

Week 289 Member Services Report  
Aug 20, 2016



**Harbor Seals on Chatham Sand Spit**

[By Christopher Seufert](#)

## Summary of the Past Week

- We provided **42** services this past week out of **57** total requests.
  - 15 requests were cancelled.
  - **7** after volunteers were found,
  - We were unable to fill **4** service requests.
- We needed **14** phone calls to fill services.
- Volunteers reduced the number of online signups, requiring more calls.
  - 66% of services were filled online
  - 14% of services were filled by phone
  - 0% of services were filled by email and
  - 20% 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 below our peak, but still very high.
  - Last Week: 33 volunteers performed 42 services for 29 households and covered 10 office shifts. In total, with 7 filled cancellations we filled 59 assignments. In addition, 6 more requests were cancelled before volunteers were found.
  - Last Month: 83 volunteers performed 194 services for 62 households. We also covered 40 office shifts.
  - Last Year: 211 volunteers performed 2503 services for 209 households.
- We have **315** members and **331** volunteers.
  - The median age of our members is **84**.
  - The median age of our volunteers is **69**.
  - Our waiting has **9** people, up from **8** last week.
  - People on the waiting list have waited at most **4** weeks.

## Looking Forward

- We have **352** [future service requests](#).
  - **13** future service requests have been cancelled
  - **11** services needed to be filled for next week.
  - **76** more need filling in the following three weeks.
  - **54%** 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?

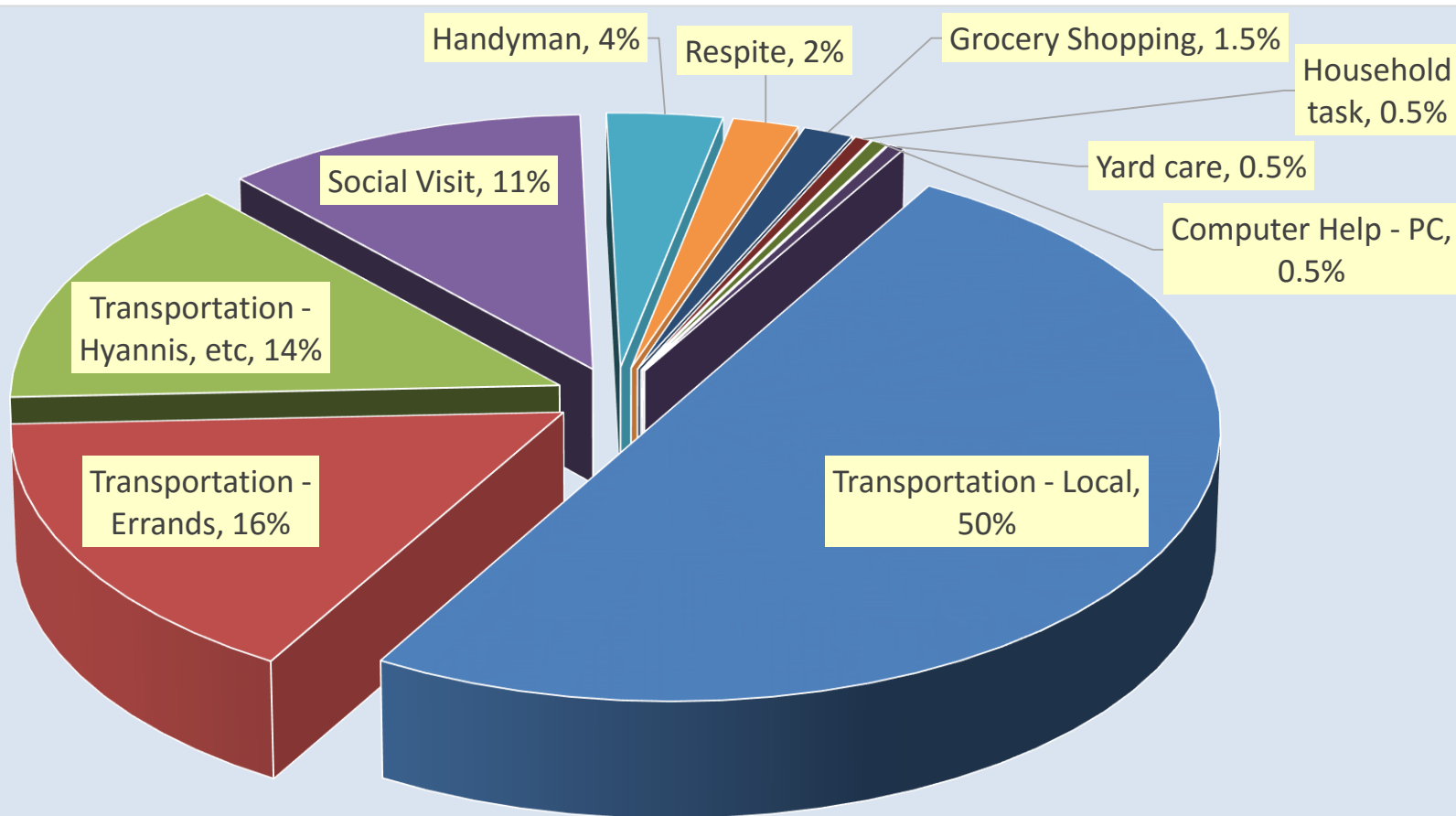
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**77%**).
- 62 households( 24%) received 194 services in the last four weeks
- The annual rate of services is just over **10** per year per household.
- The 10% most needy members used over **62%** of services.
- In addition to 42 services performed in the last week, an additional 15 (36%) were cancelled.

## Services in the Last 4 Weeks

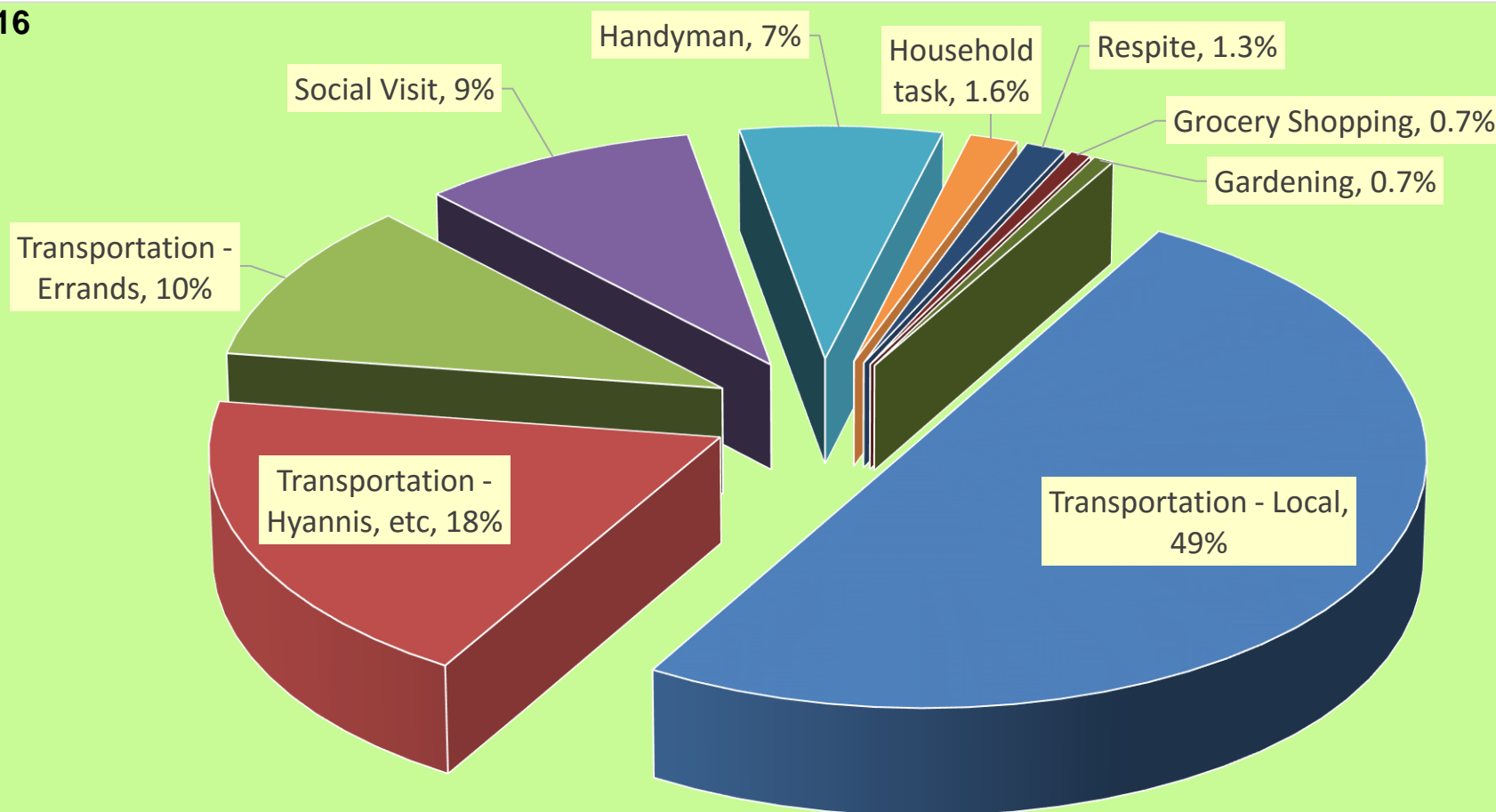
8/20/2016



62 households used 194 services in the last four weeks

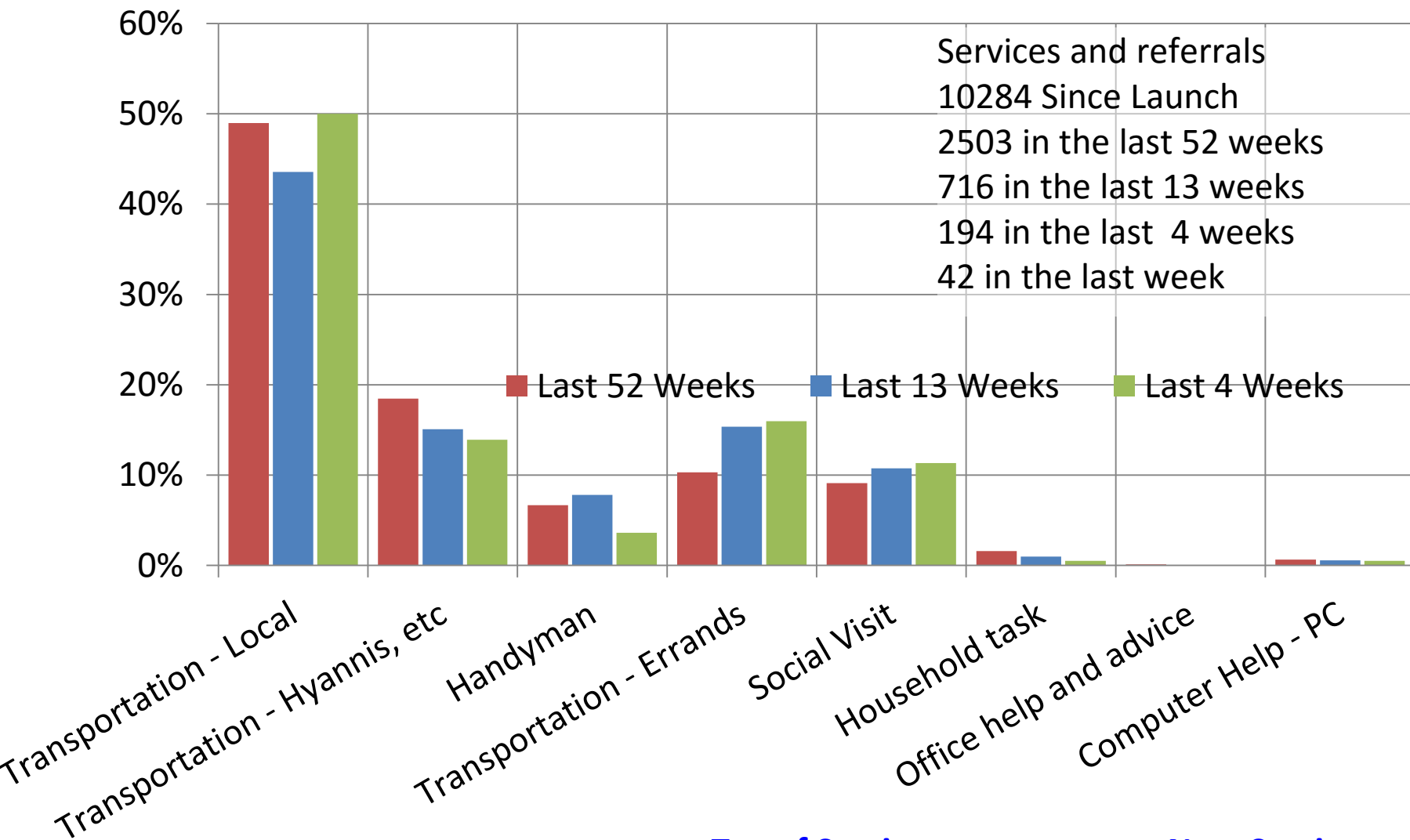
## Services in the Last 52 Weeks

8/20/2016



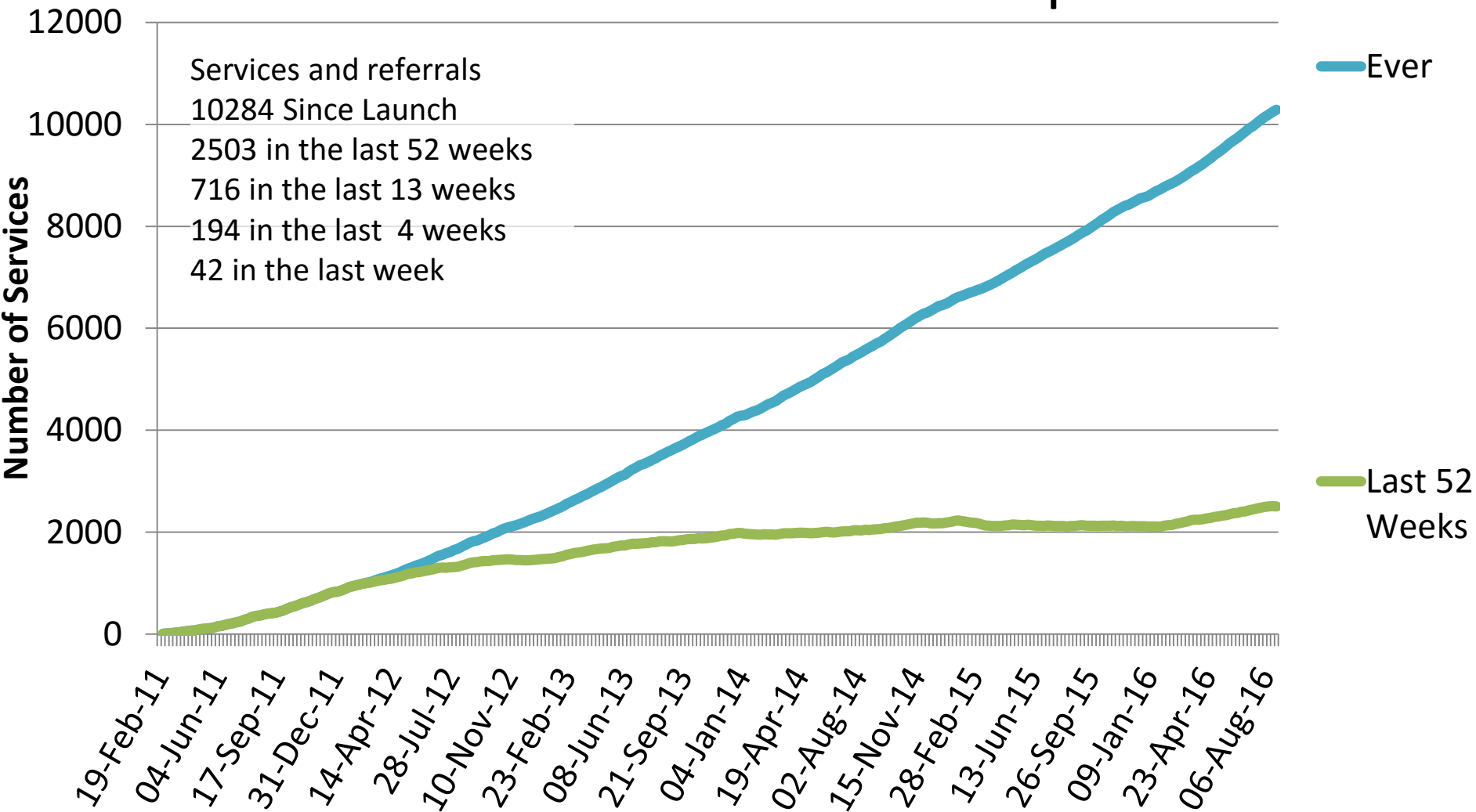
209 households used 2503 services in the last 52 weeks

## Trends in Services

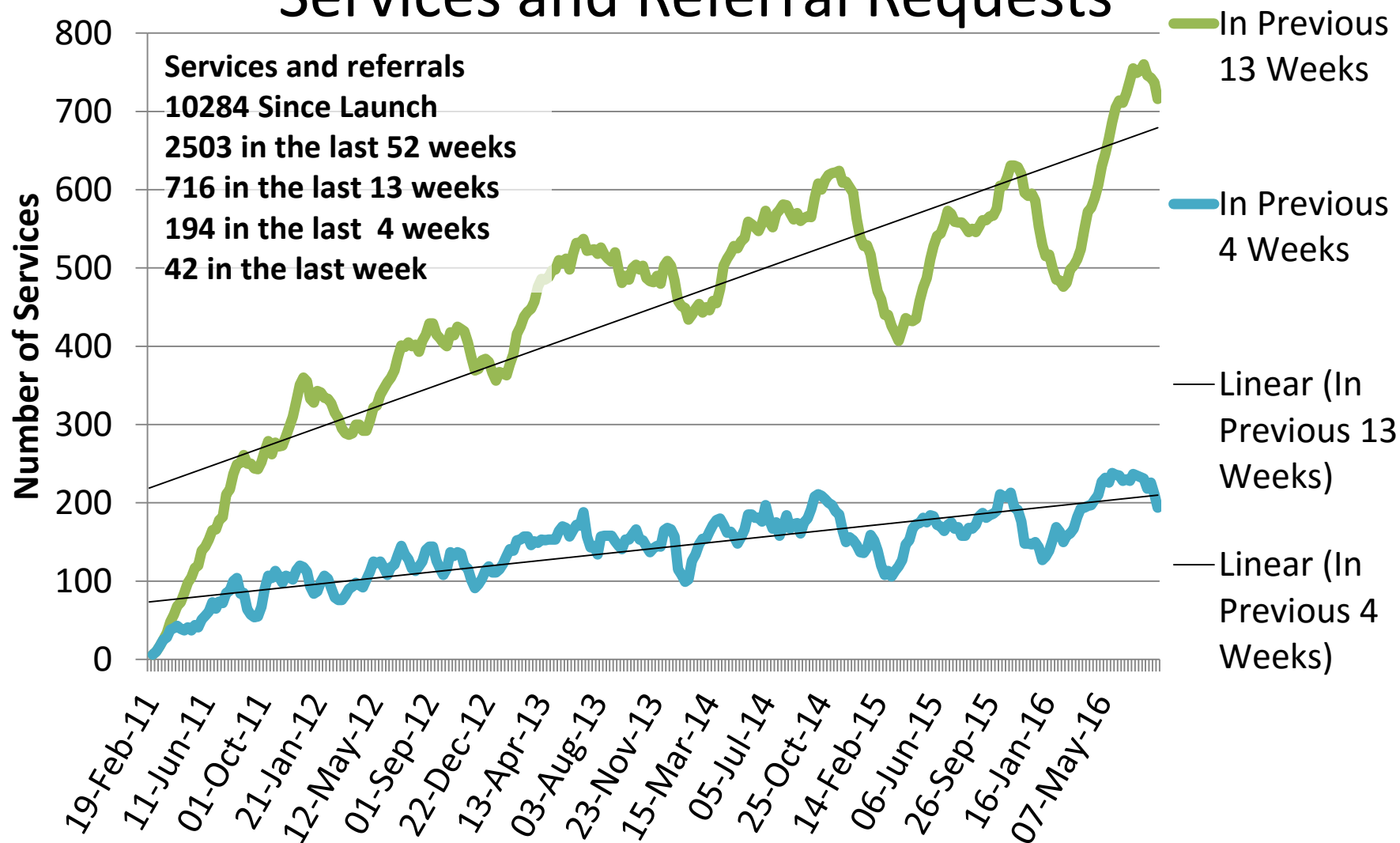




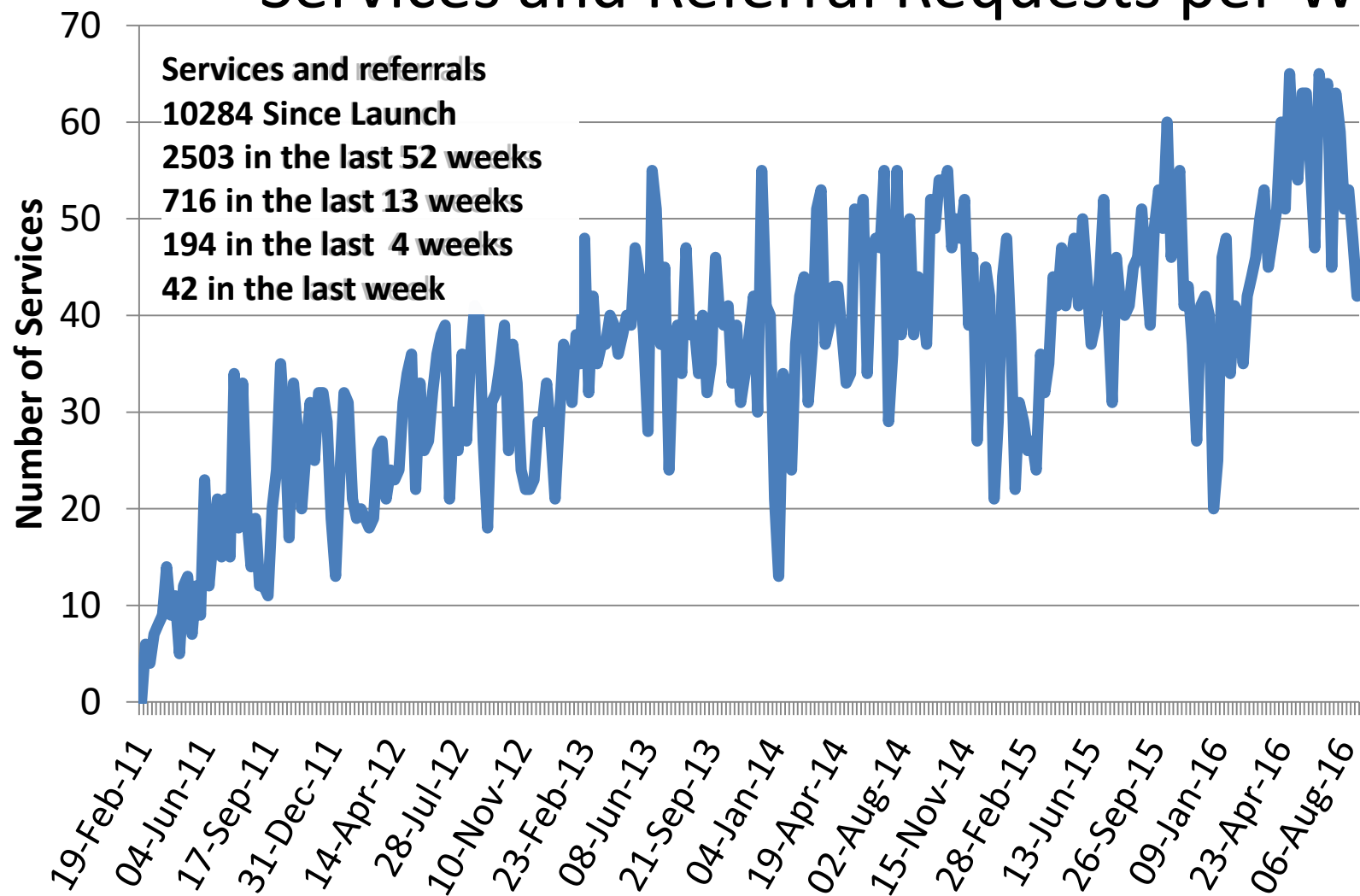
# Services and Referral Requests



## Services and Referral Requests



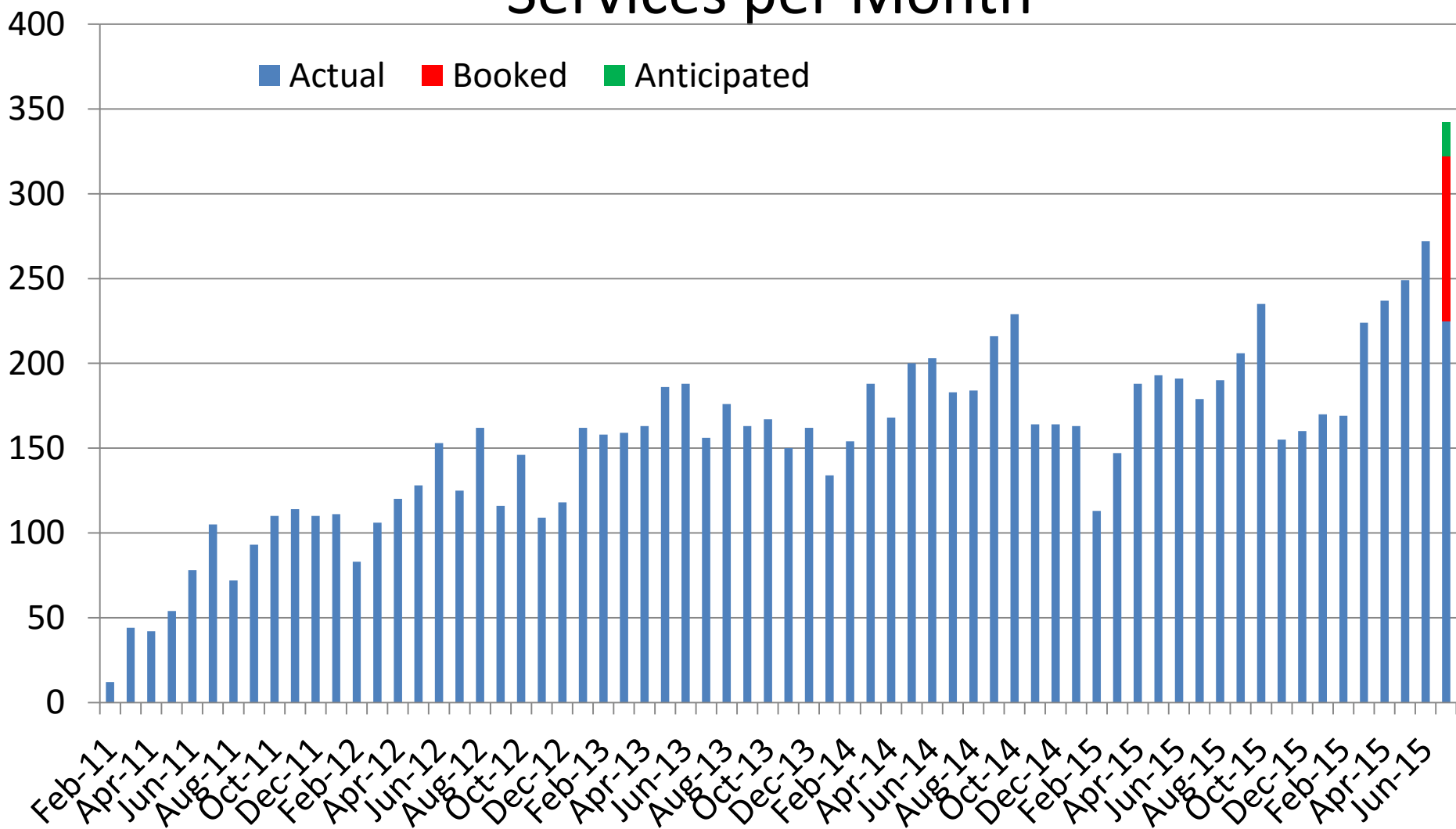
# Services and Referral Requests per Week



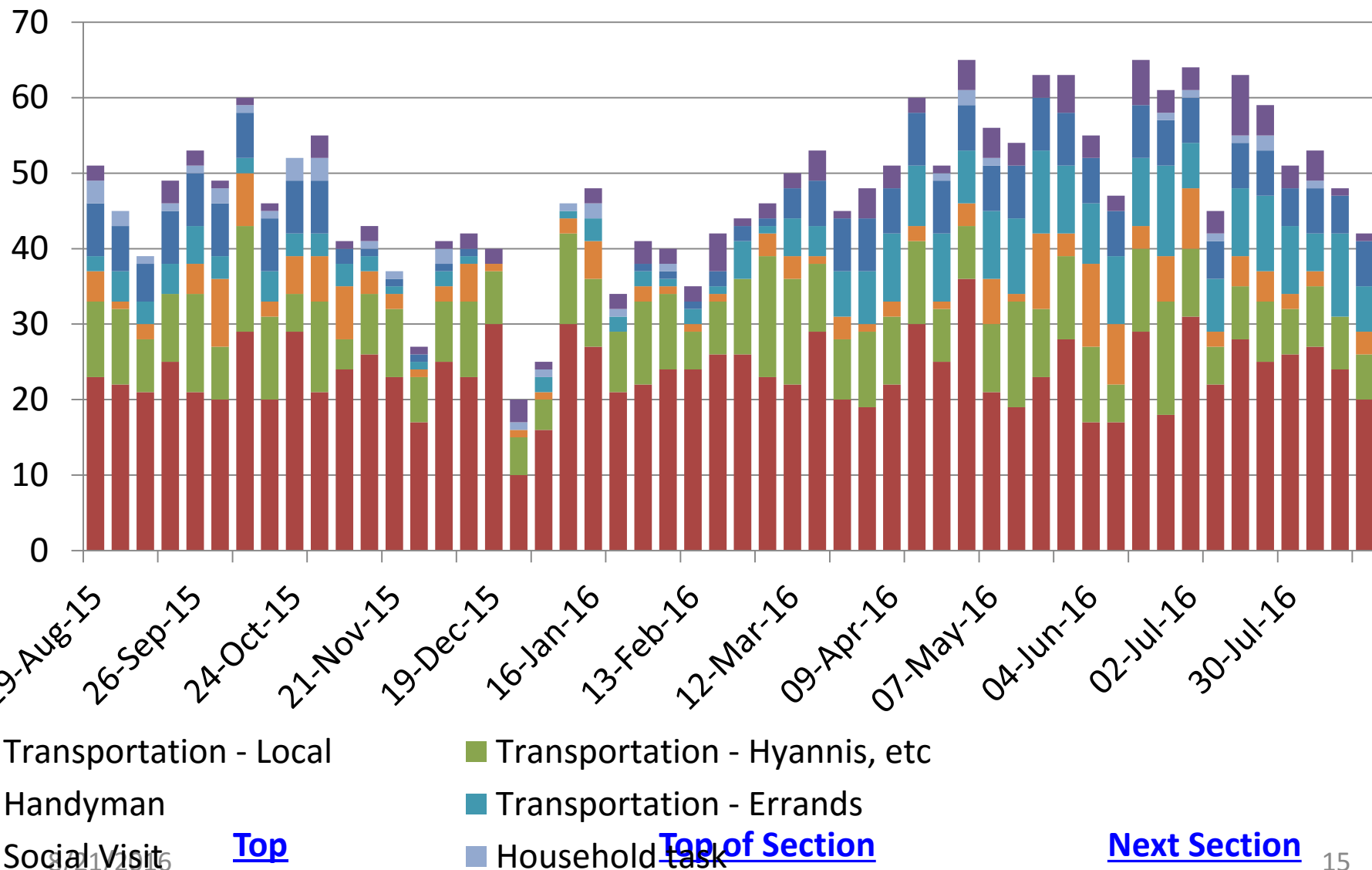


## Services per Month

Actual Booked Anticipated



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



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household task

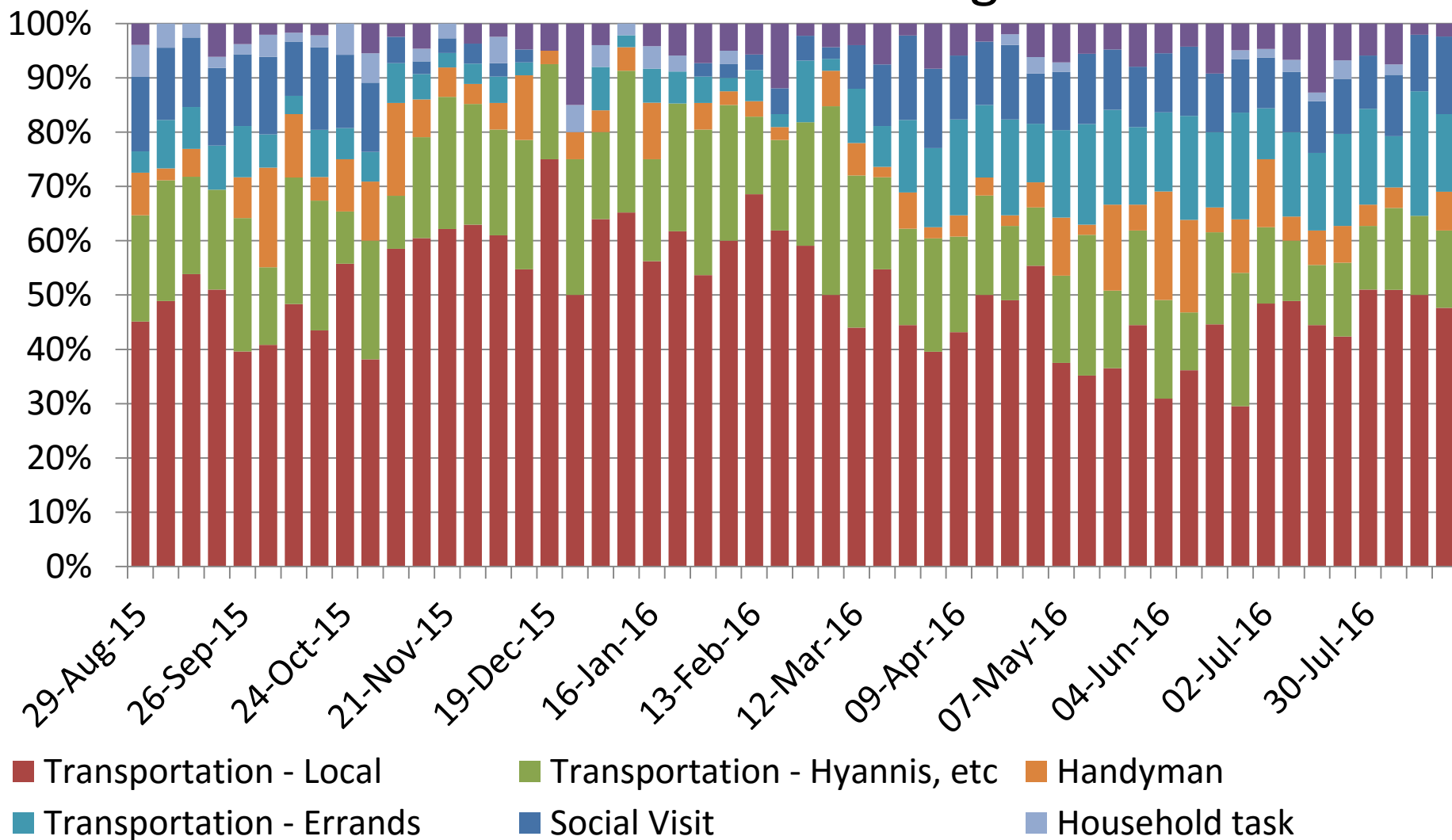
Other

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## Variation on a Percentage Basis



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household task

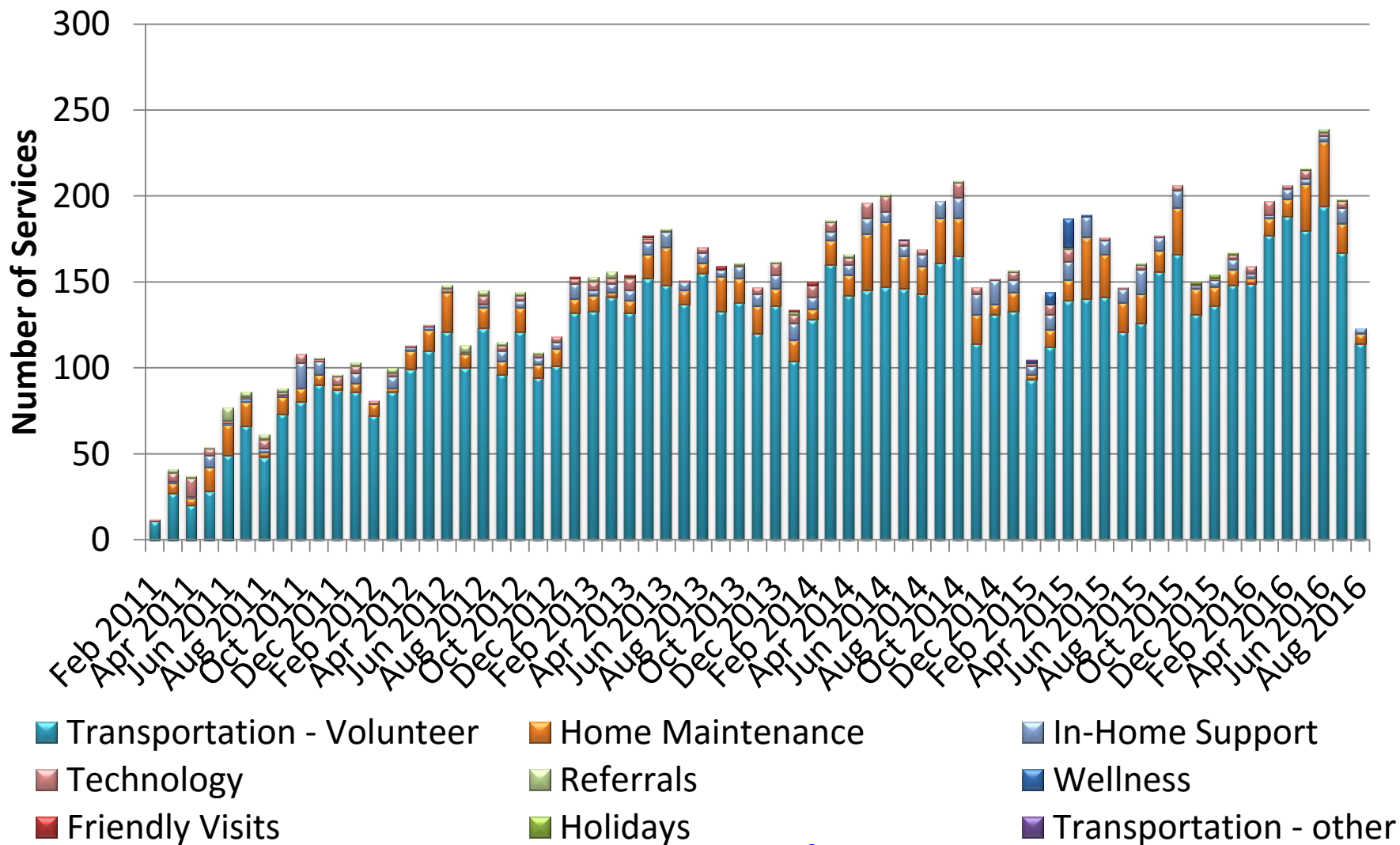
Other

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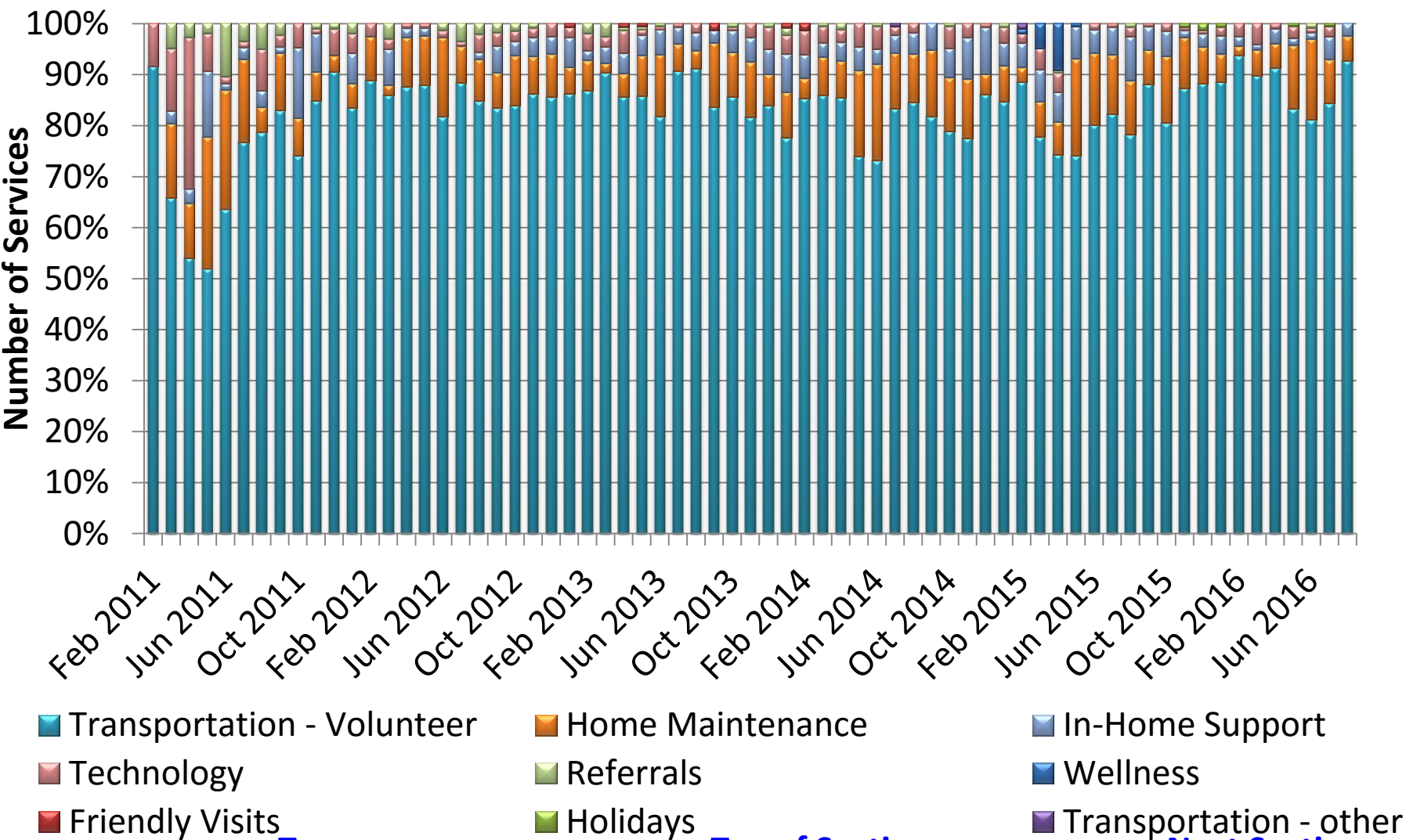
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## Service Categories





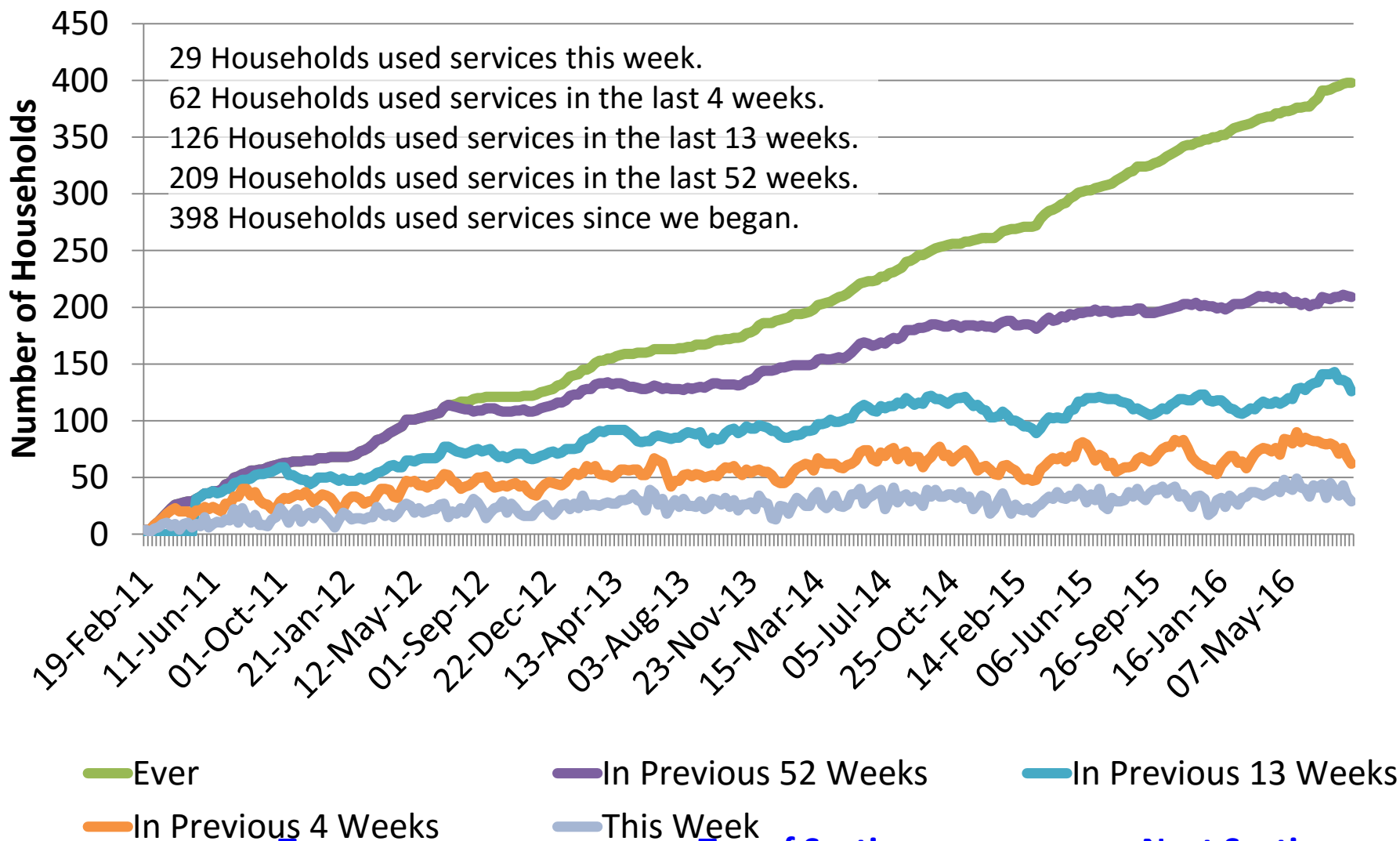
# Service Categories Variation on a Percentage Basis



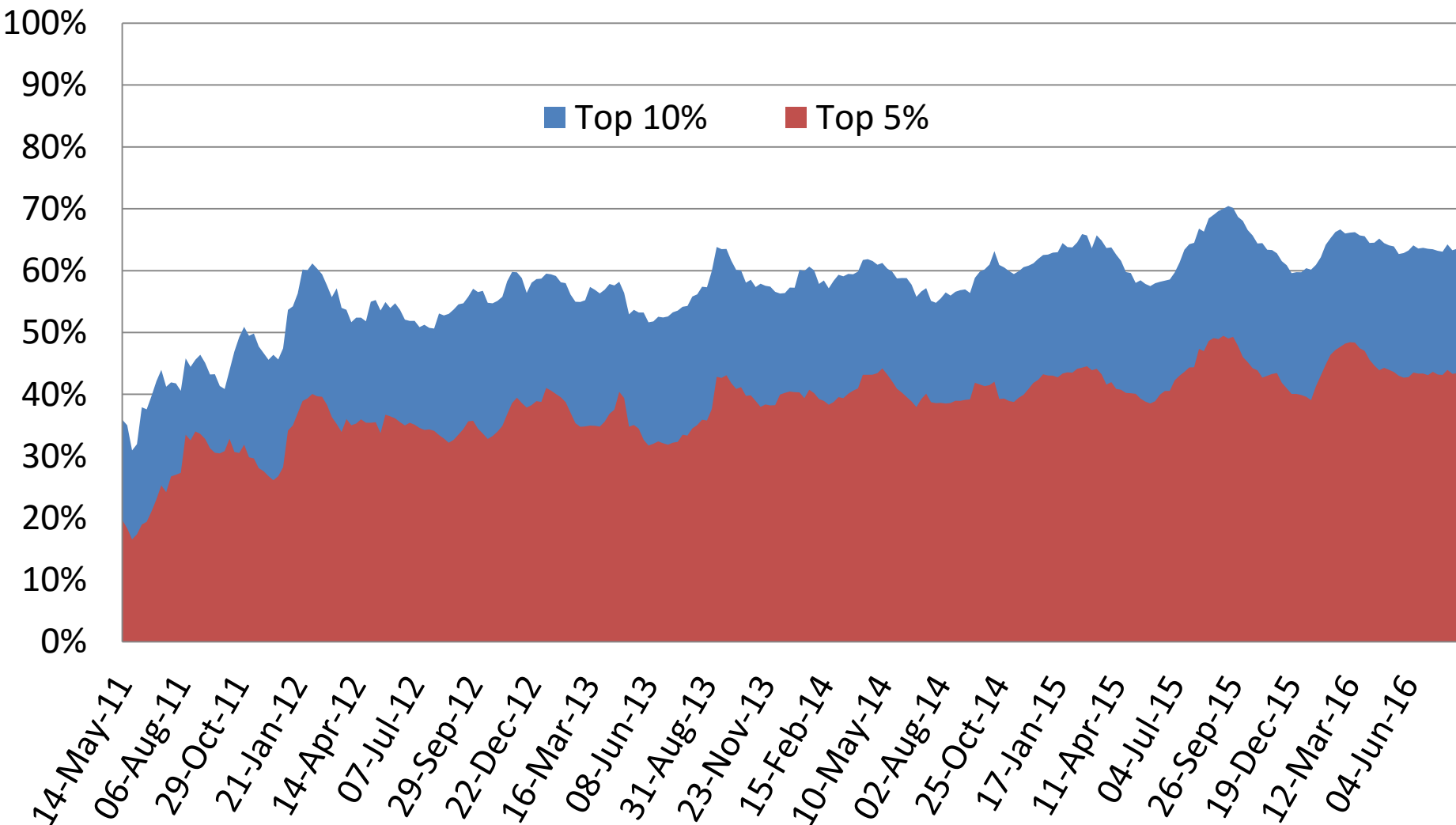
# HOW MANY HOUSEHOLDS USE SERVICES?



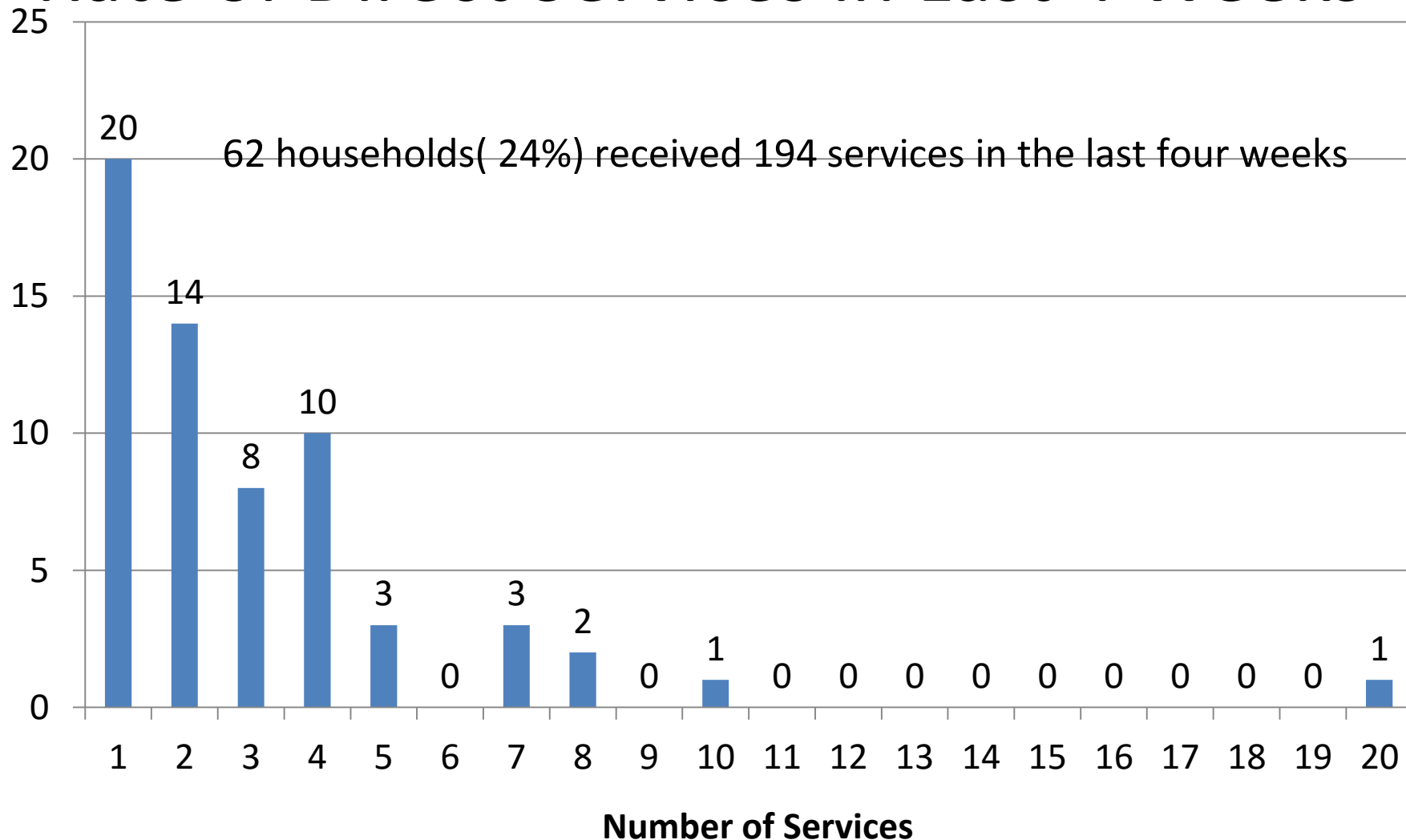
## How Many Households Served



## Heaviest Users of Services



# Rate of Direct Services in Last 4 Weeks



## Services in Last Year by Current Households

Number of Households

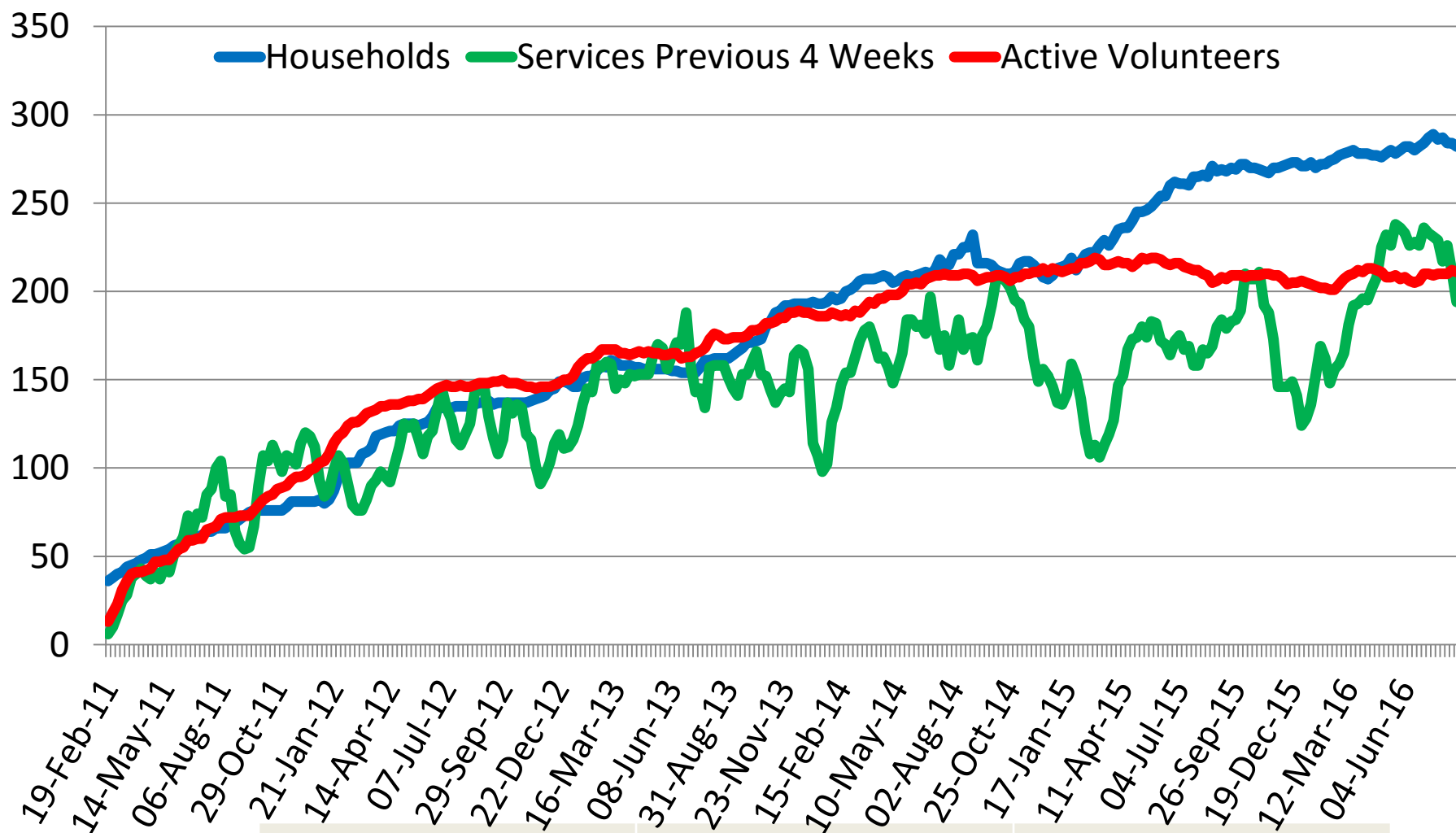
40  
35  
30  
25  
20  
15  
10  
5  
0

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 16 17 18 19 20 21 24 26 27 28 29 30 32 33 37 41 43 44 47 48 49 50 51 53 56 61 67 69 71 75 143 167

Number of Services

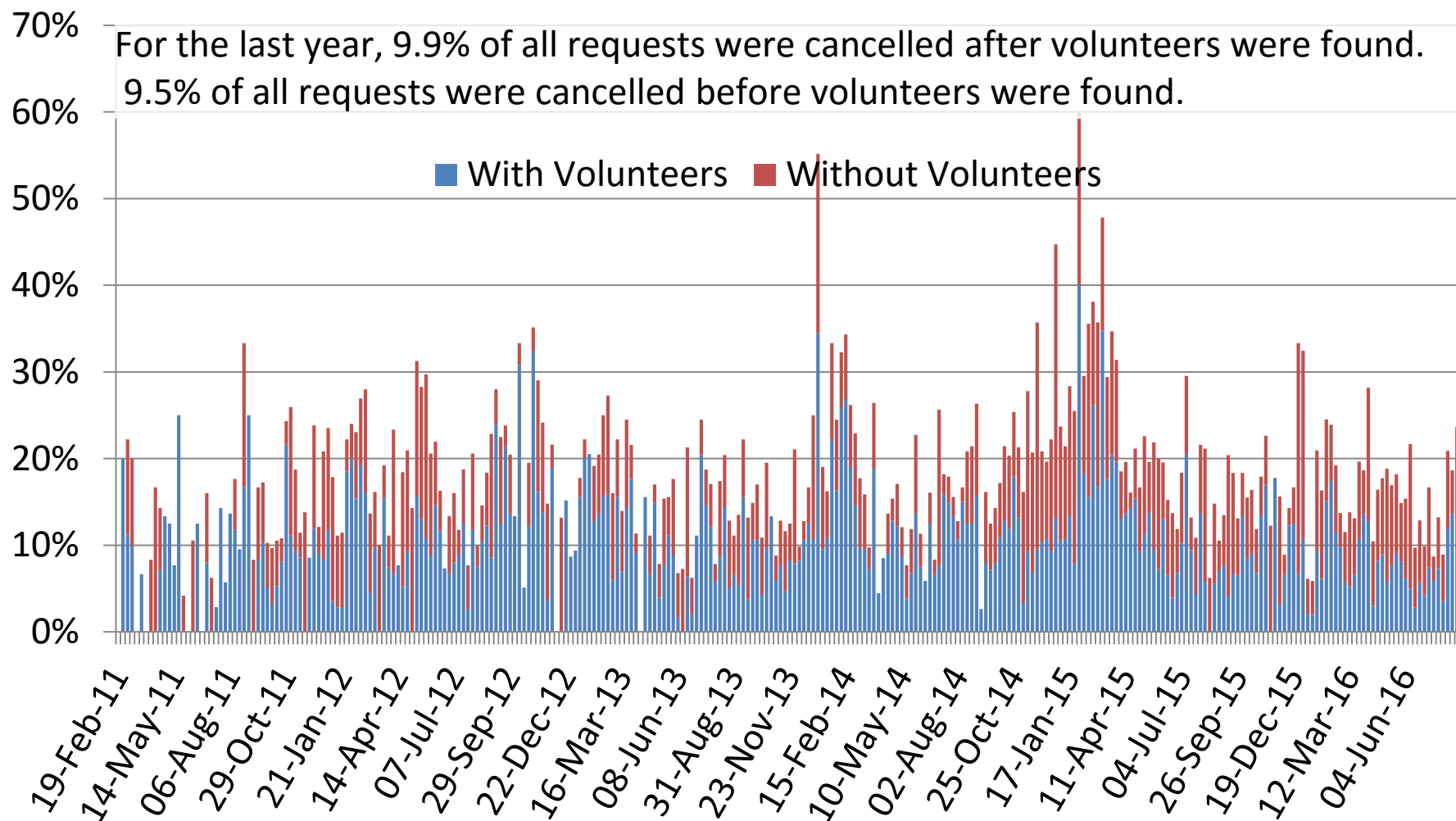


## Memberships, Active Volunteers, and Services per Month



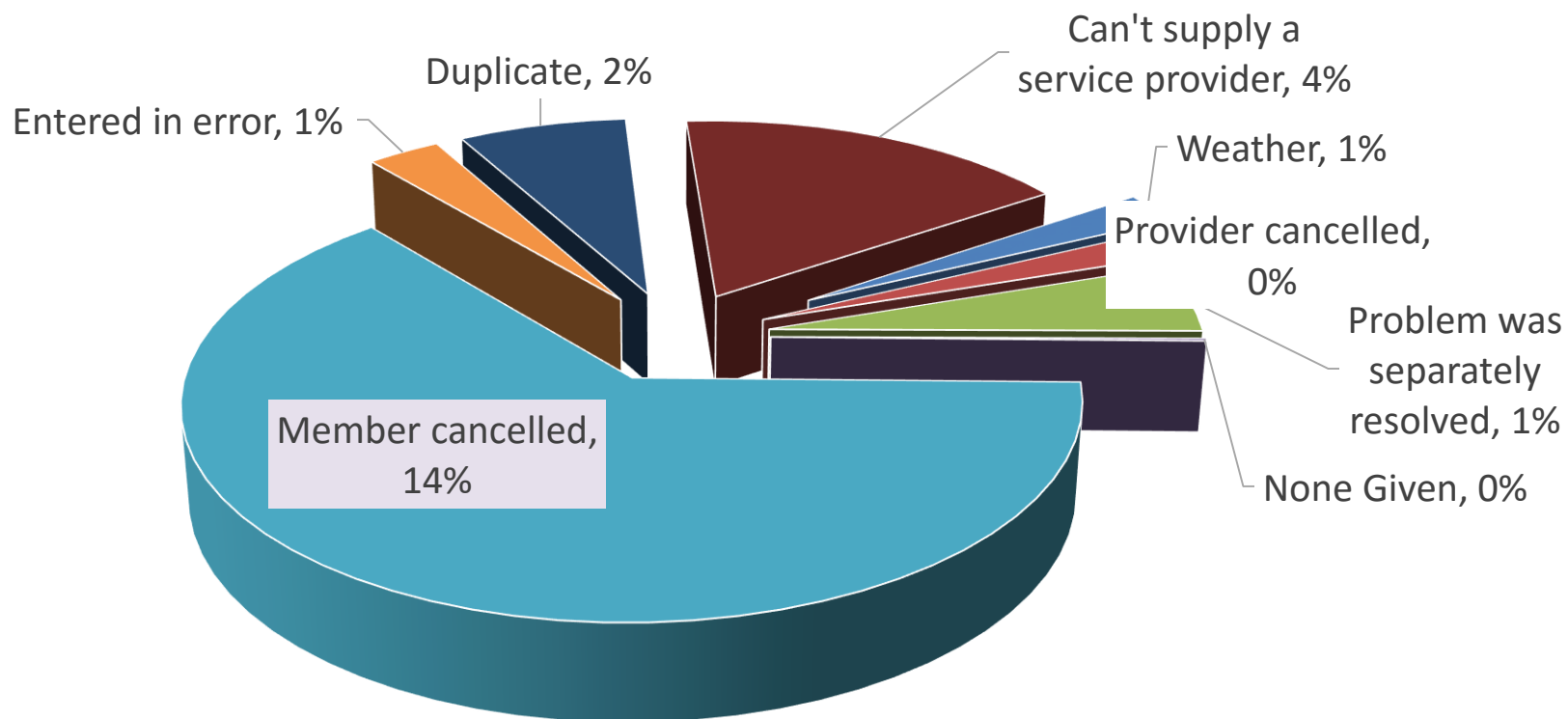
# WHAT IS OUR CANCELLATION RATE?

## Cancellations as a Percentage of Requests



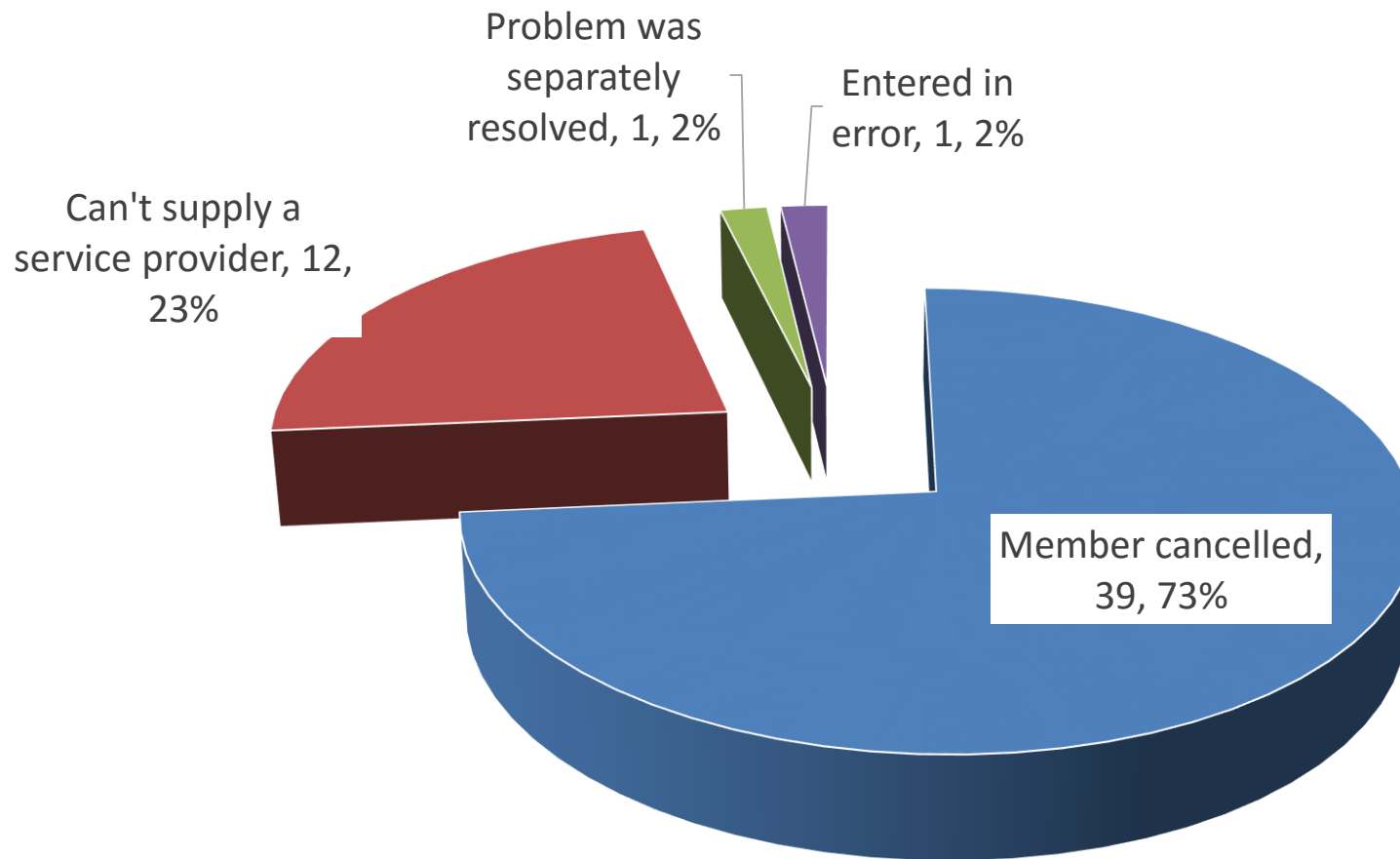
## Cancellation Reasons (Last 52 Weeks)

In addition to 2503 services performed last year, an additional 22% were cancelled.

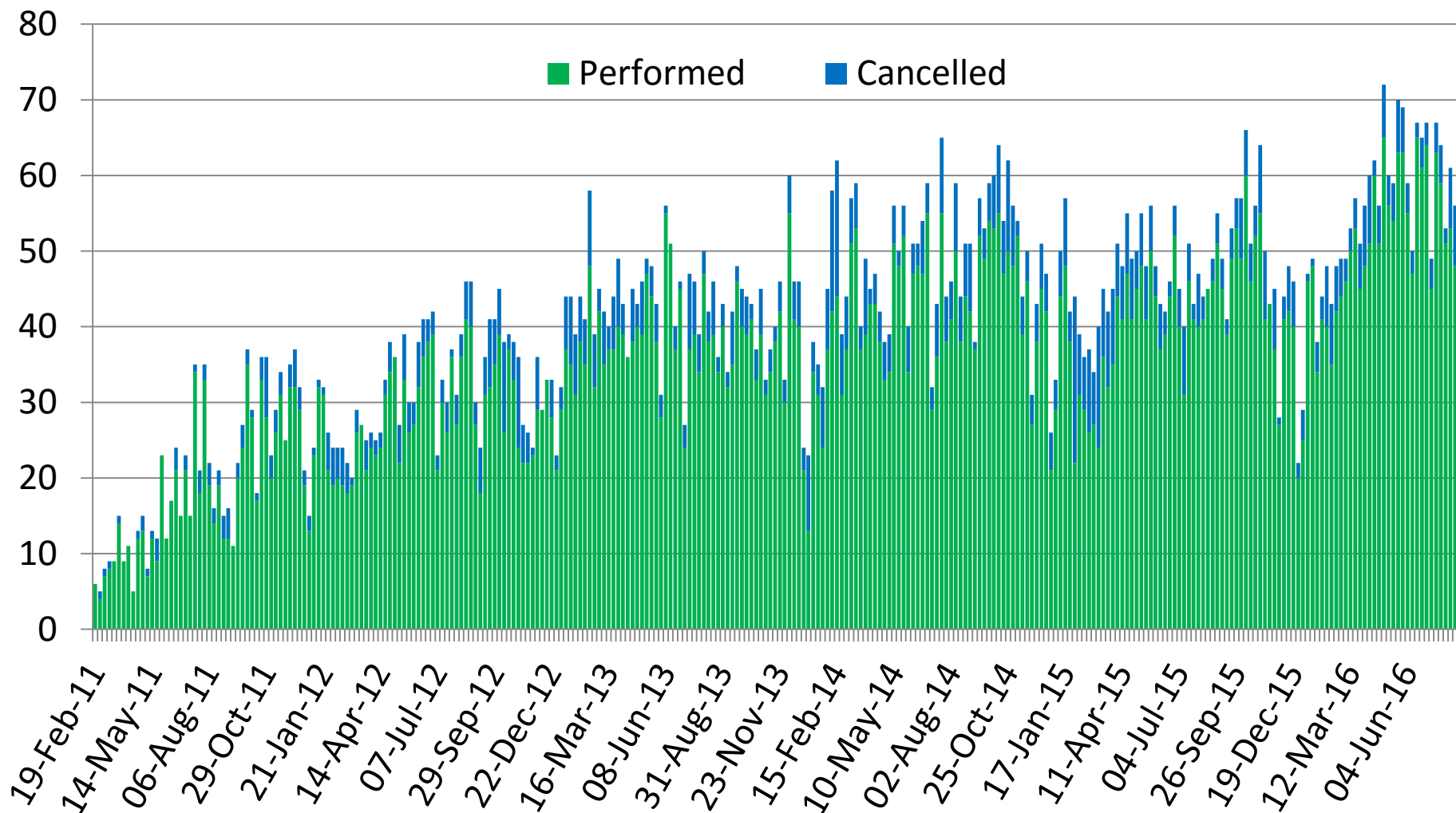


## Cancellation Reasons (Last 4 Weeks)

In addition to 194 services performed in the last four weeks, an additional 27% were cancelled.

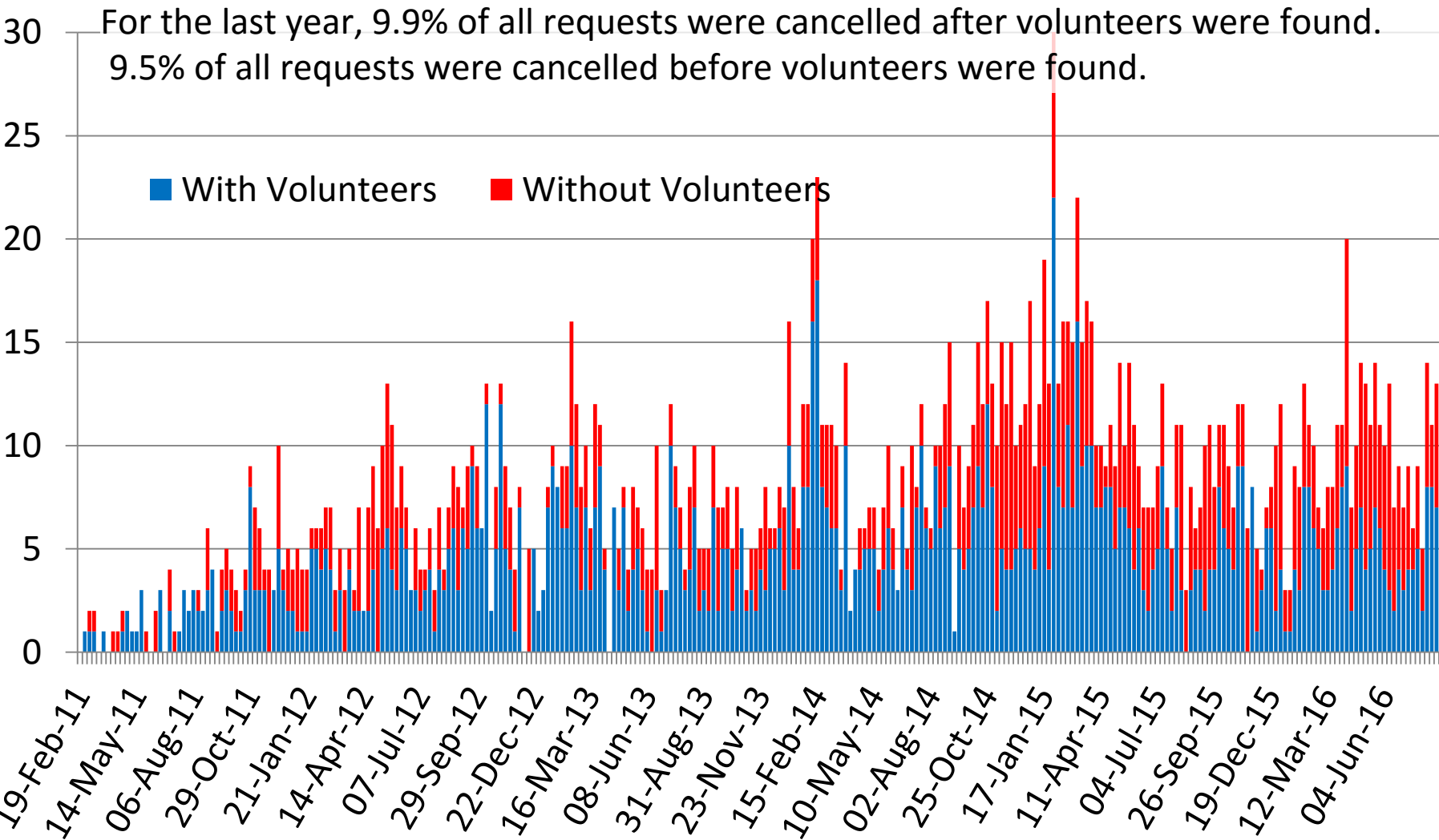


## Services Filled





# All Cancelled Services



# RETENTION

## WHY MEMBERS QUIT

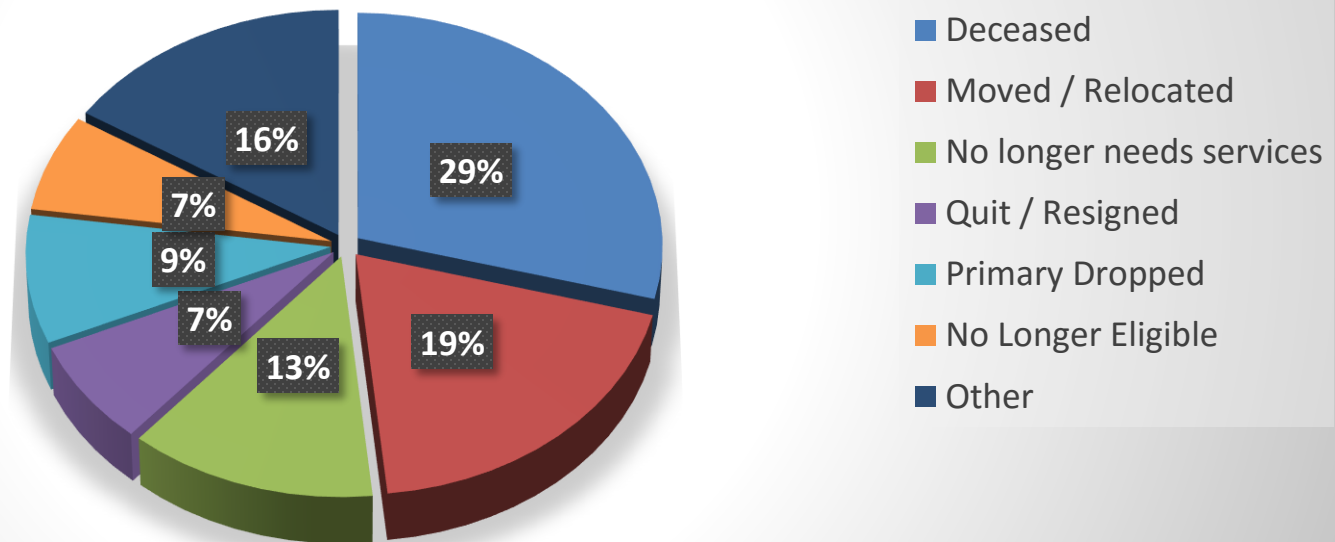
# Why Members Quit

- Since we began in February 2011, we have had a total of 602 members, 281 of whom (47%) 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
- **32** households that are currently members have not asked for any services in the last year, which bears this out.

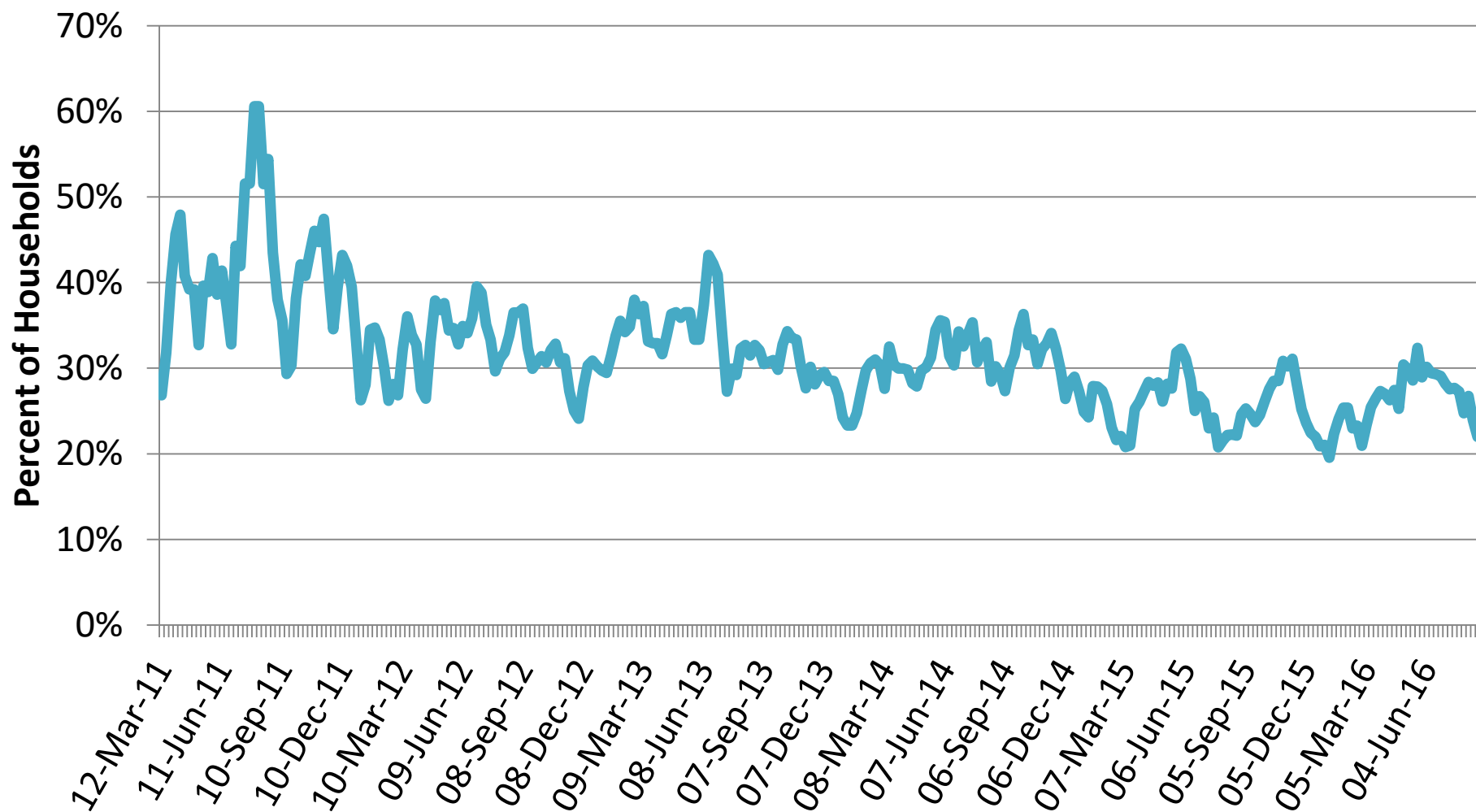
## Why Members Quit

8/20/2016

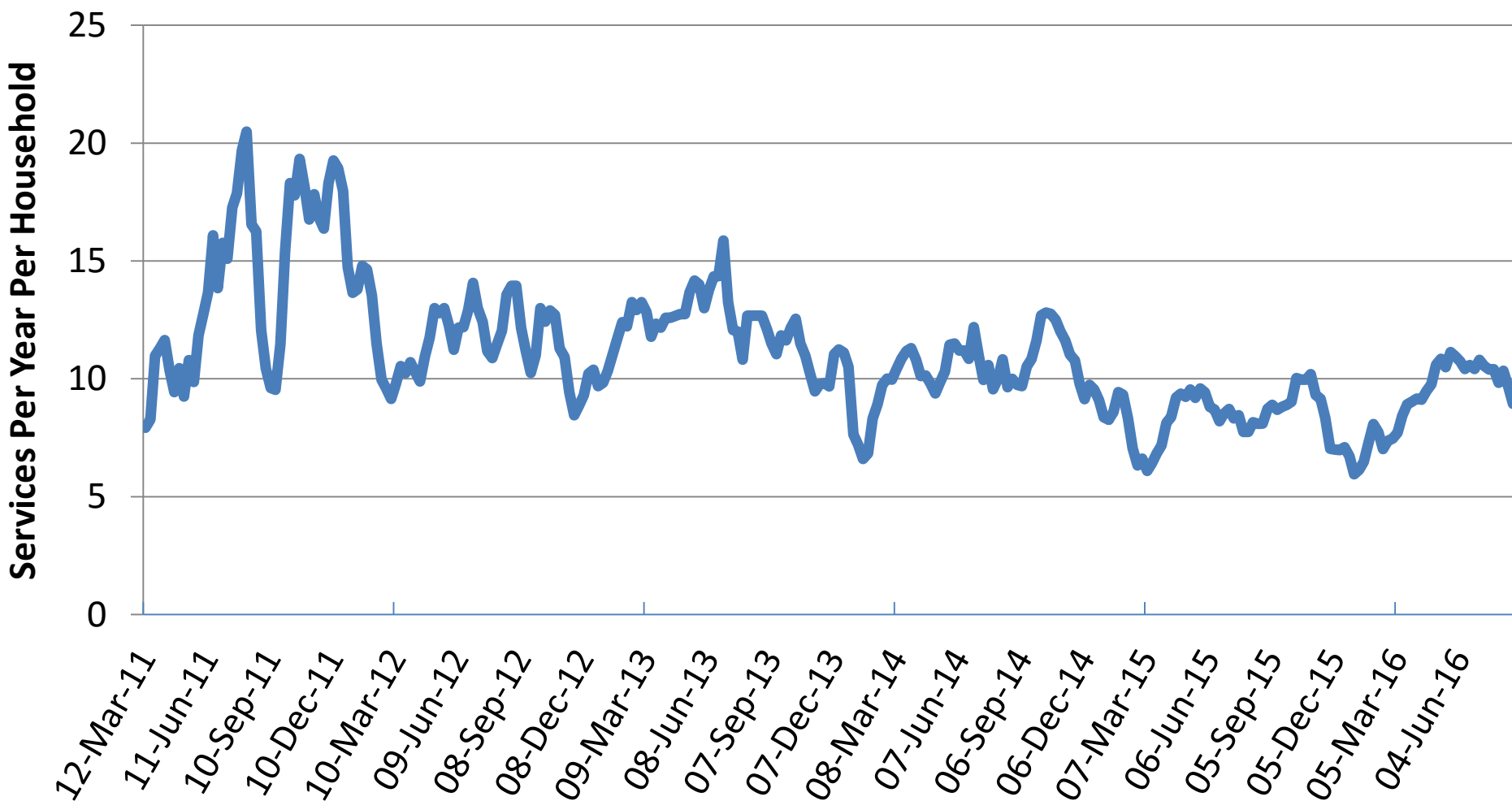
Since we began in February 2011, we have had a total of 602 members, 281 of whom (47%) have dropped their membership



## % of Households Receiving Services in Preceding Month



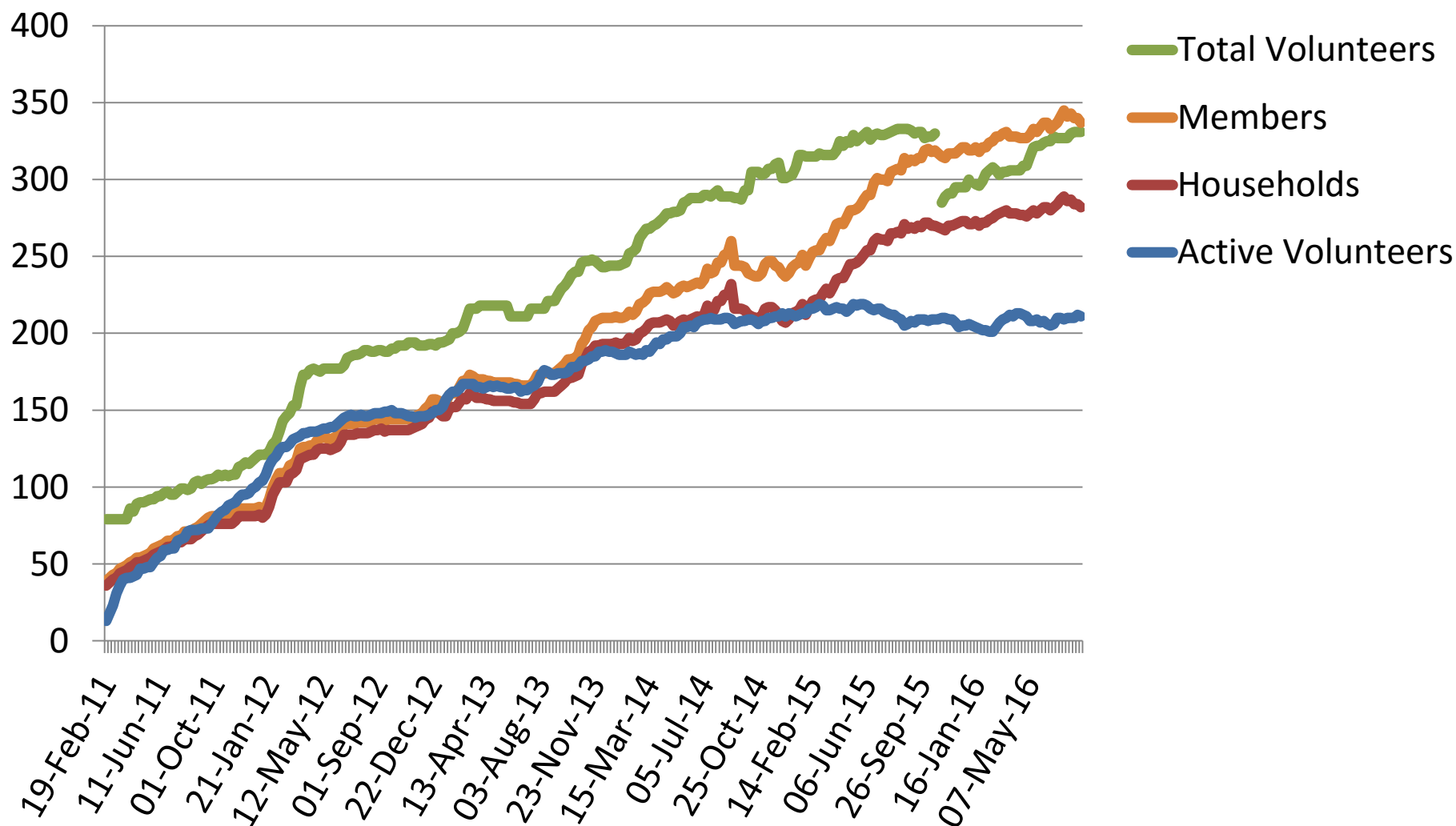
## Annual Rate of Services per Household



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

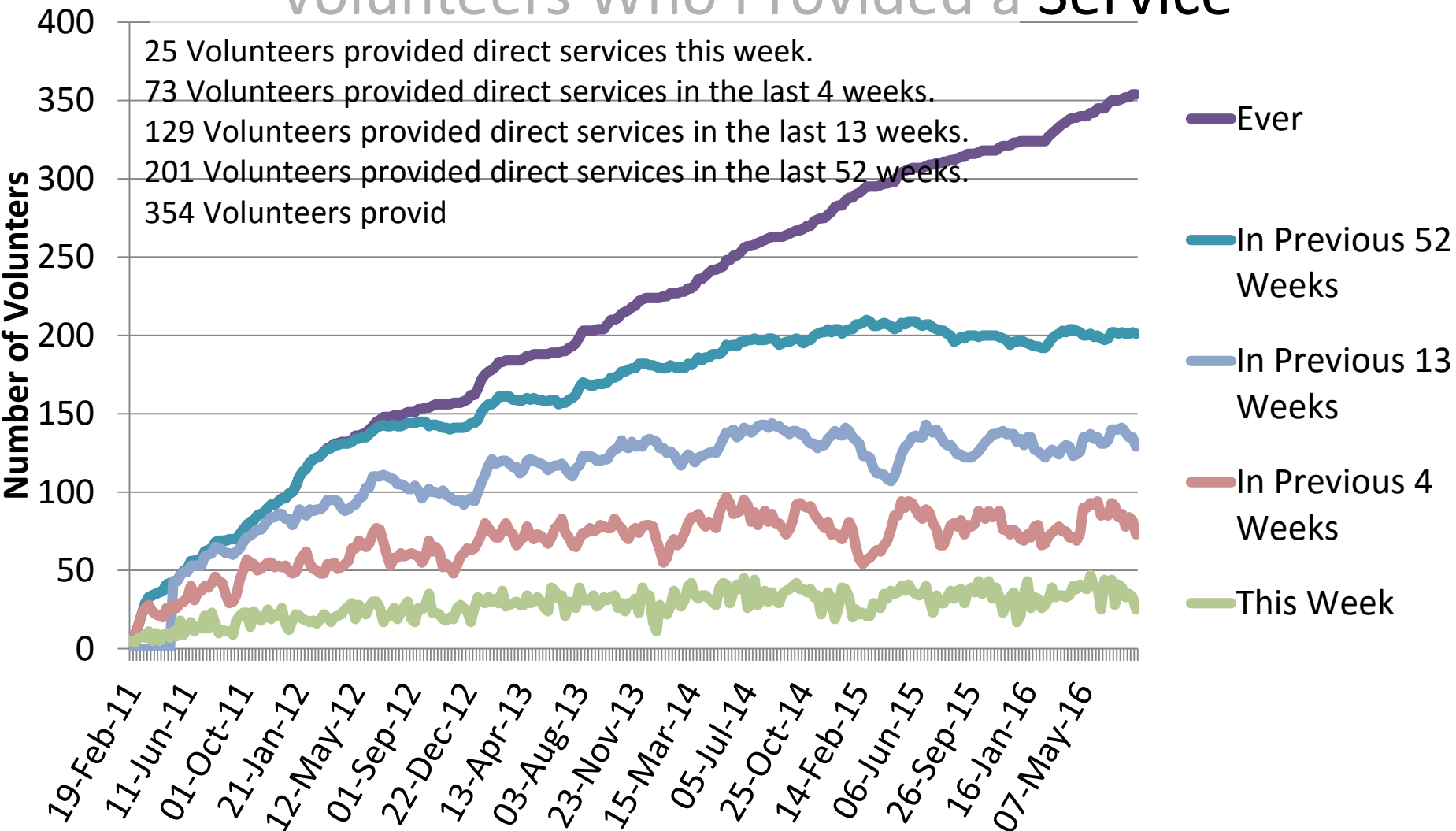
## VOLUNTEERS

## Growth Rates of Members, Households and Volunteers



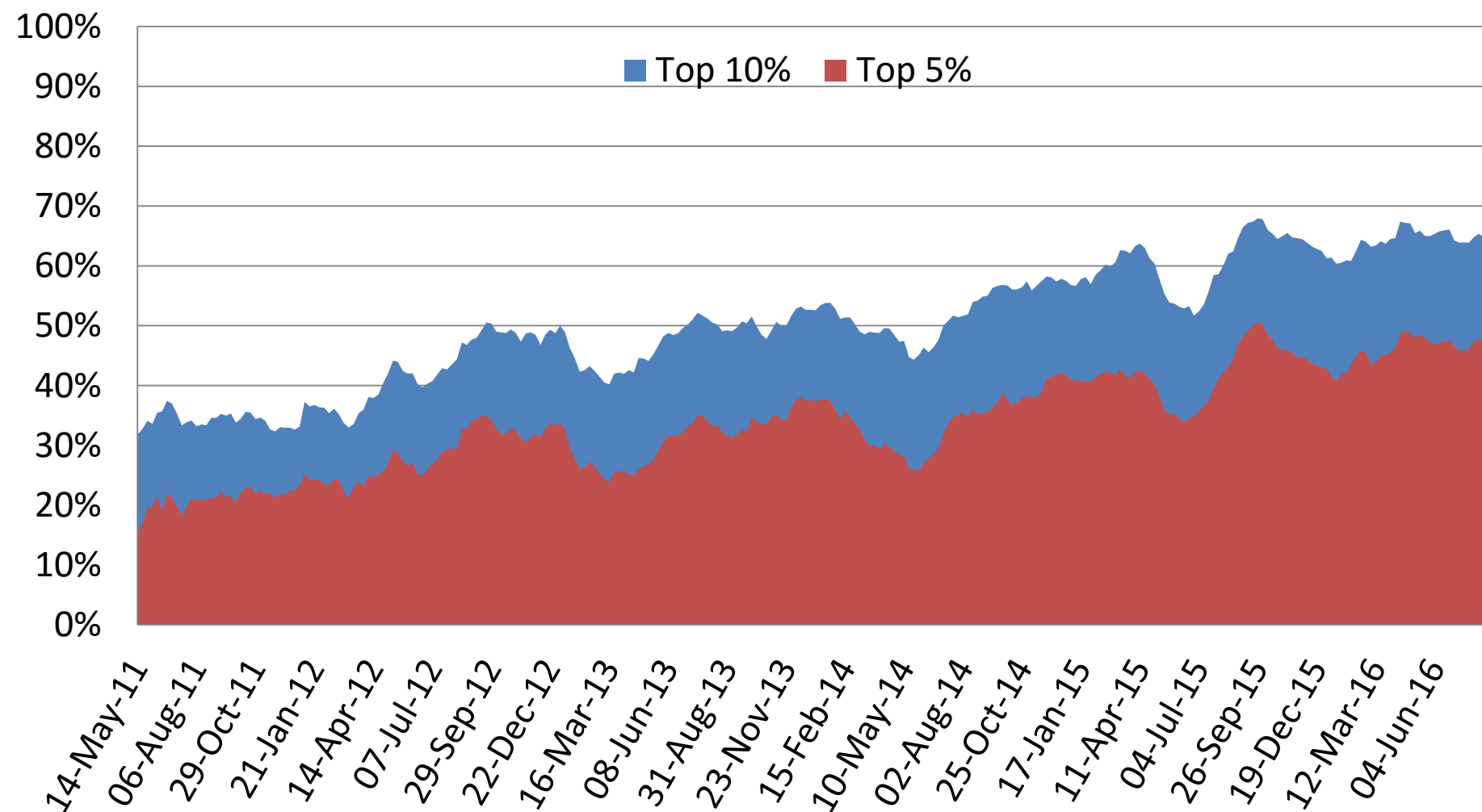


# Volunteers Who Provided a Service





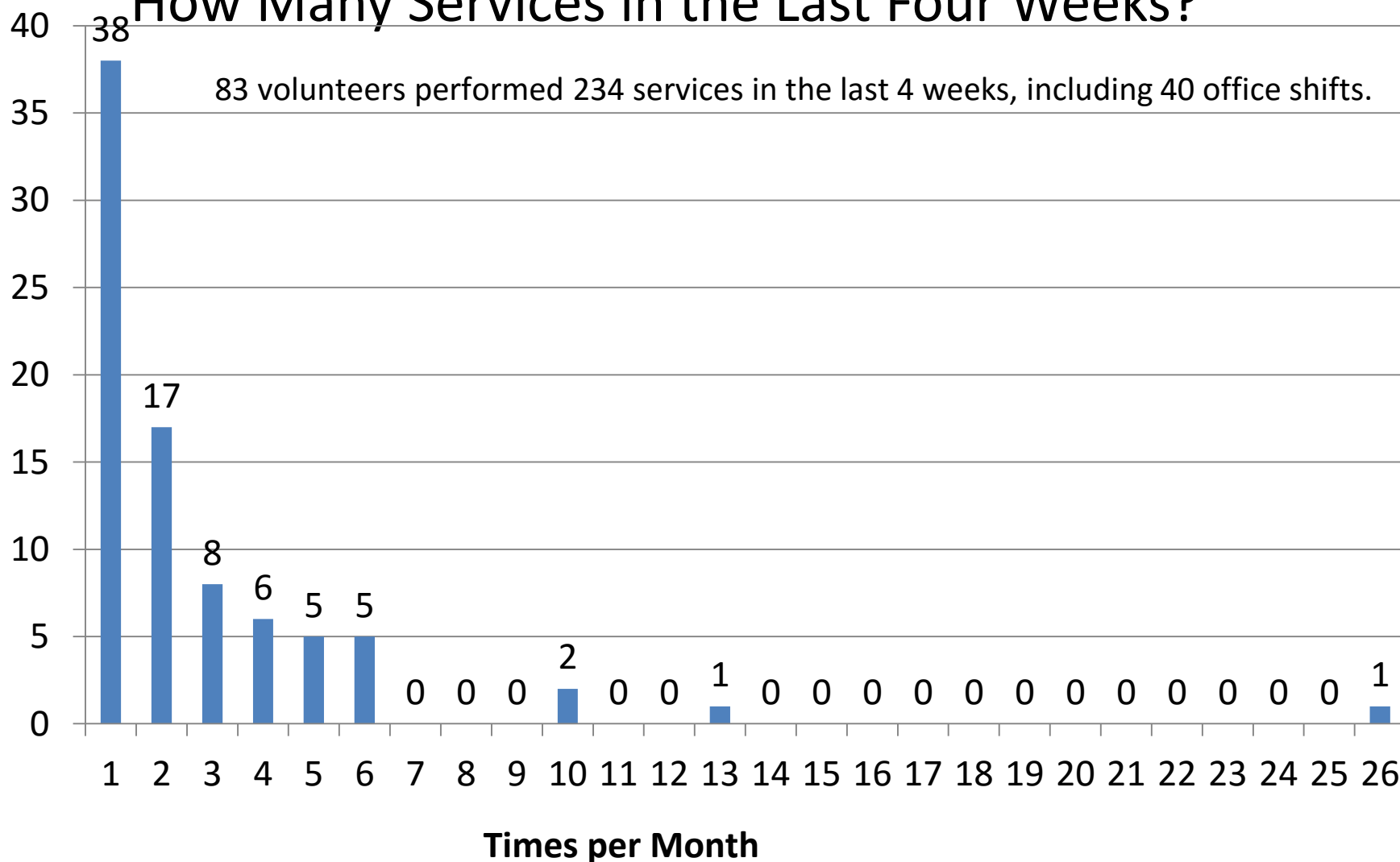
## Most Active Volunteers During Previous Four Weeks



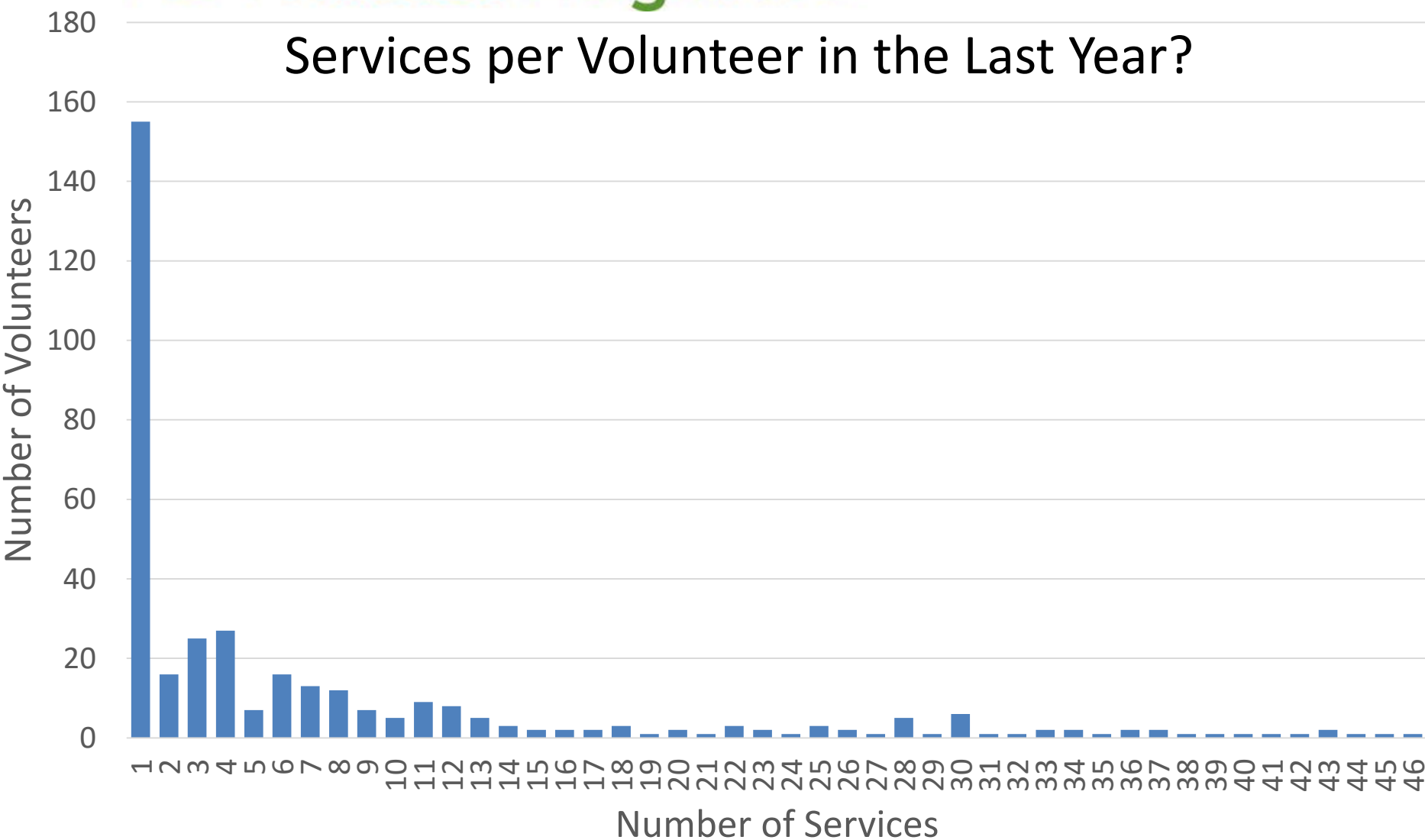
## How Many Services in the Last Four Weeks?

83 volunteers performed 234 services in the last 4 weeks, including 40 office shifts.

Number of Volunteers

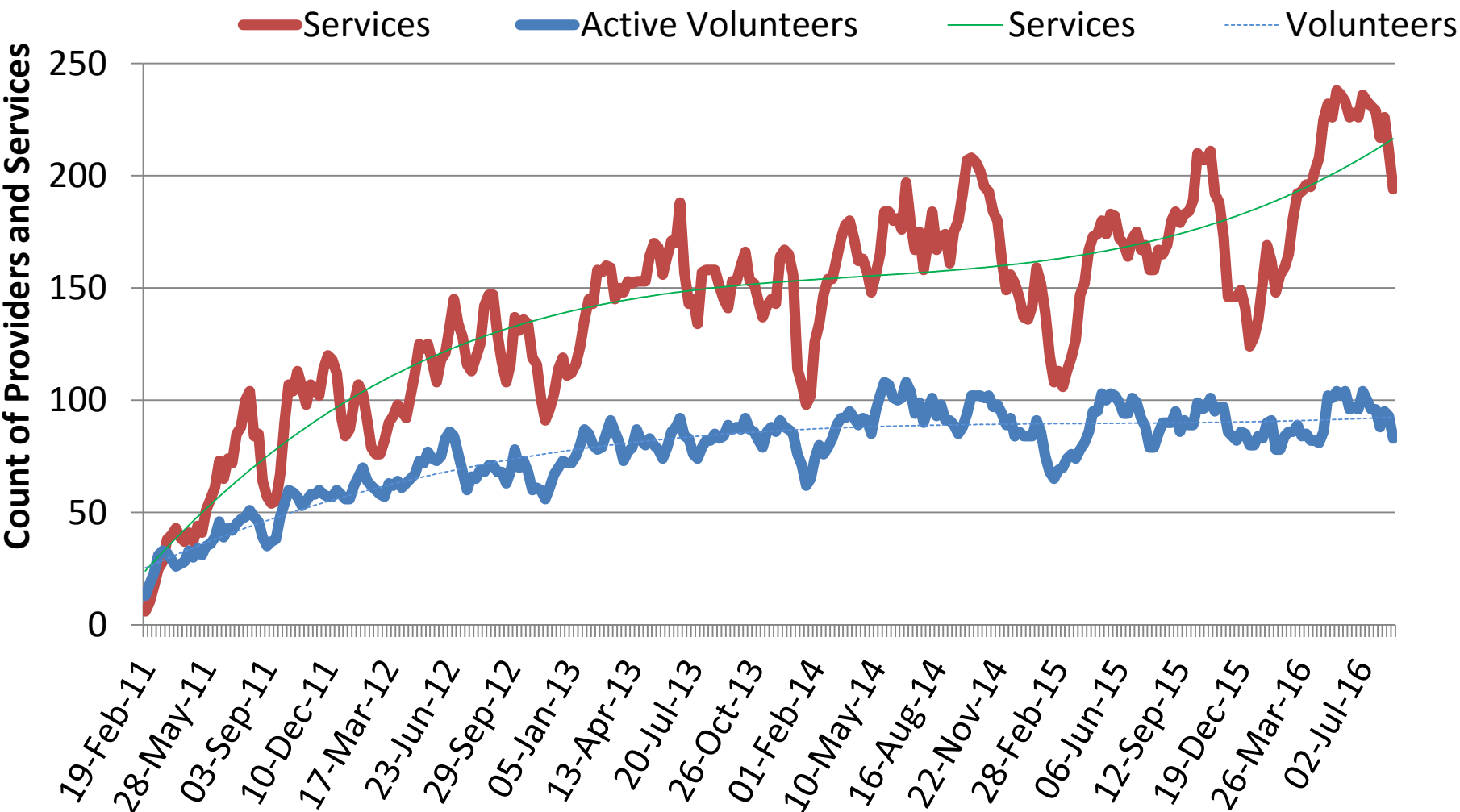


## Services per Volunteer in the Last Year?

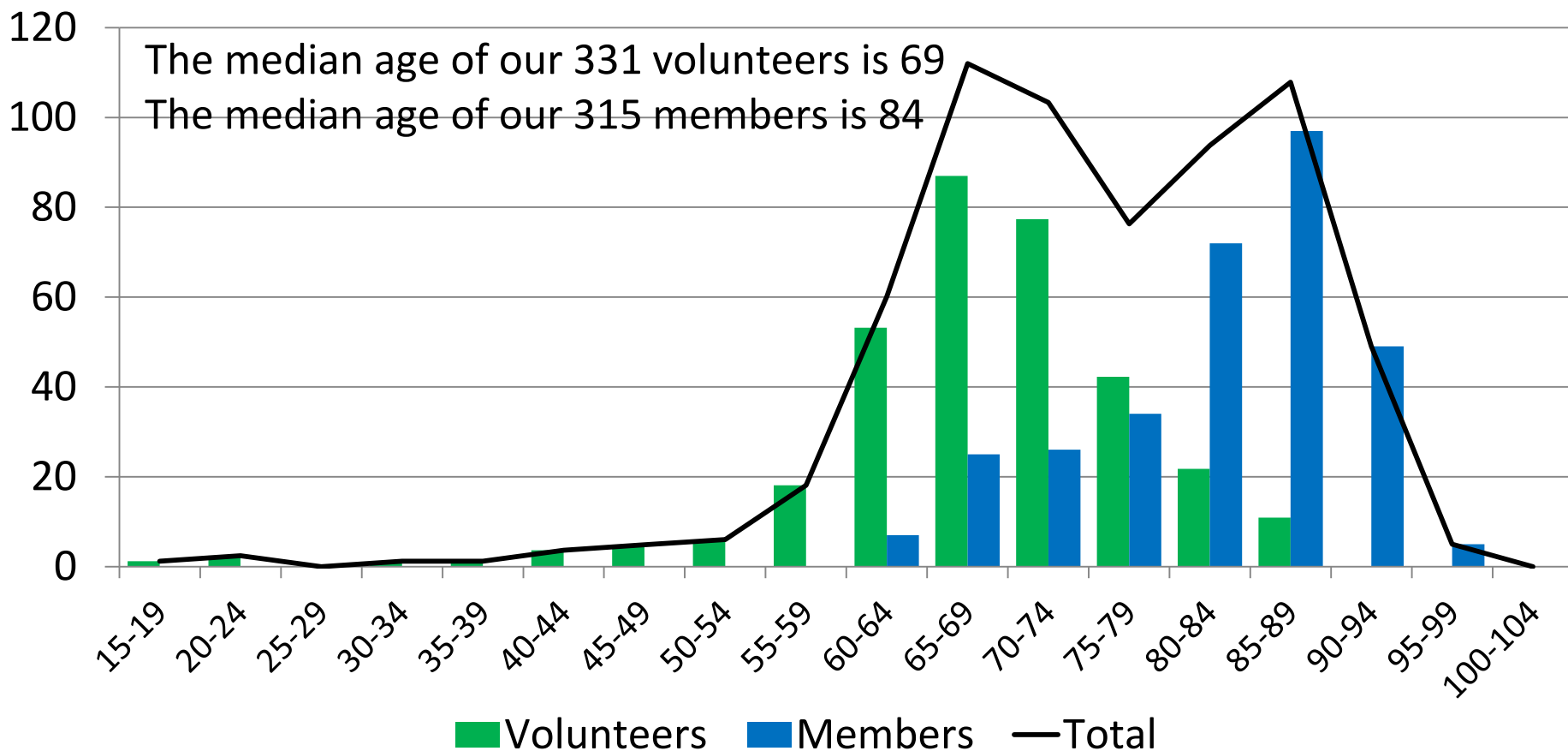




## Volunteers and Services Previous 4 Weeks



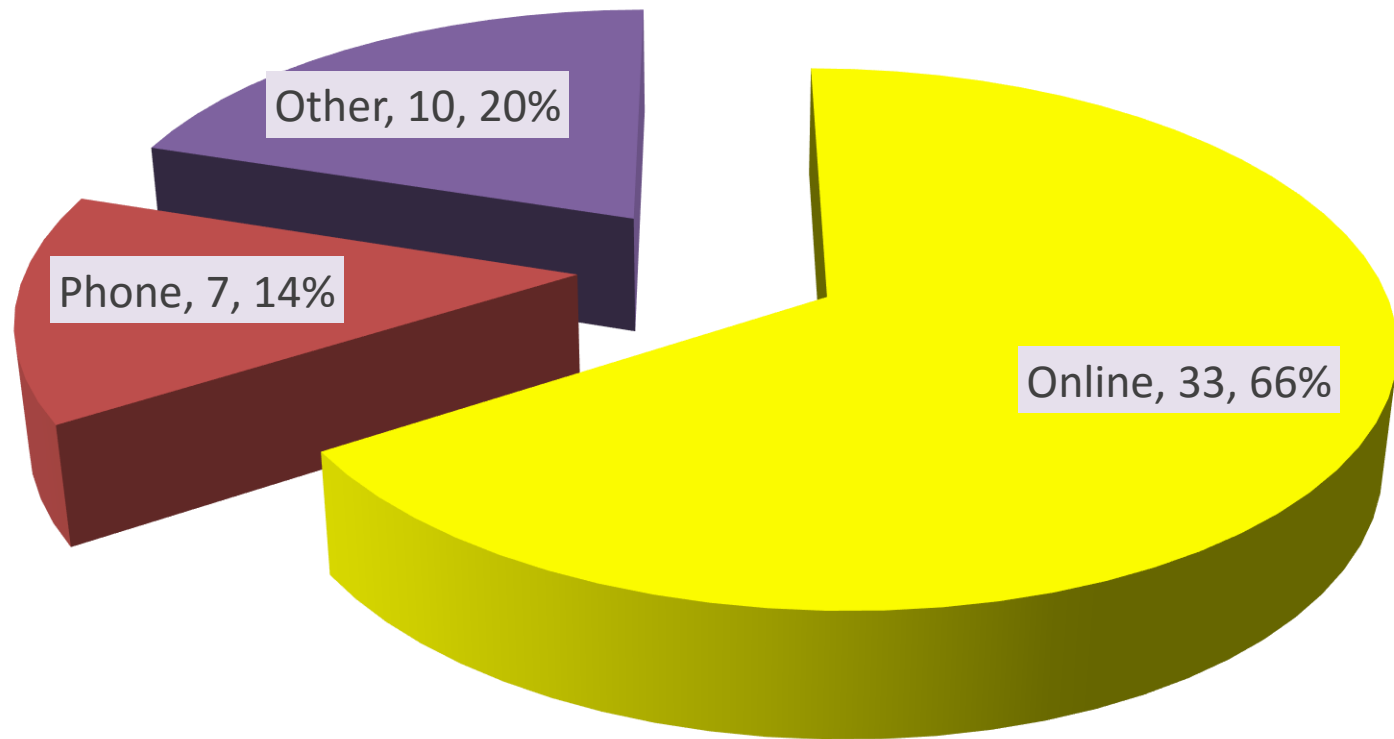
# Age of Volunteers



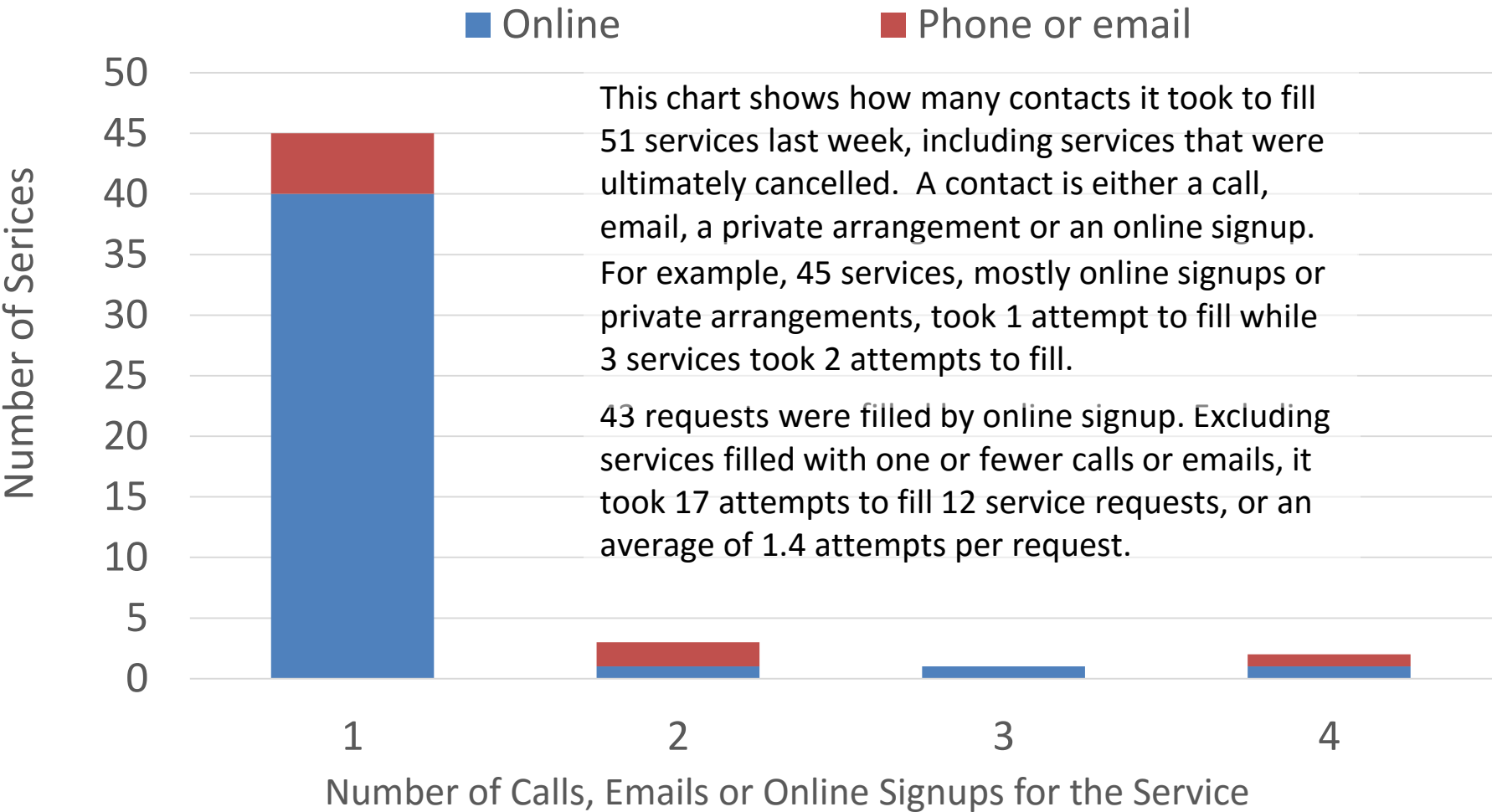
## Contact Method for Signup

- This week did not see a lot of effort in filling requests.
- We placed **14** phone calls to fill requests, and **7** services were filled with phone calls.
- We sent **6** emails to fill requests and **0** services were 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 **1.4** calls or emails to secure a volunteer.

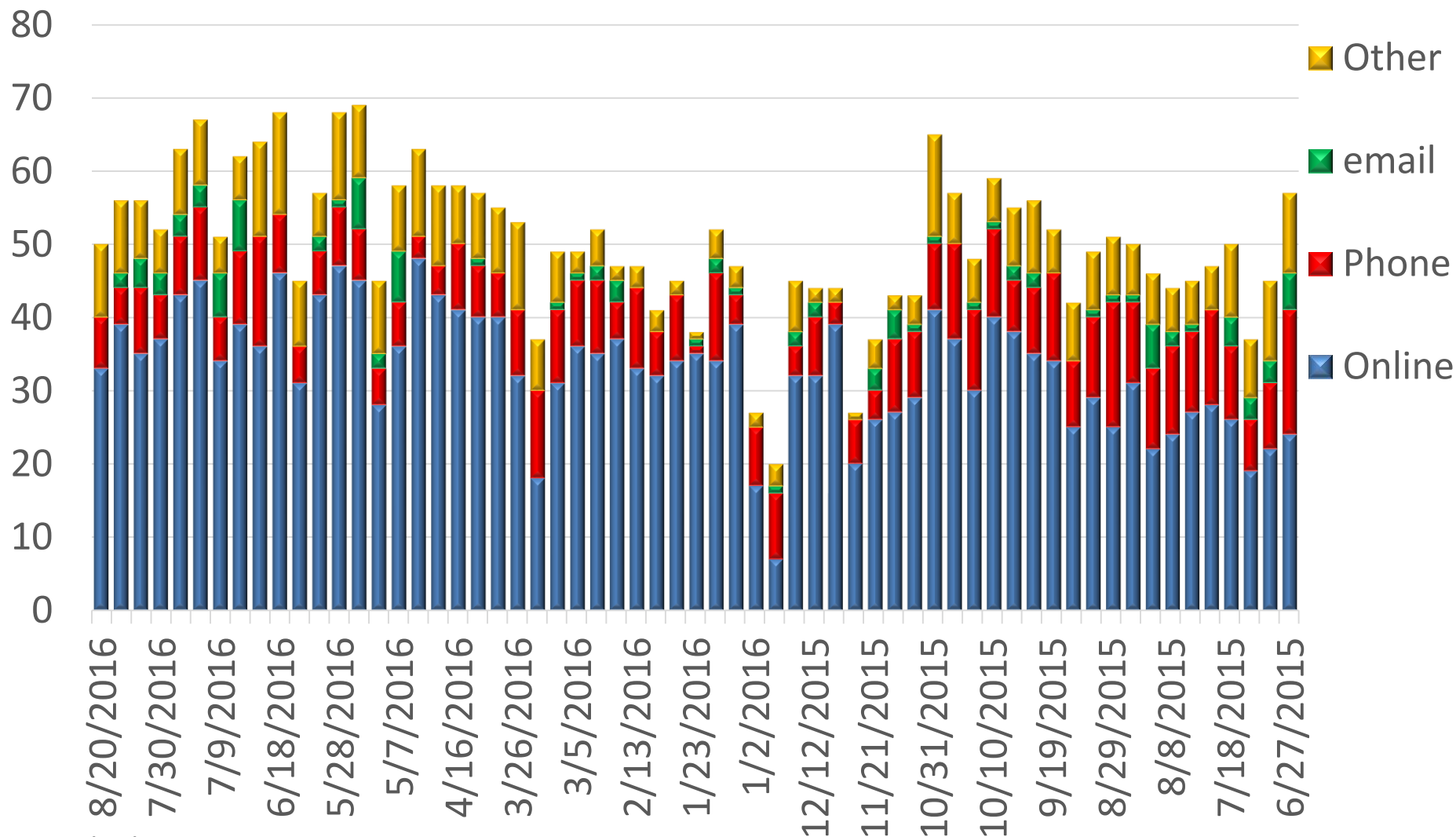
## How Volunteers Were Found



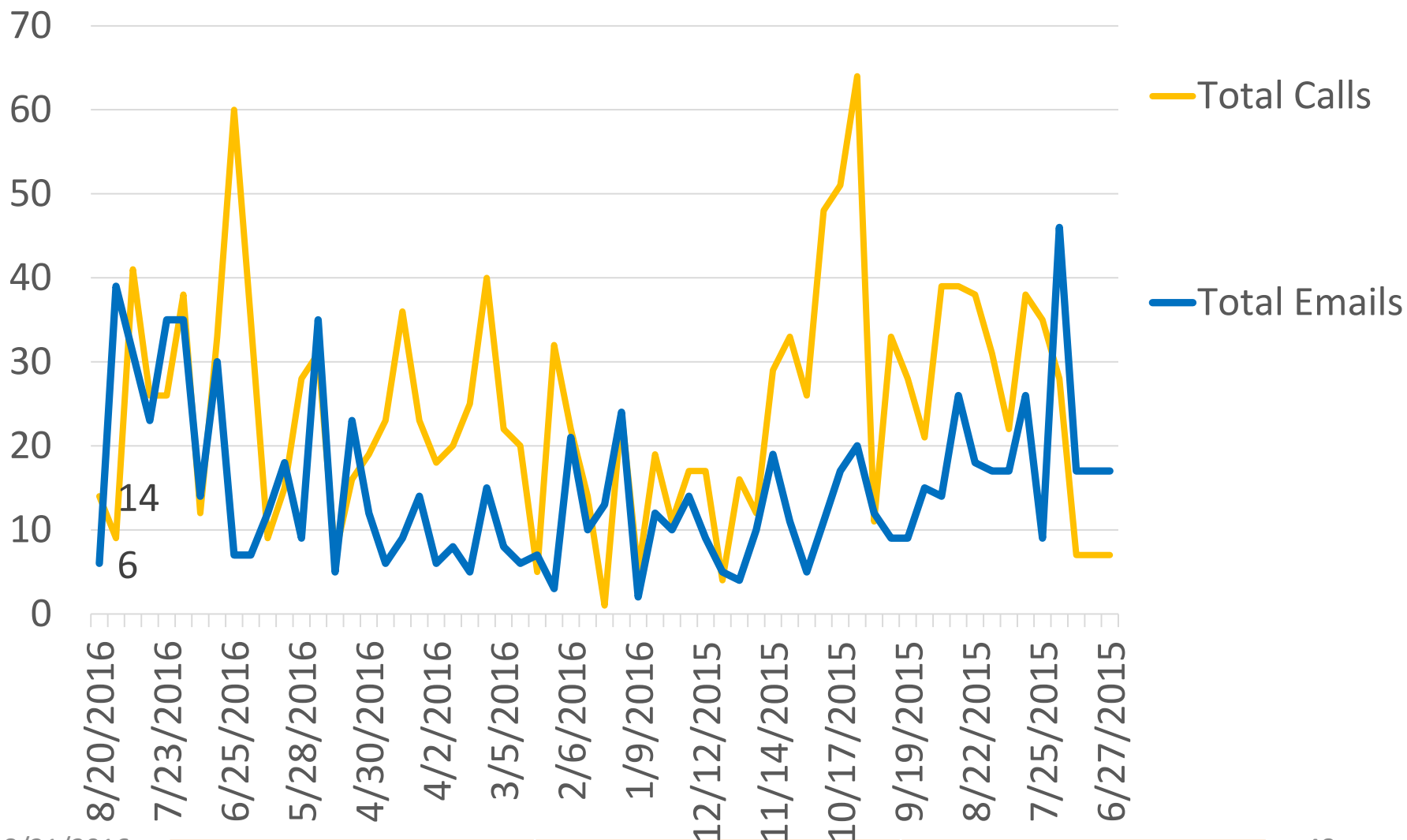
# Number of Contacts to Fill This Week's Service



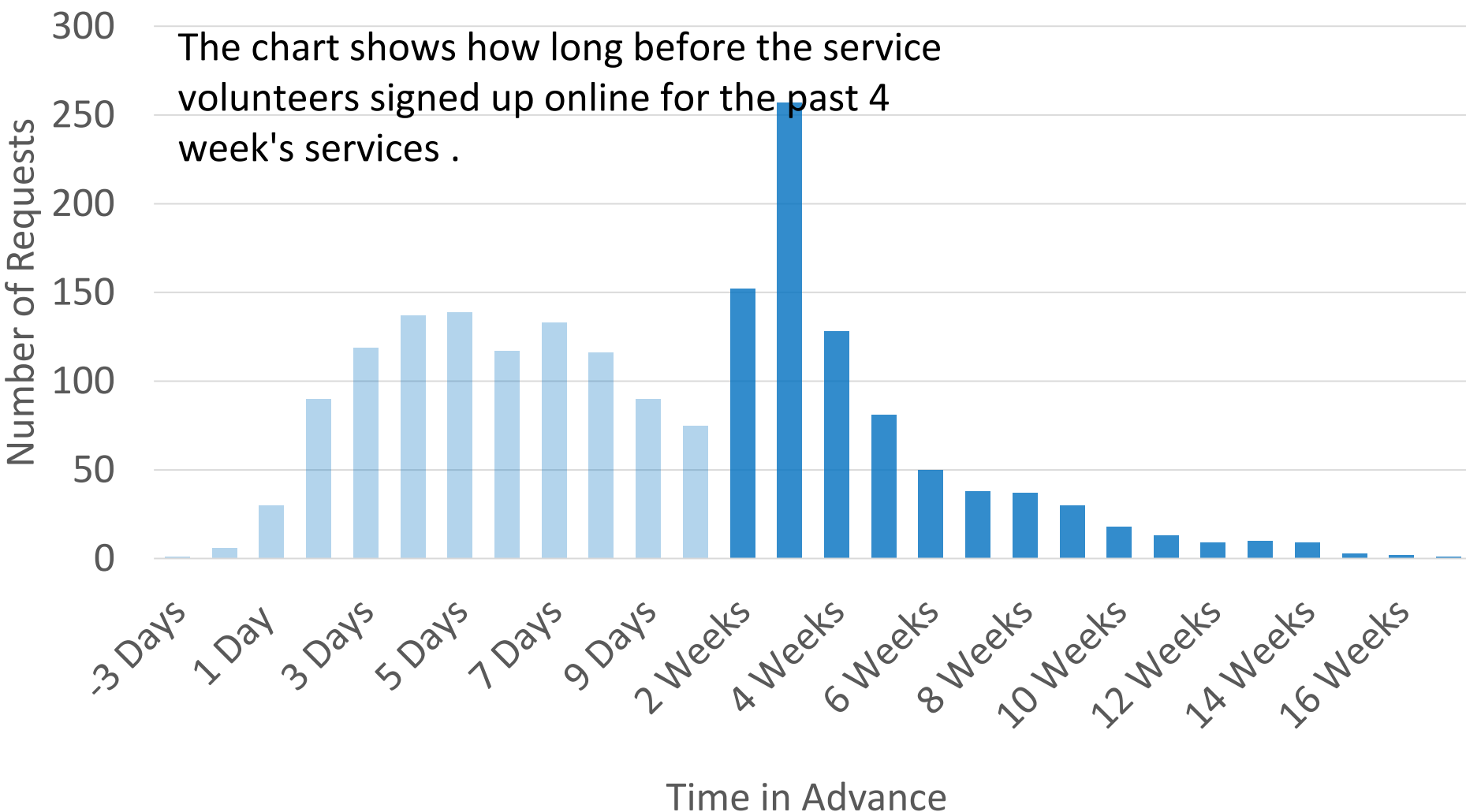
# How Volunteers Who Filled Services Were Contacted



# Total Calls and Emails



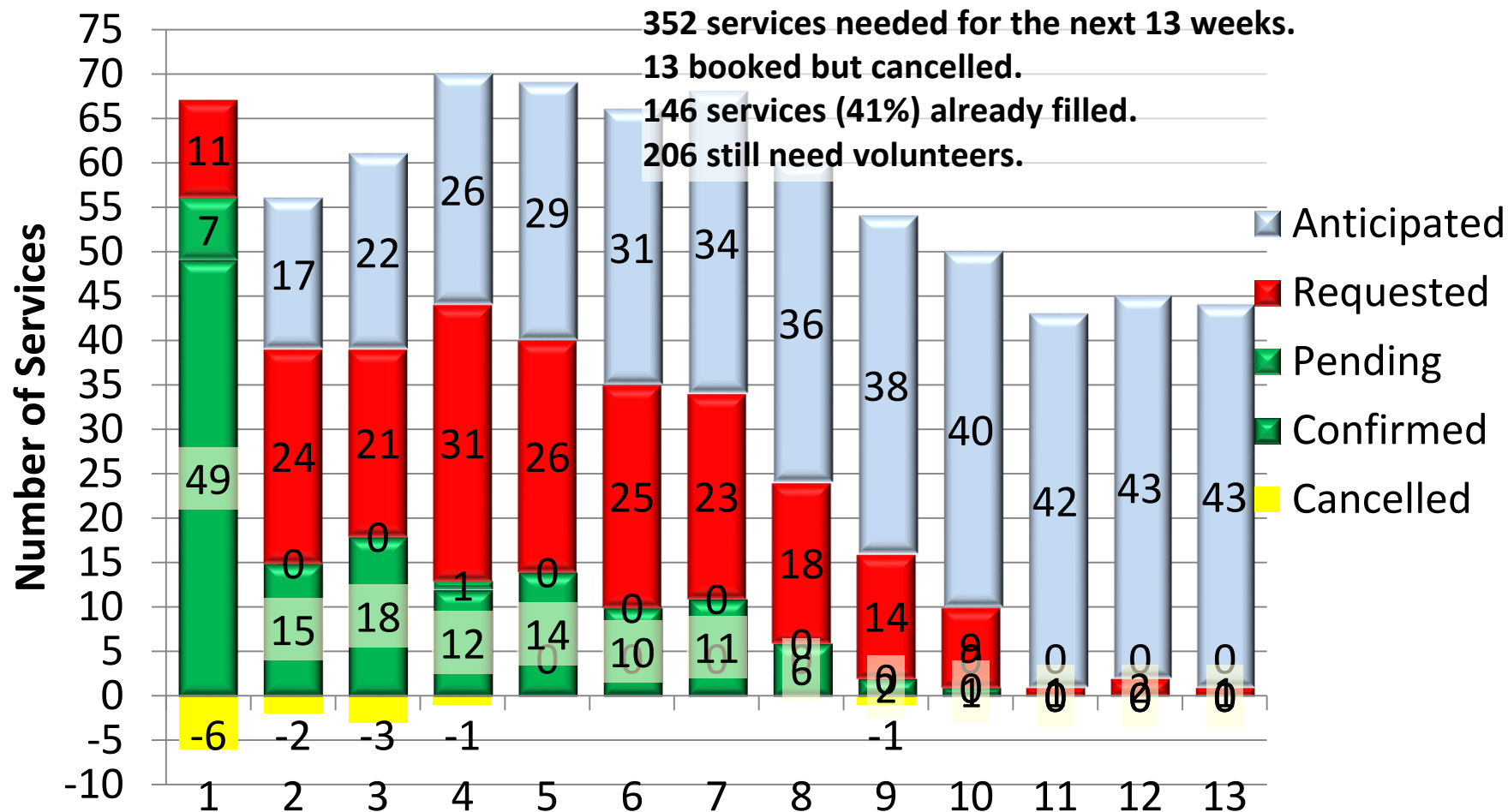
## How Far in Advance do Volunteers Sign Up Online



Looking forward

# FUTURE SERVICES

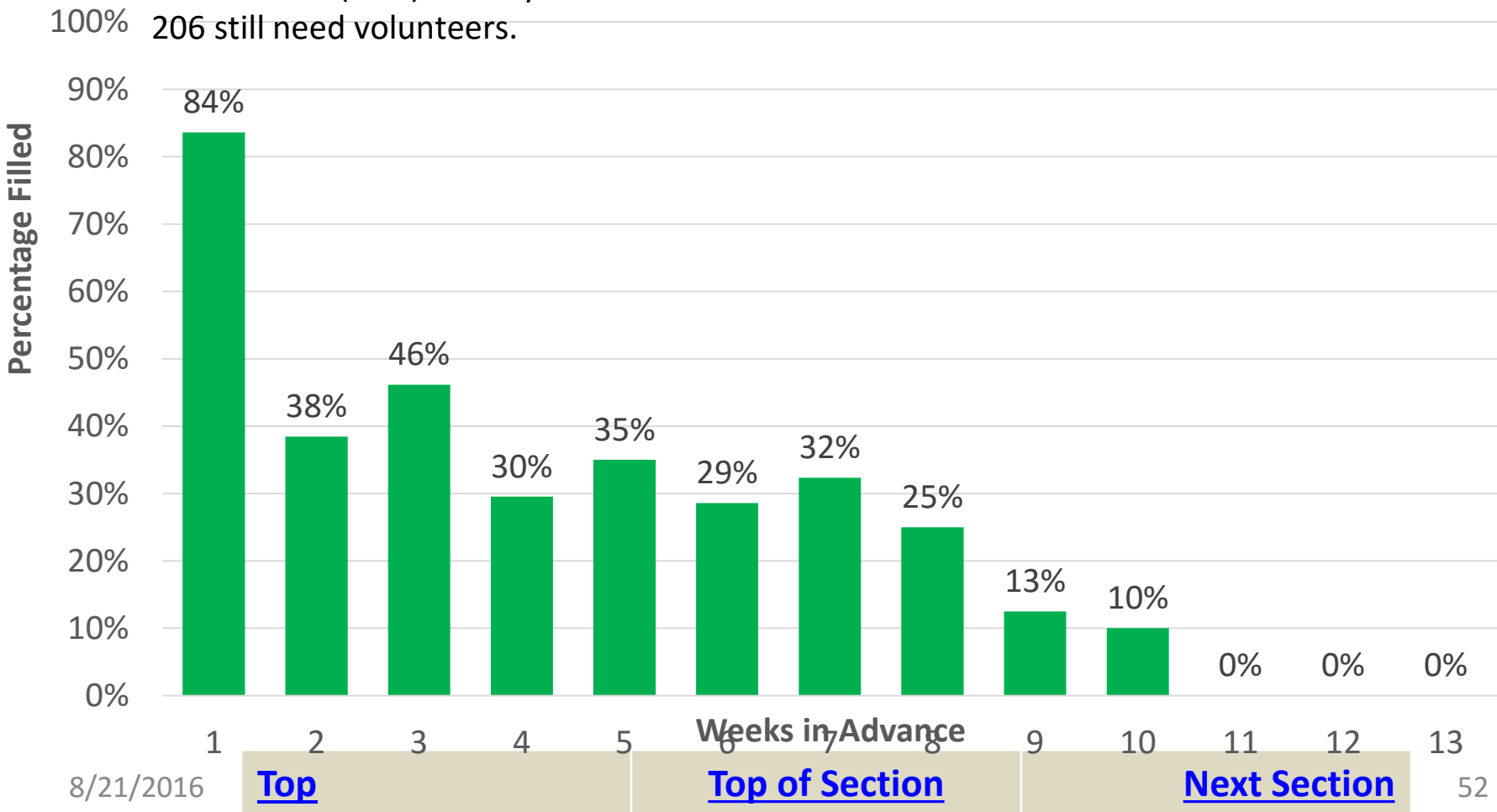
## Service Requests on the Books





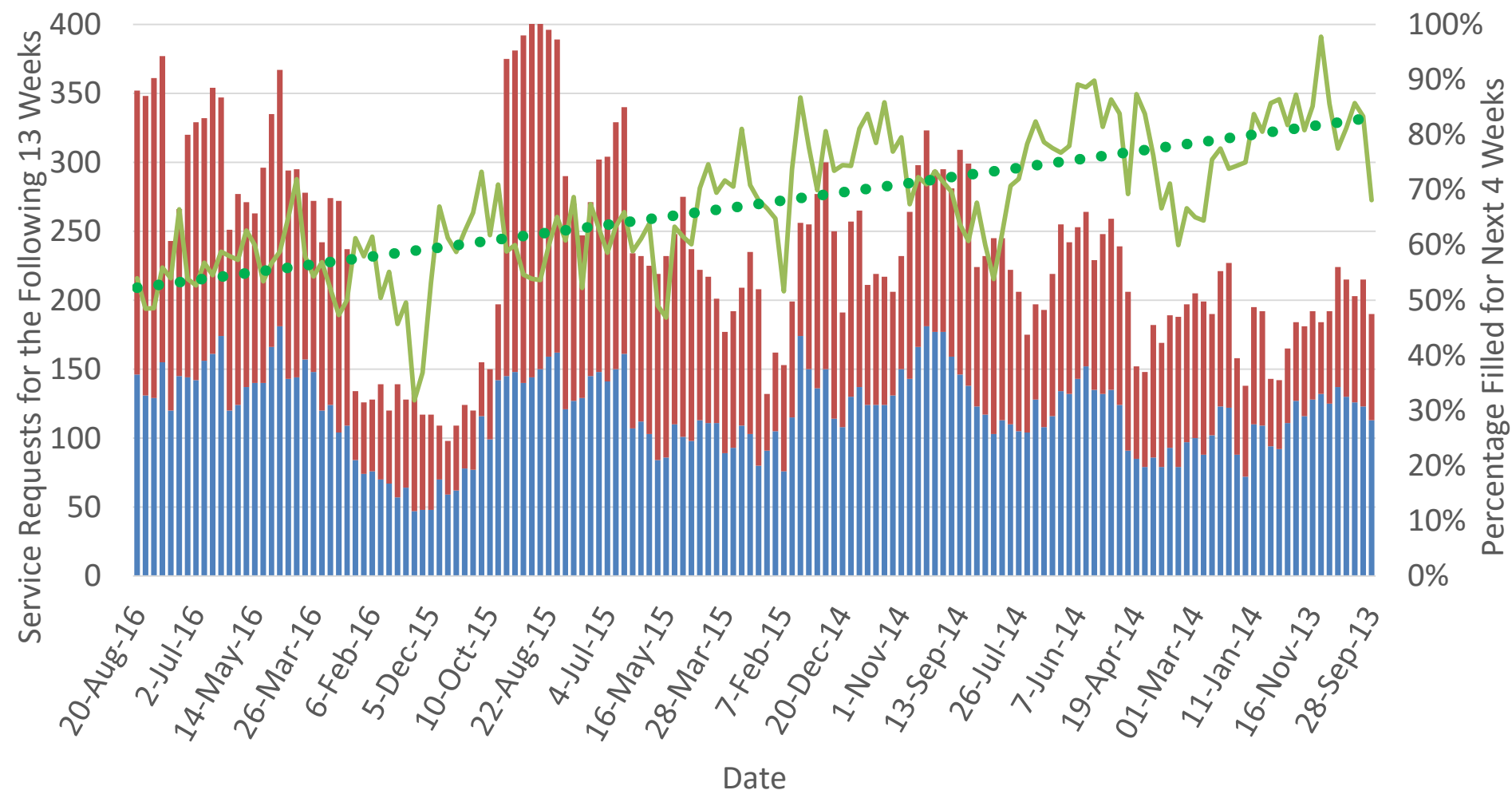
# Percentage of Services for Next 13 Weeks Filled

352 future services covering the next 13 weeks.  
146 services (41%) already filled.  
206 still need volunteers.

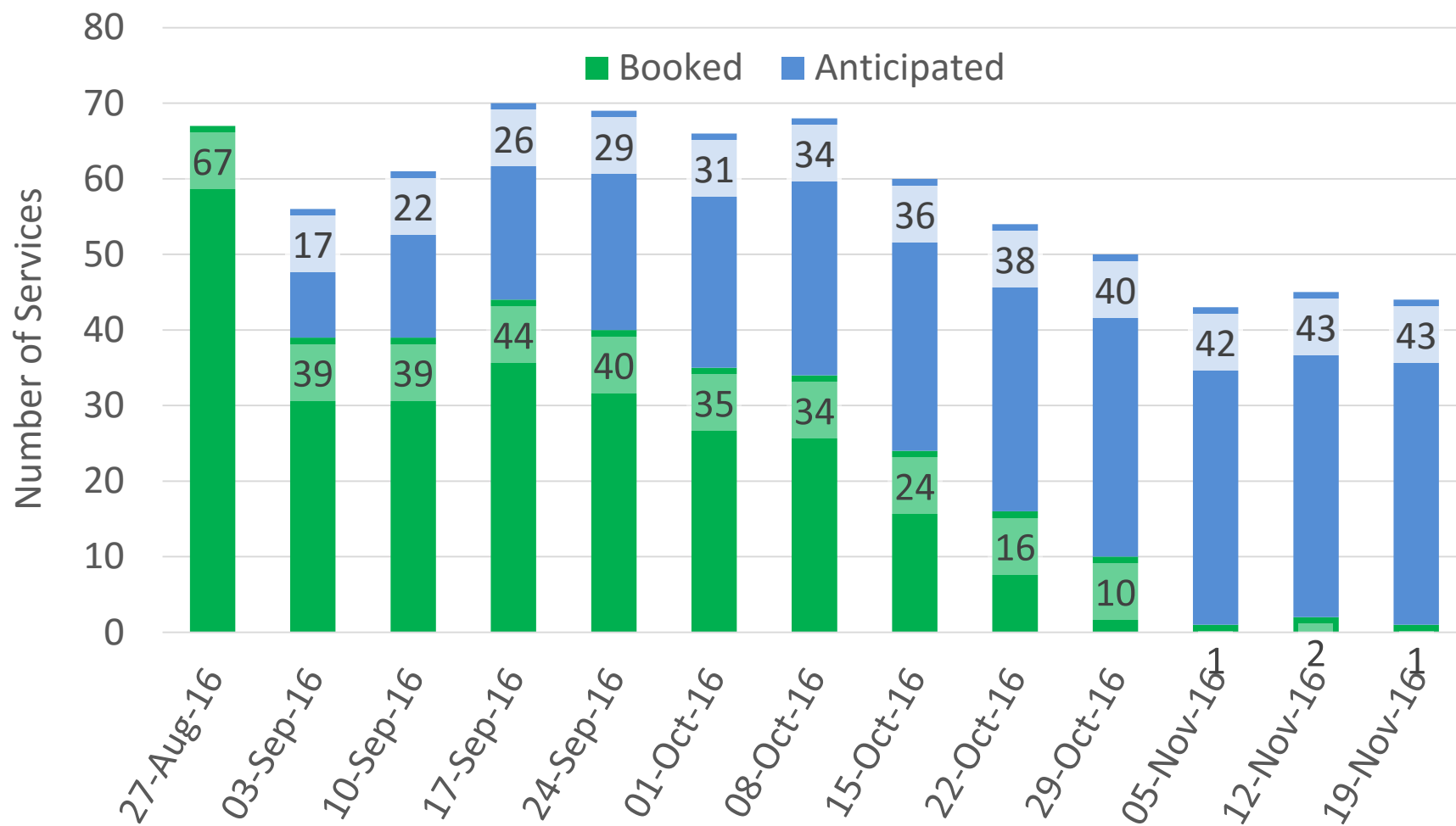


## History of Future Requests

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



## Projected Future Services

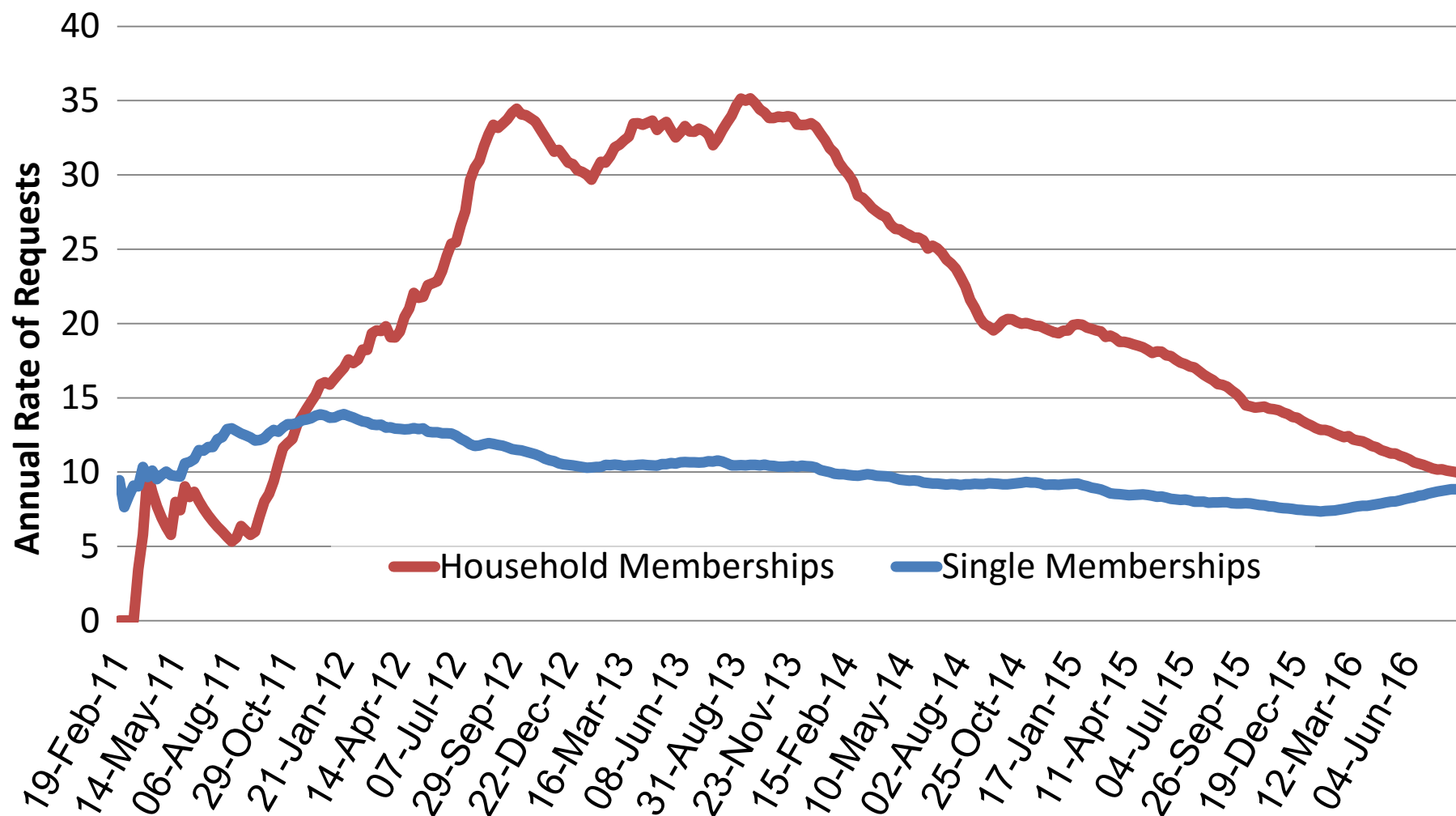


# What are the Differences Between Single And Household Memberships?

## 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 only a bit 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

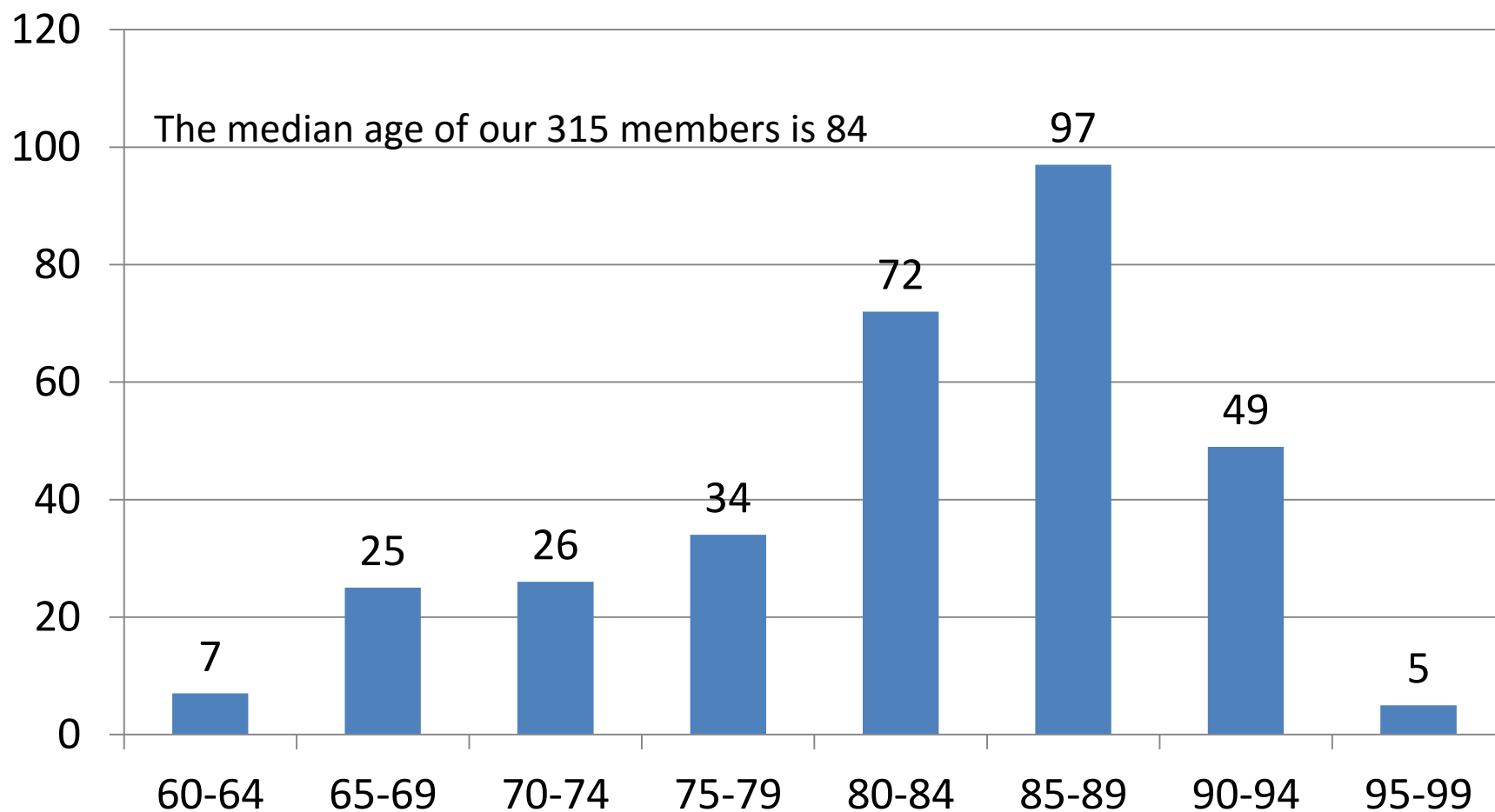


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

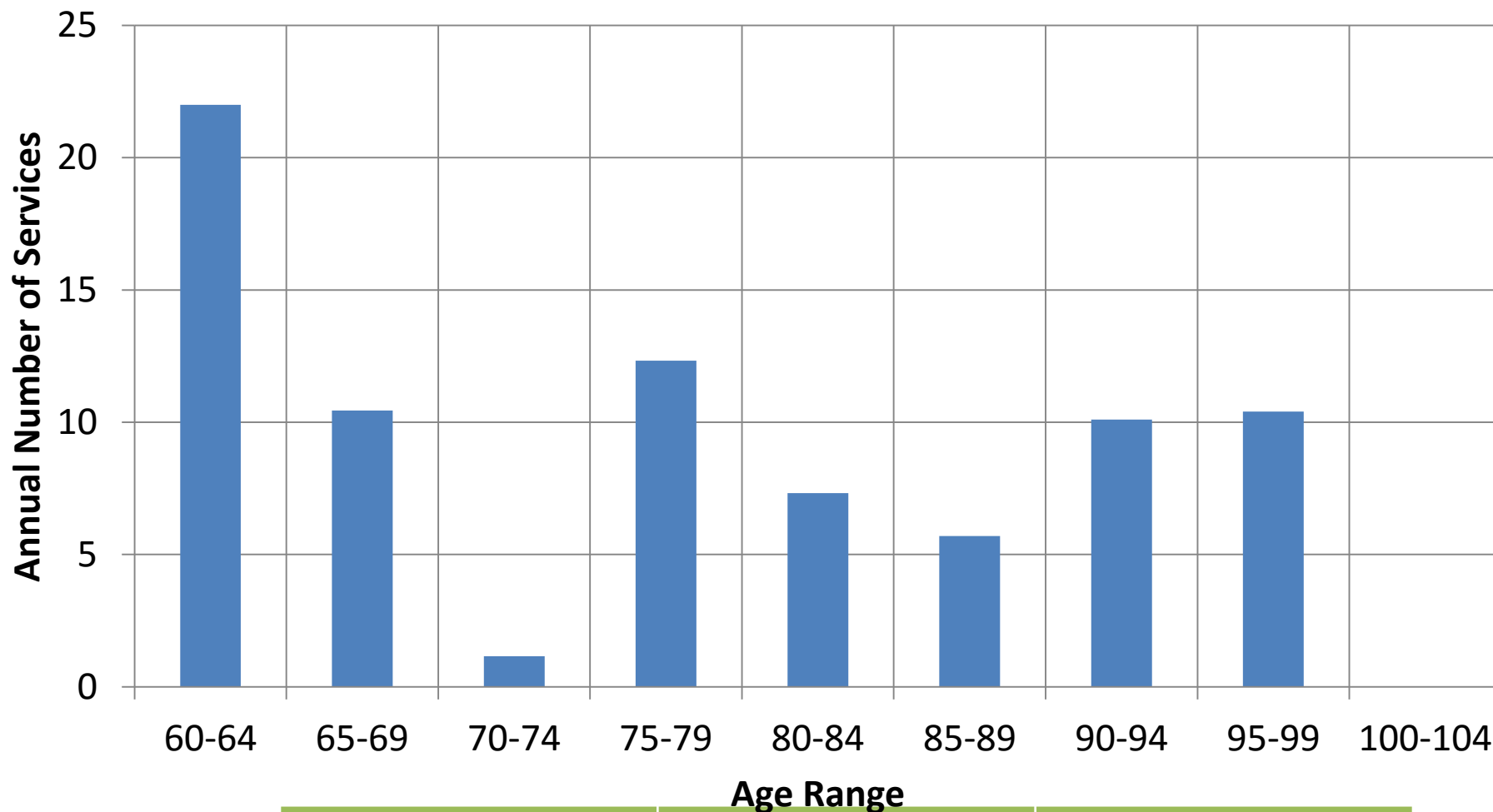
## Analysis by Age Group

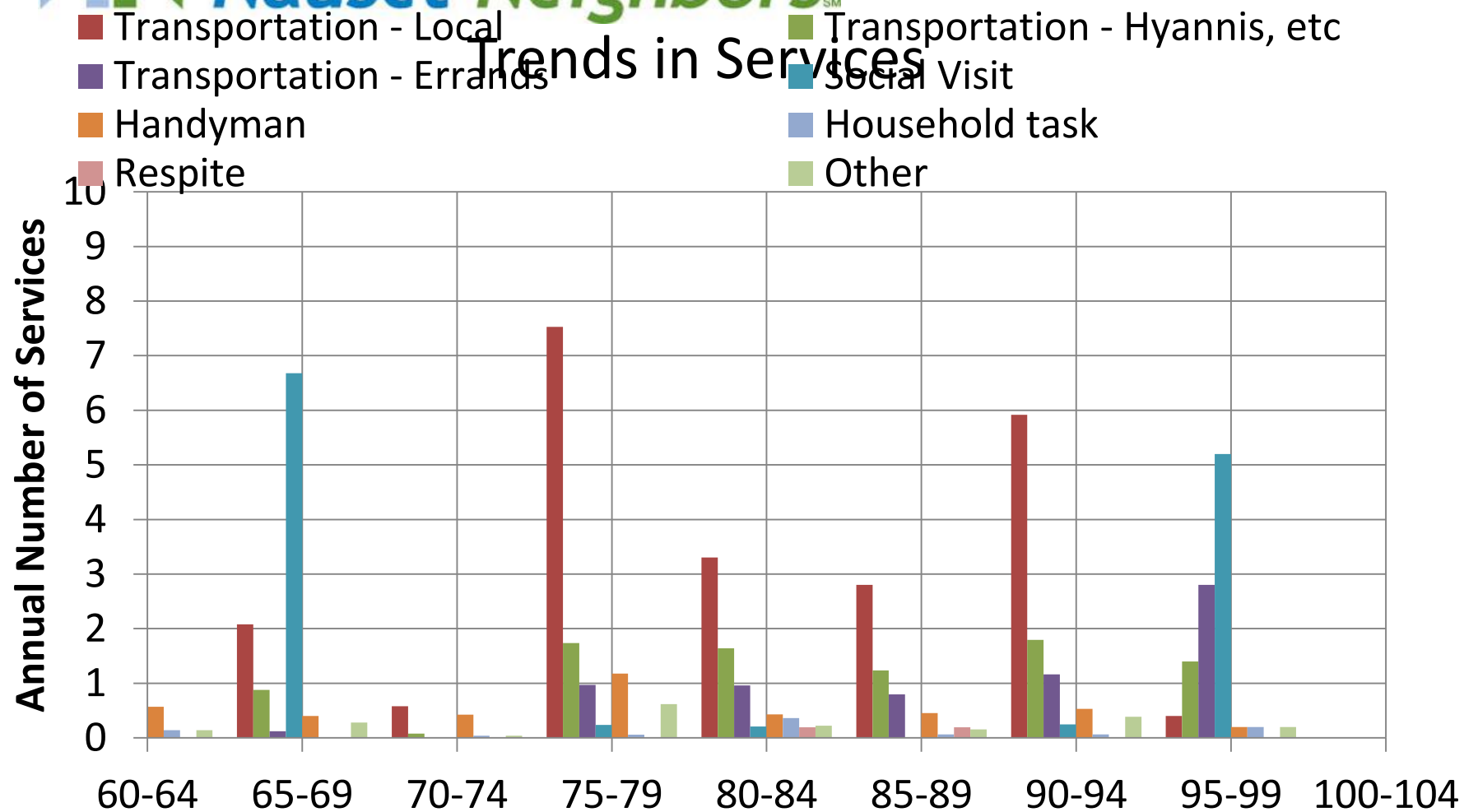
- The majority of our members are in their eighties. The median age is 84 years old.
- The 60 - 64 year age group uses a fair number of services per person, because of individuals with medical issues.

# Age of Members



## Annual Rate of Services by Age Range



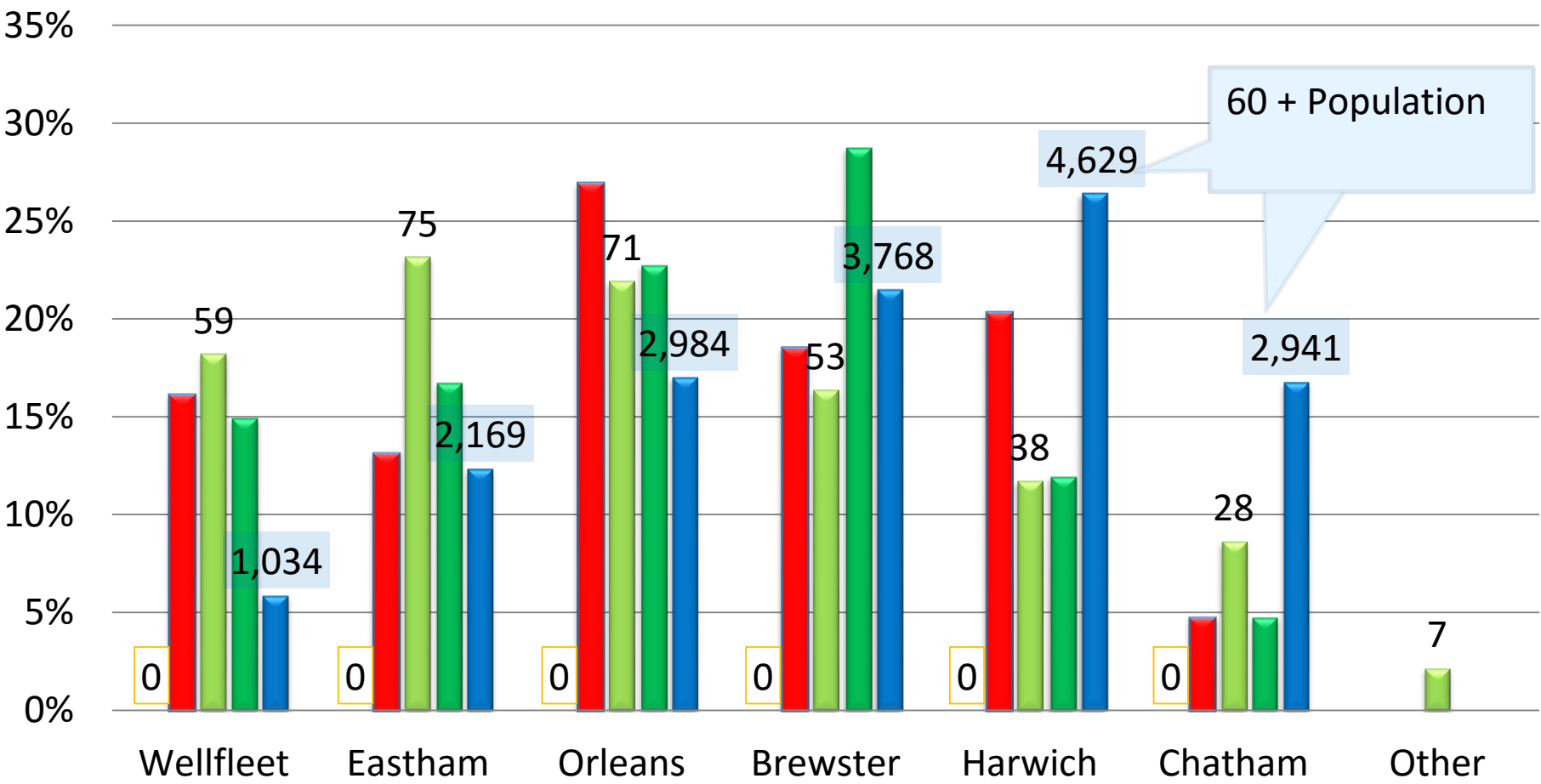


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## Towns of Service Providers and Recipients

- The balance between volunteers and members is **off but improved** in Harwich, but otherwise reasonably balanced in other towns.
- “Market penetration” highest in Wellfleet, fairly 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,](#)
  - 68% of all services are performed by someone from the same town.
  - 88% 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

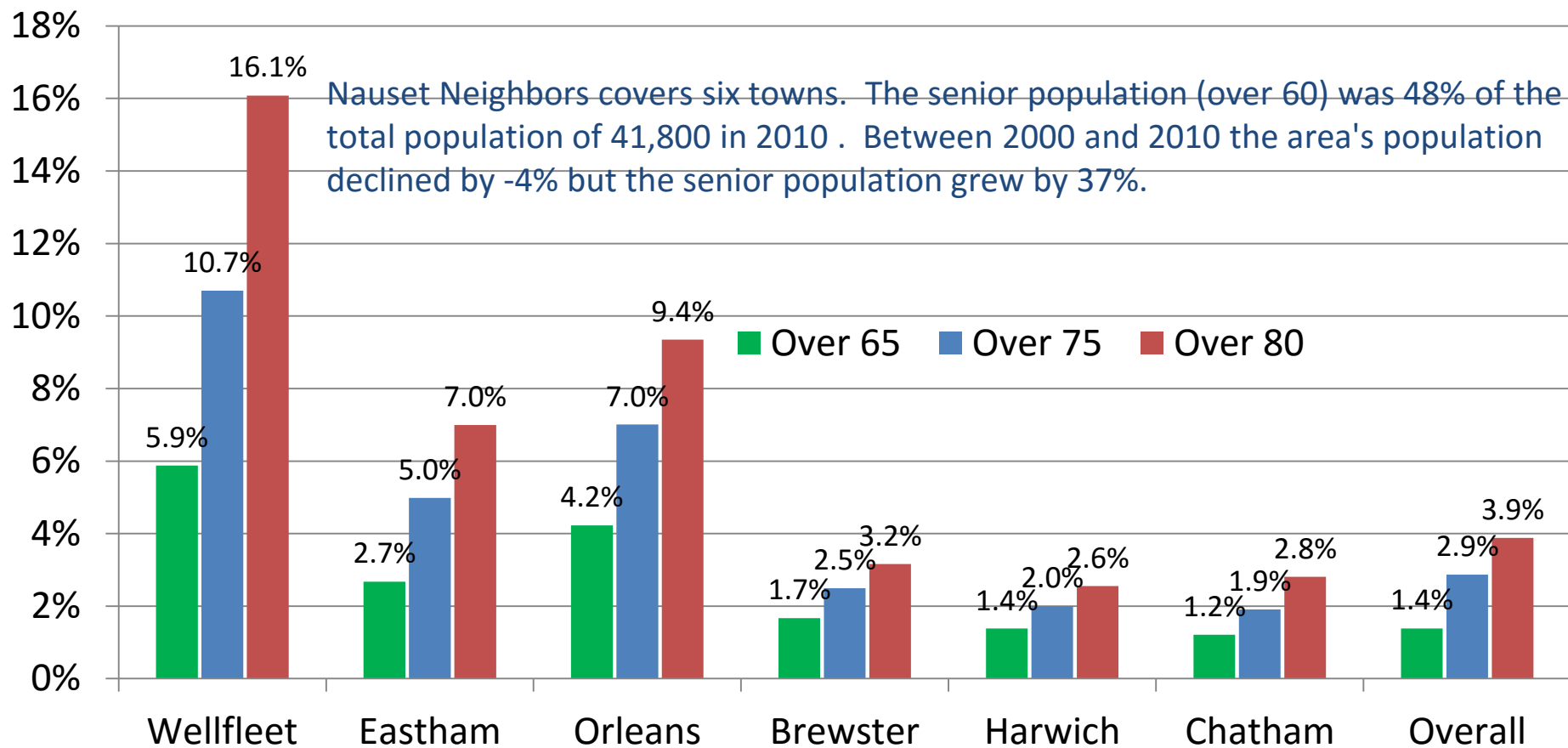
 % of Services Provided by Volunteers from Town

 % of 6 town area's 60+ Population



## Market Penetration by Town

### Percent of Seniors who are Members



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

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	1187	125	308	29	42	2	1693
	Eastham	671	542	832	138	167	28	2378
	Orleans	21	92	1610	230	103	60	2116
	Brewster	10	61	577	497	414	23	1582
	Harwich	9	2	71	170	731	17	1000
	Chatham		2	46	17	110	114	289
	Other	6	0	9	8	9	0	32
	Total Used	1904	824	3453	1089	1576	244	9090

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

68% of services are provided by someone from 88% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	23	1	1				25
	Eastham	4	14	4	3	2	1	28
	Orleans		3	27	3	5		38
	Brewster		3	11	23	9	2	48
	Harwich			1	1	18		20
	Chatham		1	1	1		5	8
	Other	0	0	0	0	0	0	0
	Total Used	27	22	45	31	34	8	167