



Annual Report Executive Summary FY23 (7/1/2022-6/30/2023)

As Nevada 211 moved past the COVID-19 pandemic, it refocused efforts on streamlining processes to improve caller experiences, marketing services to the public, and seeking additional partnerships to better serve the community. Interactions with the public increased significantly across most Nevada 211 platforms, and relationships continued to be strengthened with Nevada's rural agencies.

Other Nevada 211 highlights over the past fiscal year include the following:

- ☐ Continued collaboration with the State and the Nevada Broadcaster's Association on a wide-reaching media marketing campaign which resulted in increased 211 utilization across different platforms, including app downloads and website visits. Nevada 211 staff participated in 25 in-person and virtual television interviews.
- ☐ Implemented a new interactive voice response (IVR) system that replaced the voicemail process with an automated call back system to improve wait time for callers.
- ☐ Collaborated with the Nevada Coalition to Prevent the Commercial Sexual Exploitation of Children on the implementation of a new human and sex trafficking page on the Nevada 211 website.
- ☐ Concluded the Ride United Last Mile Delivery program in Southern Nevada in partnership with the United Way Worldwide and Door Dash, providing 153 "last mile" home deliveries that brought food and essential supplies to under-invested neighborhoods. Through this program, Nevada 211 supported community agencies by coordinating the delivery of agency-provided food and supplies to their clients. Individuals who benefitted from these deliveries included seniors, individuals with health issues, clients who lived in food deserts, and individuals with transportation barriers.
- ☐ Initiated the reaccreditation process through Inform USA (formerly the Alliance of Information and Referral Systems).
- ☐ Renewed the data sharing agreement with Unite Us, a case management and care coordination software tool that enables health care and social service organizations to provide and manage services. This agreement supports Nevada 211's objective to be the primary resource directory to locate health and human services within the State of Nevada and provides Nevada 211 with the funds to maintain a part-time Database Assistant on staff.



Nevada

- ☐ Attended the National 211 Leadership Summit which brought together United Way Worldwide and independent network leaders to collectively advance the work of 211. This event offered opportunities to showcase our impact, connect with colleagues and strategize our future together. The Summit explored how 211 continues to transform in helping people find and get help. Highlights included leading with increased awareness, revenue opportunities and data sharing partnerships, and positioning 211 for impact.
- ☐ Provided training to partnering agencies, including training 988 staff on how to use the iCarol database to search for resources and providing in-service training for the Clark County School District on how to best utilize the Nevada 211 website and apps.
- ☐ Participated in 509 community outreach events in Northern, Southern and Rural Nevada, including presentations, community events, media appearances and collaborative meetings.
- ☐ Increased rural engagement with Nevada 211 through additional outreach activities, thereby improving and strengthening the rural components of the Nevada 211 Resource Directory; conducted 23 in-person outreach events in rural areas and added 9 rural agencies offering a total of 17 different programs to the Nevada 211 Resource Directory.
- ☐ Partnered with 211 Inland SoCal on a mutual disaster MOU/agreement.
- ☐ Updated internal processes on training, self-care, supervision, and caller interactions.
- ☐ Continually updated and refined the Nevada 211 Resource Directory. This included the addition of 97 Agencies, 363 Programs, and 245 Sites to the database.

Key SFY23 Statistics

In addition to the statistics listed below, real-time data for Nevada 211 can be found at:

<https://nv.211counts.org/>

Phone Calls	Texts, Chats & Emails	Website & Apps
<ul style="list-style-type: none">- Total Calls Answered: 94,497<ul style="list-style-type: none">▪ 89,407 - Incomings▪ 5,090 – Call Backs	<ul style="list-style-type: none">- Text Clients: 6,132- Chats Answered: 5,312- Email Clients: 495	<ul style="list-style-type: none">- Website Sessions: 487,002- Website Users: 407,958- Nevada 211 App Downloads: 12,645- Nevada 211 Youth App Downloads: 724



Top Requested Referrals	
Basic Needs, includes Housing/Shelter, Food & Utilities	114,222
Individual & Family Life	18,408
Criminal Justice and Legal Services	10,506
Income Support and Employment	9,668
Mental Health and Substance Use Disorder Services	9,093
Health Care	8,072

Major Planned Activities for FY24

- ☐ Achieve reaccreditation through Inform USA.
- ☐ Adopt new phone system that will better streamline interactions with callers and reduce call wait time and abandoned calls.
- ☐ Strengthen and expand relationships with rural providers and residents by continued increase of outreach activities in those areas and increasing the number of rural resources listed in the Nevada 211 Resource Directory.
- ☐ Continue the current media and marketing campaign to educate more people on the role of Nevada 211 via the health disparities project, in conjunction with the Nevada Broadcasting Association and the Division of Public and Behavioral Health through September.
- ☐ Coordinate an additional 1,000 rides for the United Way Worldwide “Ride United” program, with rides focused on older adults, veterans and disabled across Nevada for health, food access, employment, public benefit access, and education purposes.
- ☐ Update the iCarol platform on the Nevada 211 website to made it easier to view resources.
- ☐ Improve chat and text response rates to ensure help-seekers are not waiting over 5 minutes to receive a response from Nevada 211 Call Specialists. Through this process QA will be reviewed and updated.



Nevada

- ☐ Increase the number of Nevada 211 app and Nevada 211 Youth app downloads via outreach and marketing.
- ☐ Develop additional community partnerships.
- ☐ Participate with the Clark County Office of Emergency Management in victim database project meetings for the creation of a new patient tracking/case management platform.
- ☐ Enter into additional agreements with other 211's across the country to assist in disaster response.
- ☐ Seek out additional grant and contract opportunities to supplement the Nevada 211 budget.
- ☐ Continue partnerships with United Way Worldwide to obtain coaching, resources, collaborative learning, and funding opportunities.