



## Annual Report Executive Summary FY25 (7/1/2024 - 6/30/2025)

Nevada 211 focused on improving quality and efficiency in State Fiscal Year (FY) 2025 to better serve the community. A variety of operational changes were implemented, including refining a new phone system, adding auto-answer and callback features, and employing enhanced Call Specialist monitoring tools. These updates resulted in better quality assurance processes and led to a substantial decrease in the percentage of calls abandoned in the queue, from 29.64% in FY24 to 14.26% in FY25. Moreover, the average time to answer calls was reduced from 2 minutes, 37 seconds to 54 seconds. Text and chat response times also dramatically improved from the beginning of the fiscal year to the end, from 78% to 91% for texts and 78.59% to 94.09% for chats.

Limiting the time a caller spent waiting in the queue helped connect them to needed resources more quickly. Callers were also less likely to hang up before reaching a Call Specialist, which contributed to a 12.54% increase in calls answered. On the other hand, individuals texting Nevada 211 for assistance declined by 31% and website chats decreased by 12.41% compared to the previous fiscal year. These reductions may reflect a broader challenge in maintaining community visibility, as the lack of dedicated marketing funds during this period likely contributed to fewer incoming texts and chats.

Nevada 211's commitment to high-quality service delivery has driven overall program enhancements, and the program will continue to seek ways to enhance and expand its services. Other Nevada 211 highlights over the past fiscal year include the following:

- ❑ Kicked off a redesign of the Nevada 211 website aimed at streamlining navigation, boosting community engagement, and improving access to essential information.
- ❑ Received a time-limited grant from iCarol (Nevada 211's database platform) to implement automated text and chat follow-up surveys, distributing 4,820 digital surveys from October 2024 to March 2025.
- ❑ Successfully wrapped up the 2024-2025 Ride United program by coordinating 601 free Lyft rides that helped individuals access essential services including health care, food, employment, legal aid, housing, education, and economic support.
- ❑ Continued to share the Nevada 211 Resource Directory with Crisis Support Services of Nevada for 988, which allowed their staff to offer direct referrals to individuals and reduce a person's need to call multiple help lines.



## Nevada

- ❑ Renewed Nevada 211's data sharing agreement with Unite Us, a case management and care coordination platform, to help support Nevada 211's role as the state's go-to source for community resources and fund a part-time Database Specialist.
- ❑ Maintained participation in the 211 National Data Platform, in hopes of eventually partaking in a national database project that could provide partnership and funding opportunities.
- ❑ Submitted various funding proposals to support and grow Nevada 211, including the Title V Maternal Child Health Block Grant, Silver Summit's Community Investment opportunity, United Way Worldwide's Ride United program, United Way of Southern Nevada's Community Impact Grant, the AARP Community Challenge Grant Program, TrueID/Southern Nevada Human Trafficking Task Force, the Nevada Attorney General for the for Nevada Hate Reporting Hotline, and a Digital Equity Grant in collaboration with Clark County.
- ❑ Concluded a successful, long-term partnership with the Title V Maternal Child Health Block Grant due to a shift in priorities and secured short-term replacement funding through the American Rescue Plan Act (ARPA).
- ❑ Bolstered disaster response partnerships with the Clark County Office of Emergency Management, Nevada Voluntary Organizations Active in Disasters (VOAD), and other 211 agencies across the country to enhance mutual response capabilities in times of emergencies.
- ❑ Created communication path between Washoe County's 311 and Nevada 211 to share relevant community information, including disaster and emergency updates.
- ❑ Served as backup for local disasters, including the devastating Davis Fire in Washoe County.
- ❑ Bolstered the Nevada 211 Youth App by adding significantly more resources, such as those related to education, libraries, English as a Second Language, scholarships, and tutoring.
- ❑ Participated in 561 community outreach events across Nevada. These engagements included presentations, tabletops, site visits, and collaborative meetings. Additionally, Nevada 211 hosted four Ambassador Alliance meetings that created opportunities for sharing program updates and reinforcing relationships with community providers.
- ❑ Increased Nevada 211's rural engagement through expanded outreach activities with the intent to improve and strengthen partnerships with rural agencies and communities. This included conducting 27 in-person outreach events (such as tabletop events and site visits) and 98 additional rural outreach activities (including collaborative meetings and virtual presentations).
- ❑ Updated and refined the Nevada 211 Resource Directory on an ongoing basis. This effort included the addition of 68 agencies, 344 programs, and 279 sites. Less than 1% of agencies had past-due annual updates, which helped ensure the accuracy of the Resource Directory.



### Key SFY25 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"> <li>- Total Calls Answered: 118,301</li> <li>- 99,601– Incoming</li> <li>- 18,700 – Call Backs</li> </ul>	<ul style="list-style-type: none"> <li>- Text Clients: 5,914</li> <li>- Incoming Chats: 5,140</li> <li>- Email Clients: 421</li> </ul>	<ul style="list-style-type: none"> <li>- Website Sessions: 316,679</li> <li>- Website Users: 238,905</li> <li>- Nevada 211 App Downloads: 5,568</li> <li>- Nevada 211 Youth App Downloads: 334</li> </ul>

Top 20 Most Requested Referrals	FY25 TOTALS	PERCENTAGE
<b>Total Requested Referrals</b>	<b>167,005</b>	
Utility Service Payment Assistance	22,859	13.69%
Rent Payment Assistance	19,515	11.69%
Food (incl. Pantries, Congregate Meals, Emergency Food)	15,099	9.04%
Emergency Shelter	12,183	7.29%
Individual and Family Support Services (incl. Case Management, Street Outreach, Protective Services)	11,690	7.00%
Income Support and Employment	10,918	6.54%
Low Income/Subsidized Rental Housing	10,754	6.44%
Mental Health and Substance Use Disorder Services (incl. Crisis Intervention)	7,584	4.54%
Transportation	7,470	4.47%
Legal Services	7,087	4.24%
At Risk/Homeless Housing Related Assistance Programs	6,625	3.97%
Transitional Housing/Shelter	5,509	3.30%
Clothing/Personal/Household Needs (incl. diapers)	5,443	3.26%
Rapid Re-Housing Programs	3,363	2.01%
Health Supportive Services	2,717	1.63%
Rental Deposit Assistance	2,635	1.58%
Medicaid	2,559	1.53%



## Nevada

### Major Planned Activities for FY26

- ❑ Effective July 1, 2025, Nevada 211's call center will transition to new operational hours: Monday through Friday, 9:00 AM to 9:00 PM (PST) and closed on national holidays. Driven by program and budget constraints, these changes aim to optimize resource allocation and enhance service quality during peak demand. While the call center will no longer operate 24/7, resources can still be searched on the Nevada 211 website and two apps when the call center is closed.
- ❑ Complete modernization of the Nevada 211 website for improved user experience in finding resources, sharing events, and accessing 211-related materials.
- ❑ Develop additional partnerships with community and government agencies.
- ❑ Strengthen and grow collaboration with 988.
- ❑ Seek additional Memorandums of Understanding (MOUs) with other 211's across the country to assist with disaster response.
- ❑ Explore AI as it relates to Nevada 211's processes.
- ❑ Identify and obtain further funding to reinforce and grow Nevada 211's capacity and impact.
- ❑ Continue partnership with United Way Worldwide on the Ride United program, the 211 National Leadership Committee, and the Inform USA State Advisory Committee, while also being prepared to assist other 211's during disasters and crisis.