

Week 206 Member Services Report
January 24, 2015



Pleasant Bay, Orleans.

[By Munag](#)

Summary of the Past Week

- Service requests rebounded to a normal range this week.
- The number of members increased by 4.
- We have a waiting list of **35** people and are interviewing people from the list.
- We added 6 new volunteers.
- Online signups filled **78%** 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.
 - 41 volunteers performed 38 services for 27 households and covered 10 office shifts last week. With 10 filled cancellations that means we filled 58 assignments.
 - 92 volunteers performed 160 services for 62 households and covered 37 office shifts in the last 4 weeks.
 - 217 volunteers performed 2236 services for 187 households this year.
 - 16 services were cancelled last week, 10 with a volunteer already assigned.
- 145 of 185 filled services for the last 4 weeks (78%)
[were filled online.](#)
- We have **244** members and **316** volunteers.
 - The median age of our members is 83.
 - The median age of our volunteers is 68.

Looking Forward

- We have **256** future service requests booked for the next three months
 - 57 future service requests have been cancelled
 - **4** services remain to be filled for next week,
 - **14** more need filling in the following three weeks.
 - **897%** of services for the next four weeks have volunteers, which is well above average.
 - **68%** 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?

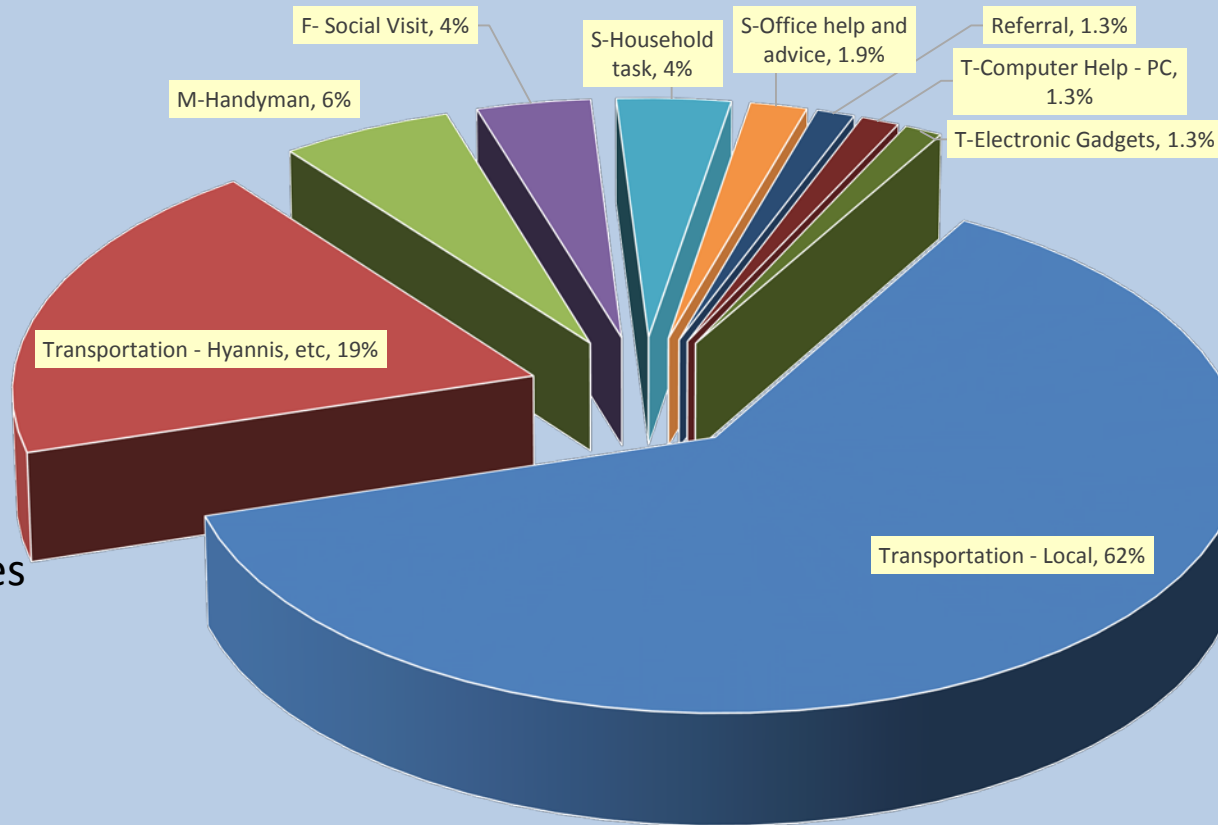
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (81%).
- 31% 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 10 per year per household, near 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

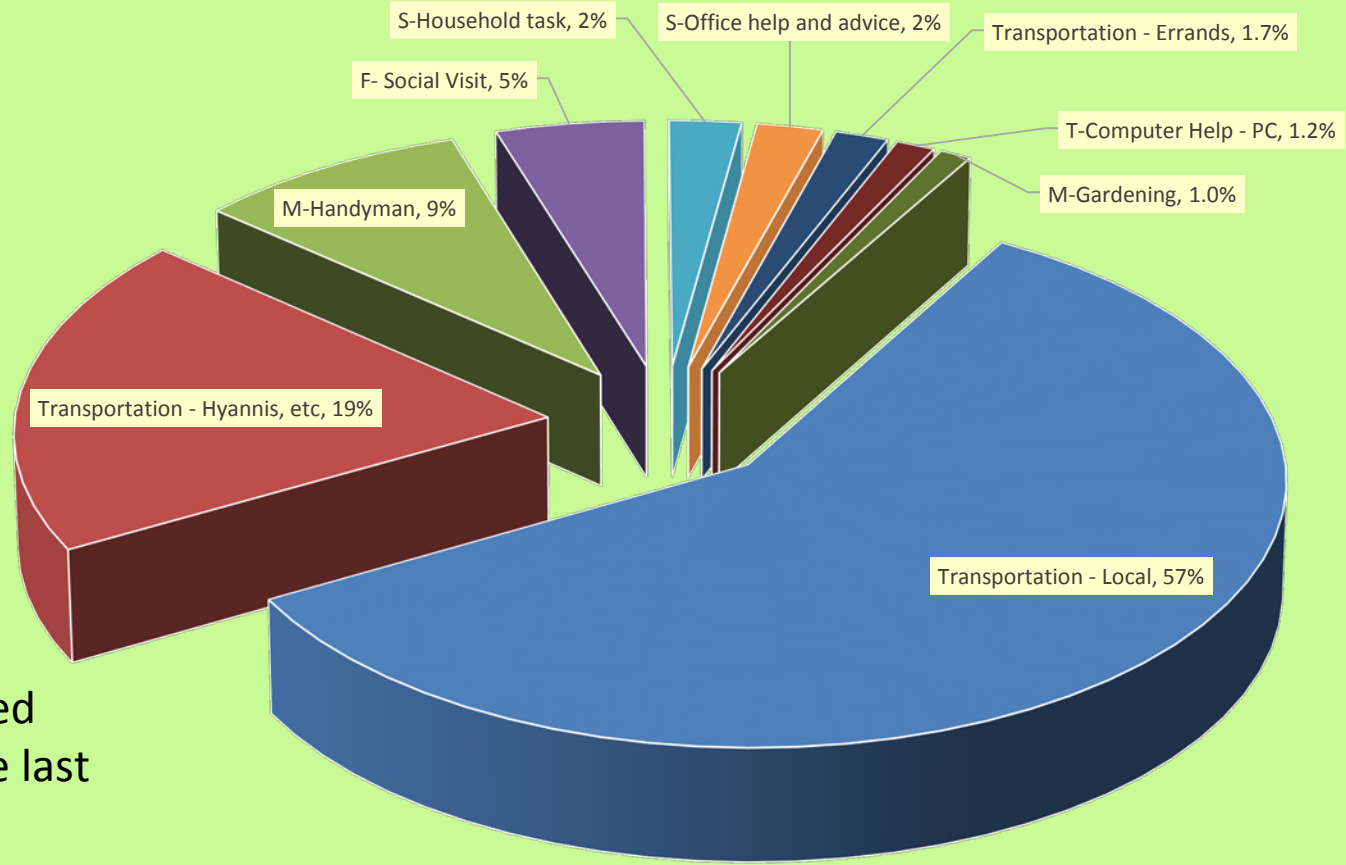
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62 households
used 160 services
in the last four
weeks

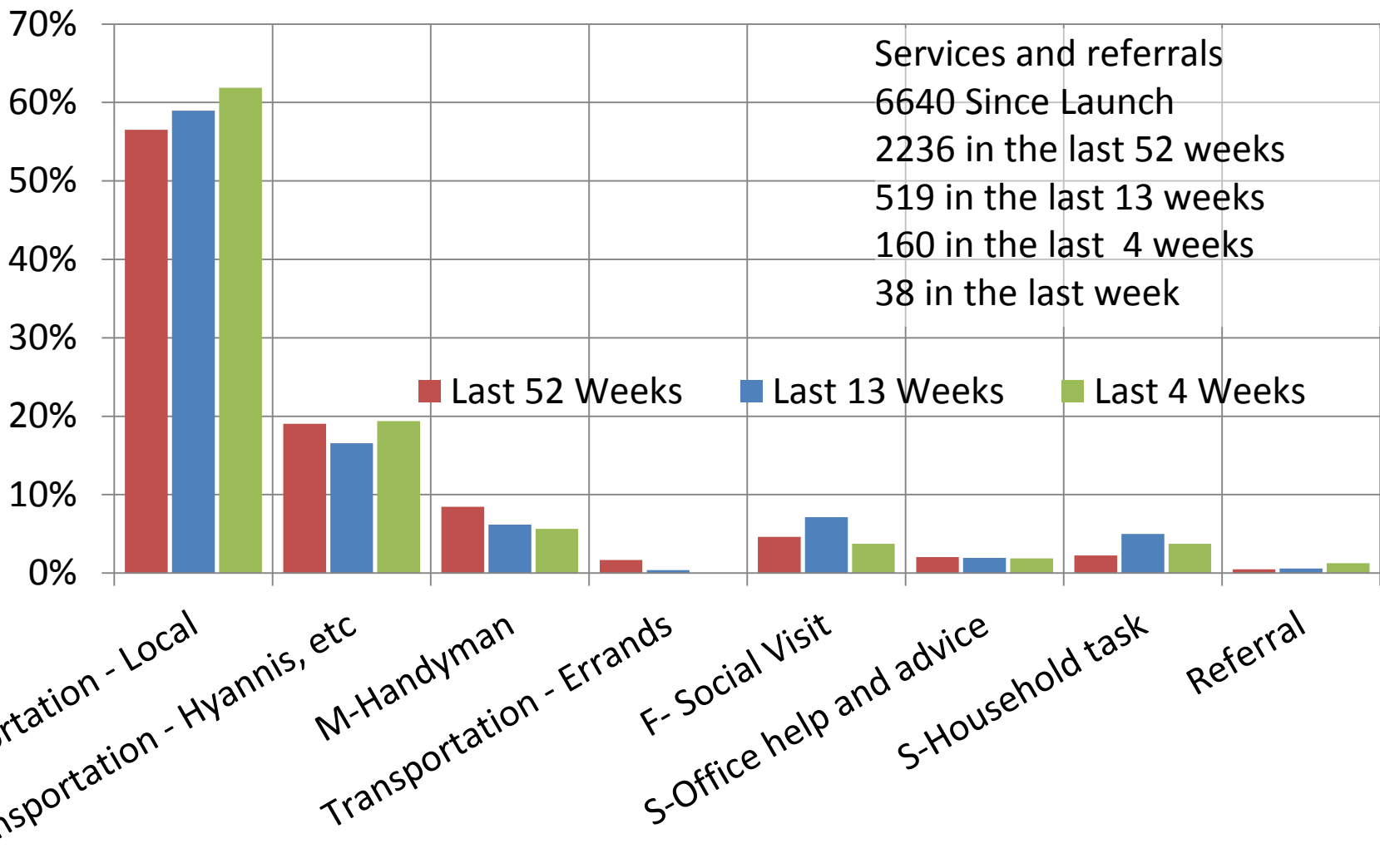
Services in the Last 52 Weeks

1/24/2015



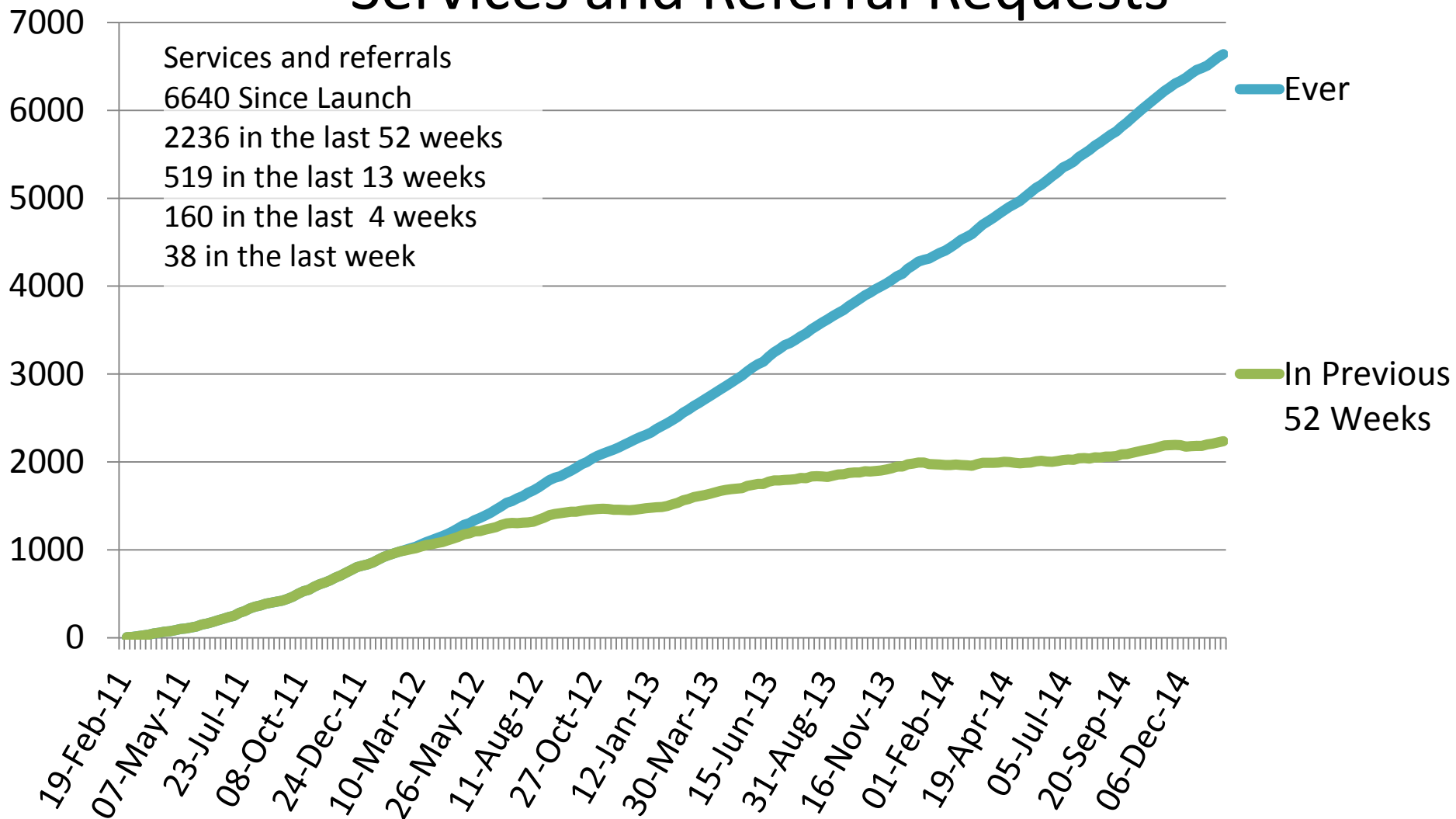
187 households used
2236 services in the last
52 weeks

Trends in Services

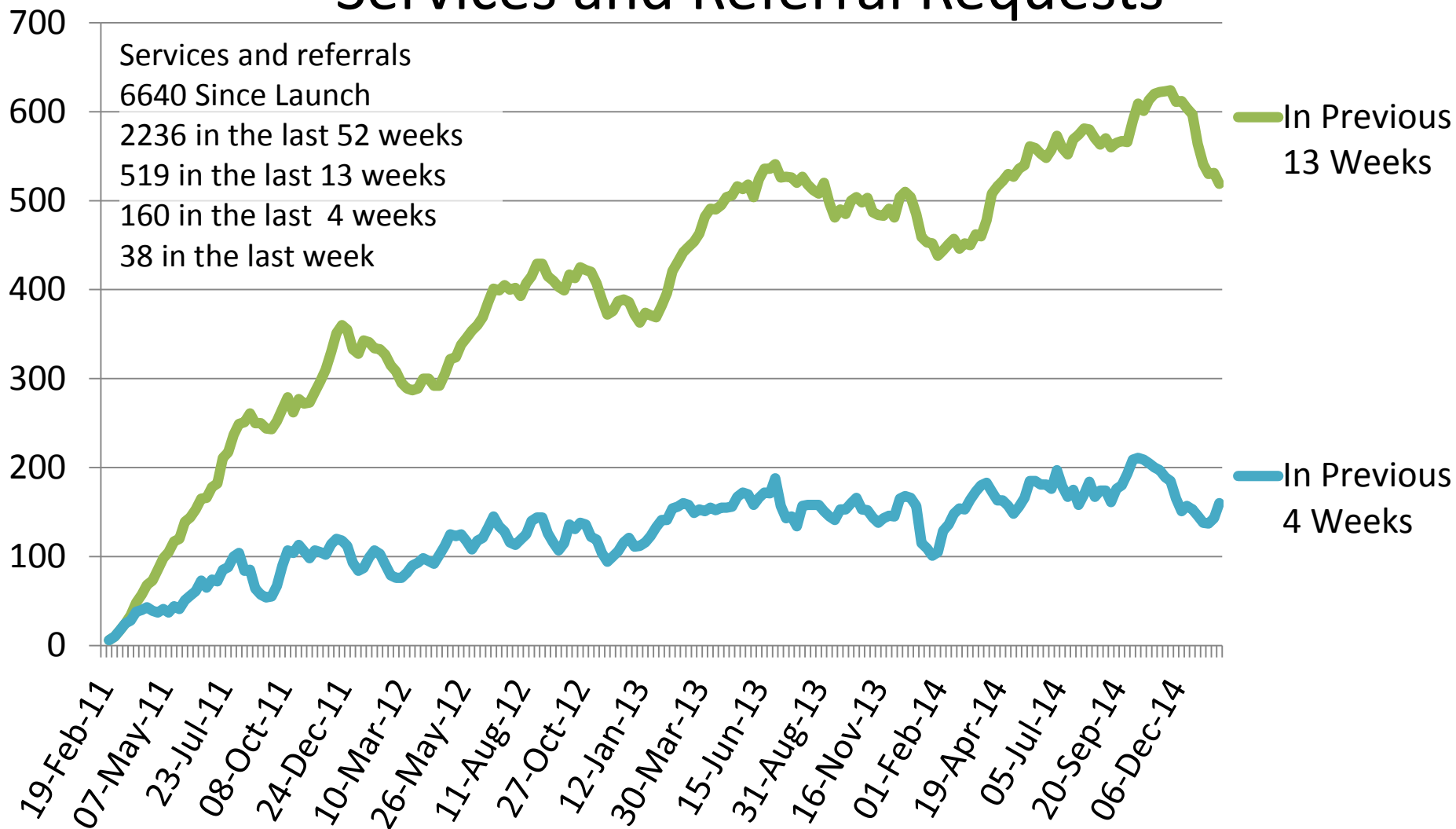




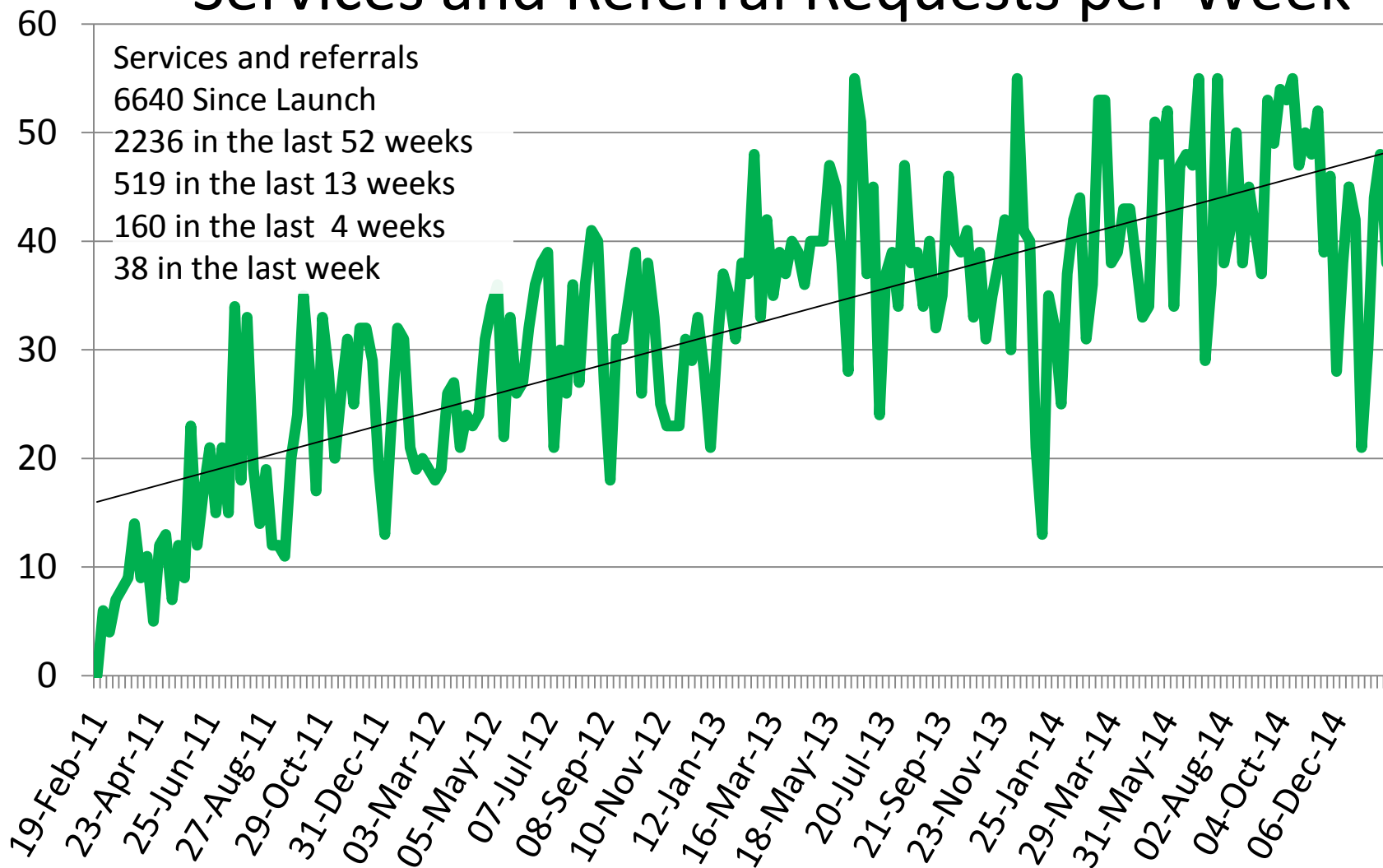
Services and Referral Requests



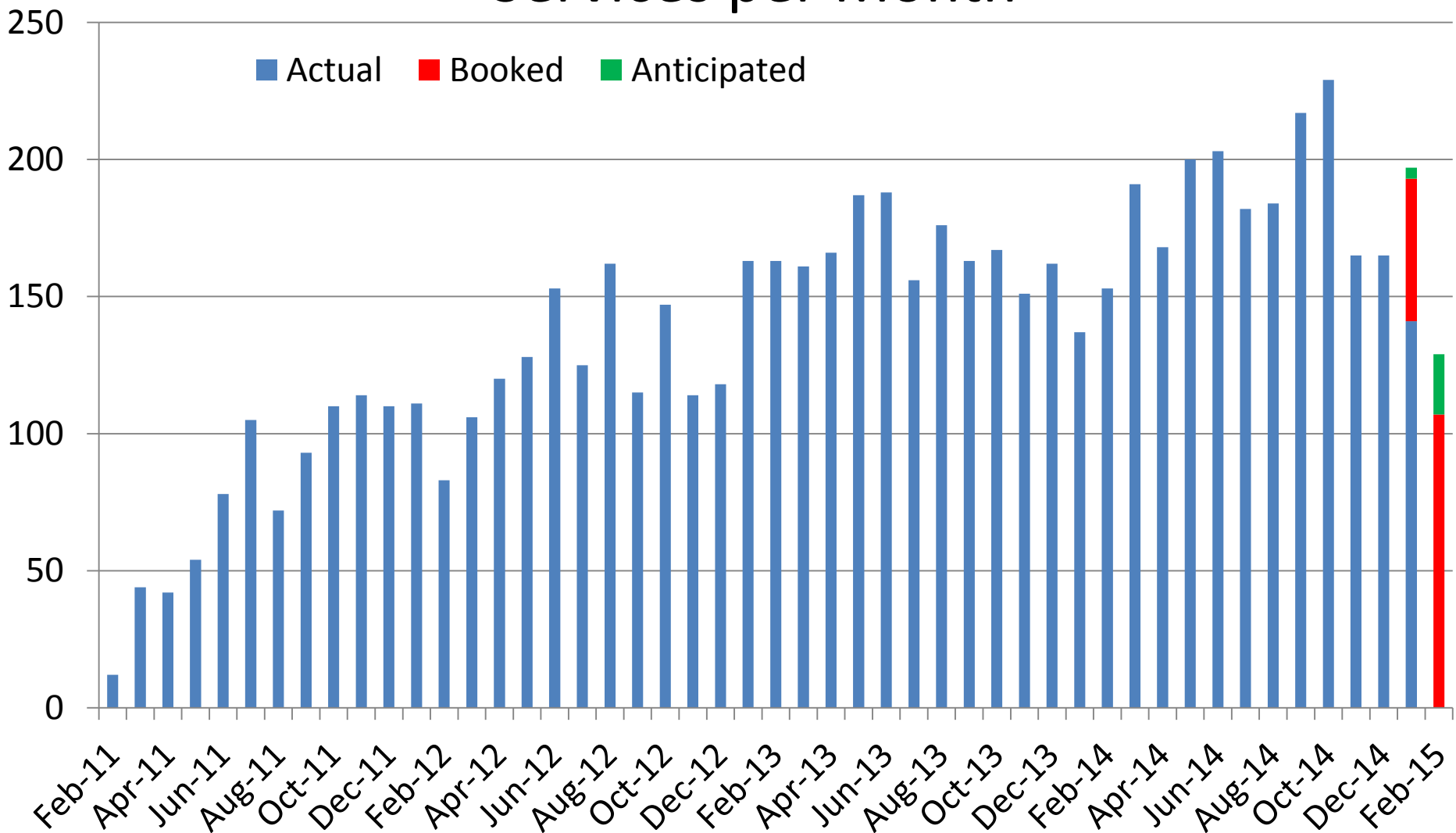
Services and Referral Requests



Services and Referral Requests per Week



Services per Month

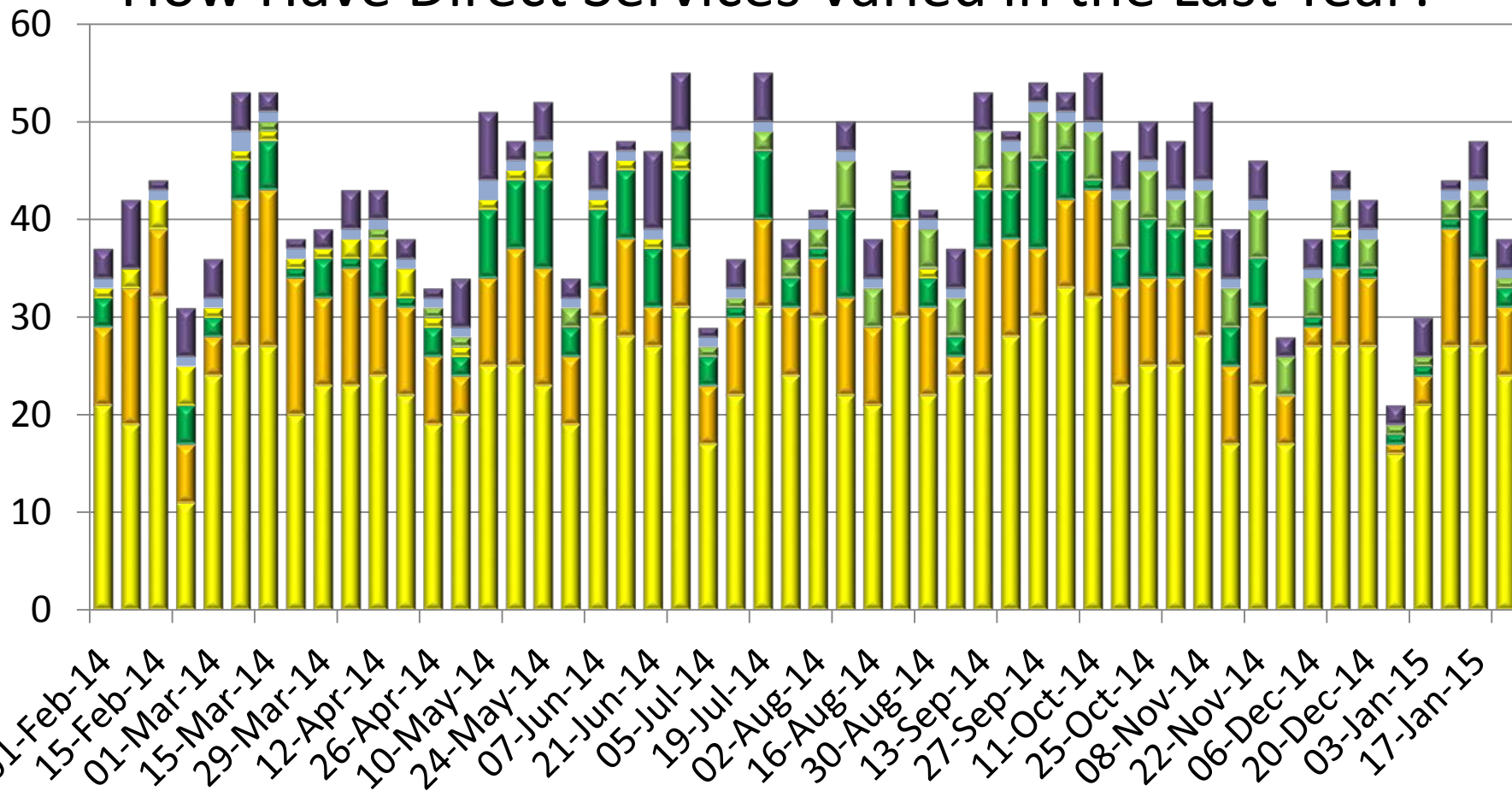


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How Have Direct Services Varied in the Last Year?

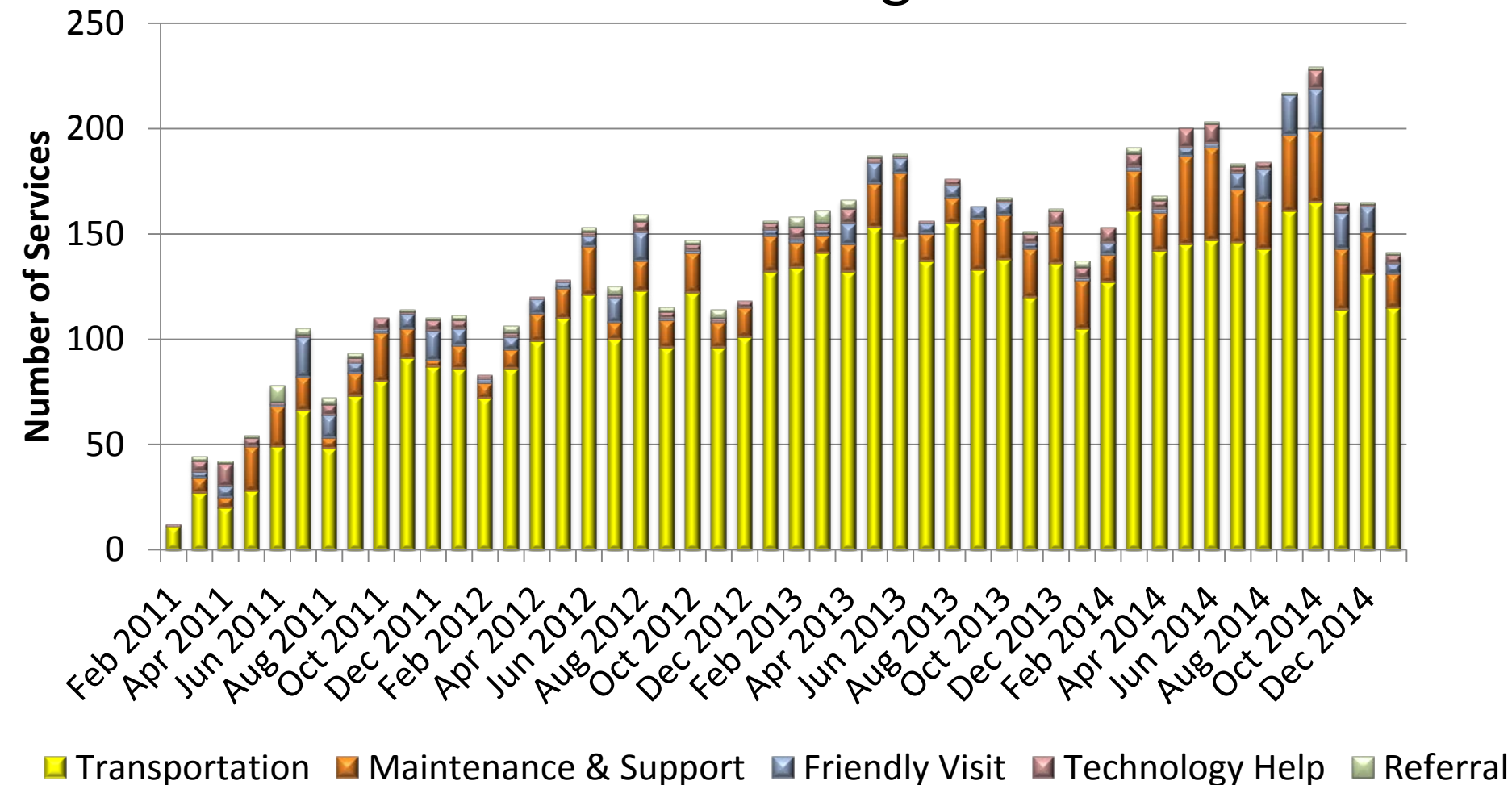


■ Transportation - Local
■ Transportation - Errands
■ Other

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

■ M-Handyman
■ S-Office help and advice

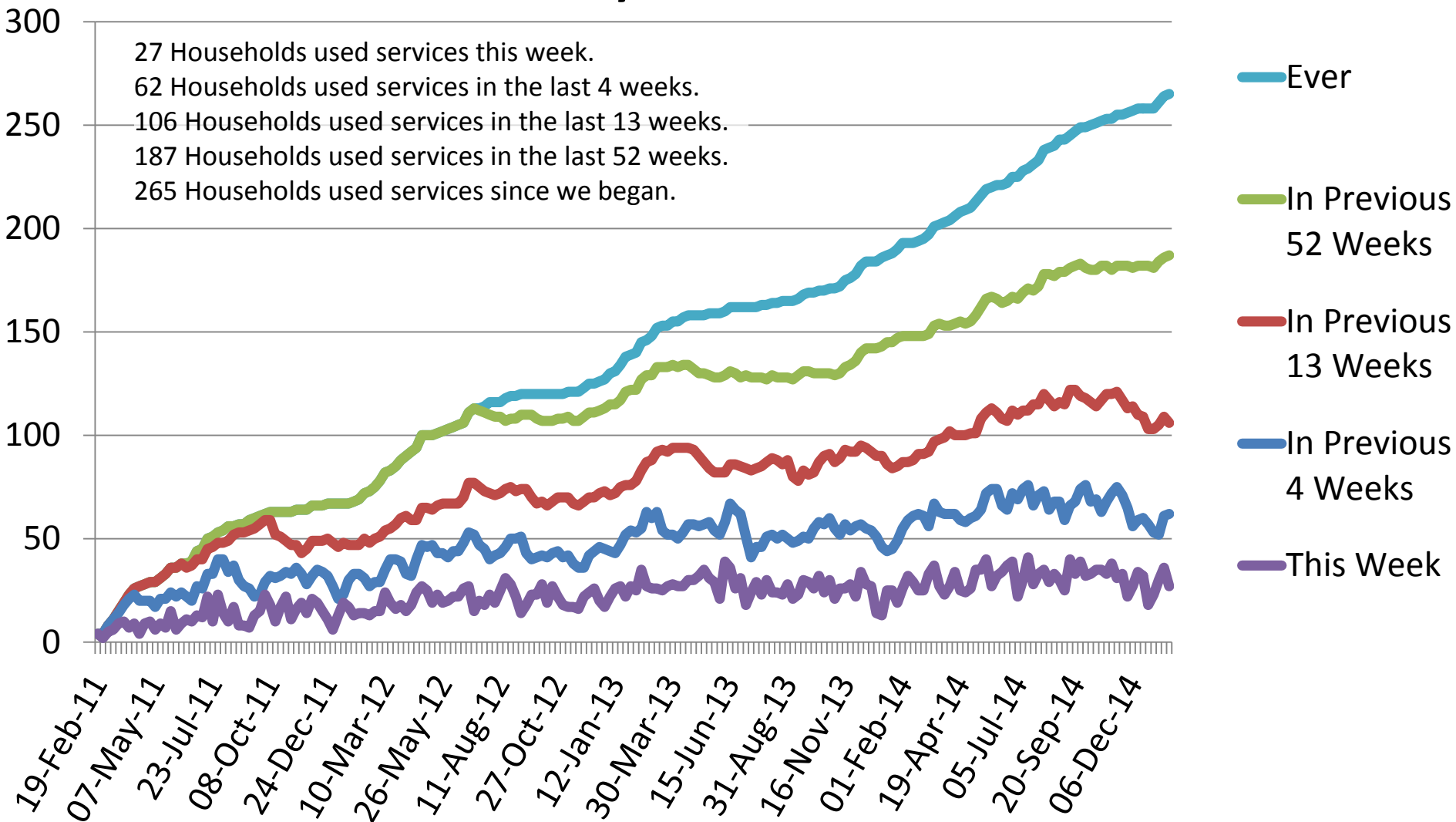
Service Categories





How Many Households Served

27 Households used services this week.
 62 Households used services in the last 4 weeks.
 106 Households used services in the last 13 weeks.
 187 Households used services in the last 52 weeks.
 265 Households used services since we began.



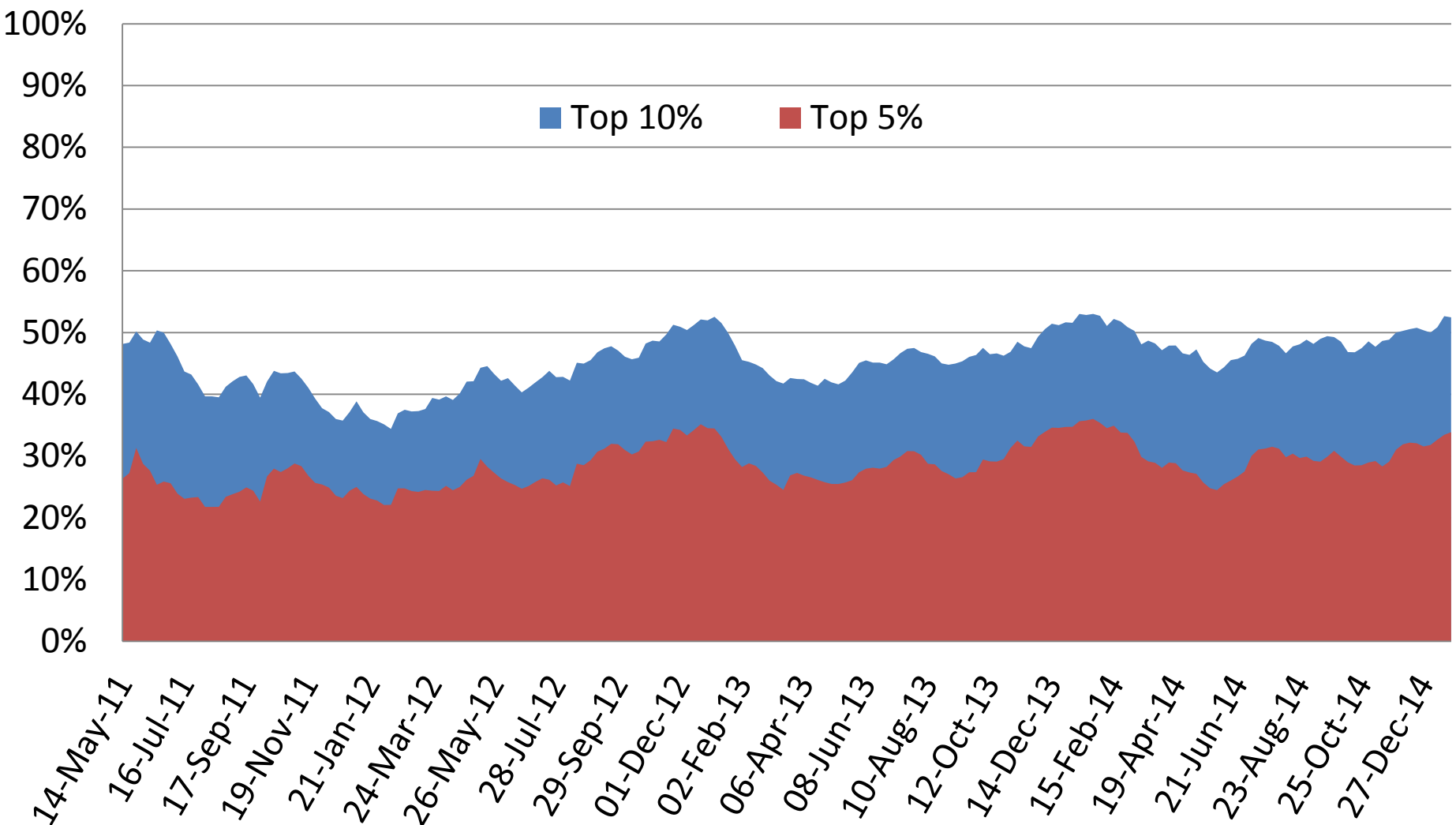
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Heaviest Users of Services

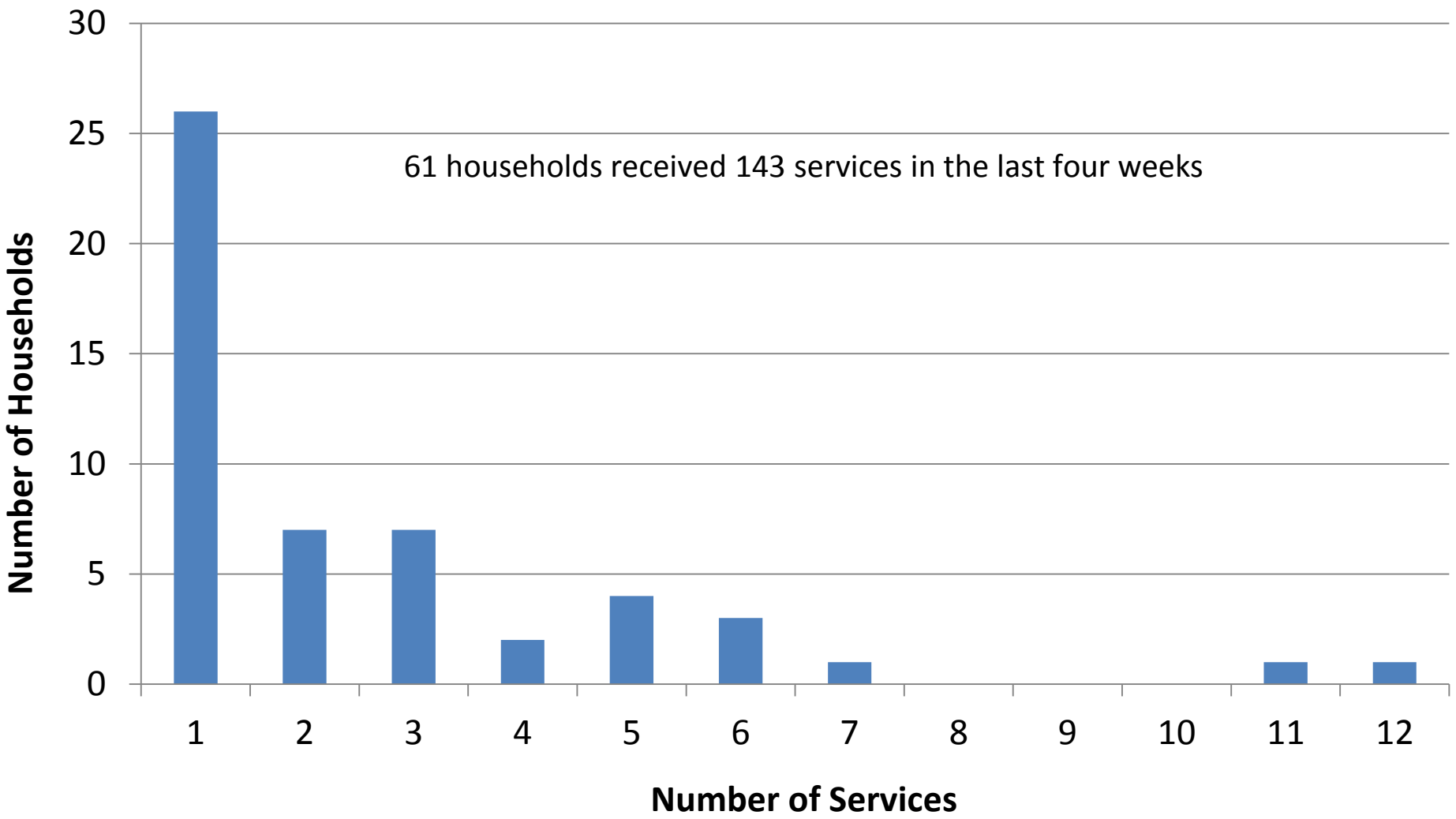


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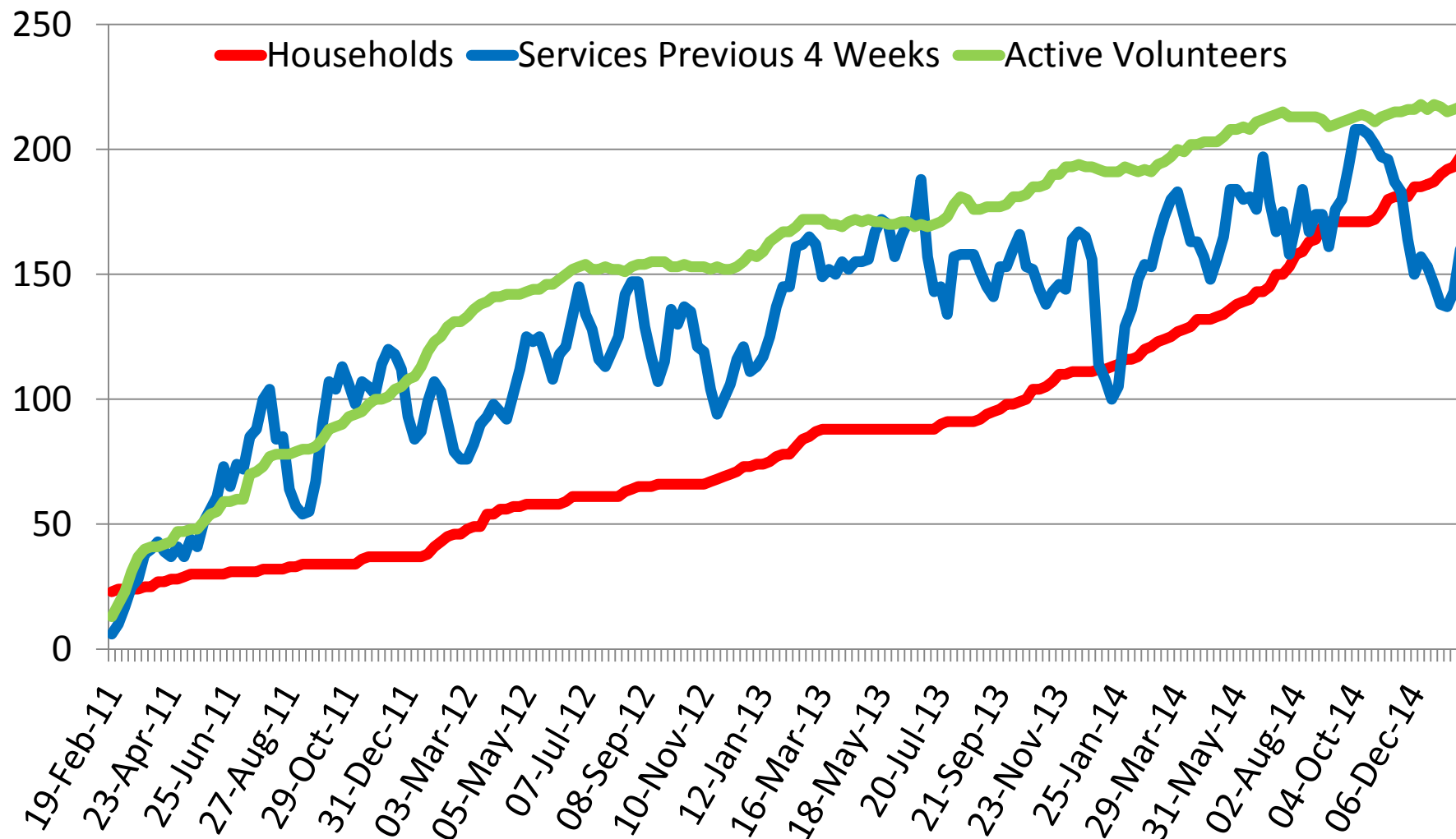
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Rate of Direct Services in Last 4 Weeks

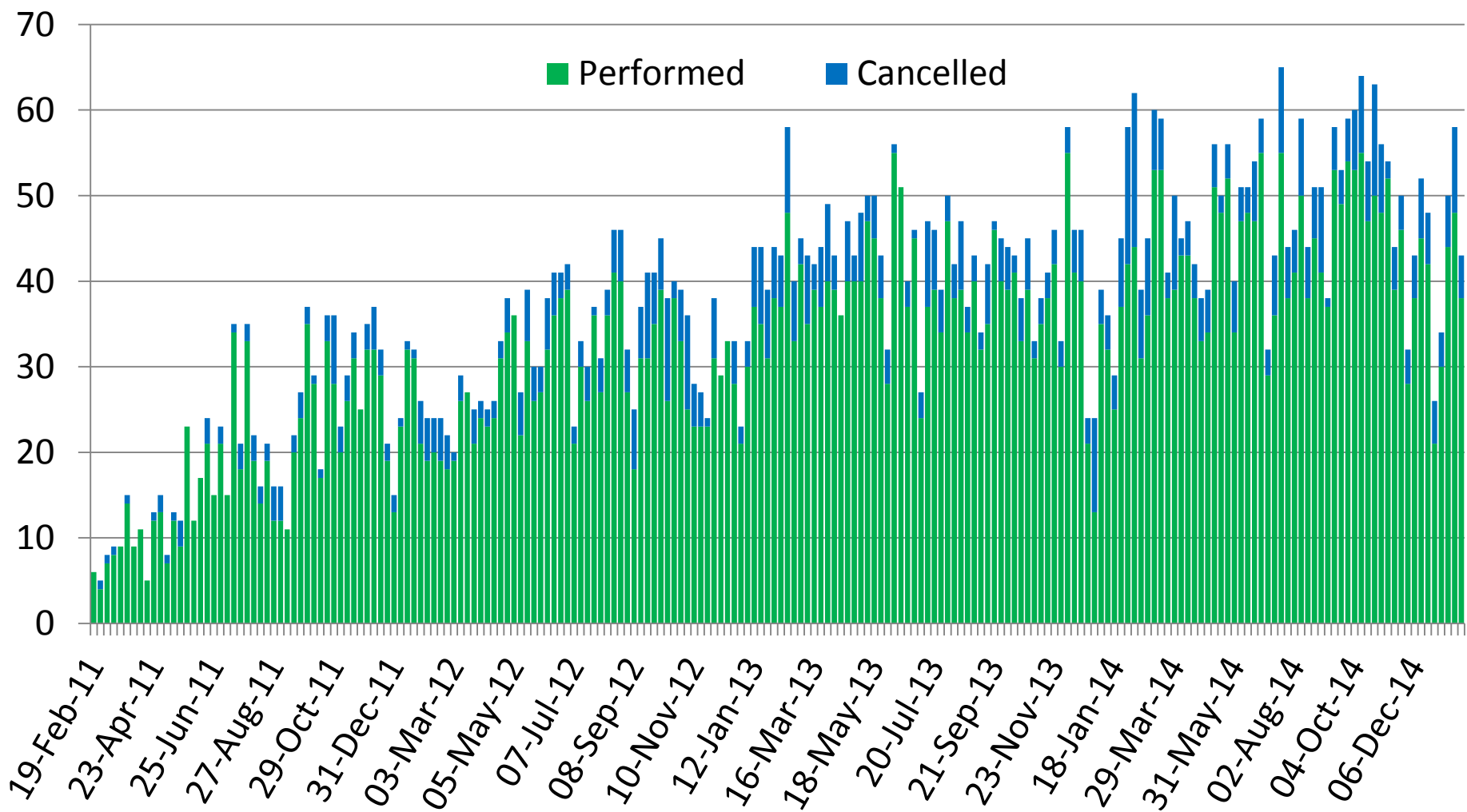




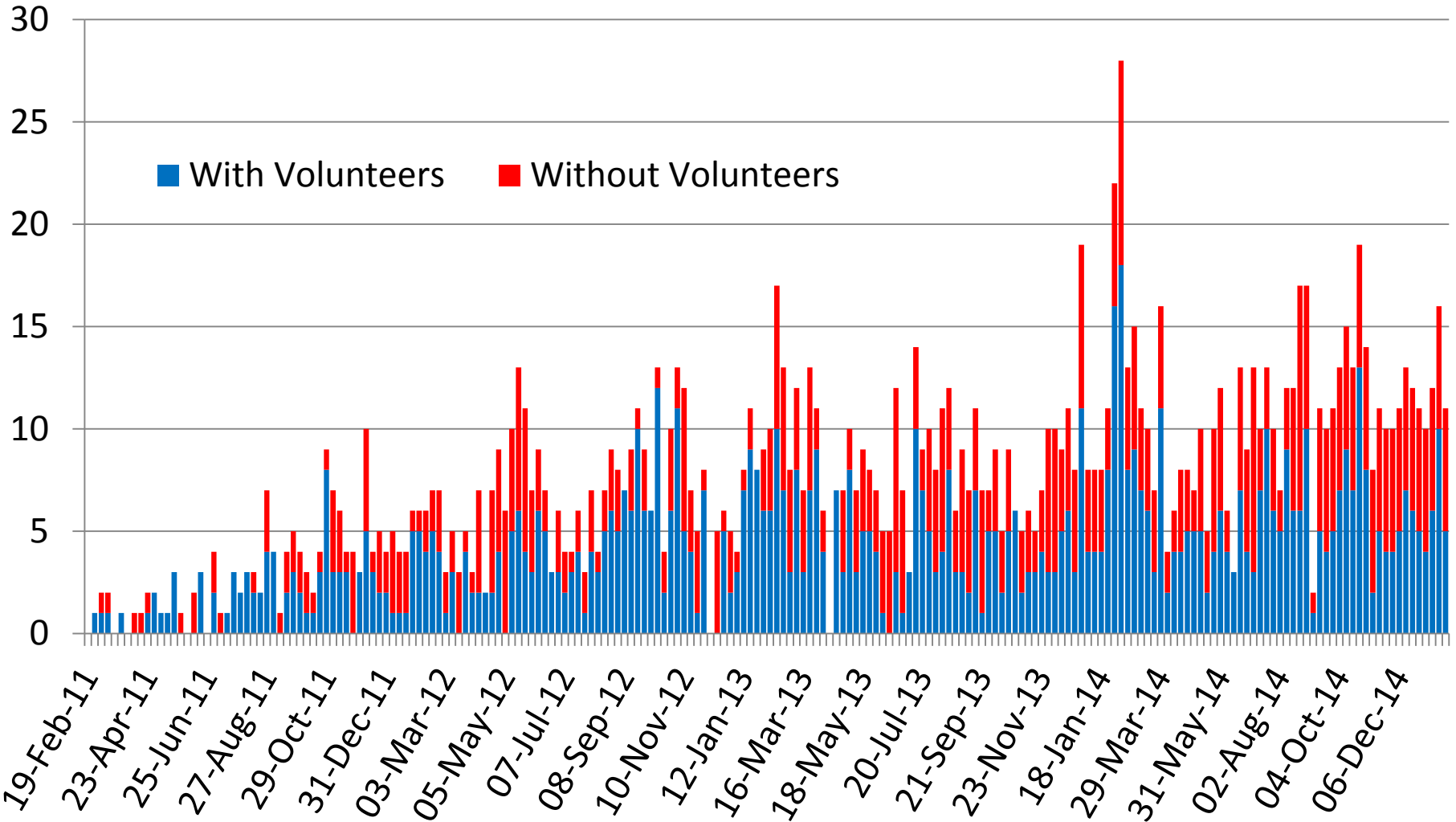
Members, Volunteers, and Services in Last 4 weeks



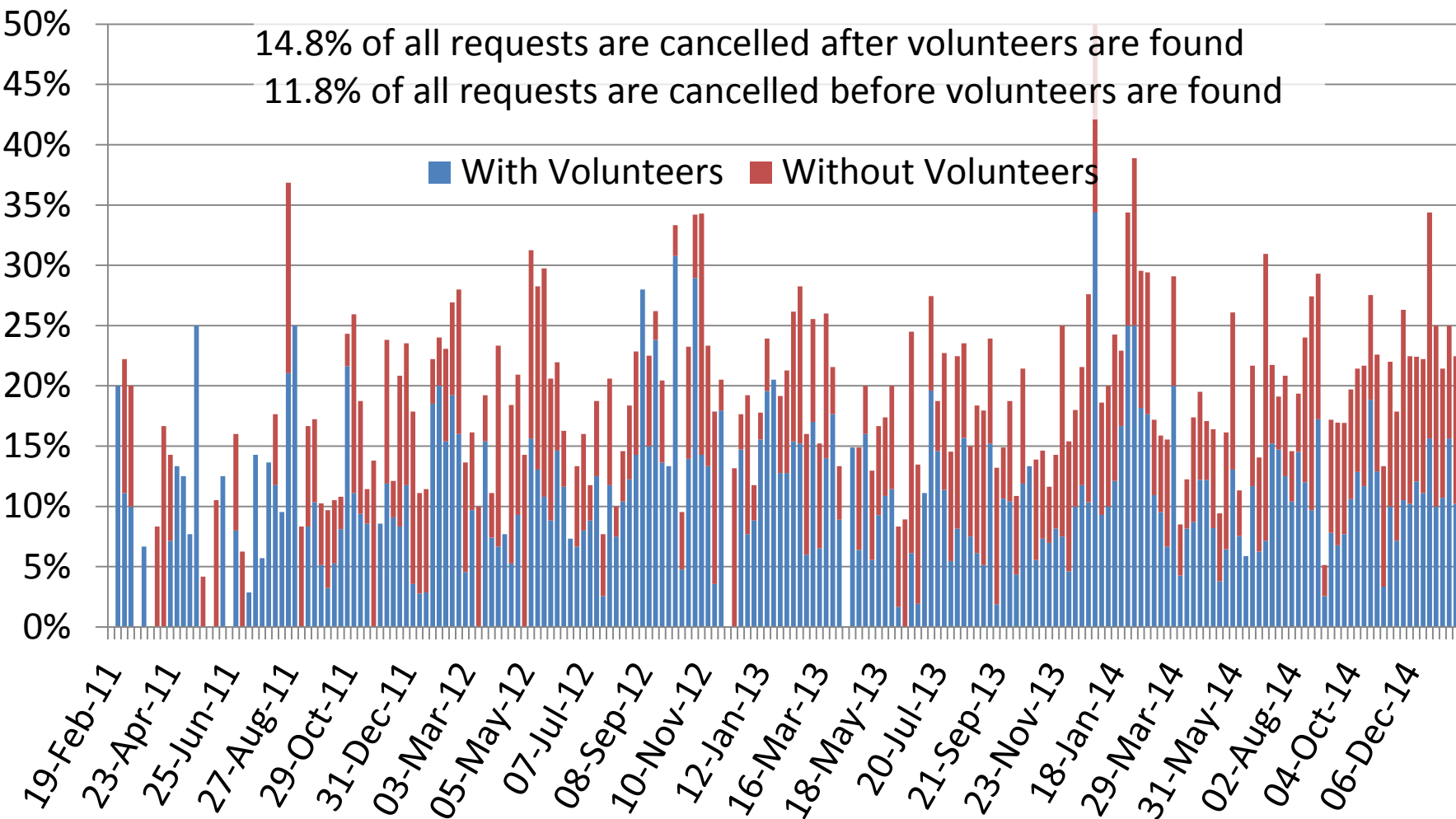
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



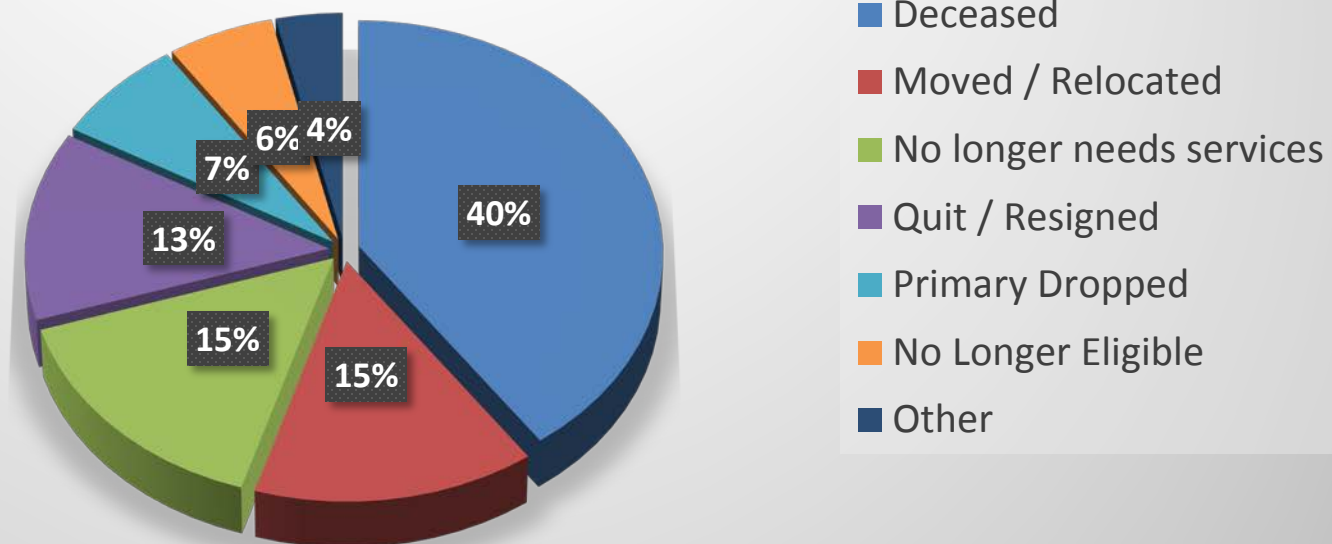
Why Members Quit

- 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

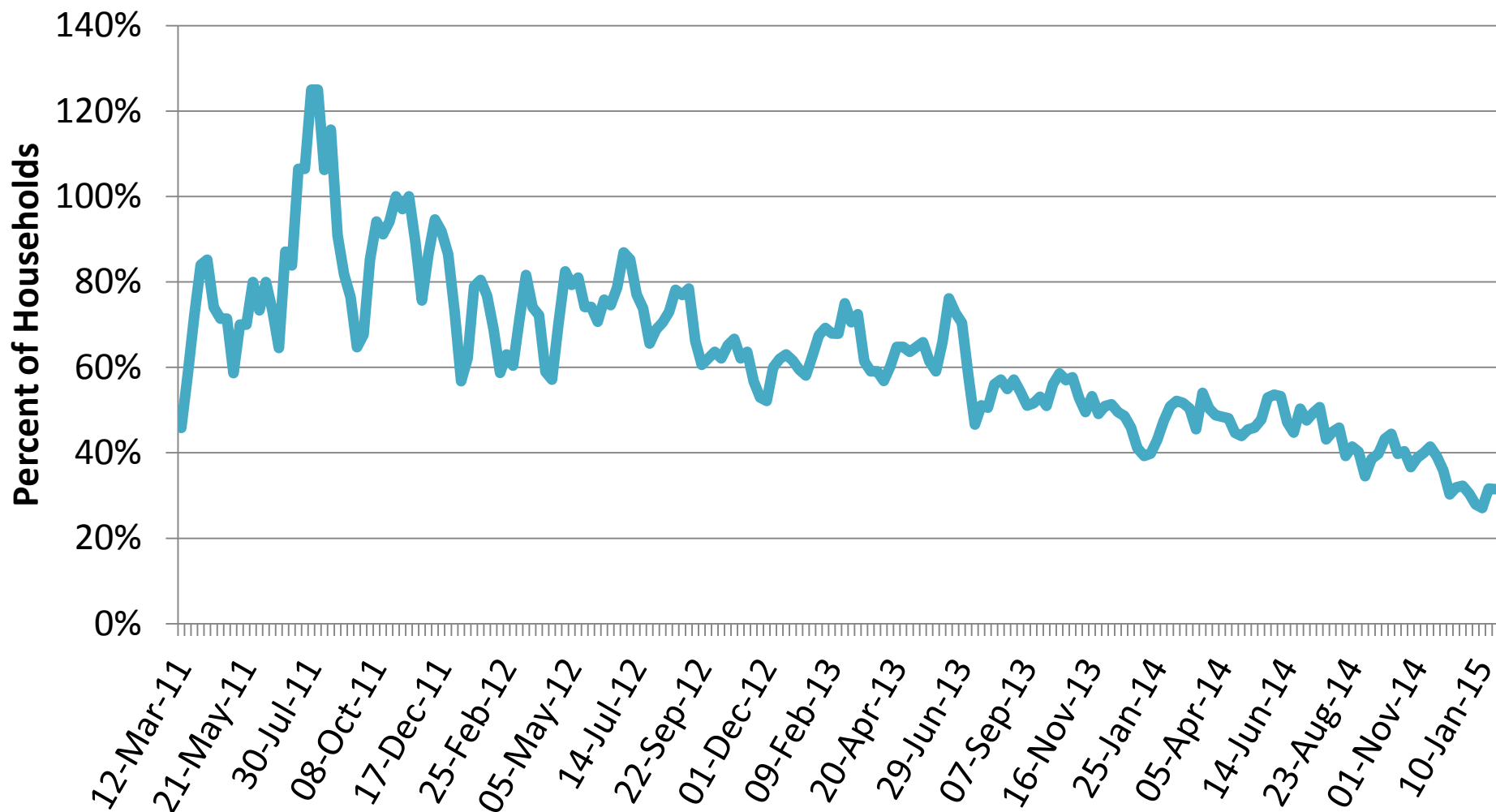
1/24/2015

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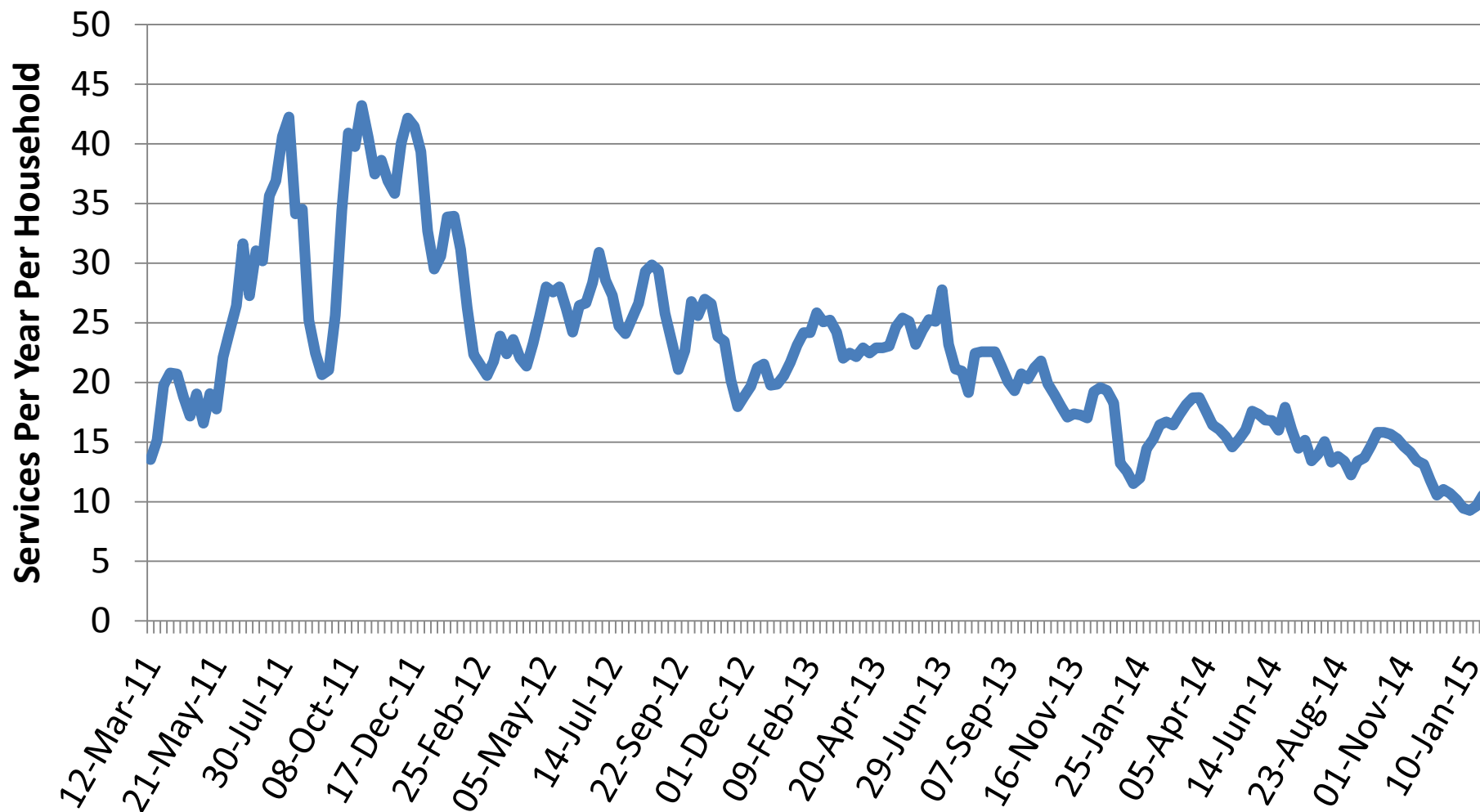




% of Households Receiving Services in Last Four Weeks



Annual Rate of Services per Household



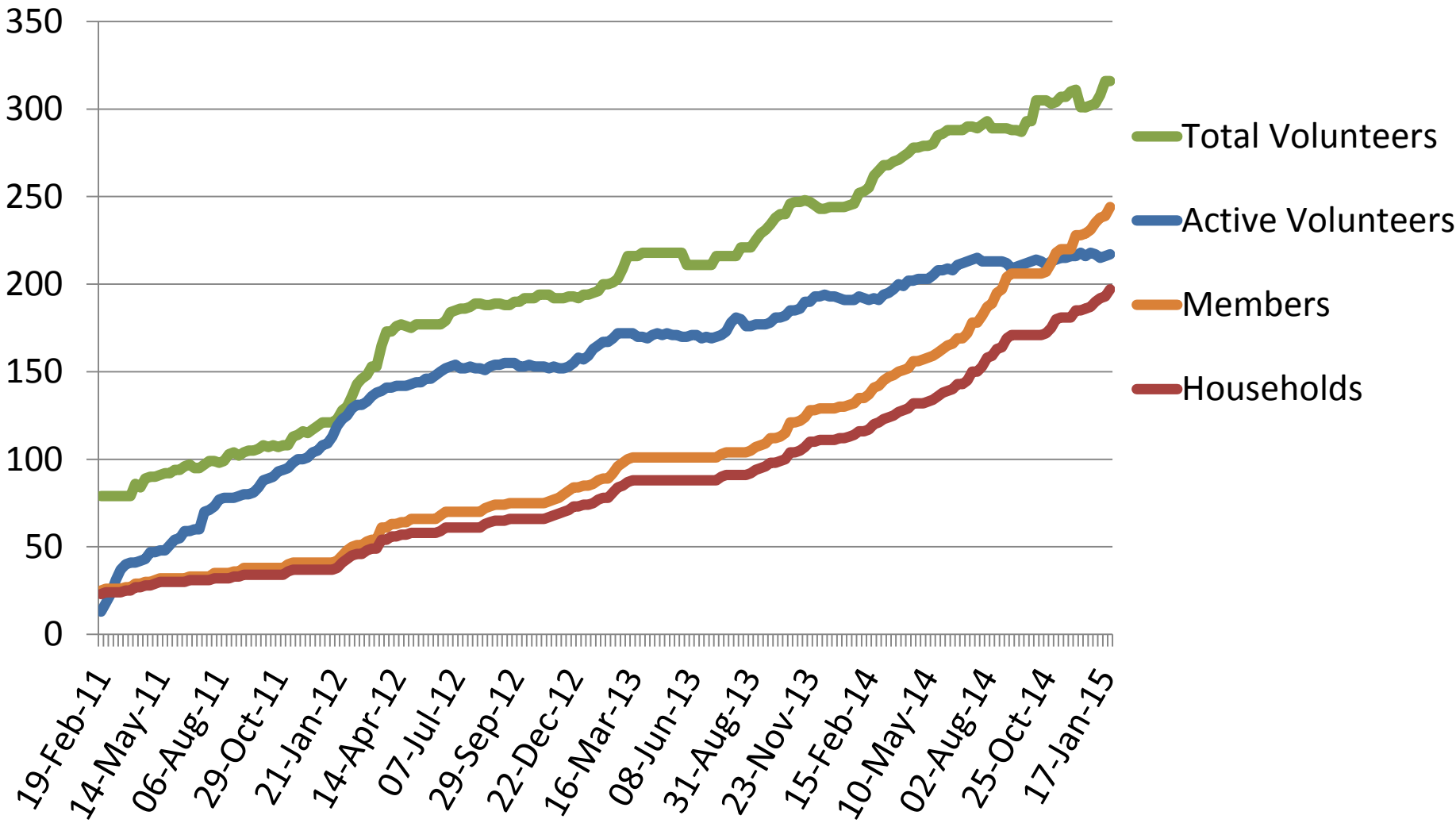
HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

What has Happened in the Last Year?

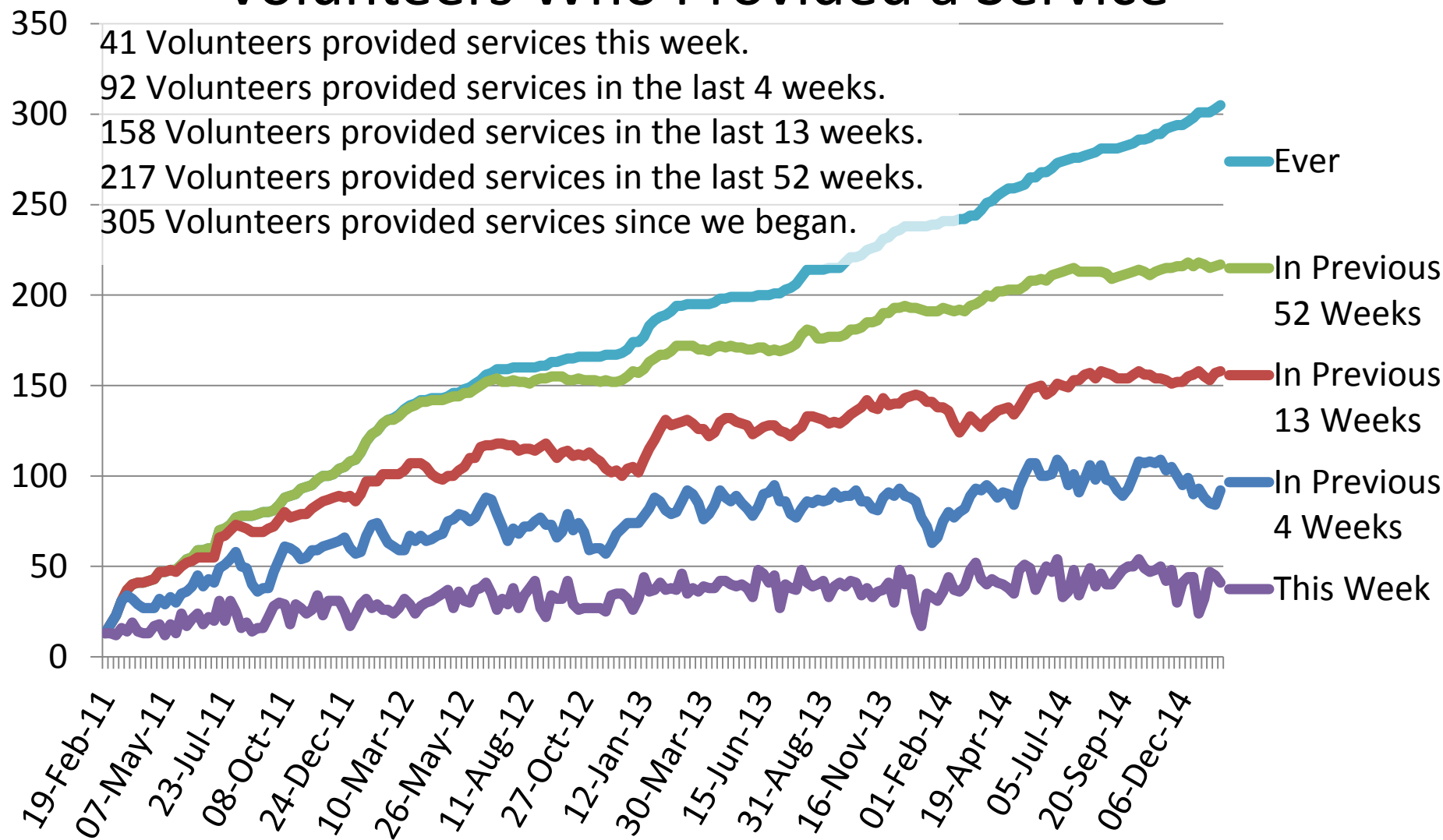
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- For services, including call managers
 - 41 Volunteers provided services this week.
 - 92 Volunteers provided services in the last 4 weeks.
 - 158 Volunteers provided services in the last 13 weeks.
 - 217 Volunteers provided services in the last 52 weeks.
 - 305 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

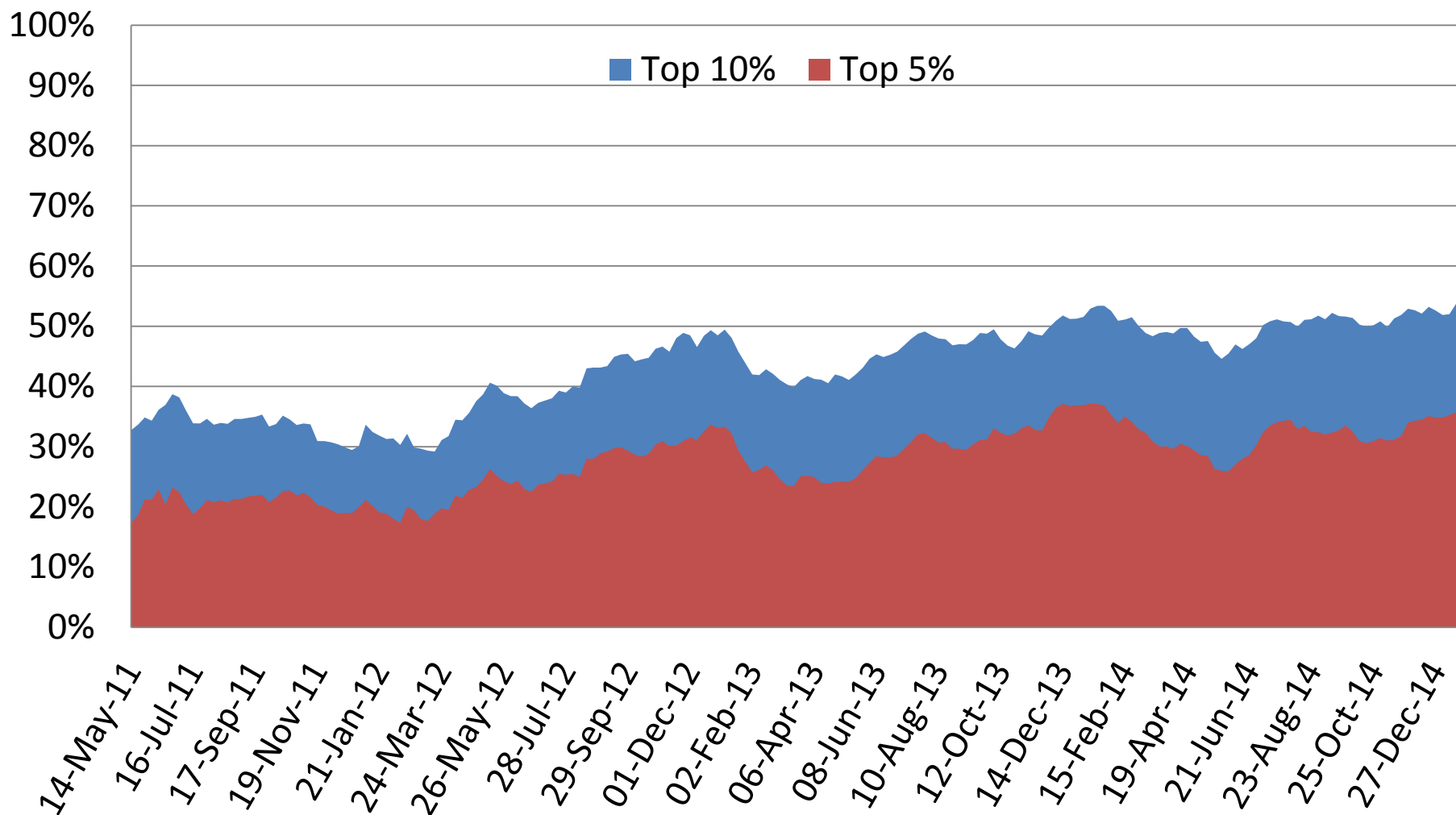


Volunteers Who Provided a Service

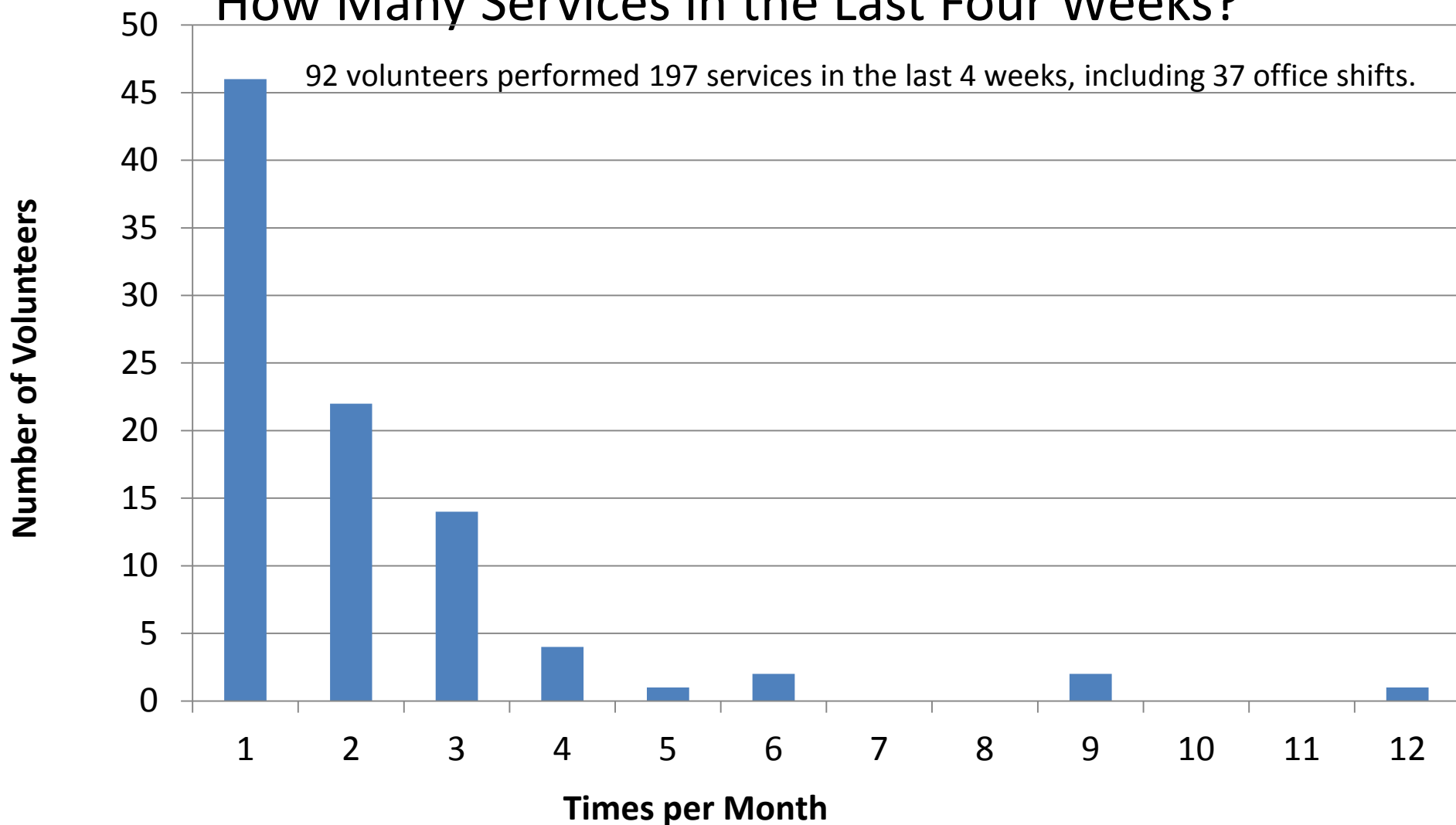




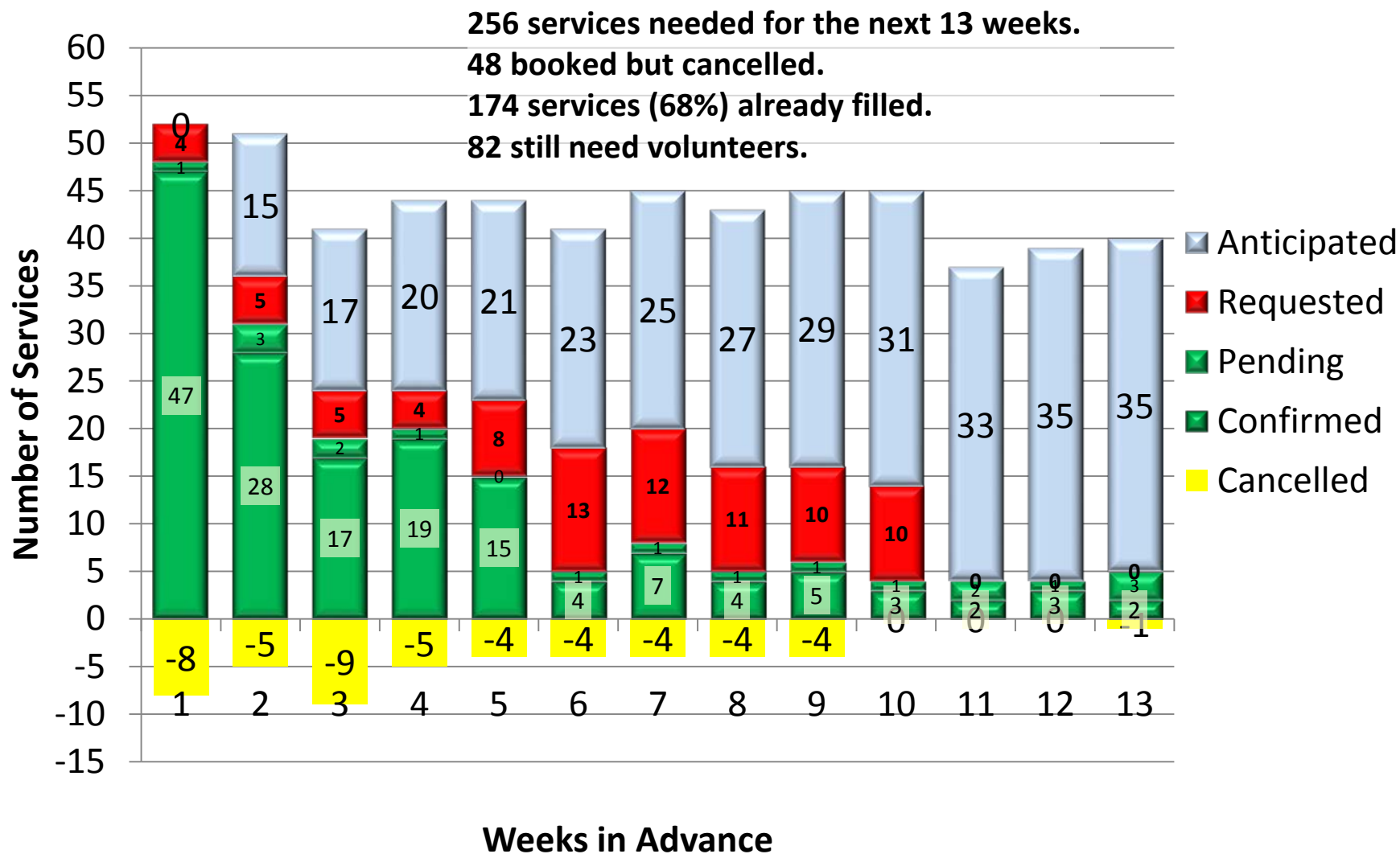
Most Active Volunteers During Previous Four Weeks

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How Many Services in the Last Four Weeks?

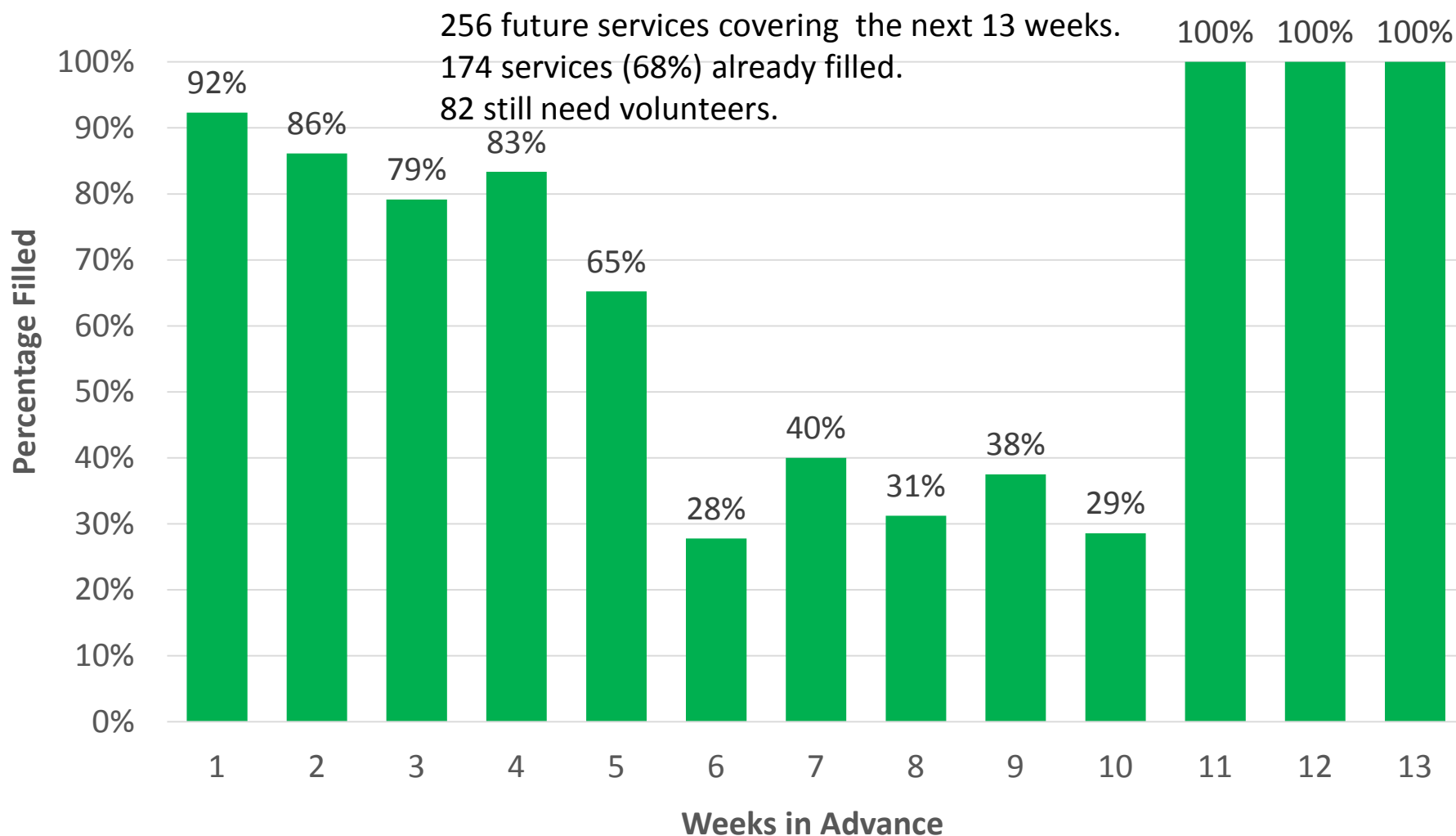


Service Requests on the Books





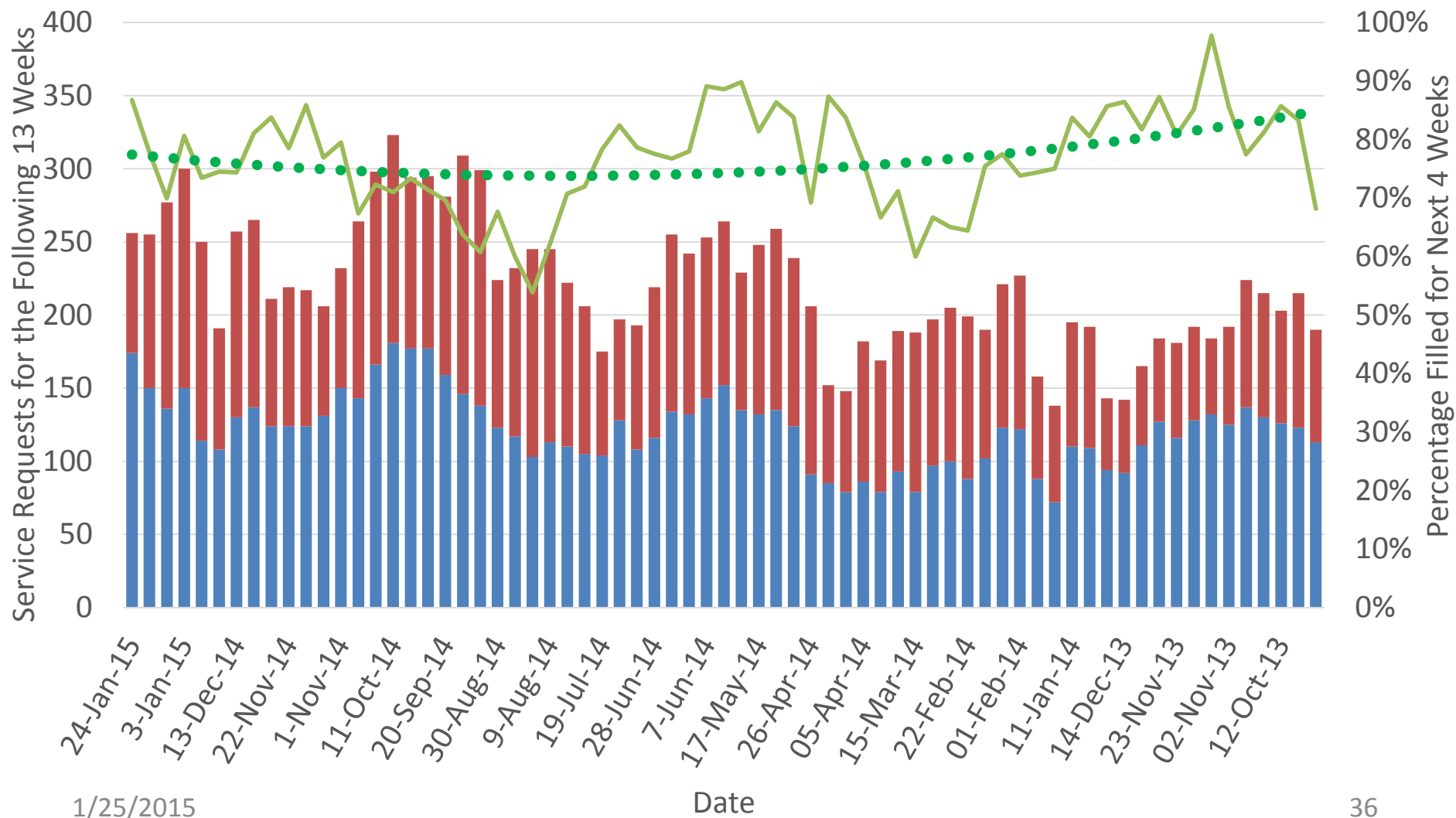
Percentage of Services for Next 13 Weeks Filled



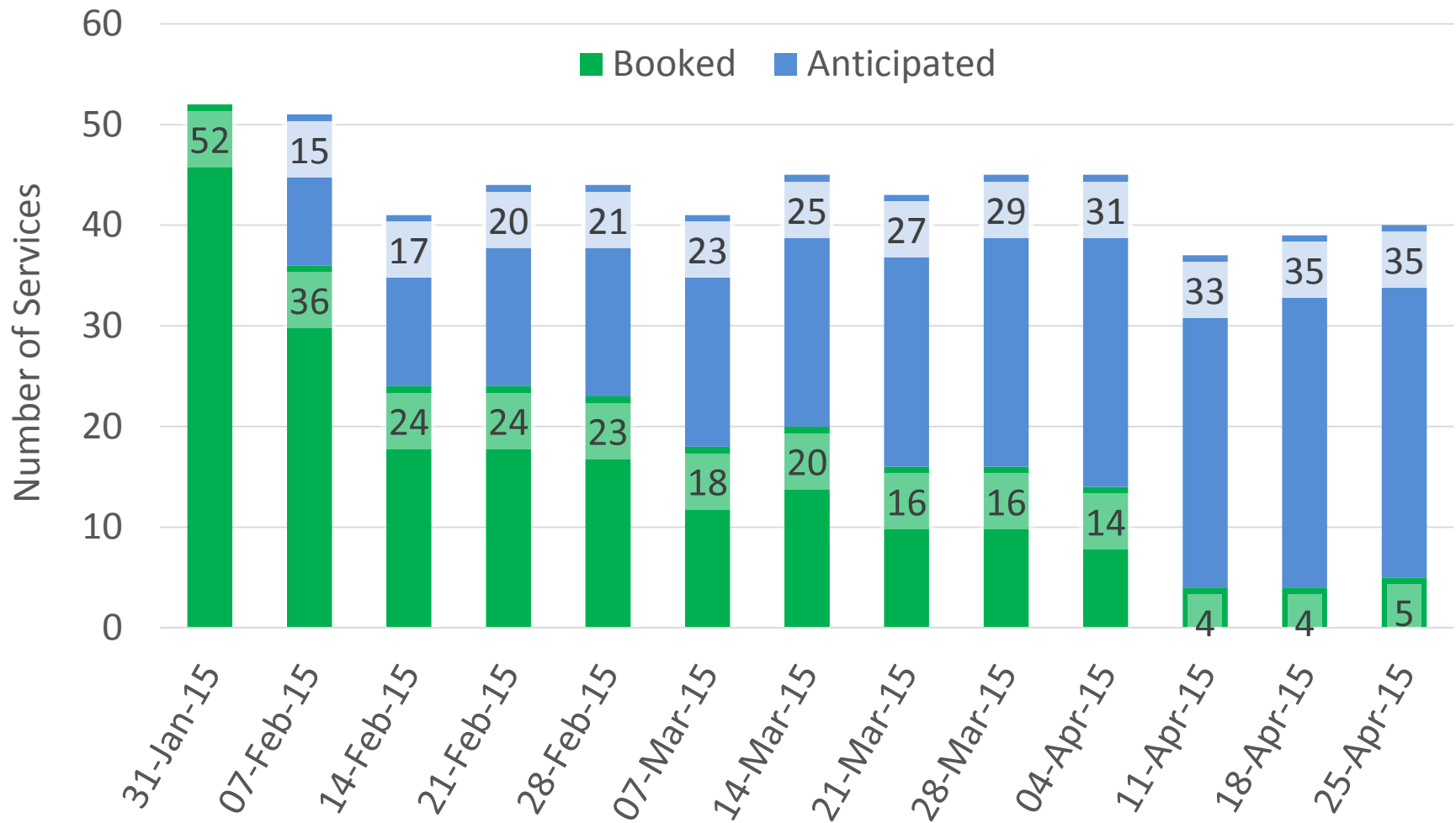


History of Future Requests

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

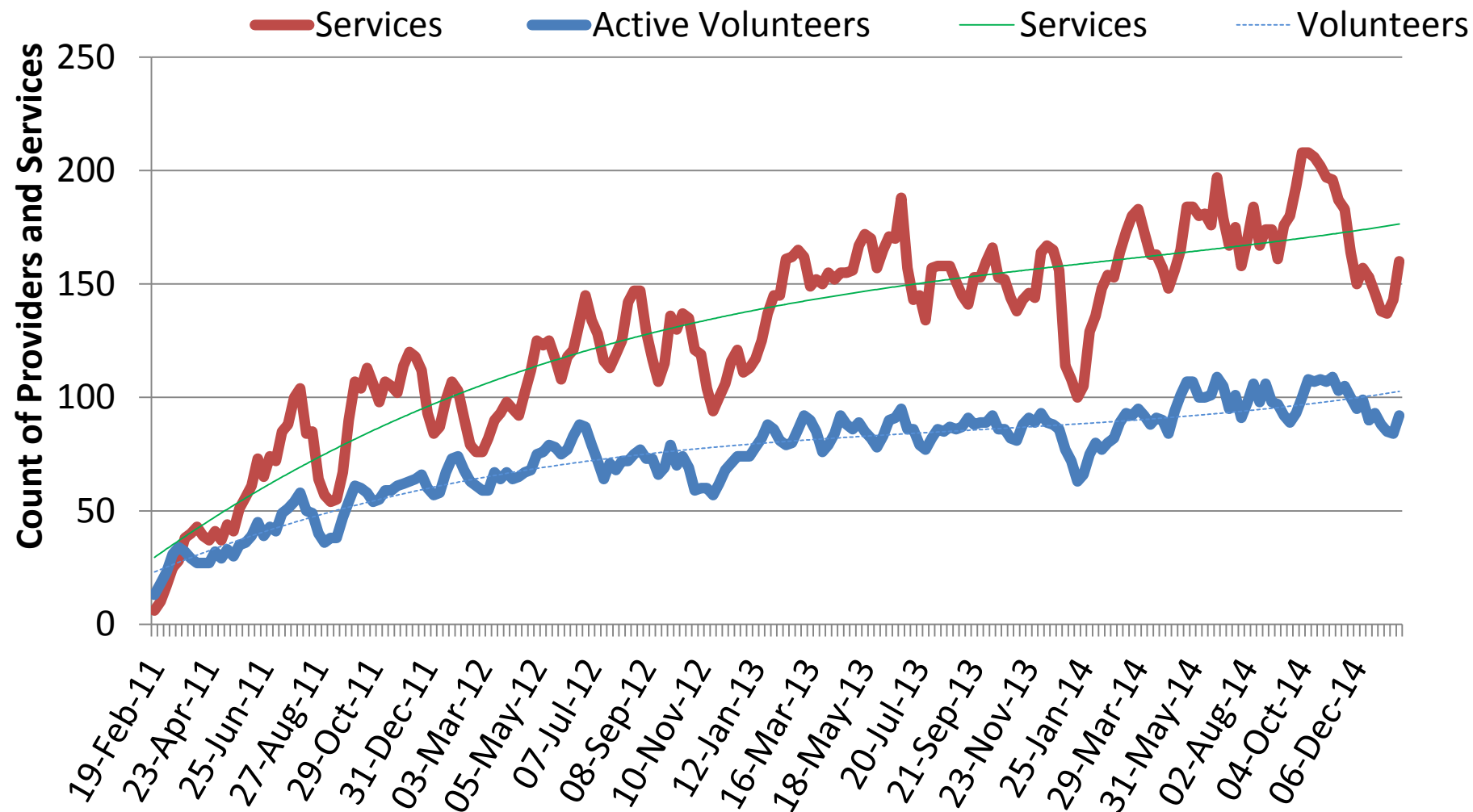


Projected Future Services



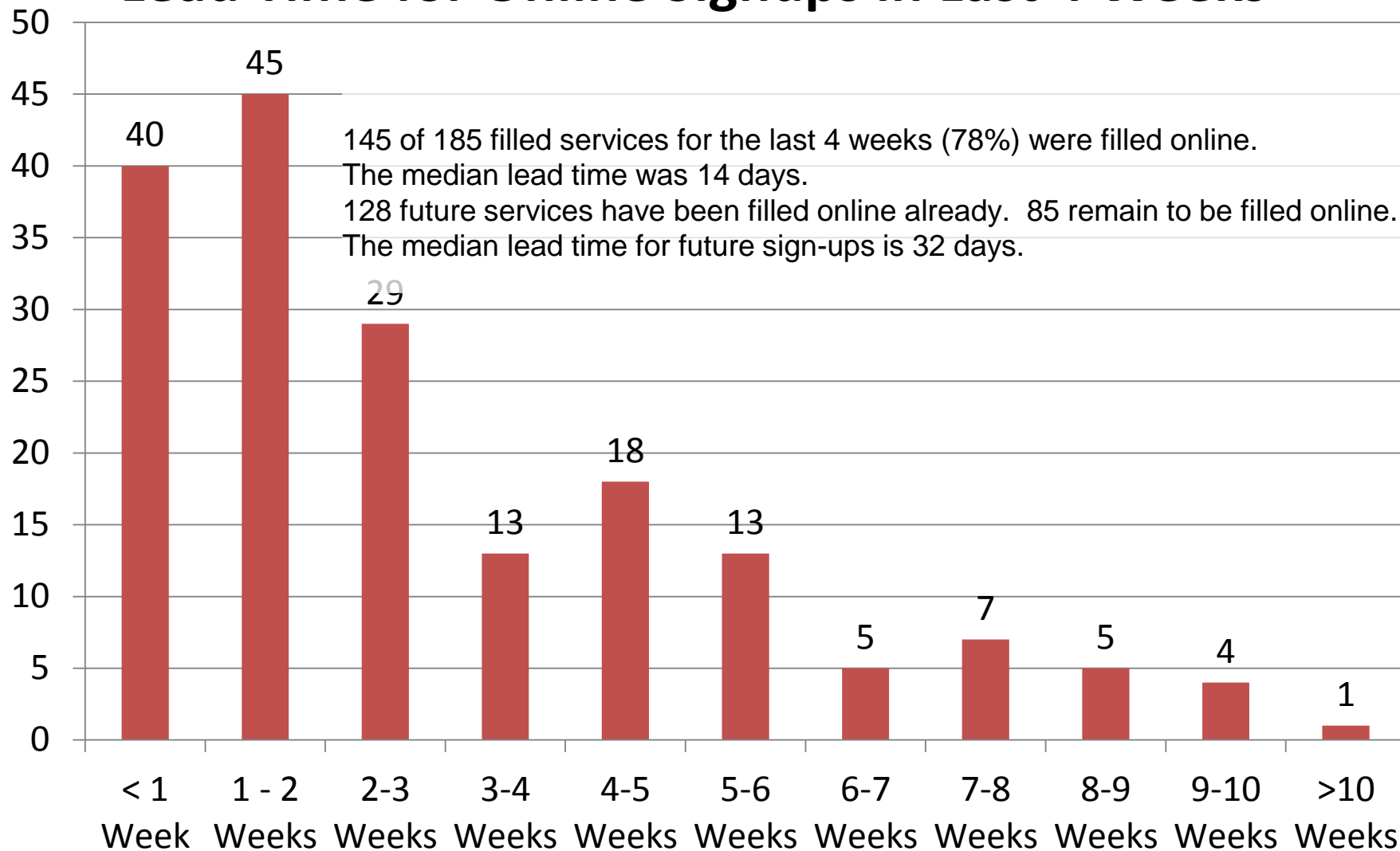


Volunteers and Services Previous 4 Weeks

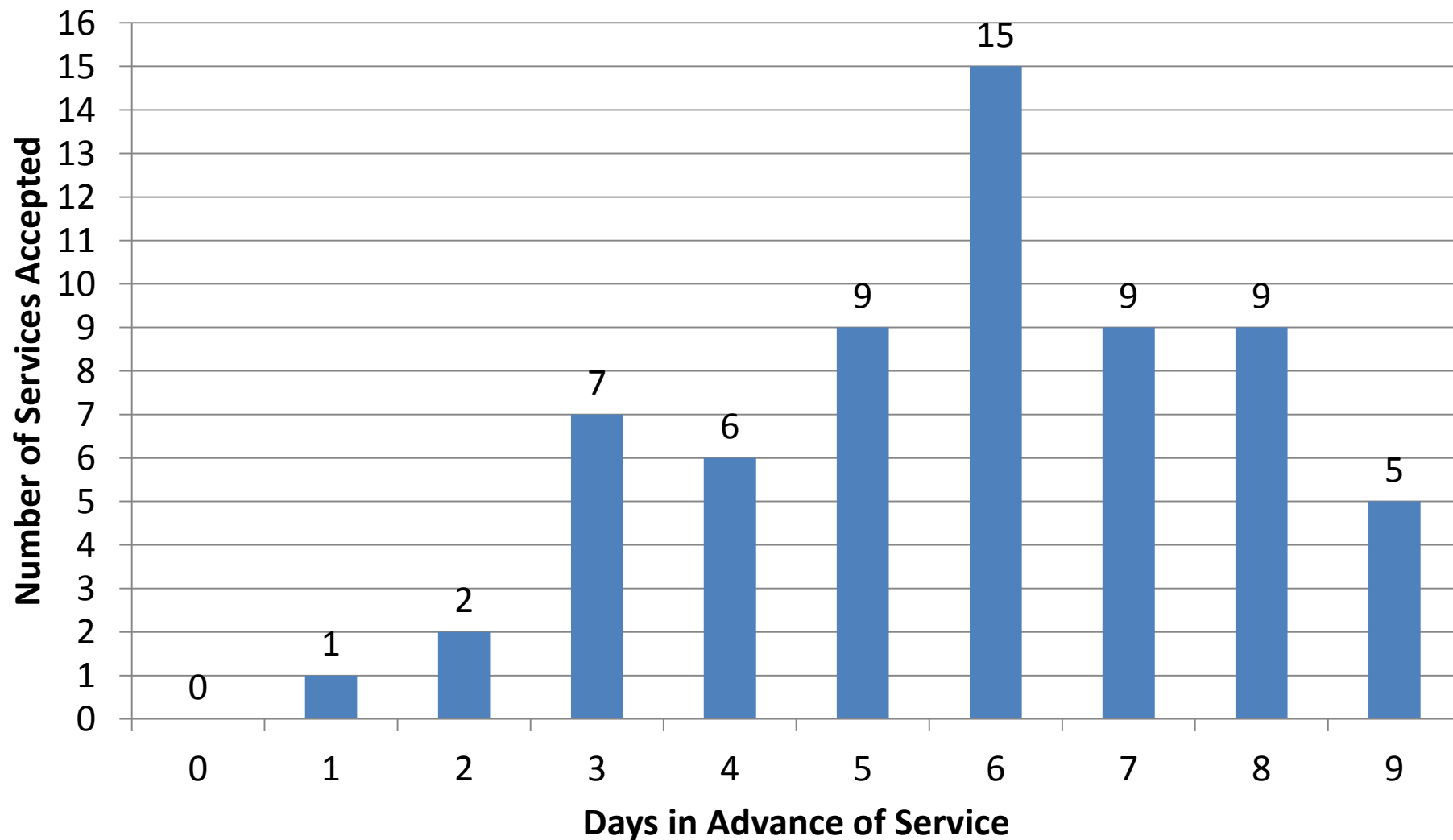


HOW IS ONLINE SIGNUP WORKING?

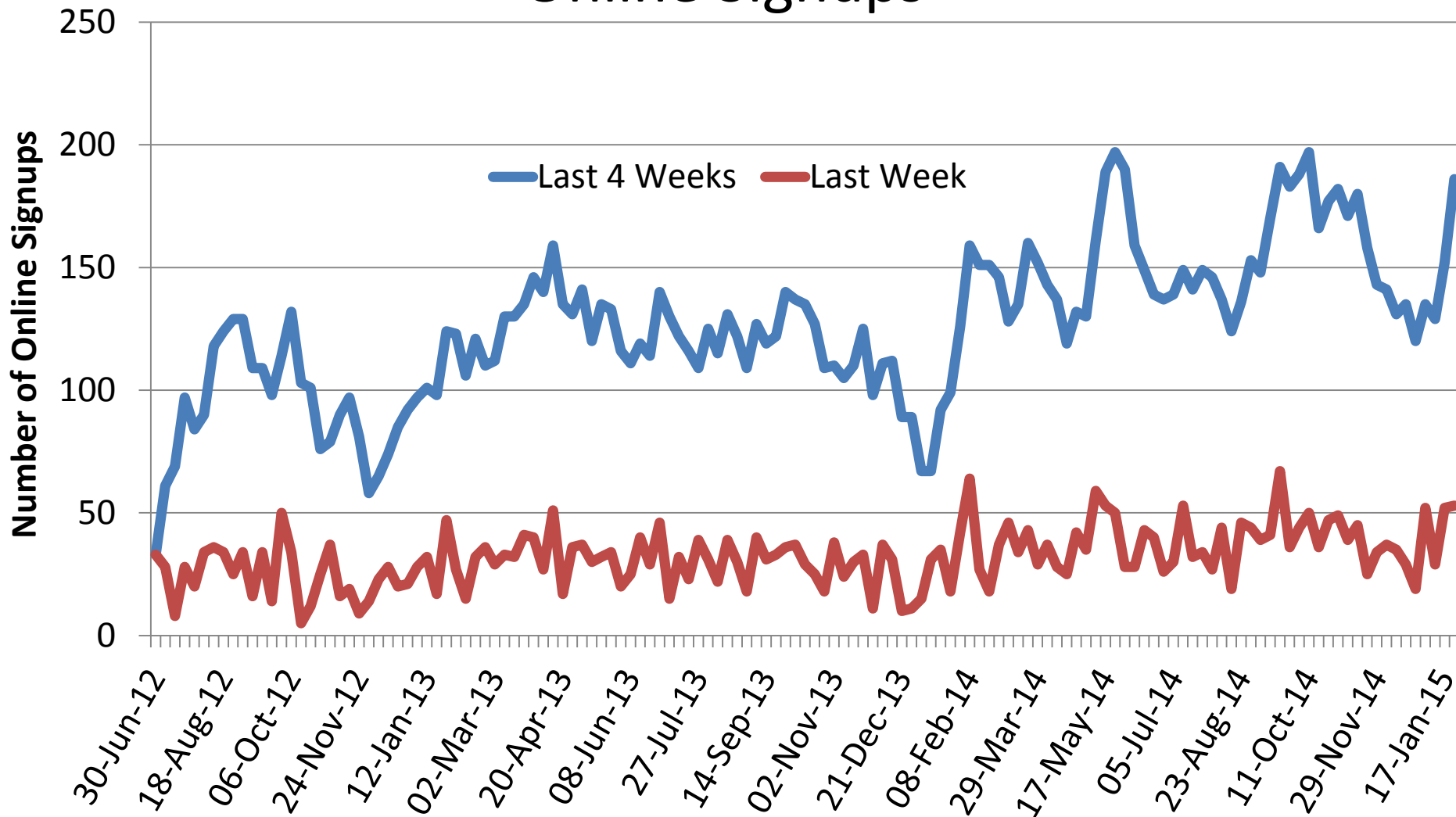
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



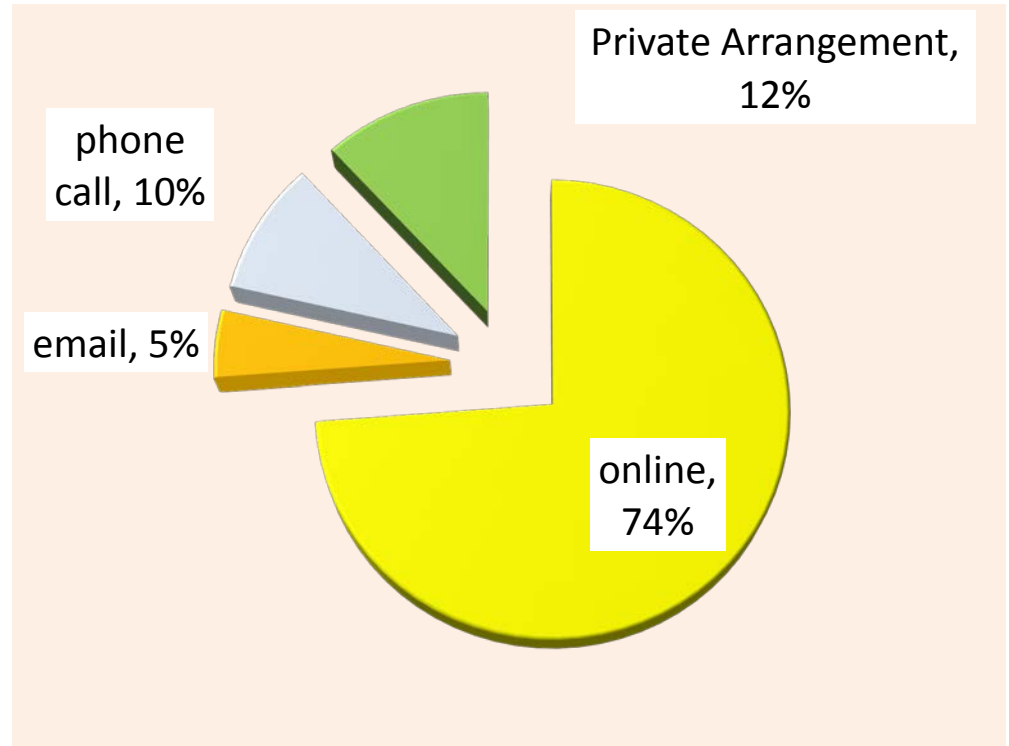
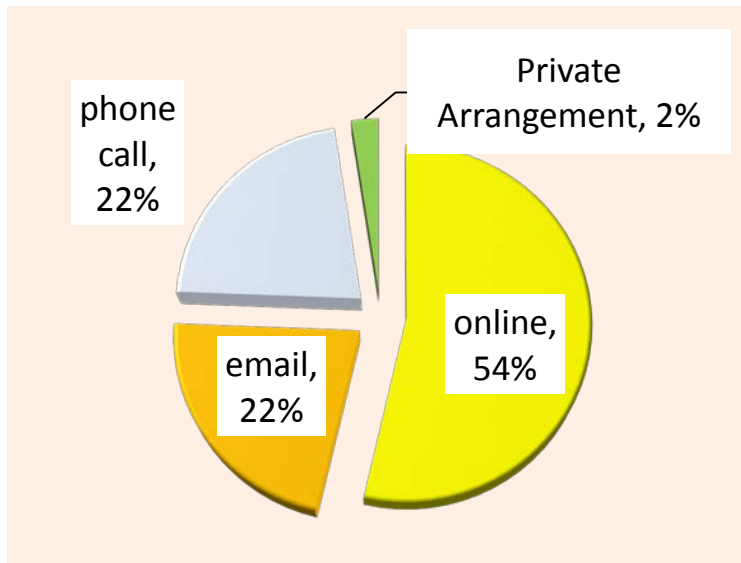
Online Signups



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.

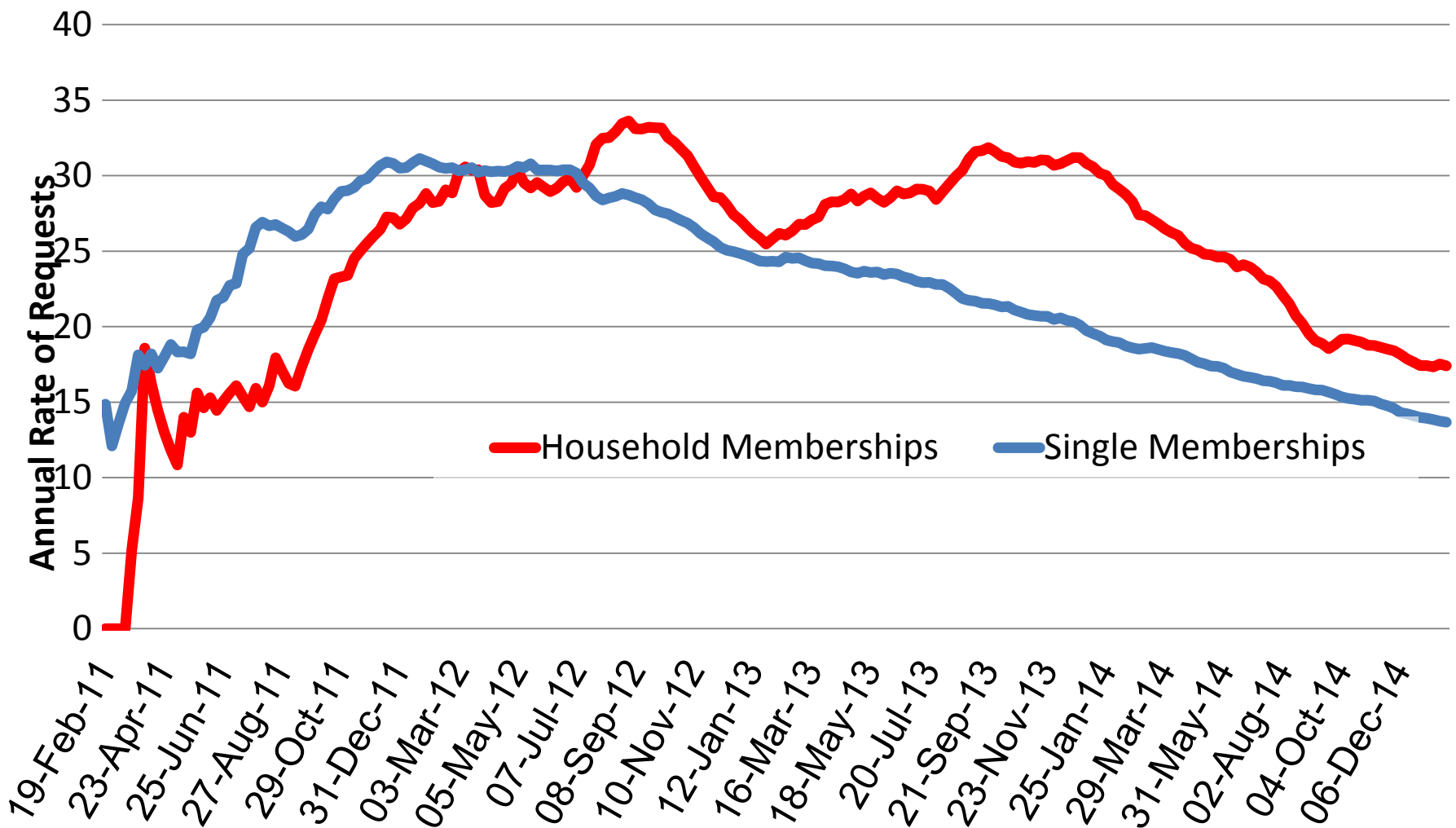
What are the Differences Between Single And Household Memberships?

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



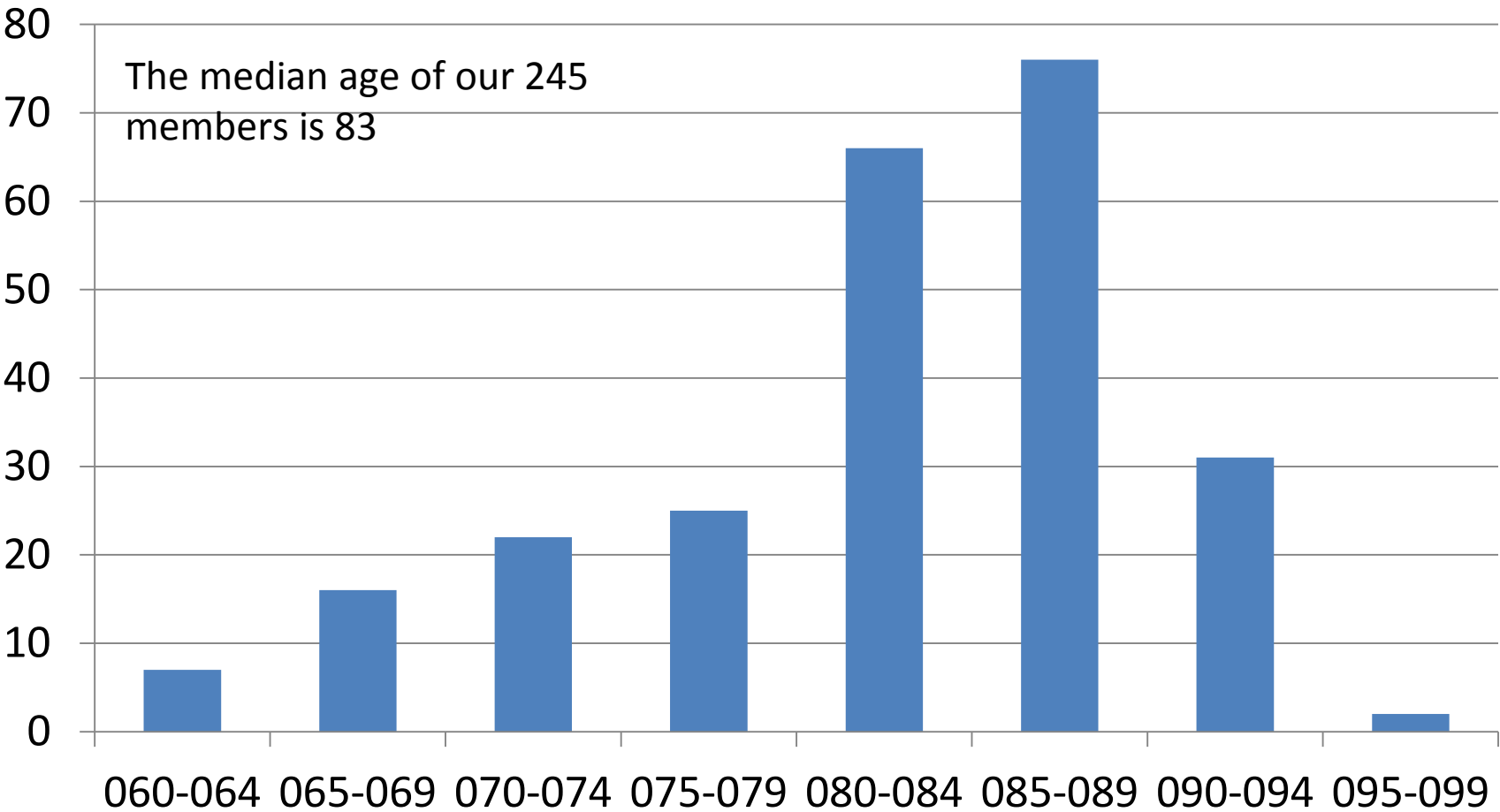
Household Memberships Single Memberships

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

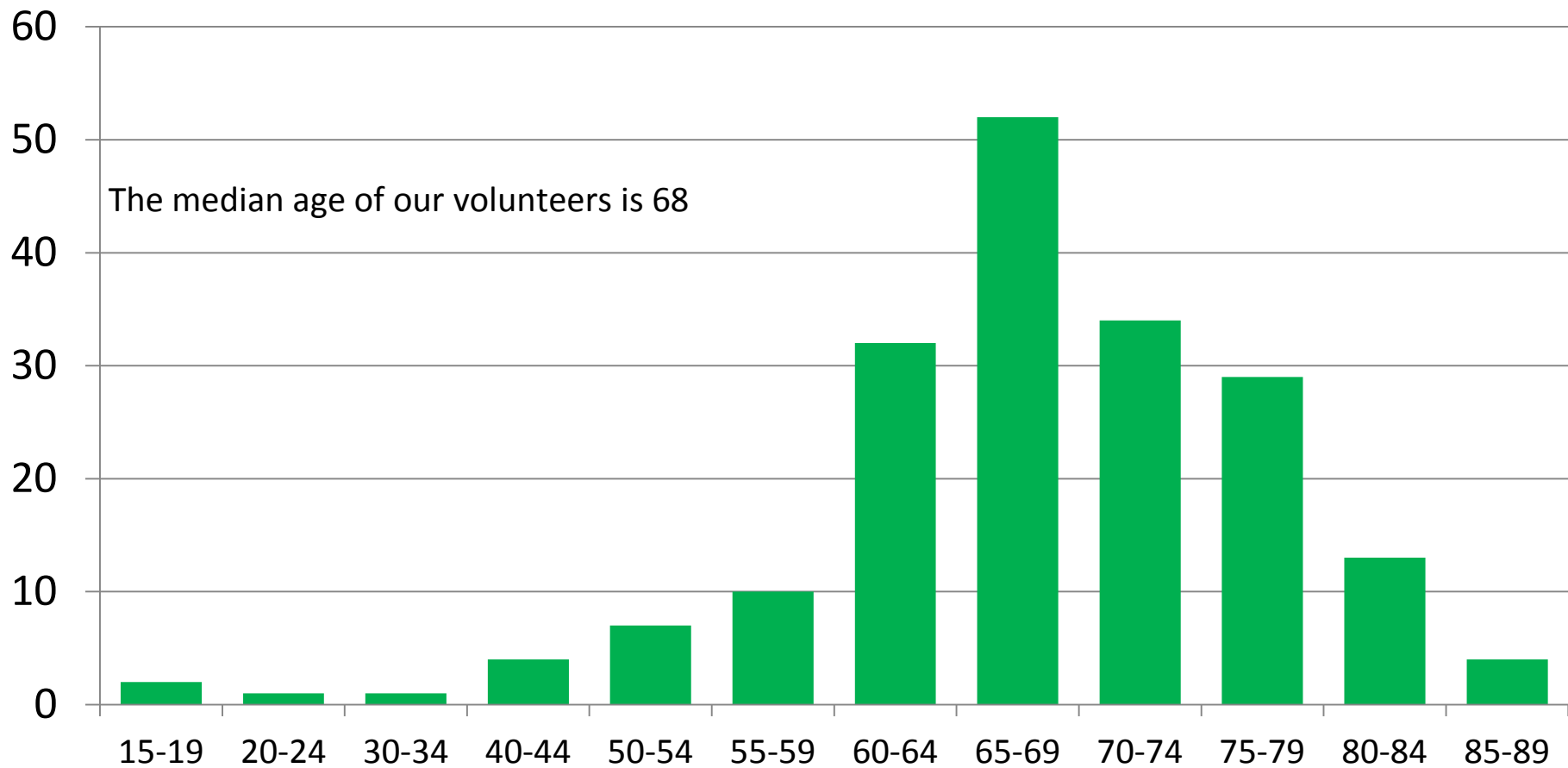
Analysis by Age Group

- 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.

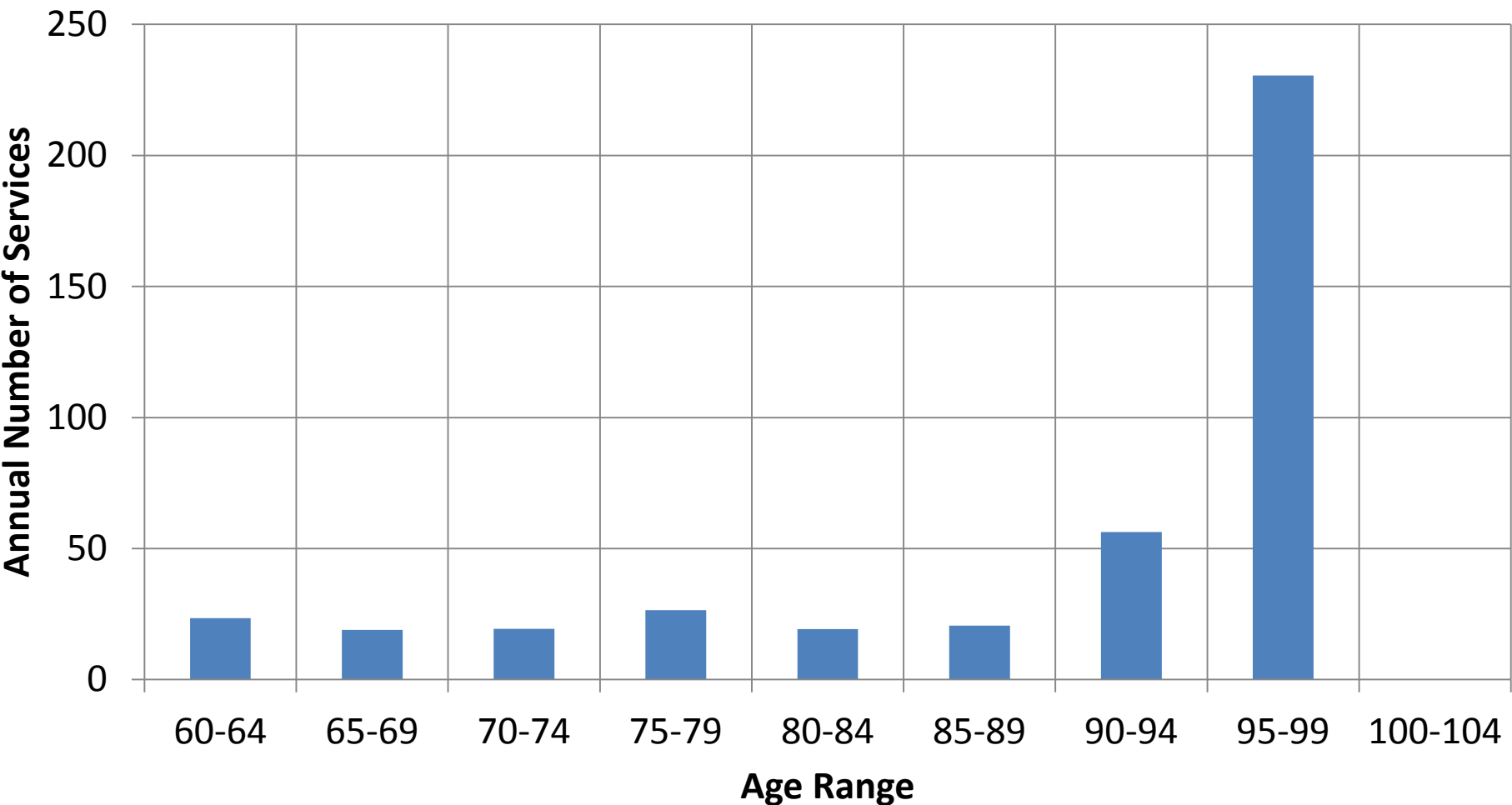
Age of Members



Age of Volunteers

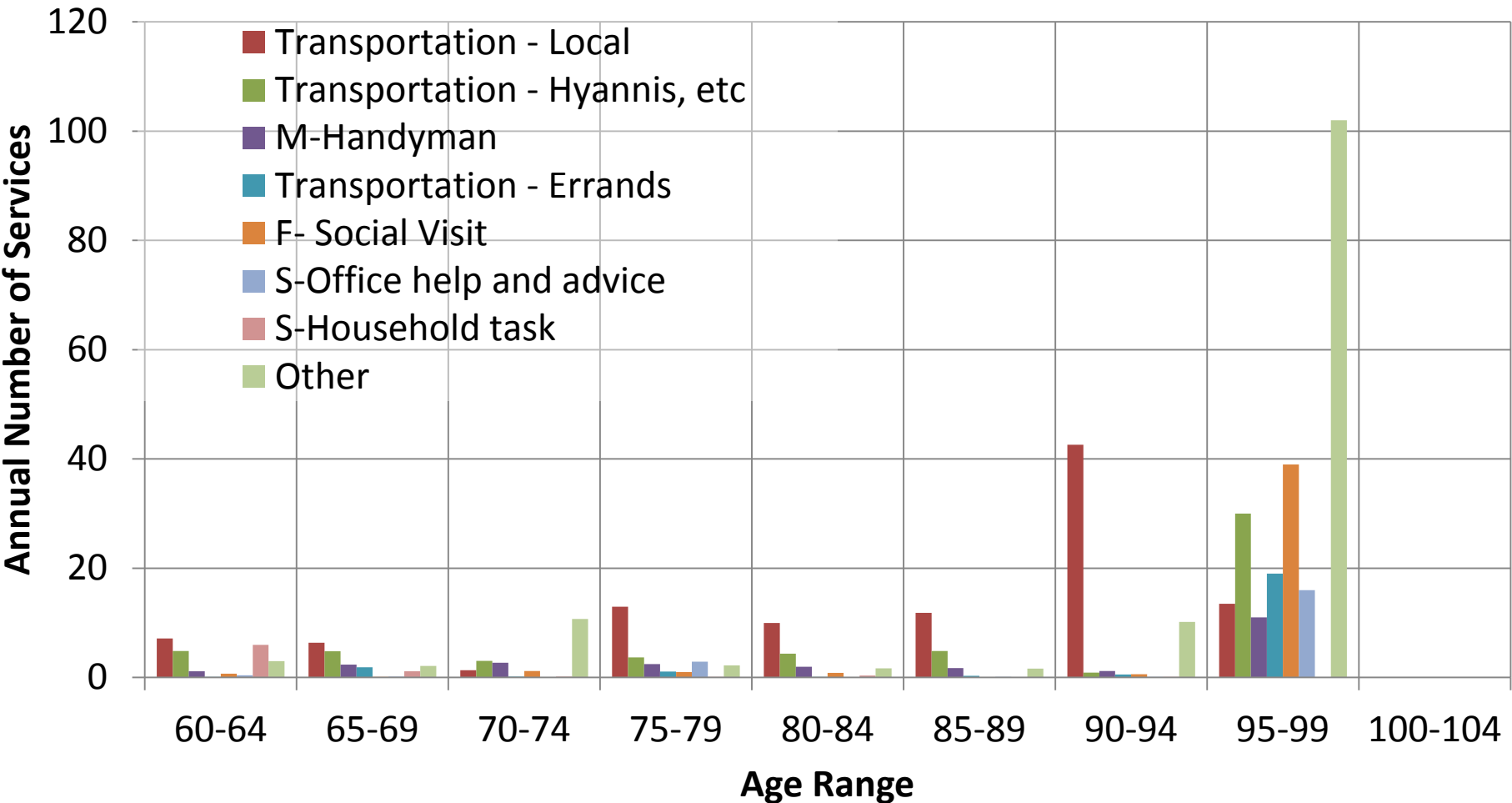


Annual Use of Services by Age





Services Used (Annual Rate) by Age Range

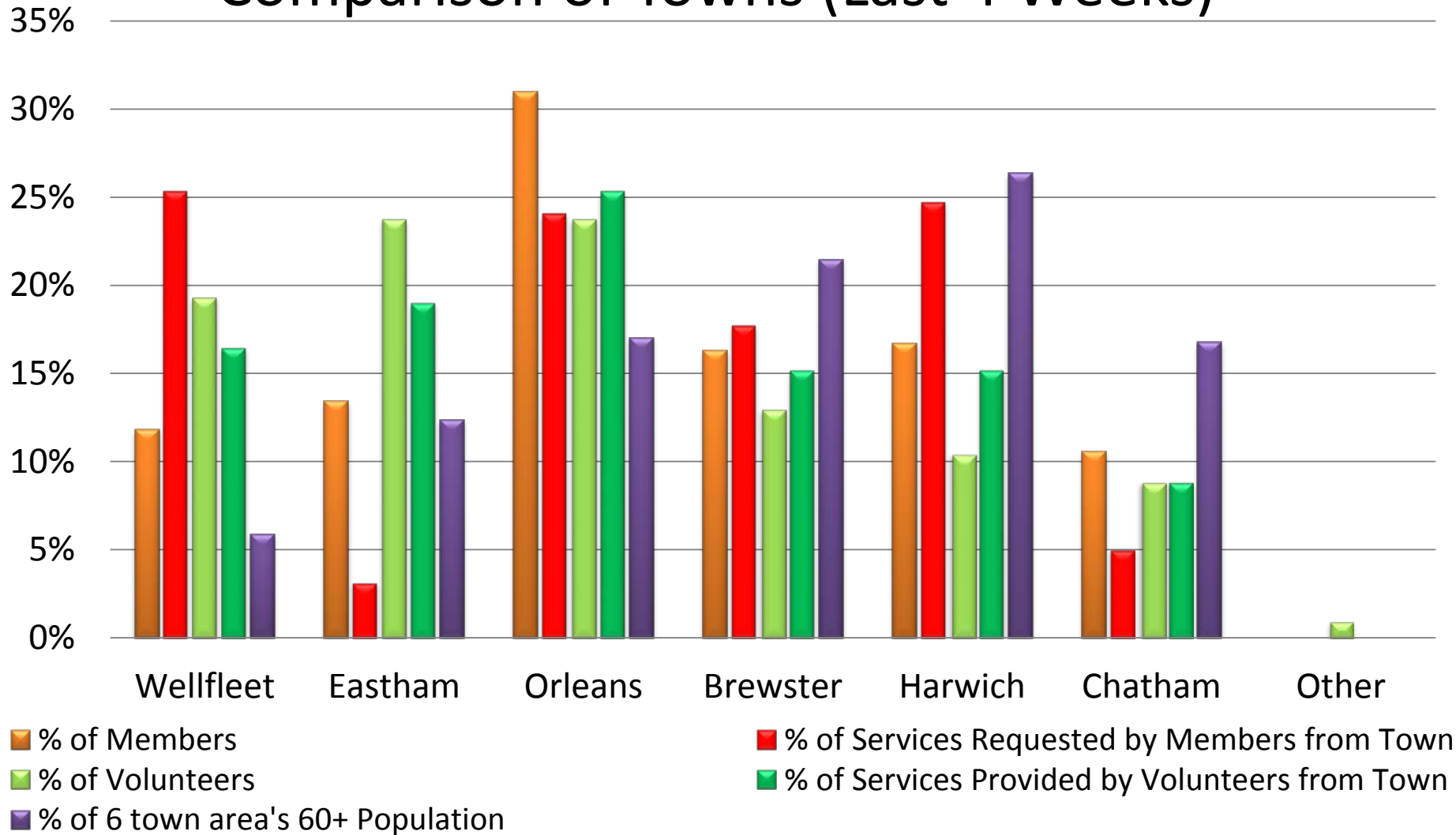


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

- 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.

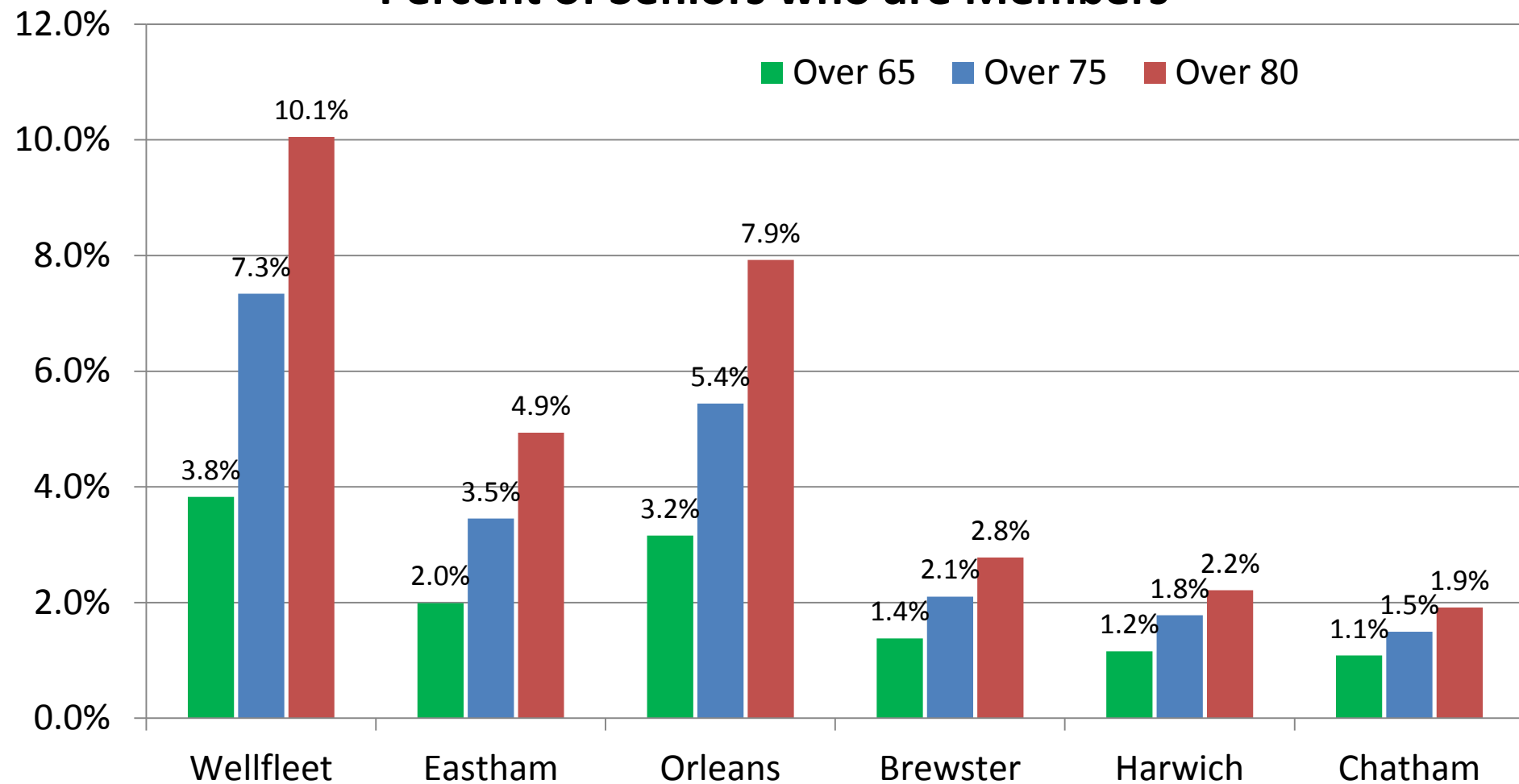
Comparison of Towns (Last 4 Weeks)





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	964	80	205	31	31	1	1312
	Eastham	592	358	558	78	107	13	1706
	Orleans	36	66	1343	201	61	16	1723
	Brewster	9	25	485	264	192	7	982
	Harwich	10	2	70	95	460	6	643
	Chatham		1	10	7	68	29	115
	Other	6	0	8	8	7	0	29
	Total Used	1617	532	2679	684	926	72	6510

Towns of Service Providers and Recipients (Last 4 Weeks)

51% 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	3	2			26
	Eastham	18	4	5	2		1	30
	Orleans	2		22	11	5		40
	Brewster			7	8	9		24
	Harwich			1	4	19		24
	Chatham				1	6	7	14
	Other	0	0	0	0	0	0	0
	Total Used	40	5	38	28	39	8	158