

STATE OF NEVADA
AGING AND DISABILITY SERVICES DIVISION
SERVICE SPECIFICATIONS

NEVADA 211

Any exceptions to these Service Specifications must be requested in writing and approved by the Deputy Administrator of the Aging and Disability Services Division.

PURPOSE:

To promote quality of service, the Aging and Disability Services Division (ADSD) has established service specifications that contain general guidelines. The service specifications that each subrecipient must follow consist of GENERAL REQUIREMENTS and SERVICE-SPECIFIC REQUIREMENTS established for the funded service.

SERVICE DEFINITION:

The service is a statewide information and referral (I&R) system that answers all calls made to Nevada 211 and maintains the Nevada 211 Resource Directory and website. Services may be delivered through centralized call center locations and/or by Community Resource Specialists working remotely.

Community Resource Specialists connect individuals to a broad range of supports, including basic human services, physical and mental health resources, employment assistance, programs for children, youth, and families, services for seniors and individuals with disabilities, volunteer opportunities, and resources related to disaster and emergency response and recovery. Specialists assess each help-seeker's needs and provide accurate, timely referrals to appropriate local, regional, and statewide resources.

SPECIFICATIONS:

1. Community Resource Services

- 1.1 An I&R system is established and operated to provide statewide information and referral services through the primary 211 phone number and the toll-free number (866 535 5654). The system answers all incoming calls, assesses the needs of each help-seeker, and connects them with appropriate local resources. Phone support is required. When funding allows, the optimal system also offers Nevada 211 services through text messaging and/or website chat to enhance accessibility.

- 1.2 The 211 system uses nationally recognized best practices, standards, and methodologies to ensure high quality service. Alignment with Inform USA standards is expected. Accreditation is not required, but preferred.
- 1.3 Community Resource Specialists are trained in I&R service delivery using Inform USA standards. Staff are also trained in crisis intervention using nationally recognized protocols. Policies and procedures include guidance for responding to help-seekers in crisis, including individuals who are suicidal or in imminent danger or those who report they or someone else is in imminent danger. Training materials and policies are available to ADSD upon request.
- 1.4 All Community Resource Specialists have the training, education, and experience necessary to fulfill the responsibilities of their positions.
- 1.5 The 211 system includes appropriate staffing levels, technical systems, telephonic systems, and physical or remote work locations. Services may be delivered through one or more call centers and/or remote staff. When remote staffing is used, efforts are made to hire Community Resource Specialists from different regions of Nevada, including Southern Nevada, Northern Nevada, and Rural Nevada, to ensure familiarity with statewide resources and geography.
- 1.6 The 211 system meets variable call volumes (and text/chat volumes if offered). Staffing levels support timely, courteous, and responsive service. High quality customer service is expected, with emphasis on accuracy, completeness, and strong listening skills. An automatic call pick-up system with queueing and appropriate wait-time messaging is used. Efficient staffing strategies maximize productivity during low call volume periods.
- 1.7 Operational procedures, manuals, forms, and reports necessary for effective service delivery are developed and maintained. These materials align with Inform USA standards. A readiness review may require demonstration of the telephone system, staffing capacity, and supporting documentation. Upon request, Nevada 211 policies and procedures are provided to ADSD within ten business days. ADSD may share these materials with future Nevada 211 partners to maintain program consistency.
- 1.8 A comprehensive monitoring, supervision, and quality assurance plan is implemented to ensure performance standards are met. ADSD is able to

monitor calls remotely or during site visits. The plan includes strategies for supervising remote staff and fostering connection among remote team members to reduce isolation.

1.9 The 211 system supports inbound communication in both English and Spanish. Processes are in place to translate additional languages, such as through a Language Line Service. Systems support individuals who are deaf or have hearing impairments. A language and accessibility plan is documented.

1.10 The Community Resource Services, Resource Directory, and website are fully operational on the grant start date. To ensure a seamless transition, agreements with the current Nevada 211 provider or website developer may be used.

1.11 Nevada 211 services continue to use the phone numbers 211 and 866-535-5654. Additional numbers currently in use include 866-785-5664 and 89- 211 (text). ADSD retains all rights to these numbers during and after the grant period.

1.12 Most Nevada landline and mobile providers have their systems and/or towers route 211 calls to one of two routing numbers: 866-535-5654 or 866-785-5664. These numbers then terminate at designated termination number(s), which are usually local phone number(s) selected by the 211 subrecipient. The routing numbers are currently leased through AT&T. Continued use of these routing numbers is recommended to simplify transitions.

1.13 The 211 system either continues using the existing routing numbers or maintains a detailed plan for establishing new routing numbers and coordinating with phone providers to update routing information before the grant start date. All associated fees are the responsibility of the 211 subrecipient.

2. System Requirements

2.1 The Nevada 211 system answers calls, records caller interactions, stores resource information, and maintains a publicly searchable Resource Directory accessible through both the website and the mobile applications. The telephony system interfaces seamlessly with a contact management and database platform, prioritizes accessibility and data analytics, and uses automated voice response (AVR) technology to reduce automated or bot-generated calls.

2.2 The system may continue using the current contact management and database platform under the existing iCarol license or use an equivalent information and referral database that offers unlimited scalability and can be migrated without service downtime. Regardless of the platform used, the subrecipient maintains and pays for the database, the Nevada 211 website, and both mobile applications.

2.3 The system works closely with telephone carriers to ensure that 211 calls are properly routed statewide. ADSD assists with coordination as needed.

2.4 All Nevada 211 data, images, and content, including the Resource Directory, website, mobile applications, and any associated digital assets, are owned by ADSD. The subrecipient keeps all Nevada 211 digital platforms up to date and in compliance with these specifications. Any modifications to the website or other Nevada 211 digital content require prior written approval from ADSD, except for routine maintenance needed to preserve accuracy. If new platform(s) are adopted, the subrecipient actively assists in transitioning all data and content. The subrecipient also assists in transferring all Nevada 211 data and digital assets to any future subrecipient if directed by ADSD.

2.5 Specific system requirements include the following:

2.5.1 Phone System

- Accessibility (TTY/relay; language services)
- Real time analytics (such as, wait times, abandonment, outcomes)
- Integration with contact management/database
- Security (such as firewalls, backups, power loss contingencies)
- Effective data backup process
- Disaster surge handling
- Designated voice/data networking staff for troubleshooting

2.5.2 Resource Directory and Contact Management System

- Maintenance of a comprehensive and up-to-date online Resource Directory covering Nevada's 17 counties, plus Lake Tahoe counties in California and border resources, where feasible
- Searchable by taxonomy, keywords, and ZIP code, at minimum
- Use of 211HSIS taxonomy

- Adherence to and maintenance of the [Nevada 211 Inclusion/Exclusion Policy](#), updated annually with ADSD approval
- Verification of all listings at least annually using a clear process for agencies to add or update information, including confirming receipt of updates within 10 calendar days
- Maintenance of Contact Management System for help-seeker records (such as, needs, referrals, and follow-up outcomes)
- Capacity to document disaster-related contacts, with tools that can be instantly customized during disasters or emergencies

2.5.3 Website

- Maintenance of www.nevada211.org, ensuring it remains mobile-friendly, updated, and synced with the Resource Directory

2.5.4 Mobile apps

- Maintenance of Nevada 211 and Nevada 211 Youth app, ensuring they remain updated and synced with the Resource Directory

3. Resource Directory and Contact Management System

3.1 Nevada 211 maintains a comprehensive online Resource Directory that includes information on health and human service programs across Nevada and the California counties surrounding Lake Tahoe. The directory covers a wide range of services, including basic human needs, physical and mental health resources, employment support, programs for children, youth, and families, services for seniors and individuals with disabilities, volunteer opportunities and donations, and resources for community crisis and disaster recovery.

3.2 Nevada 211 uses the 211 Human Services Indexing System (211HSIS) to organize resources into an online platform for both the Resource Directory and the Contact Management System. The Contact Management System records information about each help-seeker, including their circumstances, needs, referrals provided, and follow-up outcomes. Each help-seeker has an individual record that documents whether services were received and, if not, the reason.

3.3 Any Resource Directory and Contact Management System used by Nevada 211 provides the same capabilities described in this section, including

taxonomy-based indexing, comprehensive help-seeker records, and the ability to track referrals and outcomes.

4. Website

4.1 Programs and resources available by calling 211 are also accessible online via www.nevada211.org. Users can independently search for health and human resources using guided searches, 211HSIS taxonomy terms, keywords, and ZIP code.

4.2 The Nevada 211 subrecipient maintains the website and designates a Website Manager who is highly skilled in website development and maintenance and able to implement updates quickly when needed.

4.3 All costs associated with maintaining the Nevada 211 website are the responsibility of the subrecipient. ADSD will work with the subrecipient on funding any significant modifications to the website.

5. Mobile apps

5.1 Nevada 211 has two mobile applications that connect to the Resource Directory: the Nevada 211 app and the Nevada 211 Youth app. These free apps have been available in the Apple App Store and Google Play and allow individuals to search for community resources directly within the apps.

5.2 Maintaining and updating the Nevada 211 mobile apps is optional. When the apps are maintained, they remain connected to the Resource Directory, kept current, and supported by a designated Mobile App Manager who is skilled in mobile application development and maintenance and able to implement updates quickly when needed. All costs associated with maintaining the apps are the responsibility of the subrecipient. ADSD may collaborate with the subrecipient on funding significant modifications if the apps continue to be supported.

6. Texting and Chats

6.1 Individuals have been able to text their ZIP code to 898-211 on most mobile phones to connect with a Community Resource Specialist. Individuals have also

been able to use the live chat feature on the Nevada 211 website to communicate with a Community Resource Specialist.

6.2 Continuing texting and live chat services are ideal but not required. Regardless, the subrecipient's system maintains the capability to integrate incoming and outgoing texting using the 898-211 number with the caller interface platform, allowing these services to be expanded if additional funding or program opportunities arise in the future.

7. Emergency & Disaster Response

7.1 Nevada 211 plays an important role in responding to local emergencies and disasters. Many individuals are familiar with the 211 number and benefit from speaking with trained Community Resource Specialists during crises. Directing non-emergency calls to 211 also reduces the burden on 911 and other emergency response systems.

Nevada 211 maintains a Disaster Response Plan that is updated annually with ADSD approval. Key Nevada 211 staff participate in emergency management preparedness training provided by local, regional, state, and federal emergency management agencies. Nevada 211 also maintains mutual support agreements with other 211s to ensure continuity of service during emergencies.

7.2 The subrecipient maintains the following disaster response components:

- A Disaster Response Plan that follows best practices, including those outlined by Inform USA
- Staff and/or volunteers who are prepared for emergencies and able to mobilize quickly
- A communication plan for staying informed about active disasters and emergencies statewide
- The ability to activate additional phone lines when necessary
- Regular participation in local emergency management preparedness trainings
- A backup plan to ensure continuity of operations during events that disrupt Nevada 211 services (such as power outages or disasters affecting call center locations)

- Agreements with local government entities related to disaster response, and reciprocal agreements with other 211s to provide mutual assistance, including processes for forwarding phone lines and accessing the Resource Directory

8. Community Outreach and Partnerships

8.1 Strong partnerships with community organizations support the success of Nevada 211. The accuracy and completeness of the Resource Directory depend on providers regularly updating their information. Nevada 211 actively seeks input from providers on how the system can support their work and uses that feedback to improve operations. Community providers also play a key role in promoting Nevada 211 to the public.

8.2 The Nevada 211 Community Ambassador Alliance serves as a key platform for sharing information about Nevada 211 and for community providers to exchange timely updates. Nevada 211 convenes the Alliance on a quarterly basis. The subrecipient oversees Alliance activities and meetings and ensures that diverse community perspectives are represented.

8.3 Nevada 211 produces and distributes monthly e-newsletters to stakeholders and actively manages its social media presence, posting updates about the program and related community services at least a few times per week.

8.4 Nevada 211 historically employed 1.5 - 2 Outreach Coordinators who conducted at least 90 outreach and awareness activities each quarter, with at least 20 of these activities occurring in rural areas outside Reno and Las Vegas. This is not currently a program requirement, given the challenges of conducting extensive outreach while maintaining high-quality call services within current budget constraints. With that in mind, ADSD welcomes creative, cost-effective approaches to community engagement.

8.5 Even if Outreach Coordinators are not employed, the subrecipient maintains the following outreach and partnership elements:

- An outreach plan that includes urban and rural areas, as well as social media and newsletters
- Outreach goals

- Strategies for increasing awareness, utilization, collaborations, mobile app use, and funding through community engagement and outreach

8.6 ADSD maintains partnerships with various community organizations and agencies to strengthen and expand Nevada 211. ADSD continues to facilitate these collaborations. The subrecipient participates in good faith in all applicable meetings and agreements unless the subrecipient demonstrates to ADSD that participation poses an unreasonable hardship. ADSD has sole authority to approve or deny exception requests.

8.7 As part of a multi-agency collaboration, Nevada 211 administers a basic assessment for callers who may be eligible for Medicaid Long Term Services and Supports using an existing web-based tool. ADSD provides training as needed. The subrecipient continues to perform this assessment unless ADSD determines it is no longer required.

8.8 Nevada 211 provides reciprocal referrals and training (when requested) with 988, the three-digit number answered by trained National Suicide Prevention Lifeline counselors. The subrecipient continues to collaborate with 988 and participates in related events, meetings, or outreach activities as appropriate, unless ADSD determines these activities are no longer necessary.

9. Reporting Requirements

9.1 Effective data reporting supports ADSD's ability to track Nevada 211's performance, identify areas for improvement, and pursue additional funding opportunities. The subrecipient provides quarterly reports that include metrics on call handling, website traffic, mobile app engagement, and outreach activities. Reports are submitted within thirty (30) calendar days after the close of each quarter.

9.2 ADSD approves the format and content of the call services statistical report before the first report is developed. If reports are not submitted on time, ADSD may require the subrecipient to submit a Plan of Correction.

9.3 ADSD and the subrecipient jointly determine whether comprehensive demographic tracking is required for every interaction. When full demographic

data is not necessary, ADSD identifies the scenarios in which limited data collection is appropriate.

9.4 When additional funding, legislative mandates, or other data-related needs arise, ADSD may require additional reporting. ADSD provides the subrecipient with sufficient time to implement any new data collection requirements.

9.5 Call Services Reporting

9.5.1 The subrecipient install maintains a functioning call reporting system that records and aggregates the information below at a minimum, on an hourly, daily, weekly and monthly basis for the call services as a whole and for individual Community Resource Specialists:

- Total number of incoming calls by ZIP code and county
- Number of unduplicated calls
- Number of calls answered by Community Resource Specialists
- Number of abandoned calls and time until abandonment
- Average call wait time
- Percentage of calls answered by a Community Resource Specialist in under three (3) minutes
- Average talk time
- Number of unduplicated text users who opted in and opted out to receive follow-up calls (if using a text program)
- Number and types of services referred to help-seekers
- Capacity to track and report help-seeker gender, race, age, and primary language

9.6 Website Reporting

9.6.1 The subrecipient maintains a website reporting system that documents and aggregates the following information at a minimum, on a daily, weekly and monthly basis:

- Number and percentage of new visitors
- Number and percentage of returning visitors
- Number of sessions
- Average pages per session

- Average session duration
- Number and types of resource searches
- Capacity to track and report visitor age, gender, and originating state and country

9.7 Mobile App Reporting

9.7.1 If the mobile apps are maintained, the subrecipient maintains a mobile app reporting system that documents and aggregates the following information for both Nevada 211 mobile apps at a minimum, on a daily, weekly and monthly basis:

- Number of downloads
- Number and types of resource searches
- Number of app users who contact a Community Resource Specialist through the app

9.8 Text and Chat Reporting

9.8.1 If texting and/or chat services are offered, the subrecipient work with ADSD to determine appropriate reporting metrics. Metrics may include the number of help-seekers using these methods, the number of messages answered by Community Resource Specialists, and average response time.

9.9 211 Counts and National 211 Data Platform

9.9.1 Nevada 211 actively participates in 2-1-1 Counts (<https://nv.211counts.org>), a national platform offering real-time, searchable, and visually formatted data from 211 centers across the country. The subrecipient submits data regularly to 2-1-1 Counts and engages in collaborative projects initiated through the platform.

9.9.2 Nevada 211 also participates in the 211 National Data Platform (<https://register.211.org/#learnMore>), a unified system for collecting and sharing I&R data that can be leveraged (with permission) for broader funding and partnership opportunities. The subrecipient regularly

uploads the Resource Directory to this platform unless ADSD determines that participation is no longer necessary.

9.10 Quality Assurance Standards Reporting

9.10.1 Quality assurance is a cornerstone of effective service delivery. For Nevada 211, it ensures that all interactions consistently meet defined standards of accuracy, responsiveness, and professionalism. This process supports continuous improvement, fosters transparency, and enables data-driven decisions that enhance service delivery and public trust.

The subrecipient submits quarterly reports to ADSD detailing adherence to approved quality assurance standards. Before the initial report is developed, the subrecipient obtains ADSD approval of the report format and content. ADSD may request specific samples or survey instruments to assess service quality. All survey findings are shared transparently with ADSD.

9.10.2 The subrecipient maintains quality assurance standards and processes for Nevada 211 as approved by ADSD. Standards are specific, measurable, achievable, relevant, and time bound. Examples of previous standards include:

9.10.2.1 Eighty percent (80%) of calls in the call queue are answered by a Community Resource Specialist in less than two (2) minutes, measured monthly.

9.10.2.2 During their initial contact with Nevada 211, twenty-five percent (25%) of help-seekers participate in a brief satisfaction survey, measured monthly.

9.10.2.3 Eighty-five percent (85%) of help-seekers who participate in the satisfaction survey report a positive experience with 211.

9.10.2.4 At least five percent (5%) of help-seekers receive a follow-up satisfaction call or text using a random sample, measured monthly.

9.11 Complaint Reporting

9.11.1 The subrecipient documents all complaints received from help-seekers. Documentation identifies the number of complaints, the type of complaint, the method of contact (call, email, etc.), and the resolution timeframe when applicable. The subrecipient submits a quarterly complaint report to ADSD within thirty (30) calendar days after the end of each quarter.

9.11.2 Comprehensive complaint reports, including specific outcomes, are retained by the subrecipient for each occurrence and are made available to ADSD upon request.

9.12 Outreach Reporting

9.12.1 The subrecipient submits quarterly outreach reports to ADSD within thirty (30) calendar days after the end of each quarter. ADSD may require the subrecipient to implement a short pre- and post-survey to measure the effectiveness of outreach presentations. Report requirements may be modified by ADSD if the subrecipient does not have designated outreach staff. Reports include, at minimum:

- Number of community meetings and events attended, including names of participating staff
- Name, date, and location of the event
- Estimated number of attendees

9.13 Annual Report

9.13.1 The subrecipient submits an Annual Report summarizing all data collected during the previous grant year. The report includes help-seeker success stories and an Executive Summary highlighting key activities, major data points, and planned activities for the upcoming fiscal year.

9.13.2 Final payment for each grant year depends on the timely submission of the Annual Report and Executive Summary. These reports are submitted to ADSD within thirty (30) days after the end of each grant year.

9.14 Other Reporting

9.14.1 The subrecipient complies with additional reporting requirements at the request of ADSD. Additional reporting may be required when ADSD identifies areas of concern or needs ongoing supplemental information. The subrecipient's reporting system maintains the functionality to generate ad hoc reports at ADSD's request at no cost to ADSD

10. Operational Requirements

10.1 The subrecipient notifies ADSD of any developing situation that may impact operations, service to callers, or any other grant-related issue within one (1) day of becoming aware of the situation. Any disruption in service is reported to ADSD immediately, regardless of duration. ADSD provides contact information for reporting disruptions that occur when State offices are closed

10.2 Subrecipient Operating Structure and Staffing

10.2.1 The subrecipient ensures that the organization is adequately staffed with experienced, qualified personnel. The subrecipient provides ADSD with an updated organizational chart at least annually, or whenever a significant organizational change occurs. The organizational chart identifies each functional unit, the number and type of staff assigned to each function, lines of authority, relationships with subcontractors, and the names of key personnel and senior-level management.

10.2.2 At a minimum, the subrecipient maintains qualified staff and/or subcontractors in the following areas:

- Executive management, including a Nevada 211 manager
- Community resource operations (call center)
- Database management
- Website development and maintenance
- Mobile app development and maintenance (if applicable)

- Accounting and budget
- Management information systems, including telephone service support

10.2.3 The subrecipient ensures that all staff have the training, education, and experience necessary to fulfill their responsibilities. The subrecipient notifies ADSD in writing within three (3) business days of any changes in key positions.

10.2.4 Key personnel may oversee more than one functional area. The subrecipient is encouraged to use volunteers and/or interns to support Nevada 211 operations, including disaster response activities.

10.3 Written Materials

10.3.1 The subrecipient submits all Nevada 211-related written materials to ADSD for approval before publication or distribution. Materials include, but are not limited to, outreach and marketing materials, website changes, and policies and procedures. ADSD reviews submitted materials and has sole authority to approve or reject them. The subrecipient makes revisions when requested by ADSD. ADSD may waive this requirement for specific documents.

10.4 Call Services Processes

10.4.1 ADSD may request call service scripts and process documentation at any time, including through onsite reviews of call service operations.

10.5 Subcontractors

10.5.1 The subrecipient identifies any Nevada 211 functions that will be subcontracted, describes the subcontracted functions, and provides a rationale for subcontracting rather than performing the functions directly. The subrecipient identifies the subcontractor(s) involved.

10.5.2 All written agreements and subgrants include the subcontractor's scope of work and reimbursement schedule, including payment amounts and

timeframes. All subgrants require prior approval from ADSD. The subrecipient notifies ADSD immediately upon terminating a subgrant.

10.5.3 The subrecipient remains fully responsible for meeting all grant requirements, regardless of any subcontracted functions. No subcontractor may assume or replace the subrecipient's legal responsibility for operating Nevada 211.

11. Subrecipient Implementation Plan

11.1 The subrecipient creates a detailed implementation plan outlining work steps, deliverables, and timelines needed to meet all program requirements. The implementation plan includes a pre-testing plan for call services, the Resource Directory, the website, mobile apps, and any other systems used by Nevada 211.

11.2 The subrecipient identifies potential barriers to timely implementation and proposes methods for addressing them. The subrecipient also identifies any additional assistance needed from ADSD to support program design and implementation.

11.3 Unless otherwise approved by ADSD, the subrecipient submits all required deliverables, including written materials, to ADSD at least ten (10) calendar days before the service start date. ADSD reviews each item and either approves it or requires modifications.

12. Pre-Implementation Readiness Review

12.1 ADSD conducts readiness reviews as needed and provides technical assistance when resources allow. The purpose of the readiness review is to assess the subrecipient's readiness and ability to provide statewide Nevada 211 services to the public. Areas reviewed may include, but are not limited to, community resource policies and procedures, administration and organizational structure, quality improvement processes, and management information systems, including data management and reporting systems.

12.2 The subrecipient provides all documentation requested by ADSD and cooperates fully with ADSD or its designees throughout the review. Based on the

results of the readiness review, ADSD determines when the subrecipient is authorized to begin operations.

13. Required Meetings

13.1 The subrecipient's key staff, as identified by the subrecipient, participate in all meetings scheduled by ADSD. These meetings address grant compliance, program and service delivery, auditing functions, and other matters related to the administration and management of the grant. Meetings occur at least monthly via video conference, with additional onsite meetings as needed. Onsite meetings typically take place in Reno, Nevada. ADSD provides reasonable advance notice of all meetings, including the location, time, date, and agenda items.

13.2 In addition, the subrecipient also participates in Nevada 211-related meetings as required by ADSD. These may include meetings with advisory boards, partnerships, and funding agencies. ADSD strives to provide reasonable advance notice and to offer a virtual participation option when possible.

14. Plans of Correction

14.1 If the subrecipient fails to meet any grant requirement, including unsatisfactory processes or missed reporting deadlines, ADSD may require the subrecipient to submit a Plan of Correction (POC) within ten (10) calendar days of ADSD's request. The POC identifies the issue and outlines the corrective actions, activities, and timelines needed to resolve it.