

Week 229 Member Services Report

July 4, 2015



Google doodle by Brian Kaas

Summary of the Past Week

- The new volunteer signup is working well. However, many services are still being filled by phone, mostly because the number of unfilled services at the start of a week has grown.
- Signups for future services high, but the number of future services has also grown
- We added **1** new member.
- Our waiting list is at **13** people representing a six week wait with **1** potential members added this week.
- We added **1** new volunteer.
- 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.
 - 39 volunteers performed 41 services for 25 households and covered 8 office shifts last week. With 4 filled cancellations that means we filled 53 assignments.
 - 100 volunteers performed 177 services for 69 households and covered 38 office shifts in the last 4 weeks.
 - 224 volunteers performed 2147 services for 194 households this year.
 - 9 services were cancelled last week, 4 with a volunteer already assigned.
- We have **290** members and **329** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 68.

Looking Forward

- We have **304** future service requests booked for the next three months, a decrease from last week.
 - **24** future service requests have been cancelled
 - **10** services remain to be filled for next week, and several may need to be cancelled because of the lack of online signups
 - **41** more need filling in the following three weeks.
 - **59%** of services for the next four weeks have volunteers, which is below average.
 - **46%** of services for the next thirteen weeks have volunteers assigned, which below average but climbing.
- 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?

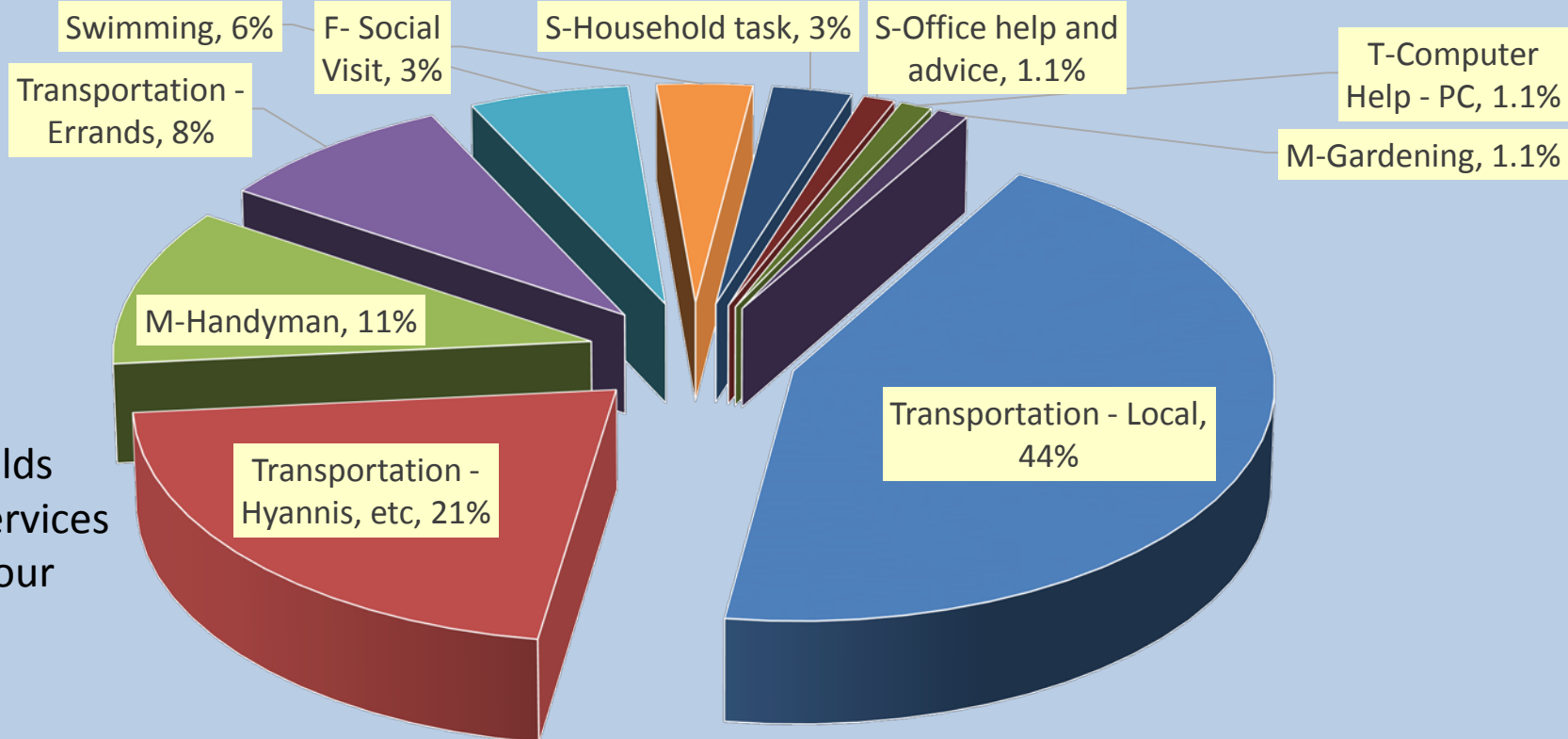
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**73%**).
- Handyman services are growing as seasonal changes are coming in.
- **69** households (**28%**) used services in the last four weeks.
- The annual rate of services remained over **9** per year per household, recovering from our lowest point.
- The 10% most needy members used nearly **60%** of services, a high number, but continuing a trend downwards.
- “Only” **11** services were cancelled for this week, **5** after volunteers were found.

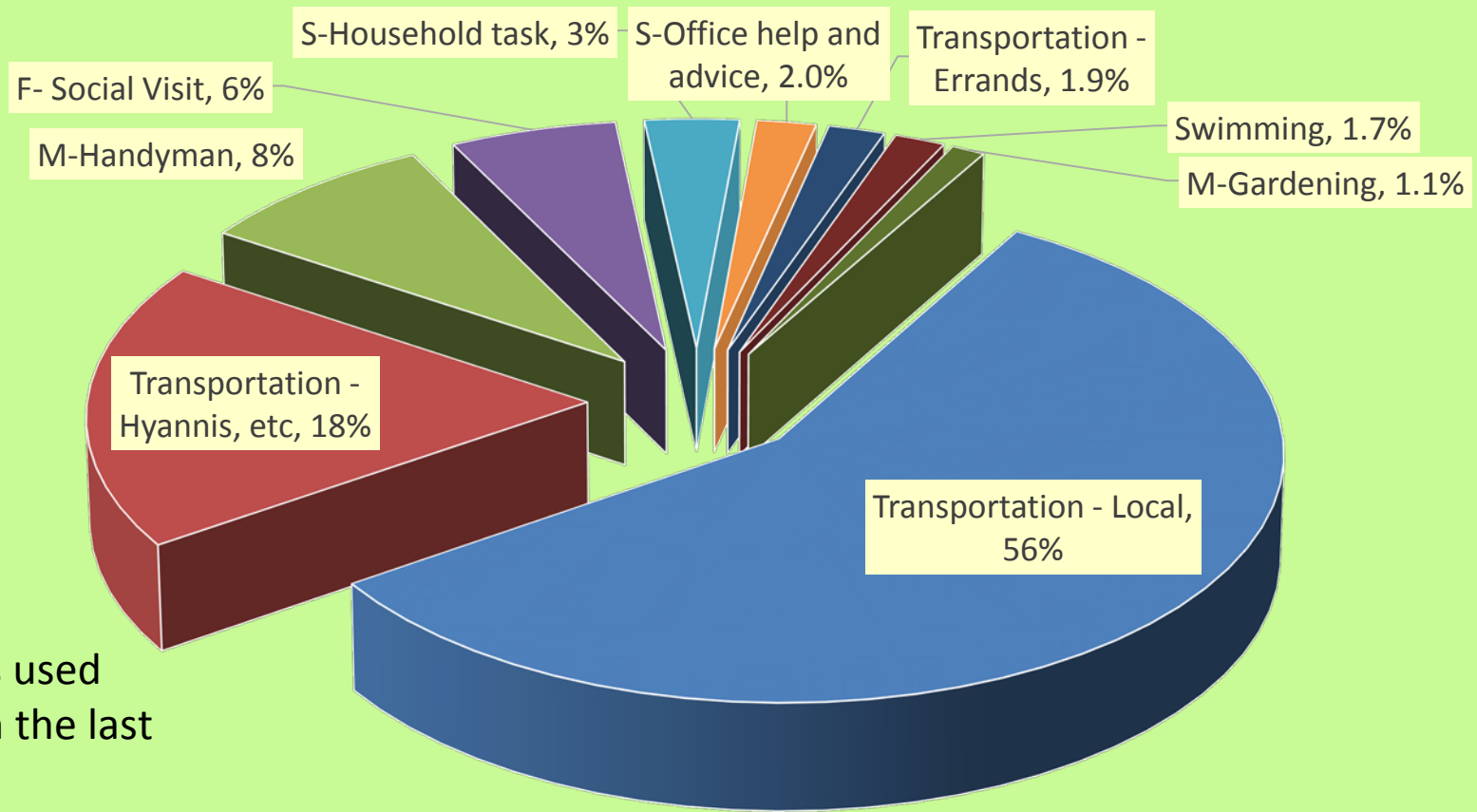
Services in the Last 4 Weeks

7/4/2015



Services in the Last 52 Weeks

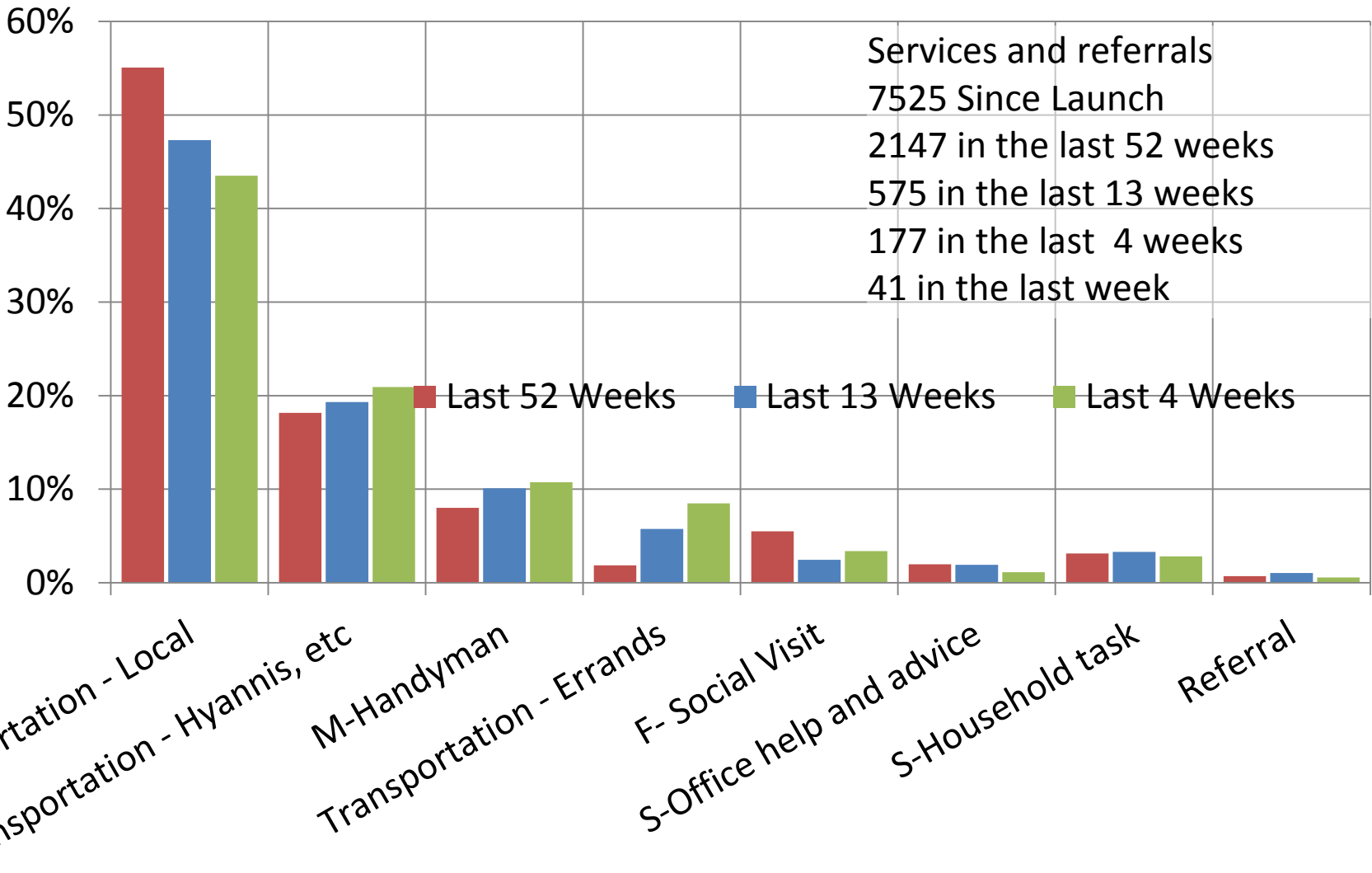
7/4/2015



194 households used
2147 services in the last
52 weeks



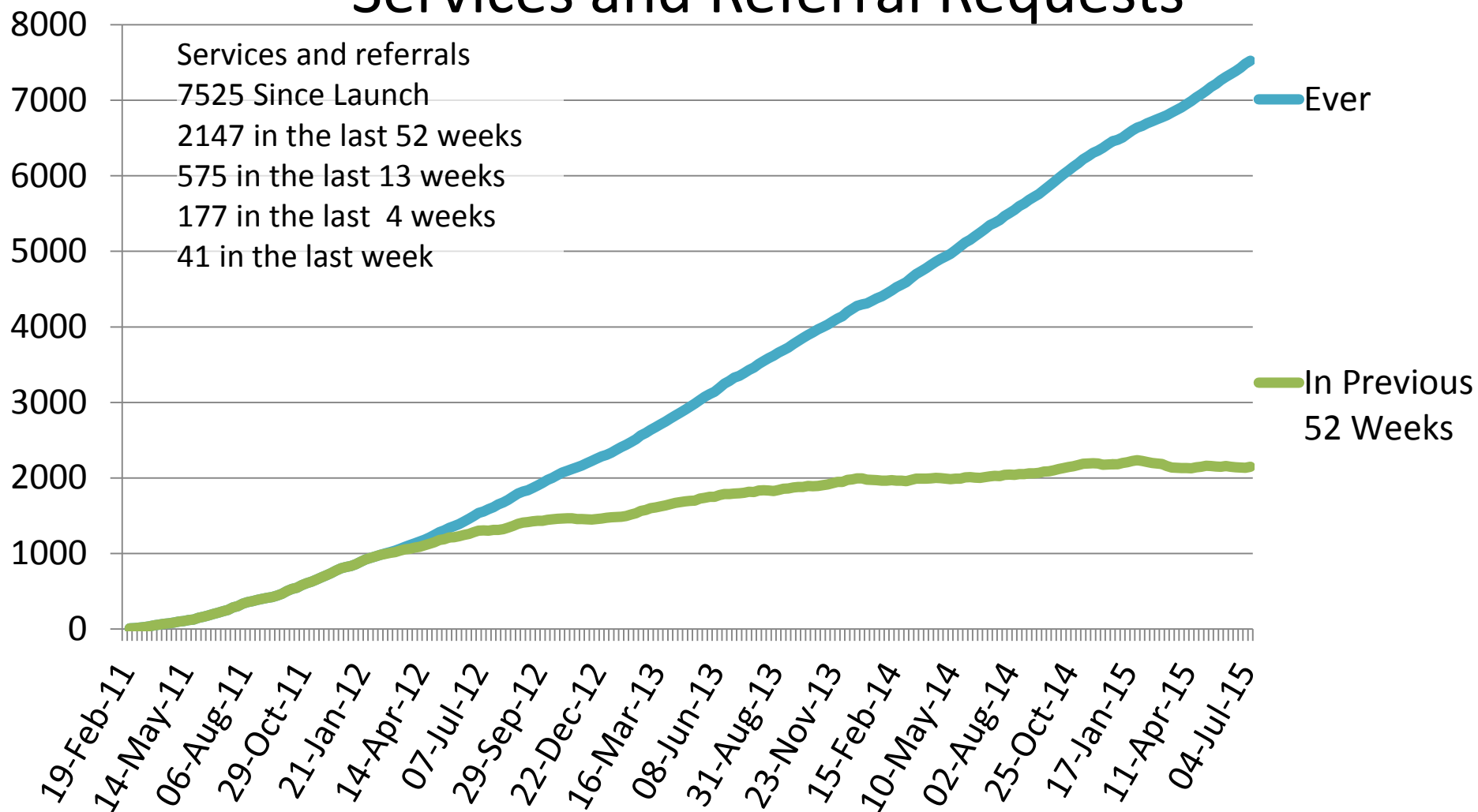
Trends in Services



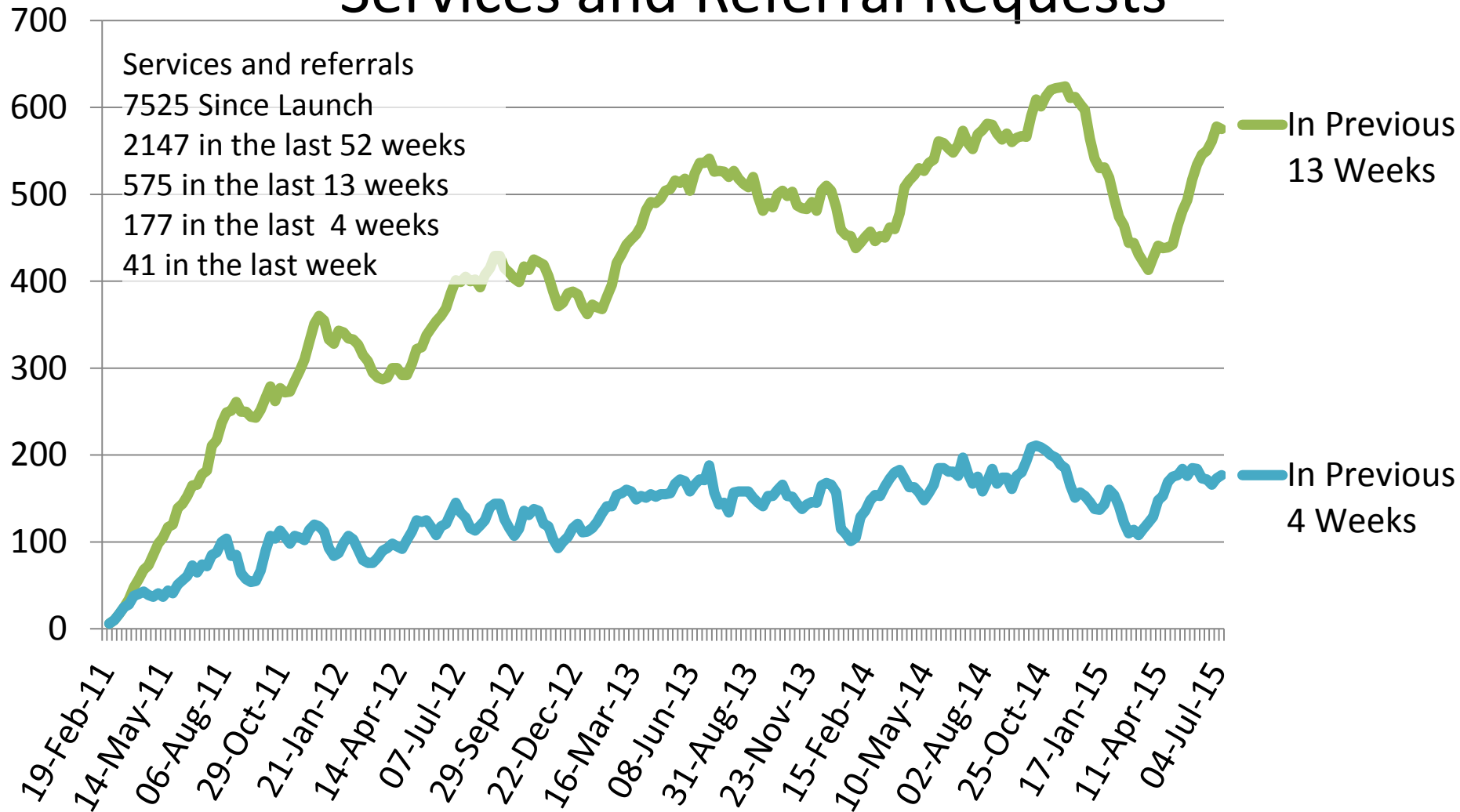
Services and referrals
7525 Since Launch
2147 in the last 52 weeks
575 in the last 13 weeks
177 in the last 4 weeks

Last 52 Weeks Last 13 Weeks Last 4 Weeks

Services and Referral Requests

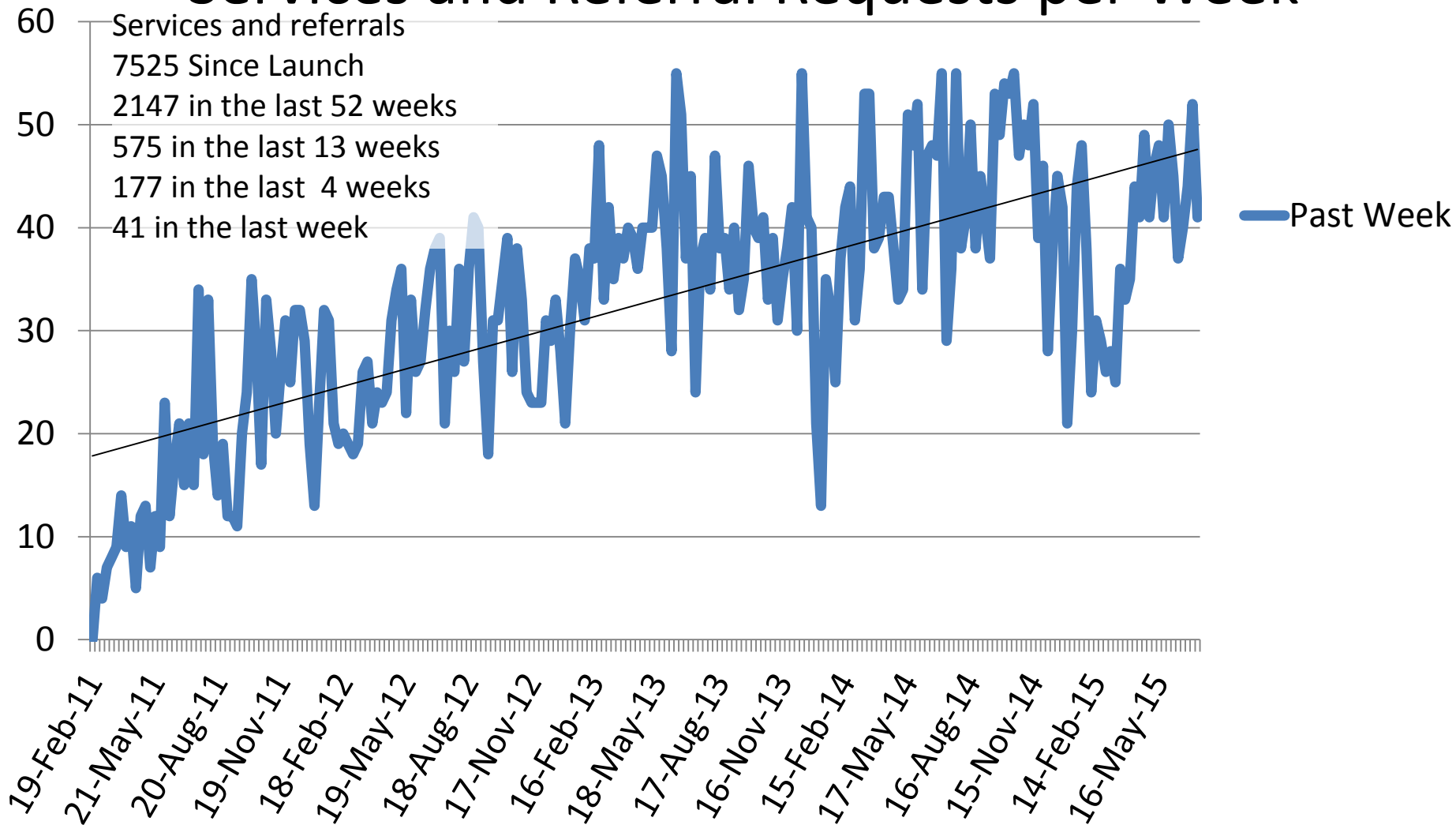


Services and Referral Requests



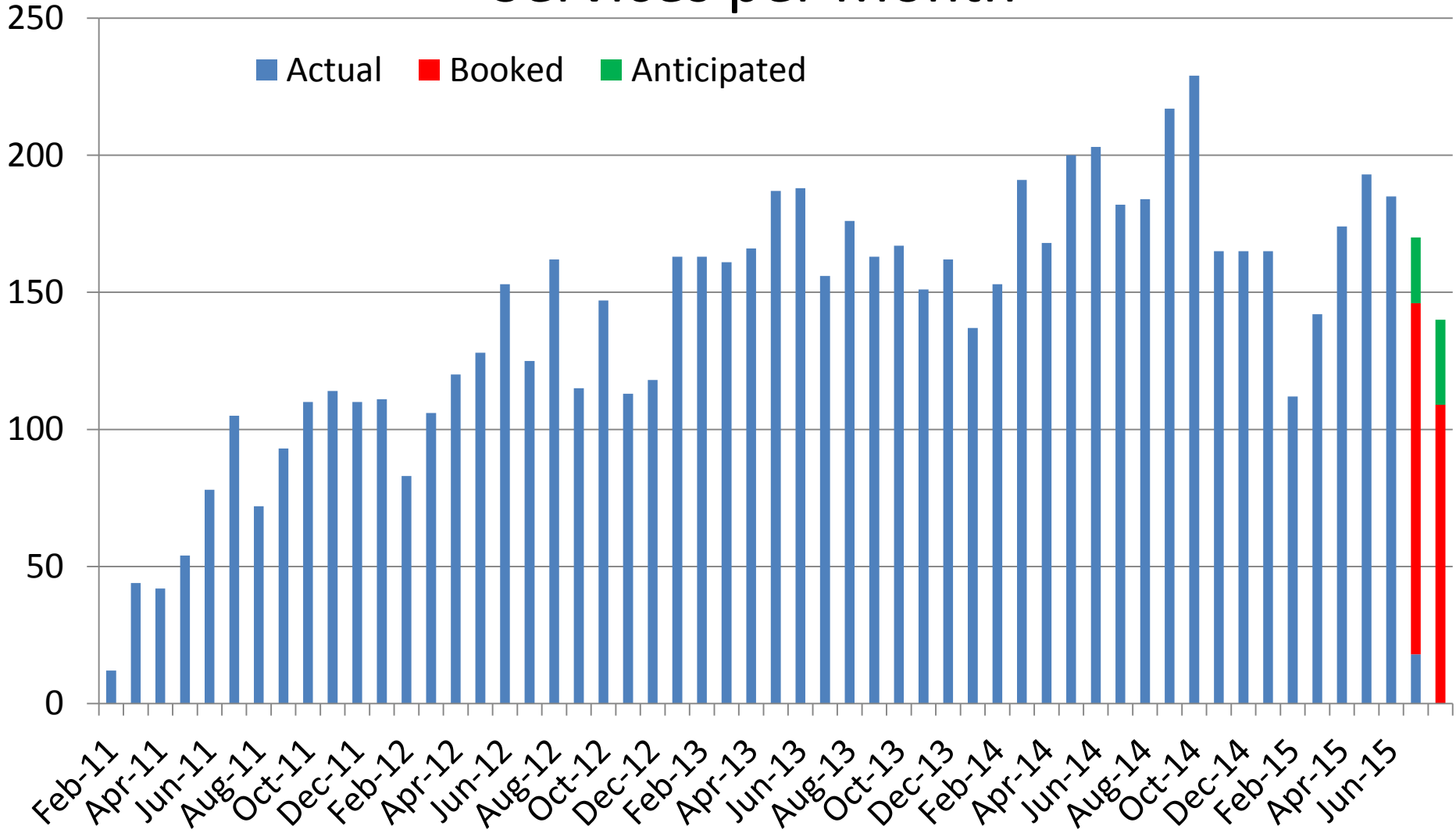


Services and Referral Requests per Week





Services per Month

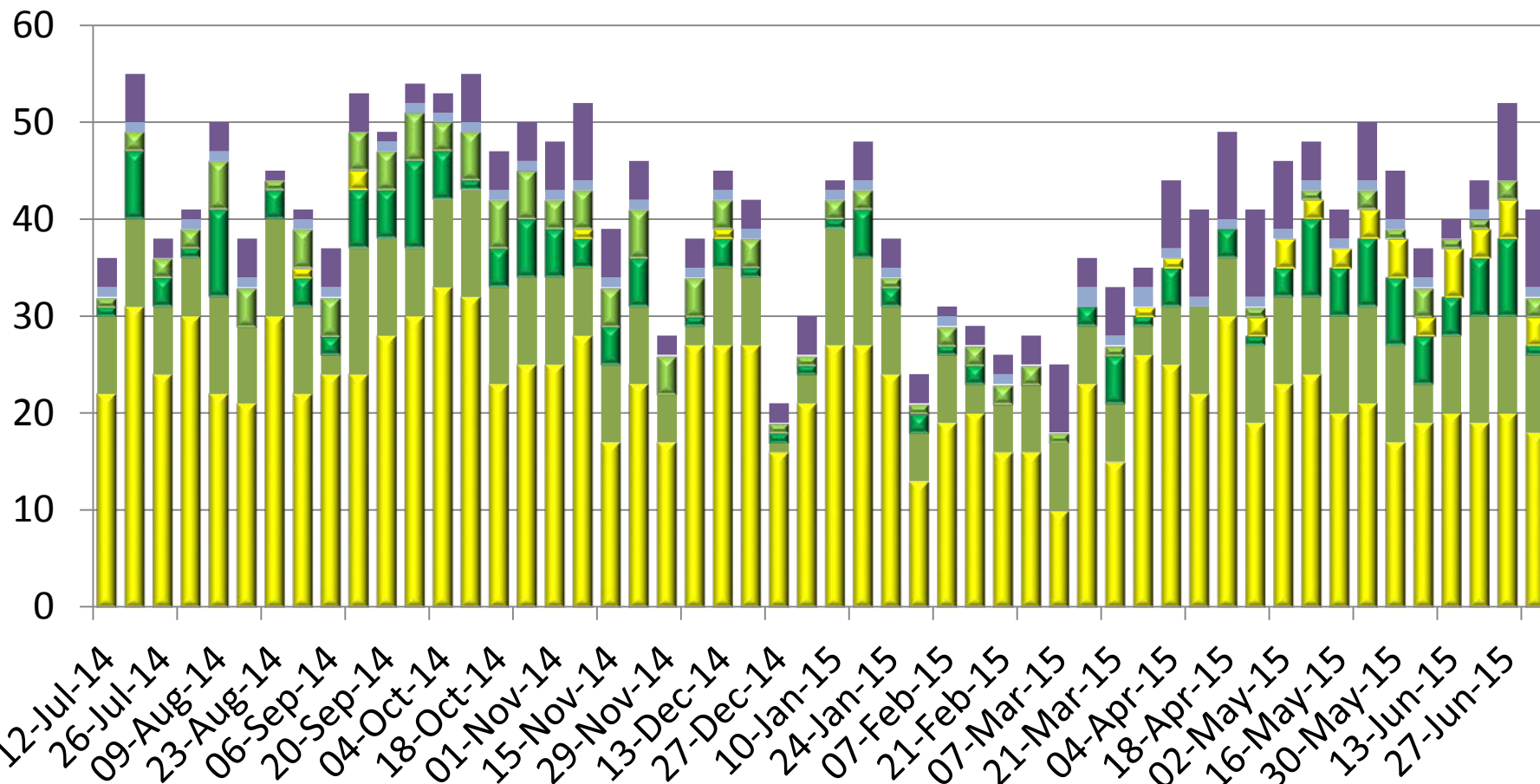


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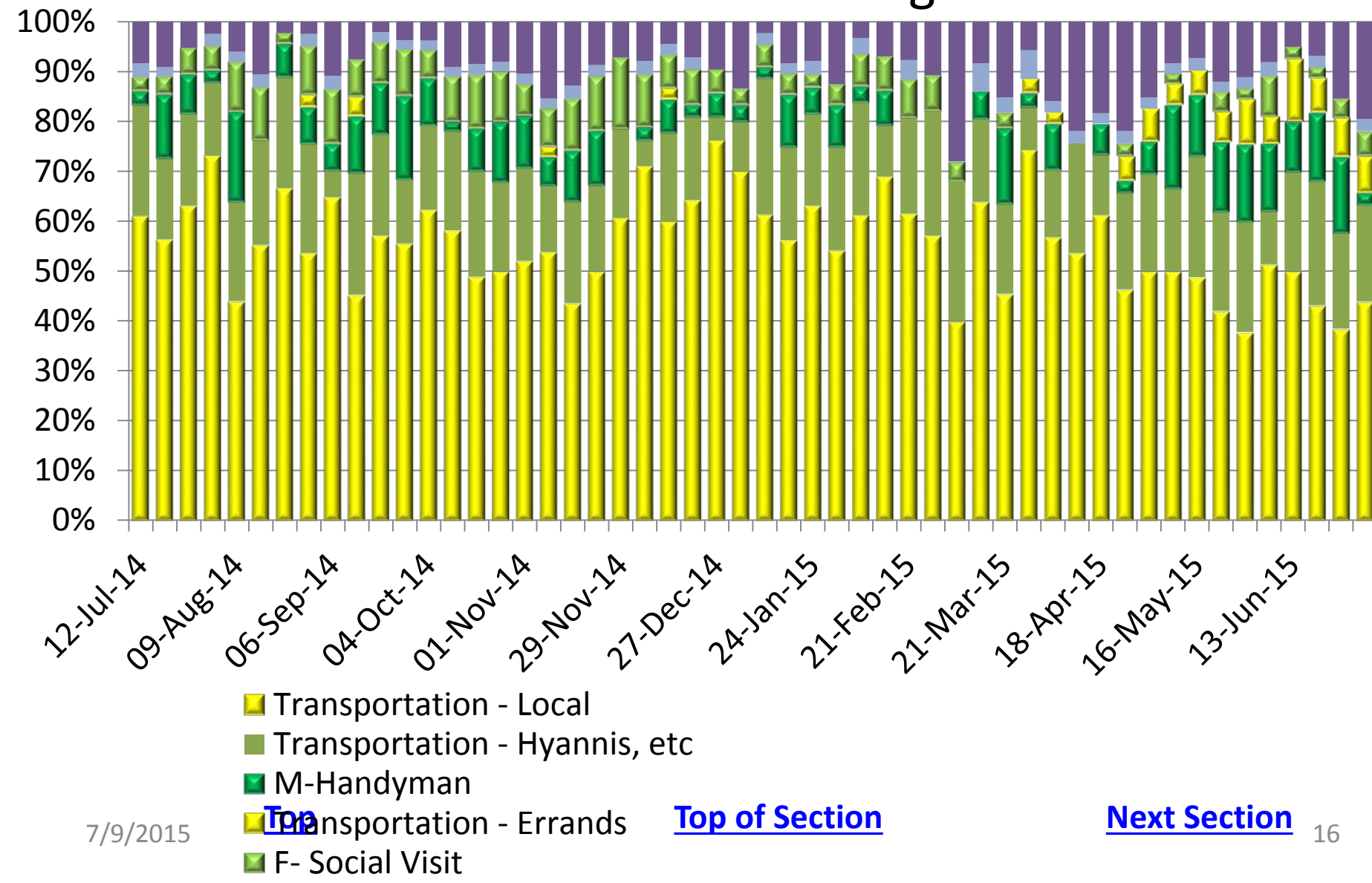
How Have Direct Services Varied in the Last Year?



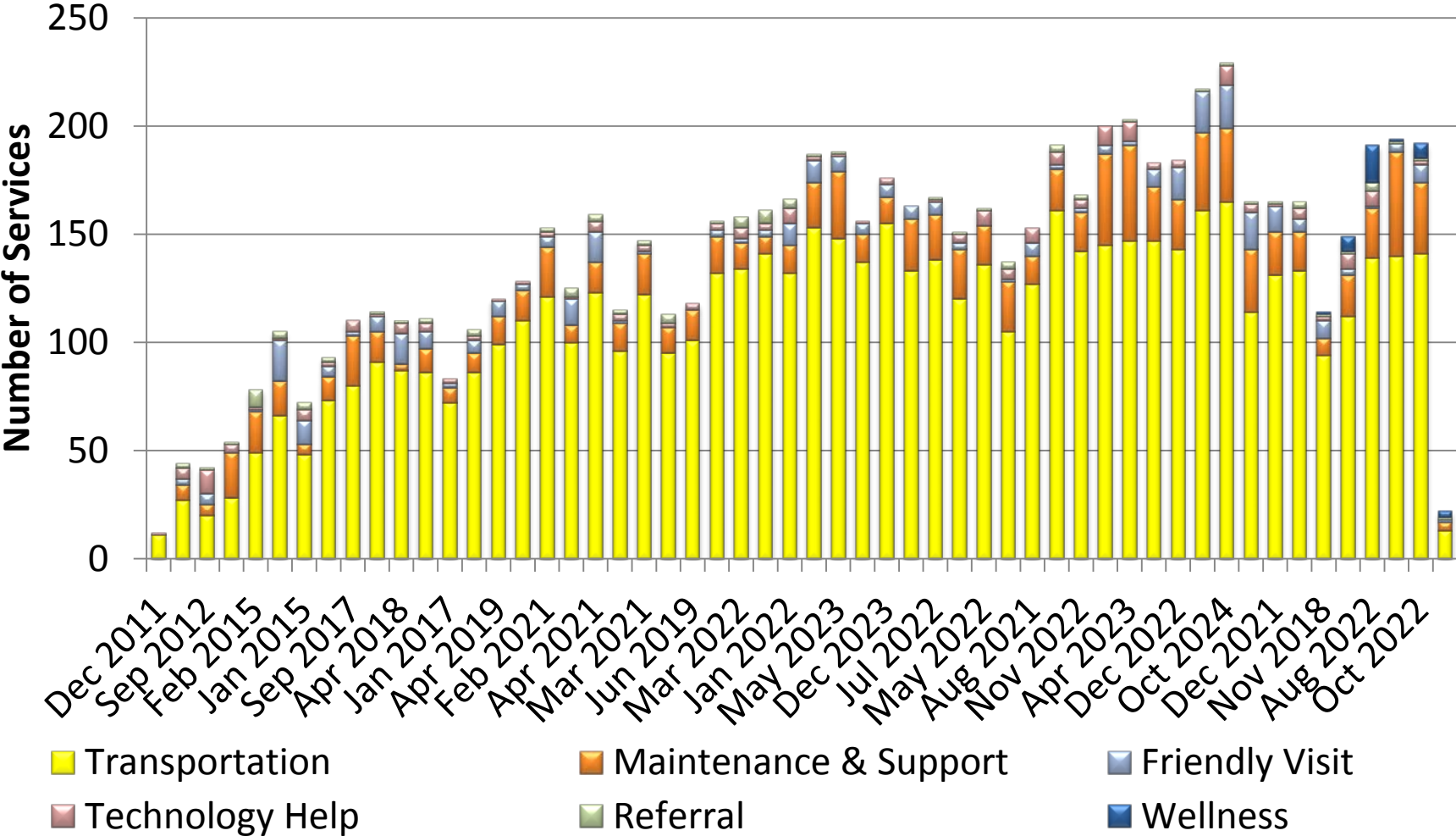
■ Transportation - Local
■ Transportation - Errands
■ Other

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

Variation on a Percentage Basis

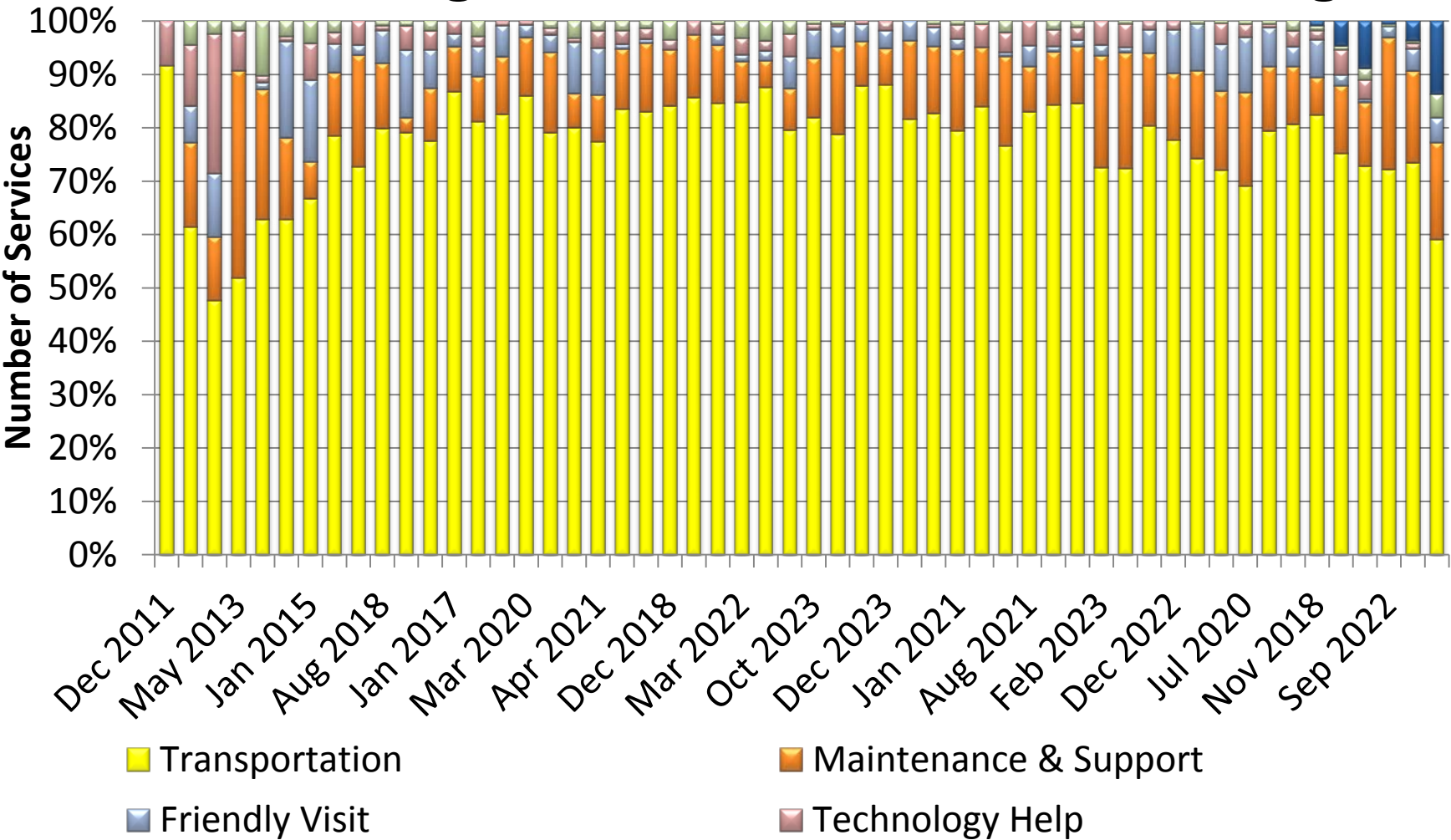


Service Categories



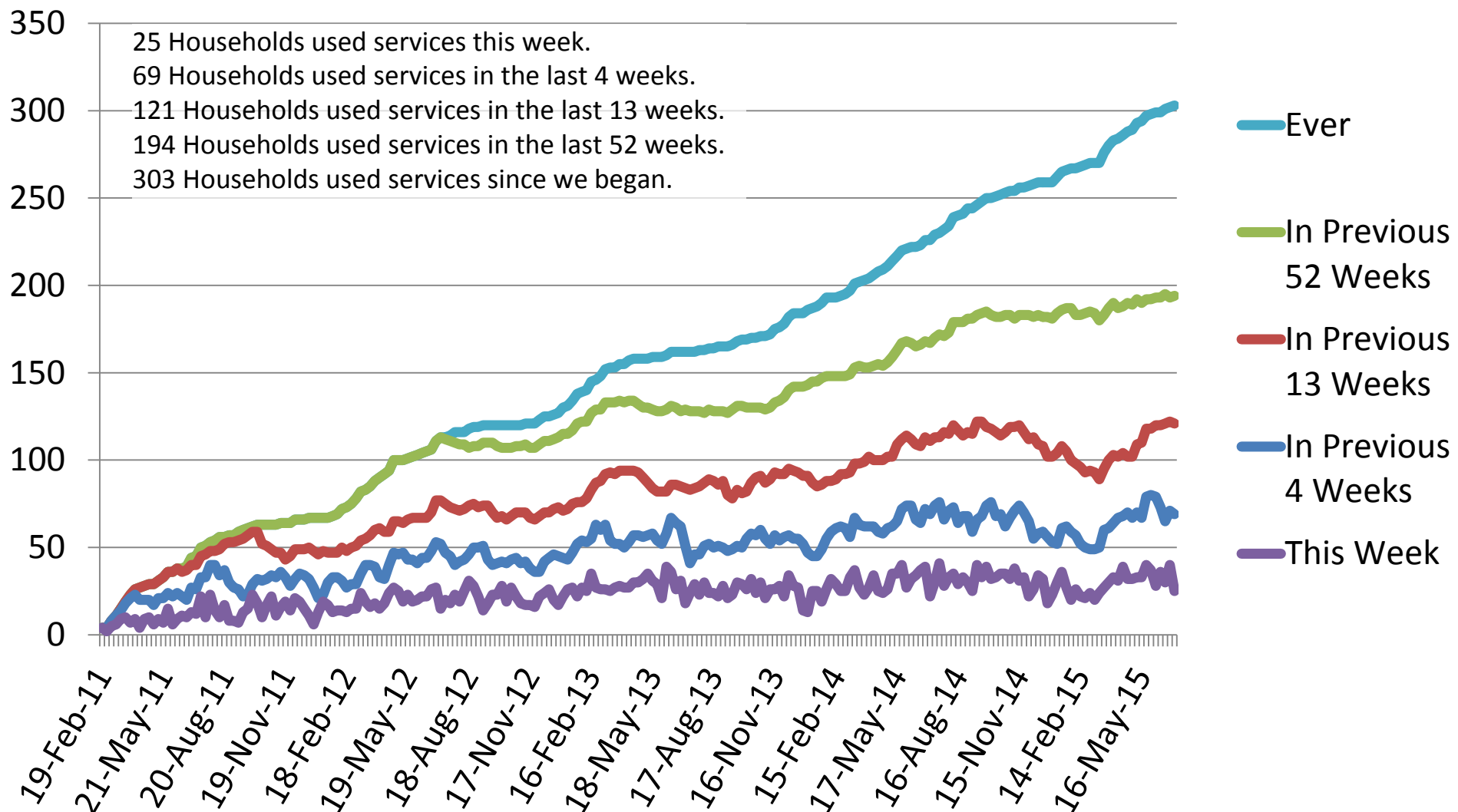


Service Categories Variation on a Percentage Basis

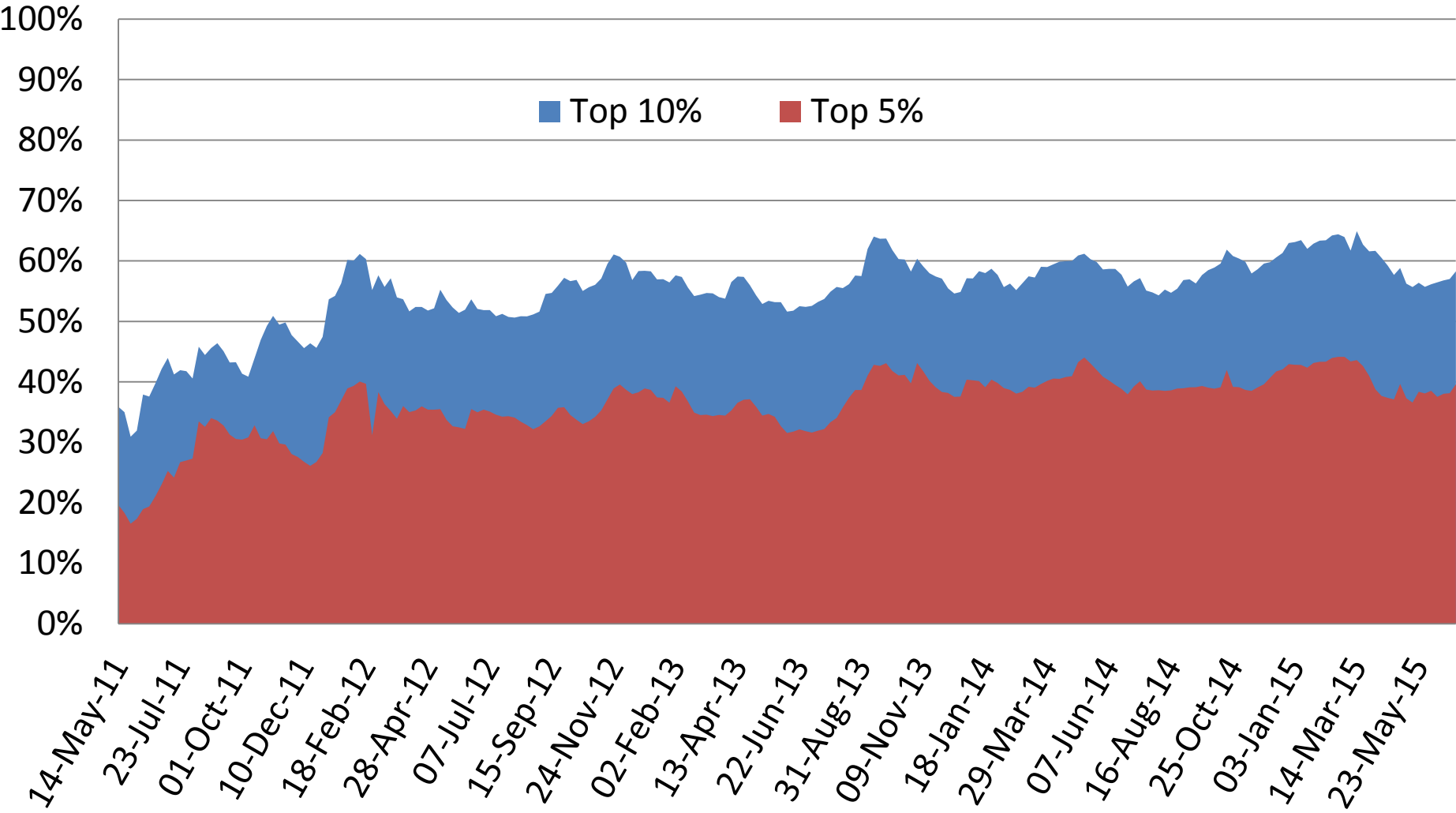




How Many Households Served


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Heaviest Users of Services

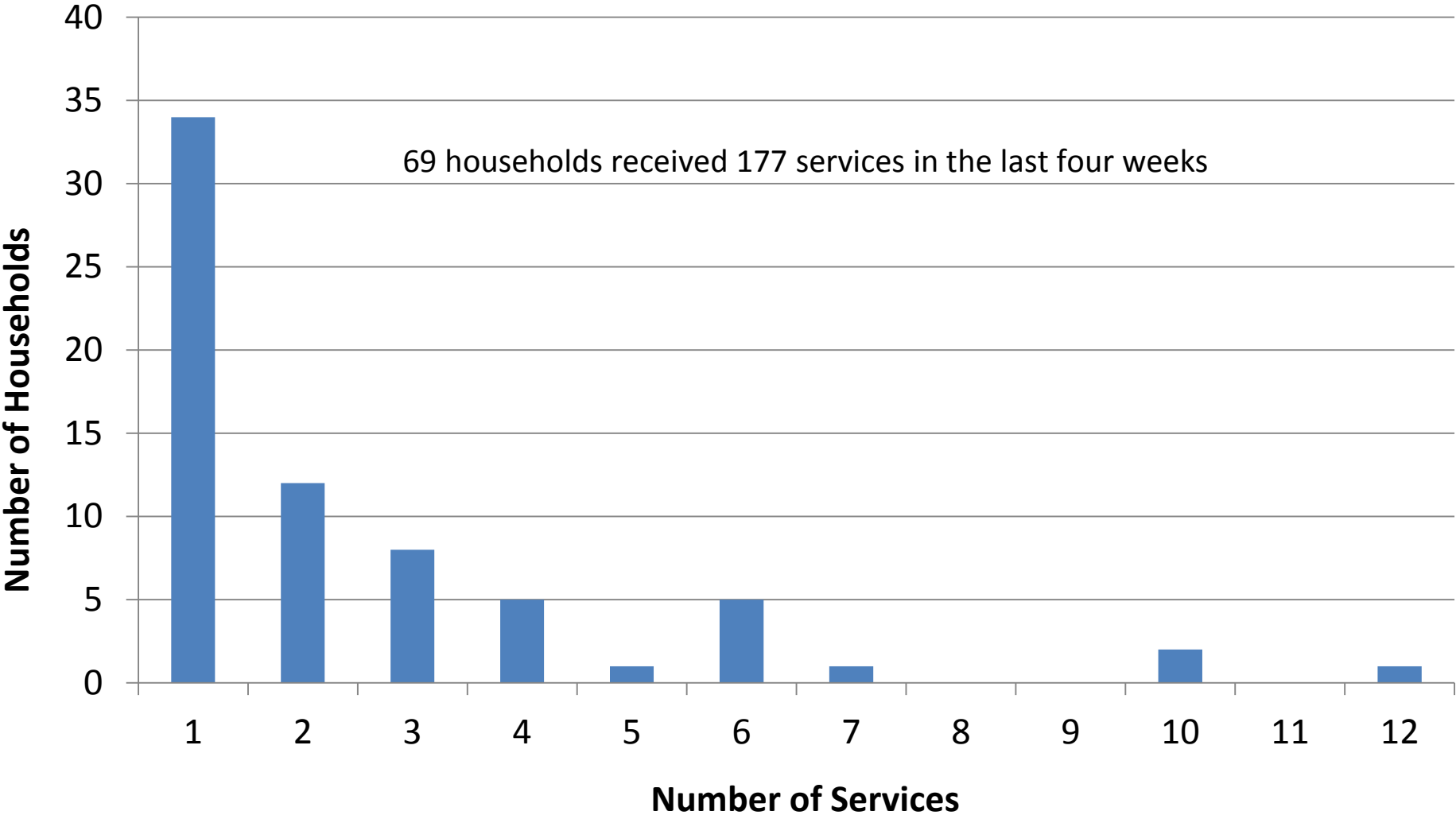


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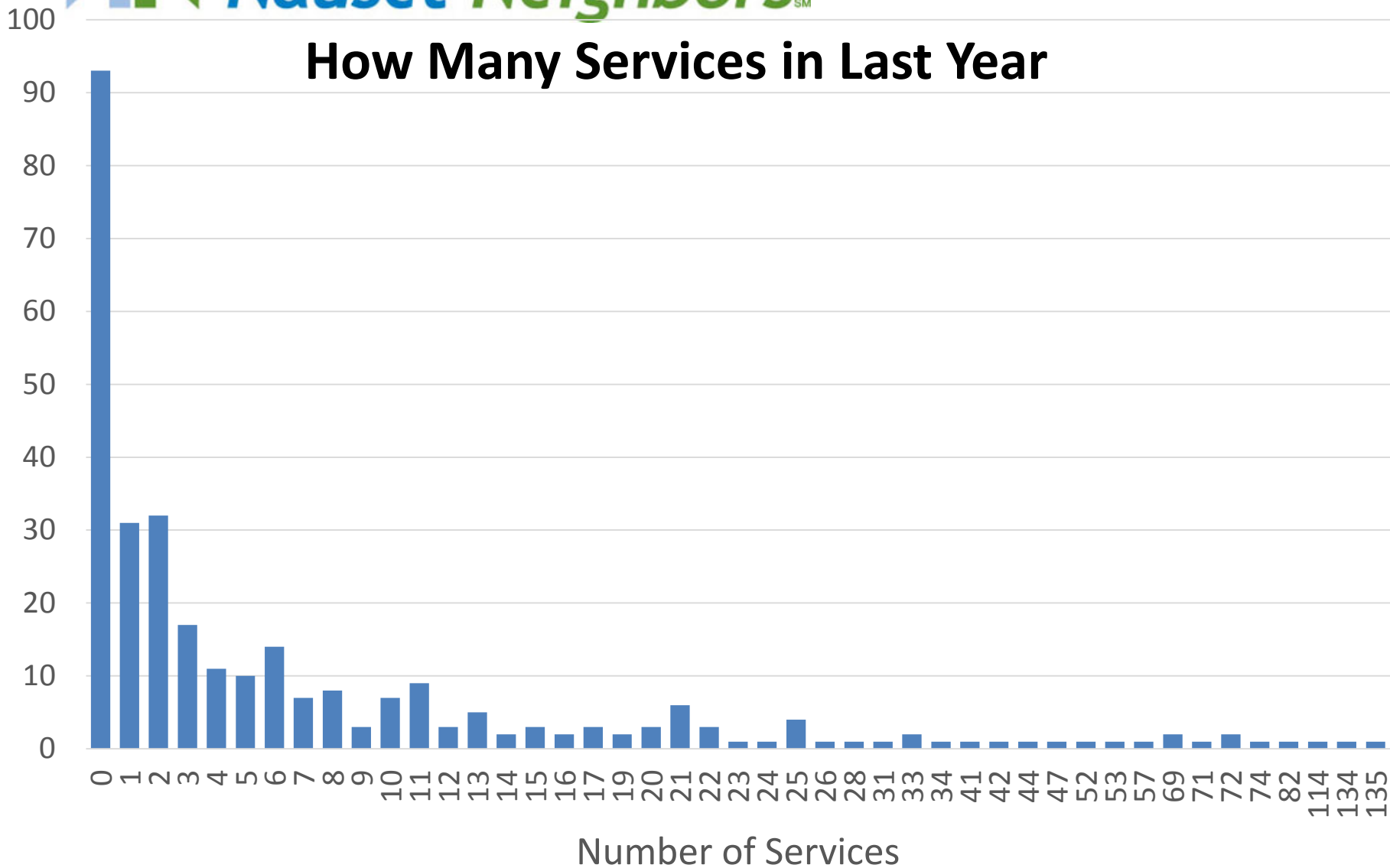
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Rate of Direct Services in Last 4 Weeks



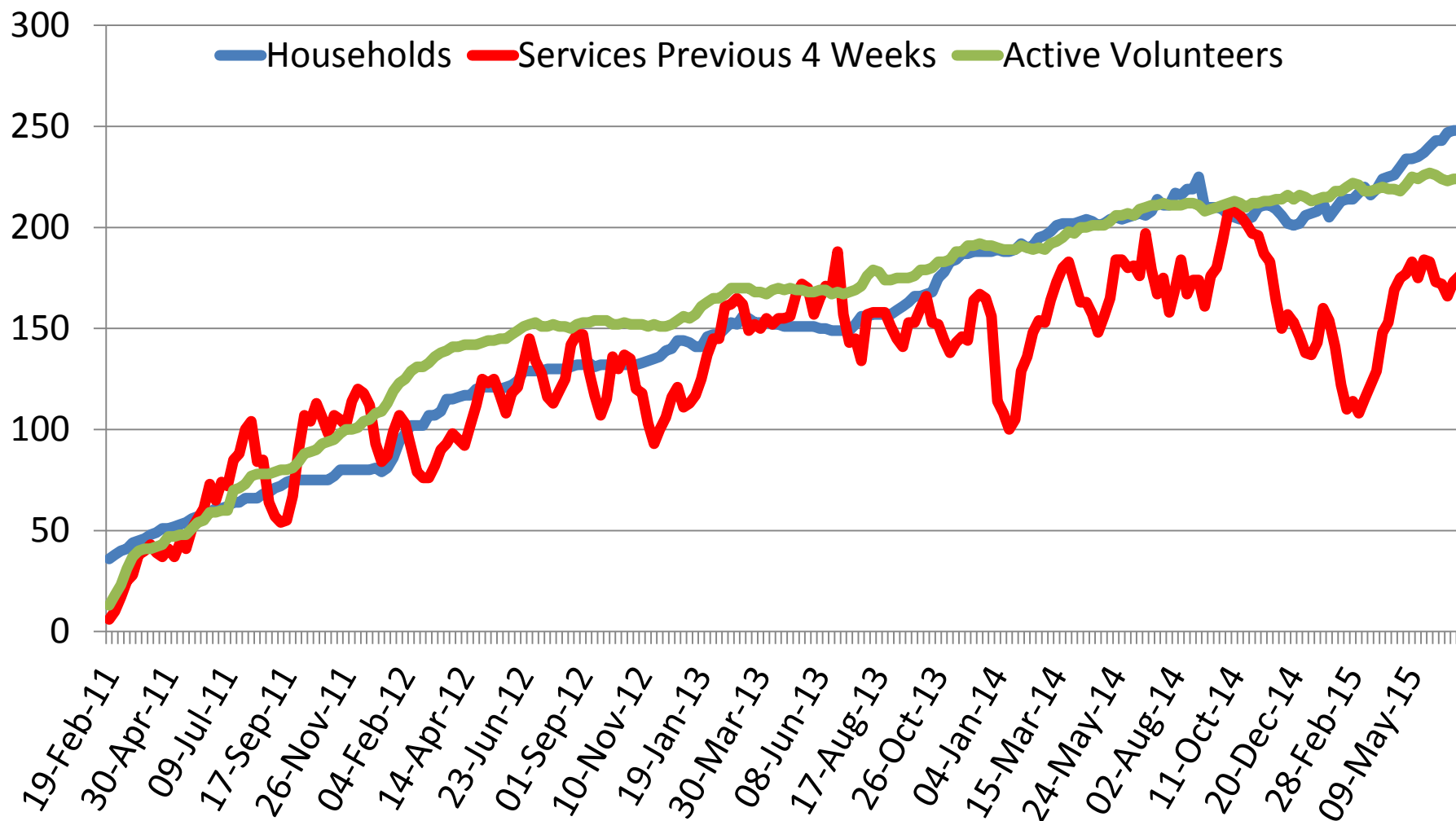
How Many Services in Last Year

Number of Households

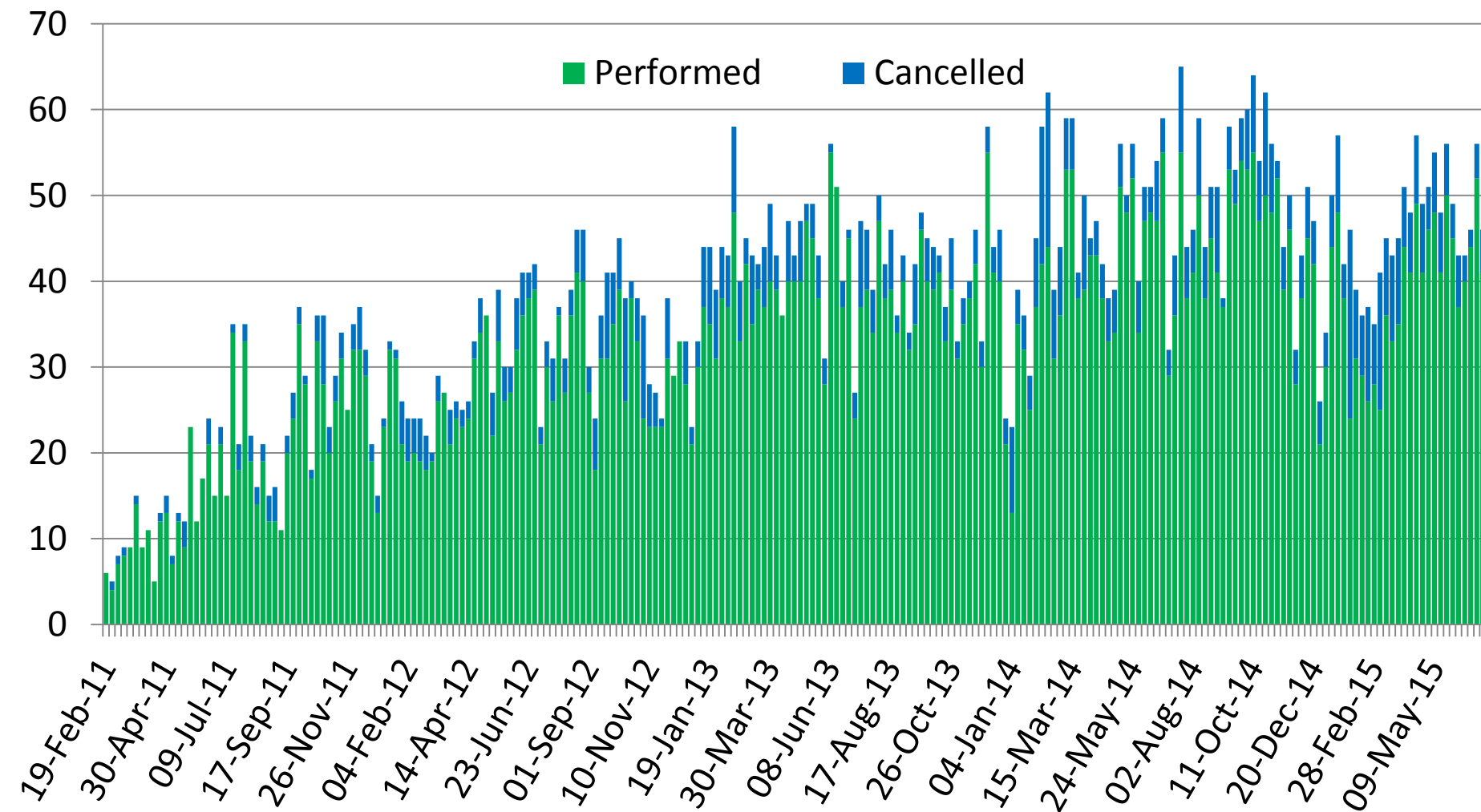




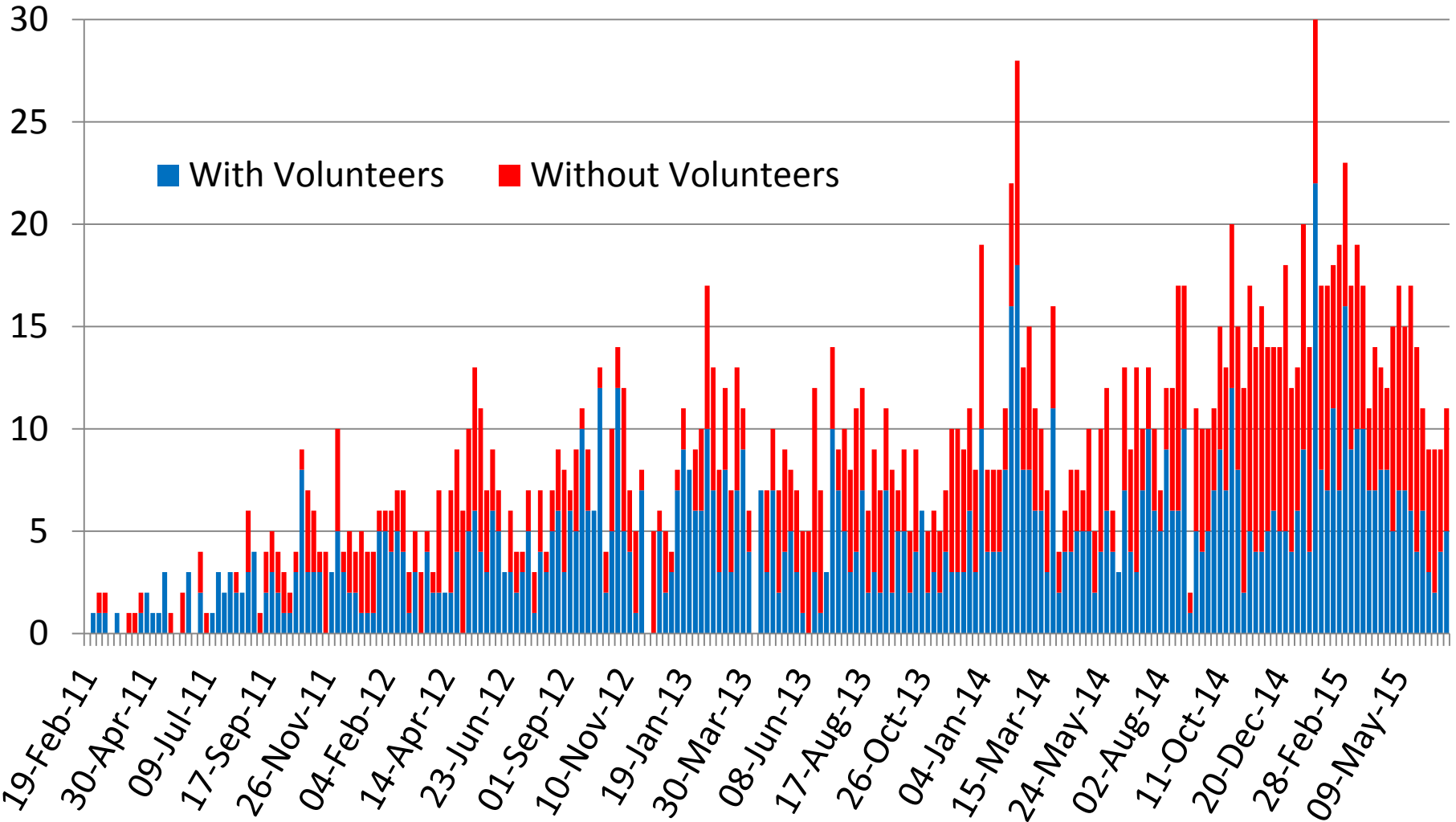
Members, Volunteers, and Services in Last 4 weeks



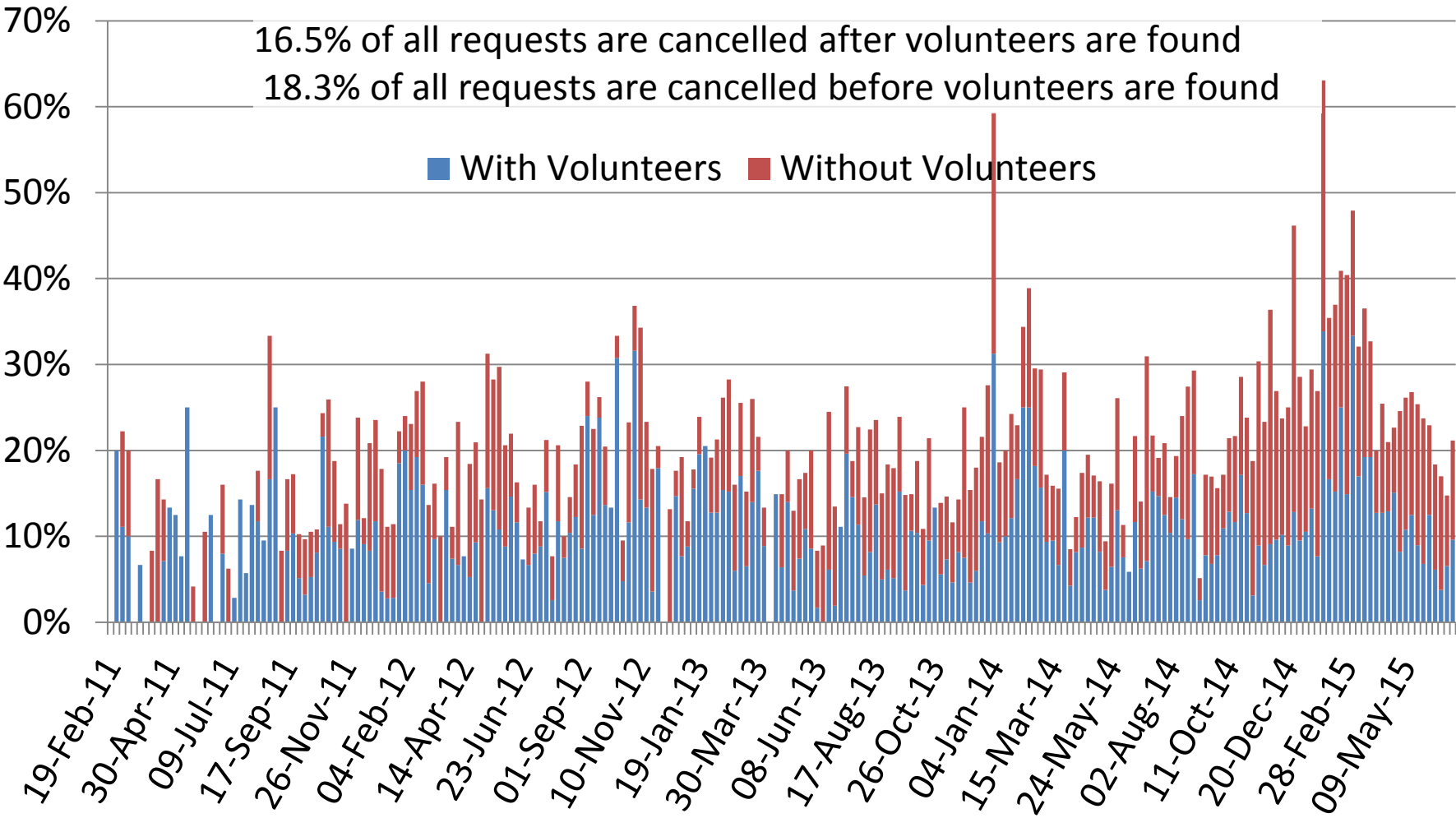
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



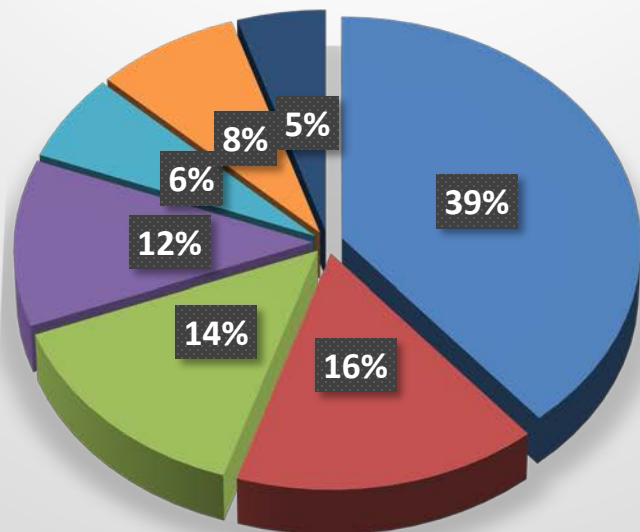
Why Members Quit

- Since we began in February 2011, we have had a total of 452 members, 162 of whom (36%) have dropped their membership.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services
- **93** members have not asked for any services in the last year, which bears this out.

Why Members Quit

7/4/2015

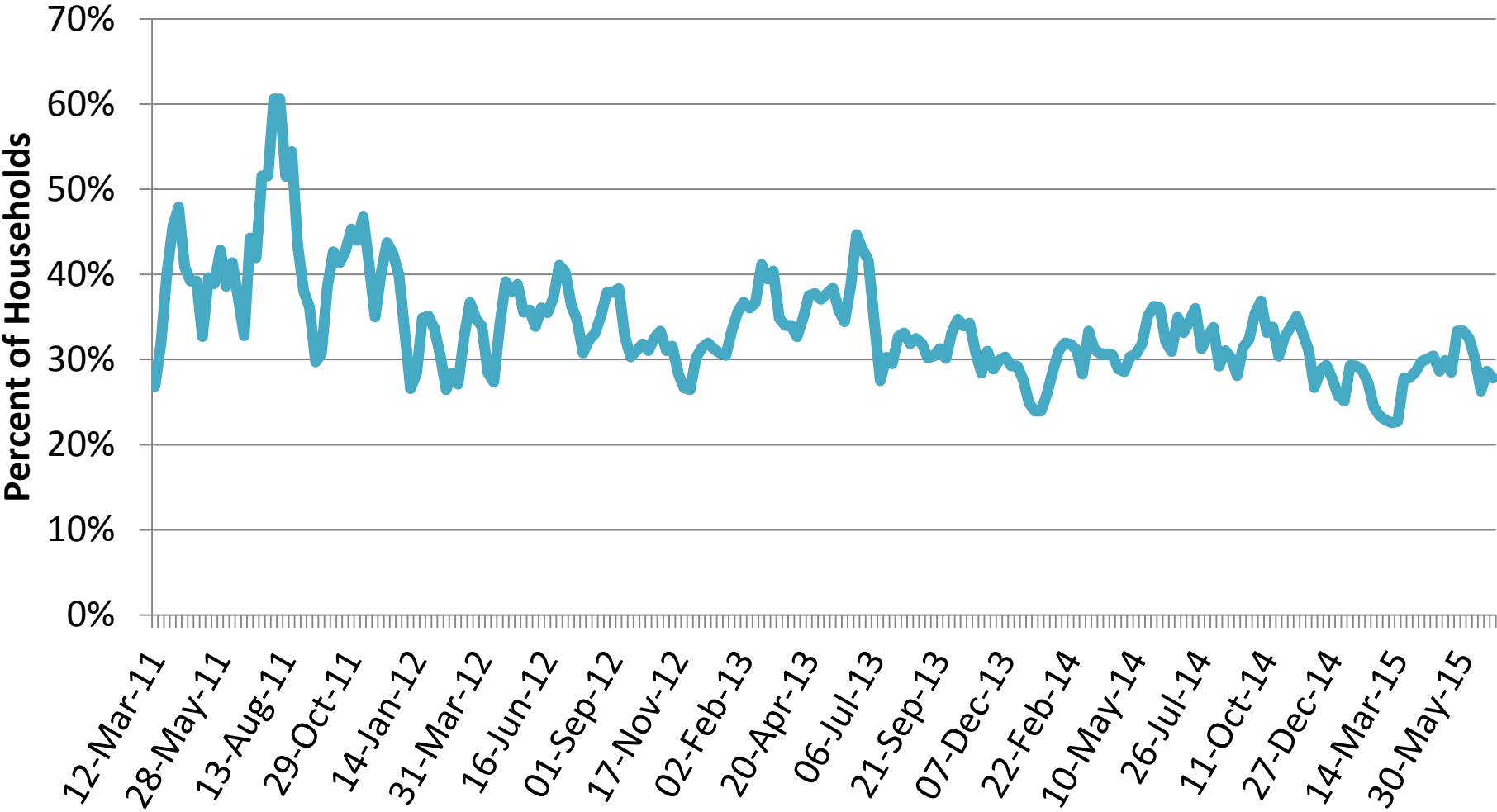
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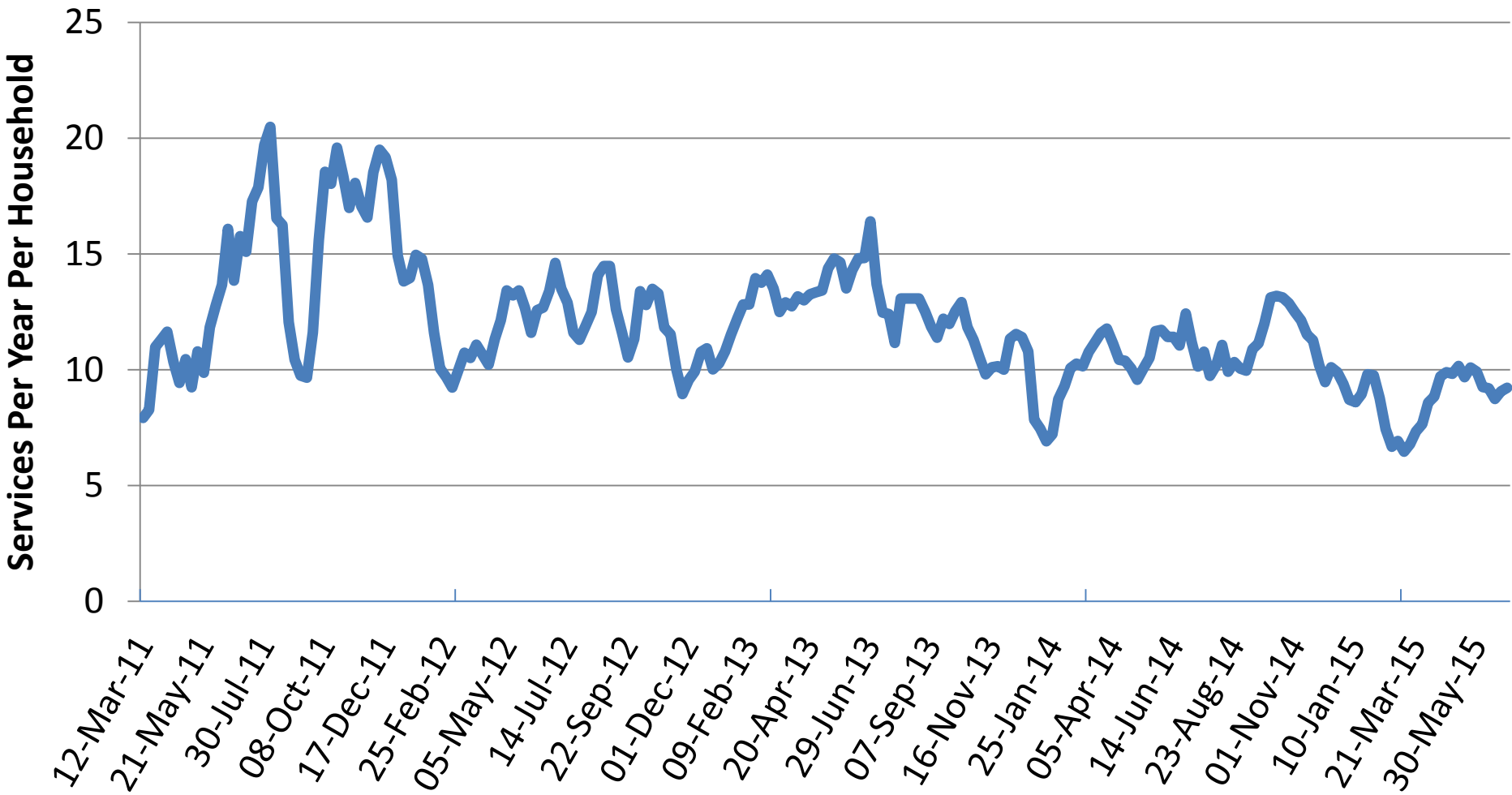
- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other



% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household



VOLUNTEERS

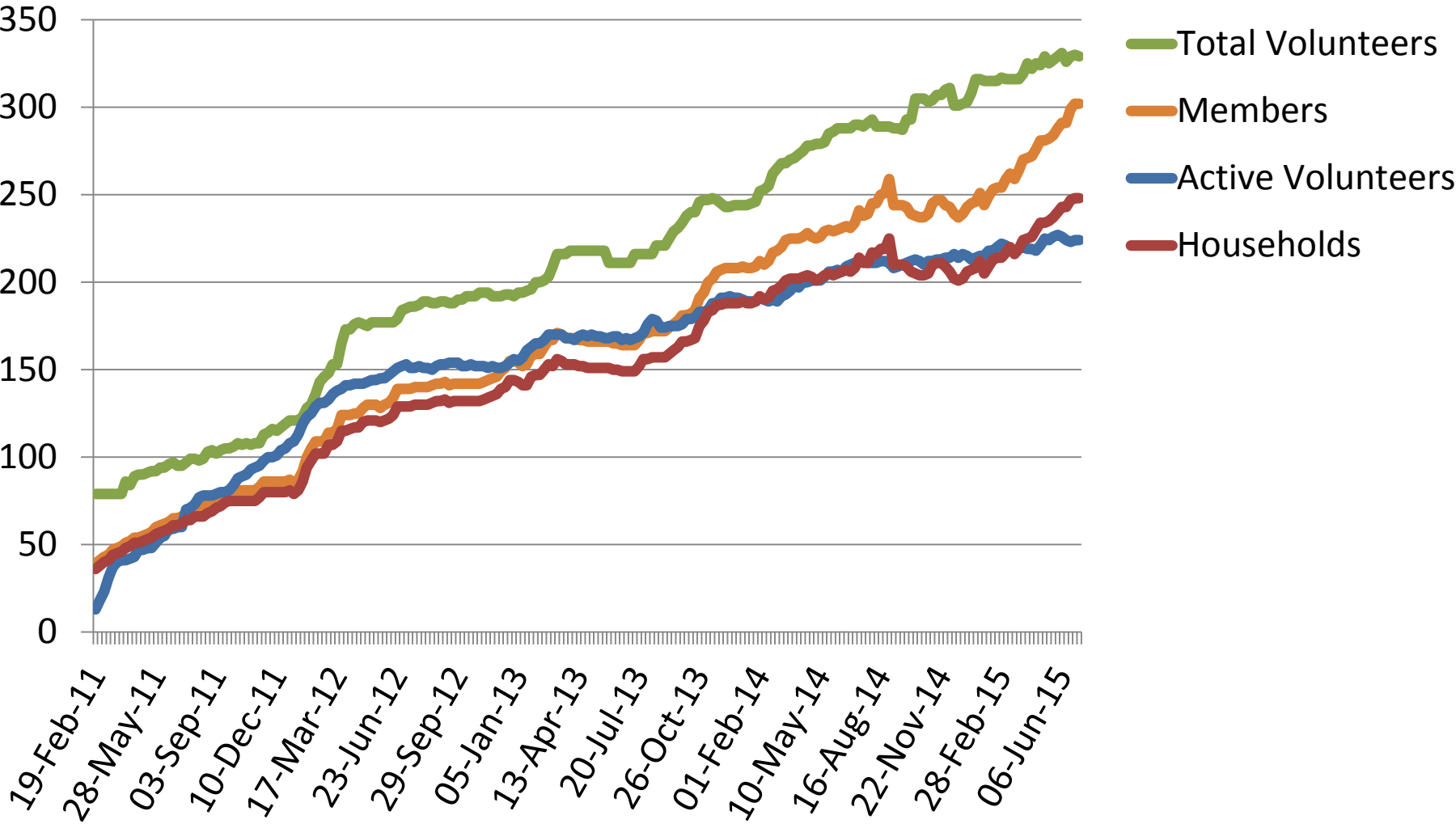
**HOW MANY VOLUNTEERS DO WE HAVE
AND HOW FREQUENTLY ARE THEY
WORKING?**

What has Happened in the Last Year?

- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- For services, including call managers
 - 39 Volunteers provided services this week.
 - 100 Volunteers provided services in the last 4 weeks.
 - 152 Volunteers provided services in the last 13 weeks.
 - 224 Volunteers provided services in the last 52 weeks.
 - 326 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.

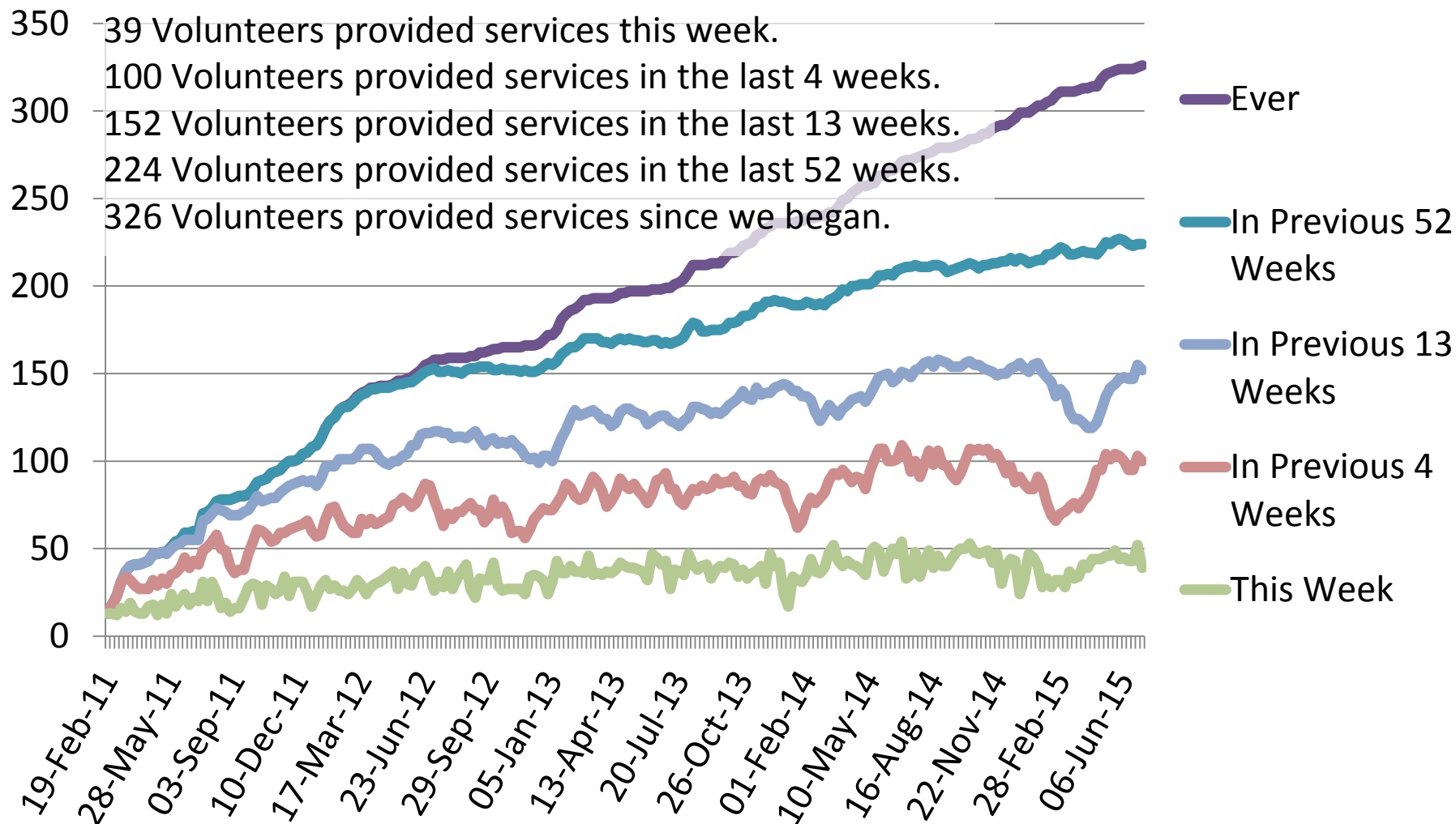


Members, Households and Volunteers



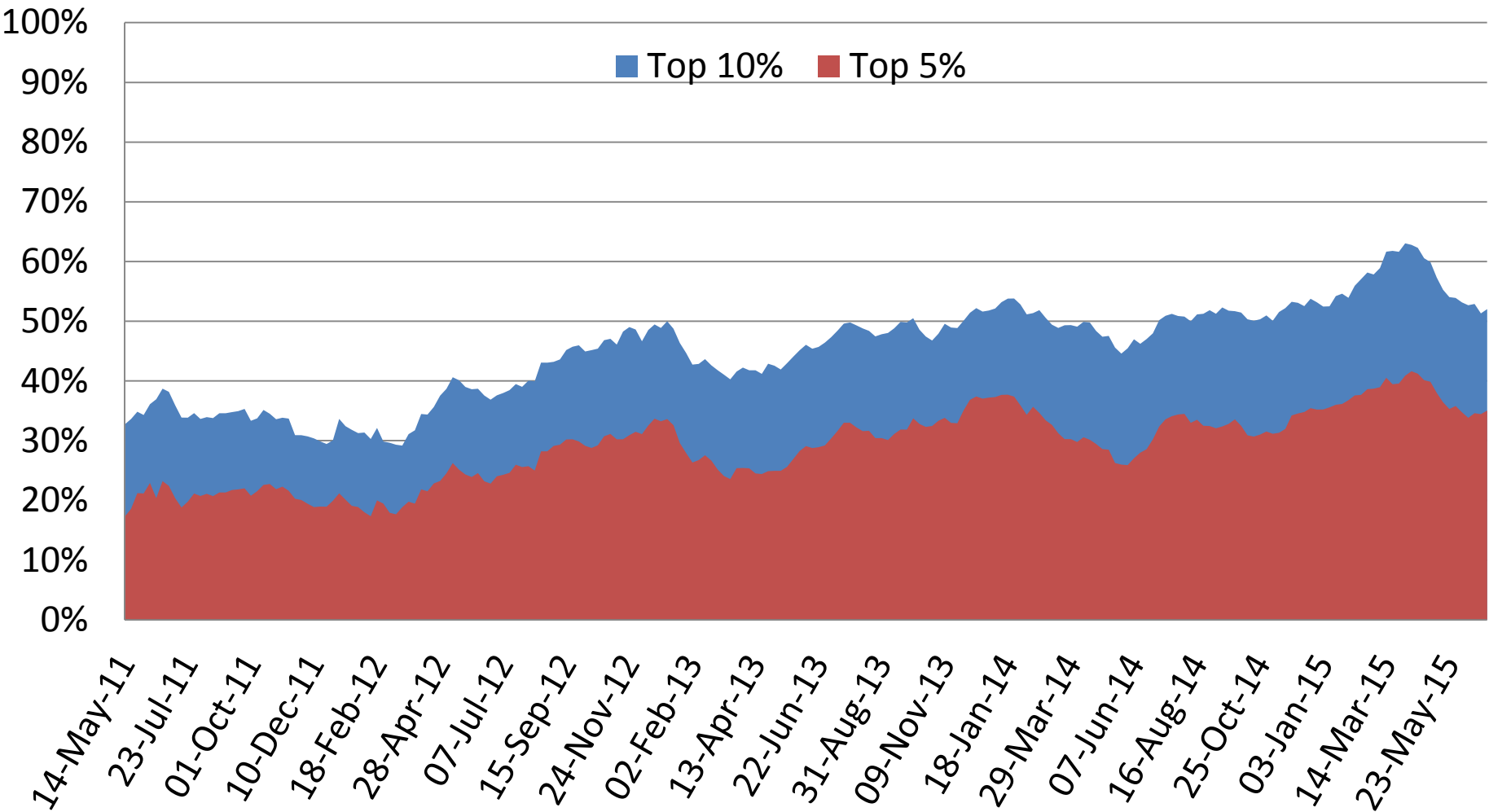


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks

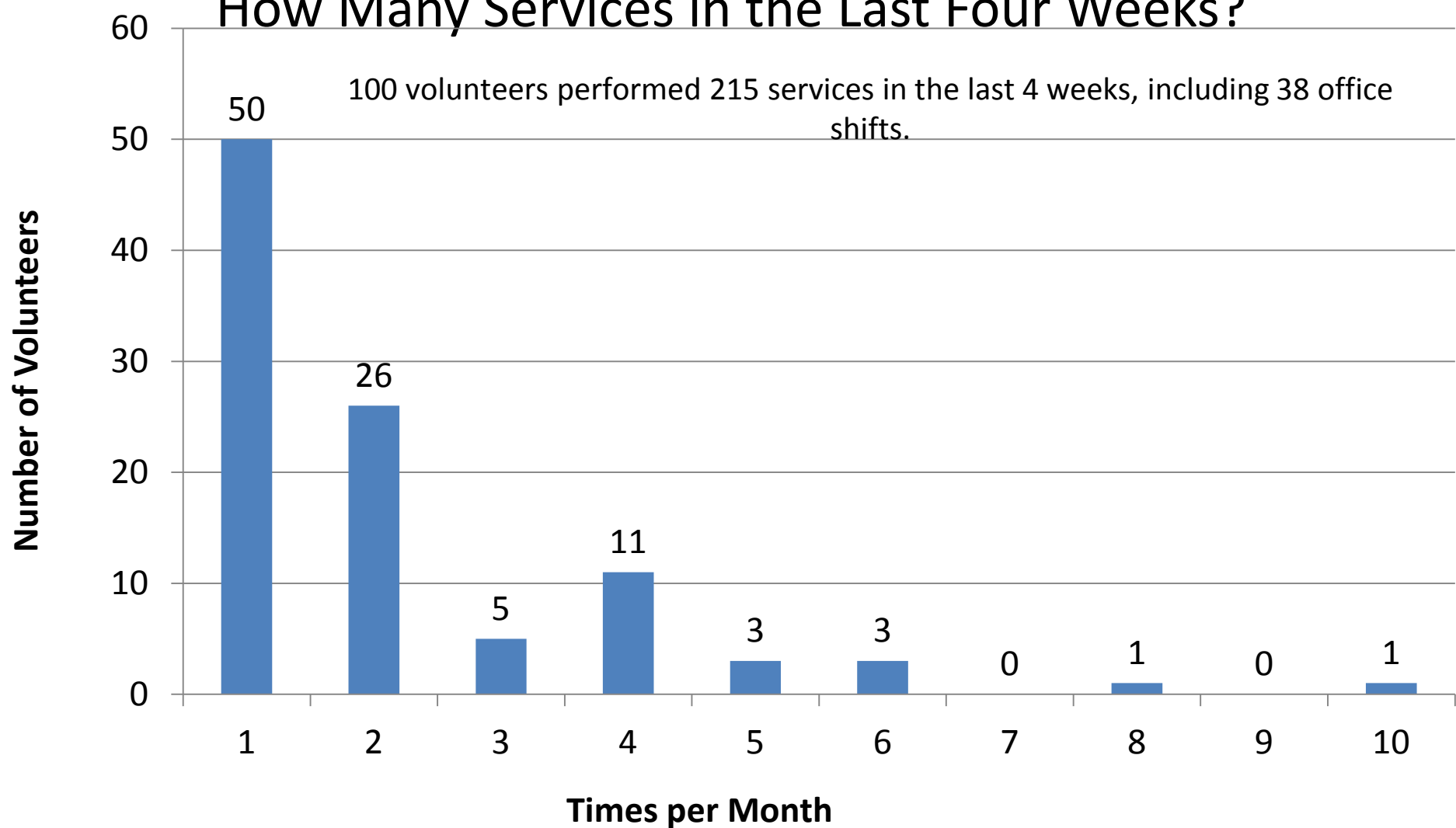


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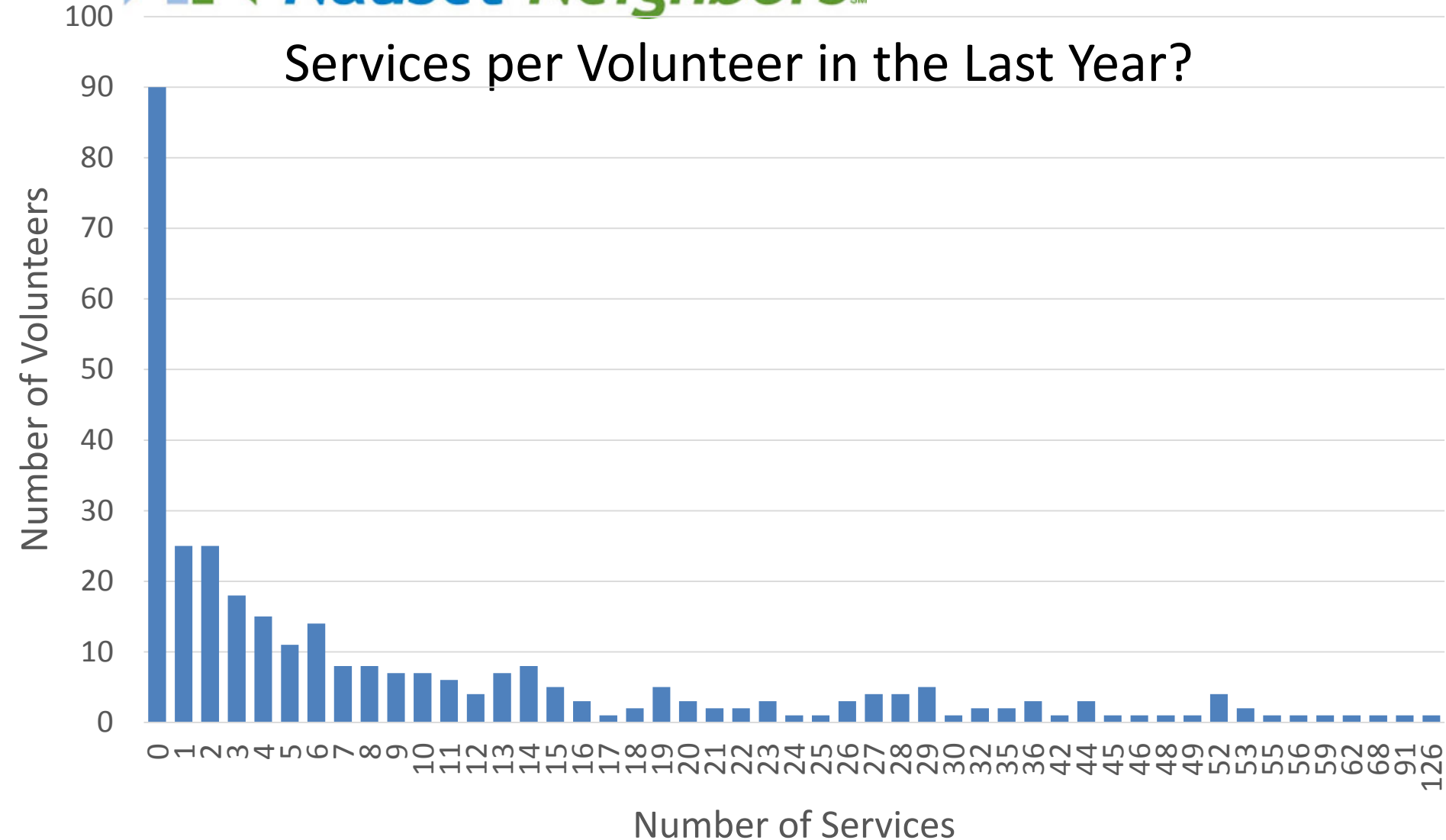
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How Many Services in the Last Four Weeks?

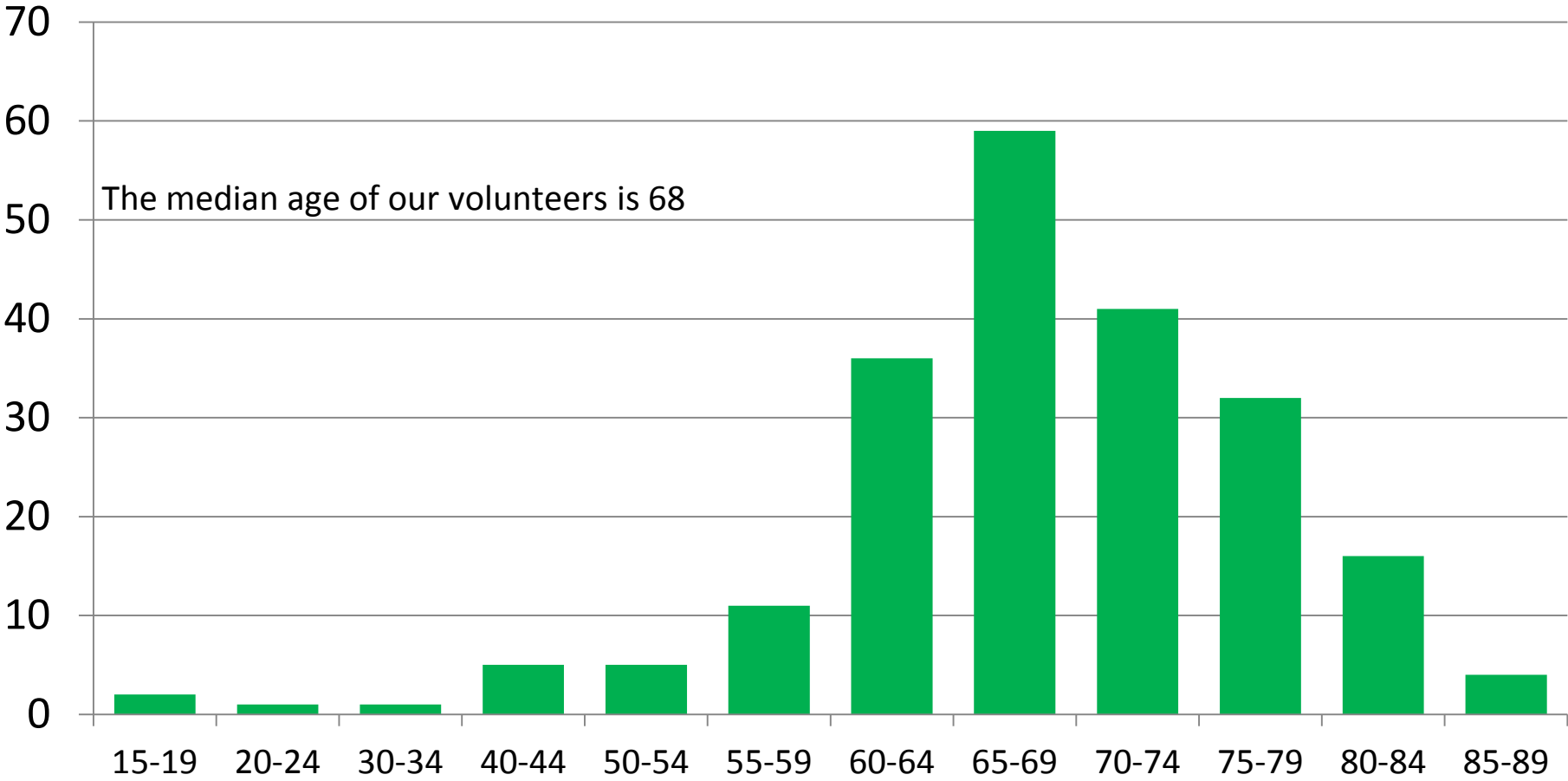


100 volunteers performed 215 services in the last 4 weeks, including 38 office shifts.

Services per Volunteer in the Last Year?



Who Volunteers



Looking forward

FUTURE SERVICES



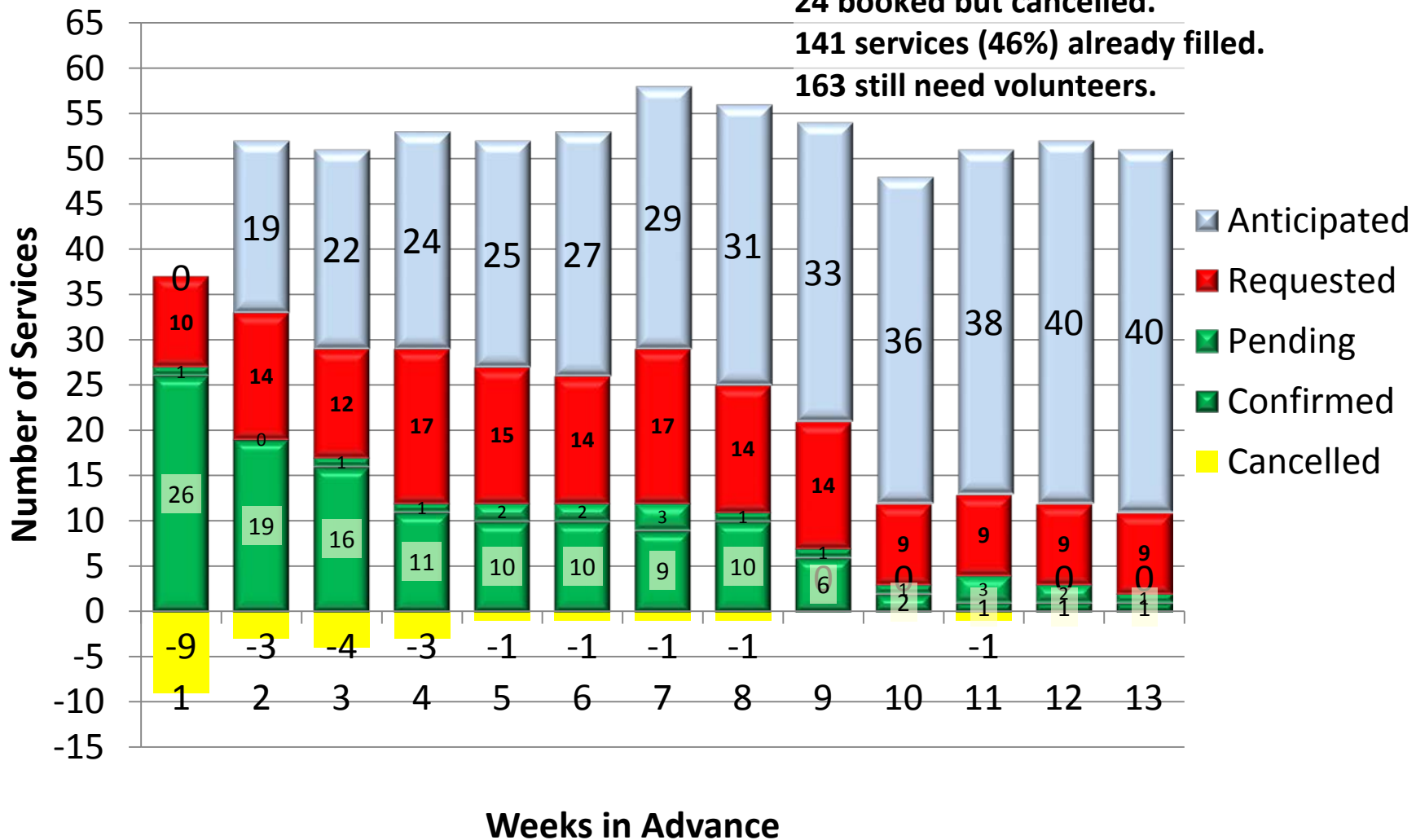
Service Requests on the Books

304 services needed for the next 13 weeks.

24 booked but cancelled.

141 services (46%) already filled.

163 still need volunteers.

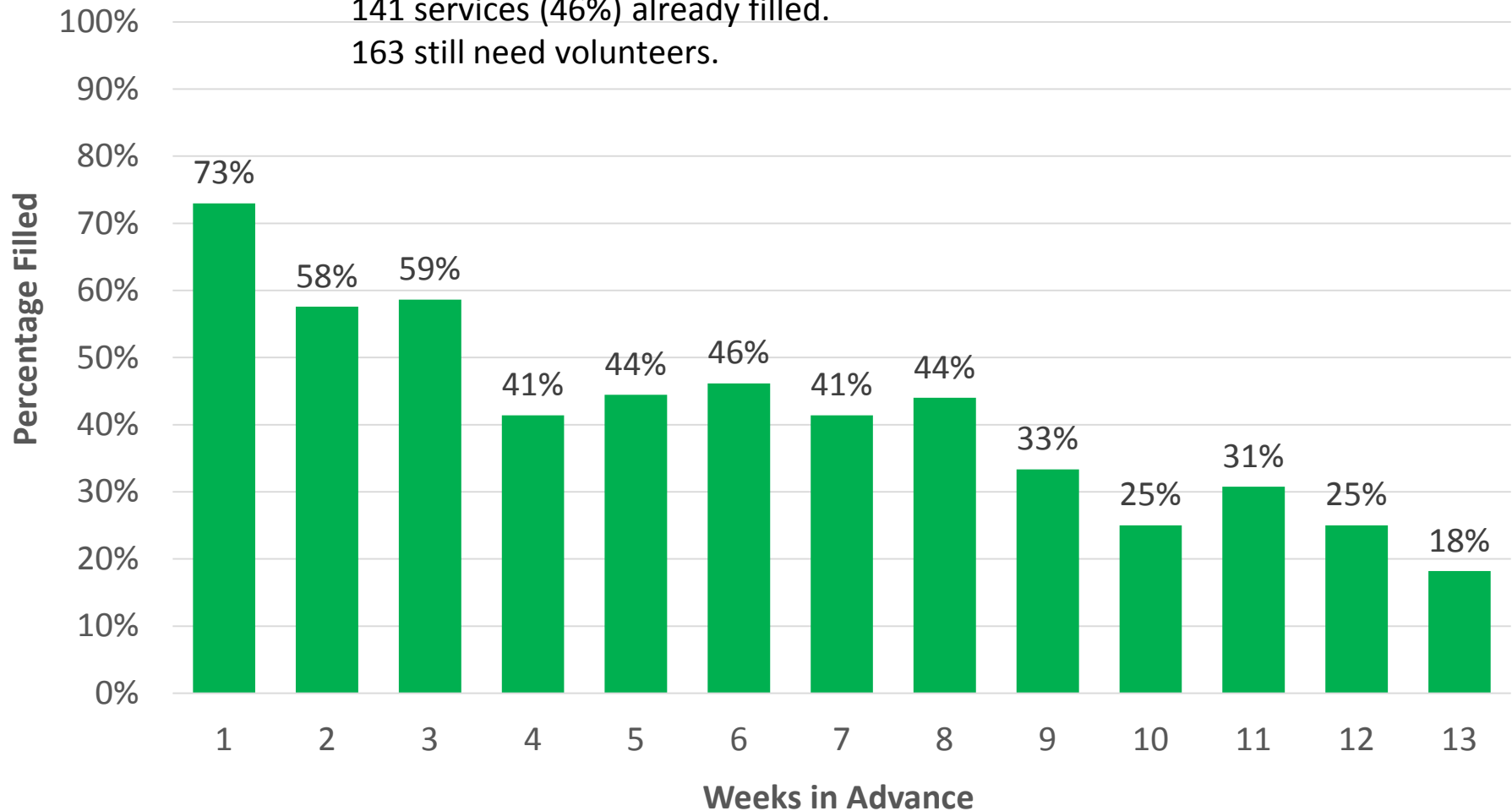


Percentage of Services for Next 13 Weeks Filled

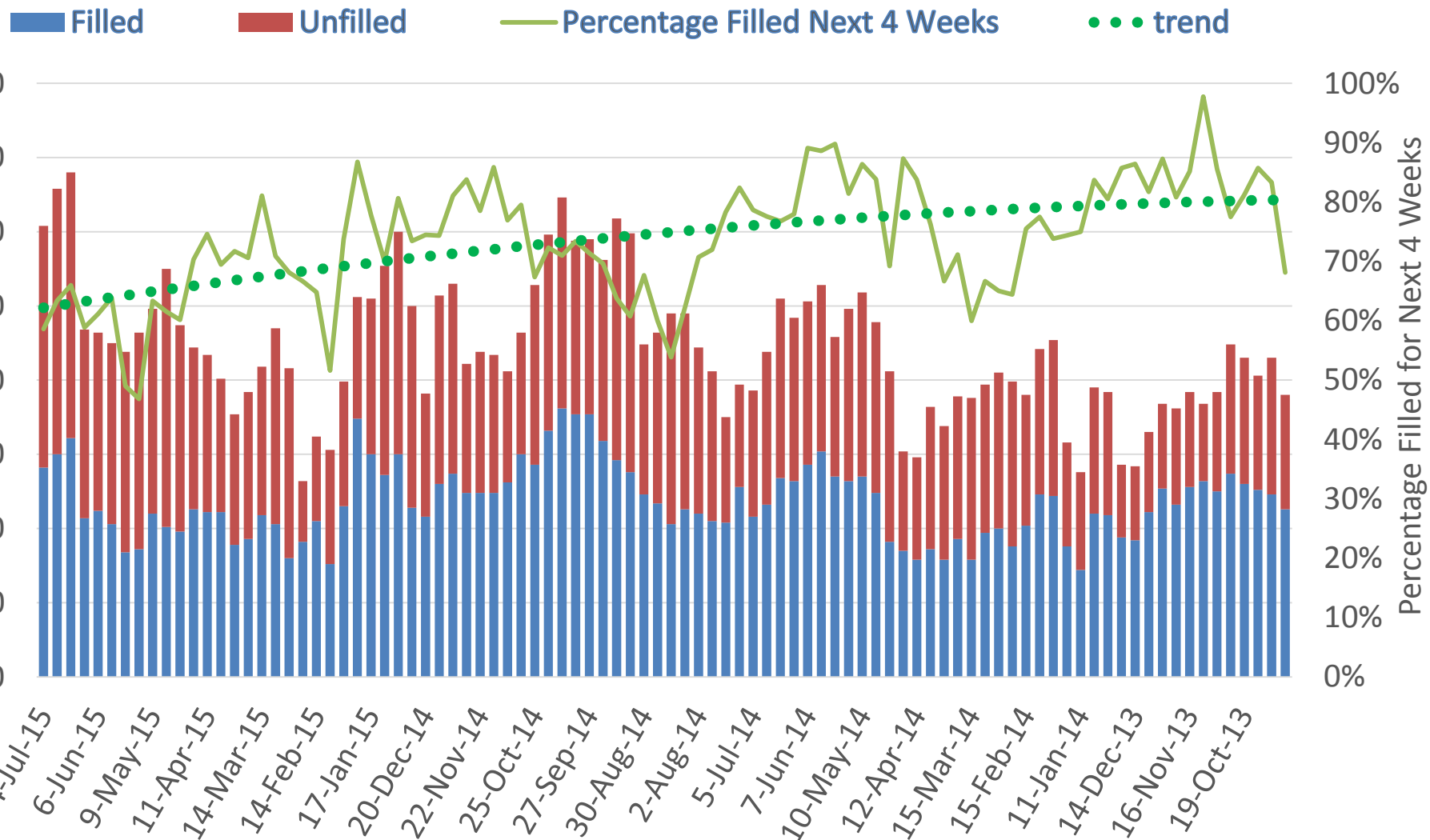
304 future services covering the next 13 weeks.

141 services (46%) already filled.

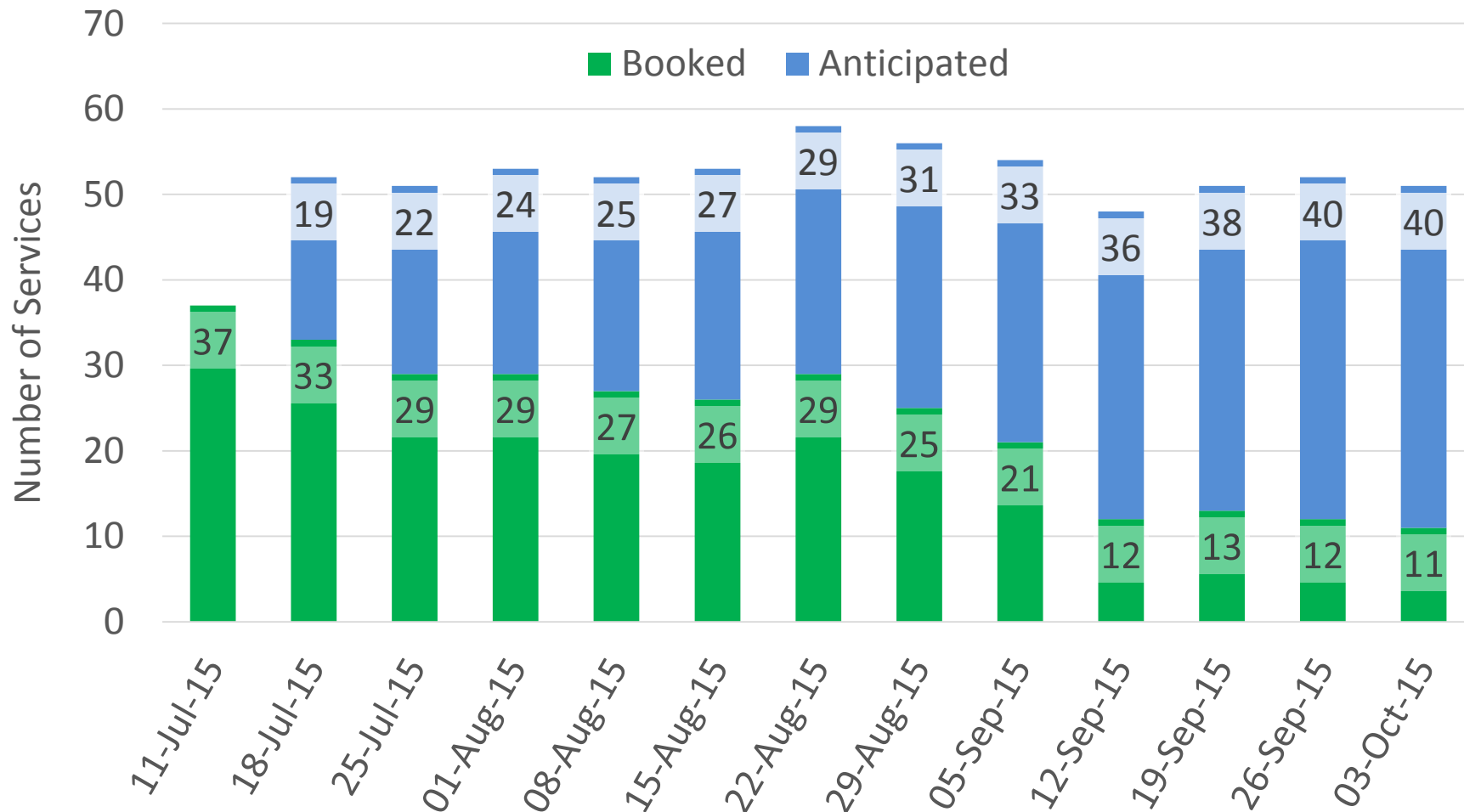
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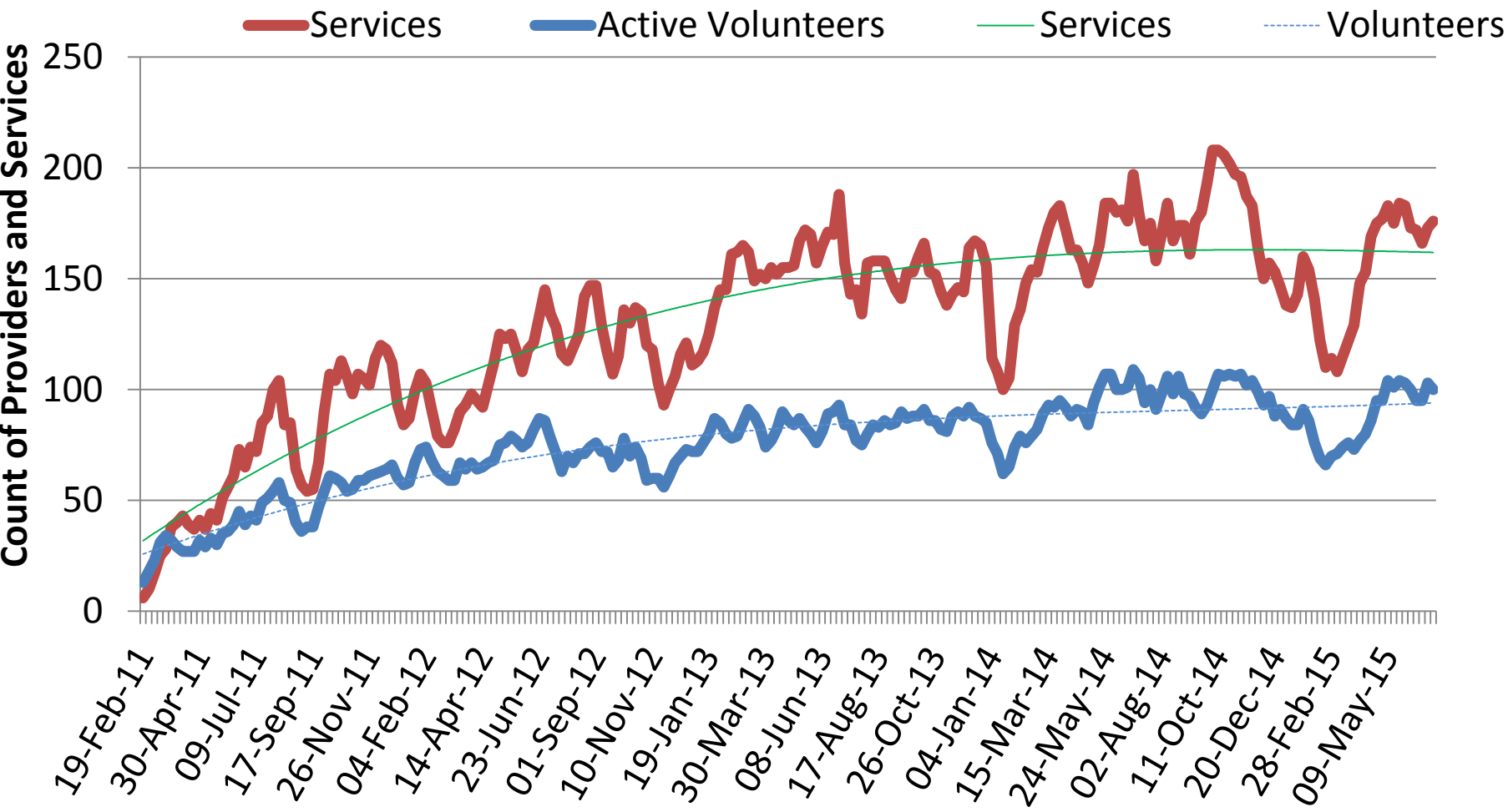
History of Future Requests



Projected Future Services



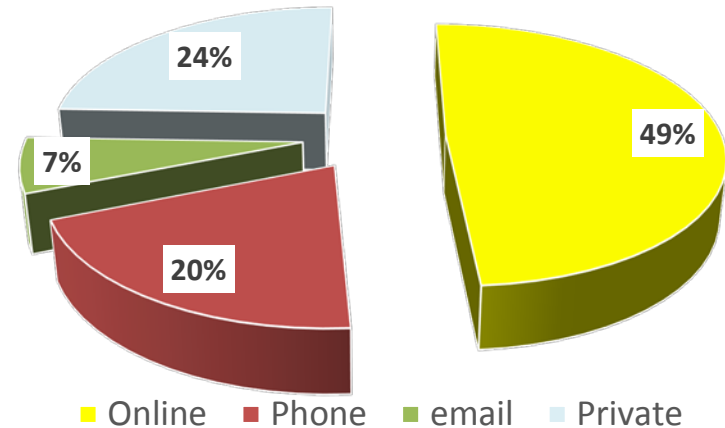
Volunteers and Services Previous 4 Weeks



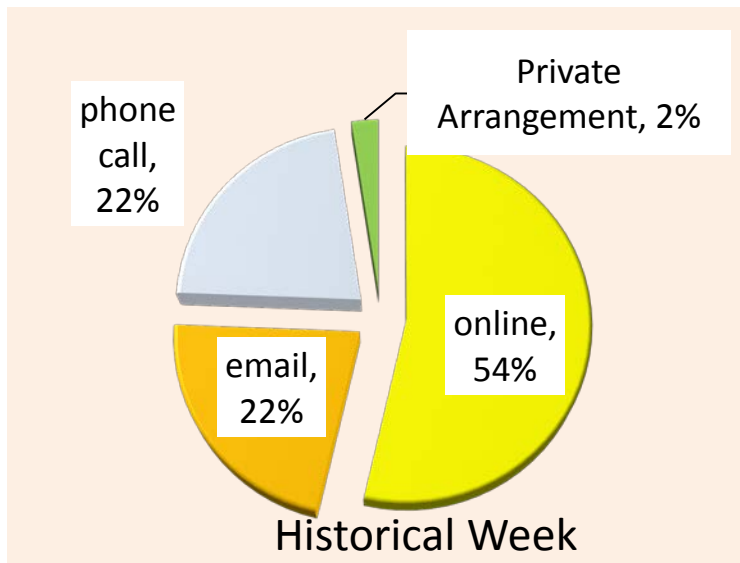
Contact Method for Signup

- Online signup has supported a high volume of requests per week.
- Our increasing ratio of members to volunteers has required more effort to find service providers
- Phone has replaced email as the way to locate volunteers.

Contact Methods 7/4/2015



- Since online signup was new in the last month, we had a temporary increase in the need for phone calls. Online signups are now picking up again.
- The increased ratio of members to volunteers still means that phone calls are needed.
- Private arrangements were significant.

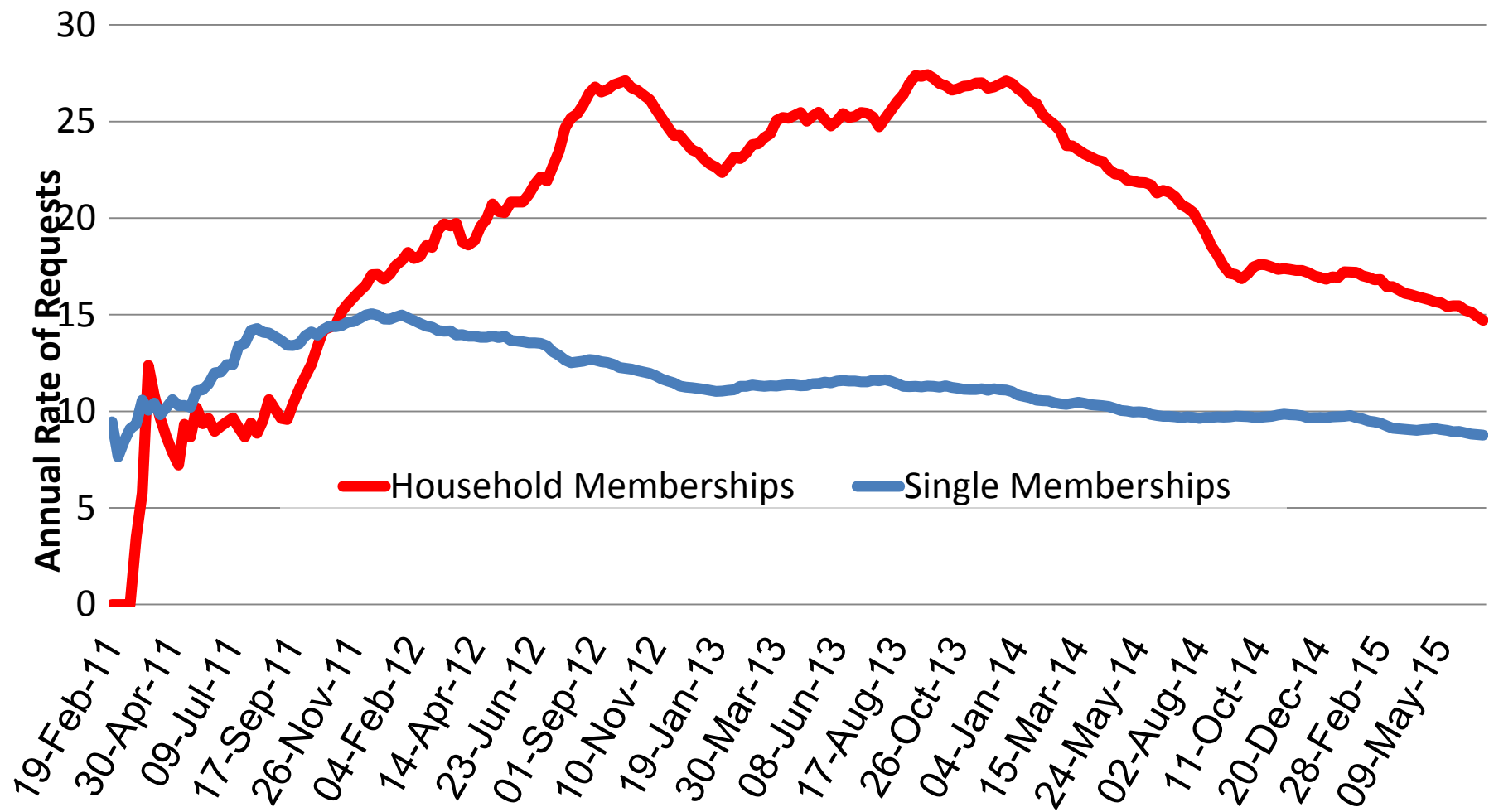


What are the Differences Between Single And Household Memberships?

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

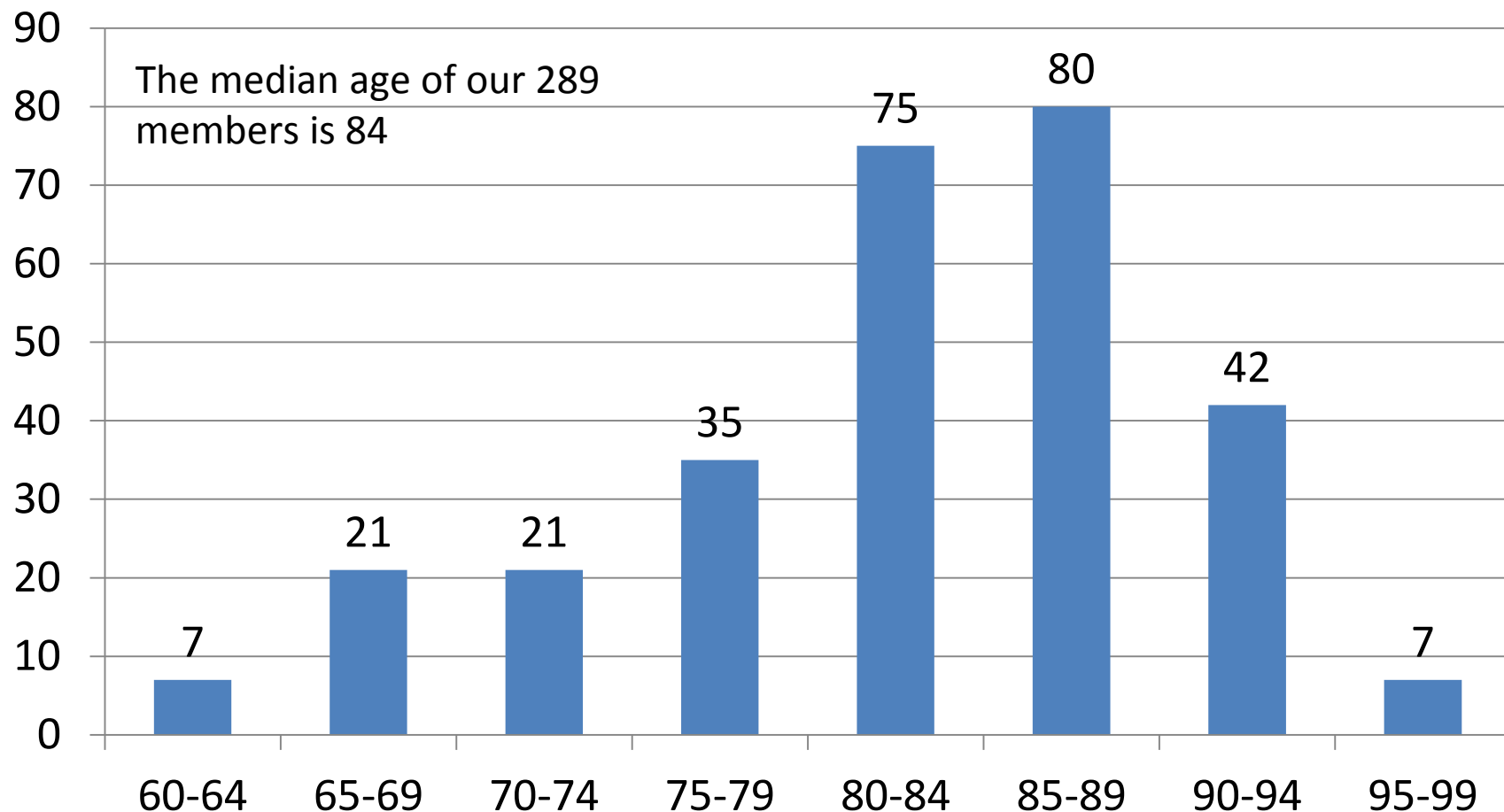


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

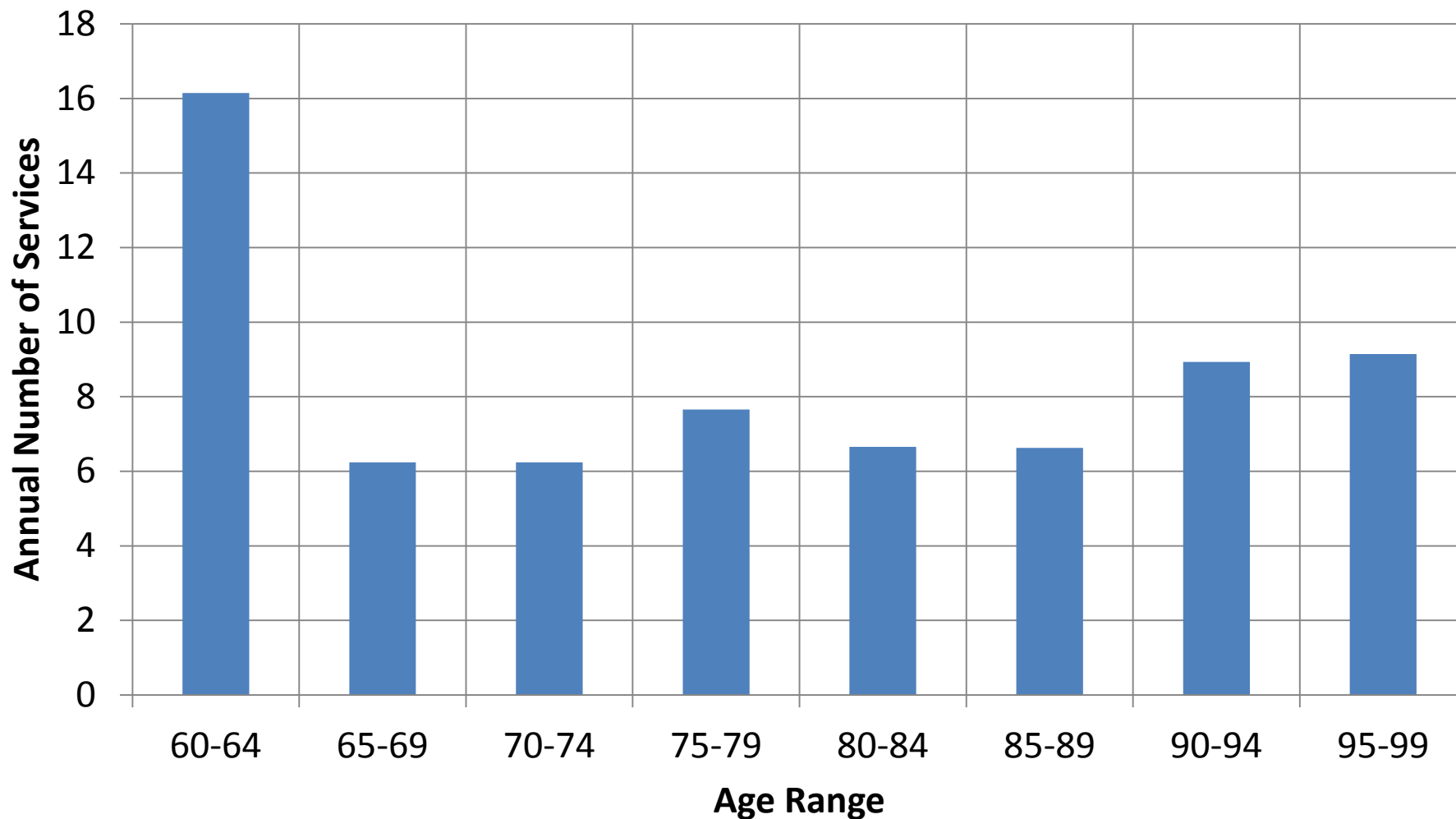
Analysis by Age Group

- 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.

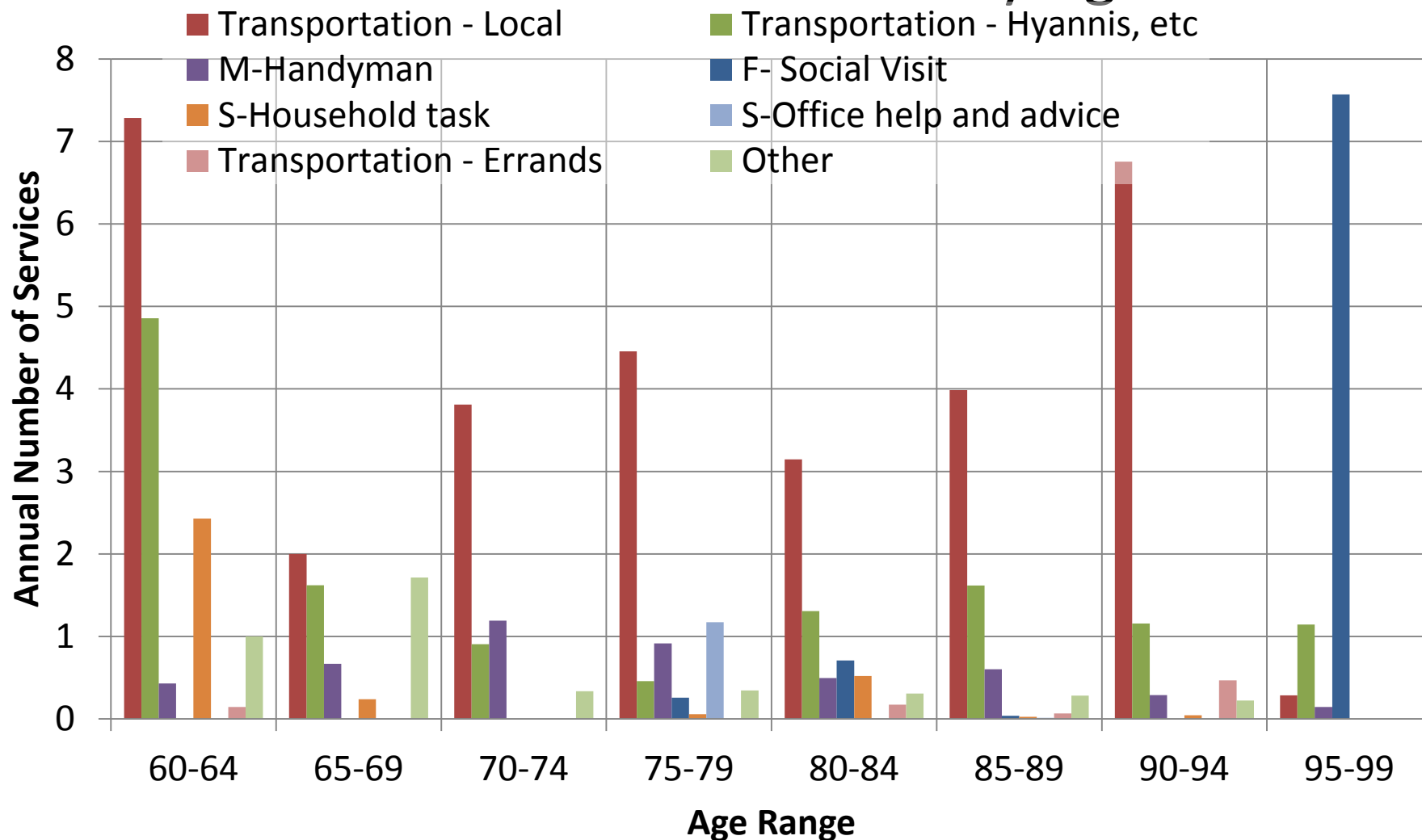
Age of Members



Annual Rate of Services by Age Range



Annual Use of Services by Age

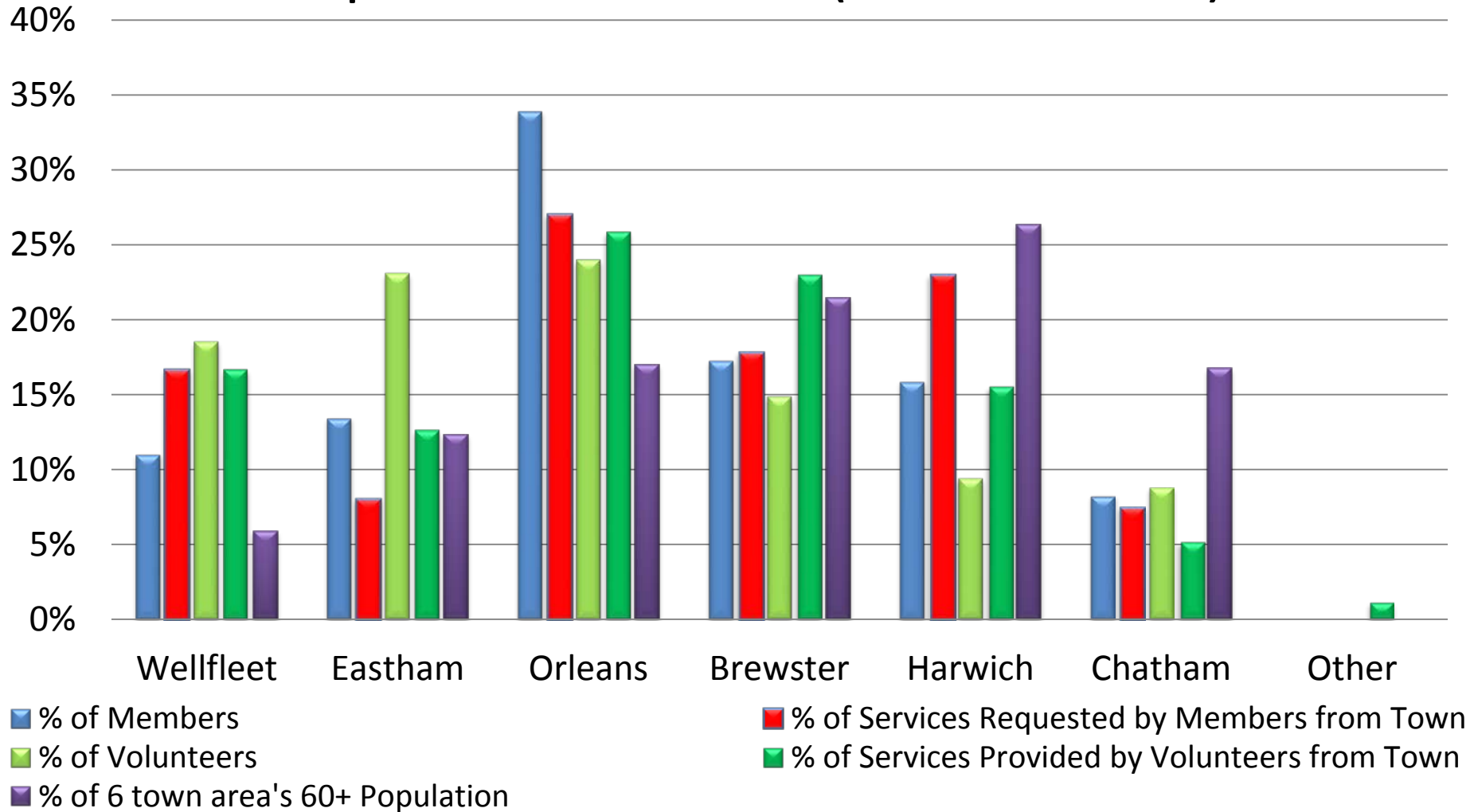


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

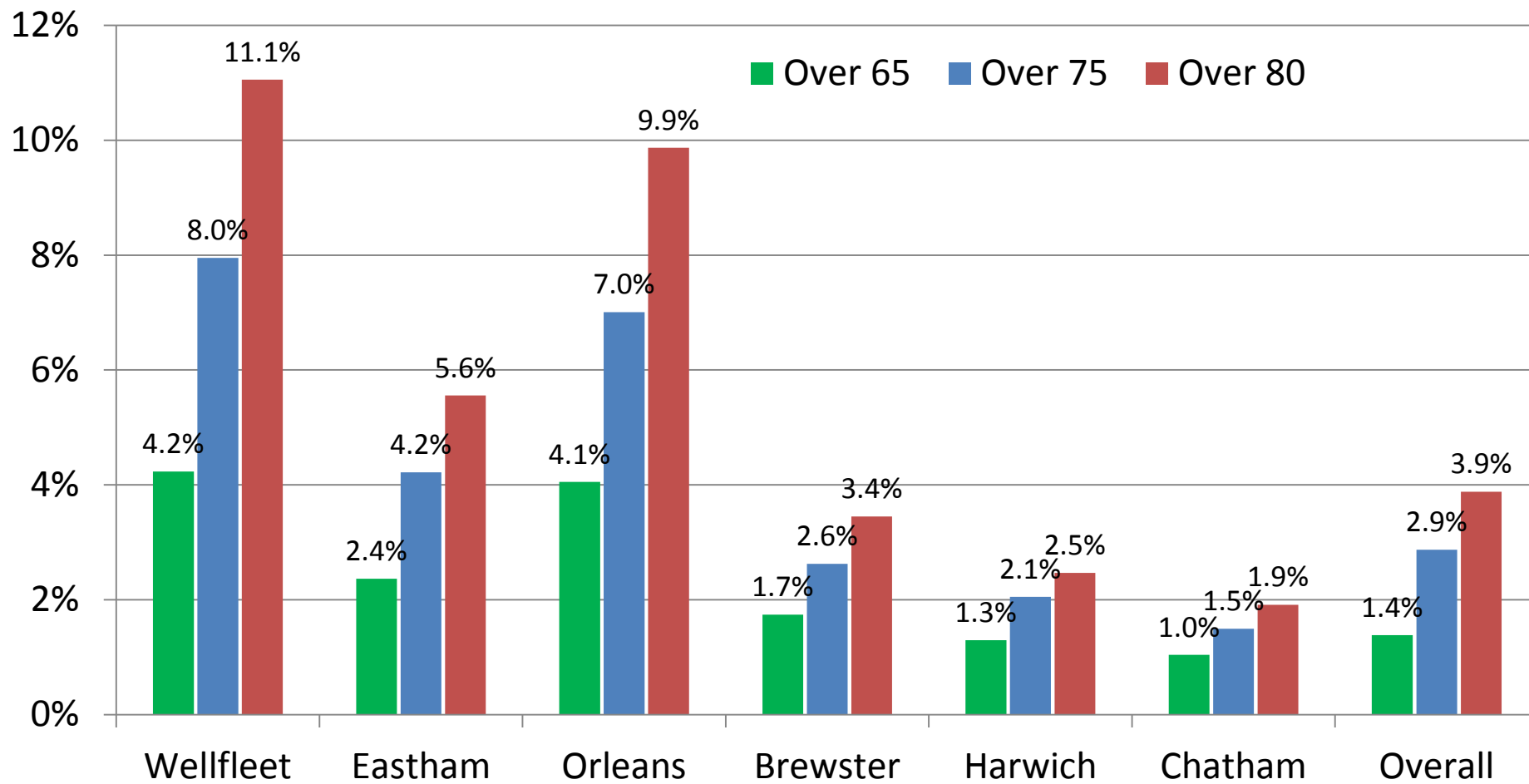
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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	1059	87	226	36	34	1	1443
	Eastham	635	397	590	90	128	17	1857
	Orleans	40	64	1439	224	74	55	1896
	Brewster	11	27	522	337	244	8	1149
	Harwich	11	2	72	120	528	10	743
	Chatham		1	15	8	74	58	156
	Other	9	0	8	8	7	0	32
	Total Used	1765	578	2872	823	1089	149	7276

Towns of Service Providers and Recipients (Last 4 Weeks)

54% of services are provided by someone from the same town; 82% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	22	1	6				29
	Eastham	4	10	4	3	1		22
	Orleans		3	26	5	1	10	45
	Brewster	1		7	16	16		40
	Harwich			1	7	18	1	27
	Chatham			3		4	2	9
	Other	2	0	0	0	0	0	2
	Total Used	29	14	47	31	40	13	174