

Week 197 Member Services Report November 22, 2014



Brewster, Cape Cod

[By Vath. Sok](#)

Summary of the Past Week

- The number of service requests remained at a high level this month.
- We admitted **No** new members this week and have a waiting list of **44** people.
- We added **No** new volunteers.
- Online signups filled **85%** of needed services.
- To view reports for previous weeks click [here](#).

Numbers for the Week

- Requests by members remained high this week.
 - 47 volunteers performed 45 services for 33 households and covered 10 office shifts last week. With 4 filled cancellations that means we filled 59 assignments.
 - 105 volunteers performed 184 services for 71 households and covered 38 office shifts in the last 4 weeks.
 - 215 volunteers performed 2193 services for 182 households this year.
 - 10 services were cancelled last week, 4 with a volunteer already assigned. .
- **180** of **213** filled services for the last 4 weeks (**85%**) were filled online.
- We have **238** members and **307** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 69.

Looking Forward

- We have **219** future service requests booked for the next three months (not counting **45** already cancelled). This is down from a high of **323** future requests a few weeks ago, but about 50% higher than one year ago.
 - **0** service remains to be filled for next week,
 - **26** more need filling in the following three weeks.
 - **79%** of services for the next four weeks have volunteers.
 - **57%** of services for the next thirteen weeks have volunteers assigned, which is climbing.
- To view reports for previous weeks click [here](#).

Questions

What services are we providing?

How many volunteers do we have and how hard are they working?

What are the differences between single and household memberships?

How old are our members and does their age affect the services they need?

What are the differences between the towns in our service area?

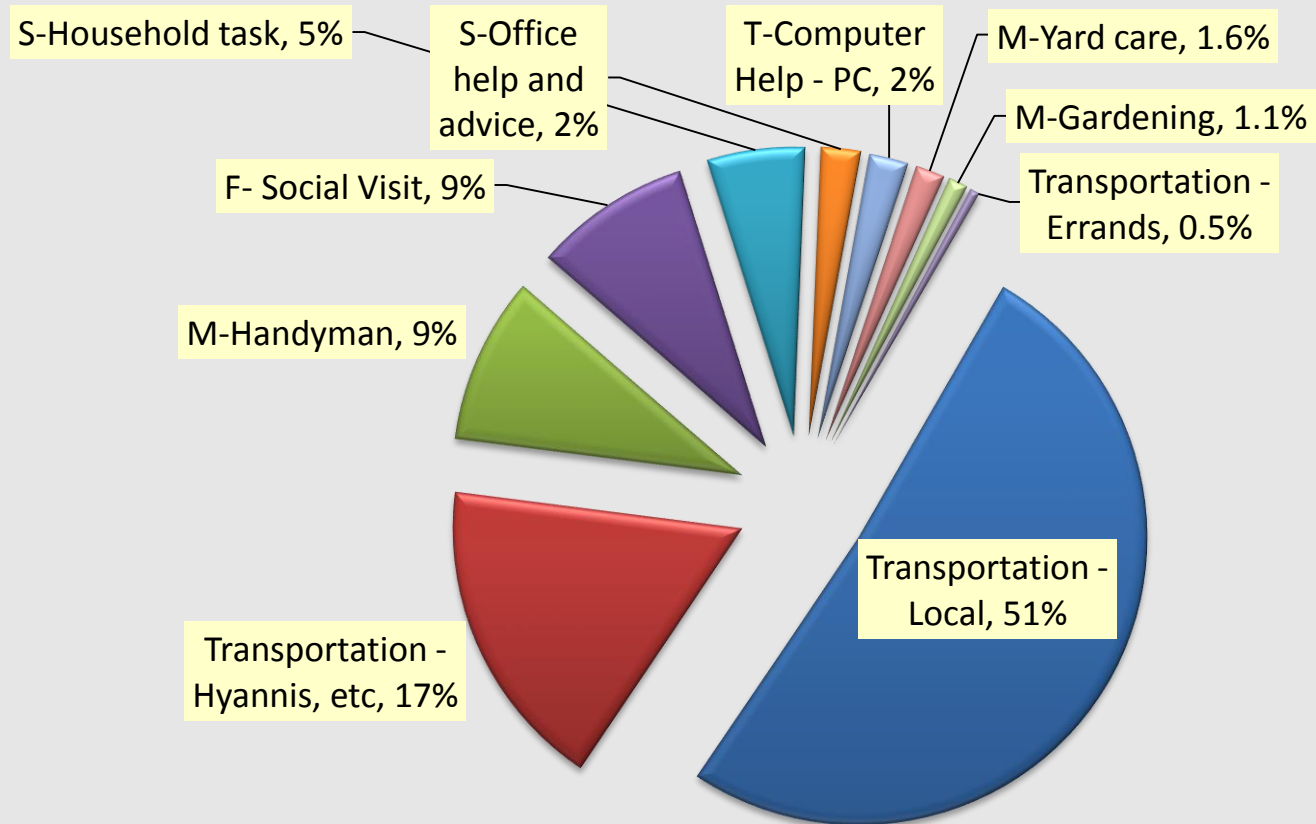
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (**68%**), but is the lowest percentage of requests in some time.
 - Rides to Hyannis are back to their normal range
 - with Handyman service at **9%** and social visits at **9%**.
- **37%** of households used services in the last four weeks.
- The annual rate of services is **12** per year per household.
- The 10% most needy members used **48%** of services, a fairly high number.
- We were unable to supply a volunteer for one service this week.

Services in the Last 4 Weeks

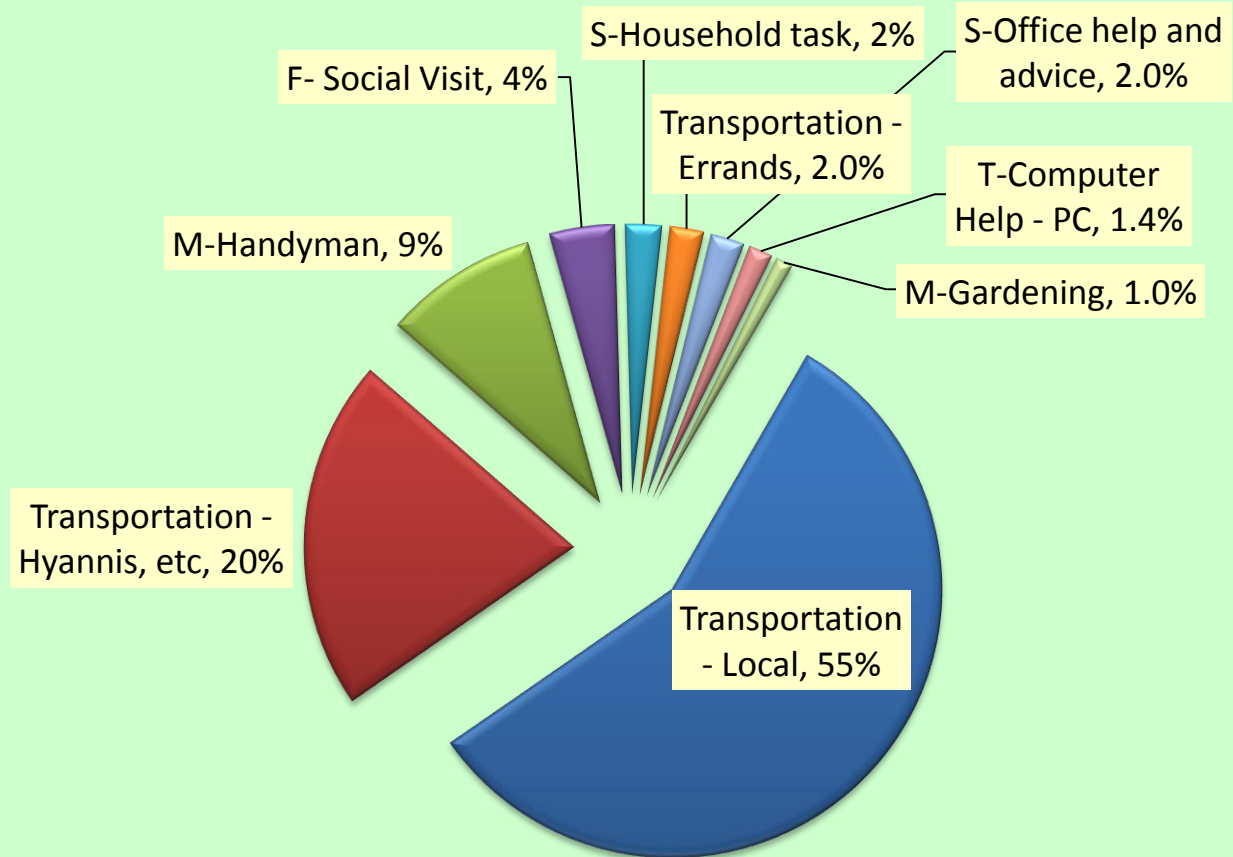
11/22/2014



71 households used 184 services in the last four weeks

Services in the Last 52 Weeks

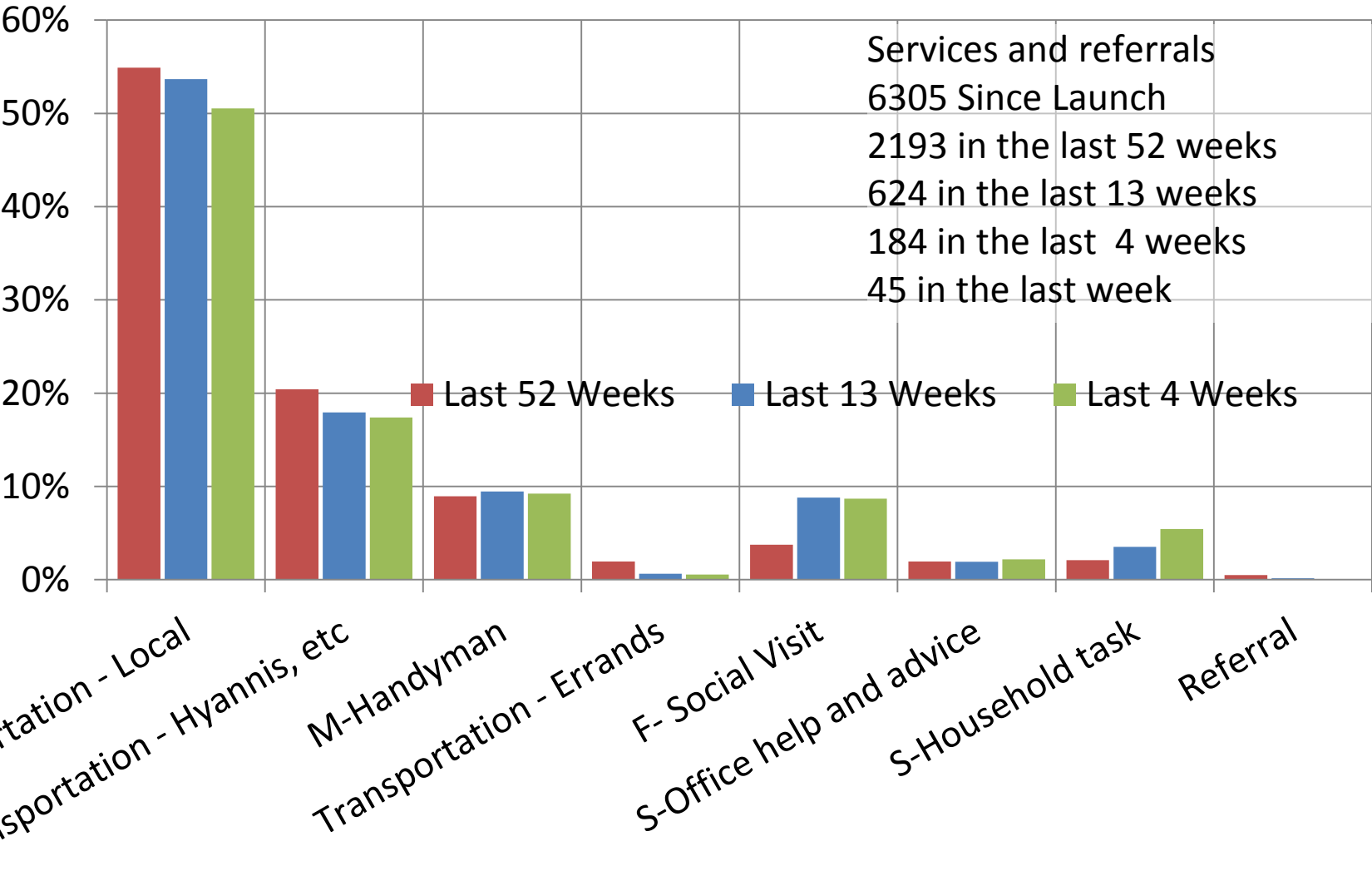
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182 households used 2193 services in the last 52 weeks

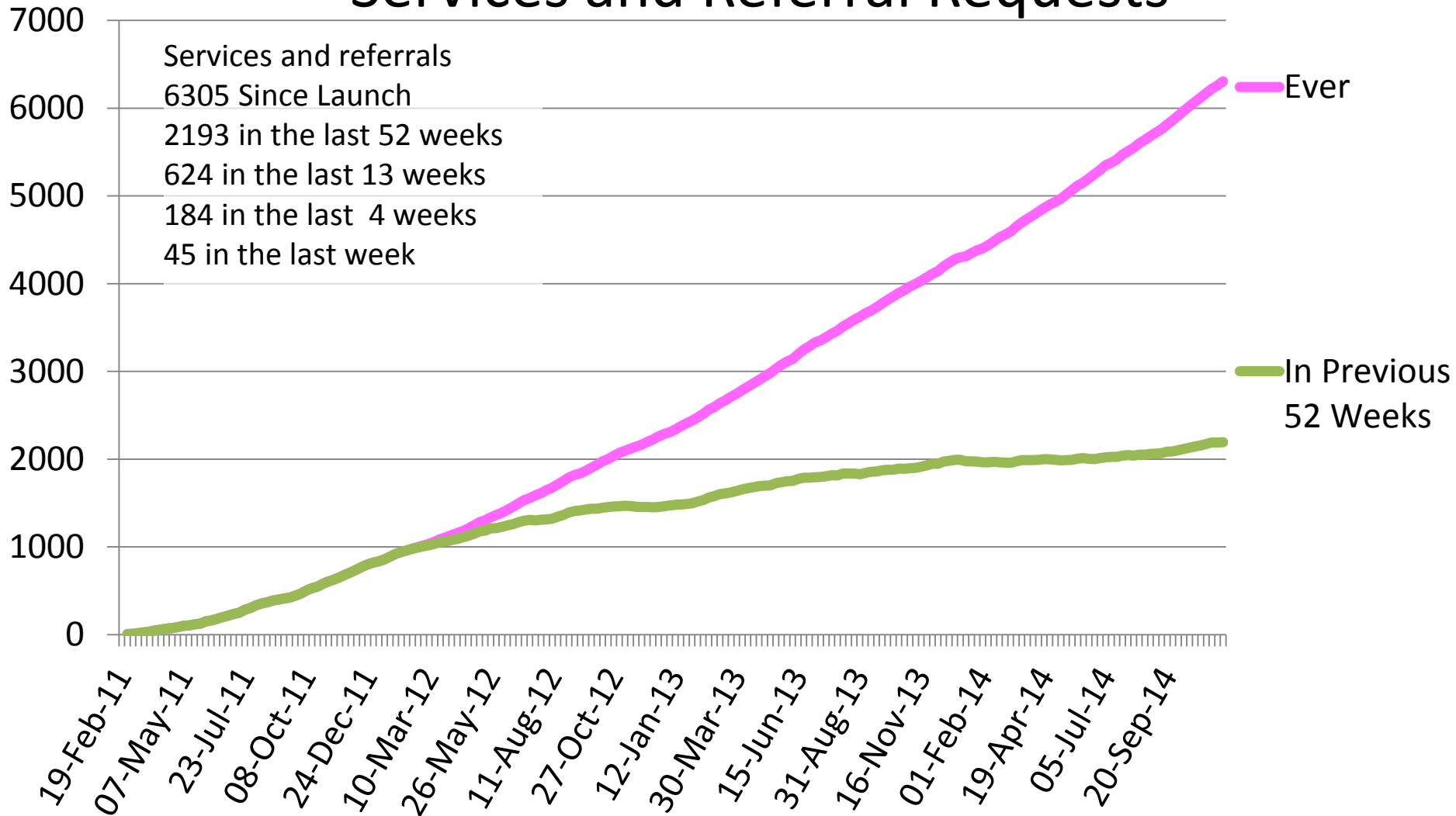


Trends in Services



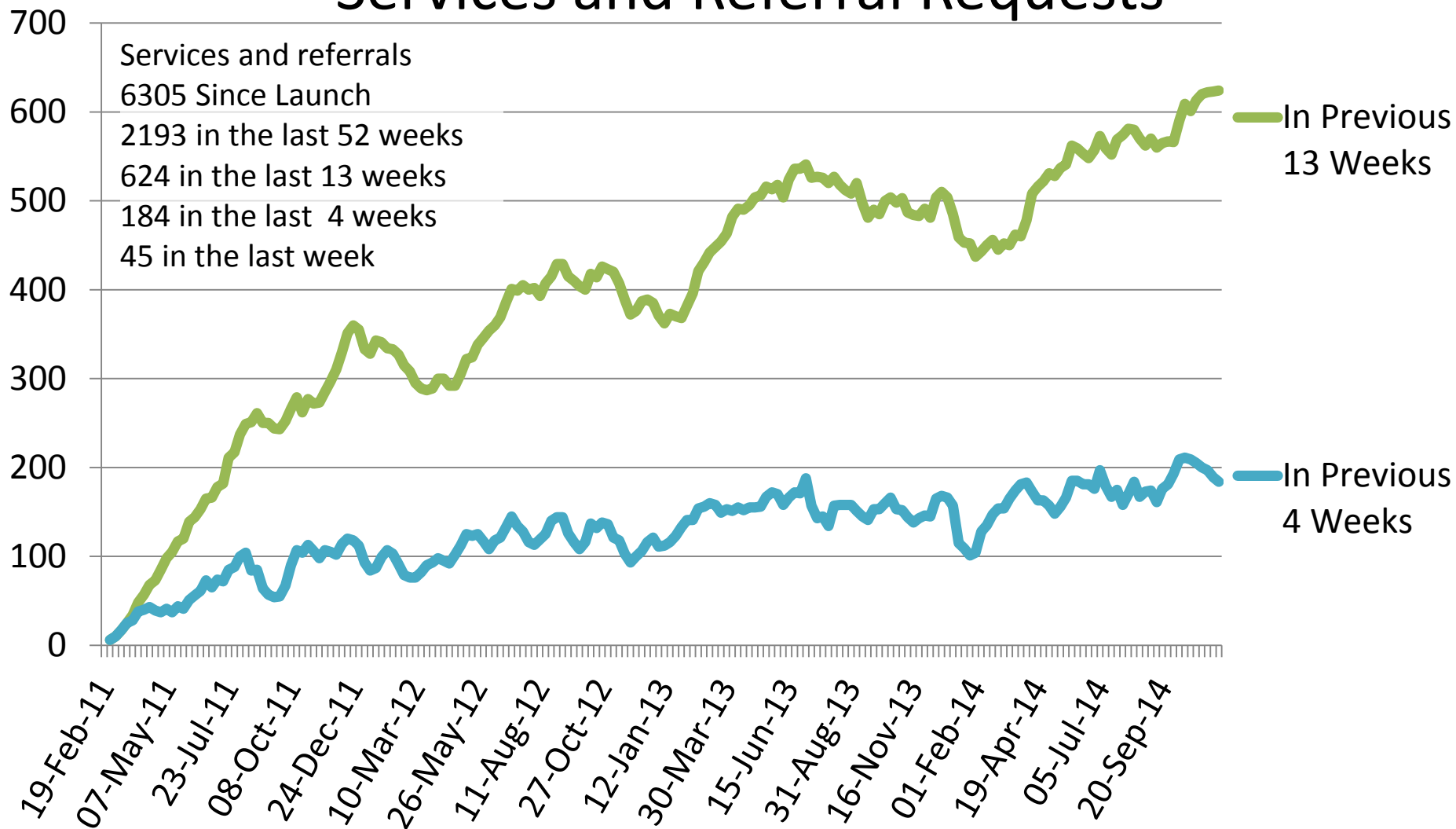


Services and Referral Requests



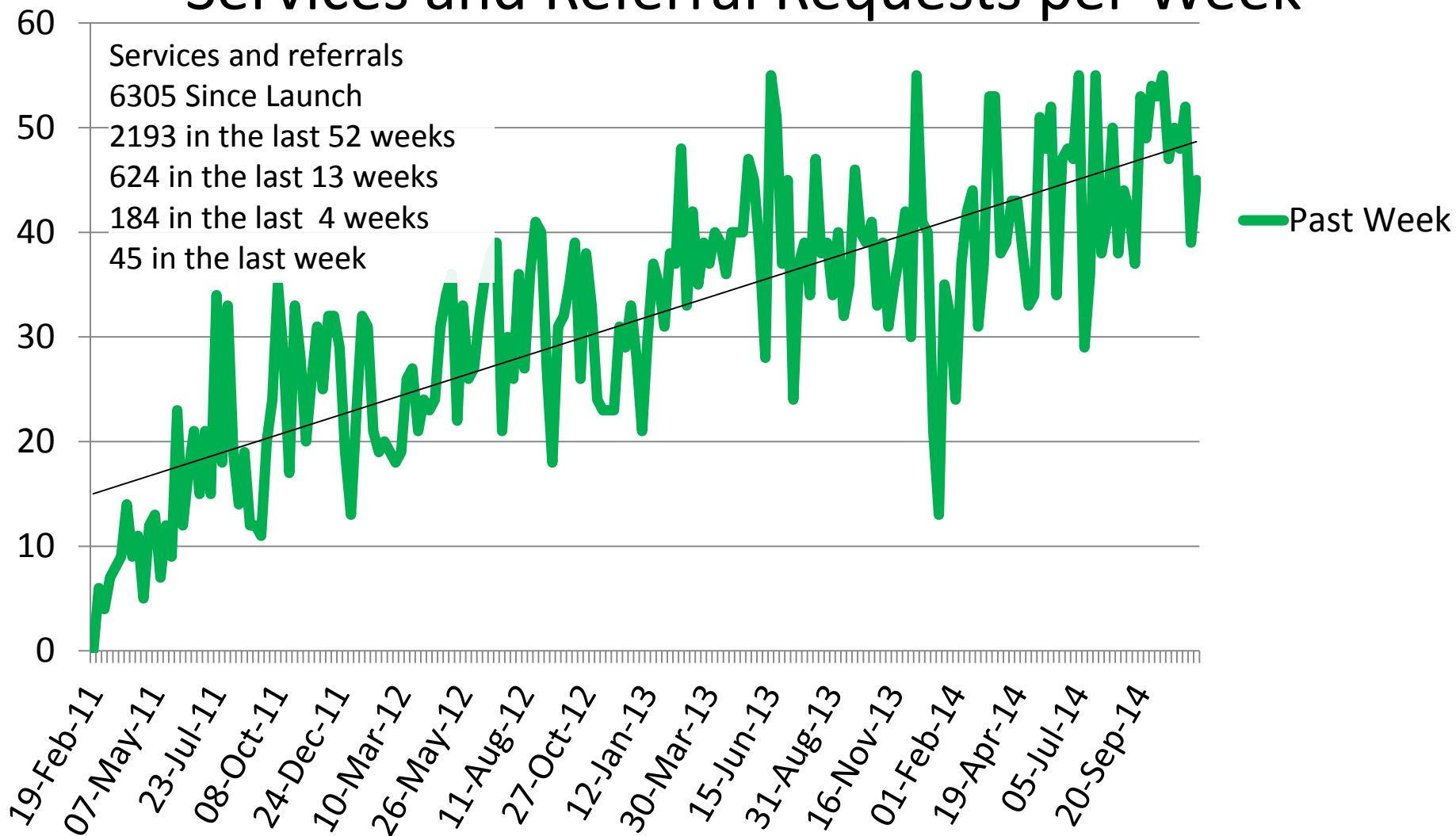


Services and Referral Requests

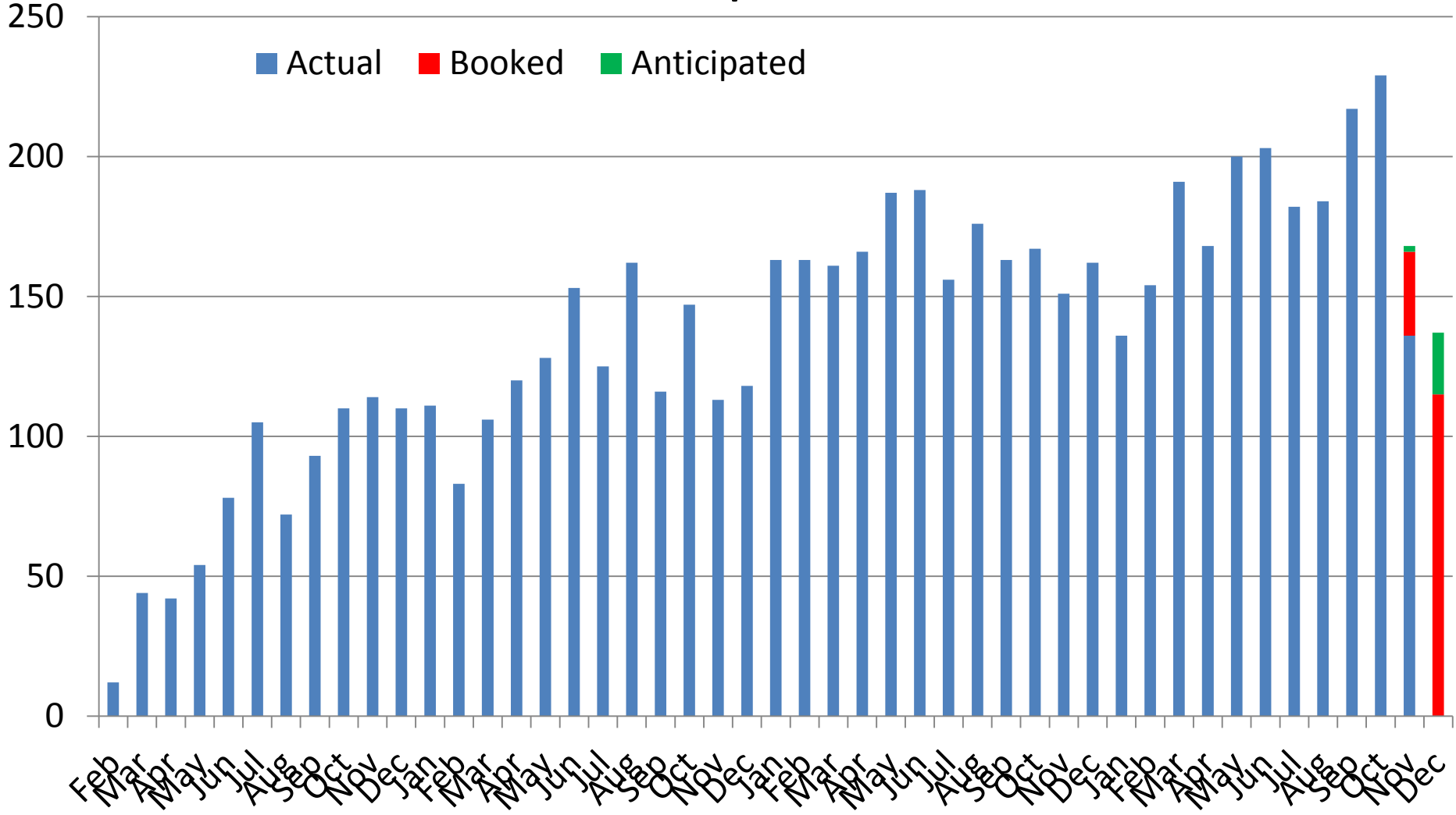




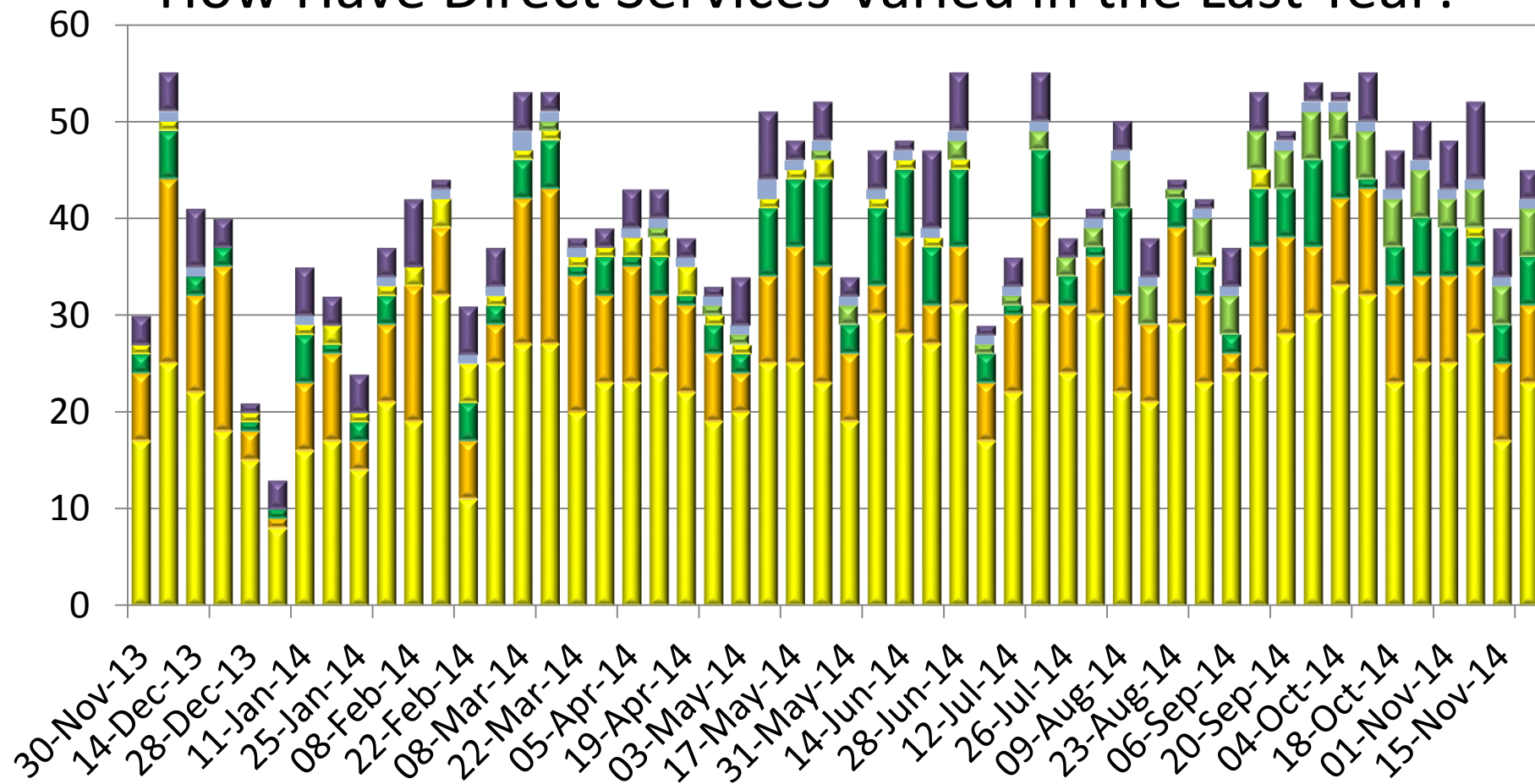
Services and Referral Requests per Week









Services per Month



How Have Direct Services Varied in the Last Year?

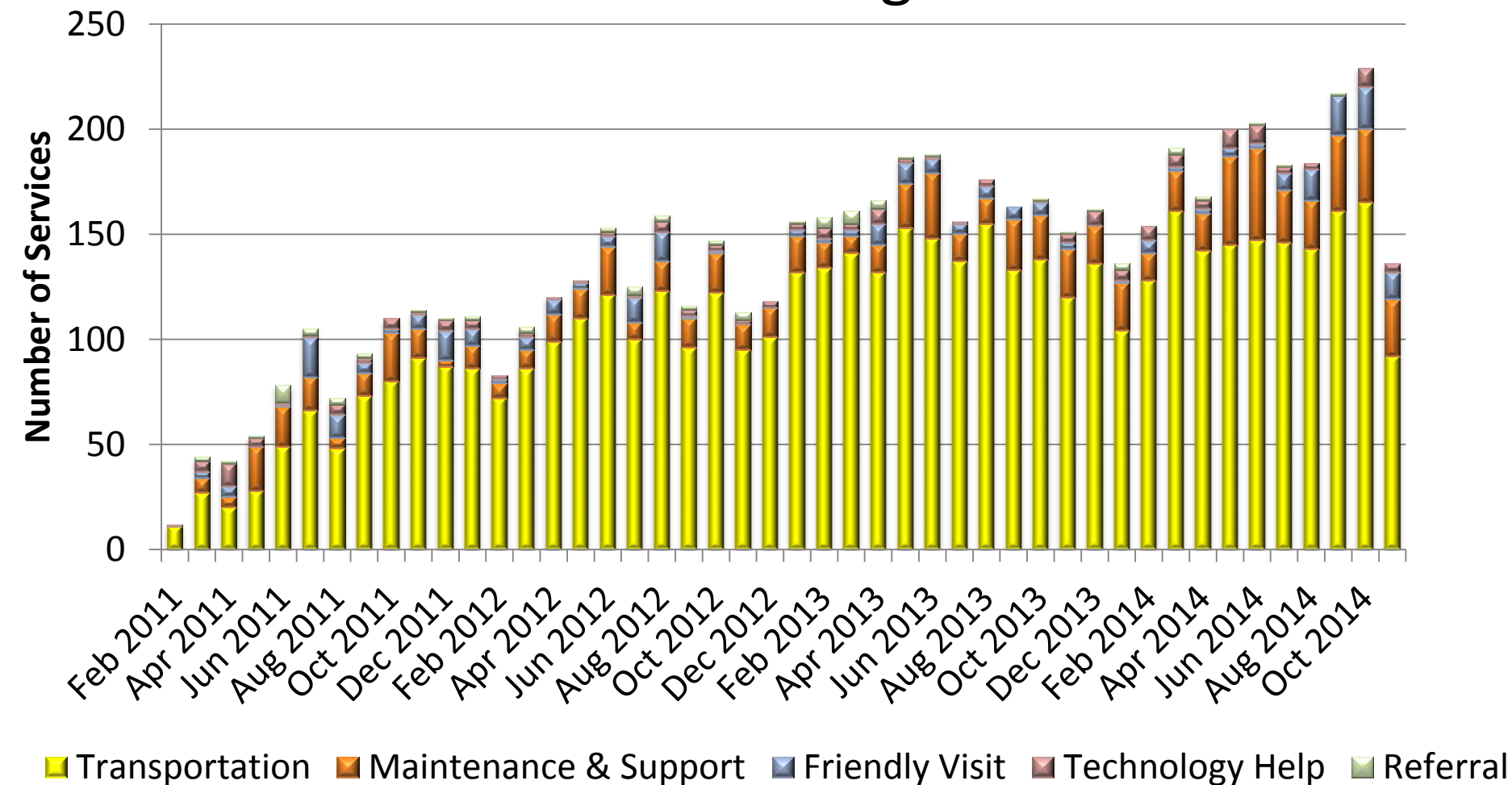


 Transportation - Local
 Transportation - Errands
 Other

 Transportation - Hyannis, etc
 F- Social Visit
 S-Office help and advice

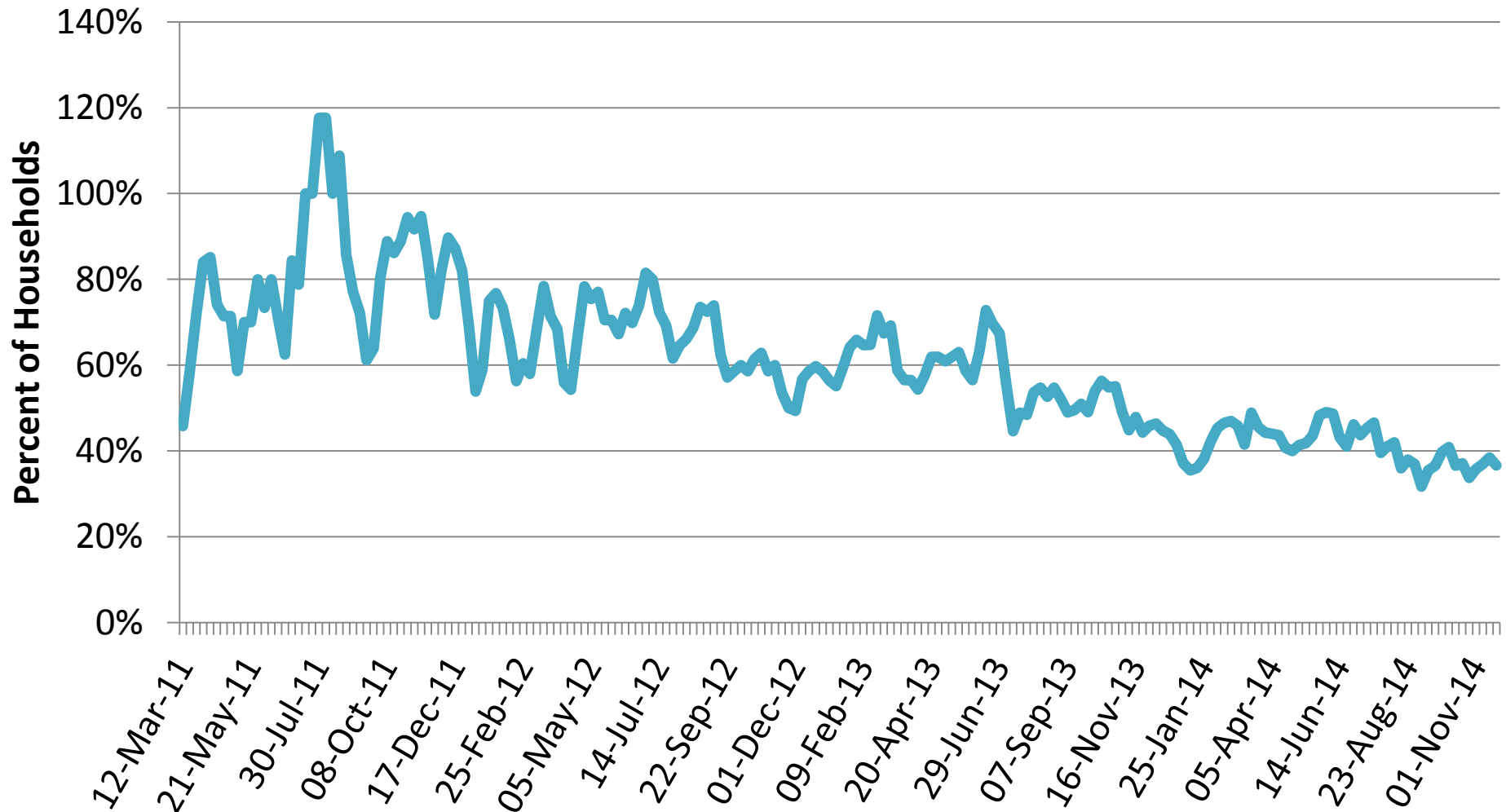
 M-Handyman

Service Categories





% of Households Receiving Services in Last Four Weeks





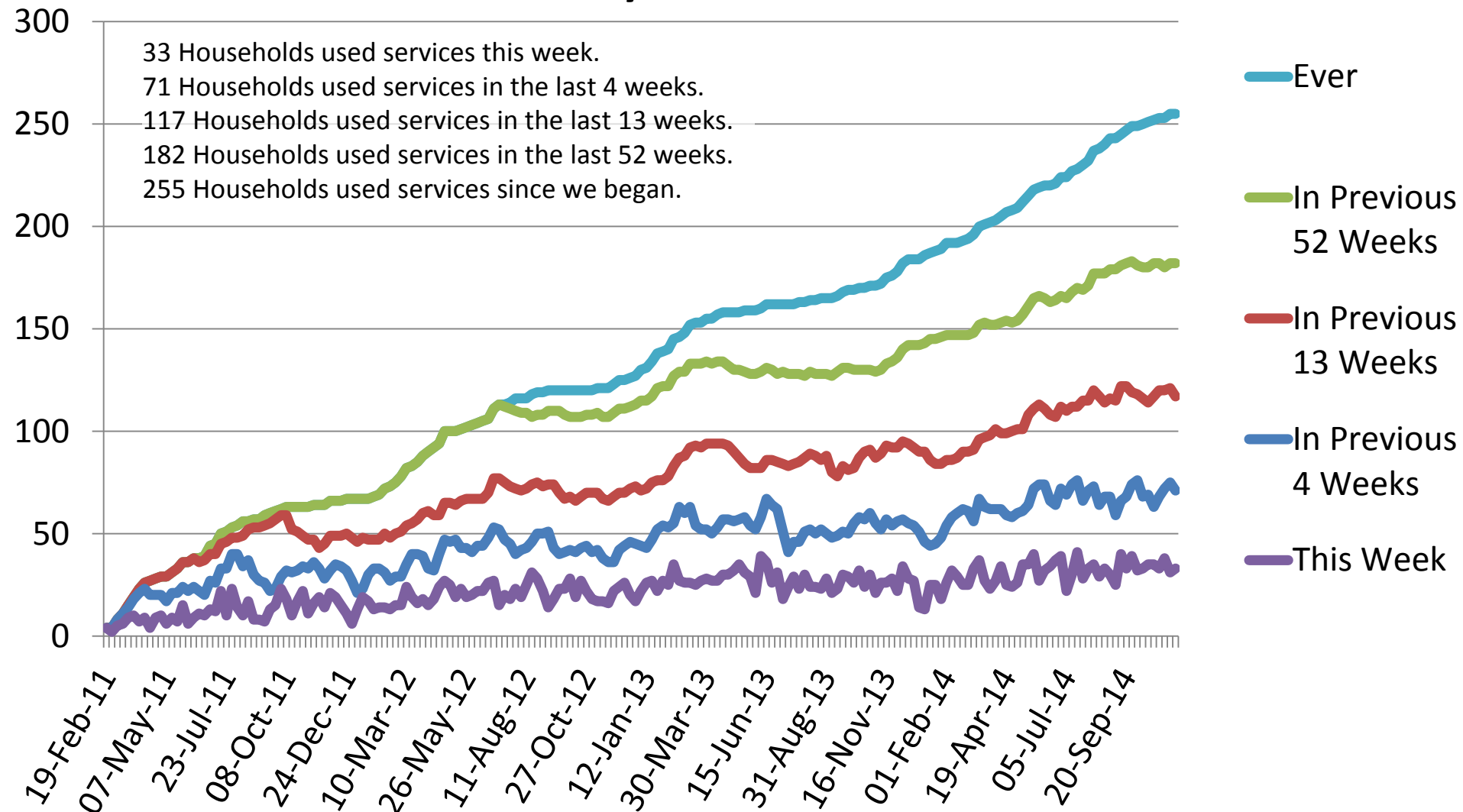
Annualized Rate of Services per Household in Last 4 Weeks

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How Many Households Served

33 Households used services this week.
 71 Households used services in the last 4 weeks.
 117 Households used services in the last 13 weeks.
 182 Households used services in the last 52 weeks.
 255 Households used services since we began.



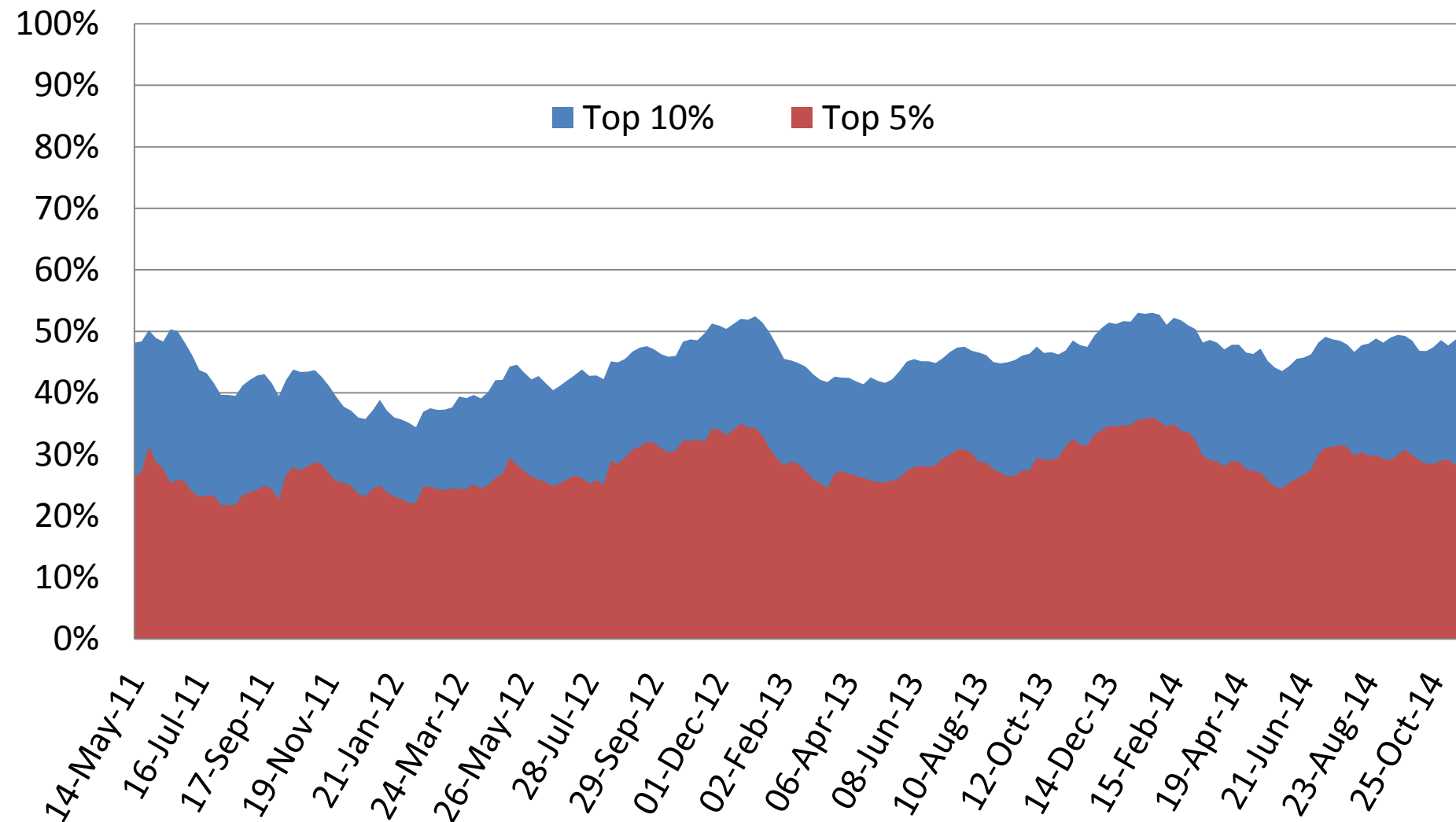
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Heaviest Users of Services



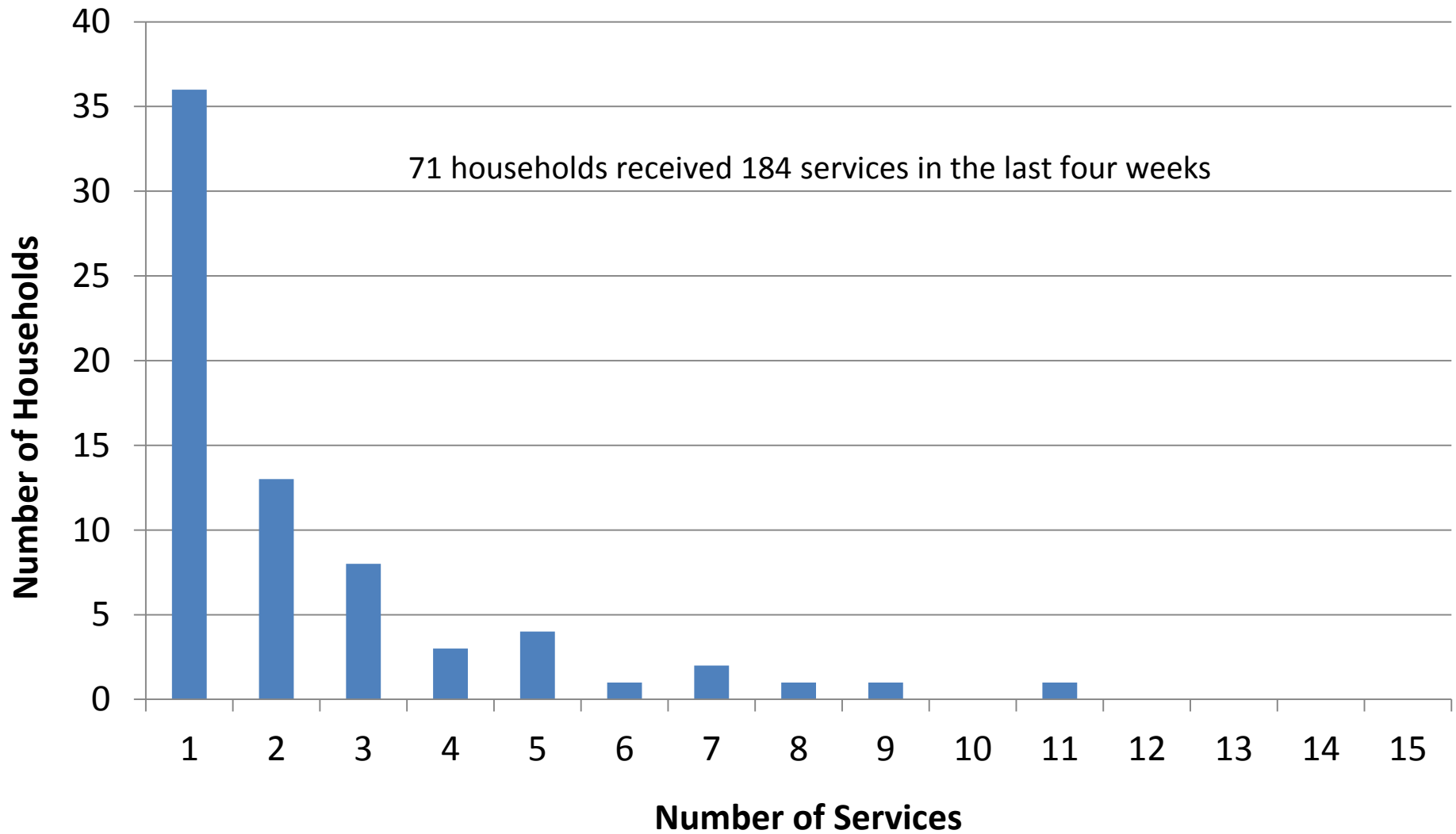
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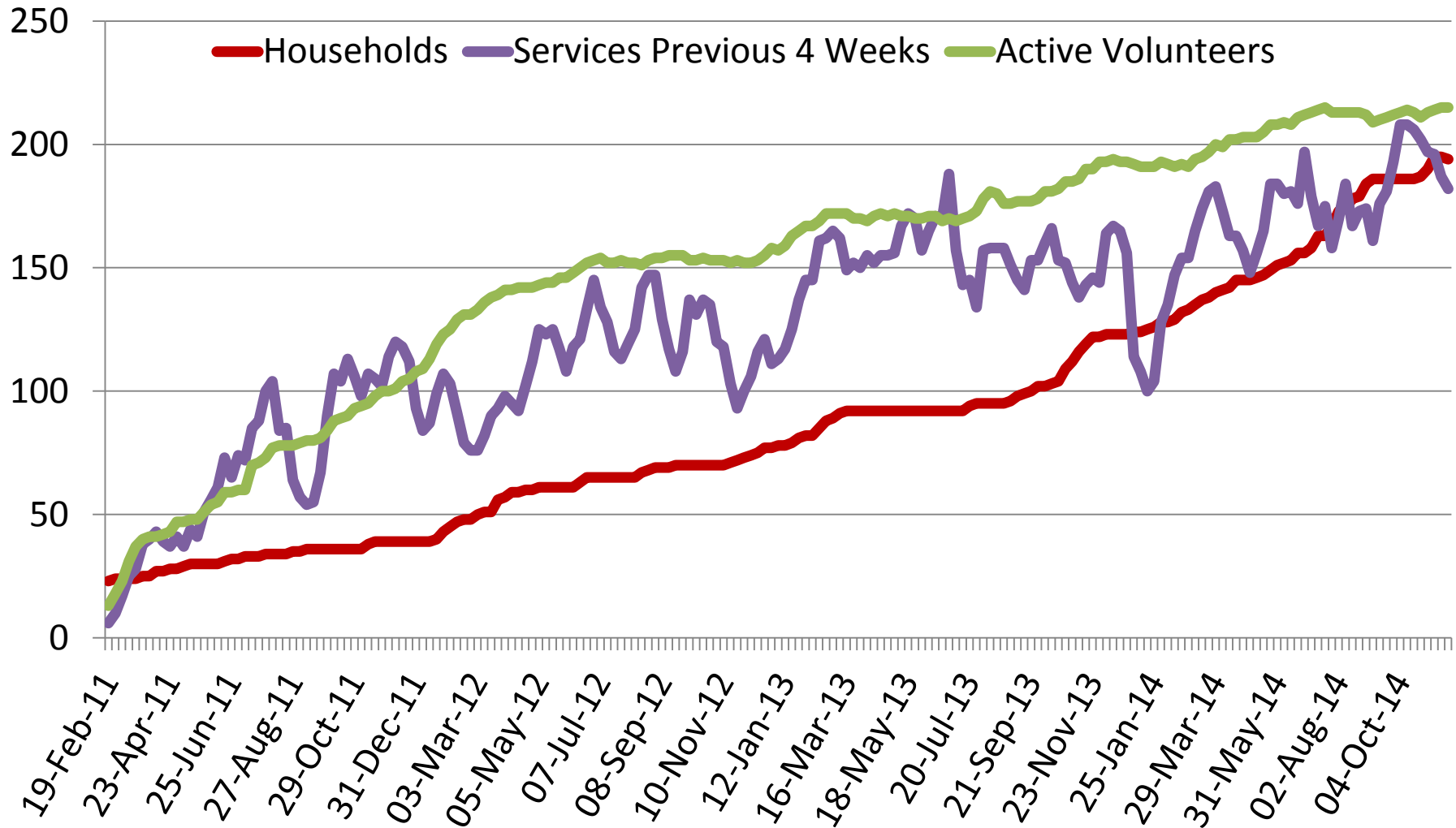


Rate of Direct Services in Last 4 Weeks

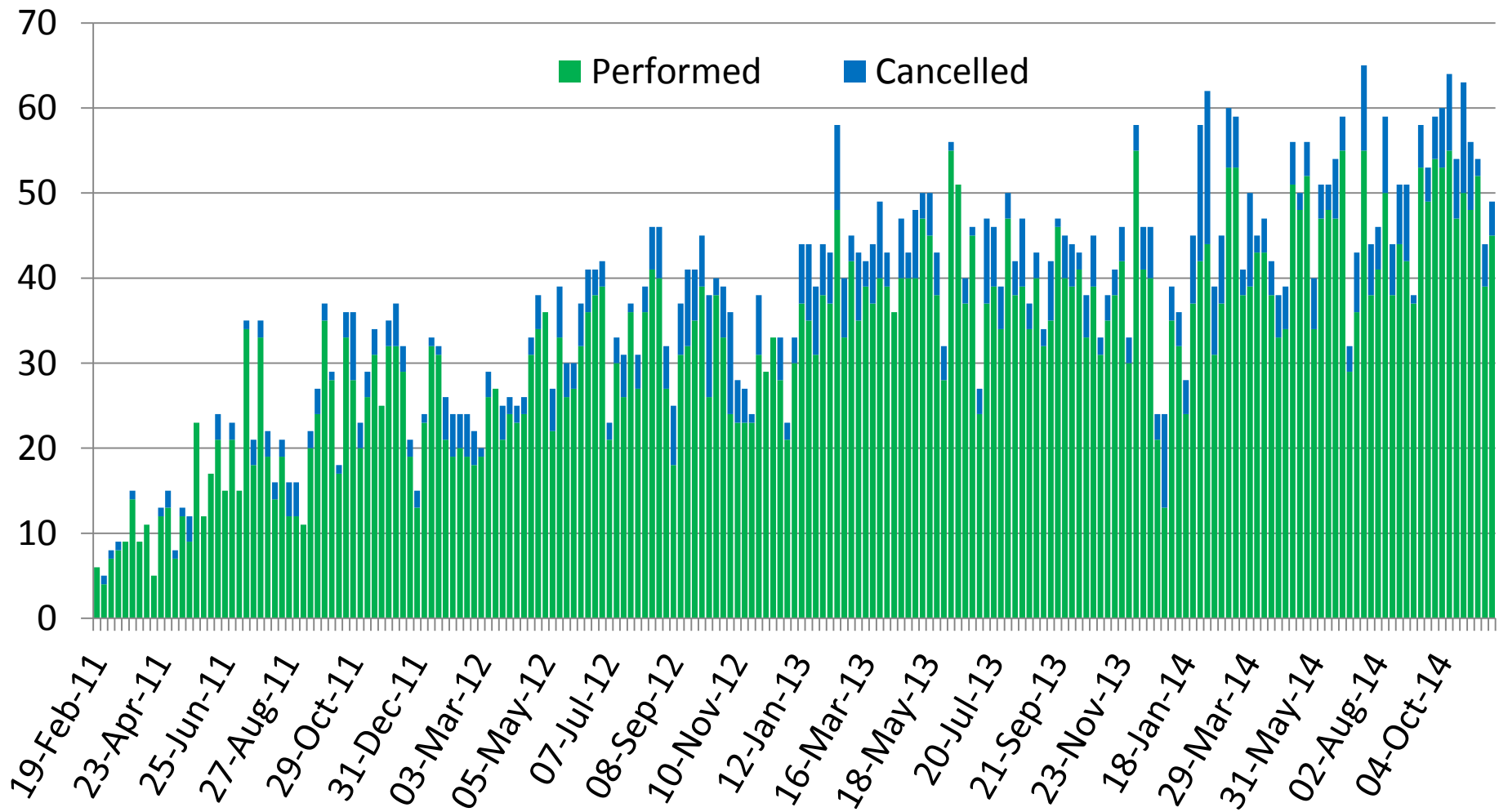




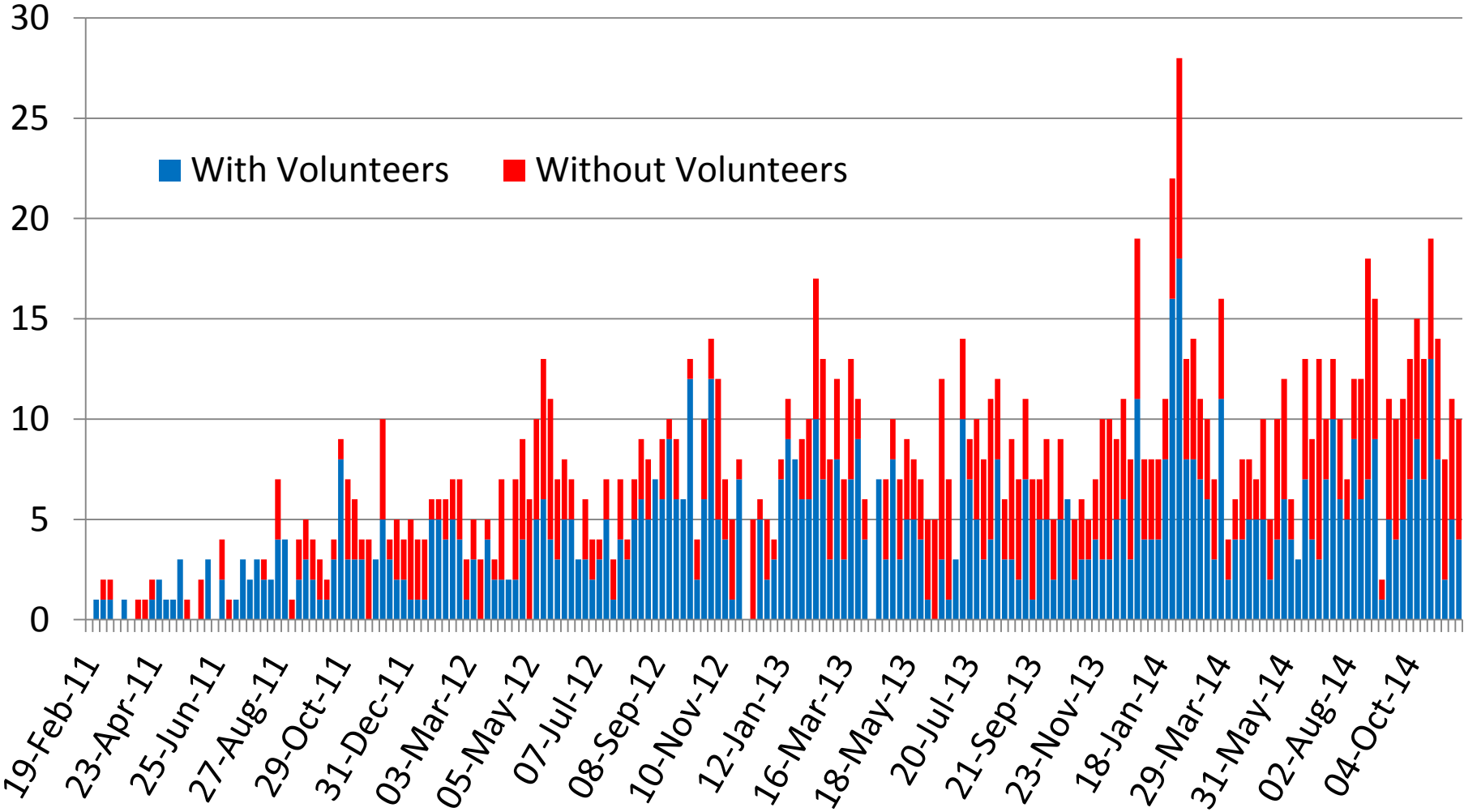
Members, Volunteers, and Services in Last 4 weeks



Services Filled



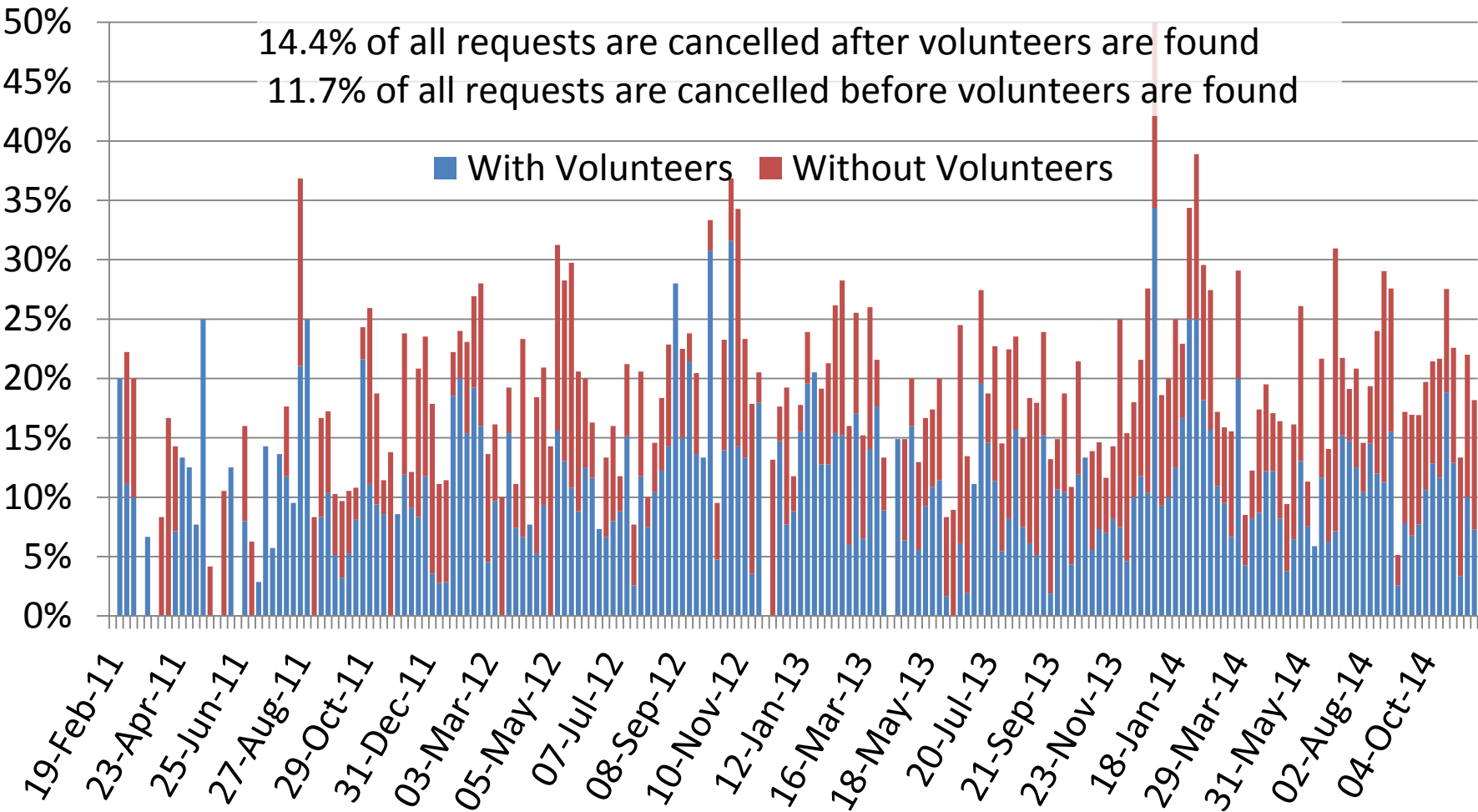
All Cancelled Services



■ With Volunteers ■ Without Volunteers

19-Feb-11 23-Apr-11 25-Jun-11 27-Aug-11 29-Oct-11 31-Dec-11 03-Mar-12 05-May-12 07-Jul-12 08-Sep-12 10-Nov-12 12-Jan-13 16-Mar-13 18-May-13 20-Jul-13 21-Sep-13 23-Nov-13 18-Jan-14 29-Mar-14 31-May-14 02-Aug-14 04-Oct-14

Cancellations as a Percentage of Request



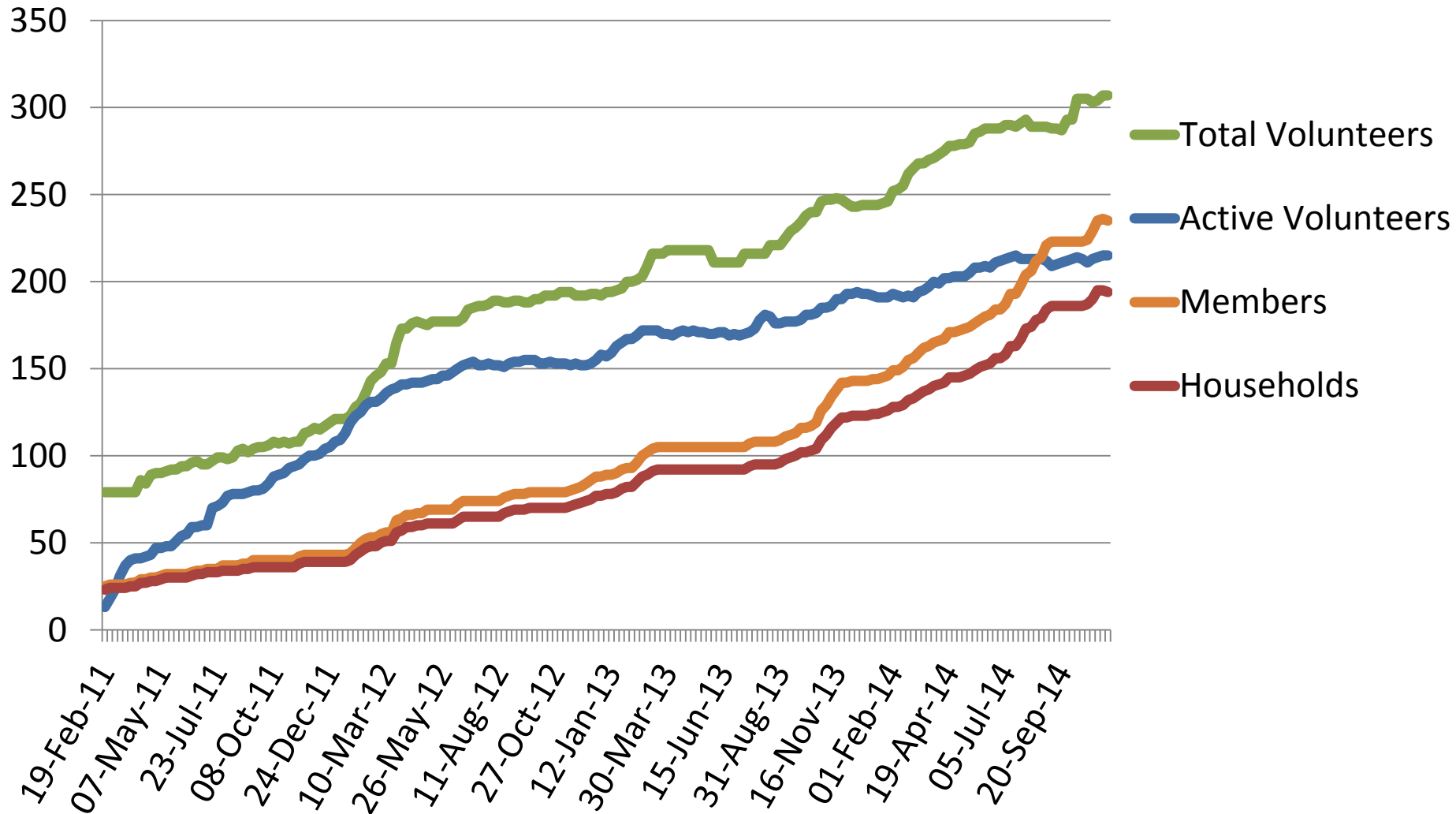
HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

What has Happened in the Last Year?

- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- Starting service in Chatham should provide a near term boost in volunteers, followed by growth in membership.
- For services, including call managers
 - 42 Volunteers provided services this week.
 - 103 Volunteers provided services in the last 4 weeks.
 - 153 Volunteers provided services in the last 13 weeks.
 - 215 Volunteers provided services in the last 52 weeks.
 - 292 Volunteers provided services since we began.
- In addition to those volunteers listed above, 18 to 25 volunteers also work on the Board of Directors, publicity, member and volunteer intake, programs, member` communication and services assessment committees.

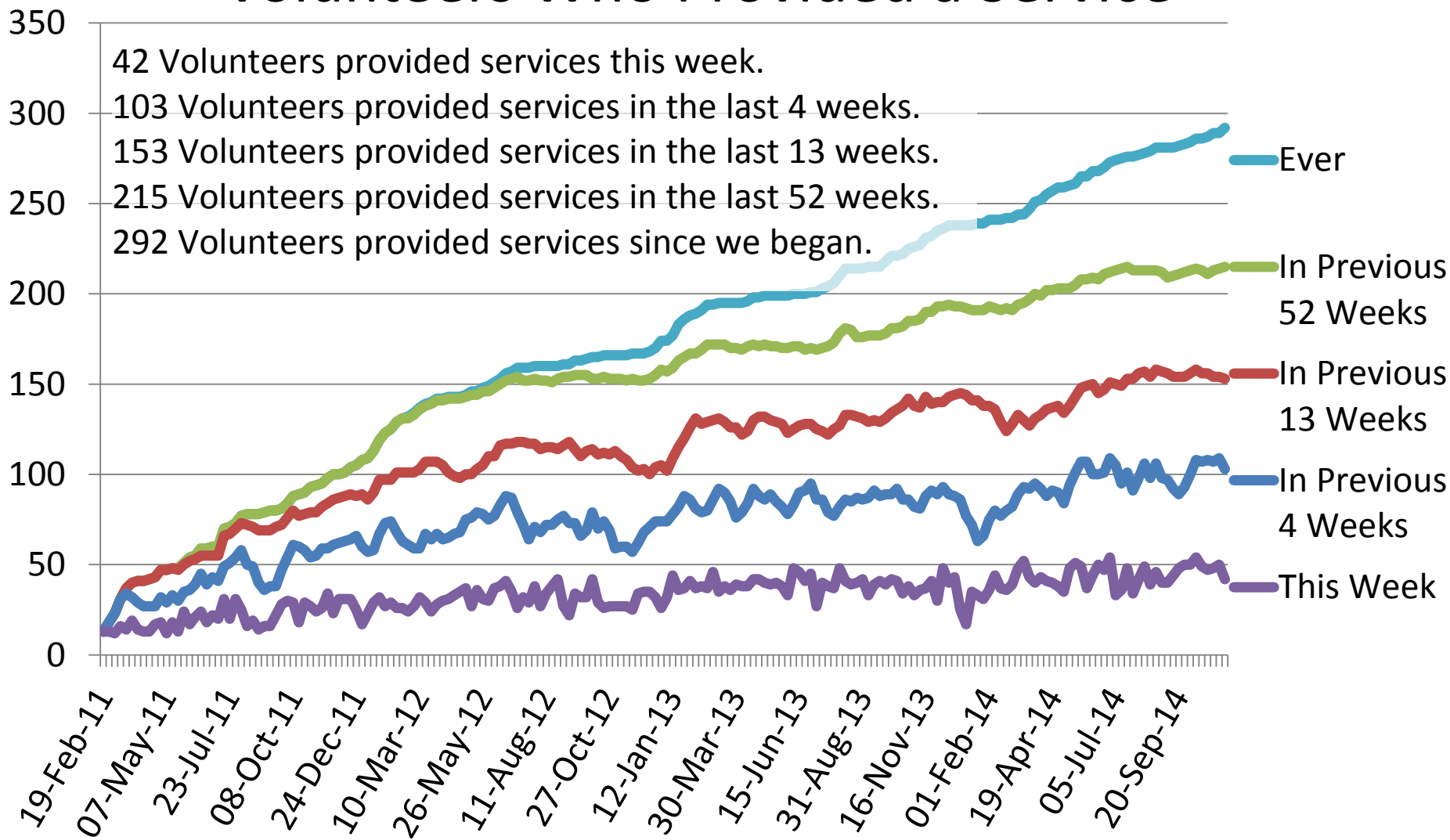


Members, Households and Volunteers



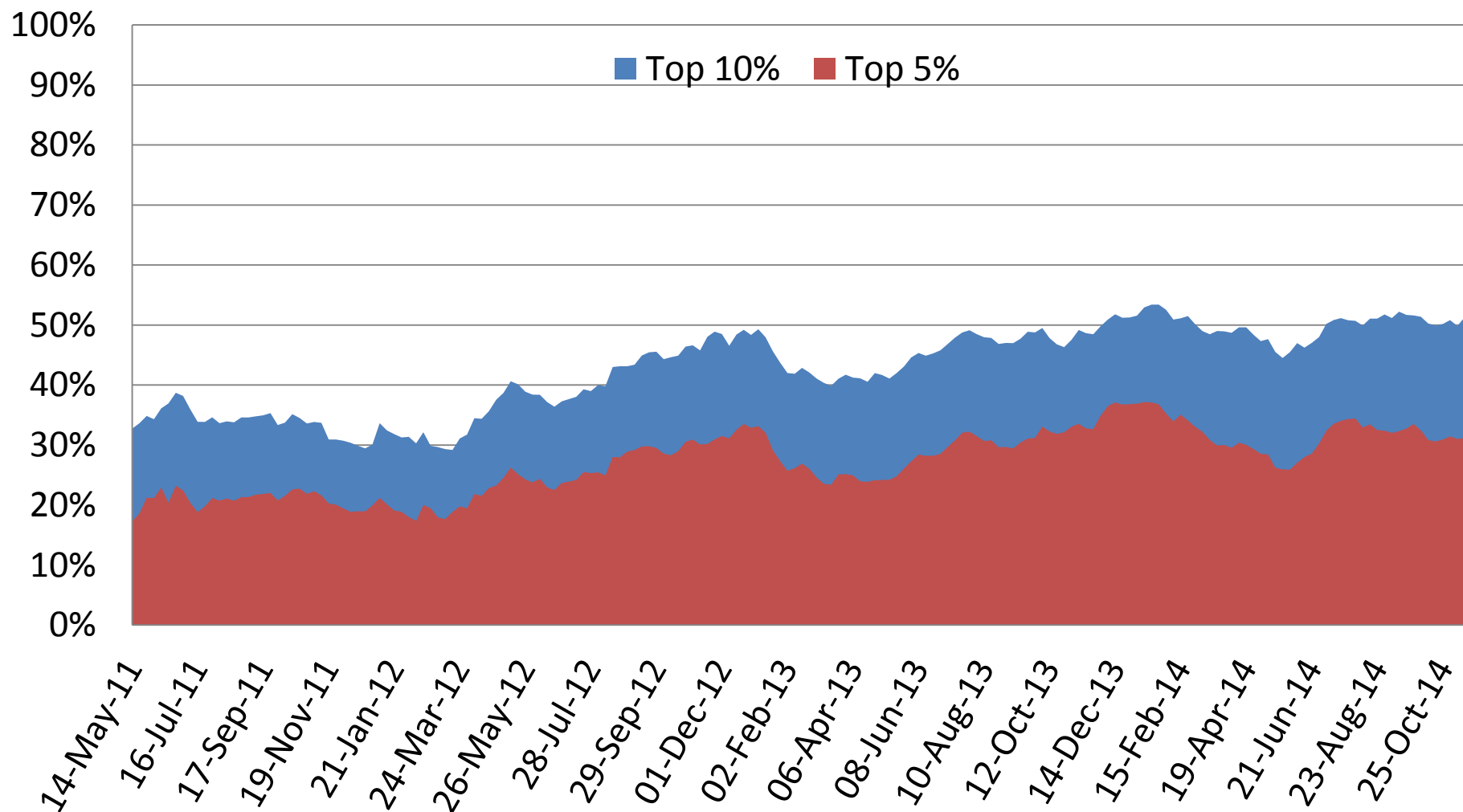


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks



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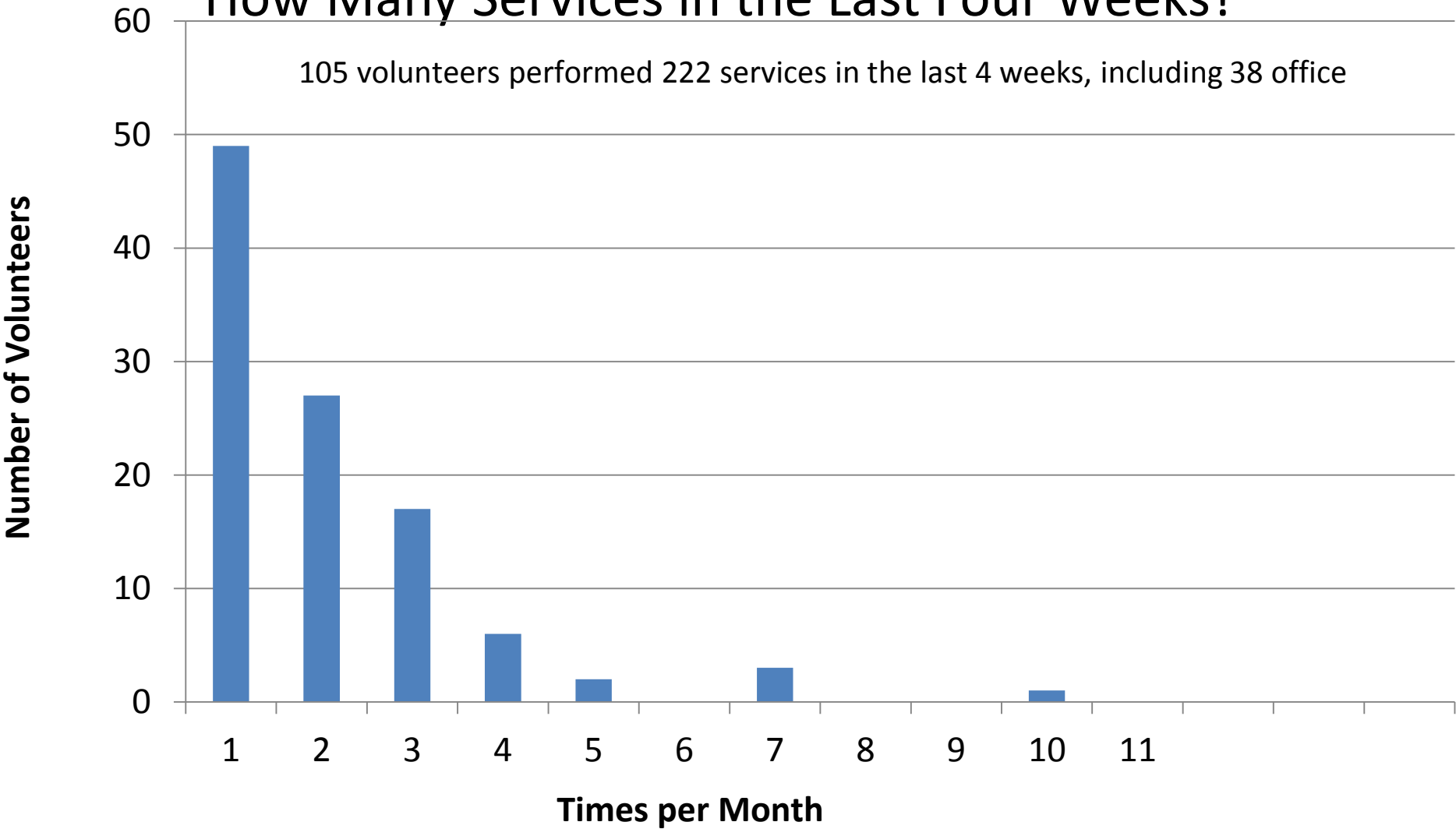
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How Many Services in the Last Four Weeks?

105 volunteers performed 222 services in the last 4 weeks, including 38 office



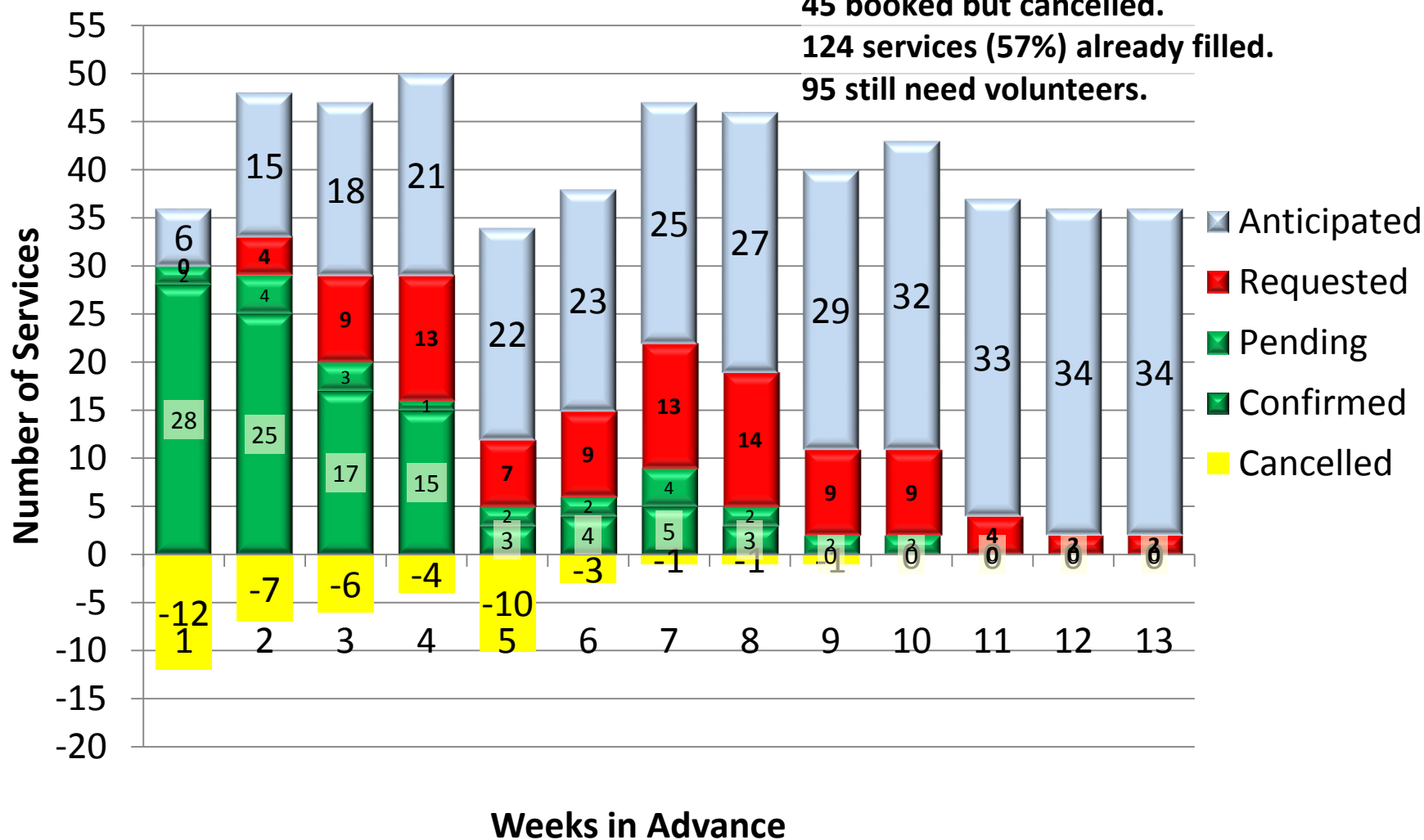
Service Requests on the Books

219 services needed for the next 13 weeks.

45 booked but cancelled.

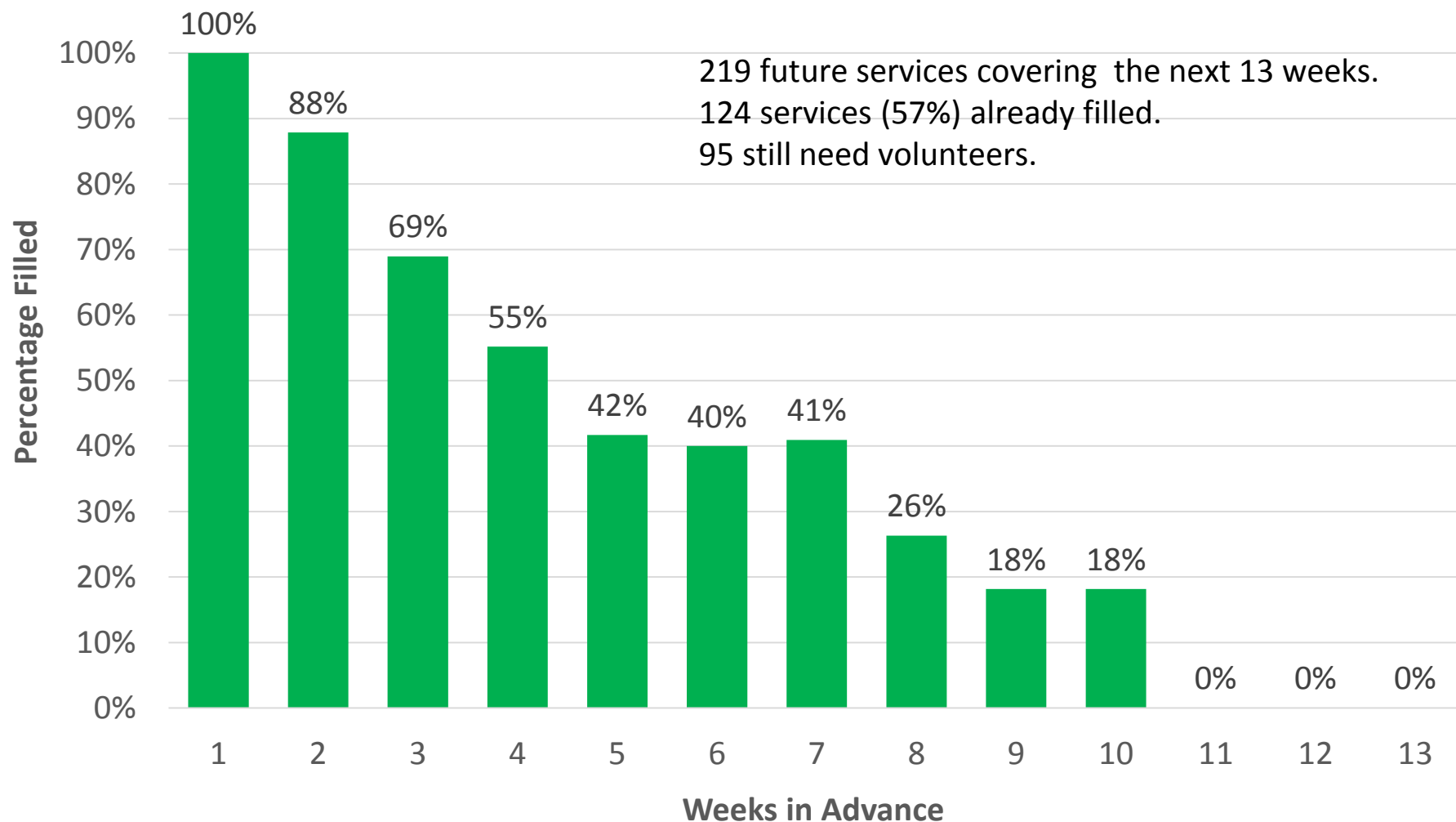
124 services (57%) already filled.

95 still need volunteers.



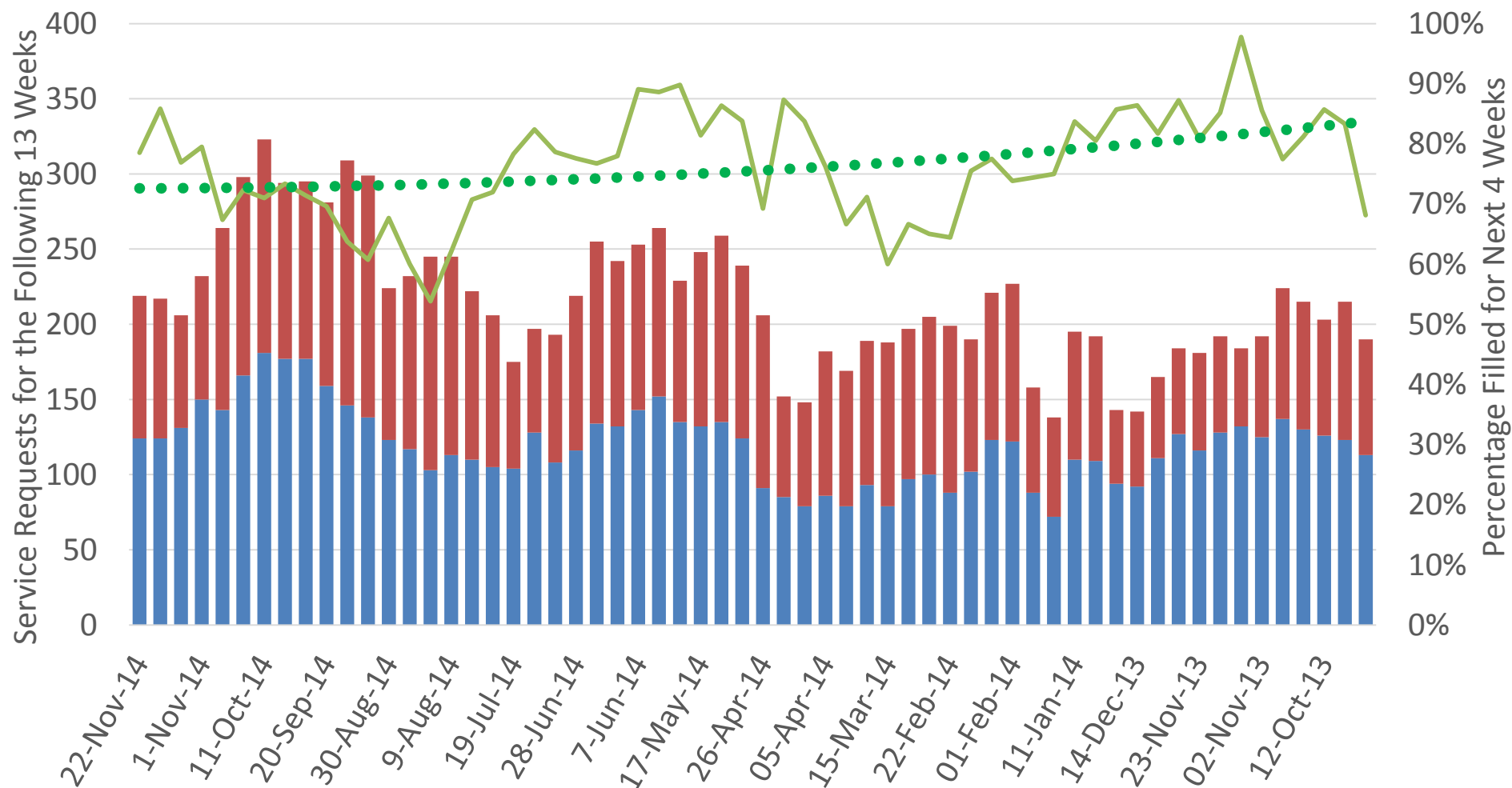


Percentage of Services for Next 13 Weeks Filled



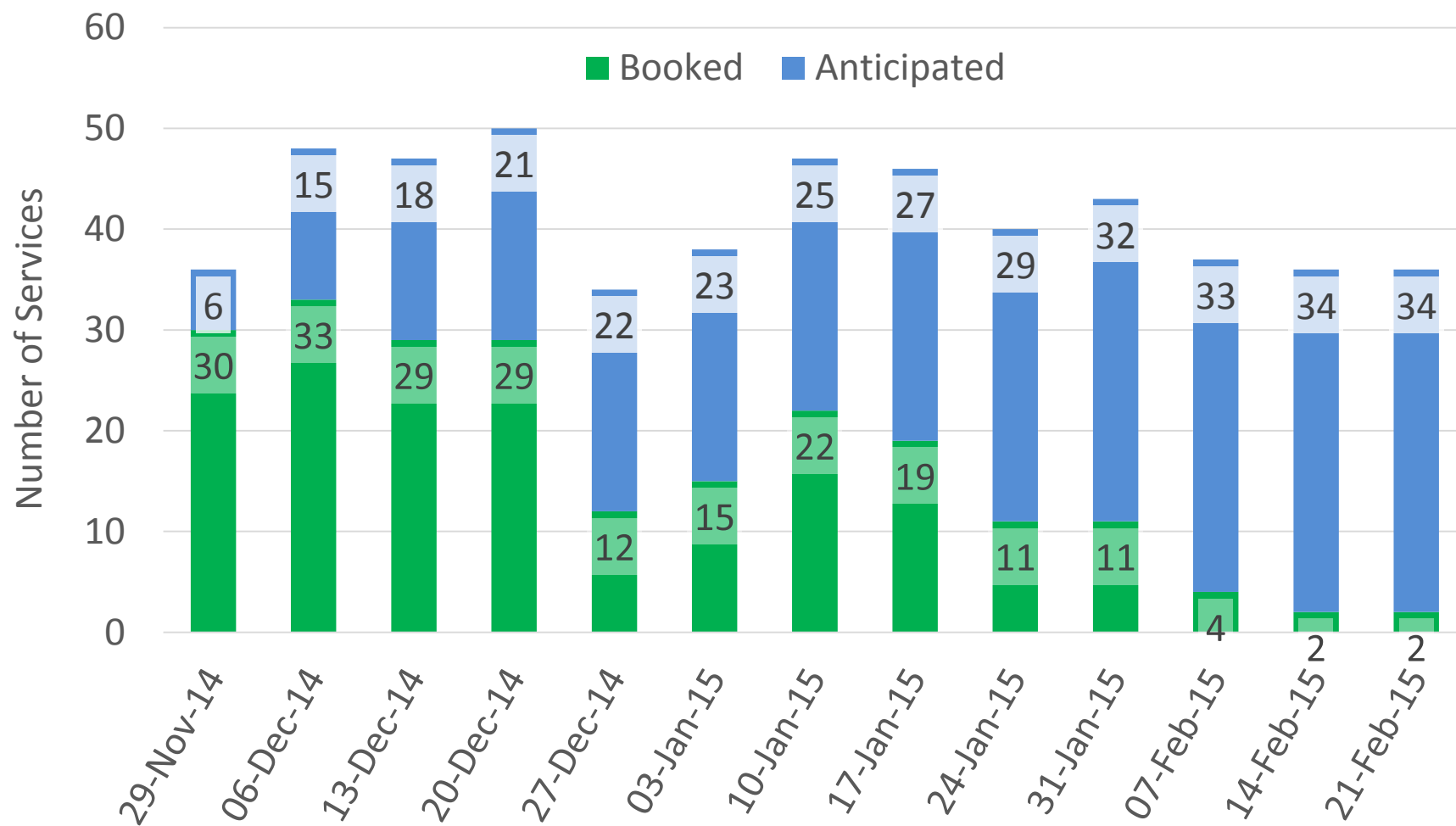
History of Future Requests

■ Filled
 ■ Unfilled
 — Percentage Filled Next 4 Weeks
 ●●● trend



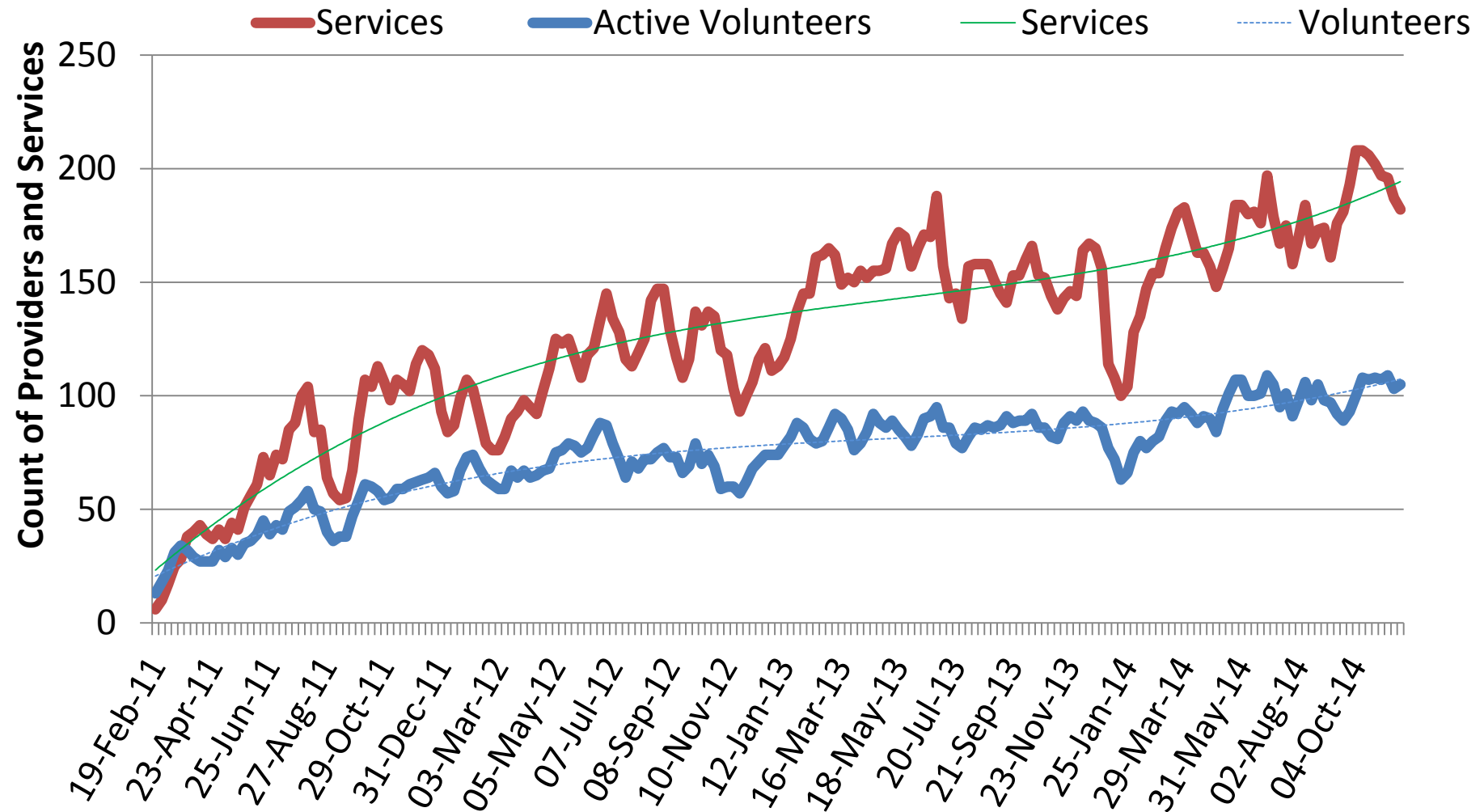


Projected Future Services



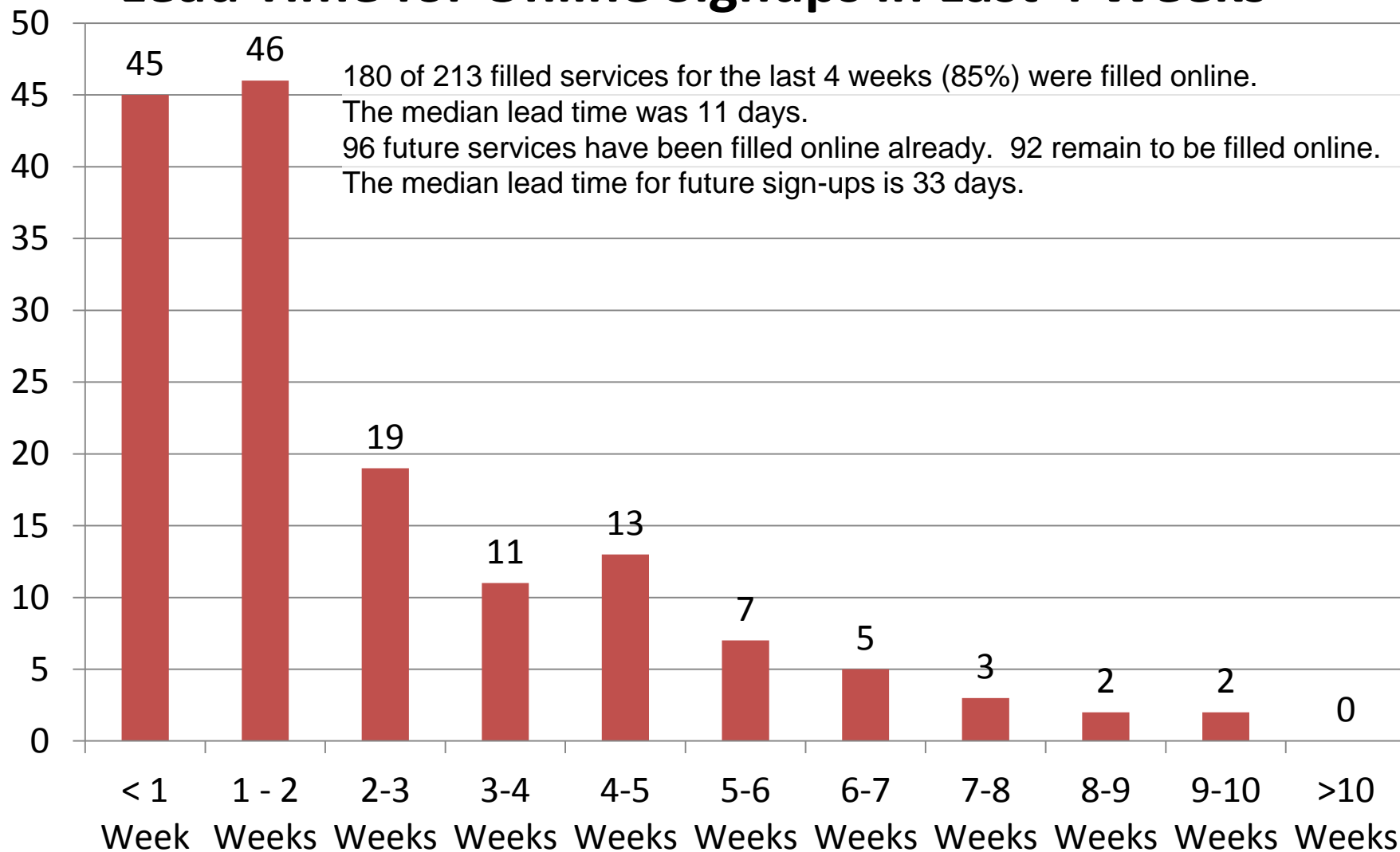


Volunteers and Services Previous 4 Weeks

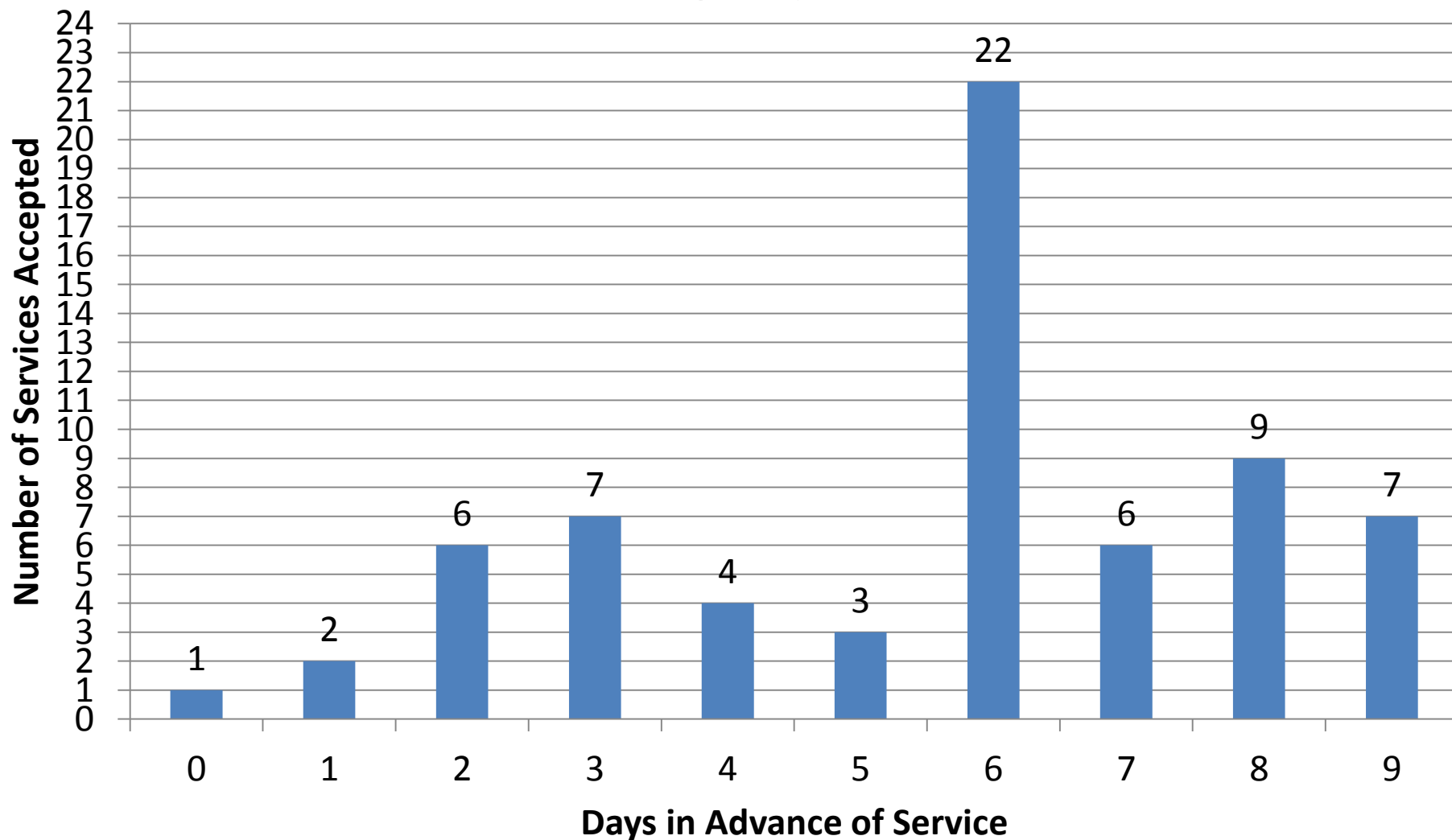


HOW IS ONLINE SIGNUP WORKING?

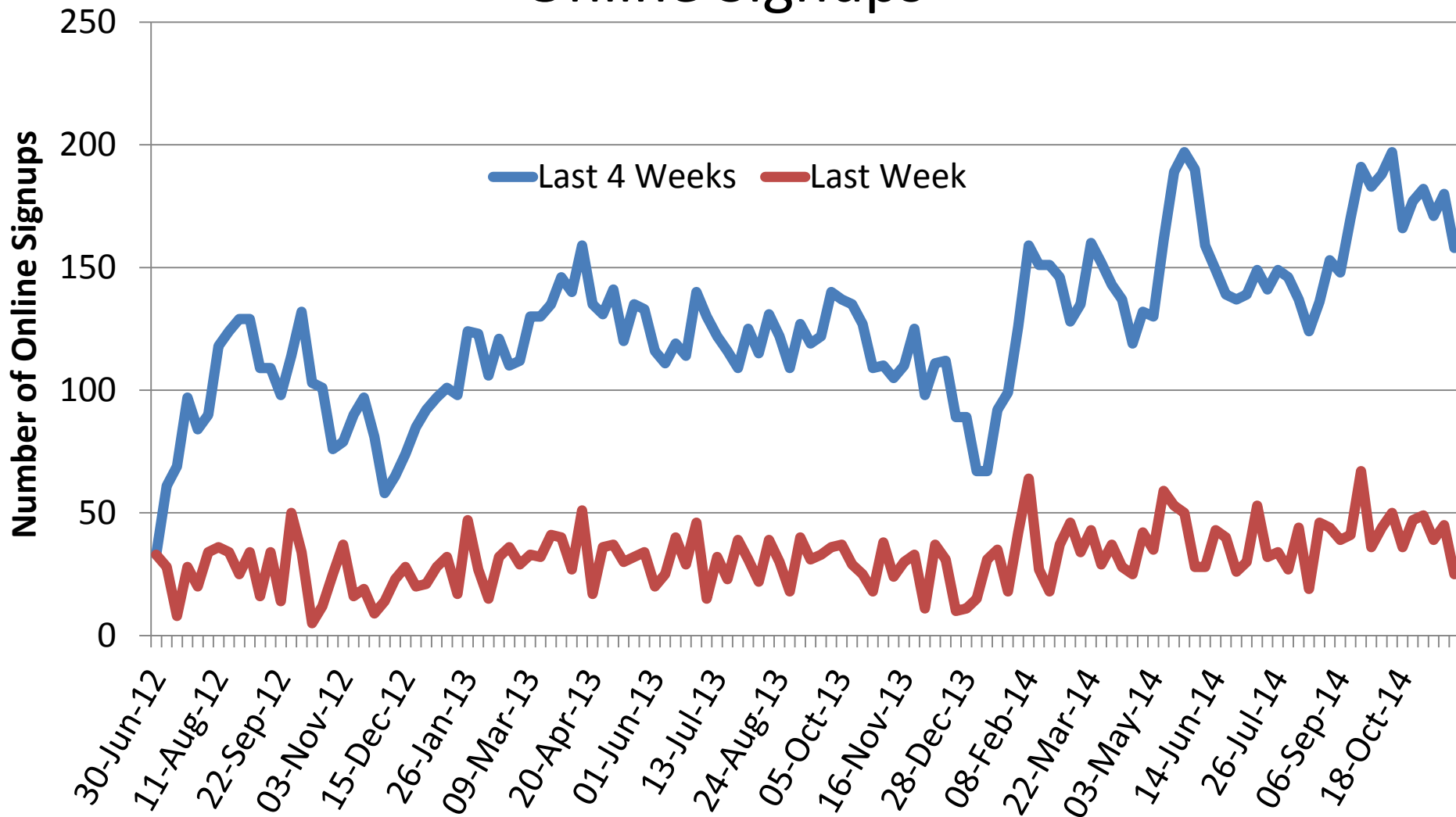
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



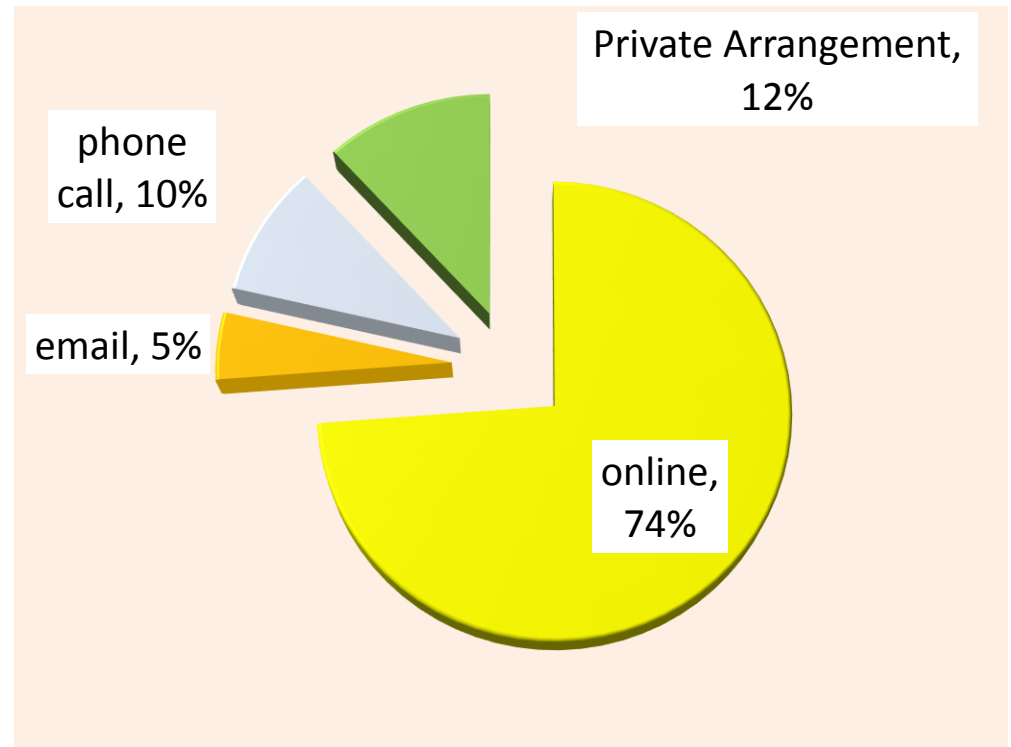
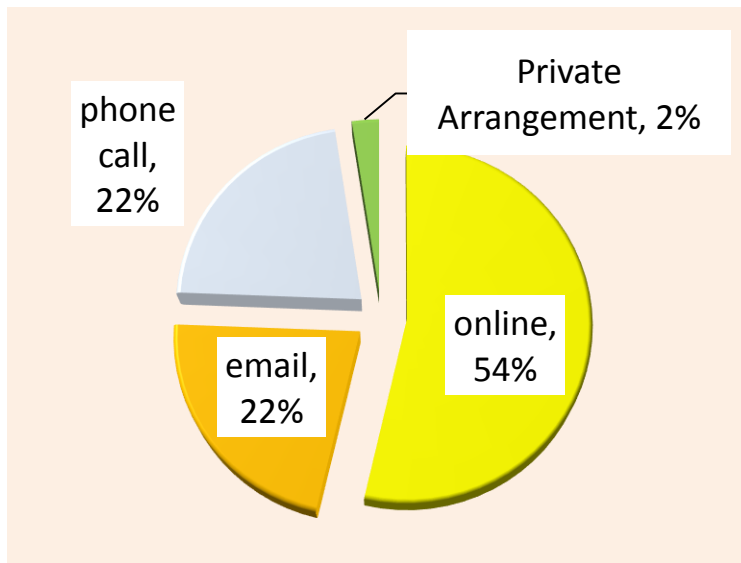
Online Signups



Contact Method for Signup for this Week

- Online signup was much more effective this week than during one of our worst weeks at the end of summer (see below).
- Few emails and phone calls were needed to fill services.

Stressful Week



Phone calls were used mostly for handyman, where the first person reached usually says yes.

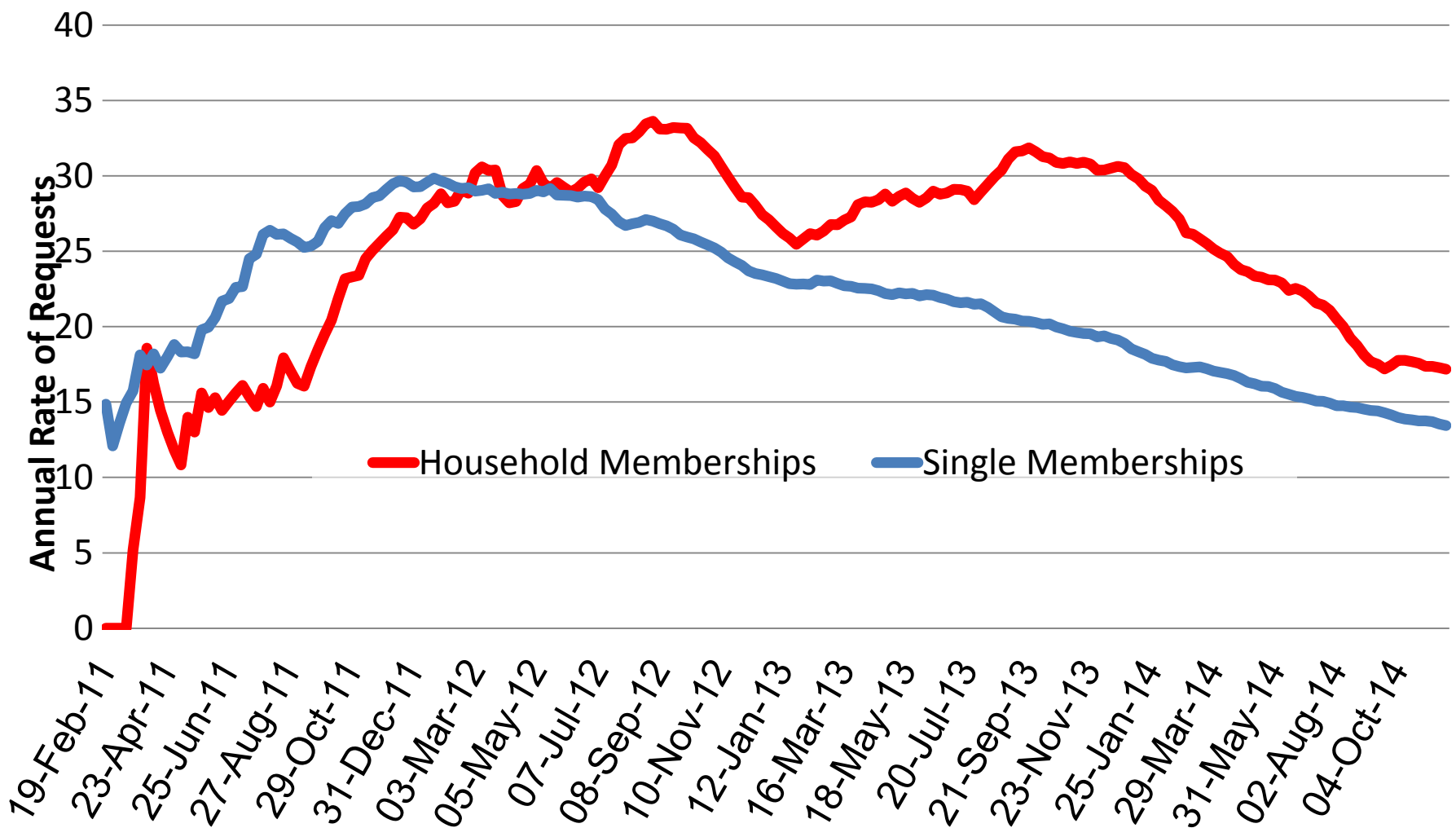
What are the Differences Between Single And Household Memberships?

Comparison of Services Used by Single Memberships and Household Memberships

- We had heard from other villages that household members may use the same or fewer services than single members, and so should not have a higher fee.
- We can verify this tendency. Initially households used about 20% fewer services than single households, but now couples collectively use services at a rate slightly higher than single members.
- Our rate has been lowered to \$75 for a single membership and \$95 for a household.



Single vs. Household Annual Use of Services



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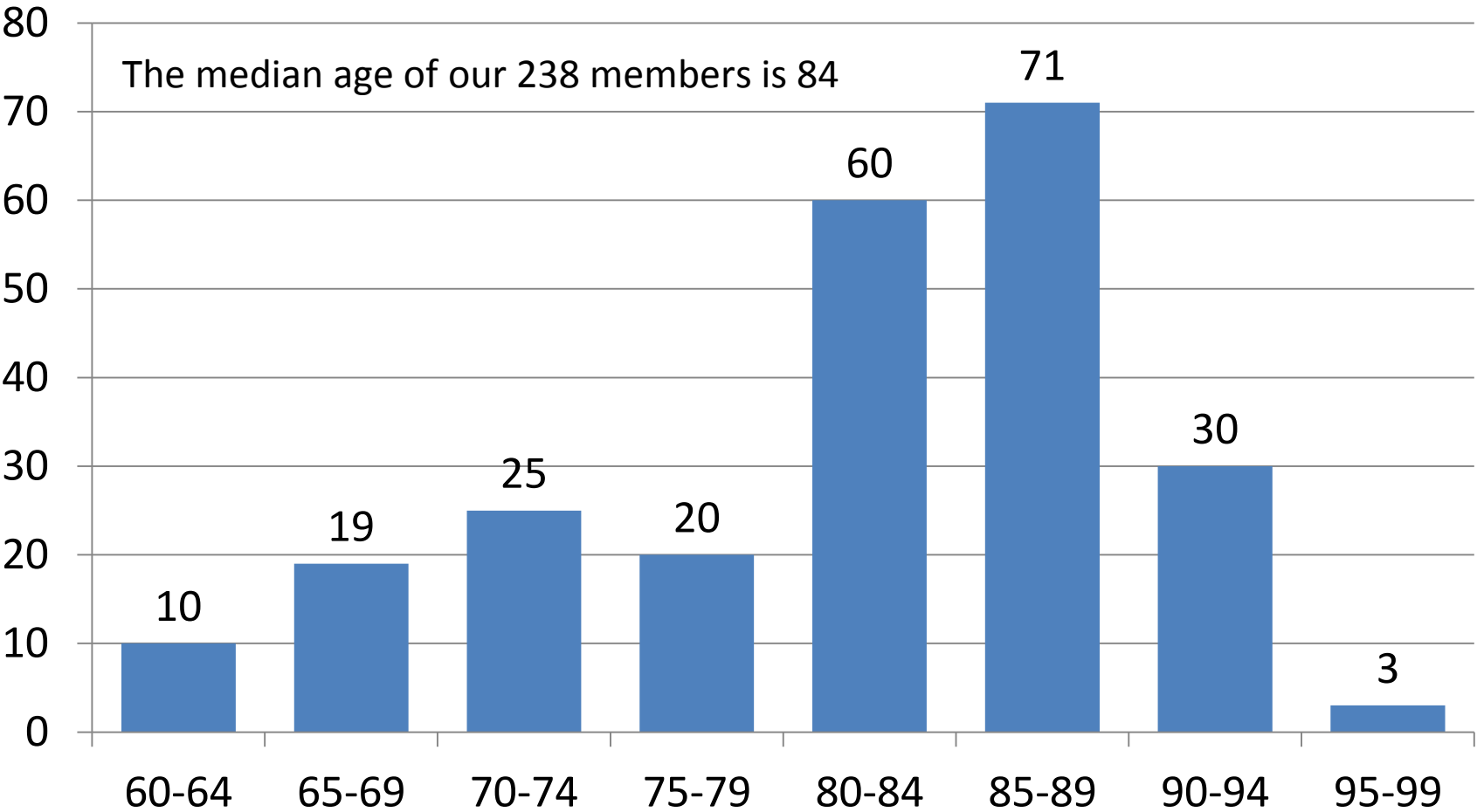
HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

Analysis by Age Group

- The majority of our members are in their eighties. The median age is 83 years old.
- The 60-64 year age group uses a fair number of services per person, because of individuals with medical issues.
- The 90-99 age group uses significantly more local transportation than the younger members.
- We once had one member who was less than 60 years old for a few months.

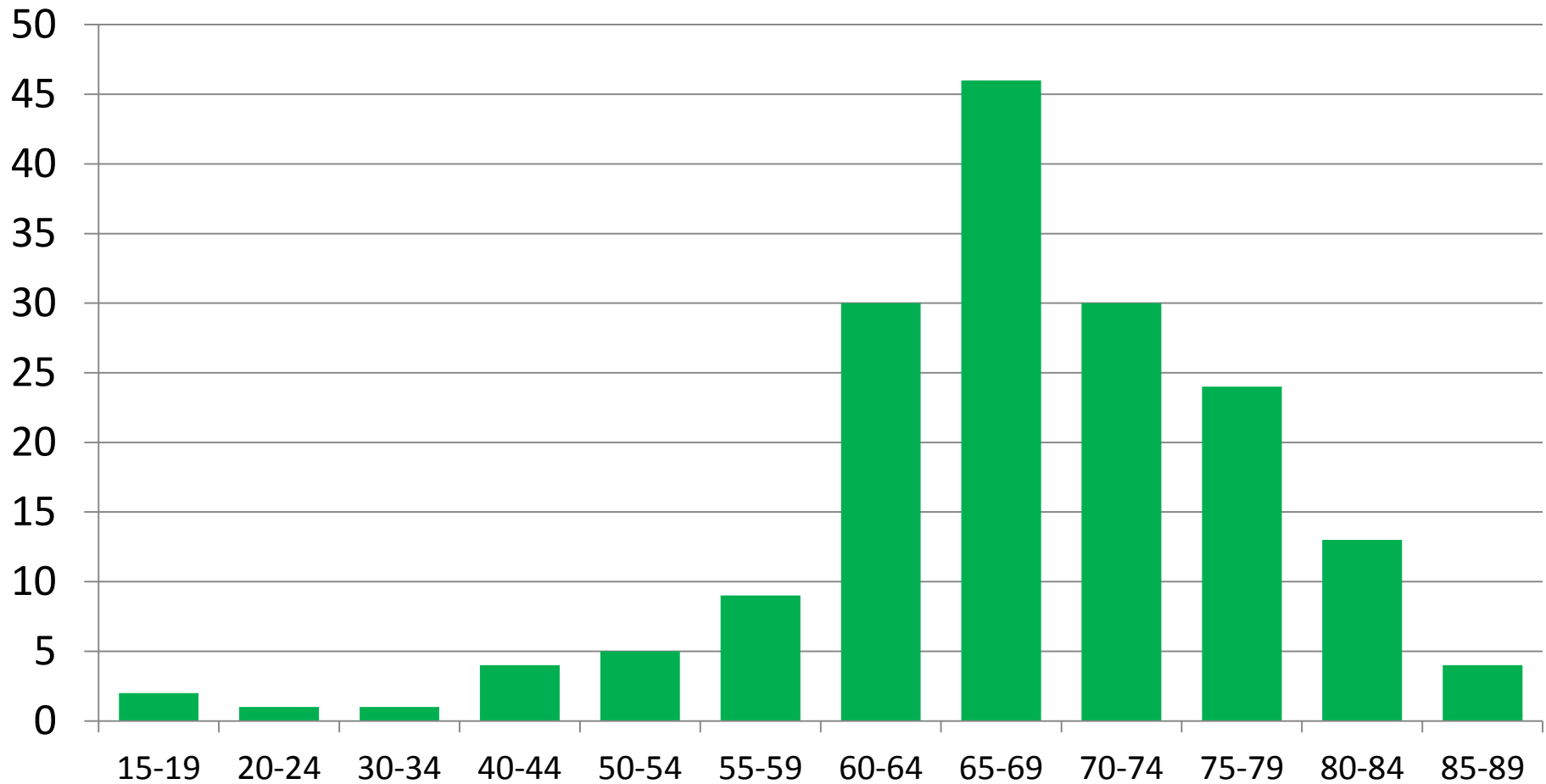


Age of Members



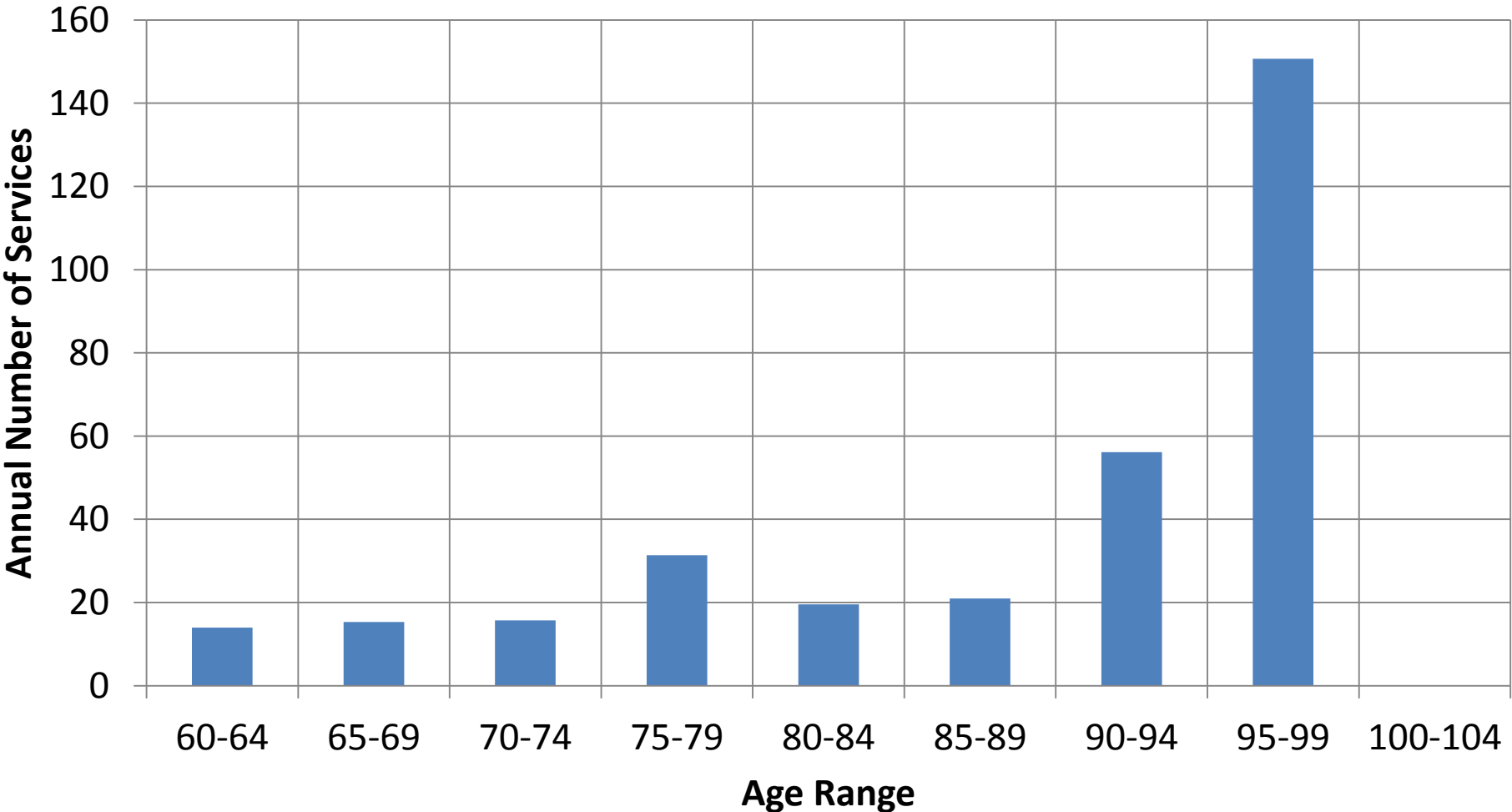


Age of Volunteers



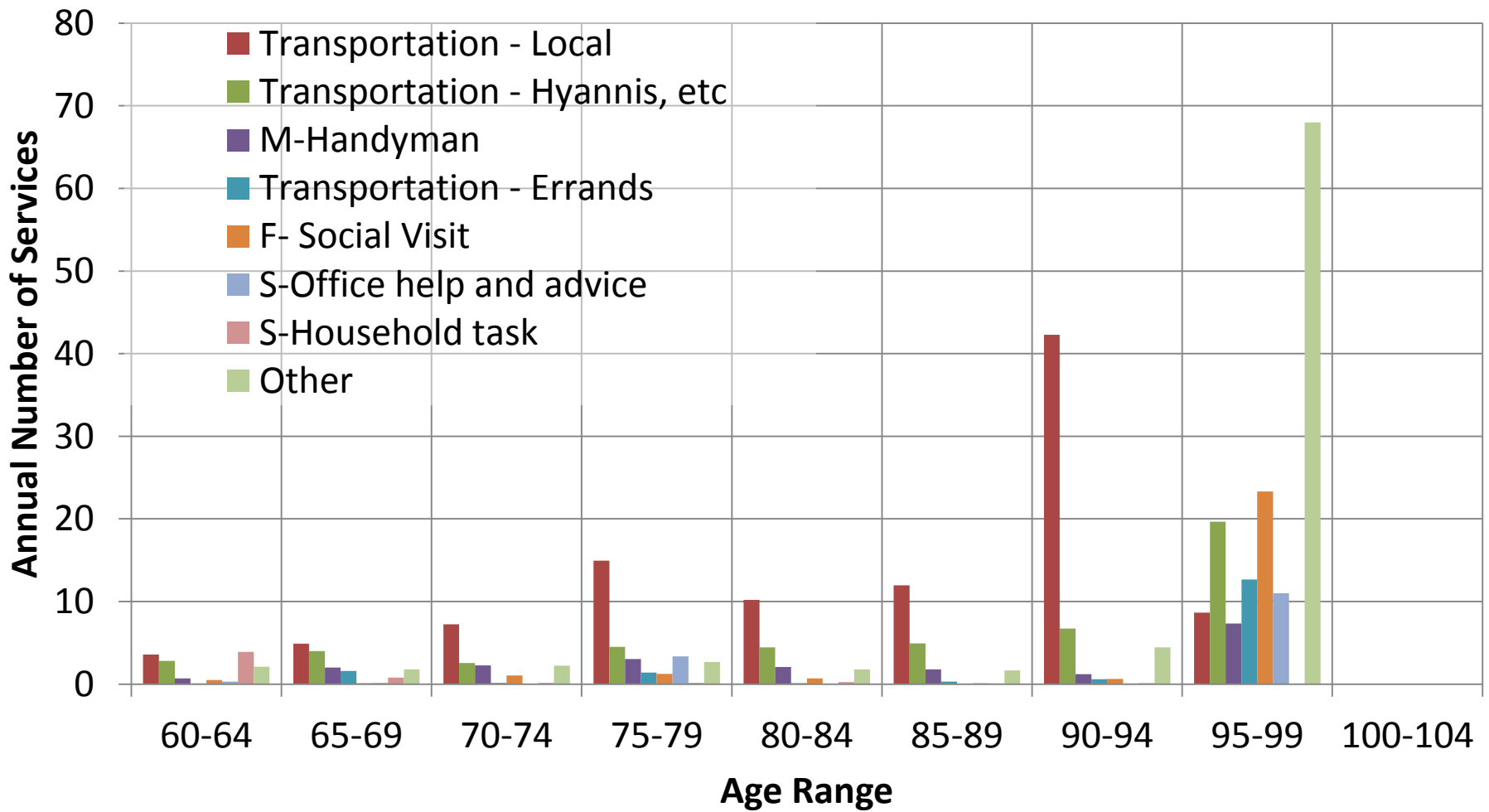


Annual Use of Services by Age





Services Used (Annual Rate) by Age Range

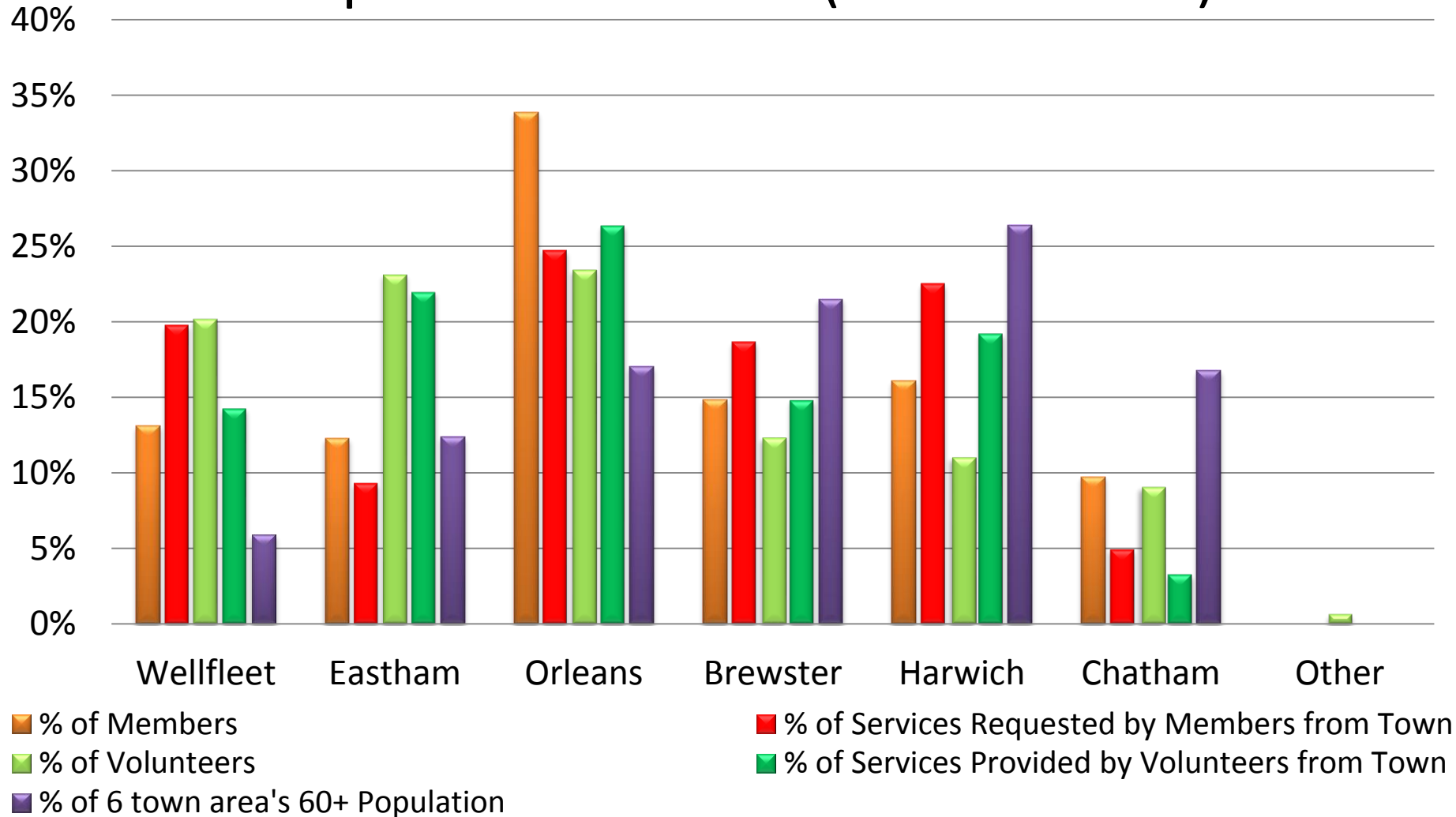


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

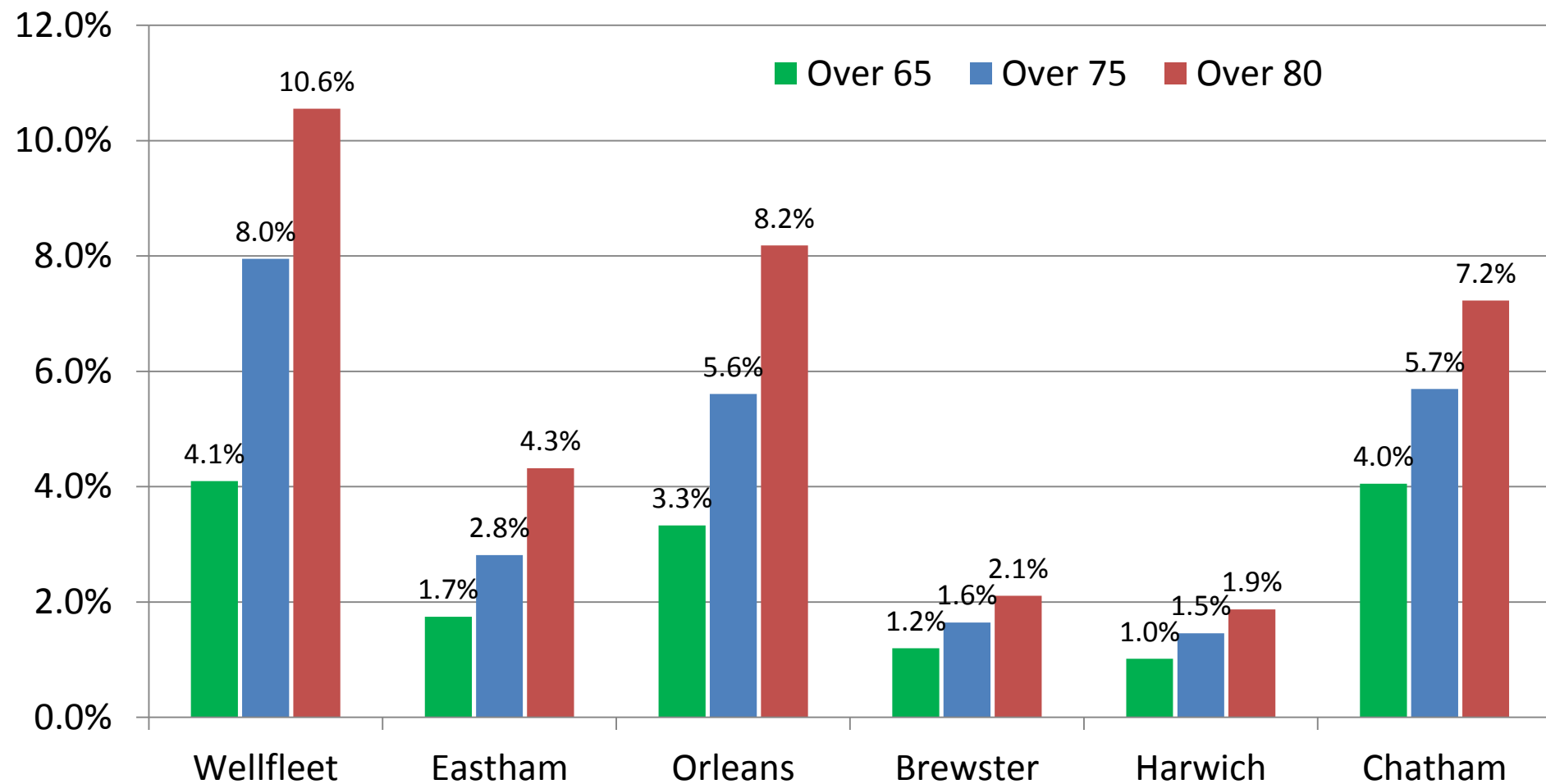
- The balance between volunteers and members is **slightly off** in Orleans and to a lesser extend, Harwich, but is getting better.
 - Members from Orleans requested **25%** of our services and volunteers from Orleans provided about 25%.
 - Members from Harwich requested 22% of services and Harwich volunteers provided 18%. This largely corrects the imbalance we have had in the past.
- “Market penetration” is still highest in Wellfleet (8-10%), but has grown to 6% - 8% in Orleans and Chatham, the towns with the highest median age (60).
- Eastham is again supplying a large surplus of volunteers.
- Market penetration in Chatham has overtaken Harwich and Brewster.
- For the last 4 weeks,
 - **51%** of all services are performed by someone from the same town.
 - **85%** of all services are performed by someone from the same or an adjacent town during the last four weeks.

Comparison of Towns (Last 4 Weeks)



Market Penetration by Town

Percent of Seniors who are Members



Towns of Service Providers & Recipients (Since Inception)

53% of services are provided by someone from the same town; 87% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	916	78	200	16	29	1	1240
	Eastham	560	349	548	76	102	11	1646
	Orleans	35	67	1300	176	82	16	1676
	Brewster	5	22	421	244	149	7	848
	Harwich	10	2	69	88	421	5	595
	Chatham		1	10	6	52	20	89
	Other	13	0	8	17	12	0	50
	Total Used	1539	519	2556	623	847	60	6144

Towns of Service Providers and Recipients (Last 4 Weeks)

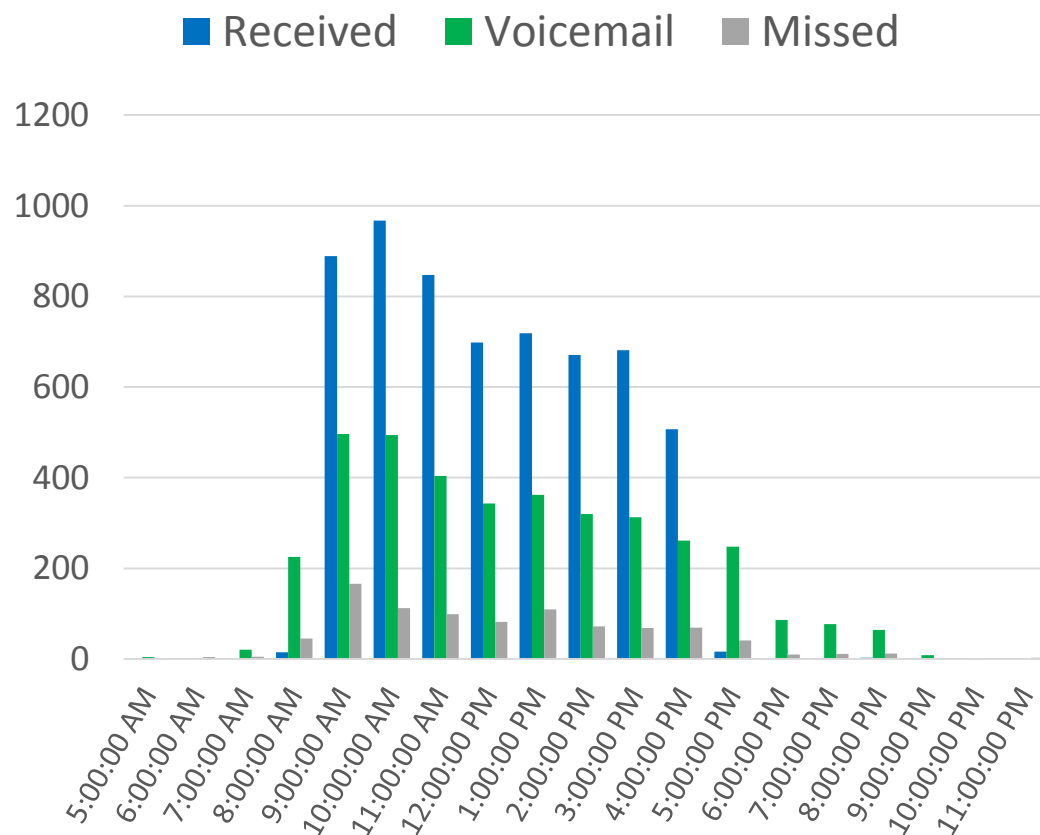
52% of services are provided by someone from the same town; 85% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	22	3	1				26
	Eastham	9	11	10	5	4	1	40
	Orleans	5	3	23	11	3	3	48
	Brewster			10	9	6	2	27
	Harwich			1	8	26		35
	Chatham				1	2	3	6
	Other	0	0	0	0	0	0	0
	Total Used	36	17	45	34	41	9	182

Call Analysis

- A look at when calls are received by time of day and day of the week

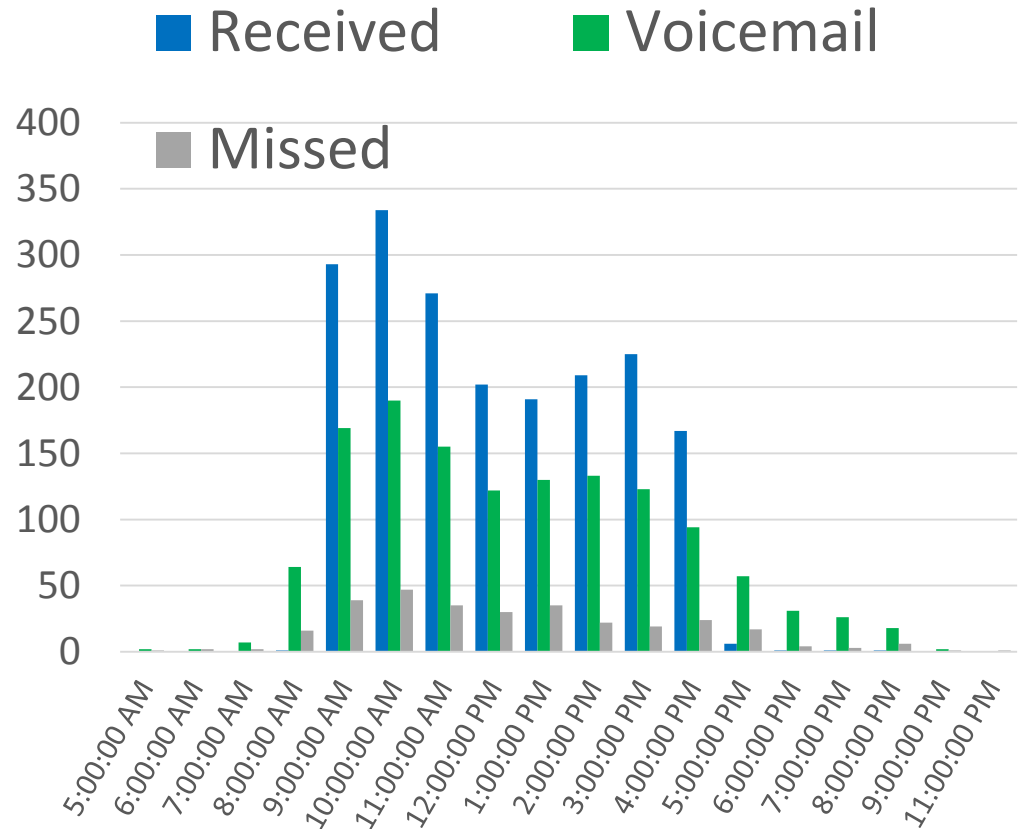
Time of Day that Calls are Received Since Inception

- Calls are heaviest during the morning shift.
- A fair number of members leave messages from 8:00 to 9:00 AM and after the office closes for the day.
- “Received” means that the phone was answered.
- “Missed” means that no message was left.



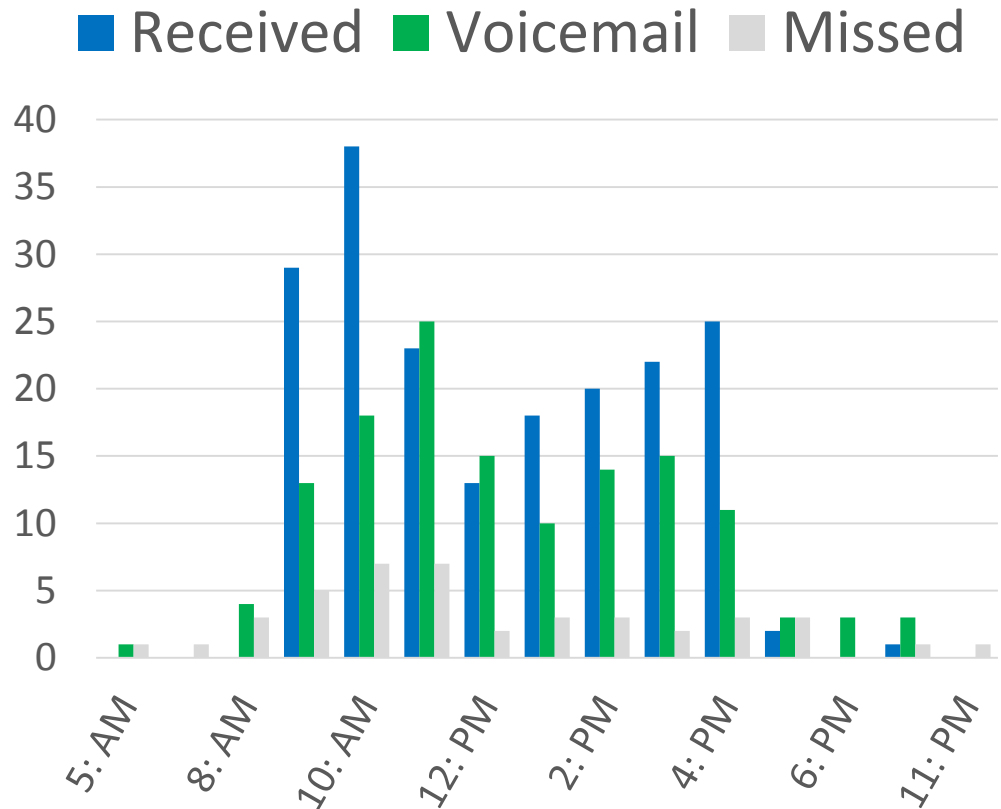
Time of Day that Calls are Received In the Last Year

- In the last year, a greater percentage of calls have been going to voice mail.
- The trend towards voice mail is greatest from 12:PM onwards.



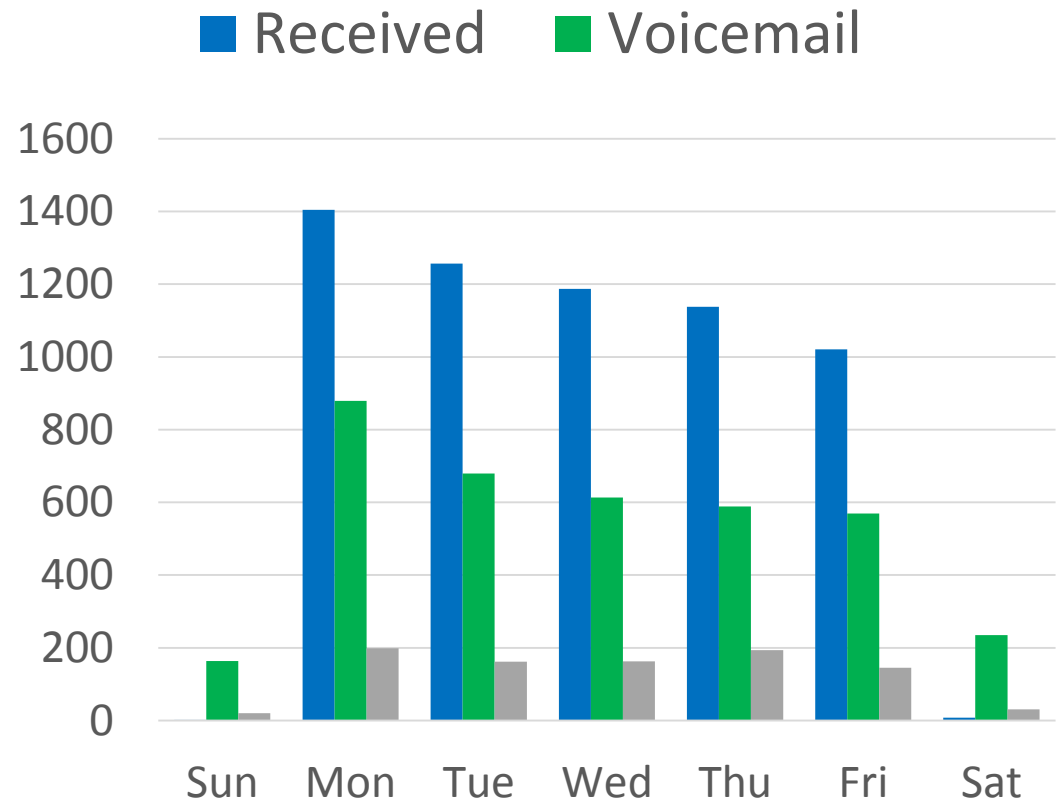
Time of Day that Calls are Received In the Last Month

- The number of calls going to voice mail has accelerated from 11:00 AM to 1:00 PM
 - Perhaps catching up from call volume in the morning or from fatigue.



Day of the Week for Calls Since Inception

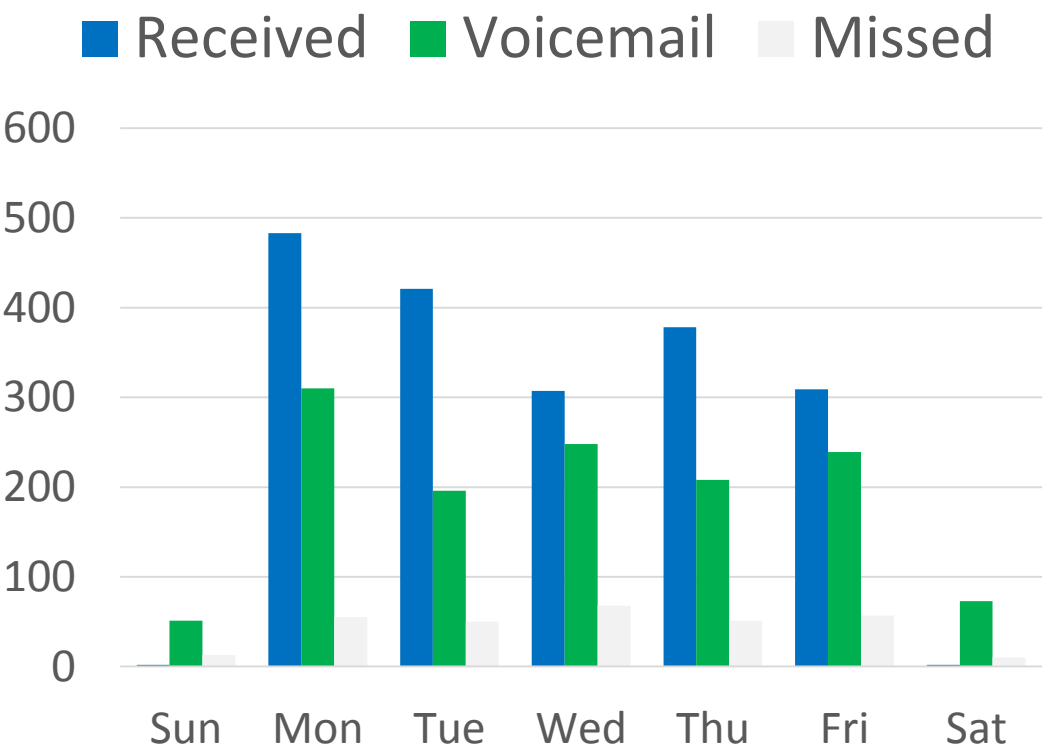
- The beginning of the week is the busiest
 - Monday is 40% heavier than Friday
- Trails off smoothly



Day of the Week for Calls Last Year

- The trend of calls received on the previous chart which trailed off smoothly seems to be interrupted for Wednesdays
- Possibly due to Call Manager meeting once per month. The calls went to voice mail, which increased.
- 3500 calls were made to our number last year.

Day of Calls Last Year



Day of the Week for Calls Last Month

- Figures are a four week total.
 - Monday averages 20 calls per day, 62% of which are answered, 38% go to voice mail.
- Last month seems to follow the trend for the last year.
 - Wednesday has more calls going to voice mail, probably due to monthly CM meeting on Wednesday.
- Friday seems to have an above average number of calls going to voice mail.
- 368 calls were made to our number last month.

