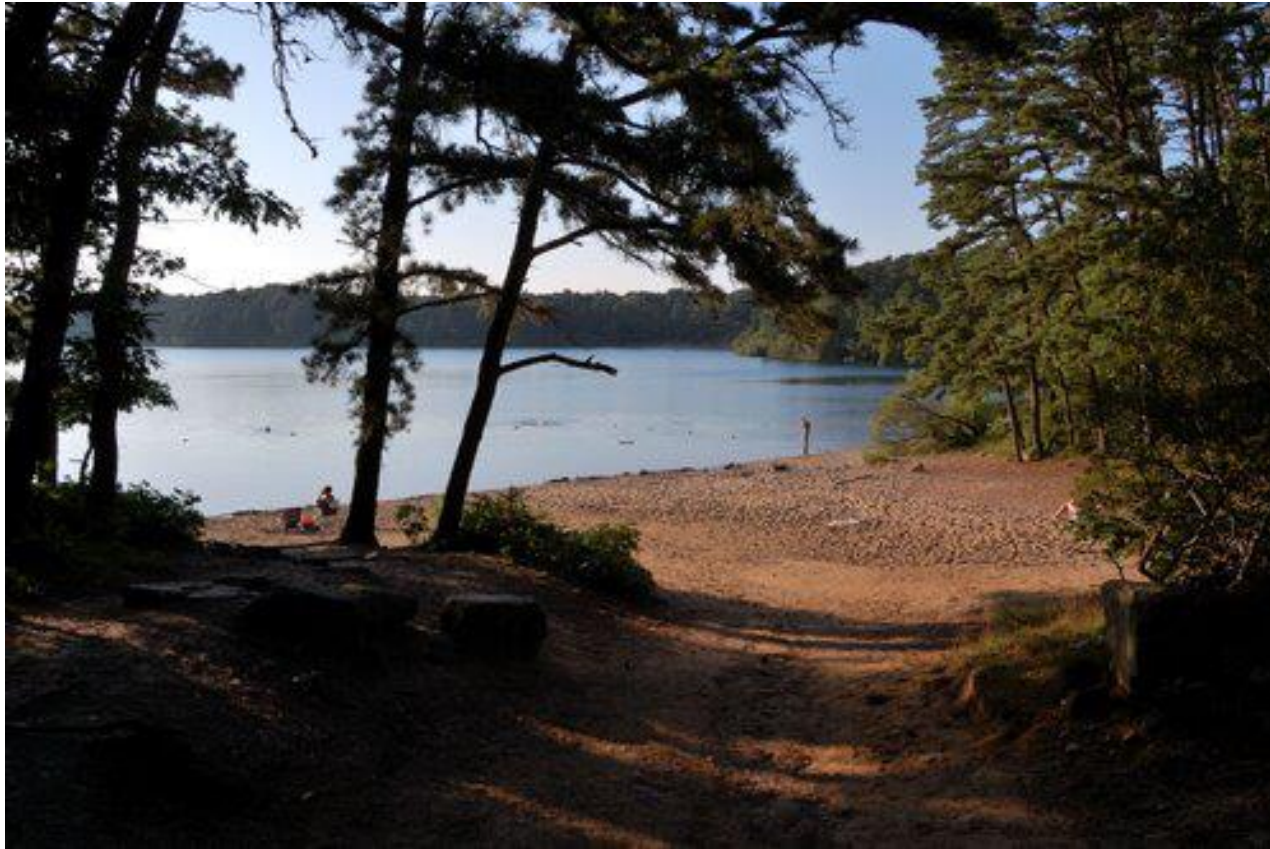


# Week 248 Member Services Report

## November 14, 2015



**Nickerson state park, Brewster MA, USA**

[By Angel Corbera](#)

## Summary of the Past Week

- This week had 43 service requests filled.
- The online volunteer signup is working well.
  - 63% of services were filled by online signup.
  - 23% of services were filled by phone calls.
  - 9% were filled by email.
  - 5% were filled by private arrangements.
- As part of a change in strategy, recurring future services will only be accepted one month in advance. The count of future services fell sharply as a result.
- We failed to fill 1 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 43 services for 35 households and covered 10 office shifts. In total, with 0 filled cancellations we filled 53 assignments. In addition, 6 more requests were cancelled before volunteers were found.
  - Last Month: 101 volunteers performed 192 services for 84 households. We also covered 40 office shifts.
  - Last Year: 217 volunteers performed 2143 services for 203 households.
- We have **298** members and **289** volunteers.
  - Forty or more volunteers who have not been active for a year were dropped from the list of volunteers.
  - The median age of our members is **84**.
  - The median age of our volunteers is **69**.
  - We added **no** new members, lost **1** and now have **298** members.
  - Our waiting list has **33** people on it
  - People on the waiting list have waited a maximum of **10** weeks.

## Looking Forward

- We have **109** future service requests booked for the next three months, a dramatic drop because we decided to accept services only one month in advance.
  - **6** future service requests have been cancelled
  - **8** services remain to be filled for next week.
  - **32** more need filling in the following three weeks.
  - **59%** of services for the next four weeks have volunteers.
- 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?

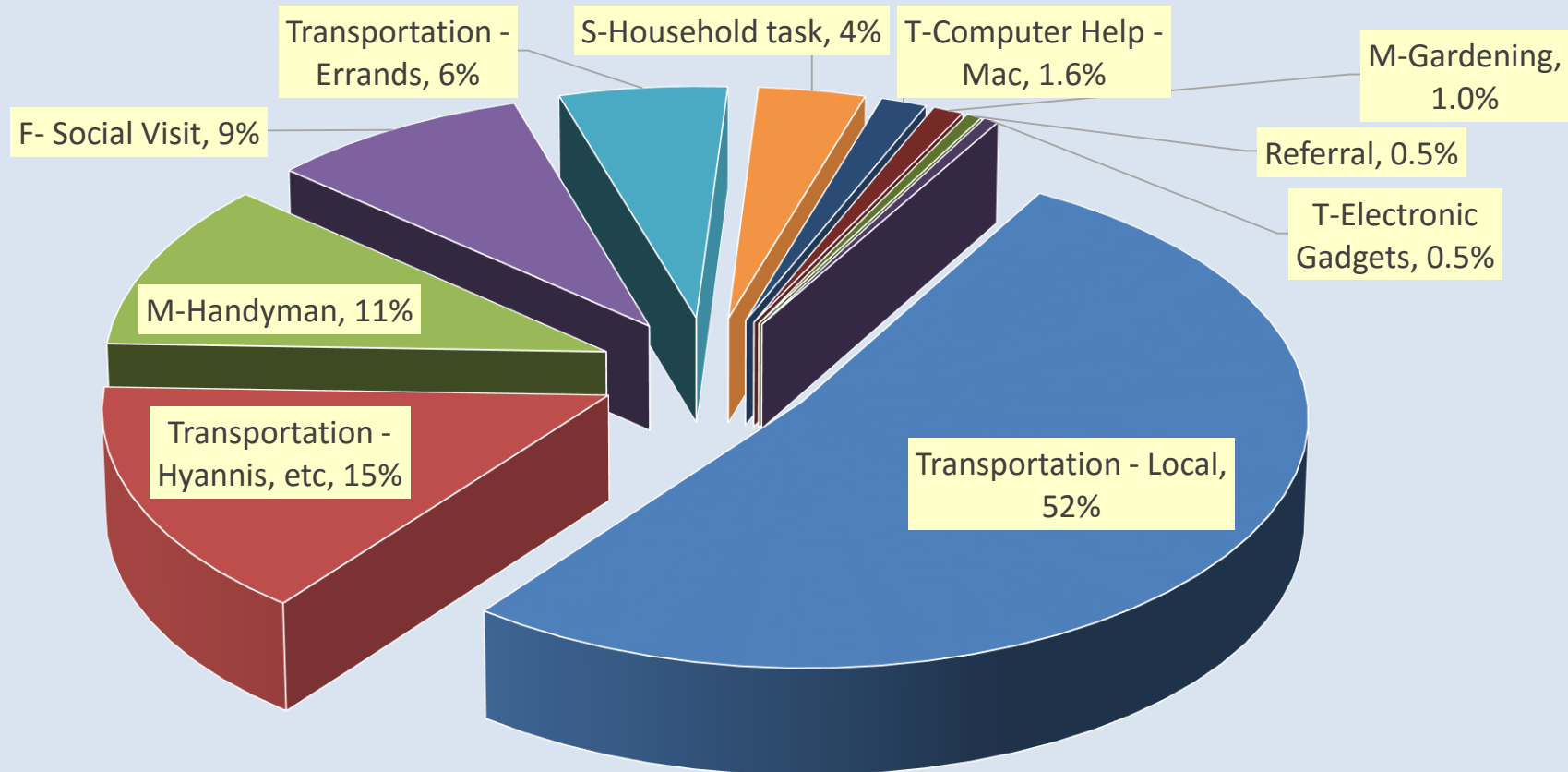
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**73%**).
- **84** households (**35%**) [used services](#) in the last four weeks.
- The [annual rate](#) of services is still below **10** per year per household.
- The [10% most needy members](#) used **62%** of services continuing a small decline.
- **6** services were cancelled for this week, all without volunteers and **1** of which could not be filled.

## Services in the Last 4 Weeks

11/14/2015

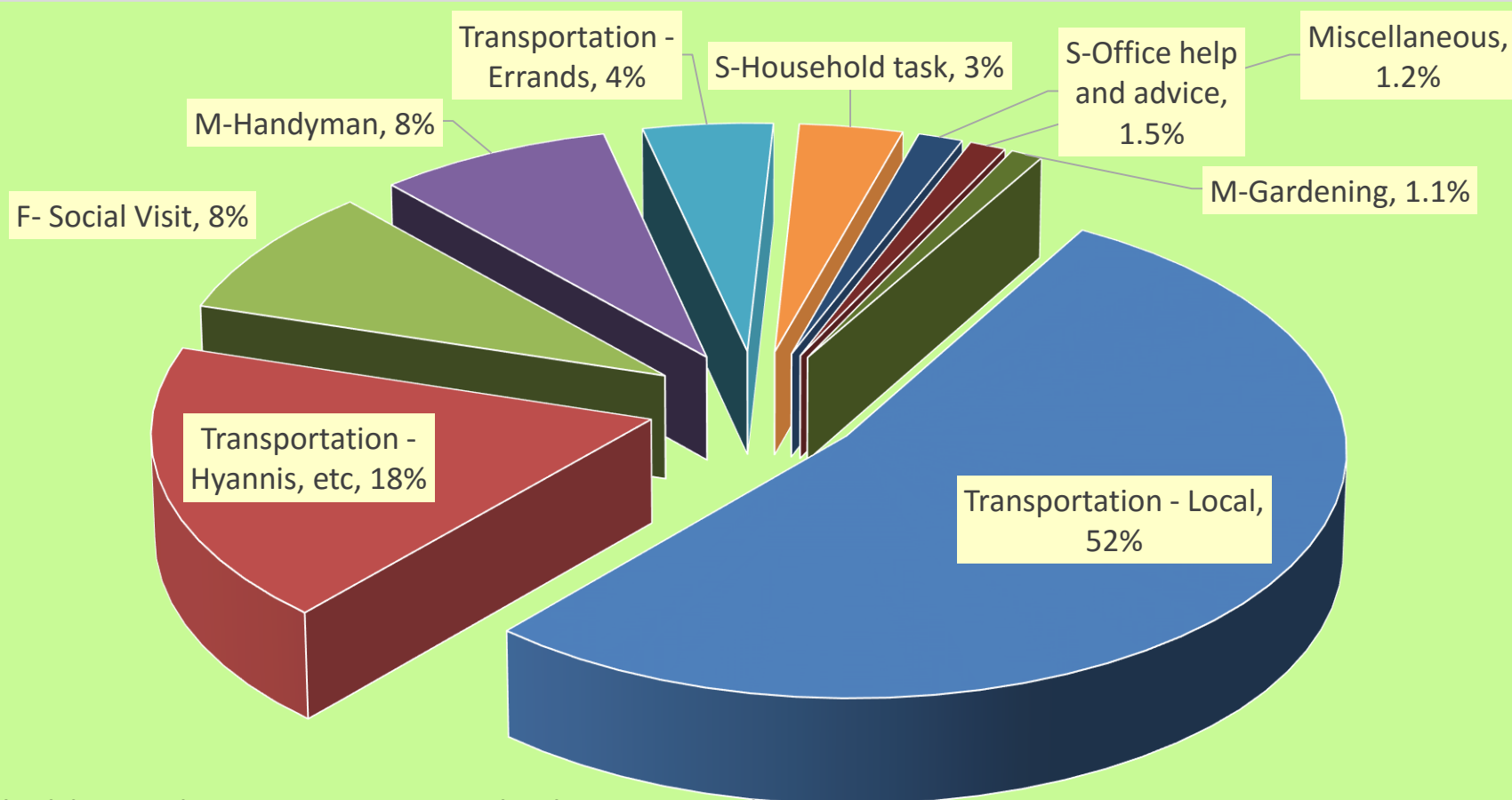


84 households used 192 services in the last four weeks



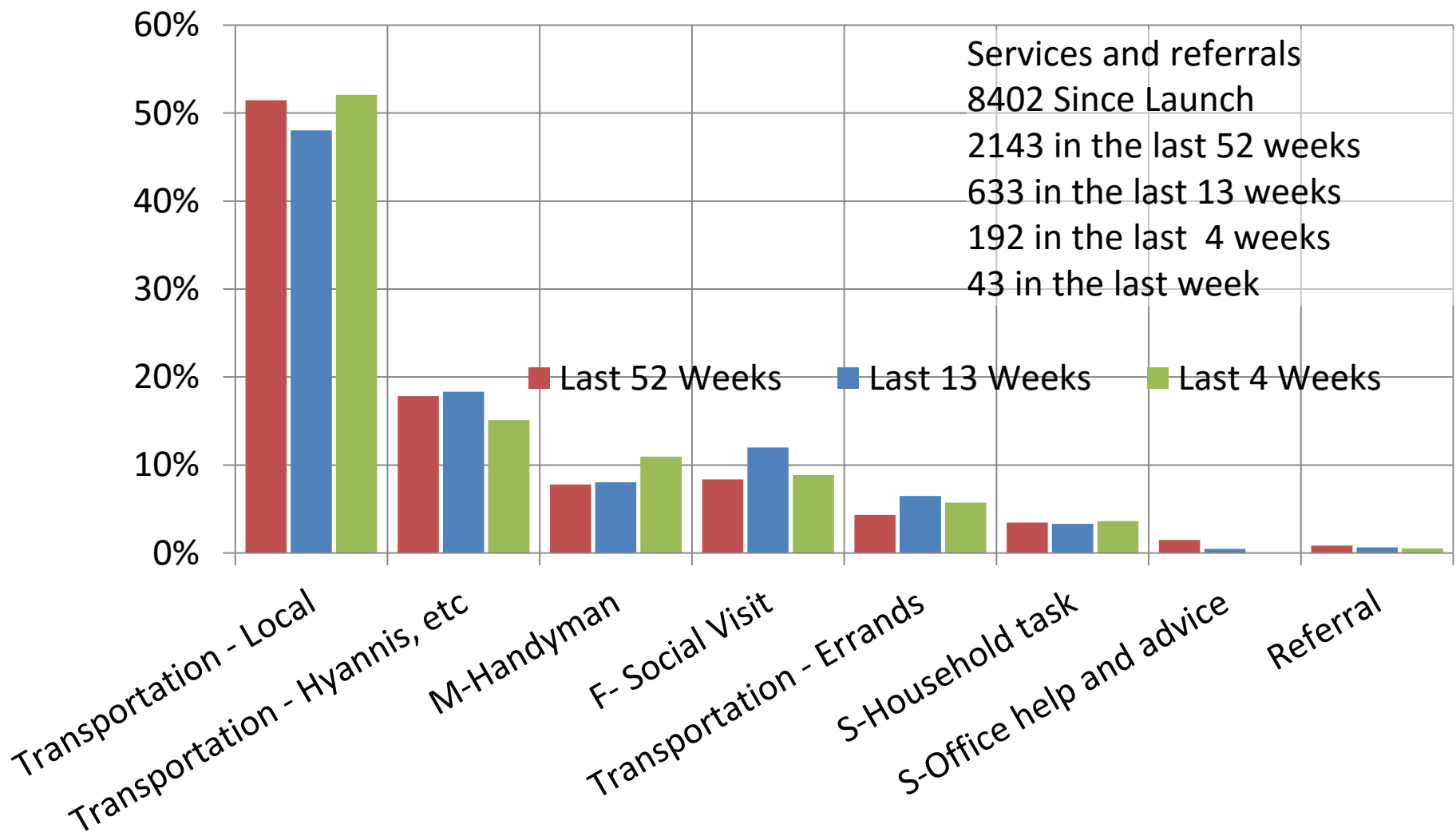
## Services in the Last 52 Weeks

11/14/2015

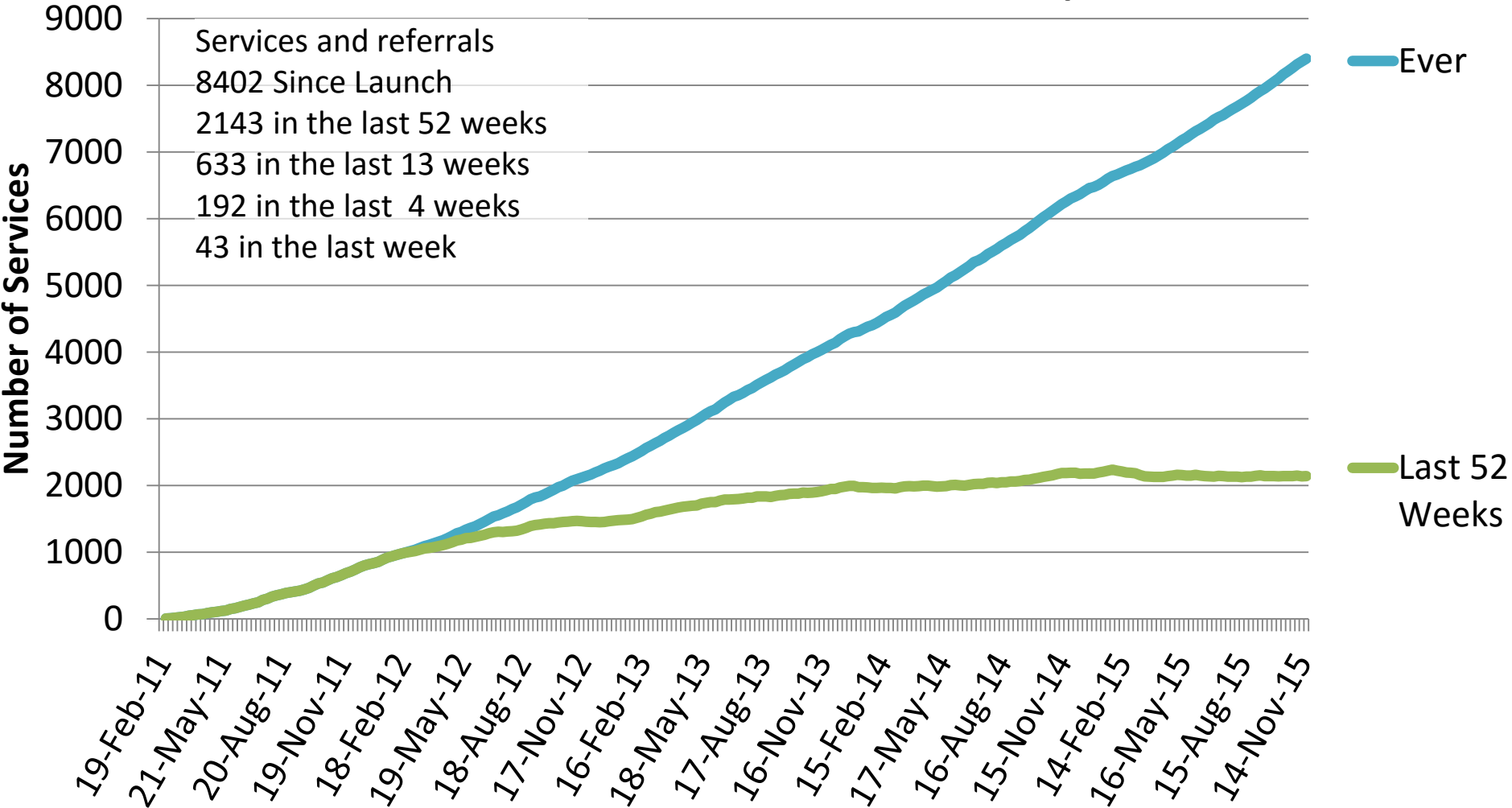


203 households used 2143 services in the last 52 weeks

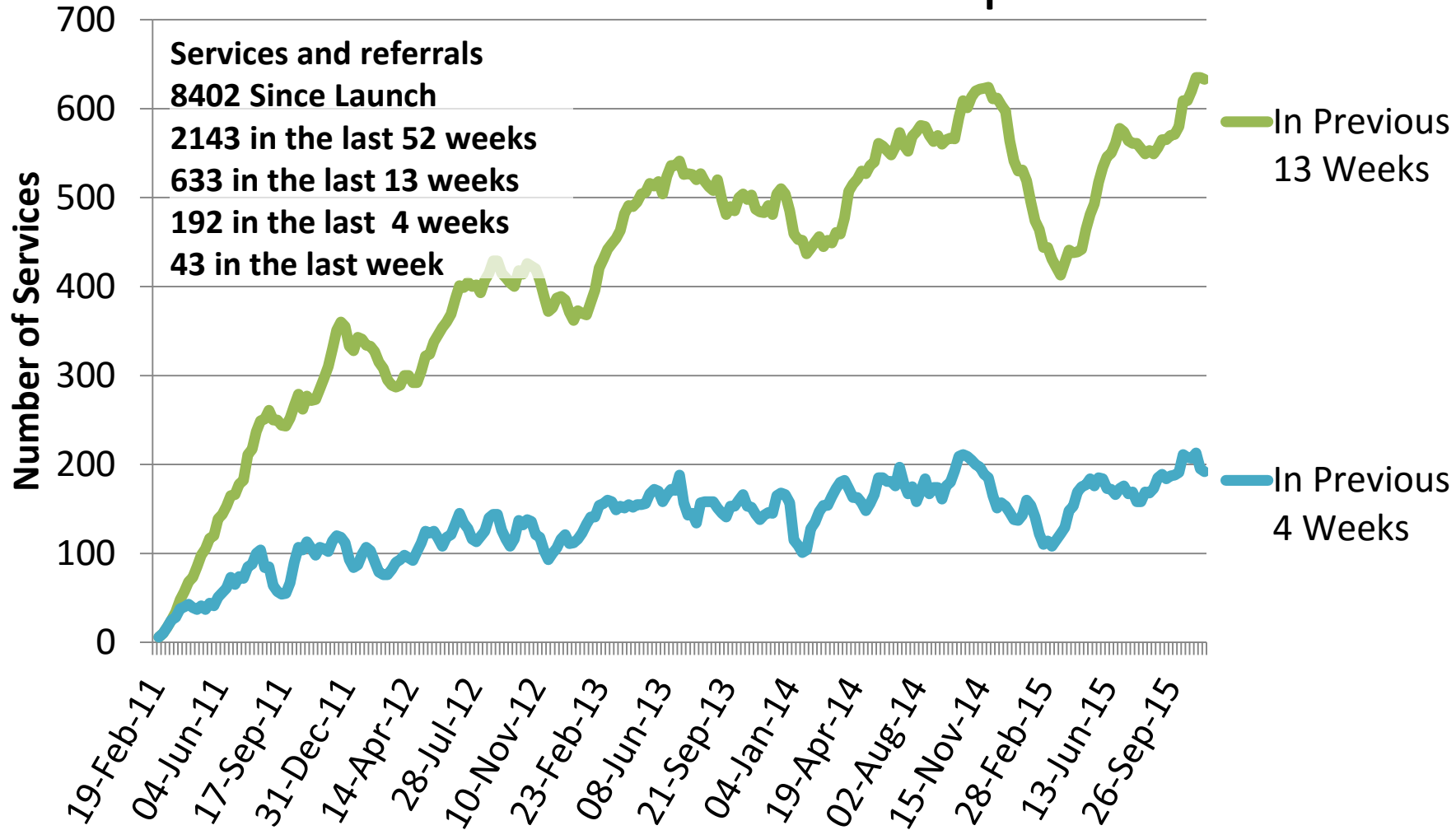
# Trends in Services



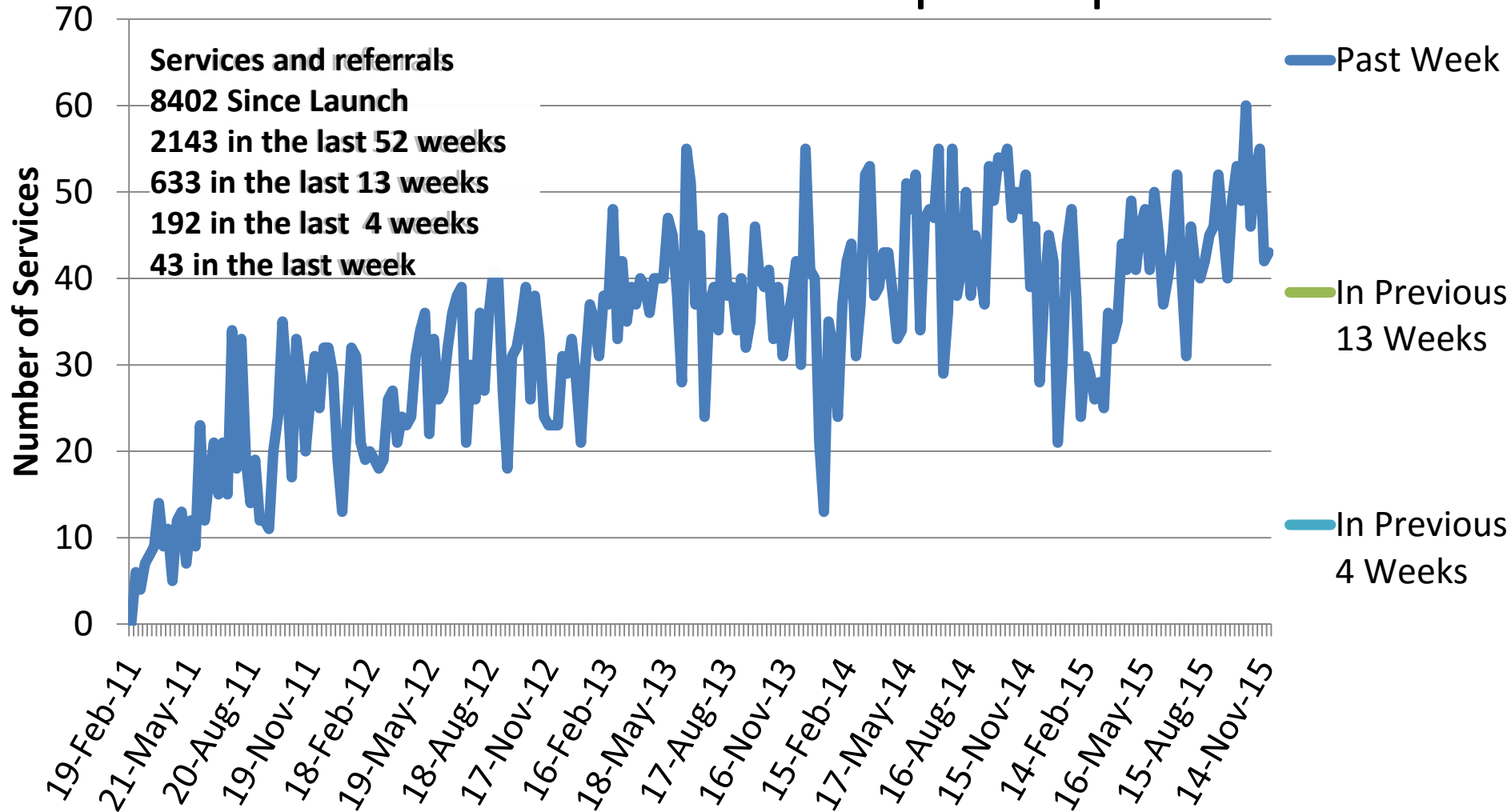
# Services and Referral Requests



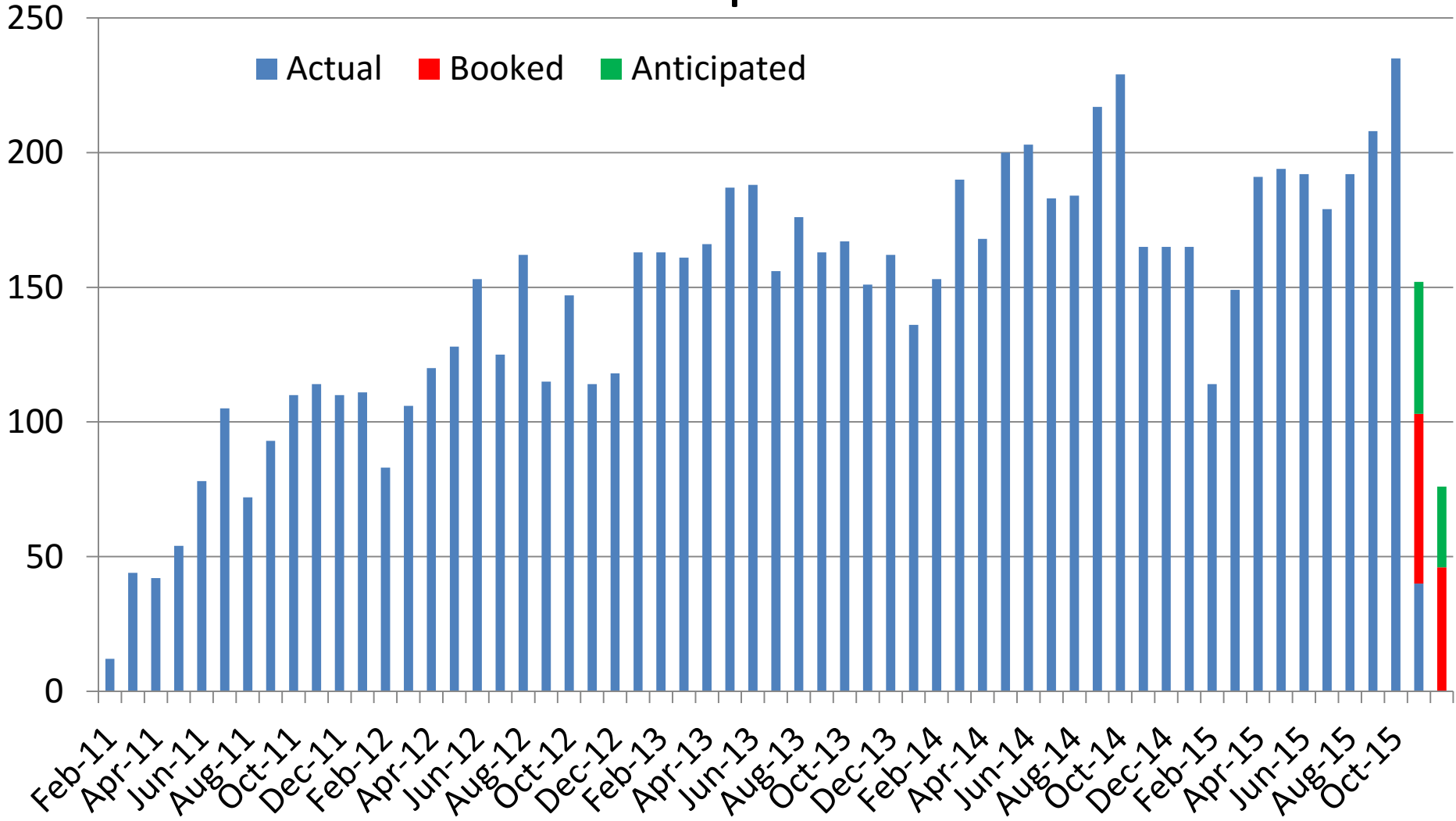
# Services and Referral Requests



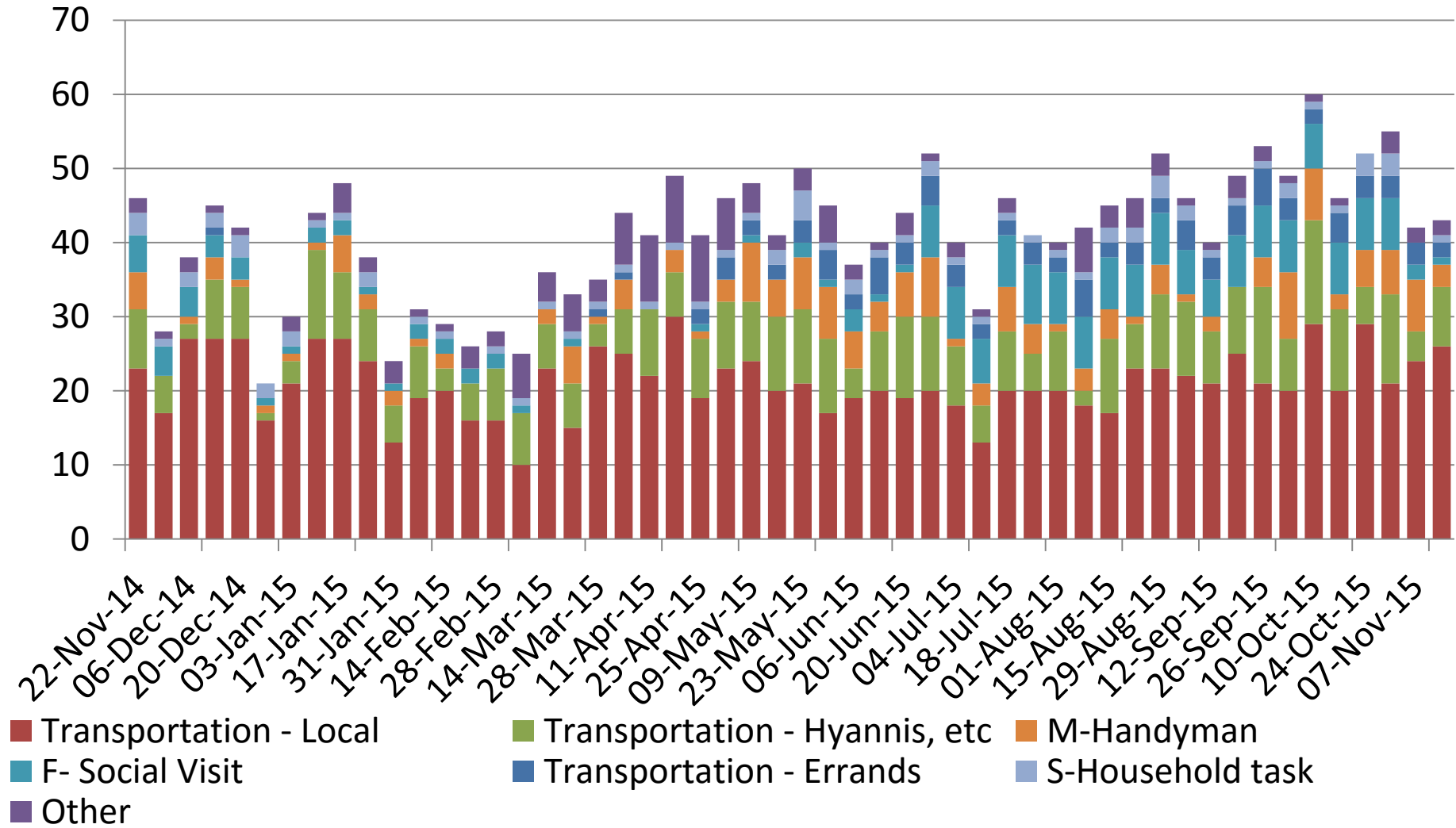
# Services and Referral Requests per Week



# Services per Month



# How Have Direct Services Varied in the Last Year?

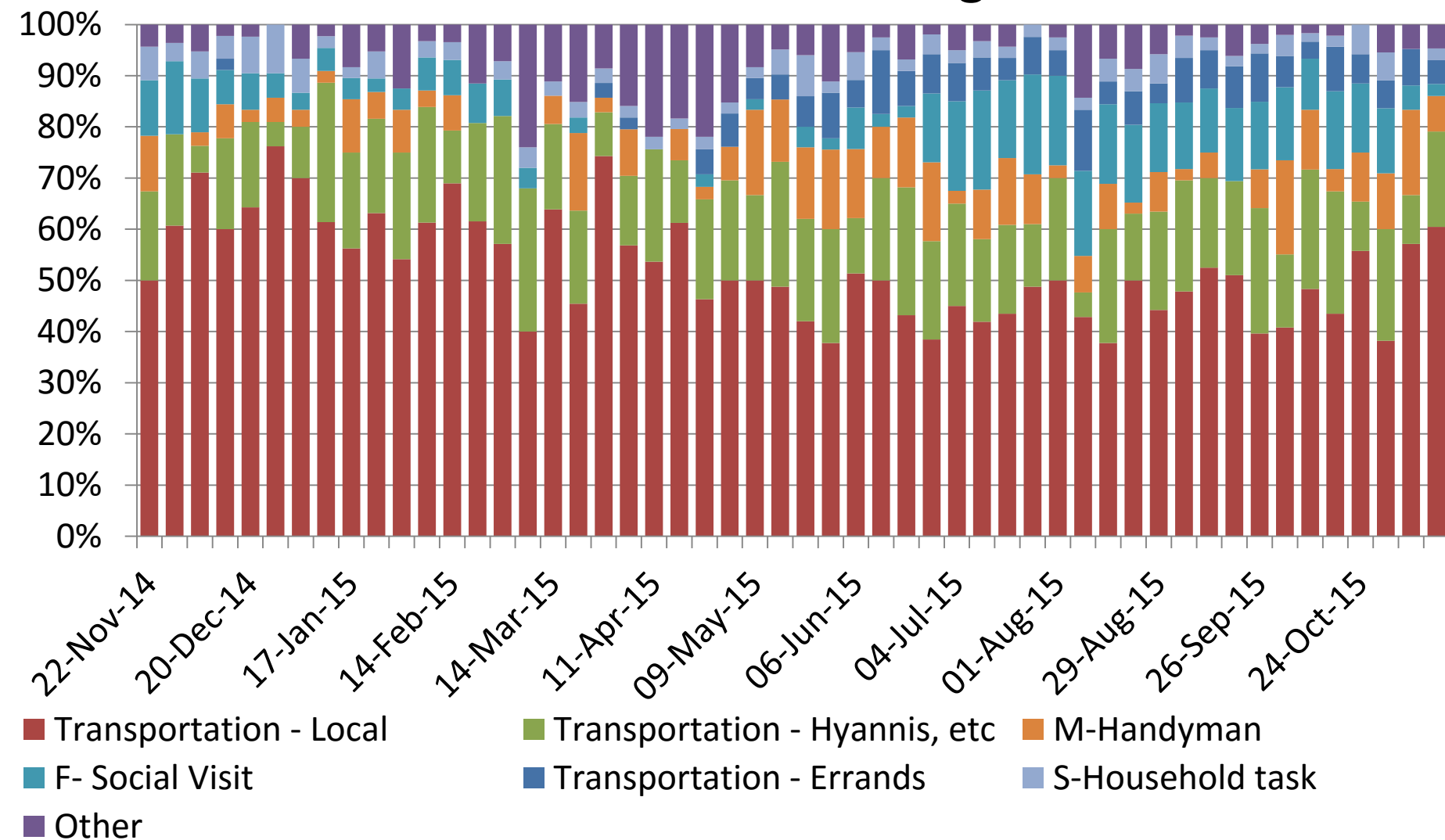


Transportation - Local  
F- Social Visit  
Other

Transportation - Hyannis, etc  
Transportation - Errands

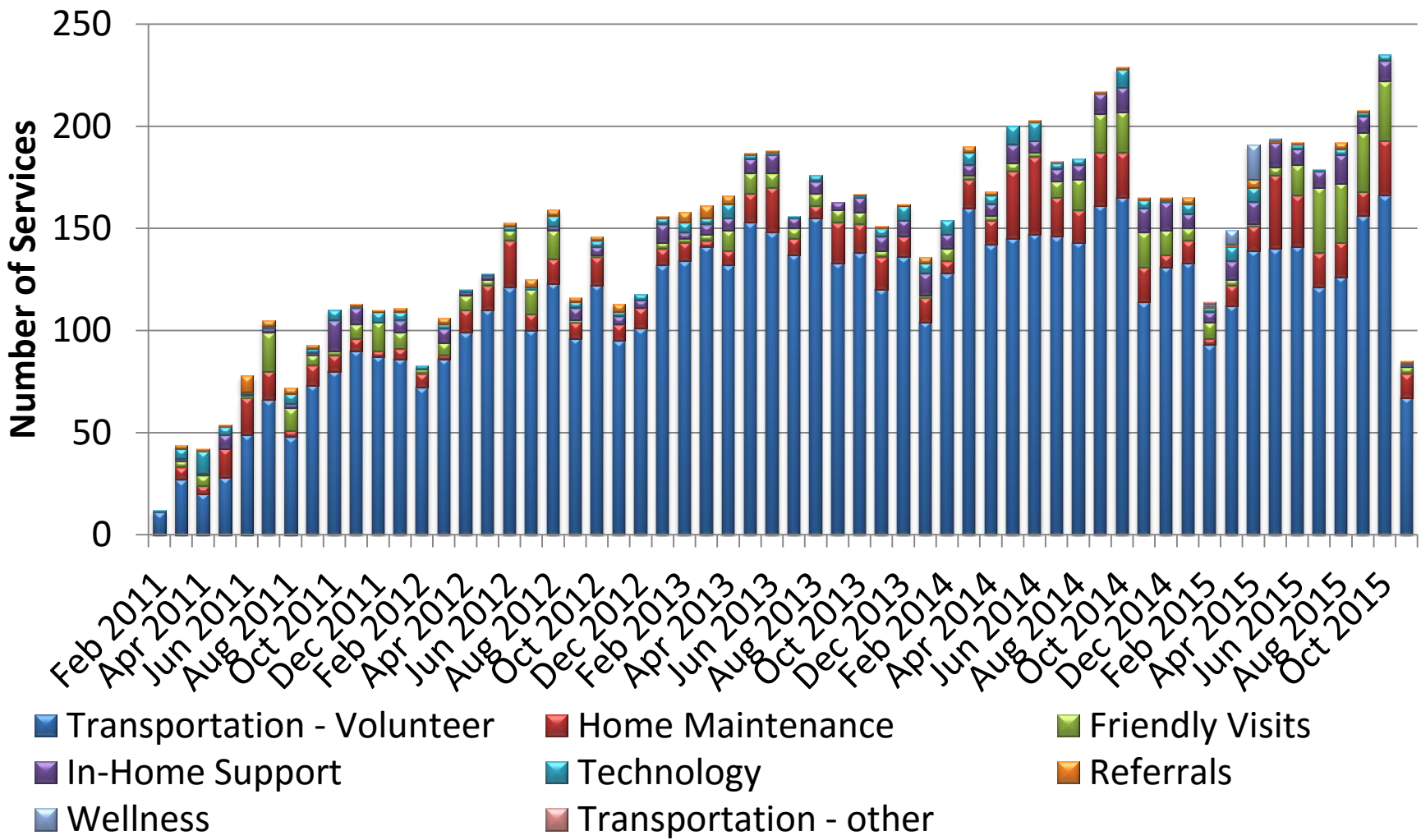
M-Handyman  
S-Household task

## Variation on a Percentage Basis

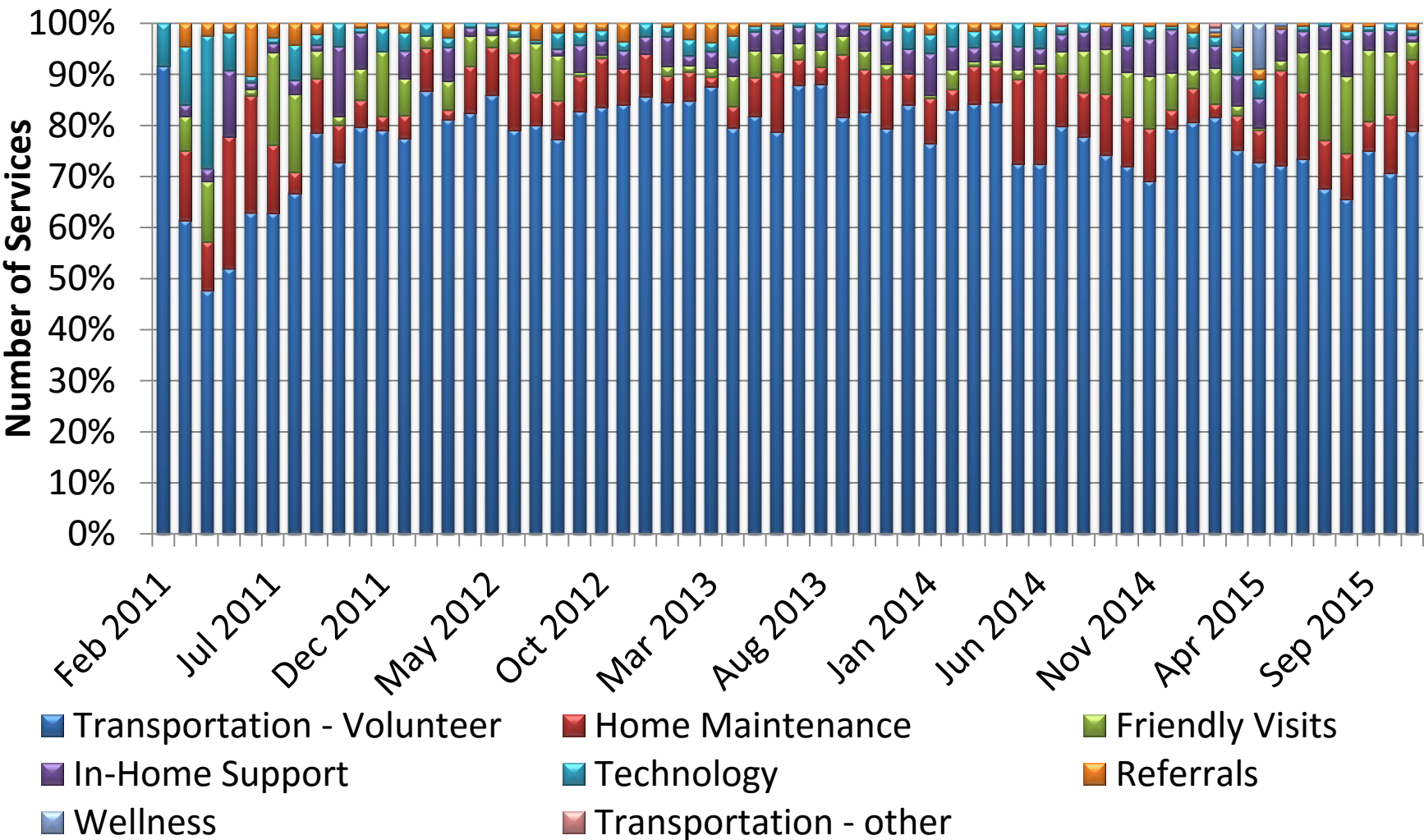




# Service Categories



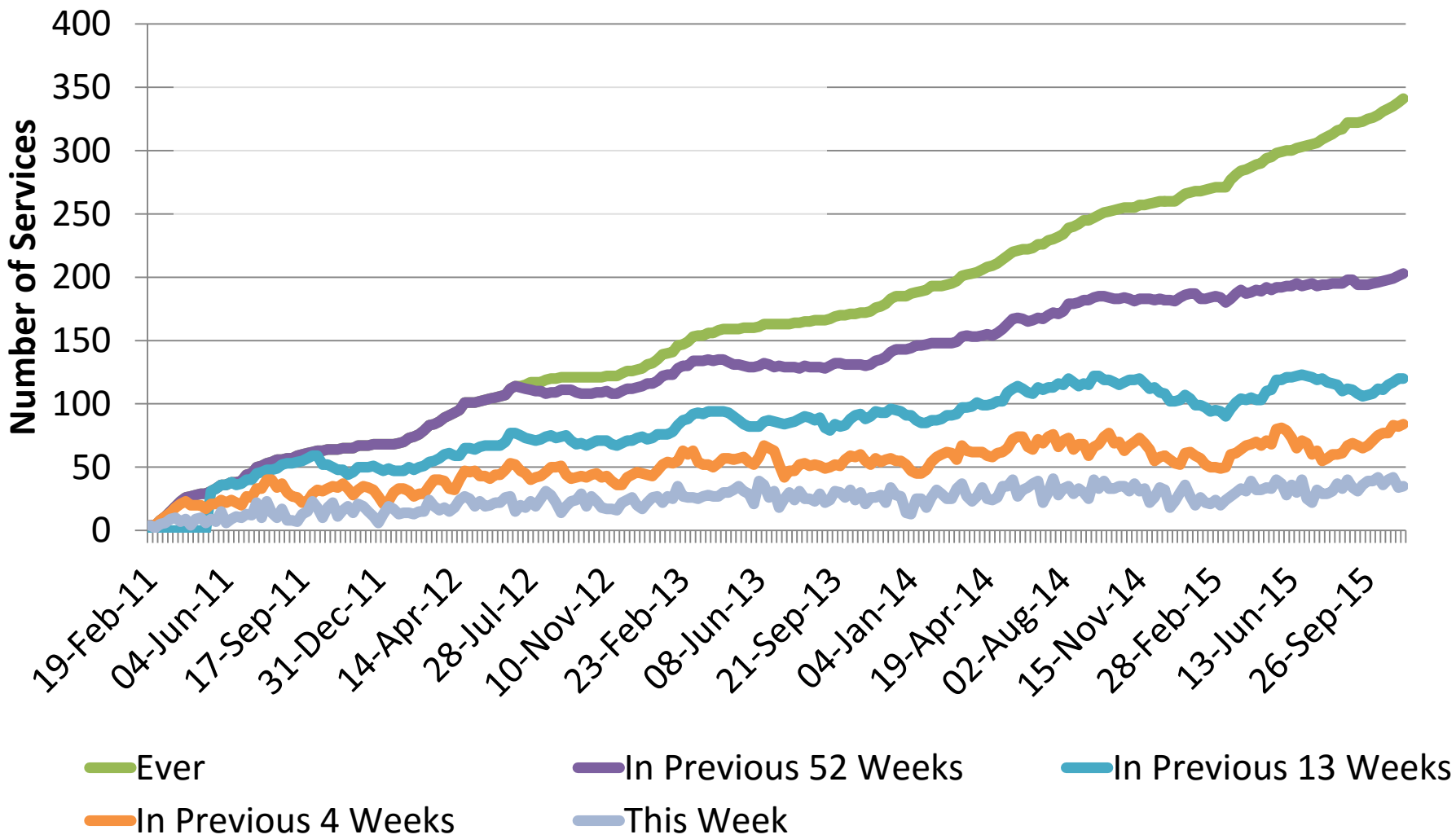
# Service Categories Variation on a Percentage Basis



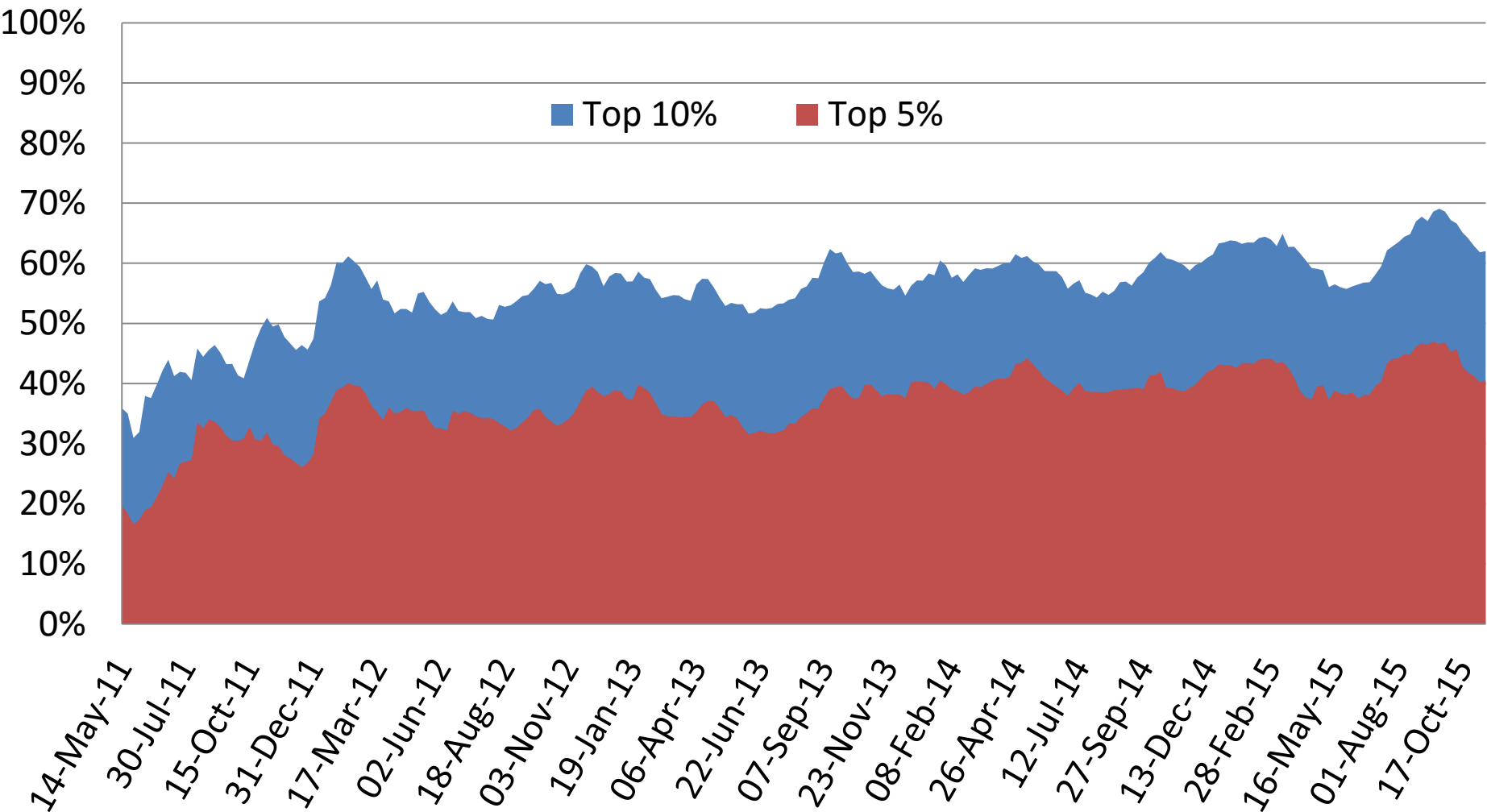
# HOW MANY HOUSEHOLDS USE SERVICES?



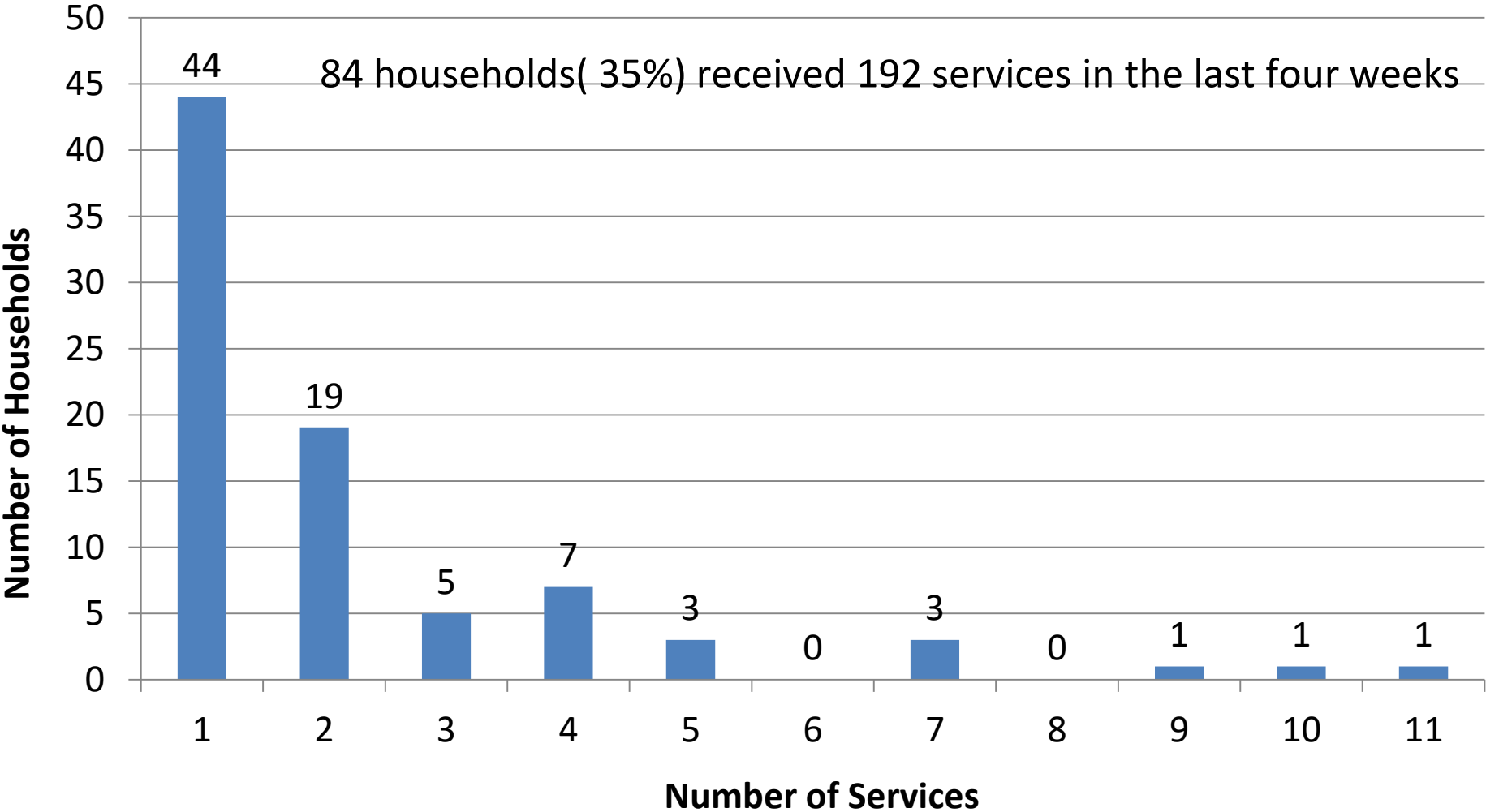
# How Many Households Served



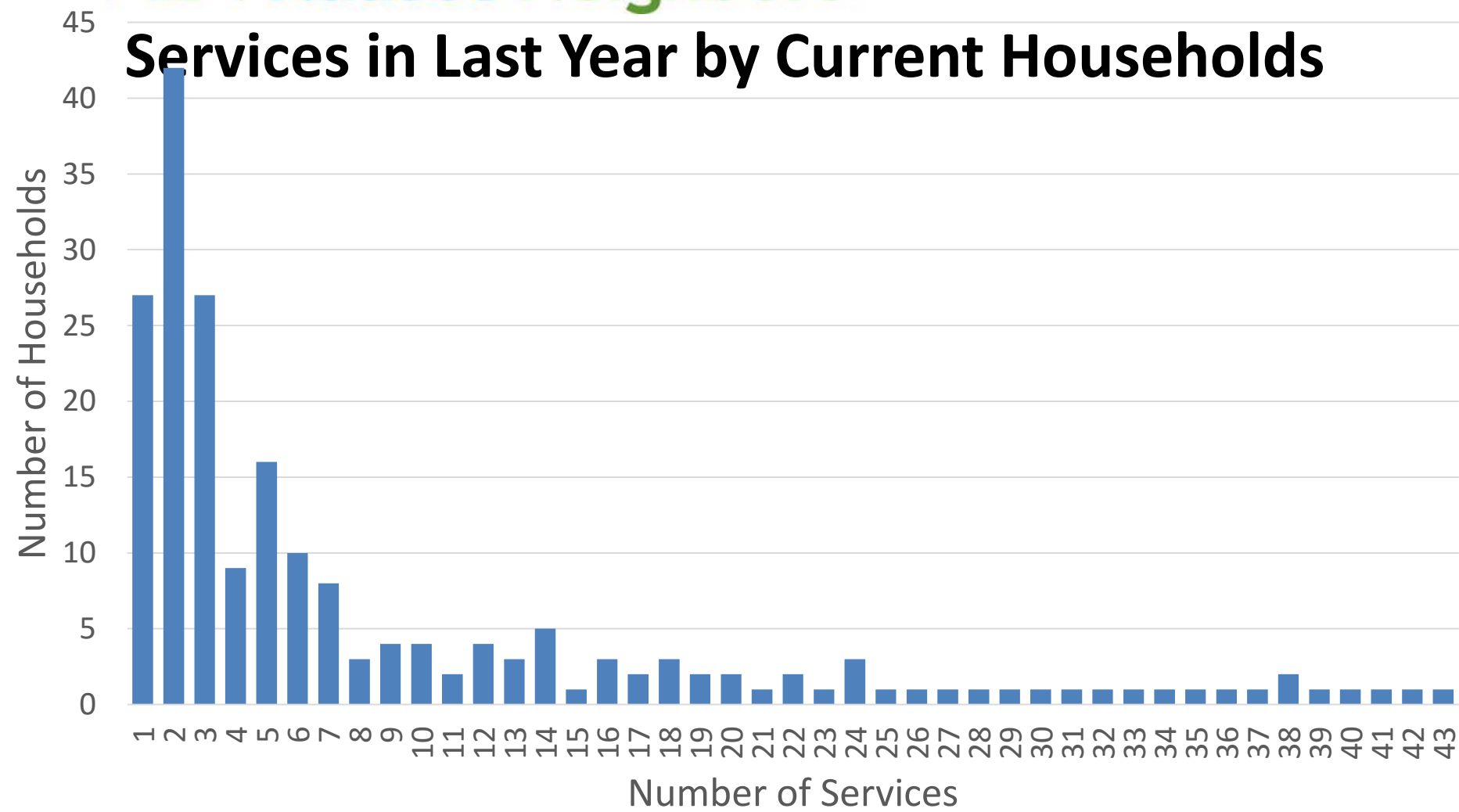
# Heaviest Users of Services



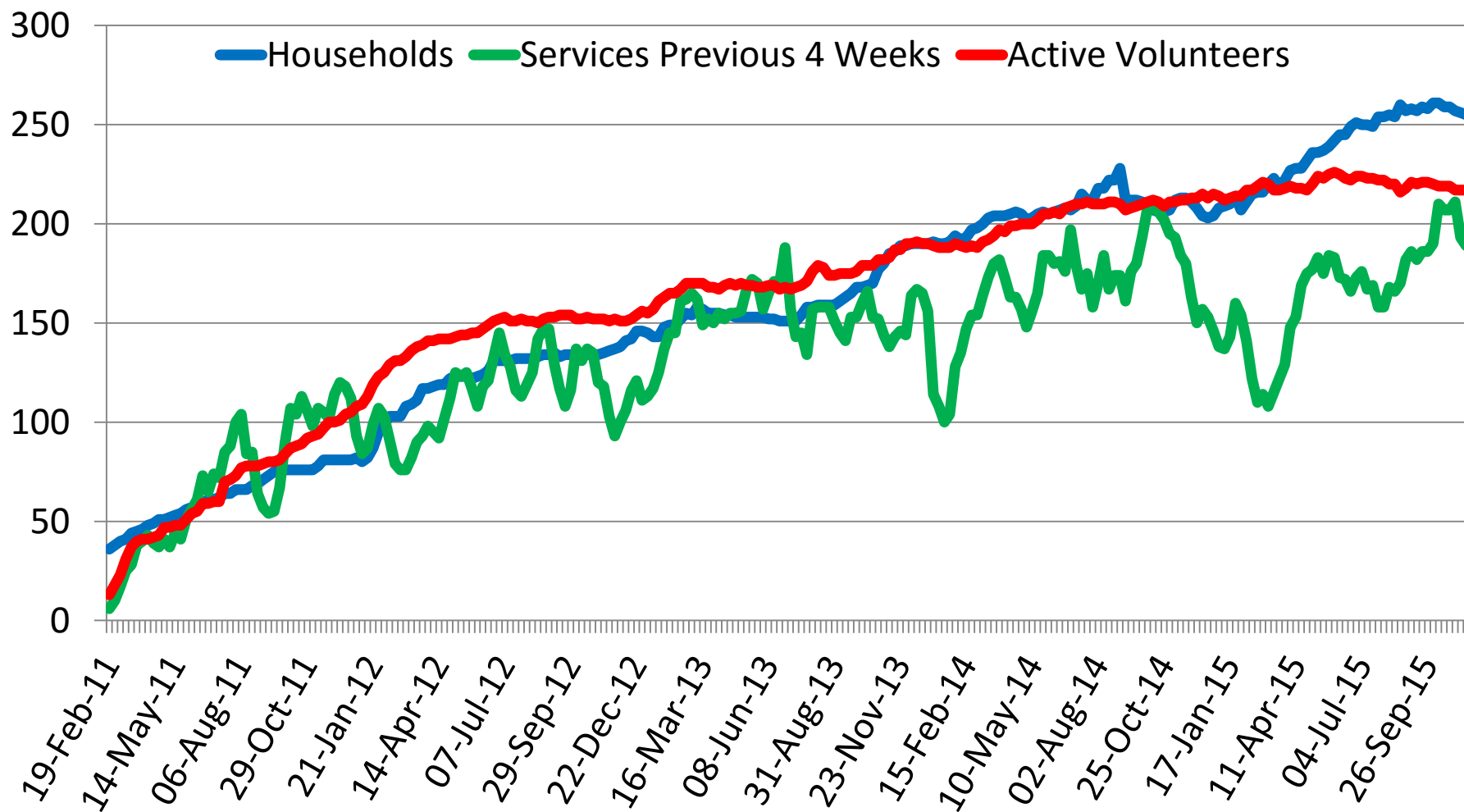
# Rate of Direct Services in Last 4 Weeks



# Services in Last Year by Current Households



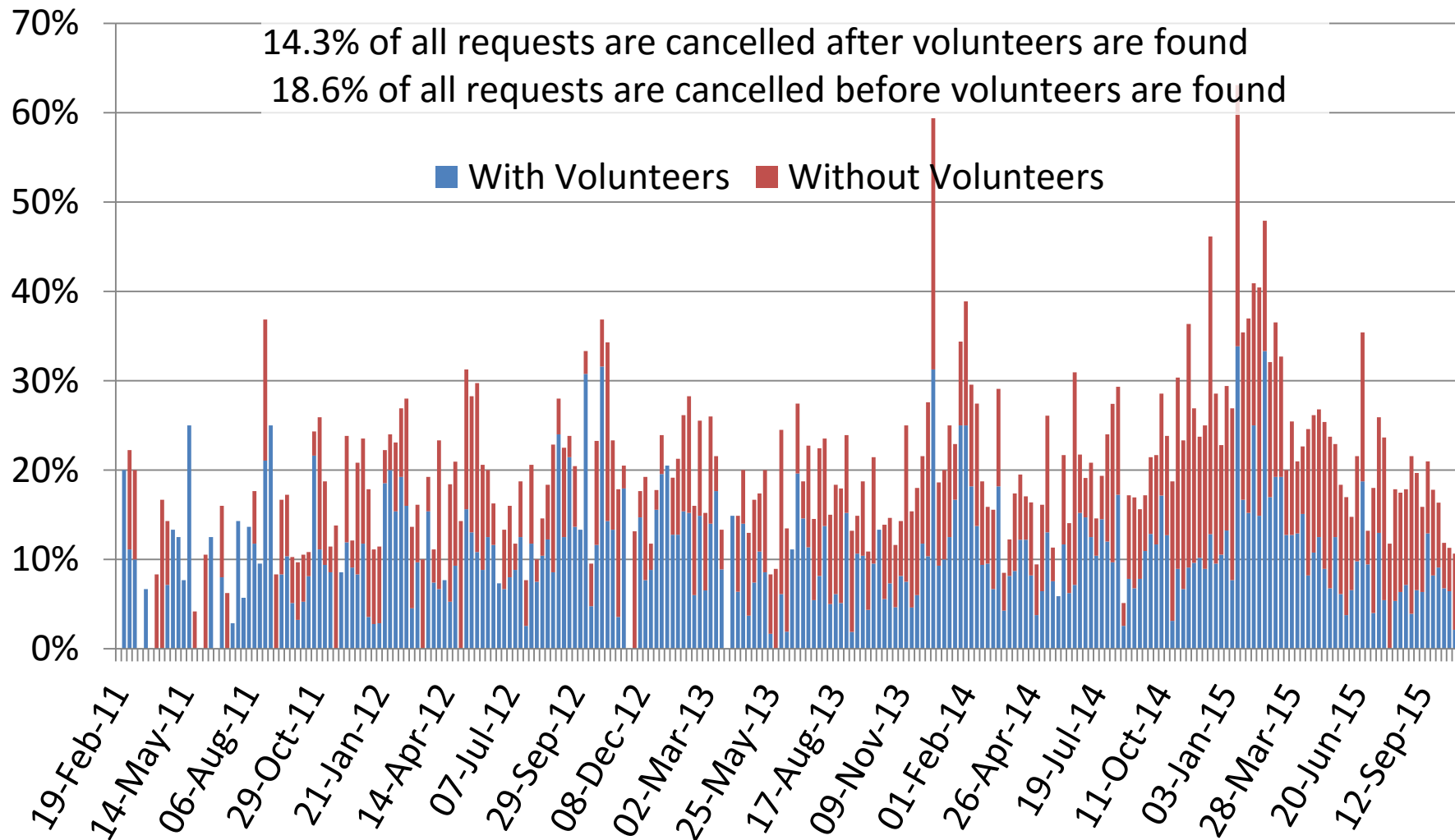
## Memberships, Active Volunteers, and Services per Month





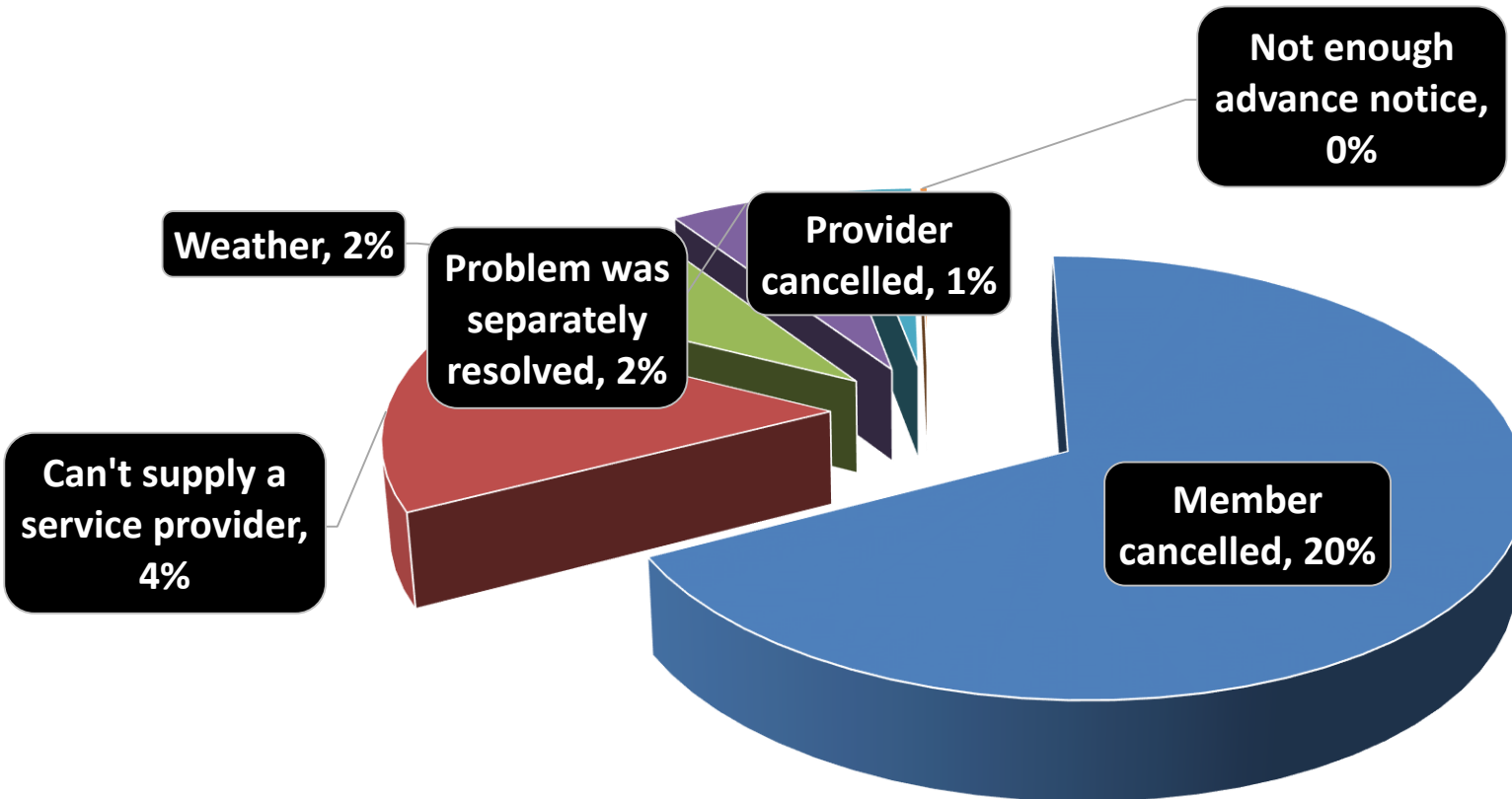
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



## Cancellation Reasons (Last 52 Weeks)

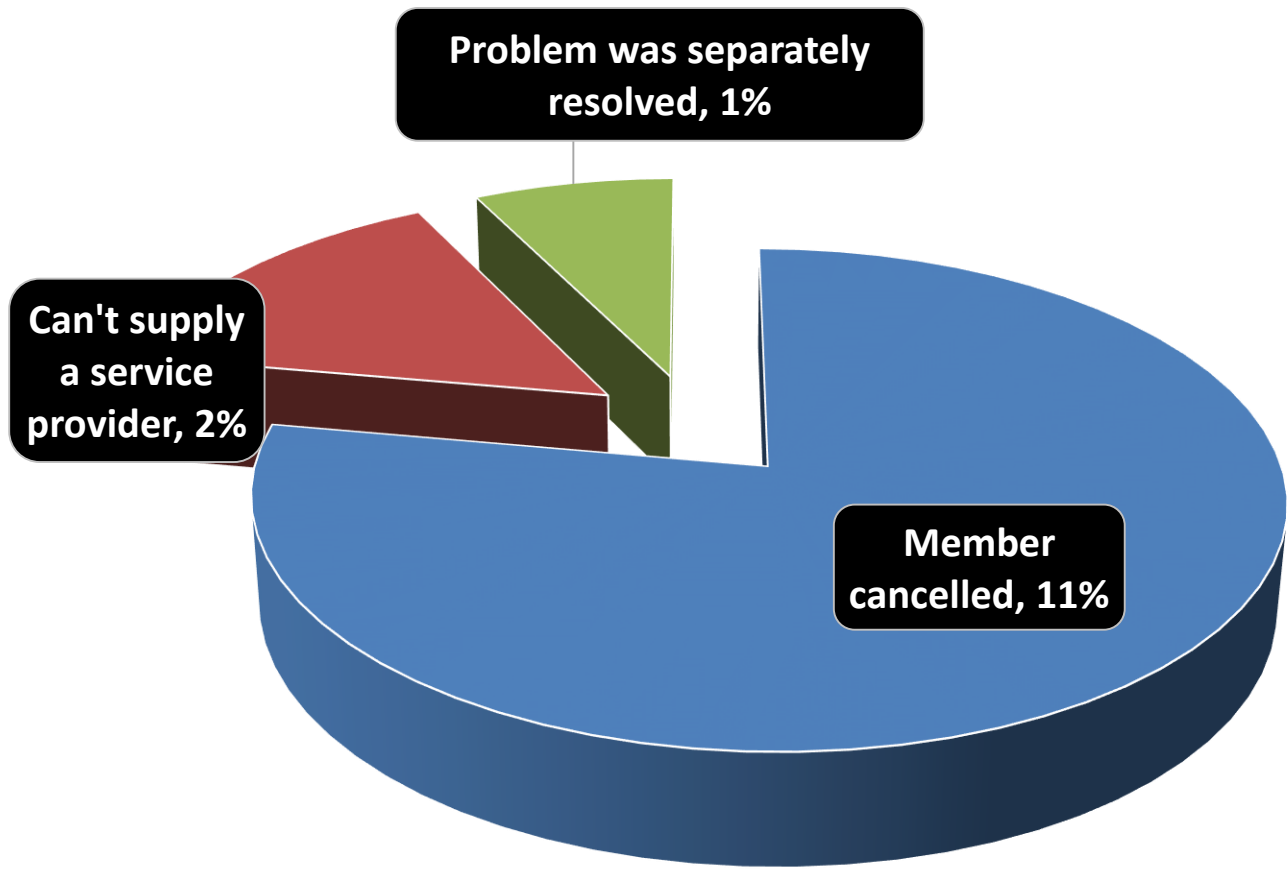
In addition to 2143 services performed last year, an additional 30% were cancelled.



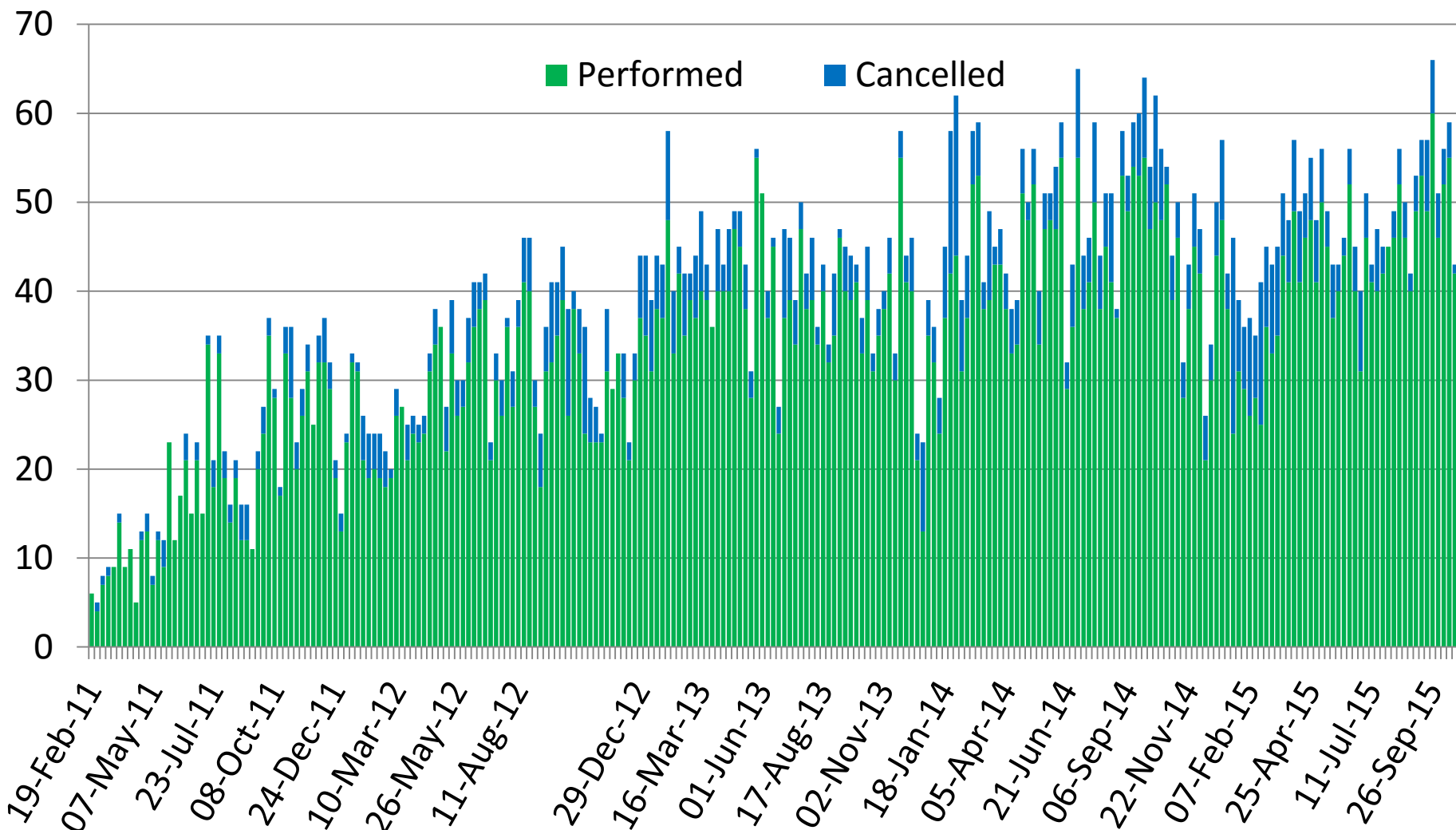


# Cancellation Reasons (Last 4 Weeks)

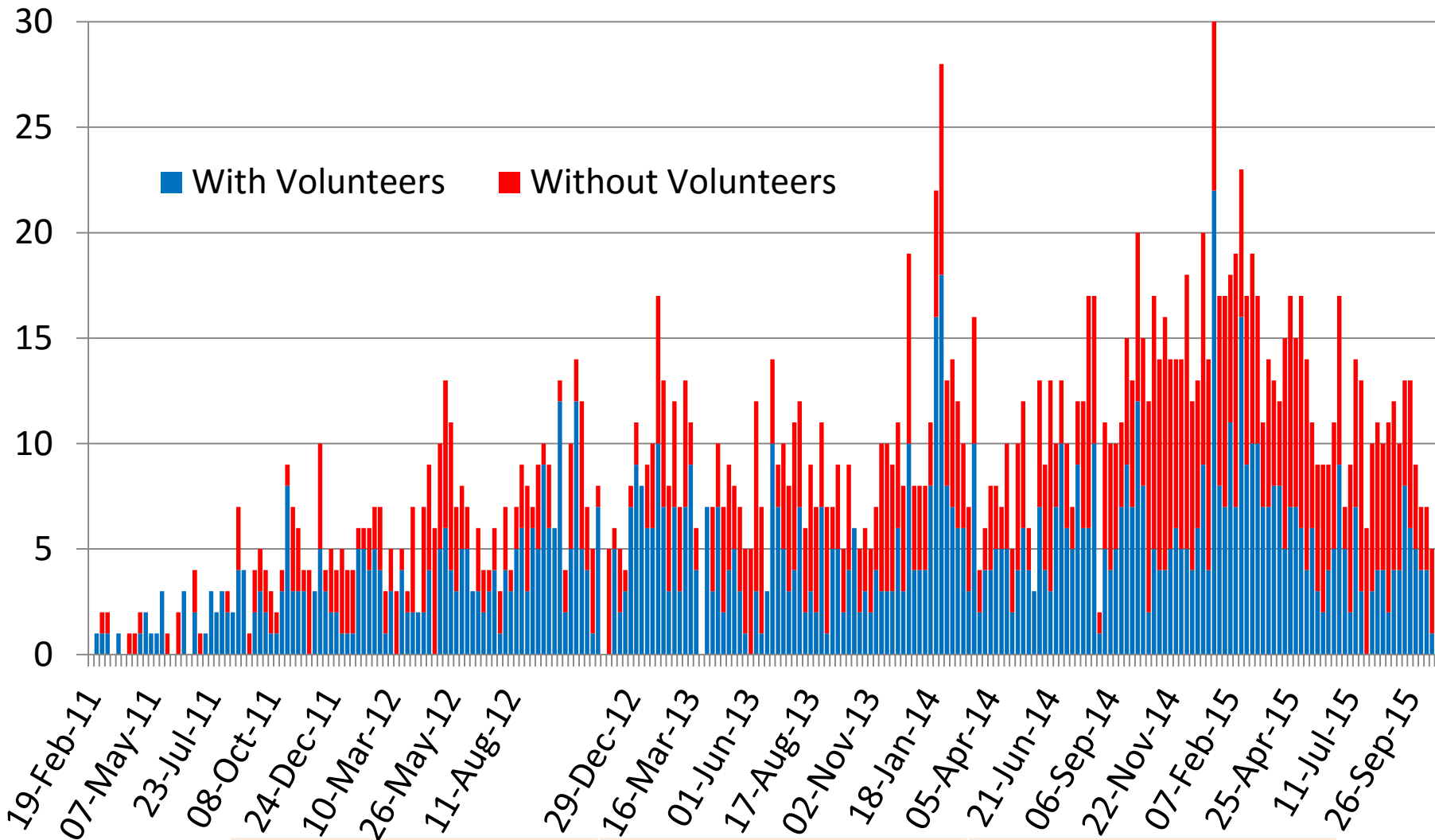
In addition to 192 services performed in the last four weeks, an additional 14% were cancelled.



## Services Filled



## All Cancelled Services



# RETENTION

## WHY MEMBERS QUIT

# Why Members Quit

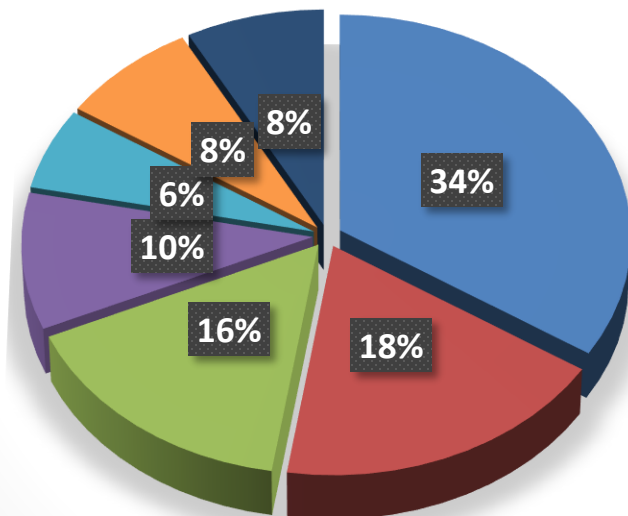
- Since we began in February 2011, we have had a total of 492 members, 202 of whom (41%) have dropped their membership
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining 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

11/14/2015

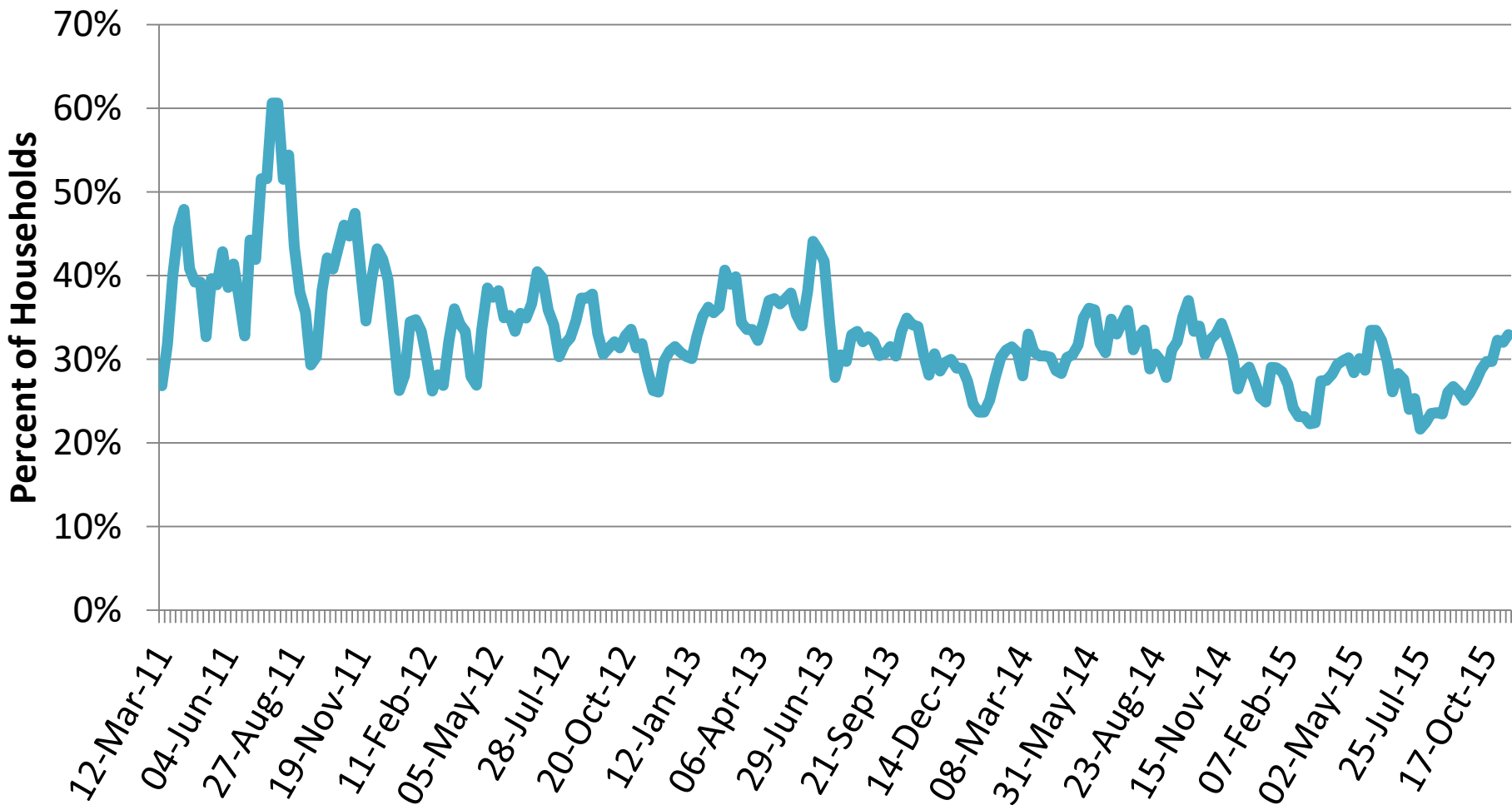
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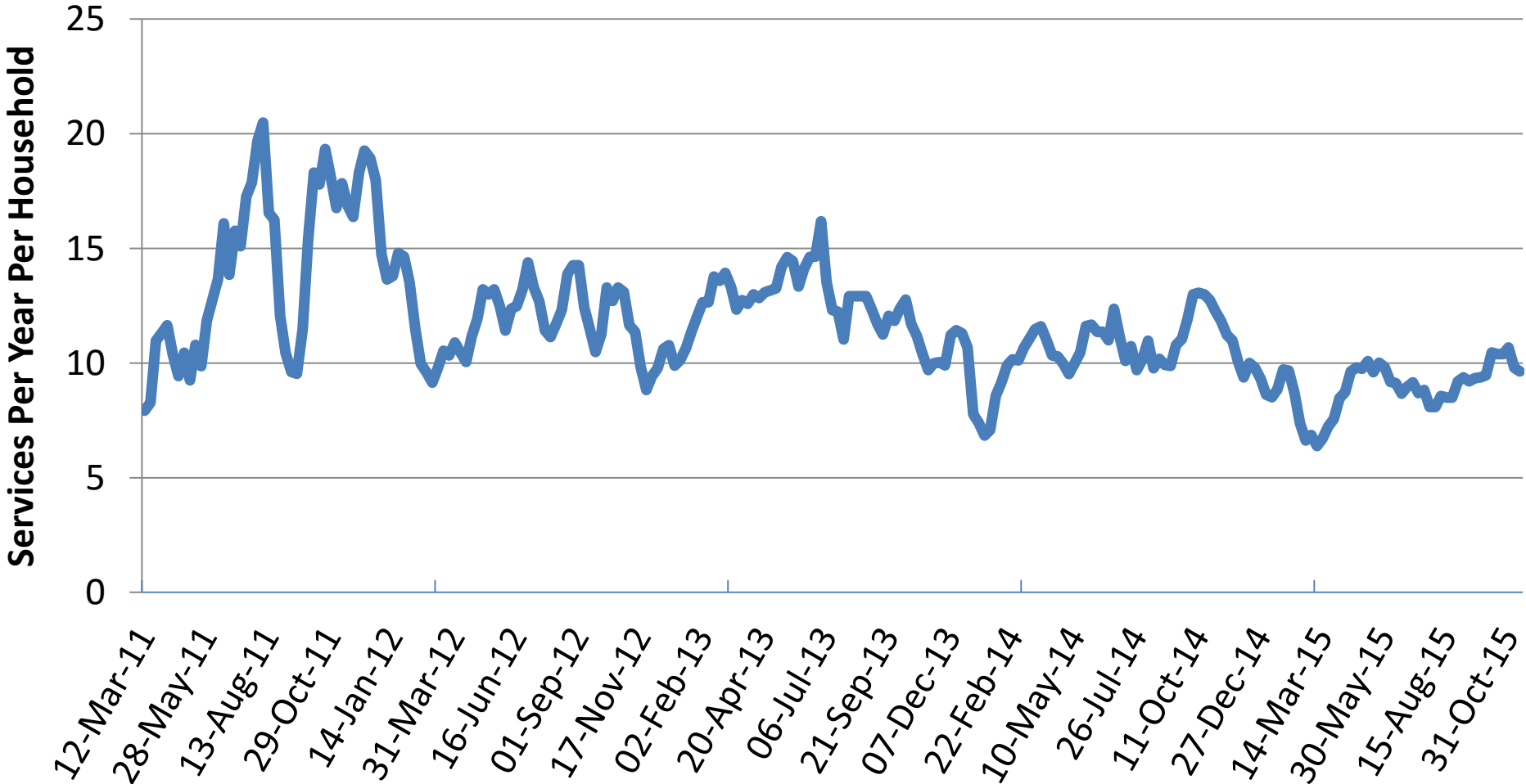
### Drop Reasons

- 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?

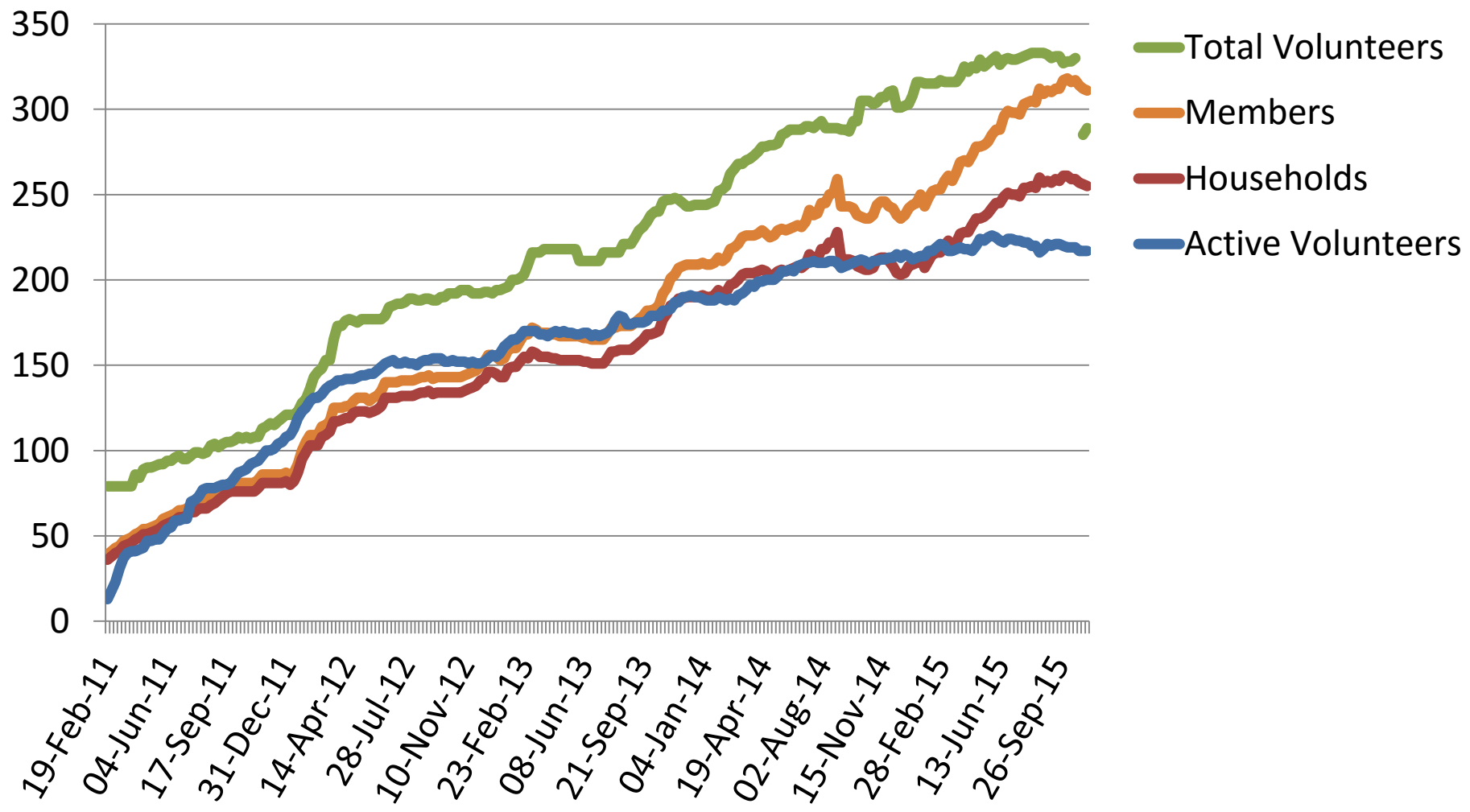
## VOLUNTEERS

## 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
  - 35 Households used services this week.
  - 84 Households used services in the last 4 weeks.
  - 120 Households used services in the last 13 weeks.
  - 203 Households used services in the last 52 weeks.
  - 341 Households used 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.

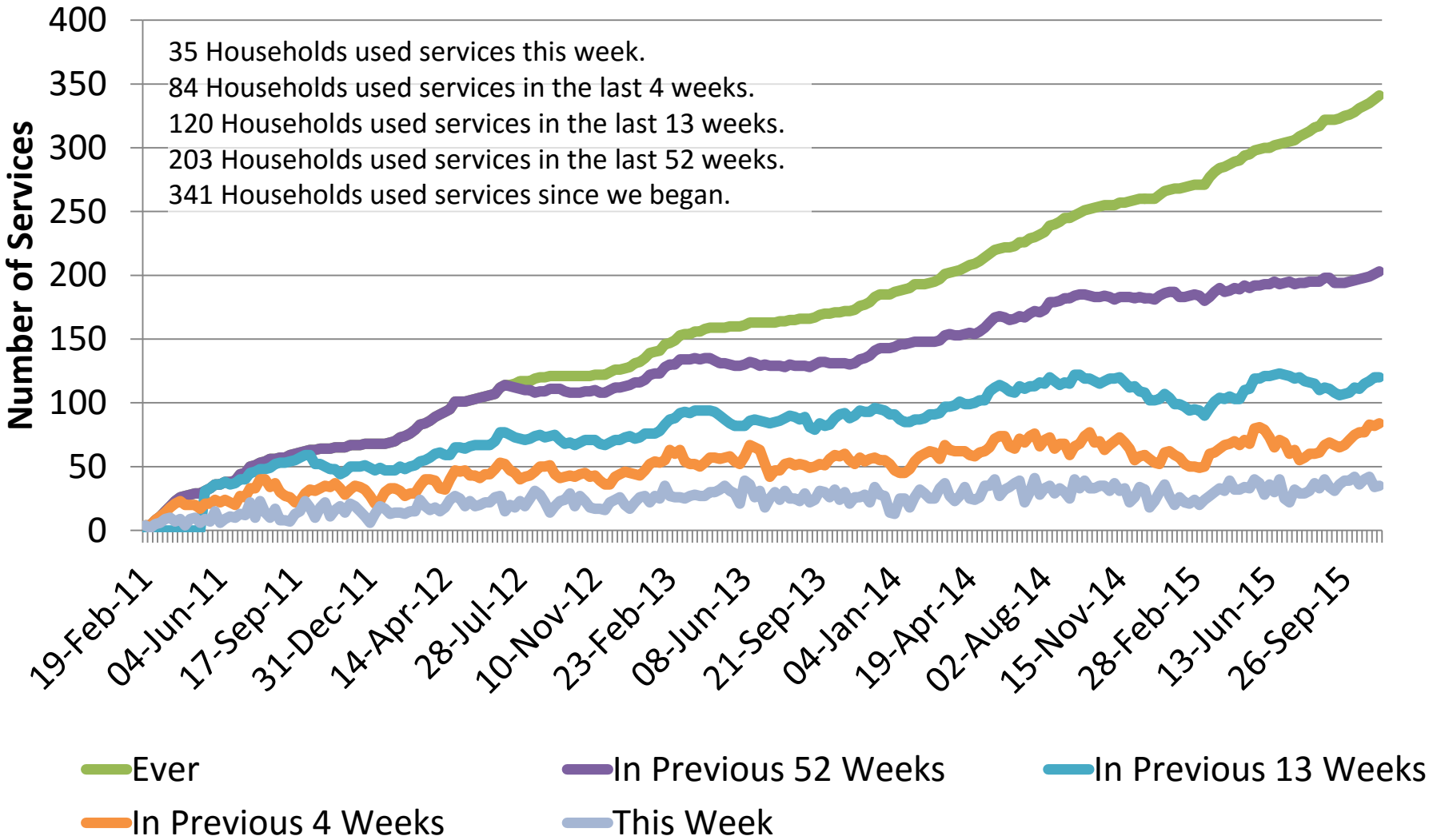


# Growth Rates of Members, Households and Volunteers



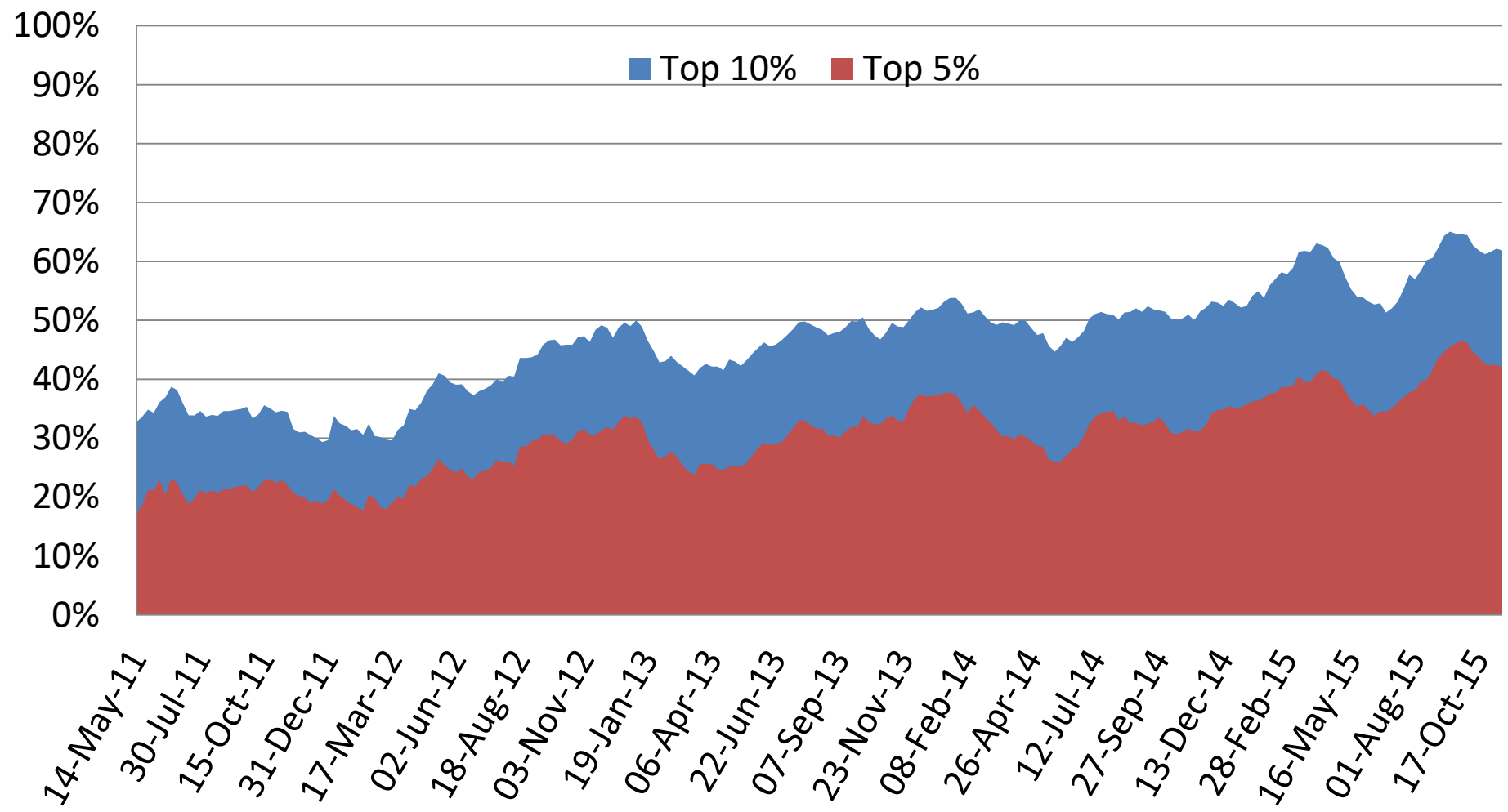


# Volunteers Who Provided a Service



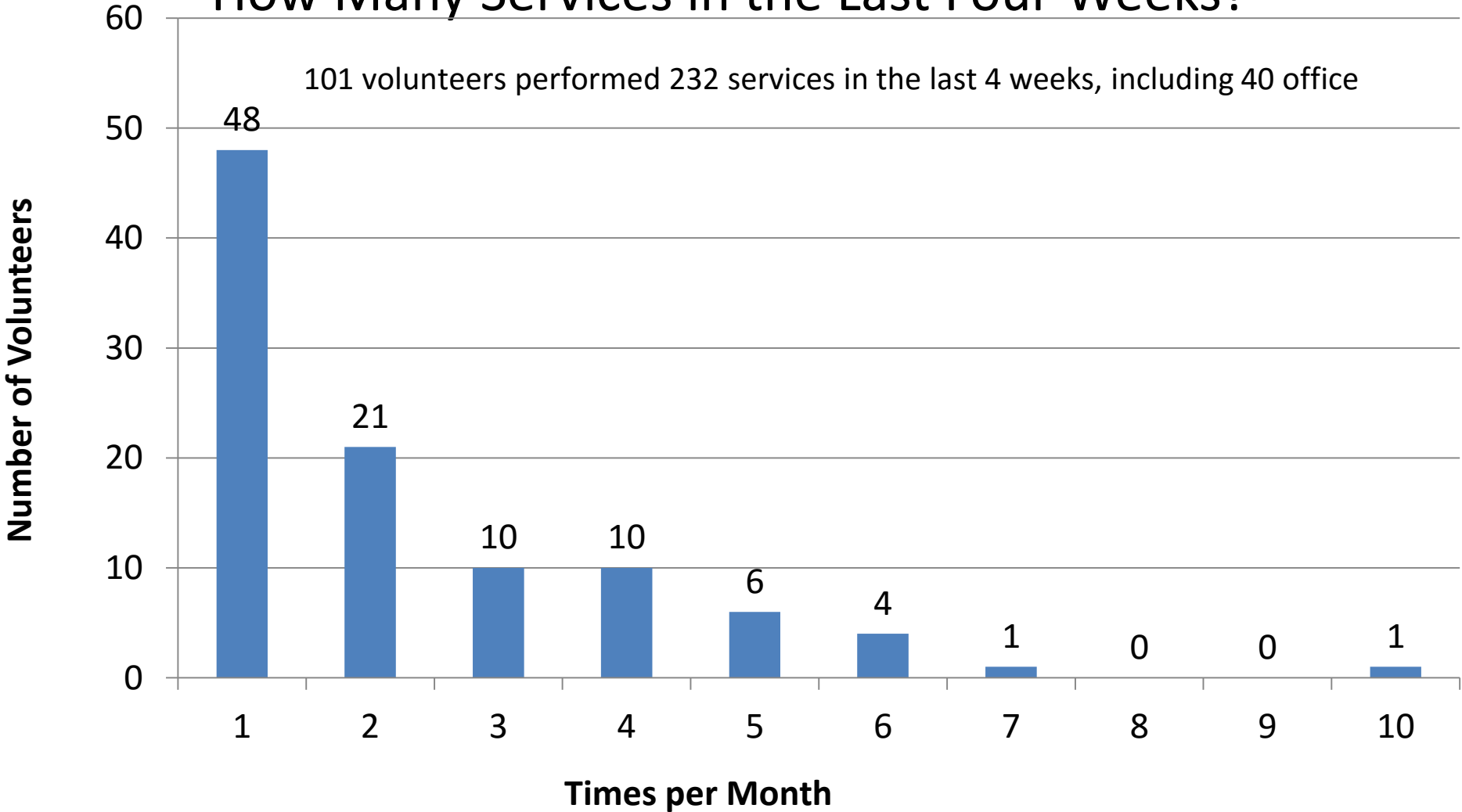


# Most Active Volunteers During Previous Four Weeks

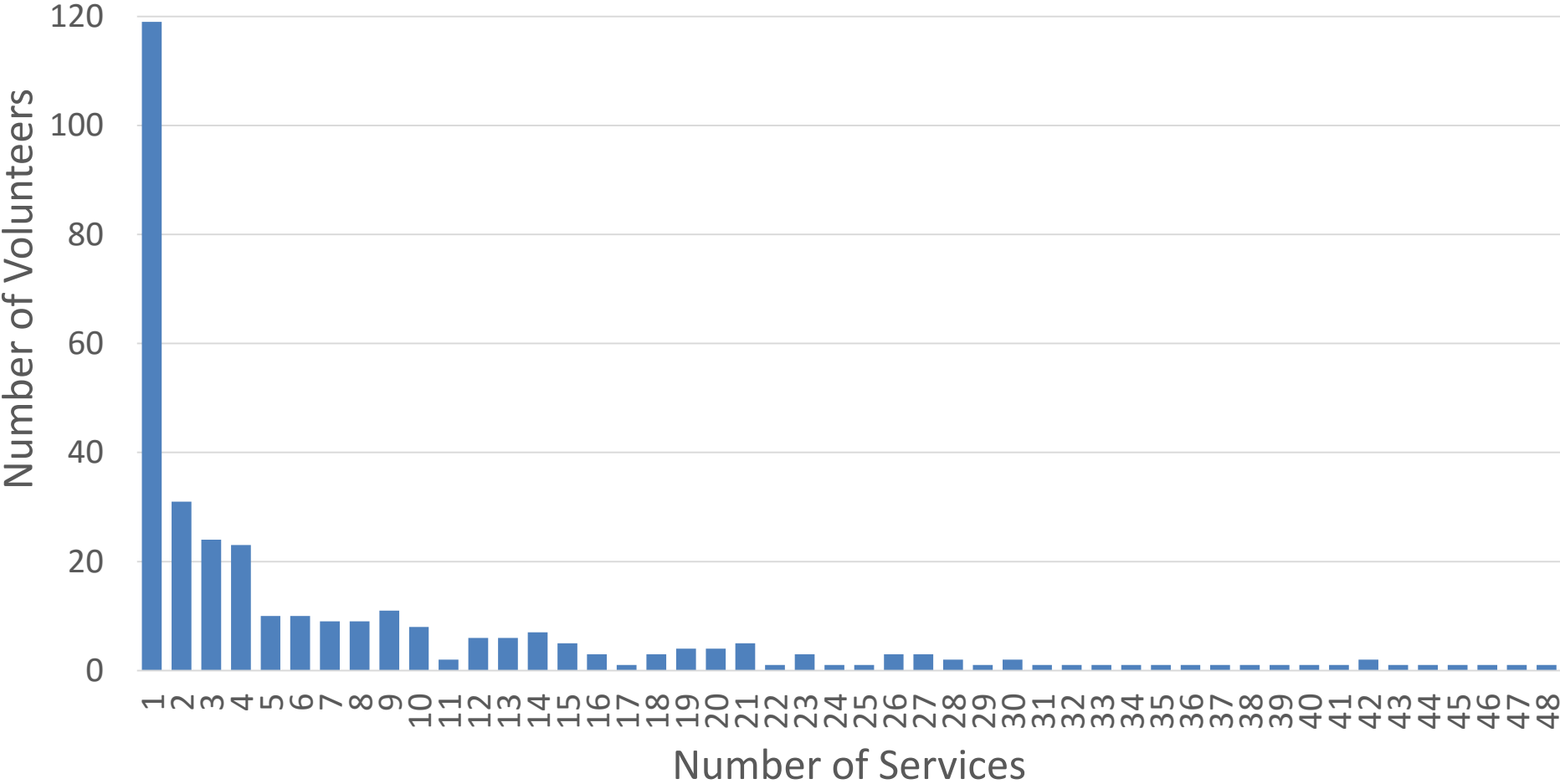




# How Many Services in the Last Four Weeks?

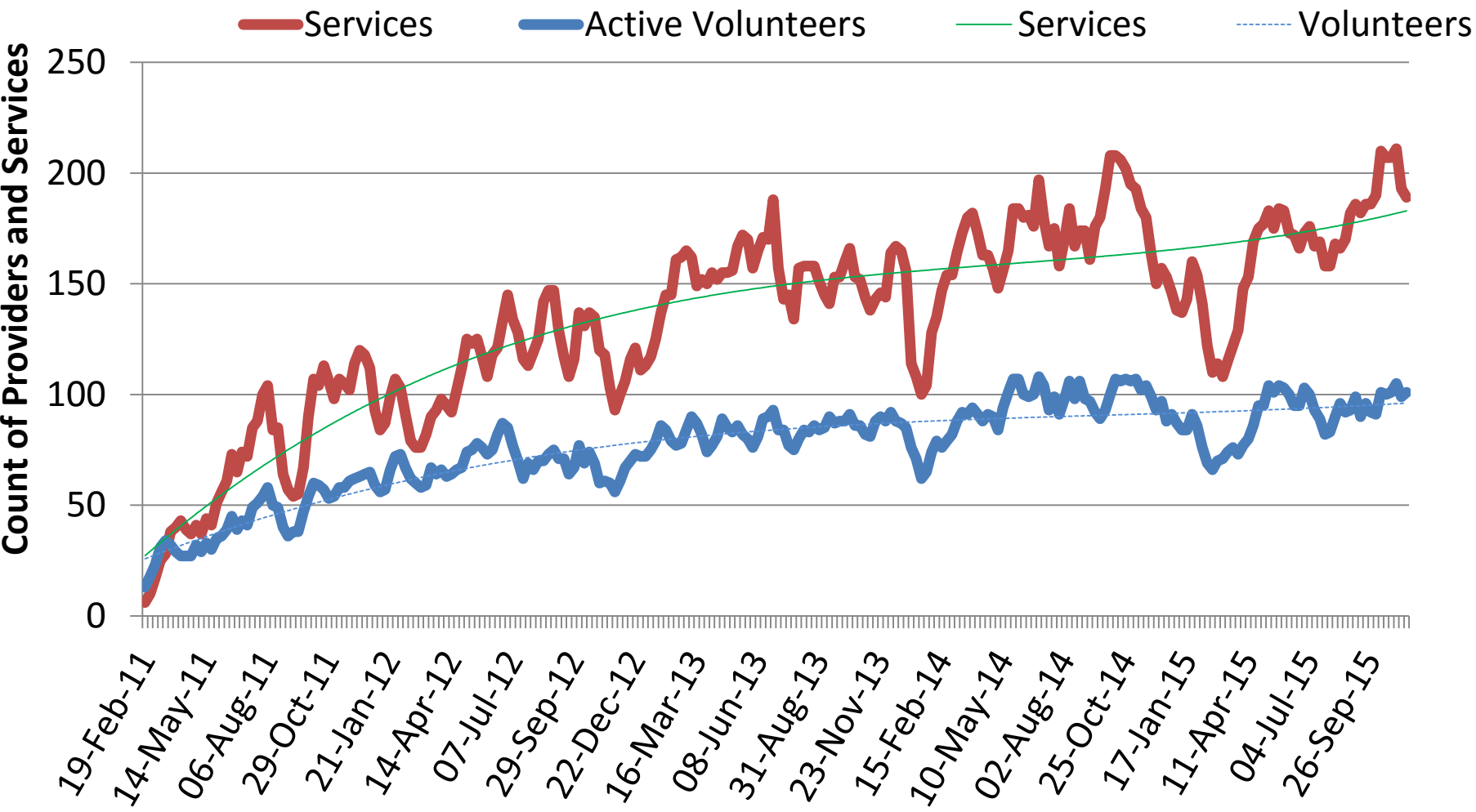


# Services per Volunteer in the Last Year?

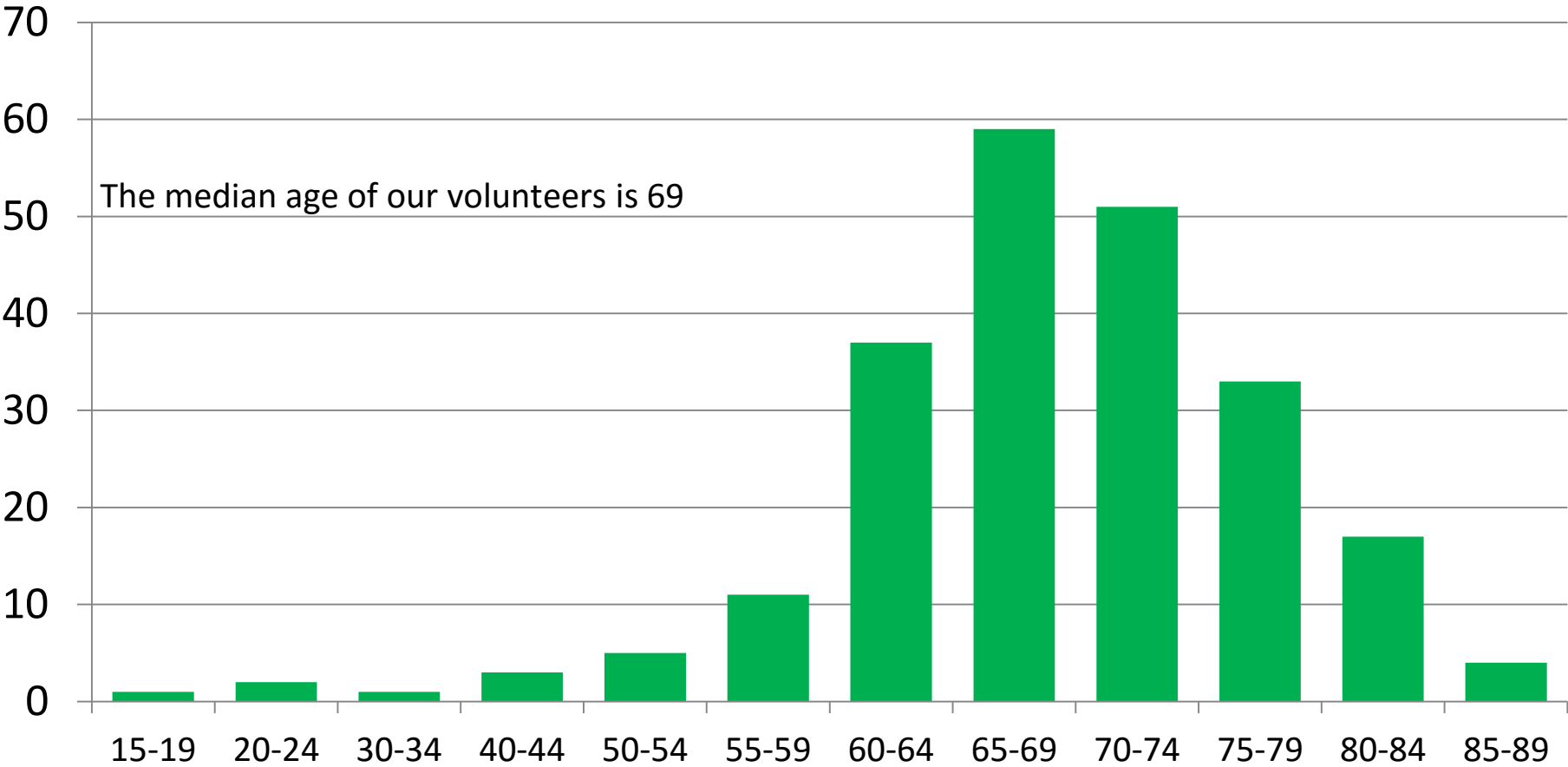




# Volunteers and Services Previous 4 Weeks



# Age of Volunteers



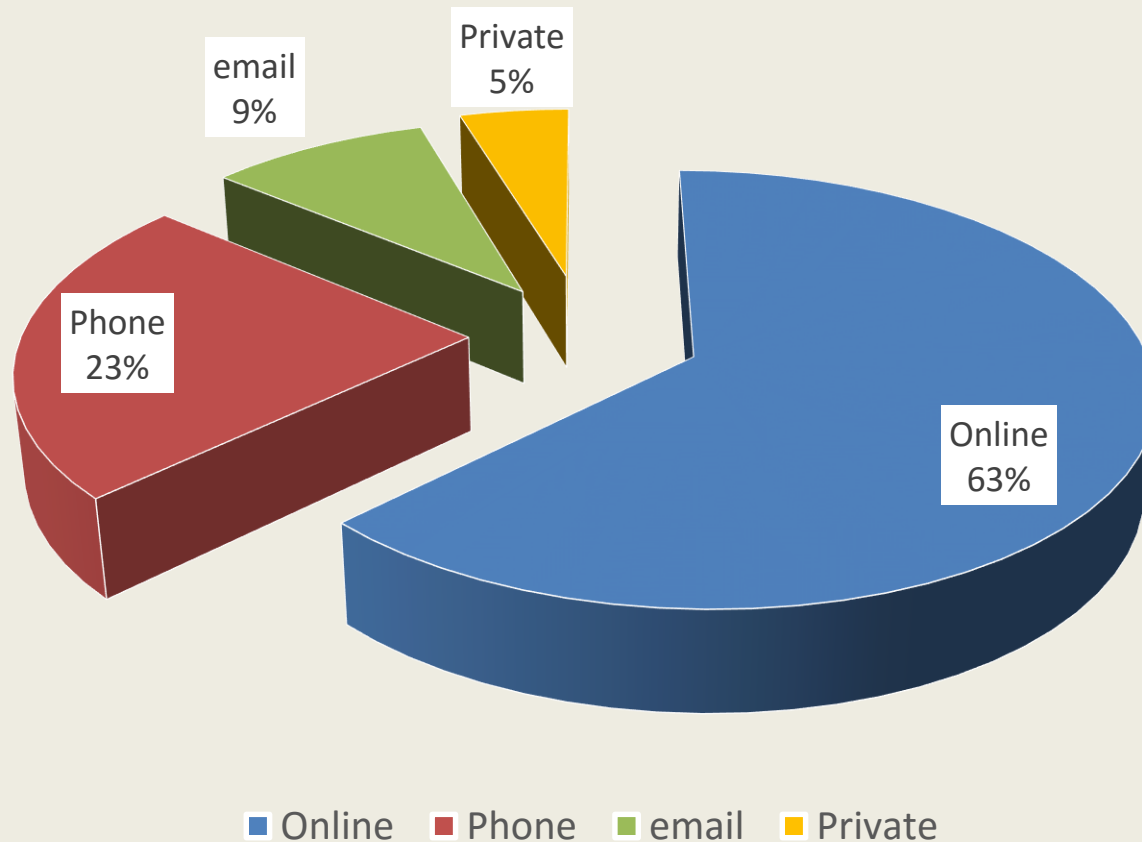
## Contact Method for Signup

- Online signups remained high this week, filling **63%** of service requests.
- Emails worked unusually well this week in finding volunteers.
- The number of calls needed fell to **29** phone calls, reflecting a high number of services.
- **10** of **29** phone calls resulted in a volunteer, a **34%** success rate.
- **4** of **19** email resulted in a volunteer, a **21%** success rate.
- When volunteers were not found on the first call, it took an average of 5 calls or emails to secure a volunteer.

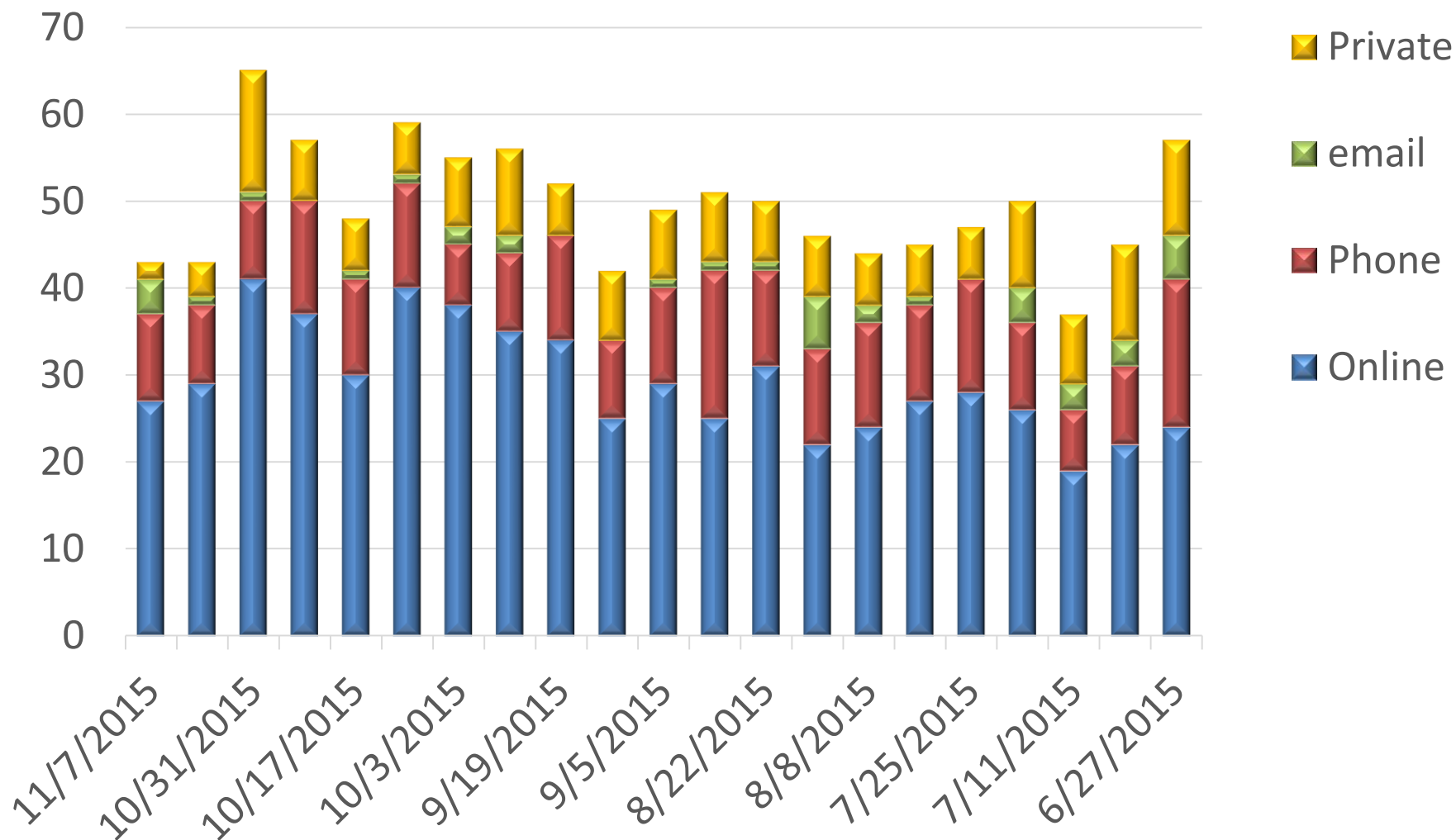
Historical Week

# How Volunteers Who Filled Services Were Contacted

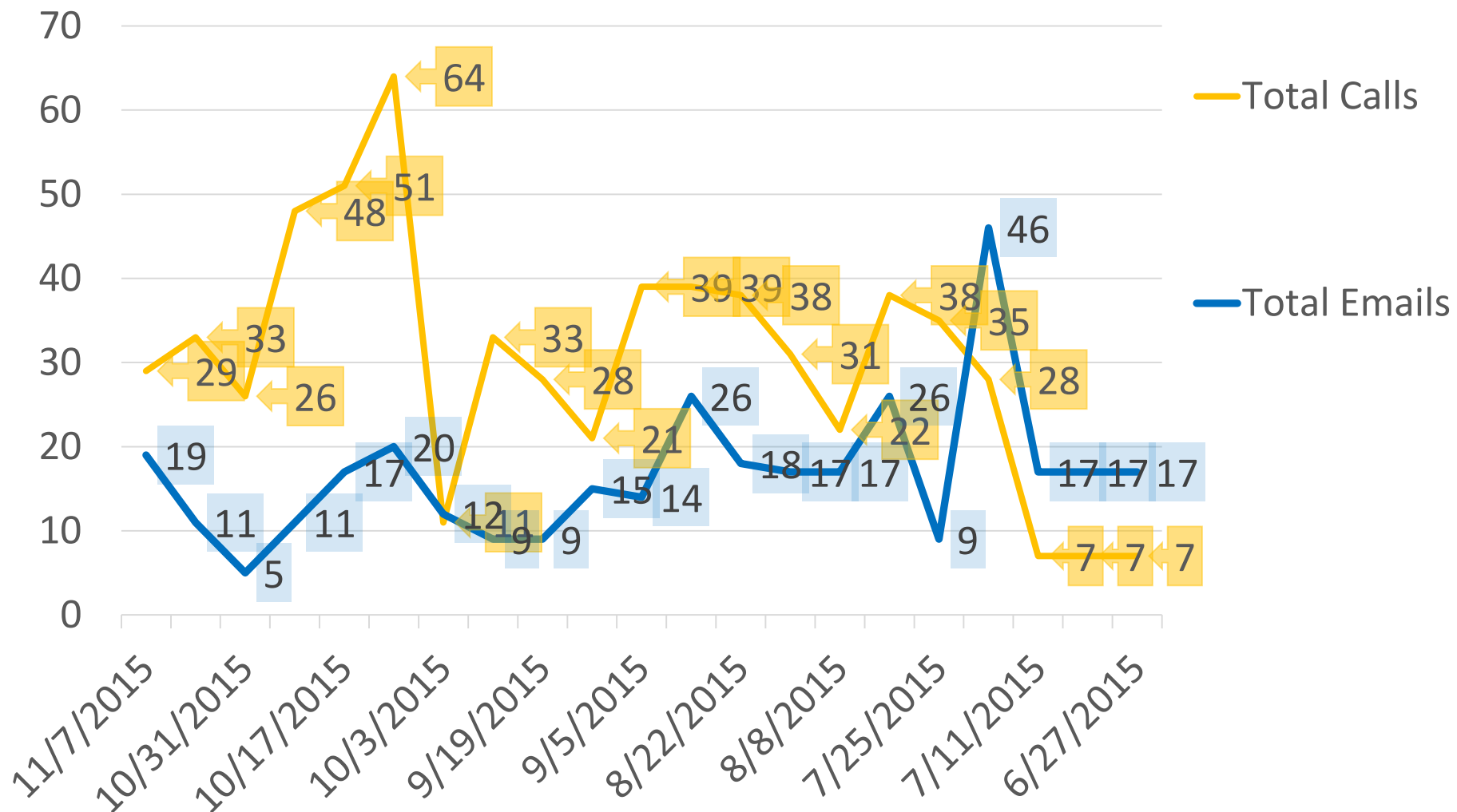
11/14/2015



## How Volunteers Were Found

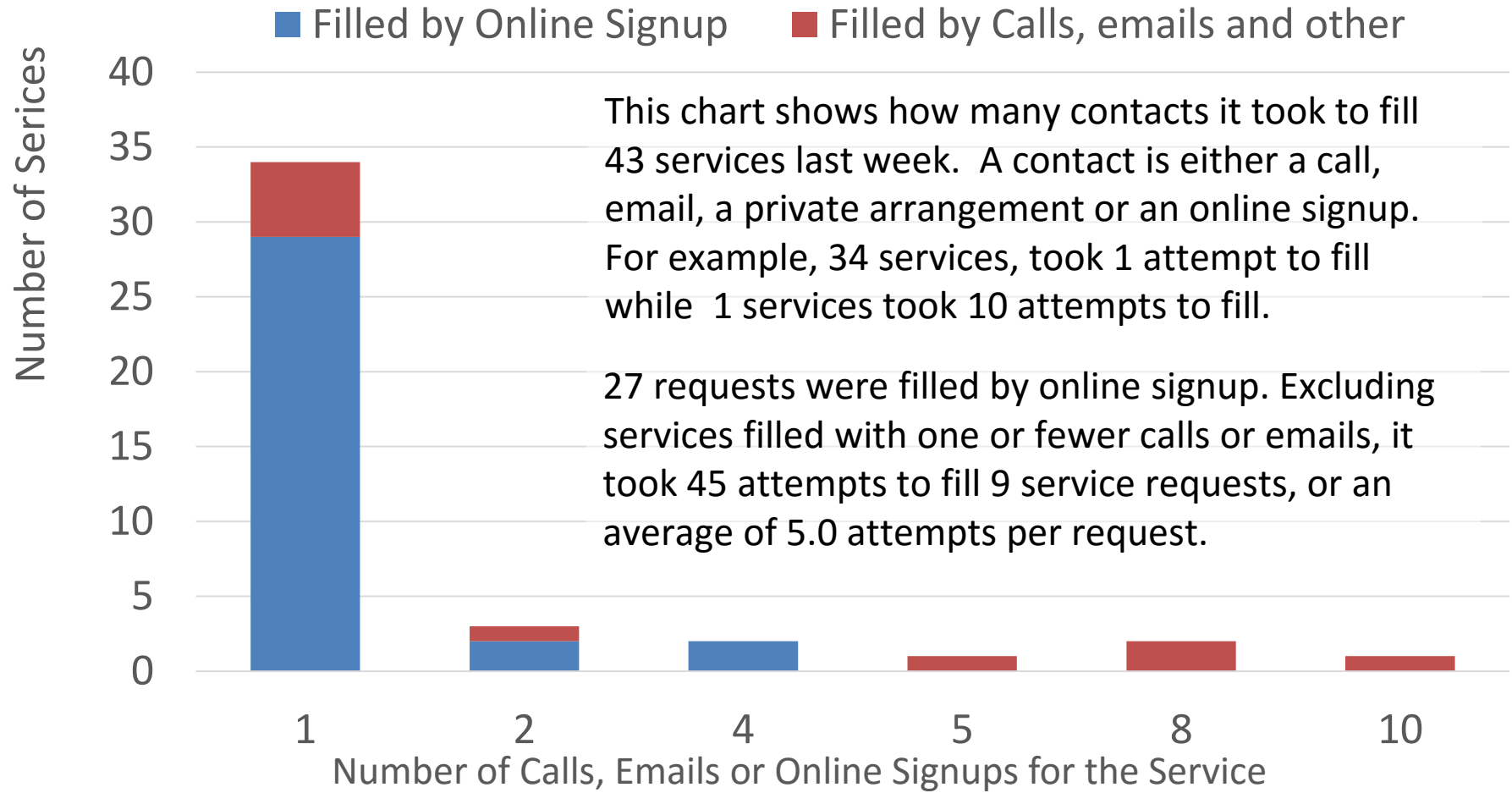


## Total Calls and Emails



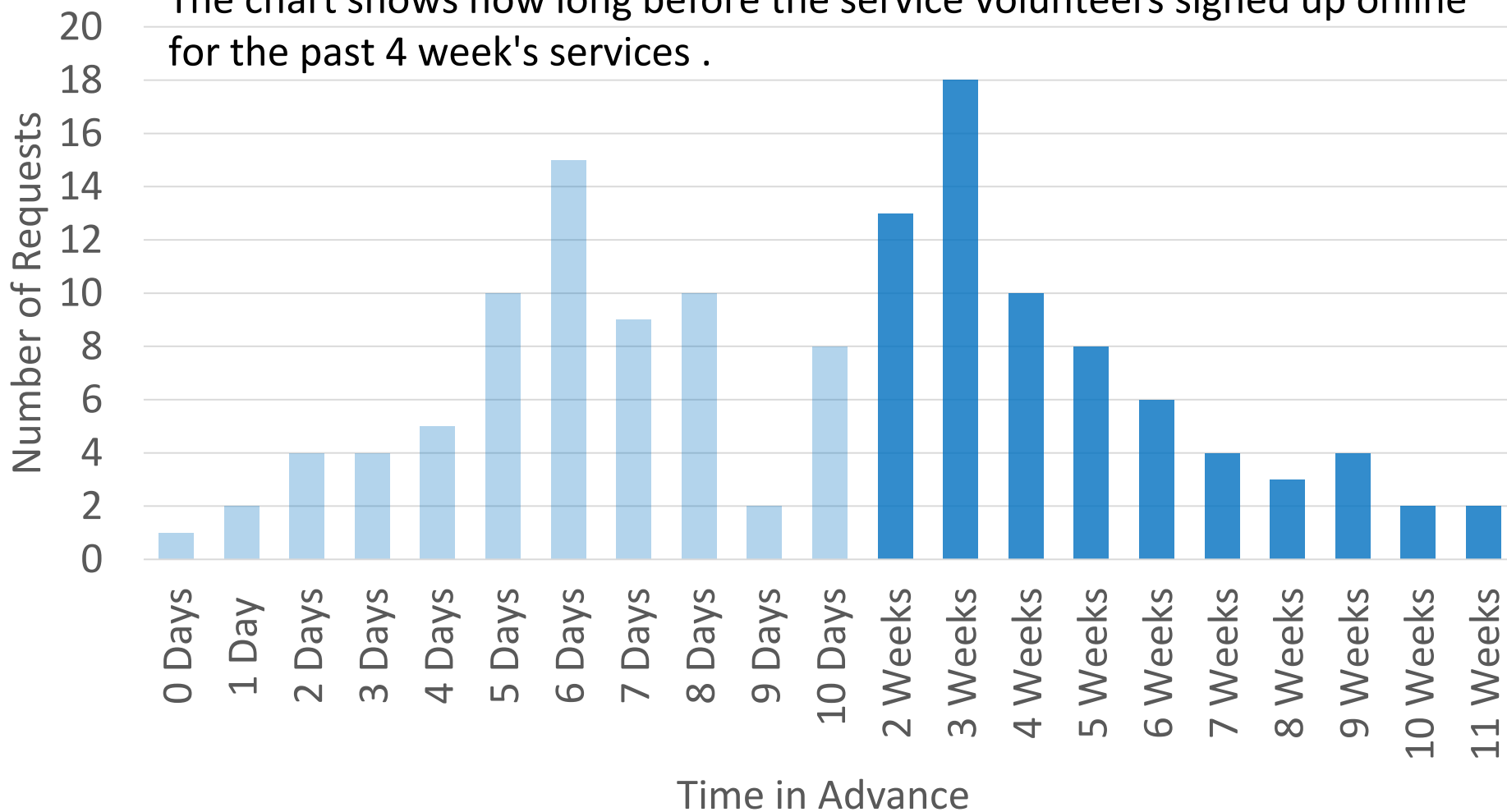


## Number of Contacts to Fill This Week's Service



## 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

Number of Services

0 Days  
1 Day  
2 Days  
3 Days  
4 Days  
5 Days  
6 Days  
7 Days  
8 Days  
9 Days  
10 Days  
2 Weeks  
3 Weeks  
4 Weeks  
5 Weeks  
7 Weeks

11/14/2015

Time in Advance

[Top](#)

[Top of Section](#)

[Next Section](#)

Looking forward

# FUTURE SERVICES

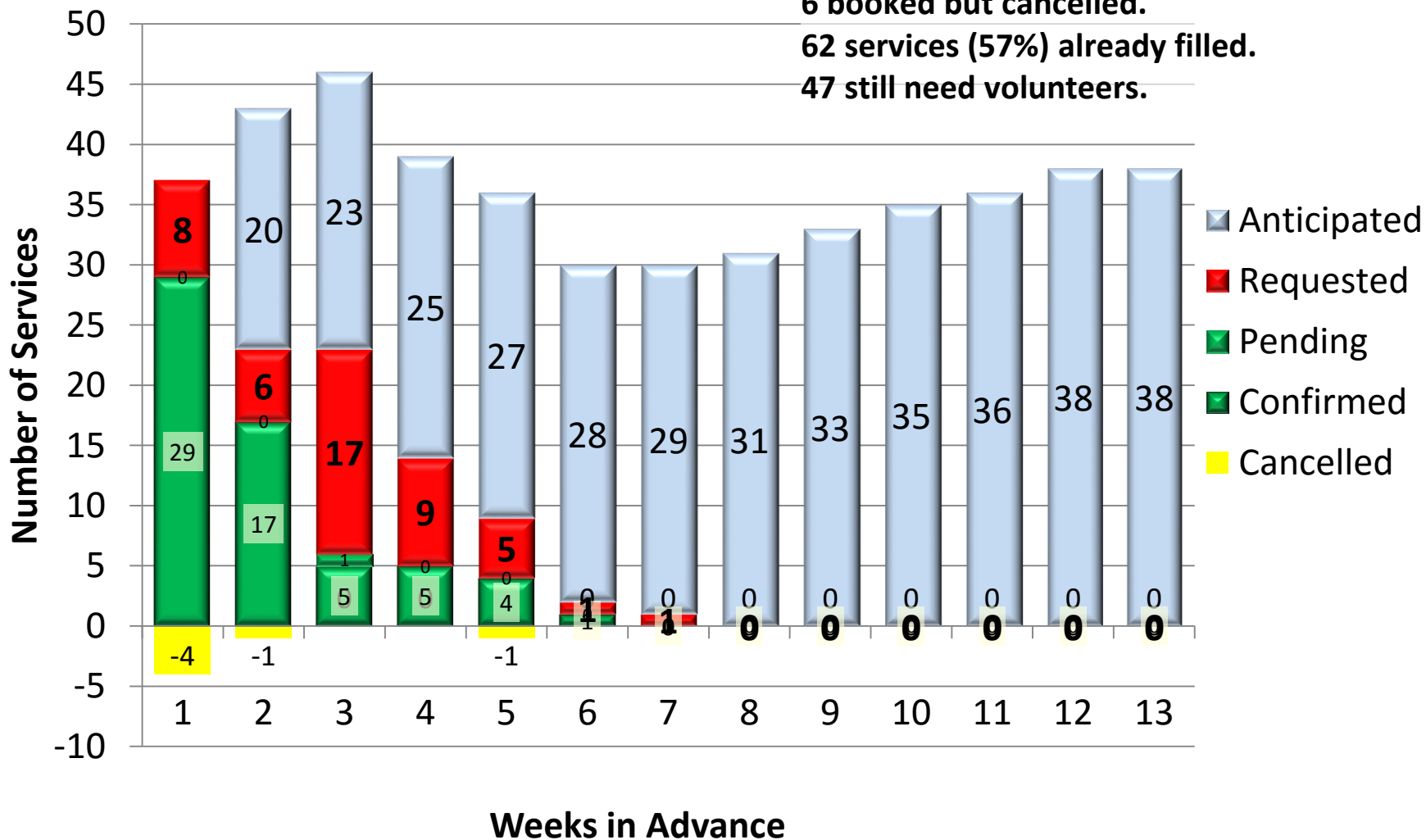
## Service Requests on the Books

109 services needed for the next 13 weeks.

6 booked but cancelled.

62 services (57%) already filled.

47 still need volunteers.



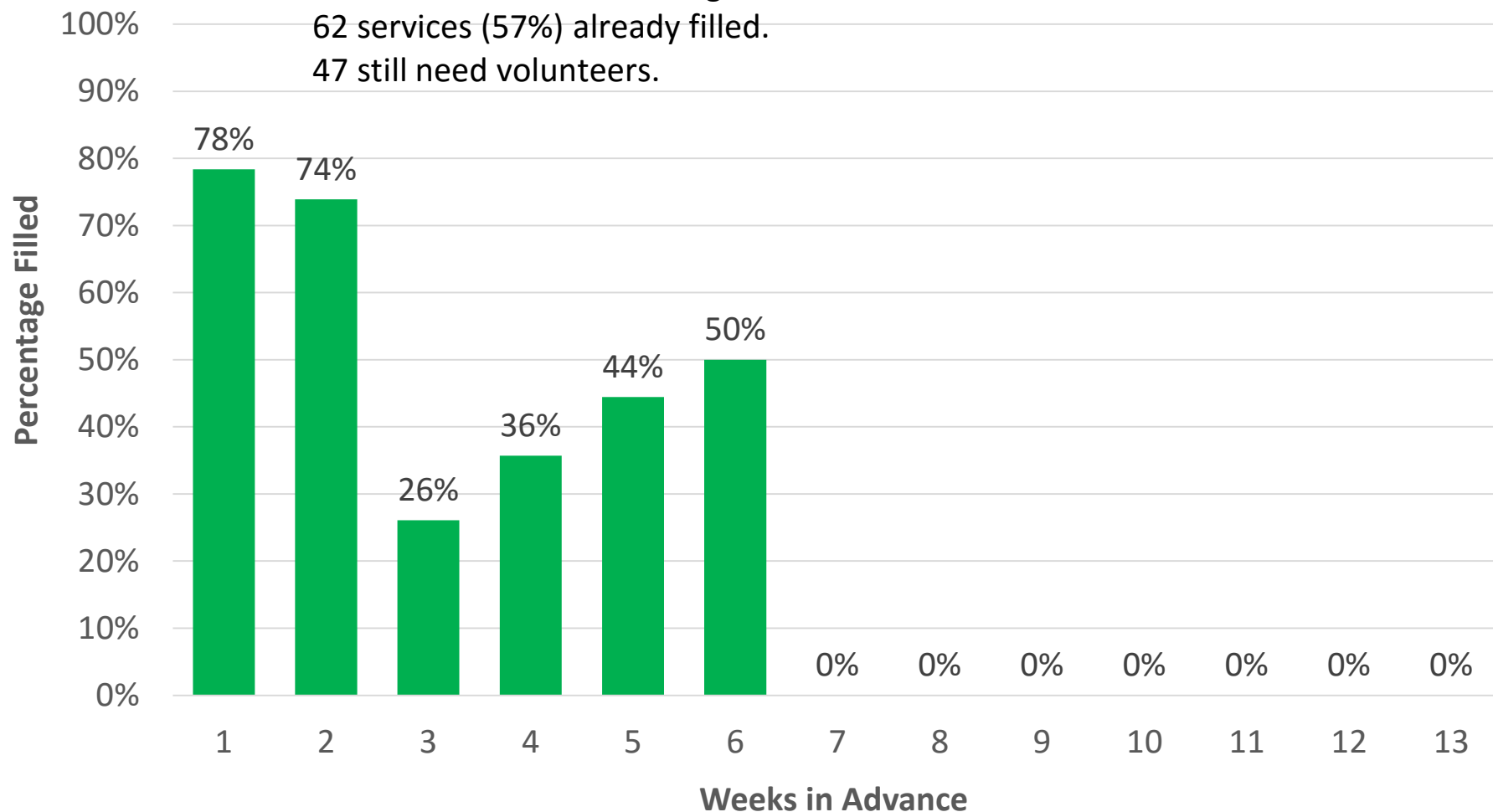


## Percentage of Services for Next 13 Weeks Filled

109 future services covering the next 13 weeks.

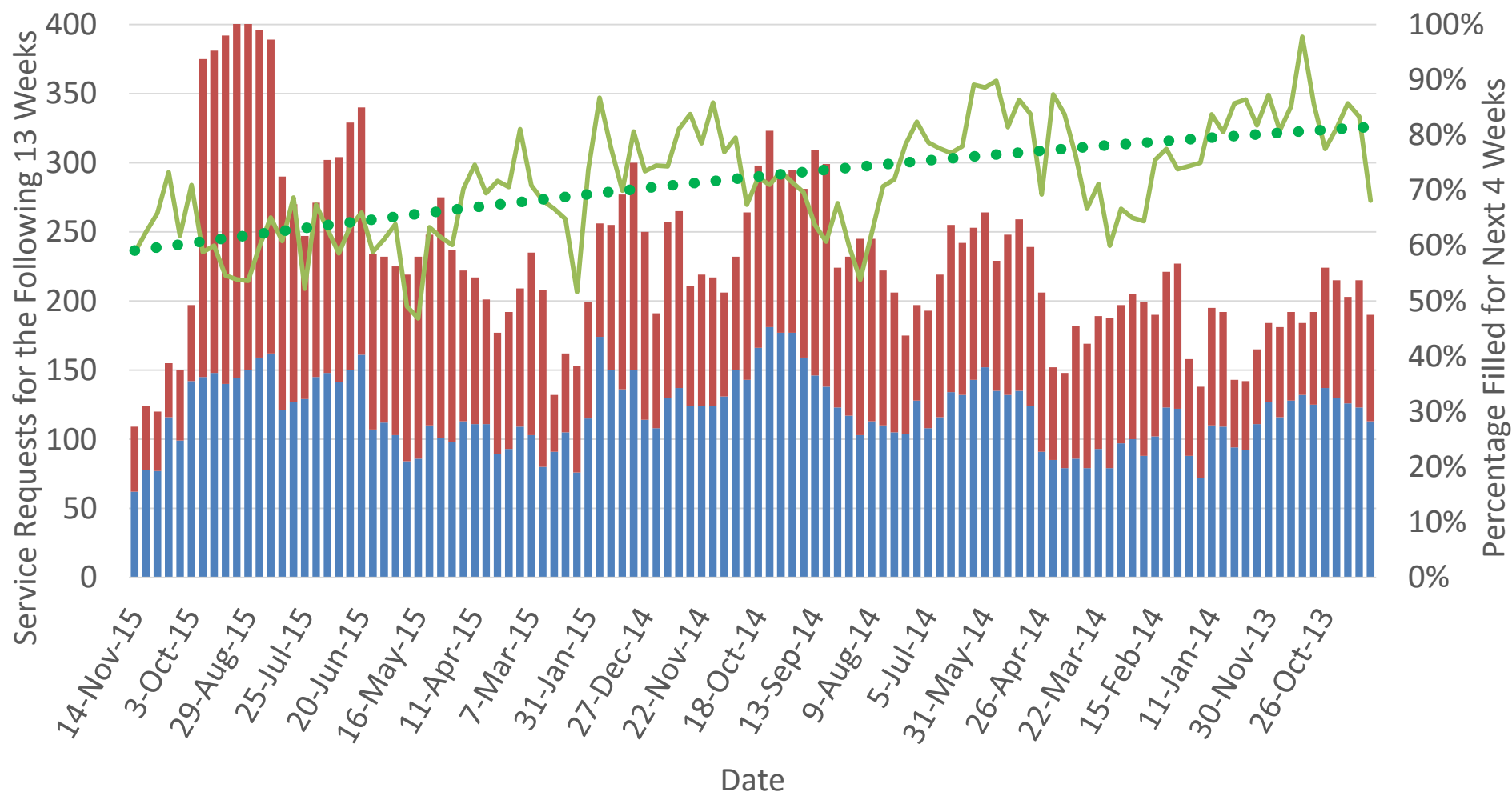
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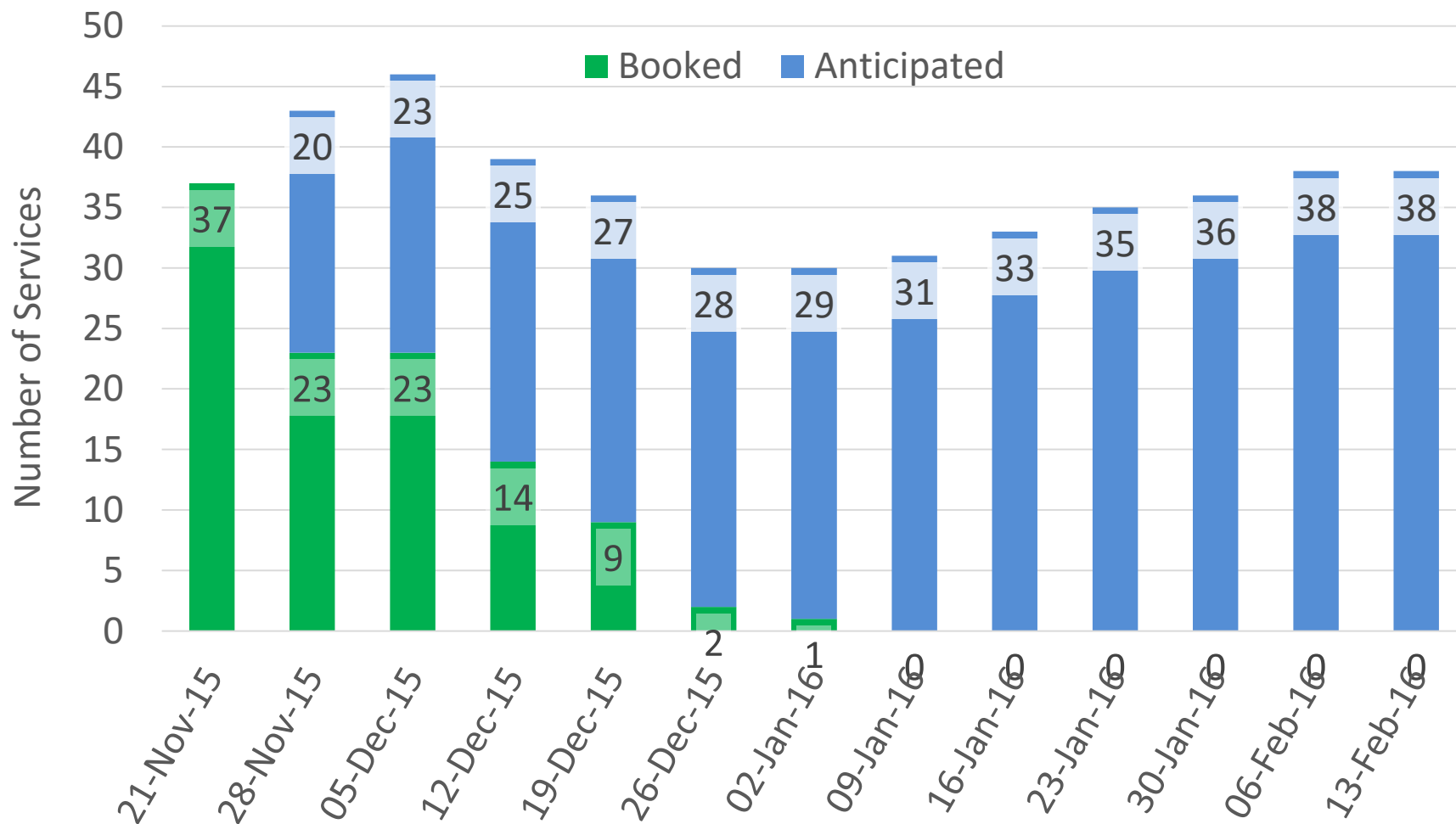


# History of Future Requests

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



## Projected Future Services



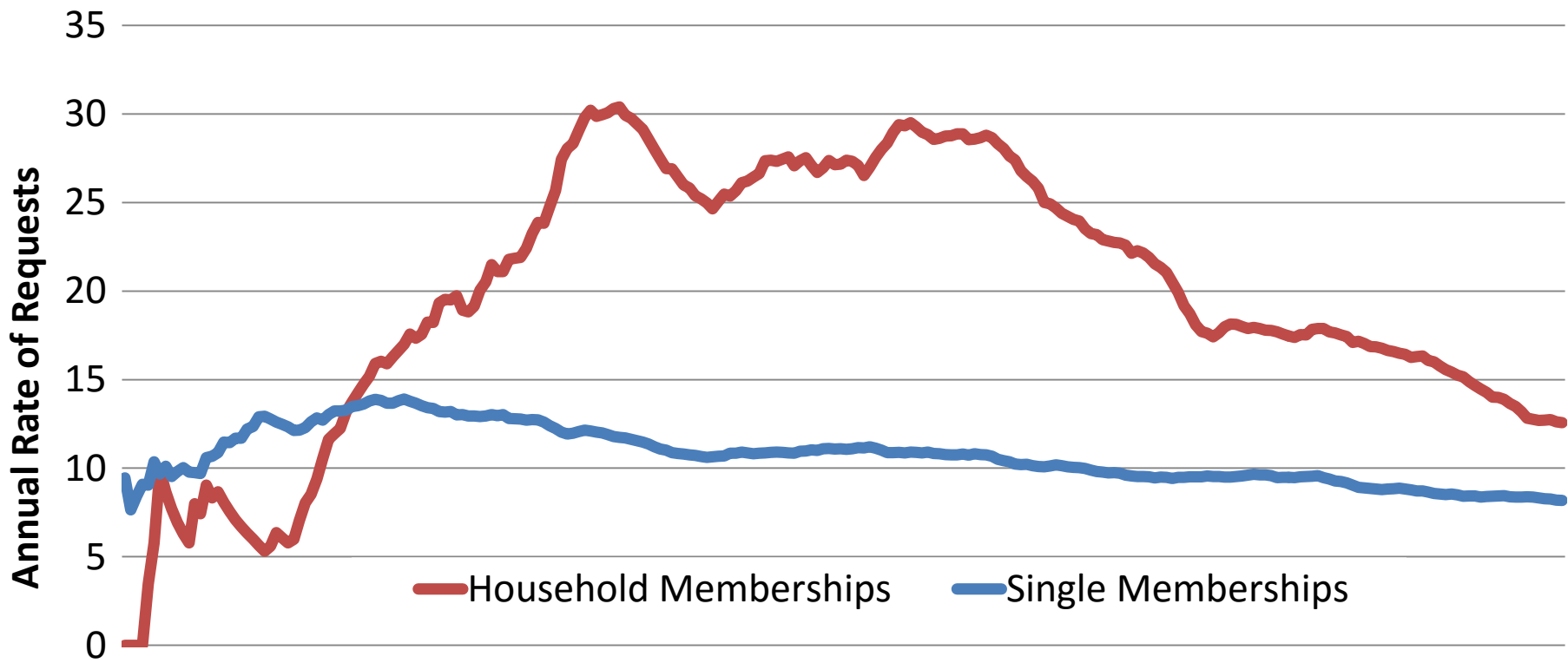


# What are the Differences Between Single And Household Memberships?

## 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

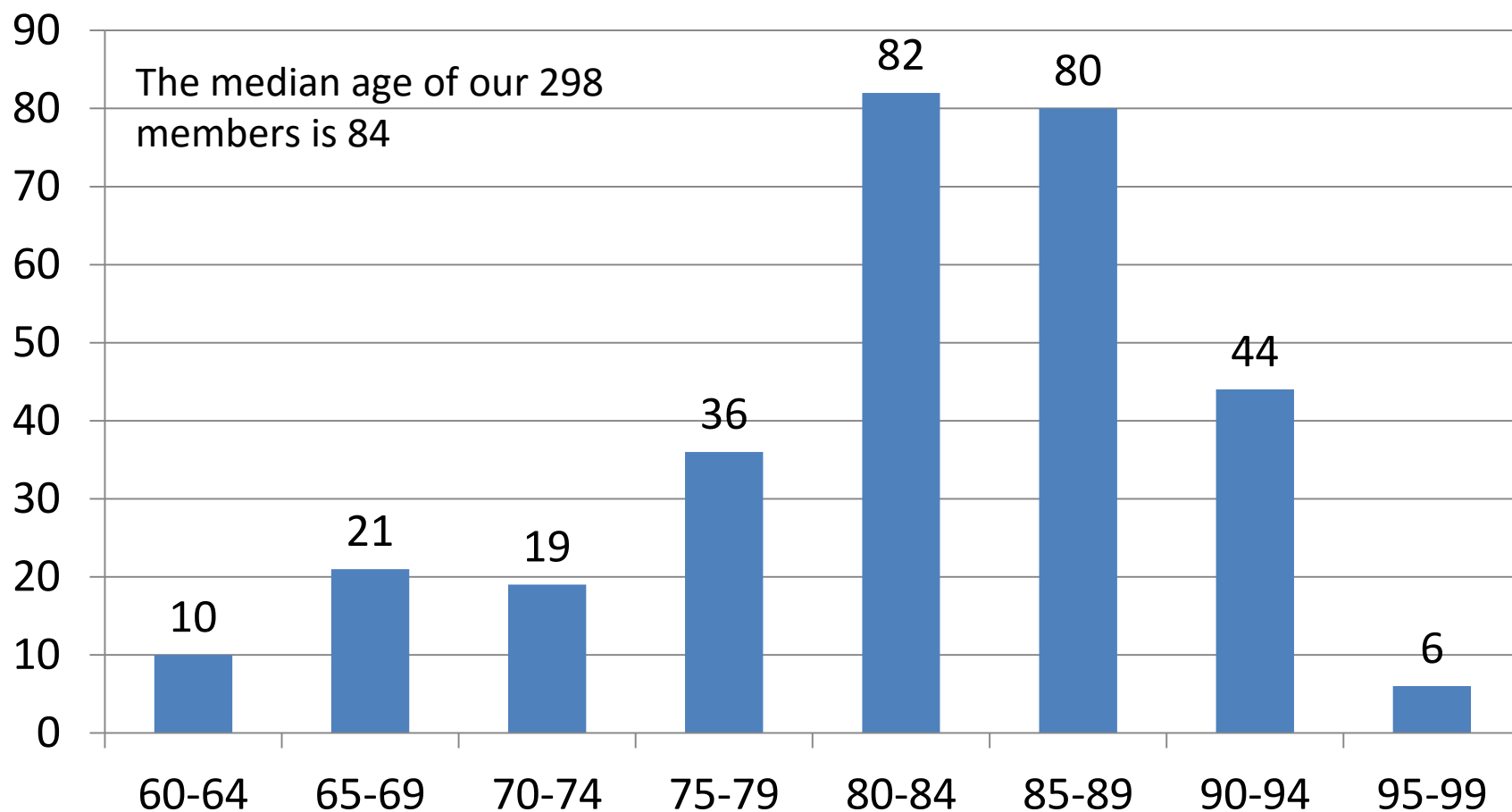


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

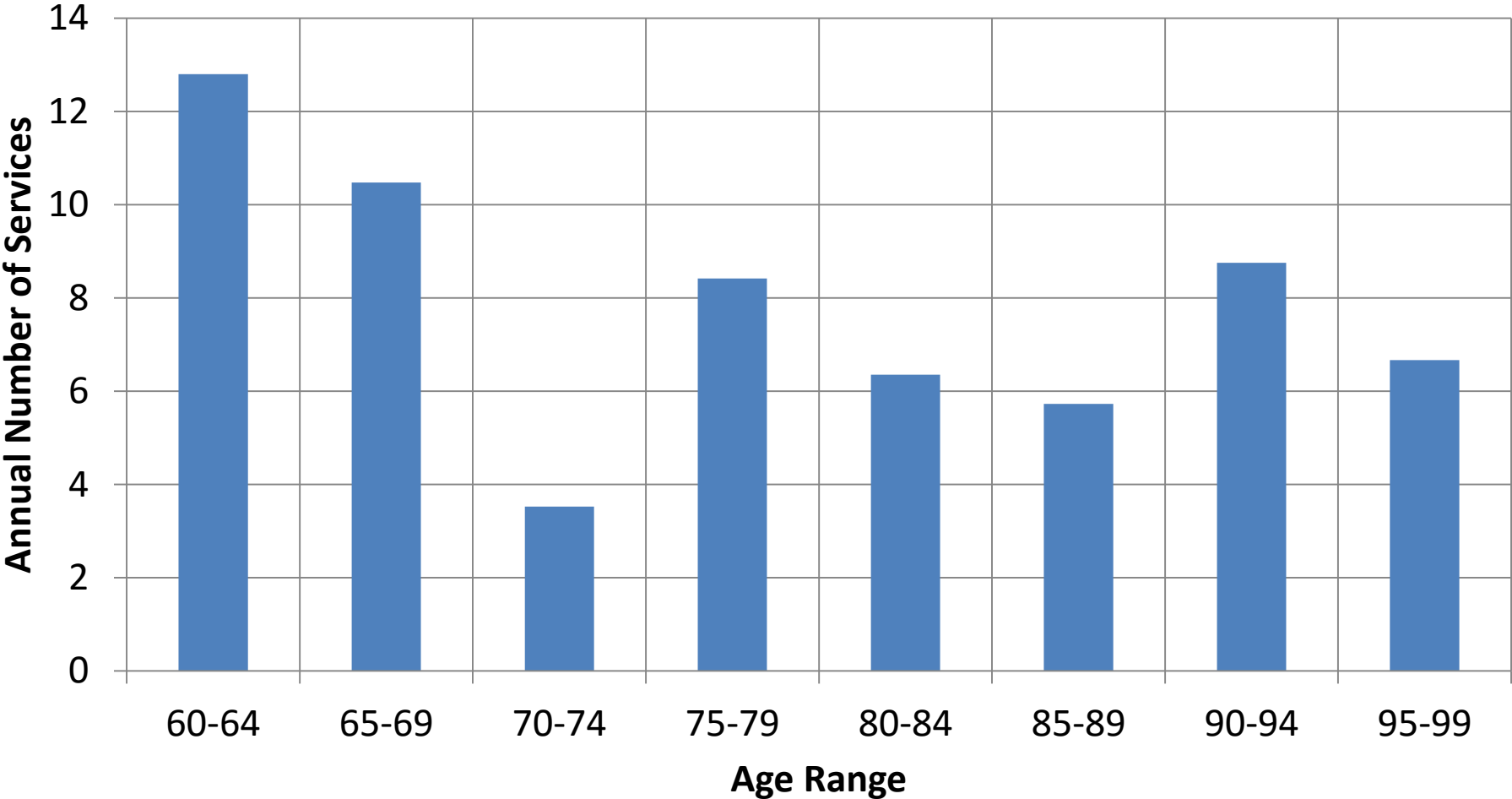
## Analysis by Age Group

- 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.

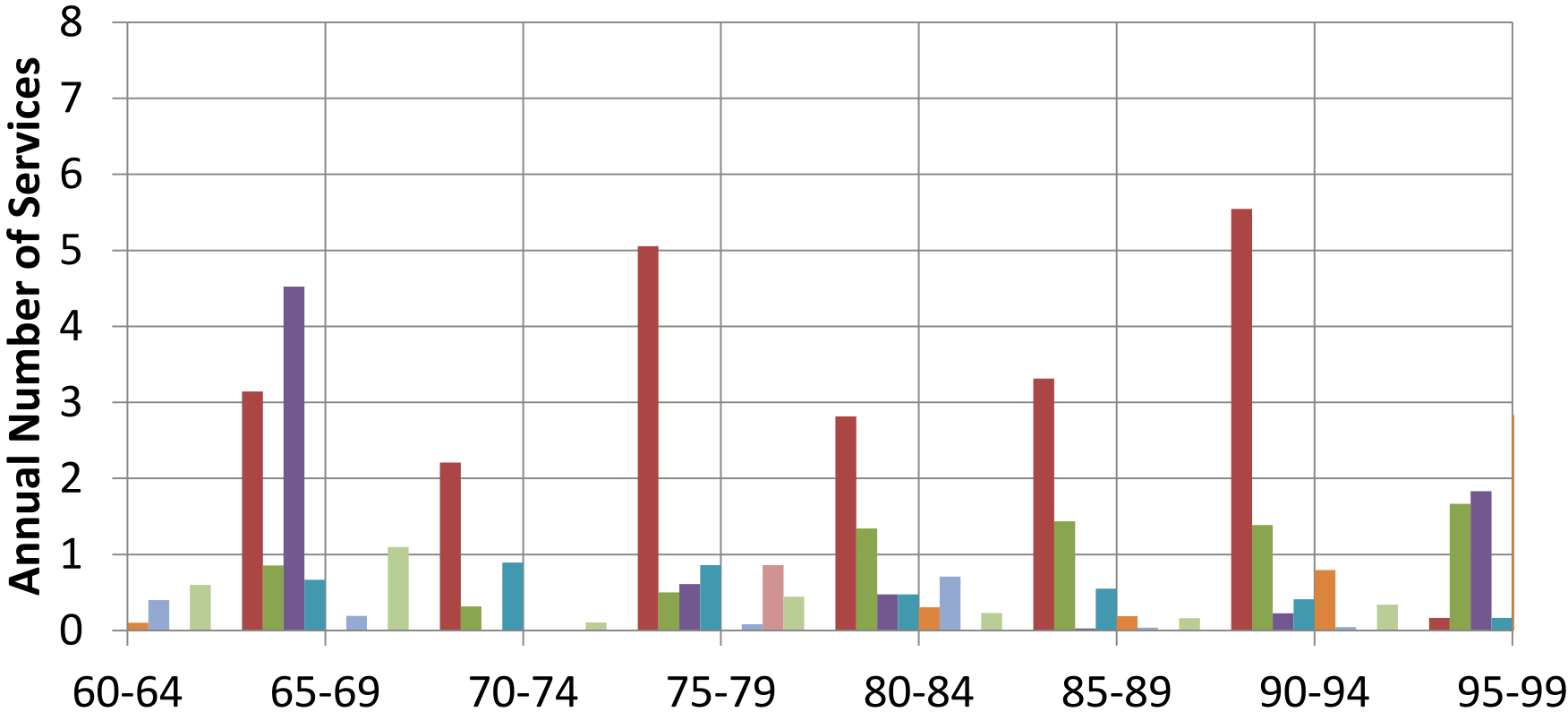
# Age of Members



# Annual Rate of Services by Age Range

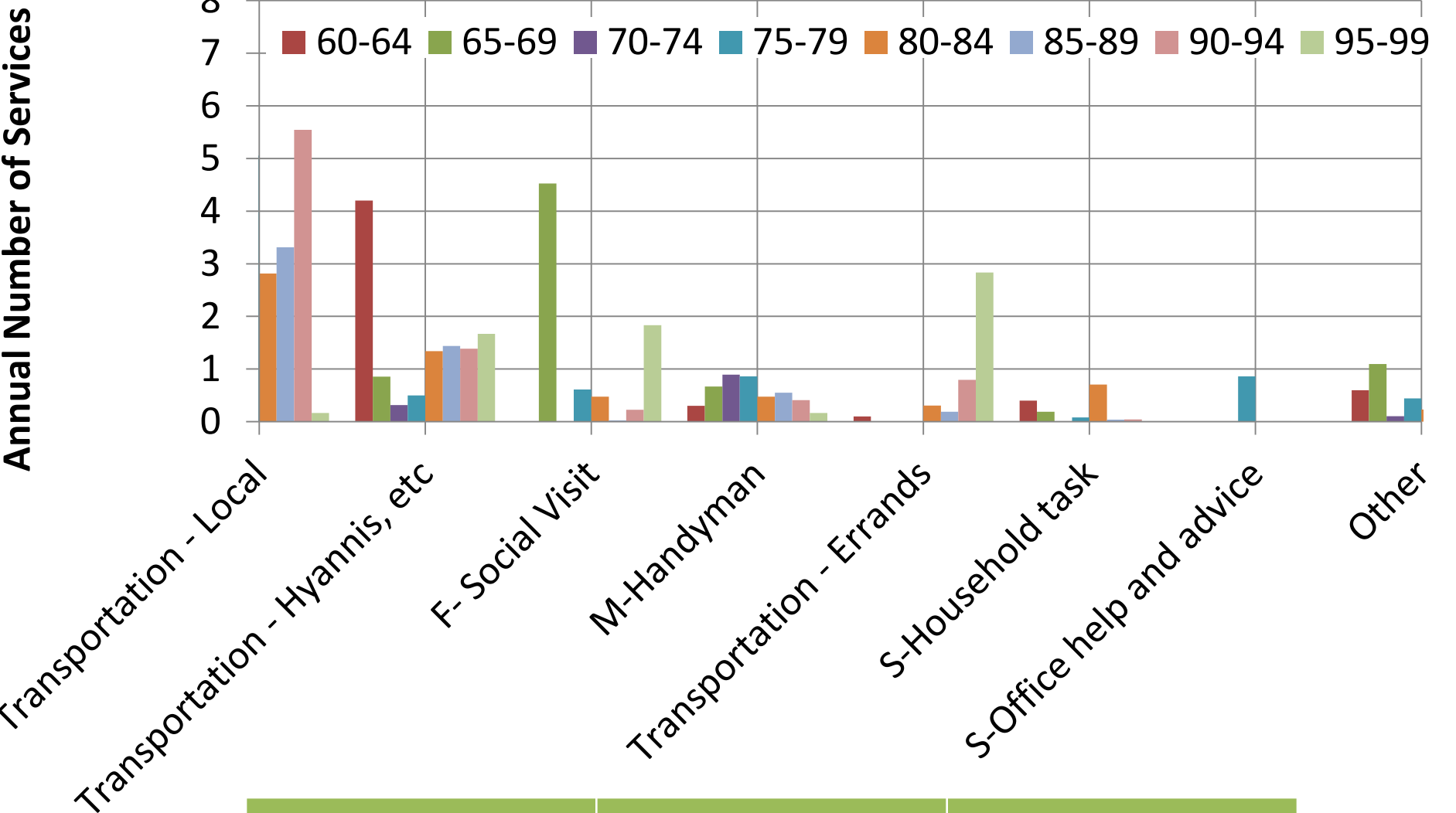


# Trends in Services





# Annual Use of Services by Age

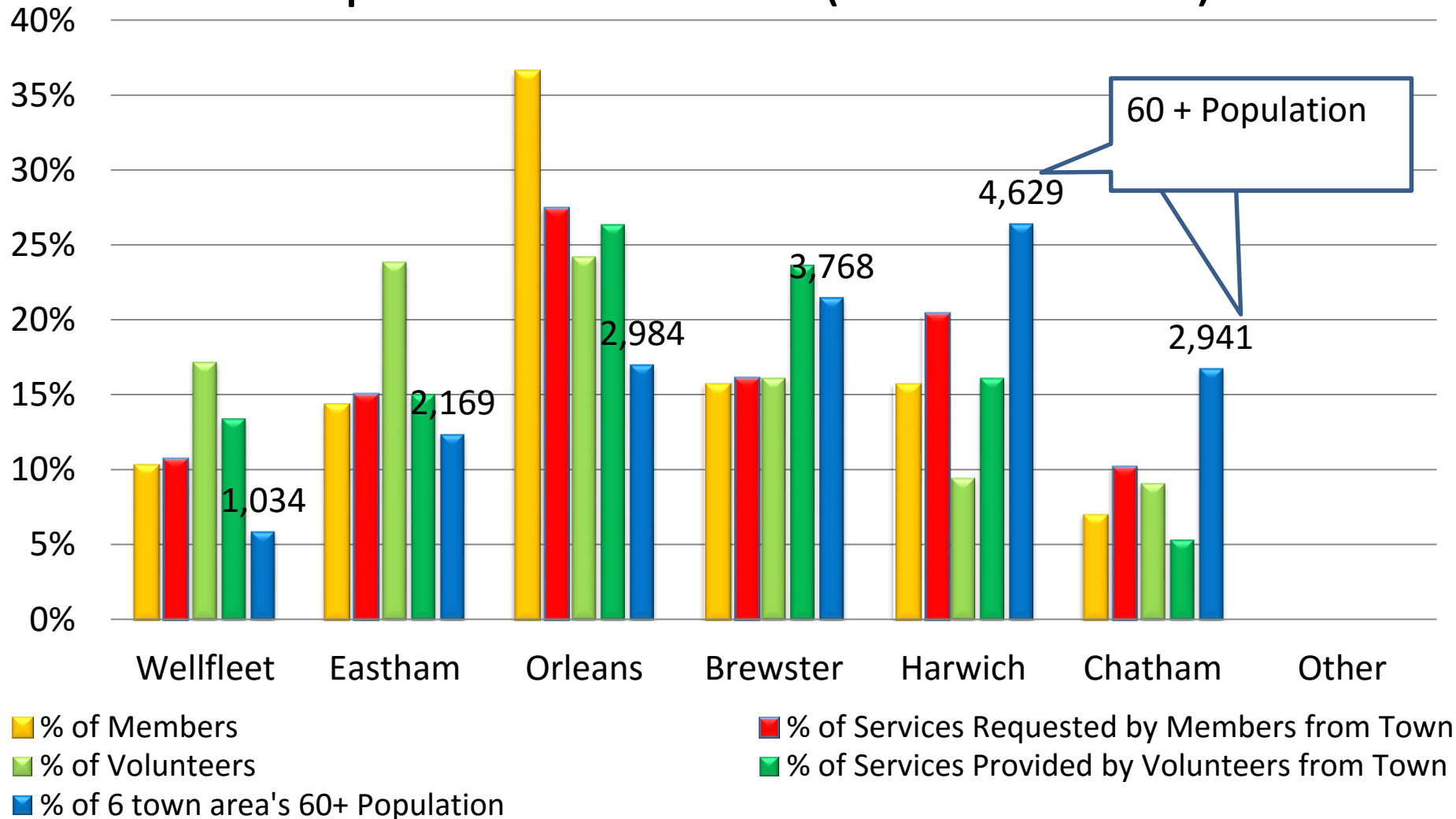


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

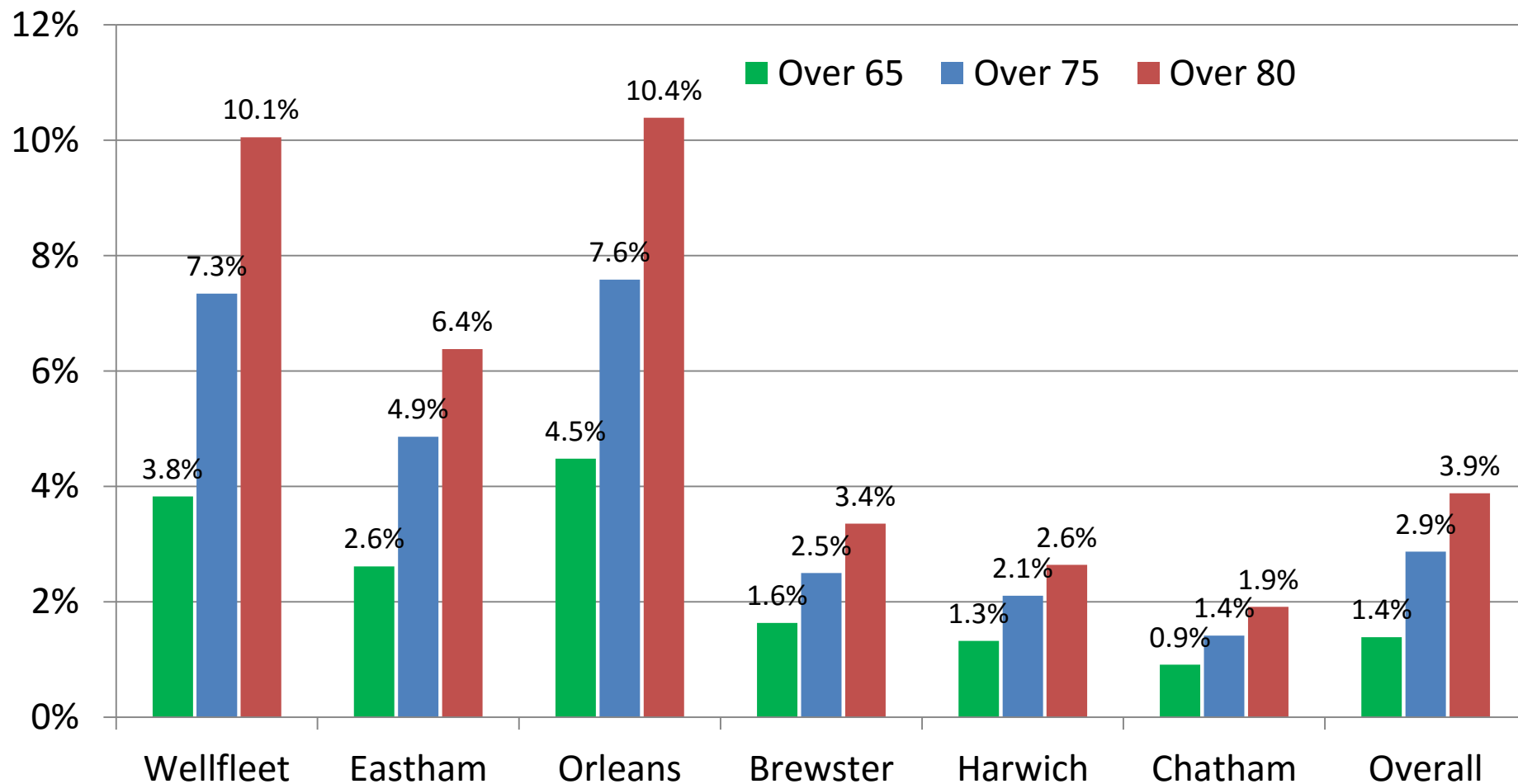
- The balance between volunteers and members is **slightly off** in Harwich but otherwise balanced in other towns.
- “Market penetration” highest in Wellfleet, nearly as high in Orleans, and growing elsewhere.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
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

47% of services are provided by someone from the same town; 80% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1003	113	293	37	36	1	1483
	Eastham	606	430	739	109	147	19	2050
	Orleans	35	60	1313	217	70	143	1838
	Brewster	4	30	458	370	244	12	1118
	Harwich	8	2	65	138	493	10	716
	Chatham		1	34	7	87	74	203
	Other	82	23	208	60	84	3	460
	<b>Total Used</b>	<b>1738</b>	<b>659</b>	<b>3110</b>	<b>938</b>	<b>1161</b>	<b>262</b>	<b>7868</b>

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

45% of services are provided by someone from the same town; 81% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	12	7	3				22
	Eastham	7	10	10		3		30
	Orleans		9	26	4	2	15	56
	Brewster		4	10	16	12	2	44
	Harwich				9	15		24
	Chatham			4	1	2	5	12
	Other	0	0	0	0	0	0	0
	Total Used	19	30	53	30	34	22	188