

## Week 205 Member Services Report January 17, 2015



**Ebb Tide, Paine's Creek Landing, Brewster.**

[By Uriah Prichard](#)

## Summary of the Past Week

- Service requests rebounded to a normal range this week.
- The number of members is unchanged from last week.
- We have a waiting list of **42** people.
- We added 1 new volunteer.
- Online signups filled **79%** of needed services in the last four weeks.
- We have an analysis of [Why Members Quit](#)
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- Requests by members remained high this week.
  - 45 volunteers performed 48 services for 36 households and covered 10 office shifts last week. With 6 filled cancellations that means we filled 64 assignments.
  - 84 volunteers performed 143 services for 61 households and covered 33 office shifts in the last 4 weeks.
  - 216 volunteers performed 2224 services for 186 households this year.
  - 12 services were cancelled last week, 6 with a volunteer already assigned.
- 132 of 168 filled services for the last 4 weeks (79%)  
[were filled online.](#)
- We have **240** members and **309** volunteers.
  - The median age of our members is 84.
  - The median age of our volunteers is 68.

## Looking Forward

- We have **255** future service requests booked for the next three months
  - 57 future service requests have been cancelled
  - **3** services remain to be filled for next week,
  - **25** more need filling in the following three weeks.
  - **78%** of services for the next four weeks have volunteers, which is average.
  - **59%** of services for the next thirteen weeks have volunteers assigned, which is above average.
- 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?

Why Members Quit

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?

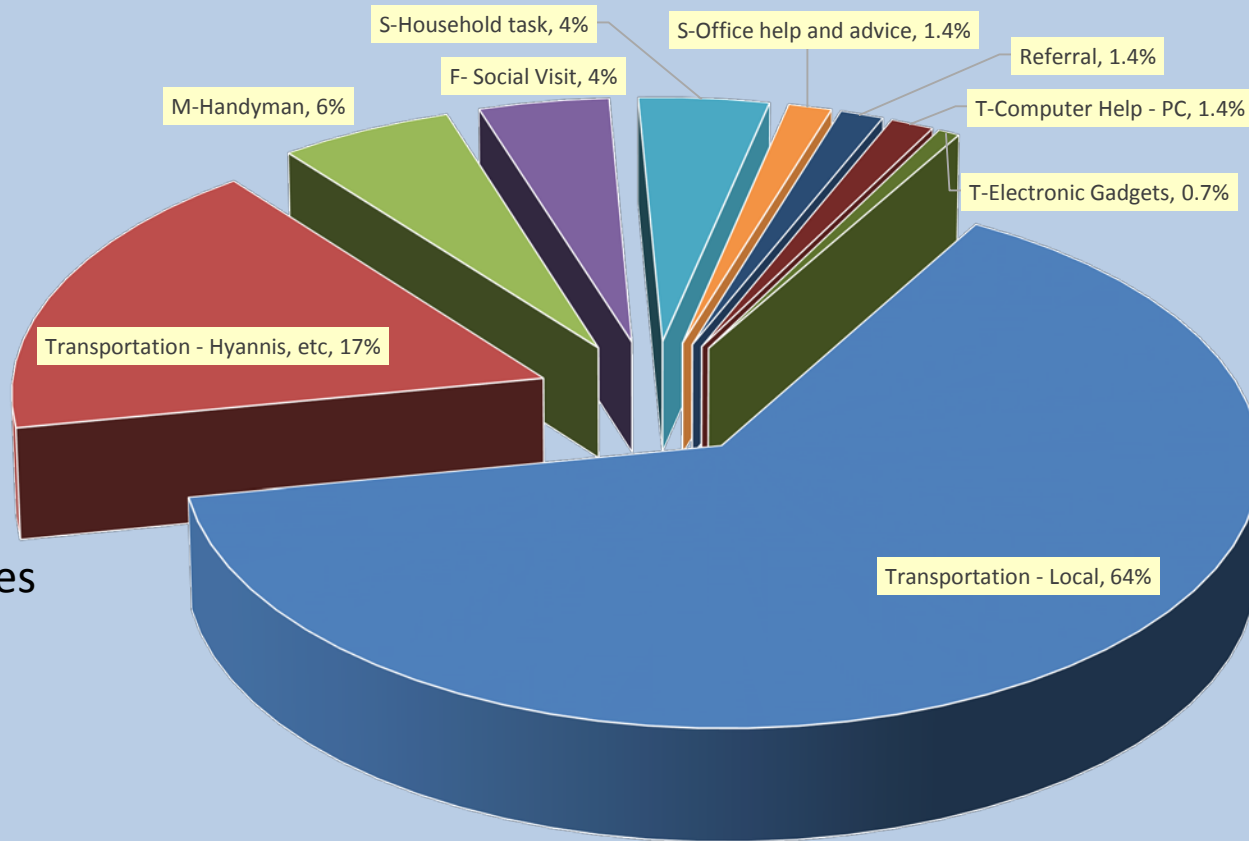
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation remains the major need (**83%**).
  - Rides to Hyannis are back to their normal range
  - Household chores are now third, but at 6%. Handyman requests are way down at 3%.
- **32%** of households used services in the last four weeks, a number that has been steadily declining for the past two years and is now very low.
- The annual rate of services is **just above 9** per year per household, our lowest point ever.
- The 10% most needy members used over **50%** of services, a fairly high number.
- We were able to fill all requests this week.

## Services in the Last 4 Weeks

1/17/2015

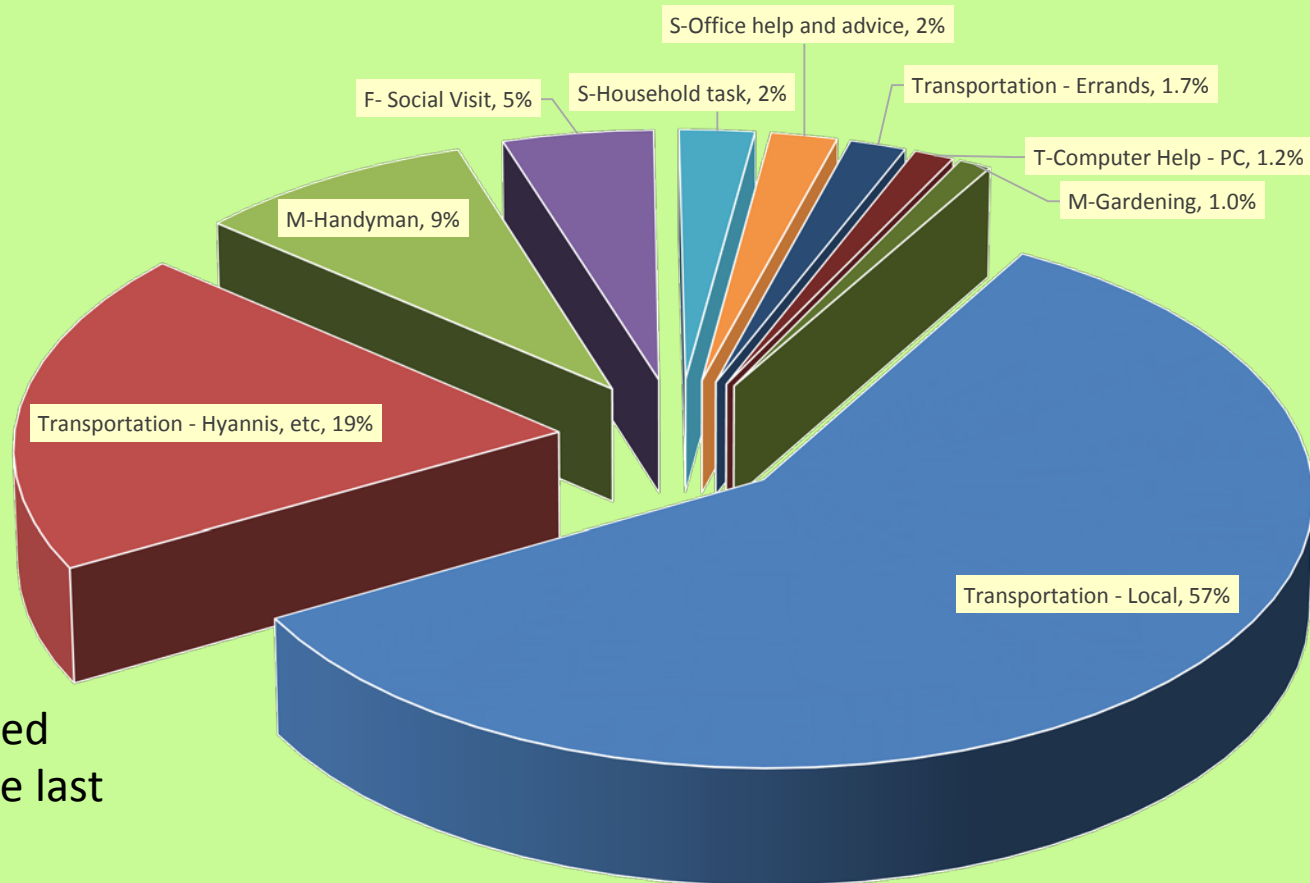


61 households  
used 143 services  
in the last four  
weeks



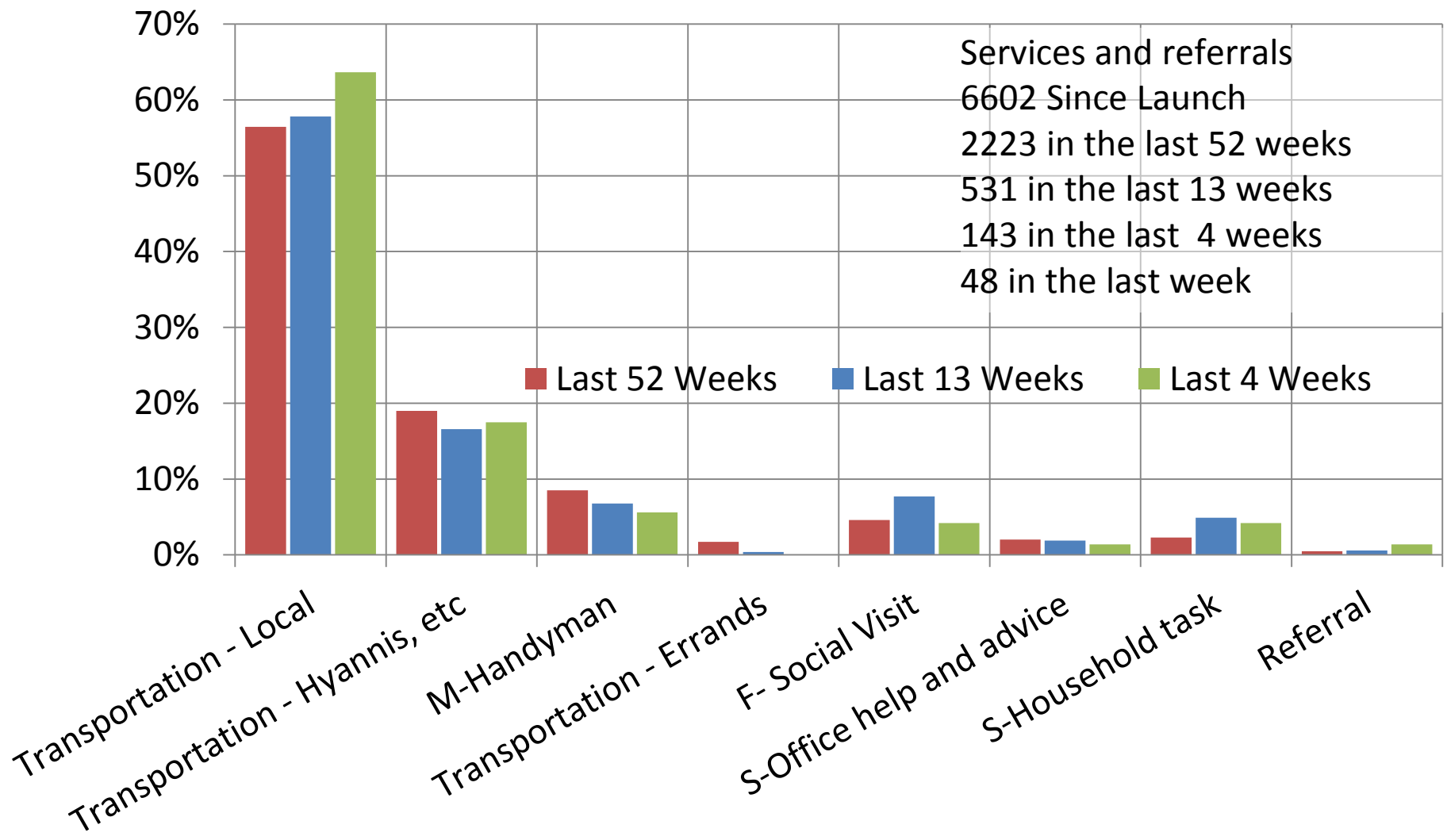
## Services in the Last 52 Weeks

1/17/2015



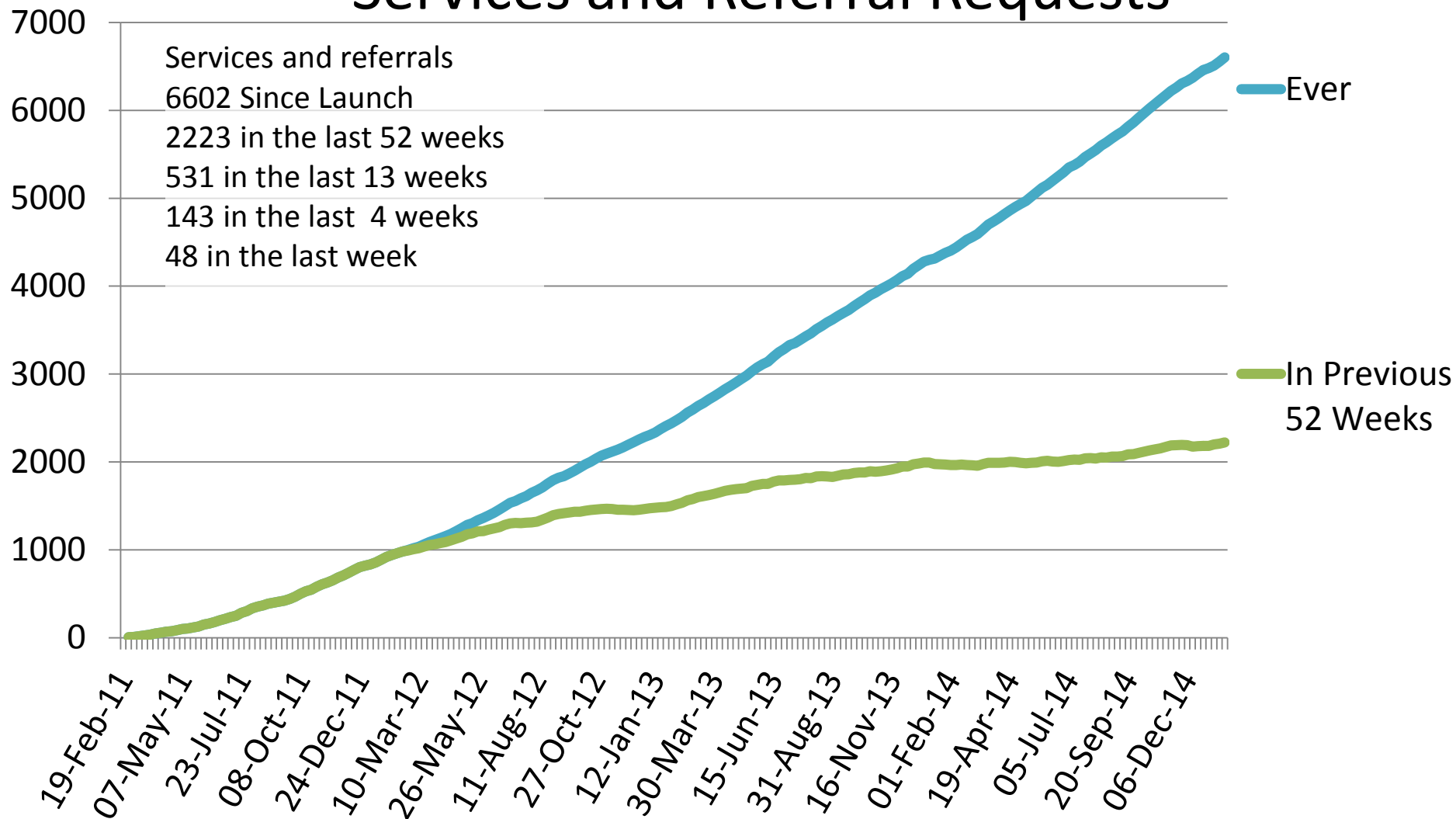
186 households used  
2223 services in the last  
52 weeks

# Trends in Services

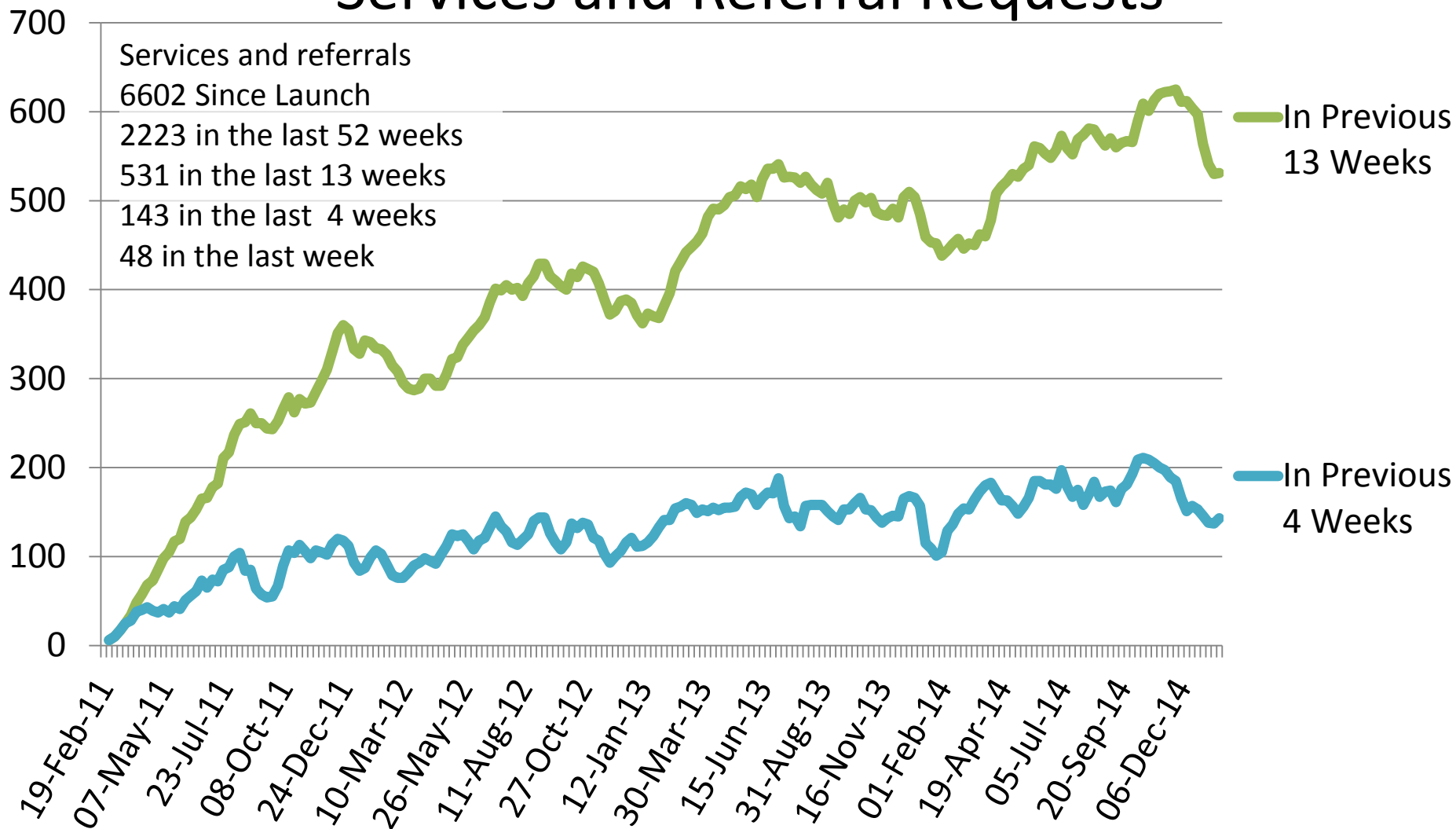




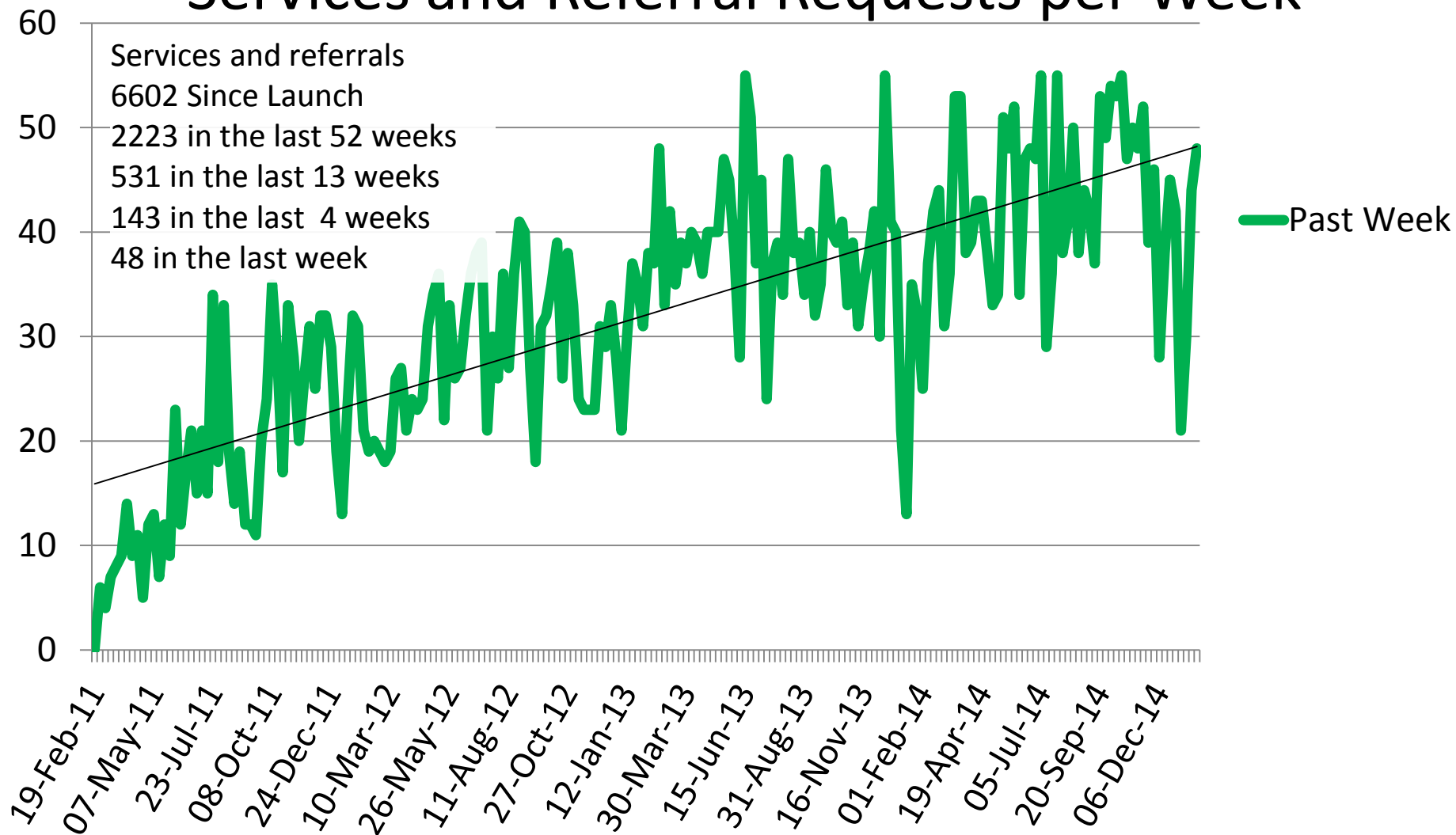
## Services and Referral Requests



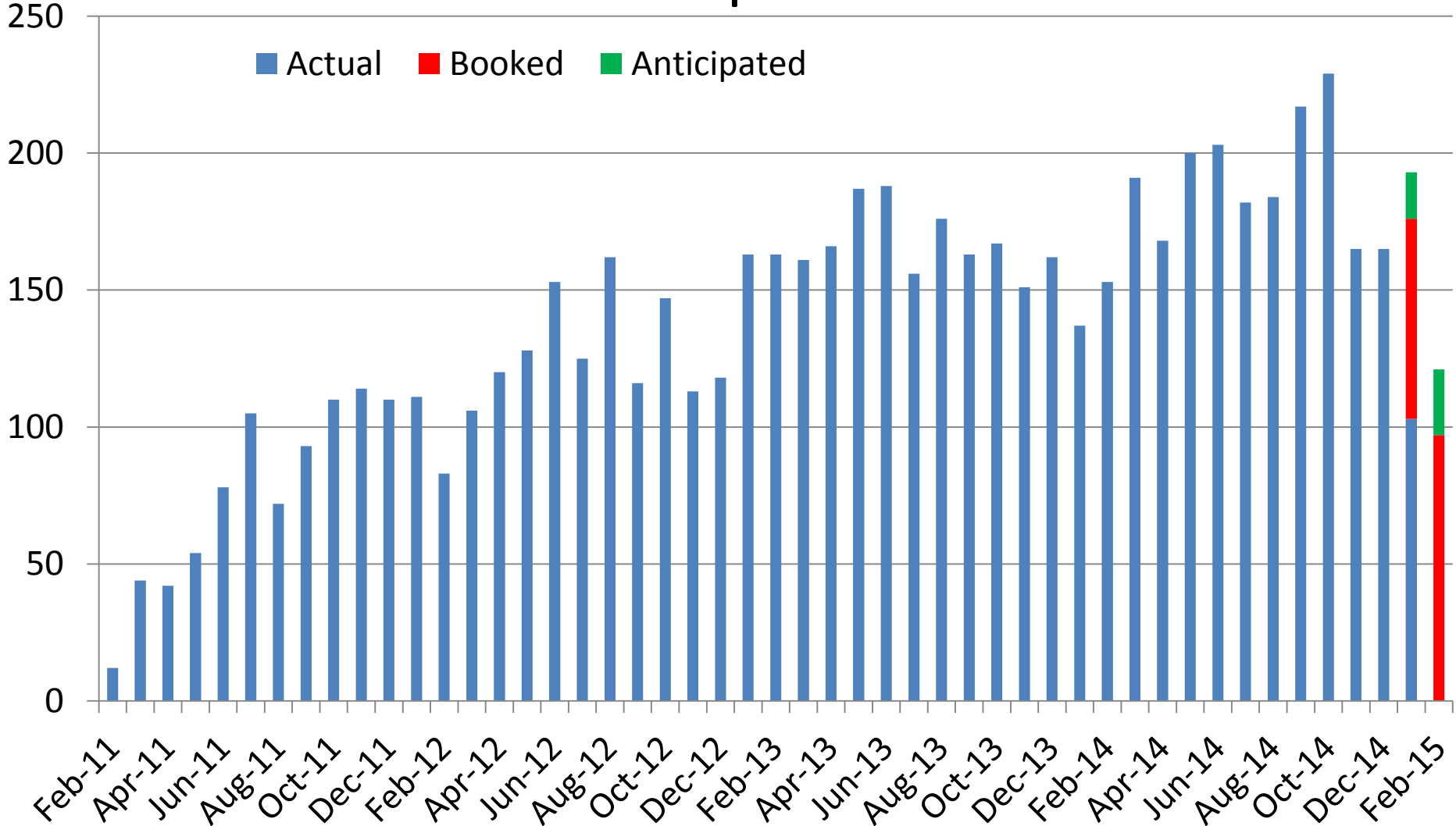
## Services and Referral Requests



## Services and Referral Requests per Week



# Services per Month

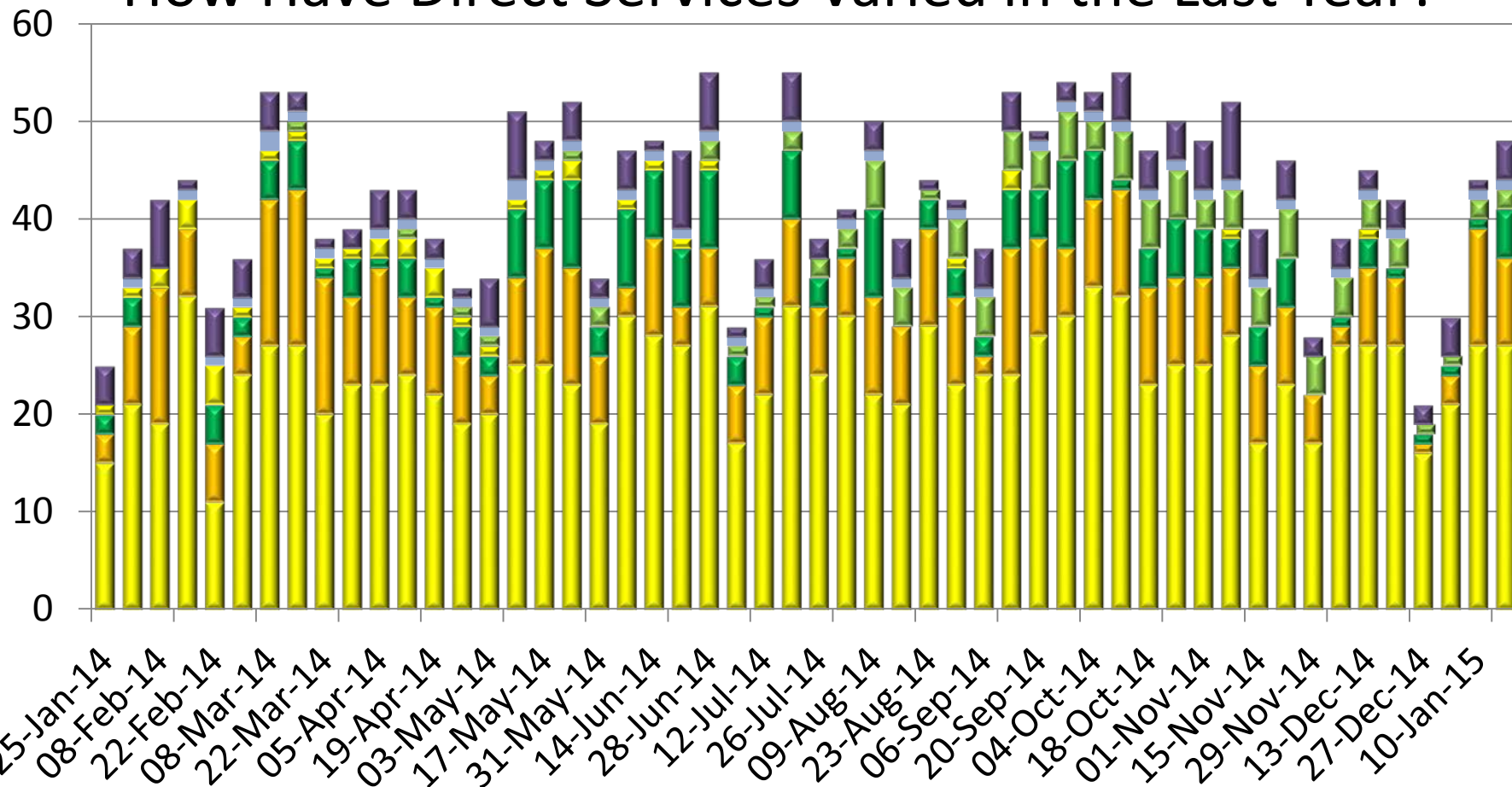


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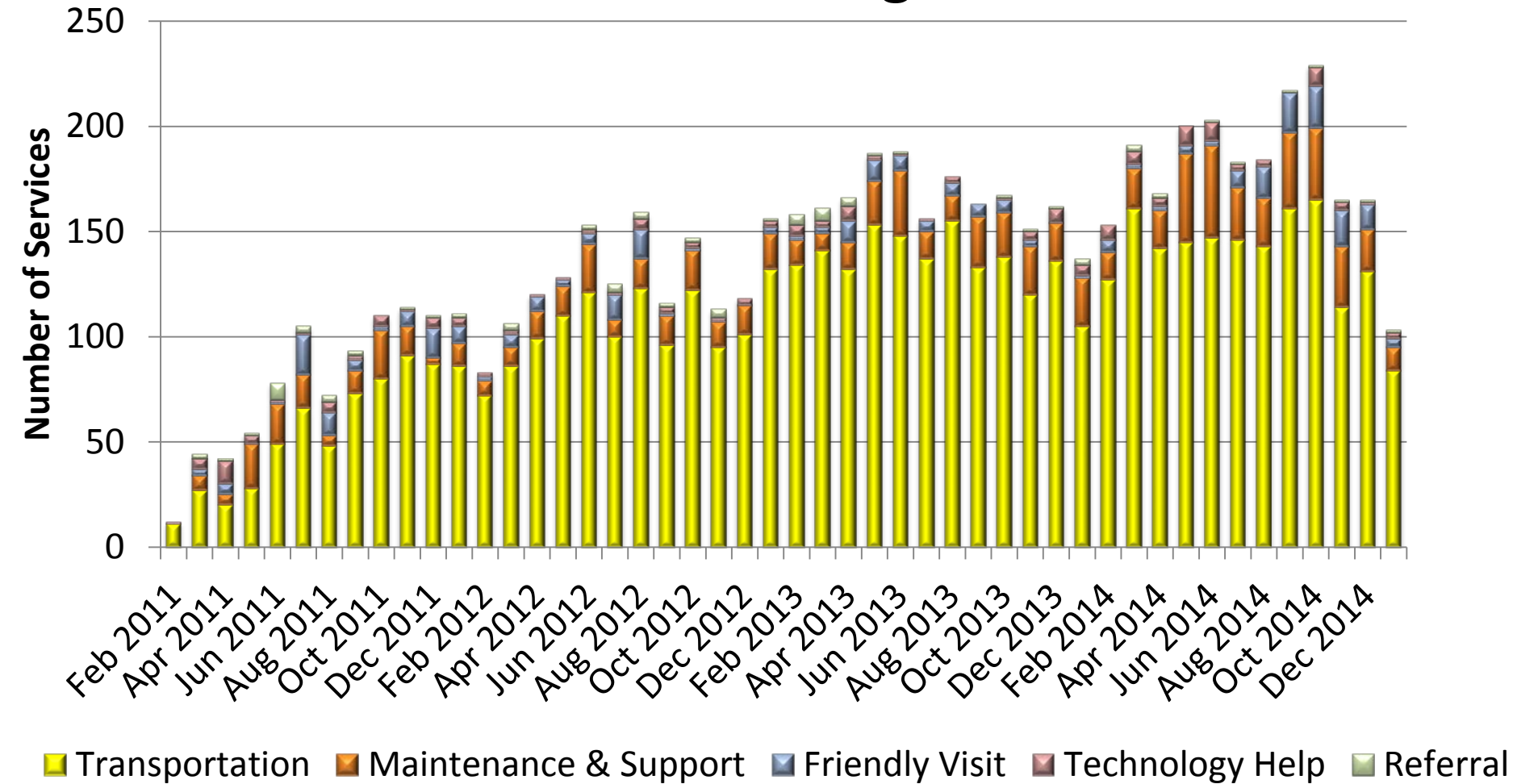
# How Have Direct Services Varied in the Last Year?



■ Transportation - Local  
■ Transportation - Errands  
■ Other

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

## Service Categories

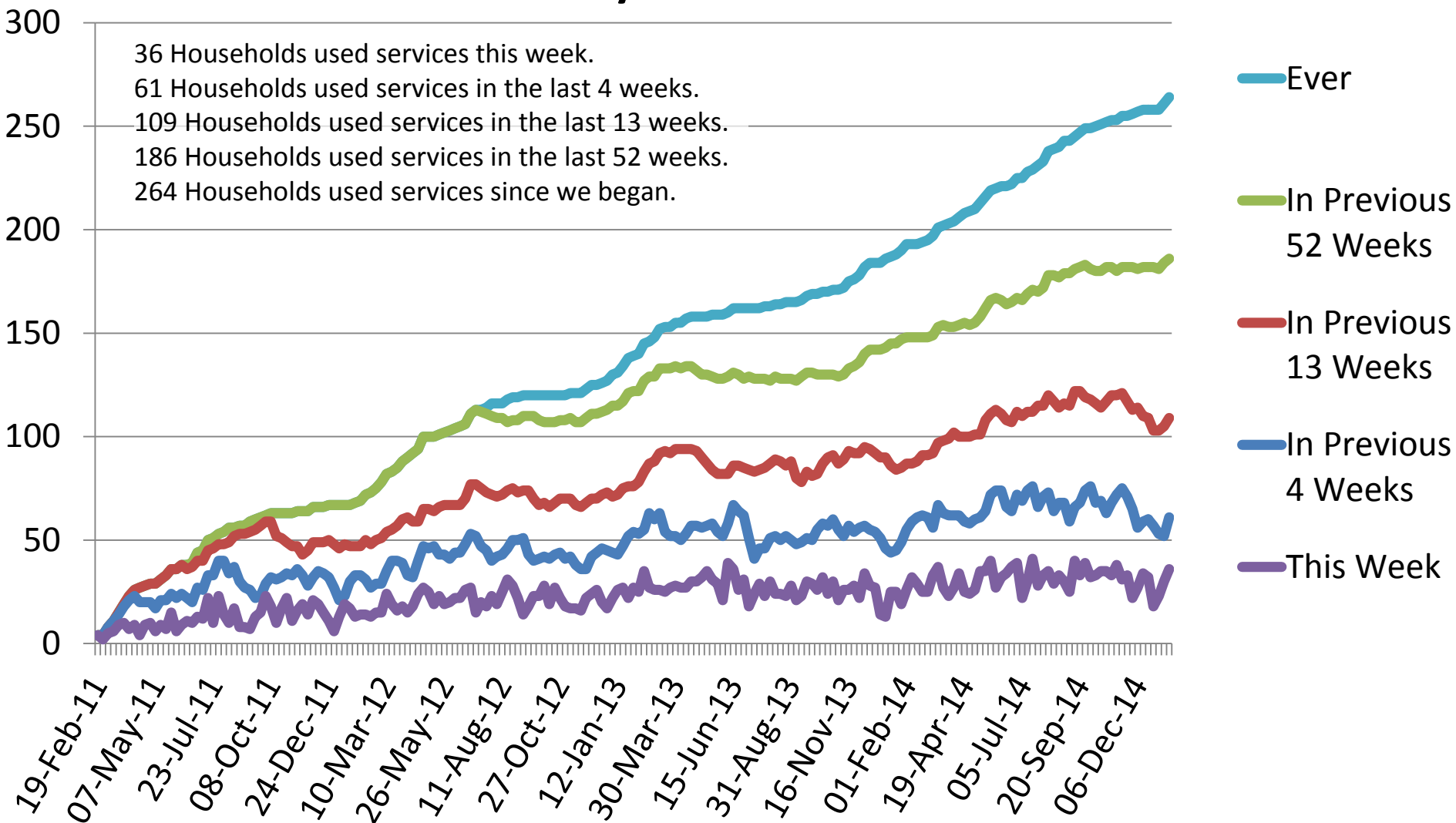






## How Many Households Served

36 Households used services this week.  
 61 Households used services in the last 4 weeks.  
 109 Households used services in the last 13 weeks.  
 186 Households used services in the last 52 weeks.  
 264 Households used services since we began.



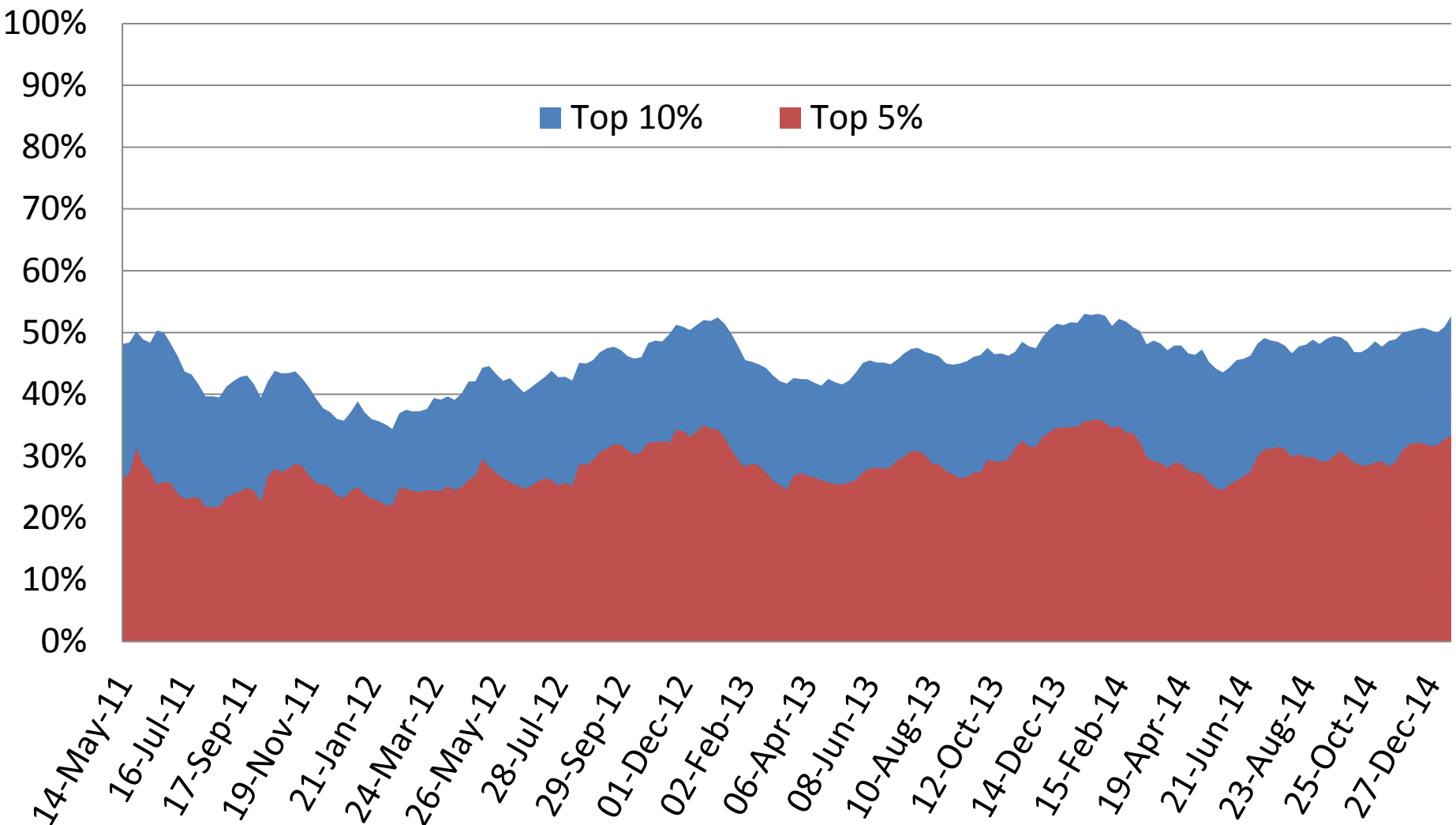
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# Heaviest Users of Services

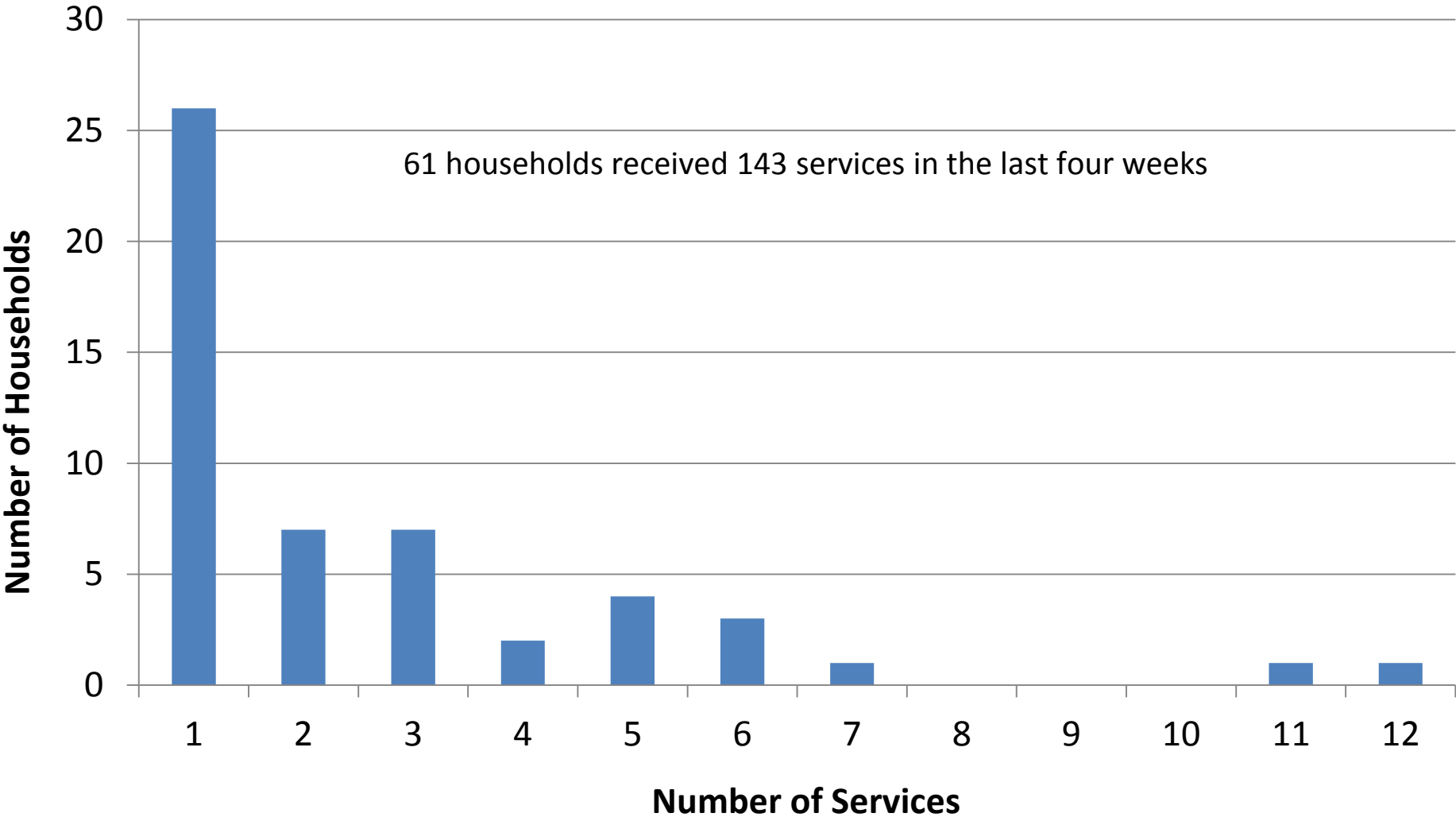


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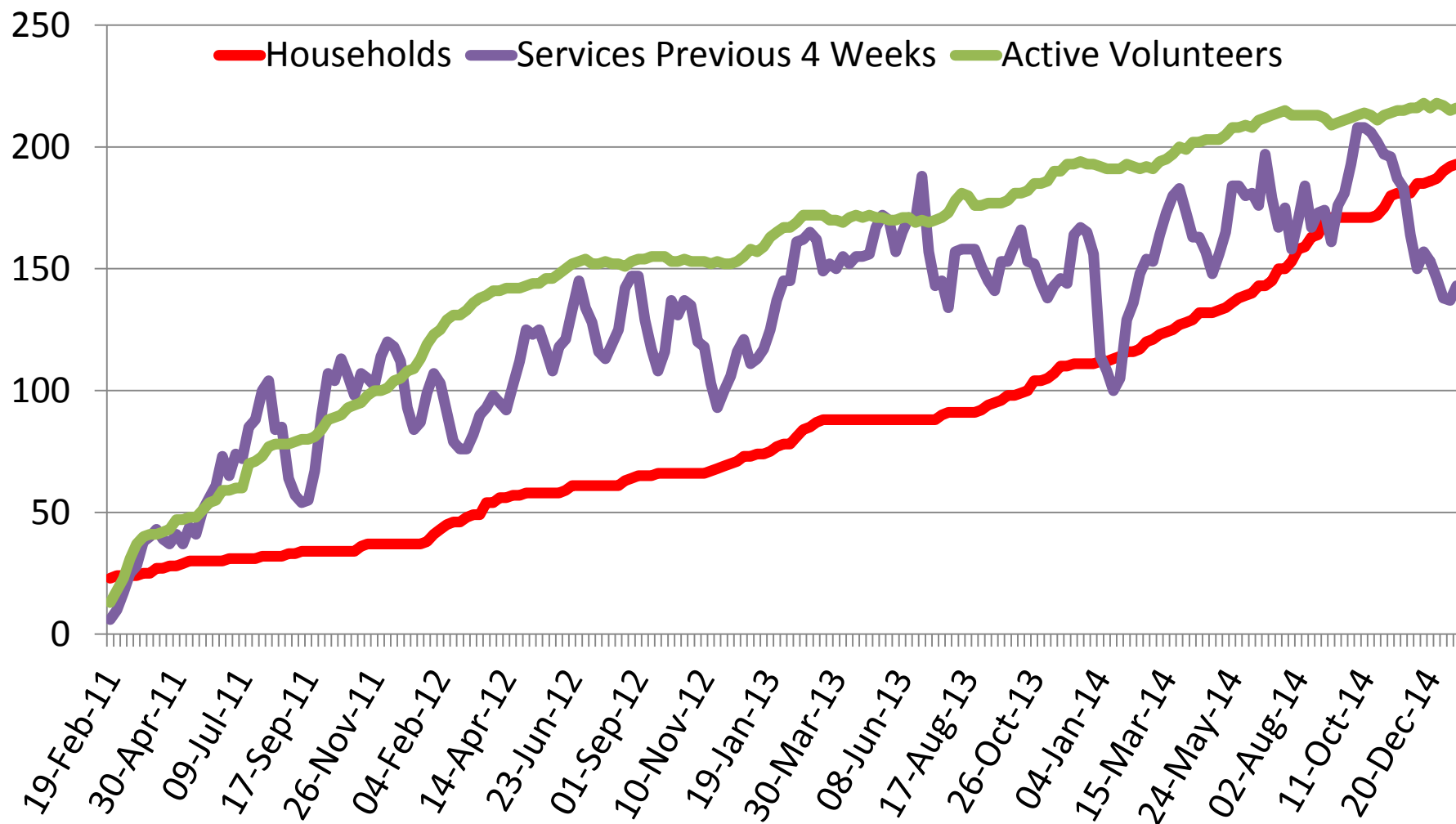
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# Rate of Direct Services in Last 4 Weeks

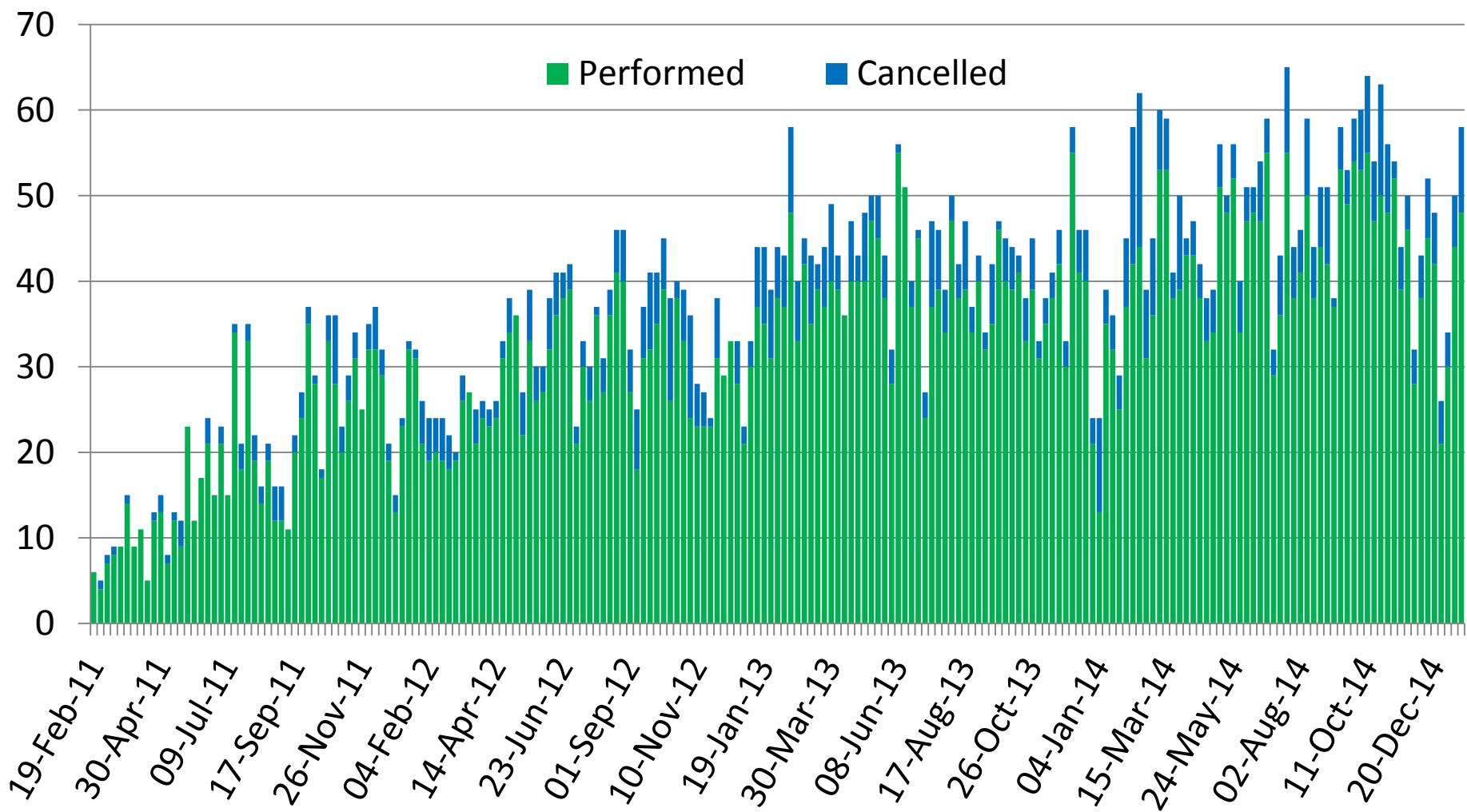




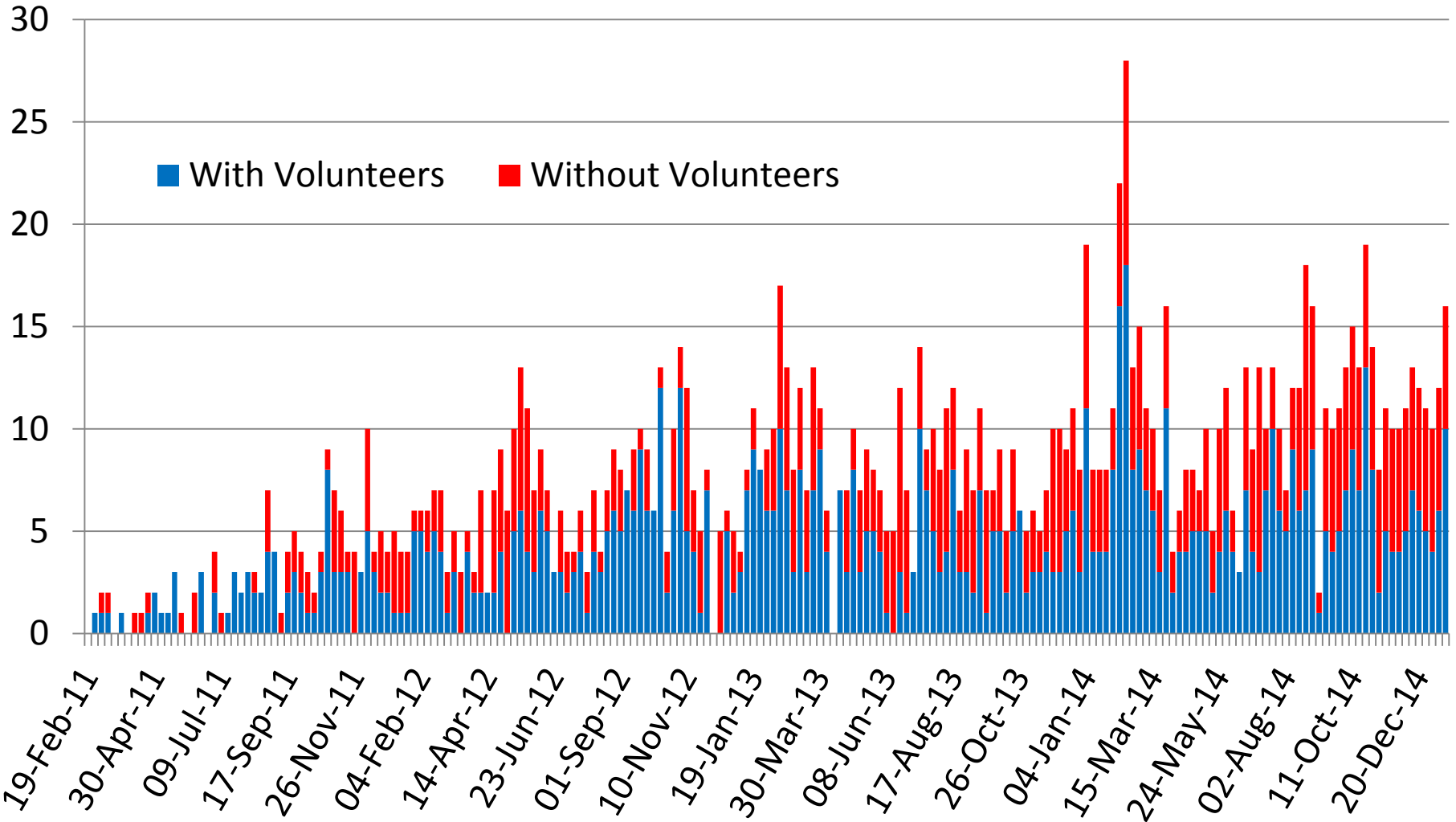
## Members, Volunteers, and Services in Last 4 weeks



**Services Filled**



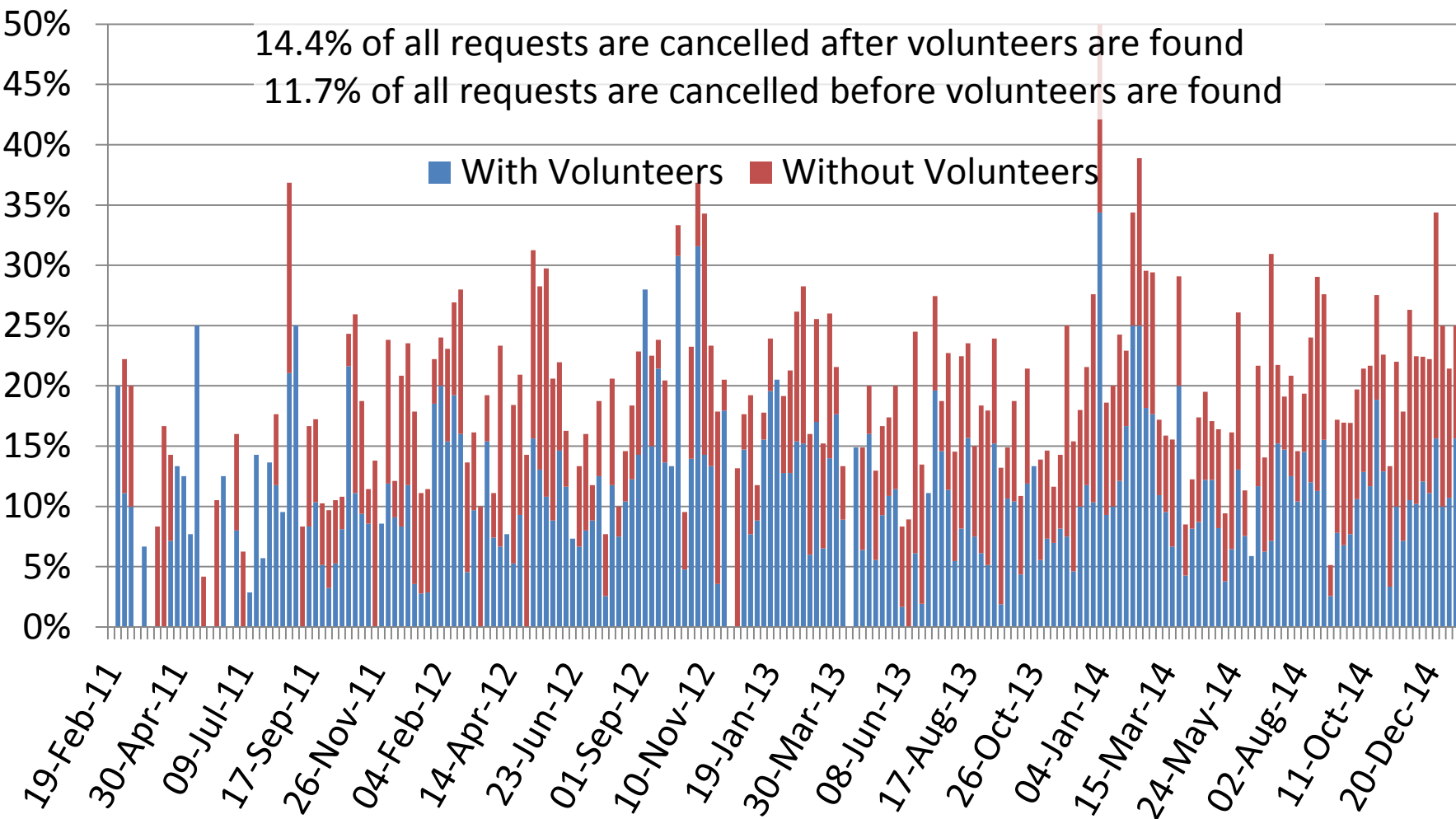
All Cancelled Services



■ With Volunteers    ■ Without Volunteers

19-Feb-11 30-Apr-11 09-Jul-11 17-Sep-11 26-Nov-11 04-Feb-12 14-Apr-12 23-Jun-12 01-Sep-12 10-Nov-12 19-Jan-13 30-Mar-13 08-Jun-13 17-Aug-13 26-Oct-13 04-Jan-14 15-Mar-14 24-May-14 02-Aug-14 11-Oct-14 20-Dec-14

## Cancellations as a Percentage of Requests



## Why Members Quit

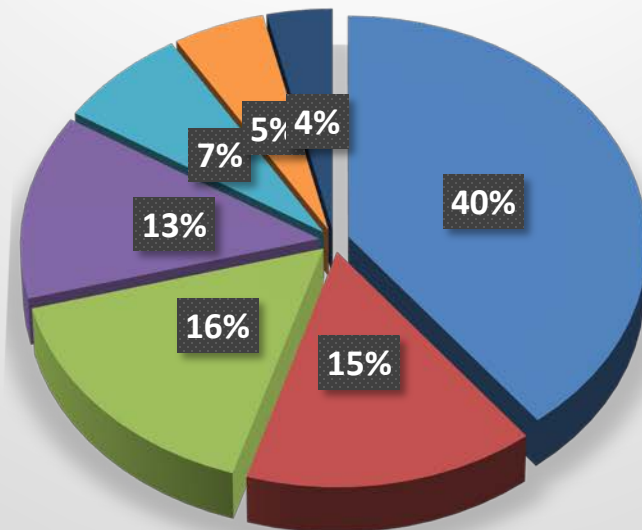
- Since we began we have had a total of 378 members 36% of whom have dropped their membership.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition” is probably not the issue.
- Many members appear to be retaining membership without needing services



## Why Members Quit

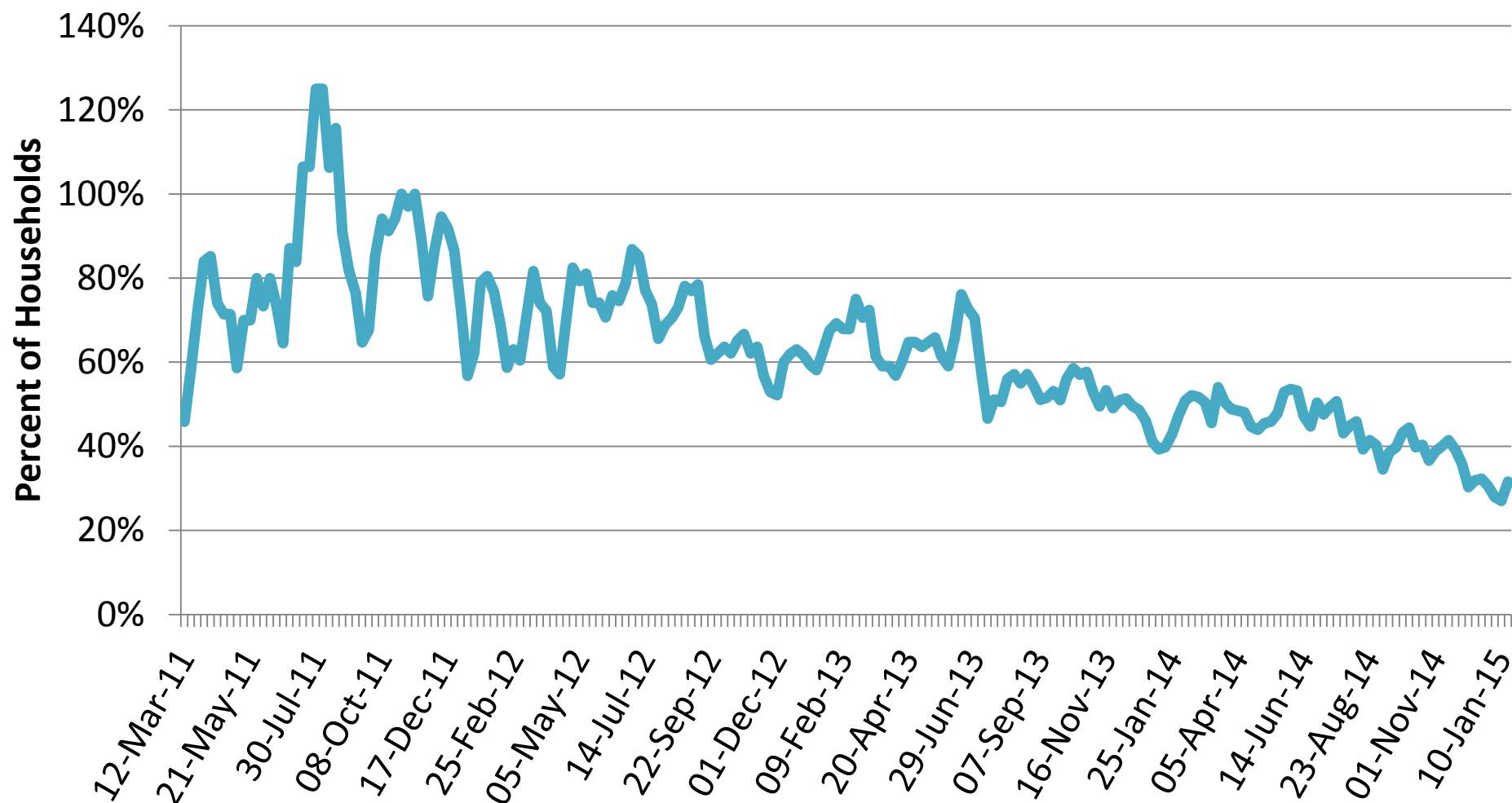
1/17/2015

Since we began we have had a total of 378 members 36% of whom have dropped their



- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other

## % of Households Receiving Services in Last Four Weeks



## Annual Rate of Services per Household



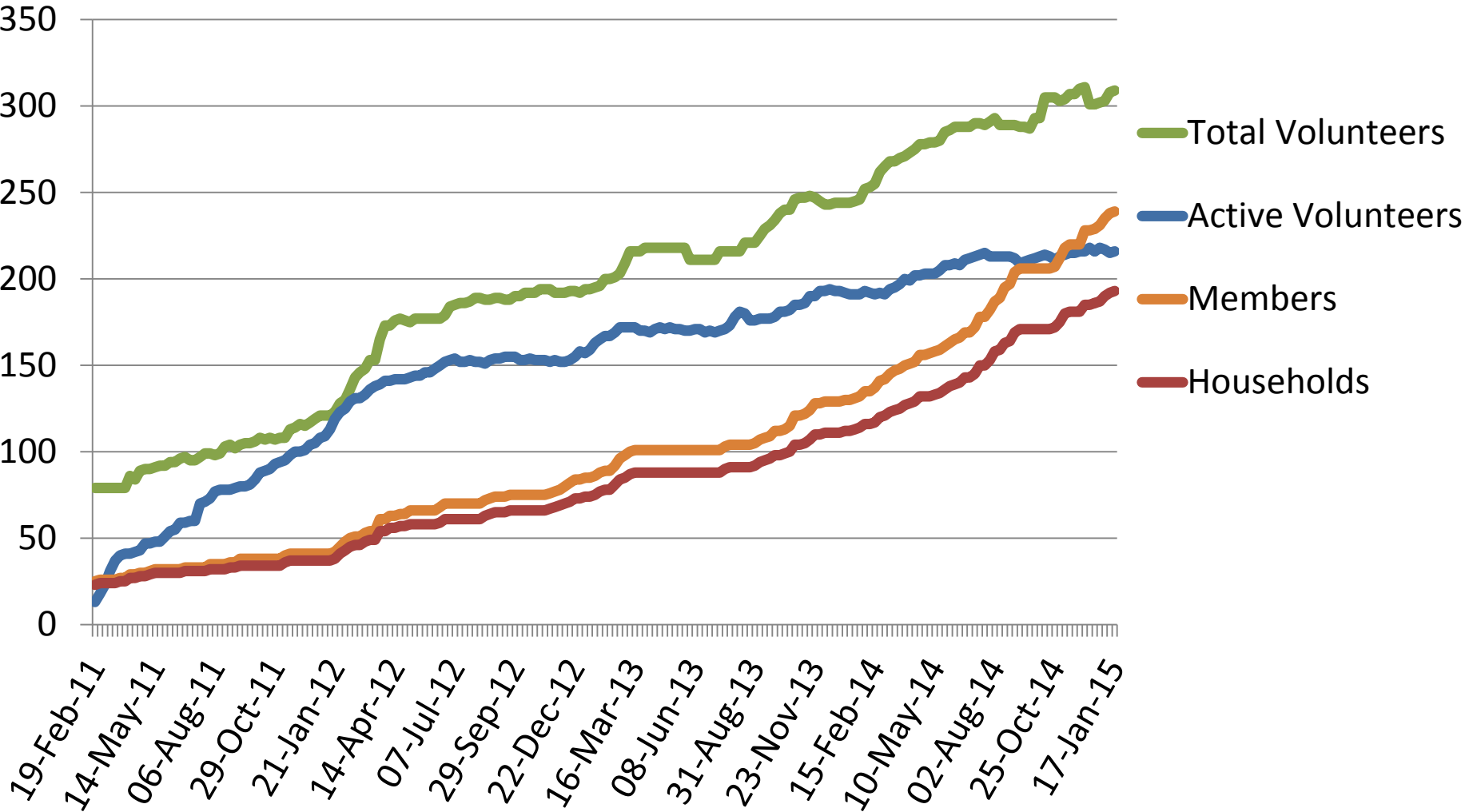
# **HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?**

## 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.
- For services, including call managers
  - 45 Volunteers provided services this week.
  - 84 Volunteers provided services in the last 4 weeks.
  - 157 Volunteers provided services in the last 13 weeks.
  - 216 Volunteers provided services in the last 52 weeks.
  - 303 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.

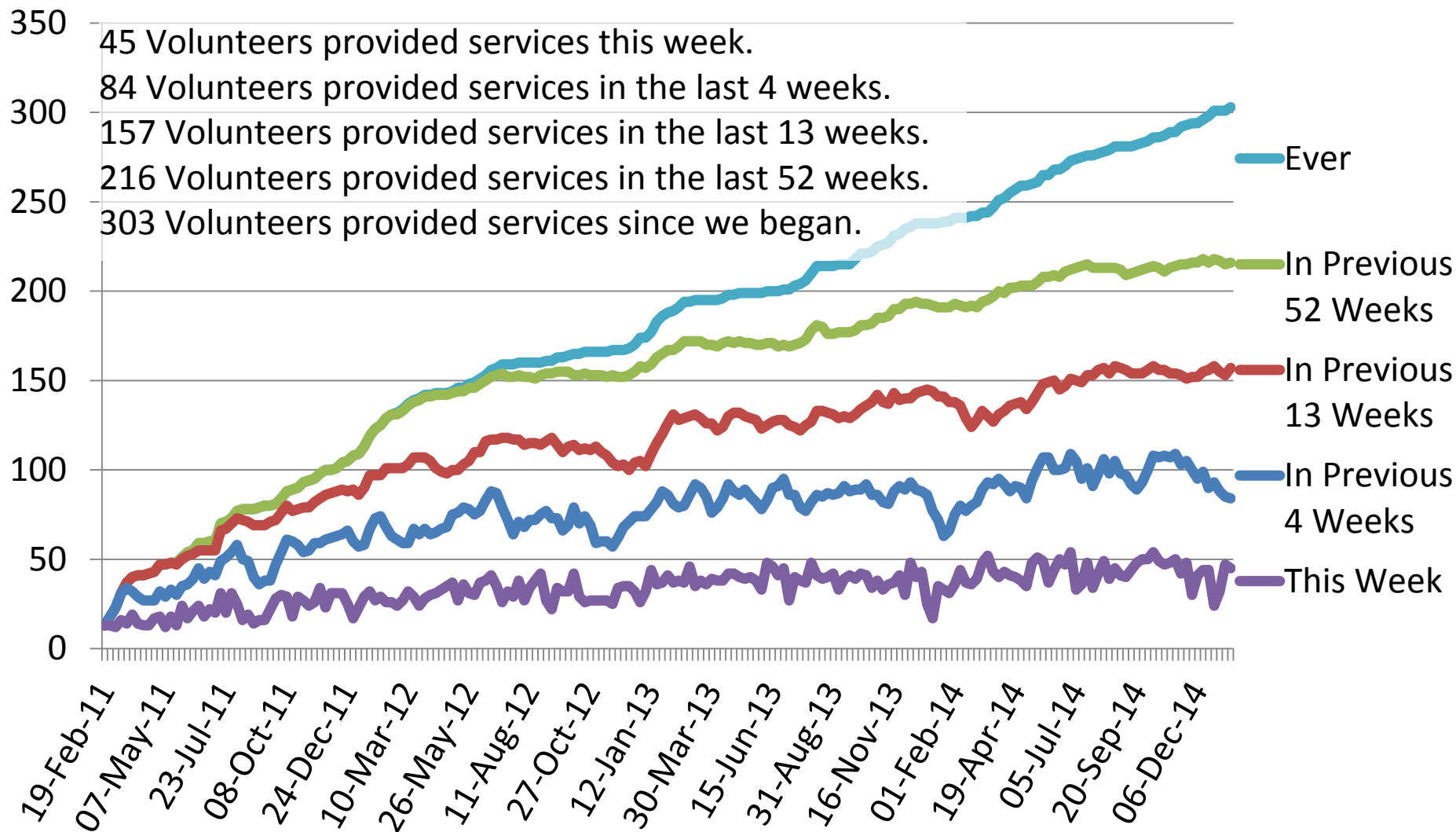


# Members, Households and Volunteers



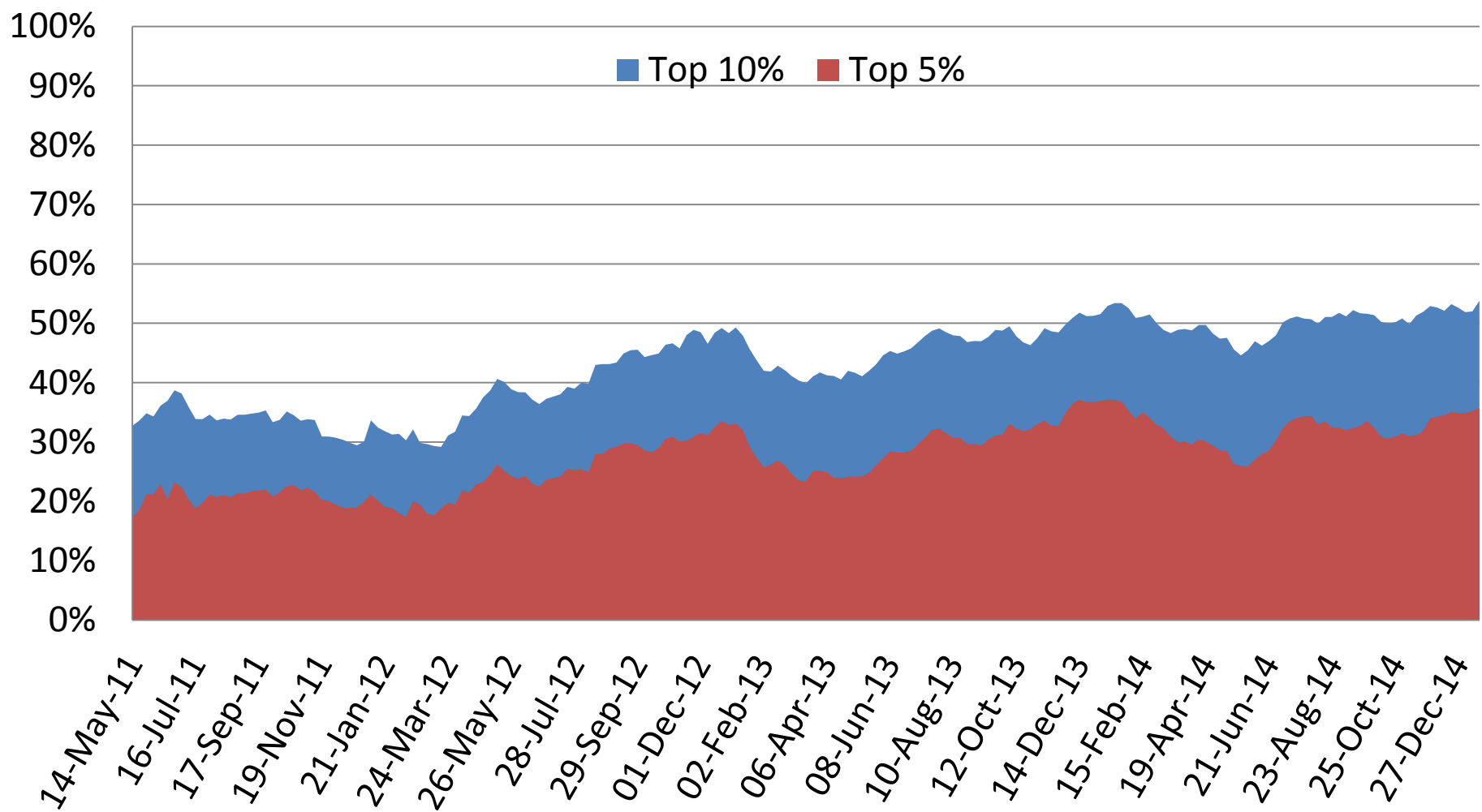


## Volunteers Who Provided a Service





# Most Active Volunteers During Previous Four Weeks



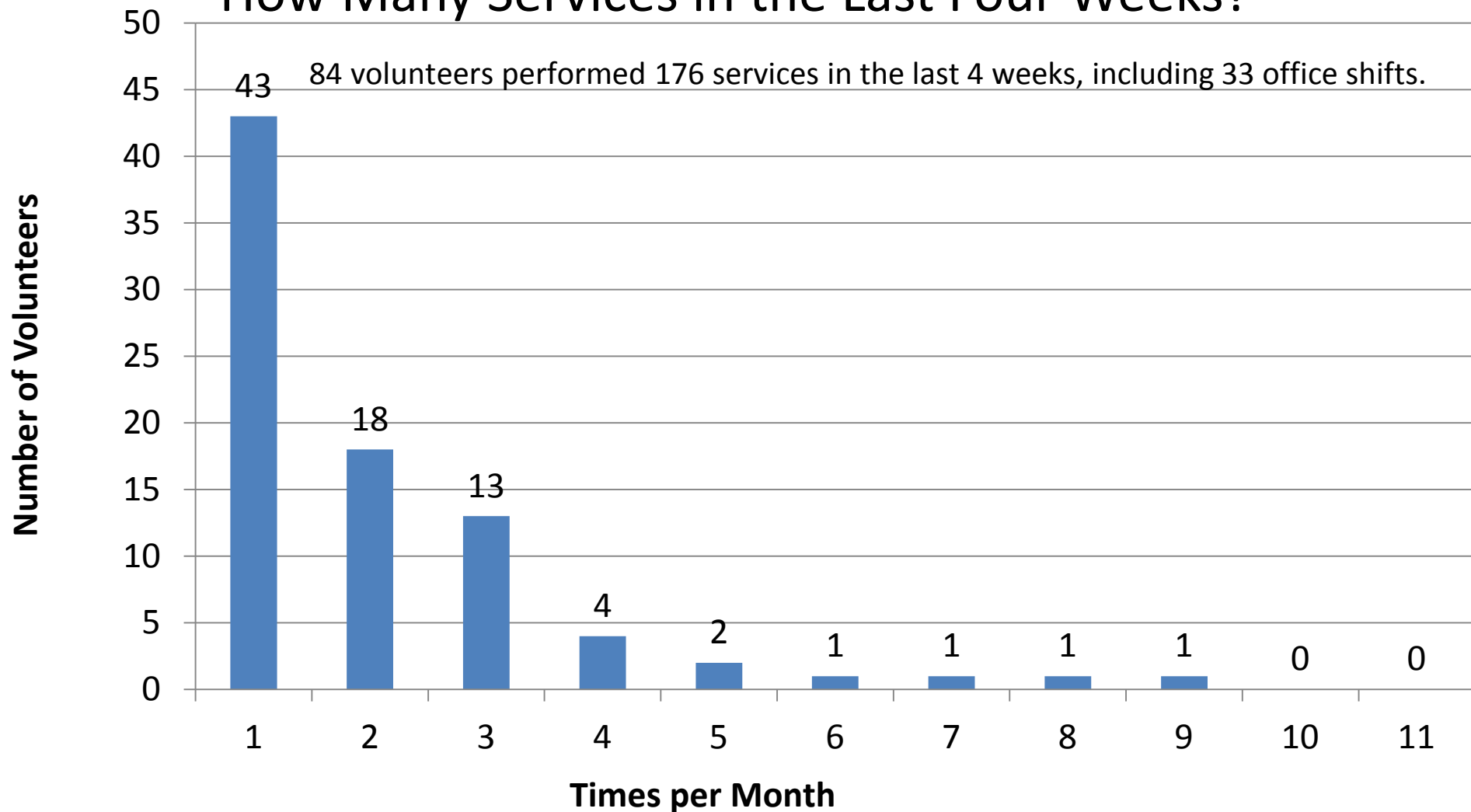
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## How Many Services in the Last Four Weeks?





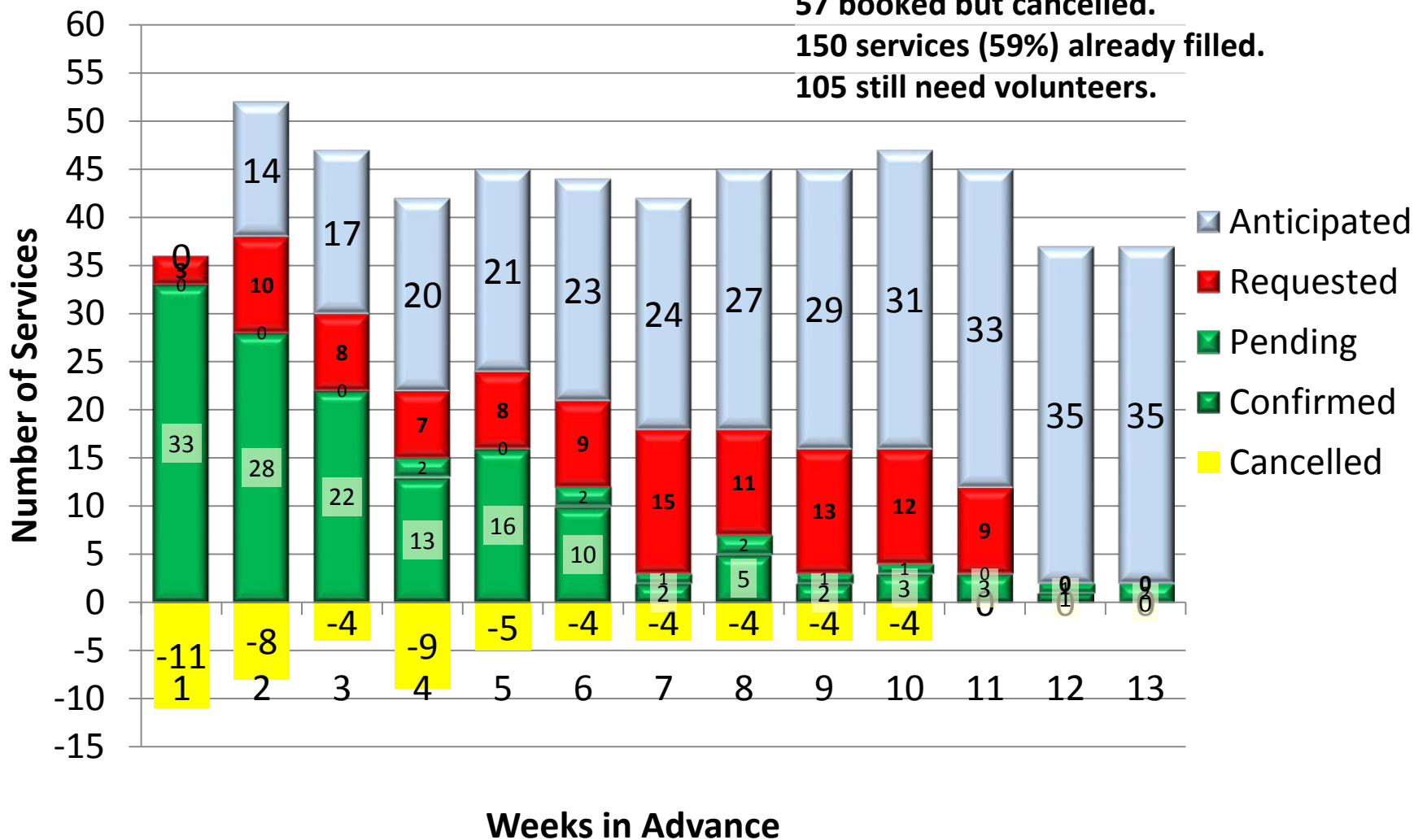
## Service Requests on the Books

255 services needed for the next 13 weeks.

57 booked but cancelled.

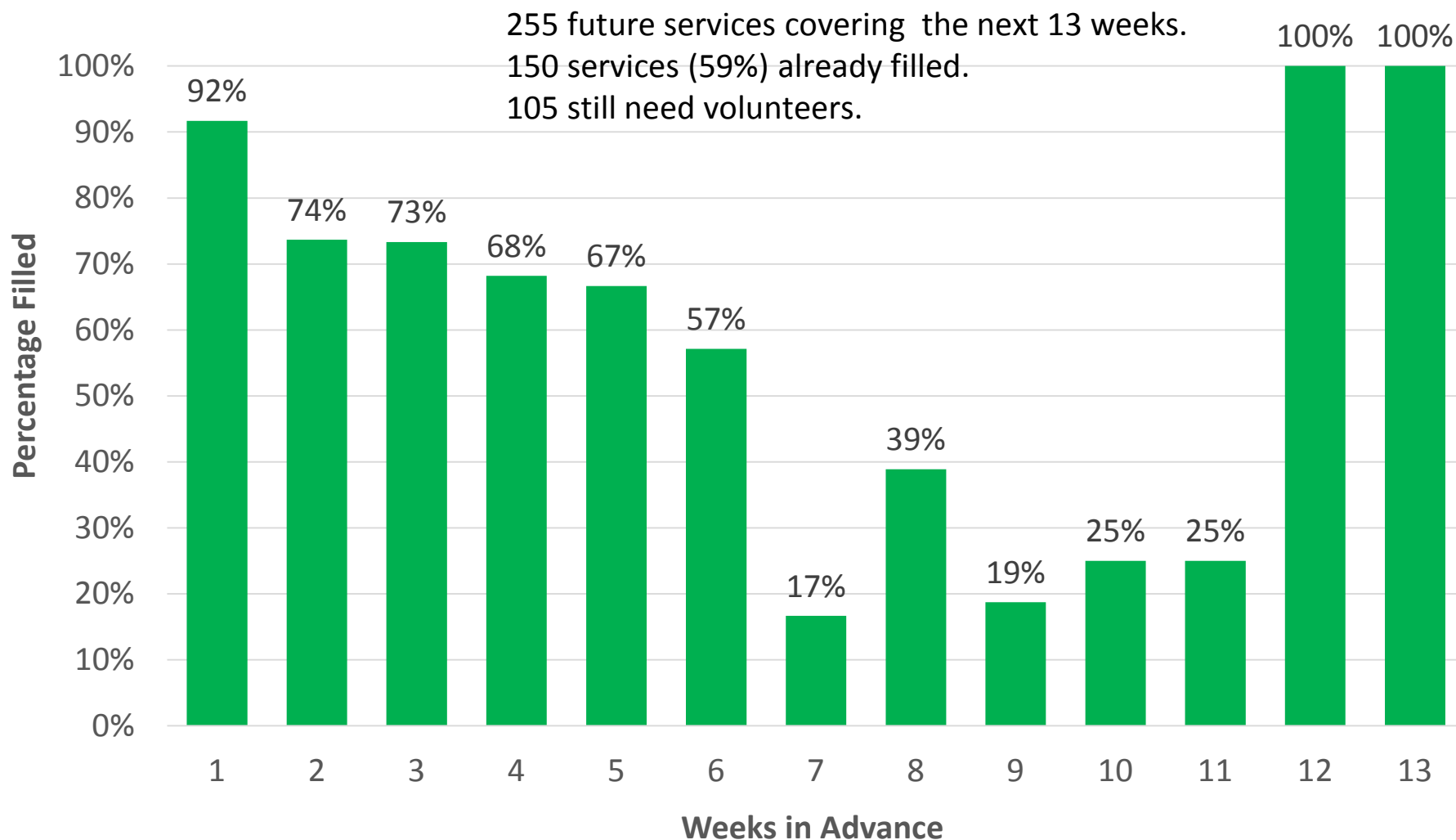
150 services (59%) already filled.

105 still need volunteers.



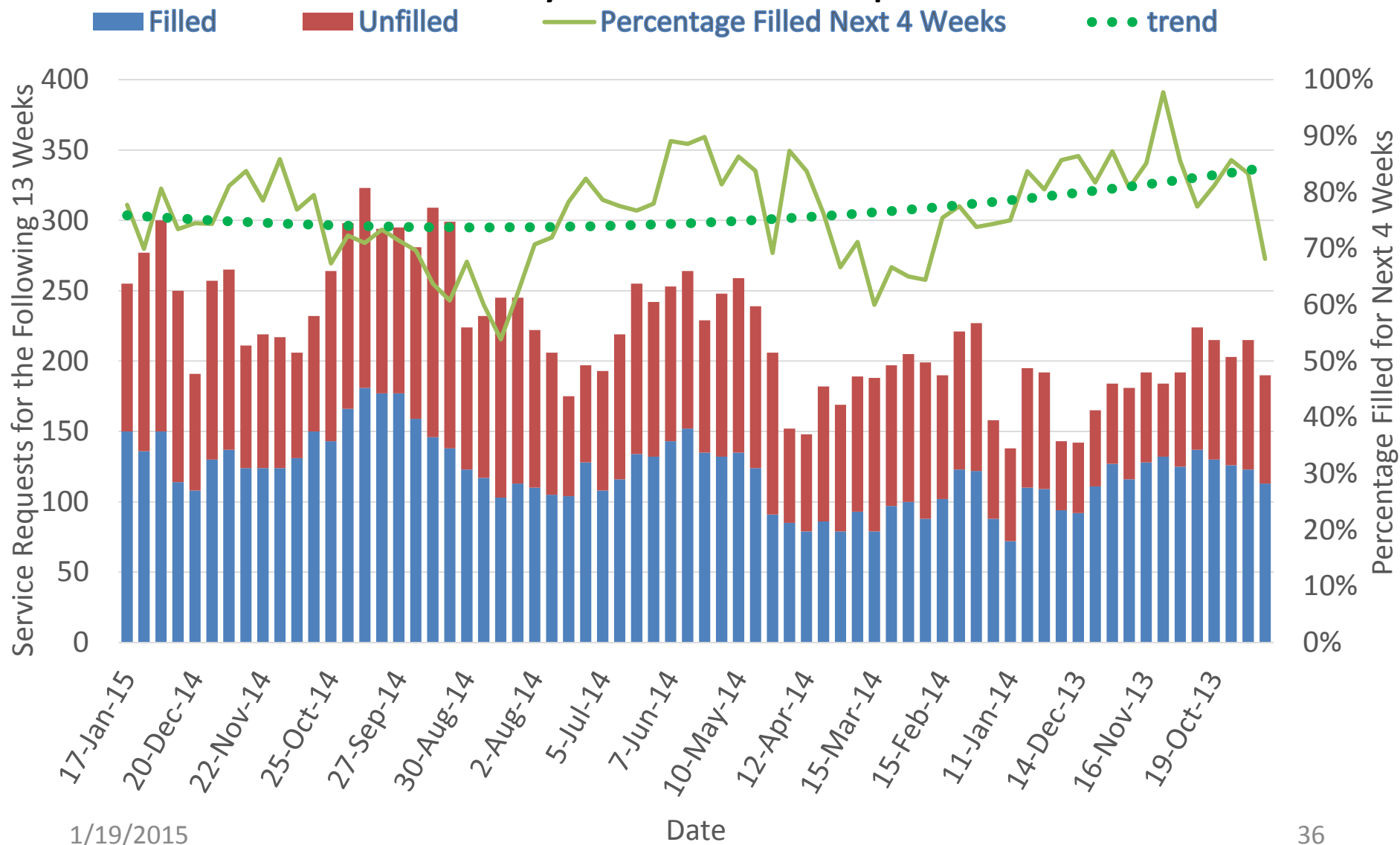


## Percentage of Services for Next 13 Weeks Filled

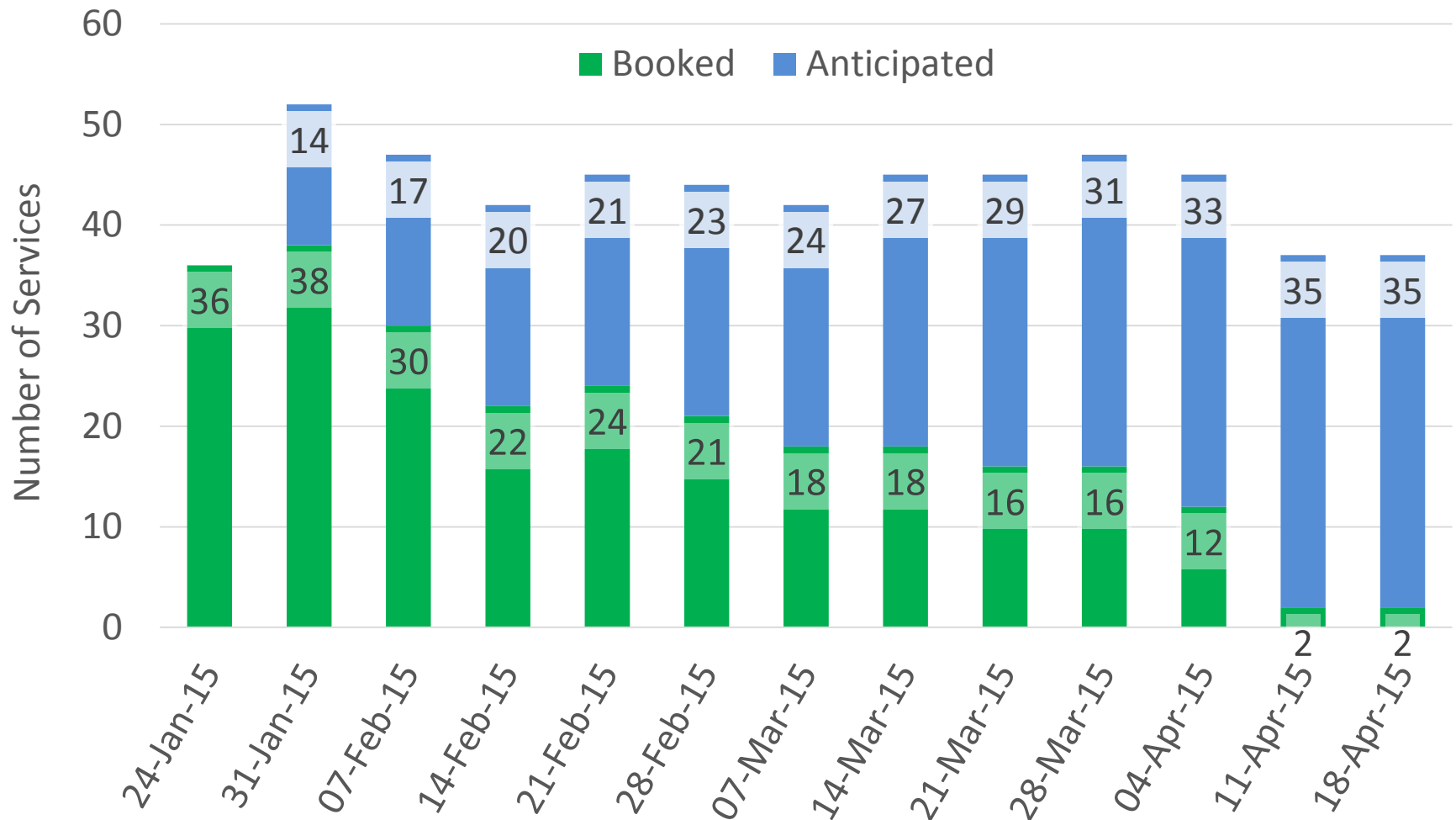




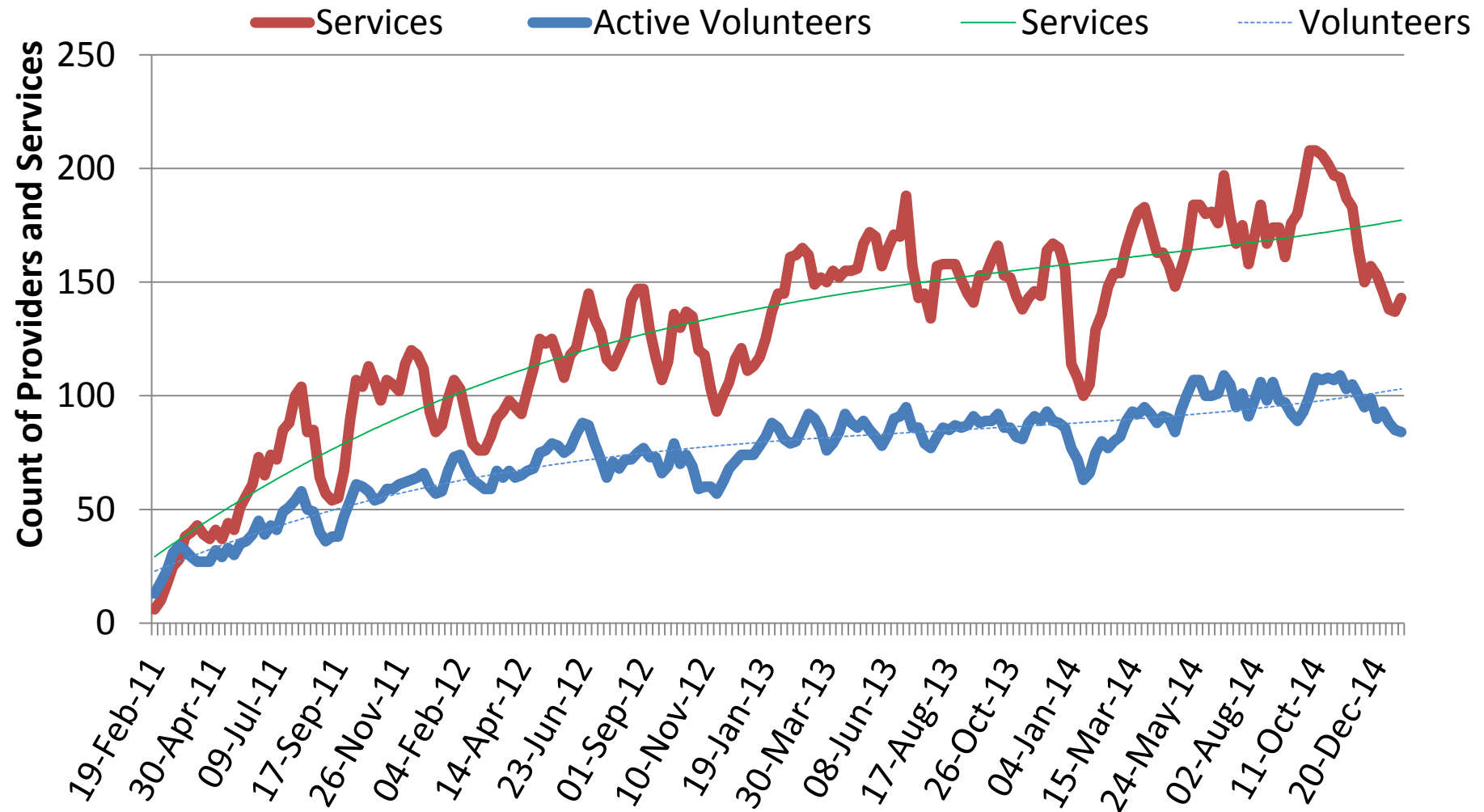
# History of Future Requests



## Projected Future Services

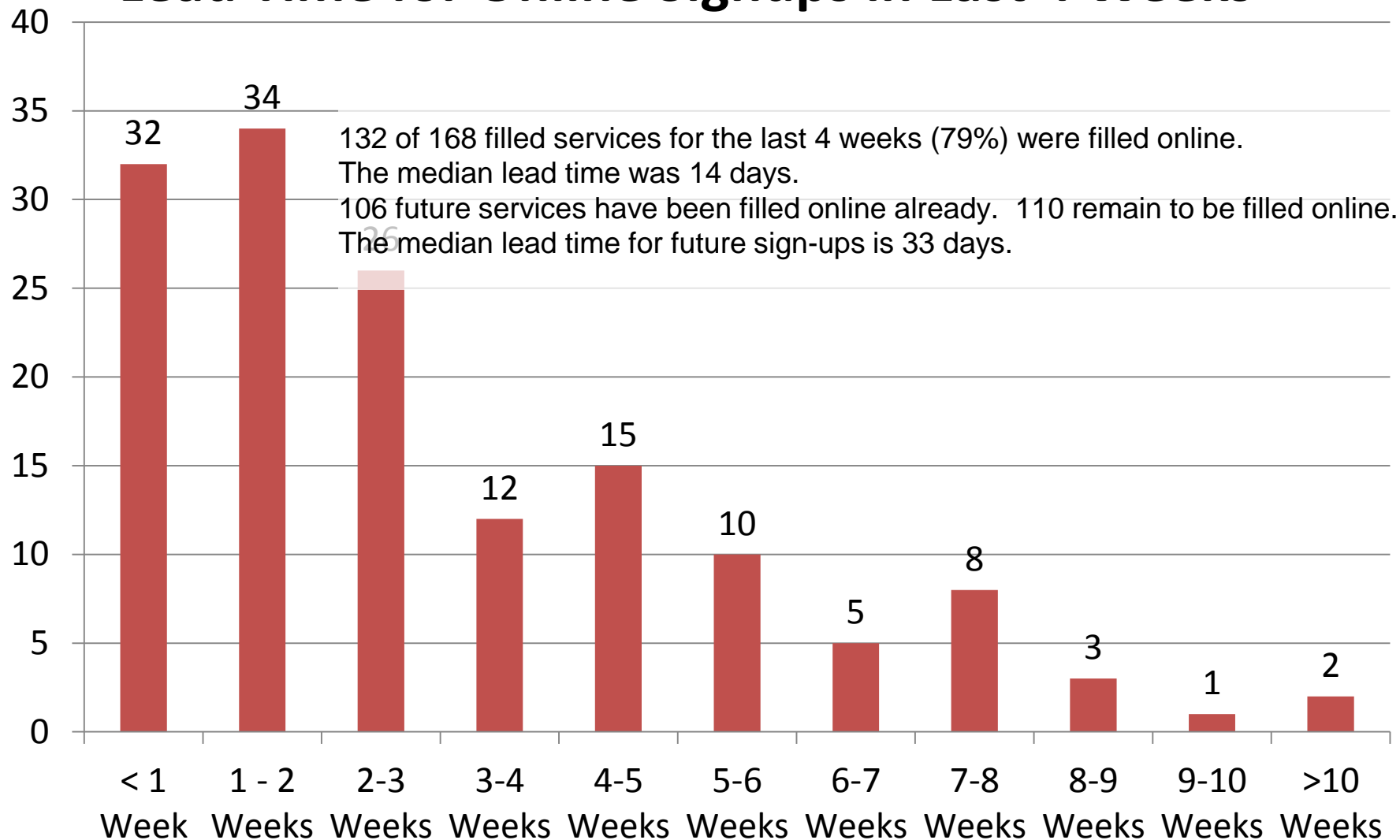


## Volunteers and Services Previous 4 Weeks



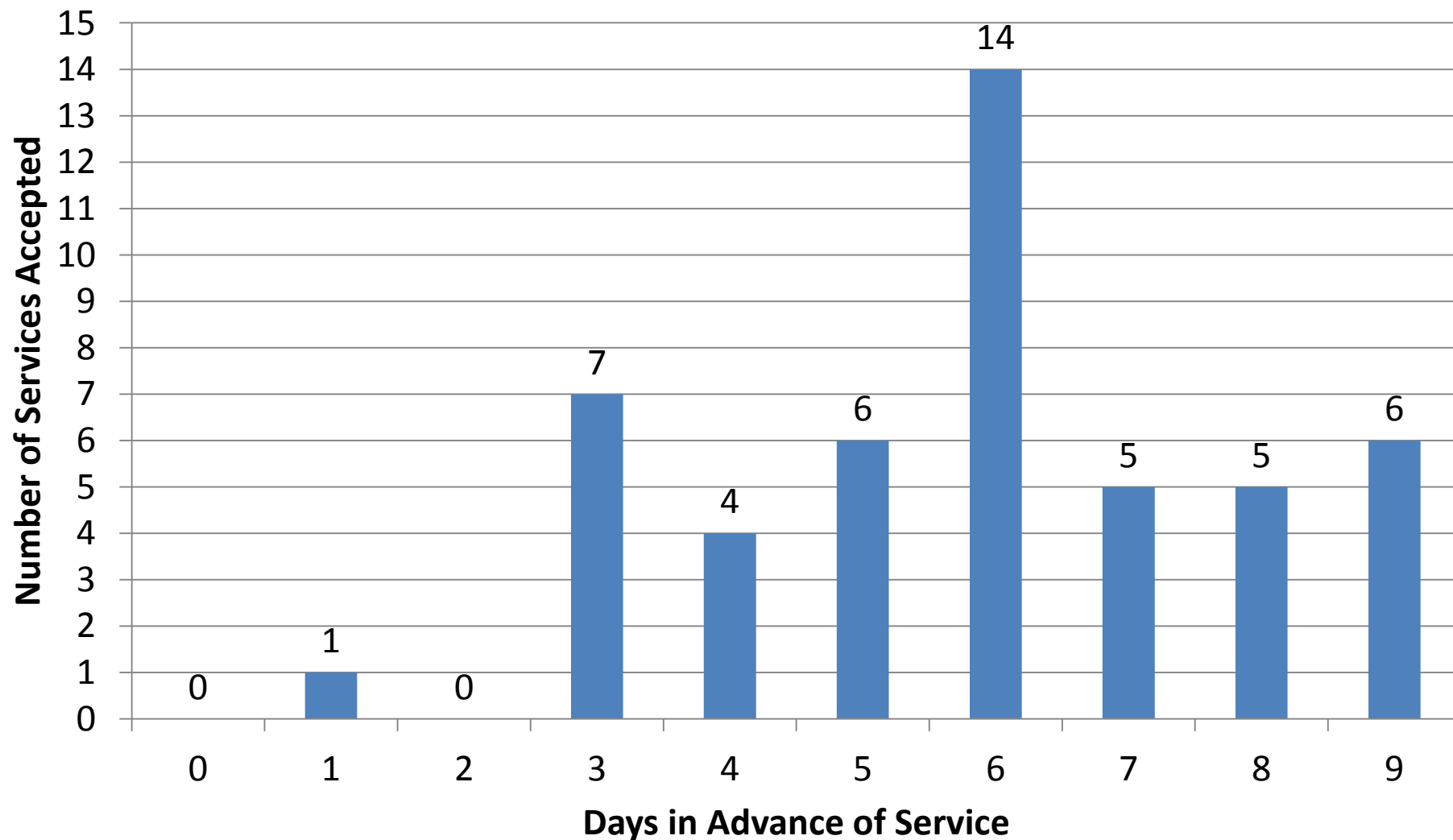
# HOW IS ONLINE SIGNUP WORKING?

## Lead Time for Online Signups in Last 4 Weeks

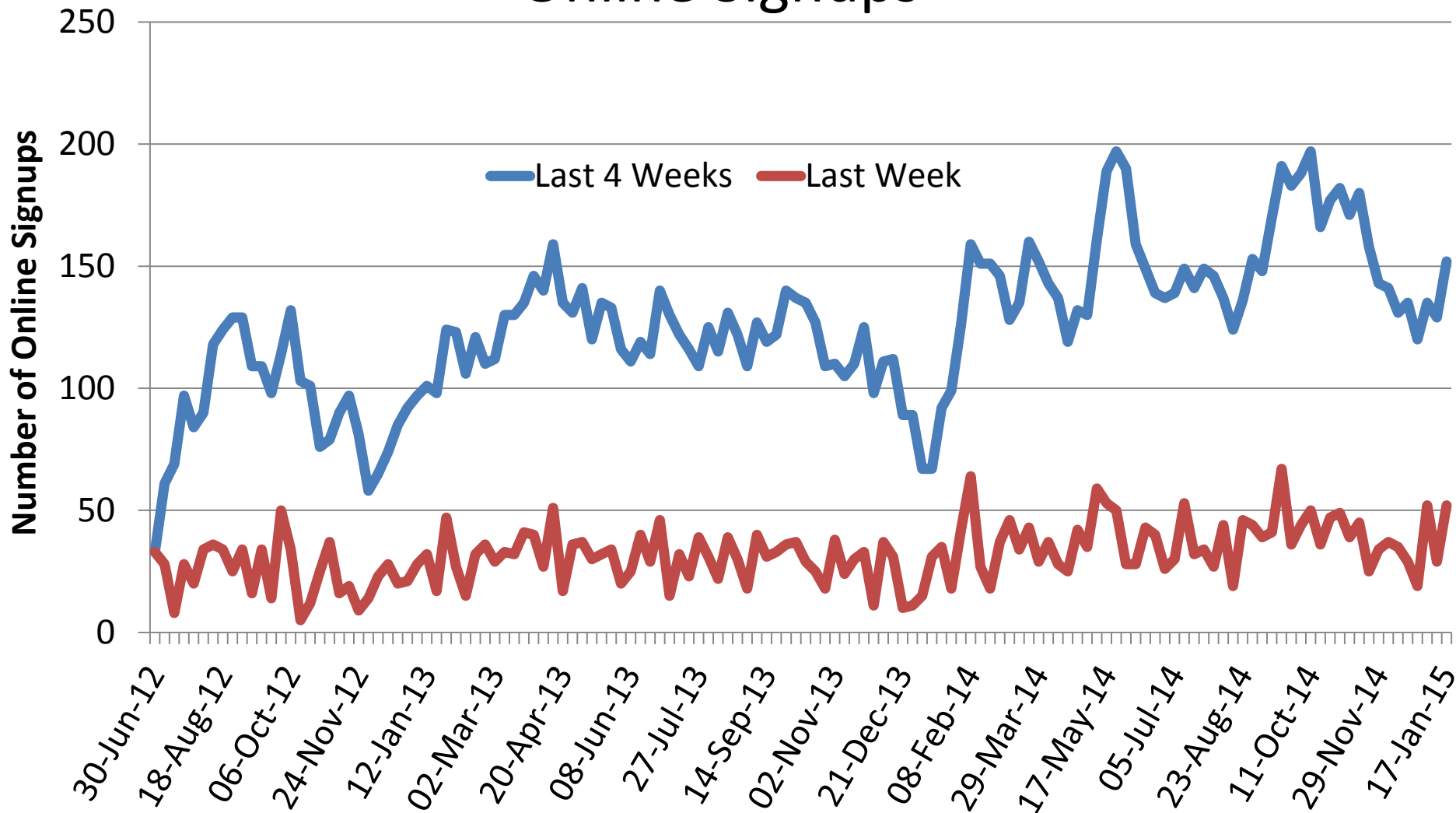




## Short Term Online Signup in the Last 4 Weeks



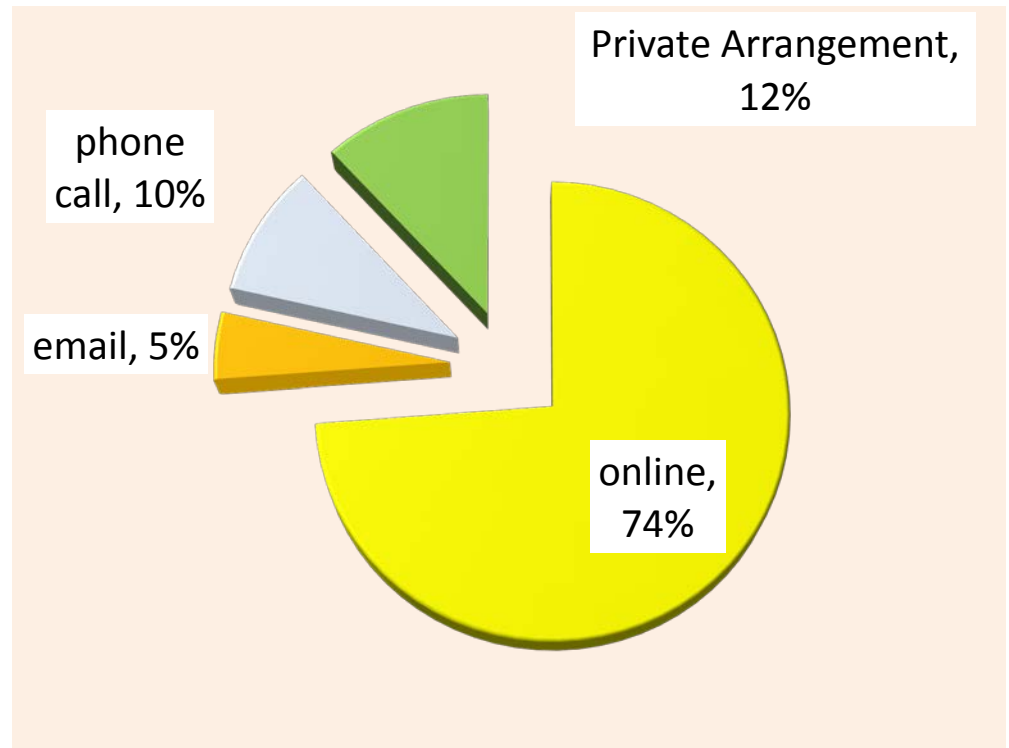
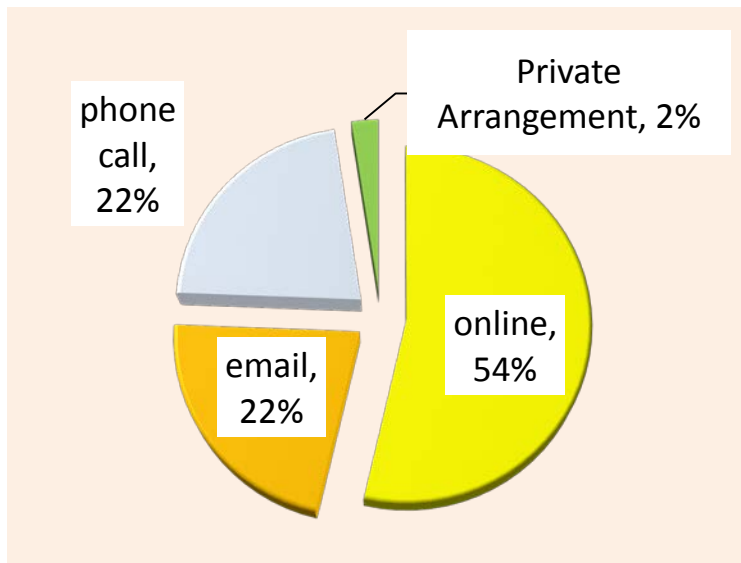
## Online Signups



## 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.

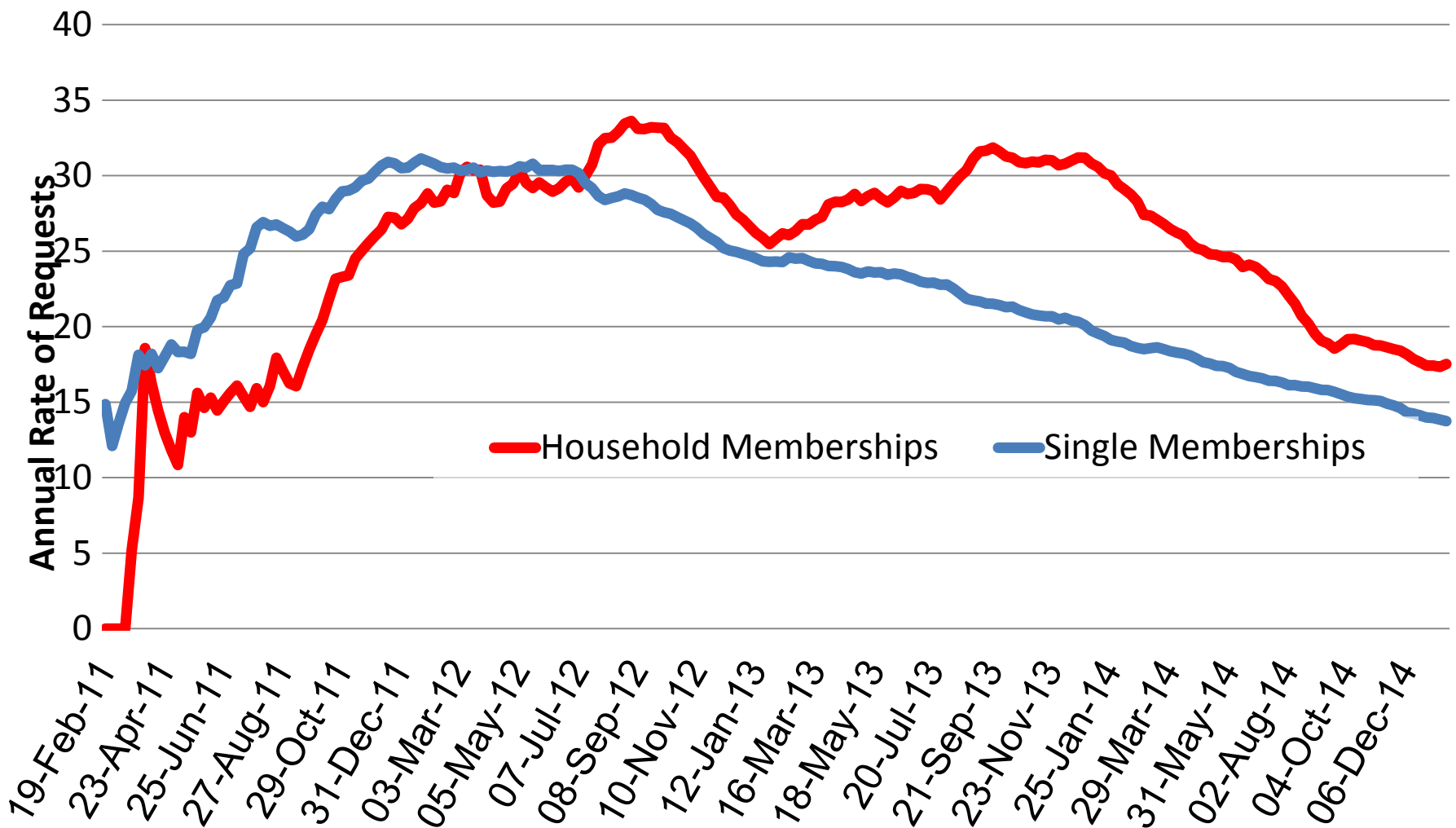
## What are the Differences Between Single And Household Memberships?

## 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?**

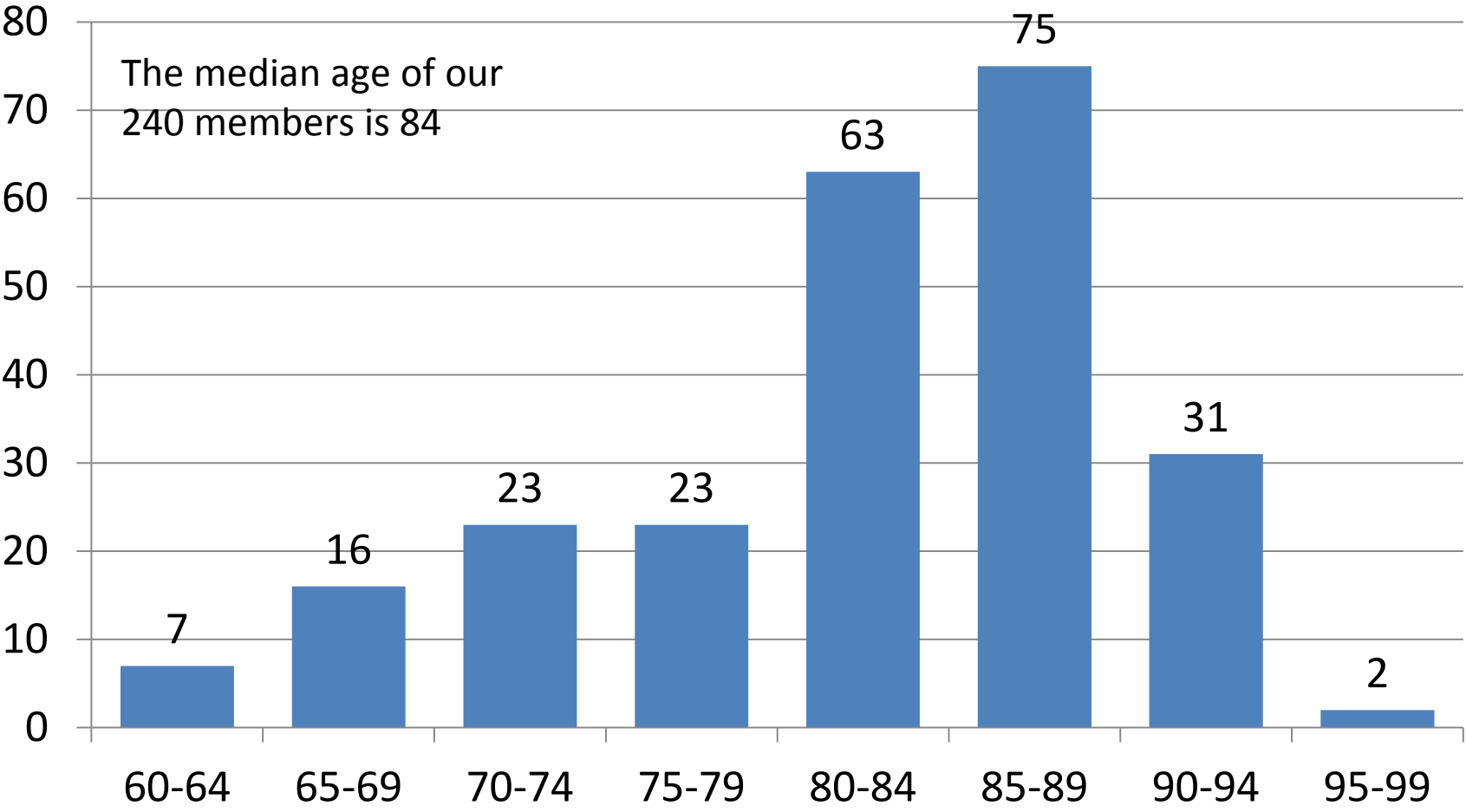
## Analysis by Age Group

- 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.

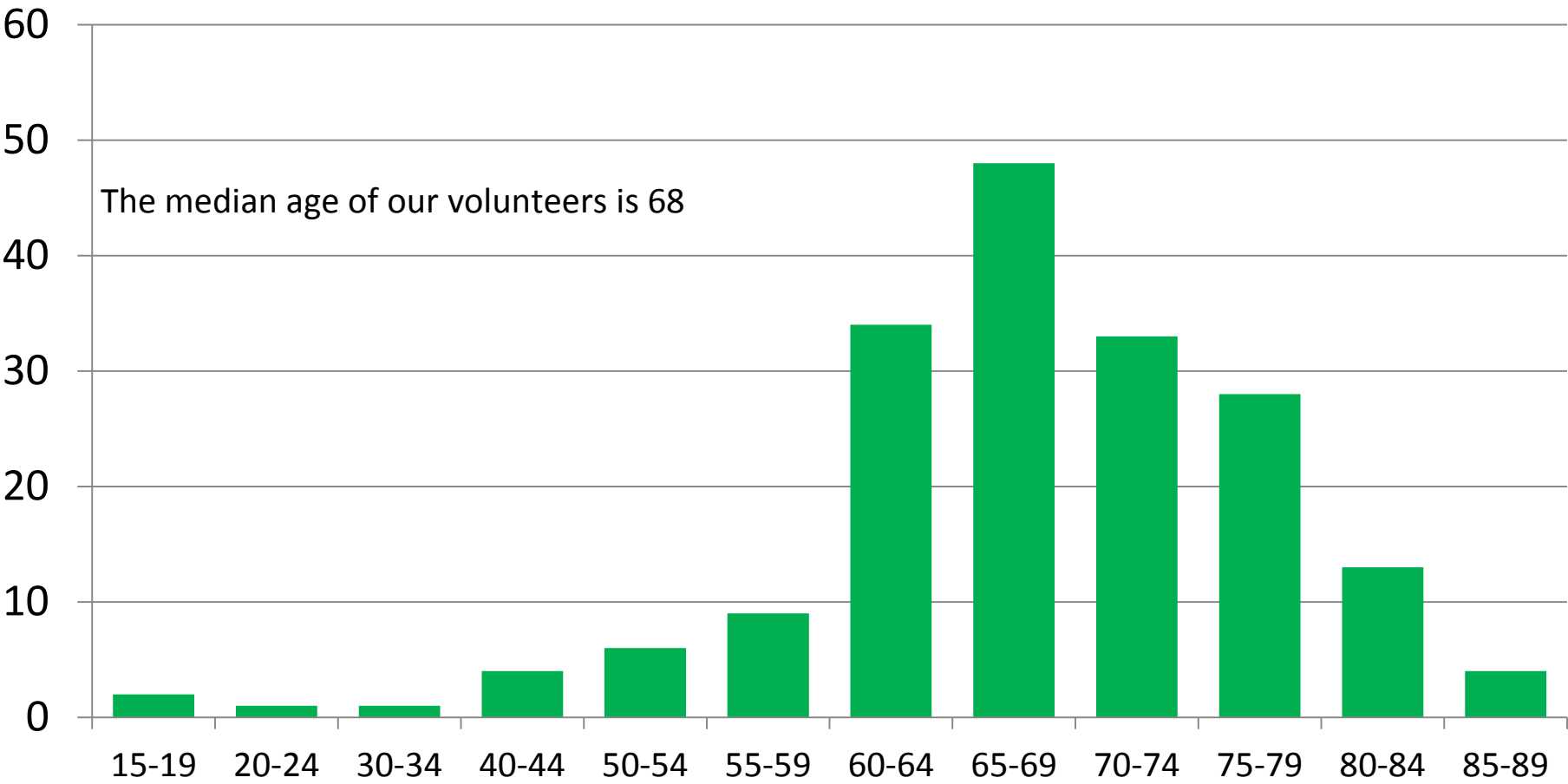




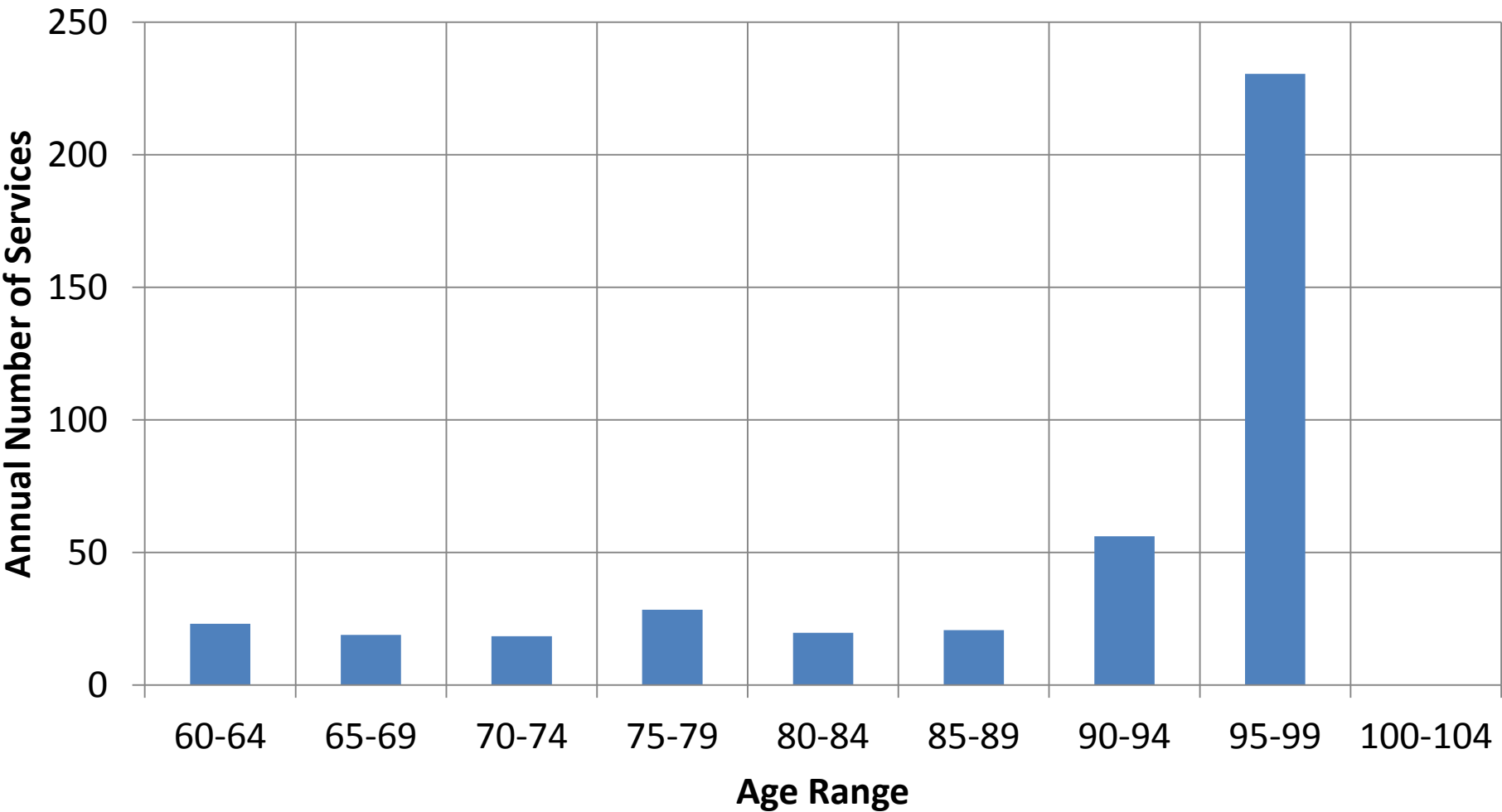
# Age of Members



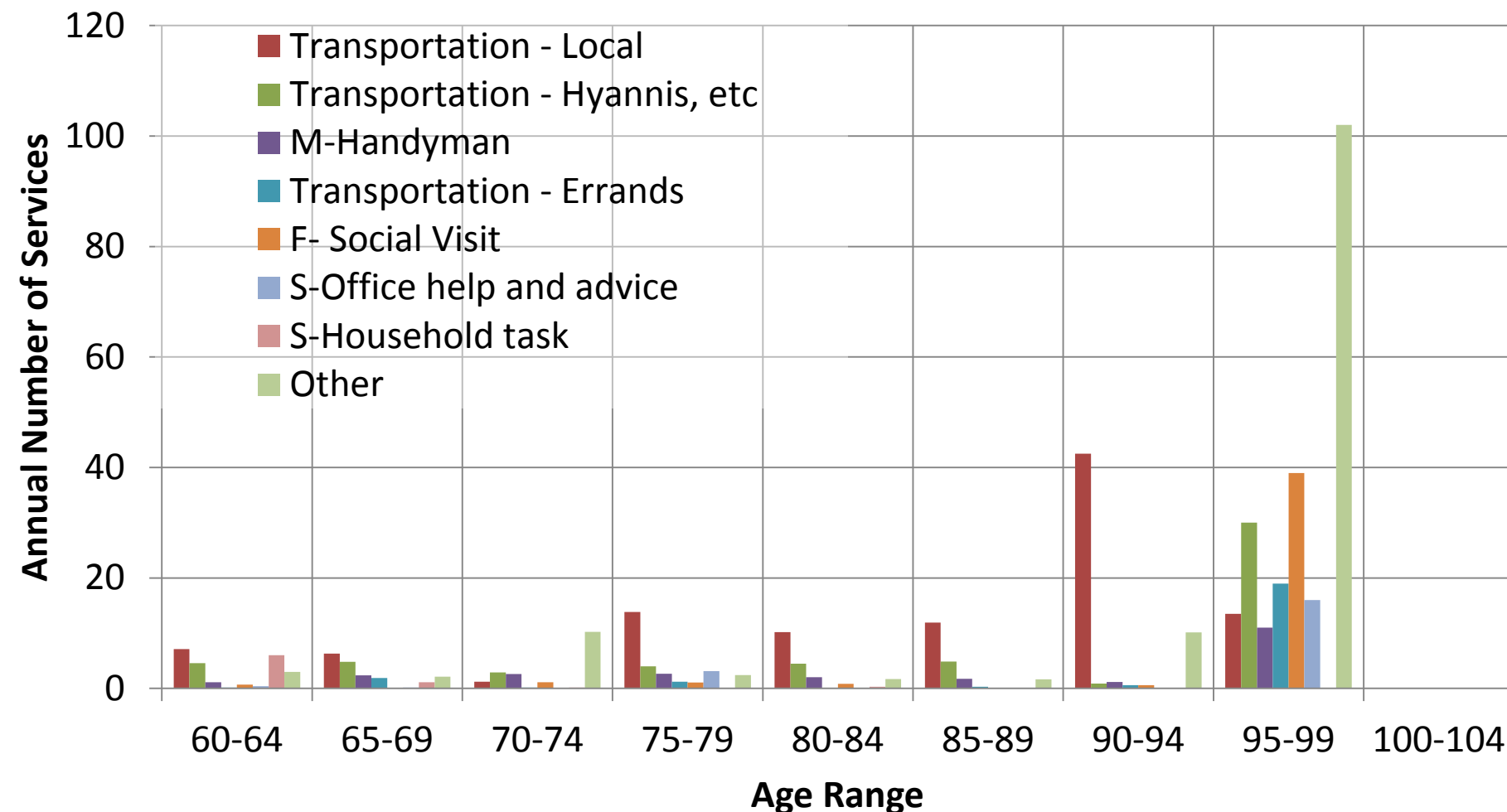
# Age of Volunteers



# Annual Use of Services by Age



## Services Used (Annual Rate) by Age Range

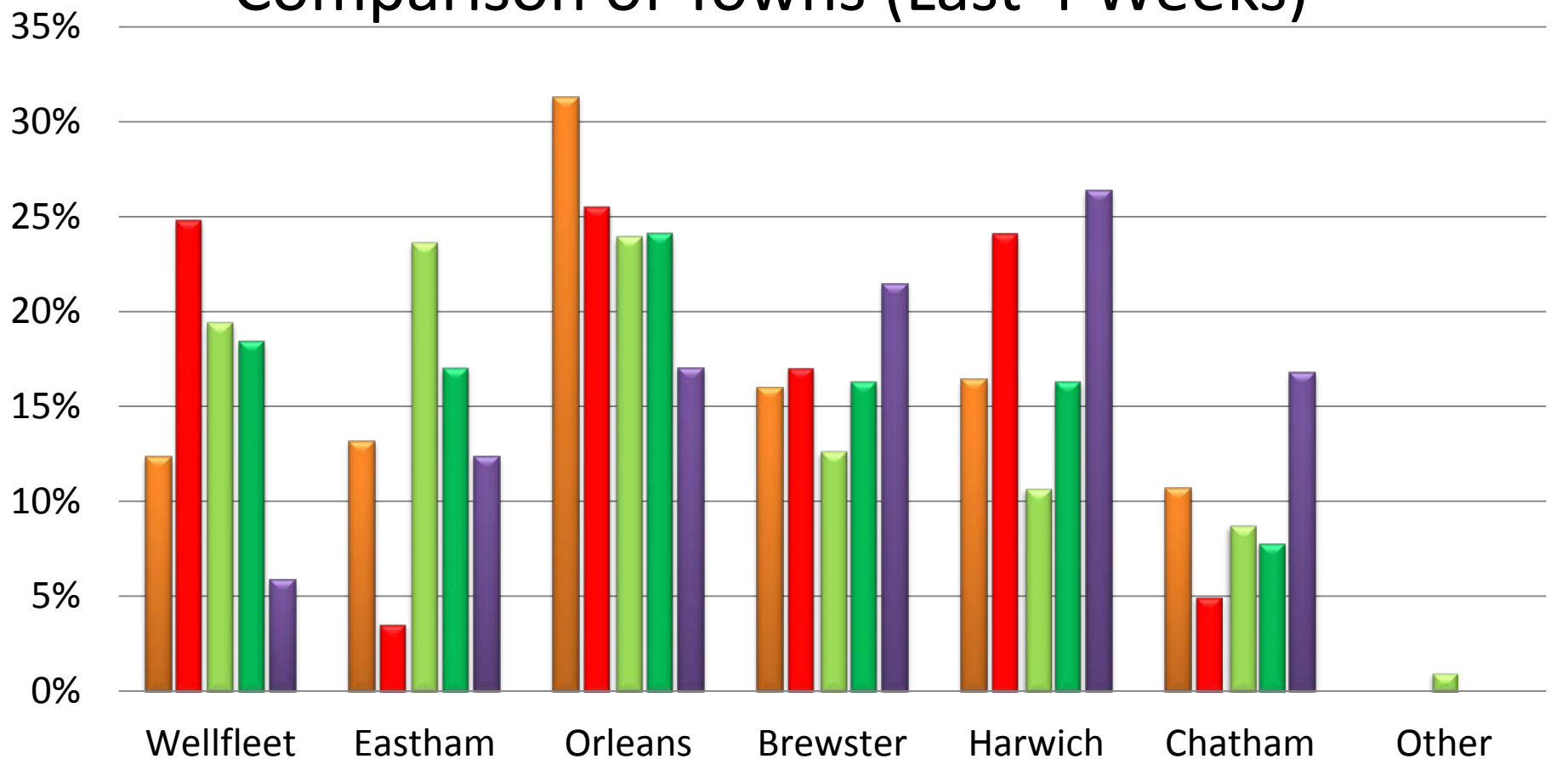


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

- Previous reports contained an error that understated the older population of Chatham and thus overstated the market penetration in that town.
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
  - 57% of all services are performed by someone from the same town.
  - 82% 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)



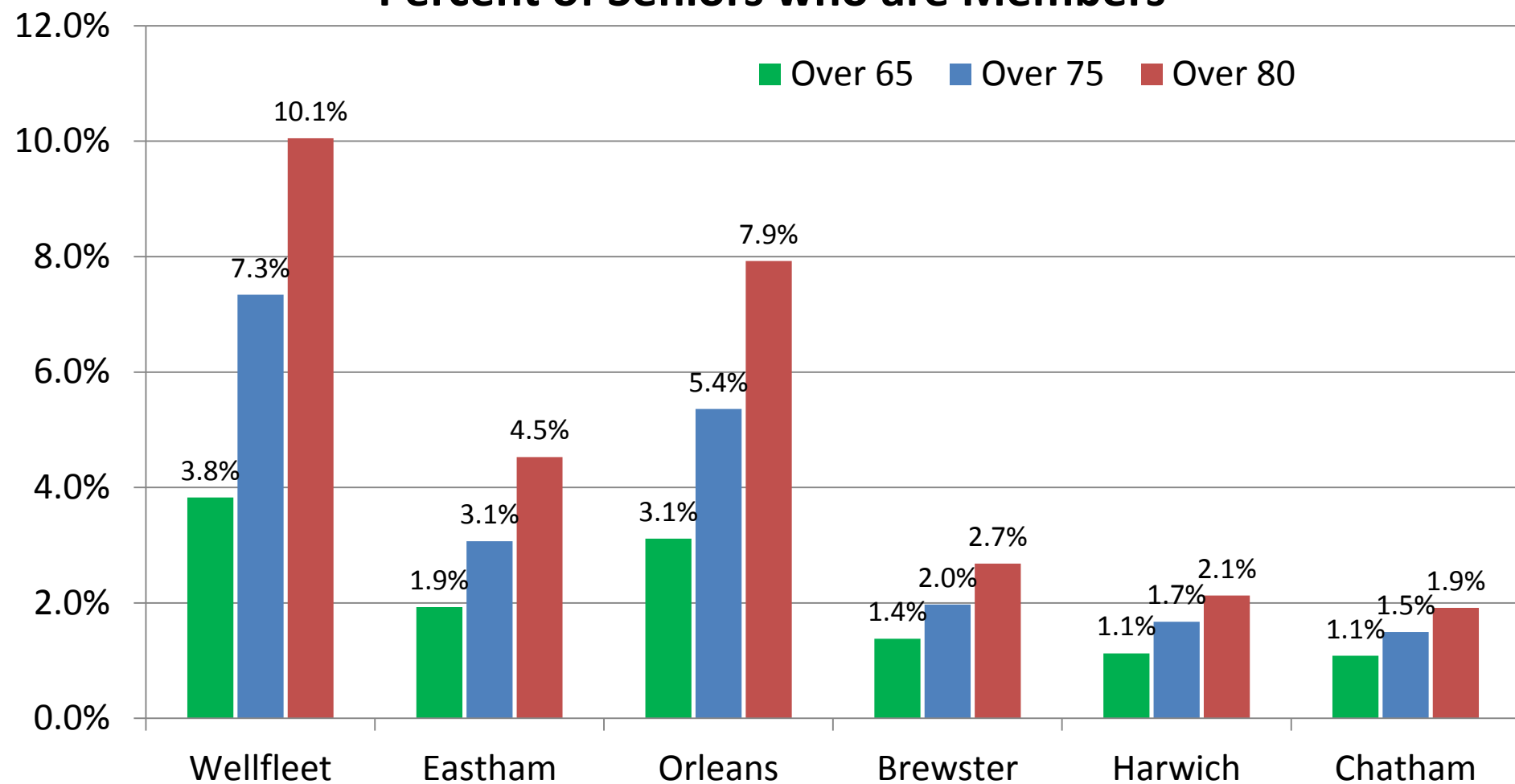
■ % of Members  
 ■ % of Volunteers  
 ■ % of 6 town area's 60+ Population

■ % of Services Requested by Members from Town  
 ■ % of Services Provided by Volunteers from Town



## 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	960	80	205	31	31	1	1308
	Eastham	587	357	556	77	107	13	1697
	Orleans	35	66	1337	198	60	16	1712
	Brewster	9	25	484	263	189	7	977
	Harwich	10	2	70	94	457	6	639
	Chatham		1	10	7	65	27	110
	Other	6	0	8	8	7	0	29
	<b>Total Used</b>	<b>1607</b>	<b>531</b>	<b>2670</b>	<b>678</b>	<b>916</b>	<b>70</b>	<b>6472</b>

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

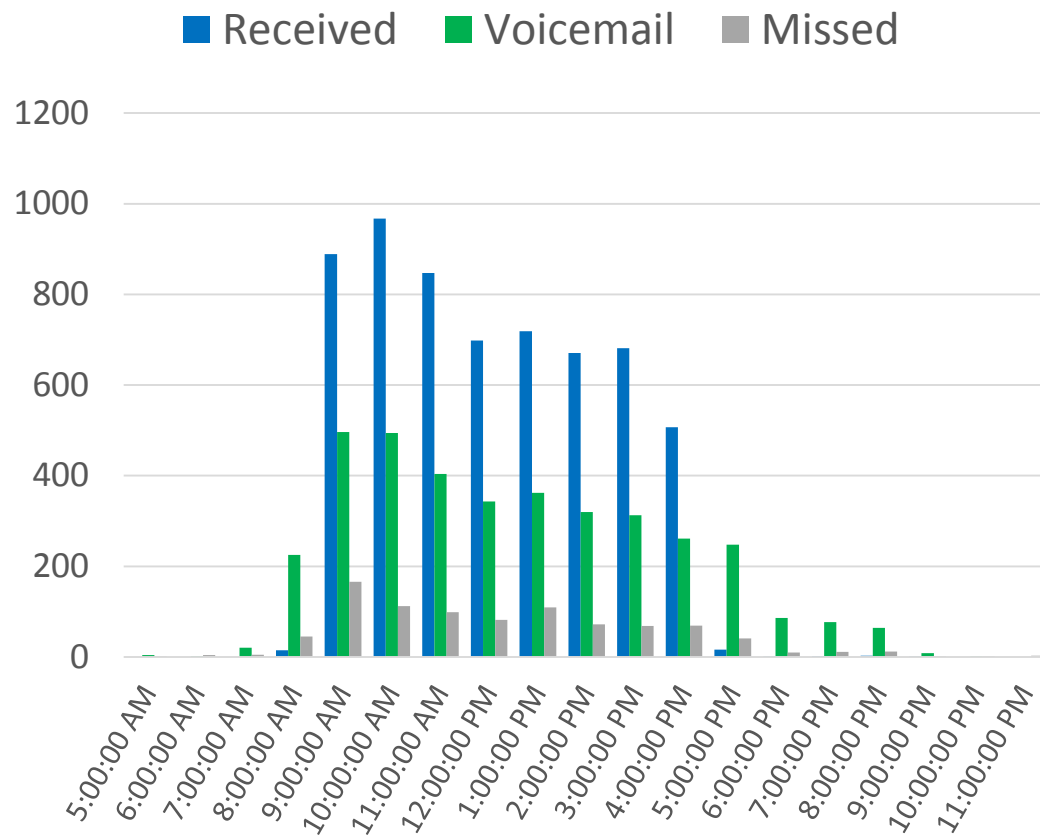
54% of services are provided by someone from the same town; 87% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	19	1	3	2	1		26
	Eastham	15	4	3	1		1	24
	Orleans	1		20	9	4		34
	Brewster			9	8	6		23
	Harwich			1	3	19		23
	Chatham				1	4	6	11
	Other	0	0	0	0	0	0	0
	Total Used	35	5	36	24	34	7	141

# Call Analysis

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

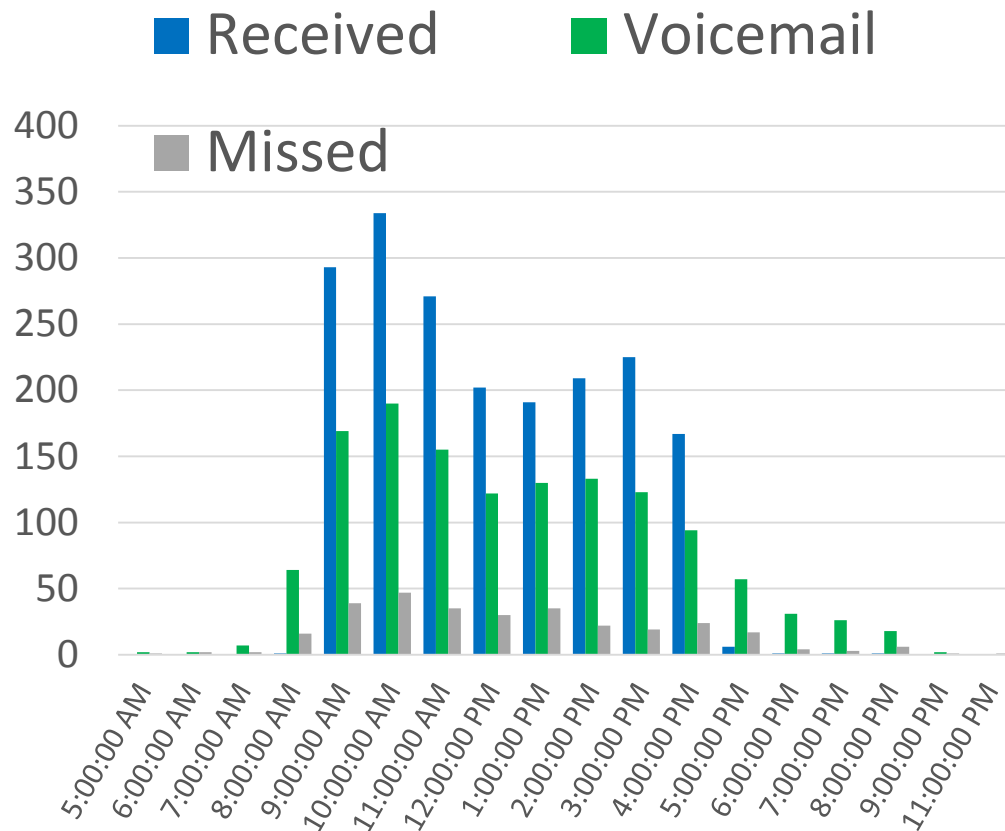
## Time of Day that Calls are Received Since Inception

- 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.



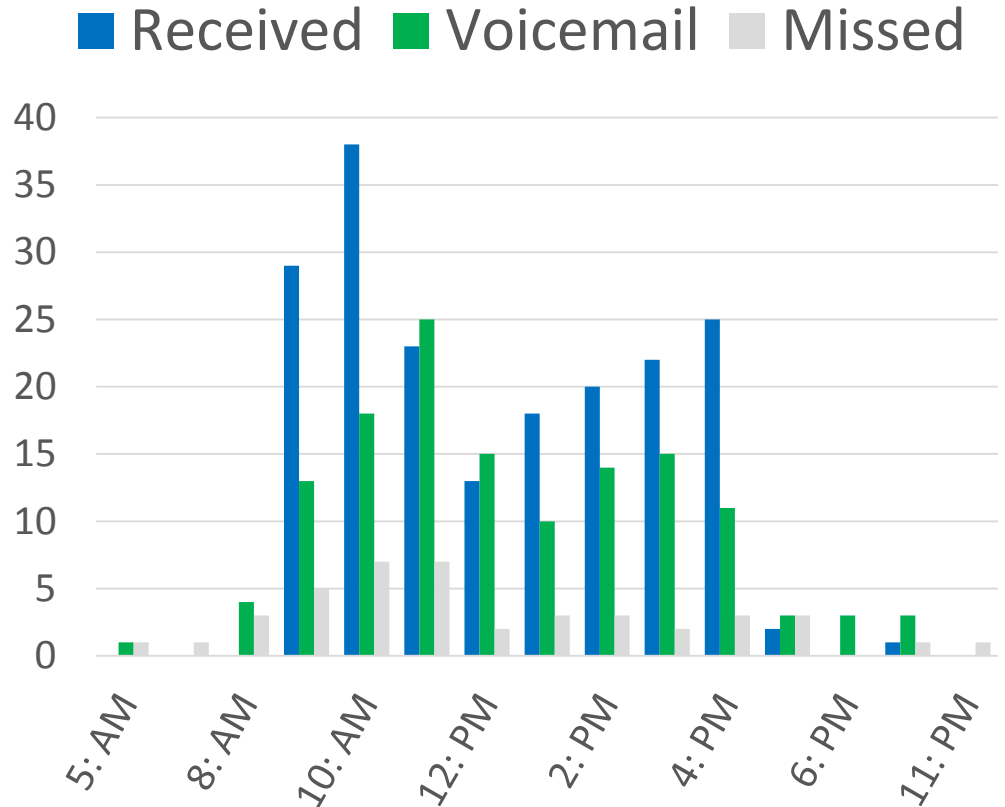
## Time of Day that Calls are Received In the Last Year

- 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.



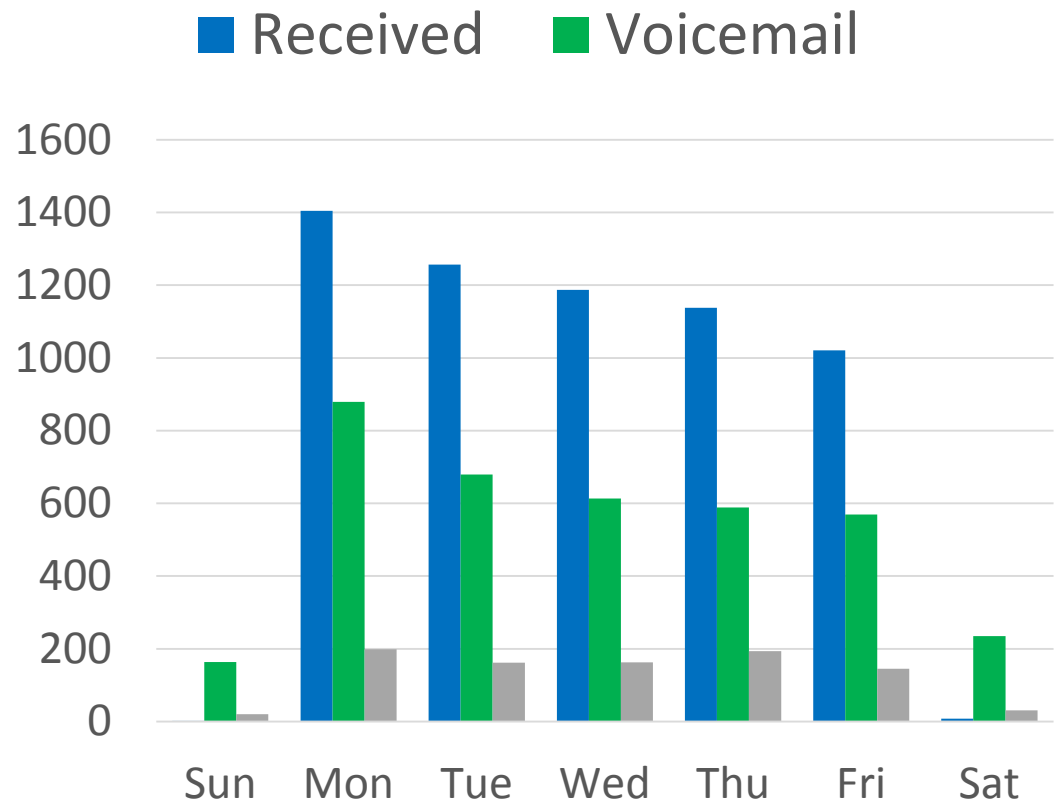
## Time of Day that Calls are Received In the Last Month

- 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

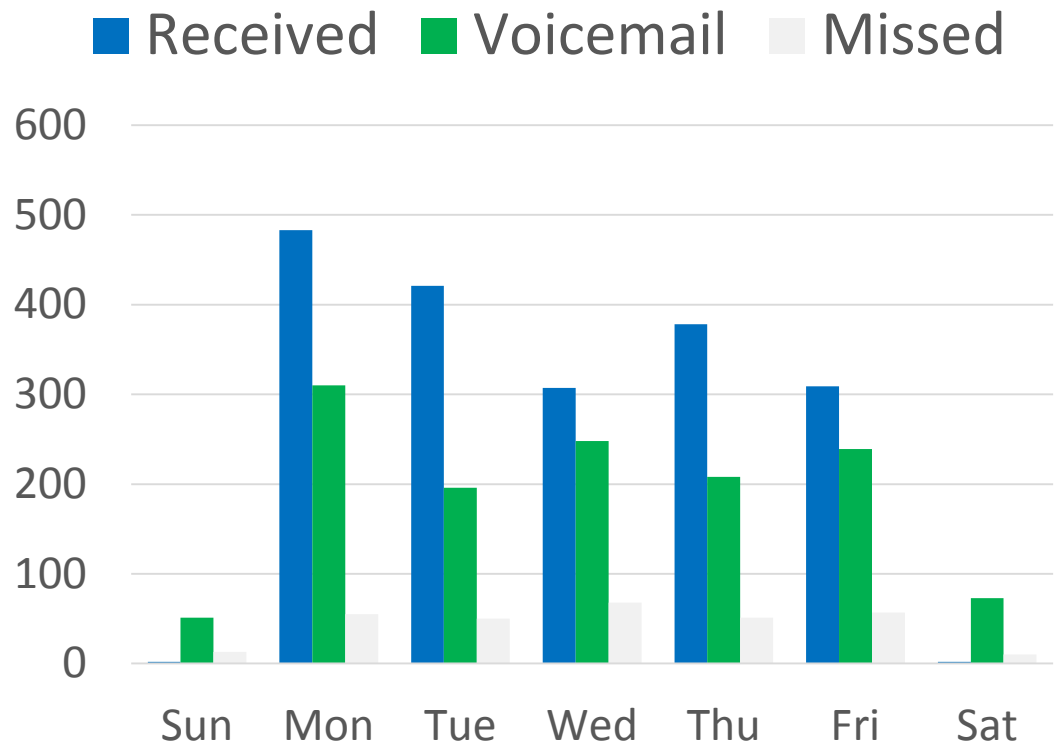
- The beginning of the week is the busiest
  - Monday is 40% heavier than Friday
- Trails off smoothly



## 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.

