

Week 218 Member Services Report

April 18, 2015



Wychmere Harbor

[By khopan](#)

Summary of the Past Week

- Spring finally shows signs of arriving on the Cape. Requests are up and cancellations are down.
- Future requests are picking up.
- We added **two** new members.
- Our waiting list has **36** people on the list.
- We added no new volunteers.
- Online signups filled **76%** of needed services in the last four weeks.
- **The trial version of our new Volunteer Portal from Club Express **has arrived** and is being tested. It should be release to our volunteers in a week or two.**
- 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 49 services for 39 households and covered 10 office shifts last week. With 7 filled cancellations that means we filled 66 assignments.
 - 87 volunteers performed 170 services for 68 households and covered 40 office shifts in the last 4 weeks.
 - 221 volunteers performed 2141 services for 188 households this year.
 - 13 services were cancelled last week, 7 with a volunteer already assigned.
- 153 of 202 filled services for the last 4 weeks (76%)
[were filled online.](#)
- We have **266** members and **322** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 68.

Looking Forward

- We have **222** future service requests booked for the next three months, an average number that is expected to climb.
 - **32** future service requests have been cancelled
 - **4** services remain to be filled for next week,
 - **34** more need filling in the following three weeks.
 - **70%** of services for the next four weeks have volunteers, which is just above average.
 - **51%** 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?

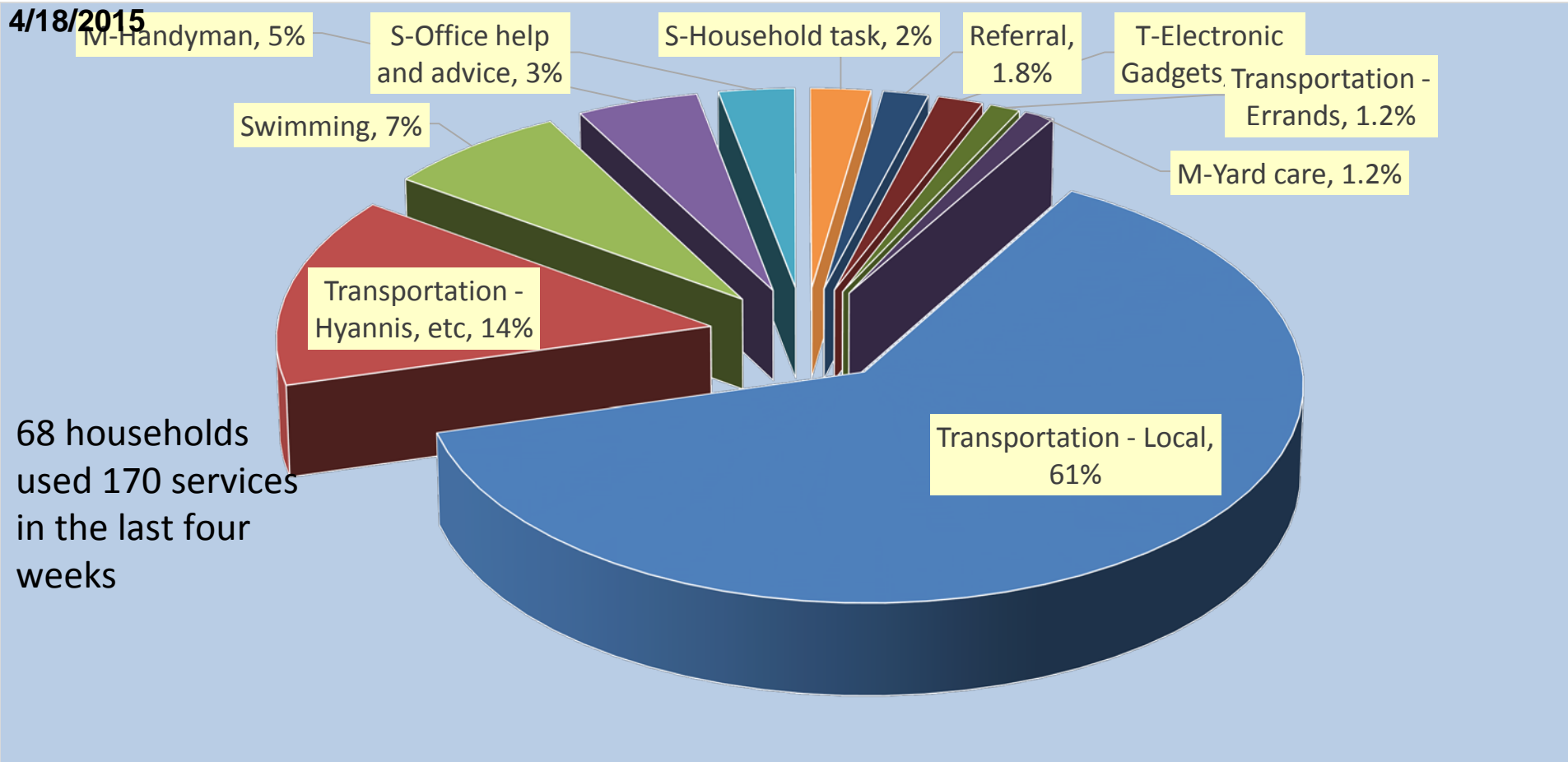
What are the differences between the towns in our service area?

WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

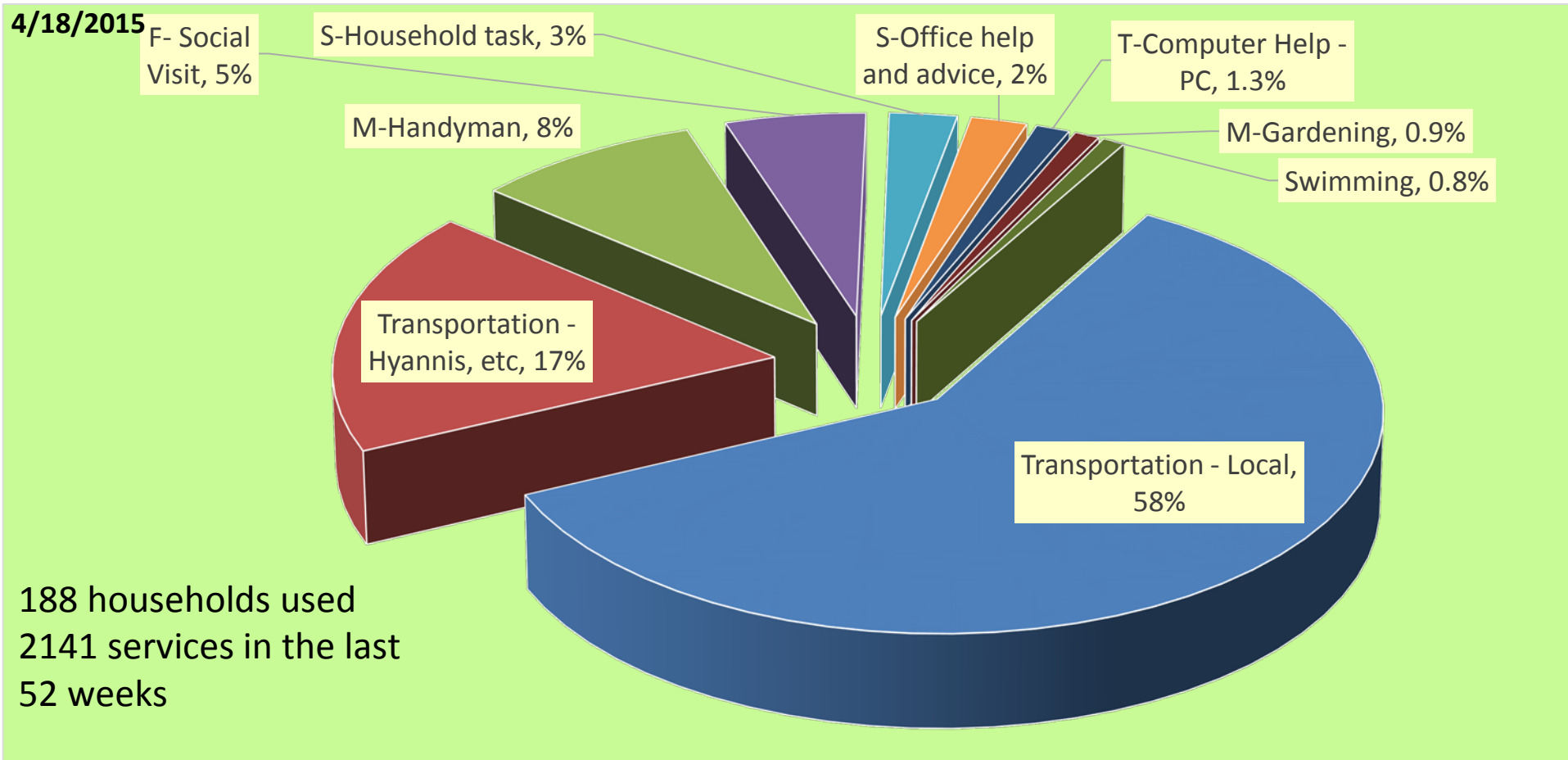
What and how many services are we providing?

- Overall, transportation remains the major need (**75%**).
- **30%** of households used services in the last four weeks.
- The annual rate of services climbed back to **10** per year per household, recovering from our lowest point.
- The 10% most needy members used nearly 60% of services, a very high number, a trend that starting to decline.
- “Only” **12** services were cancelled for this week as the weather improved, half after volunteers were found.

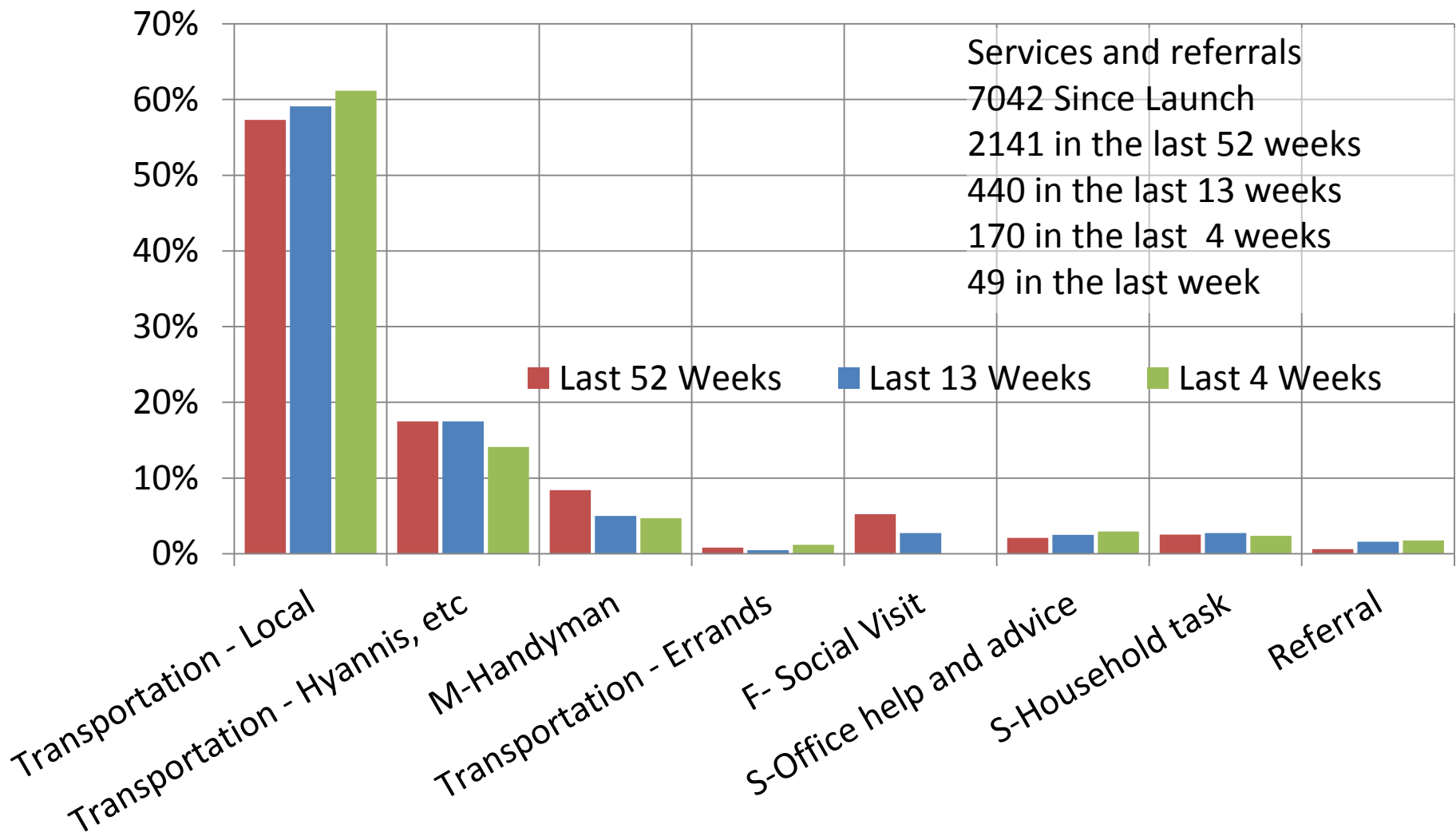
Services in the Last 4 Weeks



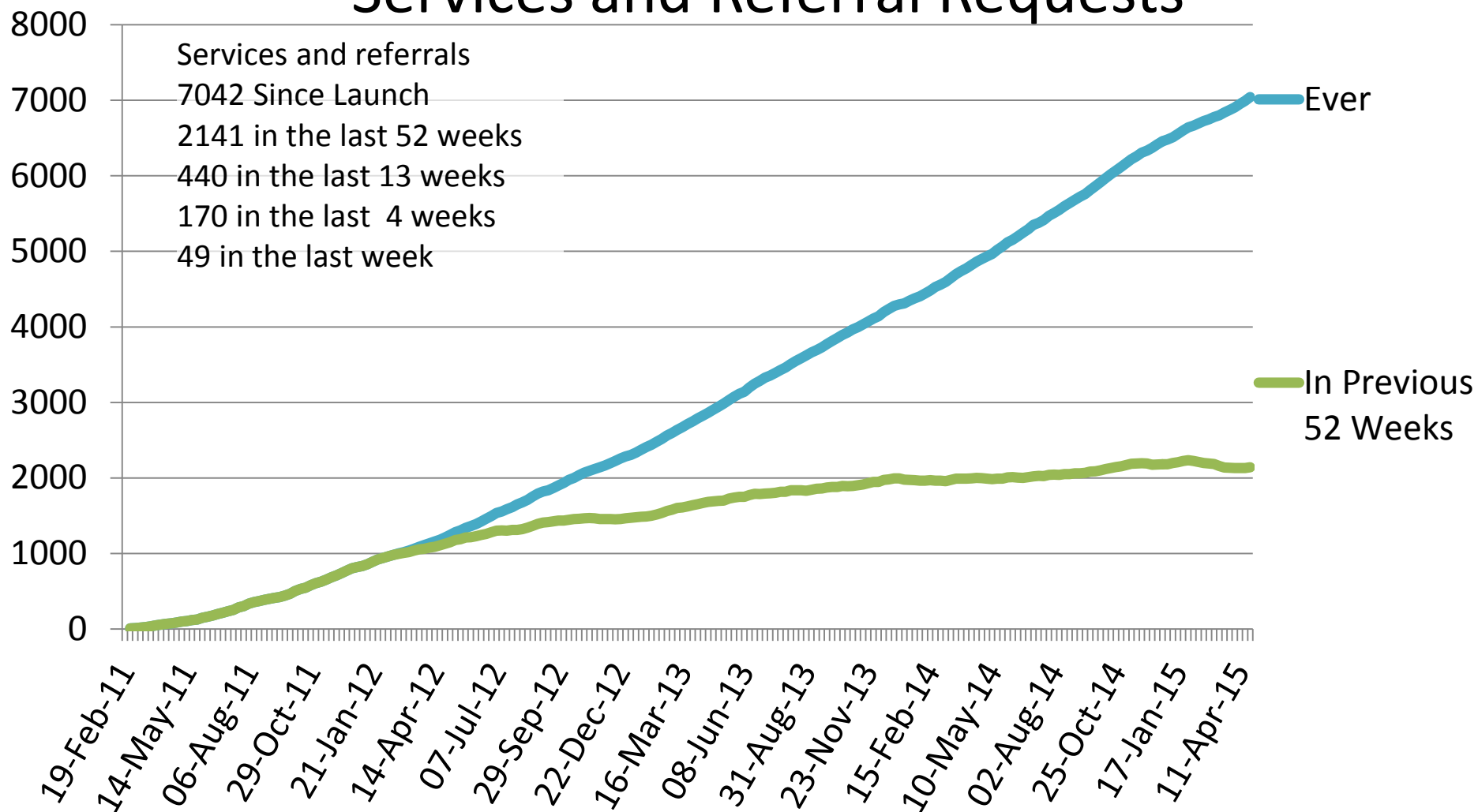
Services in the Last 52 Weeks



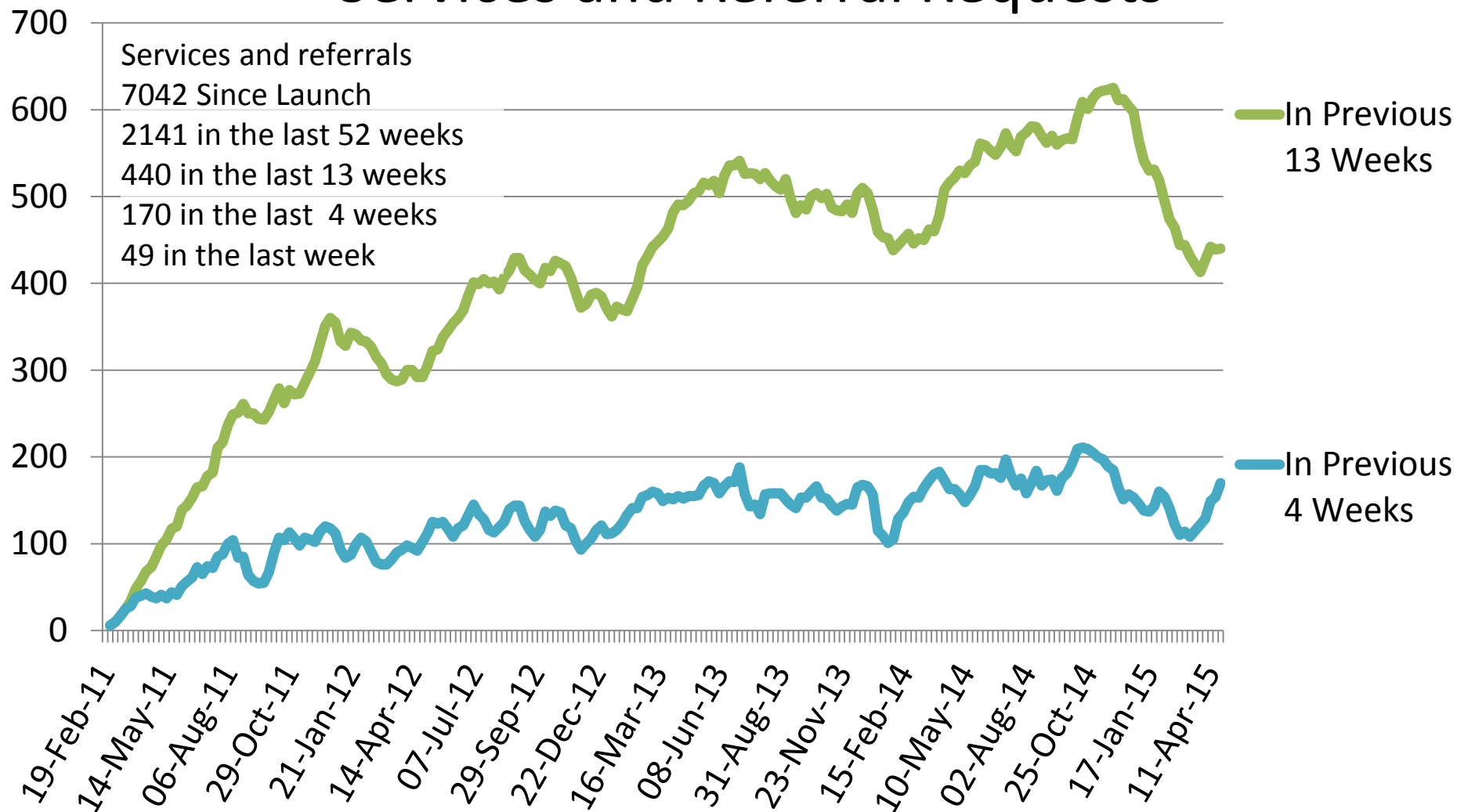
Trends in Services



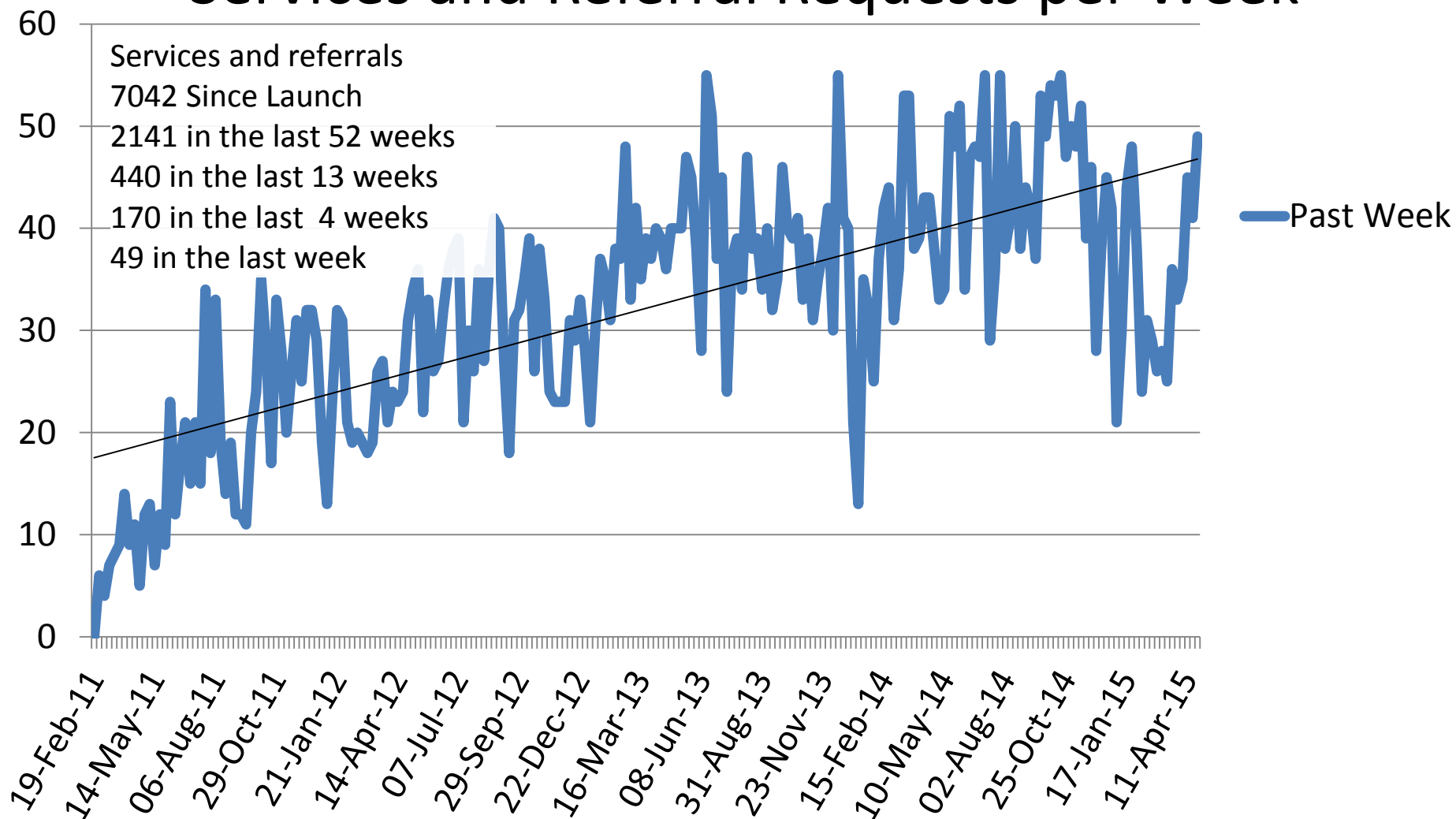
Services and Referral Requests



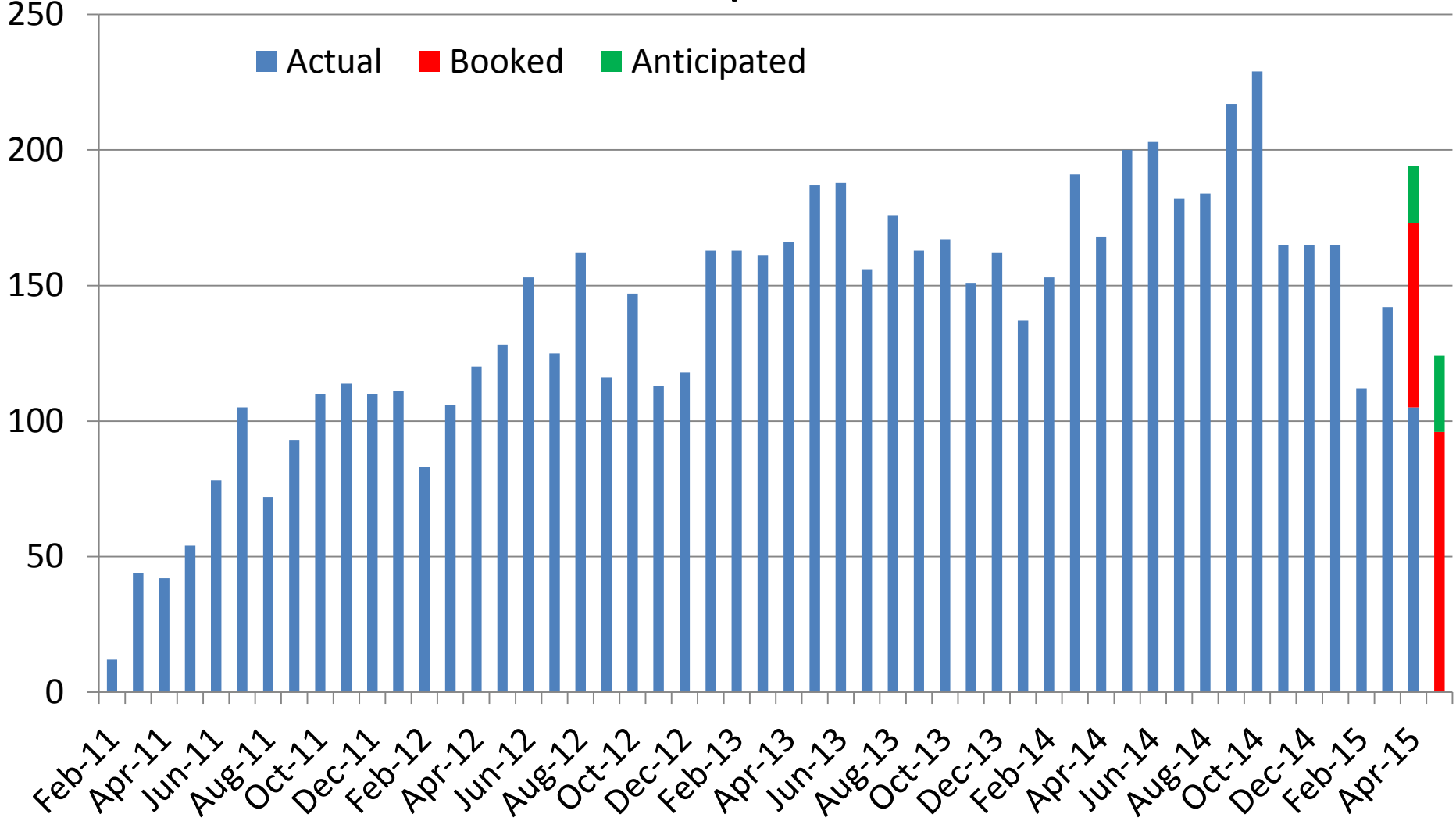
Services and Referral Requests



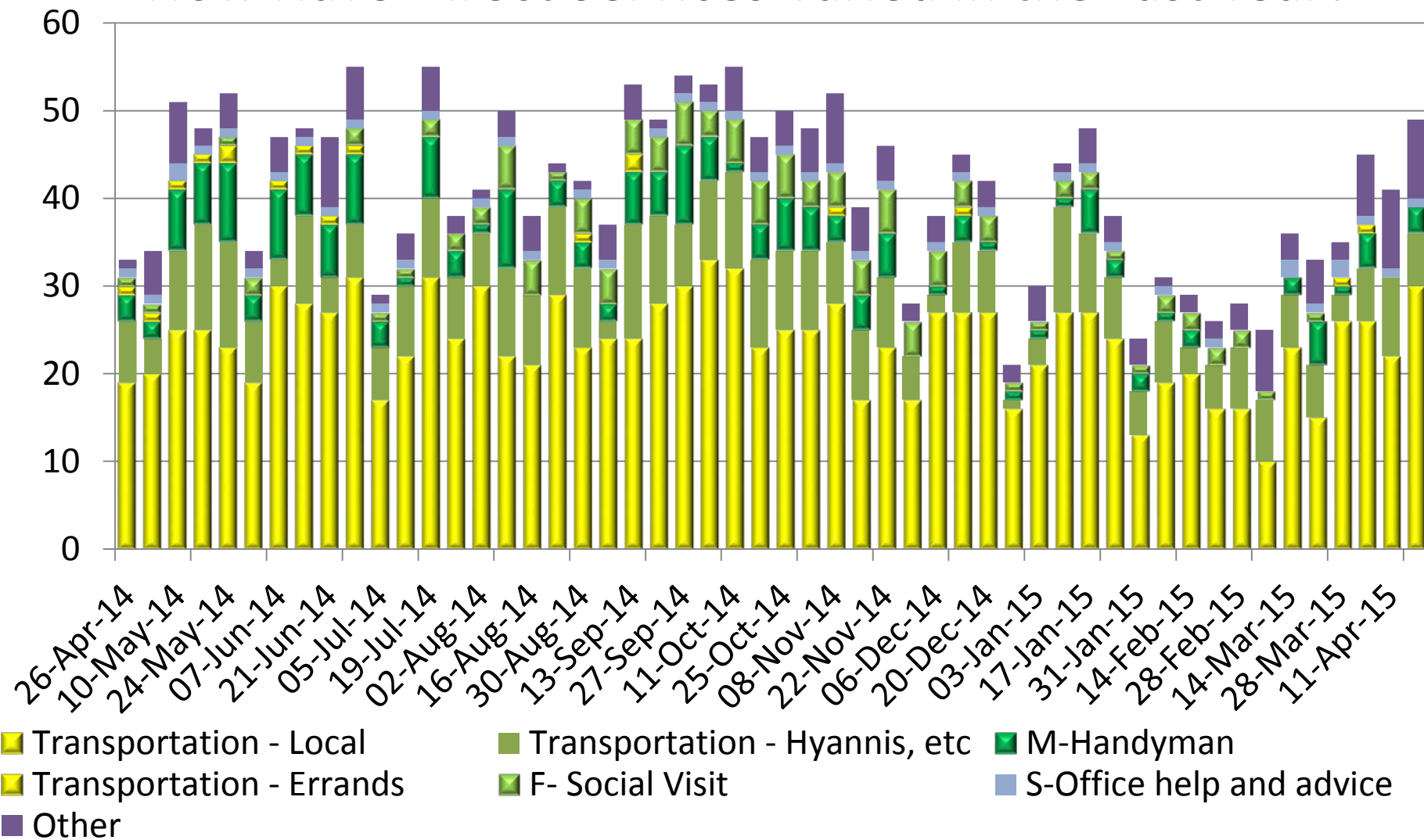
Services and Referral Requests per Week



Services per Month

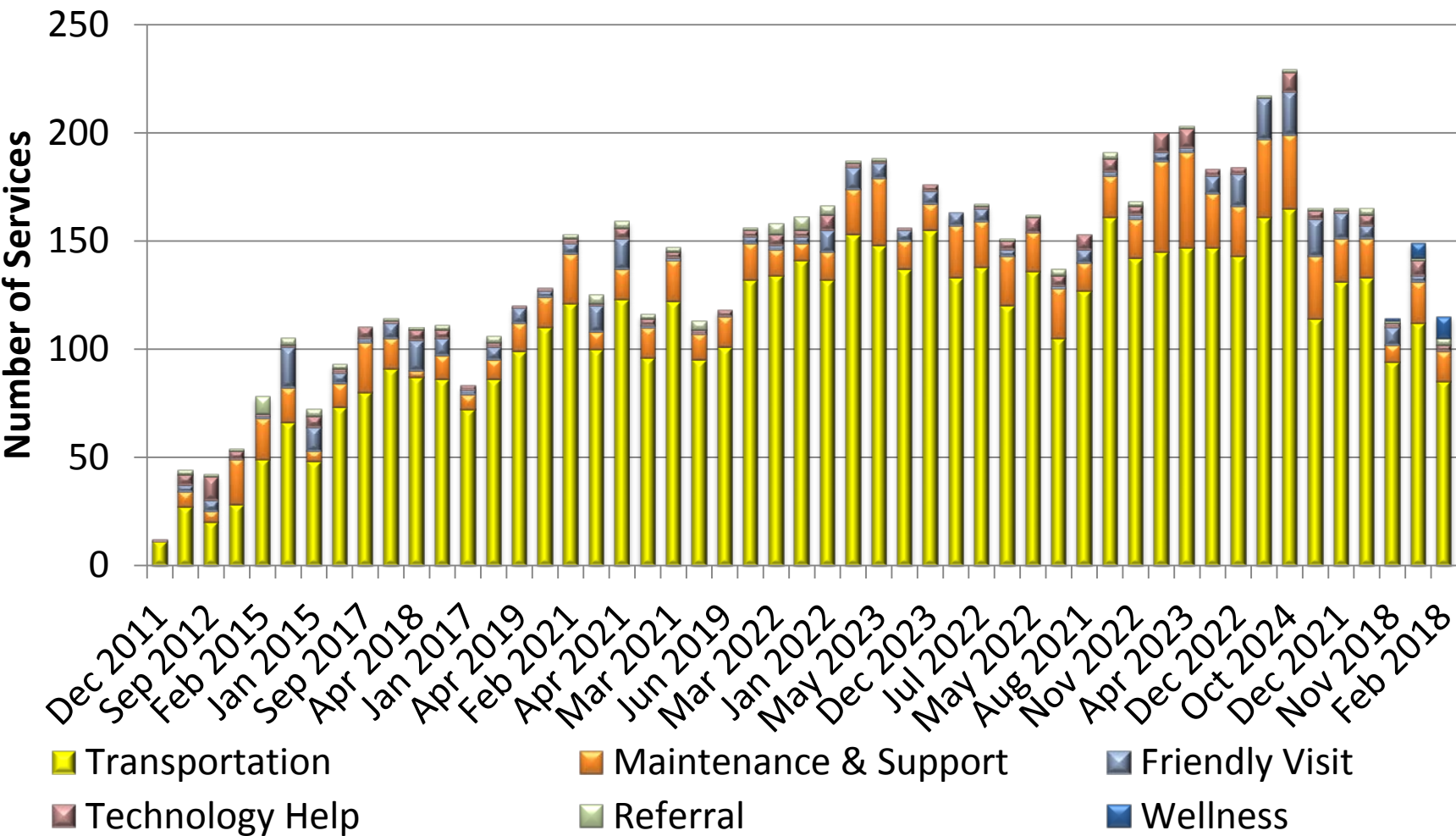


How Have Direct Services Varied in the Last Year?



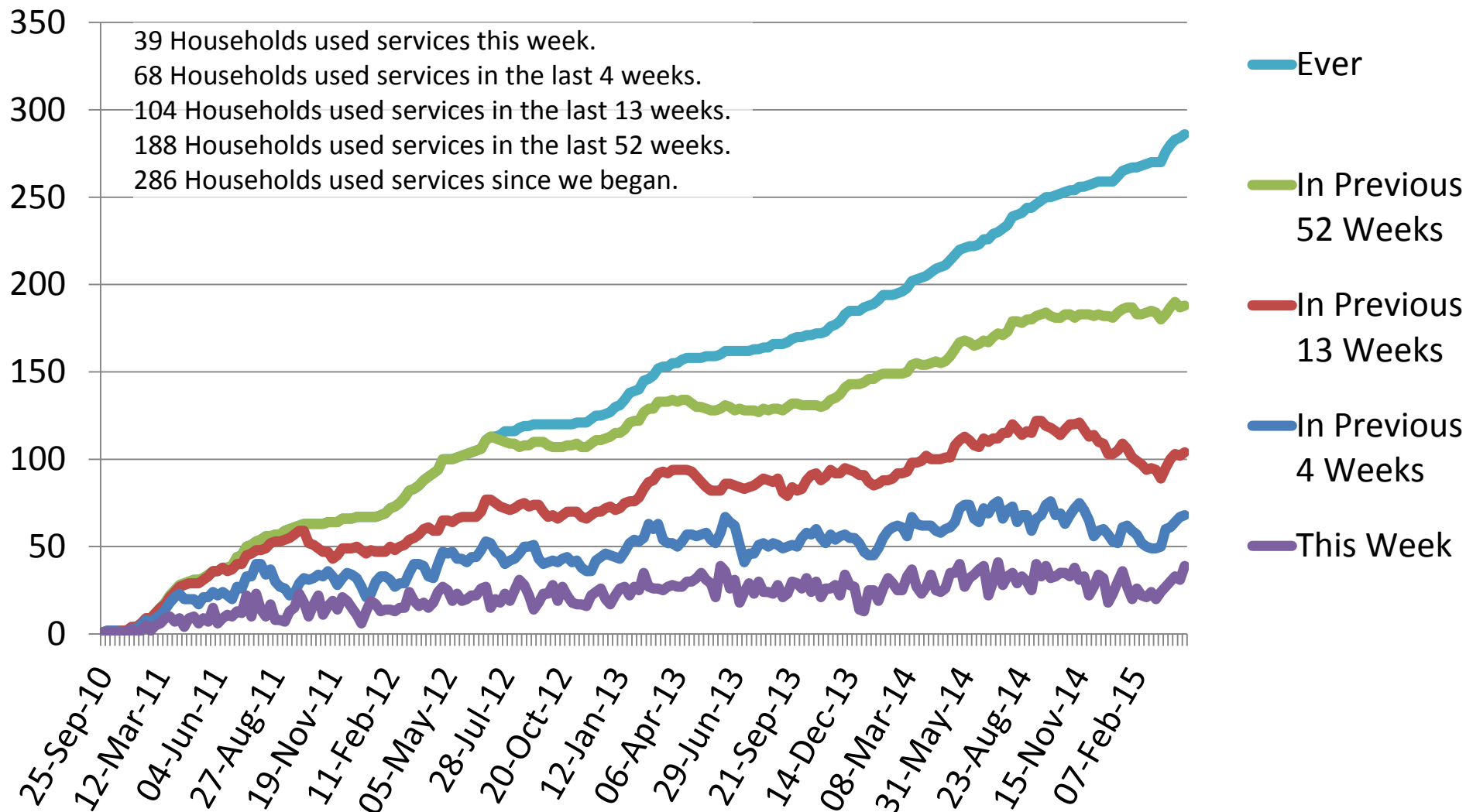


Service Categories





How Many Households Served



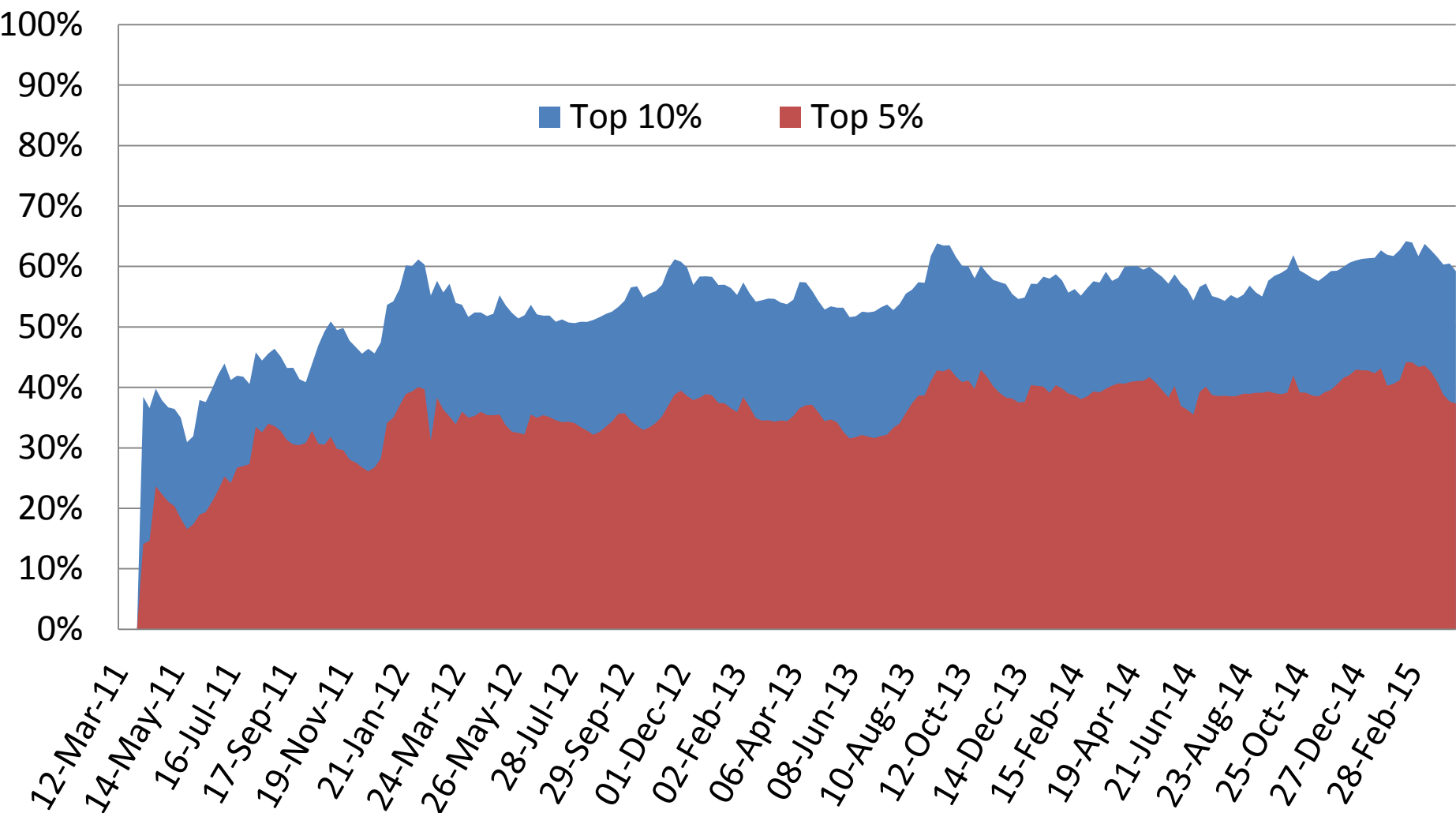
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Heaviest Users of Services



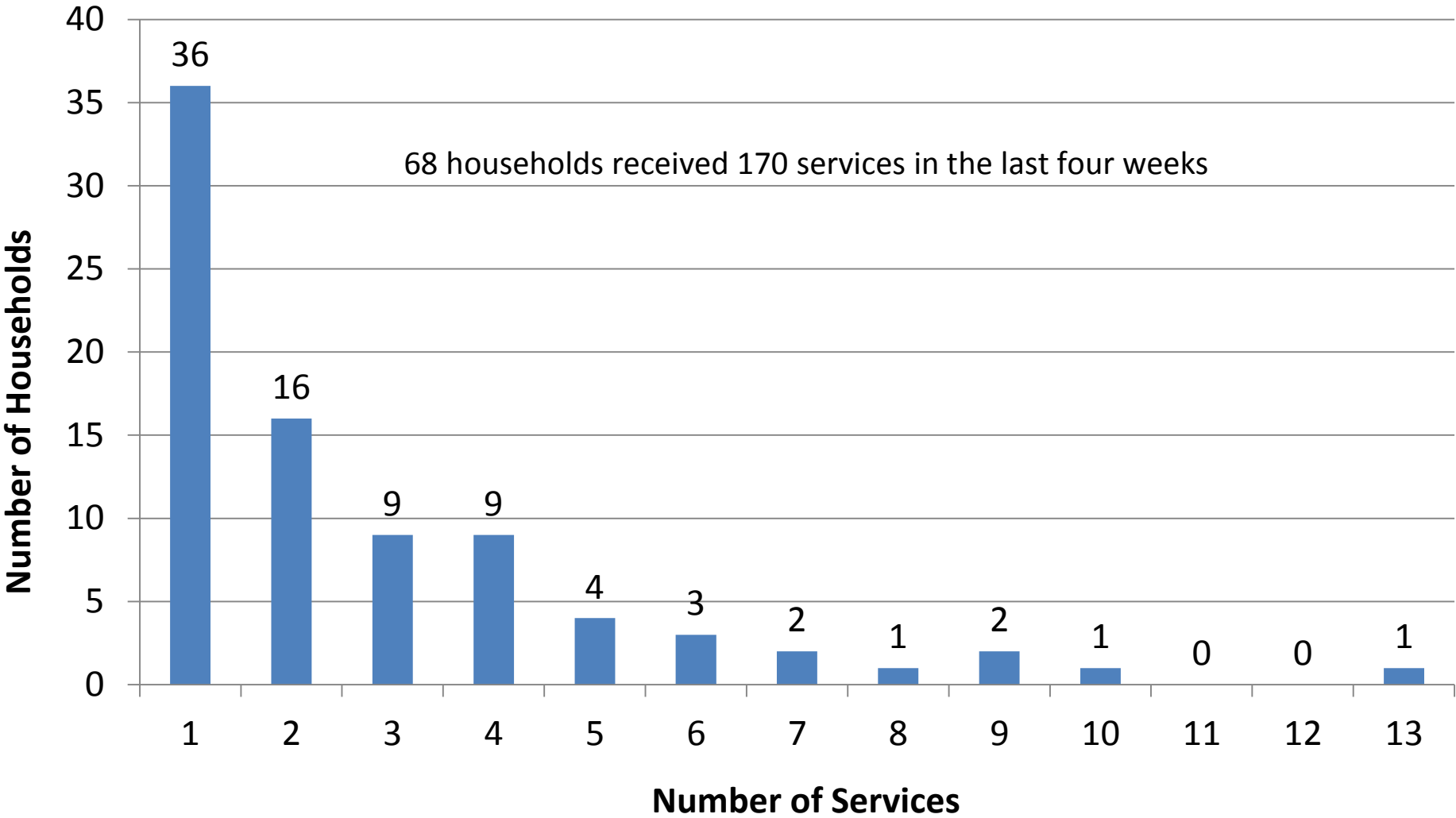
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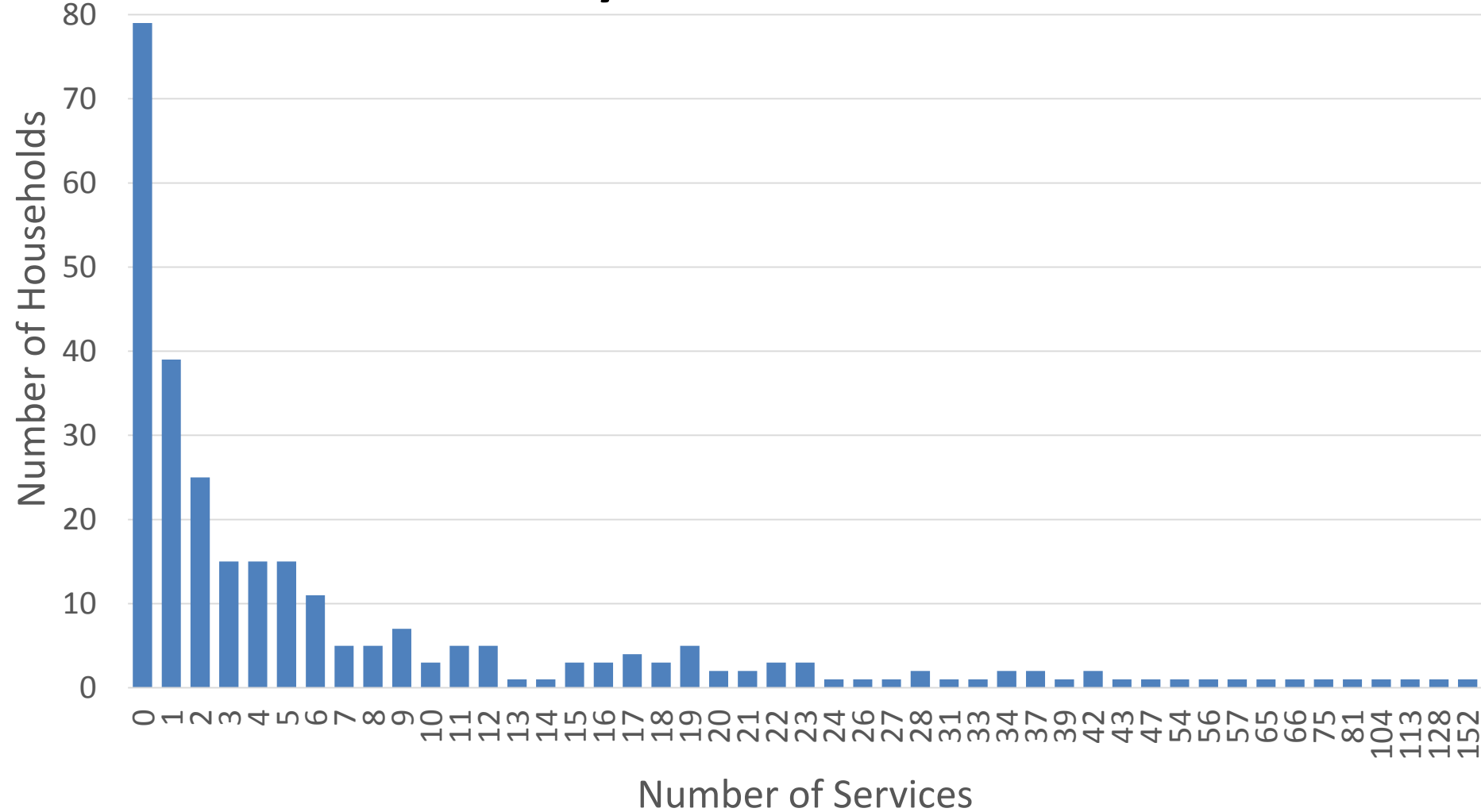
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Rate of Direct Services in Last 4 Weeks

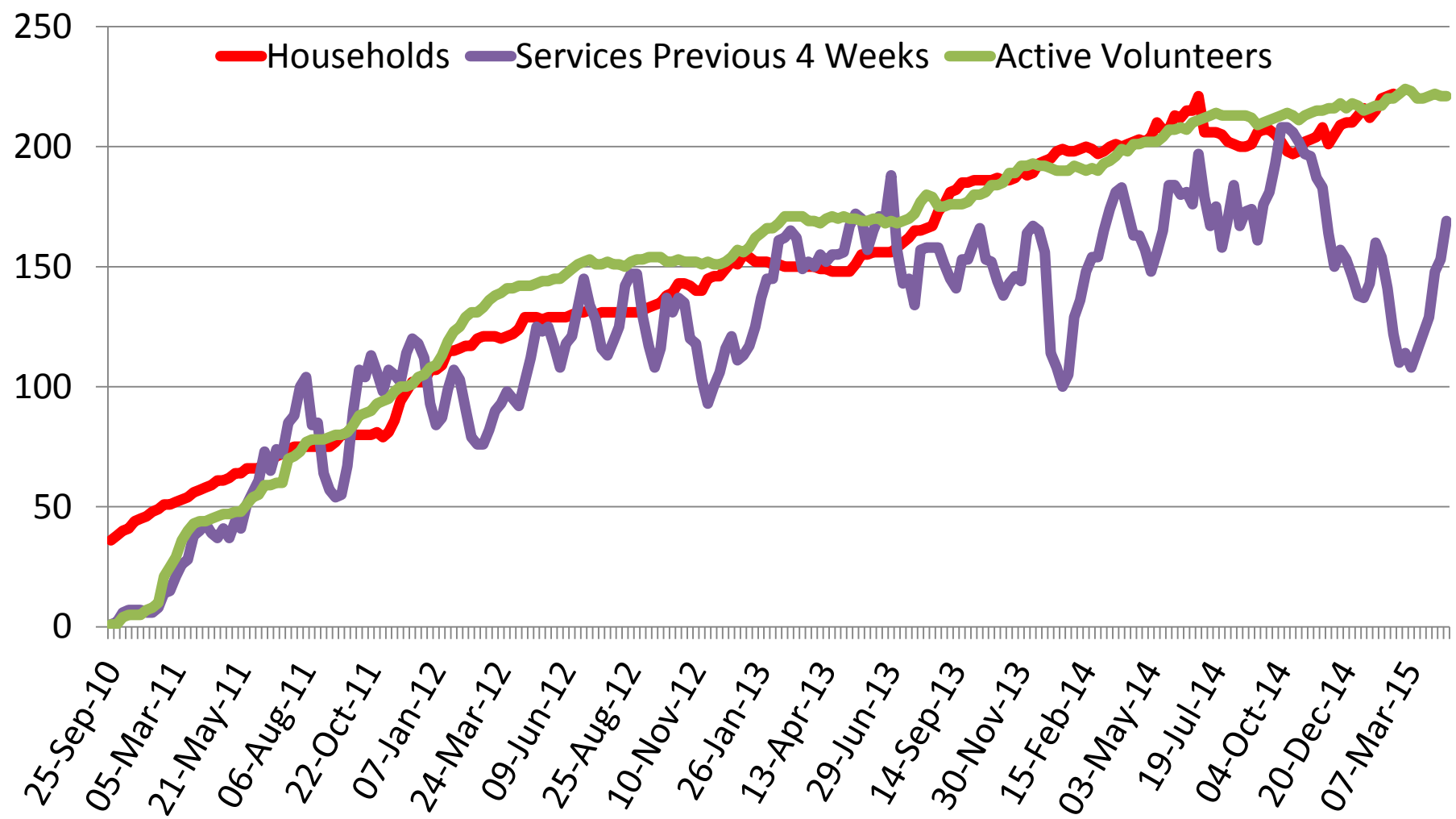


How Many Services in Last Year

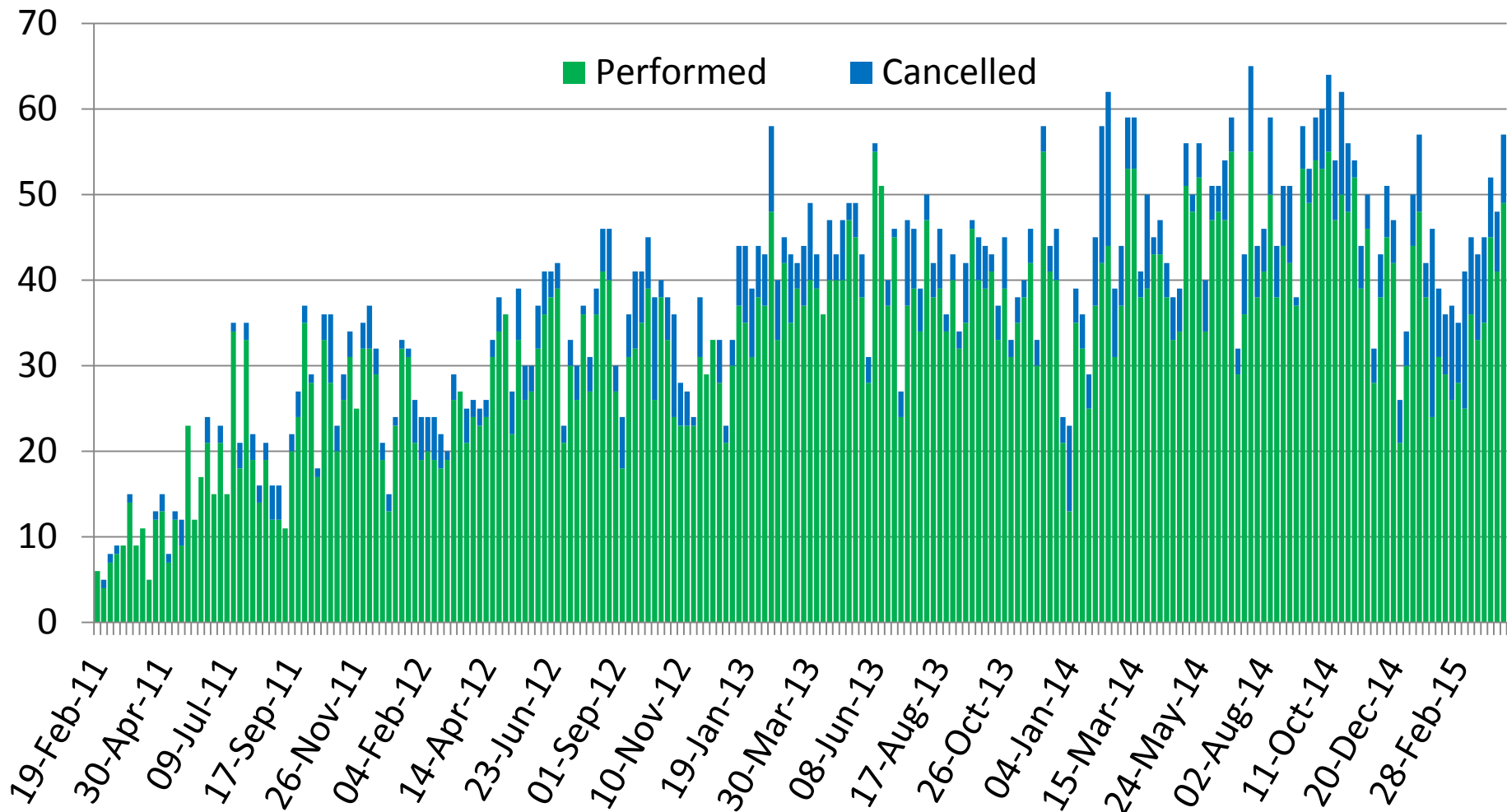




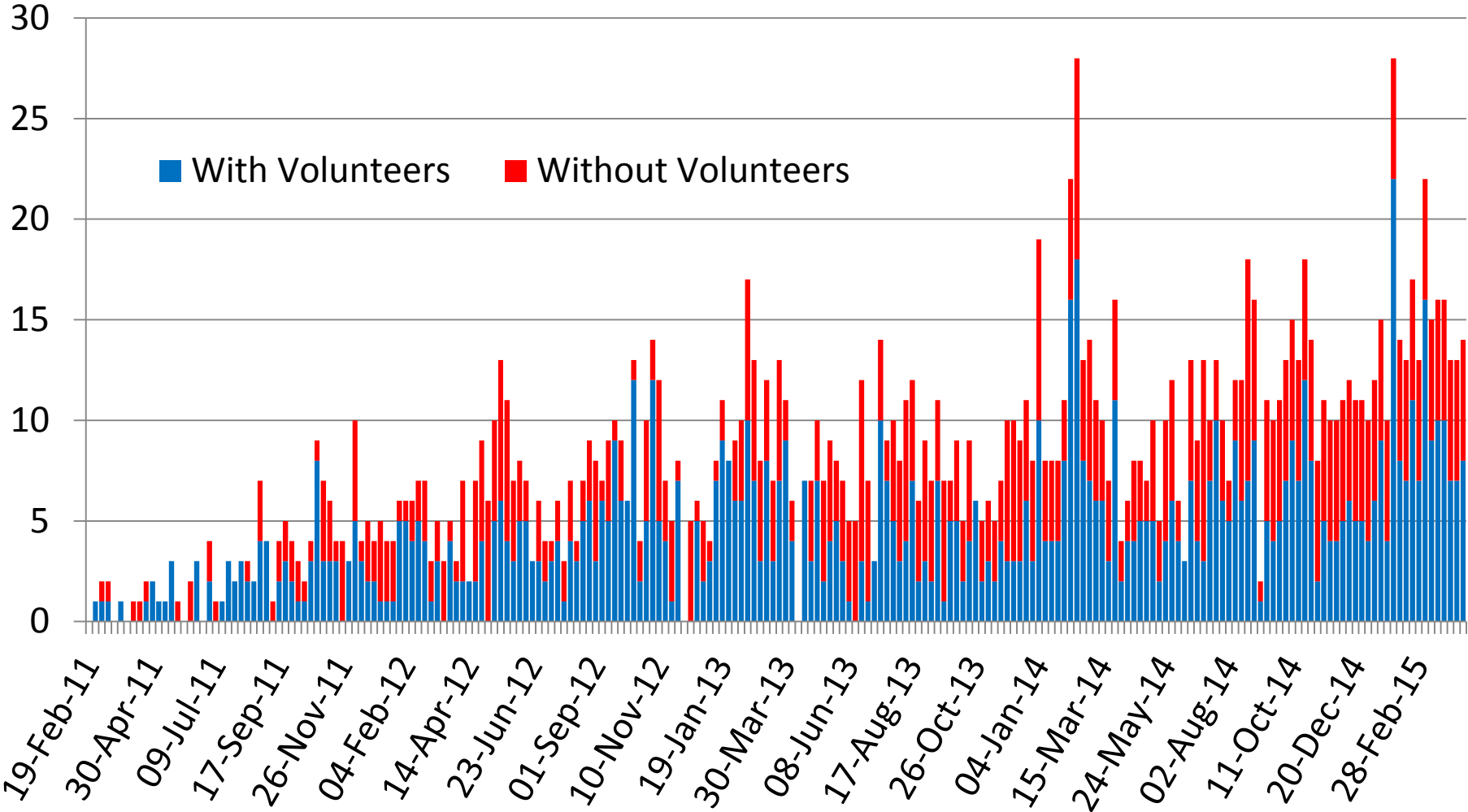
Members, Volunteers, and Services in Last 4 weeks



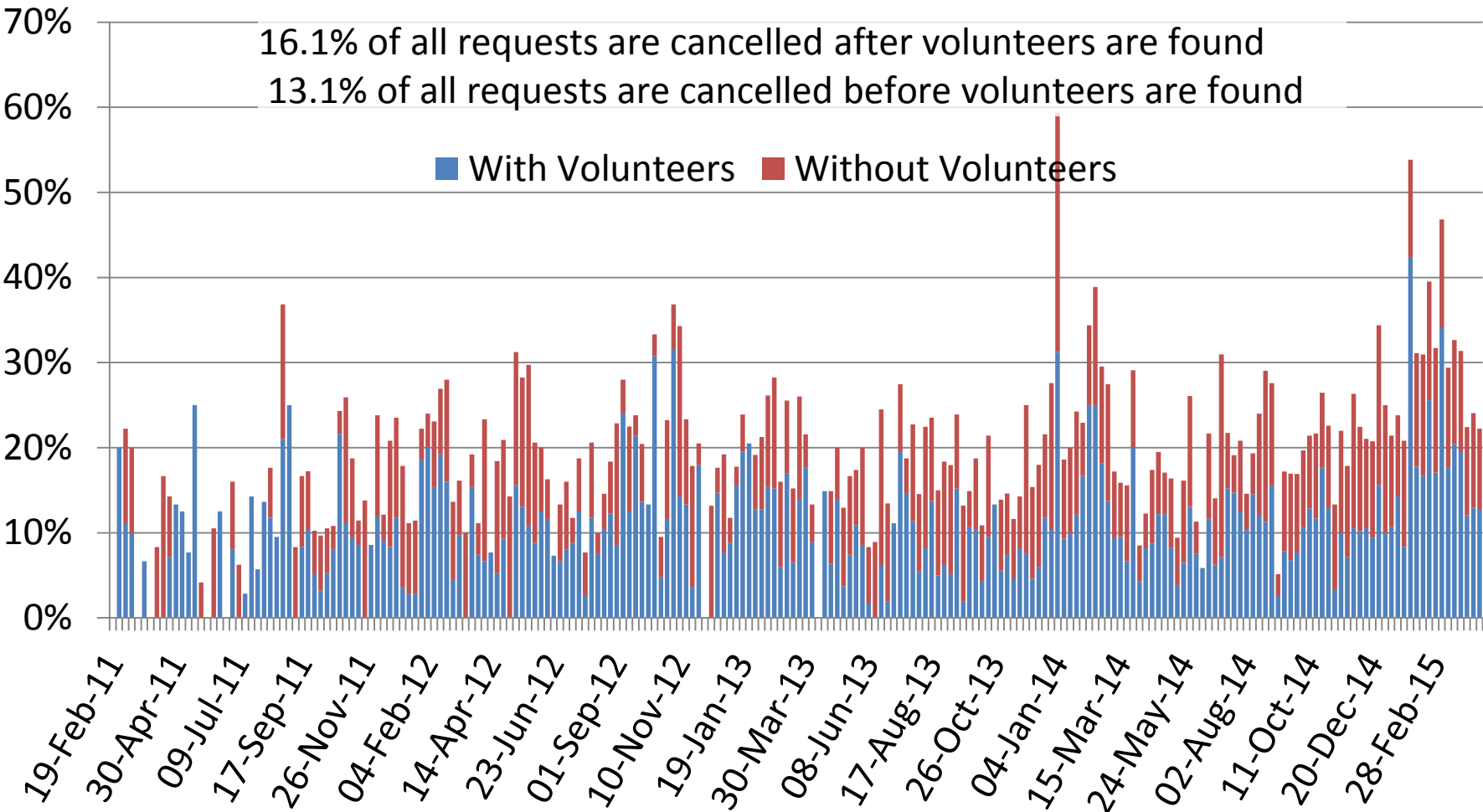
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



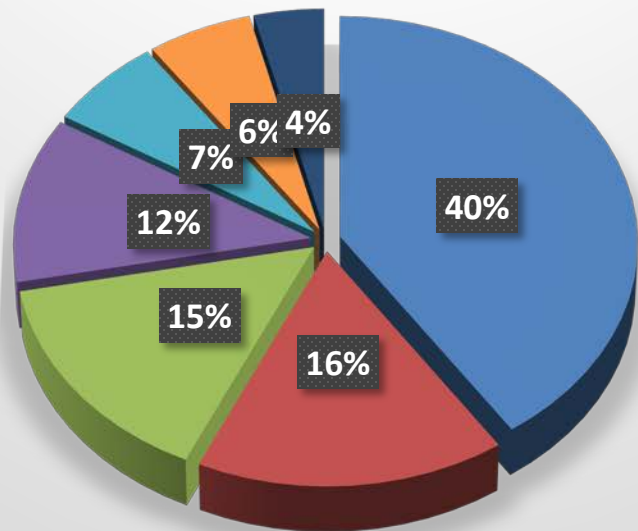
Why Members Quit

- Since we began we have had a total of 421 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
- 80 members have not asked for any services in the last year, which bears this out.

Why Members Quit

4/18/2015

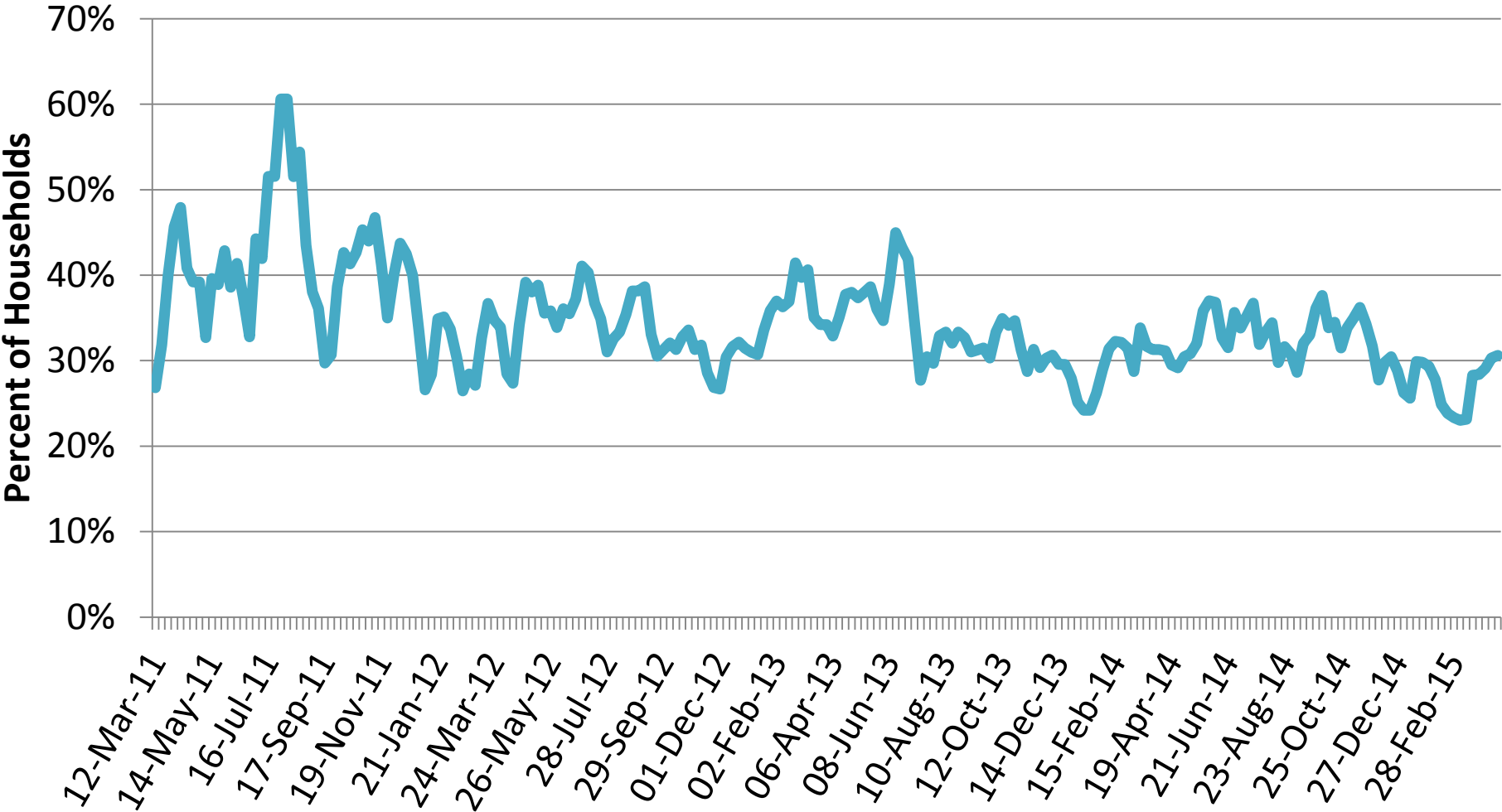
Since we began we have had a total of 421 members 36% of whom have dropped their membership



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

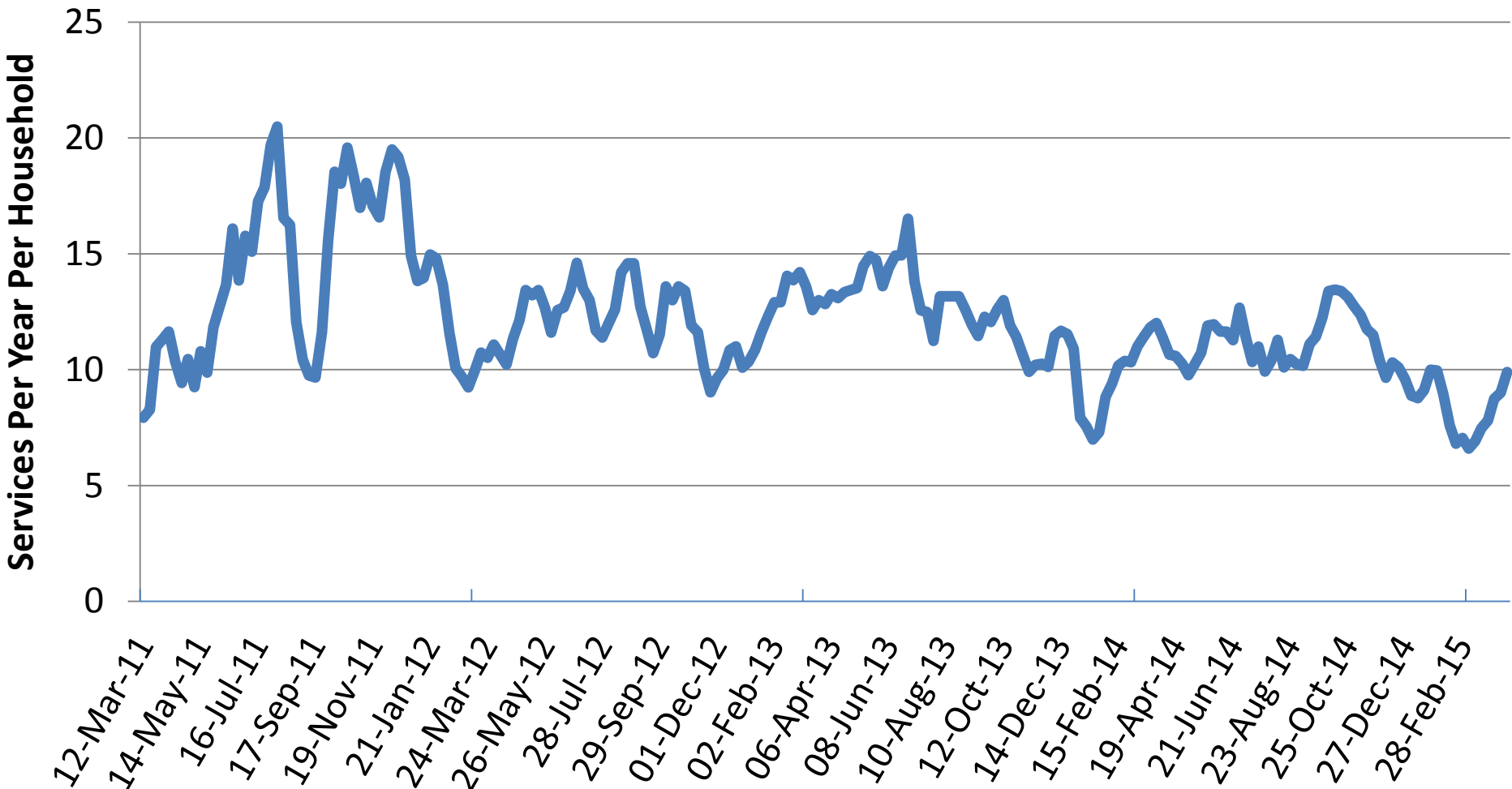


% of Households Receiving Services in Last Four Weeks





Annual Rate of Services per Household



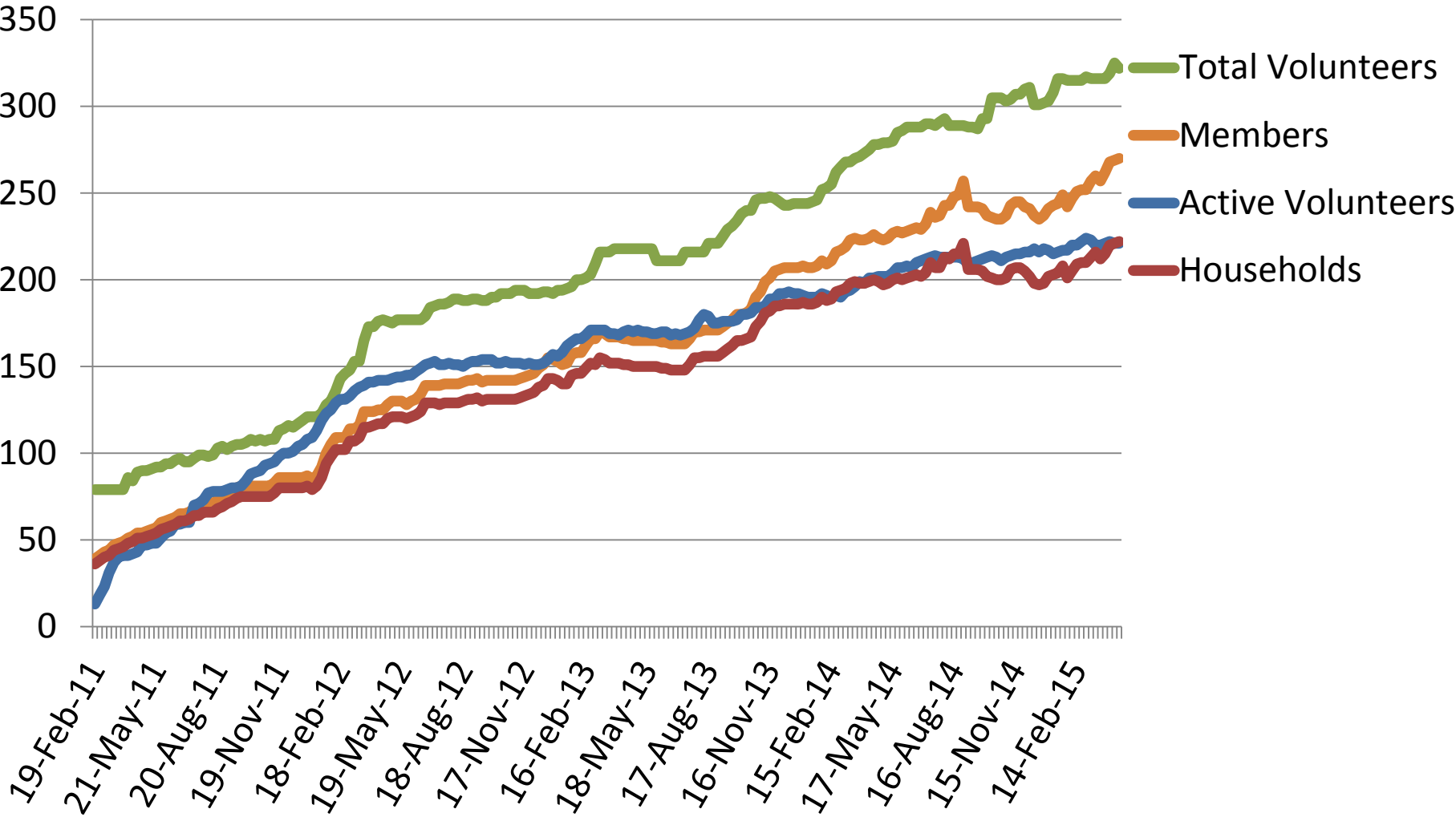
HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

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.
 - 87 Volunteers provided services in the last 4 weeks.
 - 120 Volunteers provided services in the last 13 weeks.
 - 221 Volunteers provided services in the last 52 weeks.
 - 316 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.

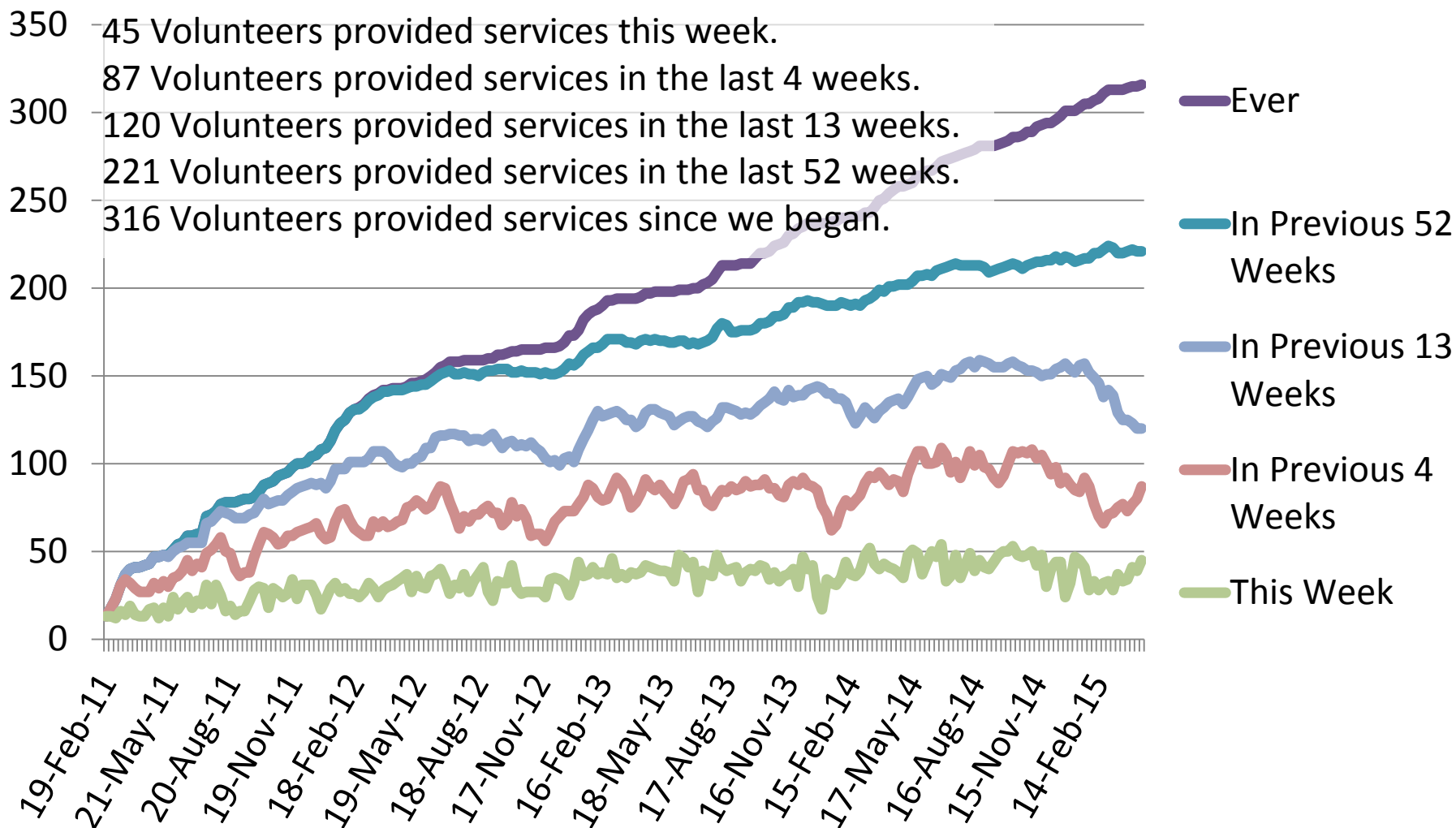


Members, Households and Volunteers



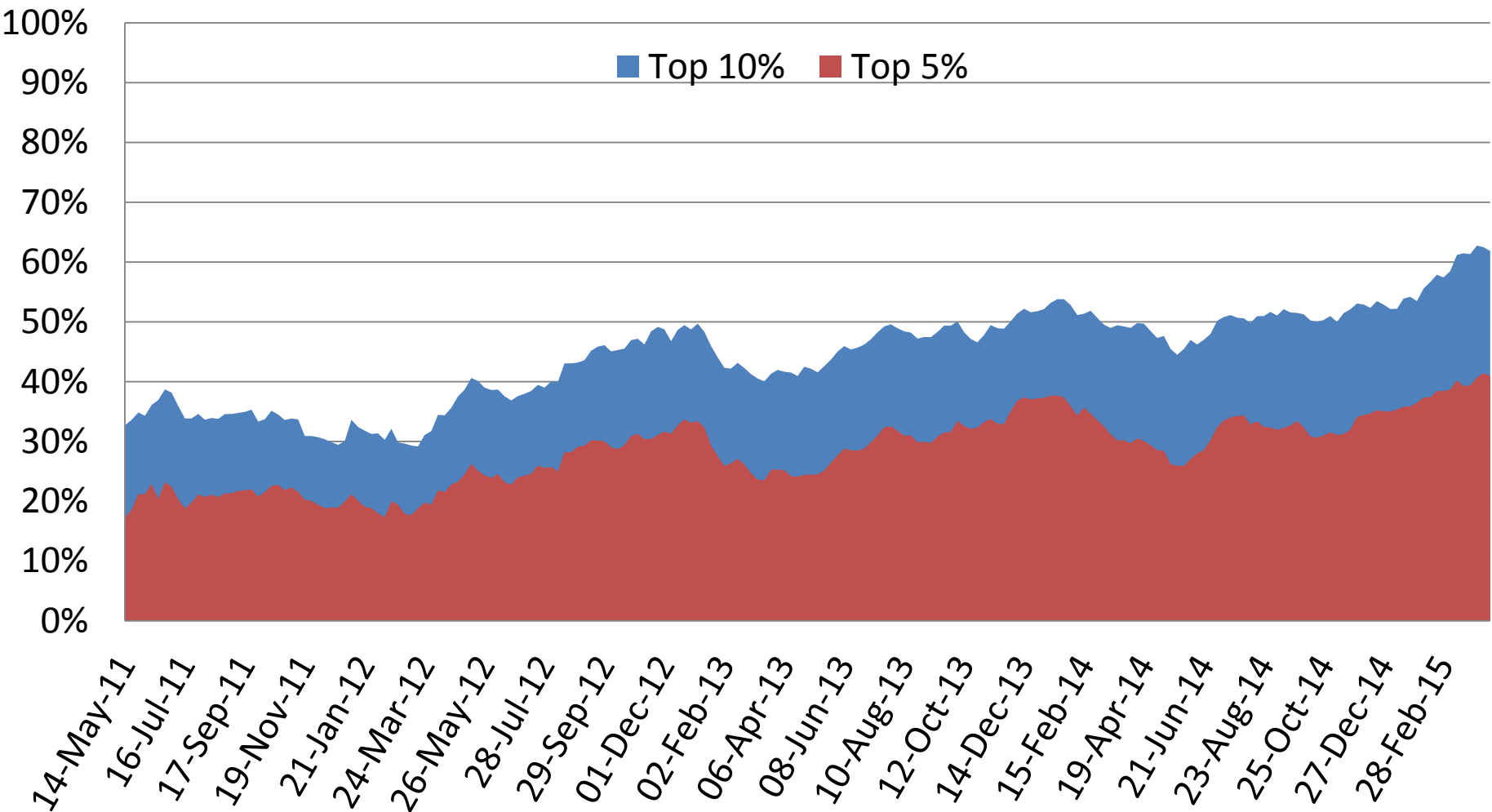


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks

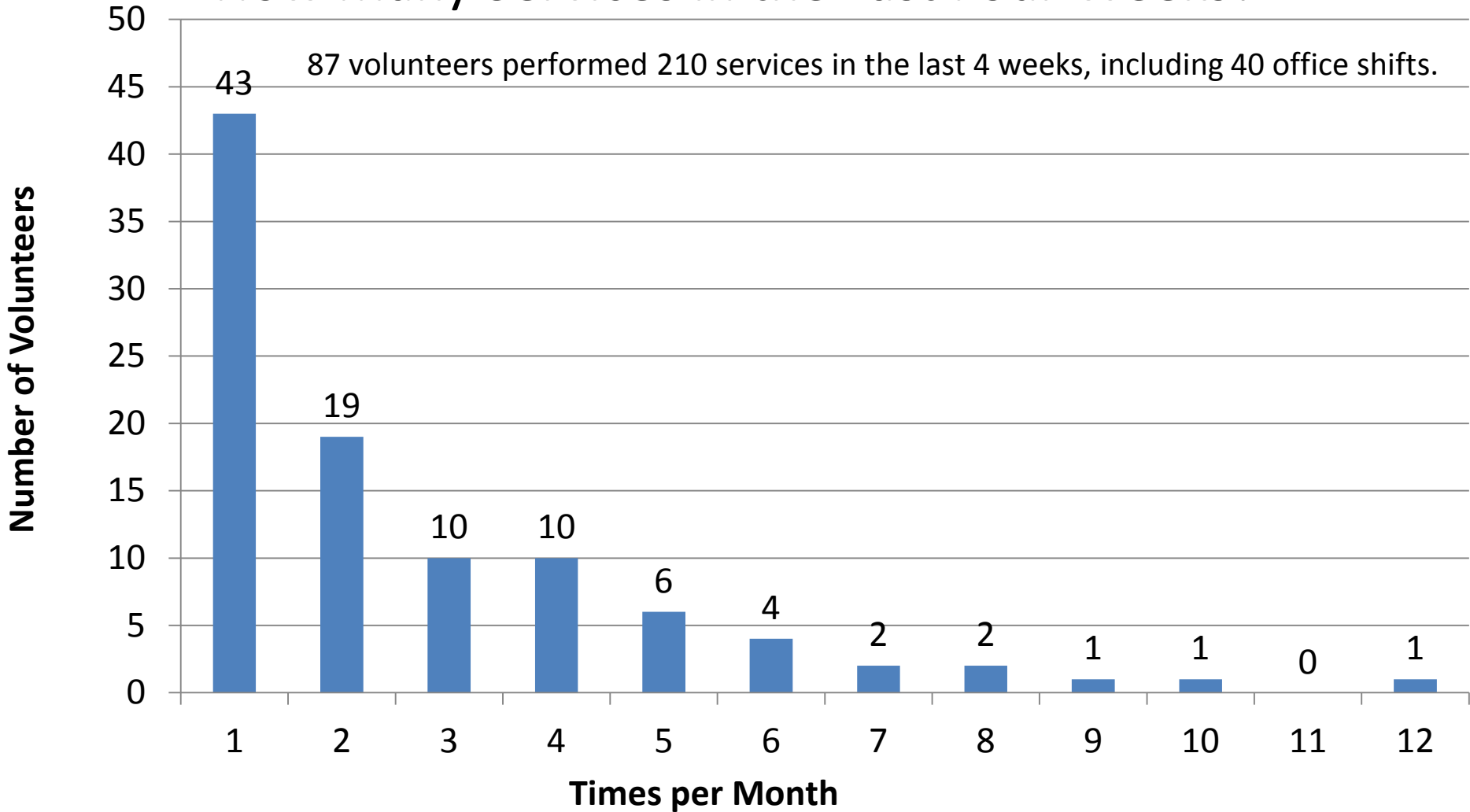


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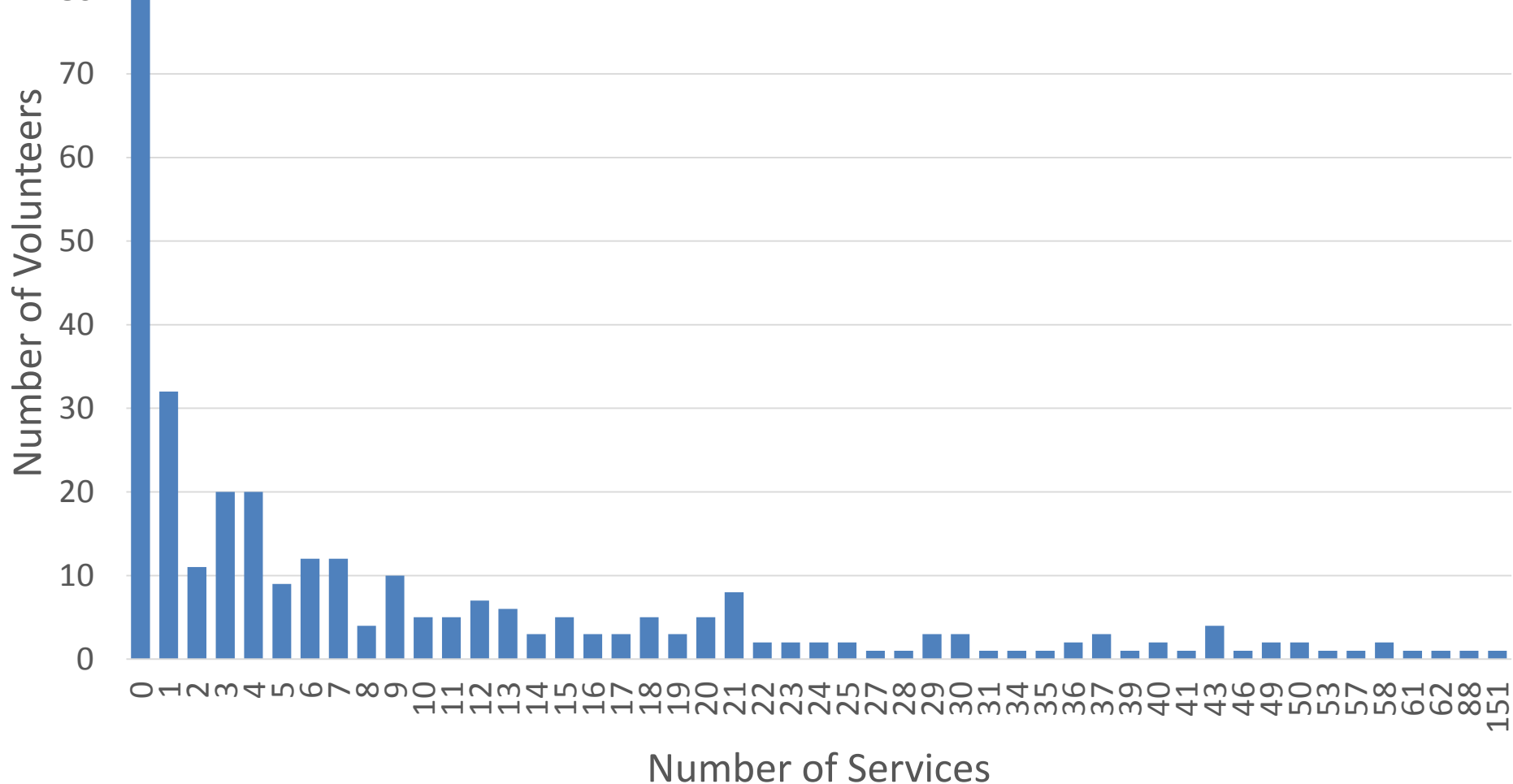
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How Many Services in the Last Four Weeks?



Services per Volunteer in the Last Year?



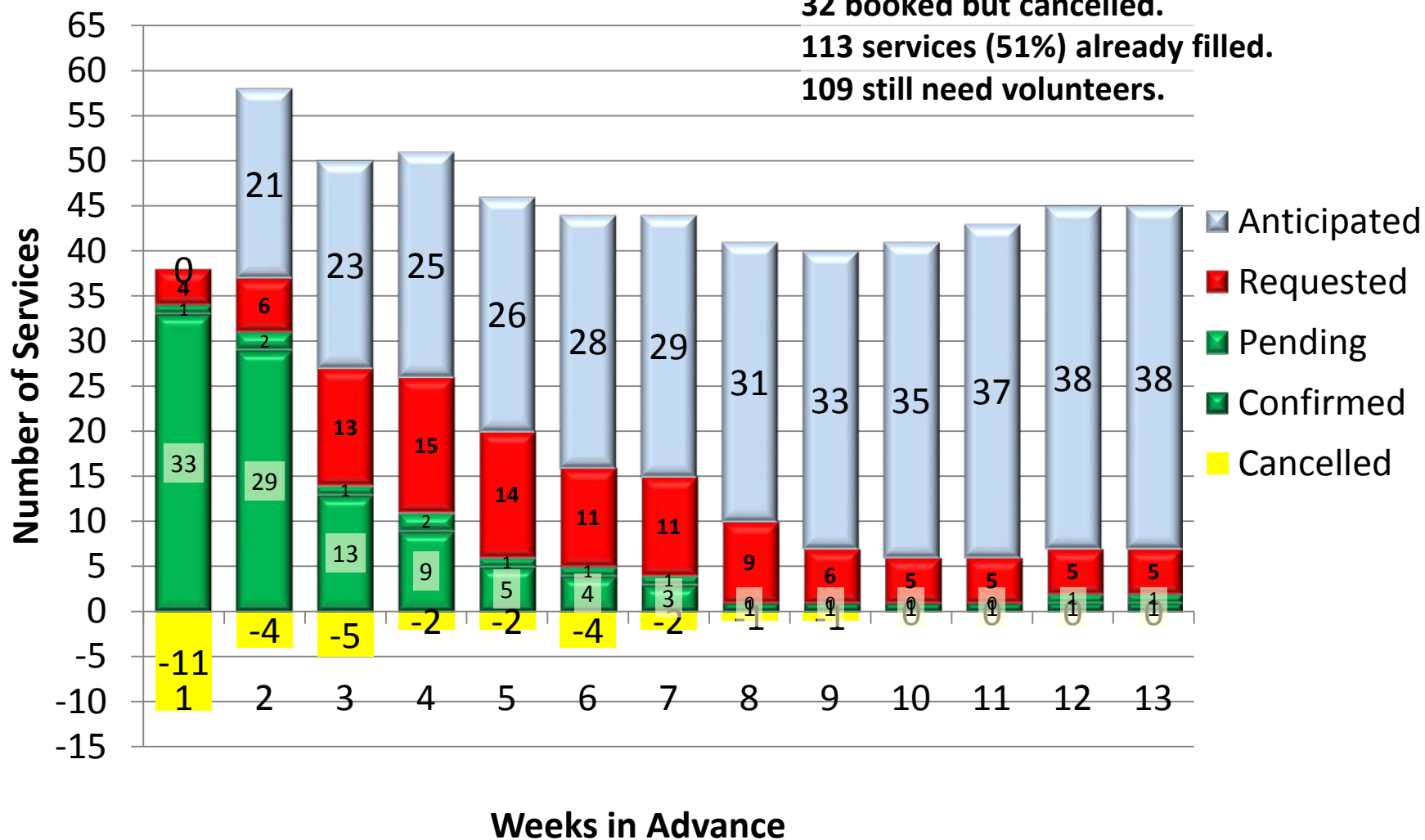
Service Requests on the Books

222 services needed for the next 13 weeks.

32 booked but cancelled.

113 services (51%) already filled.

109 still need volunteers.



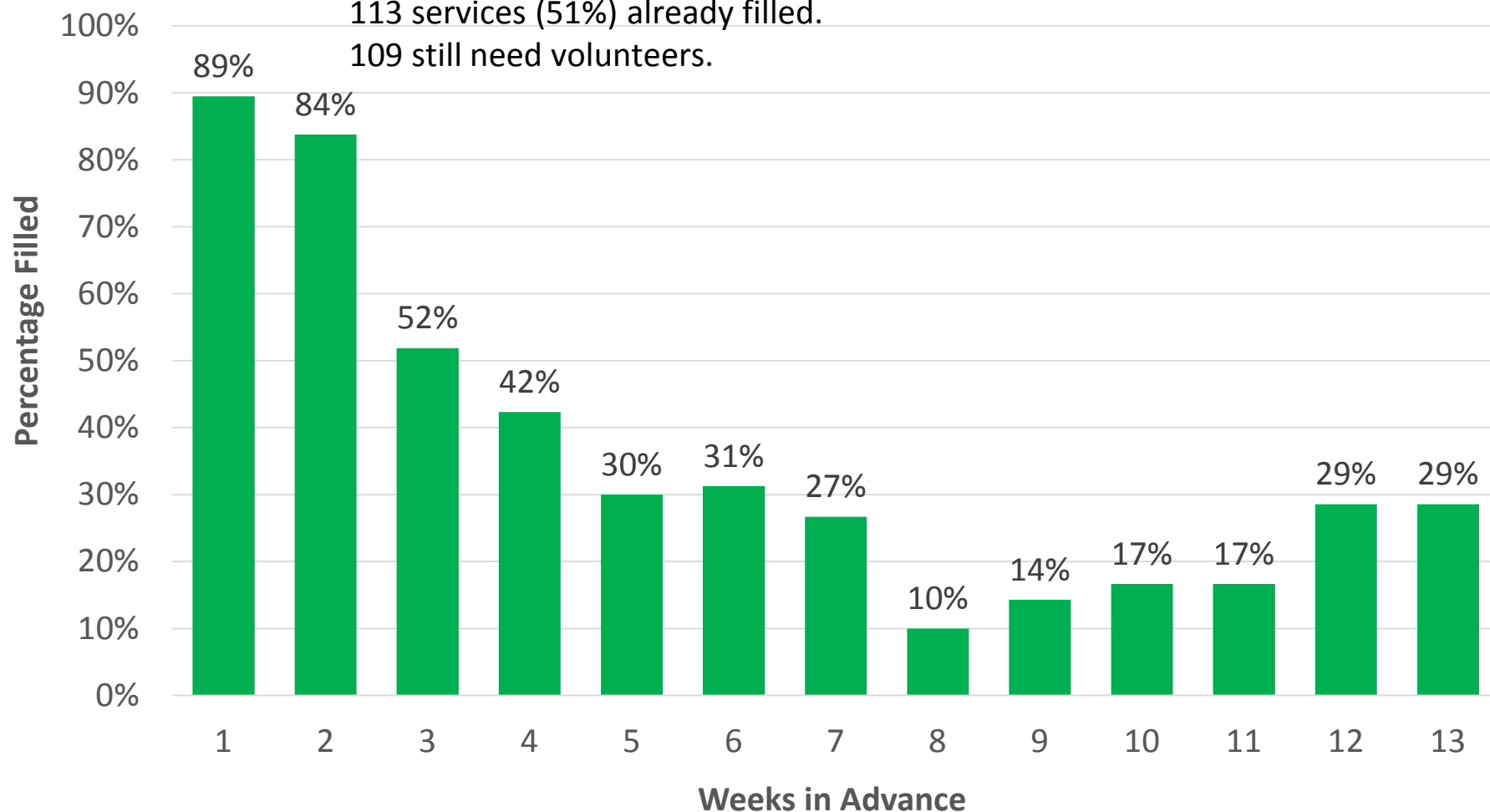


Percentage of Services for Next 13 Weeks Filled

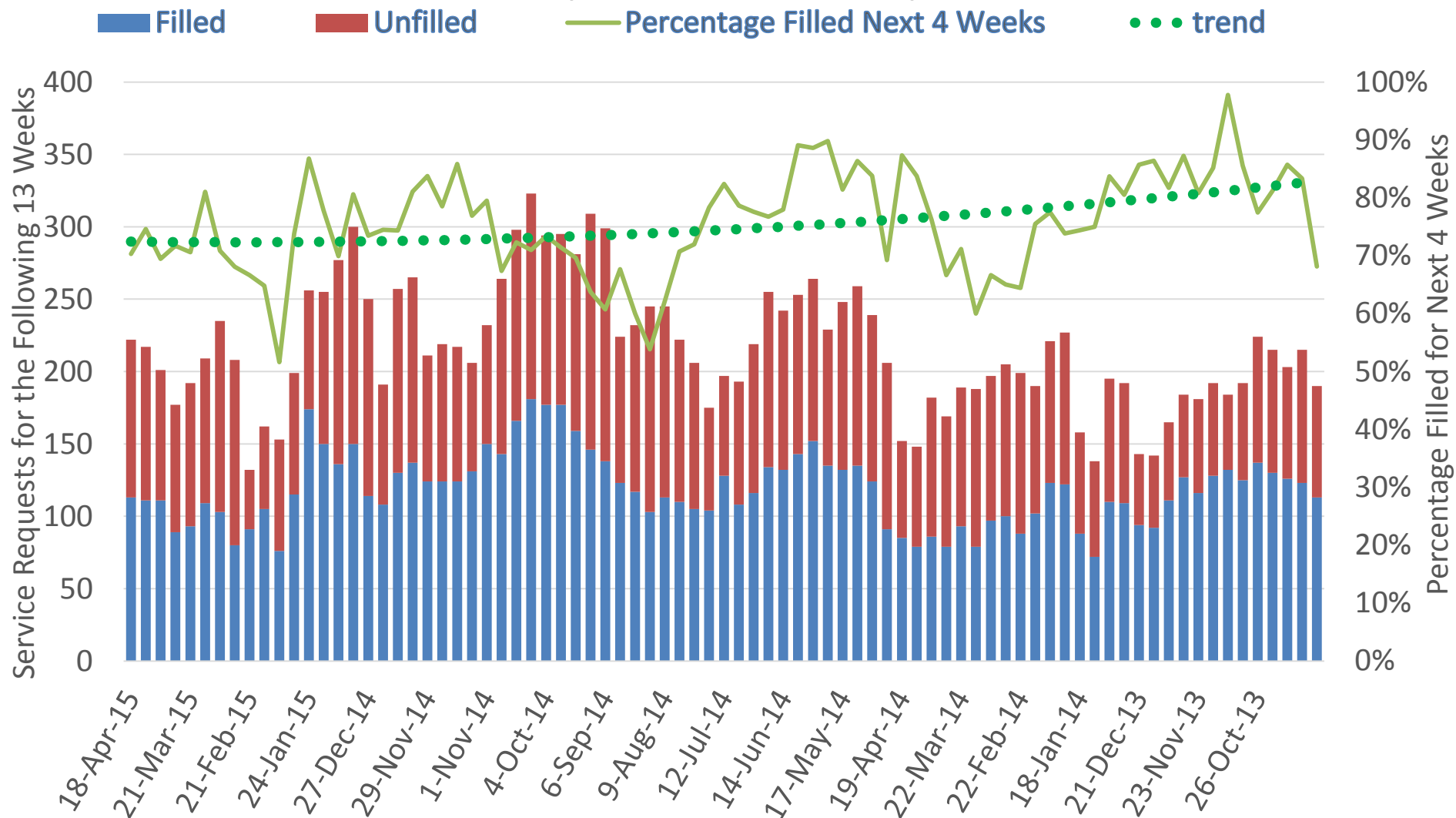
222 future services covering the next 13 weeks.

113 services (51%) already filled.

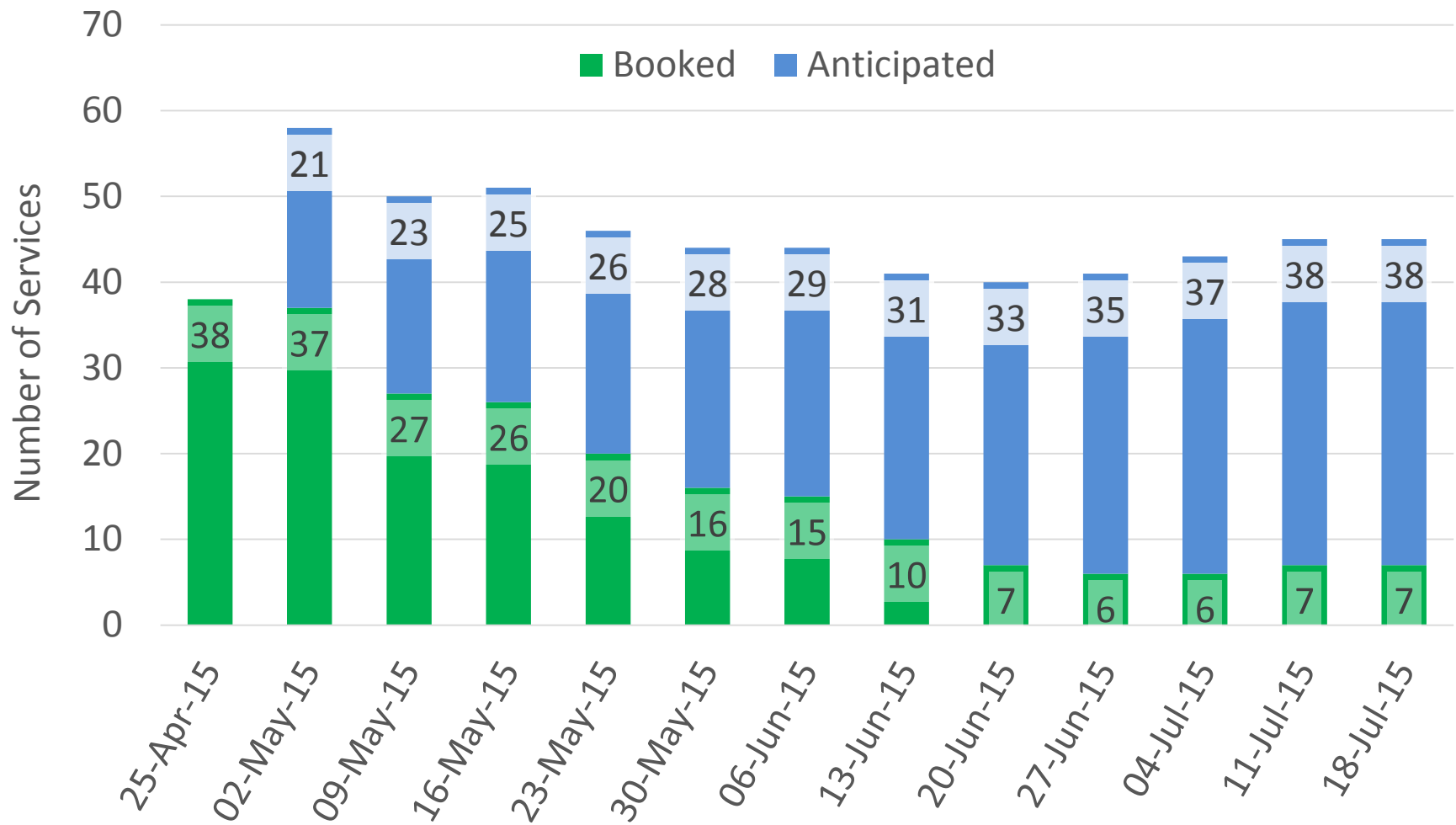
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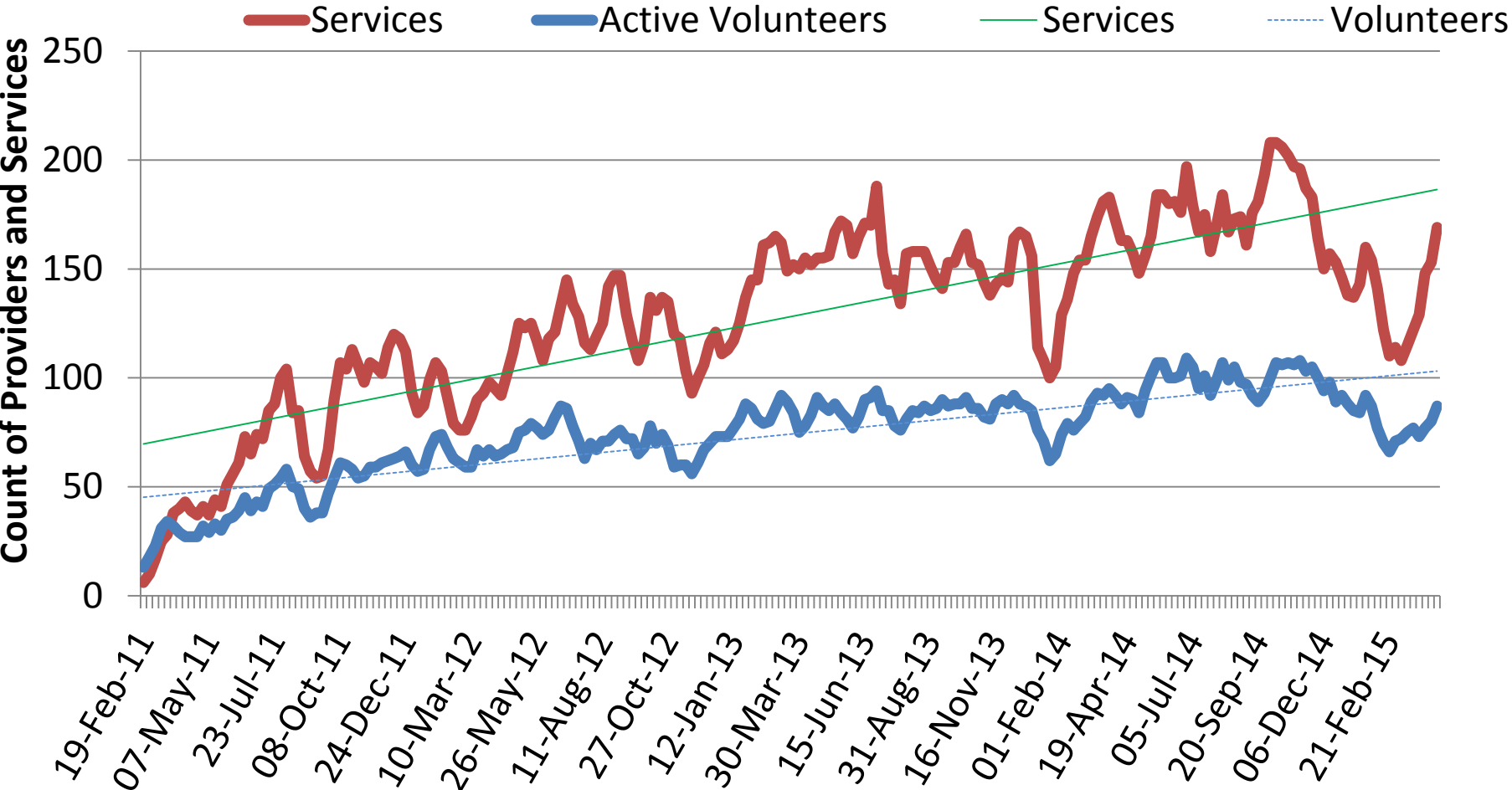
History of Future Requests



Projected Future Services

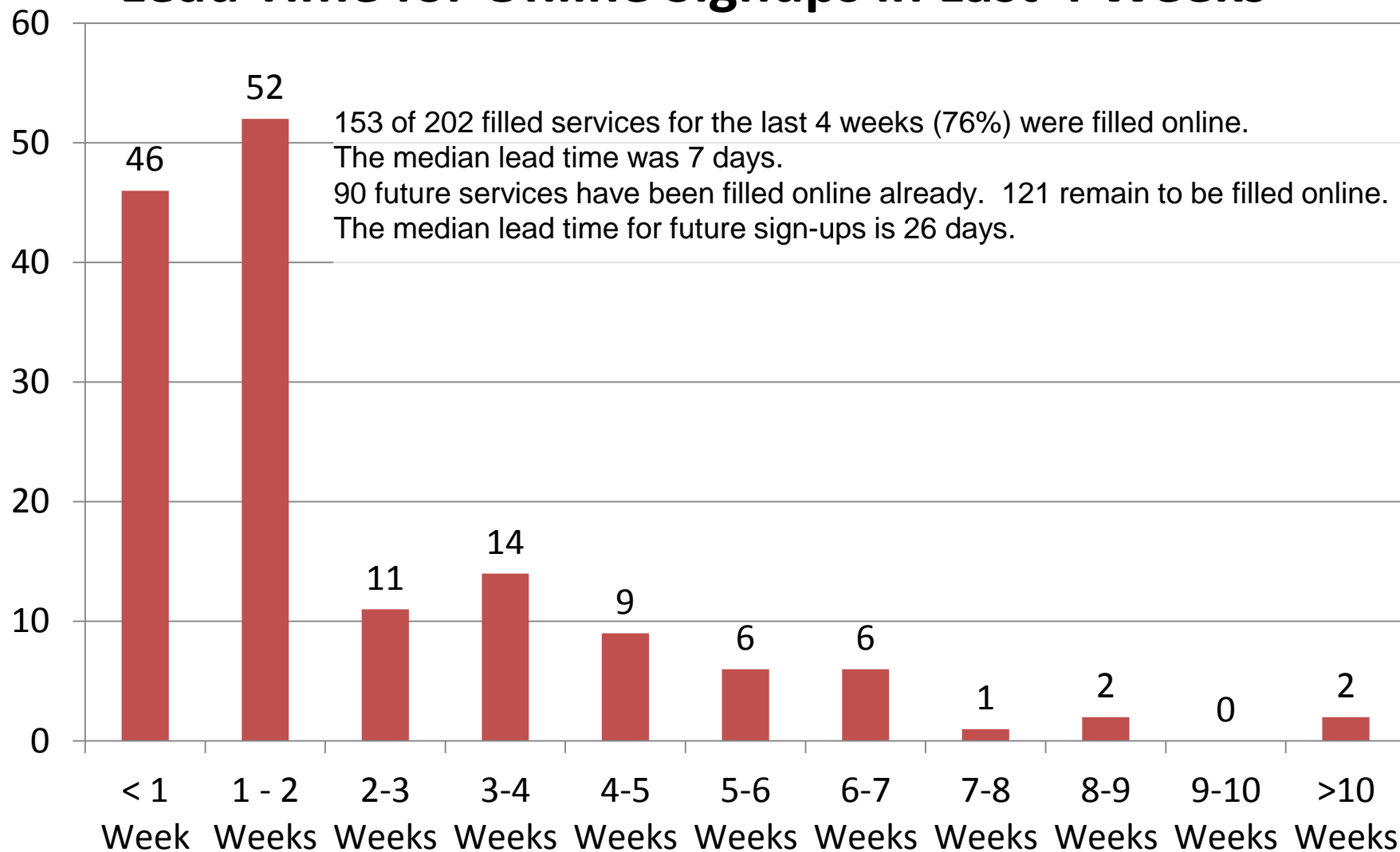


Volunteers and Services Previous 4 Weeks

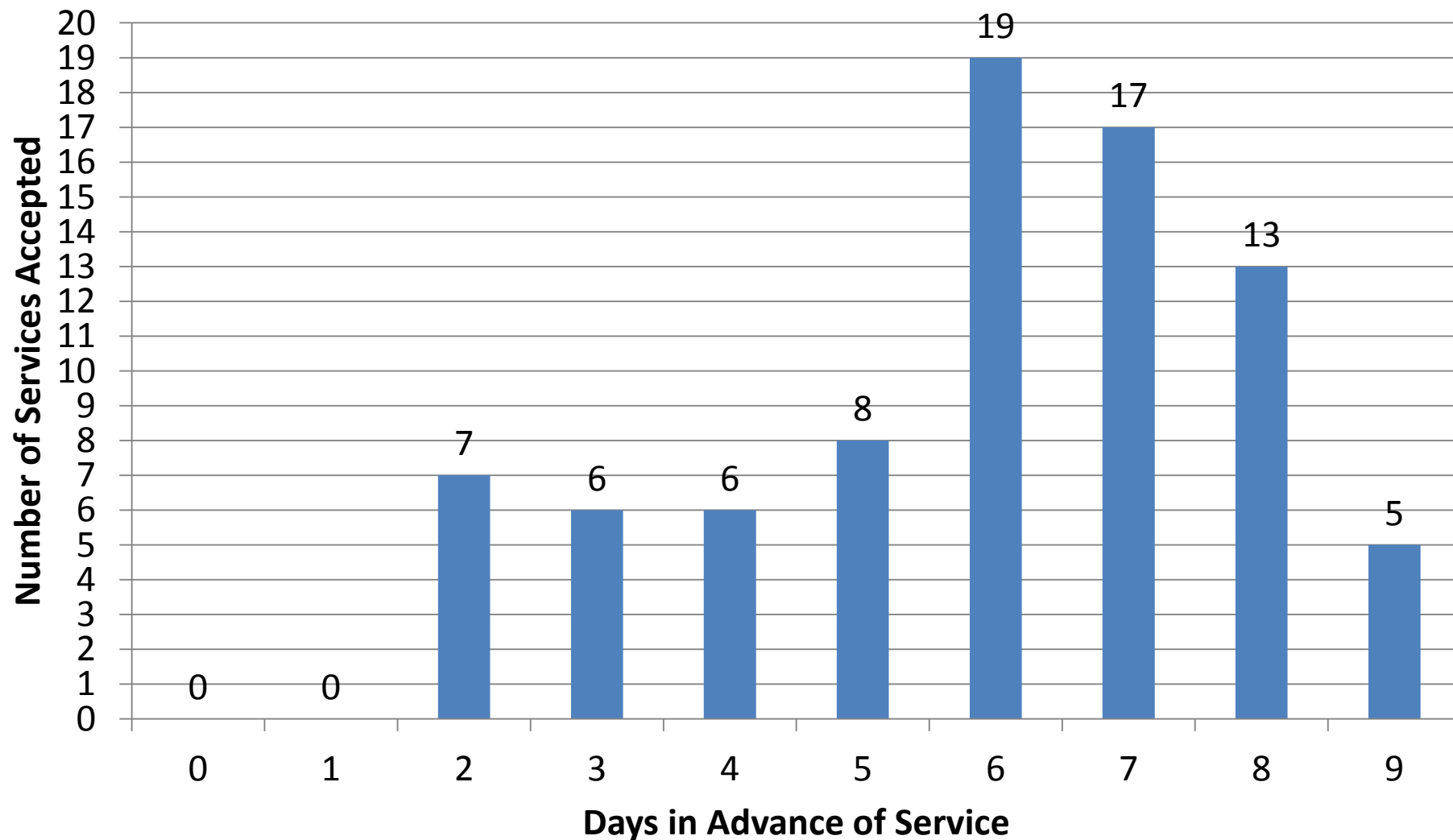


HOW IS ONLINE SIGNUP WORKING?

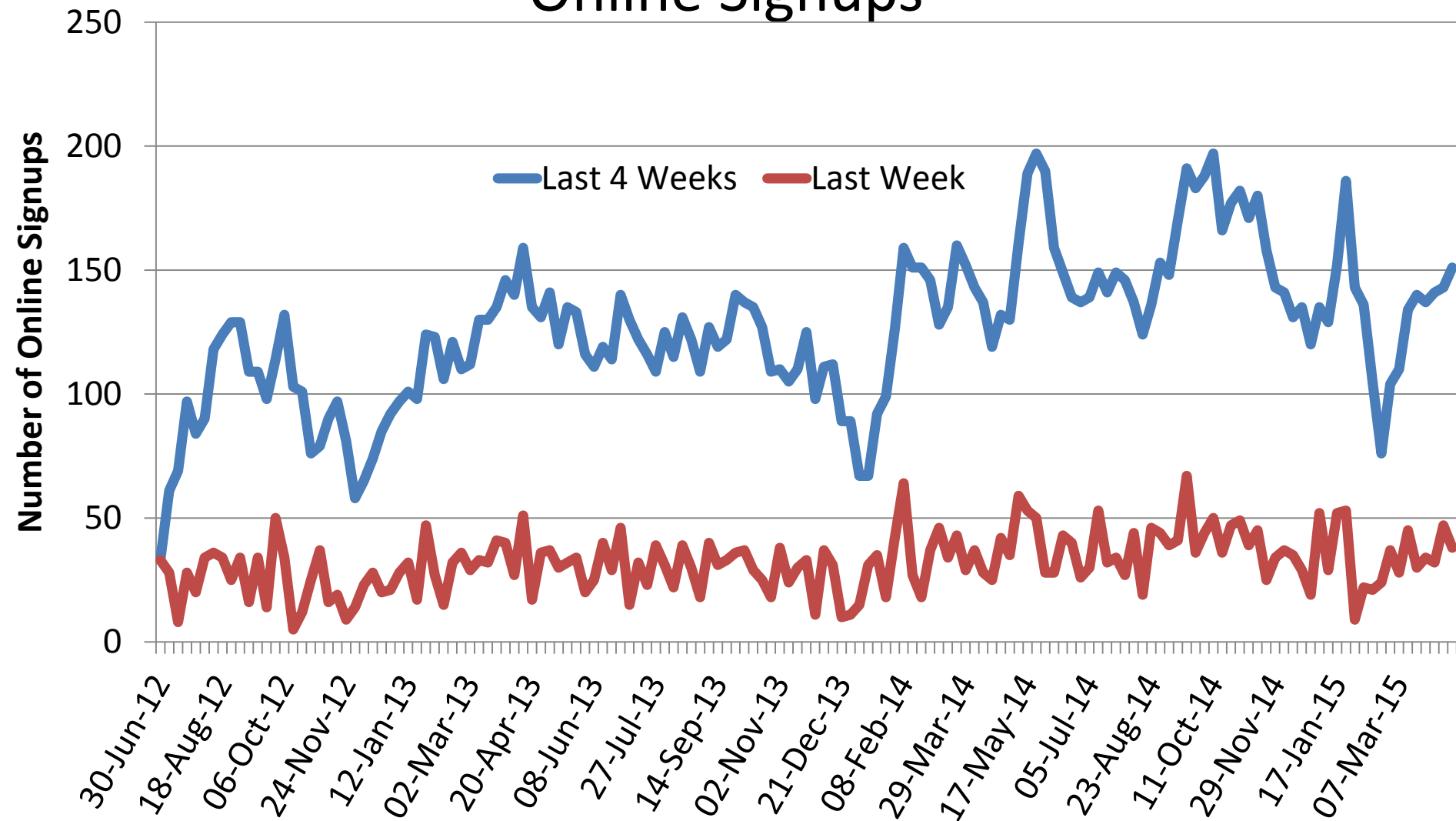
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



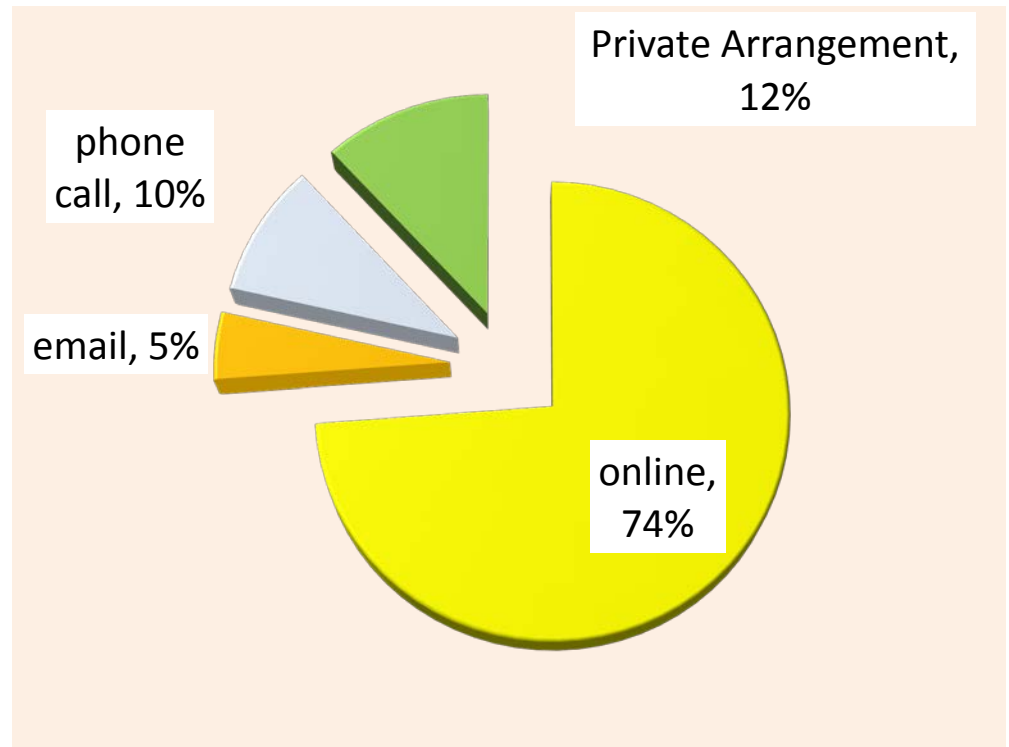
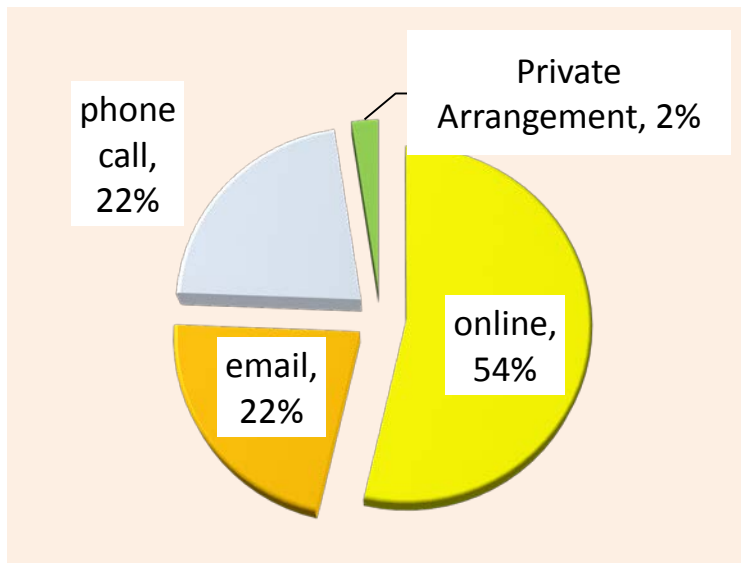
Online Signups



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



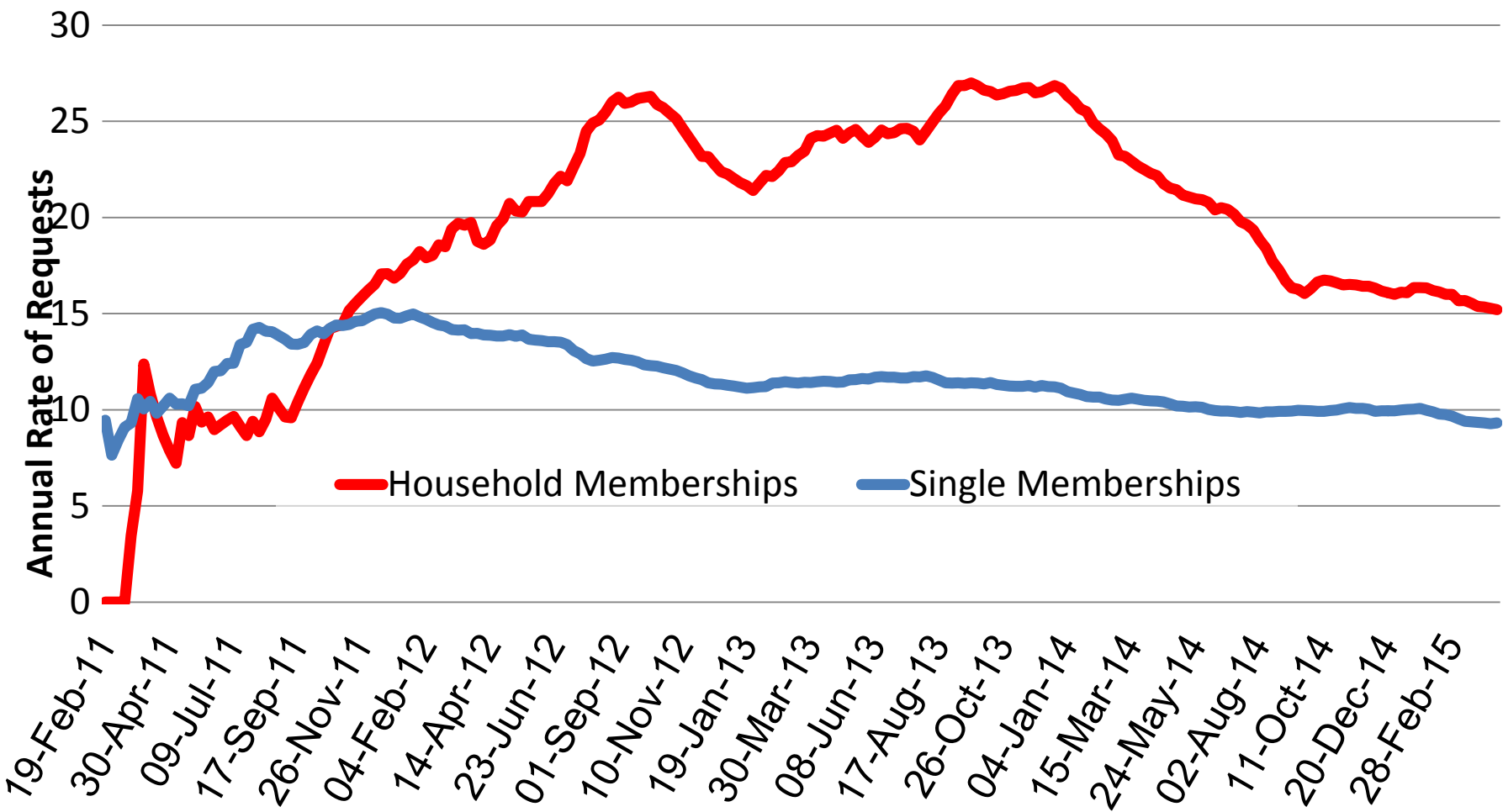
Phone calls were used mostly for handyman, where the first person reached usually says yes.

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

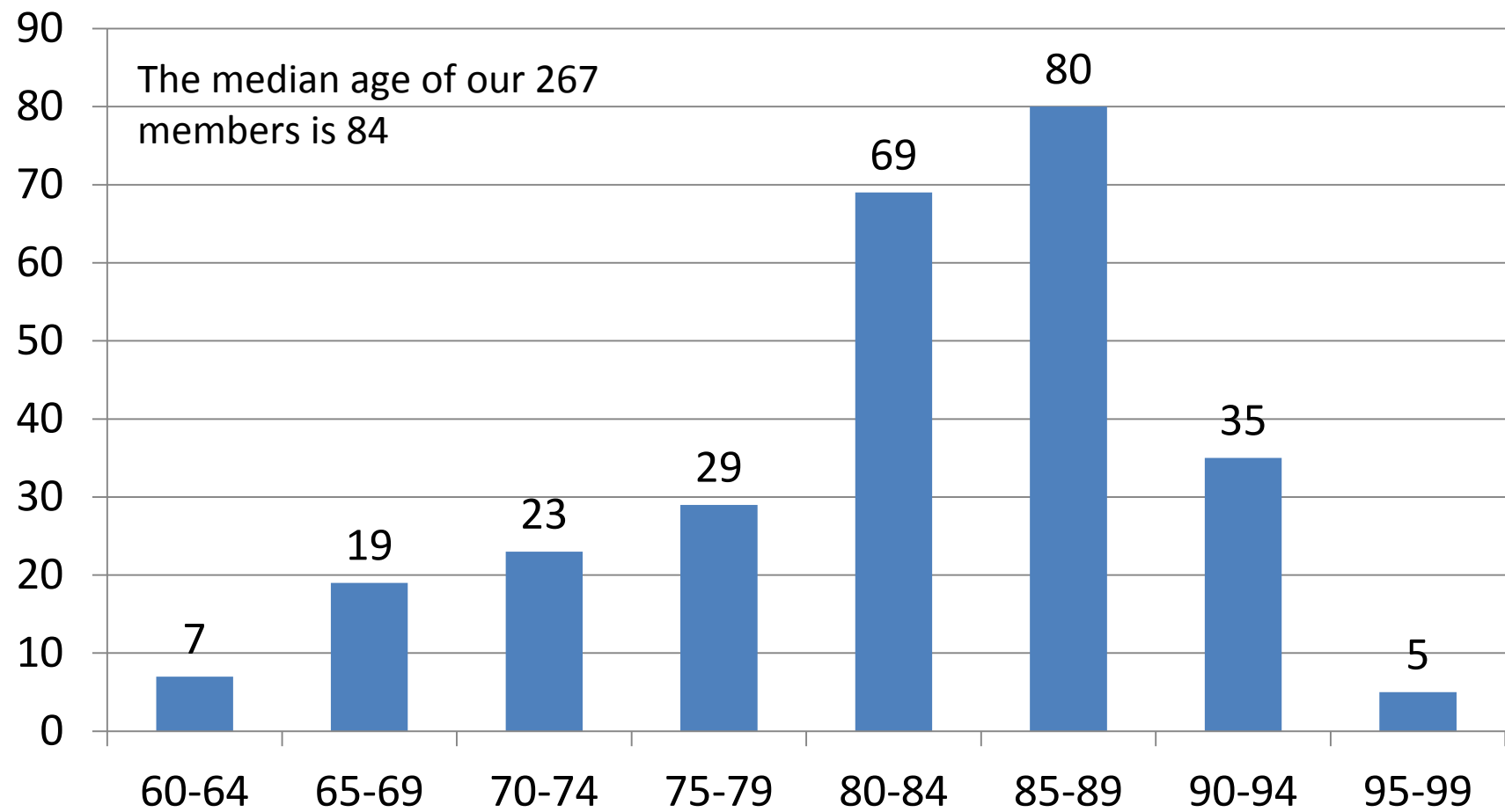


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

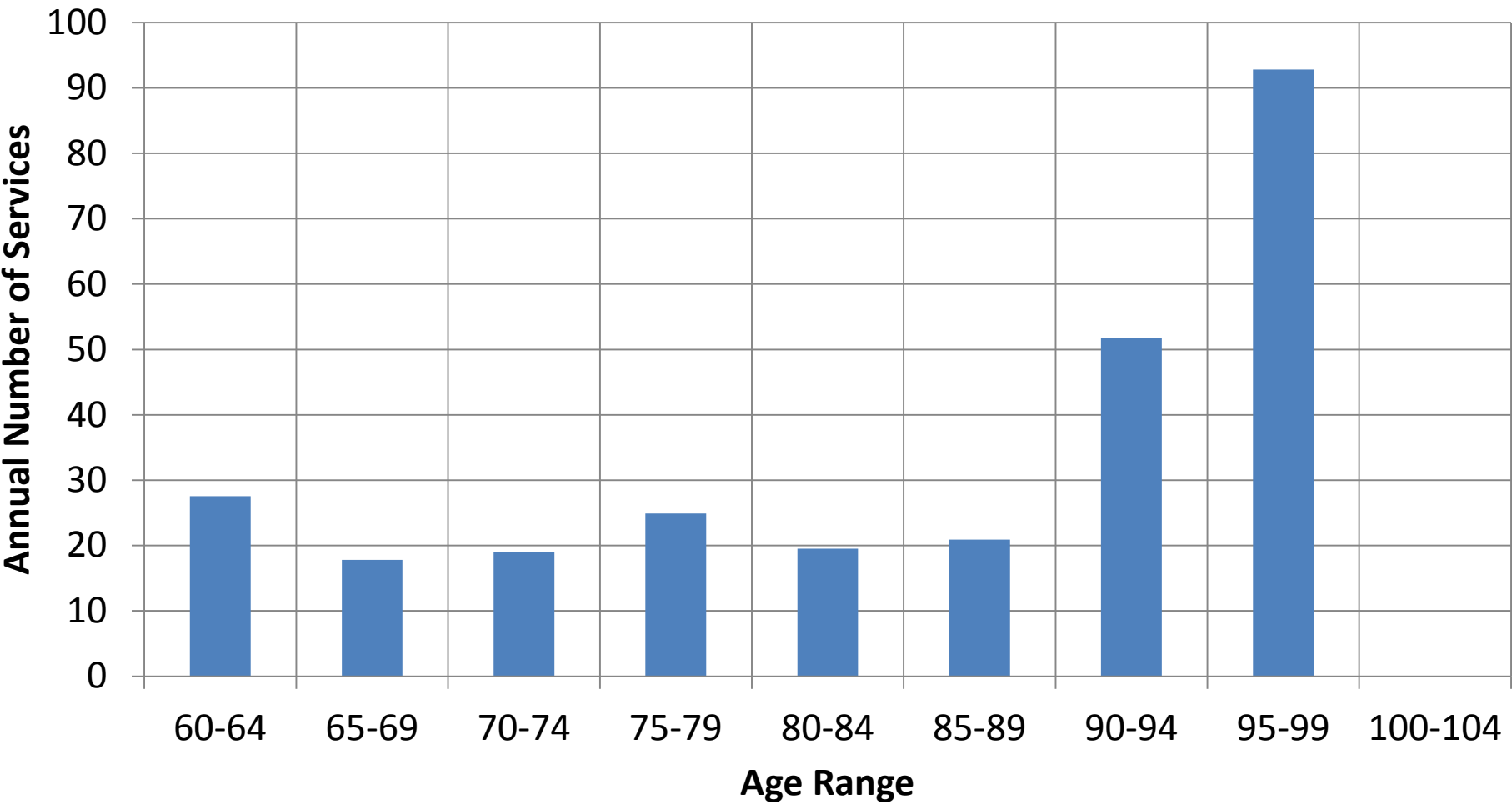
Analysis by Age Group

- 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.

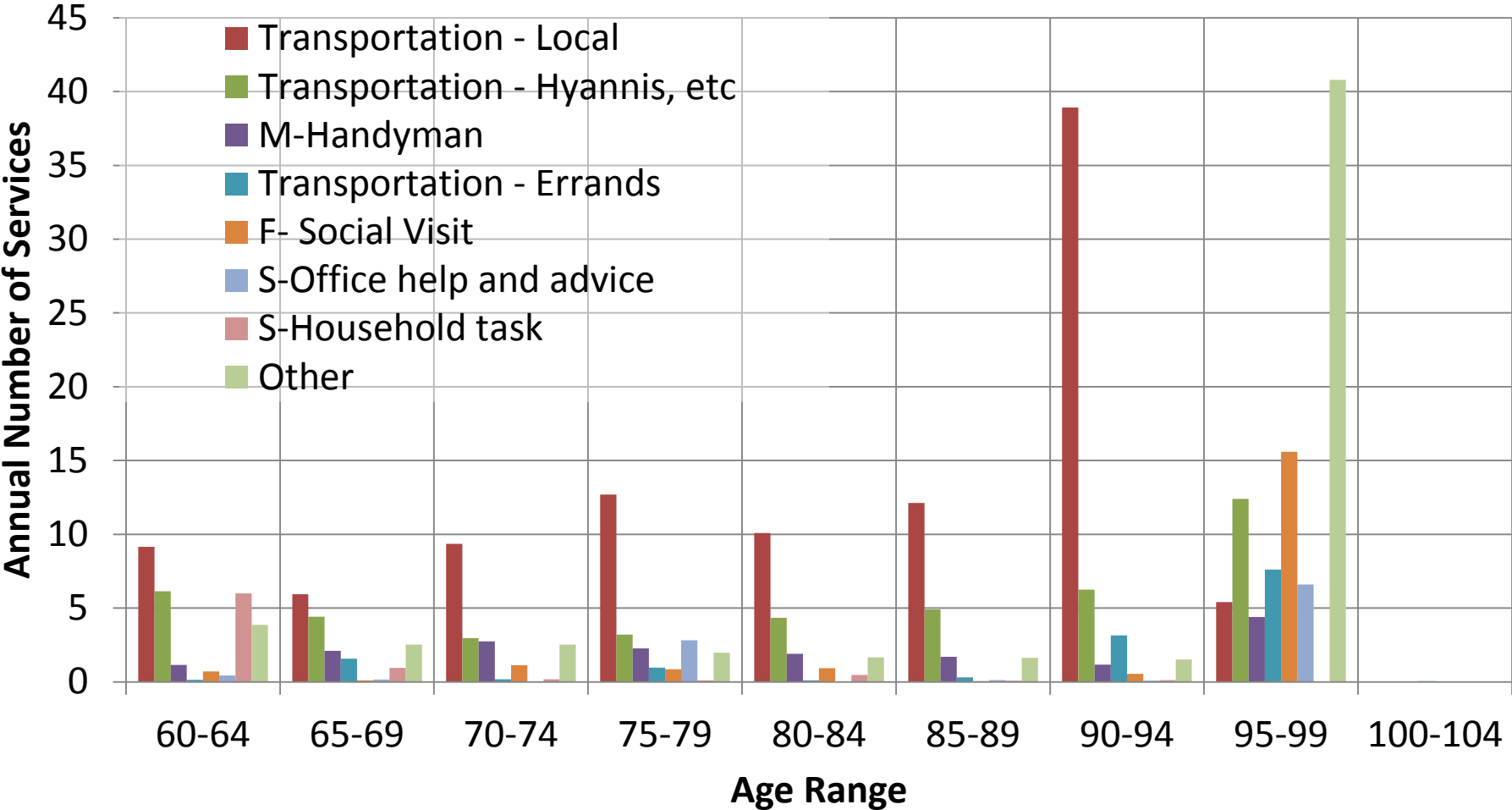
Age of Members



Age of Volunteers



Annual Use of Services by Age

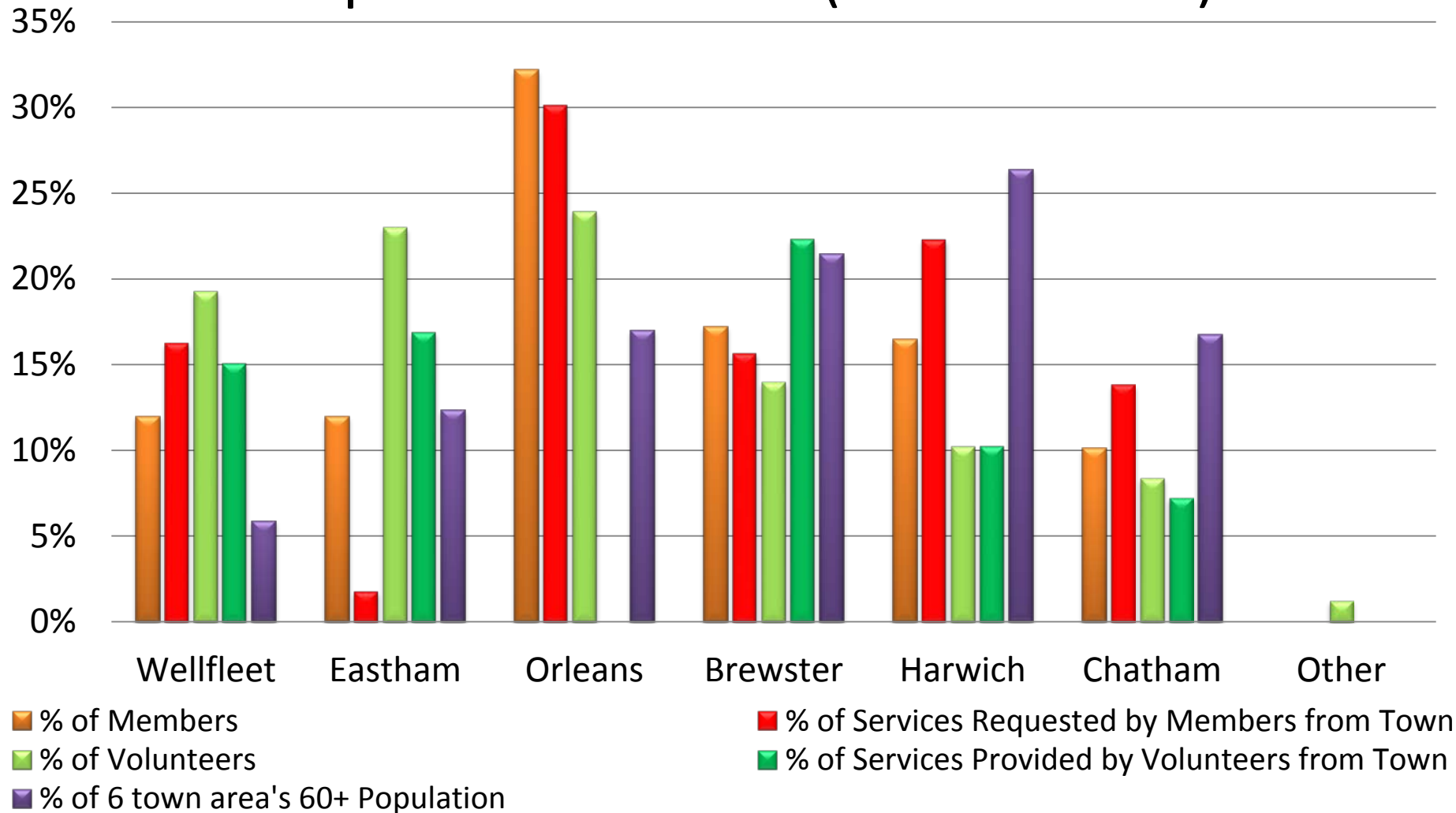


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

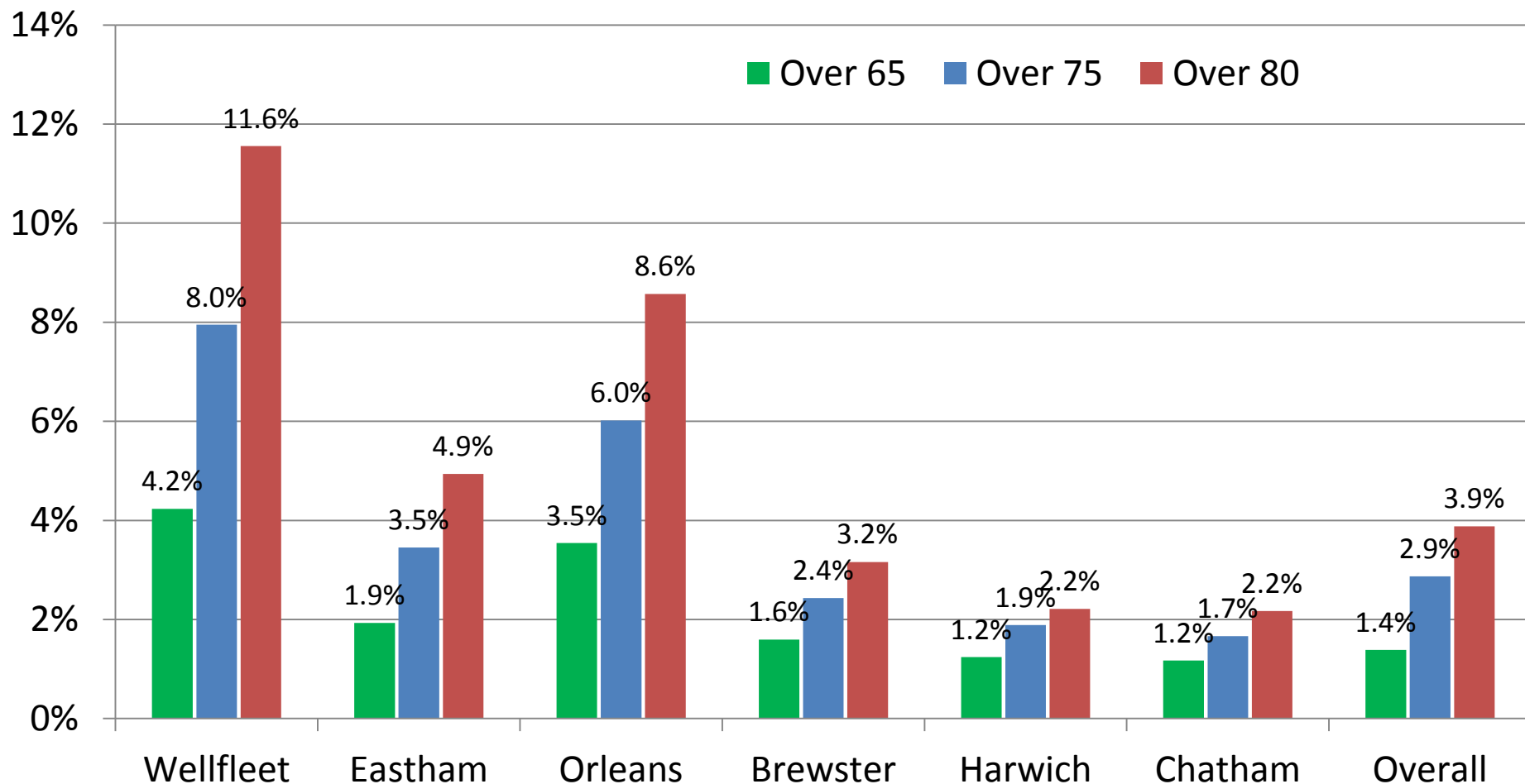
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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	1001	82	215	35	34	1	1368
	Eastham	619	368	577	82	119	15	1780
	Orleans	37	59	1380	215	66	36	1793
	Brewster	10	27	505	293	213	8	1056
	Harwich	11	2	73	102	495	7	690
	Chatham		1	11	8	68	48	136
	Other	6	0	8	8	7	0	29
	Total Used	1684	539	2769	743	1002	115	6852

Towns of Service Providers and Recipients (Last 4 Weeks)

51% of services are provided by someone from the same town; 79% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	17	1	5		2		25
	Eastham	10		10	2	6		28
	Orleans			26	6	3	12	47
	Brewster		2	9	16	9	1	37
	Harwich				2	15		17
	Chatham					2	10	12
	Other	0	0	0	0	0	0	0
	Total Used	27	3	50	26	37	23	166