

Week 223 Member Services Report

May 23, 2015



Salt Pond Bay, Eastham
[By Emmanuel Amador](#)

Summary of the Past Week

- This was the second full week with the new volunteer self-signup. The login process has baffled many of the less computer savvy volunteers. We hope that as volunteers become familiar with the process the signup rate will return to normal.
- Signups for future services is below average and many more calls and emails were needed..
- We added **2** new members.
- Our waiting list is at **27** people representing a ten week wait.
- We added **2** new volunteers.
- **Our new Volunteer Portal from Club Express was recently released to our volunteers. Many volunteers had difficulty with needing to log in, and online signup rates are low but recovering. Volunteers like the new features, once they manage to log in.**
- 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.
 - 48 volunteers performed 49 services for 39 households and covered 10 office shifts last week. With 6 filled cancellations that means we filled 65 assignments.
 - 104 volunteers performed 184 services for 79 households and covered 40 office shifts in the last 4 weeks.
 - 228 volunteers performed 2148 services for 193 households this year.
 - 15 services were cancelled last week, 6 with a volunteer already assigned.
- We have **273** members and **327** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 68.

Looking Forward

- We have **219** future service requests booked for the next three months, an average number that is expected to climb.
 - **17** future service requests have been cancelled
 - **5** services remain to be filled for next week, and several may need to be cancelled because of the lack of online signups
 - **46** more need filling in the following three weeks.
 - **Only 49%** of services for the next four weeks have volunteers, which is a near record low.
 - **38%** of services for the next thirteen weeks have volunteers assigned, which way below 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?

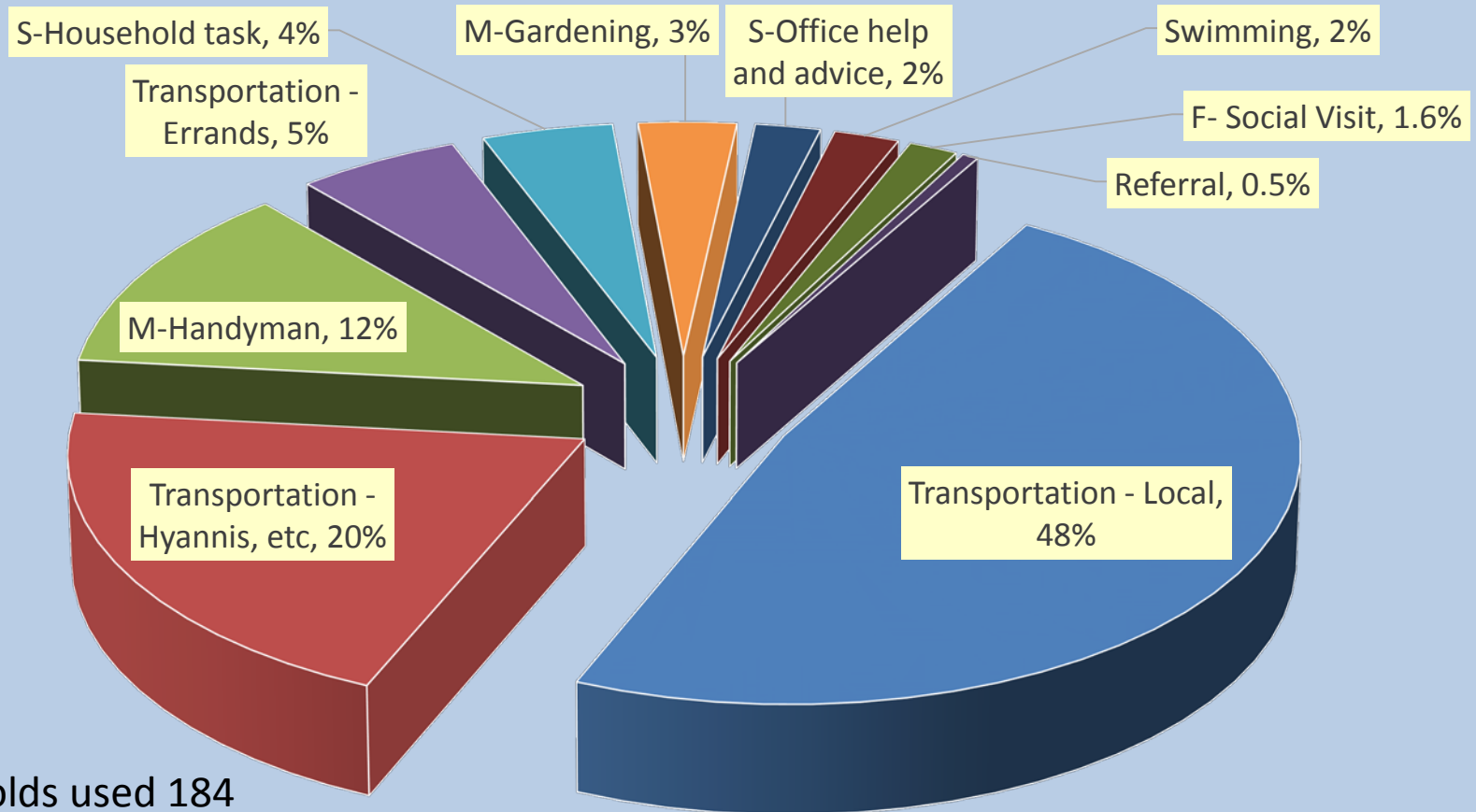
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (74%).
- 33% of households used services in the last four weeks.
- The annual rate of services remained over 10 per year per household, recovering from our lowest point.
- The 10% most needy members used nearly 57% of services, a high number, but continuing a trend downwards.
- “Only” 15 services were cancelled for this week as the weather improved, 6 after volunteers were found.

Services in the Last 4 Weeks

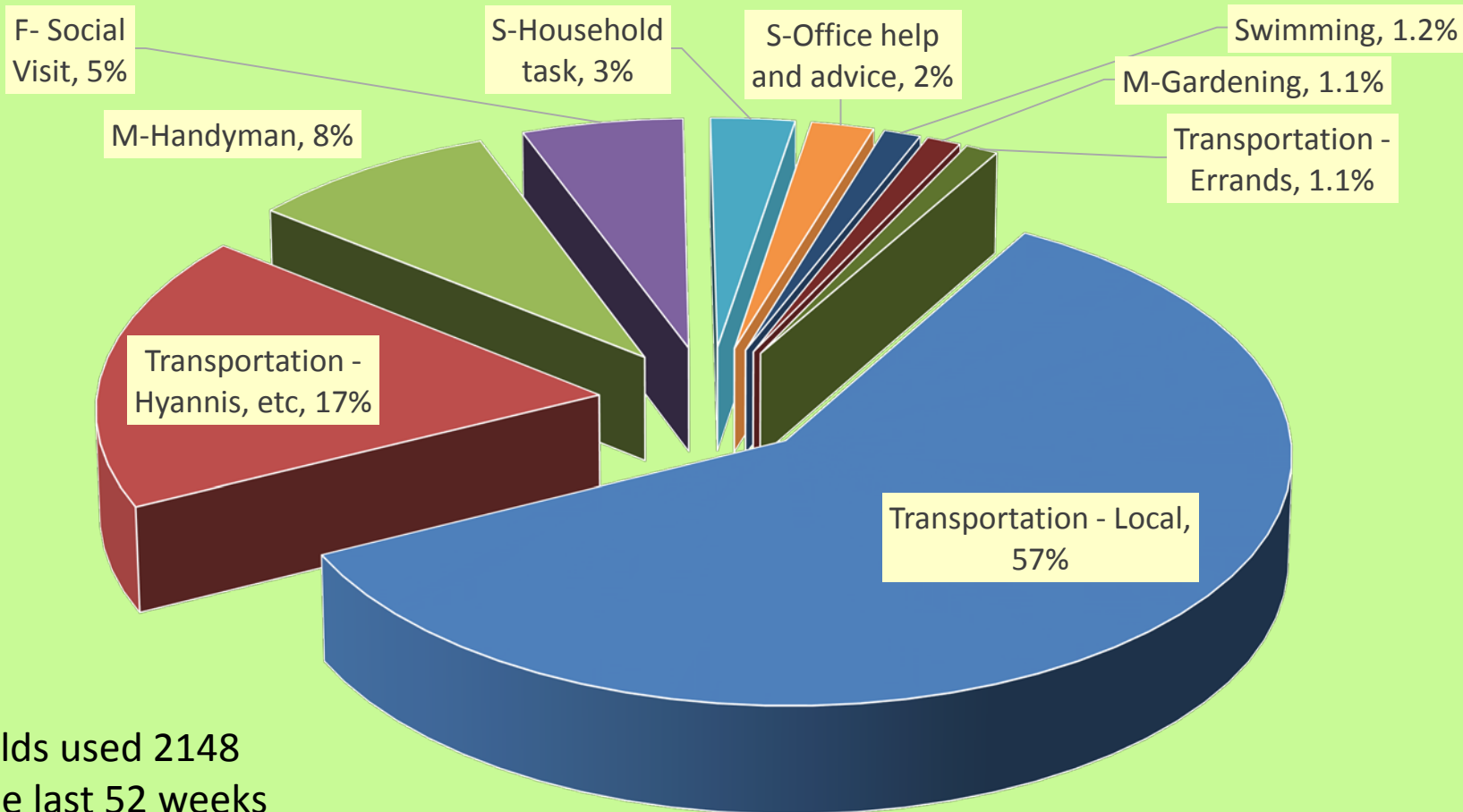
5/23/2015



79 households used 184 services in the last four weeks

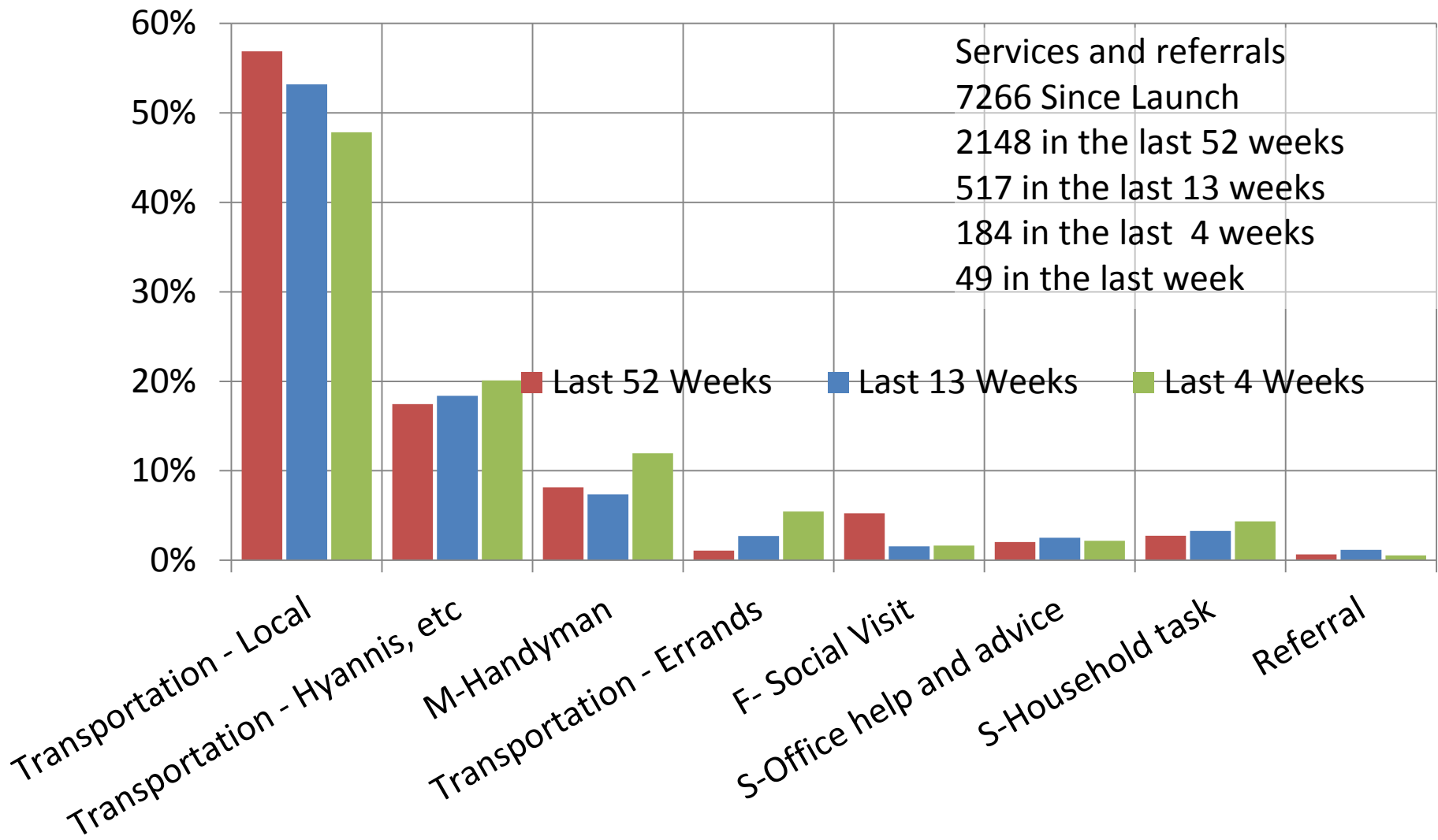
Services in the Last 52 Weeks

5/23/2015

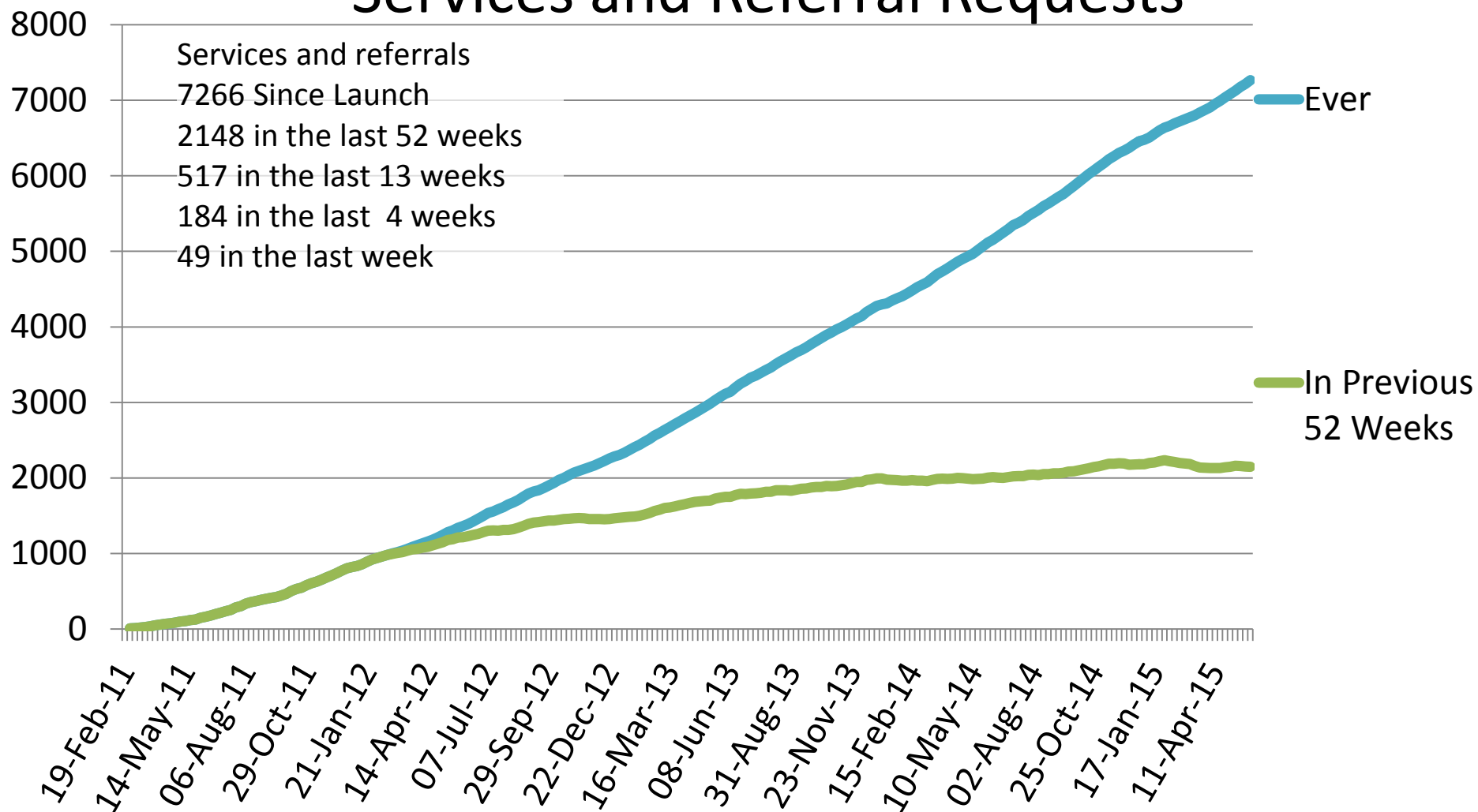


193 households used 2148 services in the last 52 weeks

Trends in Services

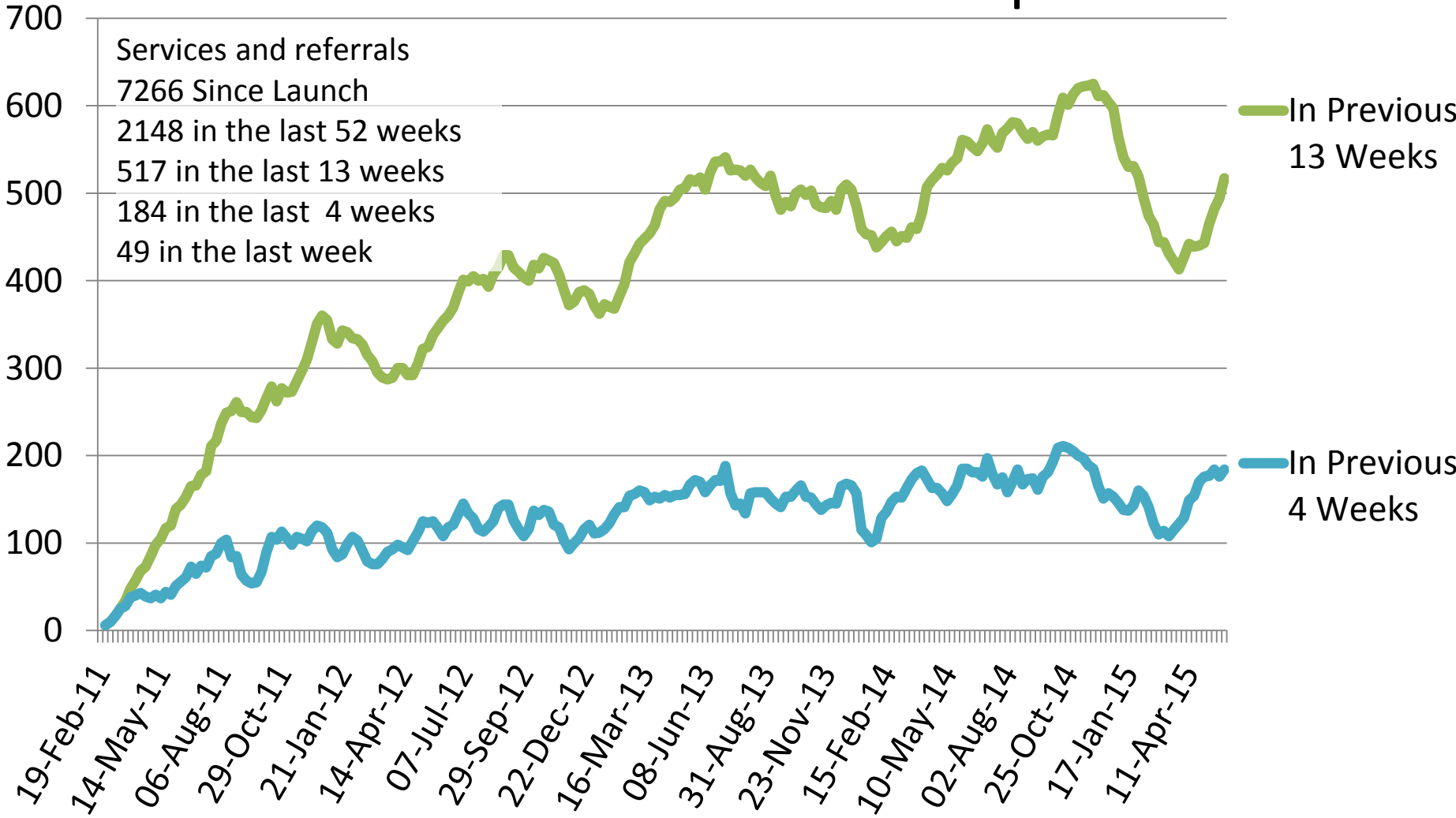


Services and Referral Requests



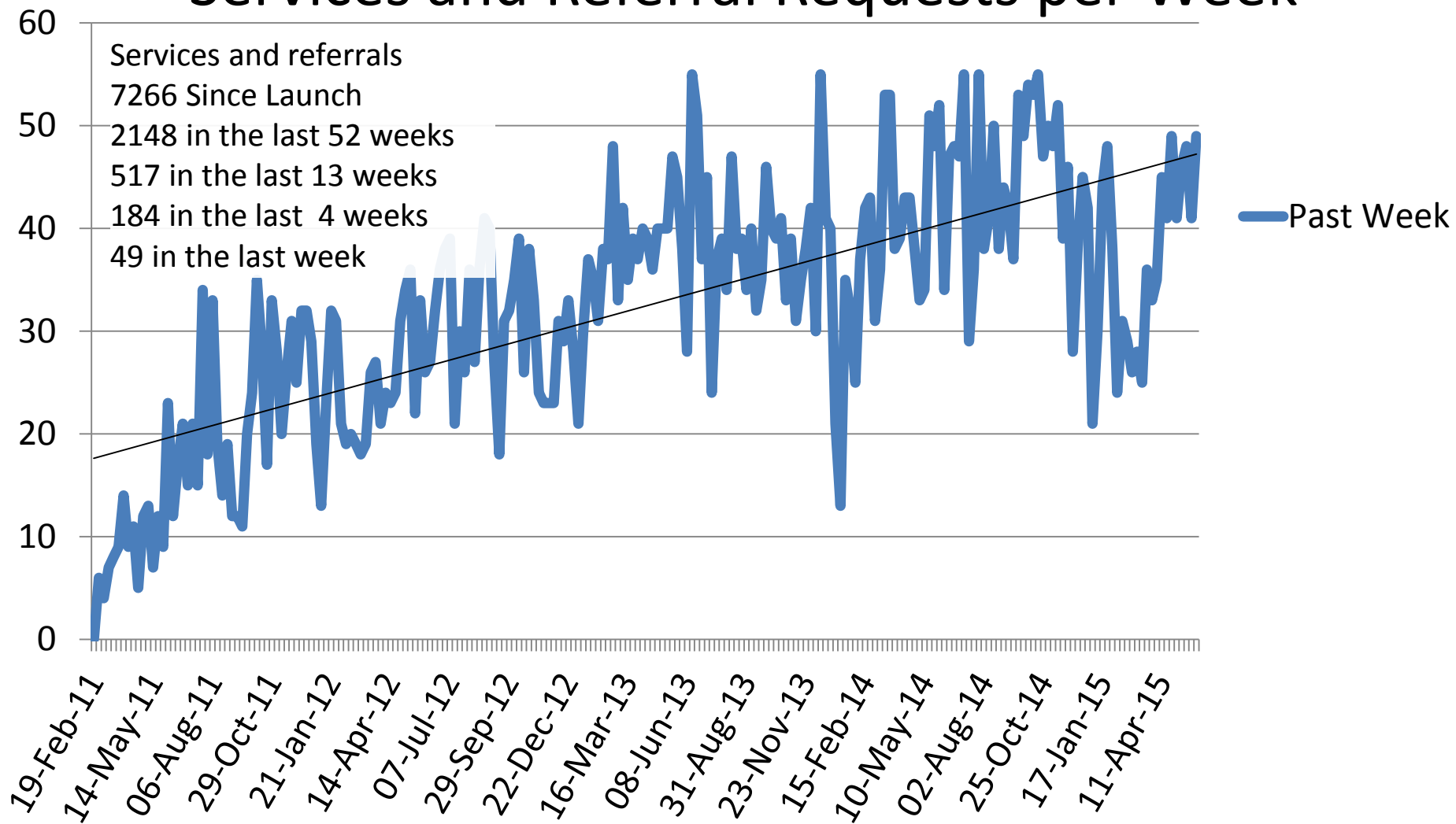


Services and Referral Requests

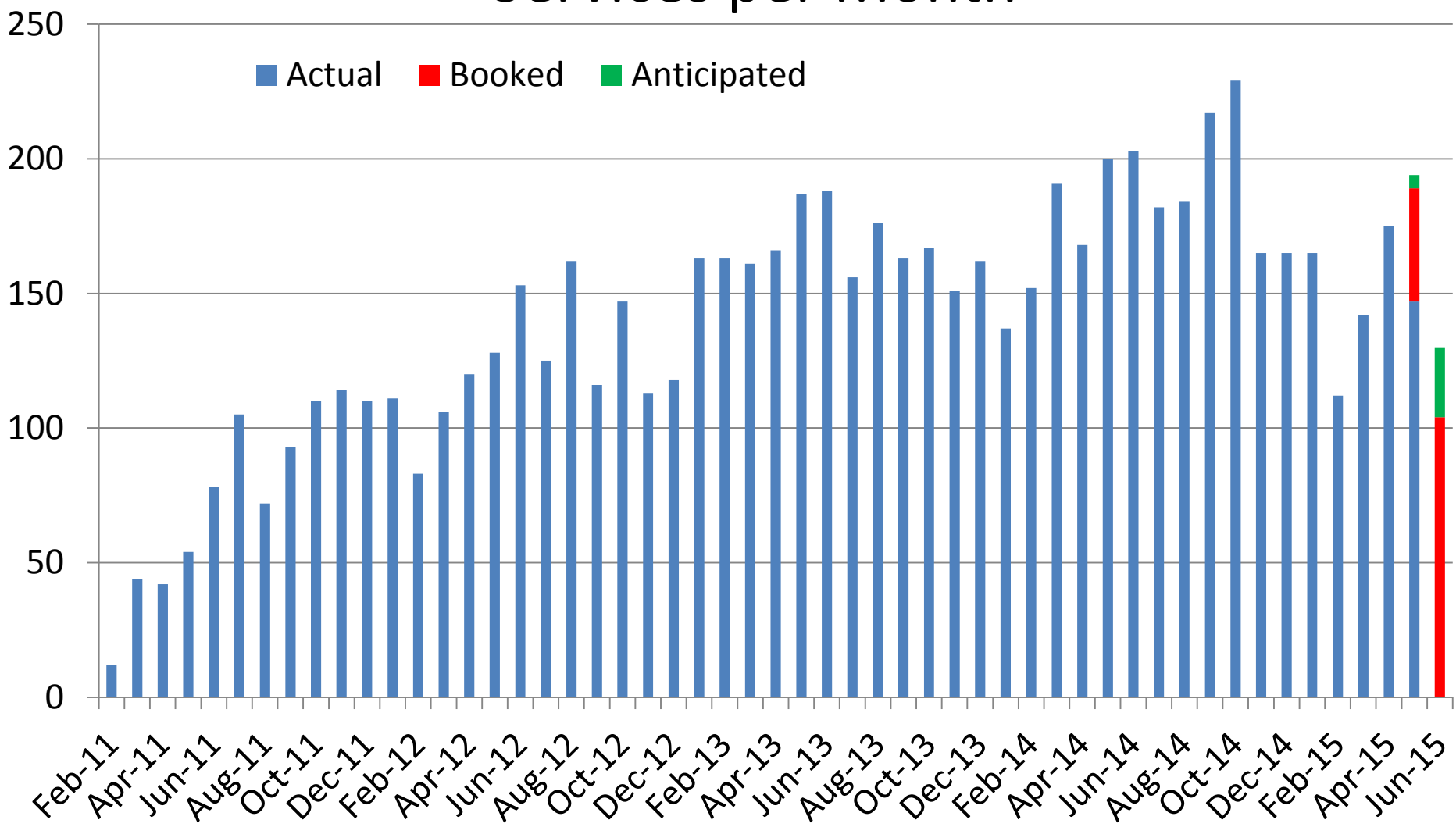




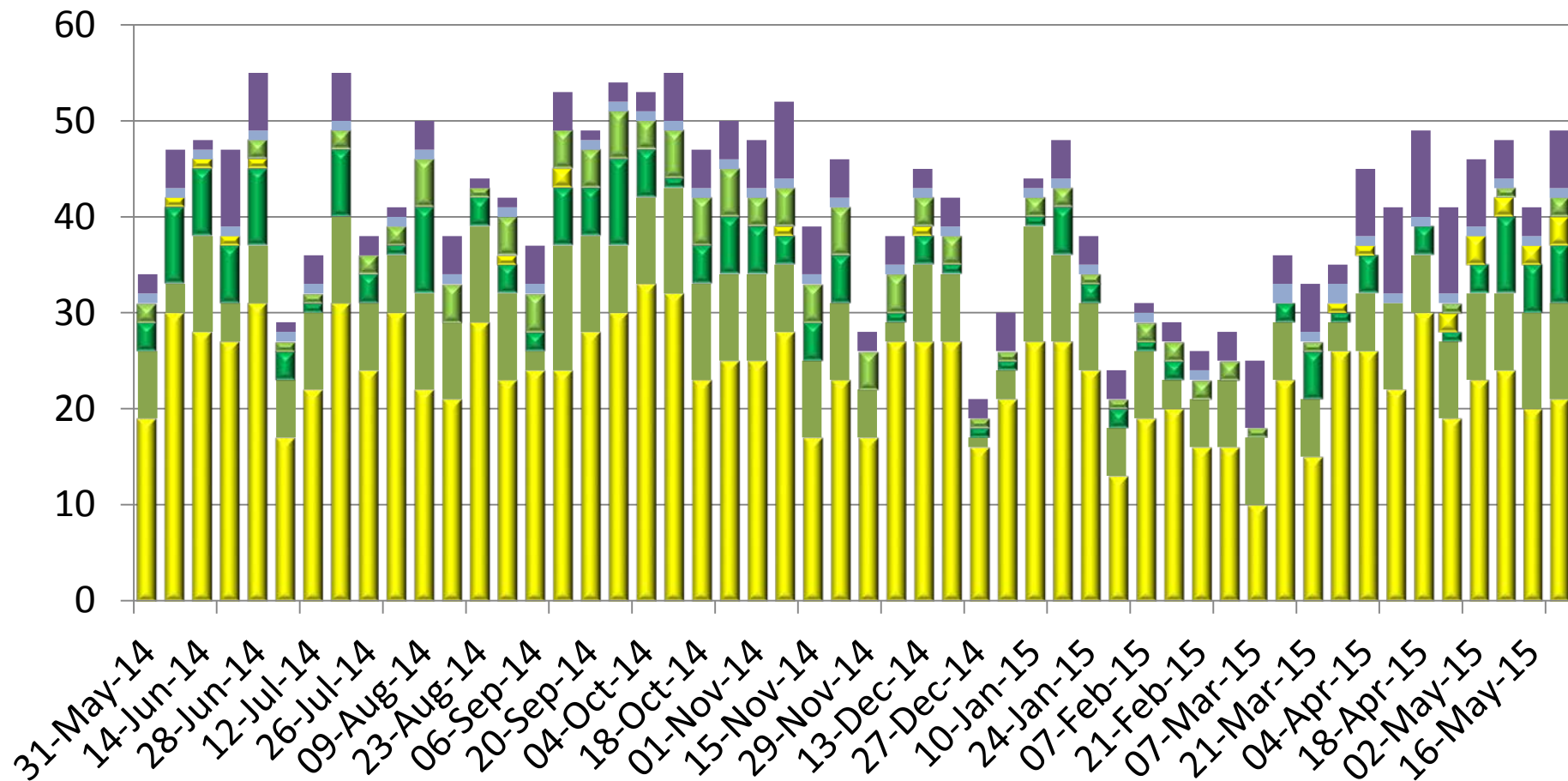
Services and Referral Requests per Week



Services per Month



How Have Direct Services Varied in the Last Year?

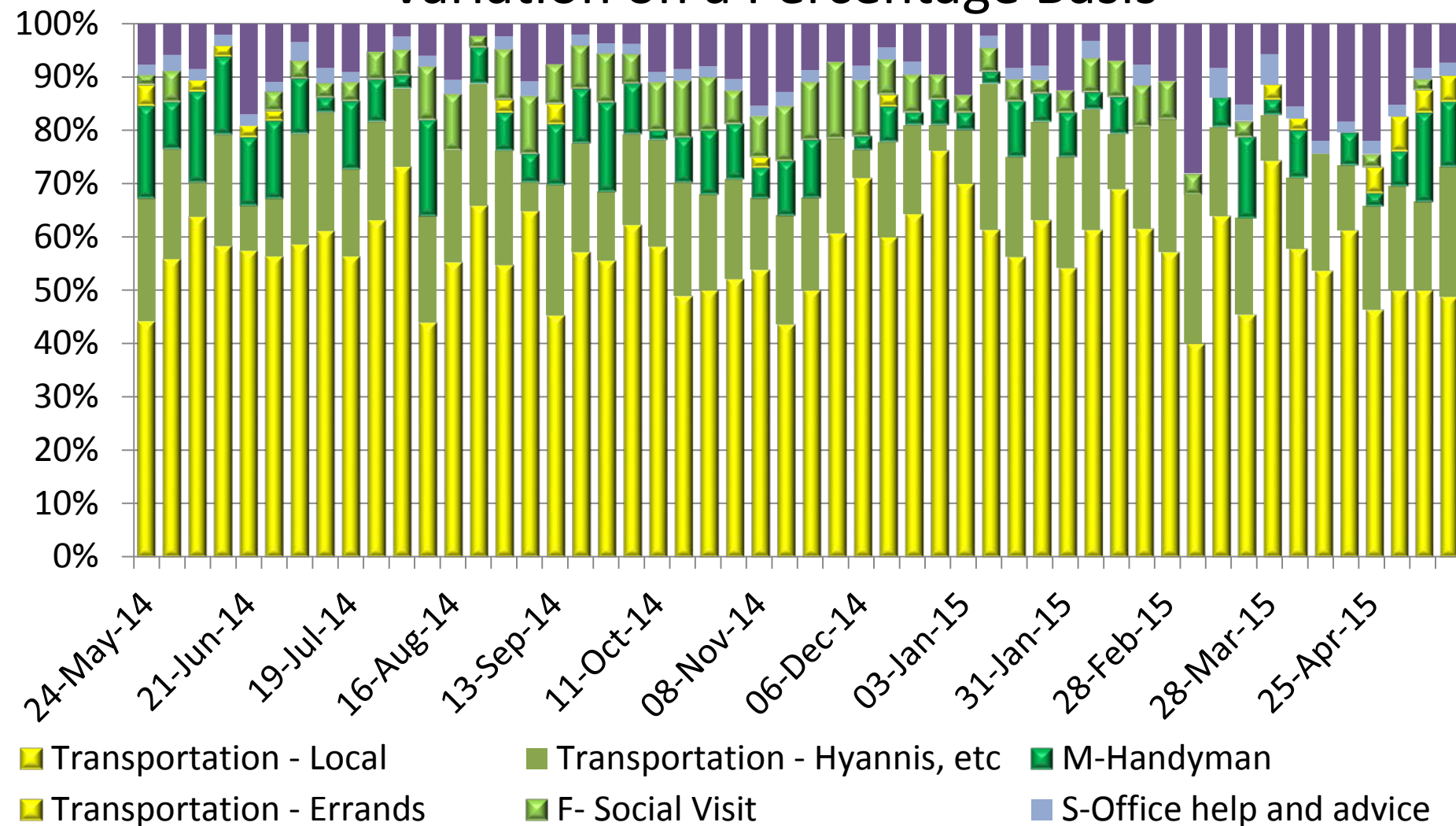


■ Transportation - Local
■ Transportation - Errands
■ Other

■ Transportation - Hyannis, etc
■ F- Social Visit

■ M- Handyman
■ S-Office help and advice

Variation on a Percentage Basis

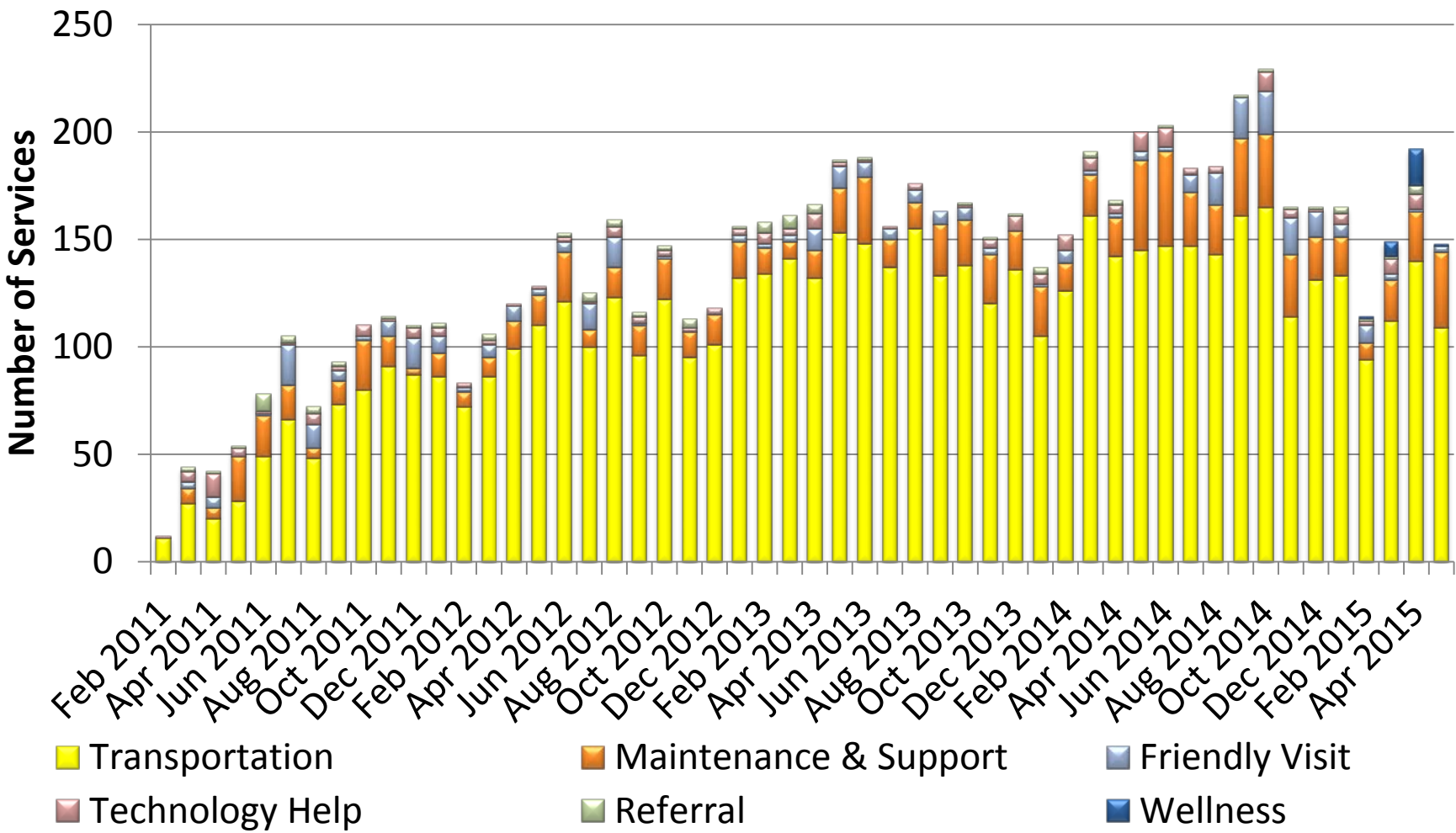


■ Transportation - Local
■ Transportation - Errands
■ Other

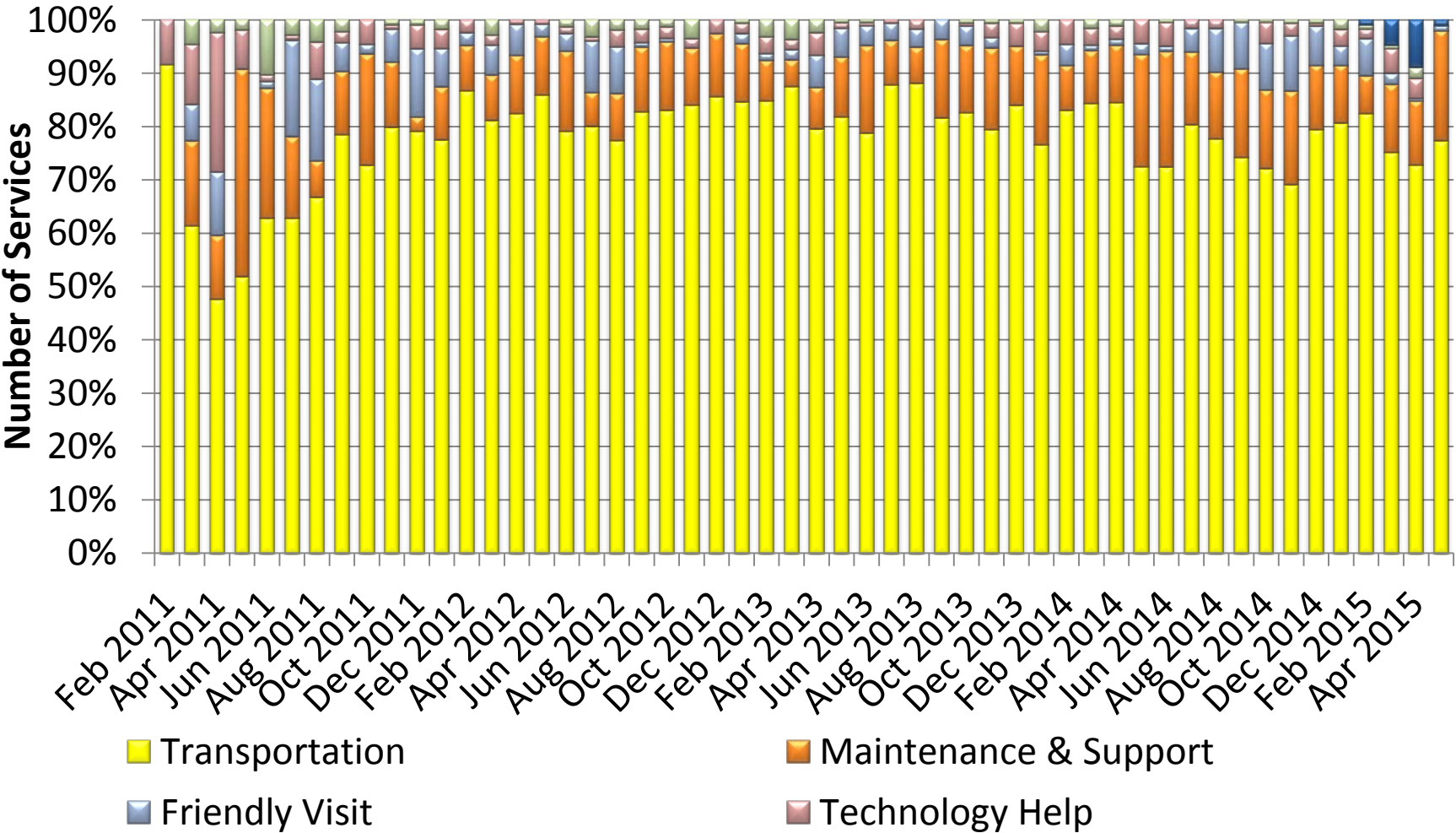
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Service Categories

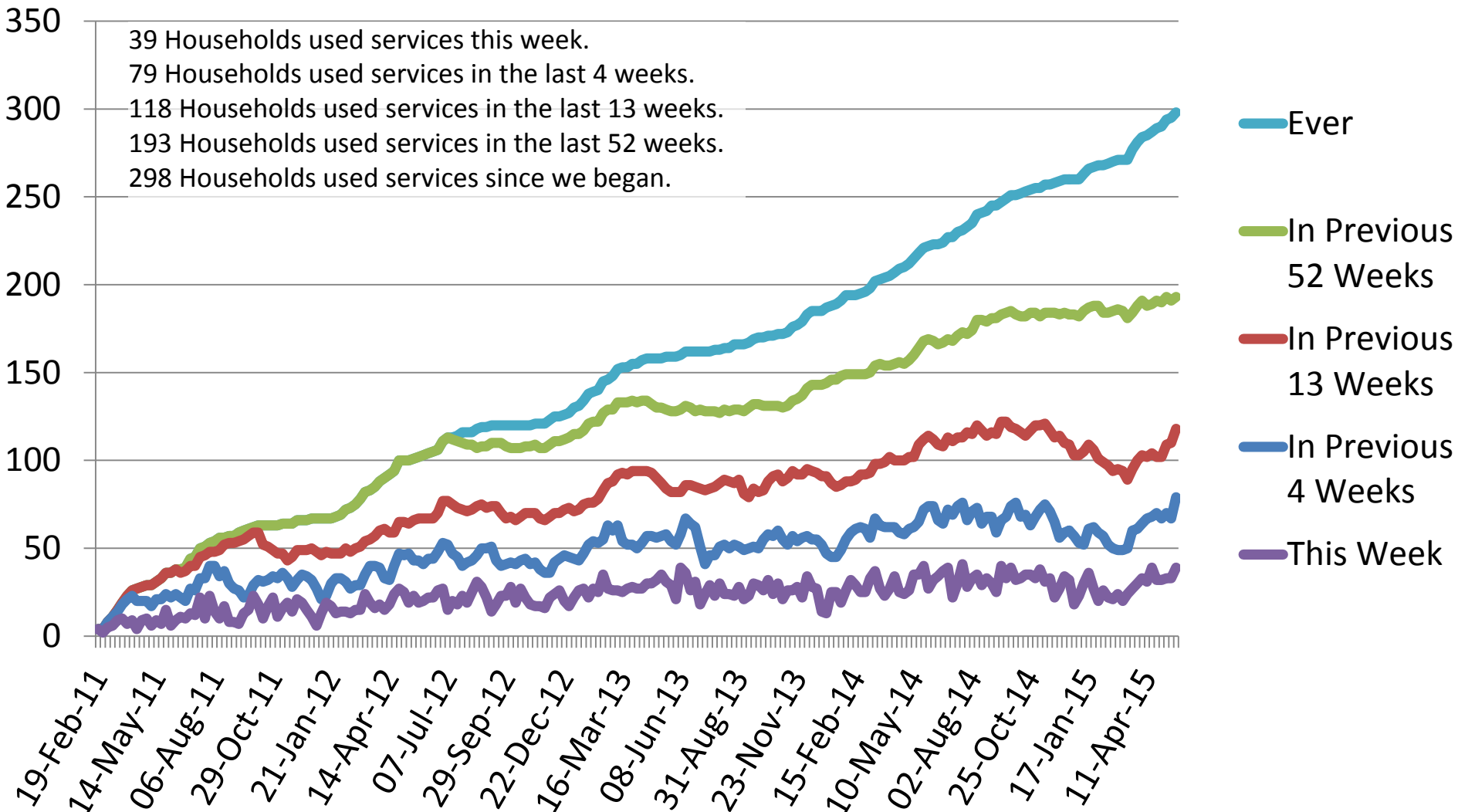


Service Categories Variation on a Percentage Basis





How Many Households Served



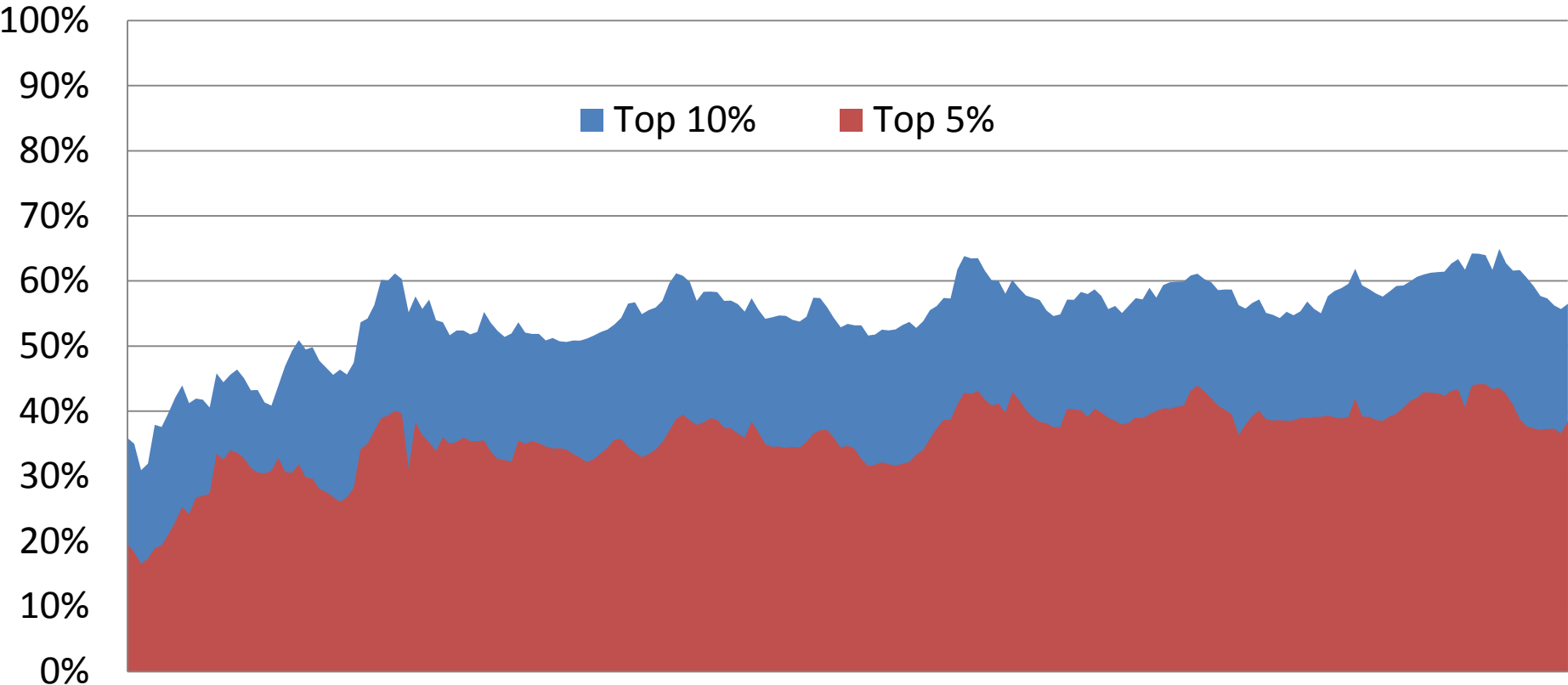
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Heaviest Users of Services



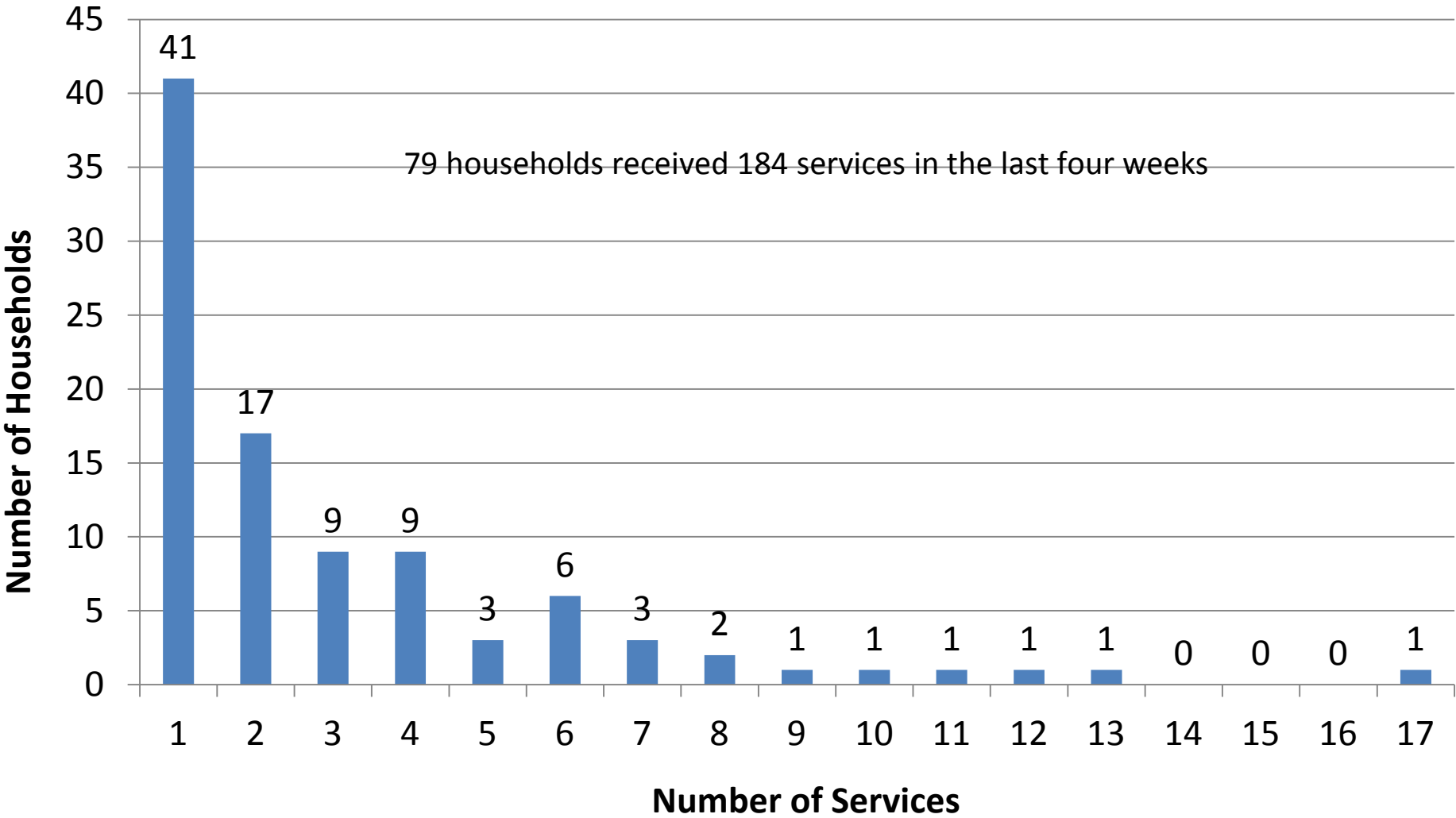
14-May-11 23-Jul-11 01-Oct-11 10-Dec-11 18-Feb-12 28-Apr-12 07-Jul-12 15-Sep-12 24-Nov-12 02-Feb-13 13-Apr-13 22-Jun-13 31-Aug-13 09-Nov-13 18-Jan-14 29-Mar-14 07-Jun-14 16-Aug-14 25-Oct-14 03-Jan-15 14-Mar-15 23-May-15

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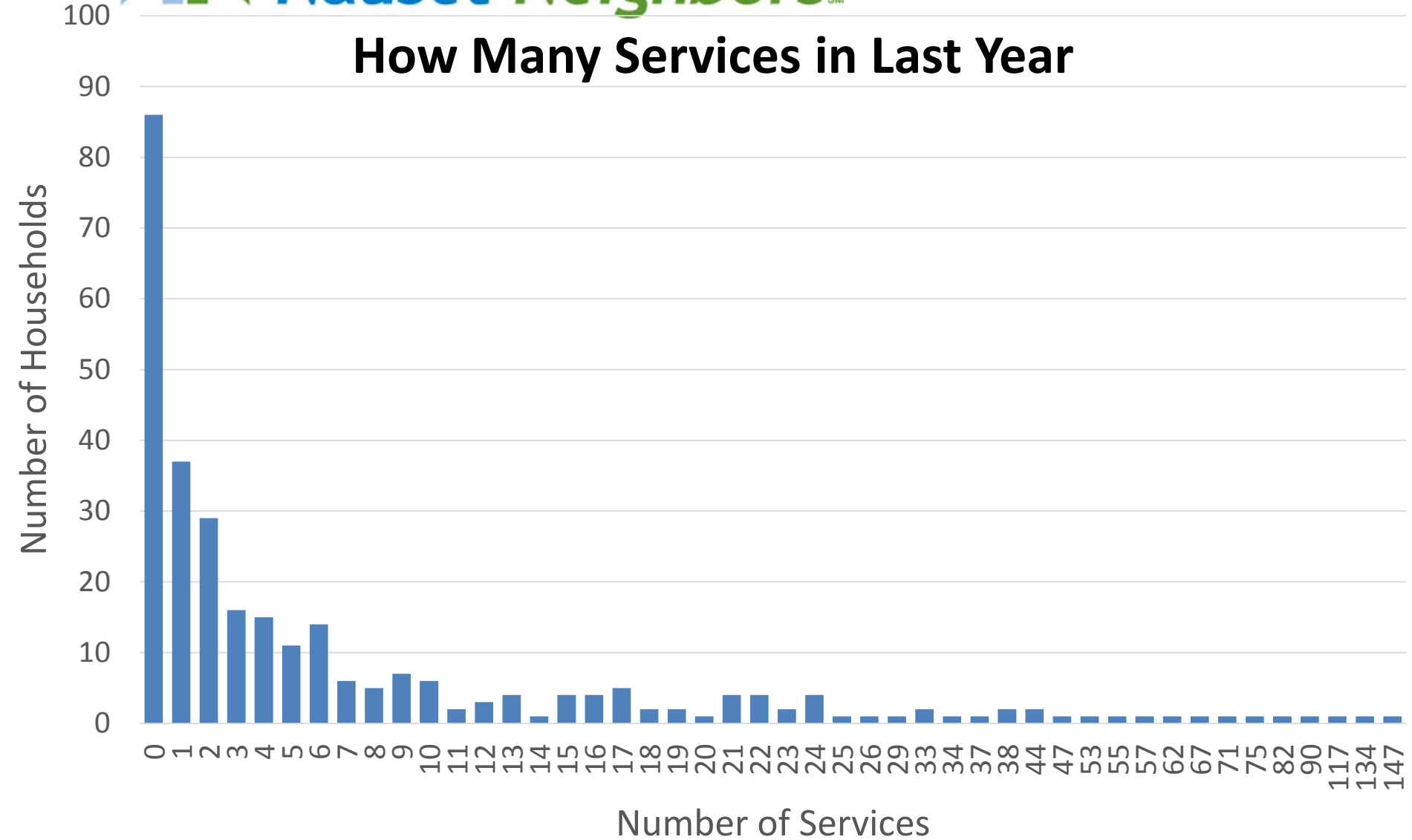
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Rate of Direct Services in Last 4 Weeks

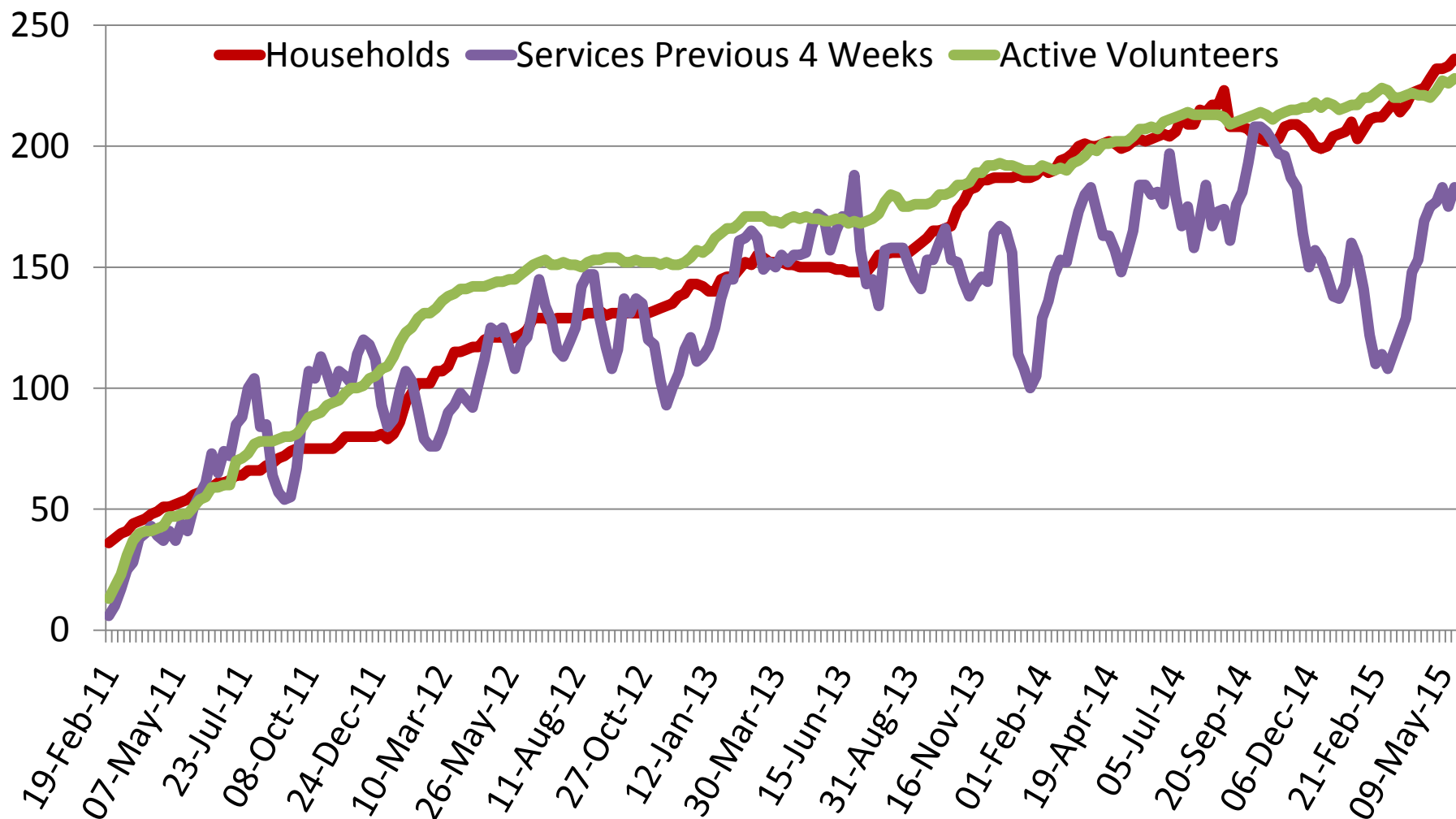


How Many Services in Last Year

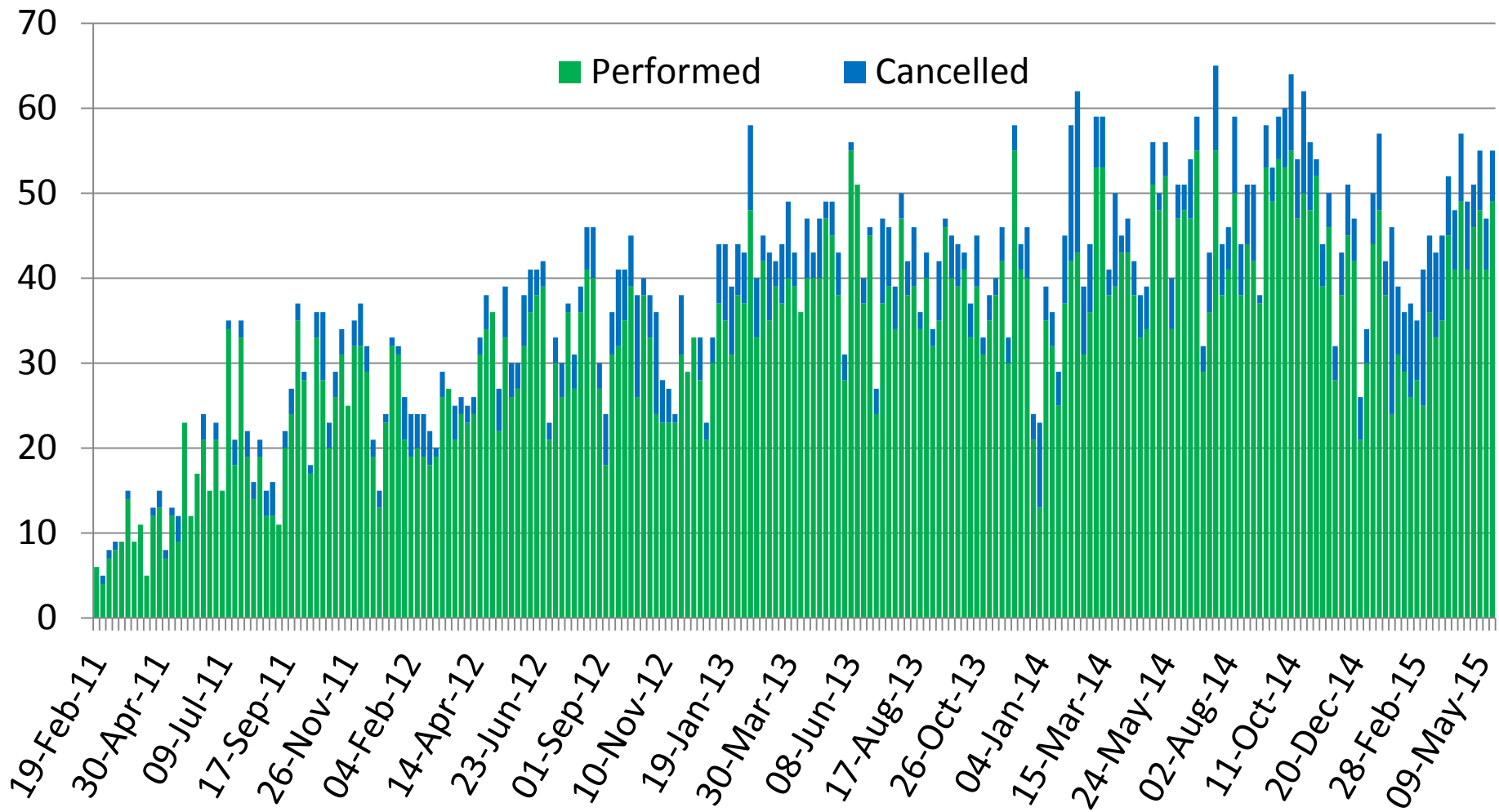




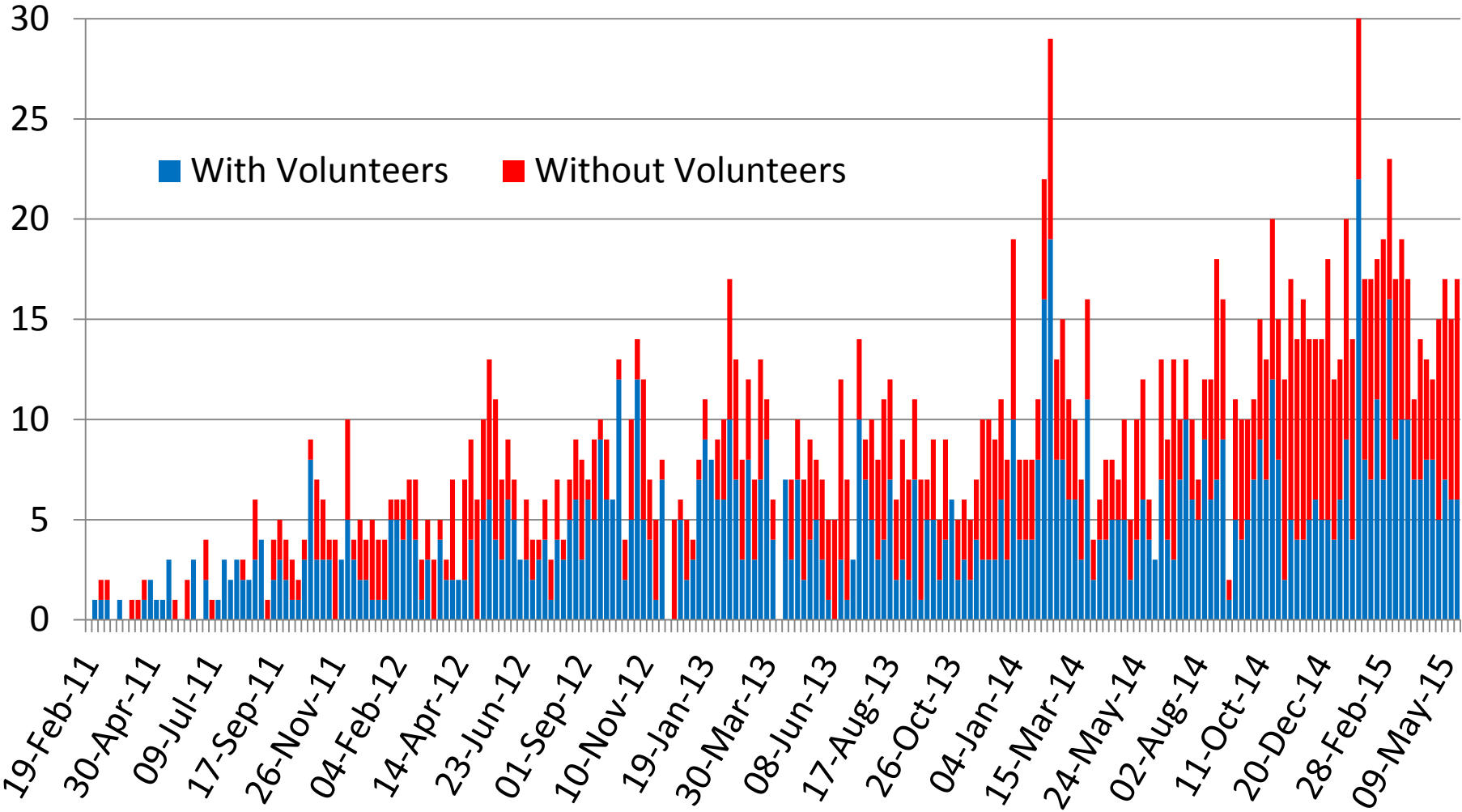
Members, Volunteers, and Services in Last 4 weeks



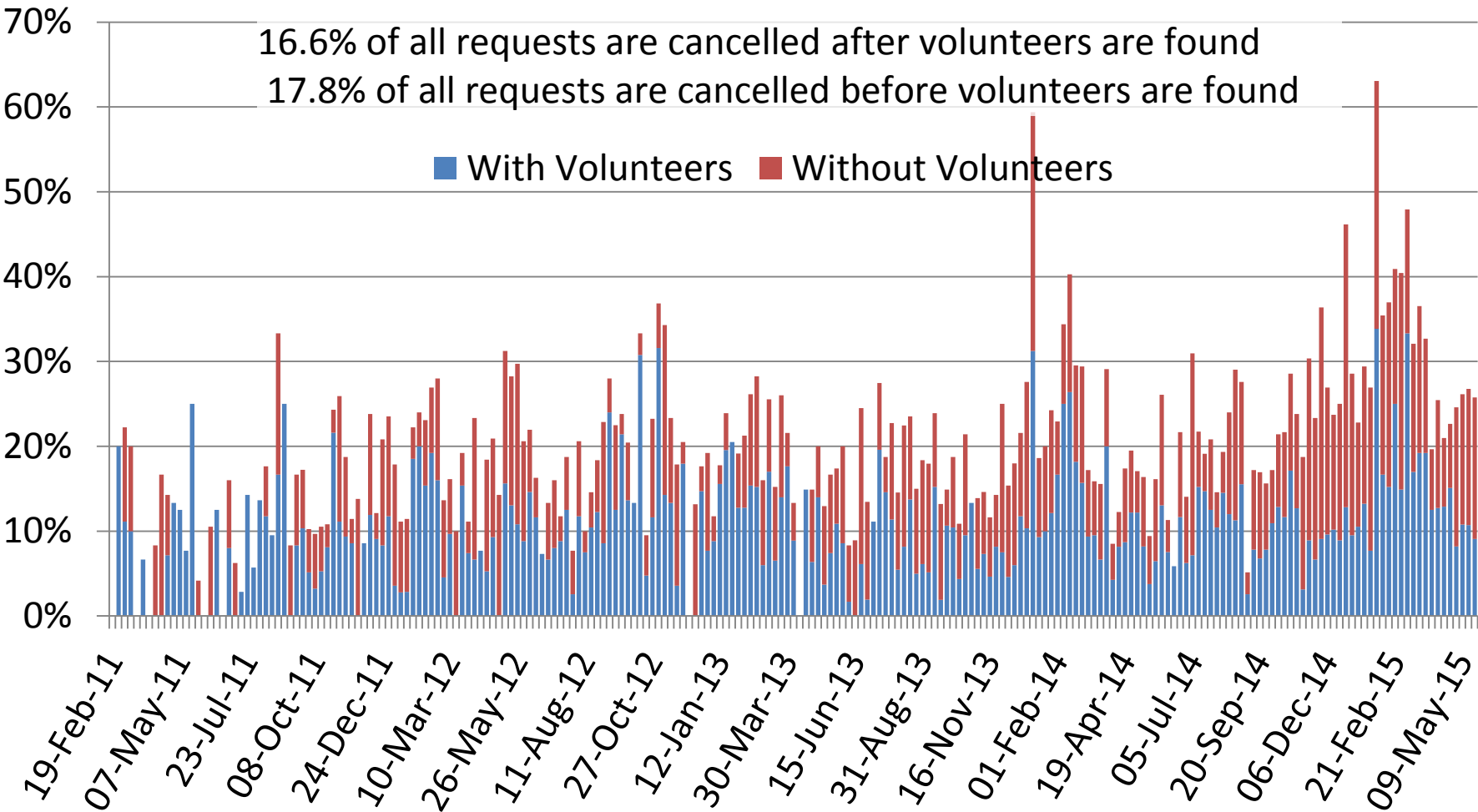
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



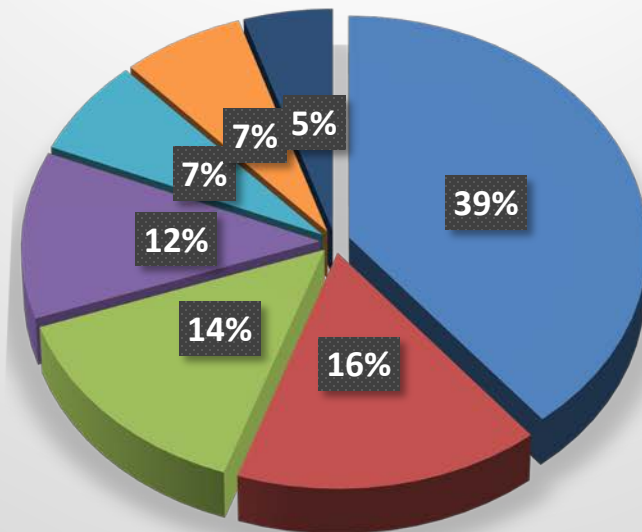
Why Members Quit

- Since we began we have had a total of 433 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
- 80 members have not asked for any services in the last year, which bears this out.

Why Members Quit

5/23/2015

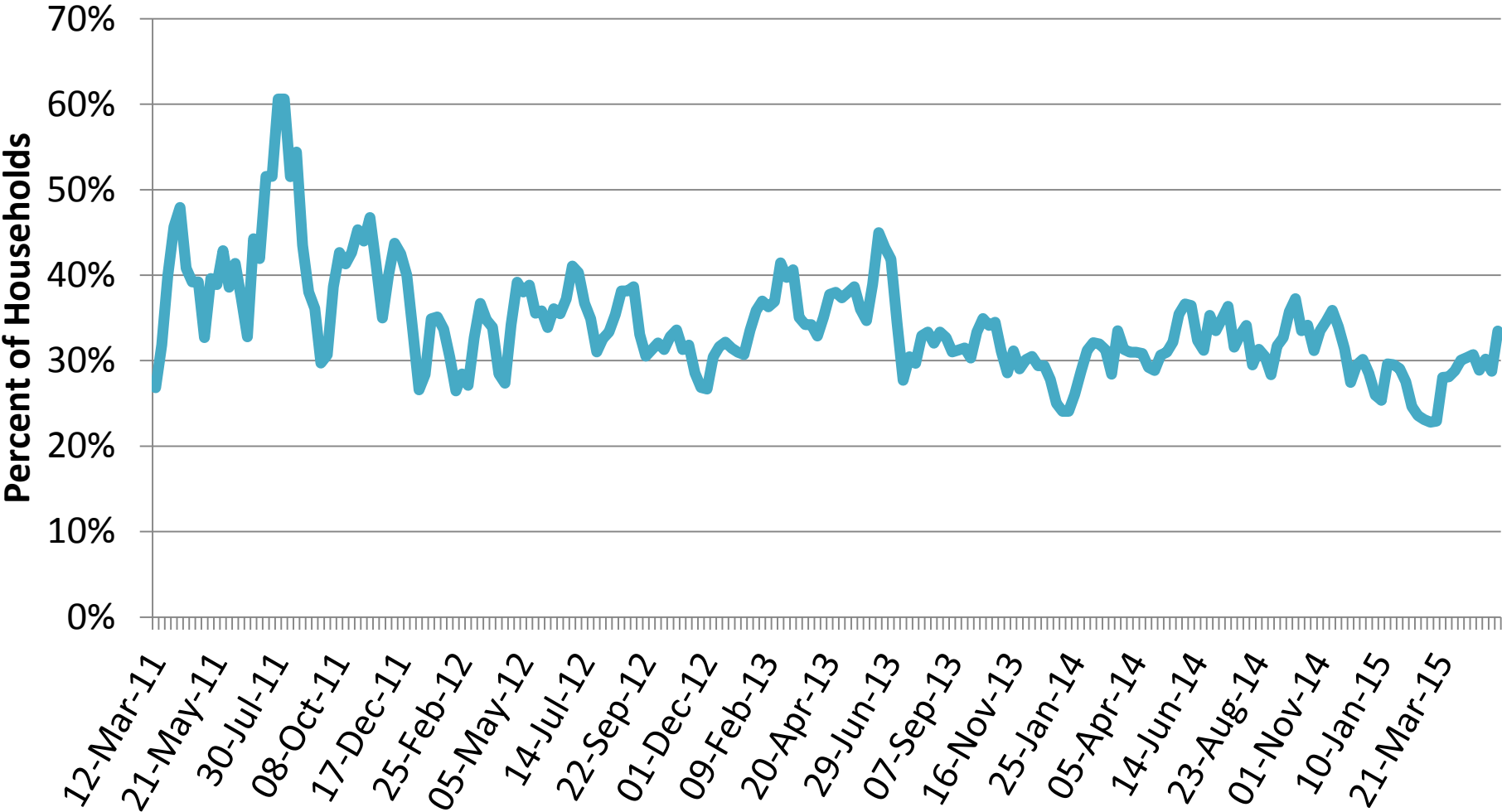
Since we began we have had a total of 438 members 37% of whom have dropped their membership



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

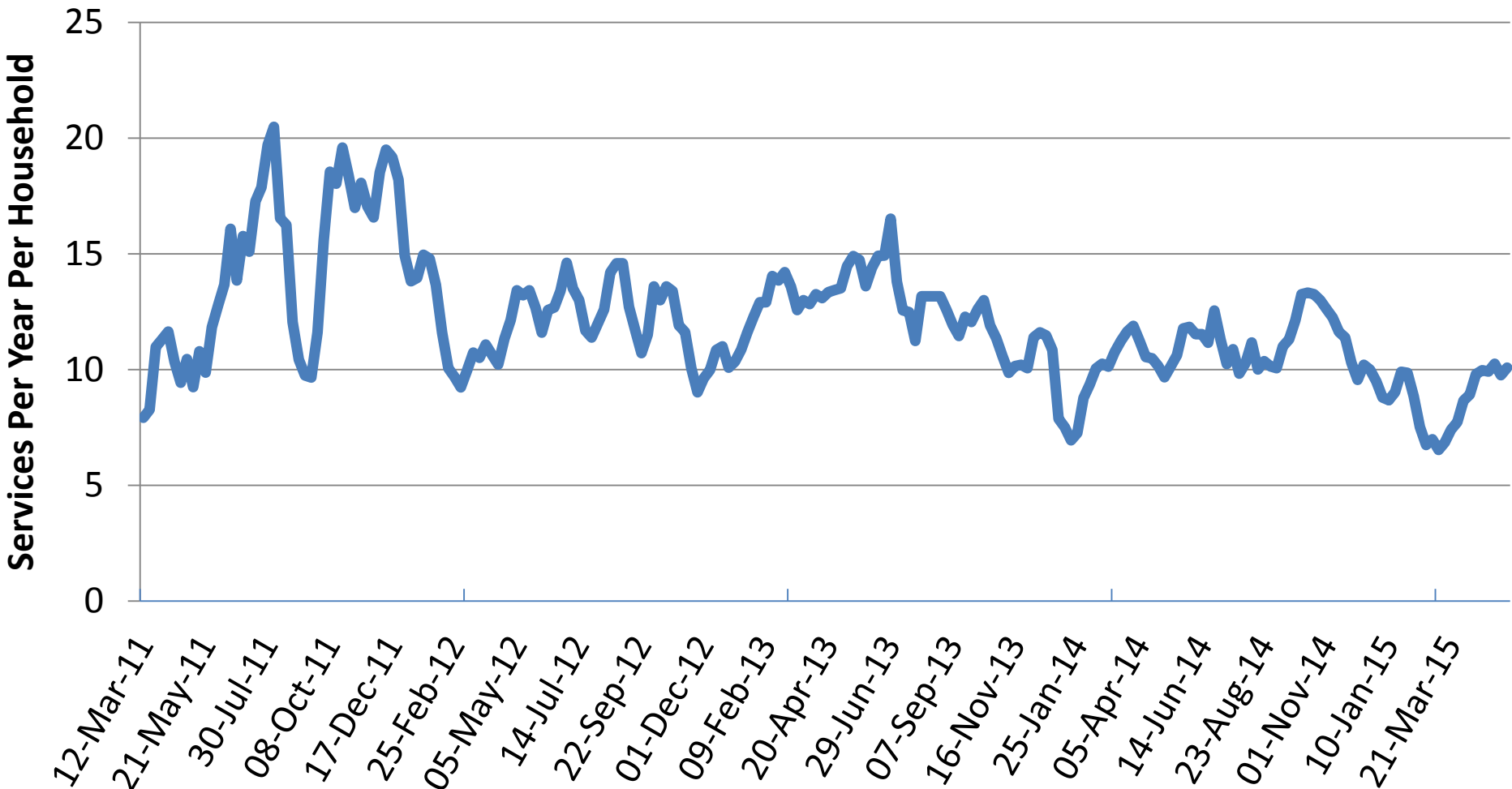


% of Households Receiving Services in Last Four Weeks





Annual Rate of Services per Household



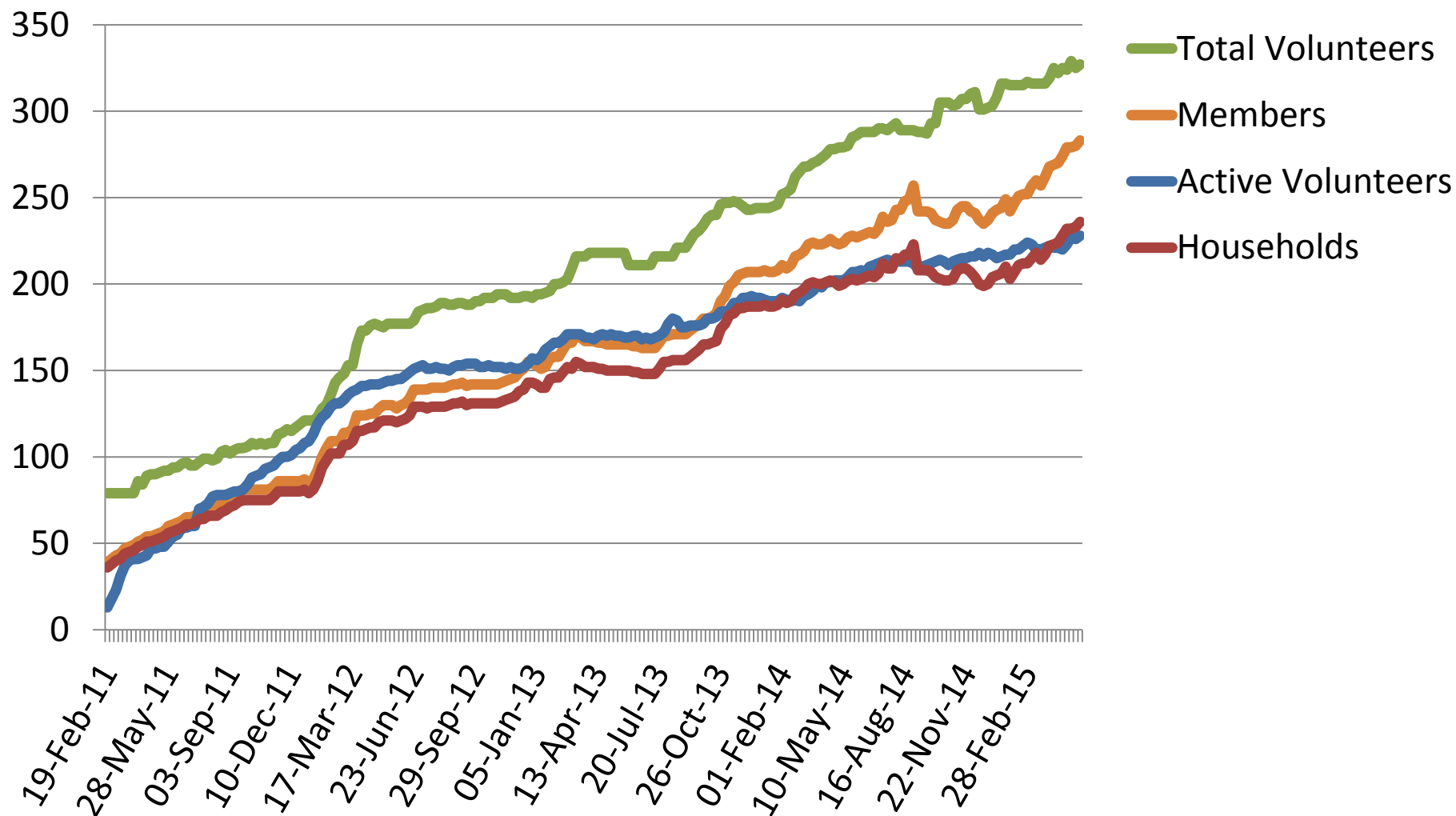
HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

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
 - 46 Volunteers provided services this week.
 - 101 Volunteers provided services in the last 4 weeks.
 - 143 Volunteers provided services in the last 13 weeks.
 - 226 Volunteers provided services in the last 52 weeks.
 - 324 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.

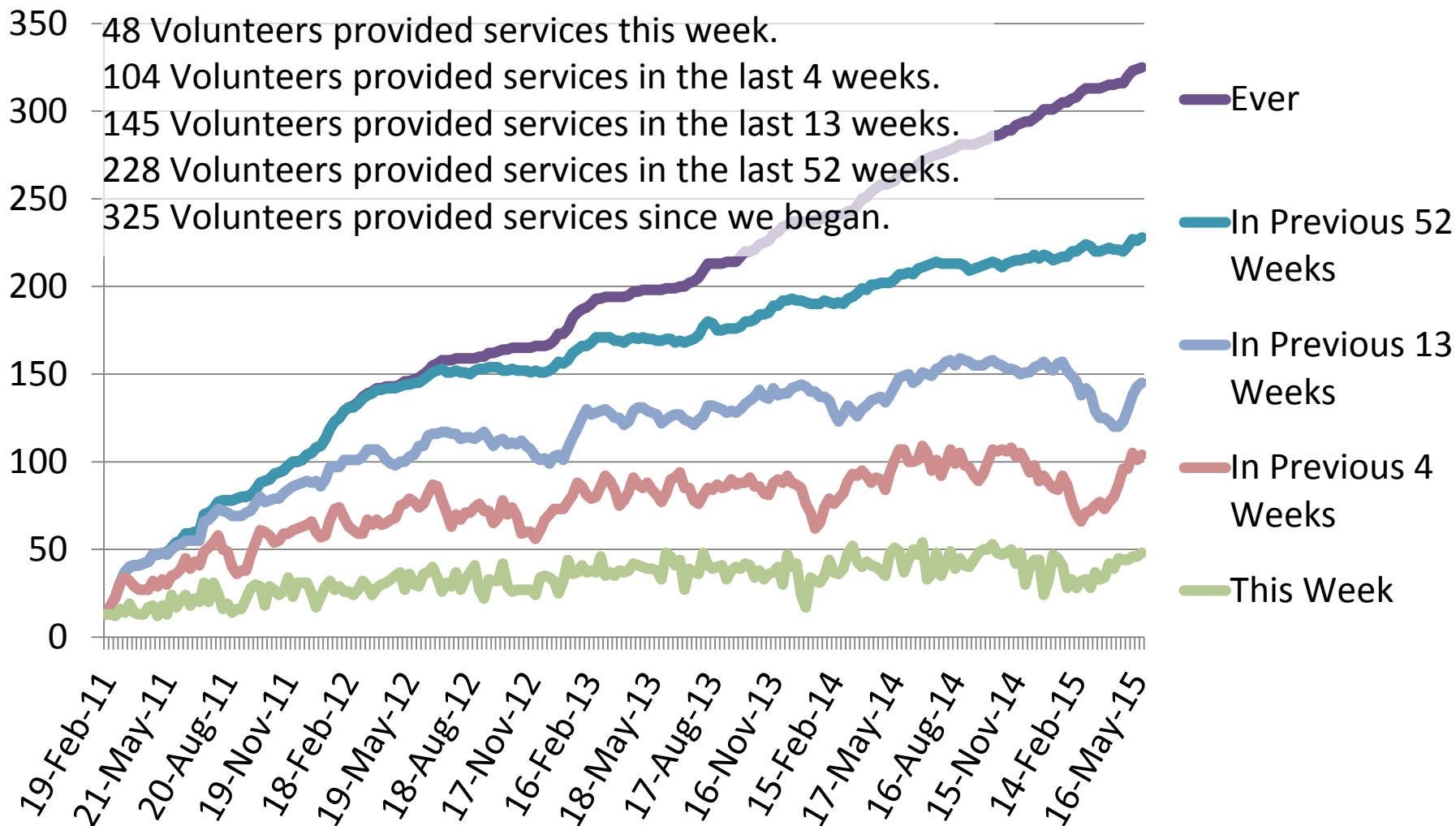


Members, Households and Volunteers



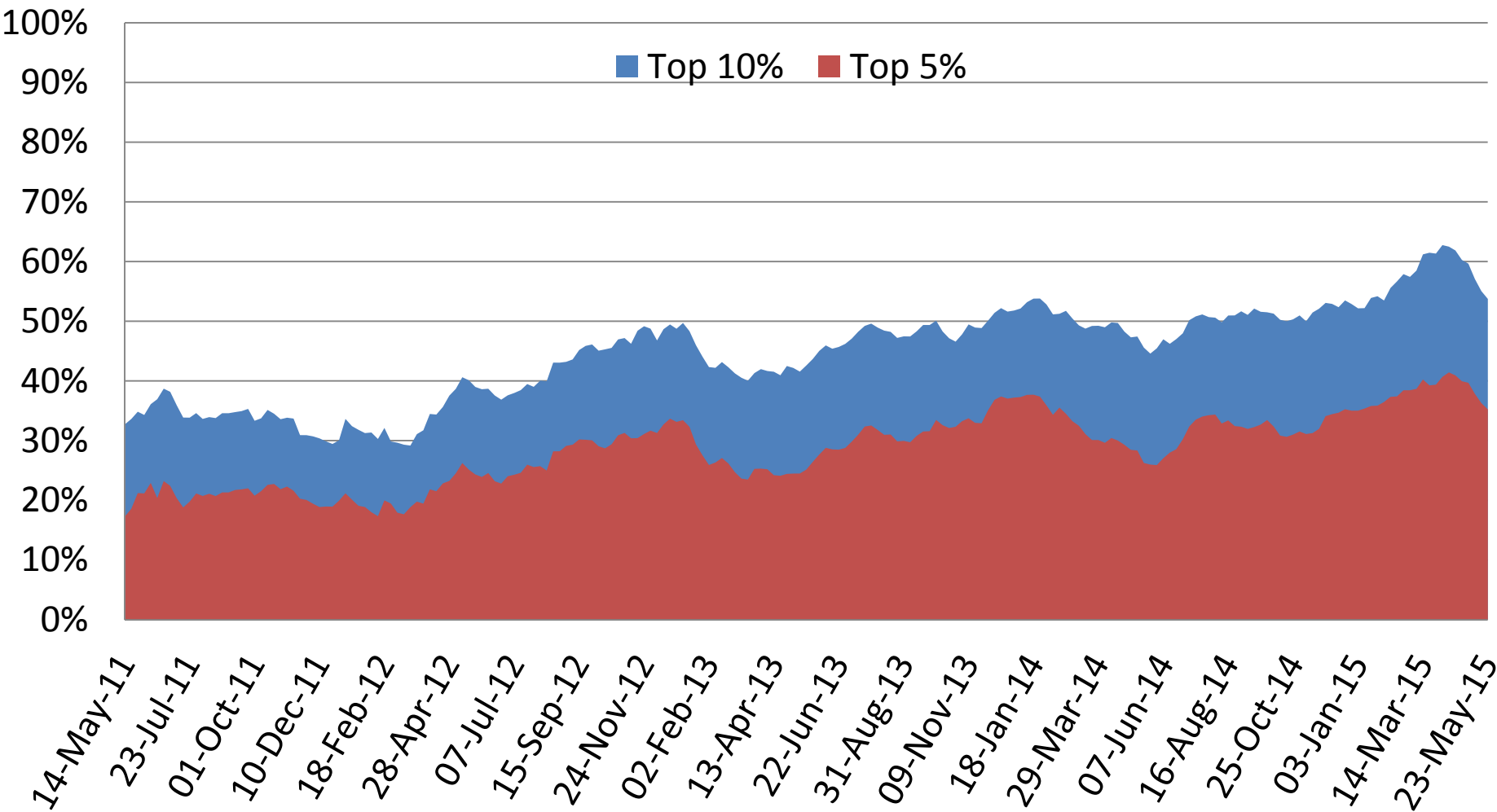


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks

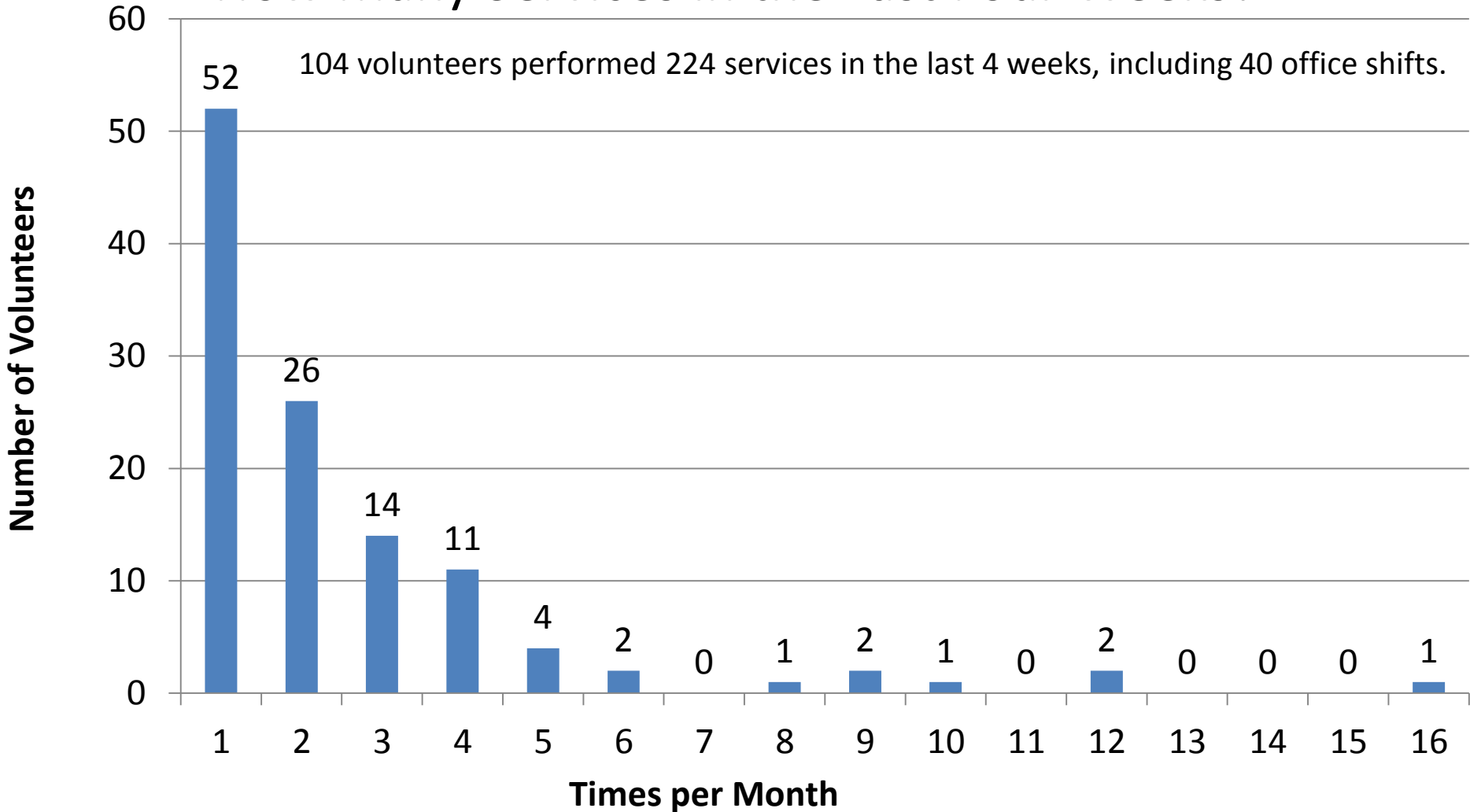


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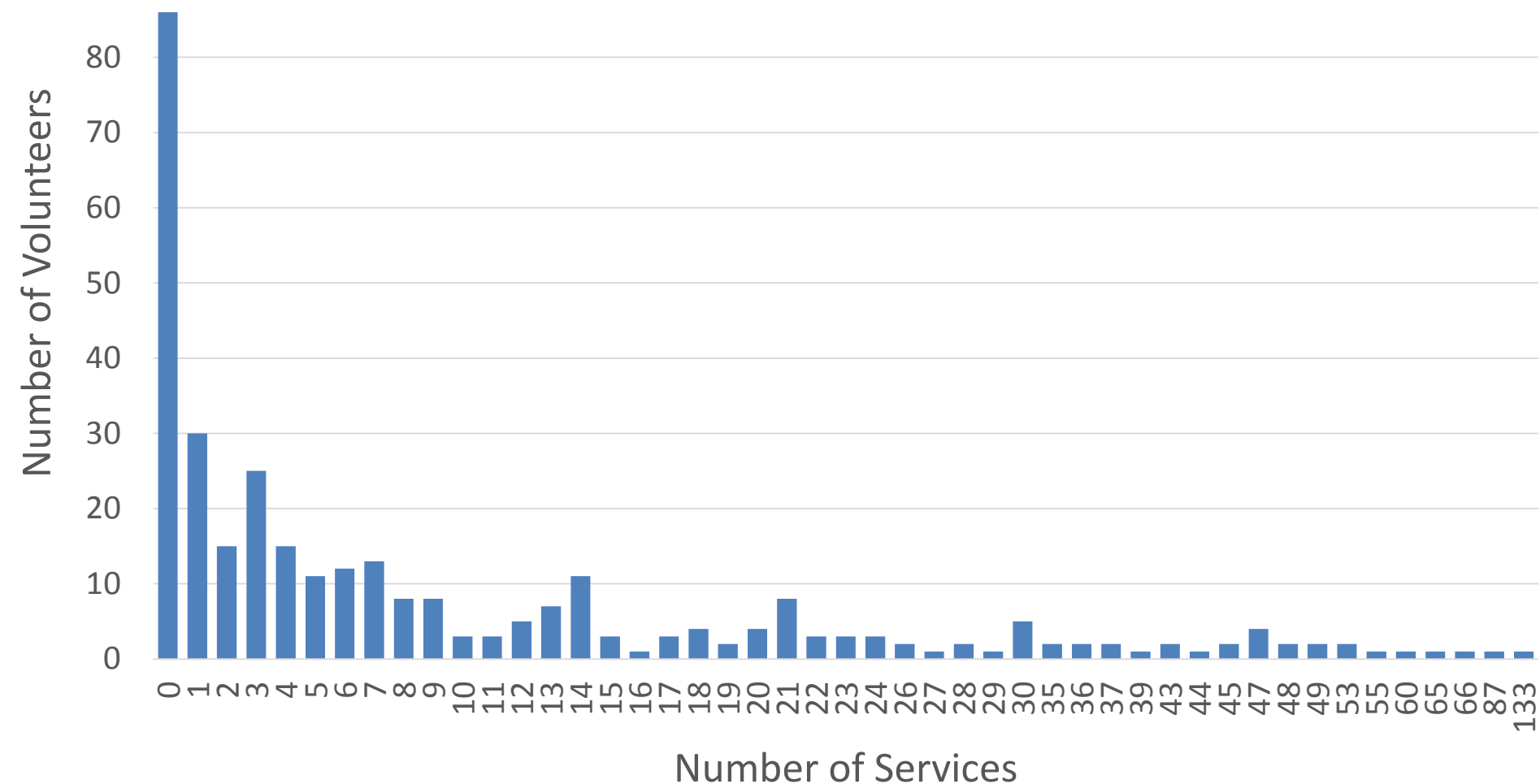
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How Many Services in the Last Four Weeks?



Services per Volunteer in the Last Year?



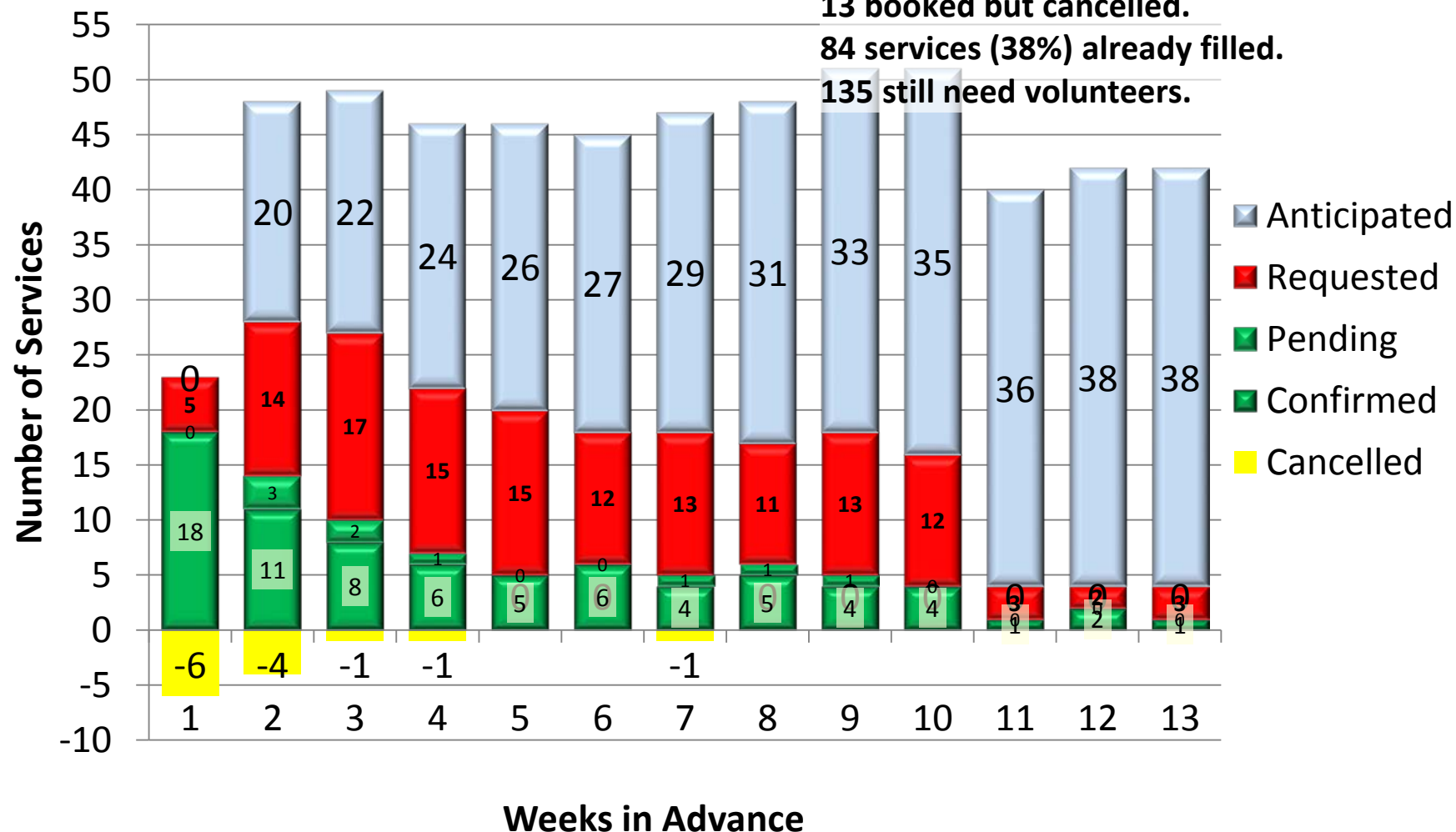
Service Requests on the Books

219 services needed for the next 13 weeks.

13 booked but cancelled.

84 services (38%) already filled.

135 still need volunteers.

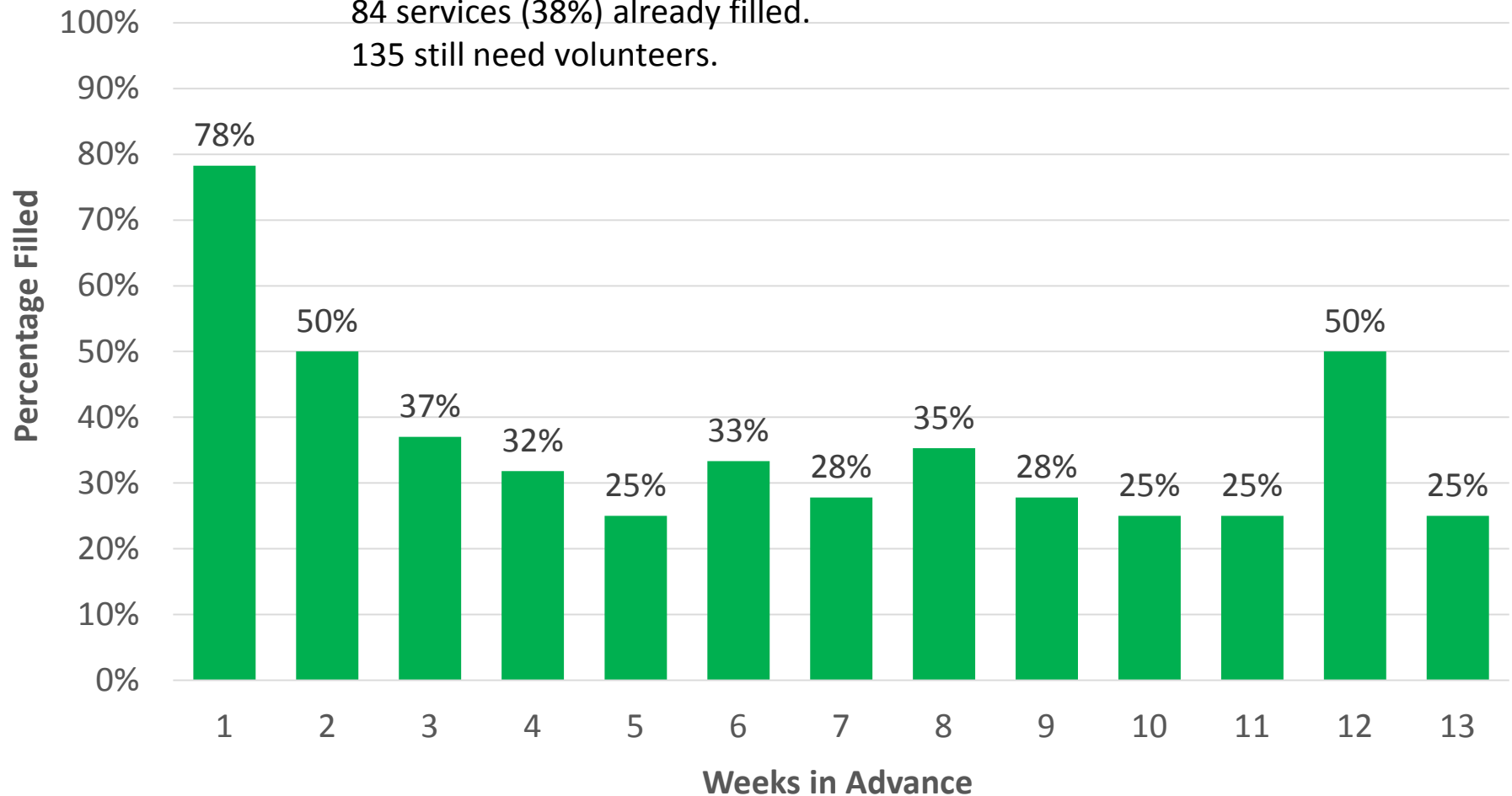


Percentage of Services for Next 13 Weeks Filled

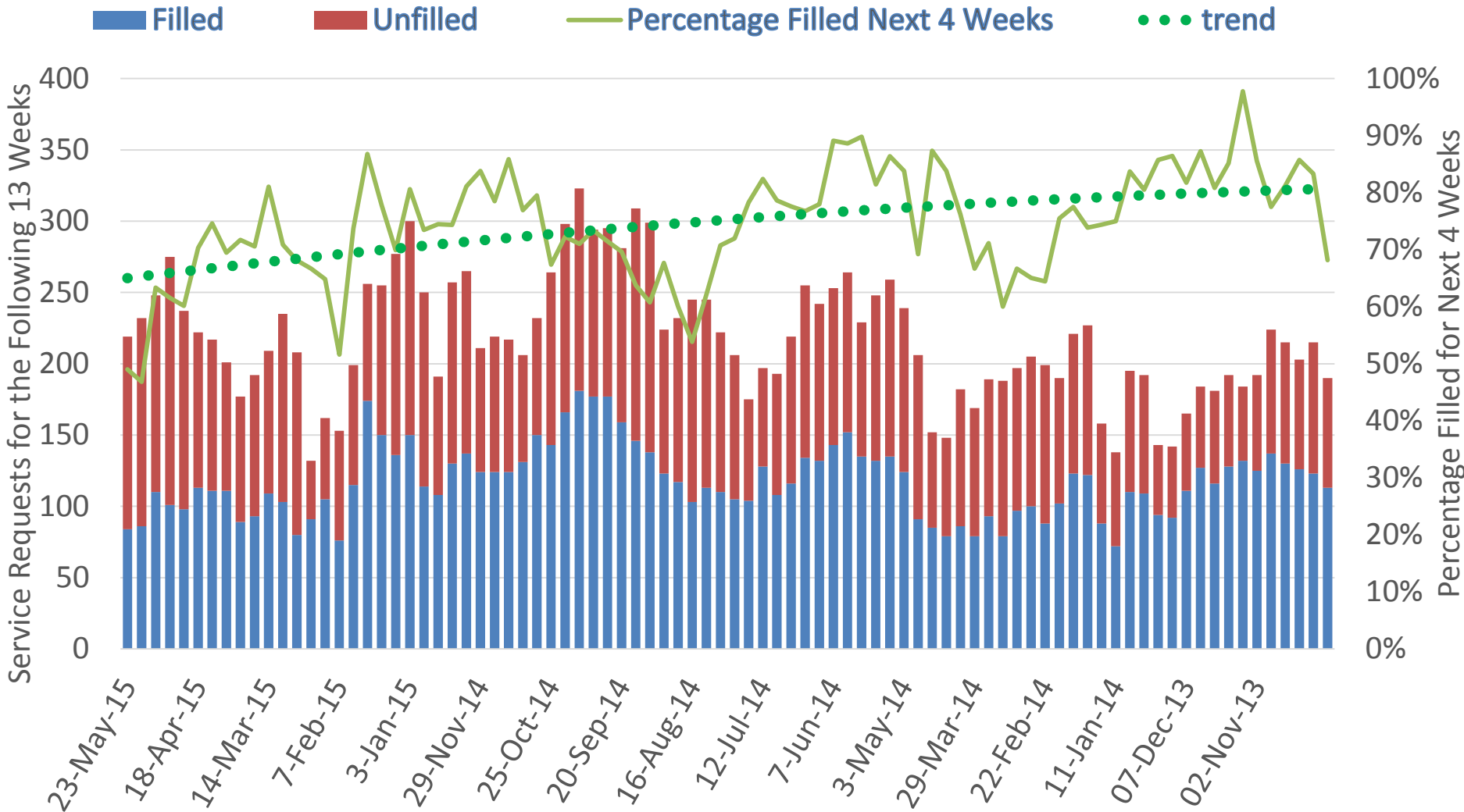
219 future services covering the next 13 weeks.

84 services (38%) already filled.

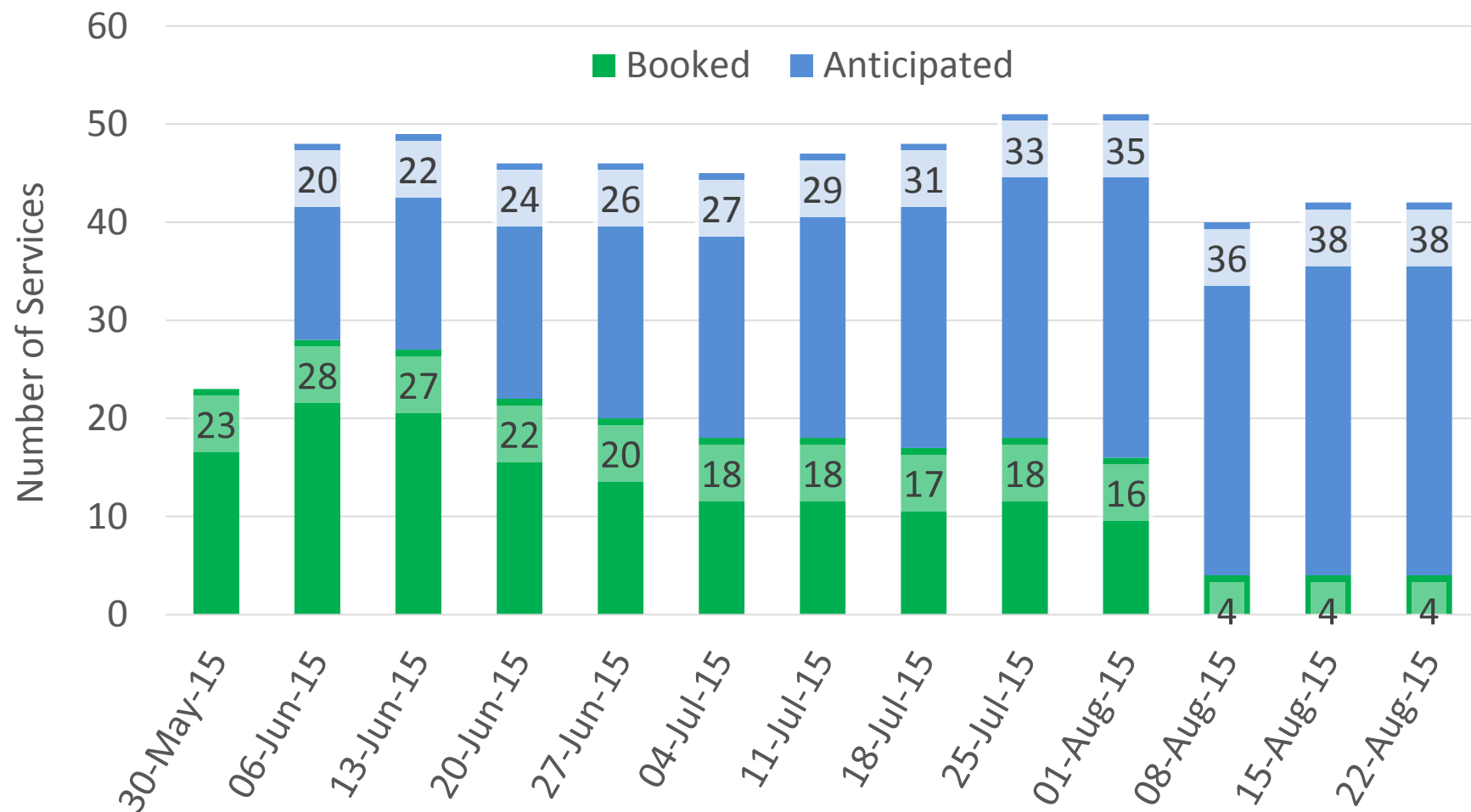
135 still need volunteers.



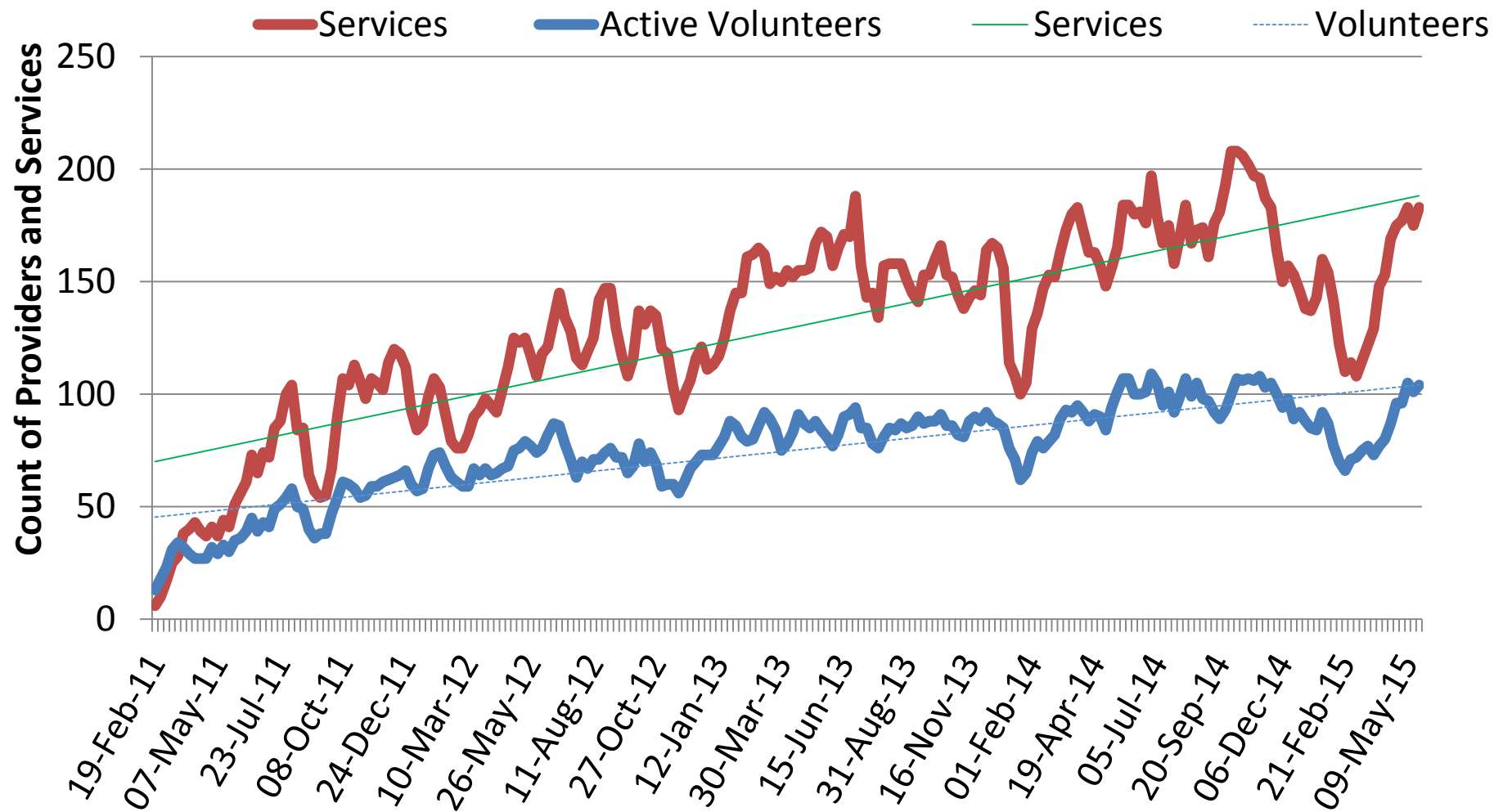
History of Future Requests



Projected Future Services



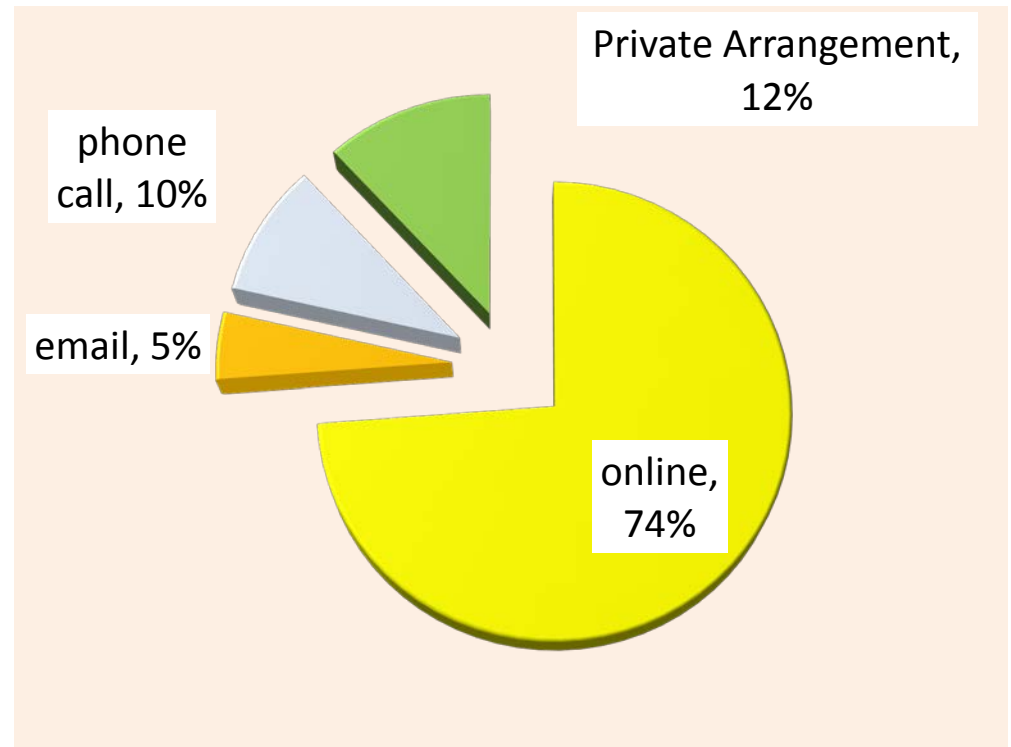
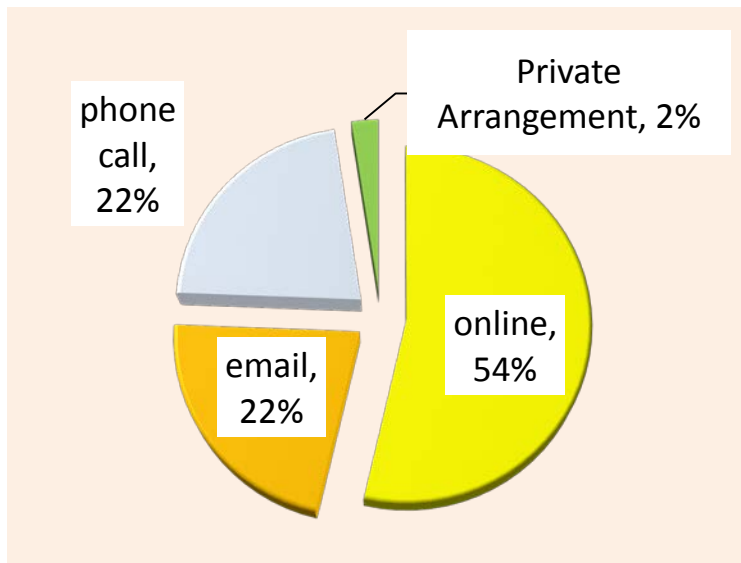
Volunteers and Services Previous 4 Weeks



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



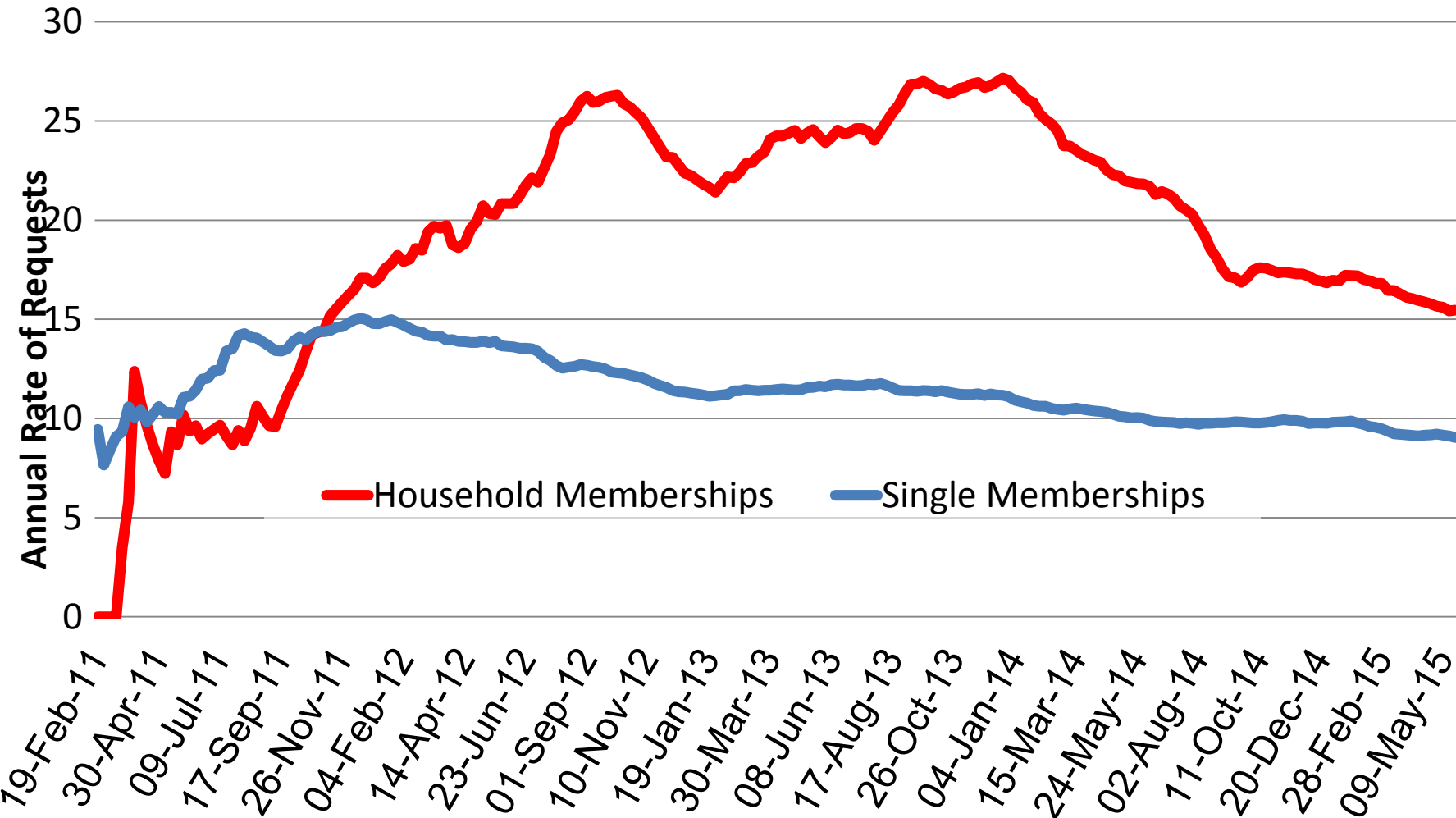
Phone calls were used mostly for handyman, where the first person reached usually says yes.

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



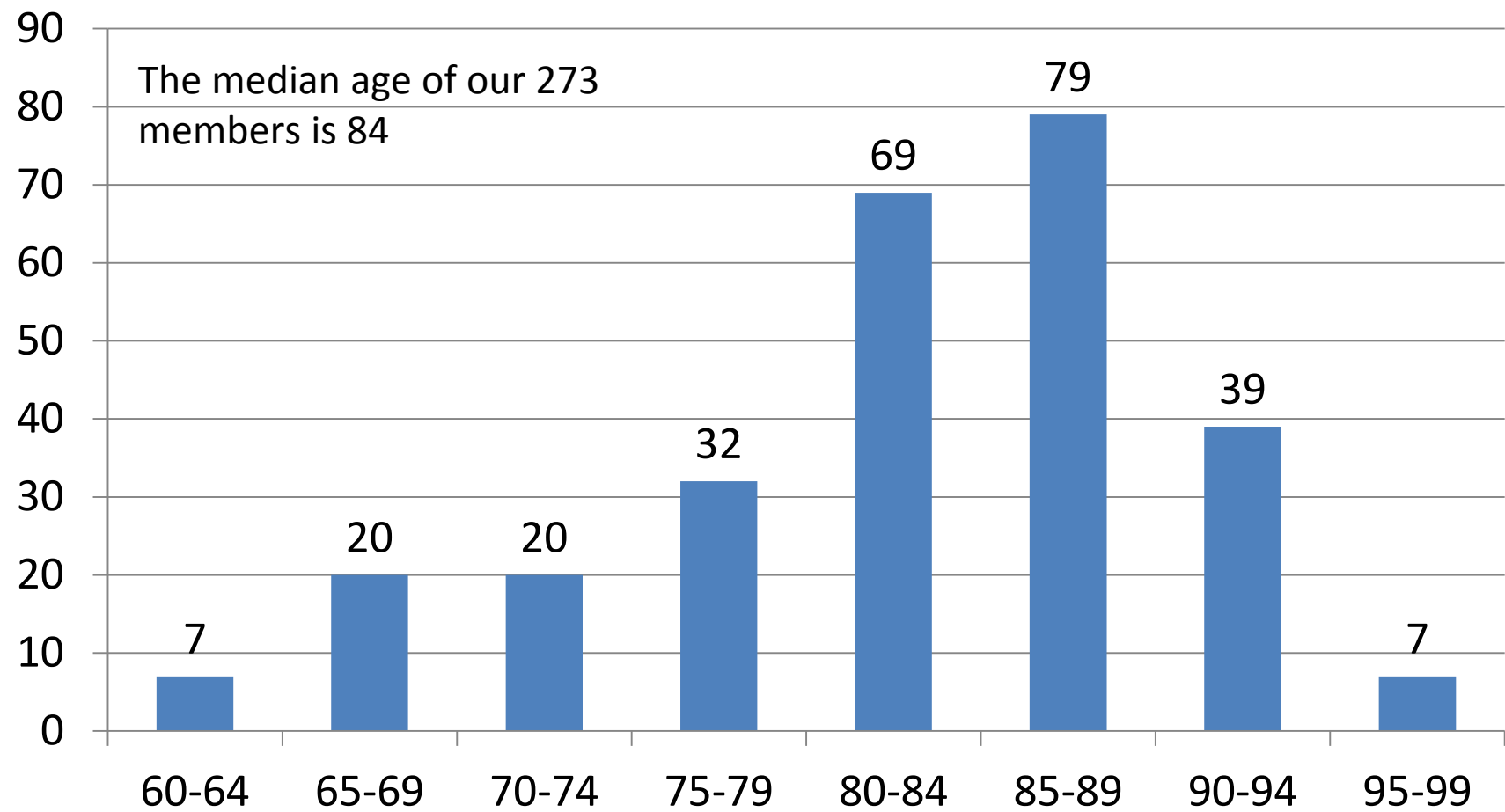
Household Memberships Single Memberships

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

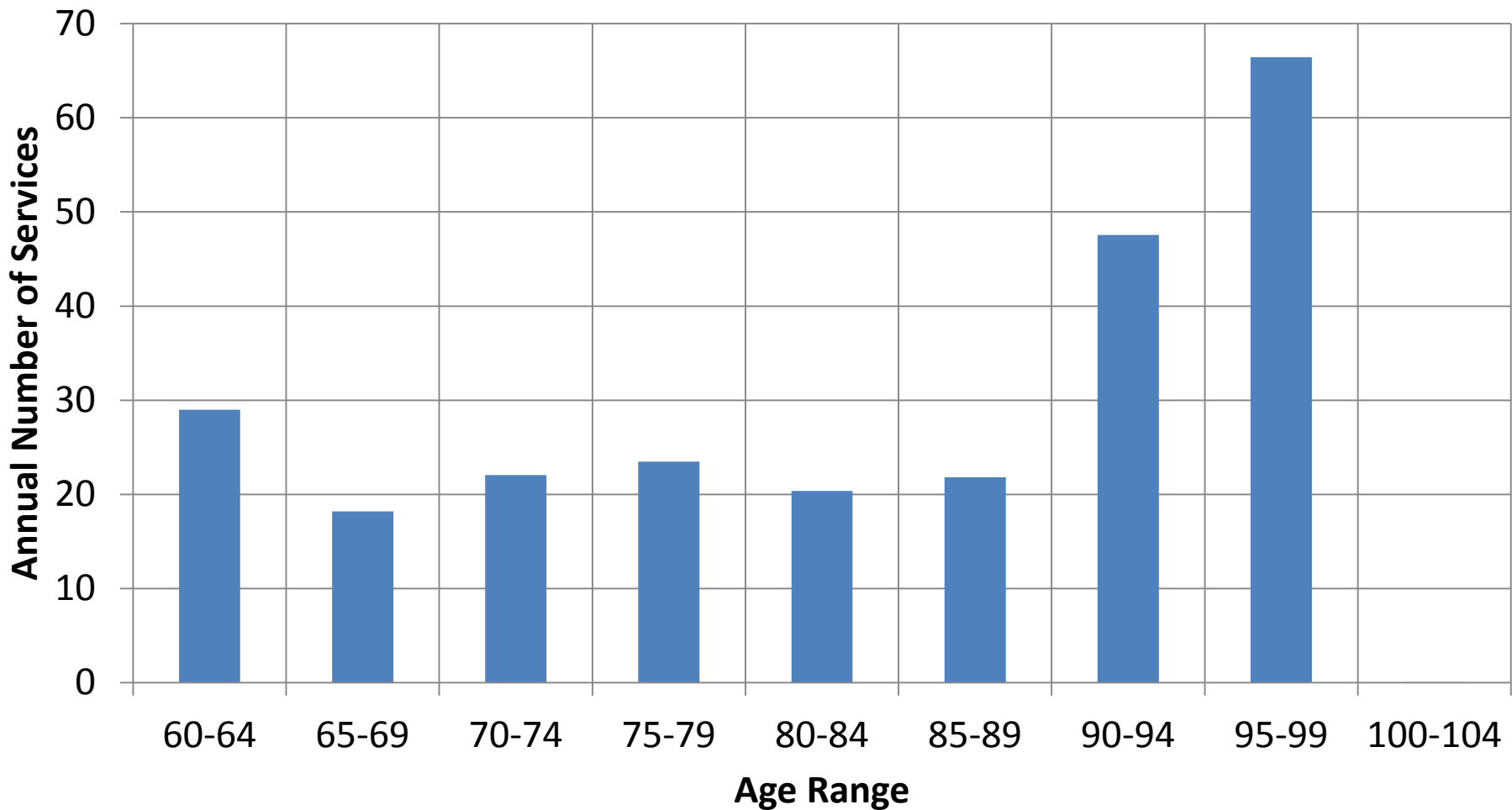
Analysis by Age Group

- 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.

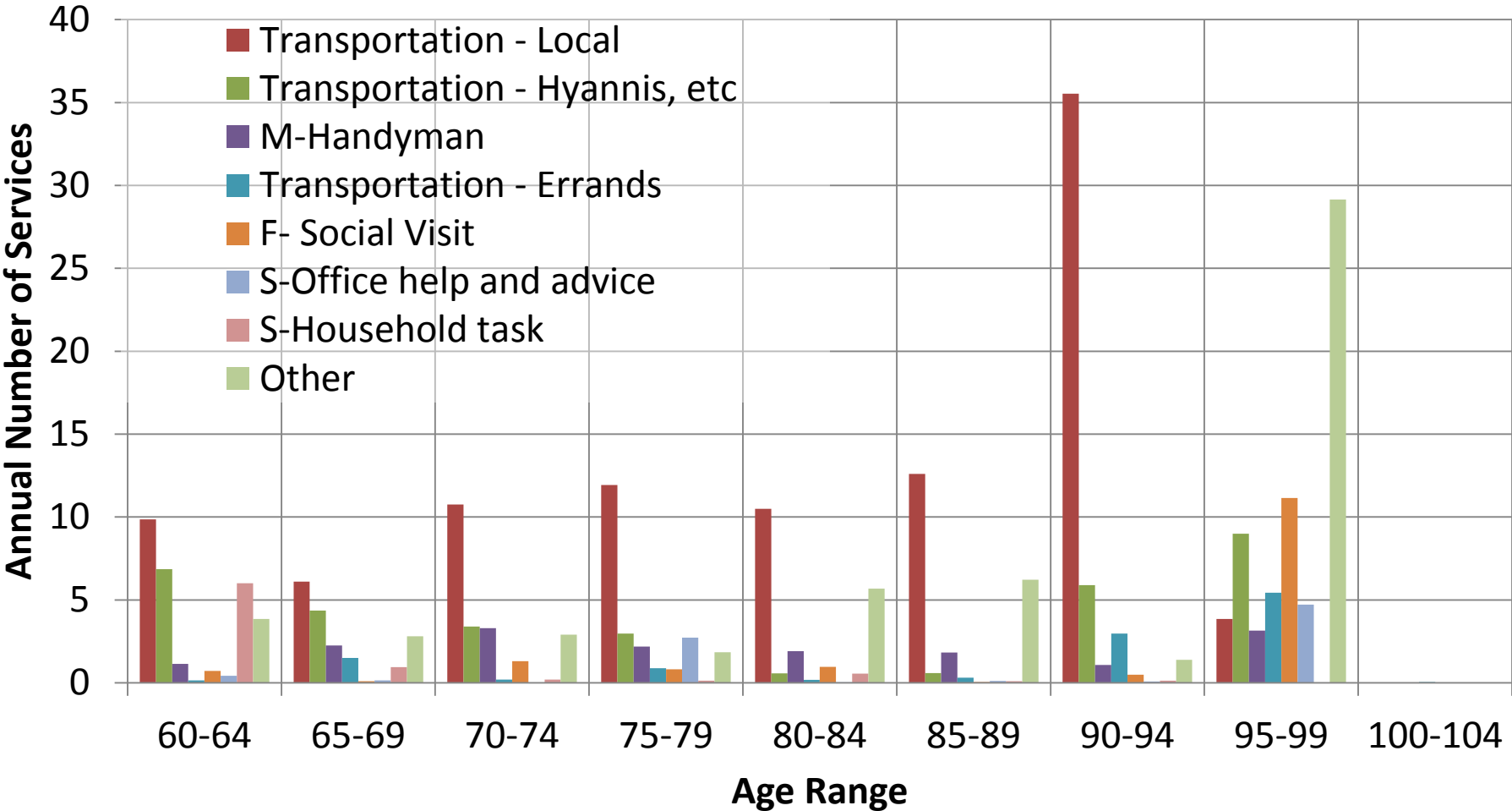
Age of Members



Annual Rate of Services by Age Range



Annual Use of Services by Age

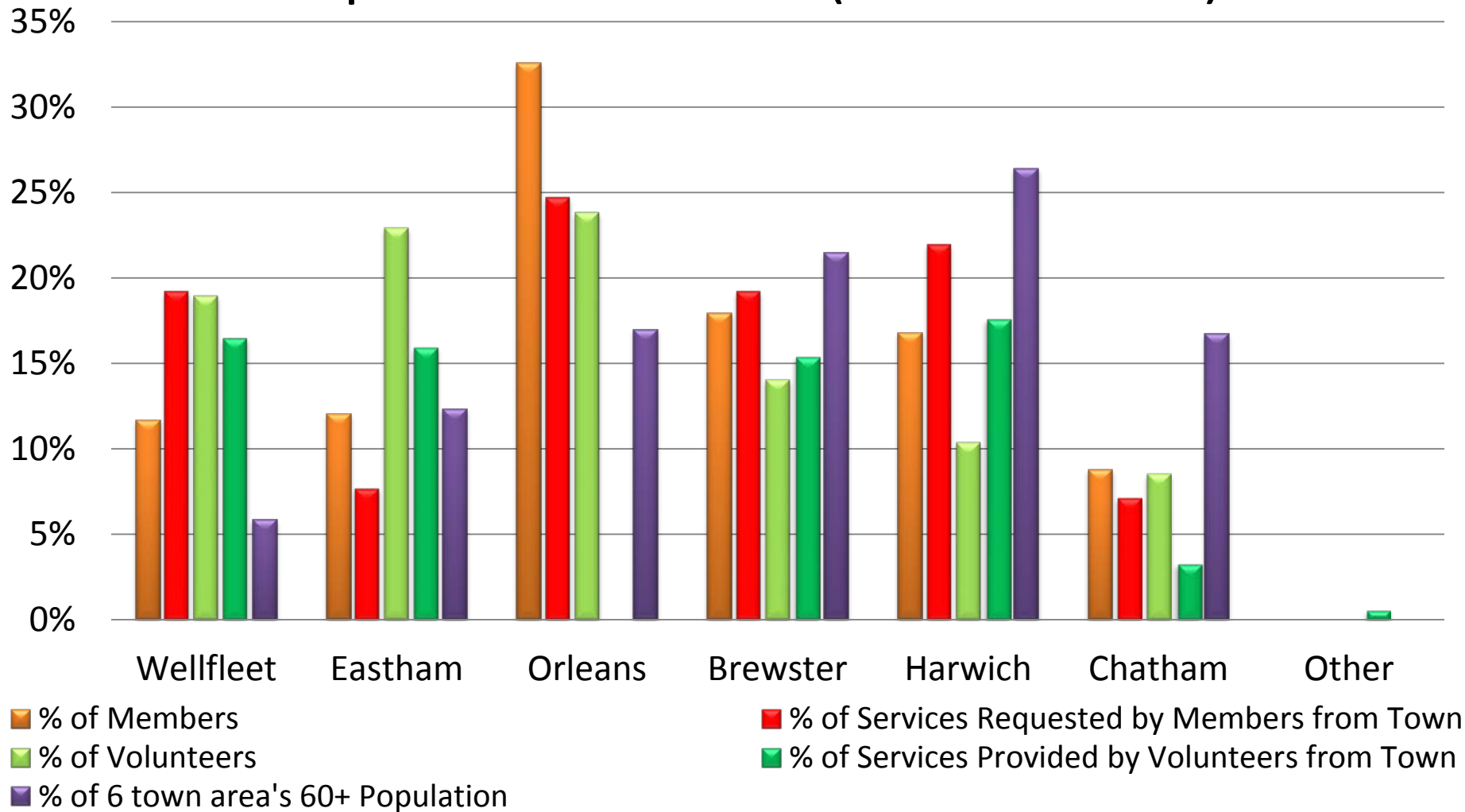


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

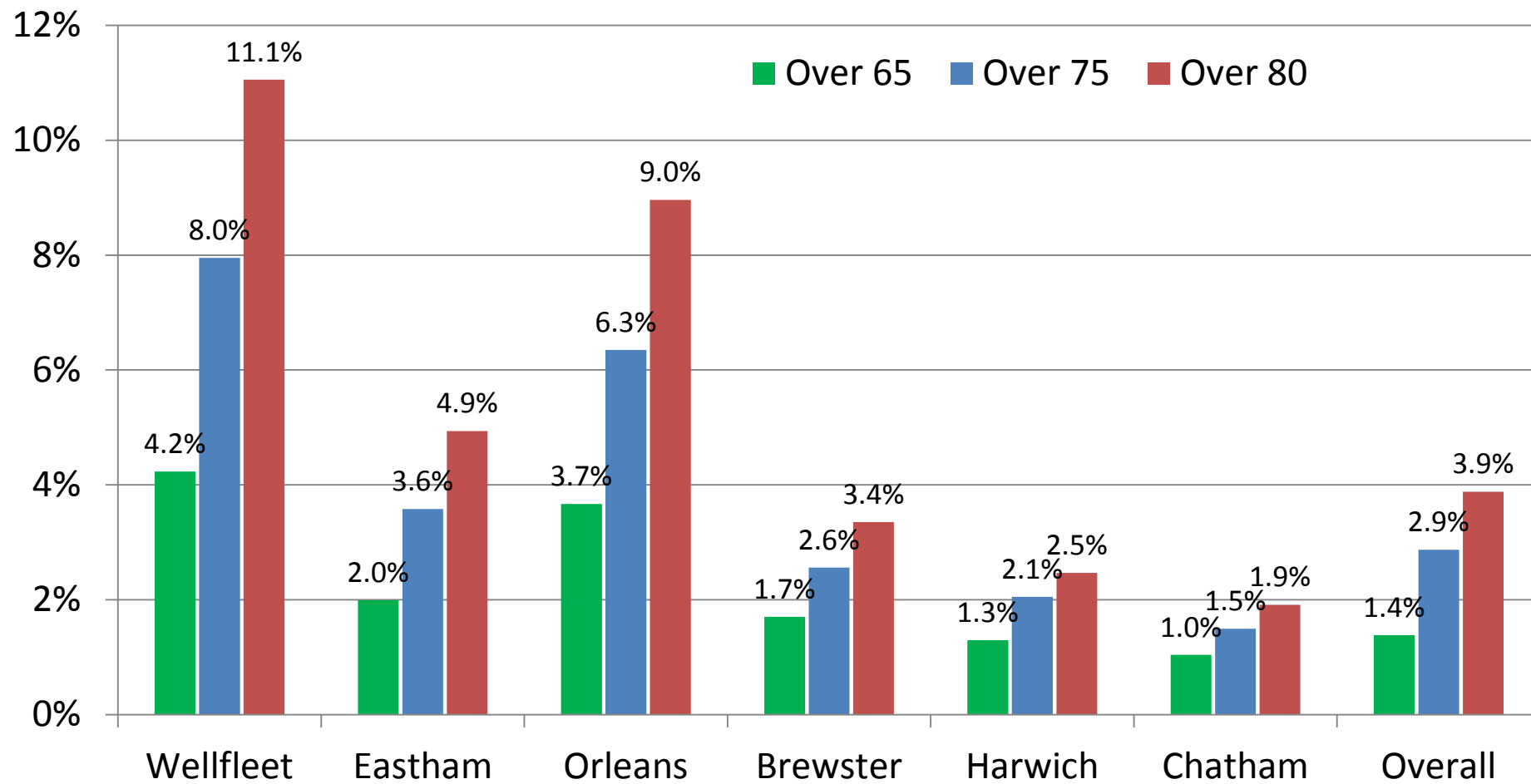
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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	1030	83	219	36	34	1	1403
	Eastham	628	381	584	86	124	16	1819
	Orleans	40	60	1417	226	74	46	1863
	Brewster	10	27	512	311	222	8	1090
	Harwich	11	2	73	111	519	9	725
	Chatham		1	12	8	69	53	143
	Other	7	0	8	8	7	0	30
	Total Used	1726	554	2825	786	1049	133	7073

Towns of Service Providers and Recipients (Last 4 Weeks)

59% 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	25	1	4				30
	Eastham	6	12	4	3	3	1	29
	Orleans	3	1	30	10	7	5	56
	Brewster			6	14	8		28
	Harwich				8	22	2	32
	Chatham			1			5	6
	Other	1	0	0	0	0	0	1
	Total Used	35	14	45	35	40	13	182