

Week 290 Member Services Report

Aug 27, 2016



Cranberry Harvest in Harwich MA
[By Leanderthaul](#)

Summary of the Past Week

- We provided **59** services this past week out of **79** total requests.
 - **20** requests were cancelled.
 - **9** after volunteers were found,
 - We were unable to fill **2** service requests.
- We needed **25** phone calls to fill services.
- Volunteers reduced the number of online signups, requiring more calls.
 - 74% of services were filled online
 - 11% of services were filled by phone
 - 1% 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 below our peak, but still very high.
 - Last Week: 49 volunteers performed 59 services for 38 households and covered 10 office shifts. In total, with 9 filled cancellations we filled 78 assignments. In addition, 5 more requests were cancelled before volunteers were found.
 - Last Month: 84 volunteers performed 202 services for 67 households. We also covered 40 office shifts.
 - Last Year: 212 volunteers performed 2511 services for 209 households.
- We have **318** members and **332** volunteers.
 - The median age of our members is **84**.
 - The median age of our volunteers is **69**.
 - Our waiting has **13** people, up from **9** last week.
 - People on the waiting list have waited at most **4** weeks.

Looking Forward

- We have **341** [future service requests](#).
 - **13** future service requests have been cancelled
 - **12** services needed to be filled for next week.
 - **79** more need filling in the following three weeks.
 - **48%** 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?

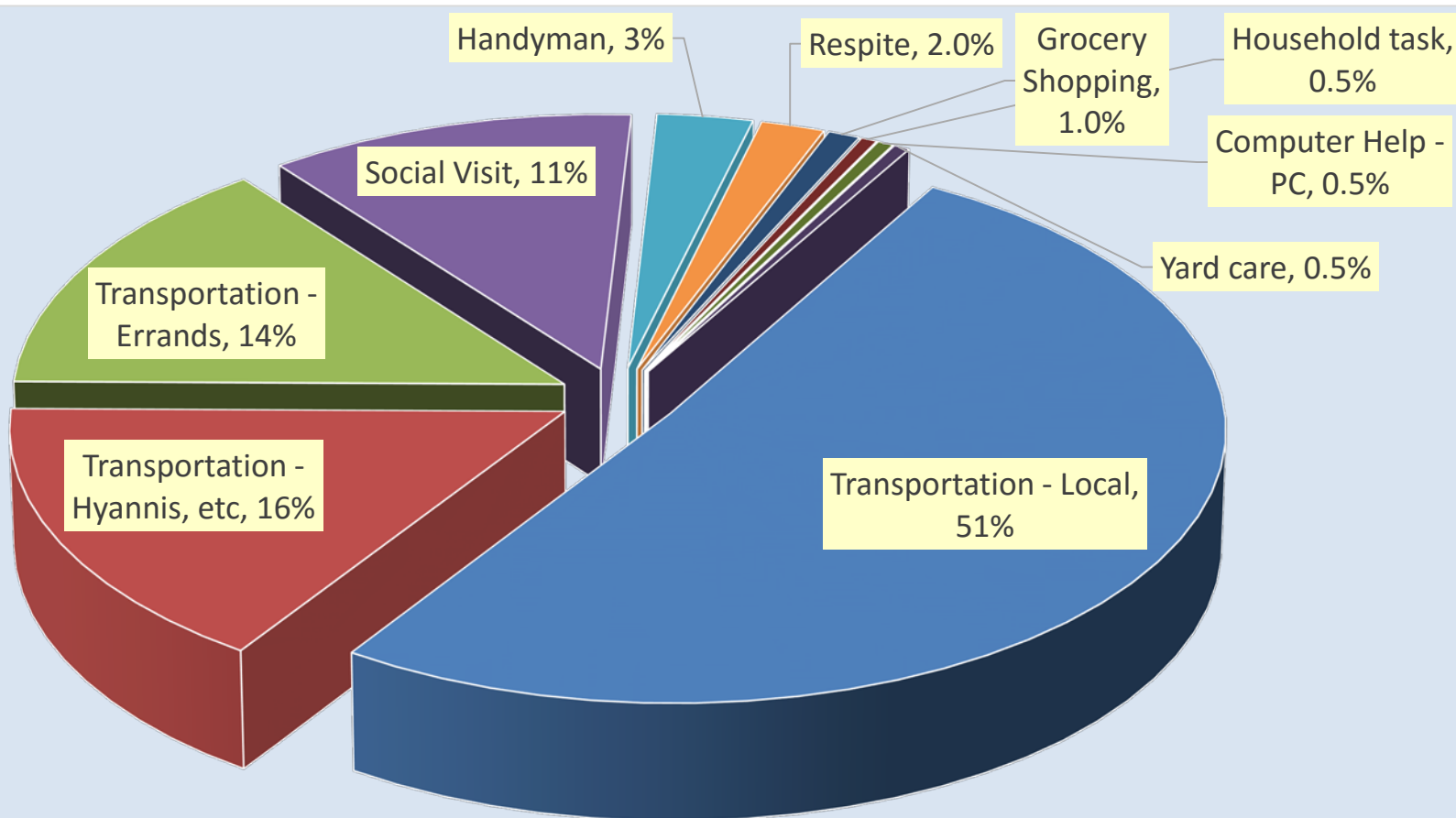
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation (including errands) remains the major need (**81%**).
- 67 households(25%) received 202 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 **63%** of services.
- In addition to 59 services performed in the last week, an additional 20 (34%) were cancelled.

Services in the Last 4 Weeks

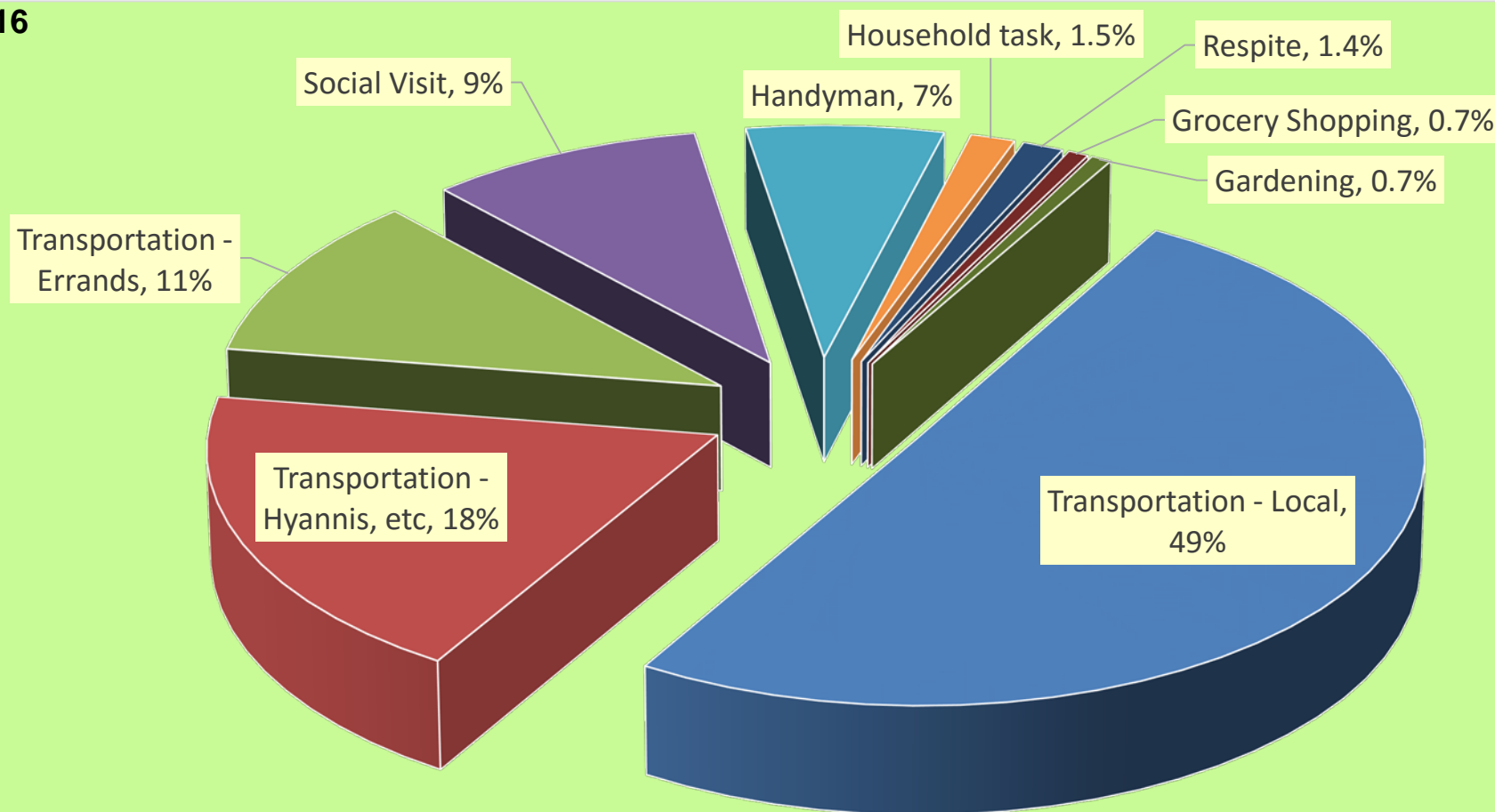
8/27/2016



67 households used 202 services in the last four weeks

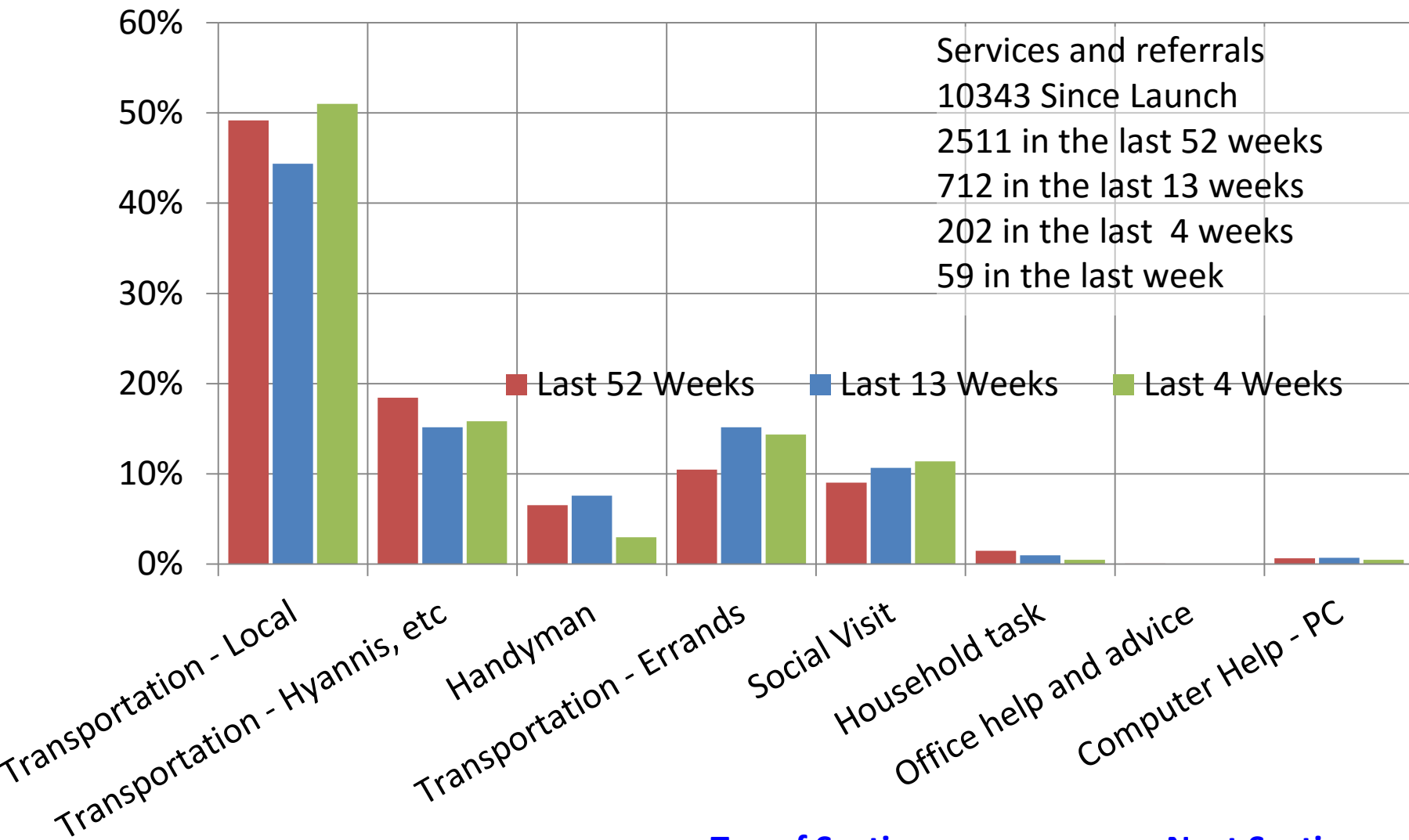
Services in the Last 52 Weeks

8/27/2016

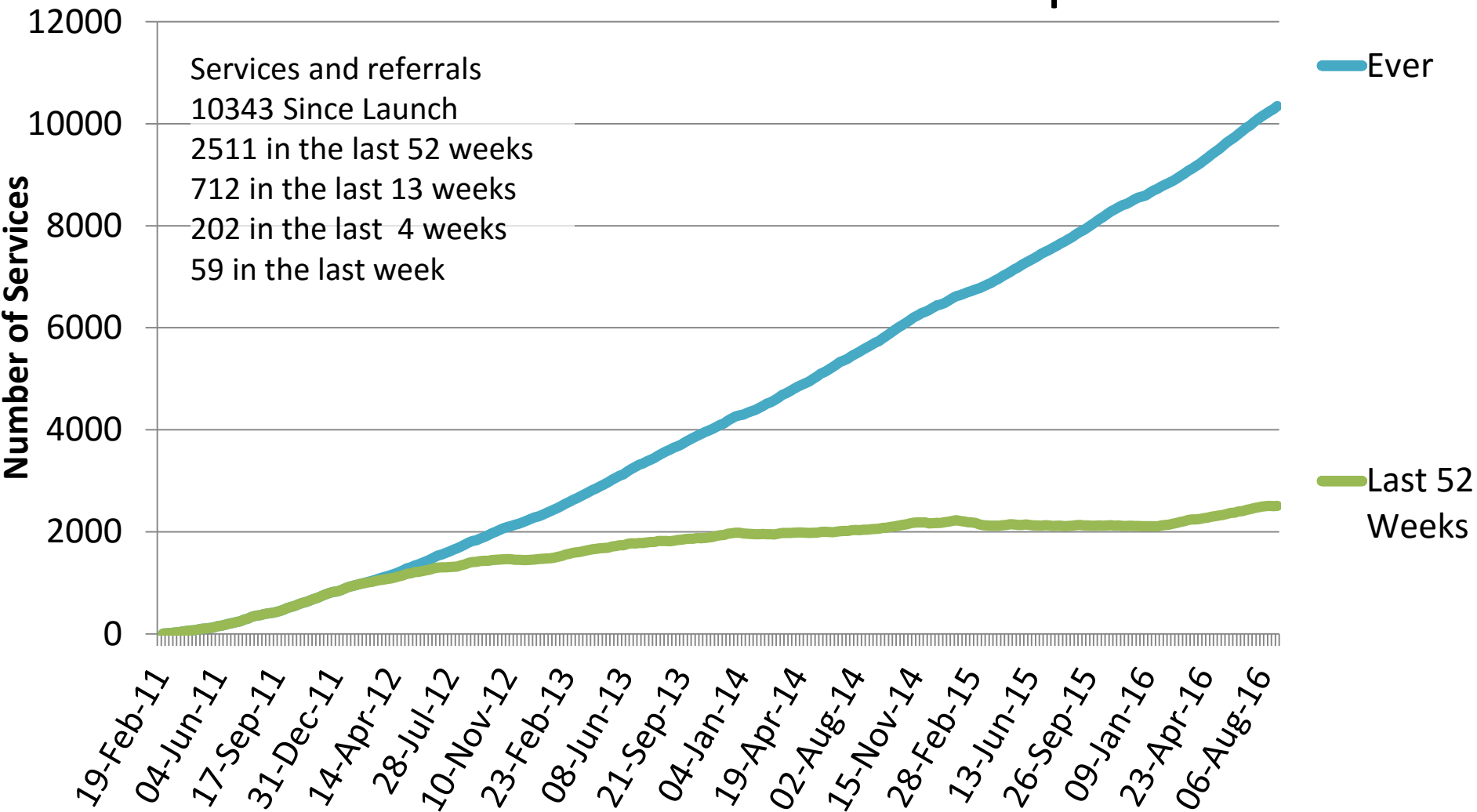


209 households used 2511 services in the last 52 weeks

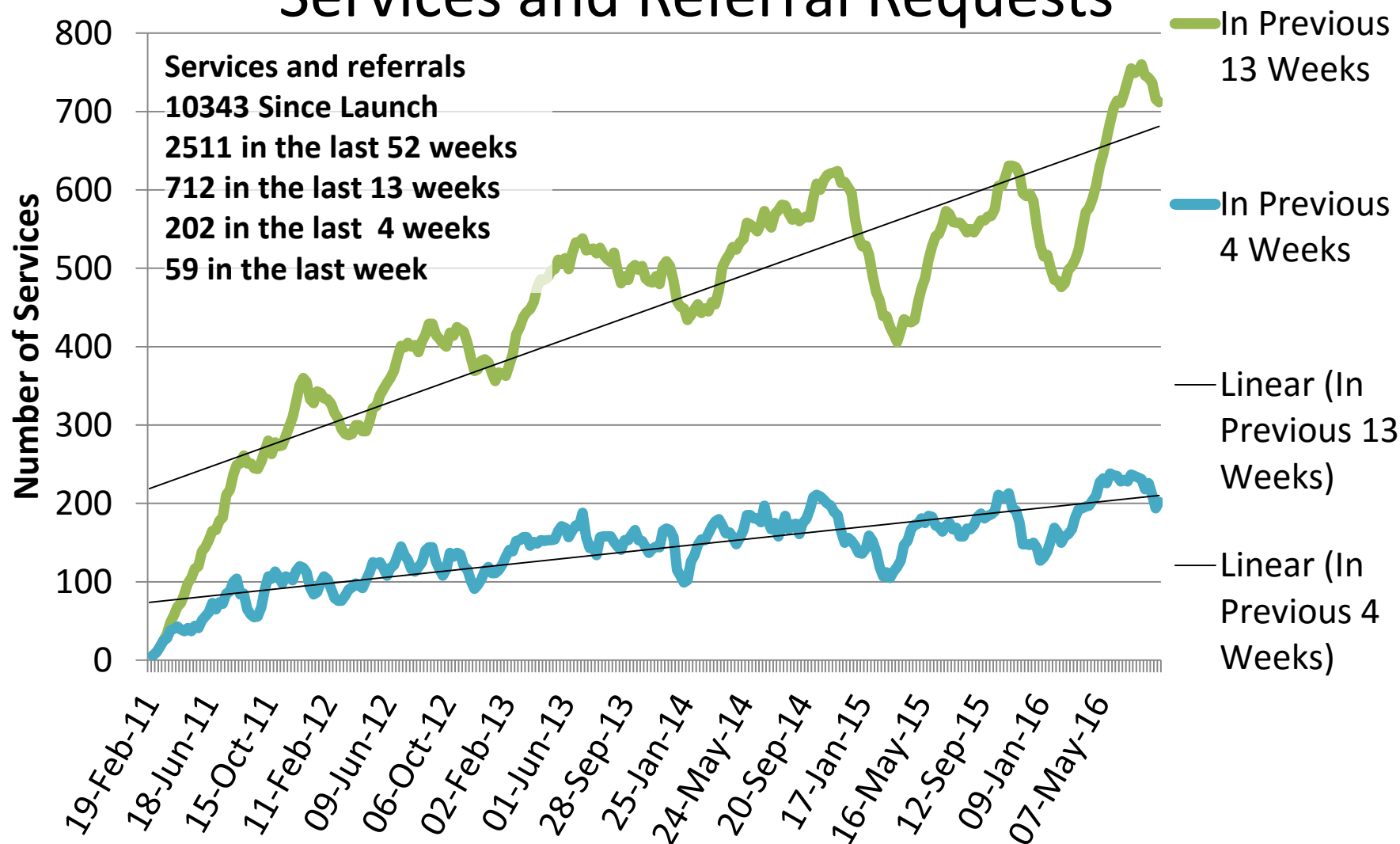
Trends in Services



Services and Referral Requests

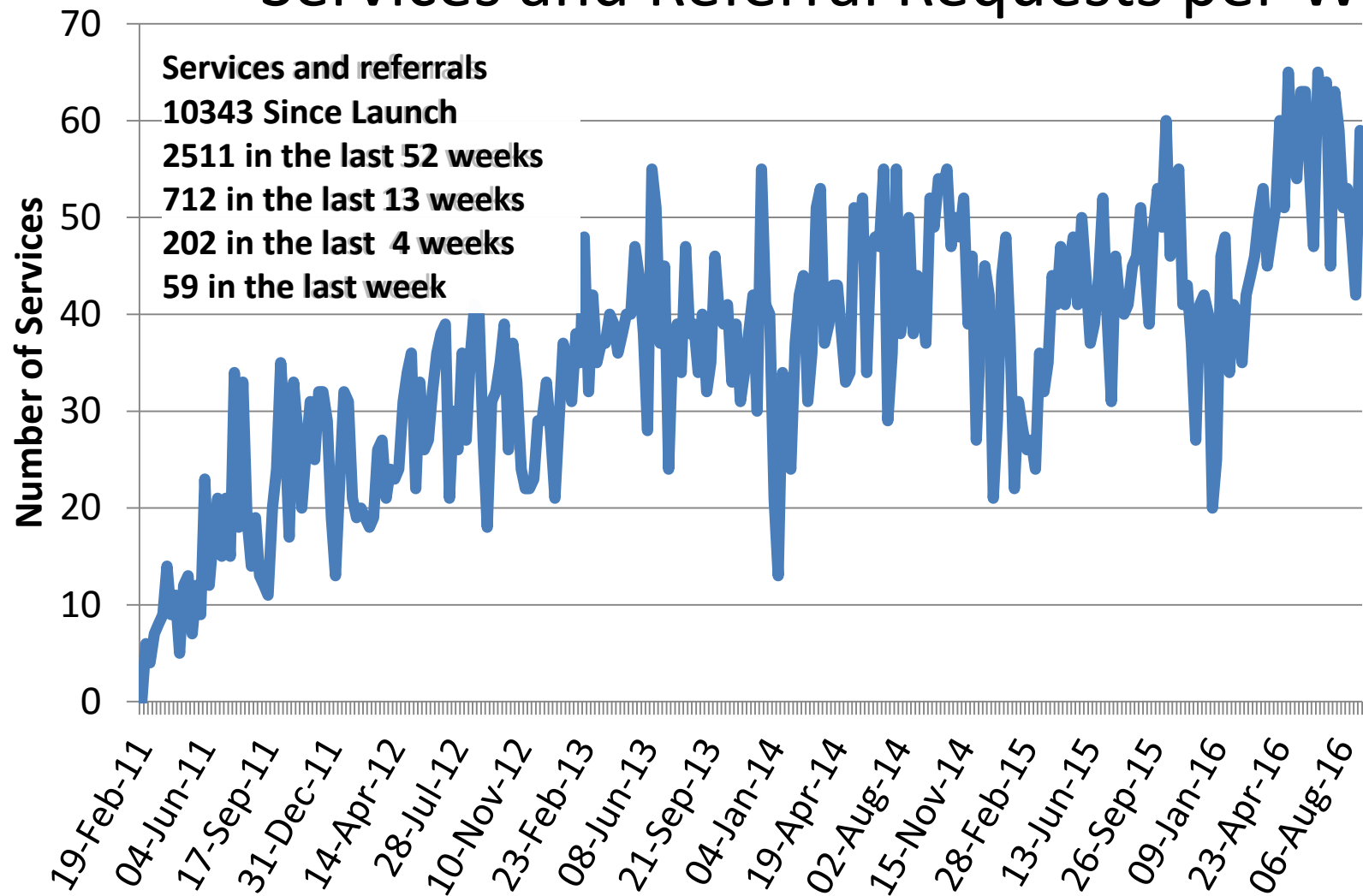


Services and Referral Requests





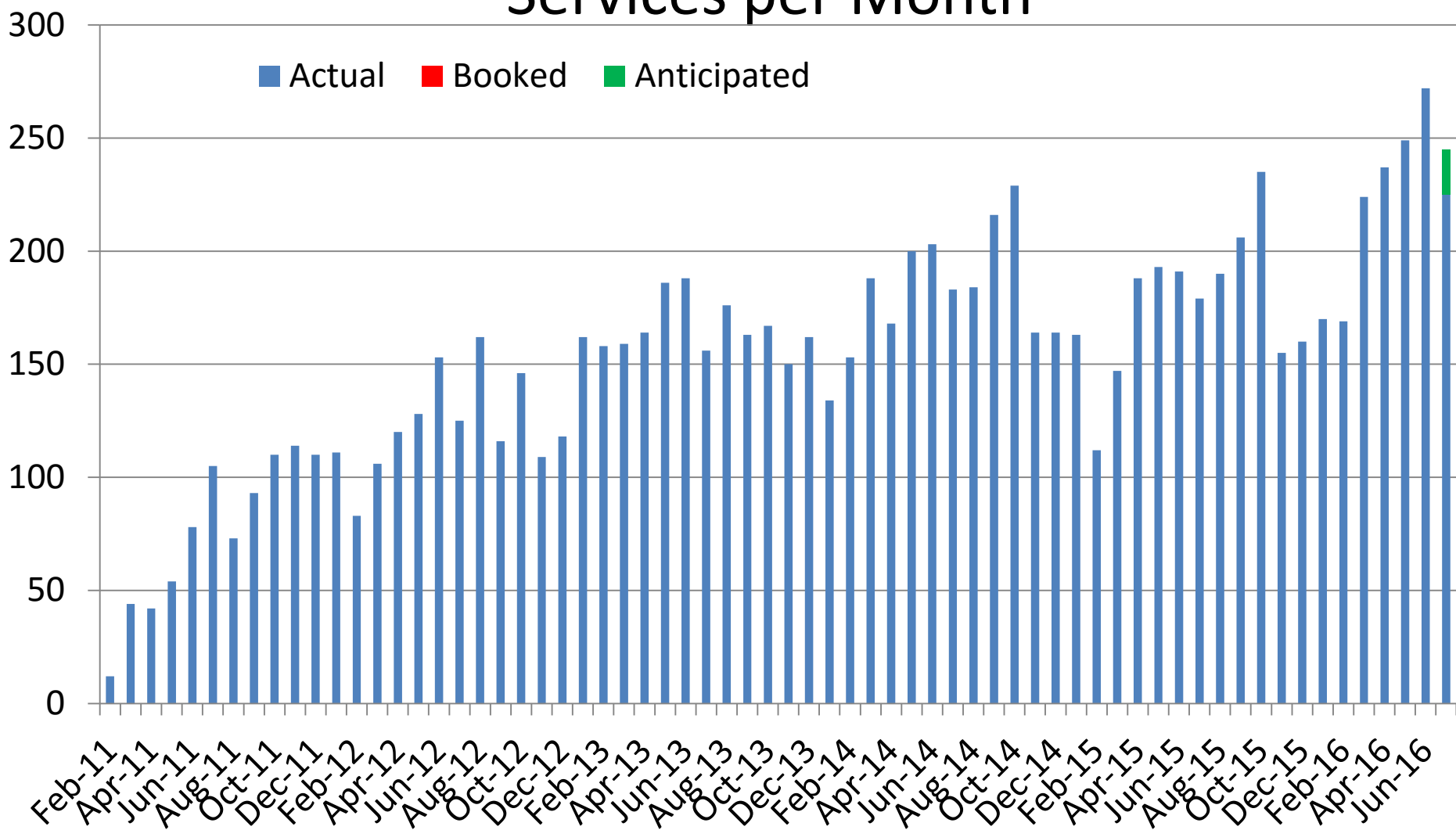
Services and Referral Requests per Week



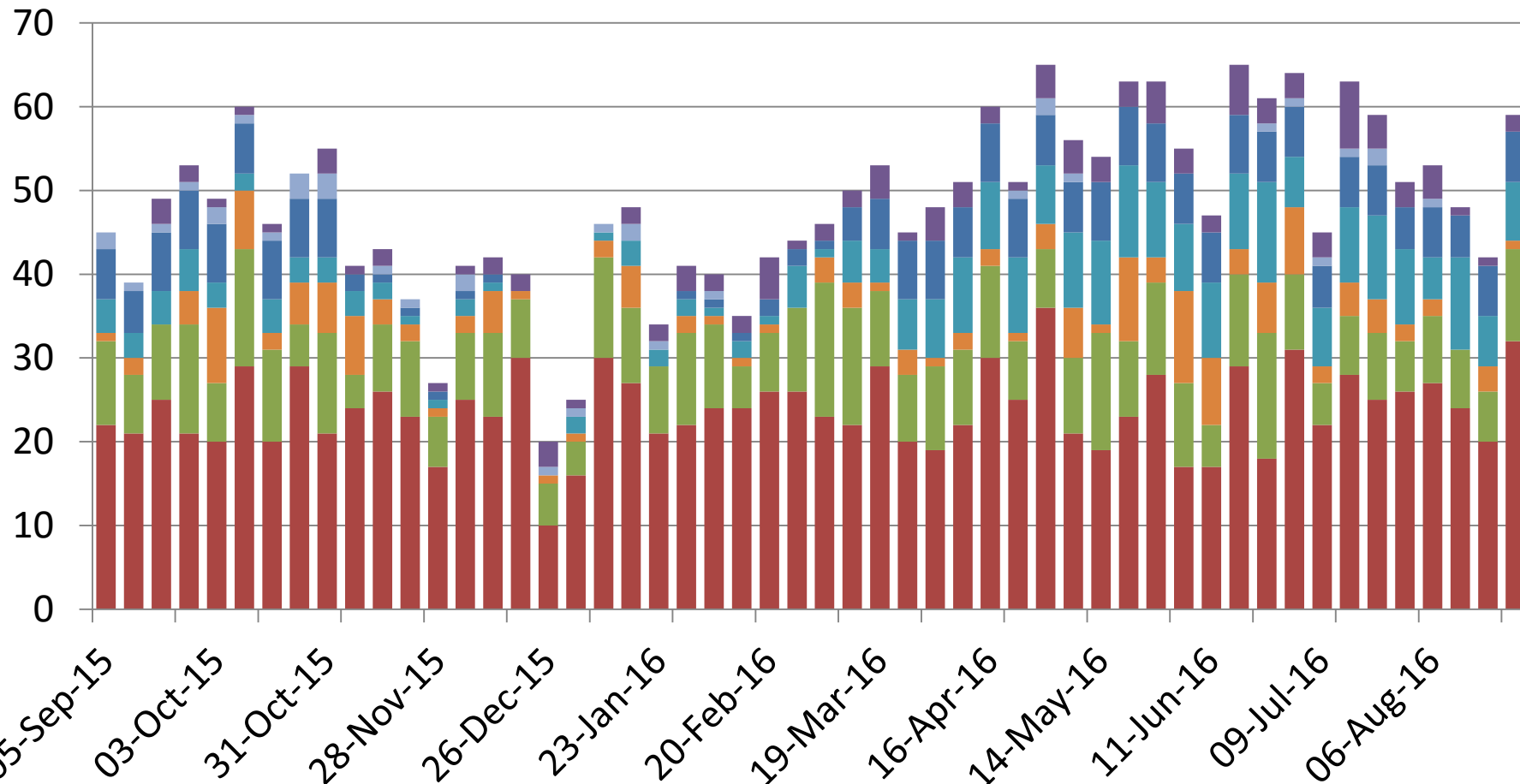


Services per Month

Actual Booked Anticipated



How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household task

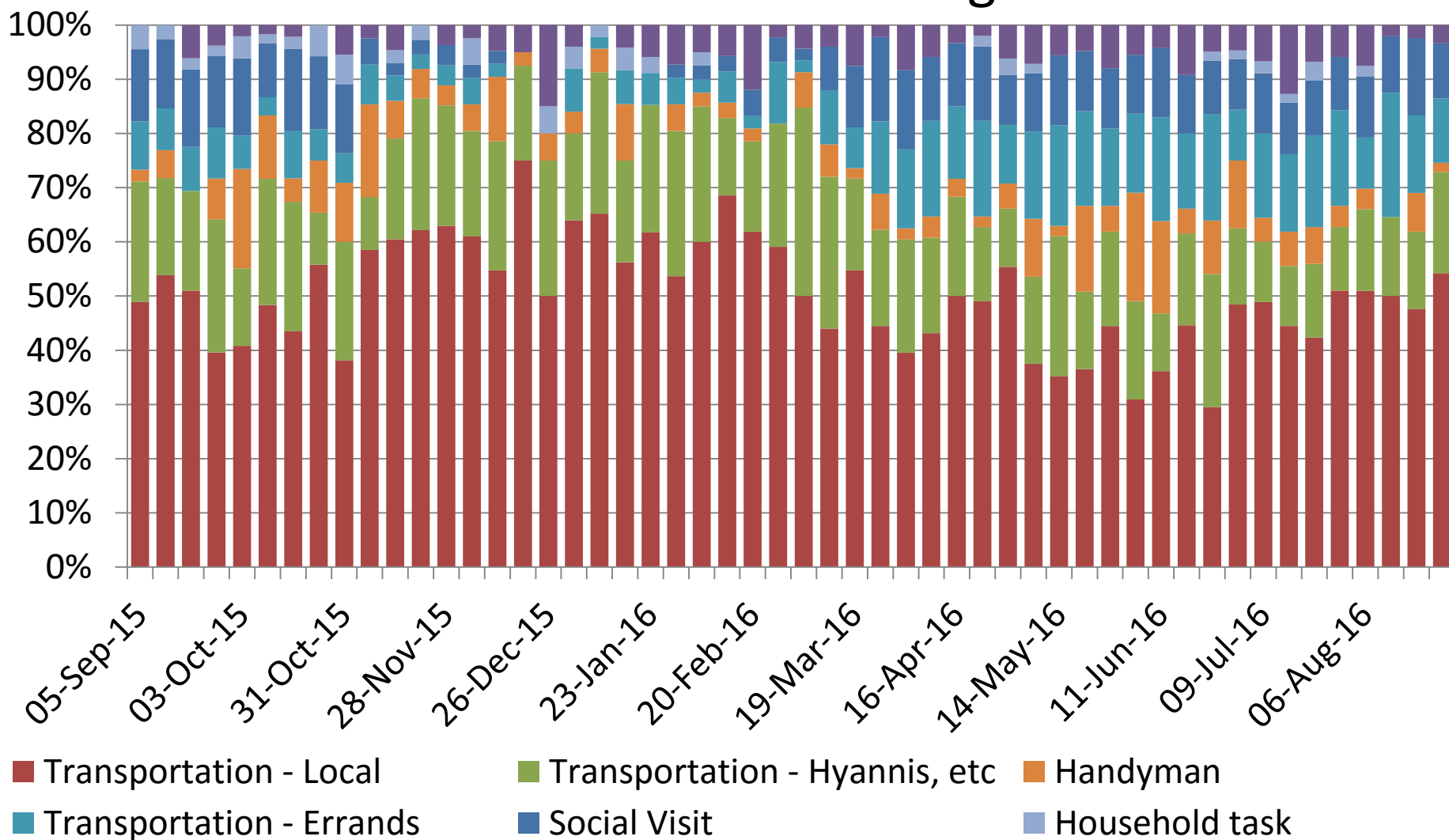
Other

[Top](#)

[Top of Section](#)

[Next Section](#)

Variation on a Percentage Basis



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household task

Other

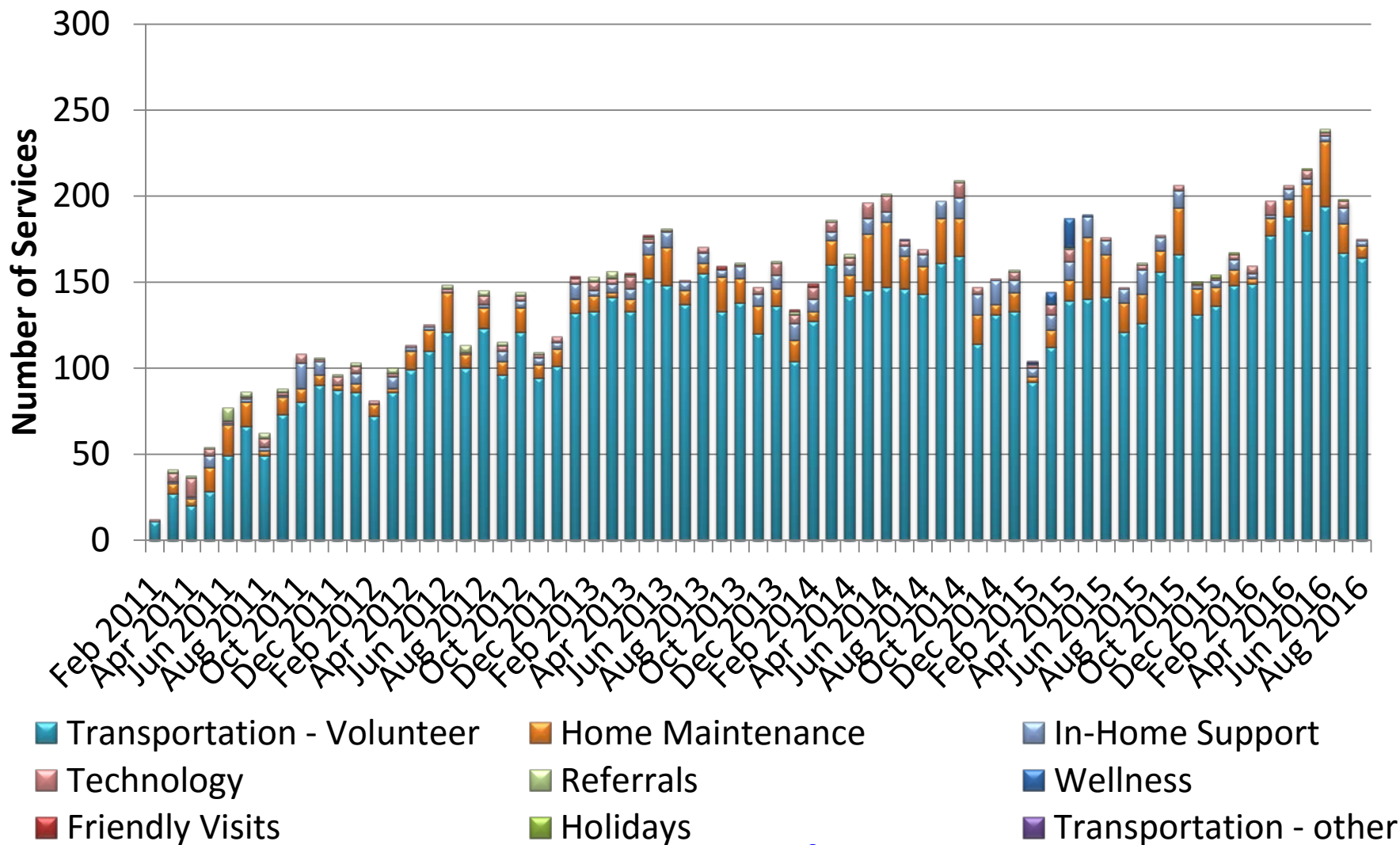
[Top](#)

[Top of Section](#)

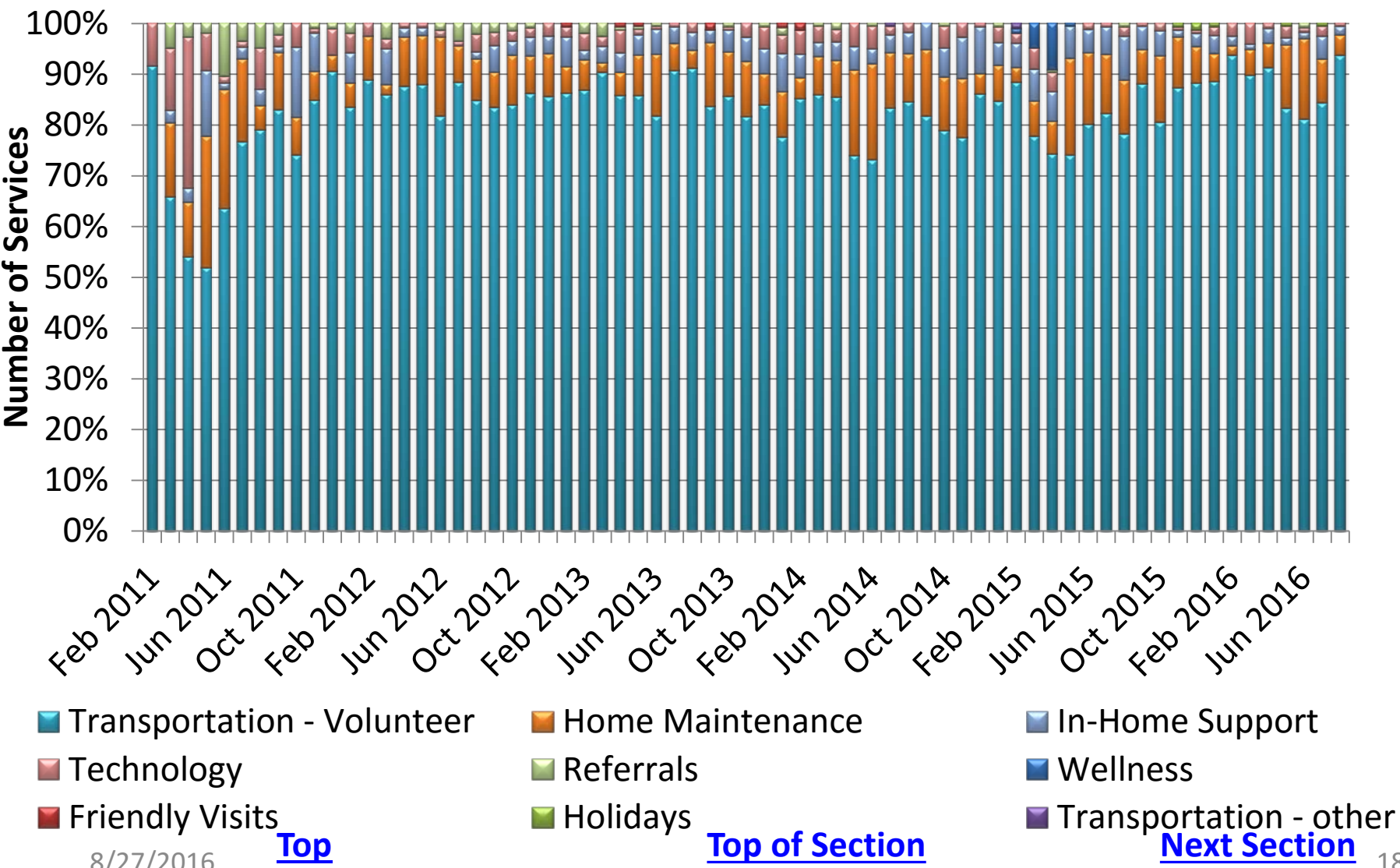
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Service Categories



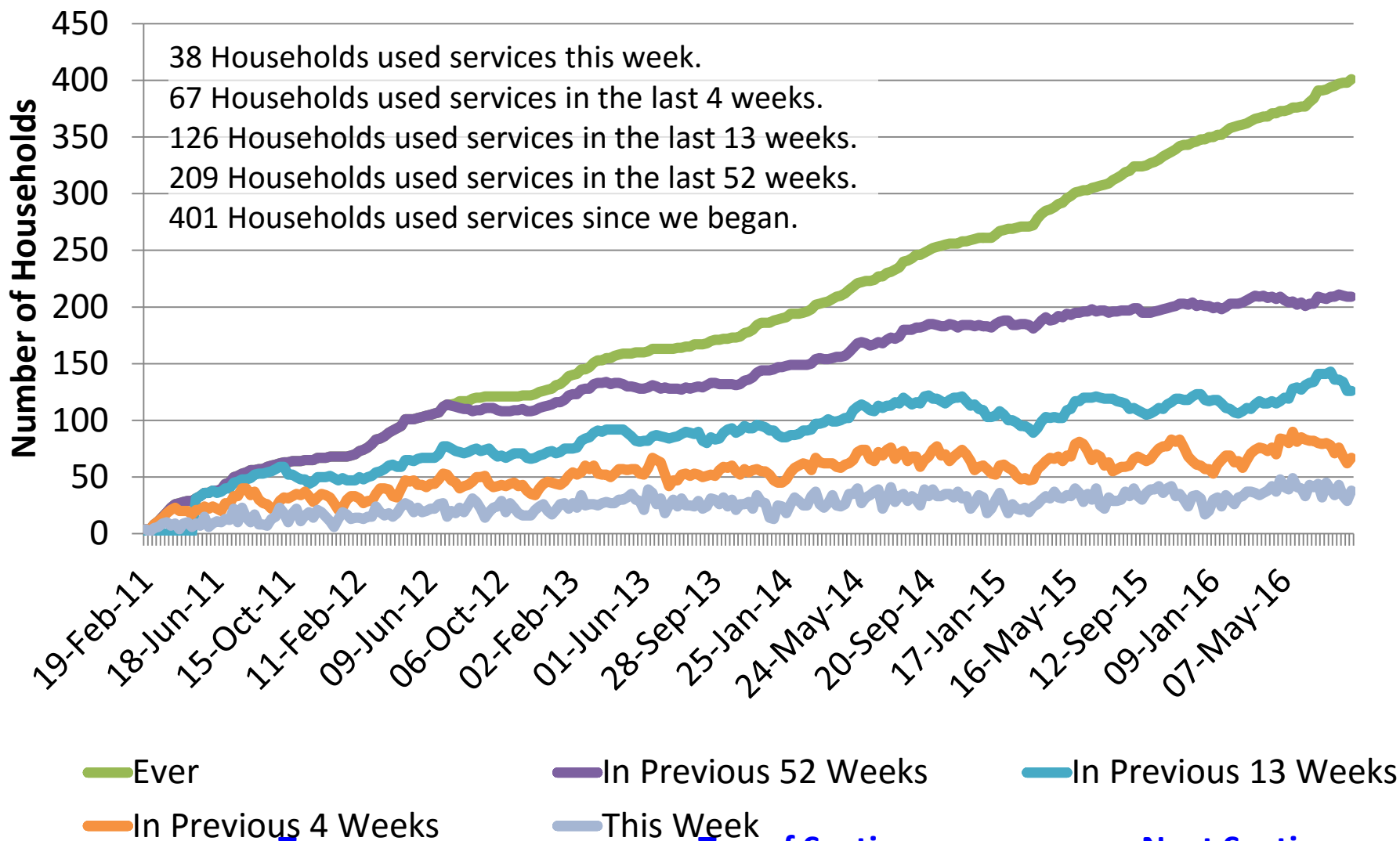
Service Categories Variation on a Percentage Basis



HOW MANY HOUSEHOLDS USE SERVICES?



How Many Households Served



Ever

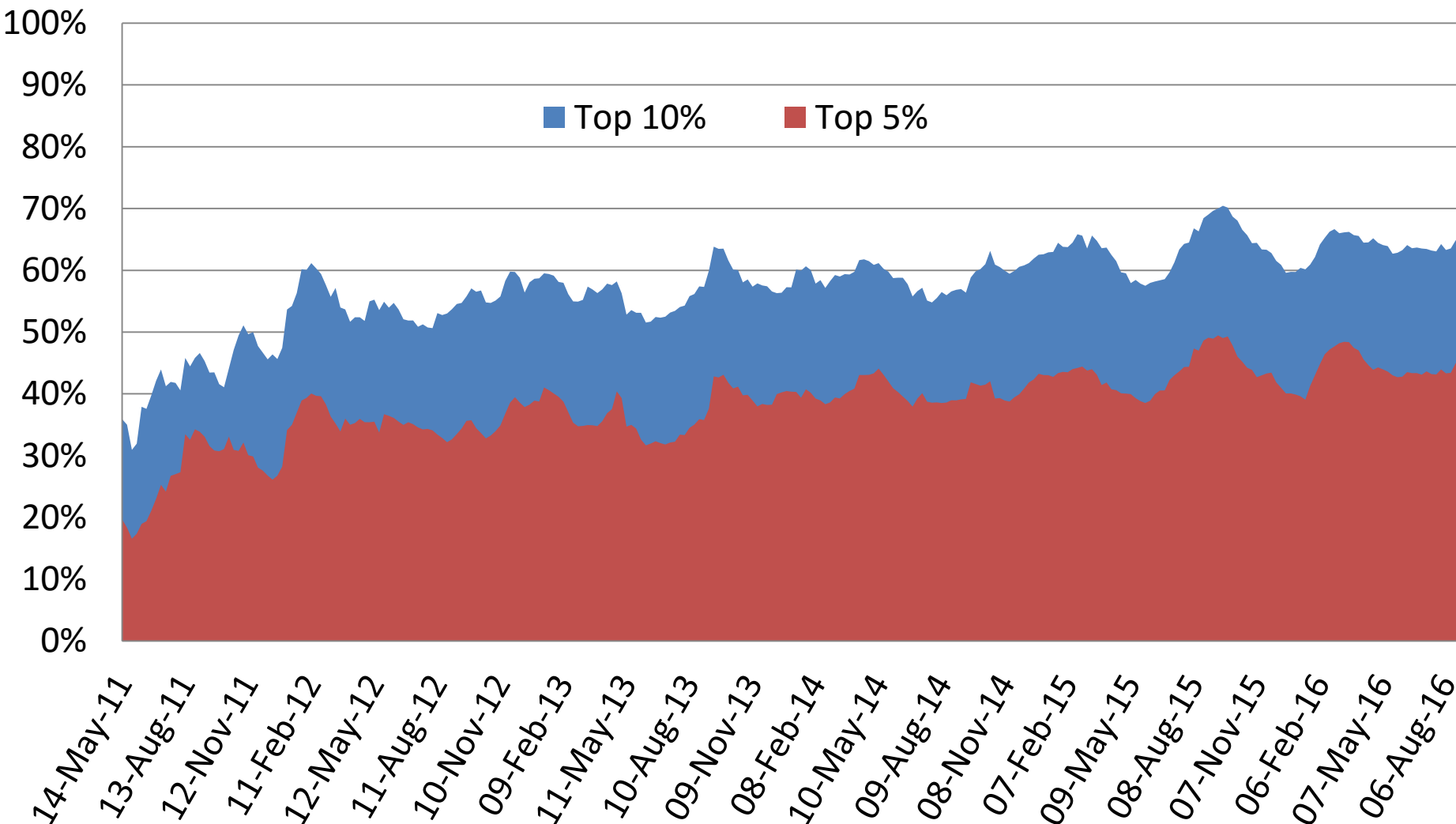
In Previous 52 Weeks

In Previous 13 Weeks

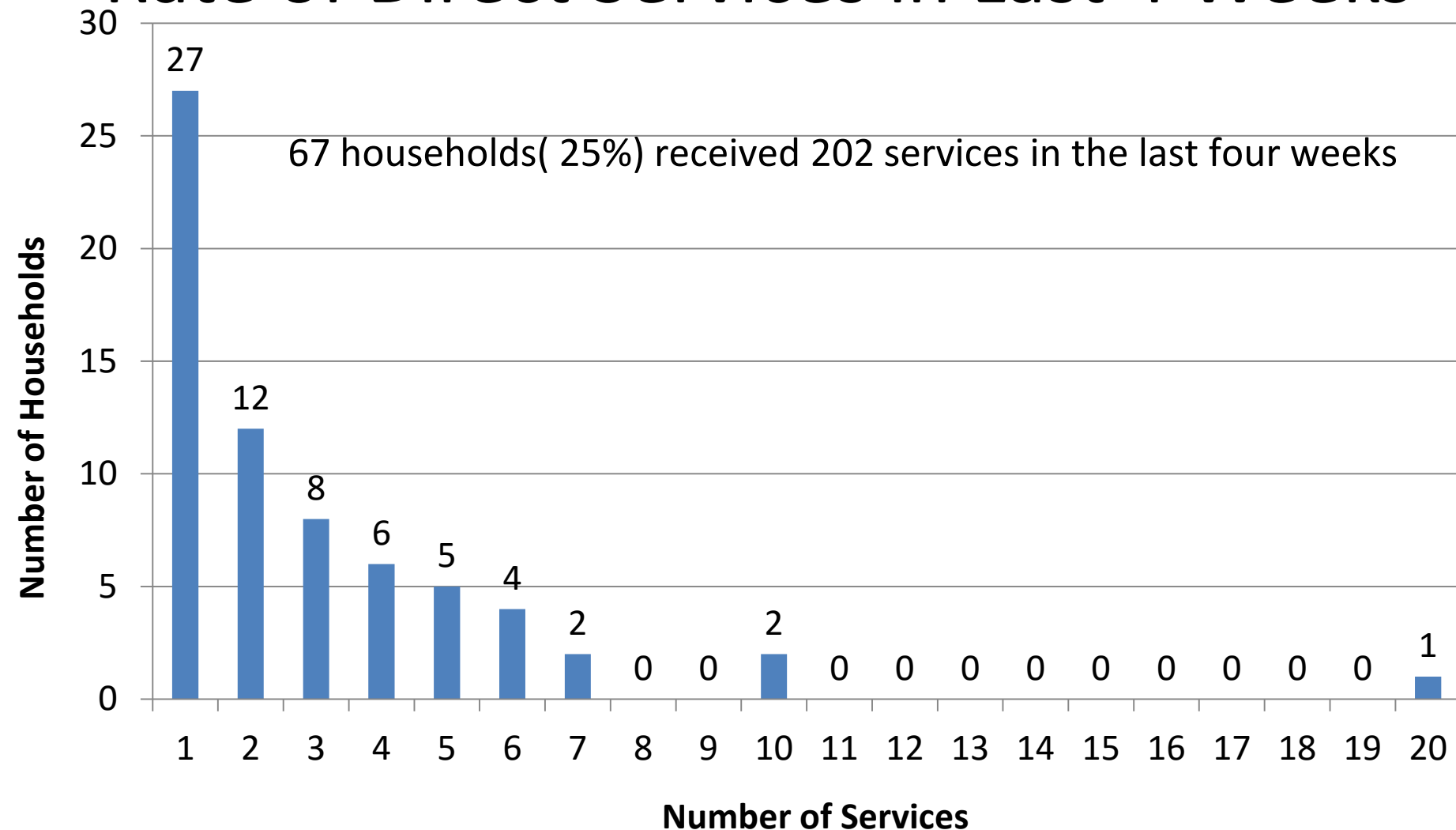
In Previous 4 Weeks

This Week

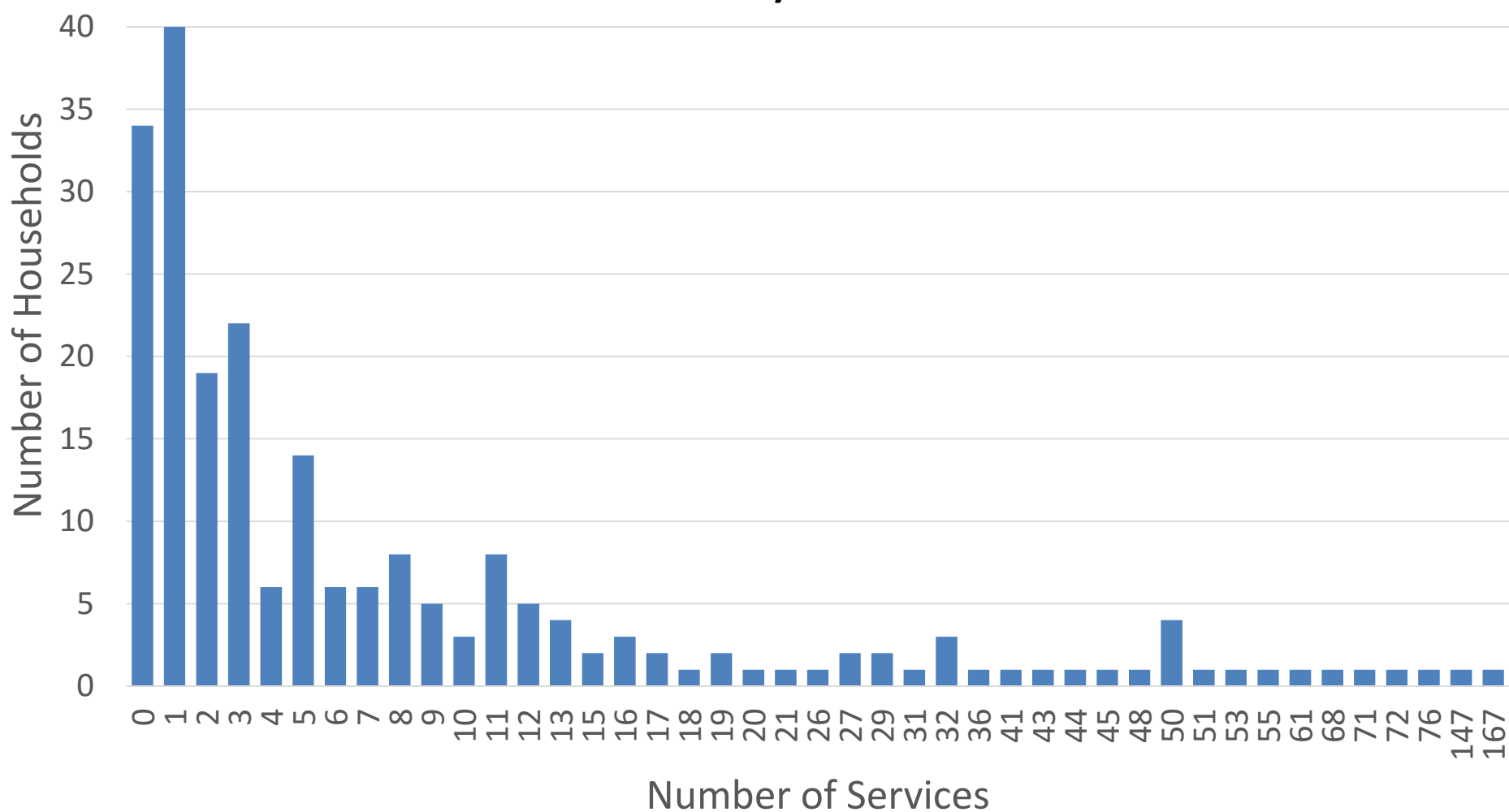
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

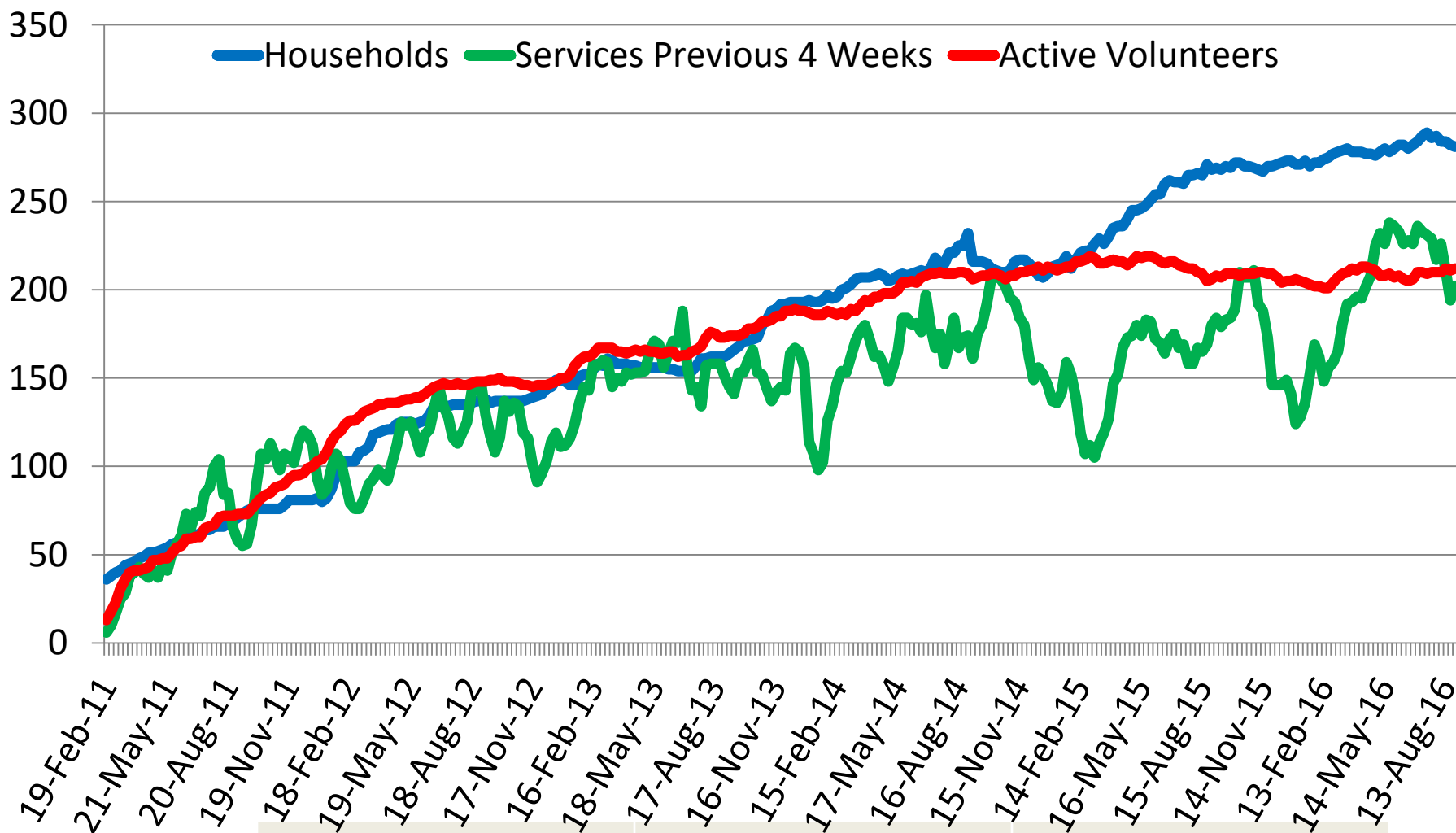


Services in Last Year by Current Households



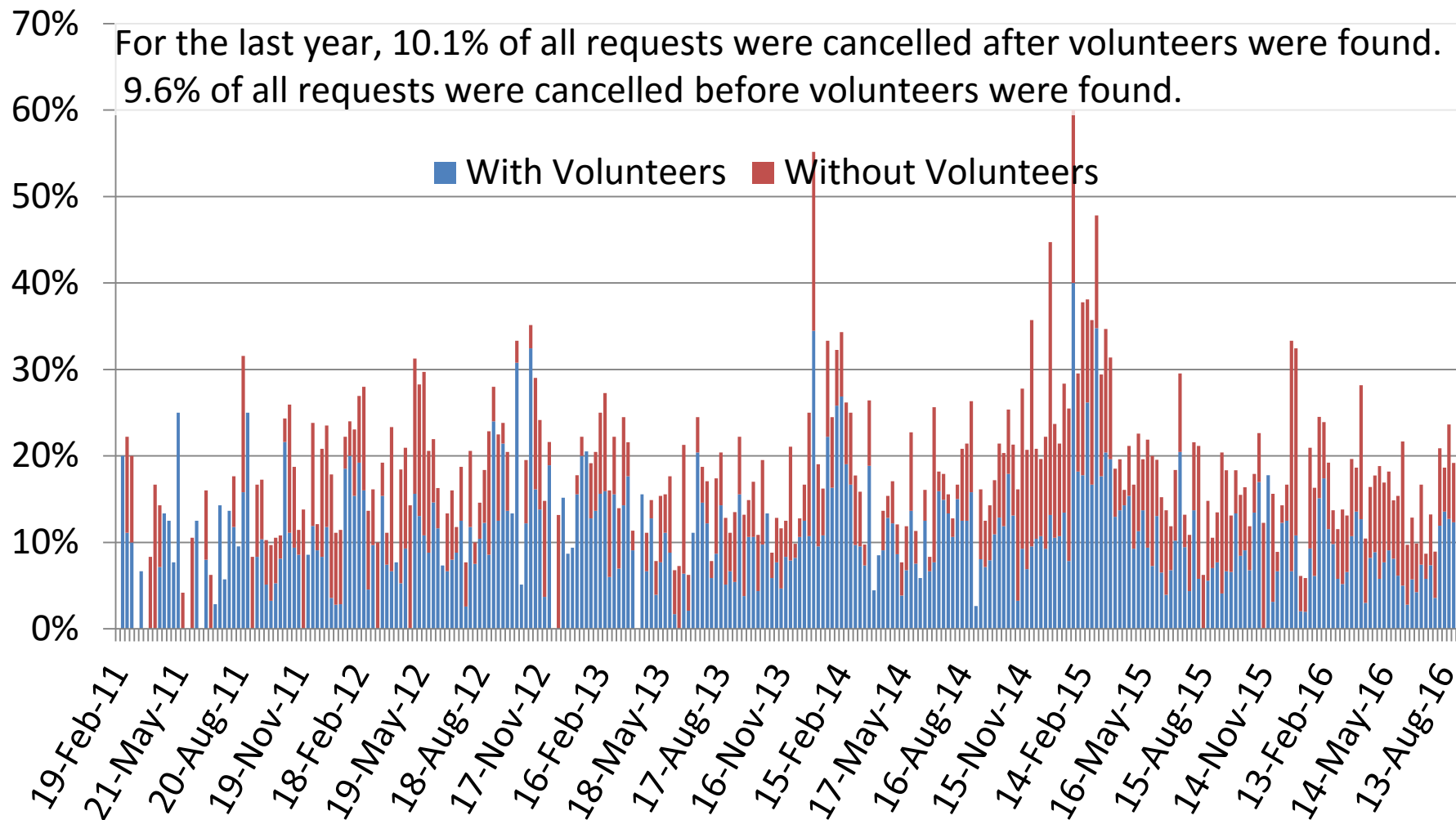


Memberships, Active Volunteers, and Services per Month



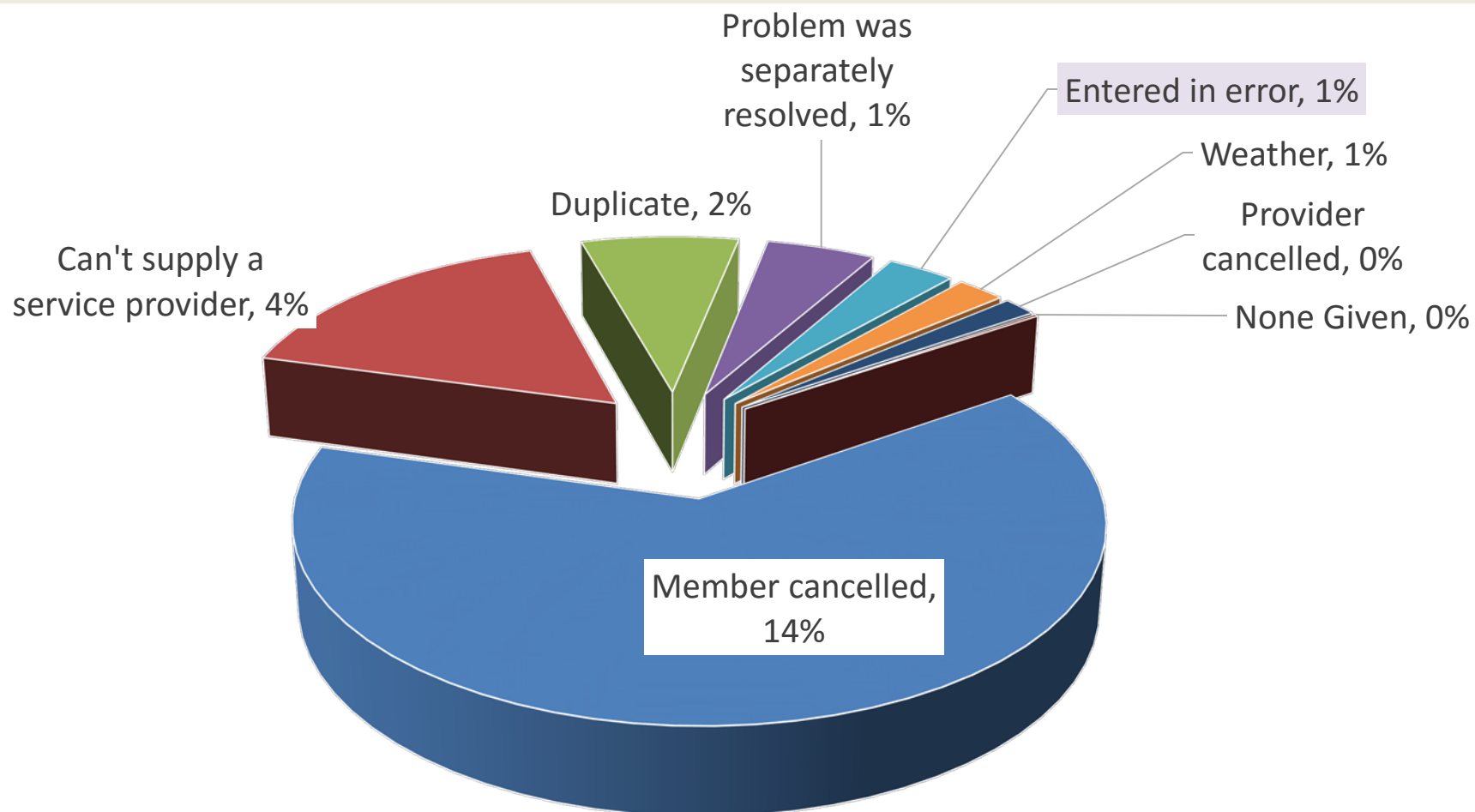
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



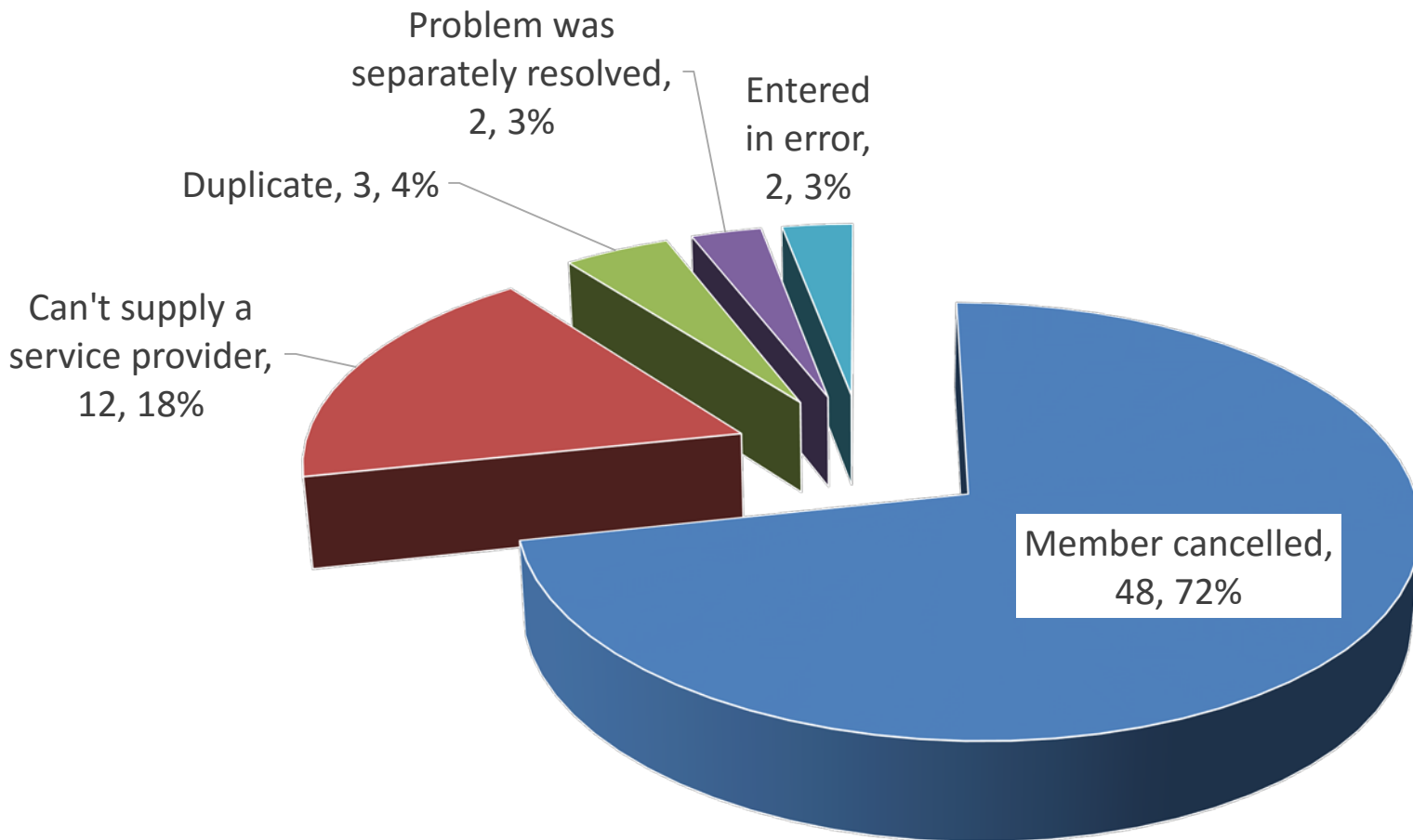
Cancellation Reasons (Last 52 Weeks)

In addition to 2511 services performed last year, an additional 563 (22%) were cancelled.

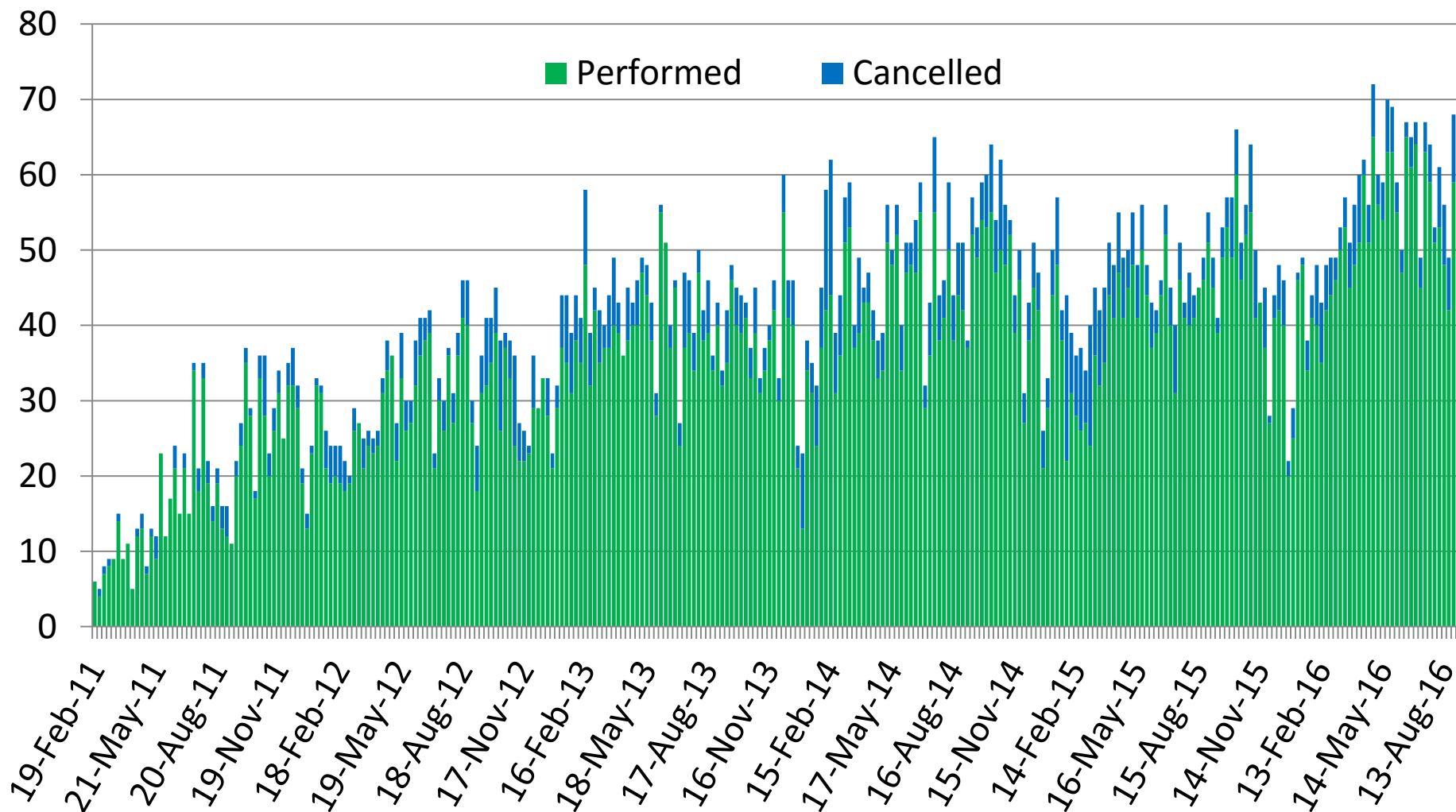


Cancellation Reasons (Last 4 Weeks)

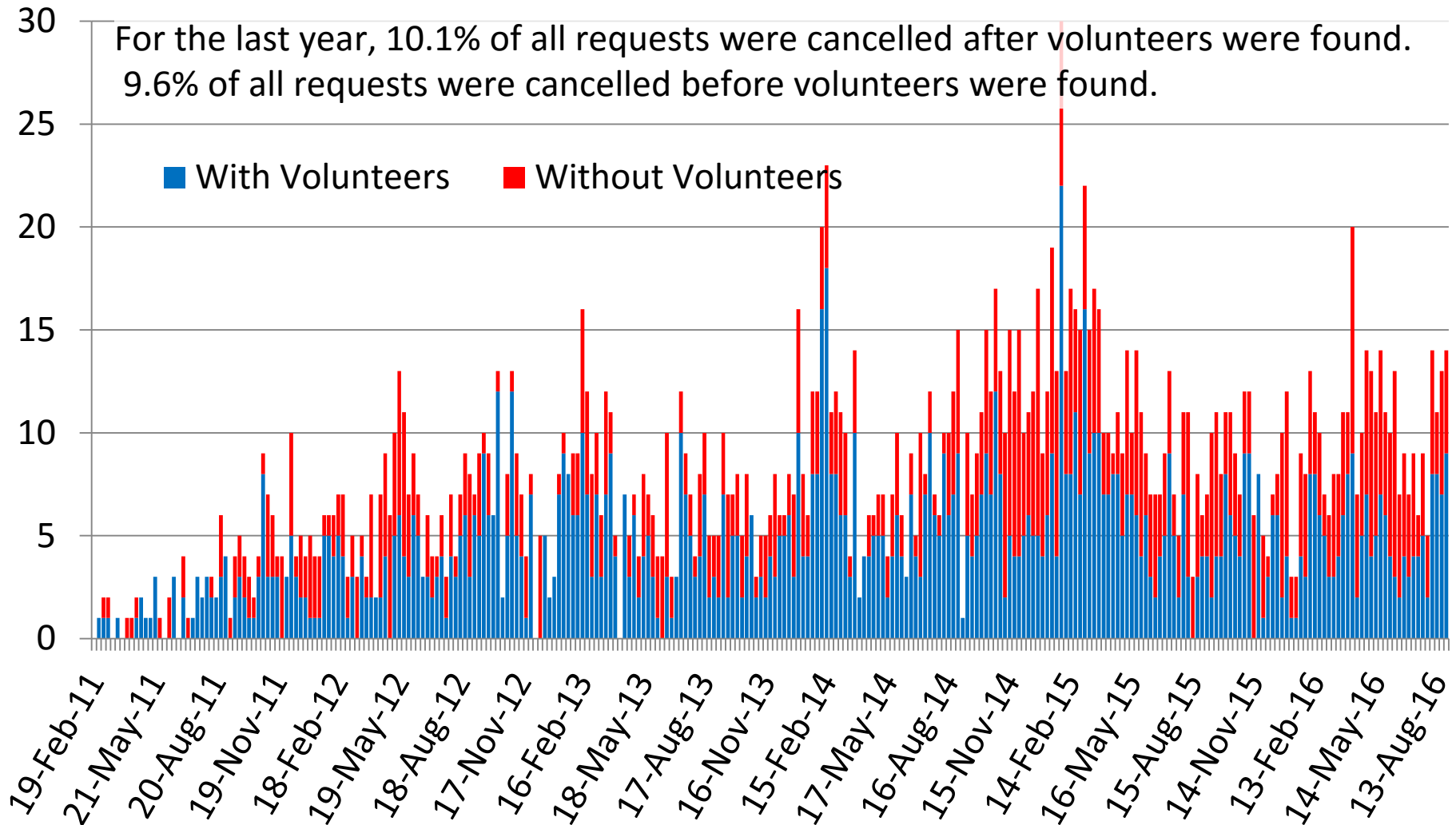
In addition to 202 services performed in the last four weeks, an additional 67 (33%) were cancelled.



Services Filled



All Cancelled Services



RETENTION

WHY MEMBERS QUIT

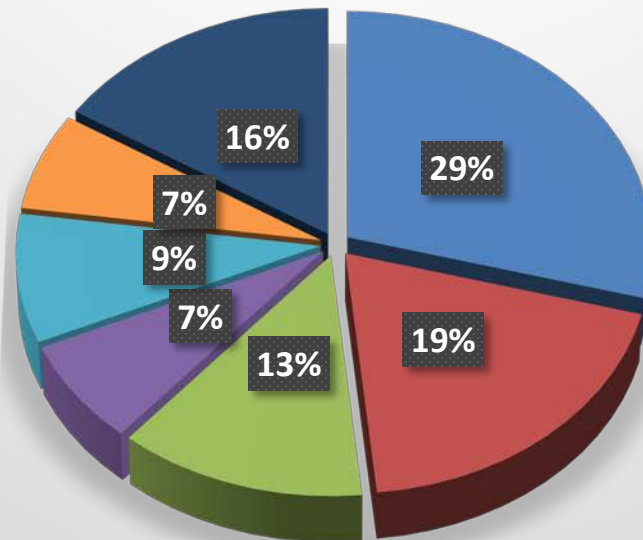
Why Members Quit

- 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
- **34** households that are currently members have not asked for any services in the last year, which bears this out.

Why Members Quit

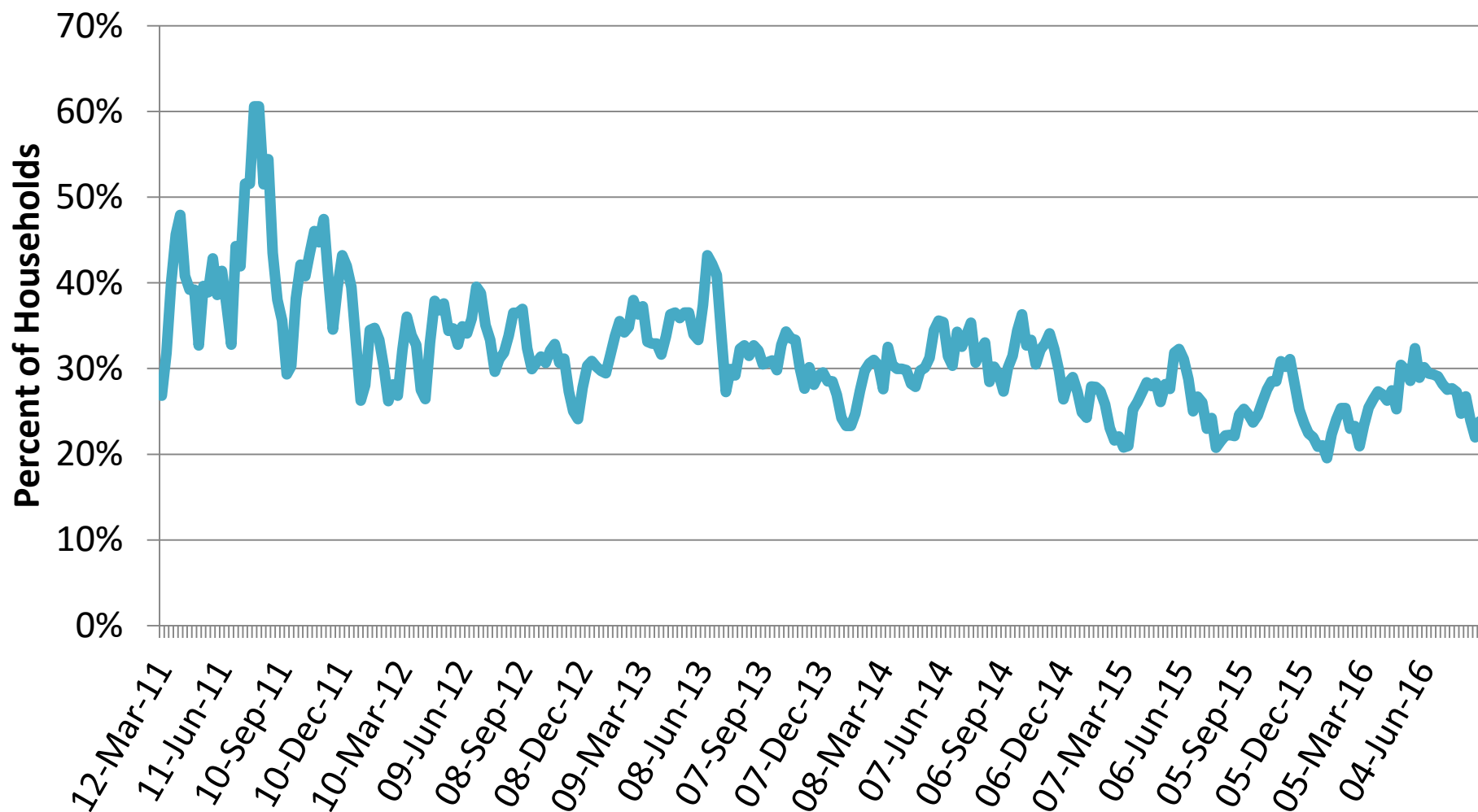
8/27/2016

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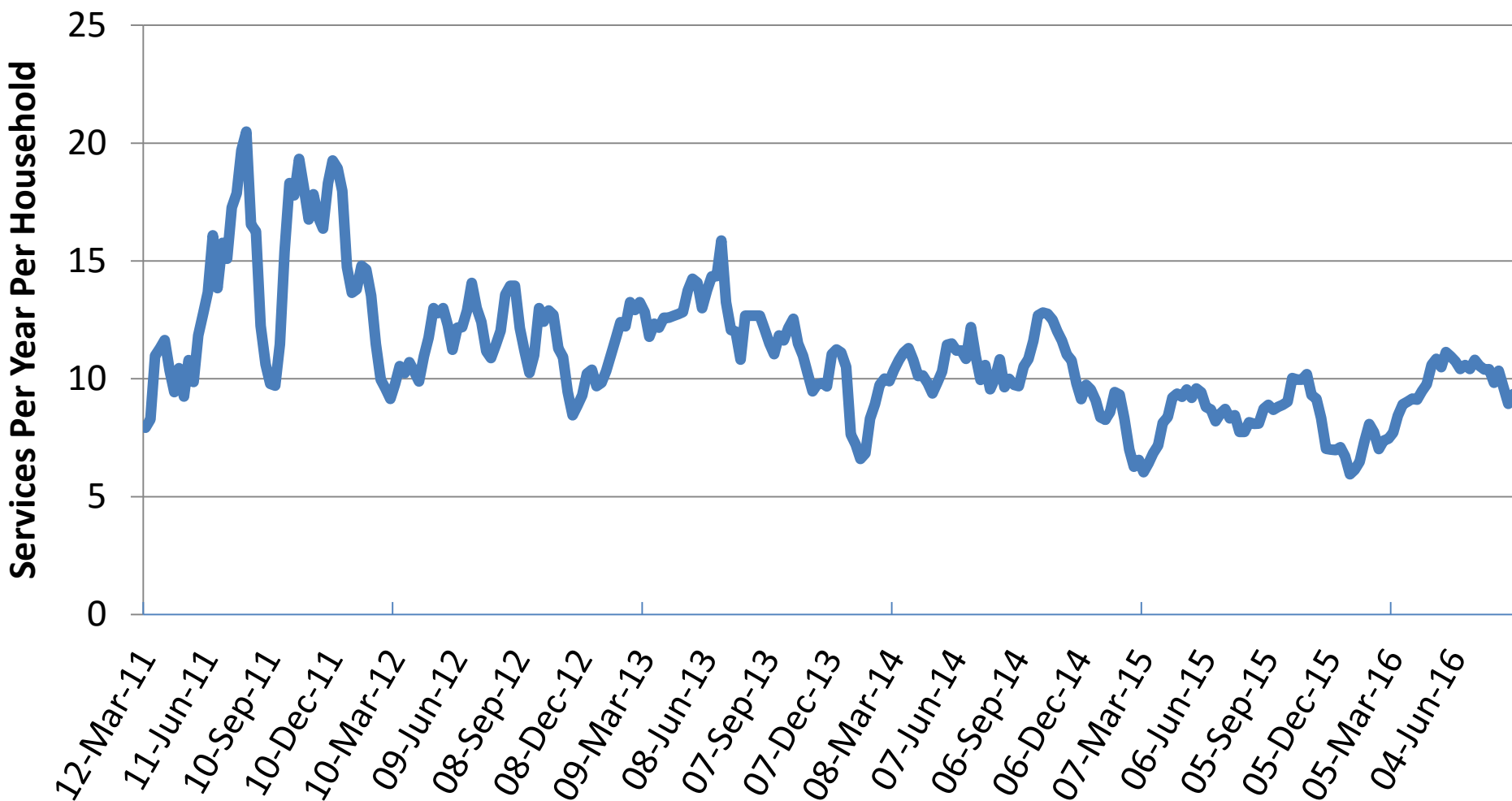


- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other

% of Households Receiving Services in Preceding Month



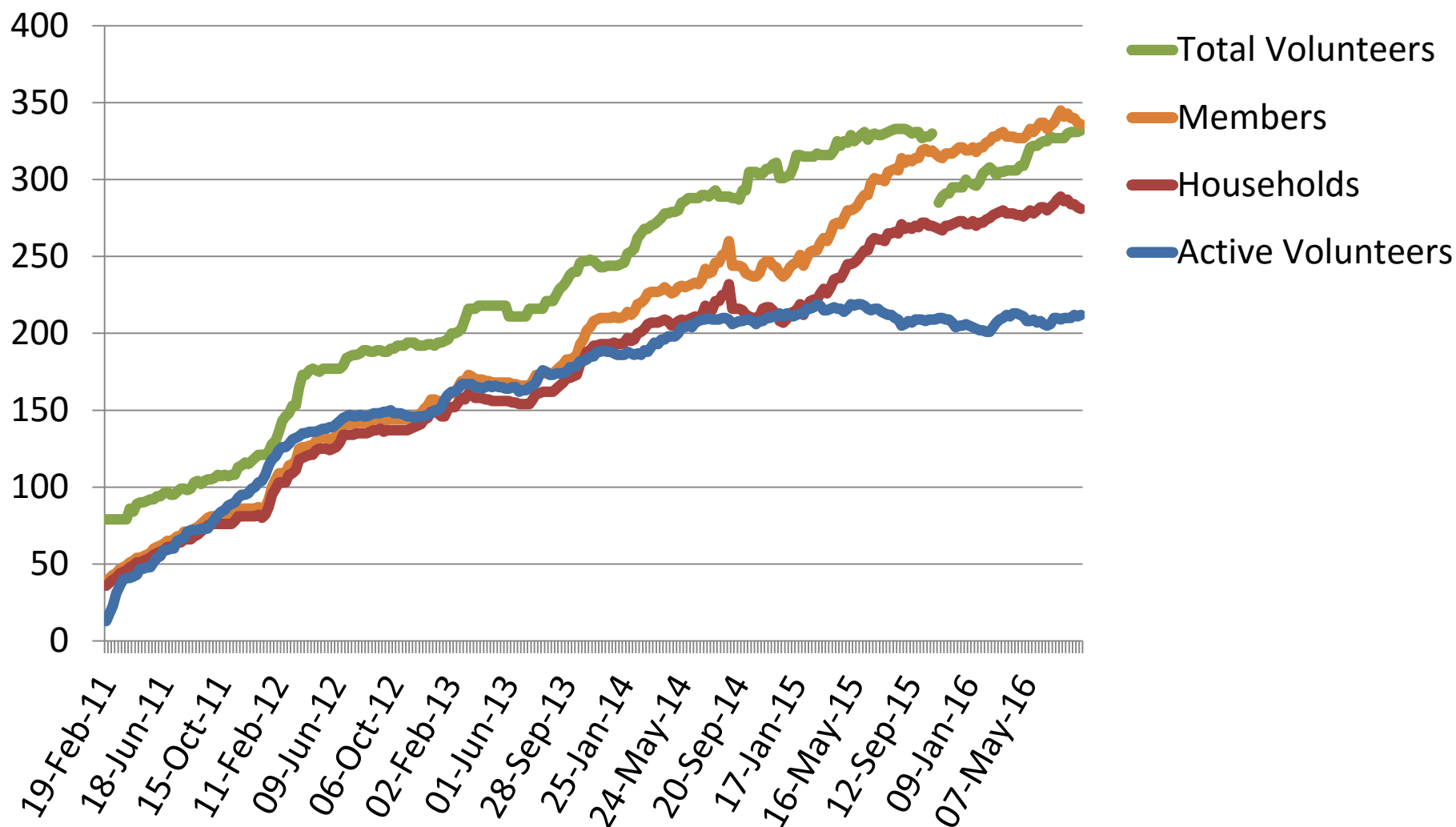
Annual Rate of Services per Household



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

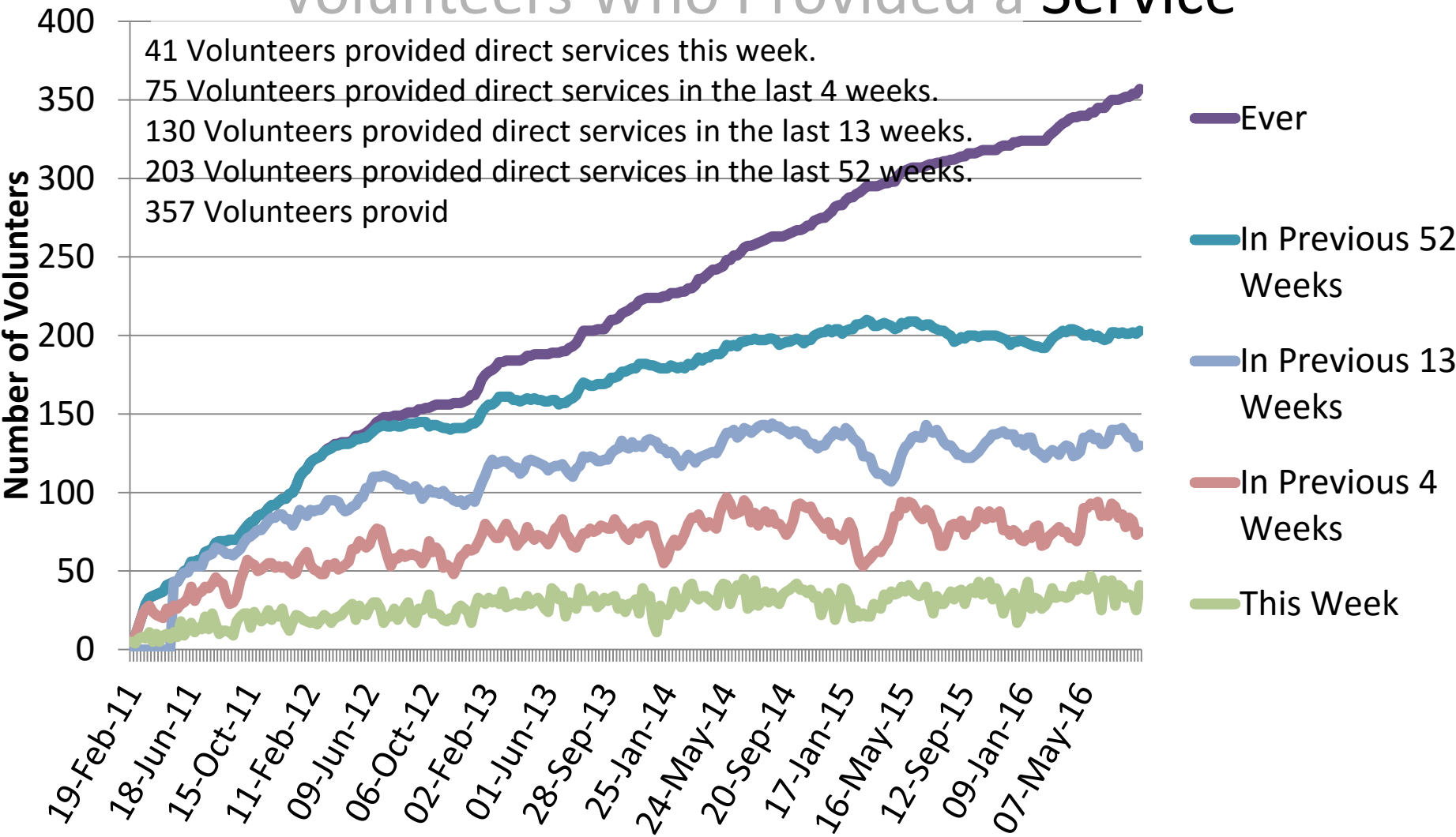
VOLUNTEERS

Growth Rates of Members, Households and Volunteers



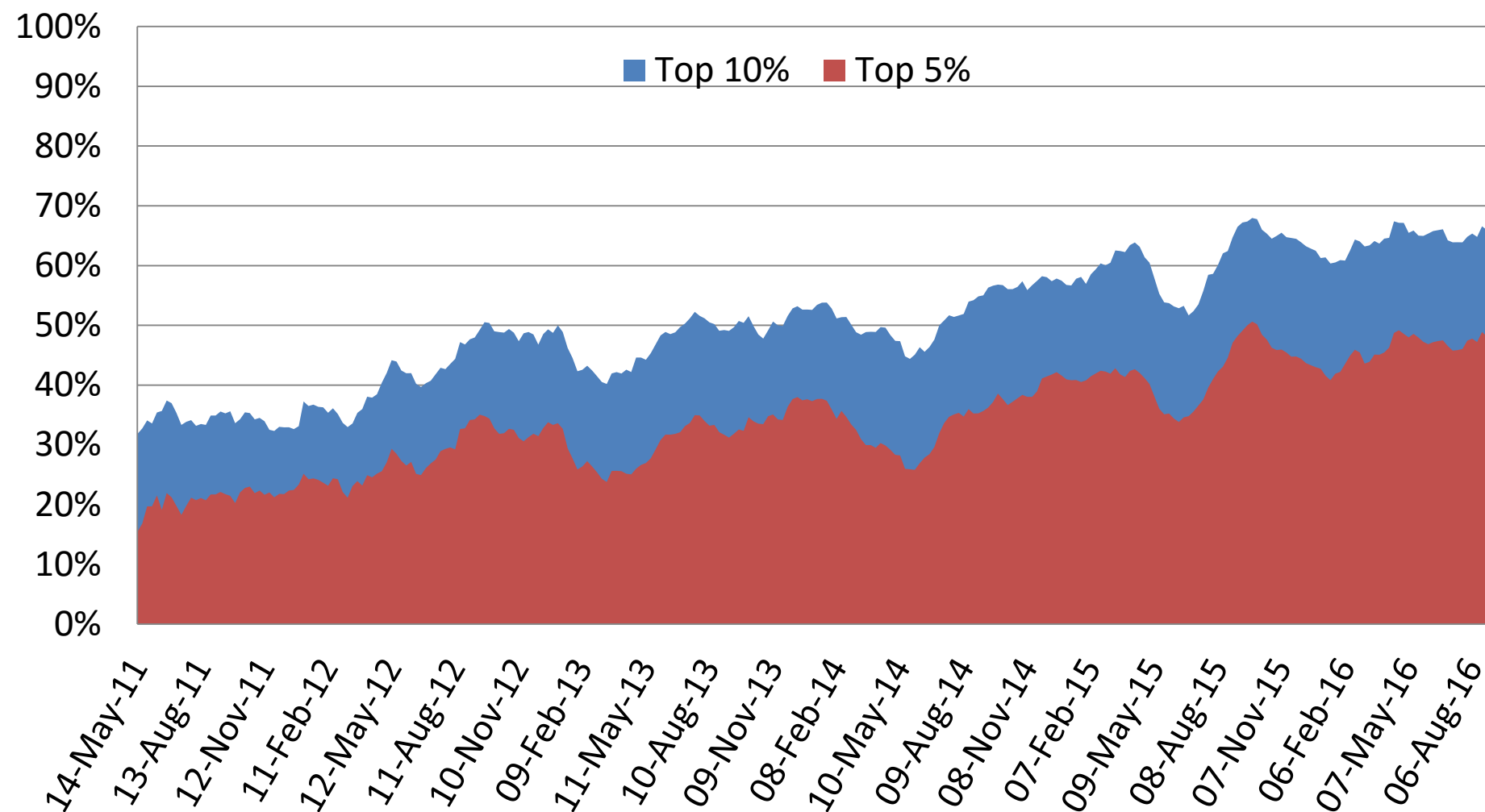


Volunteers Who Provided a Service

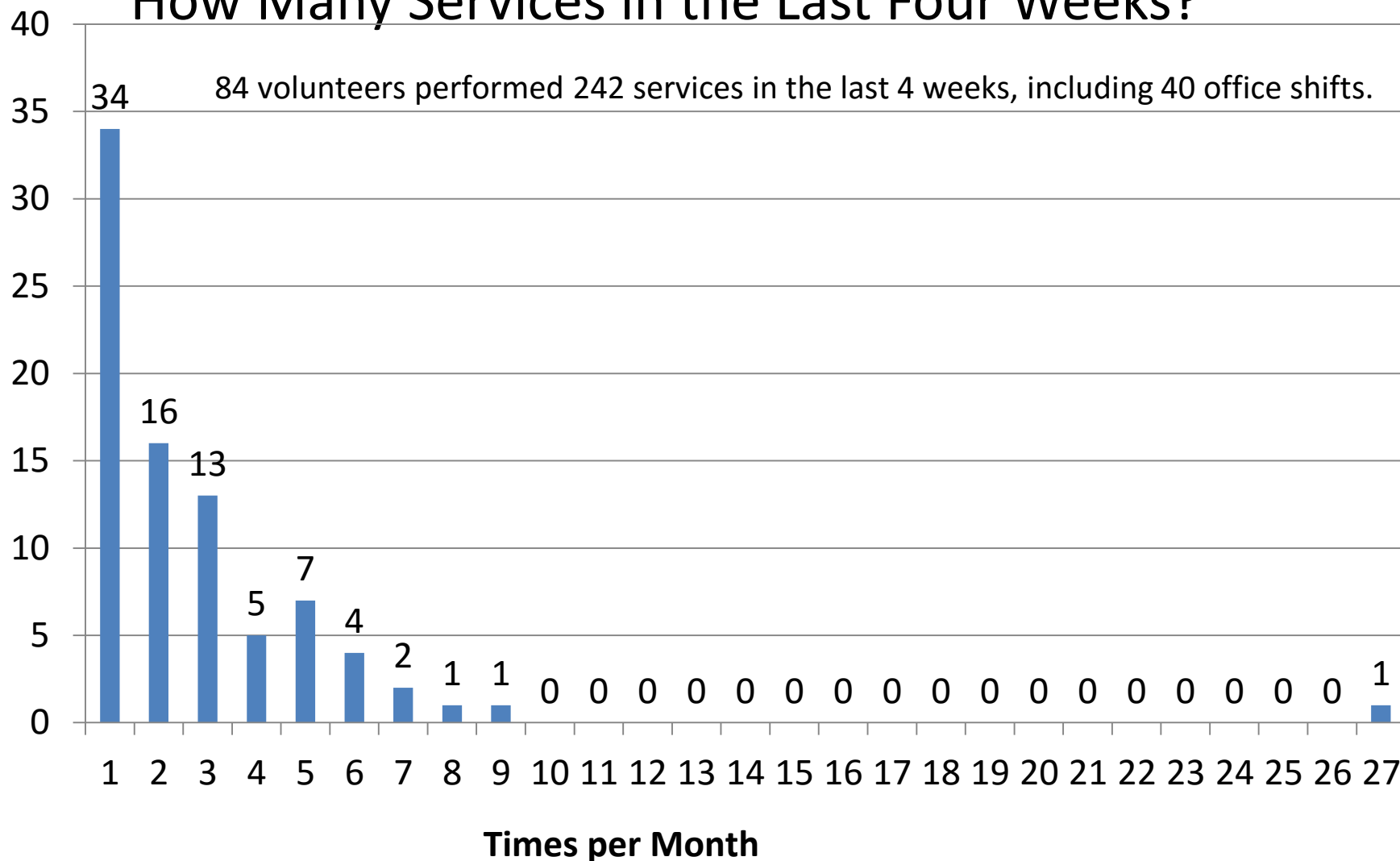




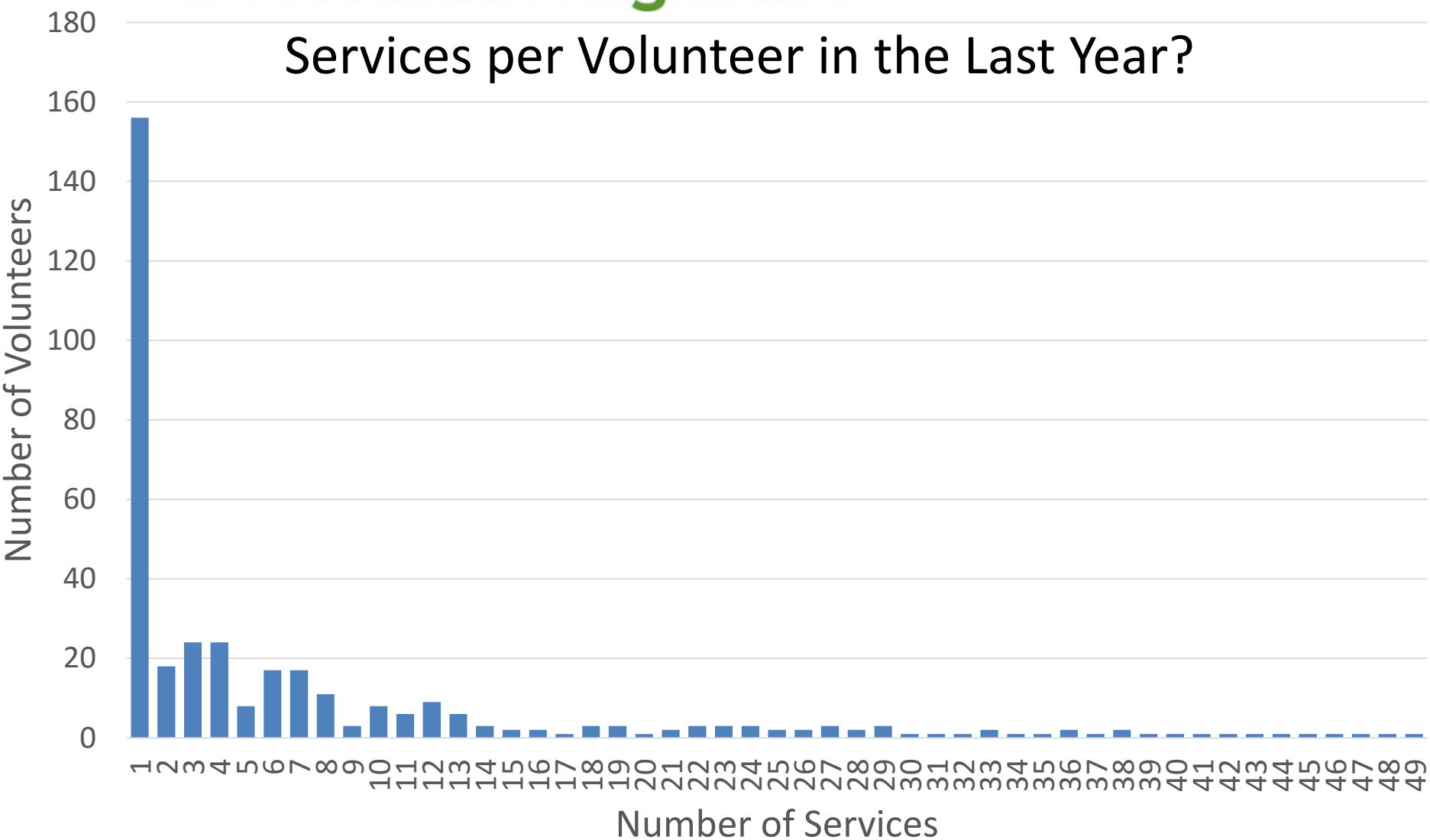
Most Active Volunteers During Previous Four Weeks



How Many Services in the Last Four Weeks?

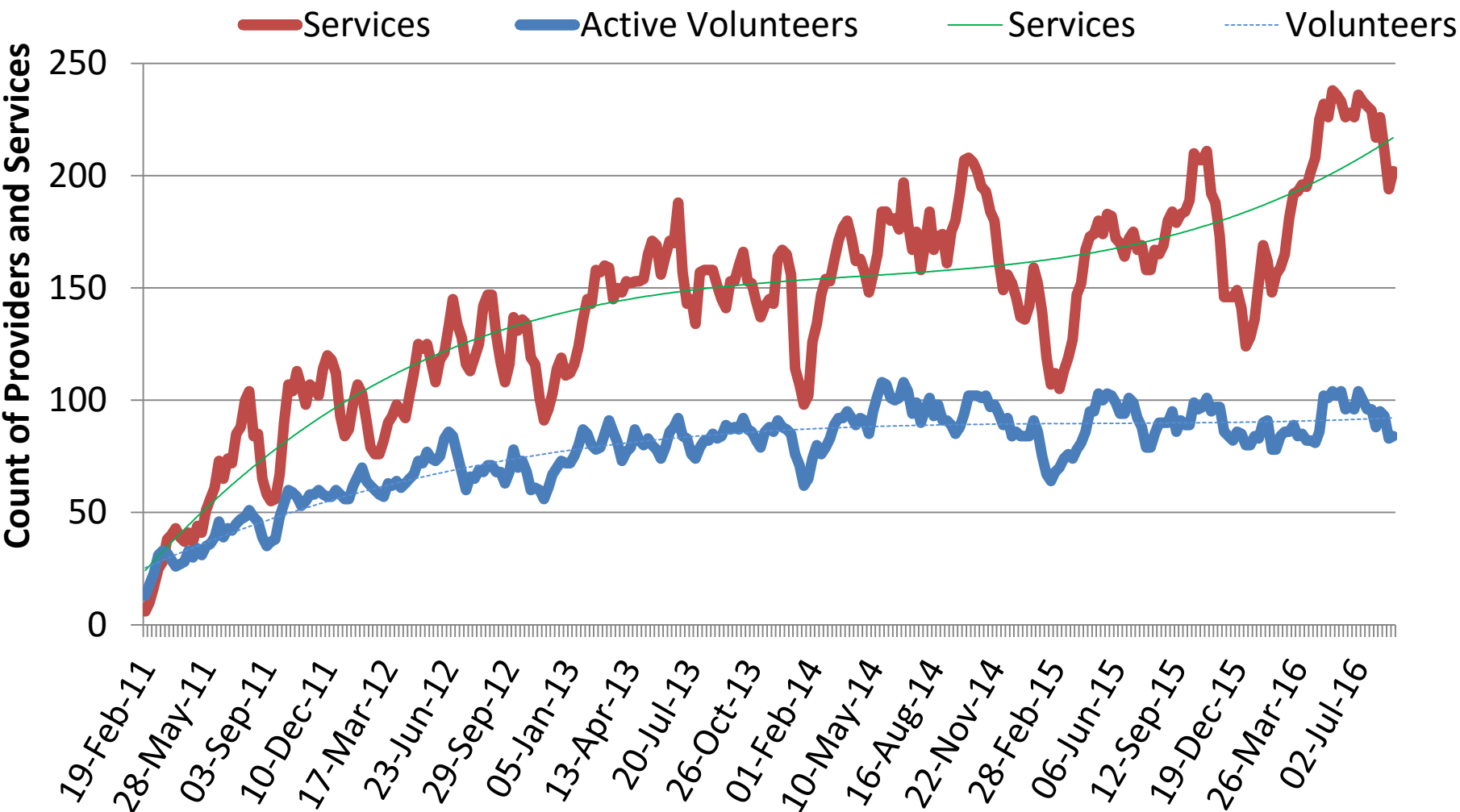


Services per Volunteer in the Last Year?

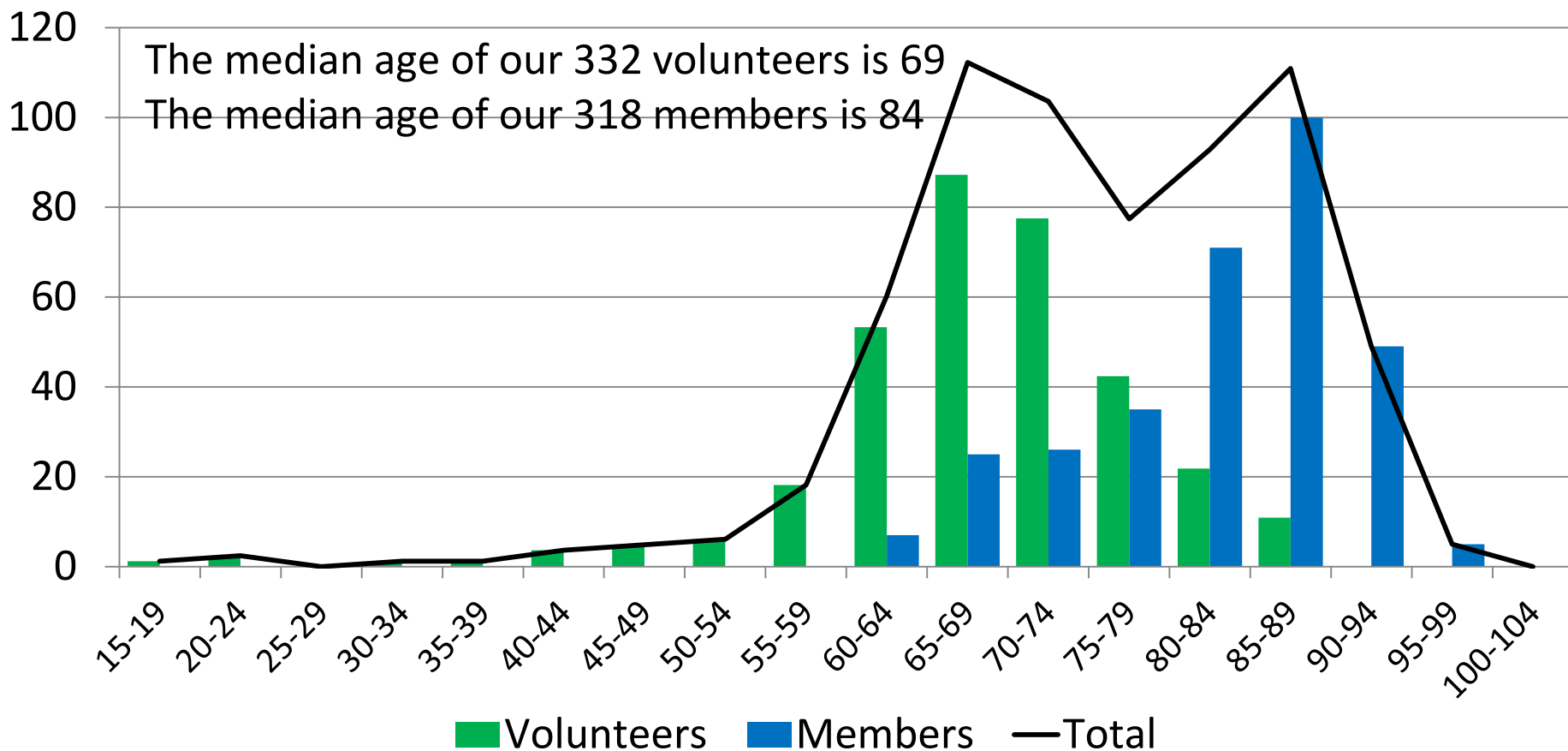




Volunteers and Services Previous 4 Weeks



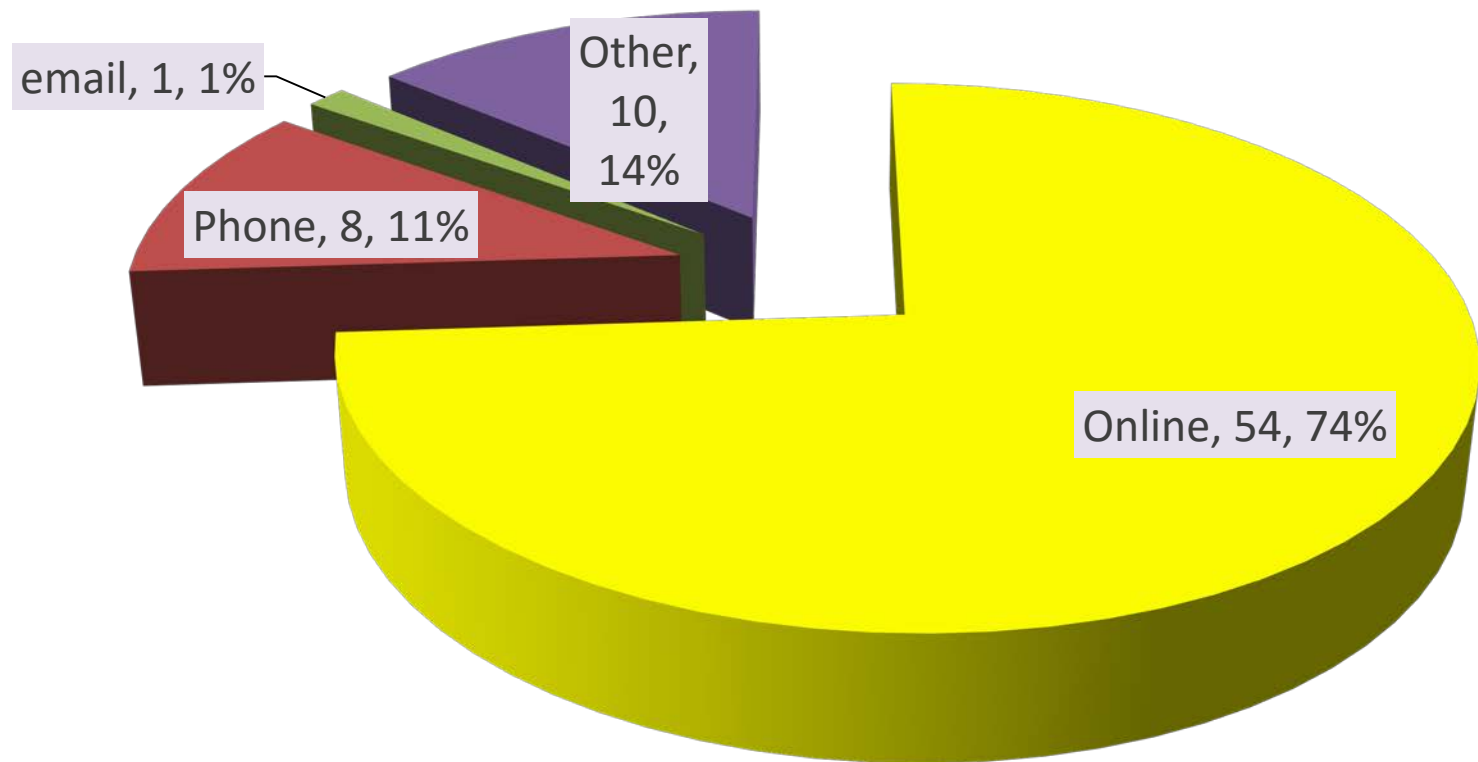
Age of Volunteers



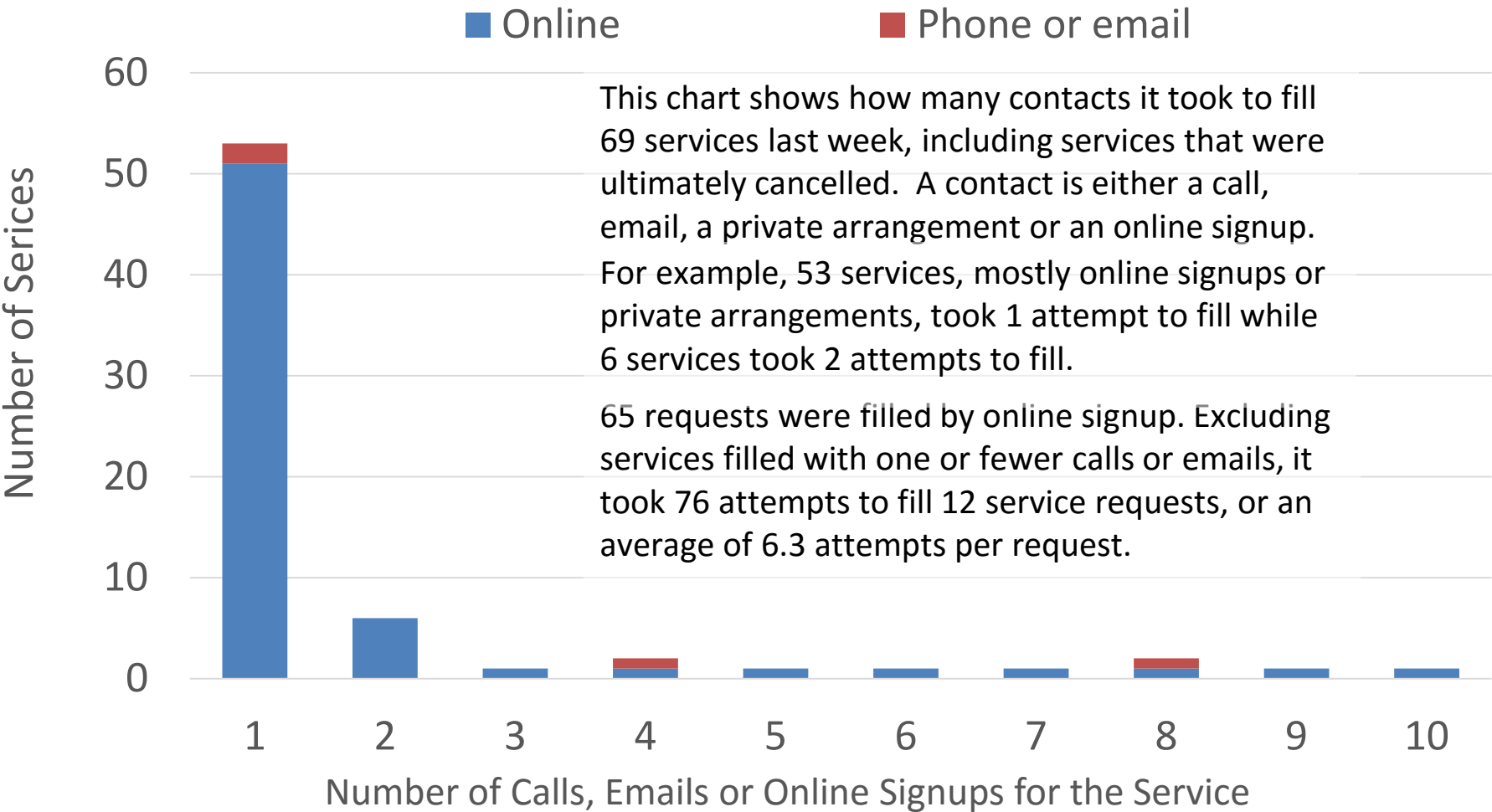
Contact Method for Signup

- This week did not see a lot of effort in filling requests.
- We placed **25** phone calls to fill requests, and **8** services were filled with phone calls.
- We sent **41** emails to fill requests and **1** 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 **6.3** calls or emails to secure a volunteer.

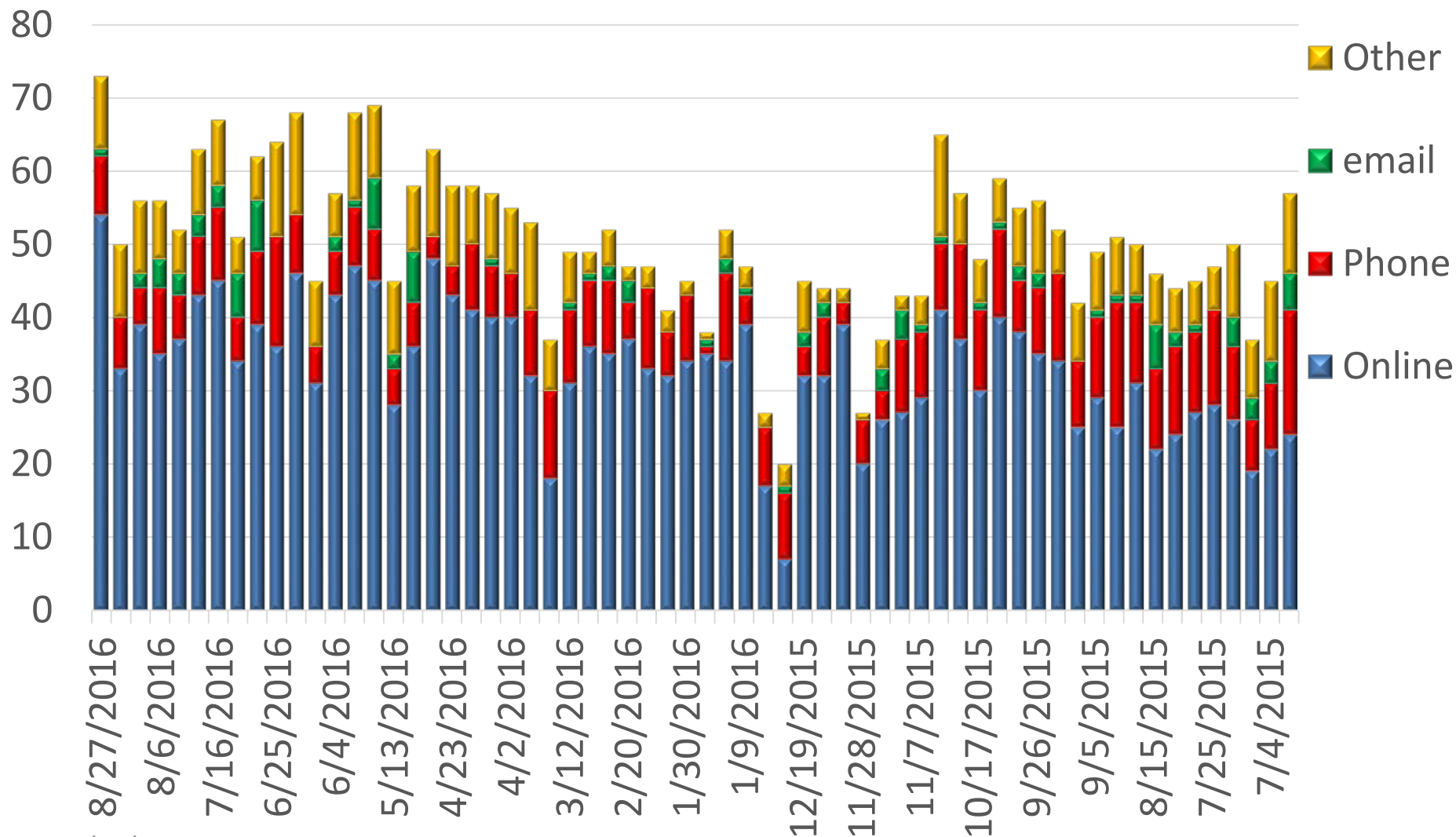
How Volunteers Were Found



Number of Contacts to Fill This Week's Service



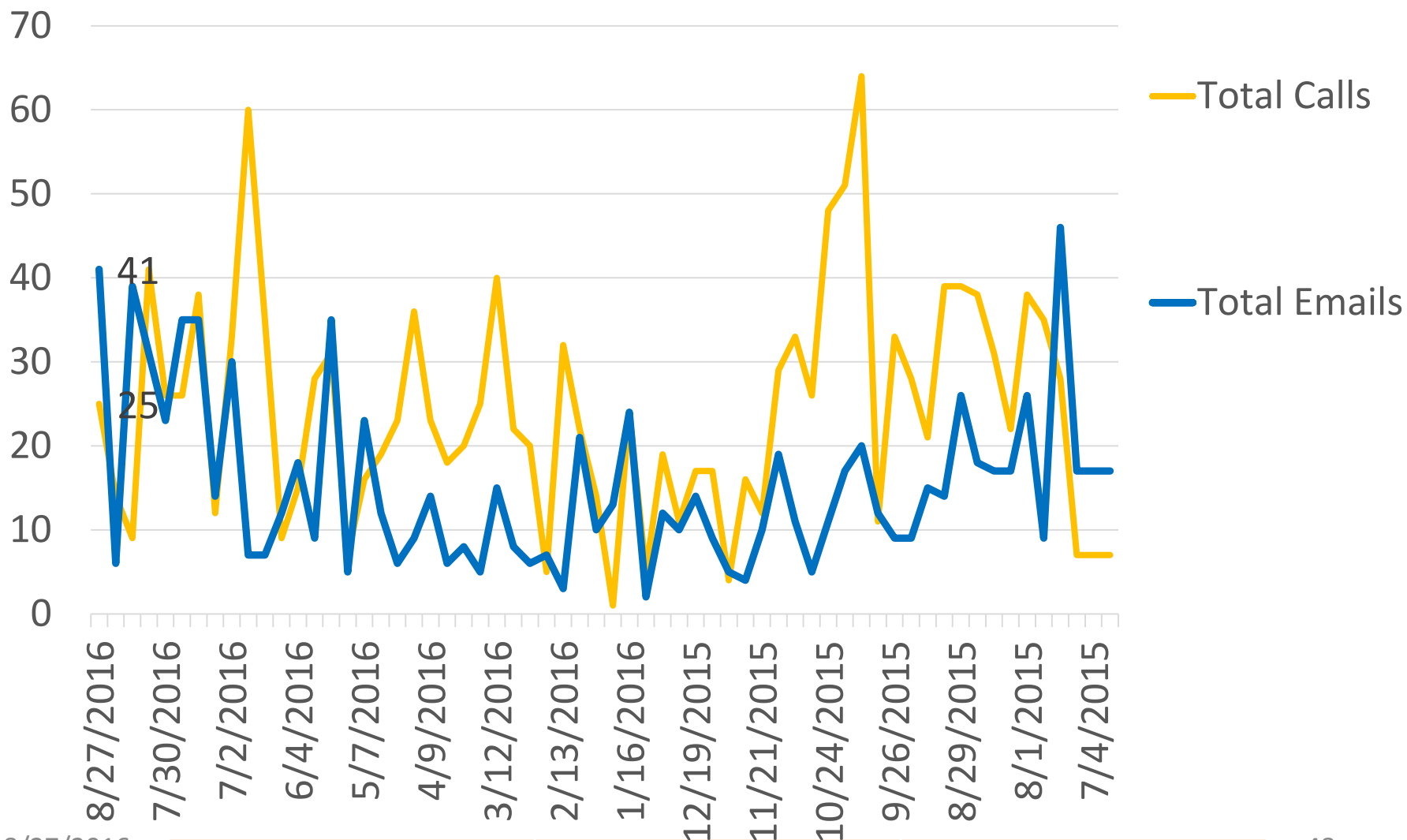
How Volunteers Who Filled Services Were Contacted



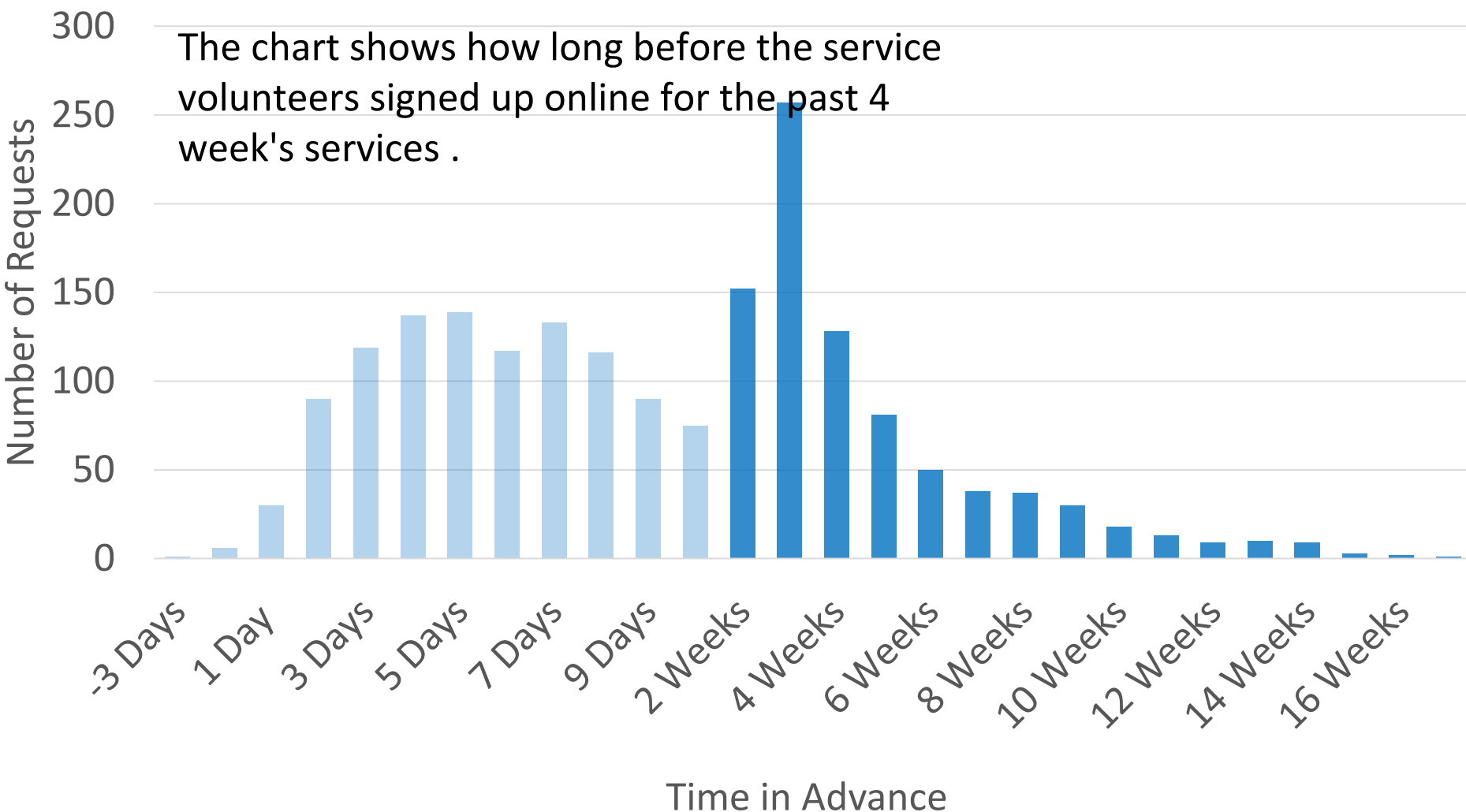


Nauset NeighborsSM

Total Calls and Emails



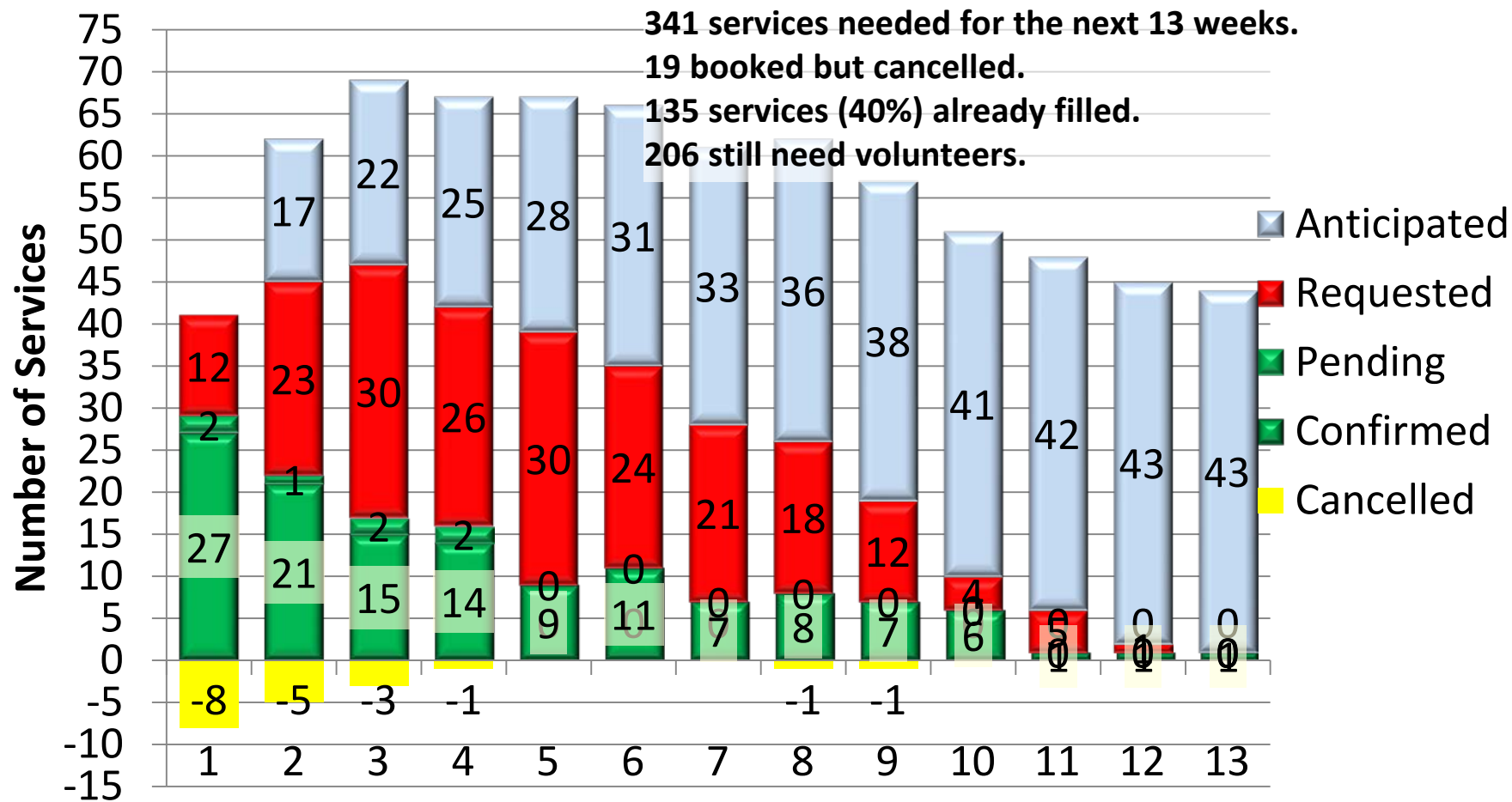
How Far in Advance do Volunteers Sign Up Online



Looking forward

FUTURE SERVICES

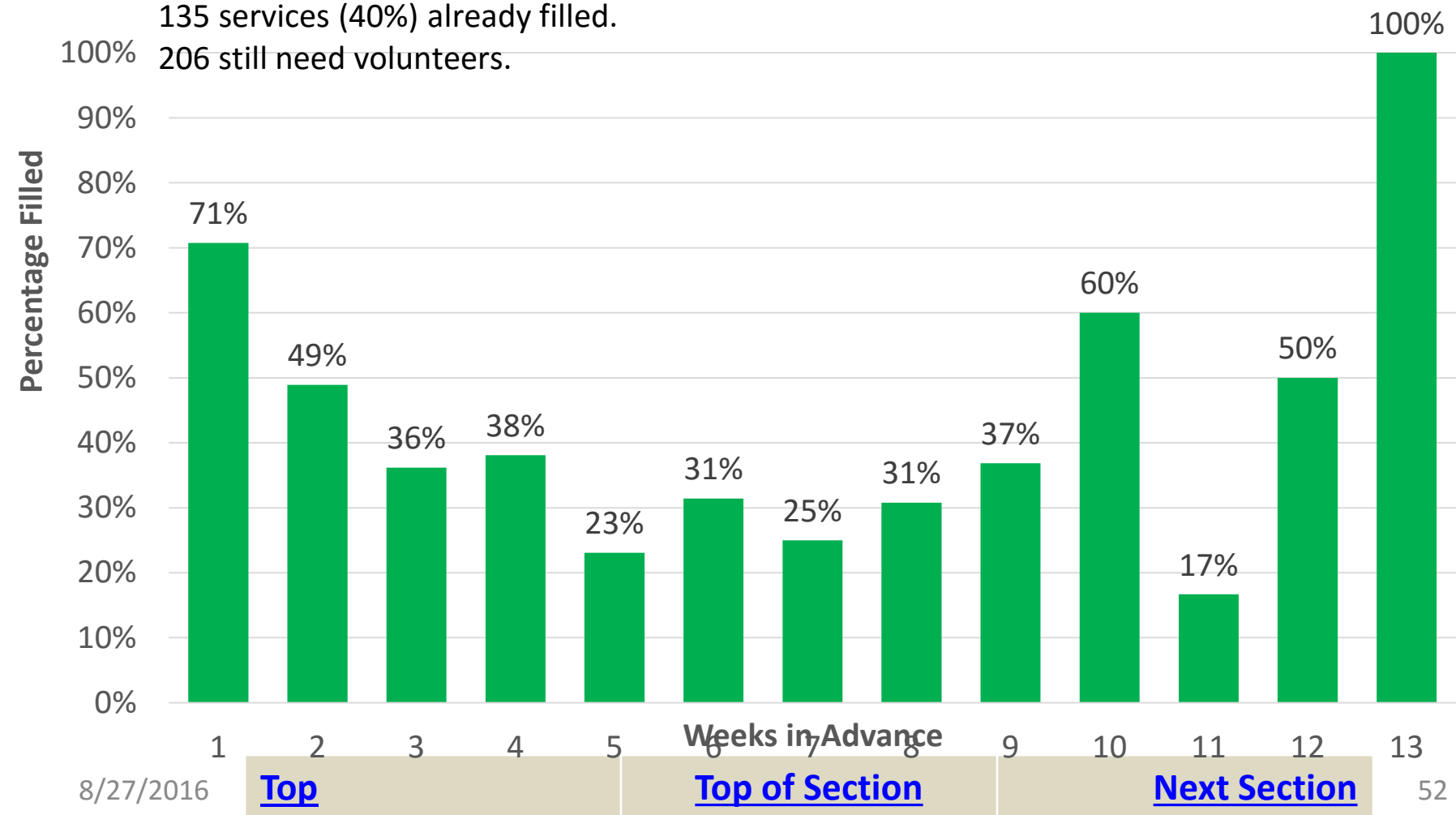
Service Requests on the Books





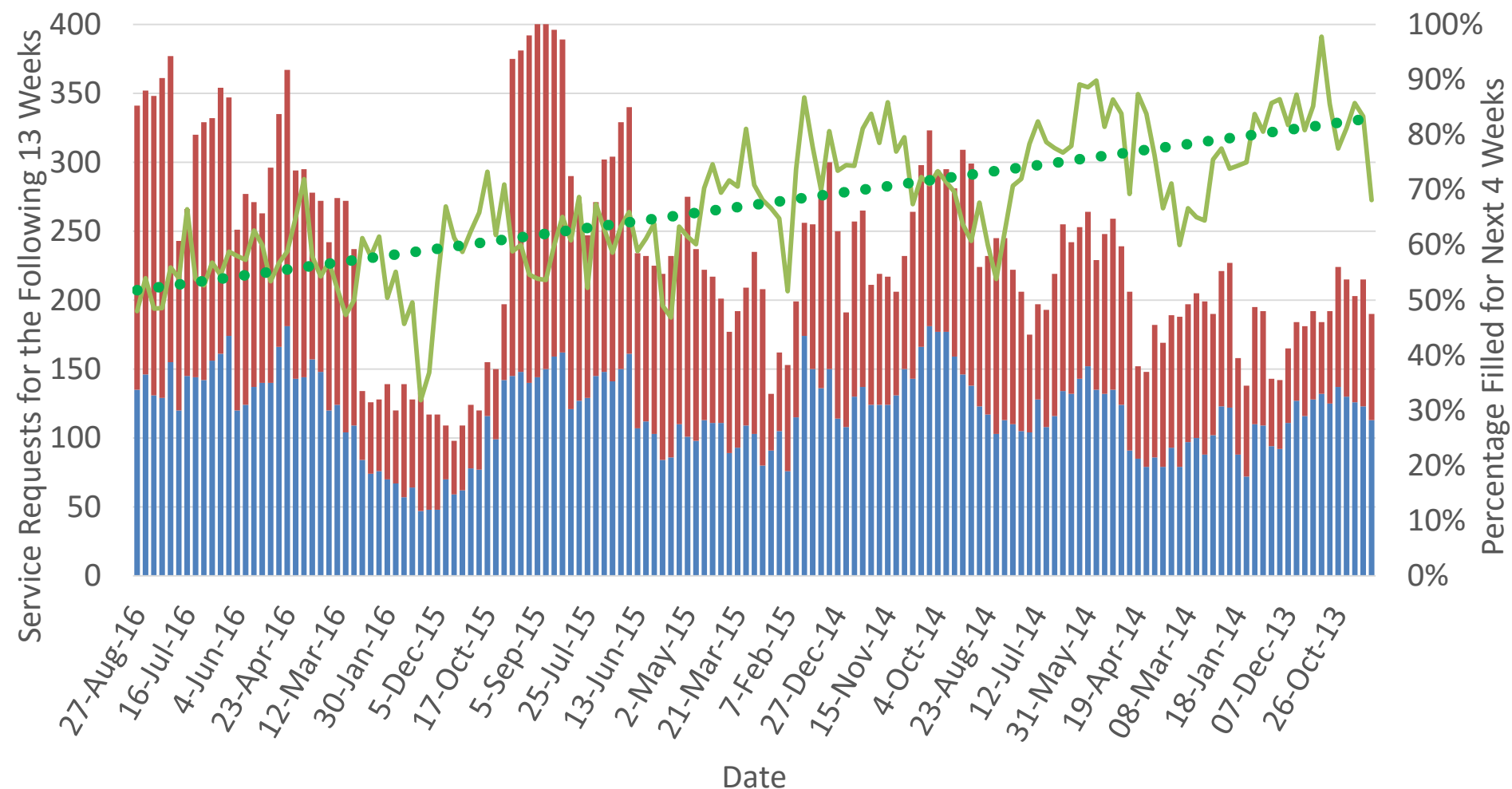
Percentage of Services for Next 13 Weeks Filled

341 future services covering the next 13 weeks.
135 services (40%) already filled.
206 still need volunteers.

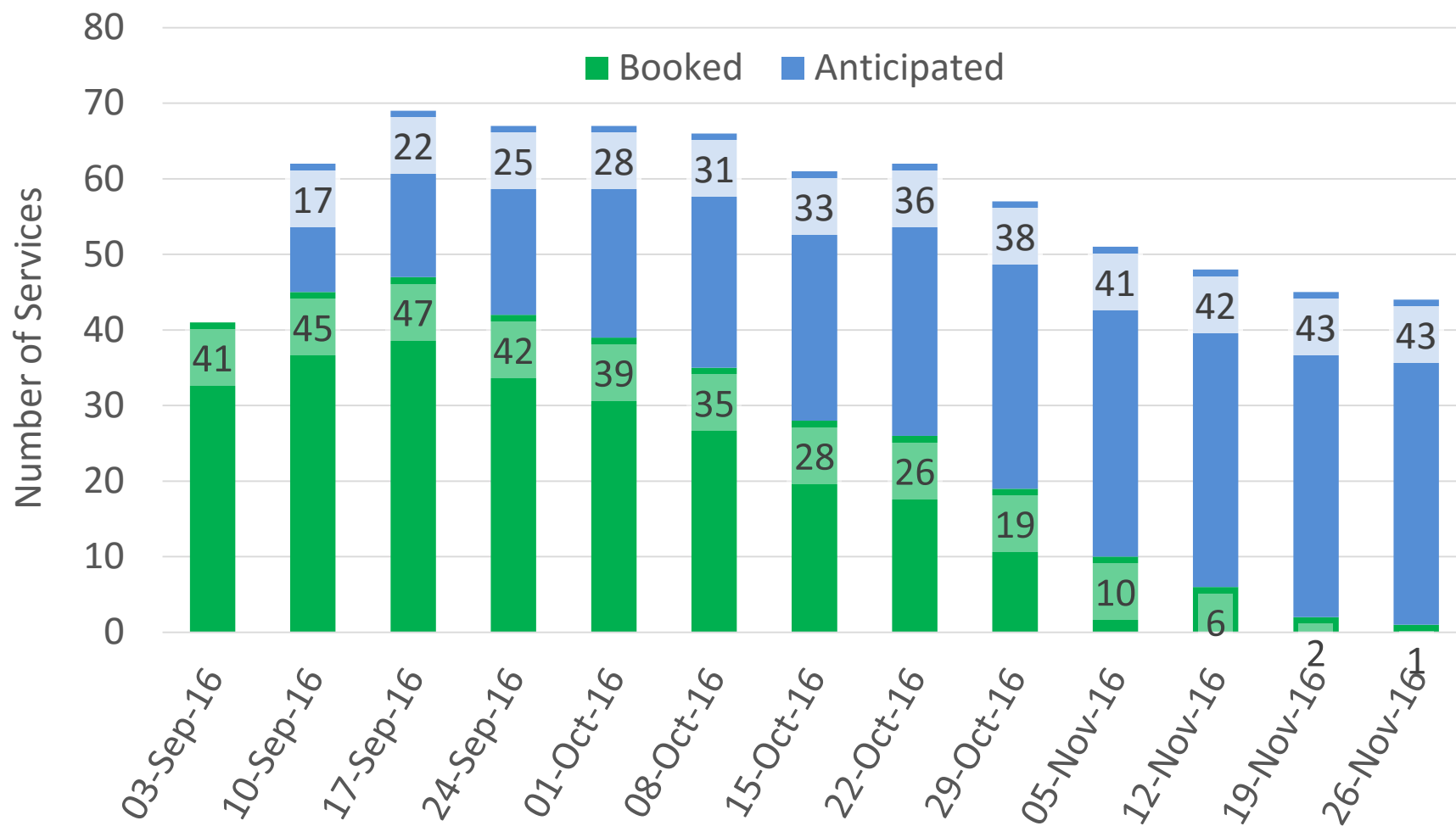


History of Future Requests

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



Projected Future Services

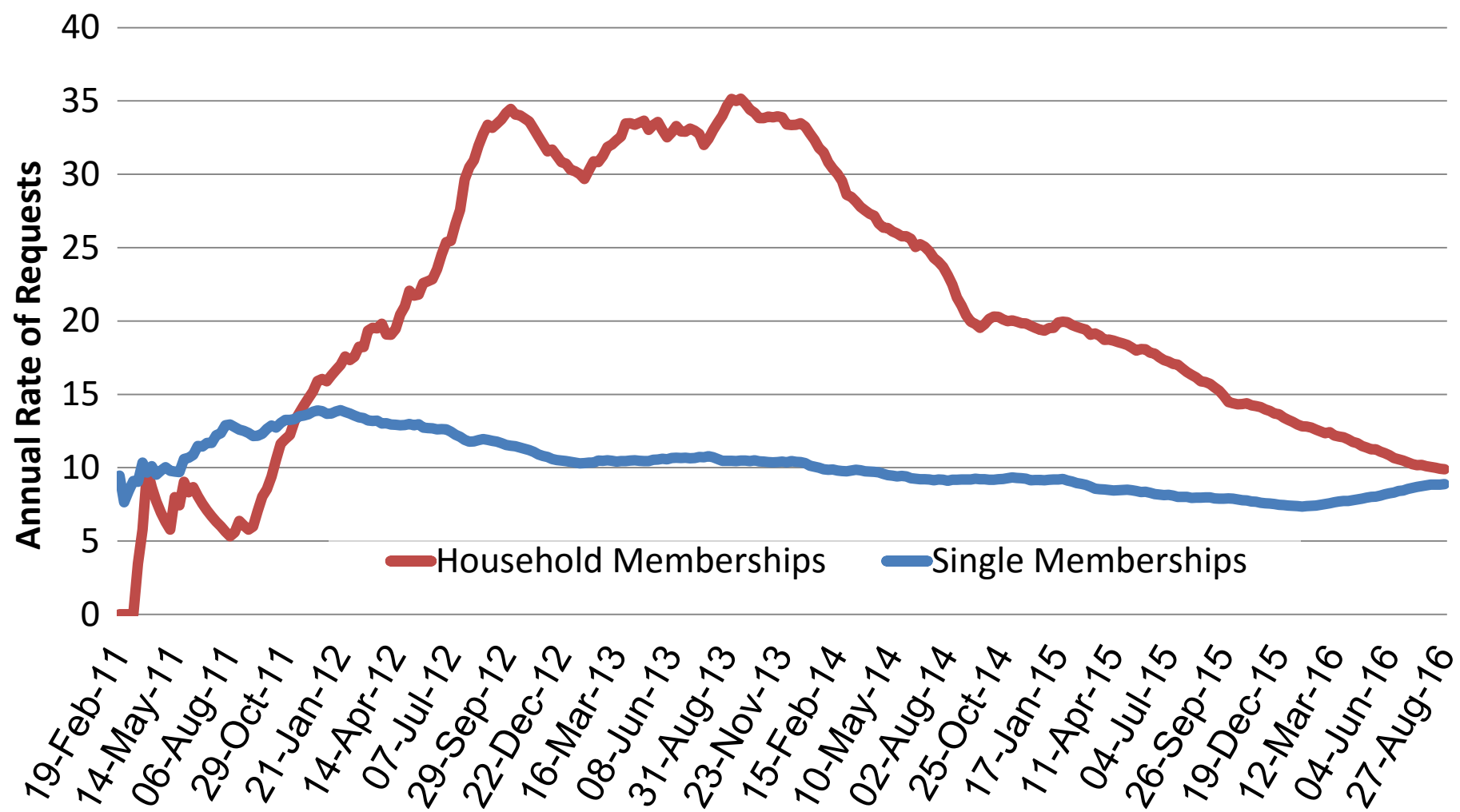


What are the Differences Between Single And Household Memberships?

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

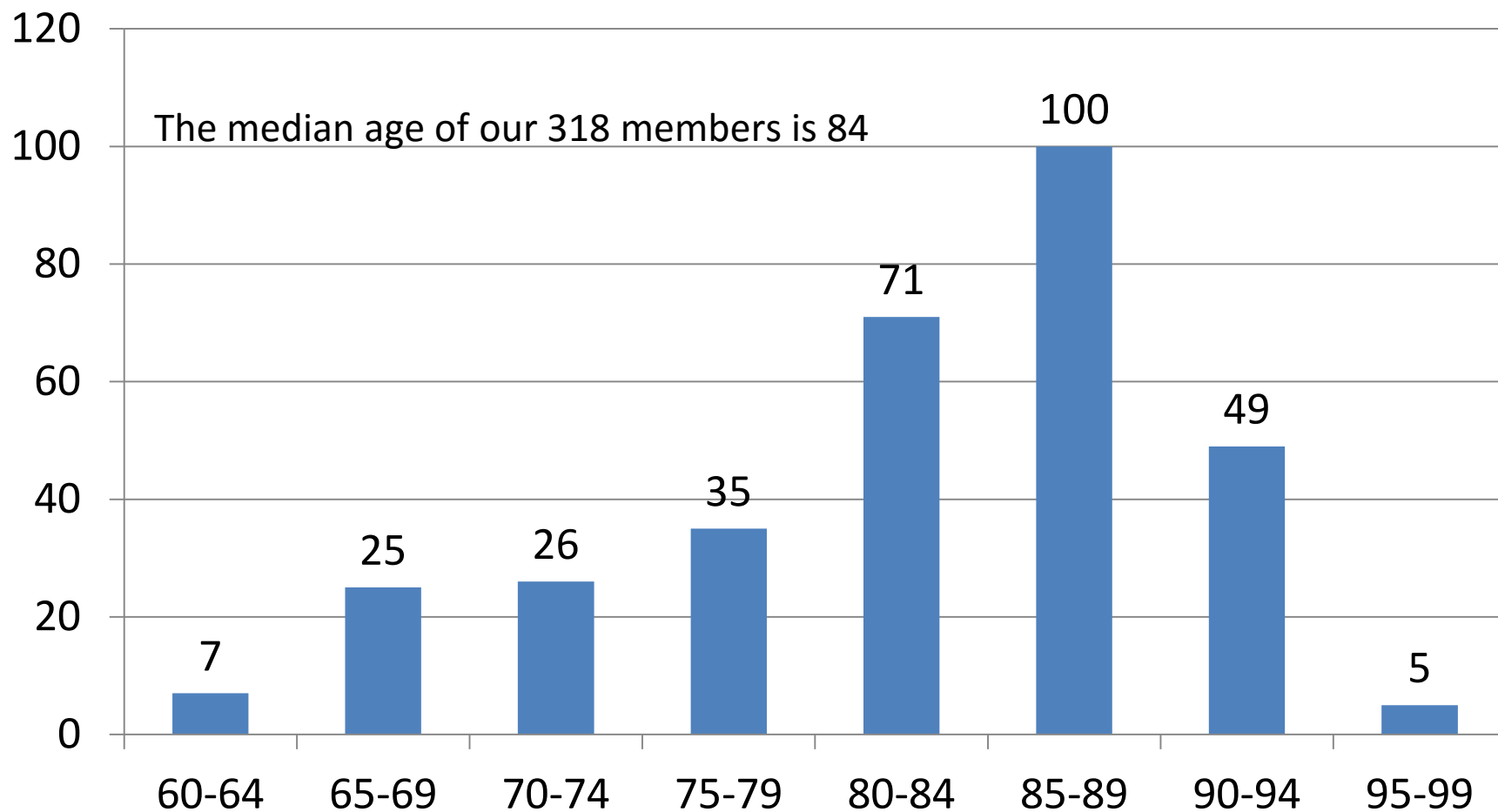


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

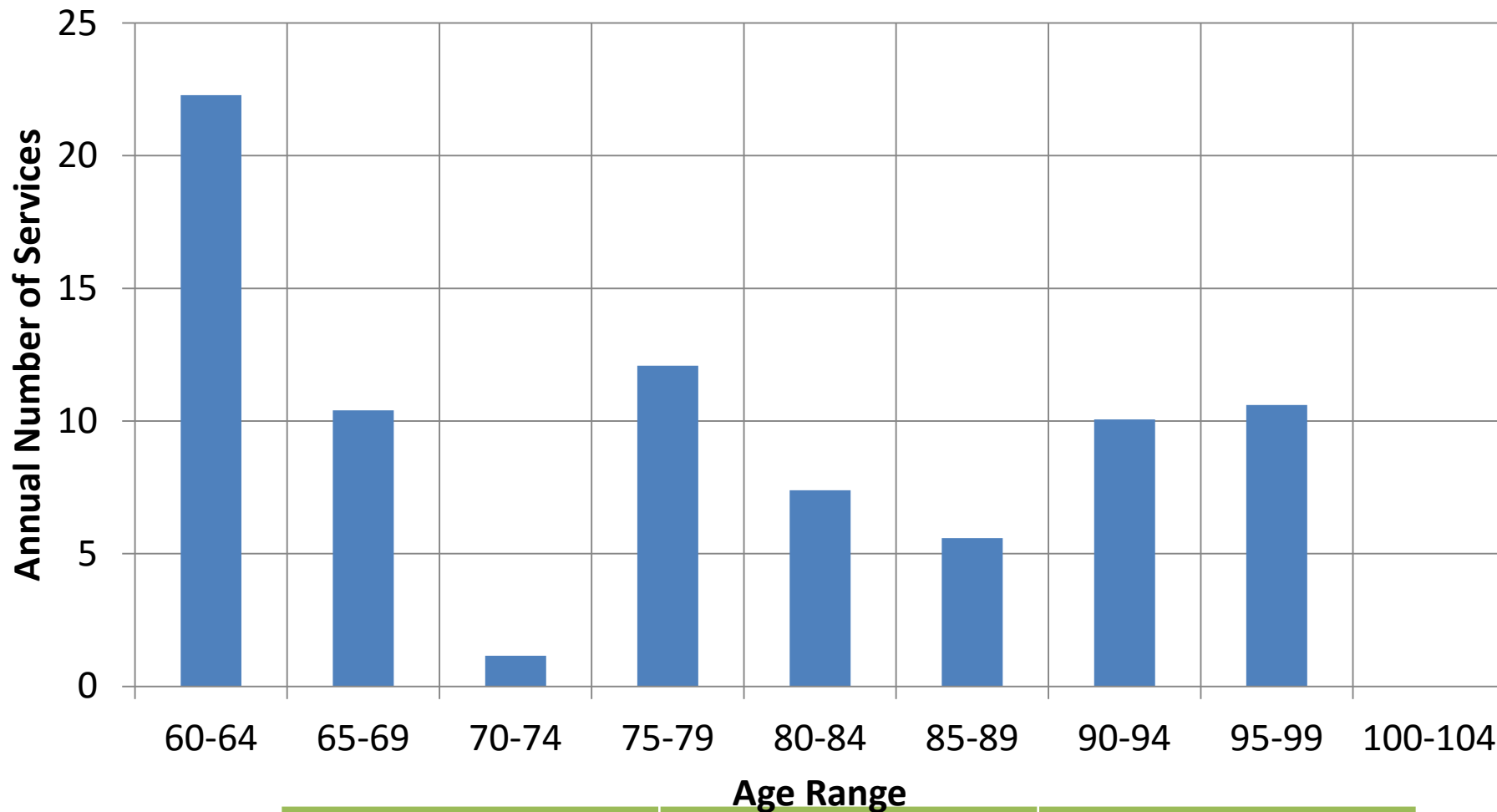
Analysis by Age Group

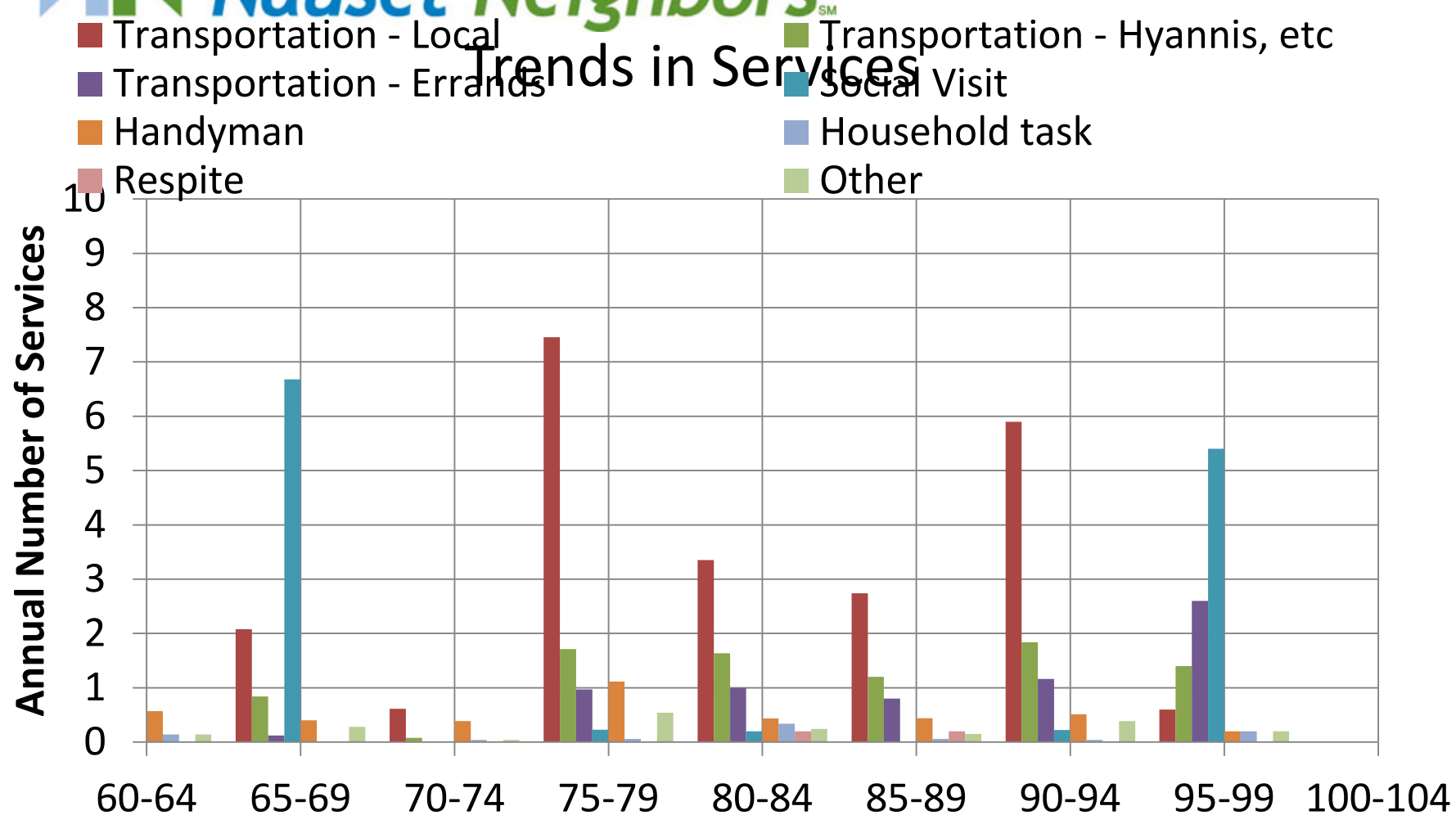
- The majority of our members are in their eighties. The median age is 84 years old.
- The 60 - 64 year age group uses a fair number of services per person, because of individuals with medical issues.

Age of Members



Annual Rate of Services by Age Range



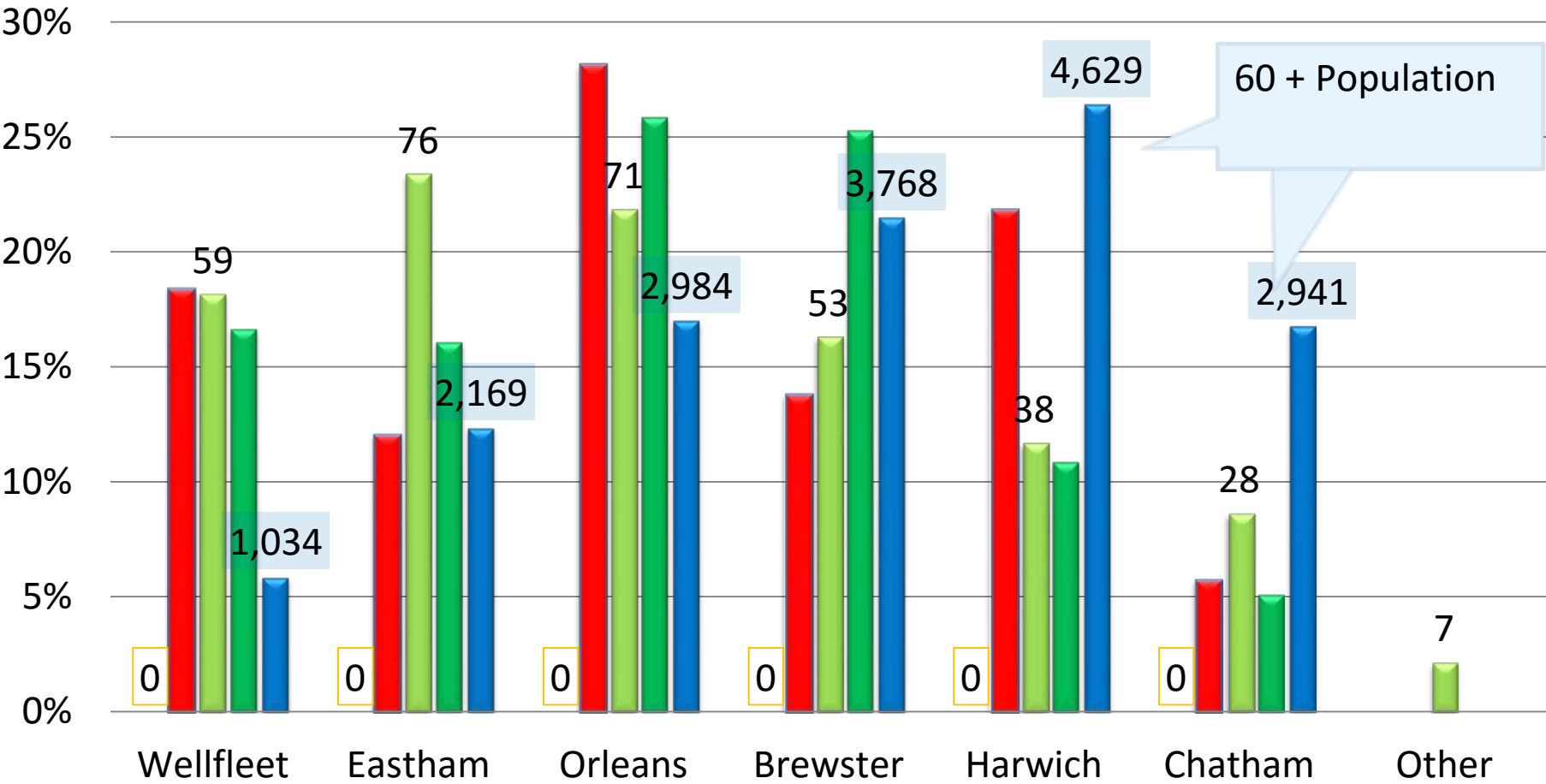


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

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,](#)
 - 67% 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

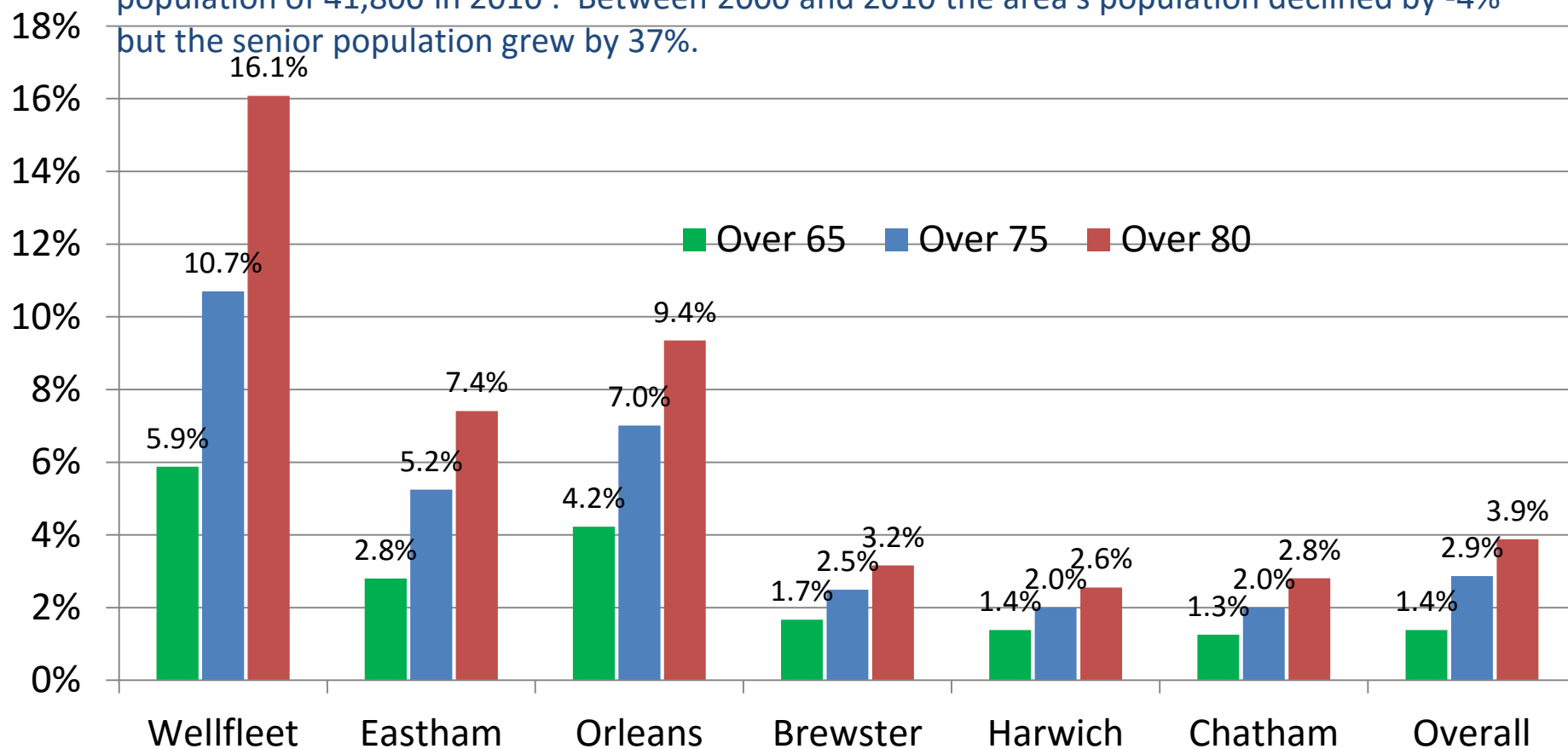
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Market Penetration by Town

Percent of Seniors who are Members

Nauset Neighbors covers six towns. The senior population (over 60) was 48% of the total population of 41,800 in 2010. Between 2000 and 2010 the area's population declined by -4% but the senior population grew by 37%.



Towns of Service Providers & Recipients (Since Inception)

52% 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	1195	126	308	29	42	2	1702
	Eastham	672	545	834	138	168	28	2385
	Orleans	21	93	1619	231	104	61	2129
	Brewster	10	61	580	499	419	24	1593
	Harwich	9	2	71	170	740	17	1009
	Chatham		2	47	17	110	116	292
	Other	6	0	9	8	9	0	32
	Total Used	1913	829	3468	1092	1592	248	9142

Towns of Service Providers and Recipients (Last 4 Weeks)

67% 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	28	1					29
	Eastham	4	14	4	2	3	1	28
	Orleans		3	33	2	6	1	45
	Brewster		2	10	18	12	2	44
	Harwich			1	1	17		19
	Chatham		1	1	1		6	9
	Other	0	0	0	0	0	0	0
	Total Used	32	21	49	24	38	10	174