

## Week 271 Member Services Report April 23, 2016



**Stony Brook Grist Mill , Brewster MA**

[By Chris Sanfino](#)

## Summary of the Past Week

- This [was a busy week](#).
- We were [able to fill](#) **all** service requests.
- We needed **23** [phone calls to fill services](#), a reasonable amount.
- Volunteers overwhelmingly signed up online this past week.
  - 74% of services were filled online
  - 07% of services were filled by phone
  - 00% of services were filled by email and
  - 19% of services were filled by private arrangement
- We have an analysis of [Why Members Quit](#) and an analysis of [Cancellation Reasons](#).
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- Requests by members were less than two weeks ago, but still fairly high.
  - Last Week: 47 volunteers performed 51 services for 37 households and covered 10 office shifts. In total, with 5 filled cancellations we filled 66 assignments. In addition, 5 more requests were cancelled before volunteers were found.
  - Last Month: 81 volunteers performed 210 services for 70 households. We also covered 40 office shifts.
  - Last Year: 212 volunteers performed 2290 services for 208 households.
- We have **308** members and **309** volunteers.
  - The median age of our members is 84 .
  - The median age of our volunteers is **69**.
  - Our waiting has **11** people .
  - People on the waiting list have waited a maximum of 7 weeks.

## Looking Forward

- We have **367** [future service requests](#).
  - **14** future service requests have been cancelled
  - **12** services needed to be filled for next week.
  - **77** 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?

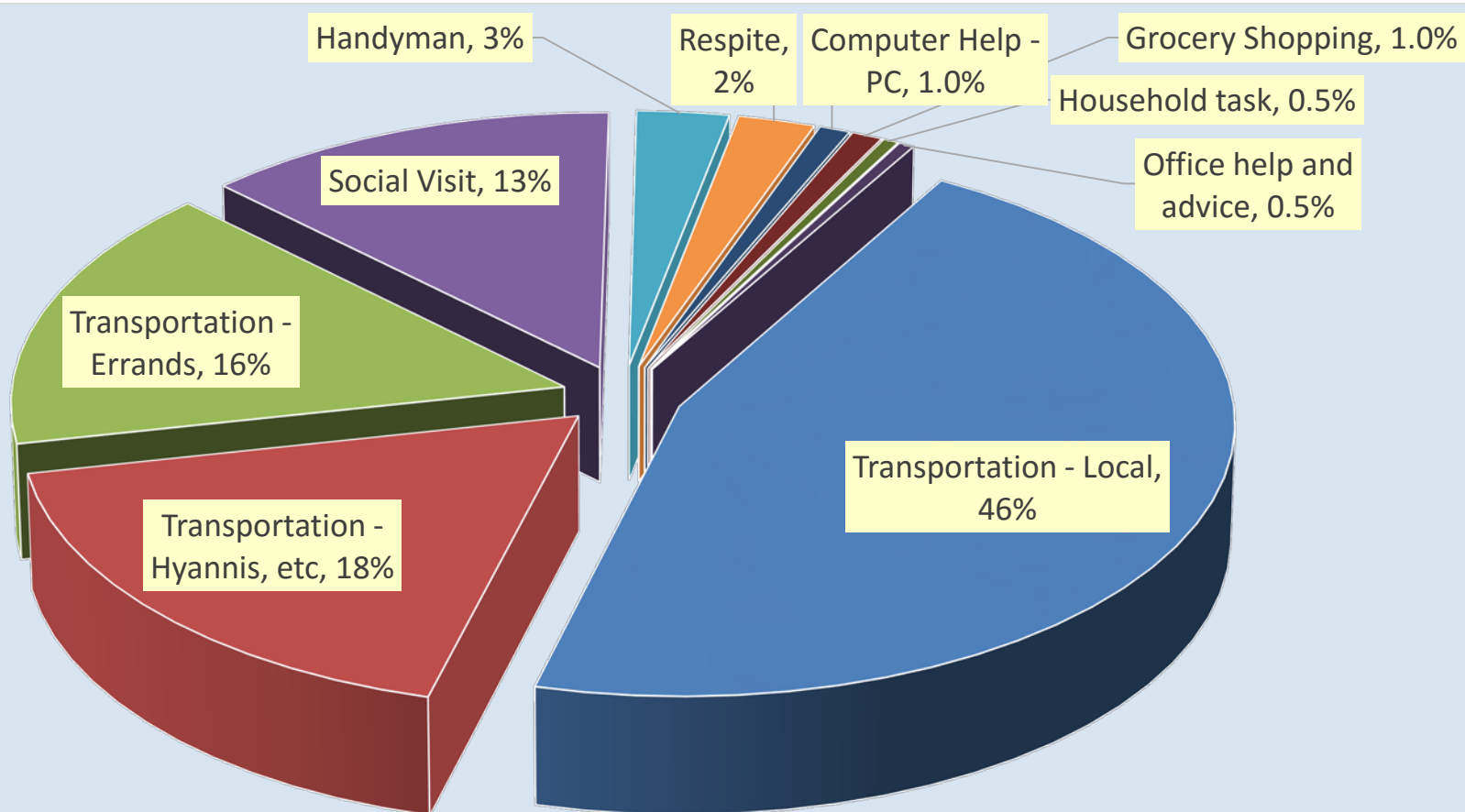
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**80%**).
- 70 households( 27%) received 210 services in the last four weeks
- The annual rate of services rose to **10** per year per household.
- The 10% most needy members used over **65%** of services.
- In addition to **51** services performed in the last week, an additional **14%** were cancelled.

## Services in the Last 4 Weeks

4/23/2016

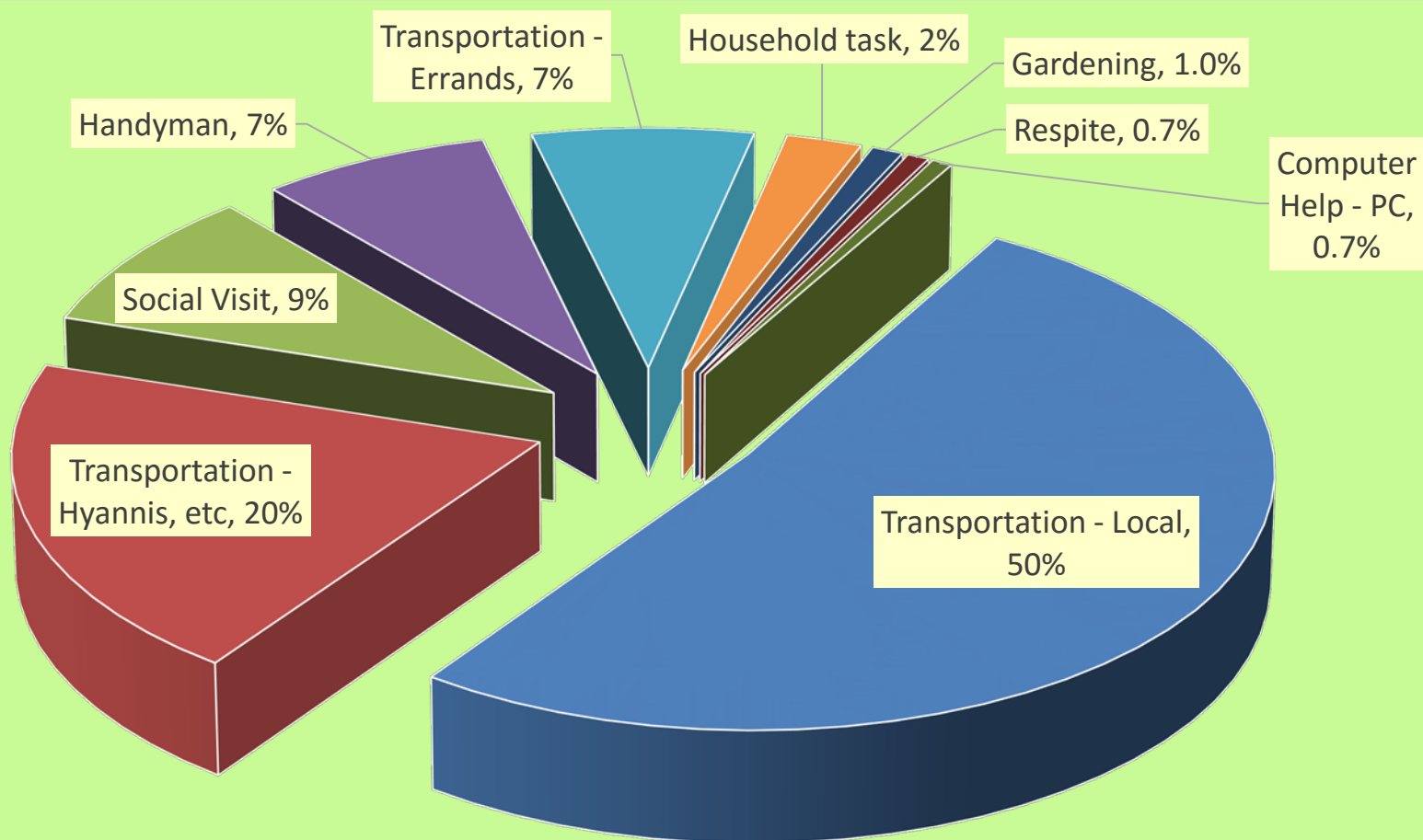


70 households used 210 services in the last four weeks



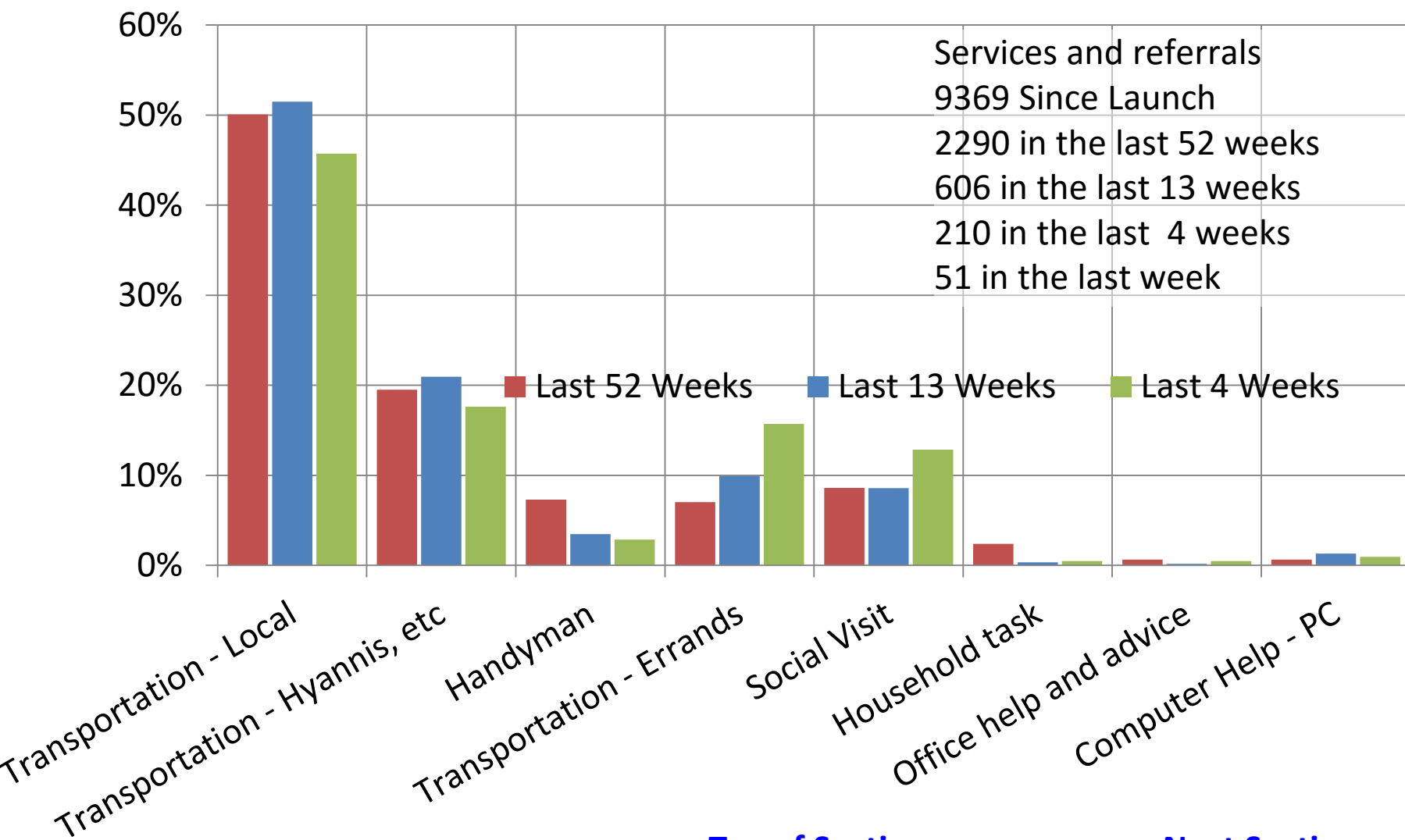
## Services in the Last 52 Weeks

4/23/2016



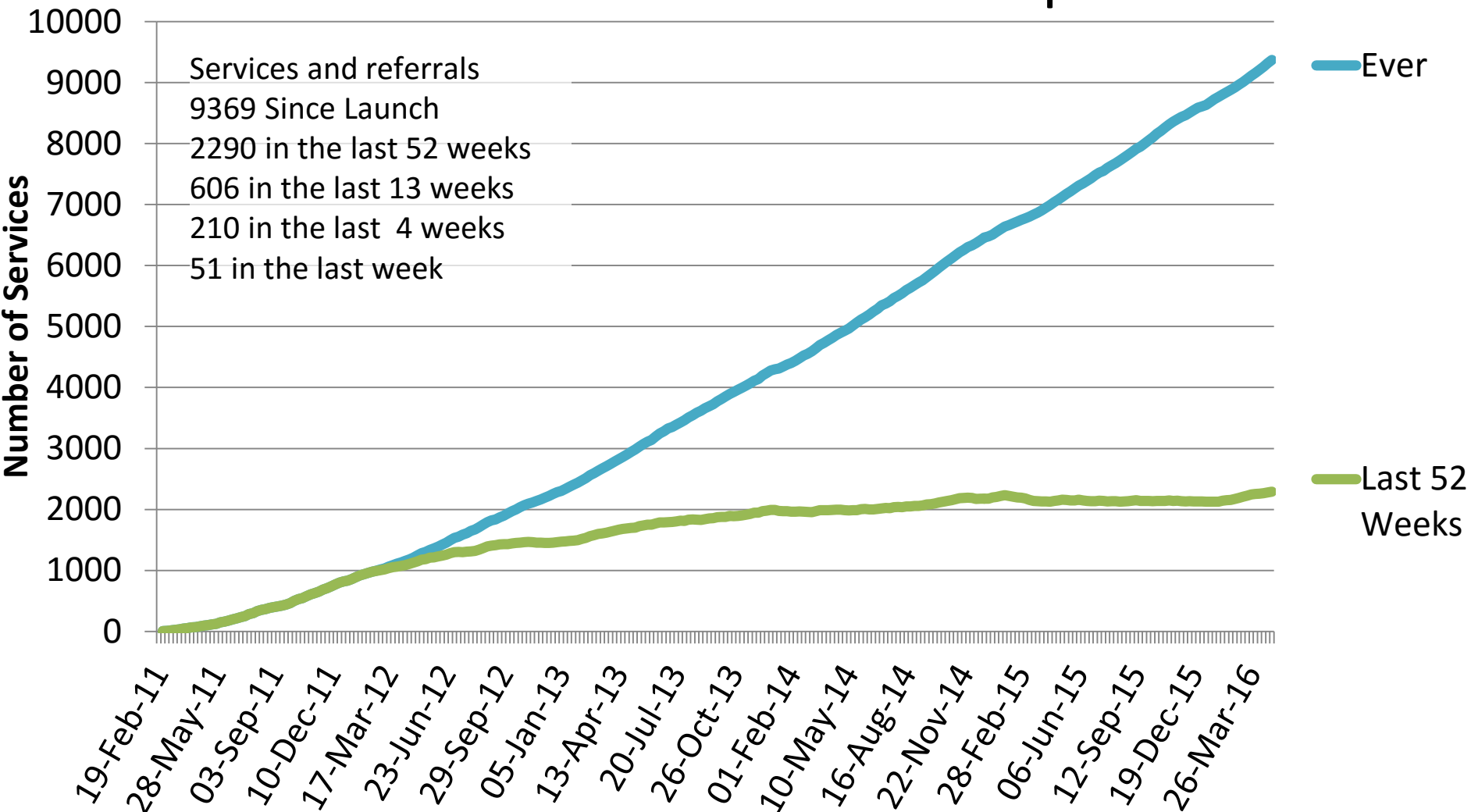
208 households used 2290 services in the last 52 weeks

## Trends in Services

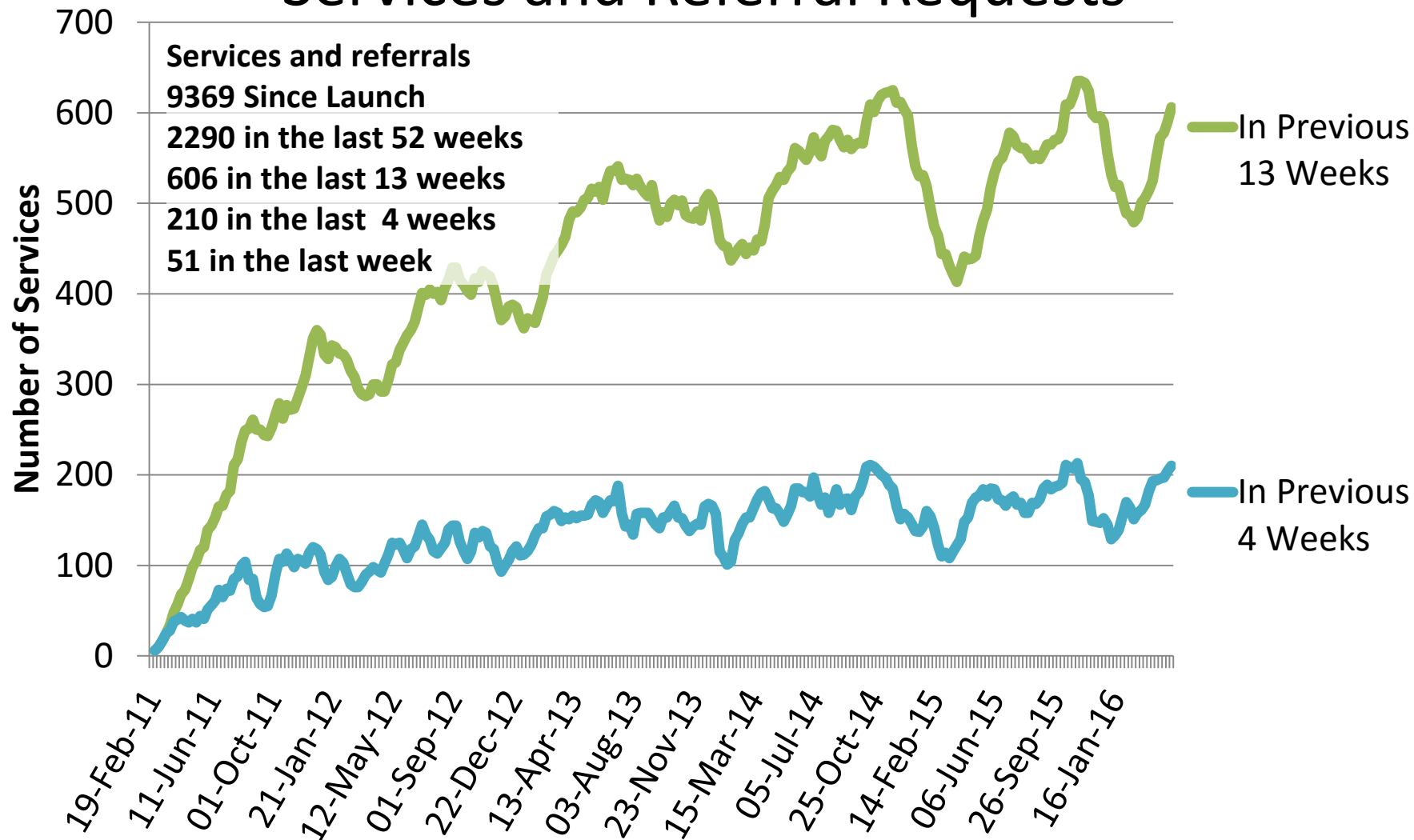




# Services and Referral Requests

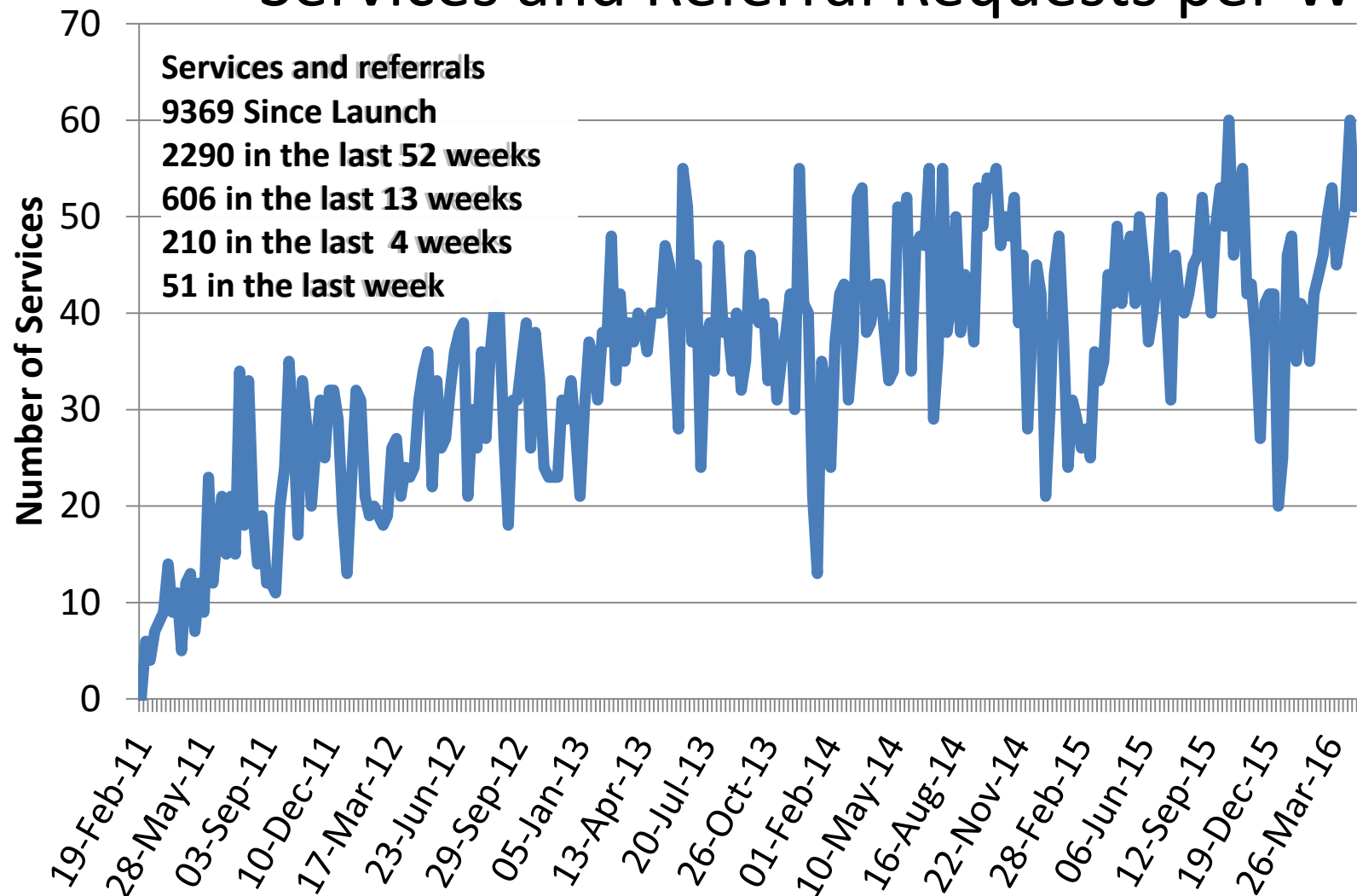


## Services and Referral Requests

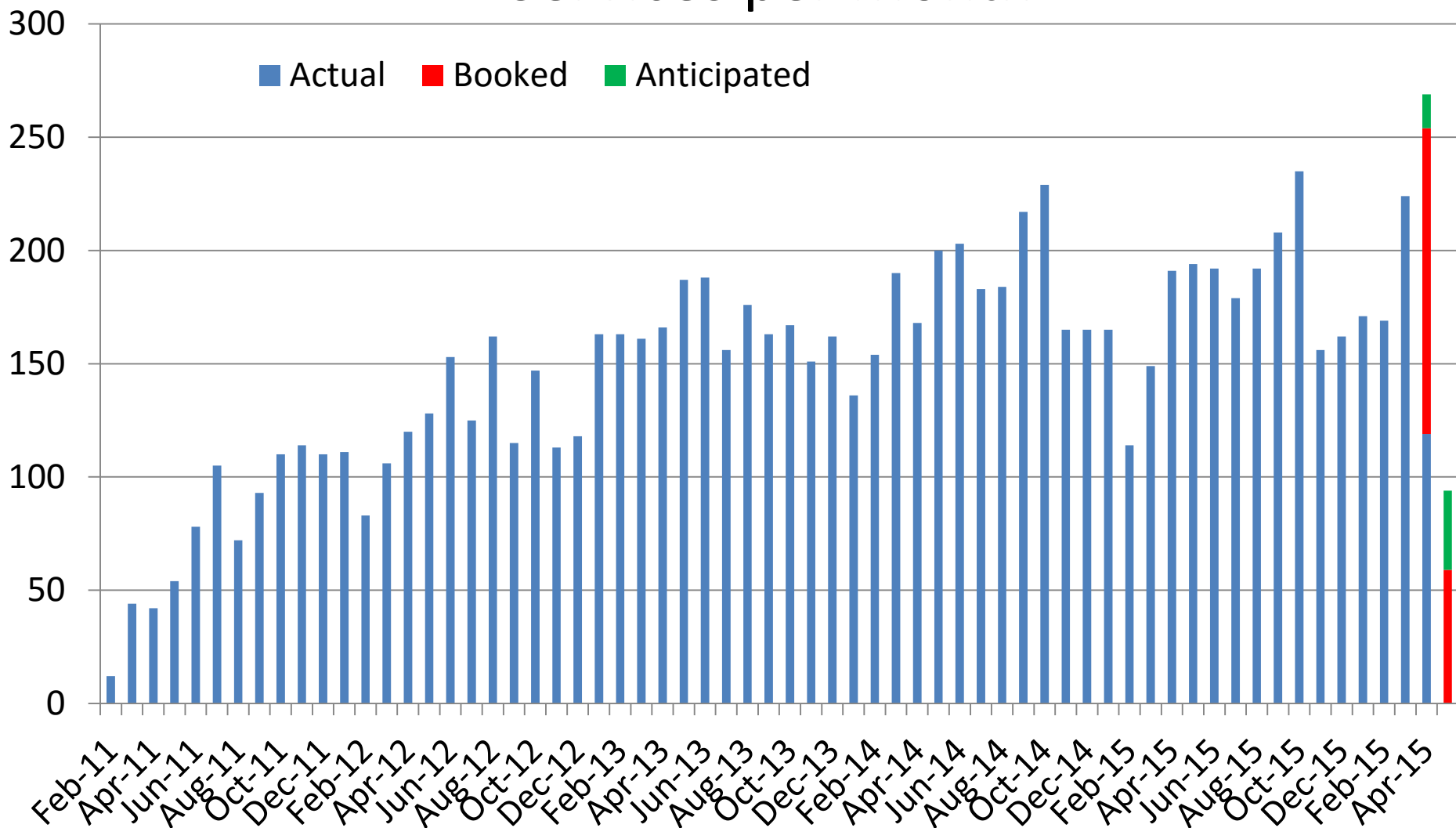




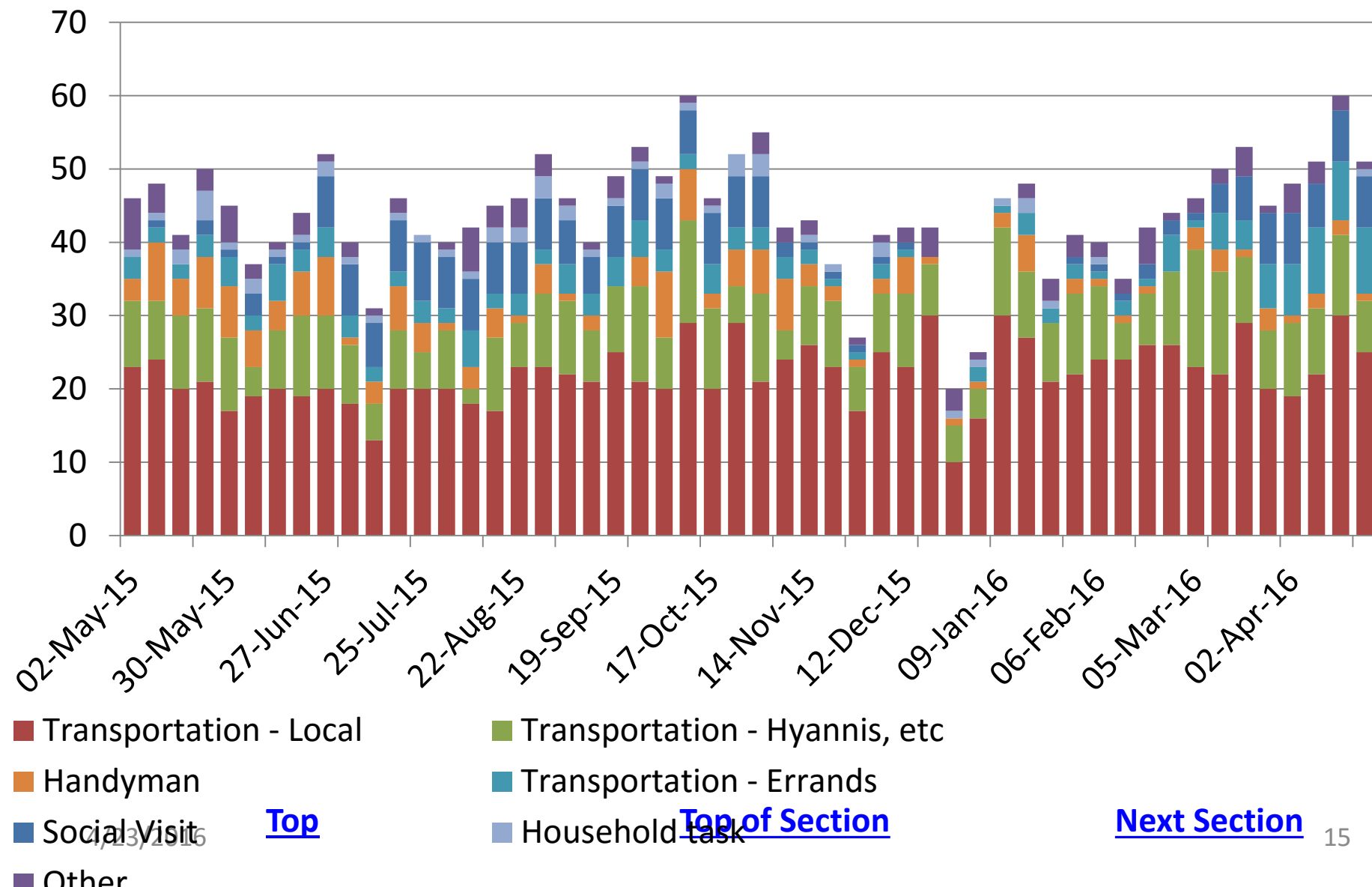
# Services and Referral Requests per Week



## Services per Month



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



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household task

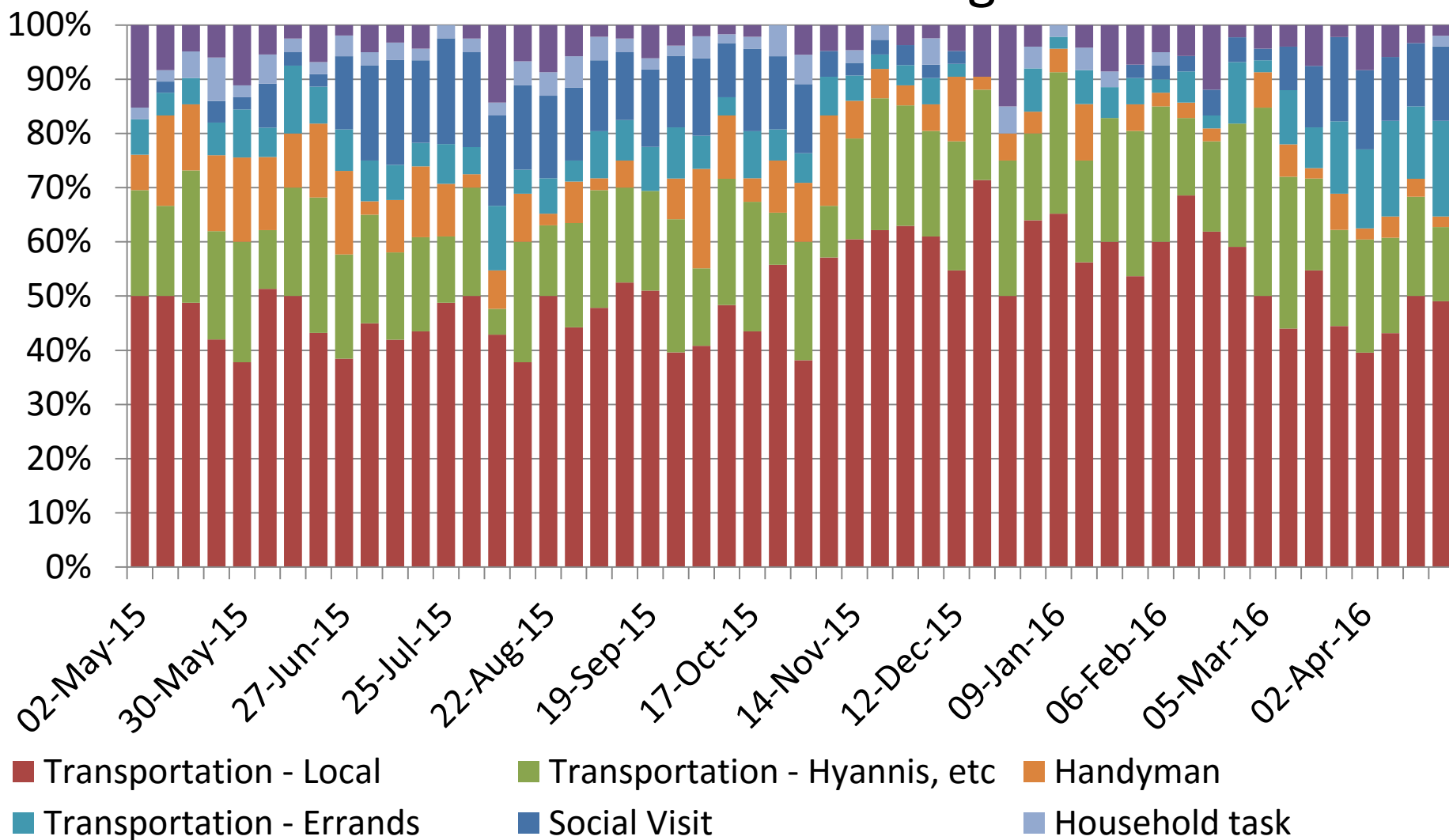
Other

[Top](#)

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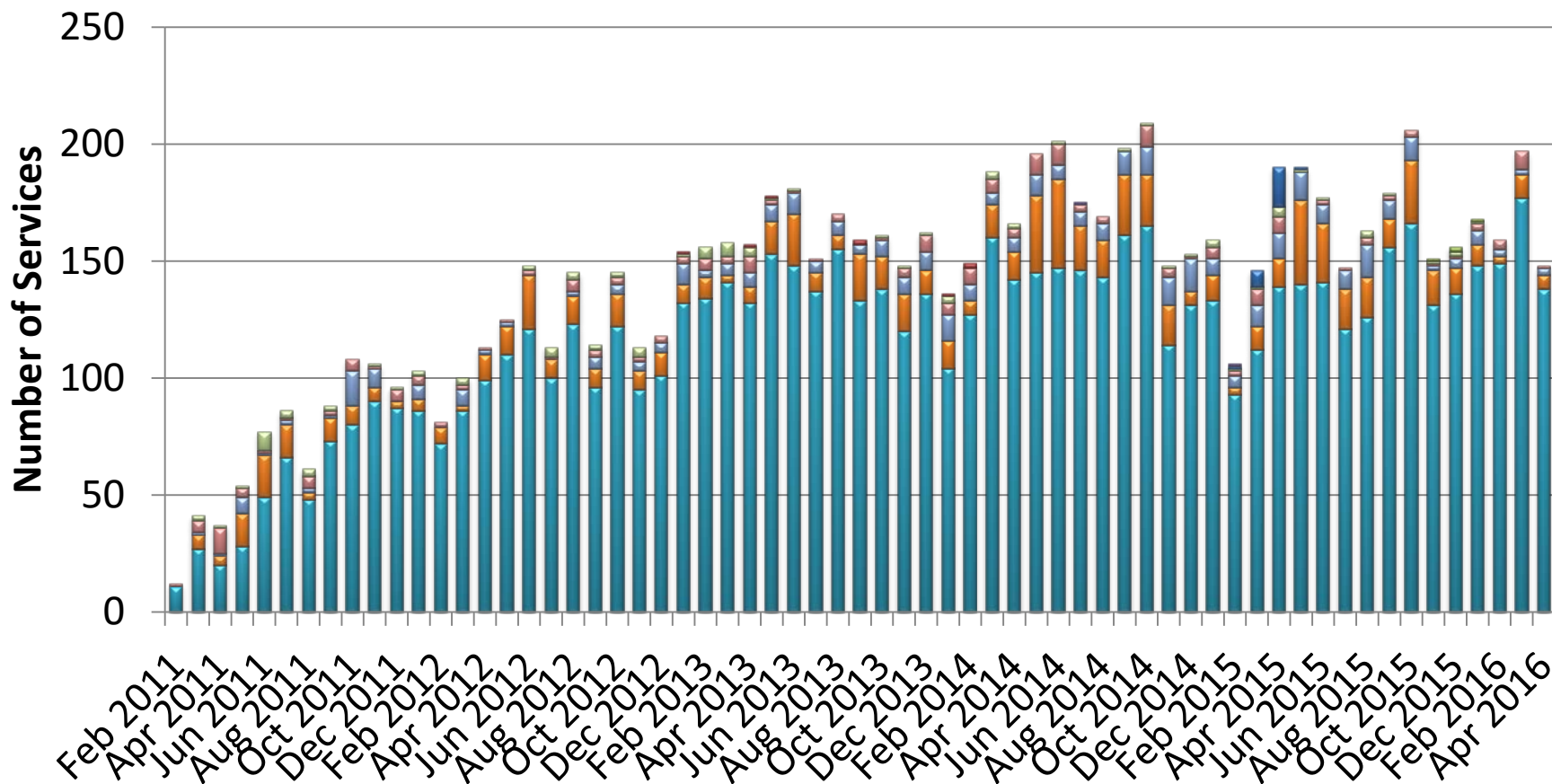
[Next Section](#)

## Variation on a Percentage Basis





## Service Categories



Transportation - Volunteer

Home Maintenance

In-Home Support

Technology

Referrals

Wellness

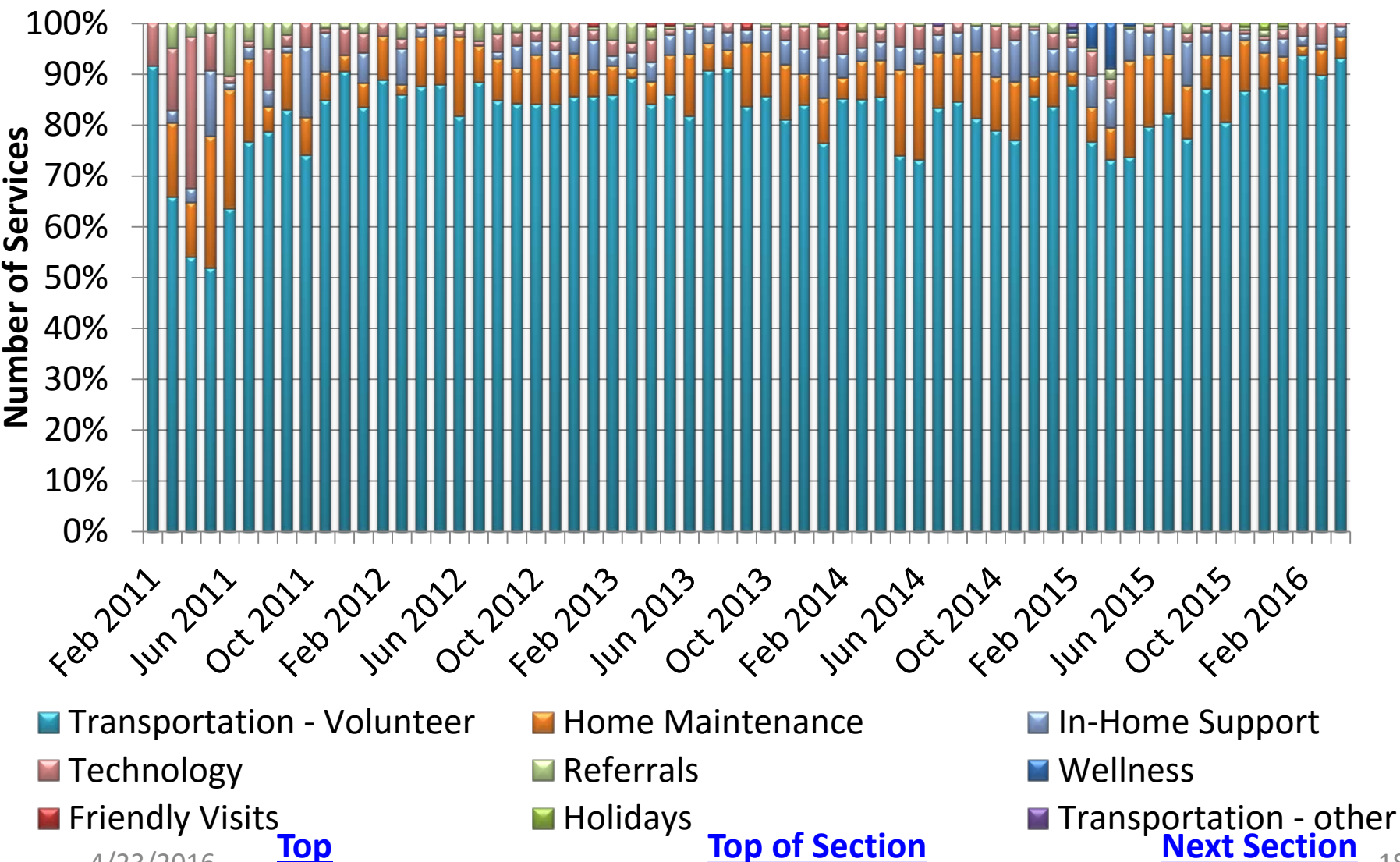
Friendly Visits

Holidays

Transportation - other



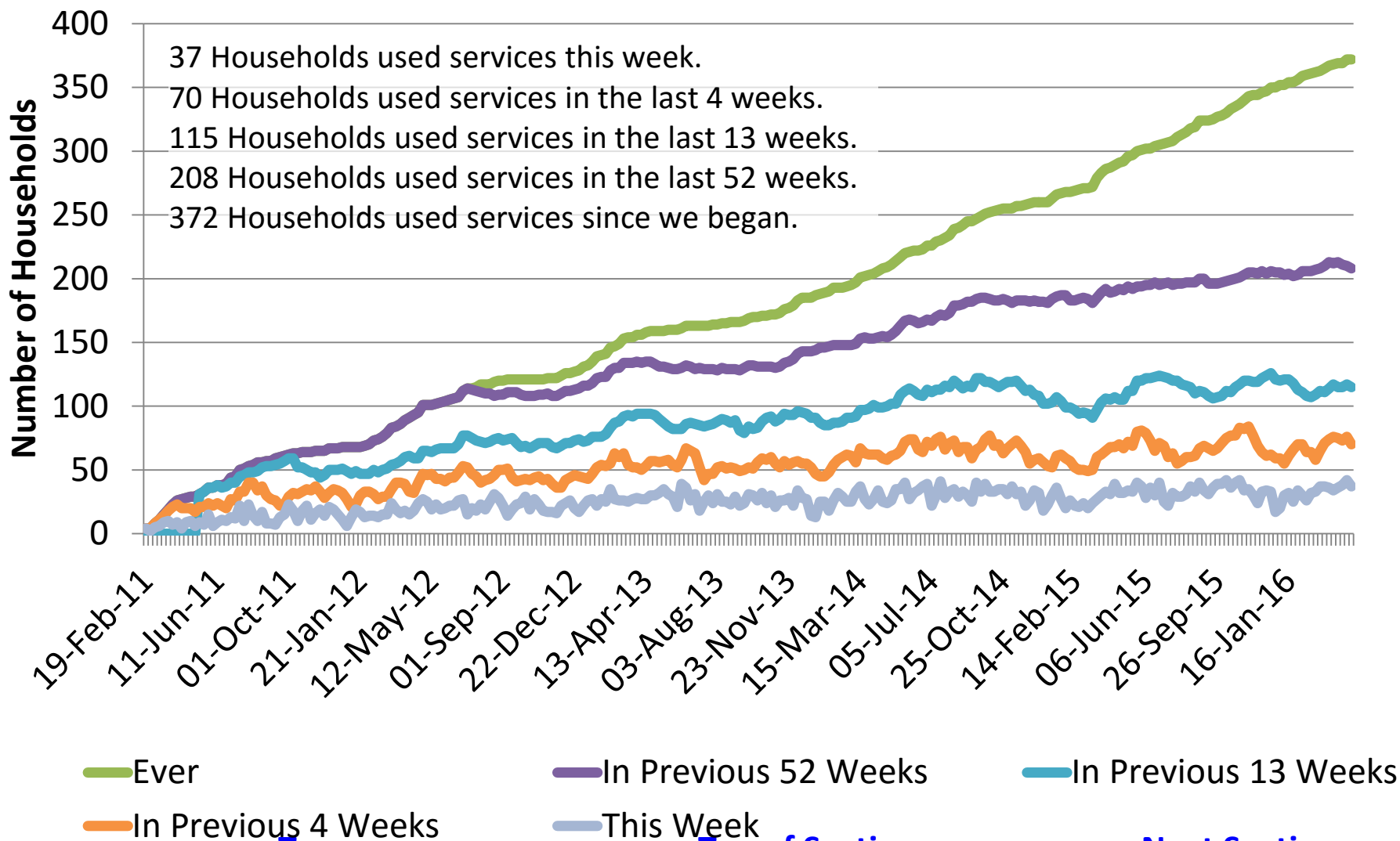
# Service Categories Variation on a Percentage Basis



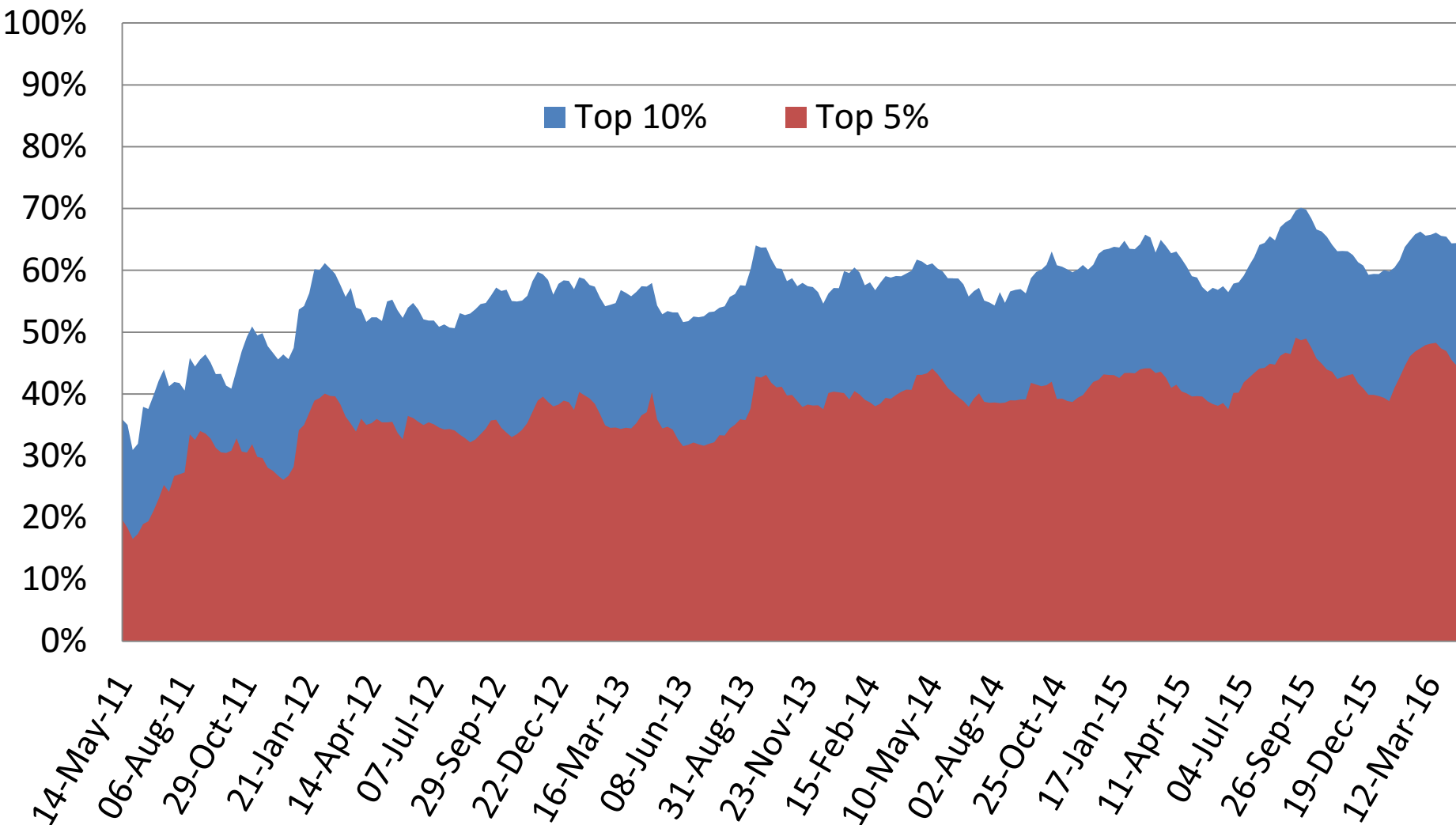
# HOW MANY HOUSEHOLDS USE SERVICES?



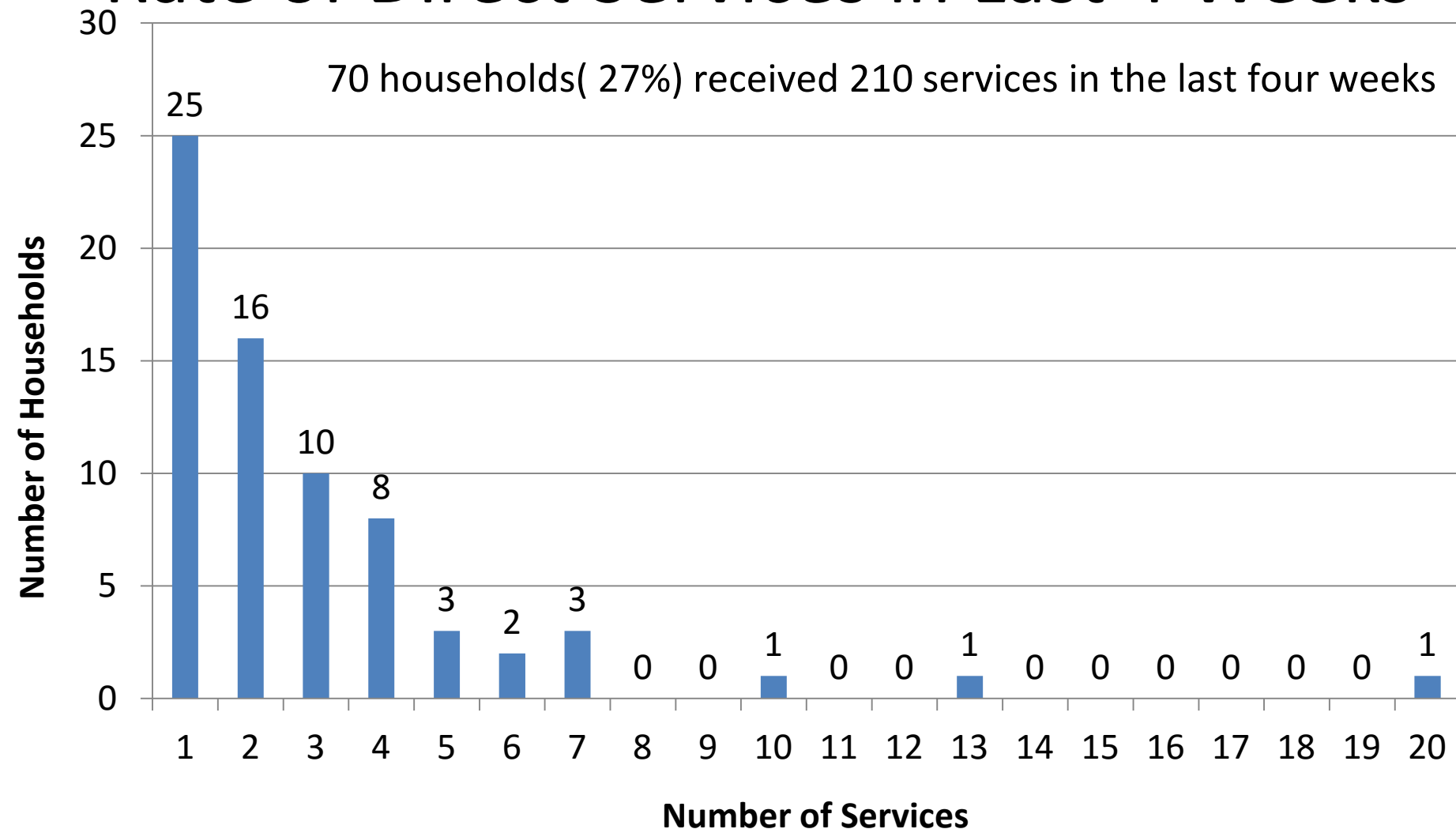
## How Many Households Served



## Heaviest Users of Services

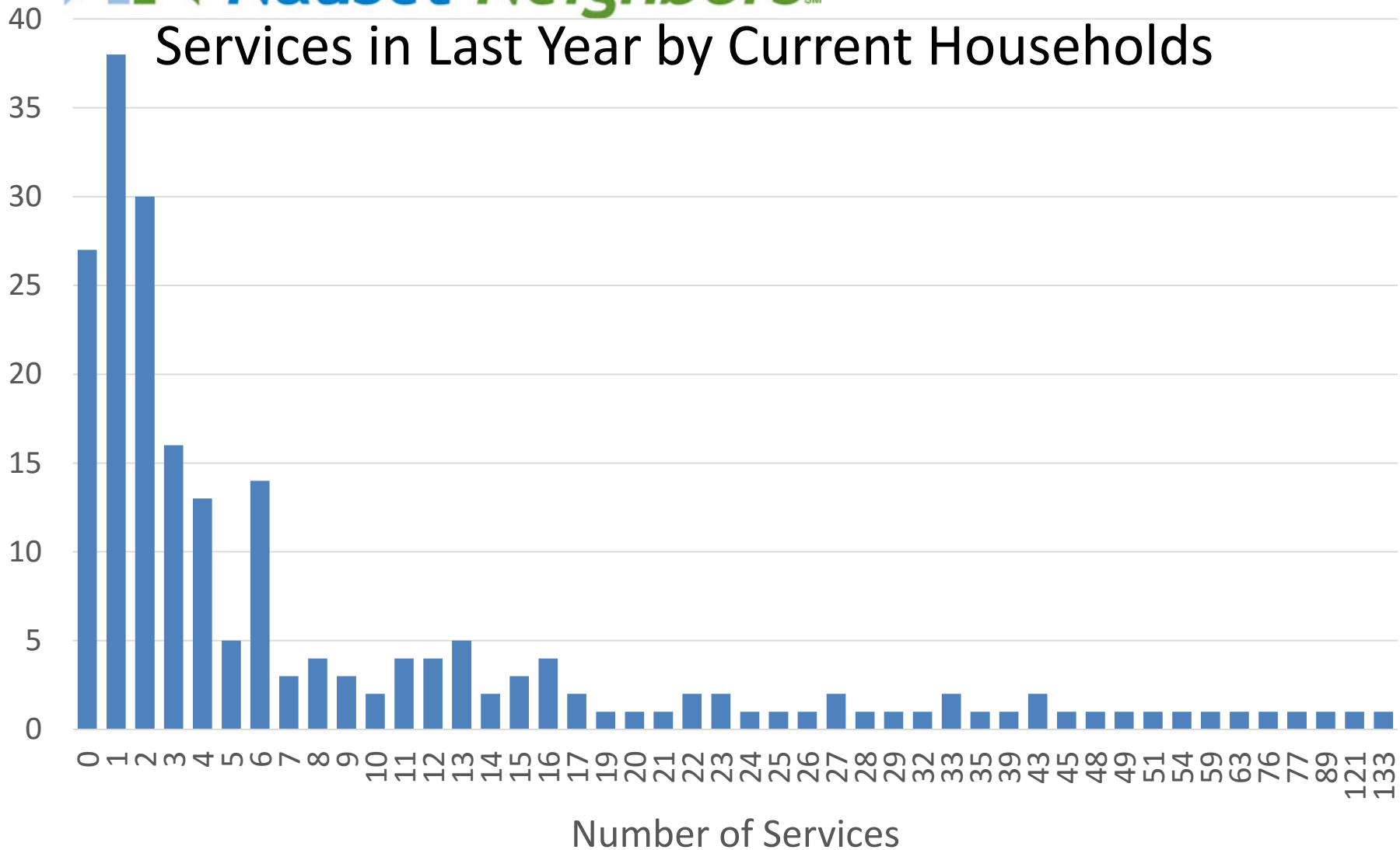


# Rate of Direct Services in Last 4 Weeks



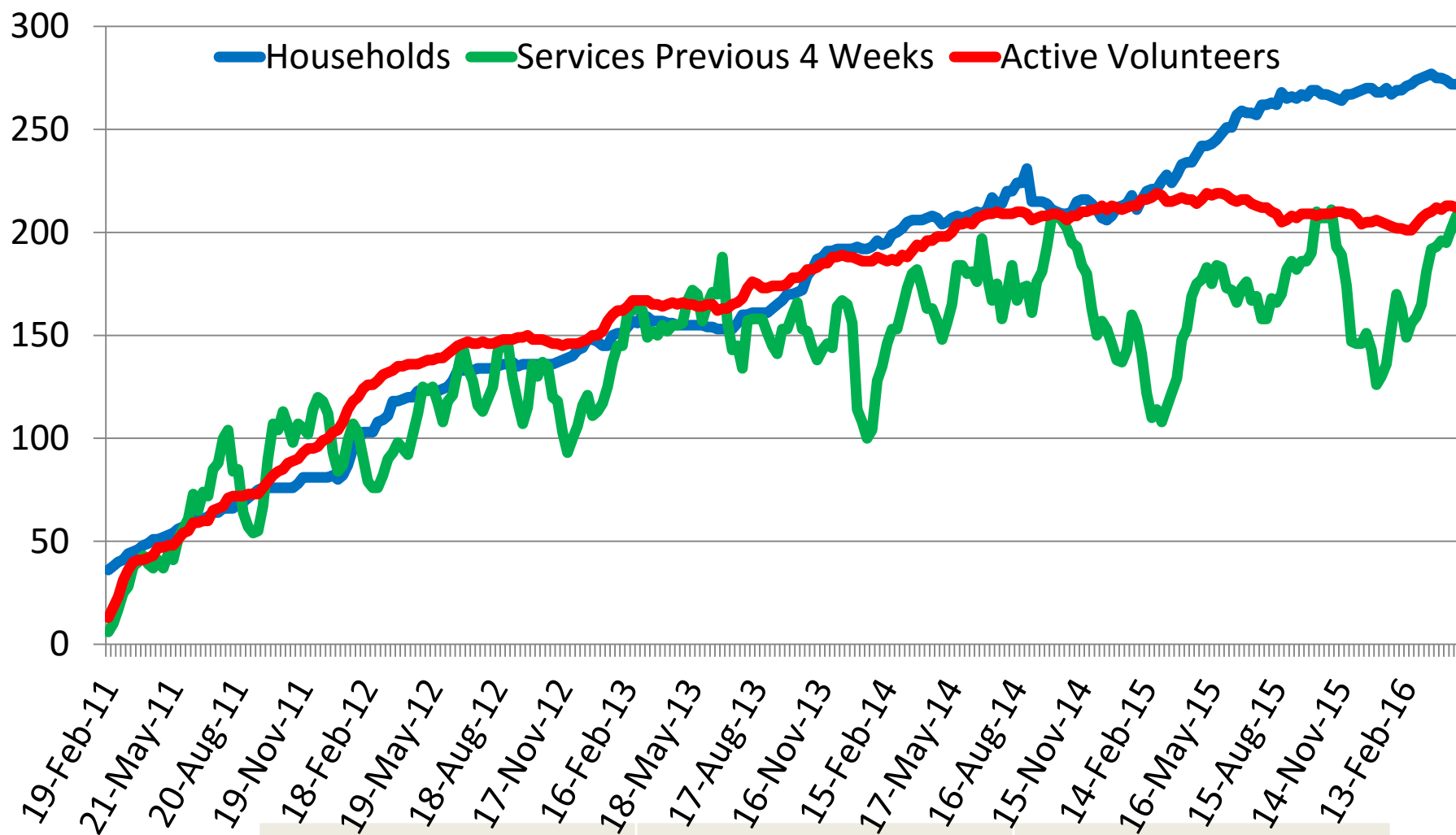
## Services in Last Year by Current Households

Number of Households





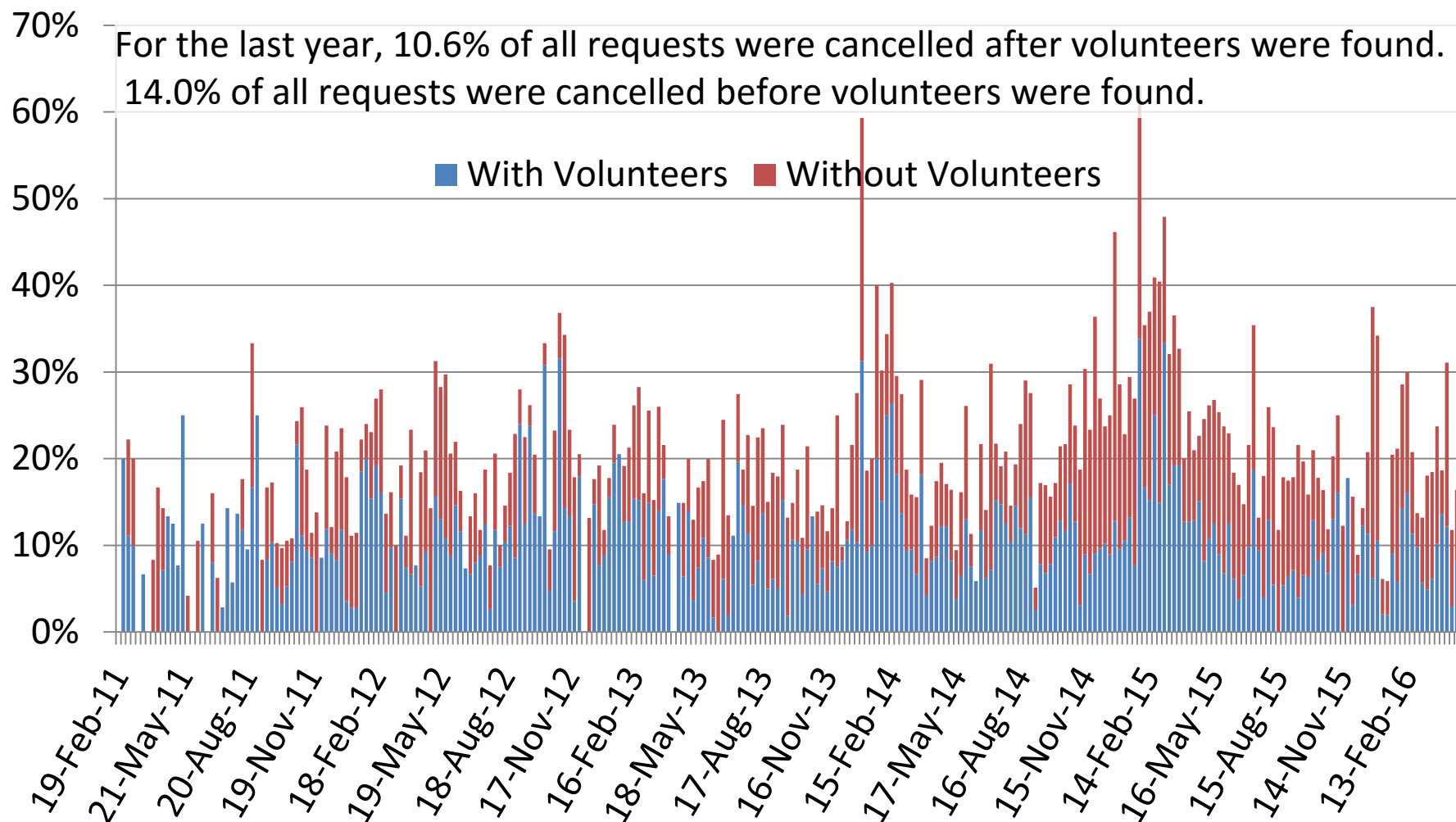
## Memberships, Active Volunteers, and Services per Month





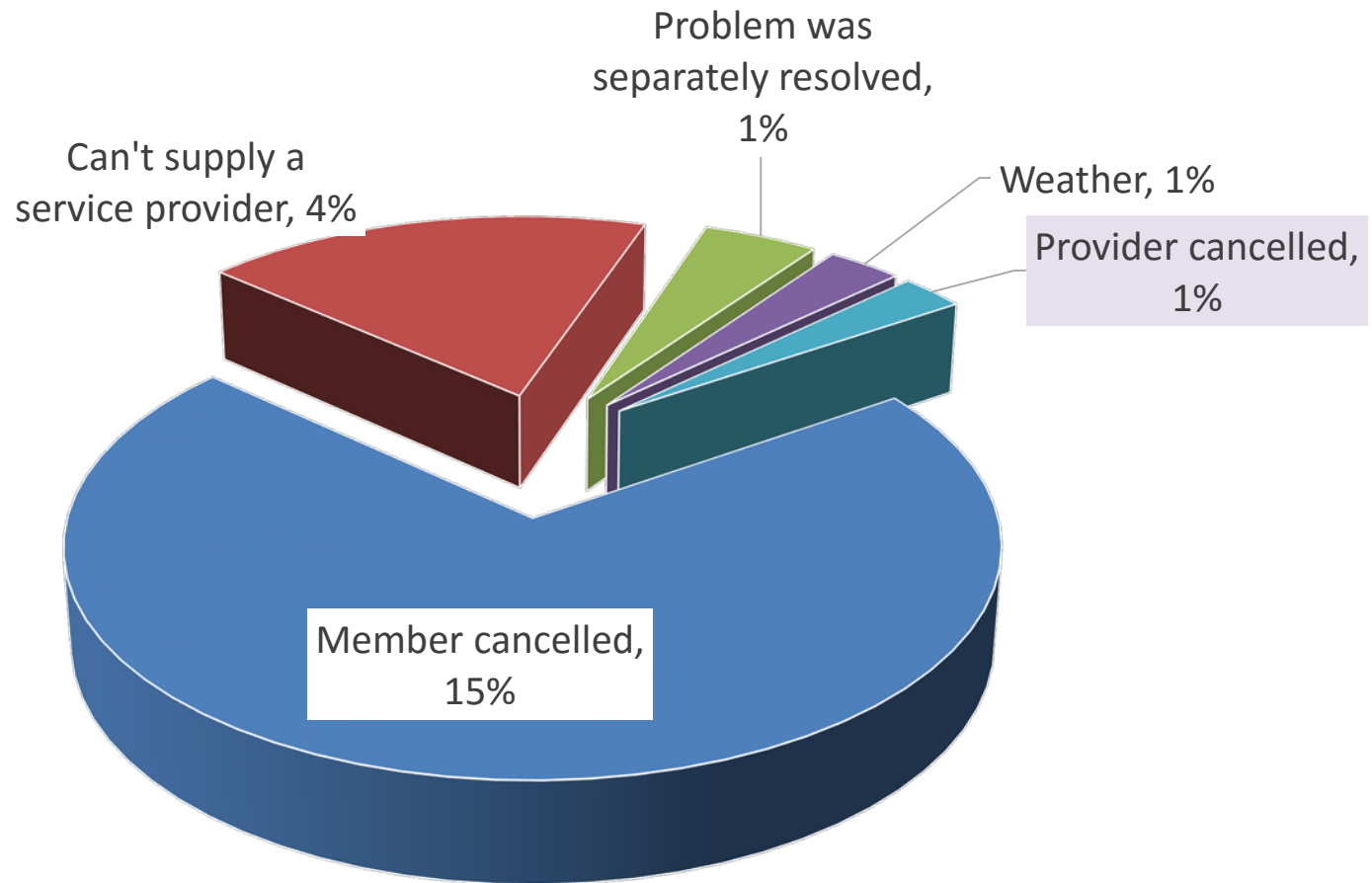
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



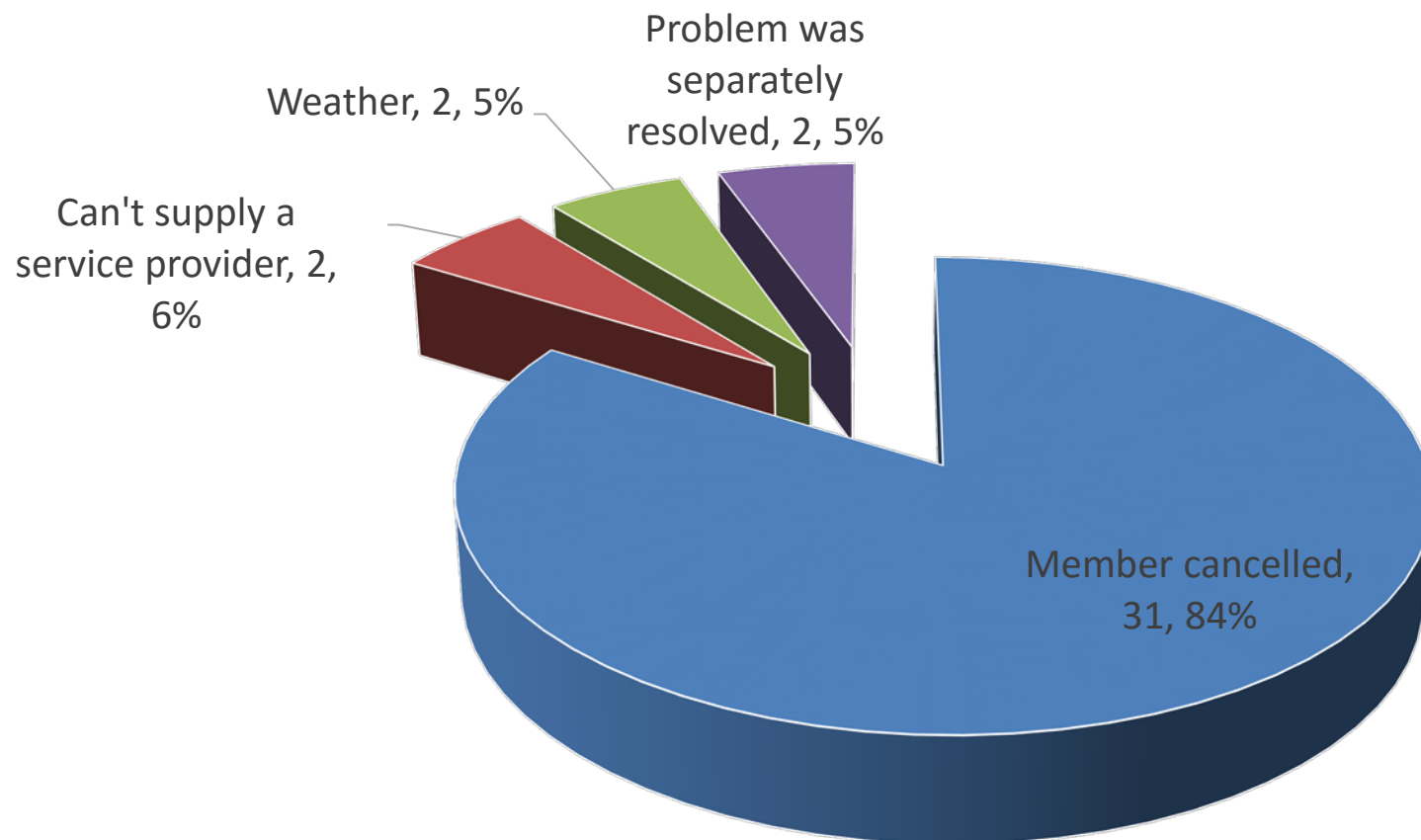
## Cancellation Reasons (Last 52 Weeks)

In addition to 2290 services performed last year, an additional 21% were cancelled.

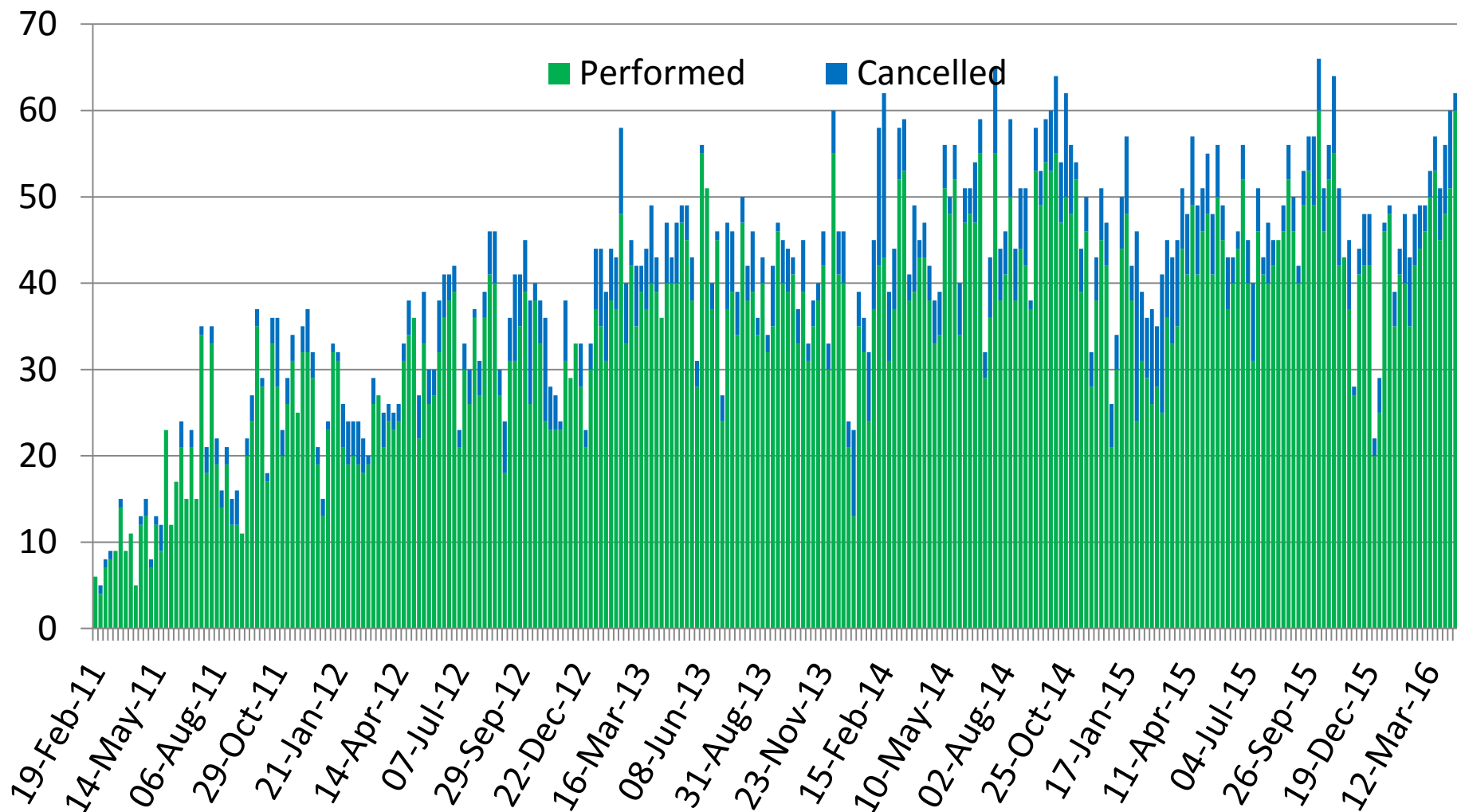


## Cancellation Reasons (Last 4 Weeks)

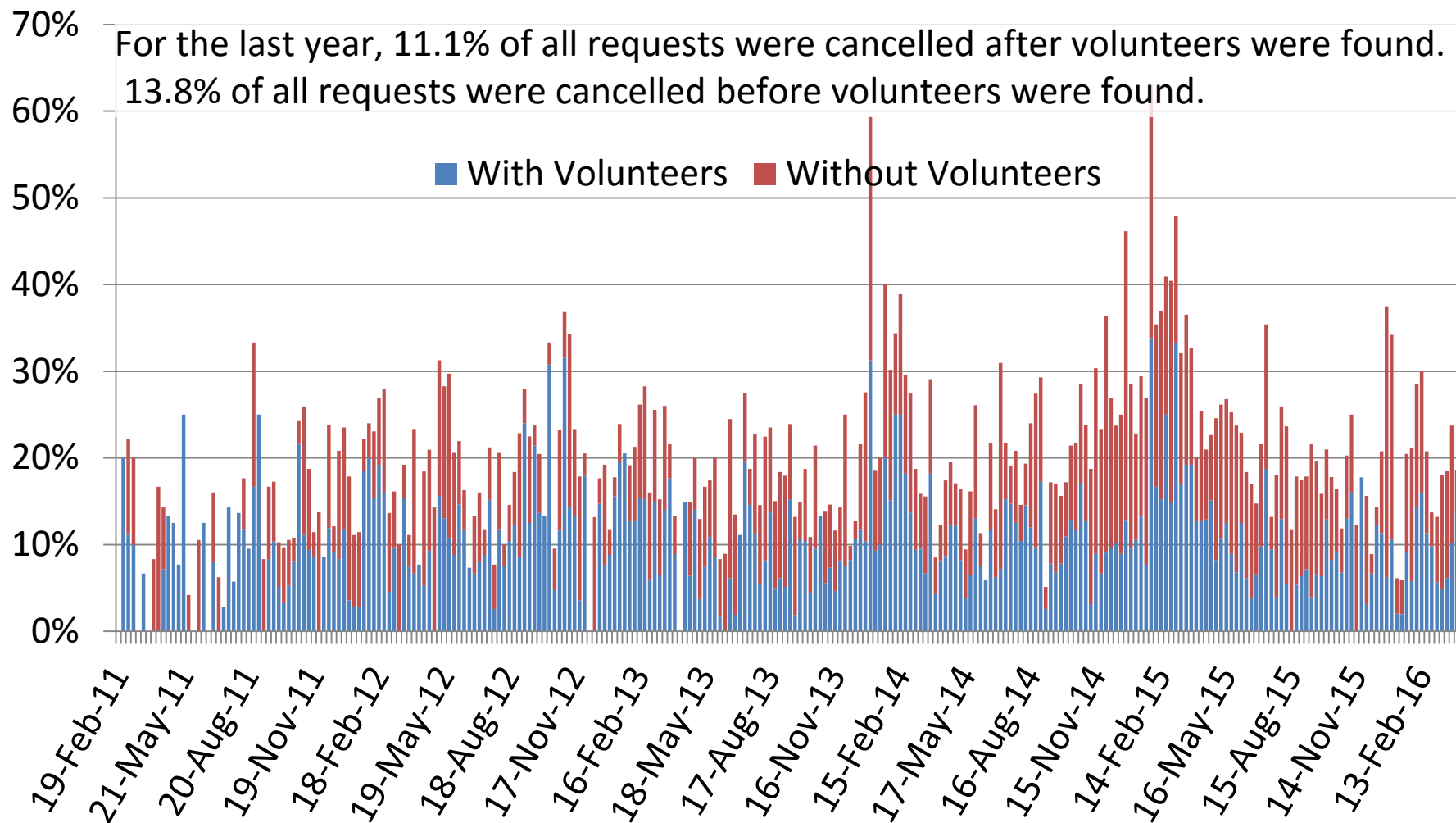
In addition to 210 services performed in the last four weeks, an additional 18% were cancelled.



## Services Filled



## All Cancelled Services



# RETENTION

## WHY MEMBERS QUIT

# Why Members Quit

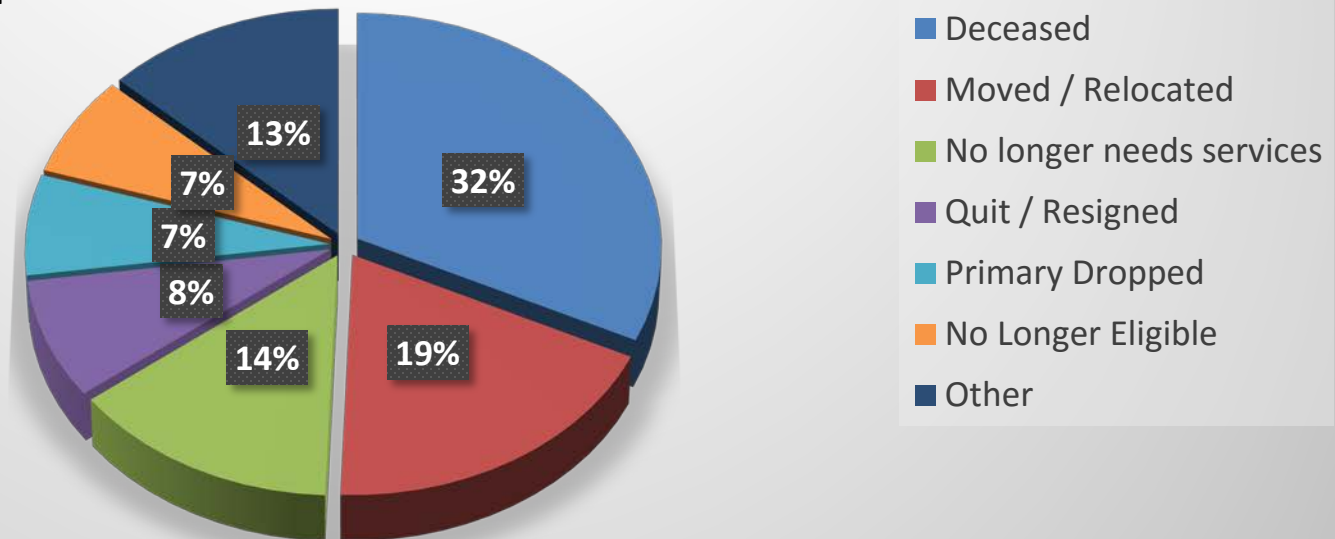
- Since we began in February 2011, we have had a total of 533 members, 243 of whom (46%) have dropped their membership
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services
- **26** households that are currently members have not asked for any services in the last year, which bears this out.



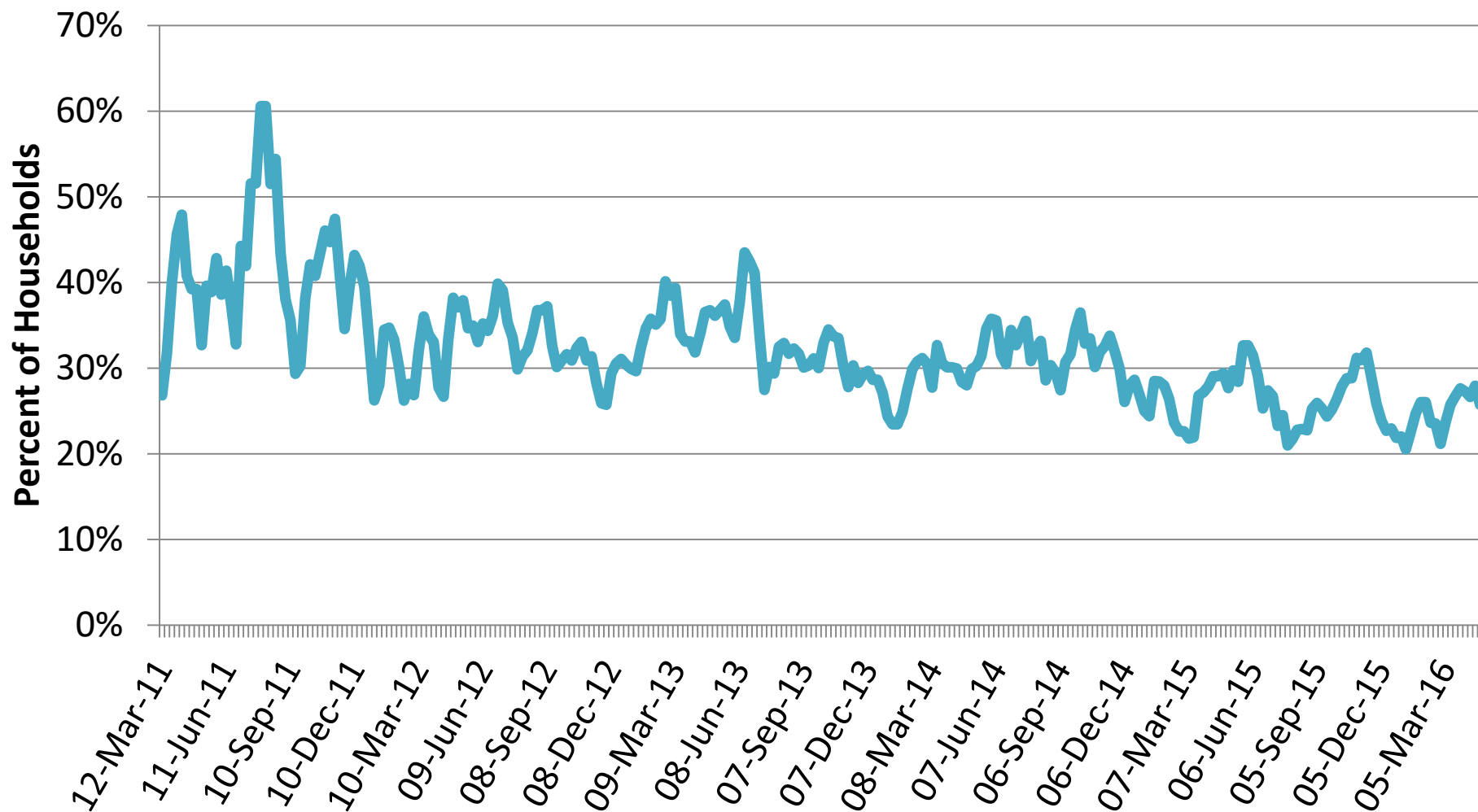
## Why Members Quit

4/23/2016

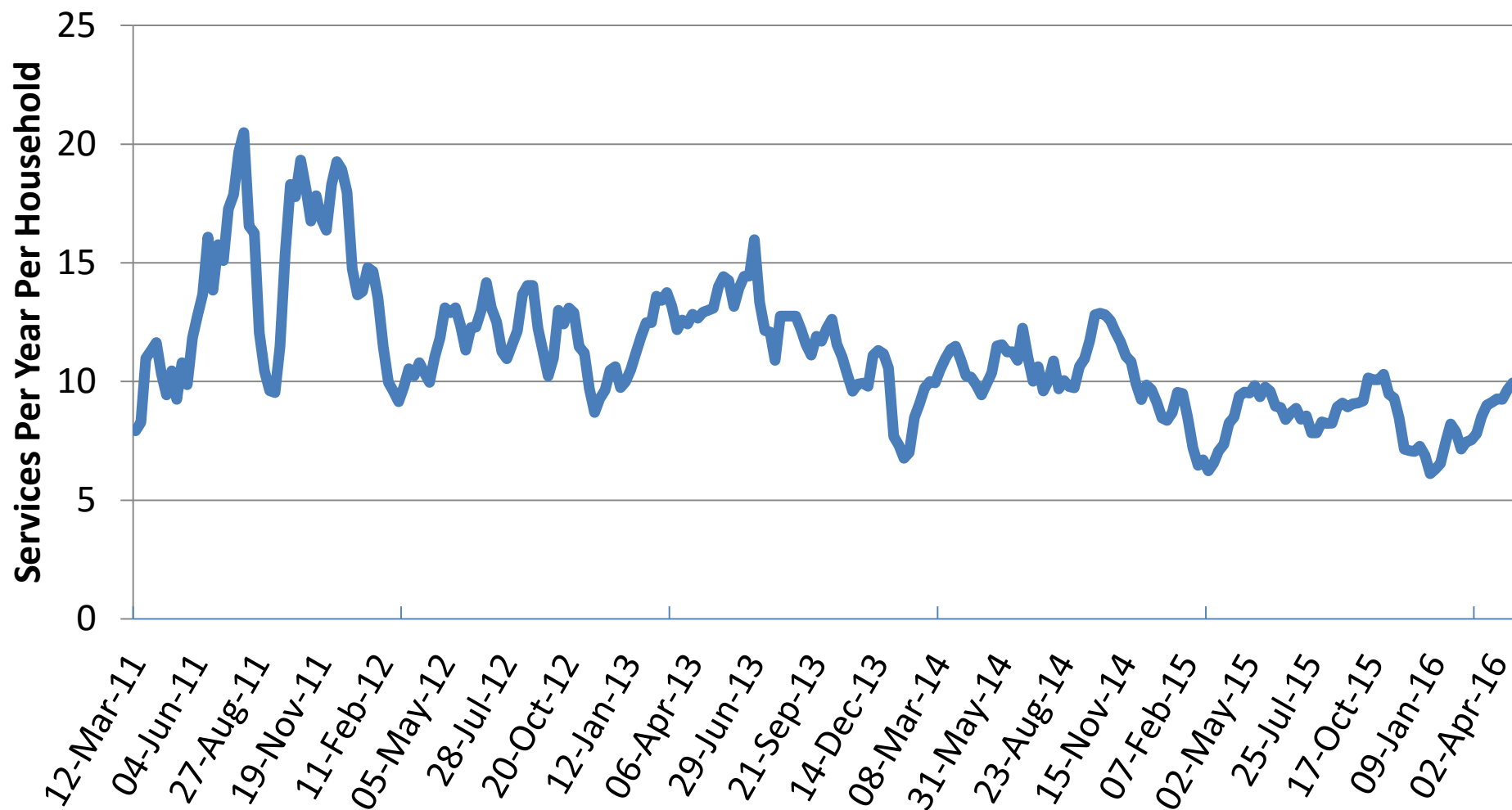
Since we began in February 2011, we have had a total of 533 members, 243 of whom (46%) have dropped their membership



## % of Households Receiving Services in Preceding Month



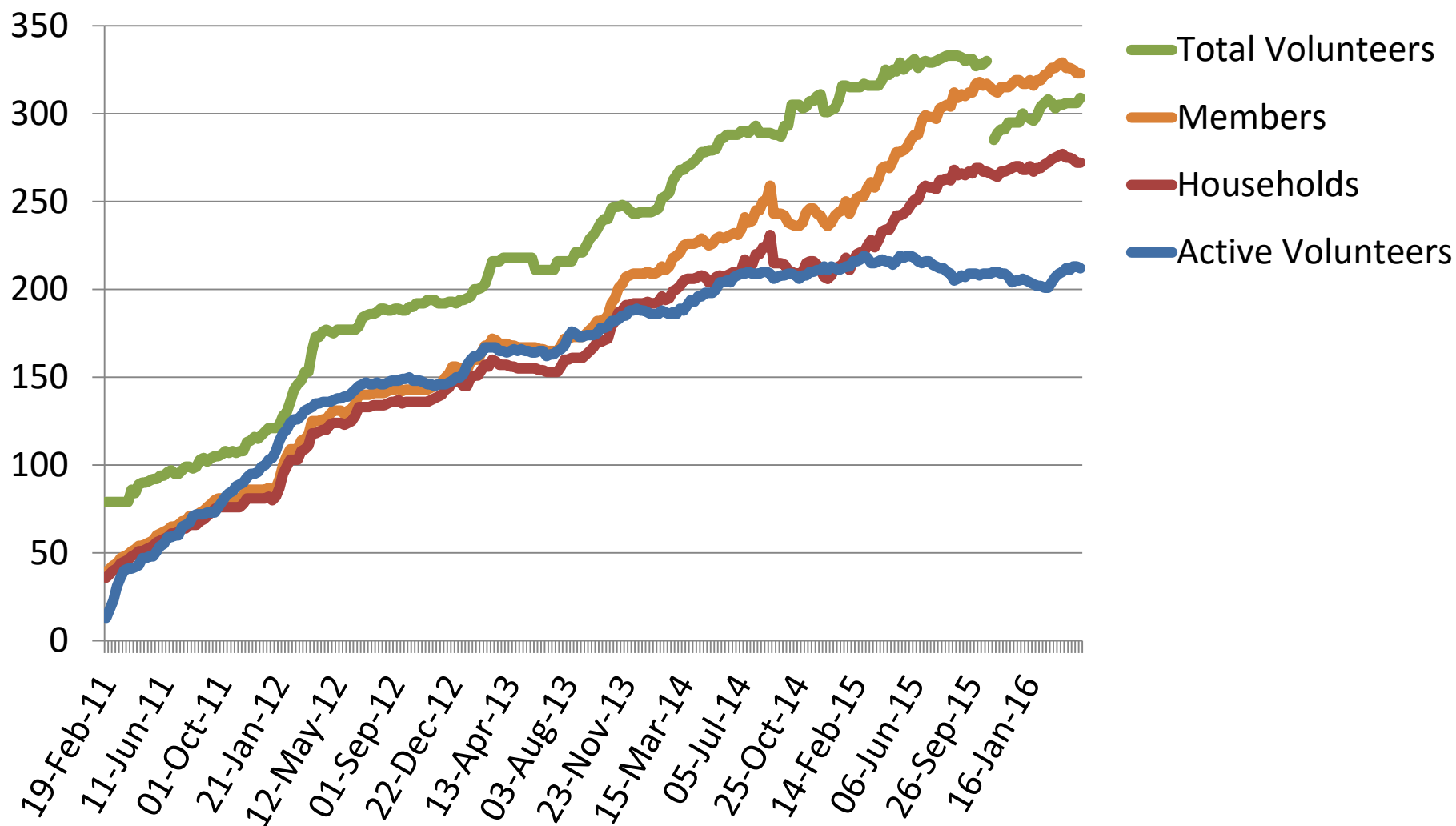
## Annual Rate of Services per Household



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

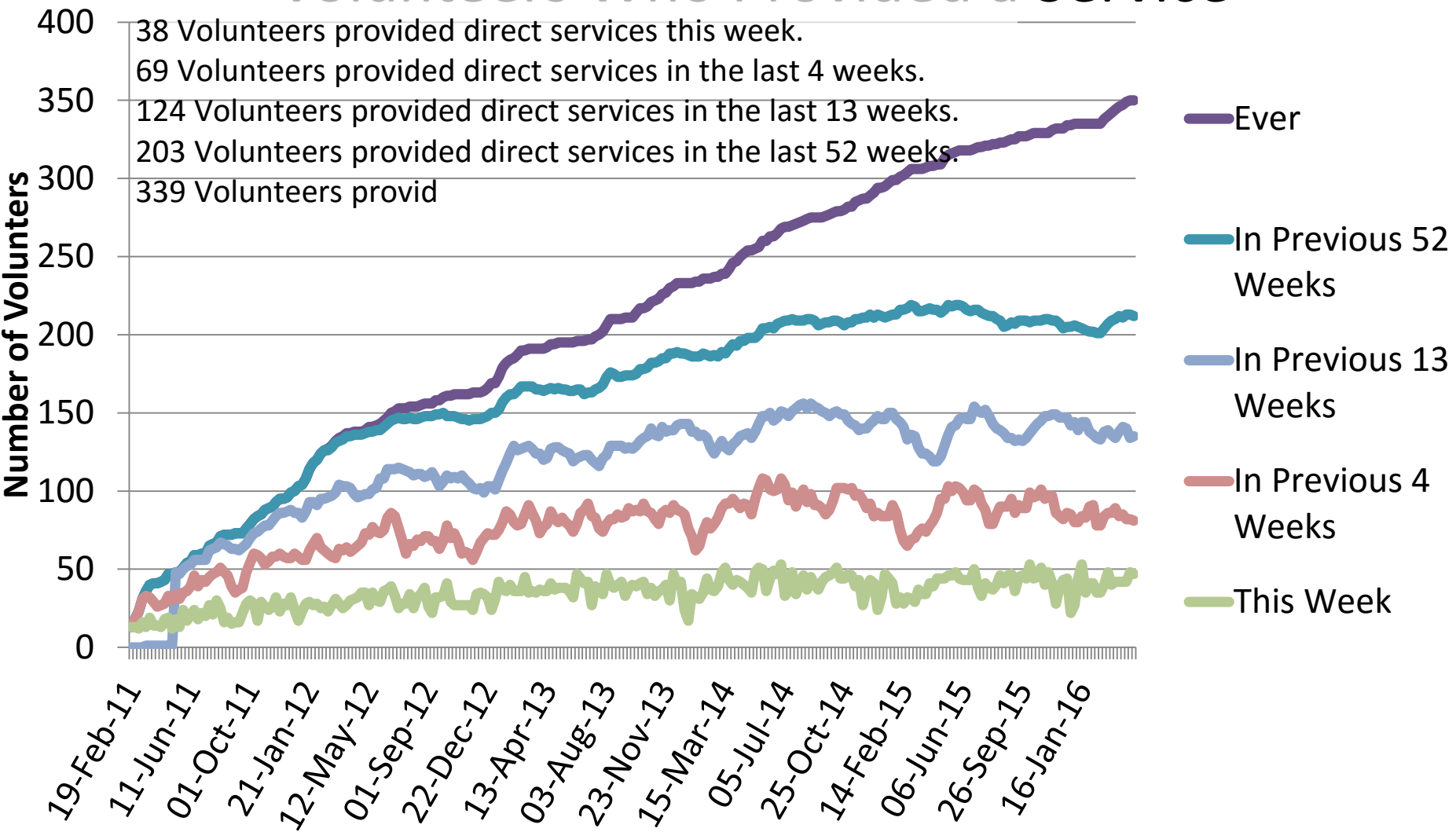
## VOLUNTEERS

## Growth Rates of Members, Households and Volunteers



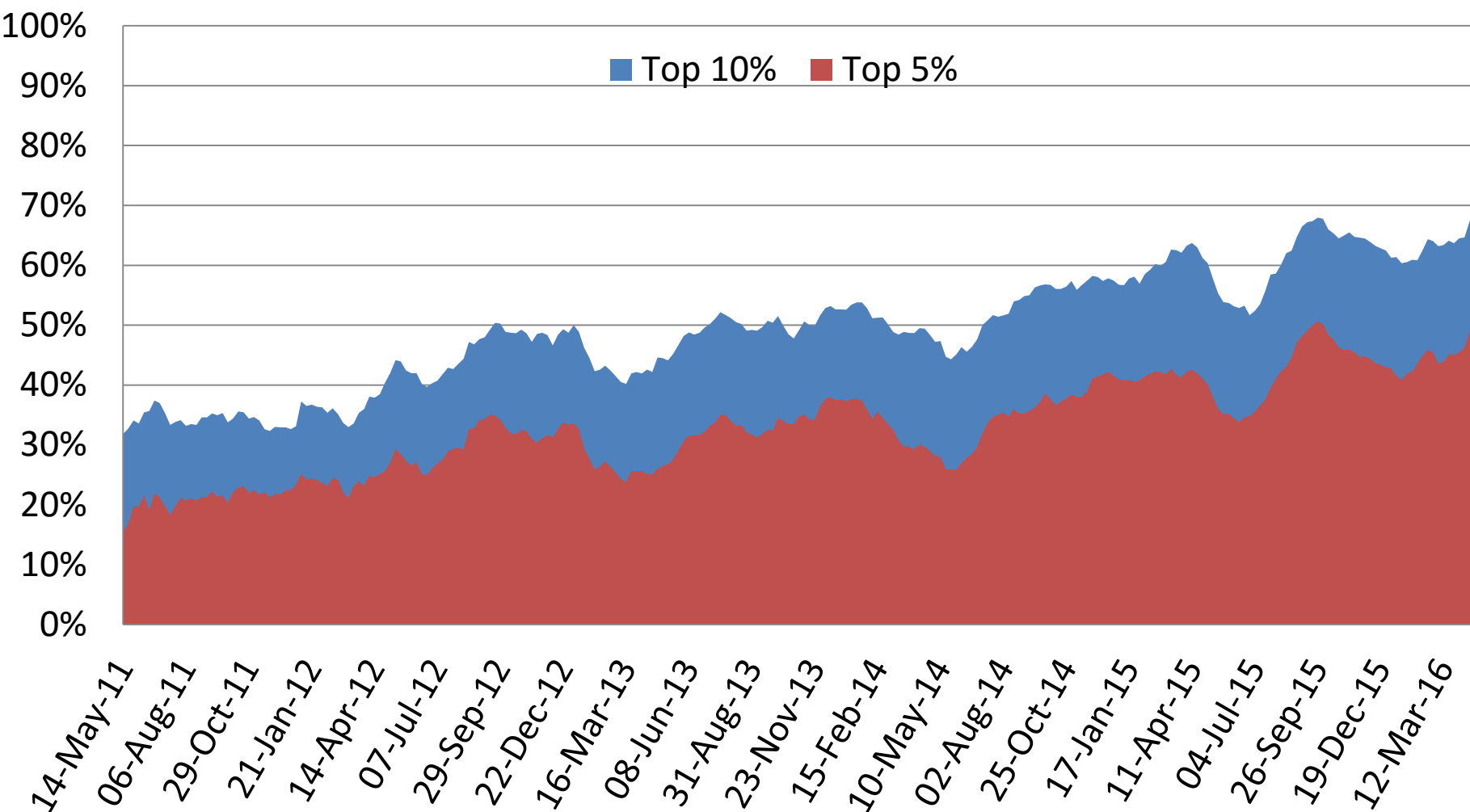


# Volunteers Who Provided a Service

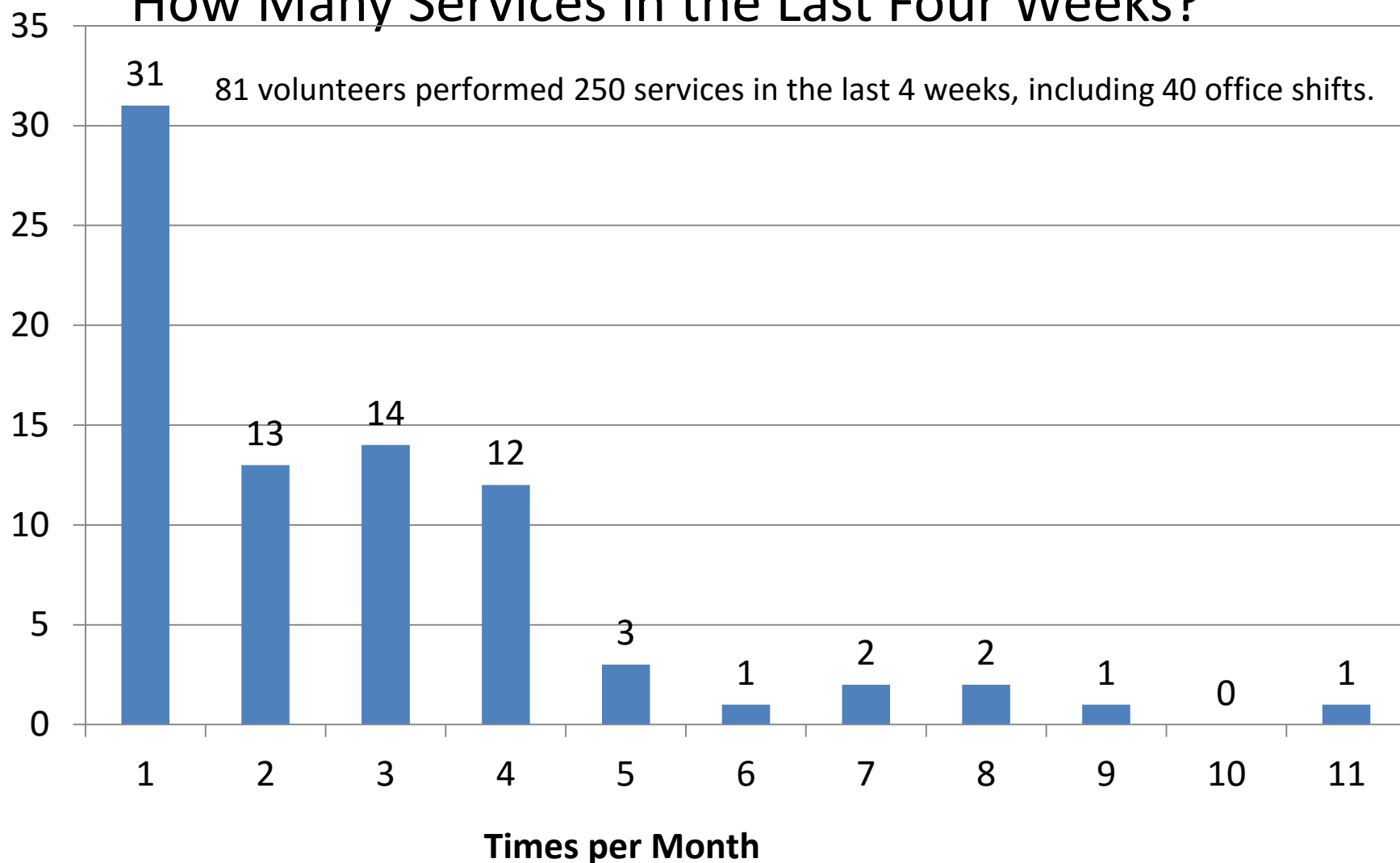




# Most Active Volunteers During Previous Four Weeks

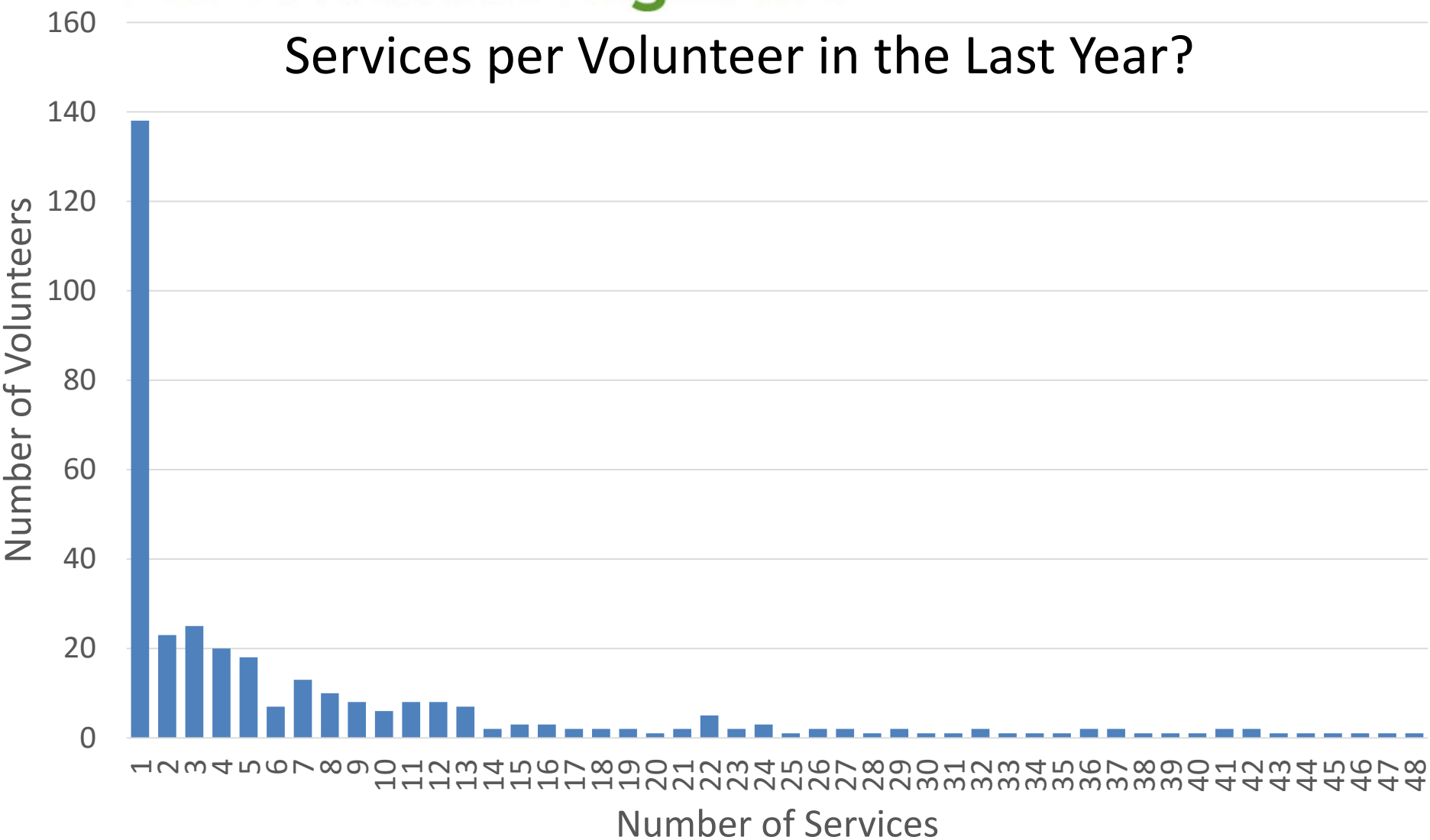


## How Many Services in the Last Four Weeks?



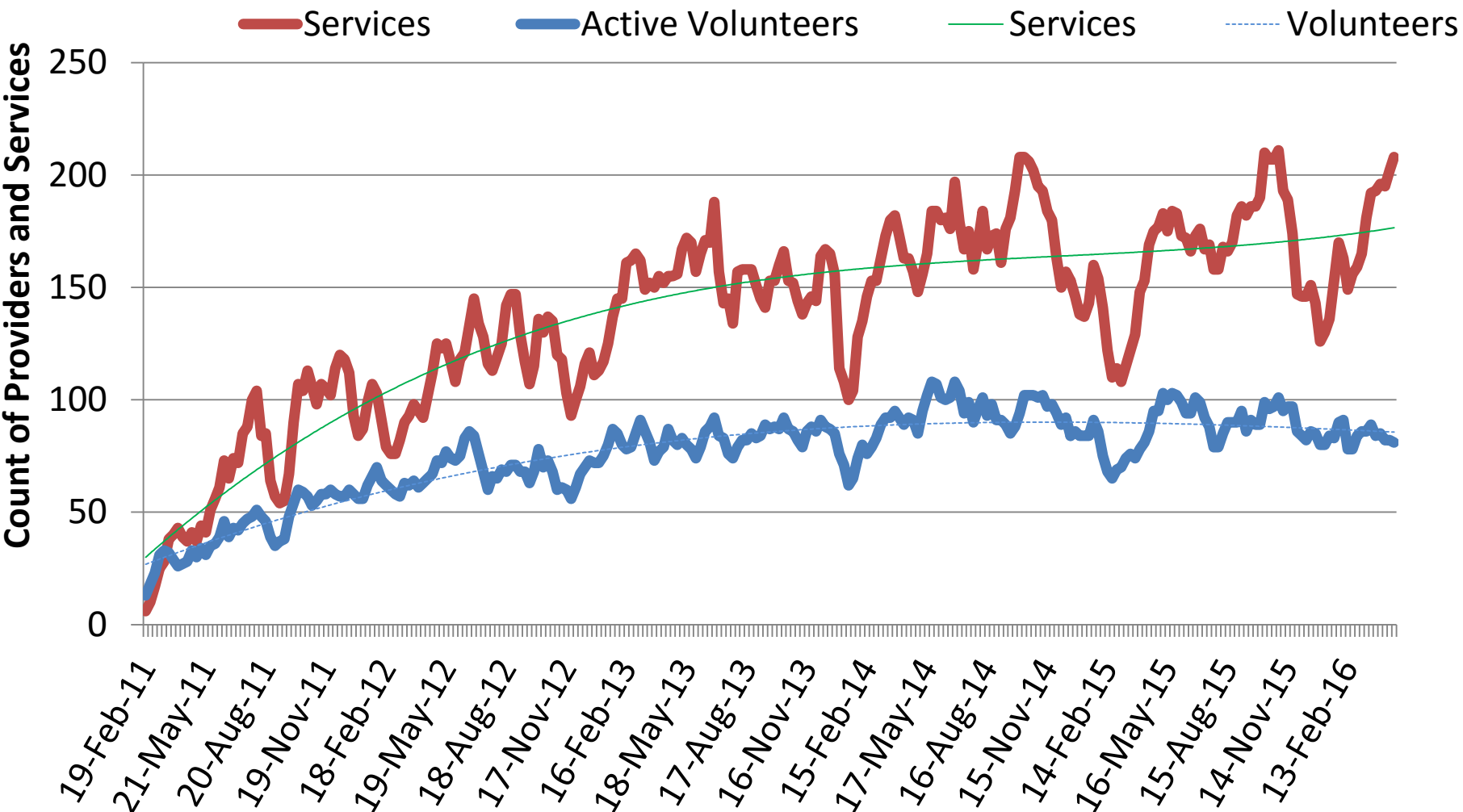


## Services per Volunteer in the Last Year?

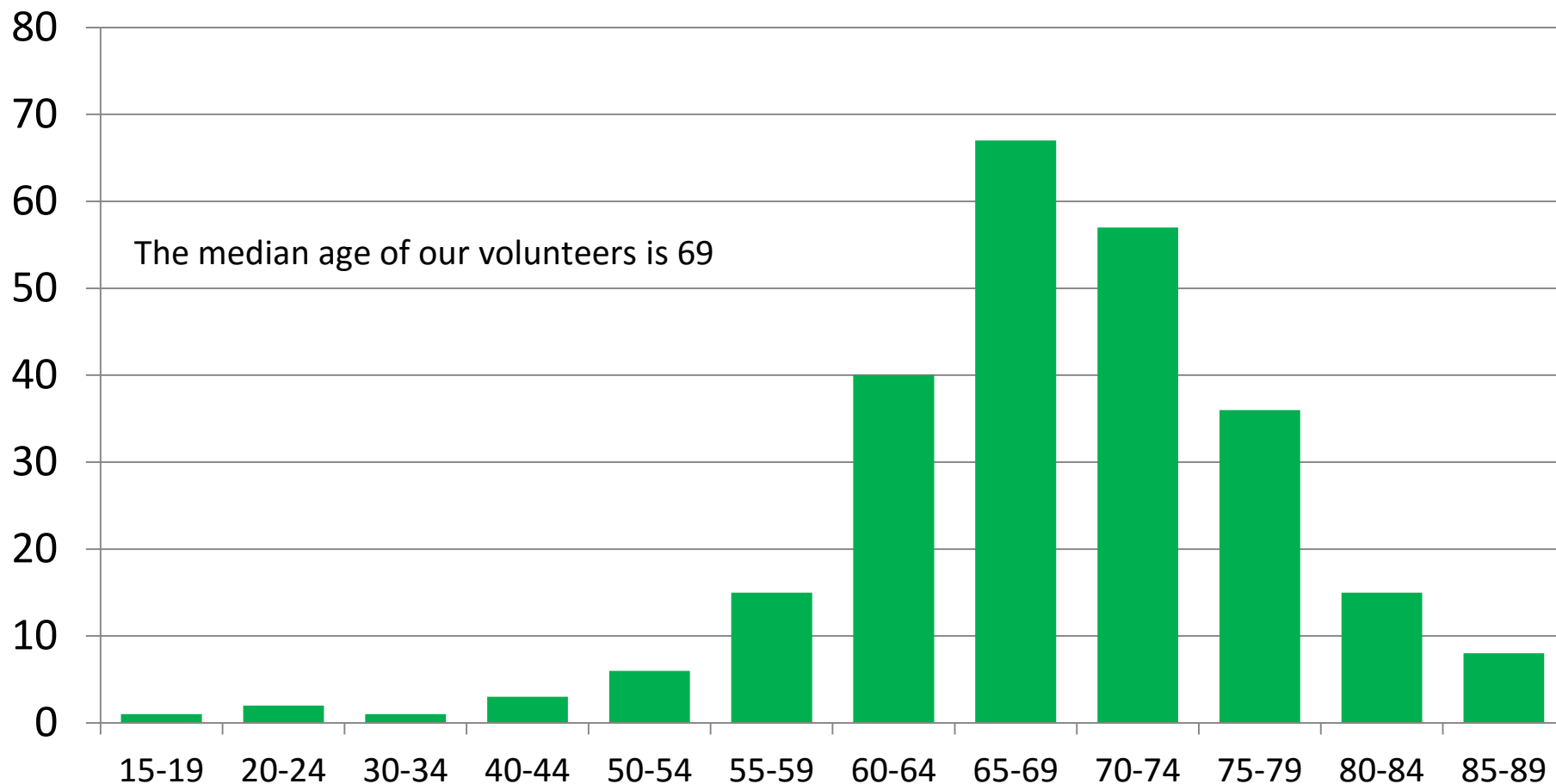




## Volunteers and Services Previous 4 Weeks



# Age of Volunteers

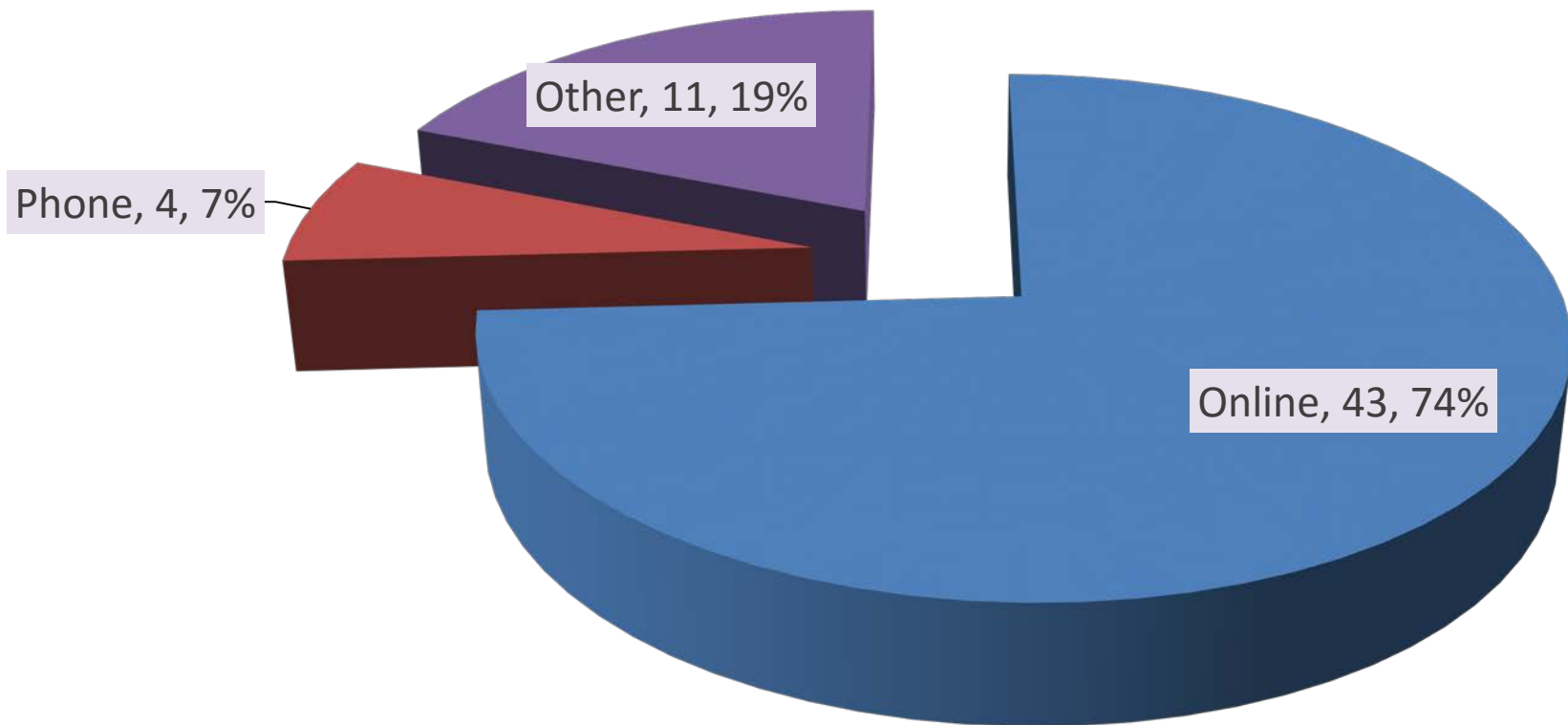


## Contact Method for Signup

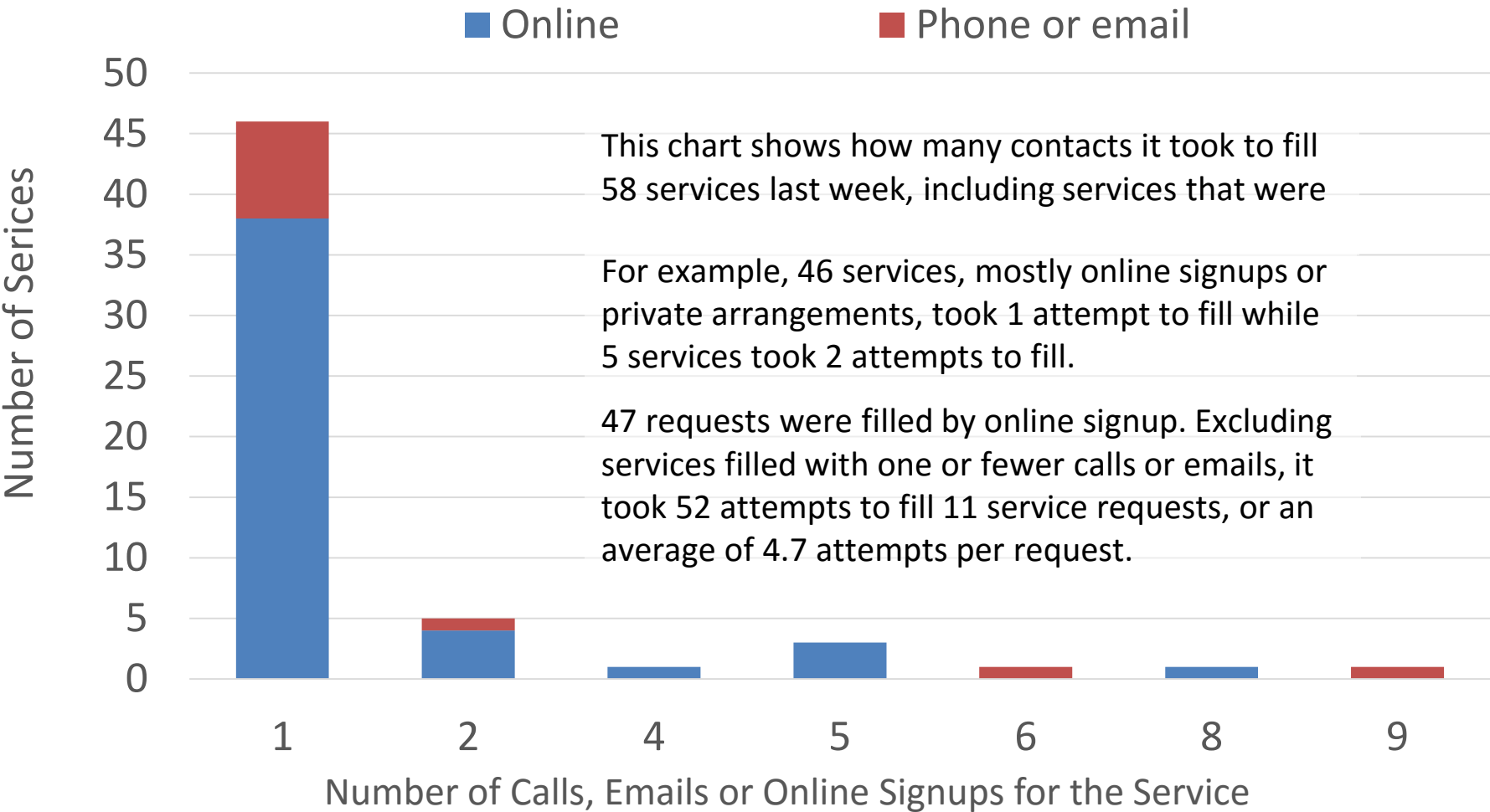
- This week was an average week for filling requests.
- We placed **23** phone calls to fill requests, but only **4** services were filled with phone calls.
- We sent **6** emails to fill requests but **NO** service was filled with emails.
- **11** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.
- When volunteers did not signup online or were not found on the first call, it took an average of **5.5** calls or emails to secure a volunteer.

Historical Week

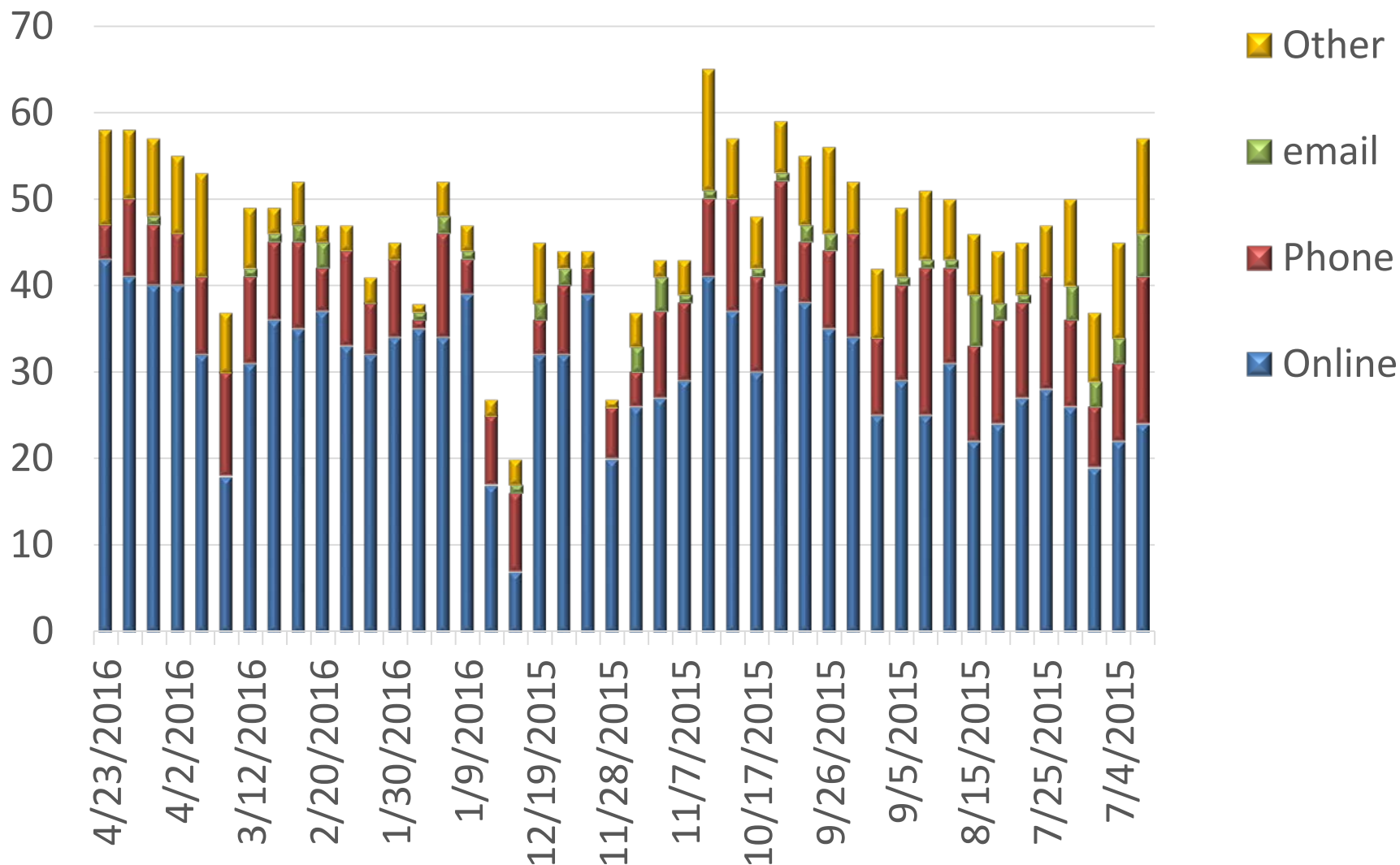
## How Volunteers Were Found



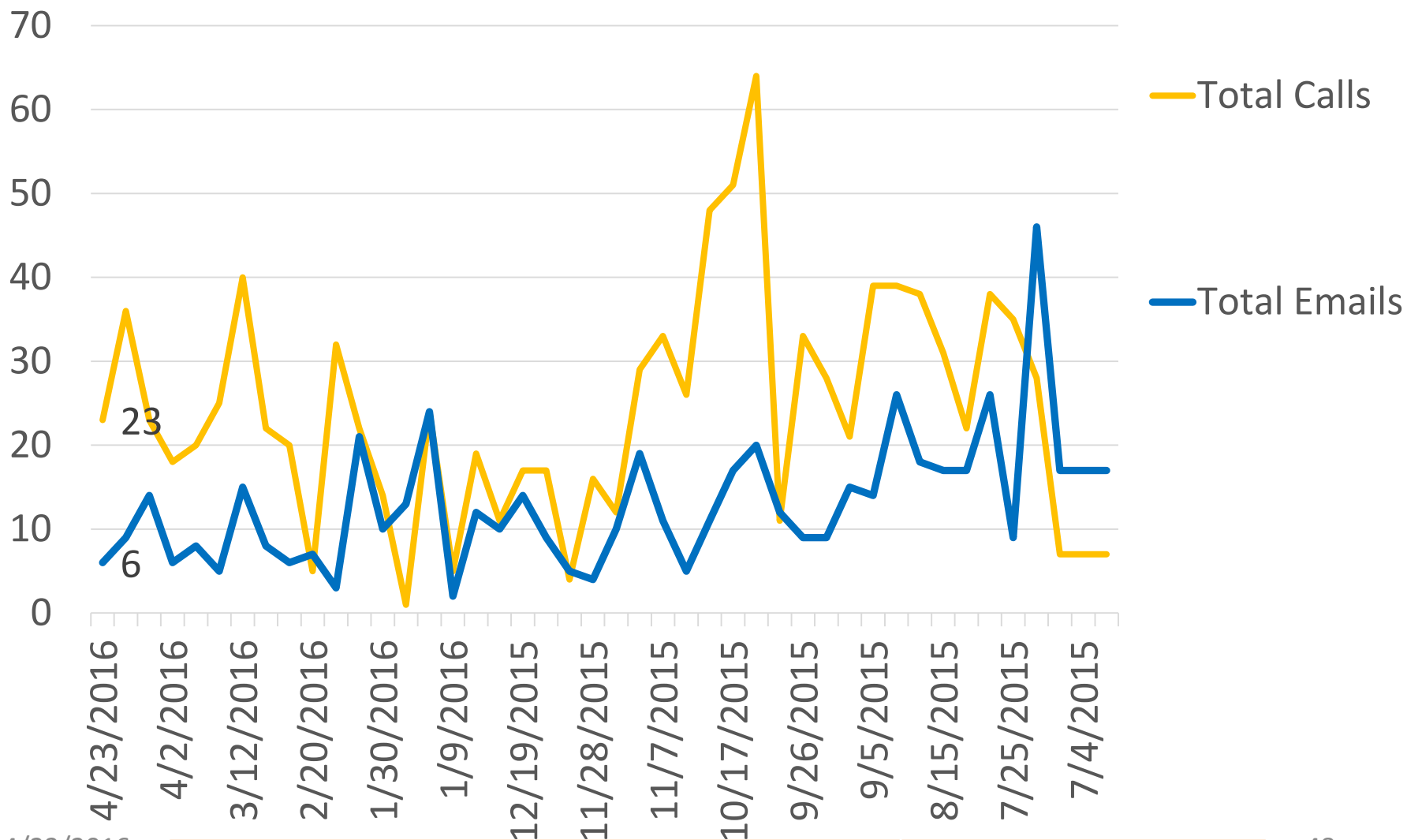
# Number of Contacts to Fill This Week's Service



# How Volunteers Who Filled Services Were Contacted

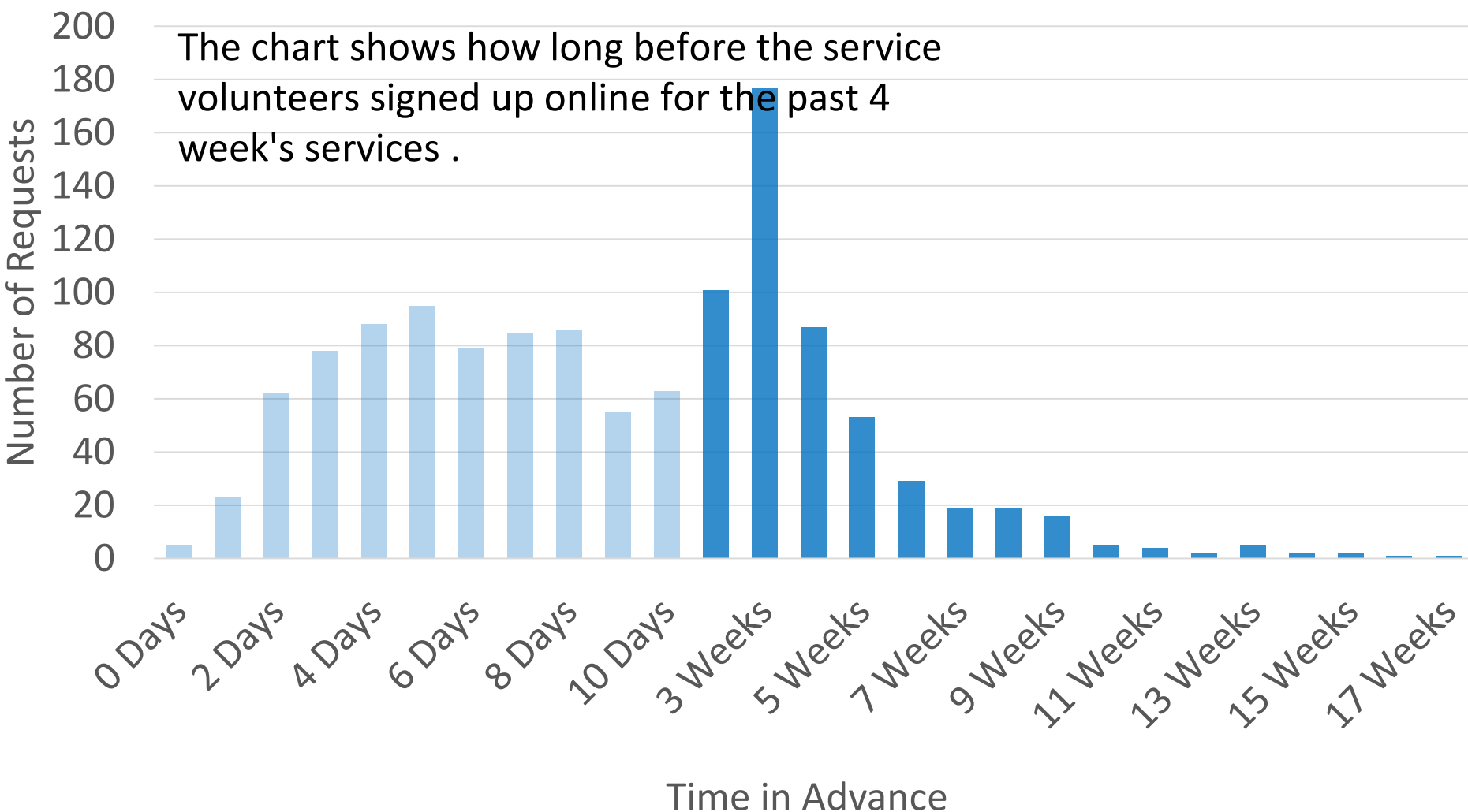


# Total Calls and Emails





## How Far in Advance do Volunteers Sign Up Online



Looking forward

# FUTURE SERVICES

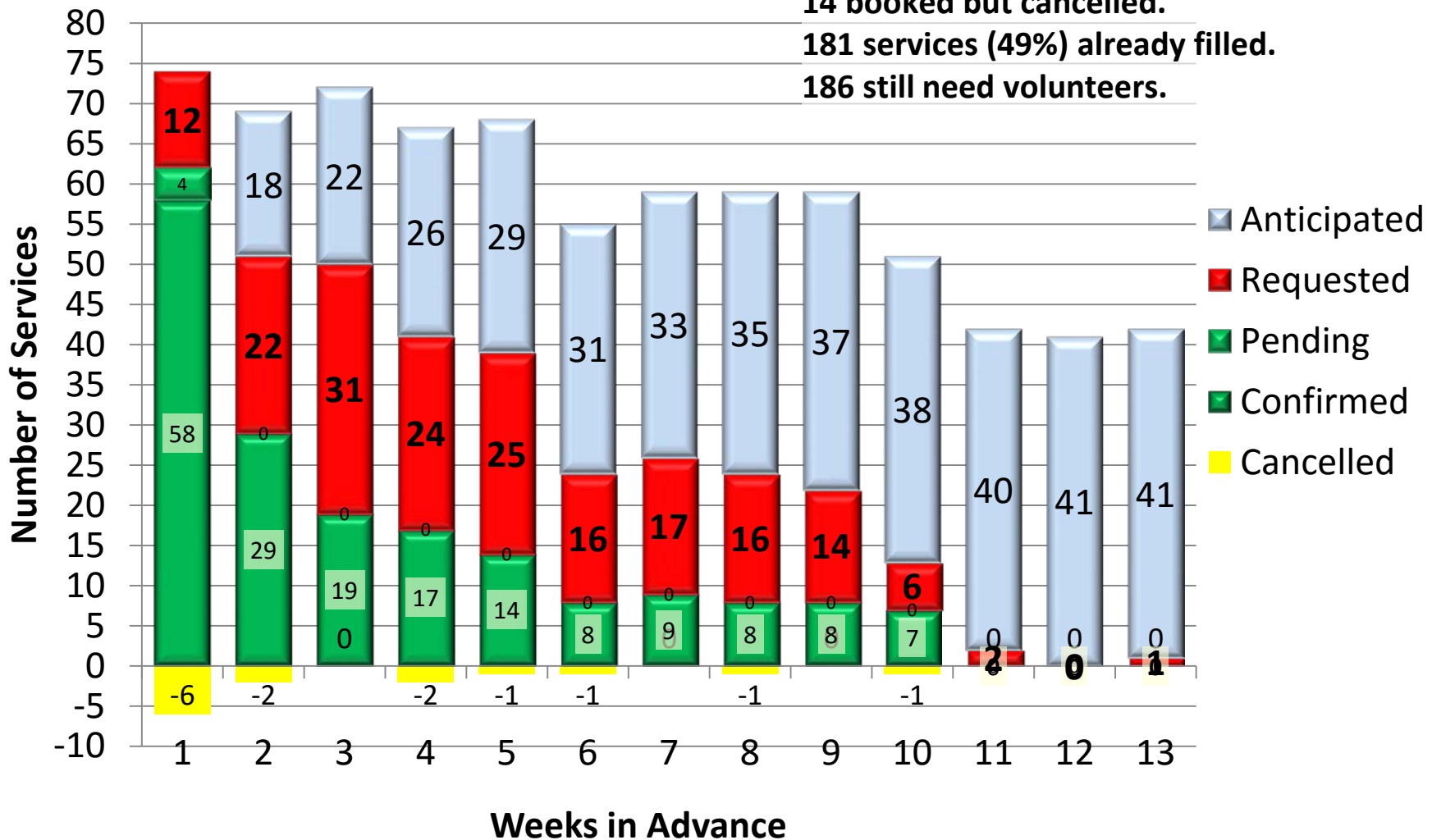
## Service Requests on the Books

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

**14 booked but cancelled.**

**181 services (49%) already filled.**

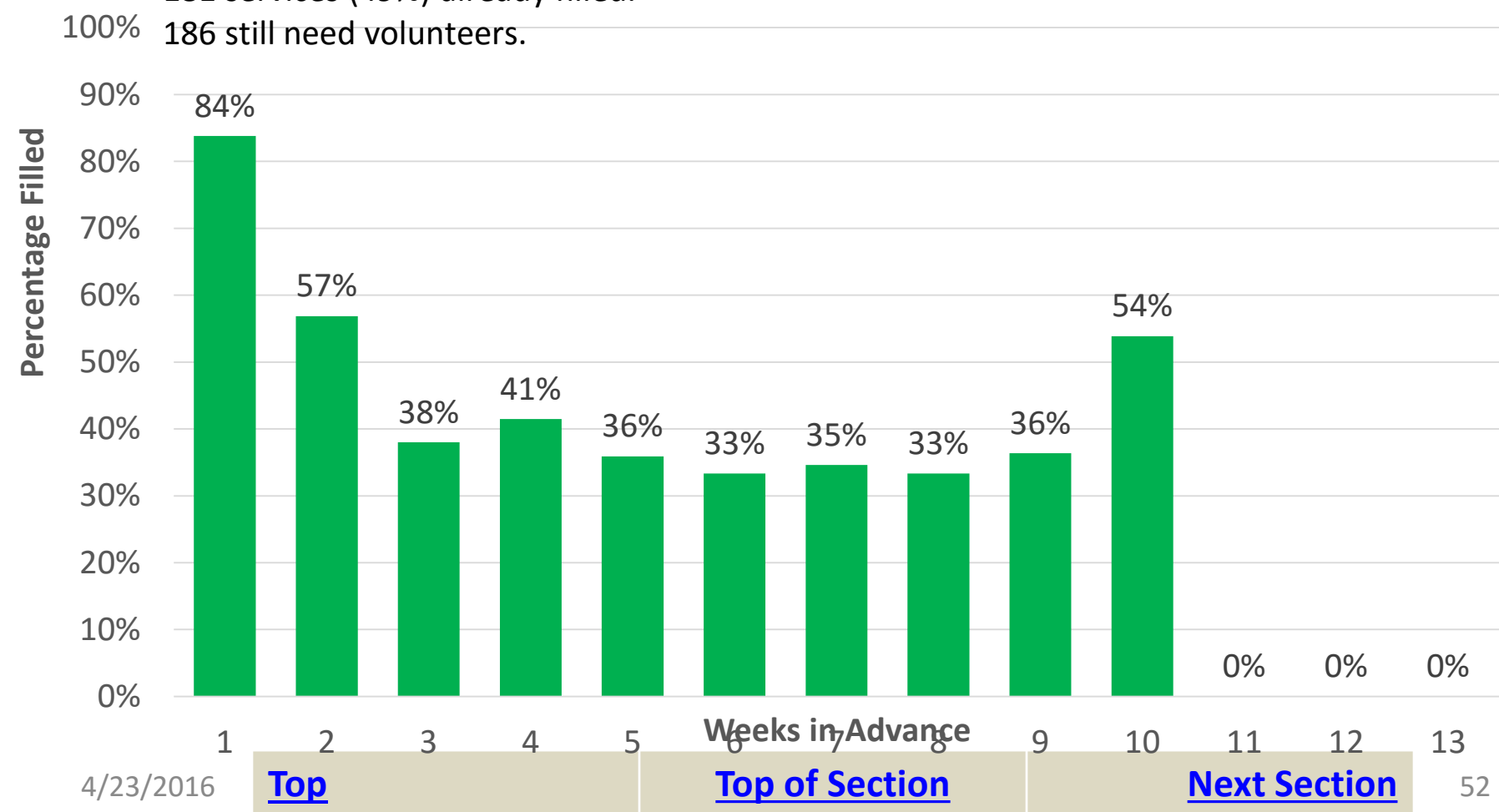
**186 still need volunteers.**



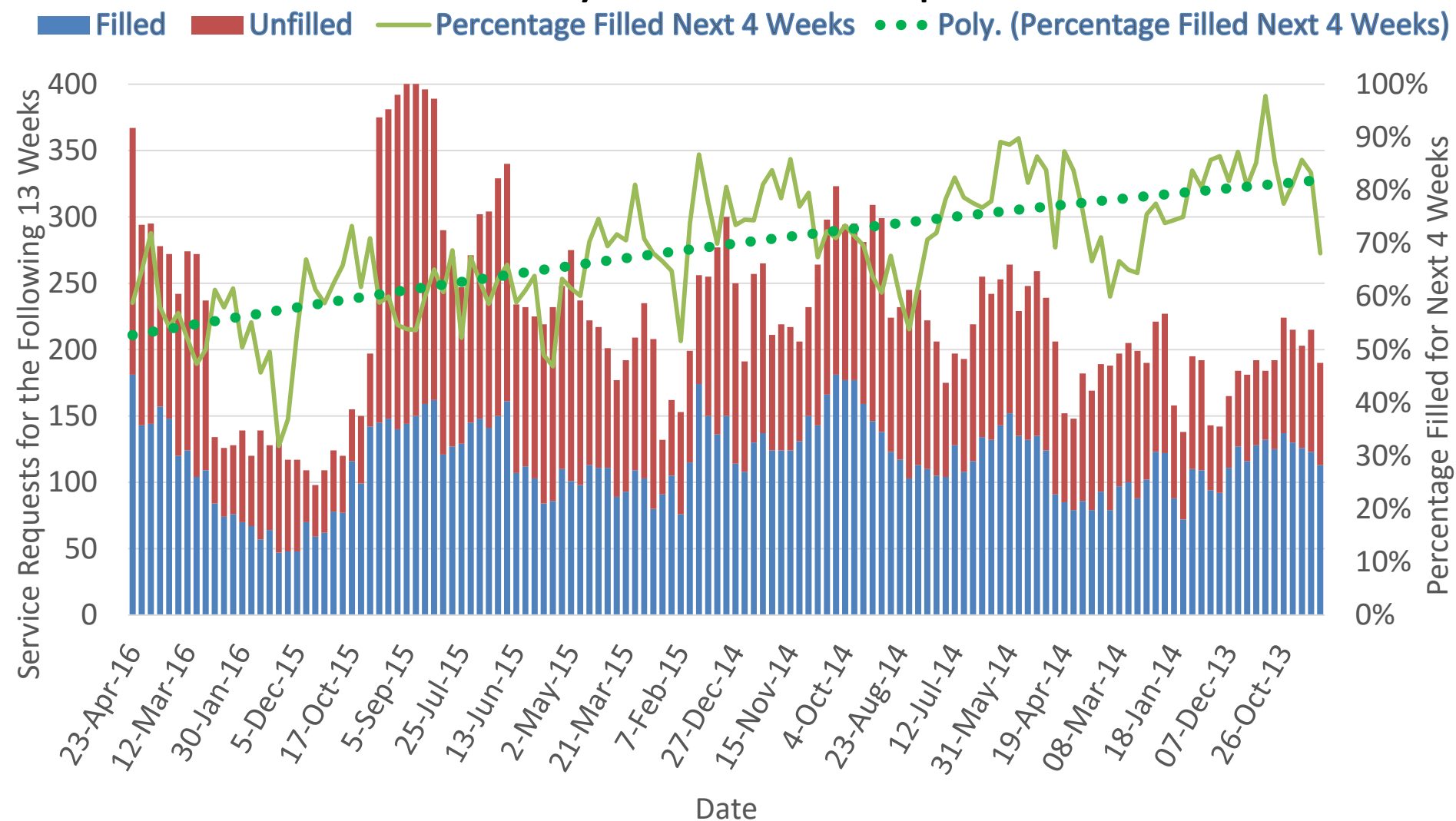


# Percentage of Services for Next 13 Weeks Filled

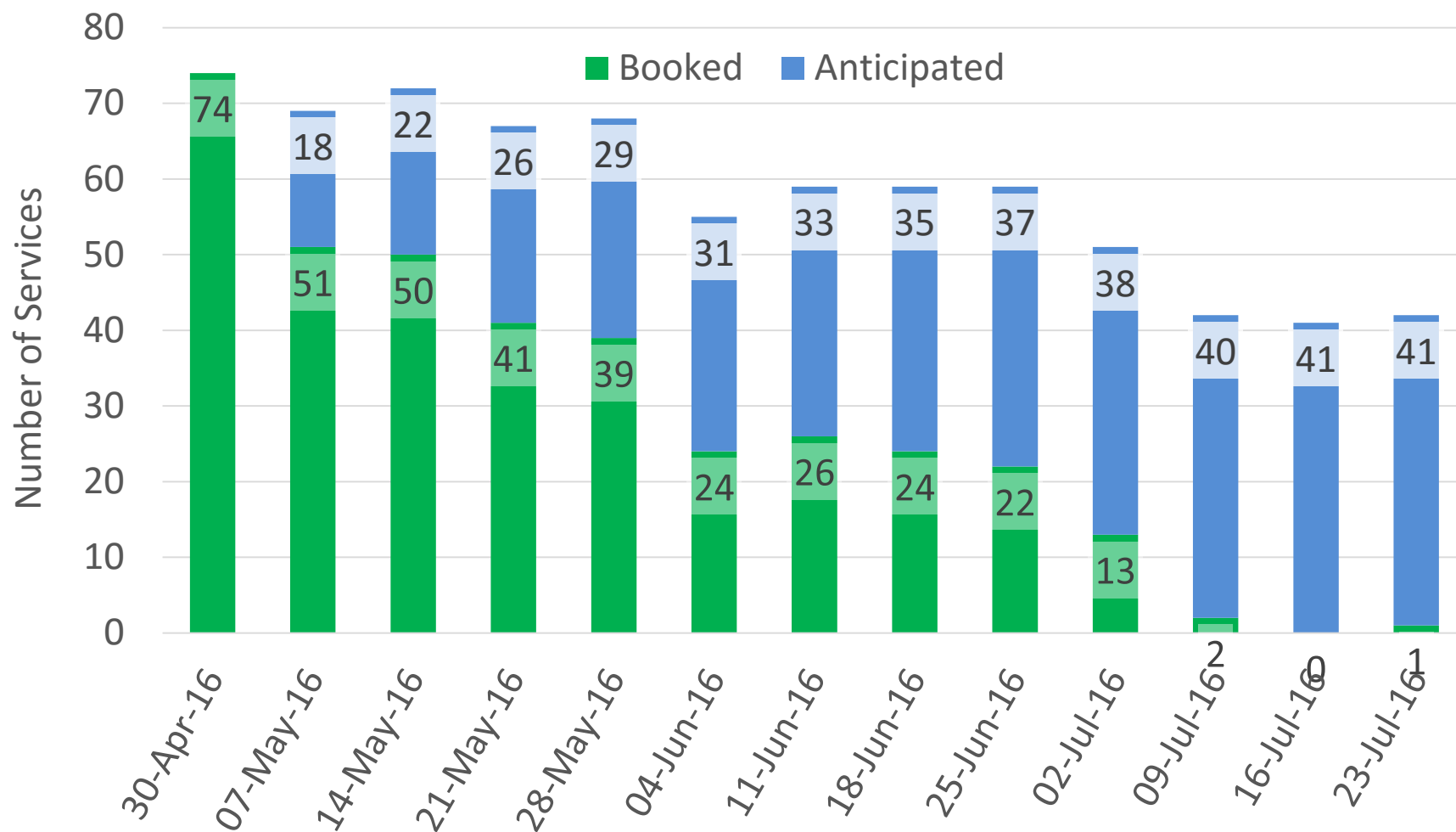
367 future services covering the next 13 weeks.  
181 services (49%) already filled.  
186 still need volunteers.



## History of Future Requests



## Projected Future Services



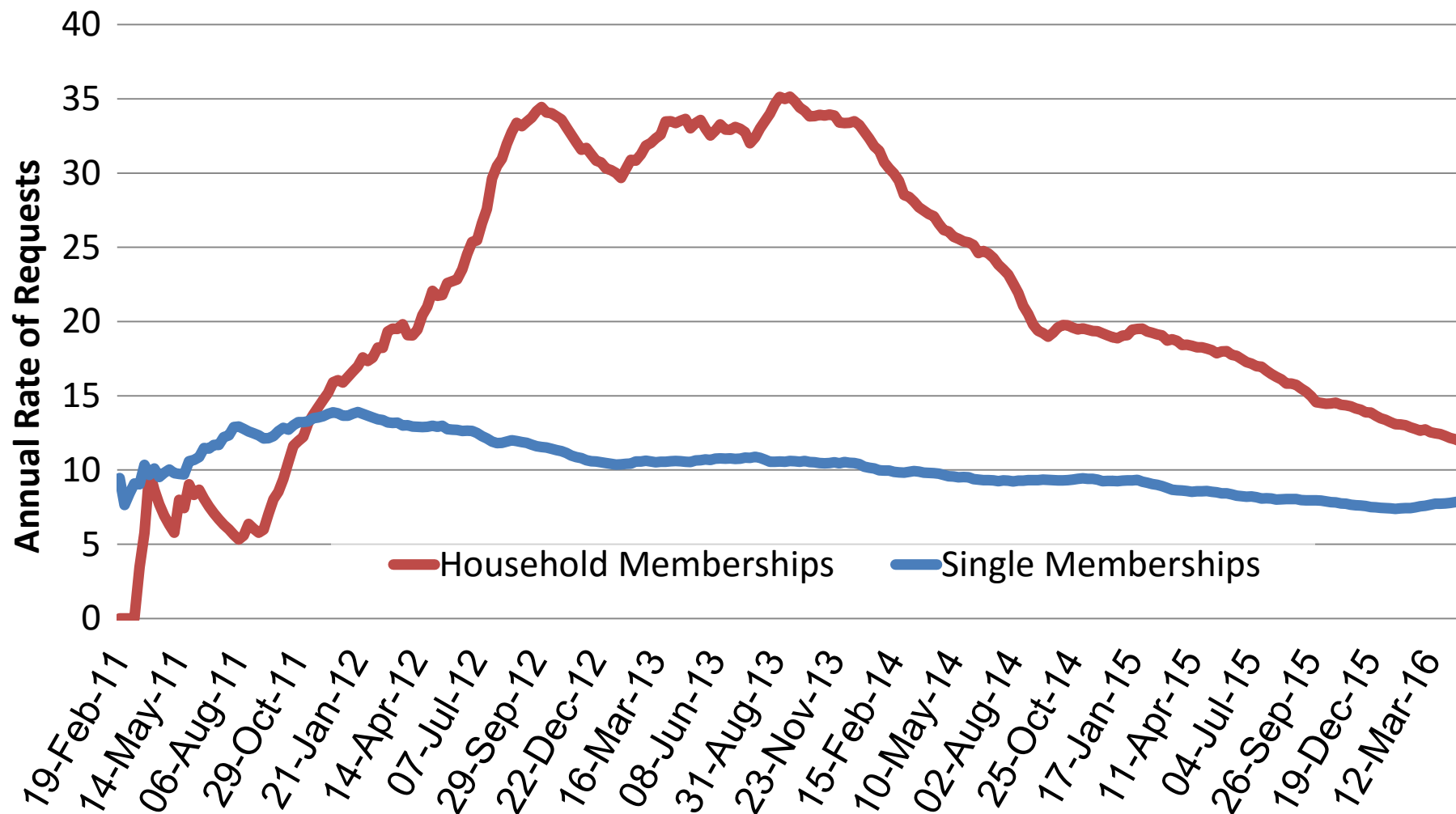
# What are the Differences Between Single And Household Memberships?

## 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

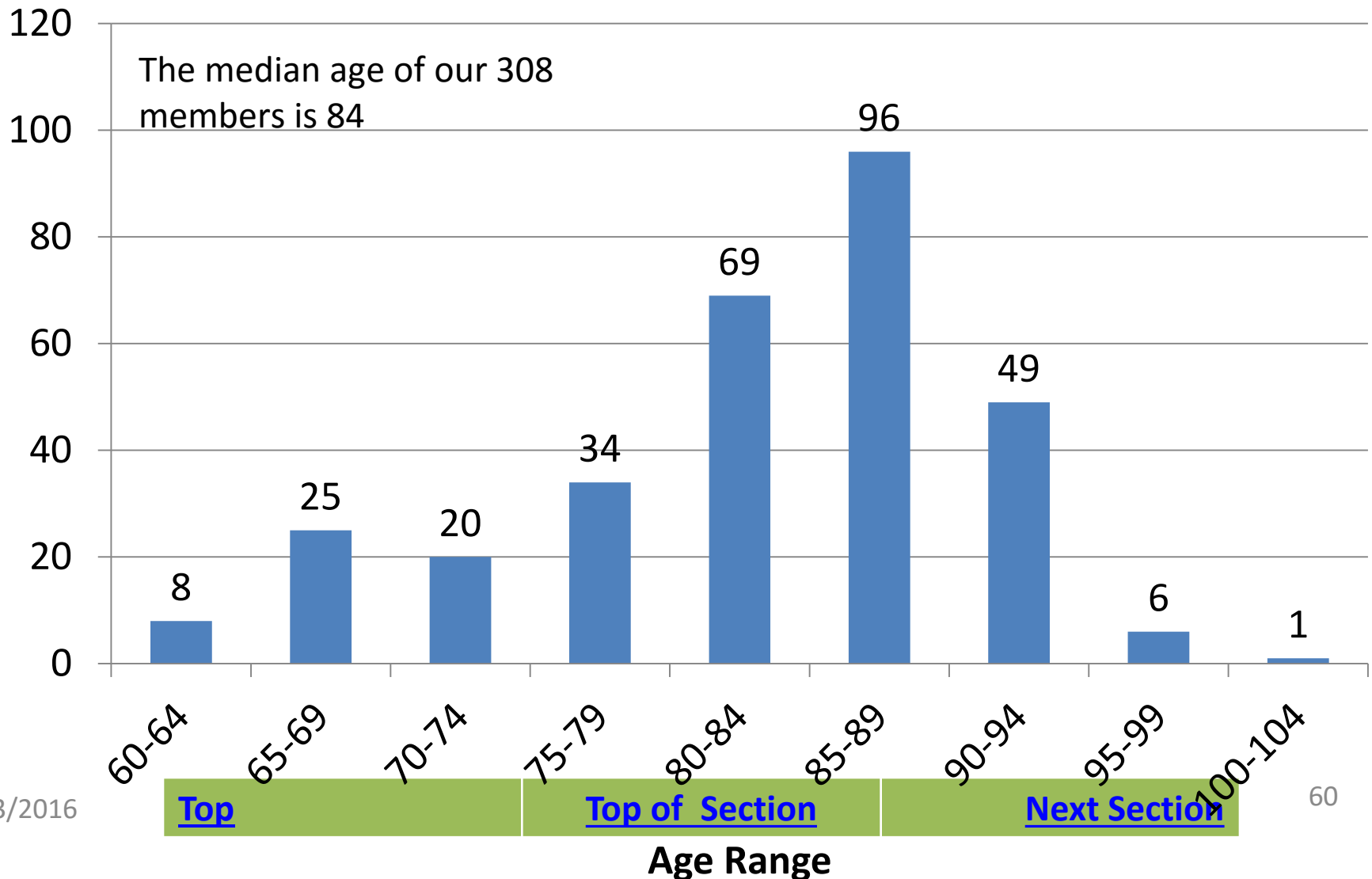


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

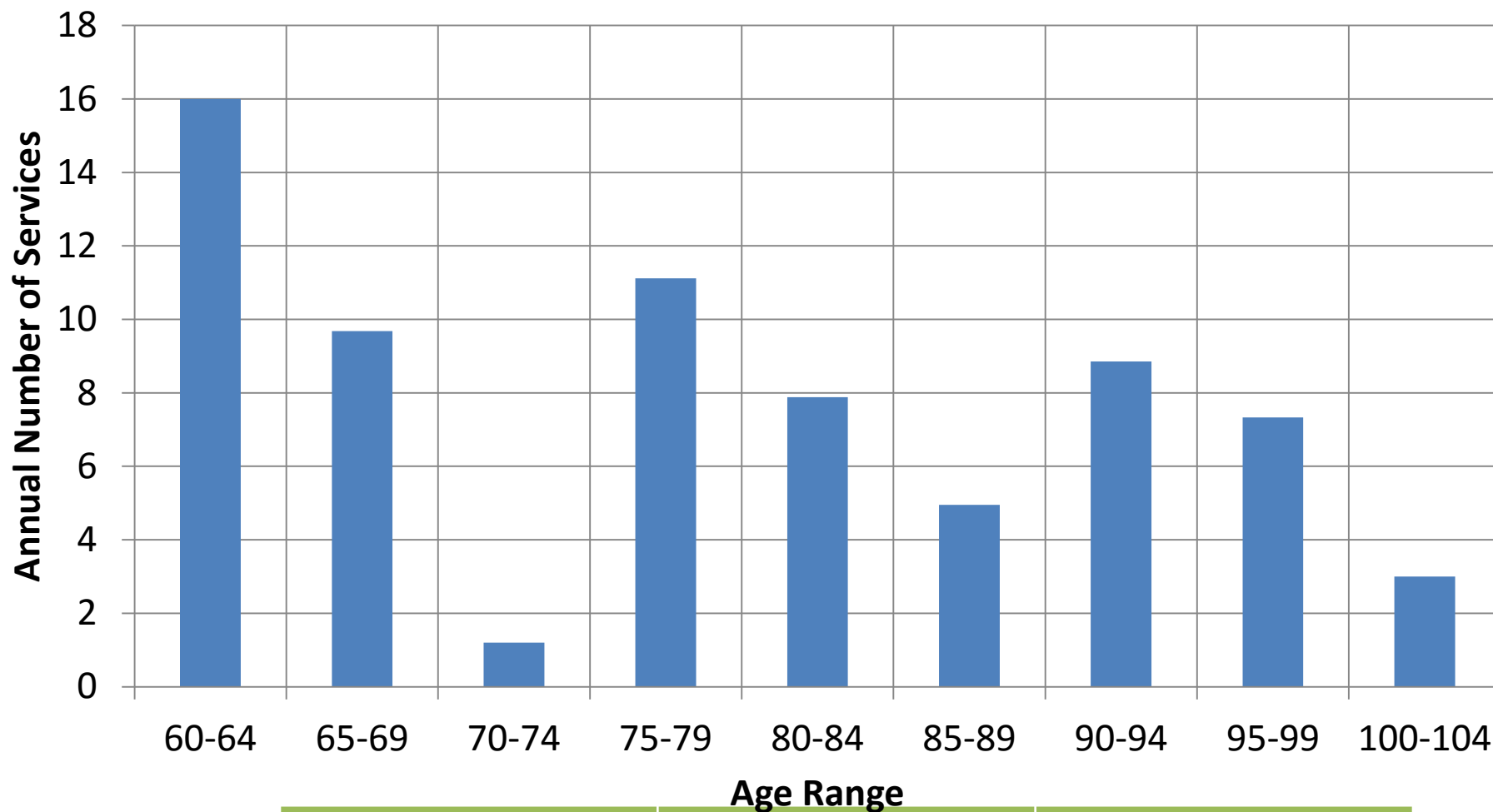
## Analysis by Age Group

- The majority of our members are in their eighties. The median age is 84 years old.
- The 60 - 64 year age group uses a fair number of services per person, because of individuals with medical issues.

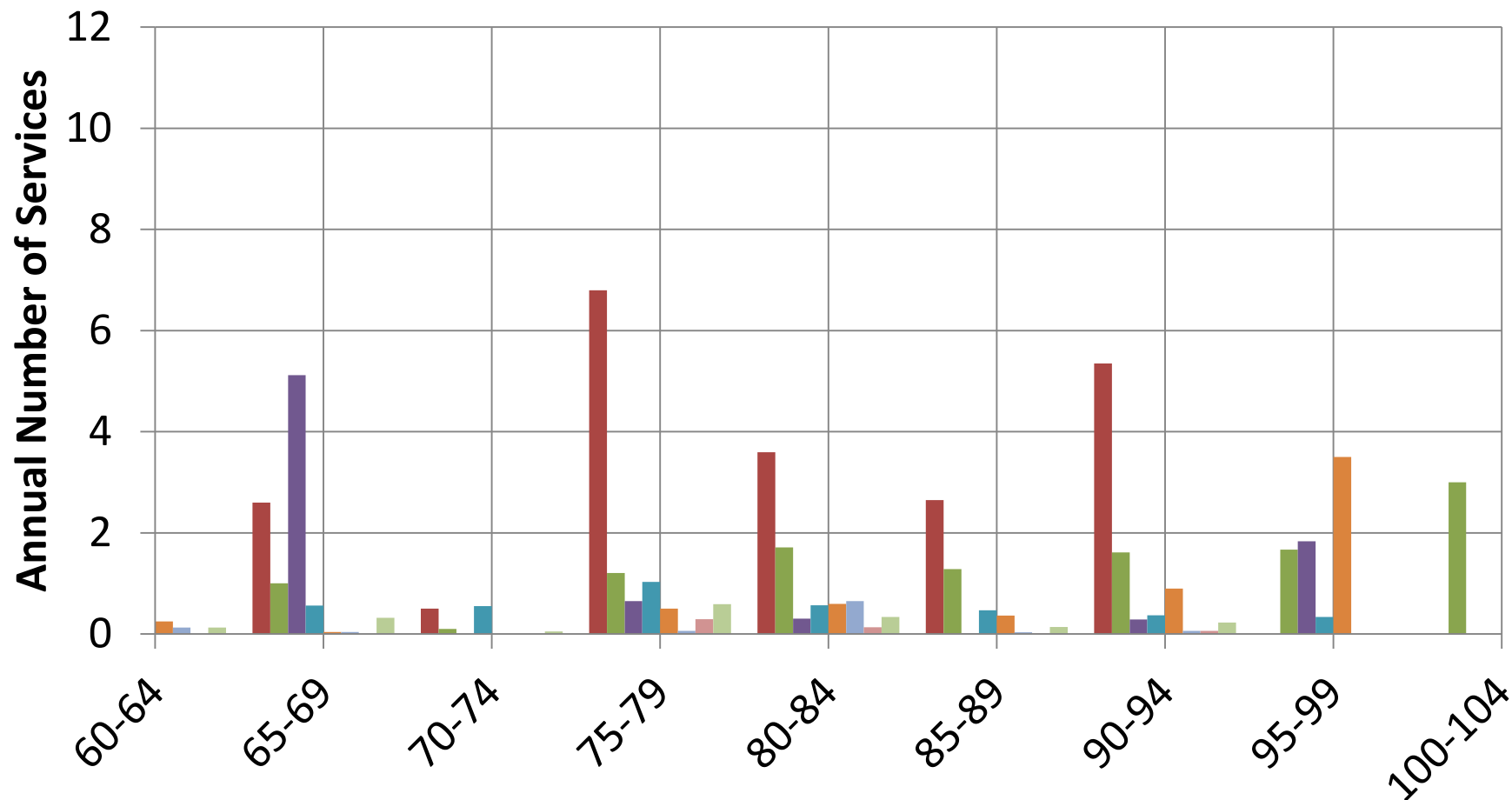
# Age of Members



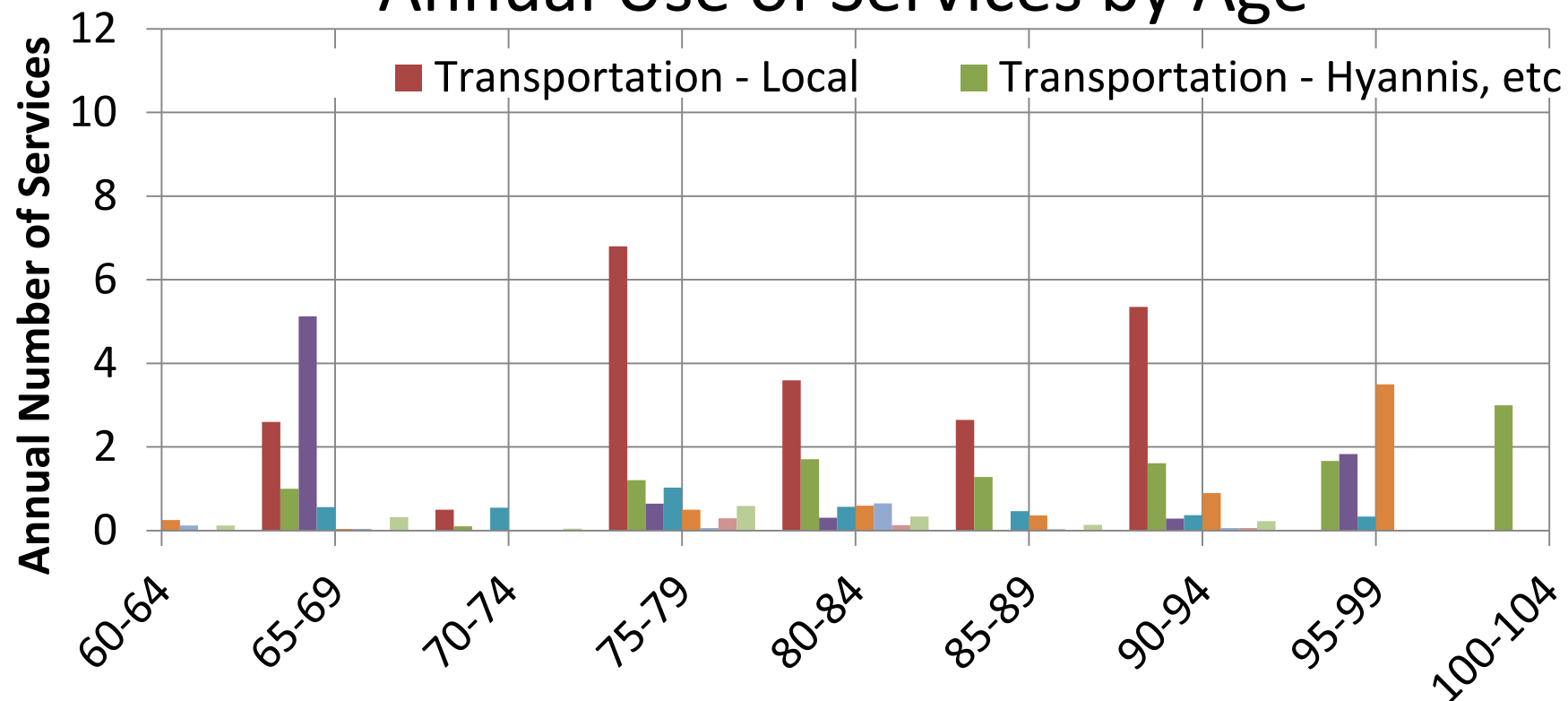
## Annual Rate of Services by Age Range



## Trends in Services



## Annual Use of Services by Age



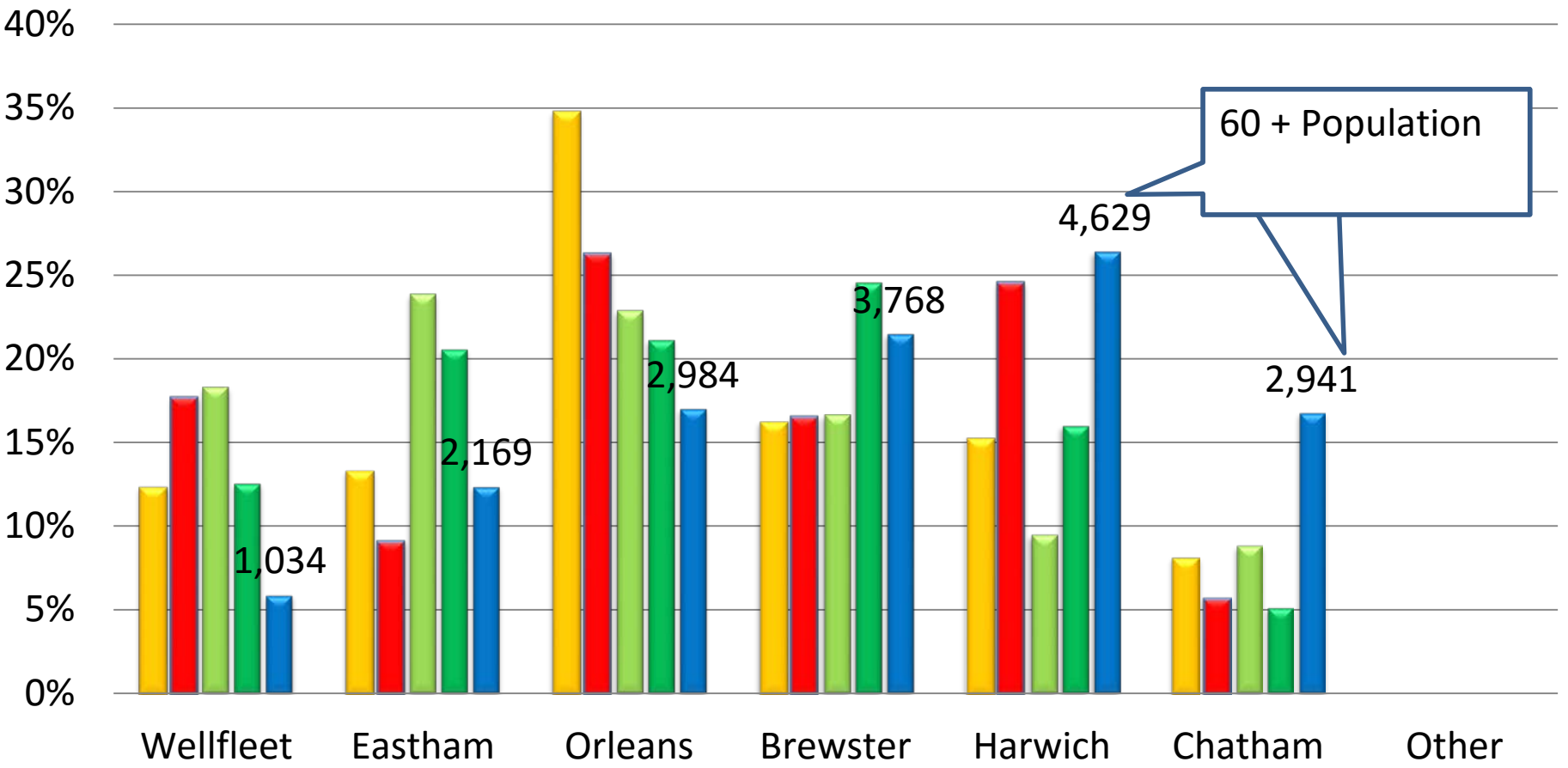
# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?



## 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 Wellfleet, nearly as high in Orleans, and catching up in Eastham.
- Eastham is again supplying a large surplus of services and Harwich has the greatest deficit.
- [For the last 4 weeks,](#)
  - 48% of all services are performed by someone from the same town.
  - 76% 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)



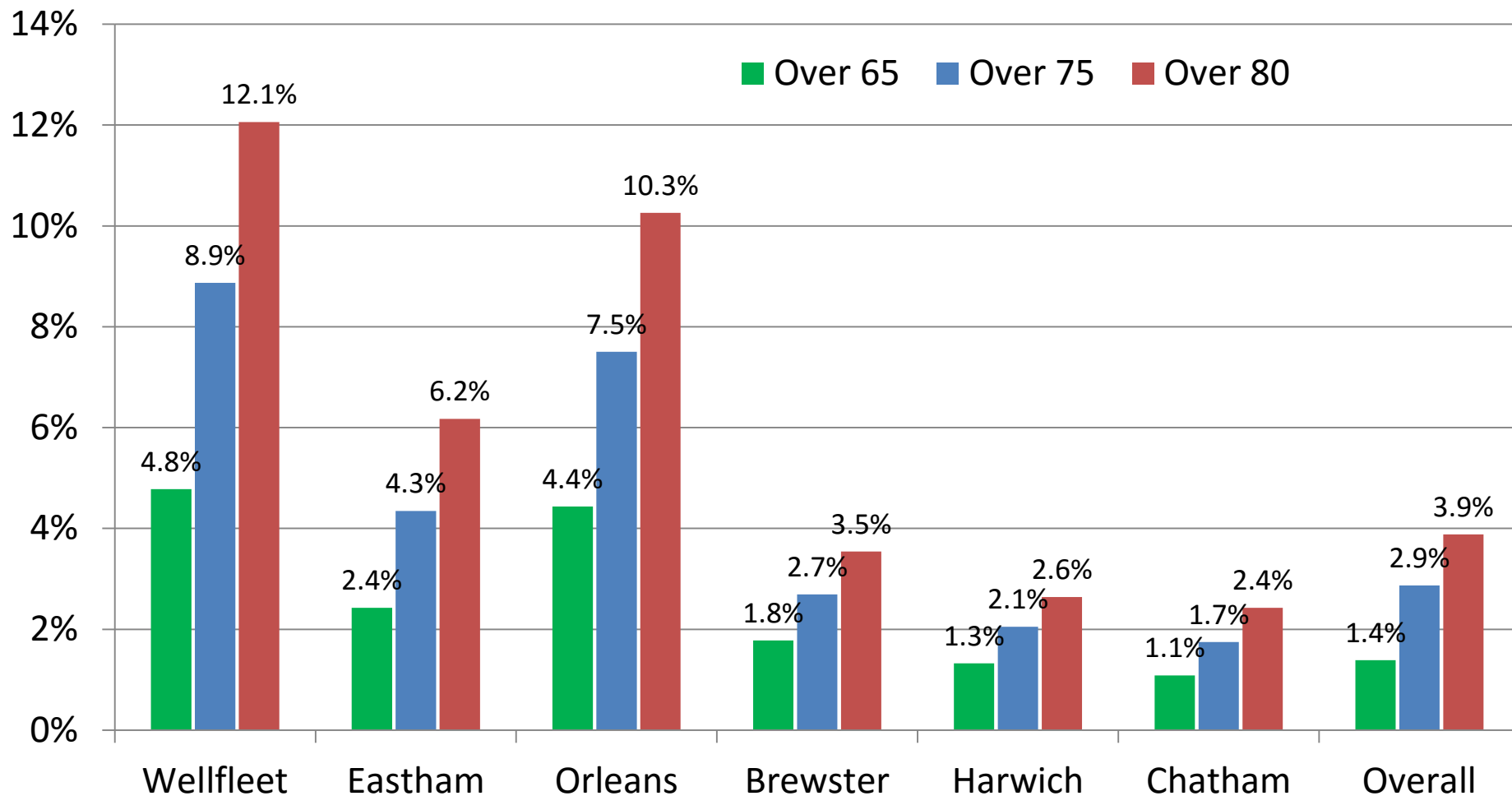
60 + Population

-  % 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)

50% 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	1066	116	301	28	42	2	1555
	Eastham	643	488	804	131	157	20	2243
	Orleans	21	72	1480	214	86	54	1927
	Brewster	8	44	598	467	369	18	1504
	Harwich	9	2	69	152	618	12	862
	Chatham		1	40	13	107	94	255
	Other	6	0	9	8	9	0	32
	Total Used	1753	723	3301	1013	1388	200	8378

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

52% of services are provided by someone from the same town; 87% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	18		1	2	1		22
	Eastham	13	9	9	3	2		36
	Orleans		4	25	3	3	2	37
	Brewster		3	9	14	15	2	43
	Harwich				7	20	1	28
	Chatham			2		2	5	9
	Other	0	0	0	0	0	0	0
	Total Used	31	16	46	29	43	10	175