

Week 272 Member Services Report

April 30, 2016



Pochet Creek Bridge

[By Rafael Sanjuan](#)

Summary of the Past Week

- This week we held our fifth anniversary party. It was our busiest week so far, with 65 services because of the need for rides to the party. We were able to fill **all but three** 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: 49 volunteers performed 65 services for 48 households and covered 9 office shifts. In total, with 7 filled cancellations we filled 81 assignments. In addition, 9 more requests were cancelled before volunteers were found.
 - Last Month: 86 volunteers performed 227 services for 84 households. We also covered 39 office shifts.
 - Last Year: 211 volunteers performed 2309 services for 210 households.
- We have **307** members and **309** volunteers.
 - The median age of our members is 84 .
 - The median age of our volunteers is **69**.
 - Our waiting has **14** people .
 - People on the waiting list have waited a maximum of 7 weeks.

Looking Forward

- We have **335** [future service requests](#).
 - **22** future service requests have been cancelled
 - **8** services needed to be filled for next week.
 - **82** more need filling in the following three weeks.
 - **57%** 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?

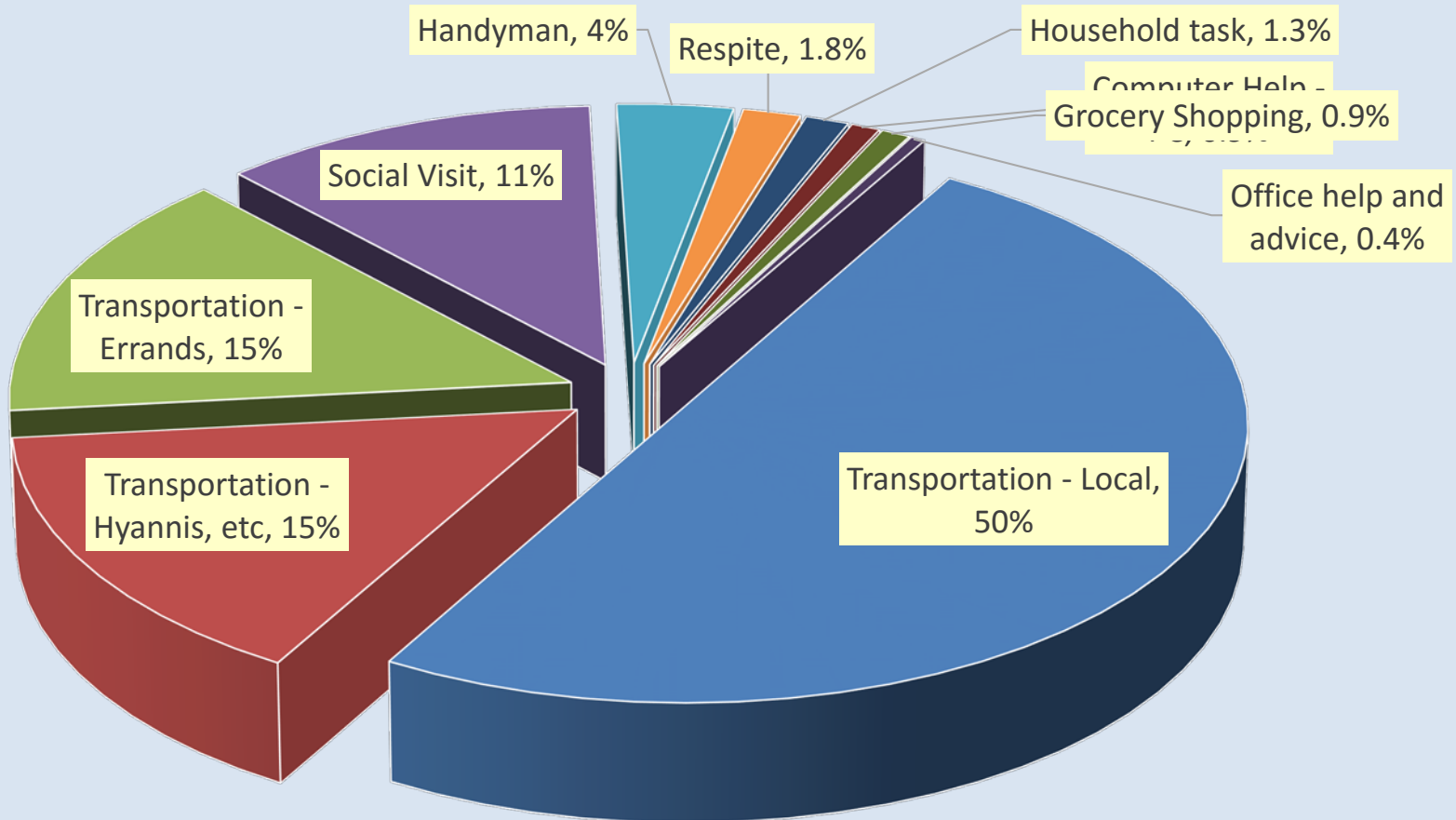
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**80%**).
- 84 households(33%) received 227 services in the last four weeks
- The [annual rate](#) of services rose to **11** per year per household.
- The [10% most needy members](#) used over **65%** of services.
- In addition to 65 services performed in the last week, an additional 20% were cancelled.

Services in the Last 4 Weeks

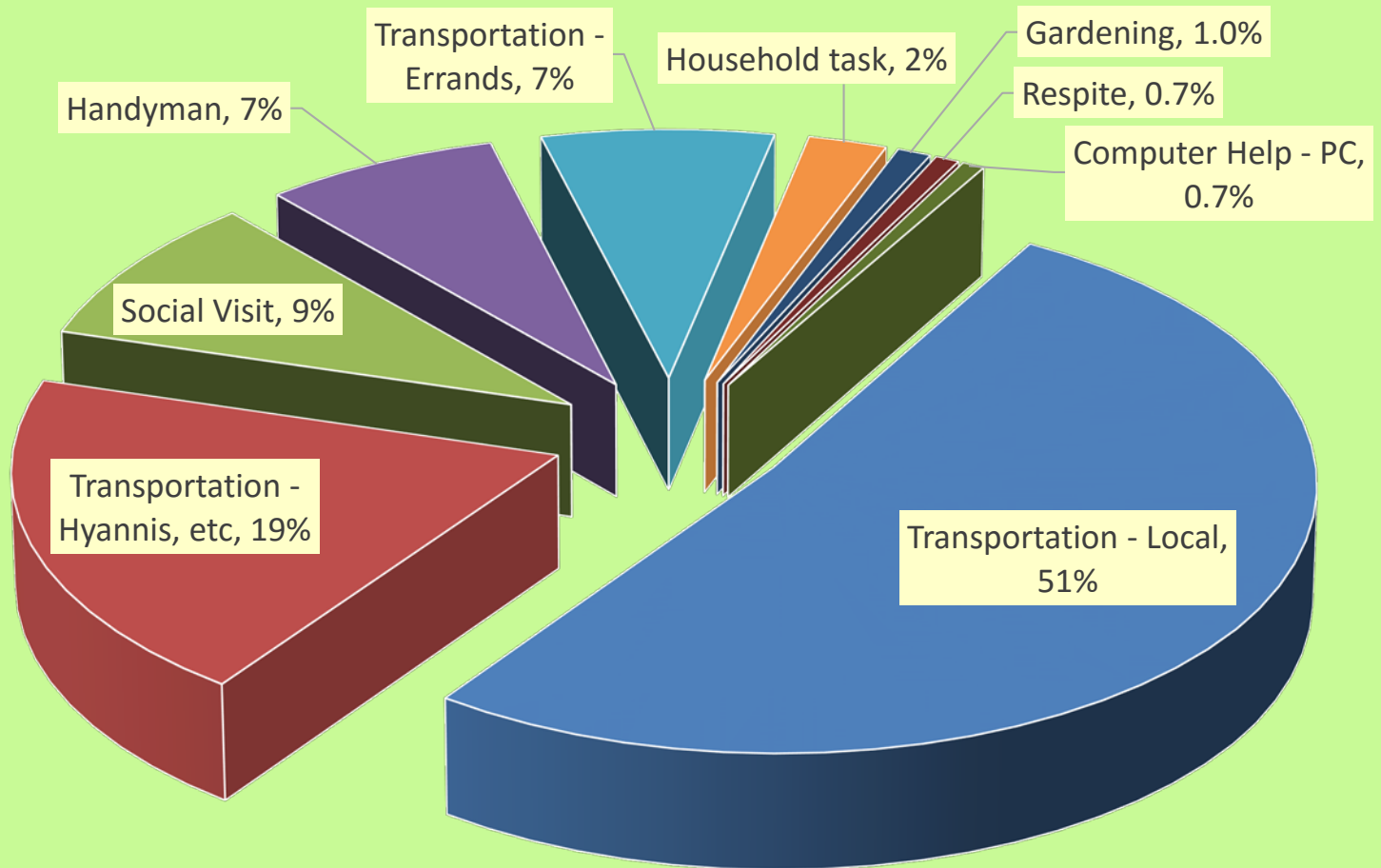
4/30/2016



84 households used 227 services in the last four weeks

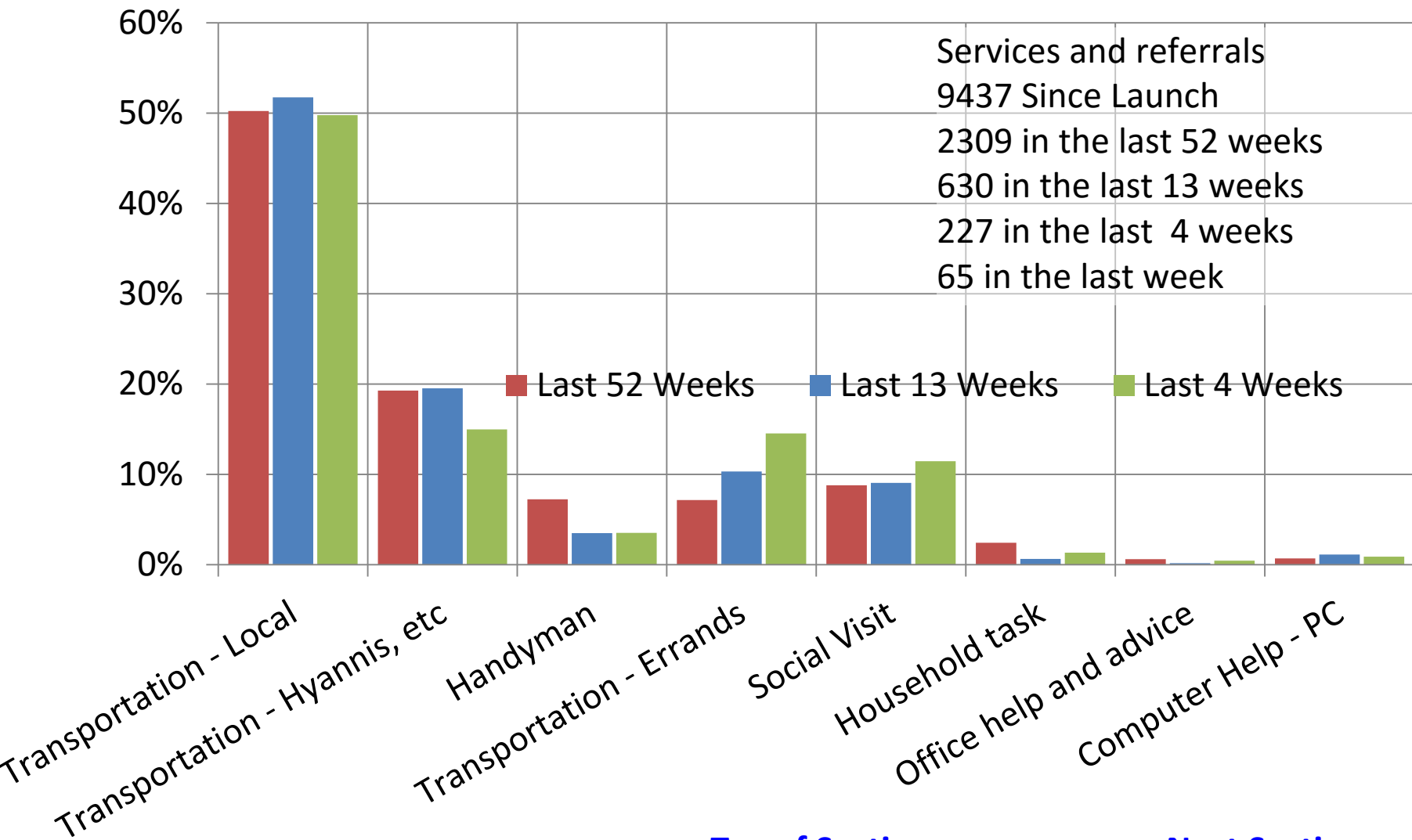
Services in the Last 52 Weeks

4/30/2016

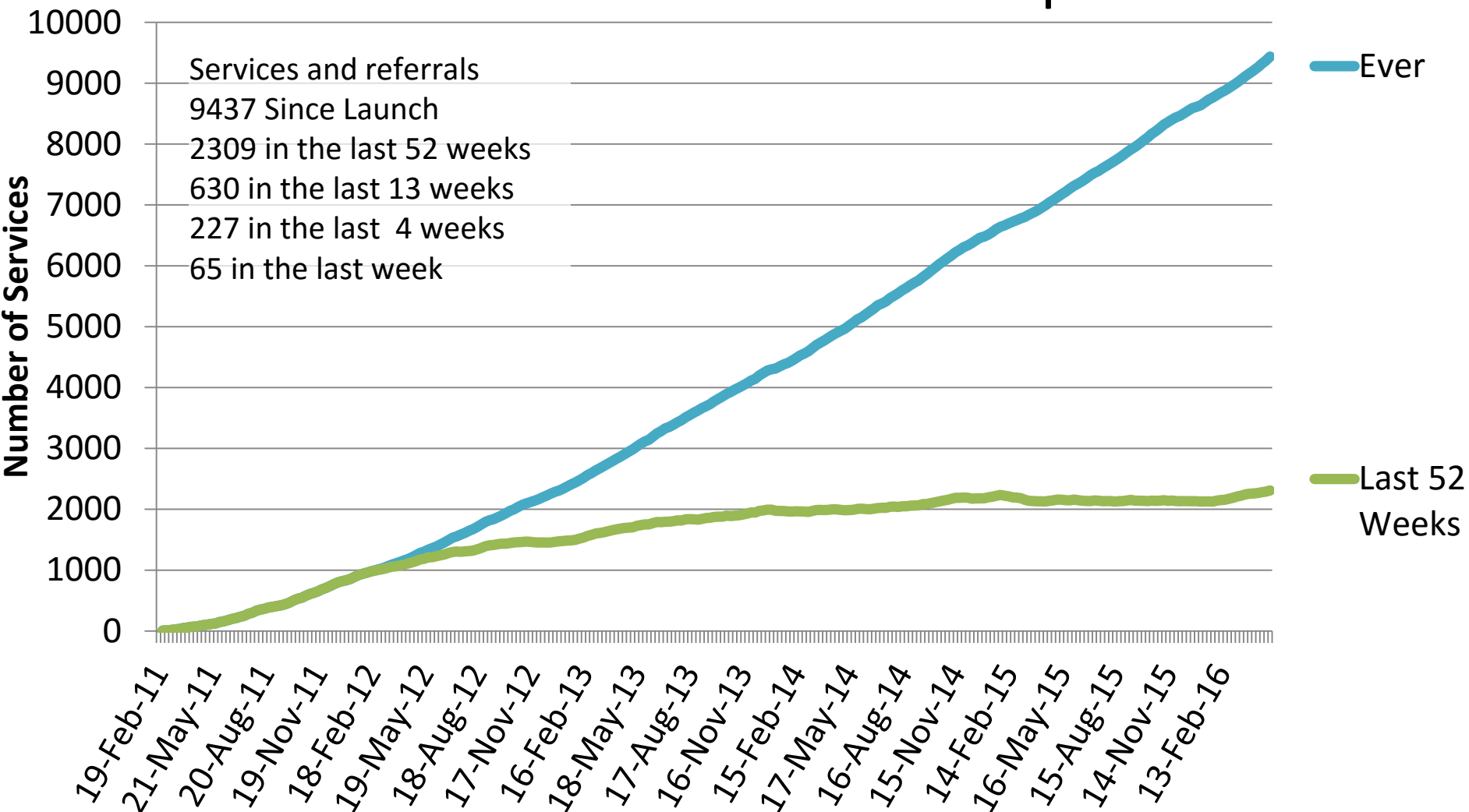


210 households used 2309 services in the last 52 weeks

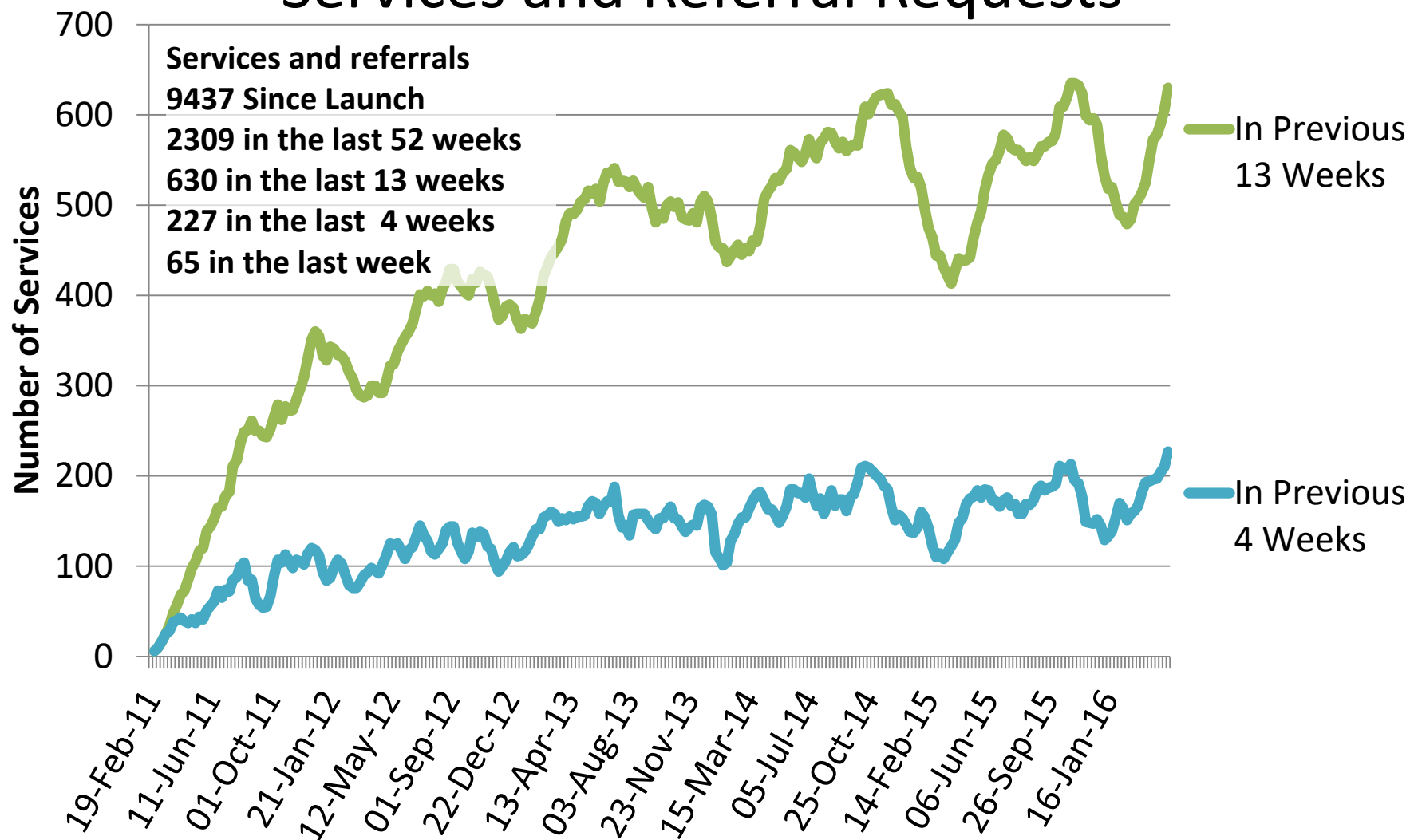
Trends in Services



Services and Referral Requests

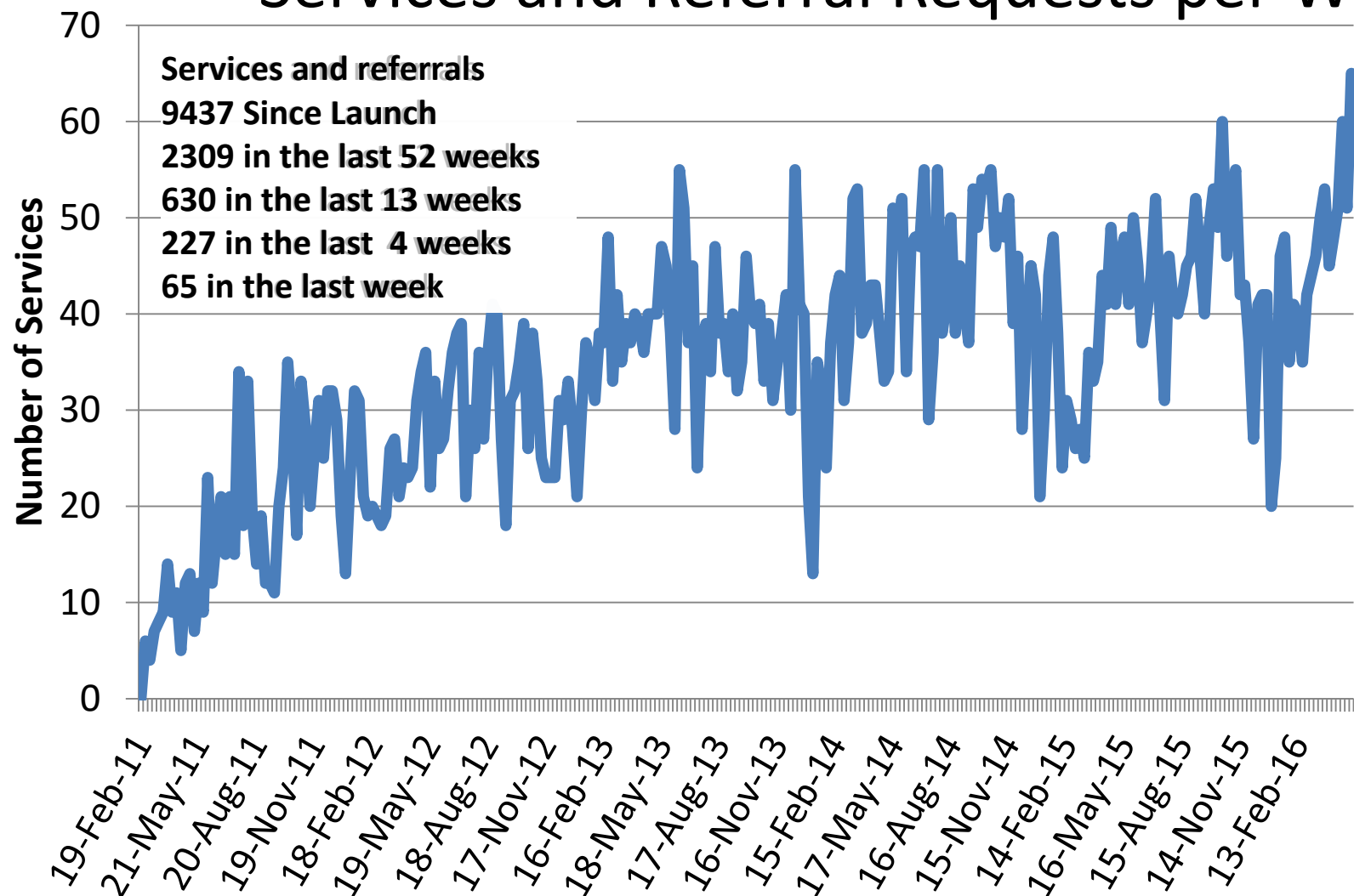


Services and Referral Requests



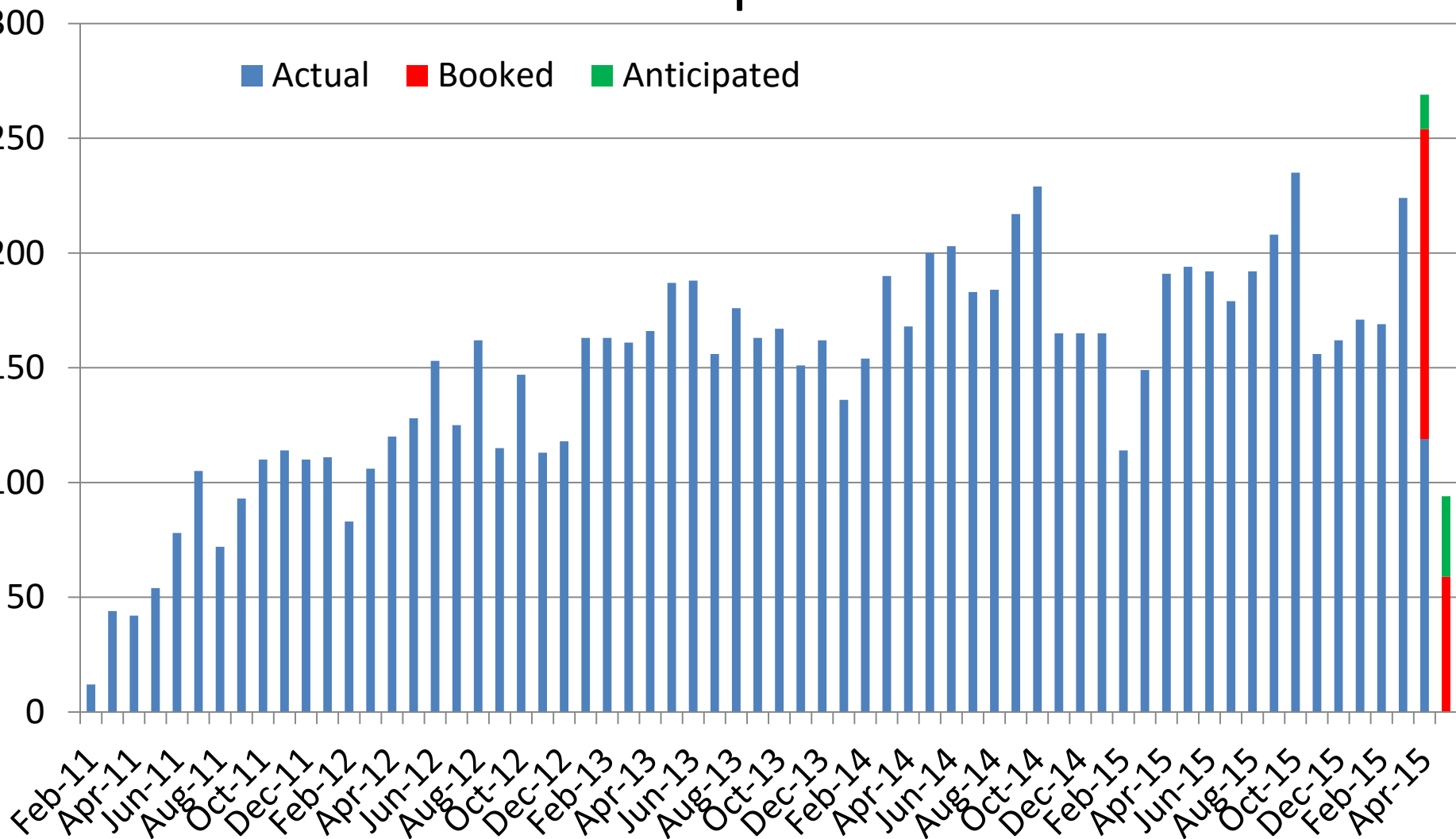


Services and Referral Requests per Week

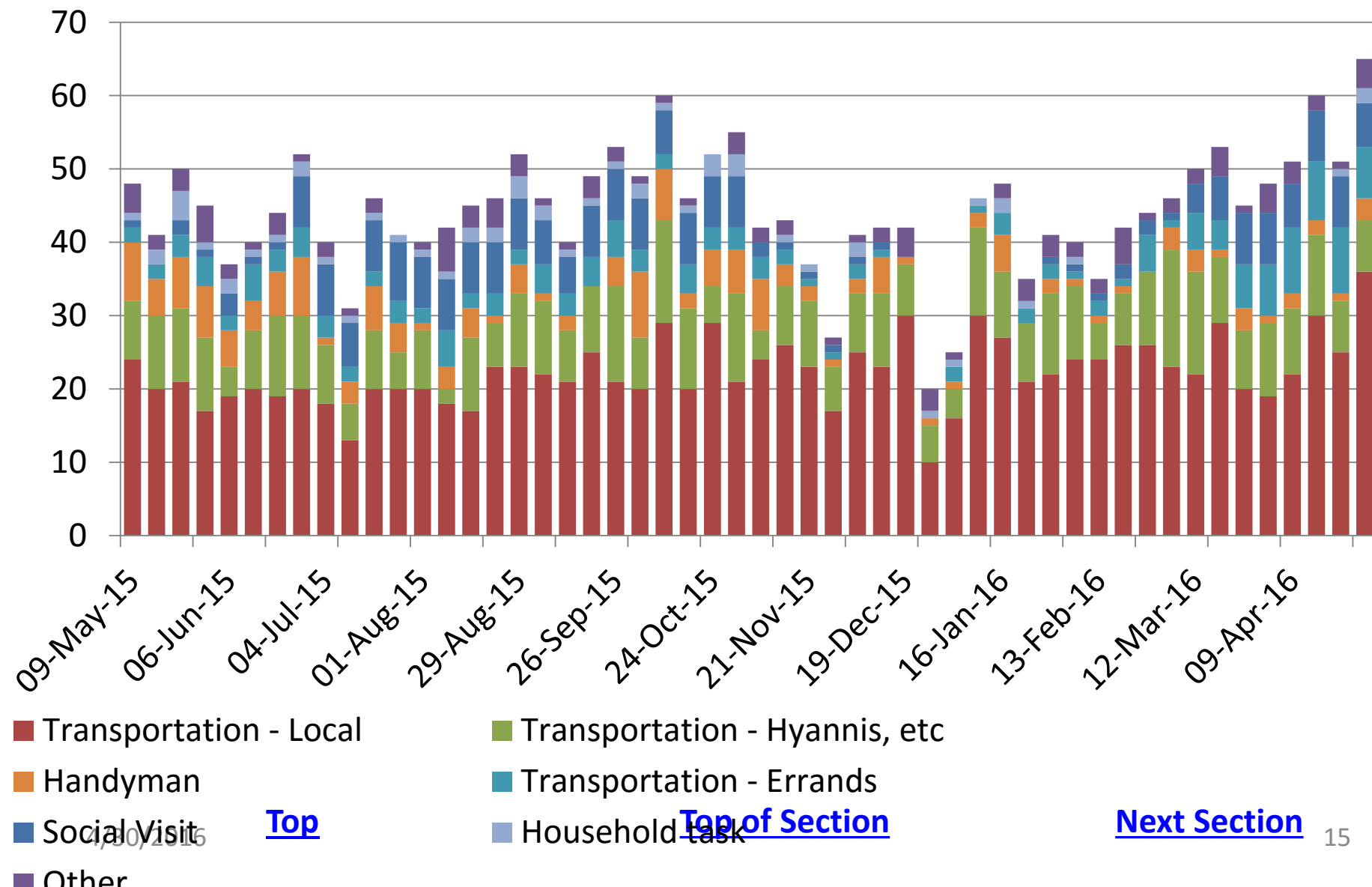


Services per Month

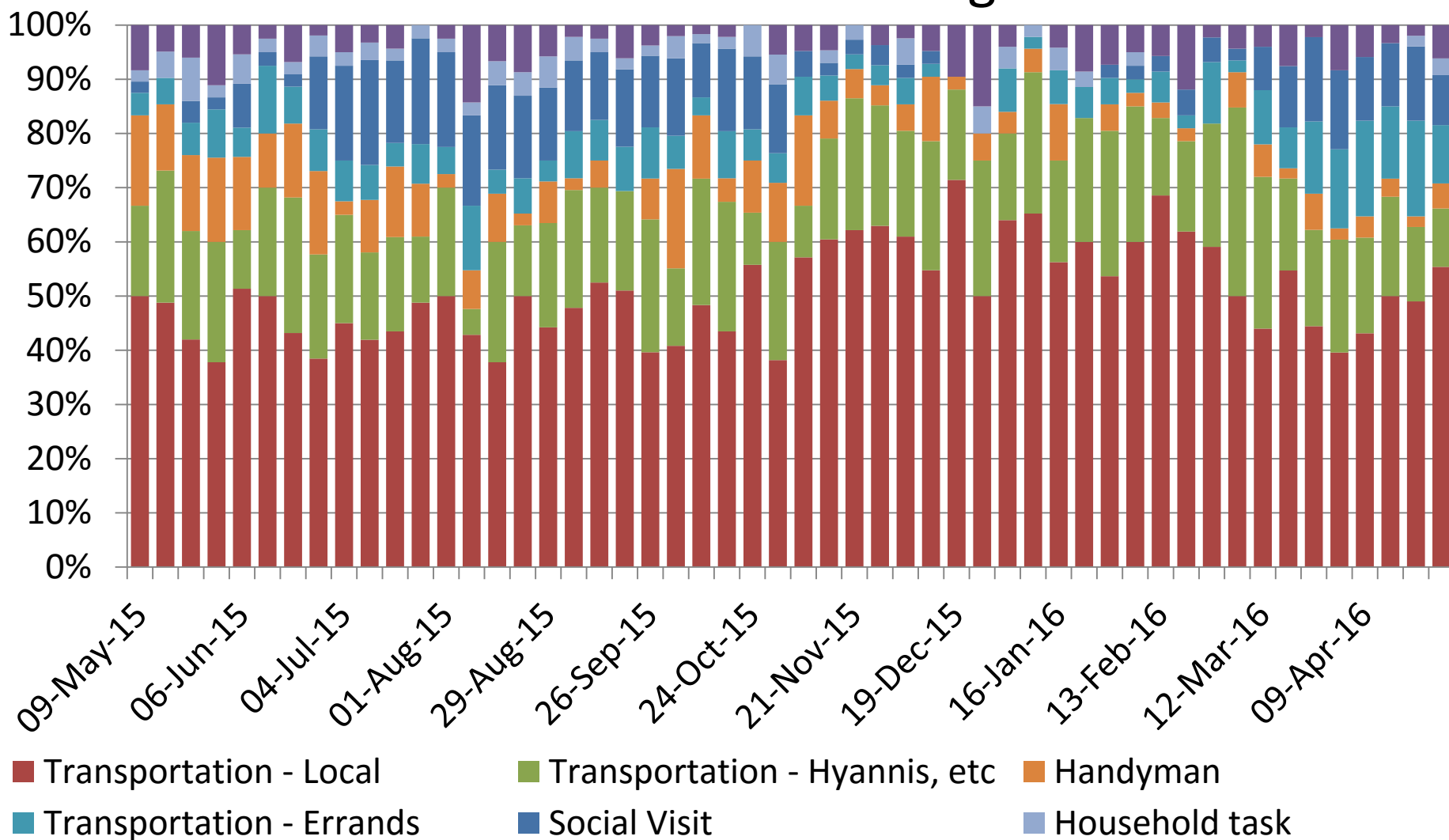
Actual Booked Anticipated



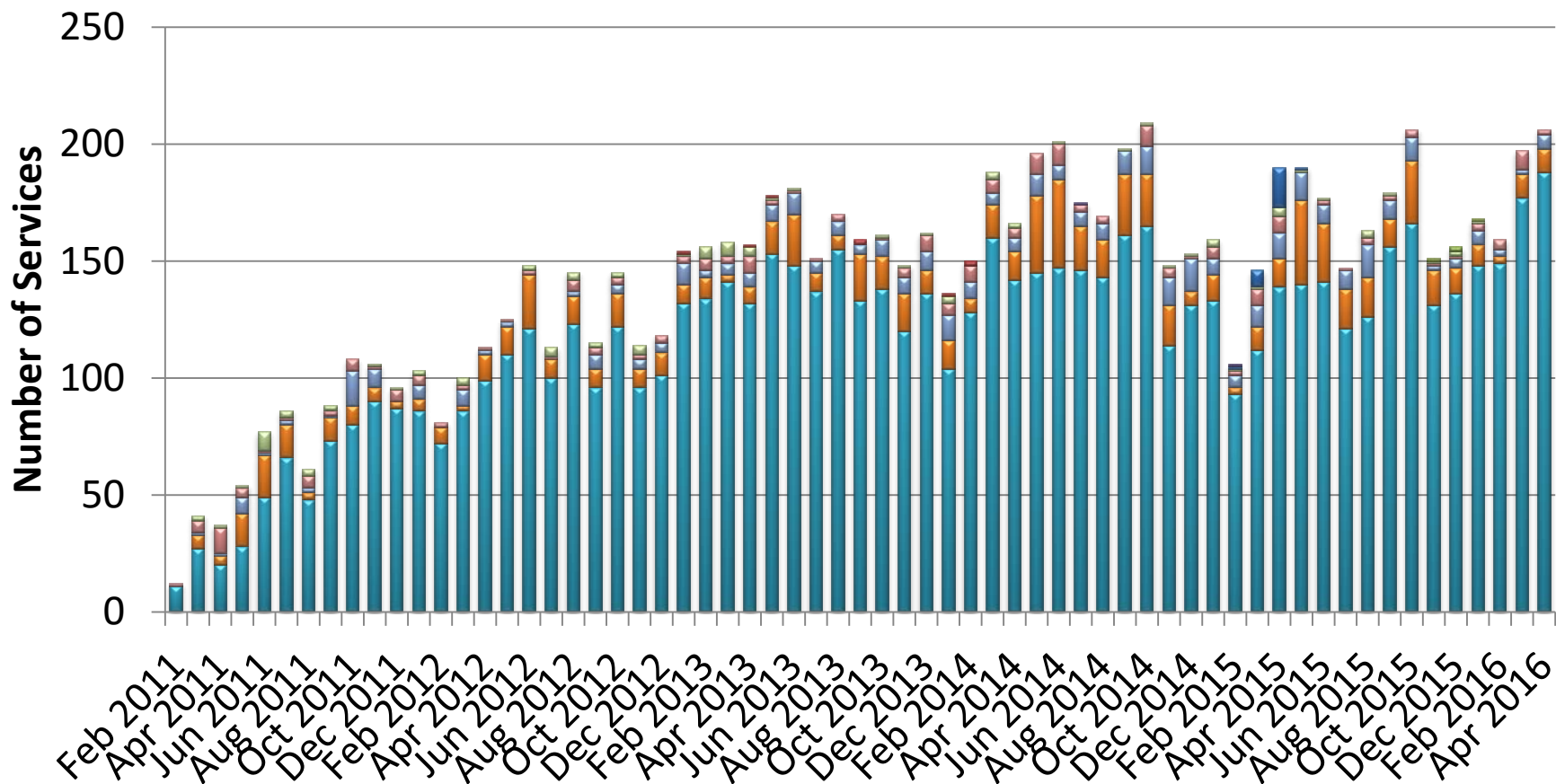
How Have Direct Services Varied in the Last Year?



Variation on a Percentage Basis



Service Categories



Transportation - Volunteer

Home Maintenance

In-Home Support

Technology

Referrals

Wellness

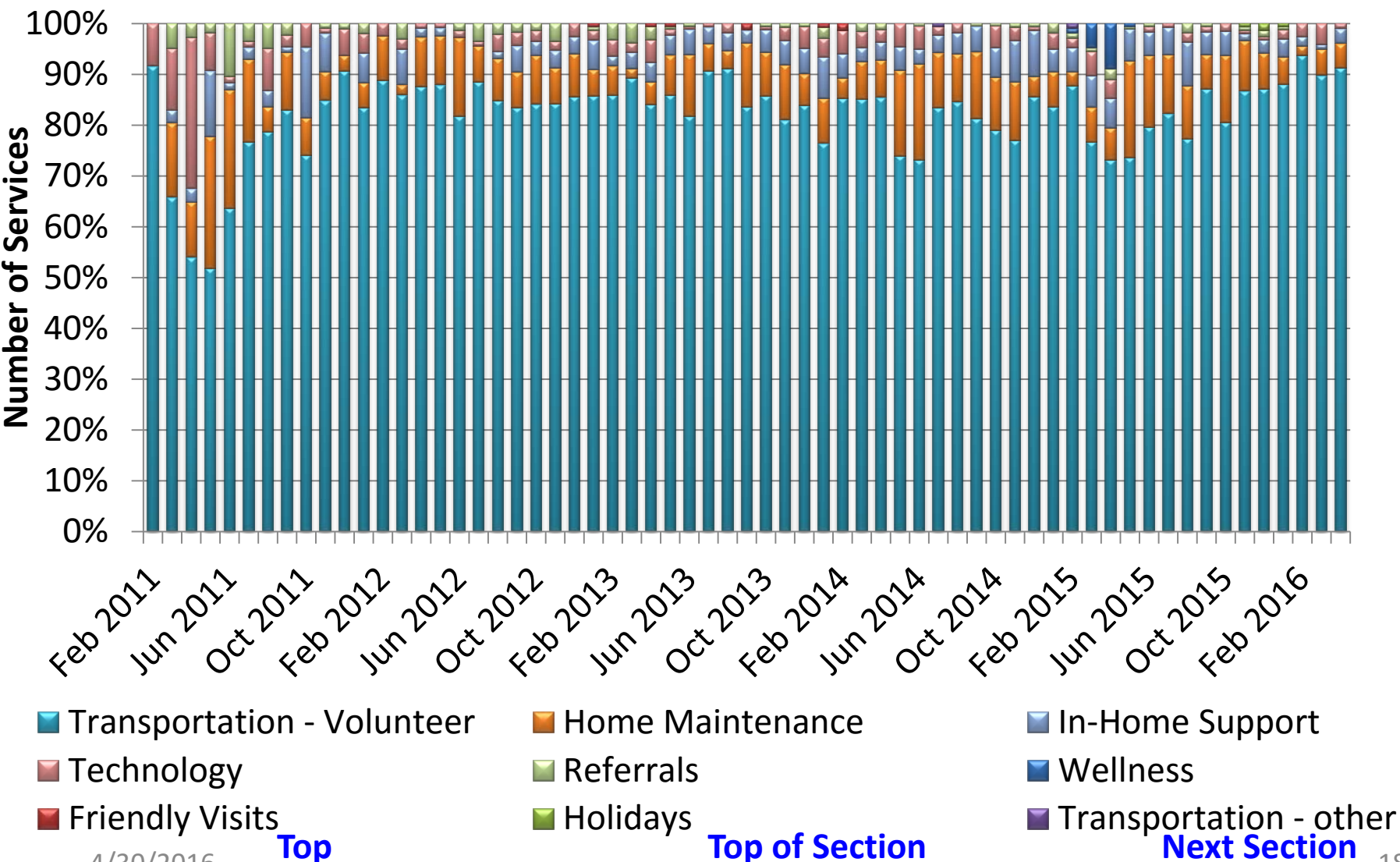
Friendly Visits

Holidays

Transportation - other



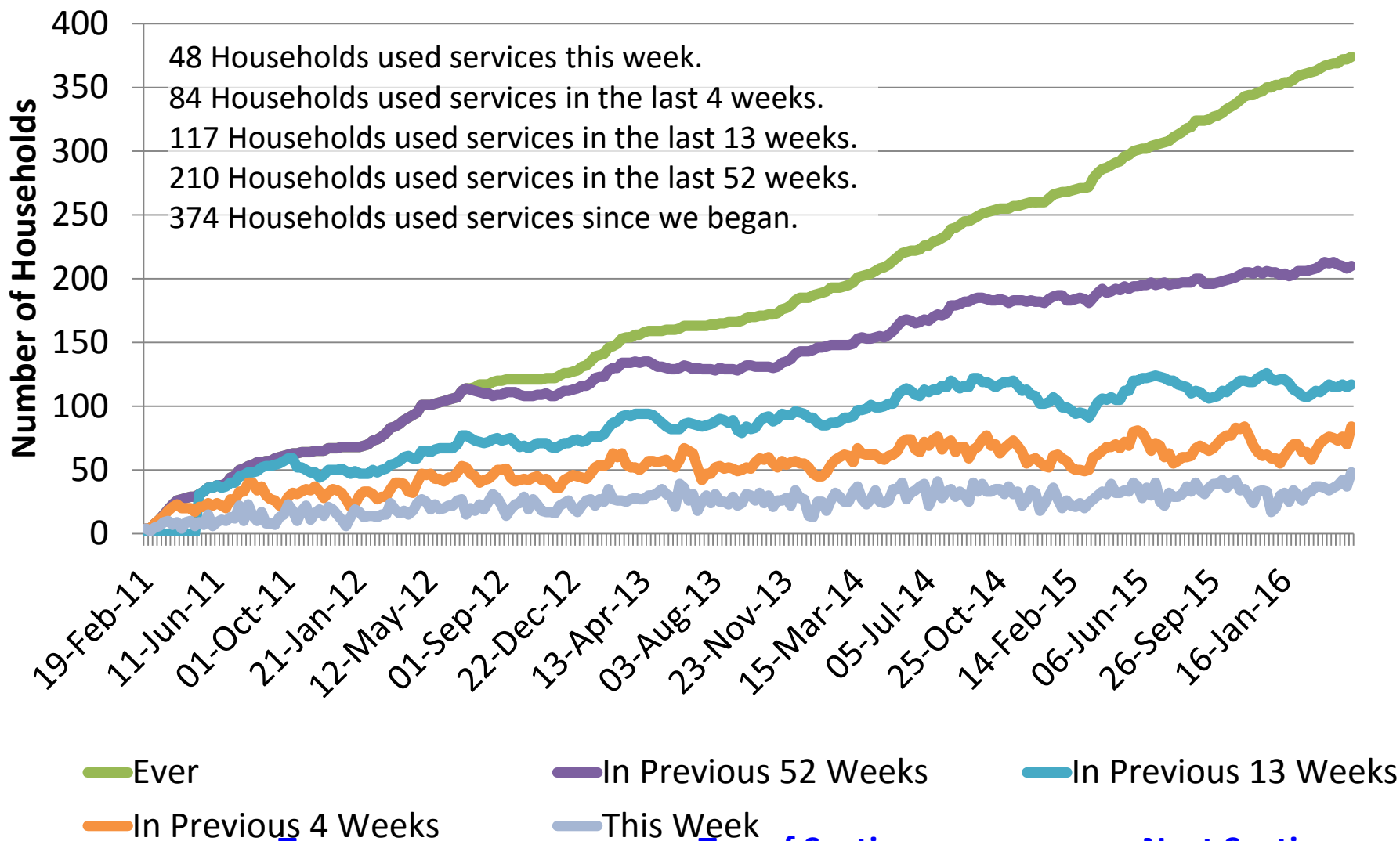
Service Categories Variation on a Percentage Basis



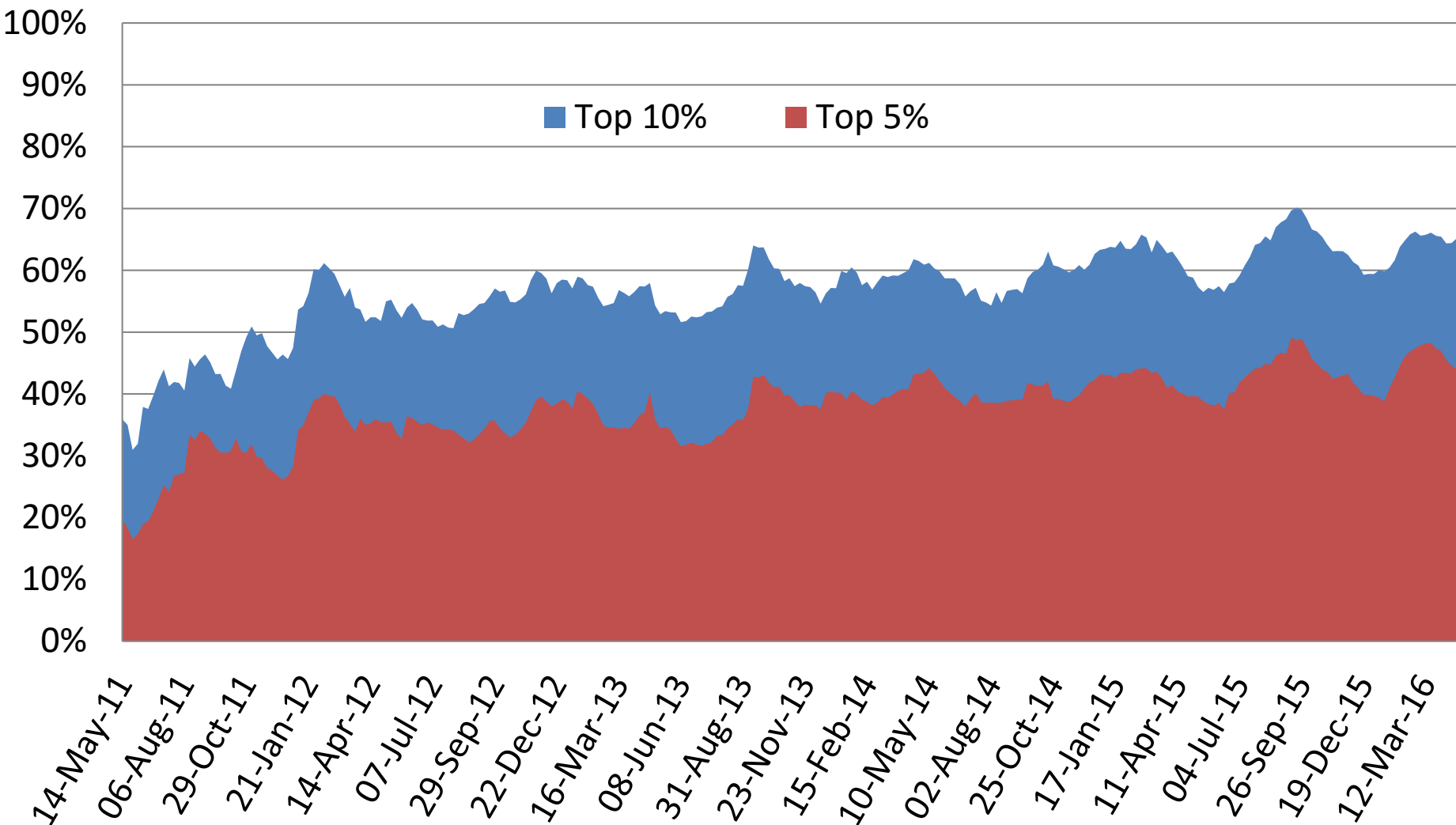
HOW MANY HOUSEHOLDS USE SERVICES?



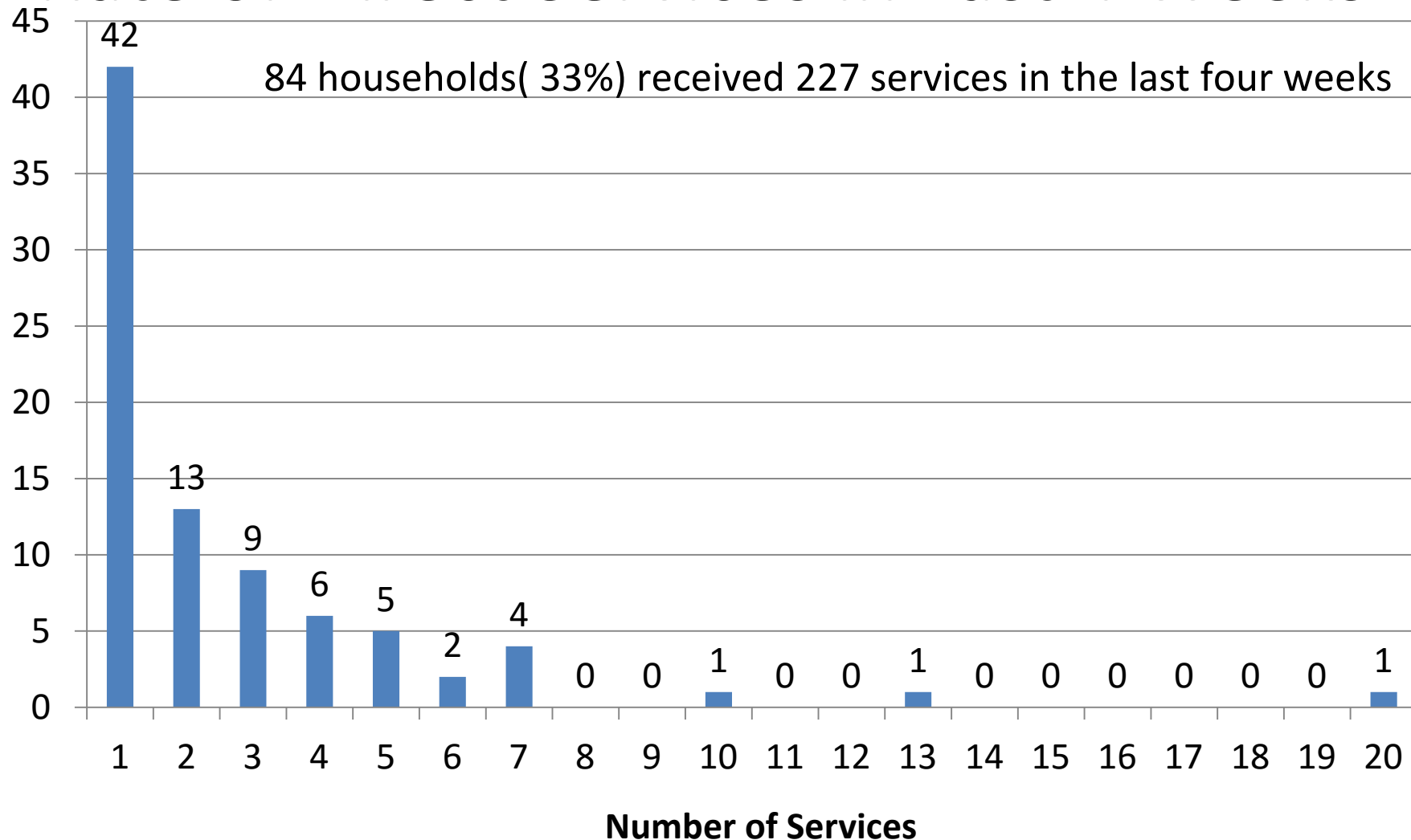
How Many Households Served



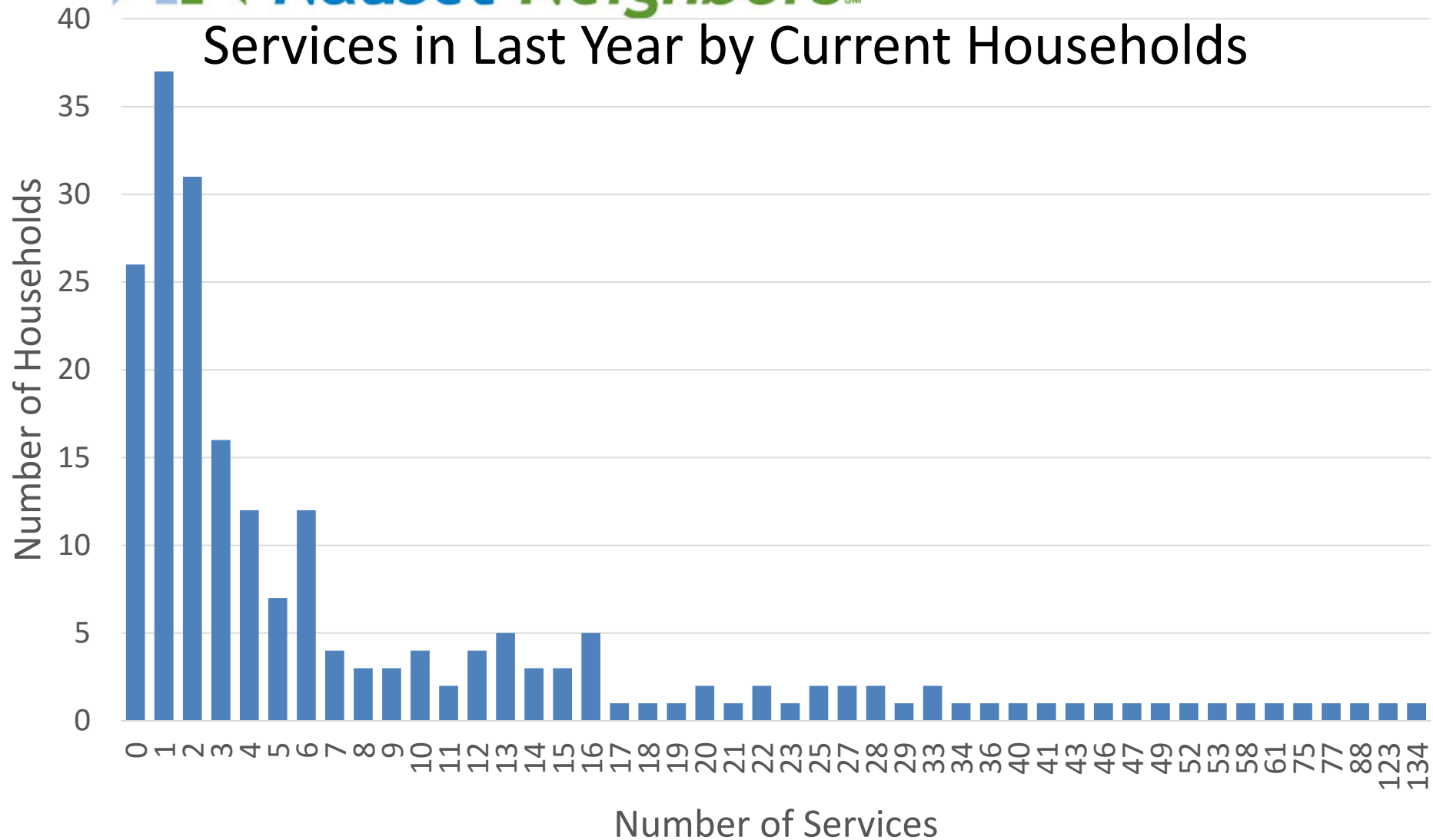
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

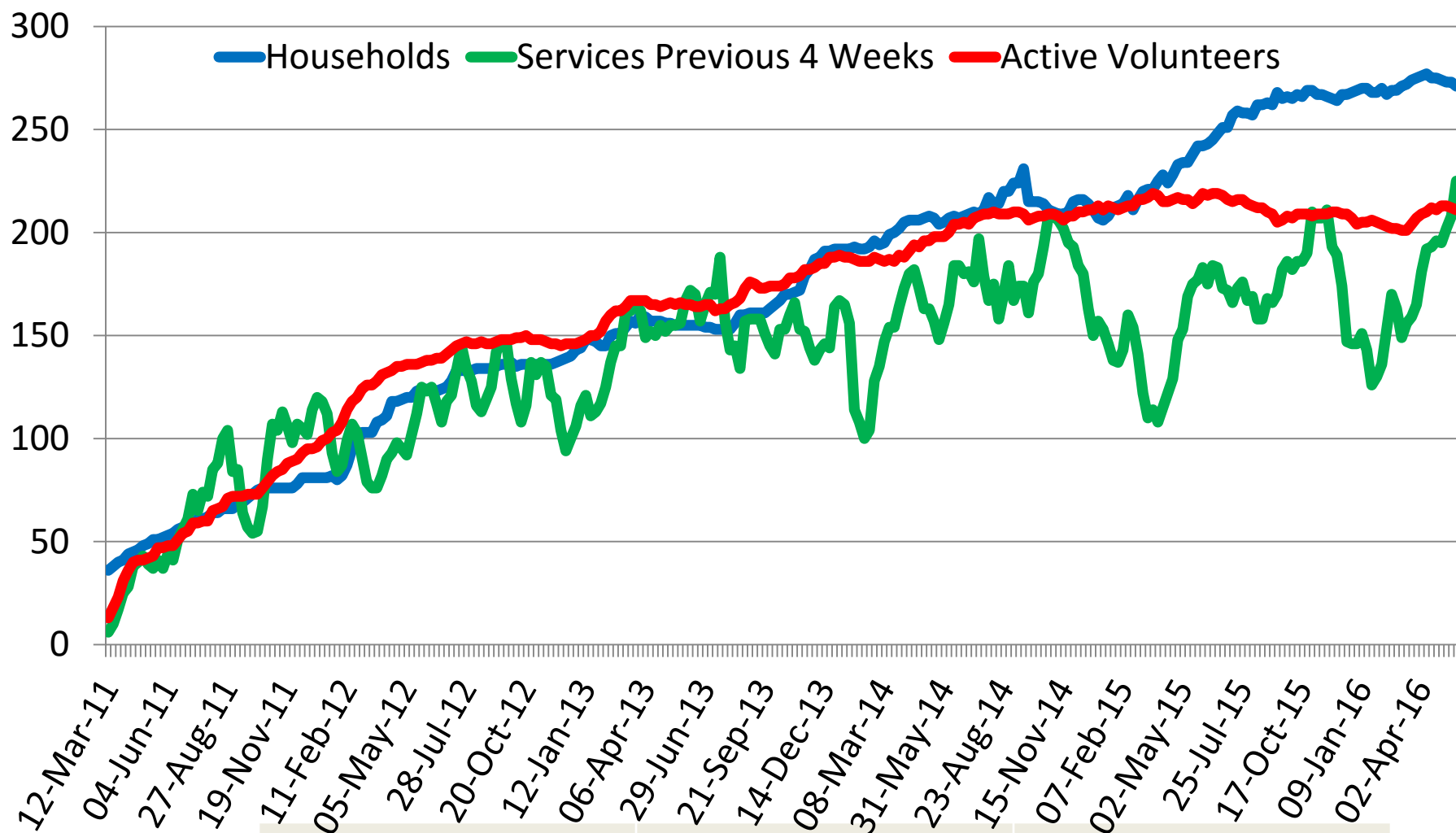


Services in Last Year by Current Households



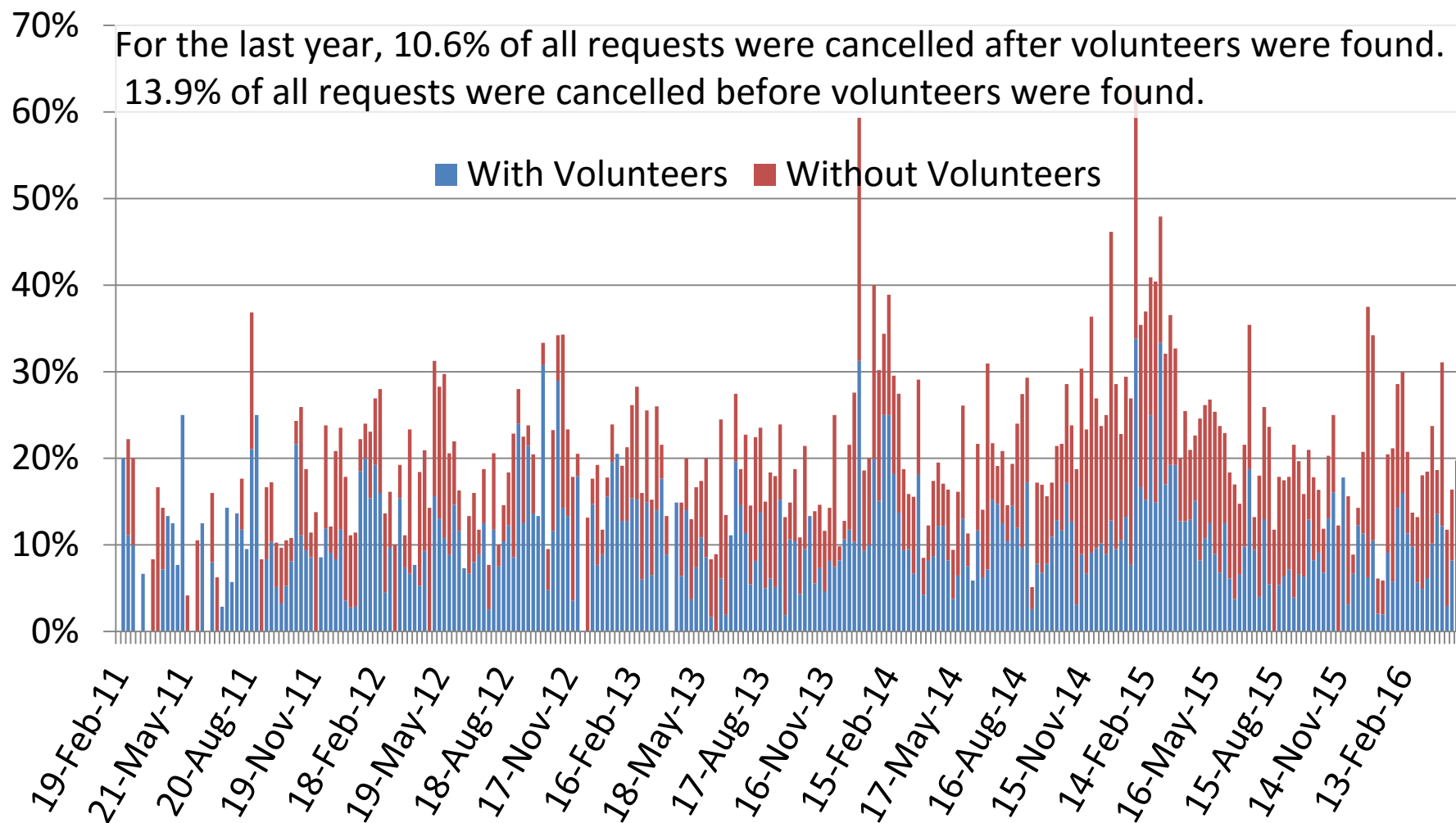


Memberships, Active Volunteers, and Services per Month



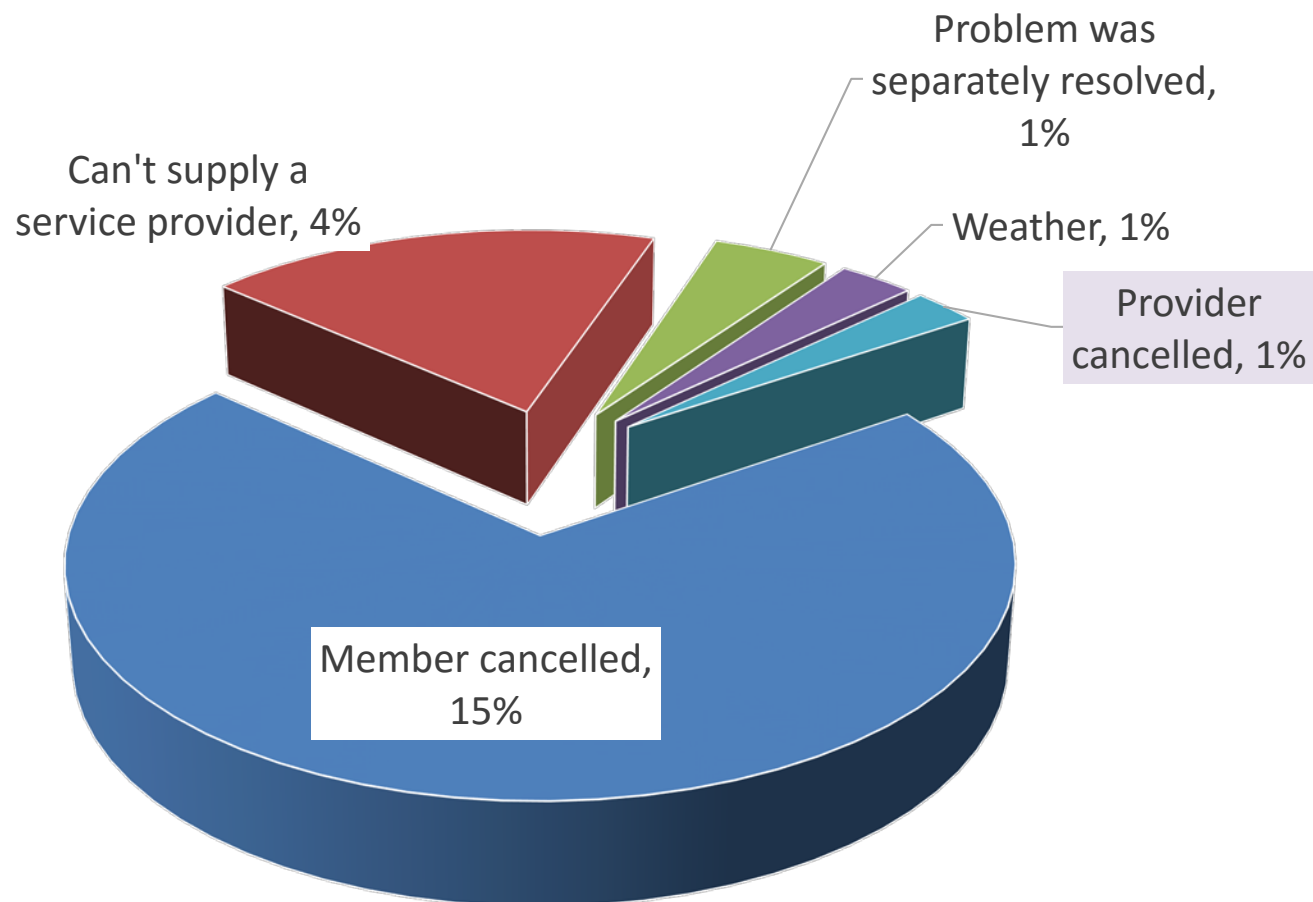
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



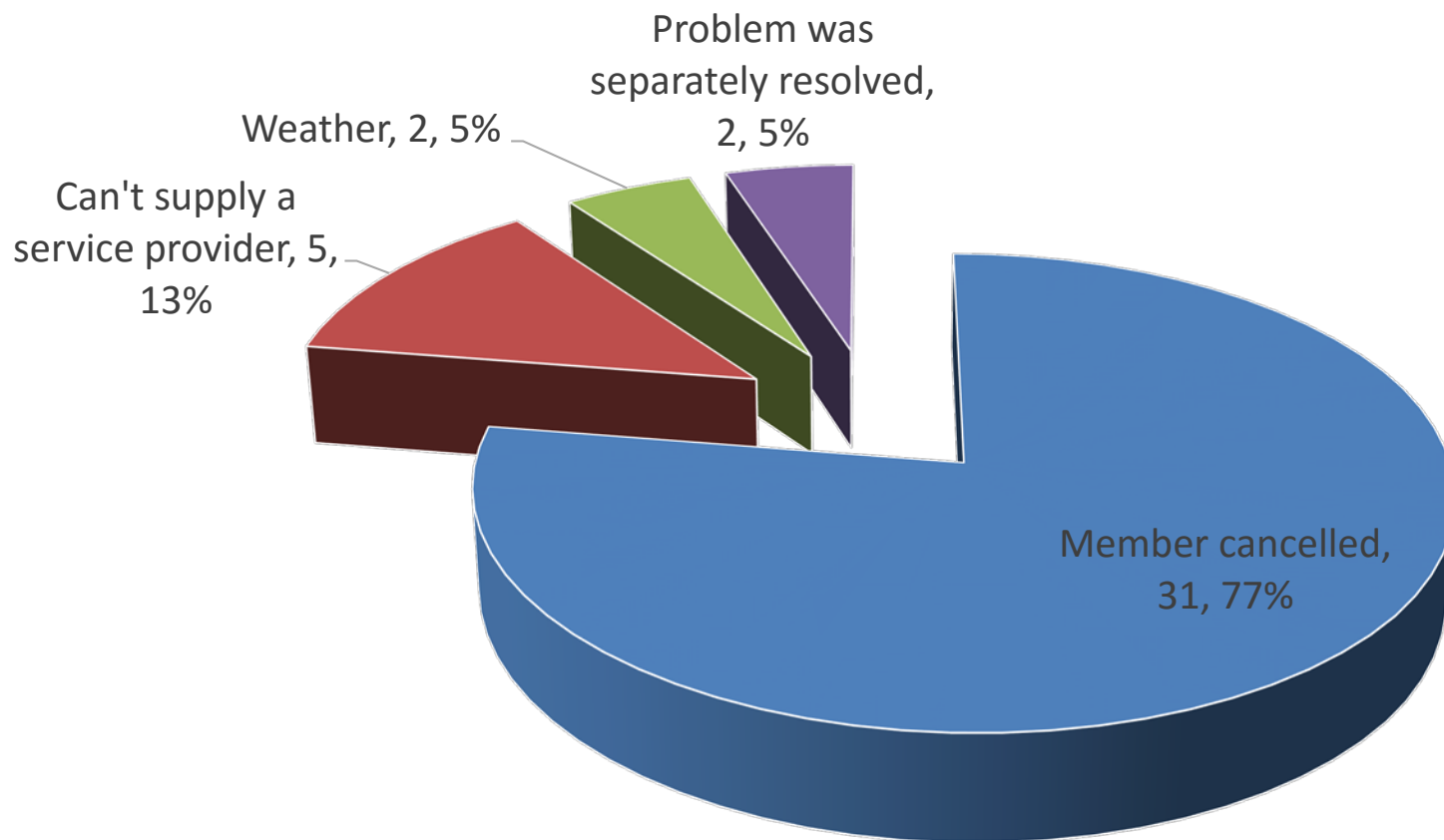
Cancellation Reasons (Last 52 Weeks)

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

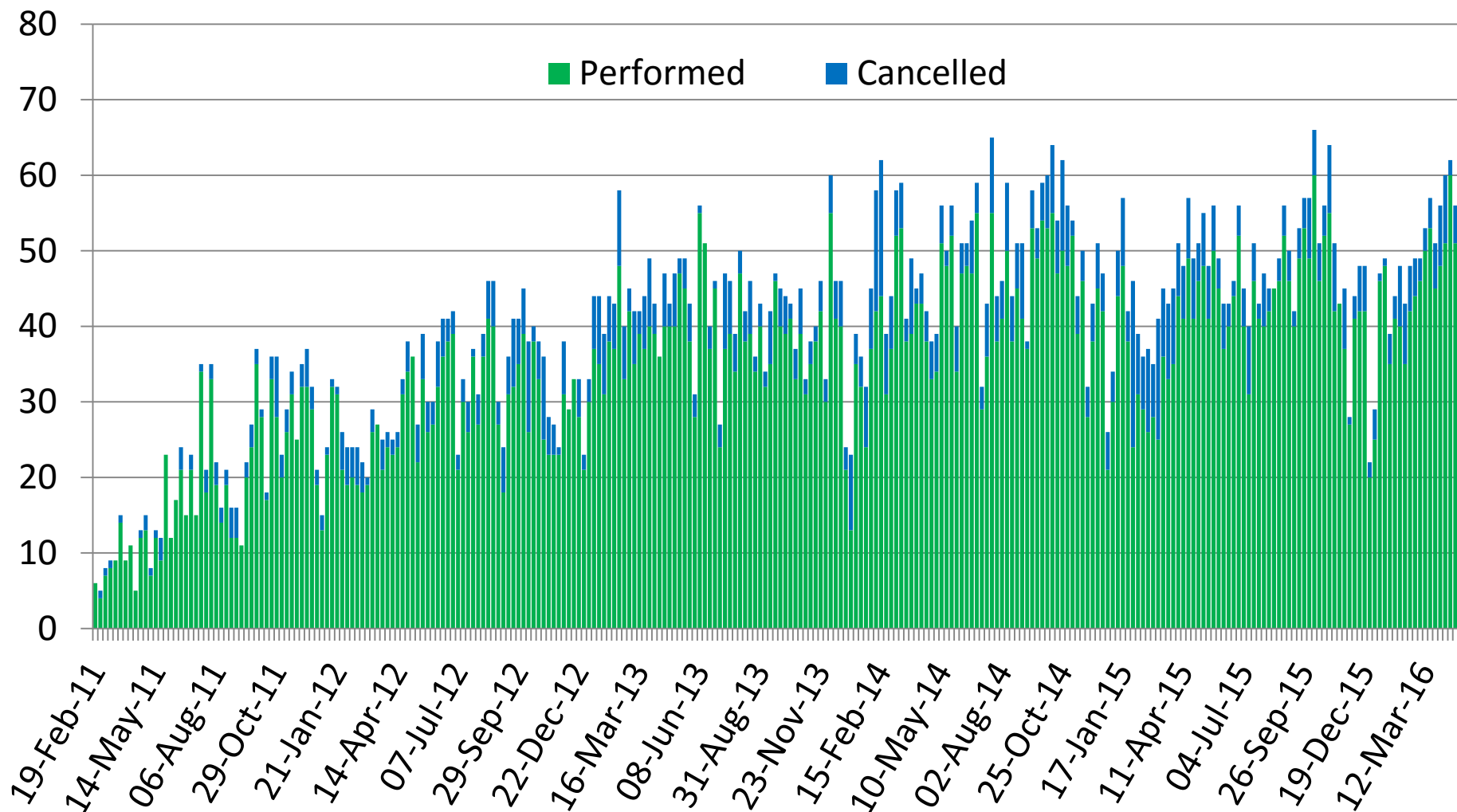


Cancellation Reasons (Last 4 Weeks)

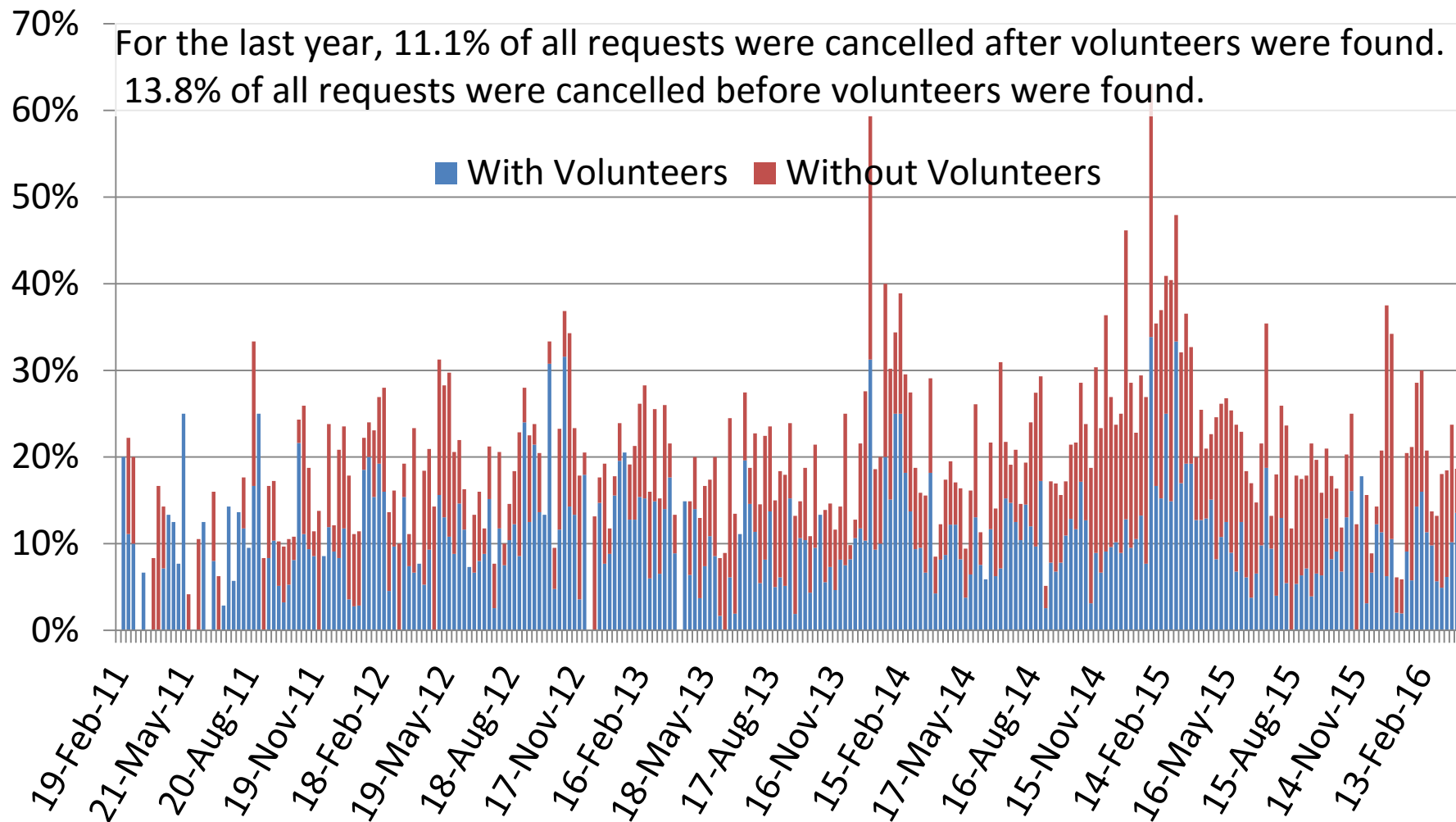
In addition to 227 services performed in the last four weeks, an additional 18% were cancelled.



Services Filled



All Cancelled Services



RETENTION

WHY MEMBERS QUIT

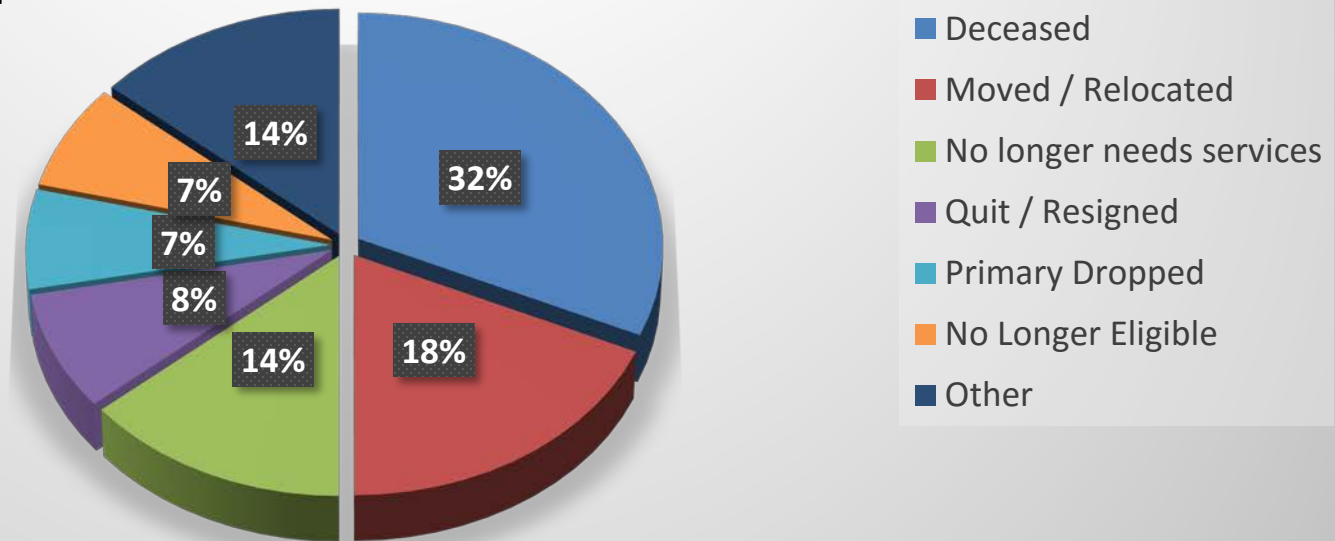
Why Members Quit

- Since we began in February 2011, we have had a total of 536 members, 246 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.

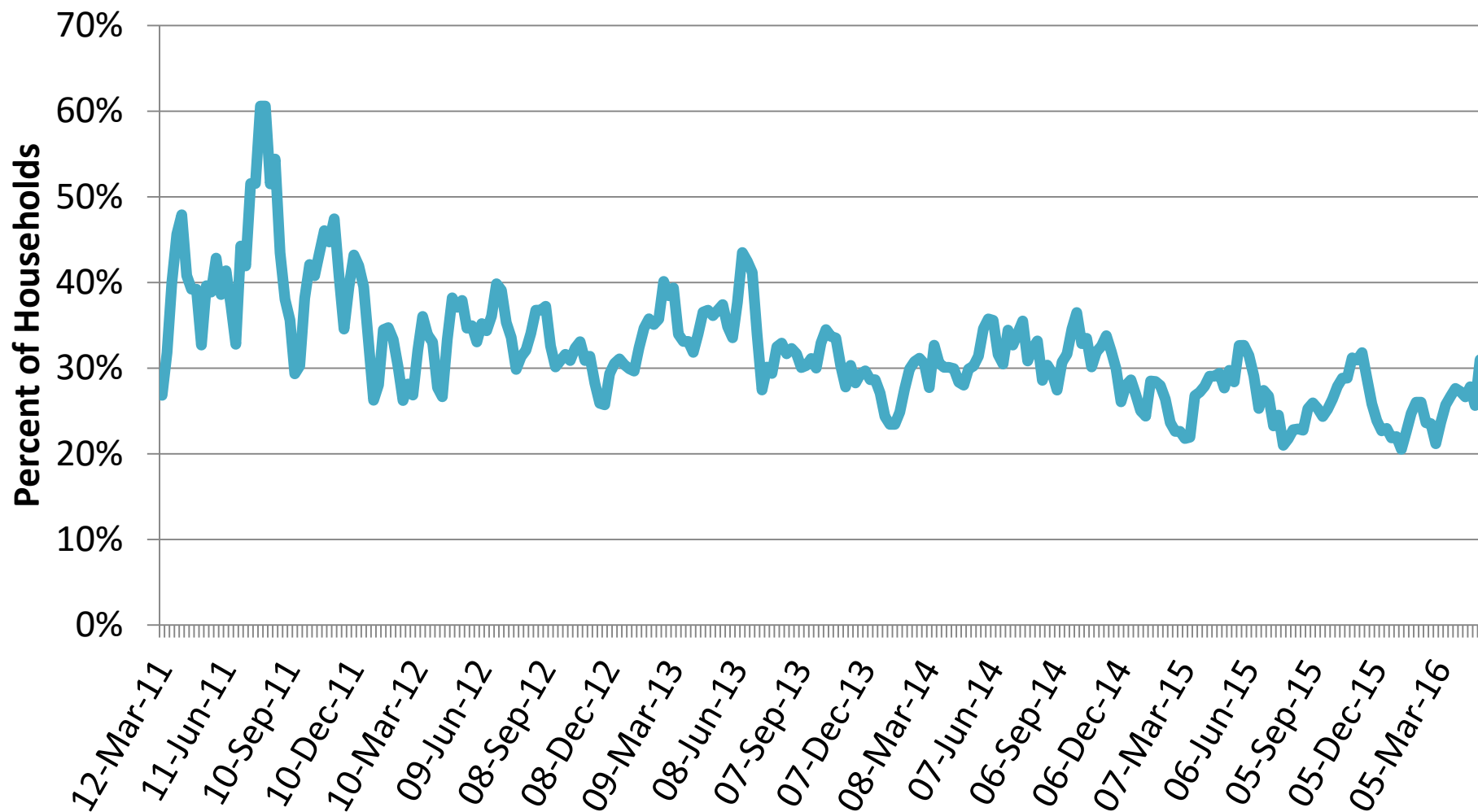
Why Members Quit

4/30/2016

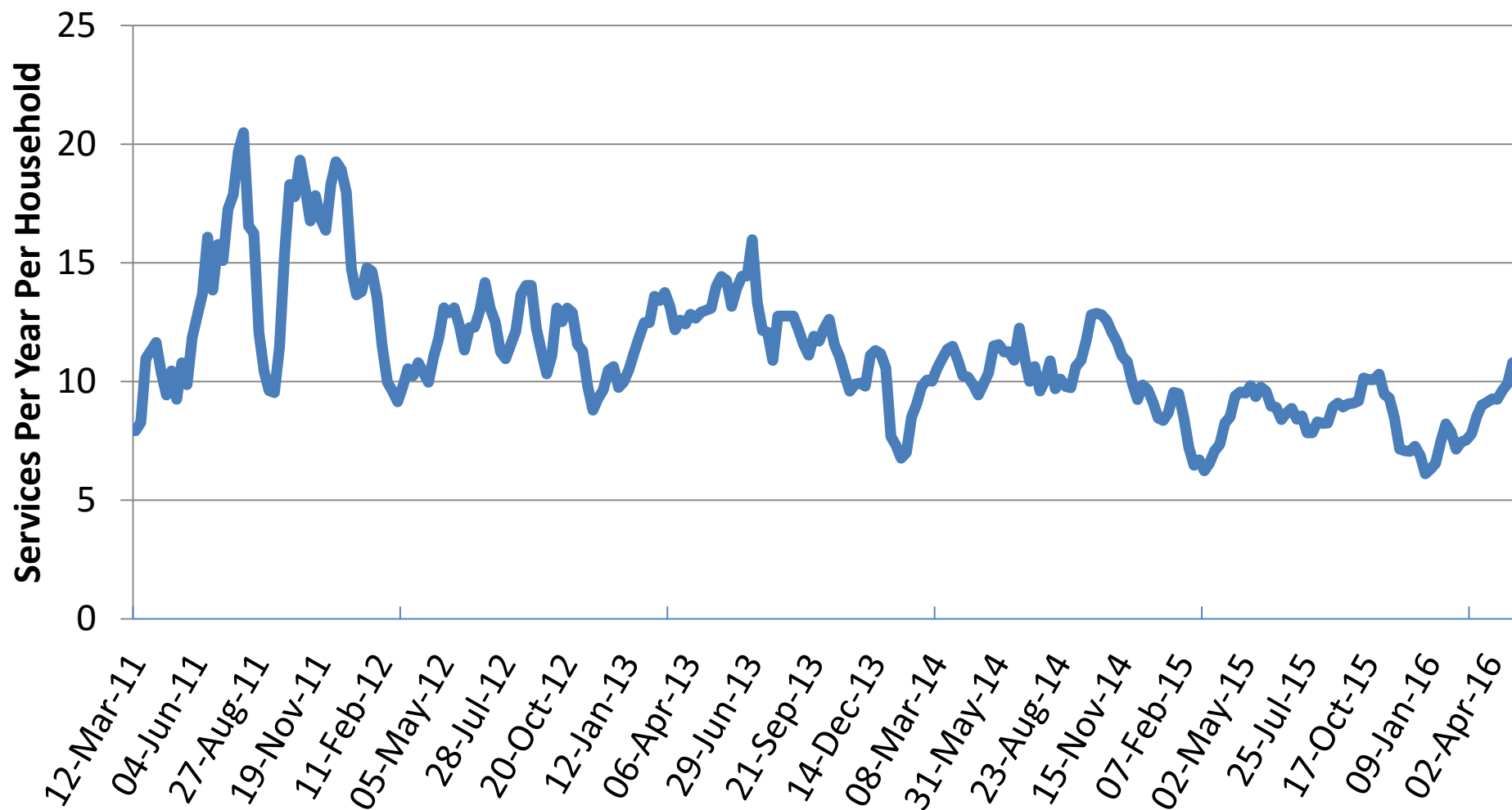
Since we began in February 2011, we have had a total of 536 members, 246 of whom (46%) have dropped their membership



% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household

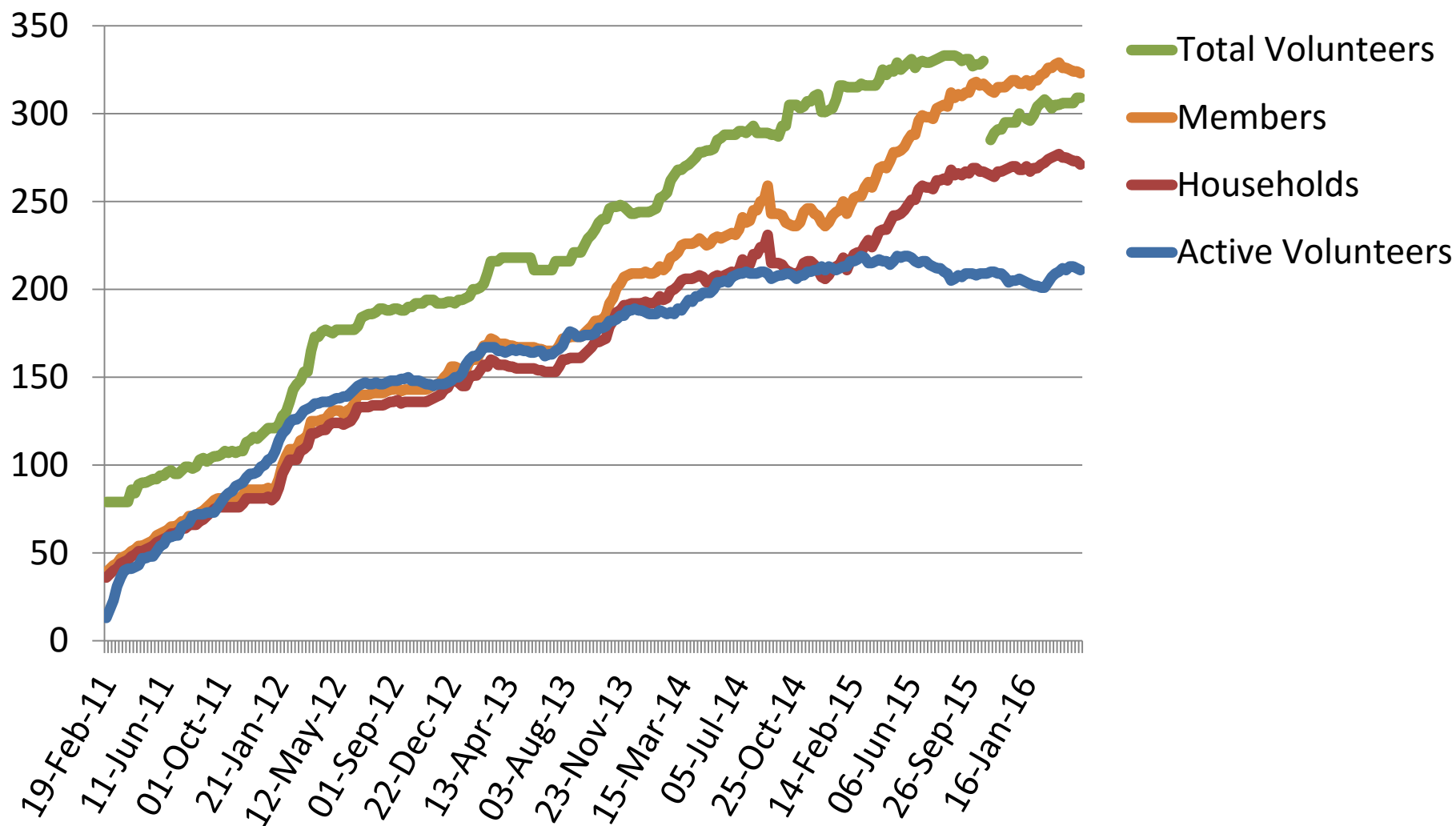


How many volunteers do we have and how frequently do they volunteer?

VOLUNTEERS

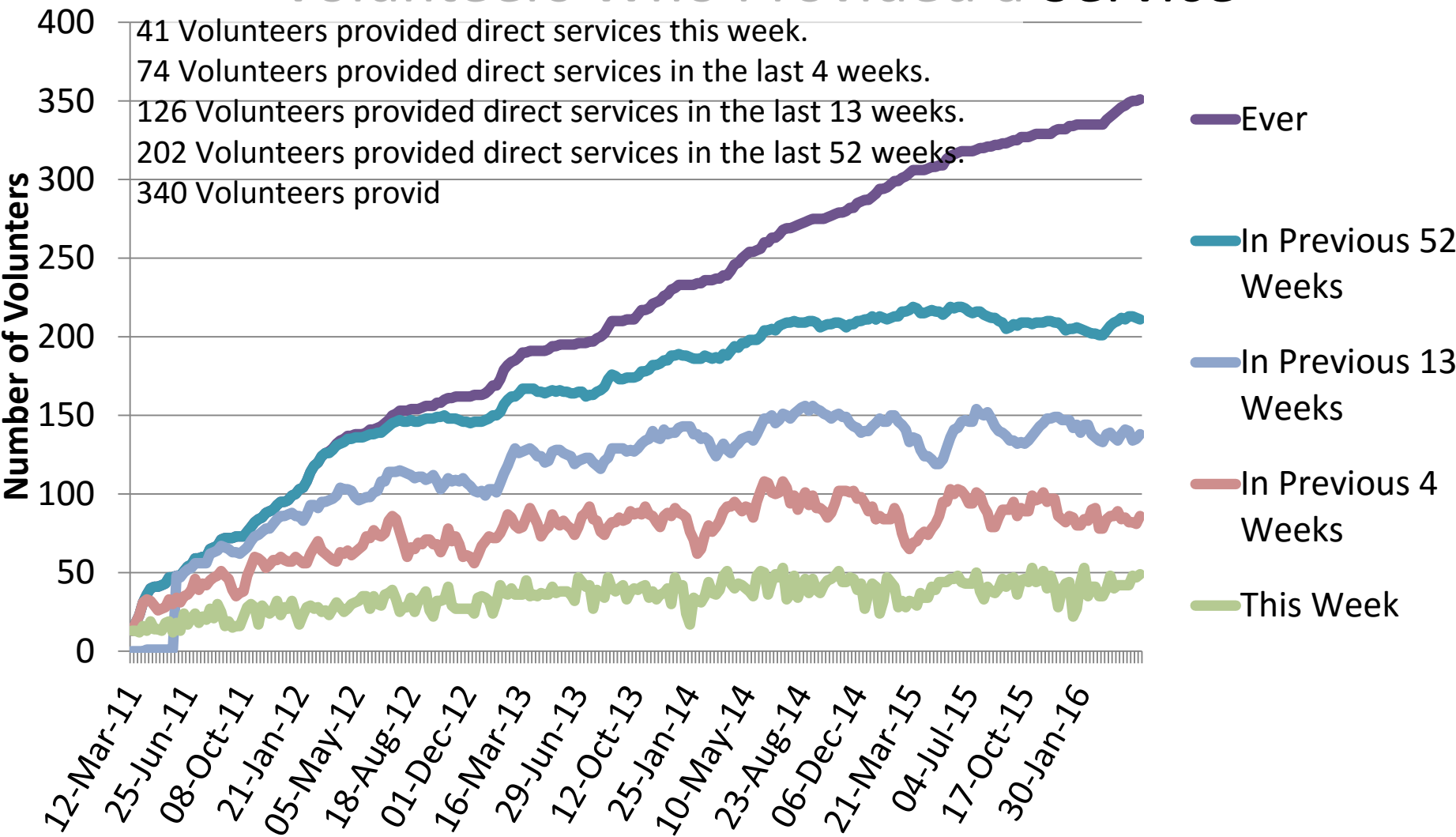


Growth Rates of Members, Households and Volunteers



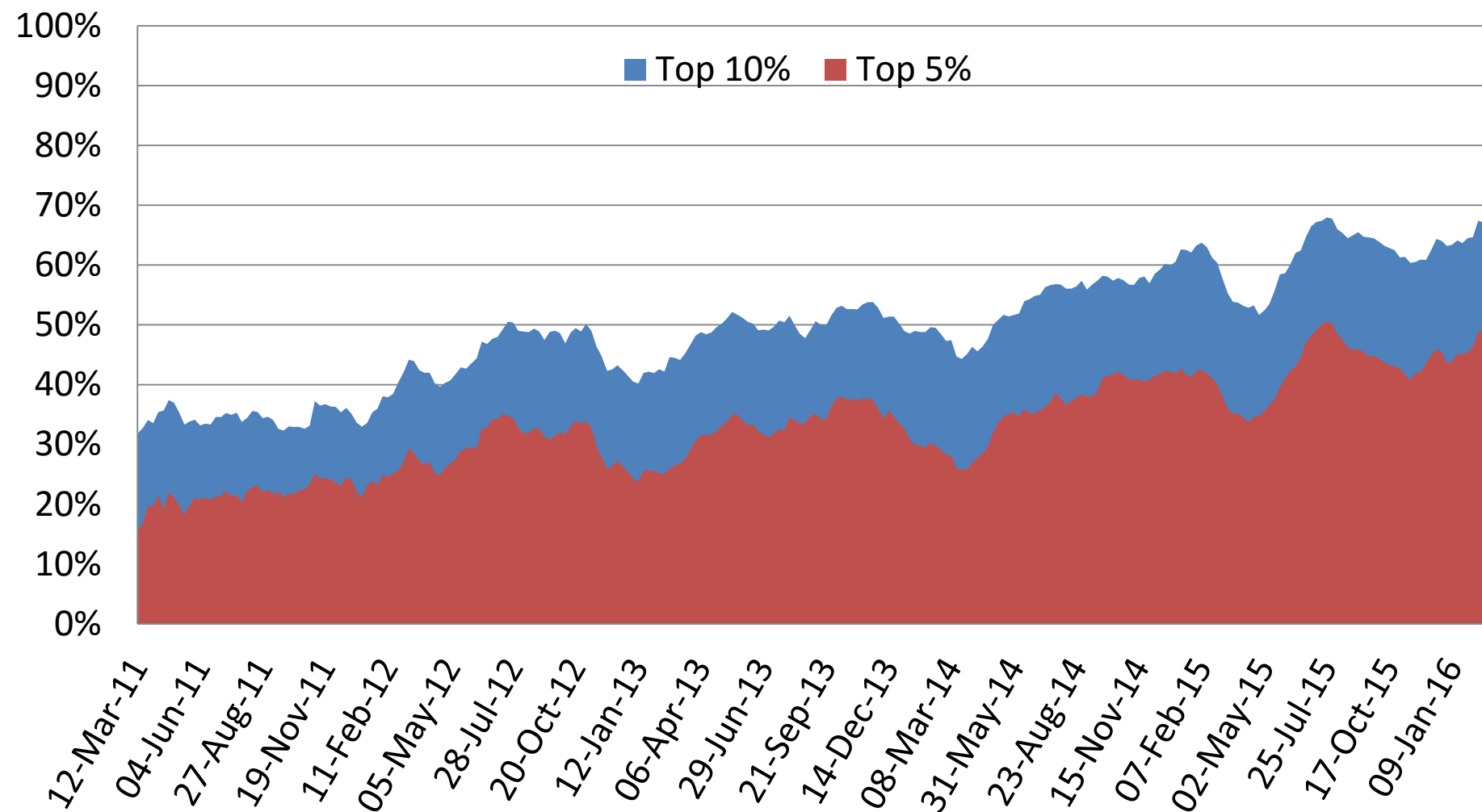


Volunteers Who Provided a Service





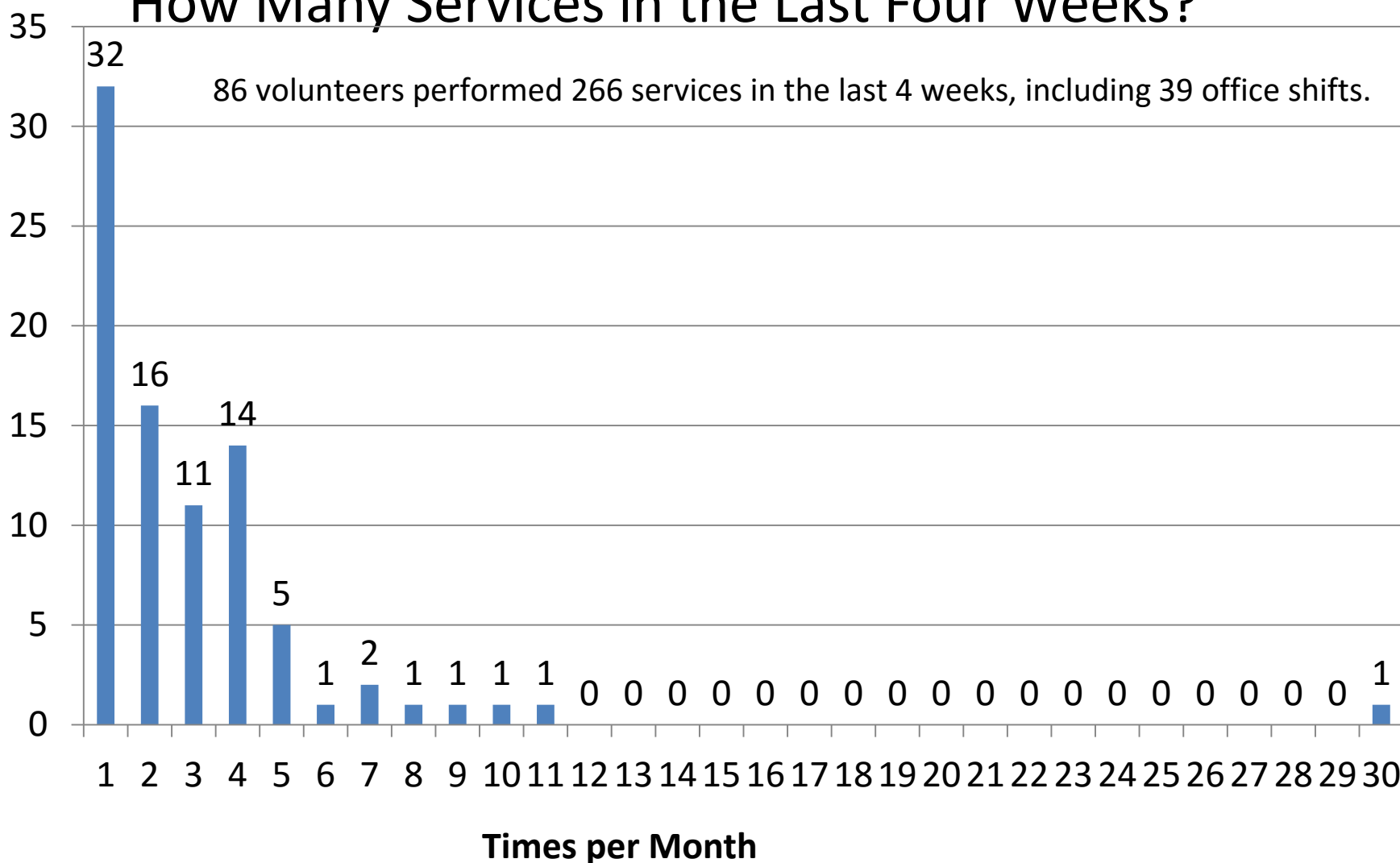
Most Active Volunteers During Previous Four Weeks



How Many Services in the Last Four Weeks?

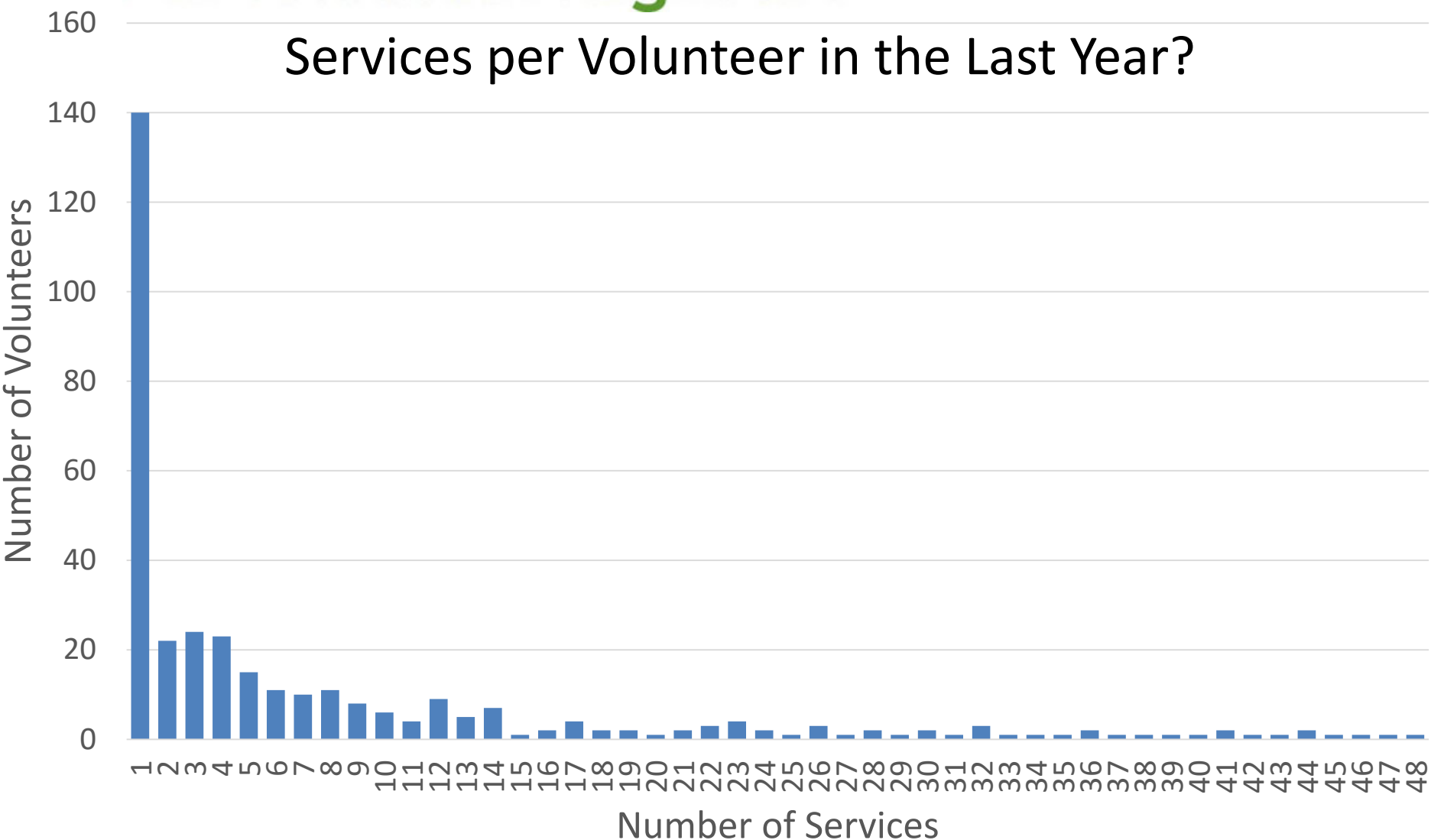
86 volunteers performed 266 services in the last 4 weeks, including 39 office shifts.

Number of Volunteers



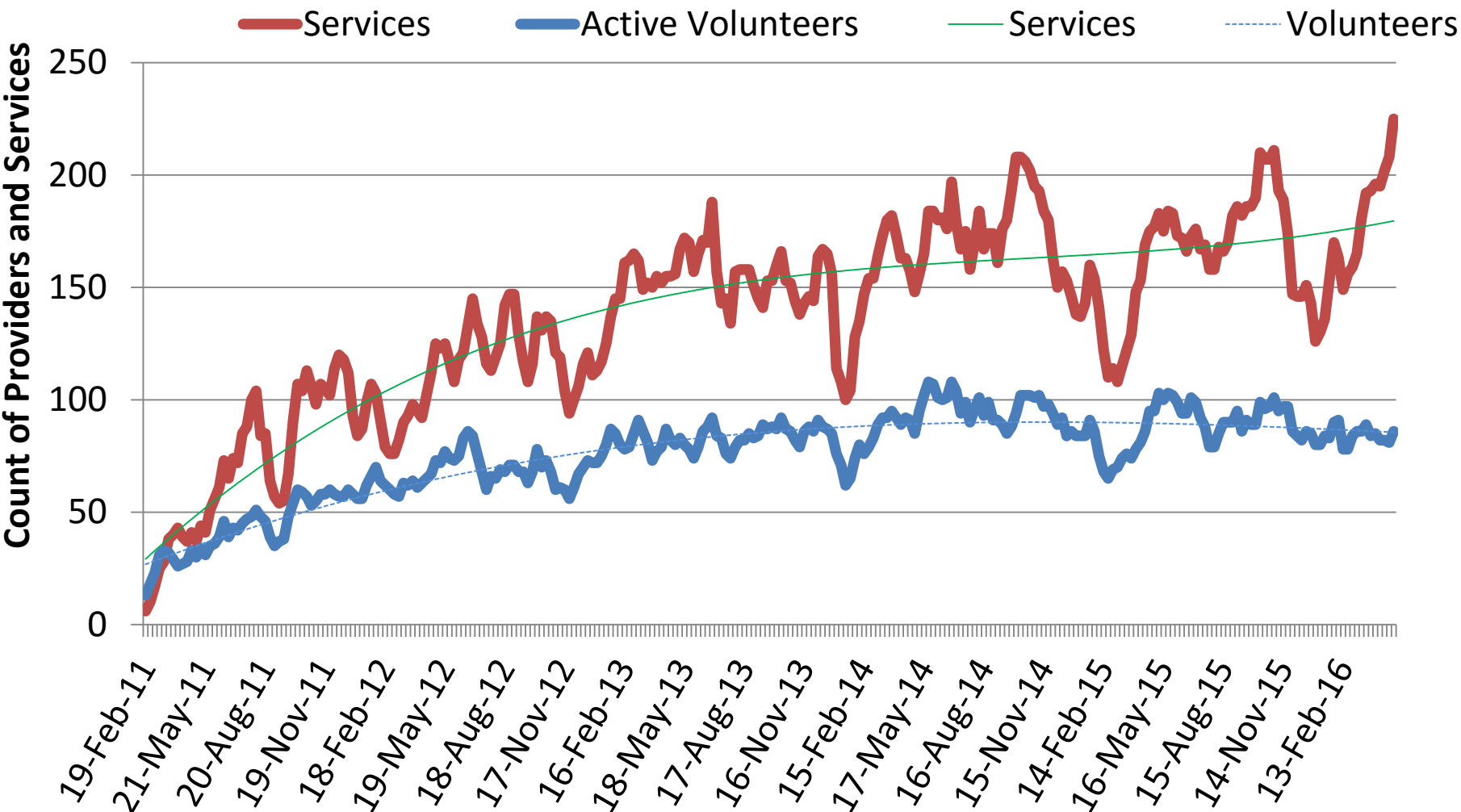


Services per Volunteer in the Last Year?

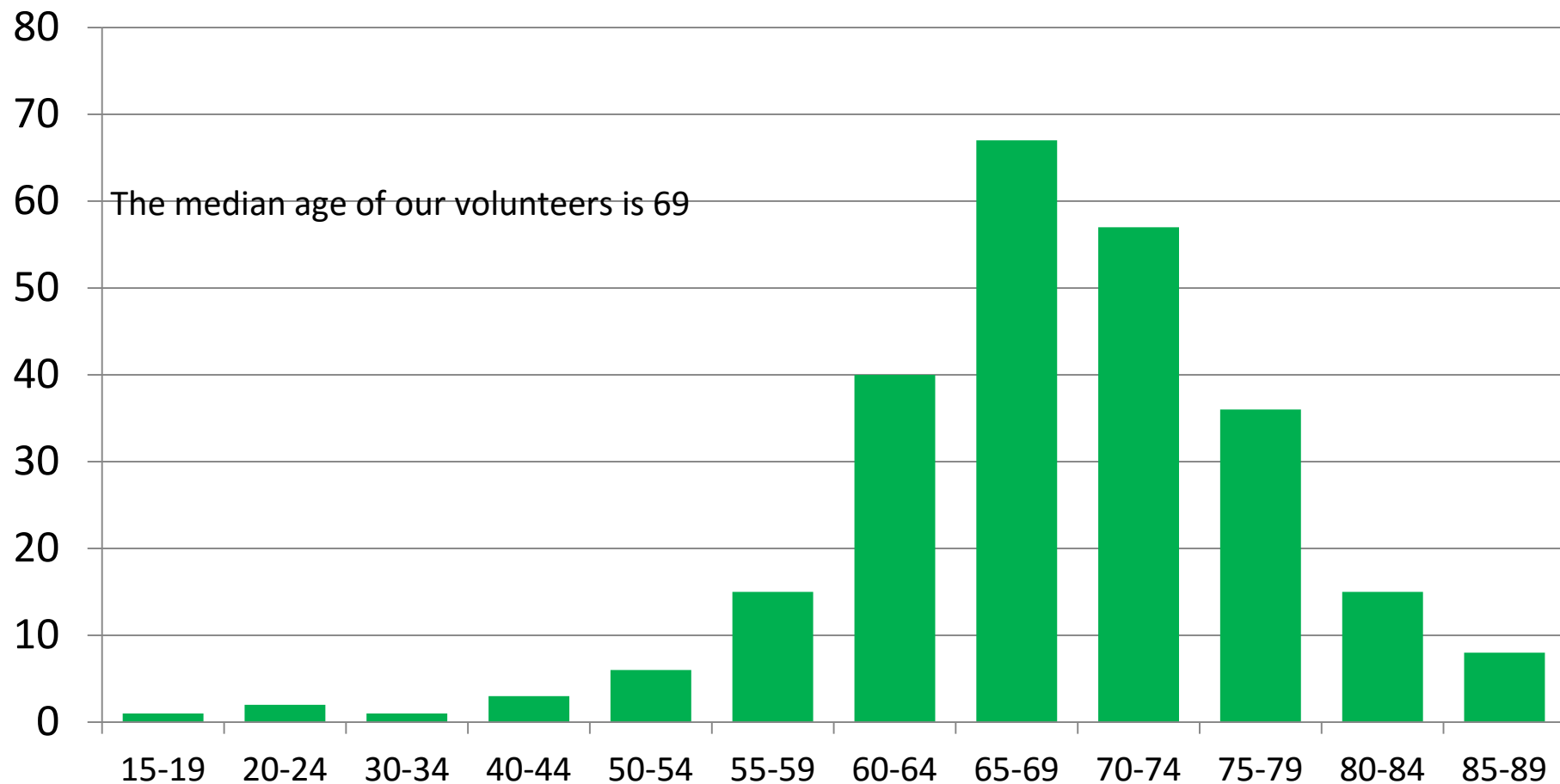




Volunteers and Services Previous 4 Weeks



Age of Volunteers

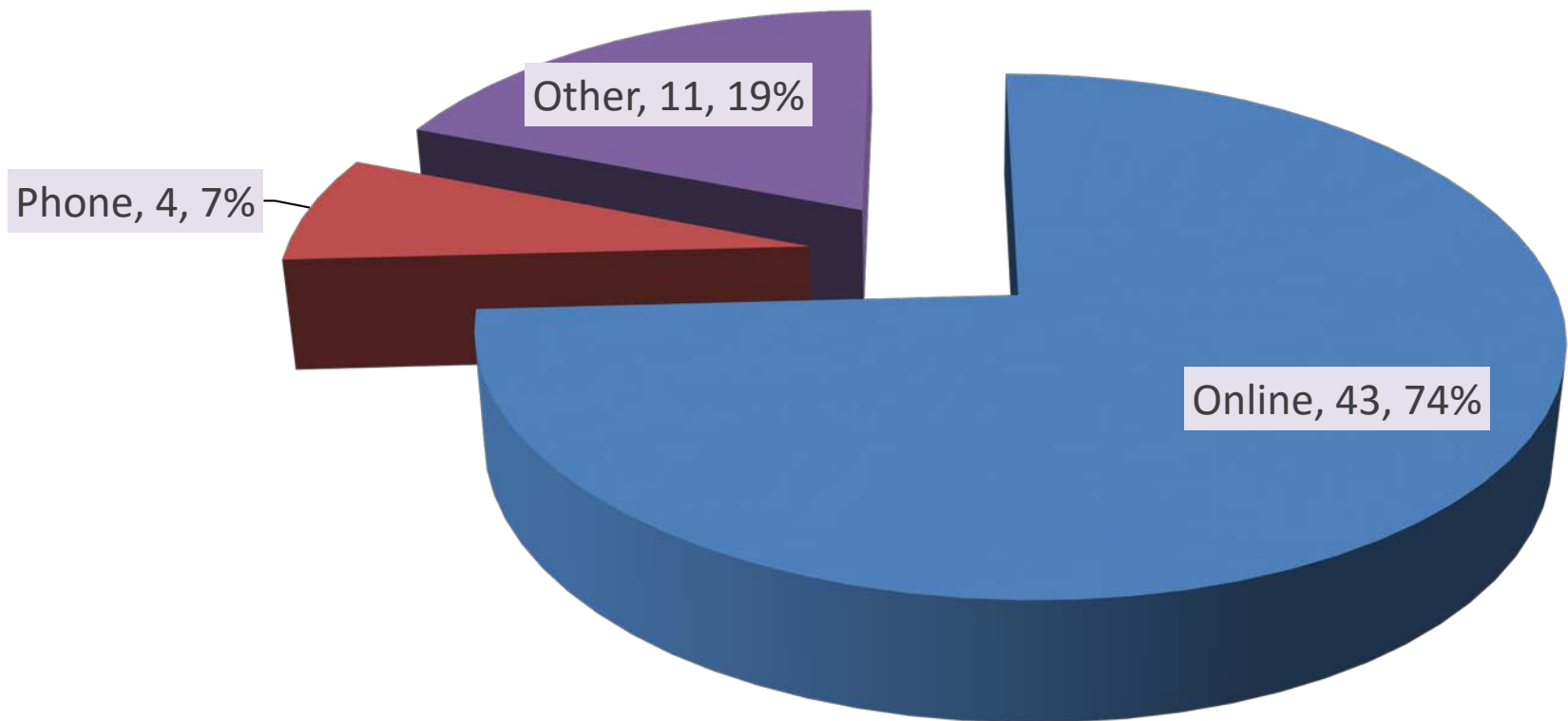


Contact Method for Signup

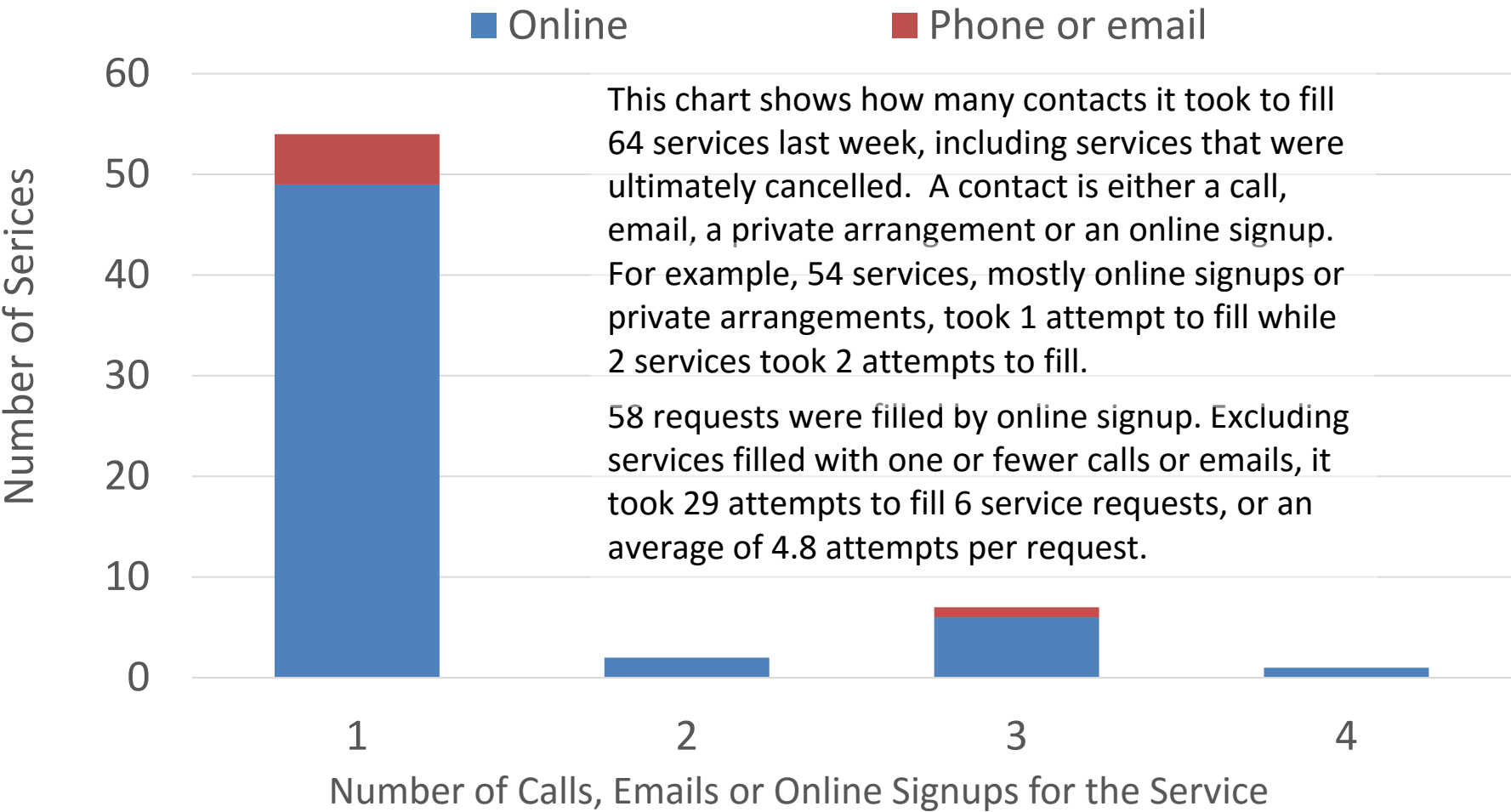
- This week was an average week for filling requests.
- We placed **23** phone calls to fill requests, but only **4** services were filled with phone calls.
- We sent **6** emails to fill requests but **NO** service was filled with emails.
- **11** were filled by members or volunteers calling the office 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

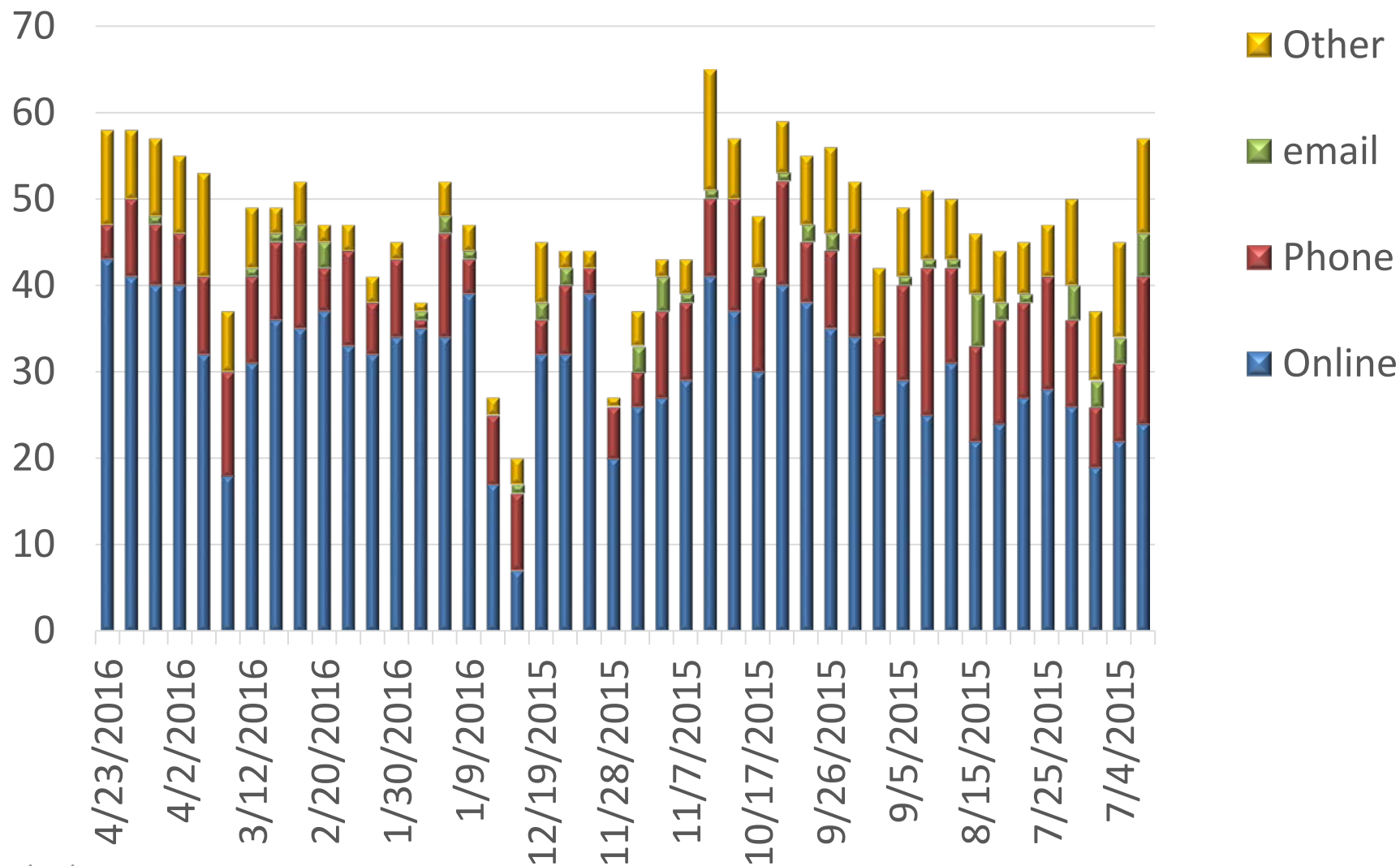
How Volunteers Were Found



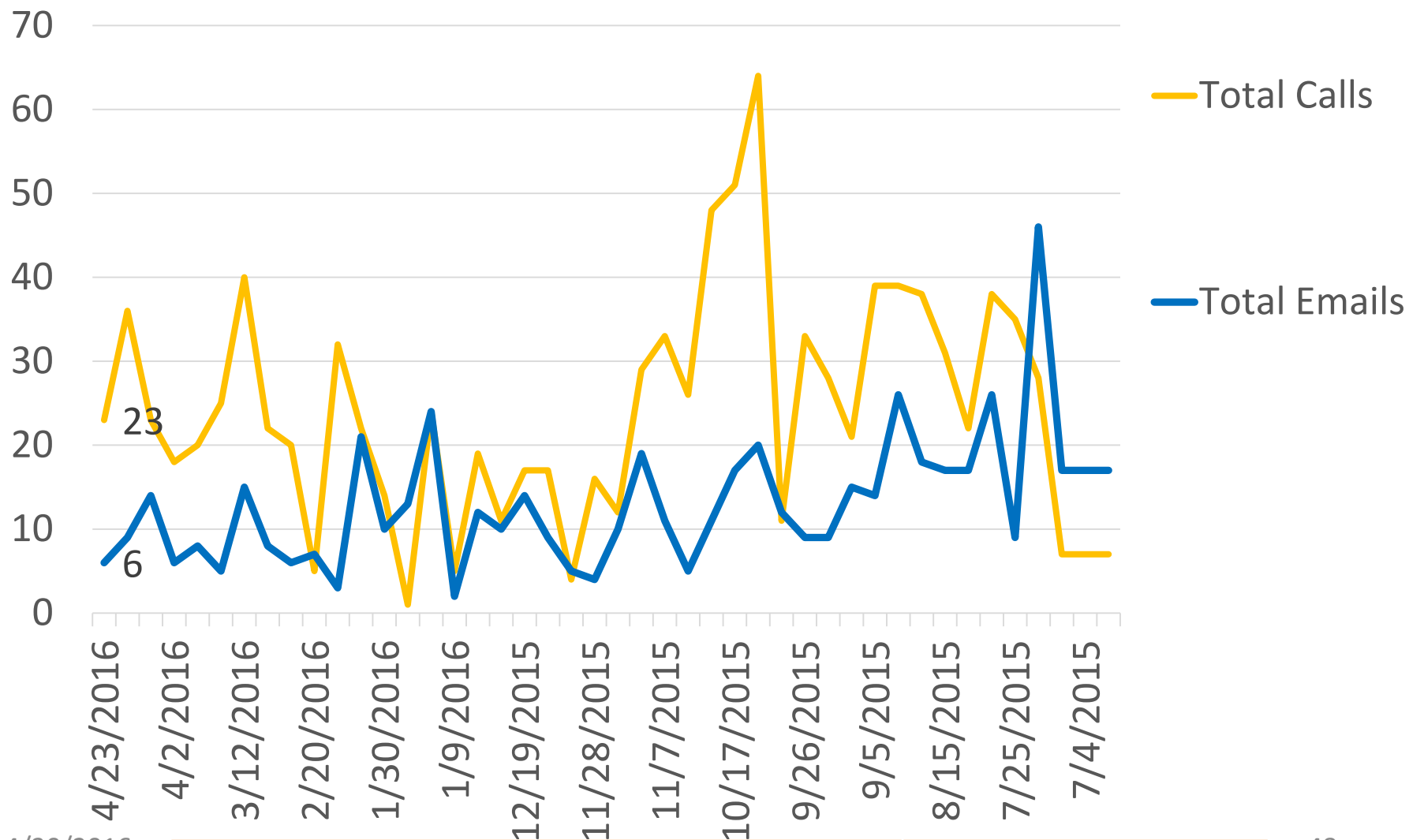
Number of Contacts to Fill This Week's Service



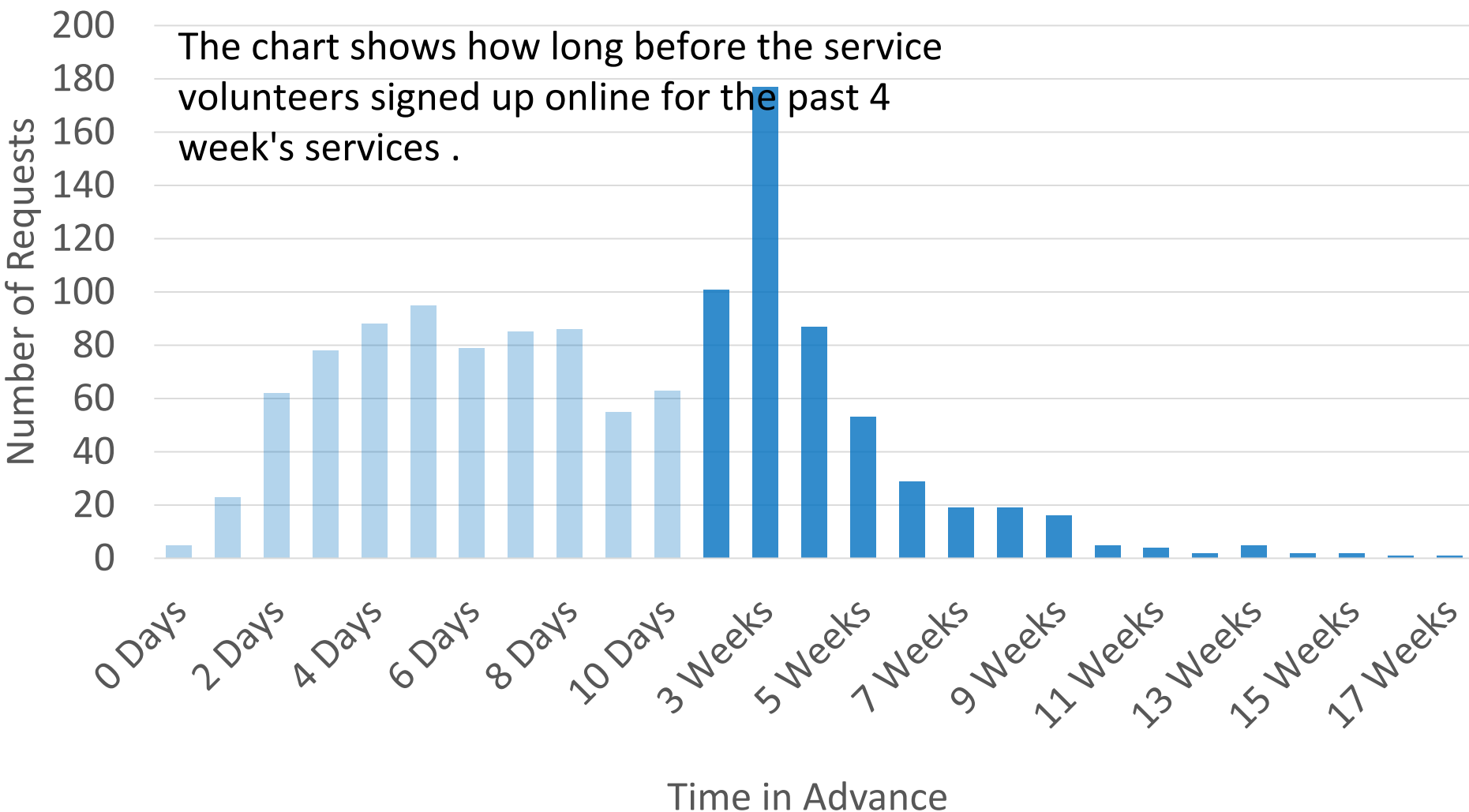
How Volunteers Who Filled Services Were Contacted



Total Calls and Emails



How Far in Advance do Volunteers Sign Up Online



Looking forward

FUTURE SERVICES



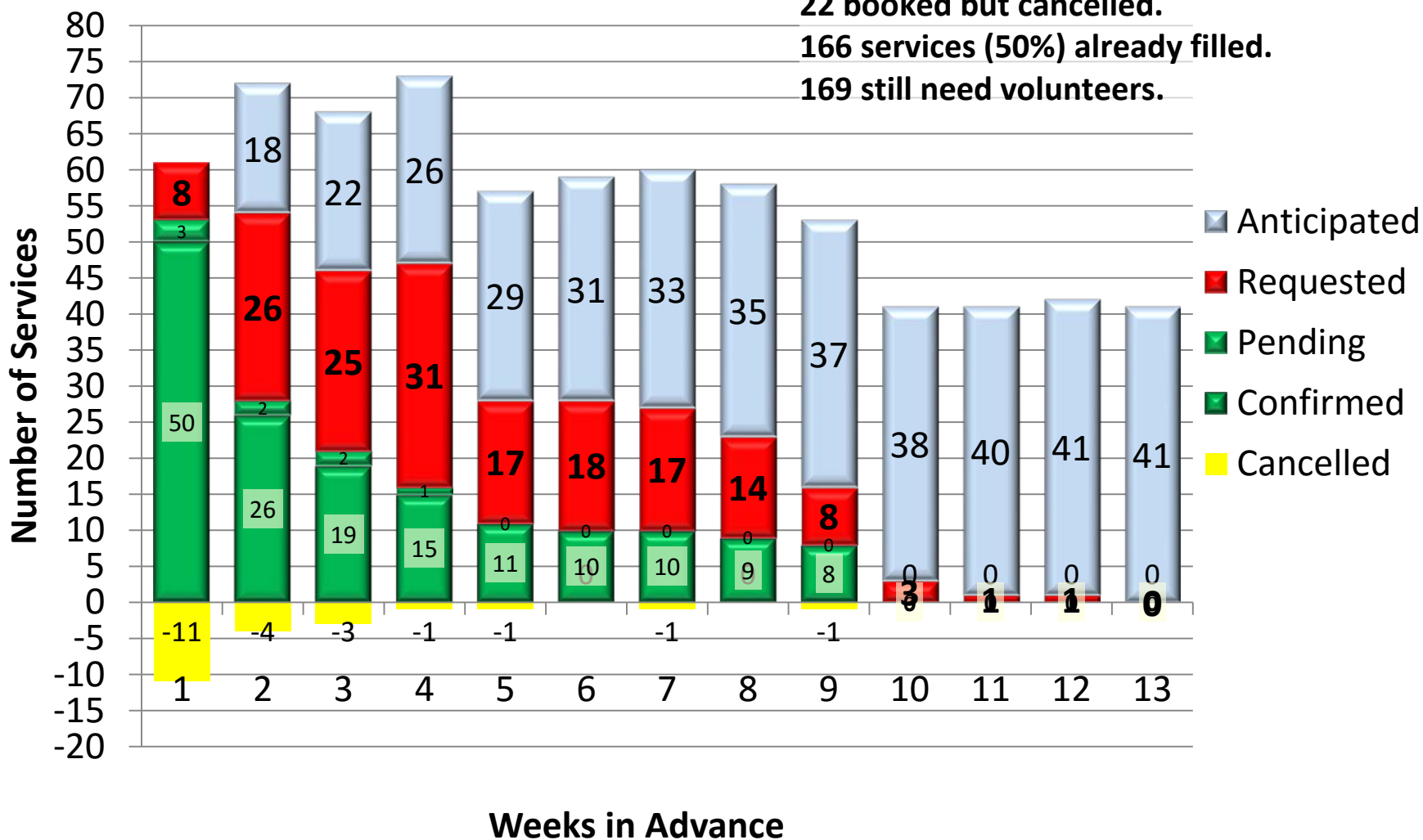
Service Requests on the Books

335 services needed for the next 13 weeks.

22 booked but cancelled.

166 services (50%) already filled.

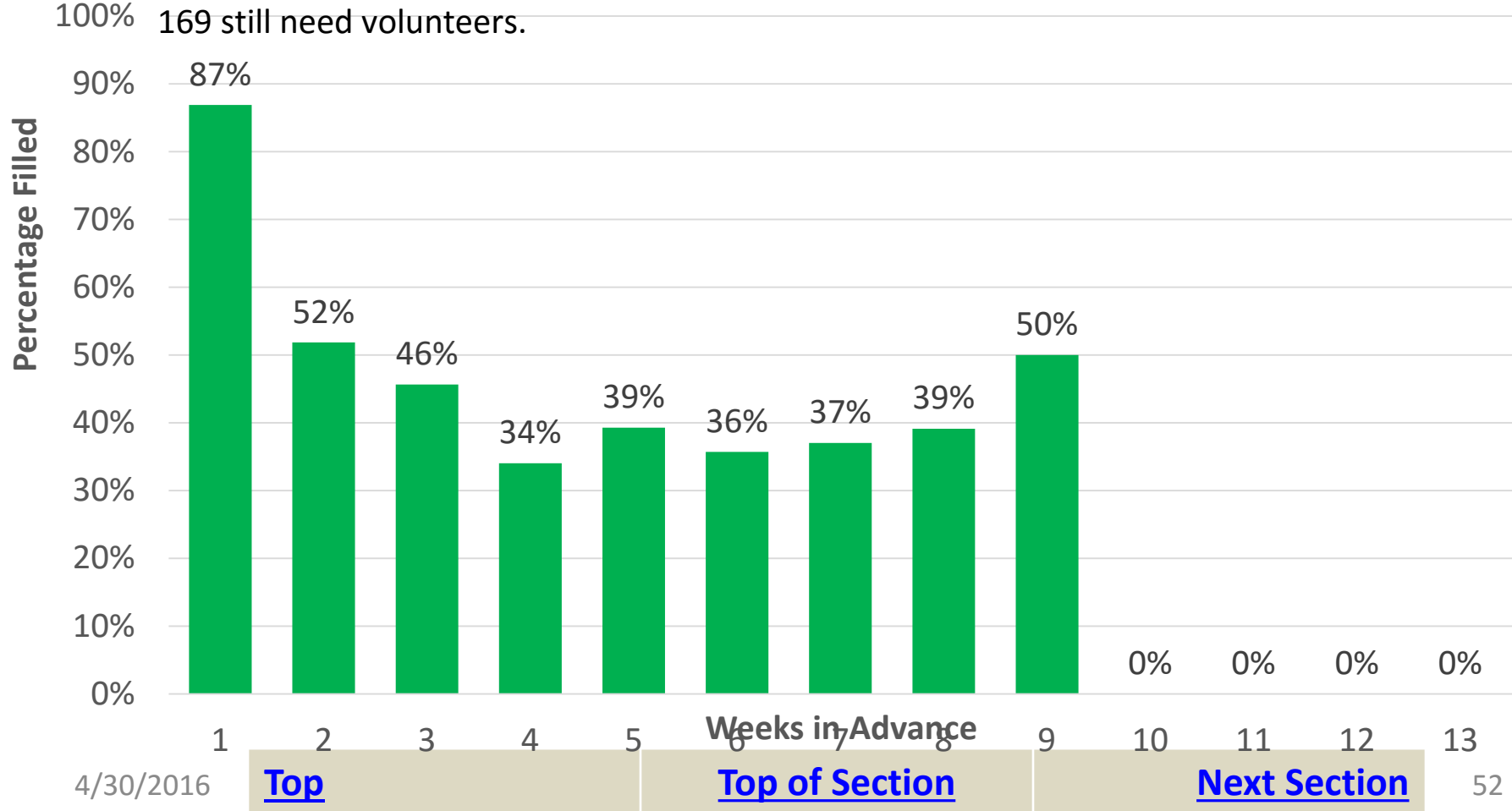
169 still need volunteers.



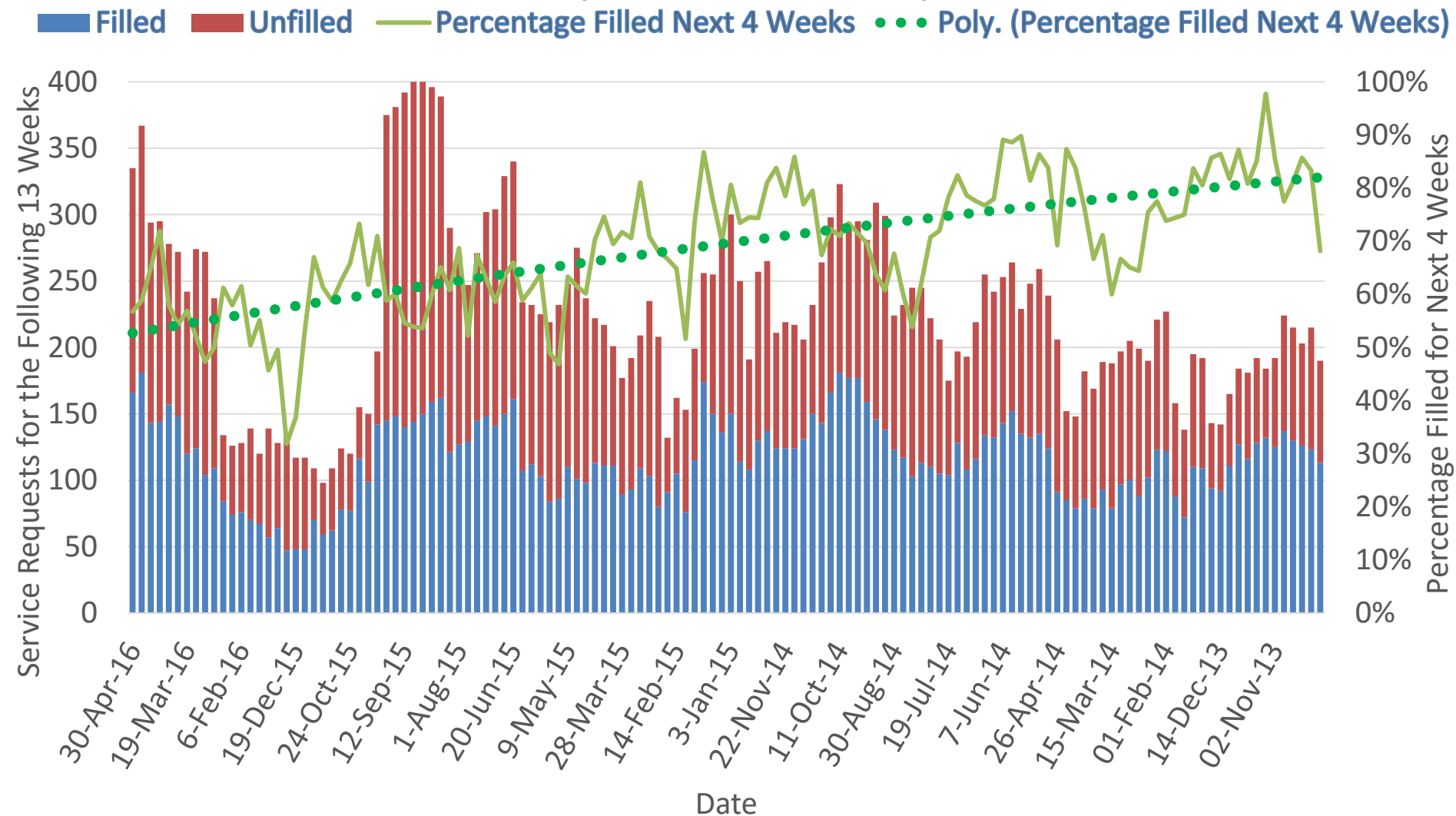


Percentage of Services for Next 13 Weeks Filled

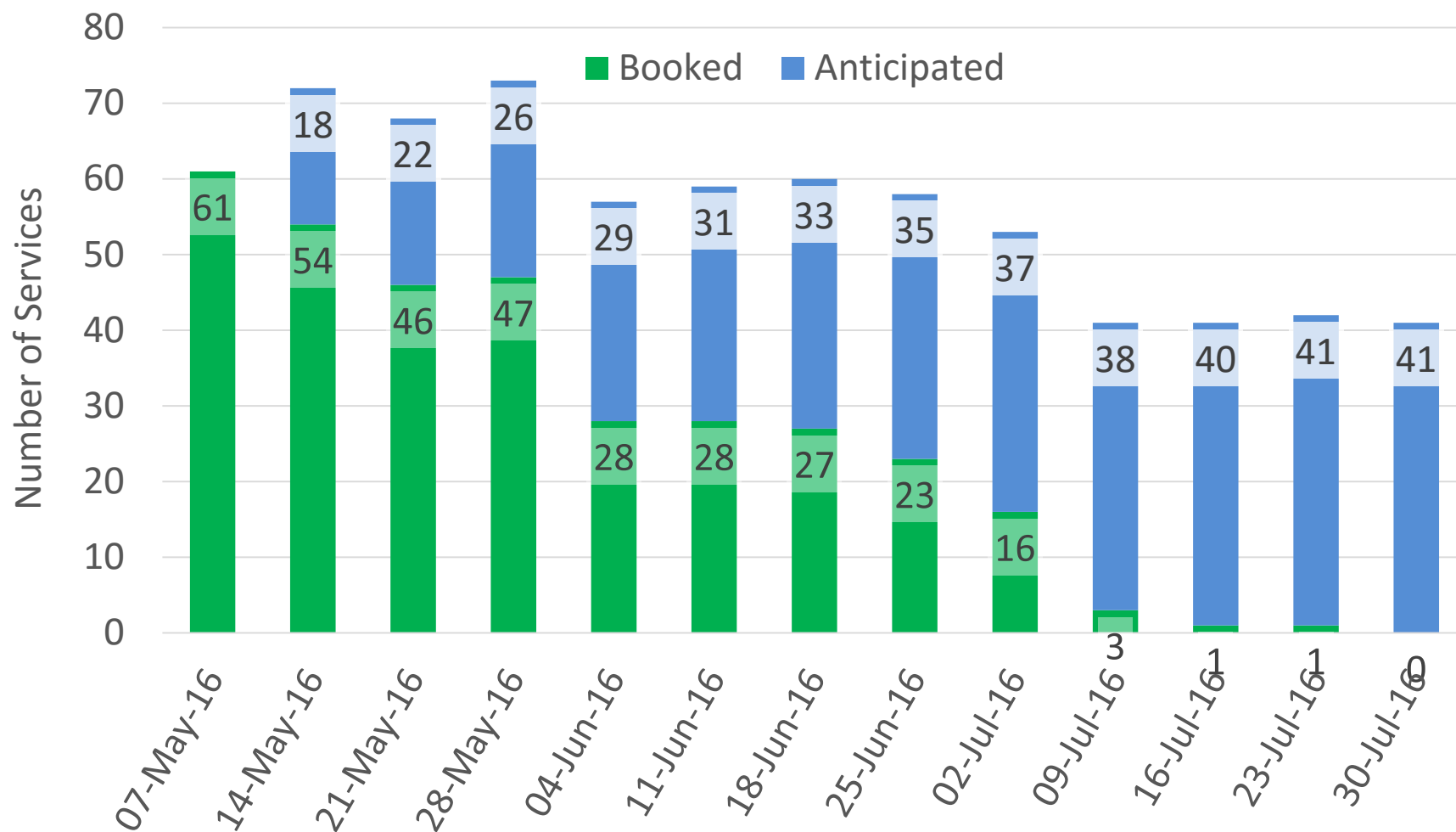
335 future services covering the next 13 weeks.
166 services (50%) already filled.
169 still need volunteers.



History of Future Requests



Projected Future Services

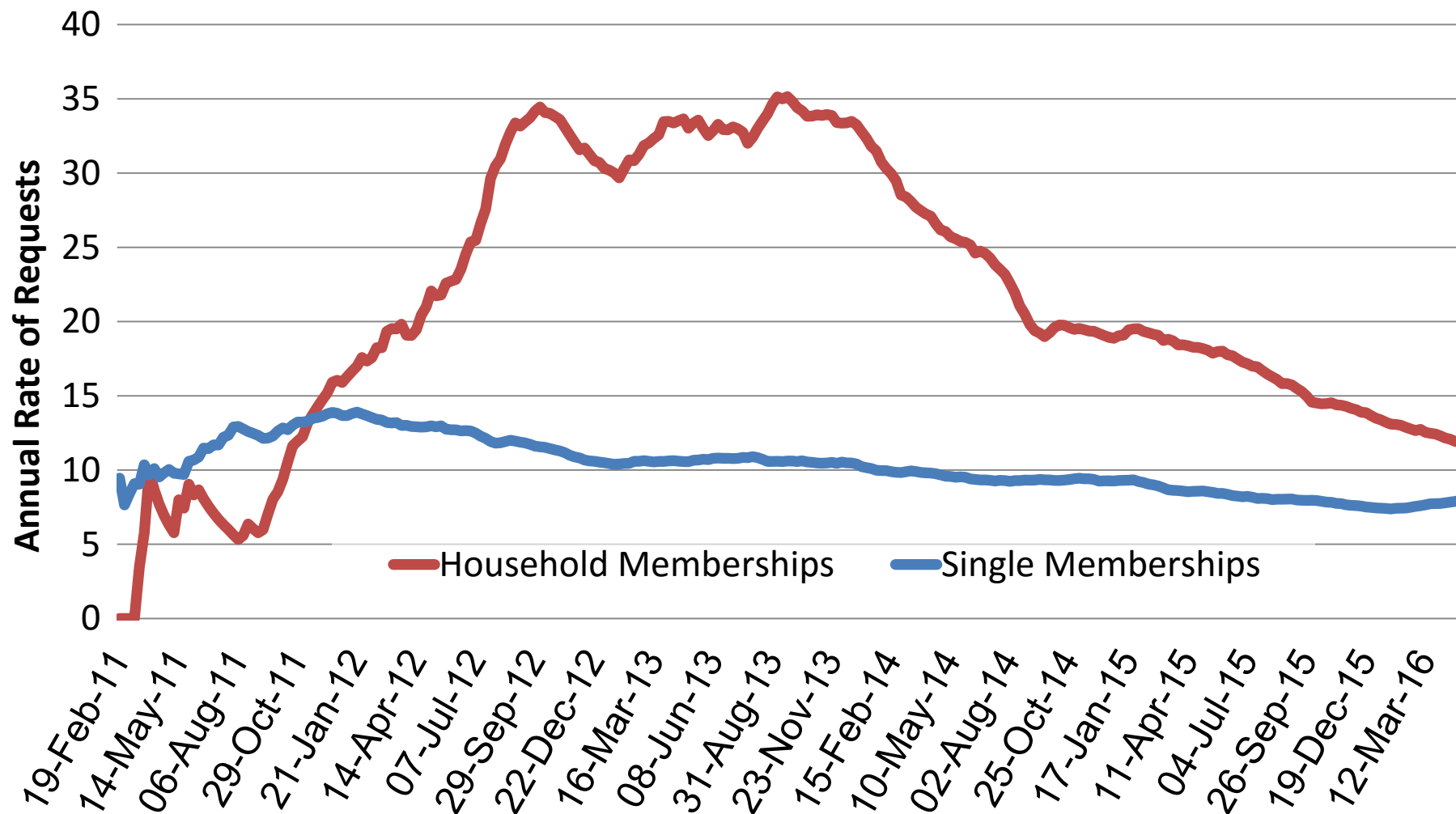


What are the Differences Between Single And Household Memberships?

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

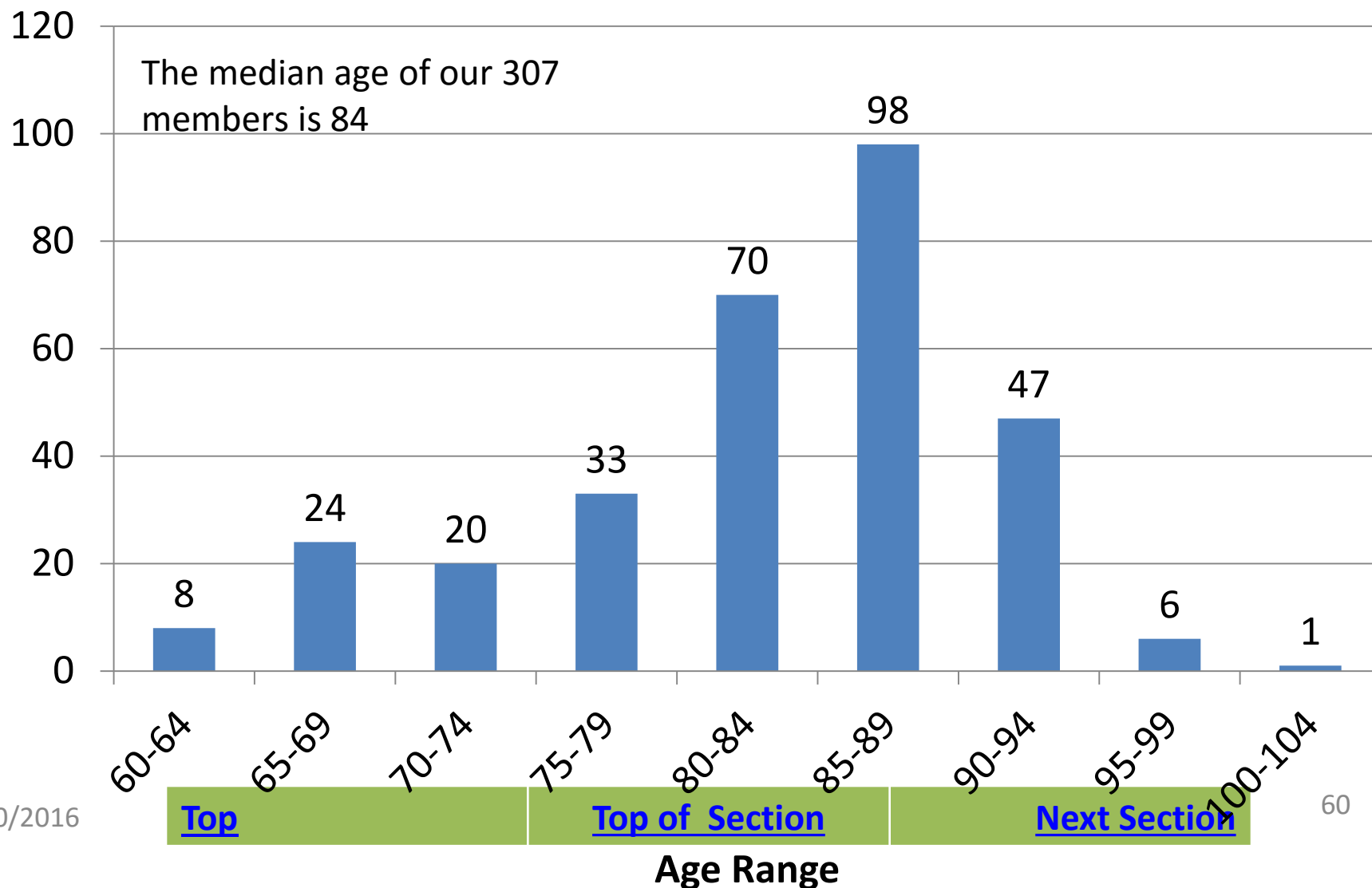


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

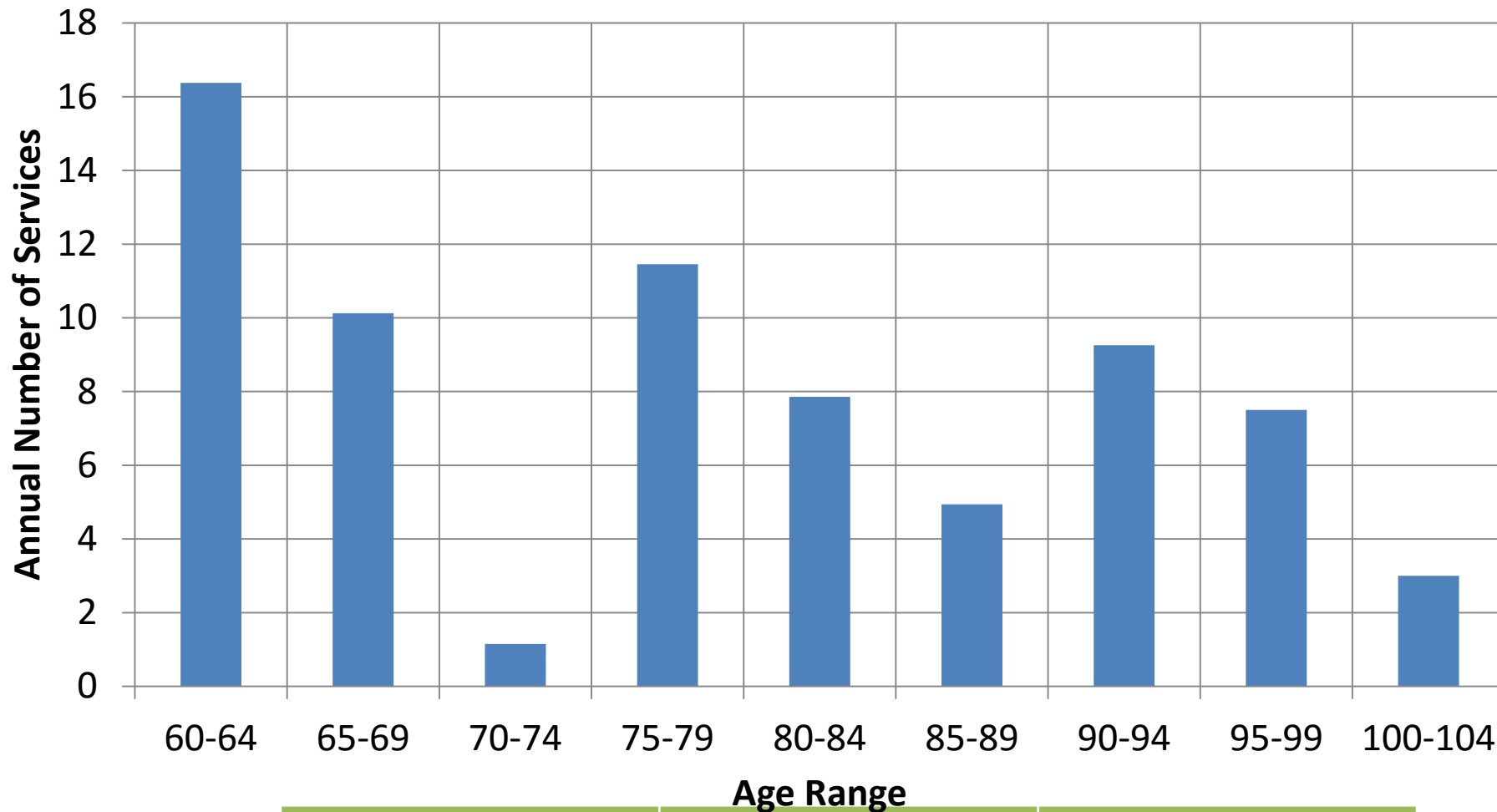
Analysis by Age Group

- 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.

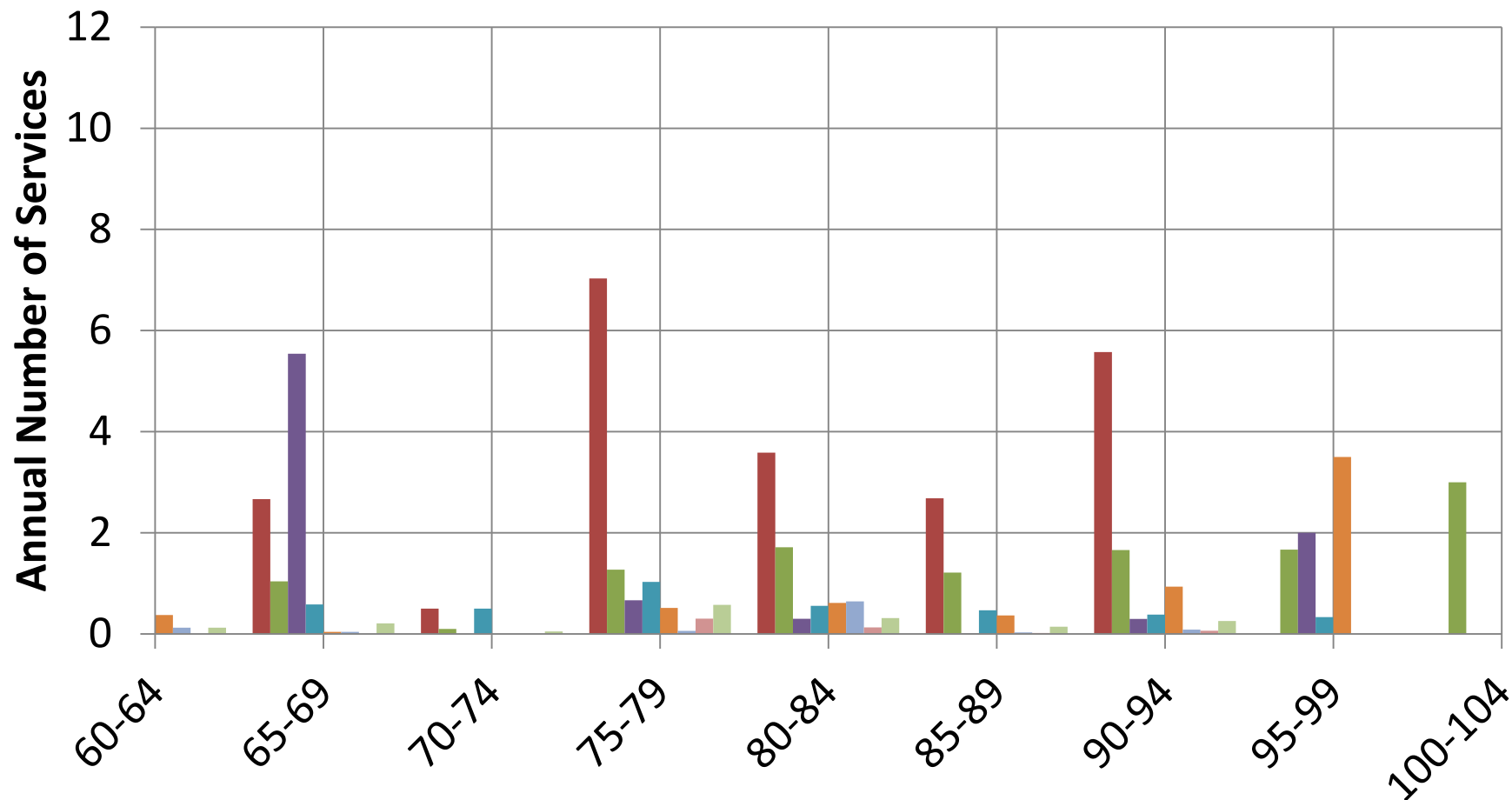
Age of Members



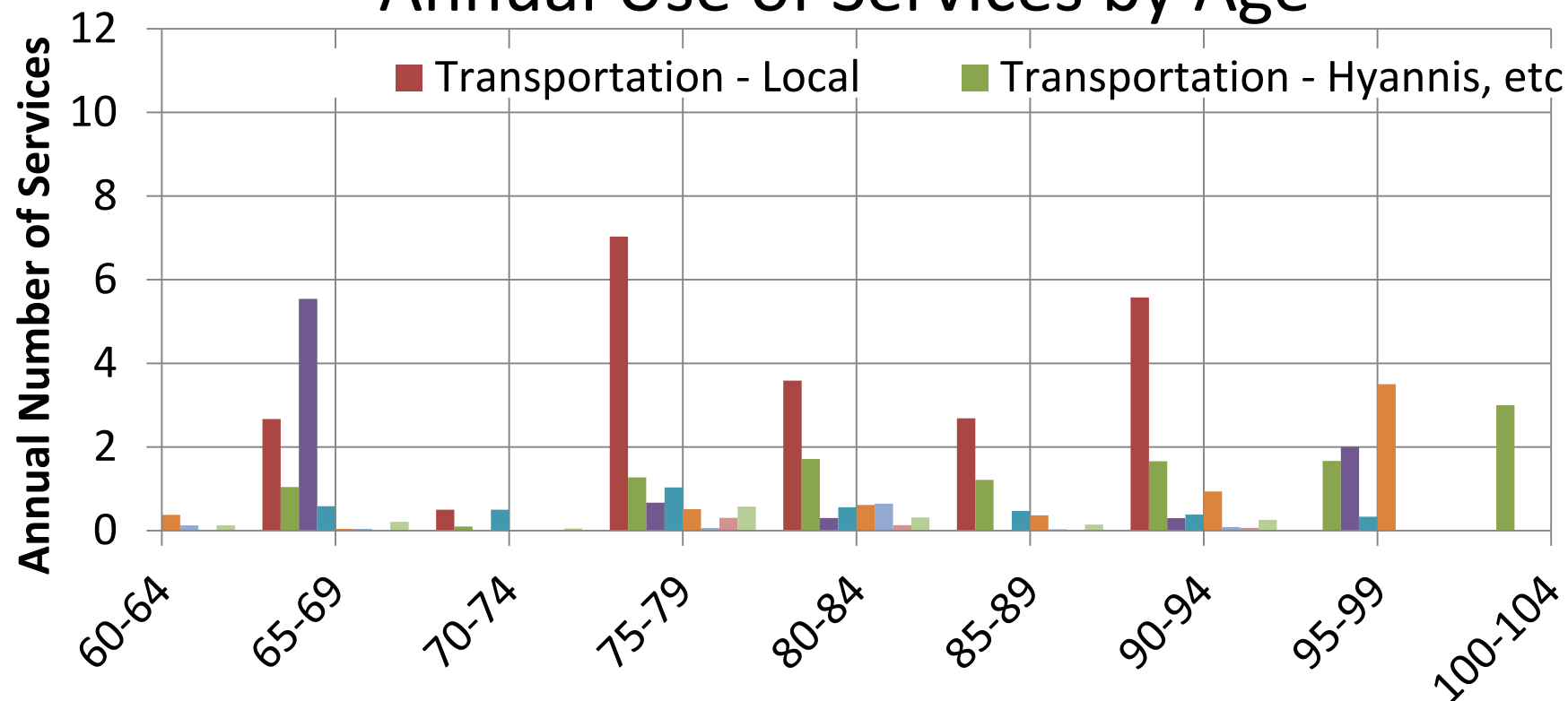
Annual Rate of Services by Age Range



Trends in Services



Annual Use of Services by Age

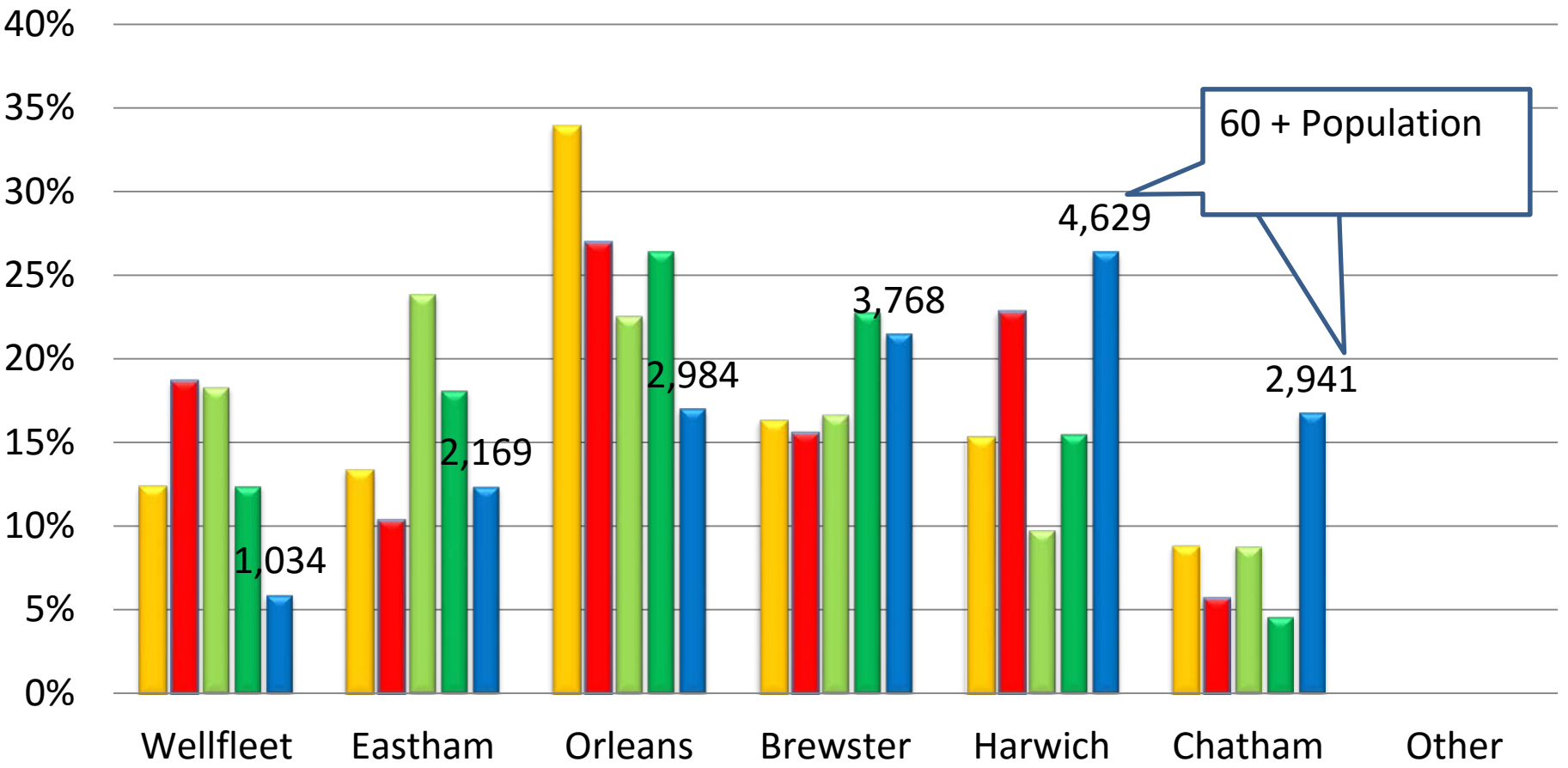


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

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)



 % of Members

 % of Volunteers

 % of Services Requested by Members from Town

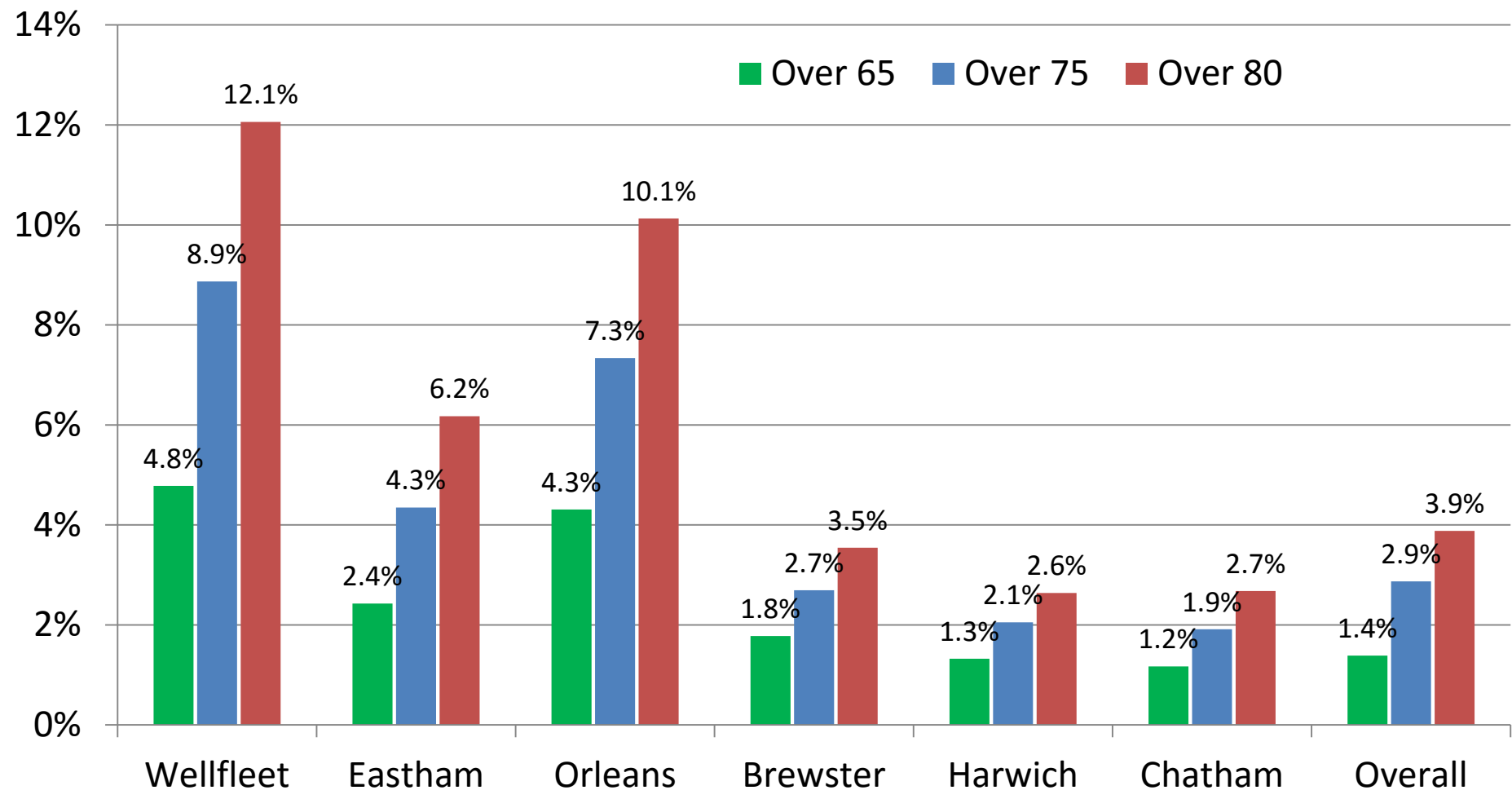
 % of Services Provided by Volunteers from Town

 % 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	1075	116	302	28	42	2	1565
	Eastham	650	490	805	131	158	21	2255
	Orleans	21	76	1494	215	87	54	1947
	Brewster	8	45	601	470	371	19	1514
	Harwich	9	2	69	156	623	12	871
	Chatham		1	40	13	107	94	255
	Other	6	0	9	8	9	0	32
	Total Used	1769	730	3320	1021	1397	202	8439

Towns of Service Providers and Recipients (Last 4 Weeks)

51% 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	20		1	2	1		24
	Eastham	16	8	5	3	2	1	35
	Orleans		8	34	3	4	2	51
	Brewster		4	10	12	15	3	44
	Harwich				10	20		30
	Chatham			2		2	5	9
	Other	0	0	0	0	0	0	0
	Total Used	36	20	52	30	44	11	193