



ANNUAL REPORT

2021-2022

 VIRGINIA DEPARTMENT OF
SOCIAL SERVICES

 COUNCIL OF
COMMUNITY
SERVICES

2·1·1

ABOUT

Virginia

211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth. 211 Virginia is a **free service available 24 hours a day/365 days** a year throughout Virginia.

When inquirers **contact 211 Virginia**, they are connected to a **trained professional** who will listen to their situations and use the latest technology to:

- Identify a caller's need(s)
- Provide accurate information on community resources
- Refer and follow up with inquirers as needed
- Advocate with service providers as needed



211 Virginia uses a third-party language translation service in over **240 languages** and offers limited **live translation for Spanish-speaking** inquirers.



211 Virginia maintains a resource database of more than **5,500 agencies**, with approximately **18,000 active and seasonal programs**, and is constantly adding new agencies and programs.



211 Virginia operates **2 Alliance of Information & Referral Services (AIRS) accredited contact centers** and **1 accredited database center**. Trained staff include **12 AIRS Certified Community Resource Specialists**, and **3 AIRS Certified Resource Specialists - Database Curators**.



**TEXT
CONNECT
TO 247211**



**DIAL
211**



**LIVE CHAT & EMAIL
211VIRGINIA.ORG**



**SEARCH
211VIRGINIA.ORG**



"People whose lives were upended by the pandemic have turned to 211 in large numbers." -The Roanoke Times

Sturgeon, J. (2022, February 28) State 211 info service handling twice the calls as before the pandemic, but staff soldiers on. The Roanoke Times

OUR RESPONSE TO COVID-19 AND COMMUNITY RECOVERY

In June 2021, the COVID-19 state of emergency expired. Shortly after, the third wave of the pandemic hit, driven primarily by the delta variant, resulting in an uptick in calls. The volume continued to surge throughout the summer as utility and eviction moratoriums were set to end. Late fall brought the next wave of infection with the omicron variant, and by winter, the call volume spiked again with the demand for COVID testing and home test kits.

One year after the state of emergency expiration, 211 Virginia continued to assist thousands of inquirers struck by pandemic-related needs. From March 2020 through June 30, 2022, 211 Virginia handled 55,560 contacts from inquirers with one or more COVID-related referrals. Housing and utility assistance remain the top needs for Virginians, and most citizens were referred to the COVID Rent Relief Program (RRP) and local COVID funds.

The inbound contacts remained above the 12-month average for most of the year. Inbound contact volume in May and June 2022 set records with more than 20,000 queued contacts. 211 Virginia experienced high abandonment rates and Community Resource Specialists occasionally suspended inquirer demographic data collection to keep up with the demand.

By June 2022, 211 Virginia saw an increase in unmet needs due to temporary relief programs ending, unavailability of funds, eligibility criteria not being met, and the demand outpacing the services.

TOP FIVE UNMET NEEDS

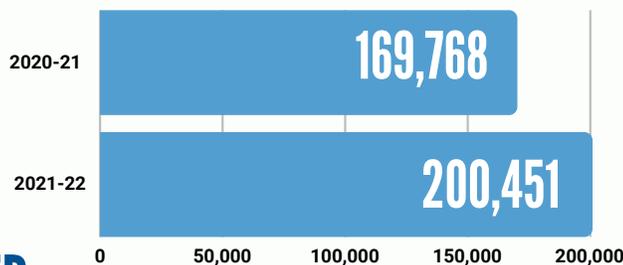
1. Utility Assistance
2. Housing
3. Individual, Family & Community Support
4. Food/Meals
5. Legal, Consumer & Public Safety

34%

increase in unmet needs

RECORD SETTING NUMBERS & NEEDS

CONTACT VOLUME COMPARISON



18% INCREASE OVER PREVIOUS YEAR

123,601 INQUIRERS NEEDS IDENTIFIED

TOP FIVE INQUIRERS NEEDS



43,246

UTILITY ASSISTANCE



37,821

HOUSING



10,592

INDIVIDUAL, FAMILY & COMMUNITY SUPPORT



6,445

FOOD/MEALS



5,355

HEALTH CARE

2.1.1

BY THE NUMBERS: 2021-2022

Virginia



PHONE
180,963



EMAIL
542



TEXT
13,838



POSTAL MAIL
293



CHAT
5,078



WALK-IN
24

INBOUND CONTACT METHODS

Texting launched in June 2021 and is now the #2 preferred method of contact for inquirers .

Texting skyrocketed in it's first year from 579 to 13,838.



163,317
WEBSITE VISITORS

TOP TEN

1. Repeat Caller
2. Agency
3. Word of Mouth
4. Utility Company
5. Television
6. Social Media
7. Brochure
8. Radio
9. Billboard
10. Presentation



HOW DID YOU HEAR ABOUT 211 VIRGINIA?

72% increase in website traffic

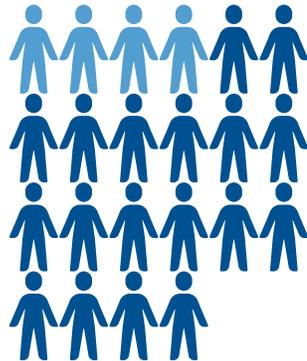
5
AVERAGE REFERRALS GIVEN PER CALL



273,243
INQUIRERS REFERRALS MET

Dos Uno Uno Virginia

18%
OF COMMUNITY RESOURCE SPECIALISTS ARE BILINGUAL

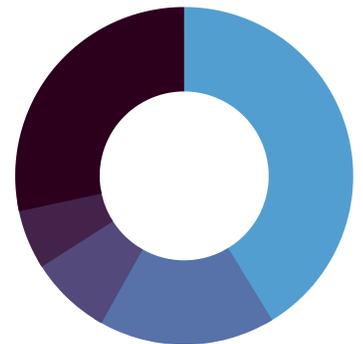


- Spanish Calls Handled by Bilingual CRS
- Spanish Calls Handled by Language Line

3,899 HANDLED SPANISH CALLS

78%

of Spanish calls and chats handled by Bilingual Community Resource Specialists.



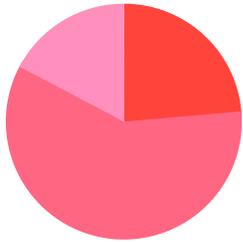
COMMUNITY ENGAGEMENT PRIORITY POPULATIONS

- 41% Basic Needs Assistance
- 17% Disaster Management/Preparedness
- 8% DEI Populations
- 6% Substance Use/Mental Health
- 28% Non-Priority

0 1,000 2,000 3,000 4,000

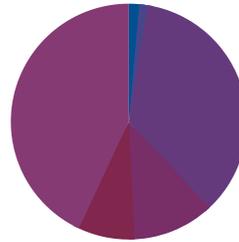
WHO IS LOOKING FOR RESOURCES?

83,757 
UNDUPLICATED INQUIRERS



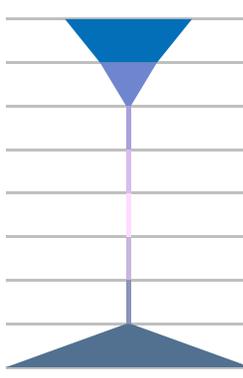
By Gender

59.1% Female
23.6% Male
0.1% Transgender
17.2% Declined to State/Unknown



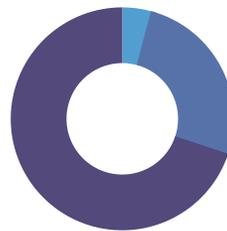
By Age Group

1,474 or 1.4% 0-12 years
1,157 or >1% 13-21 years
37,182 or 35.5% 22-54 years
11,799 or 11.3% 55-64 years
8,084 or 7.7% 65+ years
45,094 or 43% Not Disclosed



By Race

30,287 or 29% Black, Afro-Caribbean, African American
13,833 or 13% White
495 or >1% East Asian or Asian American
395 or >1% Middle Eastern or Arab American
342 or >1% American Indian/Alaskan Native
201 or >1% South Asian or Indian American
108 or >1% Native Hawaiian or Other Pacific Islander
57,036 or 56% Declined to State/Unknown

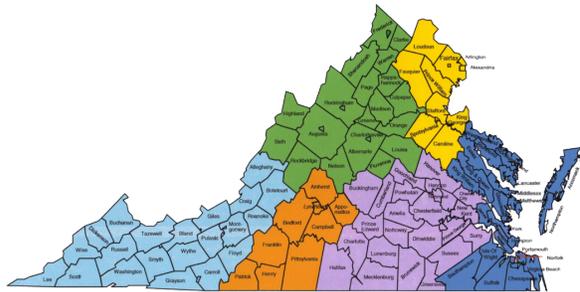


Latinx Ethnicity

4,348 or 4% Yes
27,174 or 26% No
73,268 or 70% Declined to State/Unknown

By Region

34,319 Southeast Virginia
29,776 Richmond/Southside
17,649 Northern Virginia
9,594 Southwest Virginia
6,837 Central Virginia
5,528 Northwest Virginia
1,166 Unknown/Out of State



Language Report Contacts

7,701 Spanish
15 Arabic
10 Korean



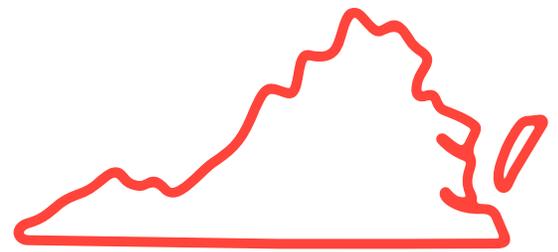
Language Report Website

1,621 Spanish
622 Chinese
60 Korean



2.1.1

PARTNERSHIPS



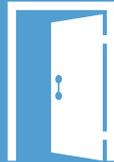
Virginia

- Alliance of Information & Referral Systems
- Virginia Alliance of Information & Referral Systems
- United Way Worldwide/211 US
- Virginia Department of Aging & Rehabilitative Services
- Virginia Department of Behavioral Health & Developmental Services
- Virginia Department of Emergency Management
- Virginia Department of Health
- Virginia Hospital & Healthcare Association
- Virginia Department of Housing & Community Development
- Virginia Information Technology Agency
- Virginia Department of Social Services
- Virginia Department of Veteran Services
- Dominion Energy

SERVING THE COMMONWEALTH THROUGH PARTNERSHIPS



23,070
COVID-19
REFERRALS



3,431
NO WRONG DOOR
REFERRALS



9,954
COVID RENT RELIEF
PROGRAM REFERRALS



8,880
VIRGINIA STATE
DIRECTORY
ASSISTANCE CALLS



5,898
VETERANS
SERVED



29,877
DOMINION
ENERGYSHARE
REFERRALS



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES



COUNCIL OF
COMMUNITY SERVICES

211 Virginia is a contracted public/private partnership between the Virginia Department of Social Services and the Council of Community Services in collaboration with the United Way of Central Virginia.

211 Virginia participates in the 211 National Data Platform administered by United Way Worldwide and the Washington University in St. Louis' Health Communication Research Laboratory's 211 Counts.

Get Connected. Get Answers.

DIAL 211

Text CONNECT to 247211

(message and data rates may apply.)

Visit www.211virginia.org for live chat, email, or to search our database.

Hearing-impaired? Dial 7-1-1 and then (800) 230-6977 to reach 211 Virginia.

Out of State? Dial (800) 230-6977

Dashboard: www.va211counts.org

Agency Resource: www.211virginiauniversity.org