

Week 260 Member Services Report  
February 6, 2016



**Winter View, Wellfleet**  
**By Dick Elkin**

## Summary of the Past Week

- This past week was typical.
- We were able to fill all but one service requests.
- We needed 22 phone calls to fill services, a normal amount.
- Volunteers overwhelmingly signed up online this past week.
  - 78% of services were filled online.
  - 15% of services were filled by phone
  - No services were filled by email , and
  - 3% 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: 42 volunteers performed 40 services for 30 households and covered 10 office shifts. In total, with 8 filled cancellations we filled 58 assignments. In addition, 8 more requests were cancelled before volunteers were found.
  - Last Month: 93 volunteers performed 164 services for 70 households. We also covered 40 office shifts.
  - Last Year: 209 volunteers performed 2152 services for 205 households.
- We have **304** members and **304** volunteers.
  - The median age of our members is **84**.
  - The median age of our volunteers is **69**. We now have **304** members.
  - We added **5** new members last week and lost **4**.
  - Our waiting has **20** people.
  - People on the waiting list have waited a maximum of **4** weeks.

## Looking Forward

- We have **128** [future service requests](#) booked mostly over the next five weeks.
  - **6** future service requests have been cancelled
  - **5** services remain to be filled for next week, a huge number.
  - **40** more need filling in the following three weeks.
  - **62%** of services for the next four weeks have volunteers. This is climbing back up to a comfortable range.
- 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?

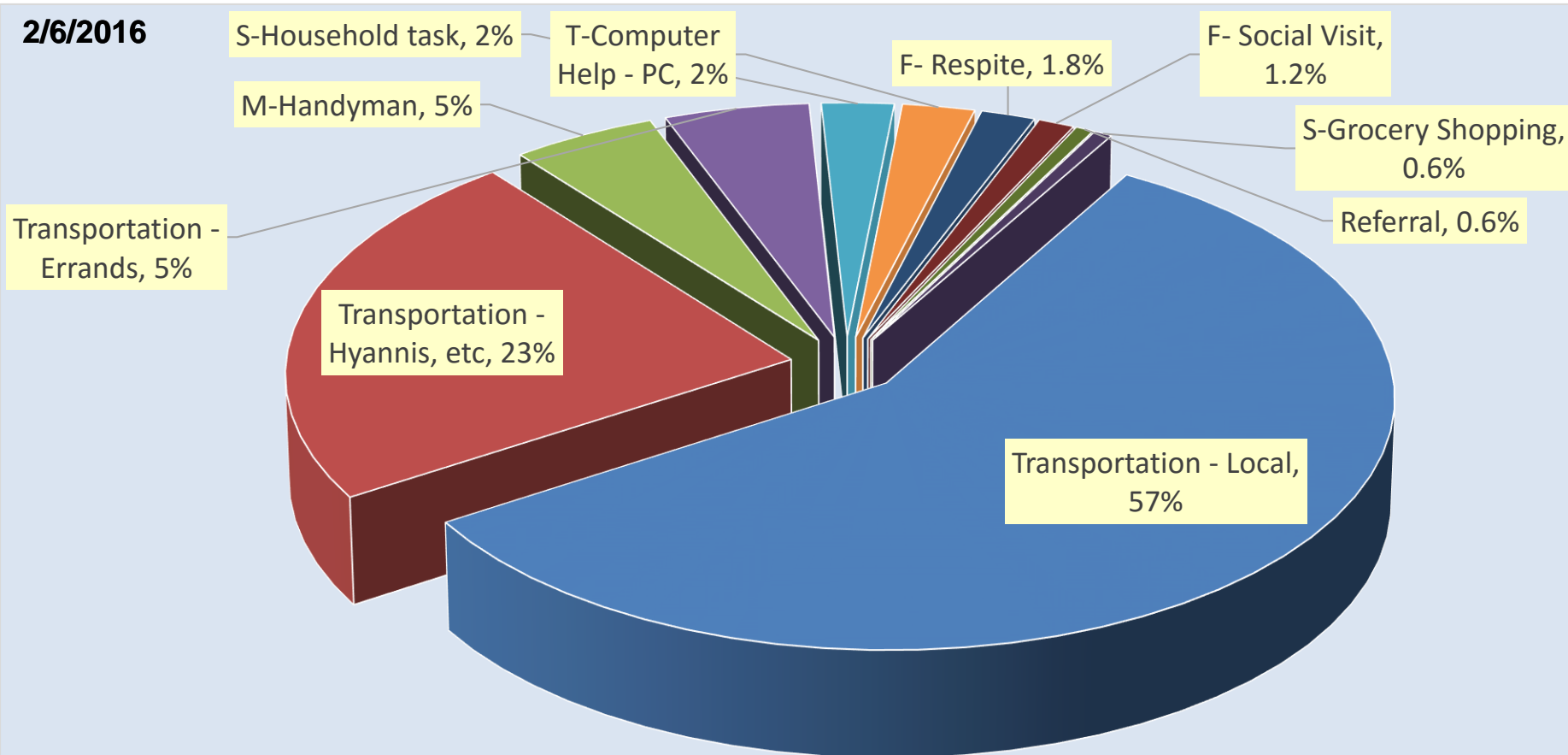
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (85%).
- 70 households( 28%) received 164 services in the last four weeks.
- The [annual rate](#) of services remains just over 8 per year per household.
- The [10% most needy members](#) used over 62% of services.
- In addition to 40 services performed in the last week, an additional 33% were cancelled. 7 had volunteers. 1 service could not be filled.

## Services in the Last 4 Weeks

**2/6/2016**

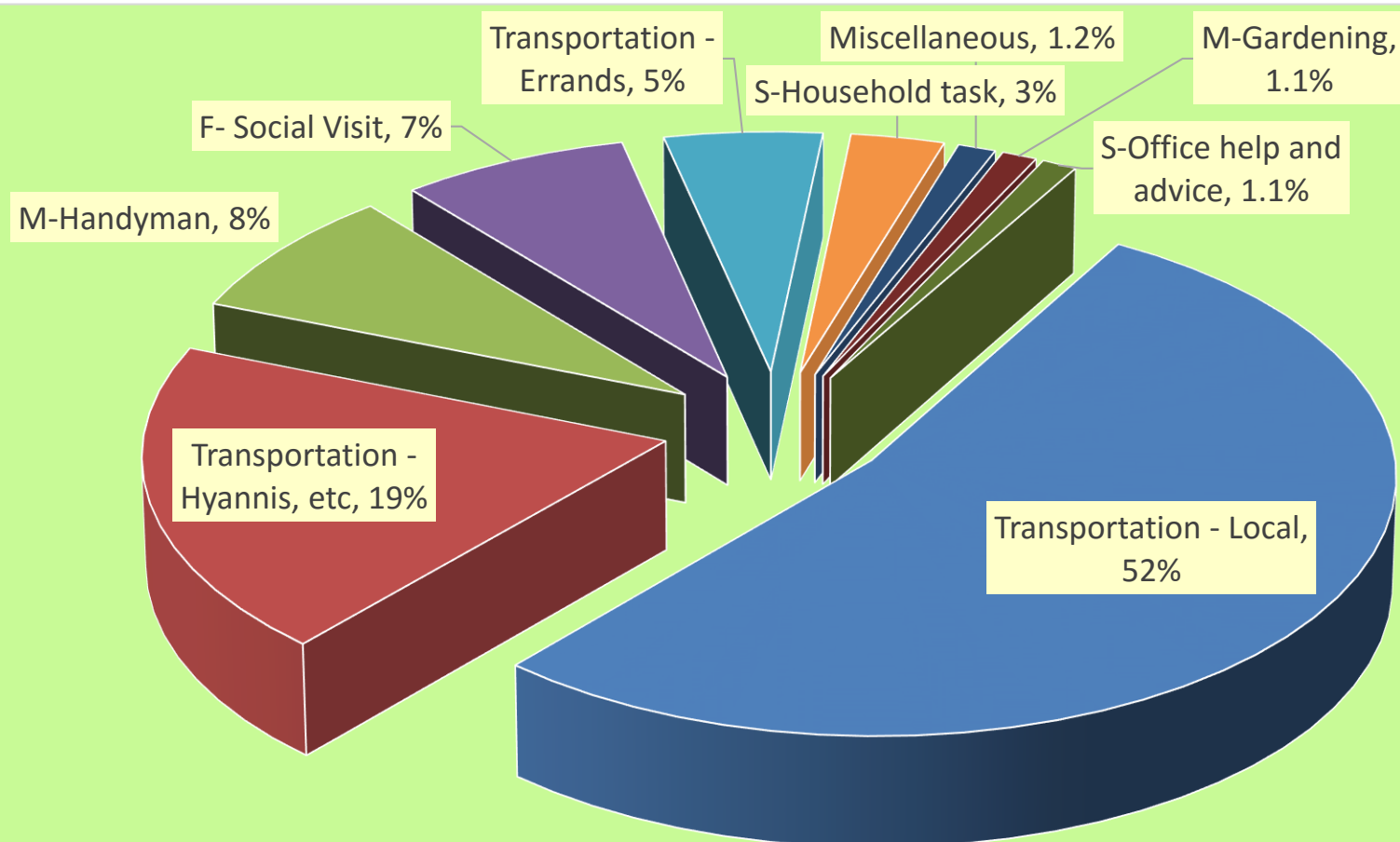


70 households used 164 services in the last four weeks



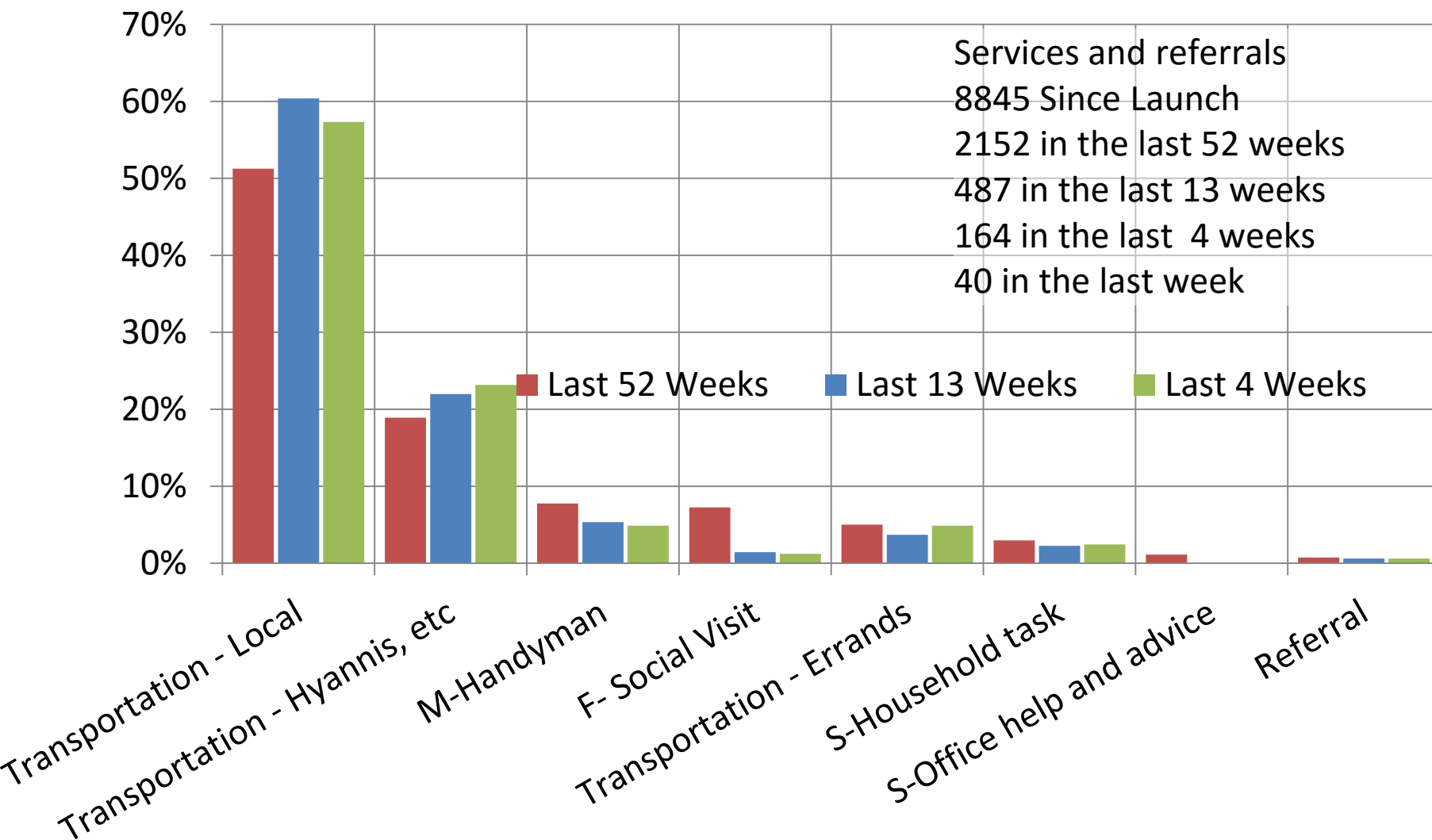
## Services in the Last 52 Weeks

2/6/2016

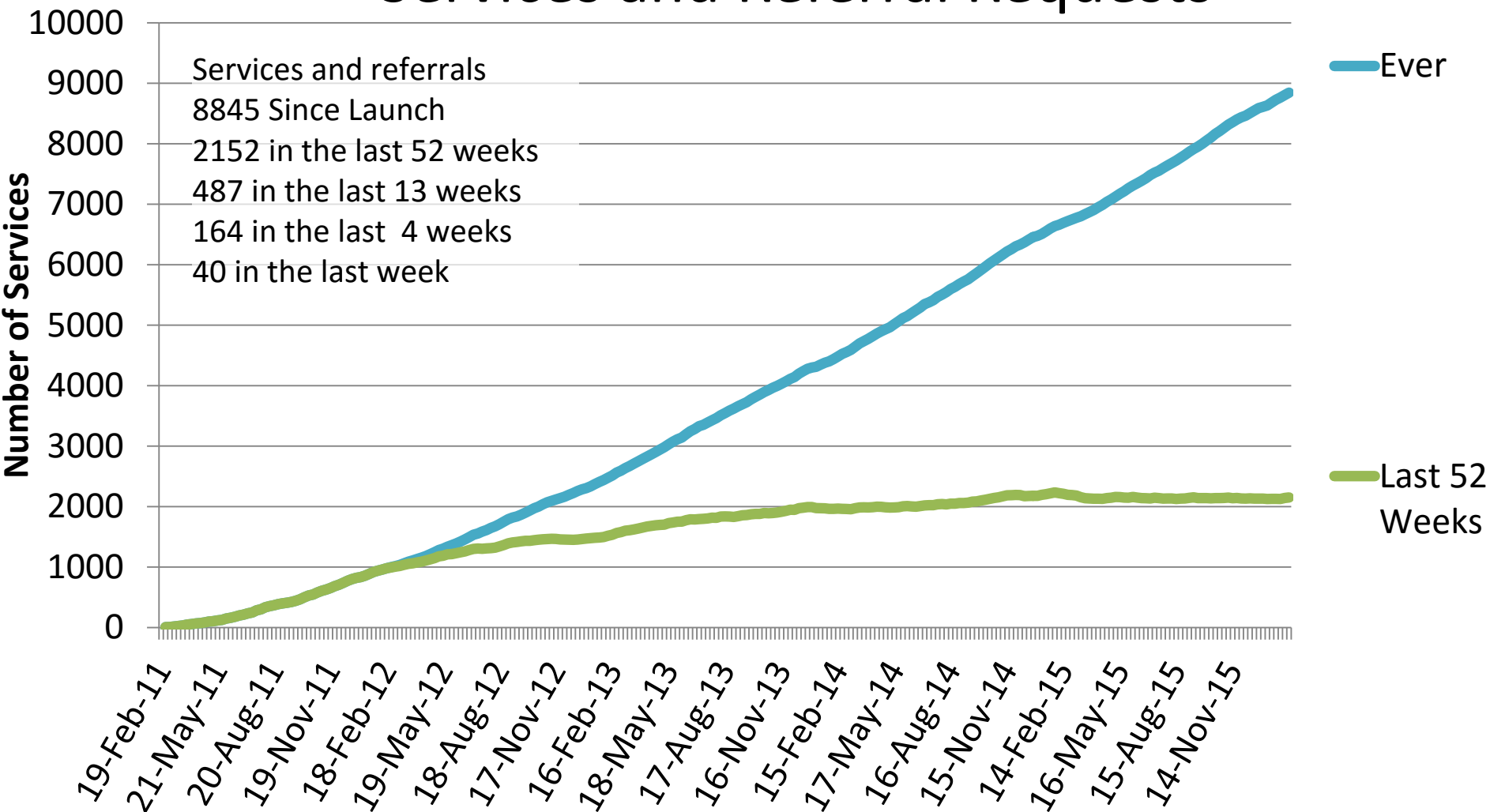


205 households used 2152 services in the last 52 weeks

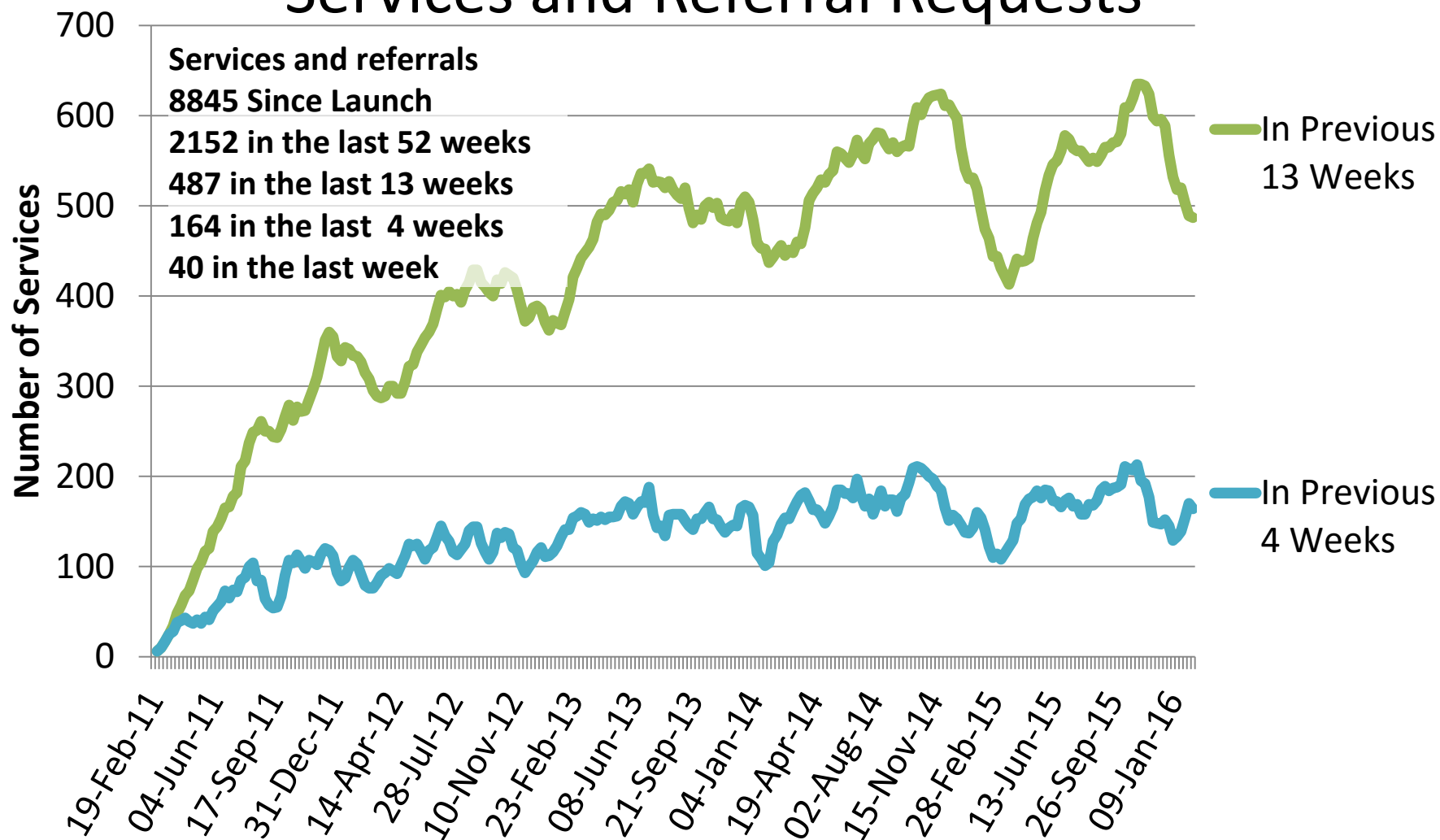
## Trends in Services



## Services and Referral Requests

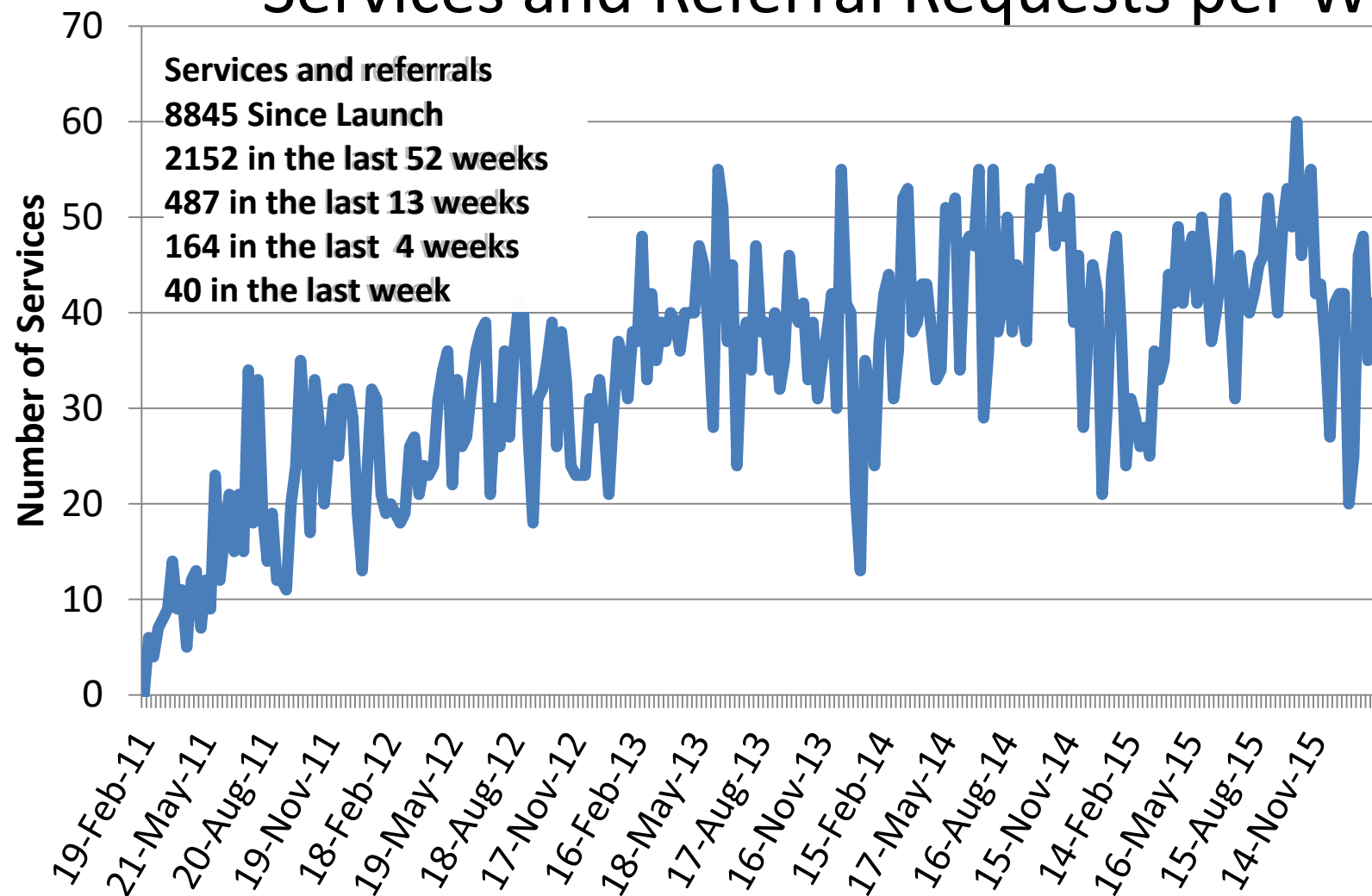


## Services and Referral Requests

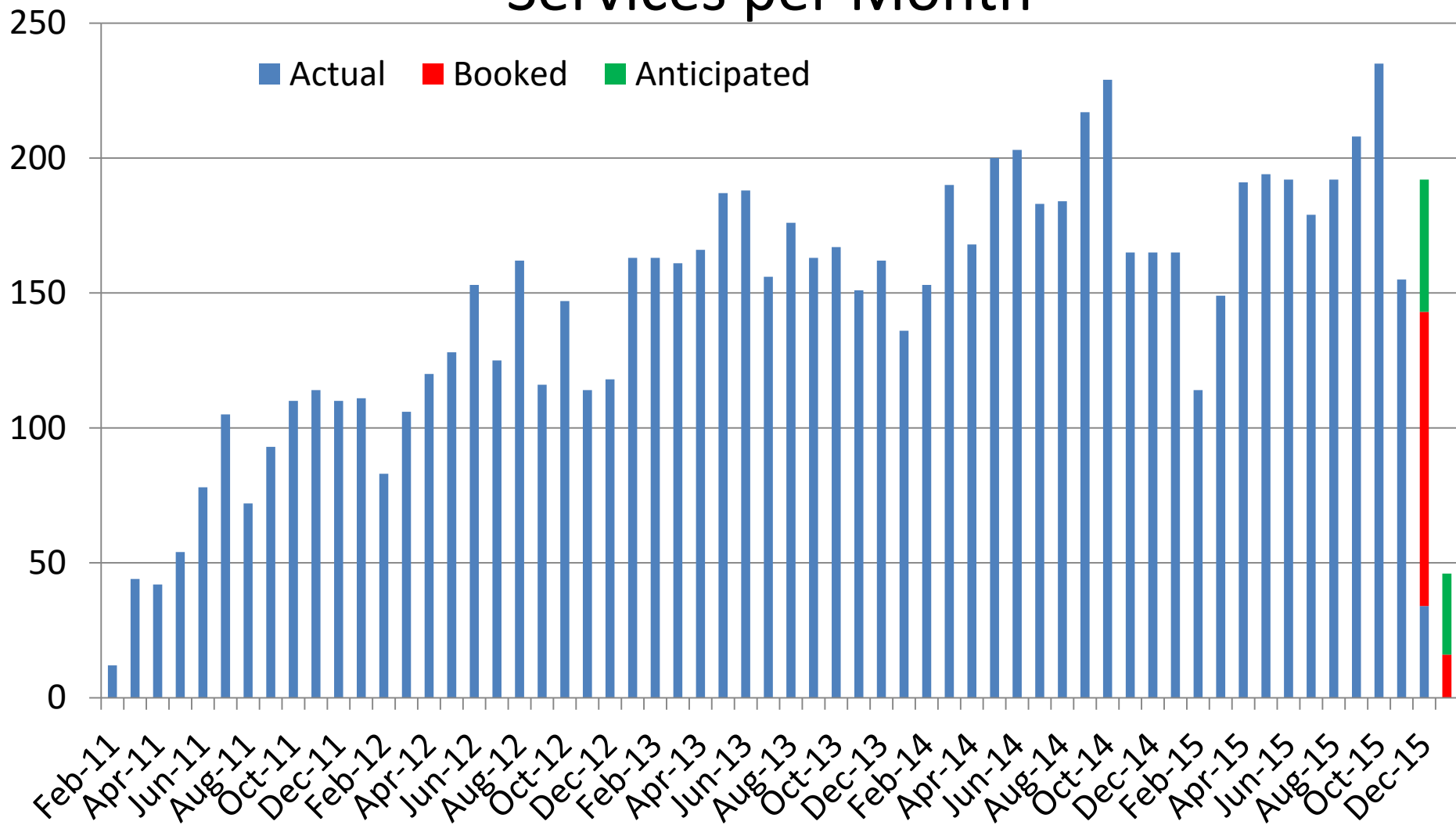




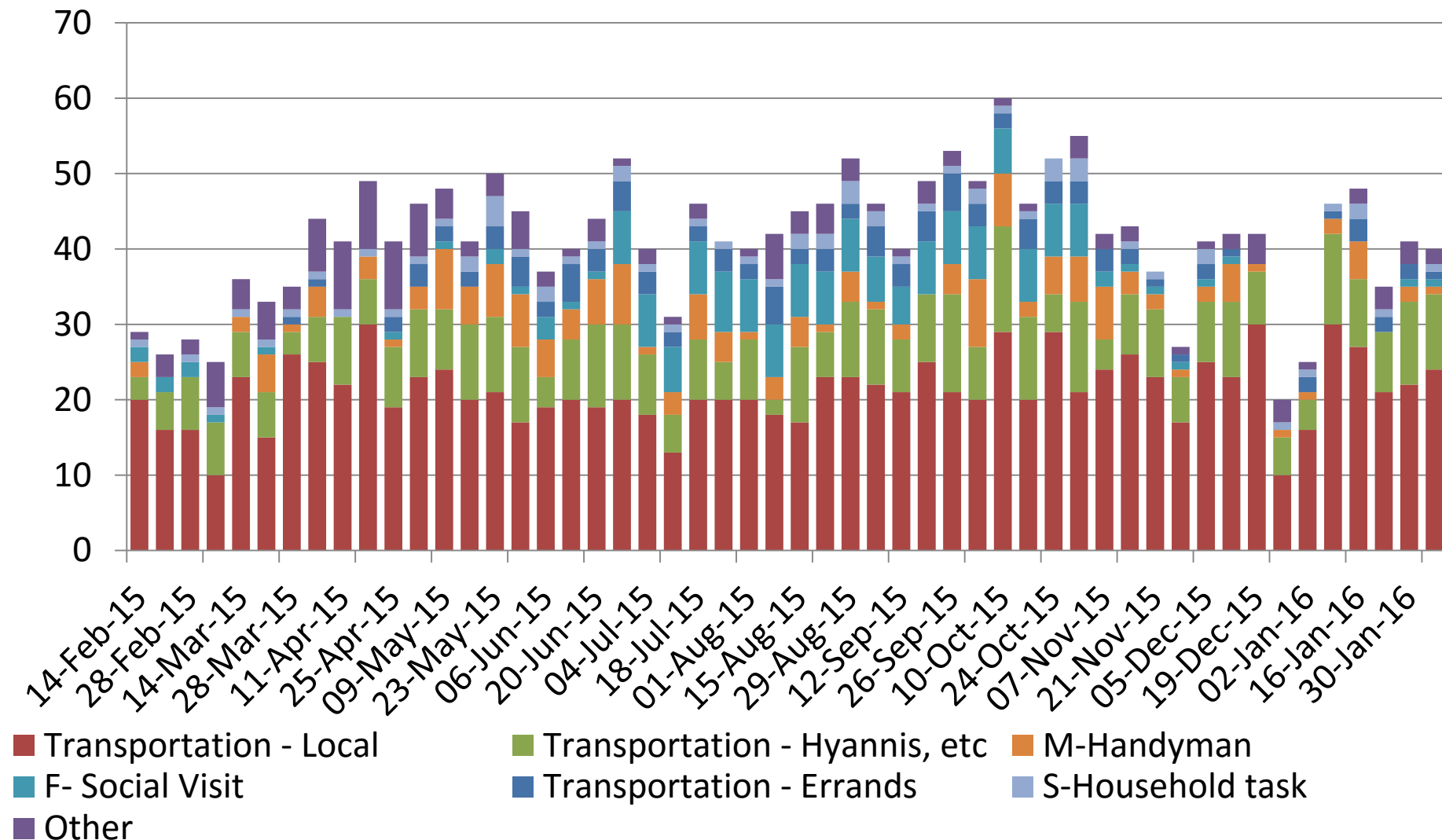
## Services and Referral Requests per Week



## Services per Month



## How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

M-Handyman

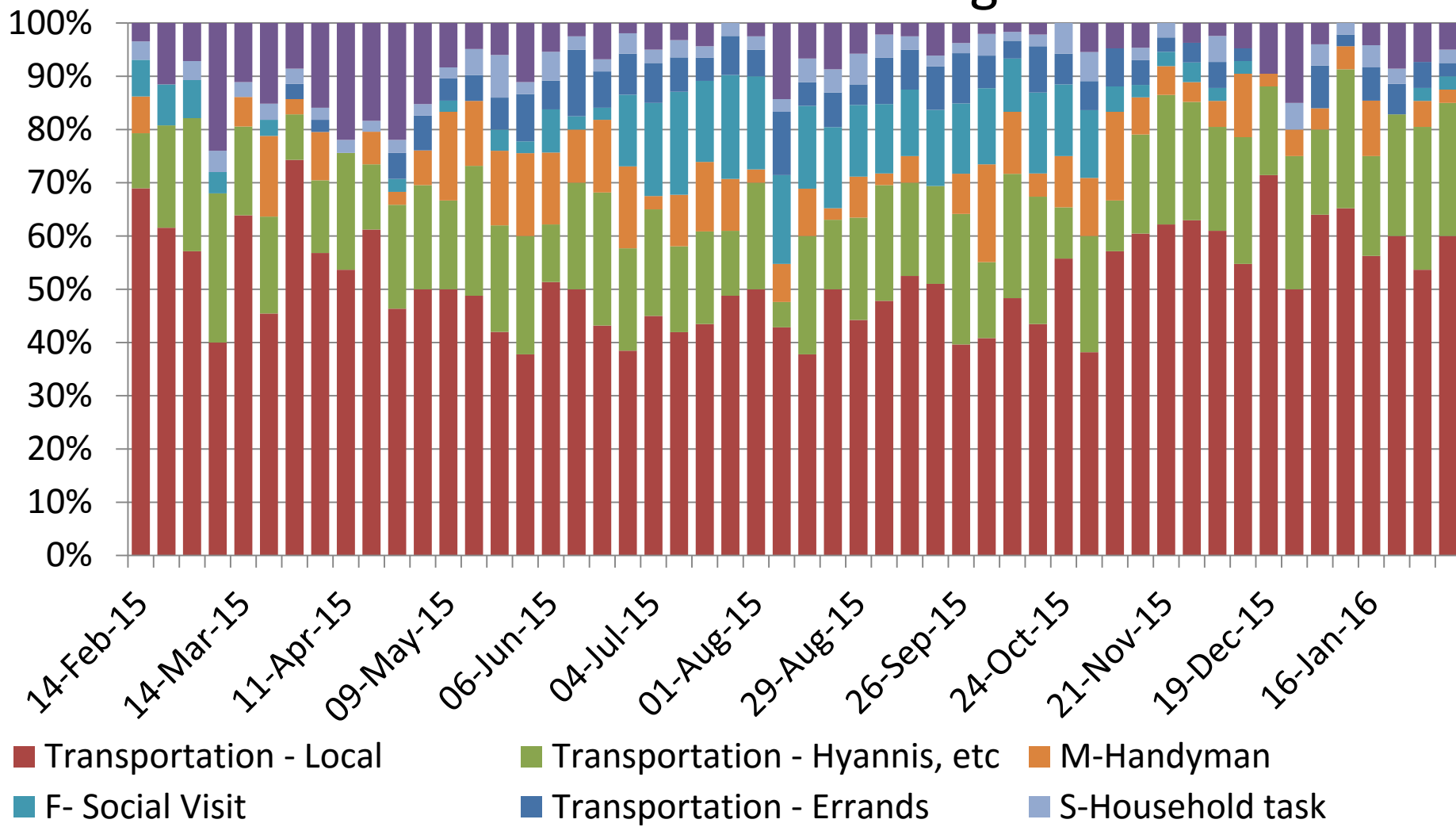
F- Social Visit

Transportation - Errands

S-Household task

Other

## Variation on a Percentage Basis



Transportation - Local

Transportation - Hyannis, etc

M-Handyman

F- Social Visit

Transportation - Errands

S-Household task

Other

2/7/2016

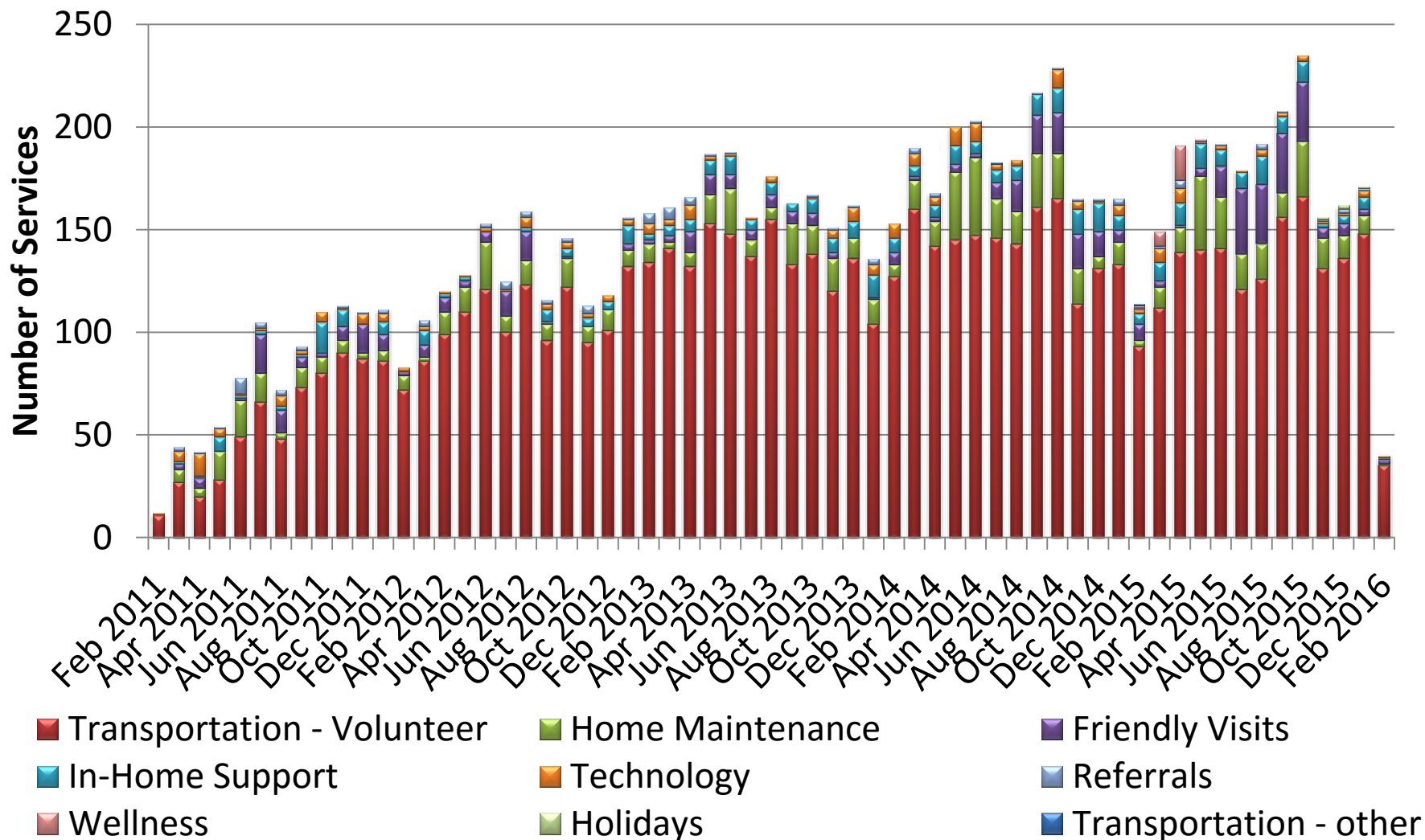
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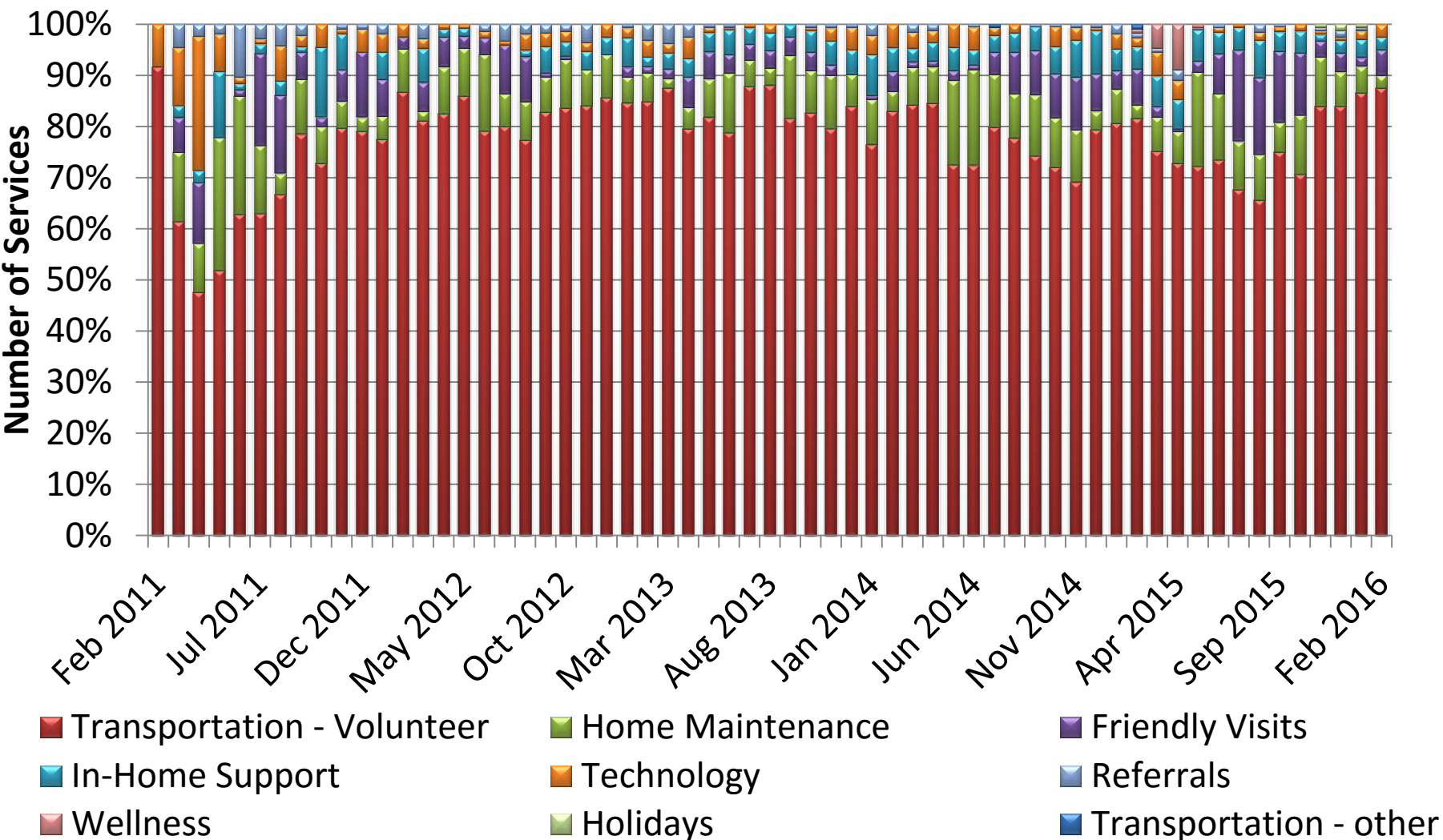
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## Service Categories

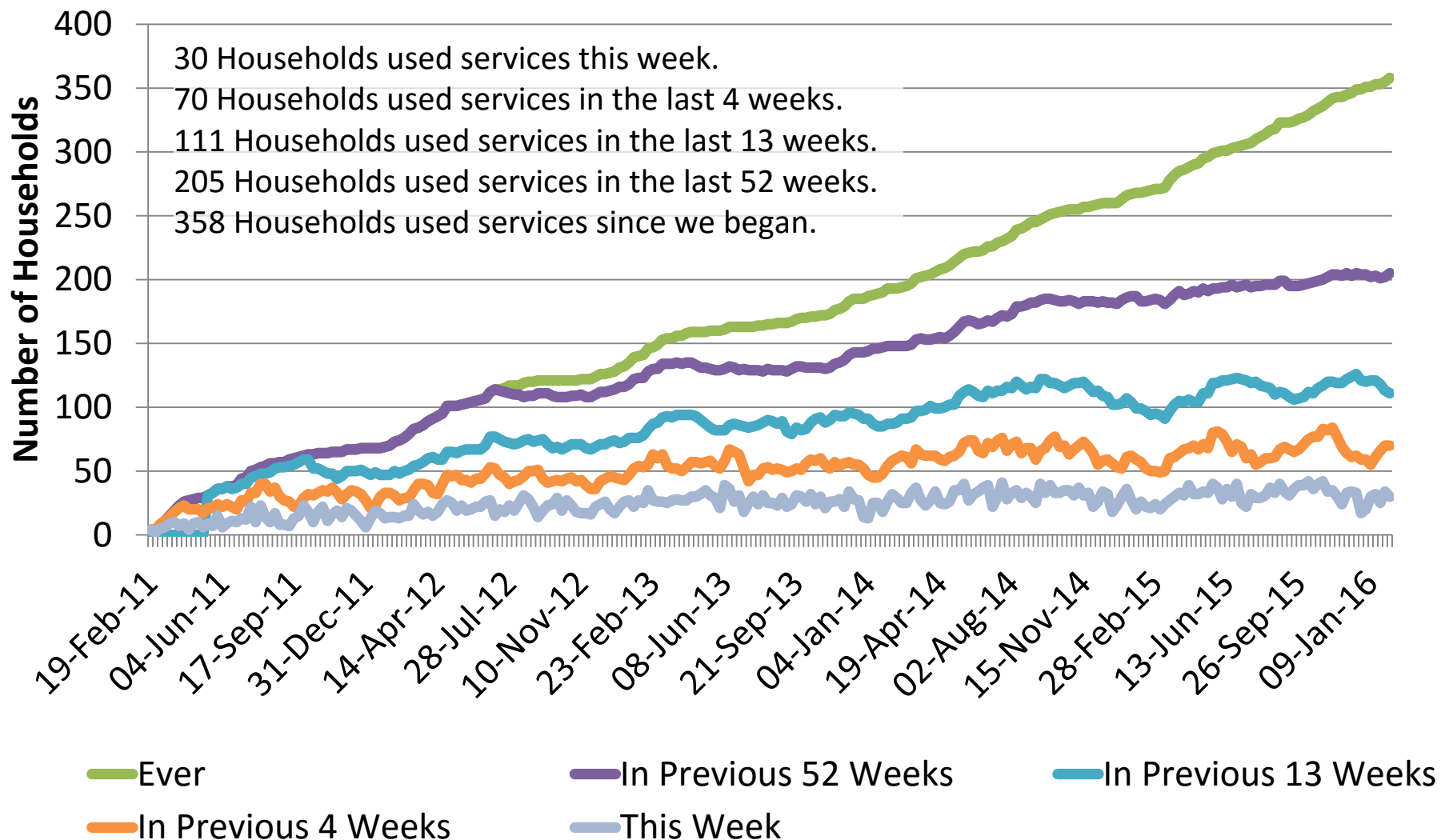


# Service Categories Variation on a Percentage Basis

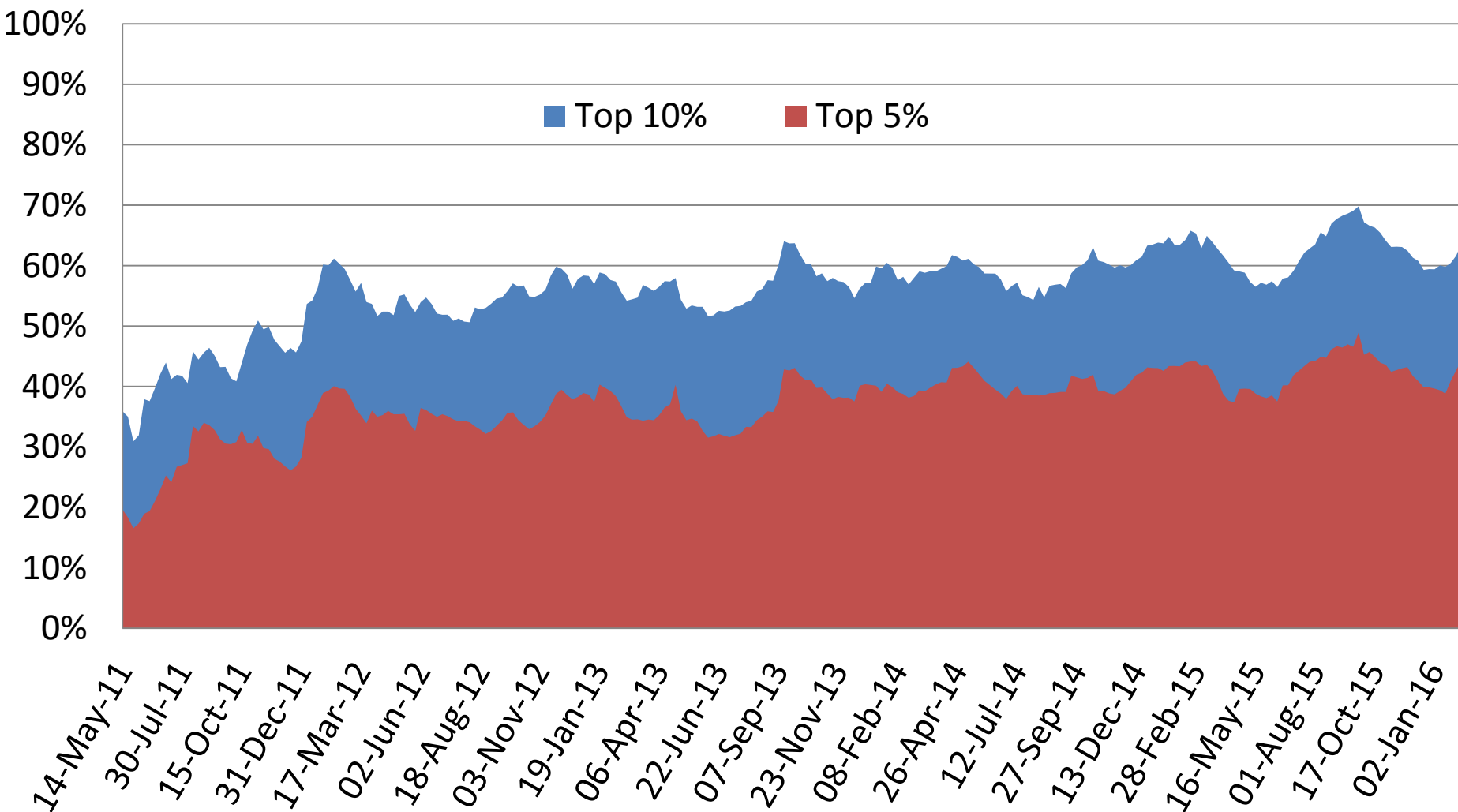


# HOW MANY HOUSEHOLDS USE SERVICES?

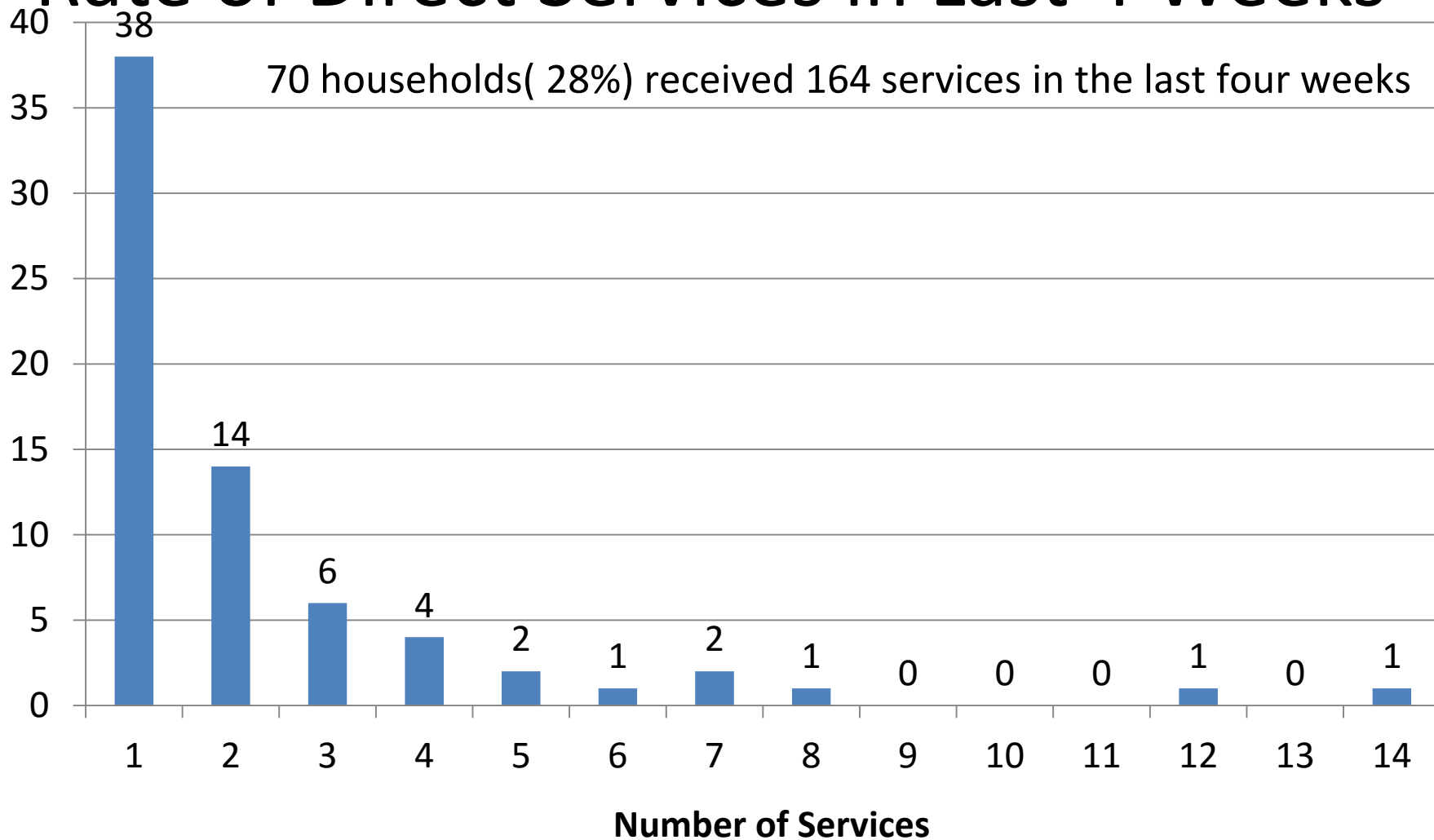
## How Many Households Served



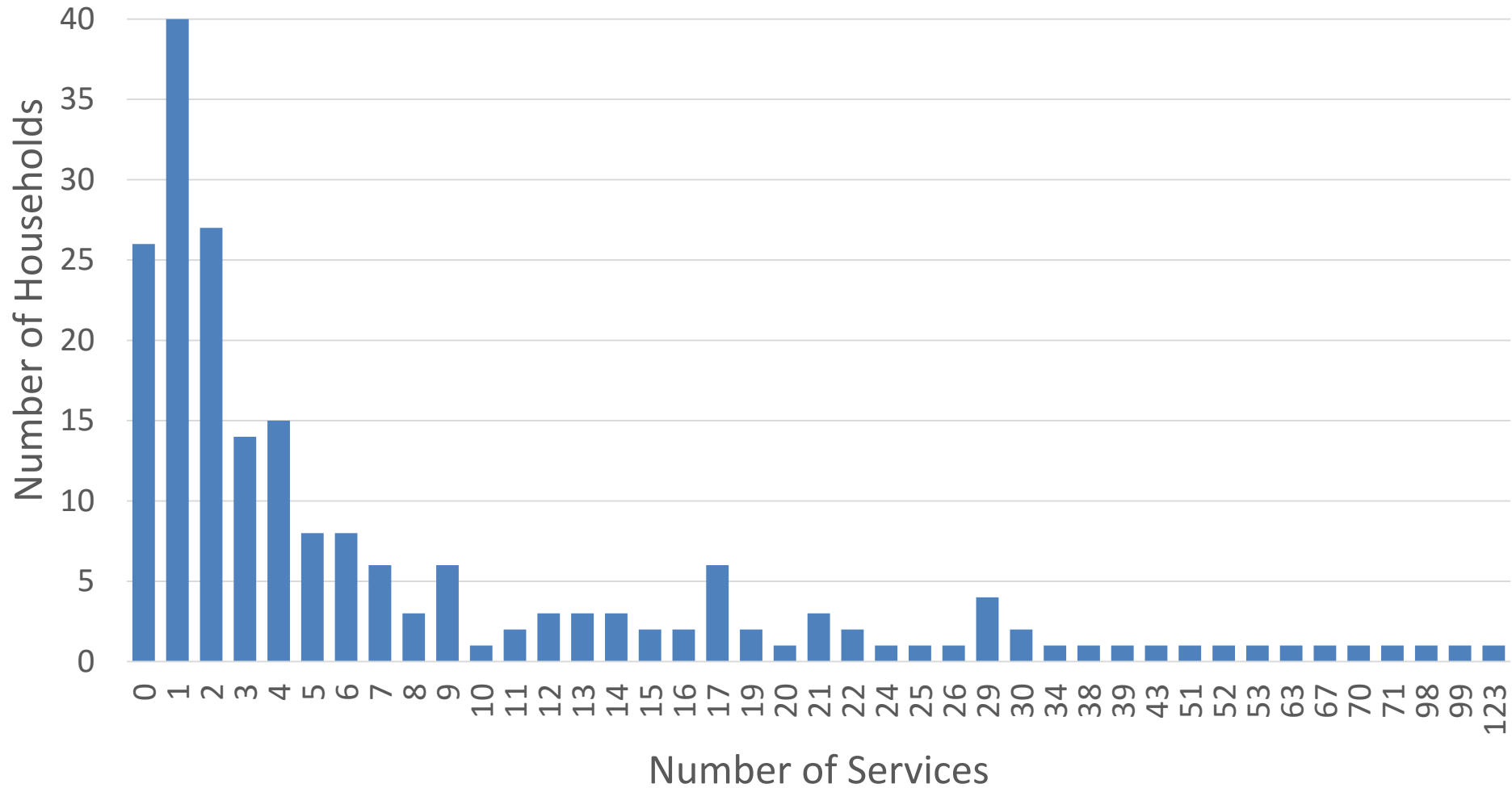
## Heaviest Users of Services



# Rate of Direct Services in Last 4 Weeks

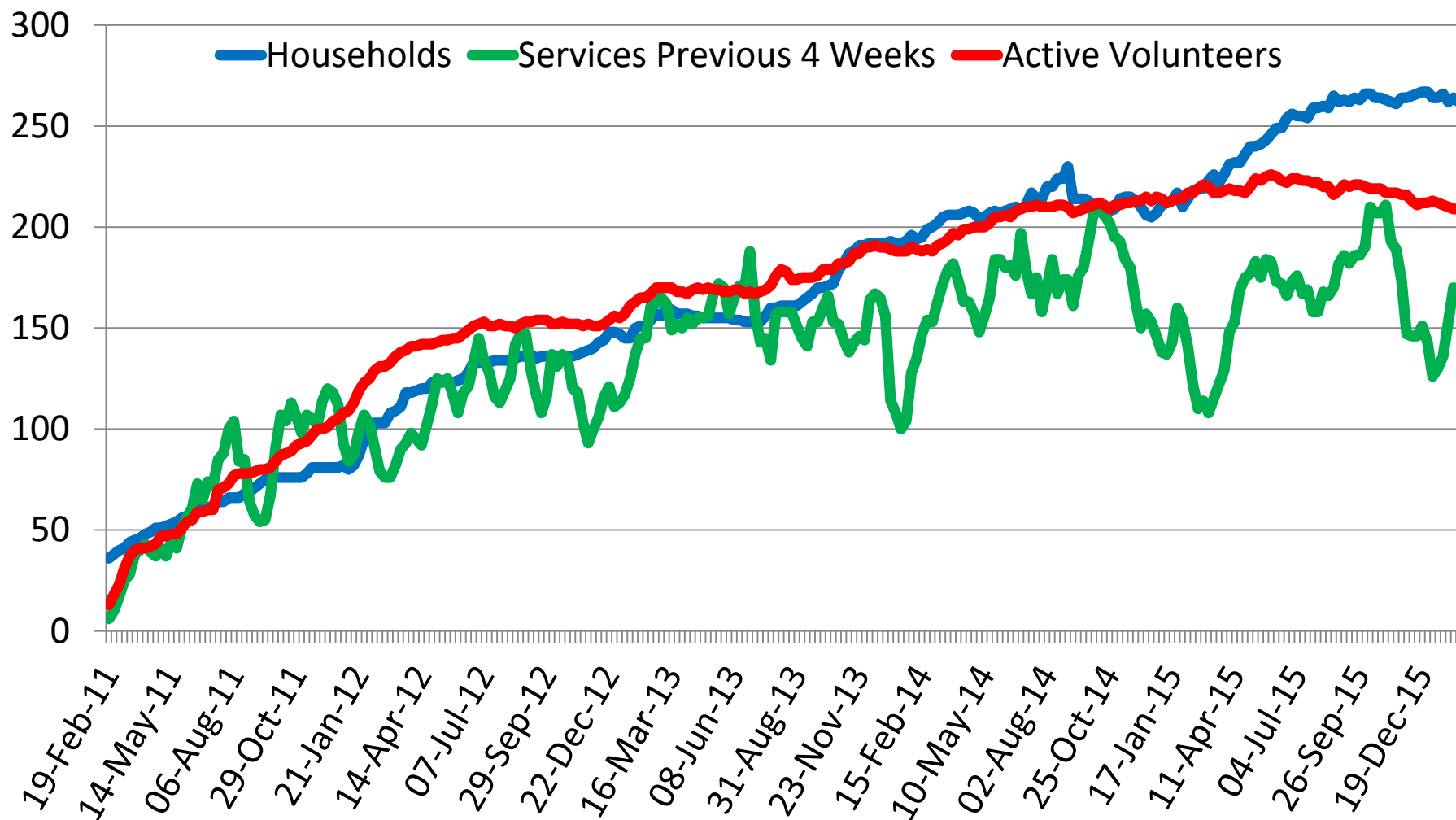


## Services in Last Year by Current Households





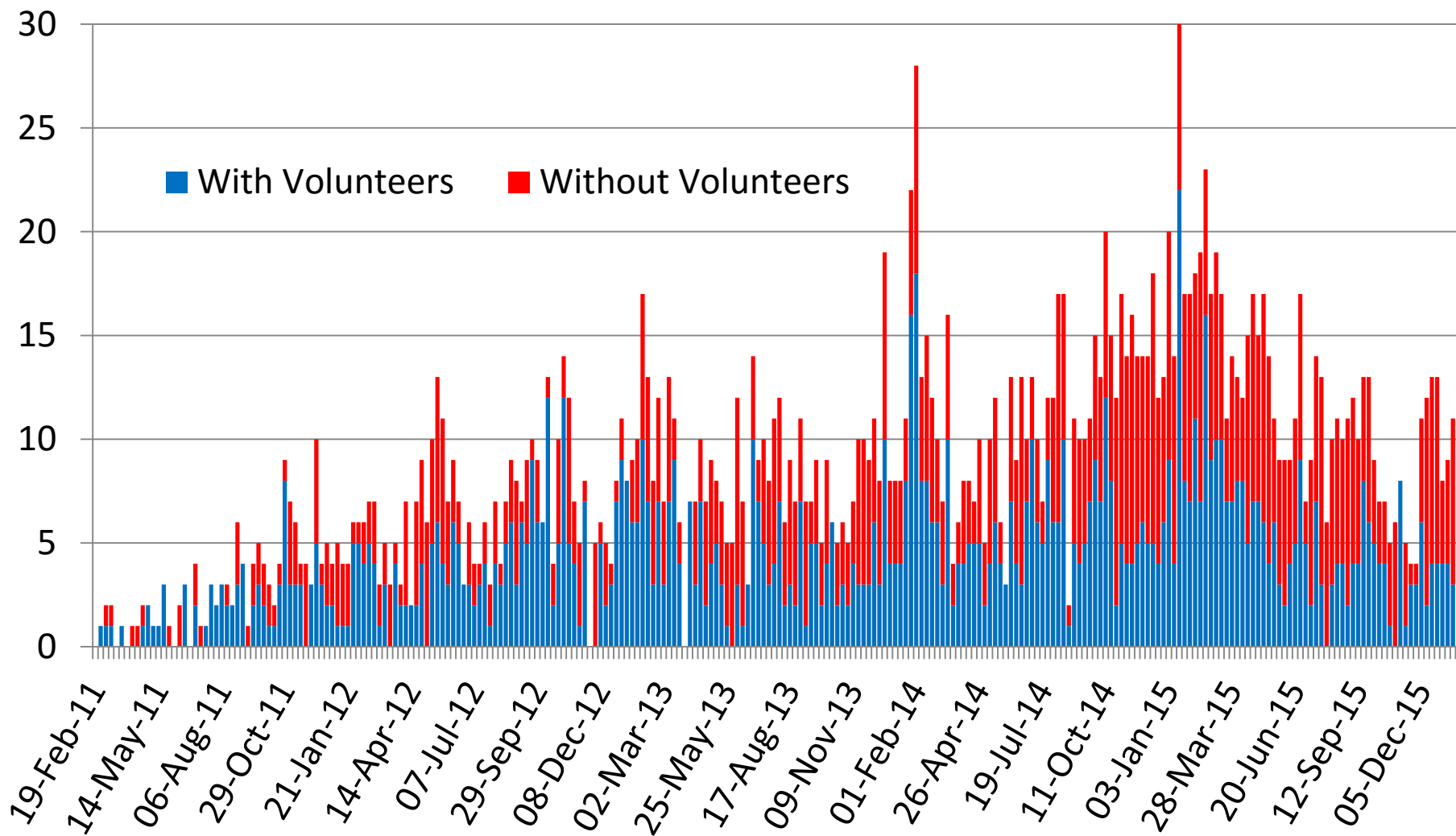
## Memberships, Active Volunteers, and Services per Month





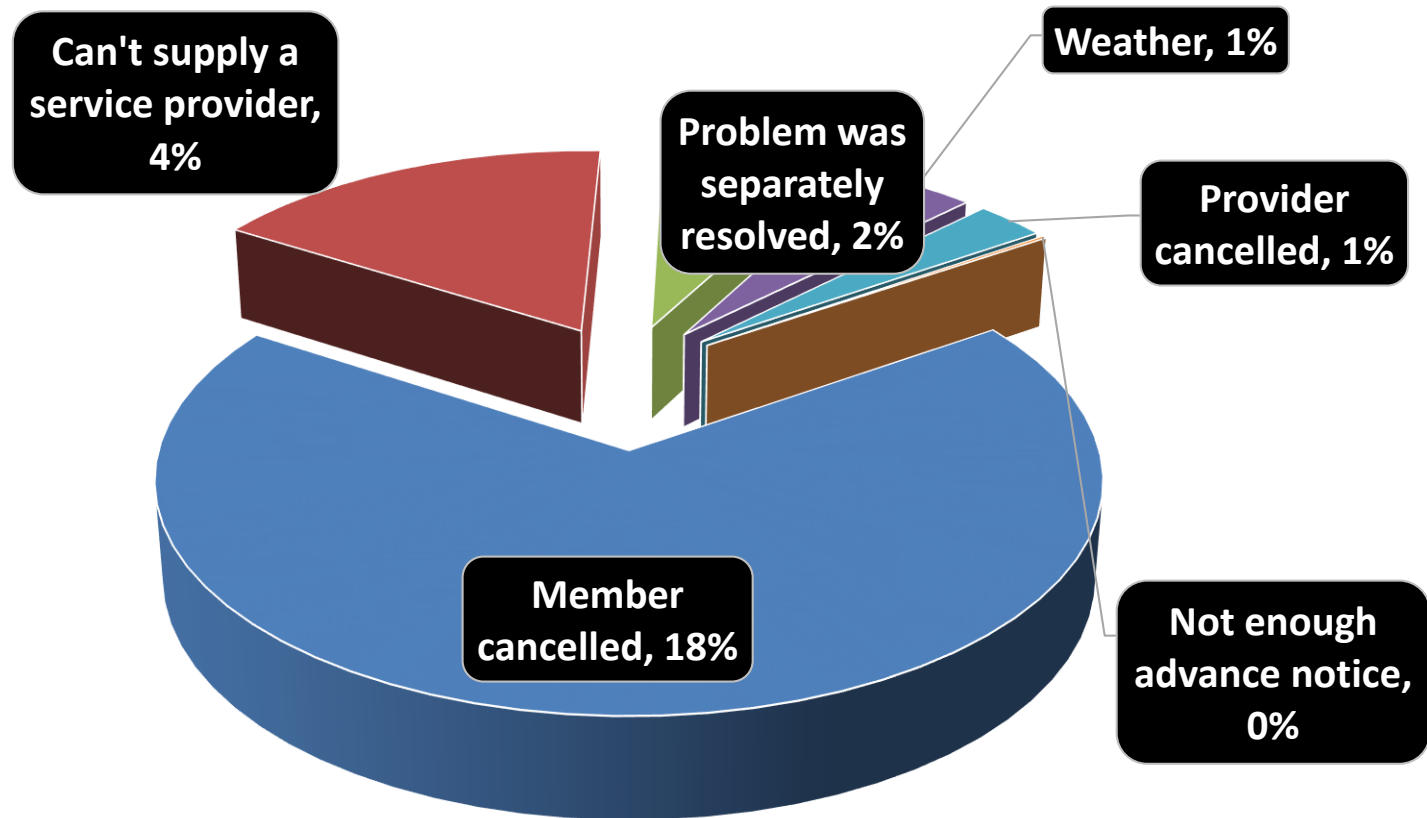
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



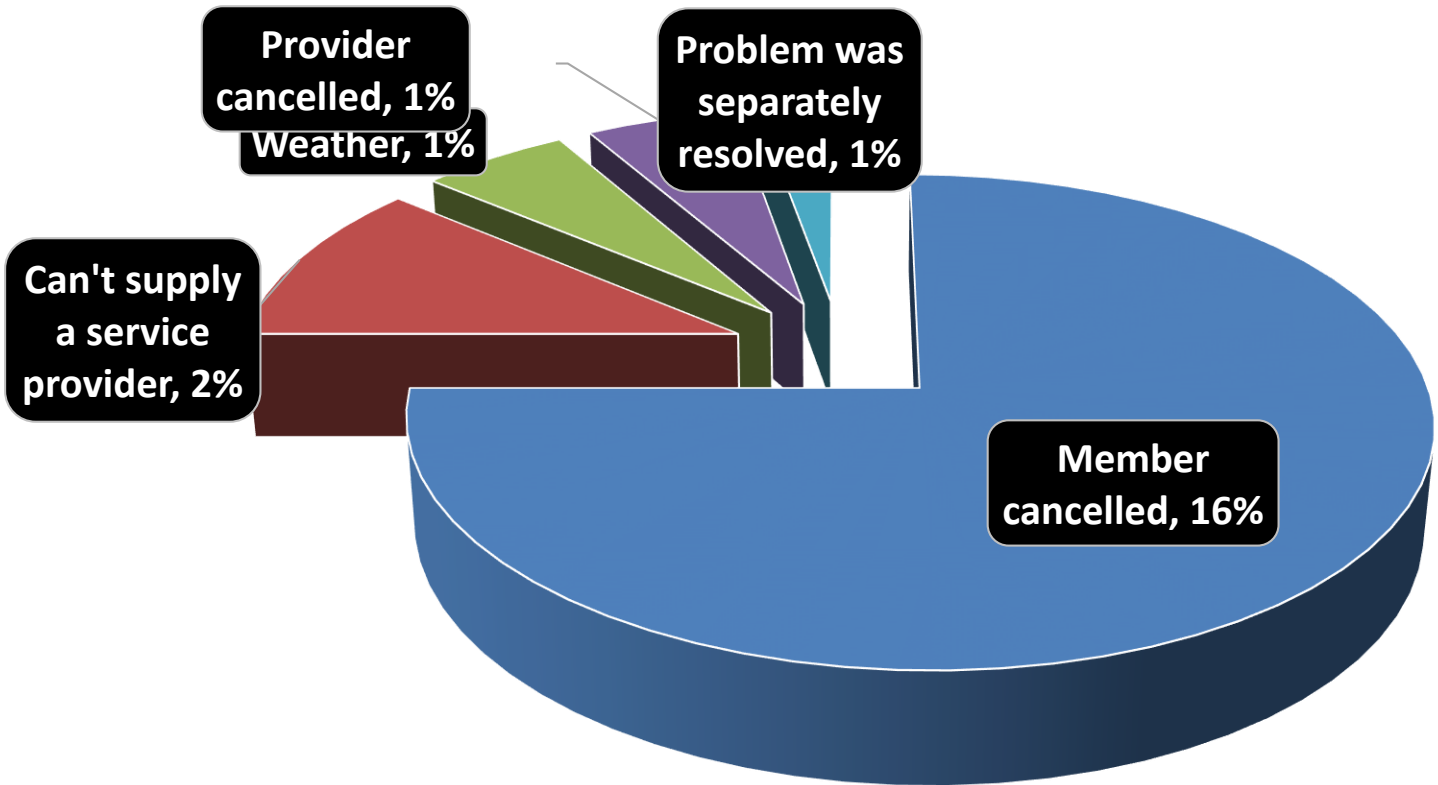
## Cancellation Reasons (Last 52 Weeks)

In addition to 2152 services performed last year, an additional 26% were cancelled.

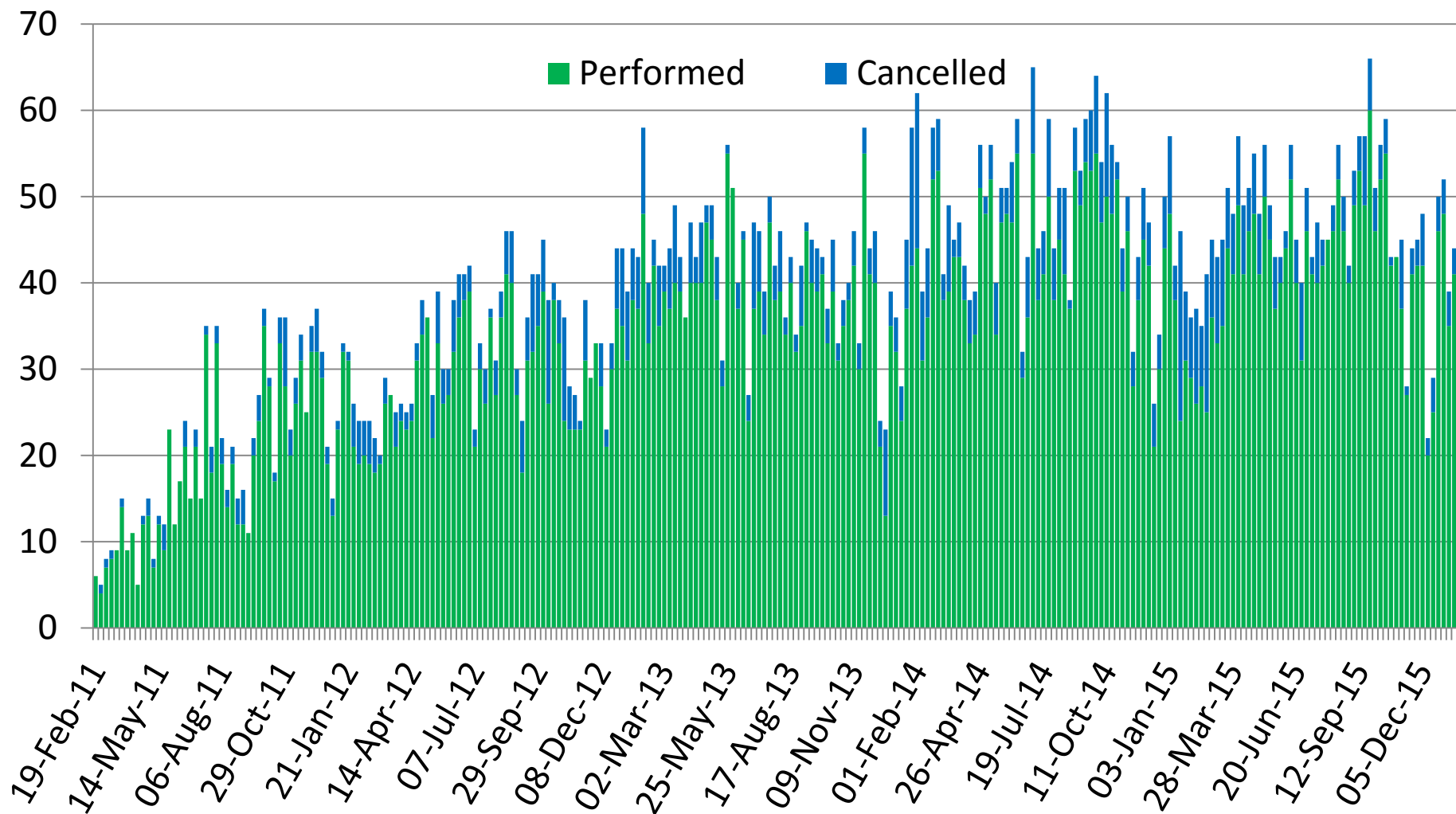


## Cancellation Reasons (Last 4 Weeks)

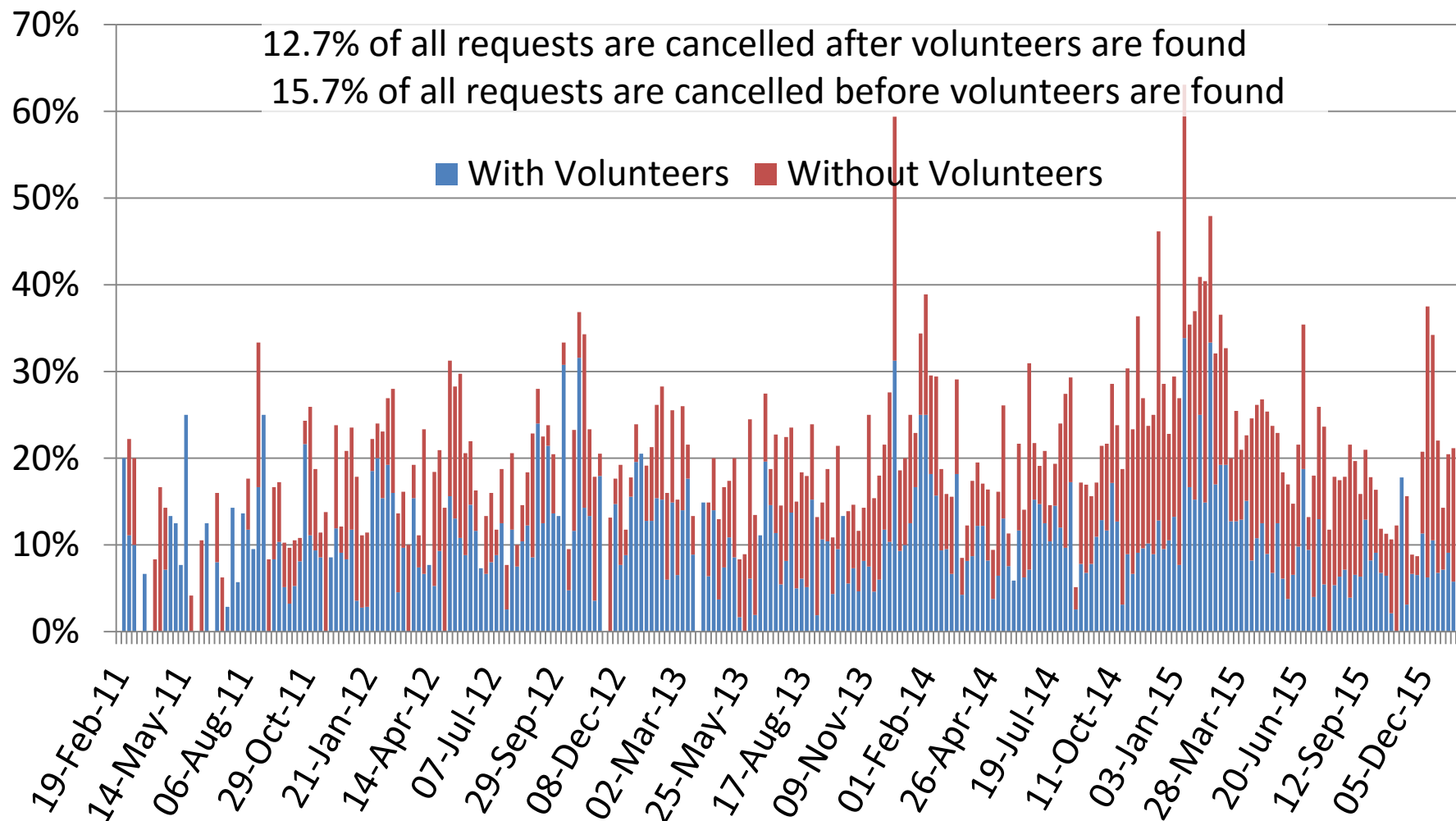
In addition to 164 services performed in the last four weeks, an additional 22% were cancelled.



## Services Filled



## All Cancelled Services



# RETENTION

## WHY MEMBERS QUIT

# Why Members Quit

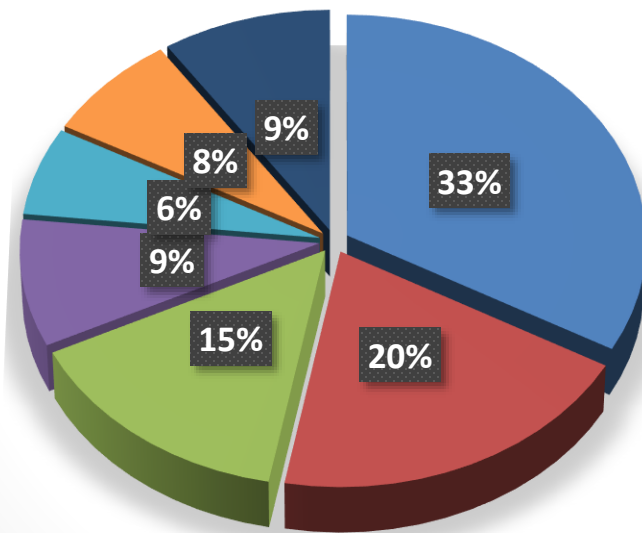
- Since we began in February 2011, we have had a total of 513 members, 223 of whom (43%) have dropped their membership
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining 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

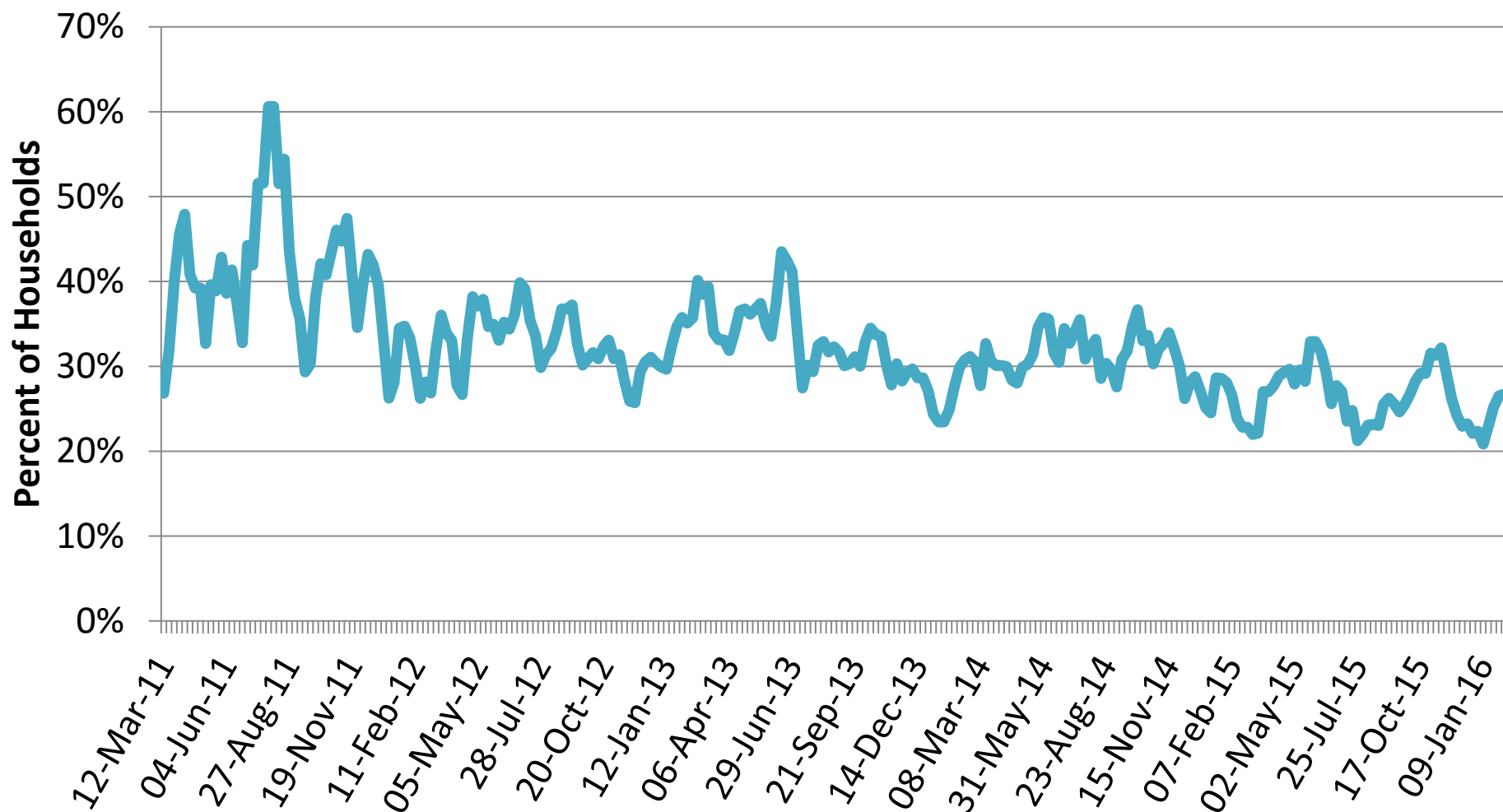
2/6/2016

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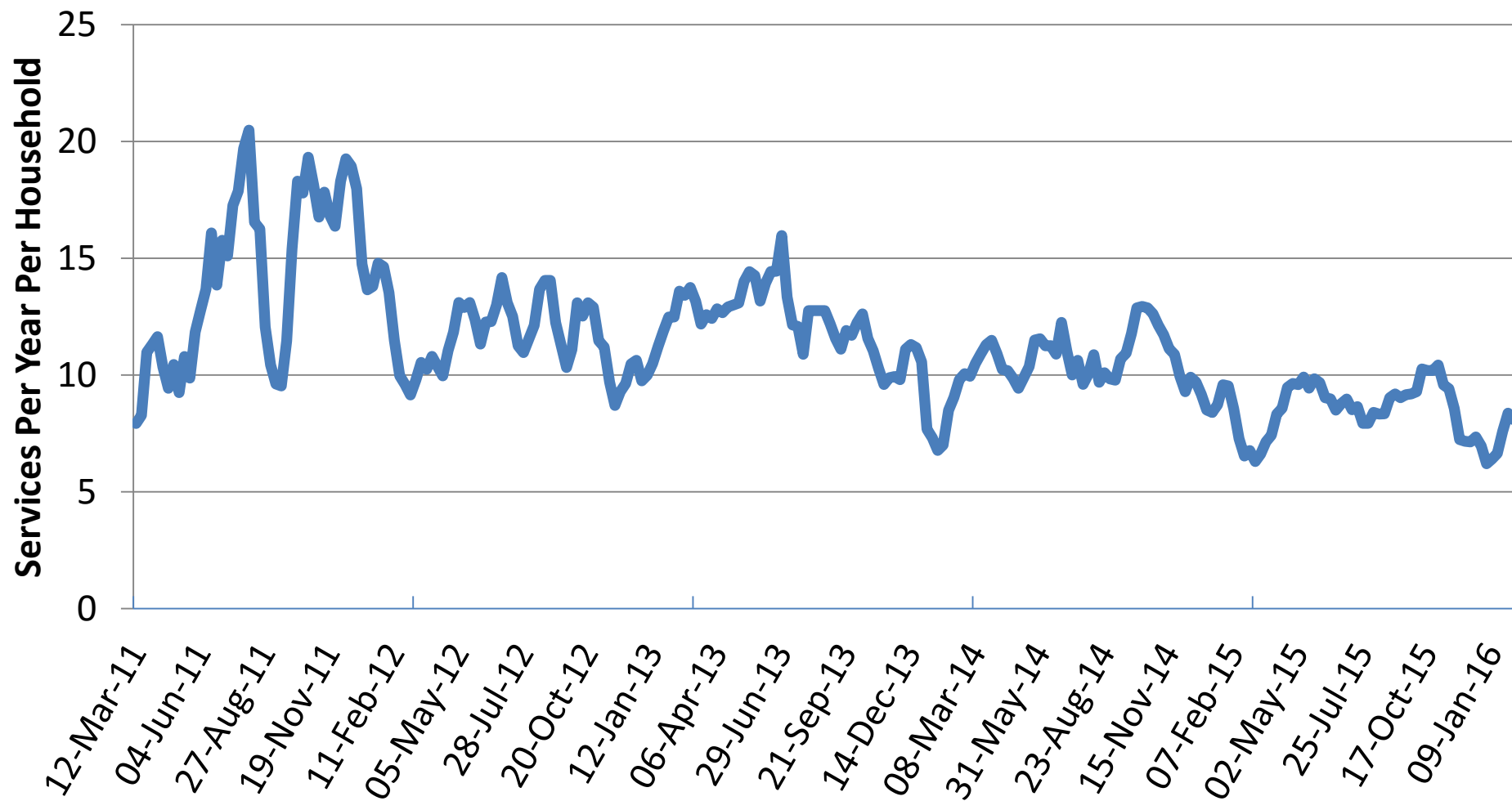


- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other

## % of Households Receiving Services in Preceding Month



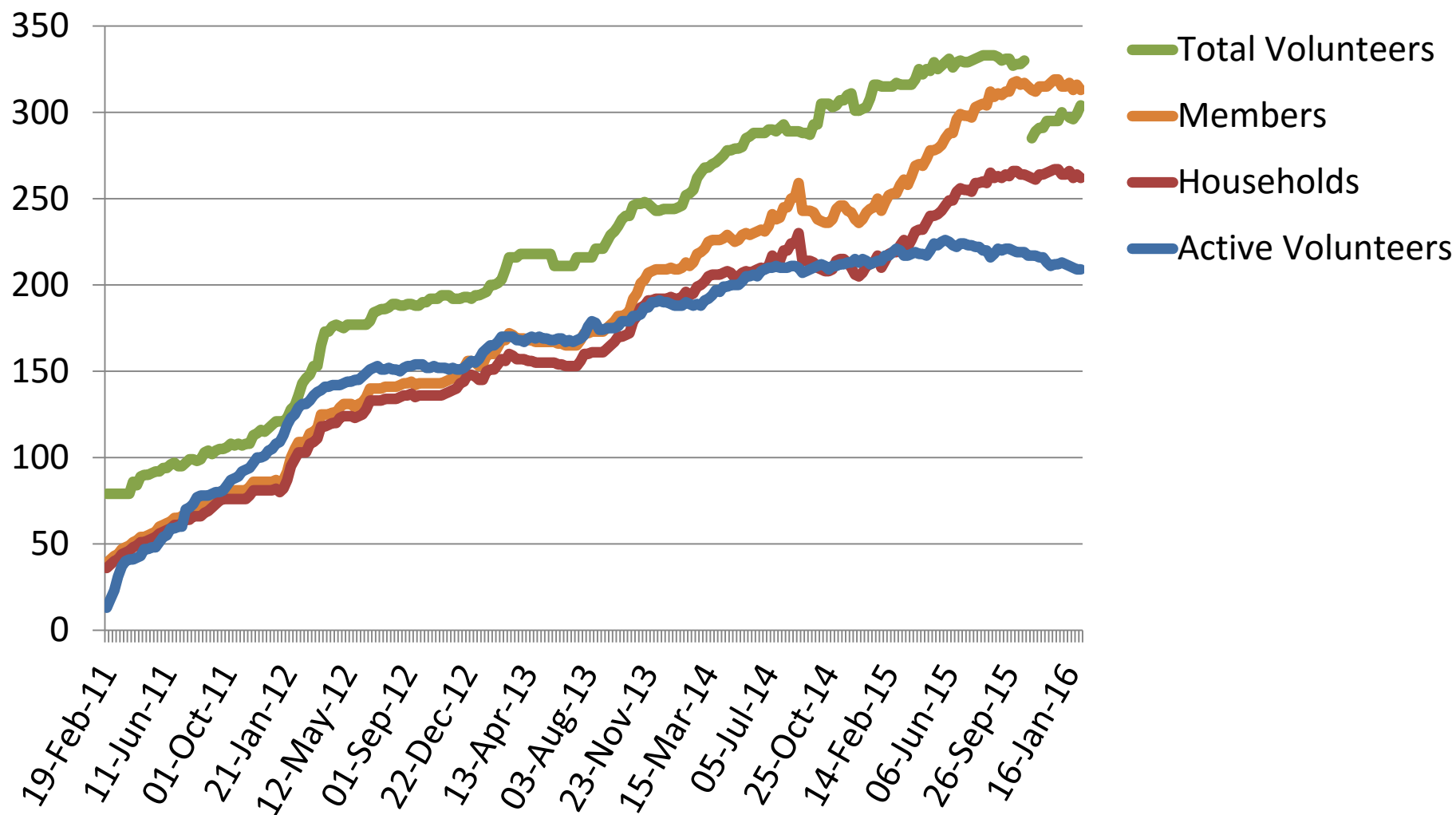
## Annual Rate of Services per Household



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

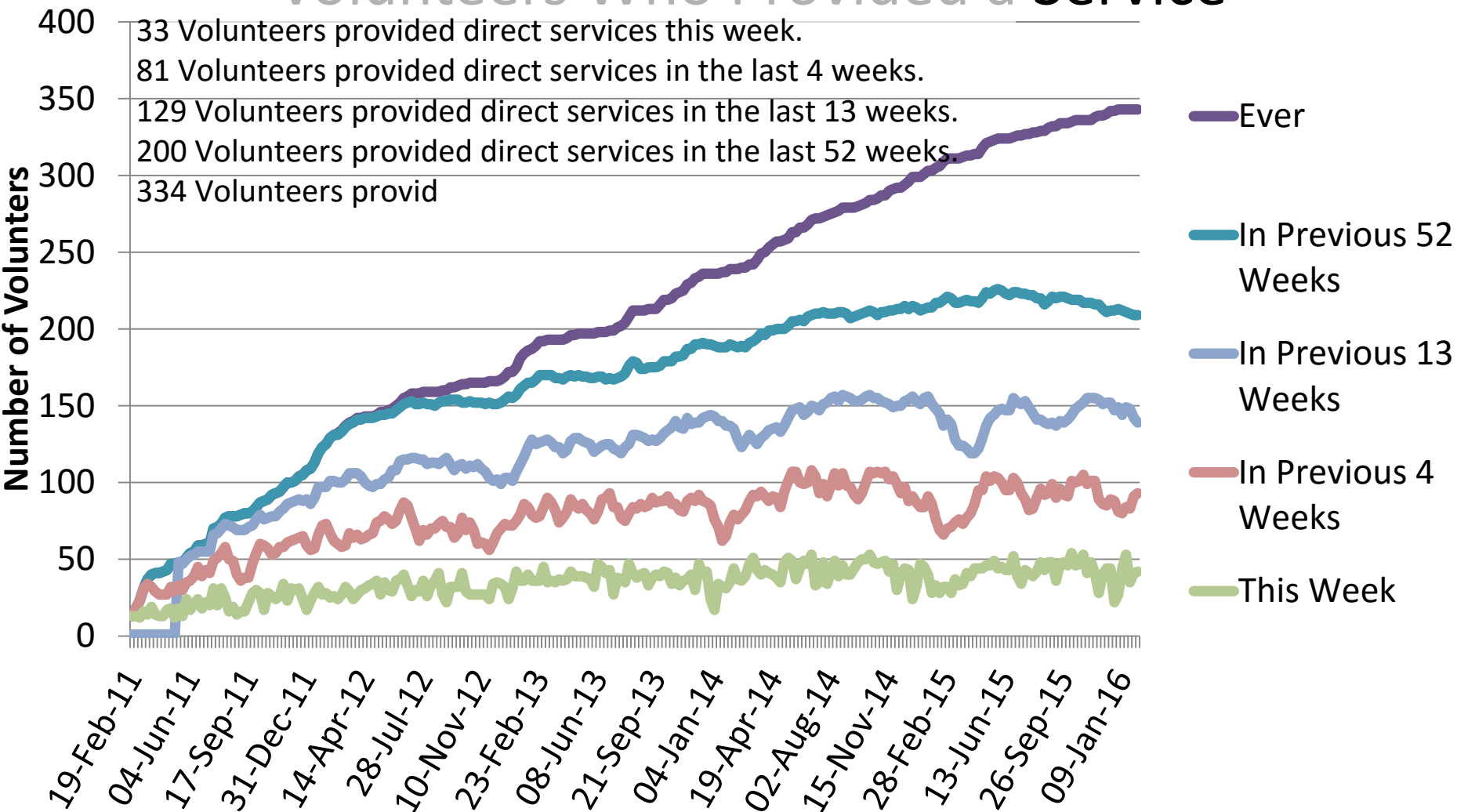
## VOLUNTEERS

## Growth Rates of Members, Households and Volunteers



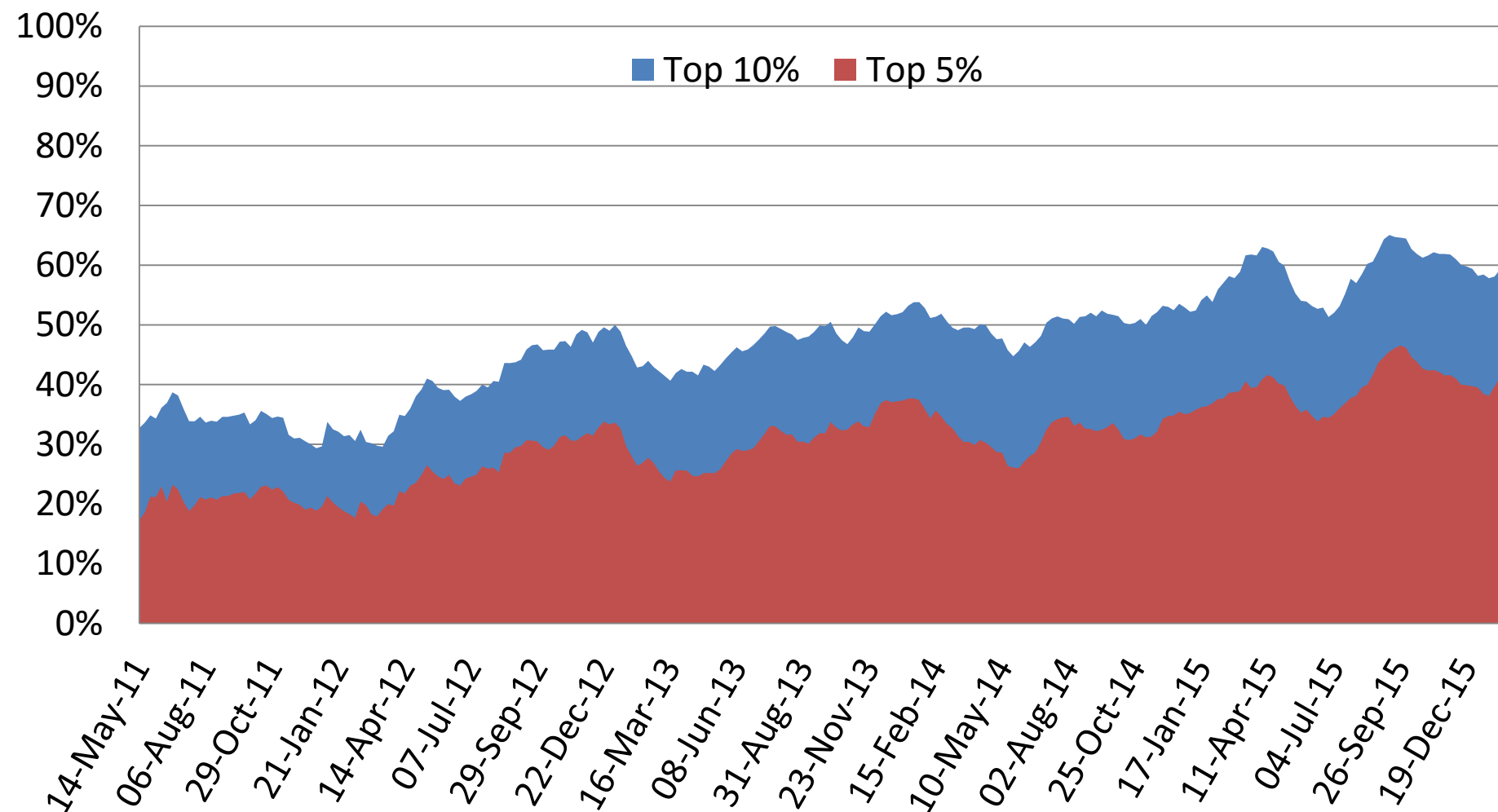


## Volunteers Who Provided a Service



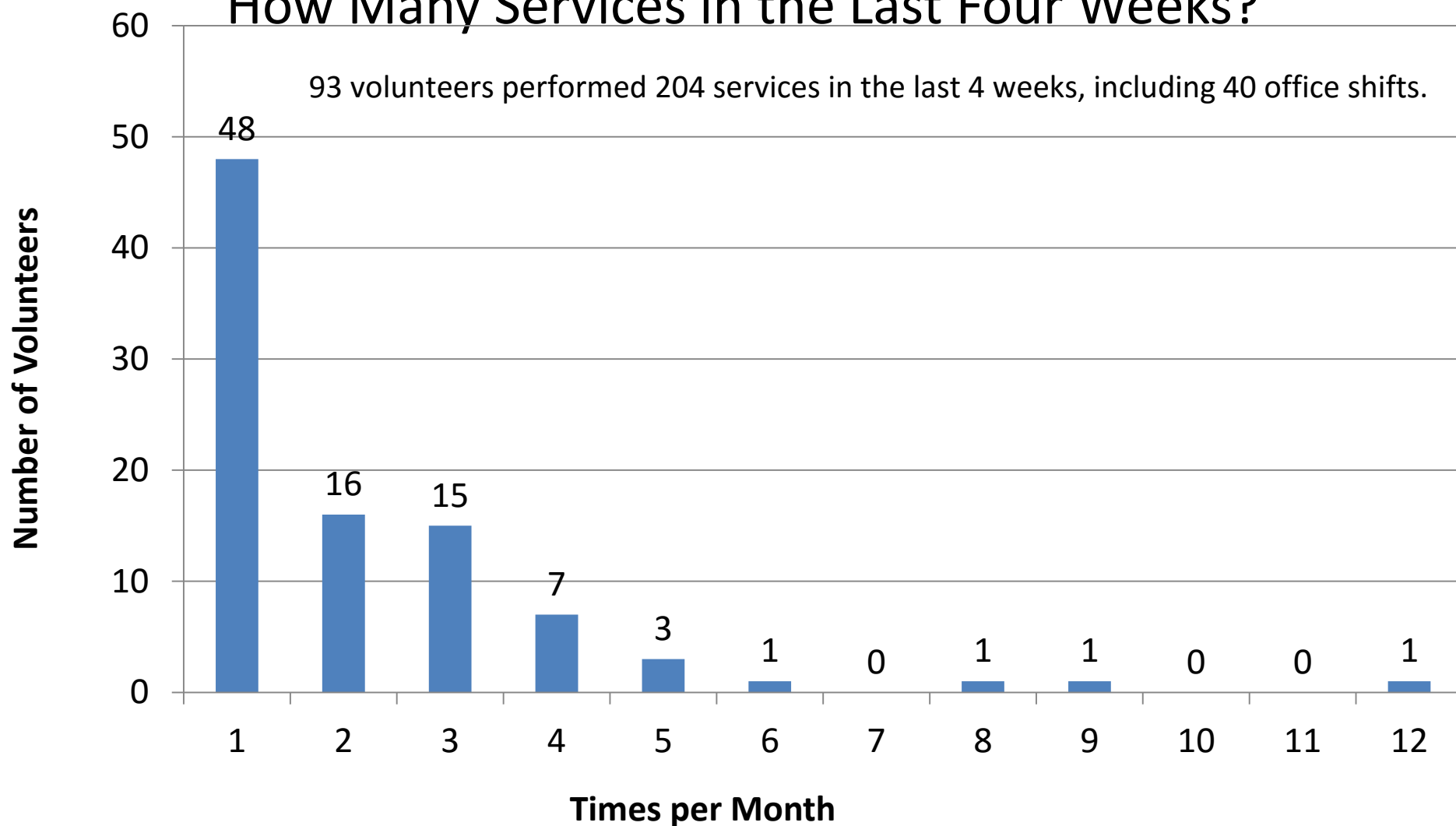


## Most Active Volunteers During Previous Four Weeks



## How Many Services in the Last Four Weeks?

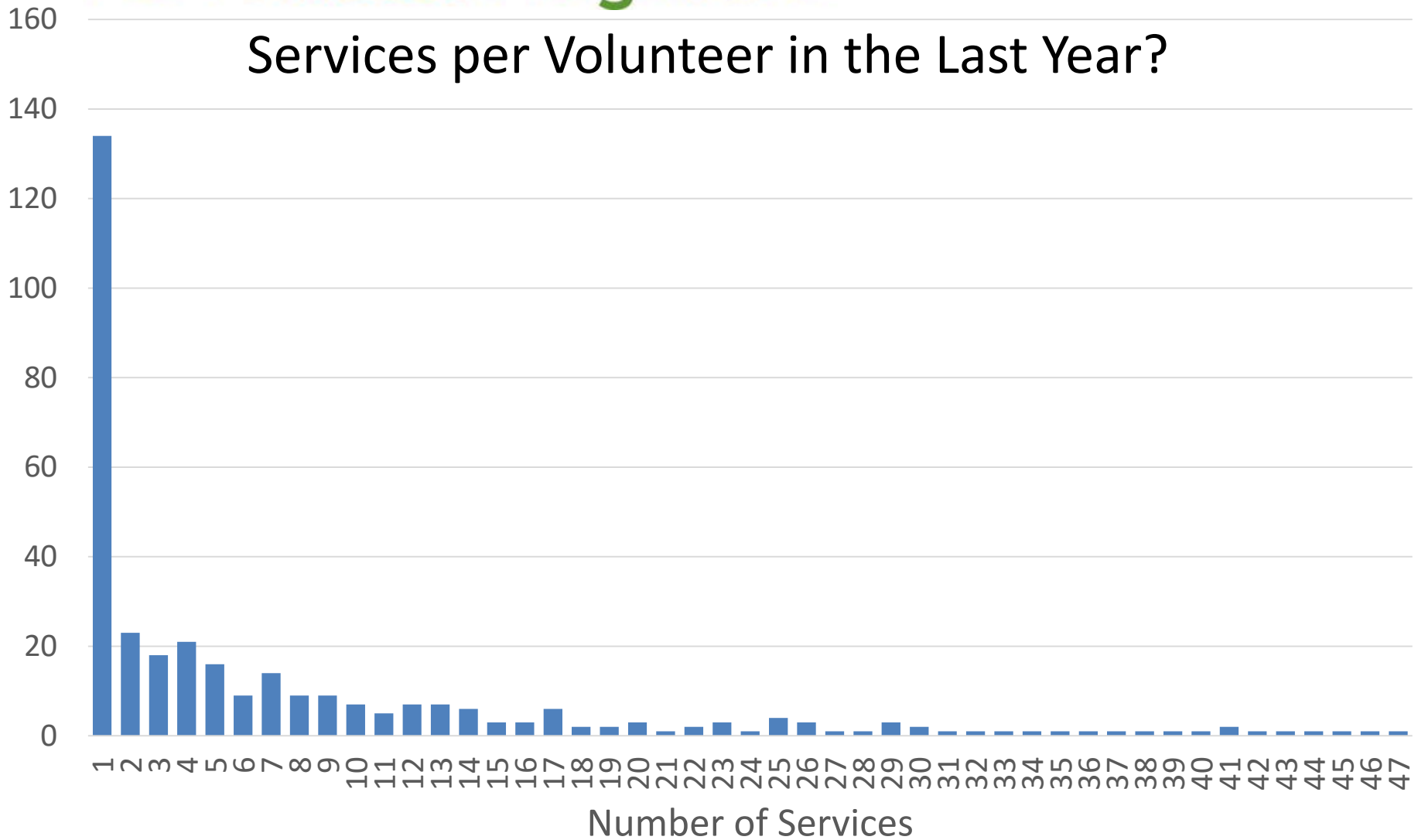
93 volunteers performed 204 services in the last 4 weeks, including 40 office shifts.



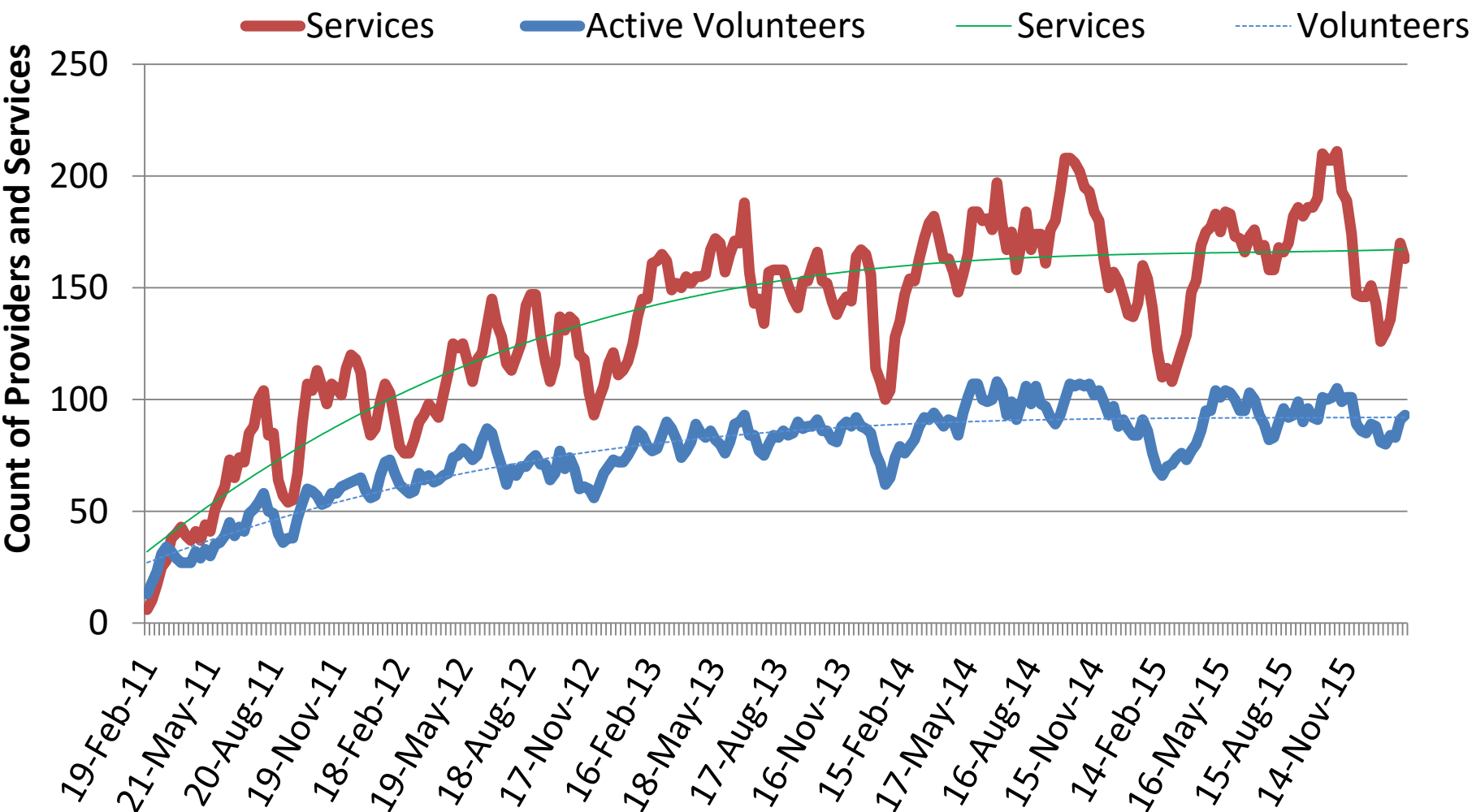


## Services per Volunteer in the Last Year?

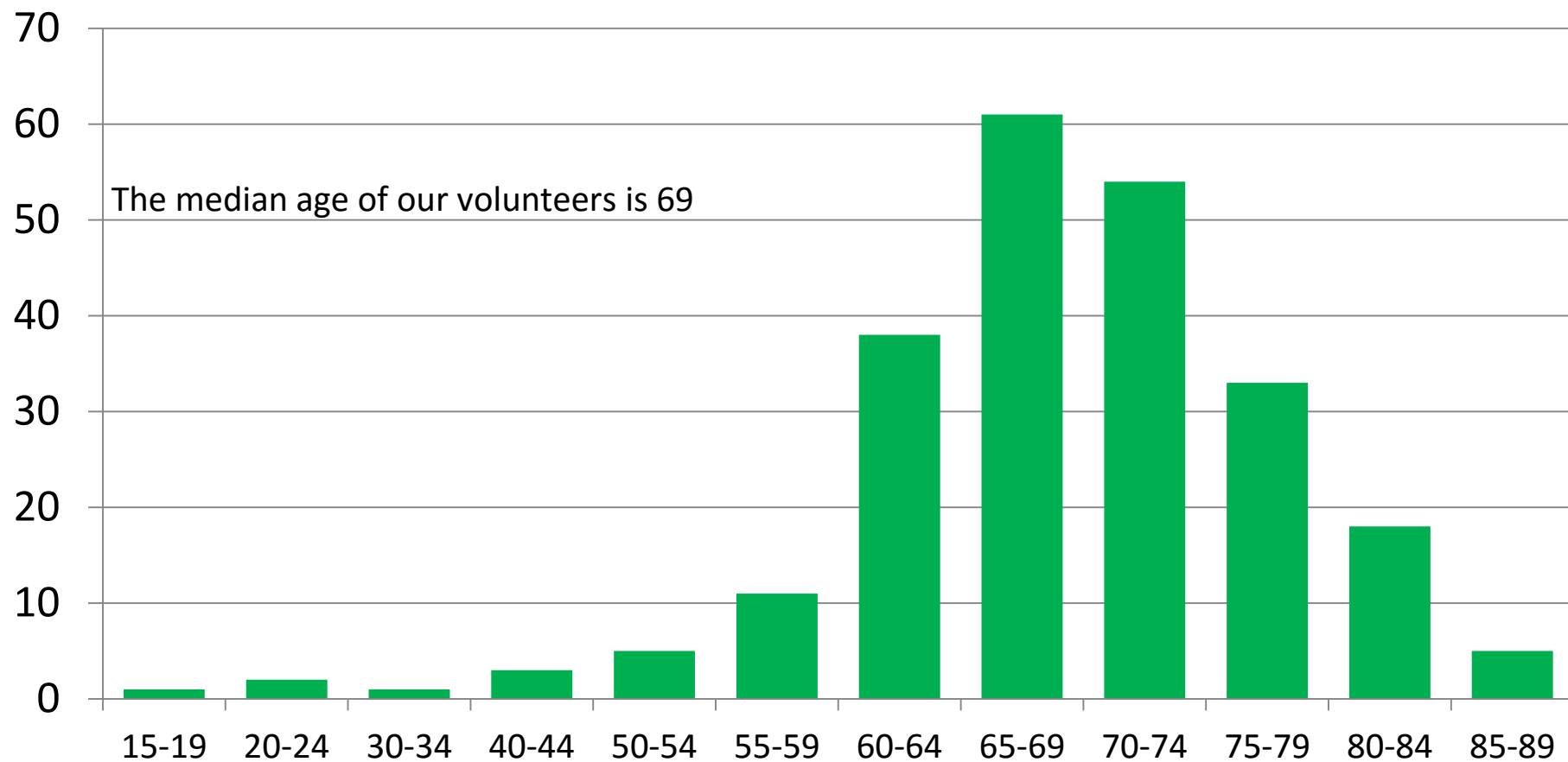
Number of Volunteers



# Volunteers and Services Previous 4 Weeks



# Age of Volunteers



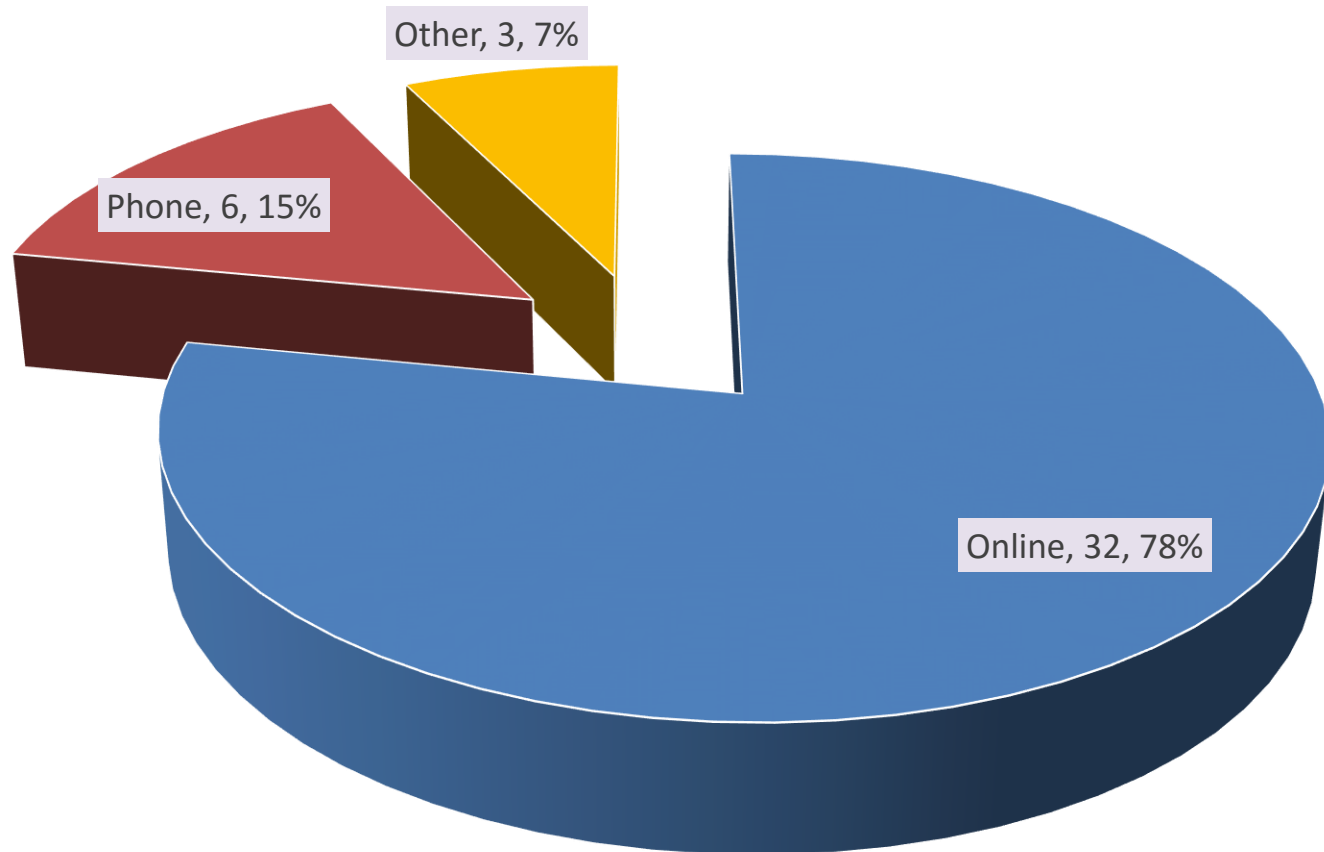
## Contact Method for Signup

- 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.
- 22 phone calls were made.
- 6 of 22 phone calls resulted in a volunteer, a 27% success rate.
- 21 emails resulted in no volunteers.
- When volunteers were not found on the first call, it took an average of 4.1 calls to secure a volunteer.

Historical Week

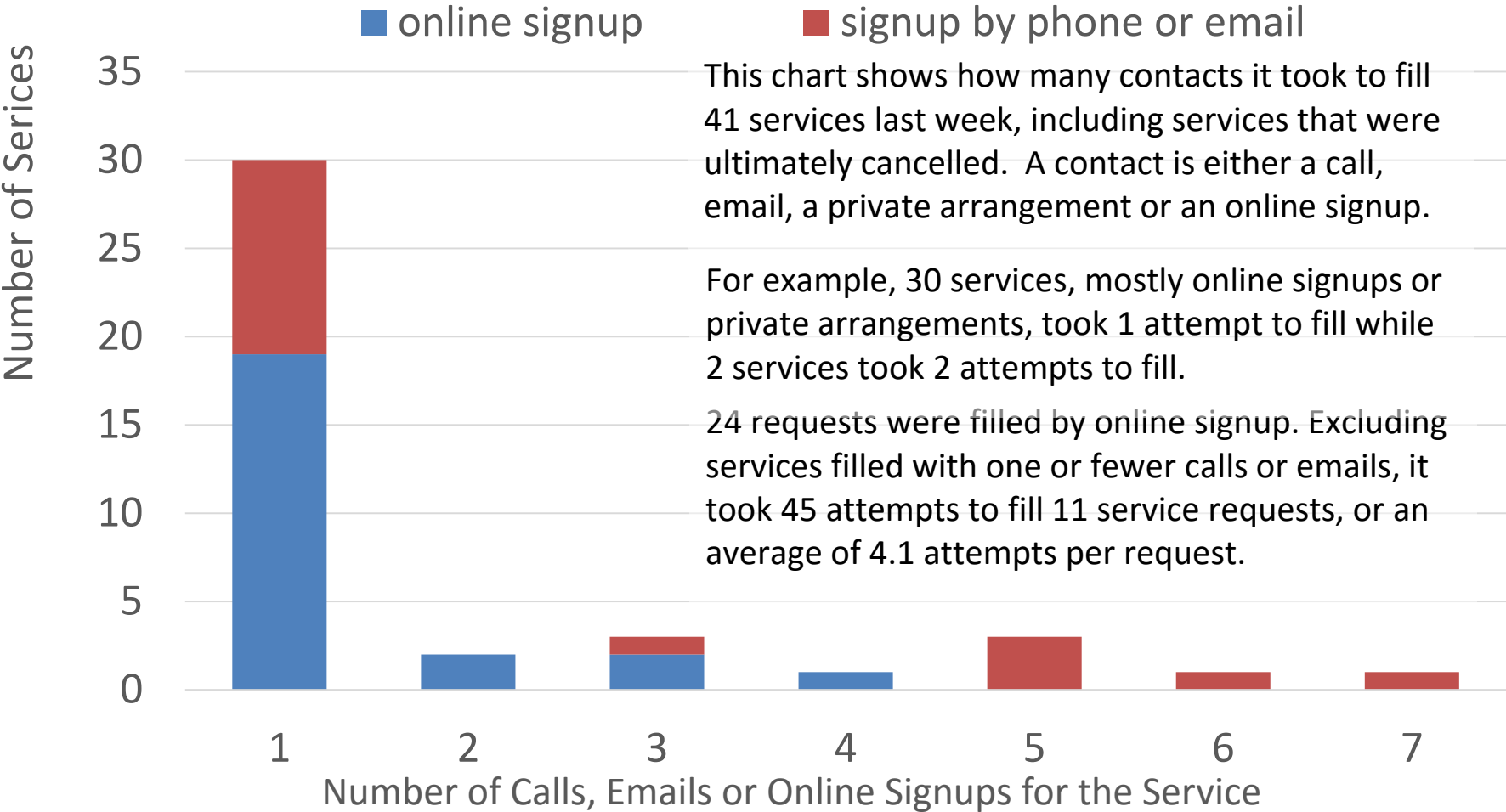


## How Volunteers Were Found

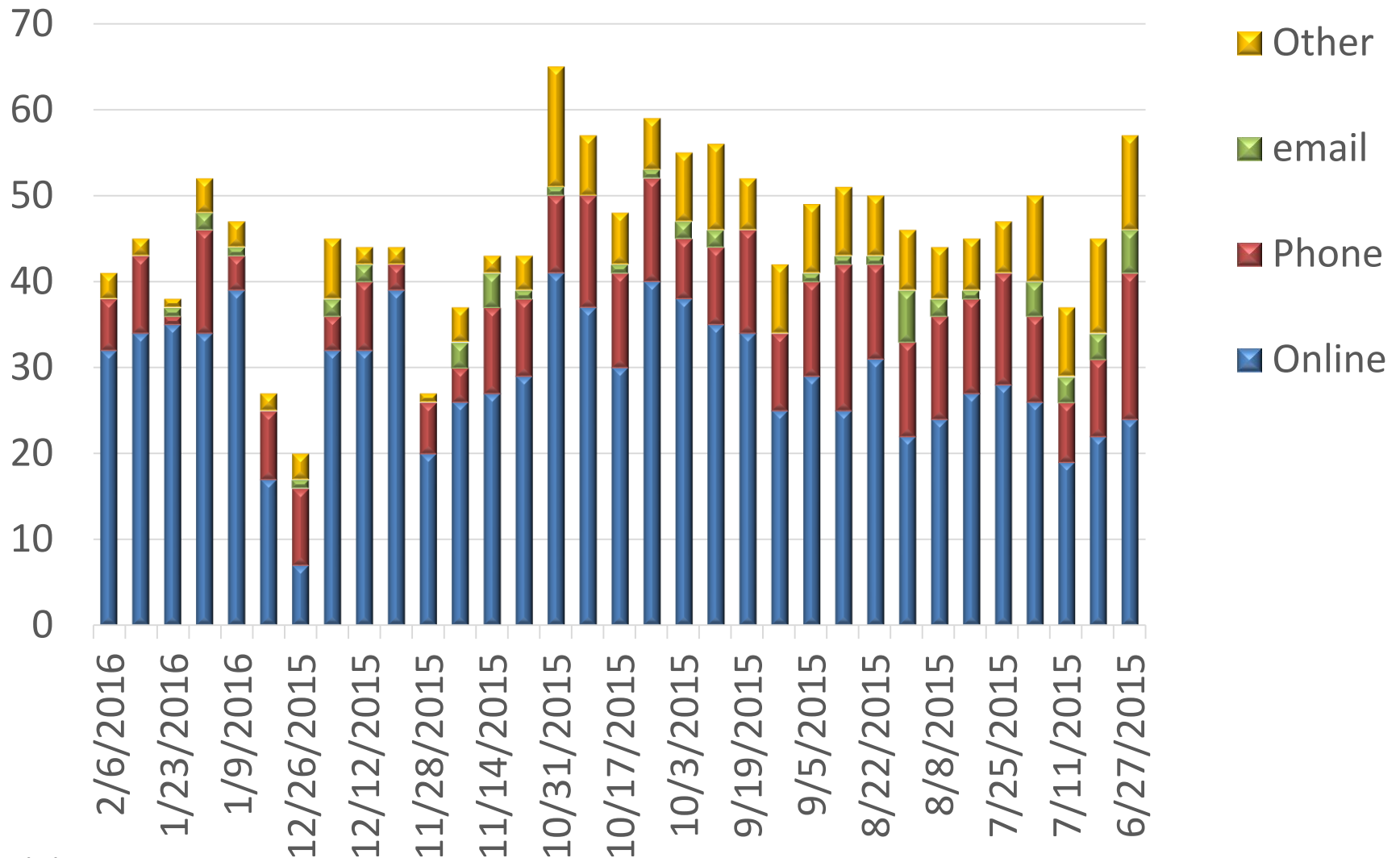


■ Online ■ Phone ■ email ■ Other

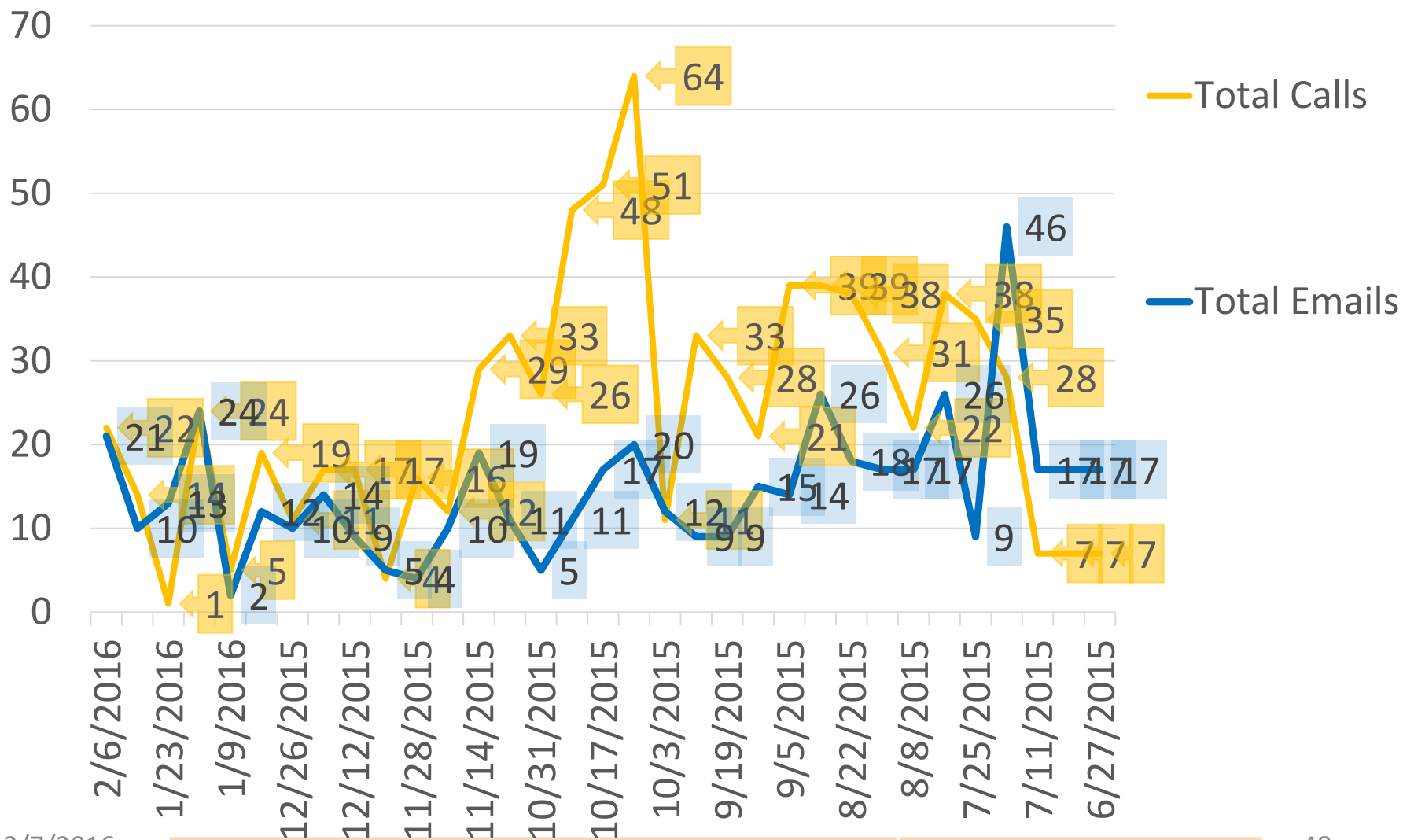
# Number of Contacts to Fill This Week's Service



# How Volunteers Who Filled Services Were Contacted



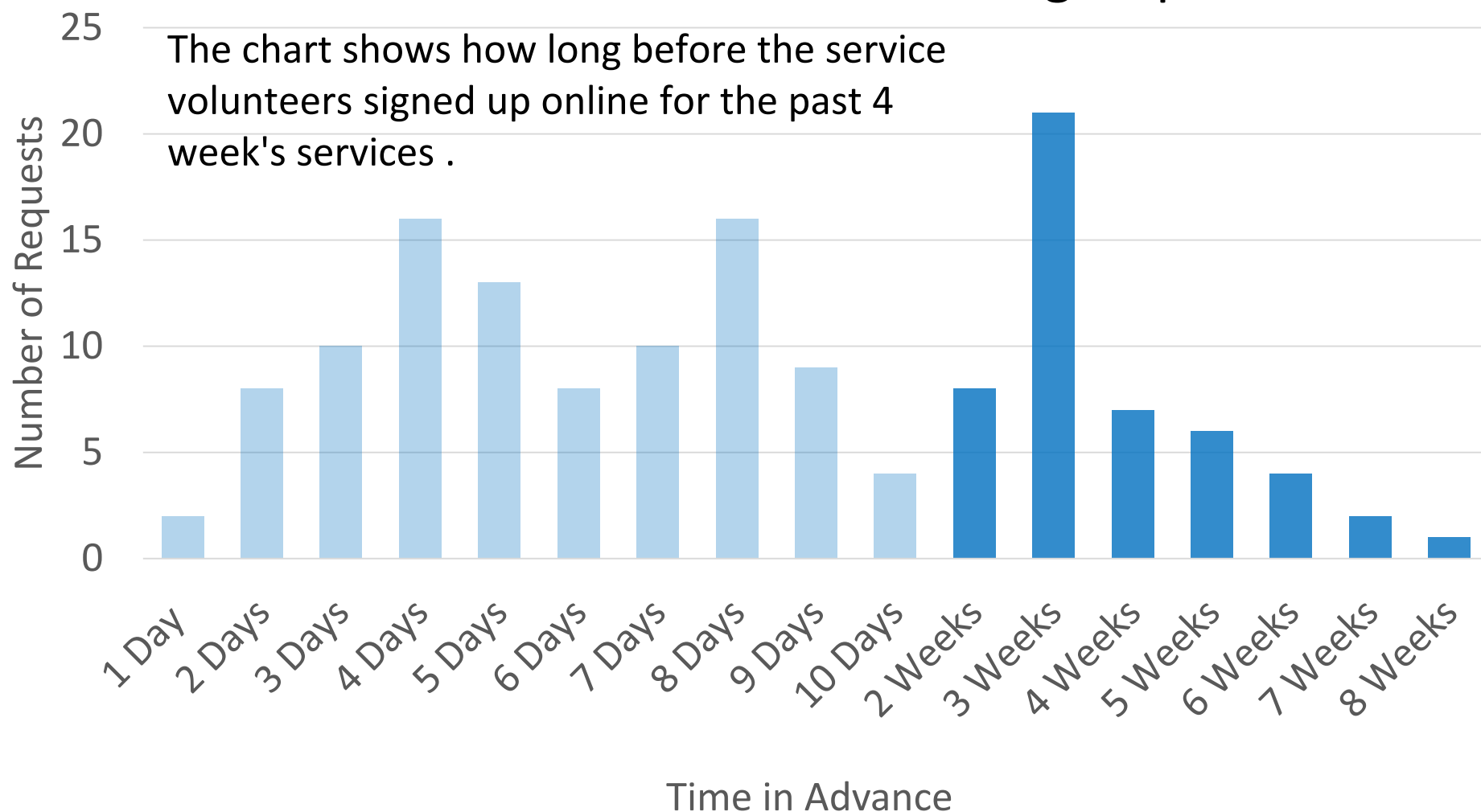
# Total Calls and Emails





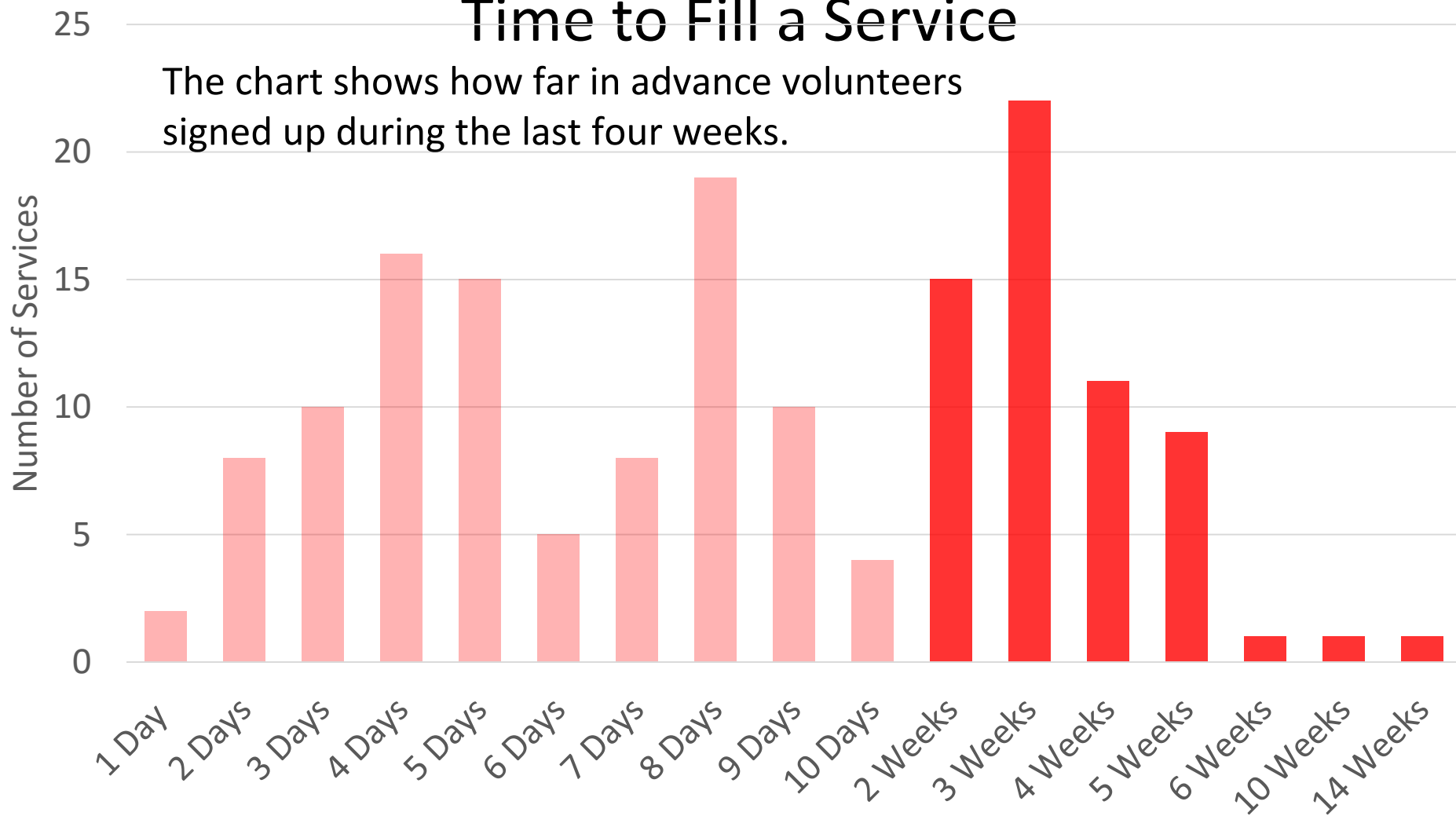
## How Far in Advance do Volunteers Sign Up Online

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

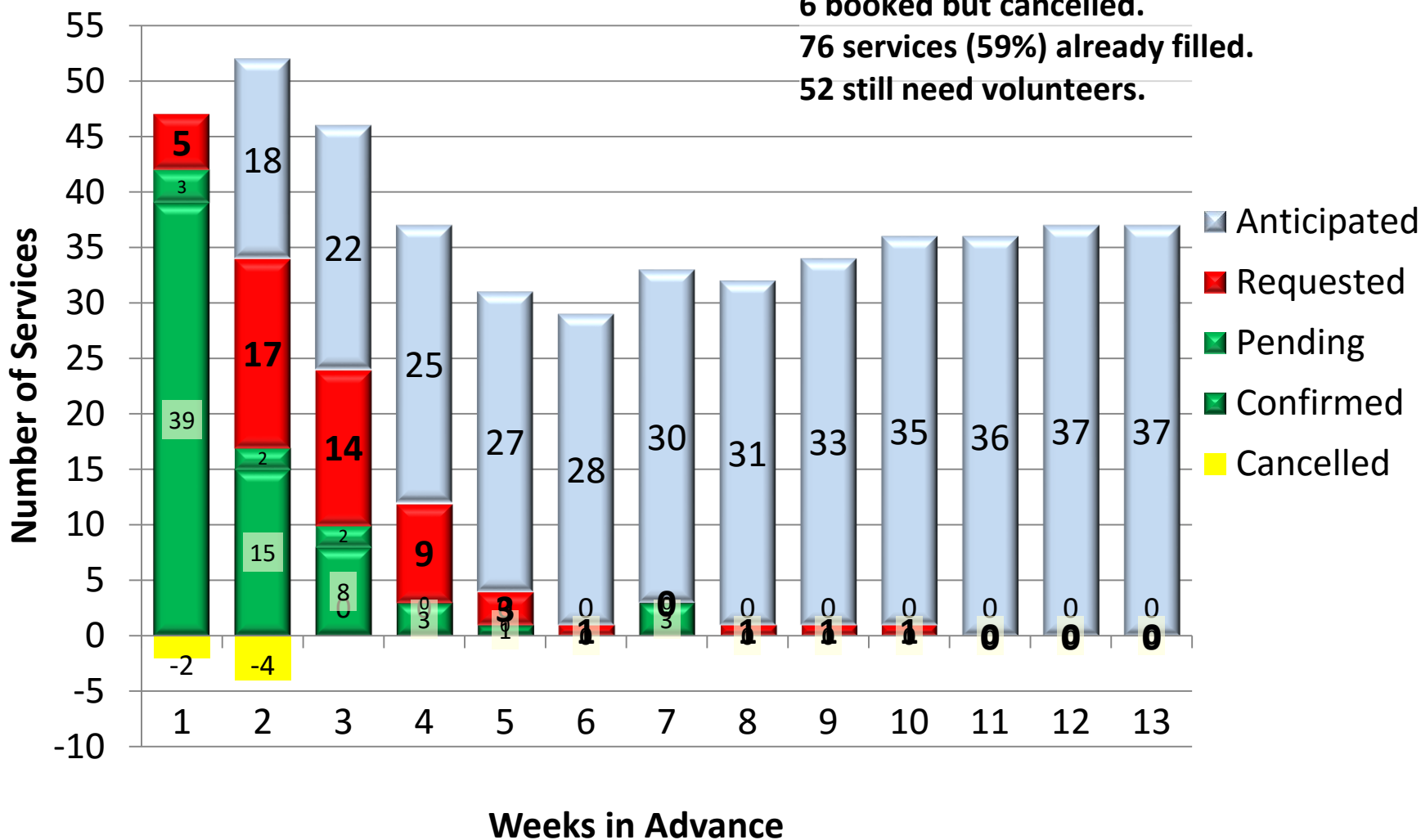
## Service Requests on the Books

128 services needed for the next 13 weeks.

6 booked but cancelled.

76 services (59%) already filled.

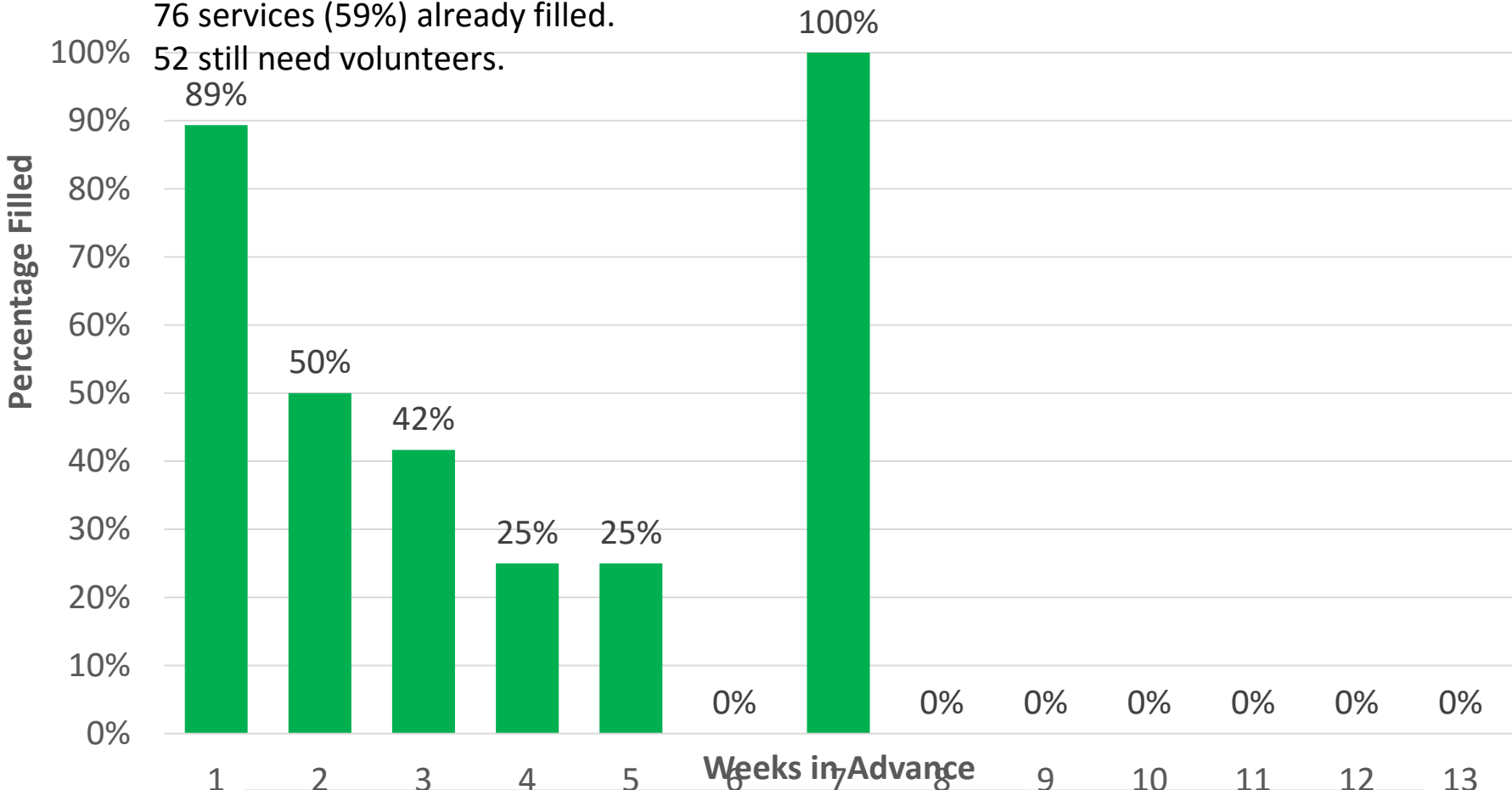
52 still need volunteers.





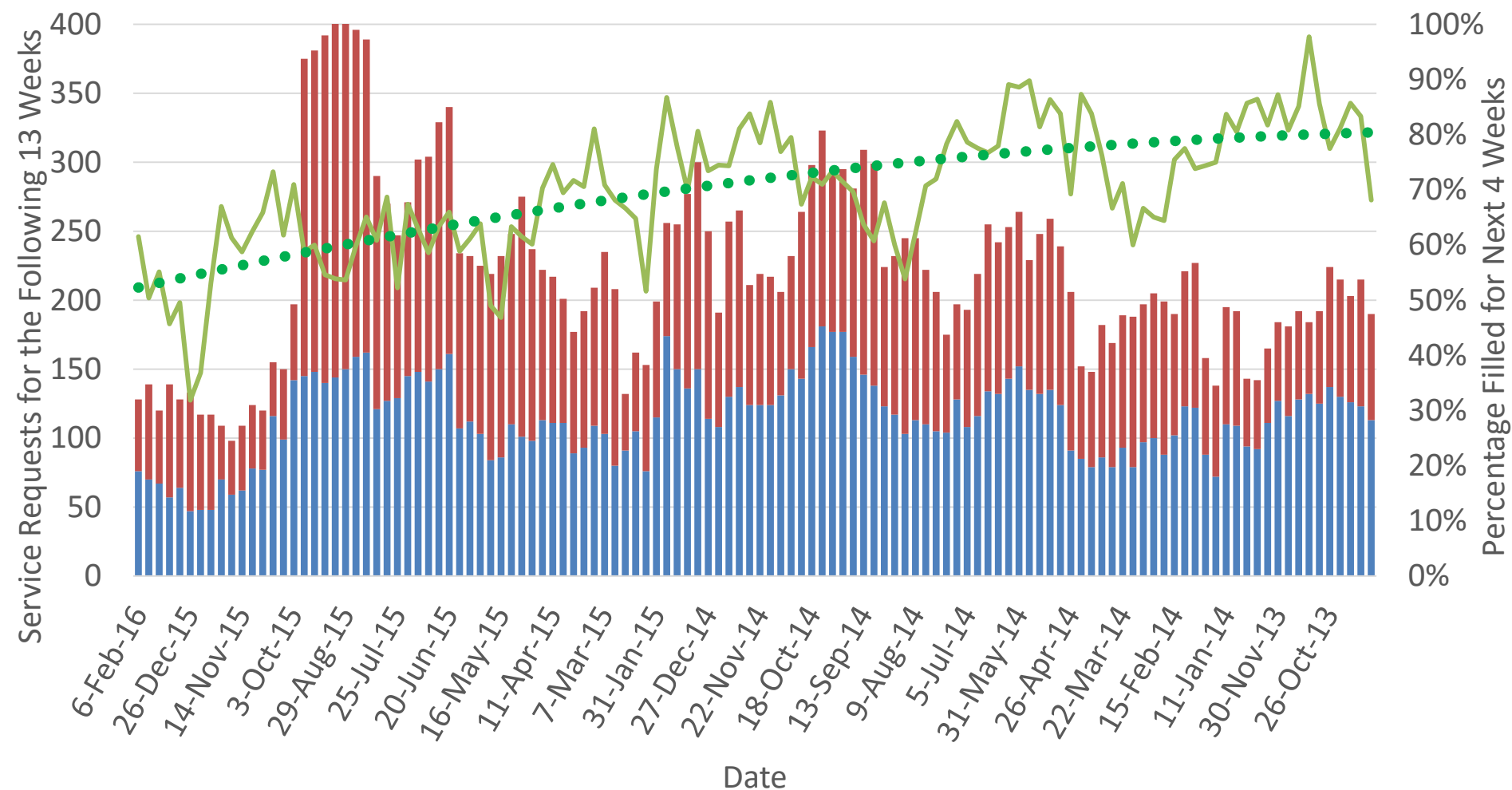
# Percentage of Services for Next 13 Weeks Filled

128 future services covering the next 13 weeks.  
76 services (59%) already filled.  
52 still need volunteers.

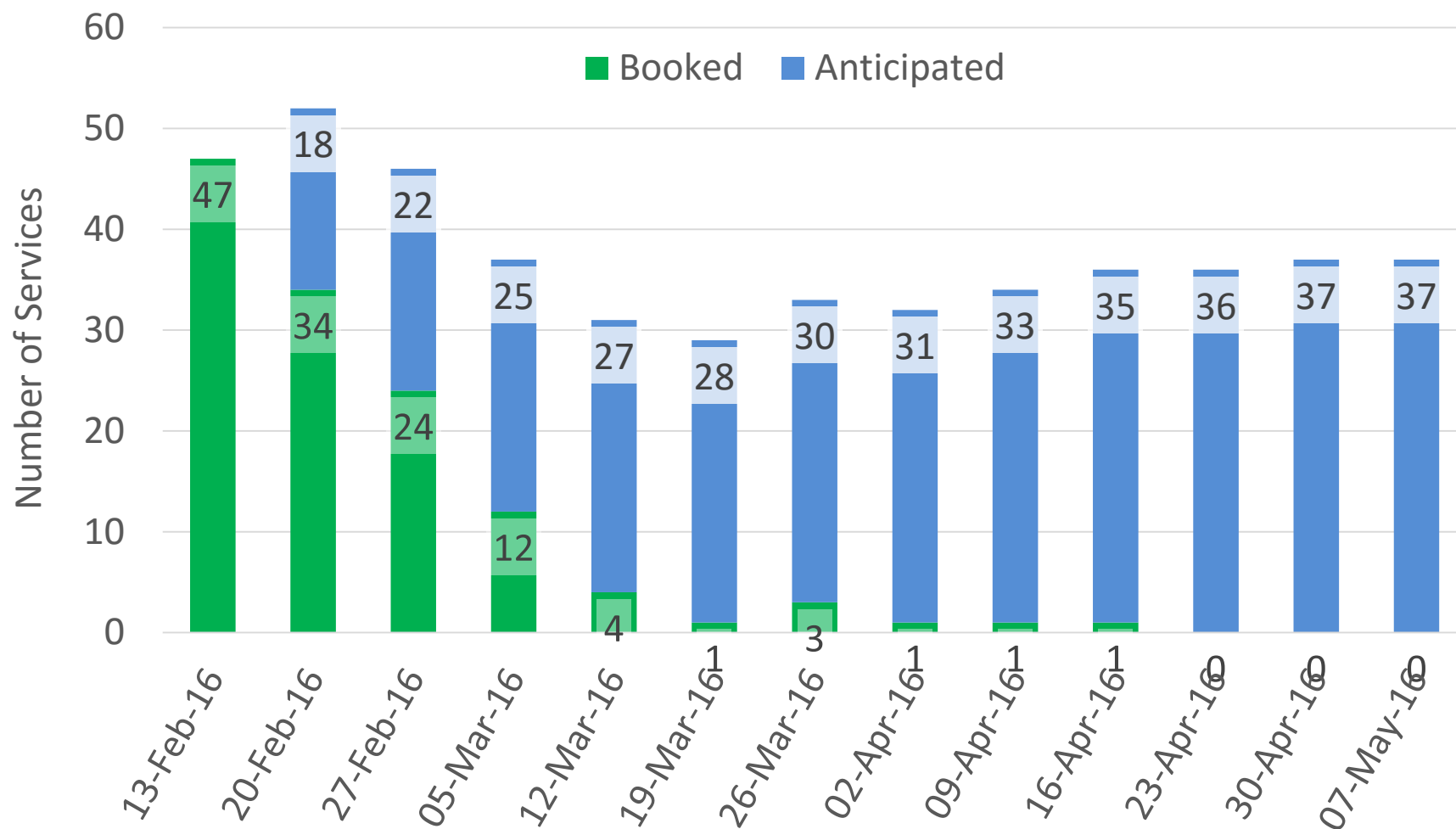


## History of Future Requests

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



## Projected Future Services



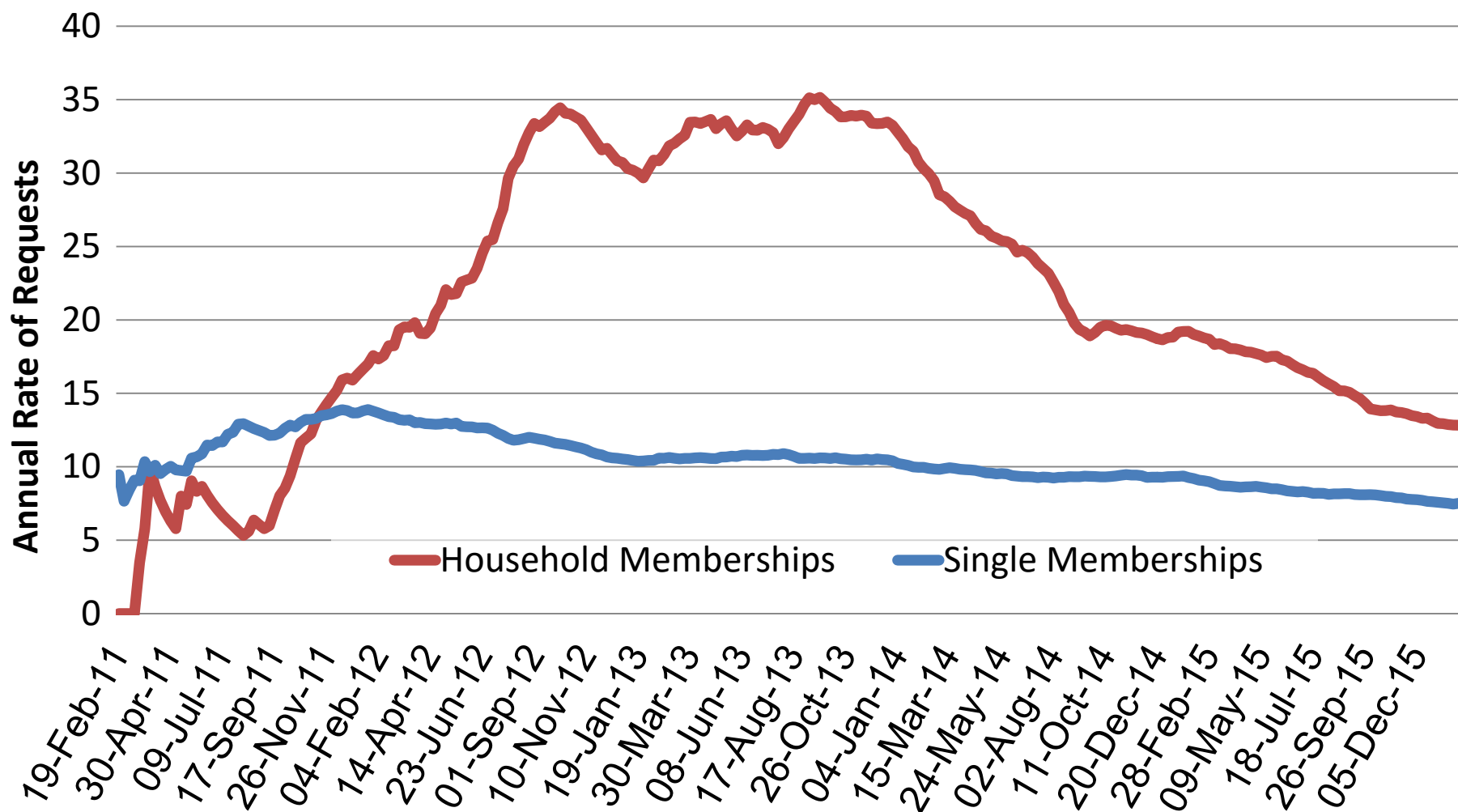
# What are the Differences Between Single And Household Memberships?



## 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

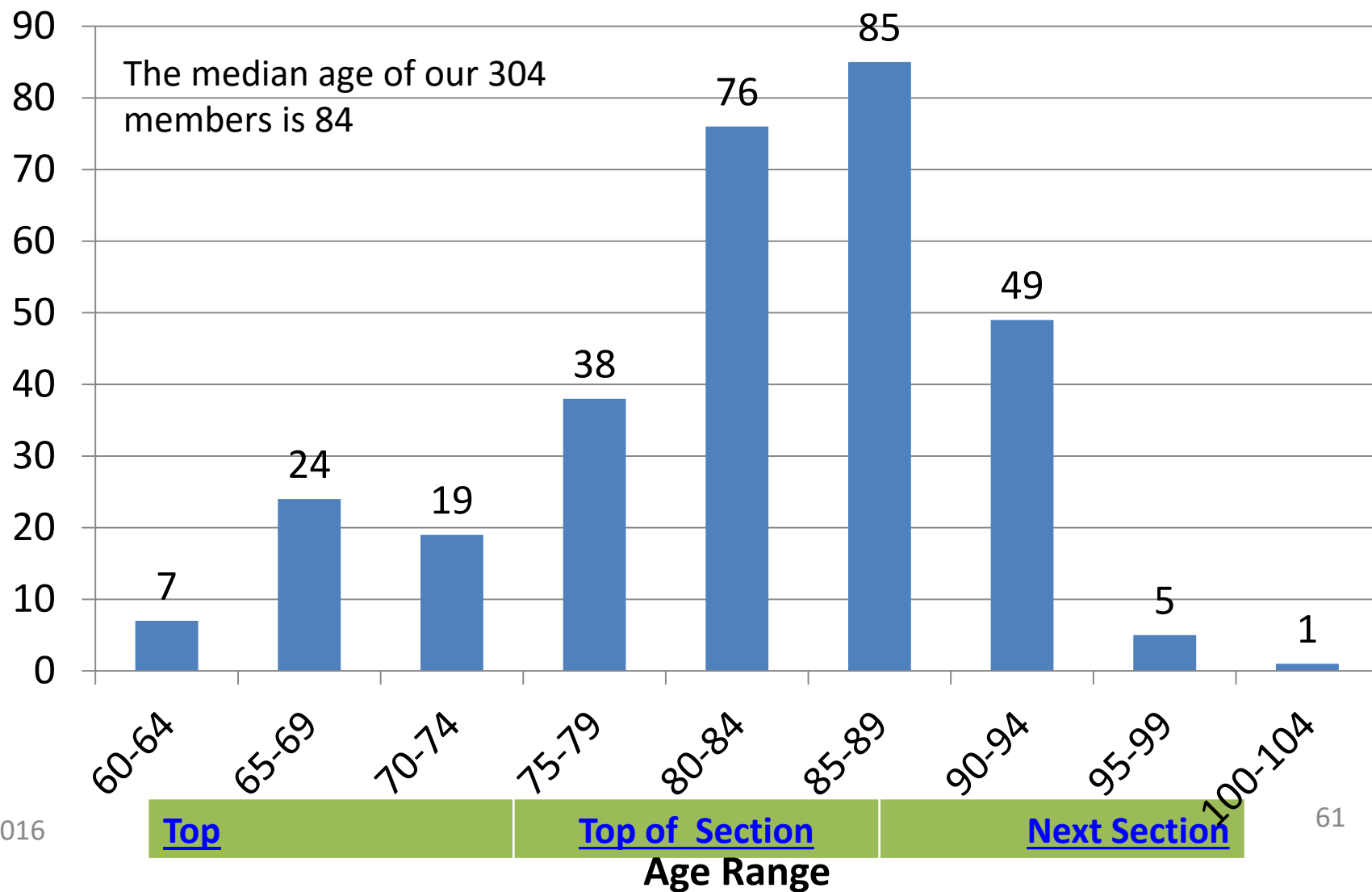


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

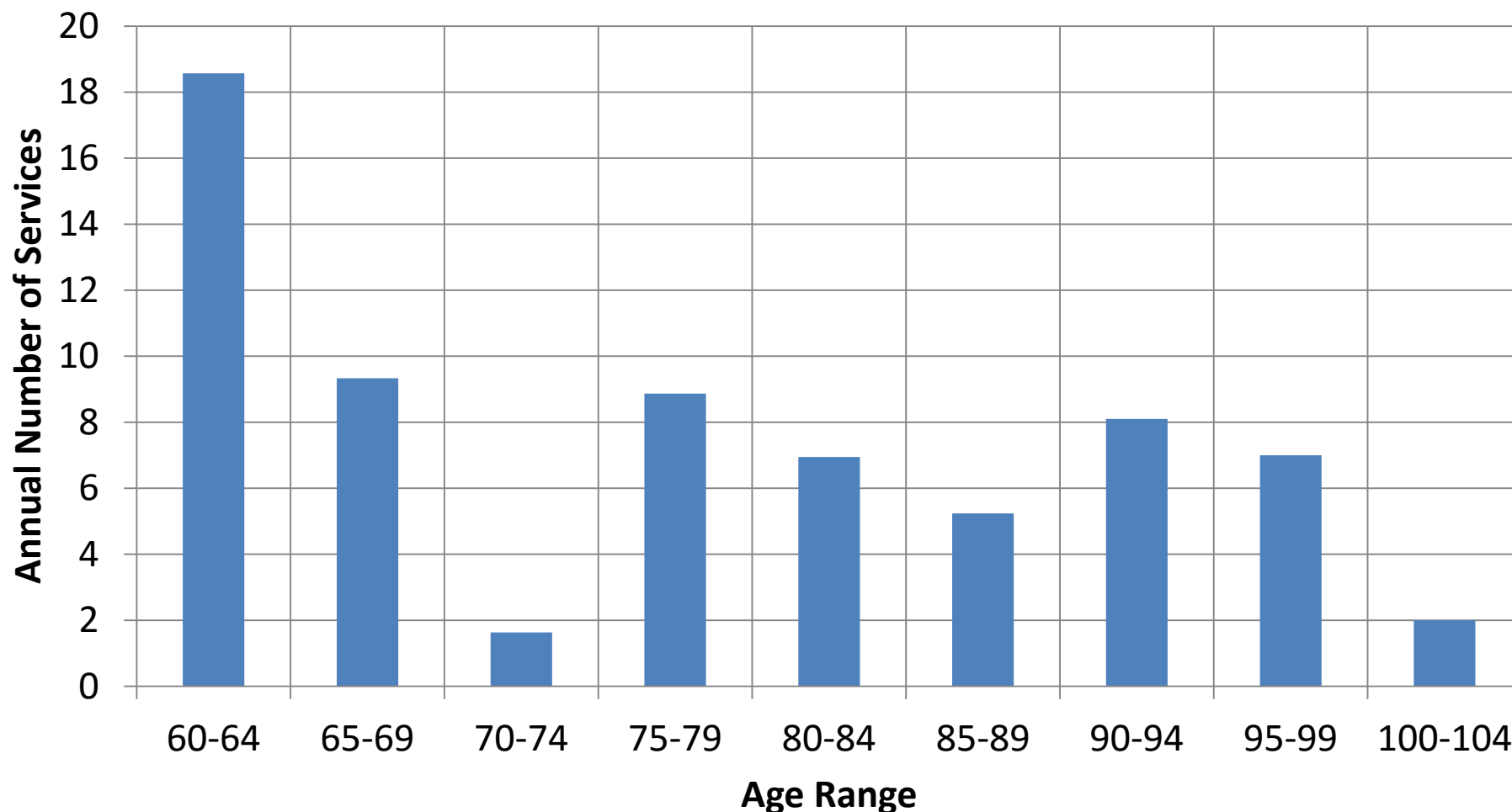
## Analysis by Age Group

- 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.

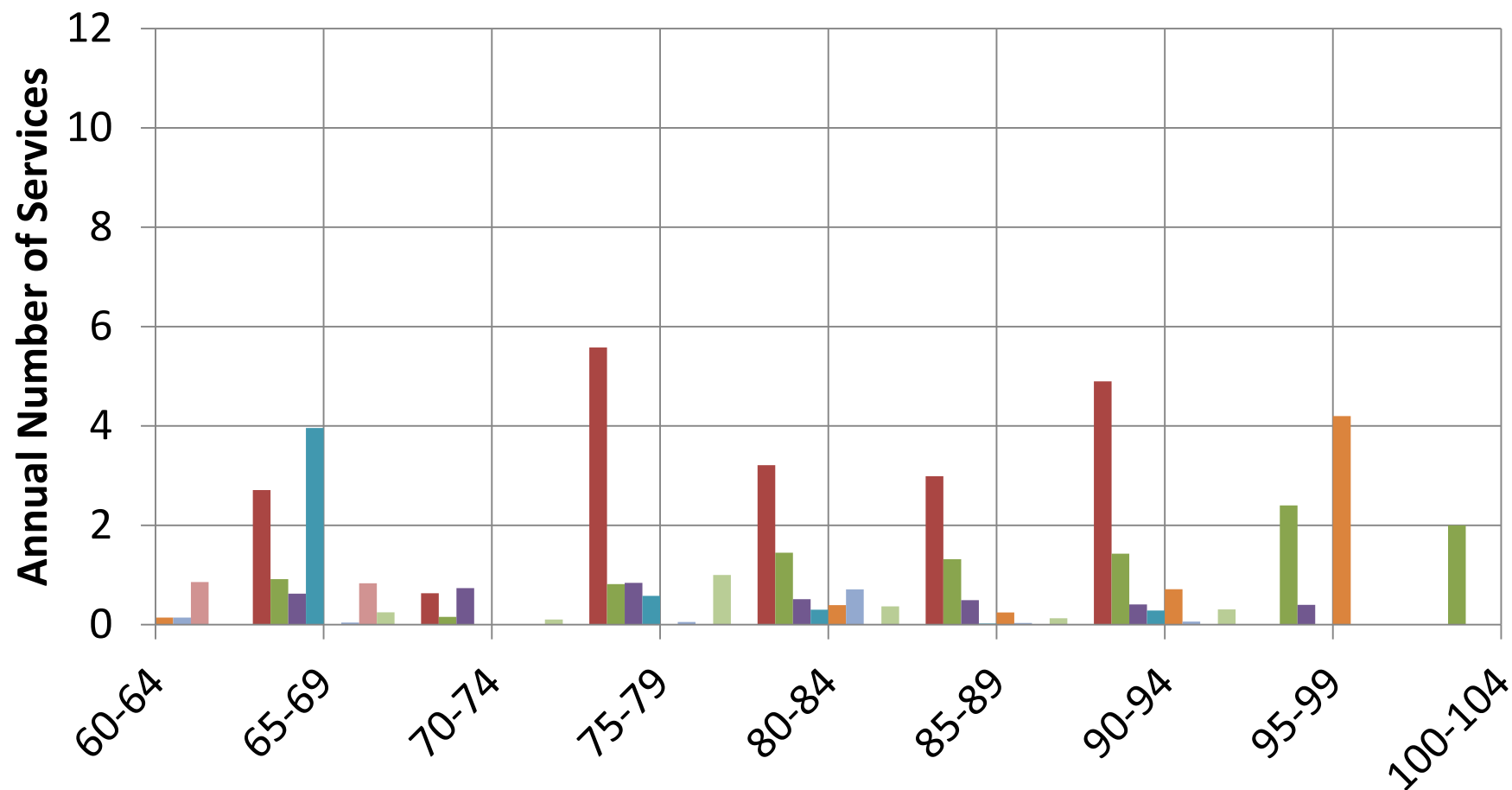
## Age of Members



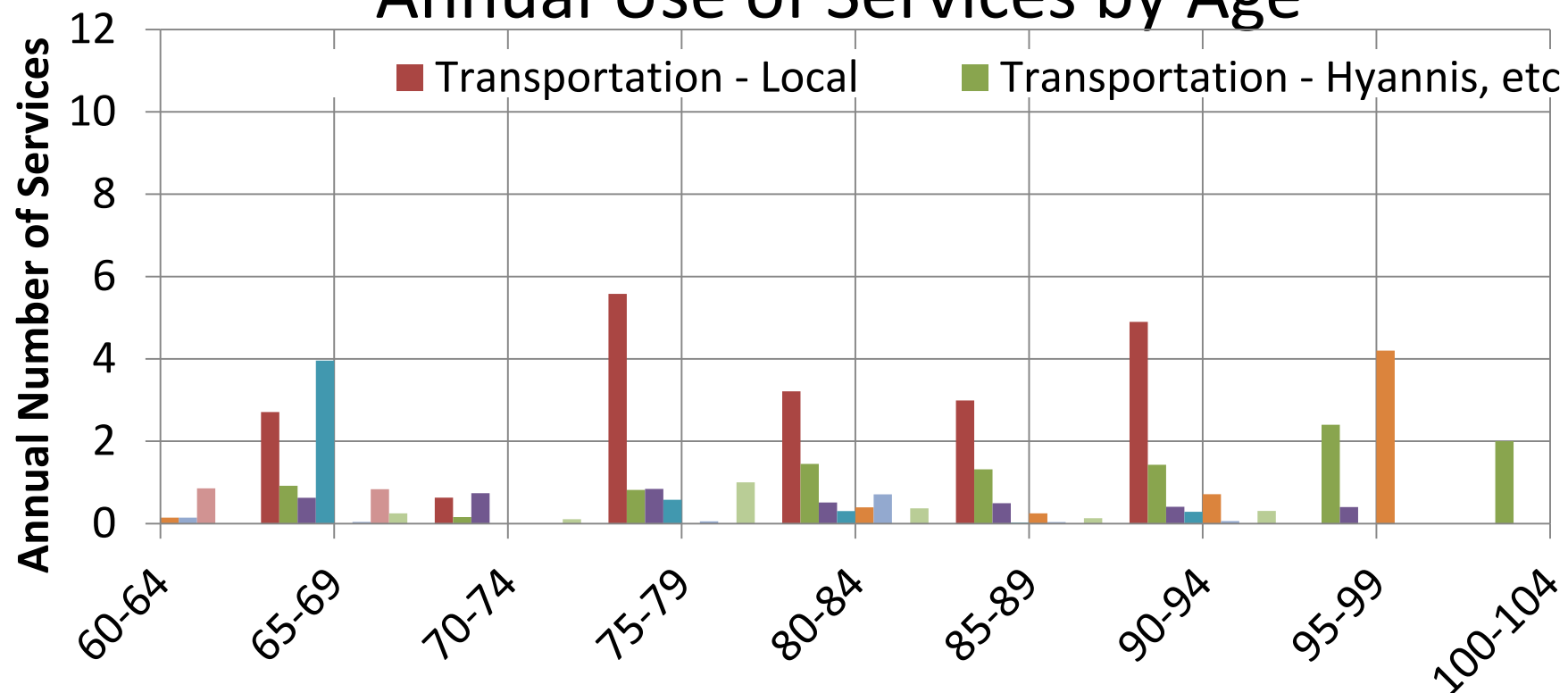
## Annual Rate of Services by Age Range



## Trends in Services



## Annual Use of Services by Age



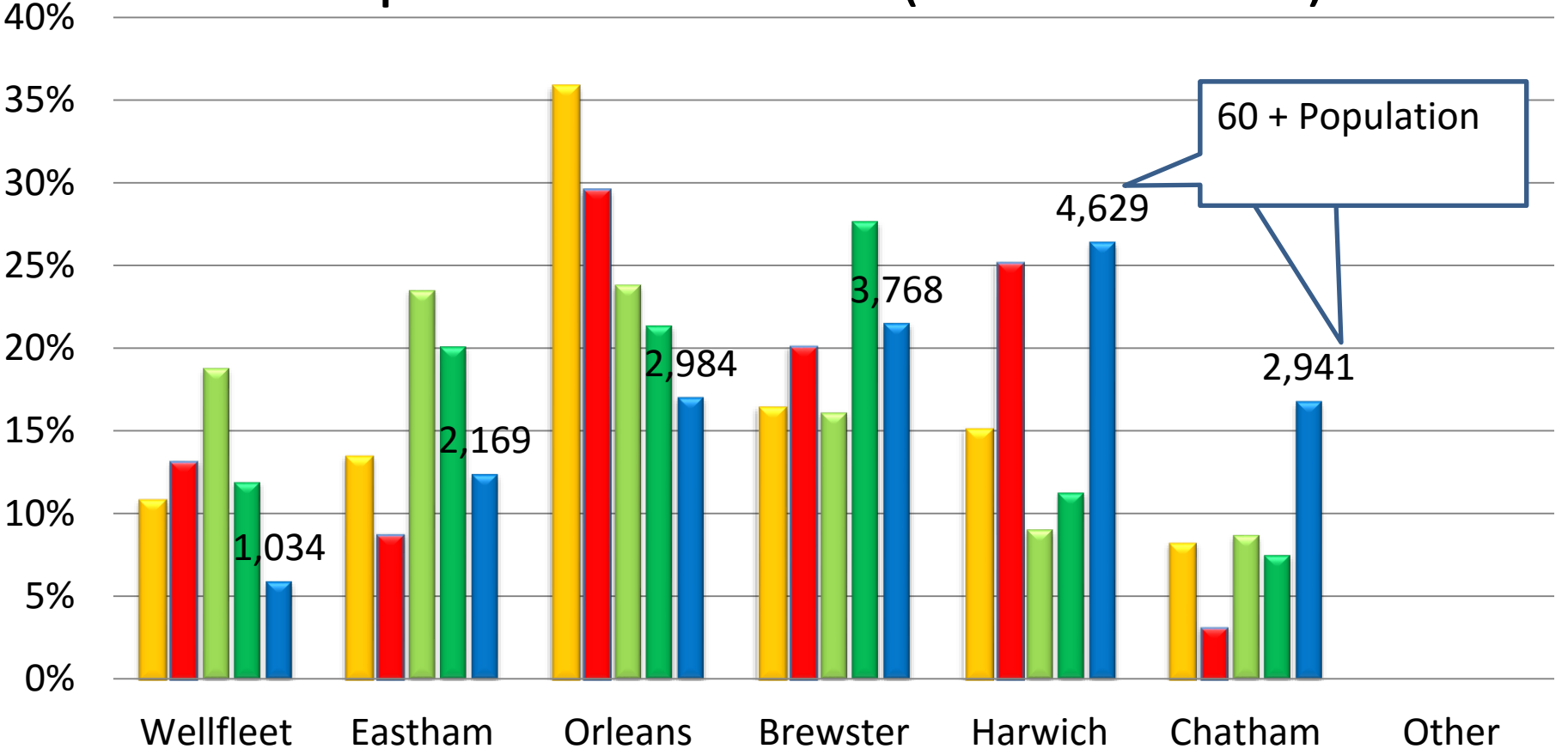







# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

- The balance between volunteers and members is **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.

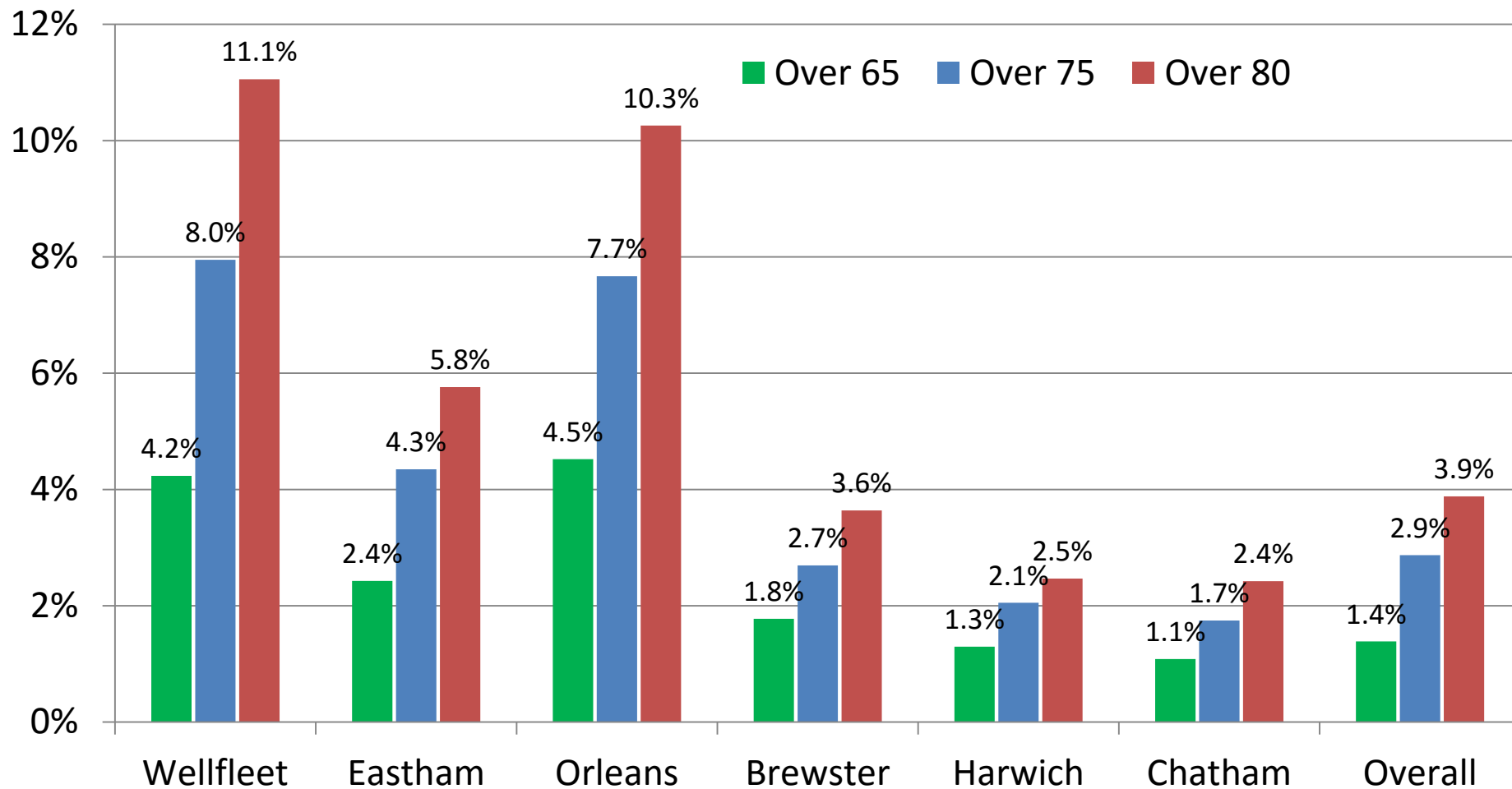
# Comparison of Towns (Last 4 Weeks)



-  % of Members
-  % of Services Requested by Members from Town
-  % of Volunteers
-  % of Services Provided by Volunteers from Town
-  % of 6 town area's 60+ Population

## 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	1051	114	308	38	38	2	1551
	Eastham	629	454	758	121	152	20	2134
	Orleans	35	66	1378	229	73	145	1926
	Brewster	4	34	487	425	279	16	1245
	Harwich	8	2	65	143	550	11	779
	Chatham		1	37	11	98	81	228
	Other	82	24	218	62	88	3	477
	<b>Total Used</b>	<b>1809</b>	<b>695</b>	<b>3251</b>	<b>1029</b>	<b>1278</b>	<b>278</b>	<b>8340</b>

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

57% 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	15		3		1		19
	Eastham	6	9	9	7	1		32
	Orleans		3	26	2	3		34
	Brewster		2	8	20	13	1	44
	Harwich				2	16		18
	Chatham			1	1	6	4	12
	Other	0	0	0	0	0	0	0
	Total Used	21	14	47	32	40	5	159