

# Week 200 Member Services Report December 13, 2014



**The Old Eastham Library**

[By andyj107](#)

## Summary of the Past Week

- Service requests returned to nearly normal rates after dropping during the Thanksgiving holiday.
- We admitted **no** new members this week.
- We have a waiting list of **41** people, which is a decrease of **2**.
- We added **1** new volunteer, but removed about 10 inactive volunteers from the rolls. Volunteers who have been inactive for more than a year are being called.
- Online signups filled **78%** of needed services in the last four weeks.
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- Requests by members remained high this week.
  - 44 volunteers performed 45 services for 34 households and covered 10 office shifts last week. With 7 filled cancellations that means we filled 62 assignments.
  - 99 volunteers performed 157 services for 59 households and covered 36 office shifts in the last 4 weeks.
  - 218 volunteers performed 2179 services for 182 households this year.
  - 13 services were cancelled last week, 7 with a volunteer already assigned.
- 138 of 177 filled services for the last 4 weeks (78%)  
[were filled online.](#)
- We have **243** members and **301** volunteers.
  - The median age of our members is 83.
  - The median age of our volunteers is 69.

## Looking Forward

- We have **257** future service requests booked for the next three months (not counting **28** already cancelled). This is down from a high of **323** future requests a few weeks ago, but about 50% higher than one year ago.
  - **5** service remains to be filled for next week,
  - **25** more need filling in the following three weeks.
  - **79%** of services for the next four weeks have volunteers.
  - **51%** of services for the next thirteen weeks have volunteers assigned.
- 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?

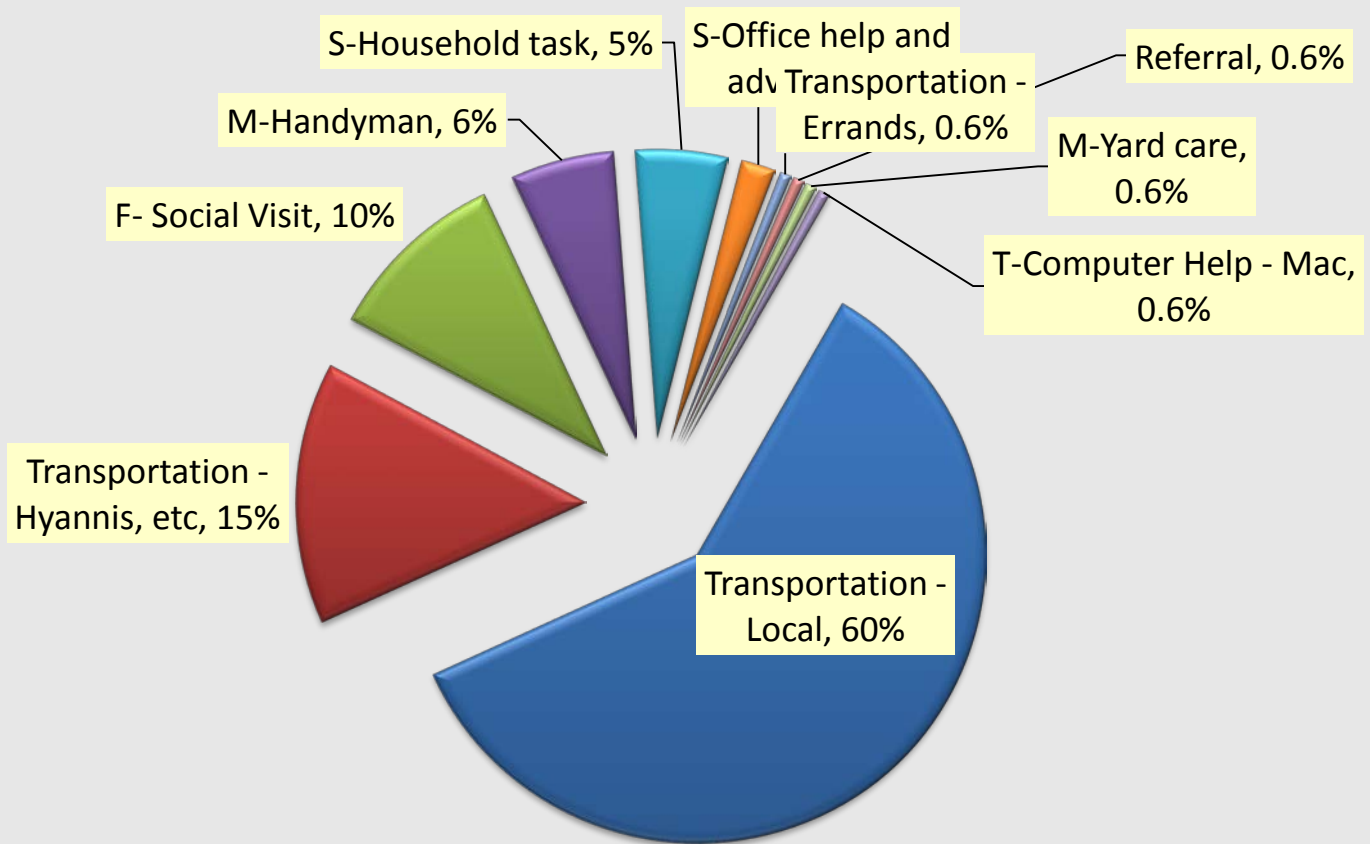
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation remains the major need (**75%**).
  - Rides to Hyannis are back to their normal range
  - with social visits at **10%** and Handyman service at **6%**.
- **31%** of households used services in the last four weeks.
- The annual rate of services is **11** per year per household, close to our lowest point ever.
- The 10% most needy members used **50%** of services, a fairly high number.
- We were unable to fill two requests this week when volunteers cancelled just before the service date..

## Services in the Last 4 Weeks

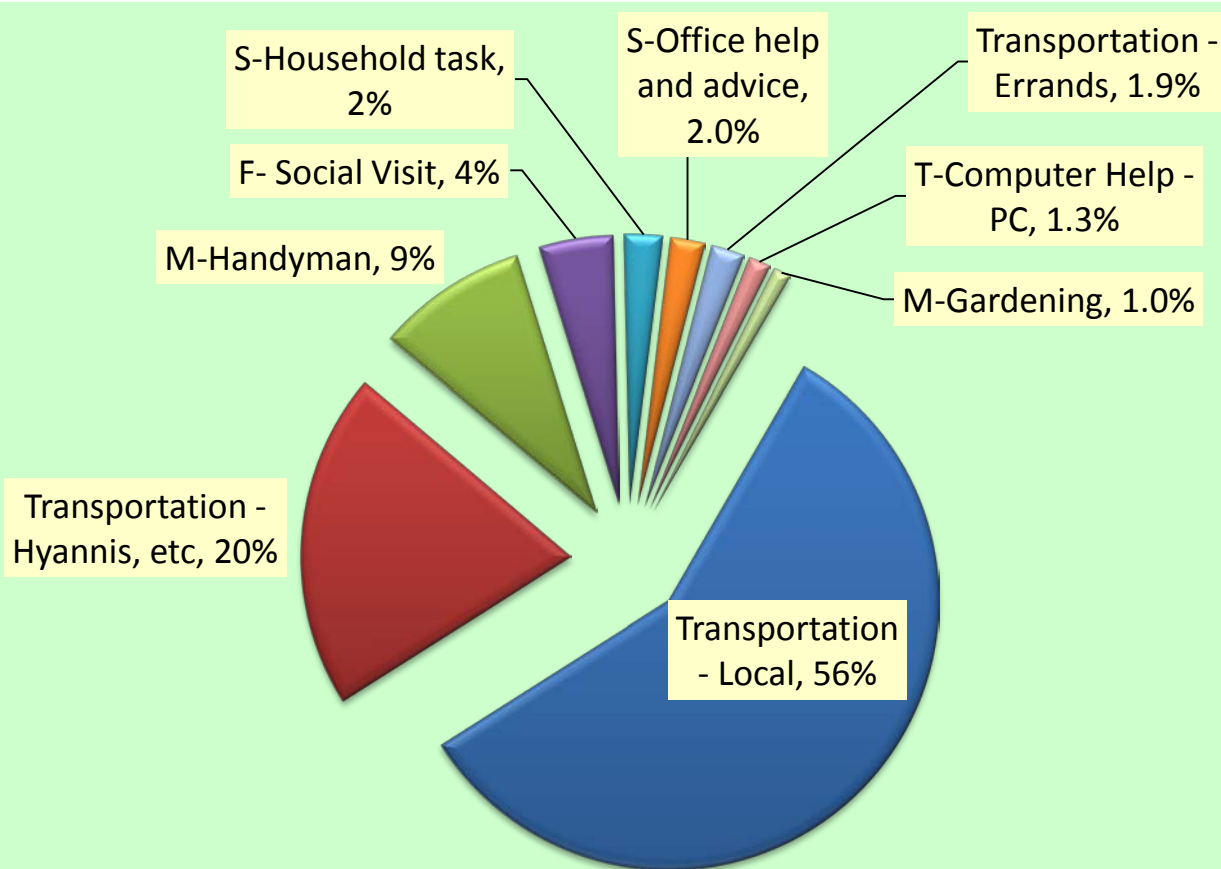
12/13/2014



59 households used 157 services in the last four weeks

## Services in the Last 52 Weeks

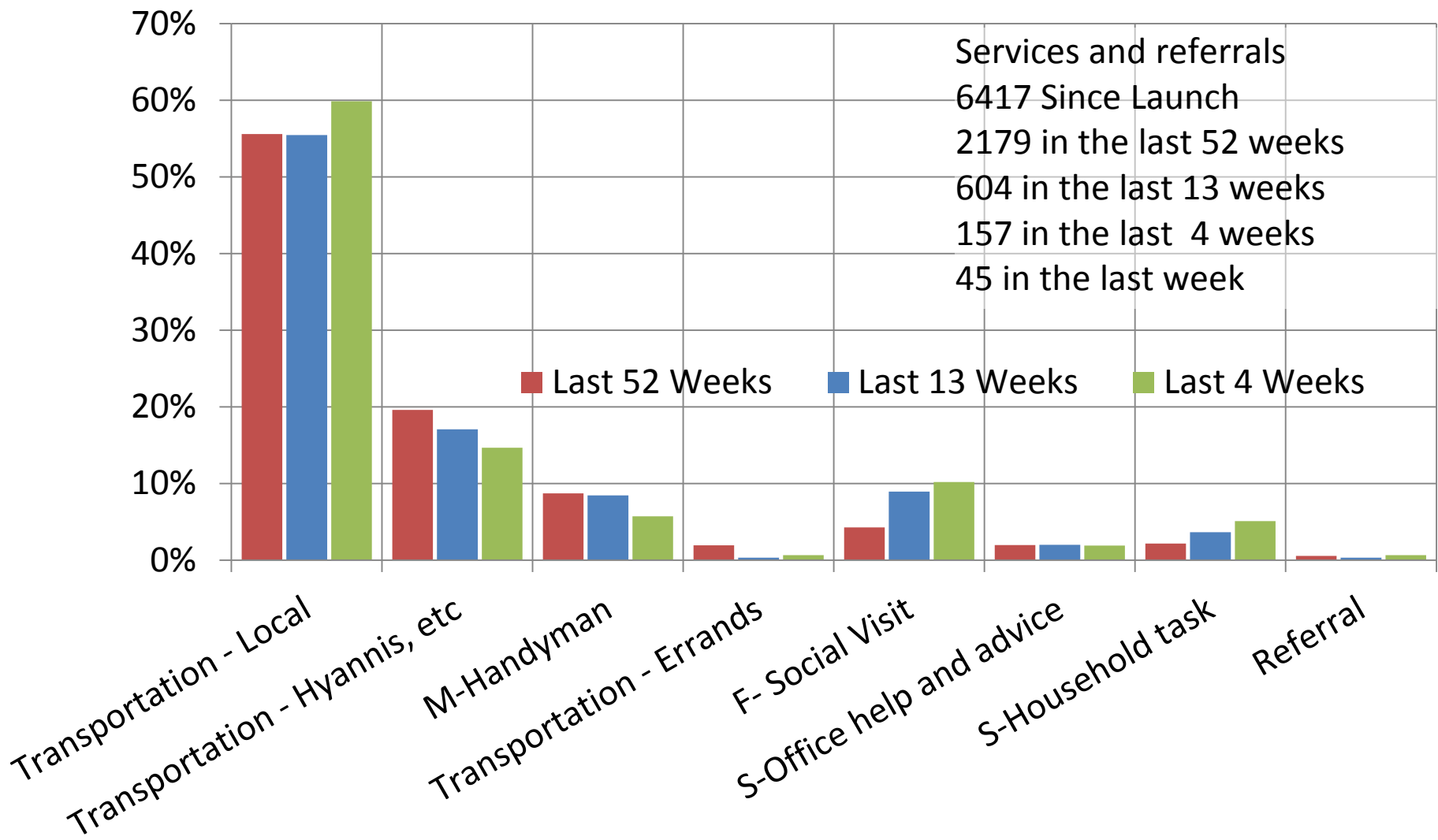
12/13/2014



182 households used 2179 services in the last 52 weeks

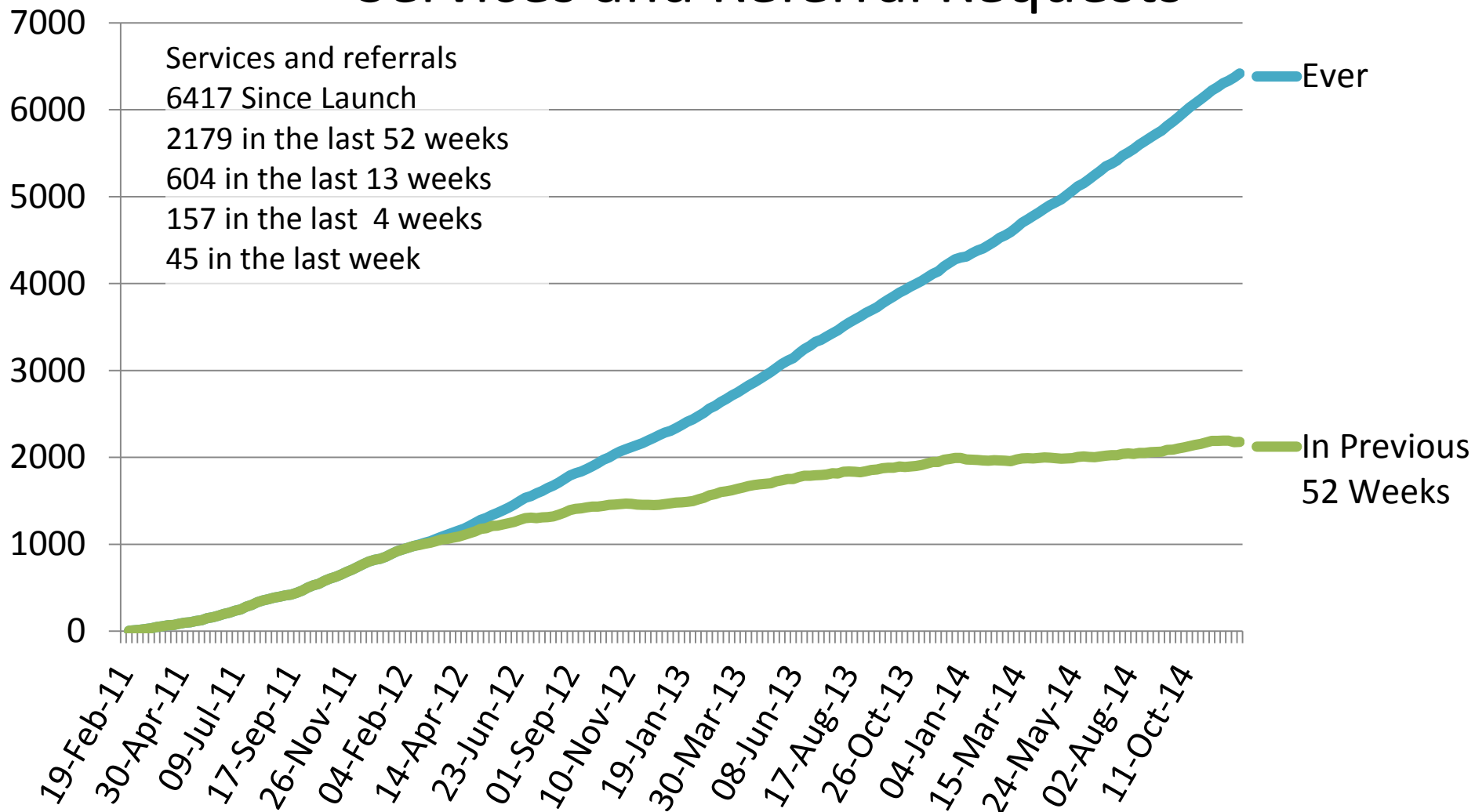


# Trends in Services

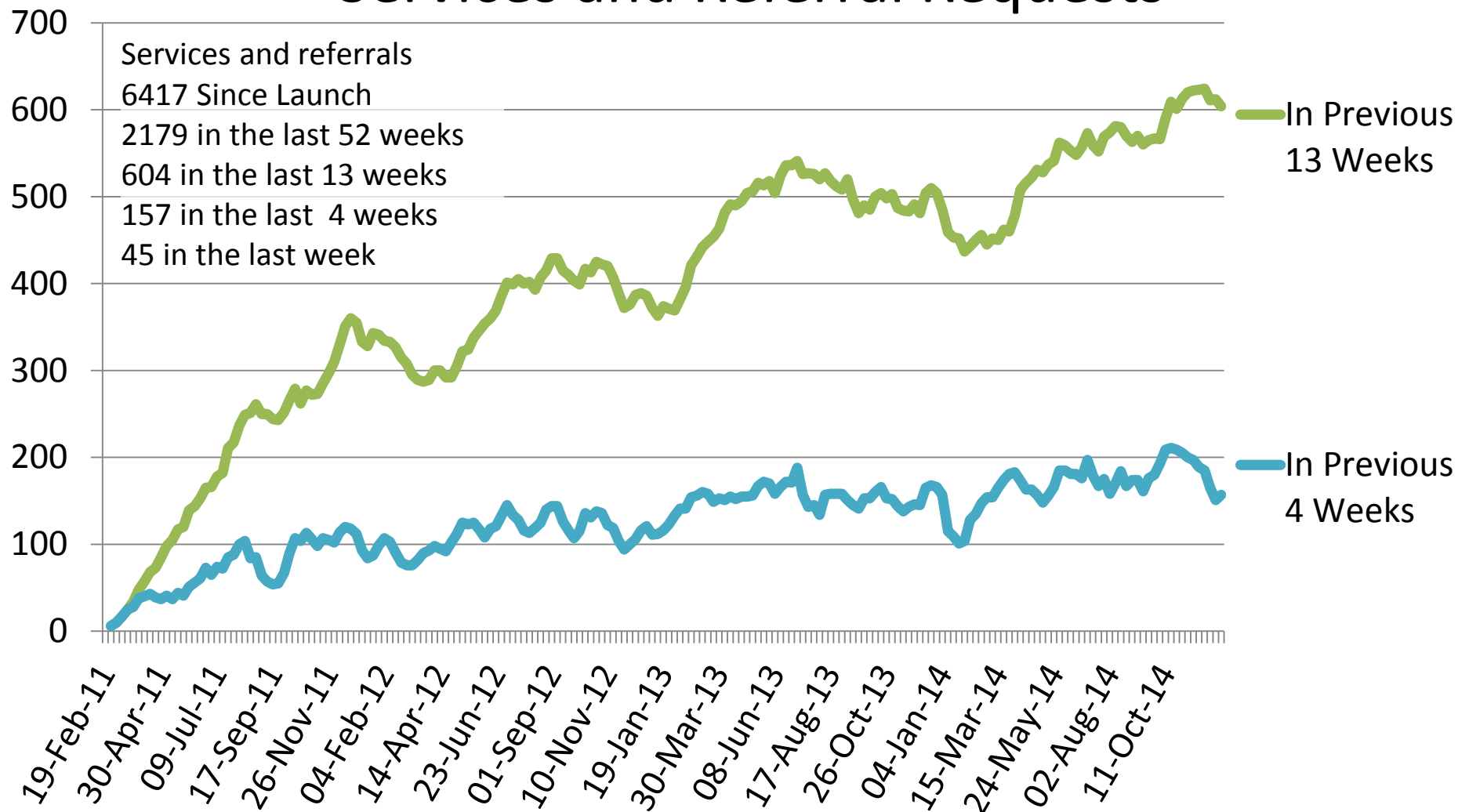


# Services and Referral Requests

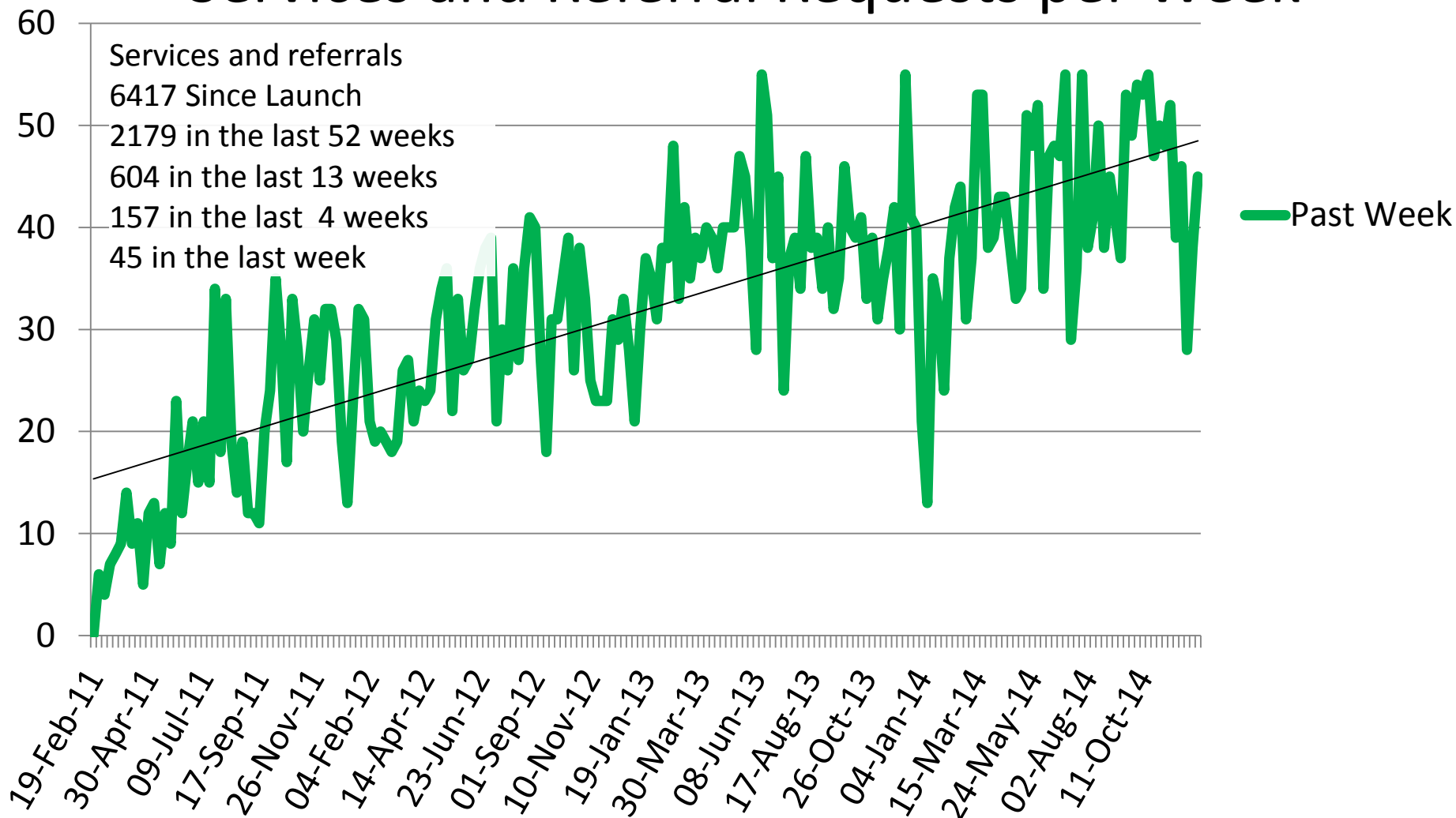
Services and referrals  
 6417 Since Launch  
 2179 in the last 52 weeks  
 604 in the last 13 weeks  
 157 in the last 4 weeks  
 45 in the last week



# Services and Referral Requests

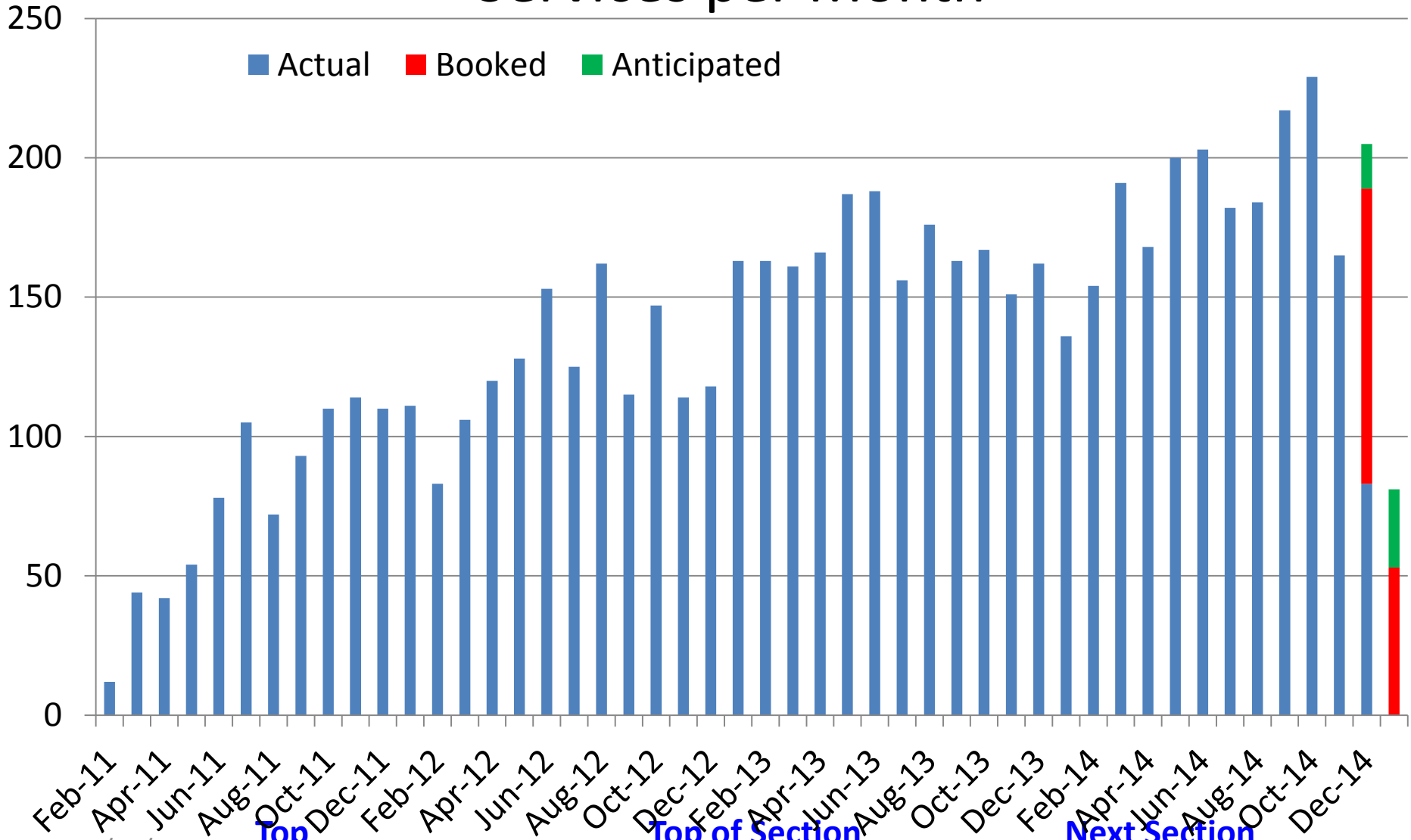


# Services and Referral Requests per Week





# Services per Month

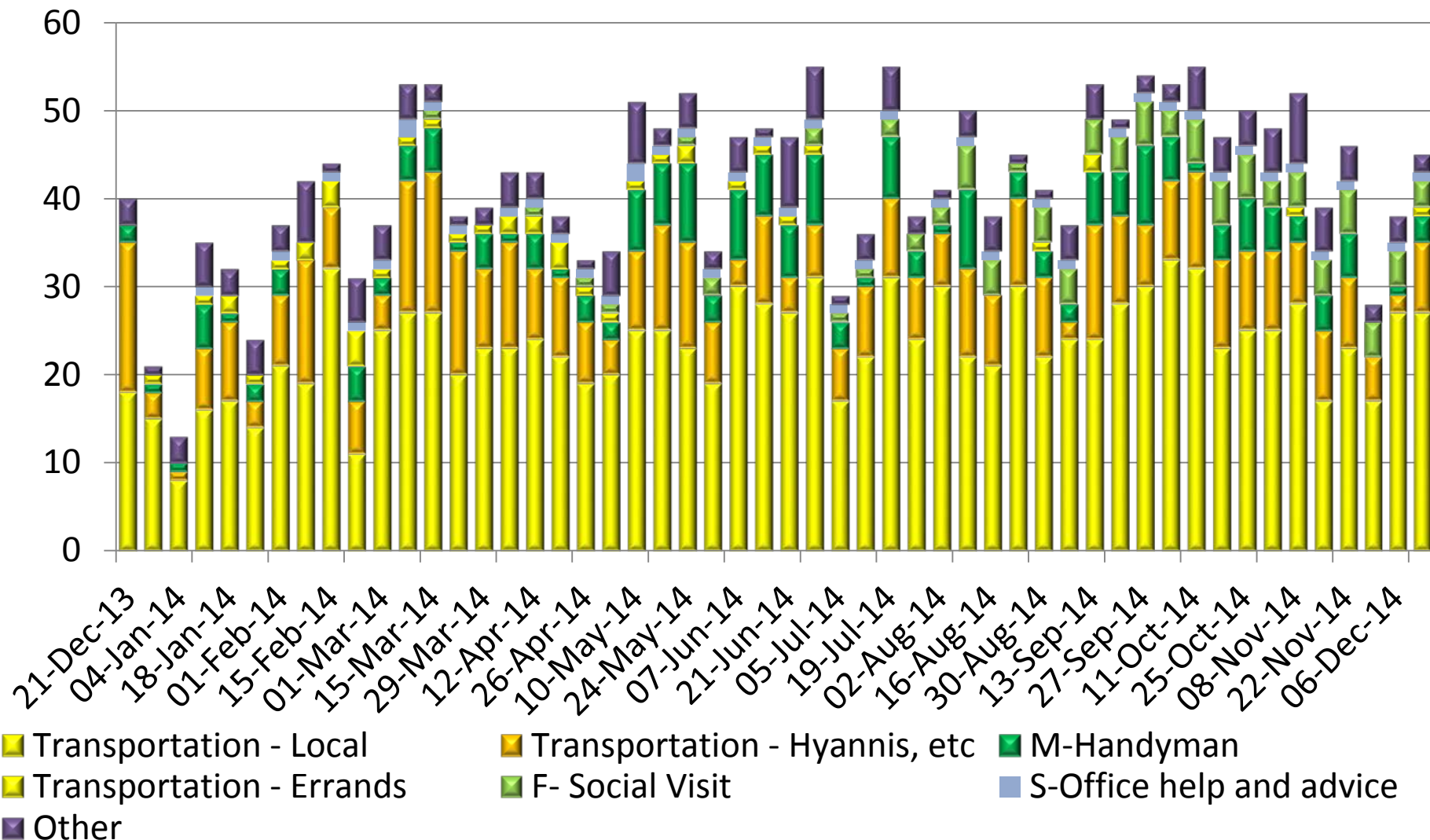


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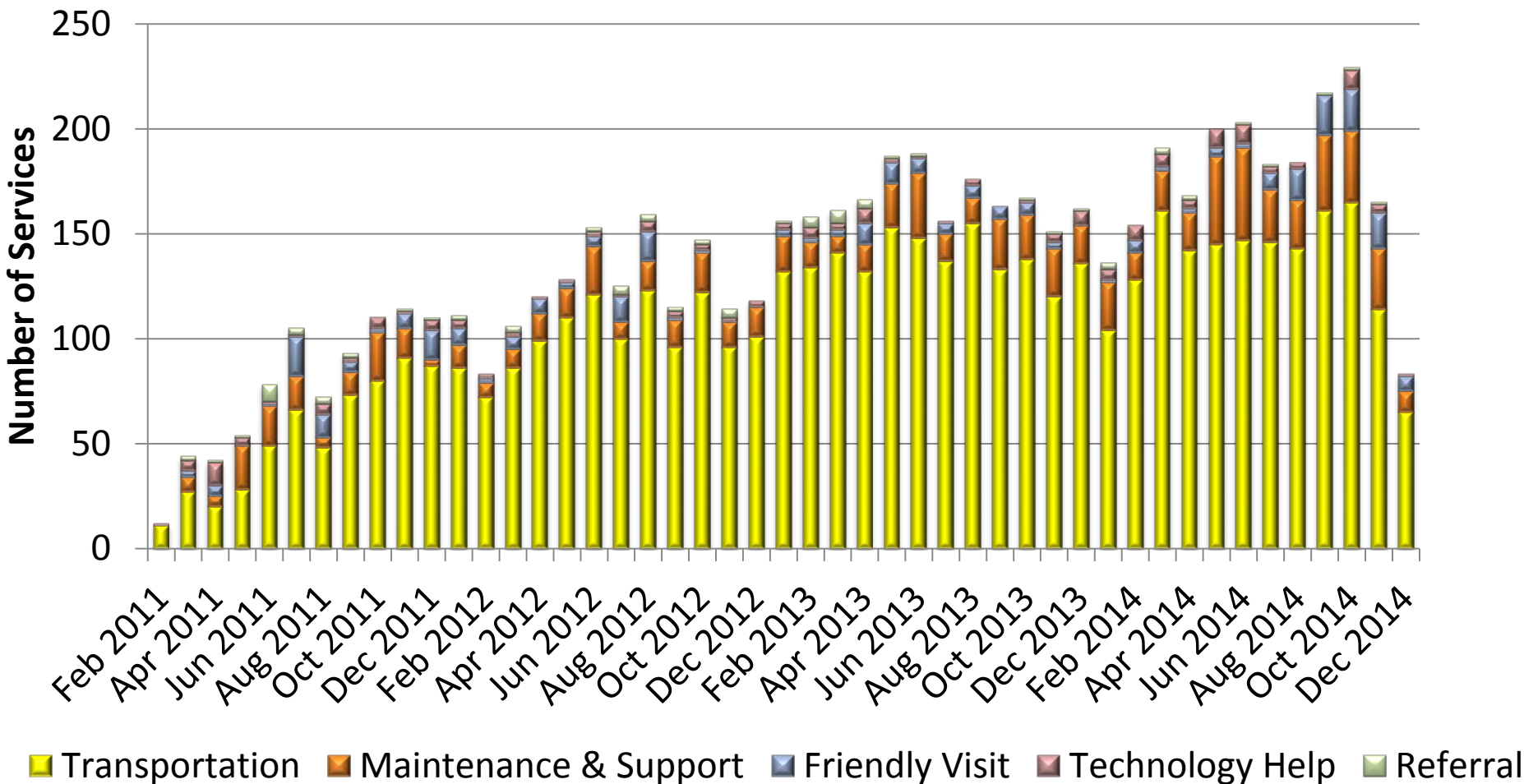
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# How Have Direct Services Varied in the Last Year?

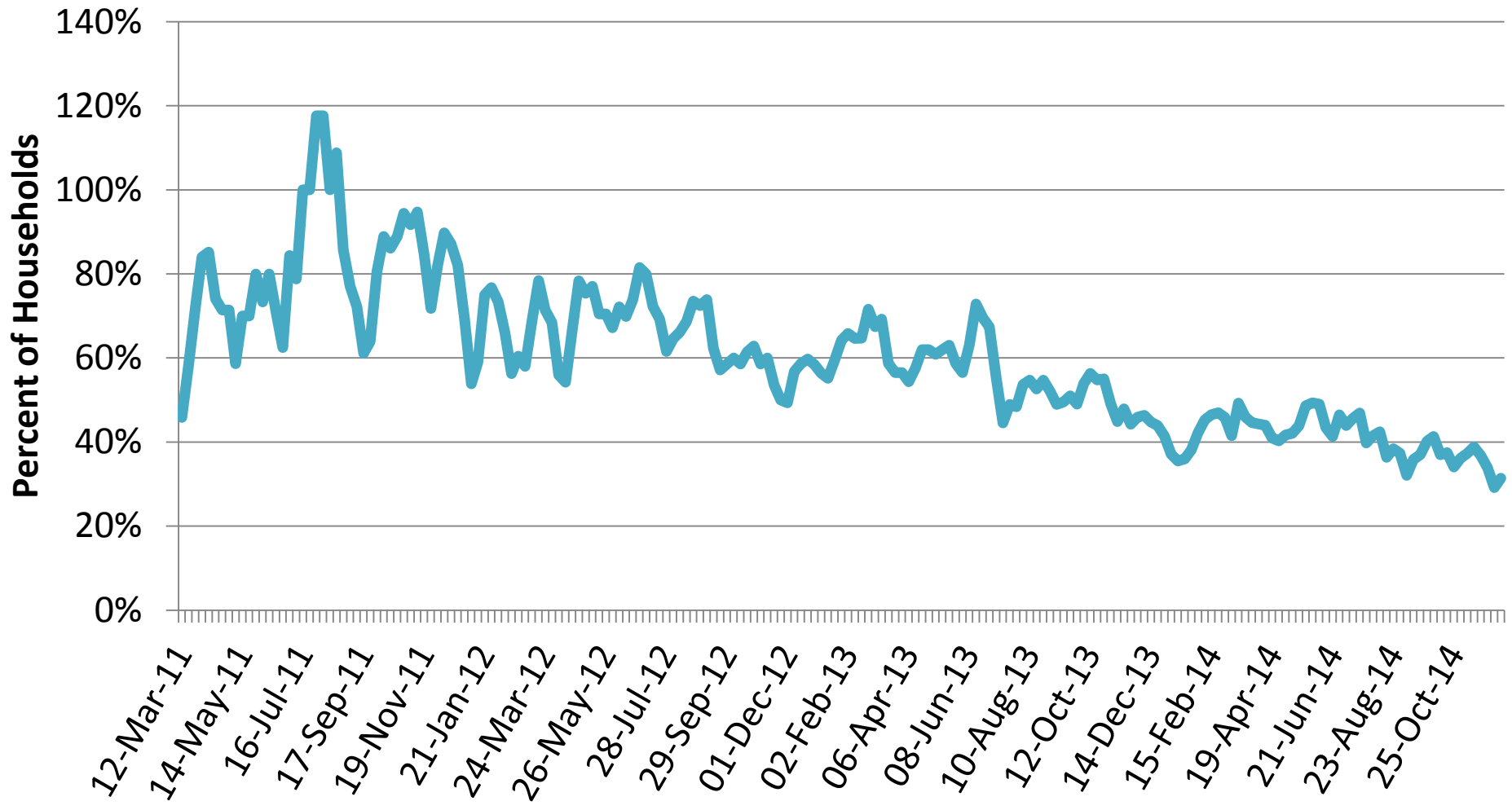


# Service Categories



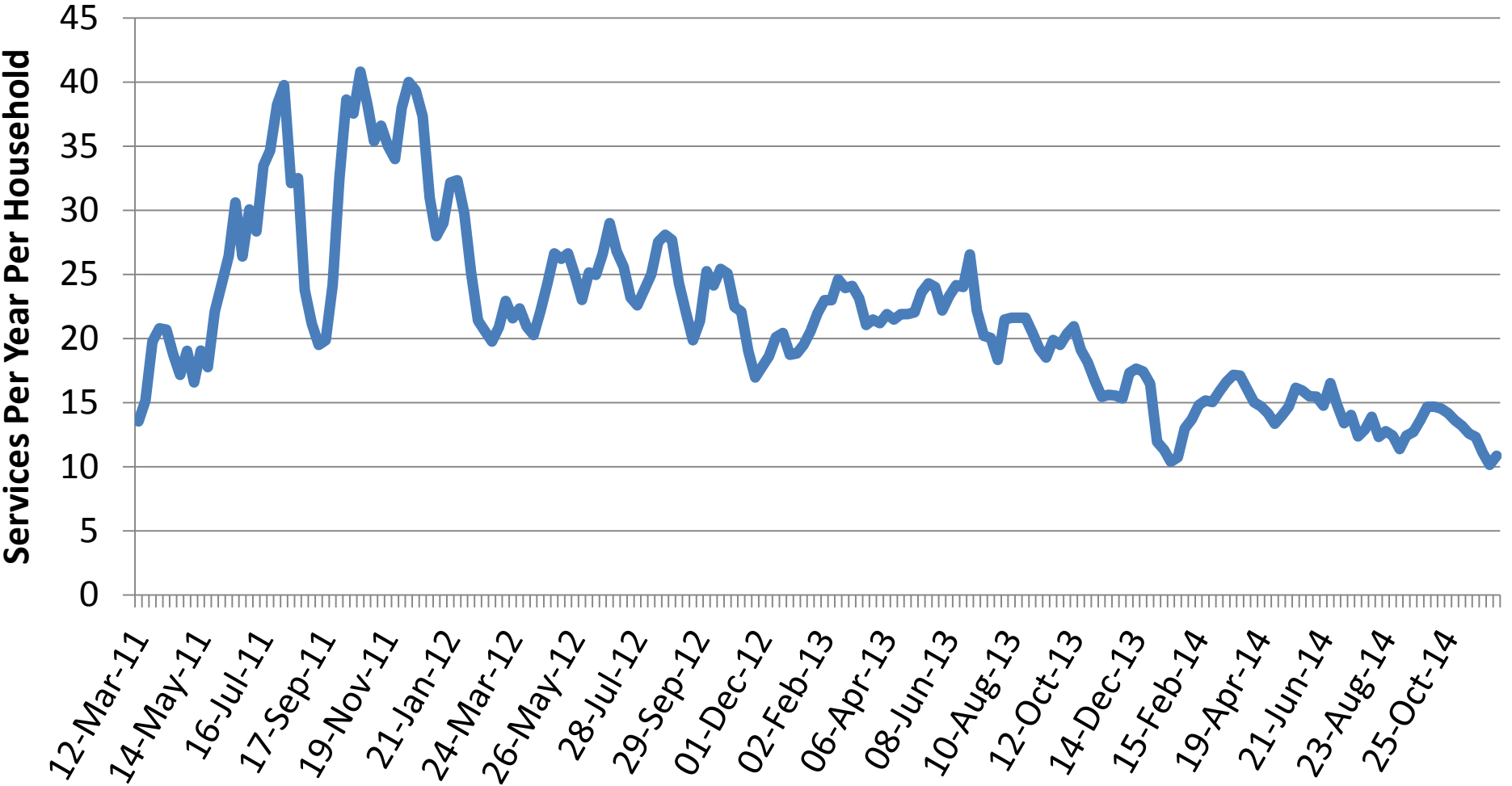


# % of Households Receiving Services in Last Four Weeks





# Annualized Rate of Services per Household in Last 4 Weeks



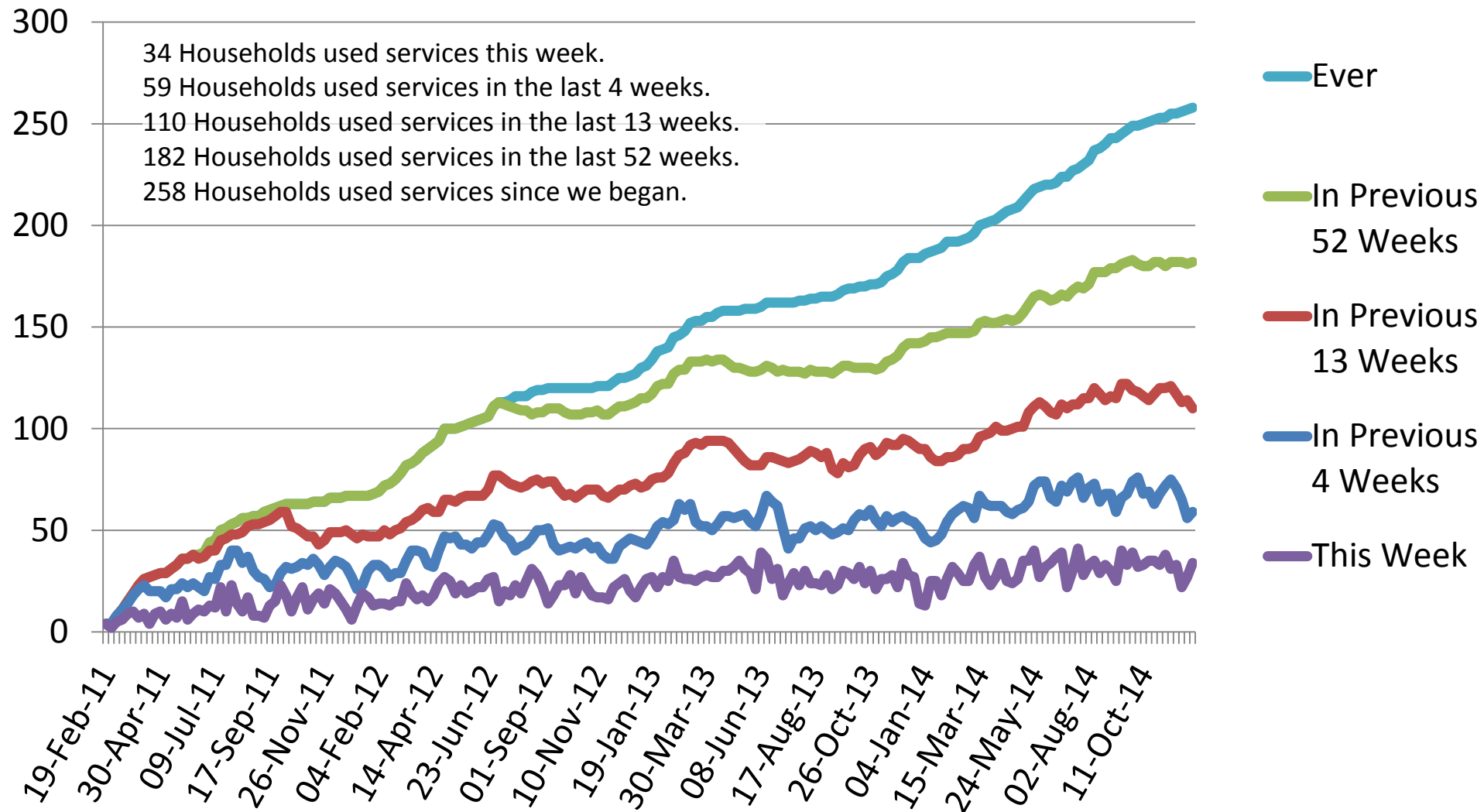
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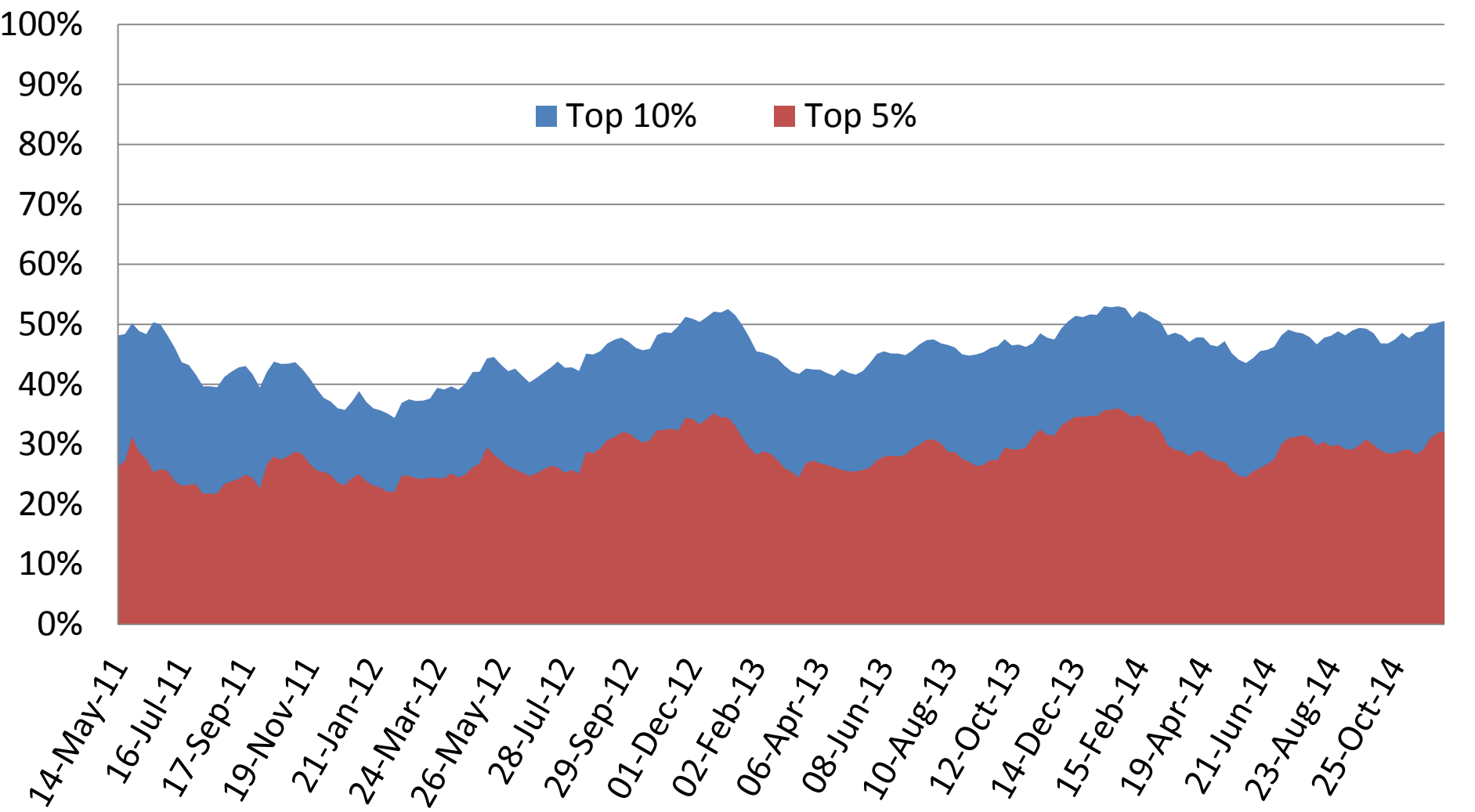


## How Many Households Served


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# Heaviest Users of Services



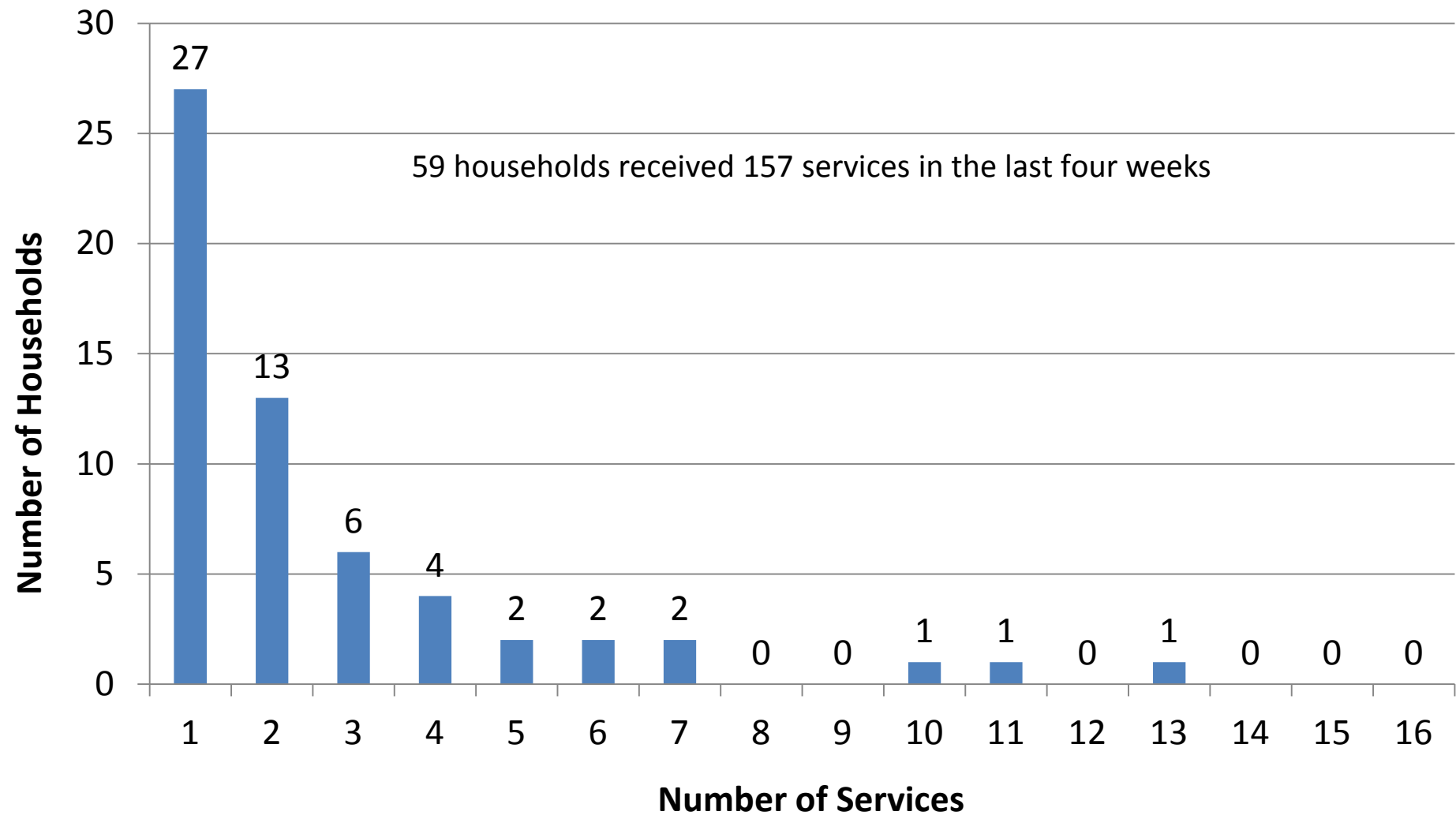
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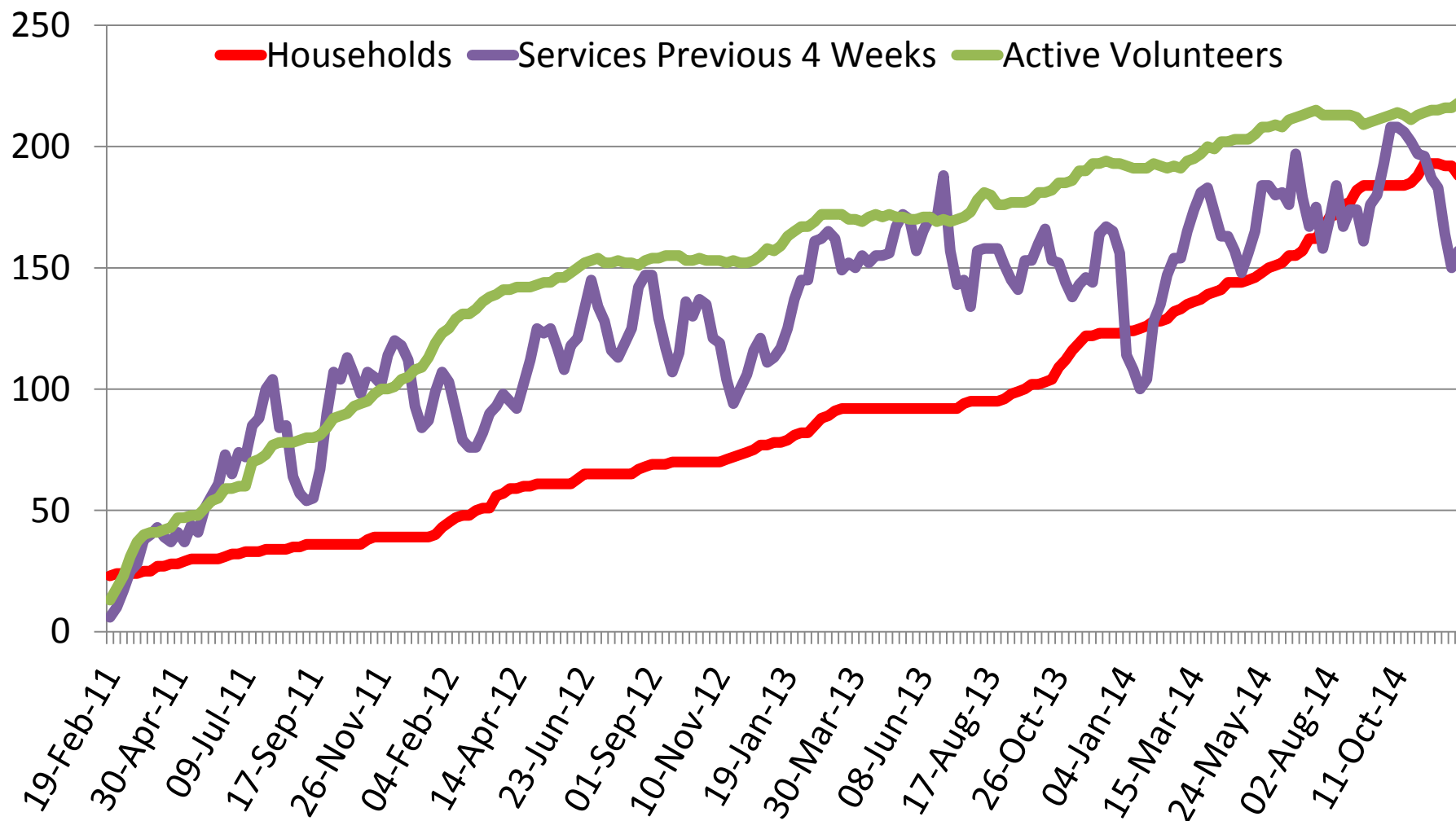


# Rate of Direct Services in Last 4 Weeks

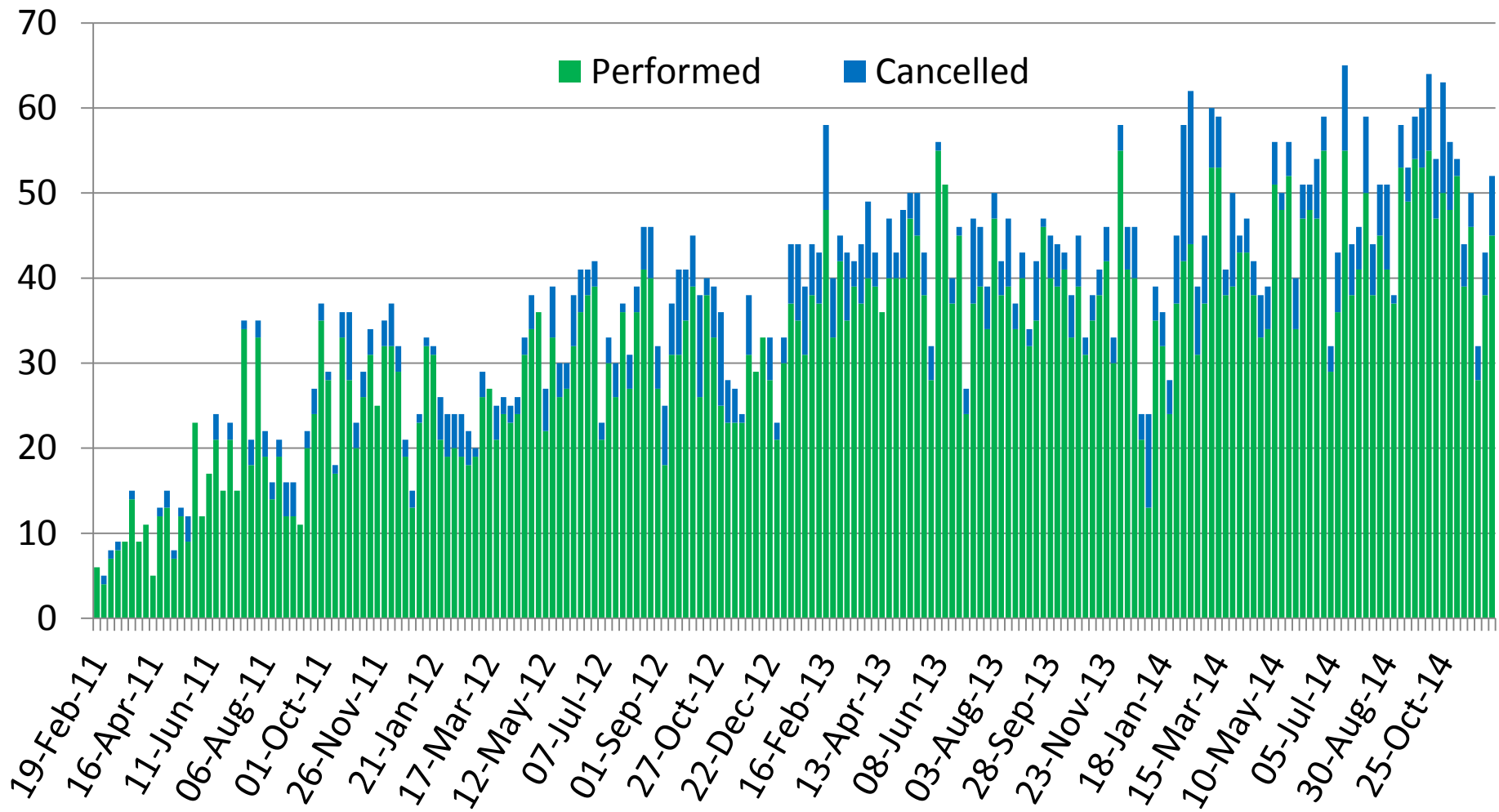




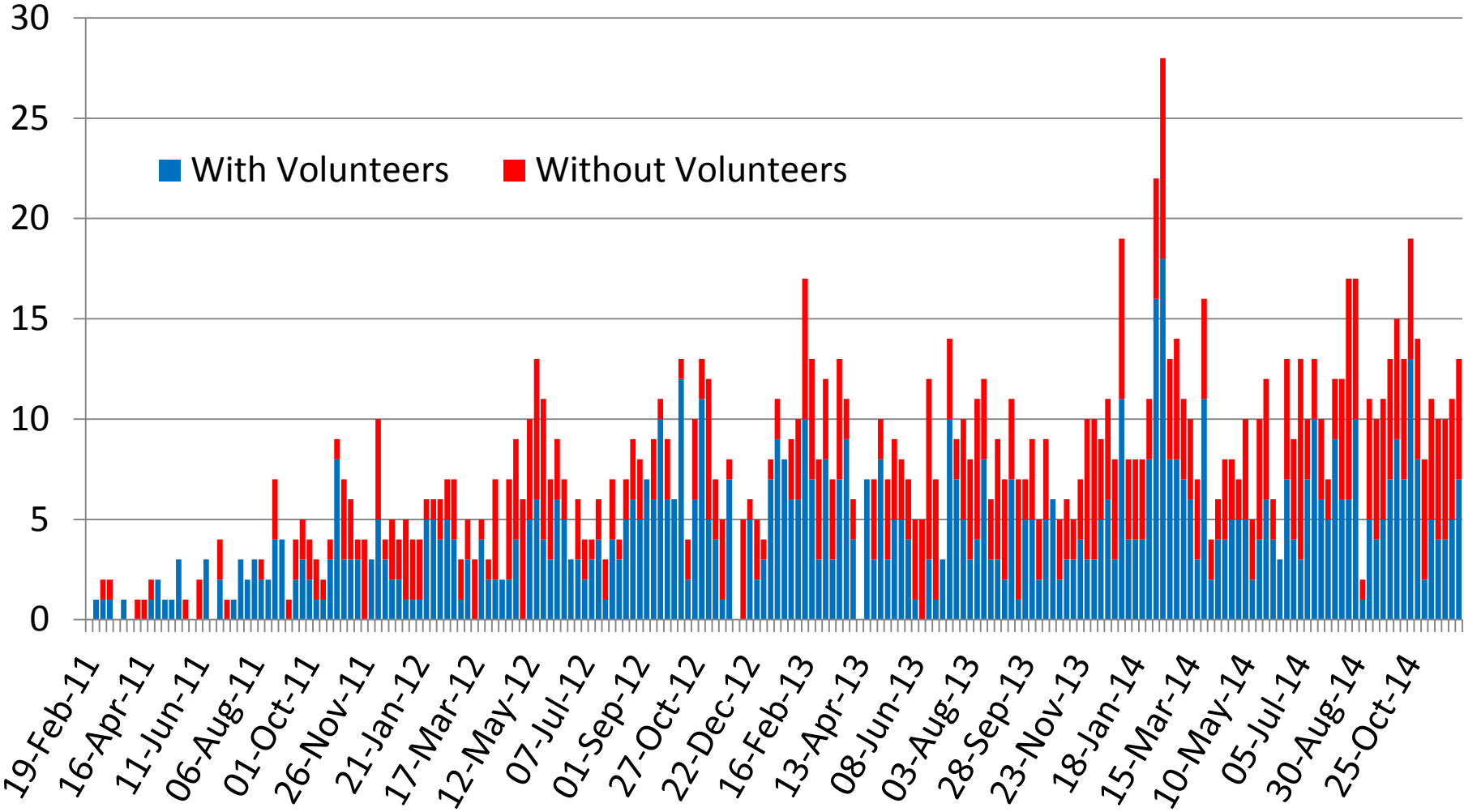
## Members, Volunteers, and Services in Last 4 weeks



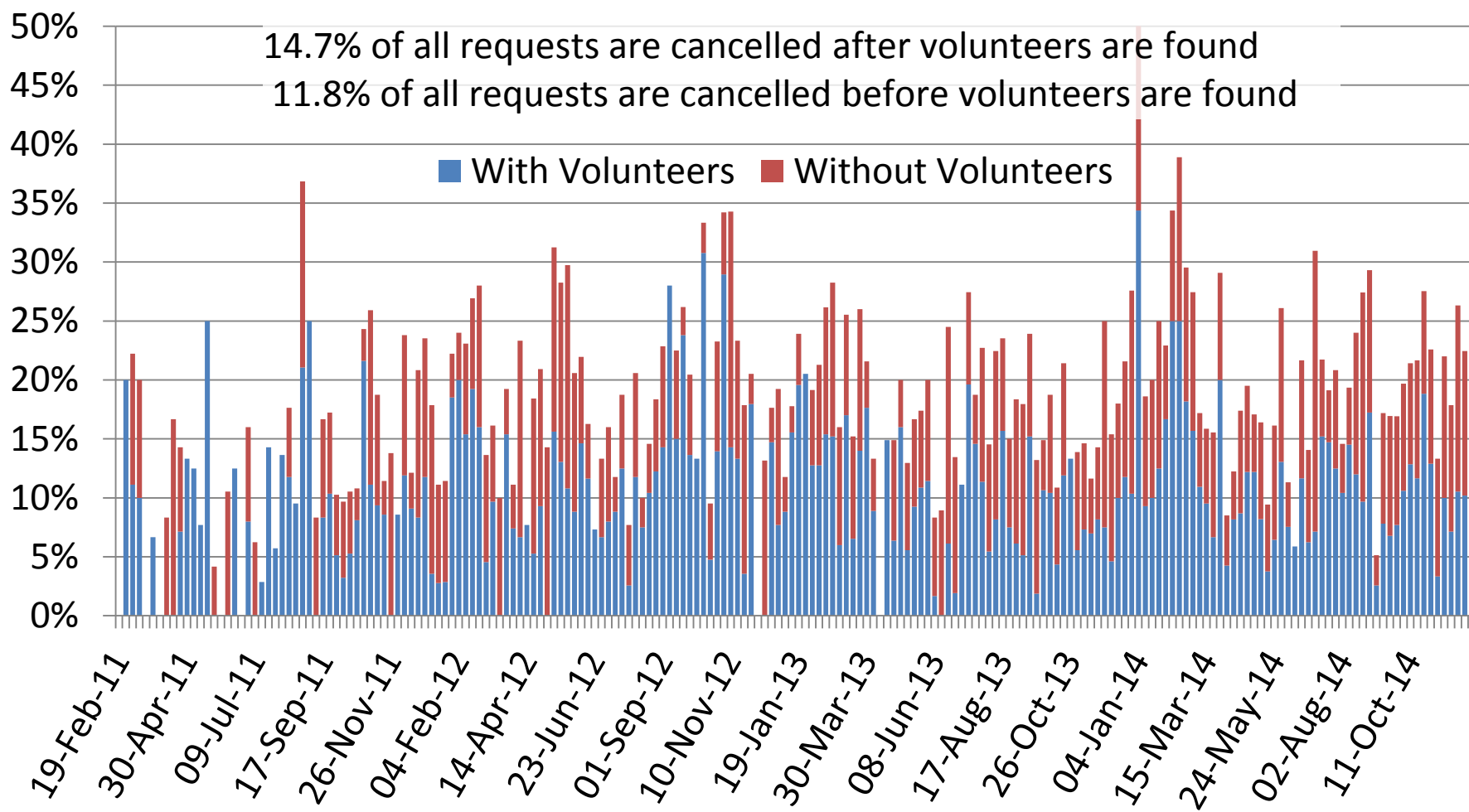
# Services Filled



# All Cancelled Services



## Cancellations as a Percentage of Requests



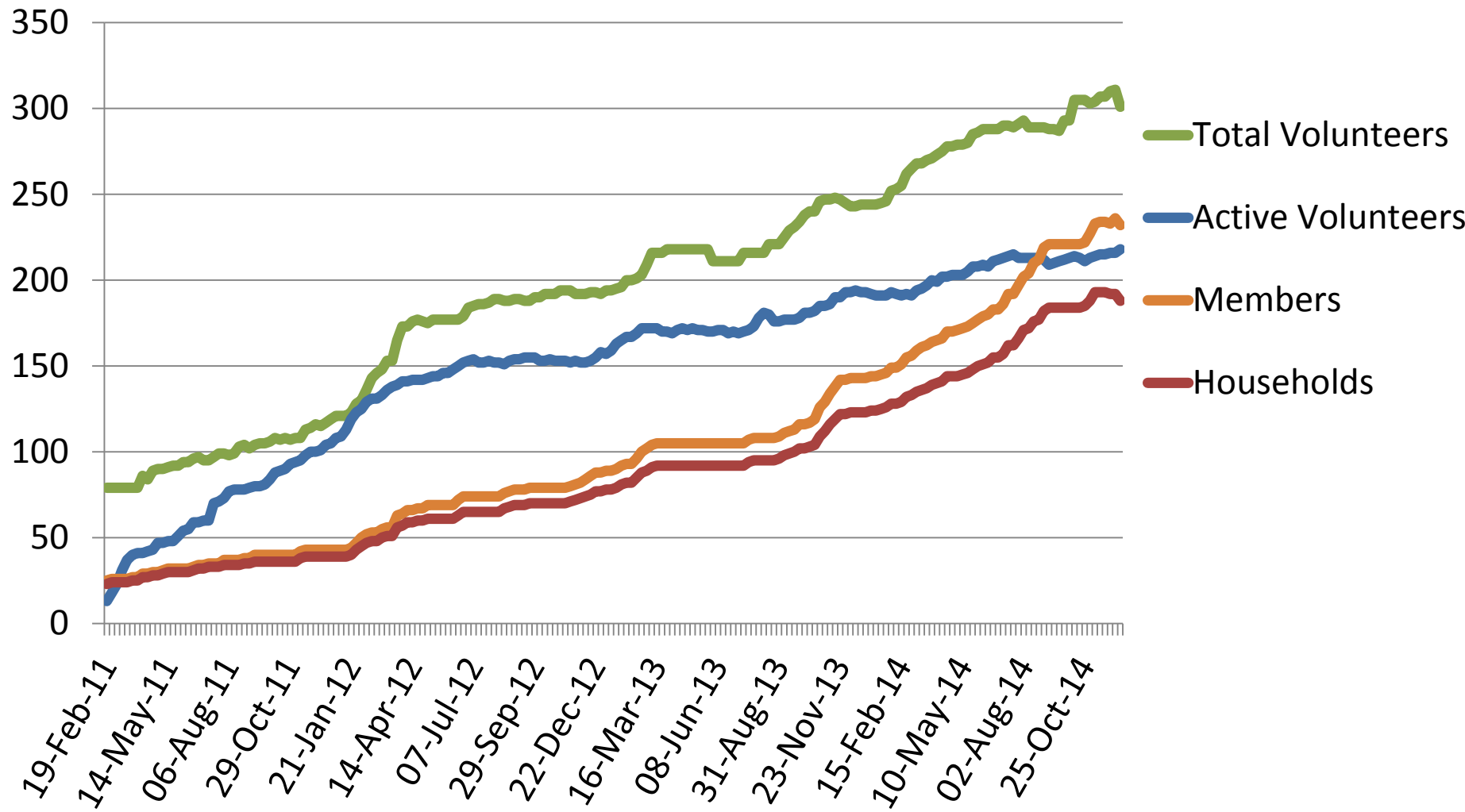
# **HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?**

## 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
  - 44 Volunteers provided services this week.
  - 99 Volunteers provided services in the last 4 weeks.
  - 155 Volunteers provided services in the last 13 weeks.
  - 218 Volunteers provided services in the last 52 weeks.
  - 296 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.

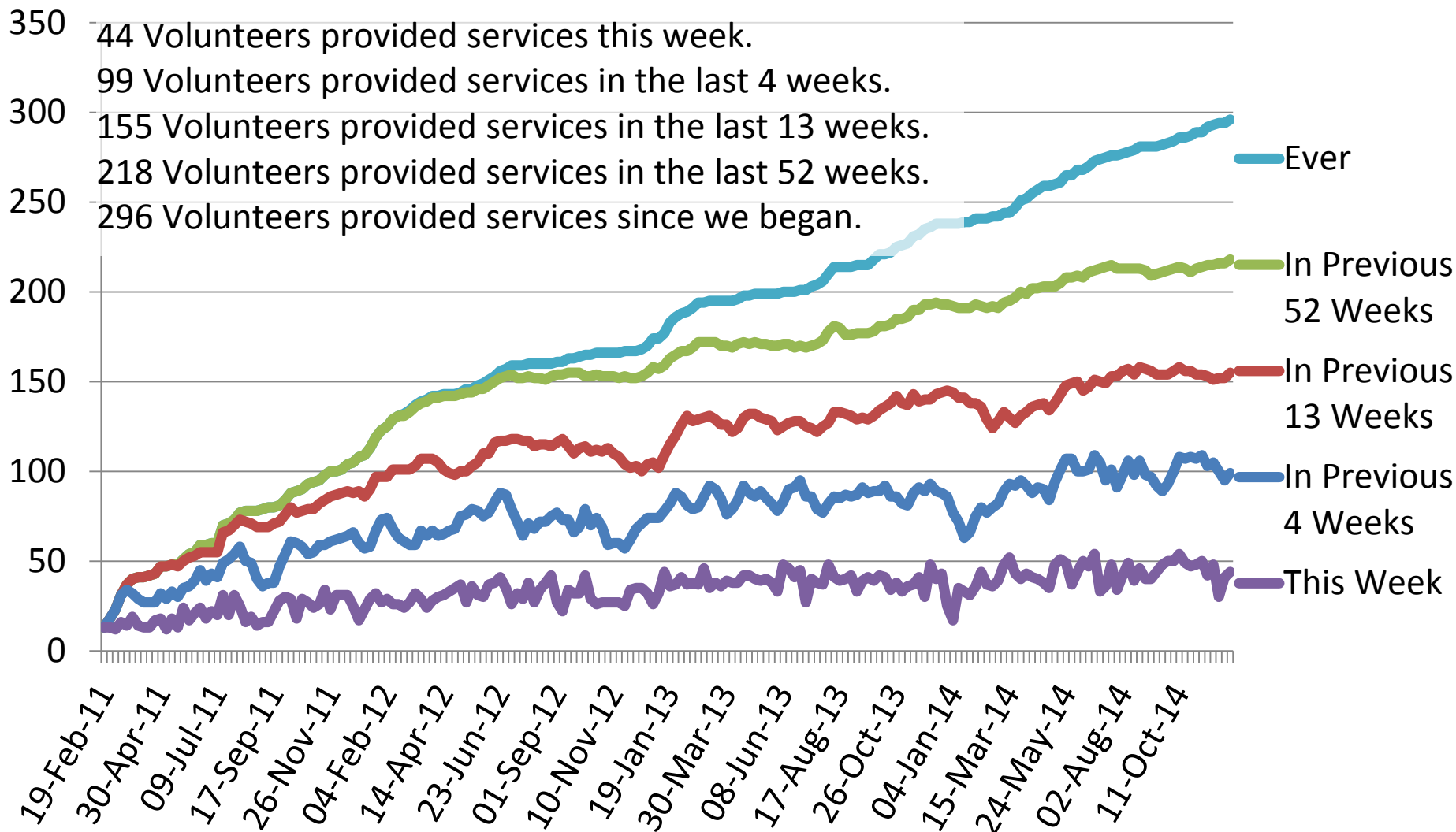


# Members, Households and Volunteers



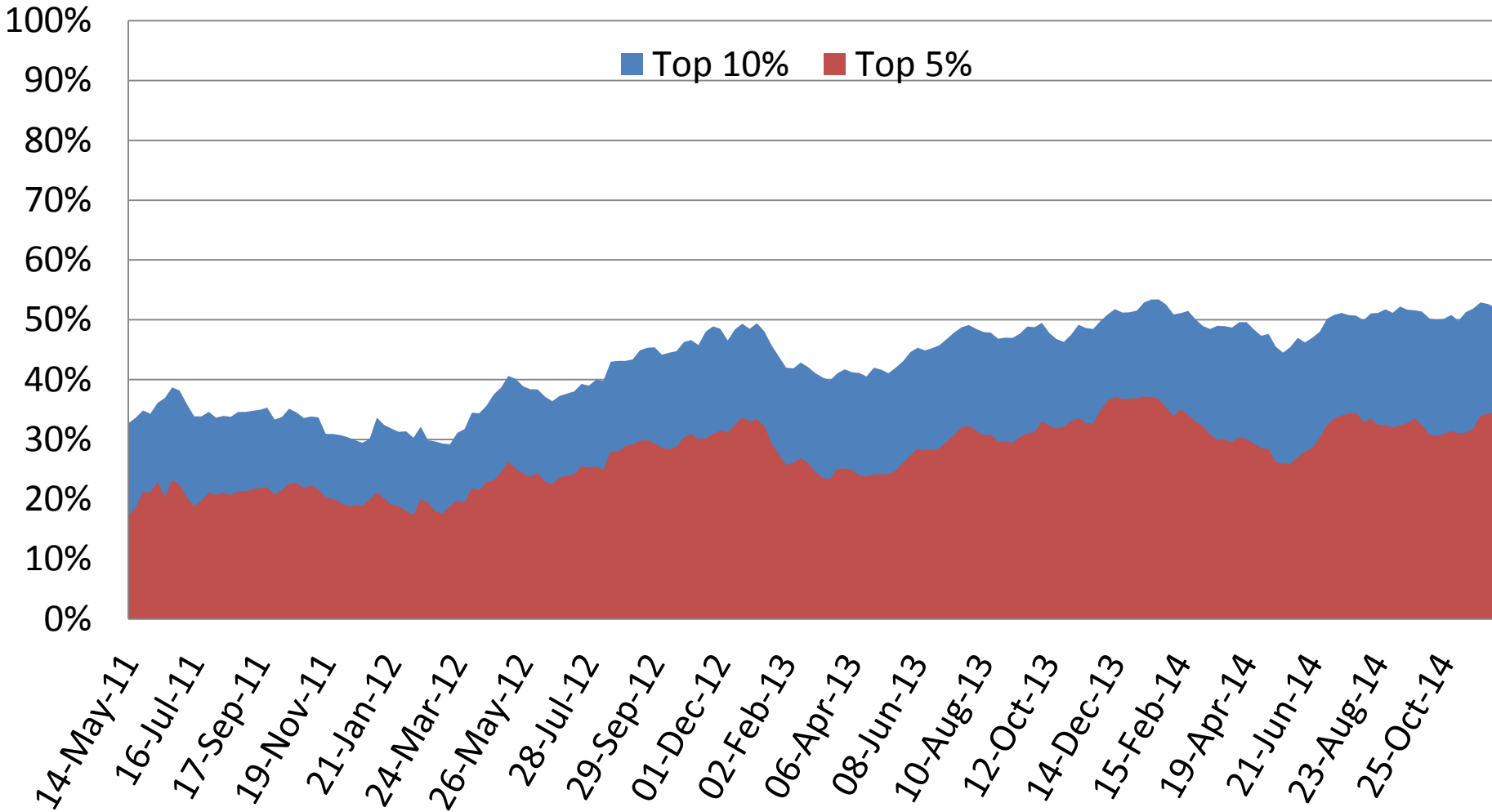


## Volunteers Who Provided a Service





# Most Active Volunteers During Previous Four Weeks

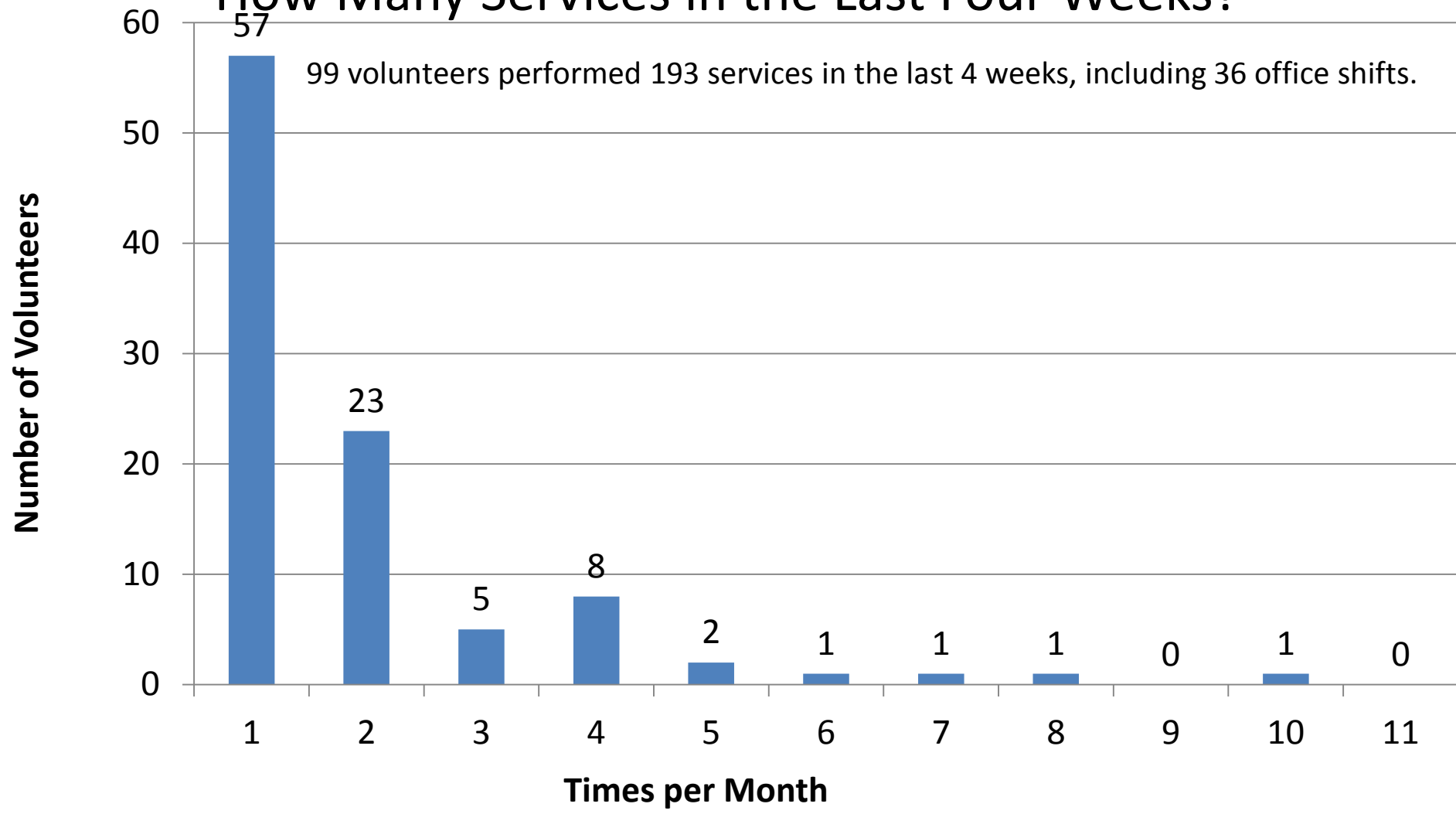


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# How Many Services in the Last Four Weeks?



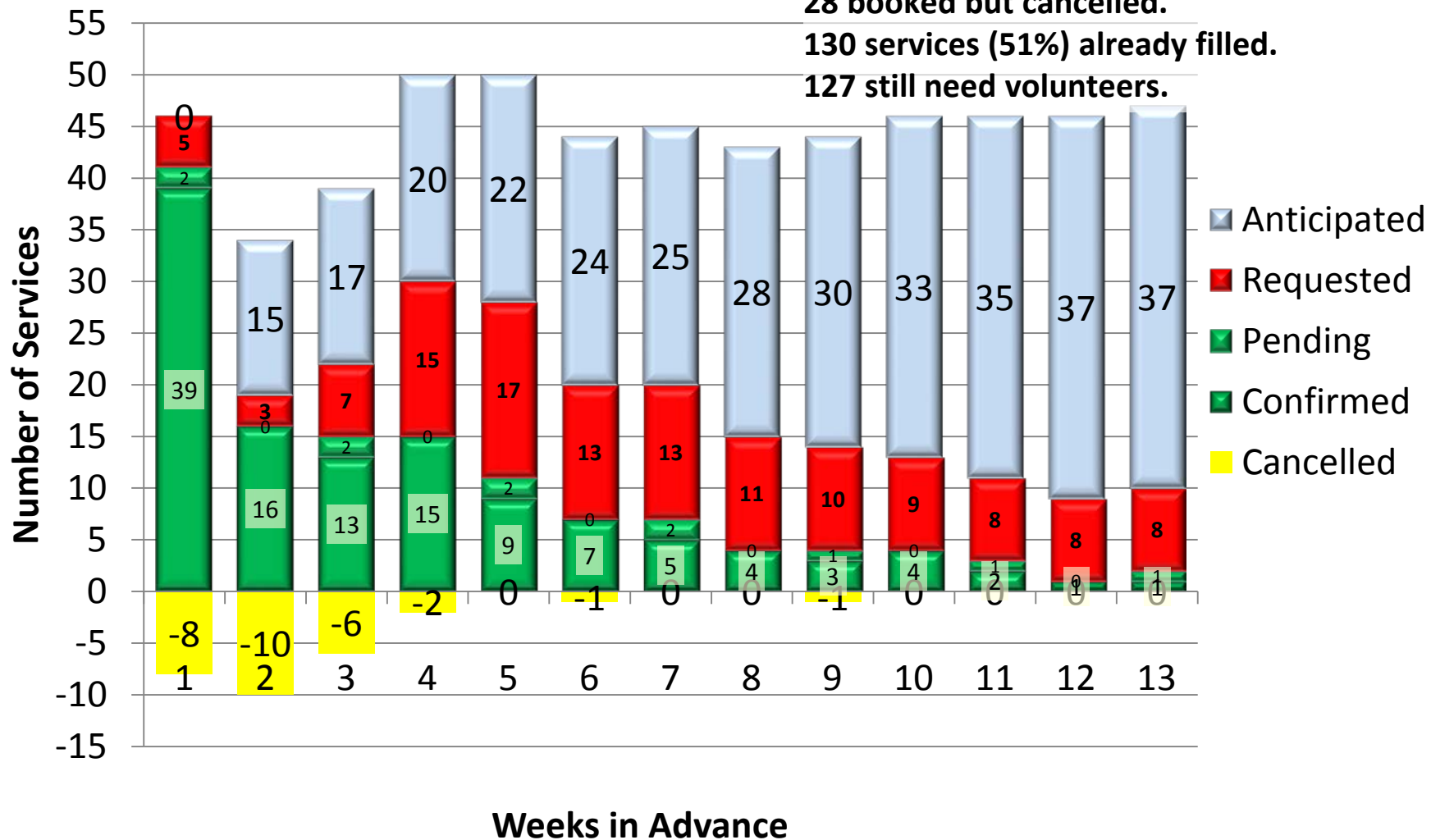
## Service Requests on the Books

257 services needed for the next 13 weeks.

28 booked but cancelled.

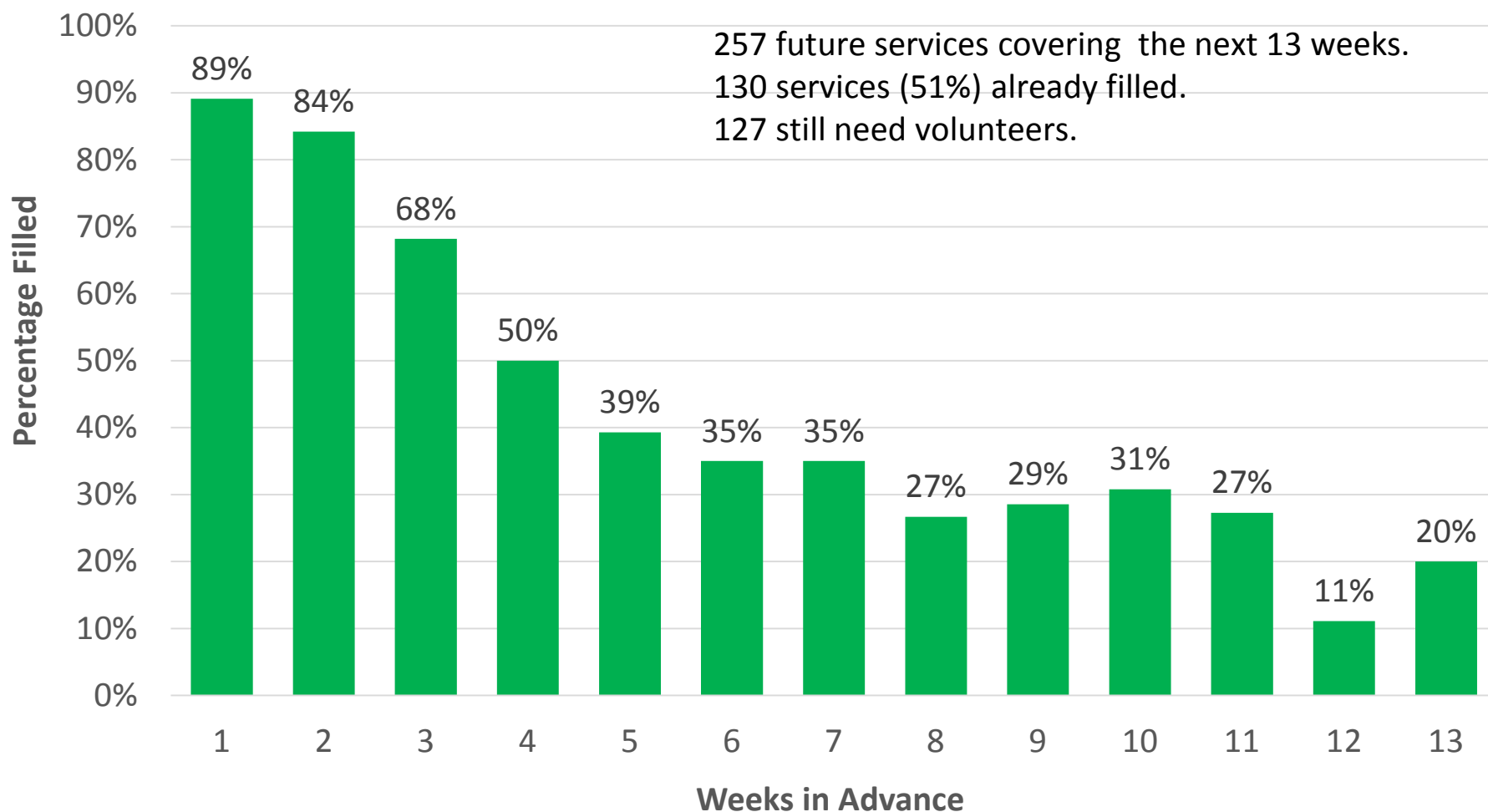
130 services (51%) already filled.

127 still need volunteers.



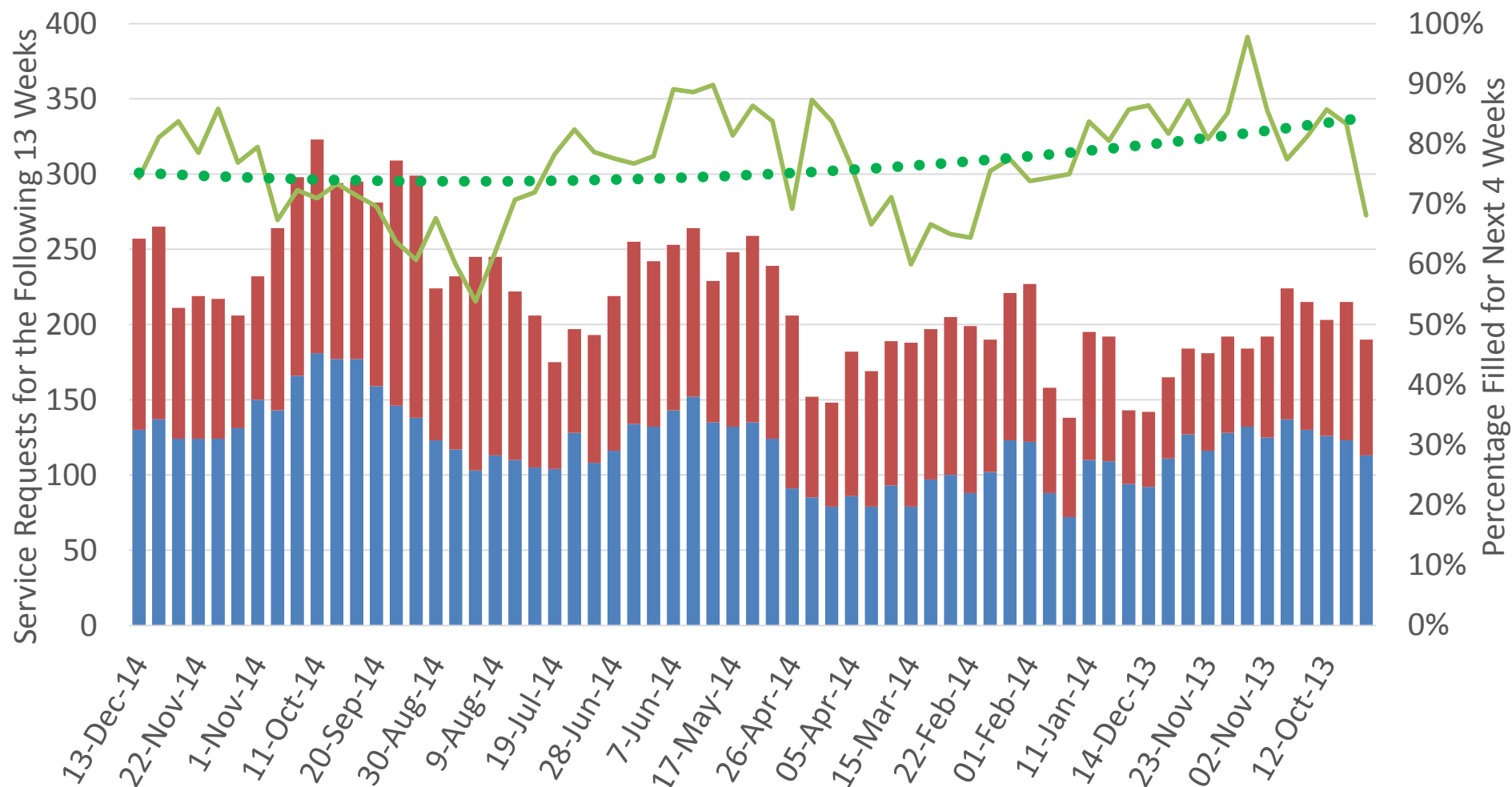


## Percentage of Services for Next 13 Weeks Filled

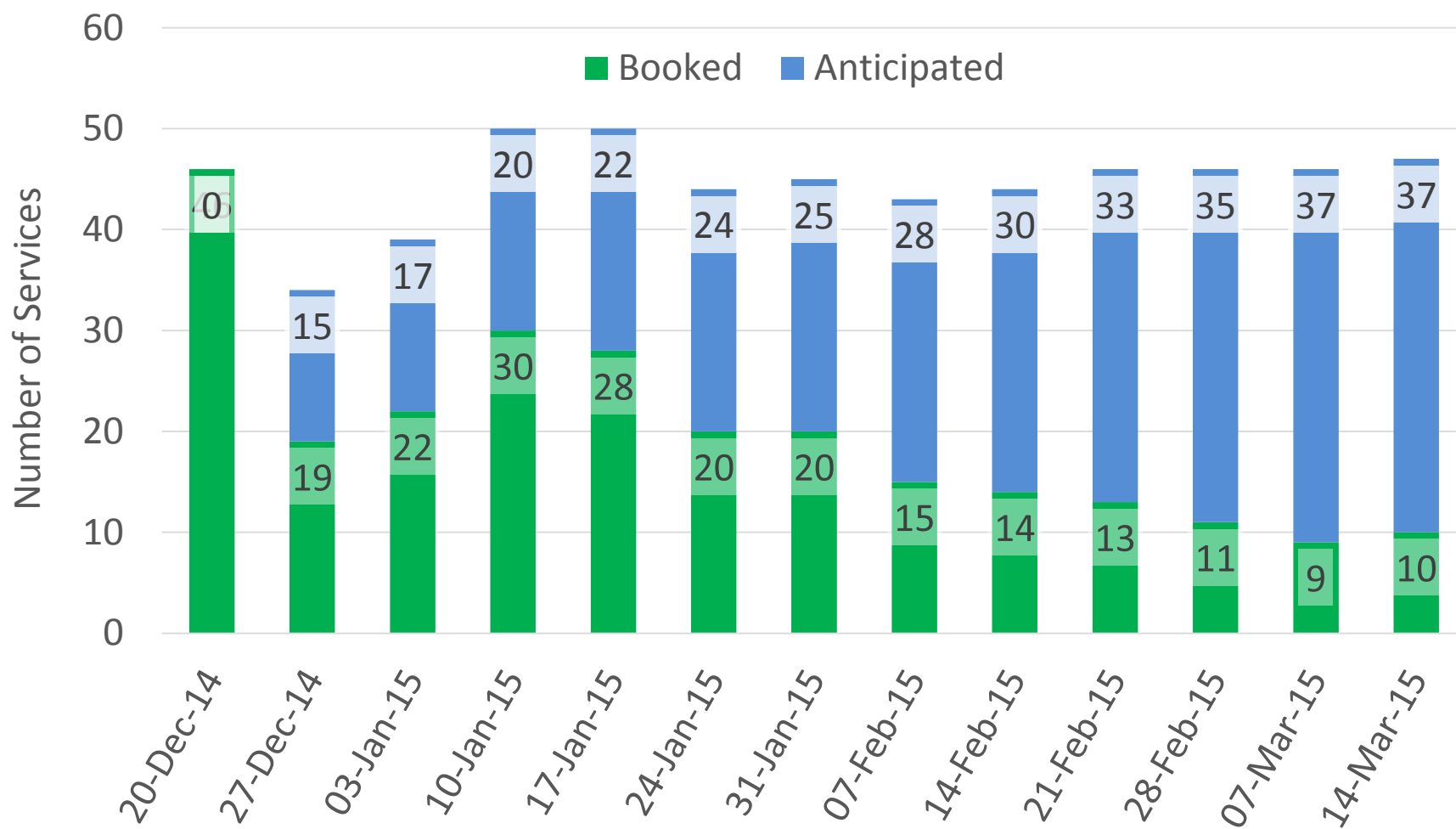


# History of Future Requests

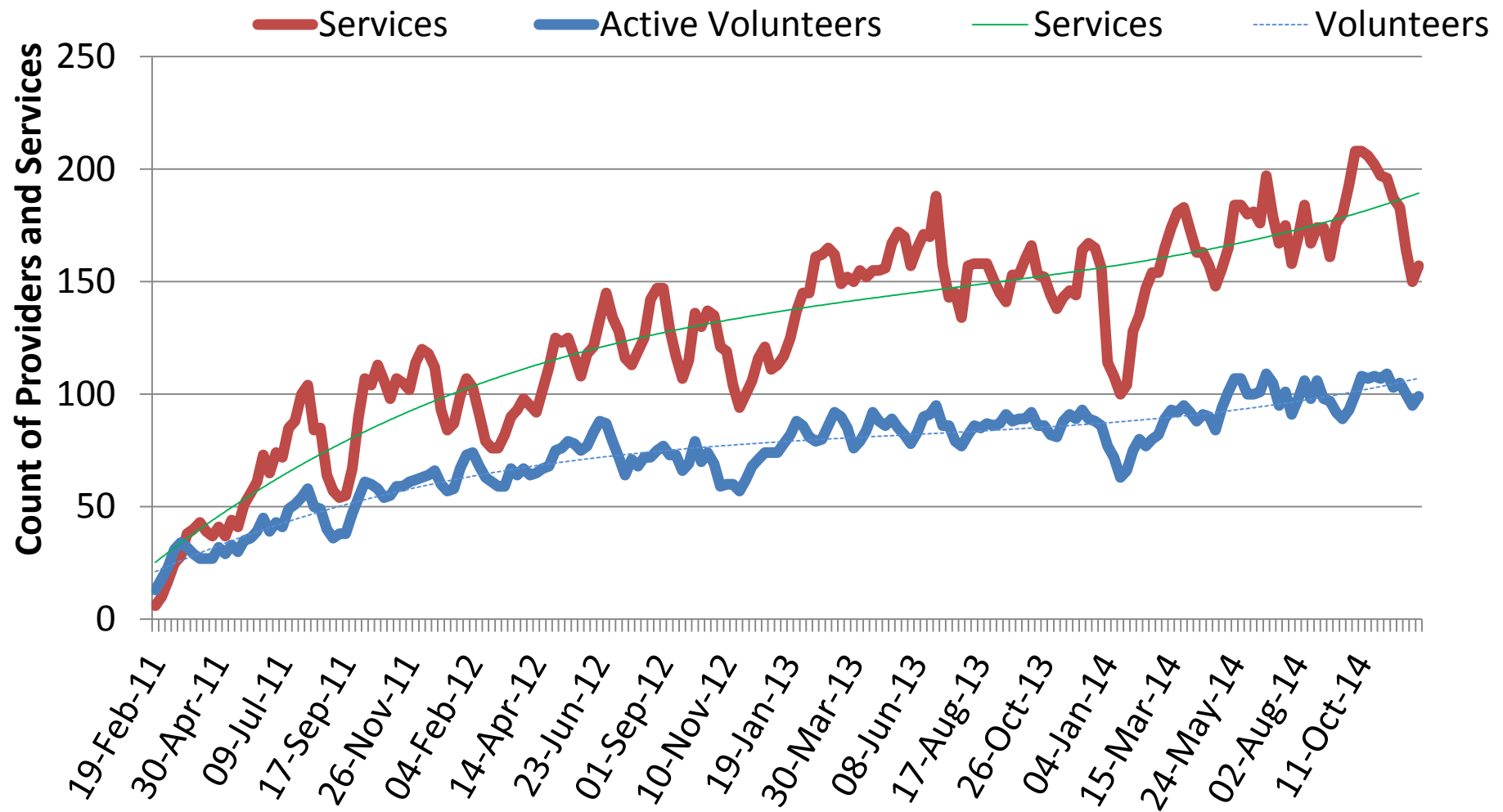
■ Filled
 ■ Unfilled
 — Percentage Filled Next 4 Weeks
 ● ● ● trend



## Projected Future Services

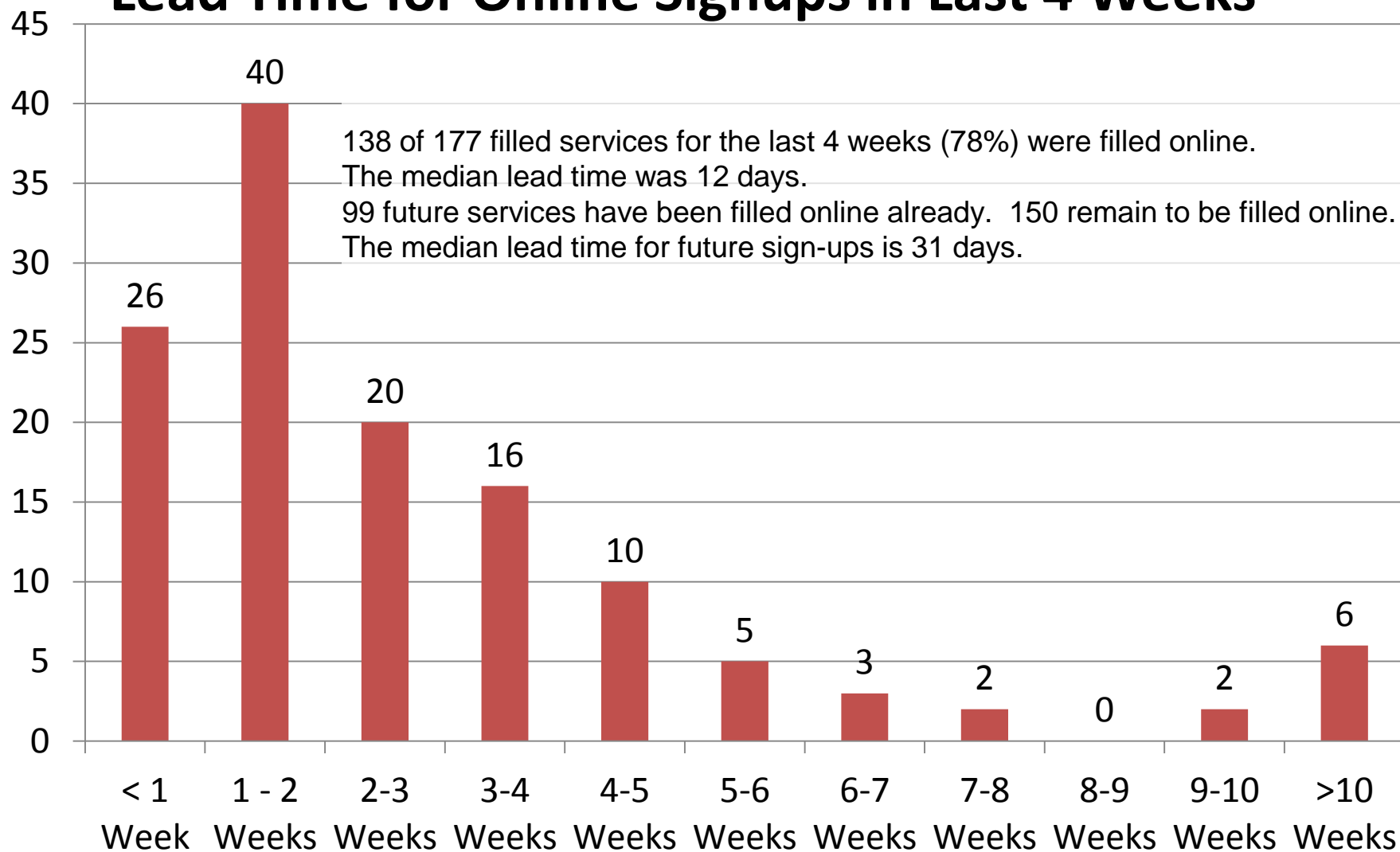


# Volunteers and Services Previous 4 Weeks

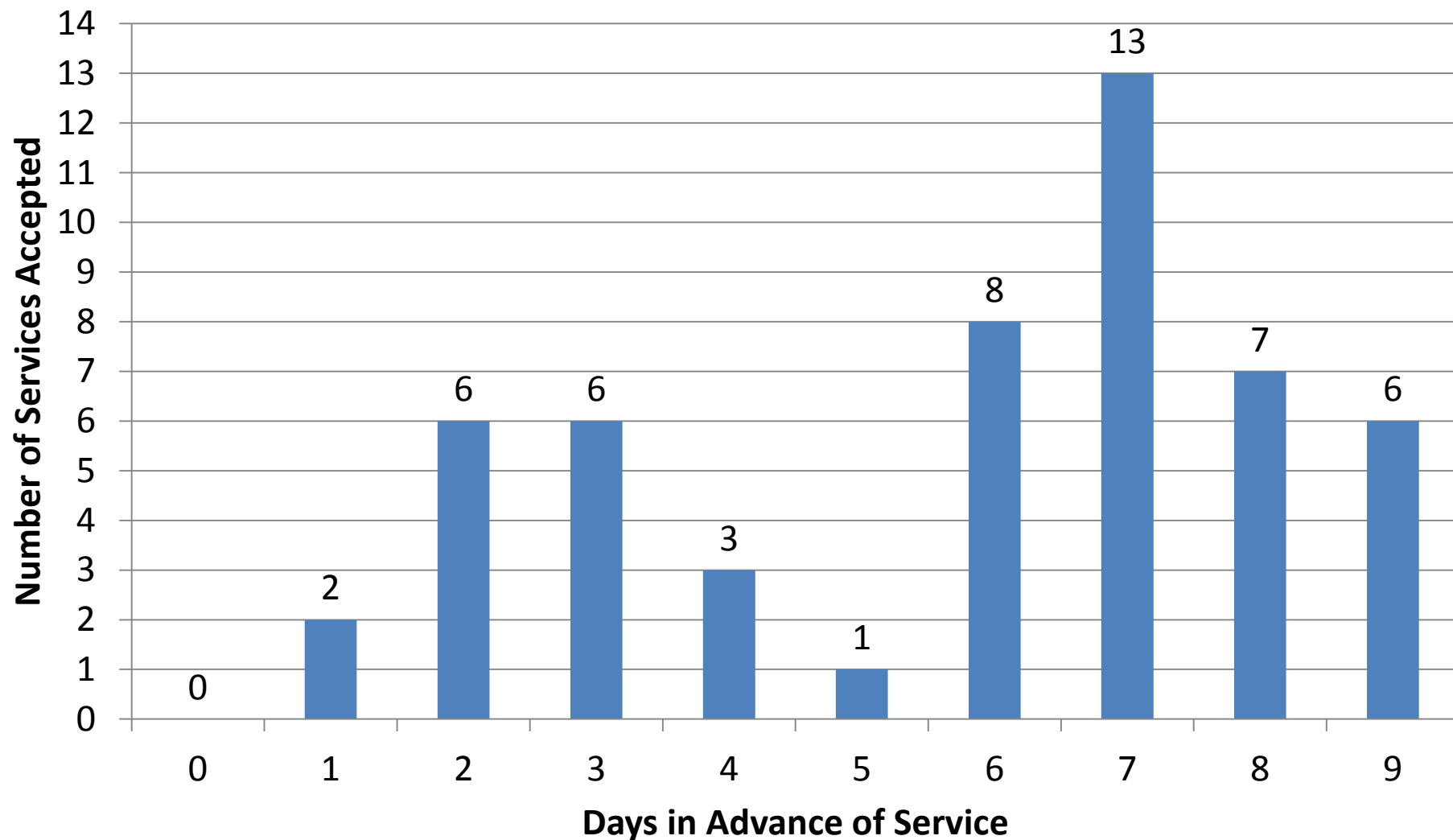


# HOW IS ONLINE SIGNUP WORKING?

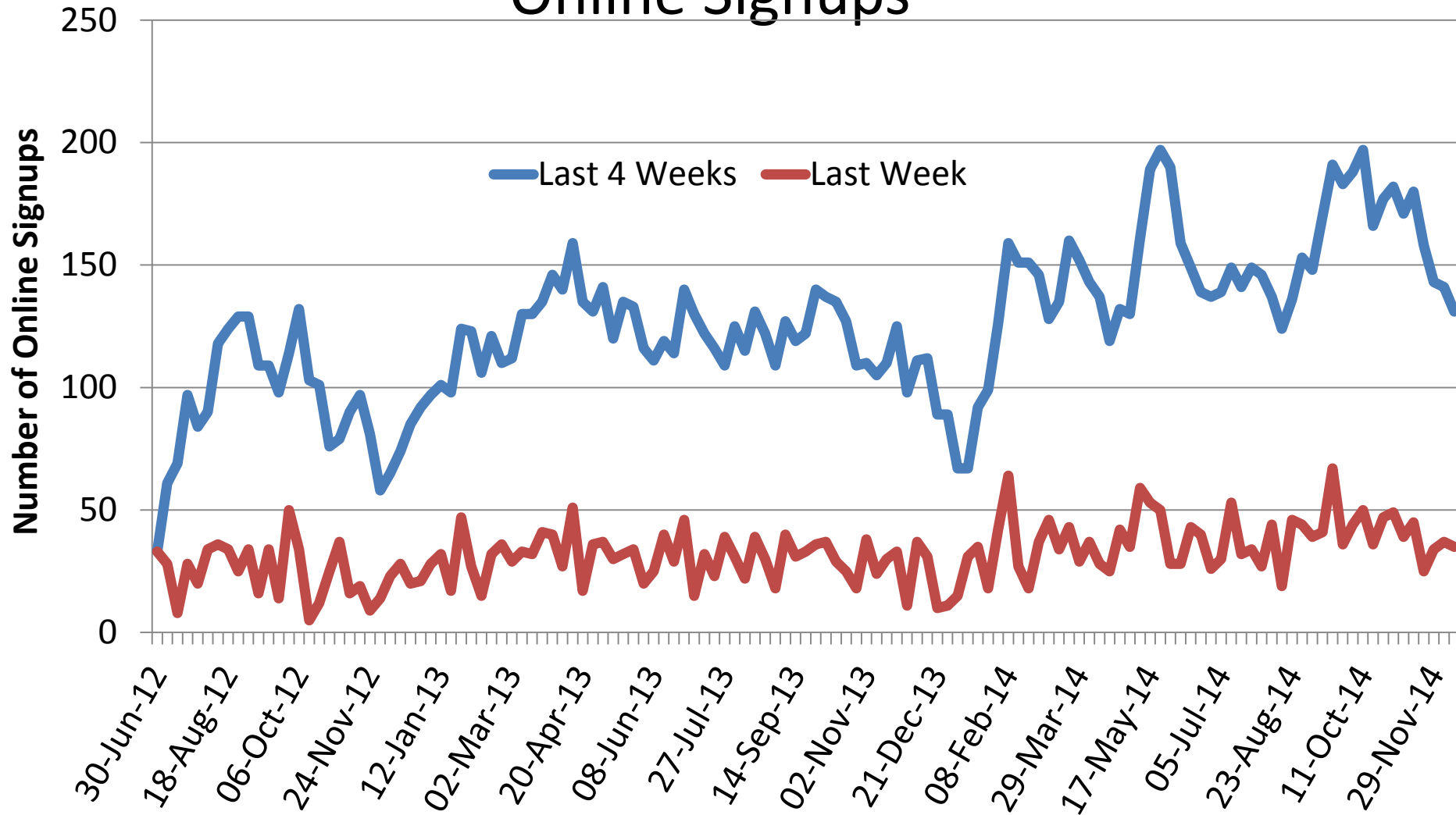
## Lead Time for Online Signups in Last 4 Weeks



## Short Term Online Signup in the Last 4 Weeks



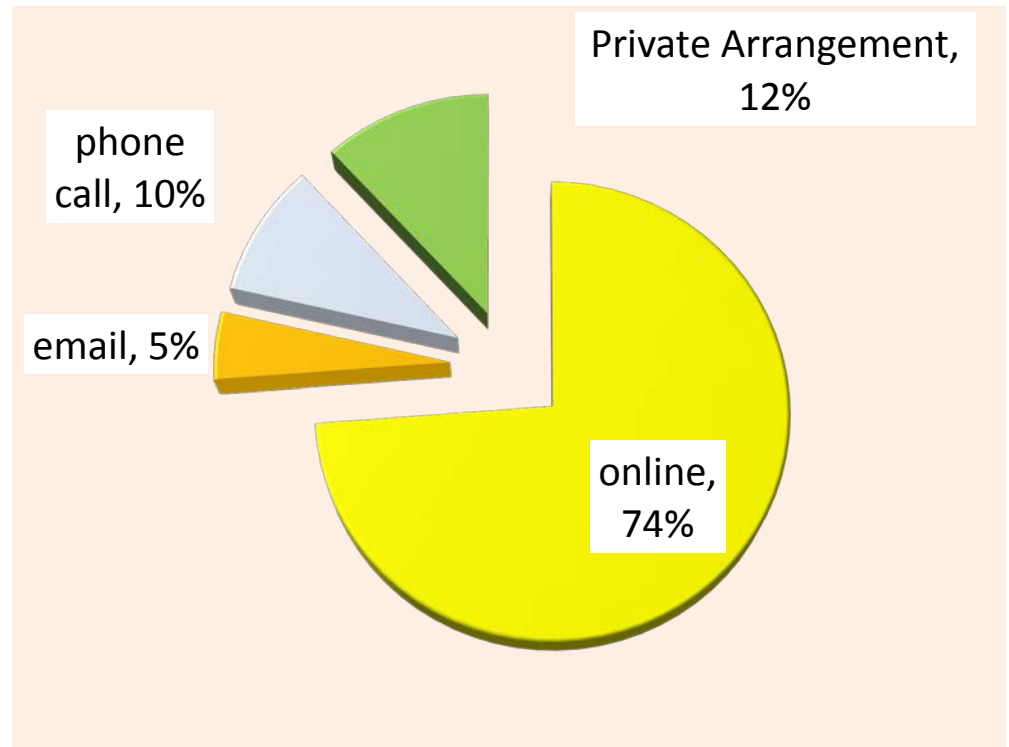
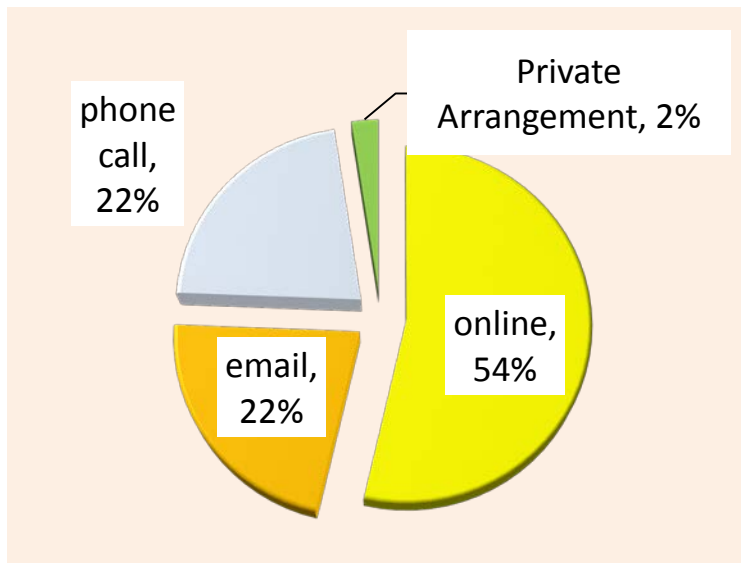
## Online Signups



## 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



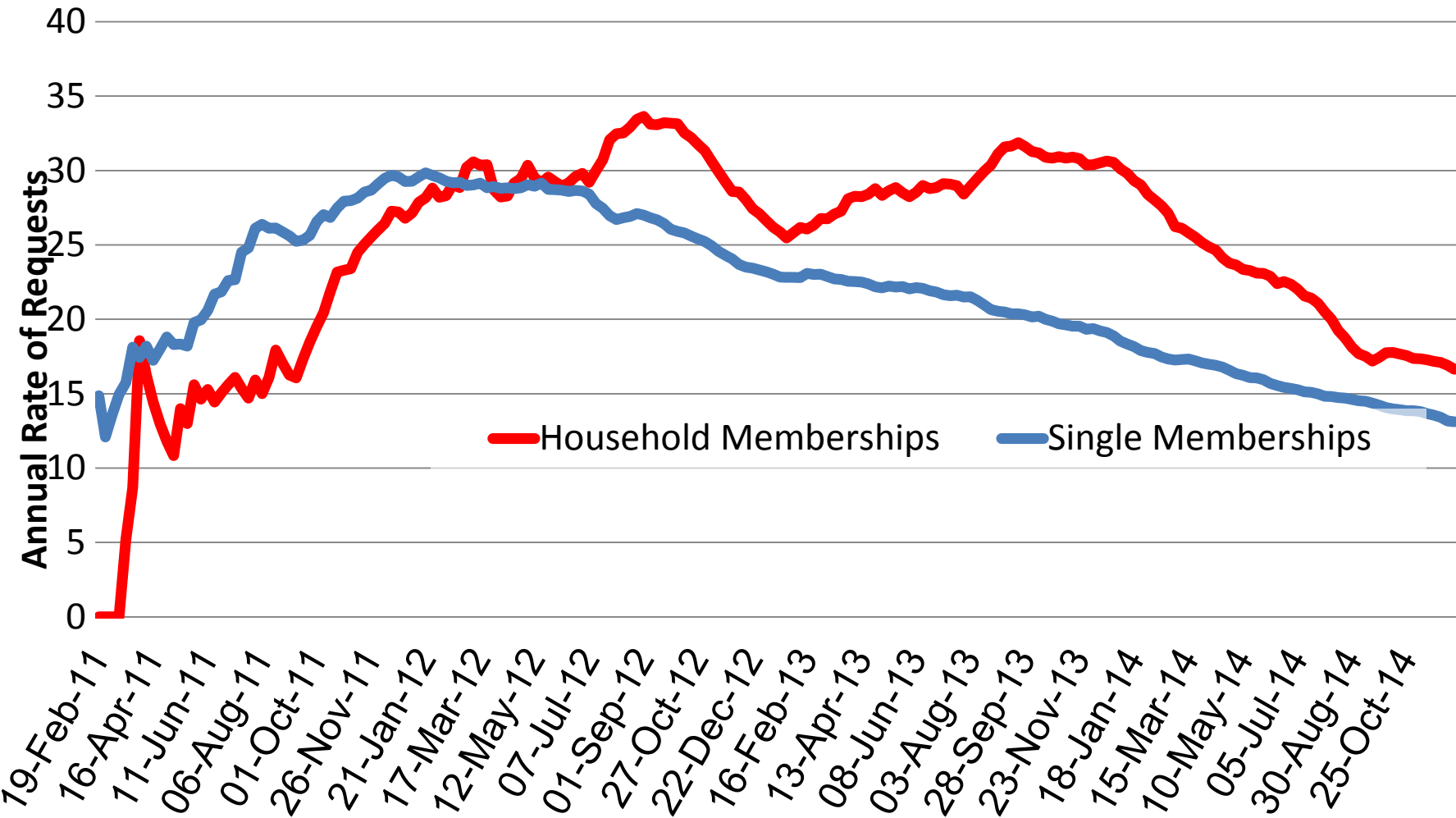
Phone calls were used mostly for handyman, where the first person reached usually says yes.

## 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



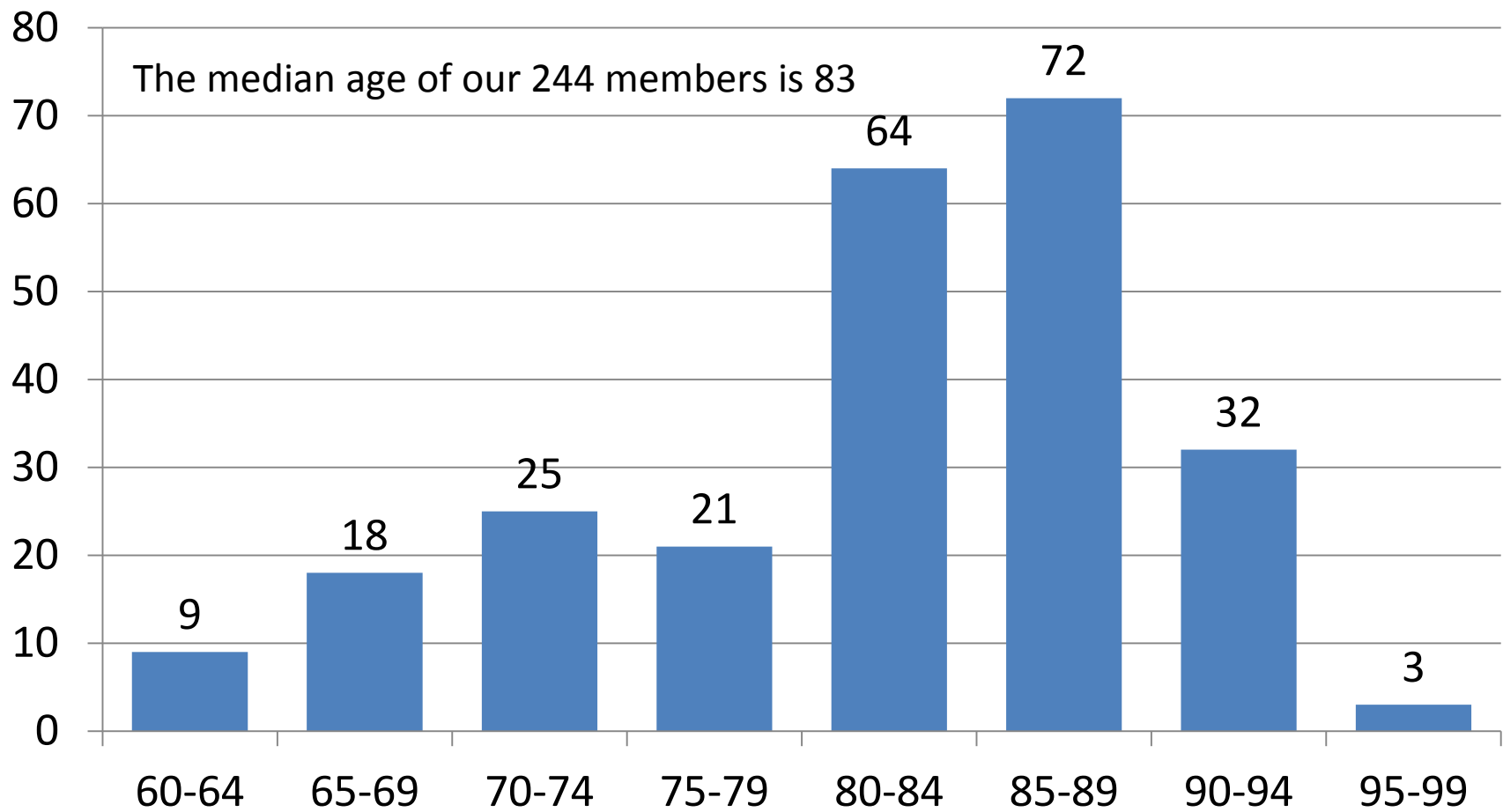
Household Memberships Single Memberships

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

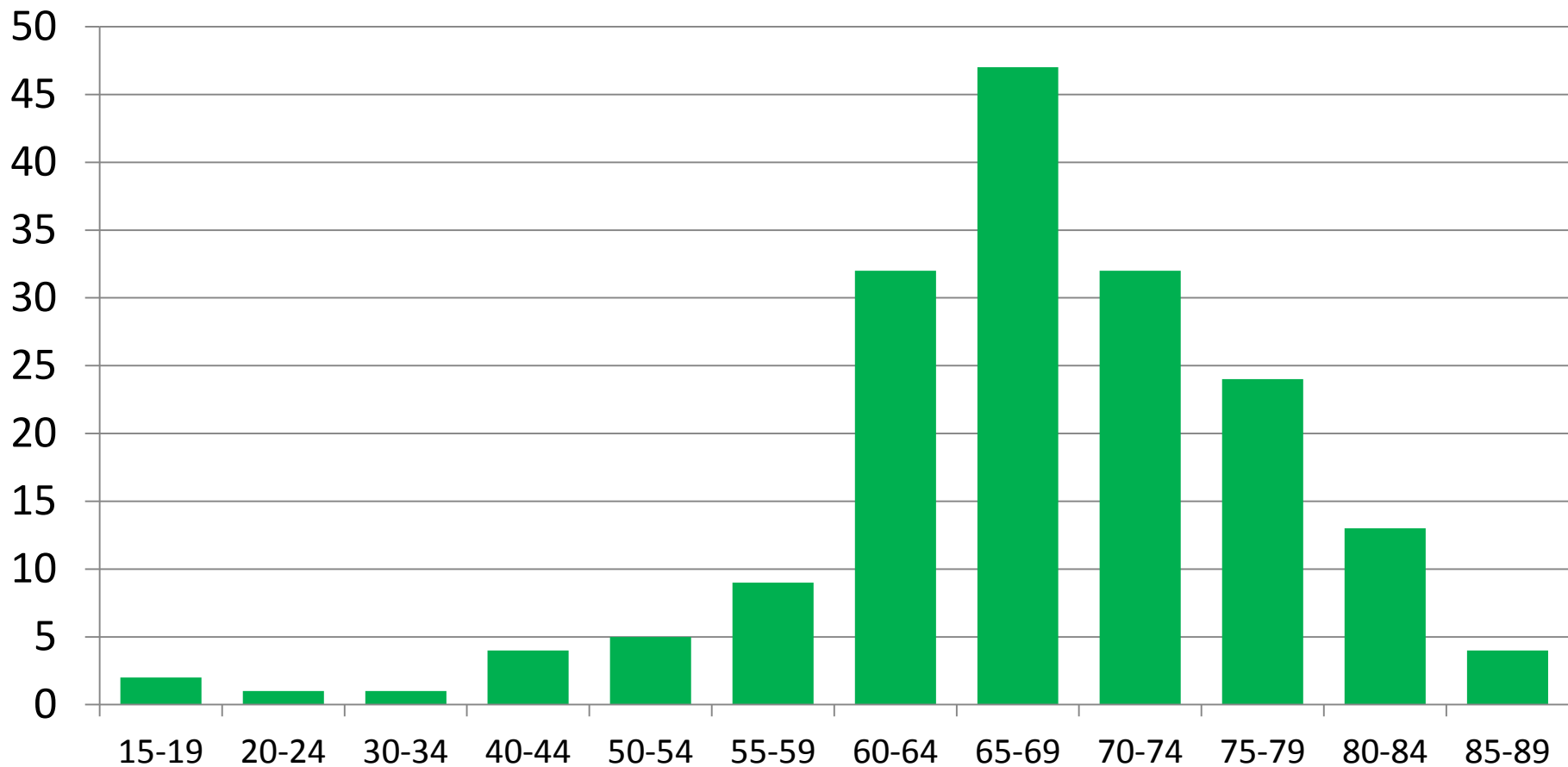
## Analysis by Age Group

- 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.

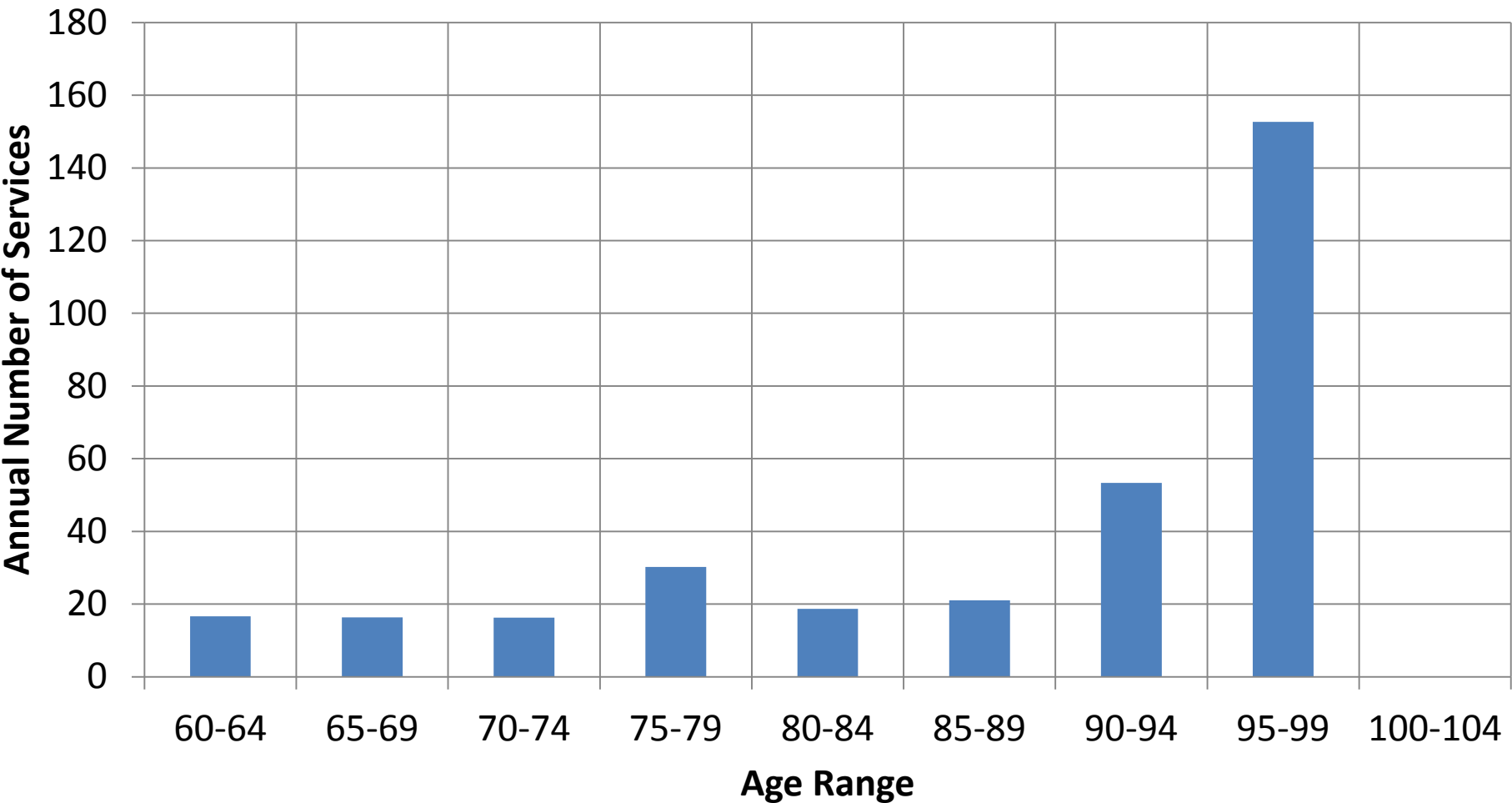
# Age of Members



# Age of Volunteers

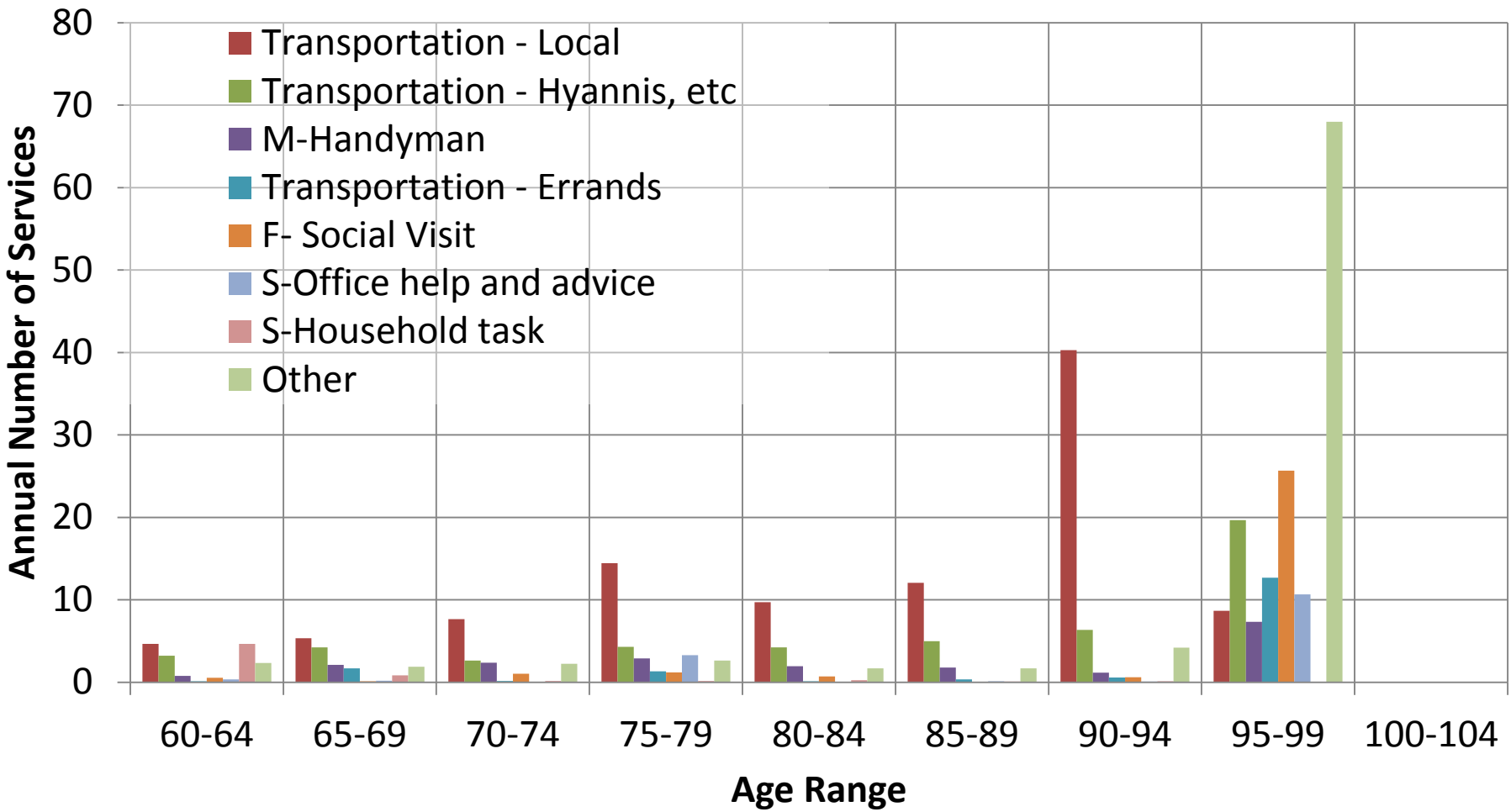


# Annual Use of Services by Age





# Services Used (Annual Rate) by Age Range

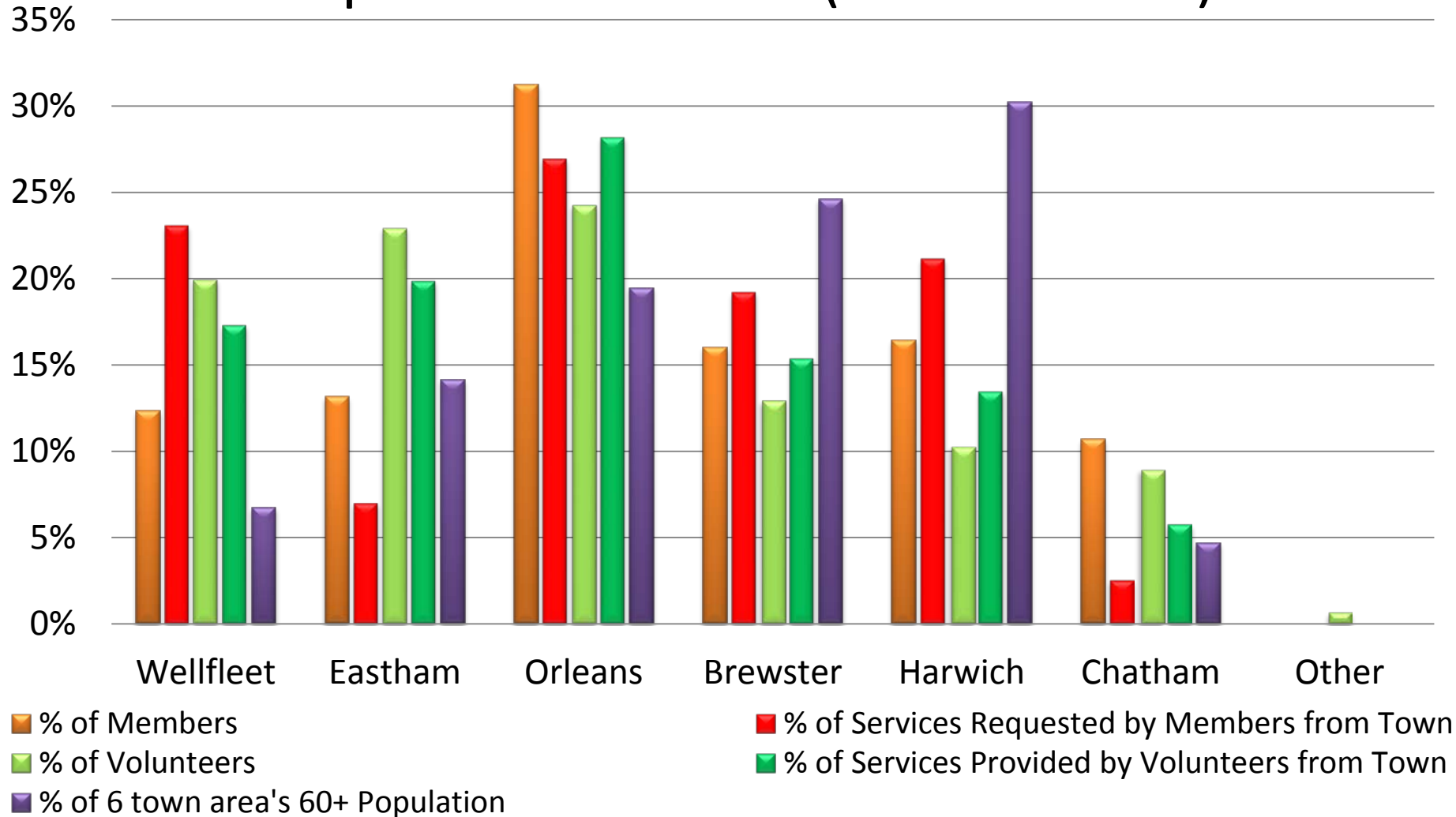


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

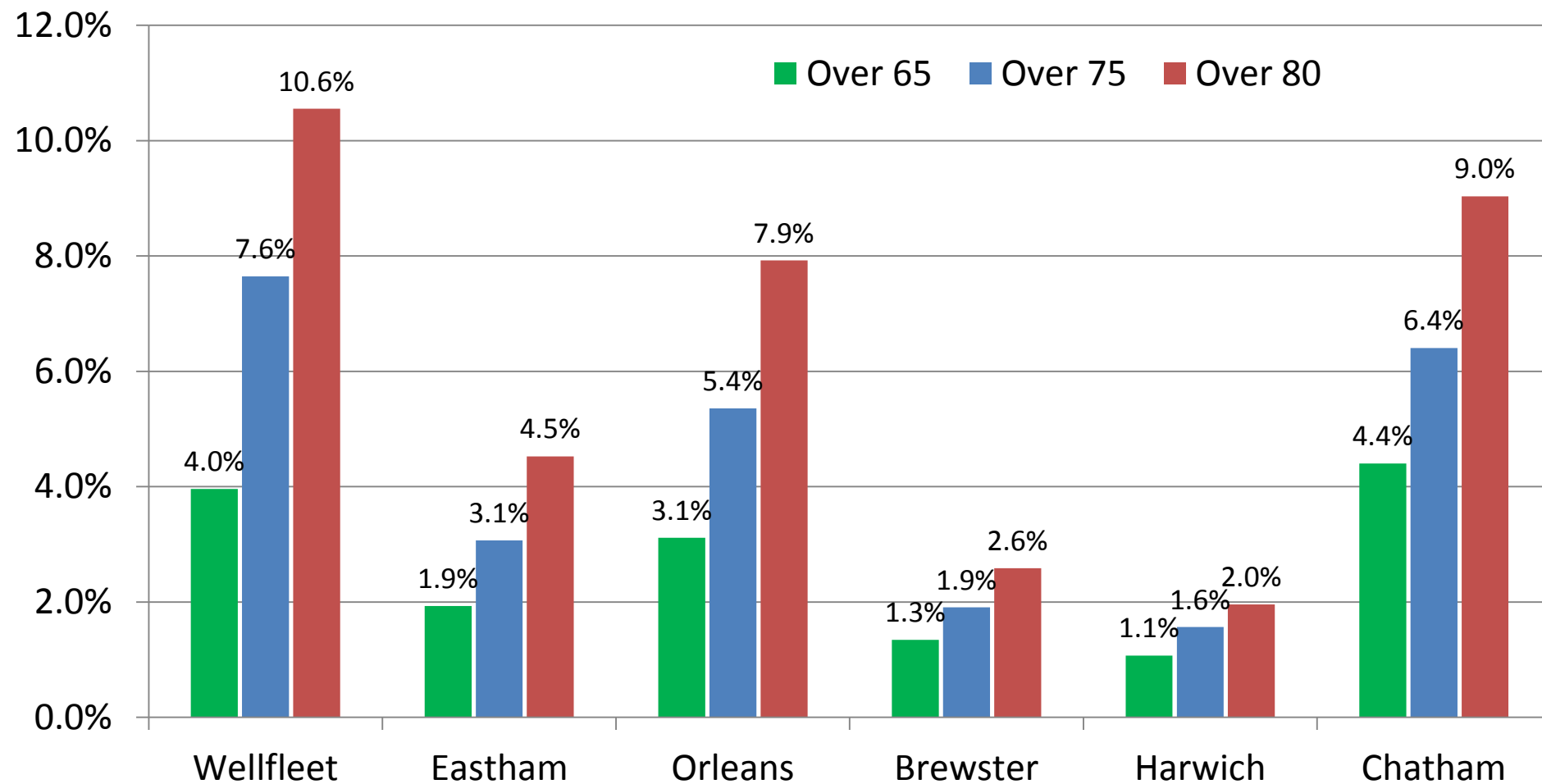
- The balance between volunteers and members is **slightly off** in Orleans but balanced in services provided and used.
  - Members from Orleans requested **26%** of our services and volunteers from Orleans provided about 27%.
  - Members from Harwich requested 23% of services and Harwich volunteers provided 16%. 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 is now second only to Wellfleet in terms of membership, although Chatham residents ask for many fewer services.
- [For the last 4 weeks](#),
  - **48%** 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; 88% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	939	78	201	29	29	1	1277
	Eastham	570	353	551	76	107	11	1668
	Orleans	33	66	1306	187	55	16	1663
	Brewster	9	25	472	251	181	7	945
	Harwich	10	2	69	91	434	6	612
	Chatham		1	10	6	58	21	96
	Other	6	0	8	8	7	0	29
	Total Used	1567	525	2617	648	871	62	6290

## Towns of Service Providers and Recipients (Last 4 Weeks)

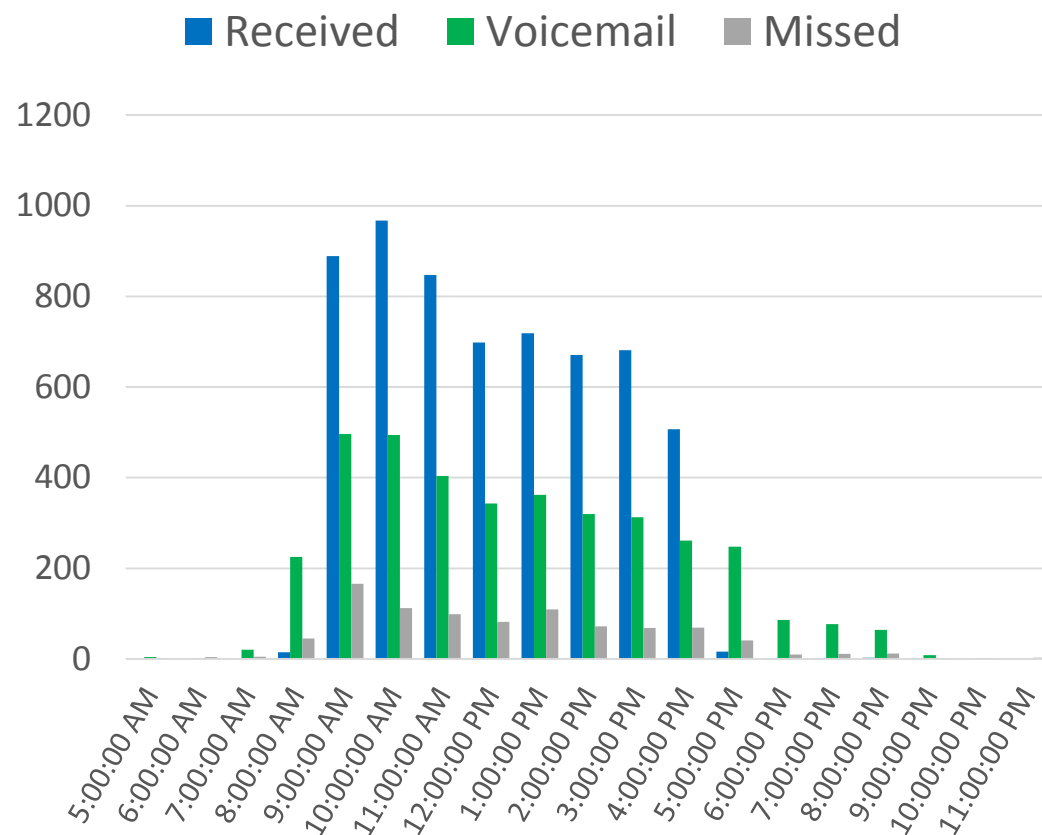
49% of services are provided by someone from the same town; 85% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	20	1	2	4			27
	Eastham	13	7	4	2	5		31
	Orleans	3	3	25	12		1	44
	Brewster			11	7	6		24
	Harwich				5	15	1	21
	Chatham					7	2	9
	Other	0	0	0	0	0	0	0
	Total Used	36	11	42	30	33	4	156

# Call Analysis

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

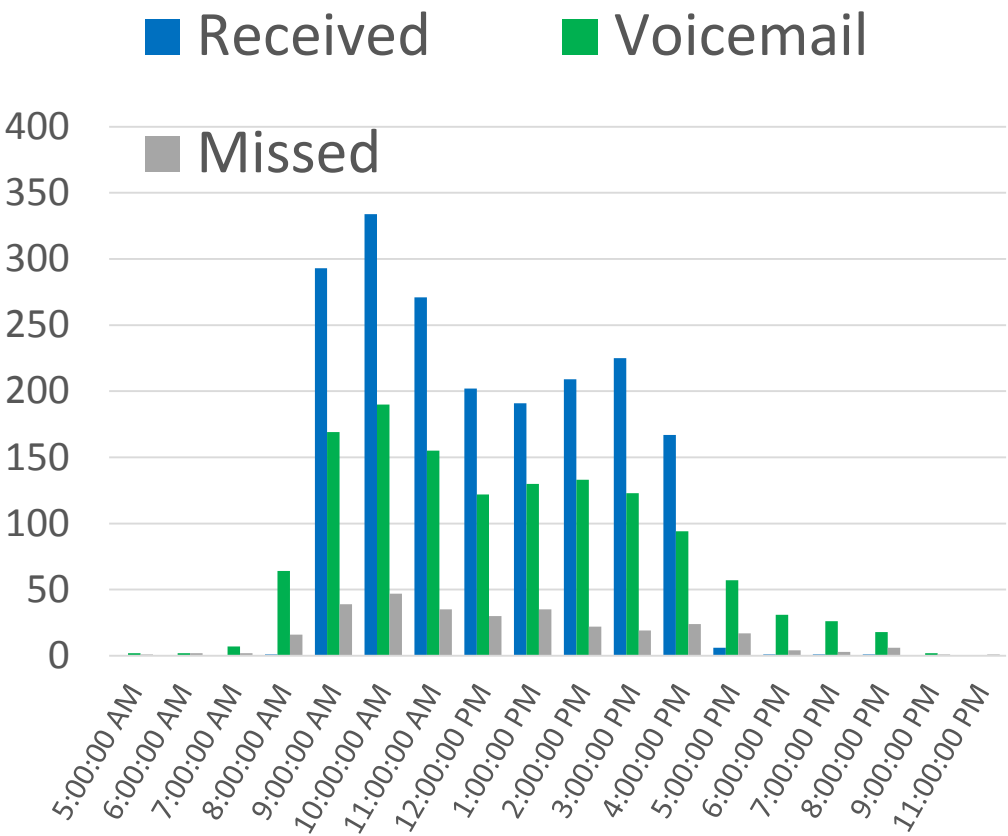
## Time of Day that Calls are Received Since Inception

- 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.



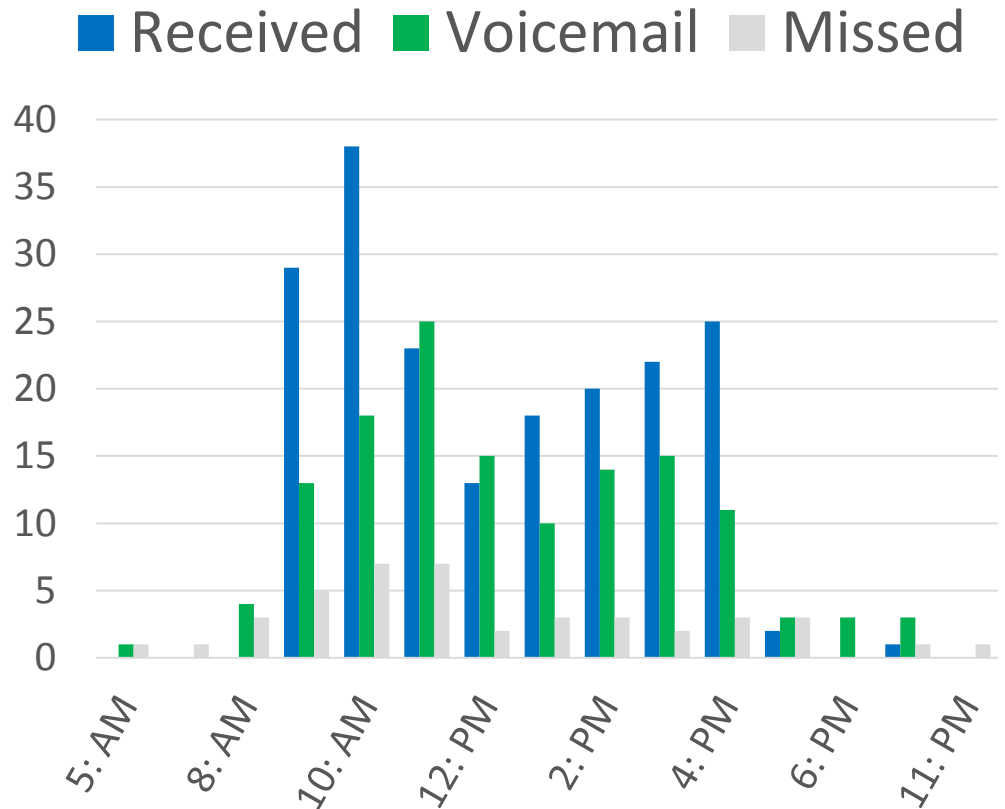
# Time of Day that Calls are Received In the Last Year

- 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.



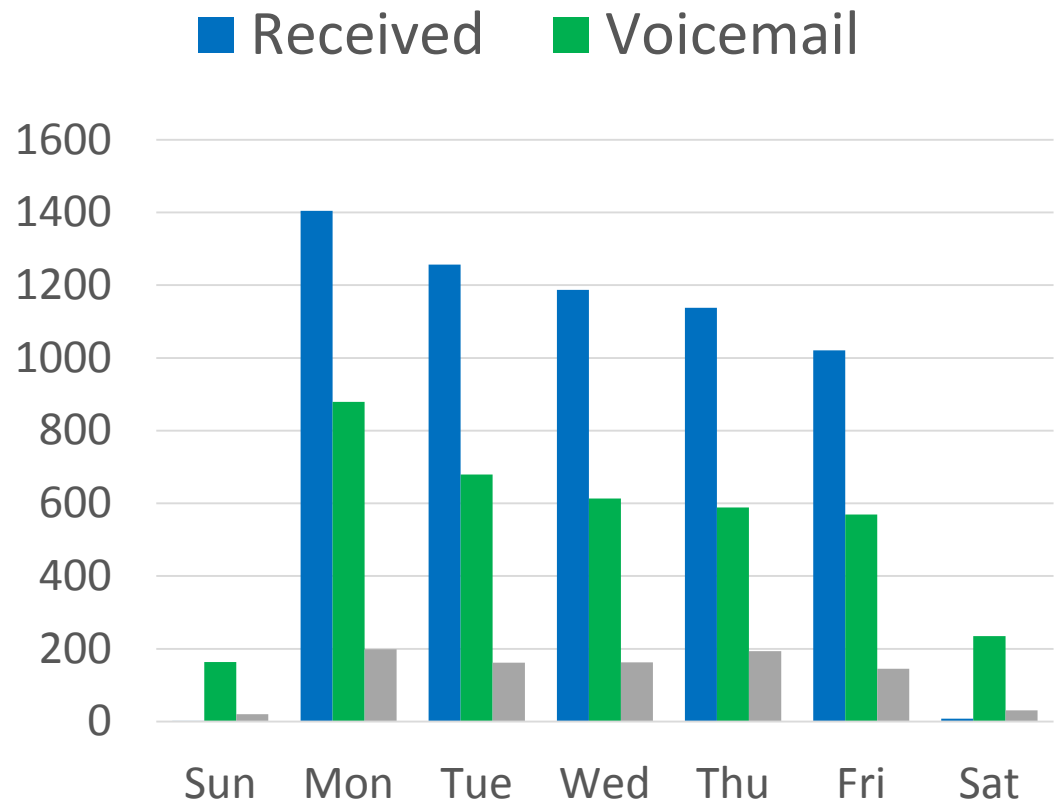
## Time of Day that Calls are Received In the Last Month

- 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

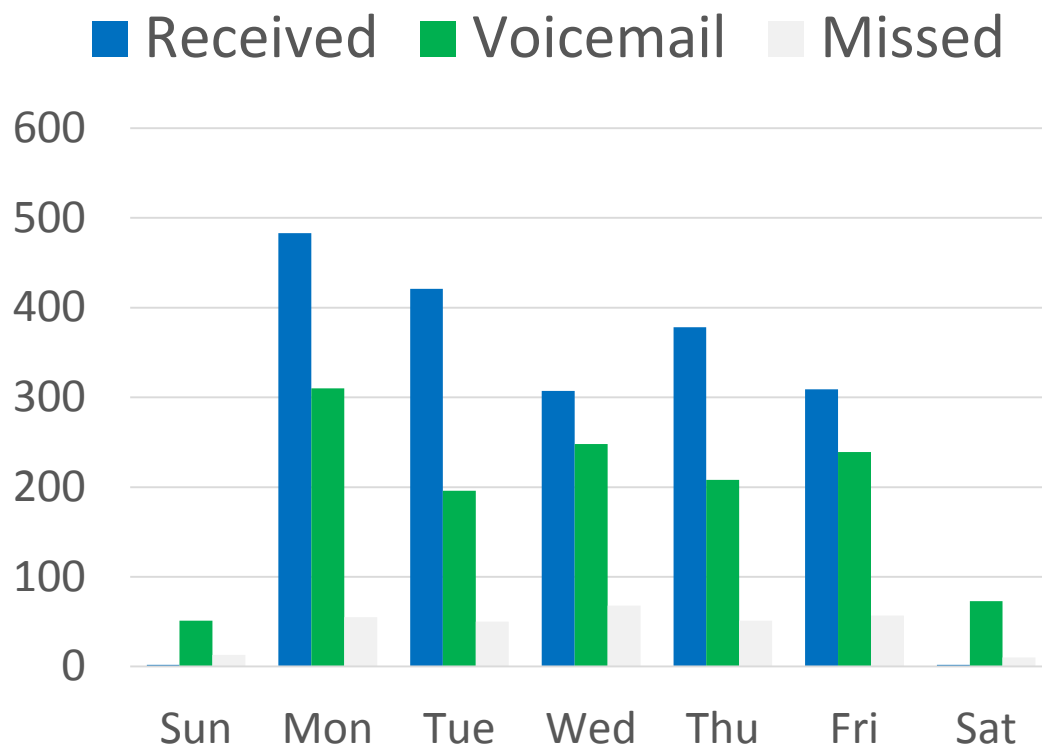
- The beginning of the week is the busiest
  - Monday is 40% heavier than Friday
- Trails off smoothly



## 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.

