

# EAST CENTRAL REGION

## PLANNING DISTRICTS 13, 14, 15, 19



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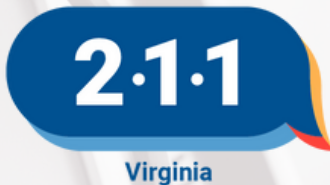
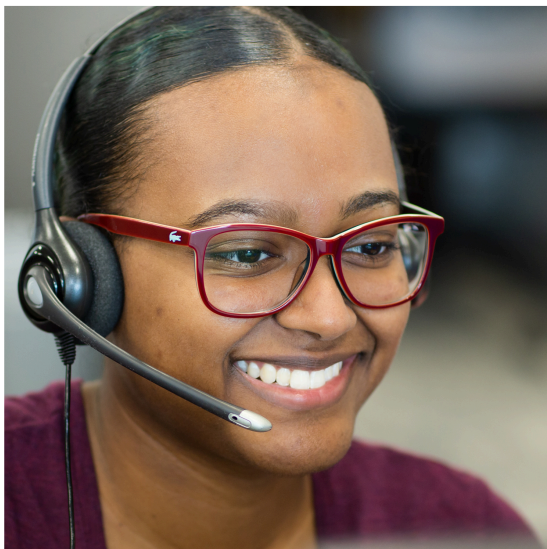
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**211 Virginia** is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.

- 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 July 1, 2023 - June 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](https://unitedforalice.org/state-overview/Virginia).

**TERMS TO KNOW**



# EAST CENTRAL REGION

## PLANNING DISTRICTS 13, 14, 15, 19



The East Central region houses **27 counties and cities** across **4 planning districts**, supported by more than **700 agencies** listed in the 211 Virginia resource directory.



### Planning District 13: Southside

Brunswick County, Halifax County, Mecklenburg County

### Planning District 14: Commonwealth

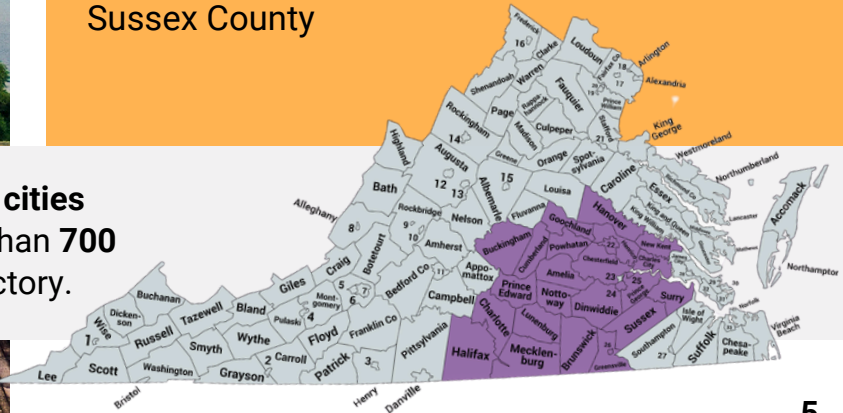
Amelia County, Buckingham County, Charlotte County, Cumberland County, Lunenburg County, Nottoway County, Prince Edward County

### Planning District 15: Richmond Regional

Charles City County, Chesterfield County, Hanover County, Henrico County, Goochland County, New Kent County, Powhatan County, City of Richmond

### Planning District 19: Crater

Colonial Heights City, Dinwiddie County, City of Emporia, Greenville County, City of Hopewell, City of Petersburg, Prince George County, Surry County, Sussex County





# COMMUNITY UTILIZATION OF 211 VIRGINIA



**1,501,120**  
**Population**

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



**32,300+**  
**Contacts**

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



**23,300+**  
**Unique**  
**Individuals**

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



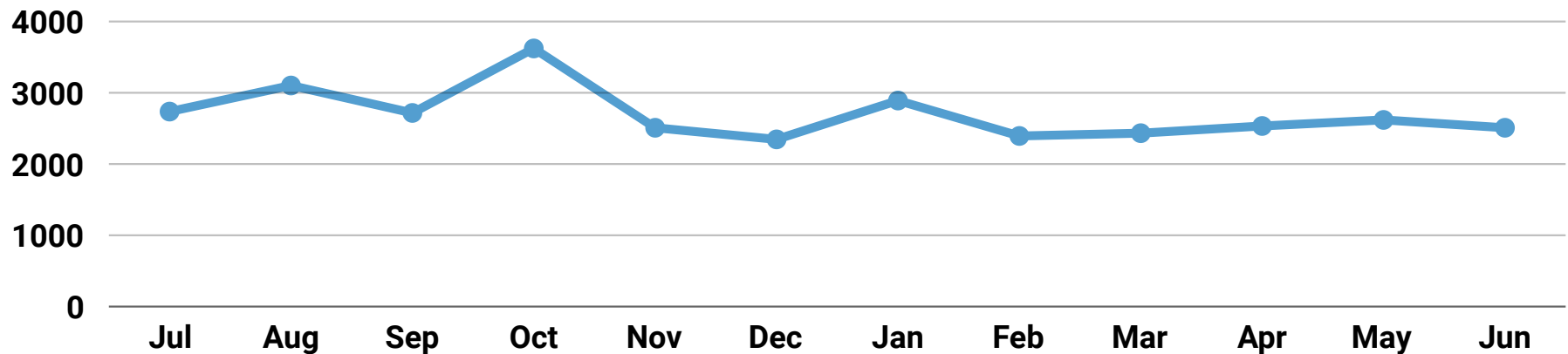
**30%**  
**of 211 Virginia**  
**Contacts**

30% of all contacts to 211 Virginia originate from the West Central region.





## COMMUNITY UTILIZATION: CONTACT VOLUME OVER TIME

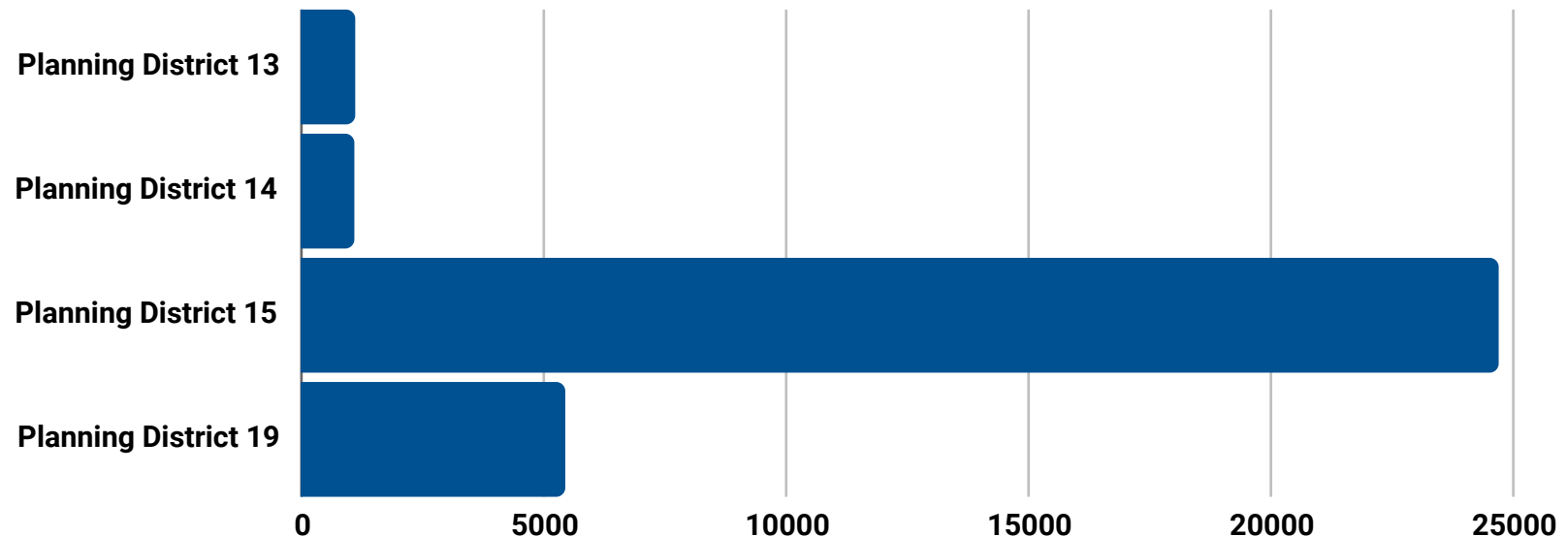


Reviewing the **volume of contacts over time** offers valuable insights into shifting community demands on both a monthly and annual basis.





# 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

## EAST CENTRAL REGION

**15%**  
**AVERAGE  
OF HOUSEHOLDS  
IN POVERTY**



**34%**  
**AVERAGE  
ALICE  
HOUSEHOLDS**



**2022 MEDIAN  
HOUSEHOLD  
INCOME**  
**\$64,603.64**



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



# COMMUNITY NEED OVERVIEW



## 70,600+ Referrals Given

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



## 82% Referral Success Rate

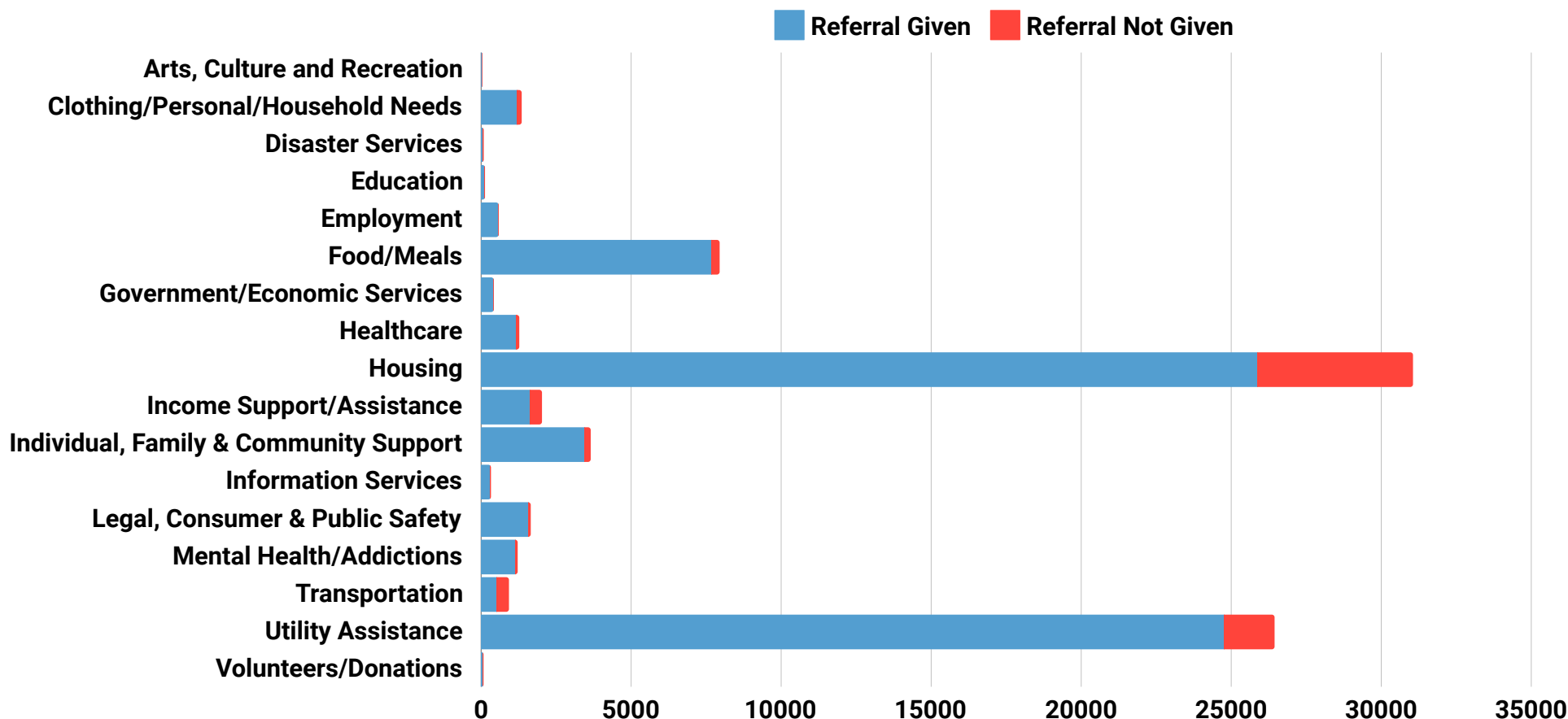
The percentage of referral searches for which the individual accepted a referred program listing.



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

EAST 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

EAST CENTRAL REGION  
2023-2024 DATA

RANK	PROGRAM TYPE
1.	Financial Aid Electric
2.	Homelessness Prevention
3.	Financial Aid Rent Assistance
4.	Food Pantry
5.	Housing Search
6.	Shelter Homeless
7.	Financial Aid Water
8.	Housing Subsidized
9.	Benefits Screening
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

EAST CENTRAL REGION  
2023-2024 DATA

## RANK PROGRAM LISTING

1. EnergyShare - Richmond, EnergyShare, Salvation Army of Central Virginia
2. EnergyShare - Richmond, EnergyShare, CAPUP Capital Area Partnership Uplifting People
3. Rent Assistance - Richmond, Salvation Army of Central Virginia
4. Financial Aid - Electric - Richmond, PIPP, Virginia Department of Social Services
5. Housing Resource Center - Richmond, Homeless Services, Commonwealth Catholic Charities
6. Homelessness Assistance - Richmond, Homeless Connection Line, Homeward
7. Rent Assistance - Richmond, CAPUP Capital Area Partnership Uplifting People
8. Energy Assistance - Glen Allen, Virginia Department of Social Services
9. Housing Services - Richmond, Rapid Rehousing Program, HomeAgain
10. Financial Assistance - Petersburg, Social Services, Salvation Army of the Tri-Cities



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](https://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 Our 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](mailto: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](mailto:amandah@councilofcommunityservices.org).
- **Explore partnership opportunities.** For partnership inquiries, please contact Margaret Telsch-Williams, Director of Information and Referral Services, at [margarettw@councilofcommunityservices.org](mailto: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!

#### East Central Region

Nelson Diaz, (804) 650-0501

[nelsond@councilofcommunityservices.org](mailto:nelsond@councilofcommunityservices.org)

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