

Week 275 Member Services Report

May 21, 2016



Chatham fishing pier, Cape Cod, MA.

[By Adrian LaRoque](#)

Summary of the Past Week

- This week was a was nearly our highest week ever with **63** services.
- We were unable to fill **3** service requests.
- We needed **7** phone calls to fill services, a relatively low amount.
- Volunteers overwhelmingly signed up online this past week.
 - 65% of services were filled online
 - 10% of services were filled by phone
 - 10% of services were filled by email and
 - 14% 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: 56 volunteers performed 63 services for 49 households and covered 10 office shifts. In total, with 7 filled cancellations we filled 80 assignments. In addition, 10 more requests were cancelled before volunteers were found.
 - Last Month: 104 volunteers performed 238 services for 90 households. We also covered 39 office shifts.
 - Last Year: 209 volunteers performed 2344 services for 206 households.
- We have **310** members and **322** volunteers.
 - The median age of our members is 84 .
 - The median age of our volunteers is **69**.
 - Our waiting has **15** people .
 - People on the waiting list have waited a maximum of **5** weeks.

Looking Forward

- We have **271** [future service requests](#).
 - **14** future service requests have been cancelled
 - **13** services needed to be filled for next week.
 - **52** more need filling in the following three weeks.
 - **63%** 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?

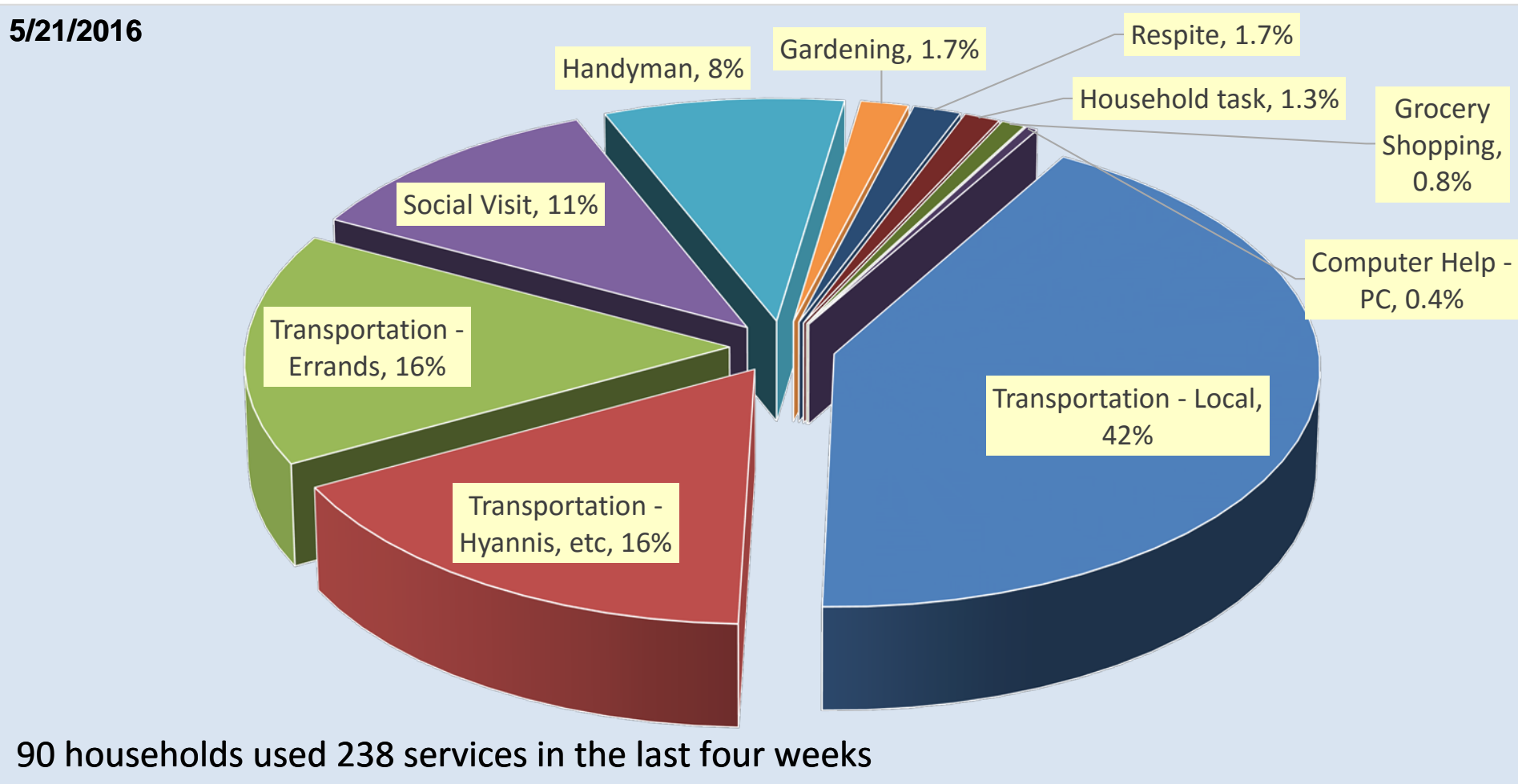
What are the differences between the towns in our service area?

WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

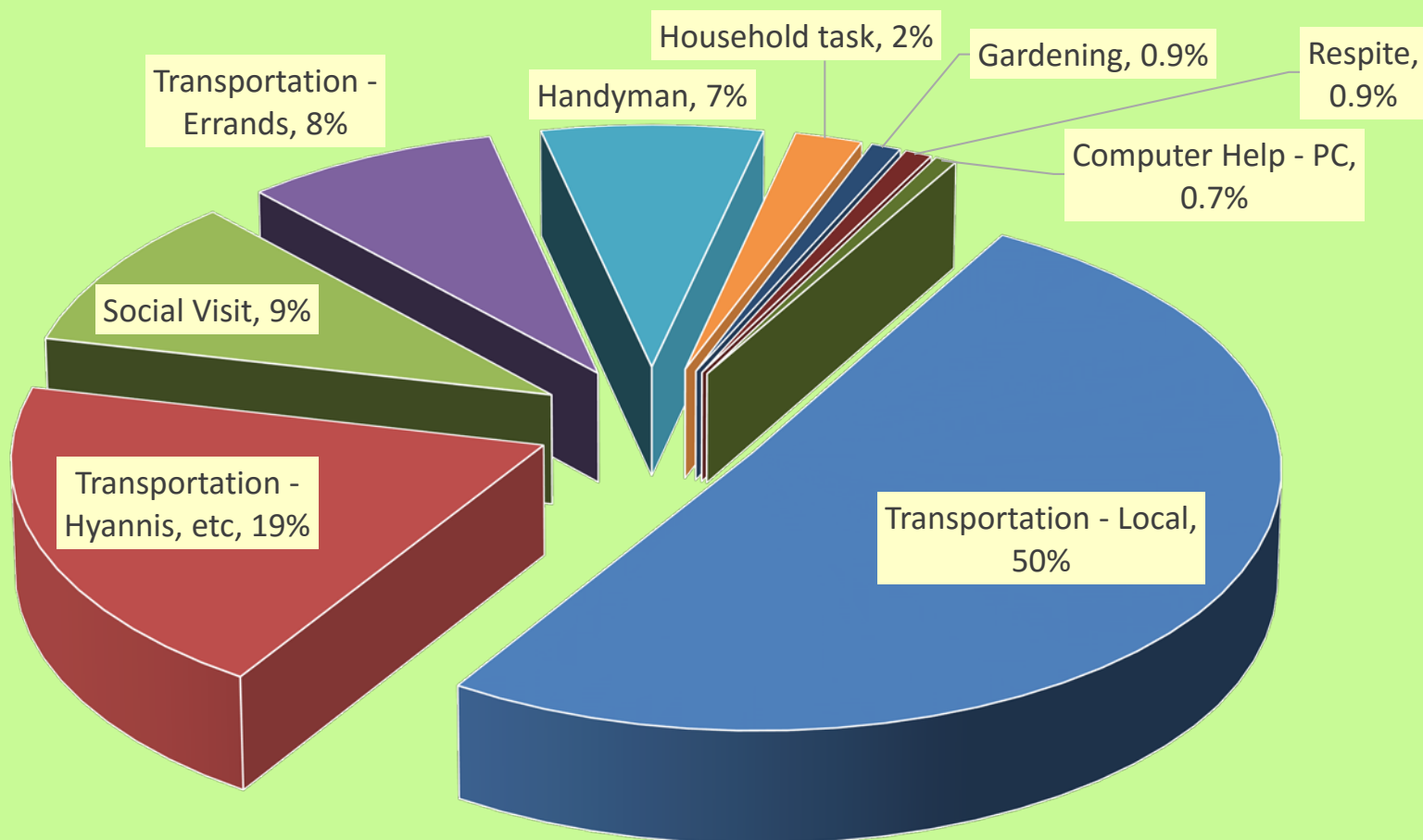
- Overall, transportation (including errands) remains the major need (**74%**).
- 90 households(35%) received 238 services in the last four weeks
- The annual rate of services is just over **11** per year per household.
- The 10% most needy members used over **63%** of services.
- In addition to 63 services performed in the last week, an additional 25% were cancelled.

Services in the Last 4 Weeks



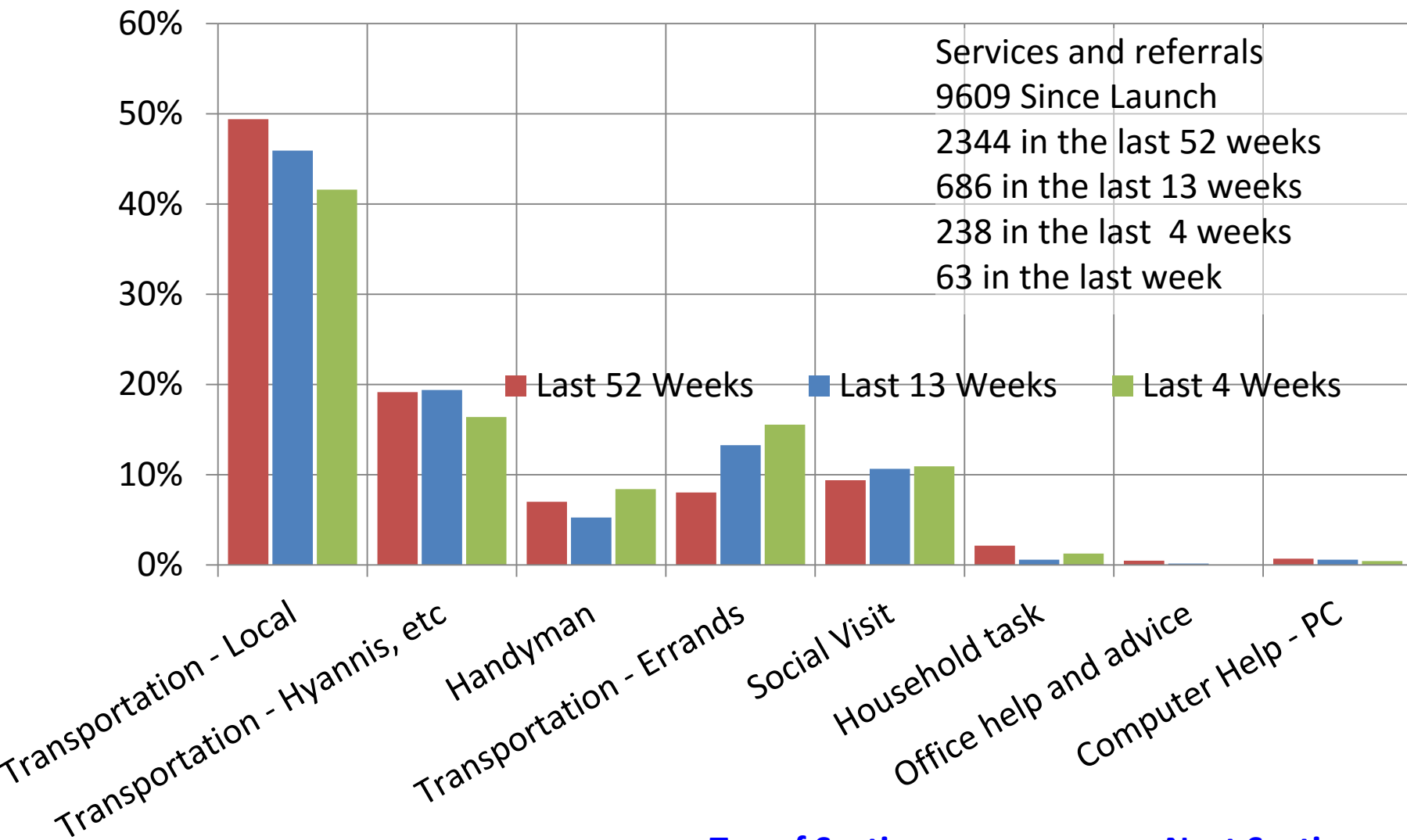
Services in the Last 52 Weeks

5/21/2016

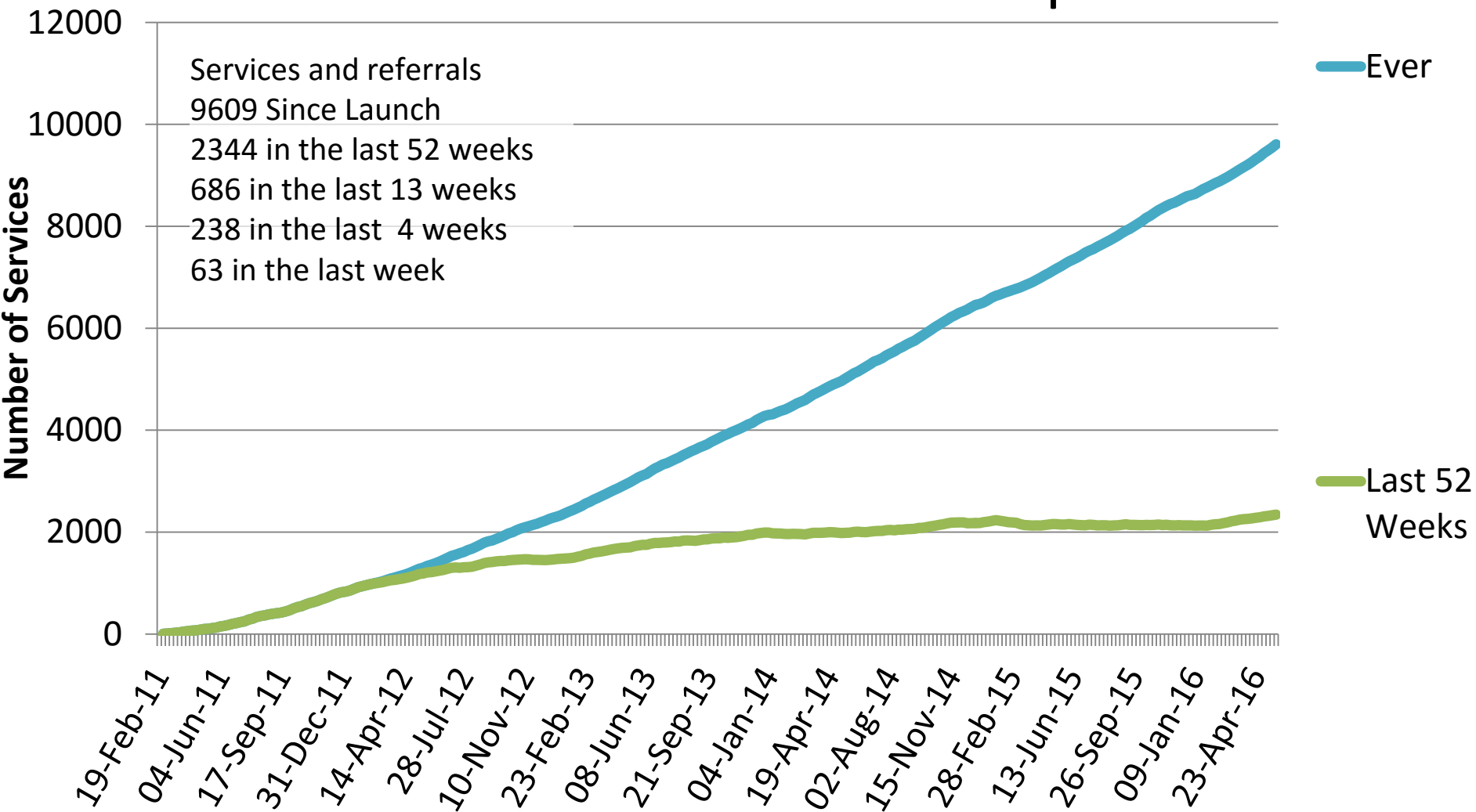


206 households used 2344 services in the last 52 weeks

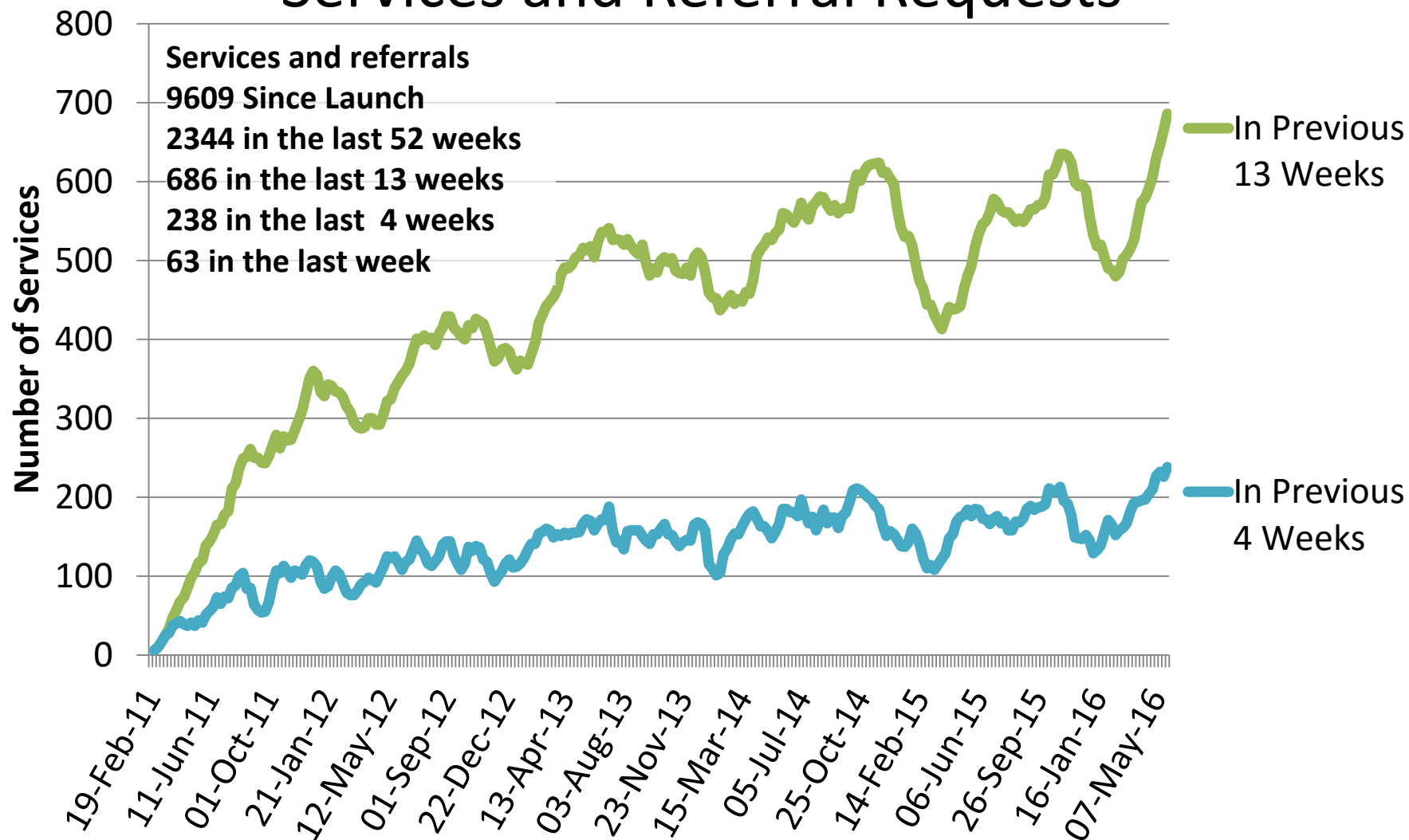
Trends in Services



Services and Referral Requests

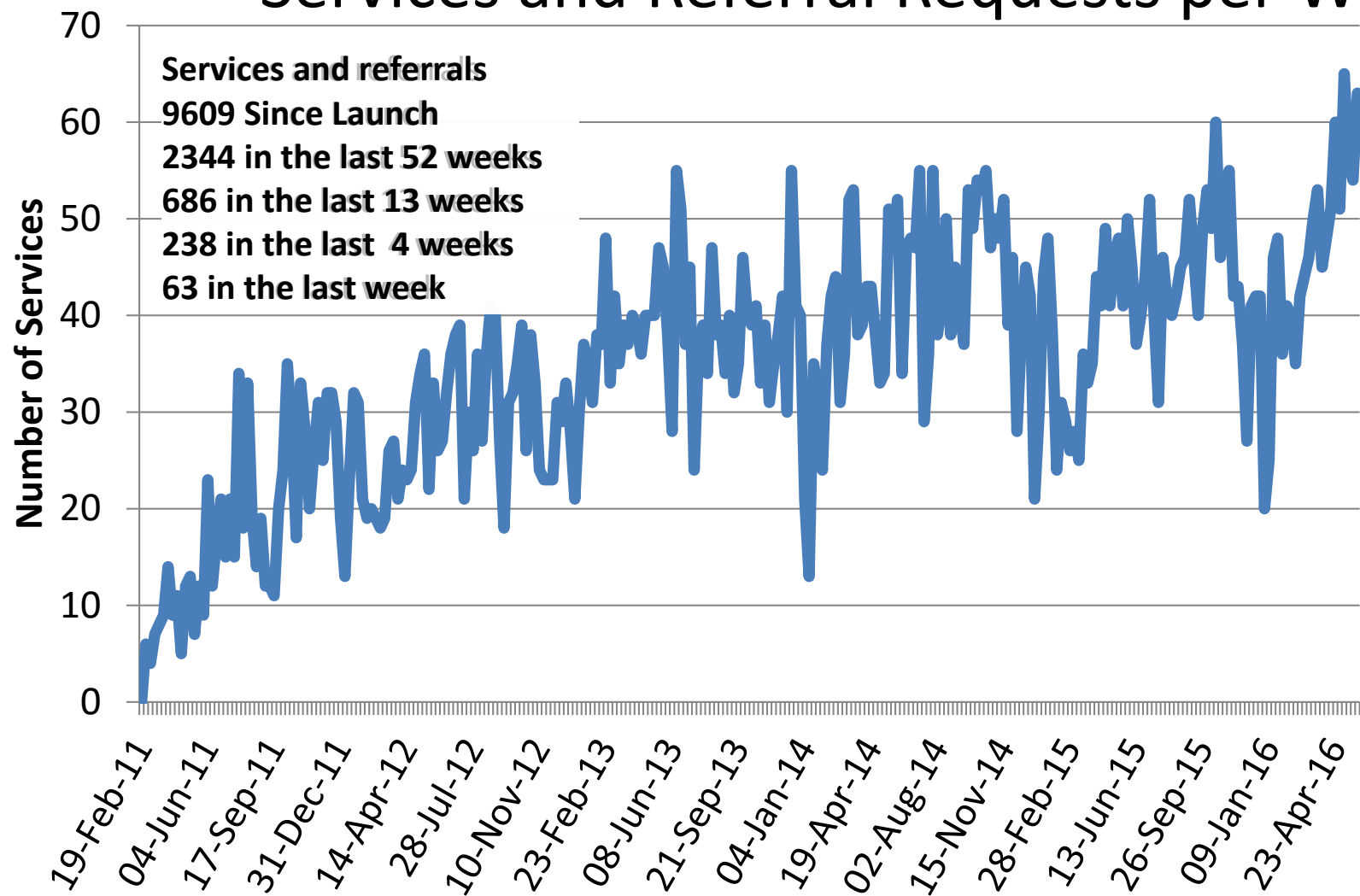


Services and Referral Requests

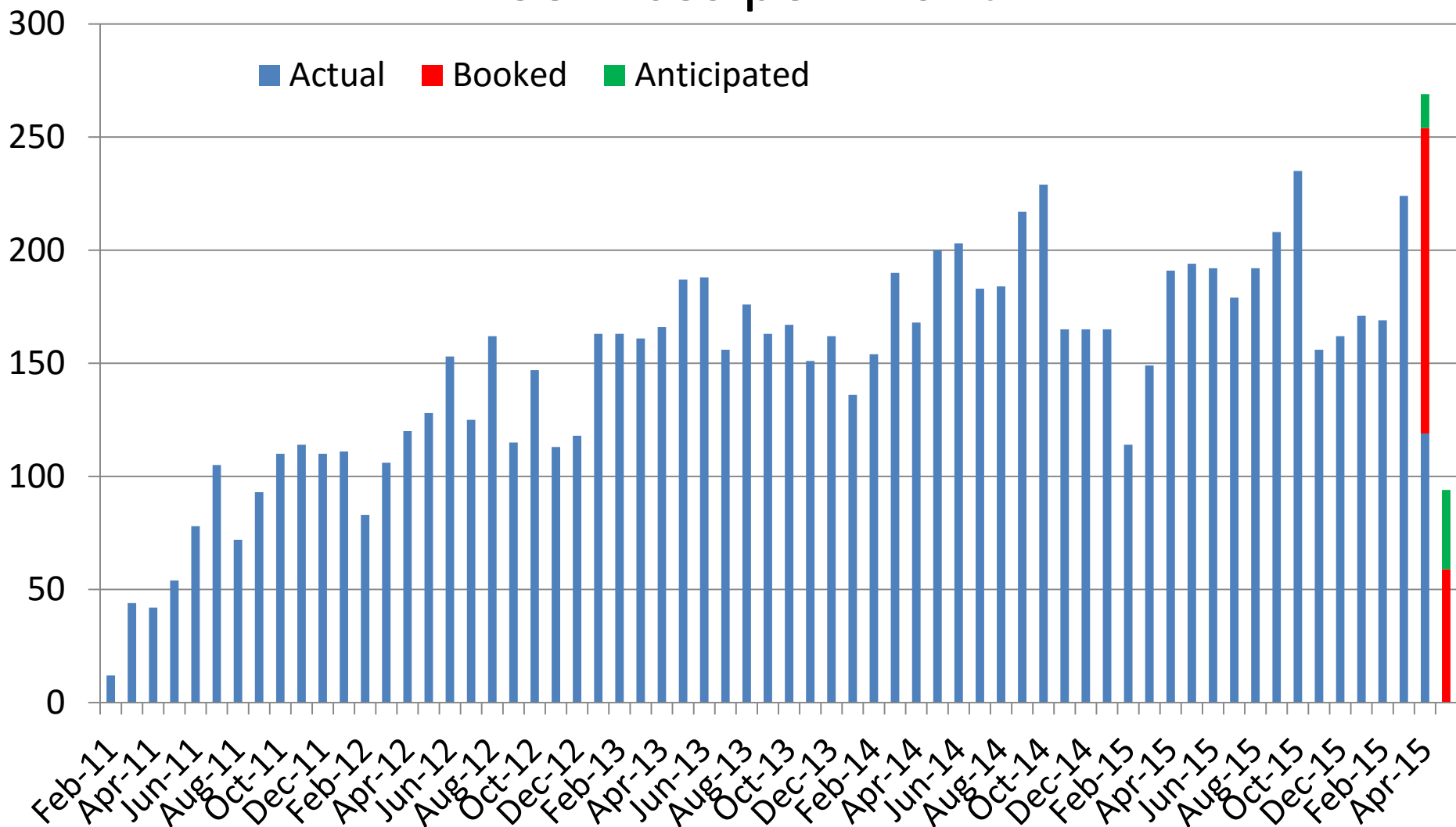




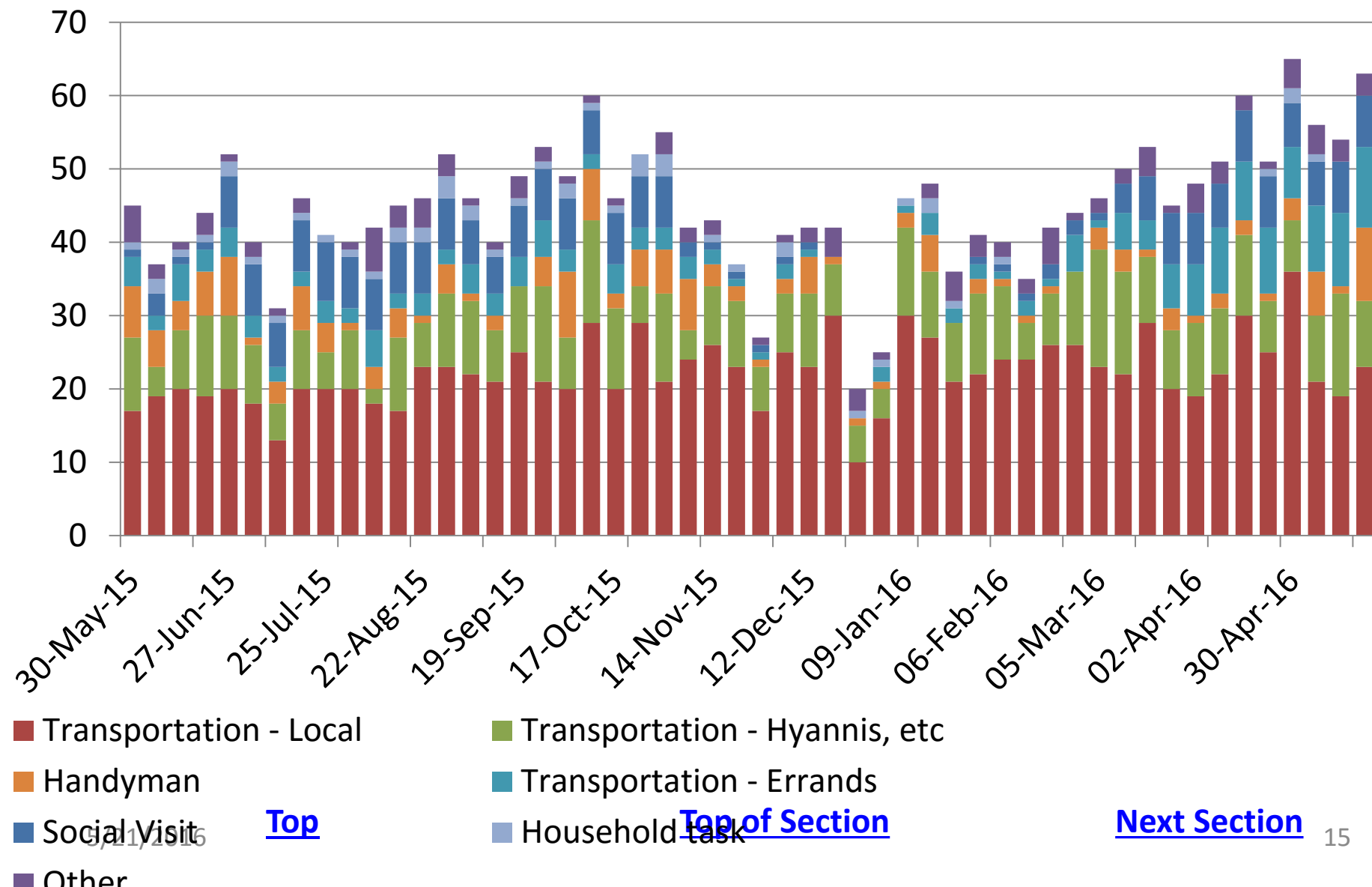
Services and Referral Requests per Week



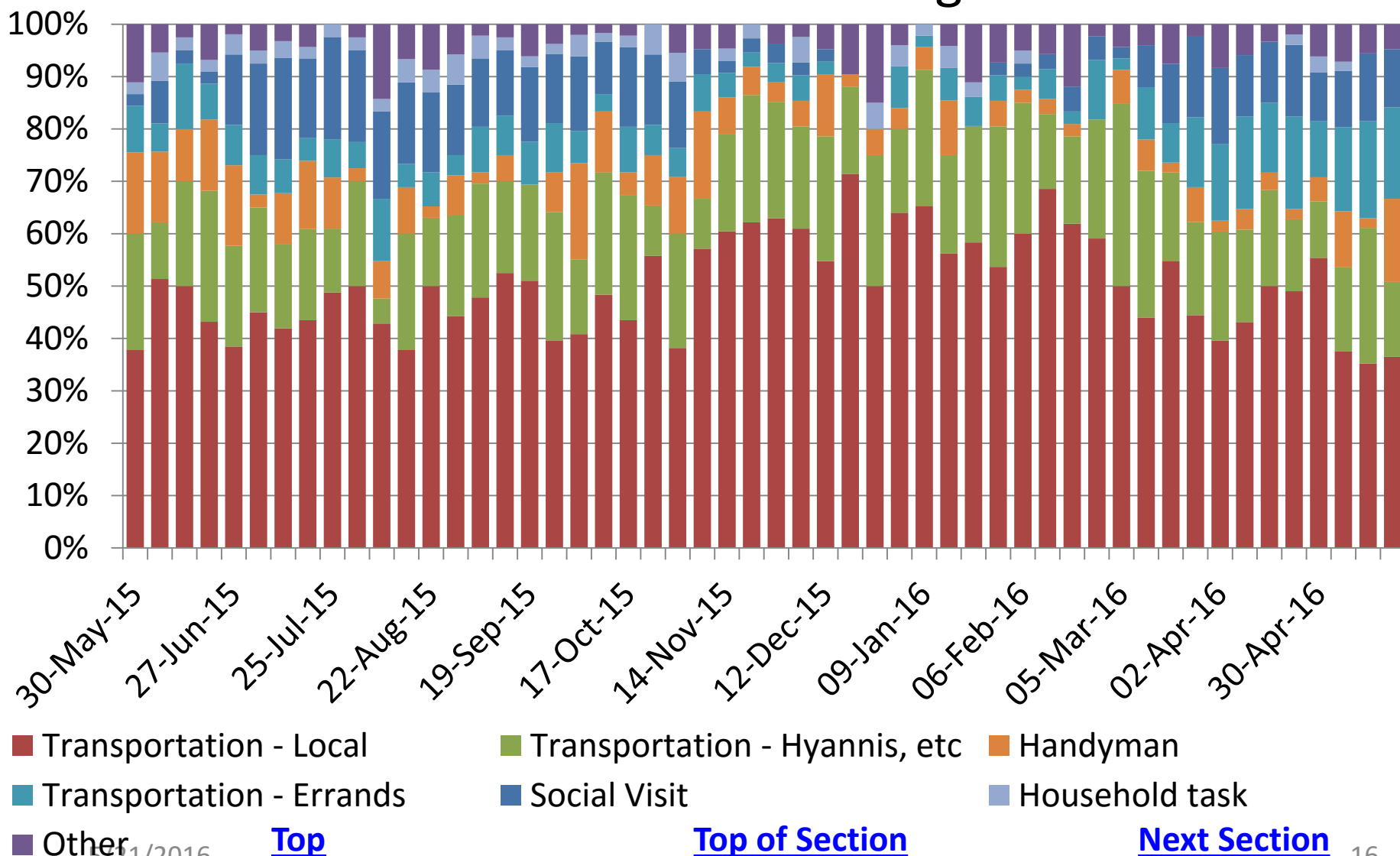
Services per Month



How Have Direct Services Varied in the Last Year?

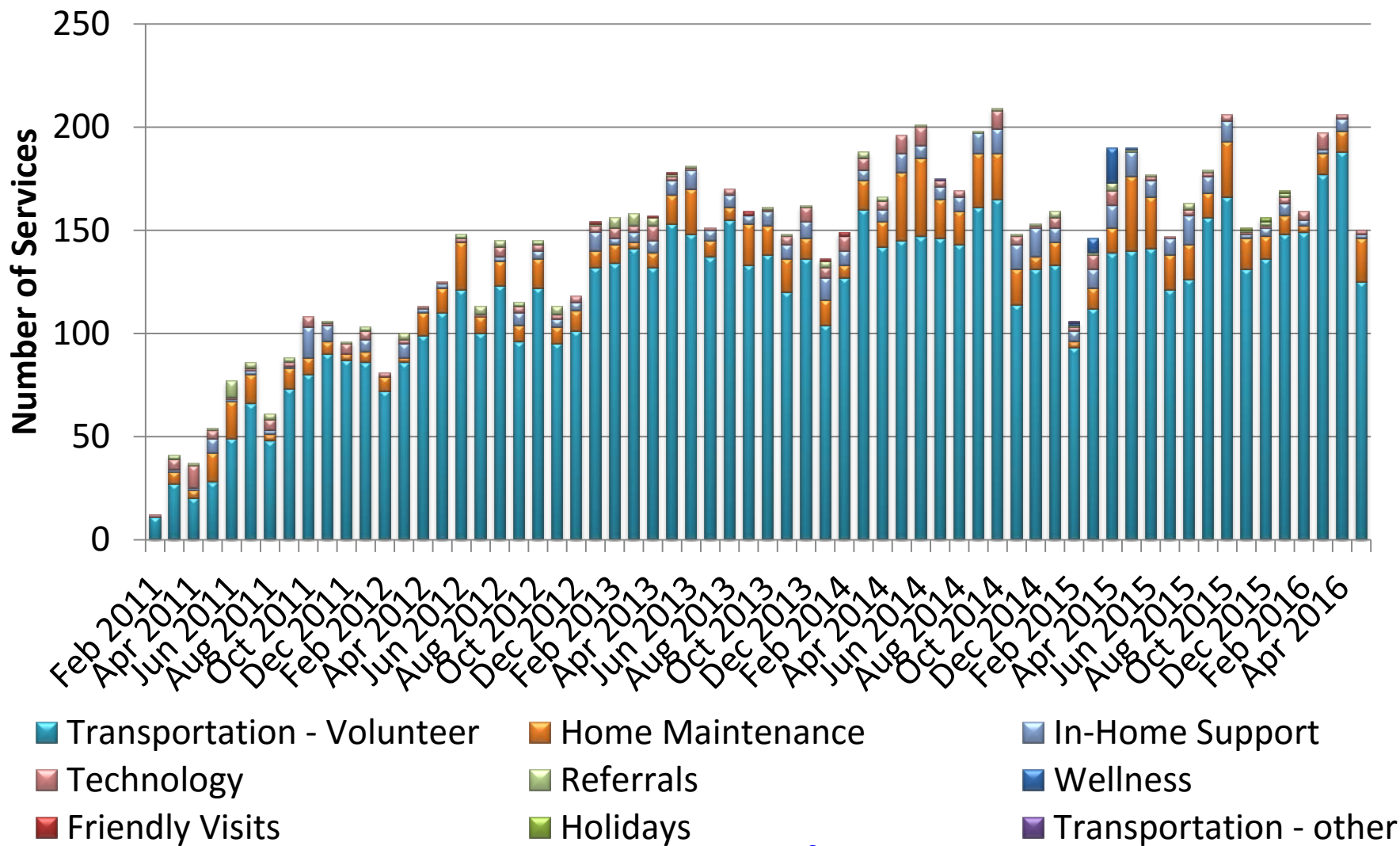


Variation on a Percentage Basis



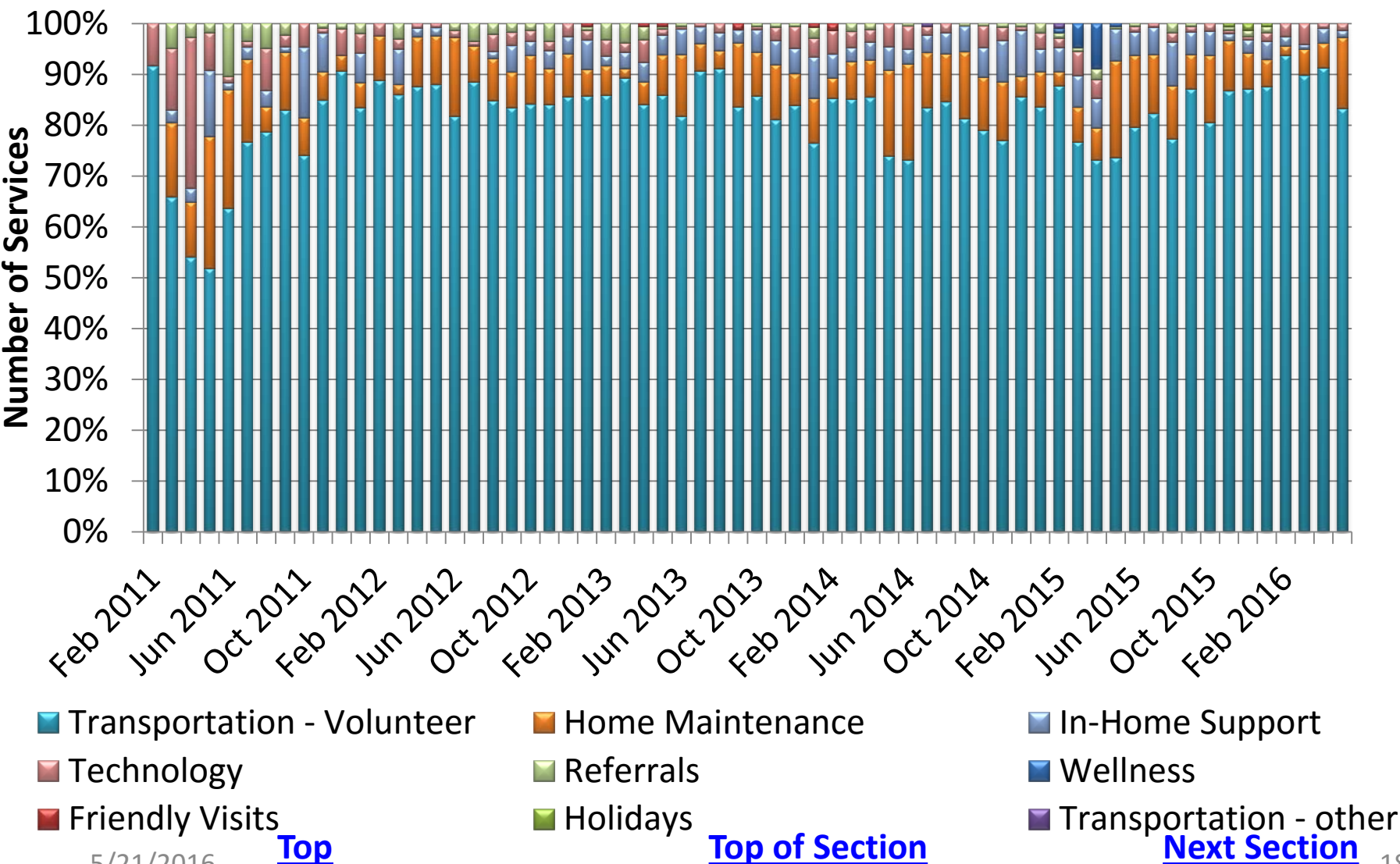


Service Categories





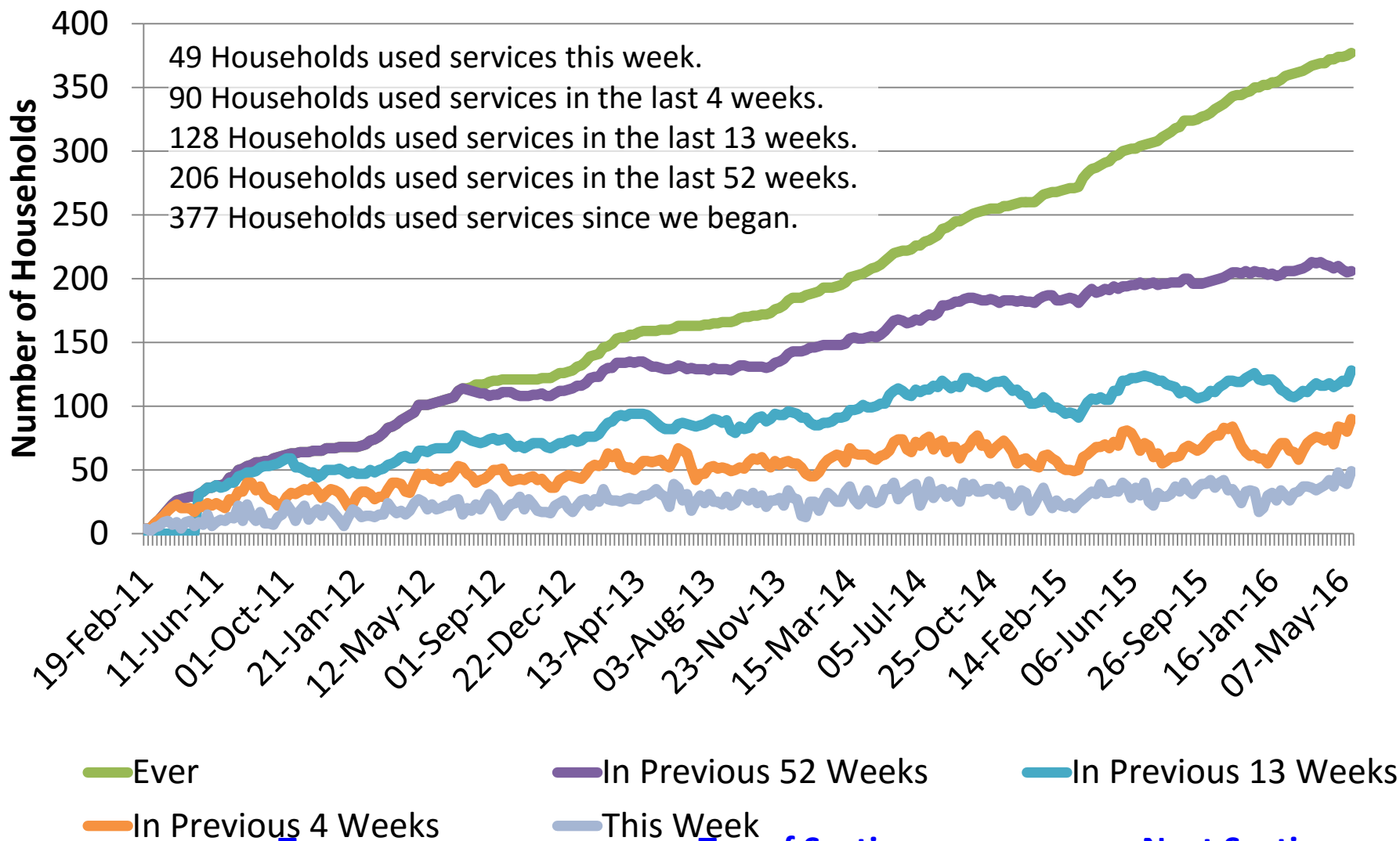
Service Categories Variation on a Percentage Basis



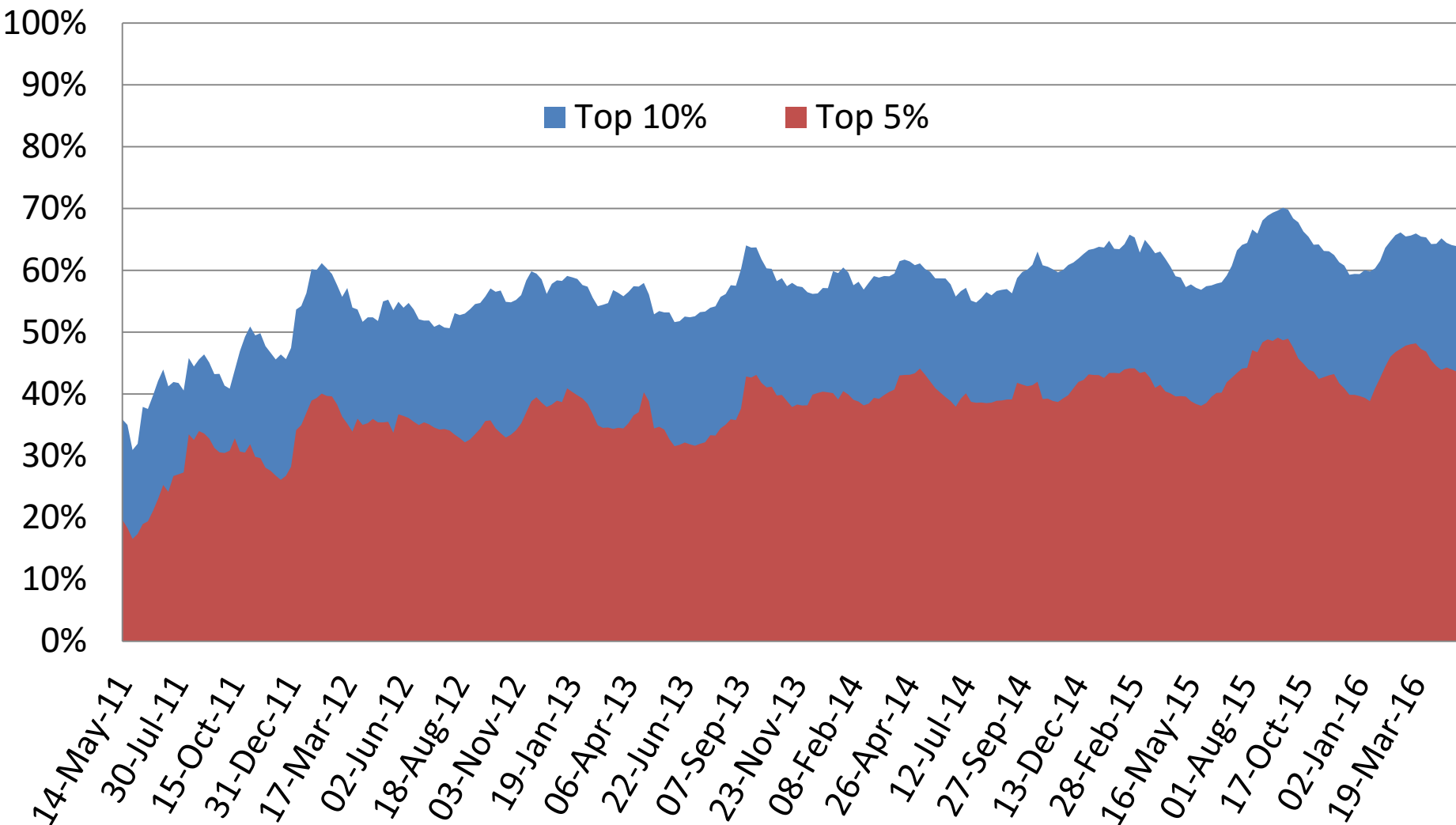
HOW MANY HOUSEHOLDS USE SERVICES?



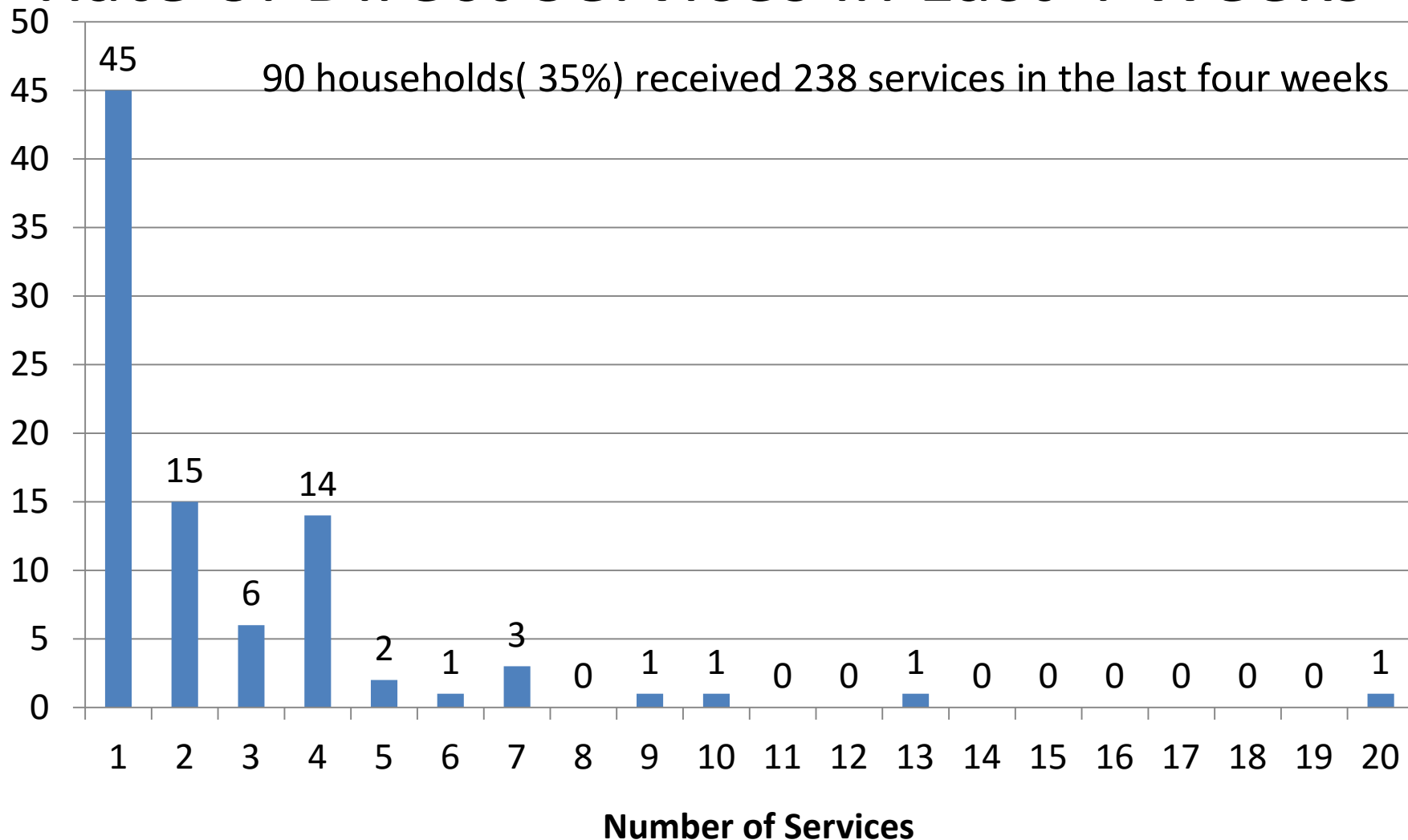
How Many Households Served



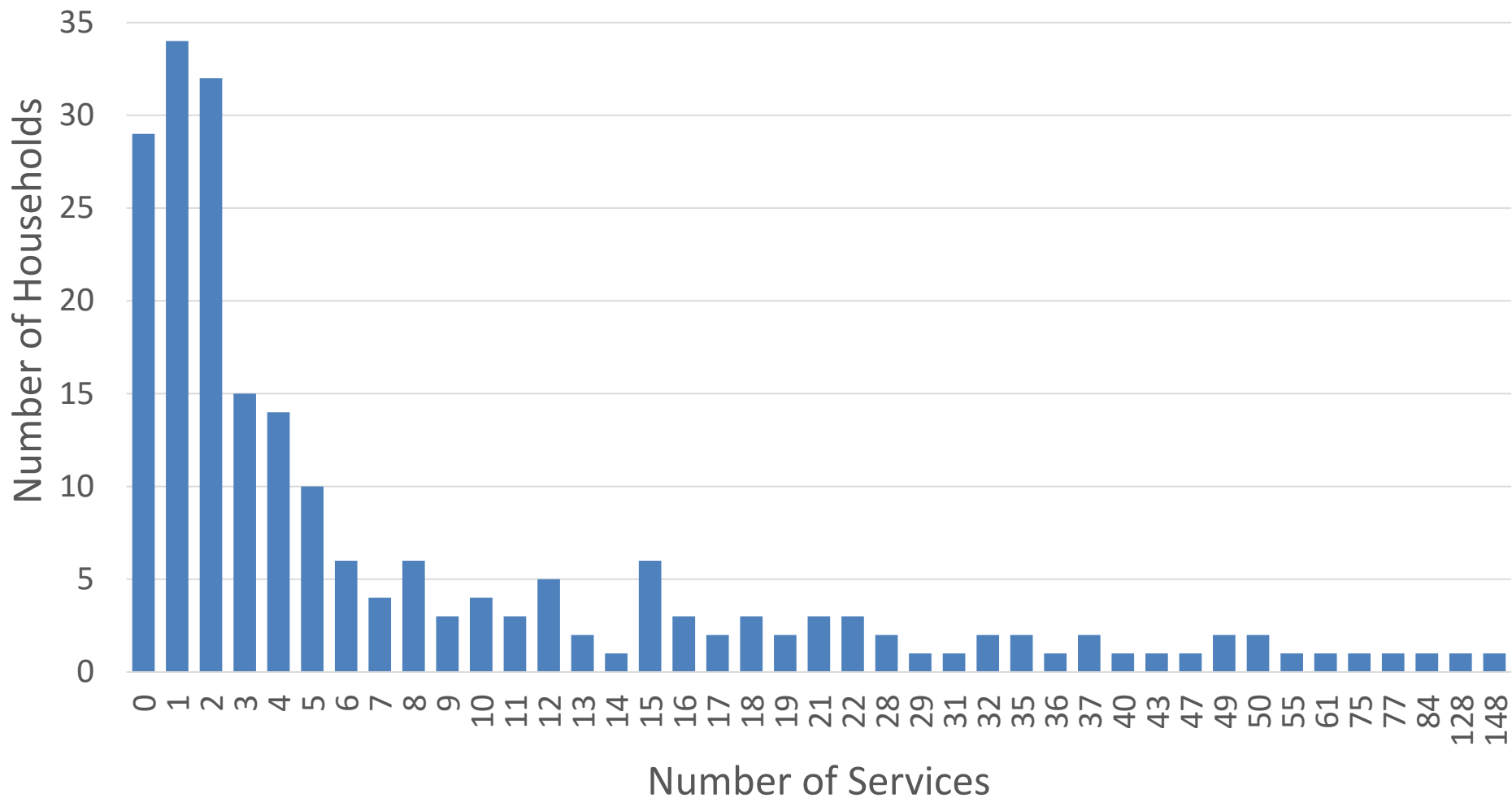
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

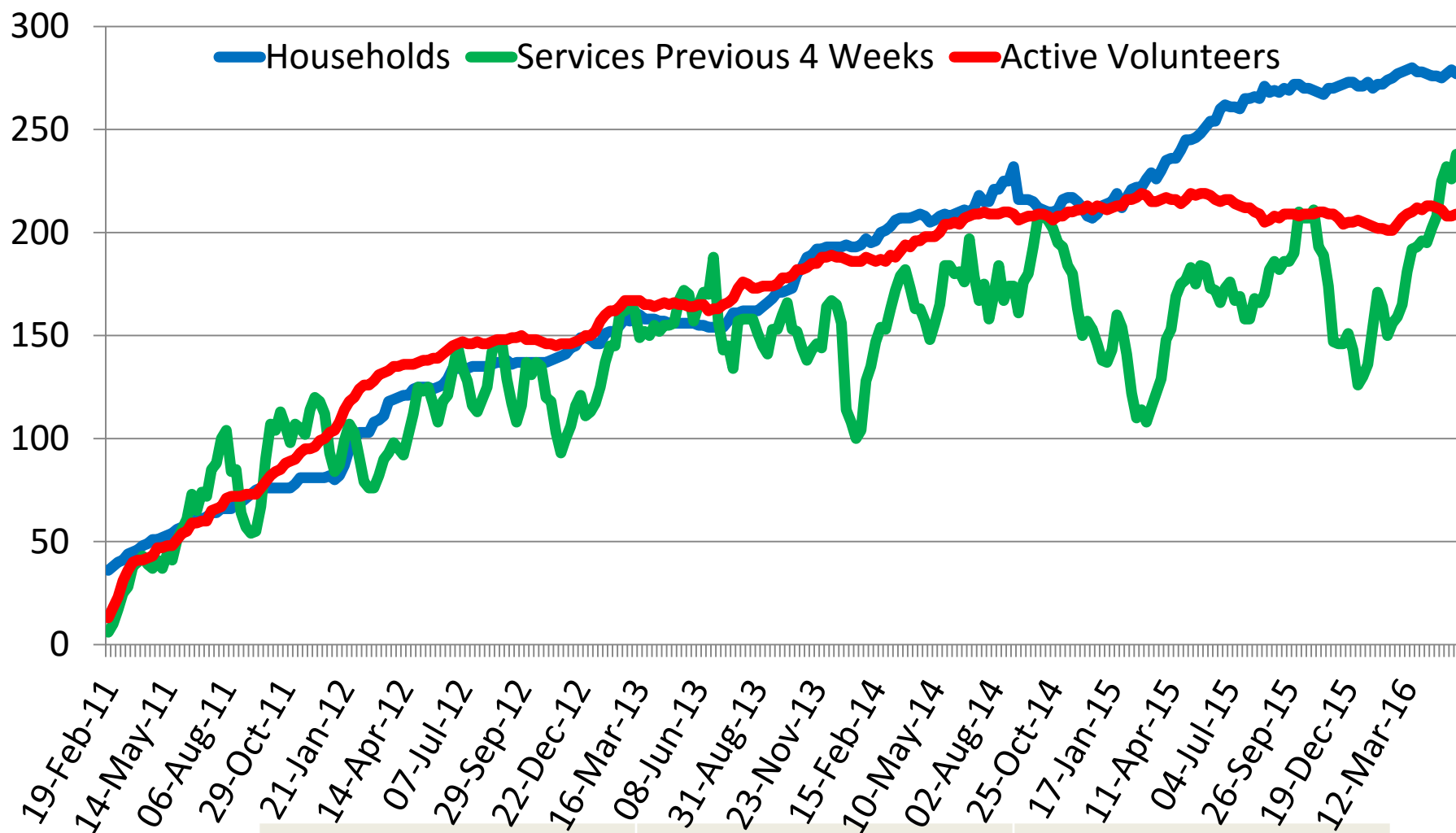


Services in Last Year by Current Households



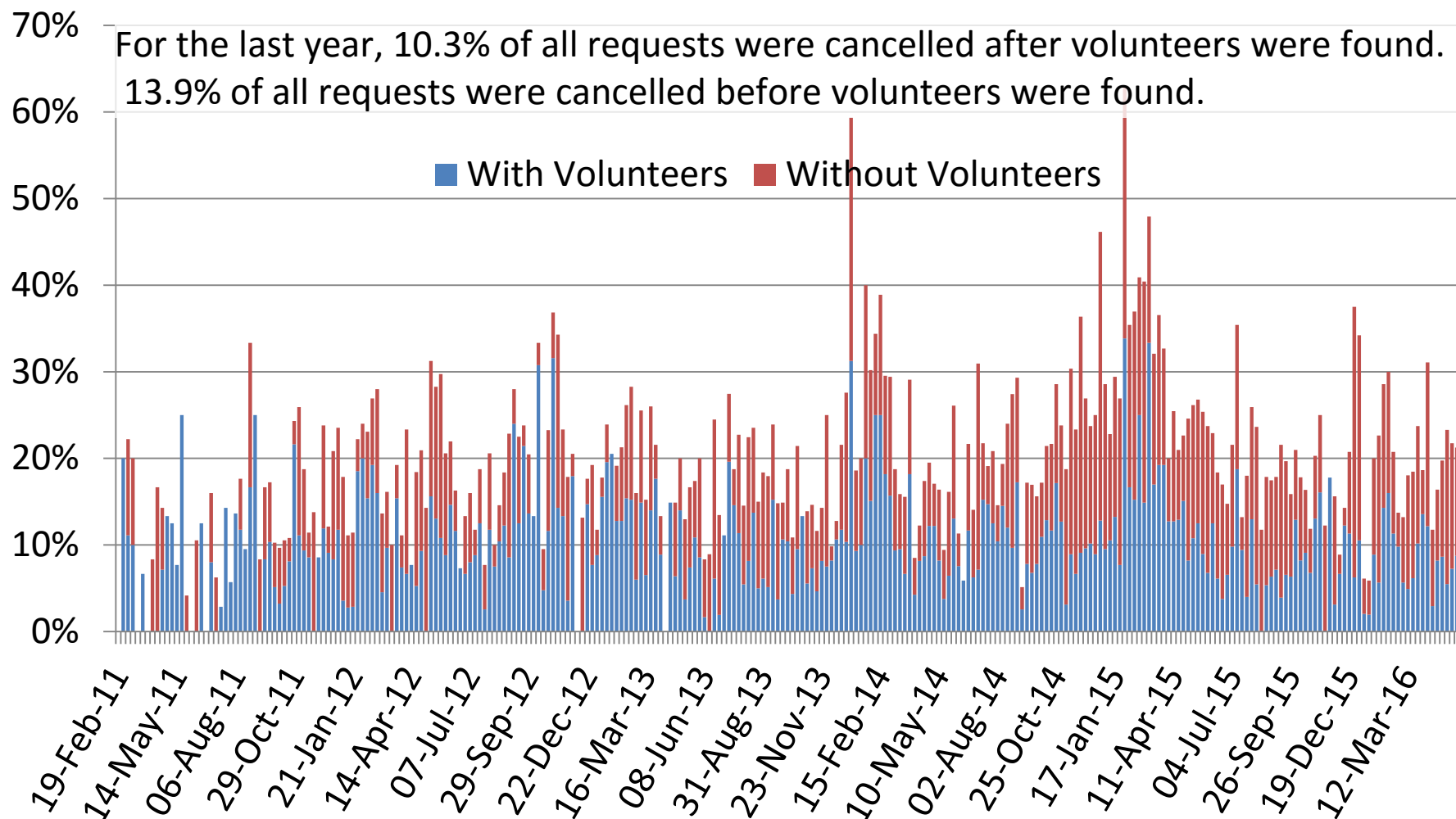


Memberships, Active Volunteers, and Services per Month



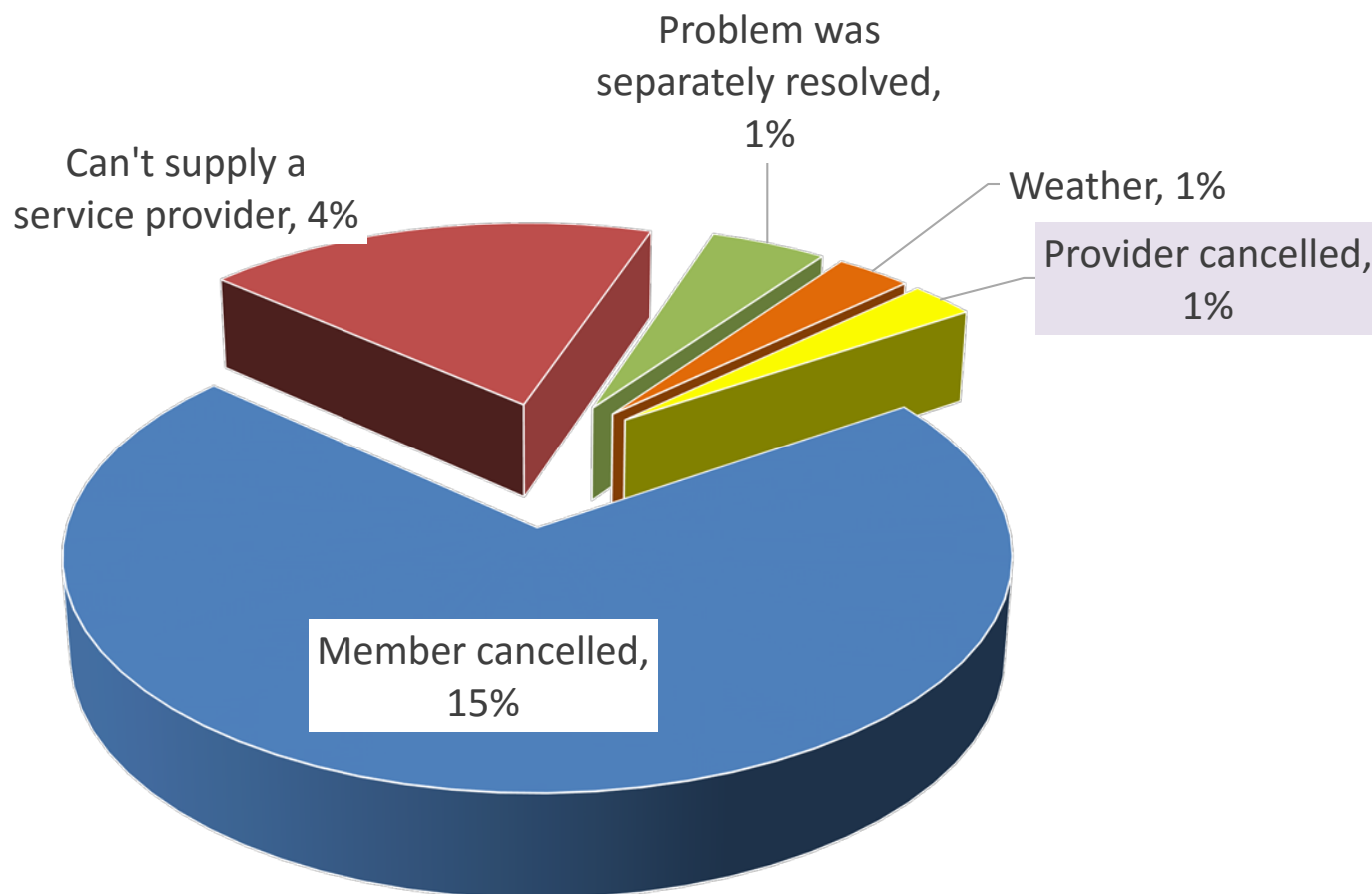
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



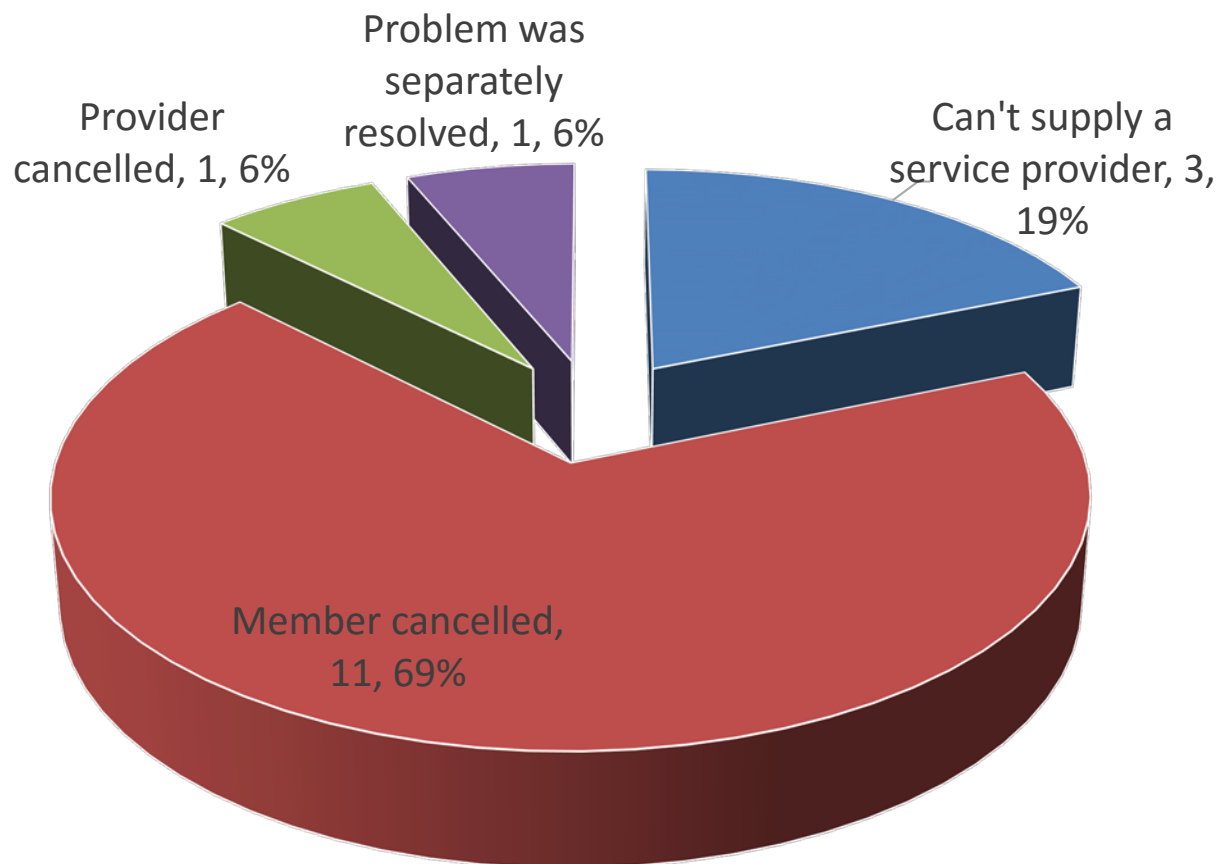
Cancellation Reasons (Last 52 Weeks)

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

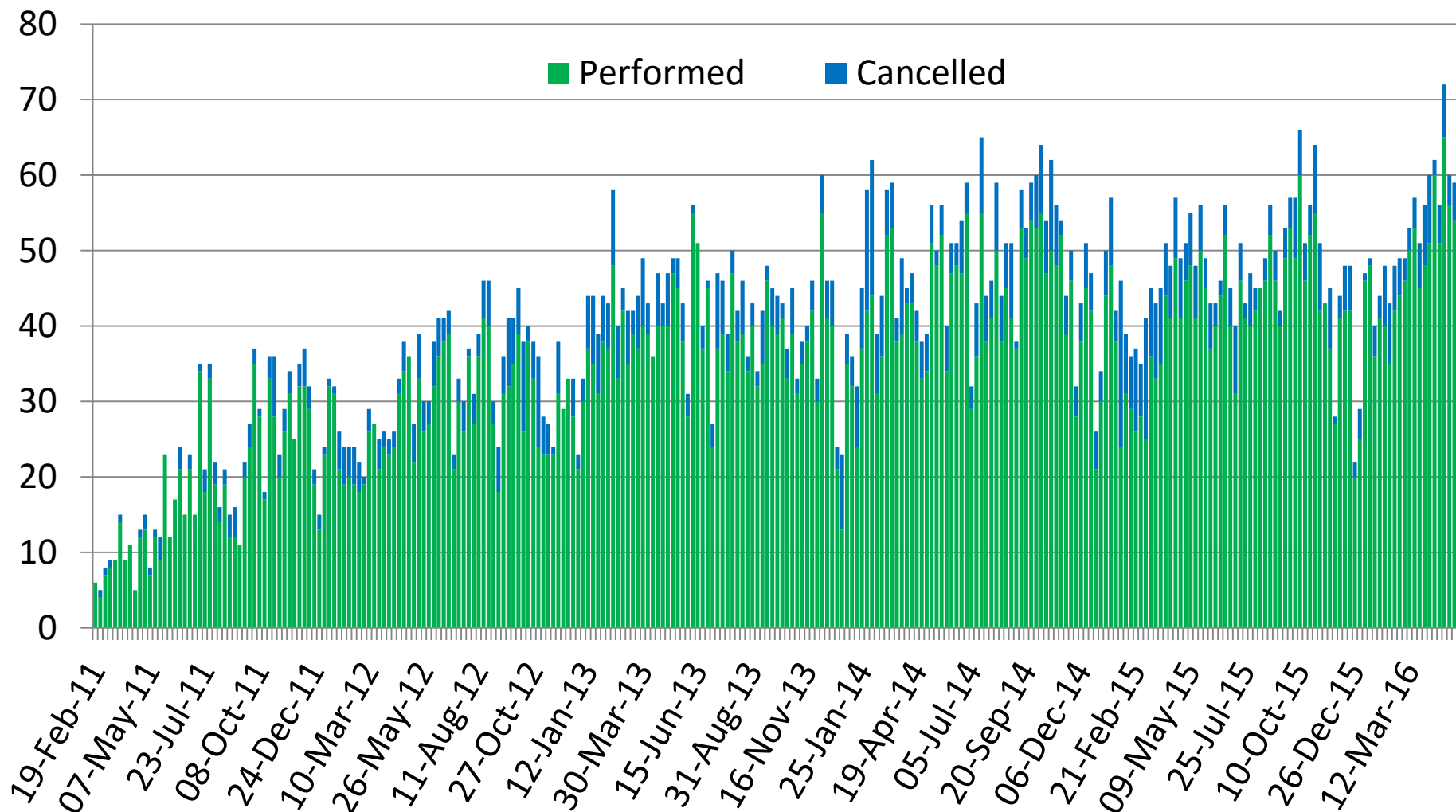


Cancellation Reasons (Last 4 Weeks)

In addition to 63 services performed in the last week, an additional 25% were cancelled.



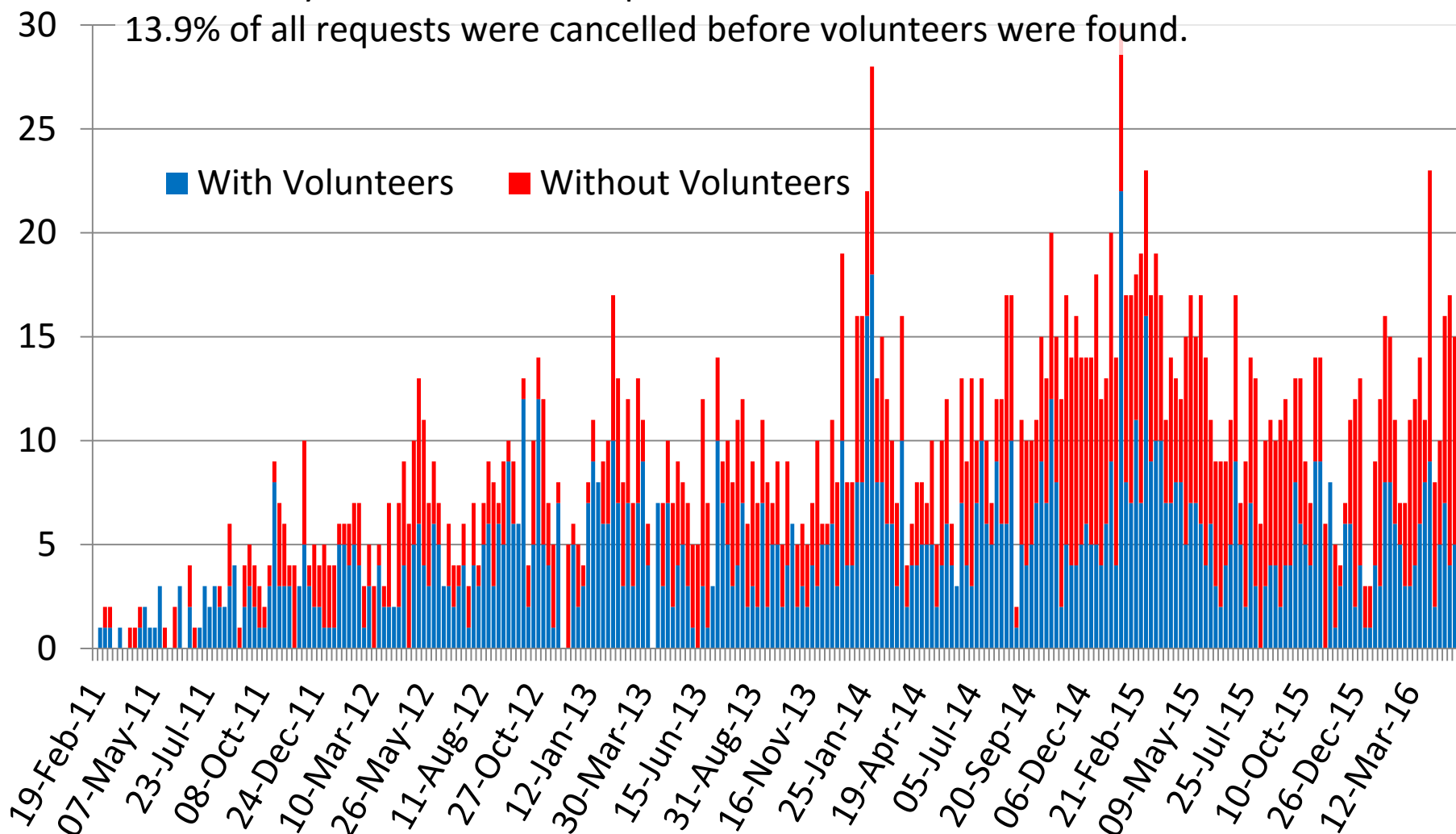
Services Filled



All Cancelled Services

For the last year, 10.4% of all requests were cancelled after volunteers were found.

13.9% of all requests were cancelled before volunteers were found.



RETENTION

WHY MEMBERS QUIT

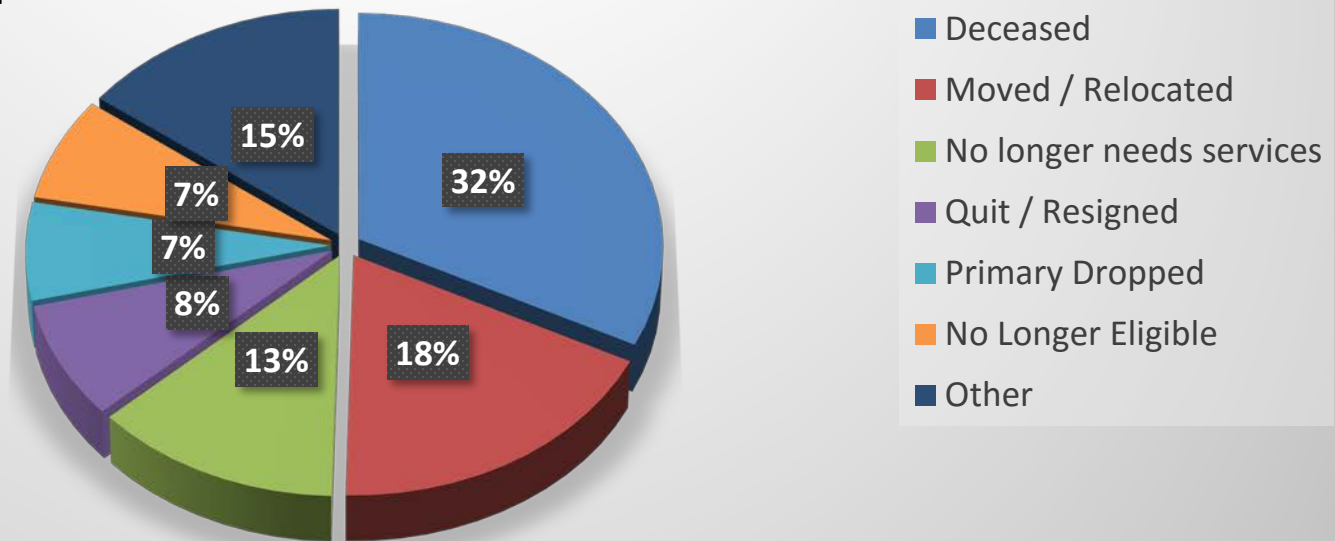
Why Members Quit

- Since we began in February 2011, we have had a total of 540 members, 250 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

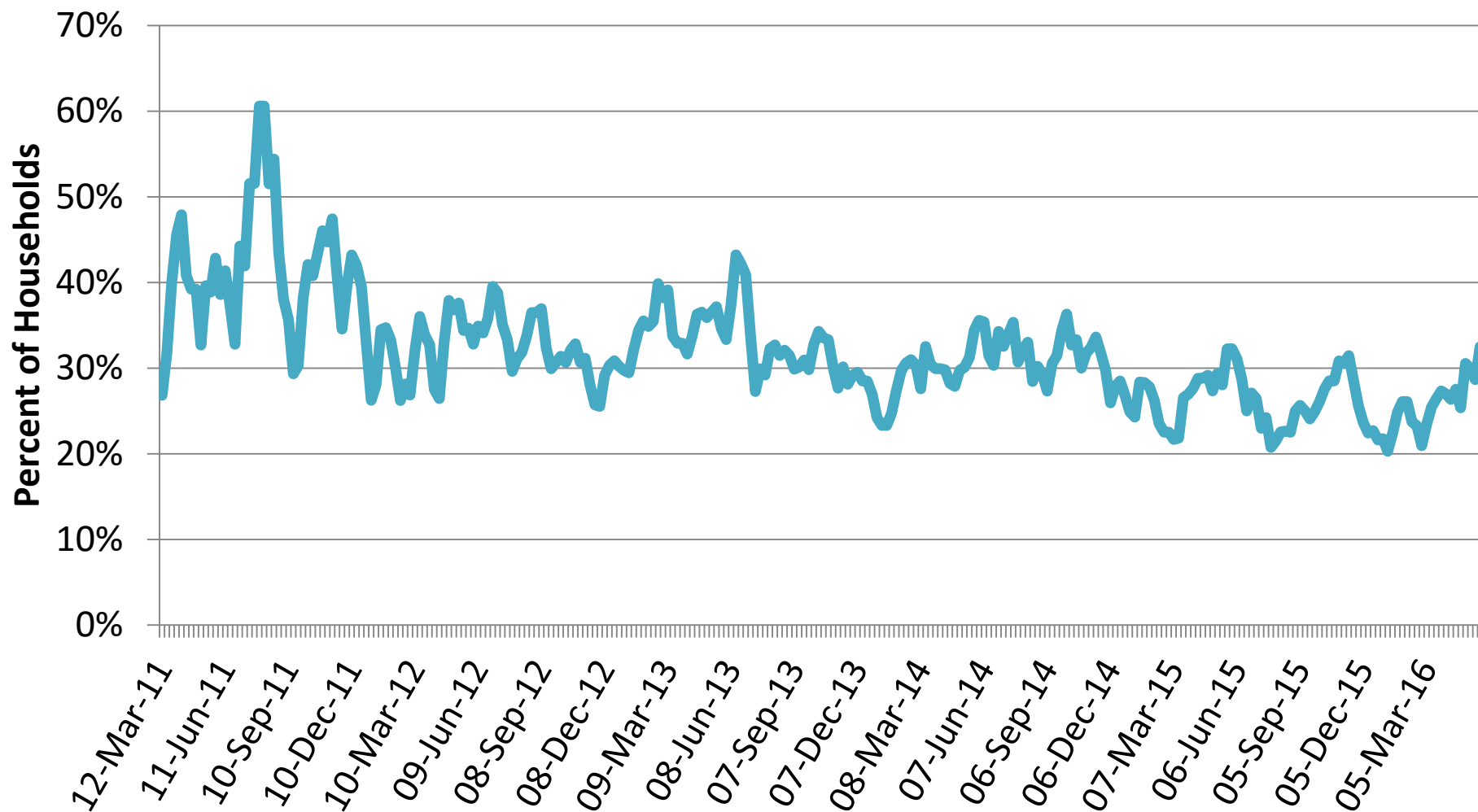
5/21/2016

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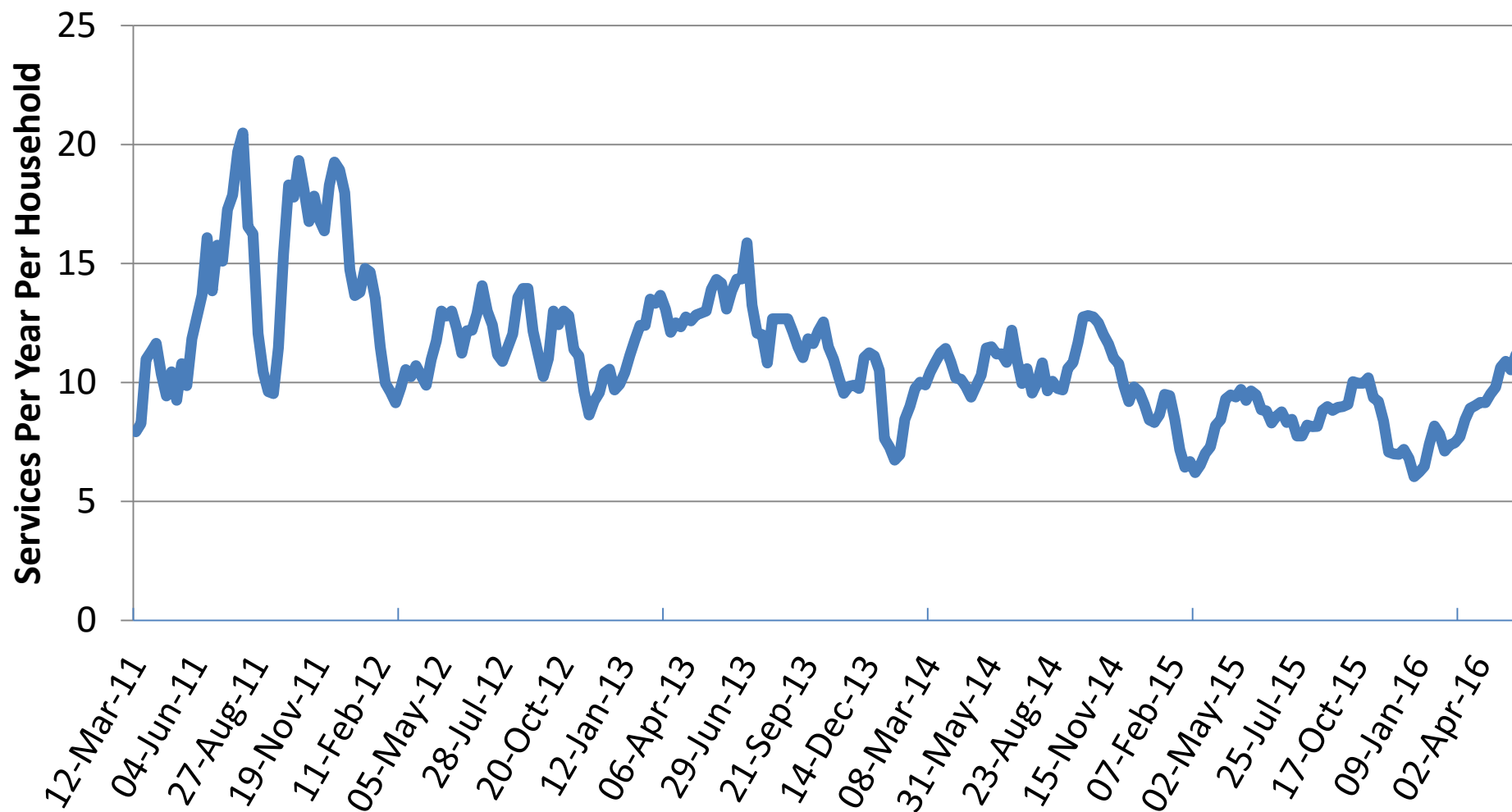




% of Households Receiving Services in Preceding Month



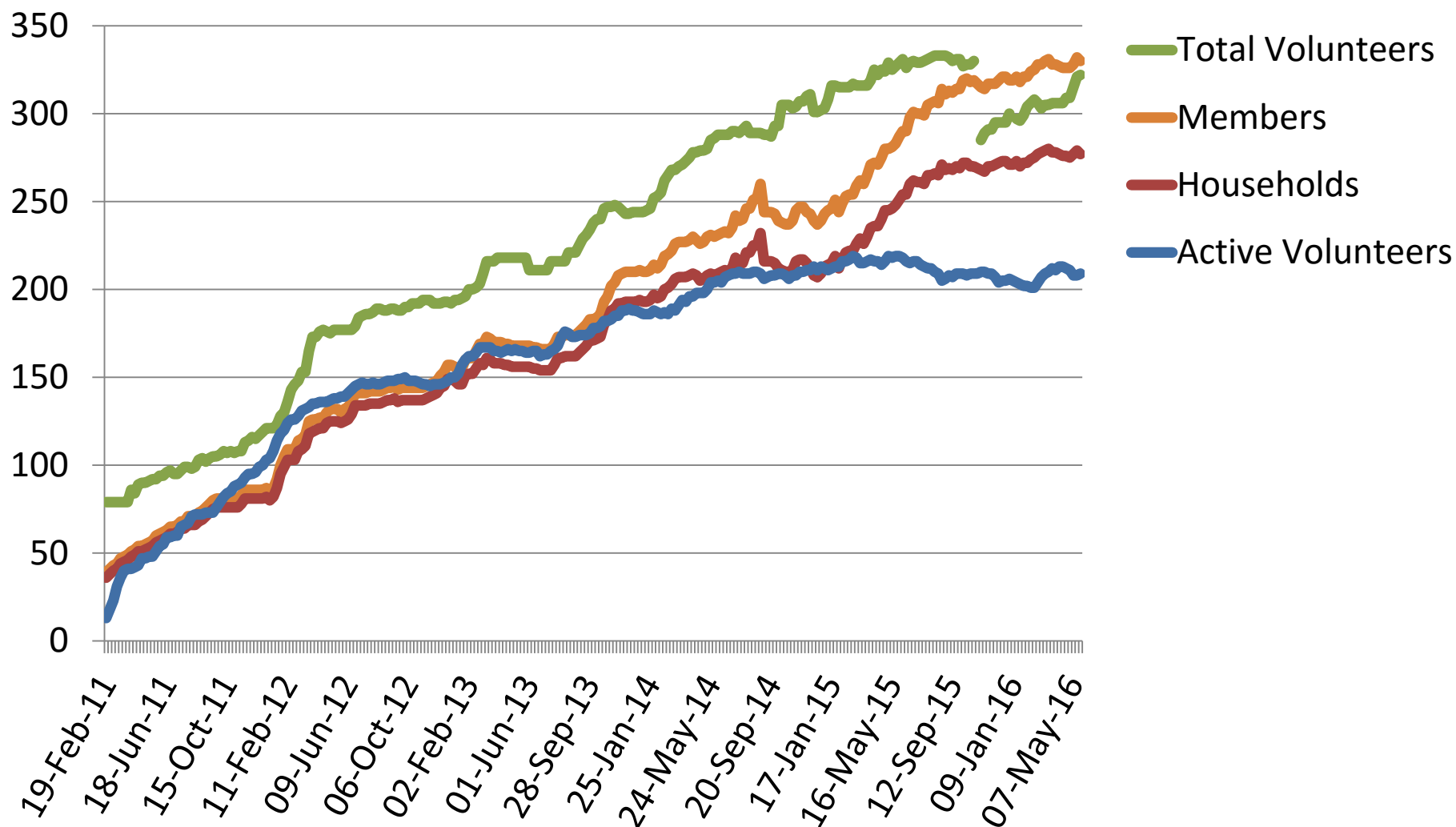
Annual Rate of Services per Household



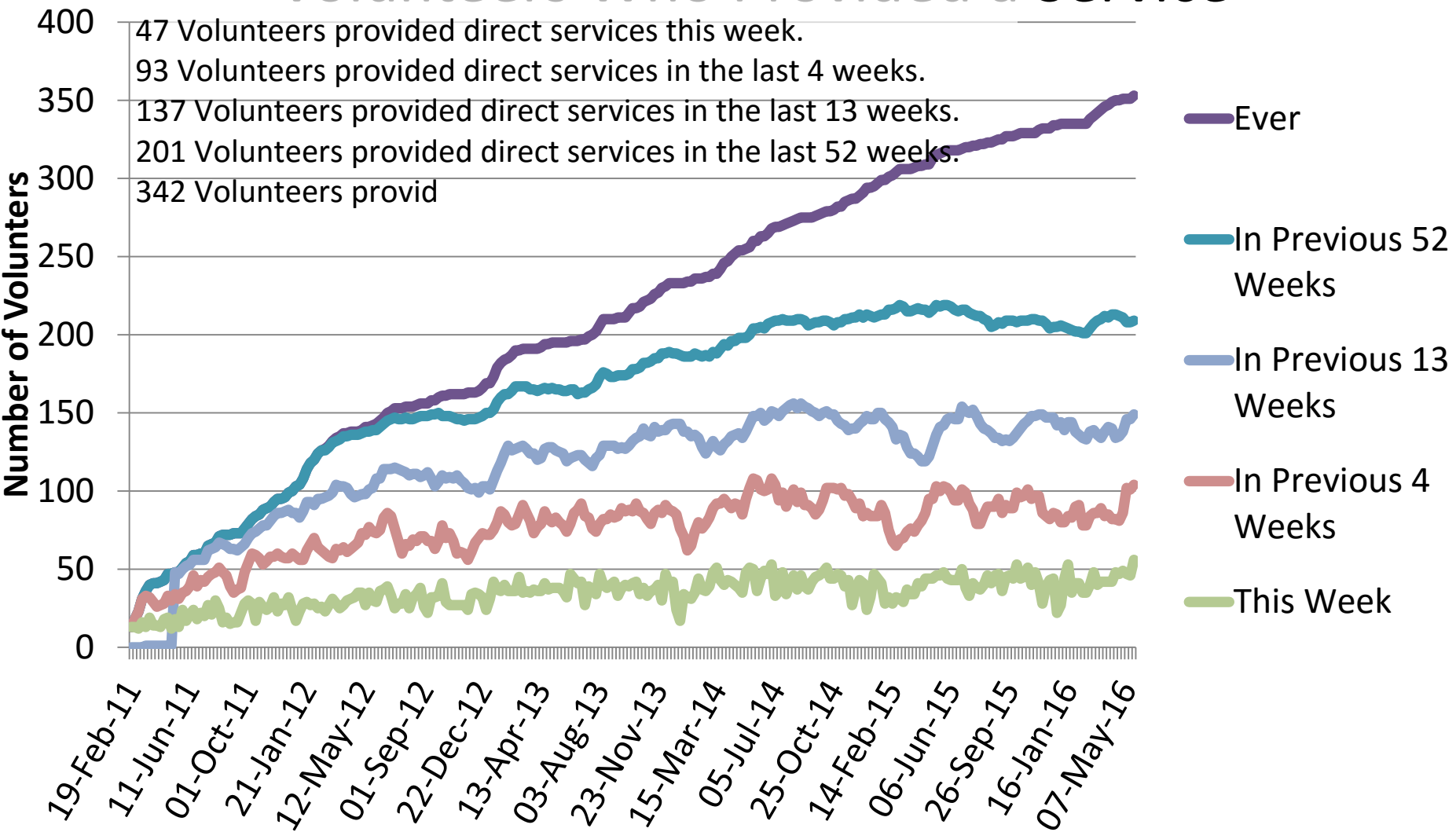
How many volunteers do we have and how frequently do they volunteer?

VOLUNTEERS

Growth Rates of Members, Households and Volunteers

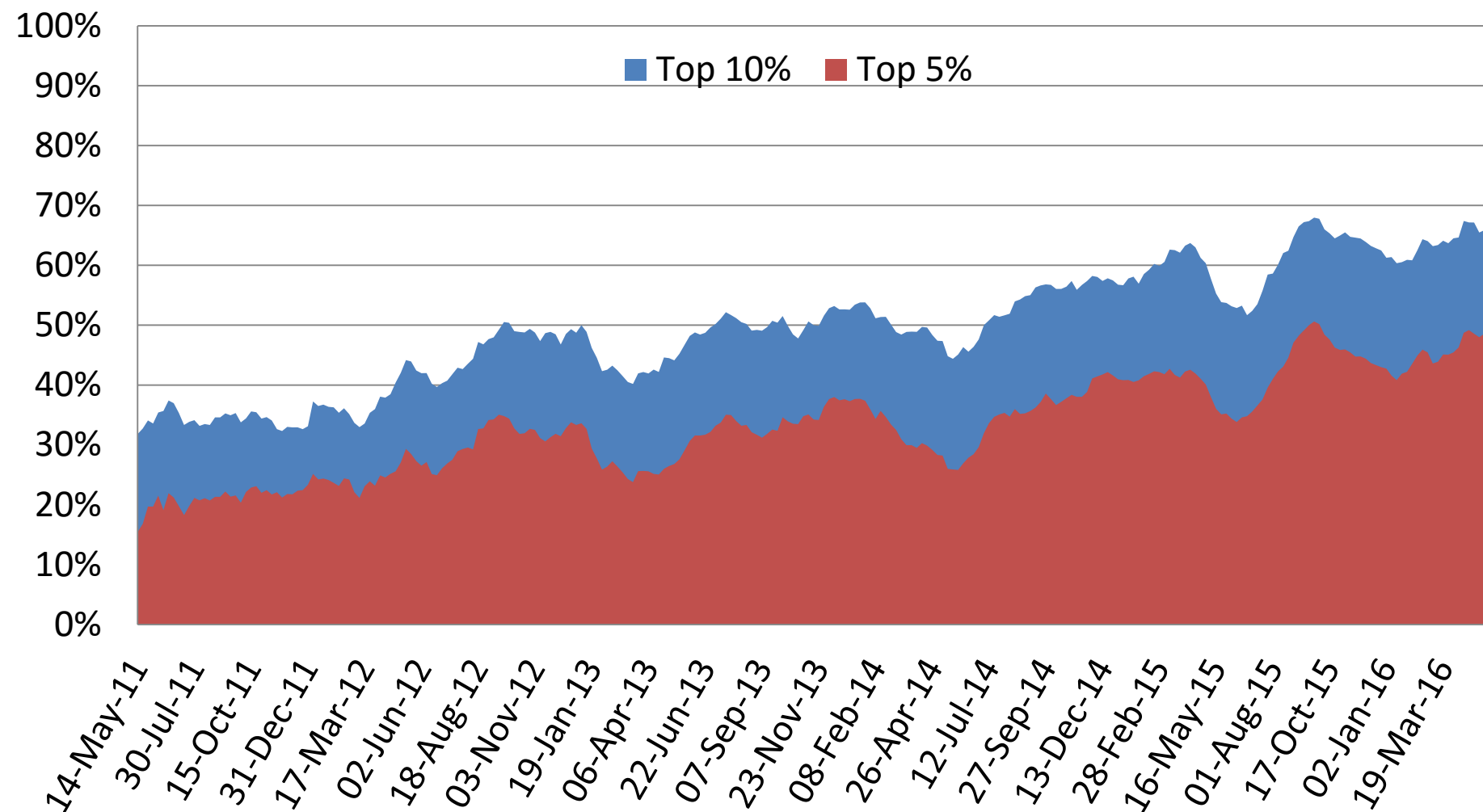


Volunteers Who Provided a Service

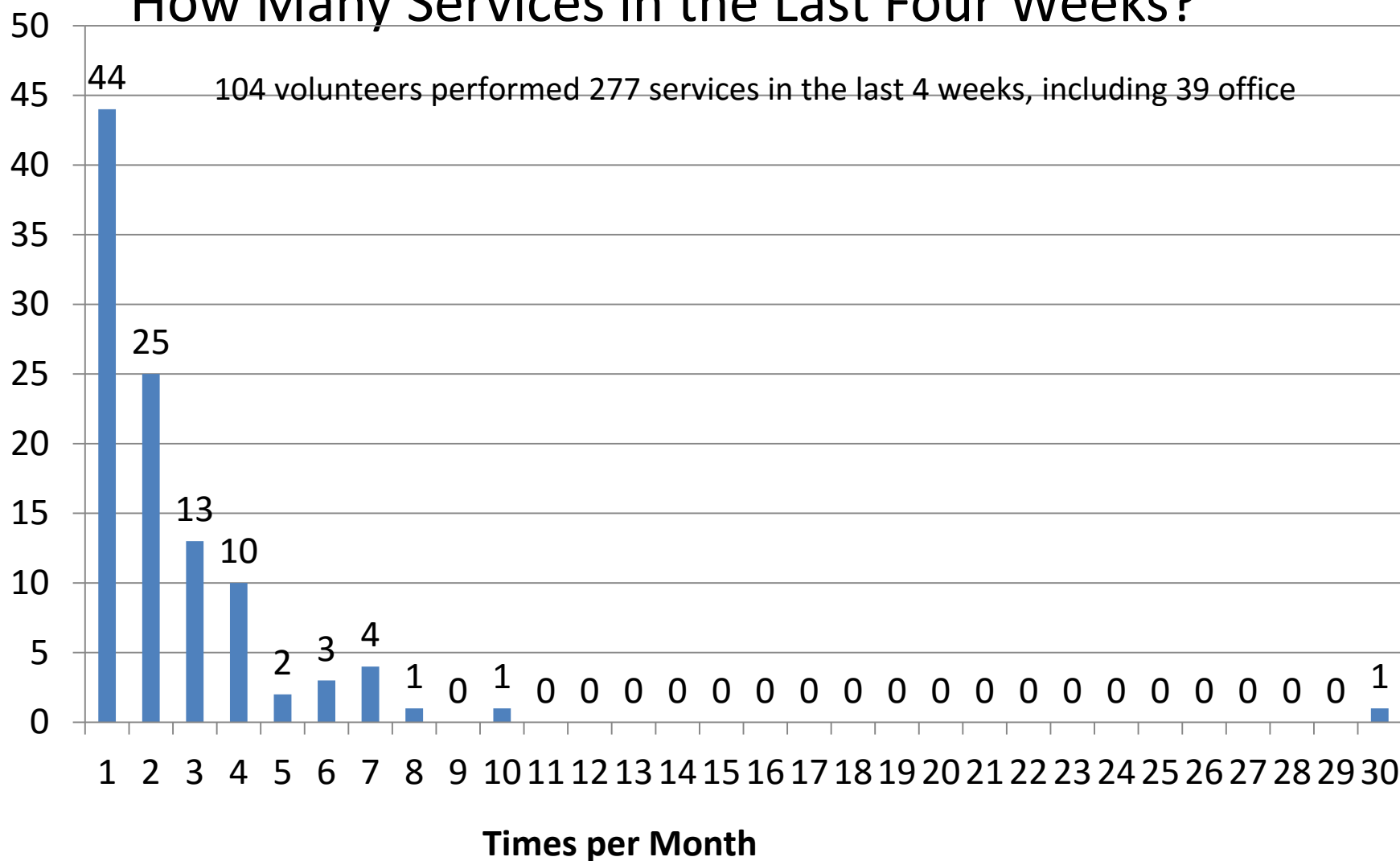




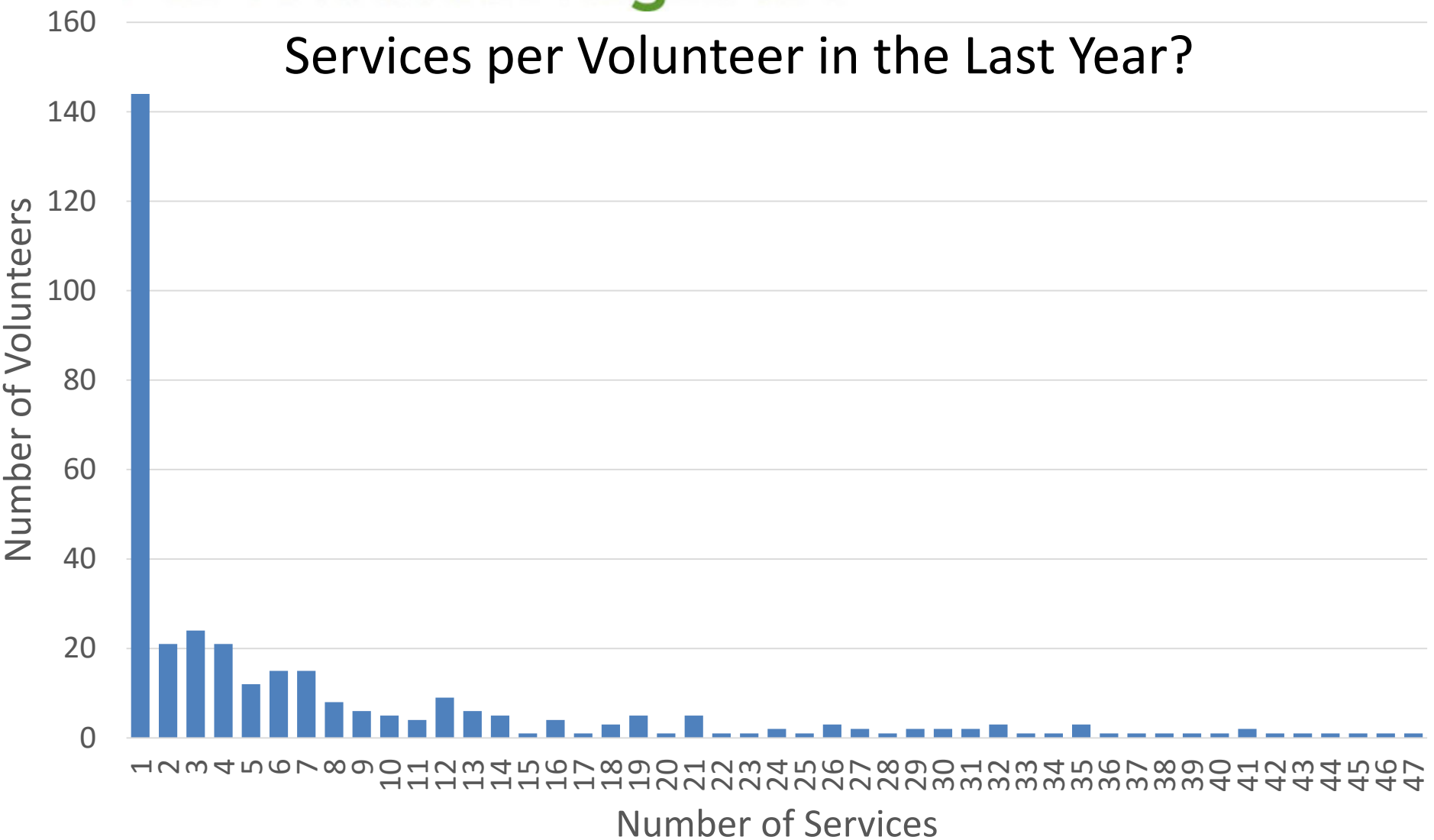
Most Active Volunteers During Previous Four Weeks



How Many Services in the Last Four Weeks?

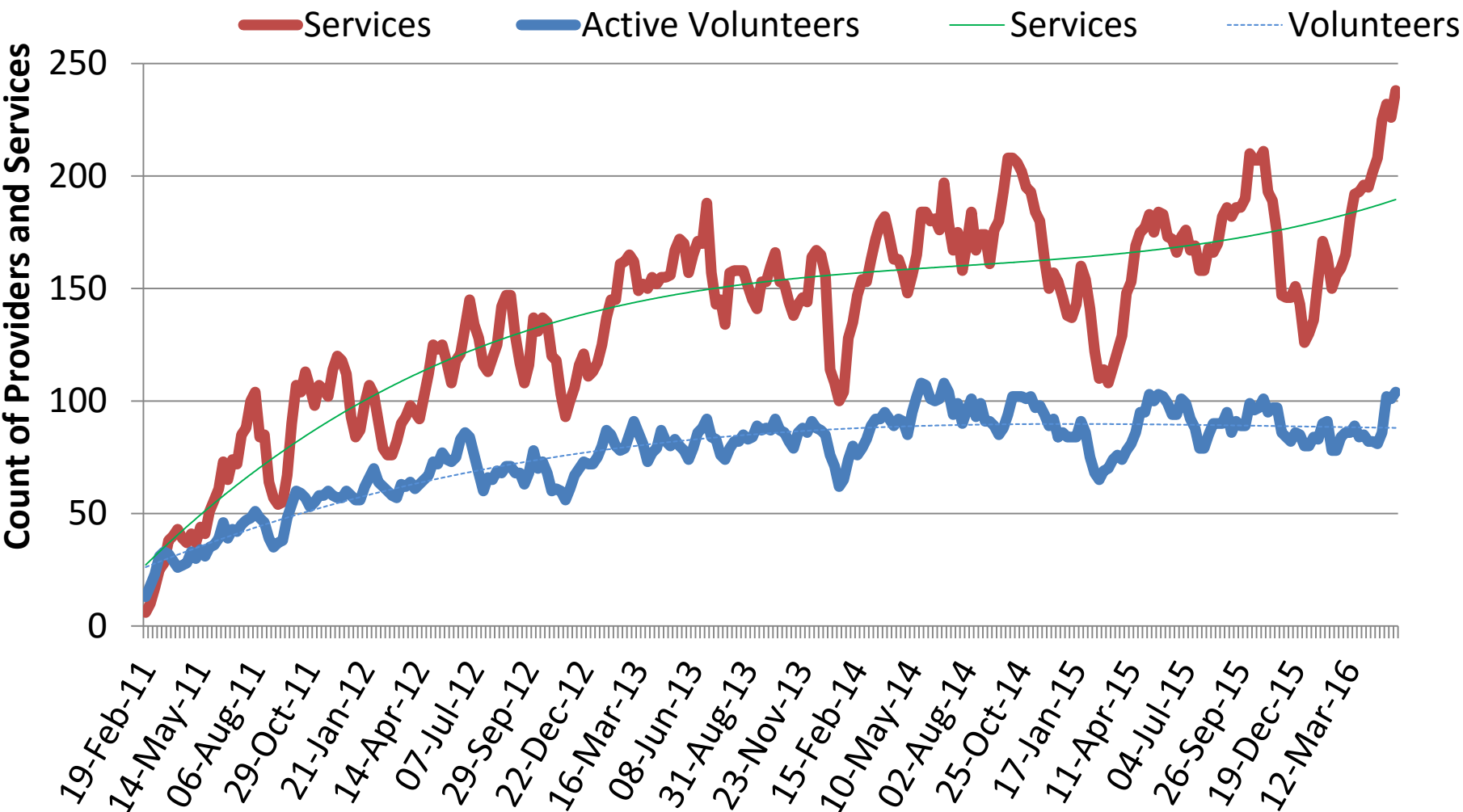


Services per Volunteer in the Last Year?

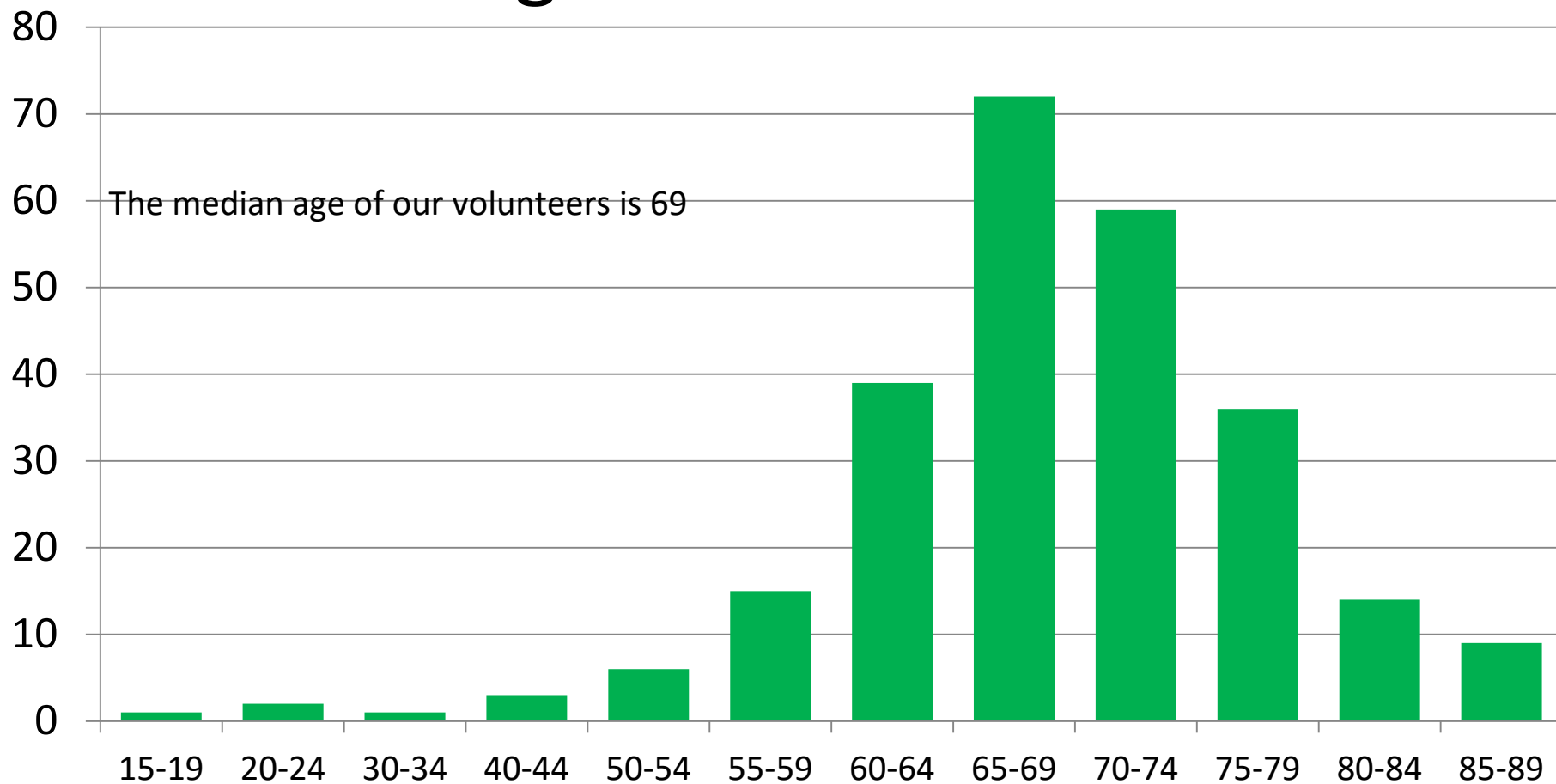




Volunteers and Services Previous 4 Weeks



Age of Volunteers

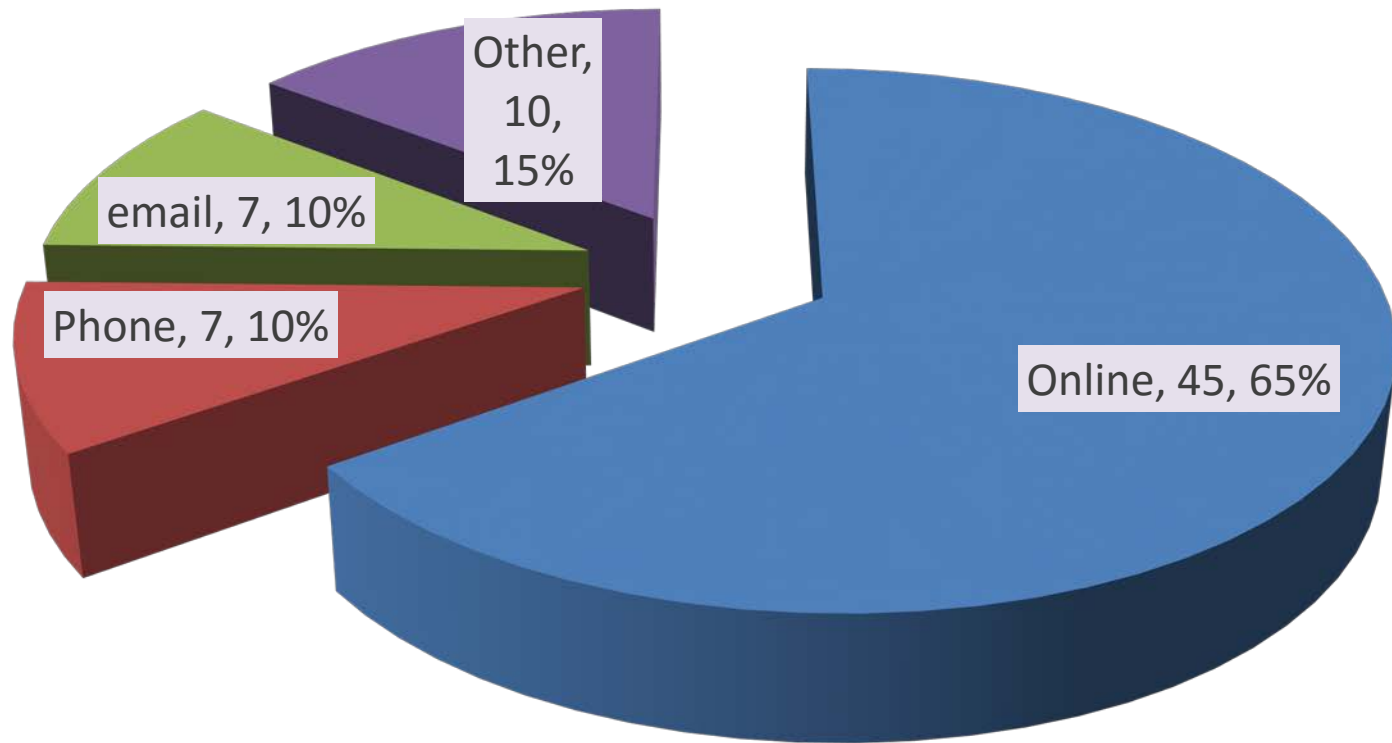


Contact Method for Signup

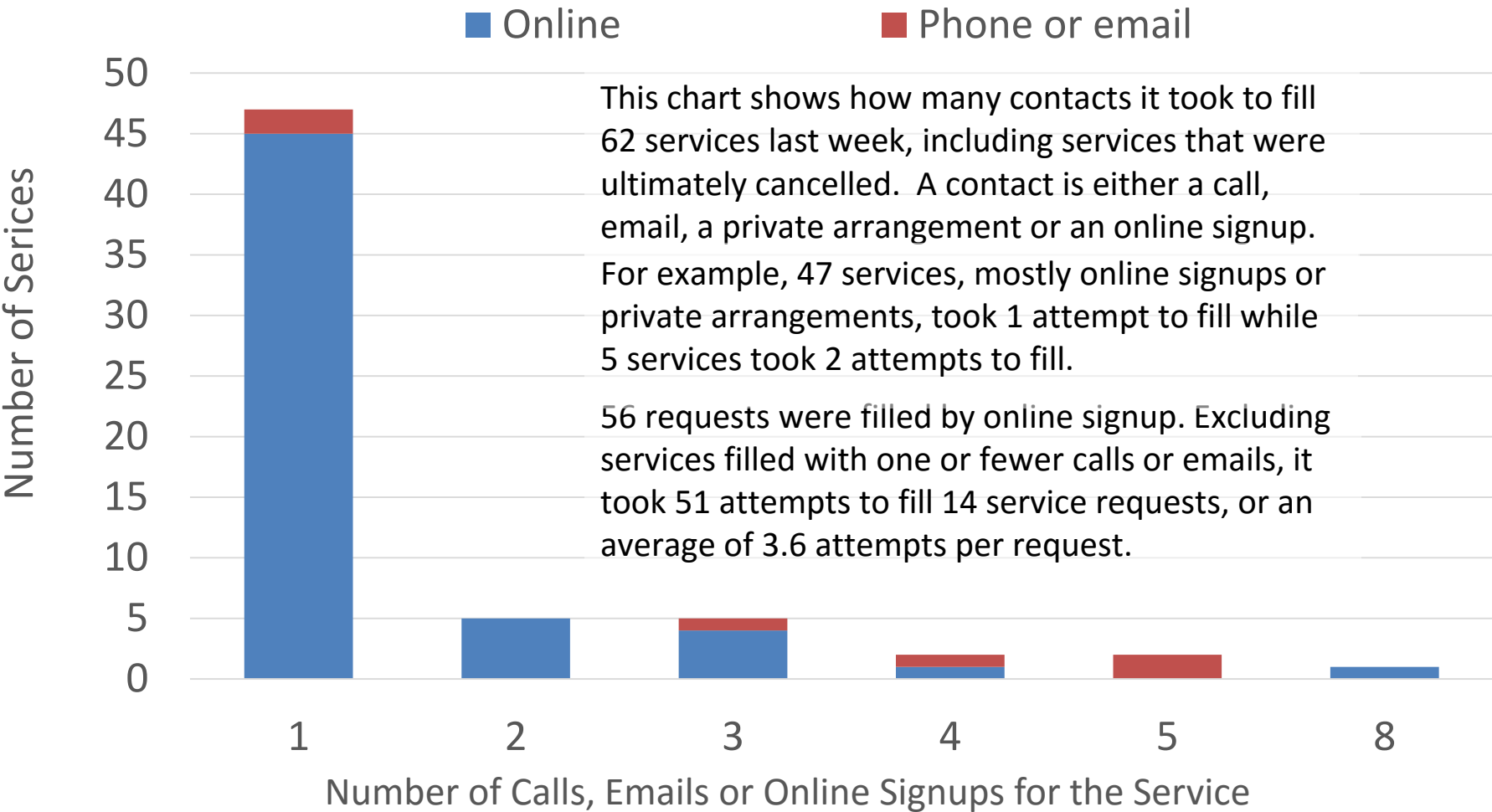
- This week did not involve a lot of activity for filling requests.
- We placed only **7** phone calls to fill requests, and **5** services were filled with phone calls.
- We sent **5** emails to fill requests and **2** service was filled with emails.
- **10** were filled by members or volunteers calling 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

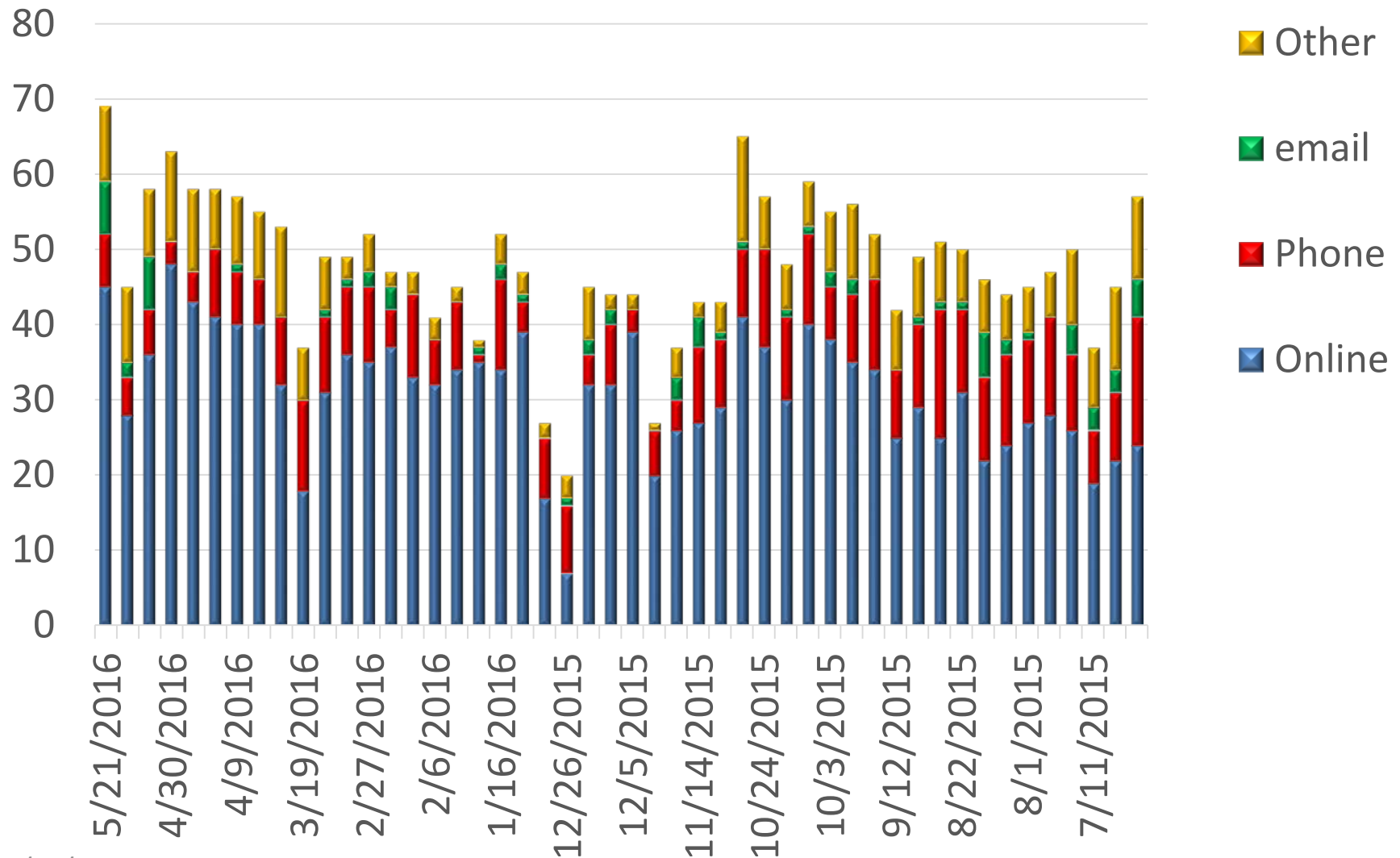
How Volunteers Were Found



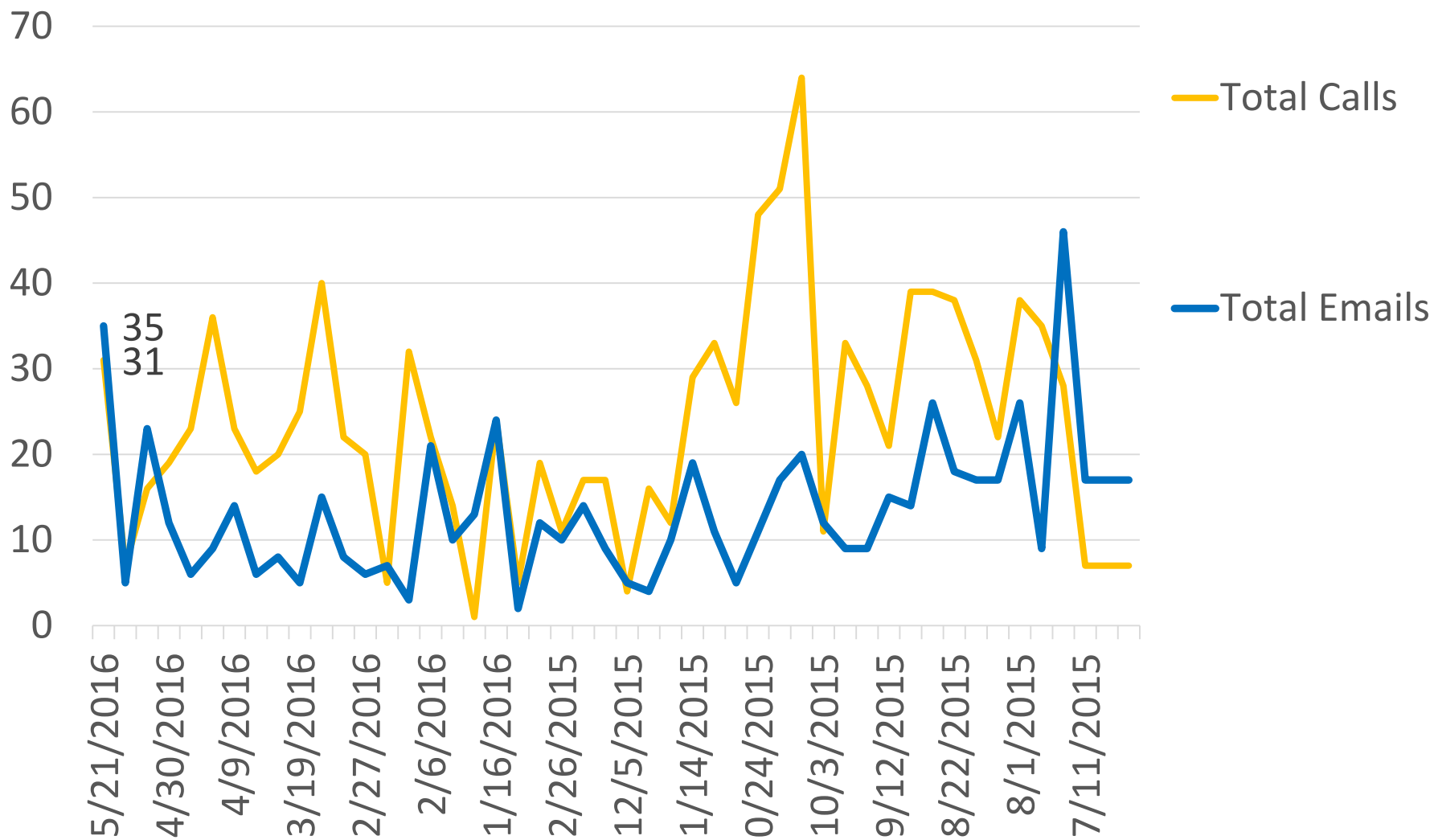
Number of Contacts to Fill This Week's Service



How Volunteers Who Filled Services Were Contacted



Total Calls and Emails



The chart shows how long before the service volunteers signed up online for the past 4 week's services .



Looking forward

FUTURE SERVICES



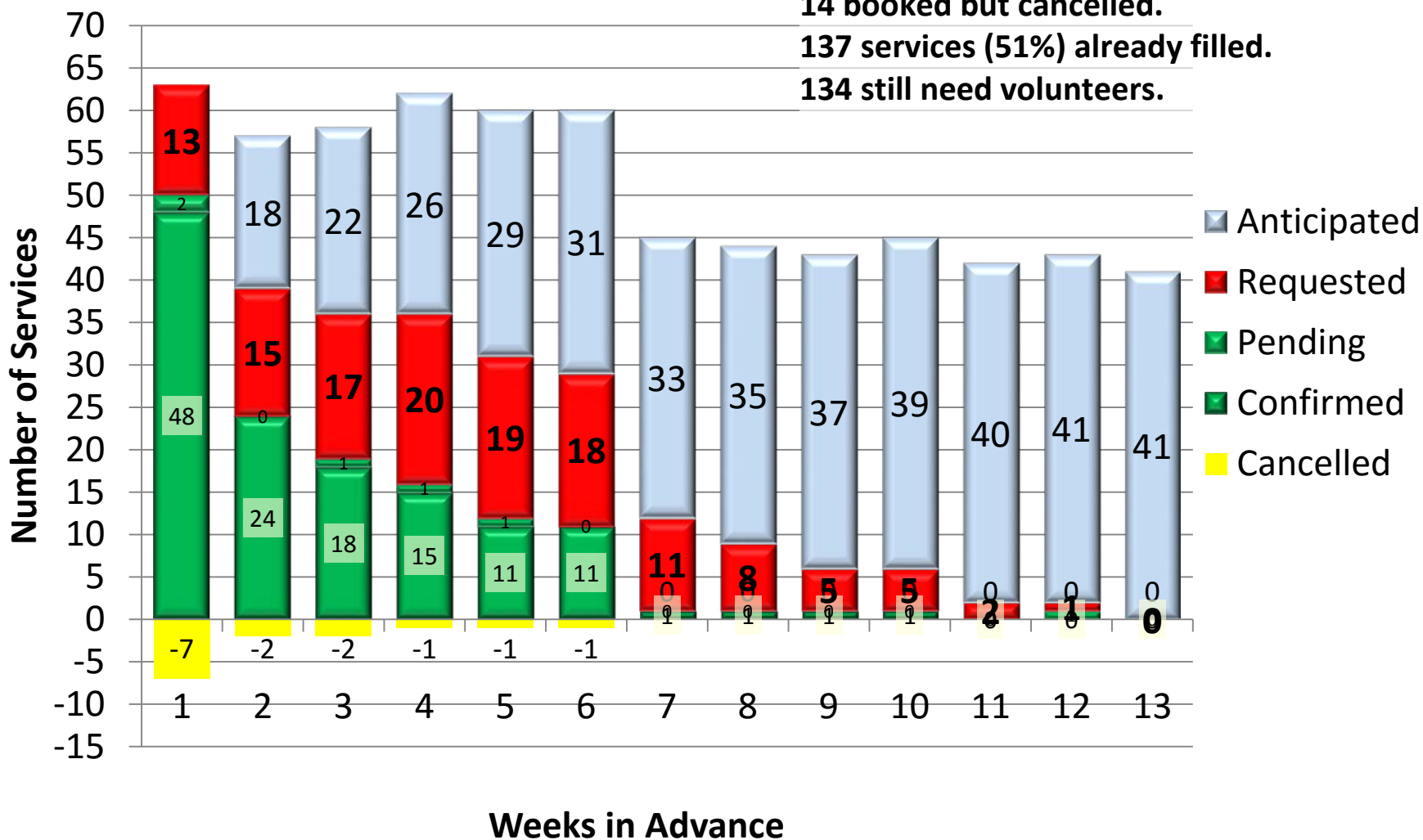
Service Requests on the Books

271 services needed for the next 13 weeks.

14 booked but cancelled.

137 services (51%) already filled.

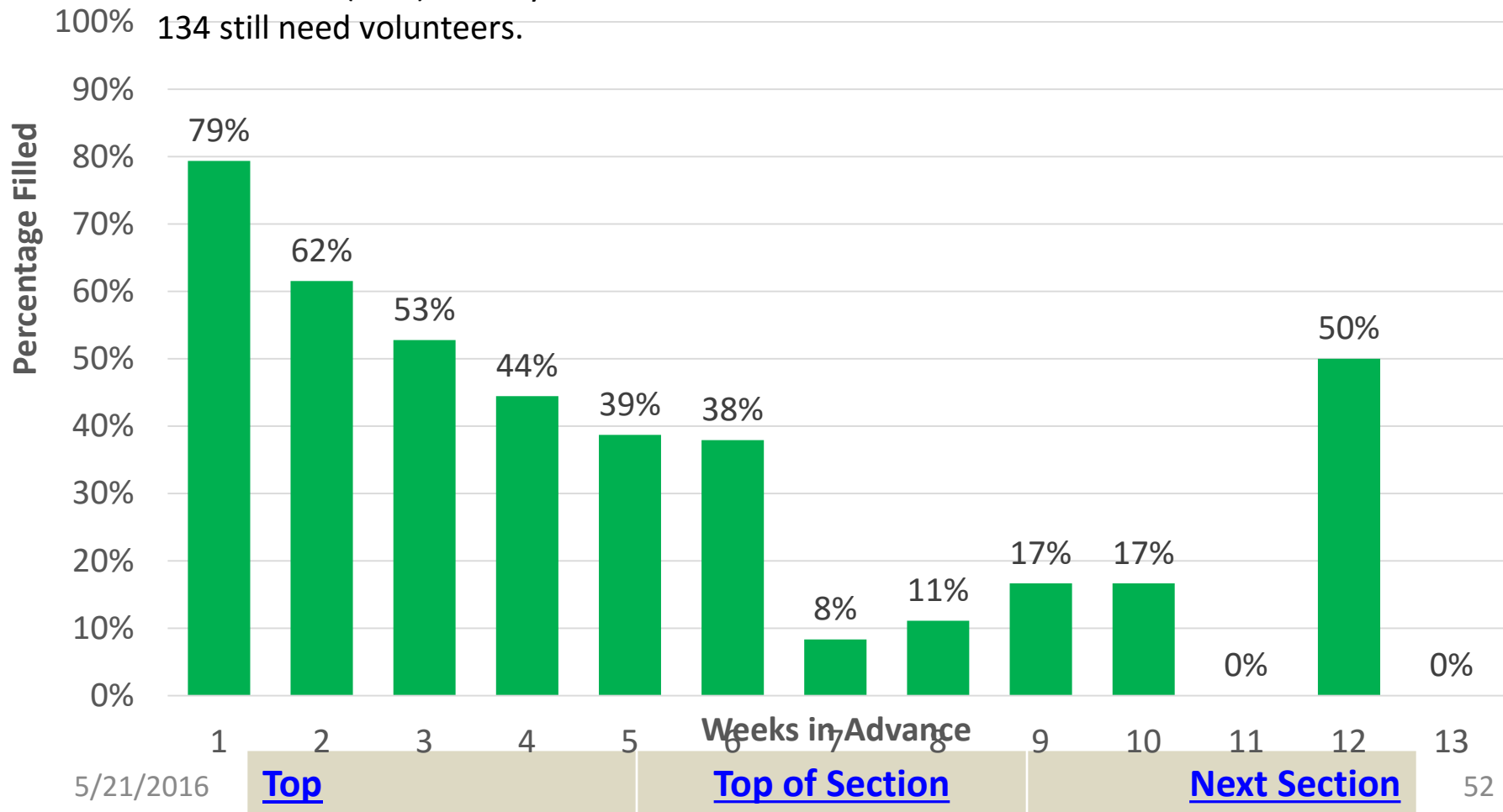
134 still need volunteers.





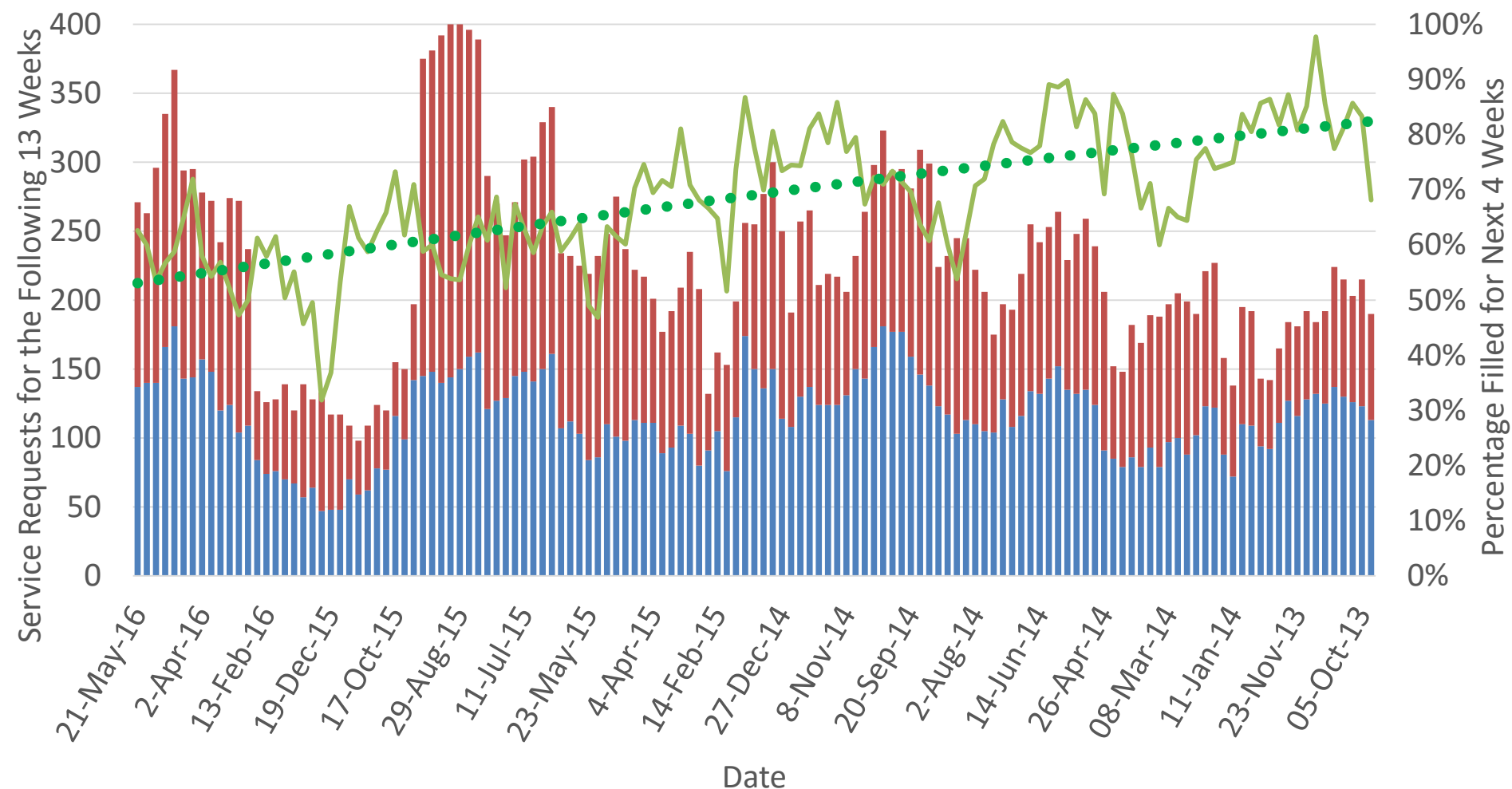
Percentage of Services for Next 13 Weeks Filled

271 future services covering the next 13 weeks.
137 services (51%) already filled.
134 still need volunteers.

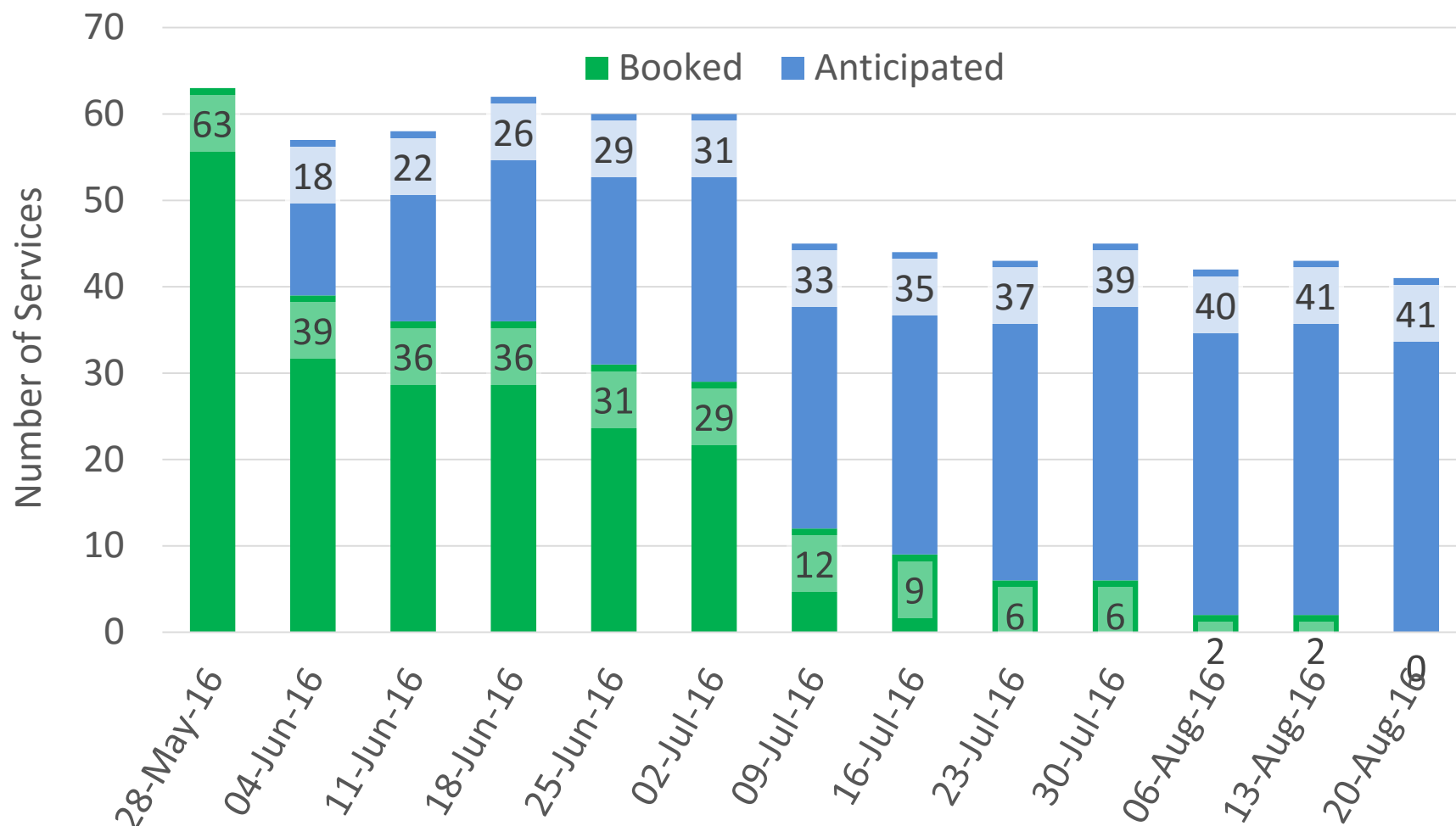


History of Future Requests

Filled Unfilled Percentage Filled Next 4 Weeks Poly. (Percentage Filled Next 4 Weeks)



Projected Future Services

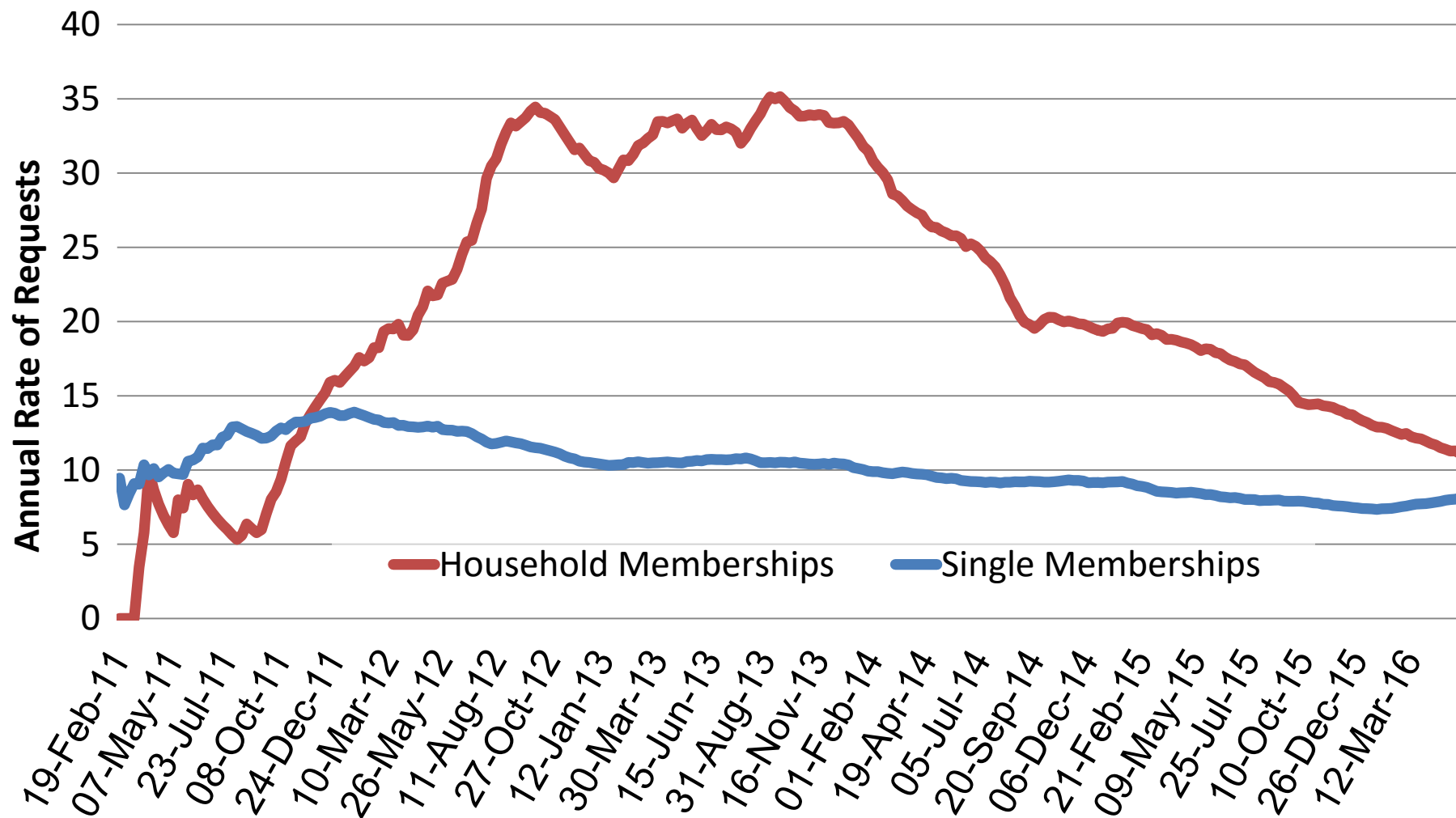


What are the Differences Between Single And Household Memberships?

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

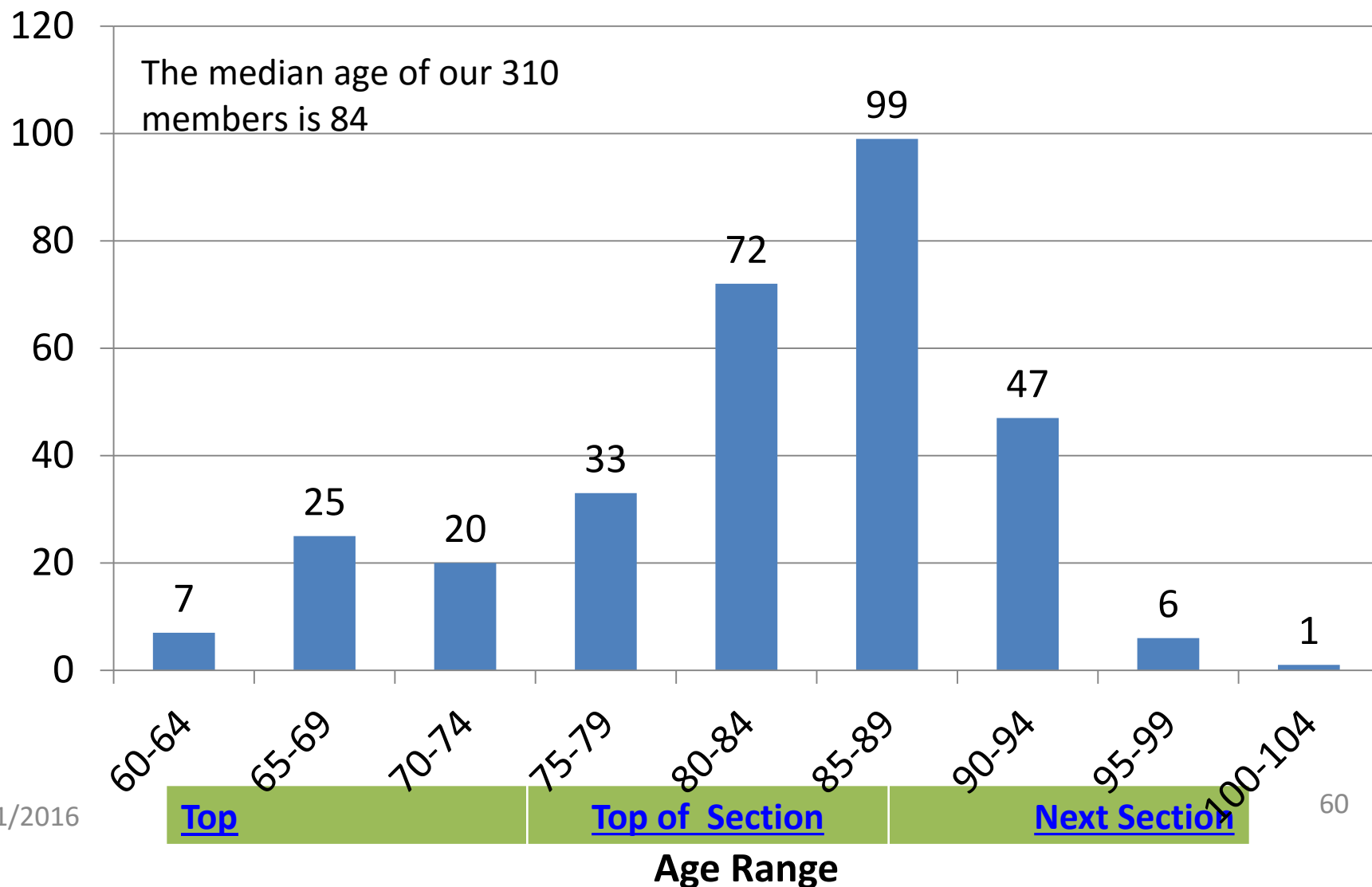


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

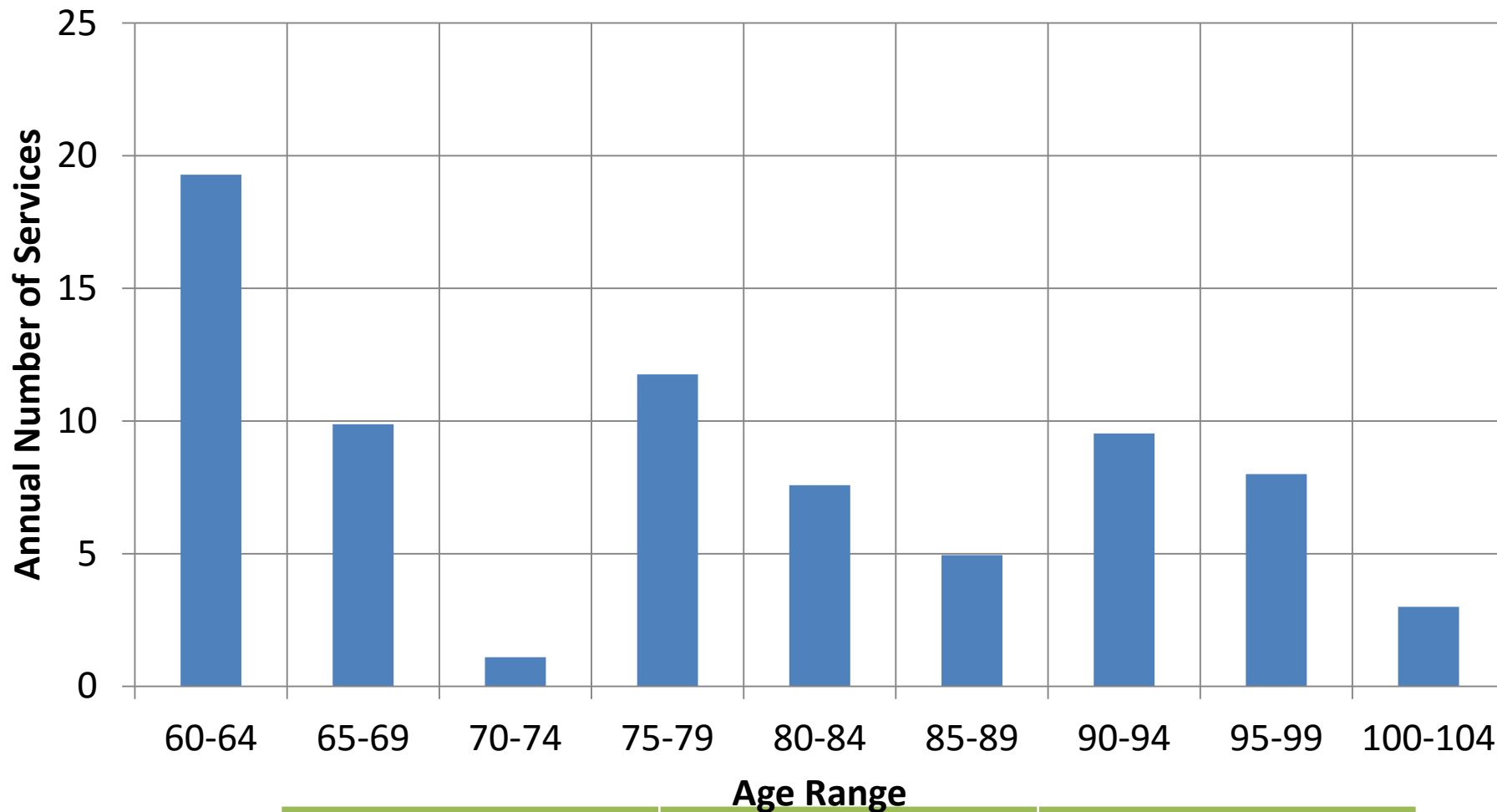
Analysis by Age Group

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

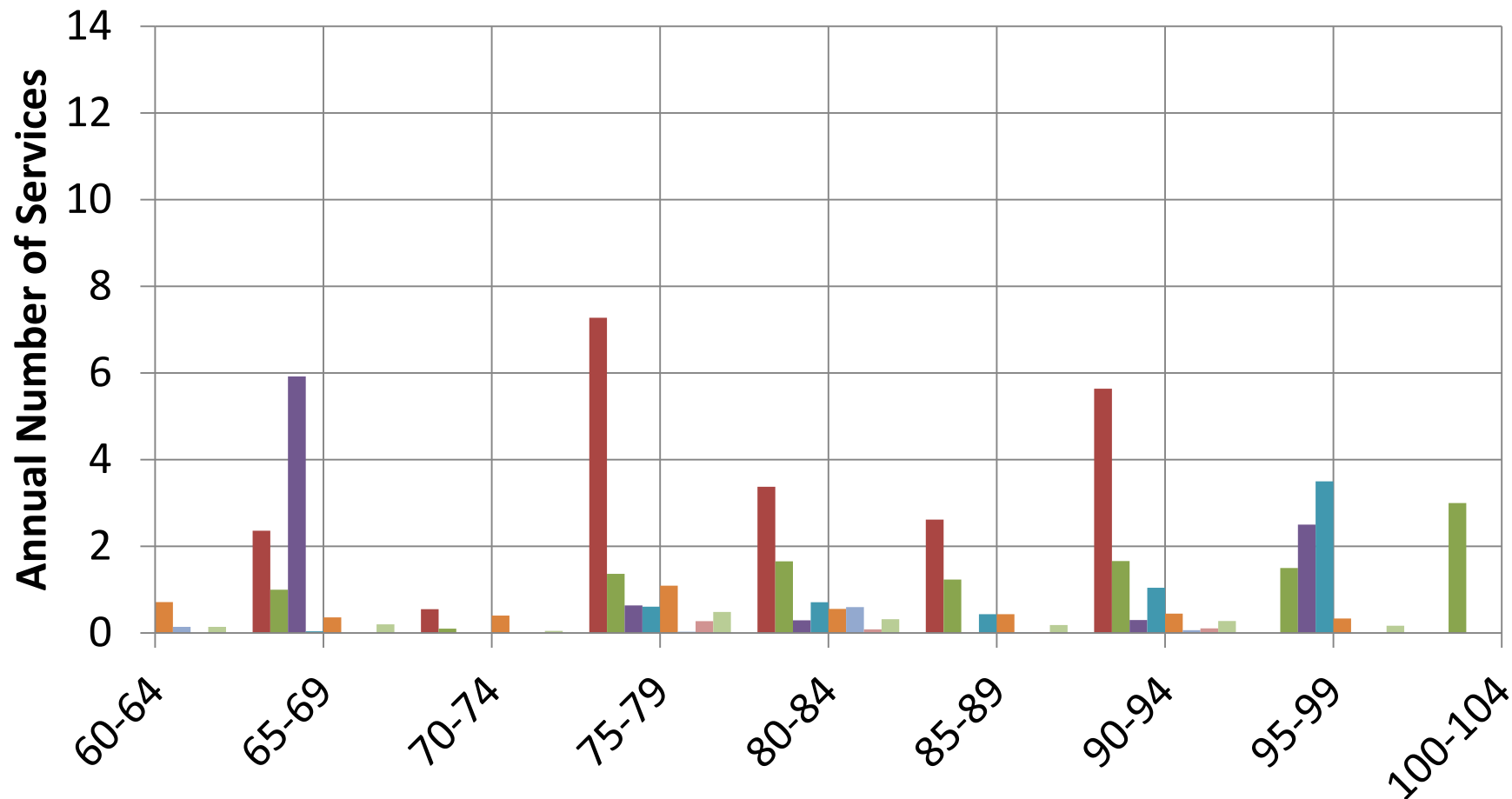
Age of Members



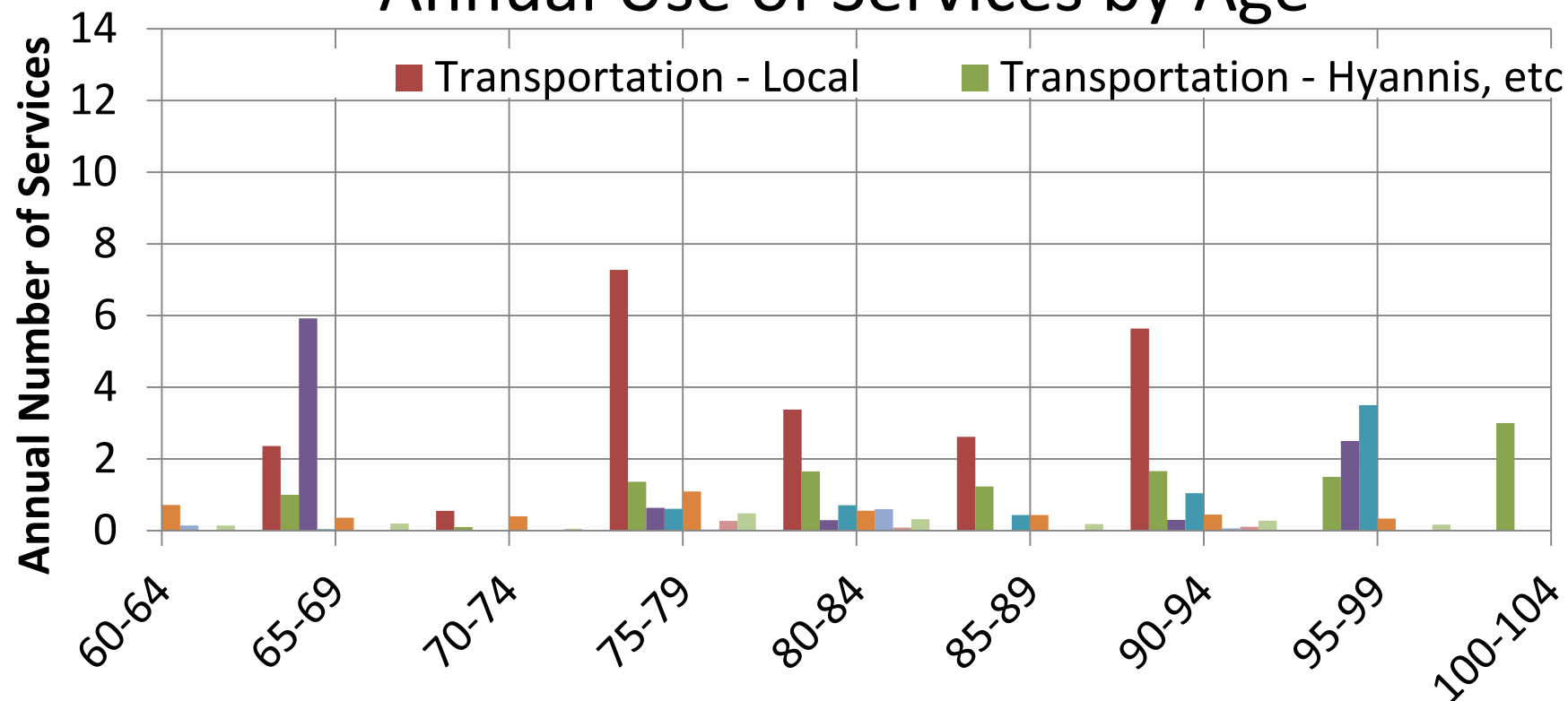
Annual Rate of Services by Age Range



Trends in Services



Annual Use of Services by Age

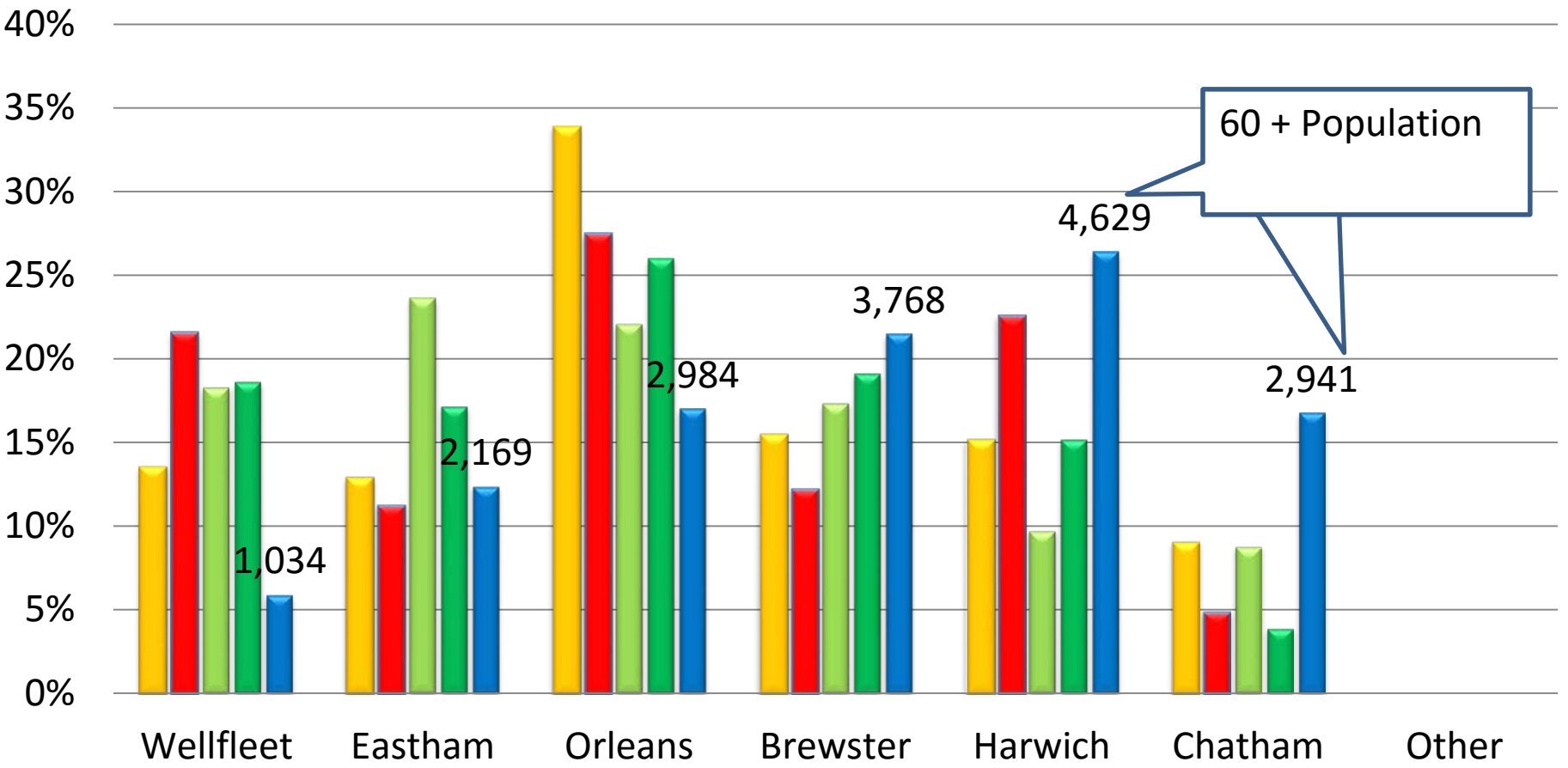


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

- The balance between volunteers and members is **significantly off** in Harwich, but otherwise reasonably 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,](#)
 - 50% of all services are performed by someone from the same town.
 - 86% 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

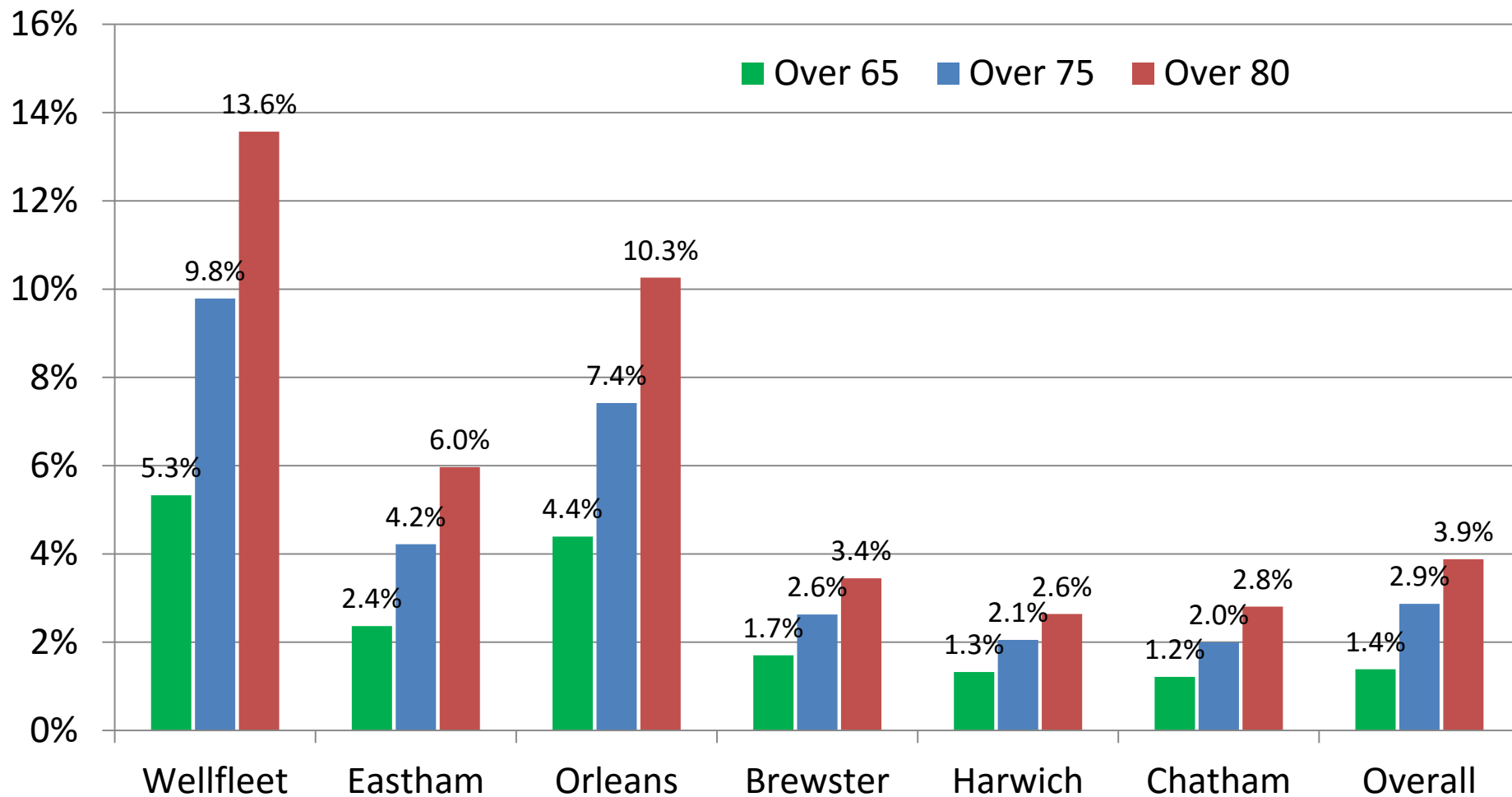
 % of Services Provided by Volunteers from Town

 % 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	1098	119	304	29	42	2	1594
	Eastham	656	496	810	131	162	24	2279
	Orleans	21	81	1518	217	89	54	1980
	Brewster	8	47	607	480	381	20	1543
	Harwich	9	2	69	159	642	12	893
	Chatham		1	41	14	109	98	263
	Other	6	0	9	8	9	0	32
	Total Used	1798	746	3358	1038	1434	210	8584

Towns of Service Providers and Recipients (Last 4 Weeks)

58% of services are provided by someone from the same town; 88% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	32	3	2	1			38
	Eastham	12	8	6		5	4	35
	Orleans		9	38	3	3		53
	Brewster		3	9	13	12	2	39
	Harwich				7	24		31
	Chatham			1	1	2	4	8
	Other	0	0	0	0	0	0	0
	Total Used	44	23	56	25	46	10	204