

Week 242 Member Services Report October 3, 2015



View from the Deck of the Orleans Inn

[By looneytoobs](#)

Summary of the Past Week

- The new volunteer signup is working well.
 - 69% of services were filled by online signup.
 - 14% were filled by private arrangements.
 - 13% of services required phone calls.
 - 4% were filled by mail.
- As part of a change in strategy, recurring future services will only be listed one month in advance. The count of future services fell sharply as a result.
- We failed to fill only 1 request 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: 45 volunteers performed 49 services for 40 households and covered 10 office shifts. In total, with 8 filled cancellations we filled 67 assignments. In addition, 5 more requests were cancelled before volunteers were found.
 - Last Month: 90 volunteers performed 191 services for 73 households. We also covered 38 office shifts.
 - Last Year: 220 volunteers performed 2136 services for 193 households.
- We have **305** members and **327** volunteers.
 - The median age of our members is **84**.
 - The median age of our volunteers is **69**.
 - We added **9** new members, lost **2** and now have **305** members.
 - Our waiting list has still has **32** people.
 - People on the waiting list have waited a maximum of **7** weeks.
 - We added **no** new volunteers and lost **4**, for a total of **327** volunteers.

Looking Forward

- We have **209** future service requests booked for the next three months, a dramatic drop because we decided to list recurring services only one month in advance.
 - **19** future service requests have been cancelled
 - **9** services remain to be filled for next week.
 - **45** more need filling in the following three weeks.
 - **68%** of services for the next four weeks have volunteers, which is very good.
 - **70%** of services for the next thirteen weeks have volunteers assigned, a good number.
- 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?

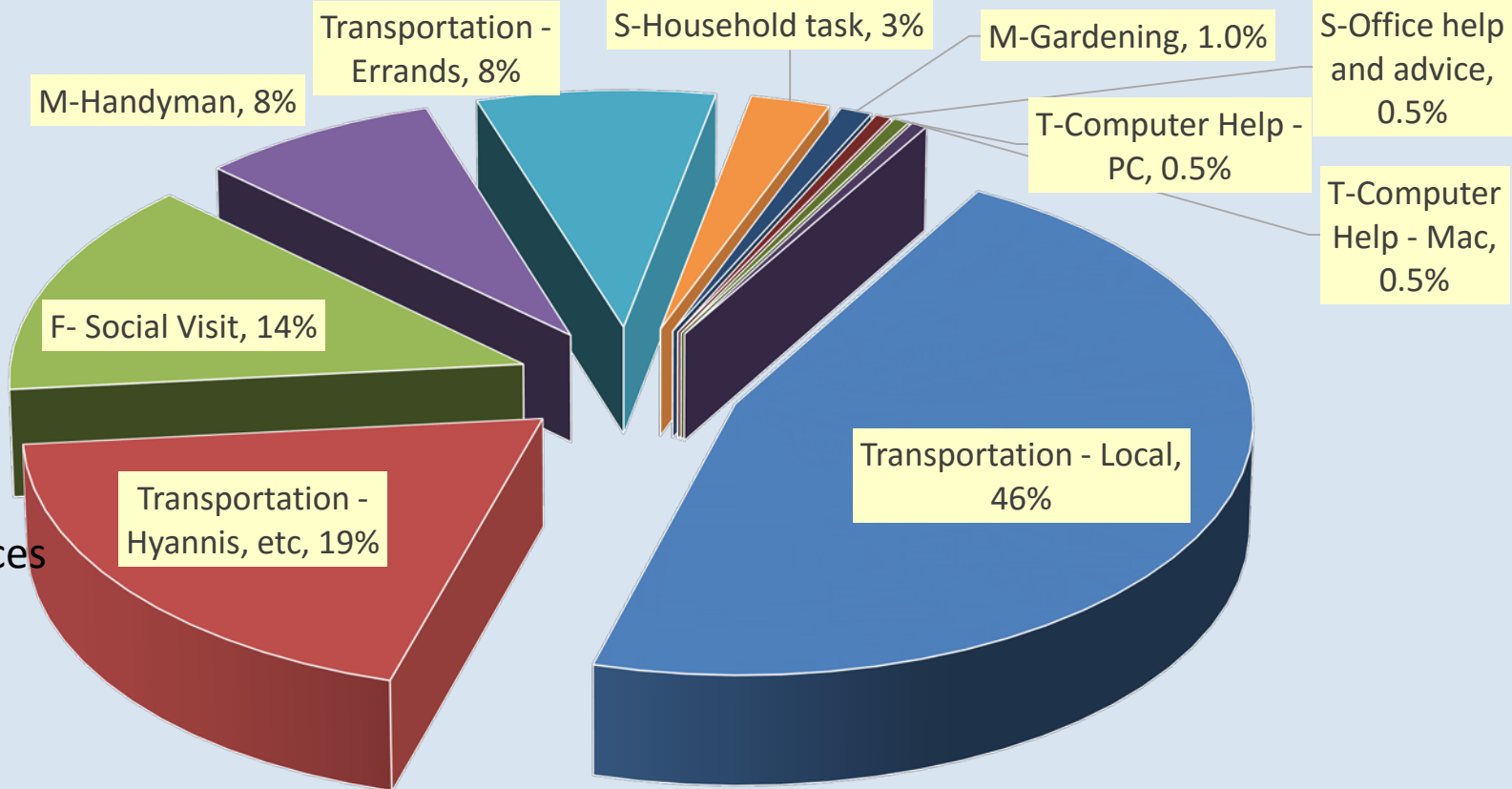
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**73%**).
- Social visits are up, including one where a member uses a volunteer's pool daily to do exercises.
- **72** households (**29%**) [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 **68%** of services, the highest it has ever been.
- **13** services were cancelled for this week, **7** after volunteers were found, and **1** which could not be filled.

Services in the Last 4 Weeks

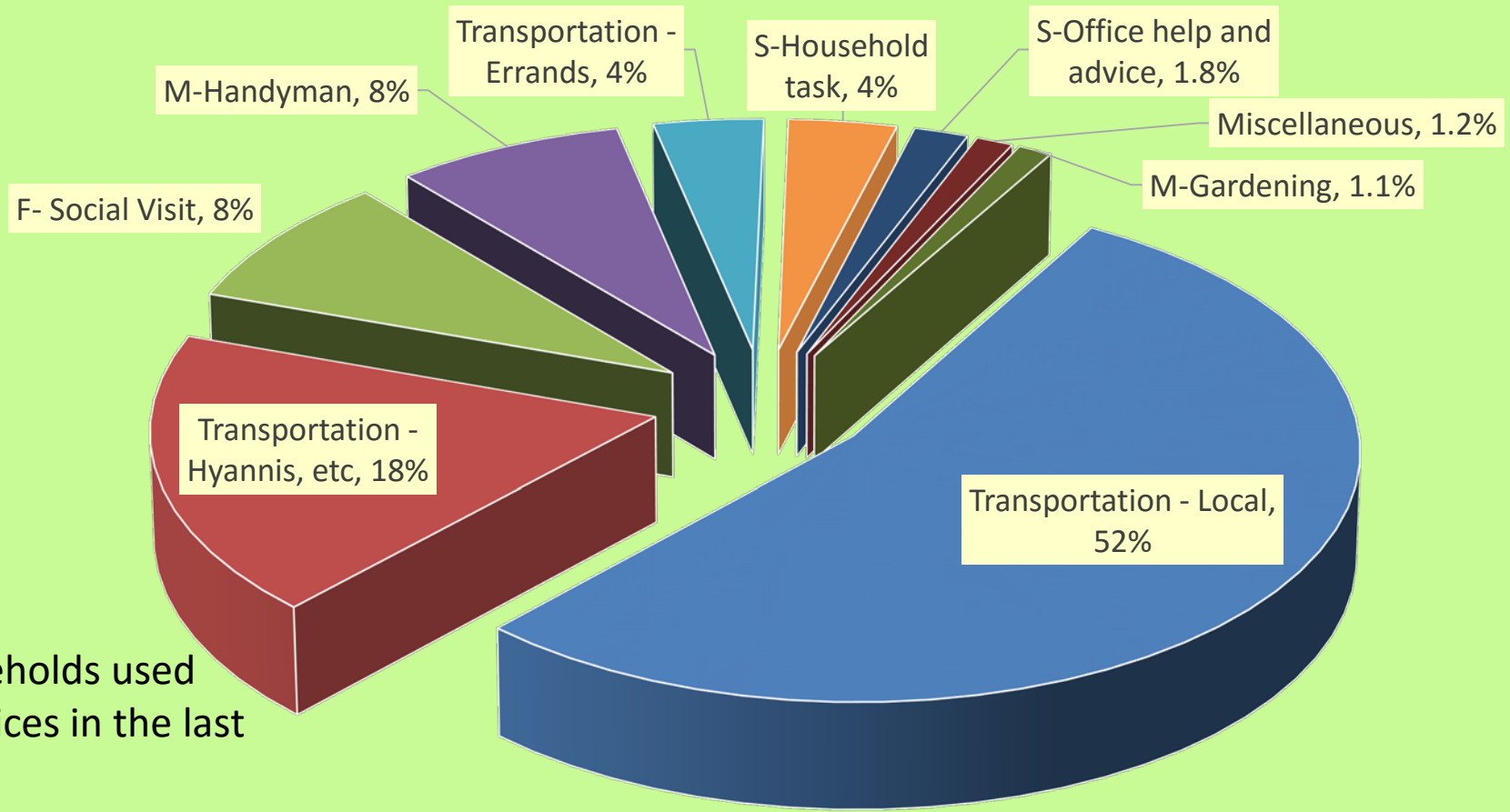
10/3/2015



72 households
used 191 services
in the last four
weeks

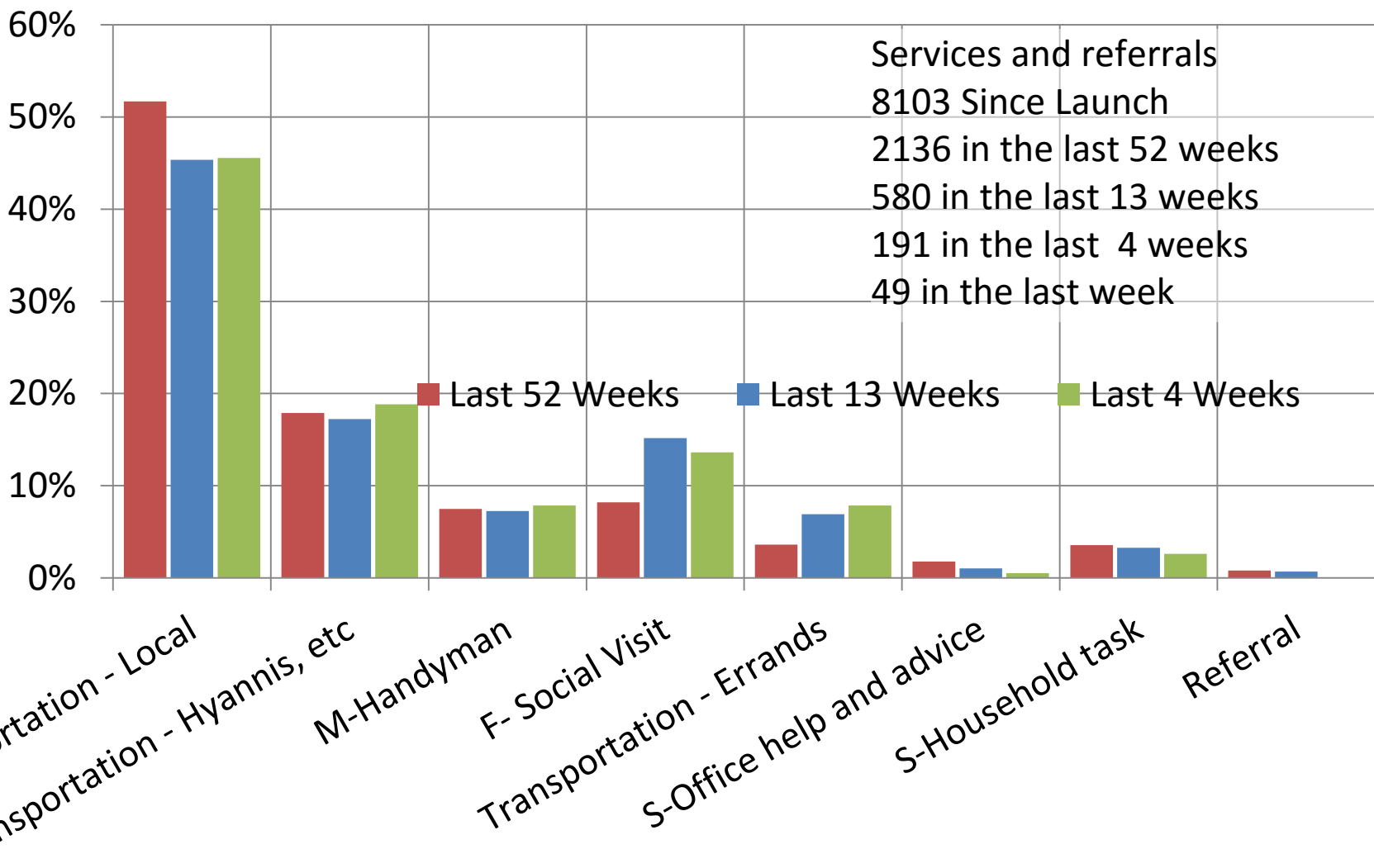
Services in the Last 52 Weeks

10/3/2015

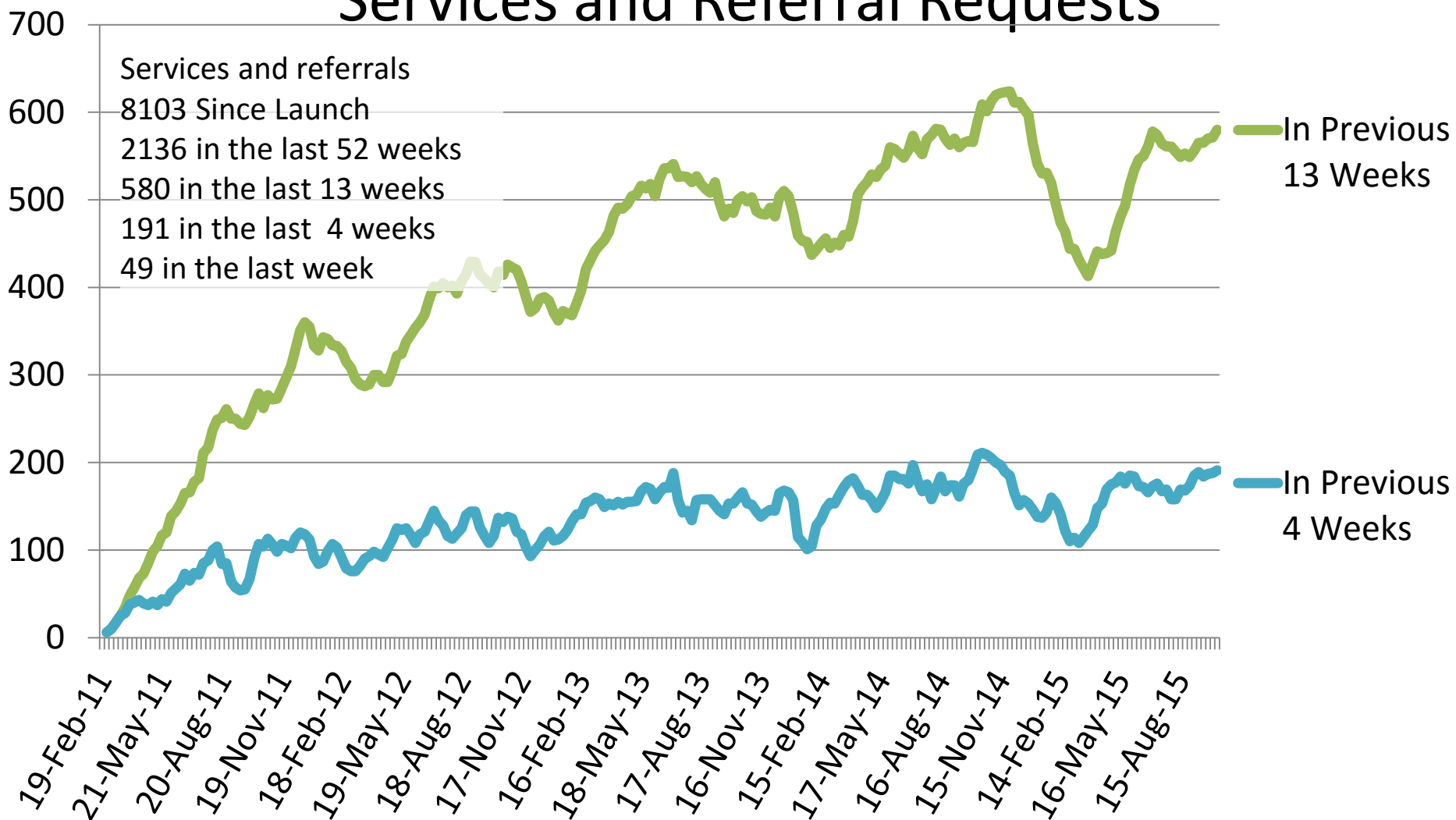


195 households used
2136 services in the last
52 weeks

Trends in Services

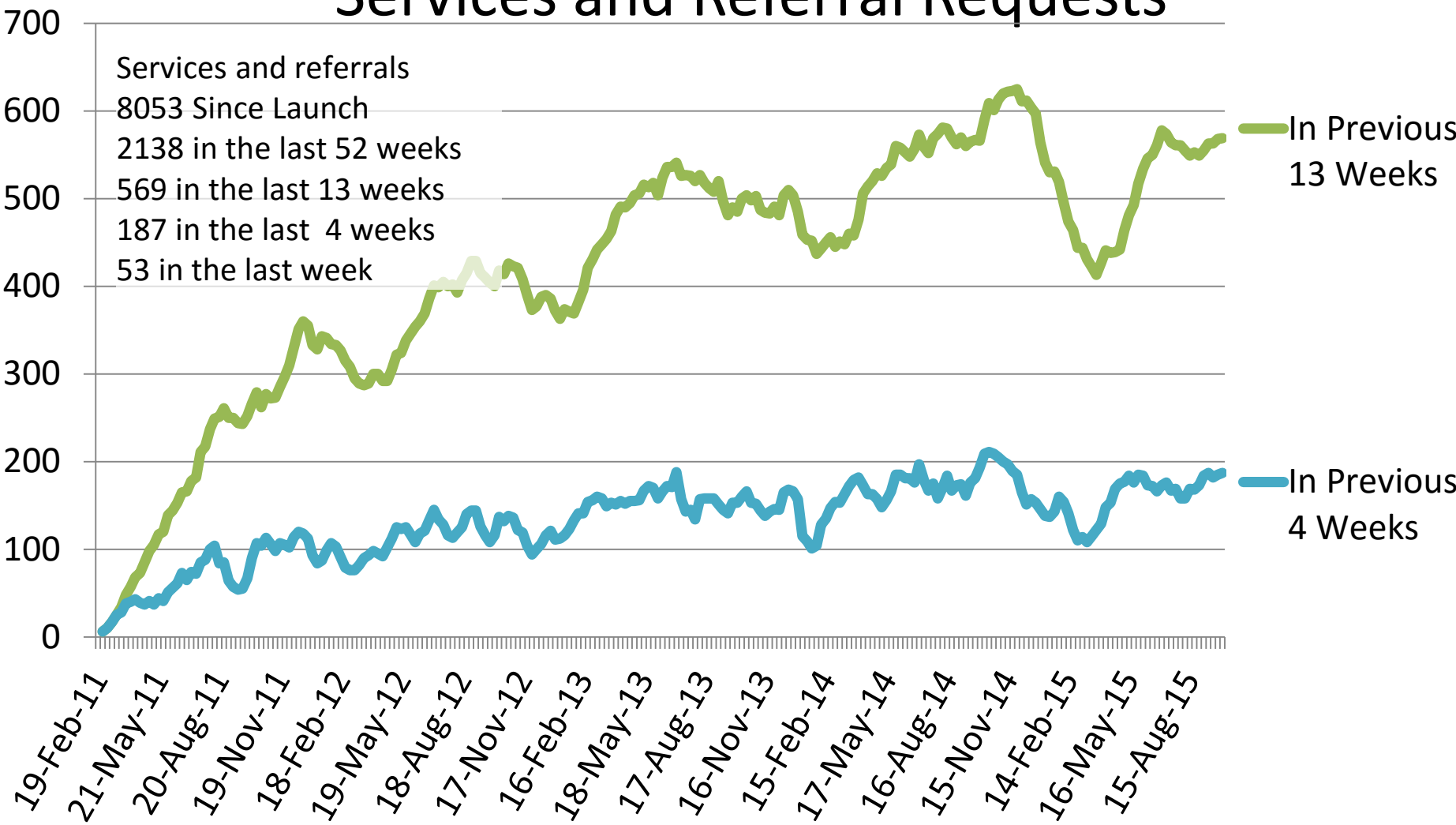


Services and Referral Requests

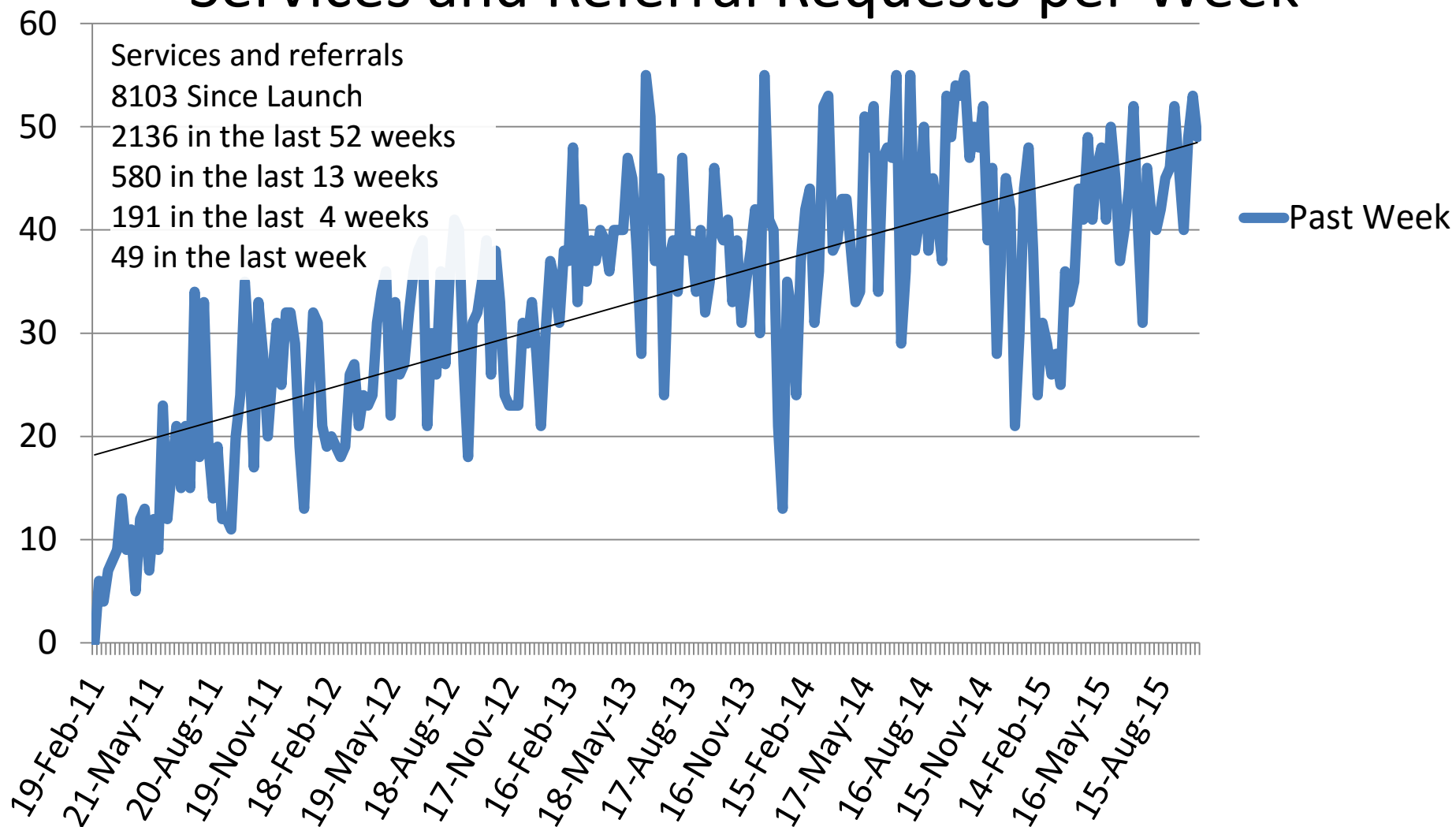




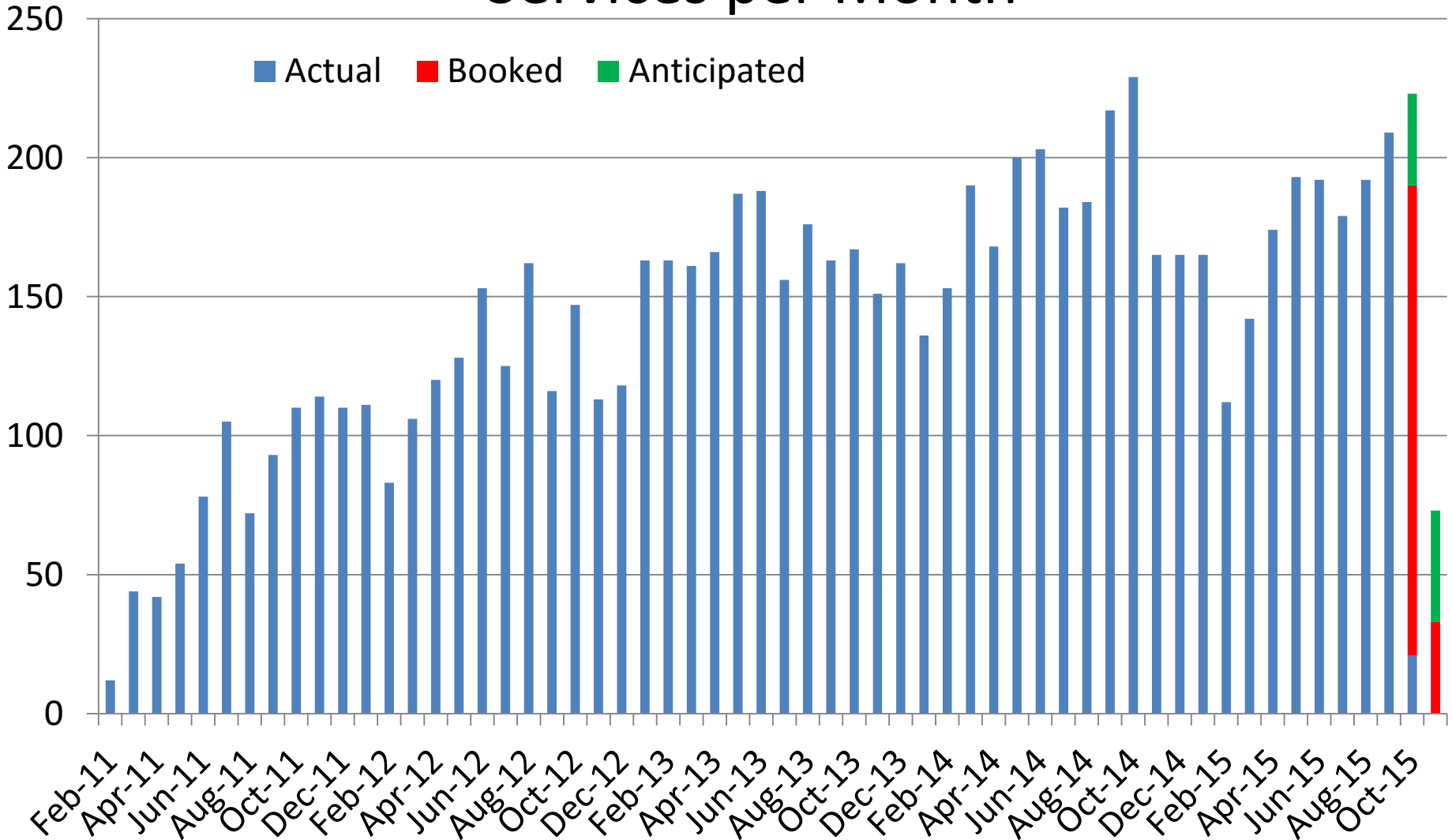
Services and Referral Requests



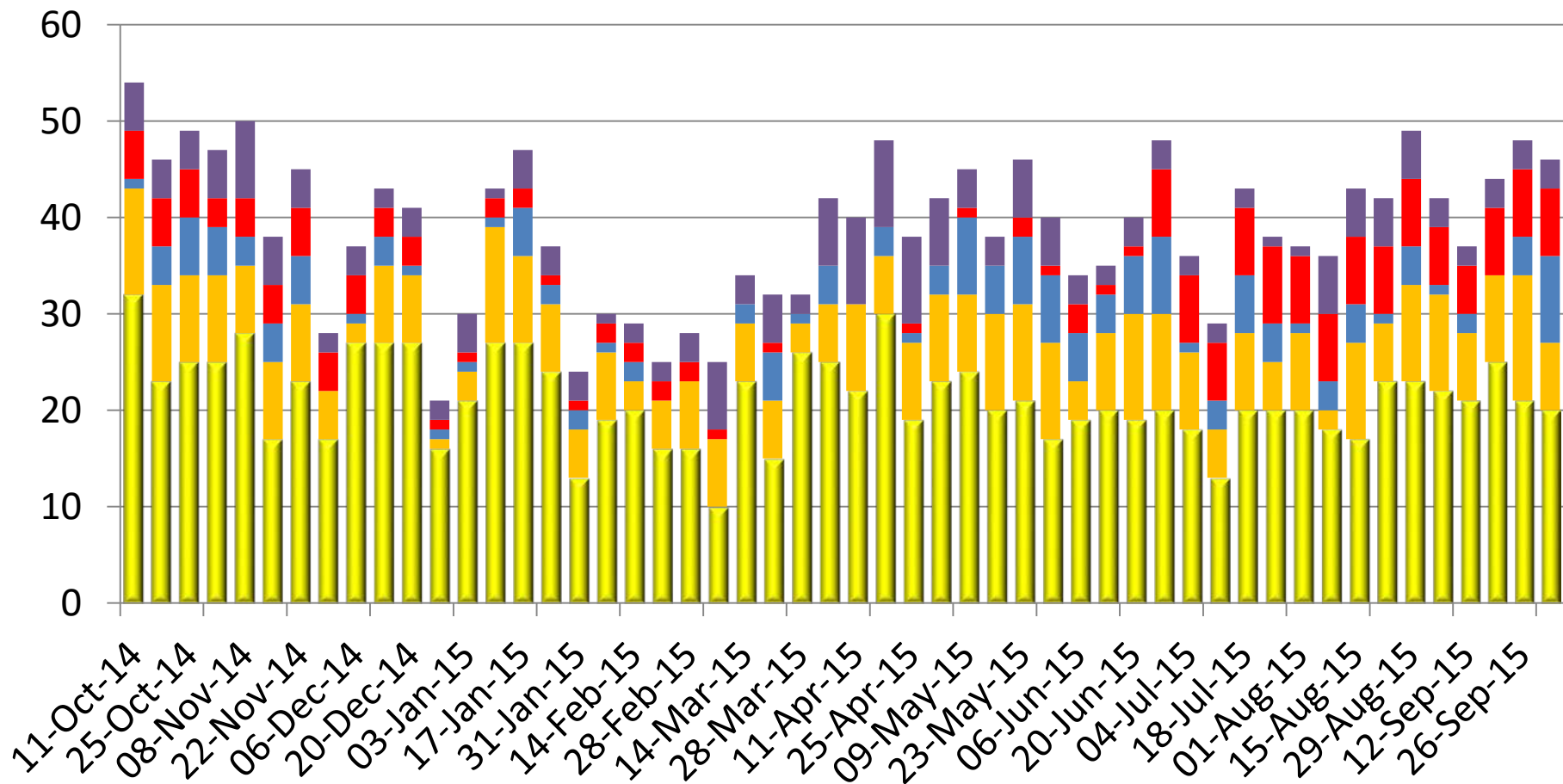
Services and Referral Requests per Week



Services per Month

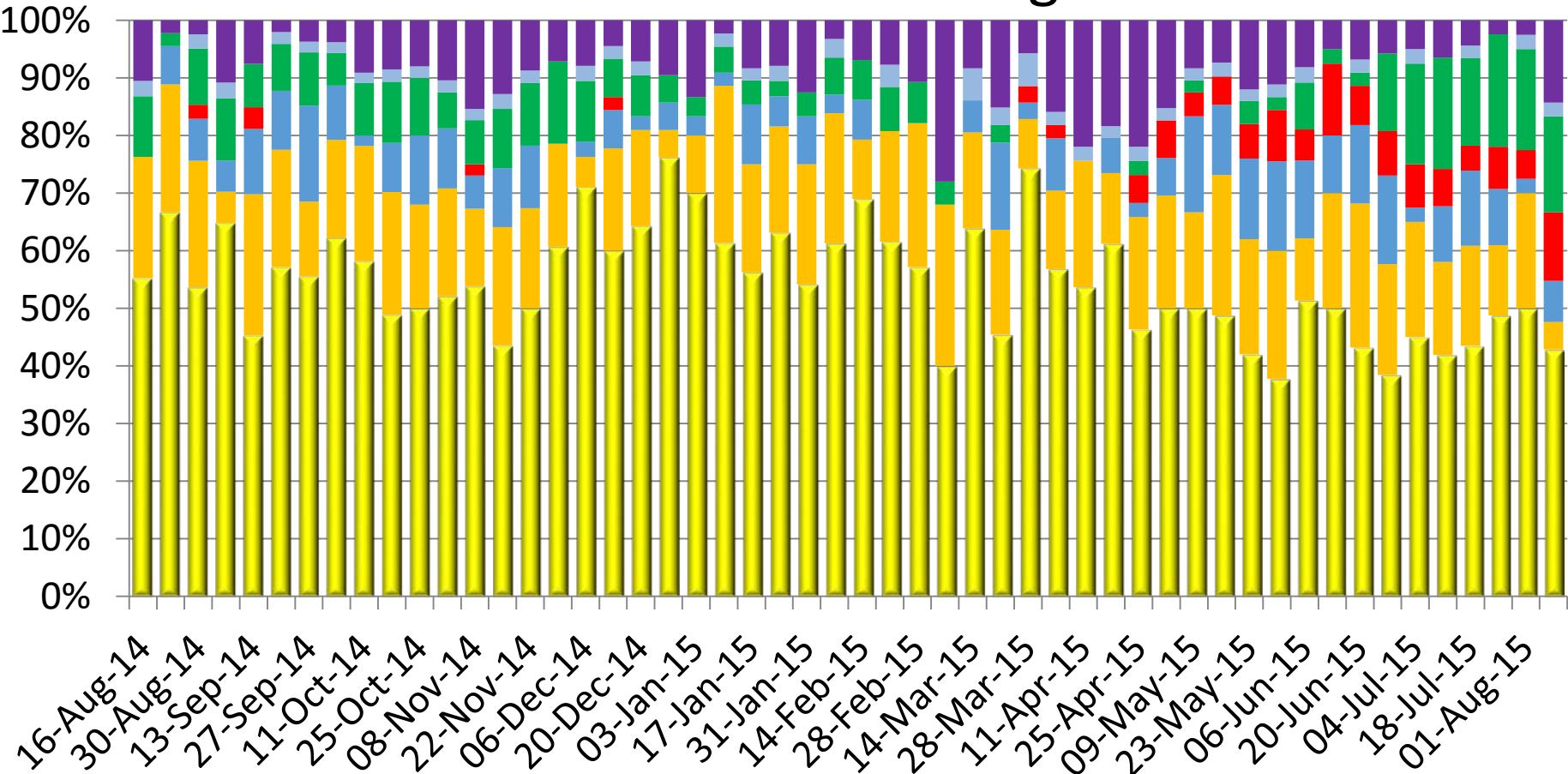









How Have Direct Services Varied in the Last Year?



Transportation - Local
 Transportation - Hyannis, etc
 M-Handyman
 F- Social Visit
 Other

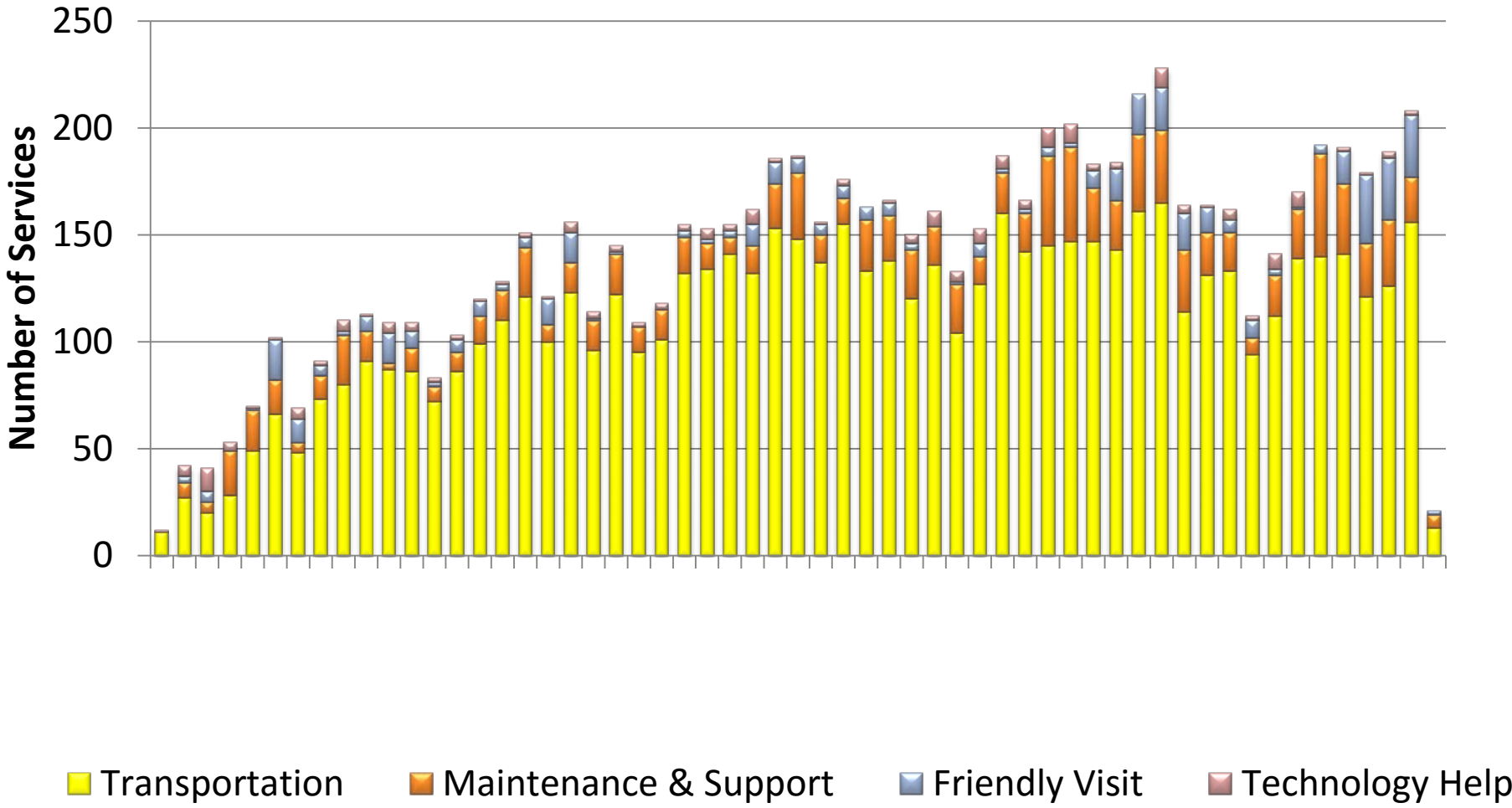
Variation on a Percentage Basis



-  Transportation - Local
-  Transportation - Hyannis, etc
-  M-Handyman
-  Transportation - Errands
-  F- Social Visit
-  S-Office help and advice
-  Other

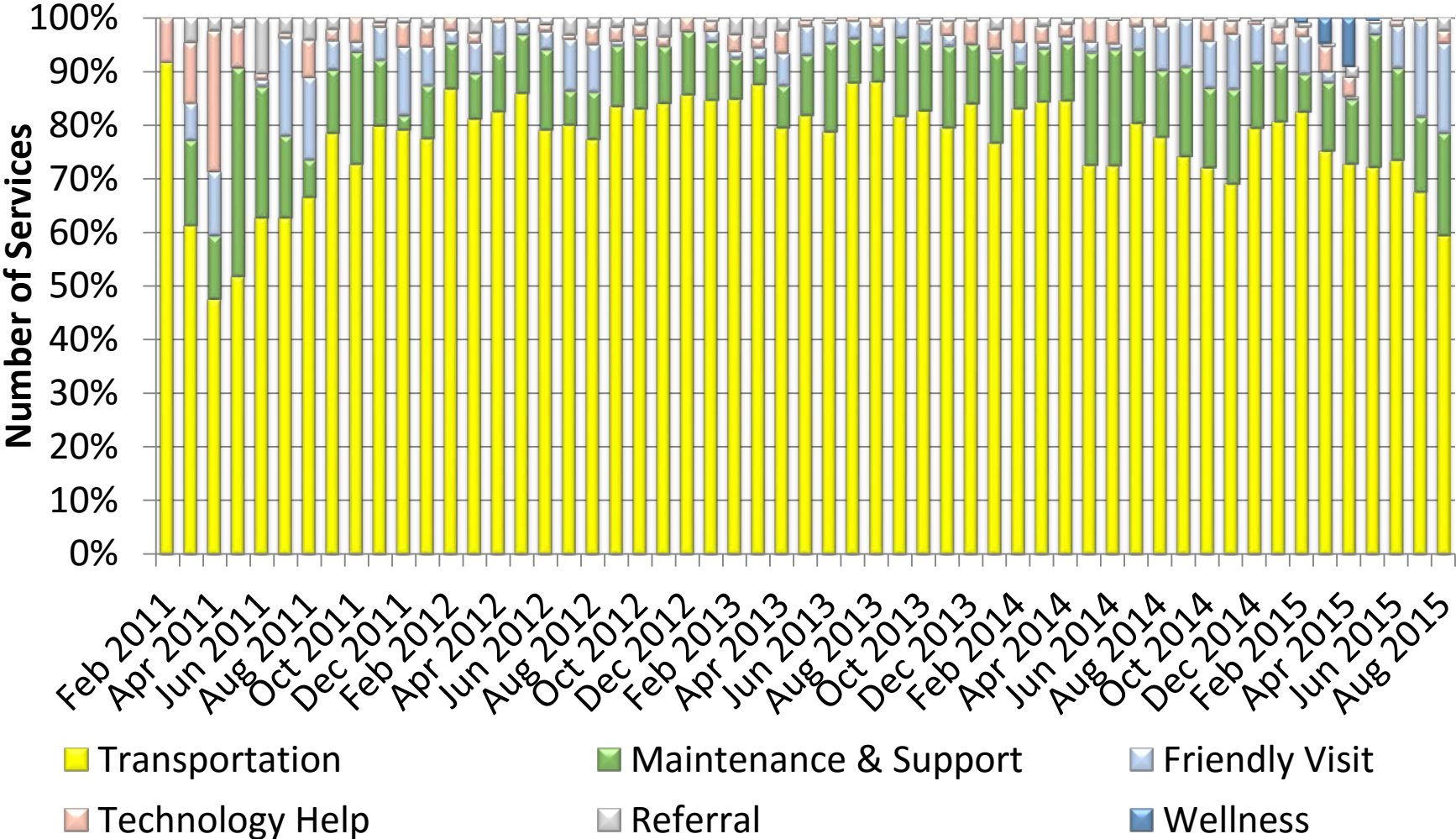


Service Categories





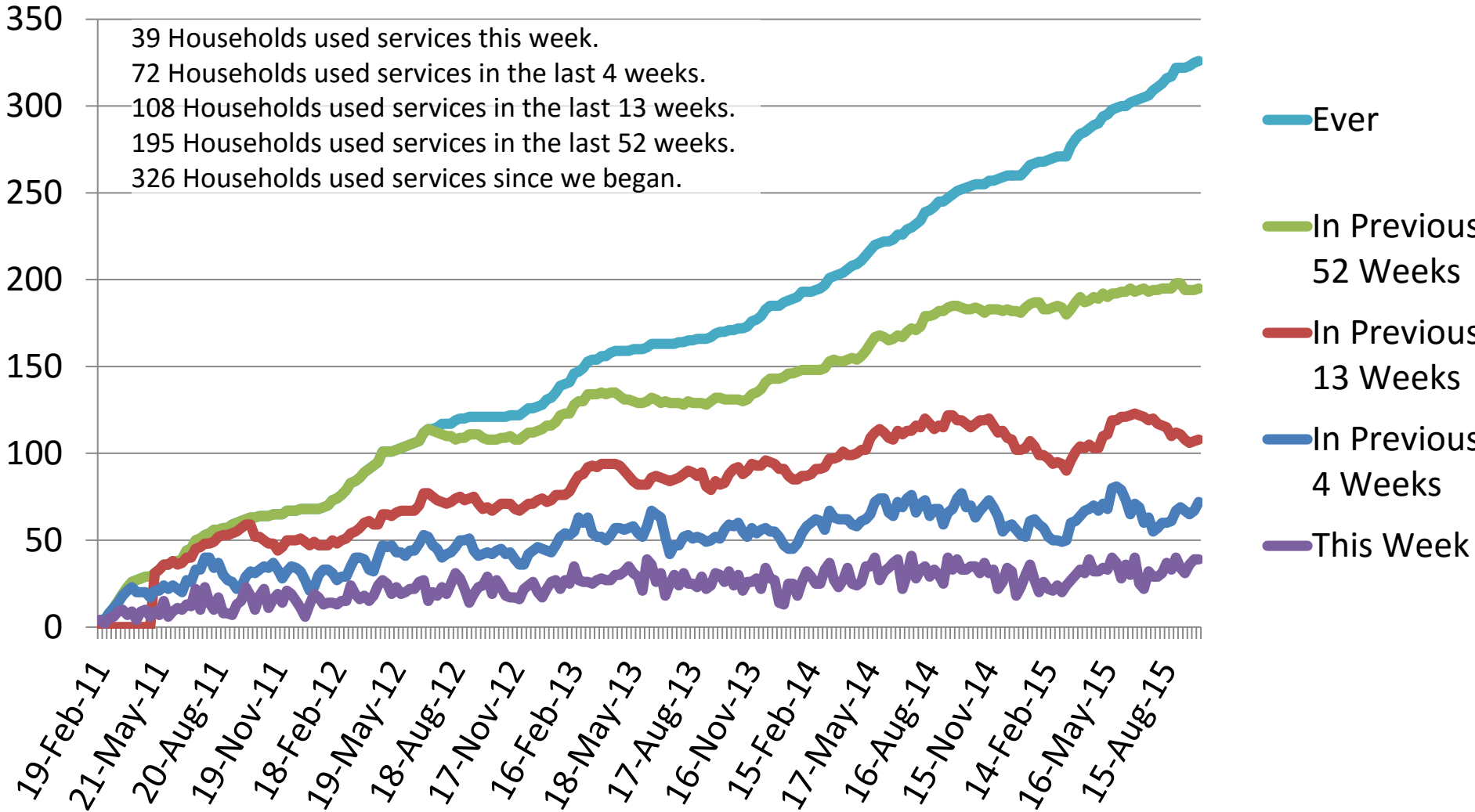
Service Categories Variation on a Percentage Basis



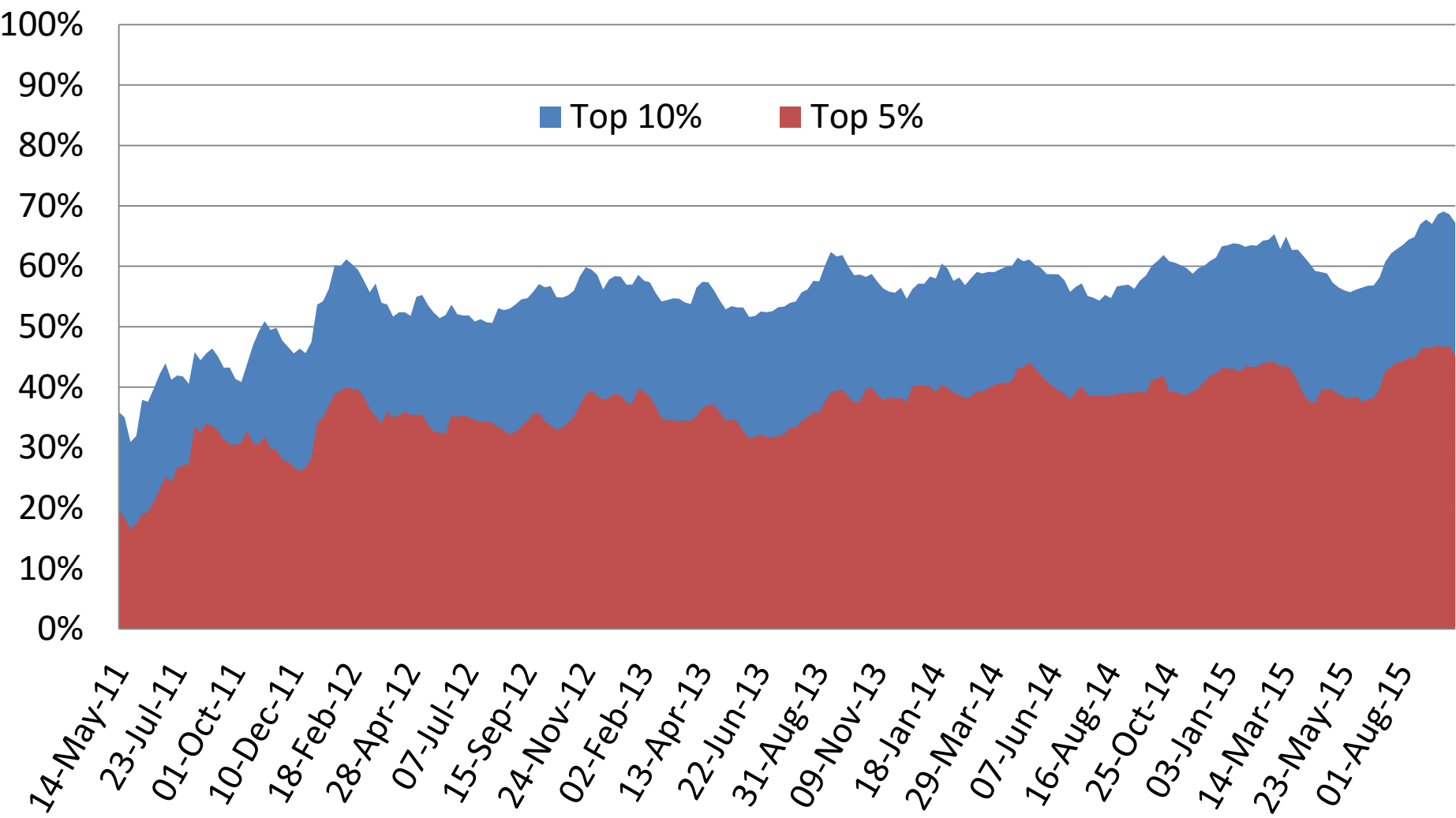
HOW MANY HOUSEHOLDS USE SERVICES?



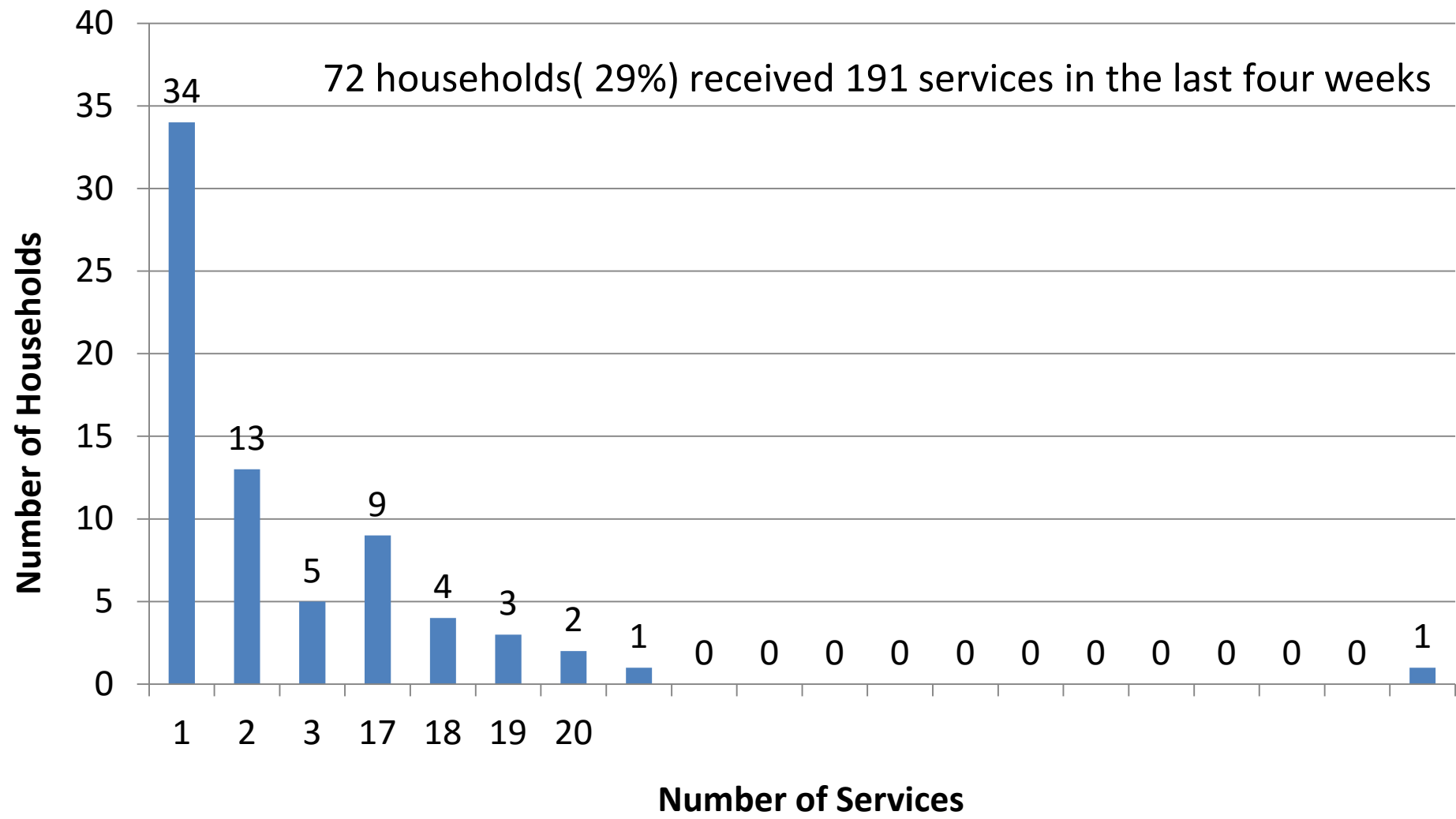
How Many Households Served



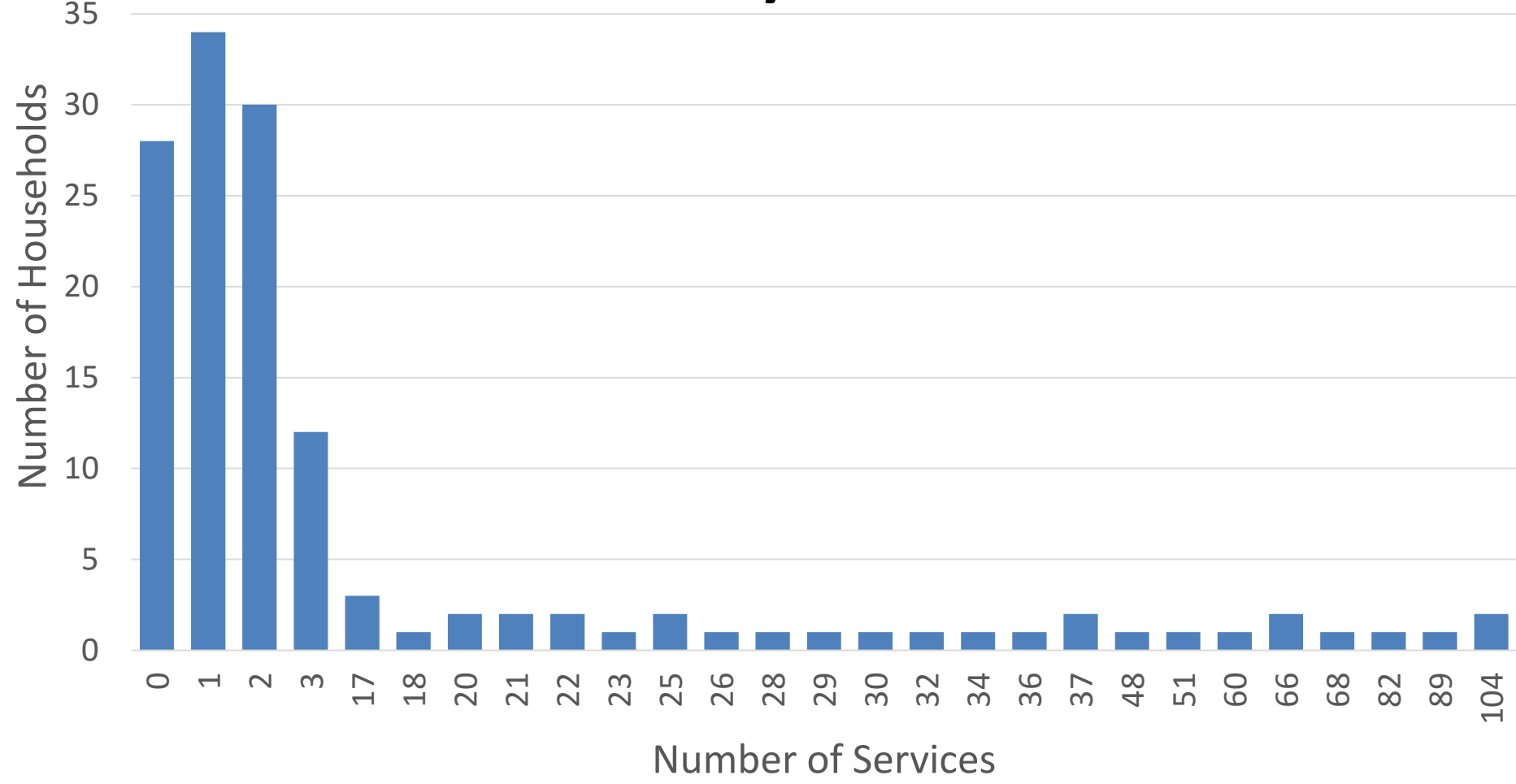
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

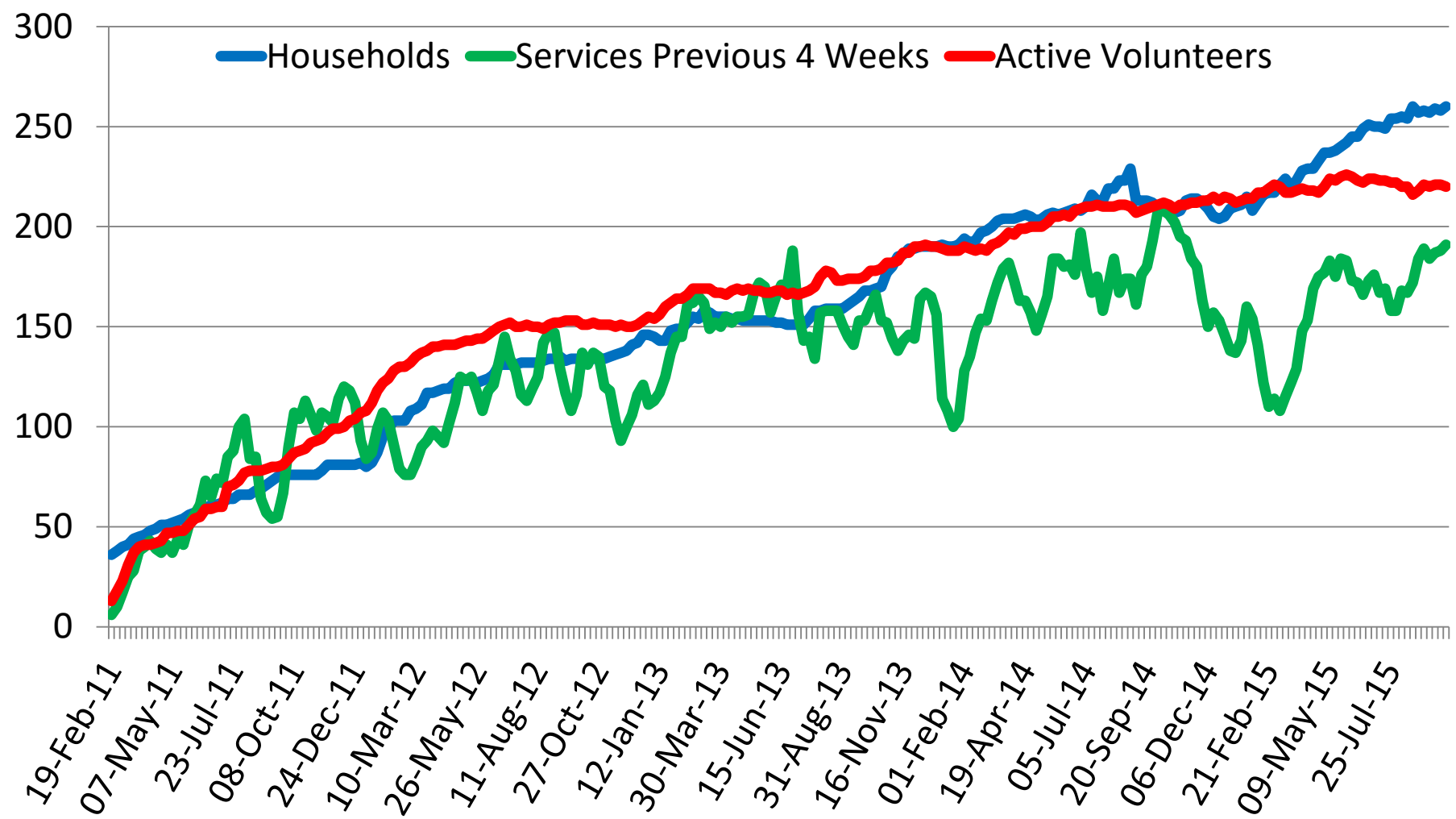


Services in Last Year by Current Households



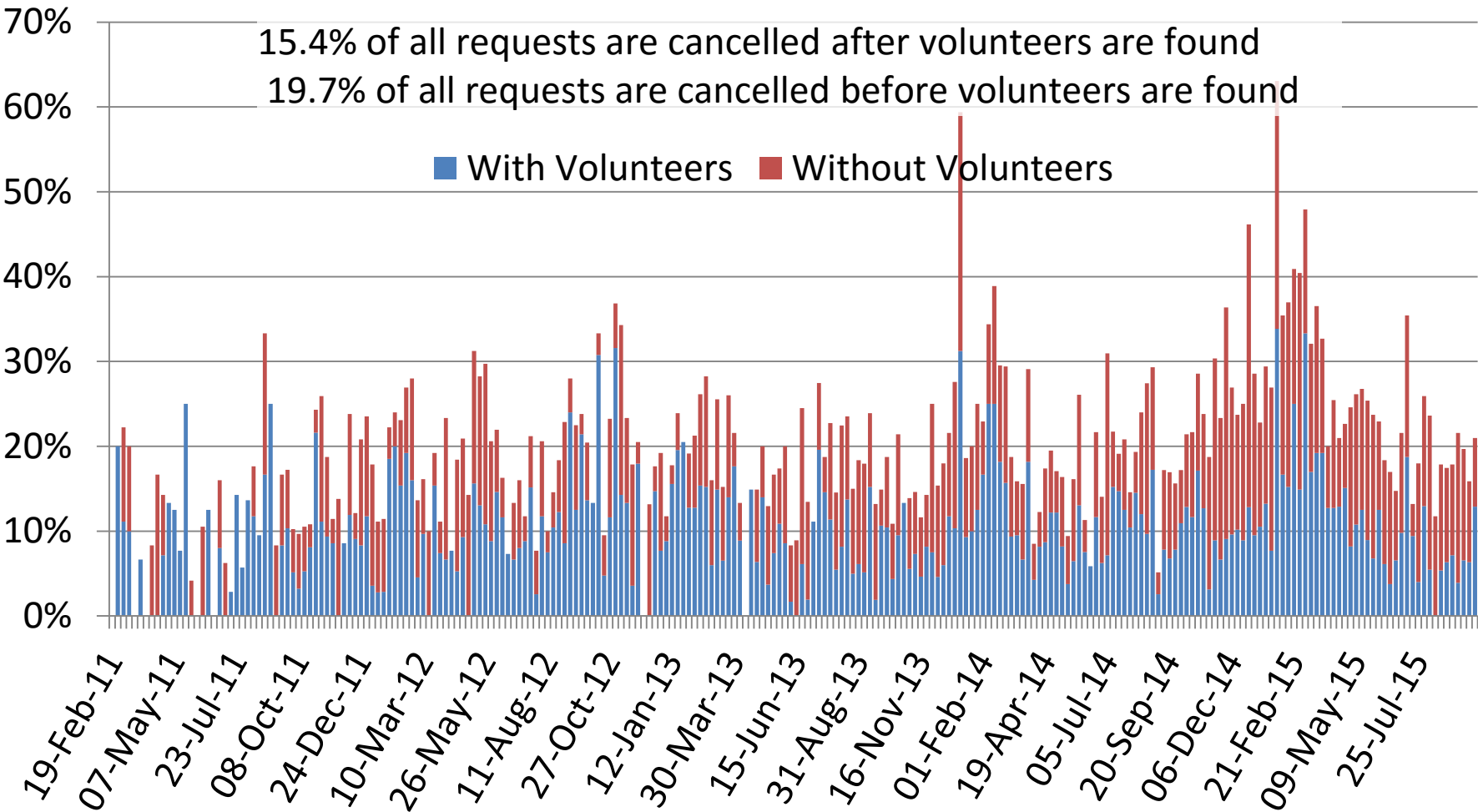


Memberships, Active Volunteers, and Services per Month



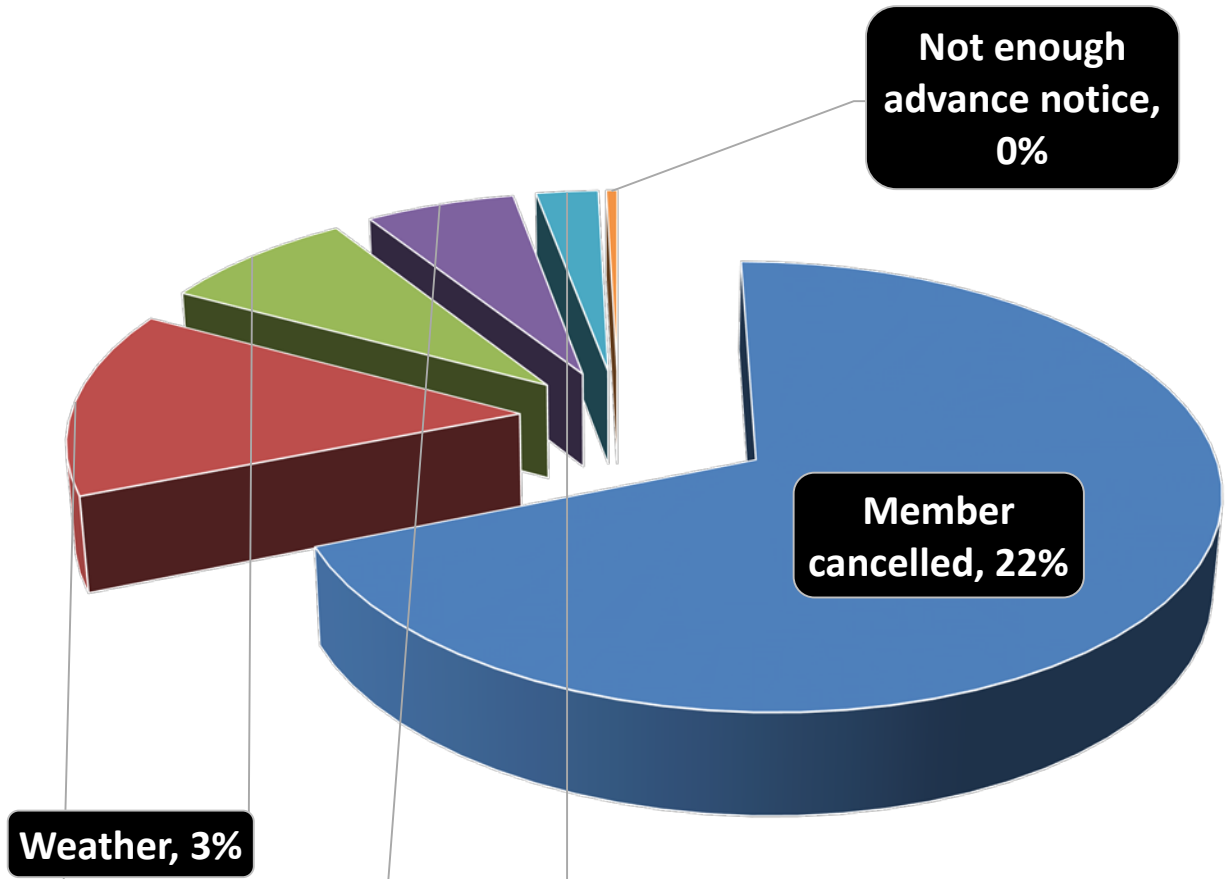
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



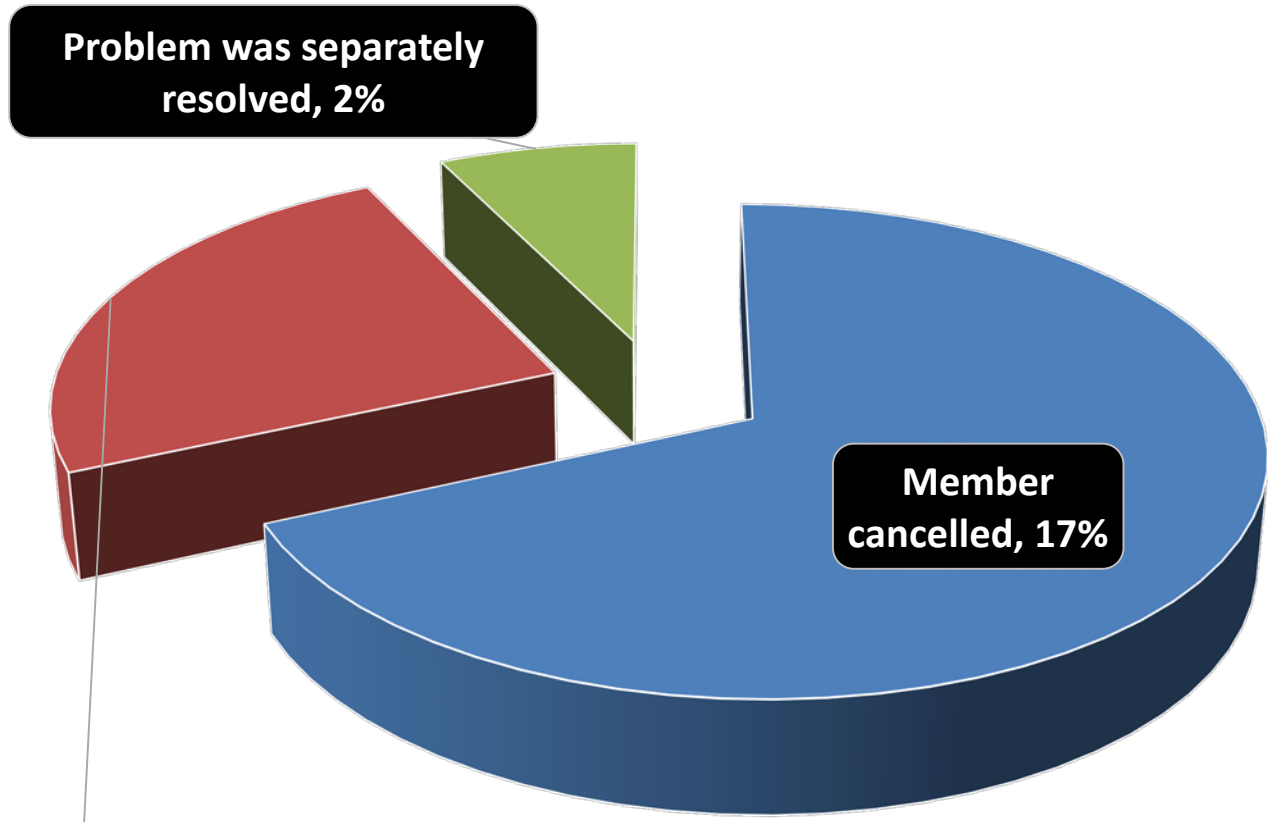
Cancellation Reasons (Last 52 Weeks)

In addition to 2130 services performed last year, an additional 32% were cancelled.

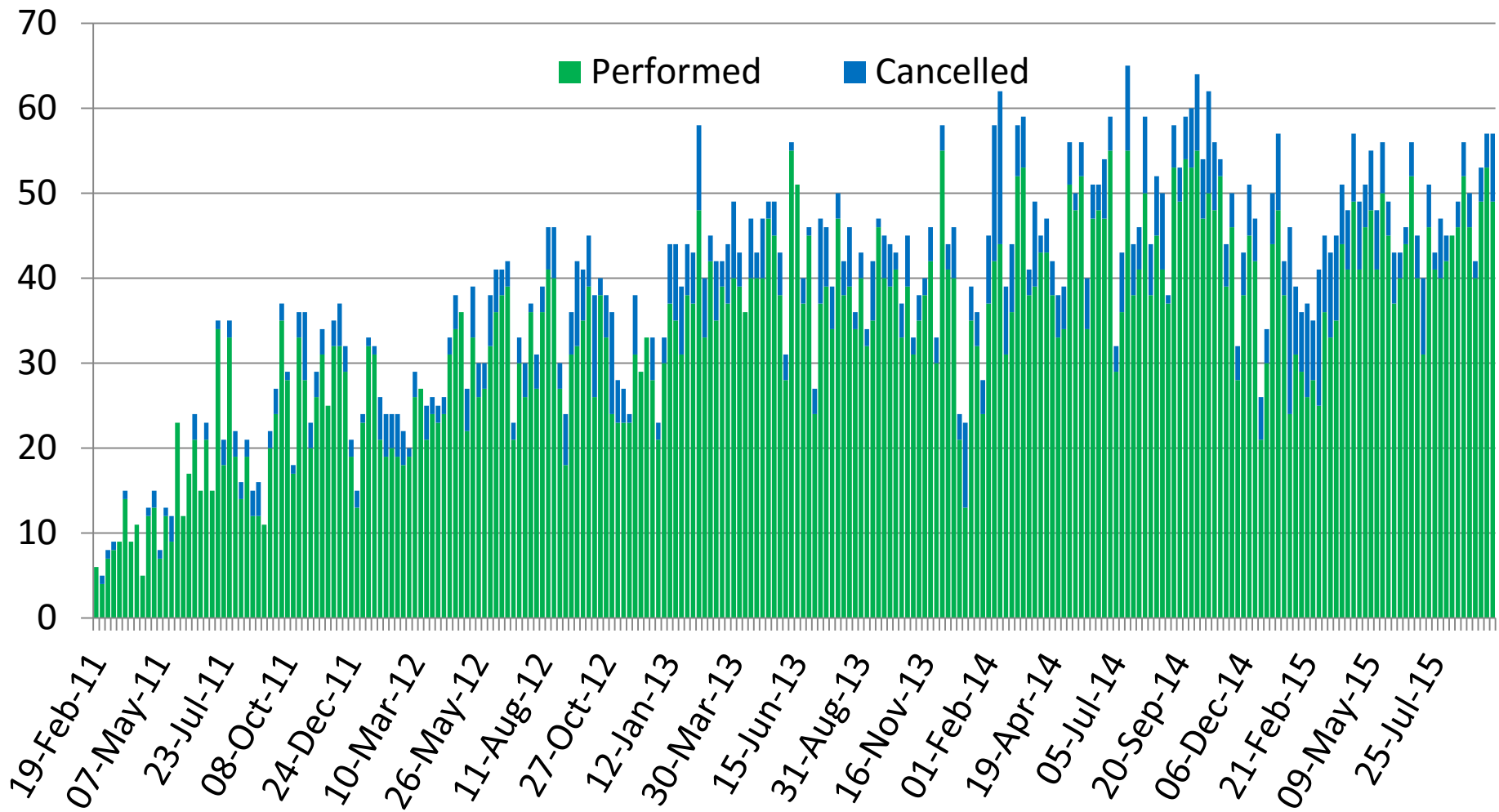


Cancellation Reasons (Last 4 Weeks)

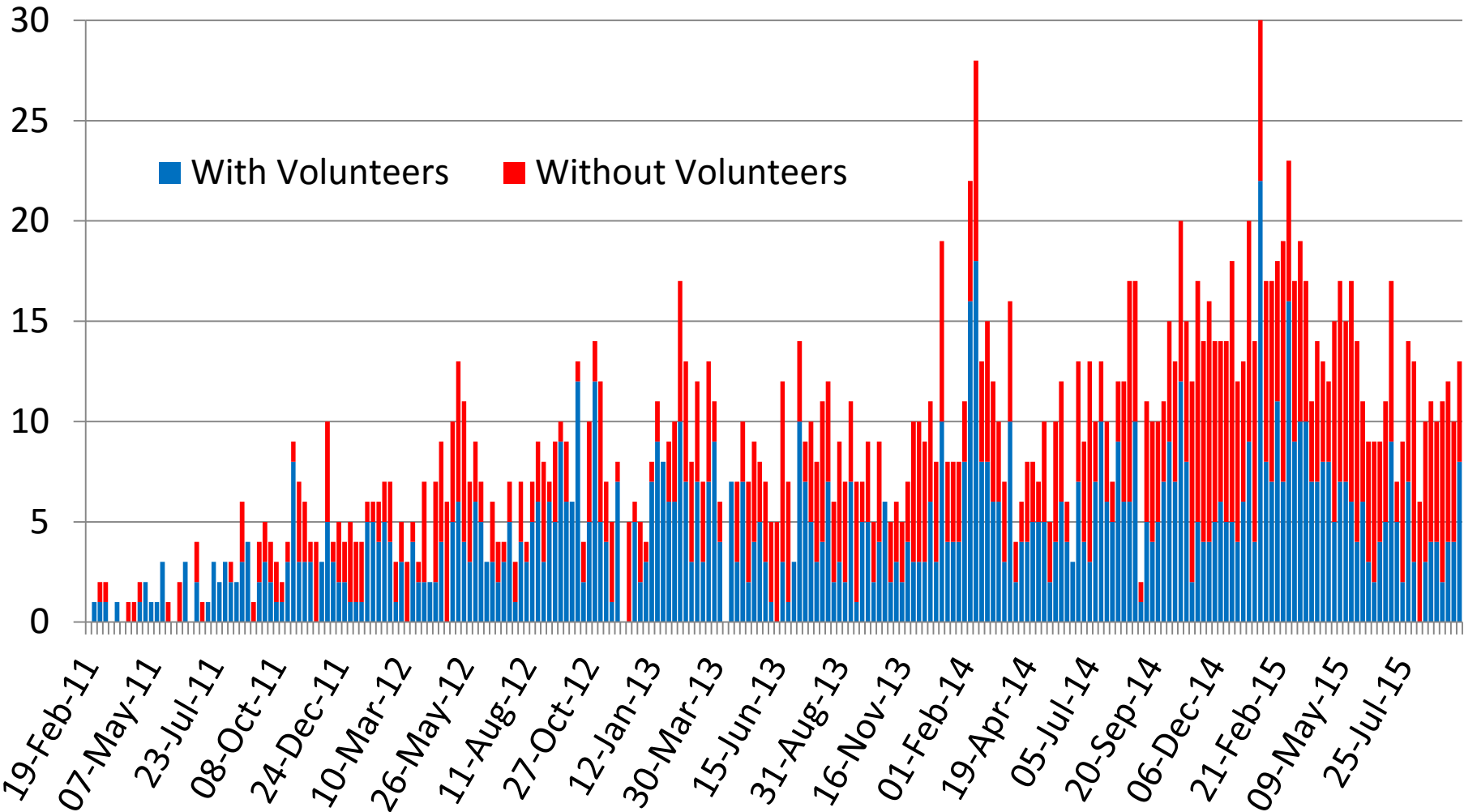
In addition to 168 services performed in the last four weeks, an additional 25% were cancelled.



Services Filled



All Cancelled Services



RETENTION

WHY MEMBERS QUIT

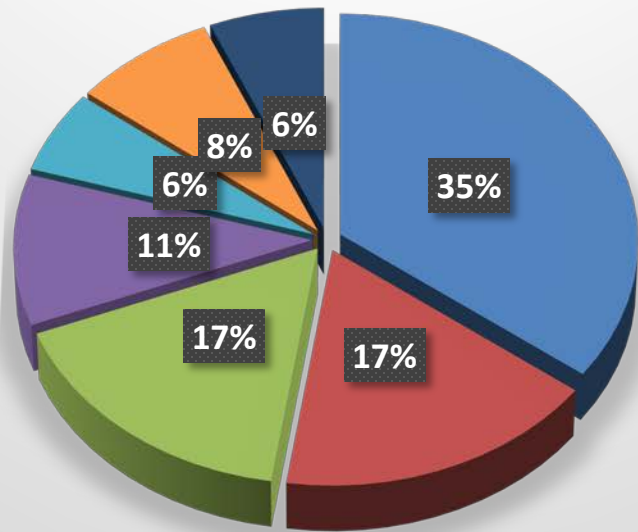
Why Members Quit

- Since we began in February 2011, we have had a total of 492 members, 187 of whom (38%) 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

10/3/2015

Since we began in February 2011, we have had a total of 492 members, 187 of whom (38%) have dropped their membership

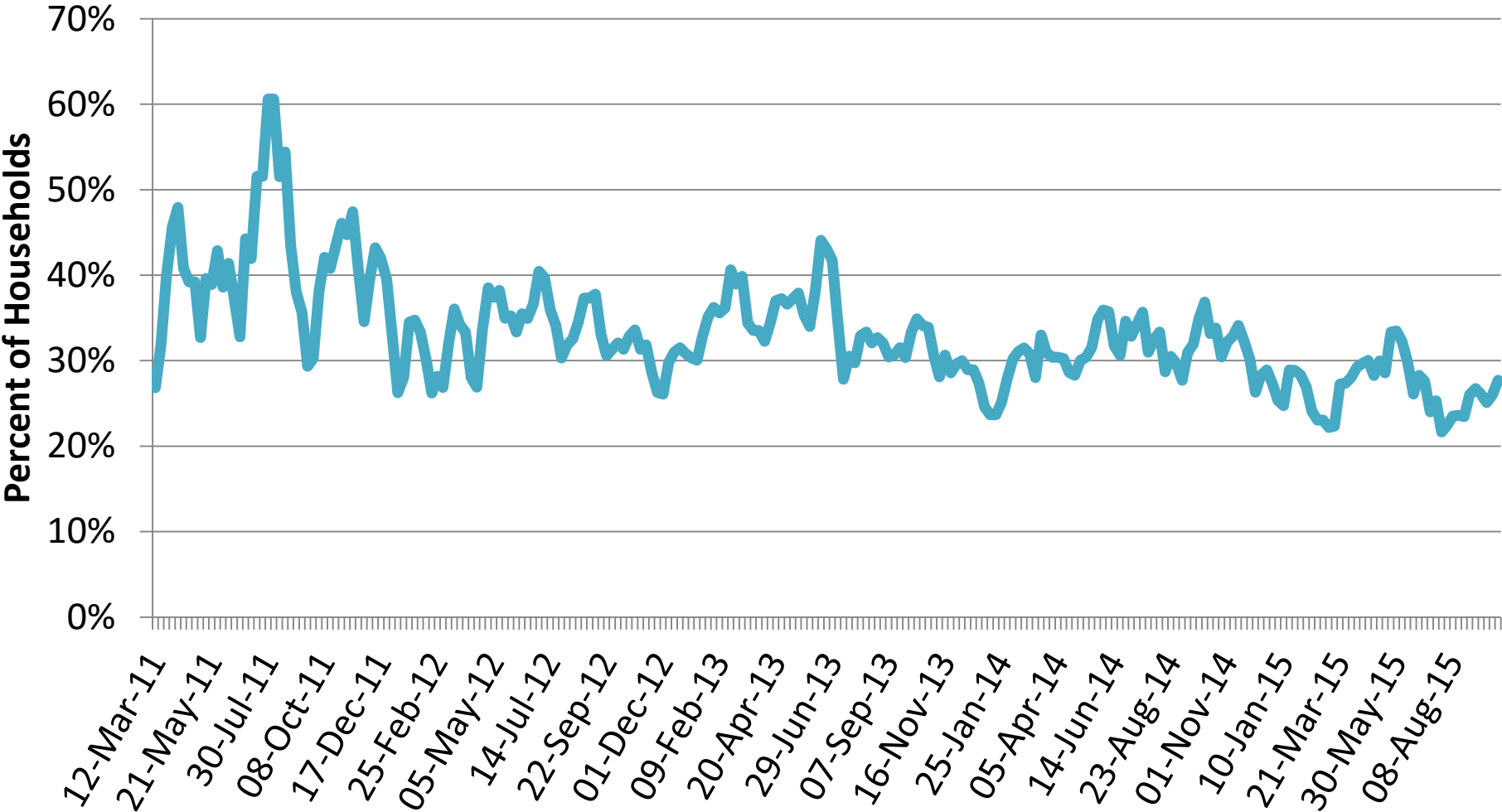


Drop Reasons

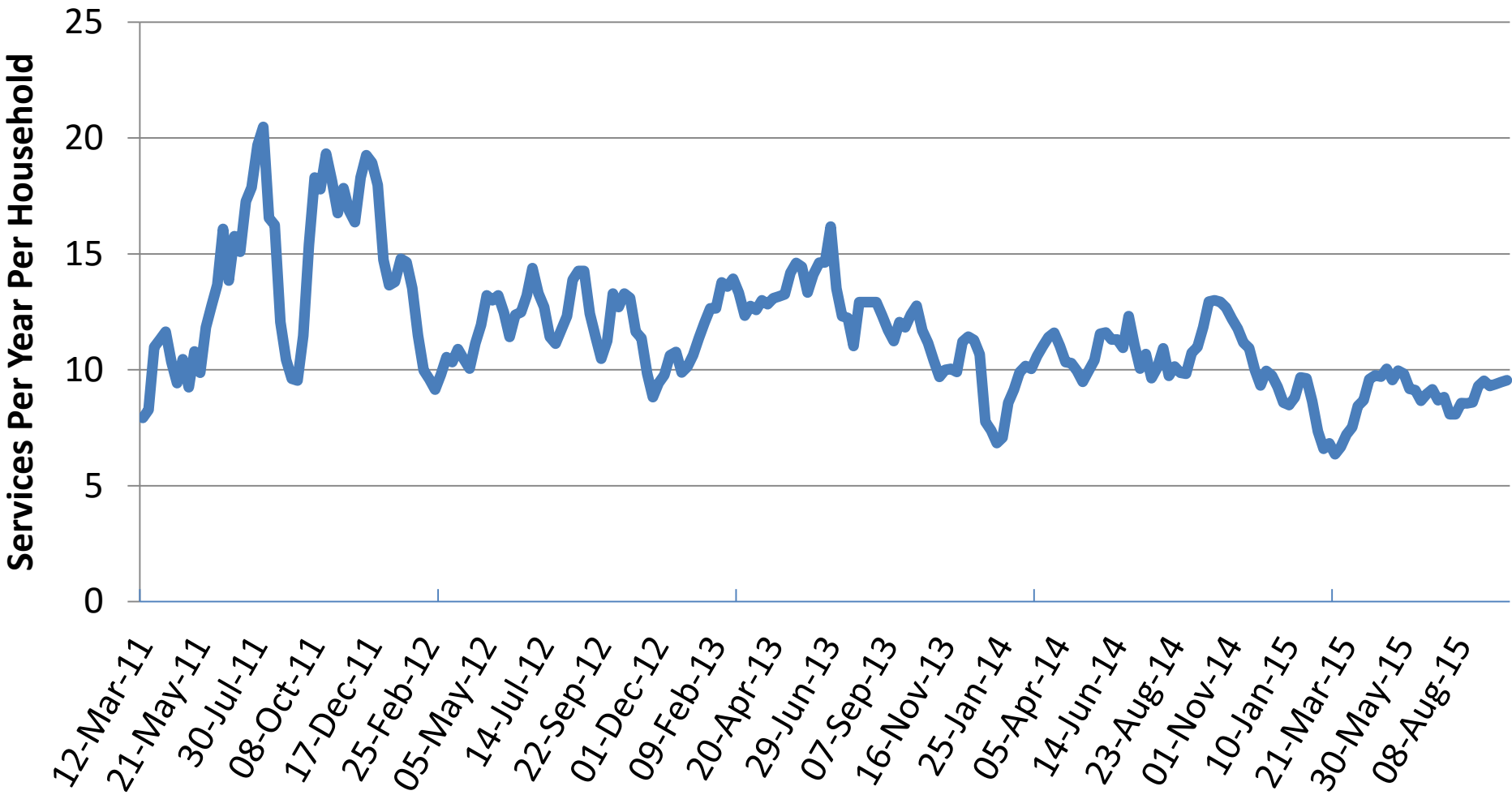
- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other



% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household



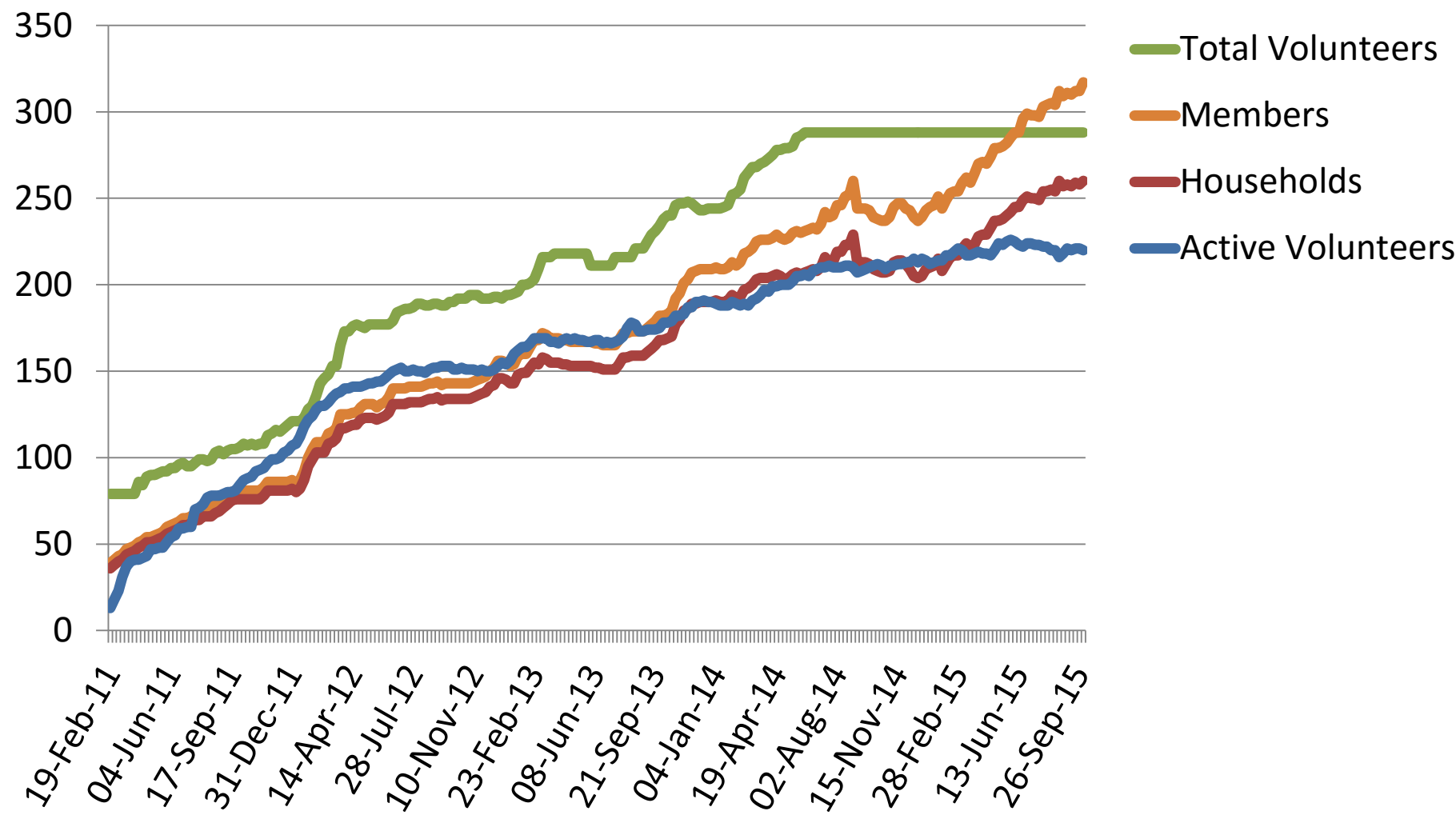
How many volunteers do we have and how frequently do they volunteer?

VOLUNTEERS

What has Happened in the Last Year?

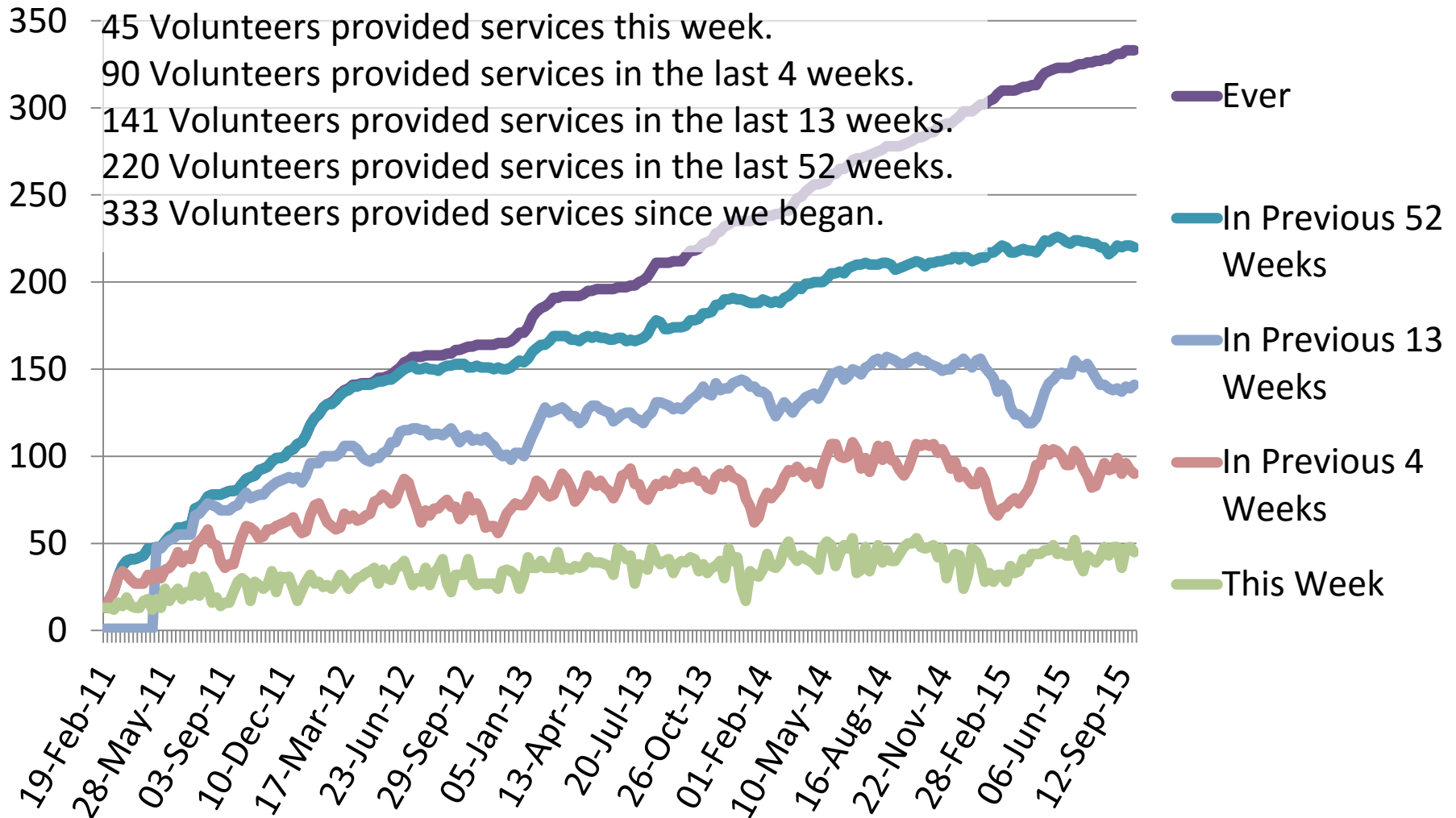
- Growth in the number of volunteers generally kept pace with growth in membership until September, when we could not fill all services.
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- For services, including call managers
 - 45 Volunteers provided services this week.
 - 90 Volunteers provided services in the last 4 weeks.
 - 141 Volunteers provided services in the last 13 weeks.
 - 220 Volunteers provided services in the last 52 weeks.
 - 333 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



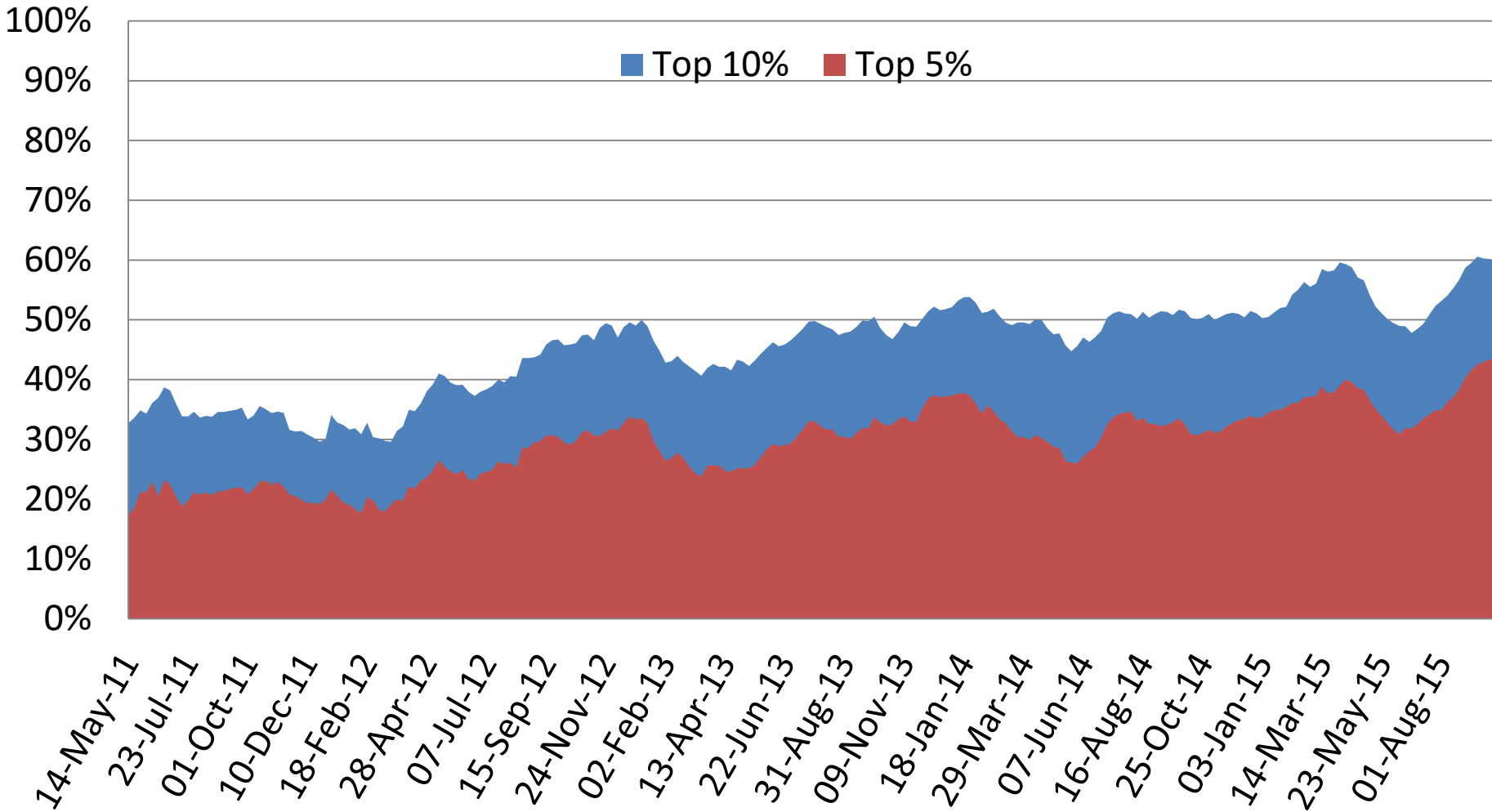


Volunteers Who Provided a Service

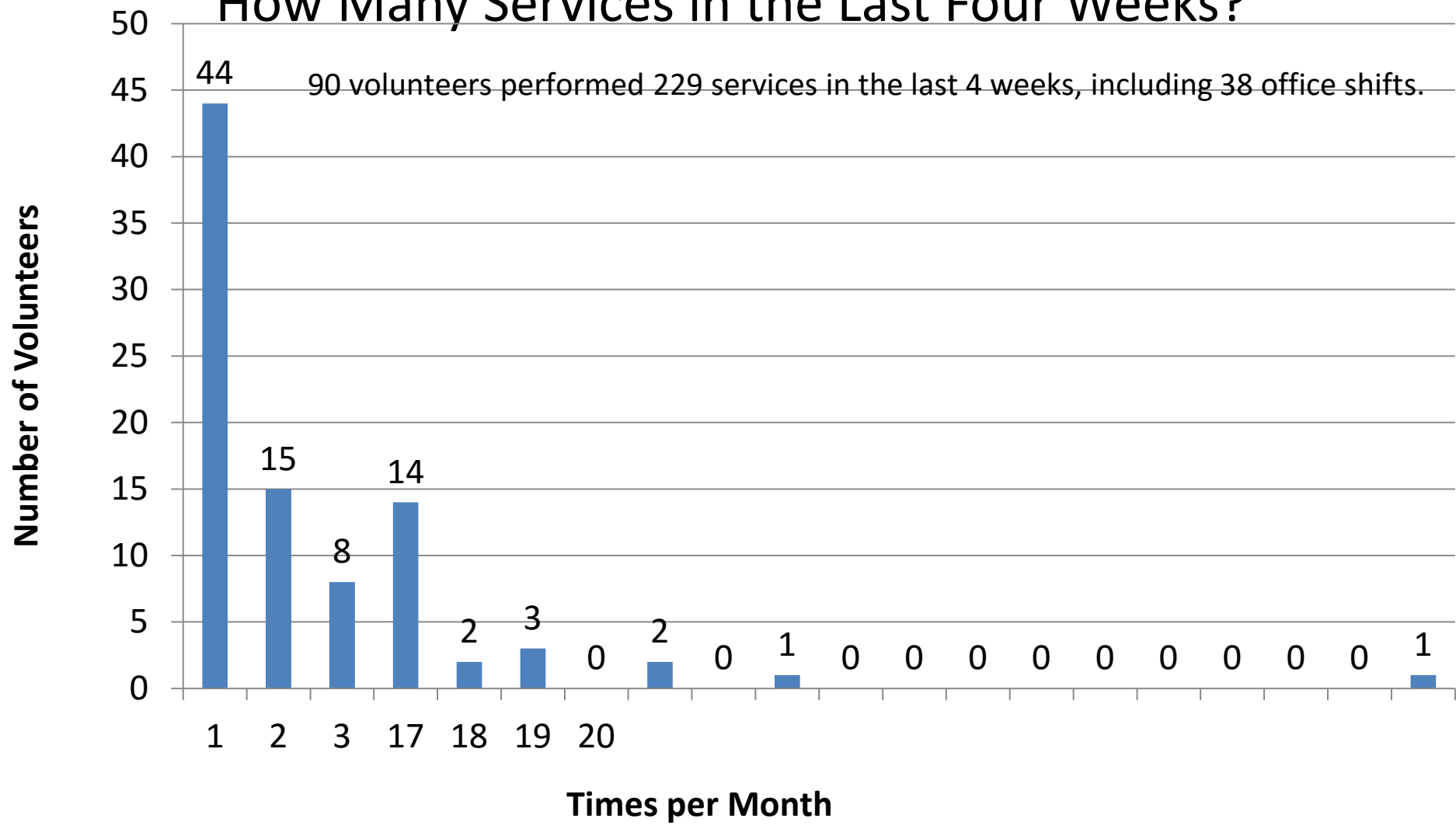




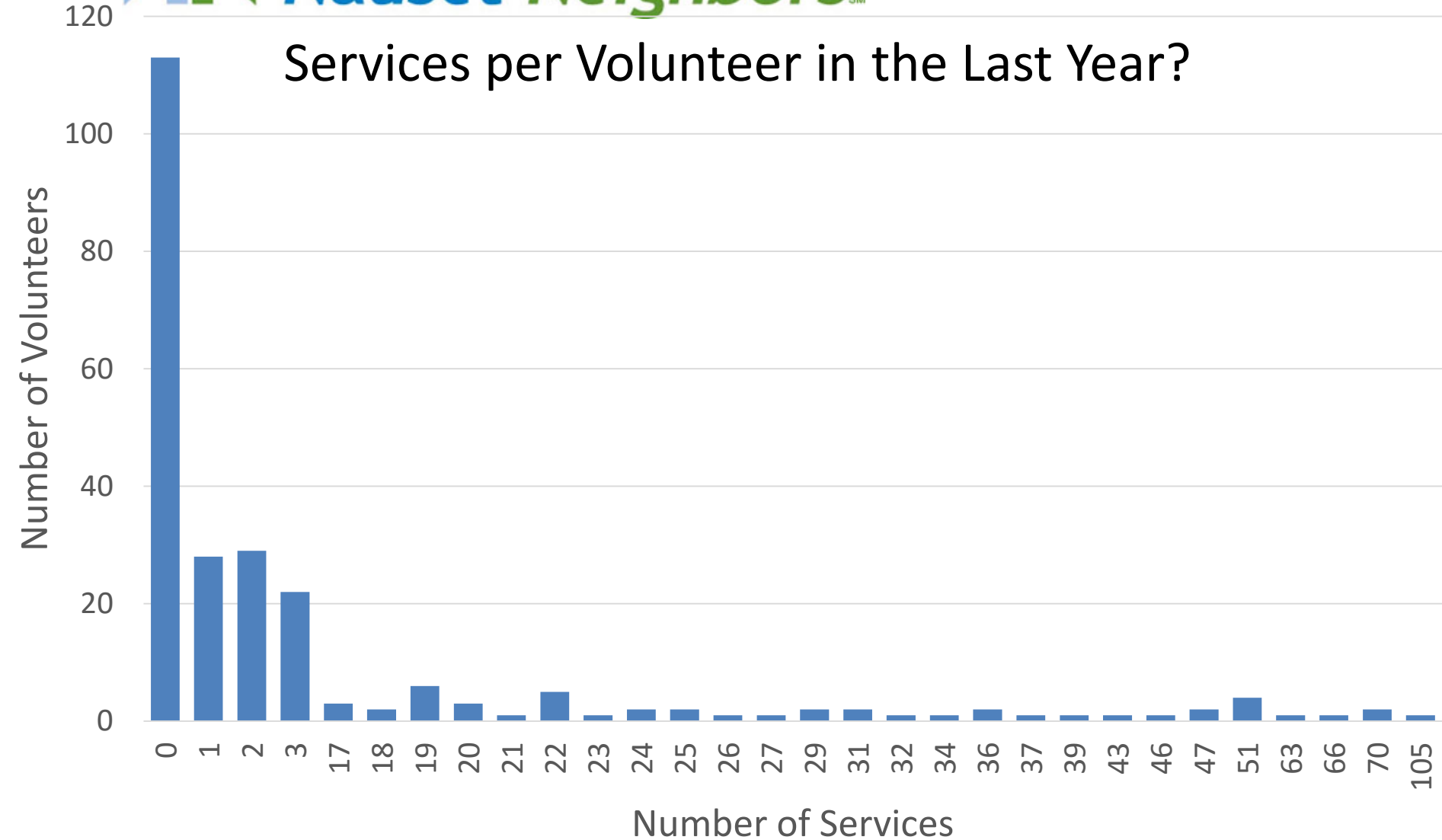
Most Active Volunteers During Previous Four Weeks



How Many Services in the Last Four Weeks?

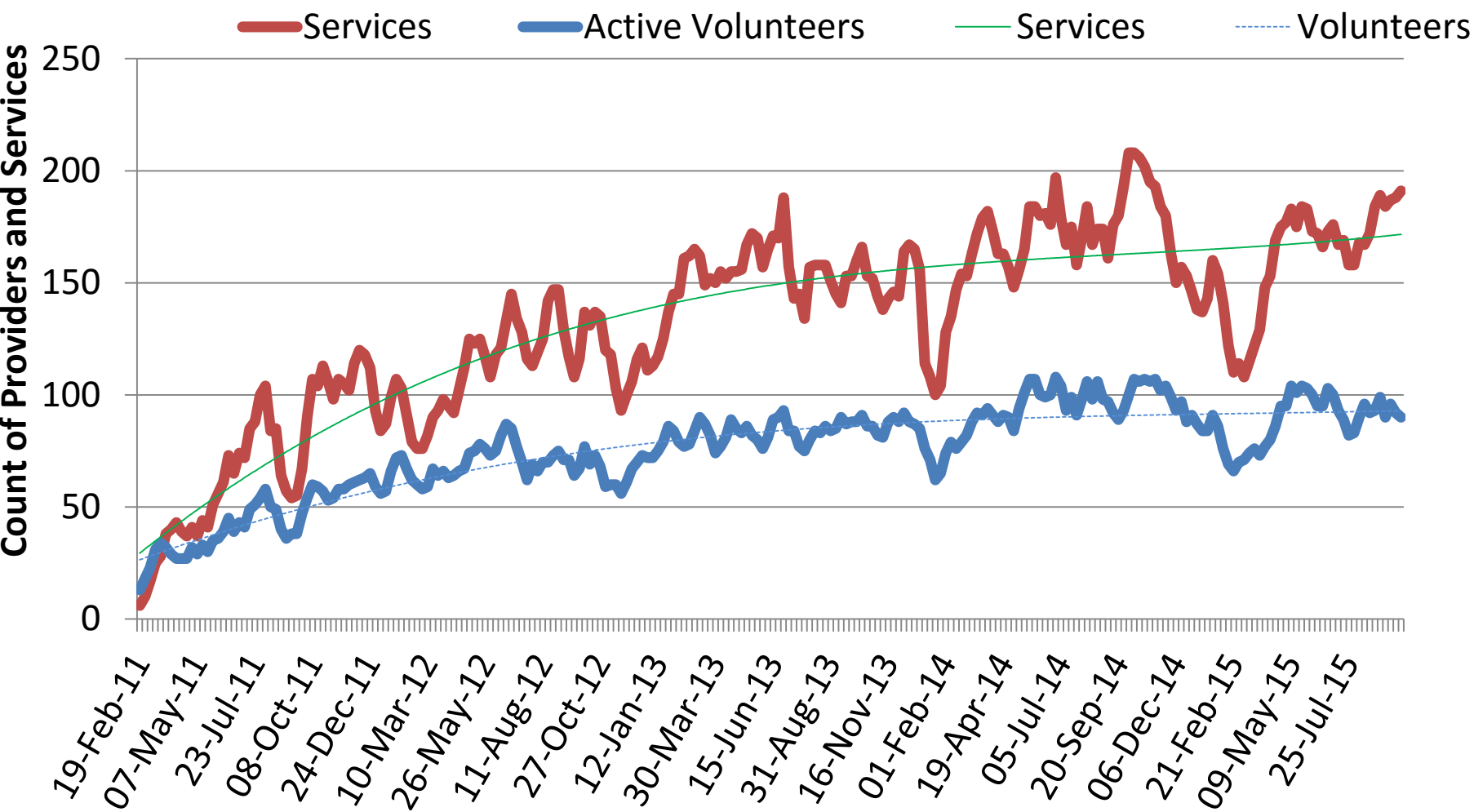


Services per Volunteer in the Last Year?

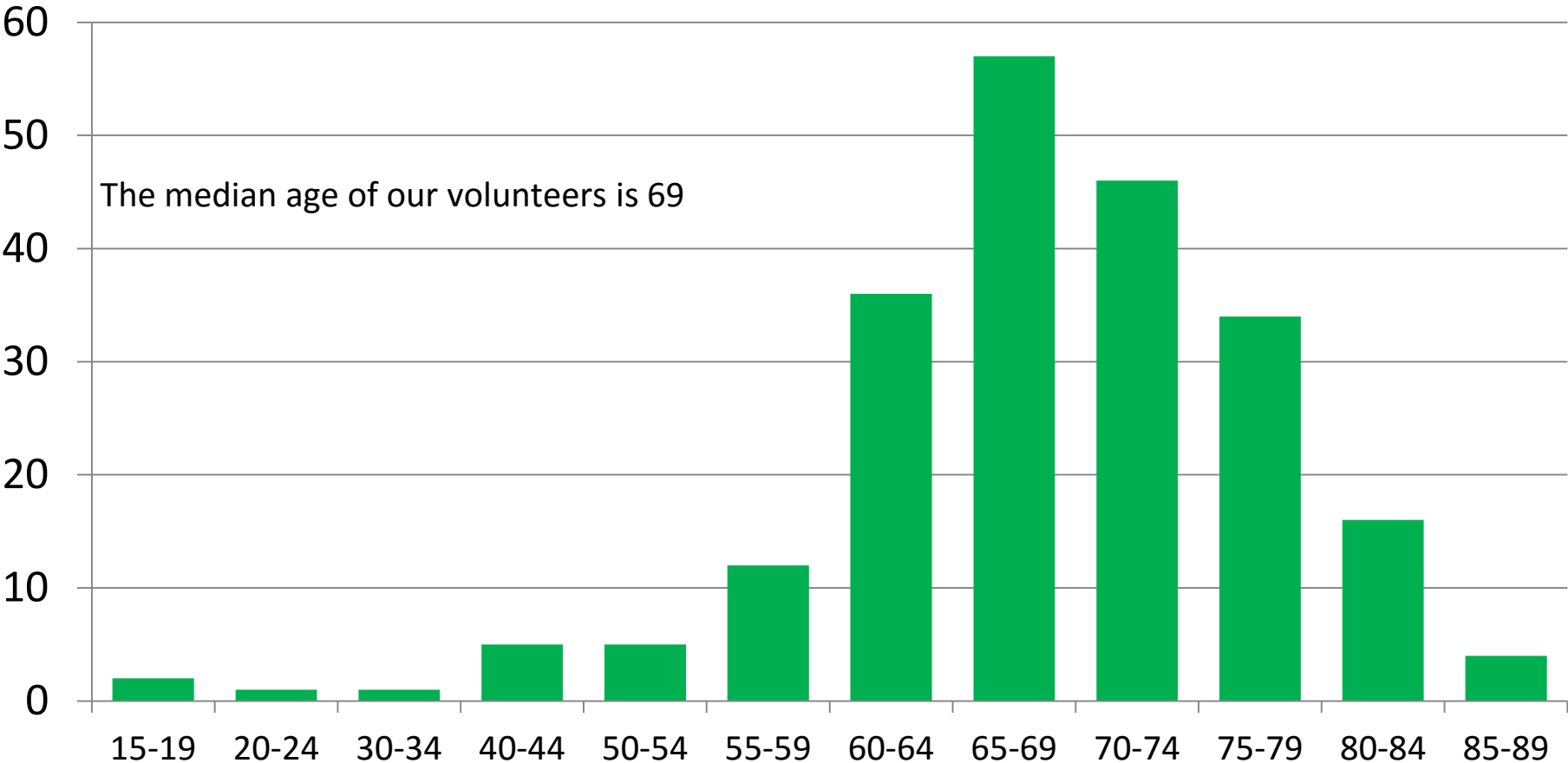




Volunteers and Services Previous 4 Weeks



Age of Volunteers



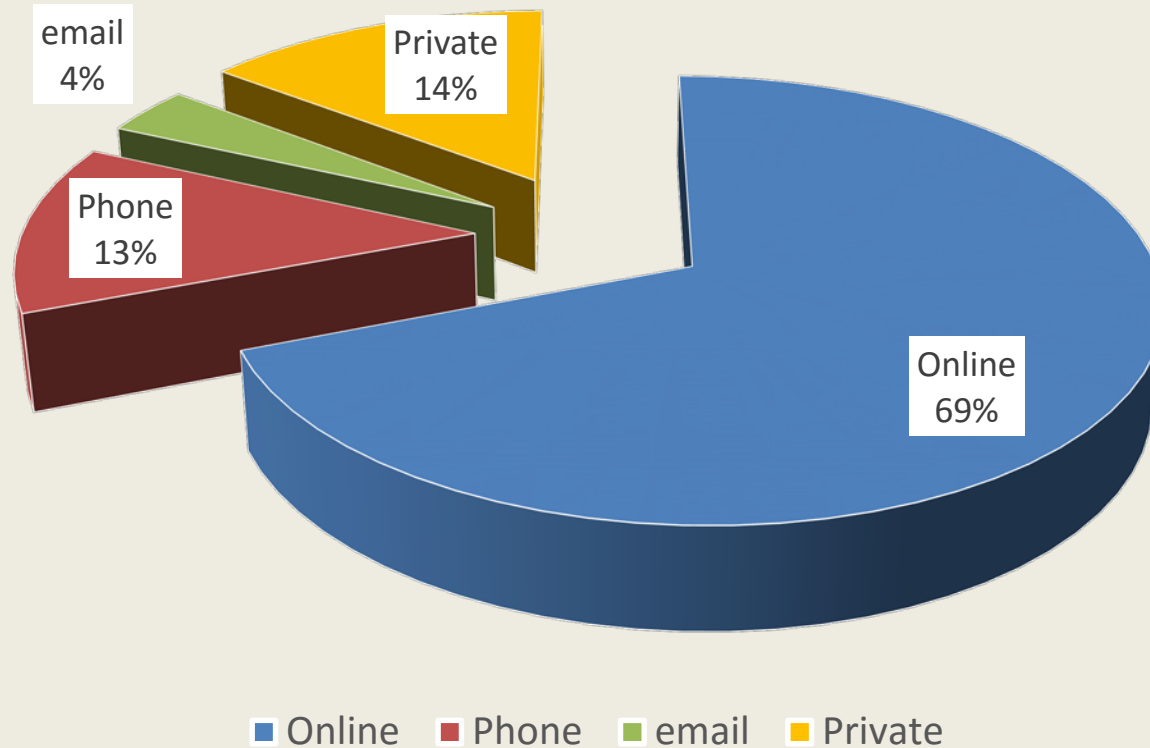
Contact Method for Signup

- 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

10/3/2015



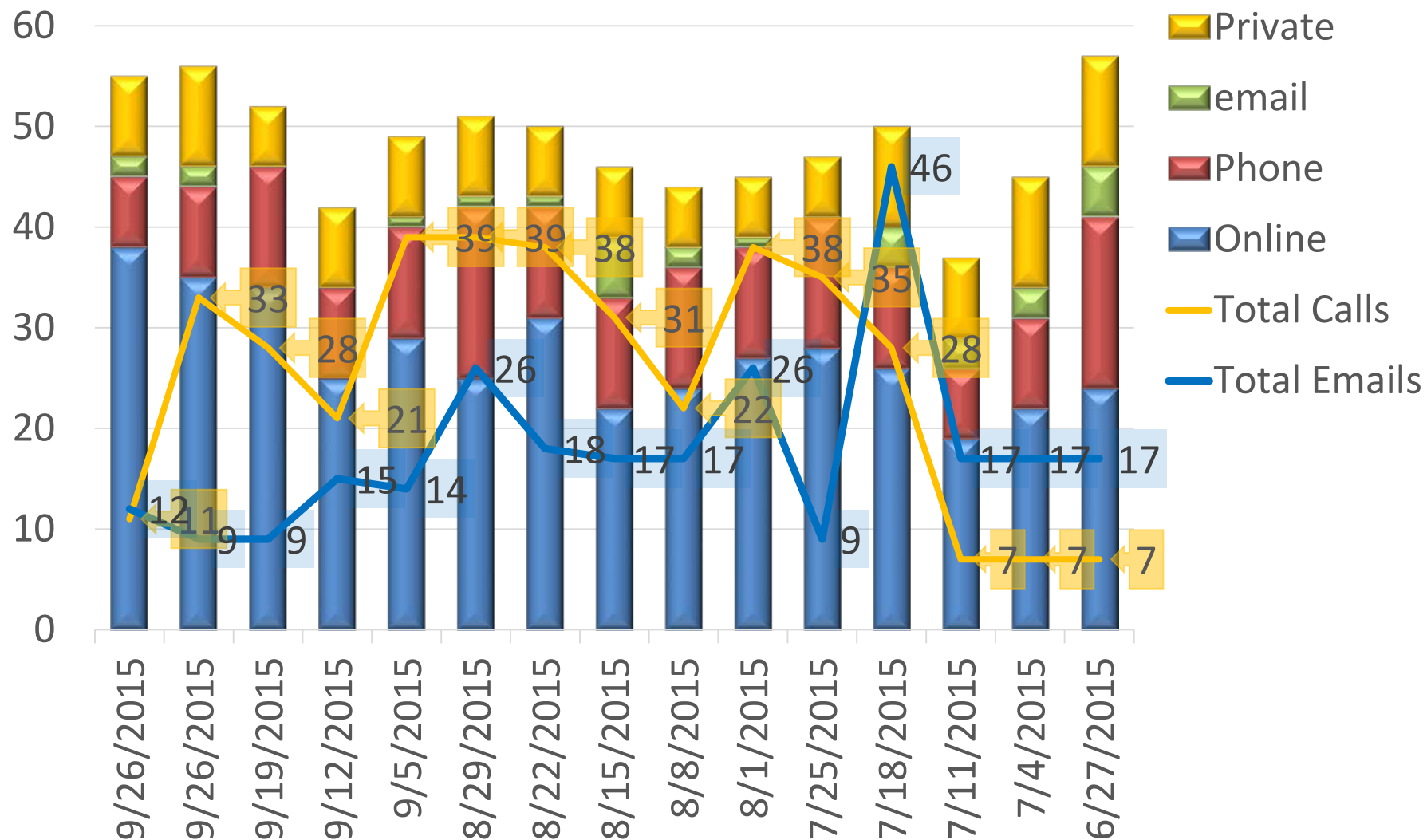
10/7/2015

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How Volunteers Were Found

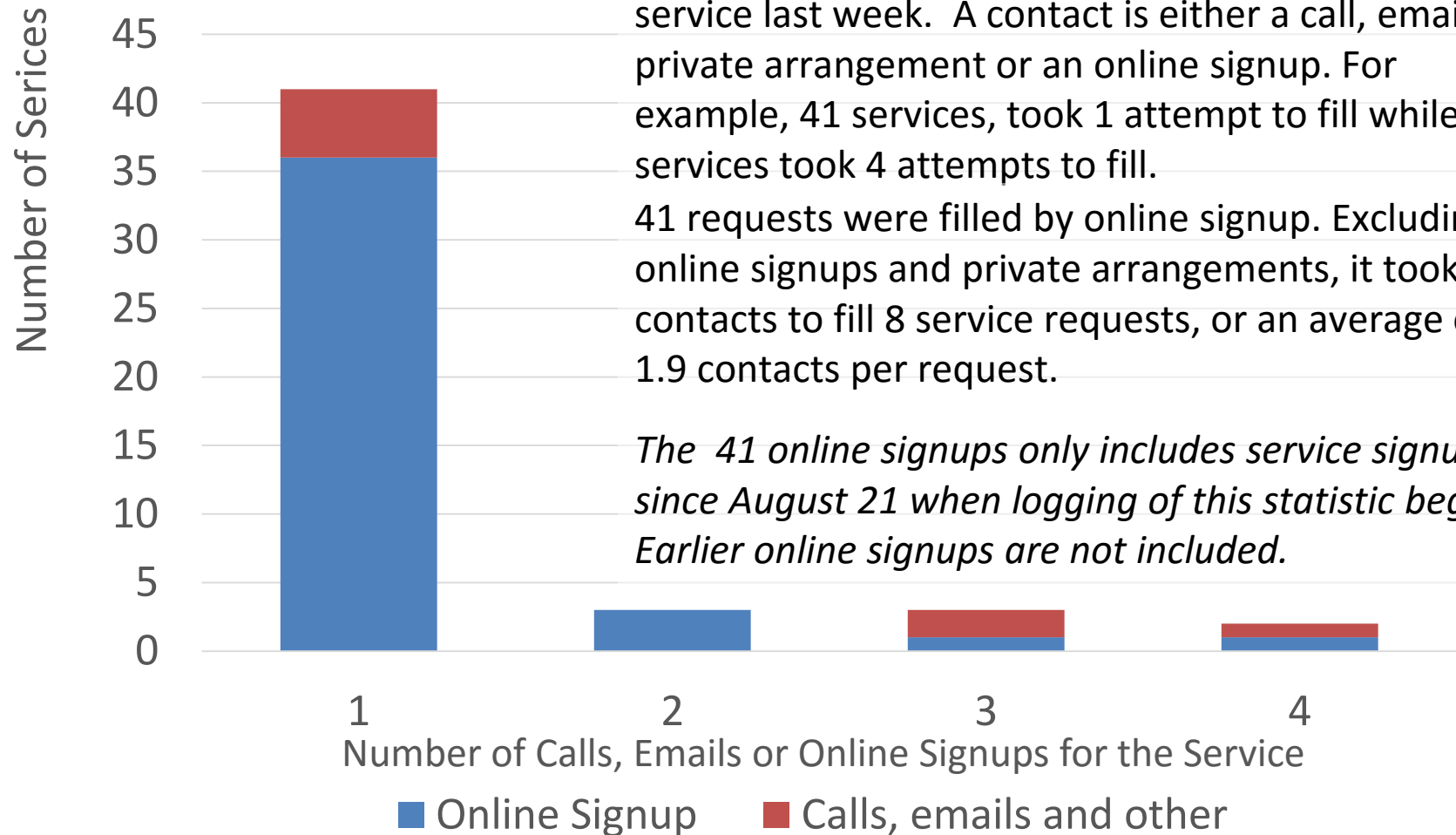


Number of Contacts to Fill This Week's Service

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, 41 services, took 1 attempt to fill while 2 services took 4 attempts to fill.

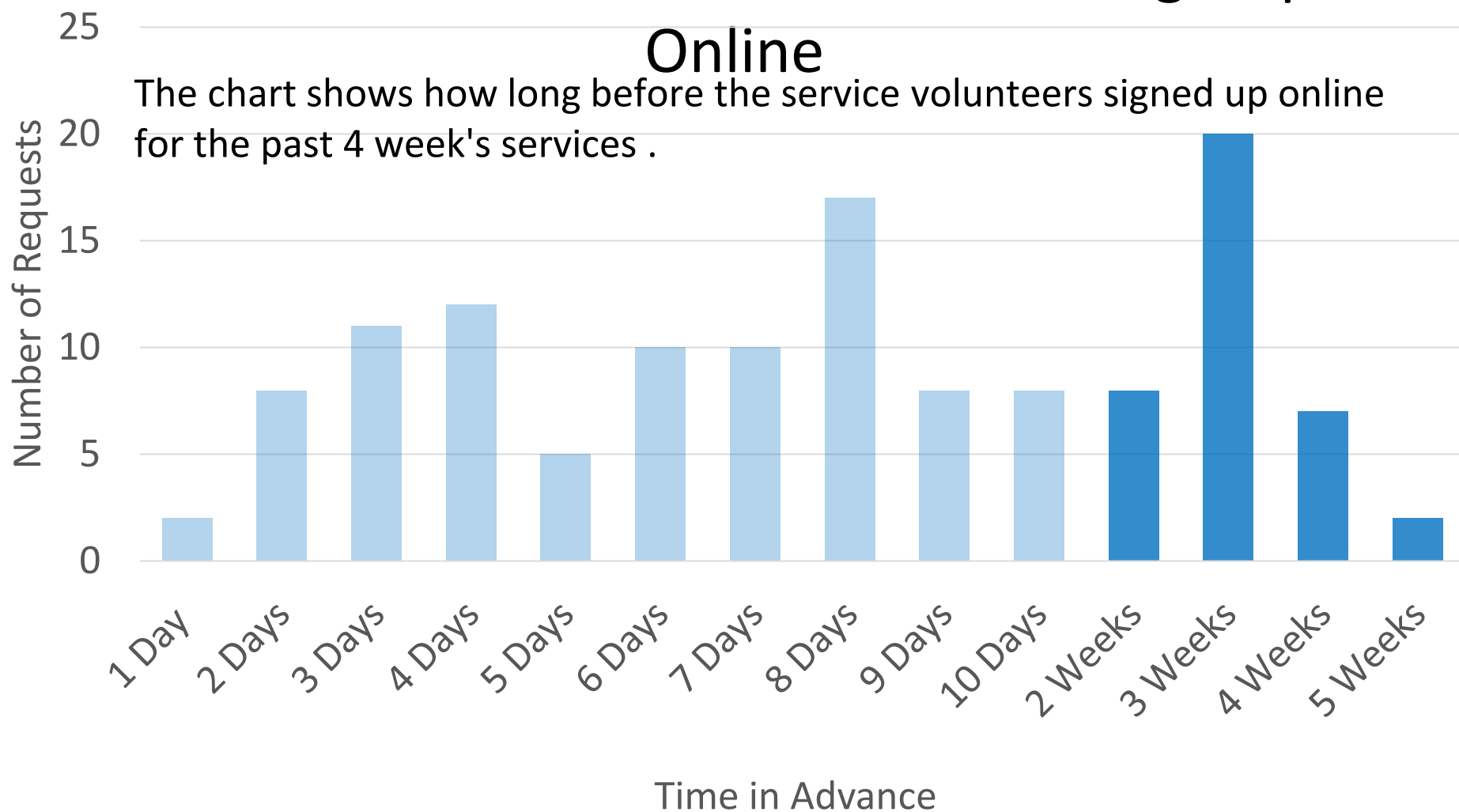
41 requests were filled by online signup. Excluding online signups and private arrangements, it took 15 contacts to fill 8 service requests, or an average of 1.9 contacts per request.

The 41 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

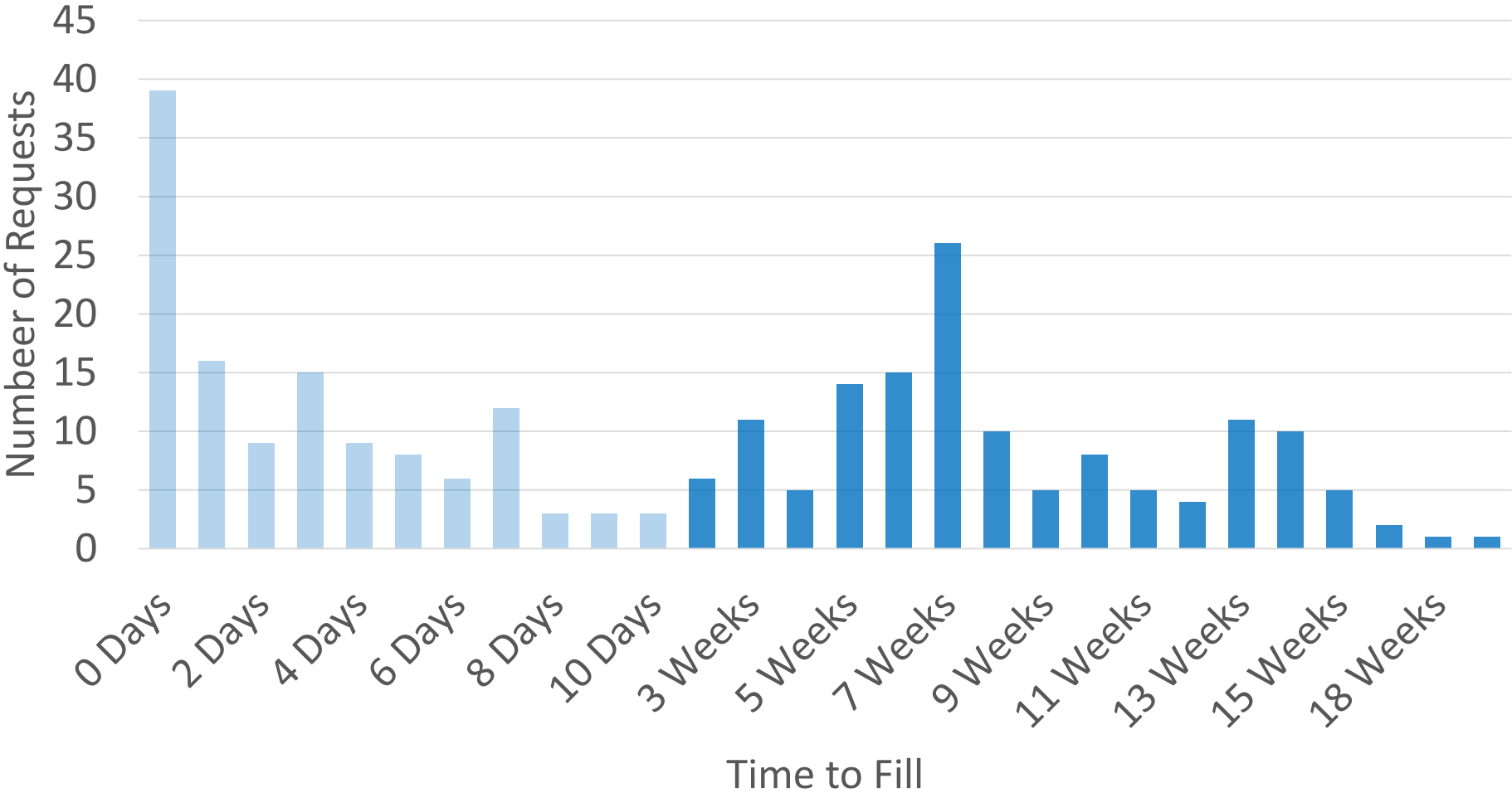
The chart shows how long before the service volunteers signed up online for the past 4 week's services .





Time to Fill a Service

The chart shows how quickly a service was filled online for services in the last four weeks.



Looking forward

FUTURE SERVICES

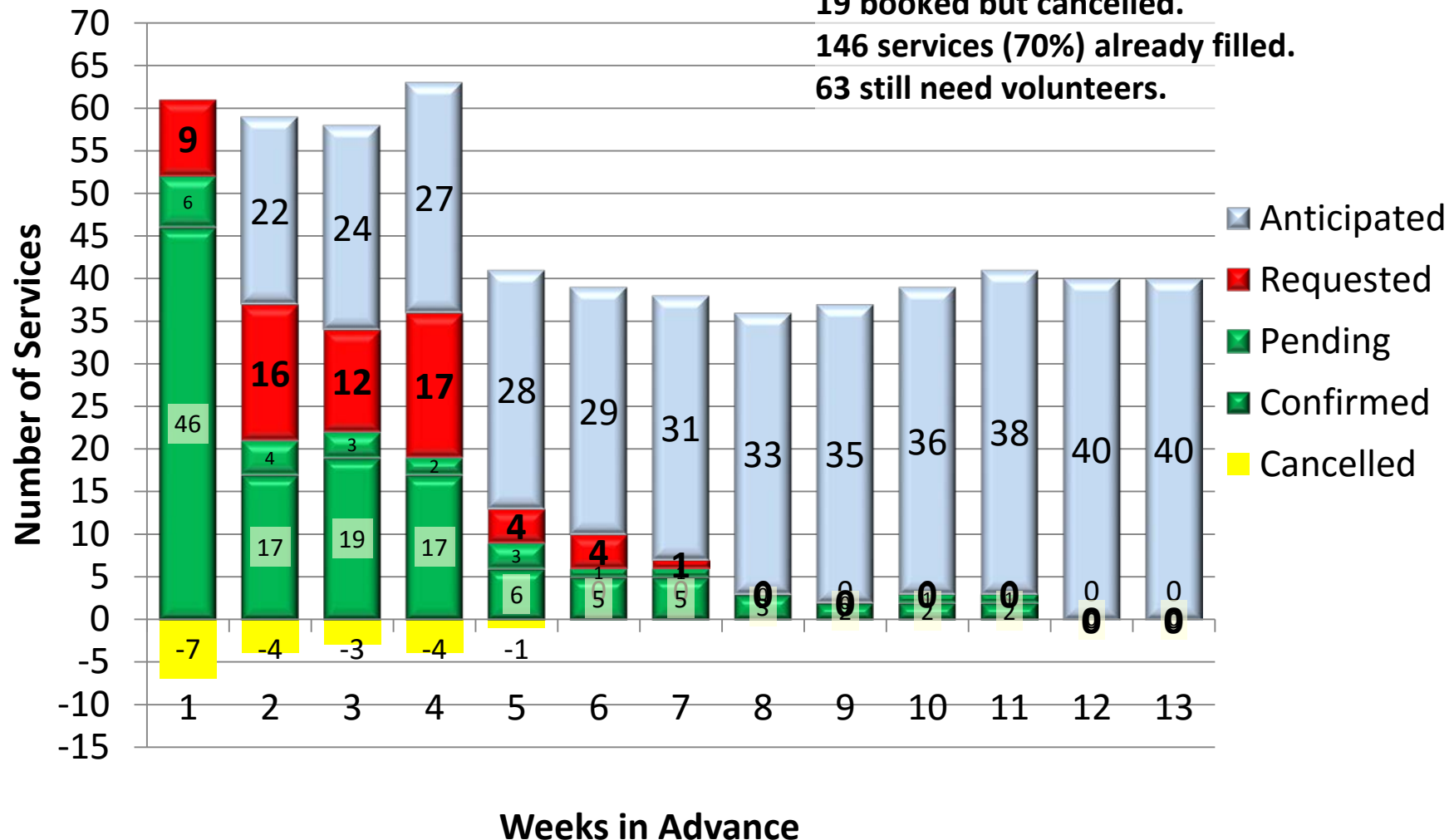
Service Requests on the Books

209 services needed for the next 13 weeks.

19 booked but cancelled.

146 services (70%) already filled.

63 still need volunteers.

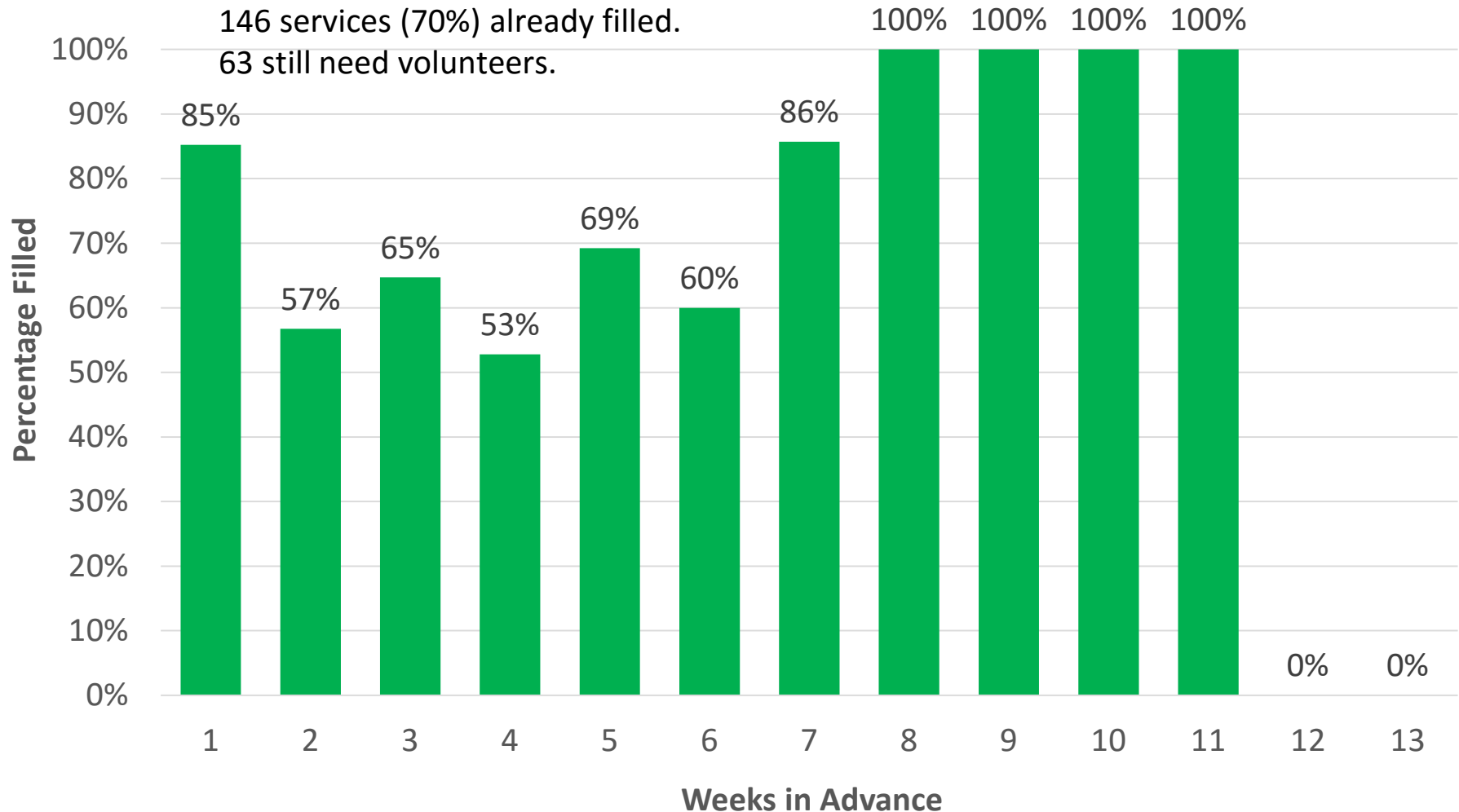


Percentage of Services for Next 13 Weeks Filled

209 future services covering the next 13 weeks.

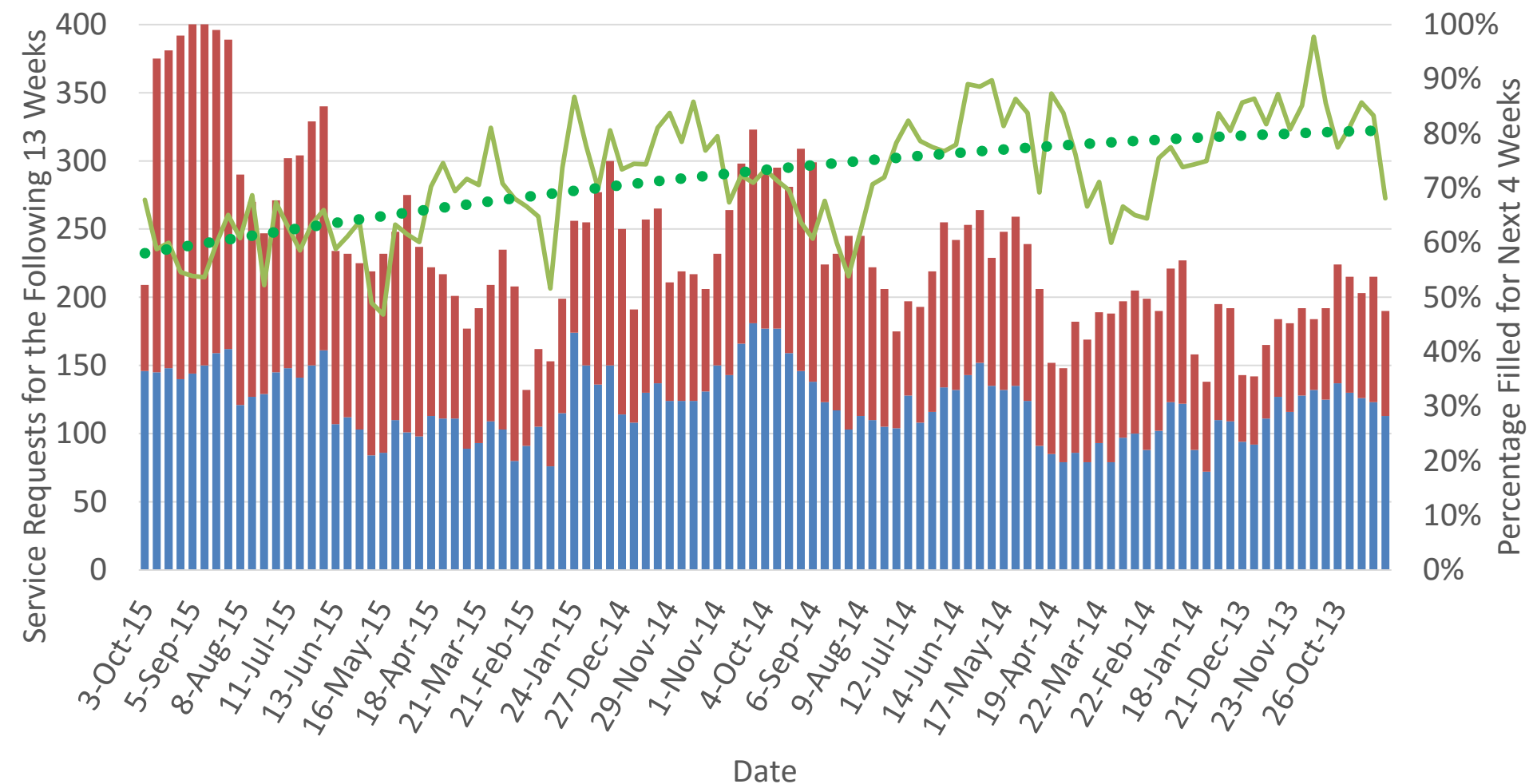
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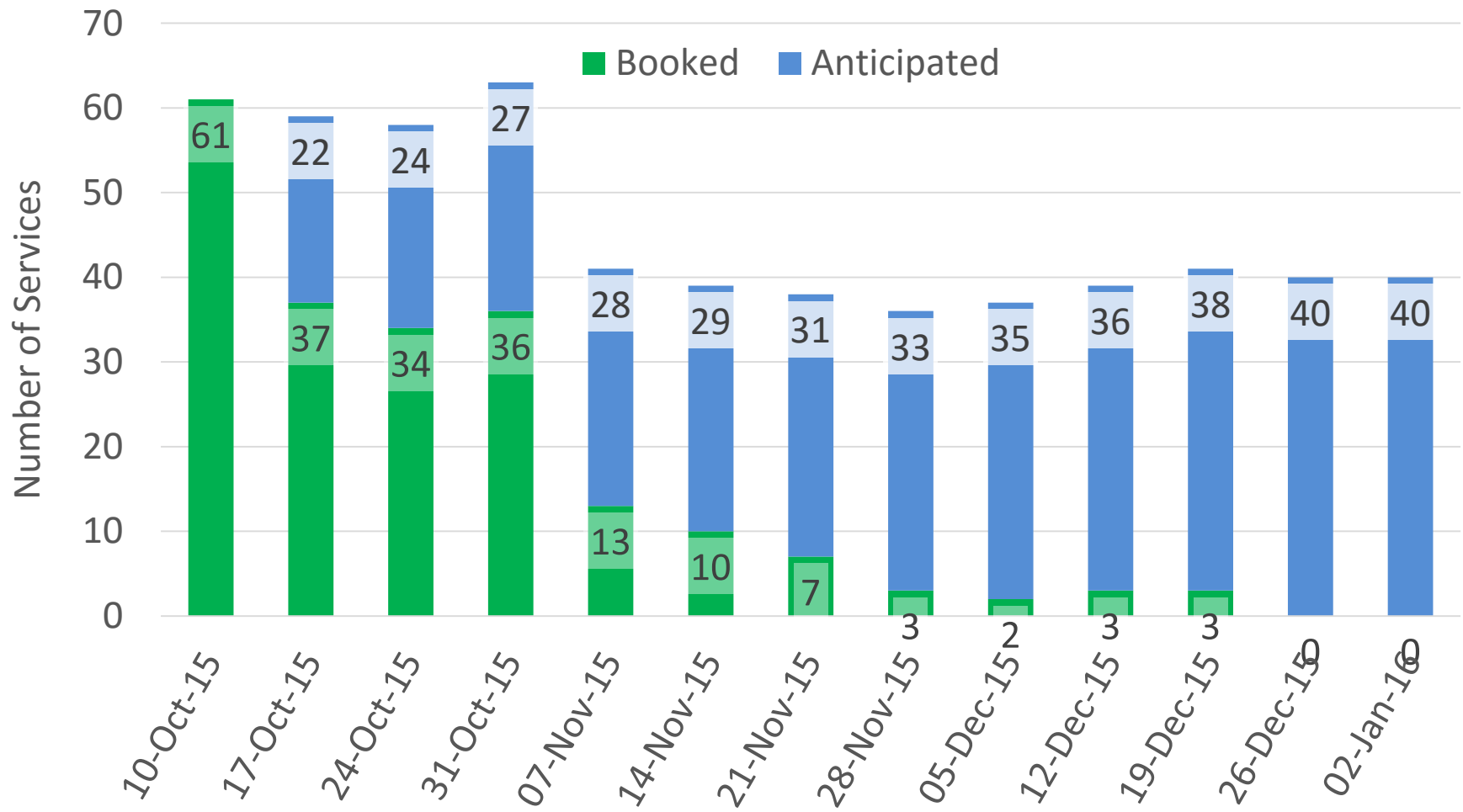


History of Future Requests

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



Projected Future Services

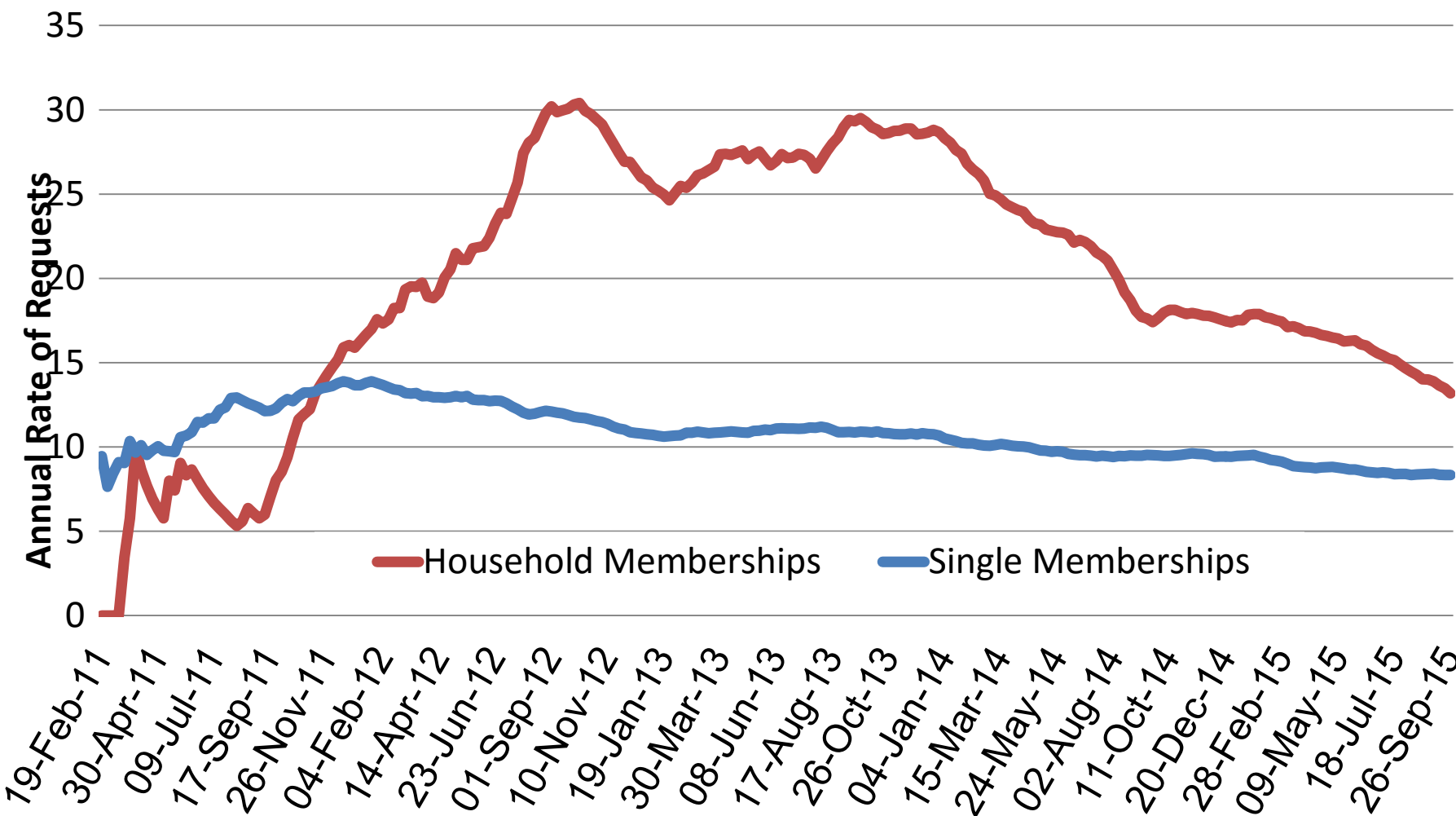


What are the Differences Between Single And Household Memberships?

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

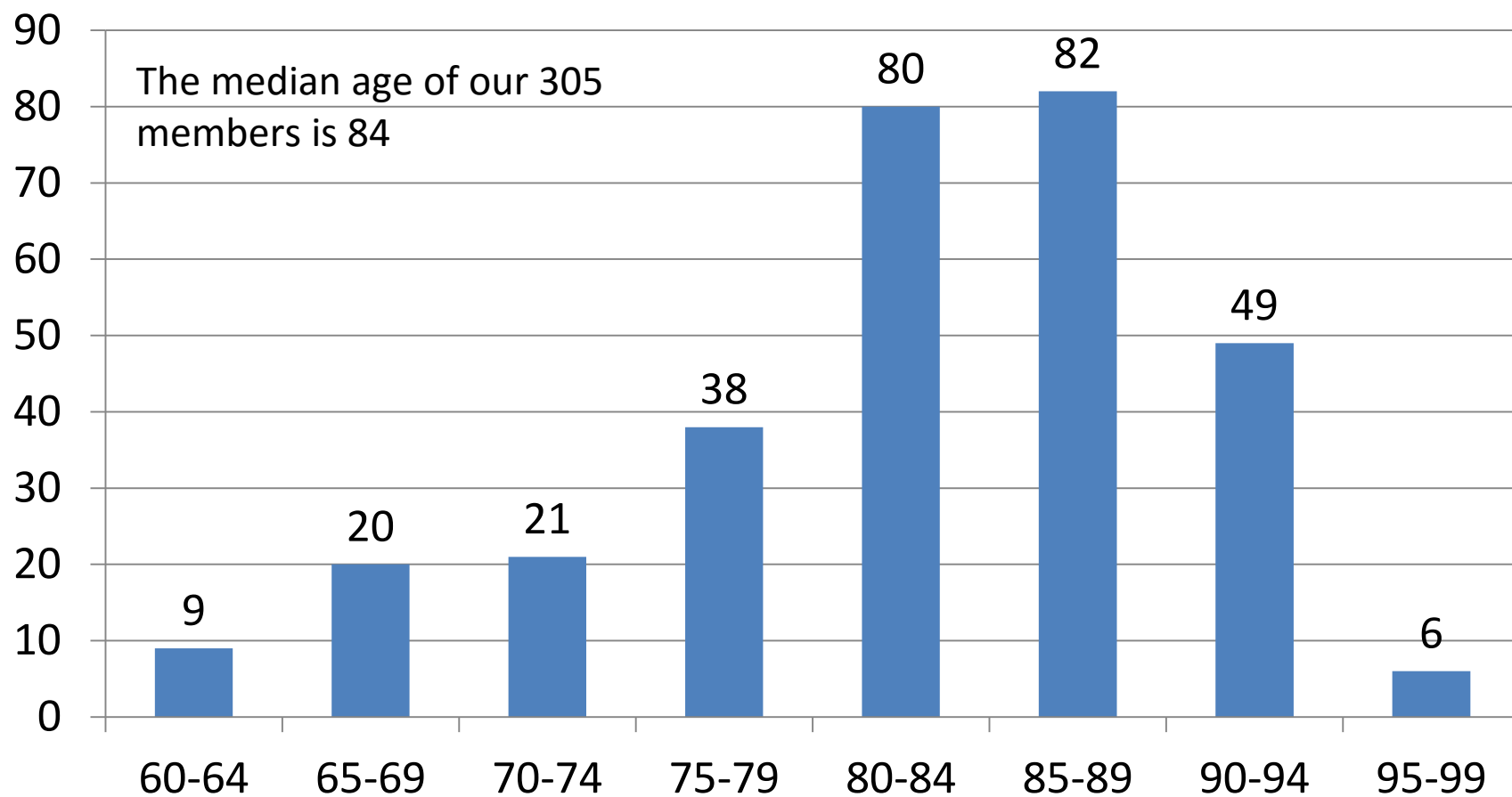


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

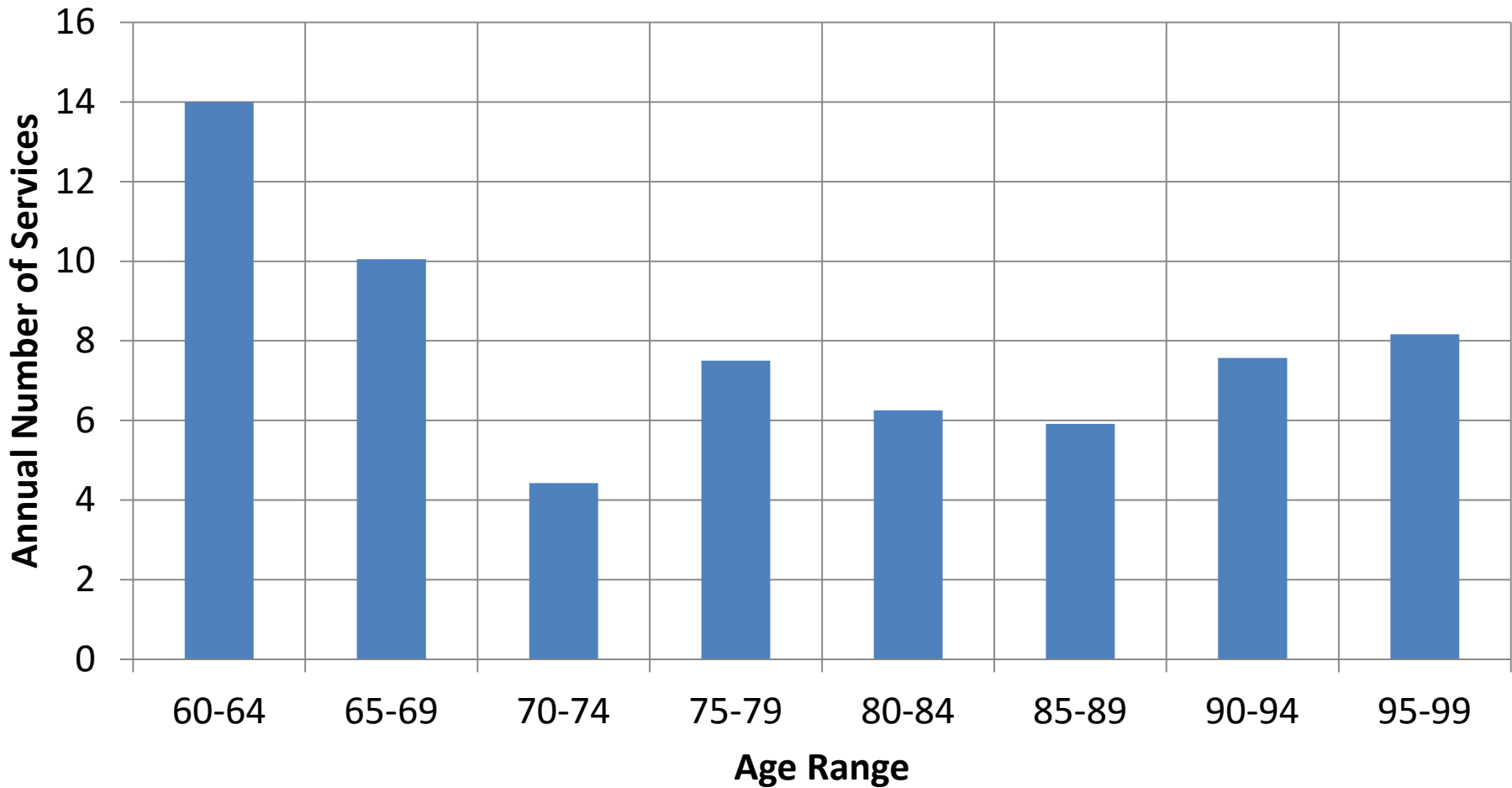
Analysis by Age Group

- 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.

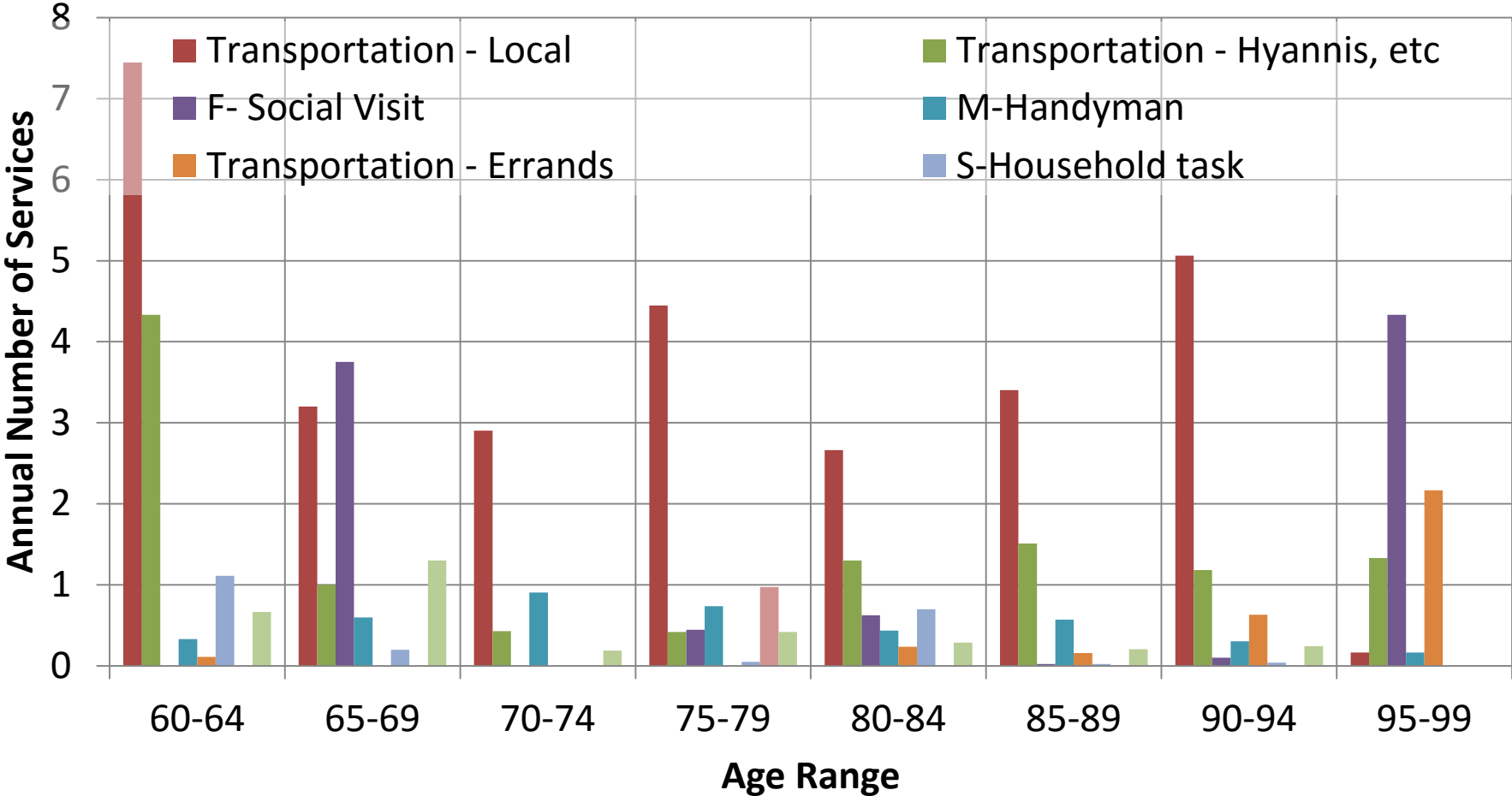
Age of Members



Annual Rate of Services by Age Range



Annual Use of Services by Age

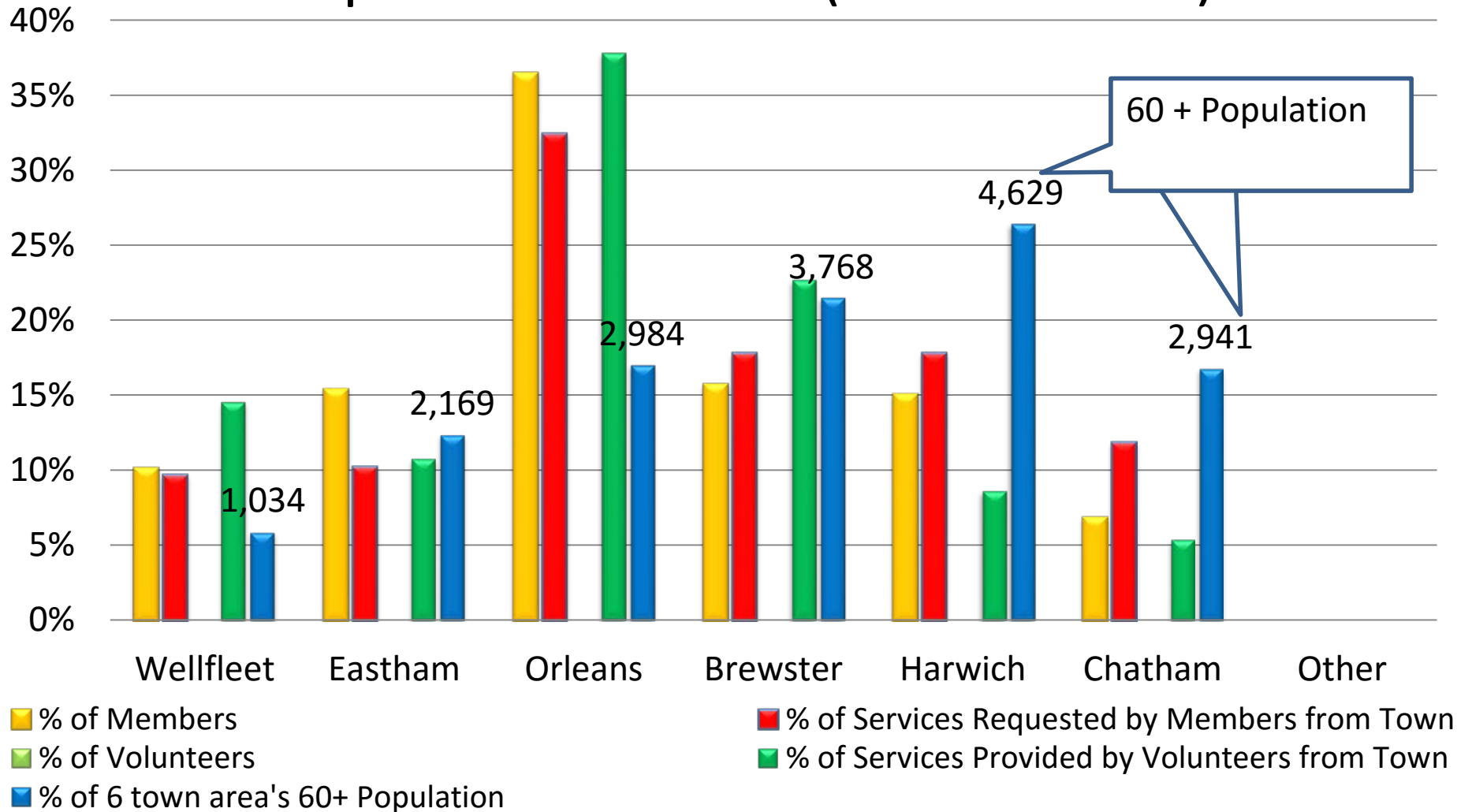


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

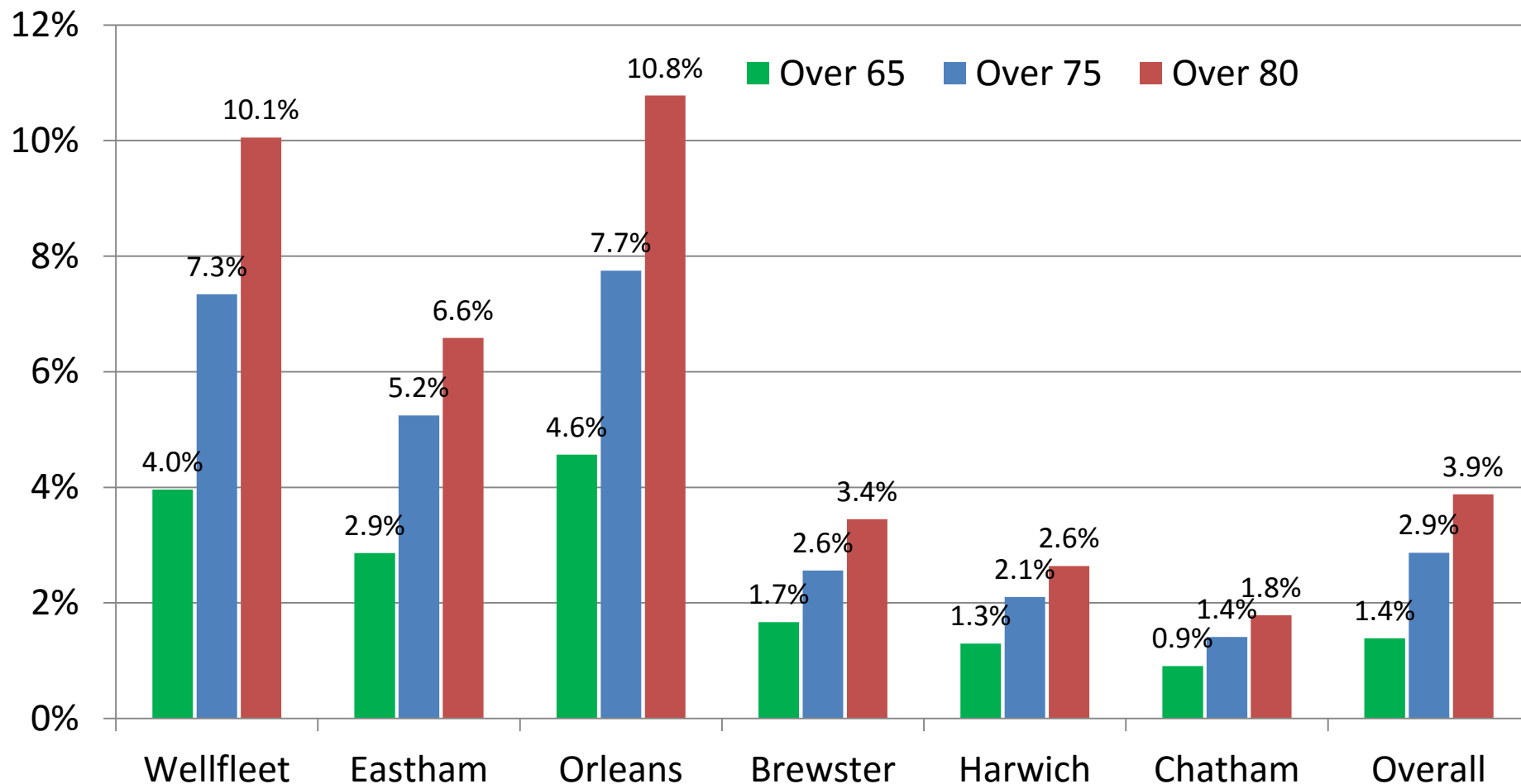
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 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)

51% 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	1044	101	300	40	38		1523
	Eastham	607	415	635	99	133	17	1906
	Orleans	36	62	1460	223	81	122	1984
	Brewster	4	27	504	381	253	9	1178
	Harwich	11	2	69	128	493	10	713
	Chatham		1	31	8	84	71	195
	Other	6	0	8	8	7	0	29
	Total Used	1708	608	3007	887	1089	229	7528

Towns of Service Providers and Recipients (Last 4 Weeks)

45% of services are provided by someone from the same town; 71% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1044	101	300	40	38		1523
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