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.
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.

"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

34% increase in unmet needs

123,601 inquirers needs identified

18% increase over previous year

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

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

CONTACT VOLUME COMPARISON

| 2020-21 | 169,768 |
| 2021-22 | 200,451 |

OUR RESPONSE TO COVID-19 AND COMMUNITY RECOVERY

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.
### 2.1.1 BY THE NUMBERS: 2021-2022

**Virginia**

#### INBOUND CONTACT METHODS

- PHONE: 180,963
- TEXT: 13,838
- CHAT: 5,078
- EMAIL: 542
- POSTAL MAIL: 293
- WALK-IN: 24

#### 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

#### WEBSITE VISITORS

163,317

#### 5 AVERAGE REFERRALS GIVEN PER CALL

#### 273,243 INQUIRERS REFERRALS MET

#### Dos Uno Uno Virginia

18% of community resource specialists are bilingual

3,899 HANDLED SPANISH CALLS

- 78% of Spanish calls and chats handled by Bilingual Community Resource Specialists.
- 18% of Spanish calls handled by Bilingual CRS
- 82% of Spanish calls handled by Language Line

#### COMMUNITY ENGAGEMENT PRIORITY POPULATIONS

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

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

Texting skyrocketed in its first year from 579 to 13,838.

Repeat Caller
Agency
Word of Mouth
Utility Company
Television
Social Media
Brochure
Radio
Billboard
Presentation
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 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

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

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

Language Report Contacts
7,701 Spanish
15 Arabic
10 Korean

Language Report Website
1,621 Spanish
622 Chinese
60 Korean
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.

PARTNERSHIPS

- 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

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.

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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