

Week 259 Member Services Report

January 30, 2016



Beachcomber Restaurant, Wellfleet

Summary of the Past Week

- This past week was slightly lighter than normal.
- We were able to fill all but one service requests.
- We needed 14 phone calls to fill services, a normal amount.
- Volunteers overwhelmingly signed up online this past week.
 - 76% of services were filled online.
 - 20% of services were filled by phone
 - No services were filled by email , and
 - 4% of services were filled by private arrangements.
- 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 were low because of the three day week.
 - Last Week: 41 volunteers performed 41 services for 34 households and covered 10 office shifts. In total, with 3 filled cancellations we filled 54 assignments. In addition, 8 more requests were cancelled before volunteers were found.
 - Last Month: 91 volunteers performed 170 services for 70 households. We also covered 40 office shifts.
 - Last Year: 209 volunteers performed 2143 services for 201 households. .
- We have **306** members and **299** volunteers.
 - The median age of our members is **84**.
 - The median age of our volunteers is **69**.
 - We have added 2 new volunteer last week
 - We now have **306** members.
 - We added 5 new members last week.
 - Our waiting list is down to **18** people.
 - People on the waiting list have waited a maximum of **6** weeks.

Looking Forward

- We have **139** [future service requests](#) booked mostly over the next five weeks.
 - **8** future service requests have been cancelled
 - **17** services remain to be filled for next week, a huge number.
 - **46** more need filling in the following three weeks.
 - **50%** of services for the next four weeks have volunteers. This also well below average.
- 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?

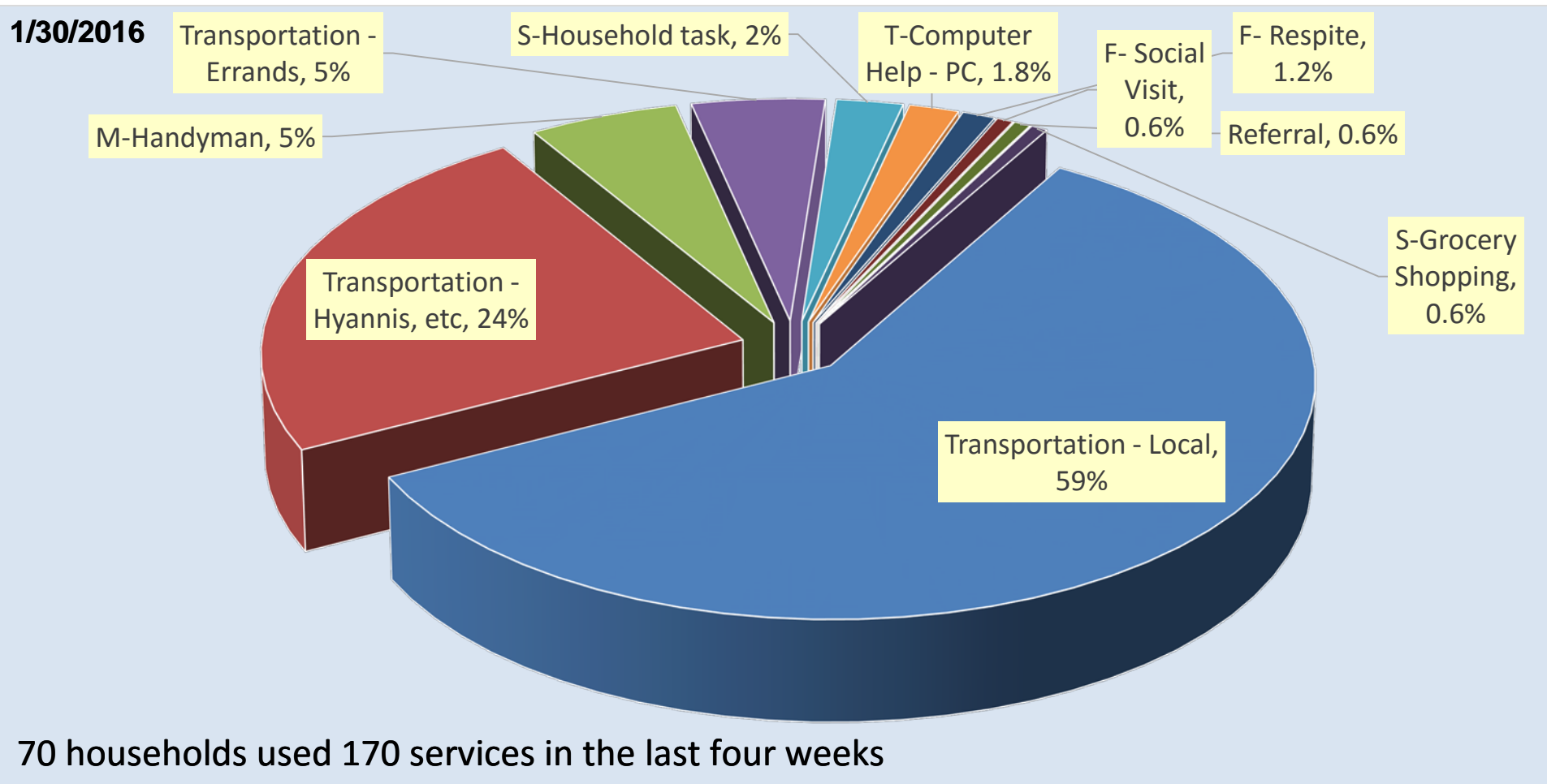
What are the differences between the towns in our service area?

WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

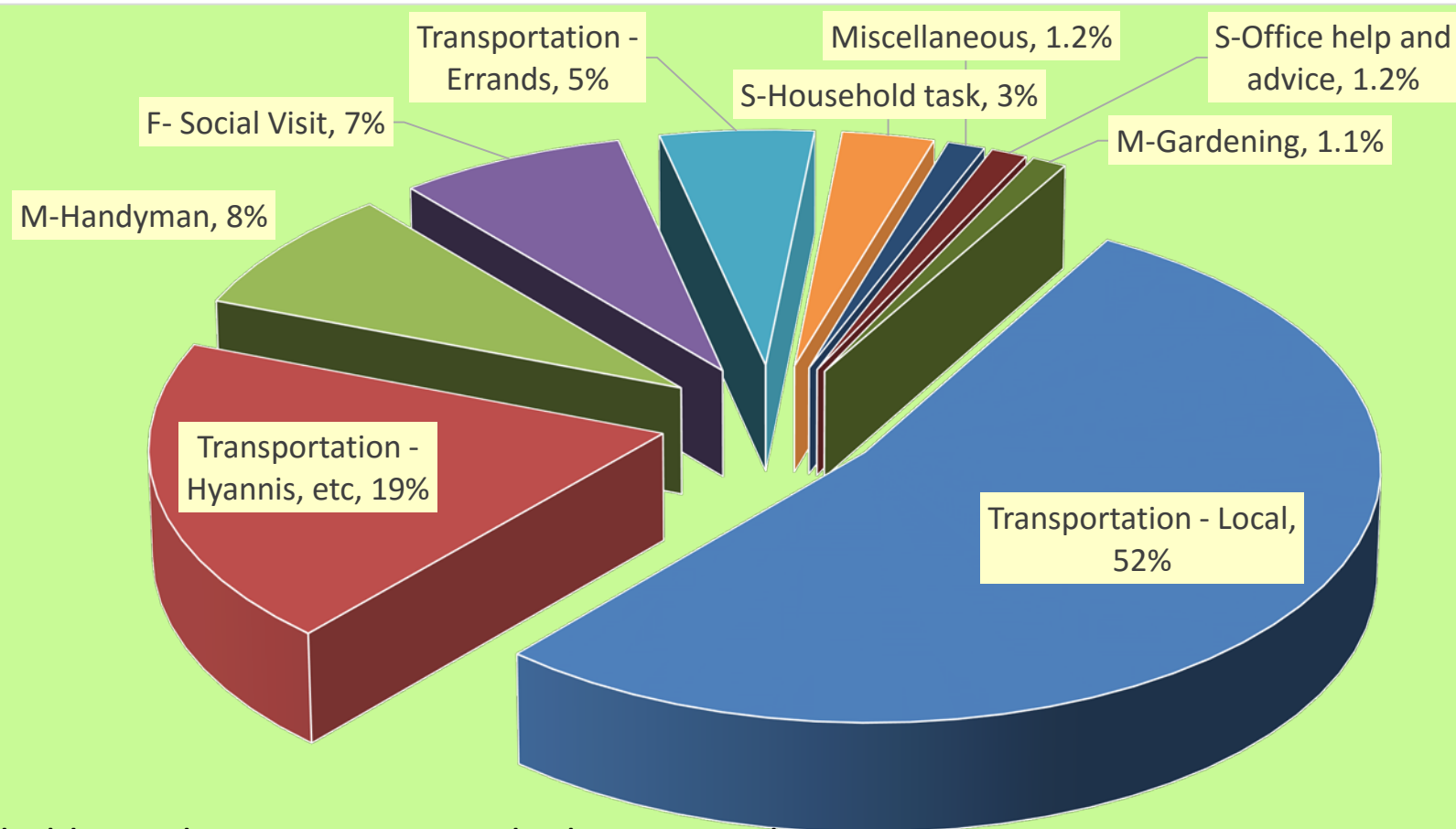
- Overall, transportation (including errands) remains the major need (76%).
- 70 households used 170 services in the last four weeks.
- The [annual rate](#) of services has risen to 8.5 per year per household.
- The [10% most needy members](#) used 60% of services.
- 8 services (or 19% of all requests) were cancelled for this week, 3 with volunteers. 1 service could not be filled.

Services in the Last 4 Weeks



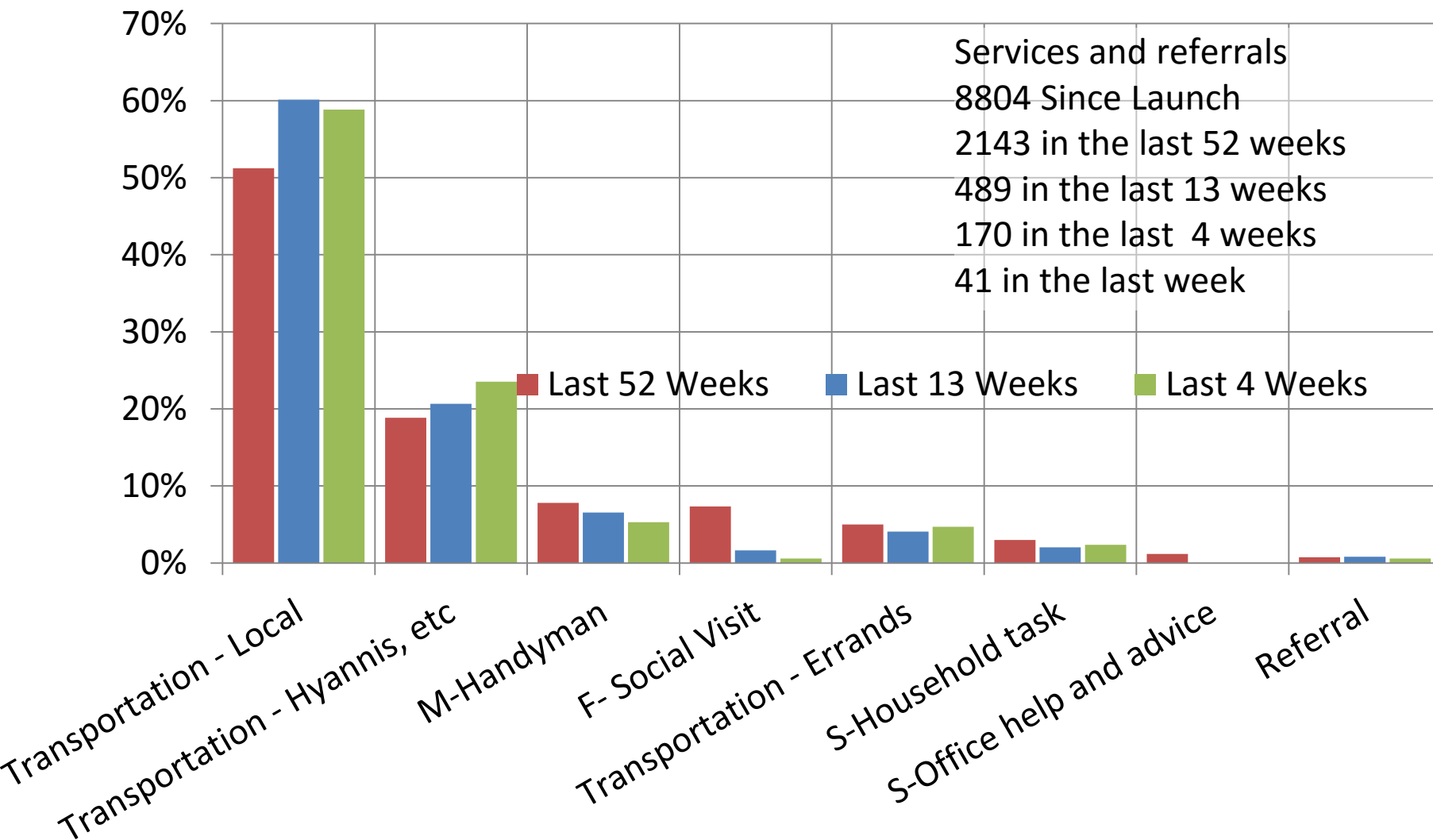
Services in the Last 52 Weeks

1/30/2016

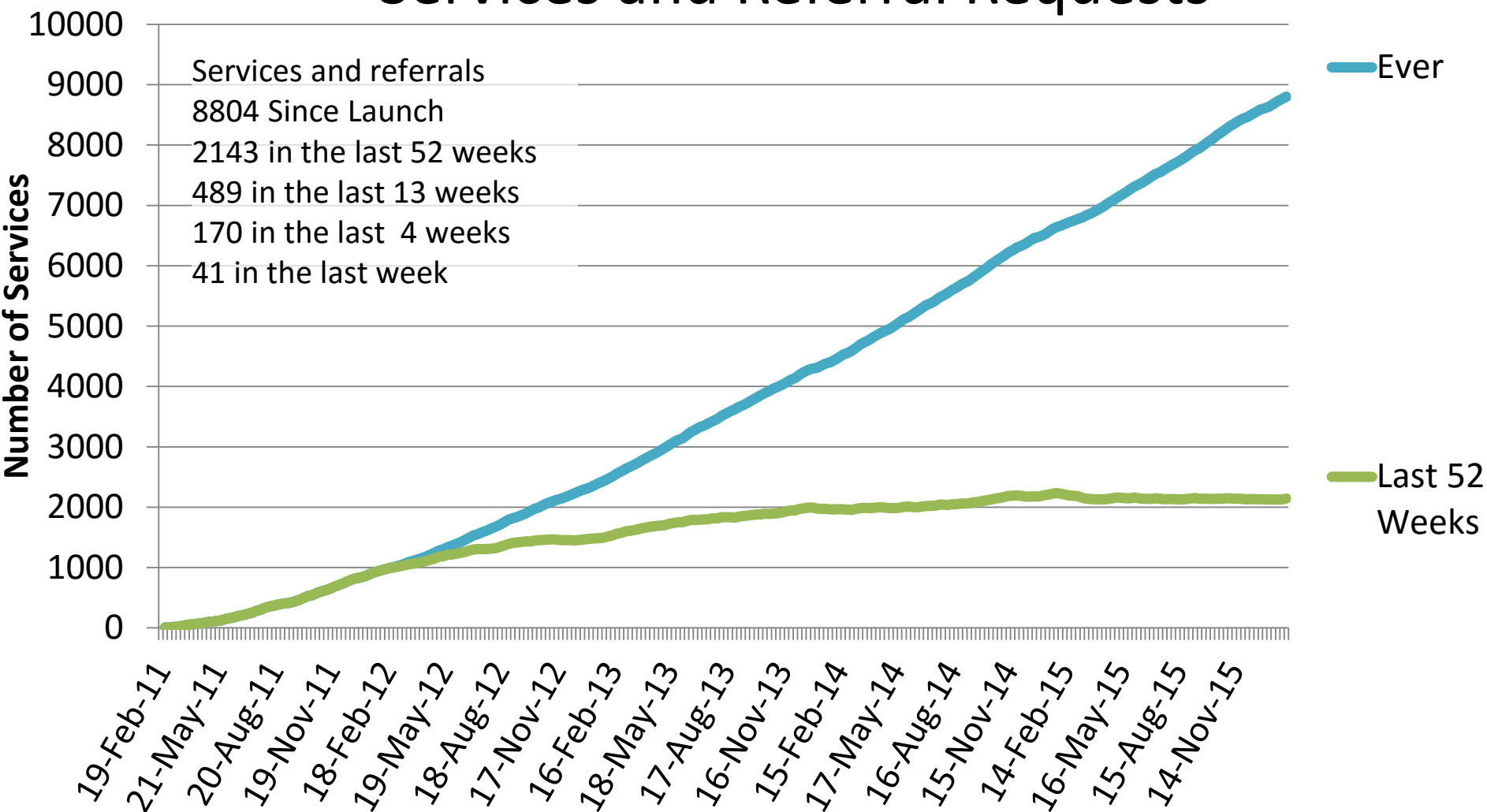


201 households used 2143 services in the last 52 weeks

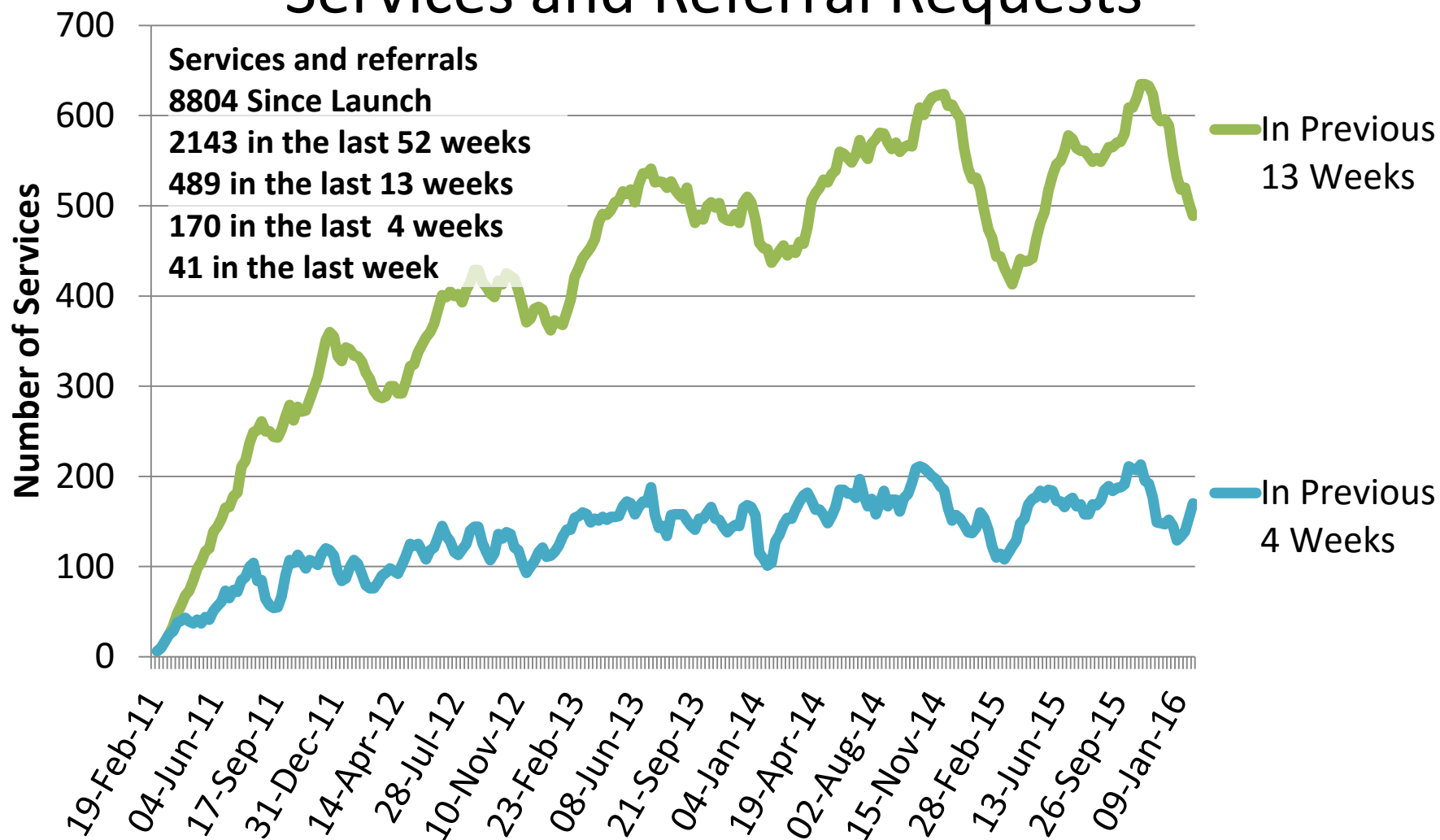
Trends in Services



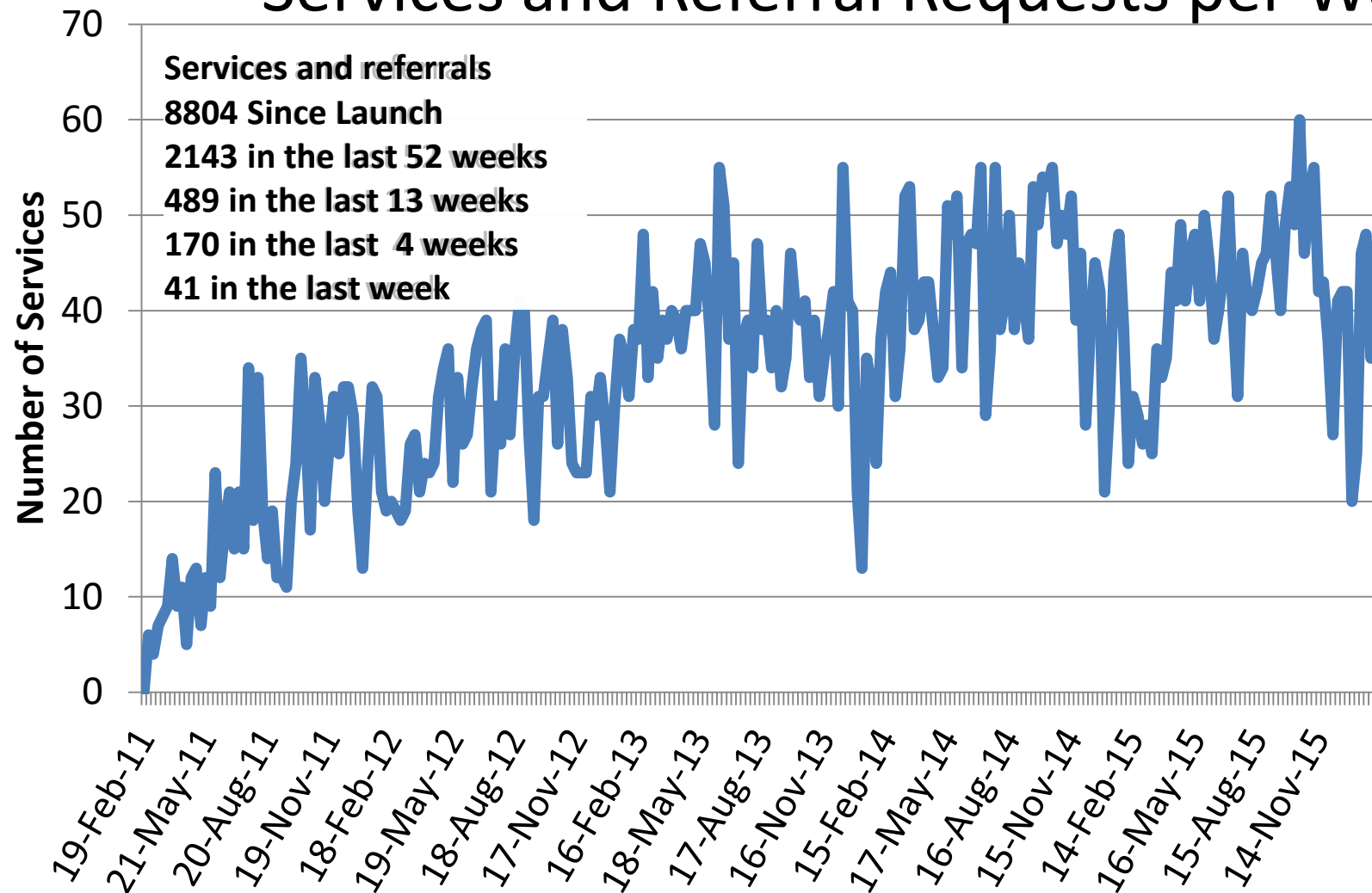
Services and Referral Requests



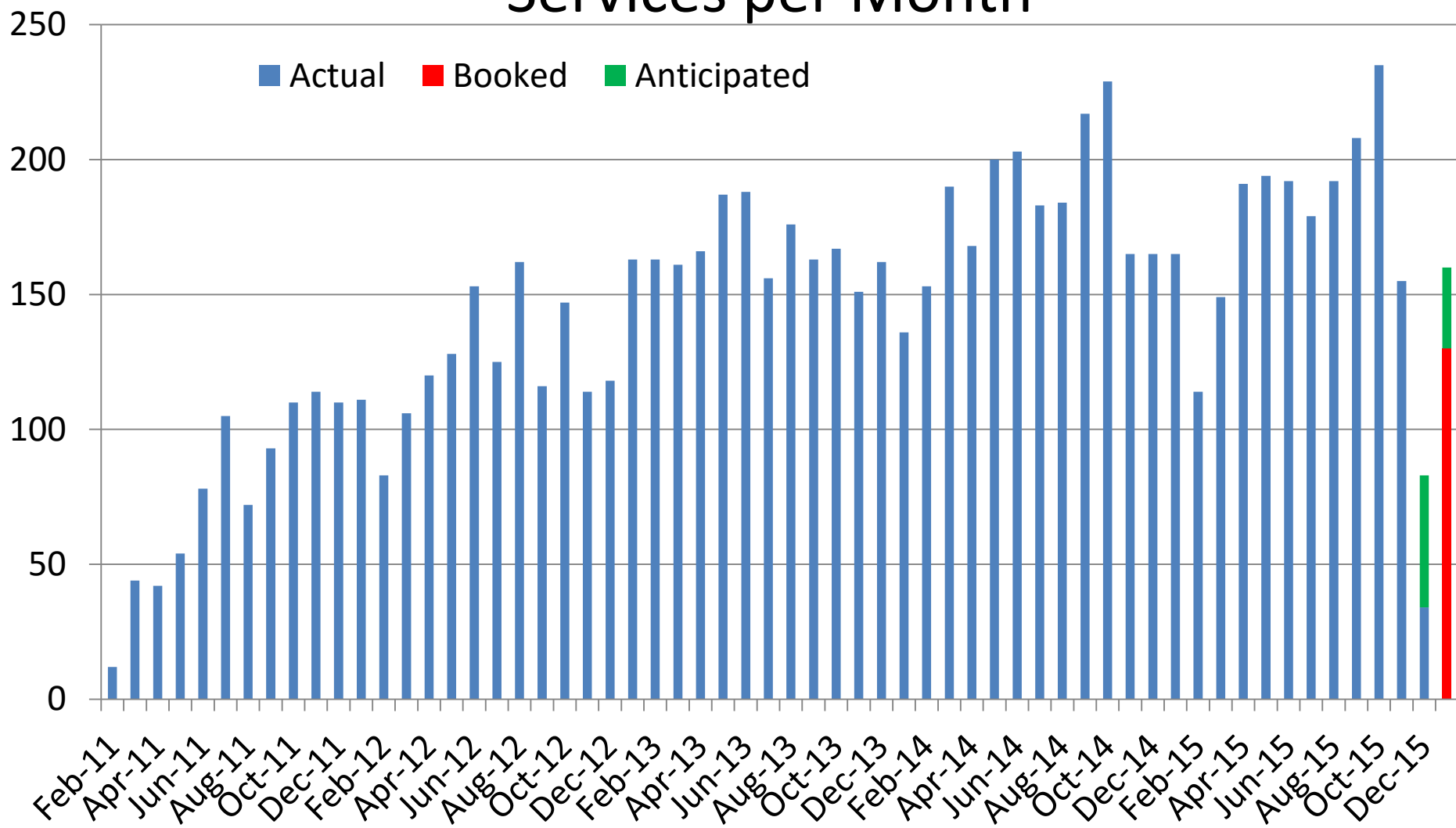
Services and Referral Requests



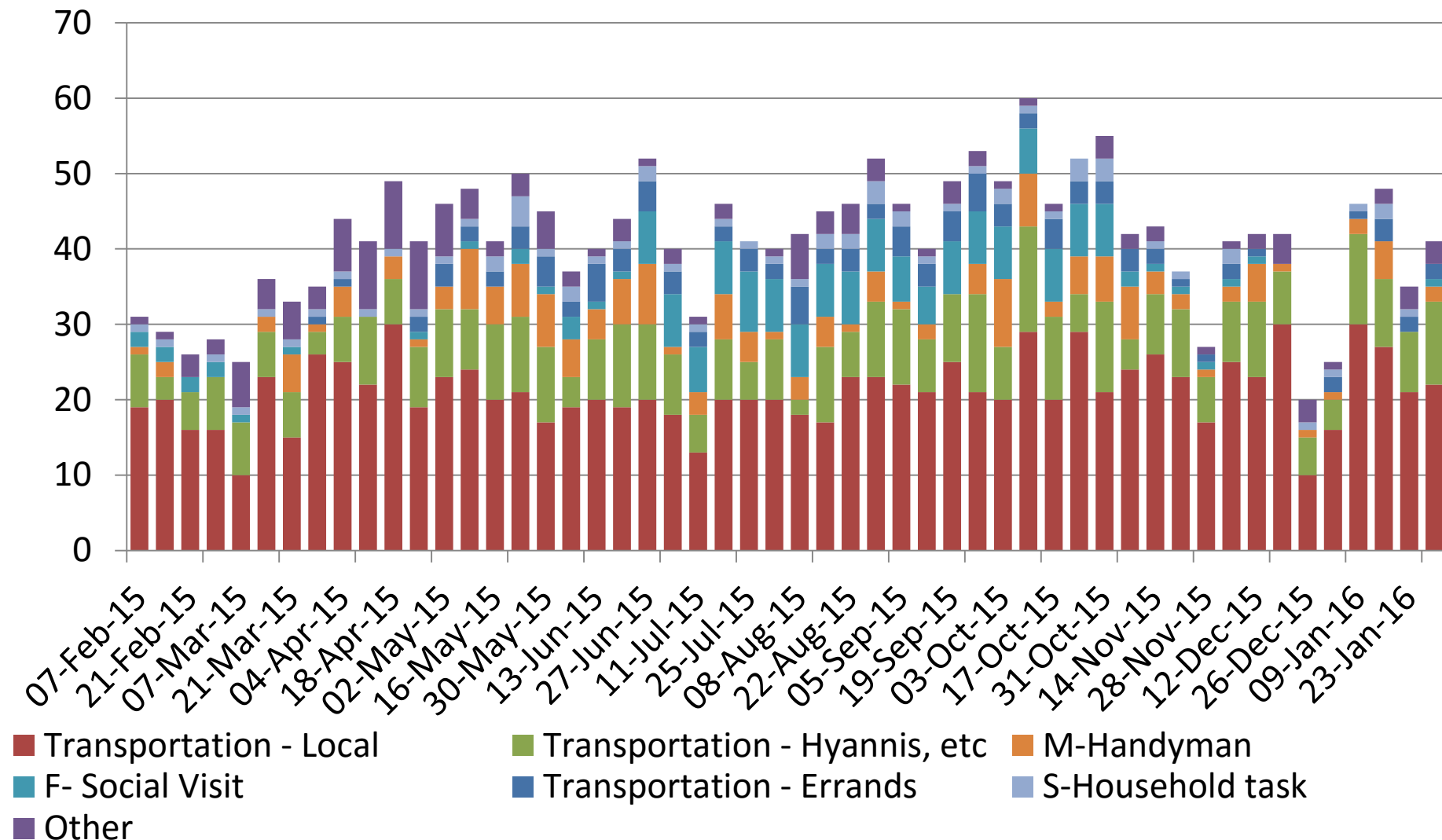
Services and Referral Requests per Week



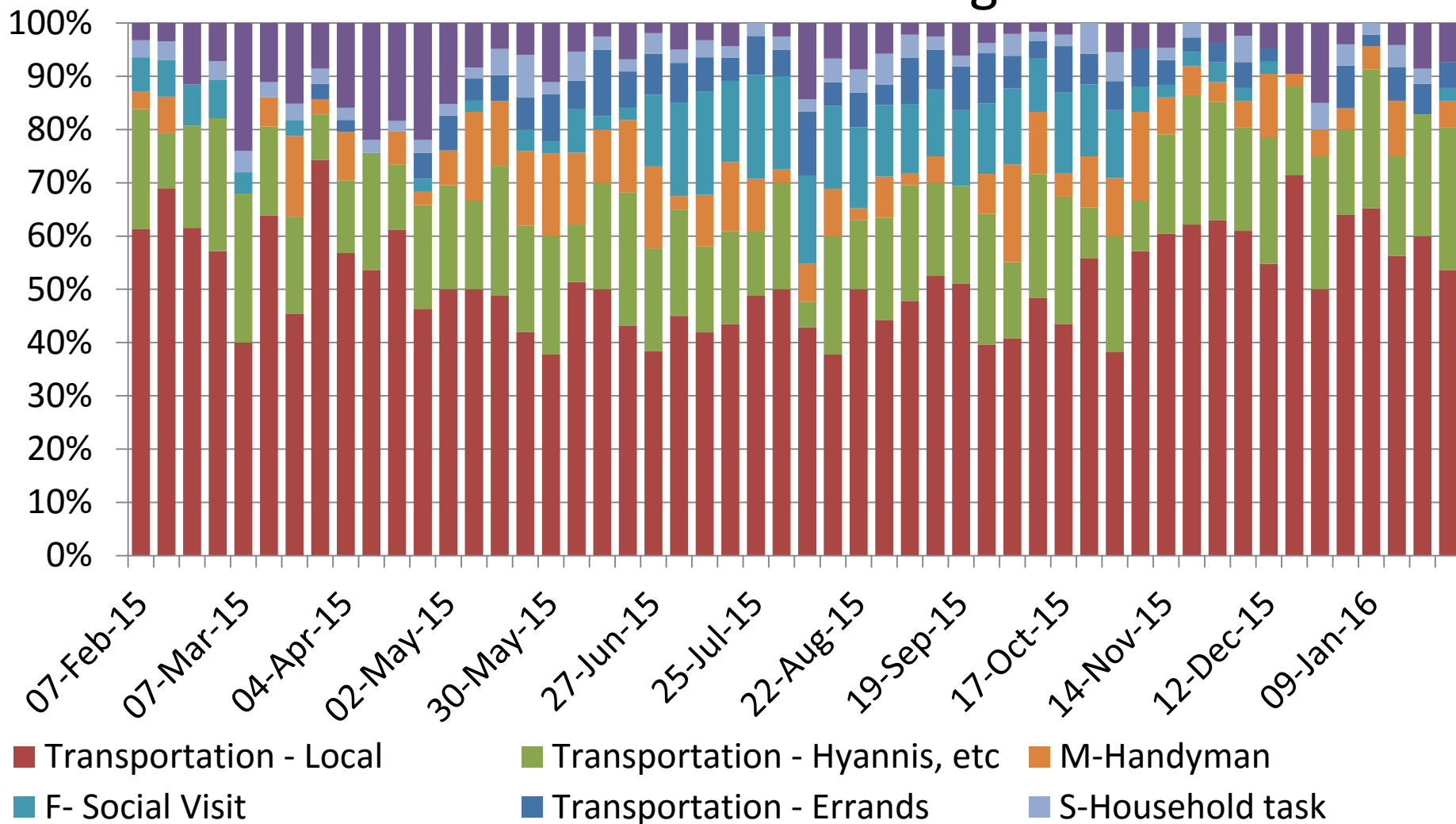
Services per Month



How Have Direct Services Varied in the Last Year?



Variation on a Percentage Basis



Transportation - Local

Transportation - Hyannis, etc

M-Handyman

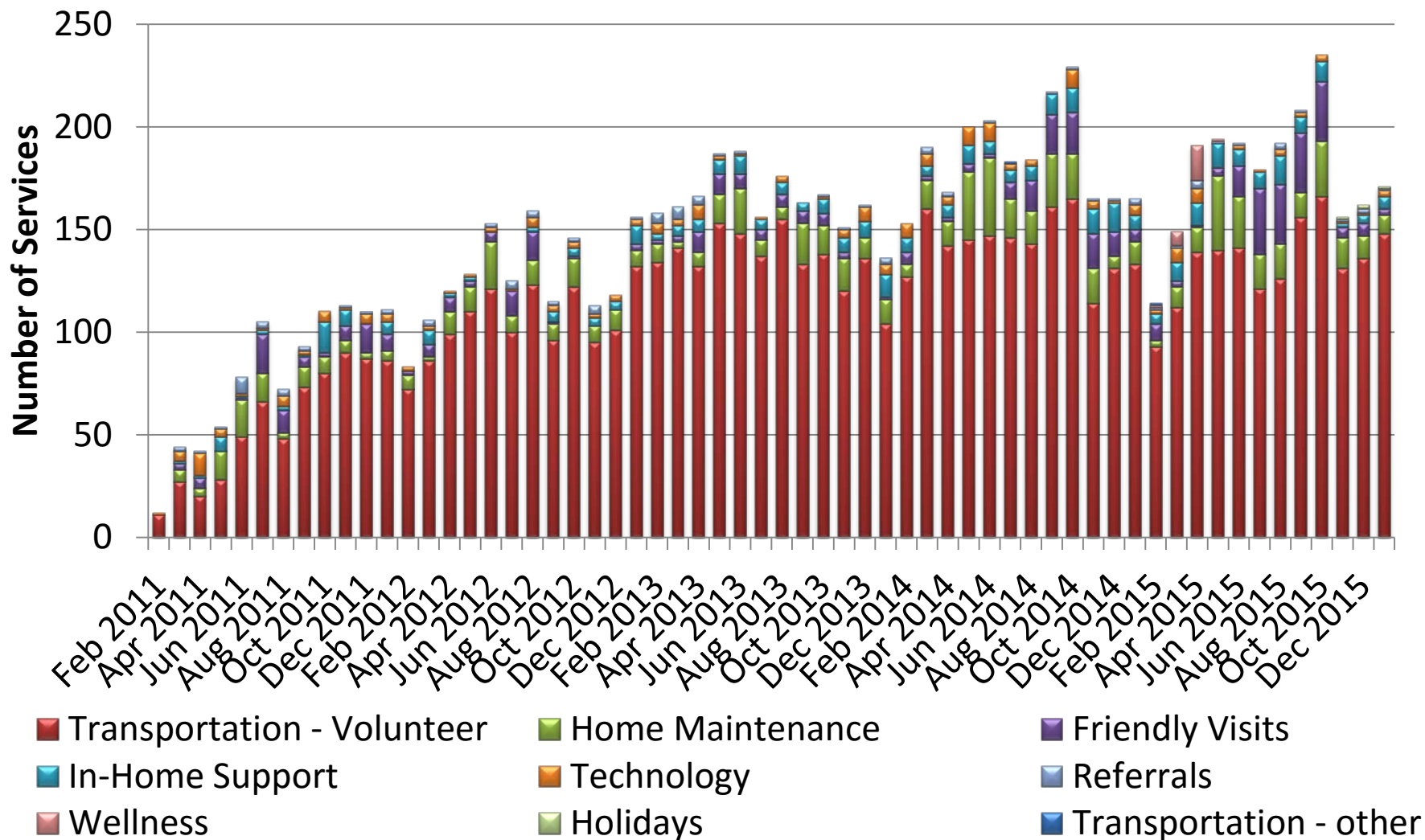
F- Social Visit

Transportation - Errands

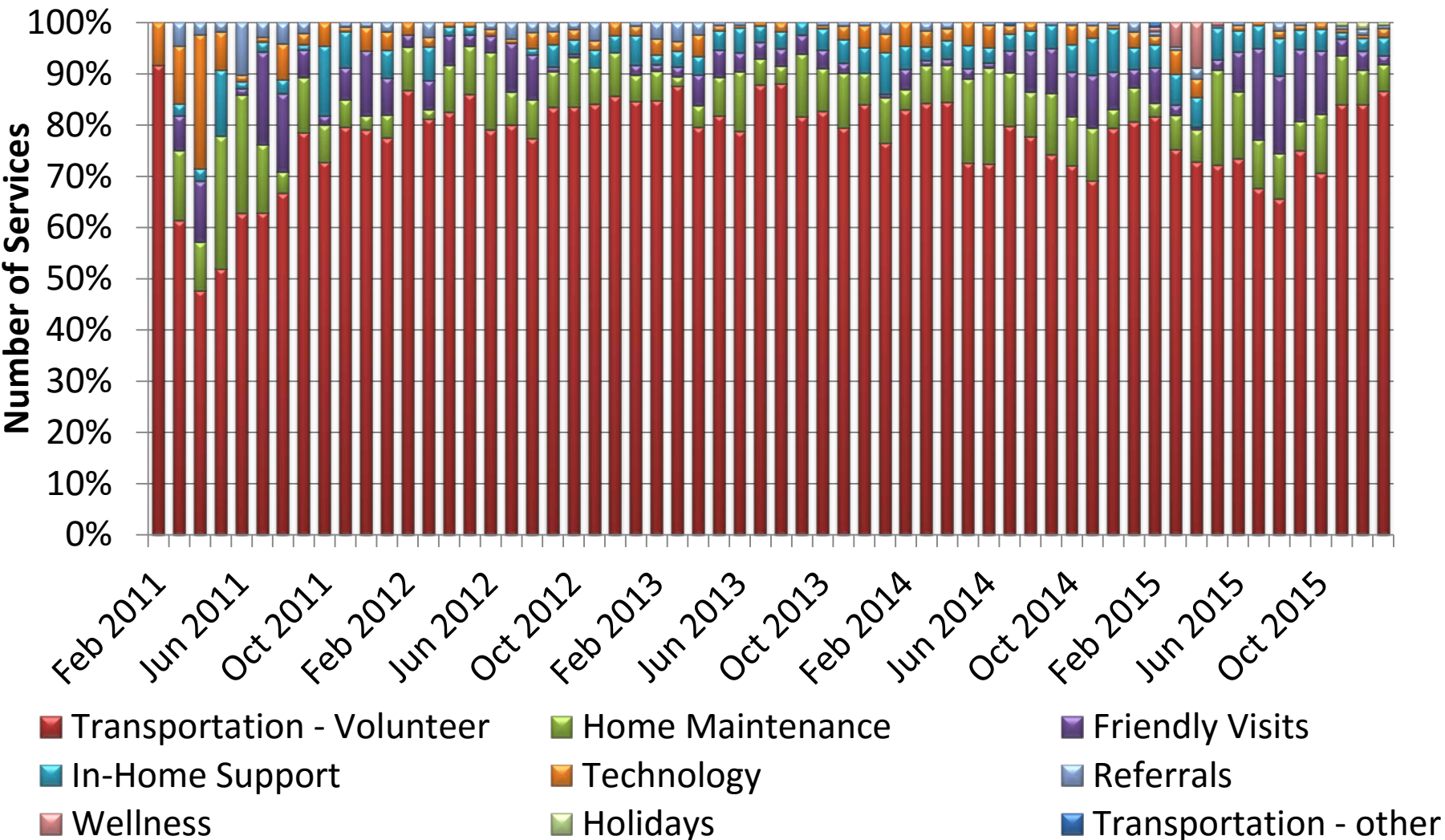
S-Household task

Other

Service Categories



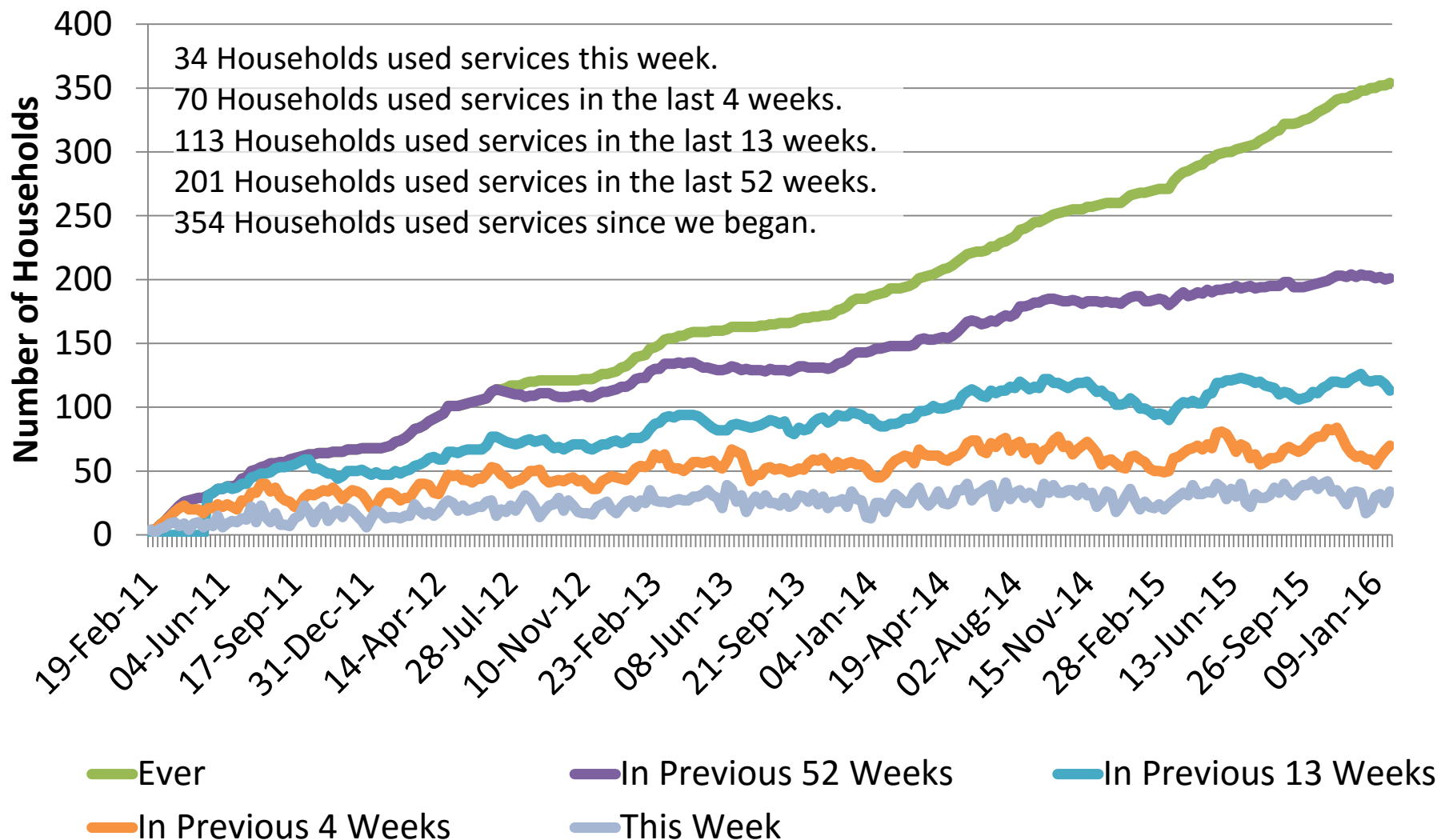
Service Categories Variation on a Percentage Basis



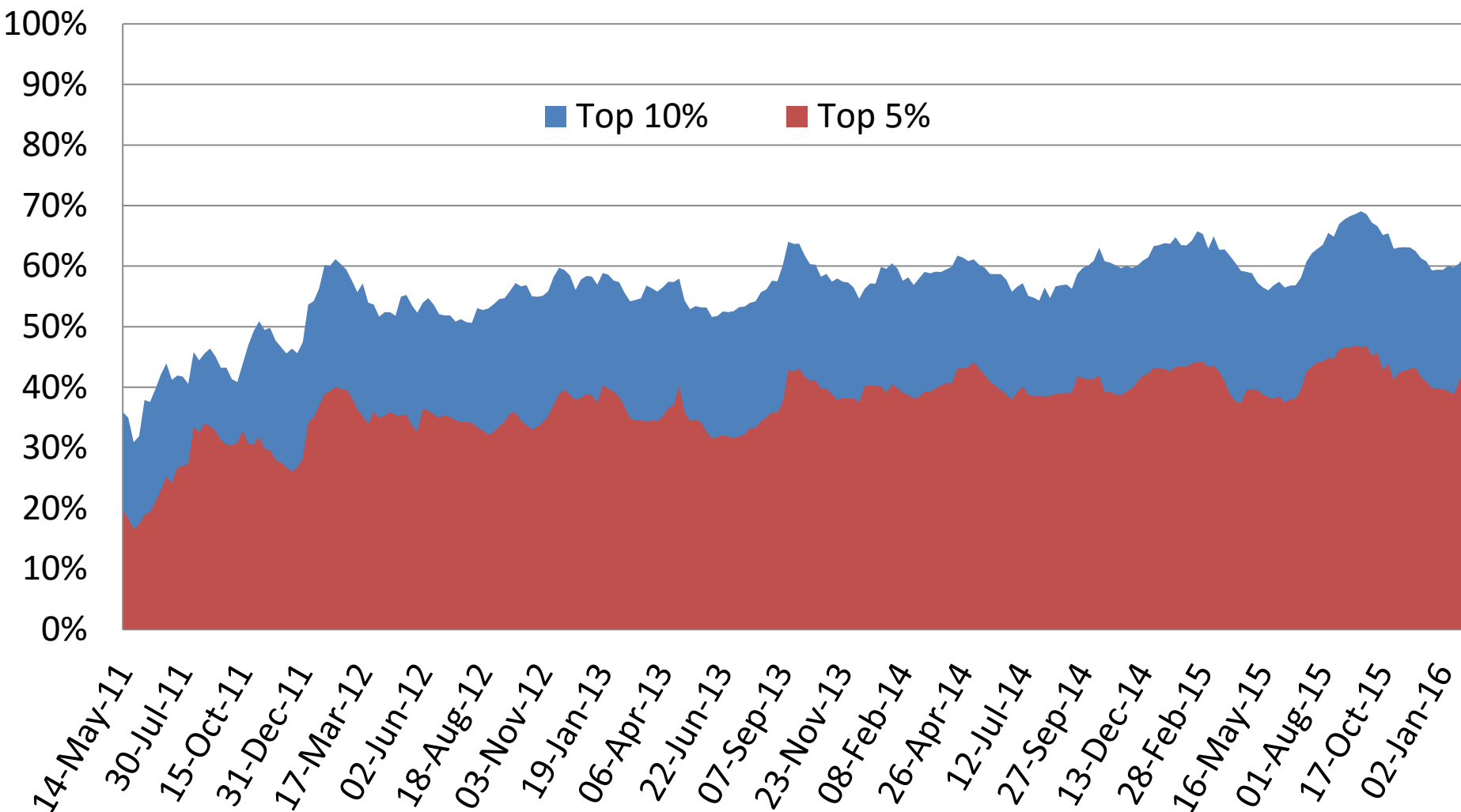
HOW MANY HOUSEHOLDS USE SERVICES?



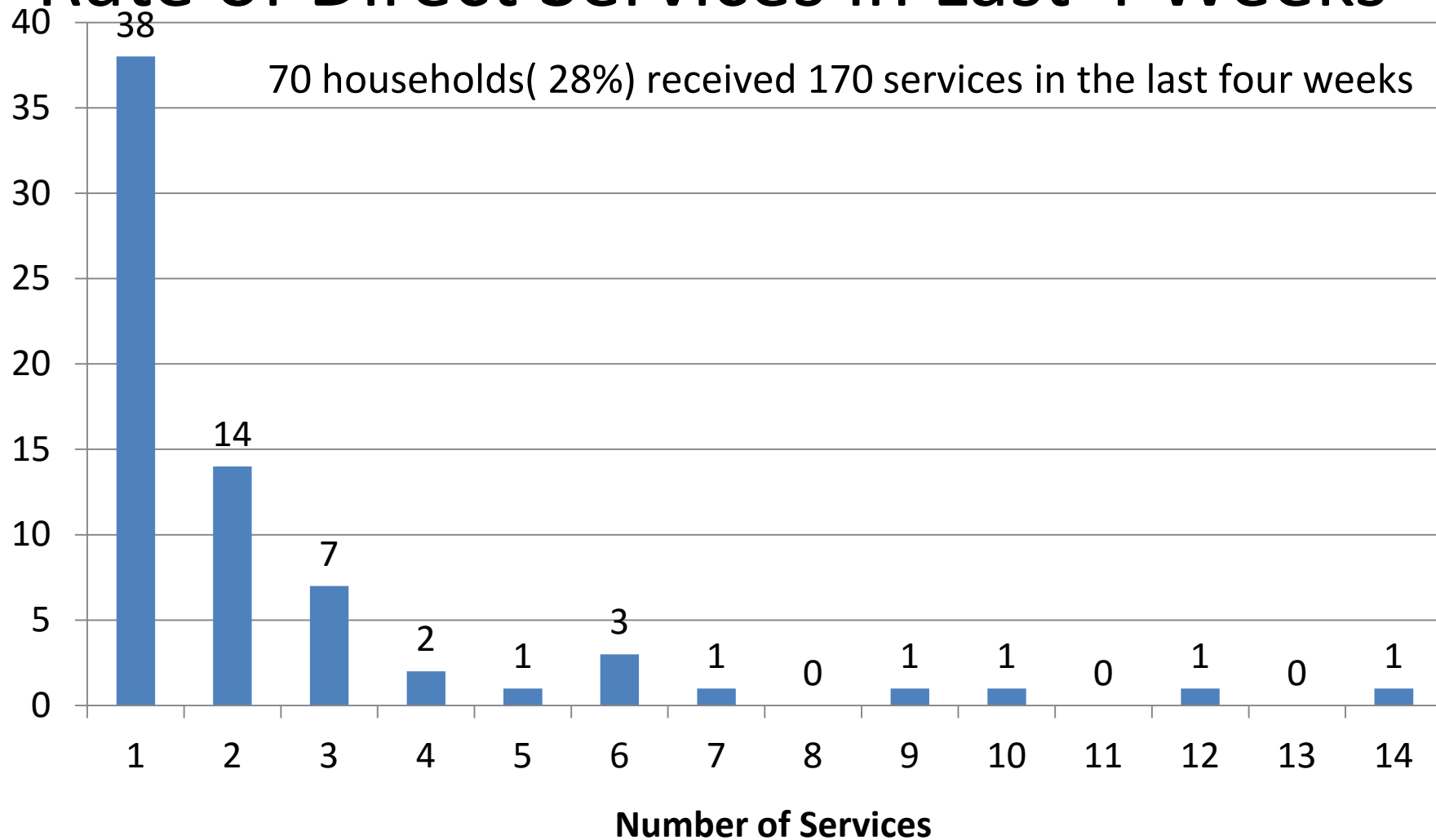
How Many Households Served



Heaviest Users of Services

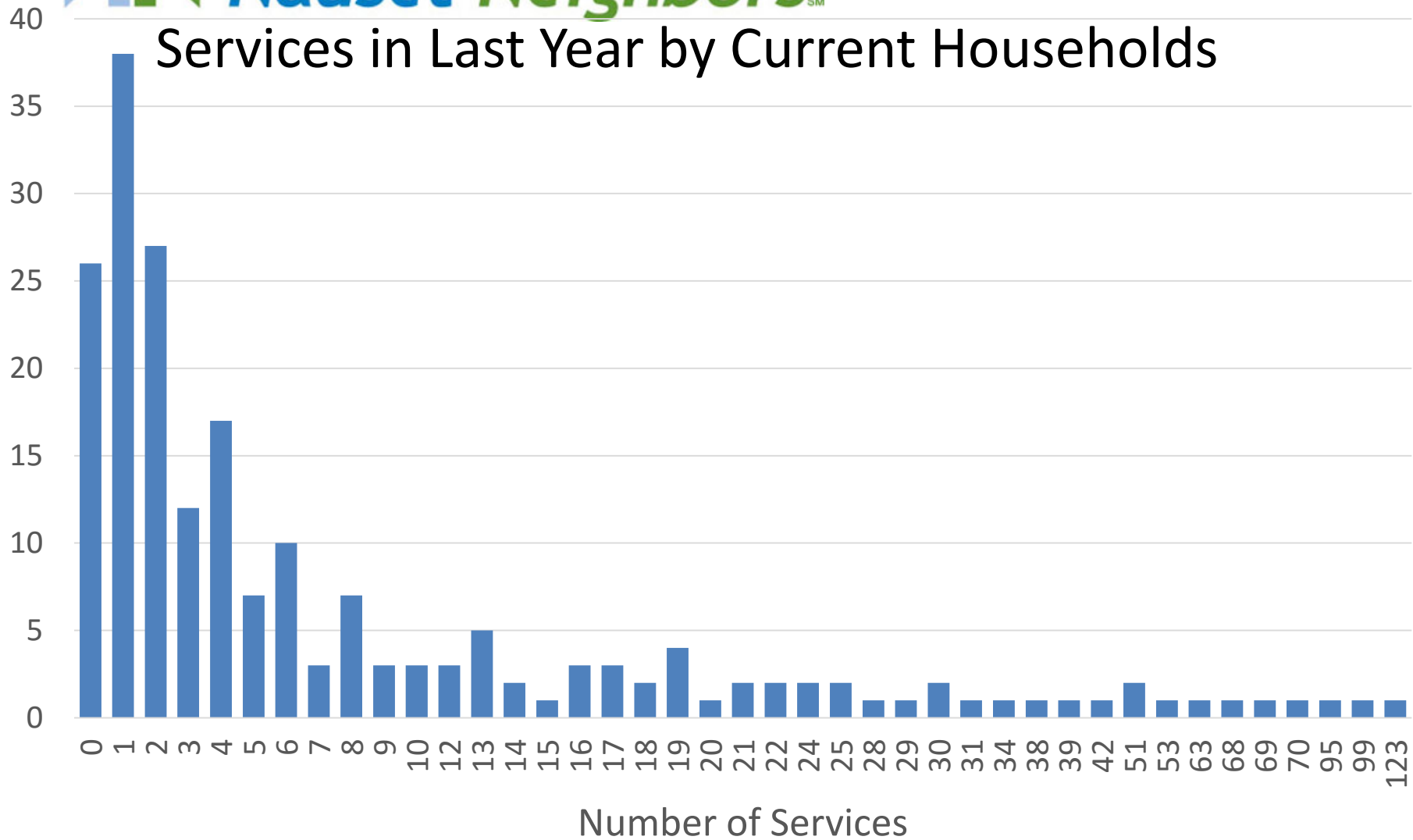


Rate of Direct Services in Last 4 Weeks



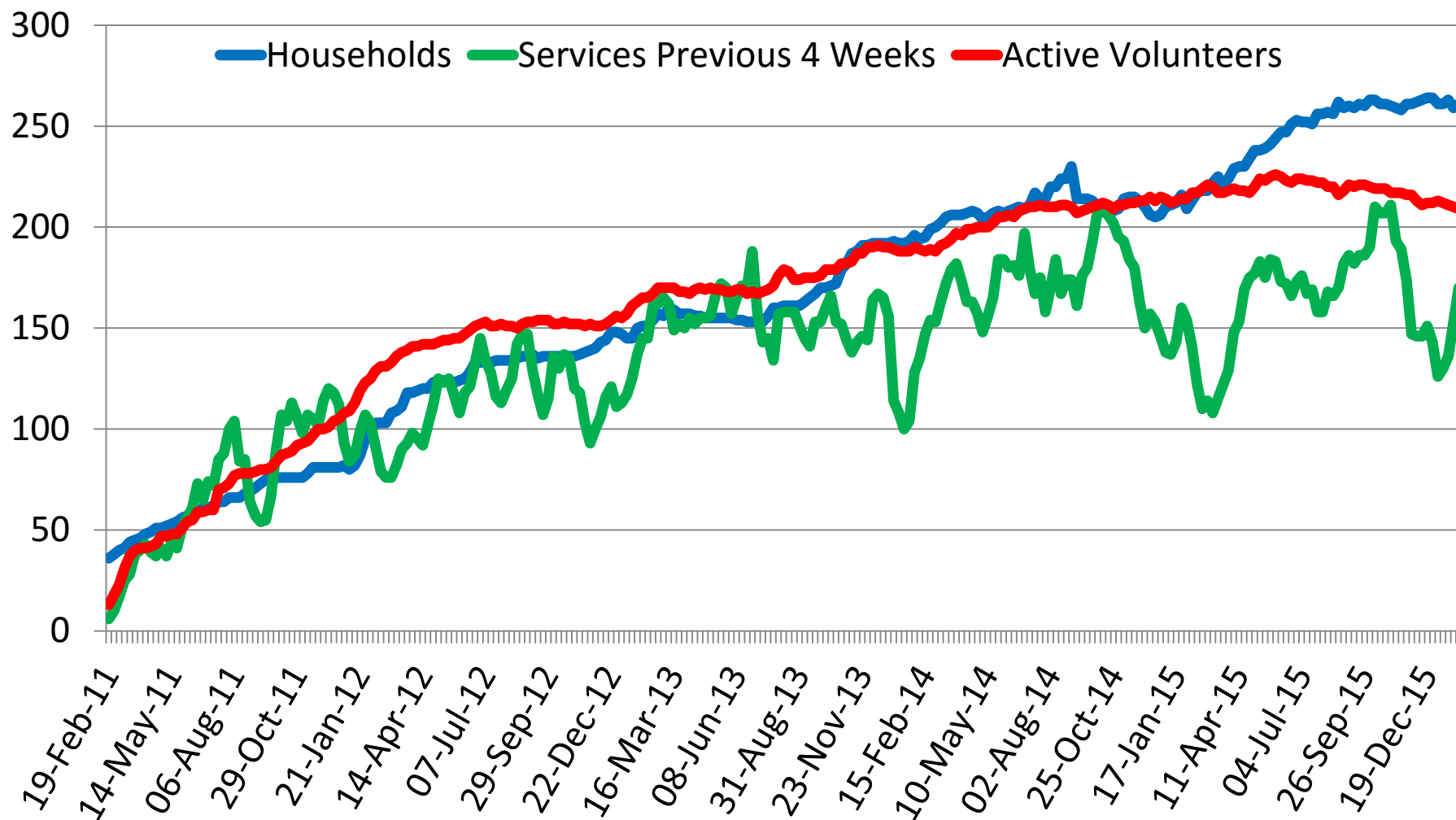
Services in Last Year by Current Households

Number of Households



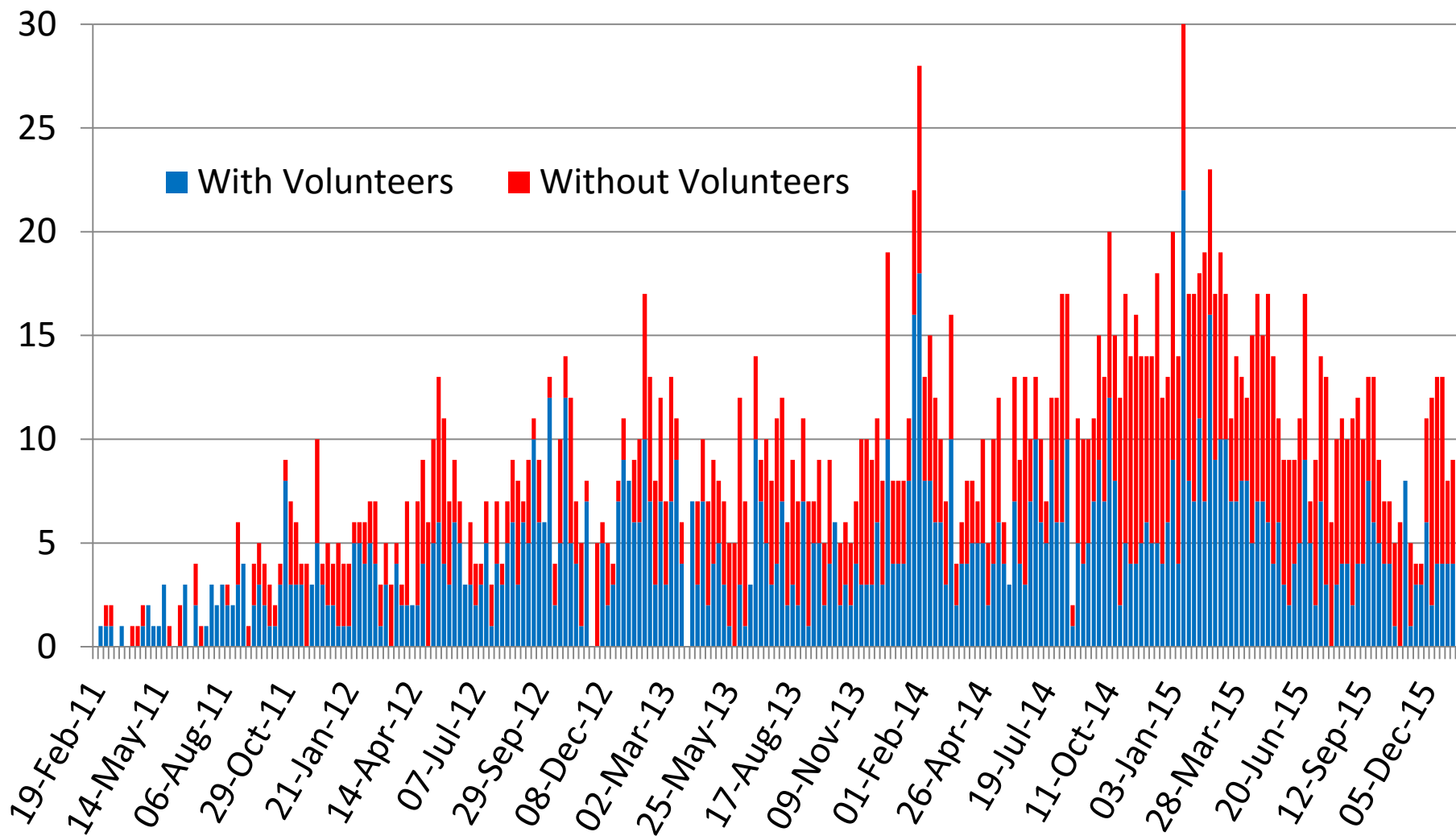


Memberships, Active Volunteers, and Services per Month



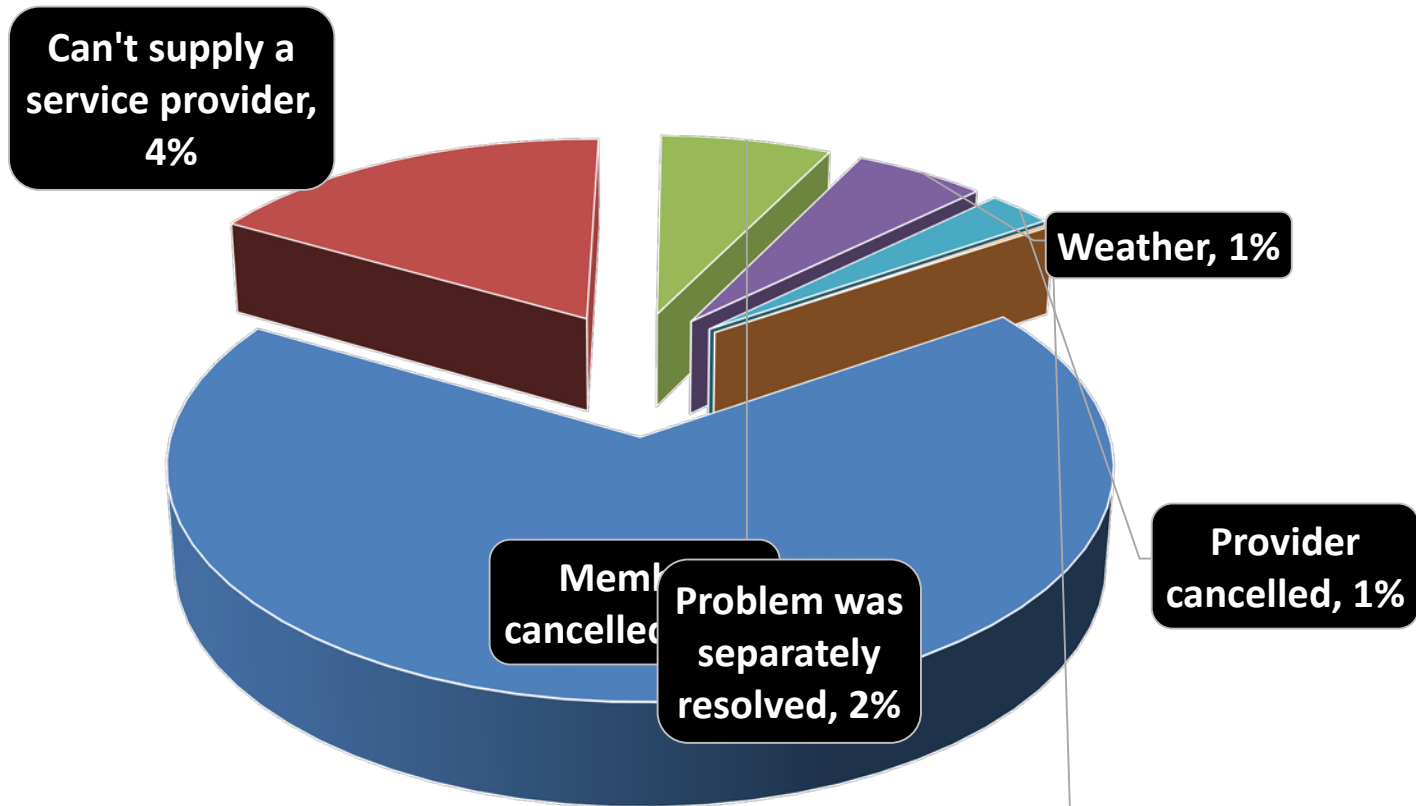
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



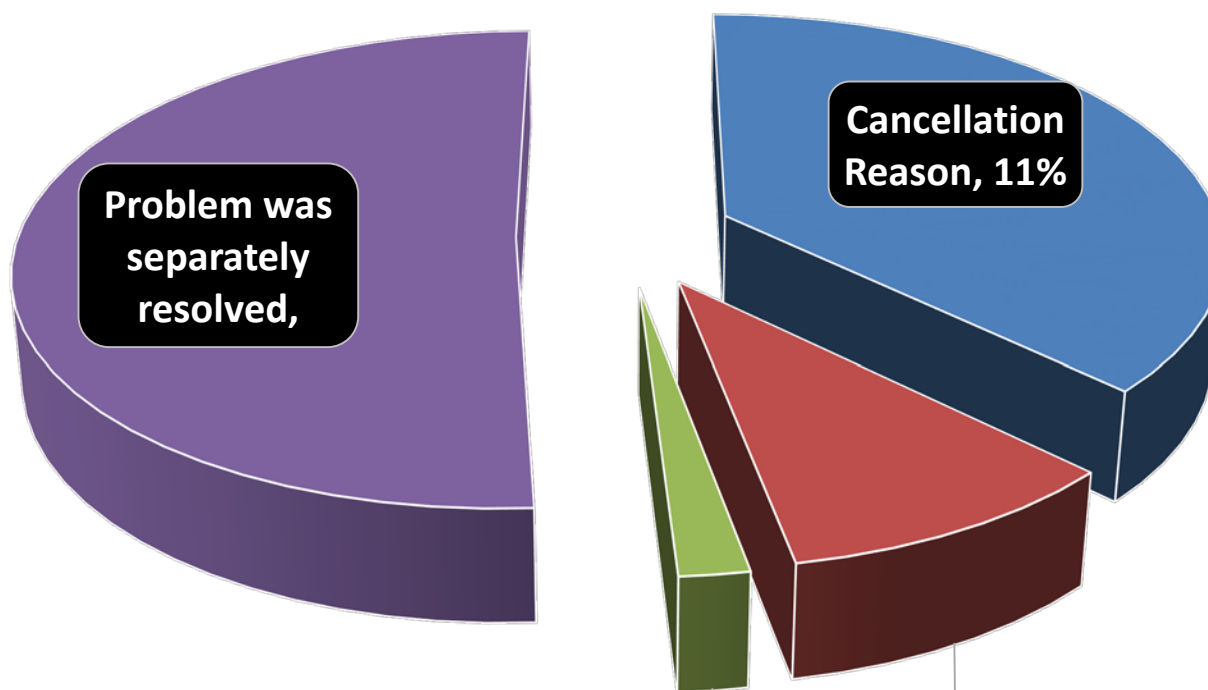
Cancellation Reasons (Last 52 Weeks)

In addition to 2143 services performed last year, an additional 26% were cancelled.

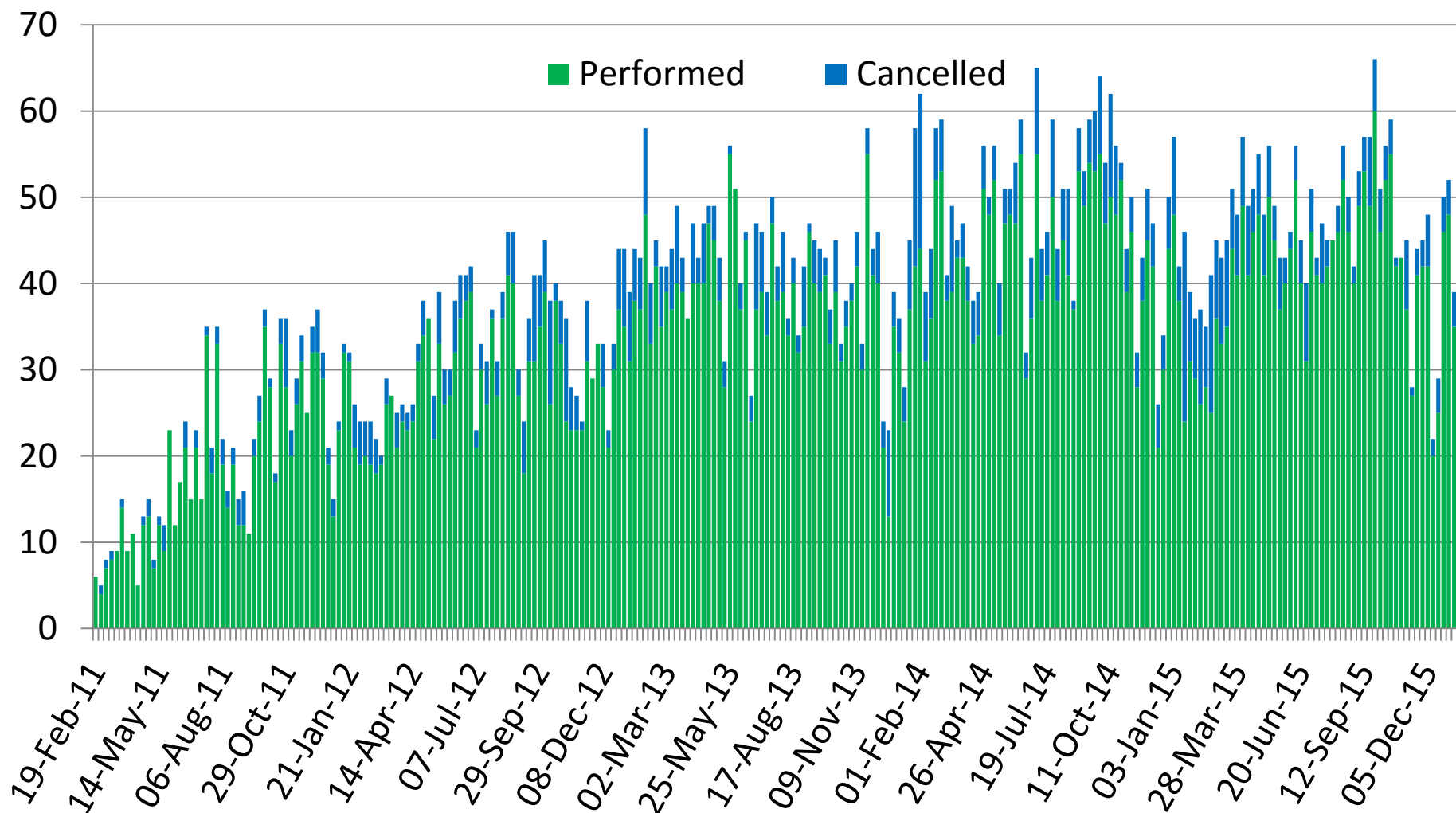


Cancellation Reasons (Last 4 Weeks)

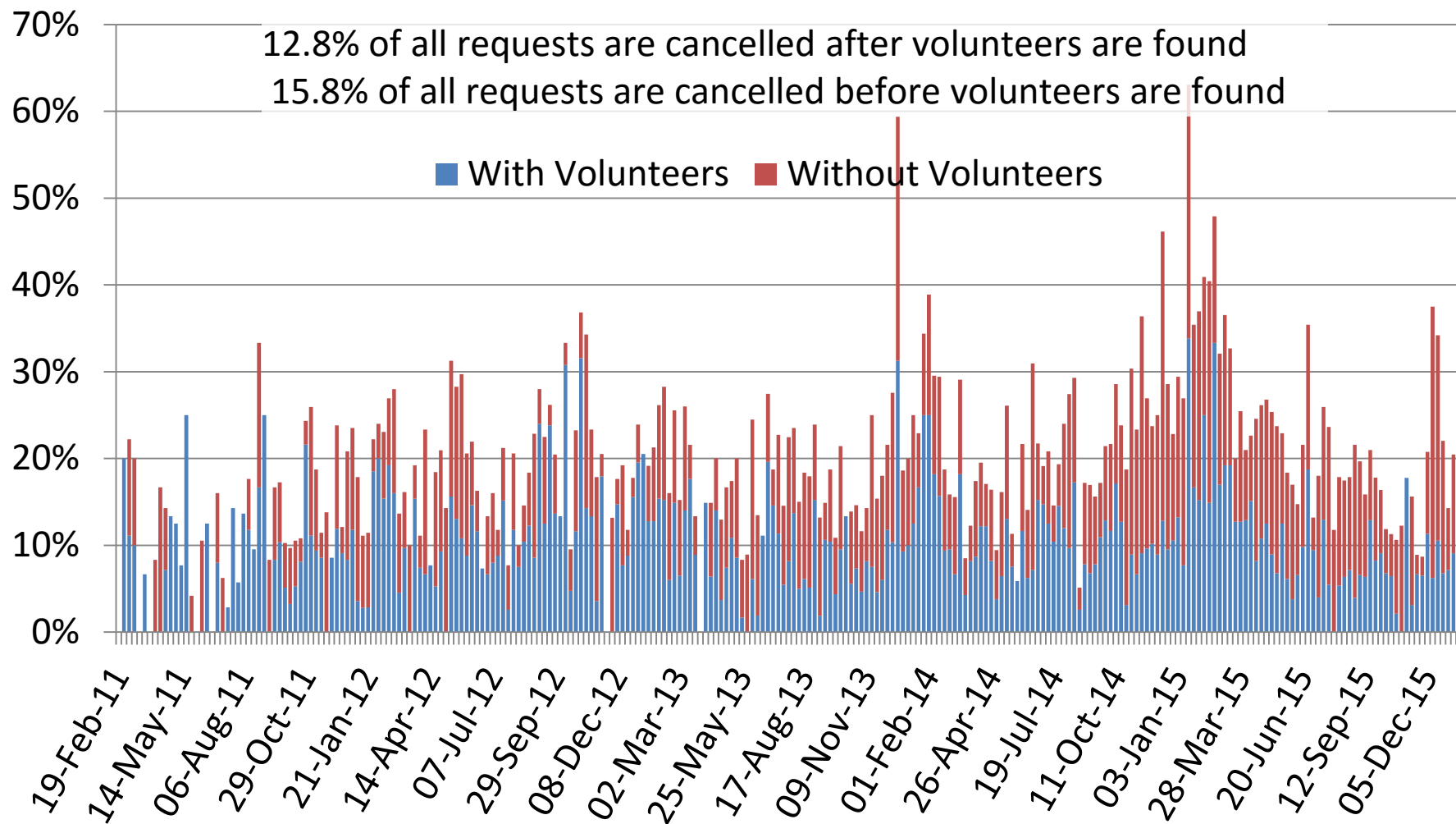
In addition to 170 services performed in the last four weeks, an additional 15% were cancelled.



Services Filled



All Cancelled Services



RETENTION

WHY MEMBERS QUIT

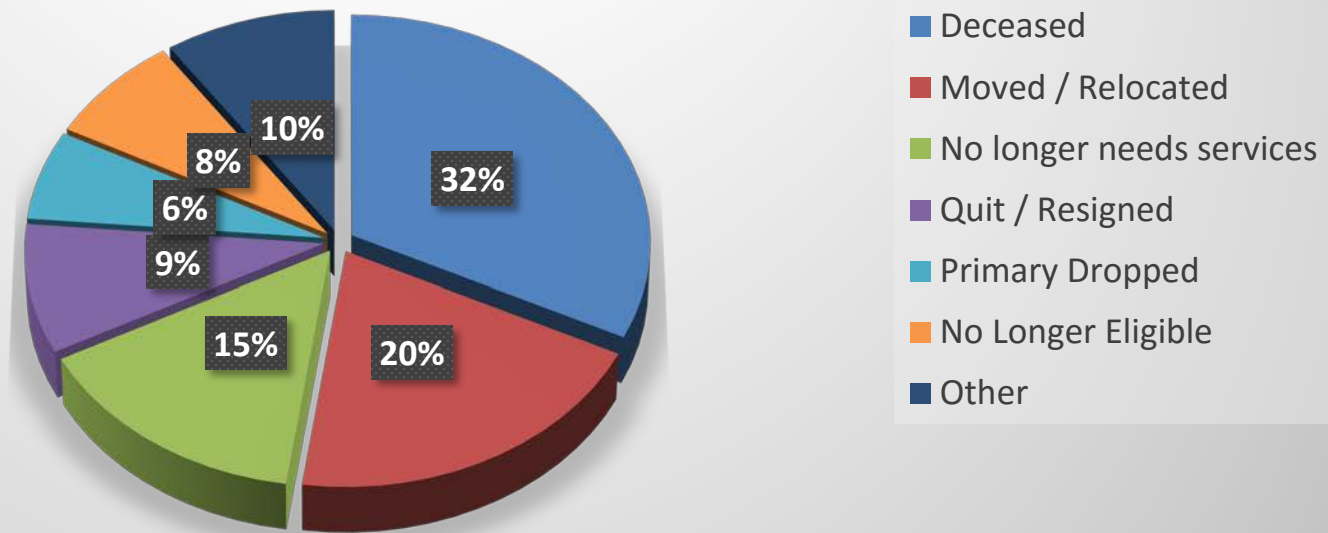
Why Members Quit

- Since we began in February 2011, we have had a total of 510 members, 220 of whom (43%) 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
- **26** households that are currently members have not asked for any services in the last year, which bears this out.

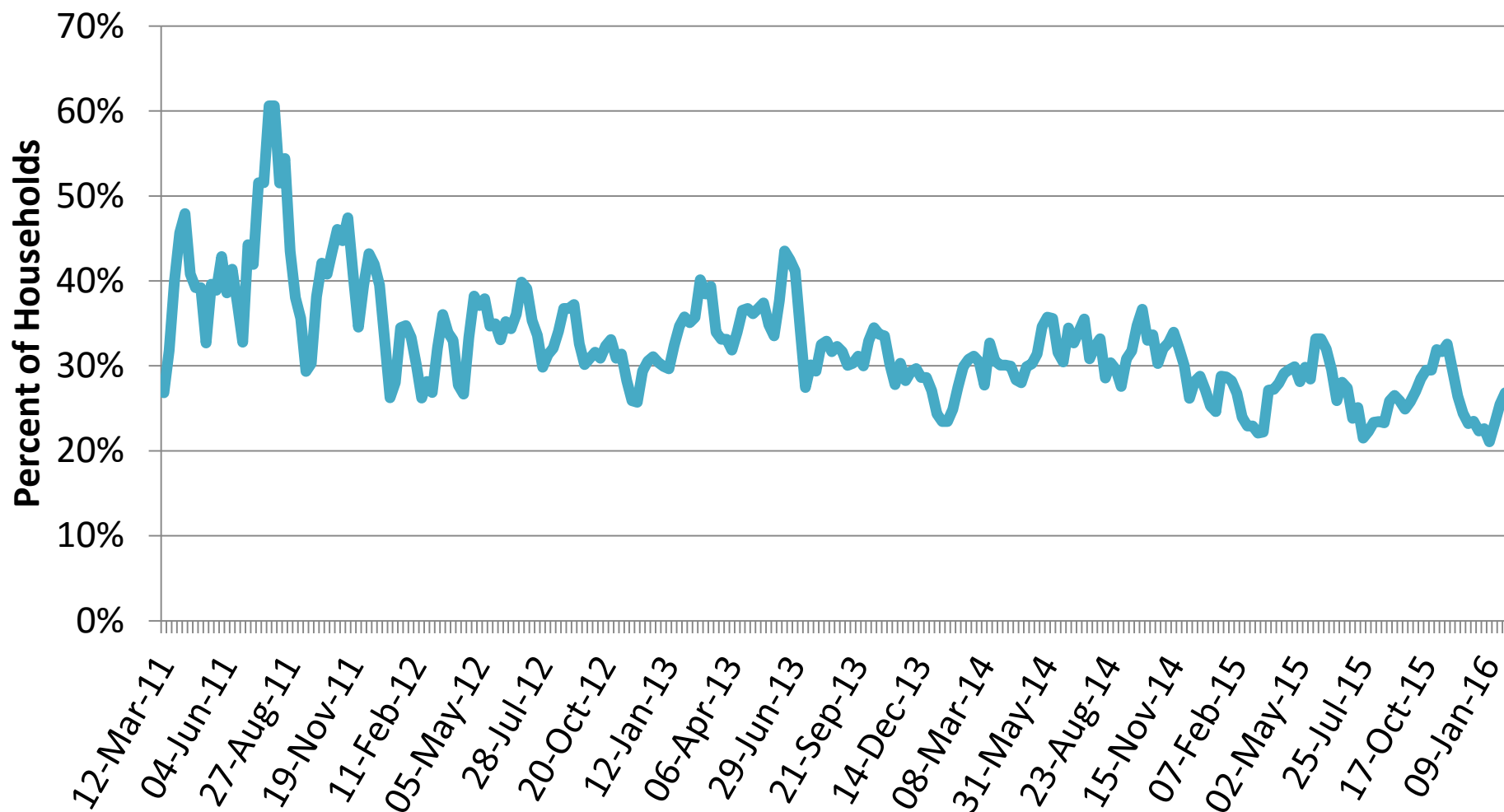
Why Members Quit

1/30/2016

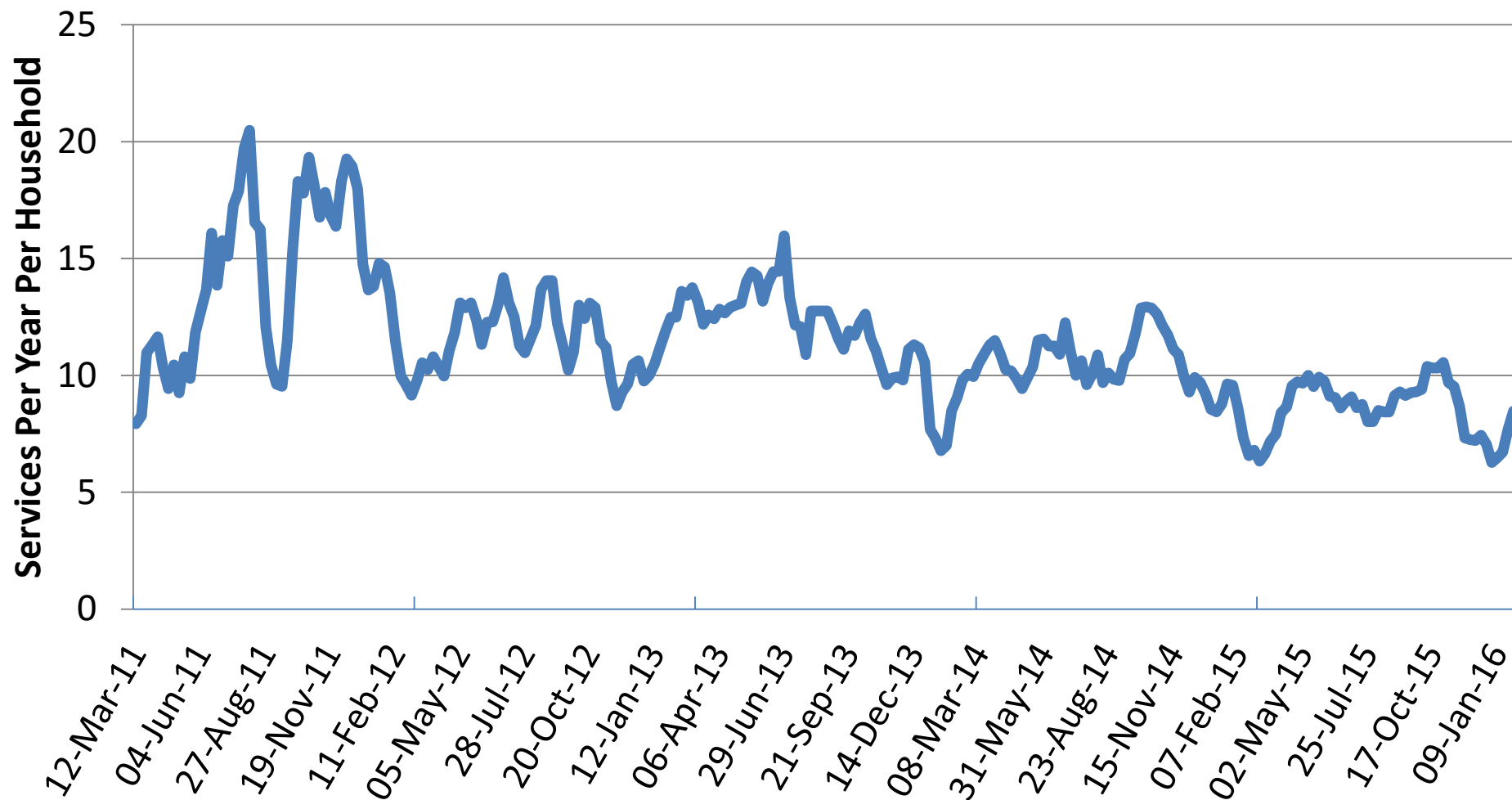
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% of Households Receiving Services in Preceding Month



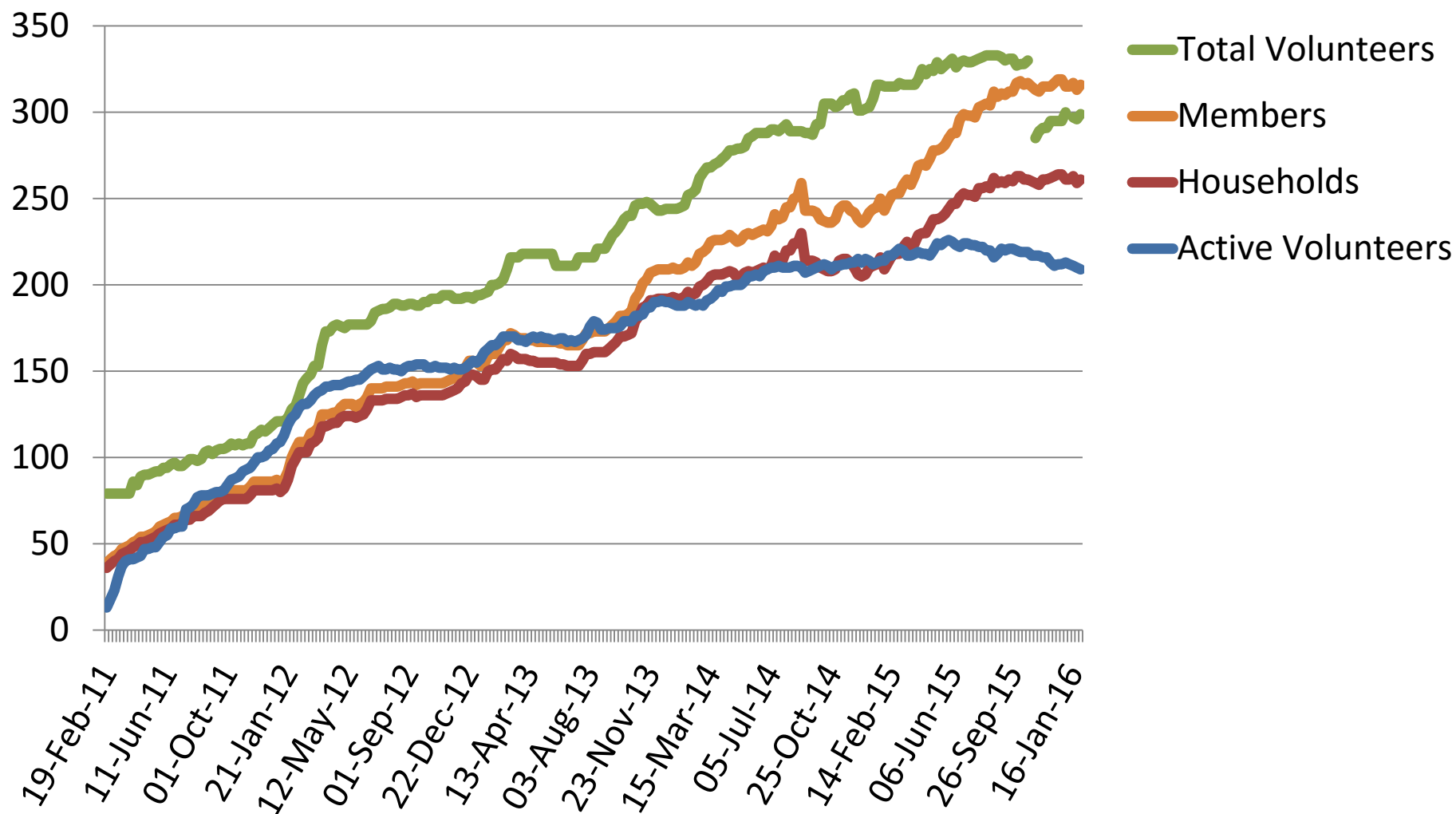
Annual Rate of Services per Household



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

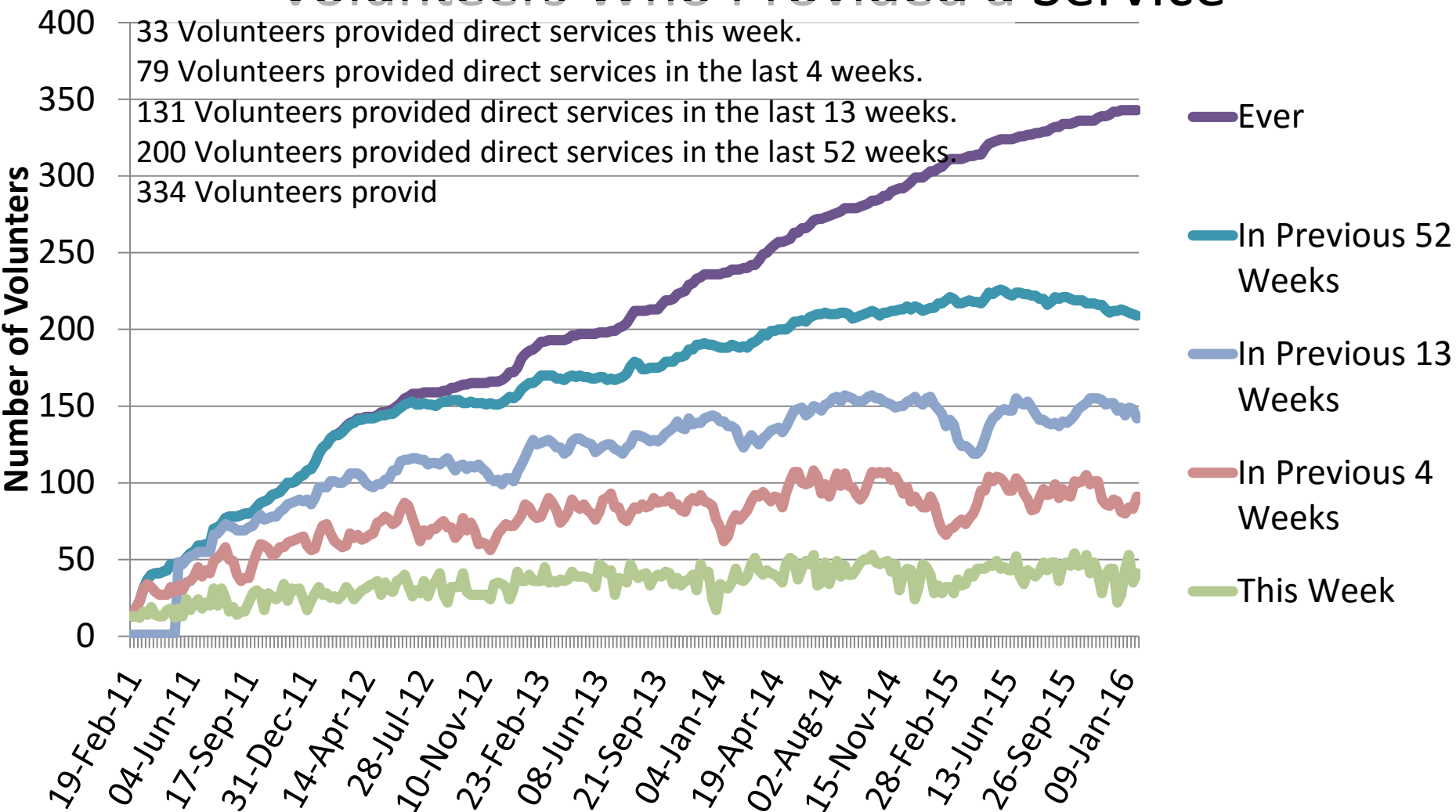
VOLUNTEERS

Growth Rates of Members, Households and Volunteers



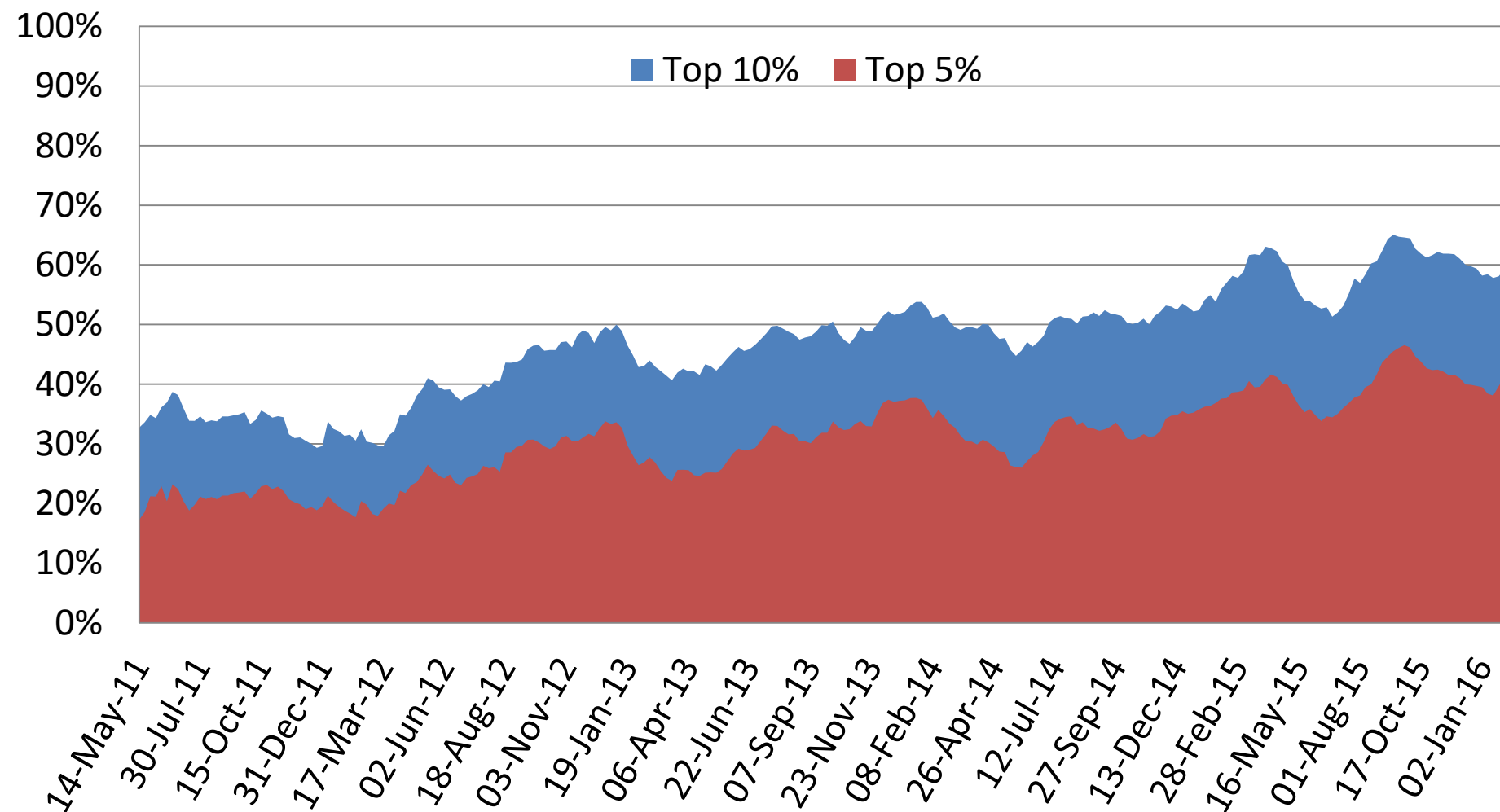


Volunteers Who Provided a Service

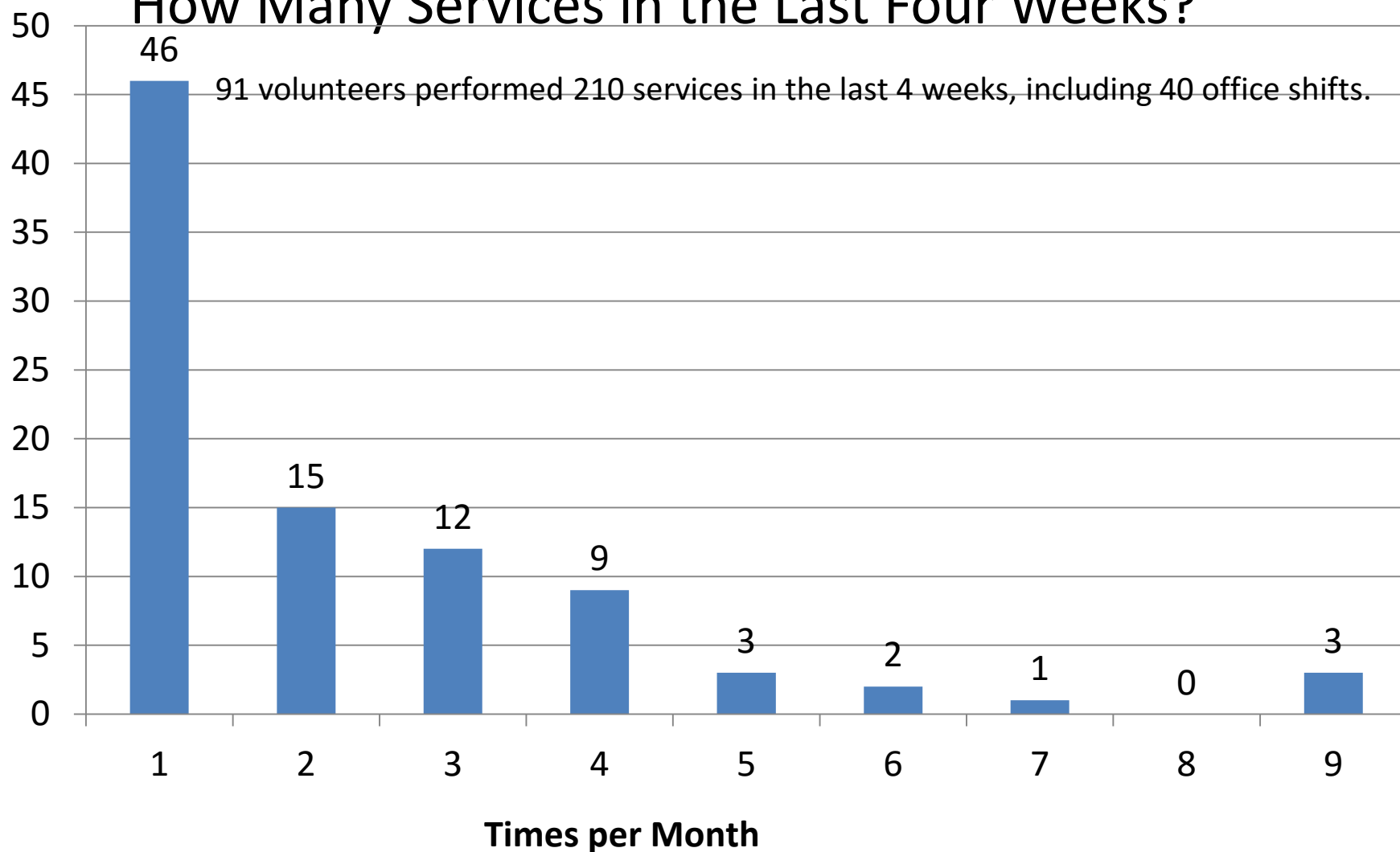




Most Active Volunteers During Previous Four Weeks

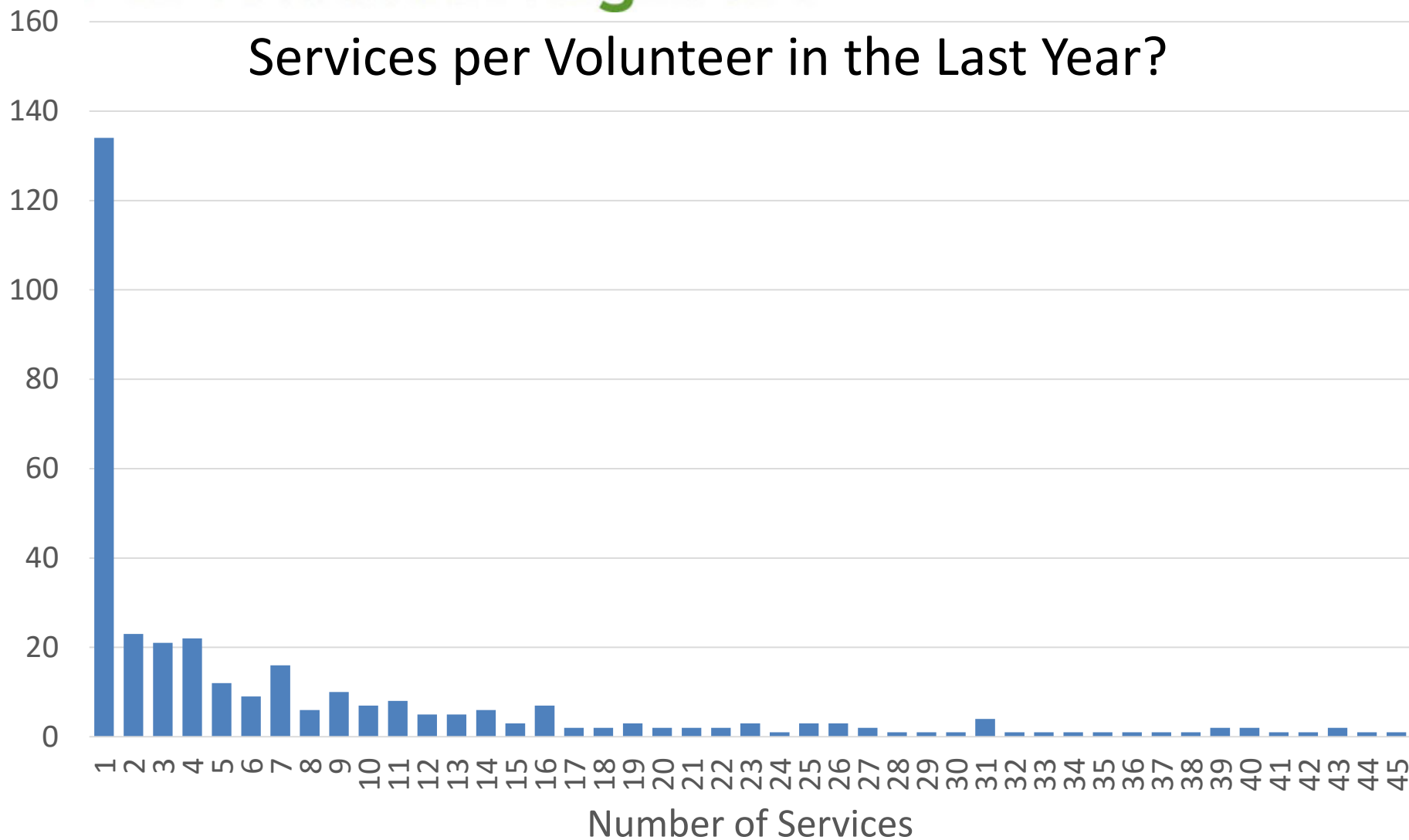


How Many Services in the Last Four Weeks?

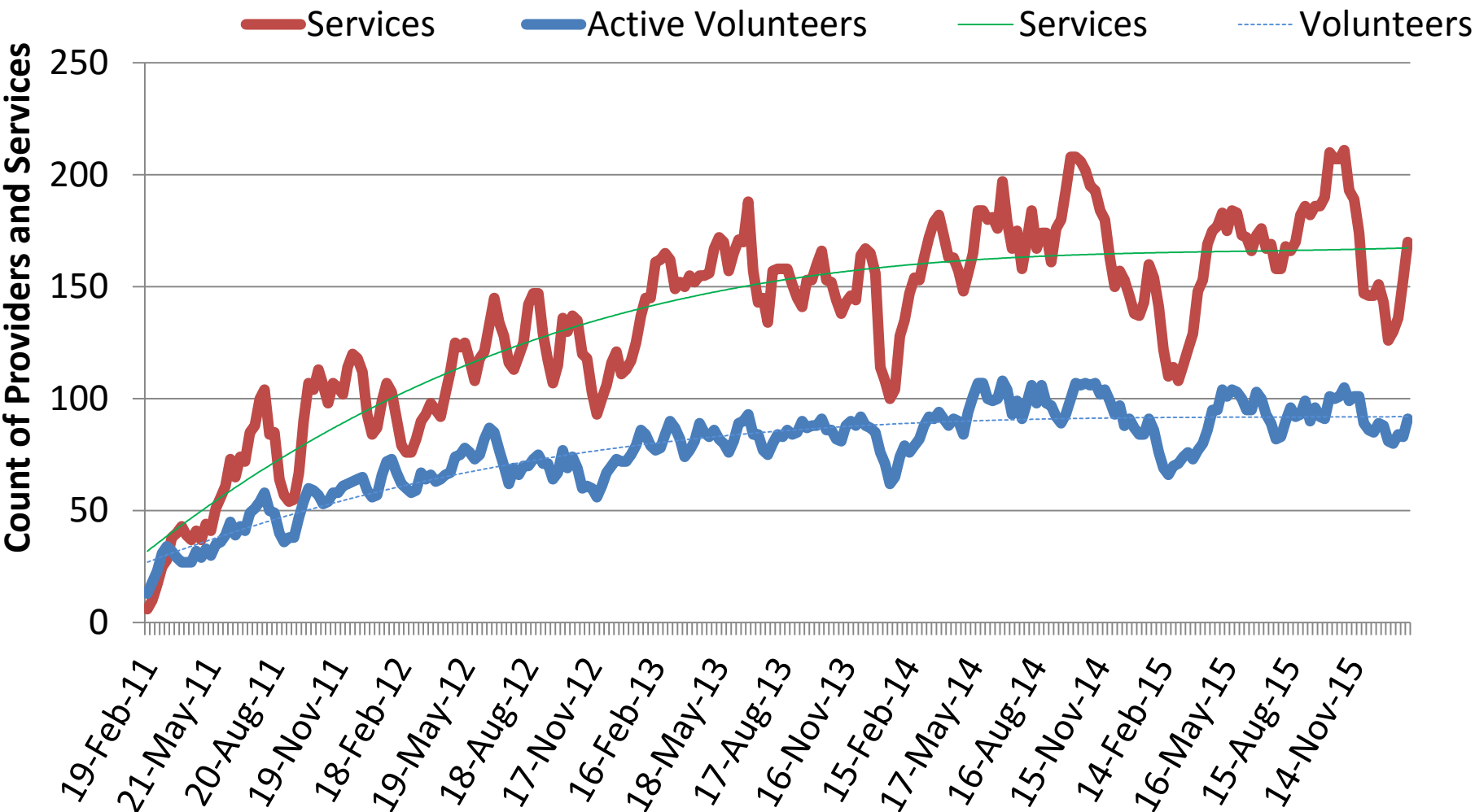


Services per Volunteer in the Last Year?

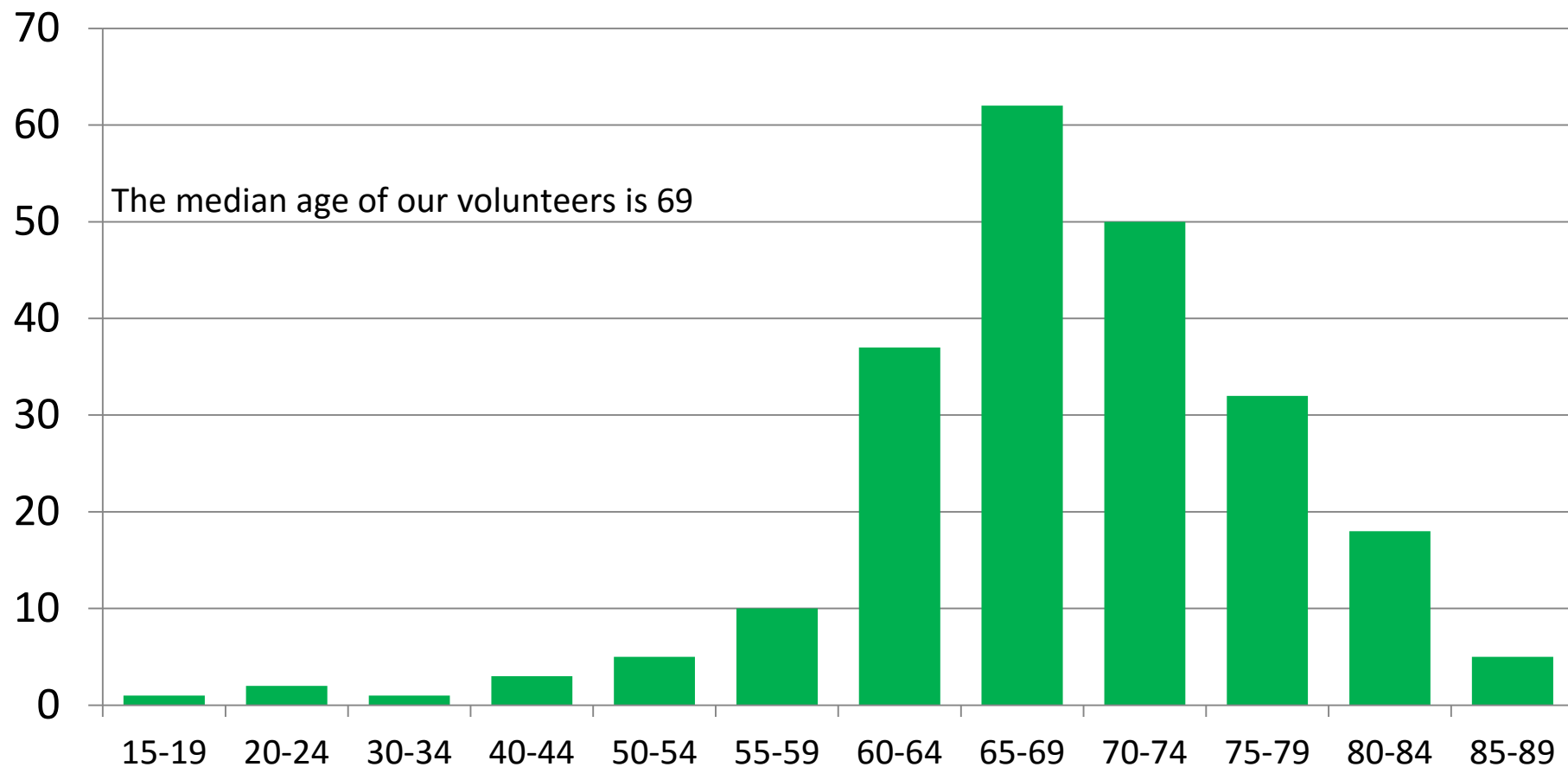
Number of Volunteers



Volunteers and Services Previous 4 Weeks



Age of Volunteers



Contact Method for Signup

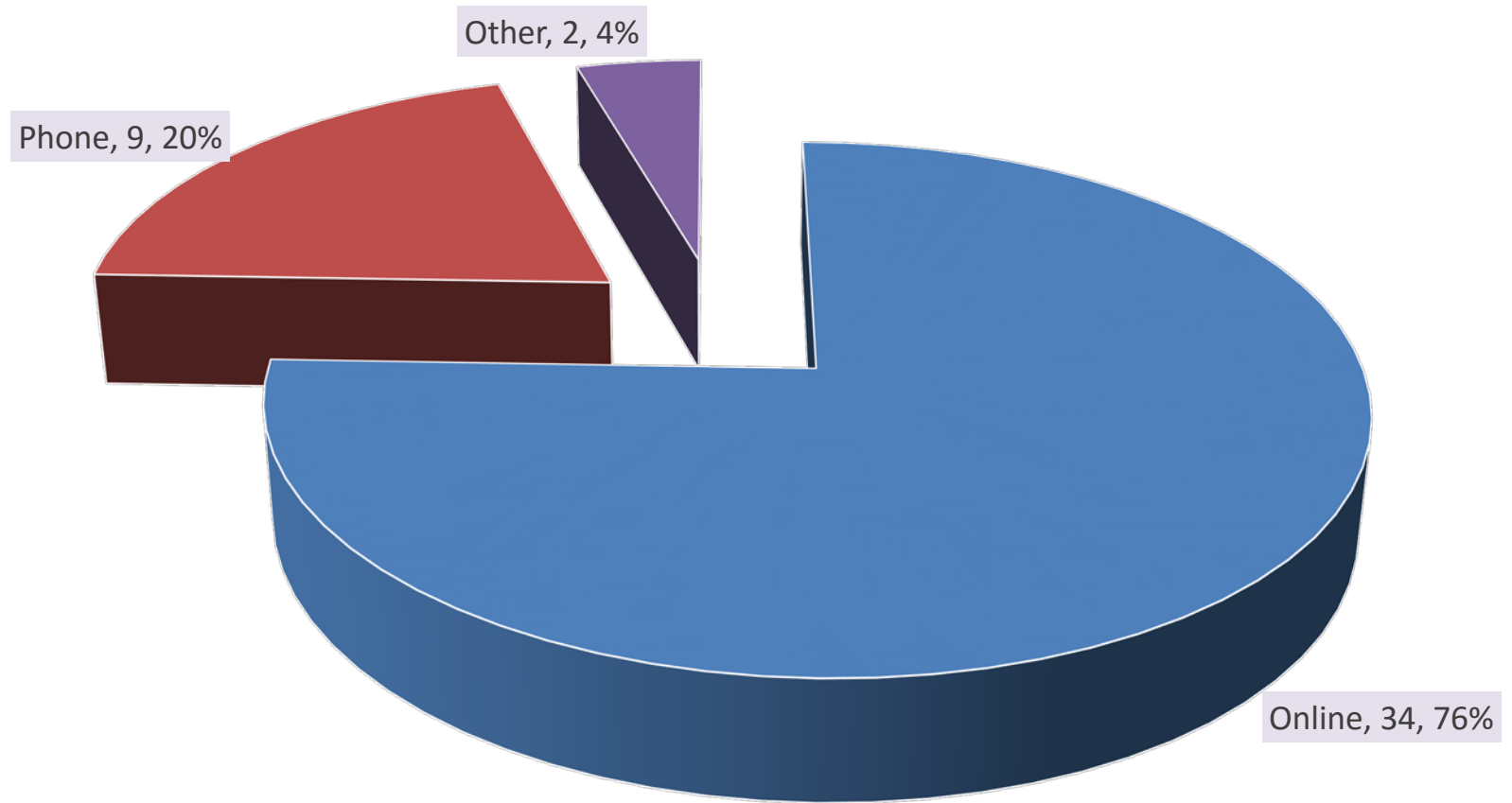
- This week was normal for filling requests.
- Quite a few services filled by with phone calls.
- Emails were of no use this week in finding volunteers.
- The number of phone calls needed was 14.
- 9 of 14 phone calls resulted in a volunteer, a 64% success rate.
- 10 emails resulted in no volunteers.
- When volunteers were not found on the first call, it took an average of 3 calls to secure a volunteer.

Historical Week



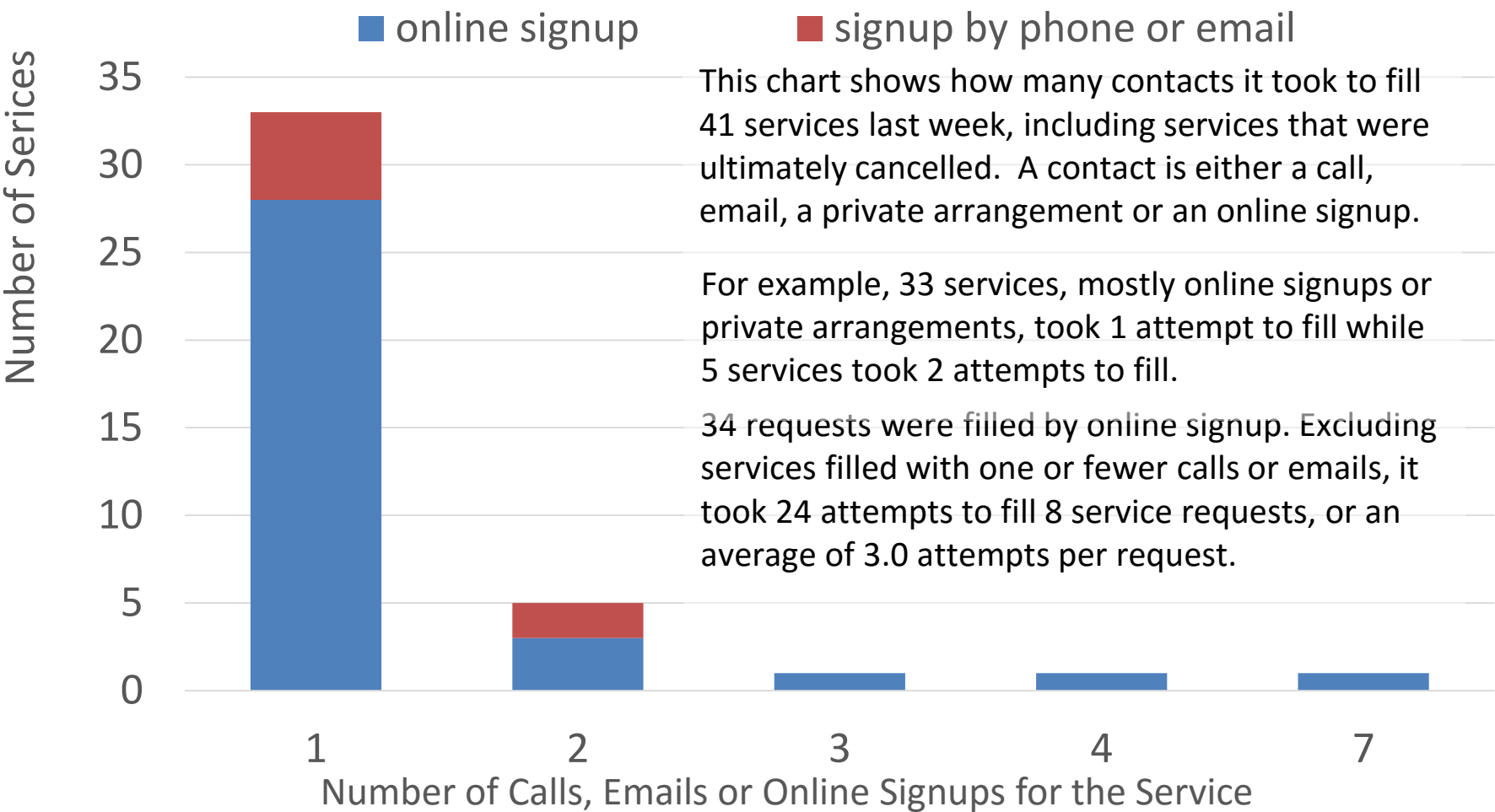
Nauset NeighborsSM

How Volunteers Were Found

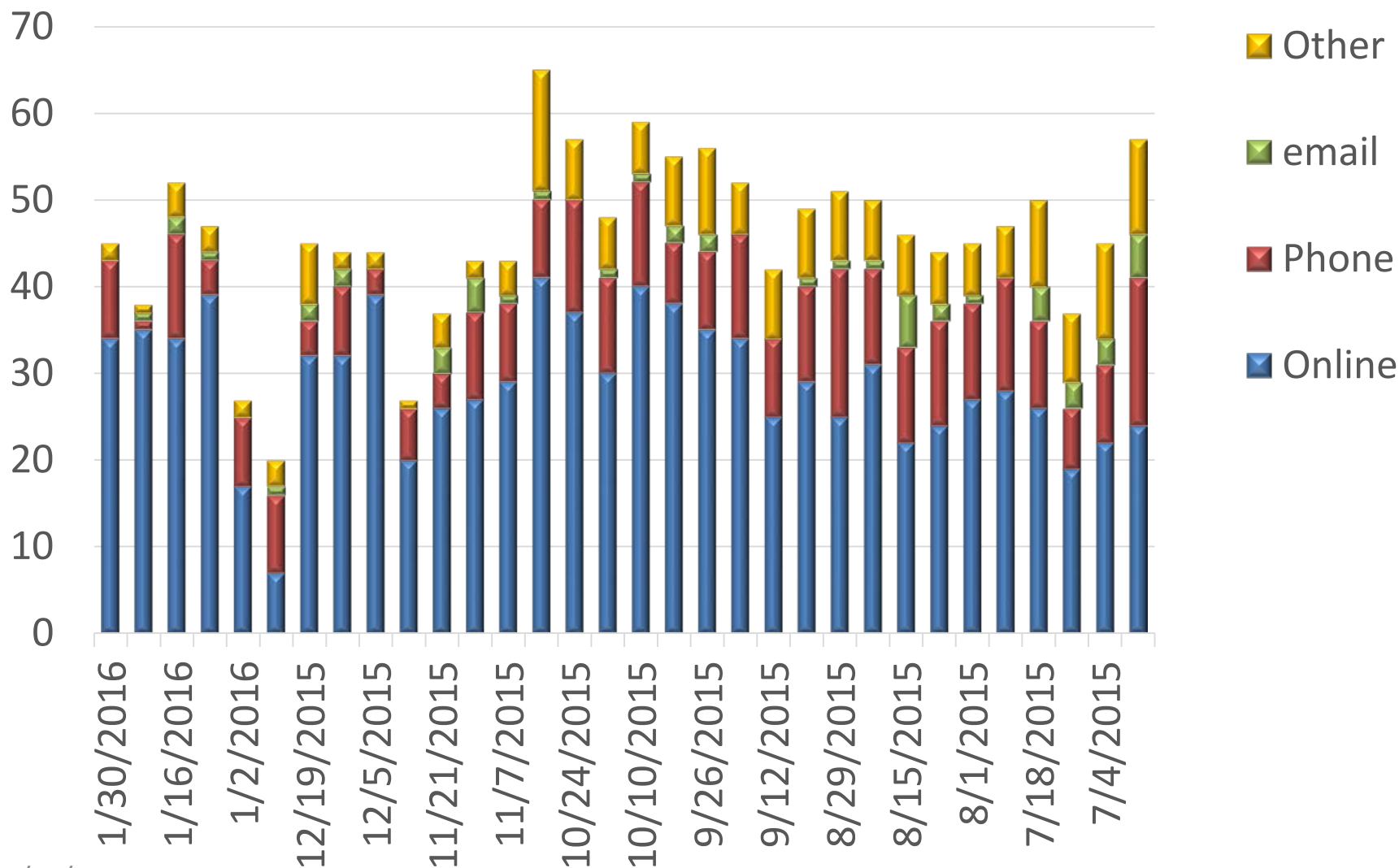


■ Online ■ Phone ■ email ■ Other

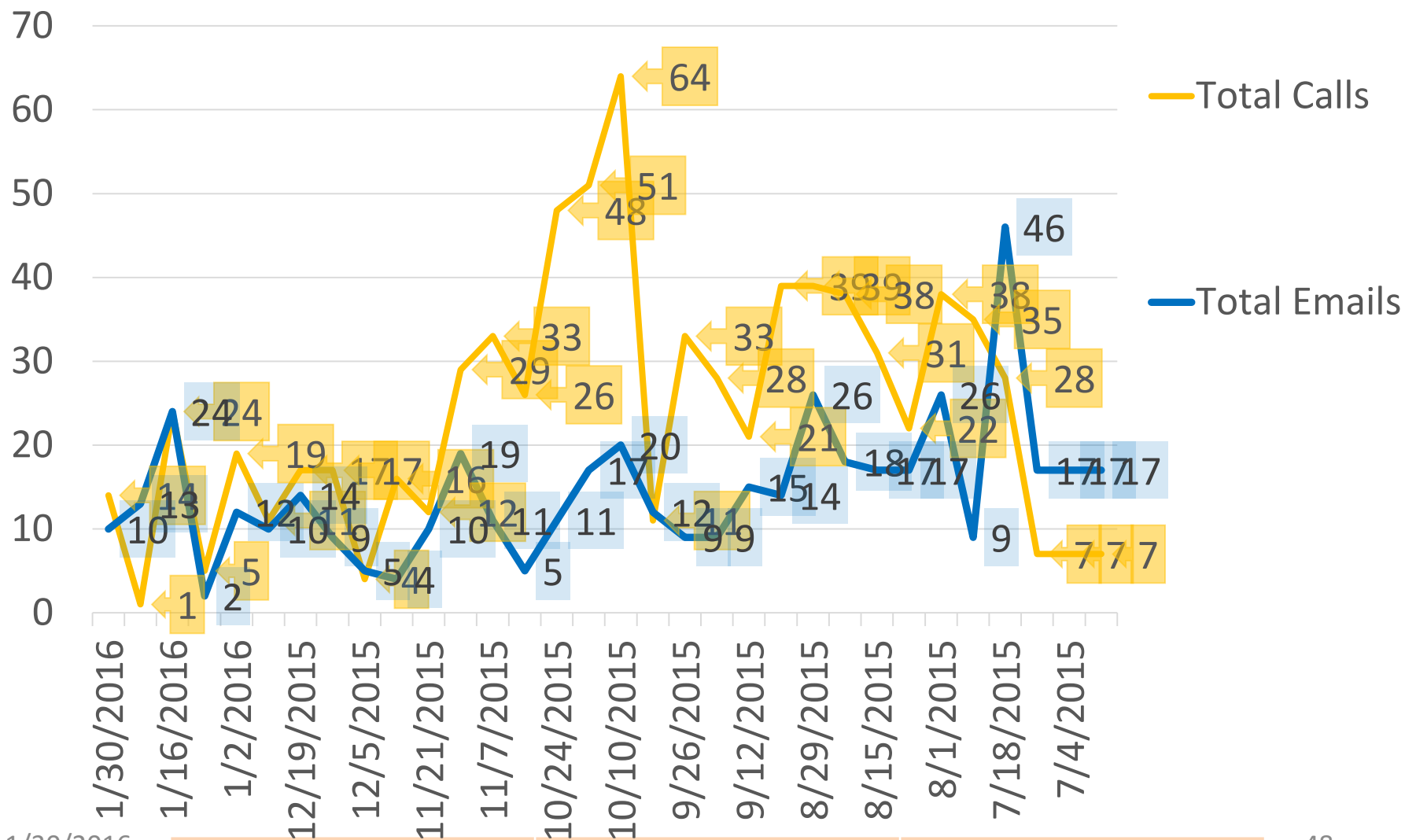
Number of Contacts to Fill This Week's Service



How Volunteers Who Filled Services Were Contacted

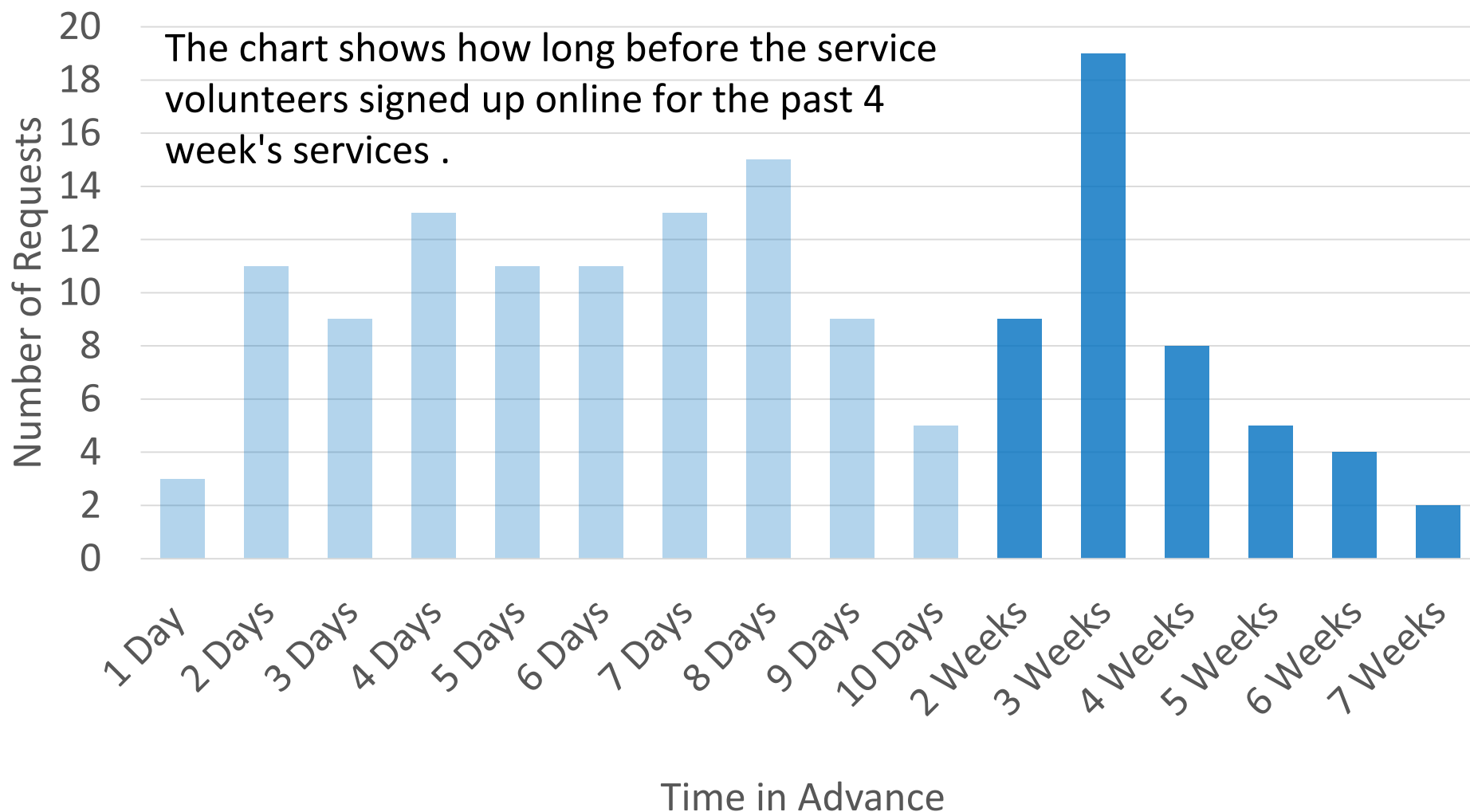


Total Calls and Emails



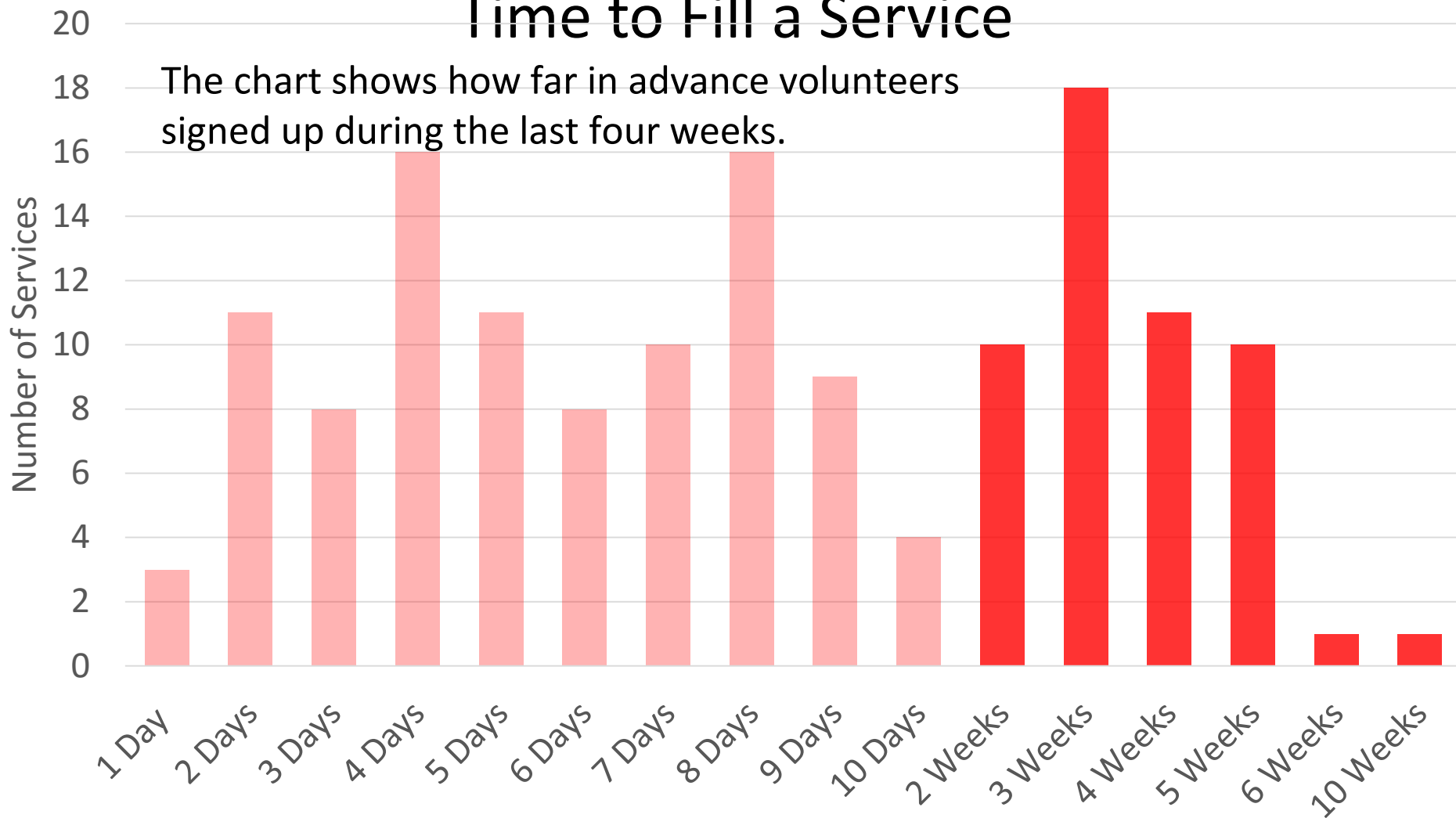
How Far in Advance do Volunteers Sign Up Online

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 far in advance volunteers signed up during the last four weeks.



Looking forward

FUTURE SERVICES



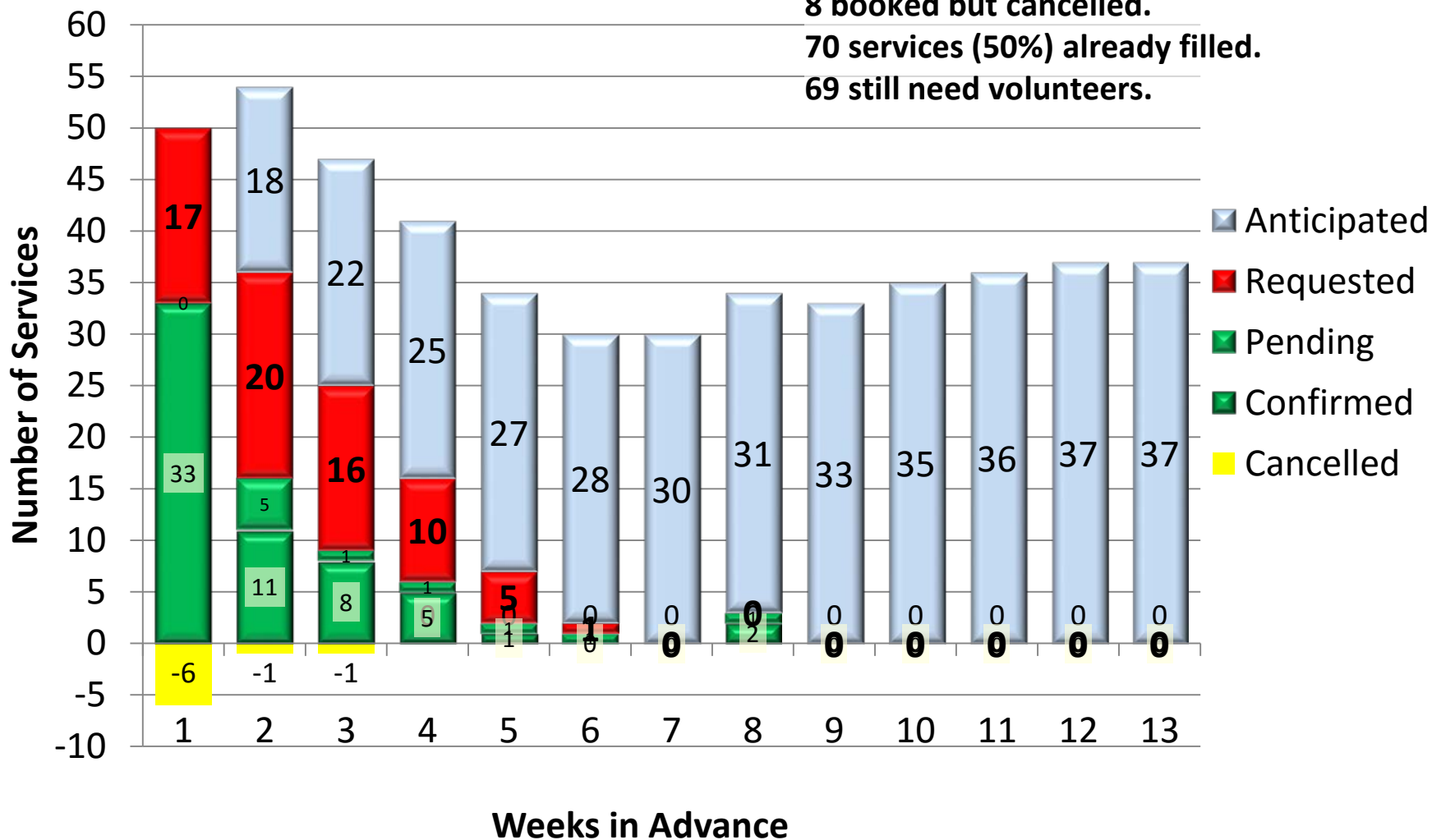
Service Requests on the Books

139 services needed for the next 13 weeks.

8 booked but cancelled.

70 services (50%) already filled.

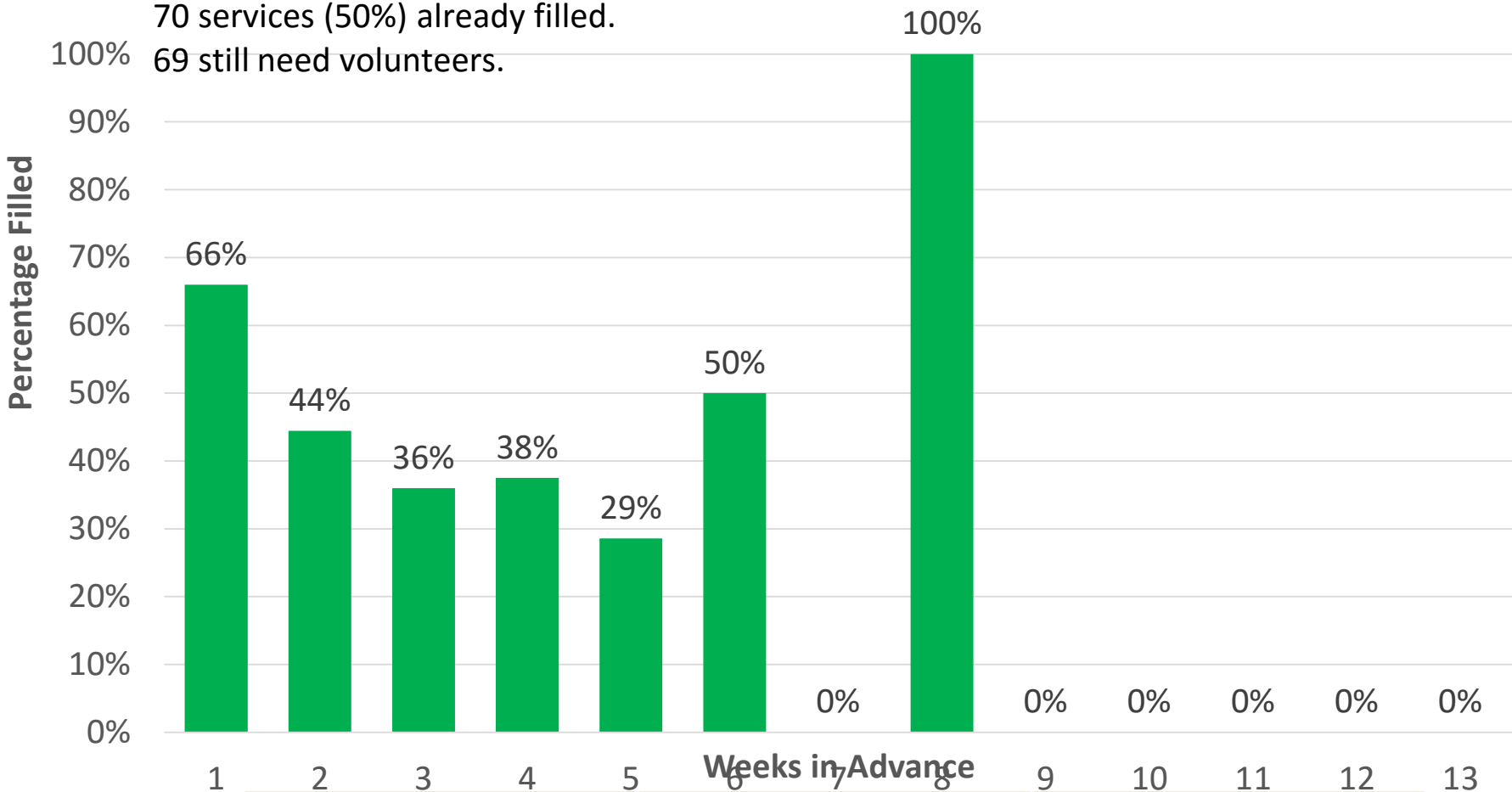
69 still need volunteers.



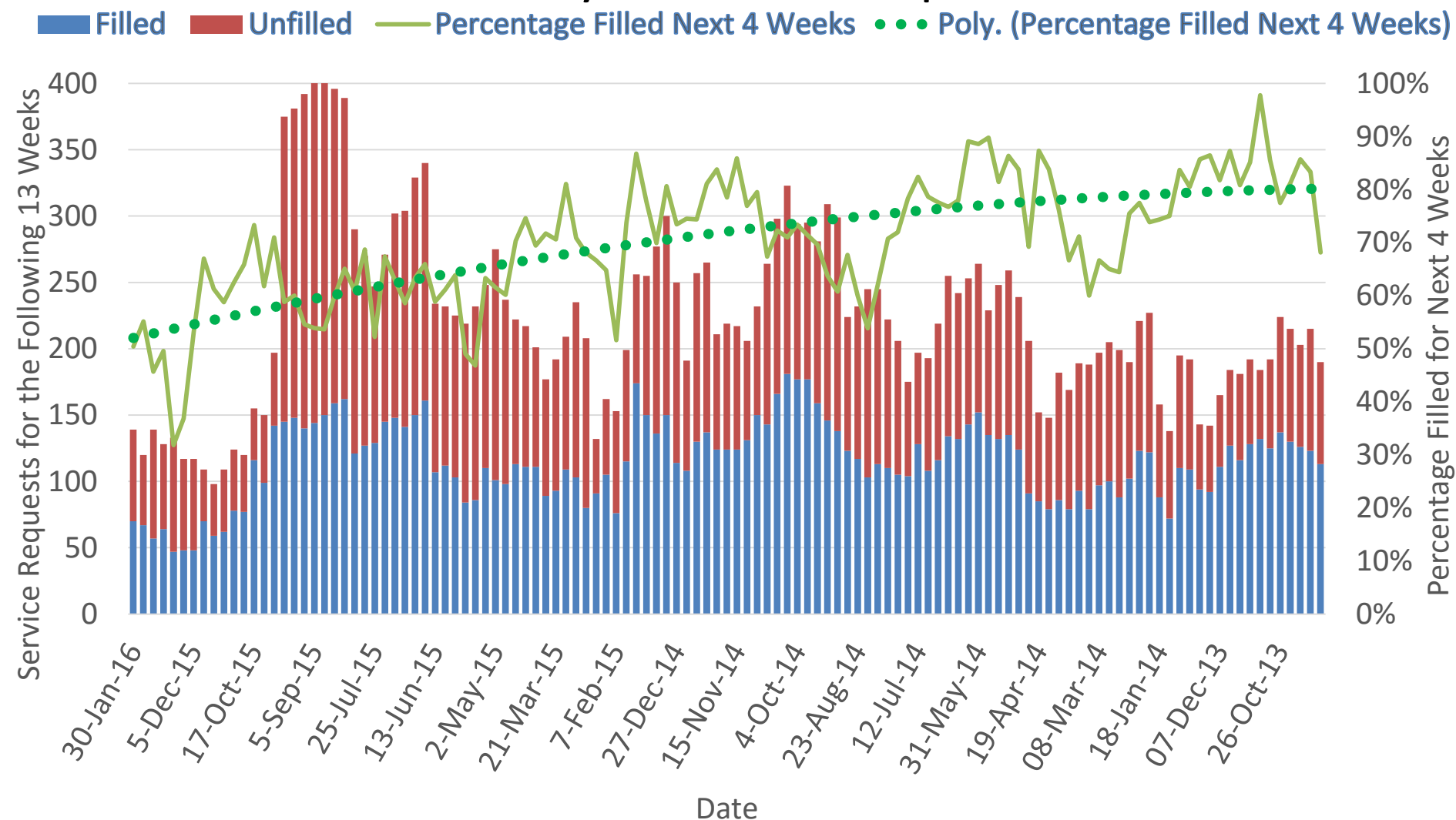


Percentage of Services for Next 13 Weeks Filled

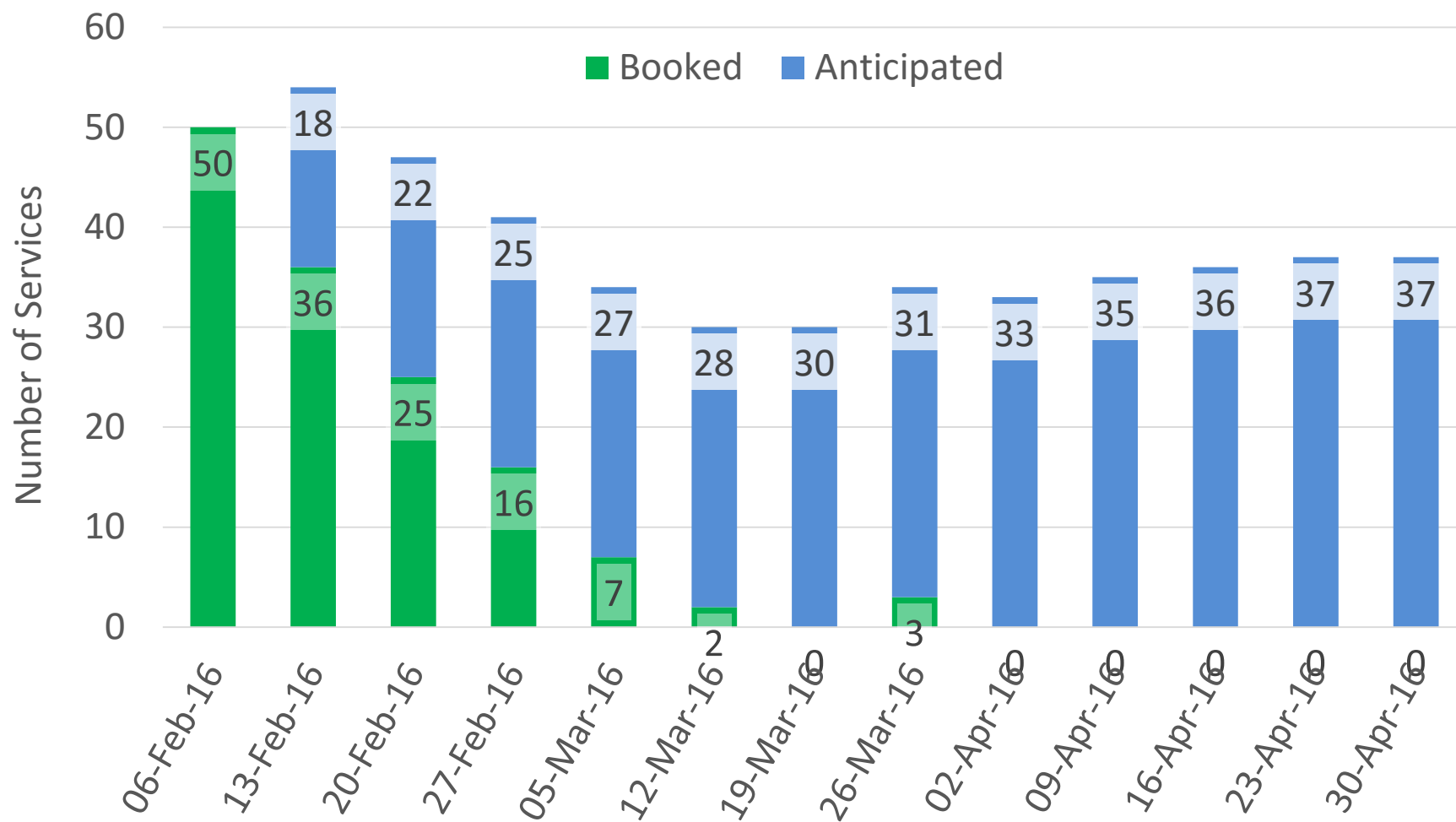
139 future services covering the next 13 weeks.
70 services (50%) already filled.
69 still need volunteers.



History of Future Requests



Projected Future Services

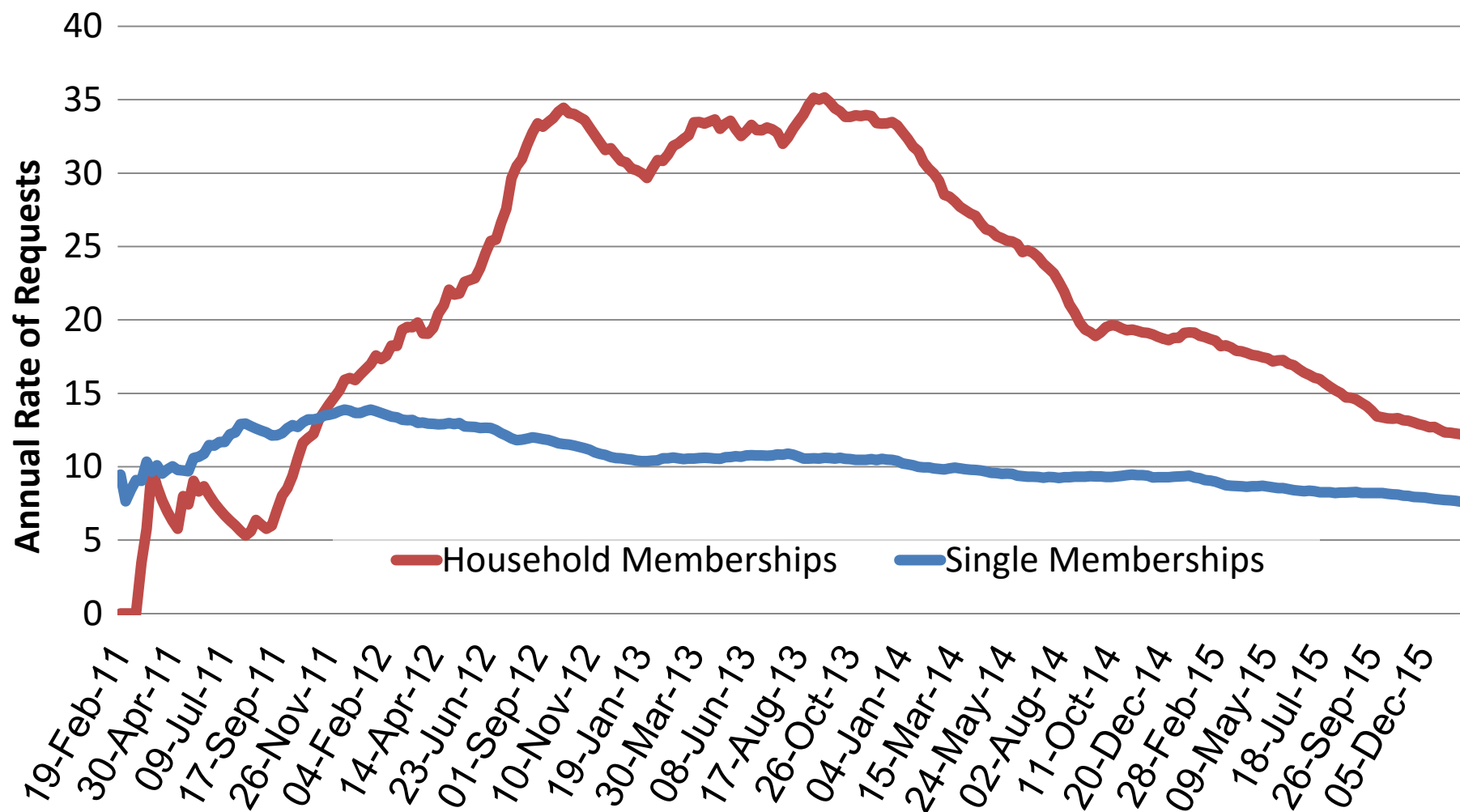


What are the Differences Between Single And Household Memberships?

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

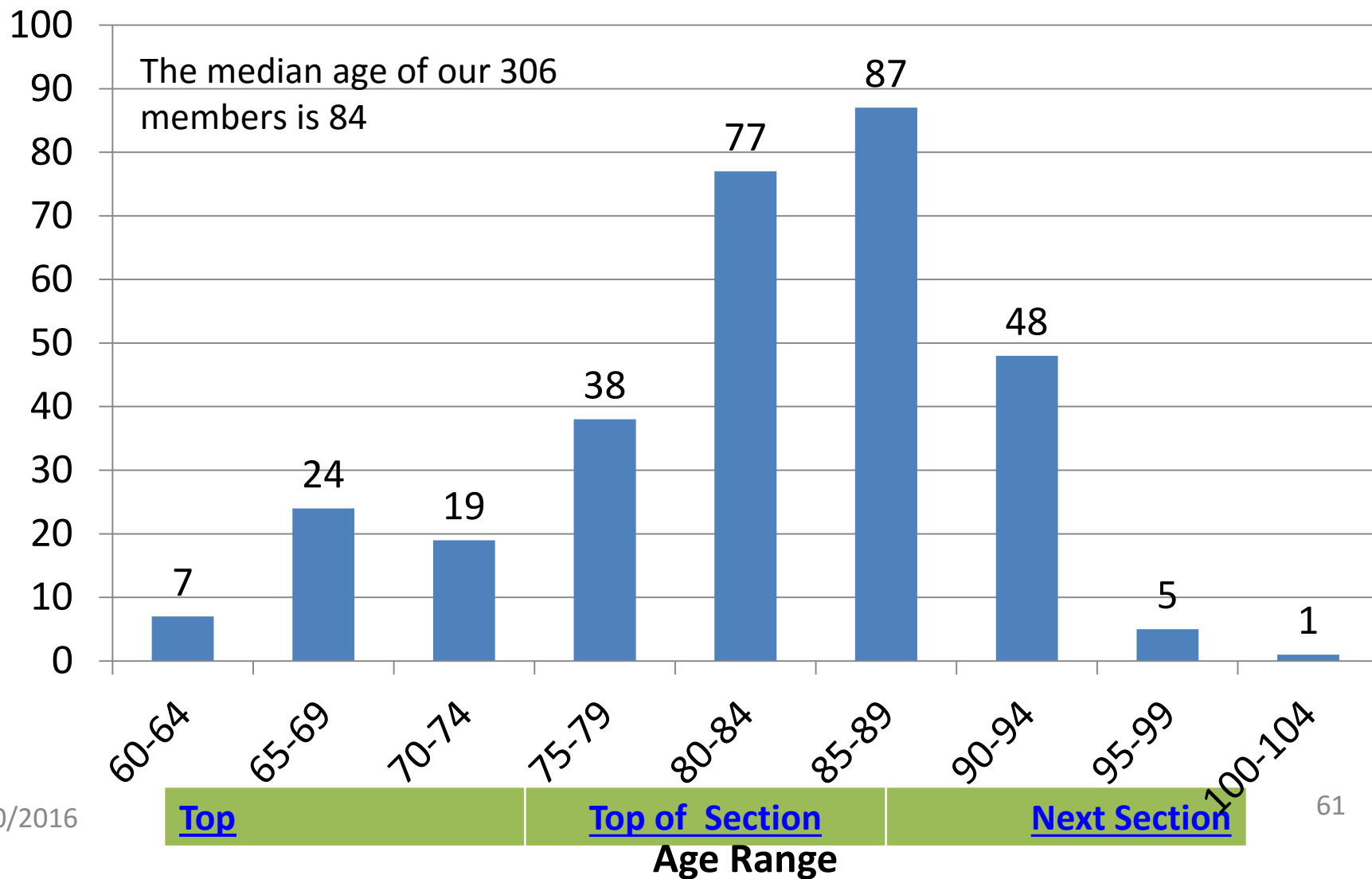


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

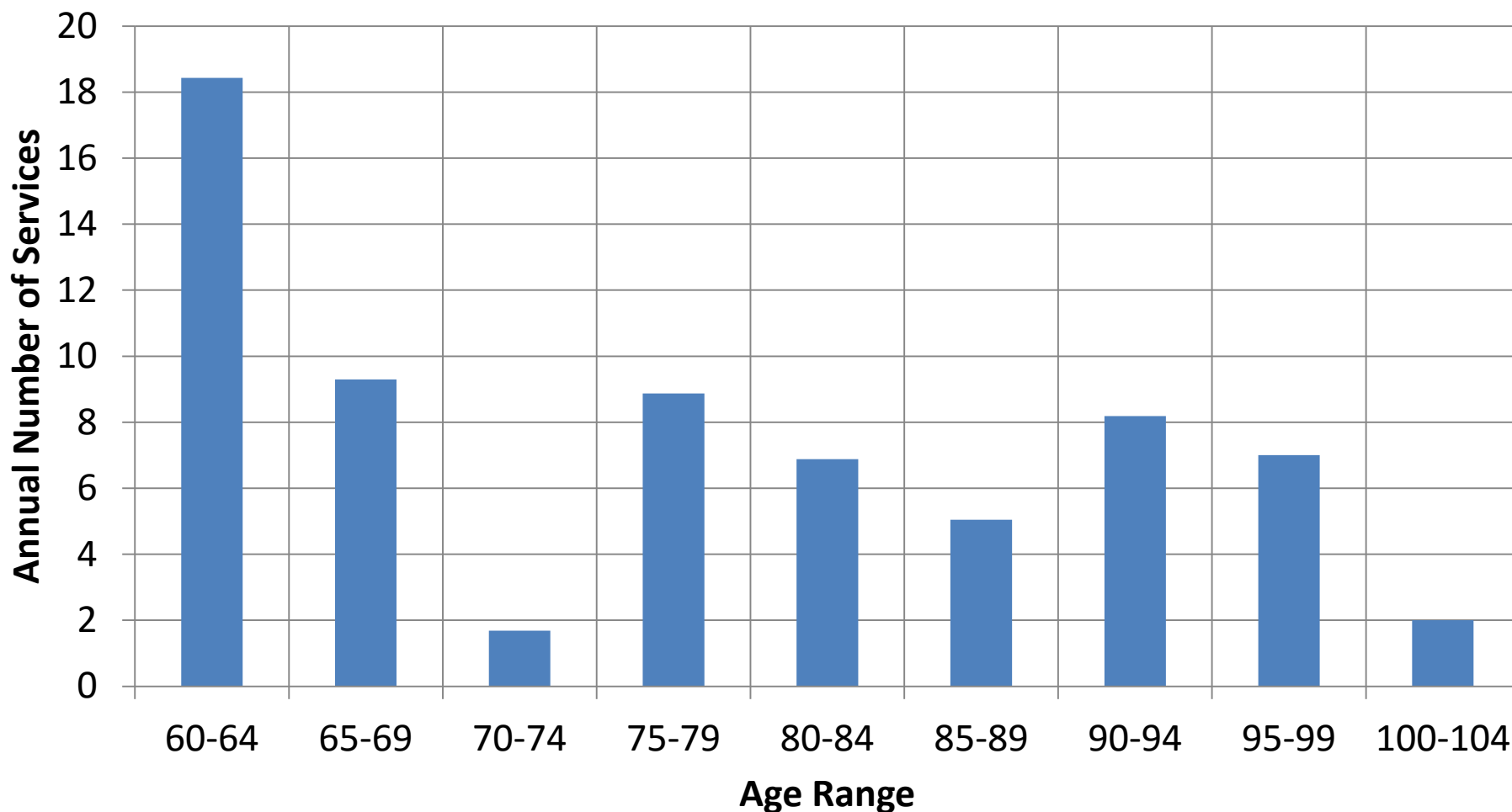
Analysis by Age Group

- 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.

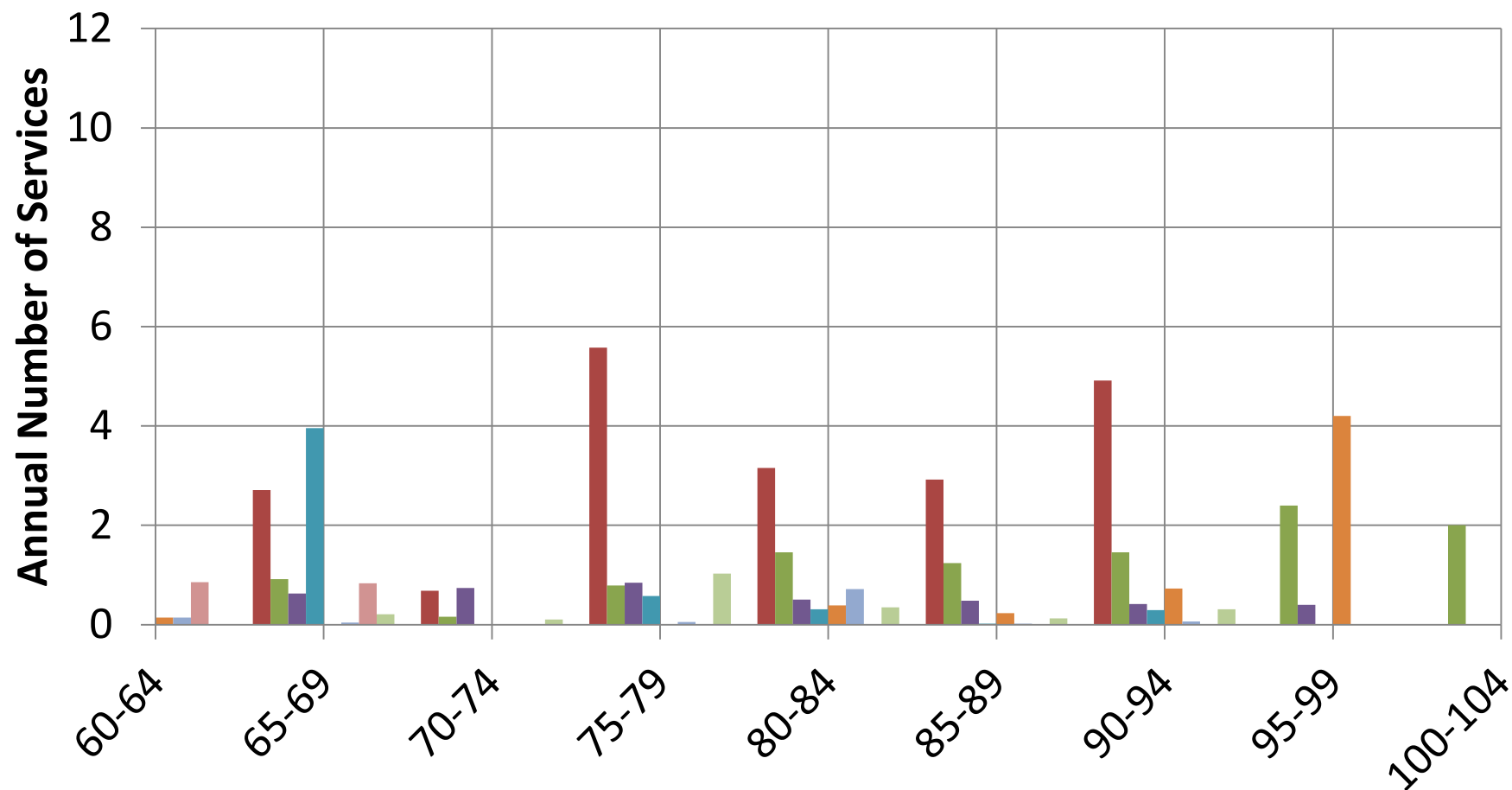
Age of Members



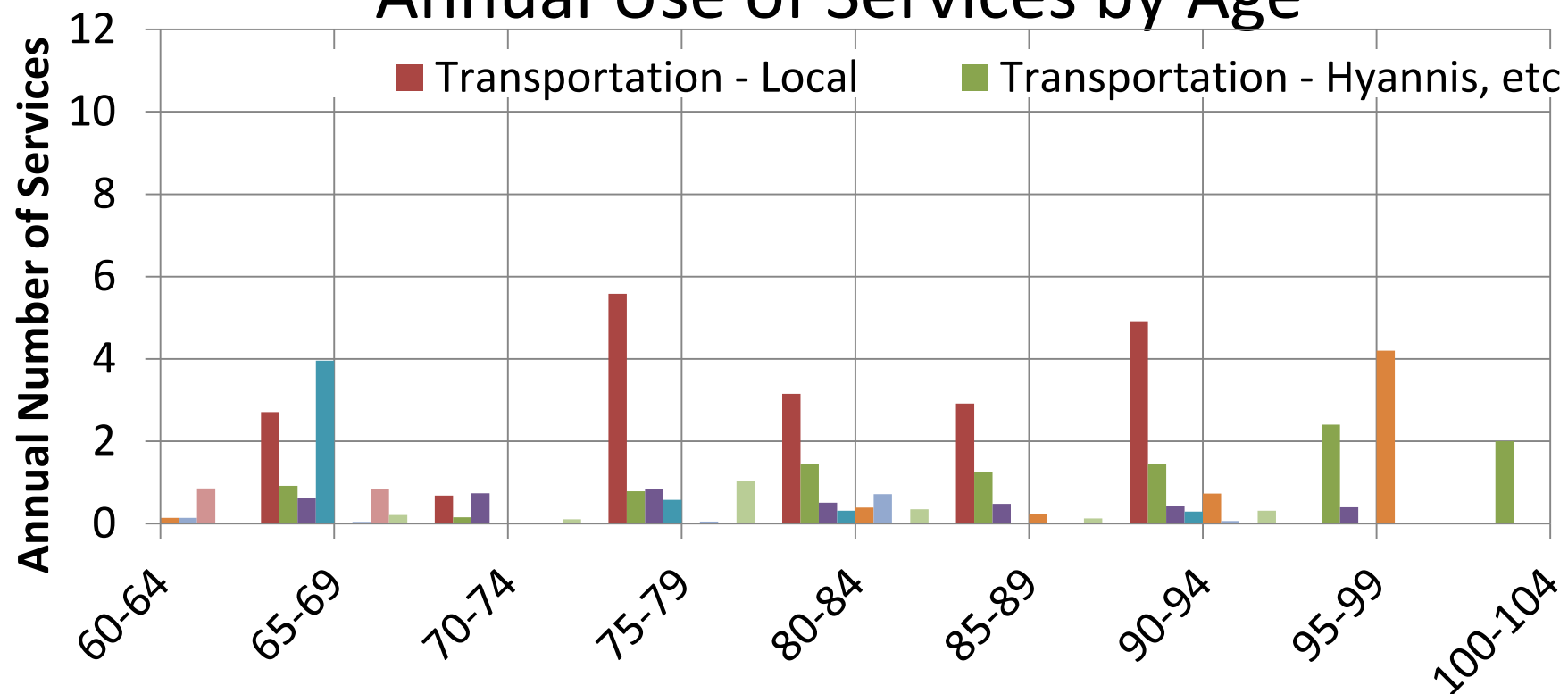
Annual Rate of Services by Age Range



Trends in Services



Annual Use of Services by Age

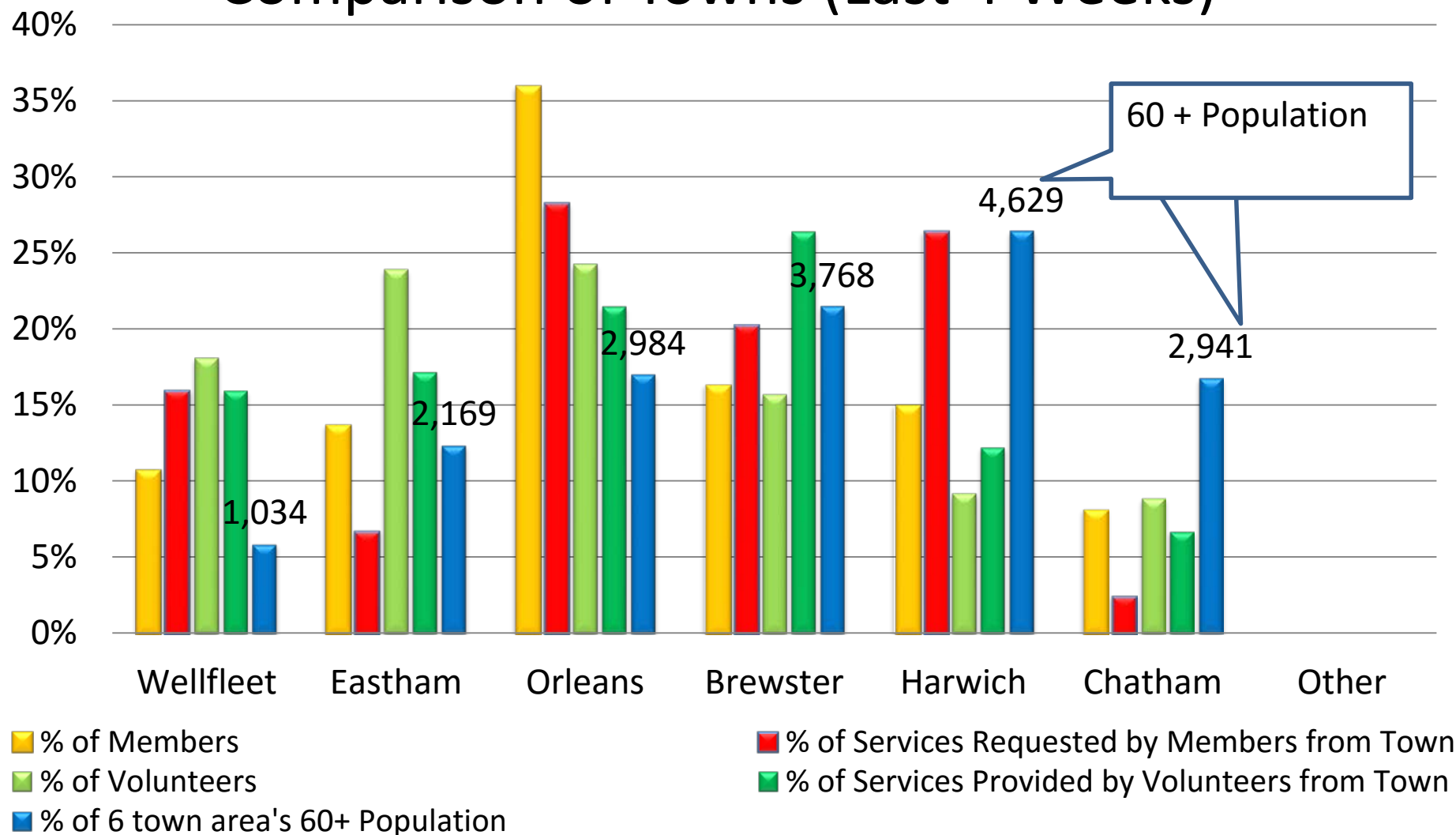


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

- The balance between volunteers and members is **significantly off** in Harwich, and to a lesser extent in Orleans but otherwise balanced in other towns.
- “Market penetration” highest in Orleans, nearly as high in Wellfleet, and catching up in Eastham.
- Eastham is again supplying a large surplus of volunteers..
- [For the last 4 weeks,](#)
 - 53% of all services are performed by someone from the same town.
 - 83% of all services are performed by someone from the same or an adjacent town during the last four weeks.

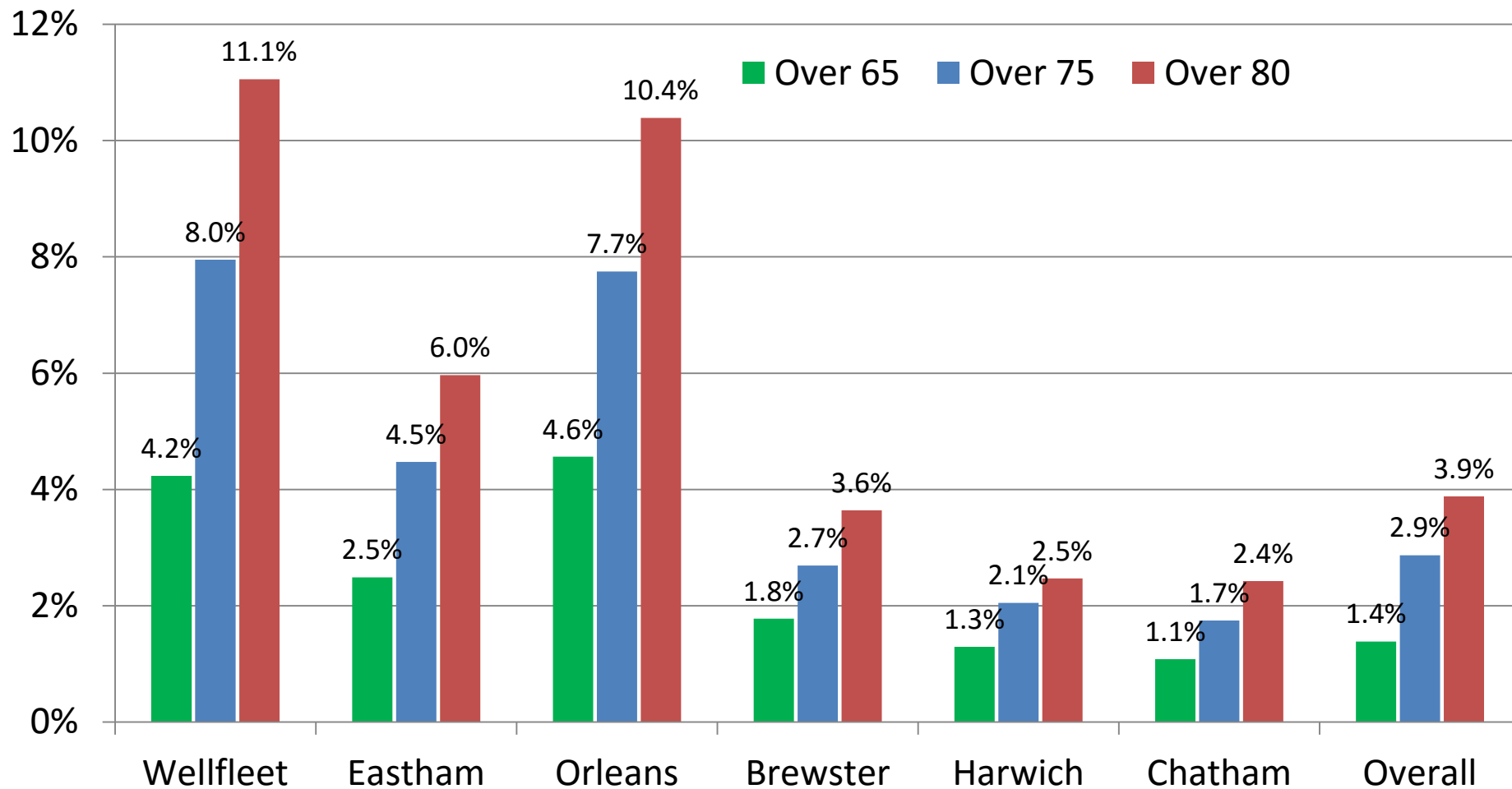
Comparison of Towns (Last 4 Weeks)





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	1049	114	307	38	38	2	1548
	Eastham	628	452	757	117	152	20	2126
	Orleans	35	65	1369	229	73	145	1916
	Brewster	4	34	483	419	276	16	1232
	Harwich	8	2	65	143	545	11	774
	Chatham		1	37	11	97	80	226
	Other	82	24	218	62	88	3	477
	Total Used	1806	692	3236	1019	1269	277	8299

Towns of Service Providers and Recipients (Last 4 Weeks)

56% of services are provided by someone from the same town; 84% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	19		5		2		26
	Eastham	7	7	9	4	1		28
	Orleans		2	25	5	3		35
	Brewster		2	6	20	14	1	43
	Harwich				2	18		20
	Chatham			1	2	5	3	11
	Other	0	0	0	0	0	0	0
	Total Used	26	11	46	33	43	4	163