

# Week 215 Member Services Report

## March 28, 2015



**Campground beach in Eastham**

[By chrisb964](#)

## Summary of the Past Week

- Winter continues on the Cape with cancellations remaining high and requests below average. Signs of spring are emerging, despite the snow falling outside our window.
- Future signups began to rebound.
- The number of members grew with five new members and one death.
- Despite taking in five new members, our waiting list grew by four and now has **41** people on the list.
- We added no new volunteers, but a few are in the pipeline.
- Online signups filled **75%** of needed services in the last four weeks.
- **The trial version of our new Volunteer Portal from Club Express which will automate our online listing of services is expected next week.**
- 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.
  - 34 volunteers performed 34 services for 28 households and covered 10 office shifts last week. With 10 filled cancellations that means we filled 54 assignments.
  - 73 volunteers performed 128 services for 59 households and covered 40 office shifts in the last 4 weeks.
  - 221 volunteers performed 2129 services for 185 households this year.
  - 16 services were cancelled last week, 10 with a volunteer already assigned.
- 130 of 173 filled services for the last 4 weeks (75%)  
[were filled online.](#)
- We have **258** members and **316** volunteers.
  - The median age of our members is 84.
  - The median age of our volunteers is 68.

## Looking Forward

- We have **177** [future service requests](#) booked for the next three months, a relatively low number for us
  - **17** future service requests have been cancelled
  - **3** services remain to be filled for next week,
  - **26** more need filling in the following three weeks.
  - **72%** of services for the next four weeks have volunteers, which is near average.
  - **50%** 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?

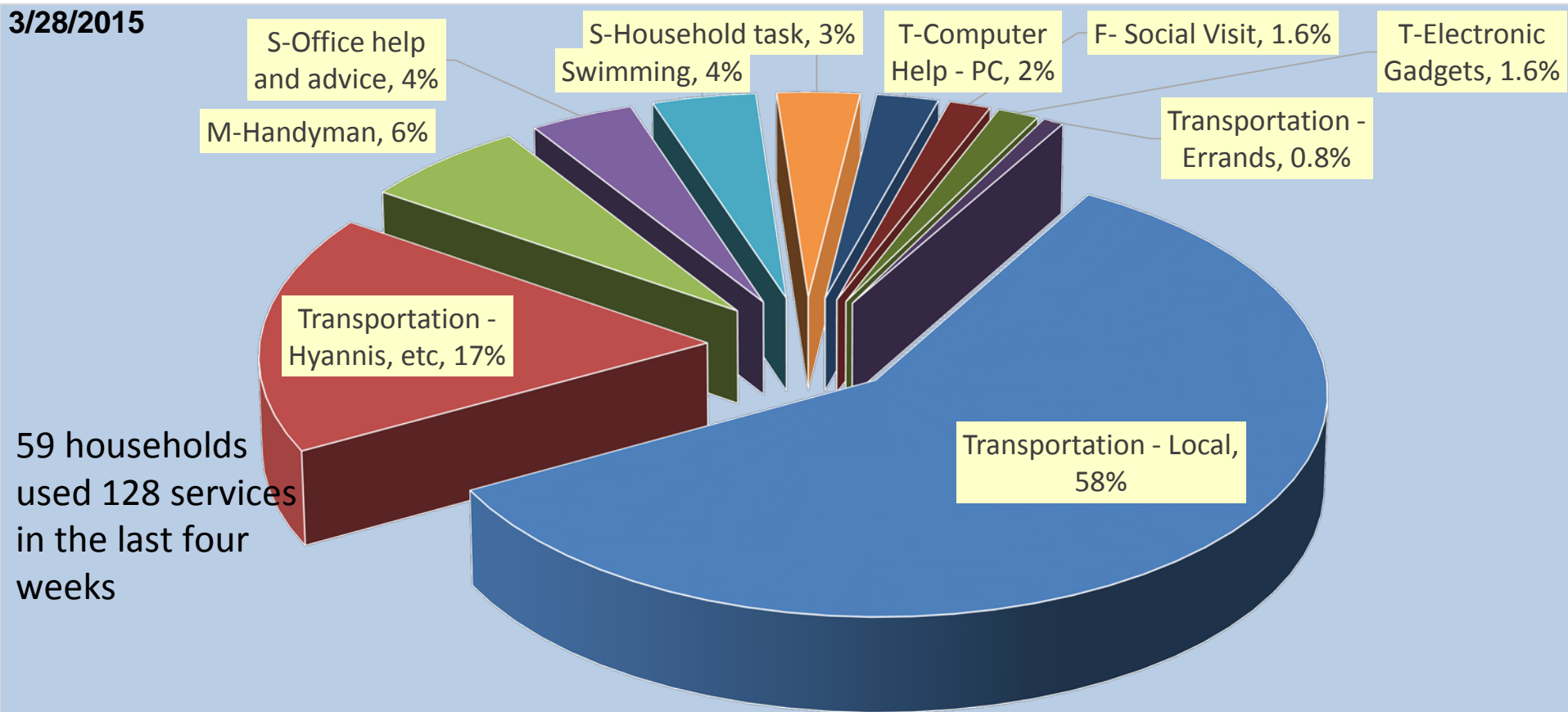
What are the differences between the towns in our service area?

# 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.

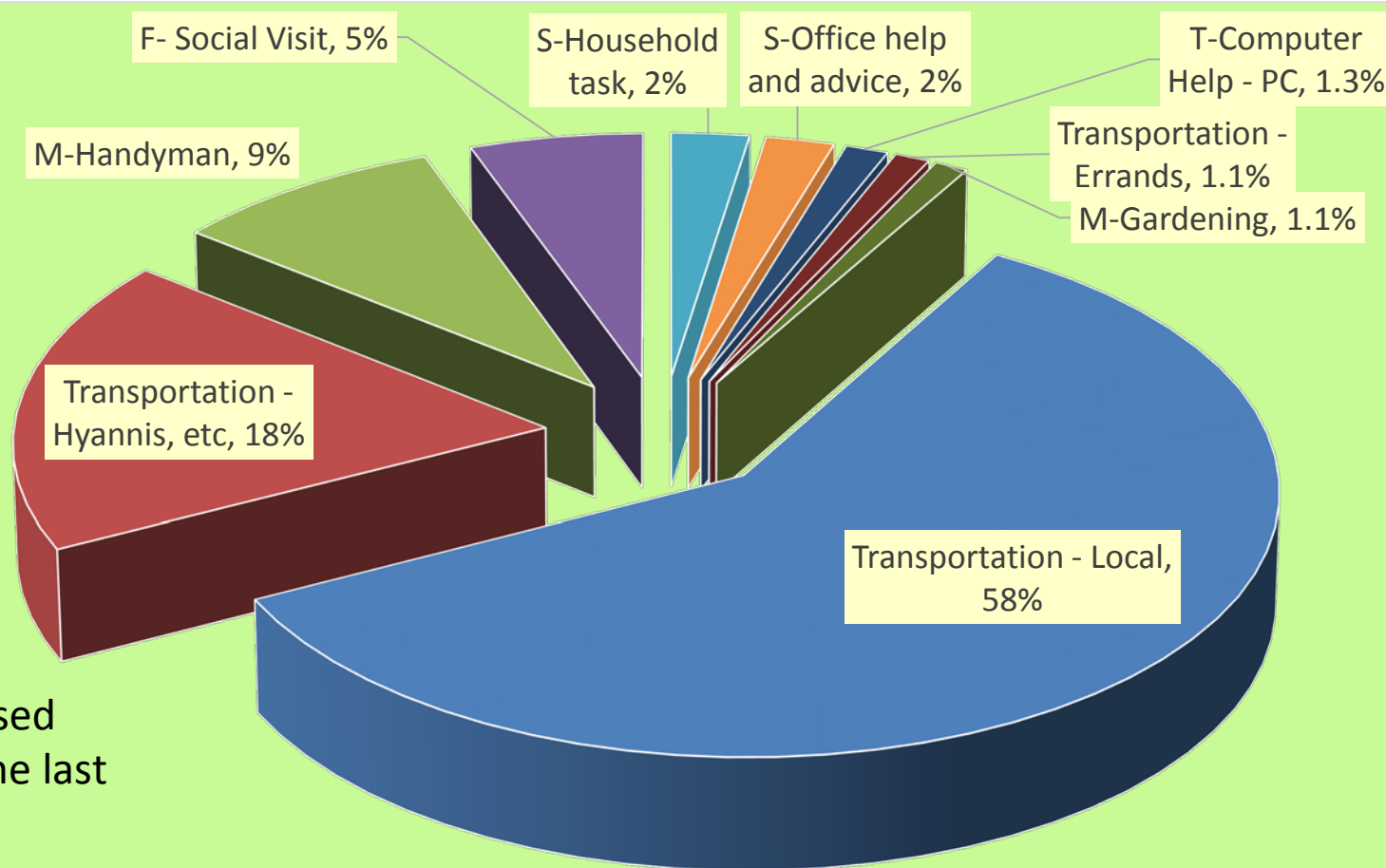
## Services in the Last 4 Weeks





## Services in the Last 52 Weeks

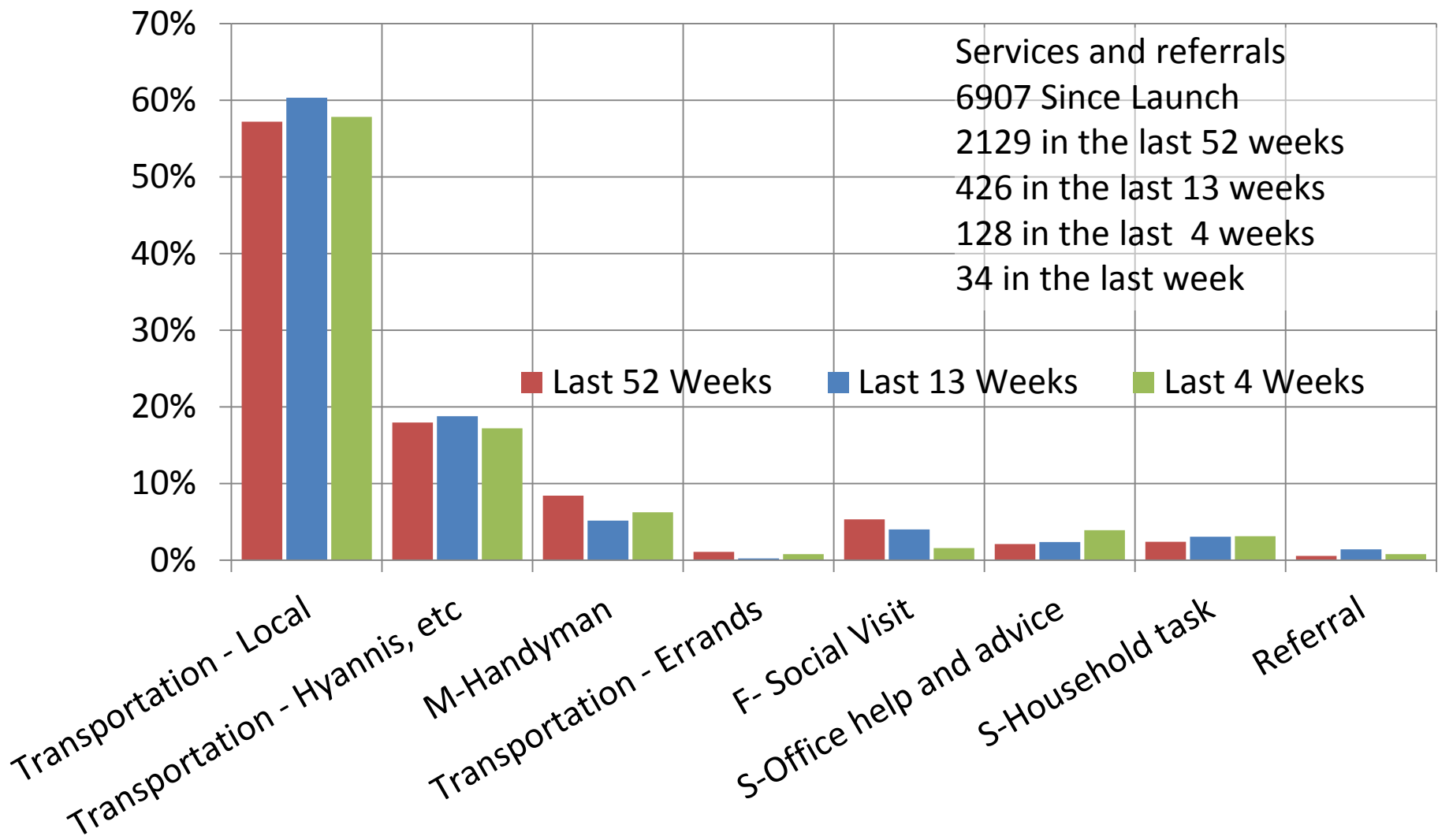
3/28/2015



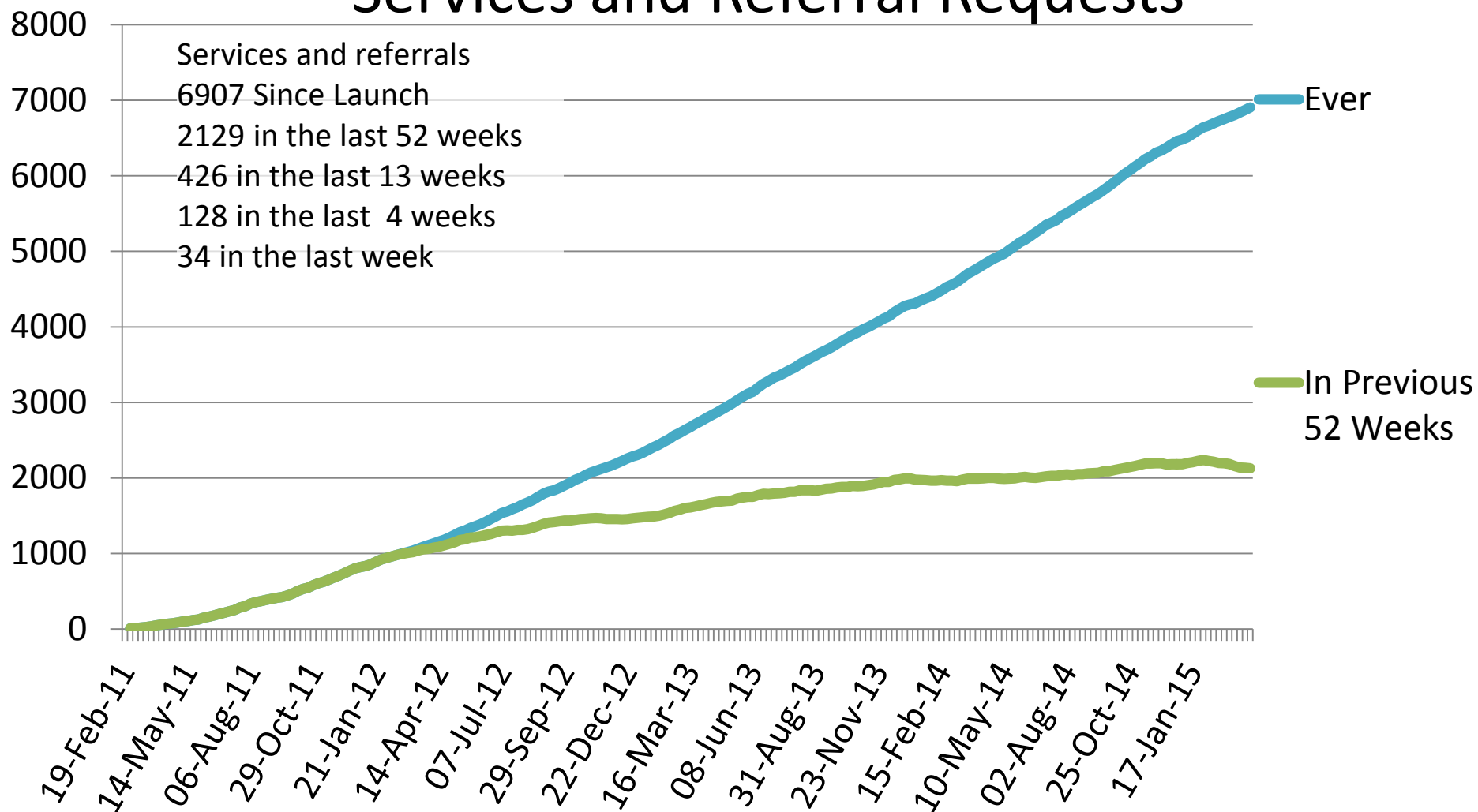
185 households used  
2129 services in the last  
52 weeks



# Trends in Services

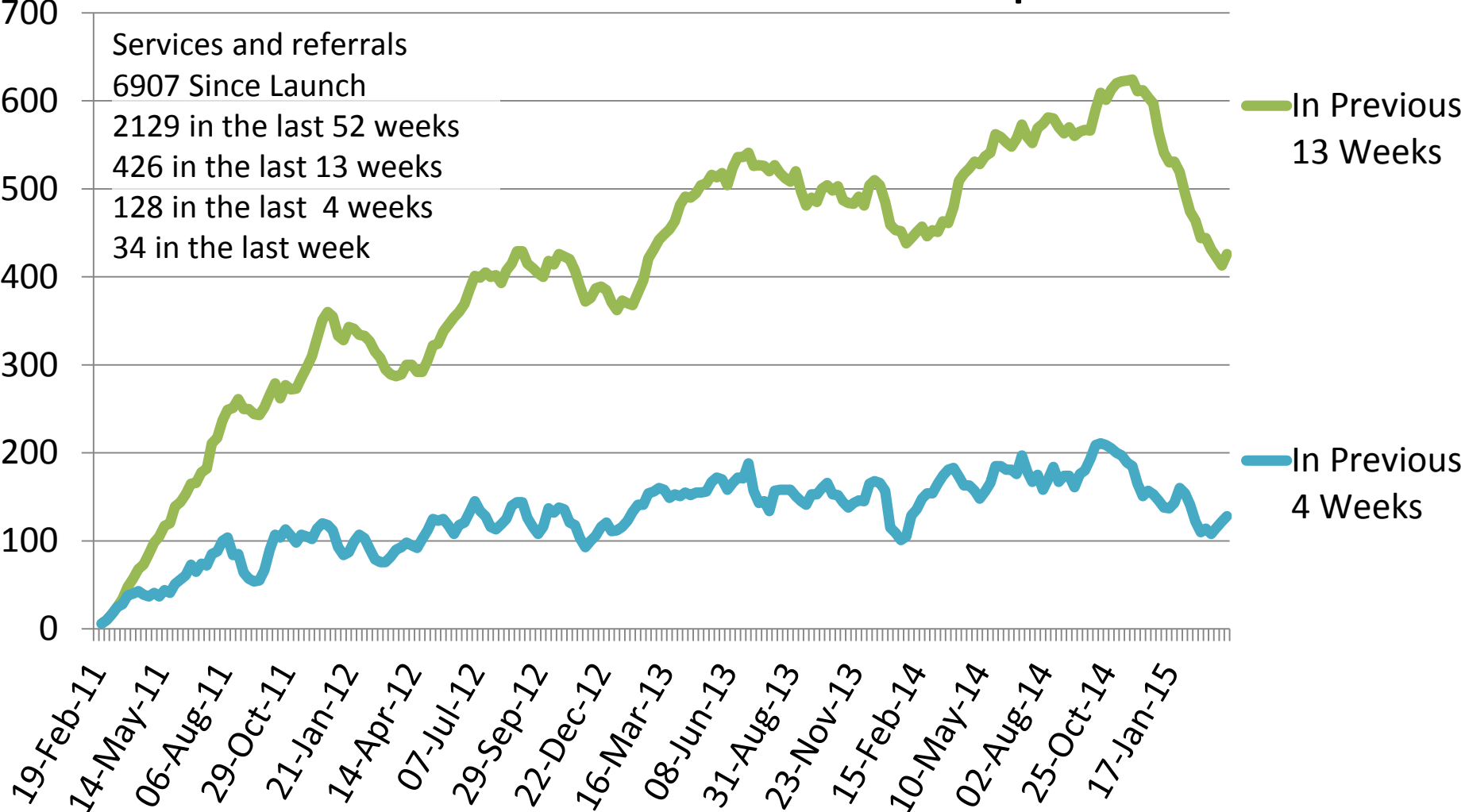


# Services and Referral Requests

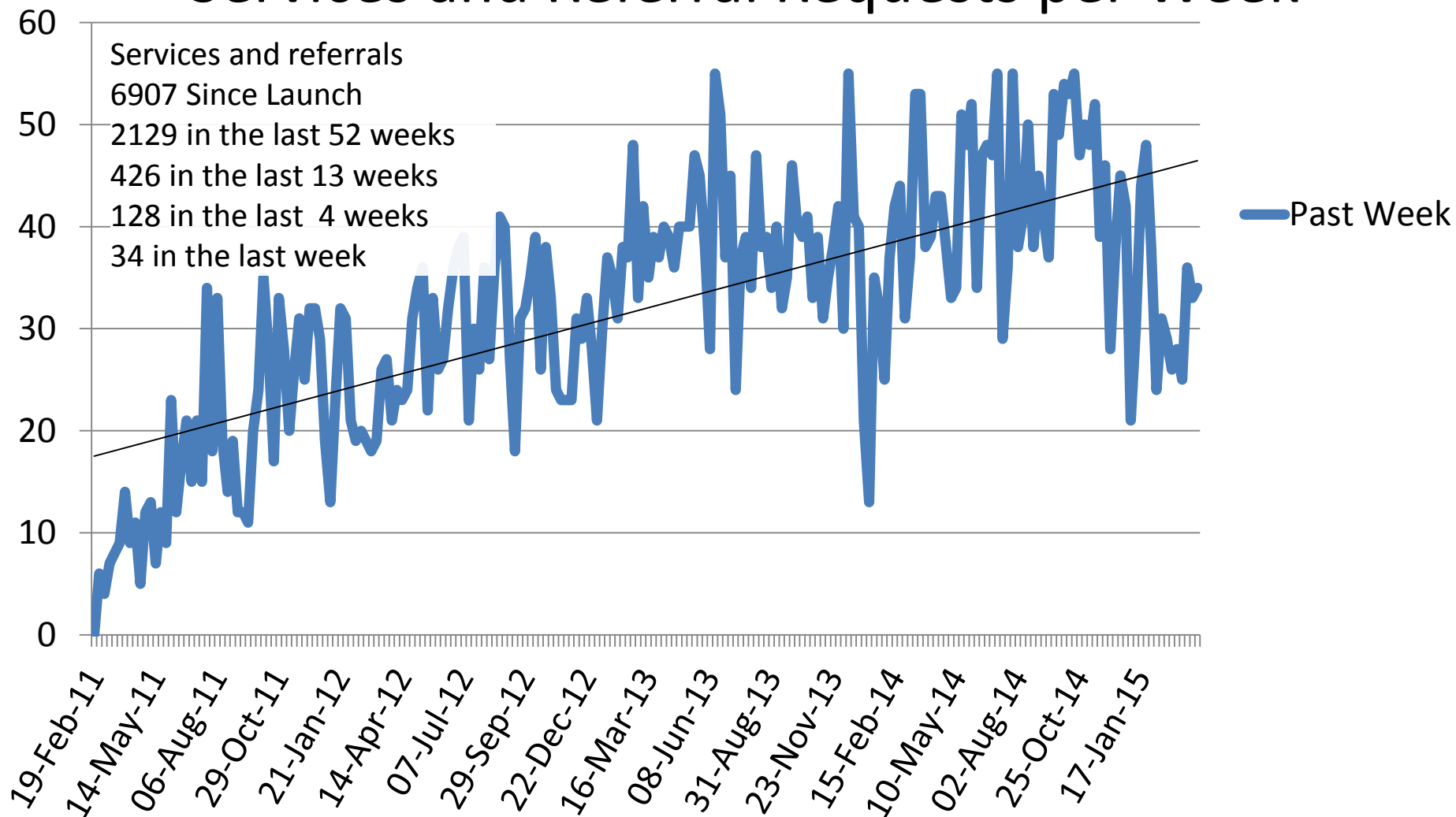




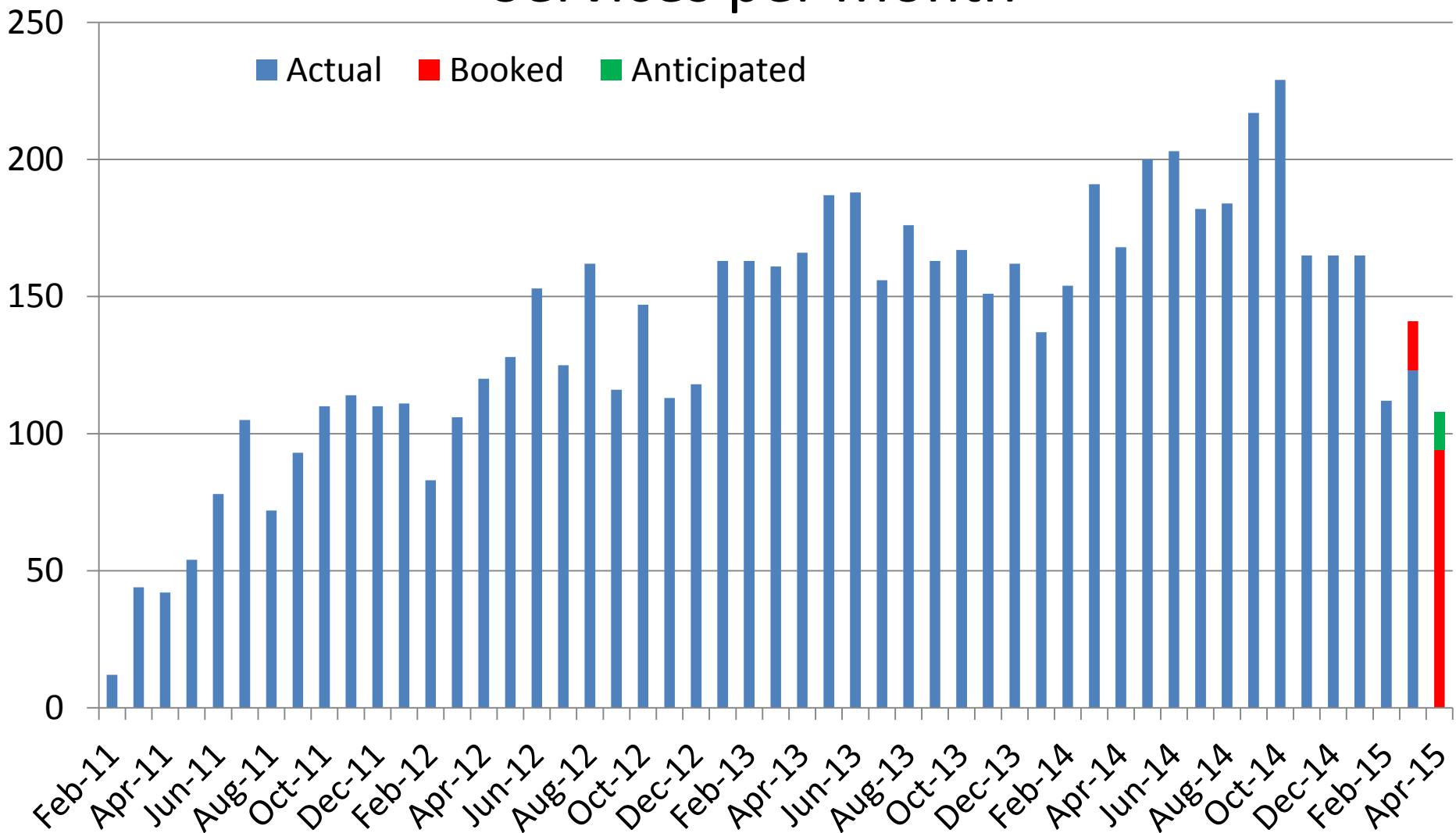
# Services and Referral Requests



# Services and Referral Requests per Week



# Services per Month

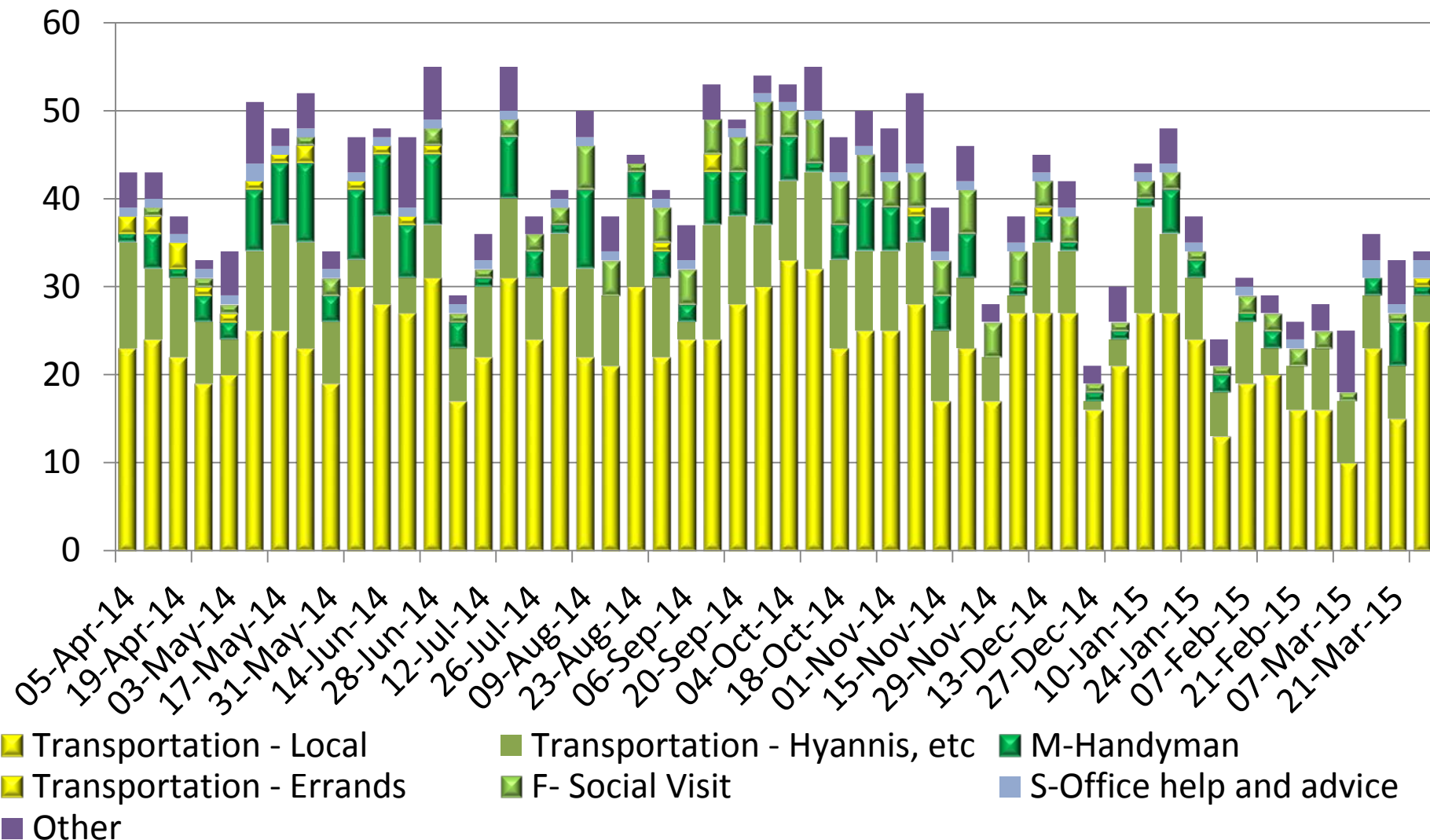


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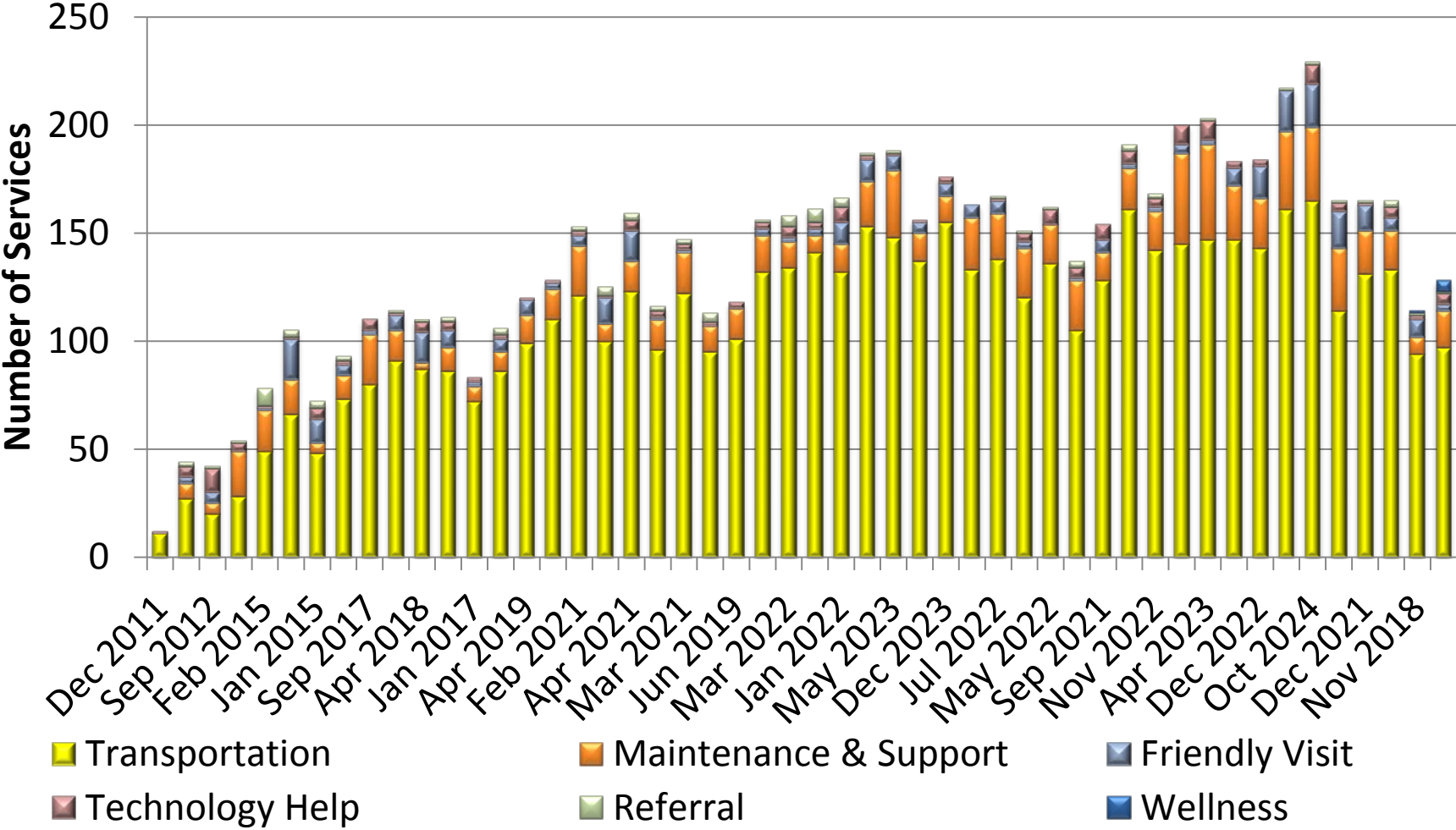
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## How Have Direct Services Varied in the Last Year?





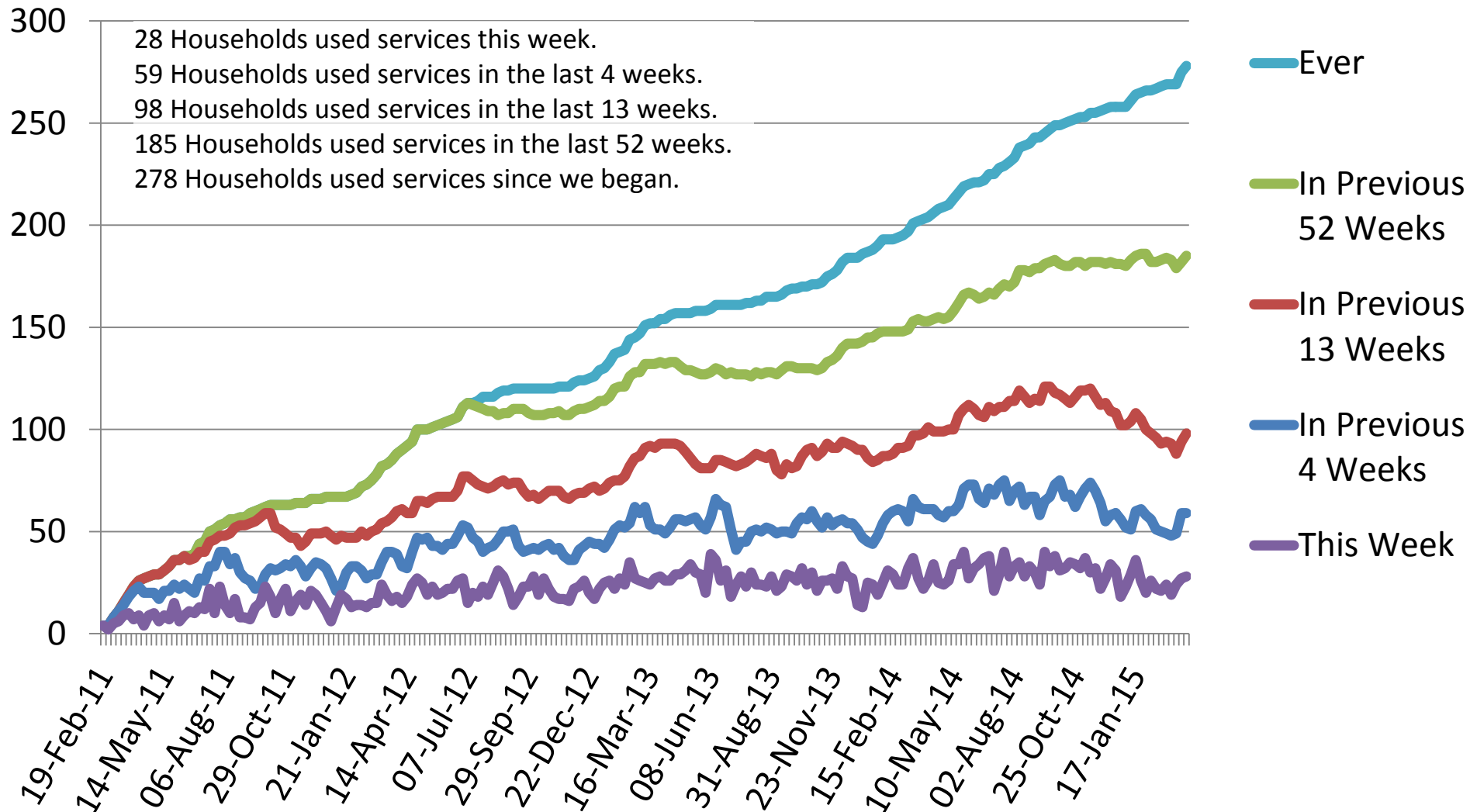
# Service Categories



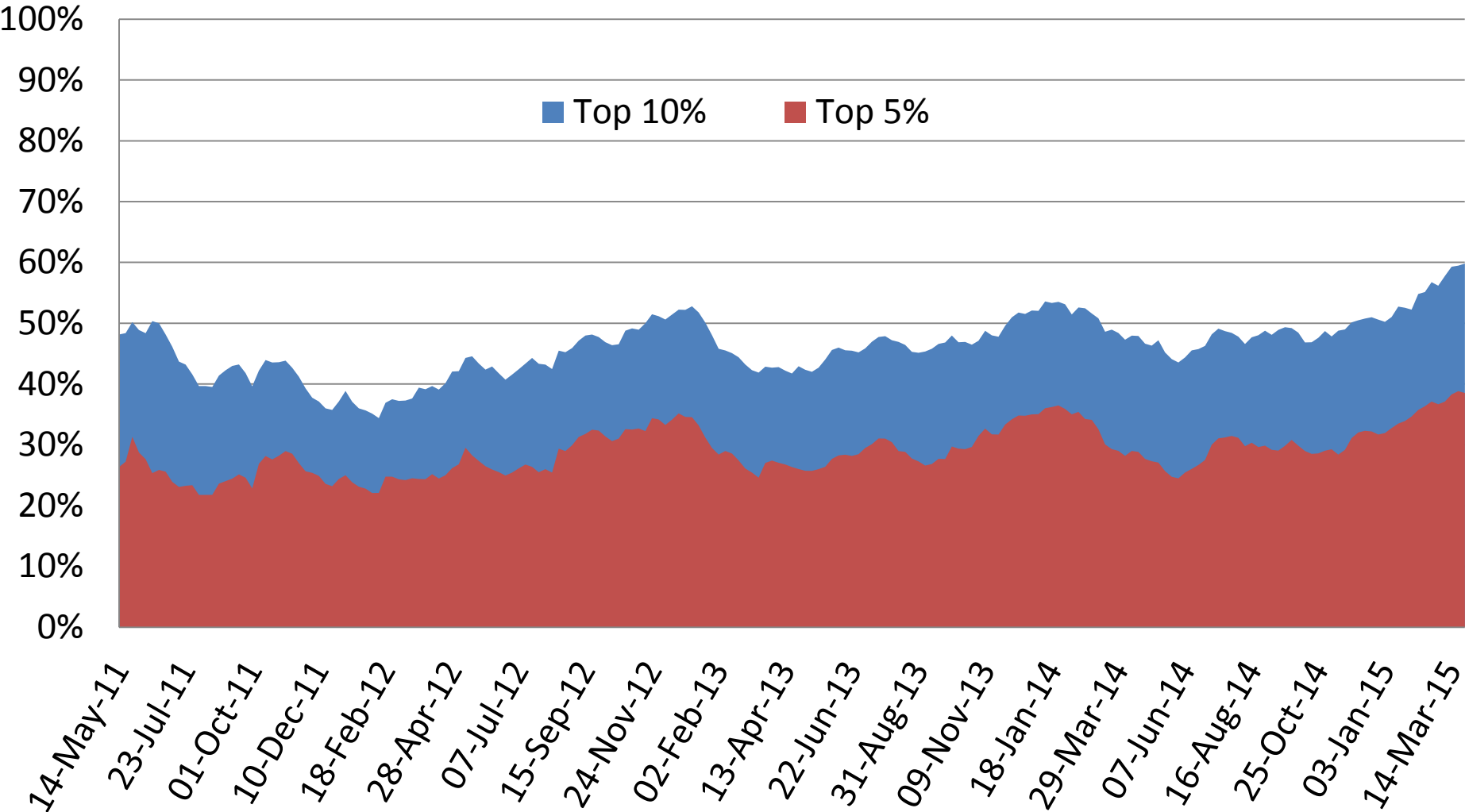




## How Many Households Served


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**Heaviest Users of Services**

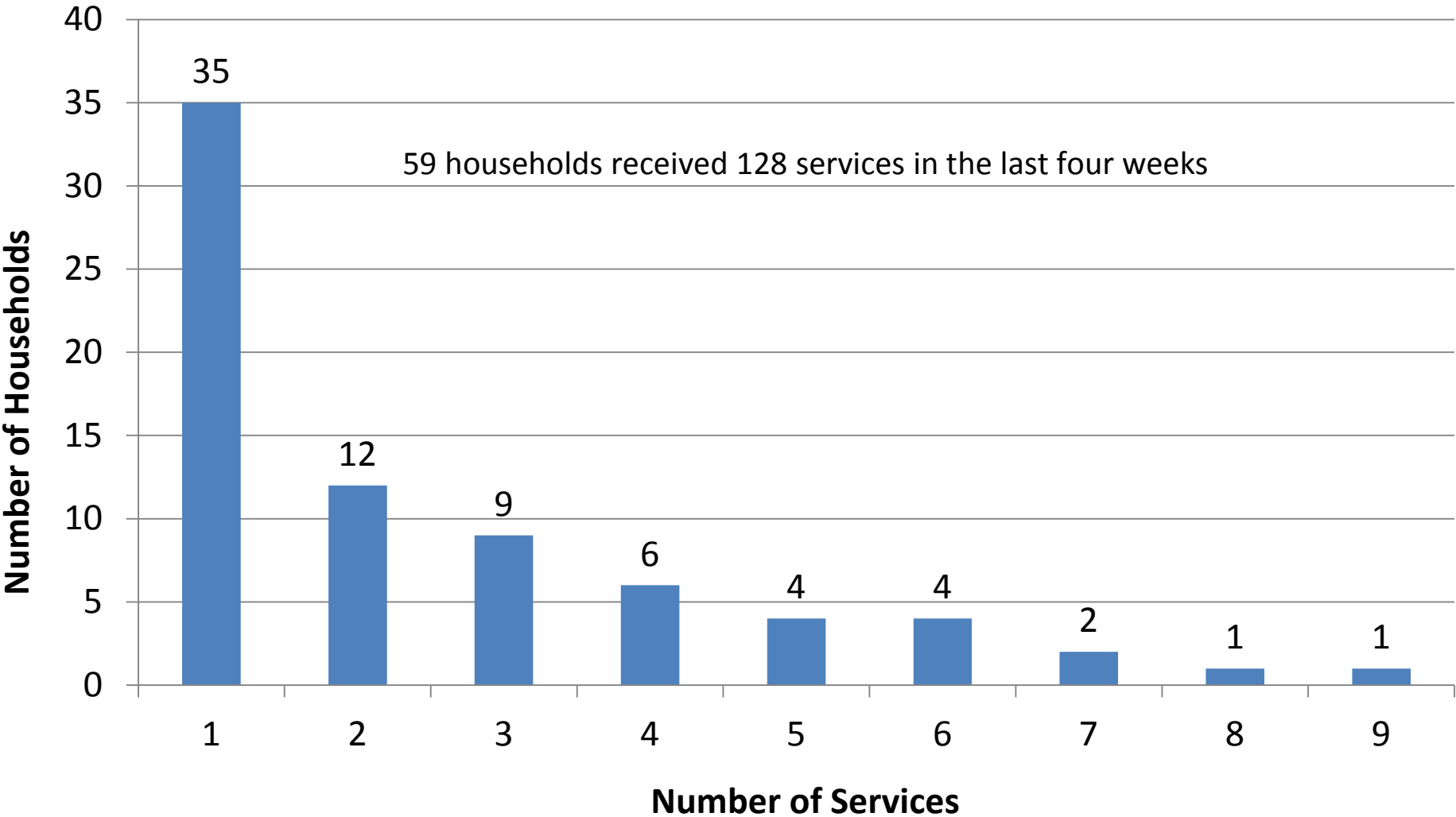


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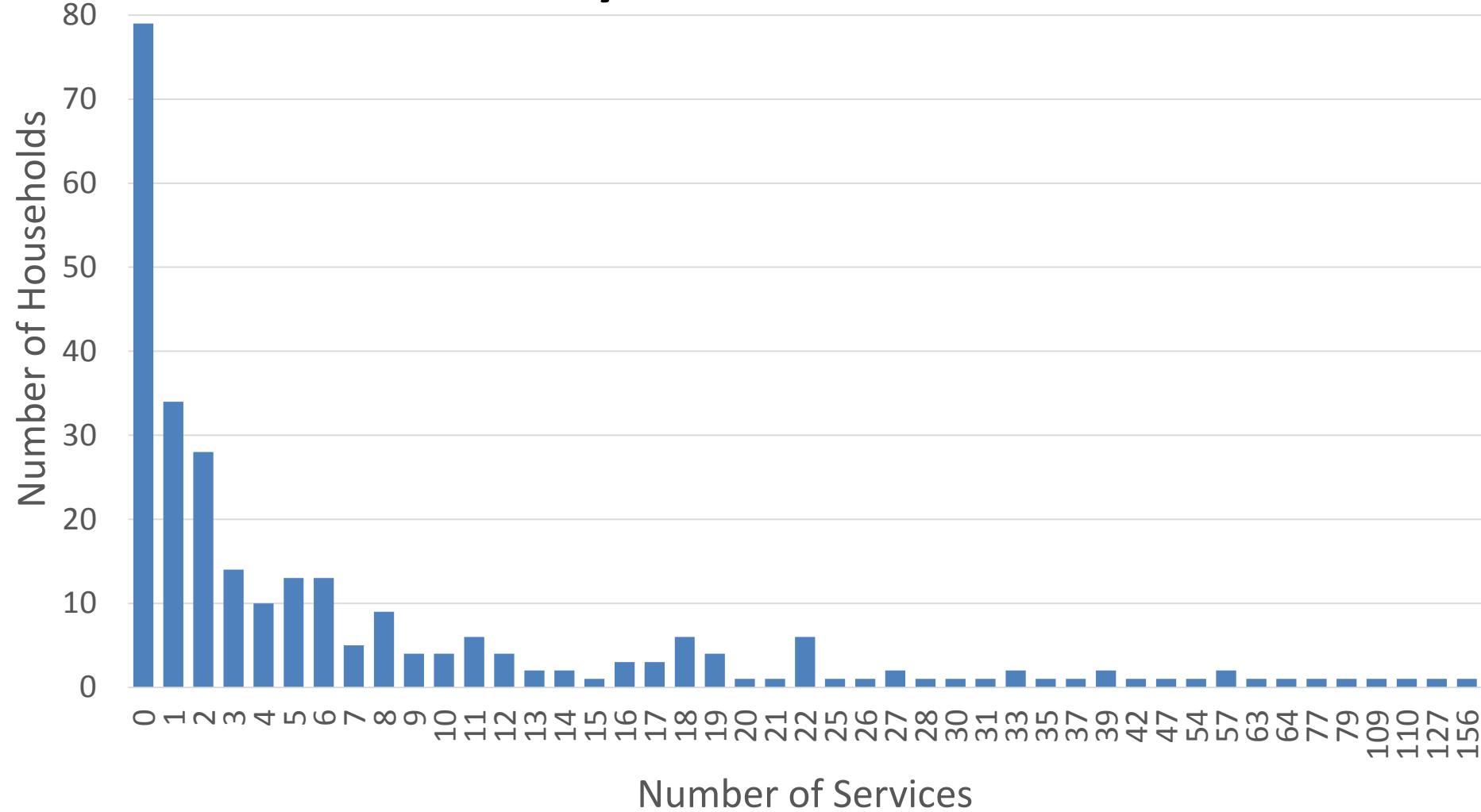
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# Rate of Direct Services in Last 4 Weeks

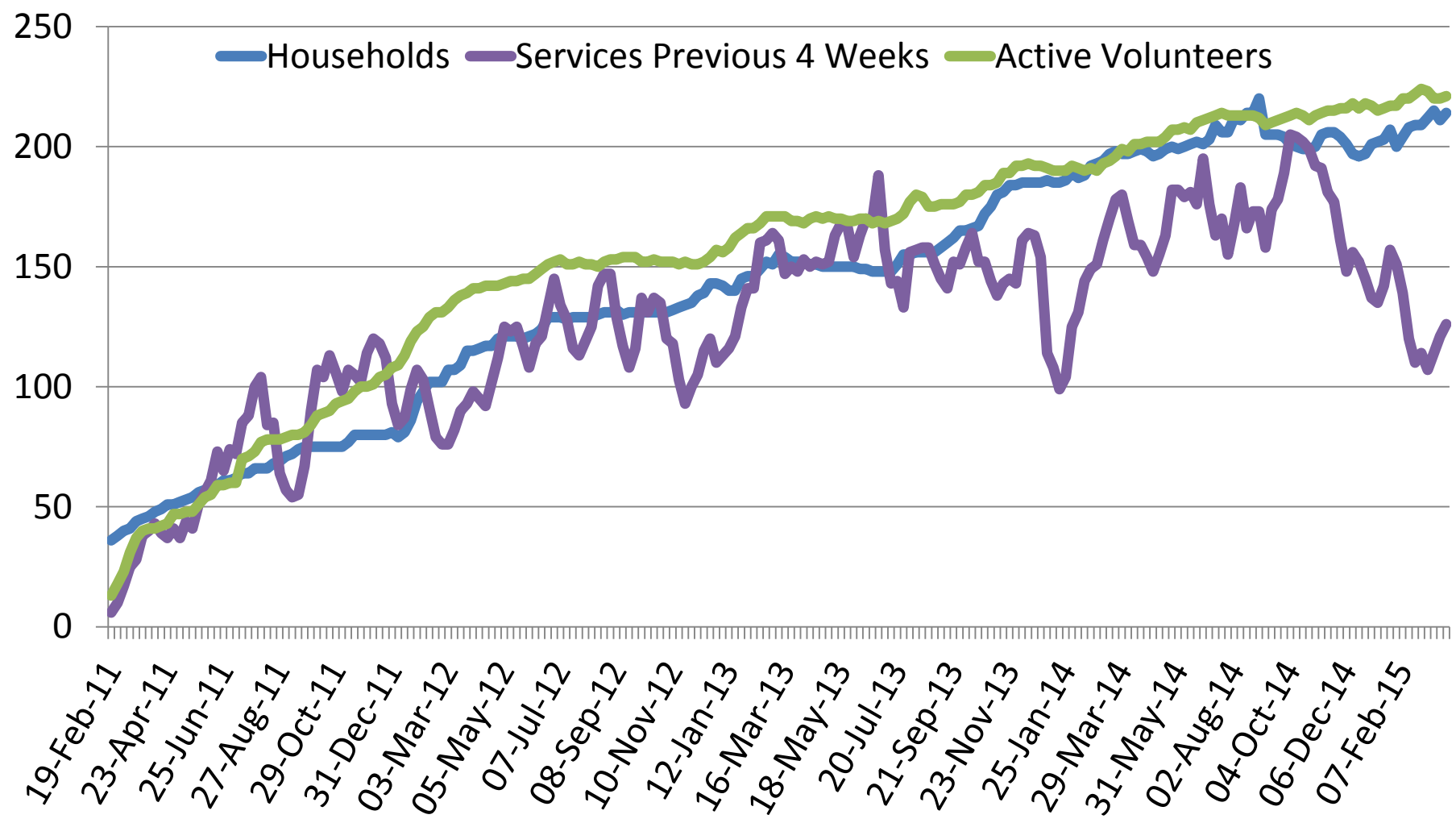


## How Many Services in Last Year

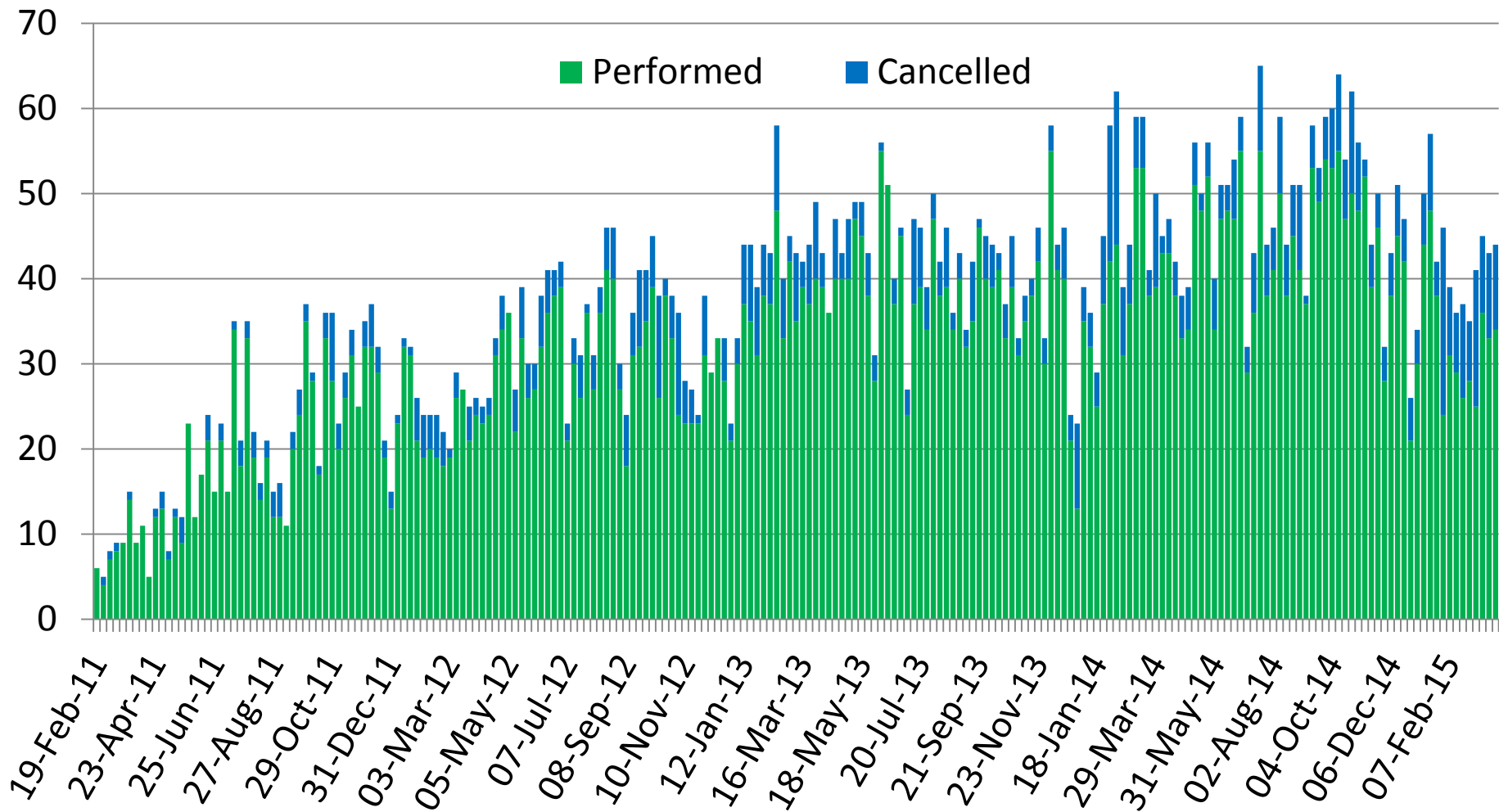




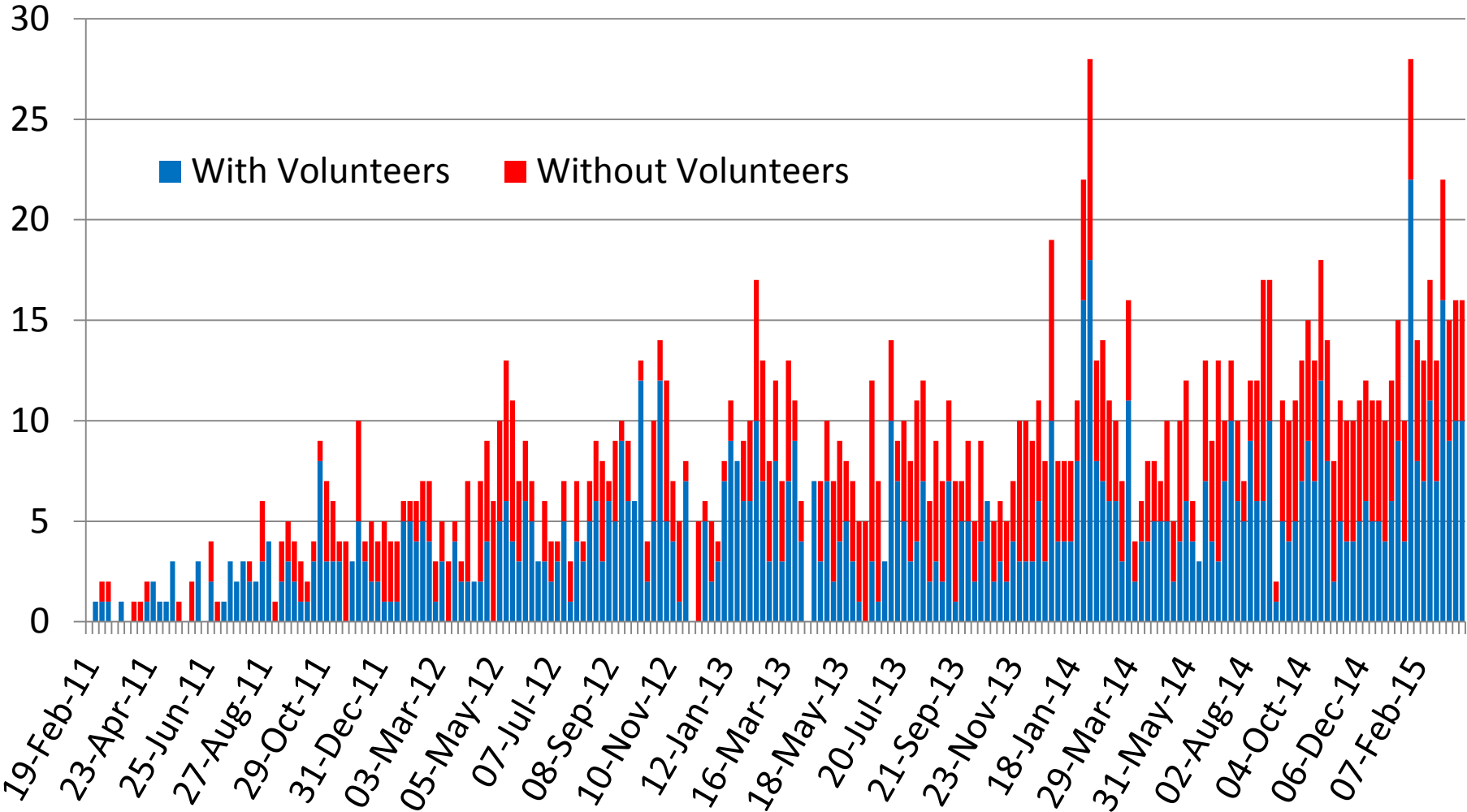
# Members, Volunteers, and Services in Last 4 weeks



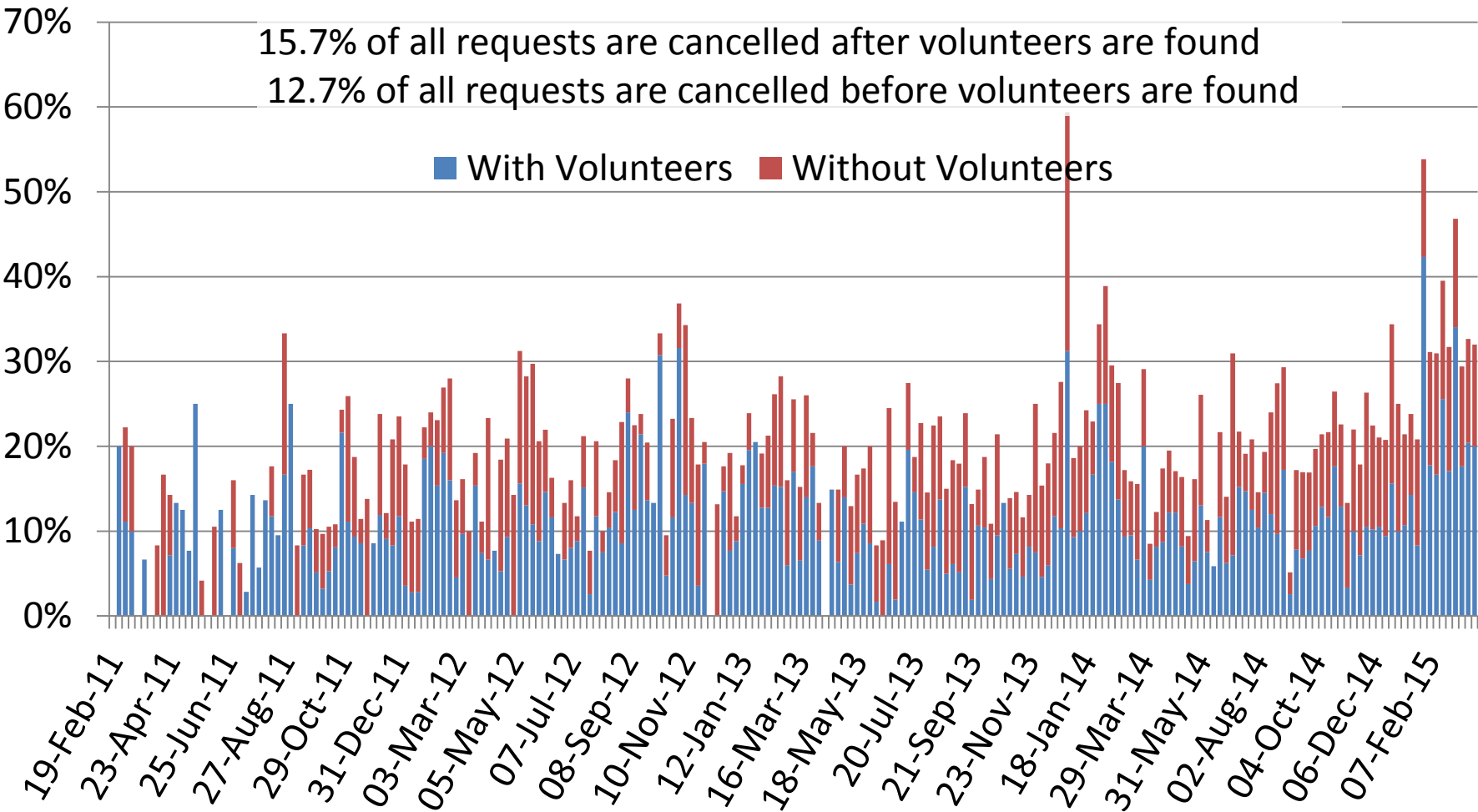
# Services Filled



# All Cancelled Services



## Cancellations as a Percentage of Requests





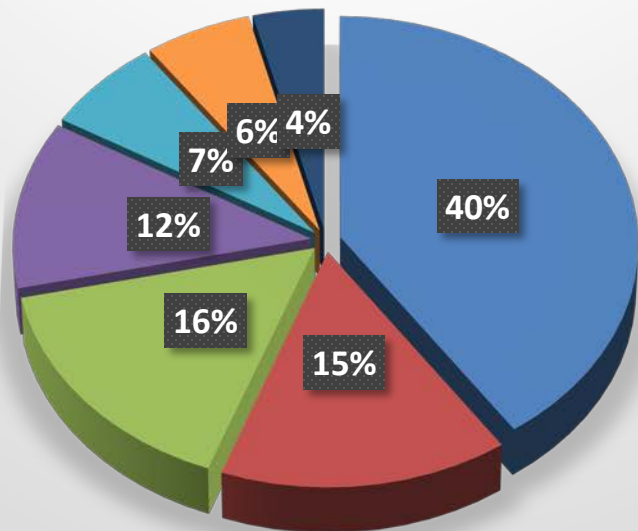
## Why Members Quit

- Since we began we have had a total of 410 members 37% 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
- 77 members have not asked for any services in the last year, which bears this out.

## Why Members Quit

3/28/2015

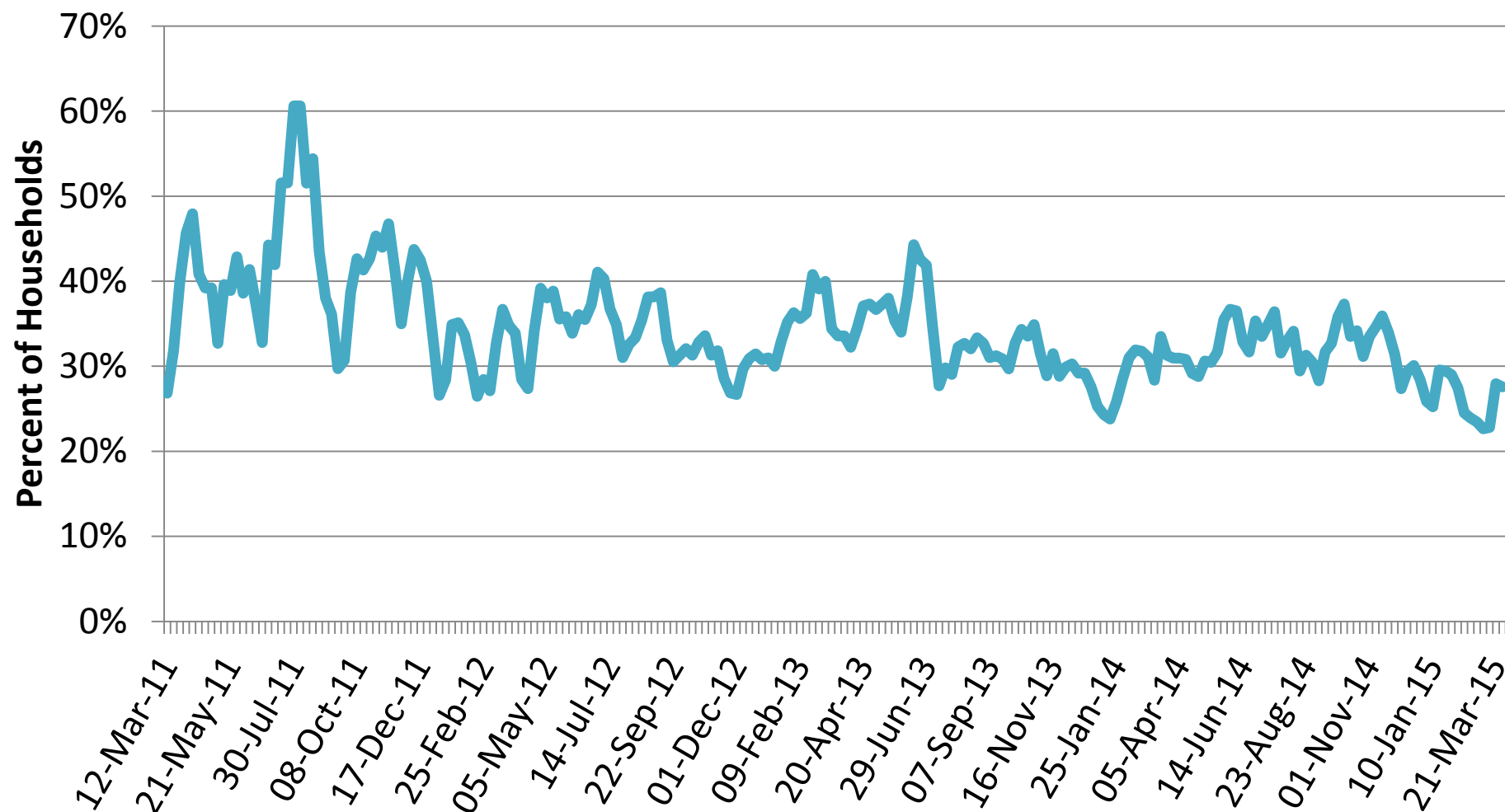
Since we began we have had a total of 410 members 37% of whom have dropped their



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

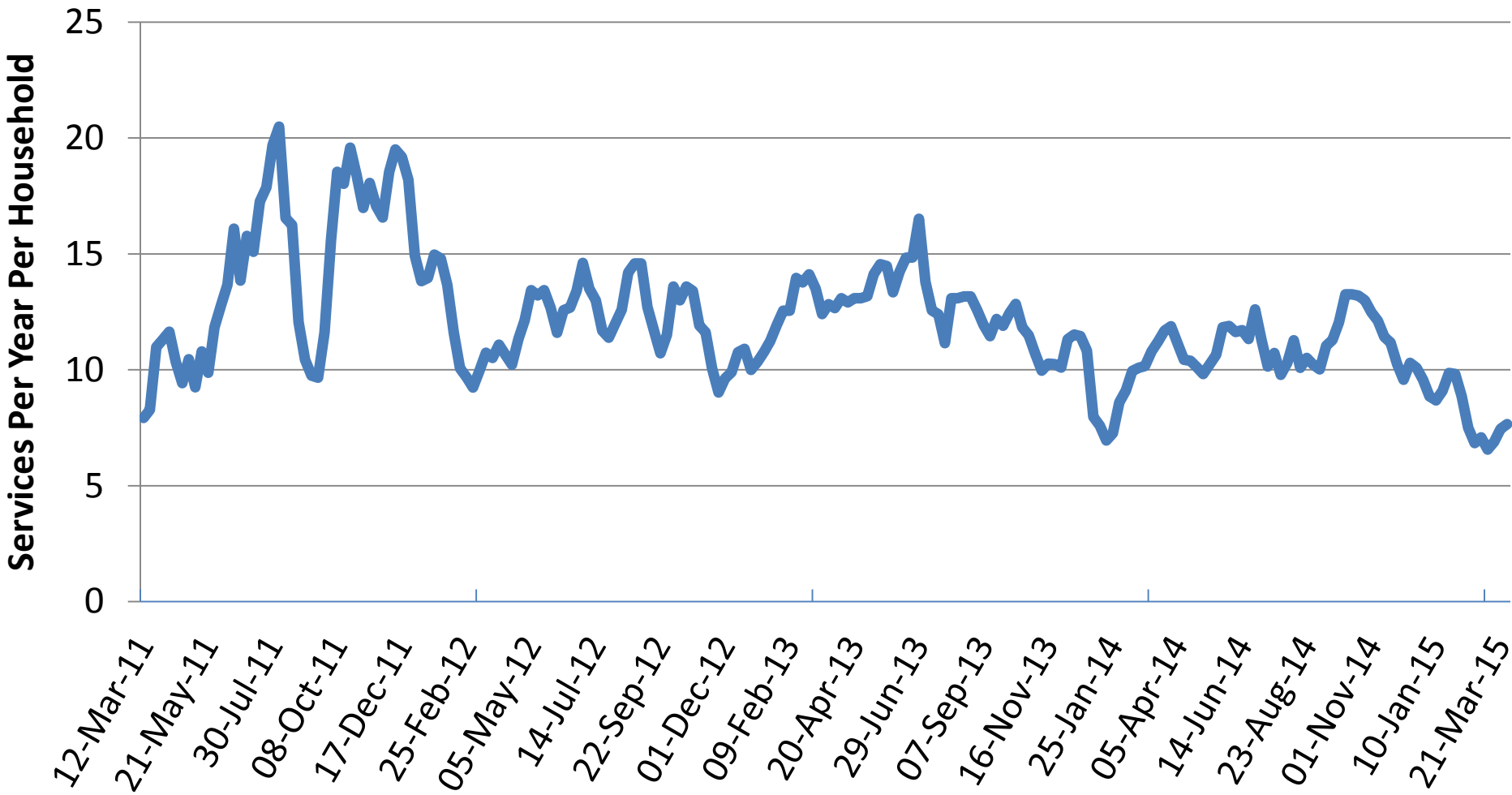


# % of Households Receiving Services in Last Four Weeks





# Annual Rate of Services per Household



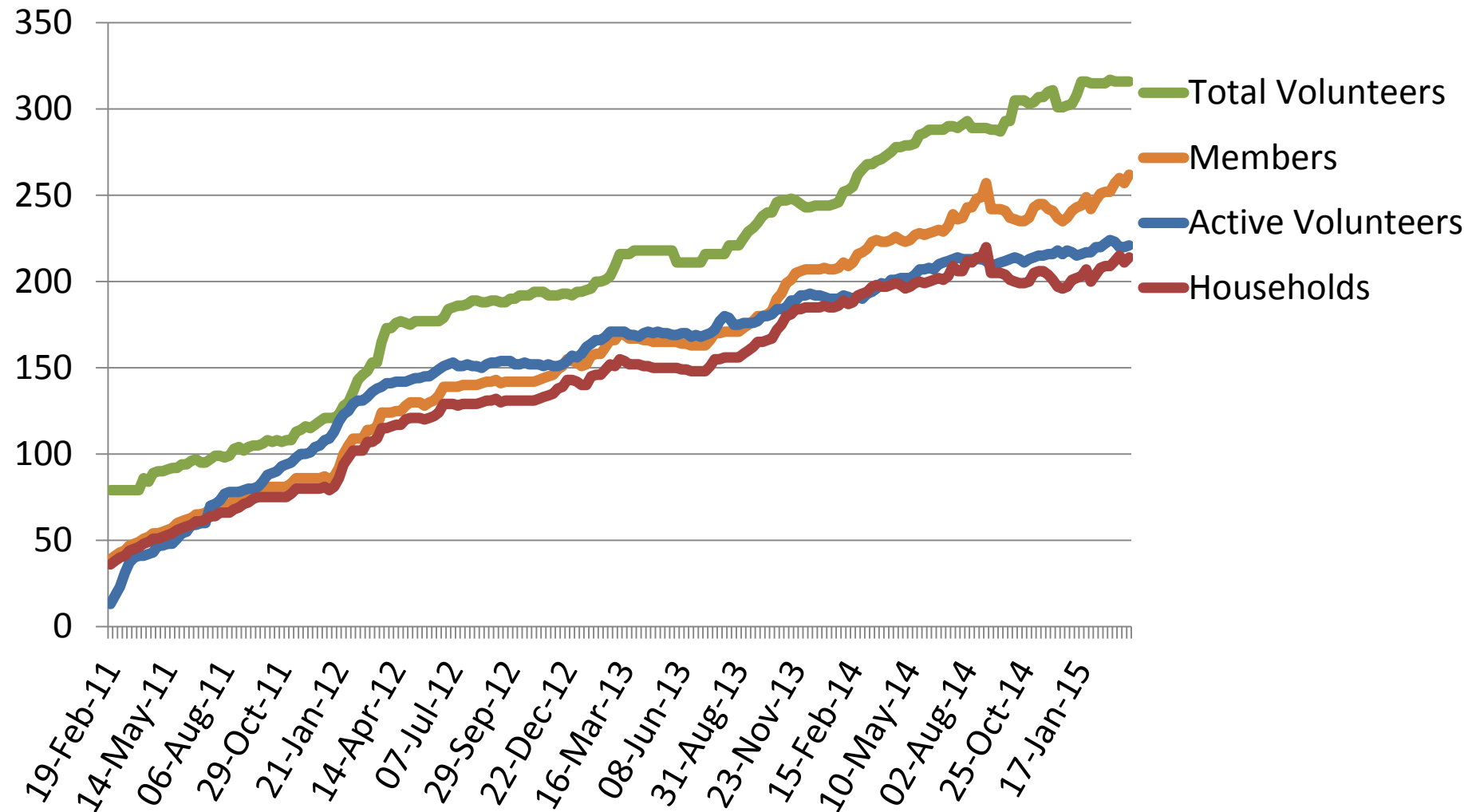
# **HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?**

## 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
  - 34 Volunteers provided services this week.
  - 73 Volunteers provided services in the last 4 weeks.
  - 125 Volunteers provided services in the last 13 weeks.
  - 221 Volunteers provided services in the last 52 weeks.
  - 314 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.

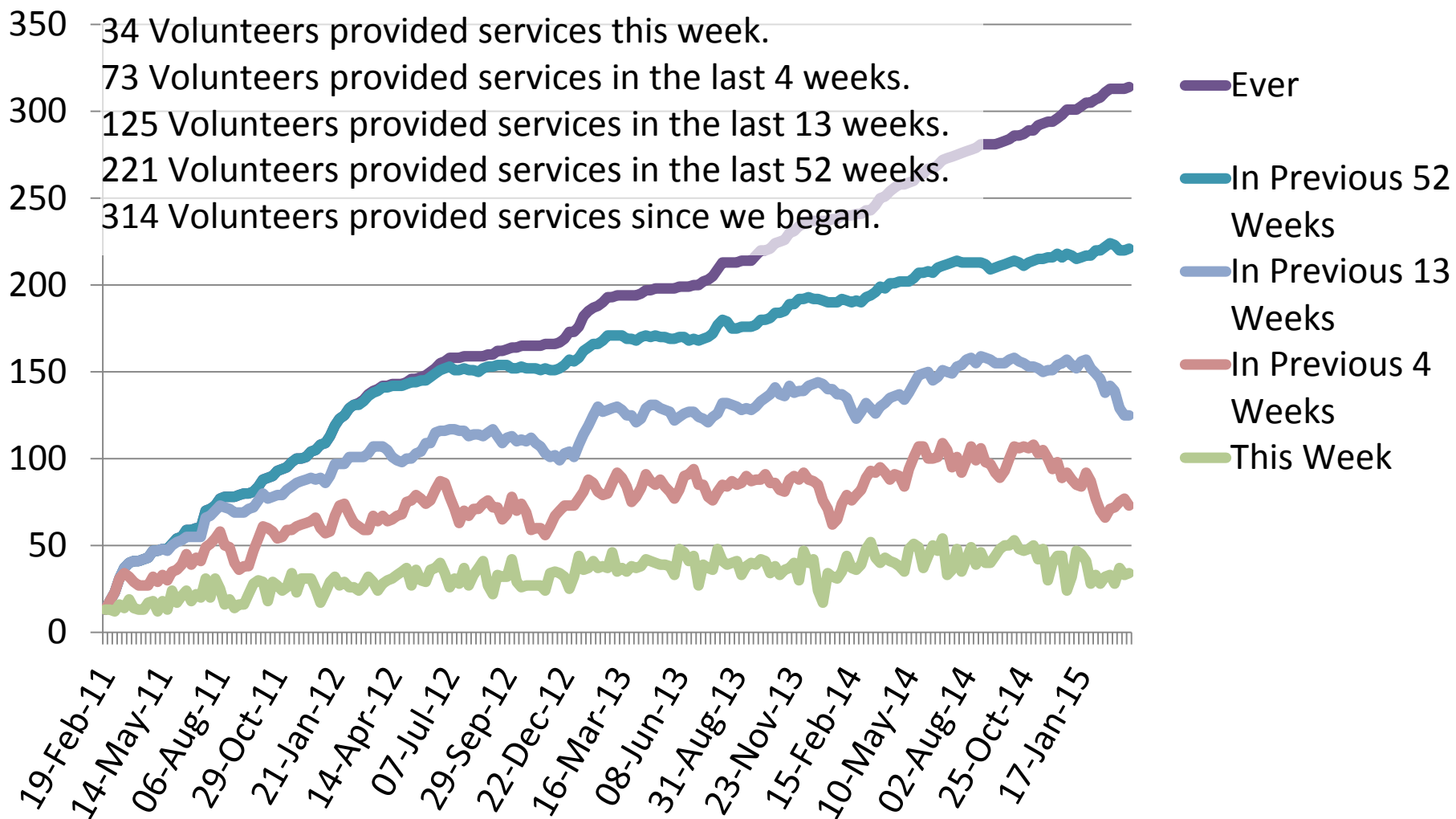


# Members, Households and Volunteers





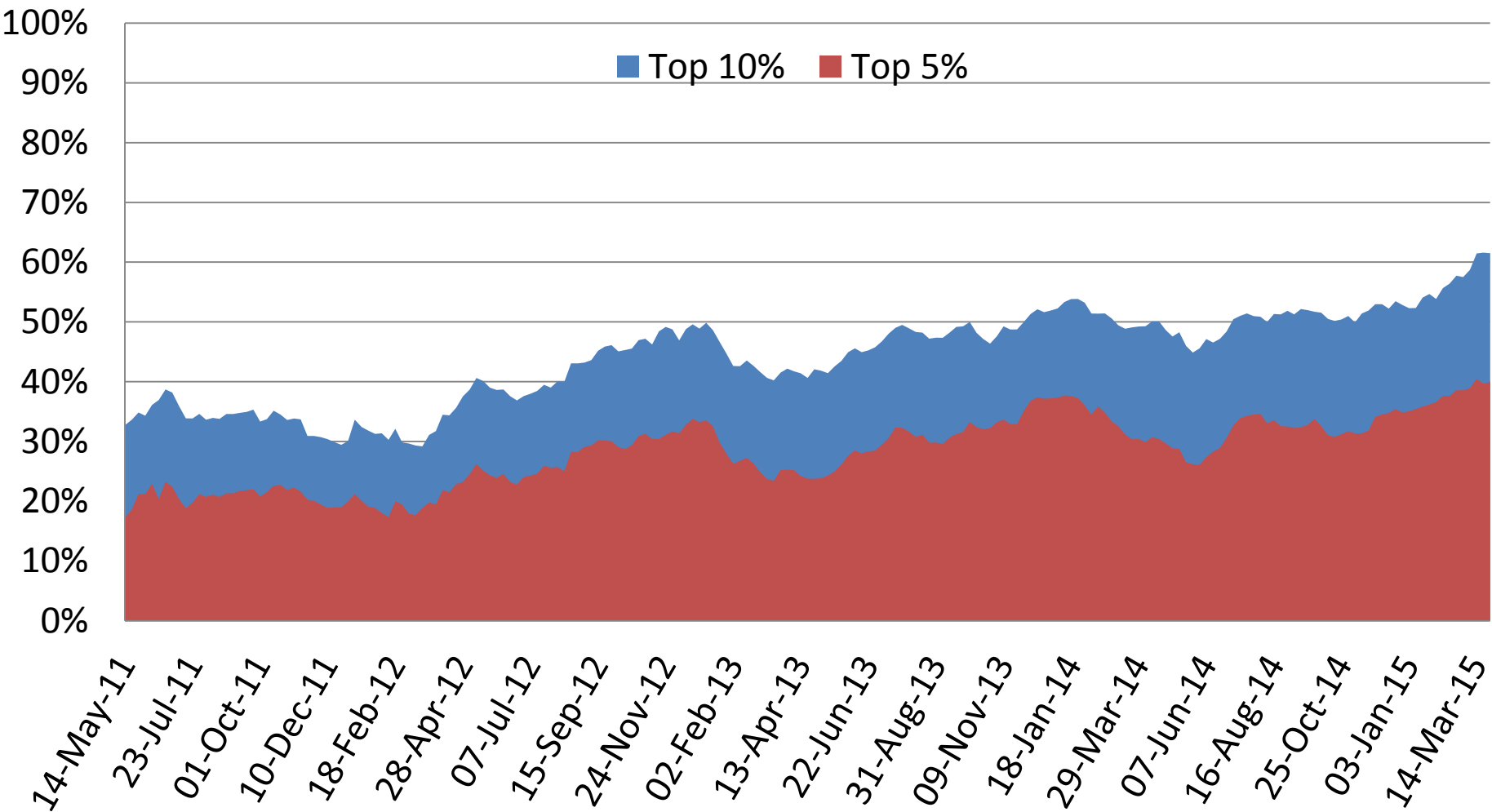
## Volunteers Who Provided a Service







# Most Active Volunteers During Previous Four Weeks

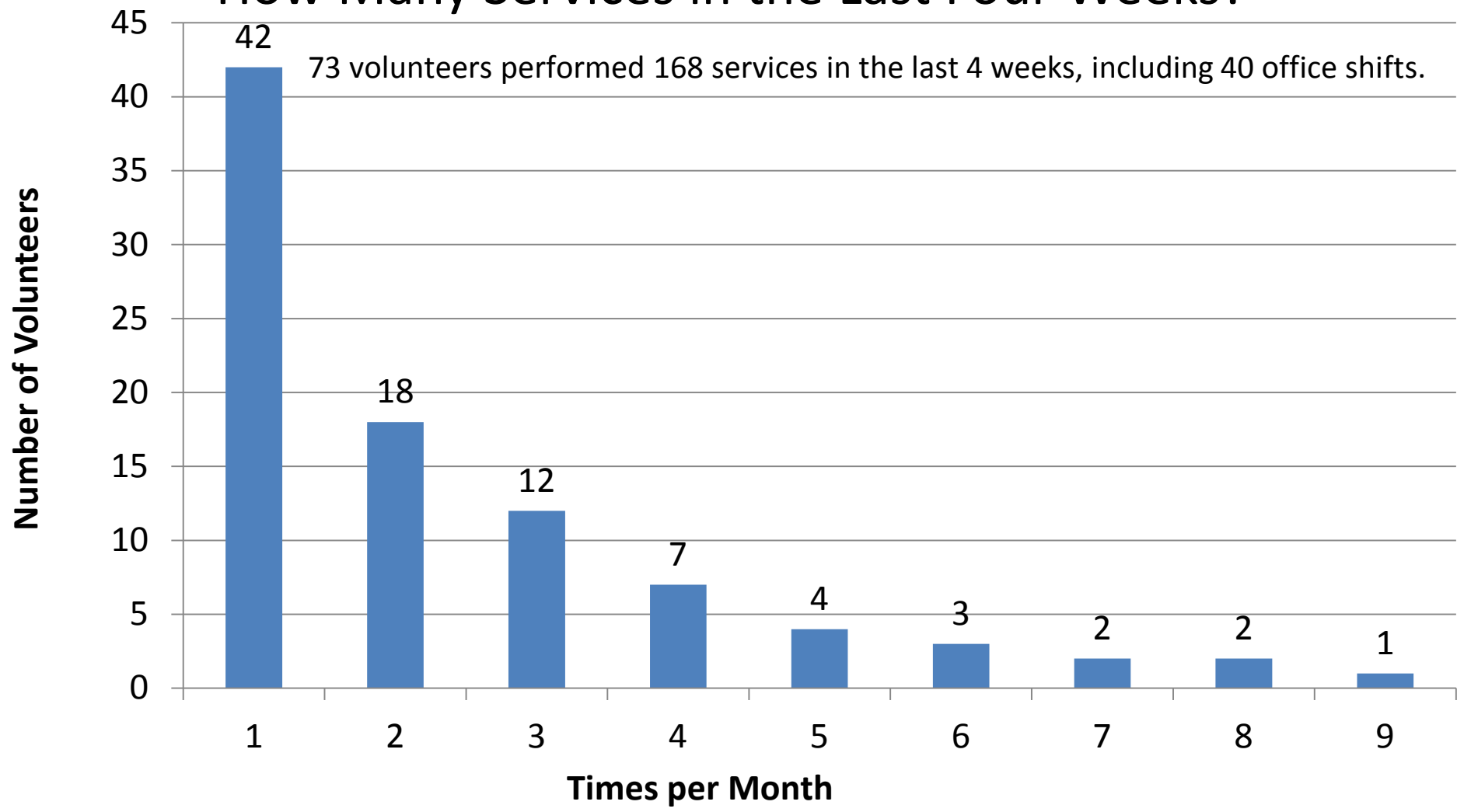


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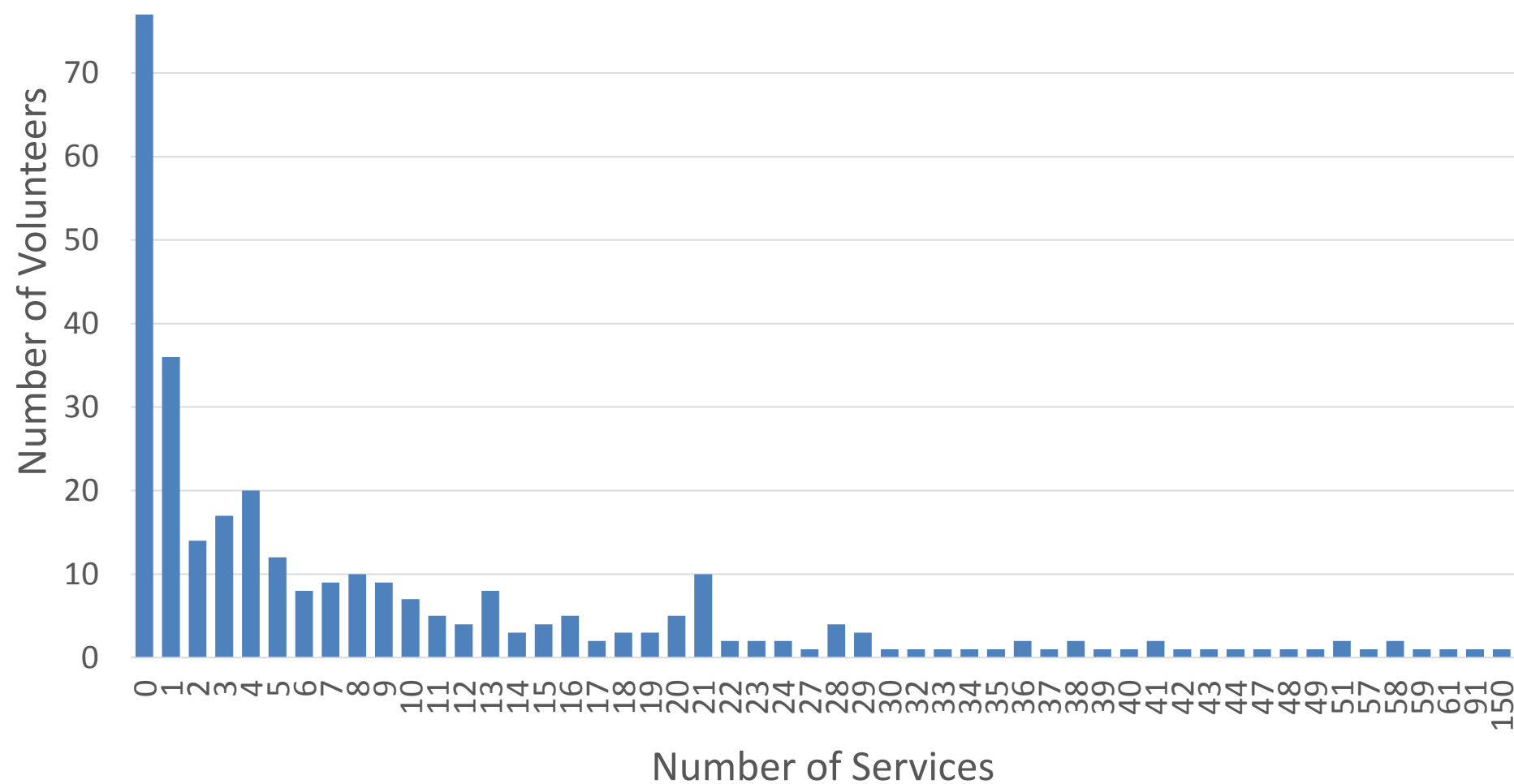
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# How Many Services in the Last Four Weeks?



## Services per Volunteer in the Last Year?



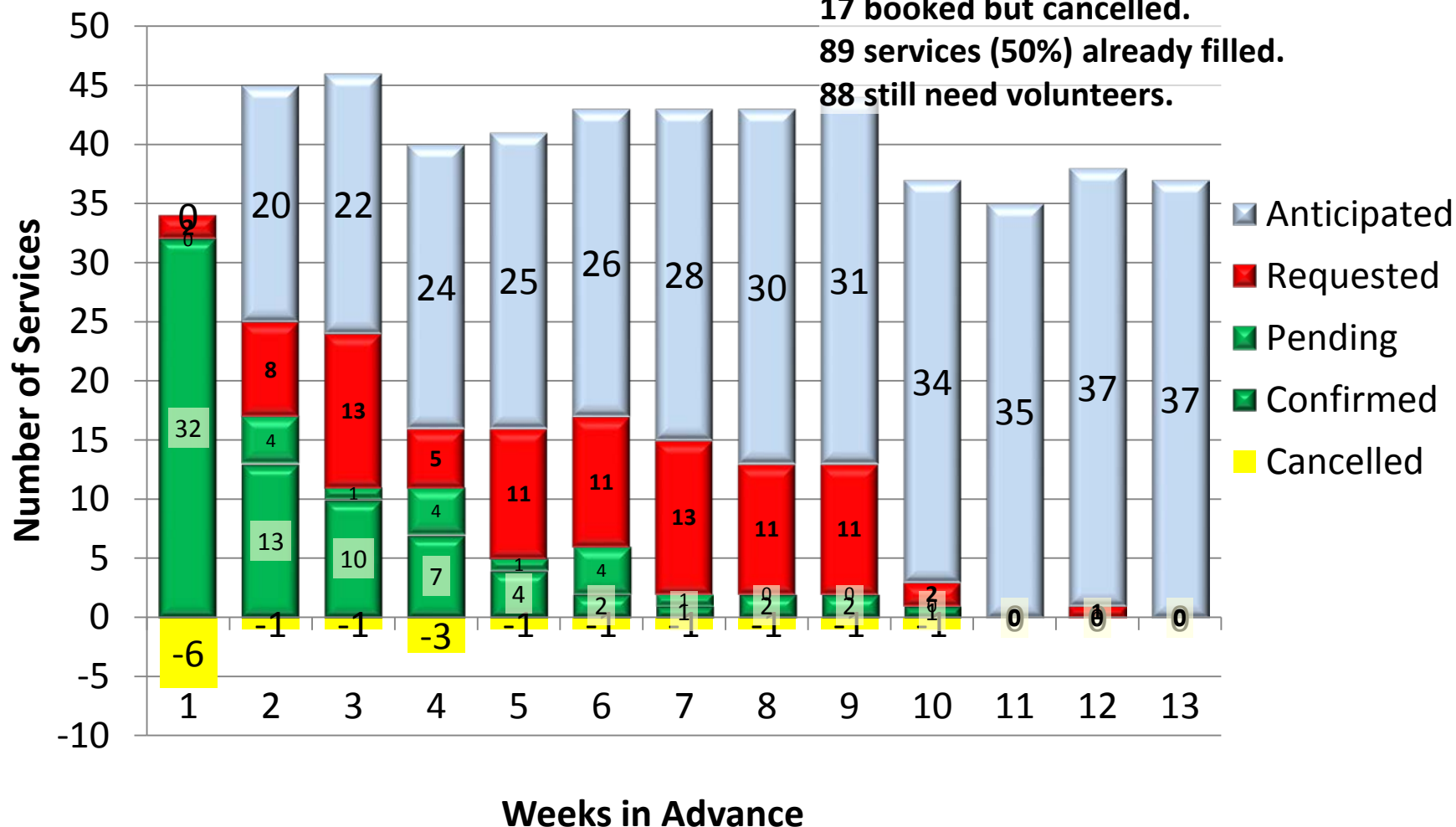
## Service Requests on the Books

**177 services needed for the next 13 weeks.**

**17 booked but cancelled.**

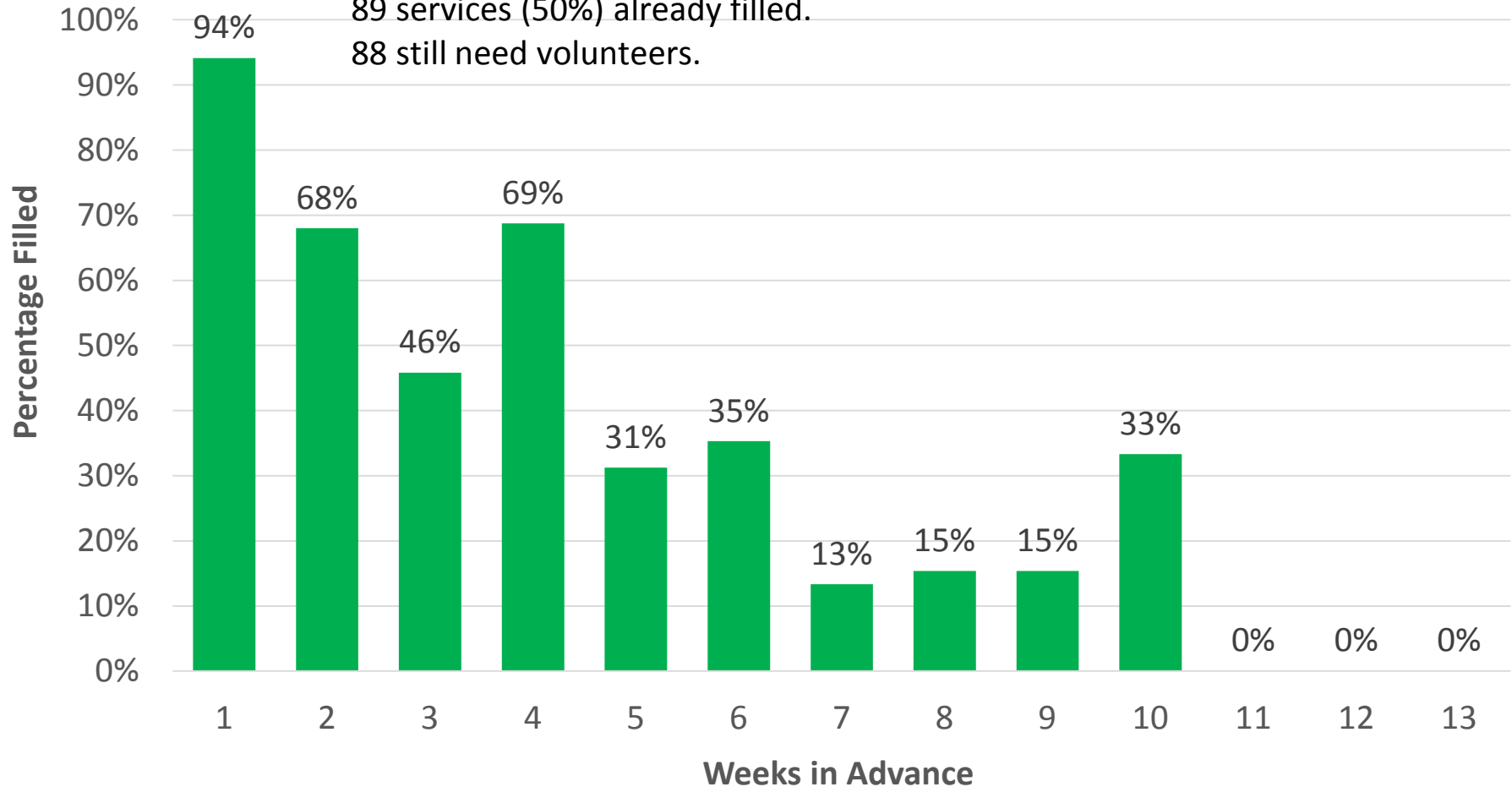
**89 services (50%) already filled.**

**88 still need volunteers.**

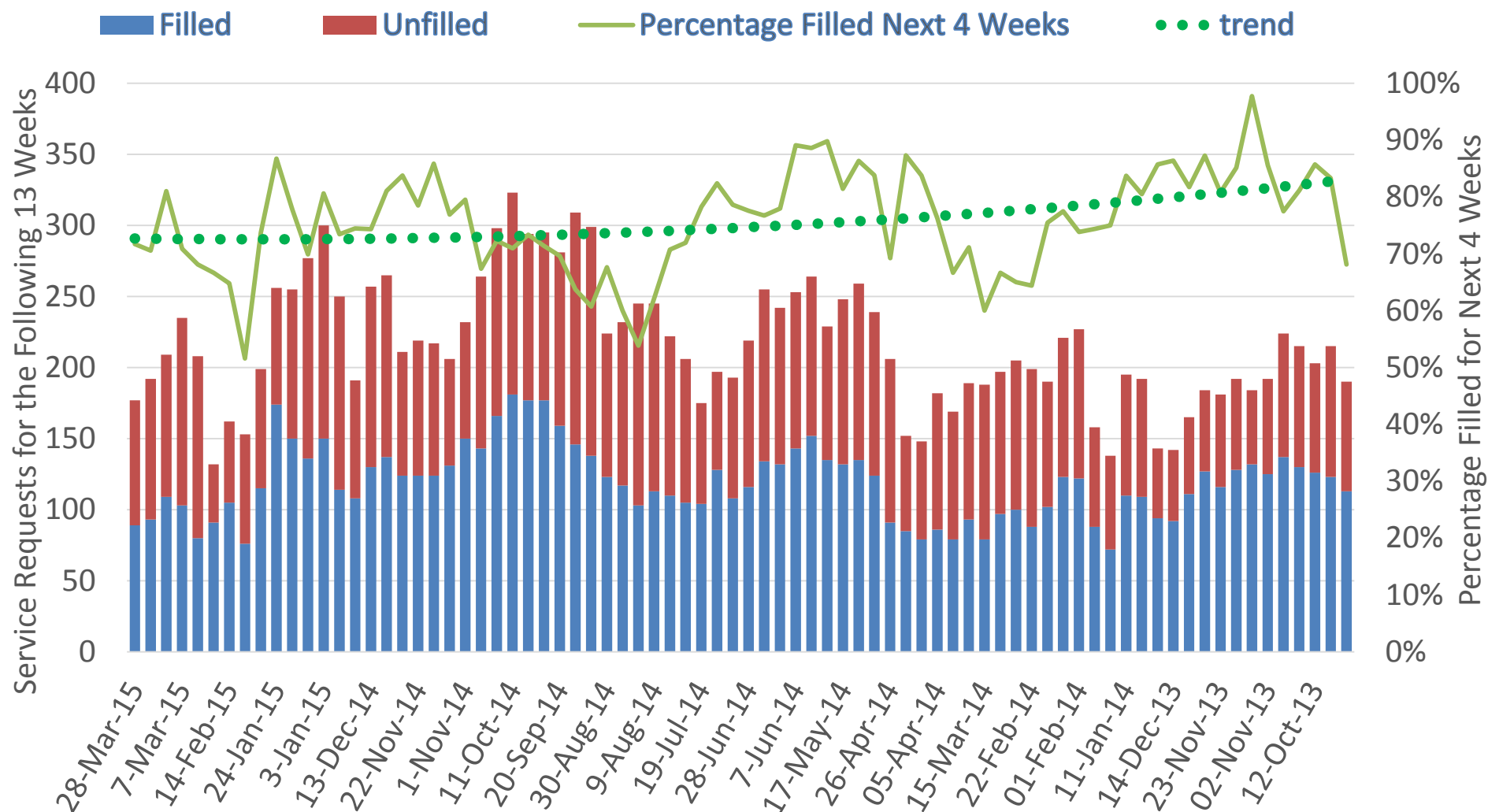


## Percentage of Services for Next 13 Weeks Filled

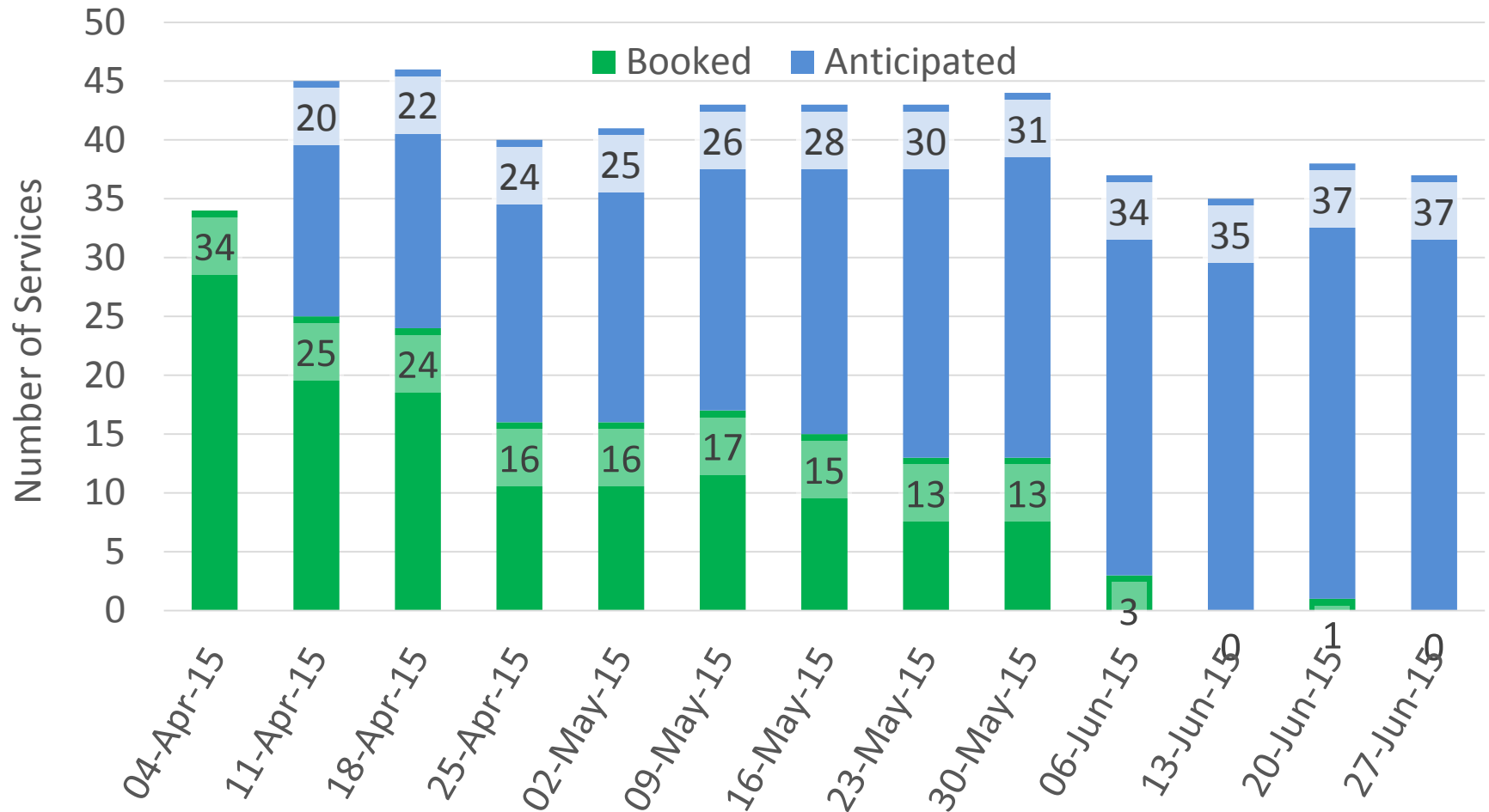
177 future services covering the next 13 weeks.  
89 services (50%) already filled.  
88 still need volunteers.



# History of Future Requests

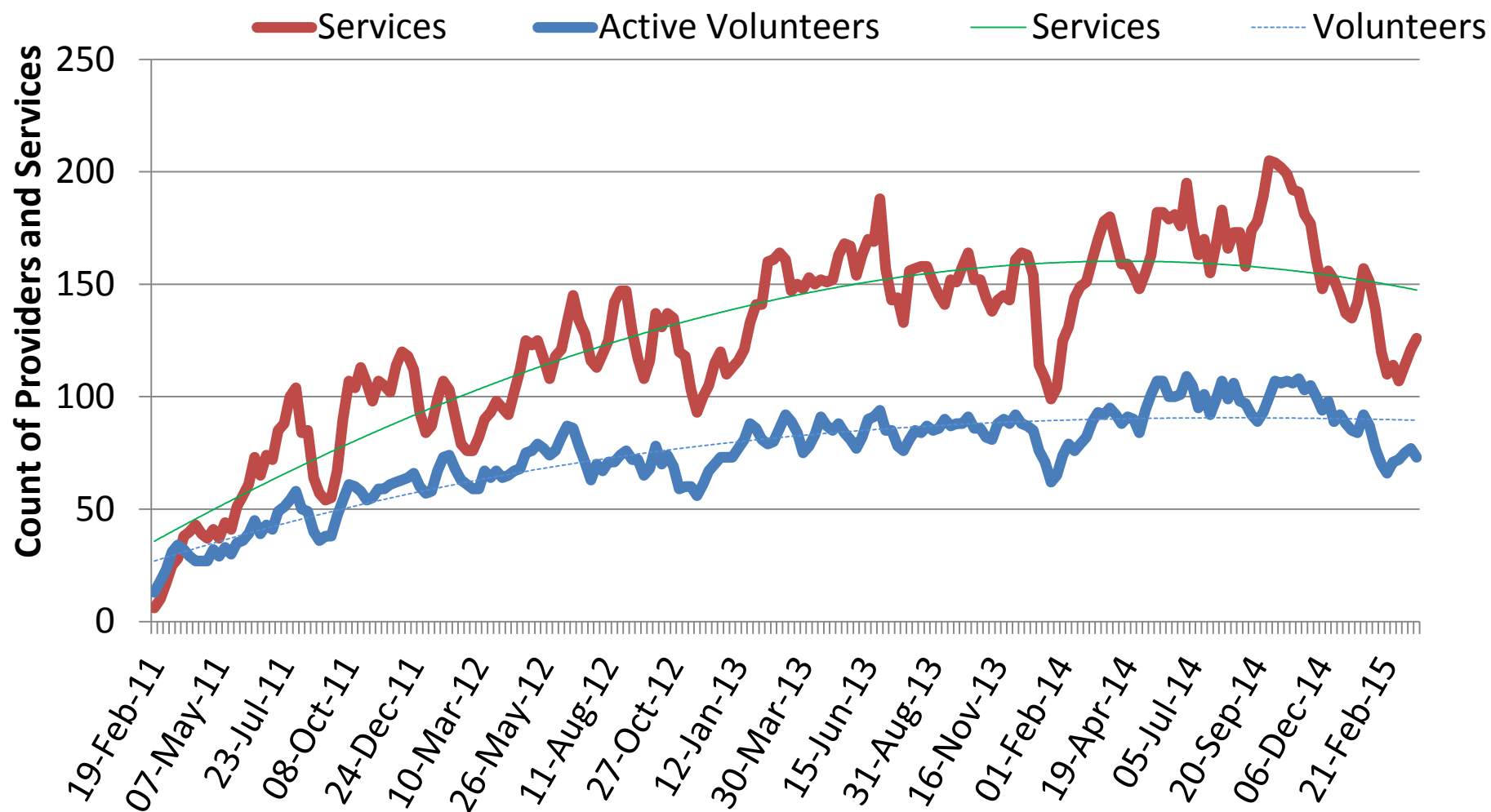


## Projected Future Services





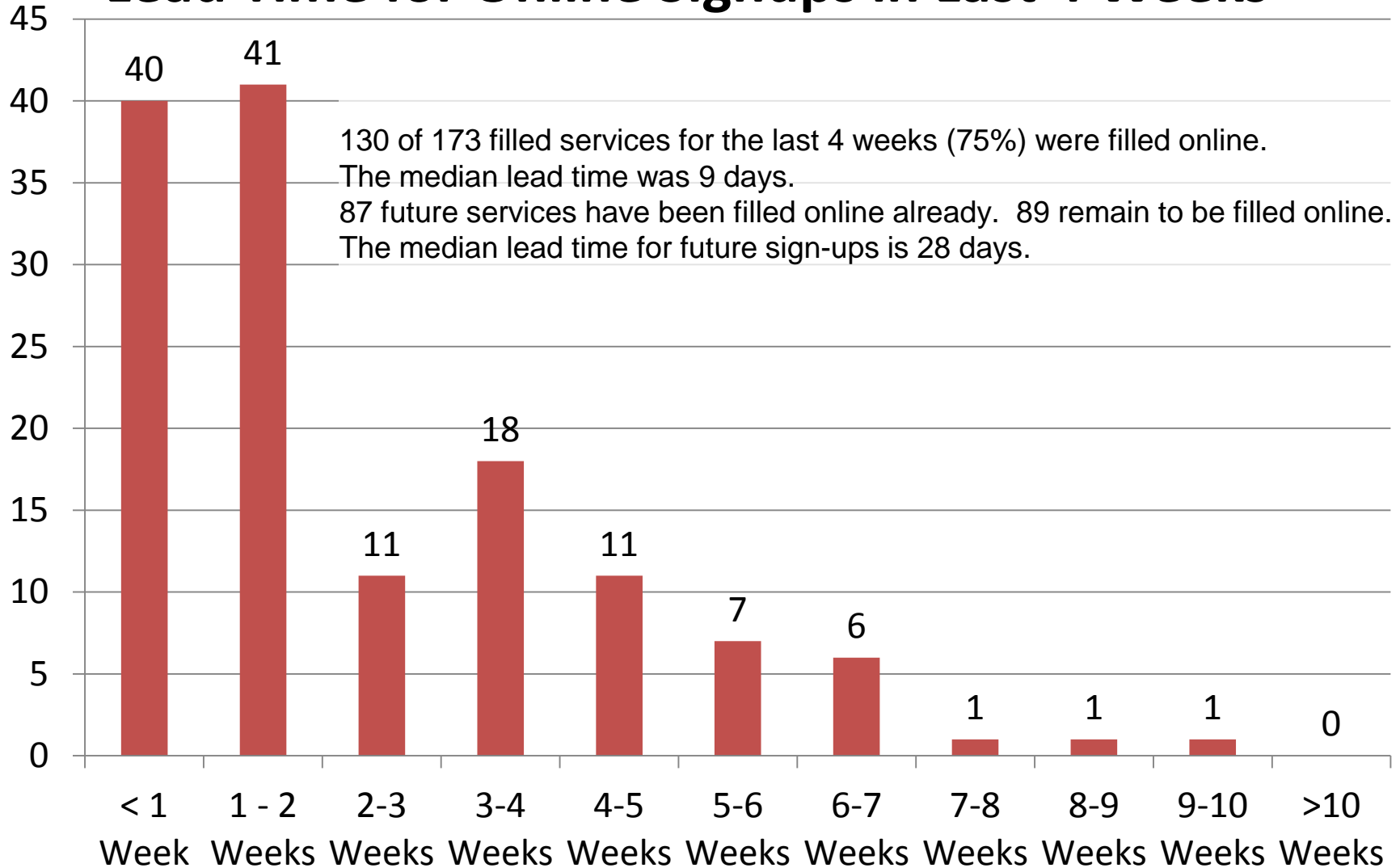
# Volunteers and Services Previous 4 Weeks



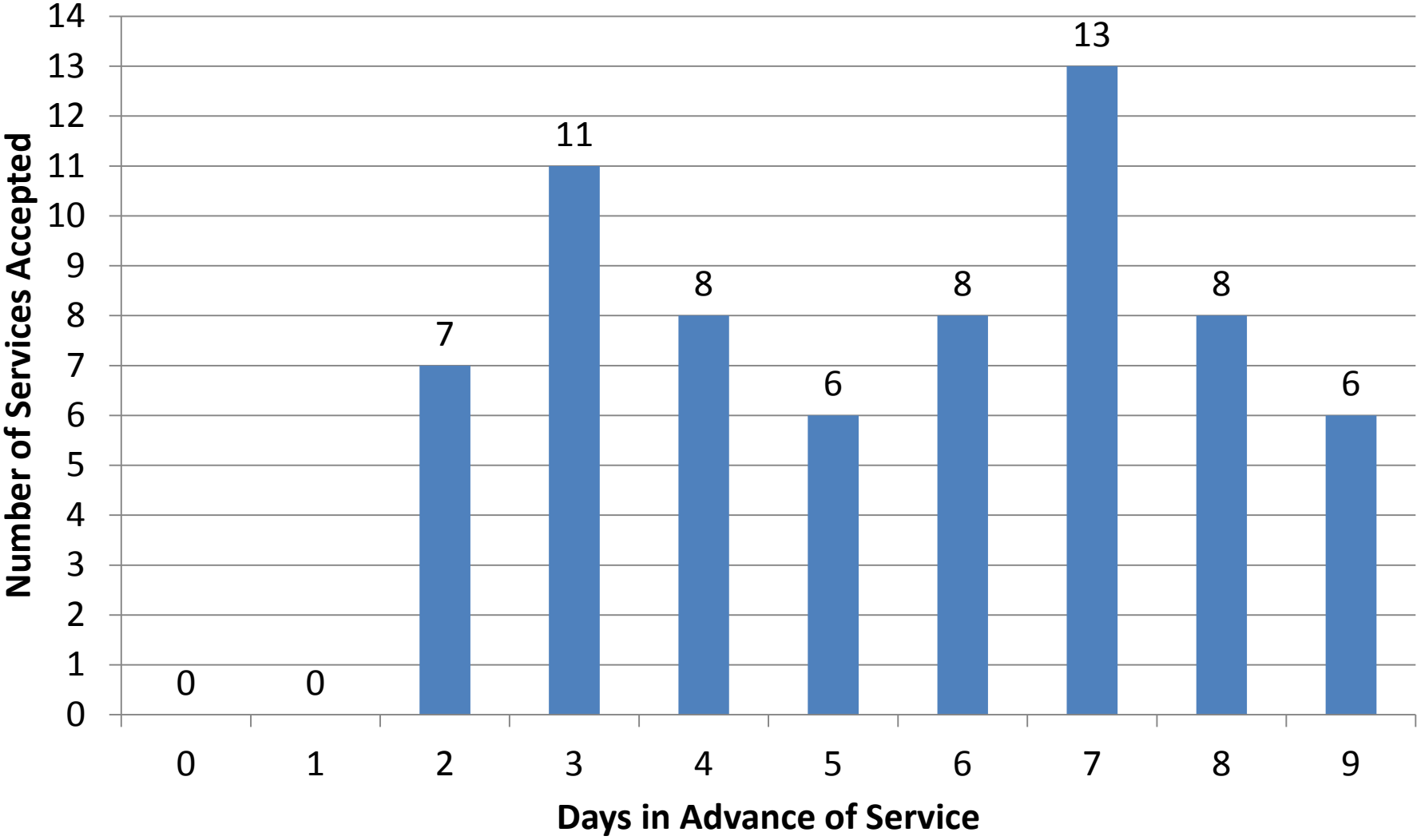


# HOW IS ONLINE SIGNUP WORKING?

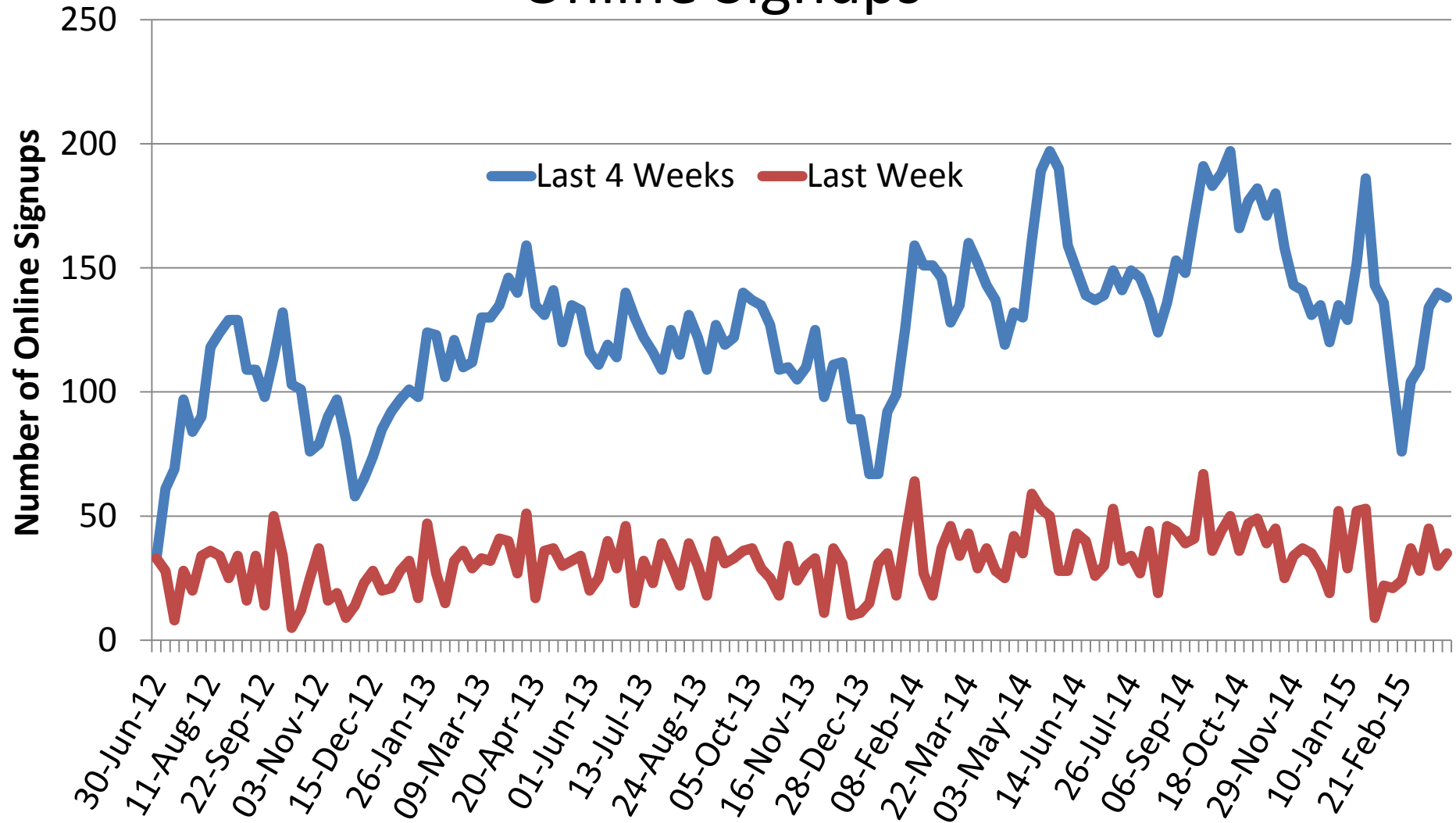
## Lead Time for Online Signups in Last 4 Weeks



# Short Term Online Signup in the Last 4 Weeks



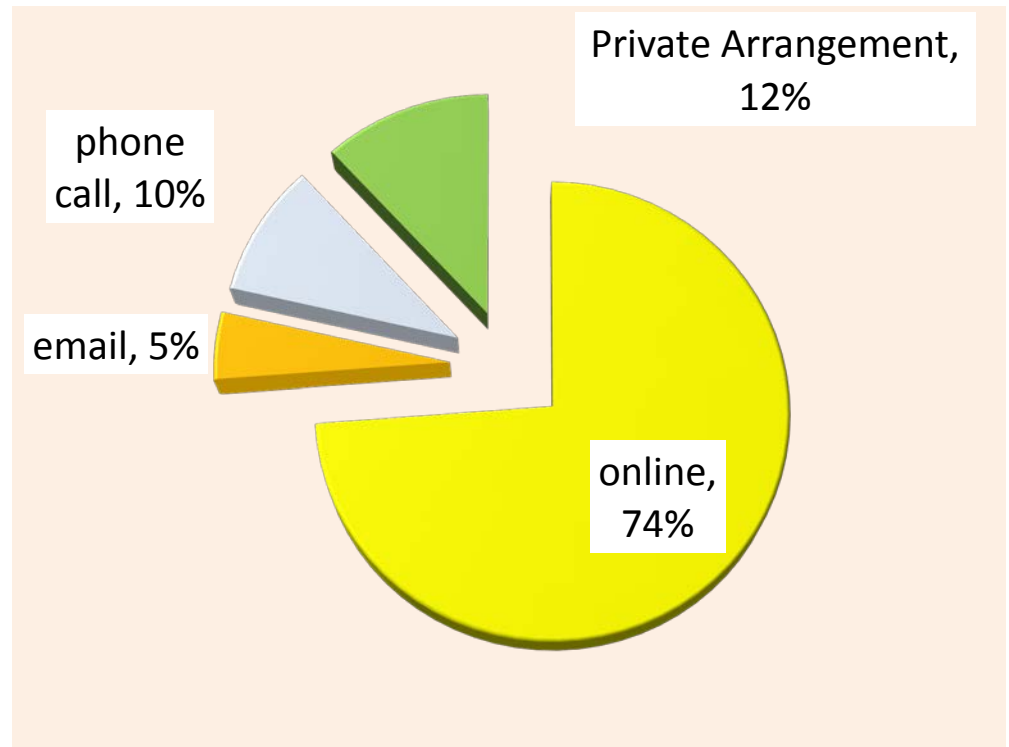
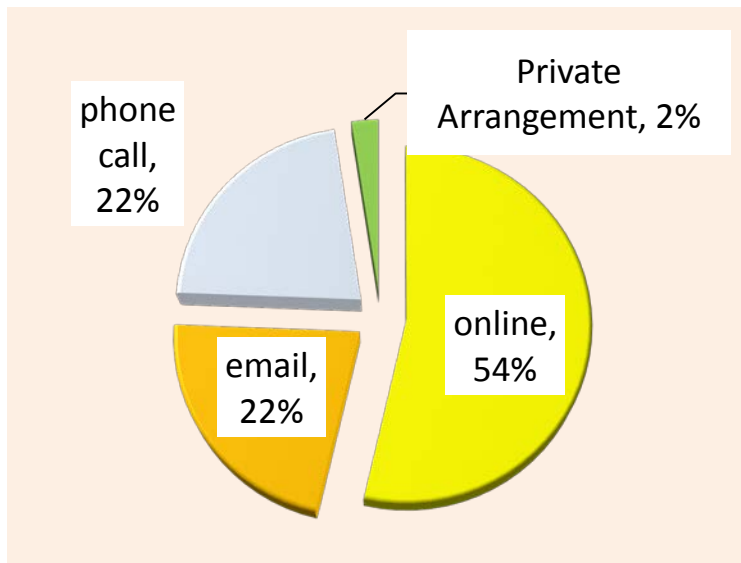
## Online Signups



## 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.

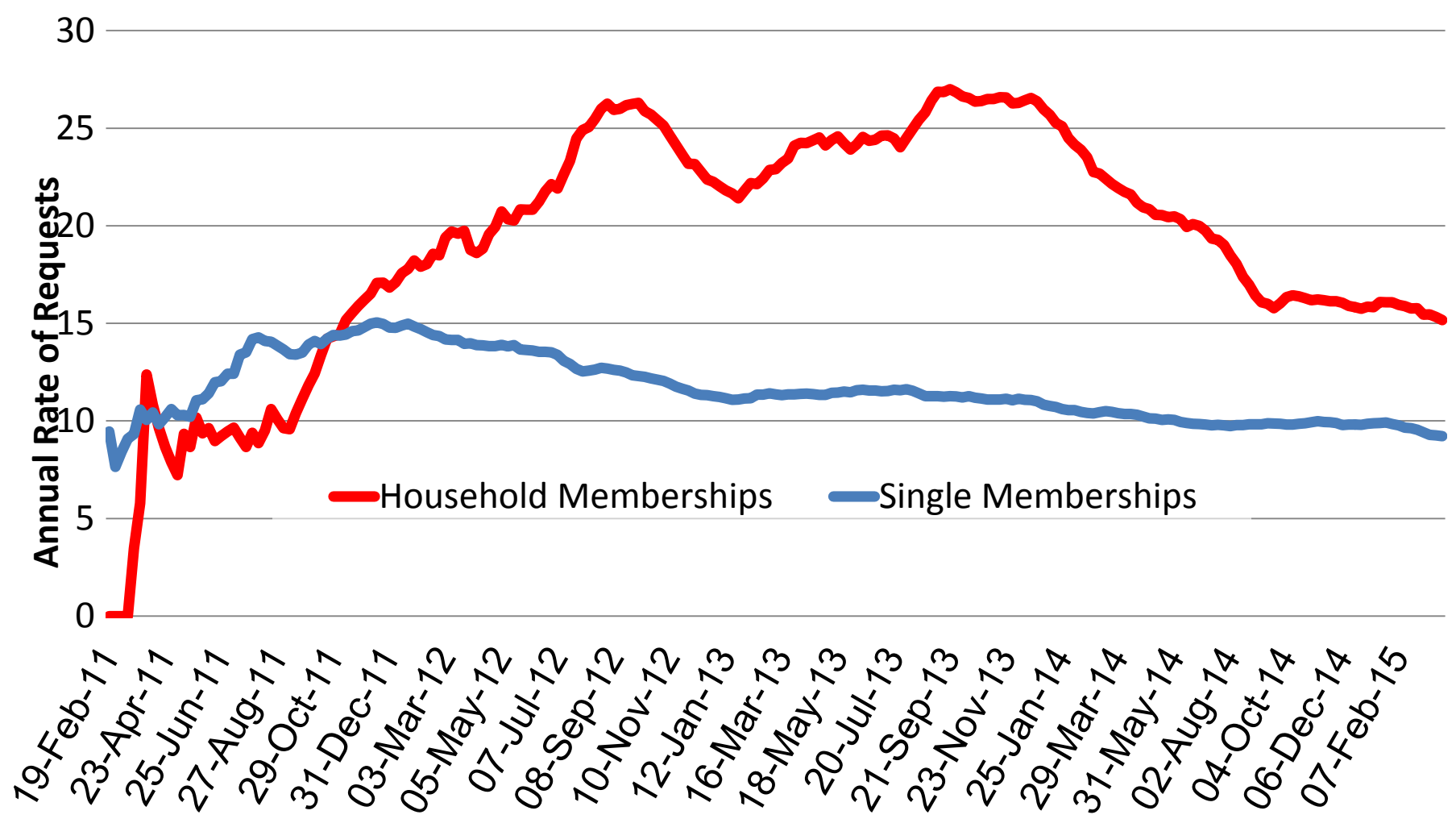
## What are the Differences Between Single And Household Memberships?

## 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



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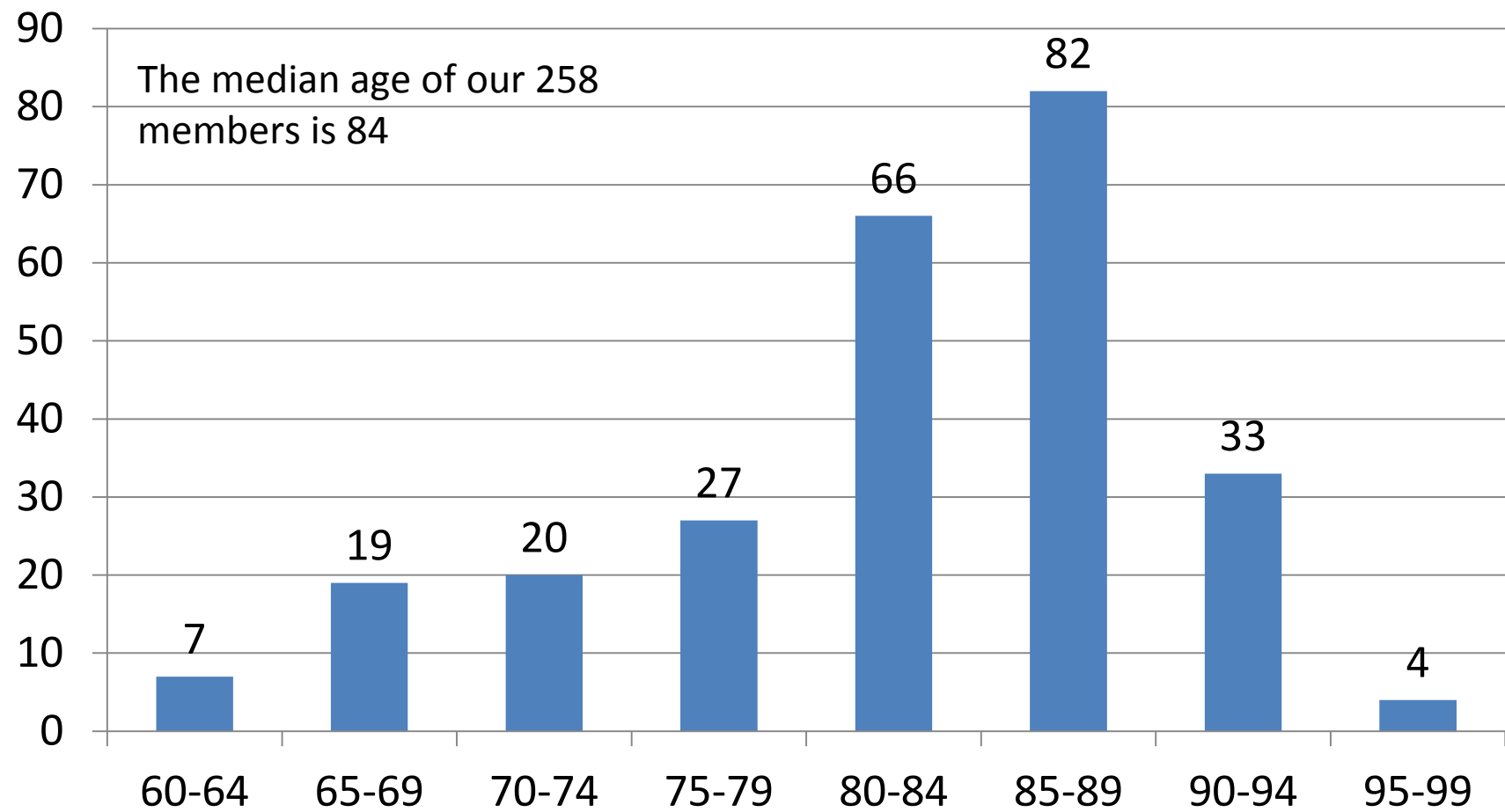


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

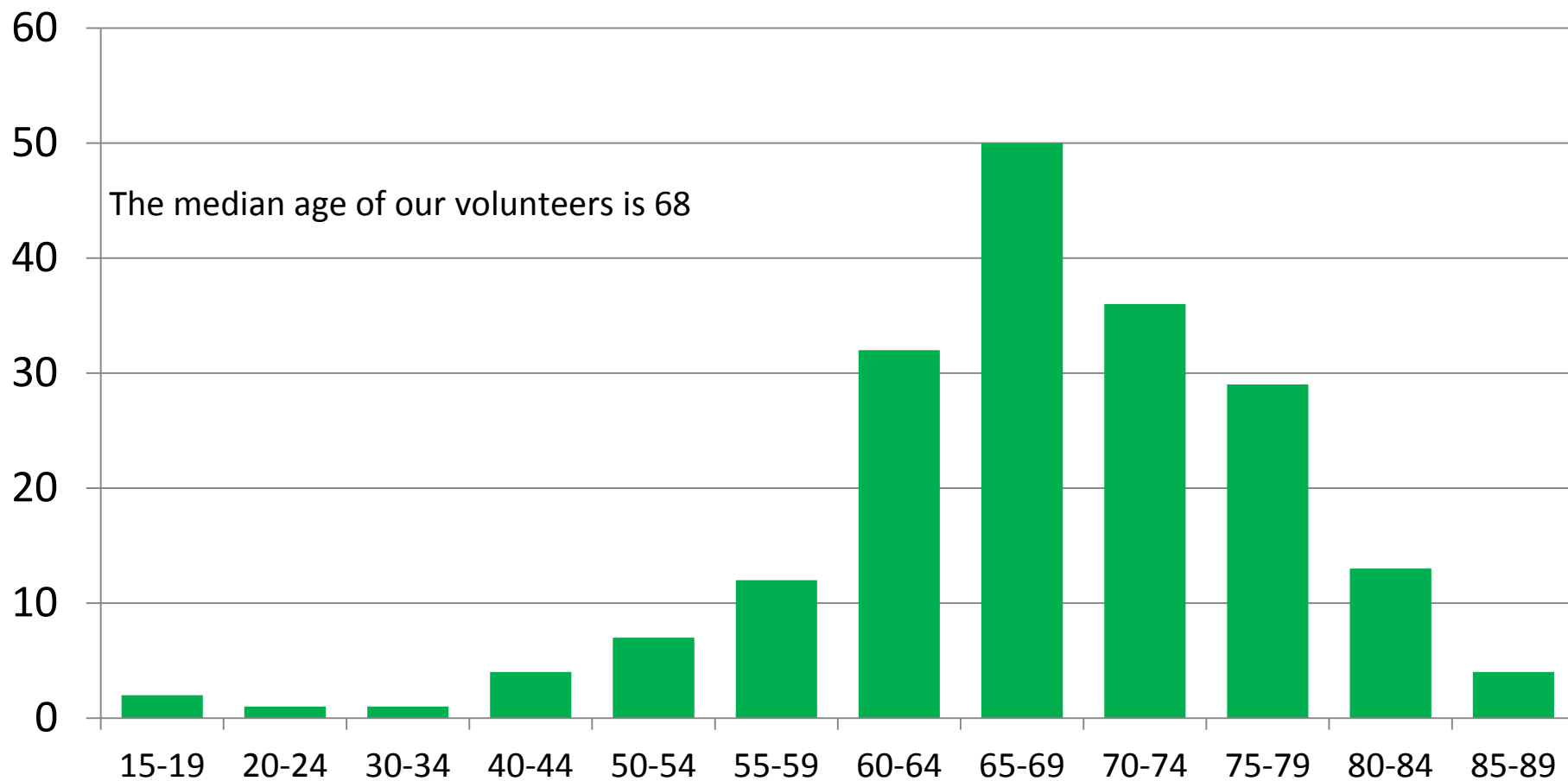
## Analysis by Age Group

- 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.

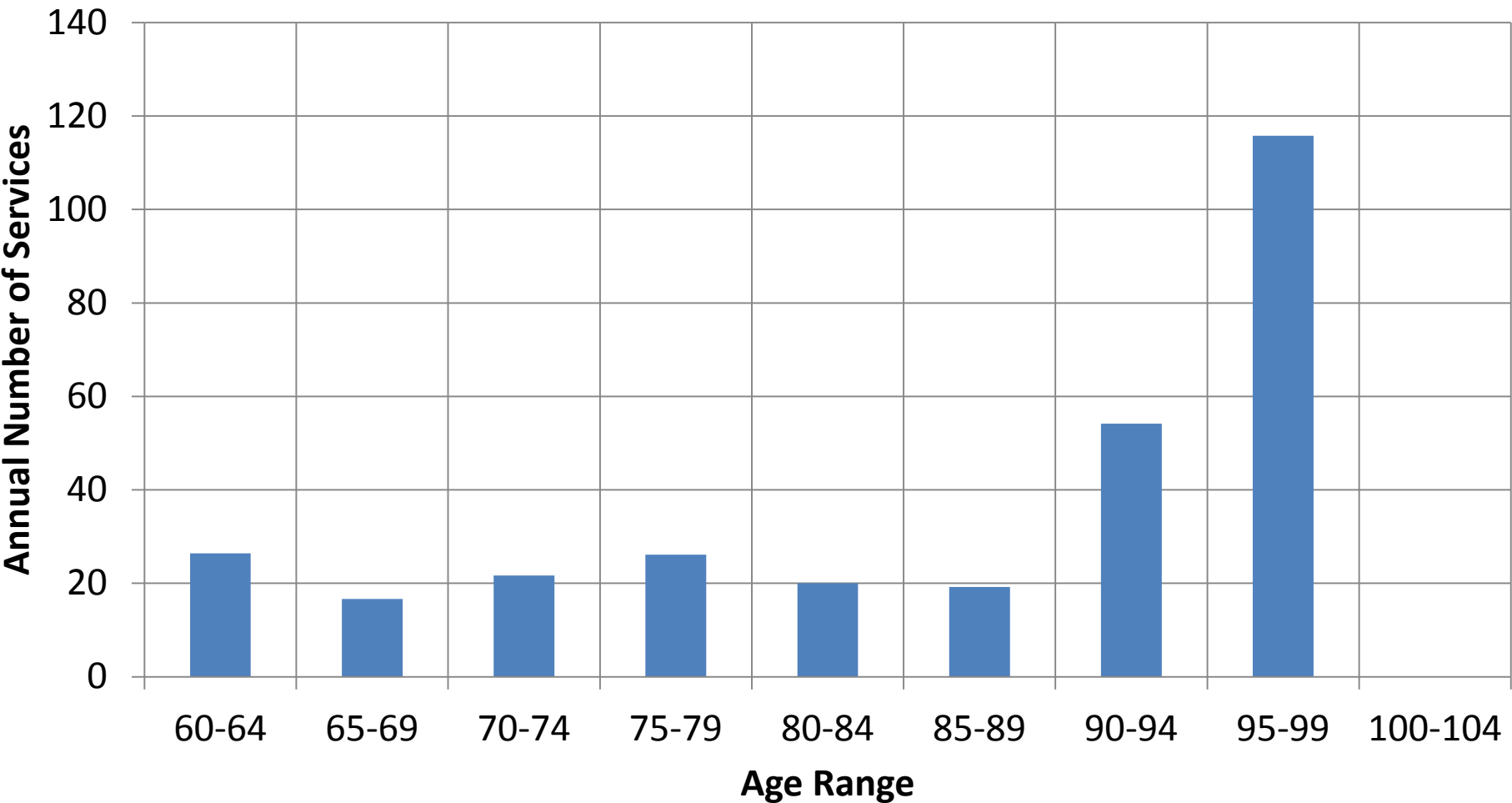
# Age of Members



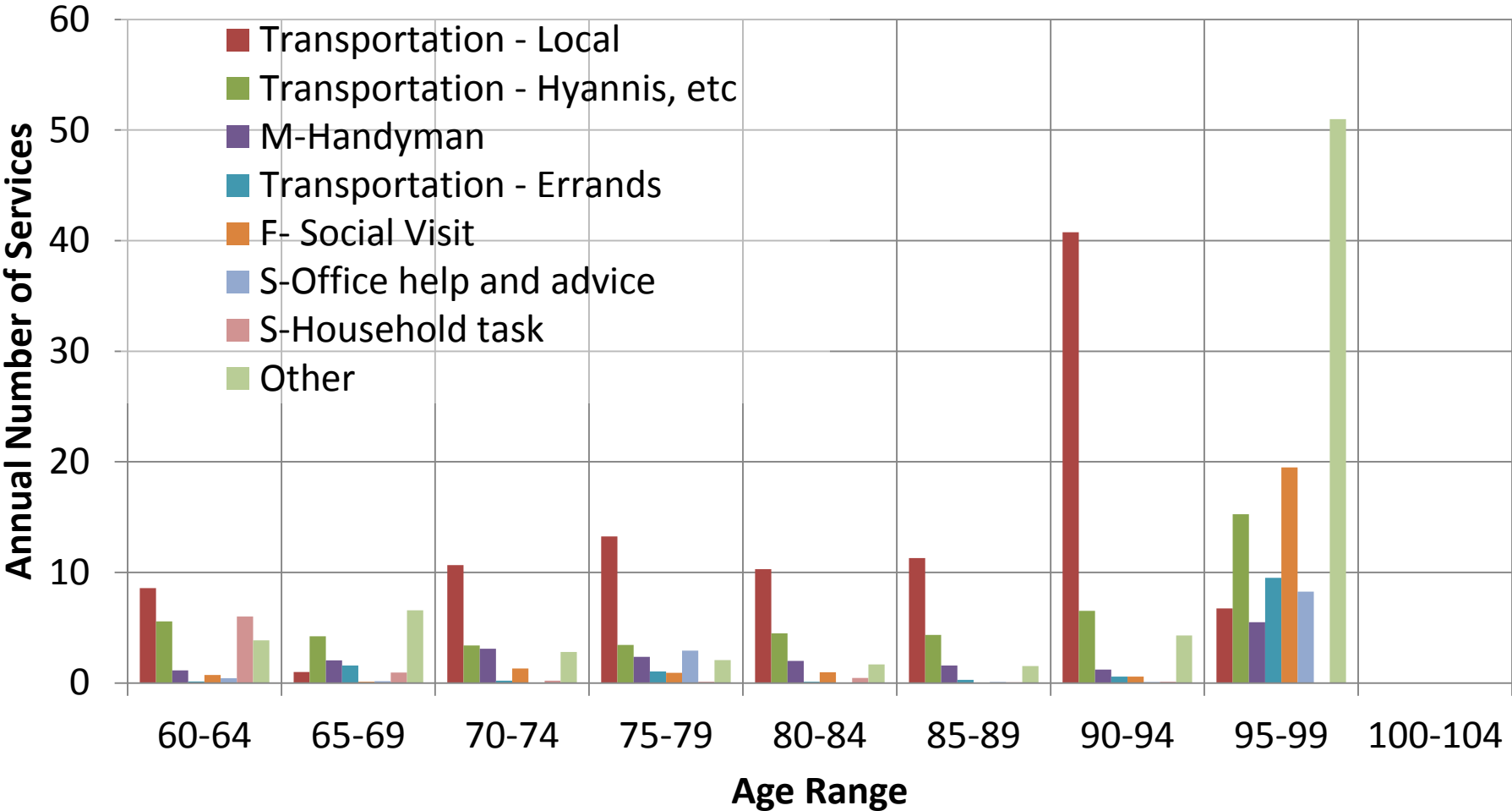
## Age of Volunteers



# Annual Use of Services by Age



# Services Used (Annual Rate) by Age Range



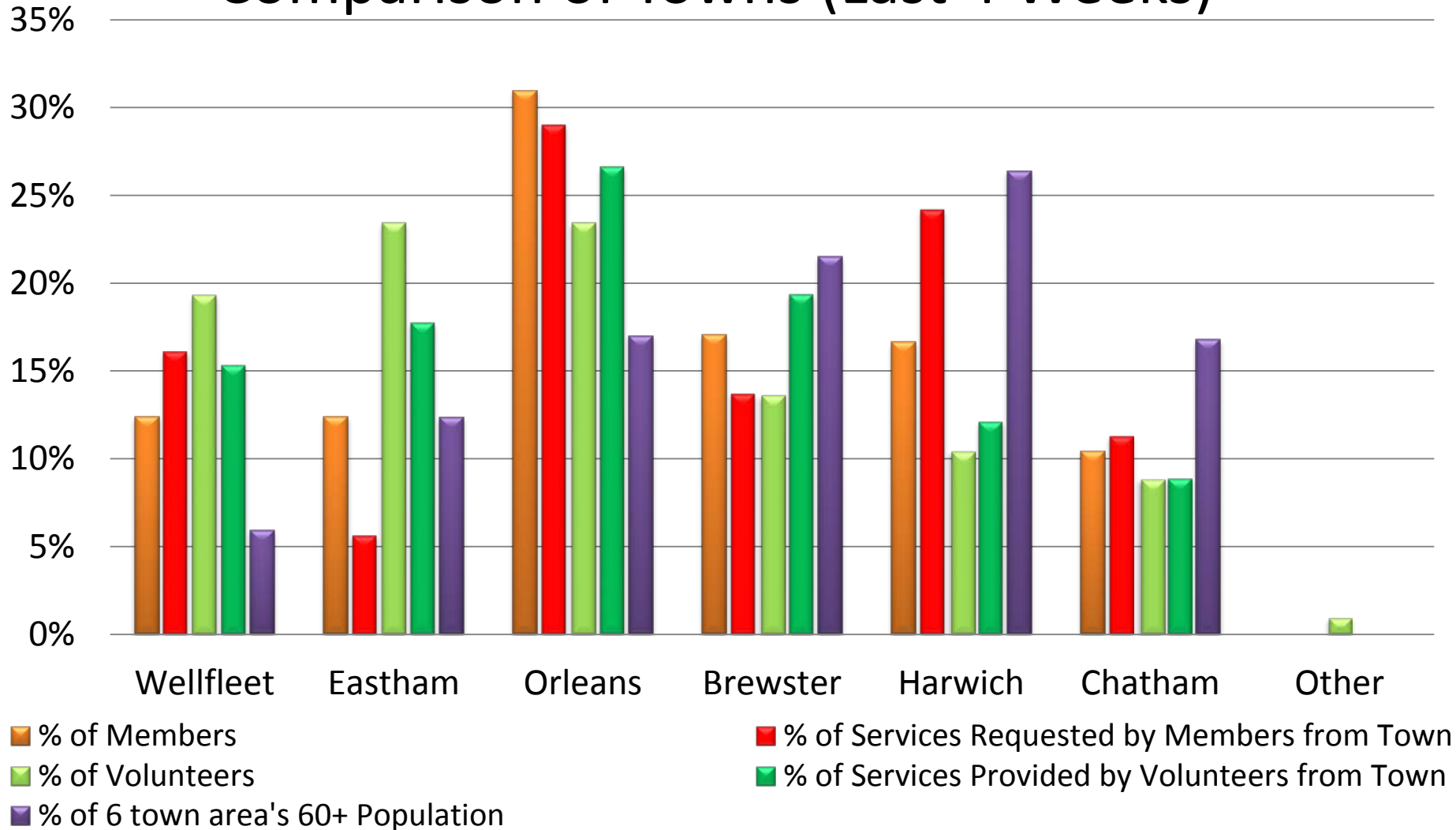
# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

- The balance between volunteers and members is **slightly off** in 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.

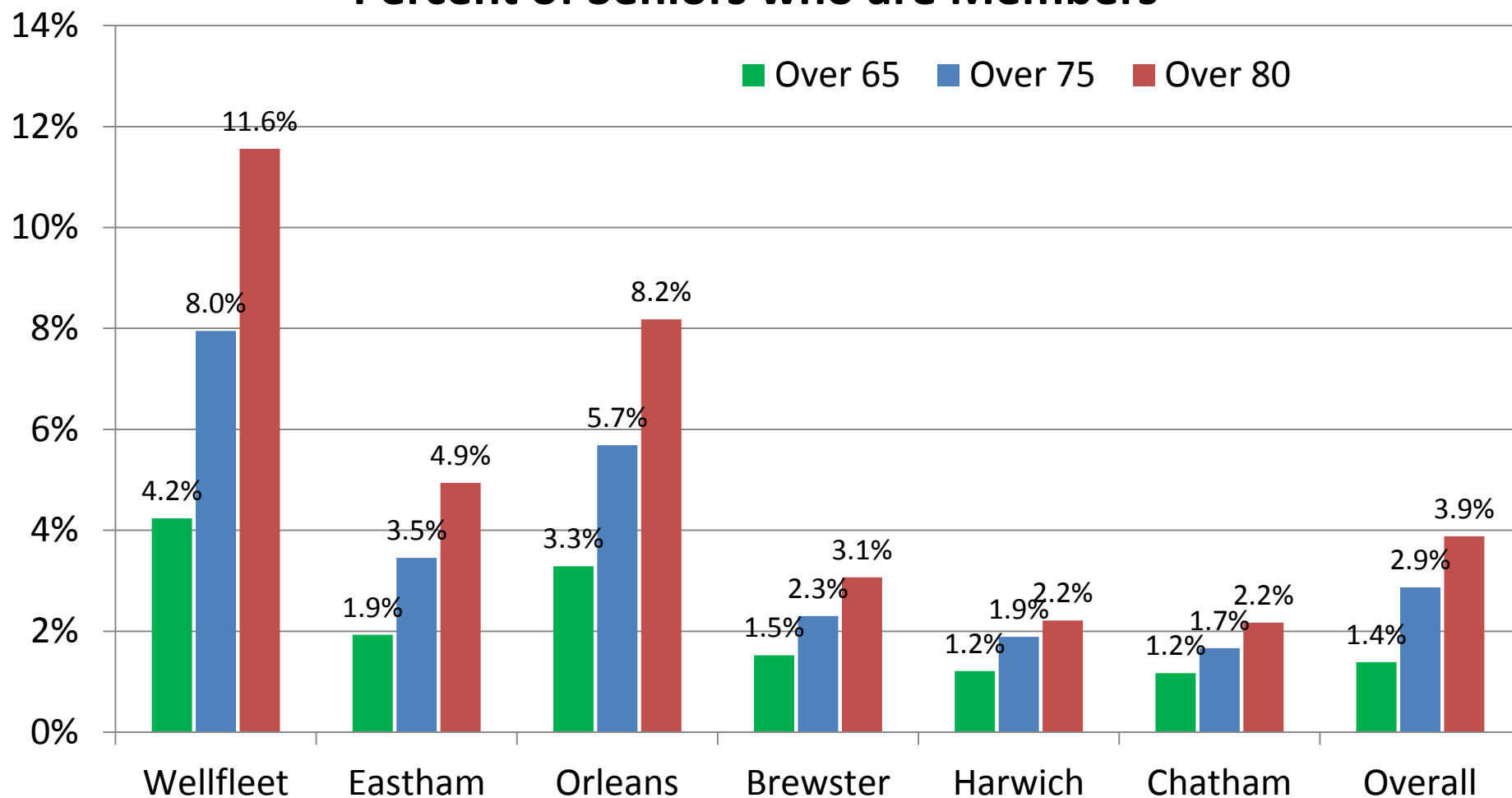


## Comparison of Towns (Last 4 Weeks)



## 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	988	82	210	35	33	1	1349
	Eastham	610	368	556	81	114	15	1744
	Orleans	37	59	1332	210	63	24	1725
	Brewster	10	25	485	281	205	7	1013
	Harwich	11	2	69	100	484	7	673
	Chatham		1	11	8	72	43	135
	Other	6	0	8	8	7	0	29
	Total Used	1662	537	2671	723	978	97	6668

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

55% 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	14	2	1	1	1		19
	Eastham	5	4	7	1	5		22
	Orleans		1	20	4	2	6	33
	Brewster			8	9	7		24
	Harwich	1			1	13		15
	Chatham				1	2	8	11
	Other	0	0	0	0	0	0	0
	Total Used	20	7	36	17	30	14	124