



Annual Report Executive Summary FY24 (7/1/2023-6/30/2024)

The number of contacts with individuals seeking assistance through Nevada 211 continued to rise in State Fiscal Year (SFY) 2024. Compared to SFY23, Nevada 211 saw a 40% increase in incoming text messages, a 10% growth in incoming chats on the Nevada 211 website, and a 5% rise in incoming calls. During this same time period, Nevada re-emphasized the quality of every call, which resulted in a 21% increase in time spent on the phone with each caller. On the other hand, the number of website visitors began to decrease as the successful marketing campaign run by Nevada Broadcaster's Association ended, demonstrating the importance of ongoing marketing activities and funding. Nevada 211 continues to explore creative options within the existing budget to maintain high quality services that meet help-seekers' needs, such as the implementation of a call-back queue.

Nevada 211 also achieved reaccreditation from Inform USA (formerly the Alliance of Information and Referral Systems) through 2029. Nevada 211 underwent this rigorous process that typically takes twelve months to complete and involves five phases. These phases included: a consultant's report that assessed Nevada 211's compliance with national standards; a detailed review of the Resource Directory; a secret shopper component; a survey of the organizations listed in the Resource Directory; and a virtual site visit. This reaccreditation underscores Nevada 211's adherence to best practices in helping people get connected to the right resources to meet their needs.

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

- Migrated to new phone system with auto-answer and call back features. The goal was to streamline interactions with caller to reduce call wait time and decrease the abandoned call rate. Callers are now greeted with an interactive voice response prompt where they can request service in English or Spanish and can choose a call back option instead of waiting in the call queue. They retain their place in line, and the system calls them back when it is their turn. This new system also allows for better Quality Assurance with enhanced Call Specialist monitoring tools.
- Replaced the existing iCarol iFrames implementation for the Resource Directory on the Nevada 211 website with a direct integration to the iCarol Resource Directory via their application programming interface (API). Nevada currently uses the iCarol platform to store the Resource Directory. By directly integrating the Nevada 211 website with iCarol, Nevada 211 can access the most up-to-date iCarol features, resulting in improved performance and enhanced user experience.



Nevada

- ❑ Entered into a data sharing agreement with Social Entrepreneurs, Inc. ("SEI"), providing a one-time extract of specific resources from Nevada 211's Resource Directory to be used in a Needs Assessment for the City of Henderson.
- ❑ Completed media marketing campaign with Nevada Broadcaster's Association, which resulted in significantly increased utilization across most Nevada 211 platforms.
- ❑ Participated in the Clark County Office of Emergency Management's work group for the development of a new Multi-Agency Victim Database for patient tracking and case management in the event of a disaster or emergency.
- ❑ Concluded the 2023-2024 Ride United program resulting in 1,019 free Lyft rides provided to Nevadans to access health care, food, employment, legal, housing, education, and economic stability support.
- ❑ Educated Nevada officials on the Nevada 211 program as it relates to the Human-Services Emergency Logistics Program (HELP) Act (federal legislation supporting both 211 and 988).
- ❑ 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 for health and human services within the State of Nevada and provides Nevada 211 with the funds to maintain a part-time Database Specialist on staff.
- ❑ Completed various funding applications to support Nevada 211, including: Title V Maternal Child Health Block Grant, United Way Worldwide's Ride United program, United Way of Southern Nevada's Community Impact Grant, and AARP Community Challenge Grant Program.
- ❑ Partnered with 211 Maine on a Disaster/Emergency Memorandum of Understanding (MOU) to assist each other in the event of a disaster or emergency.
- ❑ Participated in 477 community outreach events in Northern, Southern and rural Nevada, including presentations, tabletops, site visits and collaborative meetings. Additionally, Nevada 211 held four Ambassador Alliance meetings with community providers to share updates and exchange information.
- ❑ Increased rural engagement with Nevada 211 through additional outreach activities, thereby improving and strengthening the partnerships with rural agencies and communities. Conducted 22 in-person outreach events (tabletop events, site visits, etc.) and 64 other rural outreach activities (collaborative meetings, virtual presentations, etc.).
- ❑ Continually updated and refined the Nevada 211 Resource Directory. This included the addition of 68 Agencies, 254 Programs, and 191 Sites to the Resource Directory.



Key SFY24 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: 109,035 - 88,505 – Incoming - 20,530 – Call Backs 	<ul style="list-style-type: none"> - Text Clients: 8,584 - Chats Answered: 5,006 - Email Clients: 443 	<ul style="list-style-type: none"> - Website Sessions: 374,117 - Website Users: 284,464 - Nevada 211 App Downloads: 6,265 - Nevada 211 Youth App Downloads: 410

Top Requested Referrals	
Basic Needs, includes Housing/Shelter, Food & Utilities	121,769
Individual & Family Life	14,949
Income Support and Employment	10,386
Criminal Justice and Legal Services	9,699
Mental Health and Substance Use Disorder Services	8,725
Health Care	7,592

Major Planned Activities for FY25

- Continue strengthening and expanding relationships with rural providers and residents through outreach activities in those areas and increasing the number of rural resources listed in the Nevada 211 Resource Directory. (FY24 produced 5 new rural agency listings and 31 new program listings that provide services to the rural areas.)



Nevada

- ❑ Coordinate 600 rides for the United Way Worldwide “Ride United” program, with rides focused on older adults, veterans, and people with disabilities across Nevada to access health and food resources.
- ❑ Redesign Nevada 211 website to make it easier to find resources, share community events, and find relevant documents (pending funding).
- ❑ Continue efforts to decrease abandoned call rate and improve chat and text response rates by exploring additional quality assurance measures, seeking funding for additional call specialists (including one focused on texts and chats), and researching automatic follow-up texting options.
- ❑ Increase the number of Nevada 211 app and Nevada 211 Youth app downloads via outreach.
- ❑ Develop additional partnerships with community and government agencies.
- ❑ Seek additional agreements with other 211’s across the country to assist in disaster response.
- ❑ Seek out additional grant and contract opportunities to strengthen Nevada 211’s services.
- ❑ Continue partnership with United Way Worldwide on the Ride United program, the 211 National Leadership Committee, and offers of assistance to other 211s during times of disaster/crisis/emergencies.