

## Week 276 Member Services Report May 28, 2016



**saquatucket harbor, Harwich**

[By skip lee](#)

## Summary of the Past Week

- This week remained near our highest week ever with **62** services.
- We were unable to fill **1** service request.
- We needed **8** phone calls to fill services, a relatively low amount.
- Volunteers overwhelmingly signed up online this past week.
  - 69% of services were filled online
  - 12% of services were filled by phone
  - 01% of services were filled by email and
  - 18% of services were filled by private arrangements
- 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 62 services for 40 households and covered 10 office shifts. In total, with 6 filled cancellations we filled 78 assignments. In addition, 6 more requests were cancelled before volunteers were found.
  - Last Month: 102 volunteers performed 235 services for 81 households. We also covered 40 office shifts.
  - Last Year: 207 volunteers performed 2361 services for 204 households.
- We have **315** members and **322** volunteers.
  - The median age of our members is 84 .
  - The median age of our volunteers is **69**.
  - Our waiting has **13** people .
  - People on the waiting list have waited a maximum of **4** weeks.

## Looking Forward

- We have **277** [future service requests](#).
  - **17** future service requests have been cancelled
  - **13** services needed to be filled for next week.
  - **66** 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?

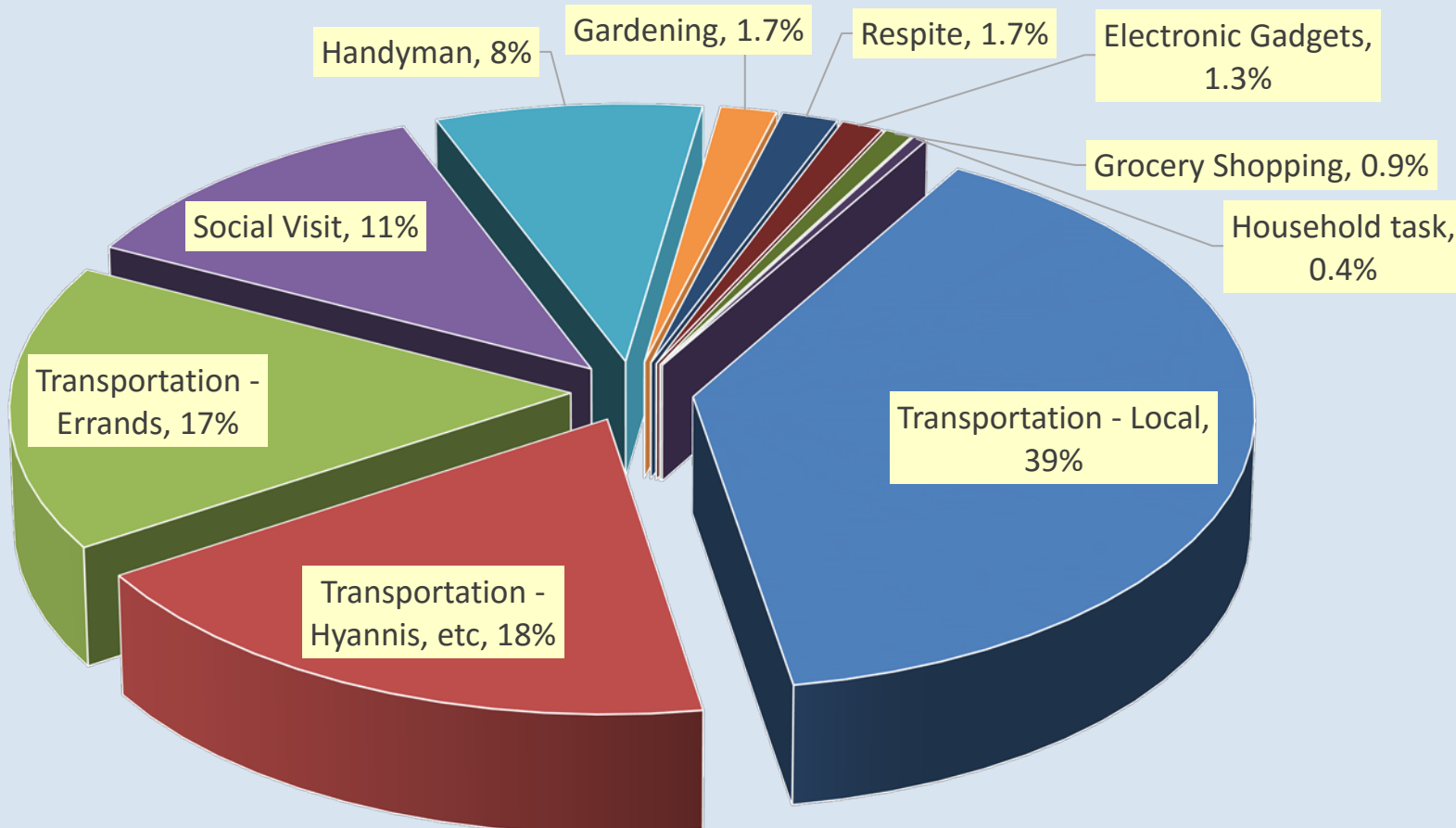
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**77%**).
- 81 households( 31%) received 235 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

5/28/2016

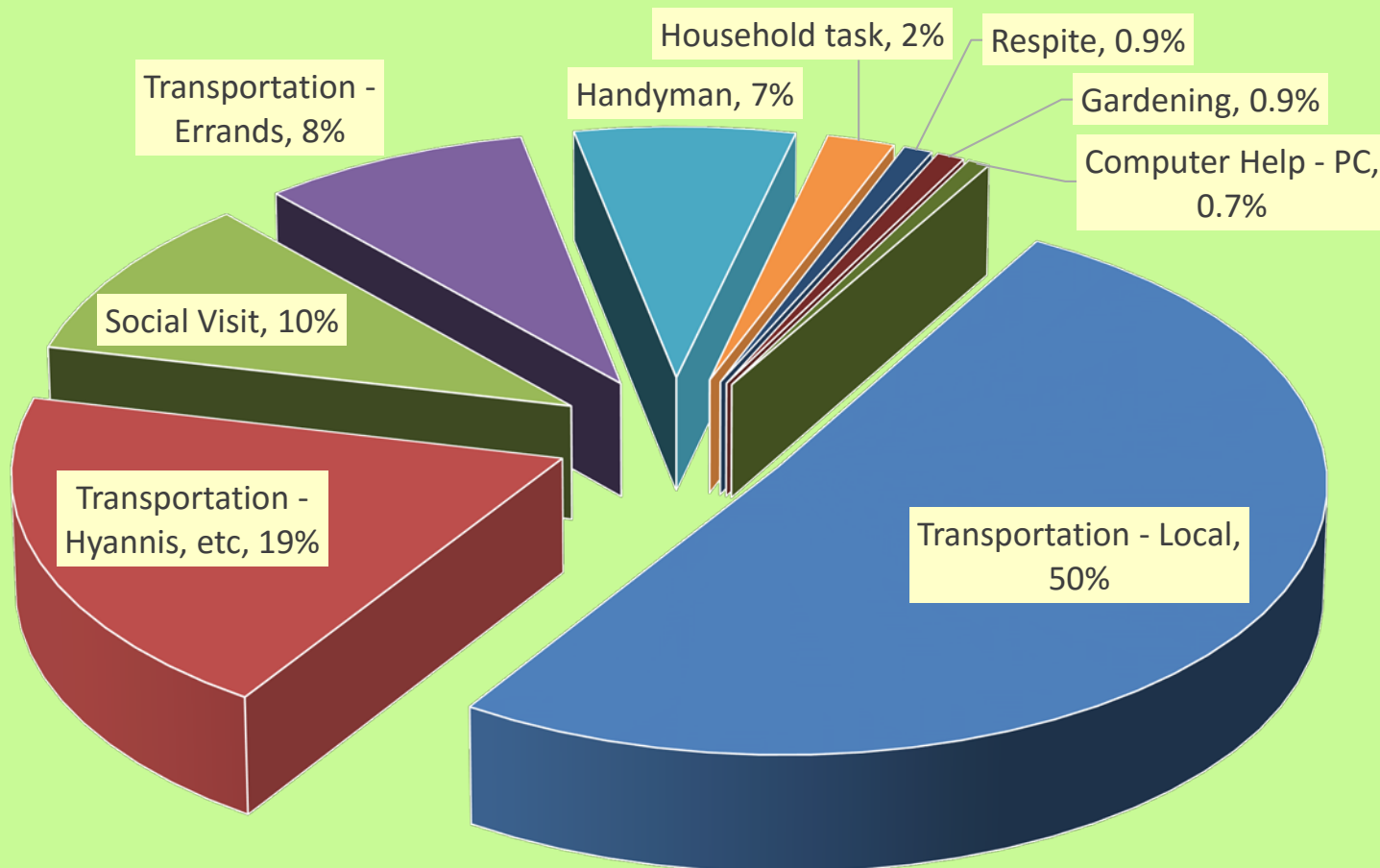


81 households used 235 services in the last four weeks



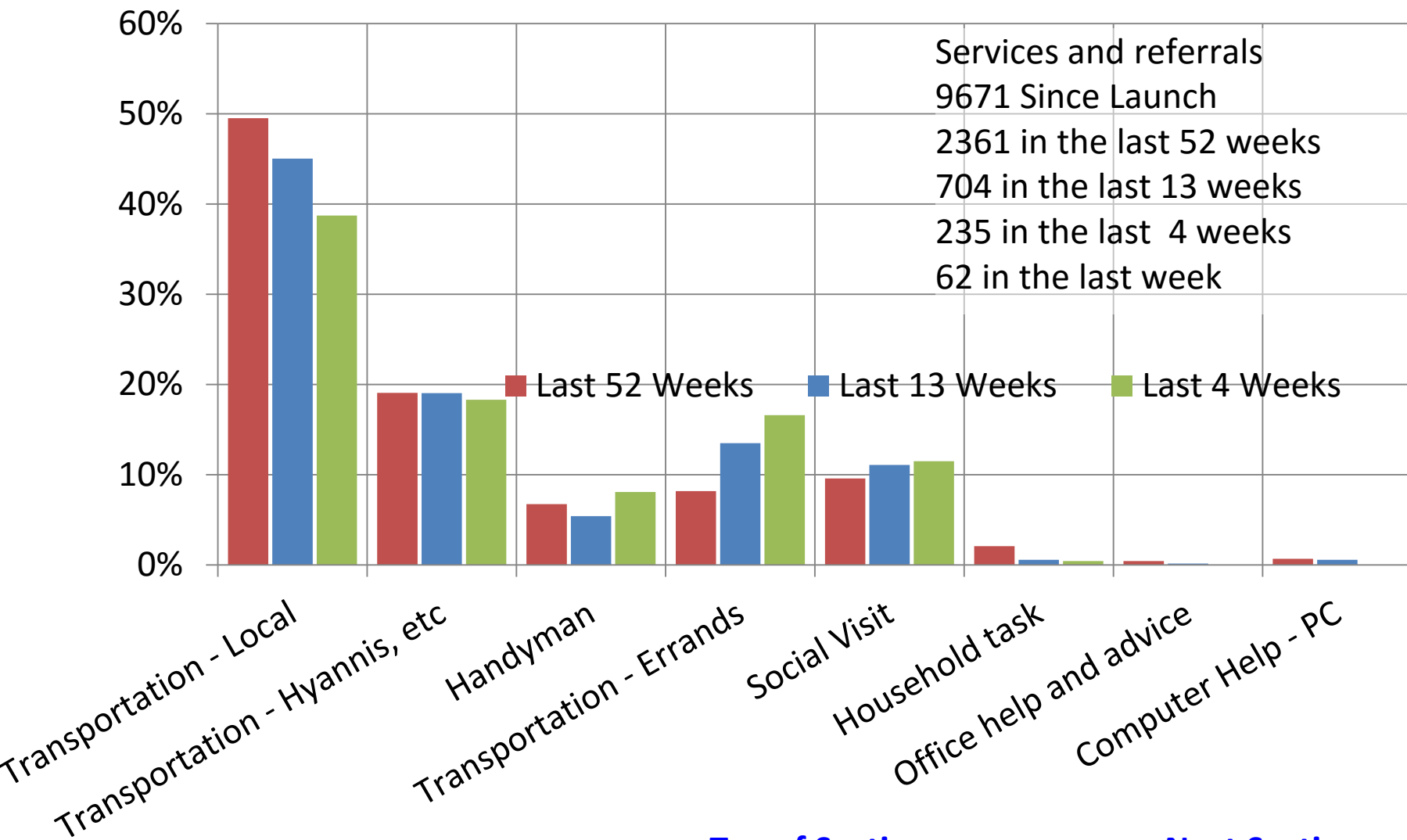
## Services in the Last 52 Weeks

5/28/2016

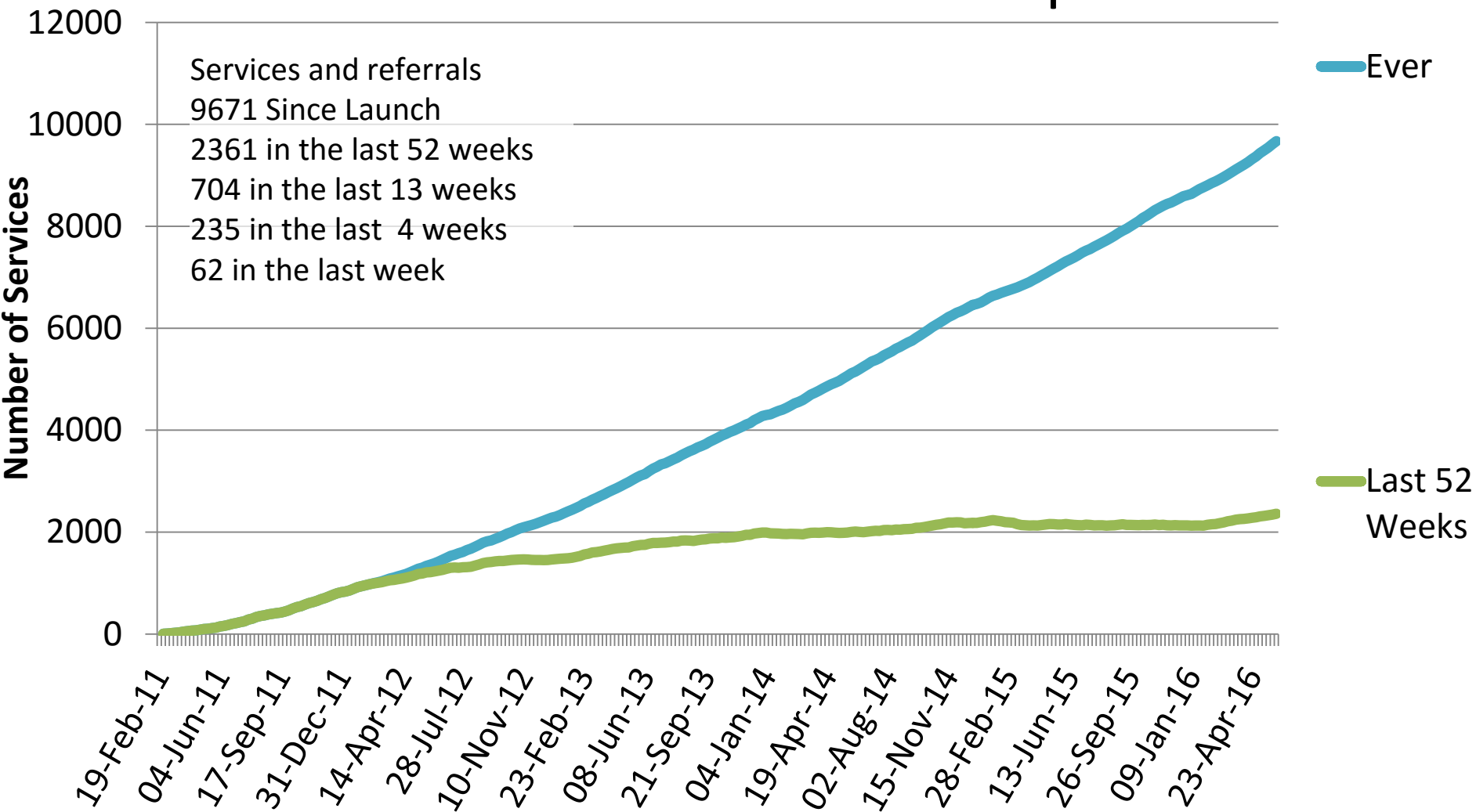


204 households used 2361 services in the last 52 weeks

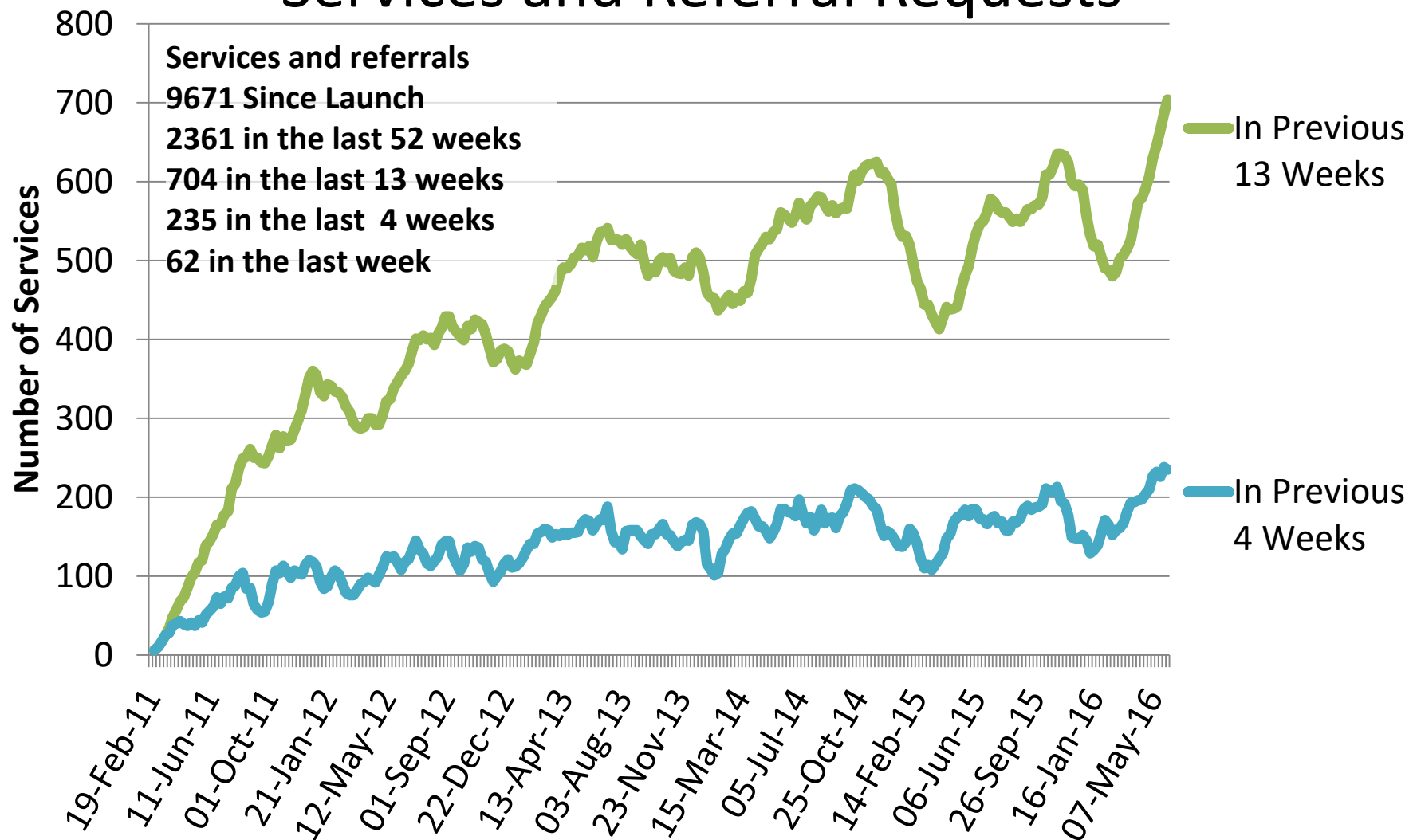
## Trends in Services



## Services and Referral Requests

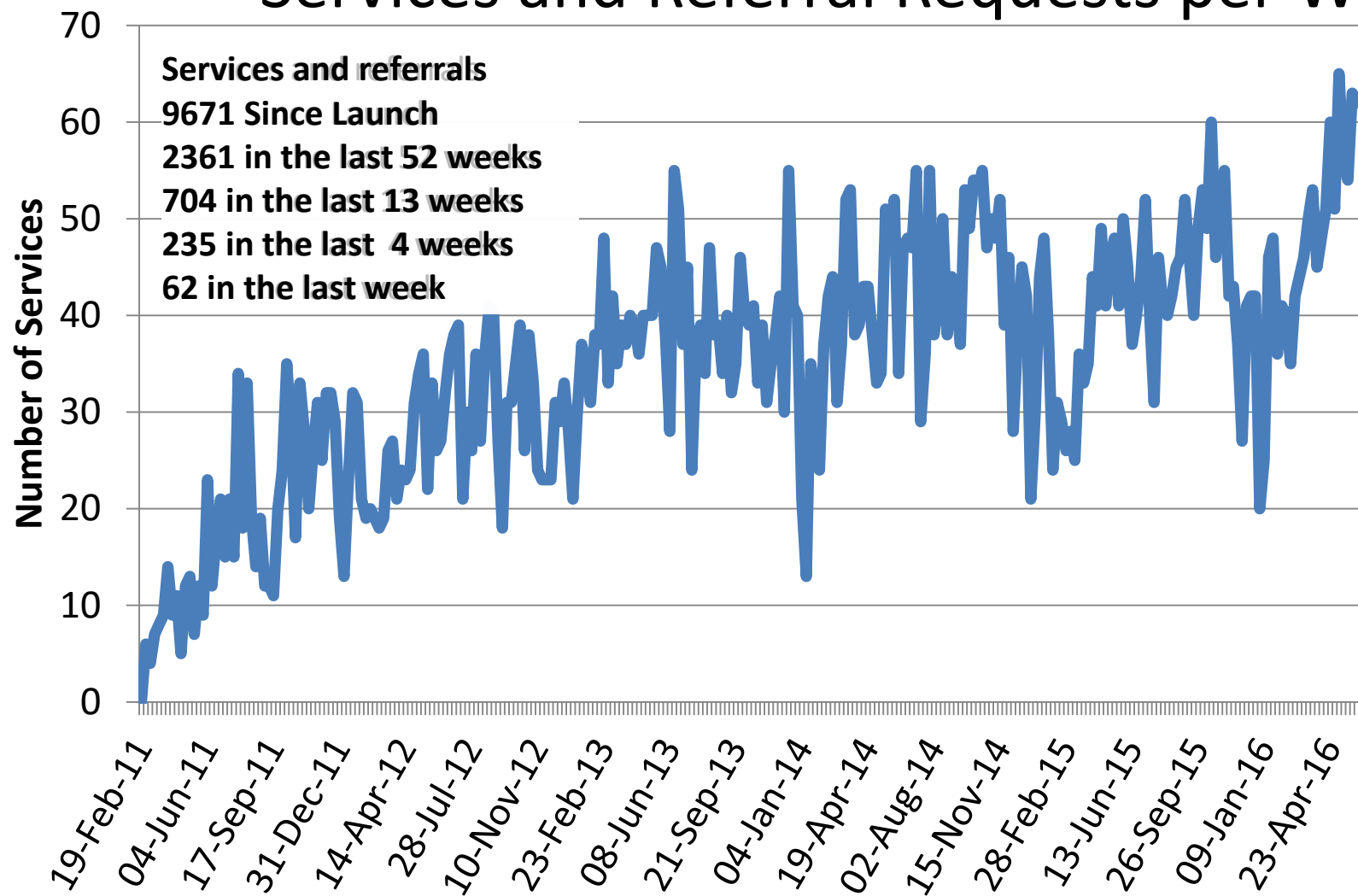


## Services and Referral Requests

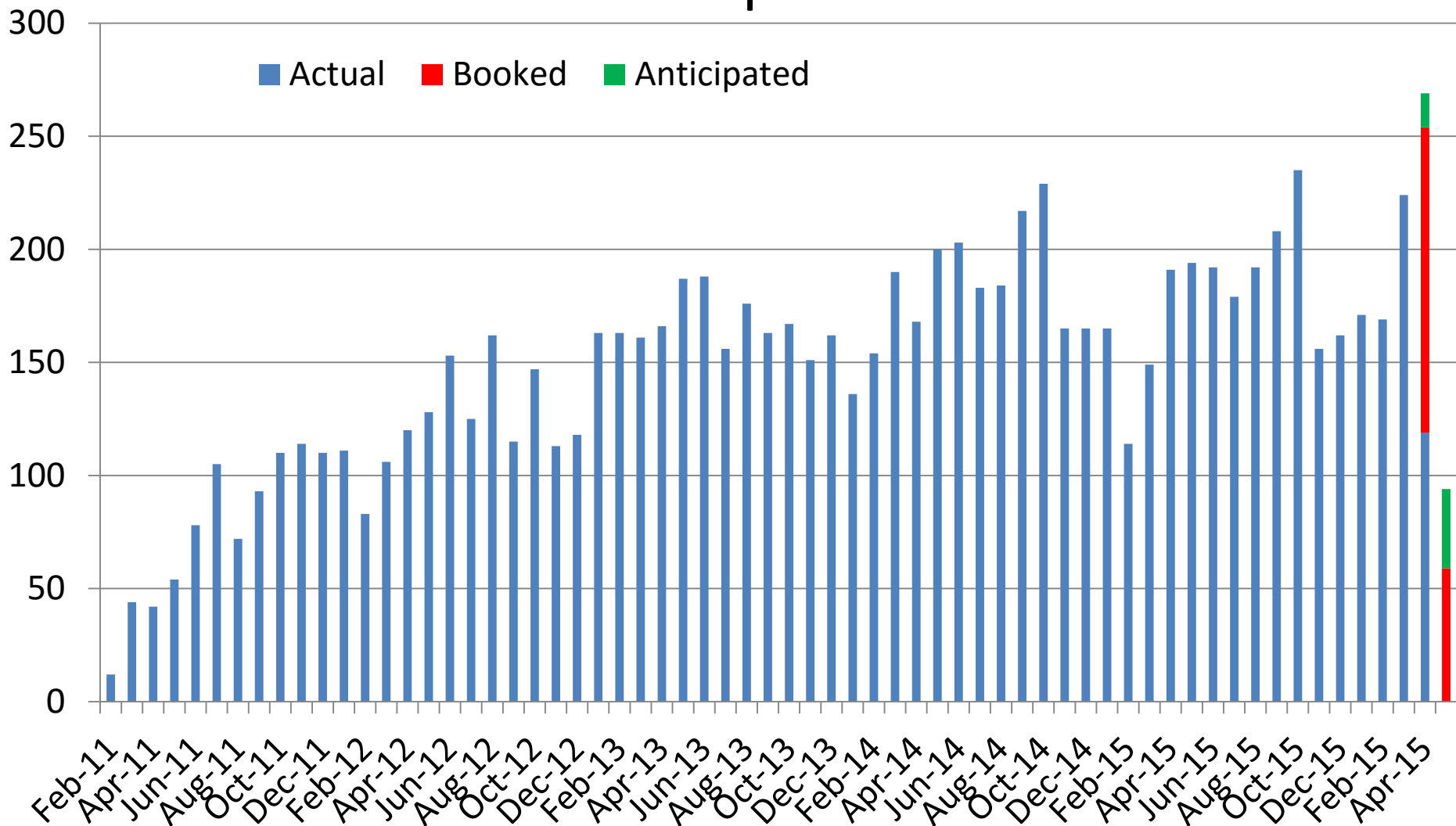




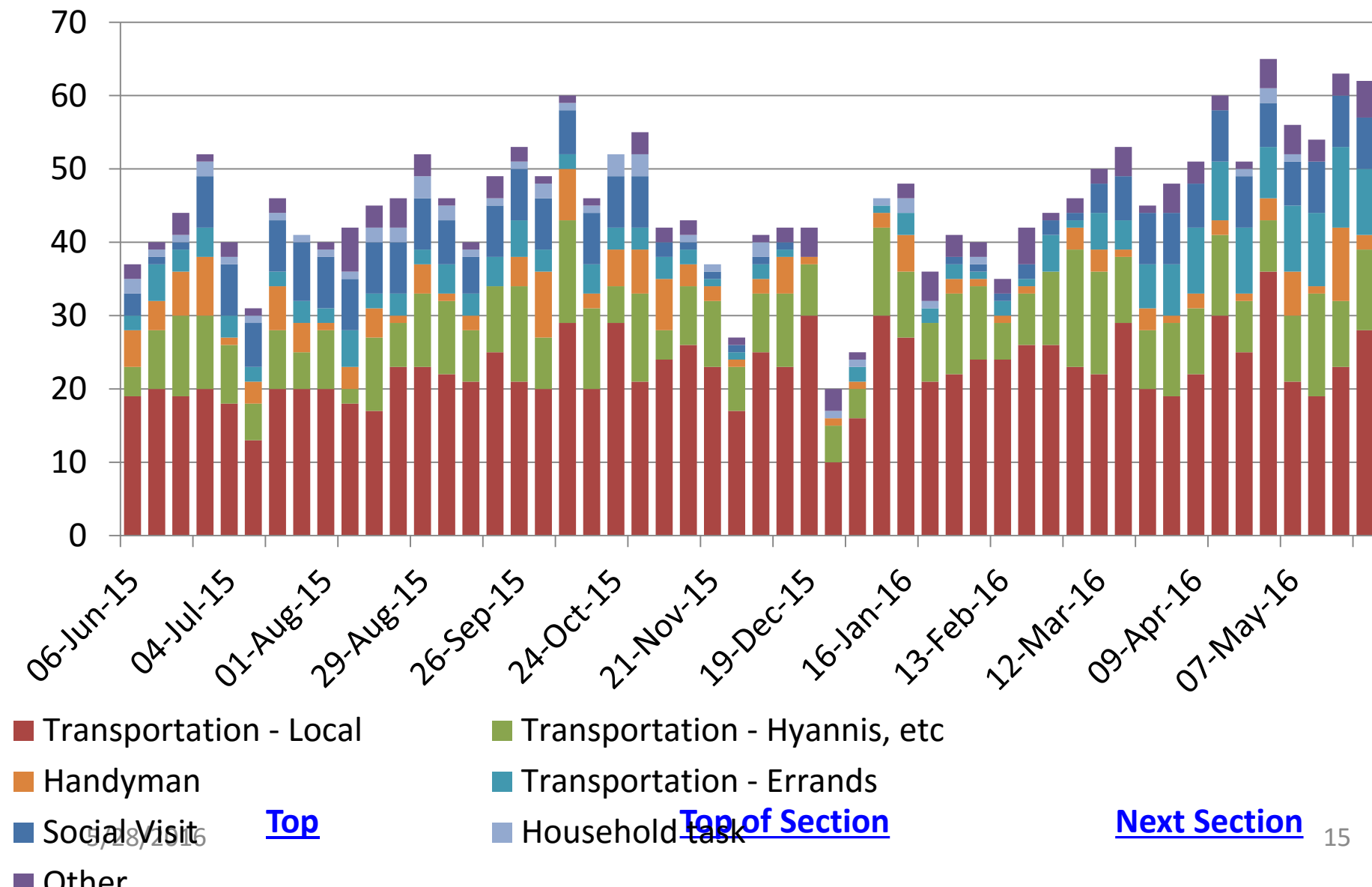
## Services and Referral Requests per Week



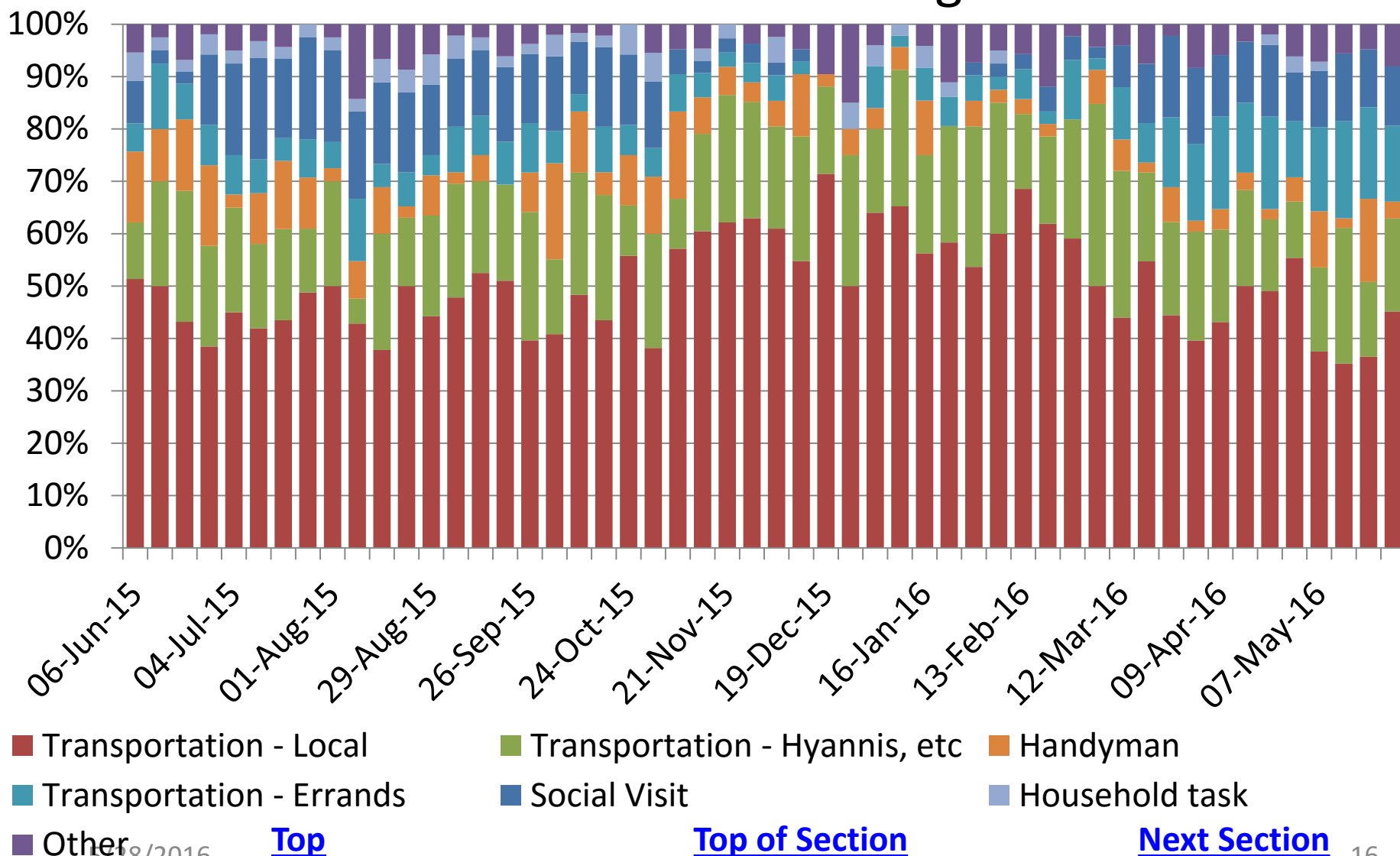
## Services per Month



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



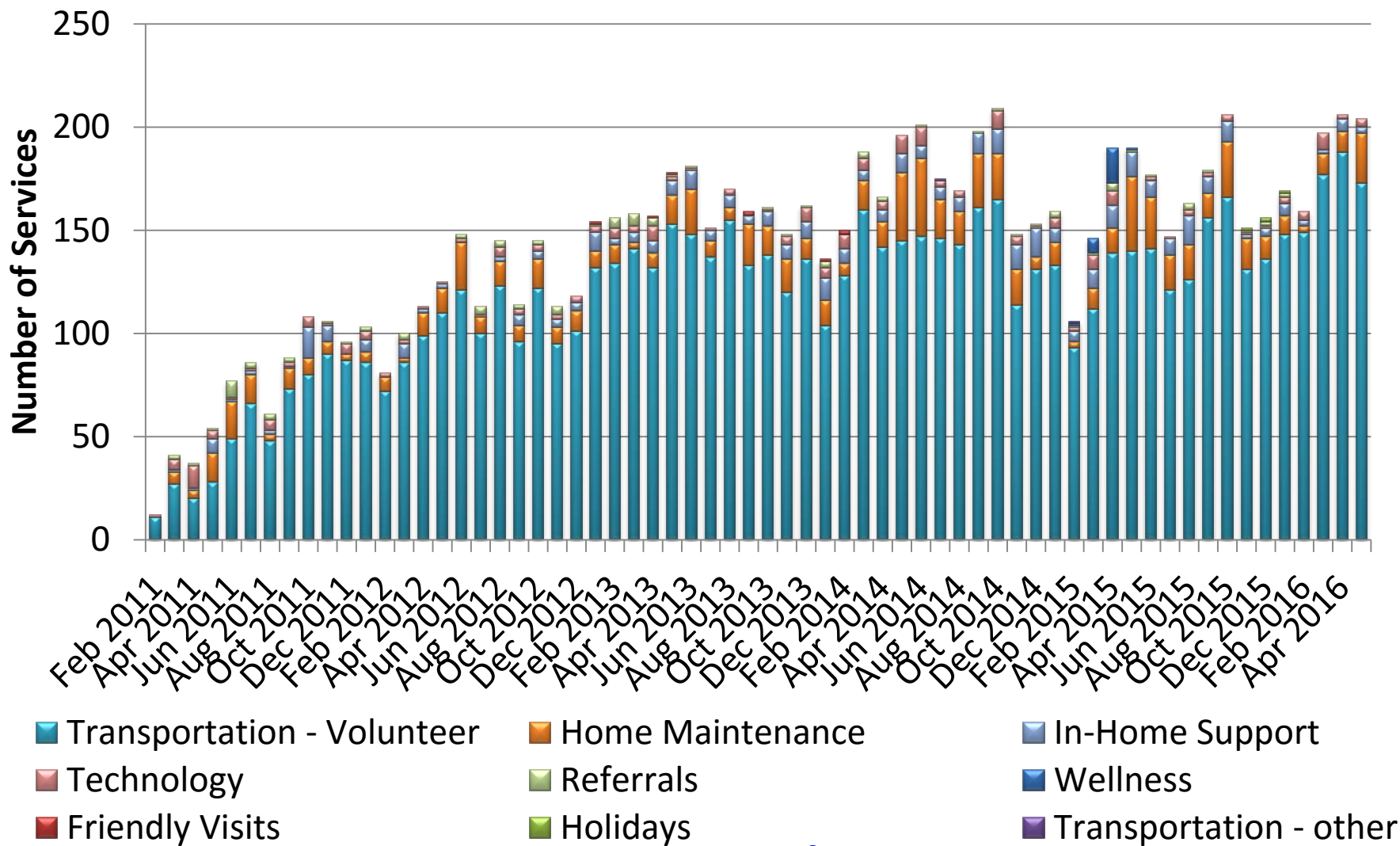
## Variation on a Percentage Basis





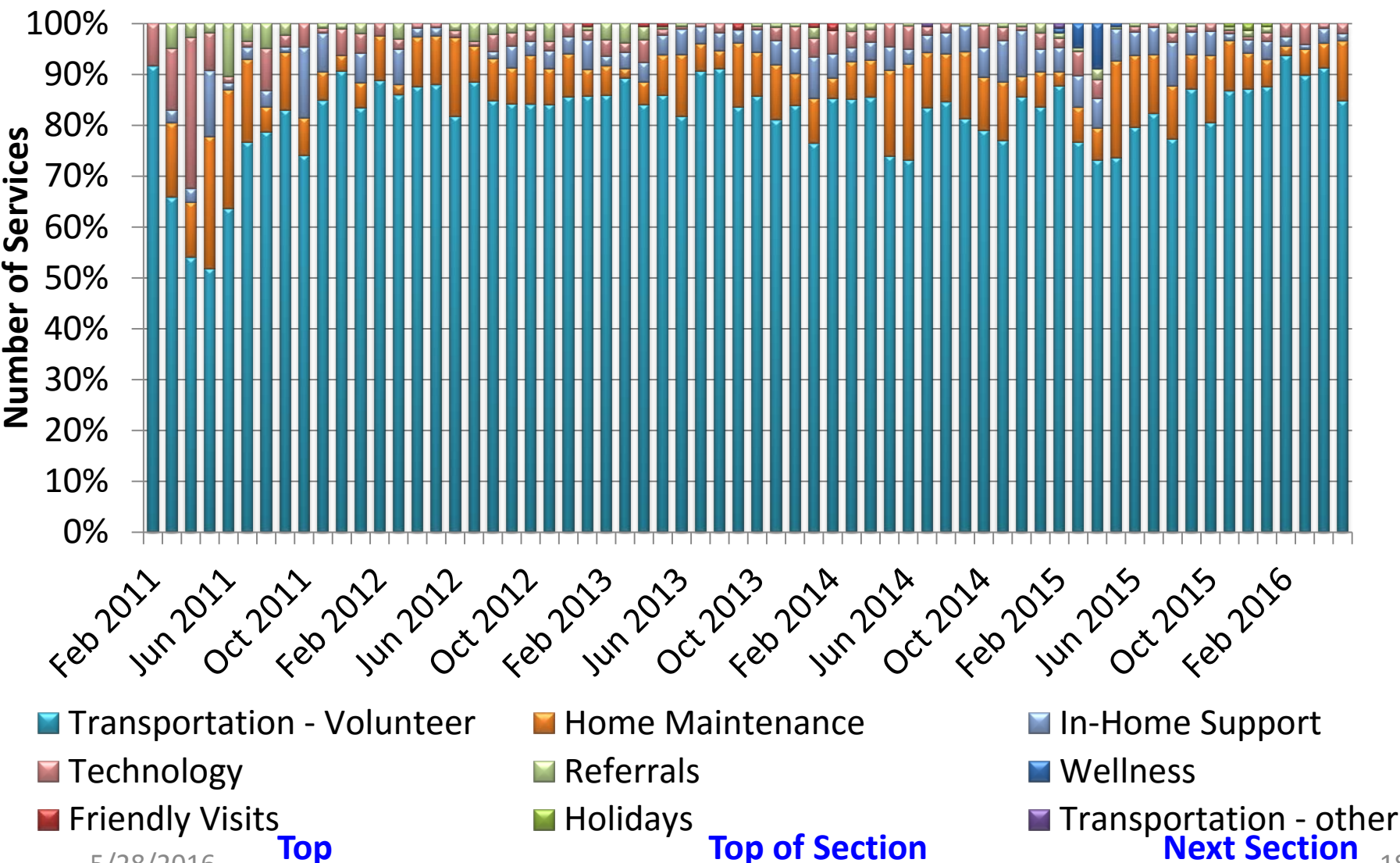


## Service Categories





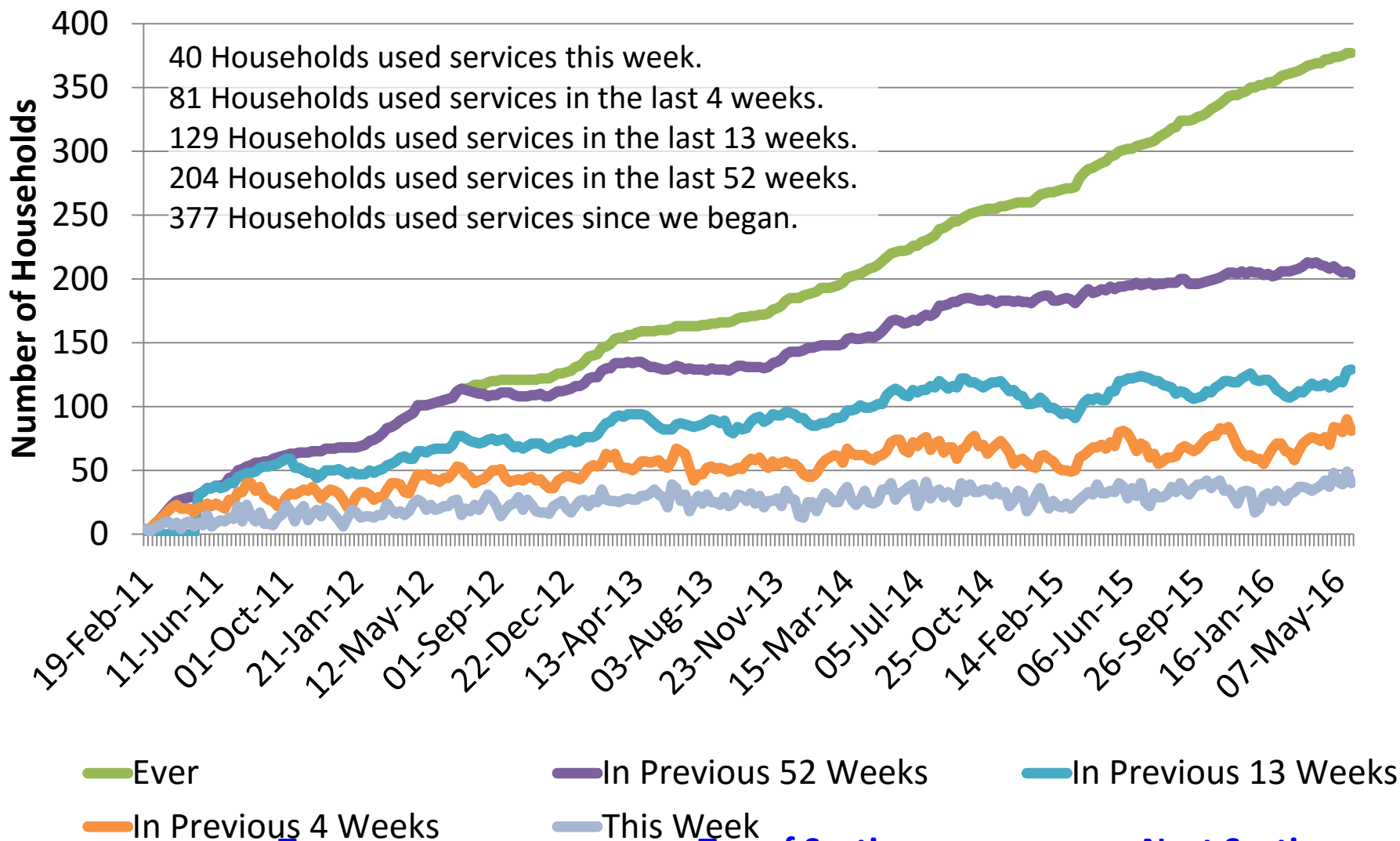
# Service Categories Variation on a Percentage Basis



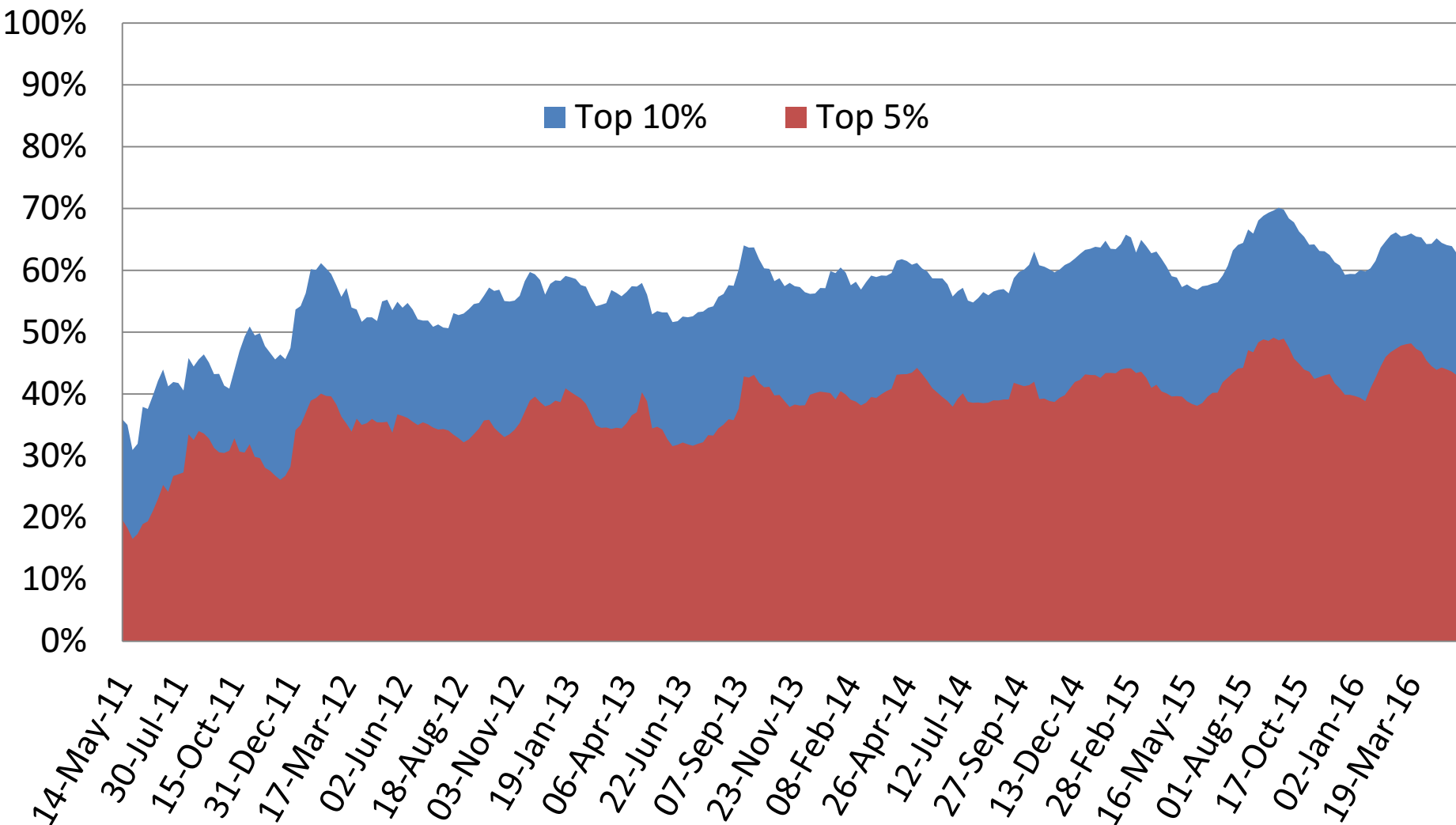
# HOW MANY HOUSEHOLDS USE SERVICES?



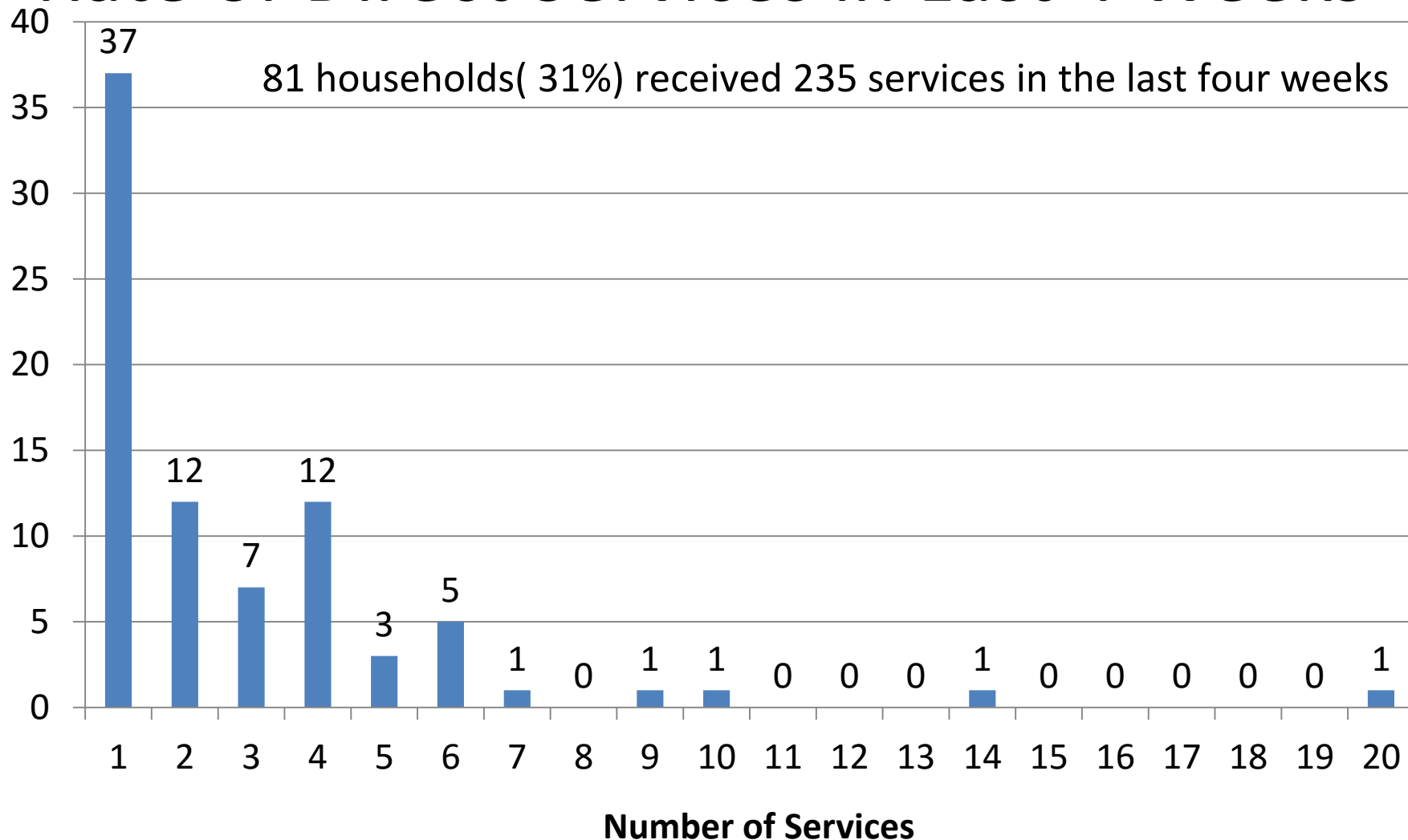
## How Many Households Served



## Heaviest Users of Services

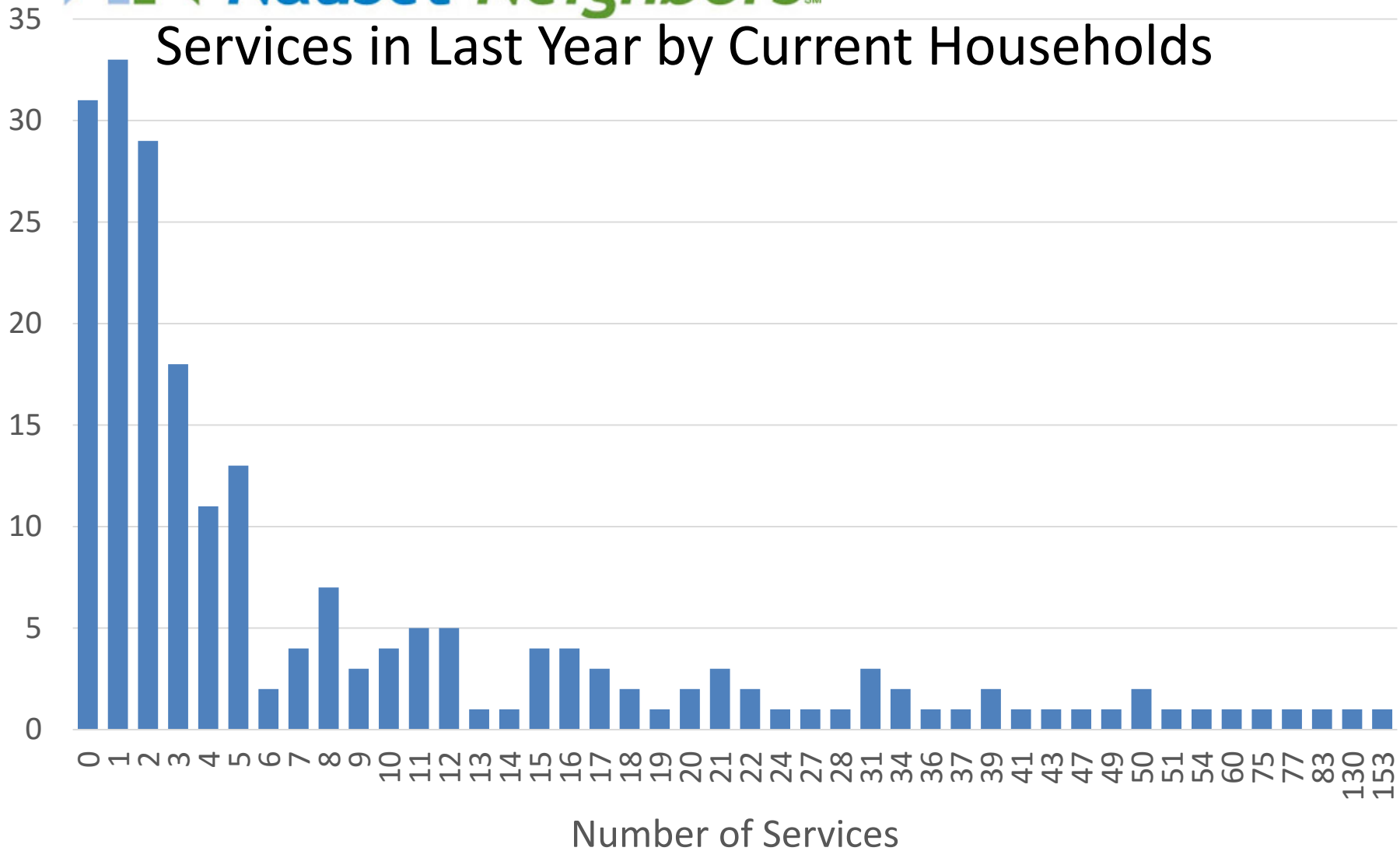


# Rate of Direct Services in Last 4 Weeks



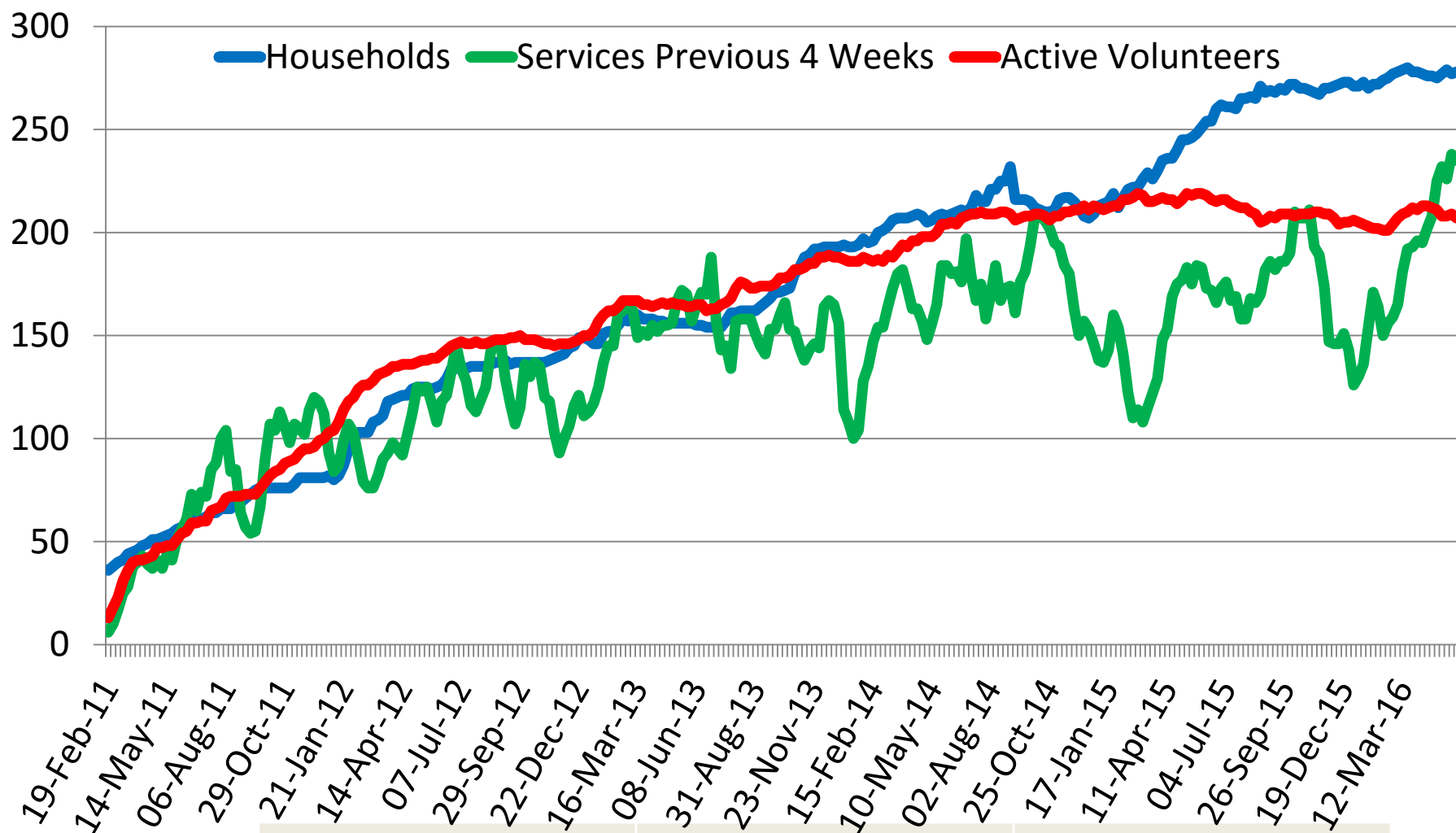
## Services in Last Year by Current Households

Number of Households





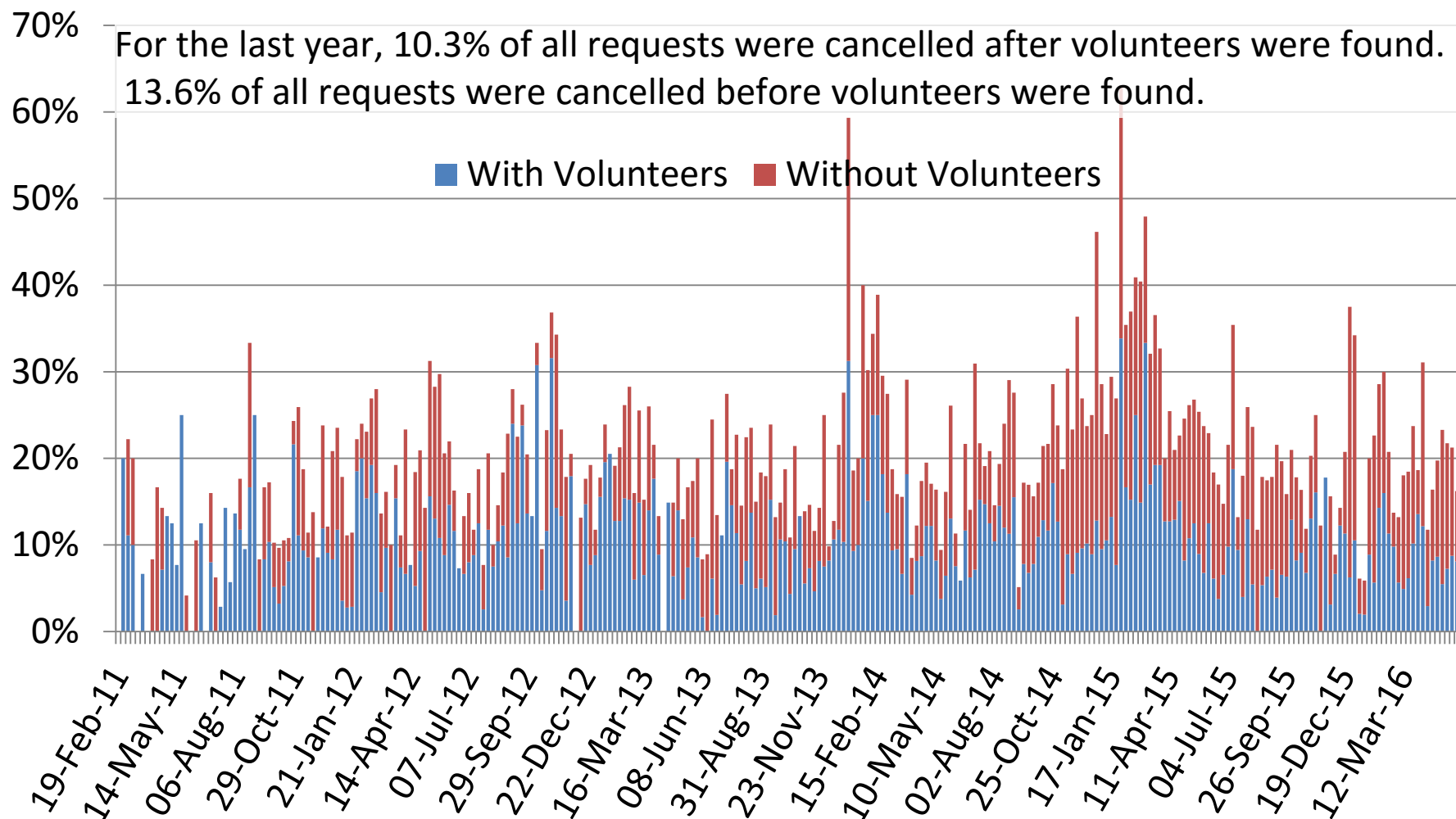
## Memberships, Active Volunteers, and Services per Month





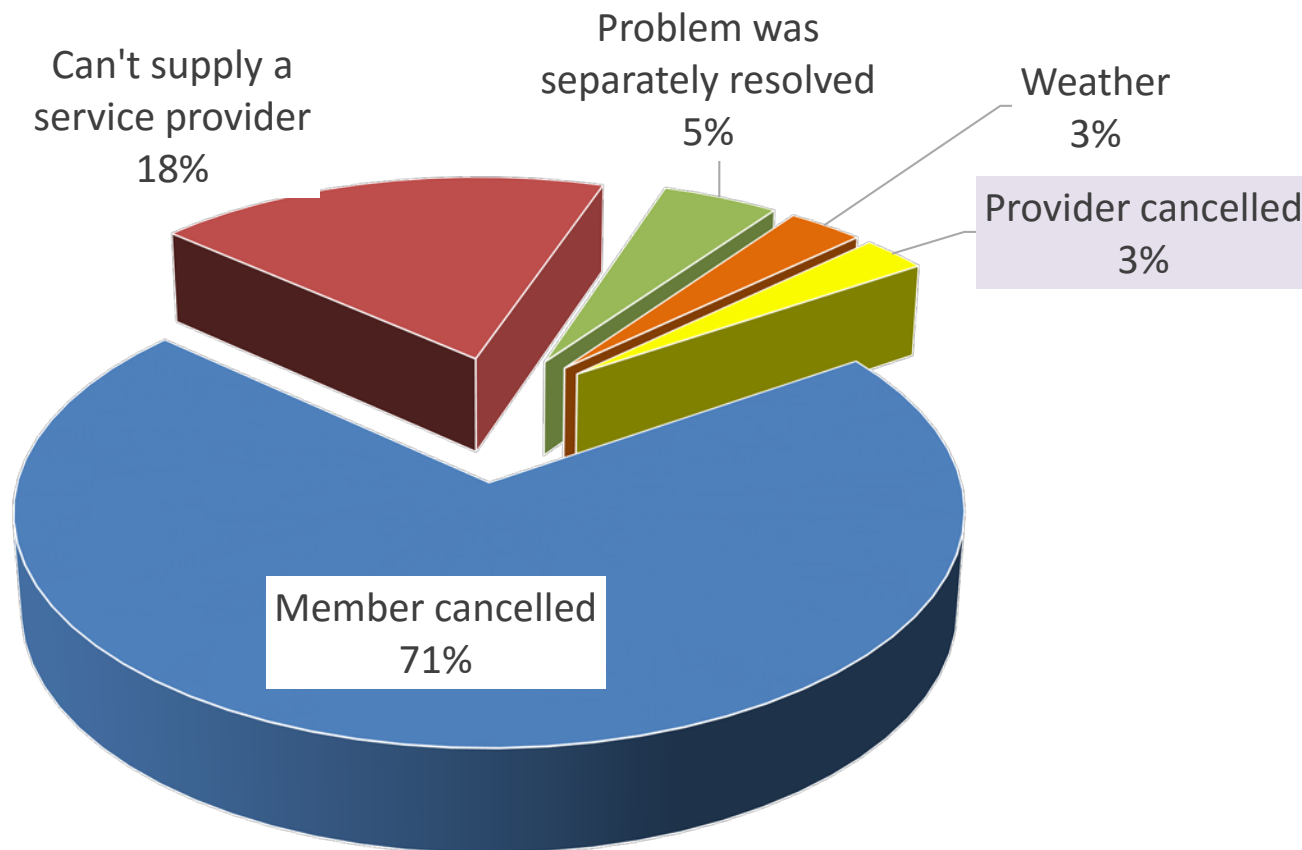
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



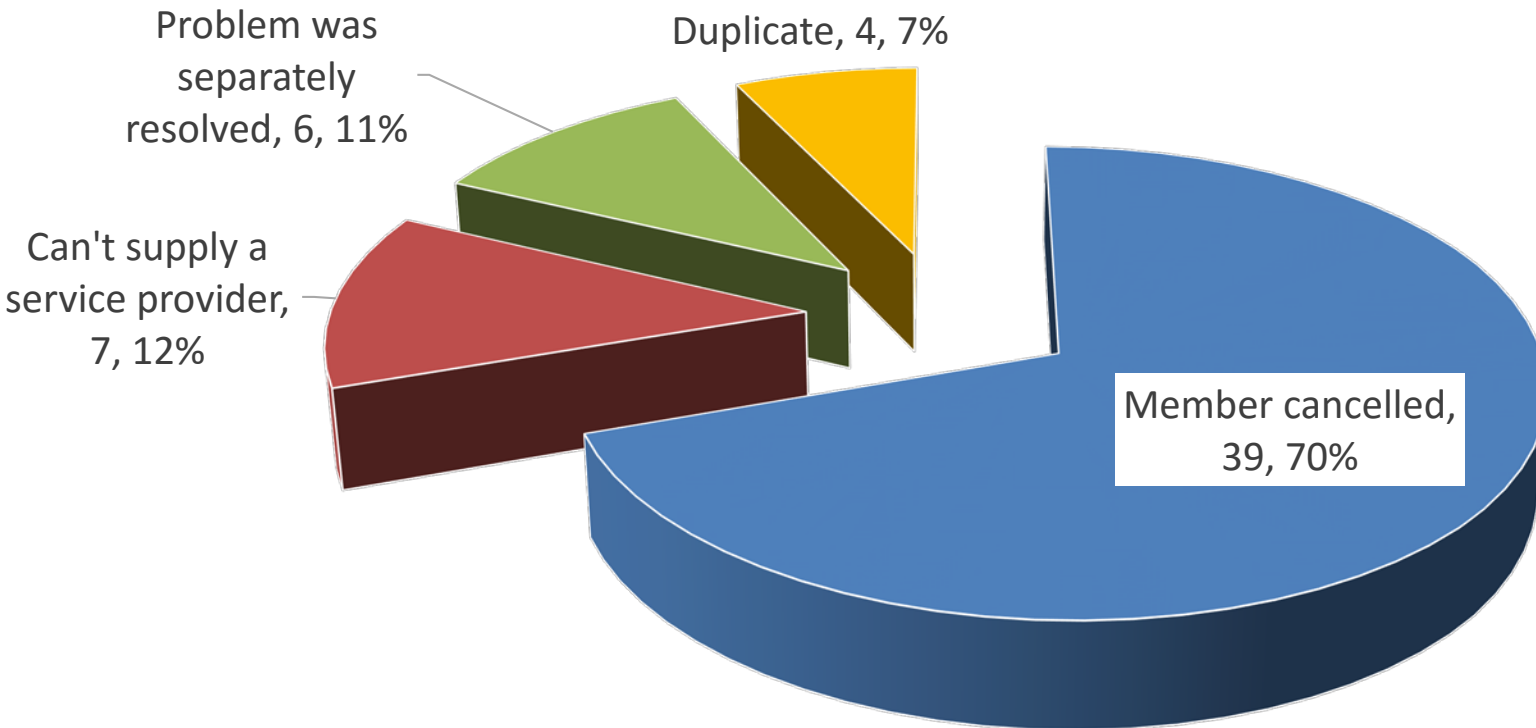
## Cancellation Reasons (Last 52 Weeks)

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

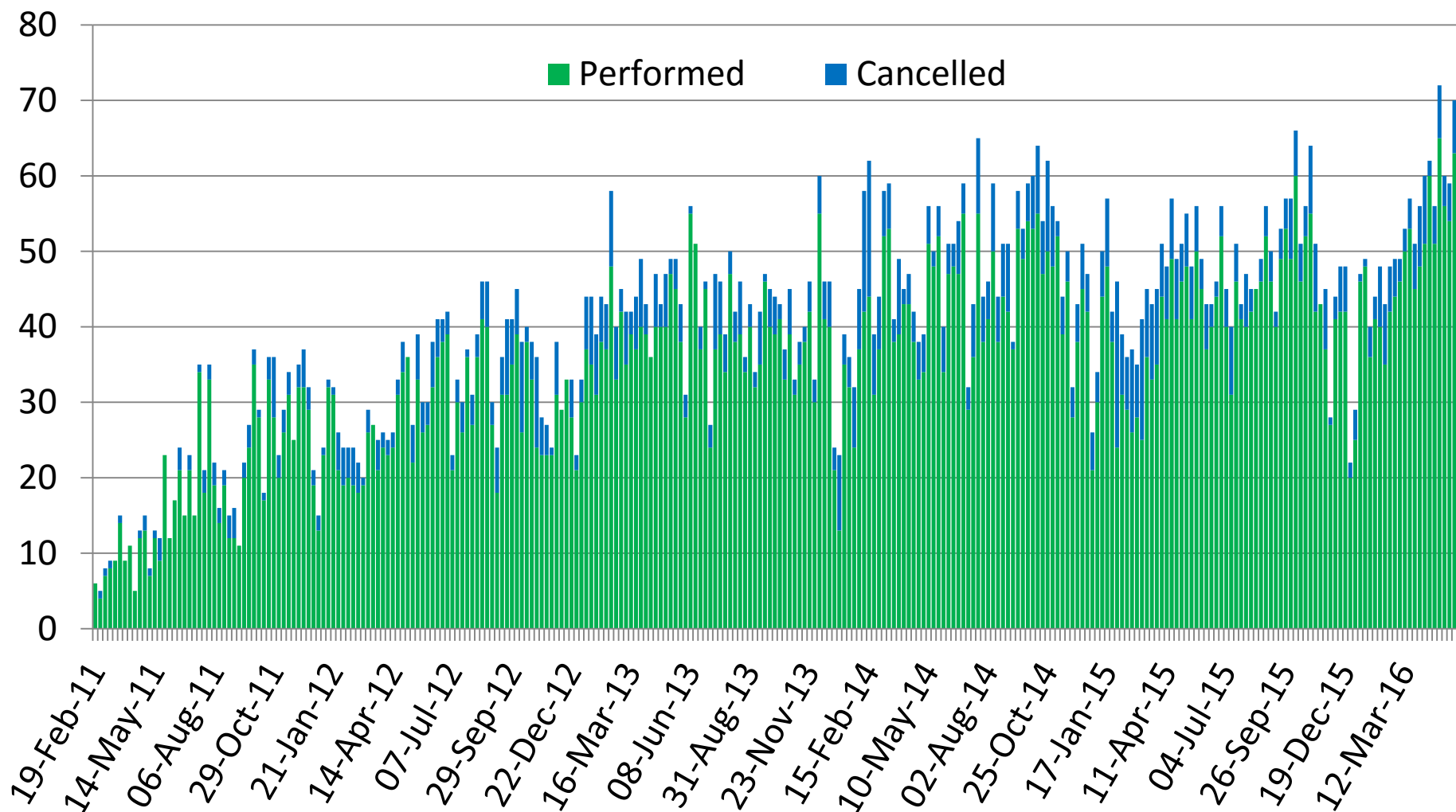


## Cancellation Reasons (Last 4 Weeks)

In addition to 238 services performed in the last four weeks, an additional 24% were cancelled.



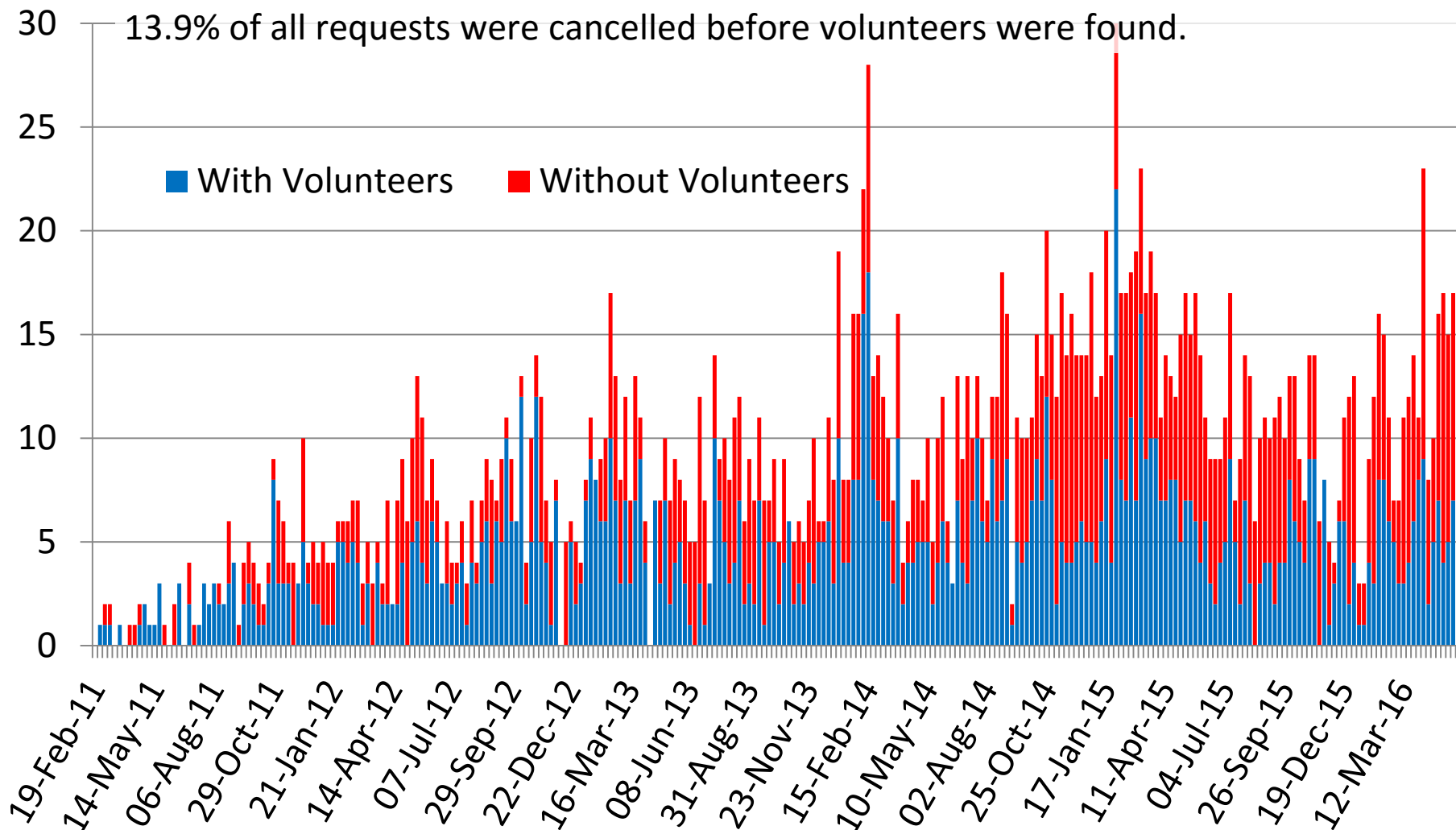
## Services Filled



## 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

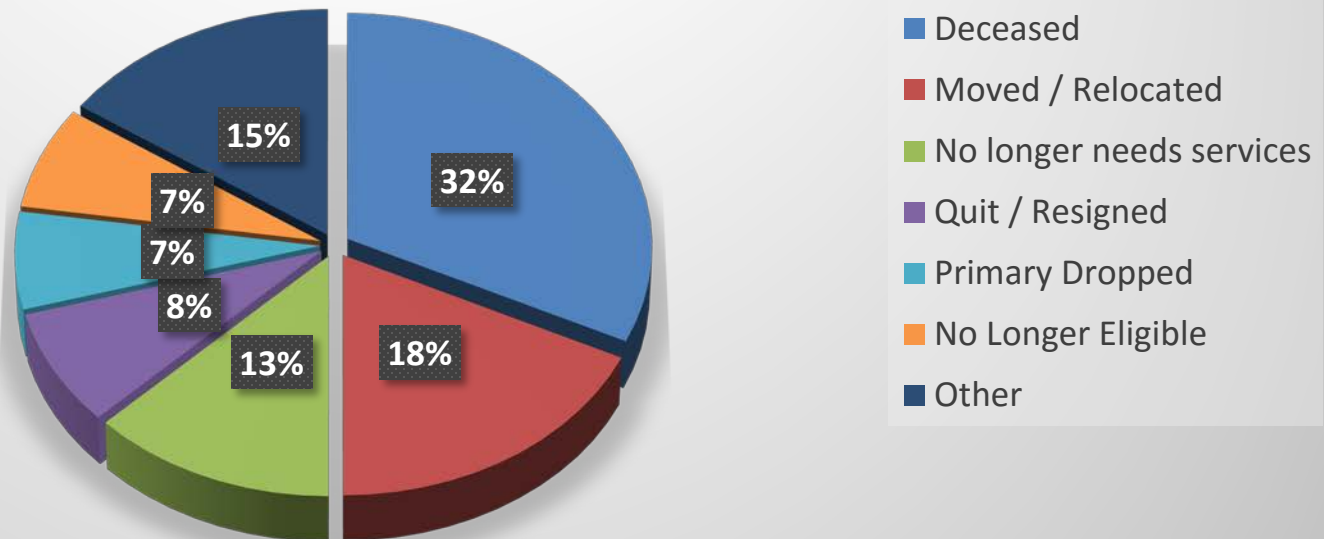
- Since we began in February 2011, we have had a total of 542 members, 252 of whom (46%) have dropped their membership
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services
- **26** households that are currently members have not asked for any services in the last year, which bears this out.



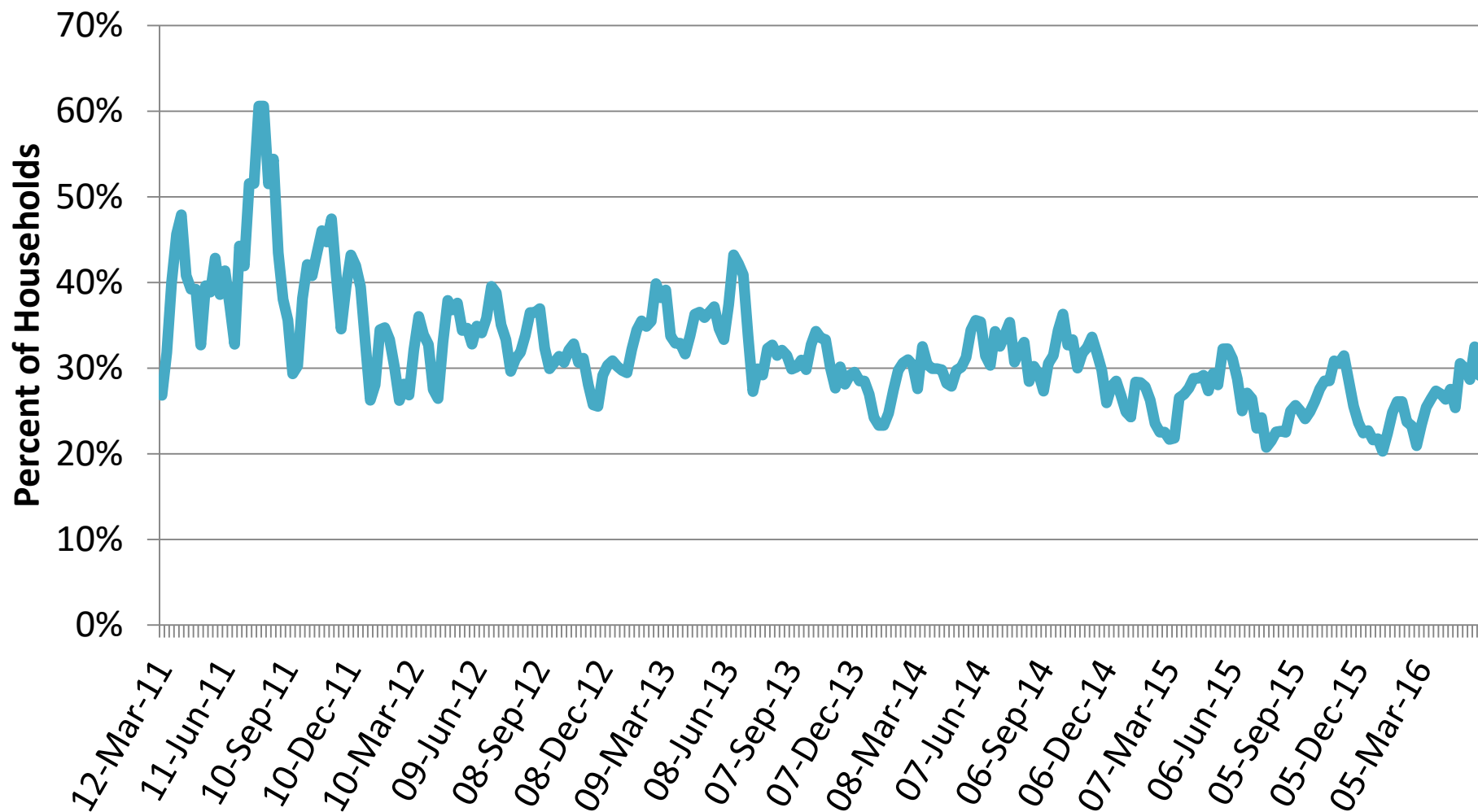
## Why Members Quit

5/28/2016

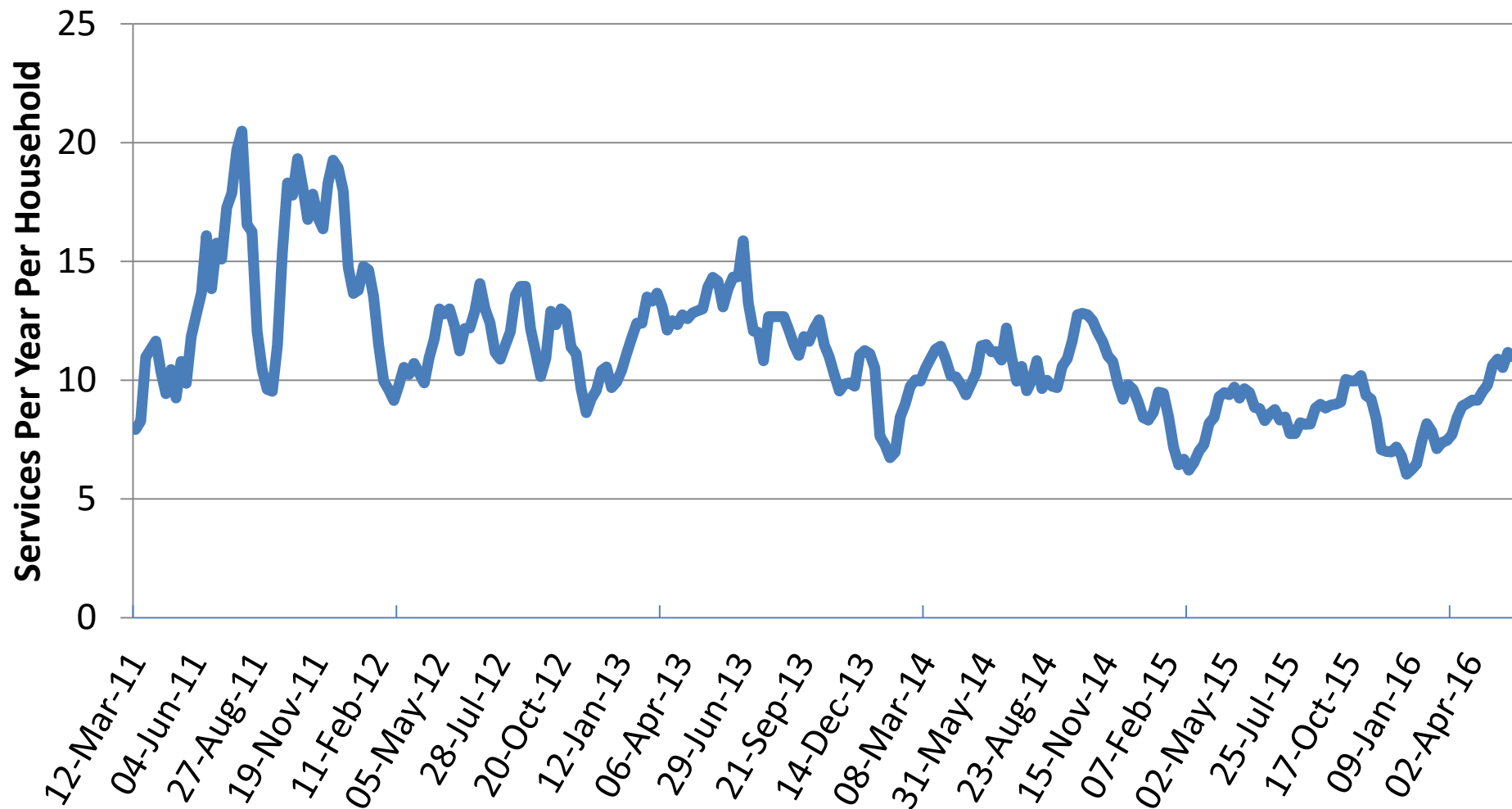
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## % of Households Receiving Services in Preceding Month



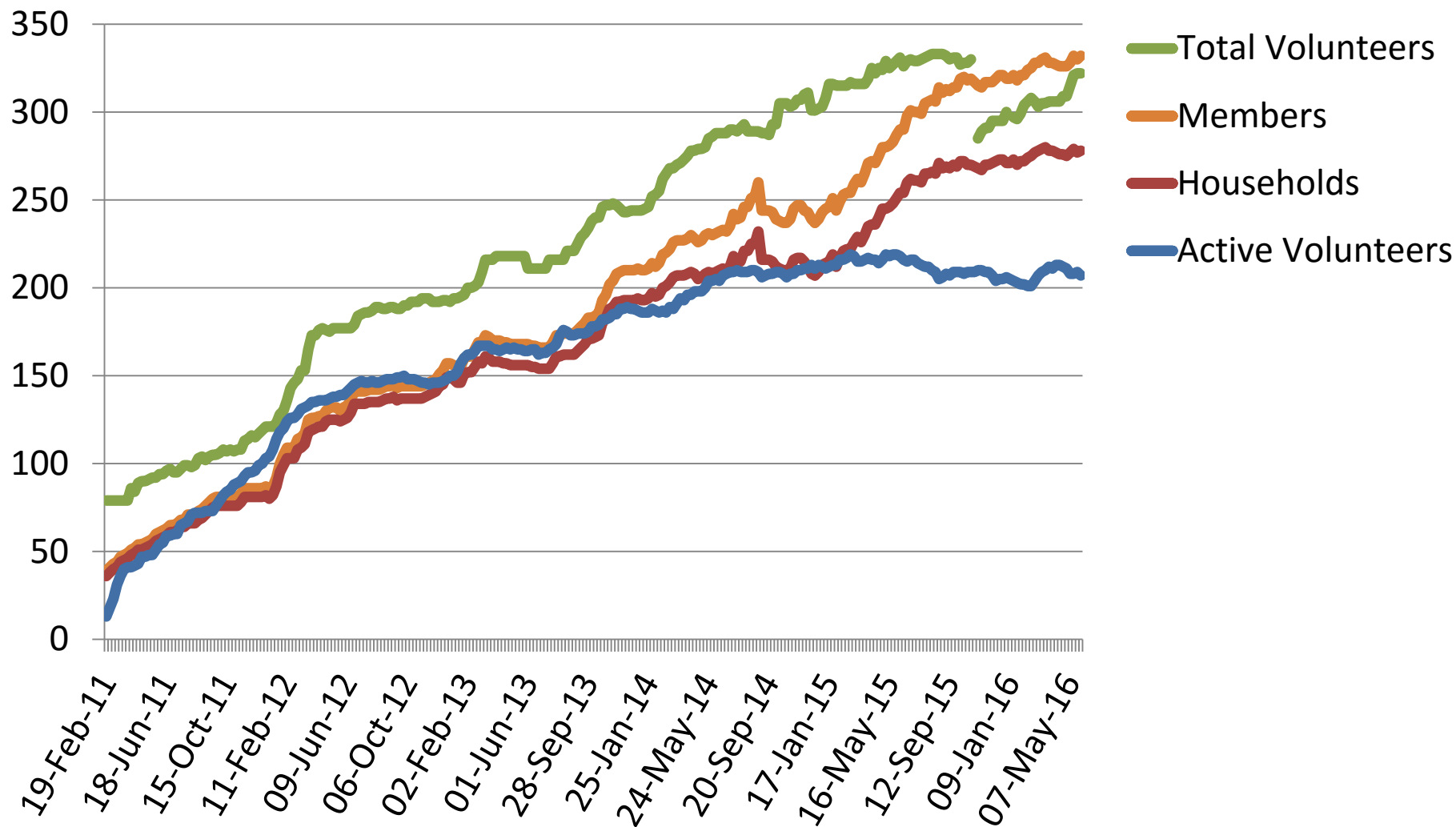
## Annual Rate of Services per Household



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

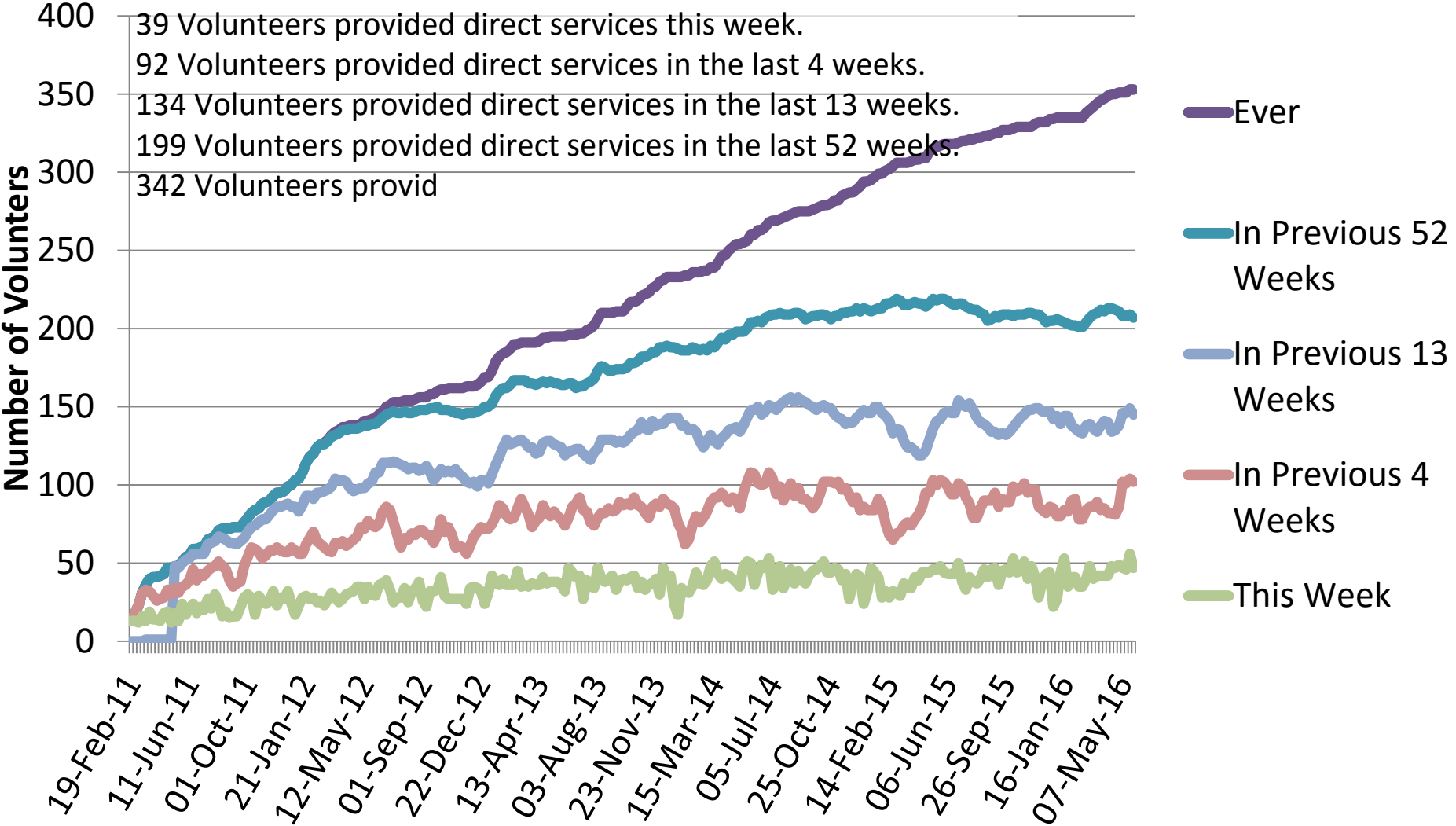
## VOLUNTEERS

## Growth Rates of Members, Households and Volunteers



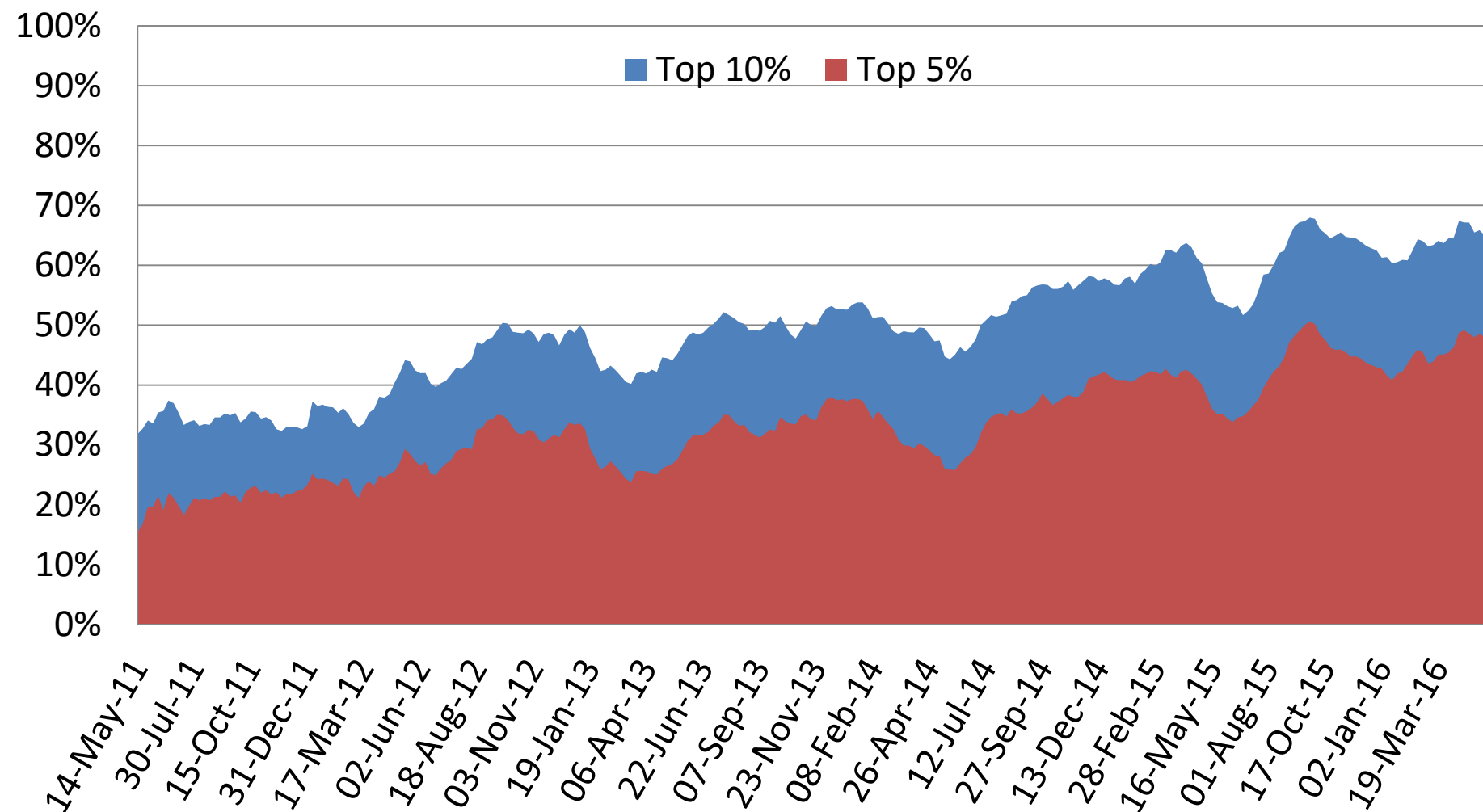


# Volunteers Who Provided a Service

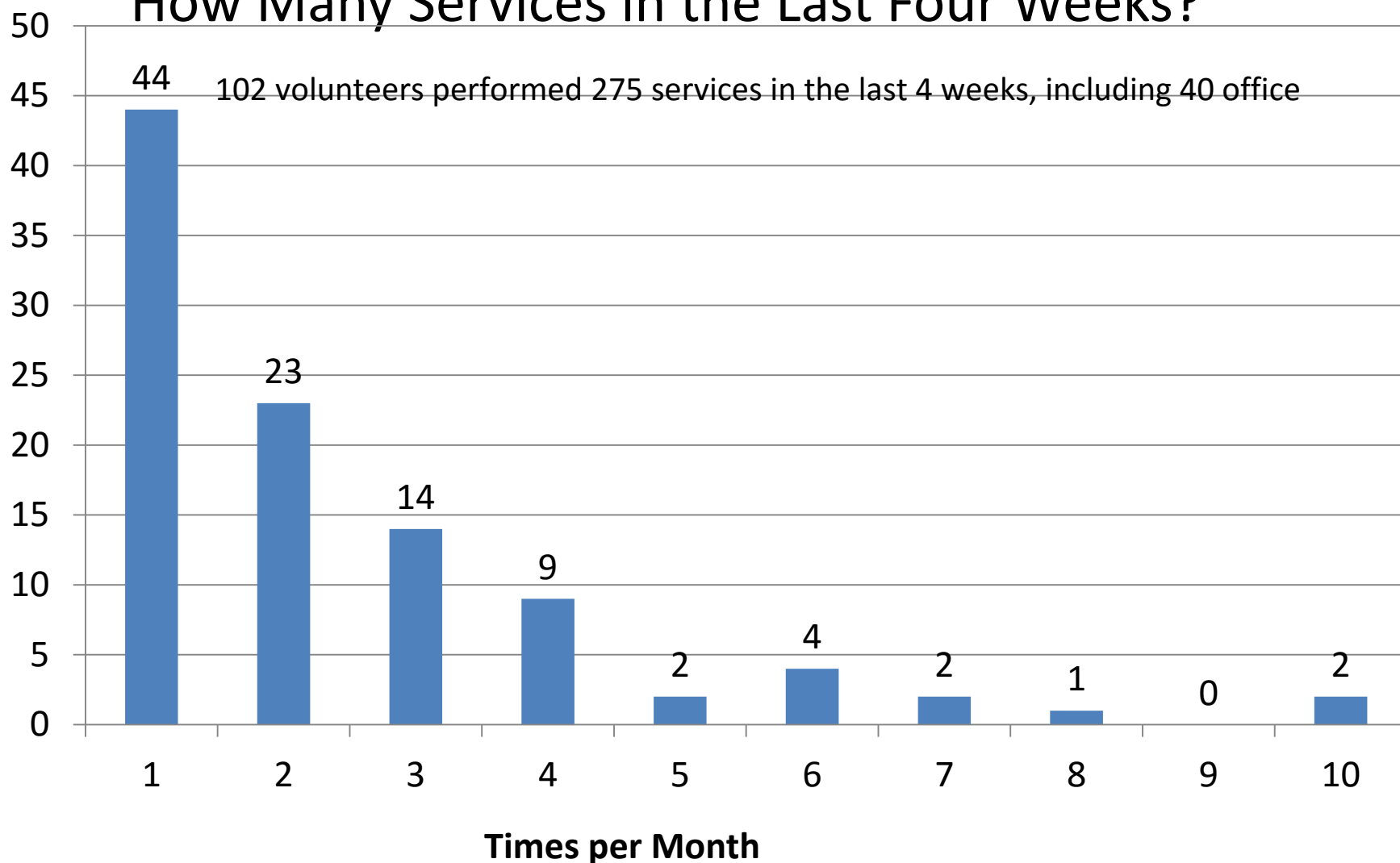




## Most Active Volunteers During Previous Four Weeks

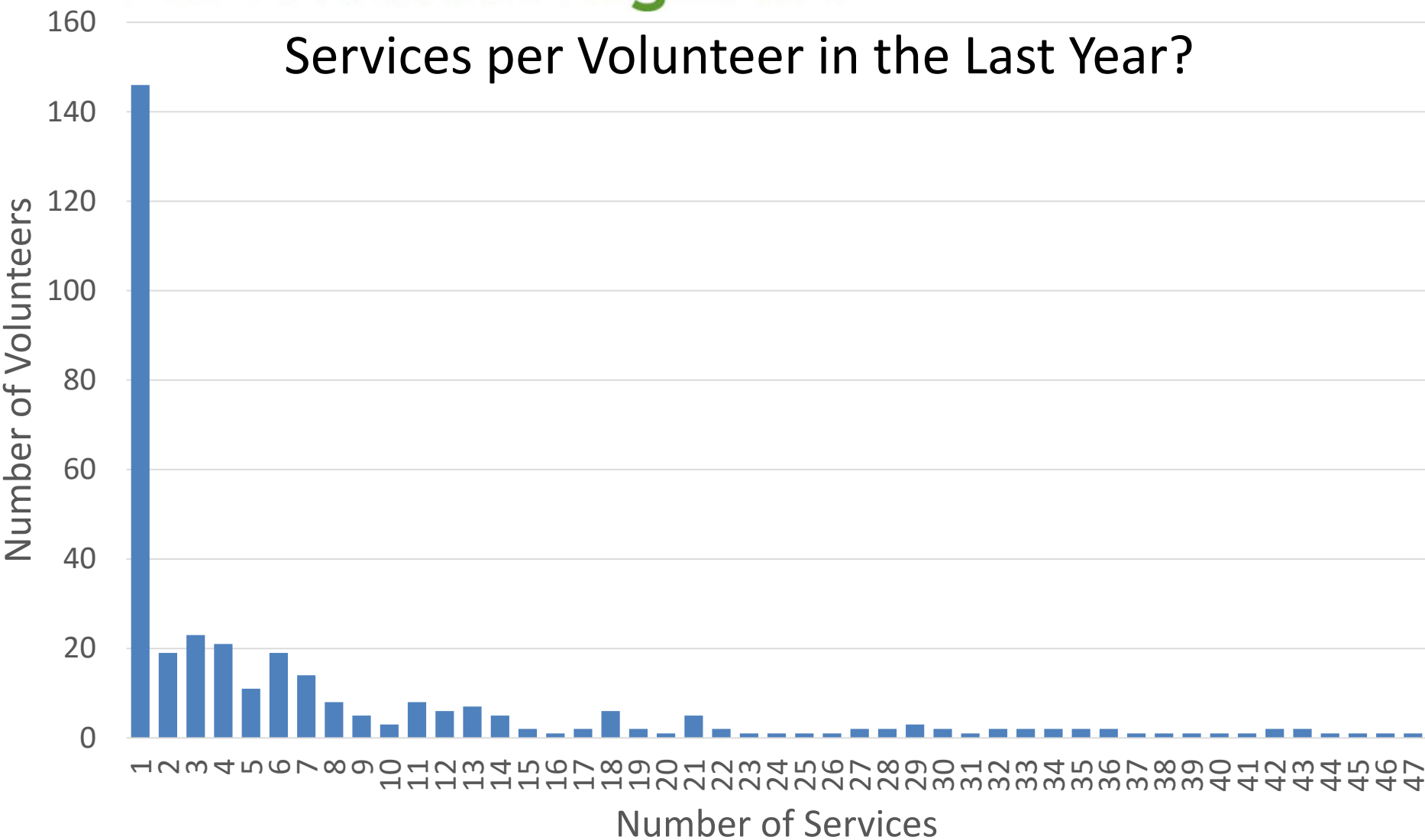


## How Many Services in the Last Four Weeks?



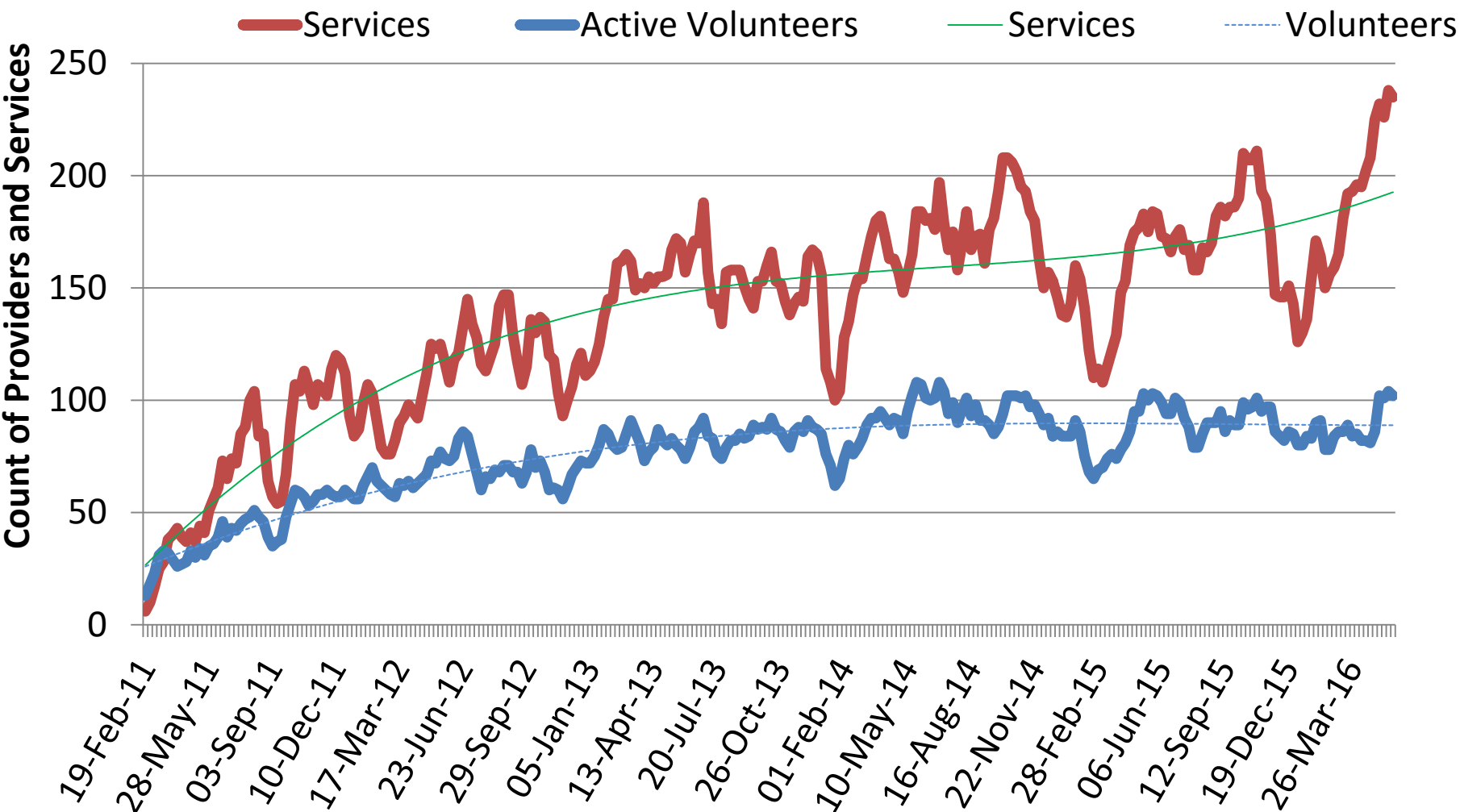


## Services per Volunteer in the Last Year?

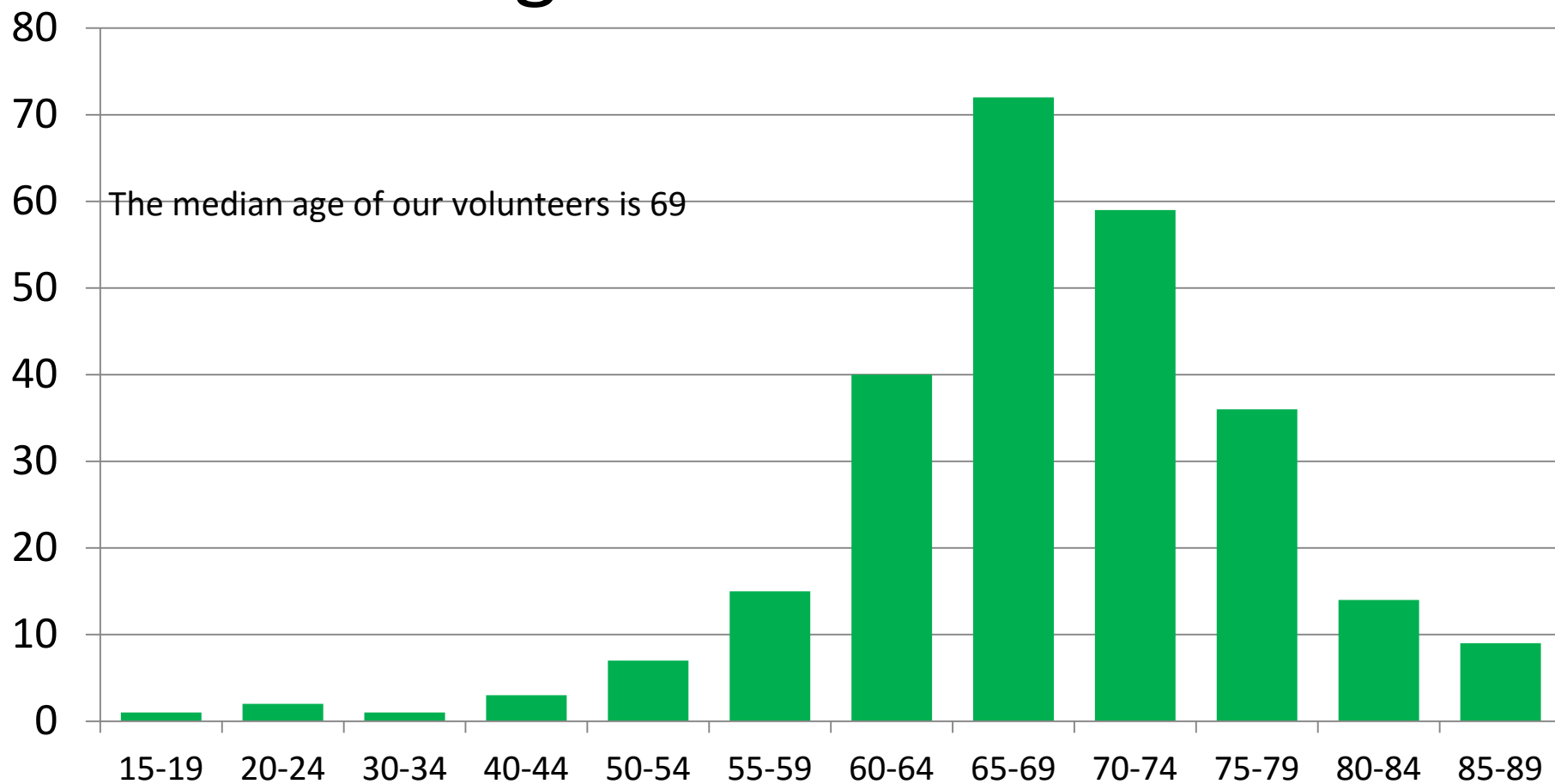




## Volunteers and Services Previous 4 Weeks



# Age of Volunteers

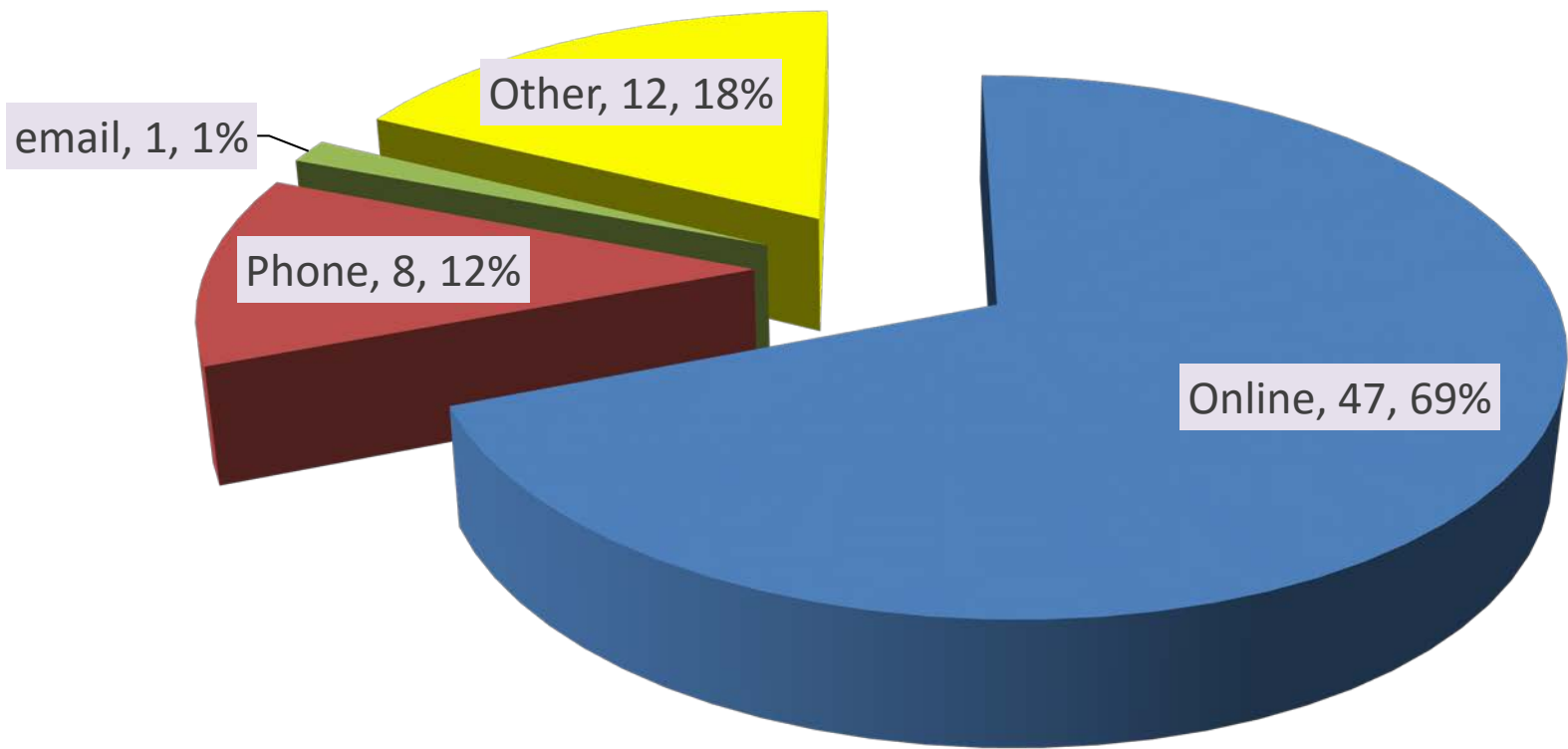


## Contact Method for Signup

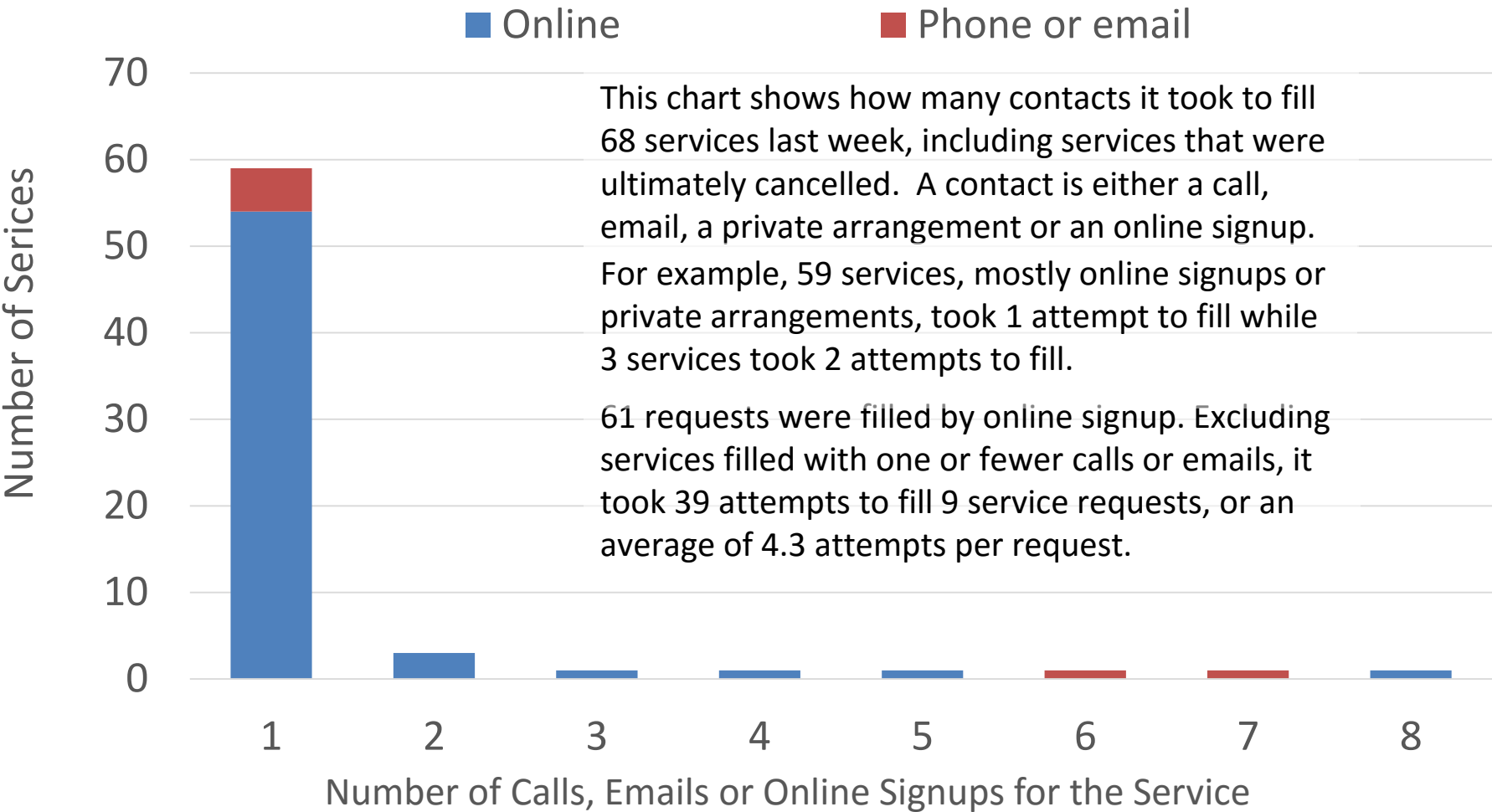
- This week did not involve a lot of activity for filling requests.
- We placed only **7** phone calls to fill requests, and **5** services were filled with phone calls.
- We sent **5** emails to fill requests and **2** service was filled with emails.
- **10** were filled by members or volunteers calling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

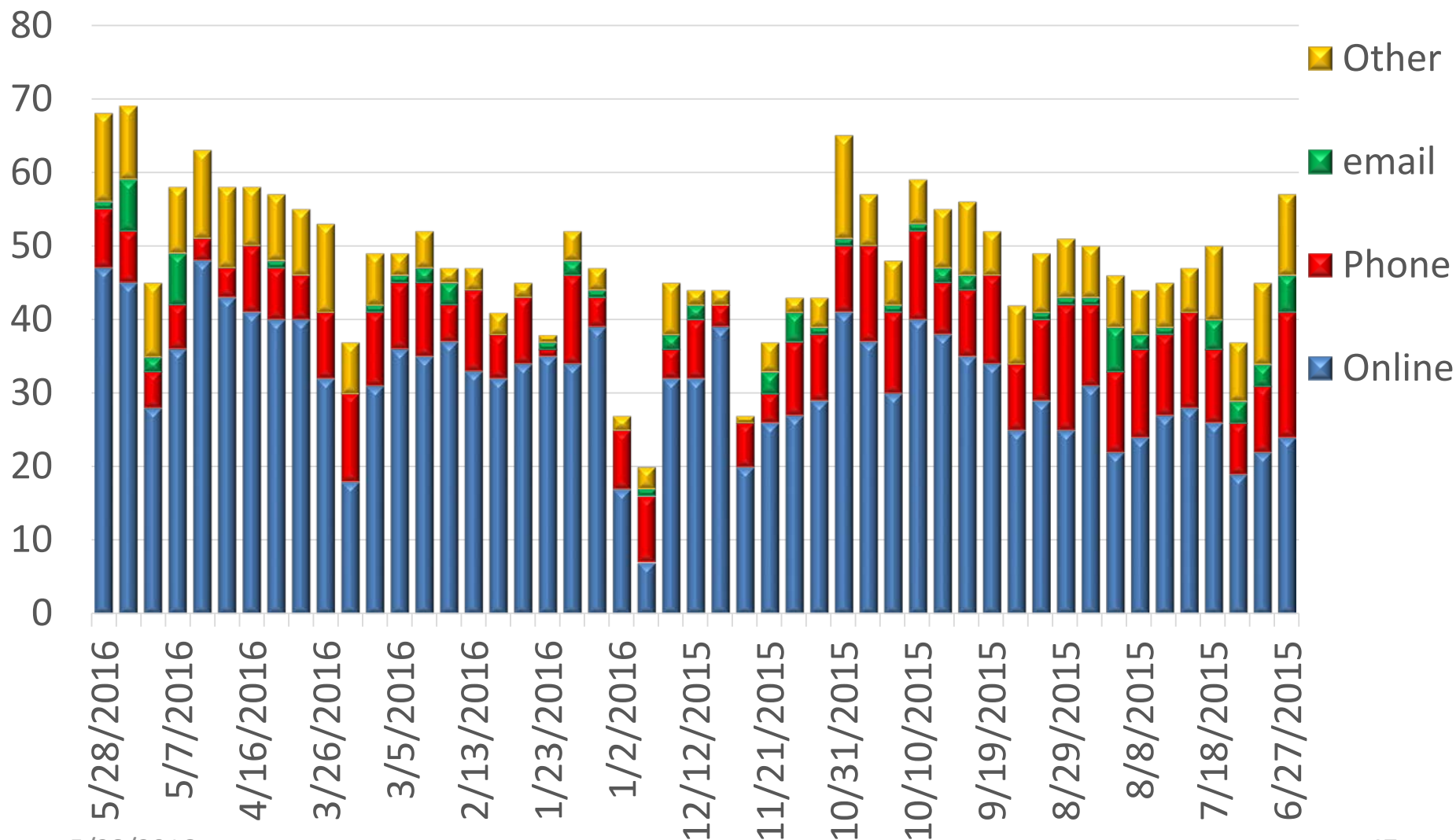
## How Volunteers Were Found



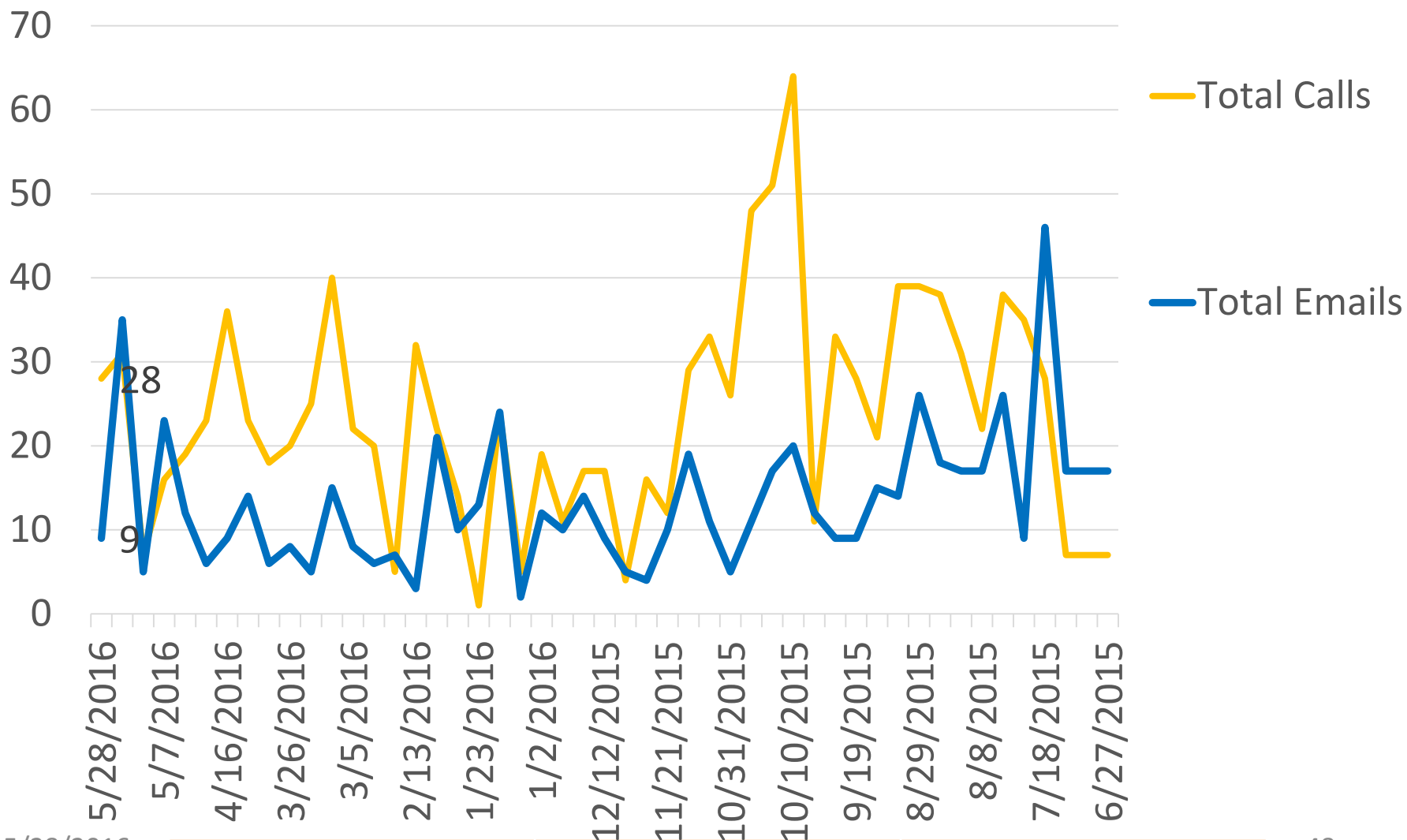
# Number of Contacts to Fill This Week’s Service



# 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



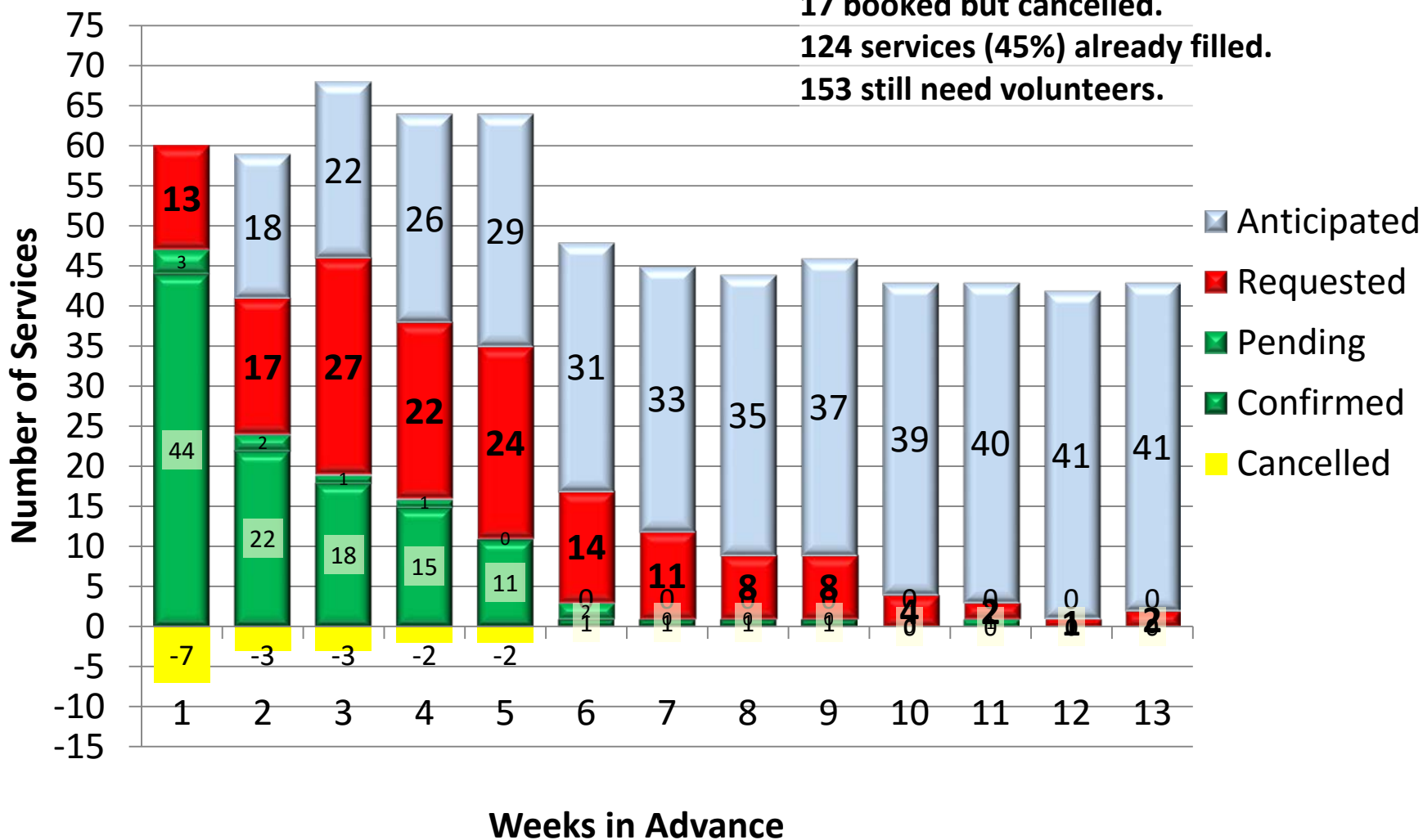
## Service Requests on the Books

277 services needed for the next 13 weeks.

17 booked but cancelled.

124 services (45%) already filled.

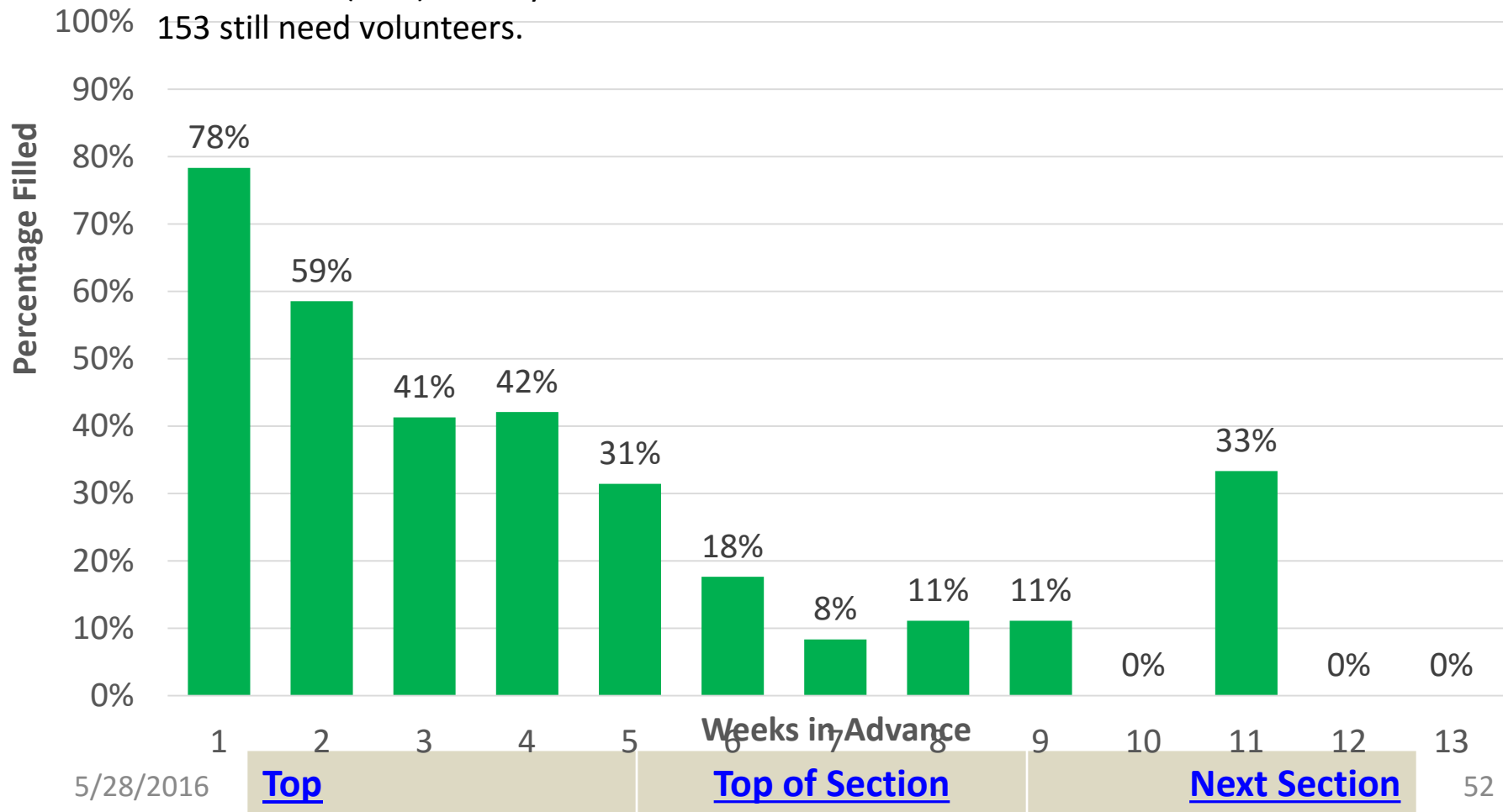
153 still need volunteers.





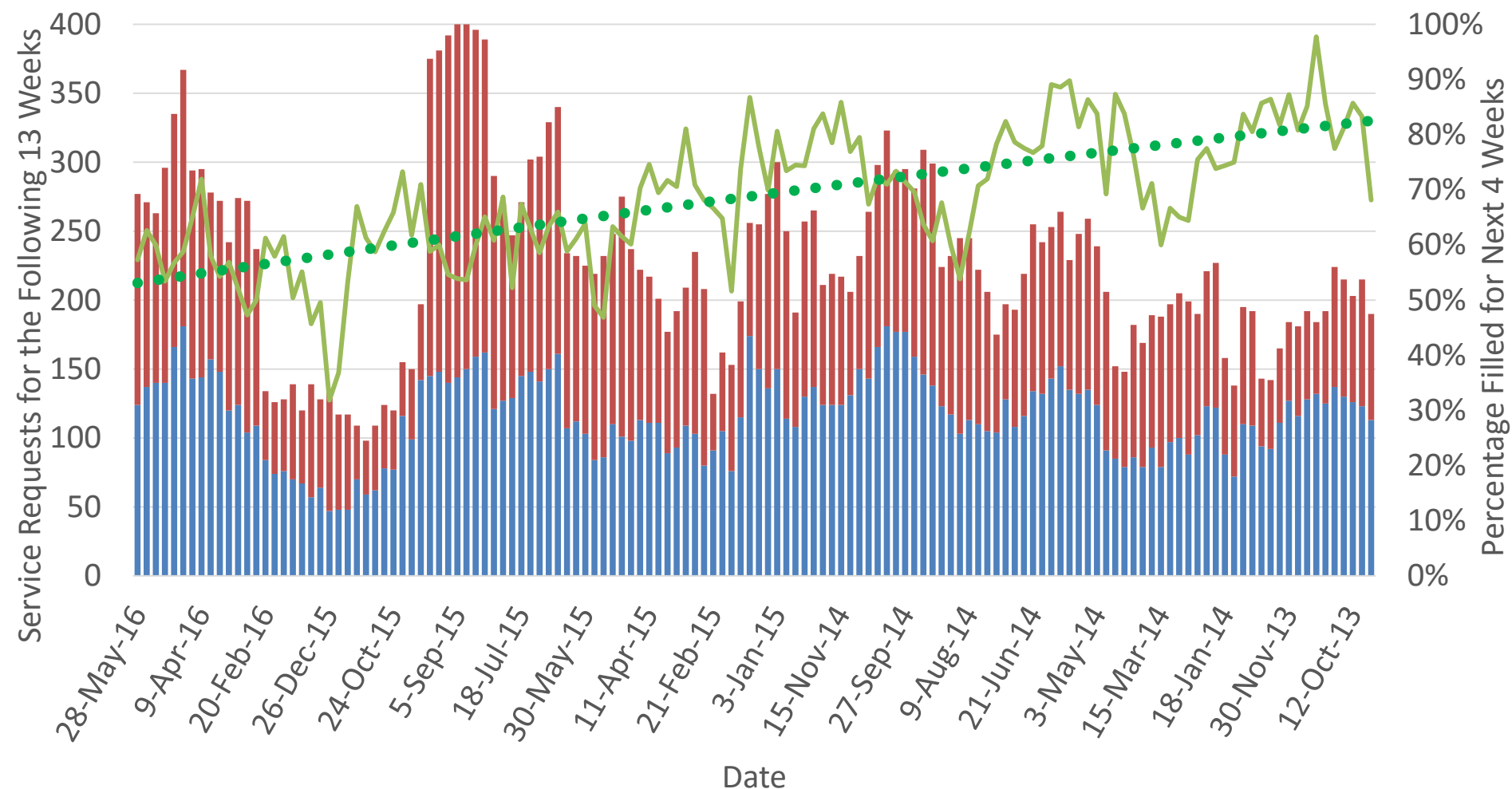
# Percentage of Services for Next 13 Weeks Filled

277 future services covering the next 13 weeks.  
124 services (45%) already filled.  
153 still need volunteers.

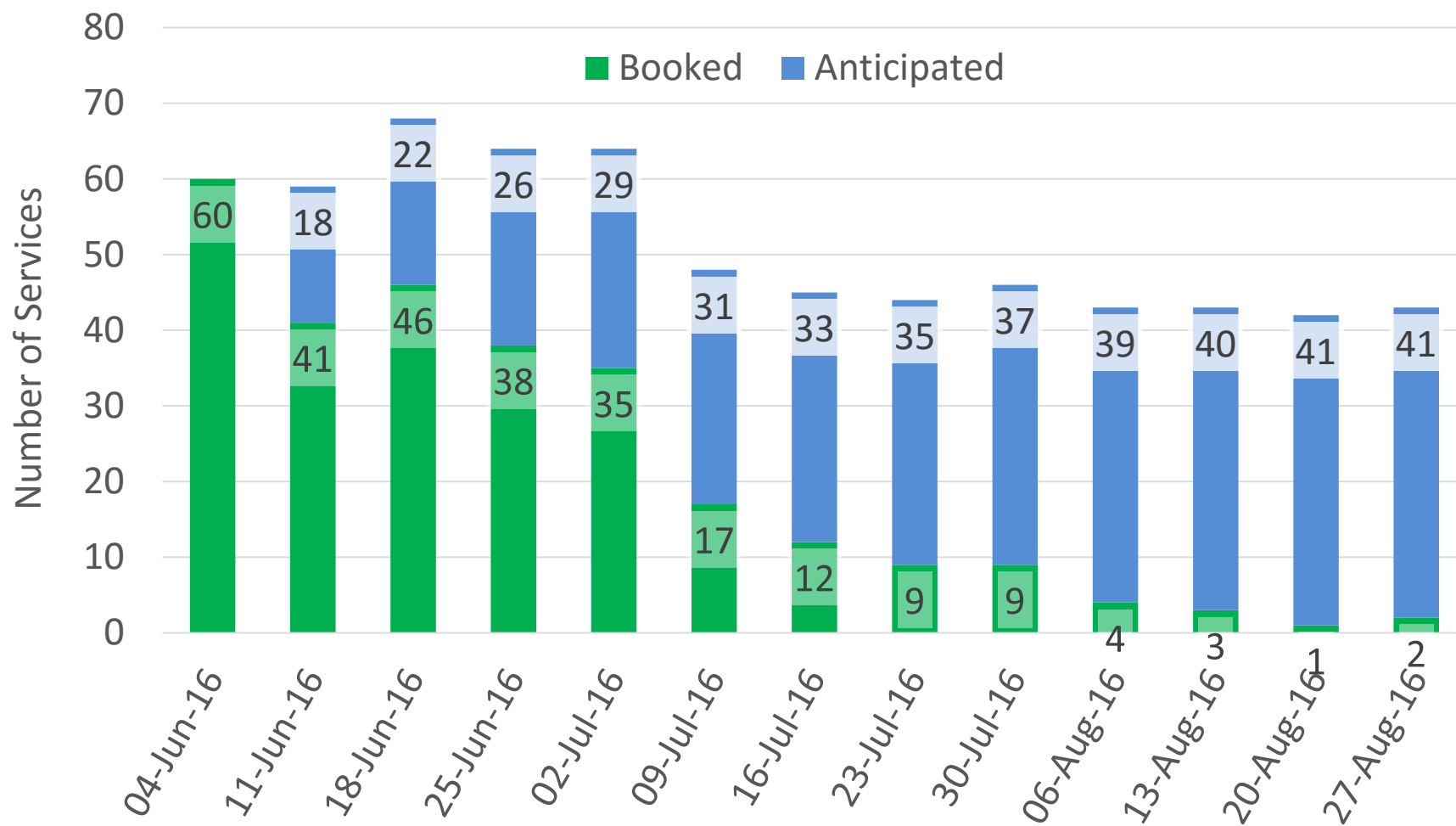


## History of Future Requests

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



## Projected Future Services



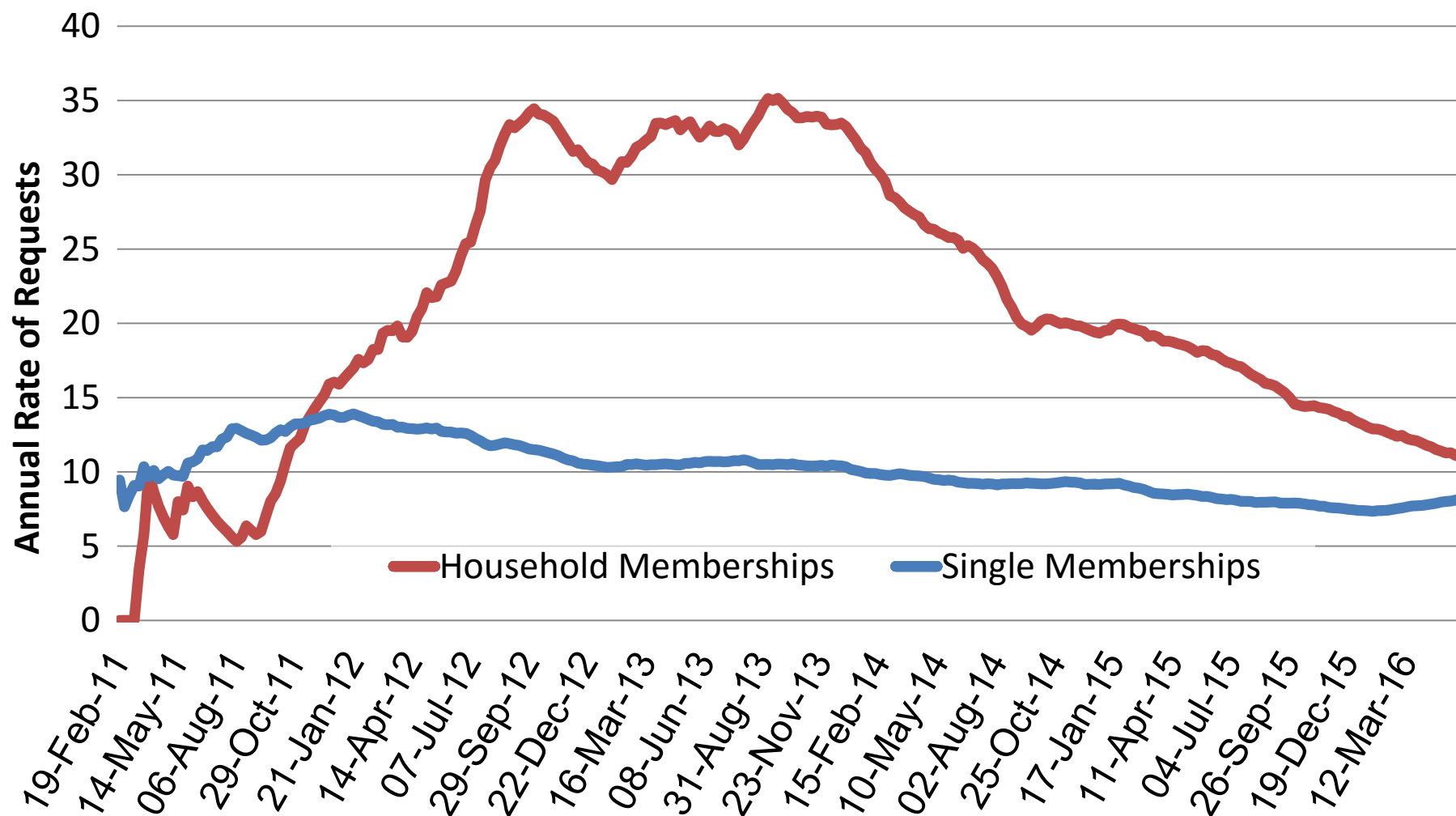
# What are the Differences Between Single And Household Memberships?

## 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

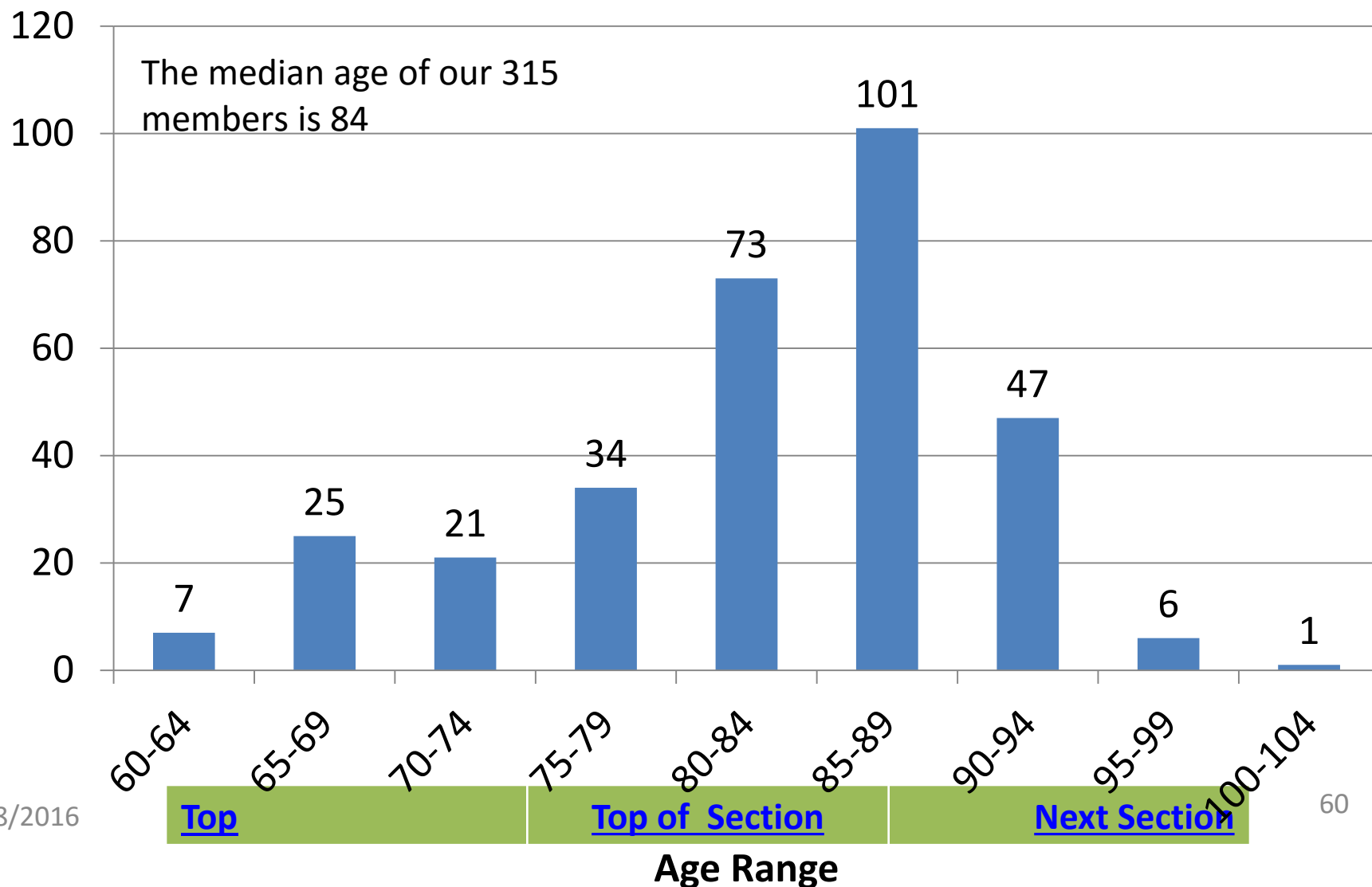


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

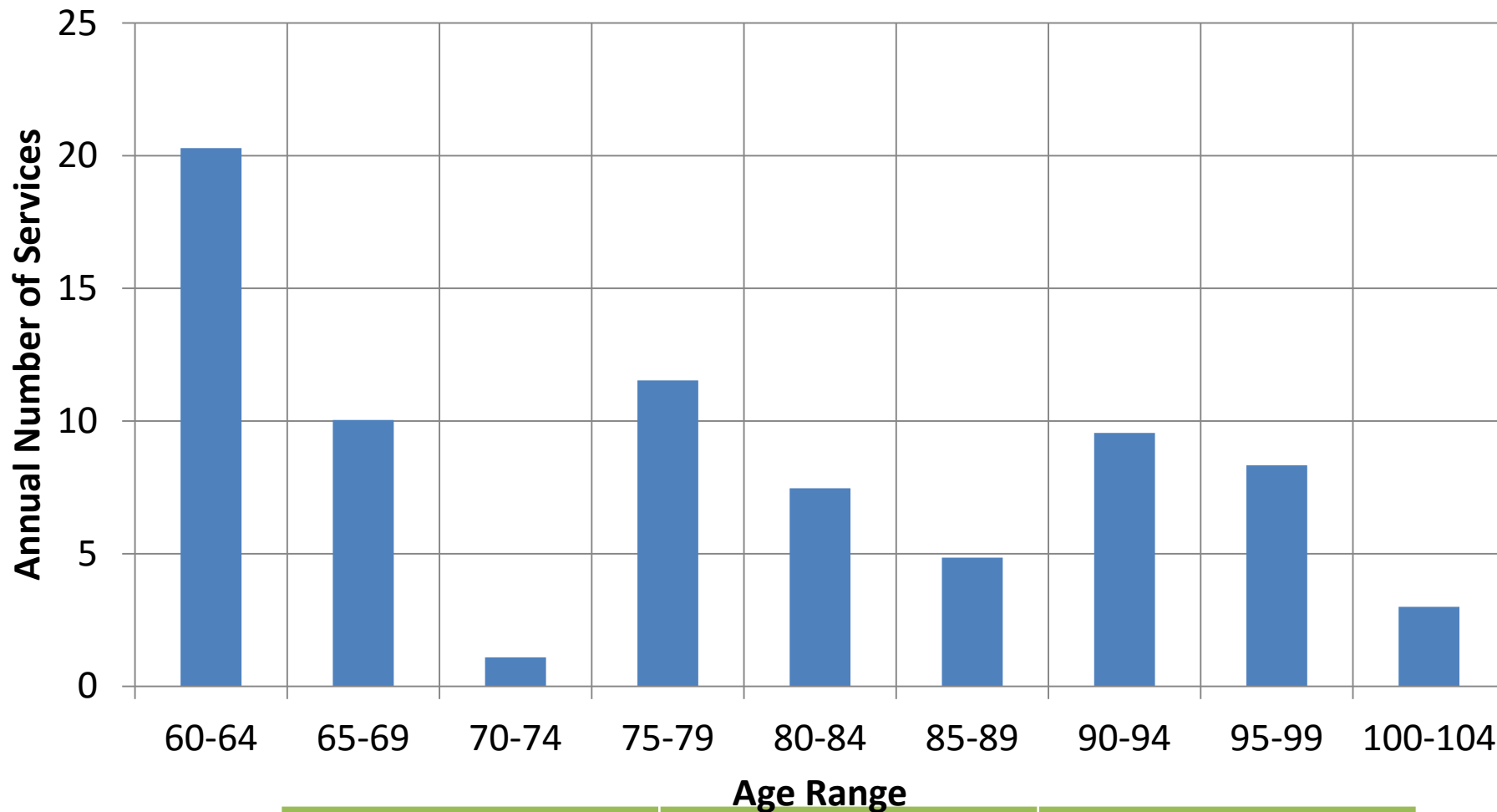
## Analysis by Age Group

- 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.

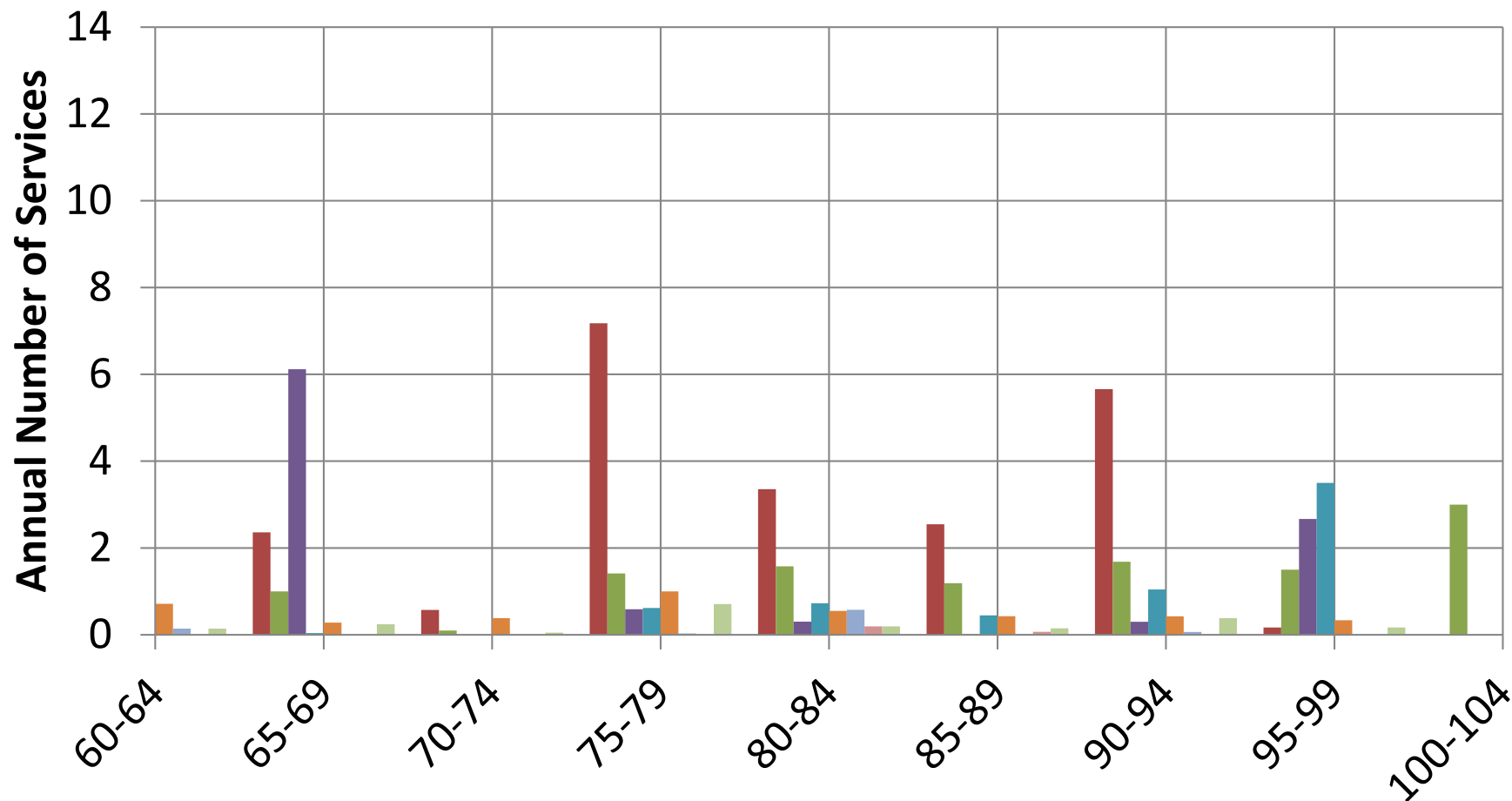
# Age of Members



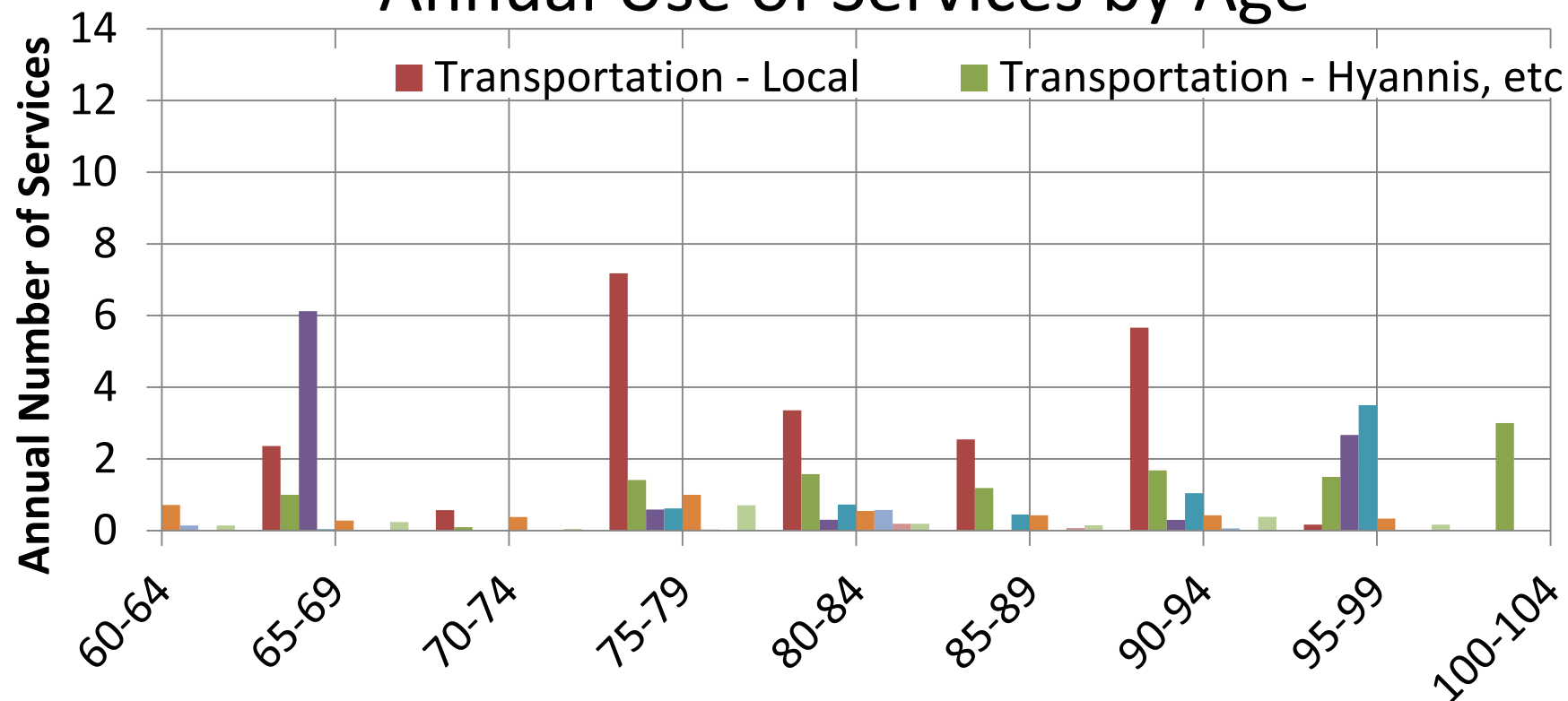
## Annual Rate of Services by Age Range



## Trends in Services



## Annual Use of Services by Age



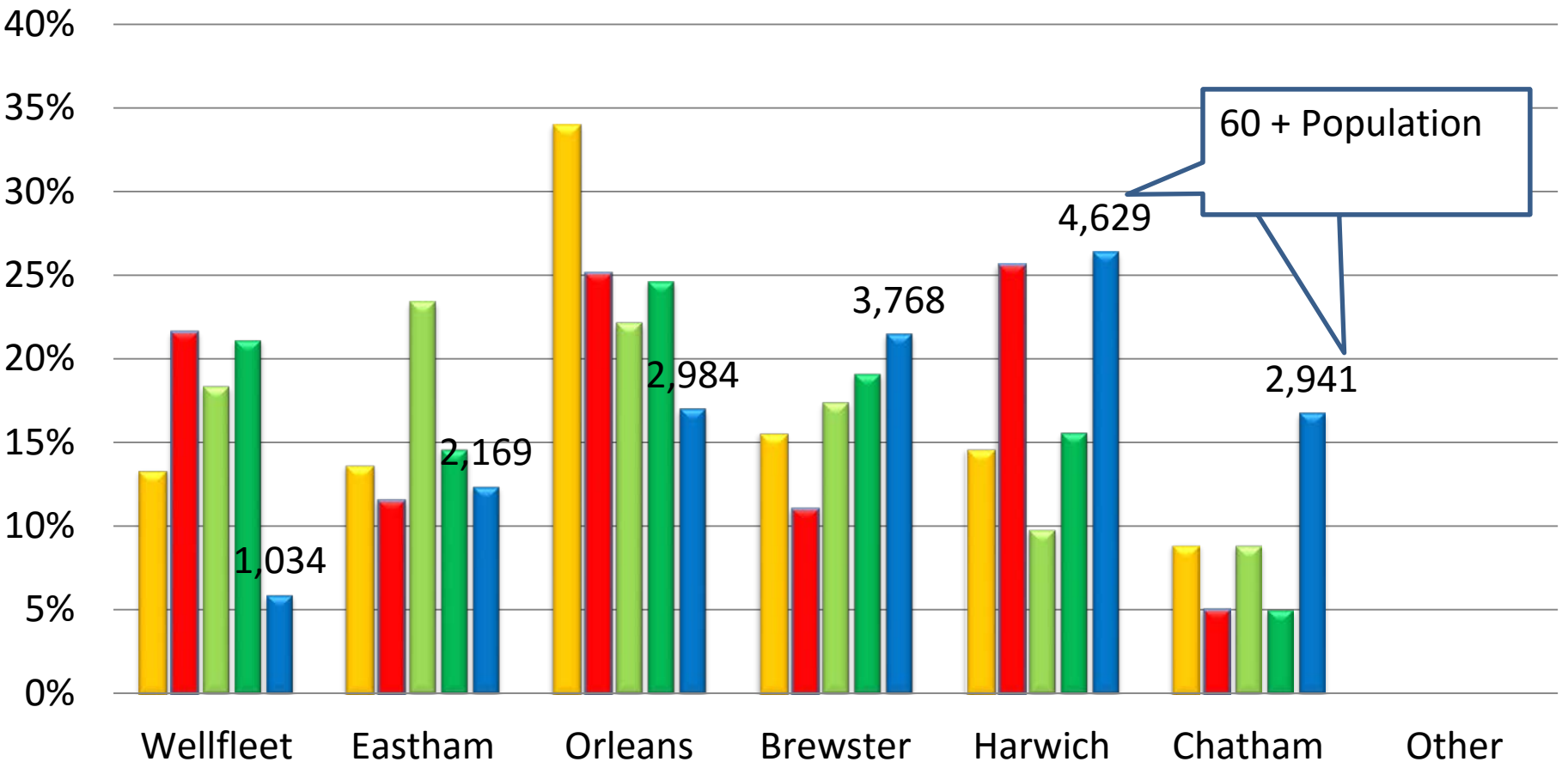
# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?



## 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)



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

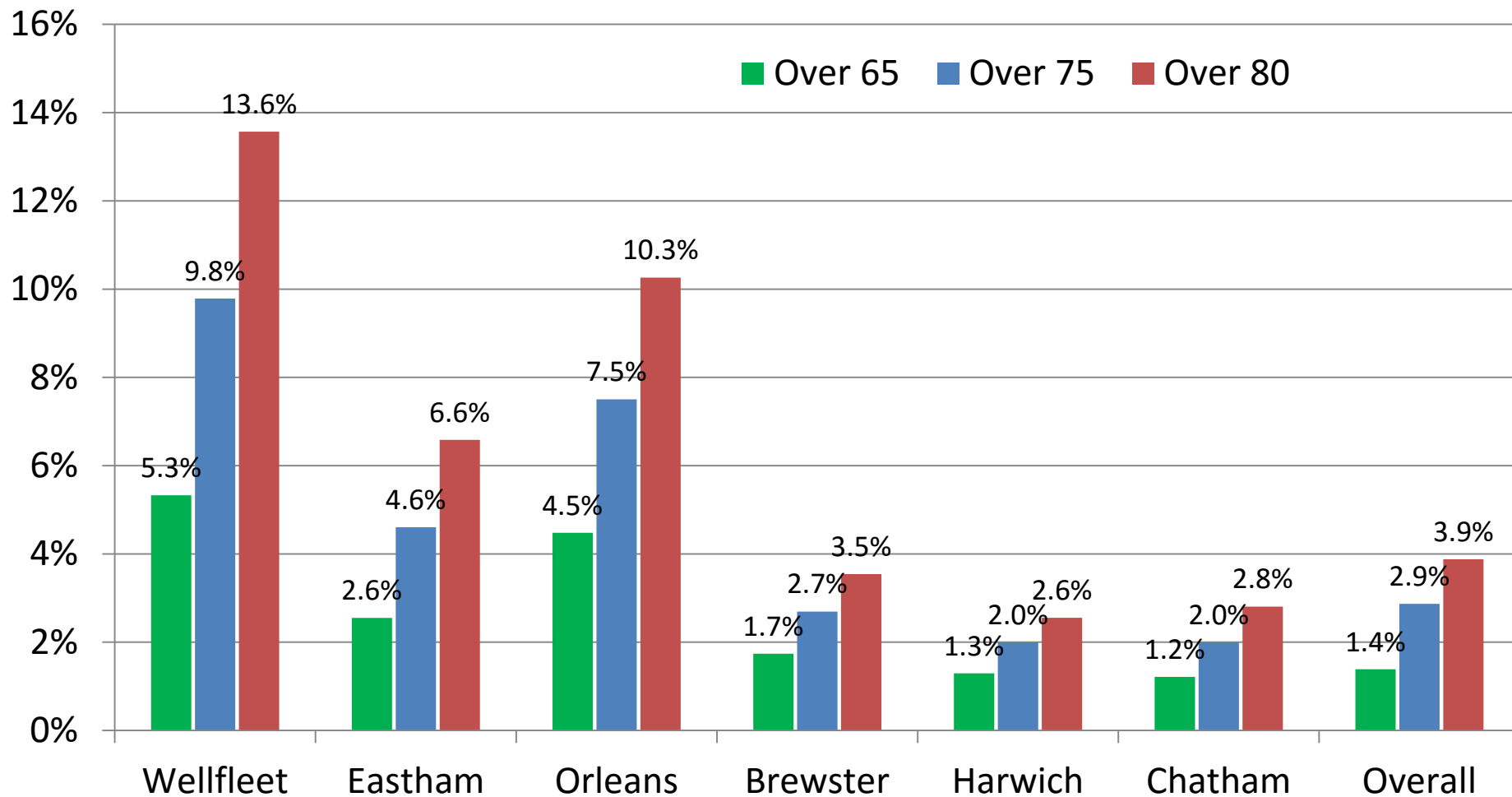
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## Market Penetration by Town

### Percent of Seniors who are Members



## Towns of Service Providers & Recipients (Since Inception)

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	1111	119	303	29	42	2	1606
	Eastham	656	495	812	131	162	24	2280
	Orleans	21	84	1527	218	92	54	1996
	Brewster	8	49	608	482	385	20	1552
	Harwich	9	2	69	161	649	12	902
	Chatham		1	41	14	109	100	265
	Other	6	0	9	8	9	0	32
	Total Used	1811	750	3369	1043	1448	212	8633

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

61% 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	36	3	2	1			42
	Eastham	7	8	7		4	3	29
	Orleans		8	33	3	5		49
	Brewster		4	7	12	14	1	38
	Harwich				5	26		31
	Chatham			1	1	2	6	10
	Other	0	0	0	0	0	0	0
	Total Used	43	23	50	22	51	10	199