

Week 233 Member Services Report August 1, 2015



Harwich Port

[By DraganMitić](#)

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.
 - The growth in membership has not been matched by a corresponding growth in volunteers.
- Requests for future services are high and growing.
- We managed to fill all but two requests this week, continuing a trend for the last month or so.
- 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.
 - Last Week: 39 volunteers performed 40 services for 29 households and covered 10 office shifts. In total, with 2 filled cancellations we filled 52 assignments. In addition, 7 more requests were cancelled before volunteers were found.
 - Last Month: 83 volunteers performed 158 services for 57 households. We also covered 40 office shifts.
 - Last Year: 222 volunteers performed 2134 services for 195 households.
- We have **295** members and **332** volunteers.
 - The median age of our members is 84.
 - The median age of our volunteers is 69.
 - We added **5** new members and now have **295** members.
 - Our waiting list has **20** people, an increase of **7**, despite taking in **5 new** members.
 - People on the waiting list have waited at most four weeks, but the average wait is **1.5** weeks.
 - We added **1** new volunteer, for a total of **332** volunteers.

Looking Forward

- We have **270** future service requests booked for the next three months, a big increase over last week.
 - **15** future service requests have been cancelled
 - **Only 5** services remain to be filled for next week.
 - **36** more need filling in the following three weeks.
 - **69%** of services for the next four weeks have volunteers, which up from last week.
 - **47%** of services for the next thirteen weeks have volunteers assigned.
- To view reports for previous weeks click [here](#).

Questions

What and how many services are we providing?

How many households use services?

What is our Cancellation Rate?

Why Members Quit

How many volunteers do we have and how frequently do they volunteer?

How many future services will we have?

What are the differences between single and household memberships?

How old are our members and does their age affect the services they need?

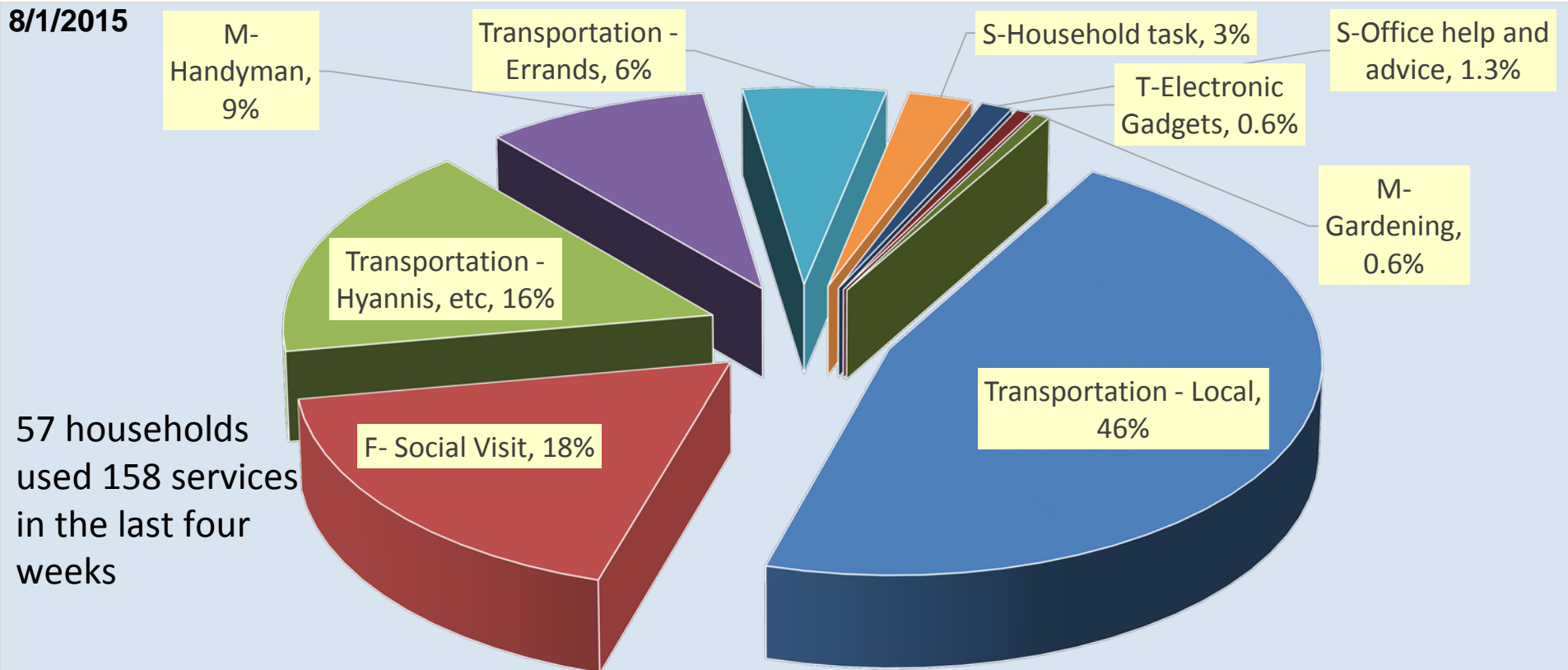
What are the differences between the towns in our service area?

WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

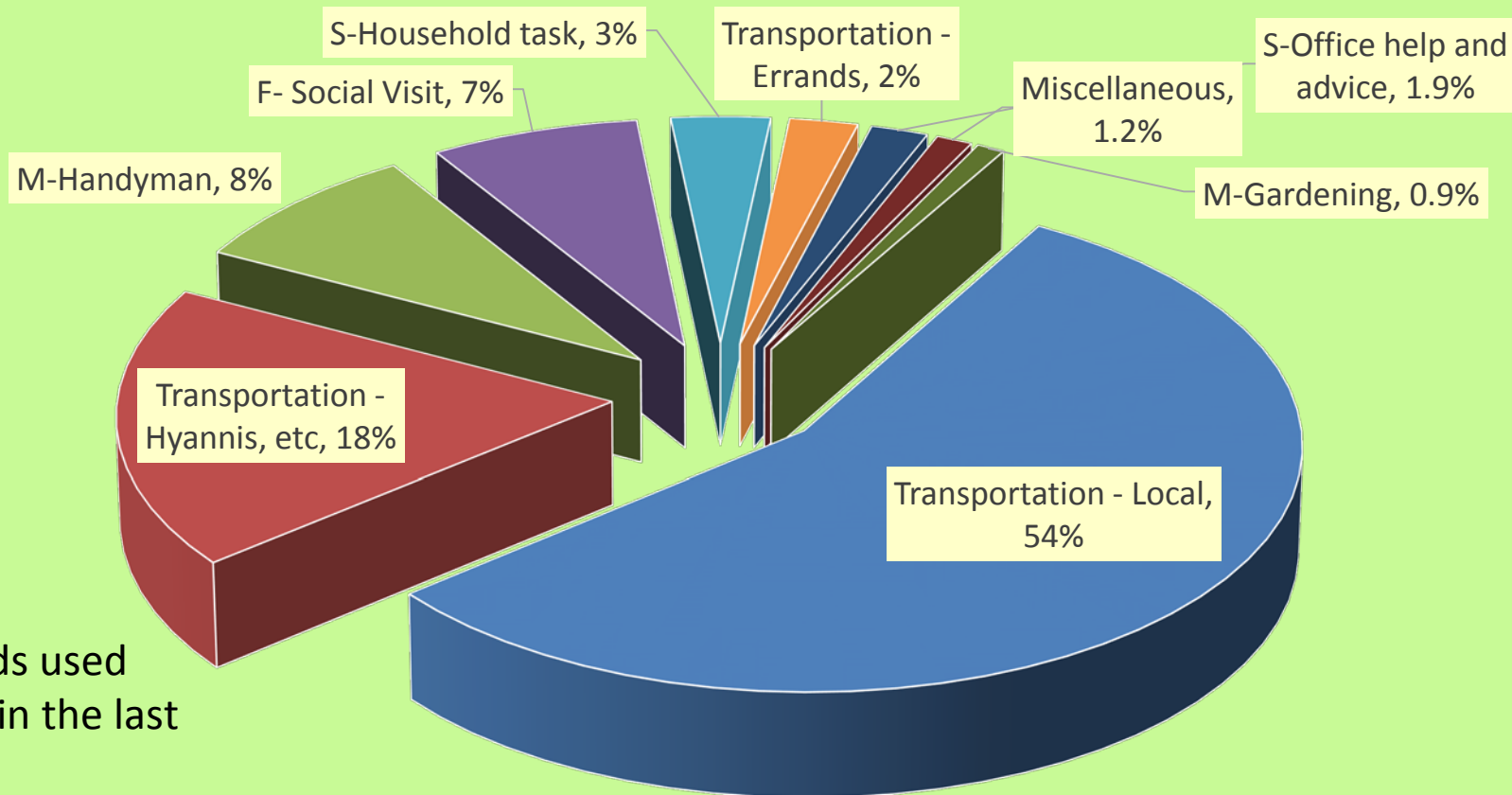
- Overall, transportation (including errands) remains the major need (68%), but has been a falling percentage for a while.
- Social visits are up, including some where a member uses a volunteer's pool daily to do exercises.
- 57 households (23%) used services in the last four weeks.
- The annual rate of services remained at 8 per year per household.
- The 10% most needy members used 62% of services, near the peak value.
- 15 services were cancelled for this week, 10 after volunteers were found, 3 before volunteers were found and 2 which could not be filled.

Services in the Last 4 Weeks

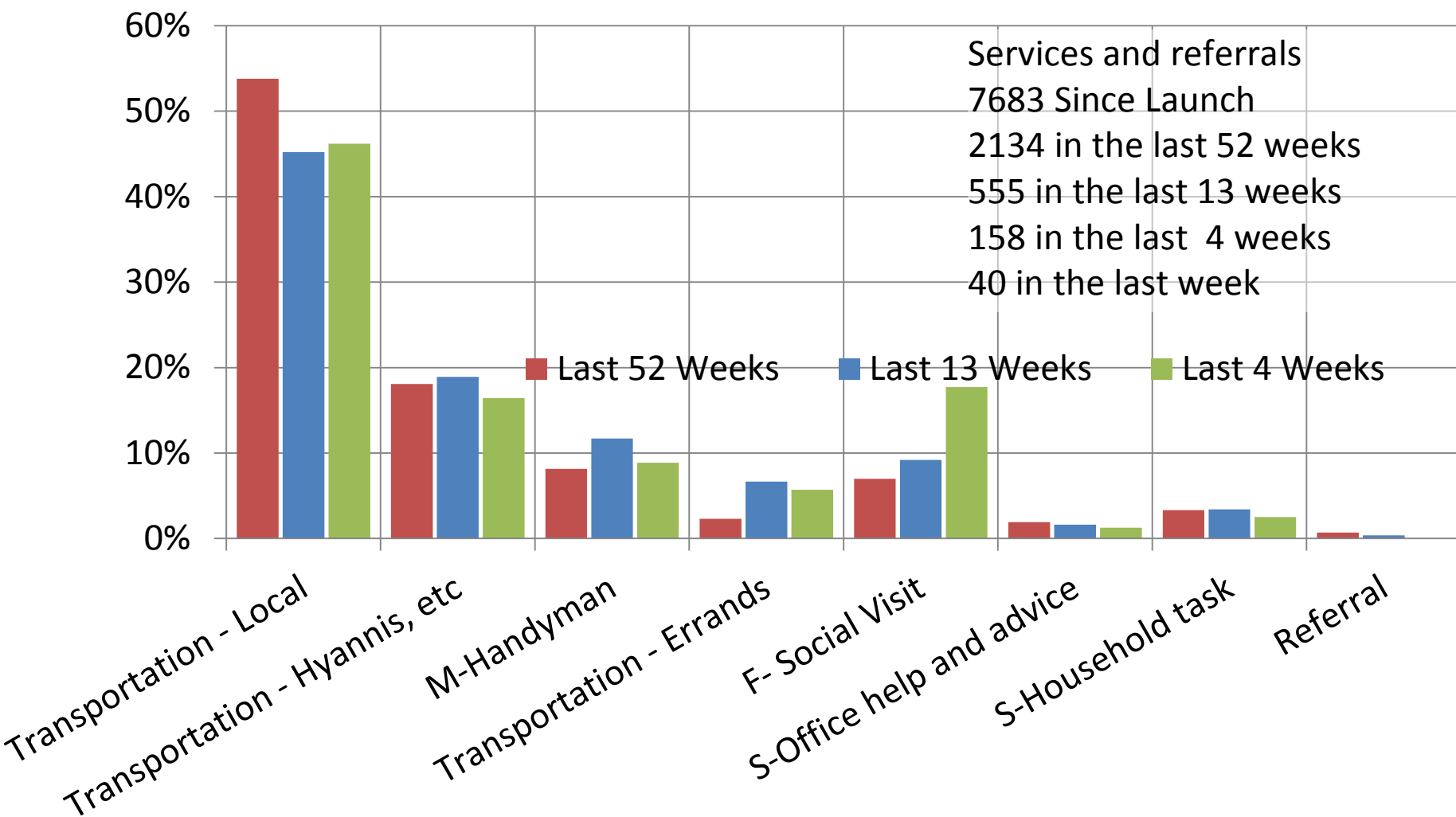


Services in the Last 52 Weeks

8/1/2015

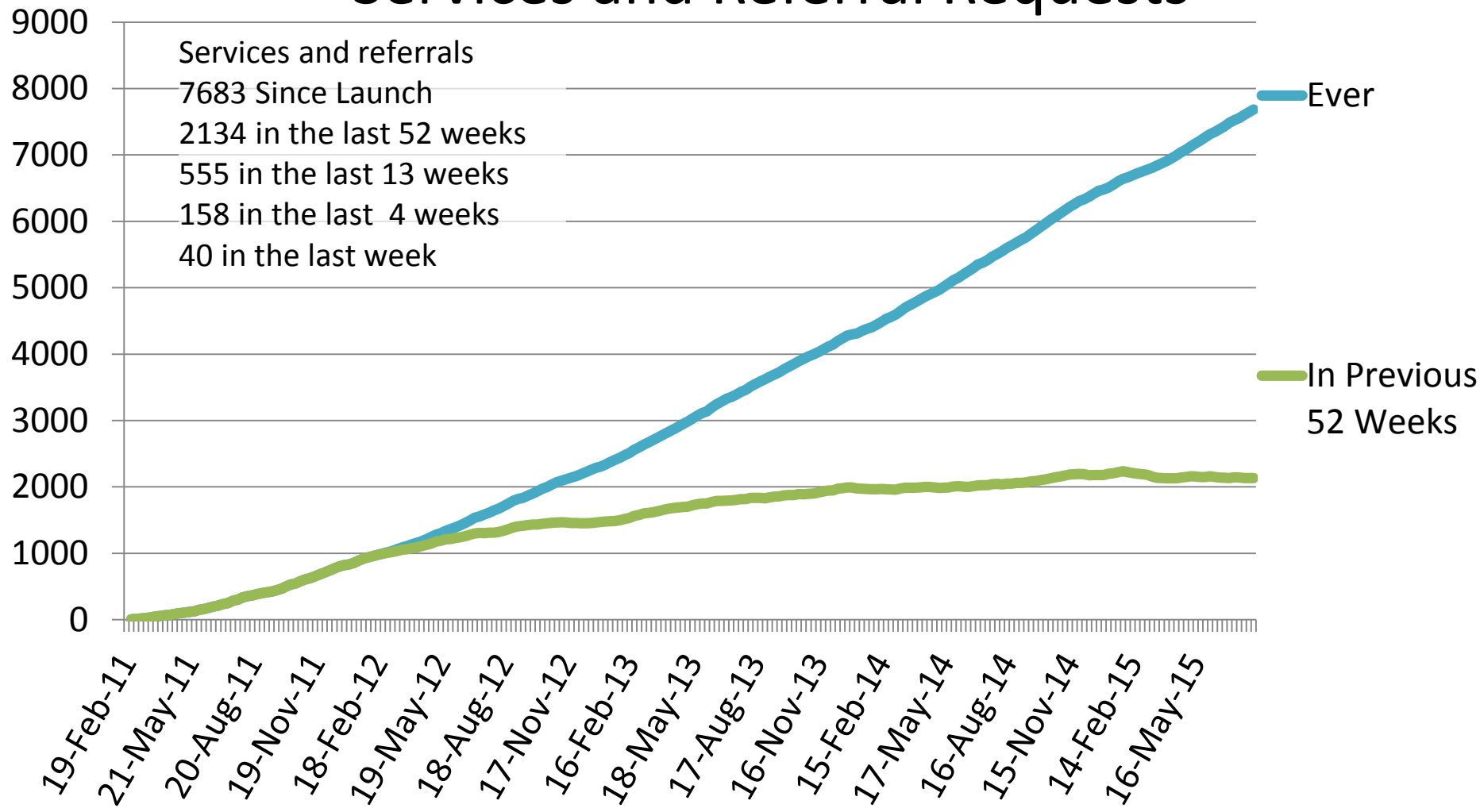


Trends in Services



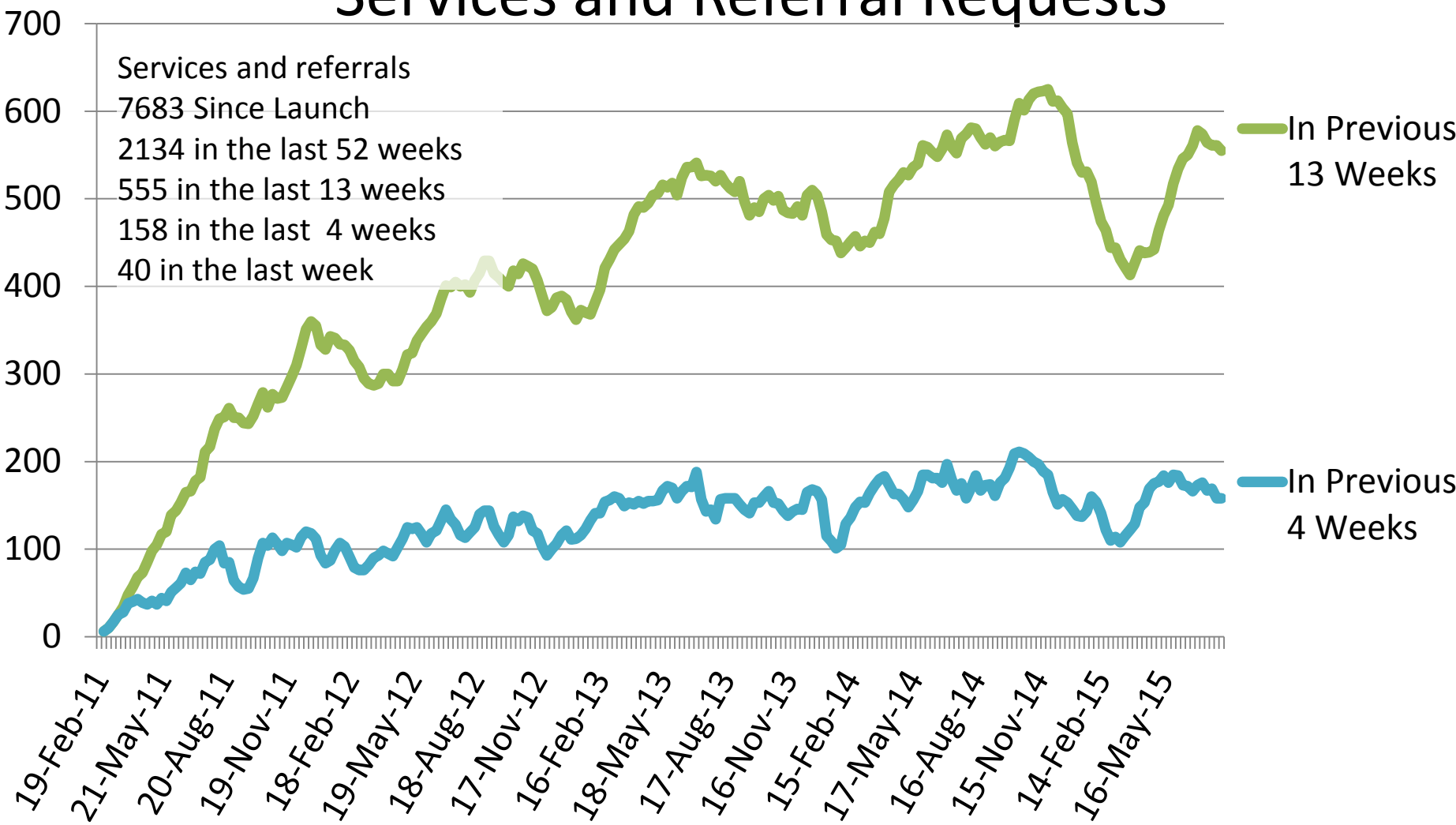


Services and Referral Requests

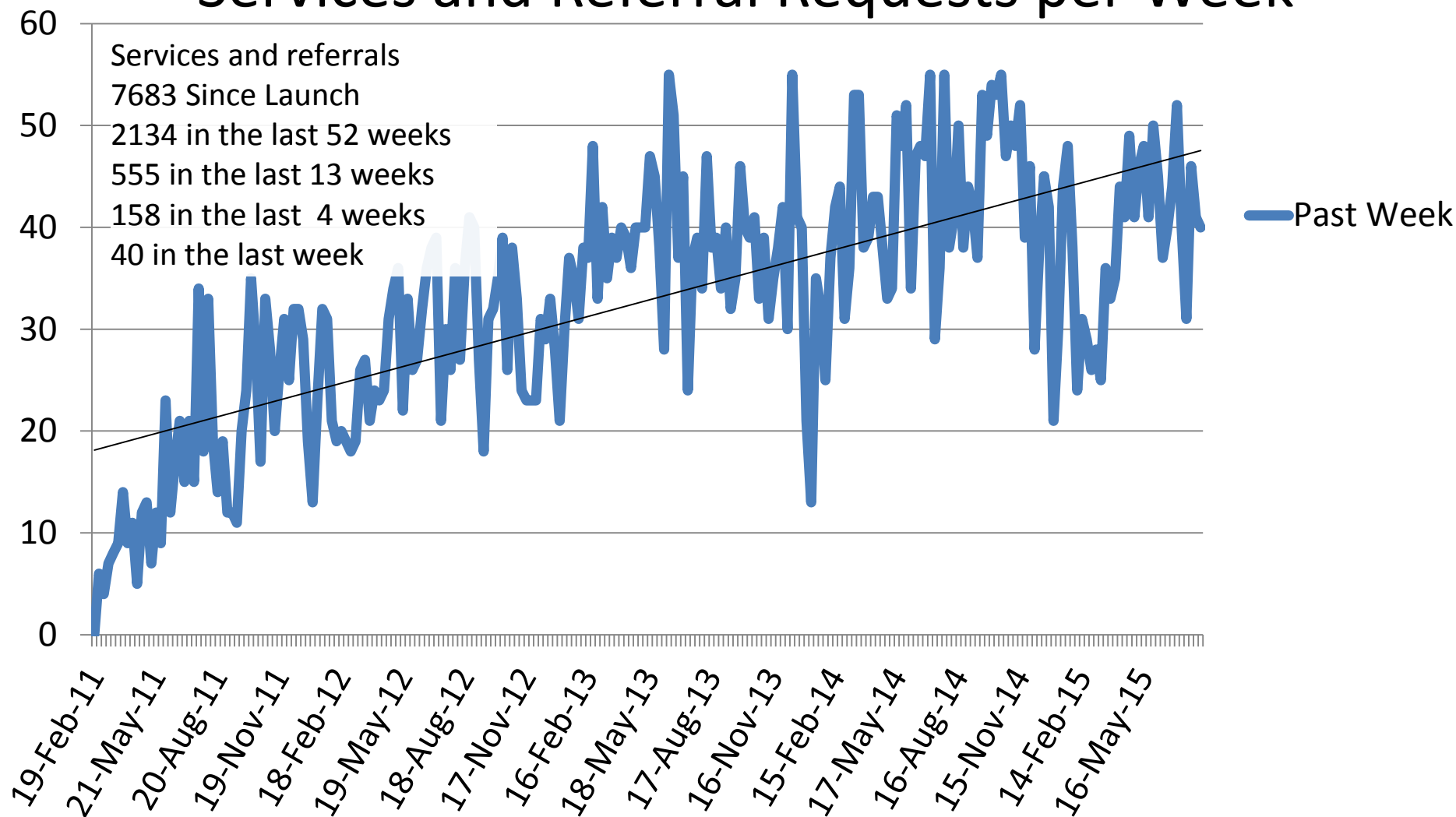




Services and Referral Requests

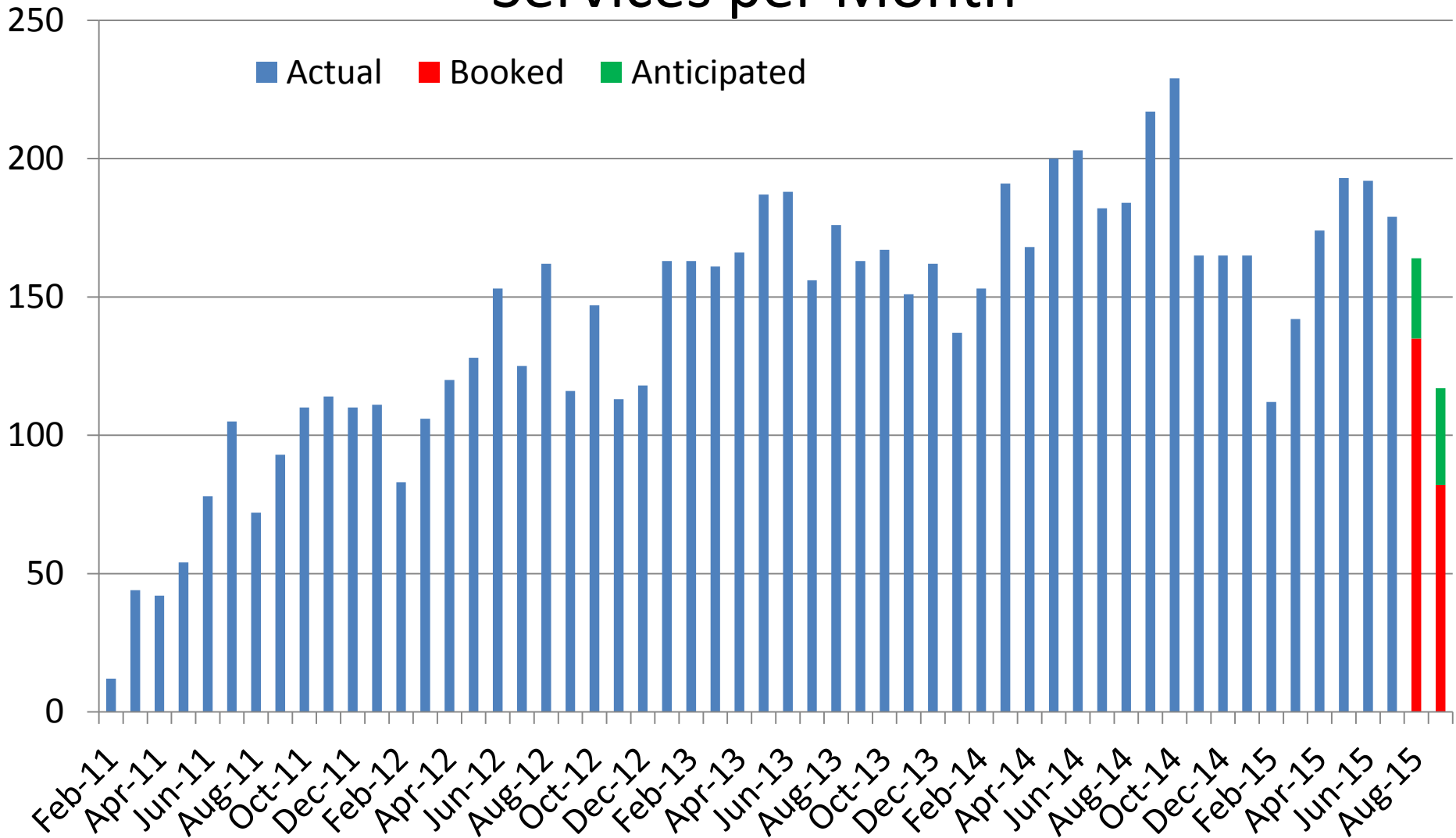


Services and Referral Requests per Week



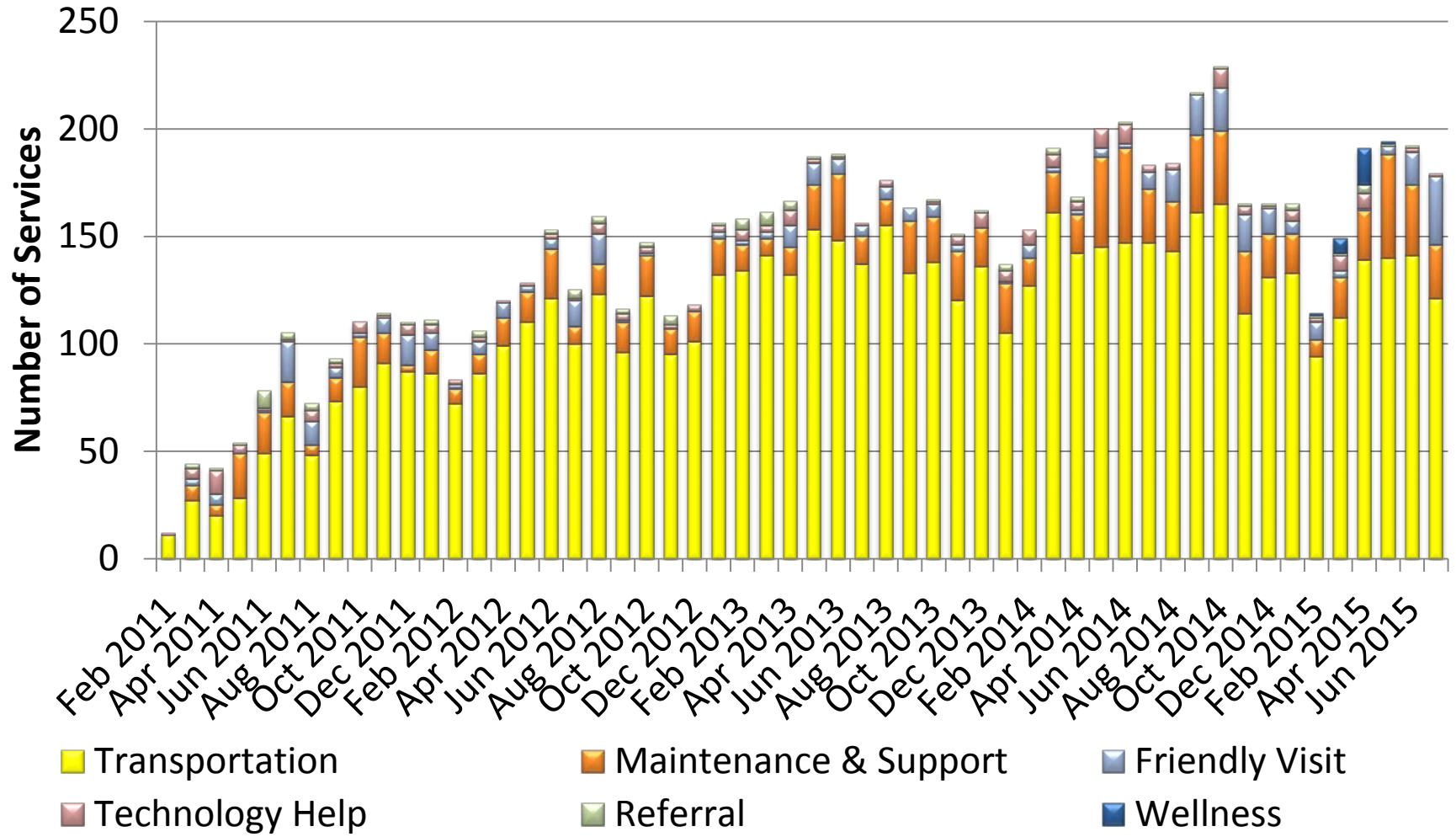


Services per Month

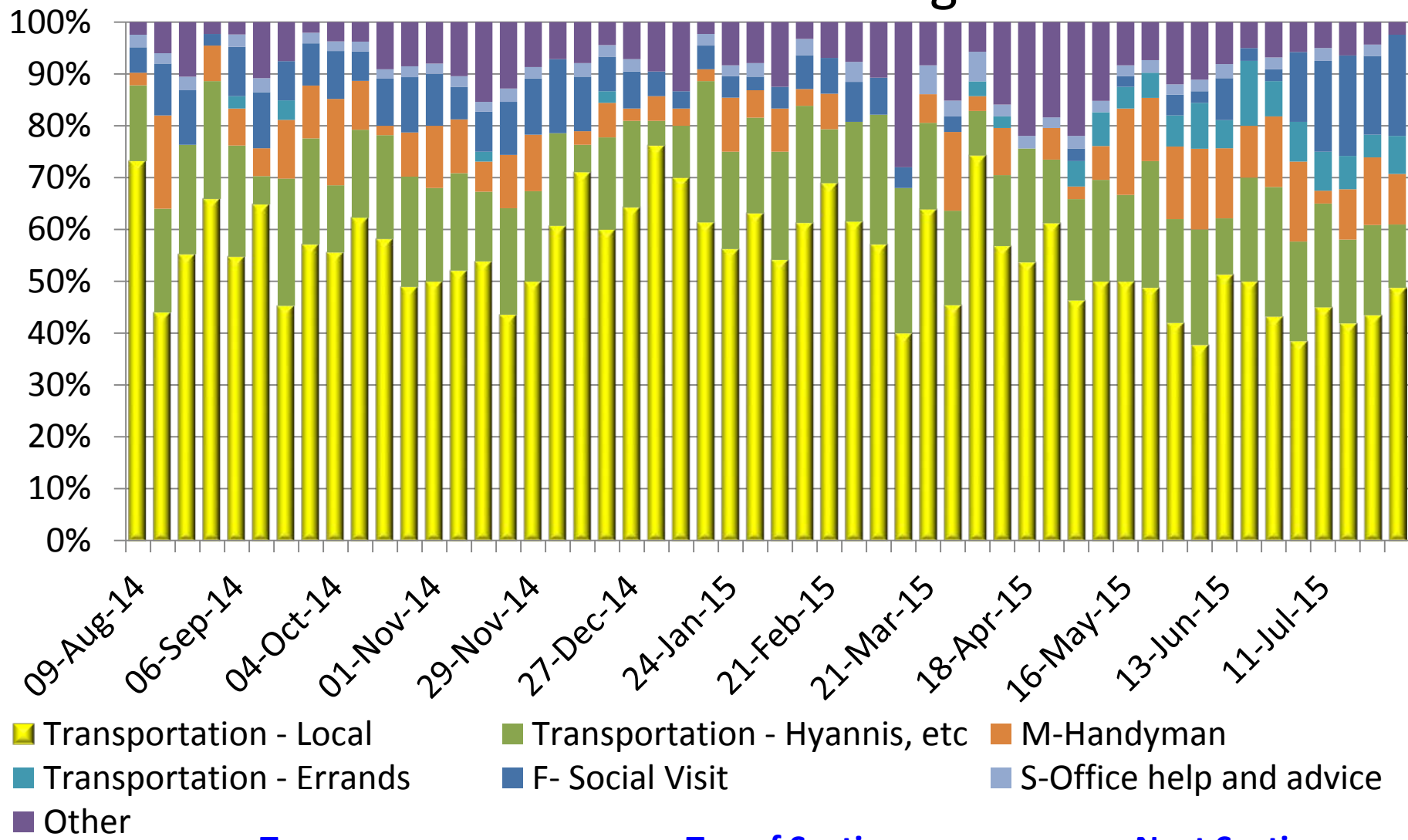




How Have Direct Services Varied in the Last Year?

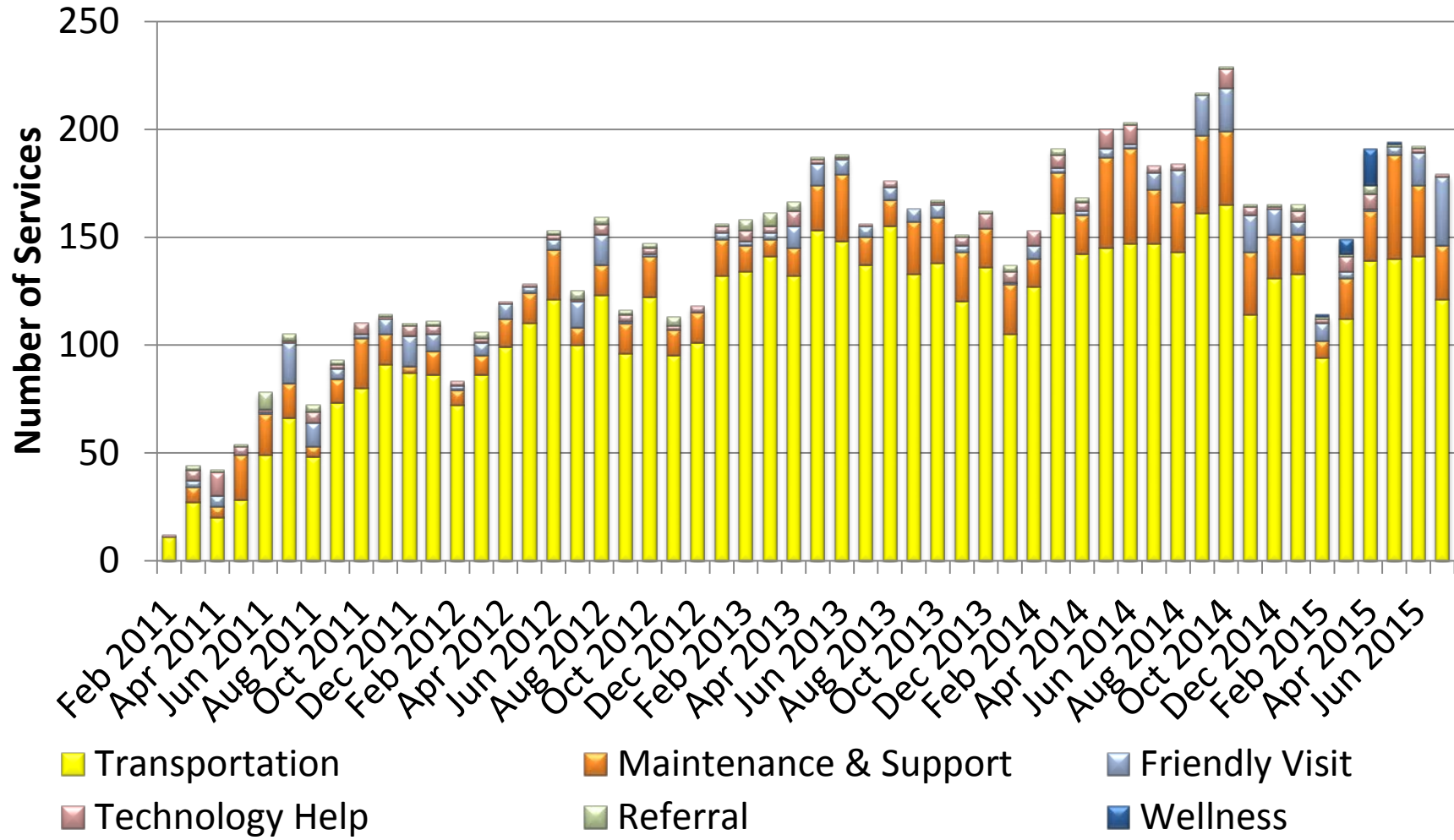


Variation on a Percentage Basis



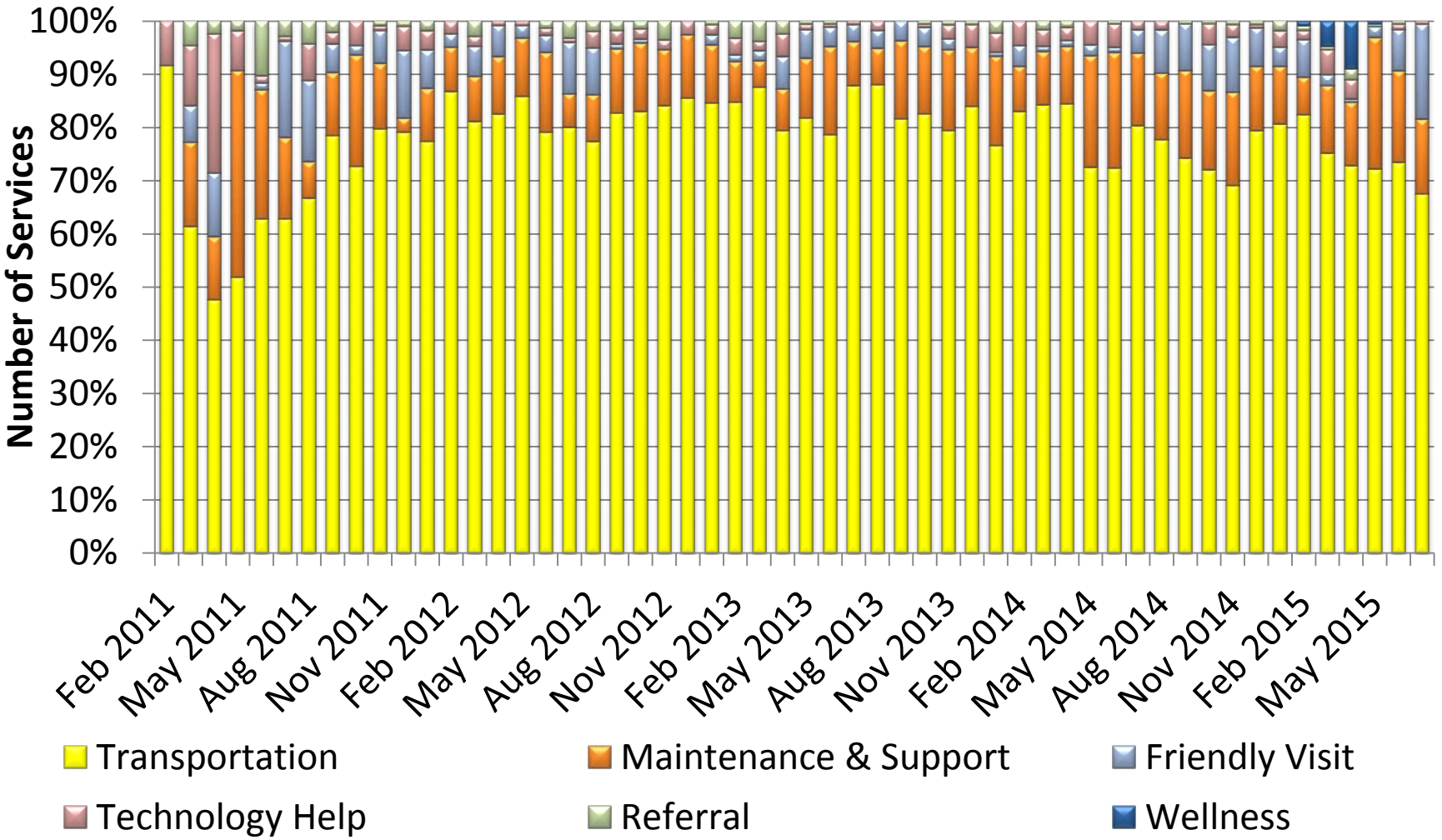


Service Categories





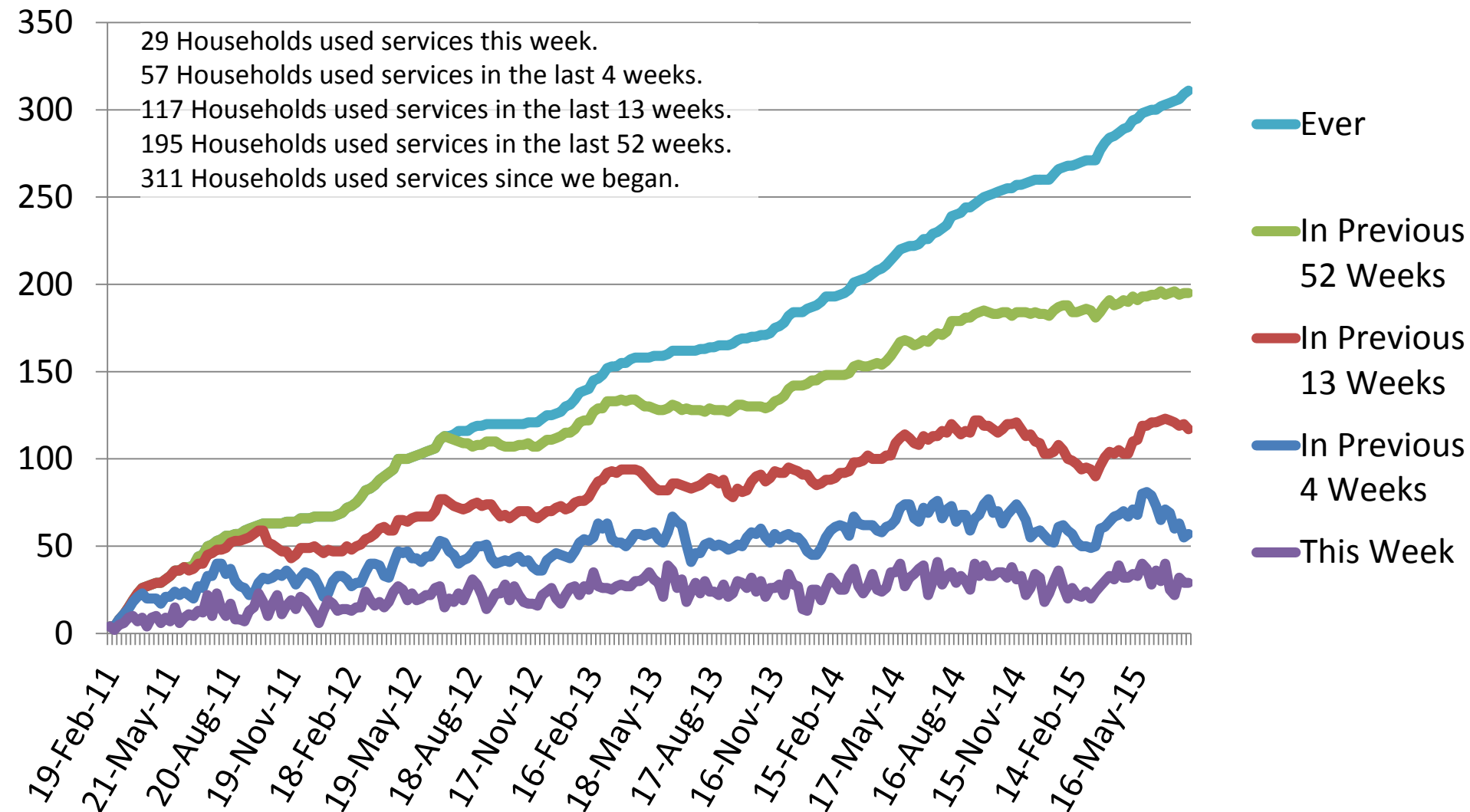
Service Categories Variation on a Percentage Basis



HOW MANY HOUSEHOLDS USE SERVICES?

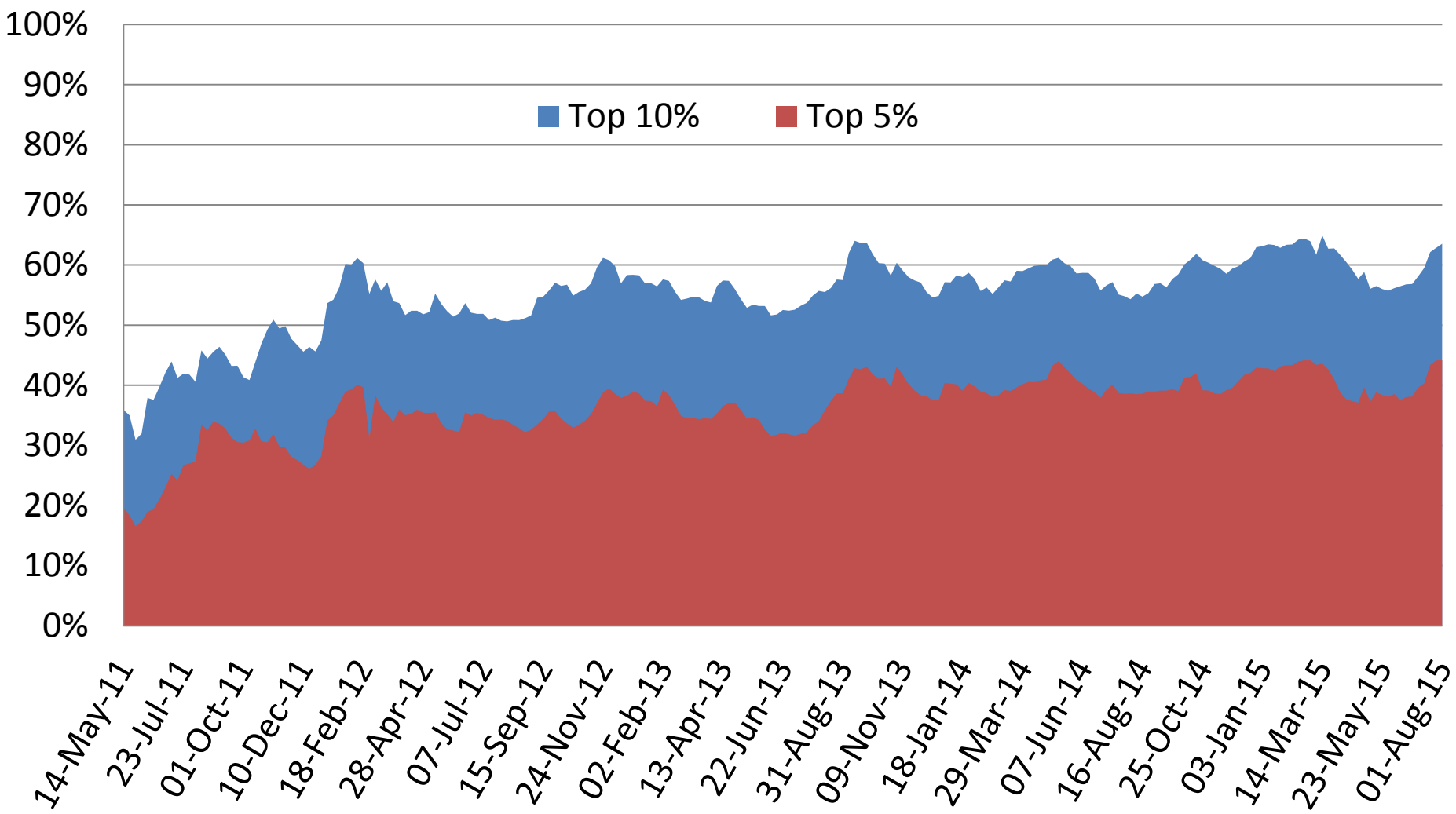


How Many Households Served



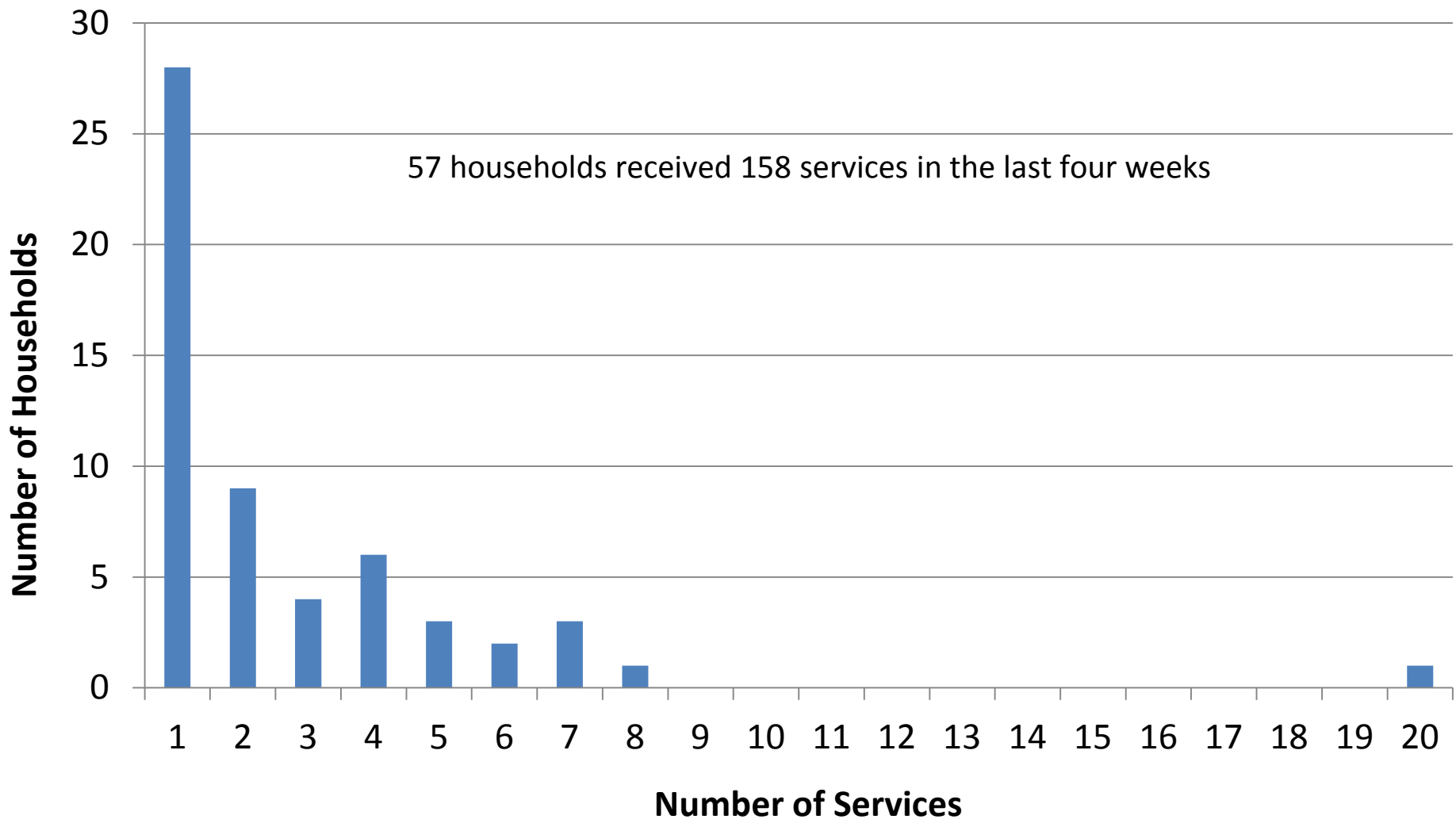


Heaviest Users of Services

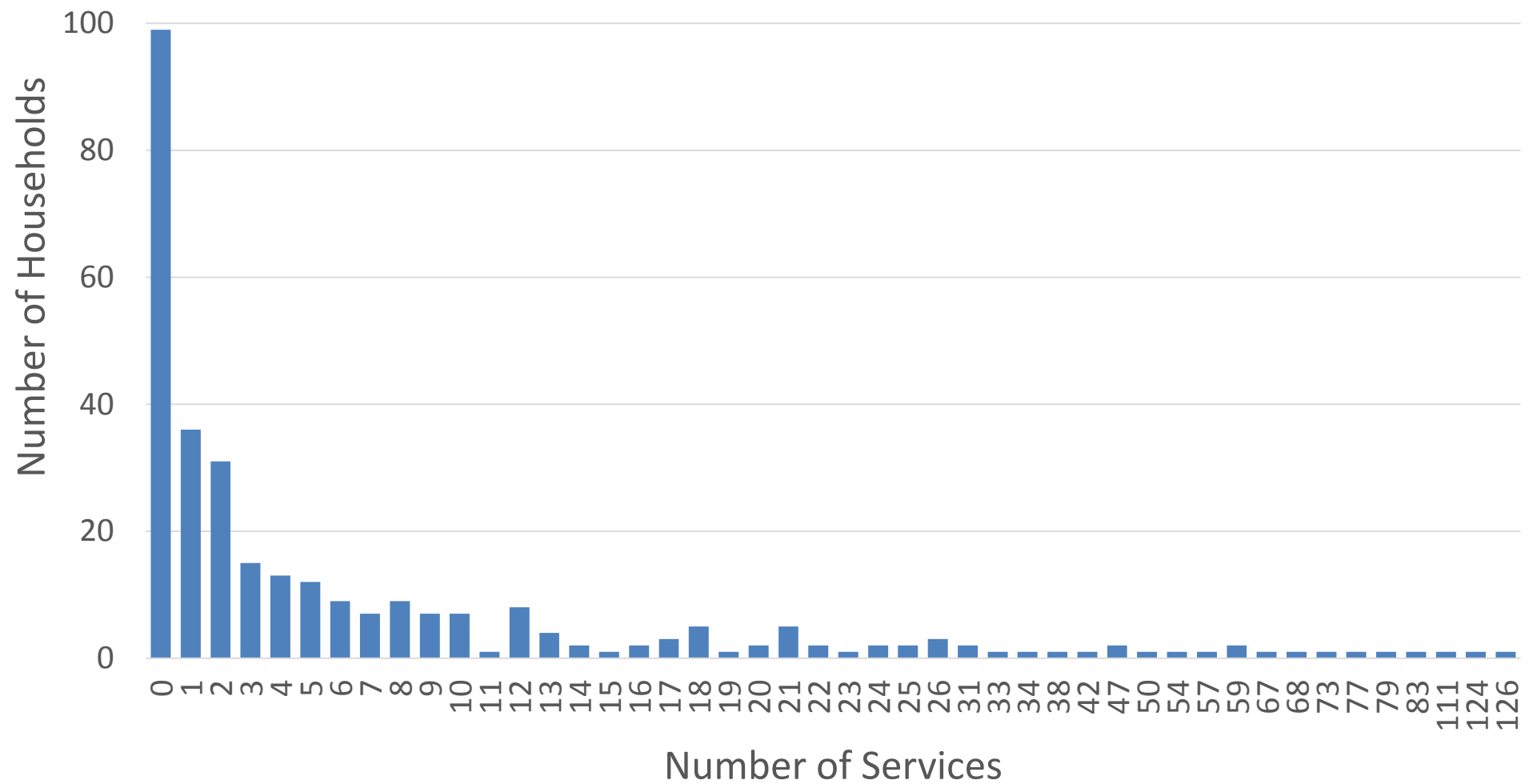




Rate of Direct Services in Last 4 Weeks

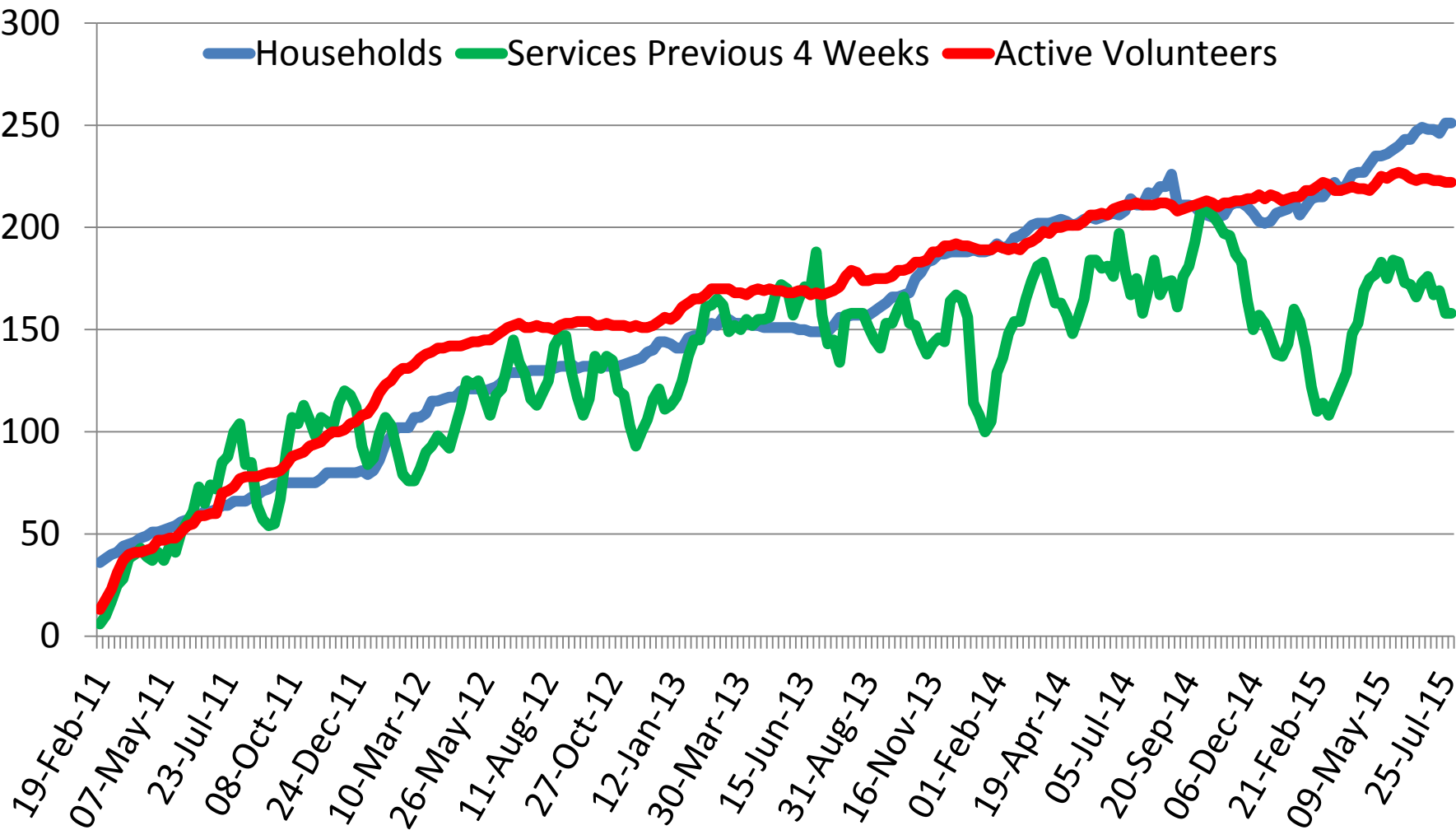


How Many Services in Last Year



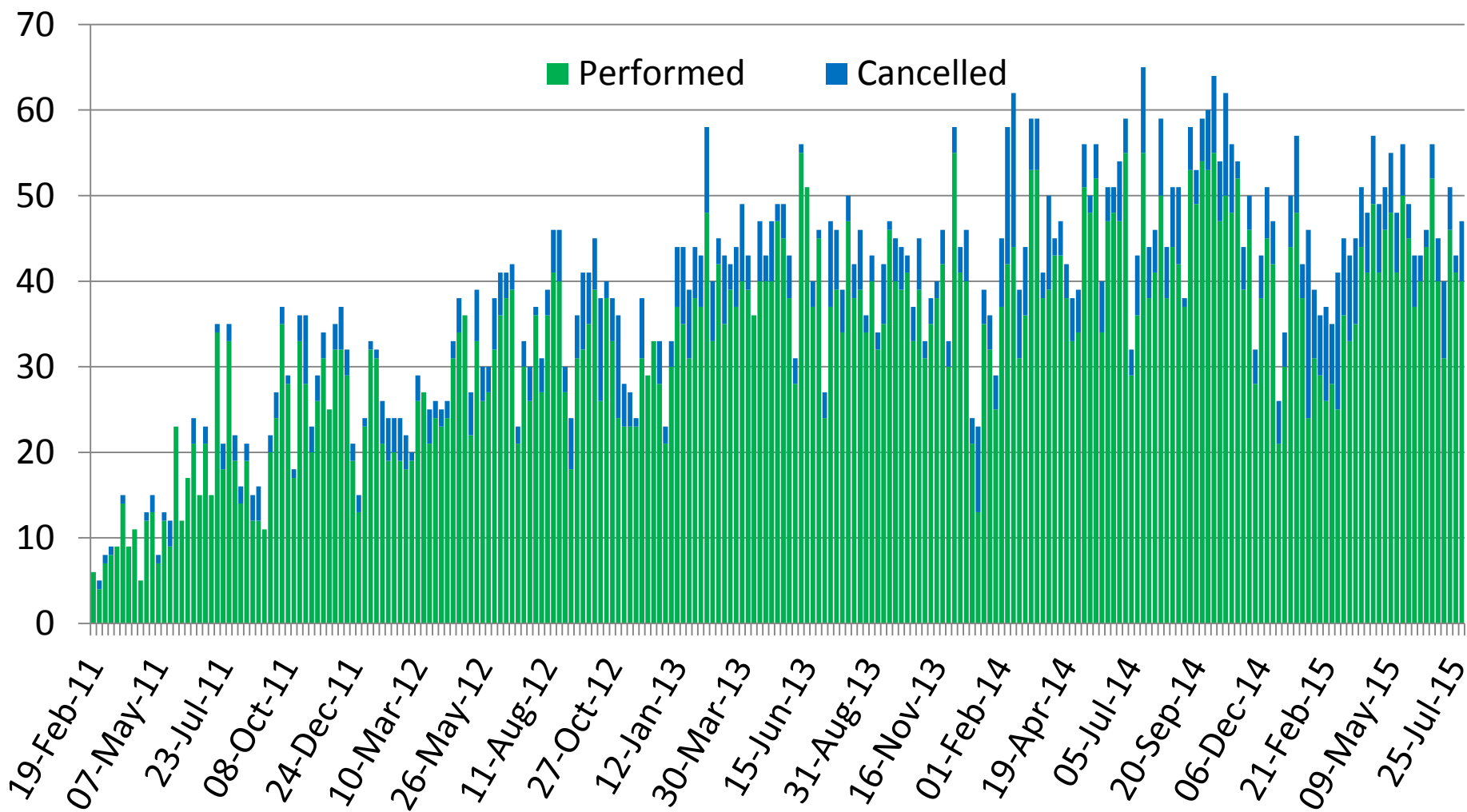


Members, Volunteers, and Services in Last 4 weeks

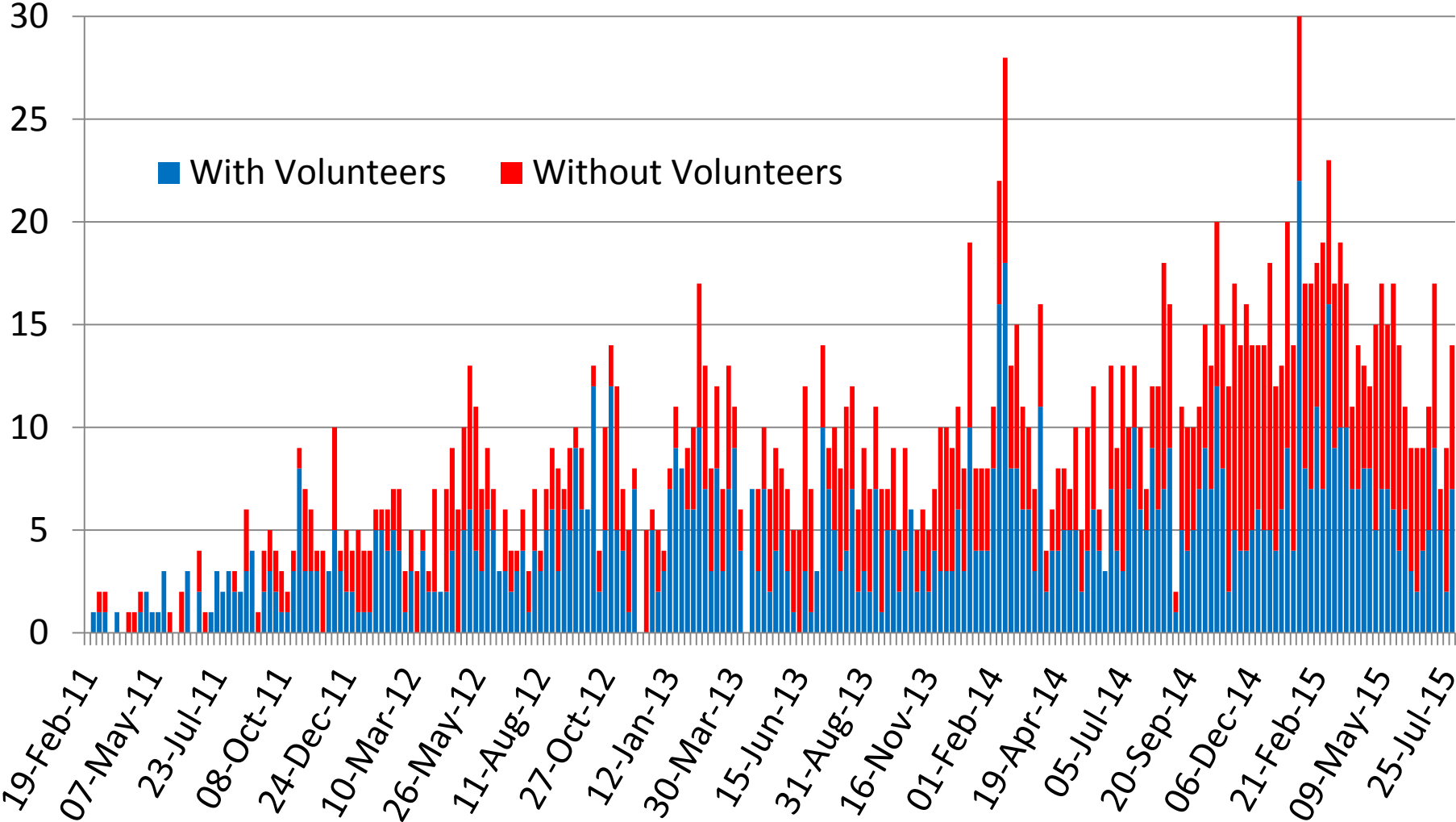


WHAT IS OUR CANCELLATION RATE?

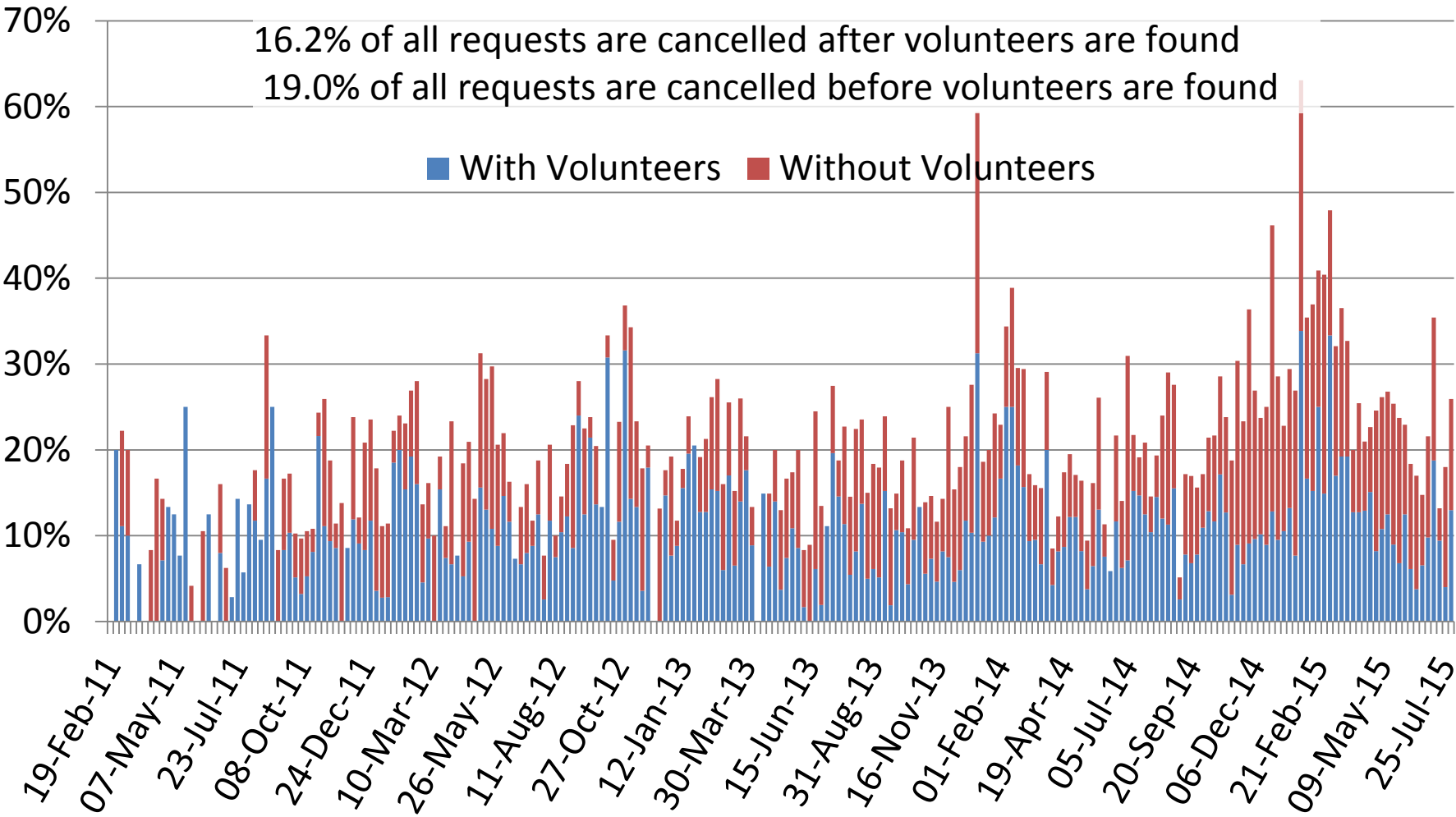
Services Filled



All Cancelled Services



Cancellations as a Percentage of Requests



RETENTION

WHY MEMBERS QUIT

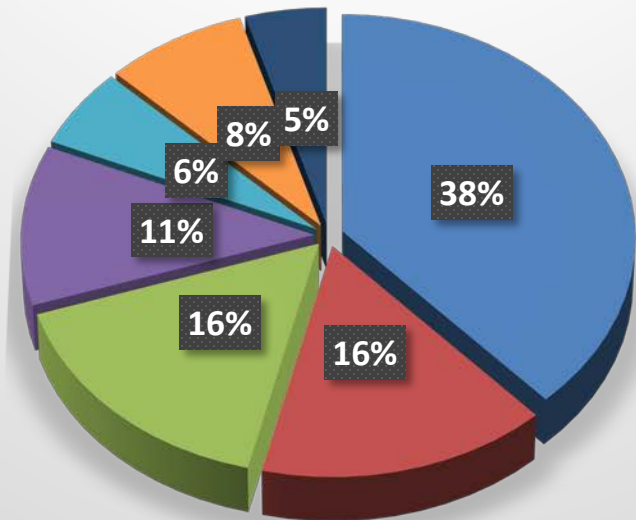
Why Members Quit

- Since we began in February 2011, we have had a total of 463 members, 172 of whom (37%) 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
- **99** households have not asked for any services in the last year, which bears this out.

Why Members Quit

8/1/2015

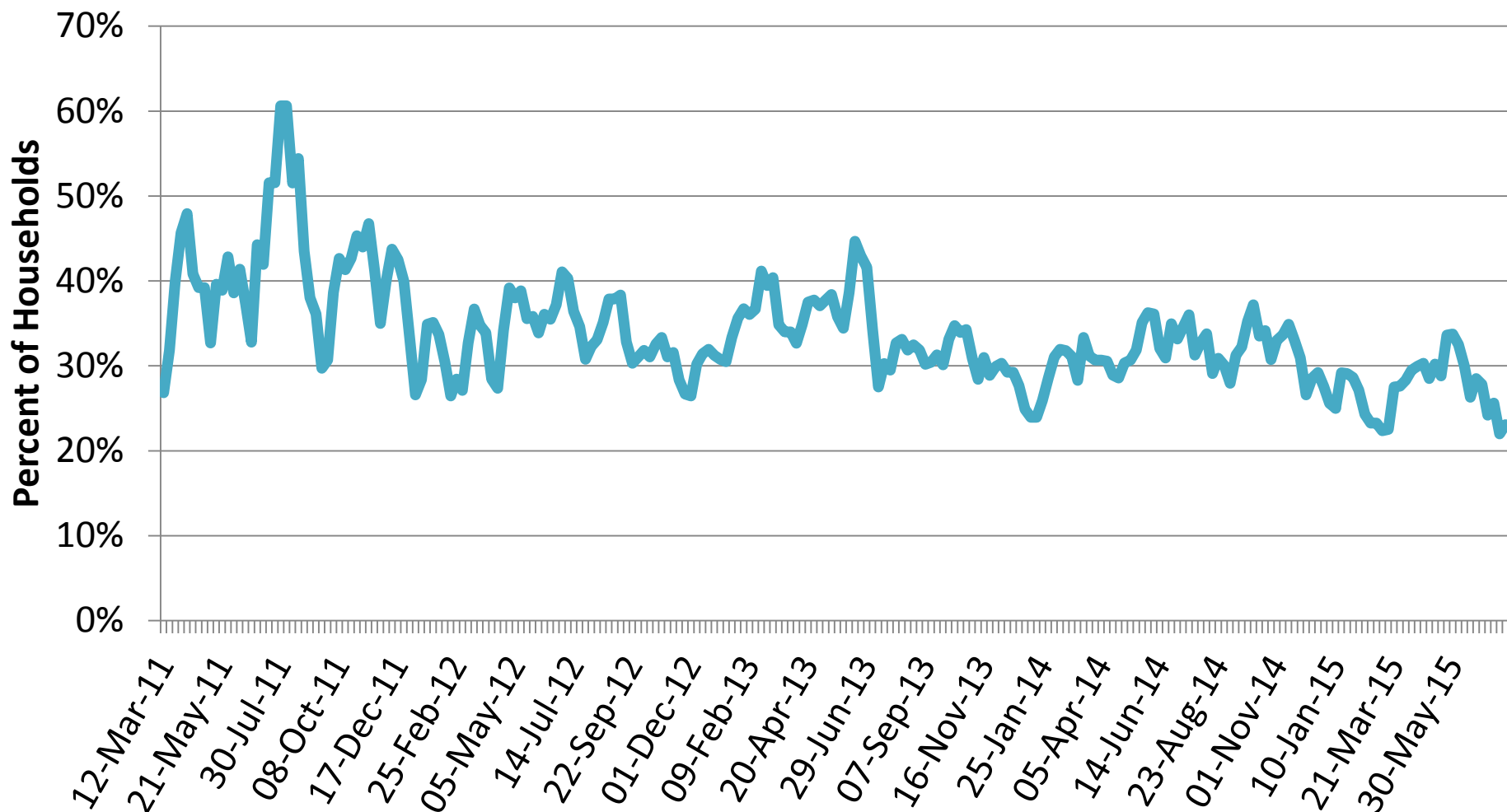
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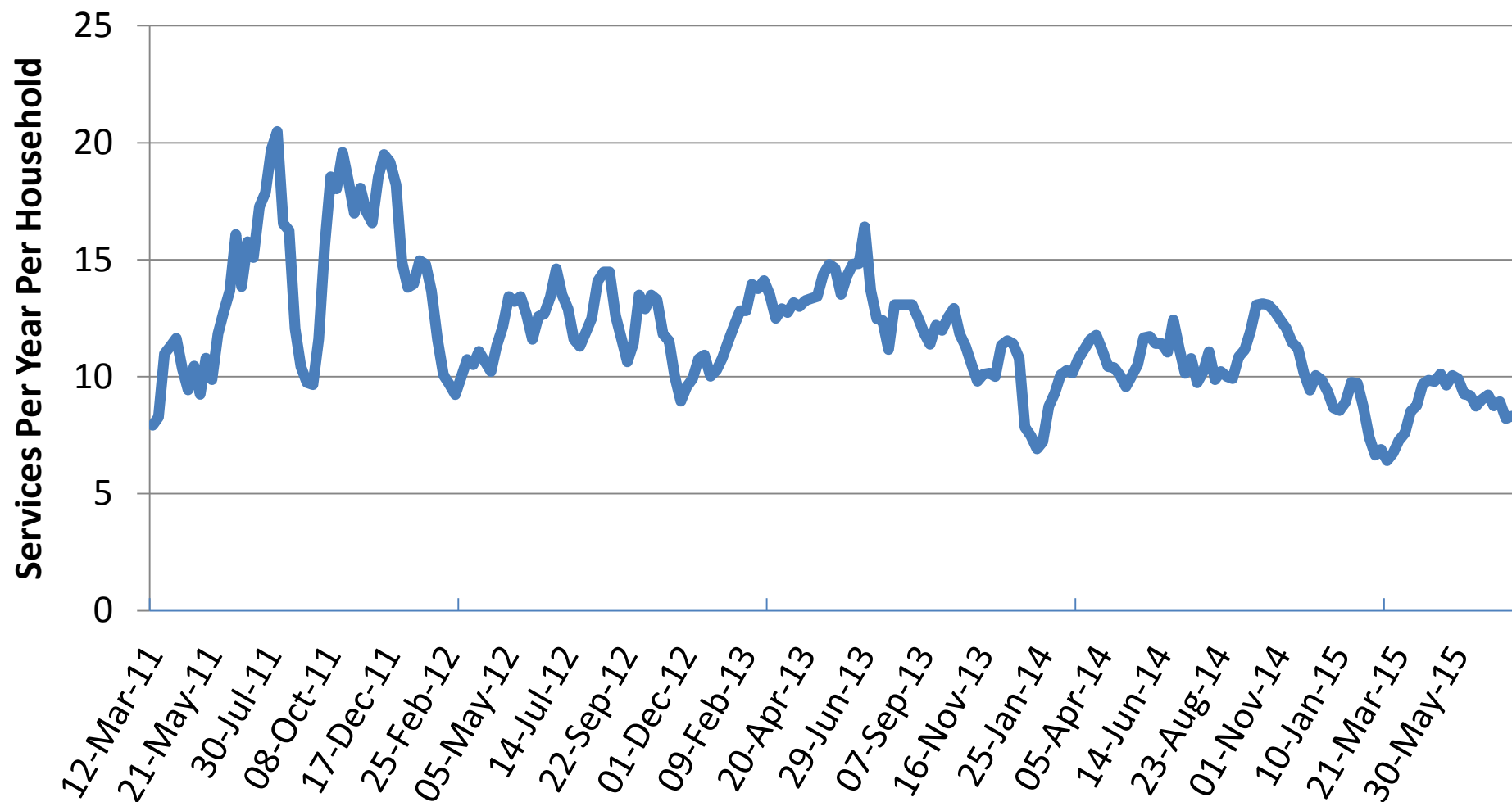
Drop Reasons

- 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



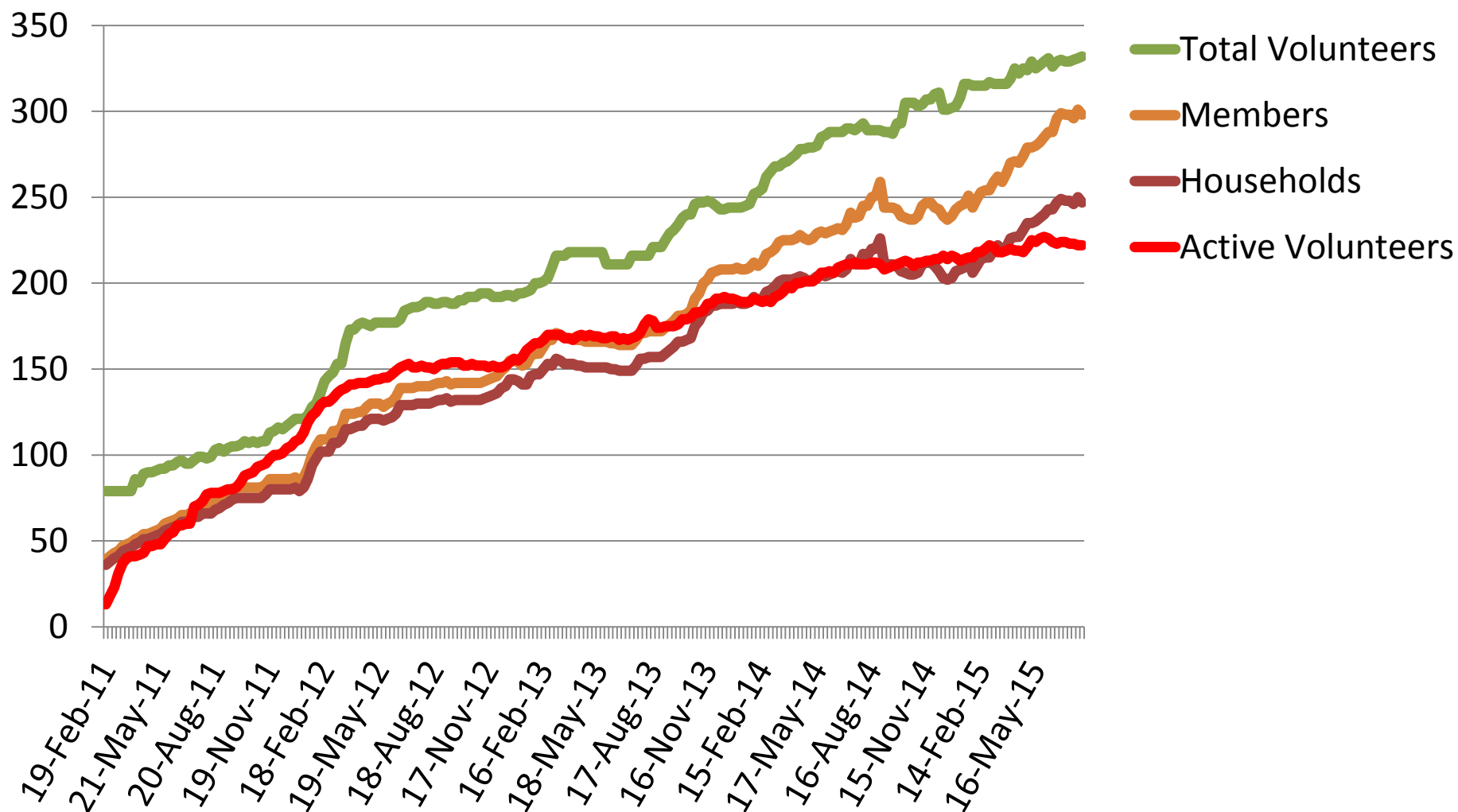
How many volunteers do we have and how frequently do they volunteer?

VOLUNTEERS

What has Happened in the Last Year?

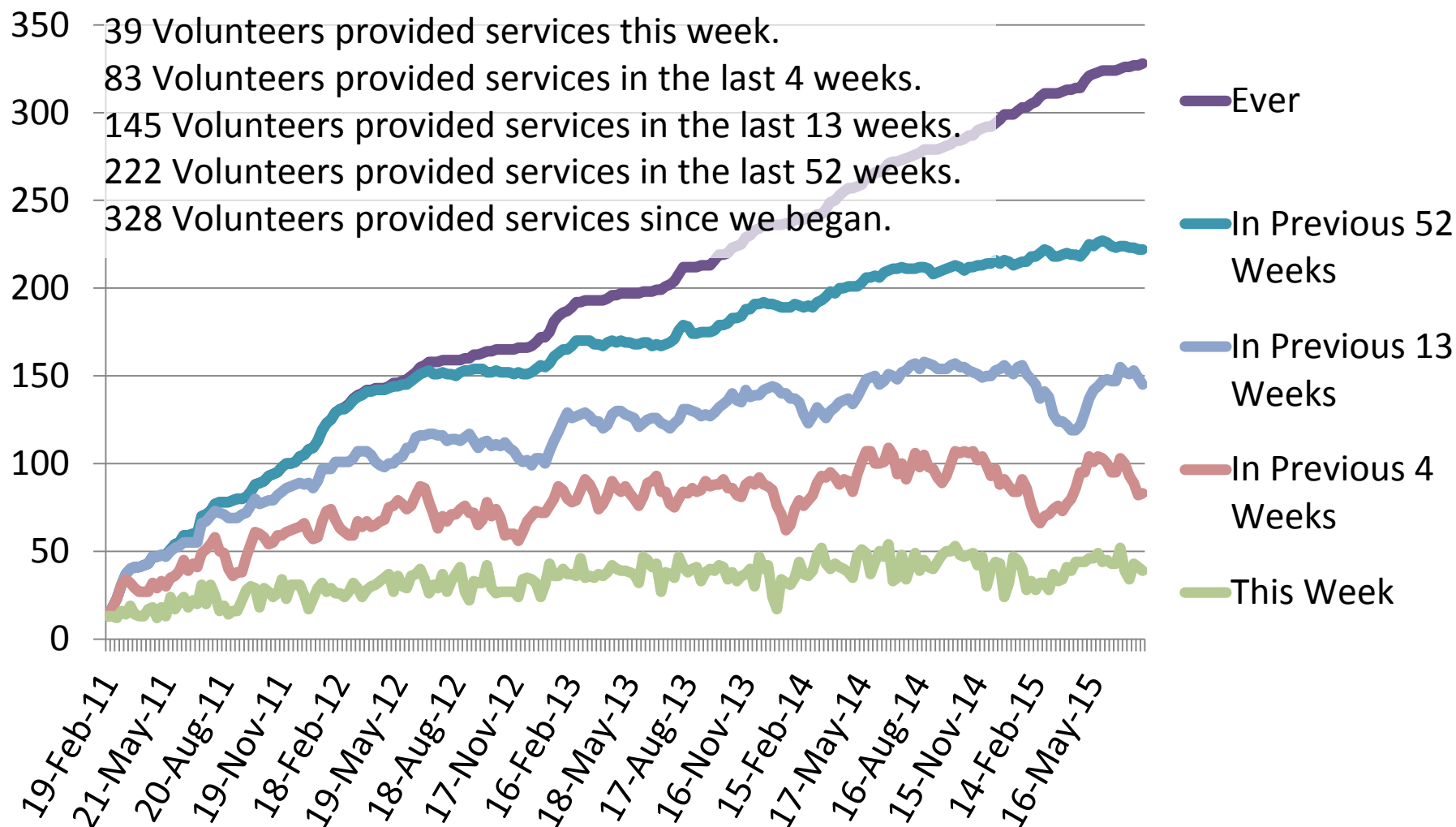
- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- For services, including call managers
 - 39 Volunteers provided services this week.
 - 83 Volunteers provided services in the last 4 weeks.
 - 145 Volunteers provided services in the last 13 weeks.
 - 222 Volunteers provided services in the last 52 weeks.
 - 328 Volunteers provided services since we began.
- 18 to 25 volunteers also work on the Board of Directors, publicity, member and volunteer intake, programs, member communication and services assessment committees, many of whom provide services.

Growth Rates of Members, Households and Volunteers



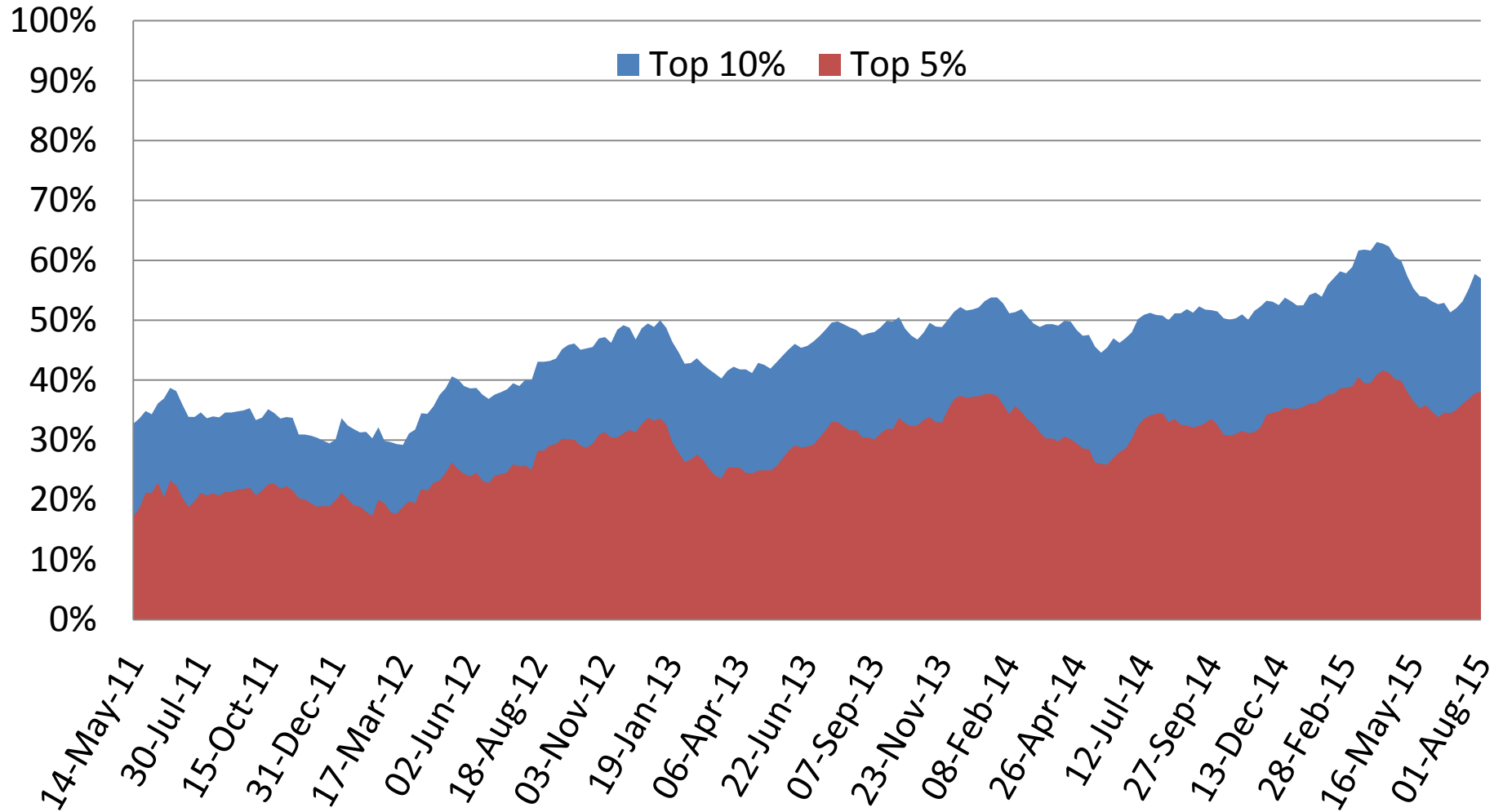


Volunteers Who Provided a Service

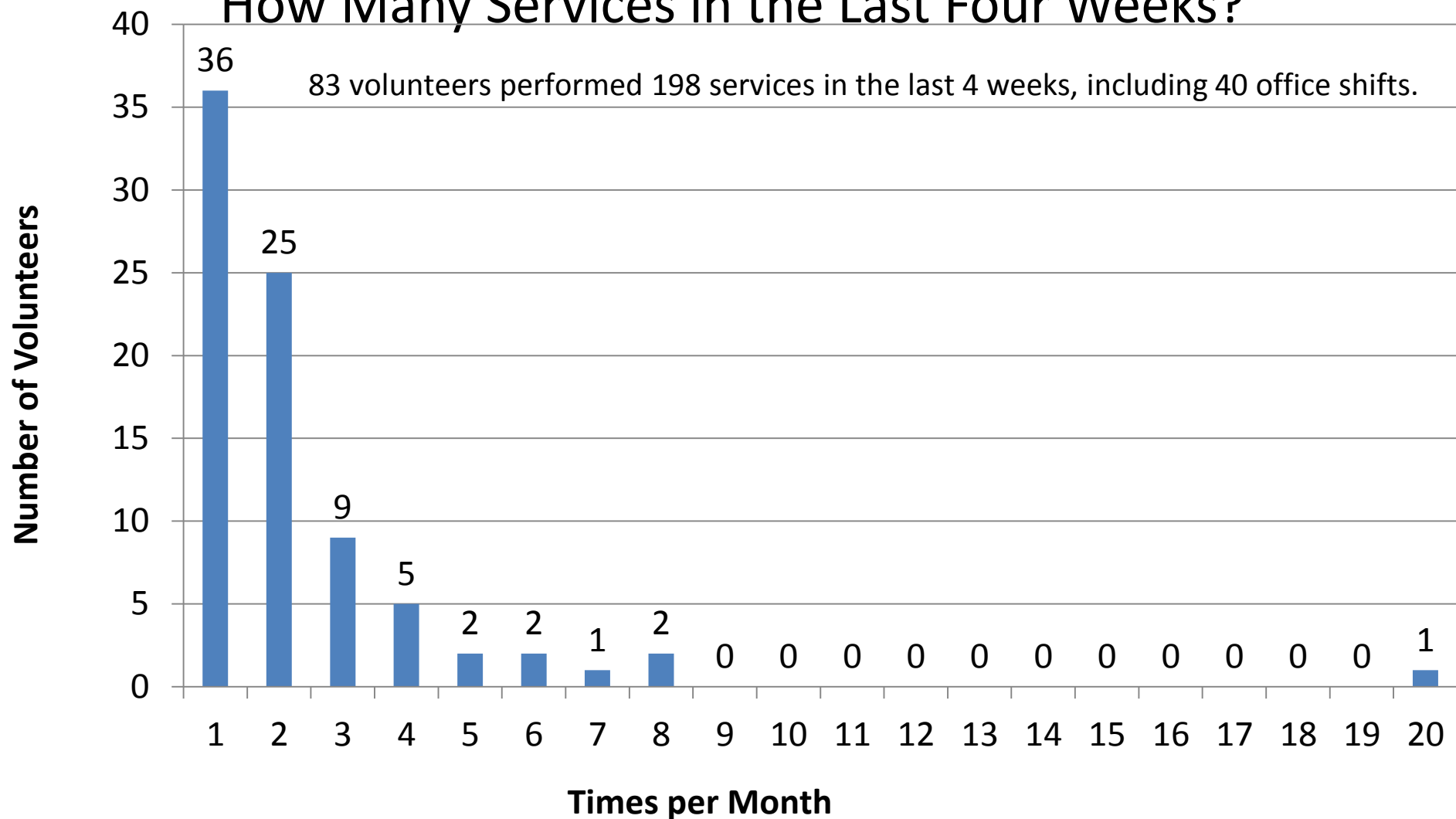




Most Active Volunteers During Previous Four Weeks

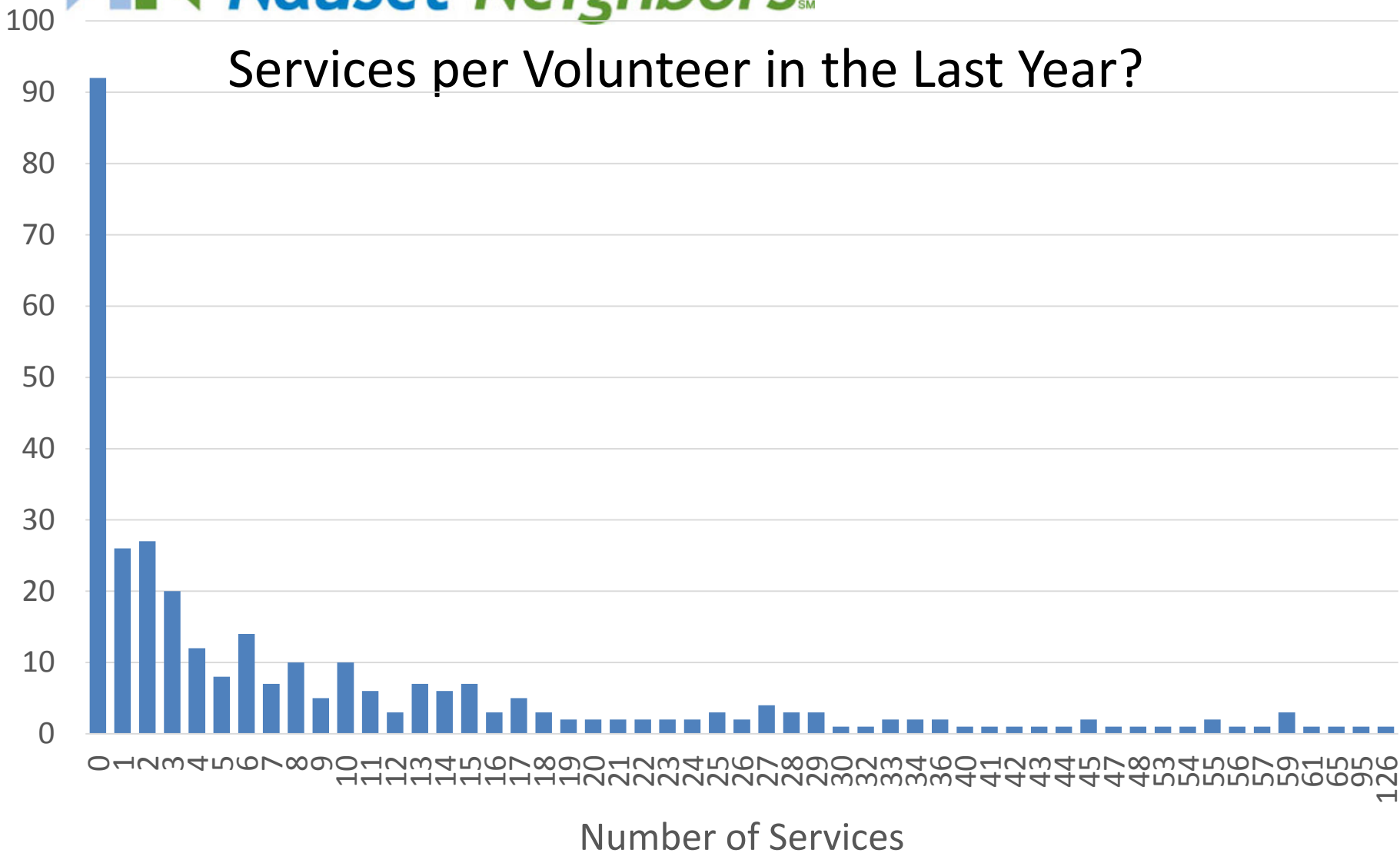


How Many Services in the Last Four Weeks?



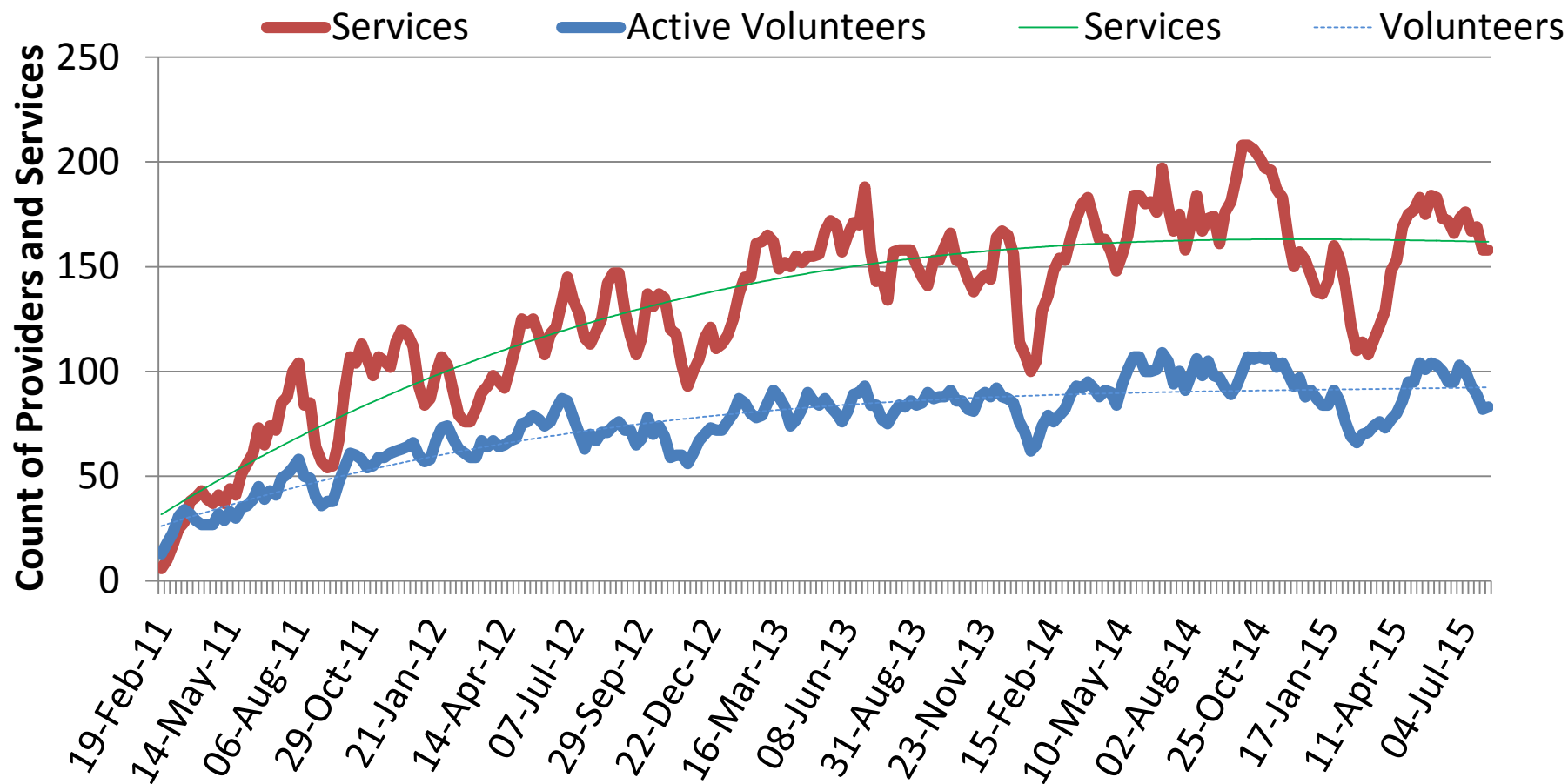
Services per Volunteer in the Last Year?

Number of Volunteers

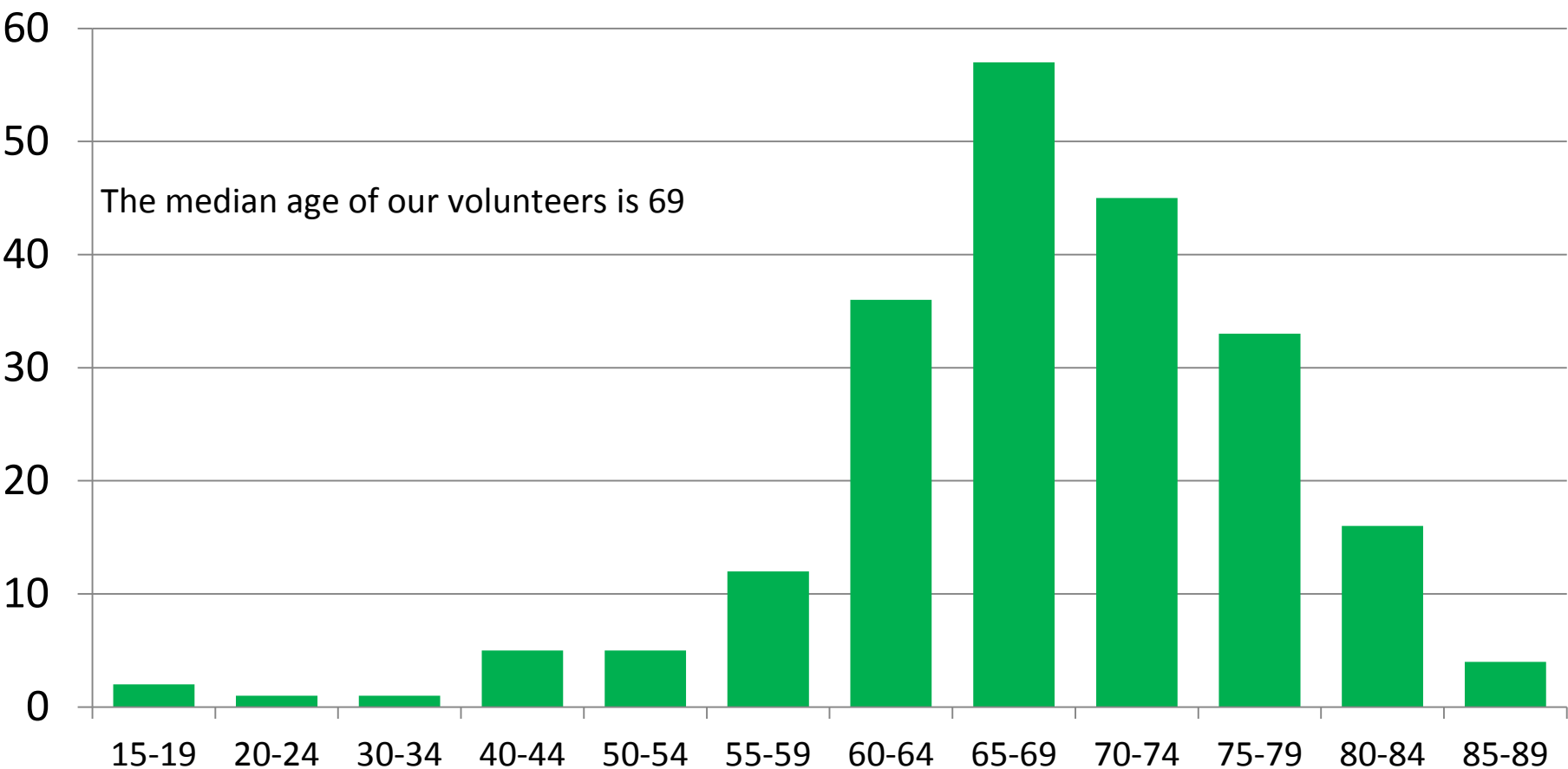


Number of Services

Volunteers and Services Previous 4 Weeks



Age of Volunteers

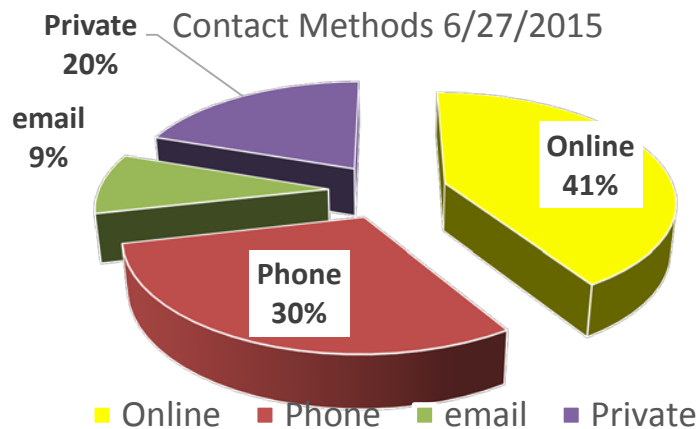
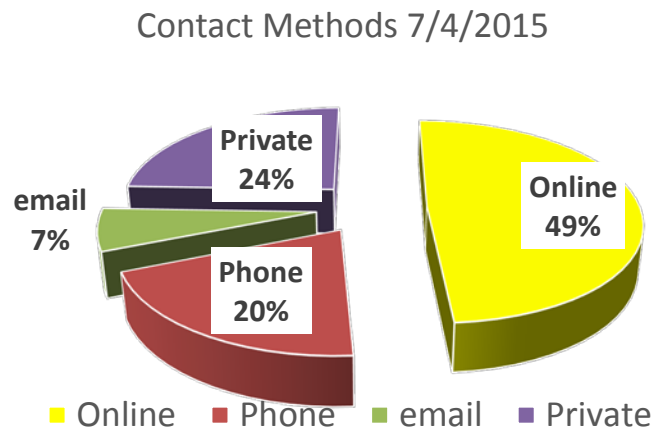
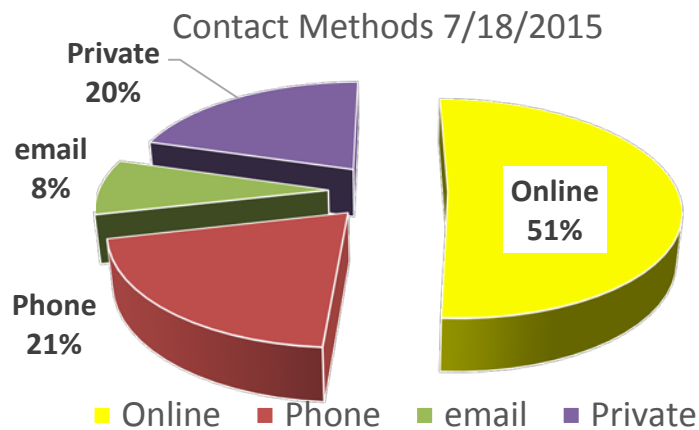
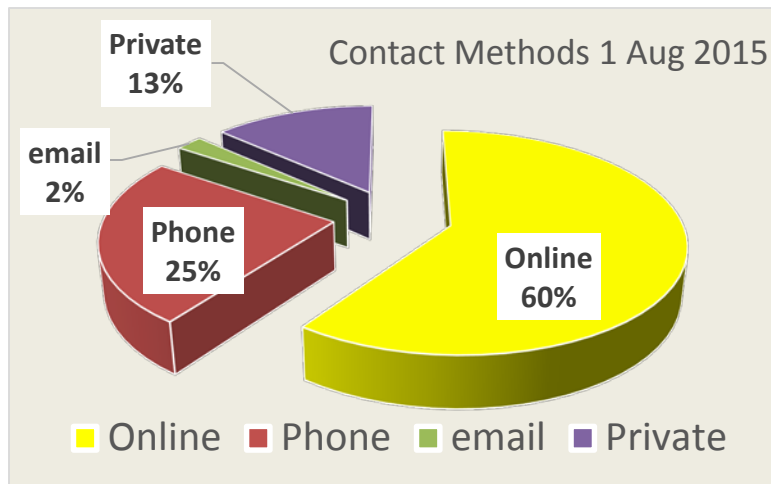


Contact Method for Signup

- Online signup has supported a high volume of requests per week and is back to normal as volunteers become familiar with the new login process.
- Our increasing ratio of members to volunteers has required more effort to find service providers.
- The increased ratio of members to volunteers still means that phone calls are needed.
- We made **38** calls this week and sent **26** emails.
- **11** phone calls resulted in a volunteer, a **29%** success rate.
- **1** email resulted in a volunteer, a **4%** success rate.

Historical Week

How Volunteers Were Found



Historical Week

Looking forward

FUTURE SERVICES

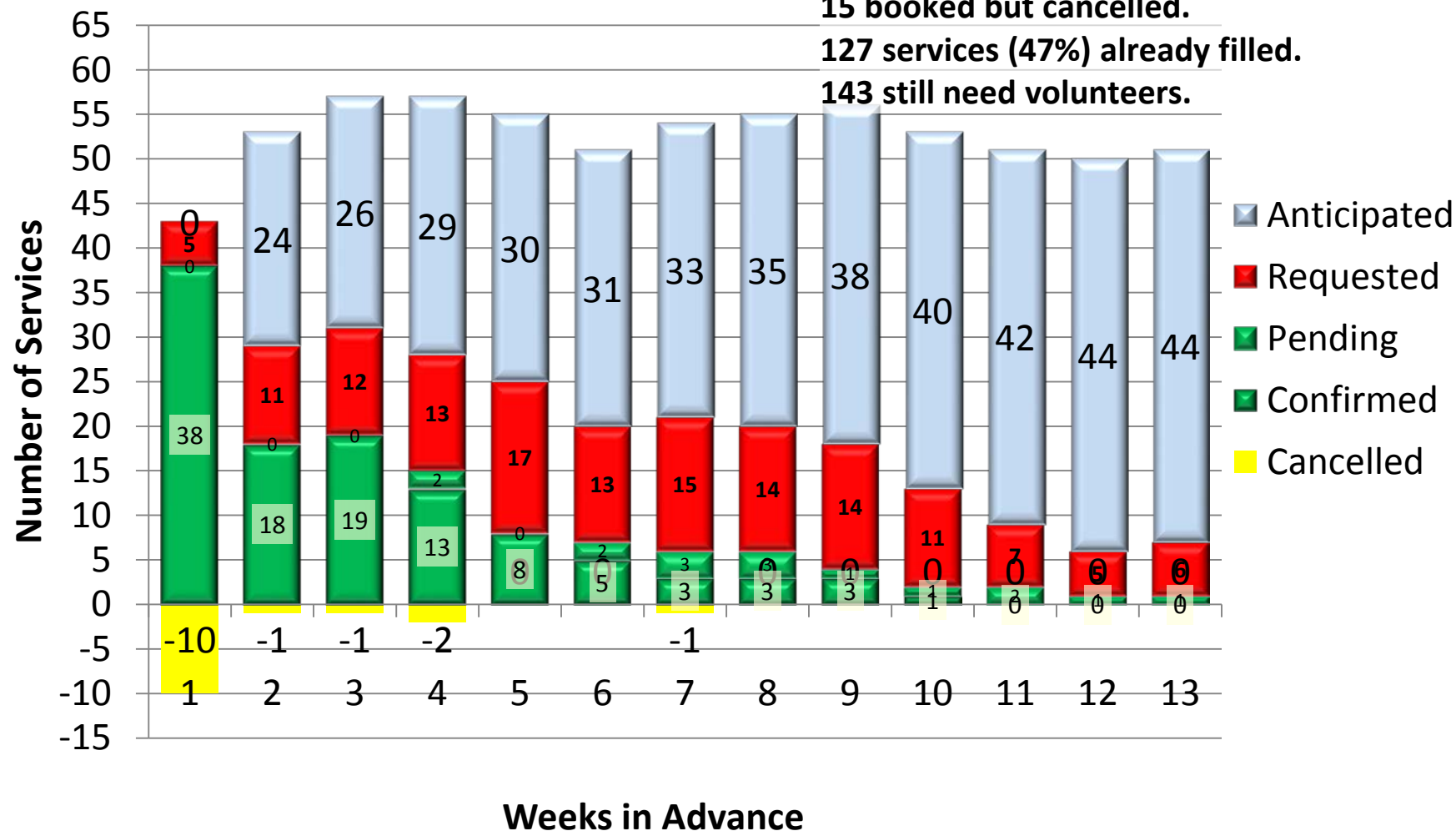
Service Requests on the Books

270 services needed for the next 13 weeks.

15 booked but cancelled.

127 services (47%) already filled.

143 still need volunteers.



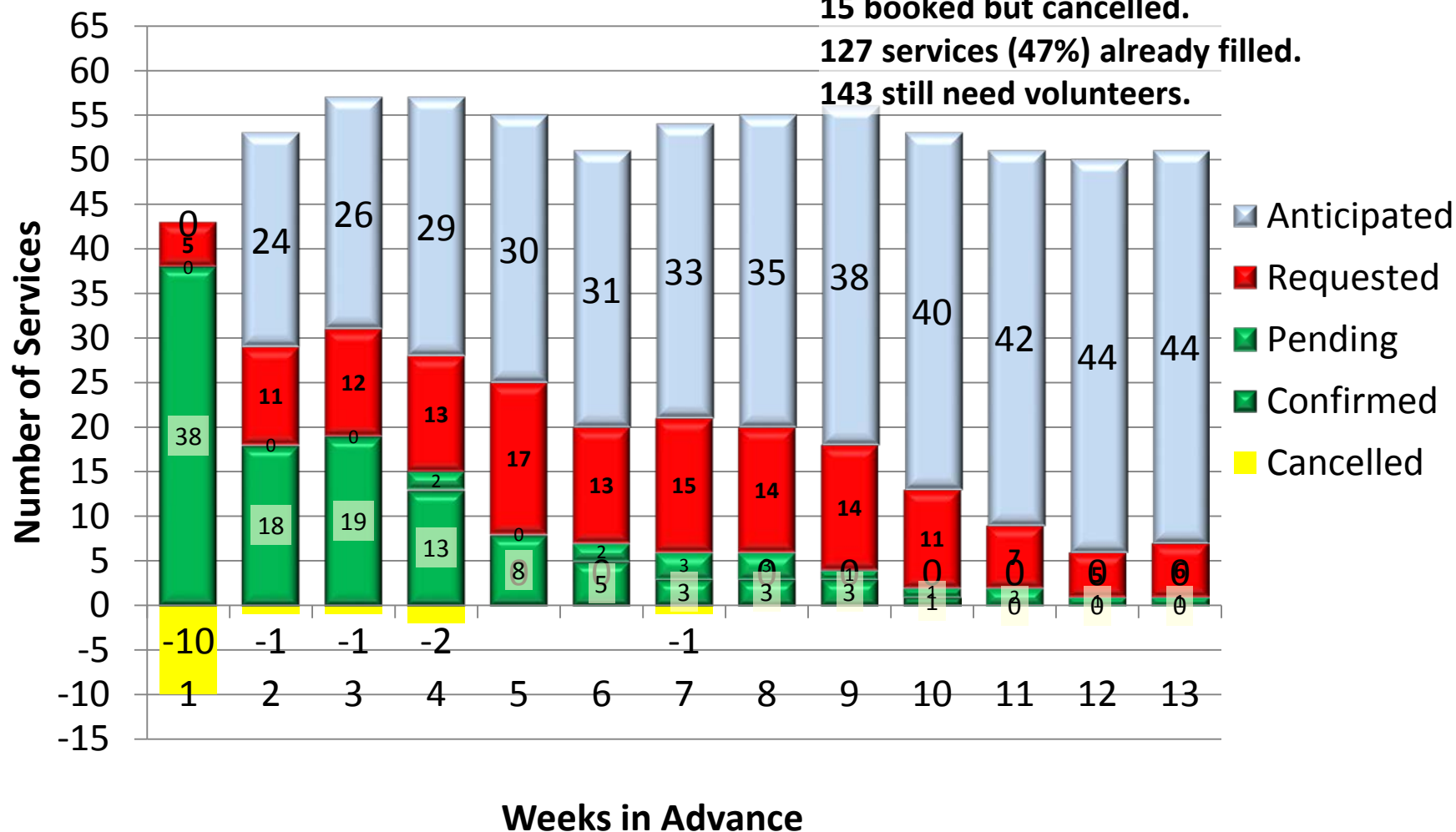
Percentage of Services for Next 13 Weeks Filled

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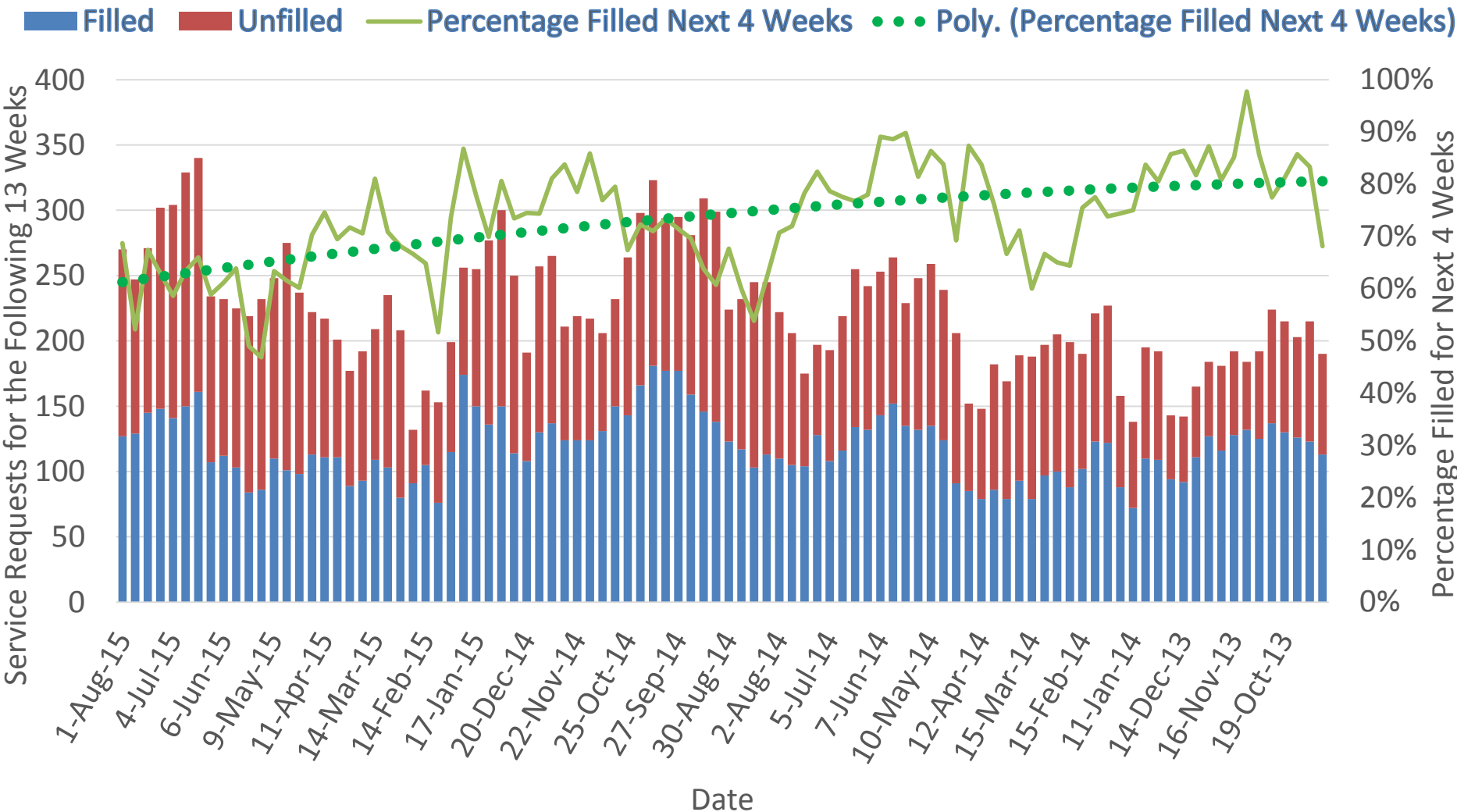
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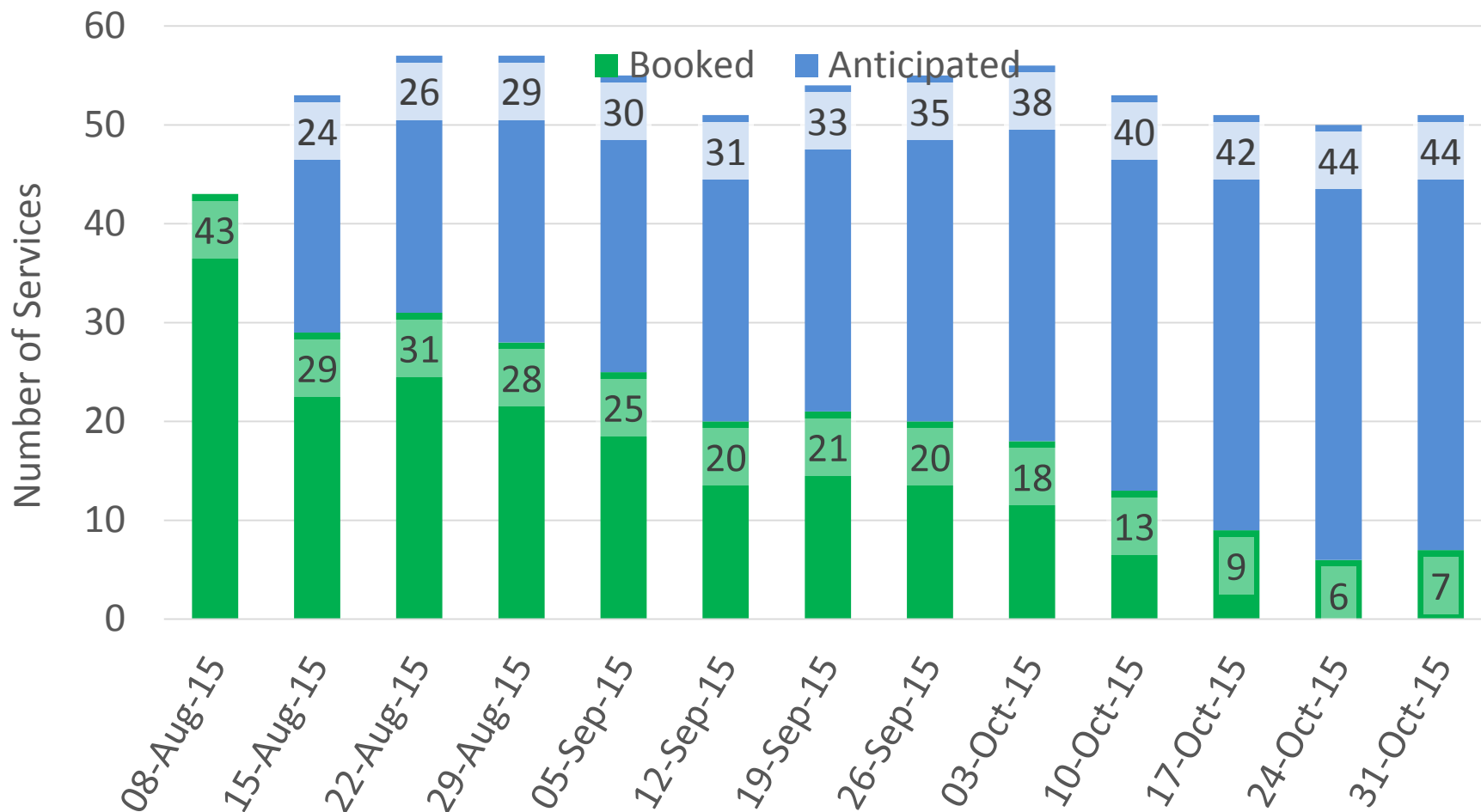
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History of Future Requests



Projected Future Services

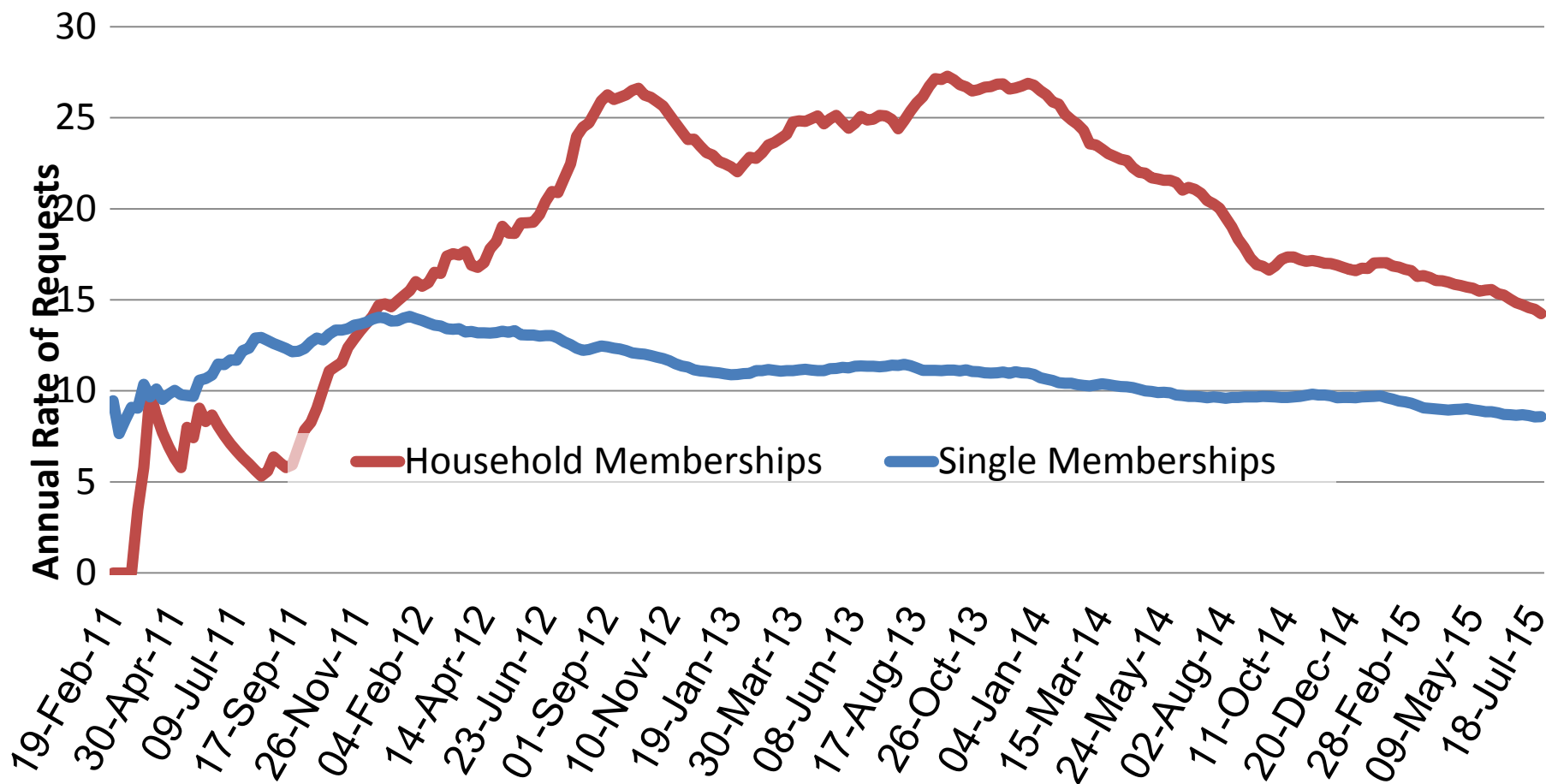


What are the Differences Between Single And Household Memberships?

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.
- Initially households used about 20% fewer services than single households, but now couples collectively use services at a rate 50% 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



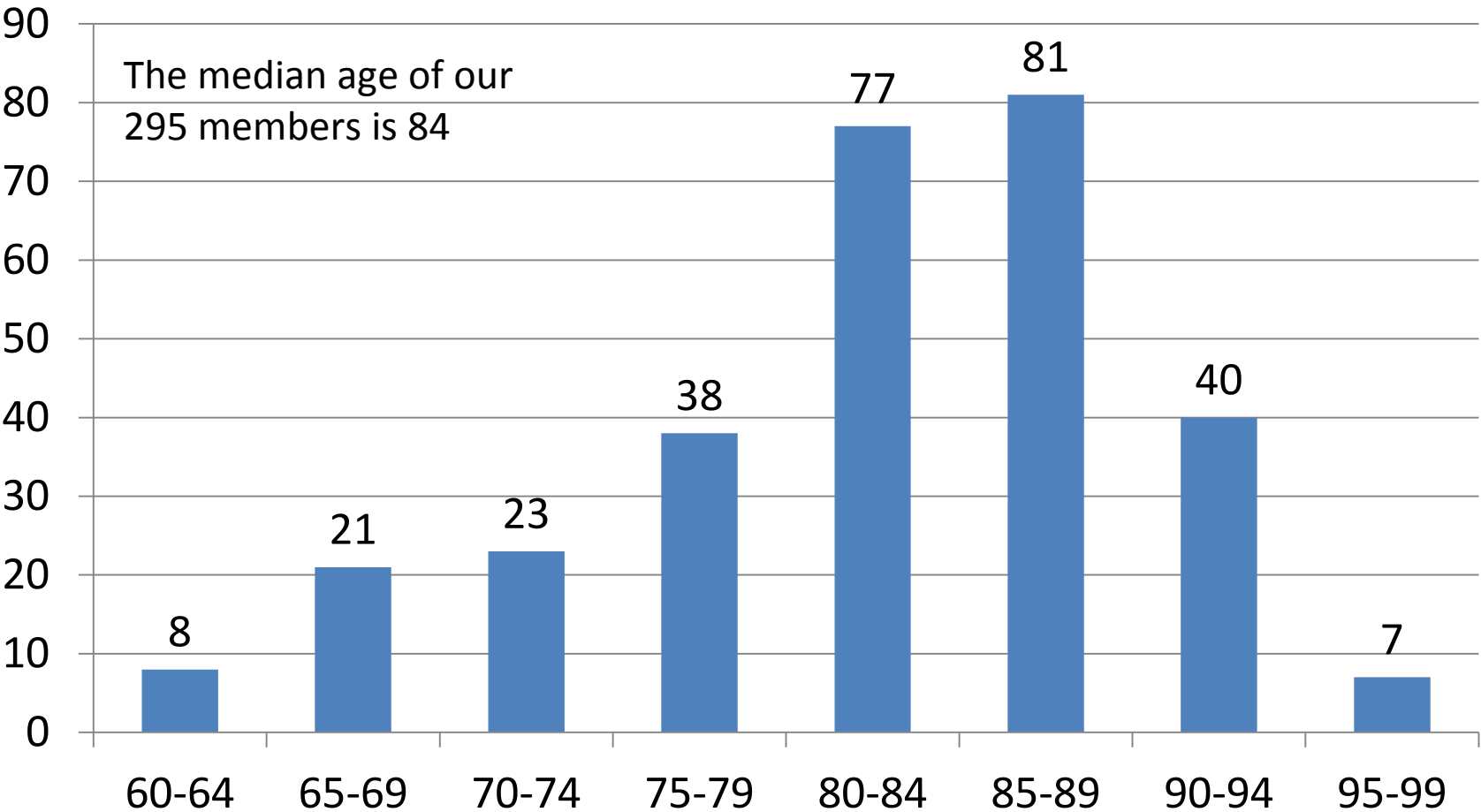
HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

Analysis by Age Group

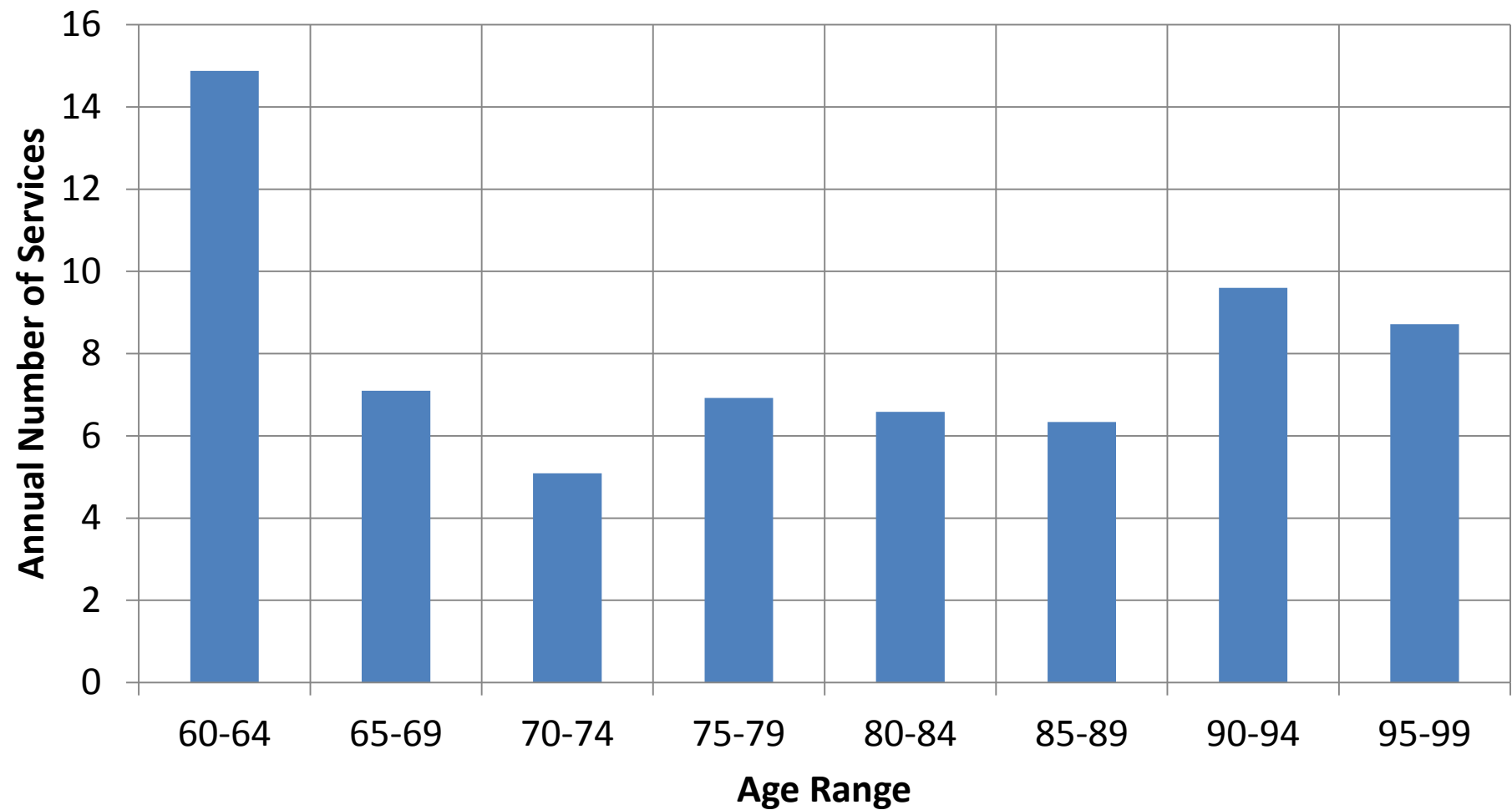
- The majority of our members are in their eighties. The median age is 83 years old.
- The 60-64 year age group uses a fair number of services per person, because of individuals with medical issues.
- The 90-95 age group uses significantly more local transportation than the younger members.
- Some members of the 95 – 99 age group receive social visits on a weekly basis.
- We once had one member who was less than 60 years old for a few months.



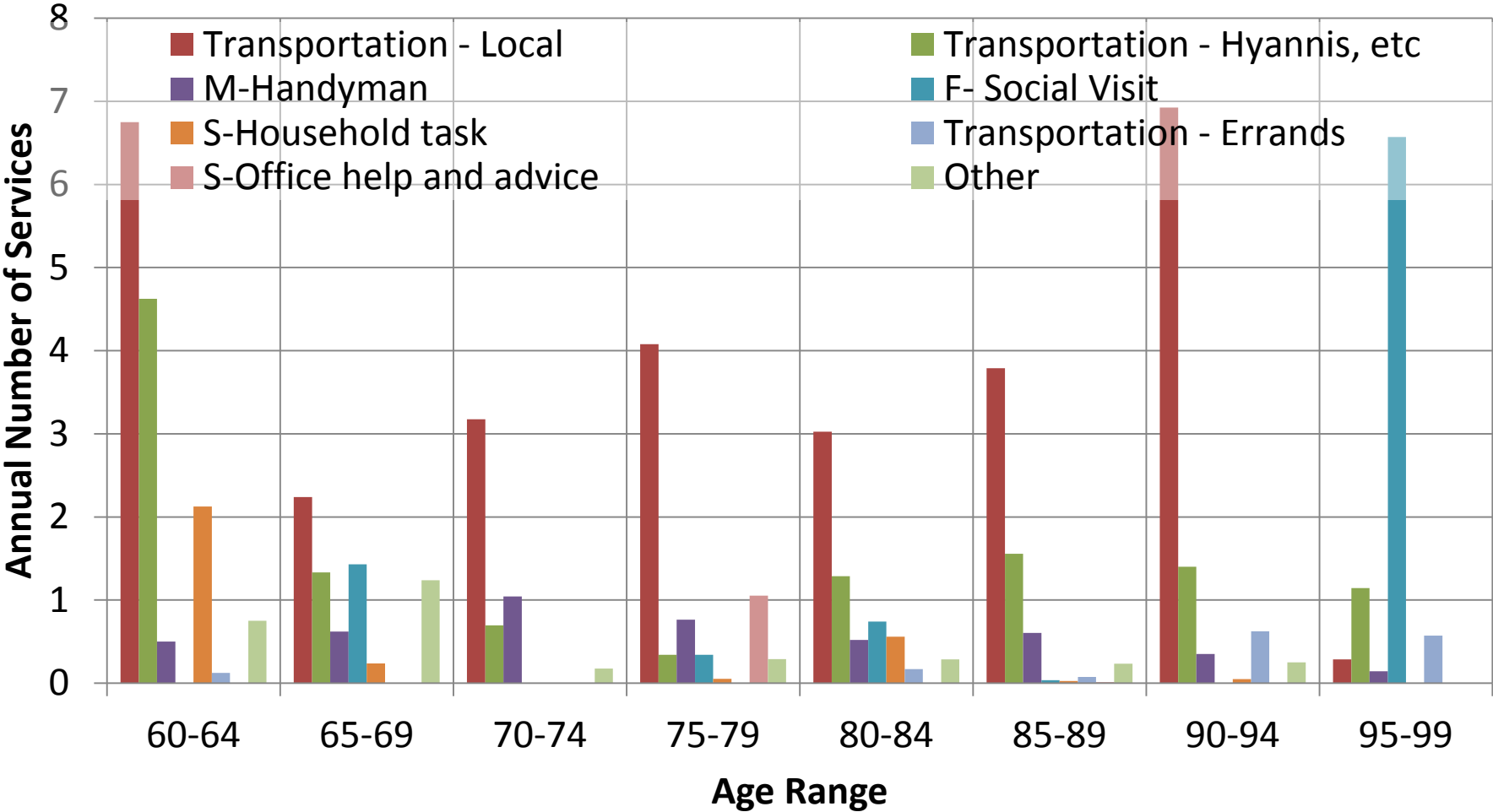
Age of Members



Annual Rate of Services by Age Range



Annual Use of Services by Age

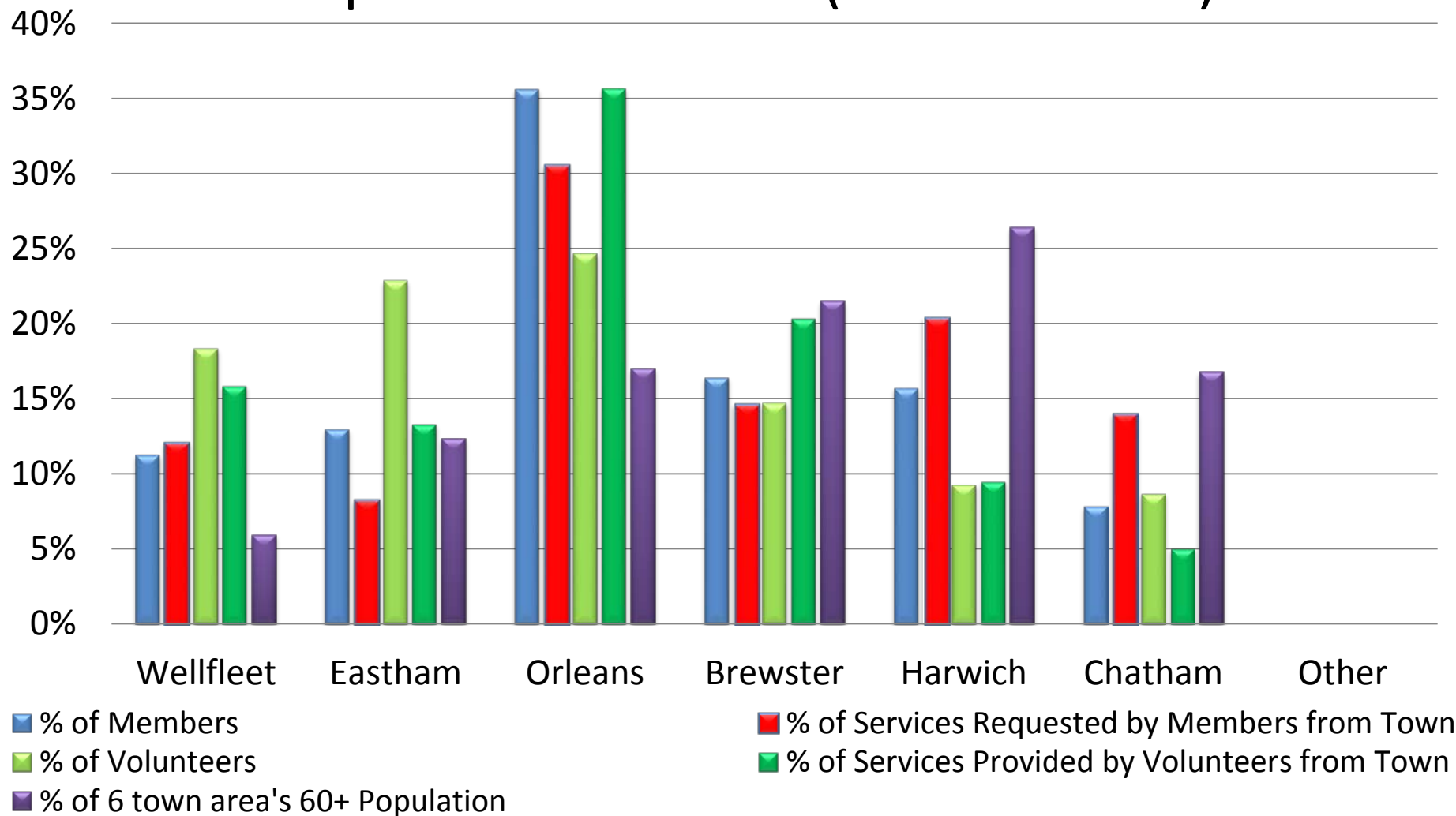


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

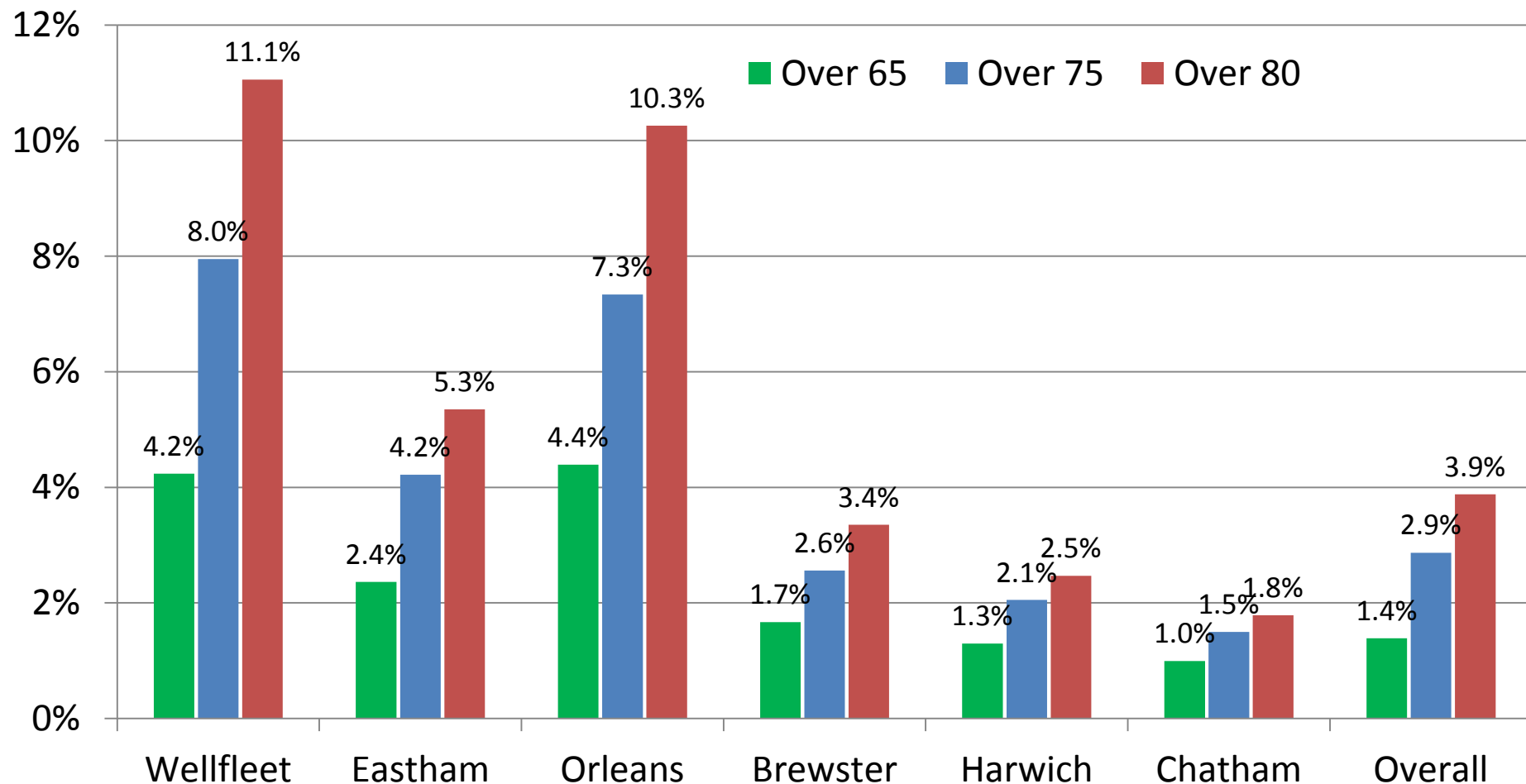
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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; 86% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1072	92	232	37	35	1	1469
	Eastham	637	402	582	92	129	17	1859
	Orleans	40	63	1433	228	70	75	1909
	Brewster	11	27	528	350	257	8	1181
	Harwich	11	2	66	119	449	9	656
	Chatham		1	19	8	76	60	164
	Other	9	0	8	8	7	0	32
	Total Used	1780	587	2868	842	1023	170	7270

Towns of Service Providers and Recipients (Last 4 Weeks)

51% of services are provided by someone from the same town; 77% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	13	5	5	1	1		25
	Eastham	6	8	4	2	1		21
	Orleans			29	7		20	56
	Brewster			6	13	13		32
	Harwich					15		15
	Chatham			4		2	2	8
	Other	0	0	0	0	0	0	0
	Total Used	19	13	48	23	32	22	157