNITY NEED: MOST REFERRED PROGRAM TYPE

WEST CENTRAL REGION
2023-2024 DATA

RANK	PROGRAM TYPE
1.	Financial Aid Electric
2.	Financial Aid Rental Assistance
3.	Food Pantry
4.	Housing Subsidized
5.	Homelessness Prevention
6.	Housing Search
7.	Financial Aid Water
8.	Housing Rehab Repair
9.	Shelter Homeless
10.	Financial Aid Gas



Program Types provide insight into the specific help requested.

For example, program types distinguish between homeless services versus rental assistance needs even though both are under the Needs Category “Housing”.

COMMUNITY NEED: MOST REFERRED PROGRAM LISTINGS

WEST CENTRAL REGION
2023-2024 DATA

RANK	PROGRAM LISTING
1.	Emergency Services - Lynchburg, Salvation Army - Lynchburg
2.	Emergency Assistance - Lynchburg, Interfaith Outreach Association
3.	Financial Assistance-Utility - Rustburg, Take My Hand Ministries
4.	Neighbor to Neighbor - Lynchburg, Dollar Energy Fund, Lynchburg Community Action Group
5.	Neighbor to Neighbor - Lynchburg, Dollar Energy Fund, United Way of Central Virginia
6.	Emergency Aid - Martinsville, Salvation Army - Martinsville Henry County
7.	Financial Aid/Food - Martinsville, Grace Network of Martinsville/Henry County
8.	Homeless Prevention - Lynchburg, Central Intake, Miriam's House
9.	Homelessness Prevention - Rocky Mount, STEP Inc
10.	Emergency Services - Martinsville, Southern Area Agency on Aging



Referred listings represent the **specific agency program we referred to when assisting individuals in your community.** This highlights where support may be needed and acknowledges the **anchor agencies** contributing to your region.

PLANNING DISTRICT SNAPSHOTS

We invite you to view the 2023-2024 Planning District Snapshots and other Regional Data Reports by visiting councilofcommunityservices.org/planning-district-reports or **scanning the QR code**.

What's included in our Planning District Snapshots?

- Planning District Overview
- Community Need
- Individuals Served, Contacts, and Referrals
- Contacts by Locality
- Most Referred Needs Categories



**Download
Reports**

CALLS TO ACTION



Increase Awareness about 211 Virginia

Help spread the word about 211 Virginia to ensure more Virginians know where to find help and resources in their community.

Scan the QR code to request marketing material.



Recommend Agencies

Assist us in expanding our resource directory by recommending local agencies that could benefit from partnering with 211 Virginia.

Scan the QR code to recommend an agency.



Utilize Data

Leverage our data to inform decision-making, strengthen funding proposals, and enhance service delivery based on community needs.

Scan the QR code to access additional reports.



NEXT STEPS

- **Request additional data.** For detailed or customized data information, please contact Robert Morrow, Director of Data Analytics, at robertm@councilofcommunityservices.org.
- **Contribute to the strength of 211 Virginia.** Ensure your agencies list their information in our database and help spread awareness about 211 Virginia. For more information, reach out to Amanda Holcomb, Director of Community Engagement at amandah@councilofcommunityservices.org.
- **Explore partnership opportunities.** For partnership inquiries, please contact Margaret Telsch-Williams, Director of Information and Referral Services, at margarettw@councilofcommunityservices.org.



CONTACT US

As the sole contractor for 211 Virginia under the **Virginia Department of Social Services**, the **Council of Community Services** is committed to enhancing the efficiency and reach of our services. We invite our partners and stakeholders to collaborate with us to better support our communities. Whether you need detailed data, wish to contribute to the strength of 211 Virginia, or are interested in exploring partnership opportunities, our team is here to assist you.

Connect with your regional representative!

West Central Region

Amanda Holcomb, (540) 353-9889

amandah@councilofcommunityservices.org

Credits // Prepared by the Council of Community Services based in Roanoke, VA.