

Week 214 Member Services Report

March 21, 2015



Ice in Wellfleet Harbor

By Dick Elkin

Summary of the Past Week

- Winter continues on the Cape with cancellations remaining high and requests below average.
- Future signups began to rebound.
- The number of members remained constant.
- Our waiting list has climbed to **37** people and are interviewing people from the list.
- We added no new members, and lost two.
- We added no new volunteers.
- Online signups filled **76%** of needed services in the last four weeks.
- **We are eagerly awaiting the new Volunteer Portal from Club Express which will automate our online listing of services. Development has begun.**
- 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.
 - 33 volunteers performed 33 services for 27 households and covered 10 office shifts last week. With 9 filled cancellations that means we filled 52 assignments.
 - 77 volunteers performed 122 services for 60 households and covered 40 office shifts in the last 4 weeks.
 - 220 volunteers performed 2134 services for 183 households this year.
 - 15 services were cancelled last week, 9 with a volunteer already assigned.
- 124 of 164 filled services for the last 4 weeks (76%)
[were filled online.](#)
- We have **254** members and **316** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 68.

Looking Forward

- We have **192** future service requests booked for the next three months, a relatively low number for us
 - **28** future service requests have been cancelled
 - **5** services remain to be filled for next week,
 - **25** more need filling in the following three weeks.
 - **71%** of services for the next four weeks have volunteers, which is above average.
 - **48%** 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?

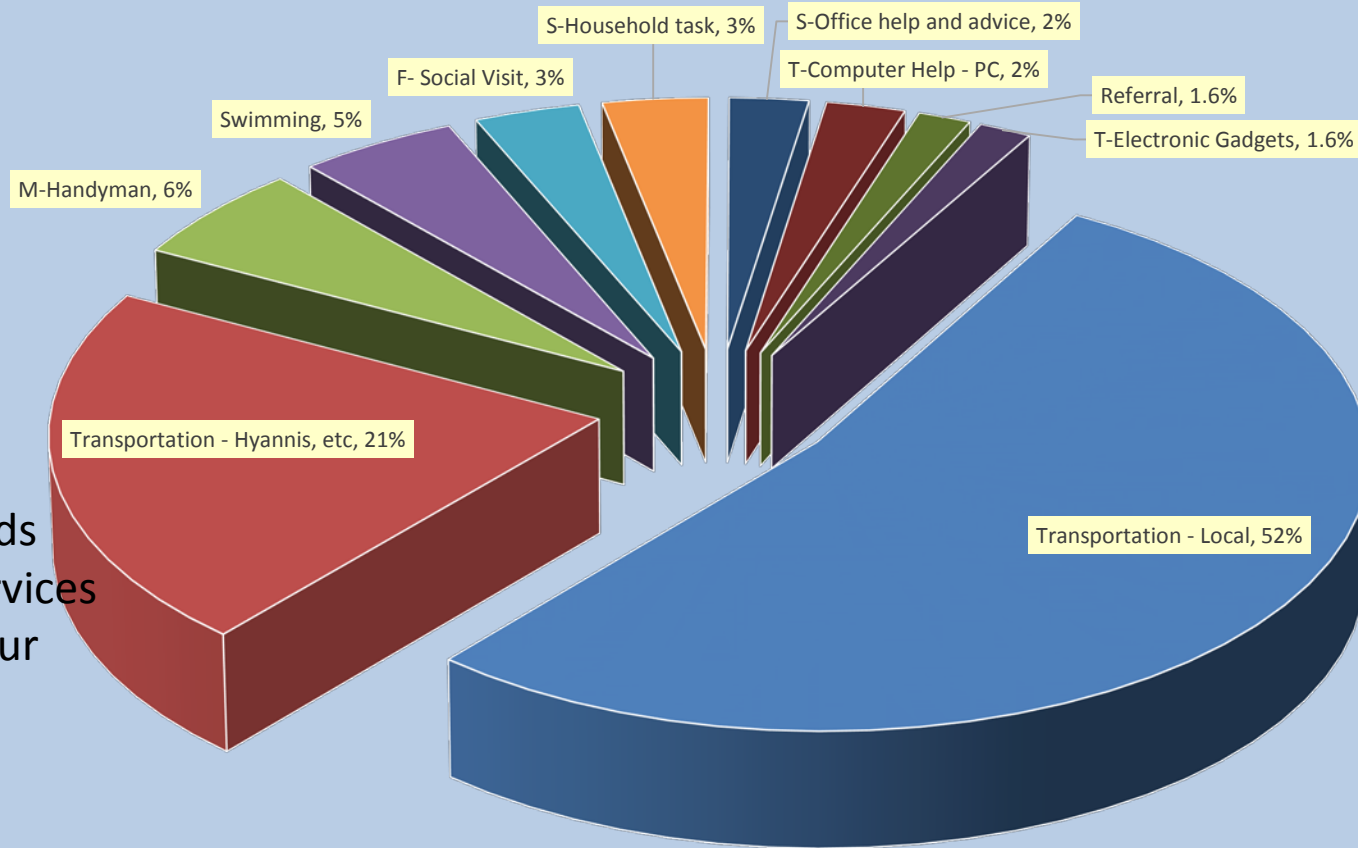
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (**79%**).
- **24%** of households used services in the last four weeks.
- The annual rate of services is **7** per year per household, our lowest point ever.
- The 10% most needy members used nearly 60% of services, a very high number, a trend that continues to peak.
- “Only” **16** services were cancelled for this week as the weather reduced operations. We might be at the end of this snow cycle.

Services in the Last 4 Weeks

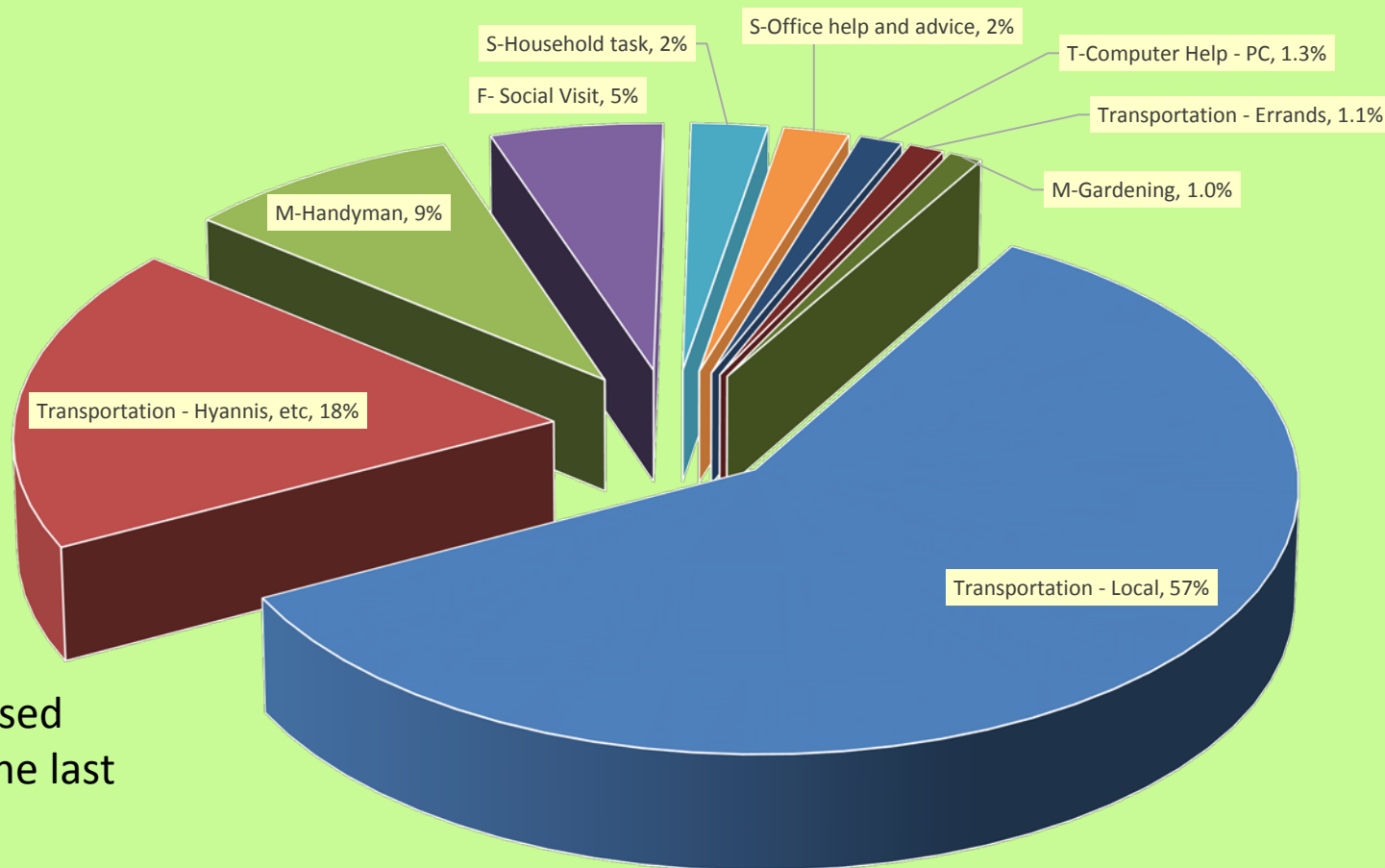
3/21/2015



60 households
used 122 services
in the last four
weeks

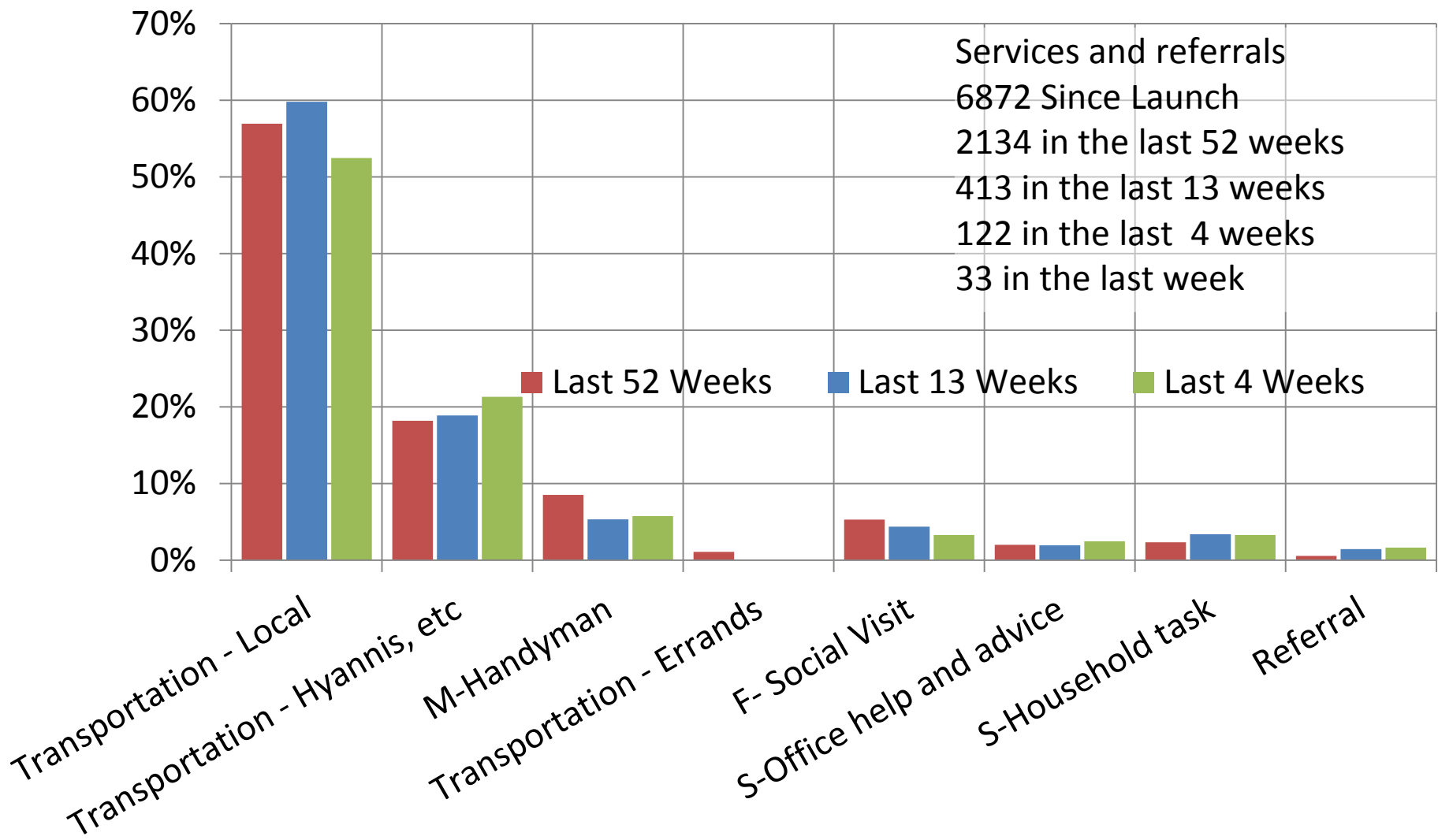
Services in the Last 52 Weeks

3/21/2015

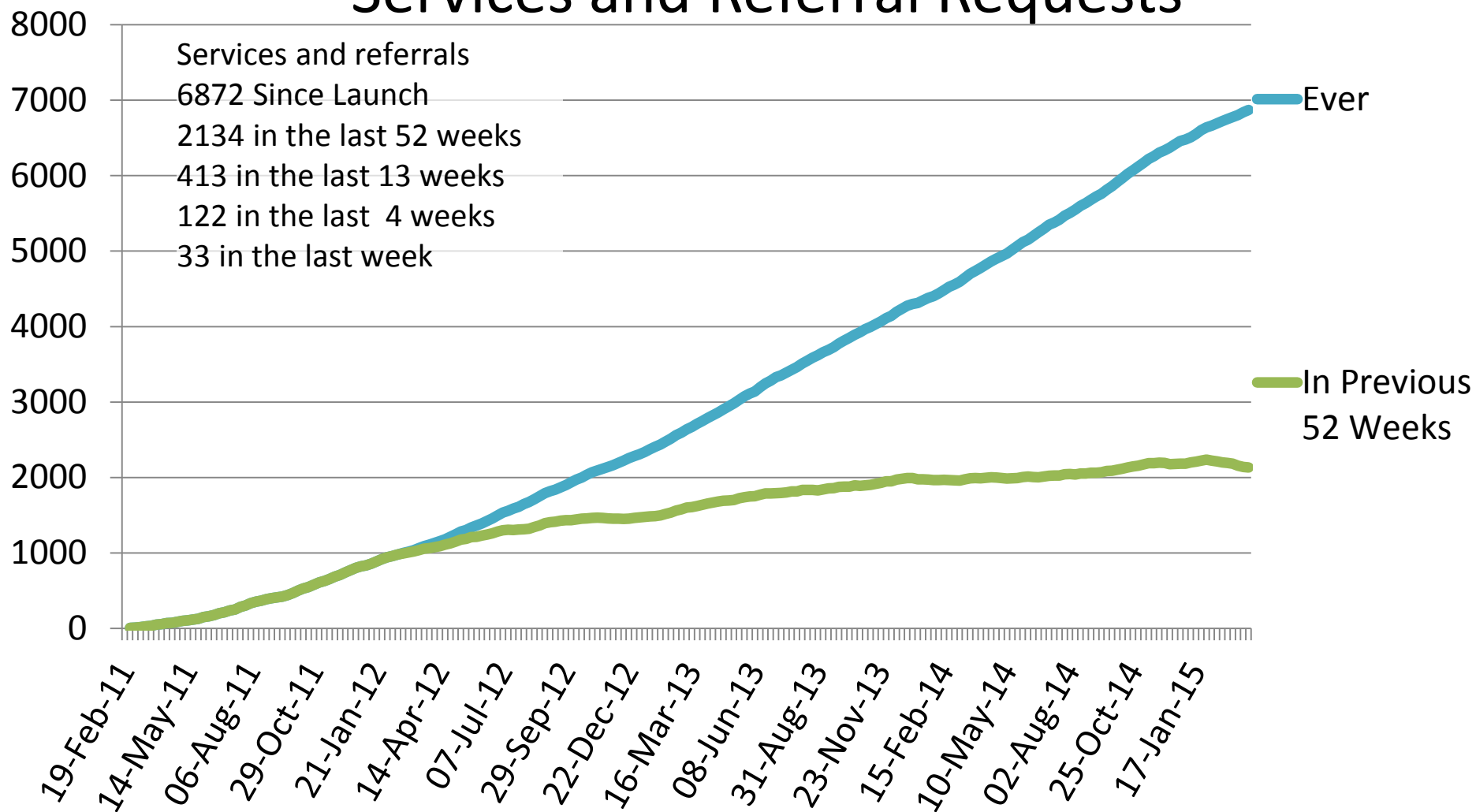


183 households used
2134 services in the last
52 weeks

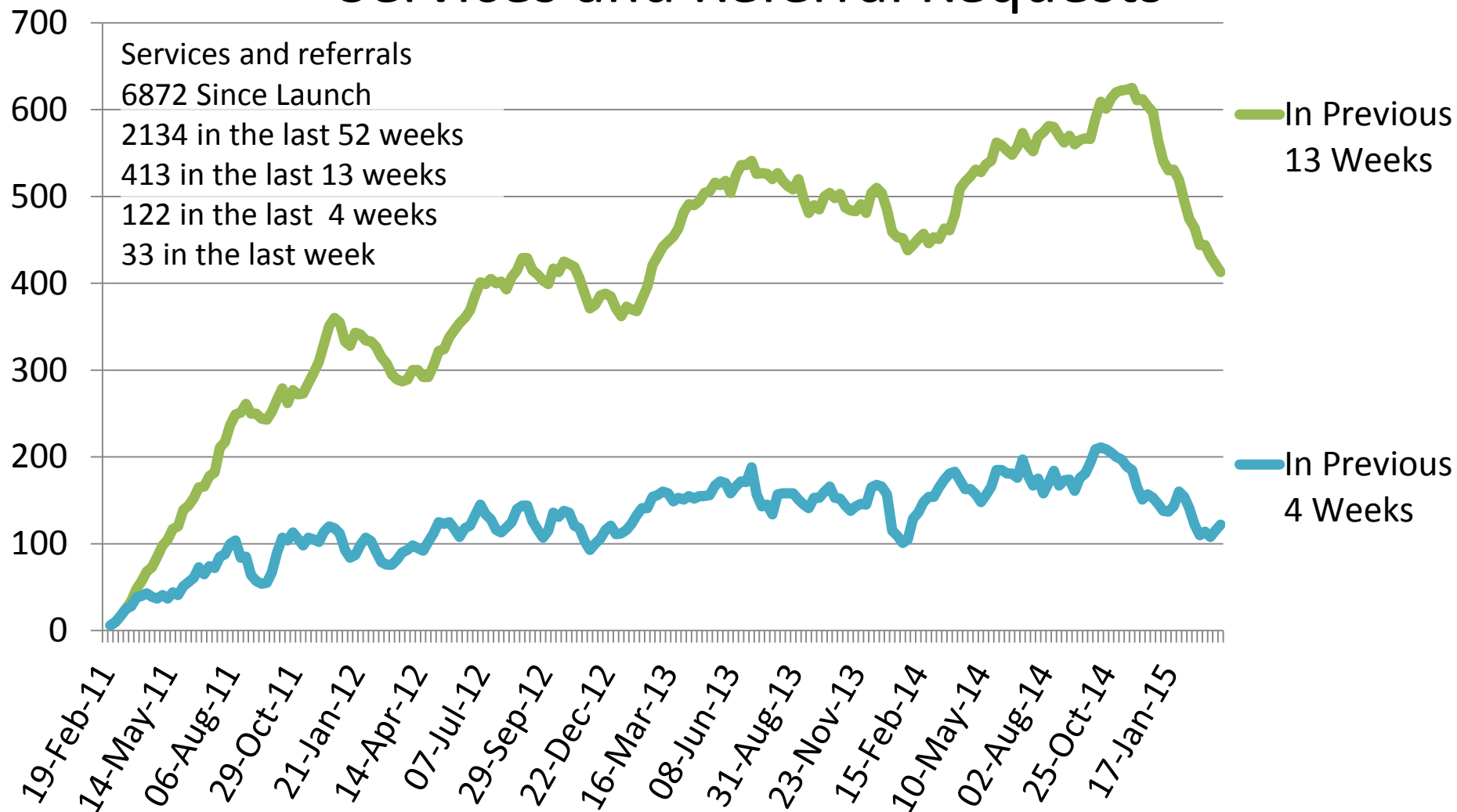
Trends in Services



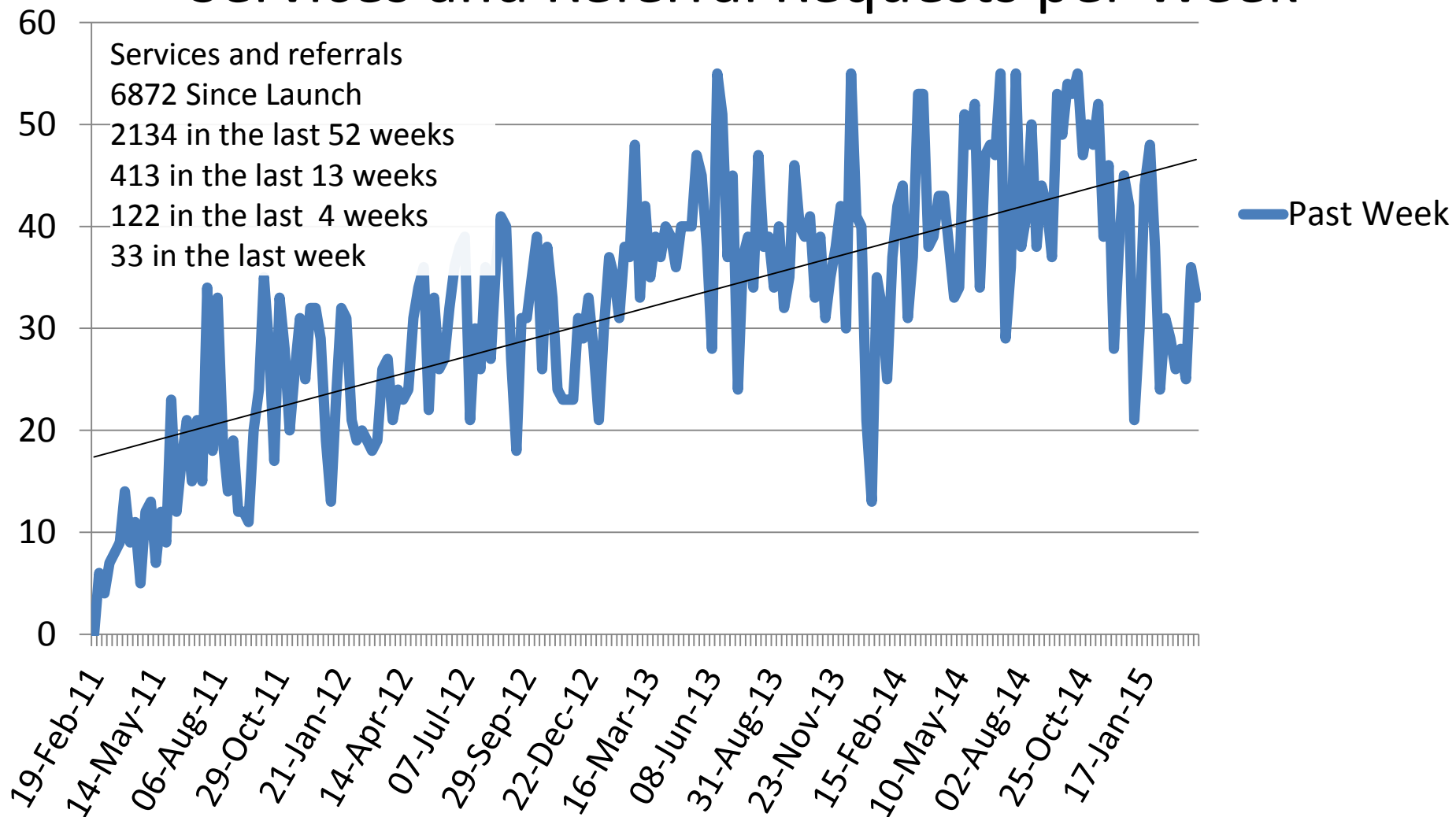
Services and Referral Requests



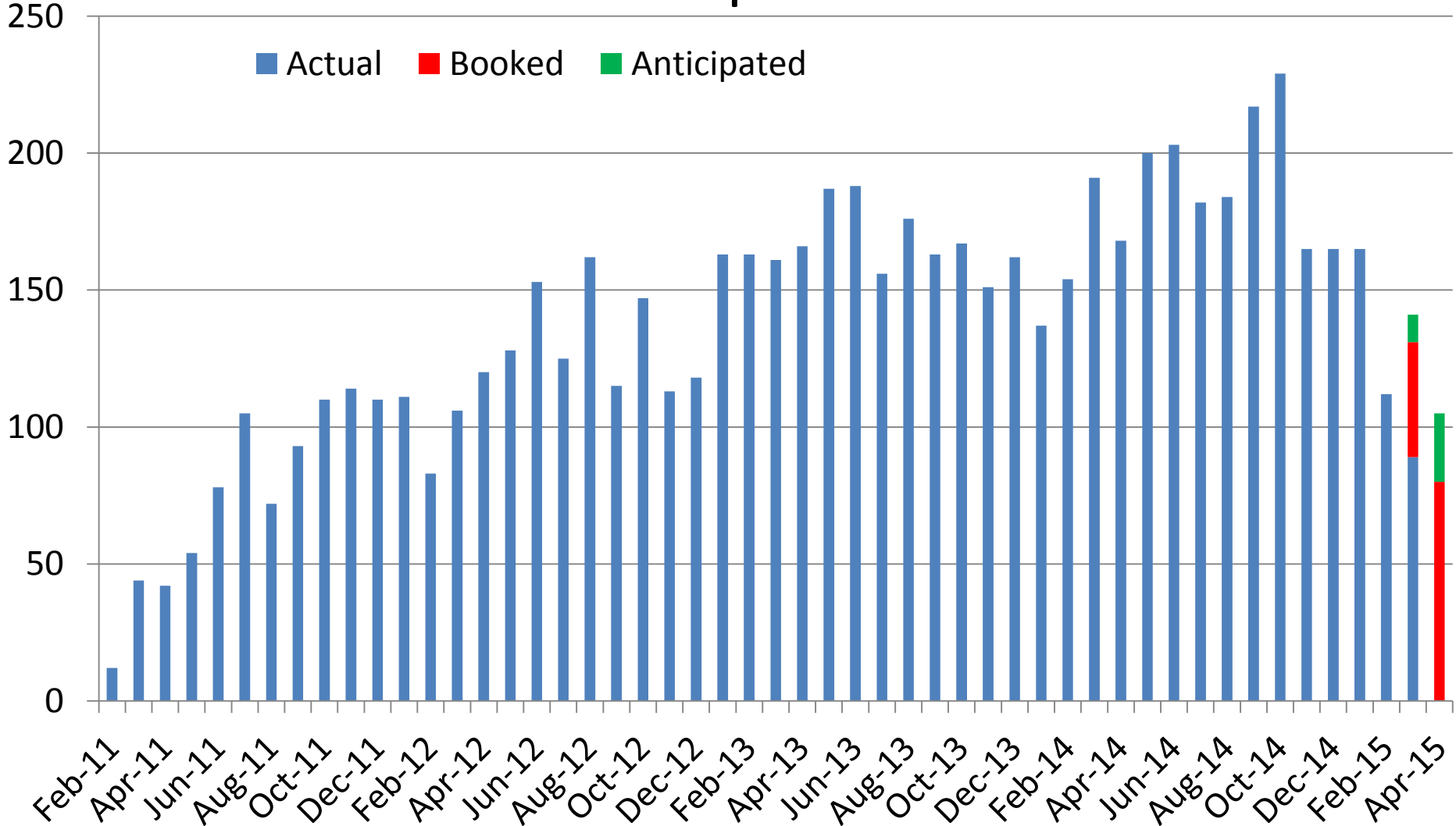
Services and Referral Requests



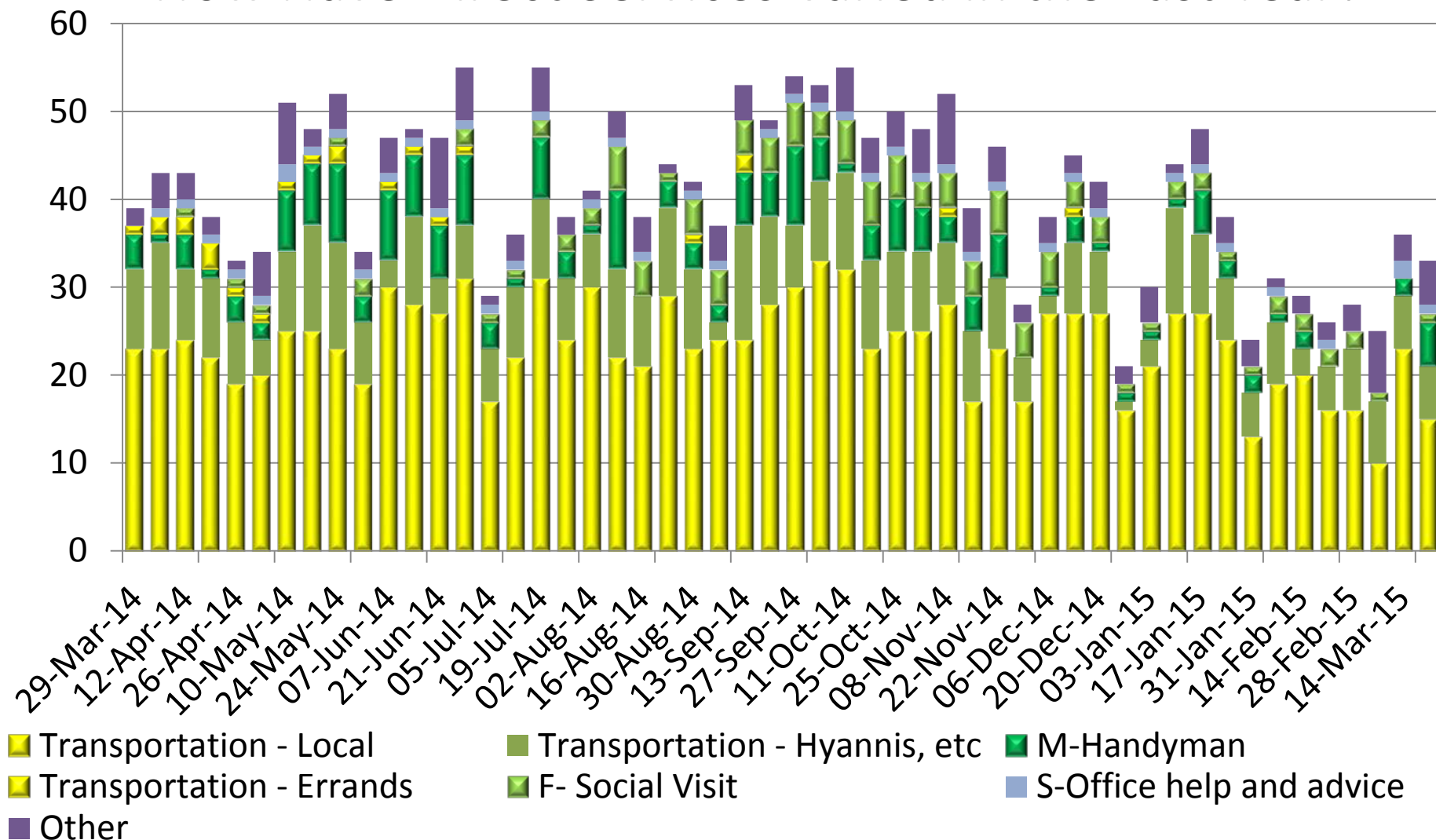
Services and Referral Requests per Week



Services per Month



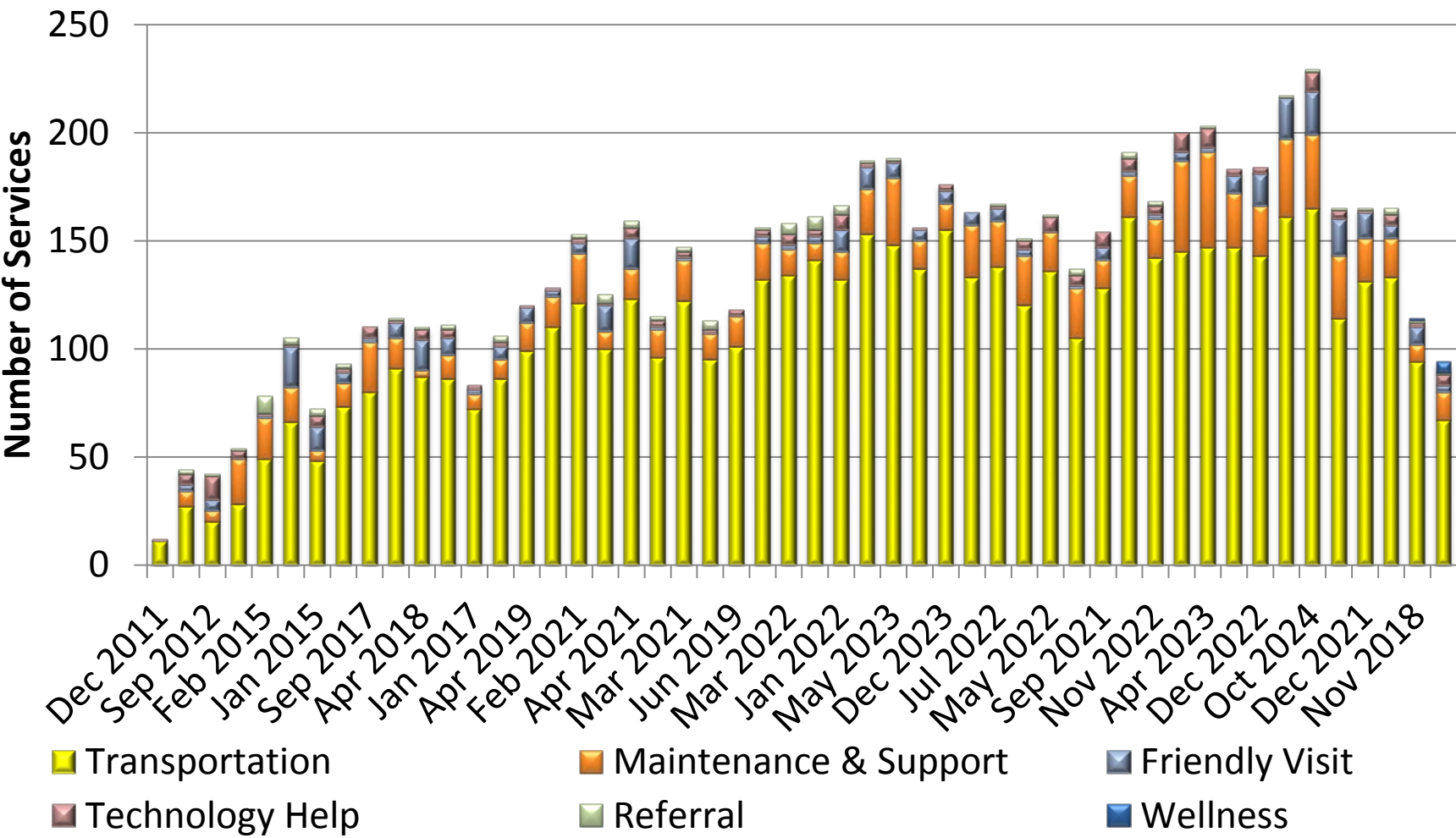
How Have Direct Services Varied in the Last Year?



[Top](#)
[Top of Section](#)
[Next Section](#)



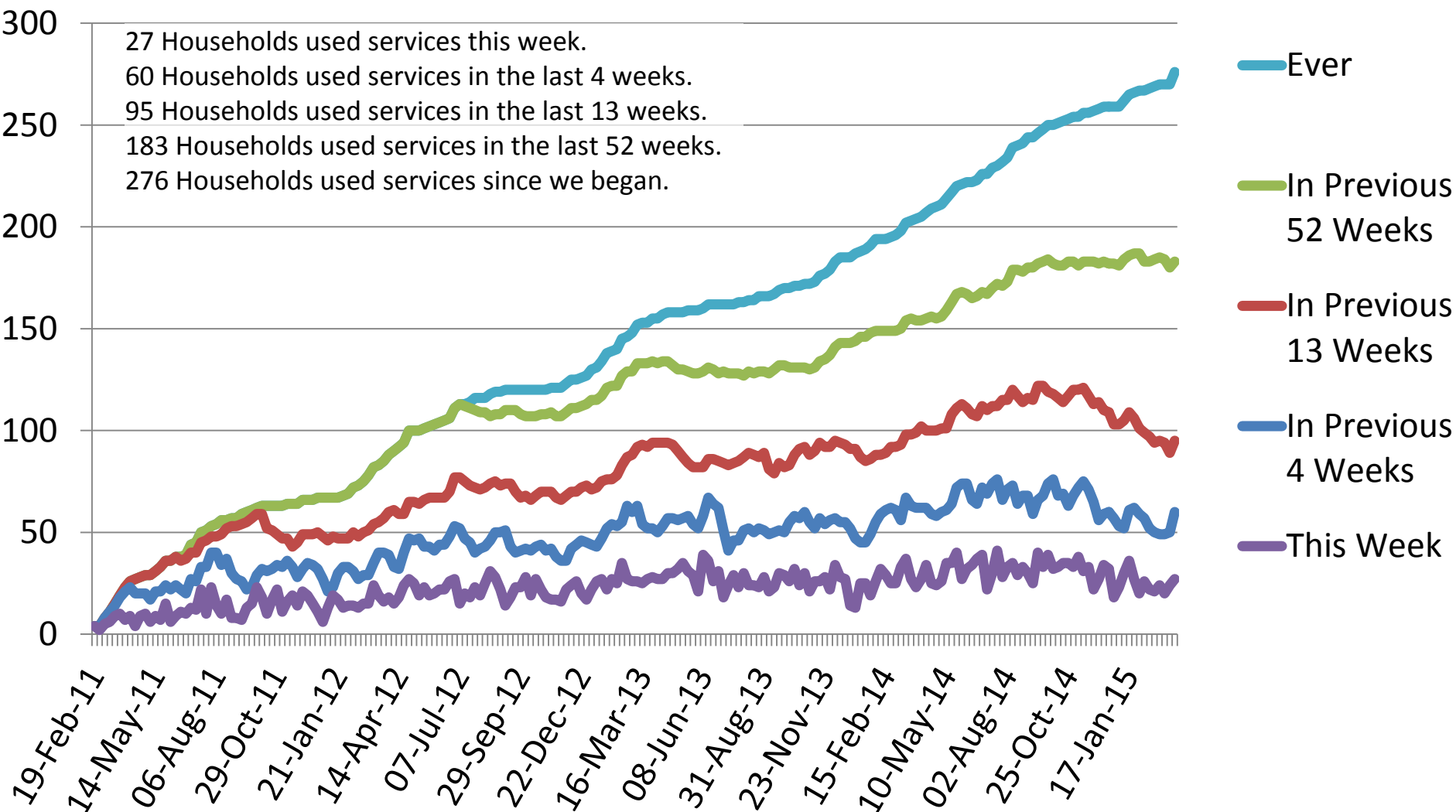
Service Categories





How Many Households Served

27 Households used services this week.
 60 Households used services in the last 4 weeks.
 95 Households used services in the last 13 weeks.
 183 Households used services in the last 52 weeks.
 276 Households used services since we began.

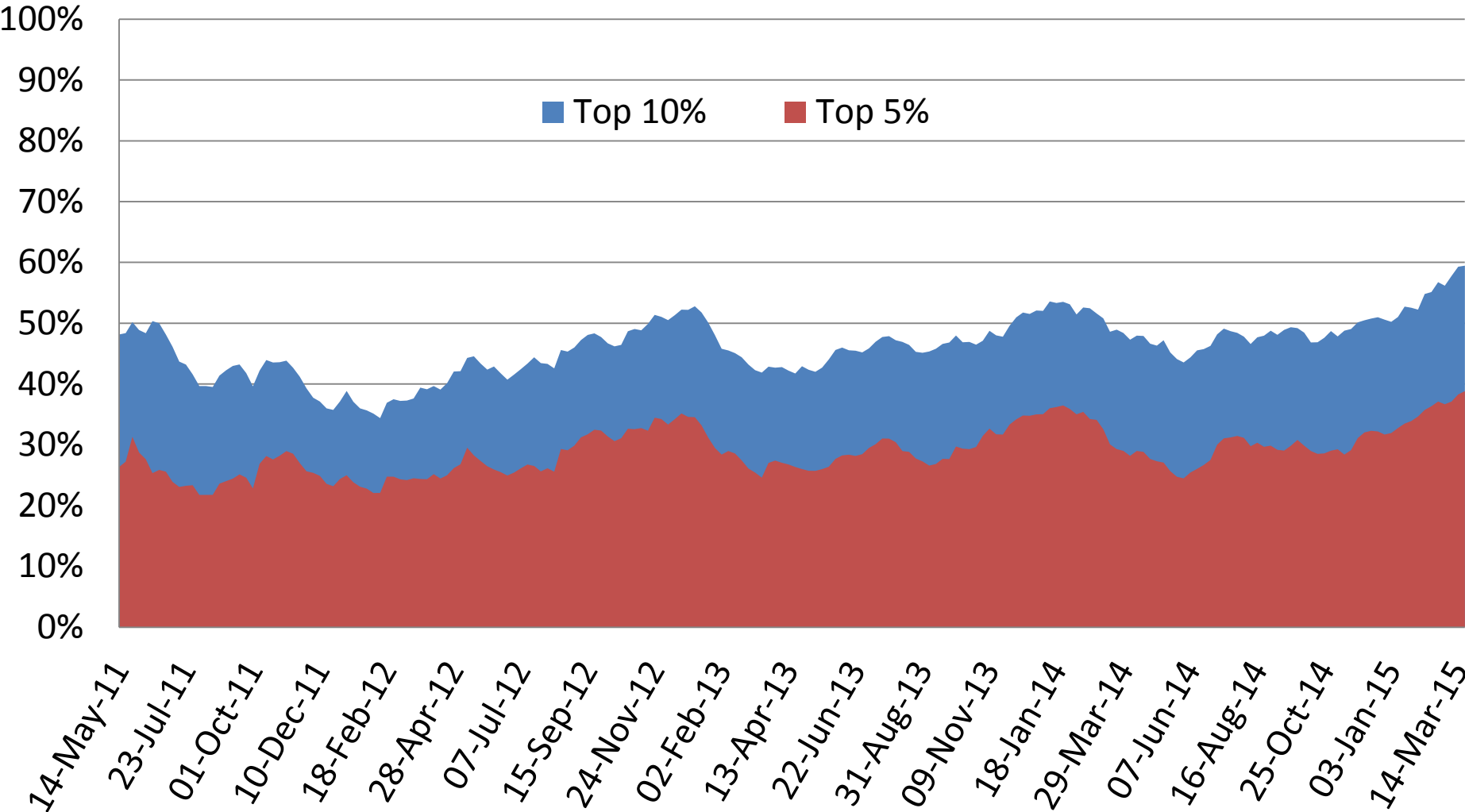


[Top](#)

[Top of Section](#)

[Next Section](#)

Heaviest Users of Services

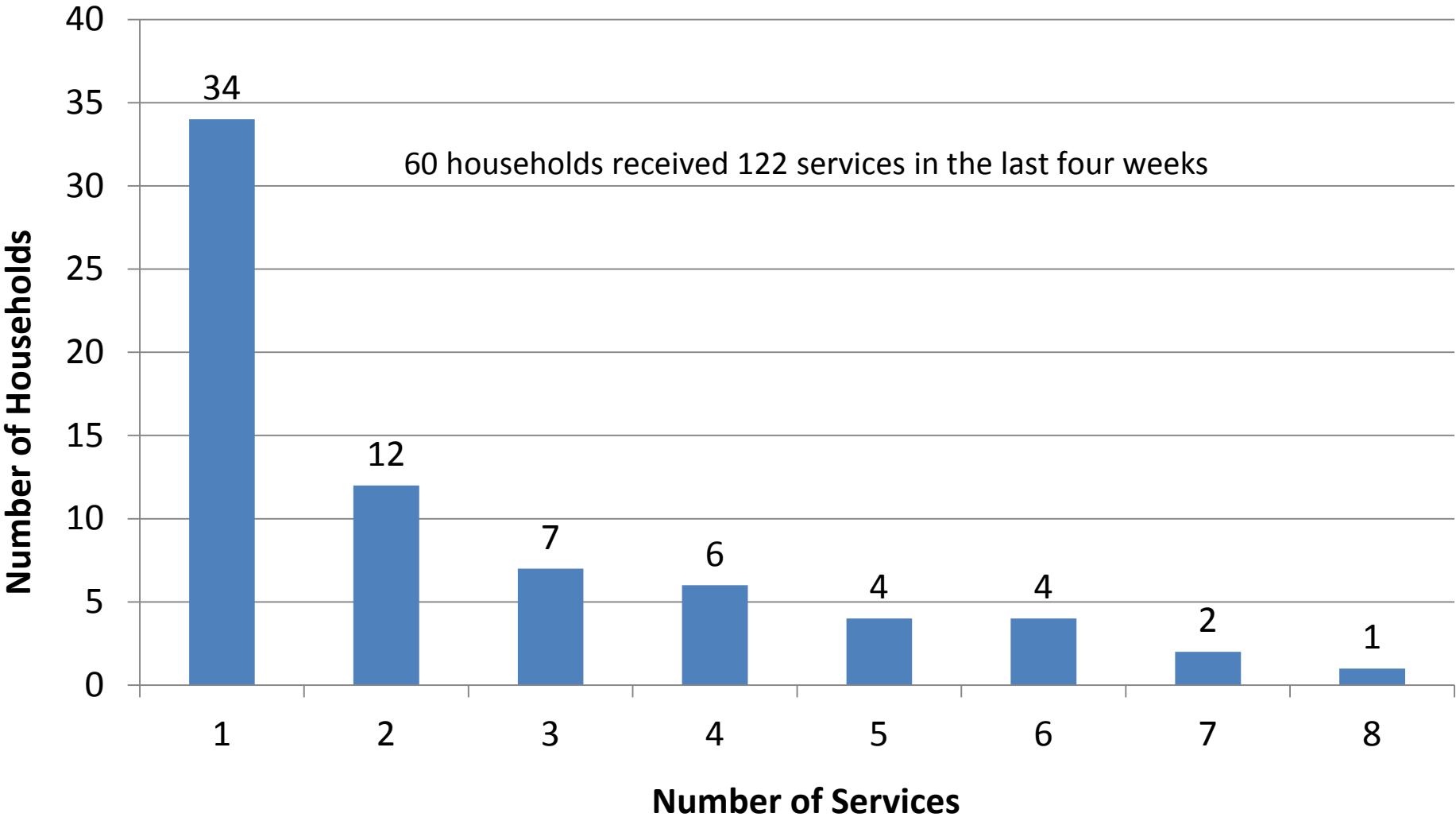


[Top](#)

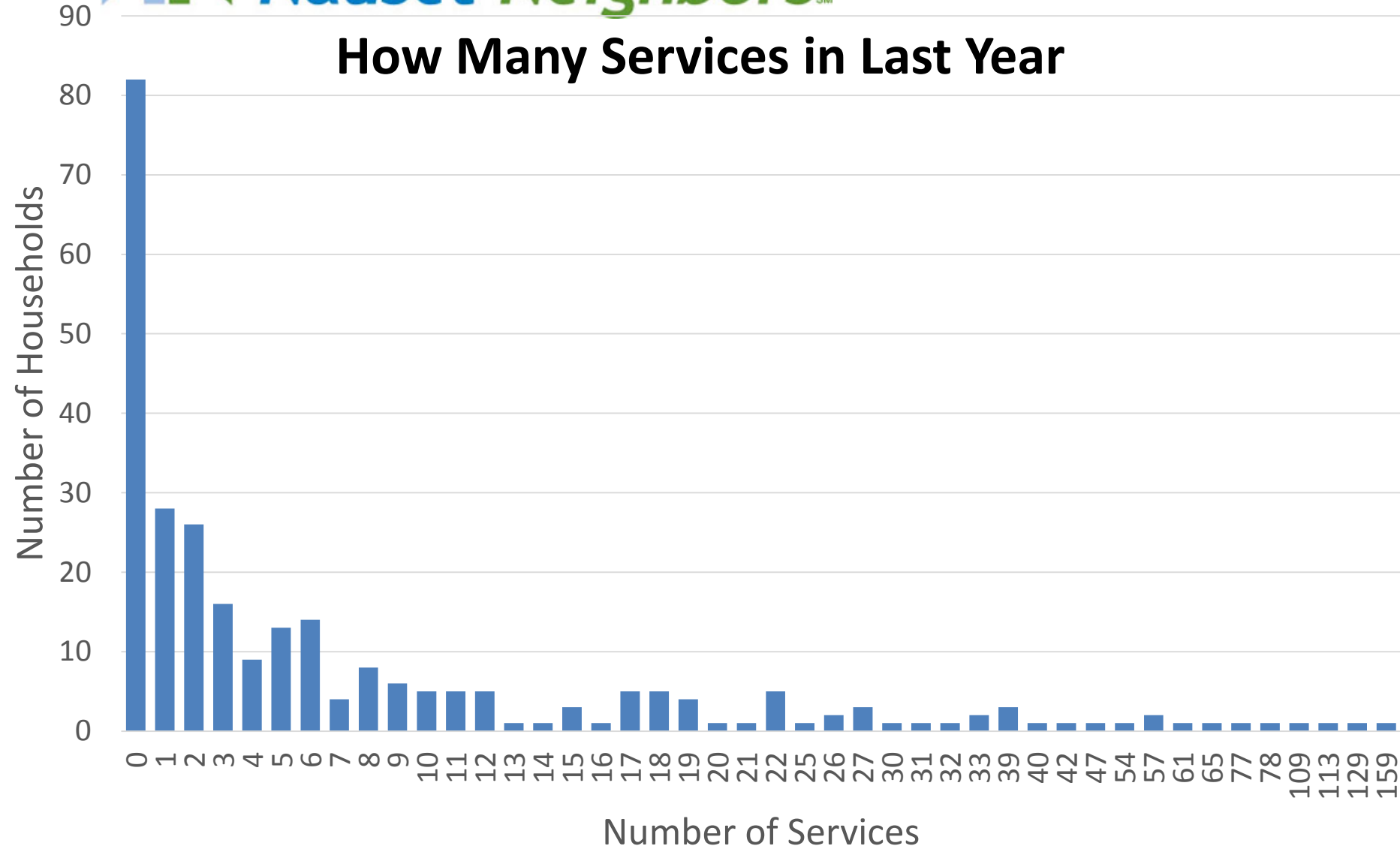
[Top of Section](#)

[Next Section](#)

Rate of Direct Services in Last 4 Weeks

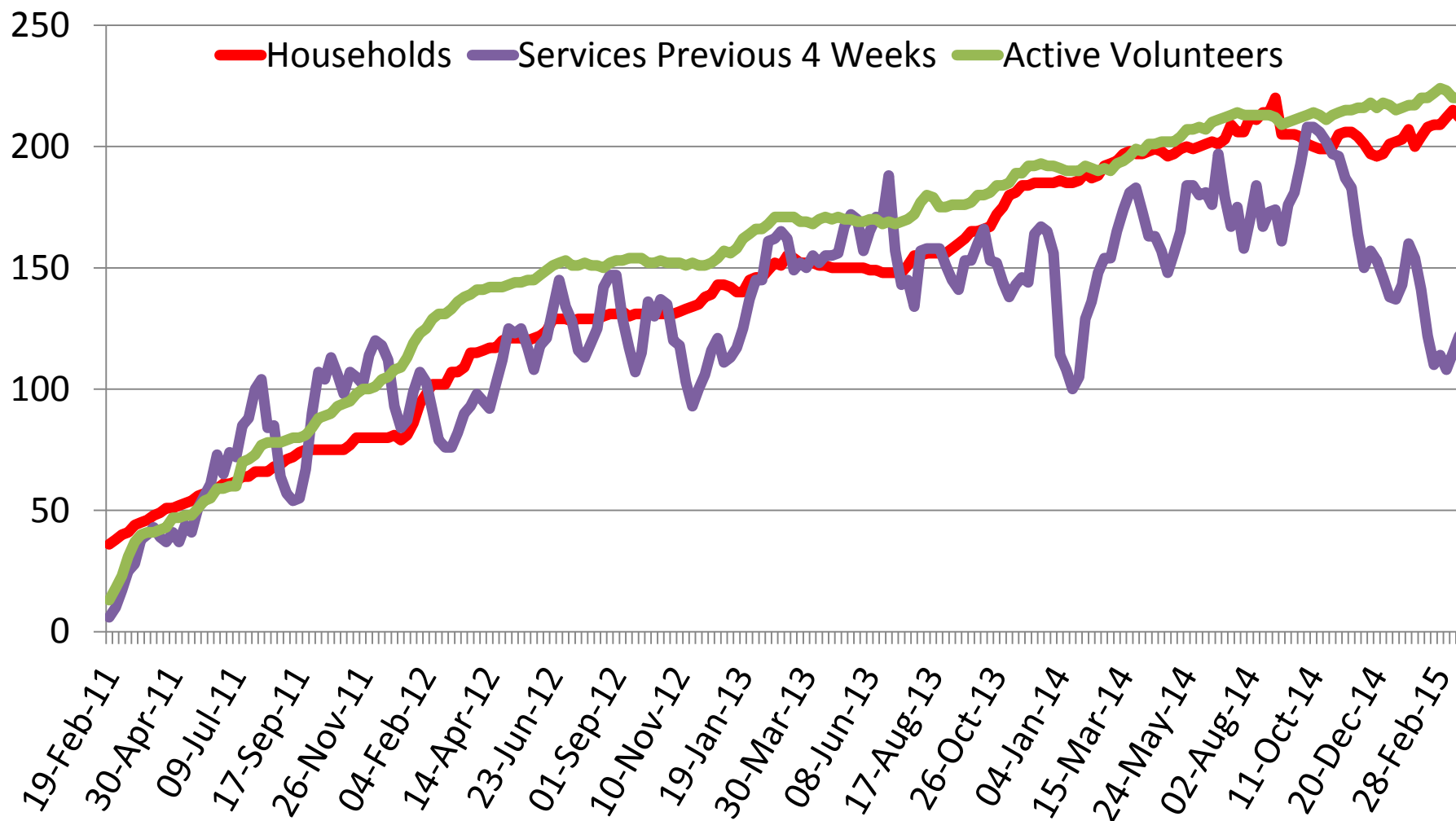


How Many Services in Last Year

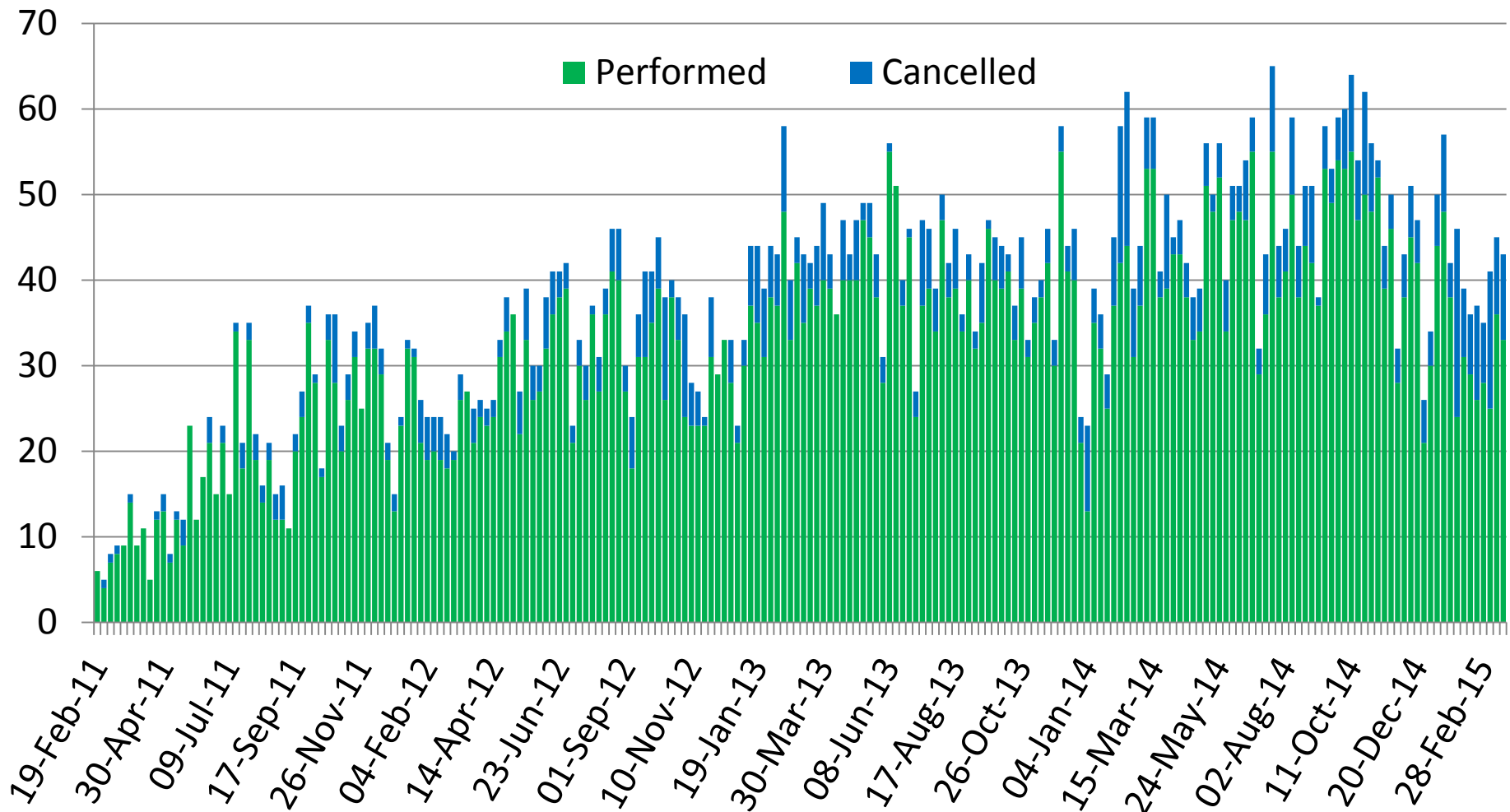




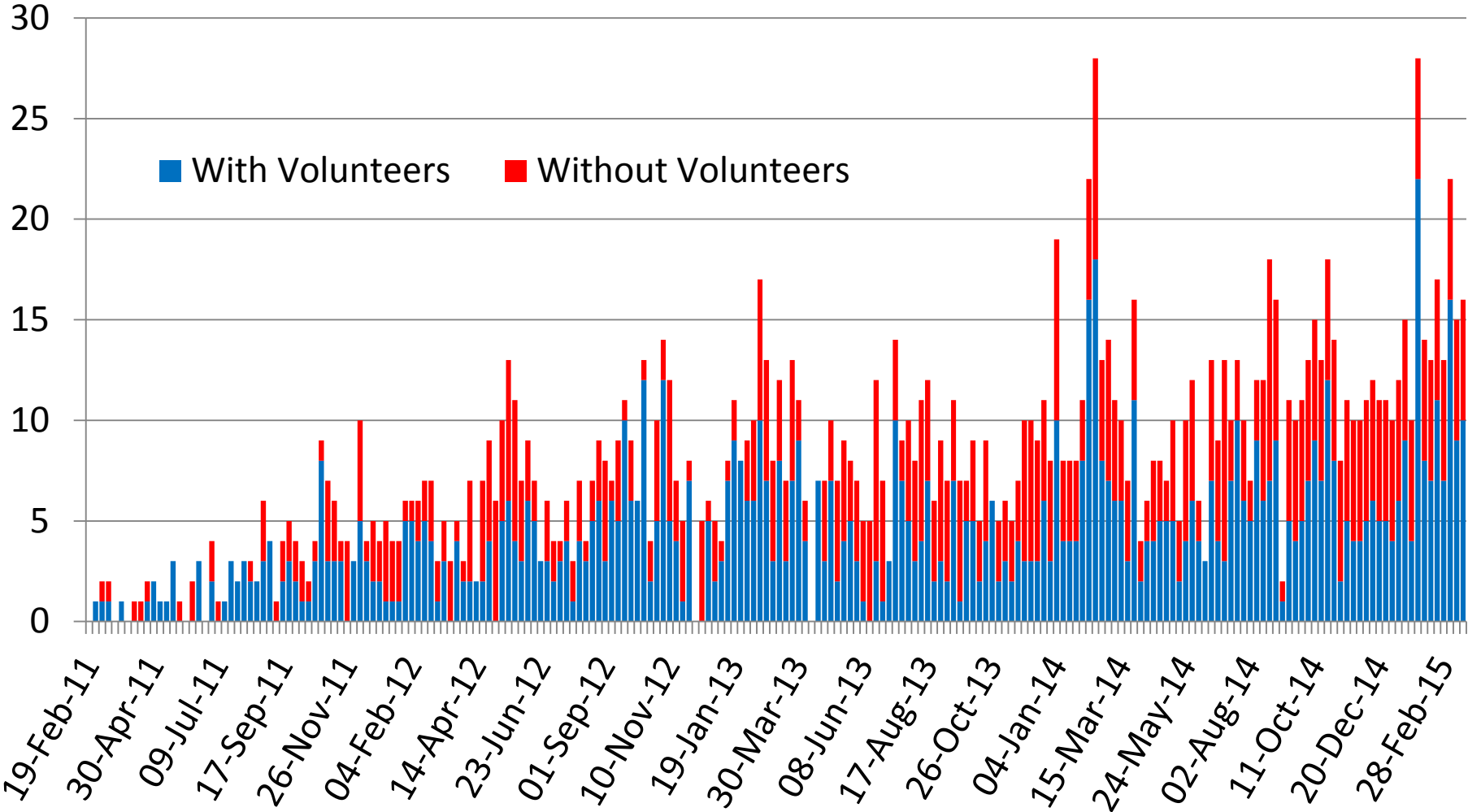
Members, Volunteers, and Services in Last 4 weeks



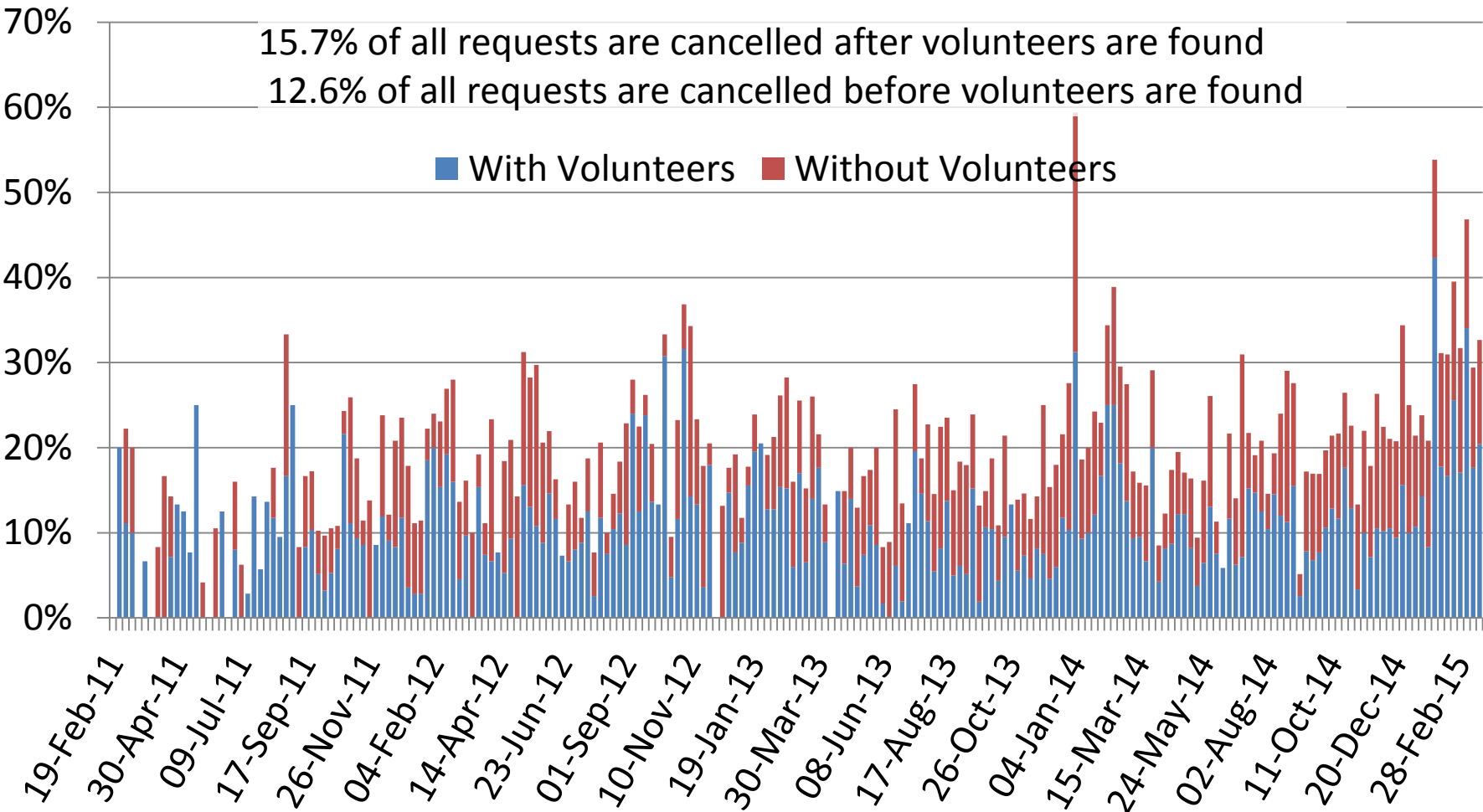
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



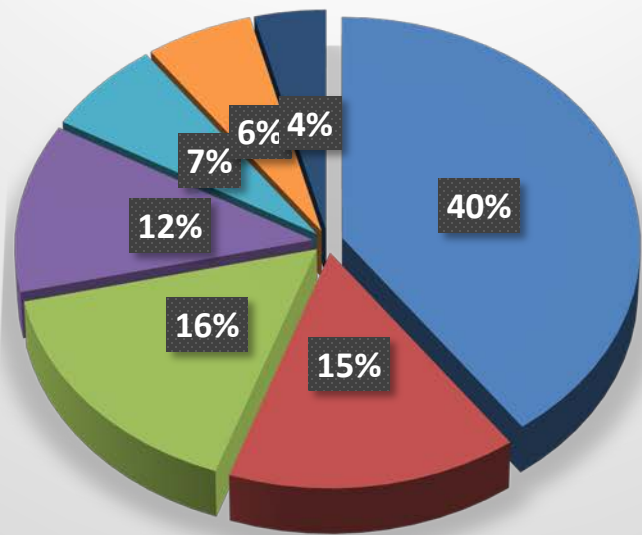
Why Members Quit

- Since we began we have had a total of 405 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
- 74 members have not asked for any services in the last year, which bears this out.

Why Members Quit

3/21/2015

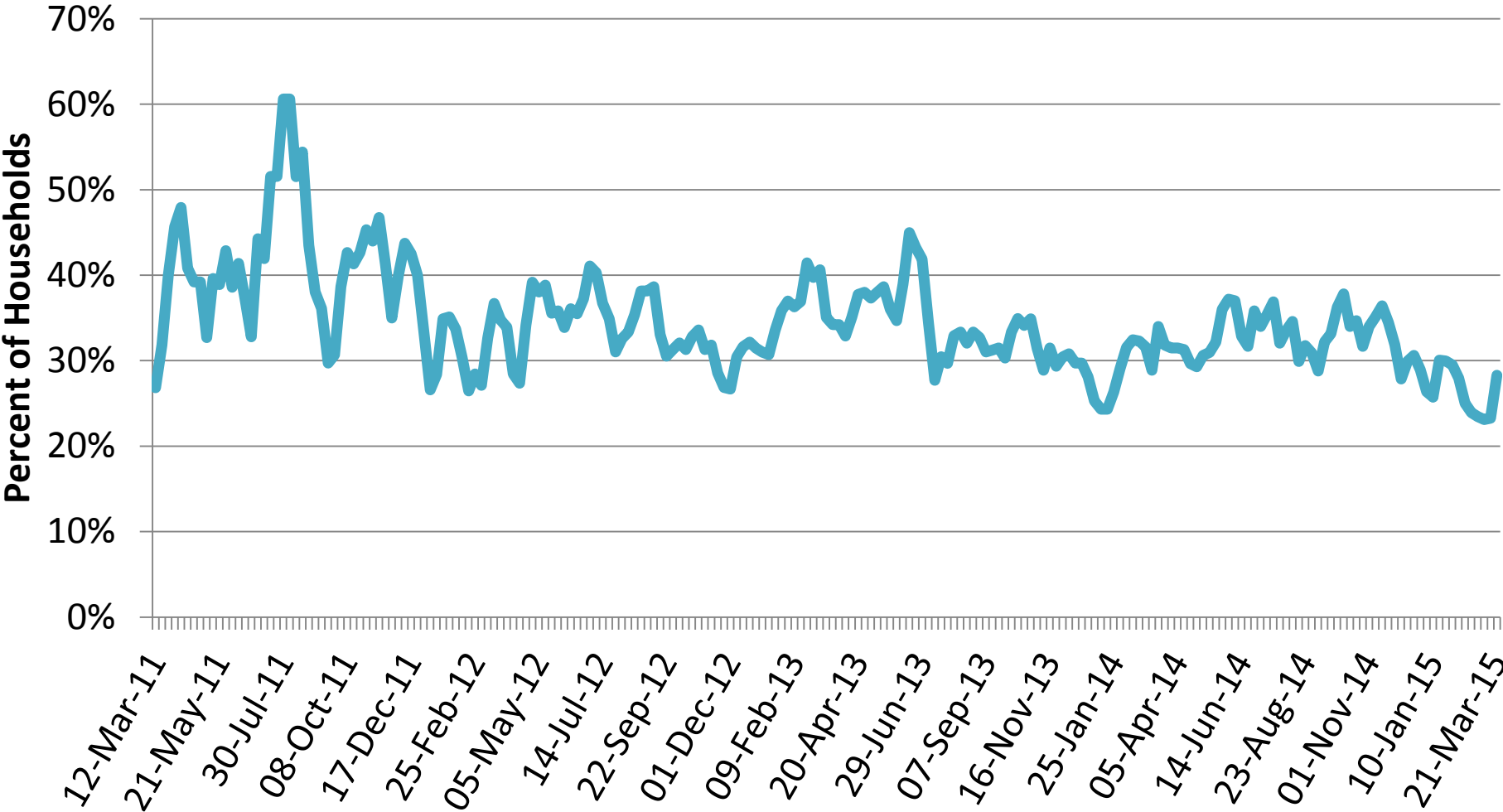
Since we began we have had a total of 405 members 37% of whom have dropped their



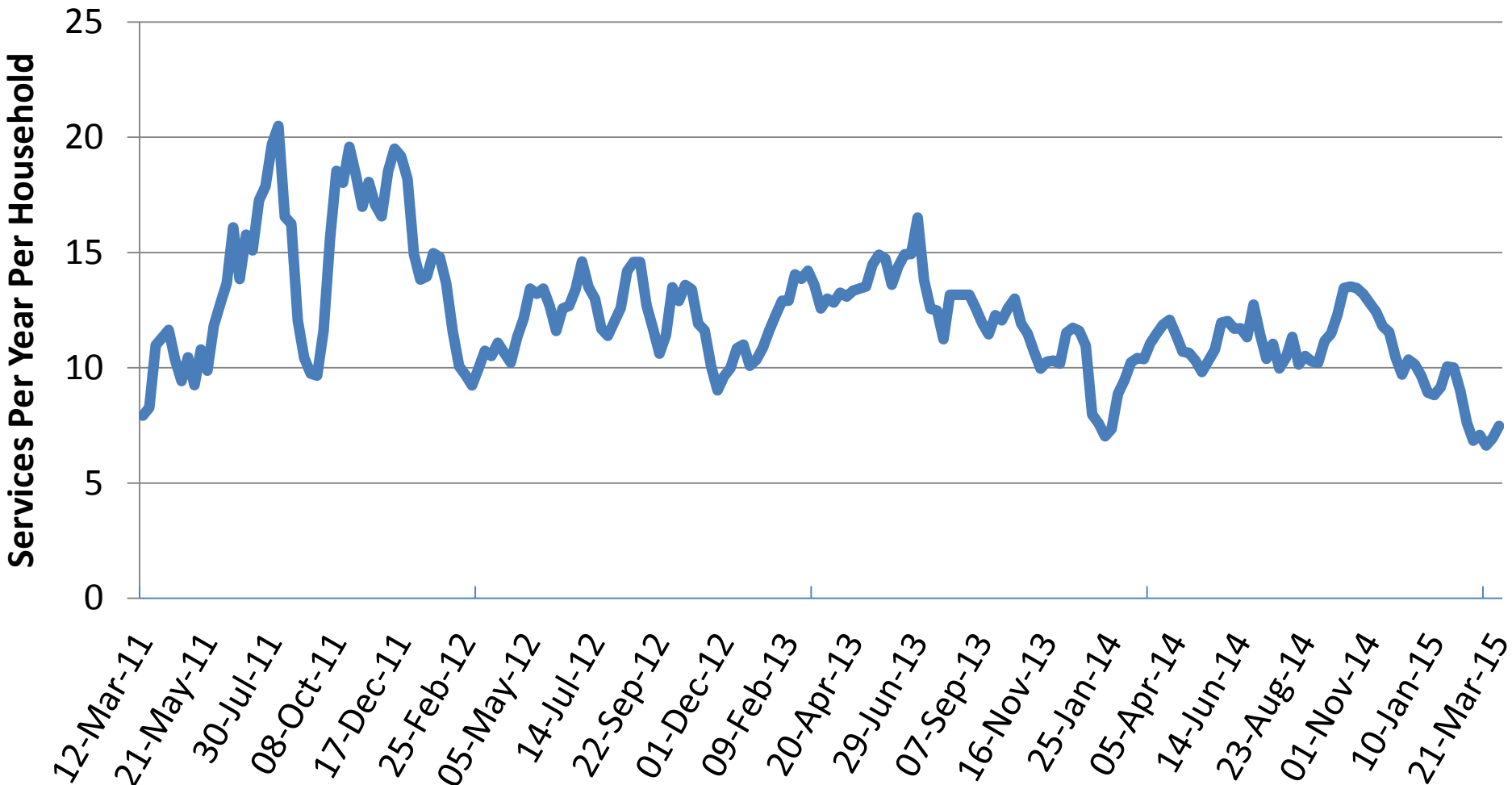
- Deceased
- No longer needs services
- Moved / Relocated
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other



% of Households Receiving Services in Last Four Weeks



Annual Rate of Services per Household

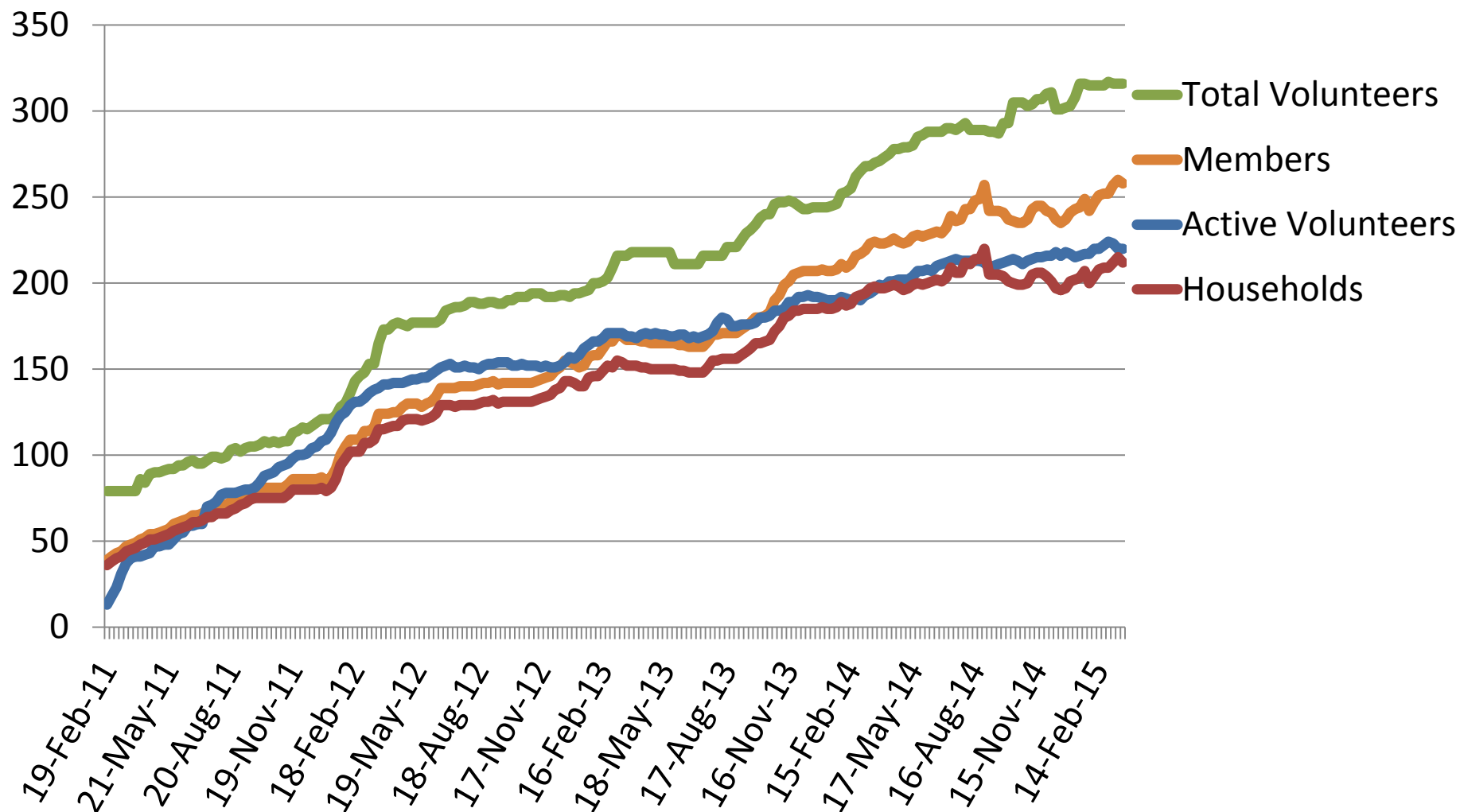


HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

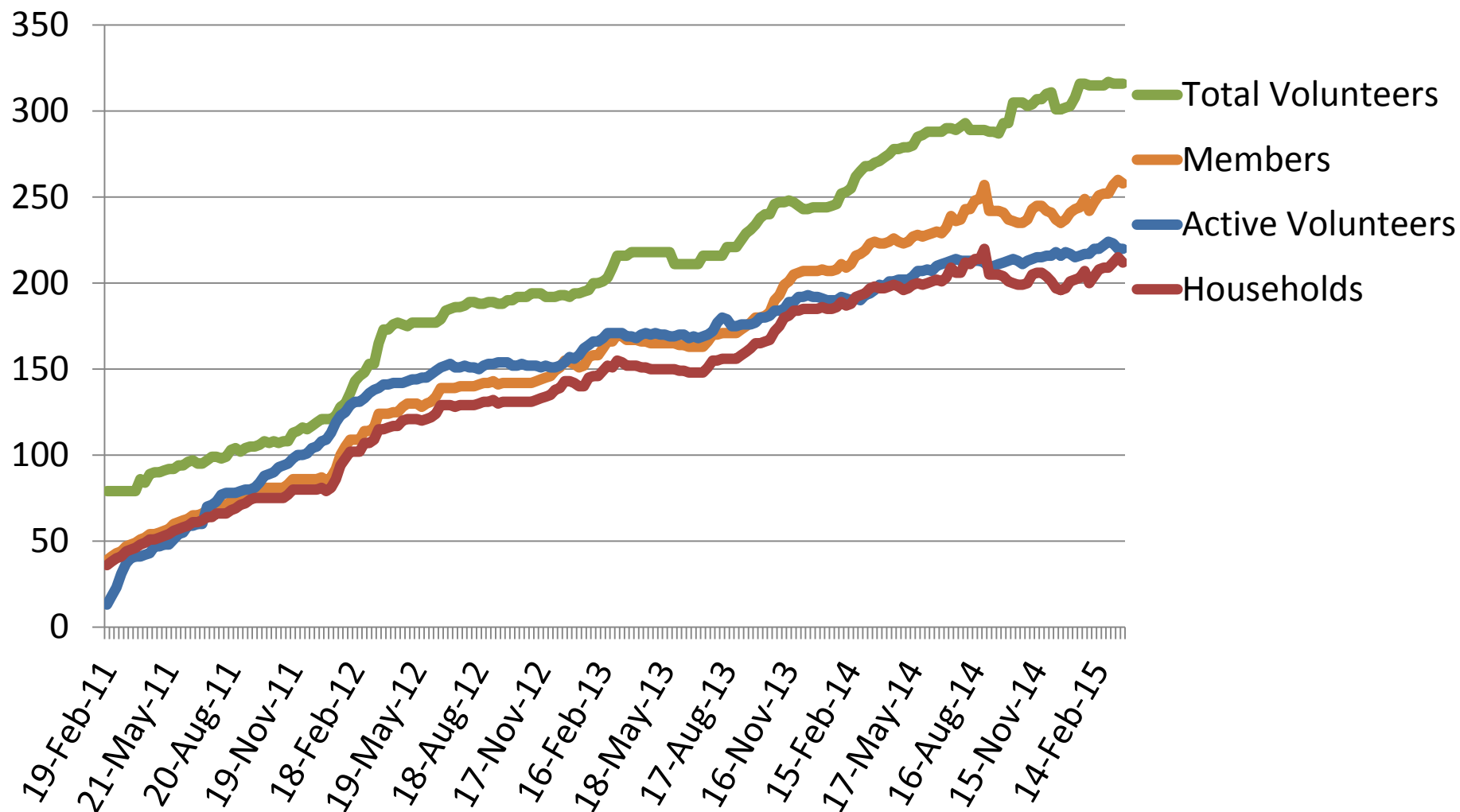
What has Happened in the Last Year?

- 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
 - 37 volunteers performed 36 services for 24 households and covered 10 office shifts last week. With 16 filled cancellations that means we filled 62 assignments.
 - 75 volunteers performed 115 services for 50 households and covered 40 office shifts in the last 4 weeks.
 - 220 volunteers performed 2139 services for 179 households this year.
 - 22 services were cancelled last week, 16 with a volunteer already assigned.
- 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

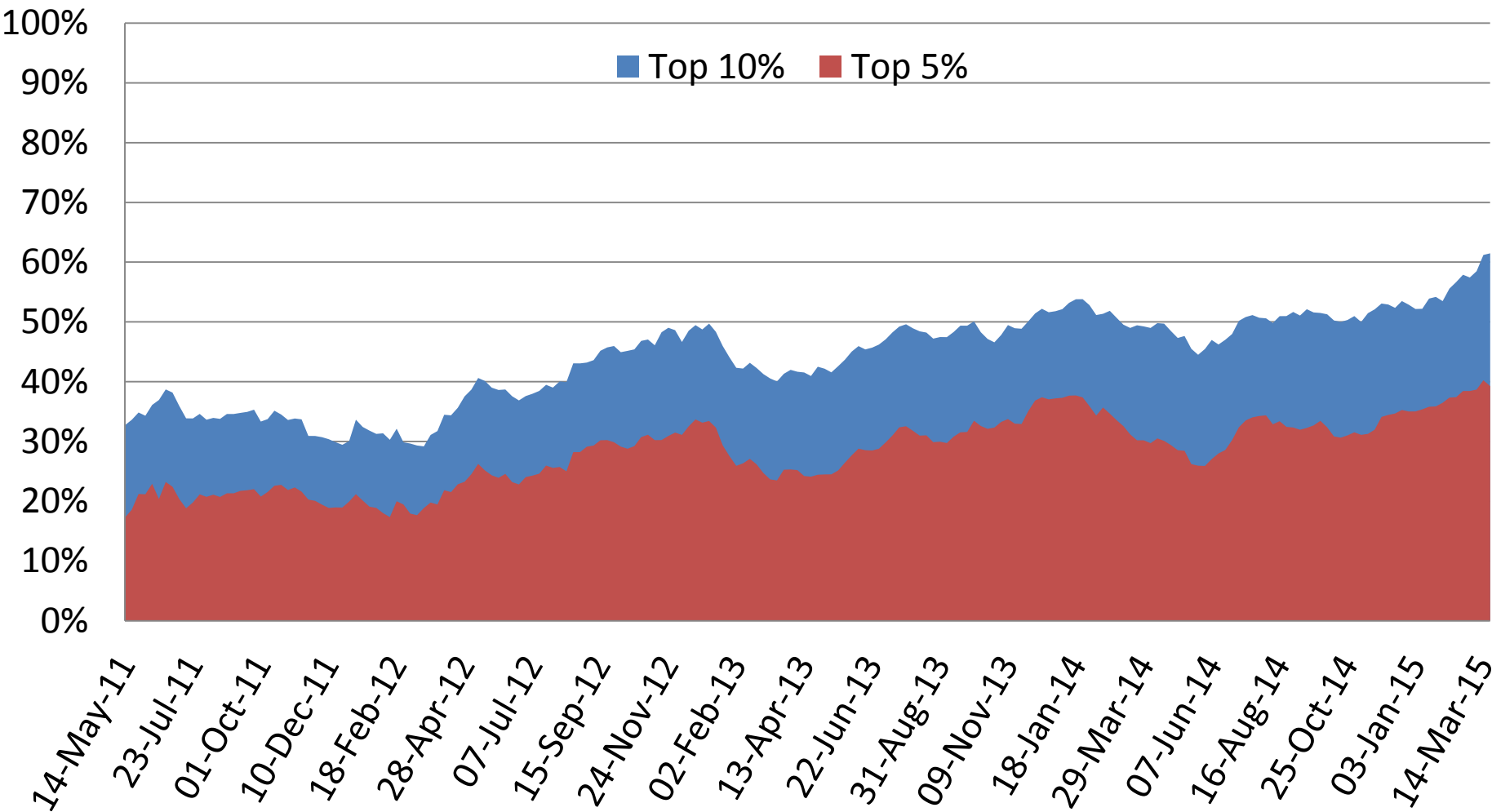


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks

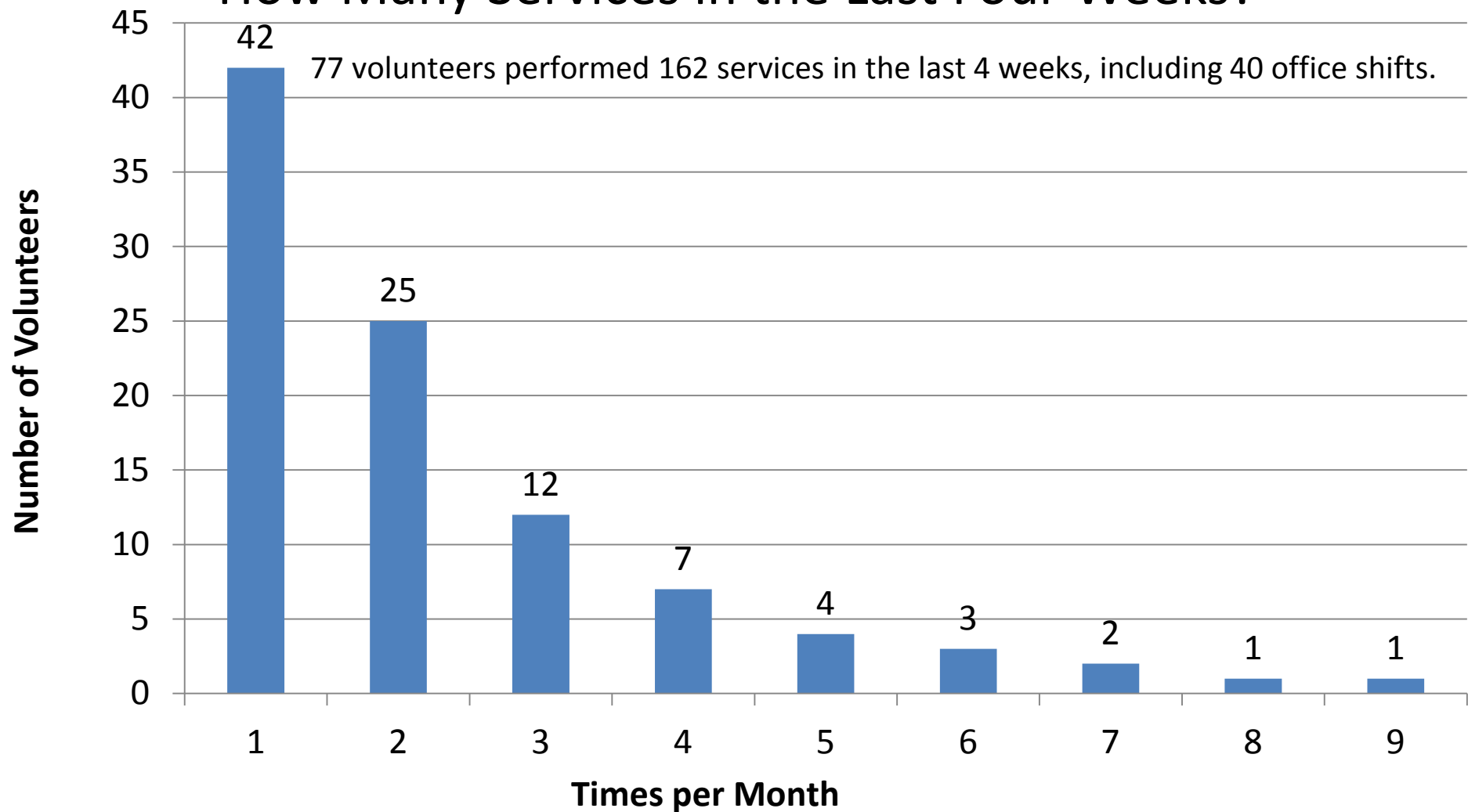


[Top](#)

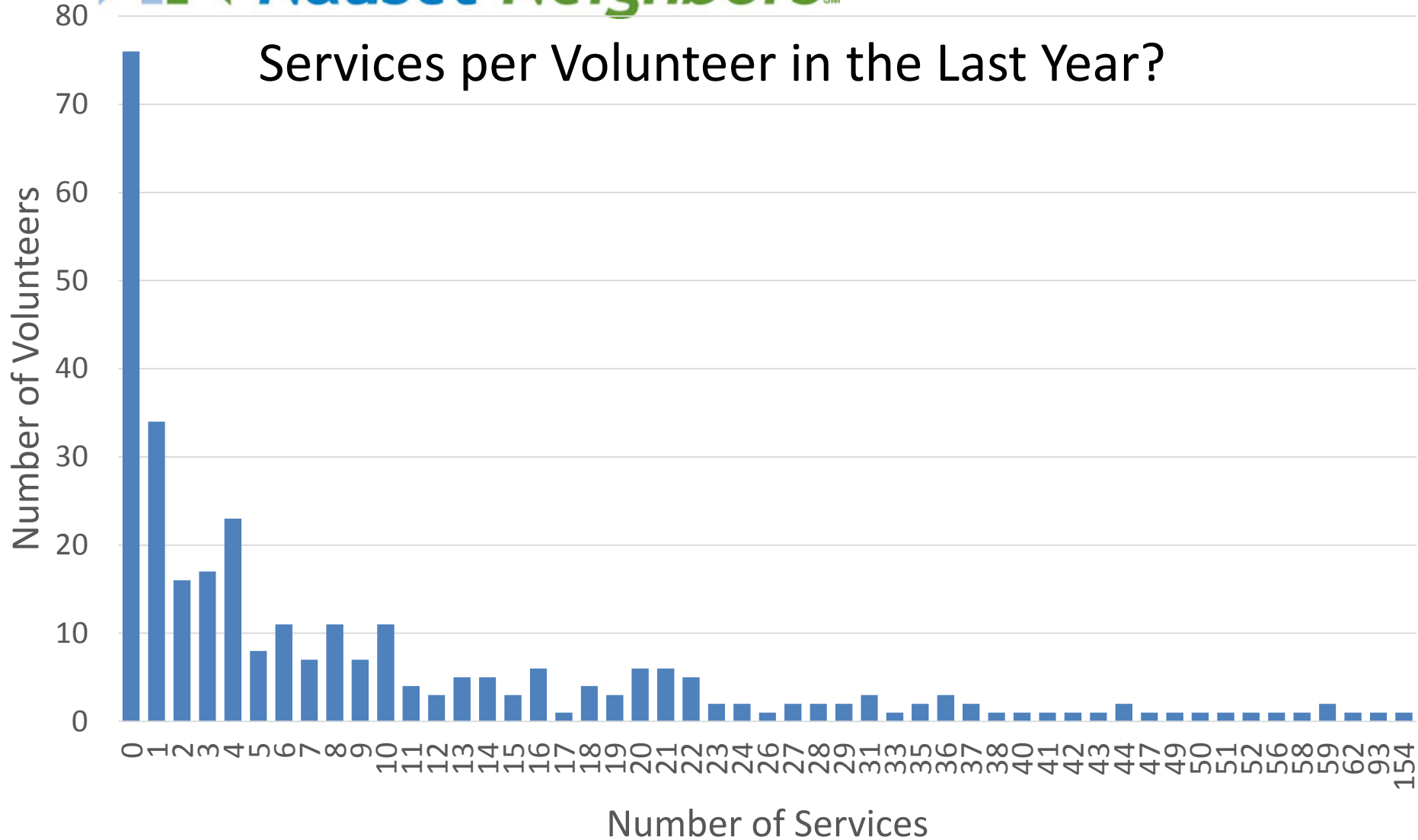
[Top of Section](#)

[Next Section](#)

How Many Services in the Last Four Weeks?



Services per Volunteer in the Last Year?



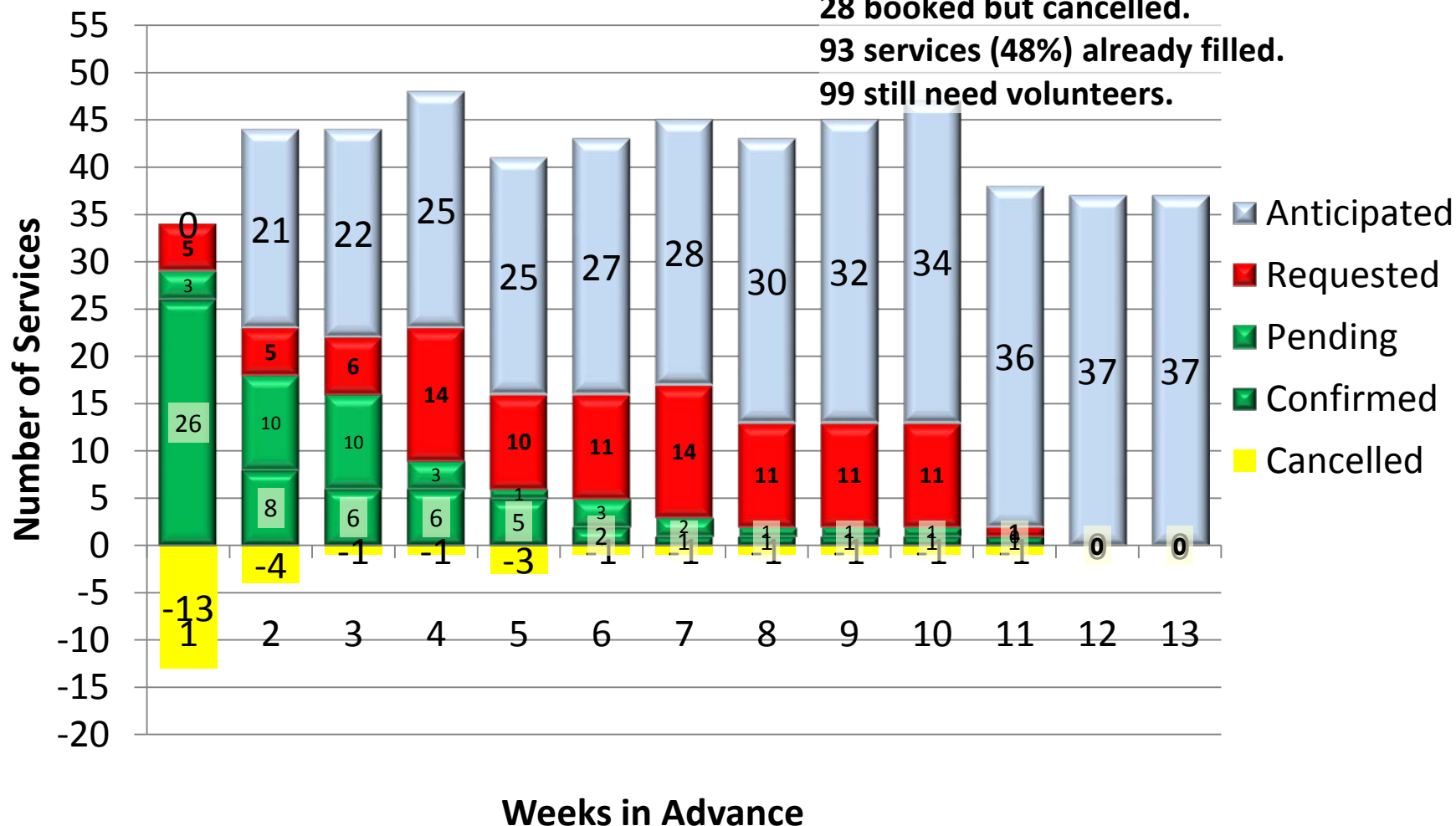
Service Requests on the Books

192 services needed for the next 13 weeks.

28 booked but cancelled.

93 services (48%) already filled.

99 still need volunteers.

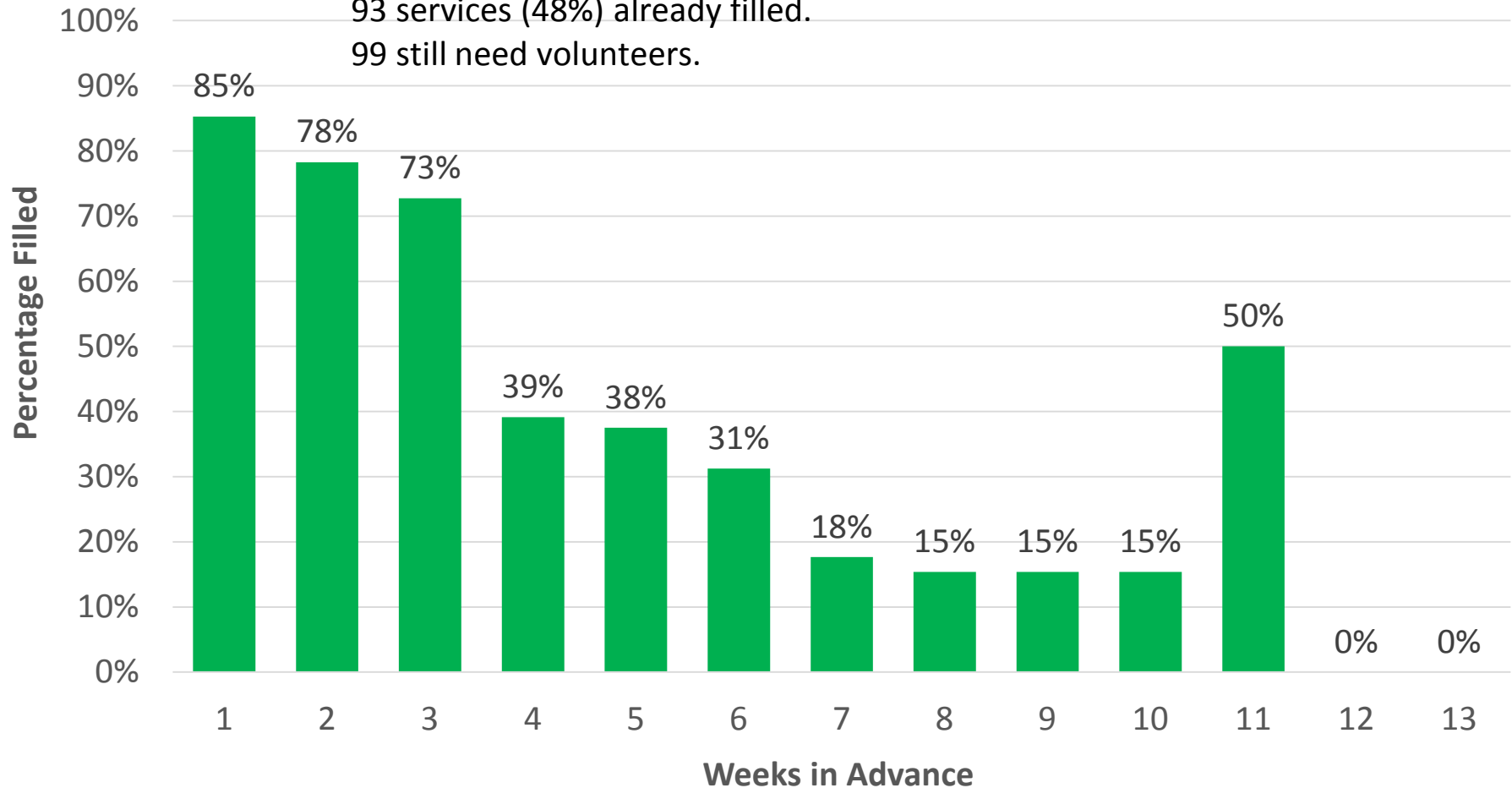


Percentage of Services for Next 13 Weeks Filled

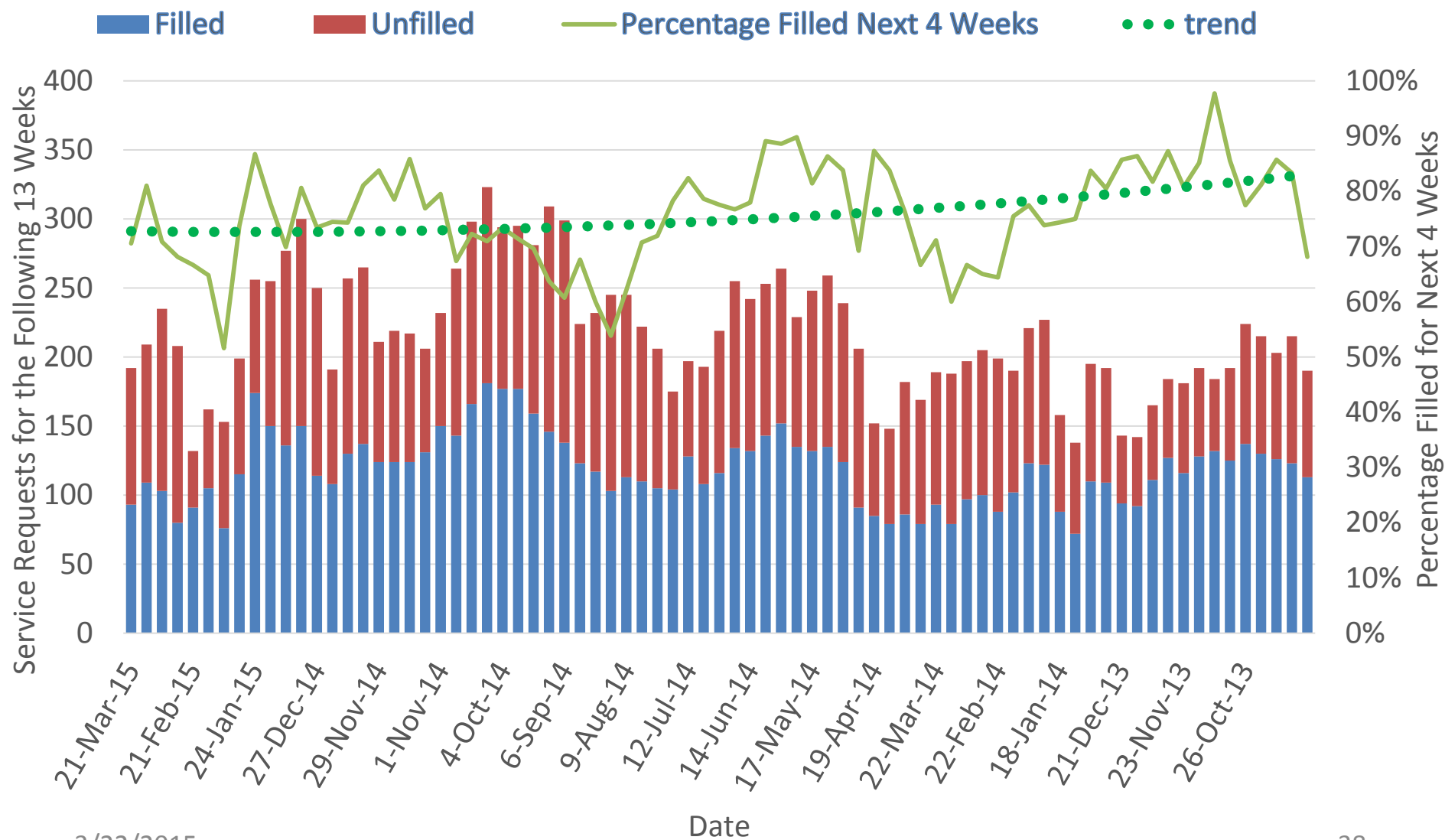
192 future services covering the next 13 weeks.

93 services (48%) already filled.

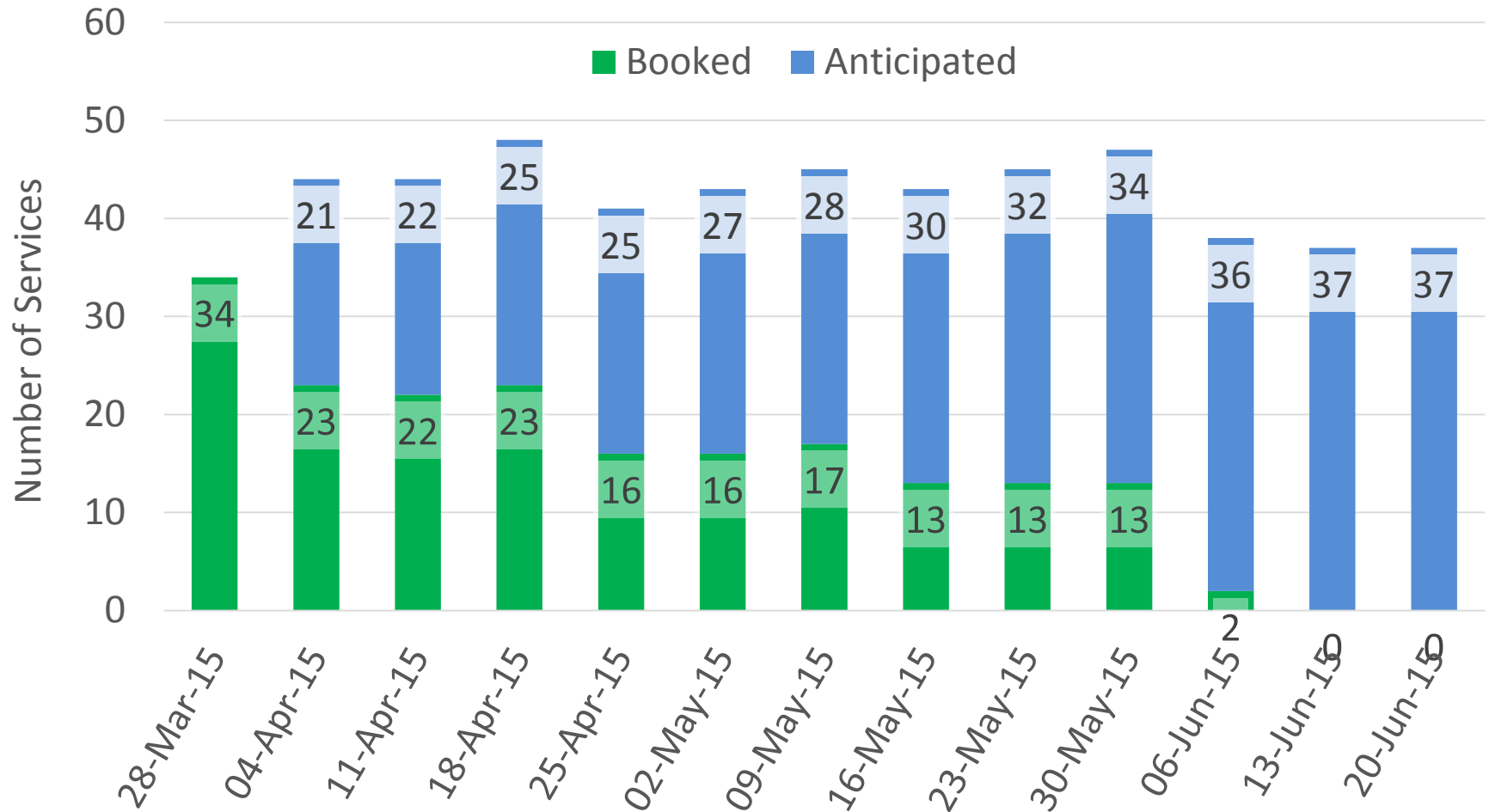
99 still need volunteers.



History of Future Requests

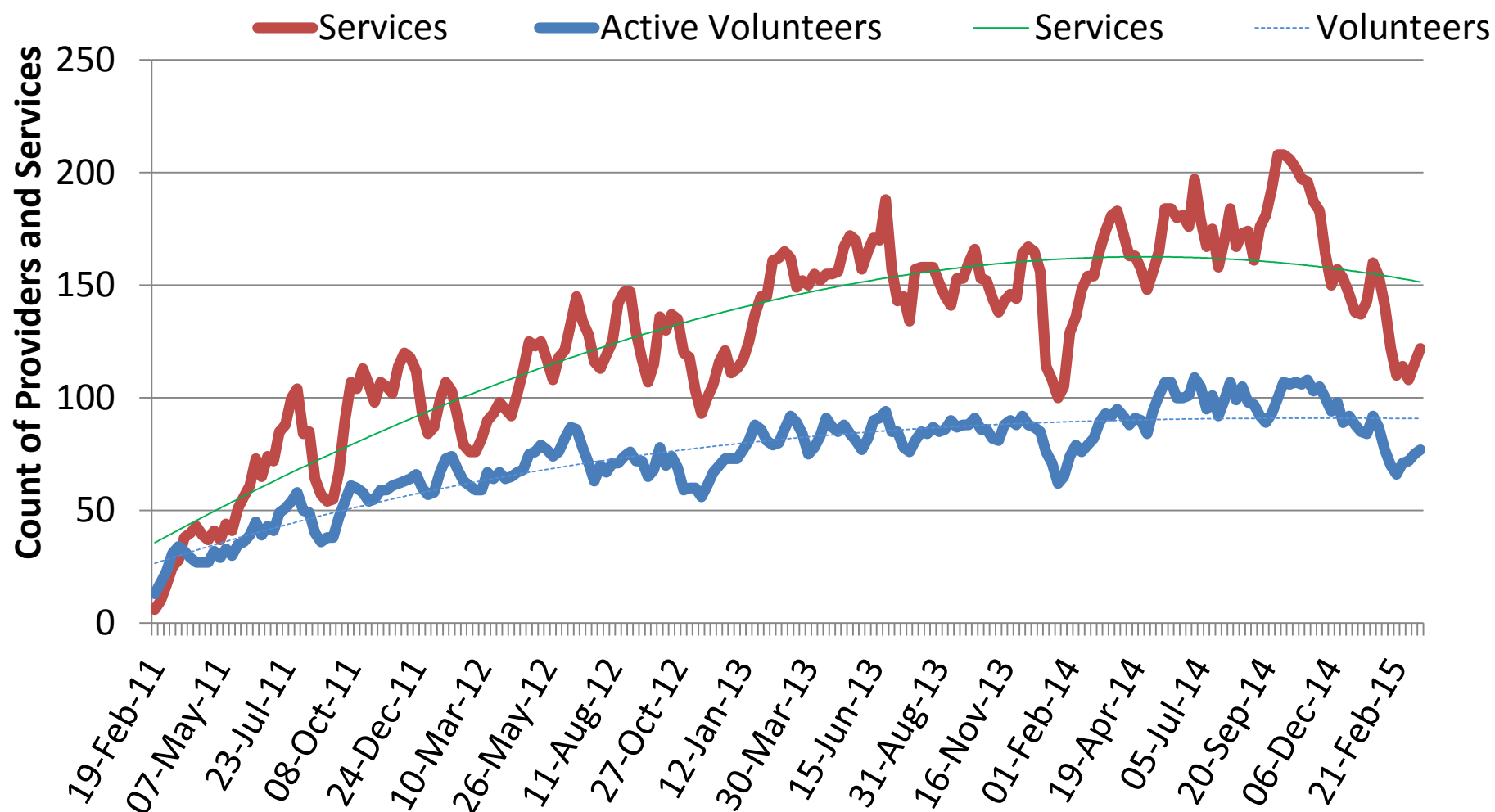


Projected Future Services



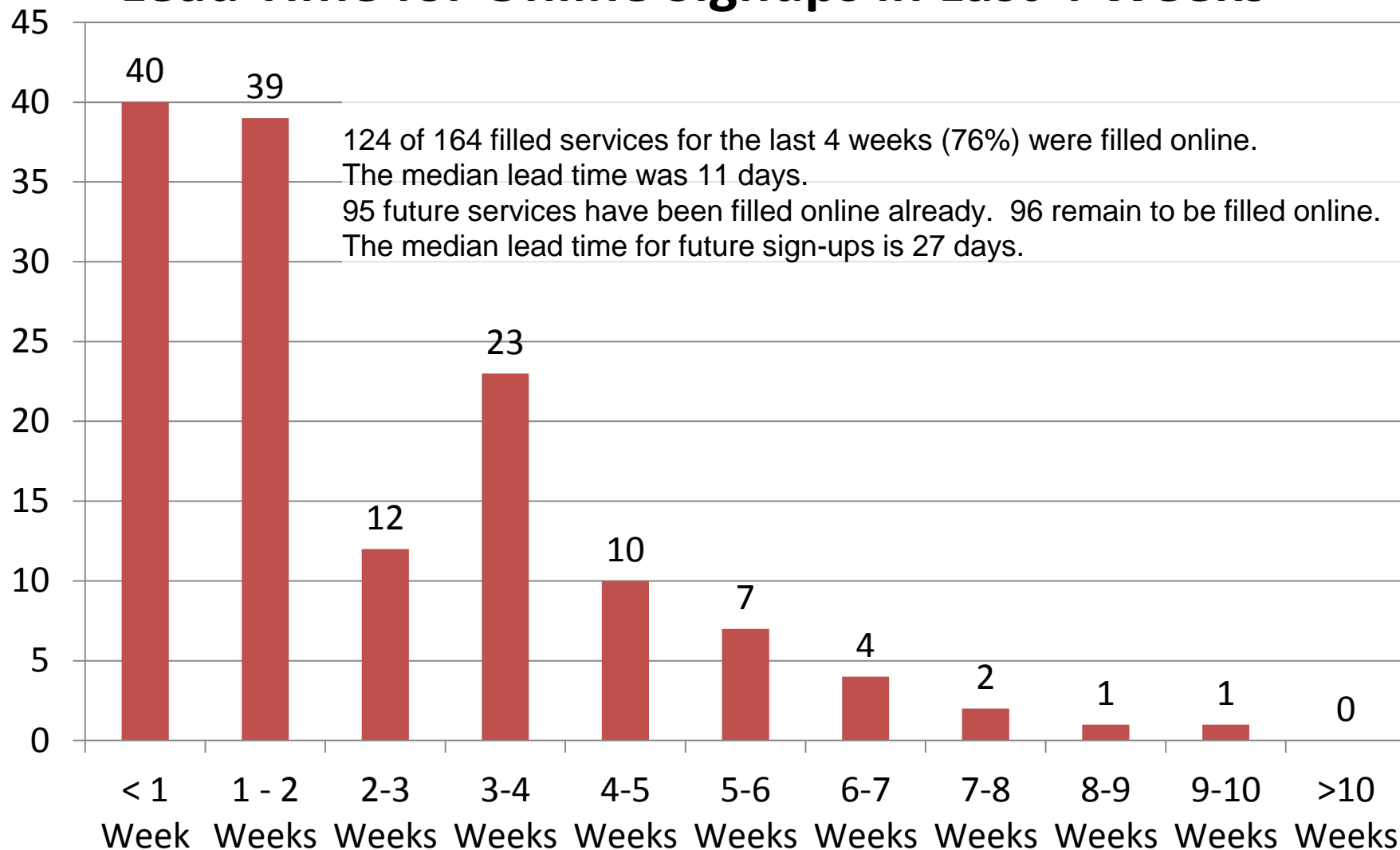


Volunteers and Services Previous 4 Weeks

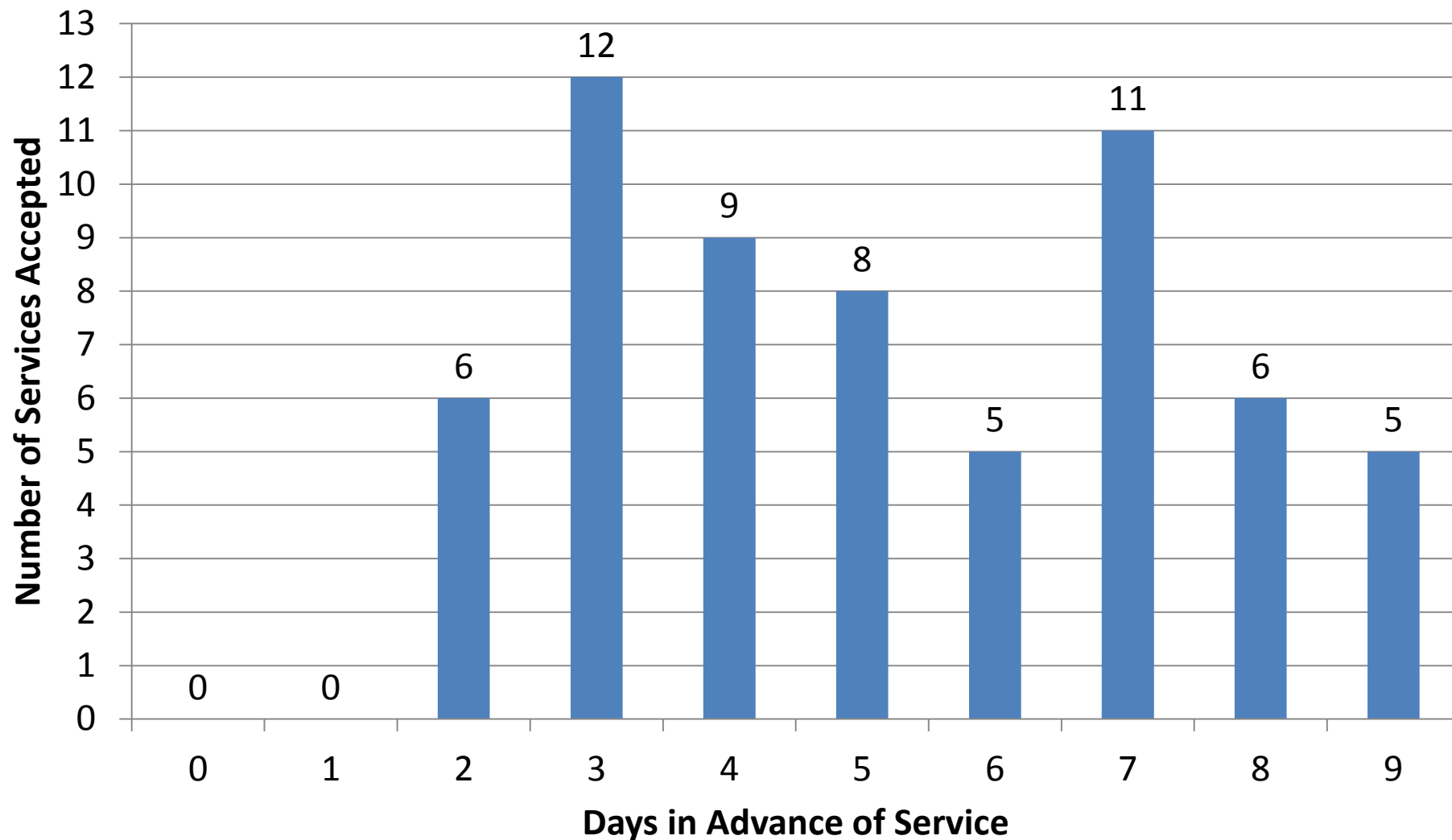


HOW IS ONLINE SIGNUP WORKING?

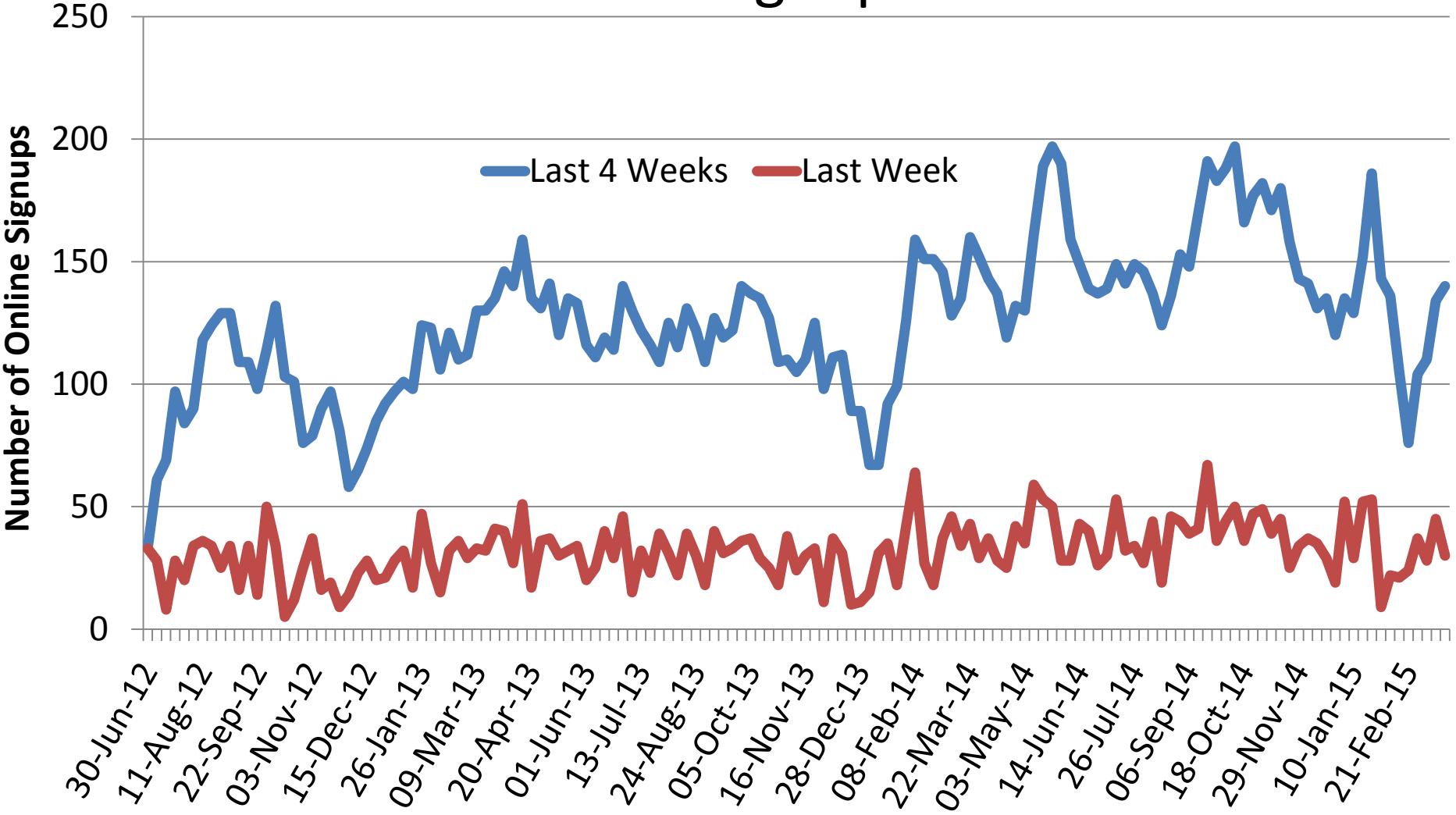
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



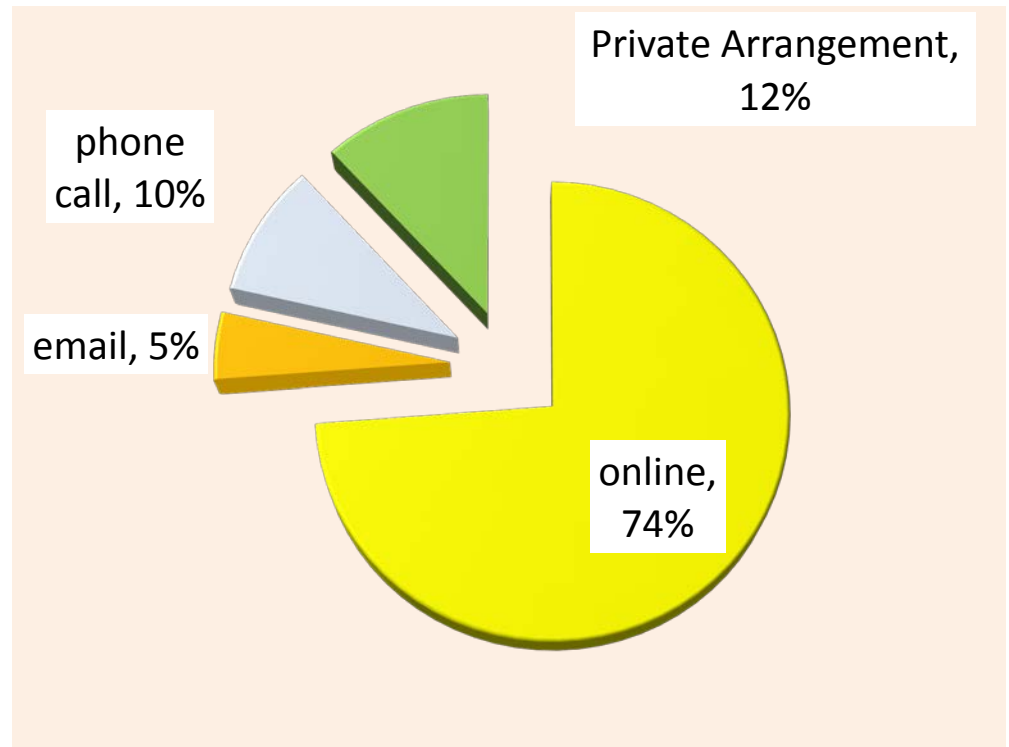
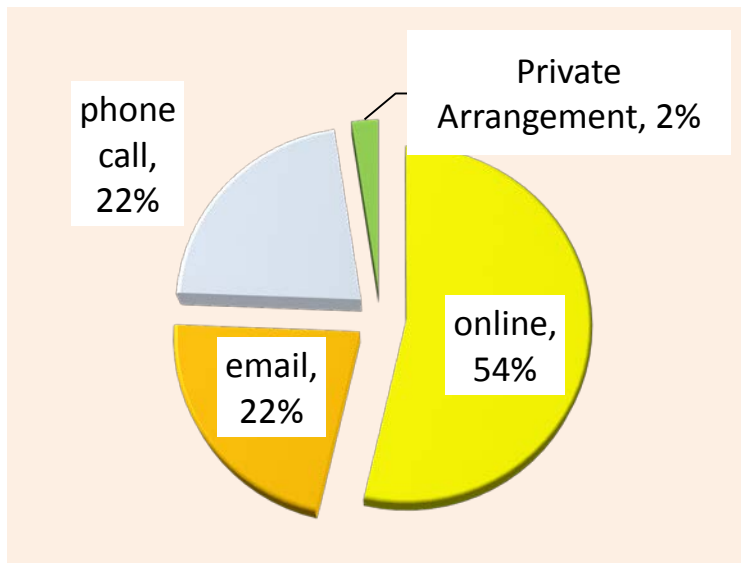
Online Signups



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



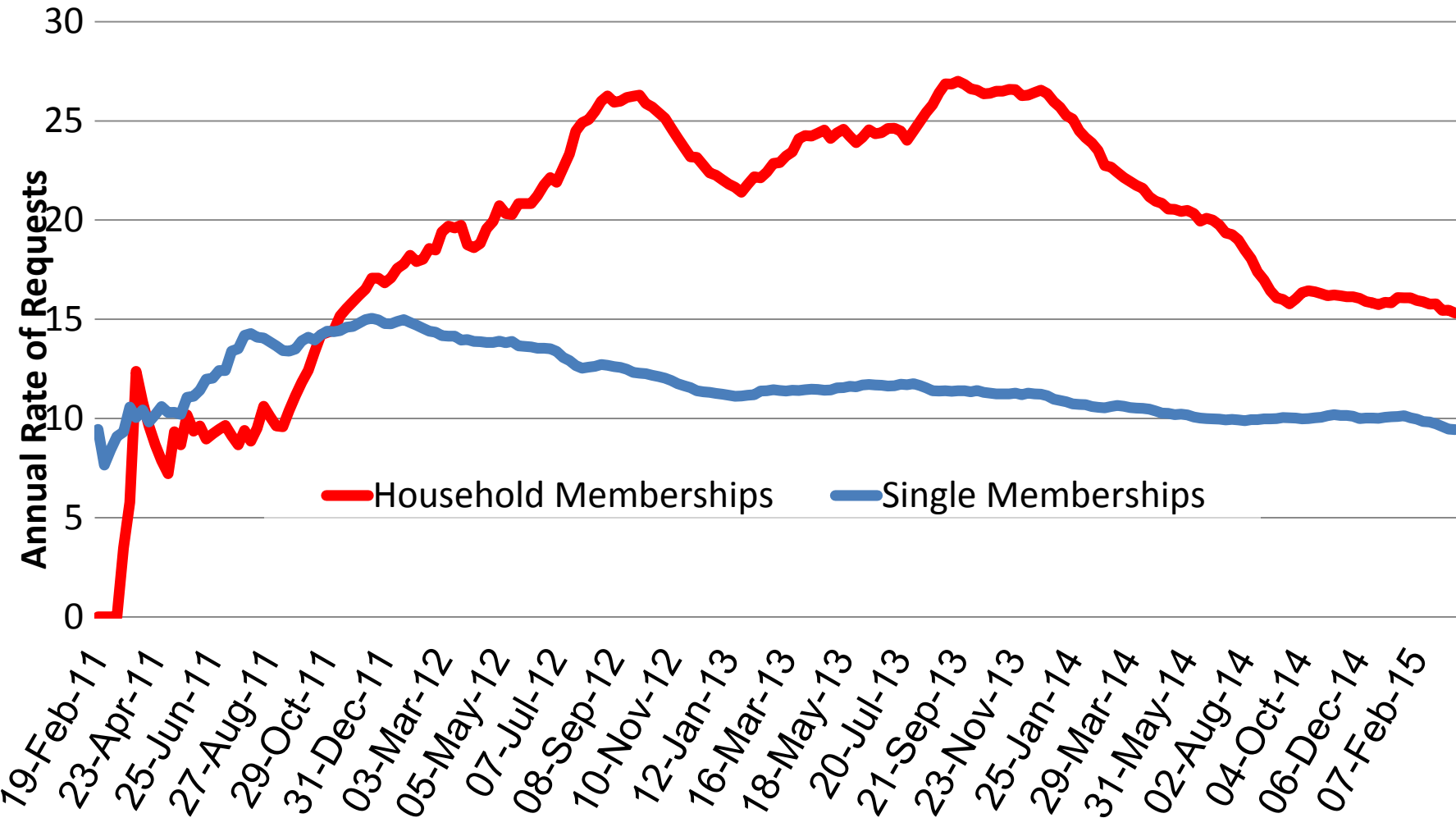
Phone calls were used mostly for handyman, where the first person reached usually says yes.

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



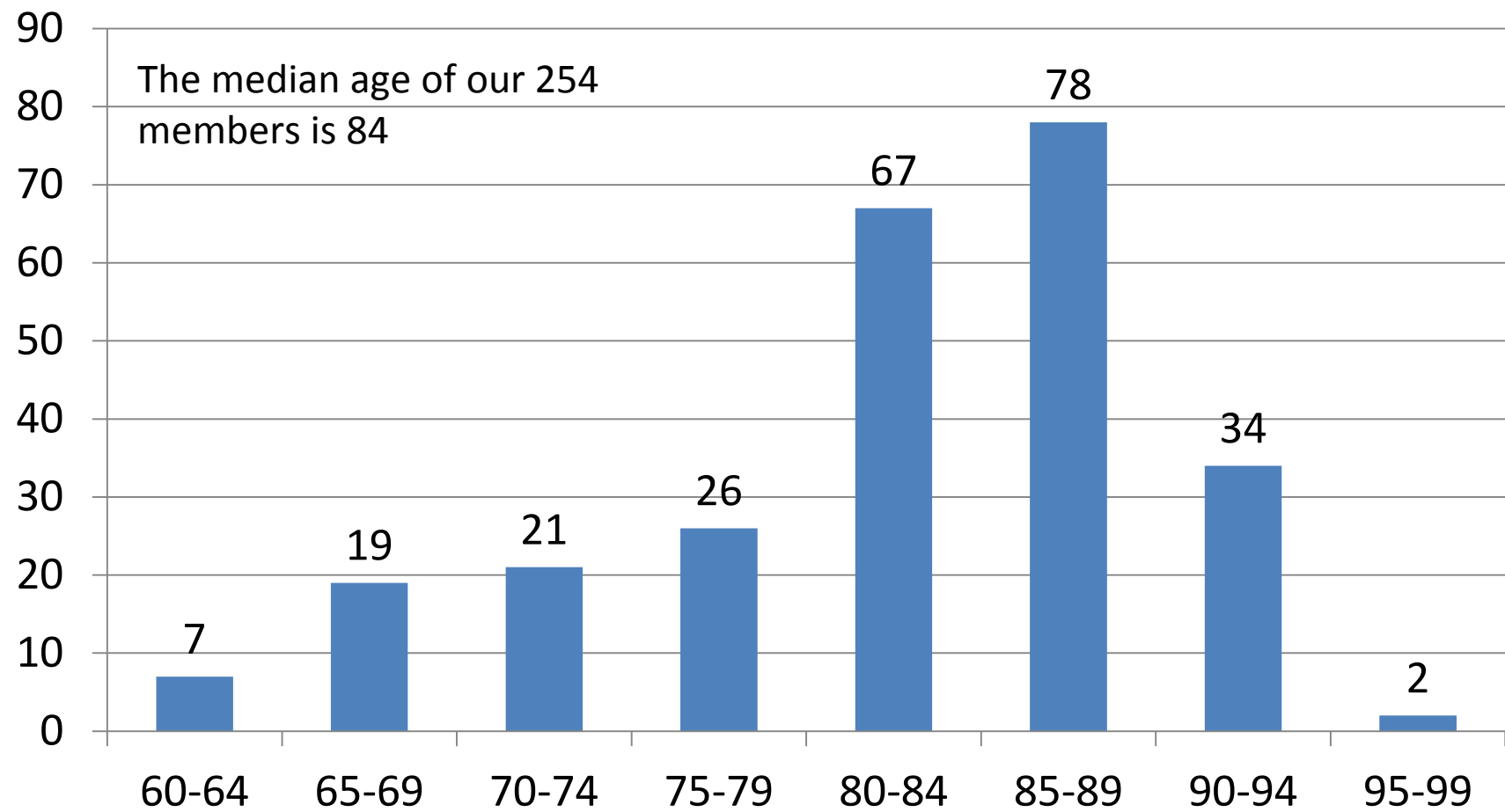
Household Memberships Single Memberships

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

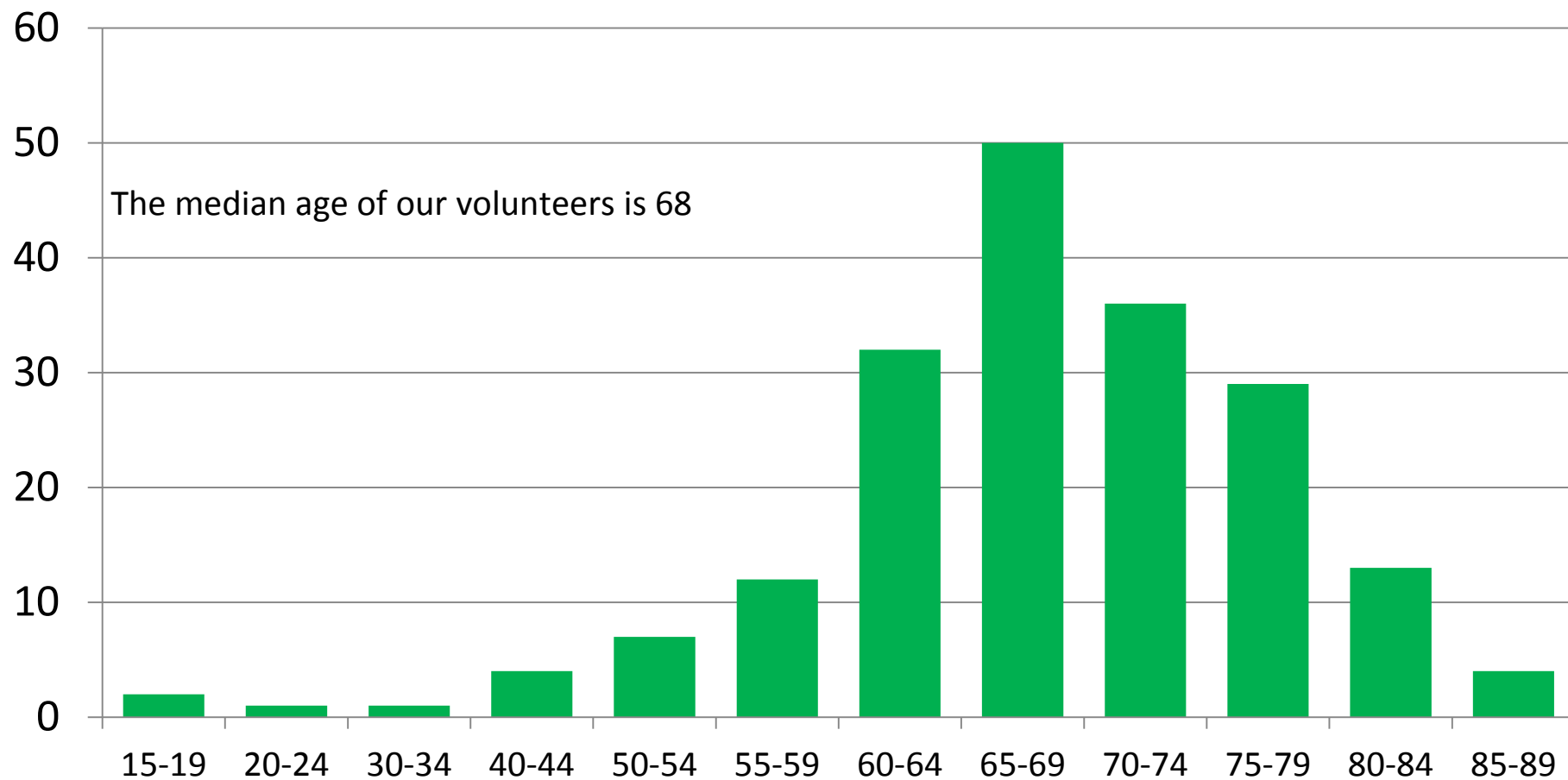
Analysis by Age Group

- 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.

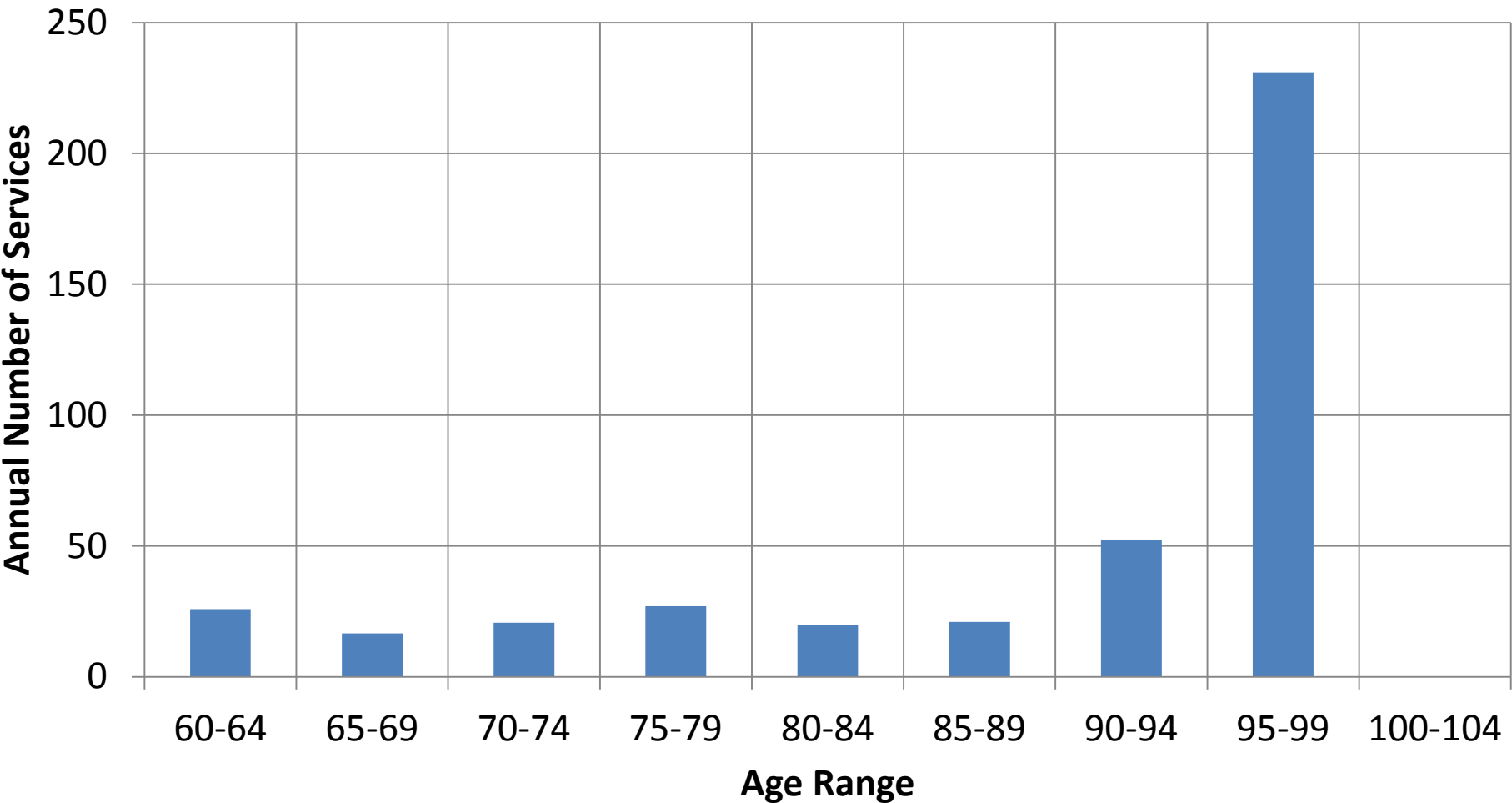
Age of Members



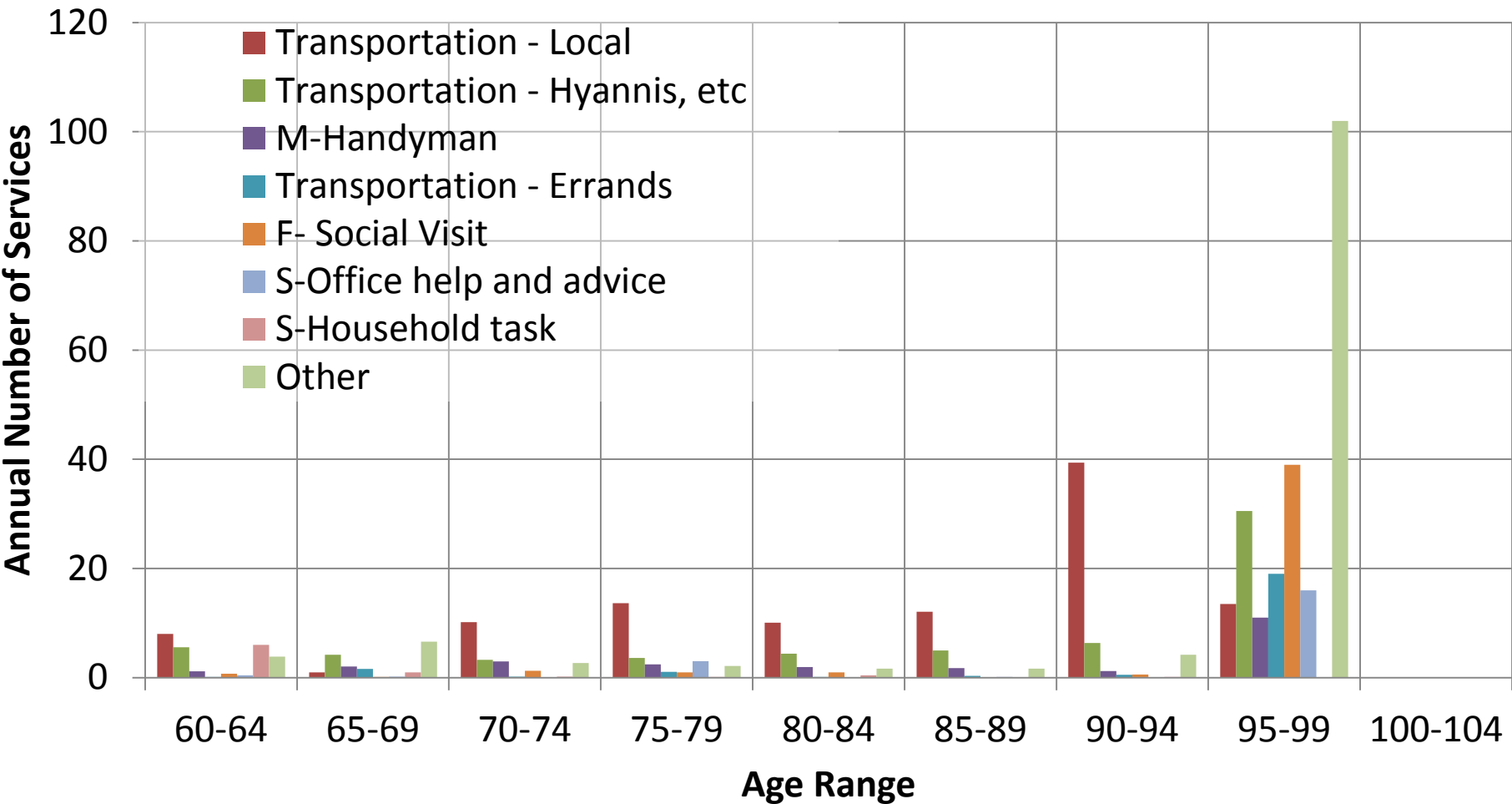
Age of Volunteers



Annual Use of Services by Age



Services Used (Annual Rate) by Age Range

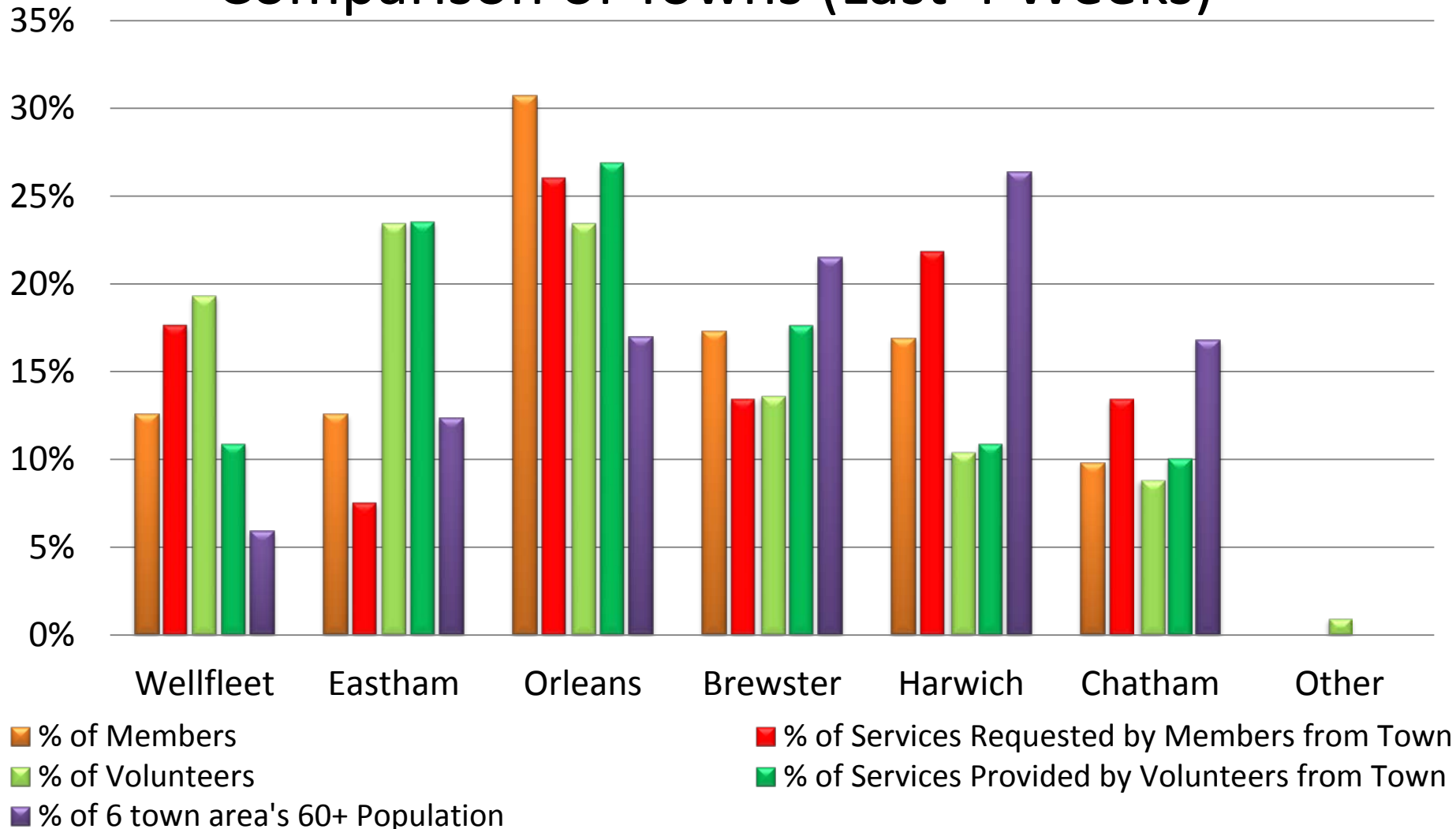


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

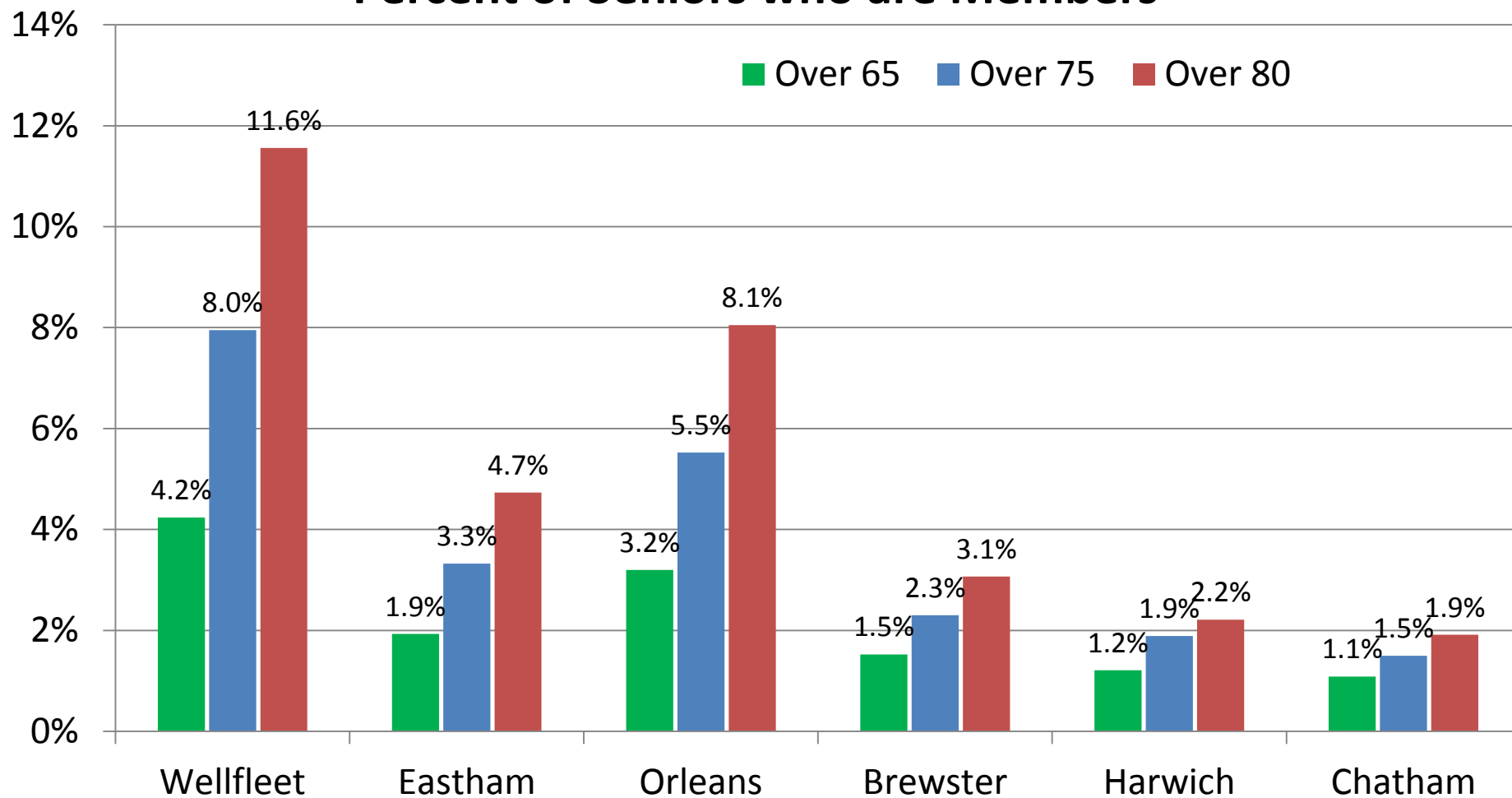
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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)

52% 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	984	81	209	35	32	1	1342
	Eastham	609	368	567	80	113	15	1752
	Orleans	37	59	1354	209	63	24	1746
	Brewster	10	25	496	277	204	7	1019
	Harwich	11	2	73	100	480	7	673
	Chatham		1	11	8	72	41	133
	Other	6	0	8	8	7	0	29
	Total Used	1657	536	2718	717	971	95	6694

Towns of Service Providers and Recipients (Last 4 Weeks)

50% of services are provided by someone from the same town; 83% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	10	1		2			13
	Eastham	10	7	7		4		28
	Orleans		1	17	5	2	7	32
	Brewster			6	7	8		21
	Harwich	1		1	1	10		13
	Chatham				1	2	9	12
	Other	0	0	0	0	0	0	0
	Total Used	21	9	31	16	26	16	119