

## Week 241 Member Services Report September 26, 2015



**View from the Deck of the Orleans Inn**

[By looneytoobs](#)

## Summary of the Past Week

- The new volunteer signup is working well.
  - 62% of services were filled by online signup.
  - 16% of services required phone calls.
  - 18% were filled by private arrangements.
- Requests for future services are high.
- We failed to fill 3 requests this week.
- We have an analysis of [Why Members Quit](#) and a new analysis of [Cancellation Reasons](#).
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- Requests by members remained high.
  - Last Week: 48 volunteers performed 53 services for 39 households and covered 10 office shifts. In total, with 4 filled cancellations we filled 67 assignments. In addition, 6 more requests were cancelled before volunteers were found.
  - Last Month: 92 volunteers performed 187 services for 67 households. We also covered 38 office shifts.
  - Last Year: 221 volunteers performed 2138 services for 193 households.
- We have **299** members and **331** volunteers.
  - The median age of our members is **84**.
  - The median age of our volunteers is **69**.
  - We added **2** new members, lost **none** and now have **299** members.
  - Our waiting list has still has **32** people.
  - People on the waiting list have waited a maximum of **7** weeks.
  - We added **1** new volunteers and lost **1**, for a total of **331** volunteers.

## Looking Forward

- We have **375** future service requests booked for the next three months, a bit less than last week.
  - **19** future service requests have been cancelled
  - **7** services remain to be filled for next week.
  - **63** more need filling in the following three weeks.
  - **59%** of services for the next four weeks have volunteers, which below our comfort level.
  - **39%** of services for the next thirteen weeks have volunteers assigned, low but slightly better than last week.
- 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?

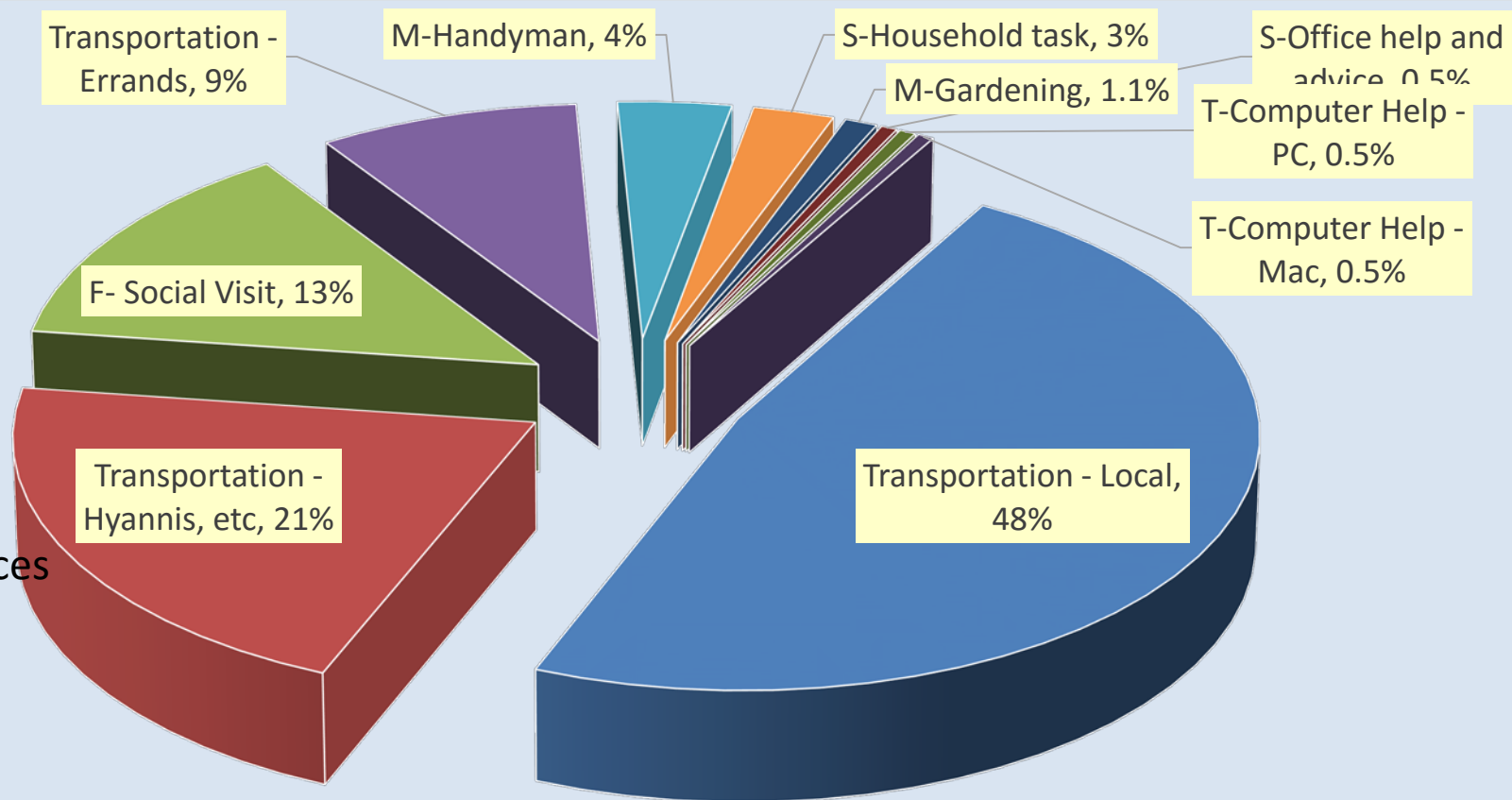
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**78%**) and is rising.
- Social visits are up, including one where a member uses a volunteer's pool daily to do exercises.
- **67** households (**27%**) [used services](#) in the last four weeks.
- The [annual rate](#) of services remained at **10** per year per household.
- The [10% most needy members](#) used **70%** of services, the highest it has ever been.
- **10** services were cancelled for this week, **4** after volunteers were found, and **3** which could not be filled.

## Services in the Last 4 Weeks

9/26/2015



9/26/2015

67 households

used 187 services

in the last four

weeks

9/26/2015

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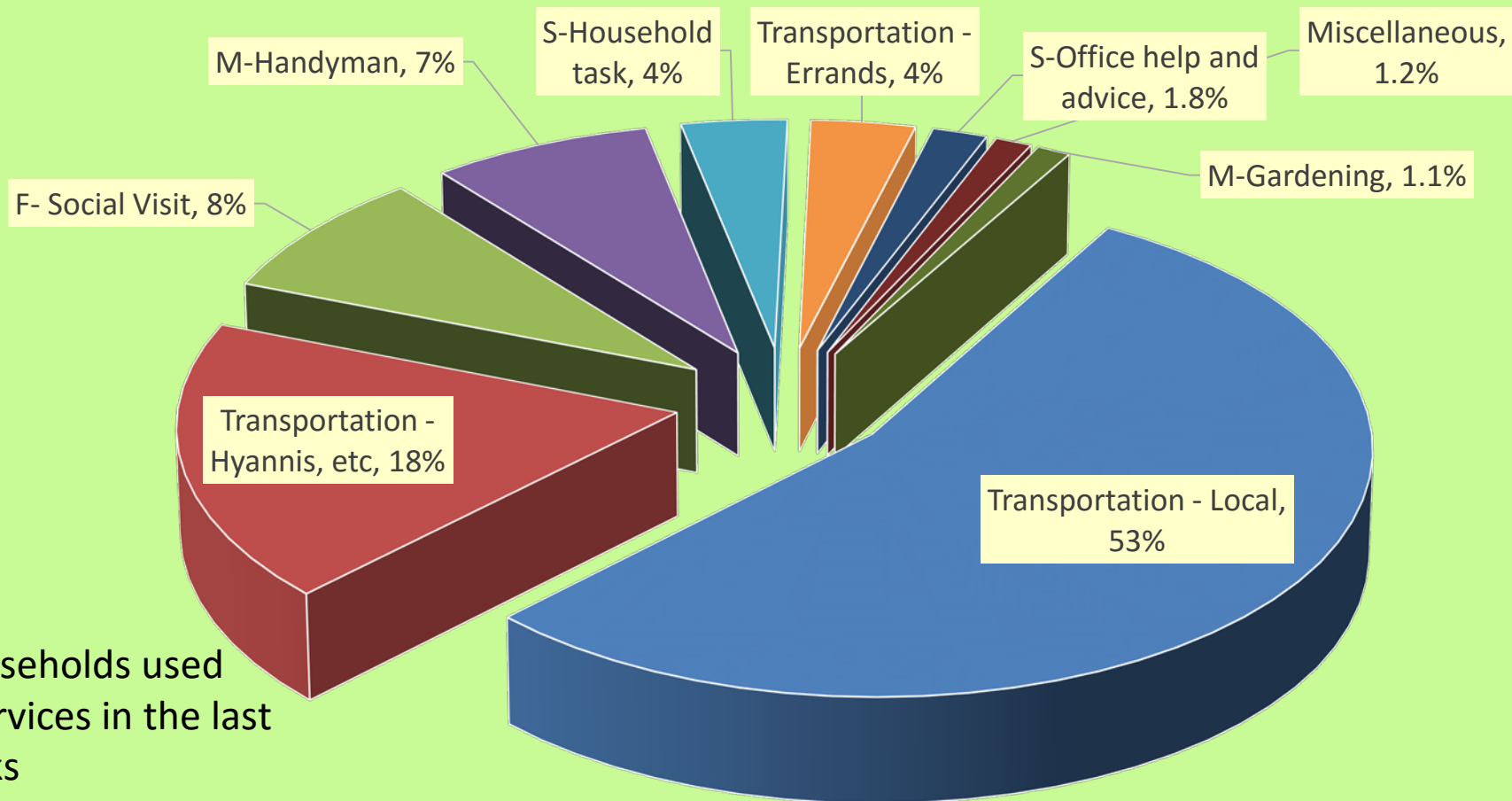
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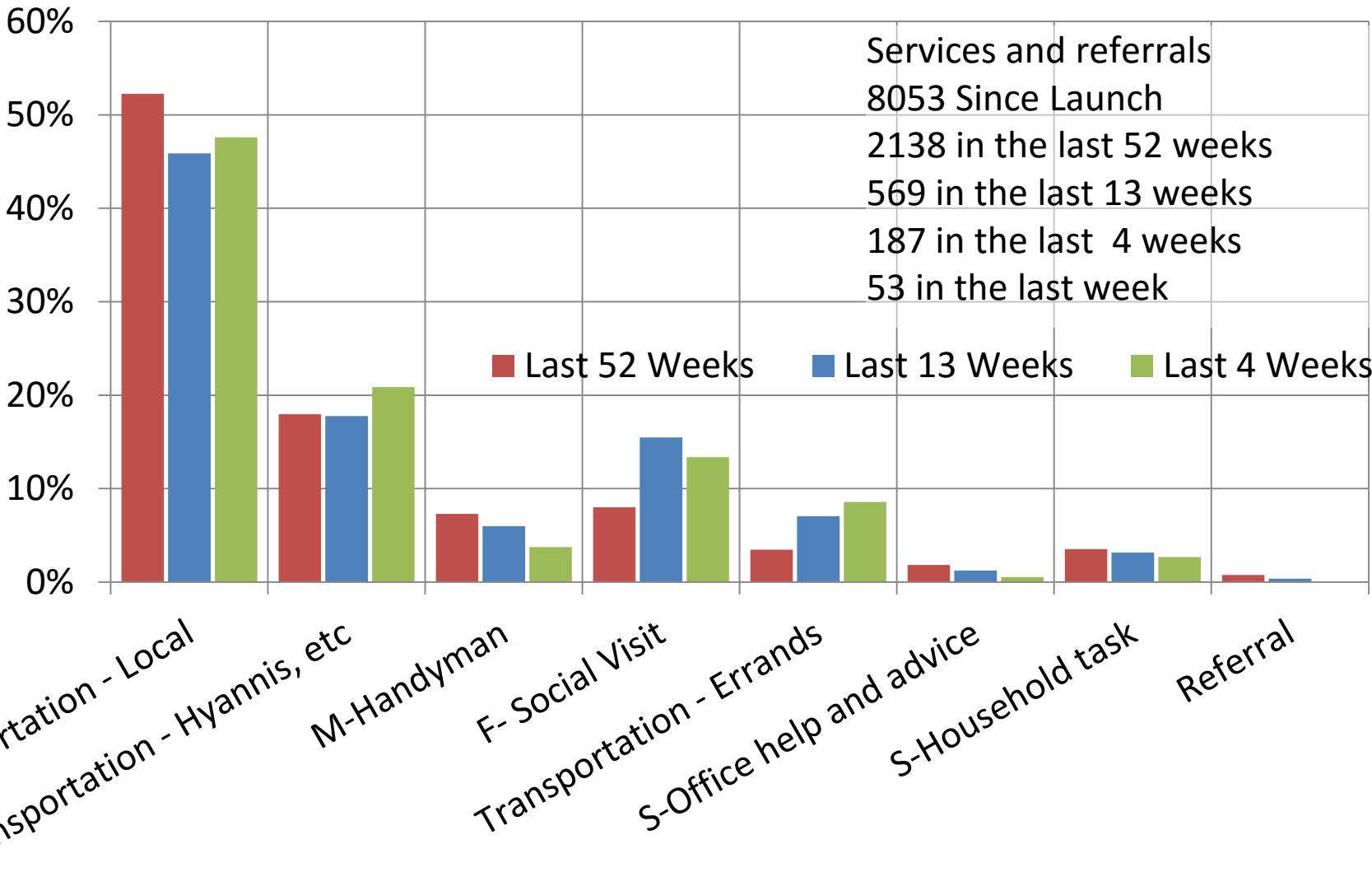
## Services in the Last 52 Weeks

9/26/2015



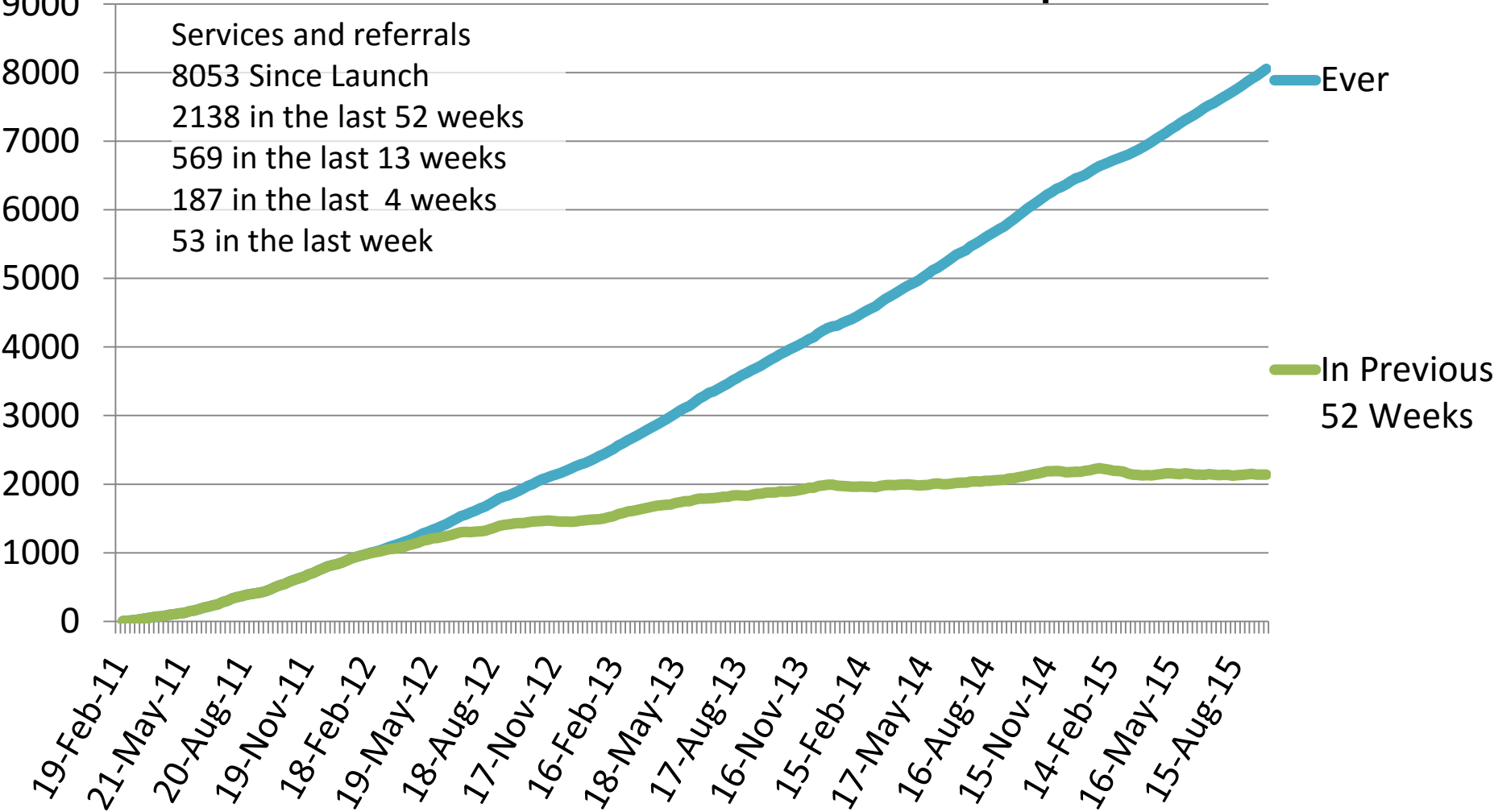


# Trends in Services



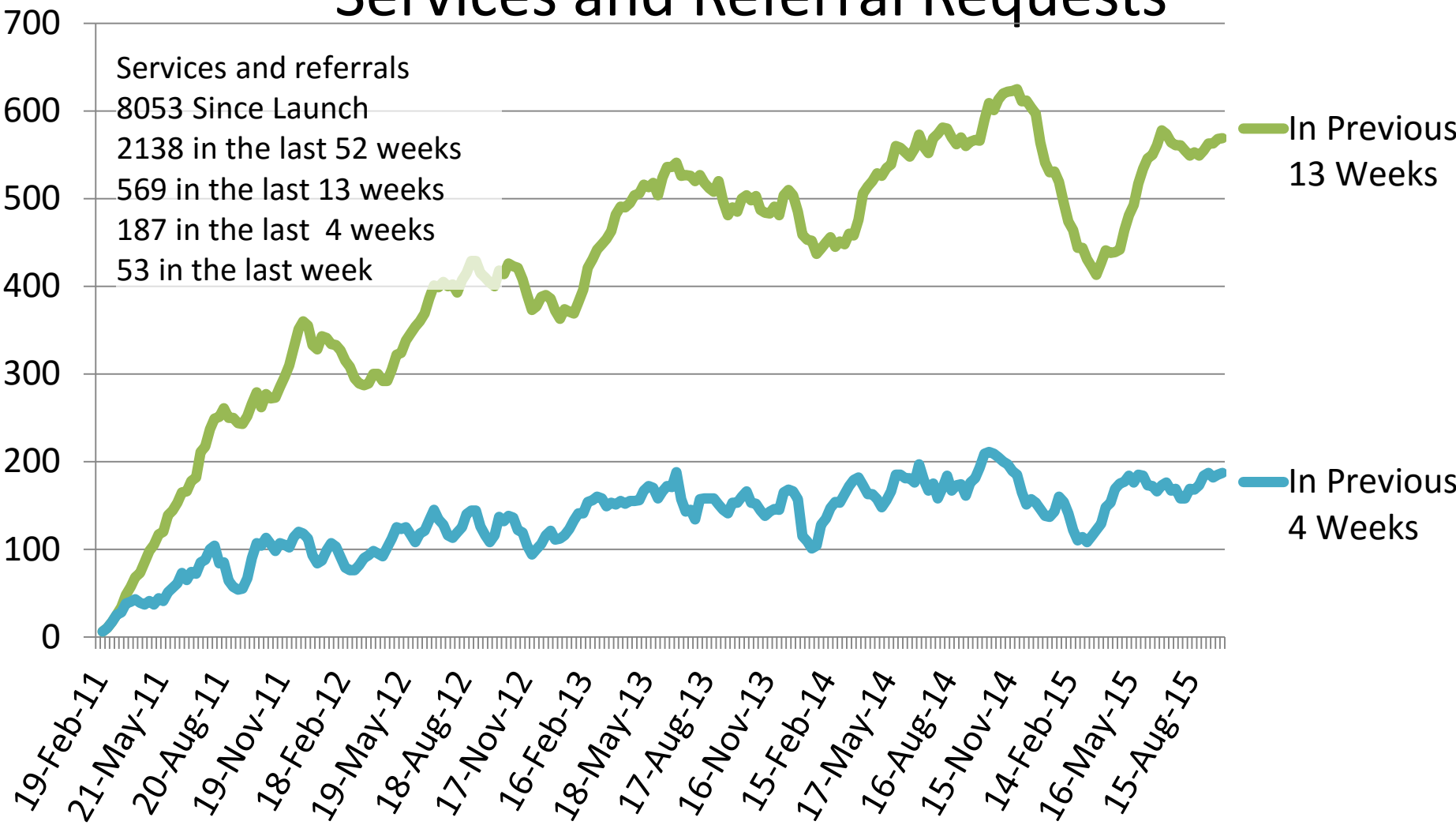


# Services and Referral Requests



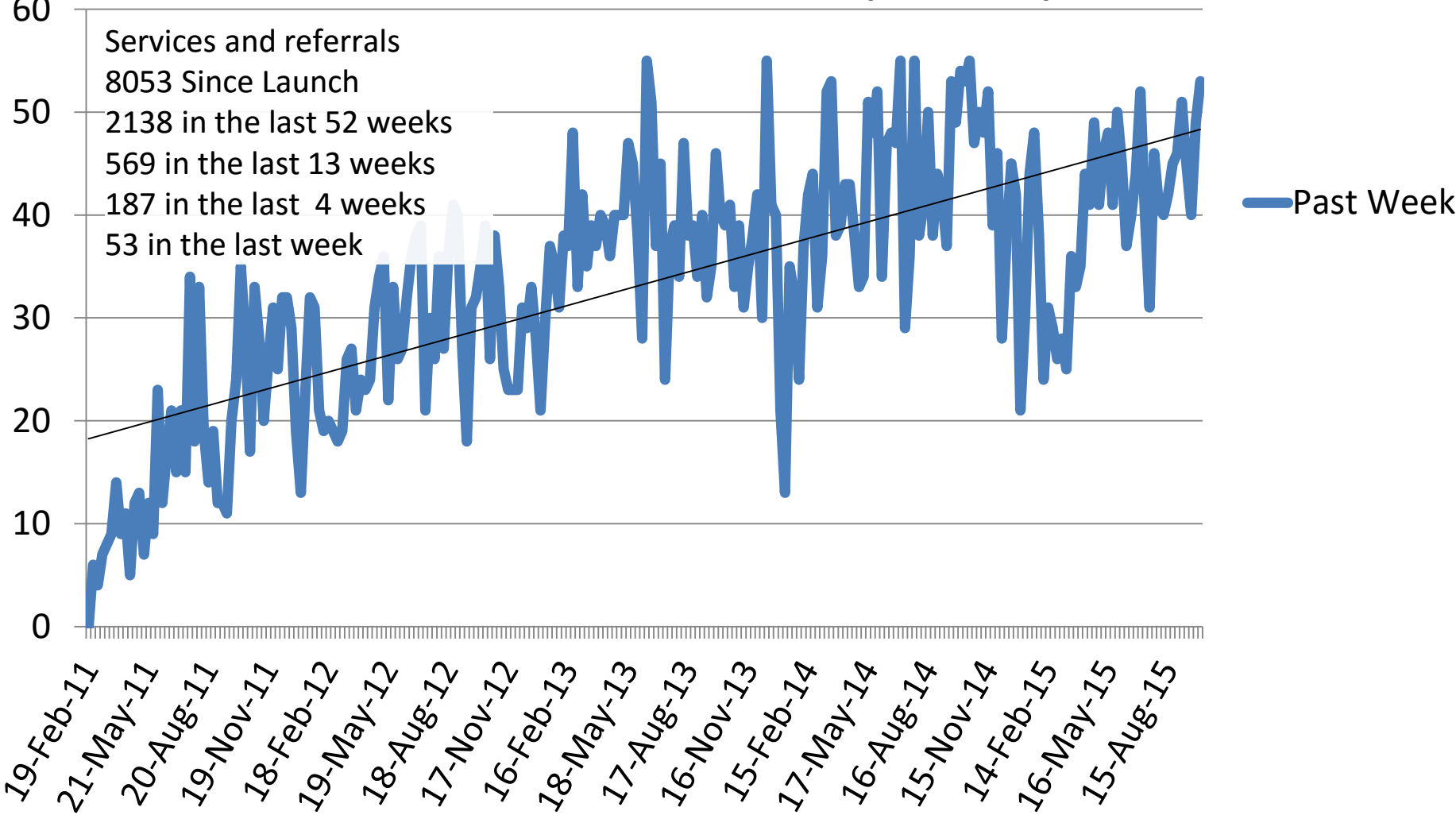


# Services and Referral Requests

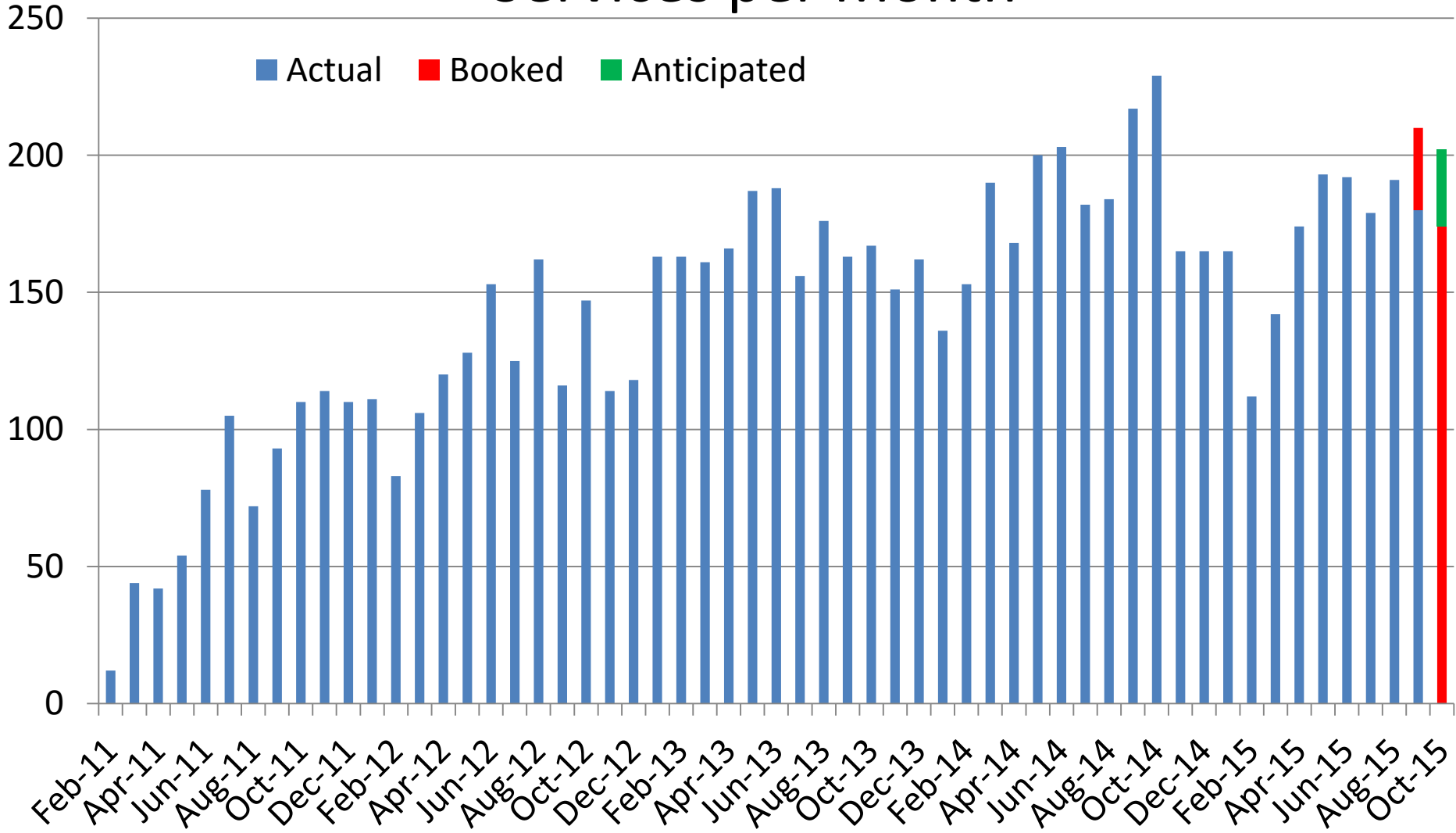




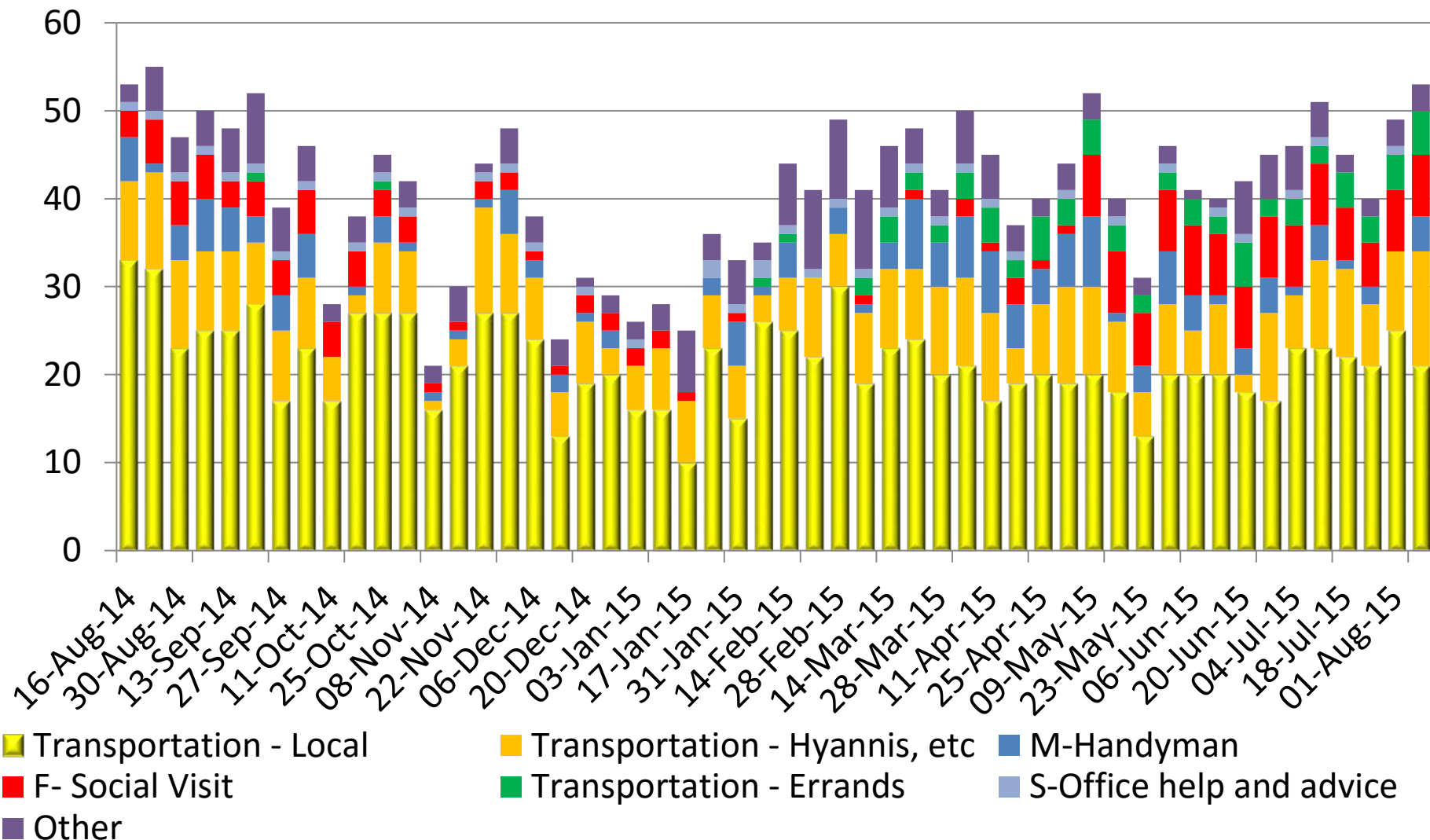
# Services and Referral Requests per Week



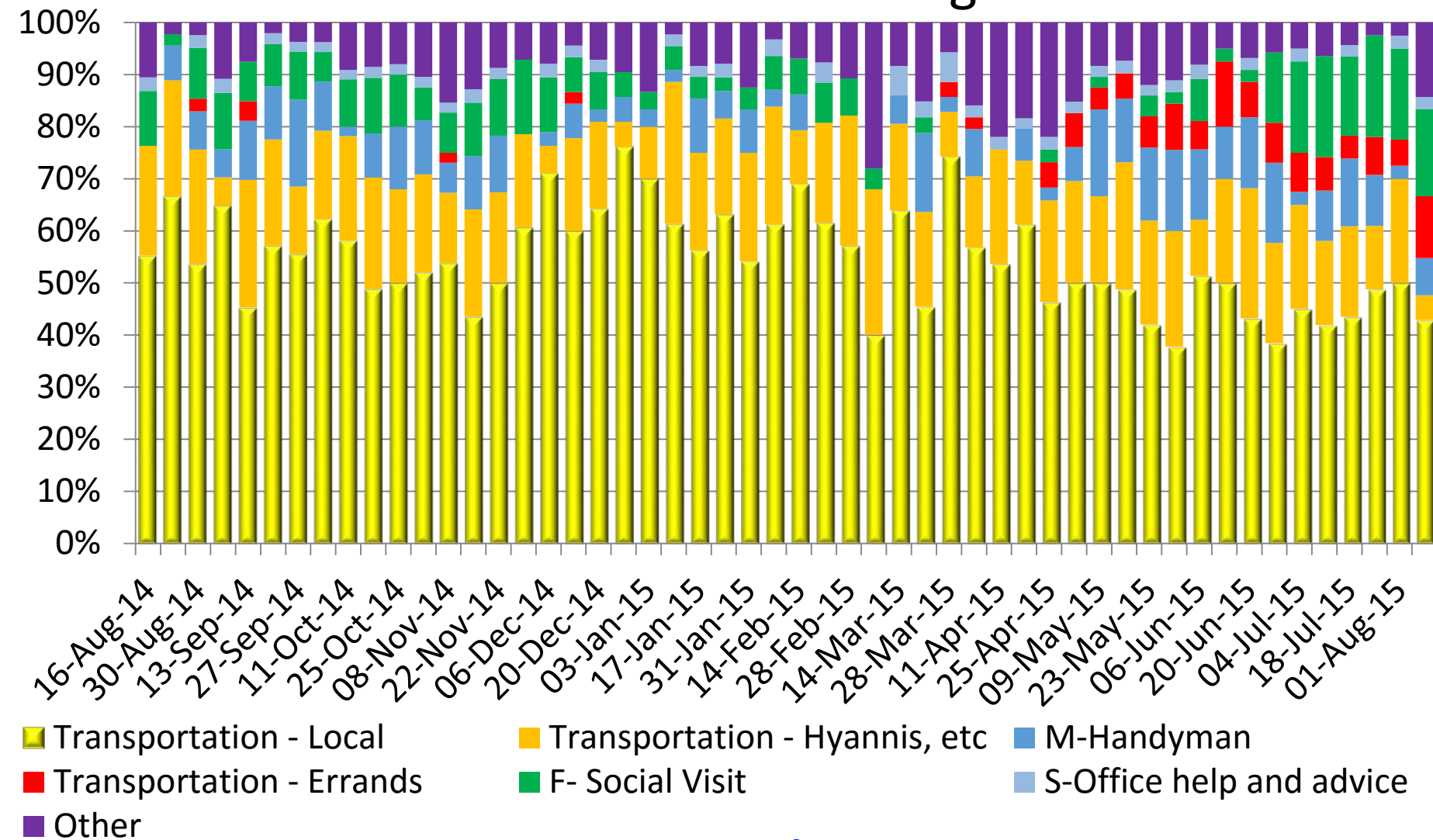
# Services per Month



# How Have Direct Services Varied in the Last Year?


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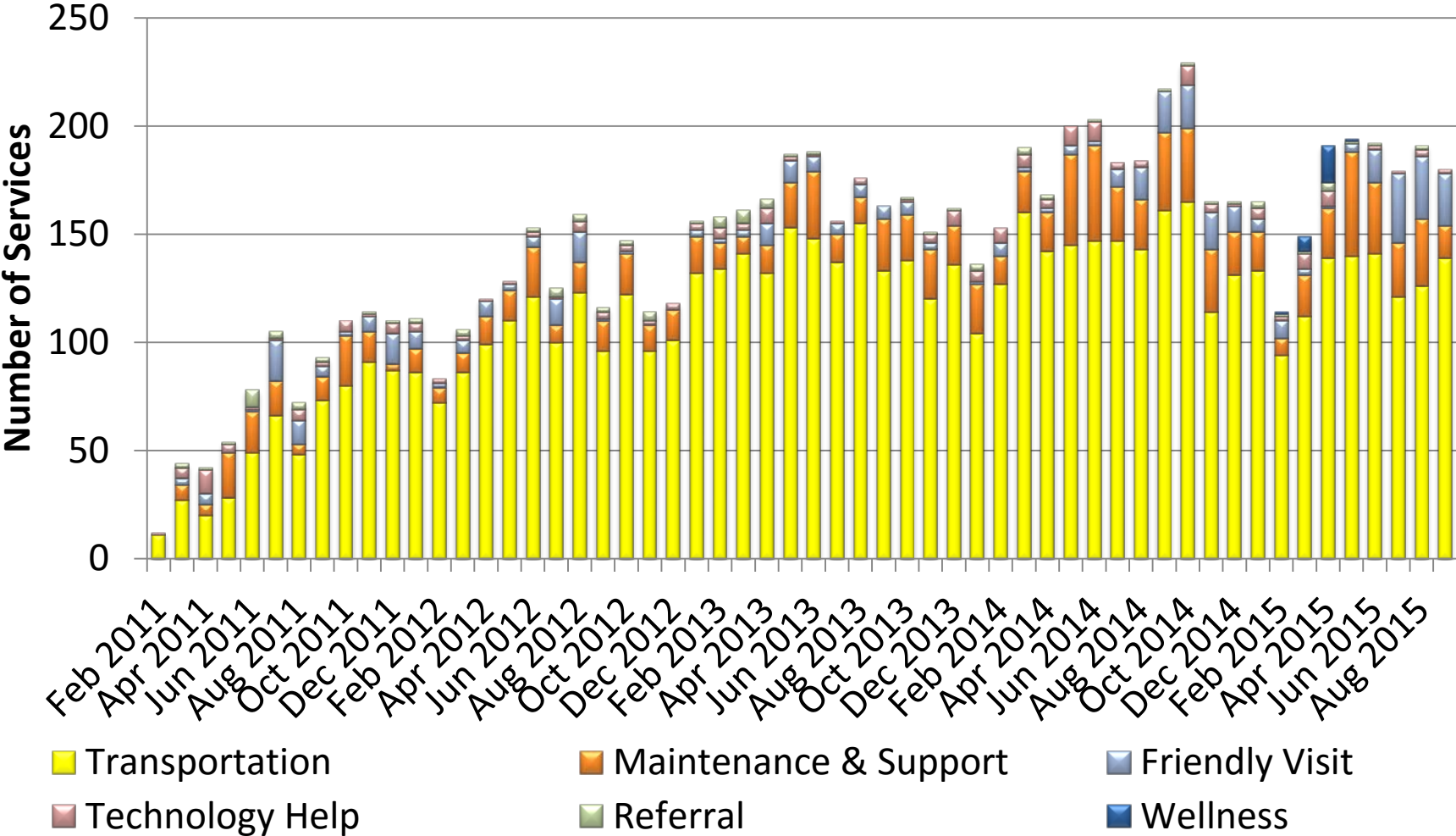
## Variation on a Percentage Basis





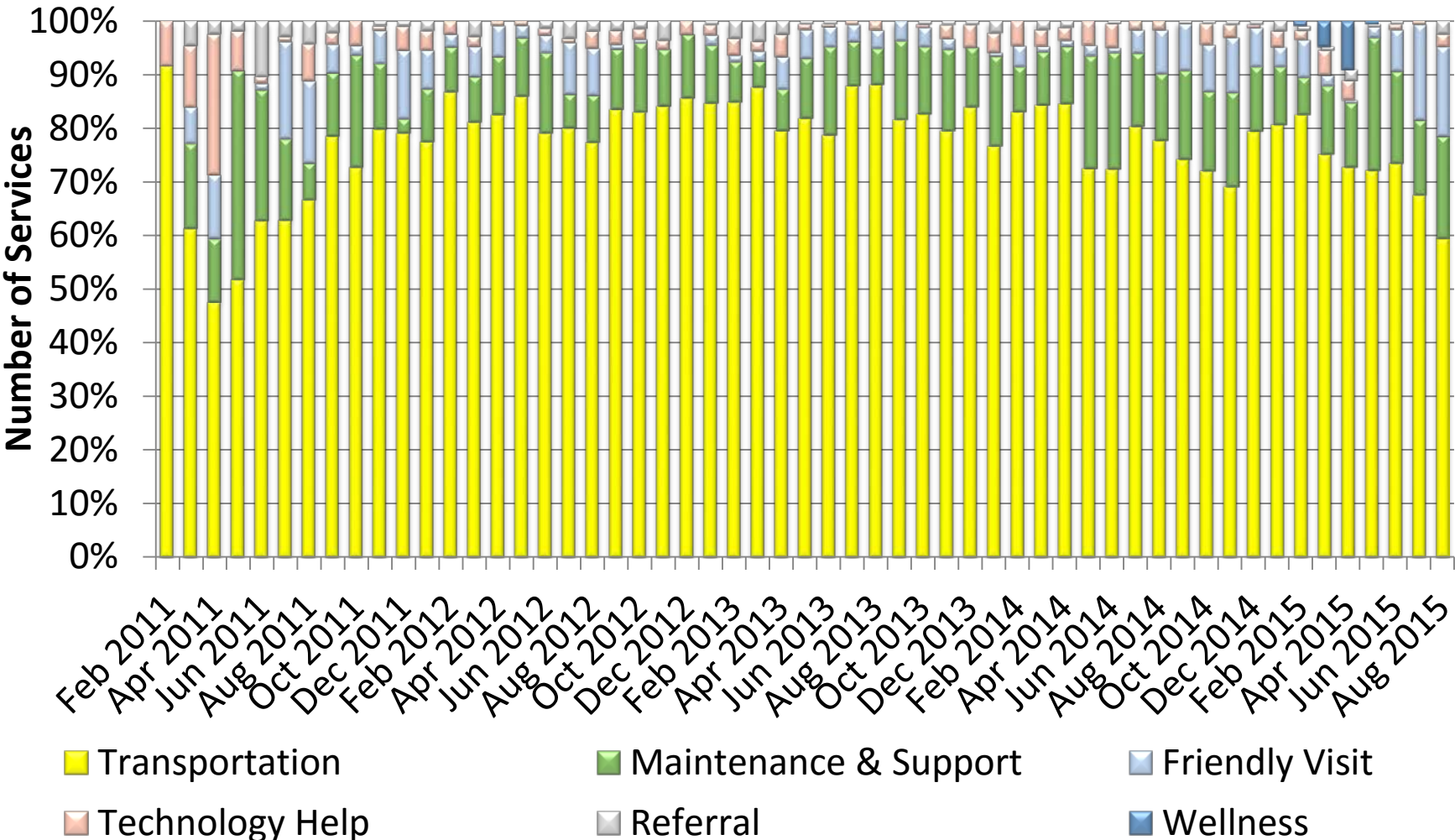


# Service Categories





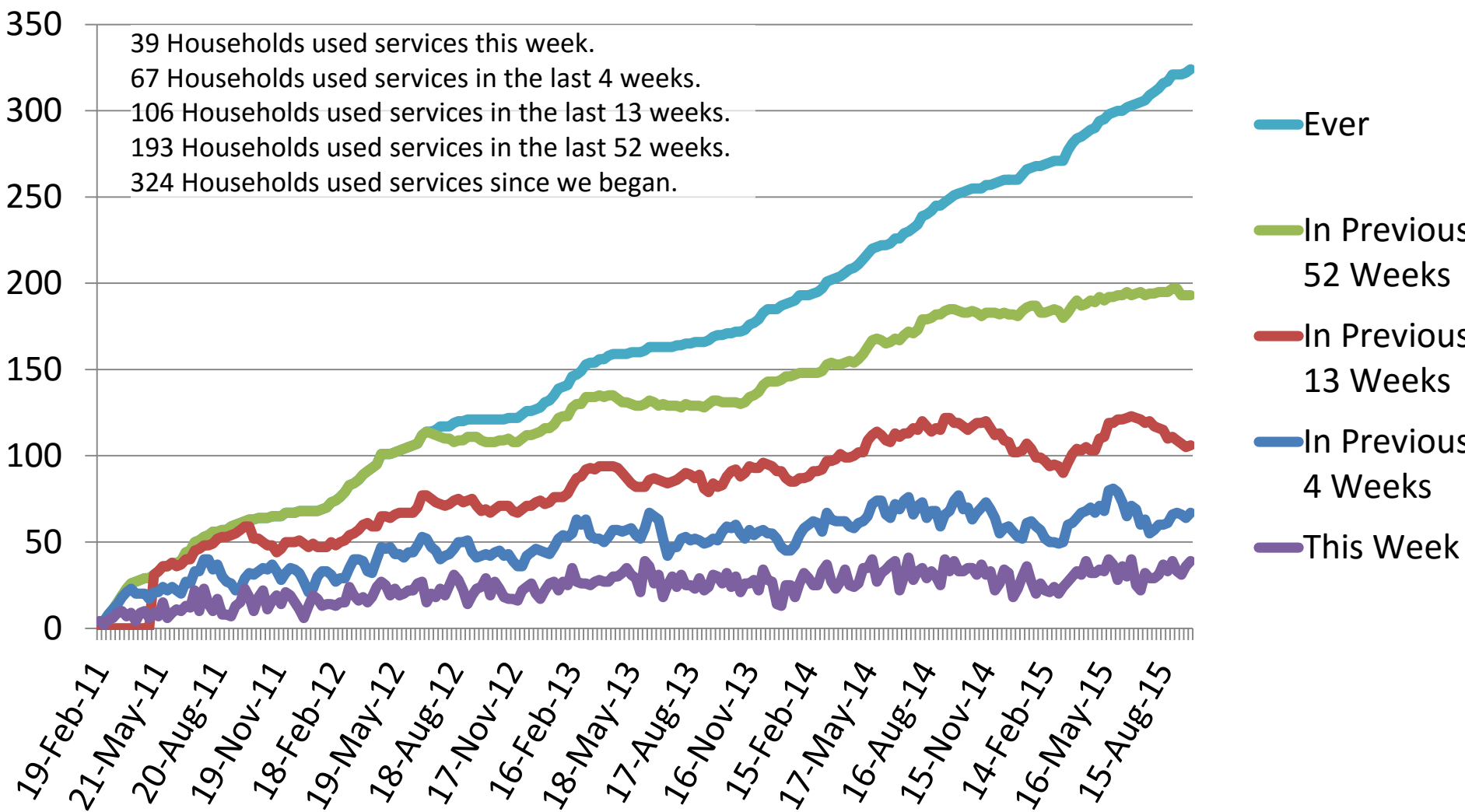
# Service Categories Variation on a Percentage Basis



# HOW MANY HOUSEHOLDS USE SERVICES?



# How Many Households Served

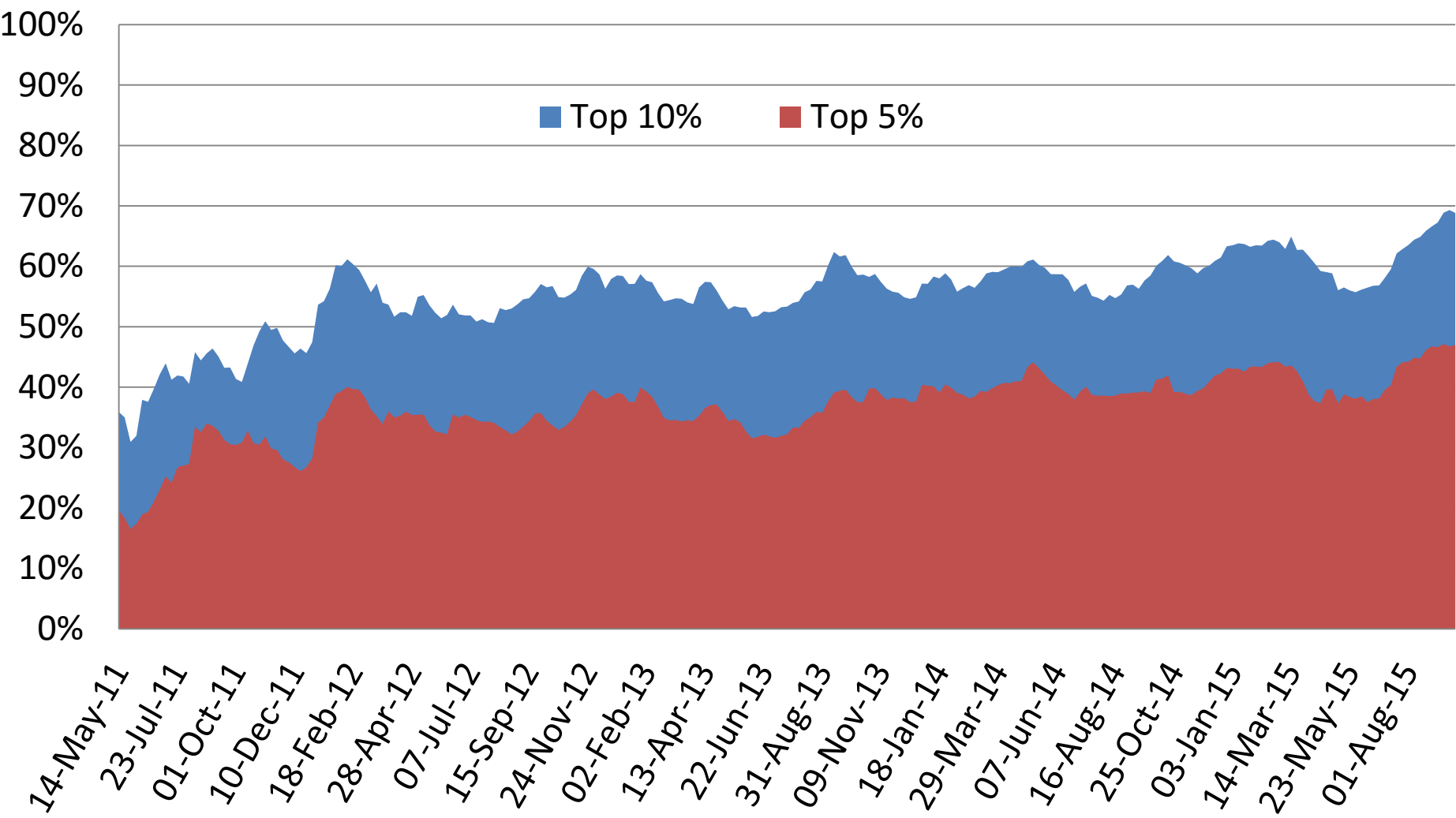


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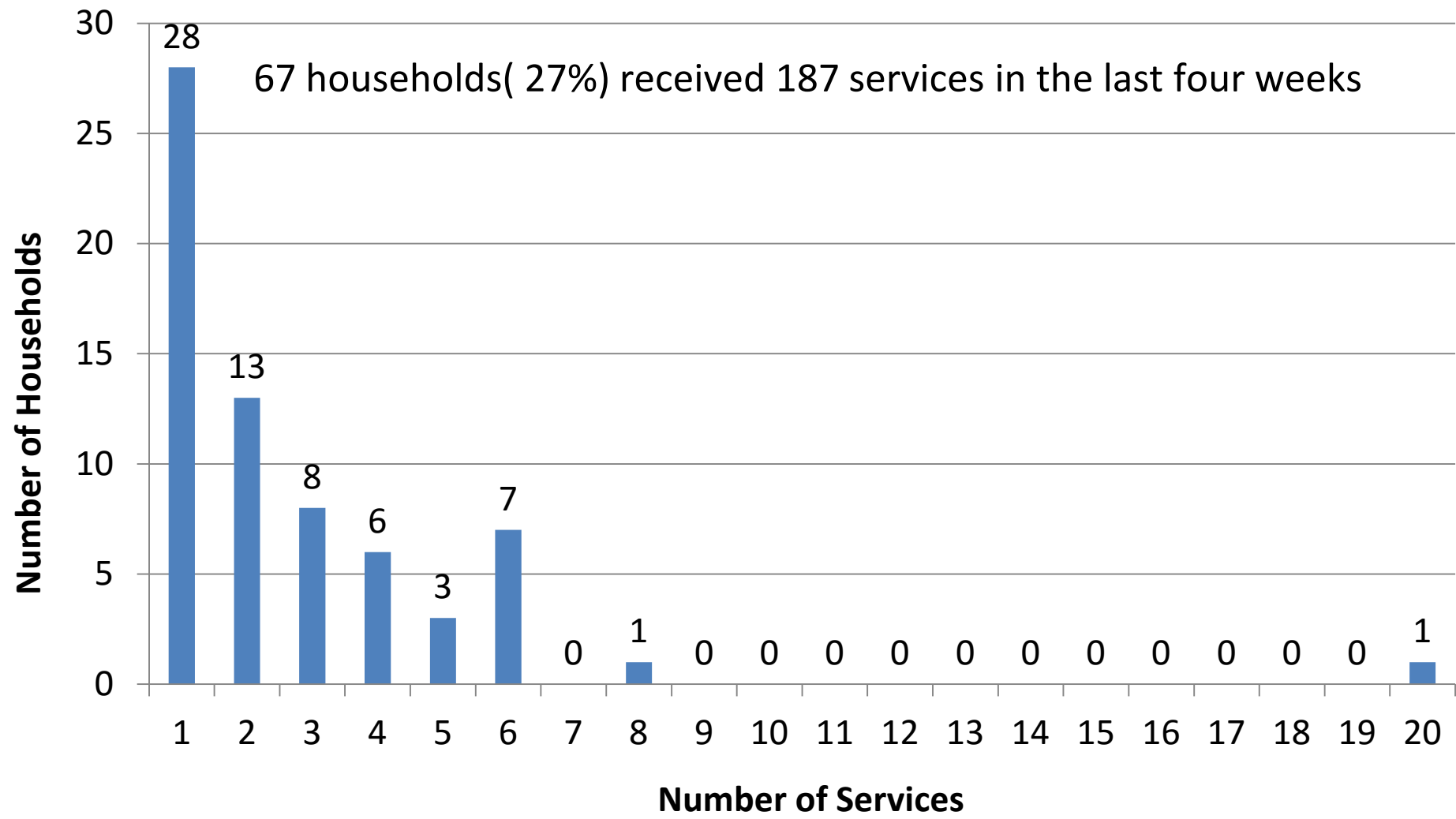
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## Heaviest Users of Services

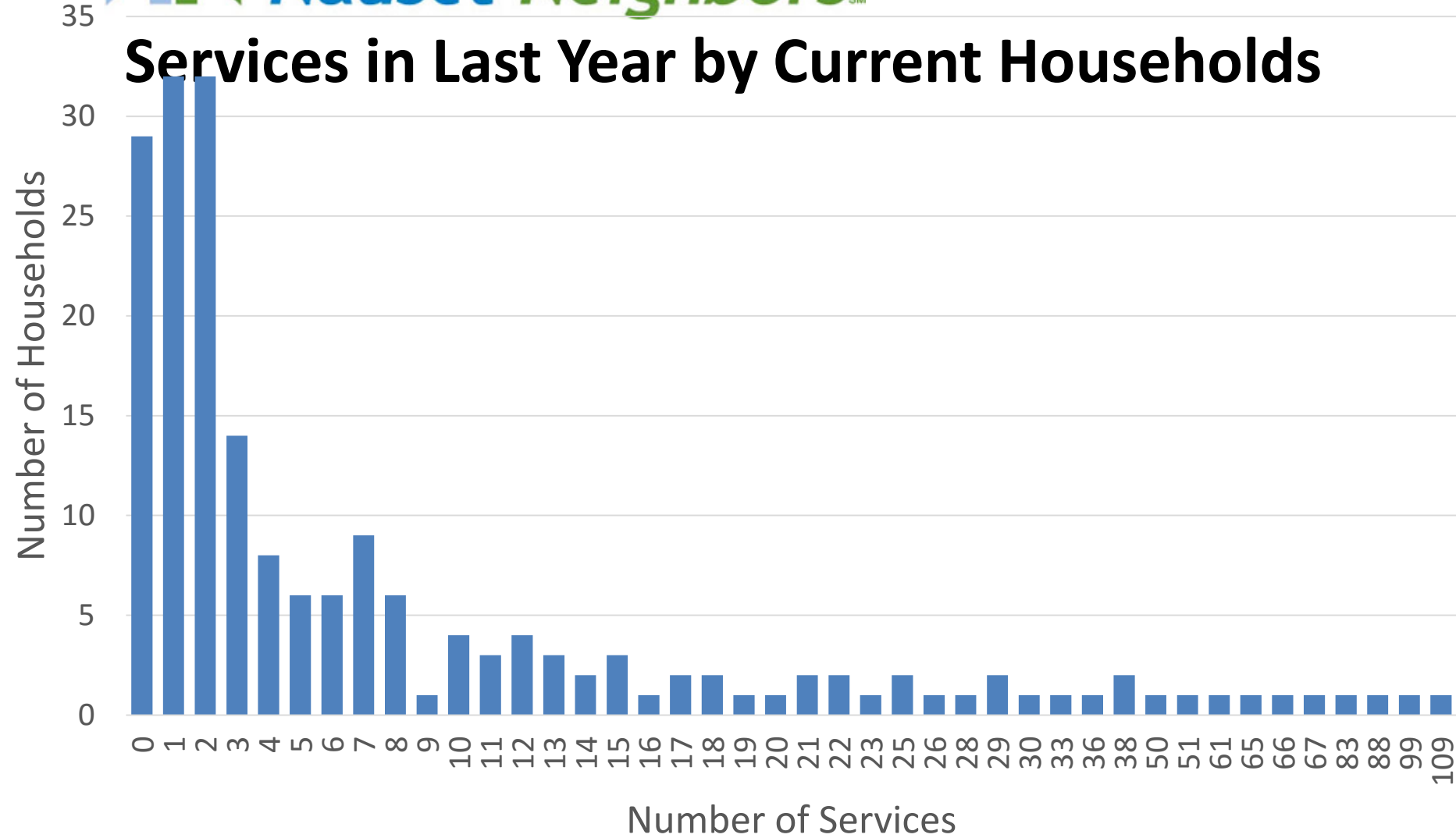


# Rate of Direct Services in Last 4 Weeks

67 households( 27%) received 187 services in the last four weeks

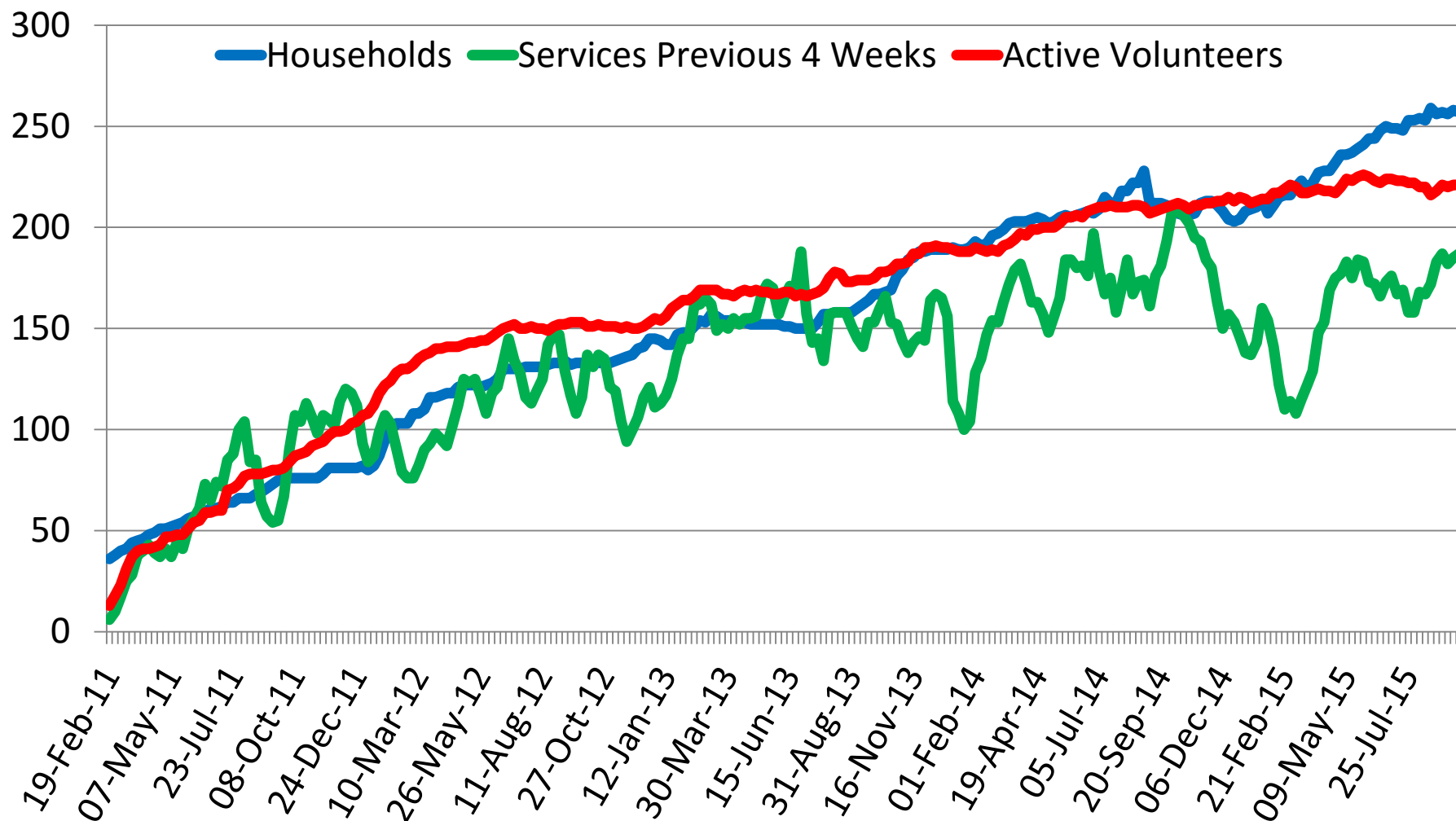


# Services in Last Year by Current Households





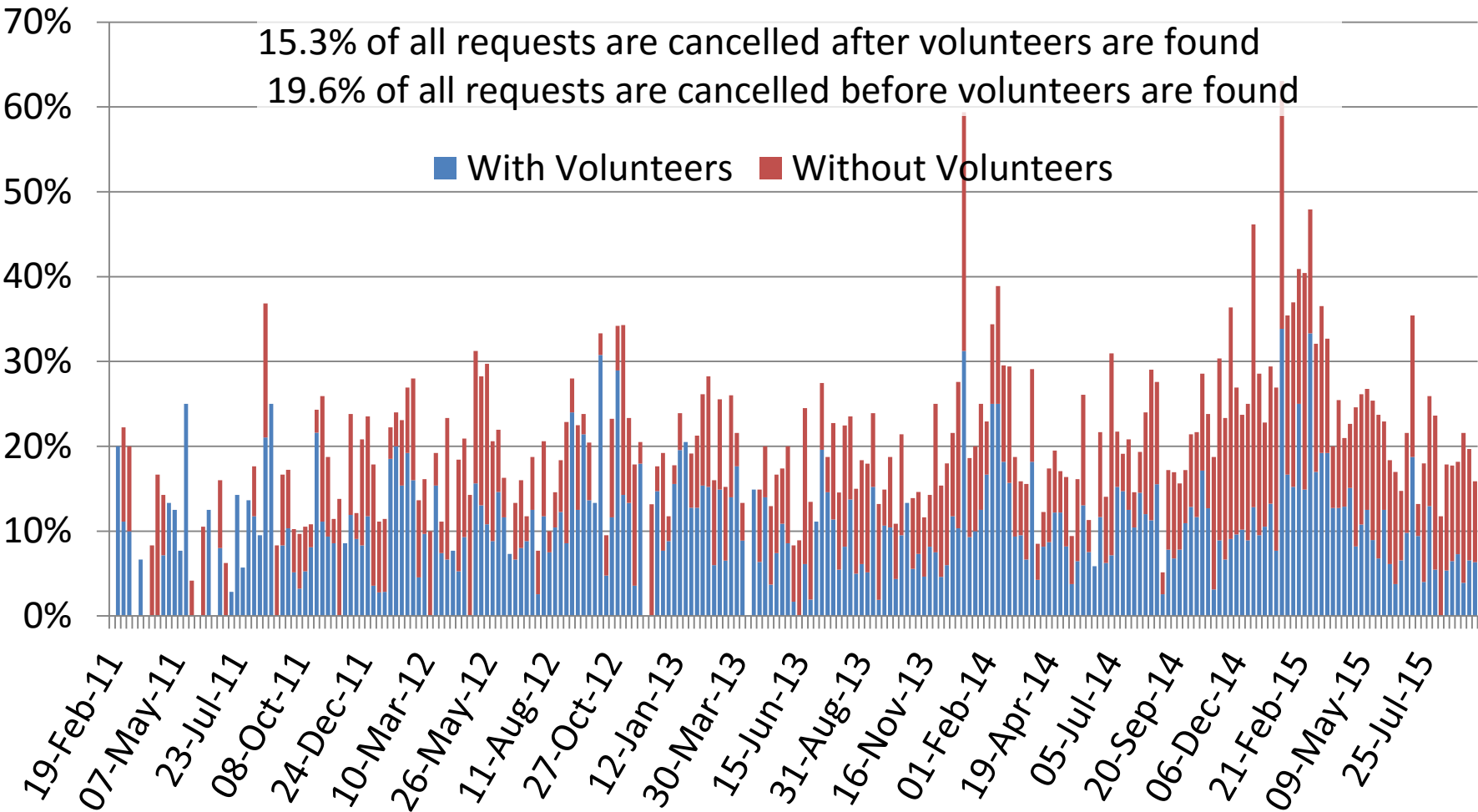
## Memberships, Active Volunteers, and Services per Month





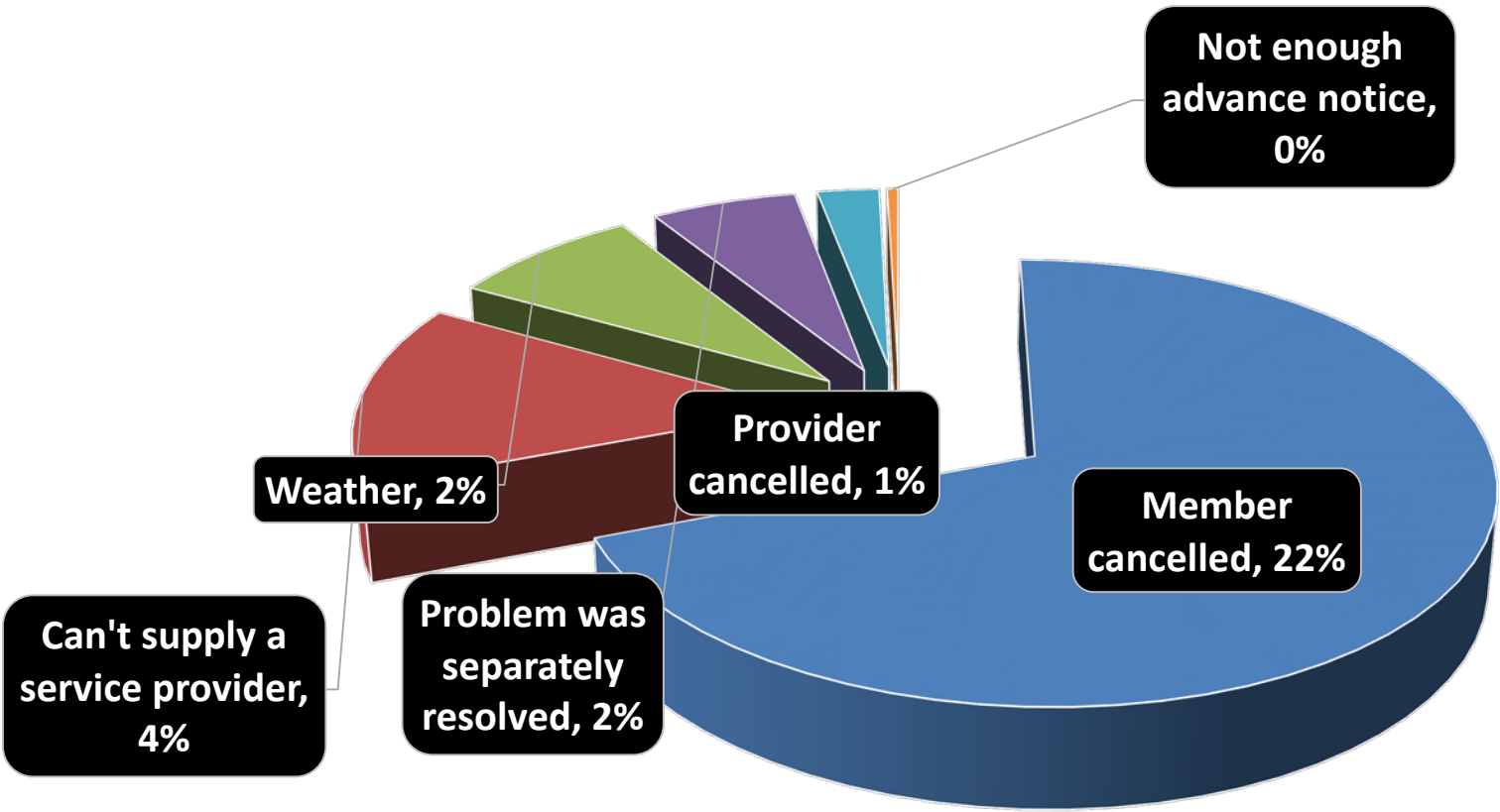
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



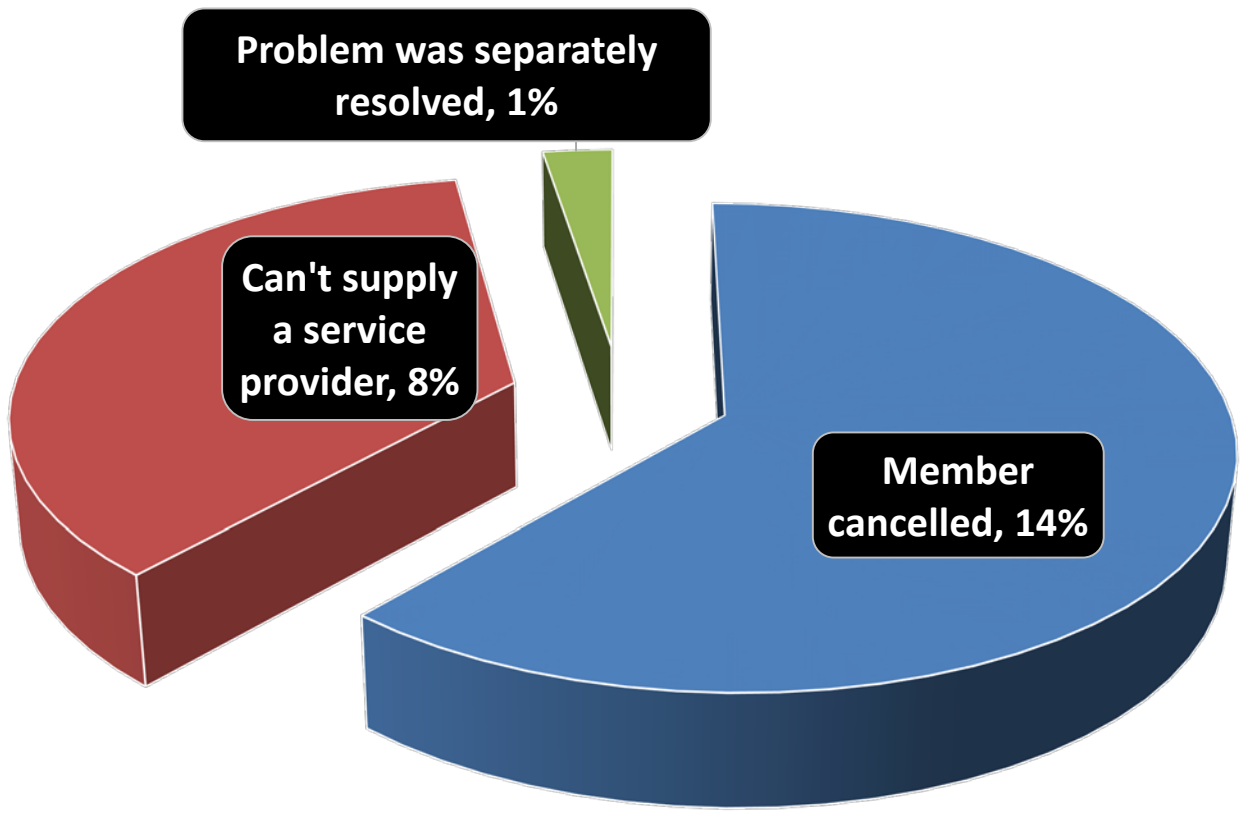
## Cancellation Reasons (Last 52 Weeks)

In addition to 2130 services performed last year, an additional 31% were cancelled.



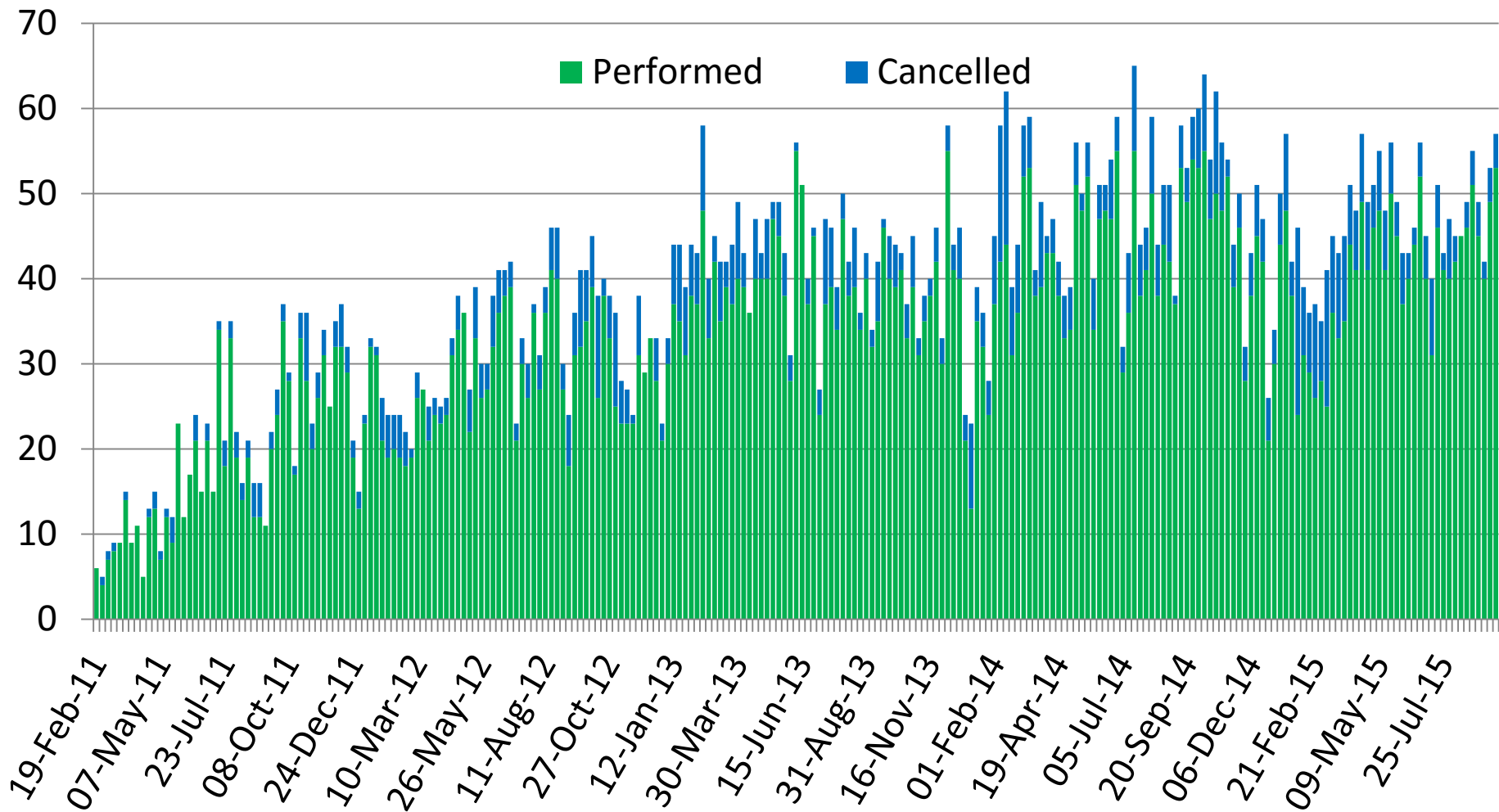
# Cancellation Reasons (Last 4 Weeks)

In addition to 168 services performed in the last four weeks, an additional 23% were cancelled.

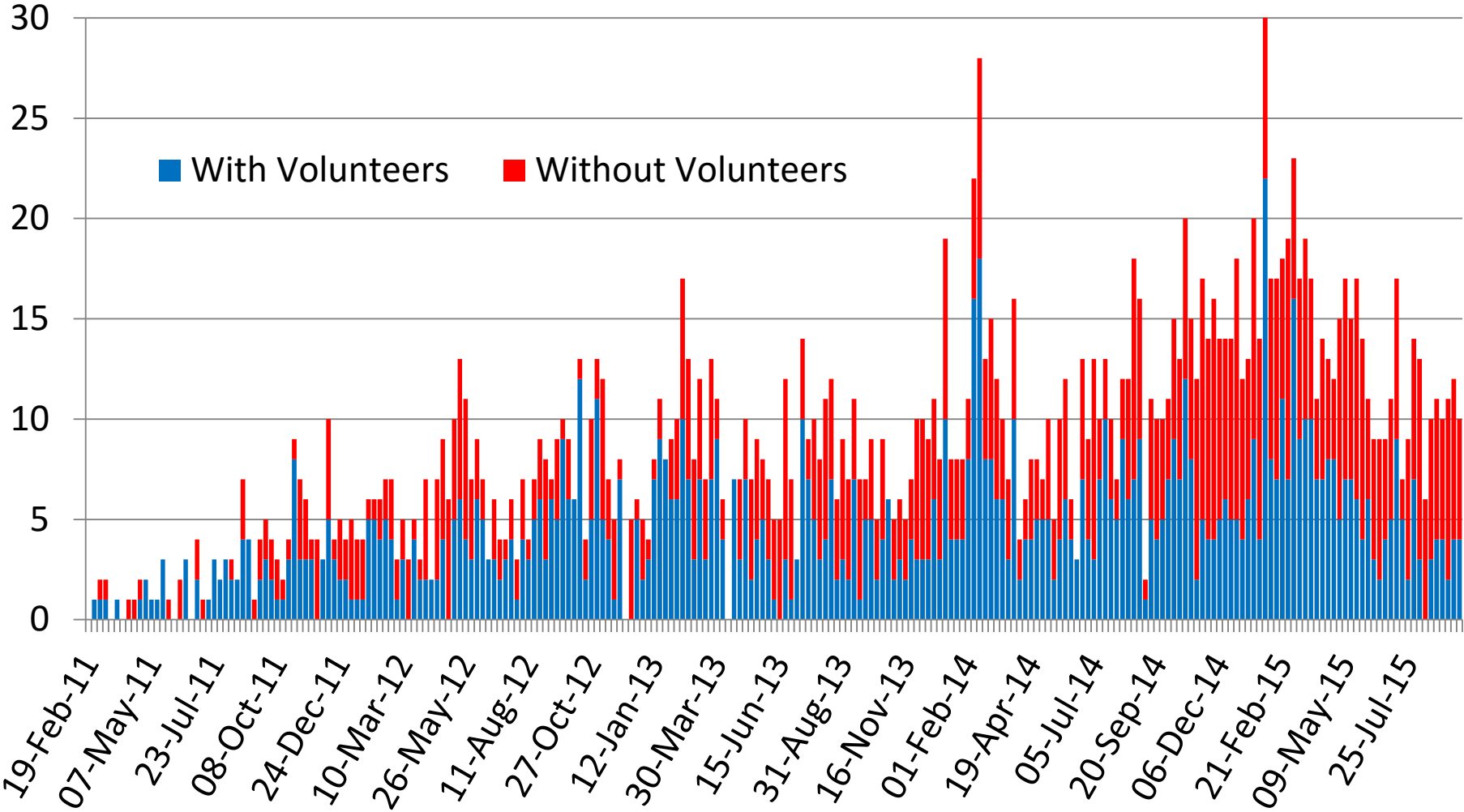




Services Filled



All Cancelled Services



# RETENTION

## WHY MEMBERS QUIT

# Why Members Quit

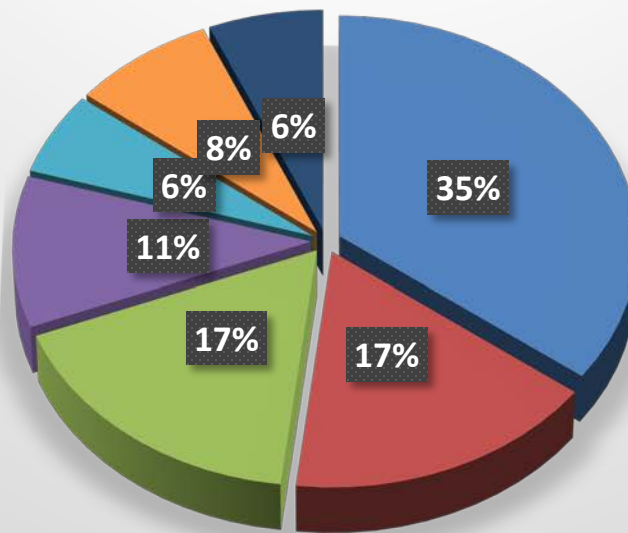
- Since we began in February 2011, we have had a total of 482 members, 178 of whom (37%) have dropped their membership.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services
- **30** households that are currently members have not asked for any services in the last year, which bears this out.



## Why Members Quit

9/26/2015

Since we began in February 2011, we have had a total of 486 members, 187 of whom (38%) have dropped their membership

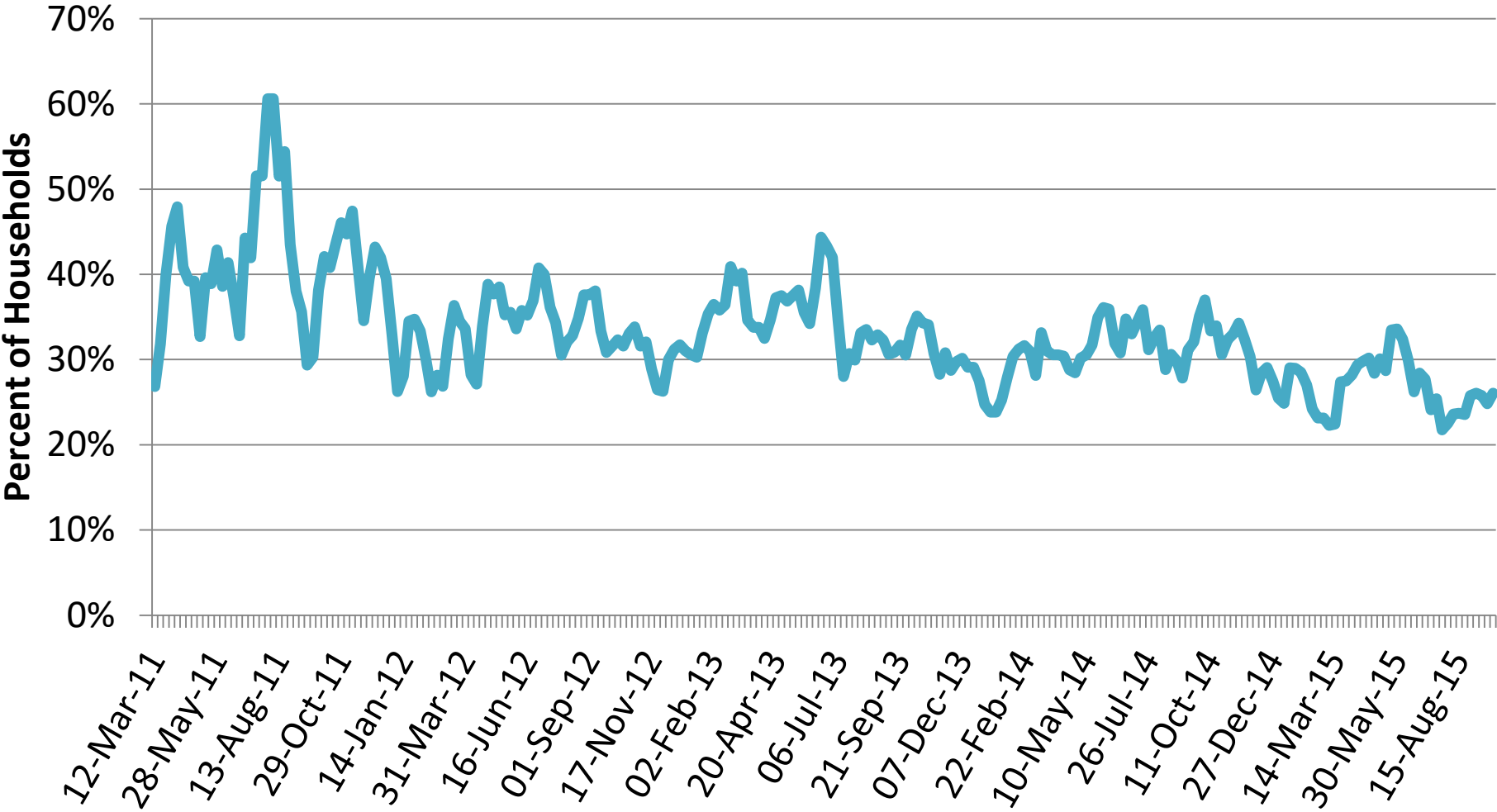


### Drop Reasons

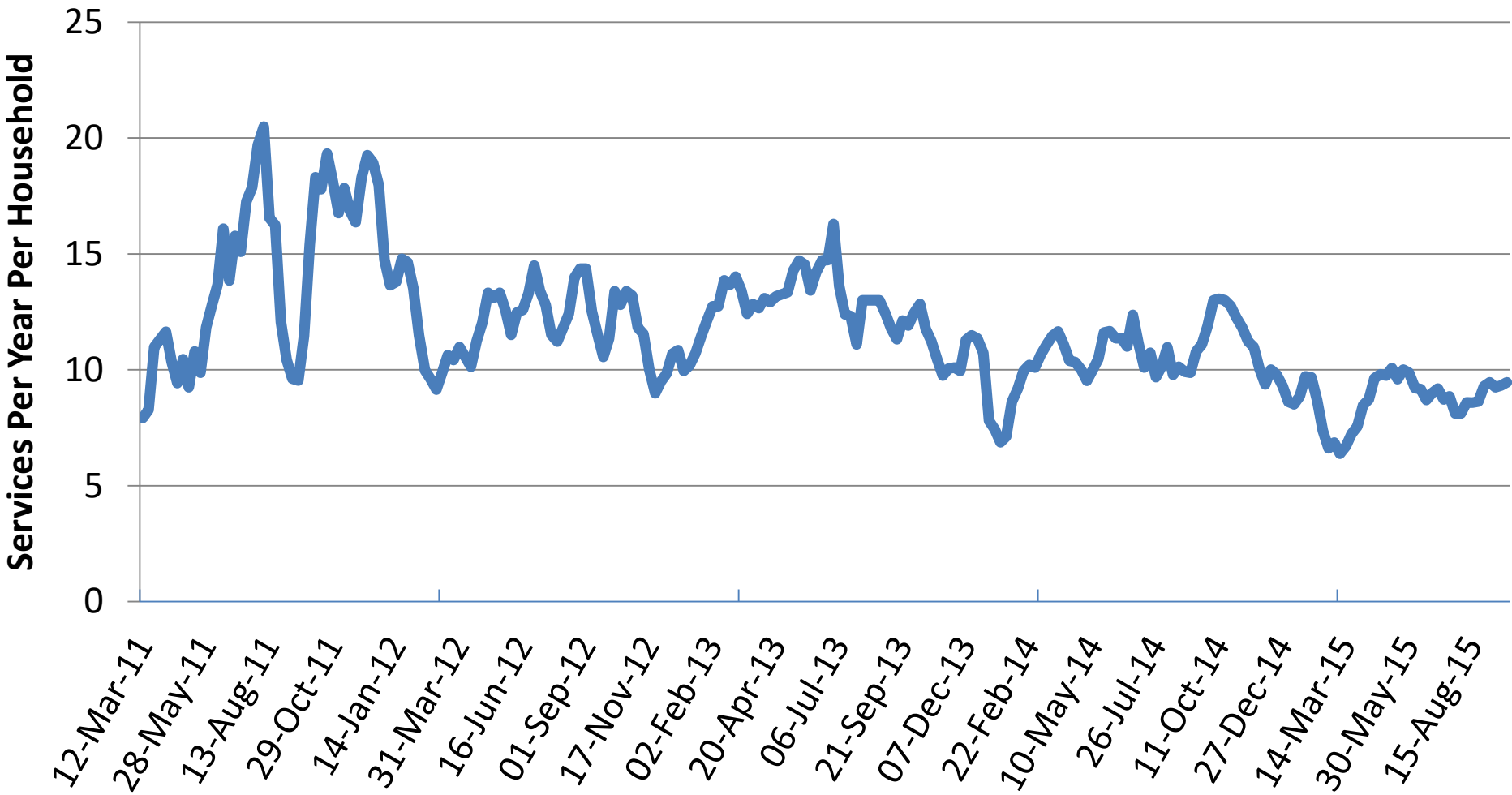
- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other



# % of Households Receiving Services in Preceding Month



# Annual Rate of Services per Household



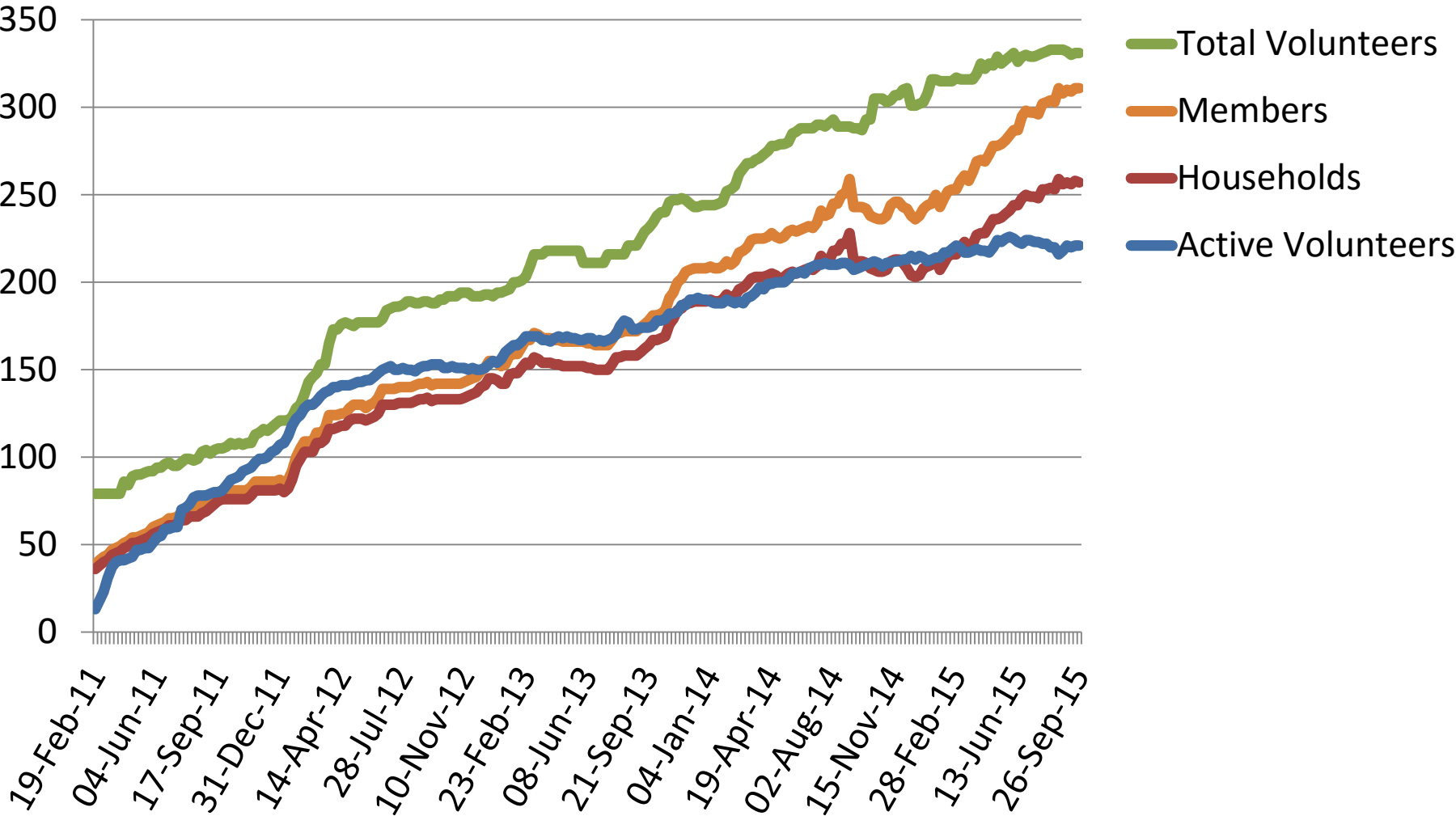
How many volunteers do we have and how frequently do they volunteer?

## VOLUNTEERS

## What has Happened in the Last Year?

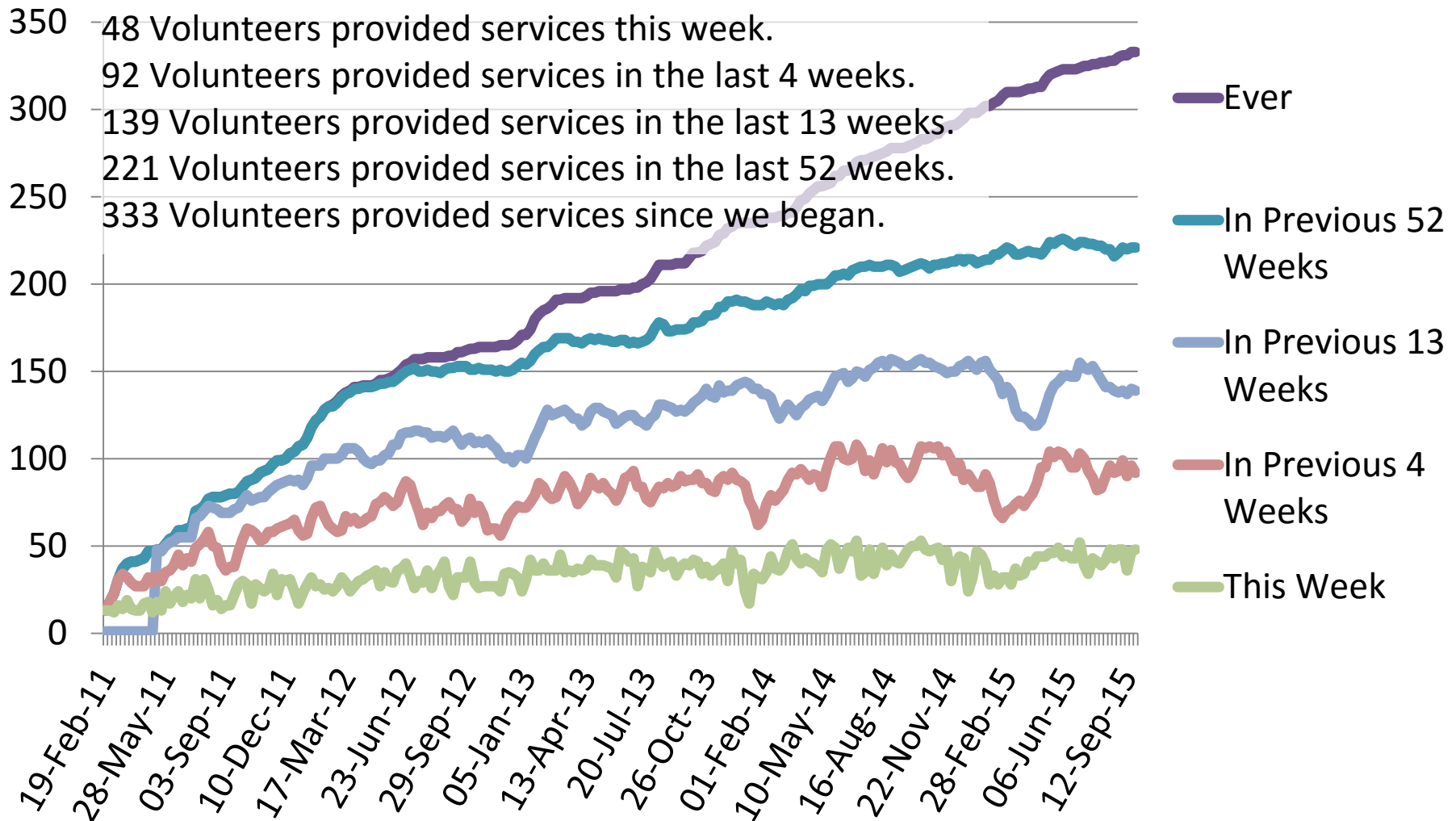
- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- For services, including call managers
  - 48 Volunteers provided services this week.
  - 99 Volunteers provided services in the last 4 weeks.
  - 139 Volunteers provided services in the last 13 weeks.
  - 221 Volunteers provided services in the last 52 weeks.
  - 331 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



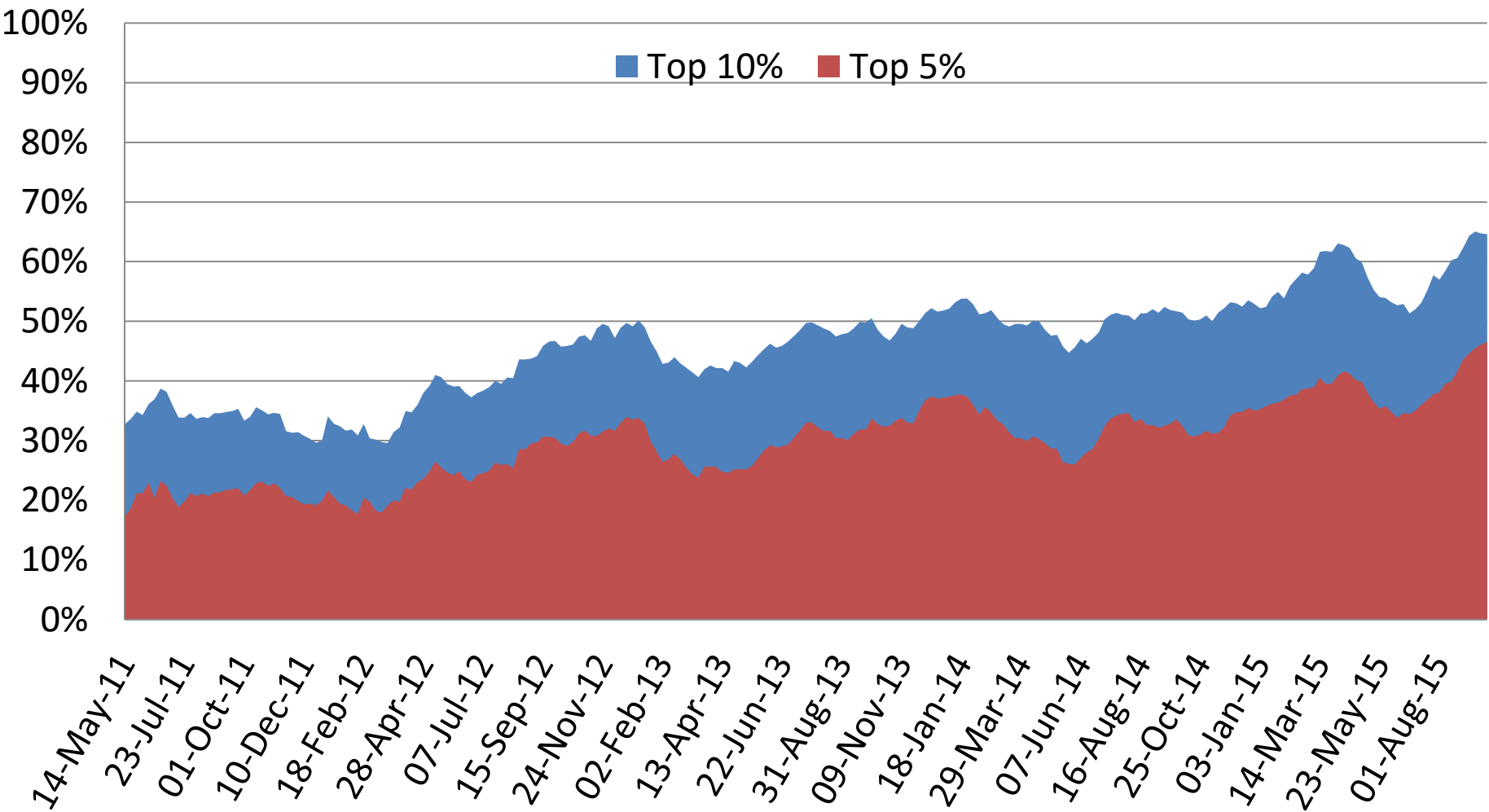


## Volunteers Who Provided a Service





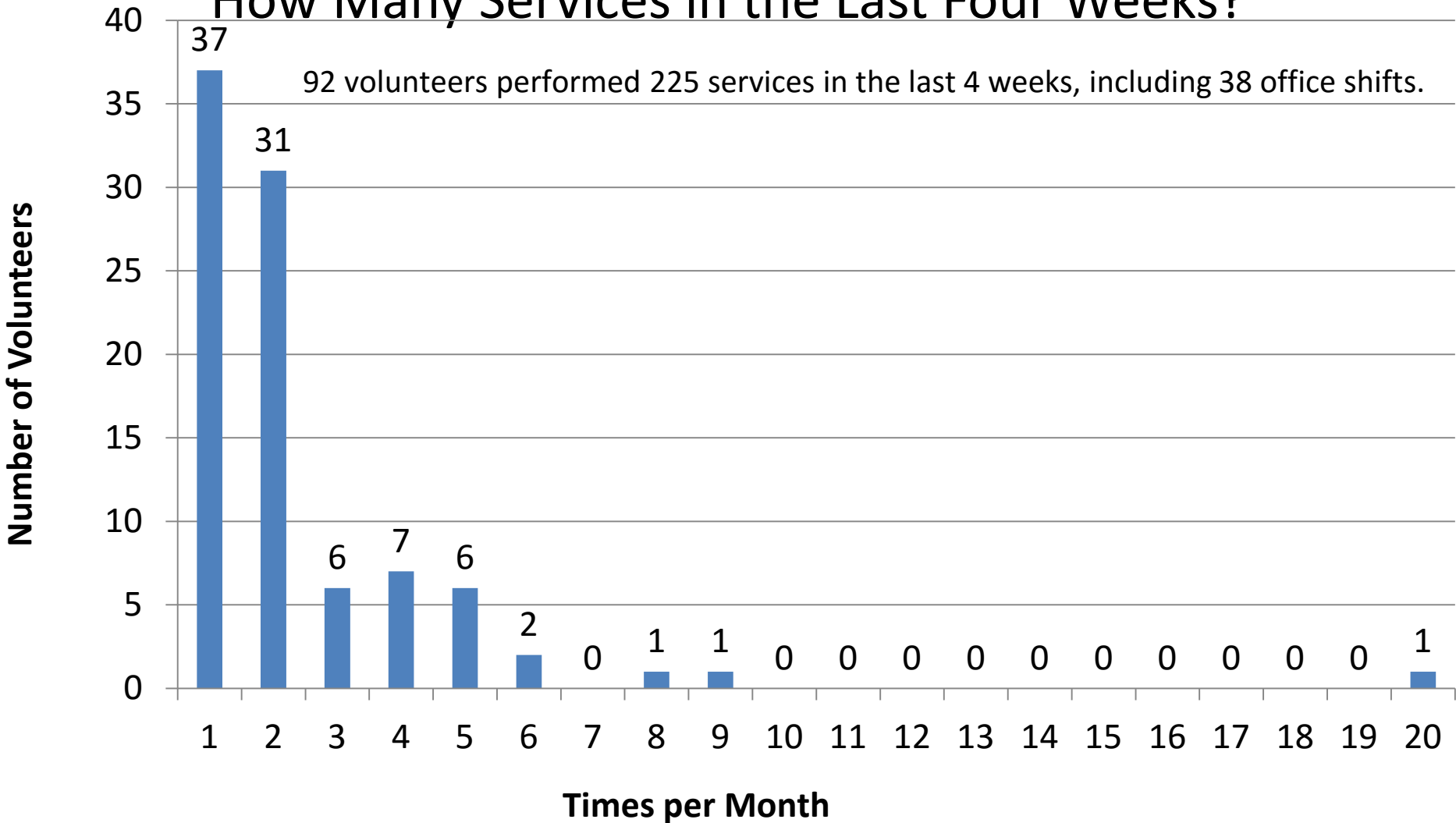
# Most Active Volunteers During Previous Four Weeks



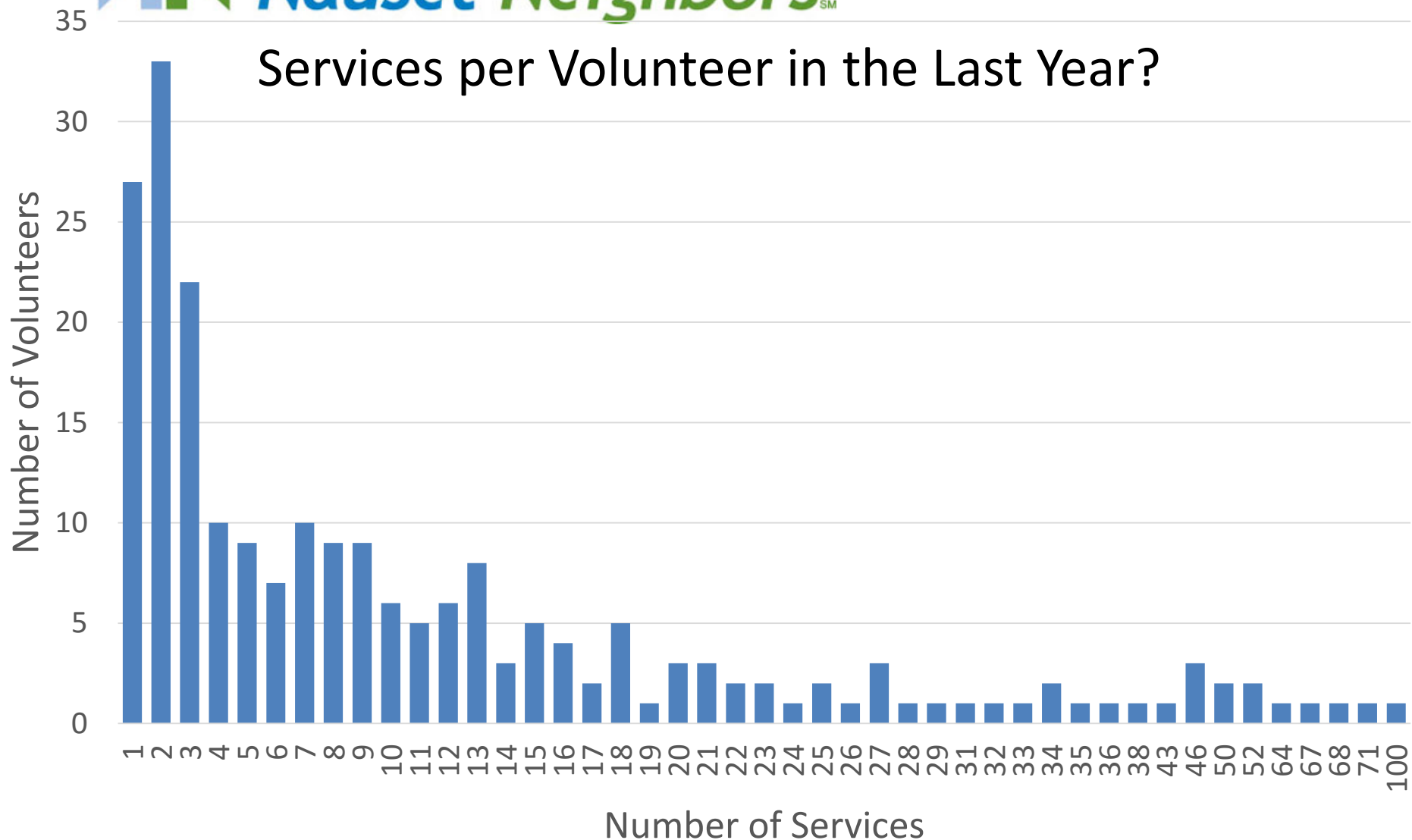


# How Many Services in the Last Four Weeks?

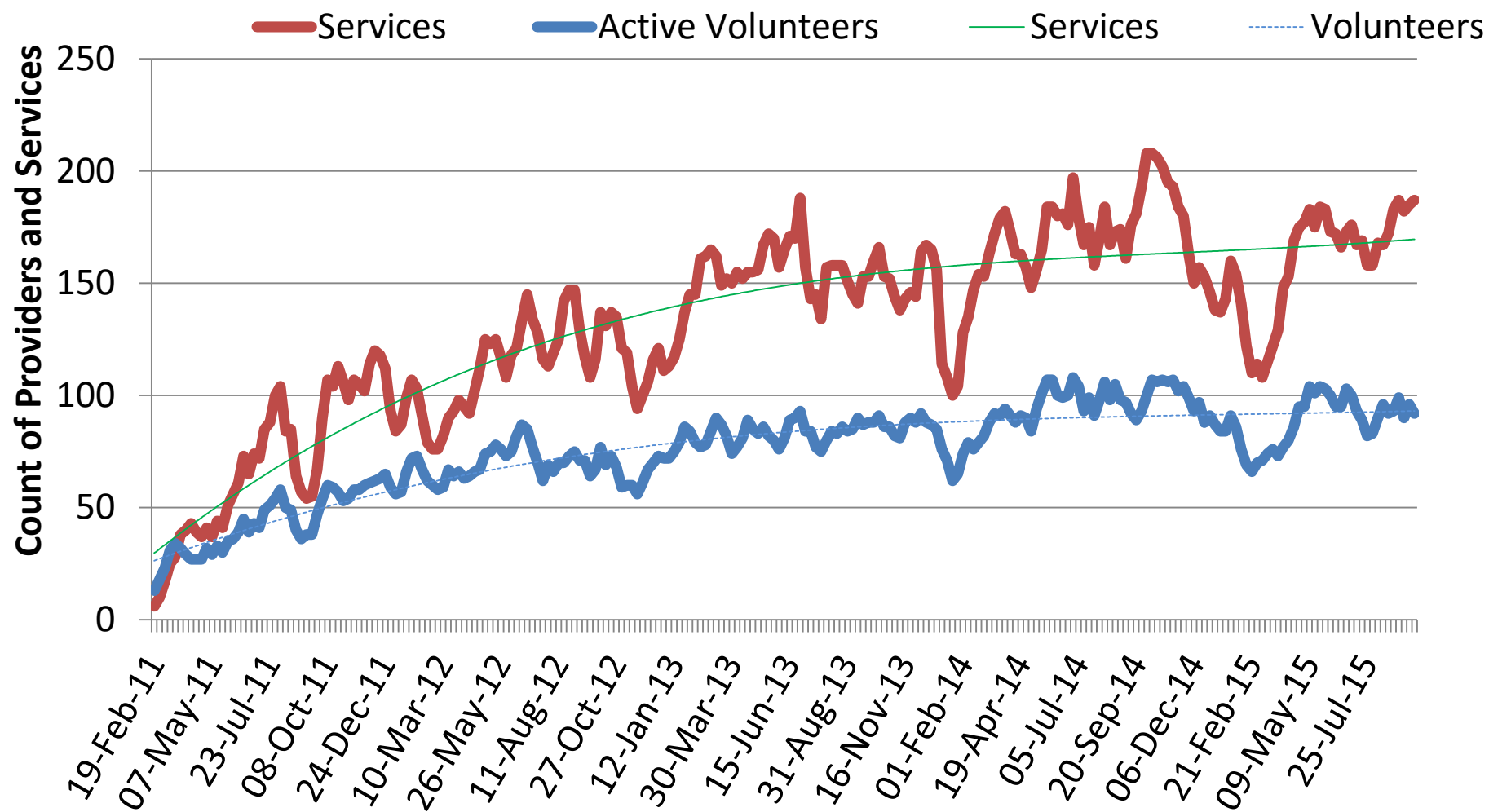
92 volunteers performed 225 services in the last 4 weeks, including 38 office shifts.



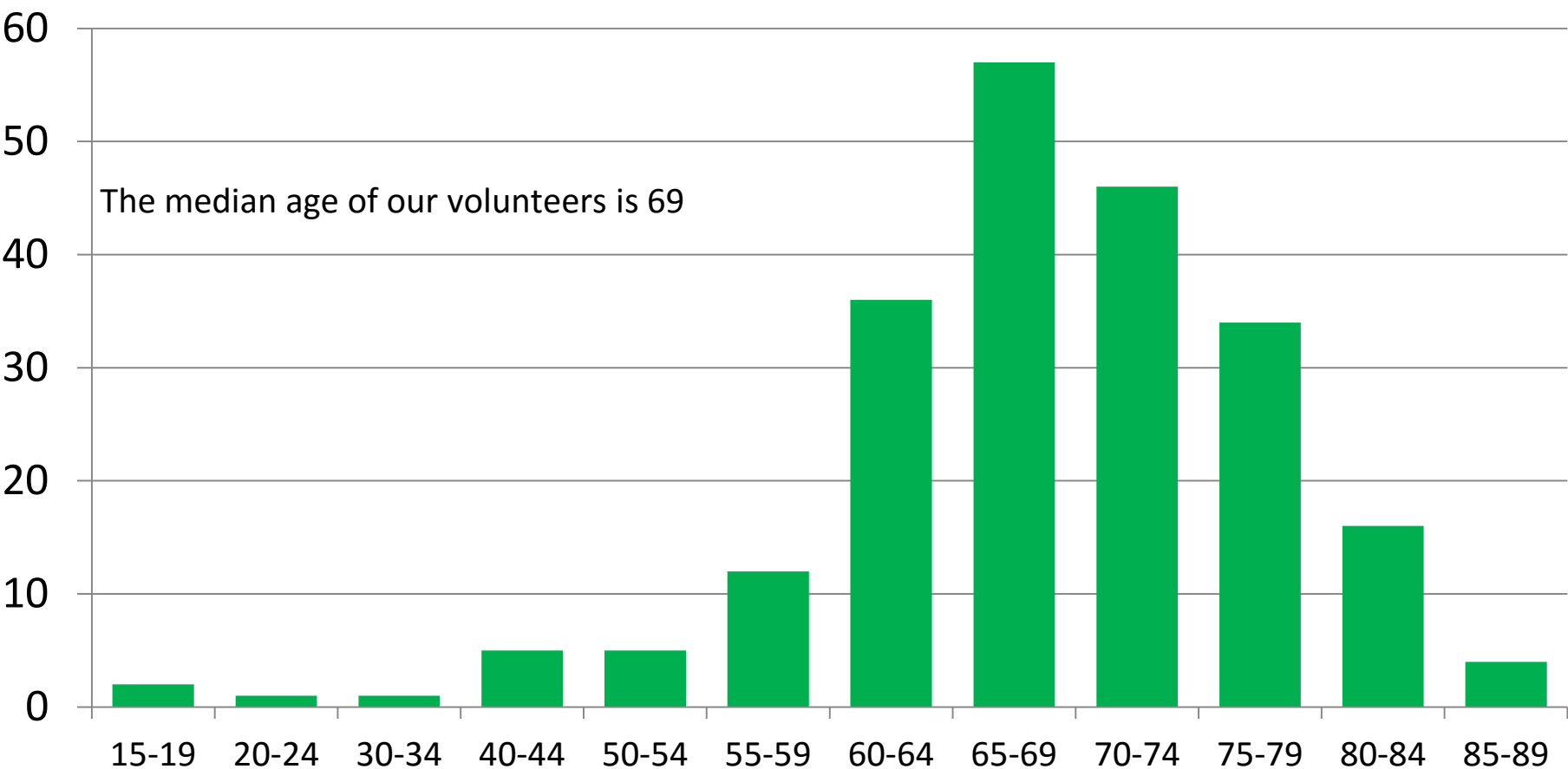
## Services per Volunteer in the Last Year?



## Volunteers and Services Previous 4 Weeks



# Age of Volunteers



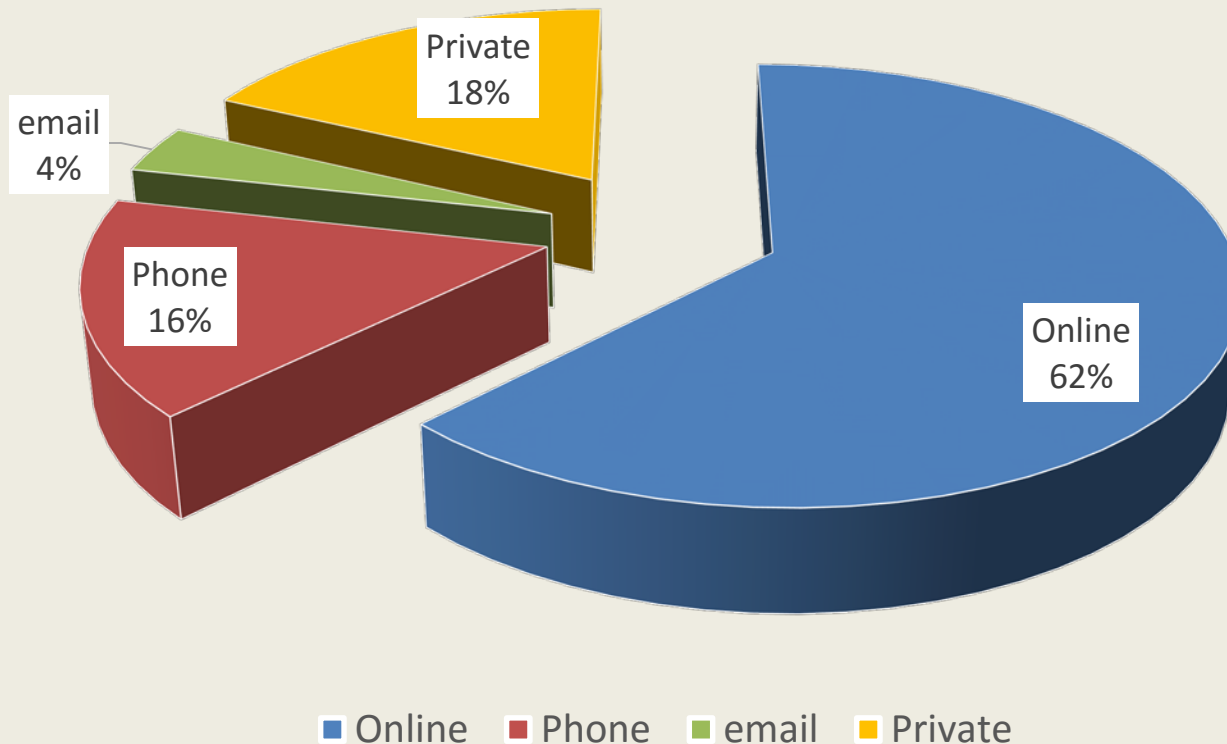
## Contact Method for Signup

- Online signups remained high this week, filling **62%** of service requests.
- Private arrangements also climbed this week.
- The number of calls needed climbed to **33** phone calls, reflecting a high number of services.
- Our increasing ratio of members to volunteers has required more effort to find service providers in some cases.
- **9** of **33** phone calls resulted in a volunteer, a **27%** success rate.
- **2** of **9** email resulted in a volunteer, a **22%** success rate.

Historical Week

# How Volunteers Who Filled Services Were Contacted

9/26/2015



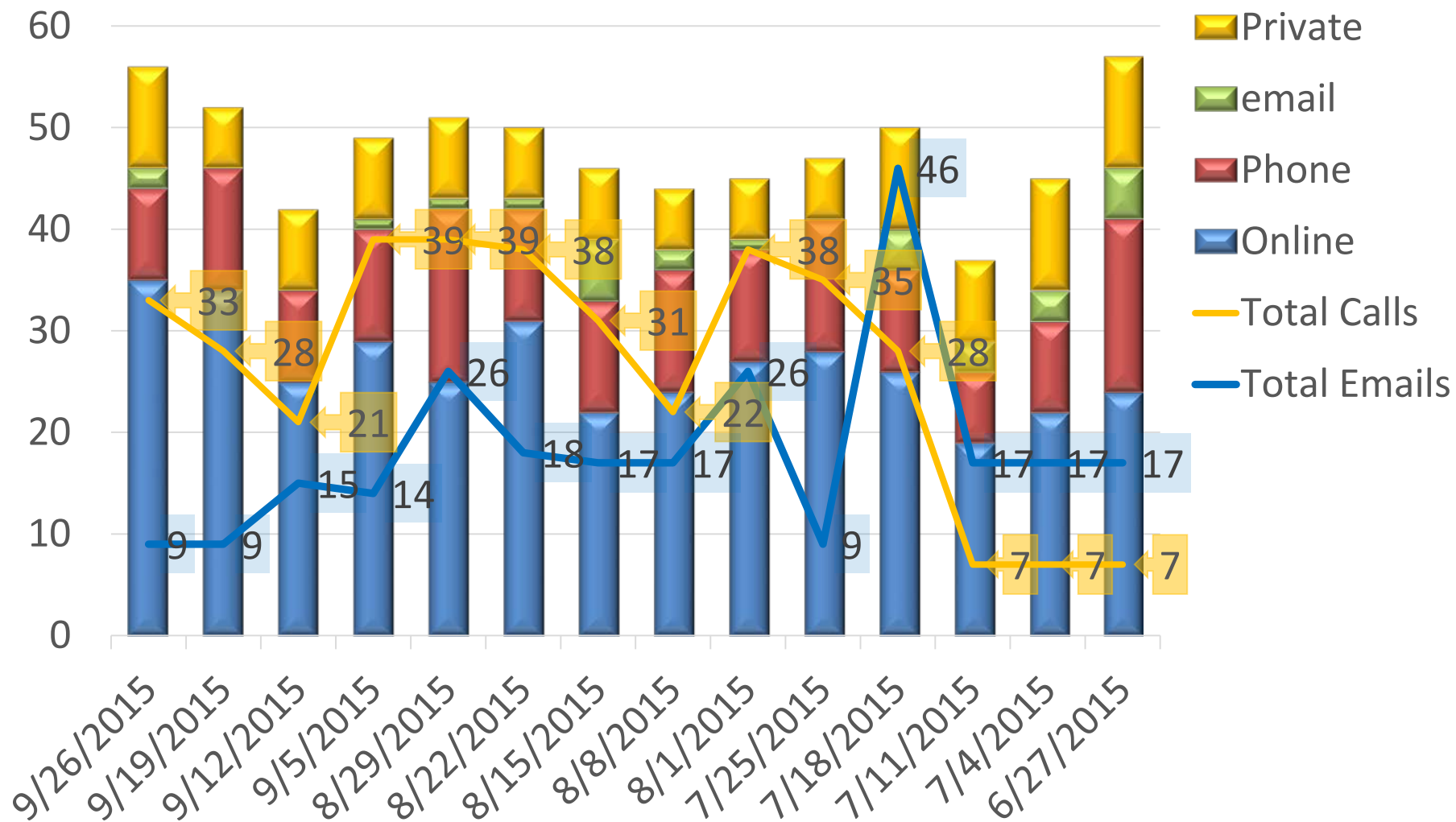
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## How Volunteers Were Found

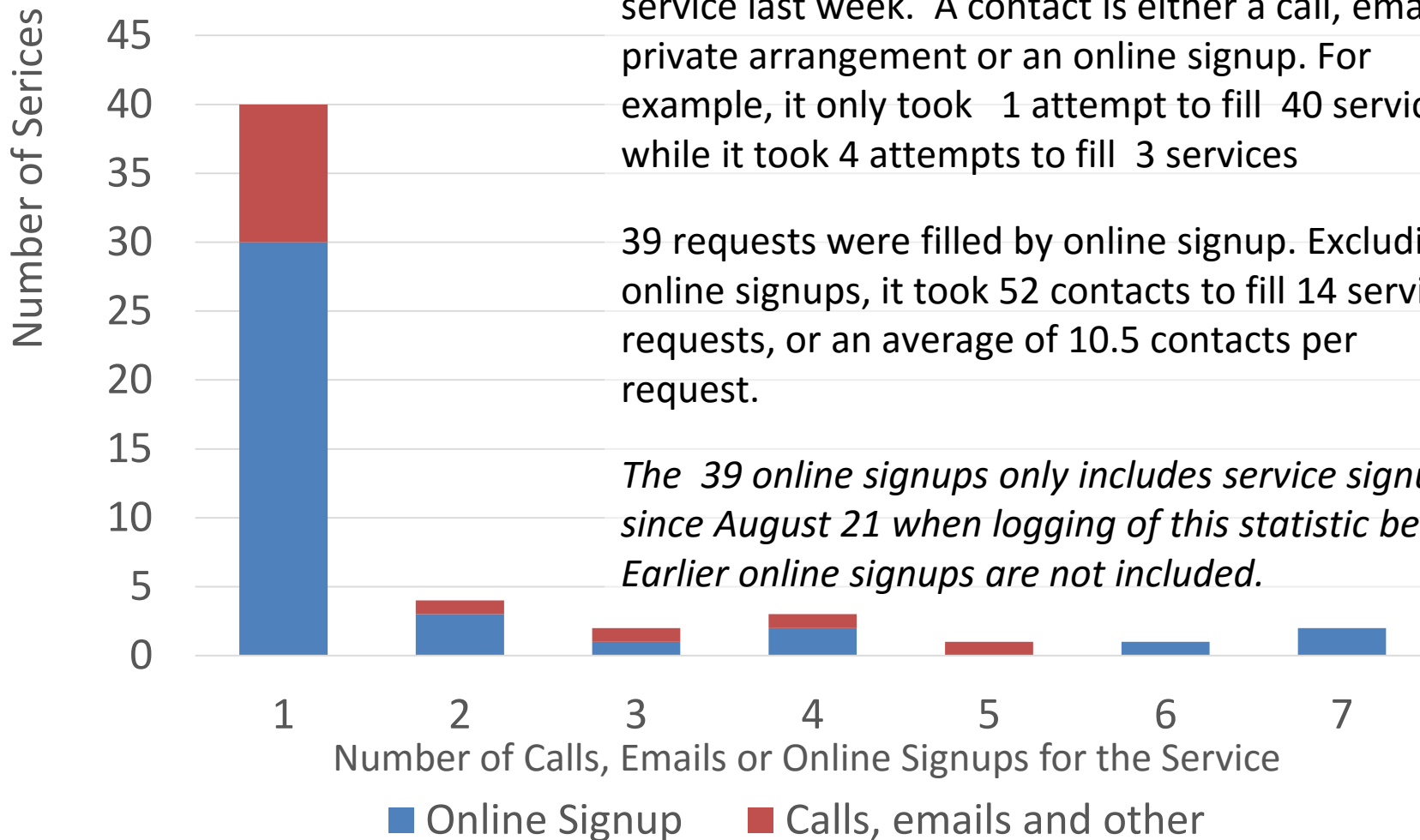


## Number of Contacts to Fill This Week's Service

This chart shows how many contacts it took to fill a service last week. A contact is either a call, email, a private arrangement or an online signup. For example, it only took 1 attempt to fill 40 services, while it took 4 attempts to fill 3 services

39 requests were filled by online signup. Excluding online signups, it took 52 contacts to fill 14 service requests, or an average of 10.5 contacts per request.

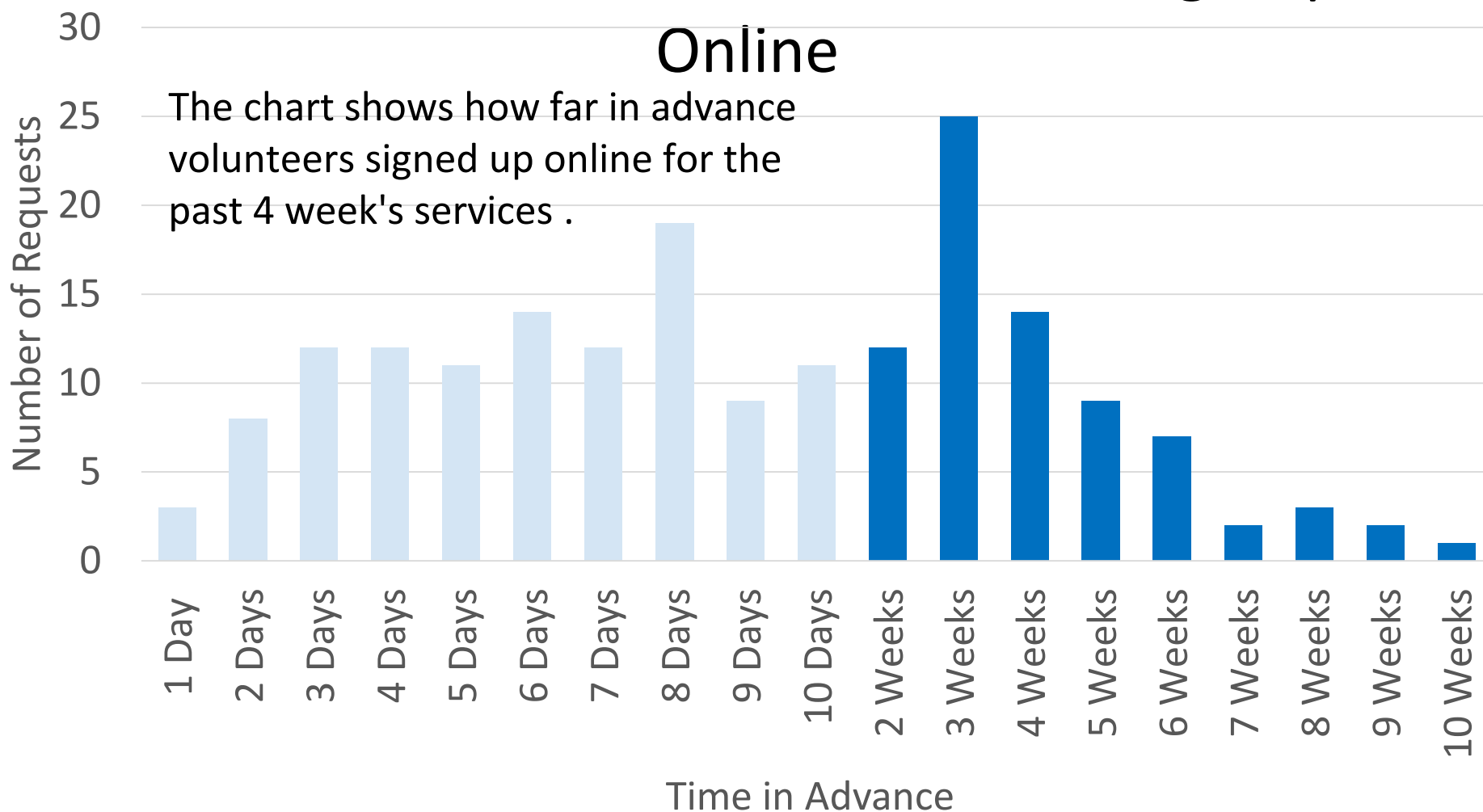
*The 39 online signups only includes service signups since August 21 when logging of this statistic began. Earlier online signups are not included.*



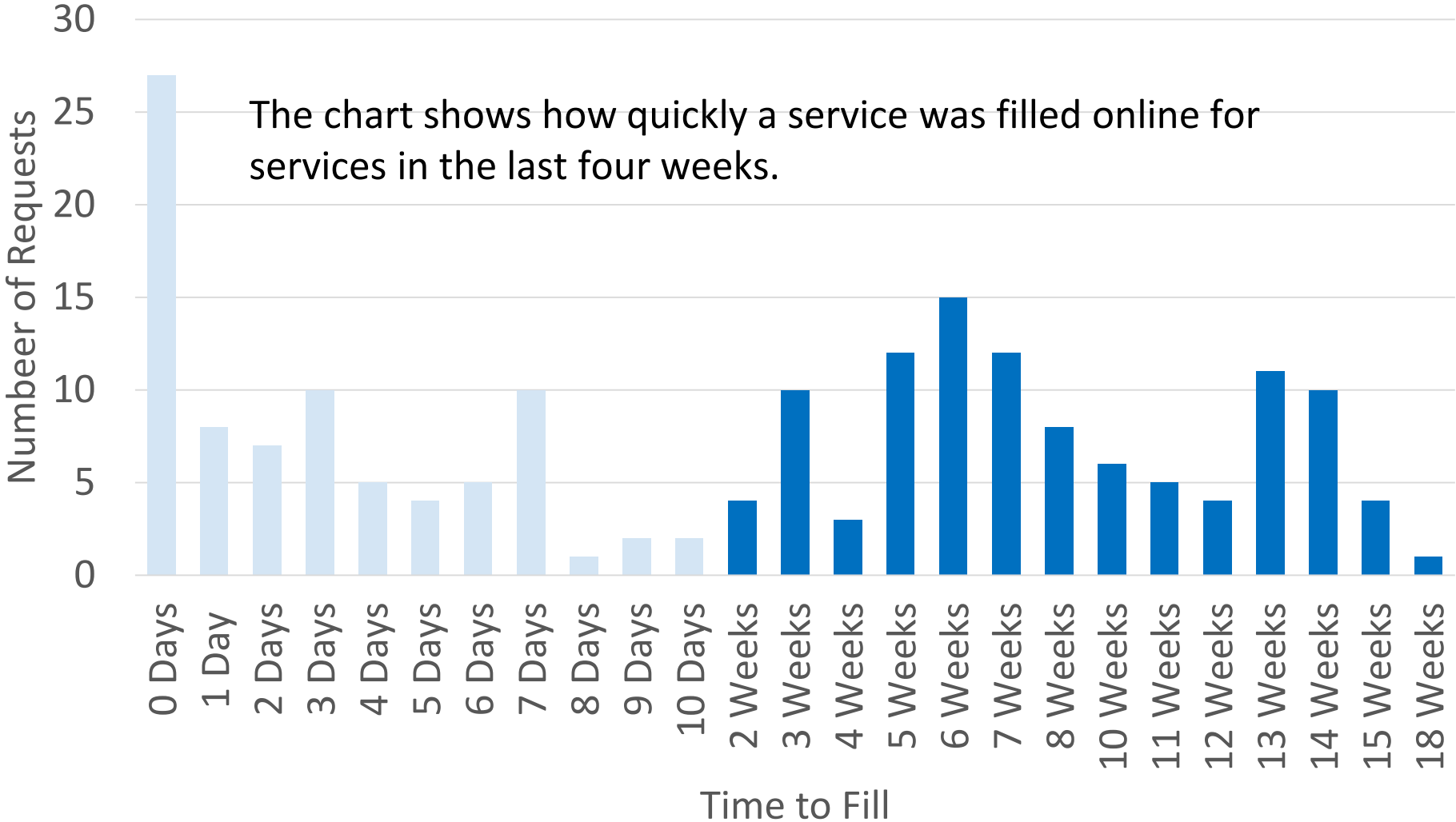


# How Far in Advance do Volunteers Sign Up Online

The chart shows how far in advance volunteers signed up online for the past 4 week's services .



# Time to Fill a Service



Looking forward

# FUTURE SERVICES

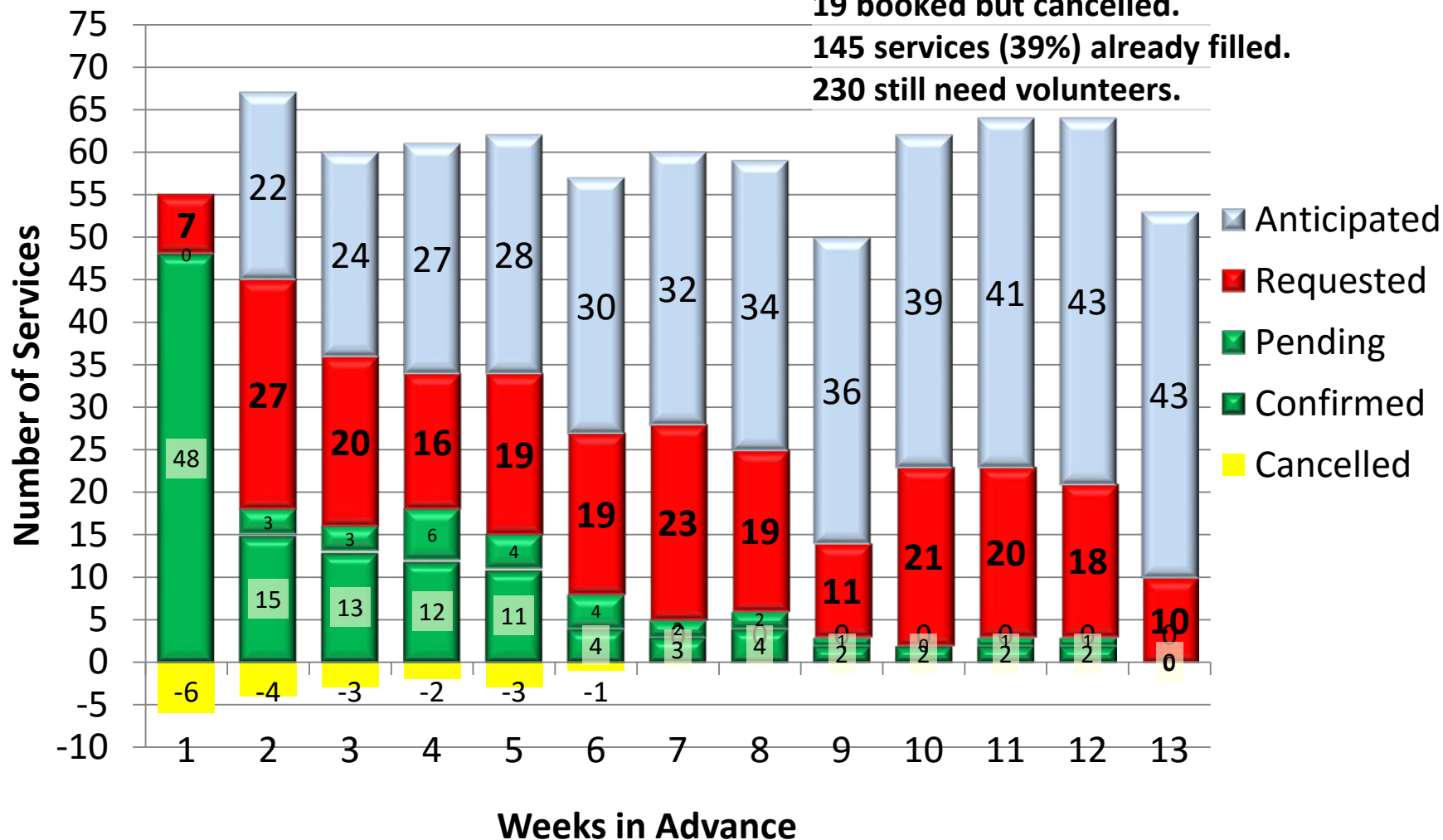
# Service Requests on the Books

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

**19 booked but cancelled.**

**145 services (39%) already filled.**

**230 still need volunteers.**

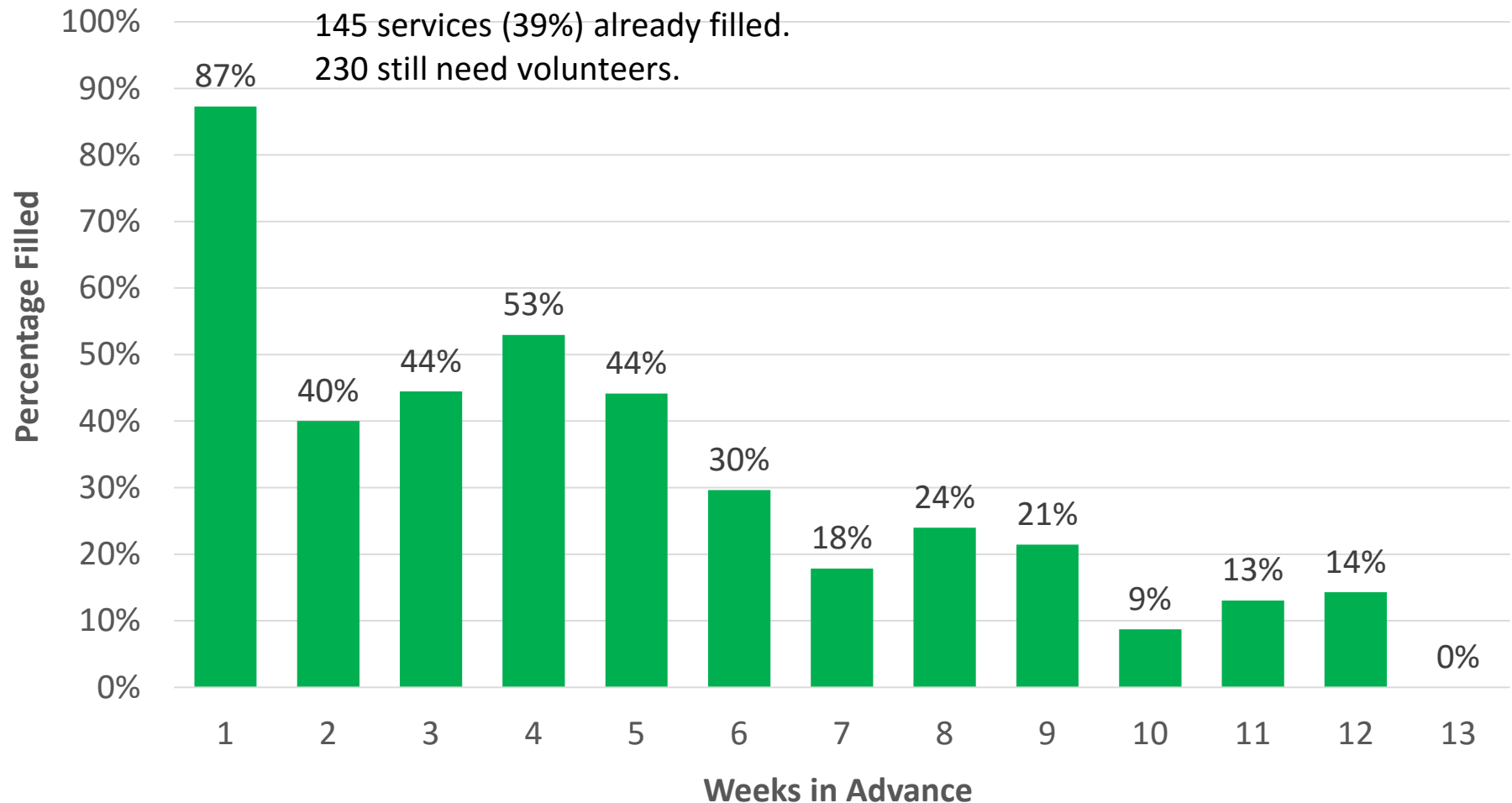


## Percentage of Services for Next 13 Weeks Filled

375 future services covering the next 13 weeks.

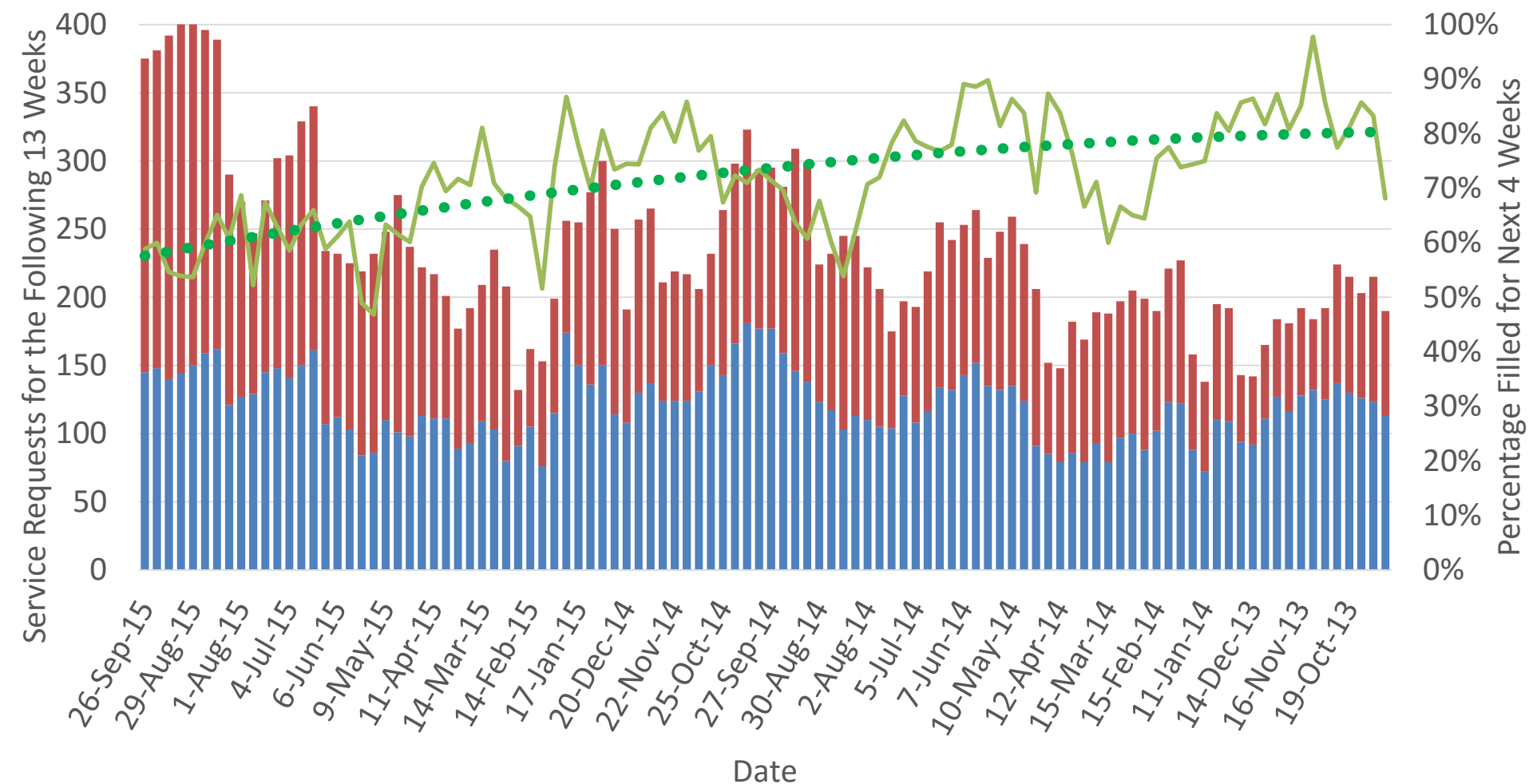
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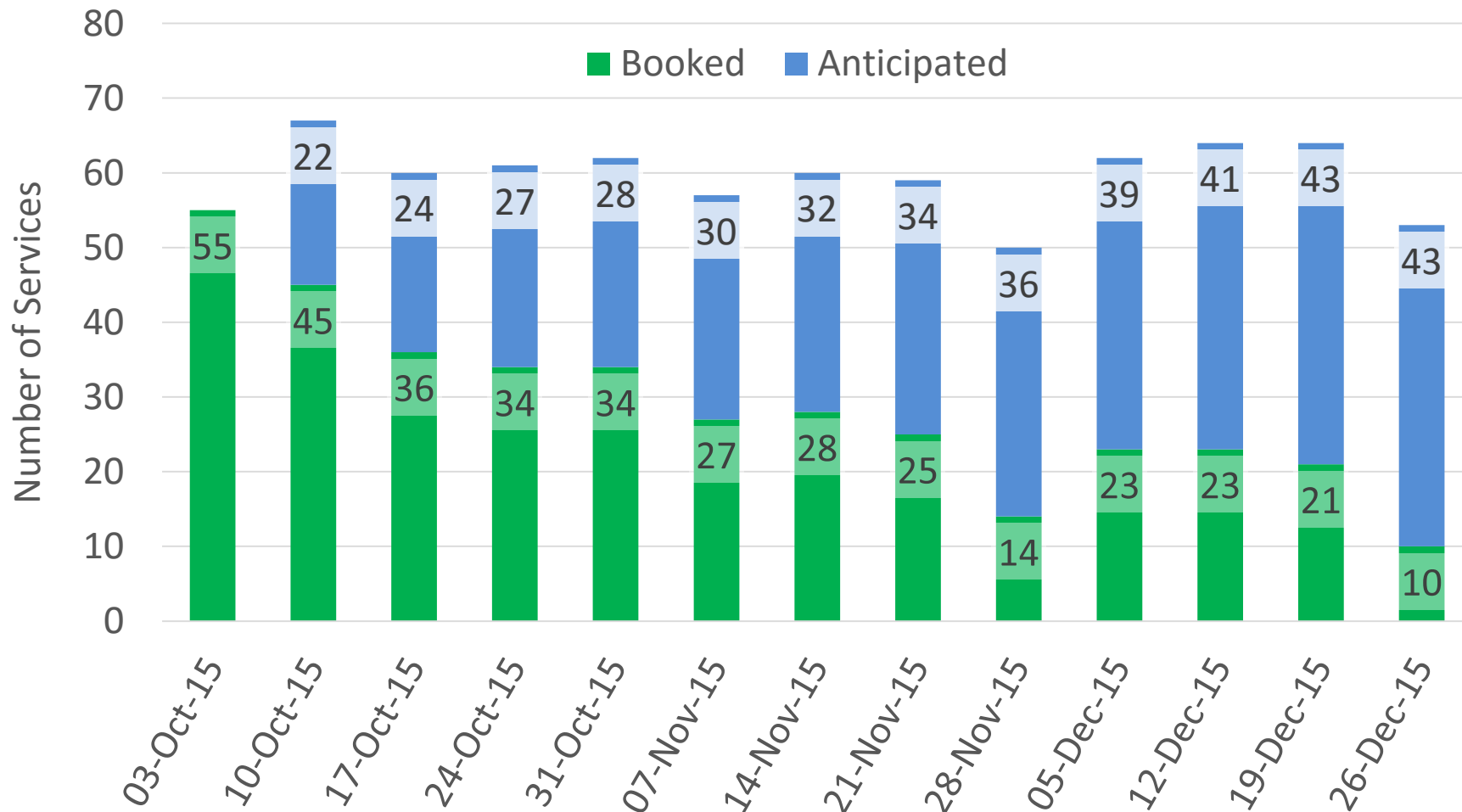


## History of Future Requests

■ Filled 
 ■ Unfilled 
 — Percentage Filled Next 4 Weeks 
 ● Poly. (Percentage Filled Next 4 Weeks)



## Projected Future Services



# What are the Differences Between Single And Household Memberships?

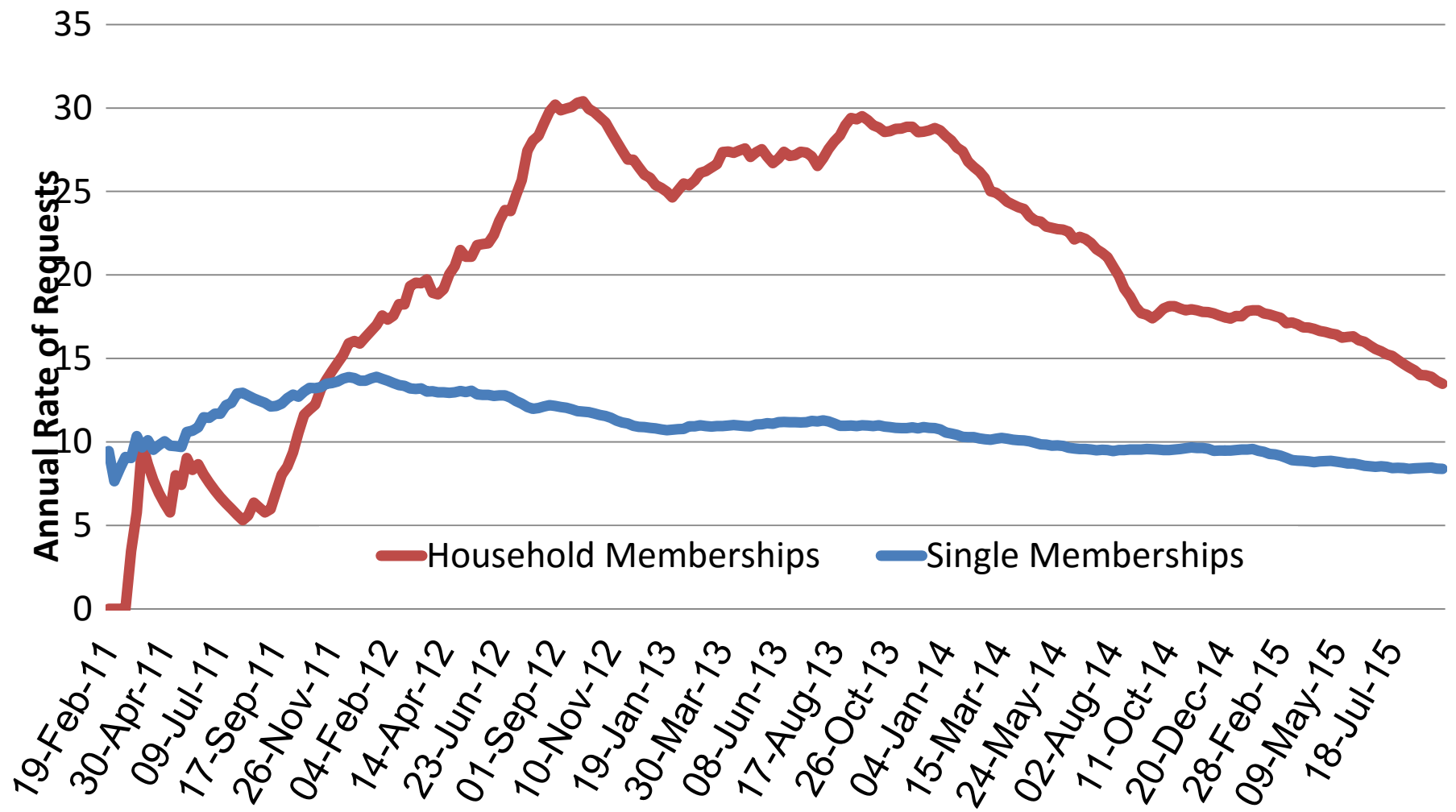


## Comparison of Services Used by Single Memberships and Household Memberships

- 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

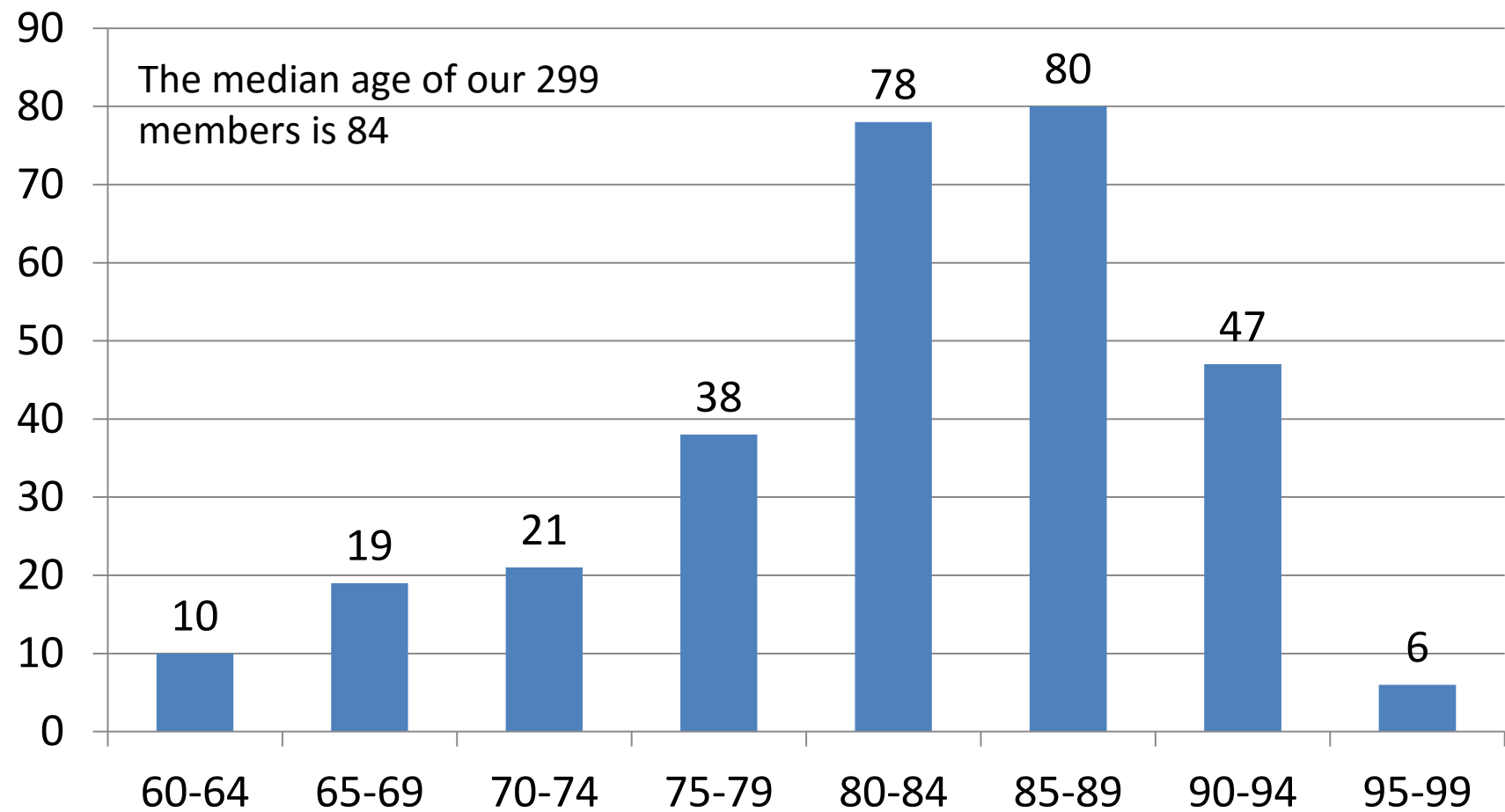


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

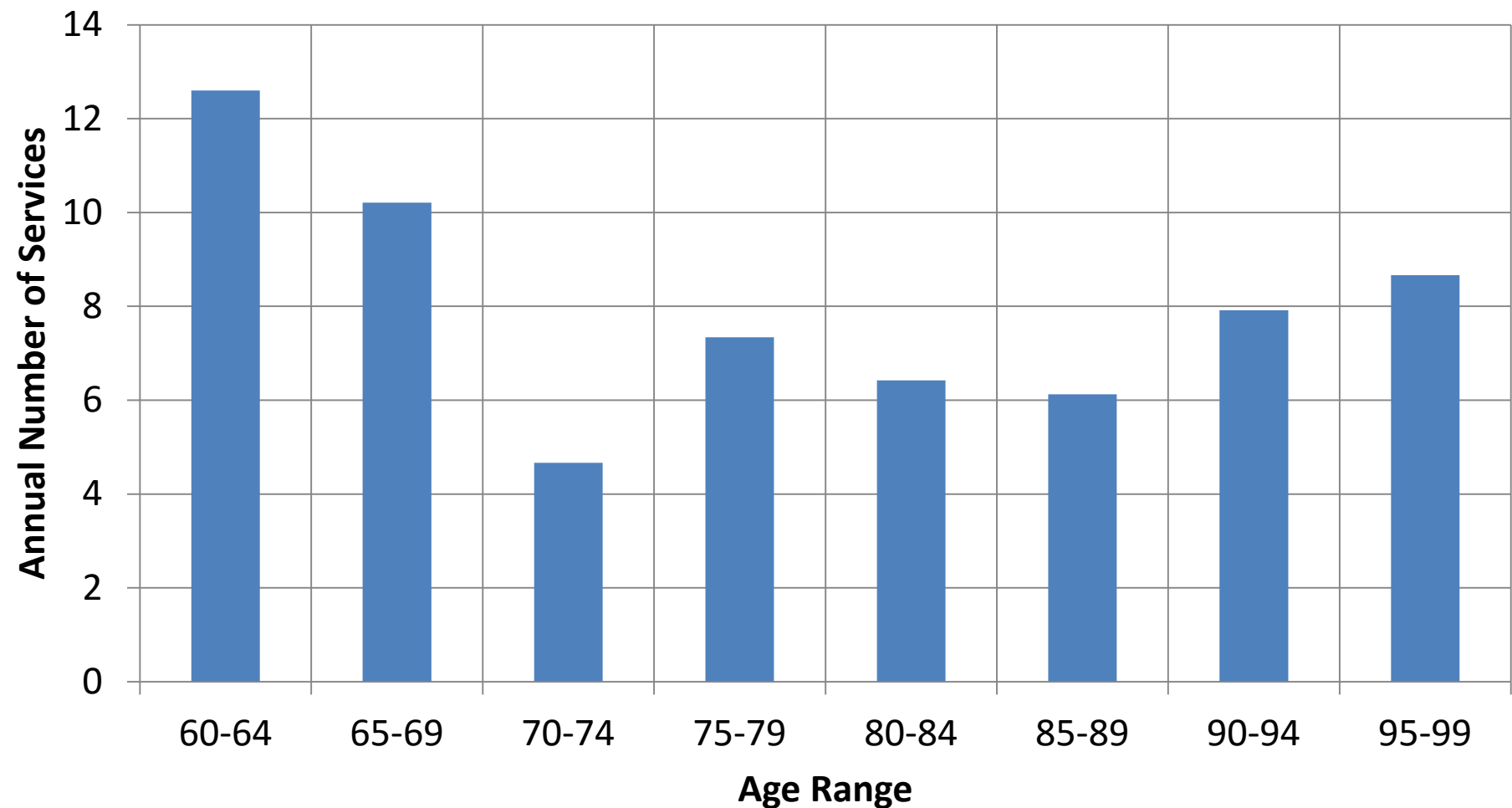
## Analysis by Age Group

- 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.

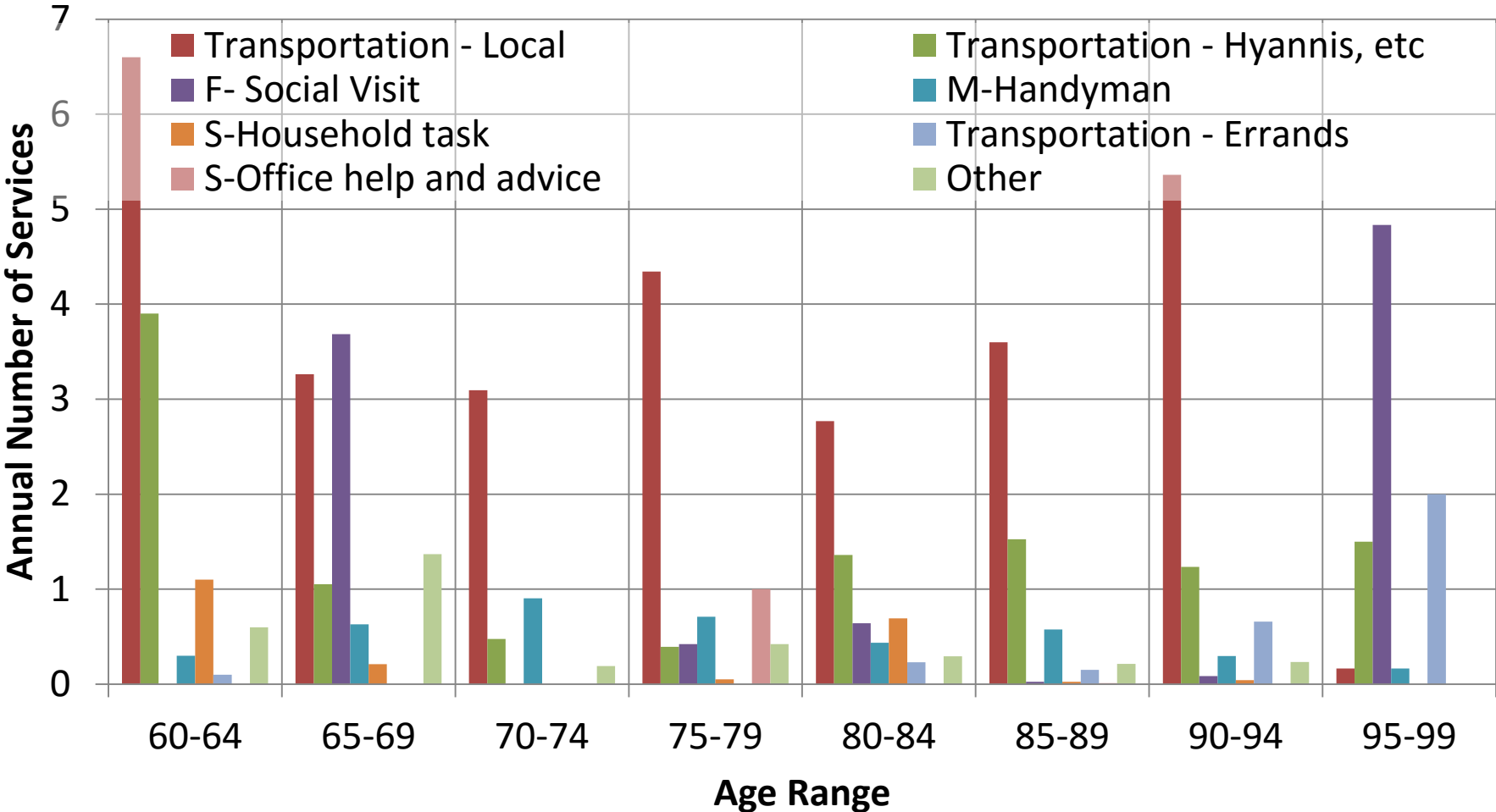
# Age of Members



# Annual Rate of Services by Age Range



# Annual Use of Services by Age



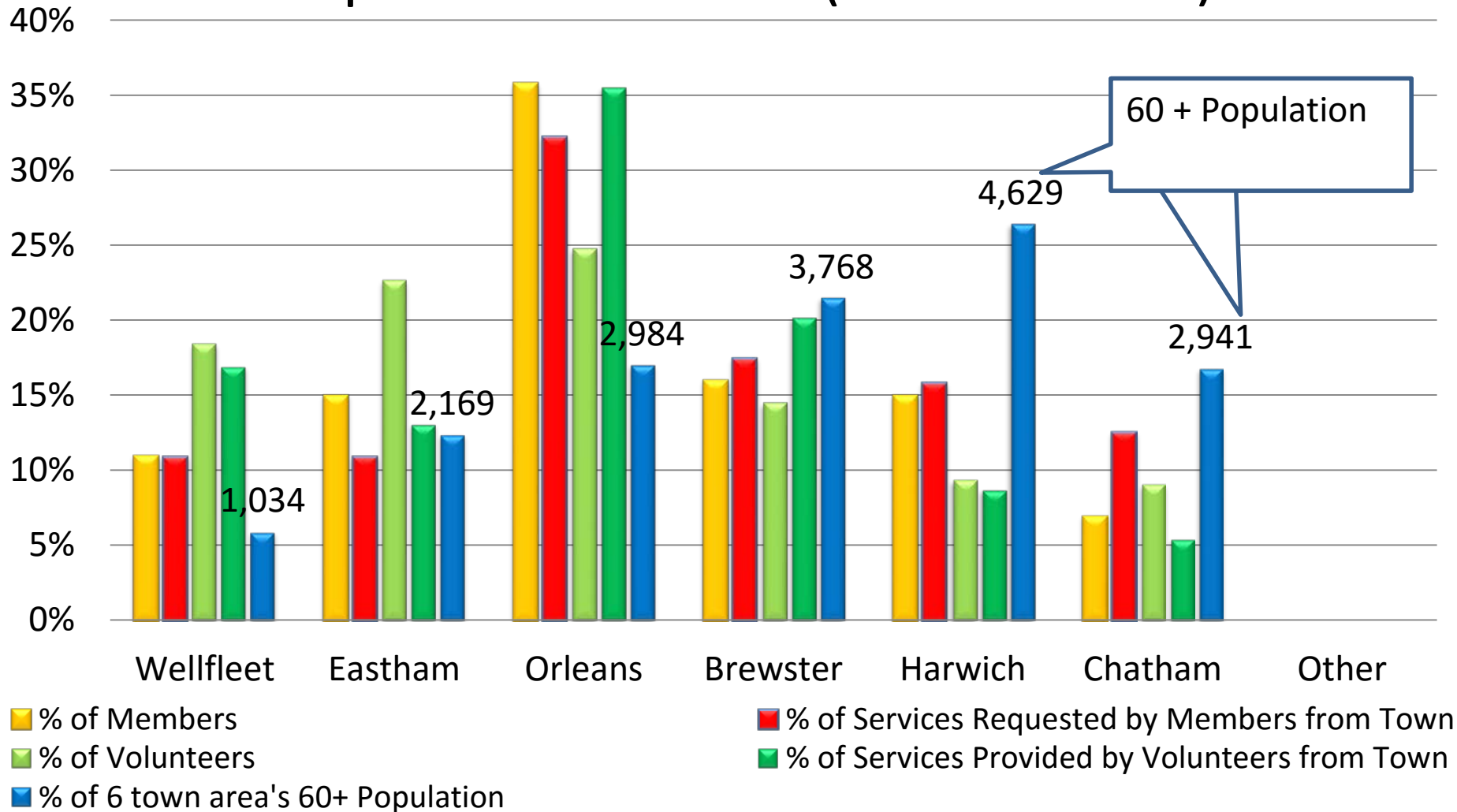
# **WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?**



## Towns of Service Providers and Recipients

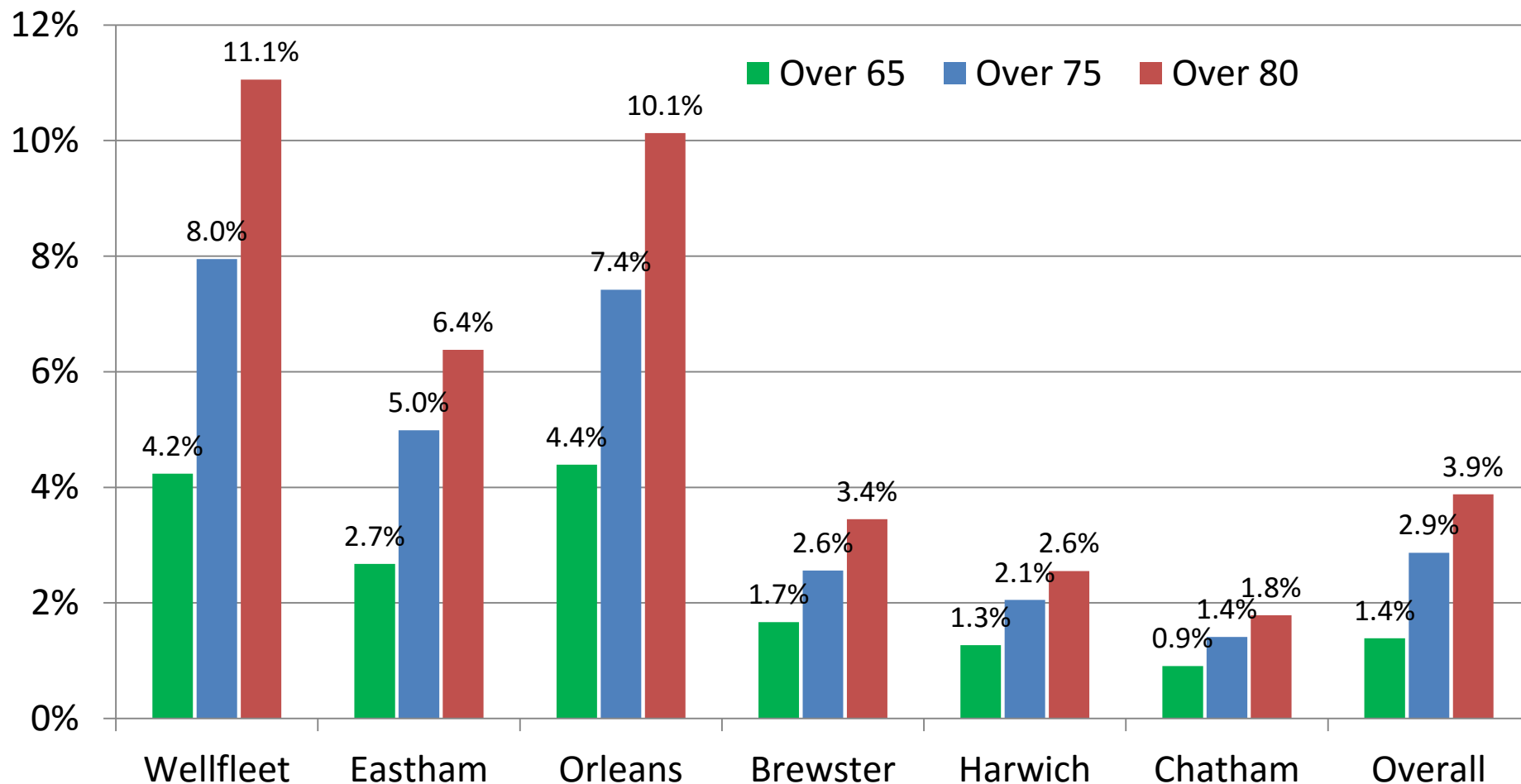
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
  - 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	1102	102	246	39	38	1	1528
	Eastham	644	420	596	99	133	17	1909
	Orleans	40	67	1470	231	77	117	2002
	Brewster	11	30	543	379	280	9	1252
	Harwich	11	2	69	126	490	10	708
	Chatham		1	29	8	85	71	194
	Other	6	0	8	8	7	0	29
	Total Used	1814	622	2961	890	1110	225	7622

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

46% of services are provided by someone from the same town; 72% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	16	5	7	1	2		31
	Eastham	4	8	5	5	2		24
	Orleans		4	33	5	3	20	65
	Brewster		3	7	15	12		37
	Harwich			1	6	9		16
	Chatham			6		1	3	10
	Other	0	0	0	0	0	0	0
	Total Used	20	20	59	32	29	23	183