

# PA 211 Operations Report 2021



**292,470**  
Contacts Completed



**132,129**  
Housing Related  
Contacts



**30,879**  
COVID Related calls

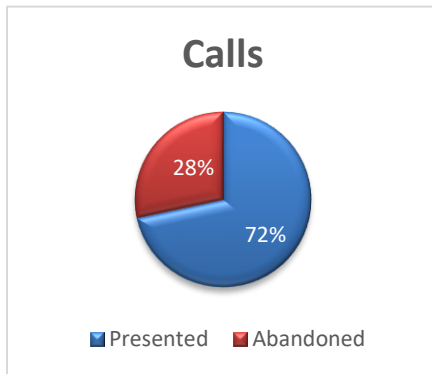
**26,746 contacts were related to Employment and Income**

**61% of all calls were made by females, 16% made by callers between the ages of 30-39**

**25,702 Electric Payment Assistance calls**

**52,523 total utility payment assistance calls**

## Call Metrics



Avg. Wait Time 32 Minutes  
 Avg. Wait time Housing 127 Minutes  
 Avg. Talk Time 6 Minutes  
 Avg. Abandon Time 10 Minutes

## Database Records

<b>AGENCY RECORDS</b> (Number of agencies in database)	
Number of agencies now	11494
Number of agencies added since 1/1/2021	734
<b>SITE RECORDS</b> (Number of agency locations. One agency may have multiple sites)	
Number of sites now	21847
Number of sites added since 1/1/2021	1754
<b>SERVICE GROUP/PROGRAM RECORDS</b> (Number of programs or services run out of agency and sites)F	
Number of service groups/programs now	38595
Number of service groups/programs added since 1/1/2021	3334
<b>SERVICESTITE RECORDS</b> (Number of services at sites. One site may have several services)	
Number of servicesites now	80645
Number of servicesites added since 1/1/2021	13587

## Database Growth 2021

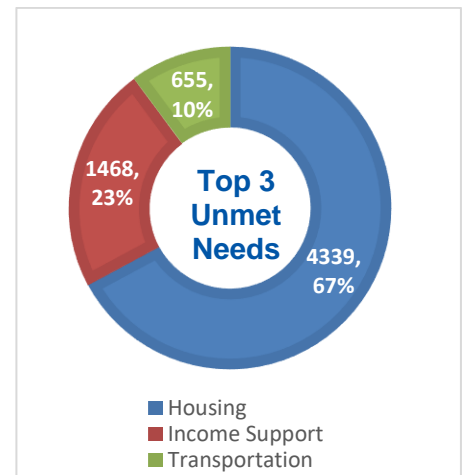
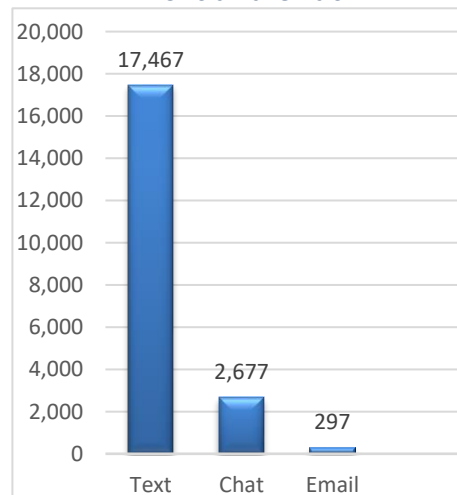
**Agencies: 734**

**Sites: 1754**

**Programs: 3334**

**Services: 13587**

## Text and Chat

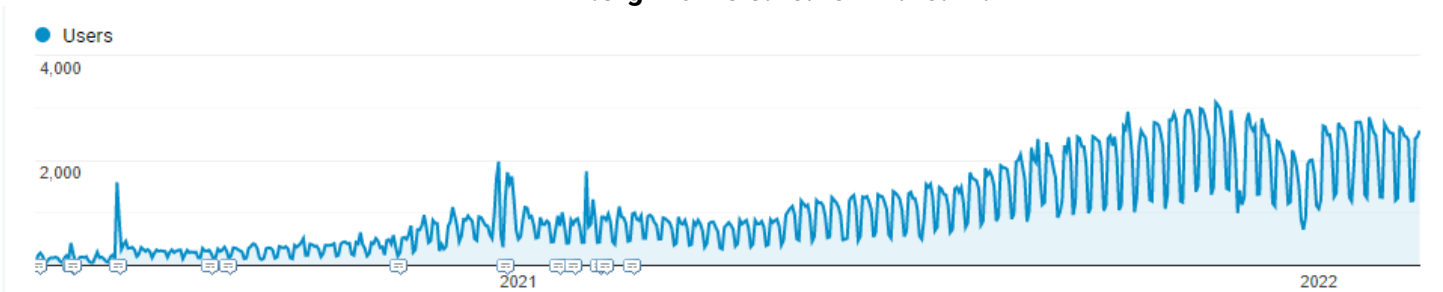


**Total Unmet Needs  
10,240**

## Website & Marketing Highlights

- Website traffic is sustained at between 50,000 – 60,000 visitors per month, over the past 6 months.
- The [optimization](#) of our priority records for website usability remains a key project with our regional 211 providers.
- After extensive internal testing and modifications, [statewide web chat](#) launched for 211 Day, and is available from 9a-5p on weekdays.
- Elevated demand for print materials is sustained, with over 53,000 items disbursed to 18 organizations since the start of the year. Penn State Health donated 100,000 wallet cards and 10,000 posters in January, and is available to donate more print materials as we need them.
- A PA 211 Marketing and Outreach survey was distributed to assess LUW and 211 centers' engagement in these areas. The 211 Marketing Workgroup is in the process of analyzing the [data](#) to inform PA 211's marketing budget and general strategy for the next year.
- 211 Day: Press coverage was less this year than the previous year. The [PA 211 Agency Newsletter](#) was launched, including content customized to each region. This emailed publication will go out quarterly to [subscribers](#) in the nonprofit and human services sectors.
- See more details in the full [Quarterly PA 211 Marketing Brief!](#)

PA211.org Traffic 5.26.20 – 2.16.22:



## Statewide Database Highlights

- EPIC integration exploration has begun in conjunction with UPMC.
- Record cleanup continues using multiple “perspectives” including website review, internal processes, and feedback from the statewide database manager.
- Training and Development sessions provided for DB managers through AIRS.

## Systems Highlights

- Revation system launched December 13. Chat soft launched February 9, and publicly launched February 11.
- Internal QA team met to submit regional QA processes to combine into one systemwide process covering contact work, database management, and website experience.
- Resource Navigator Advisory team has resumed meeting to solicit operations input from frontline staff,