

# Week 296 Member Services Report

## Oct 15, 2016



**In for the evening, Harwich MA**

[By aumandg](#)

## Summary of the Past Week

- We performed 72 services last week out of 87 requests.
  - 15 requests were cancelled.
  - 9 were cancelled after volunteers were found
  - We were unable to fill 2 service requests
- We placed 32 phone calls and filled 6 services by phone.
  - 78% of services were filled online
  - 07% of services were filled by phone
  - 01% 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 broke all records this week.
  - Last Week: 52 volunteers performed 72 services for 53 households and covered 10 office shifts. In total, with 9 filled cancellations we filled 91 assignments. In addition, 6 more requests were cancelled before volunteers were found.
  - Last Month: 99 volunteers performed 253 services for 97 households. We also covered 40 office shifts.
  - Last Year: 212 volunteers performed 2574 services for 215 households.
- We have 324 and 348 Volunteers.
  - The median age of our 348 volunteers is 69
  - The median age of our 324 members is 84
  - Our waiting has 12 people, up from 10 last week.
  - People on the waiting list have waited at most 4 weeks before being offered membership.

## Looking Forward

- We have 326 future service requests.
  - 38 booked but cancelled.
  - 16 need filling next week,
  - 9 need filling over the next 4 weeks
- 49% 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?

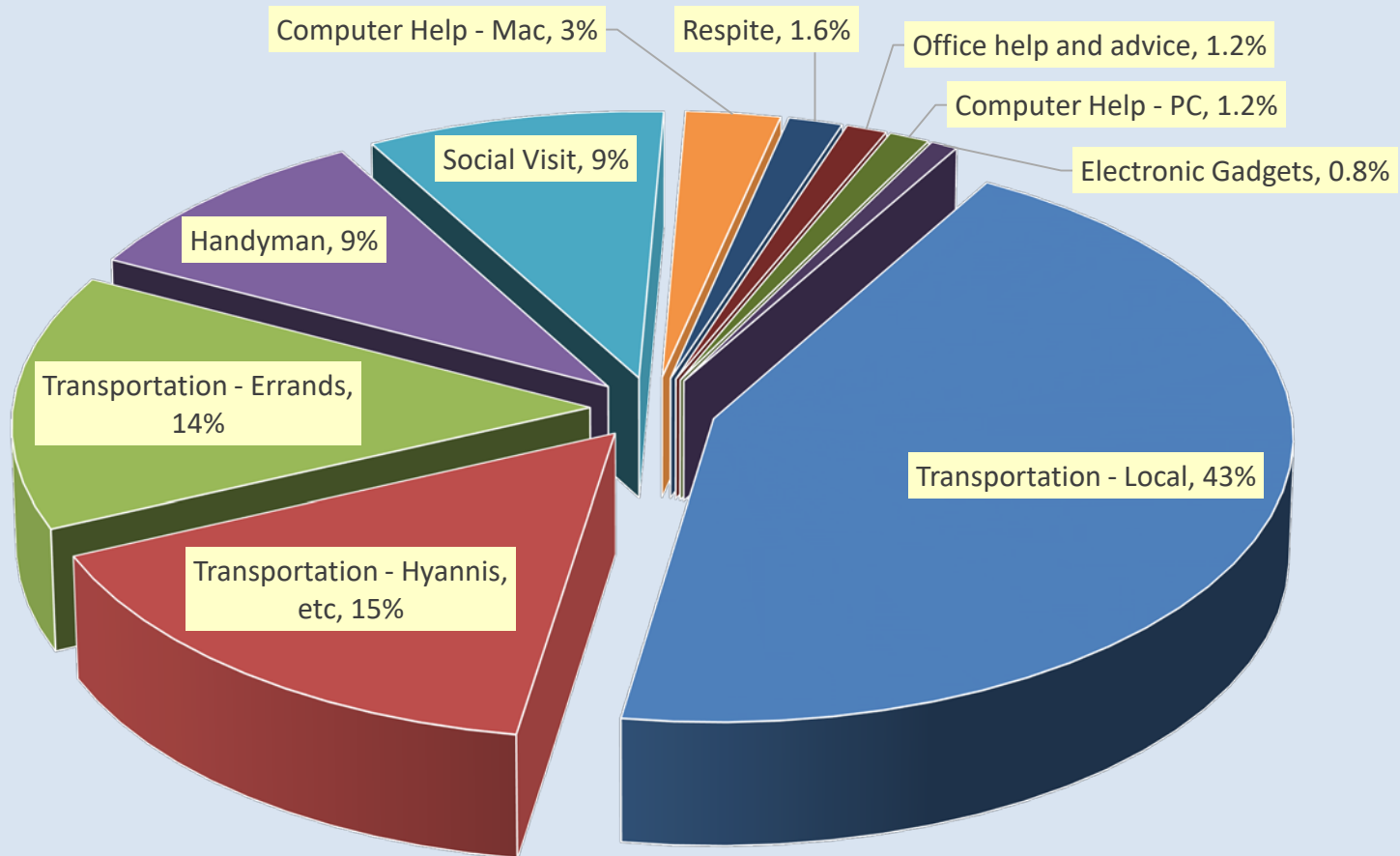
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**78%**).
- 97 households( 36%) received 253 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 **66%** of services.

## Services in the Last 4 Weeks

10/15/2016



97 households used 253 services in the last four weeks

10/16/2016

[Top](#)

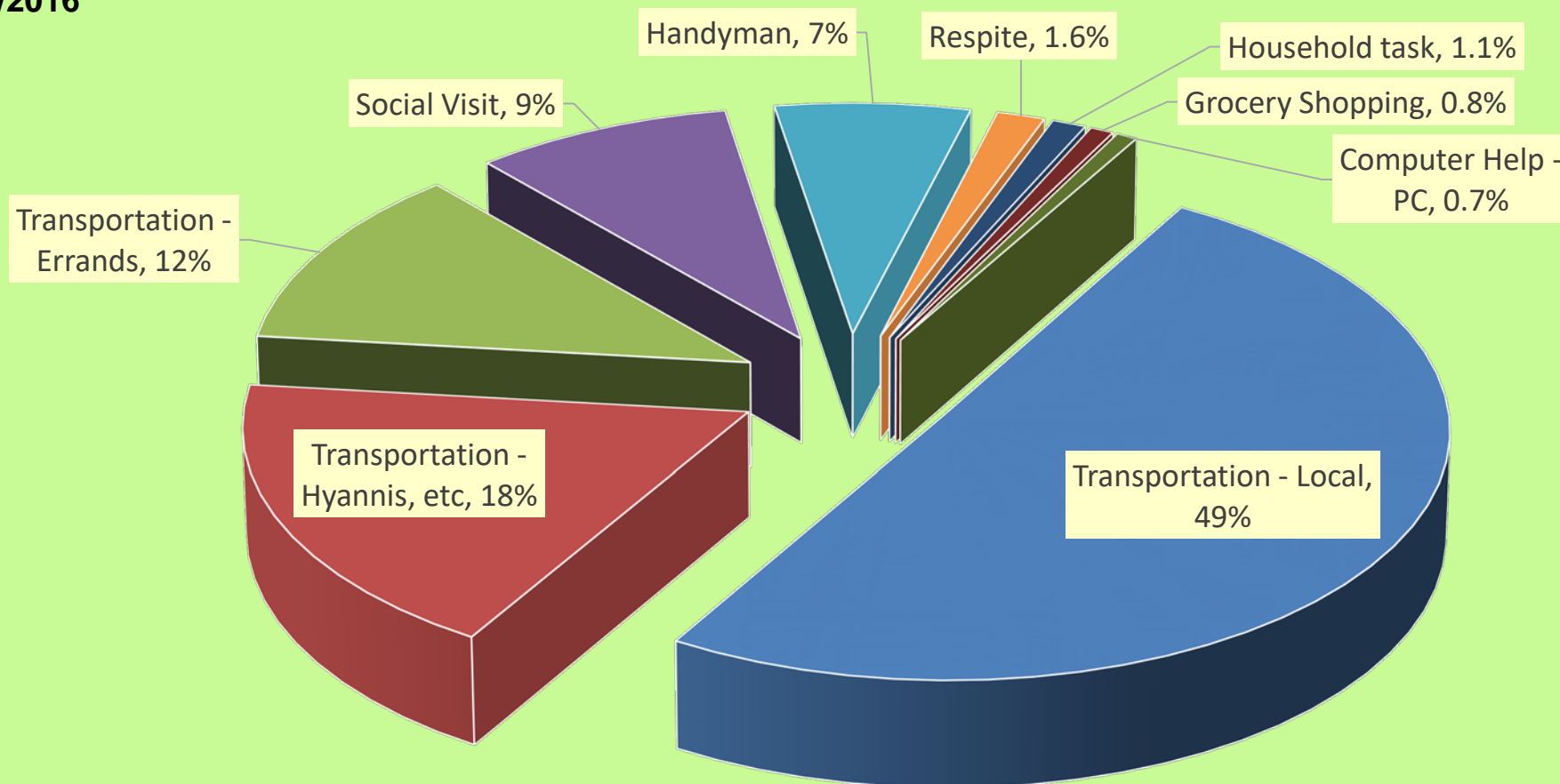
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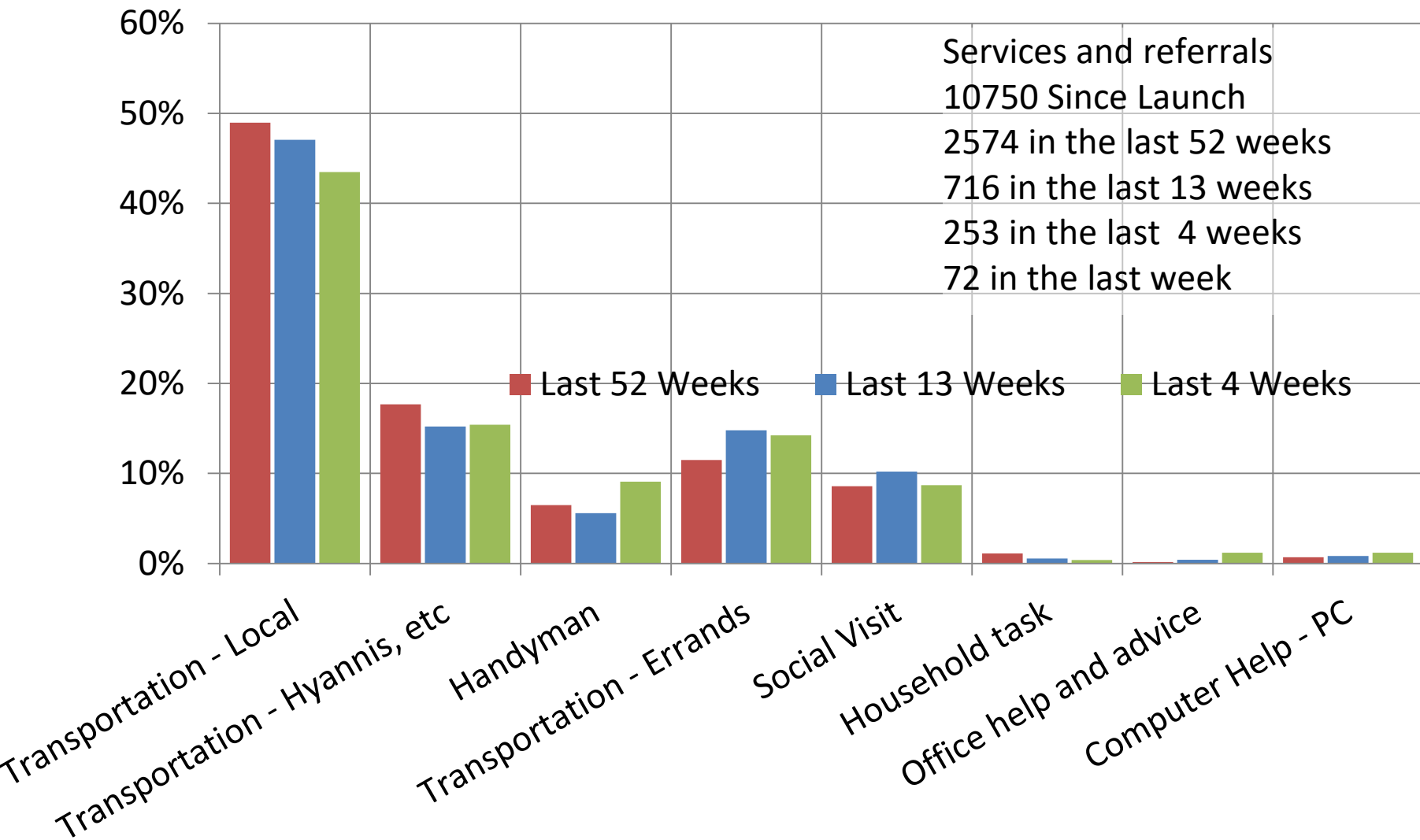
## Services in the Last 52 Weeks

10/15/2016

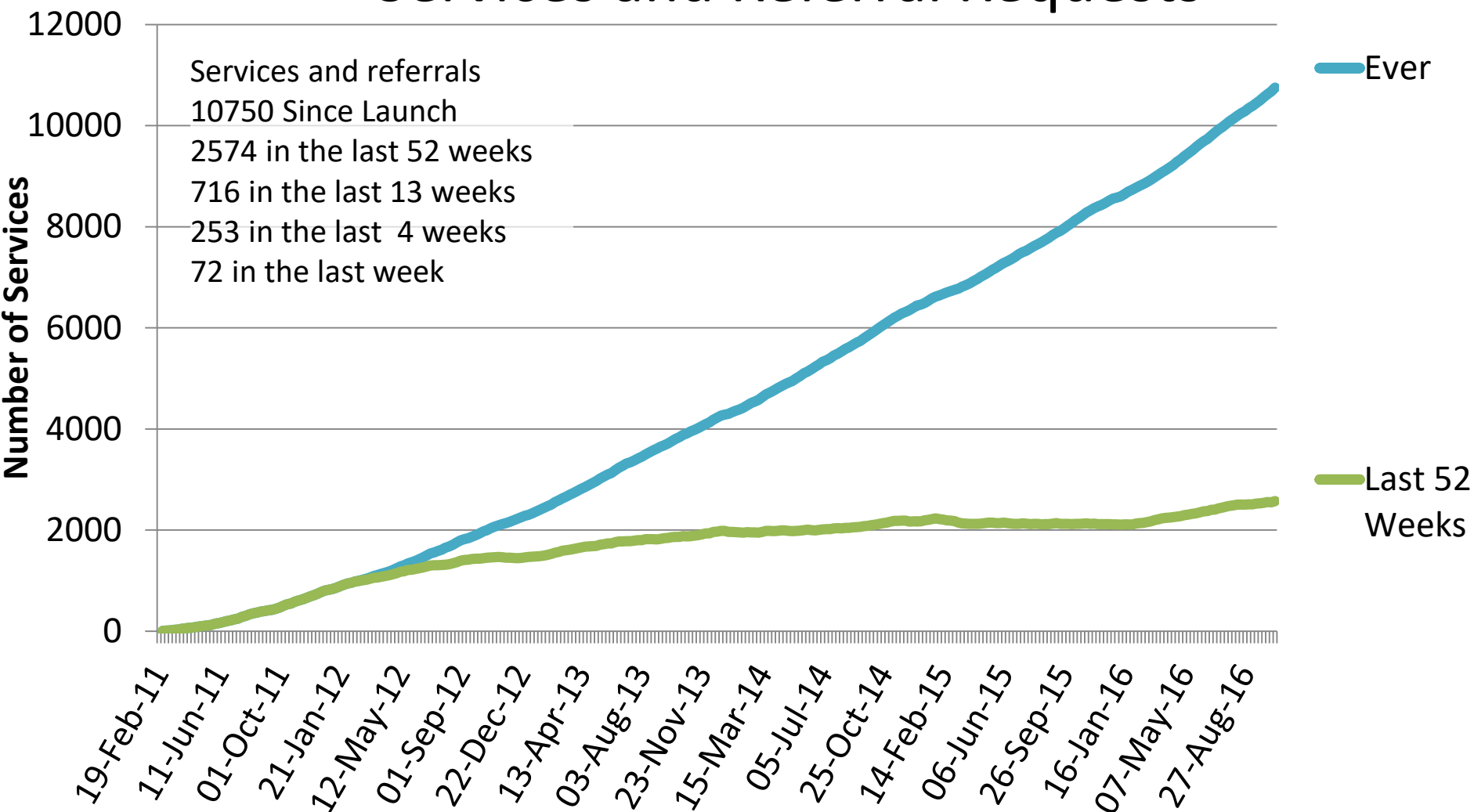


215 households used 2574 services in the last 52 weeks

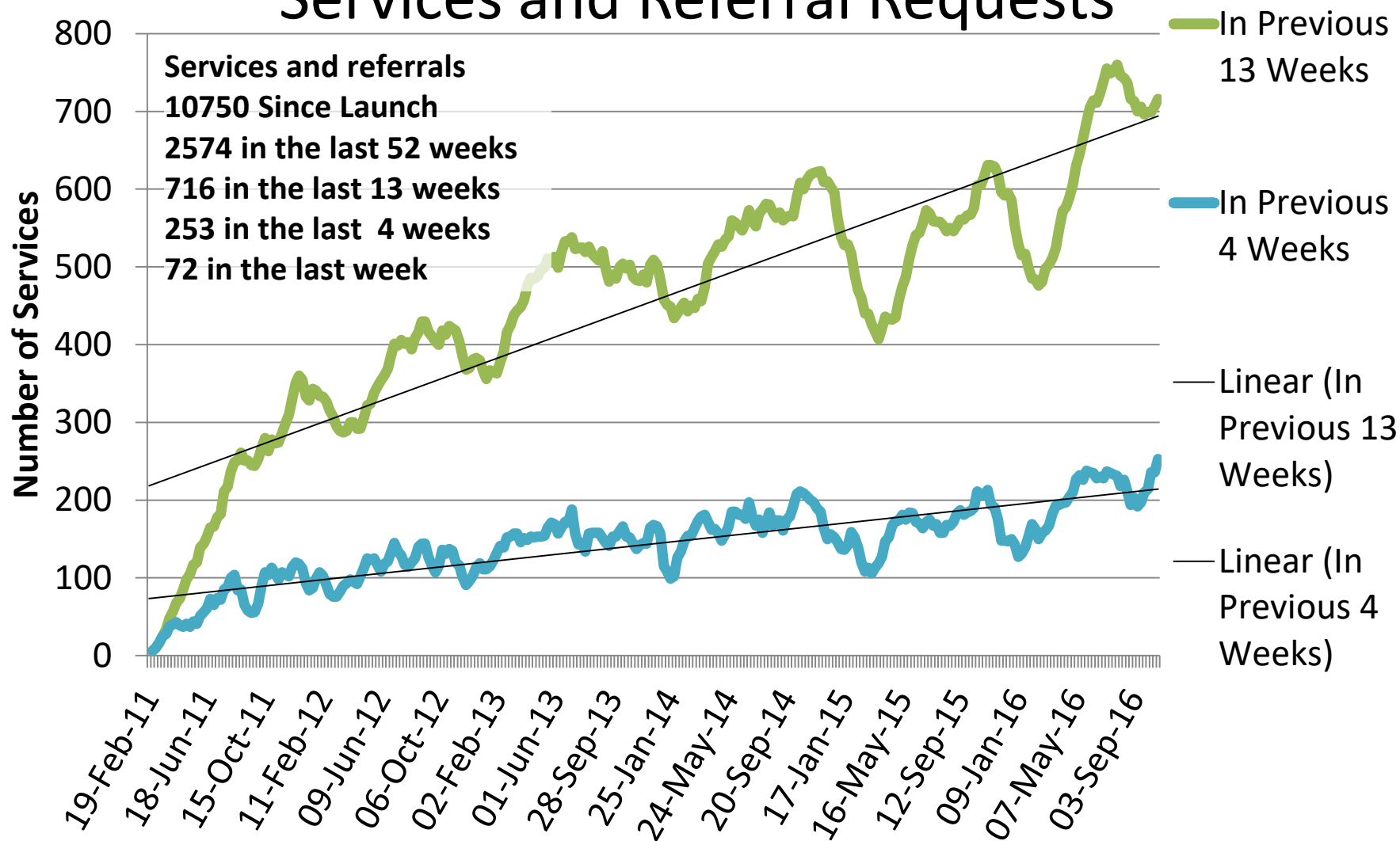
## Trends in Services



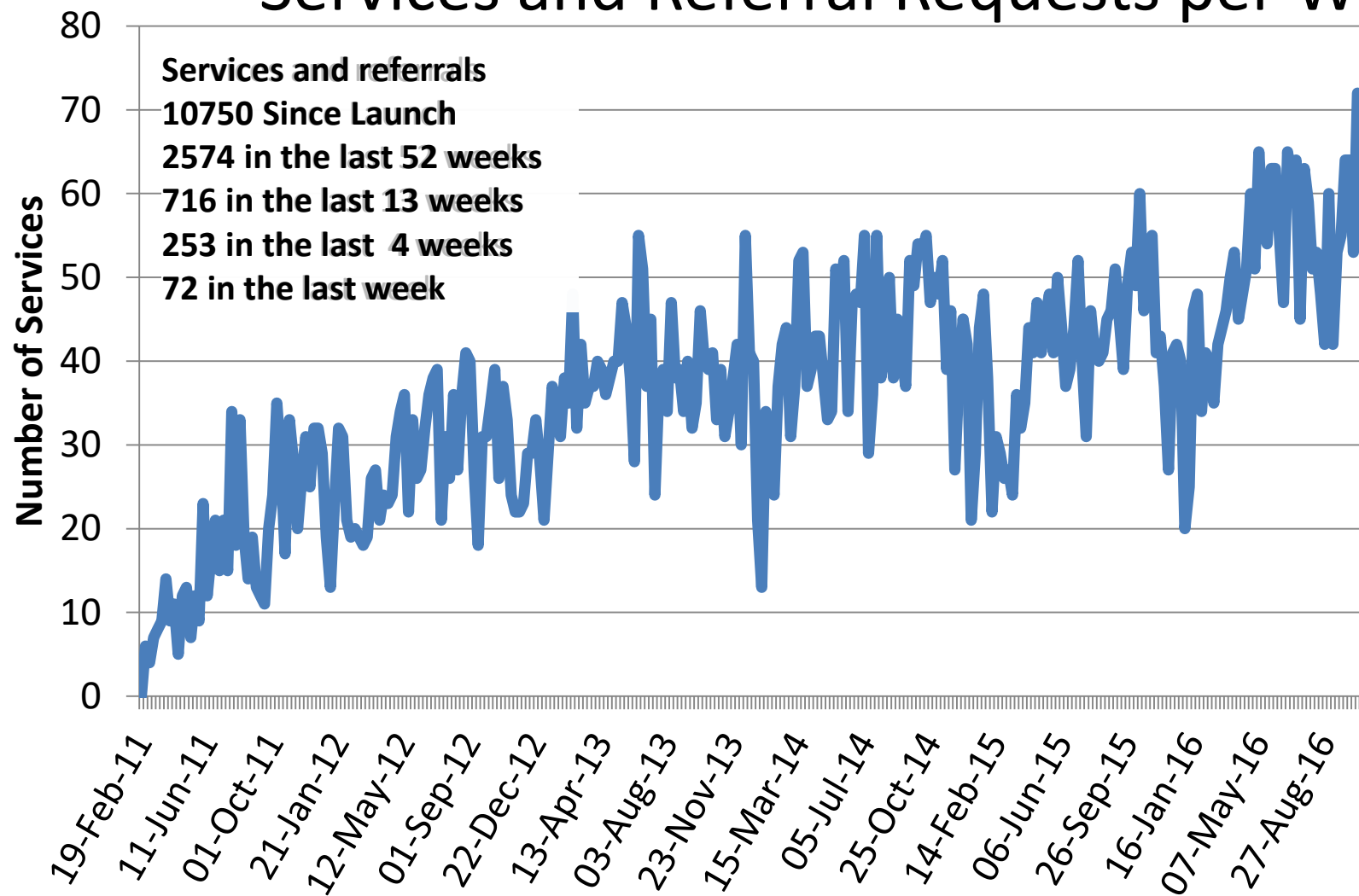
## Services and Referral Requests



## Services and Referral Requests

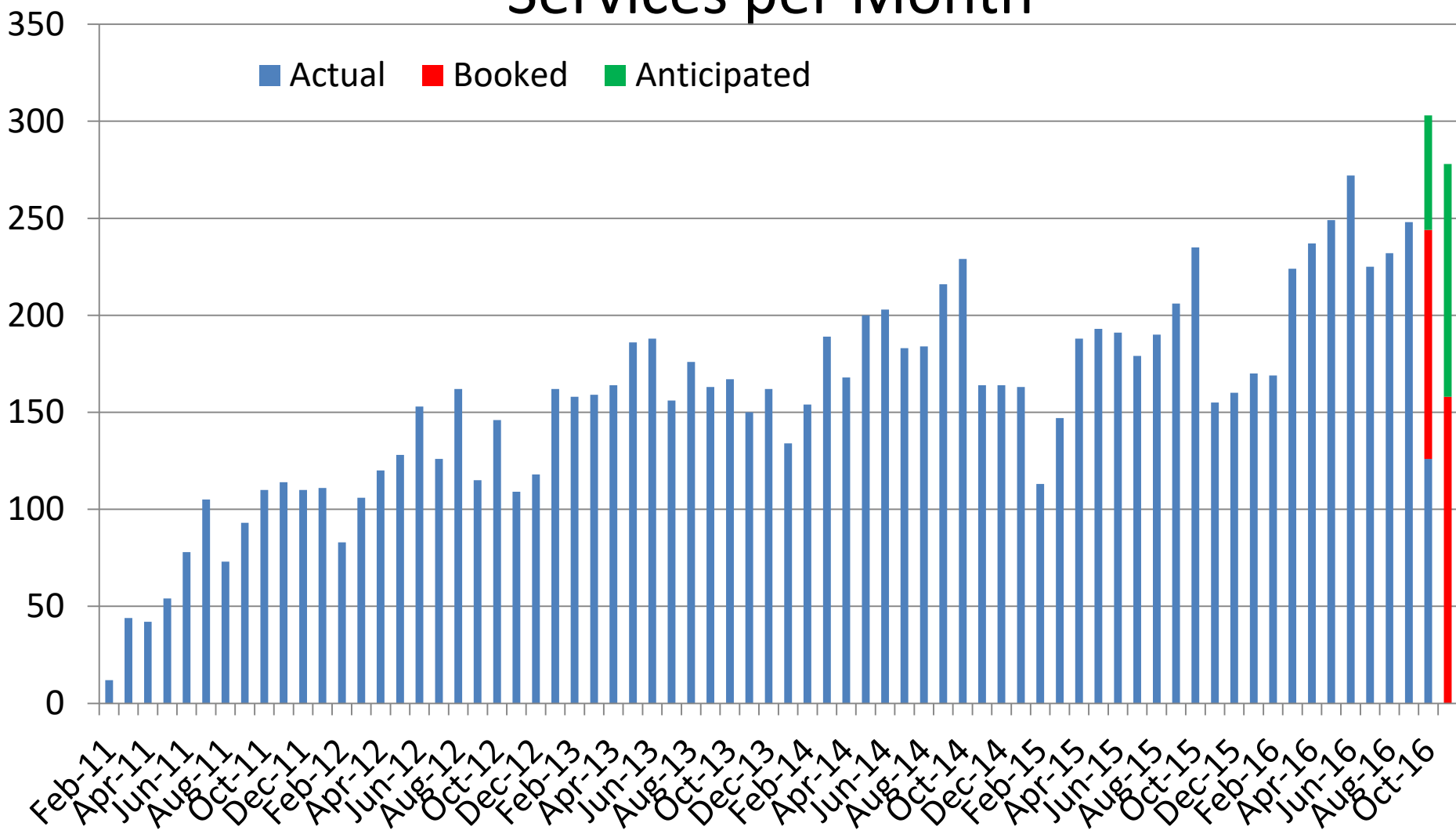


## Services and Referral Requests per Week

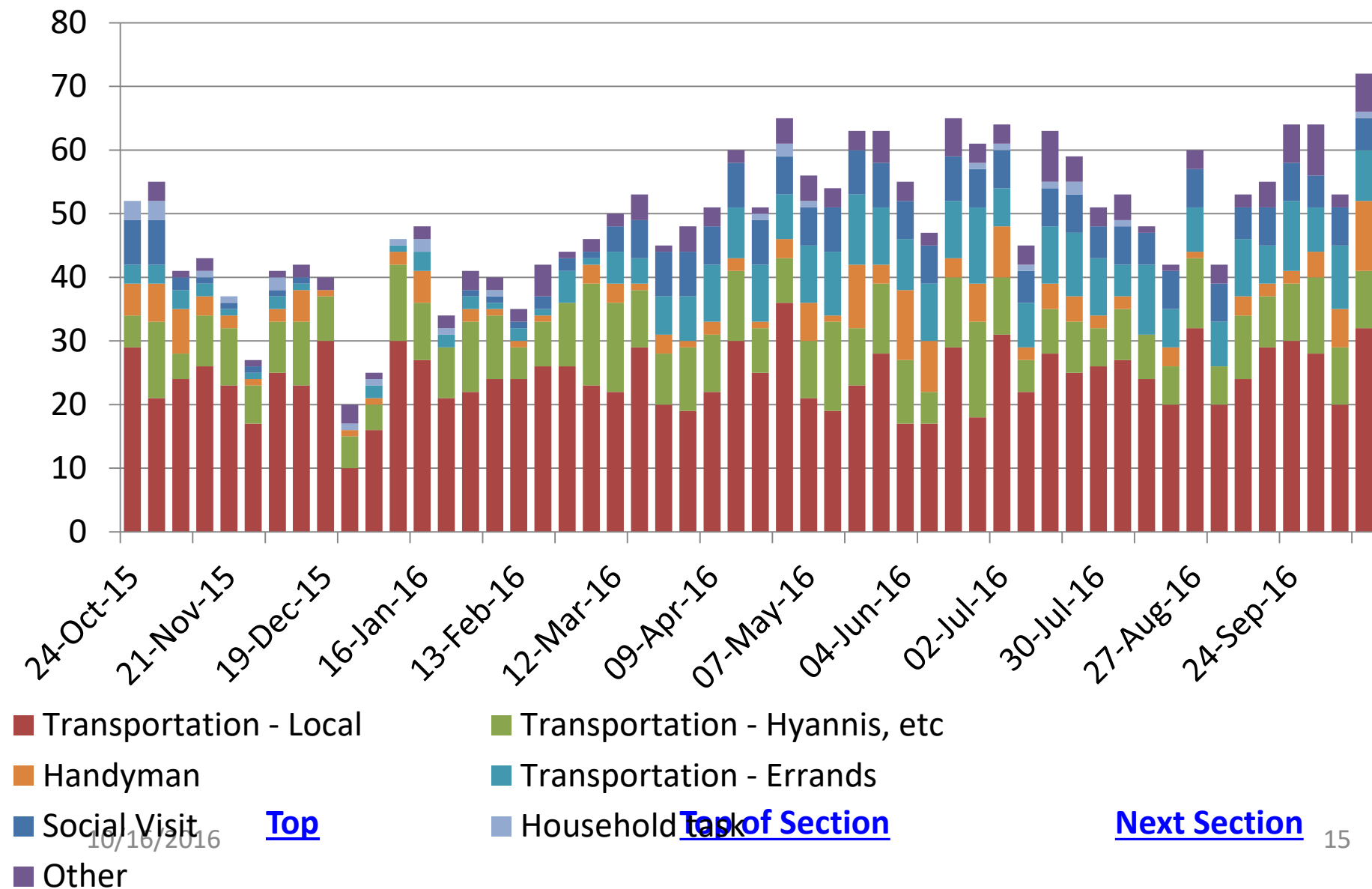


## Services per Month

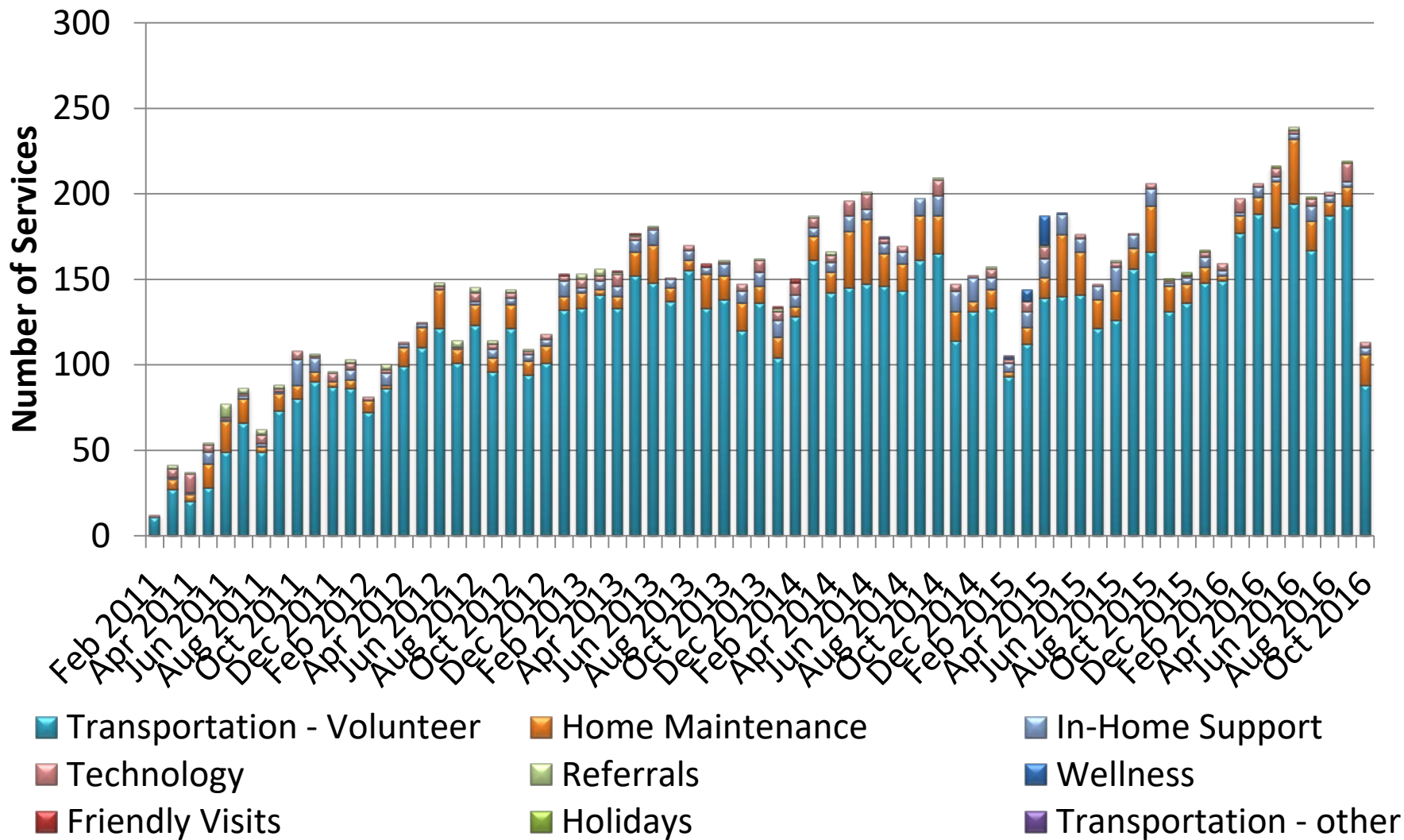
Actual Booked Anticipated



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



## Service Categories

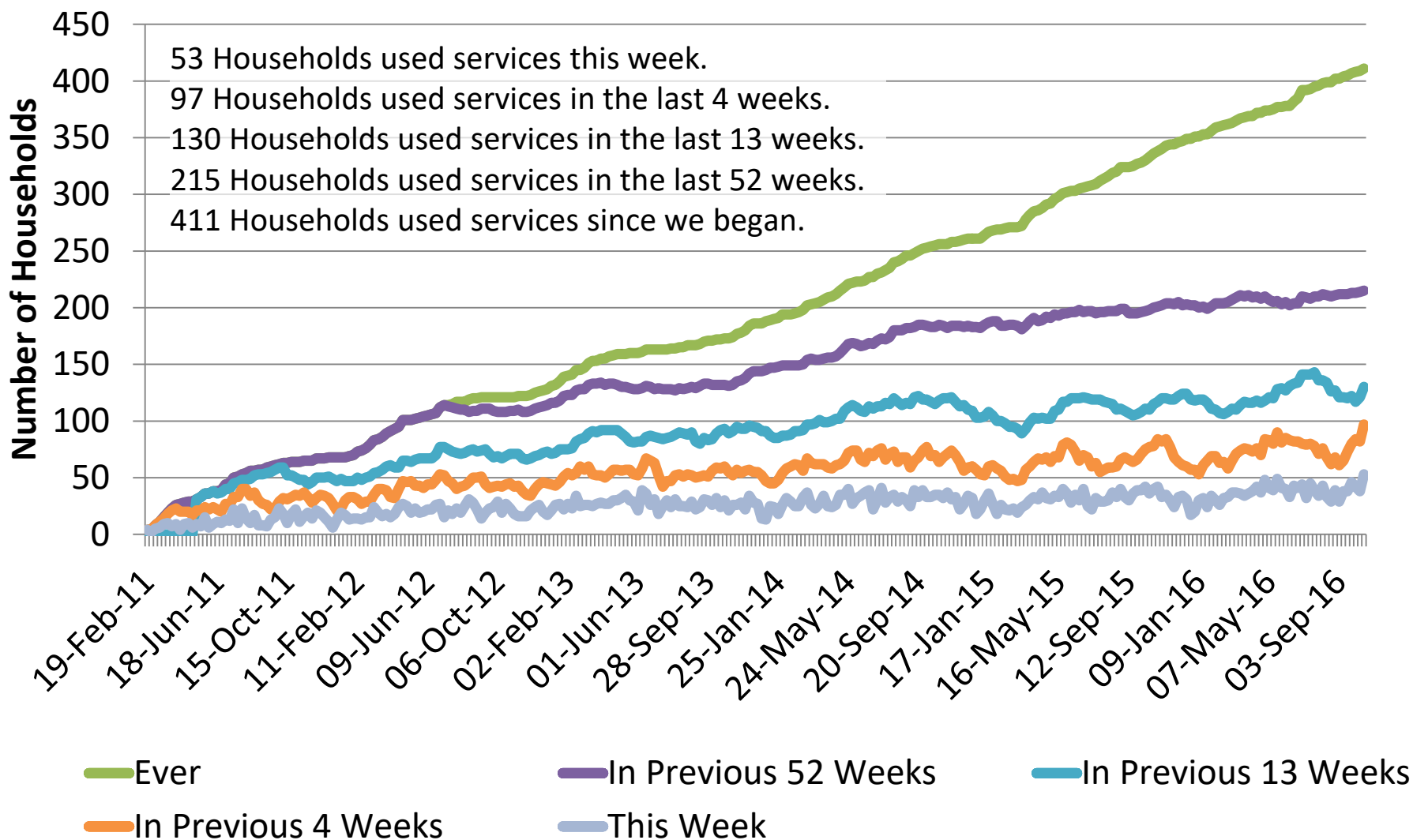




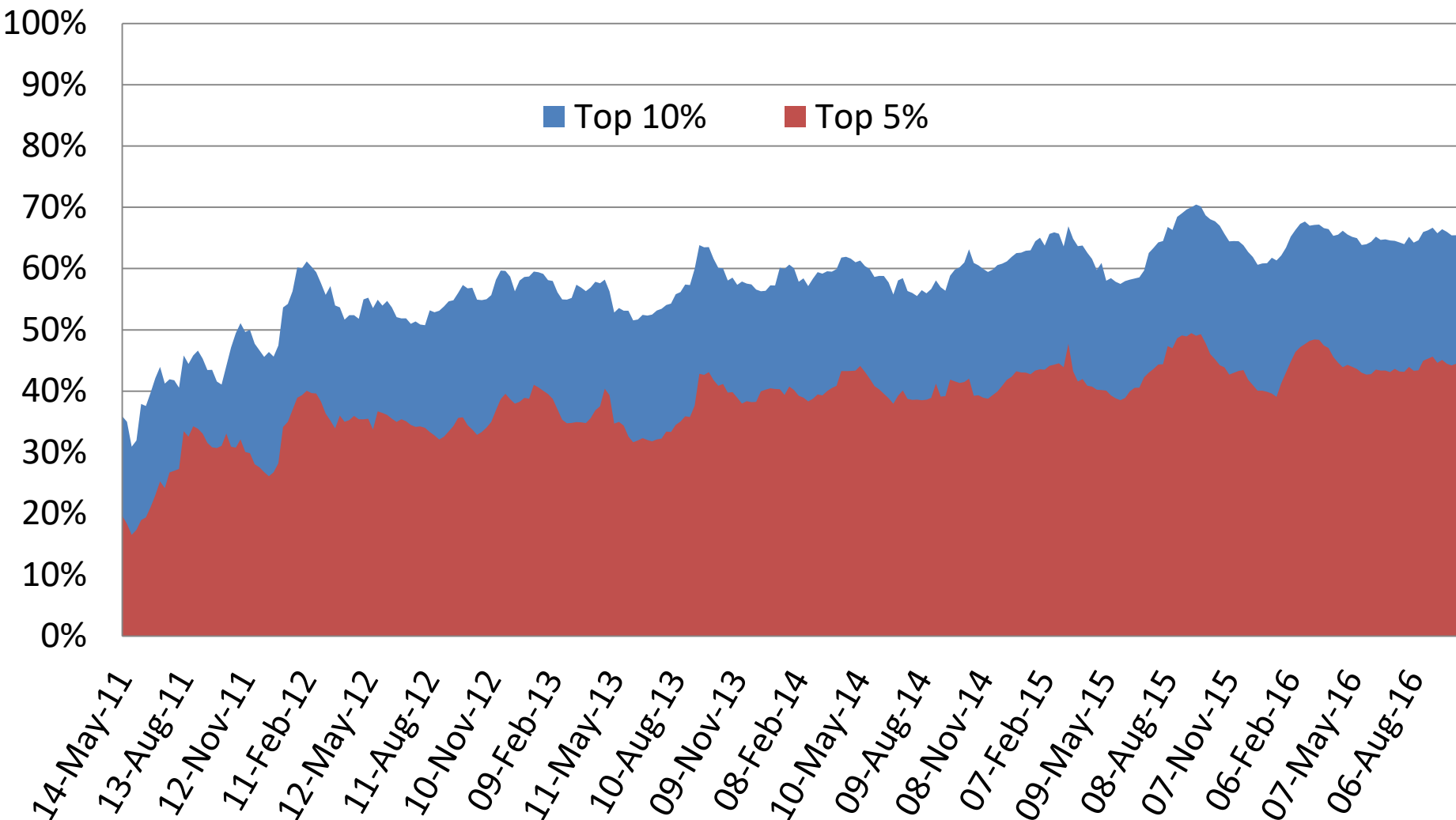
# HOW MANY HOUSEHOLDS USE SERVICES?



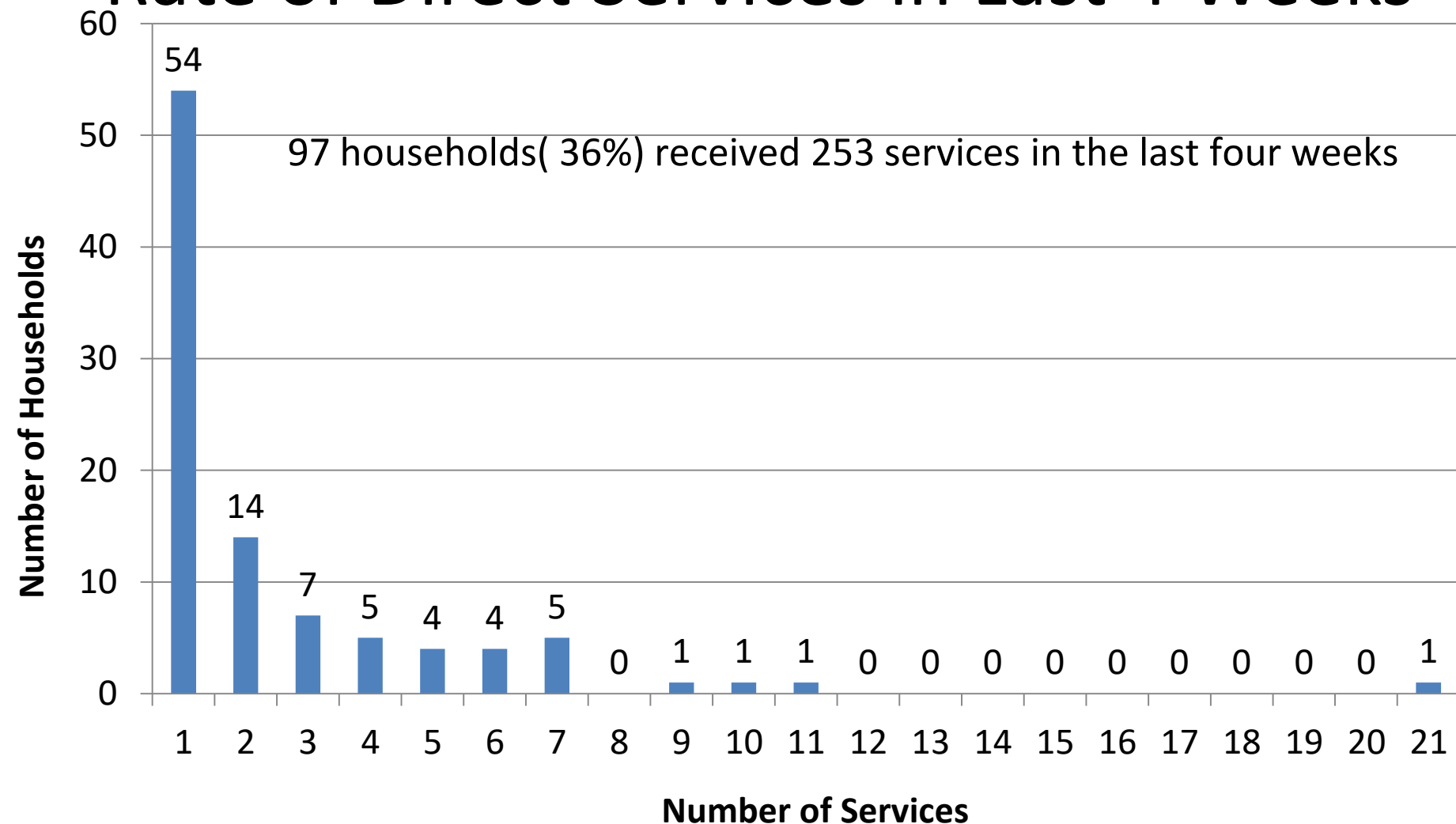
## How Many Households Served



## Heaviest Users of Services



# Rate of Direct Services in Last 4 Weeks



## Services in Last Year by Current Households

Number of Households

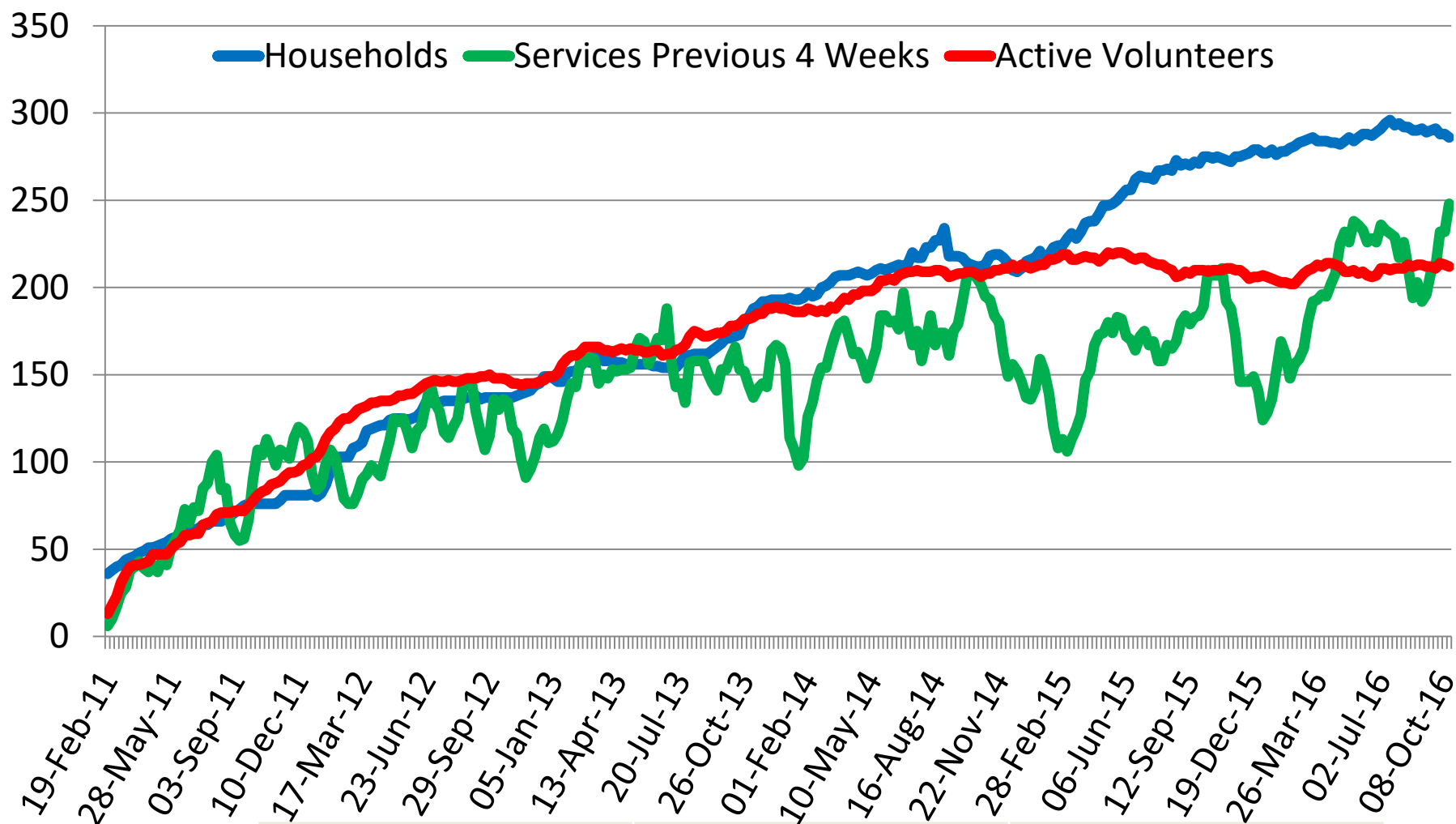
40  
35  
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0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 18 20 24 27 28 29 31 32 36 39 42 50 51 53 54 55 56 57 62 63 69 70 89 152 167

Number of Services

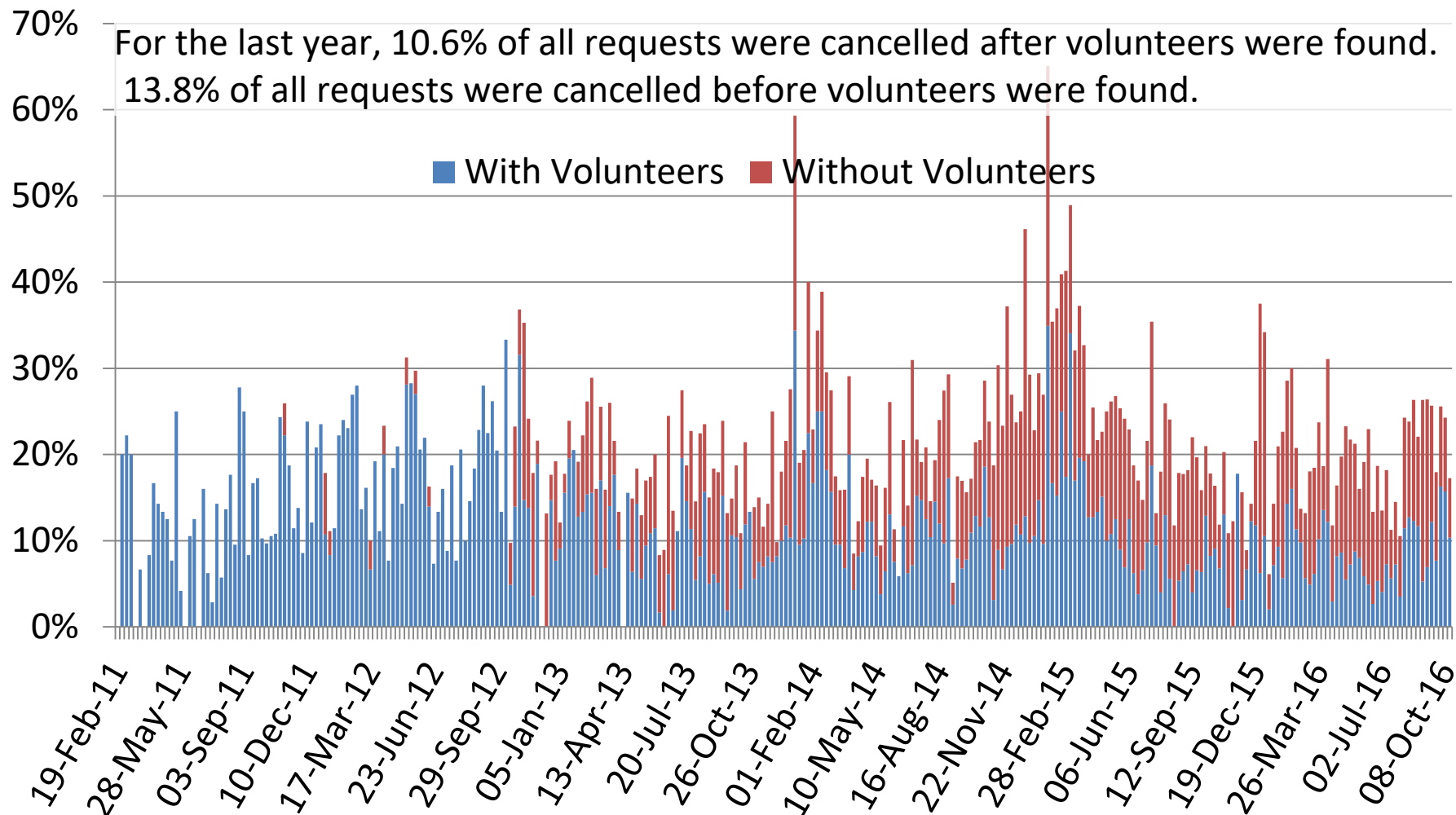


## Memberships, Active Volunteers, and Services per Month



# WHAT IS OUR CANCELLATION RATE?

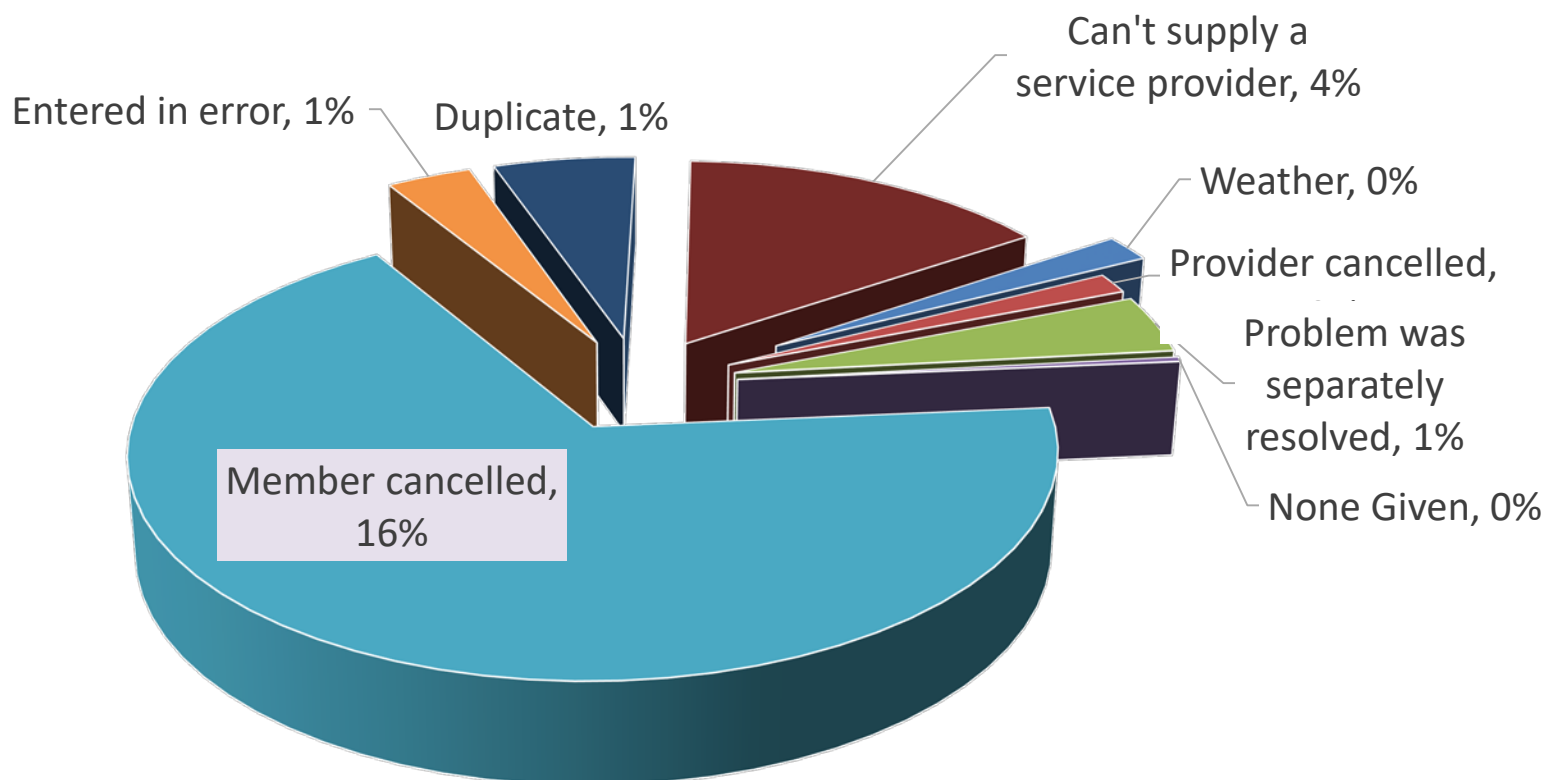
## Cancellations as a Percentage of Requests





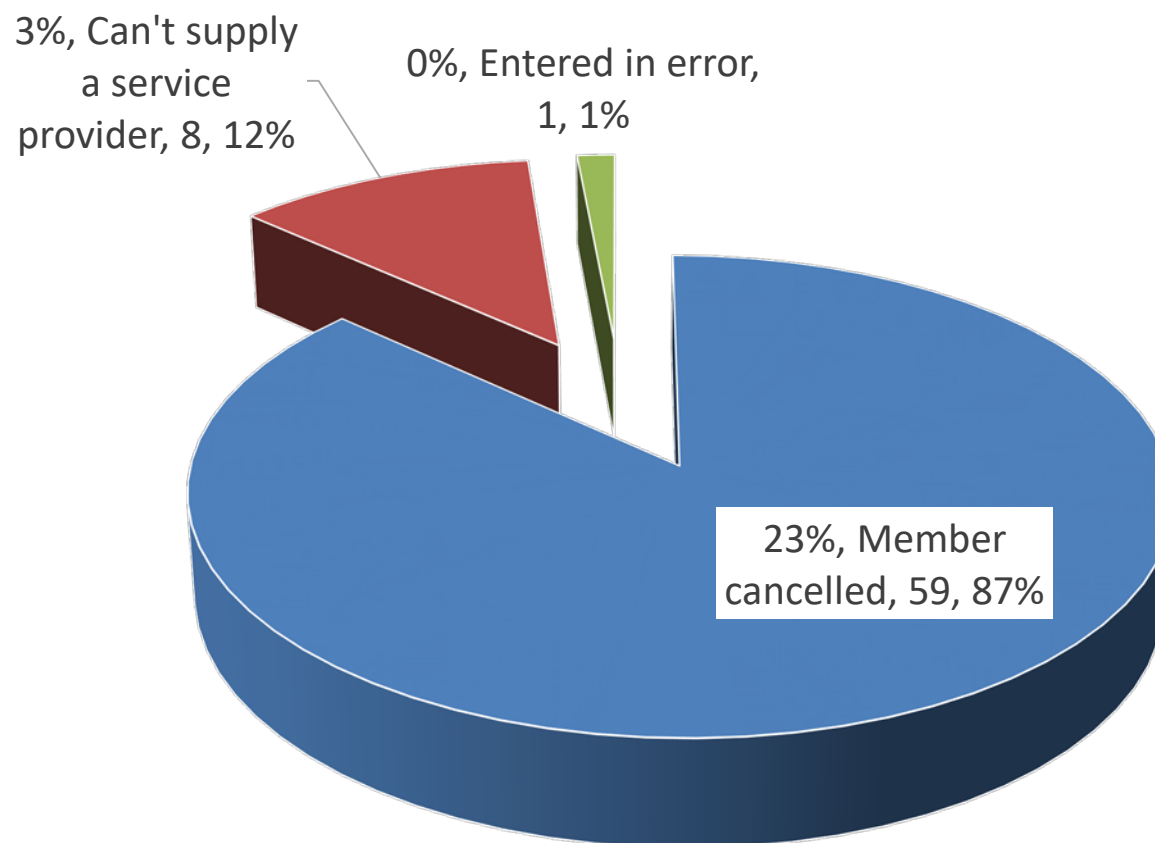
## Cancellation Reasons (Last 52 Weeks)

In addition to 2574 services performed last year, an additional 607 (24%) were cancelled.

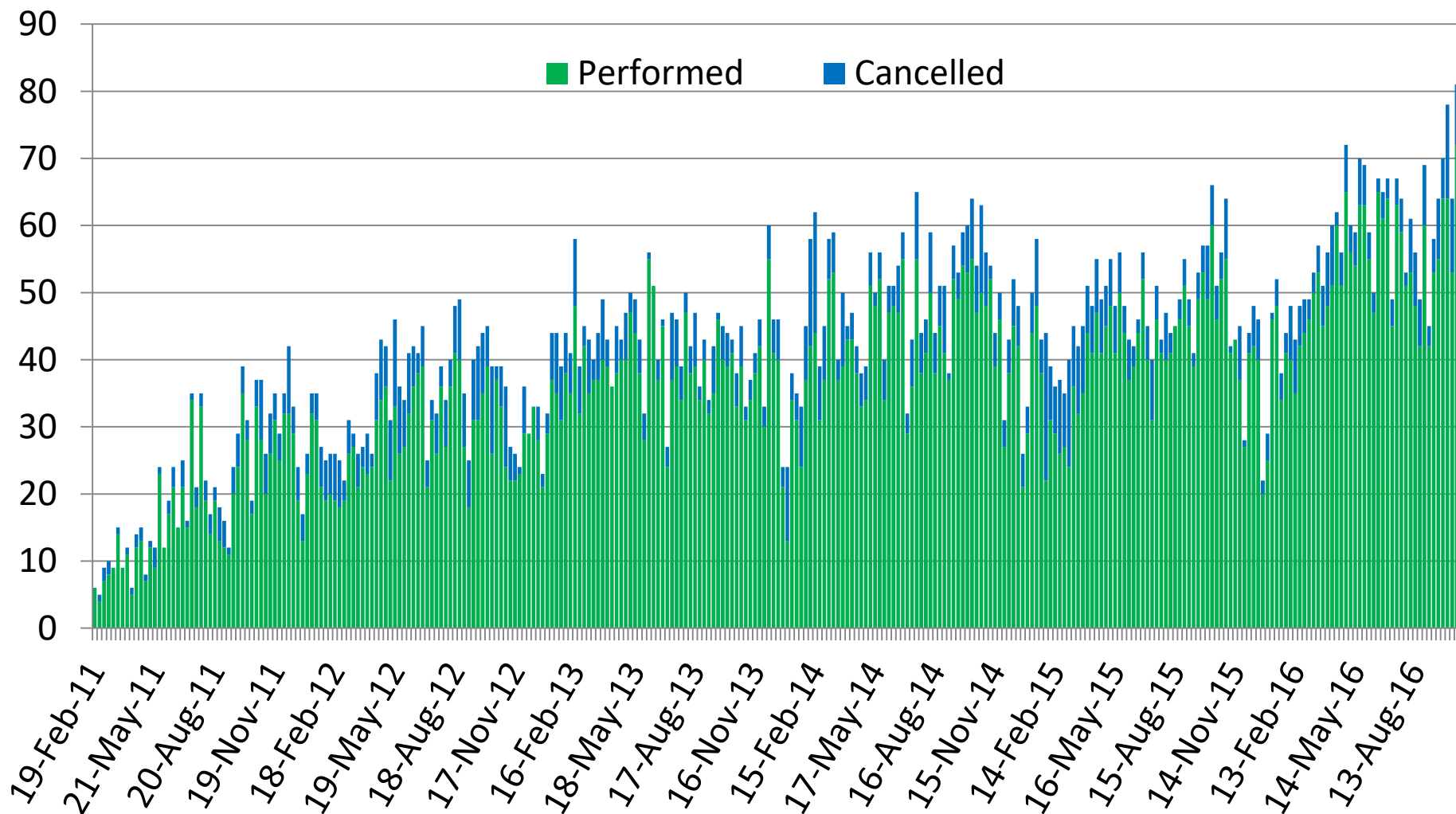


## Cancellation Reasons (Last 4 Weeks)

In addition to 253 services performed in the last four weeks, an additional 68 (27%) were cancelled.



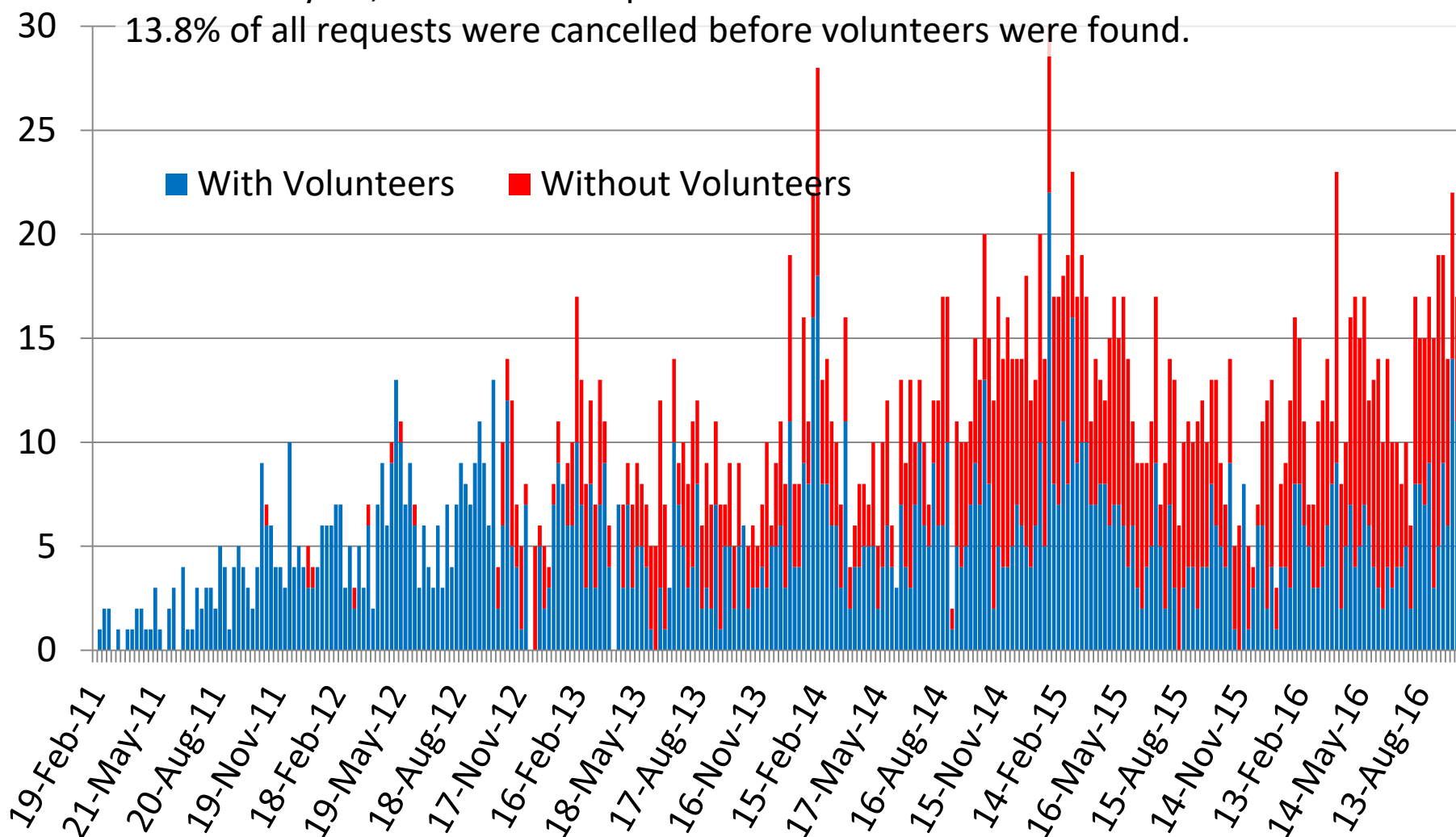
## Services Filled



## All Cancelled Services

For the last year, 10.6% of all requests were cancelled after volunteers were found.

13.8% of all requests were cancelled before volunteers were found.



# RETENTION

## WHY MEMBERS QUIT

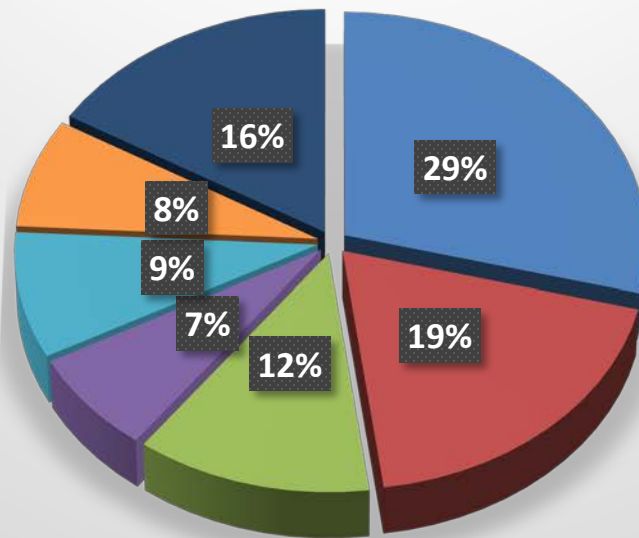
# Why Members Quit

- Since we began in February 2011, we have had a total of 607 members, 286 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
- **33** households that are currently members have not asked for any services in the last year, which bears this out.

## Why Members Quit

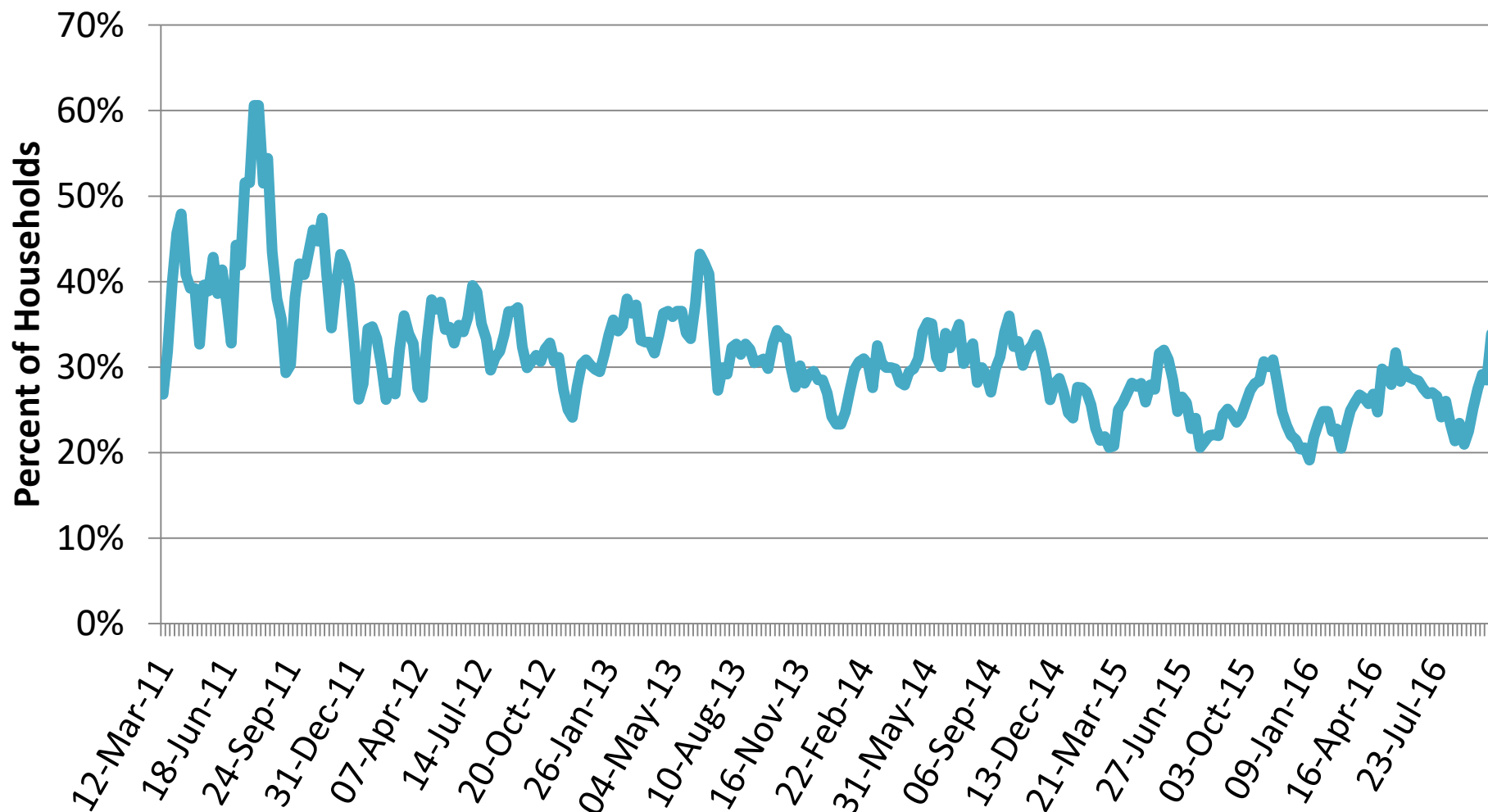
0/15/2016

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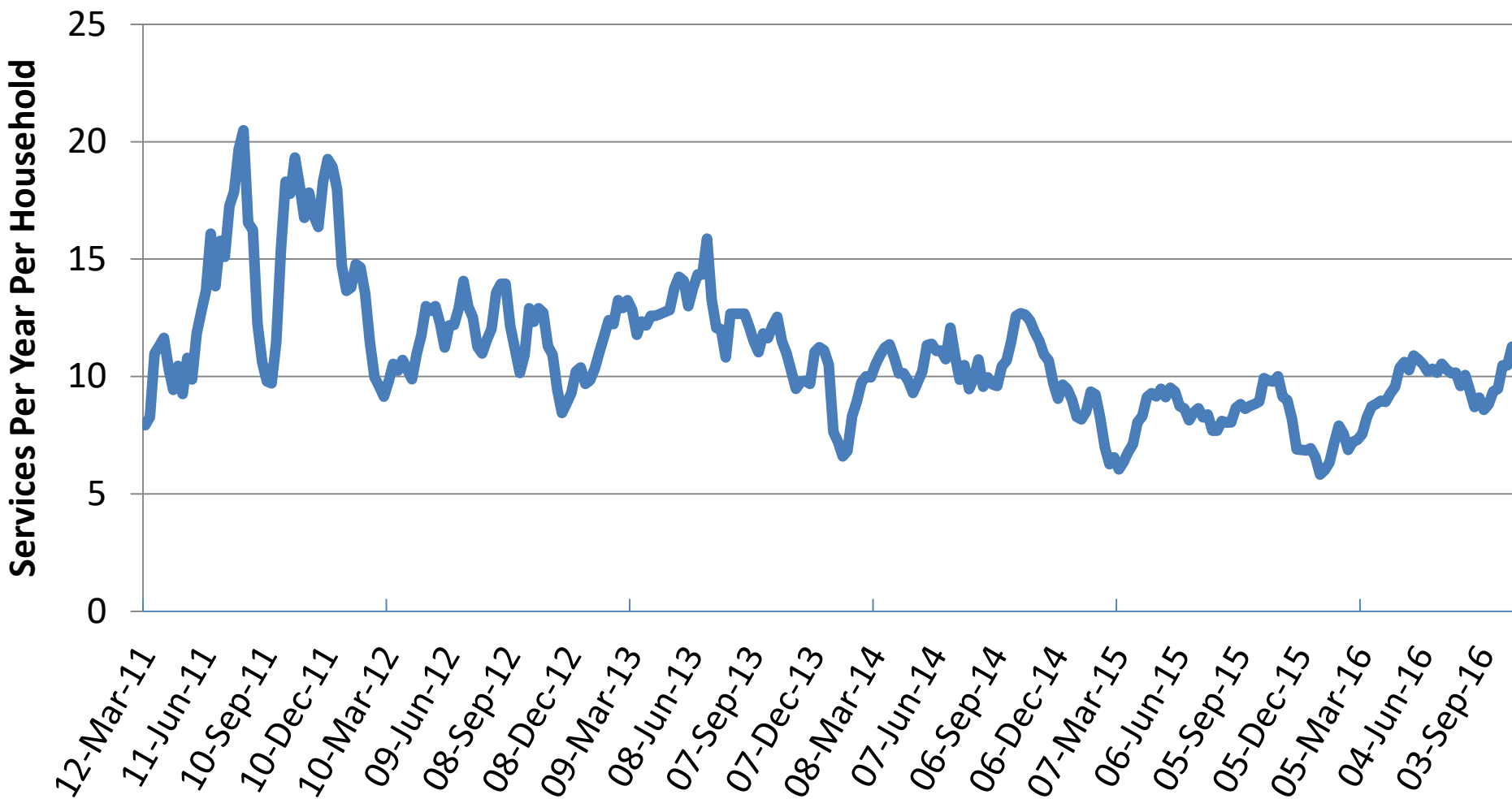
- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other

## % of Households Receiving Services in Preceding Month





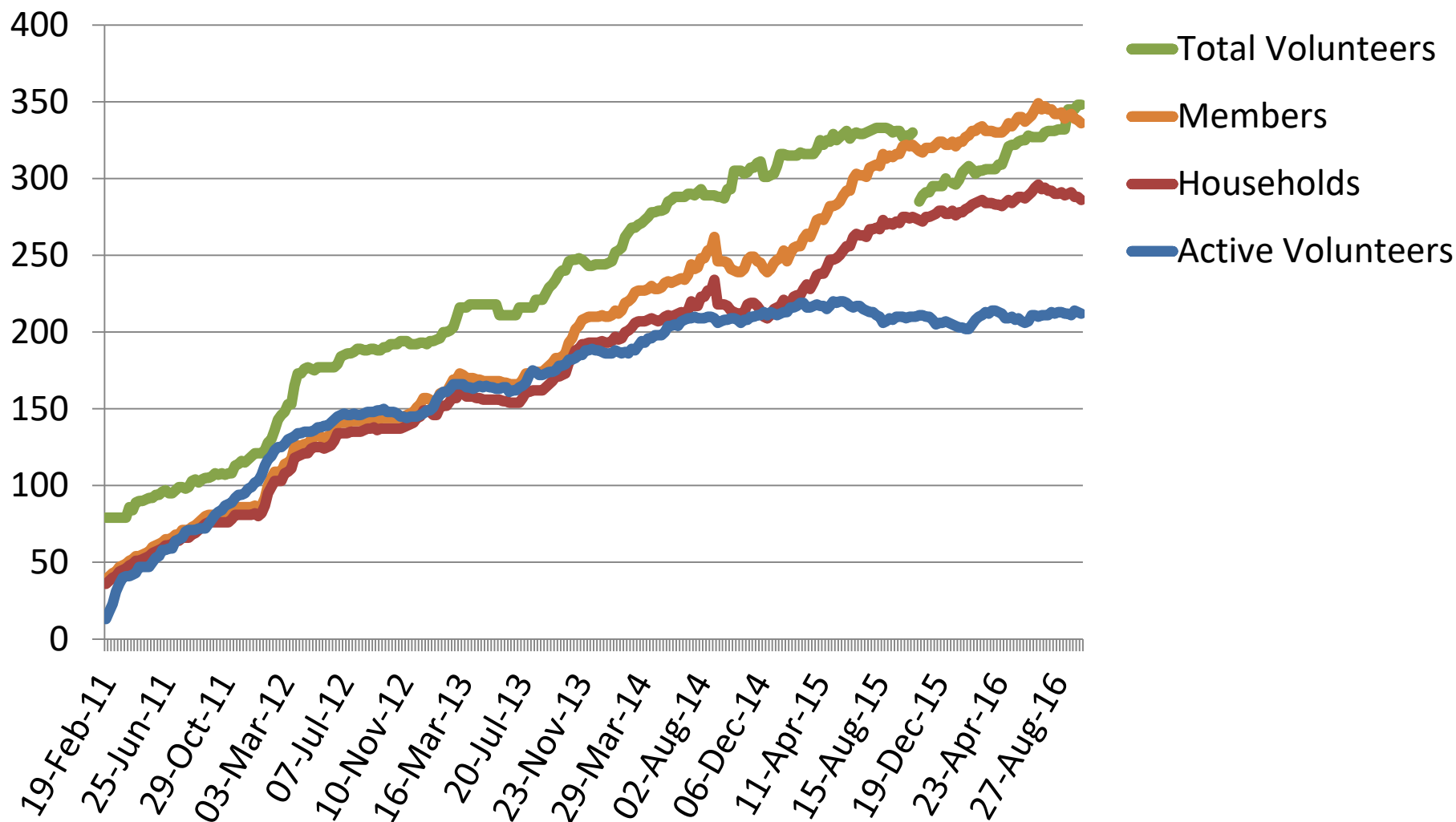
## Annual Rate of Services per Household



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

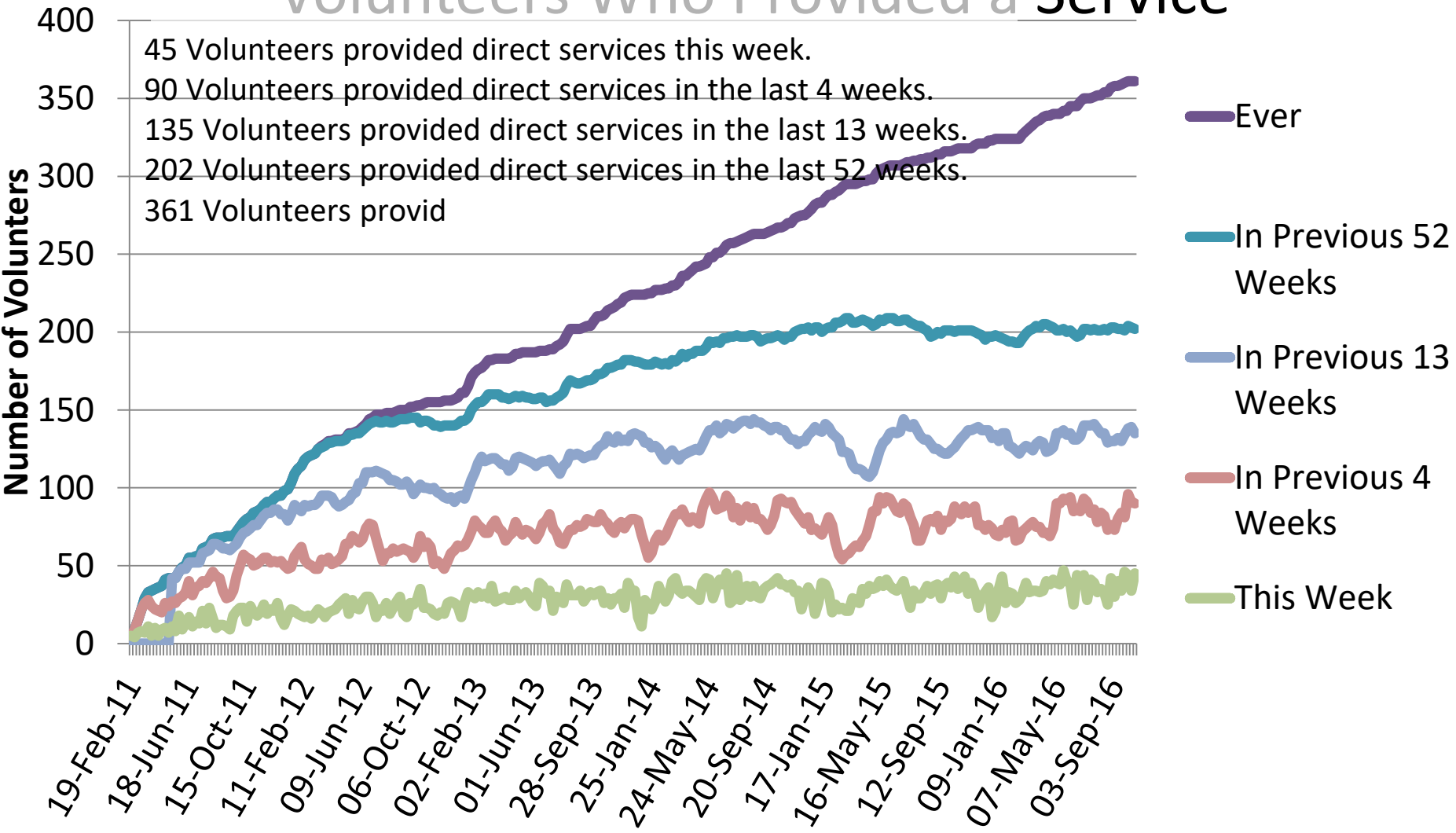
## VOLUNTEERS

## Growth Rates of Members, Households and Volunteers

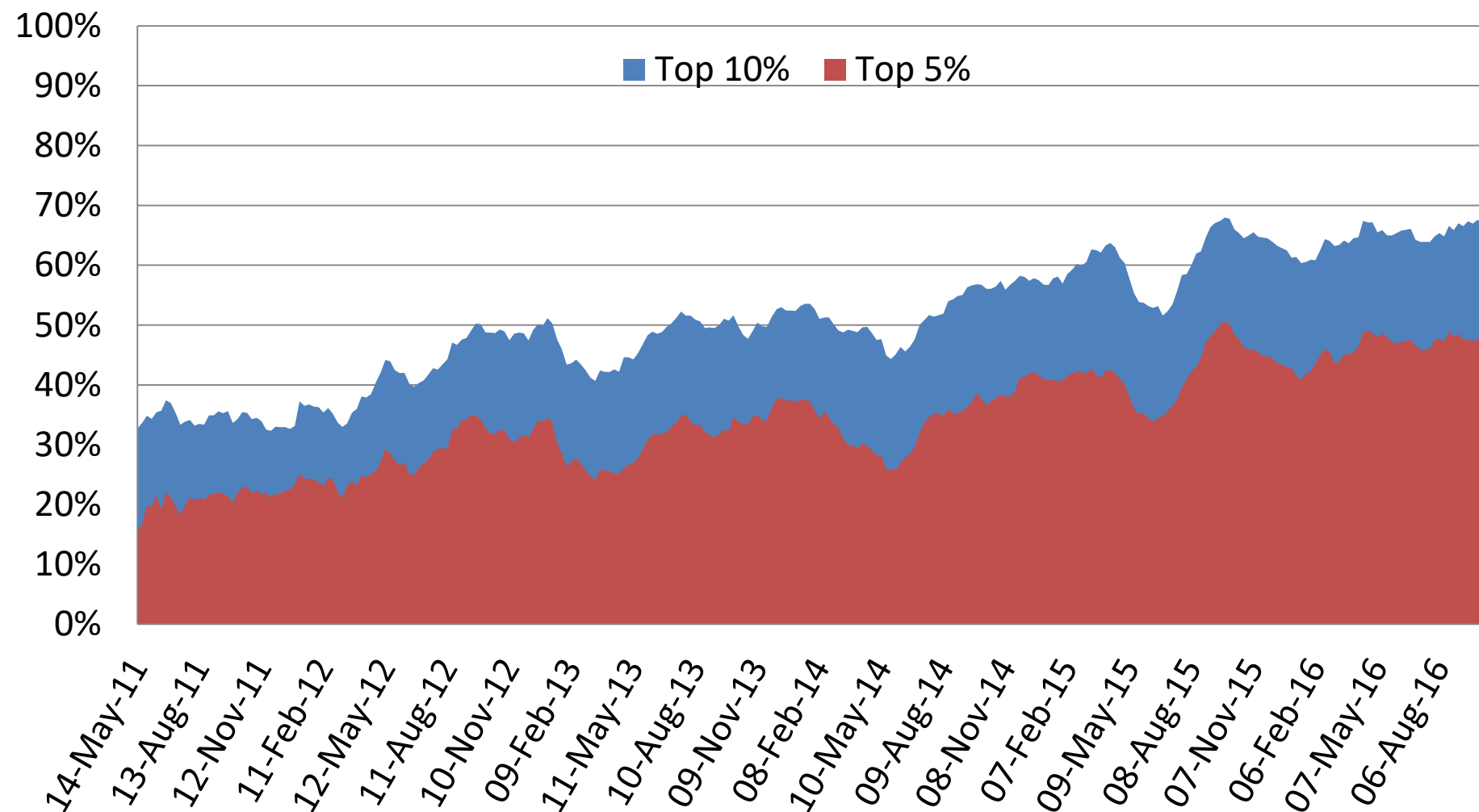




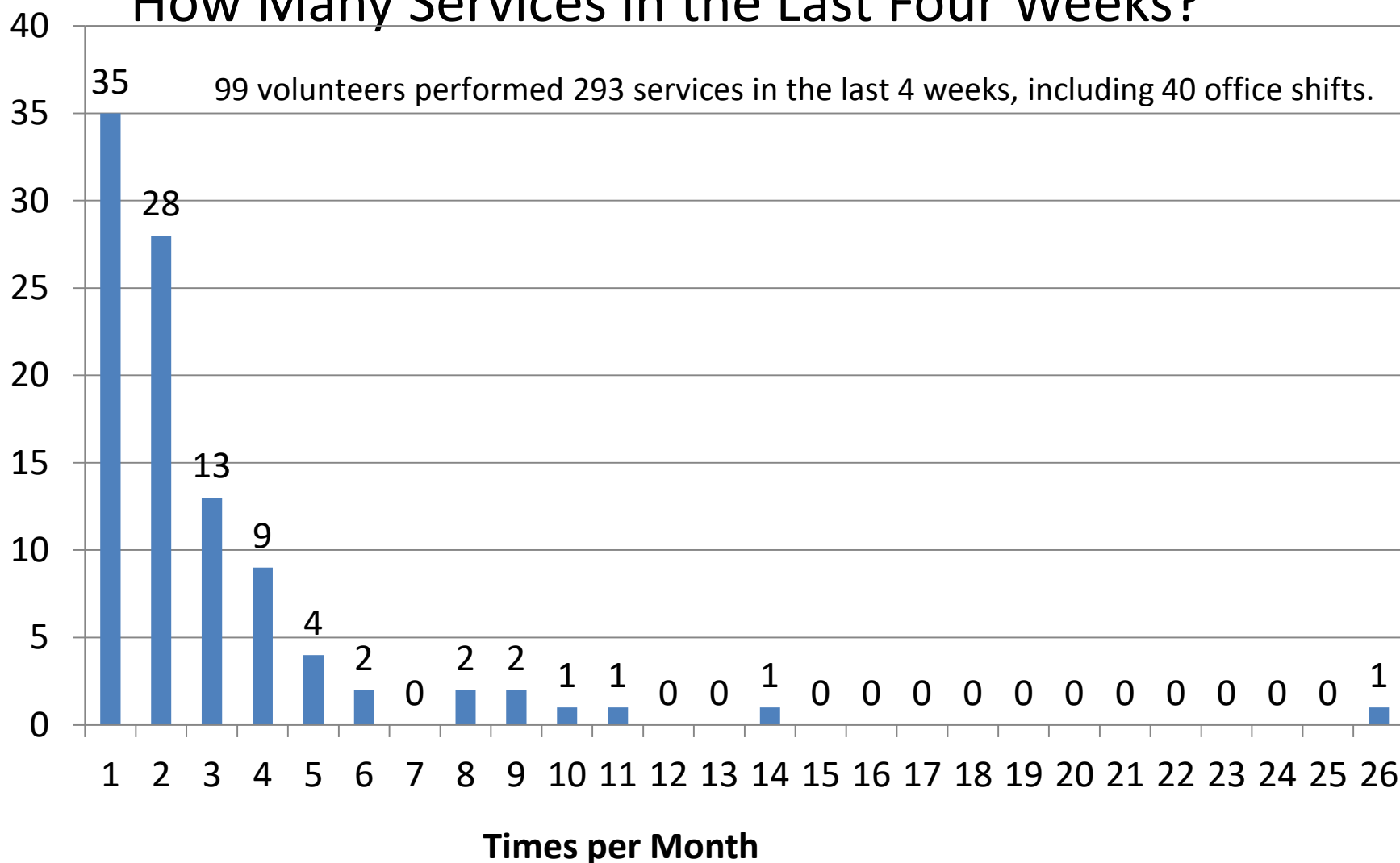
# Volunteers Who Provided a Service



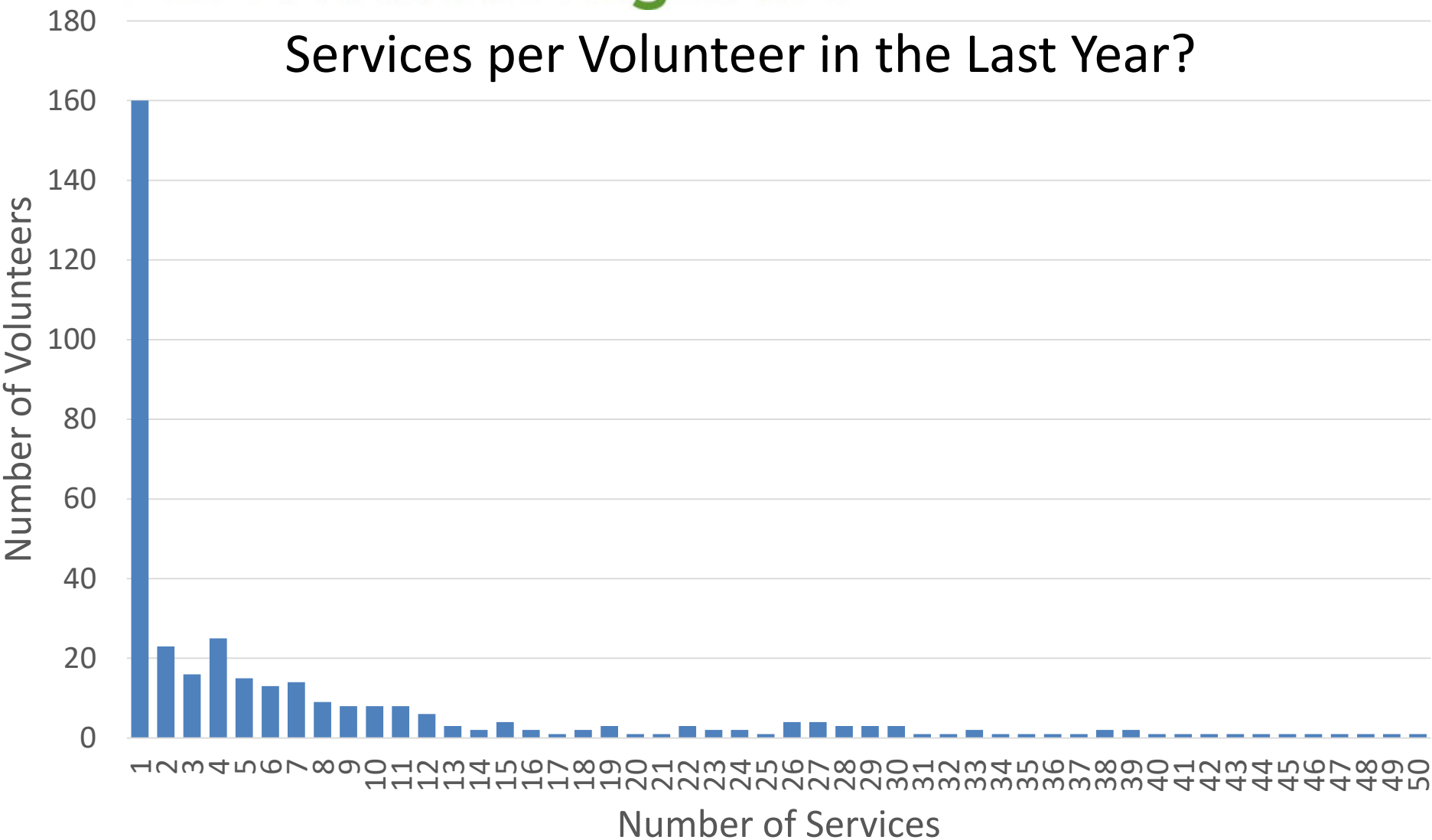
## Most Active Volunteers During Previous Four Weeks



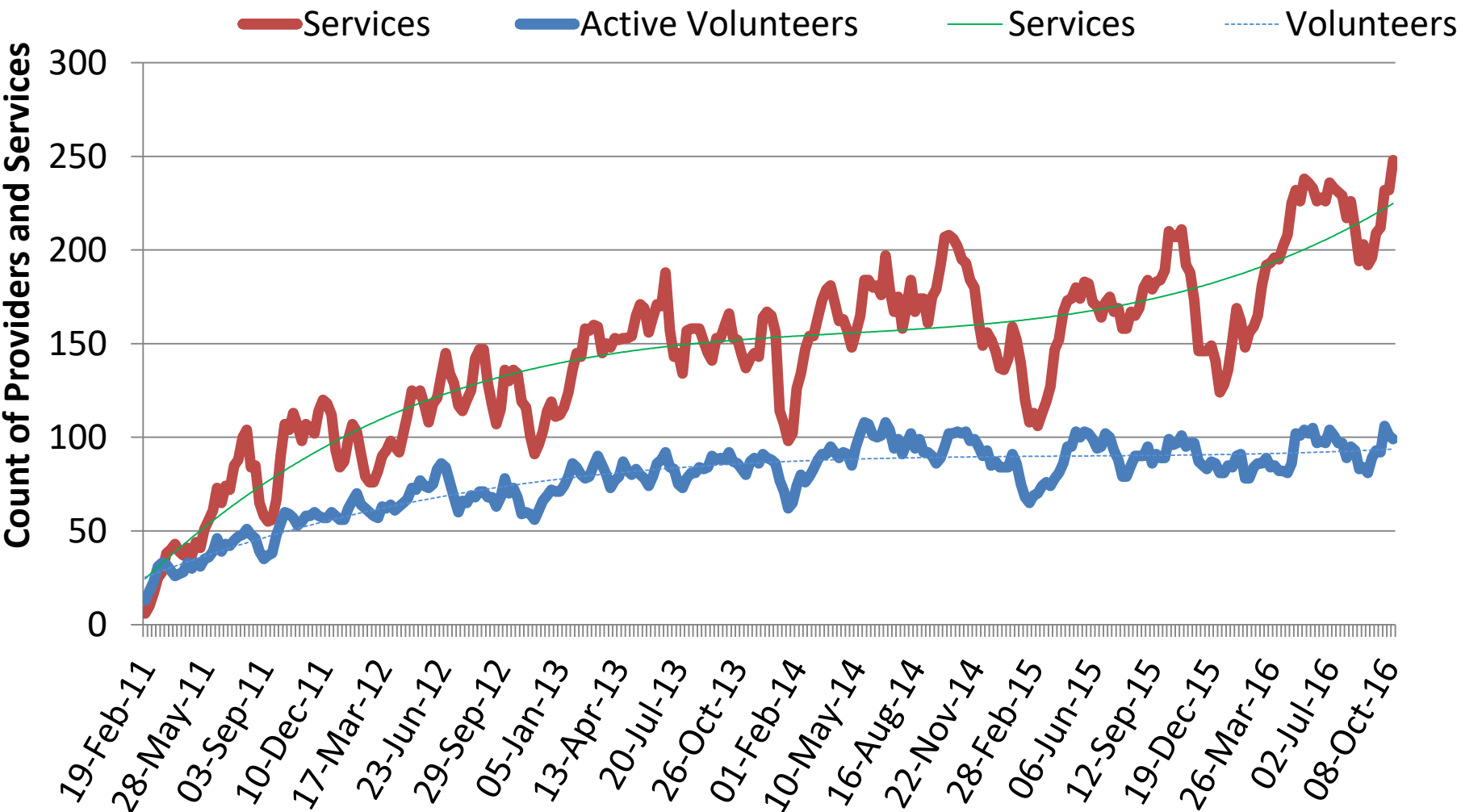
## How Many Services in the Last Four Weeks?



## Services per Volunteer in the Last Year?

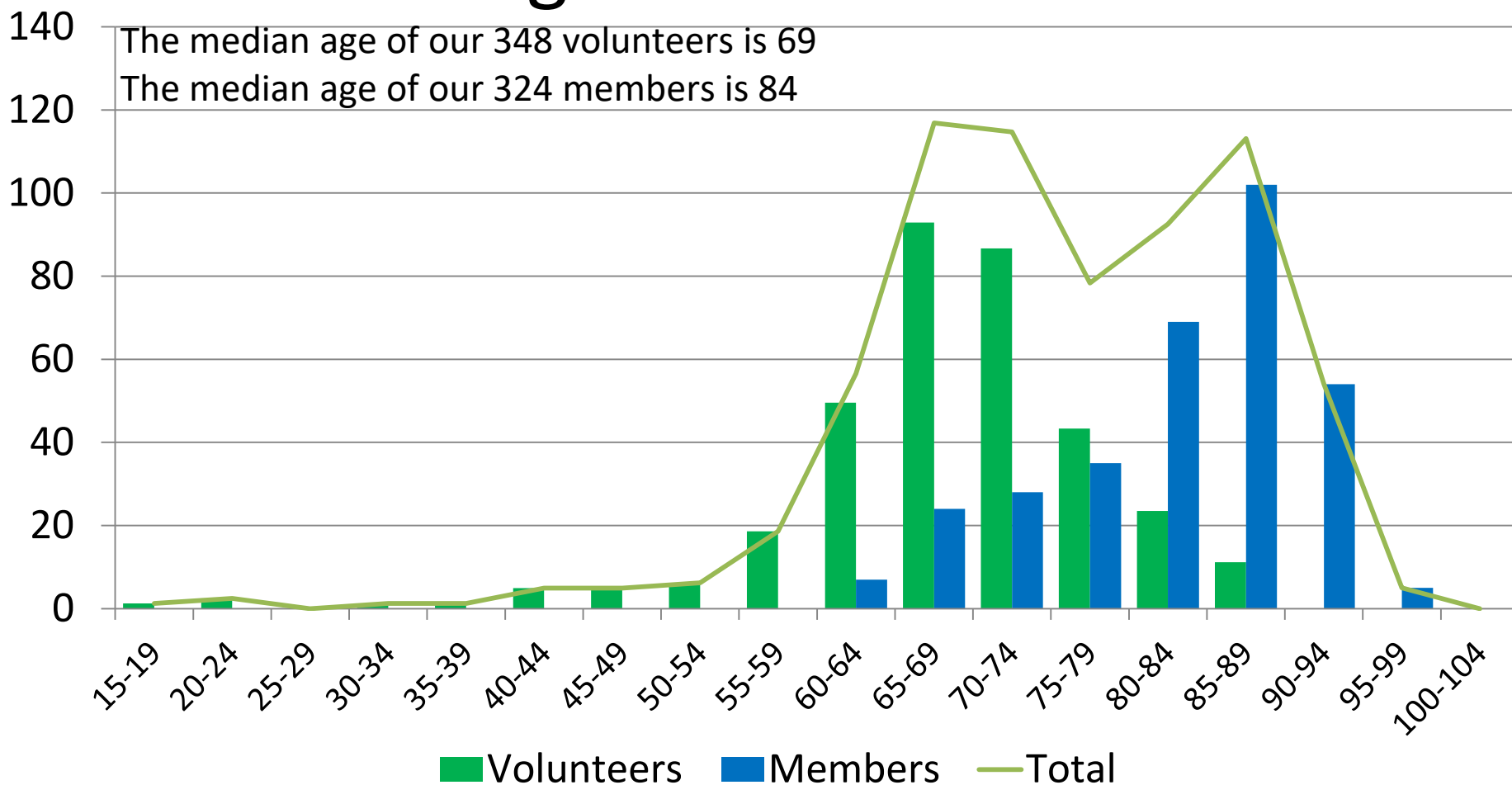


## Volunteers and Services Previous 4 Weeks

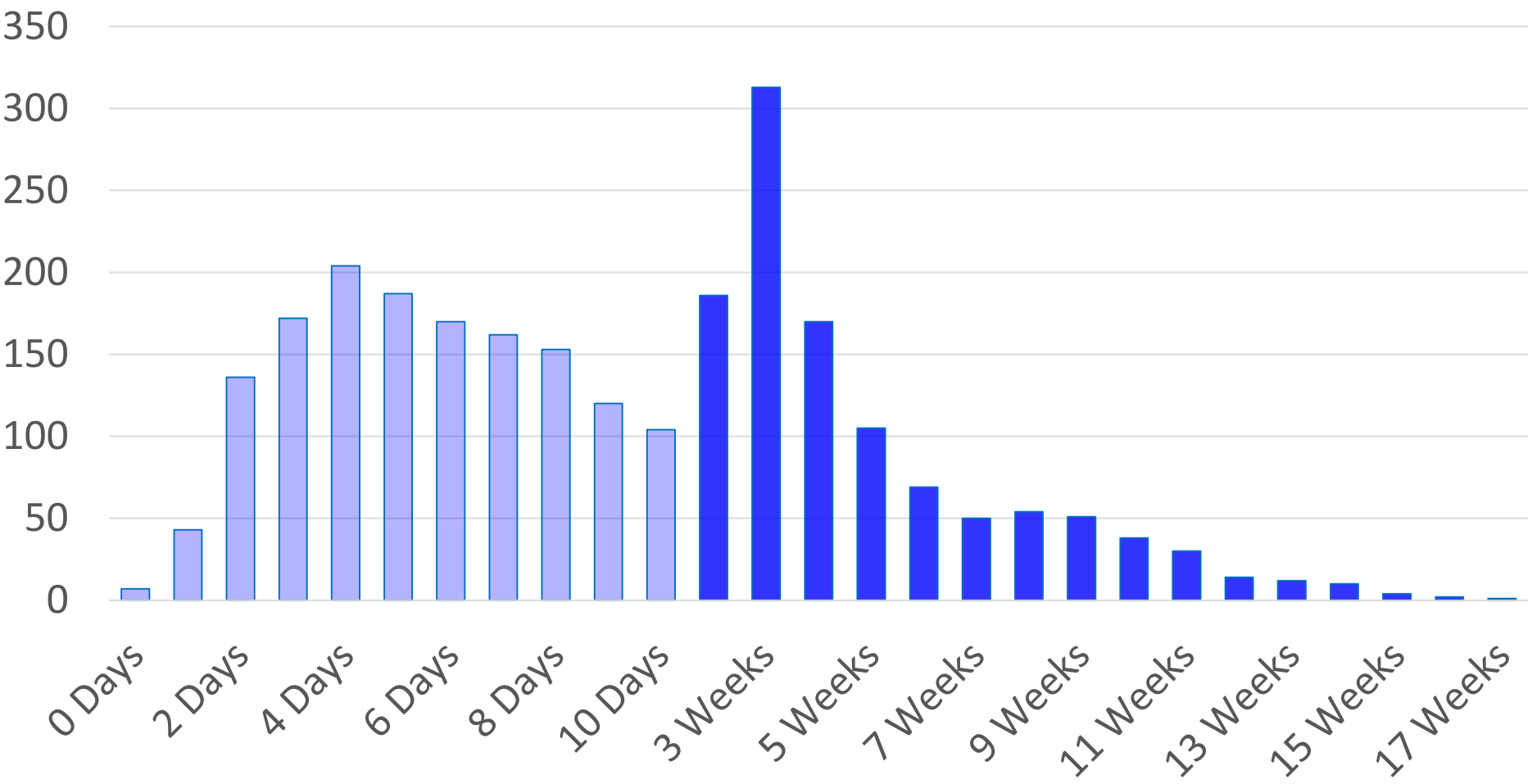




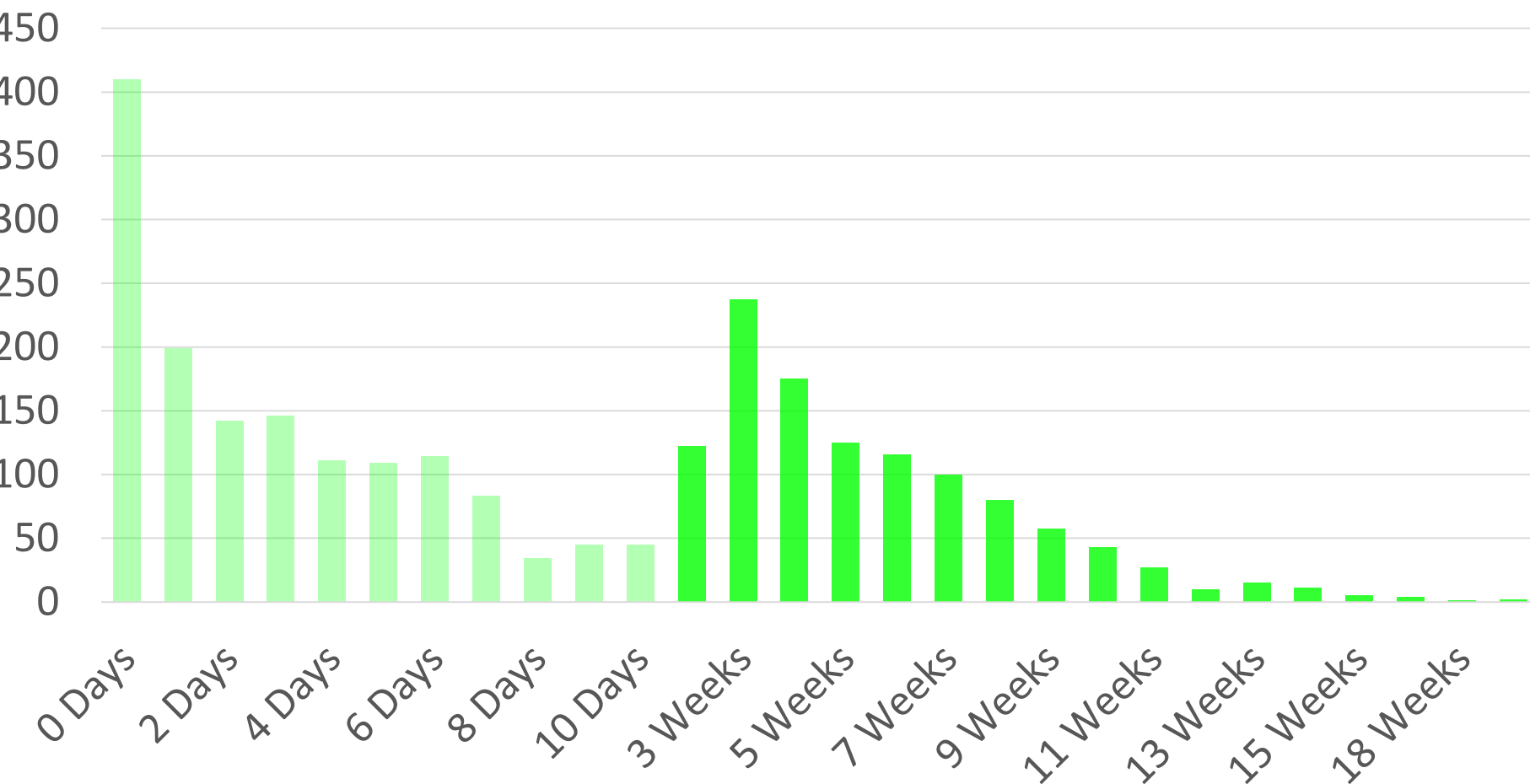
# Age of Volunteers



## Lead Time for Online Signup



## How Quickly Services were Filled Online

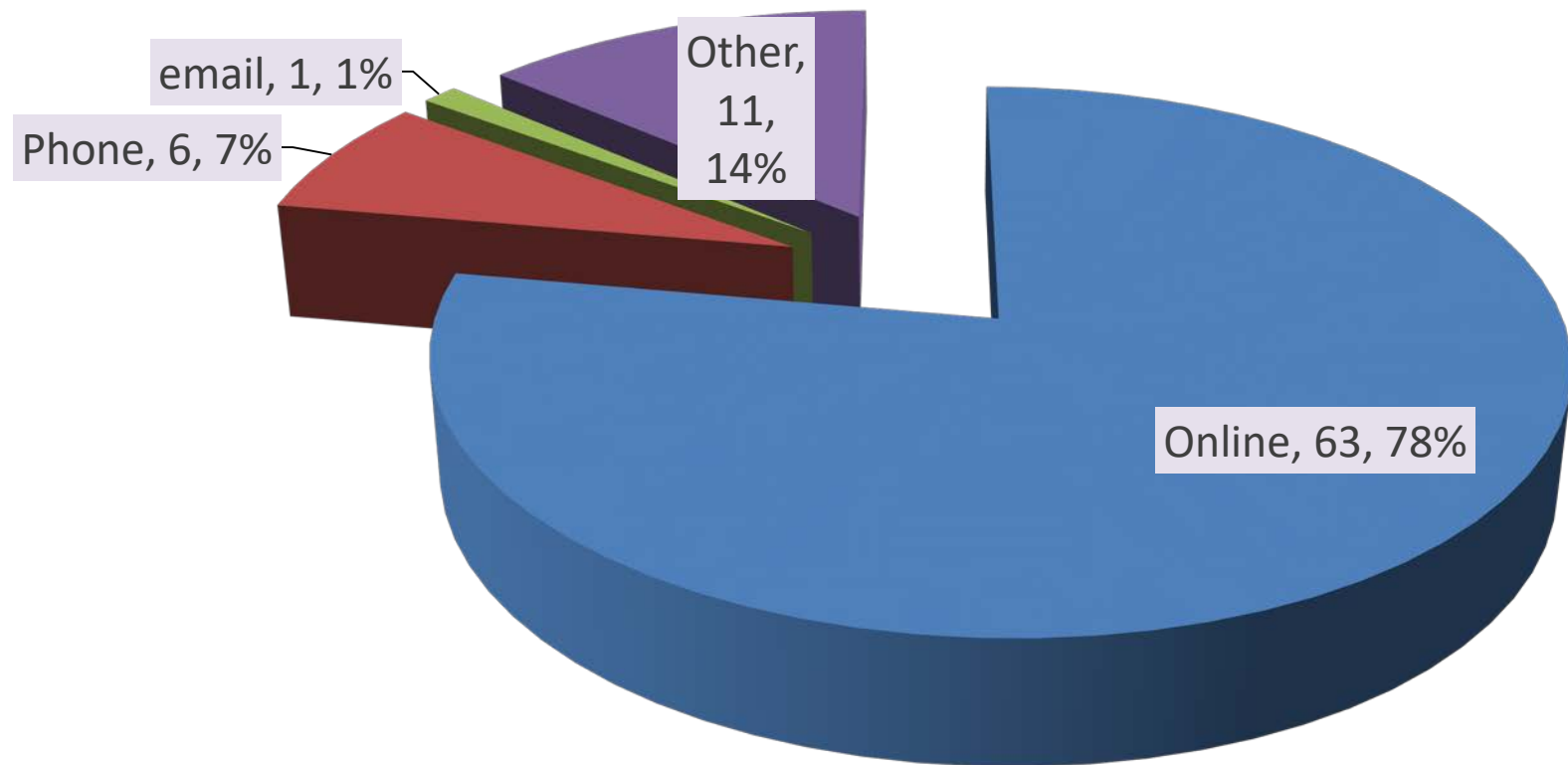


## Contact Method for Signup

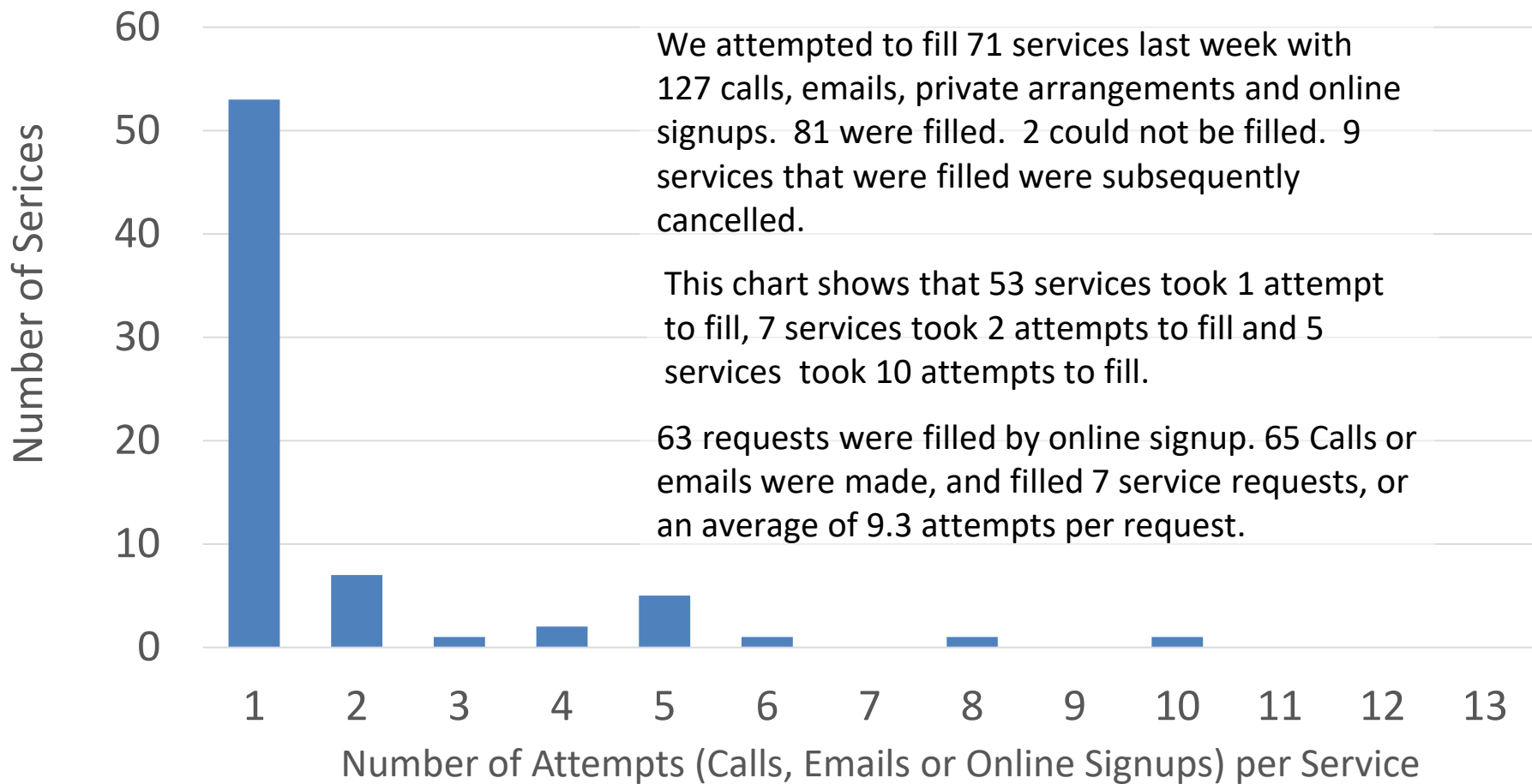
- This week phone calls and emails were relatively effective.
- We placed **32** phone calls to fill requests, and **6** services were filled with phone calls.
- We sent **33** emails to fill requests and **1** service was filled with emails.
- **11** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.
- When volunteers did not signup online it took an average of **5** calls to secure a volunteer.

## How Volunteers Were Found

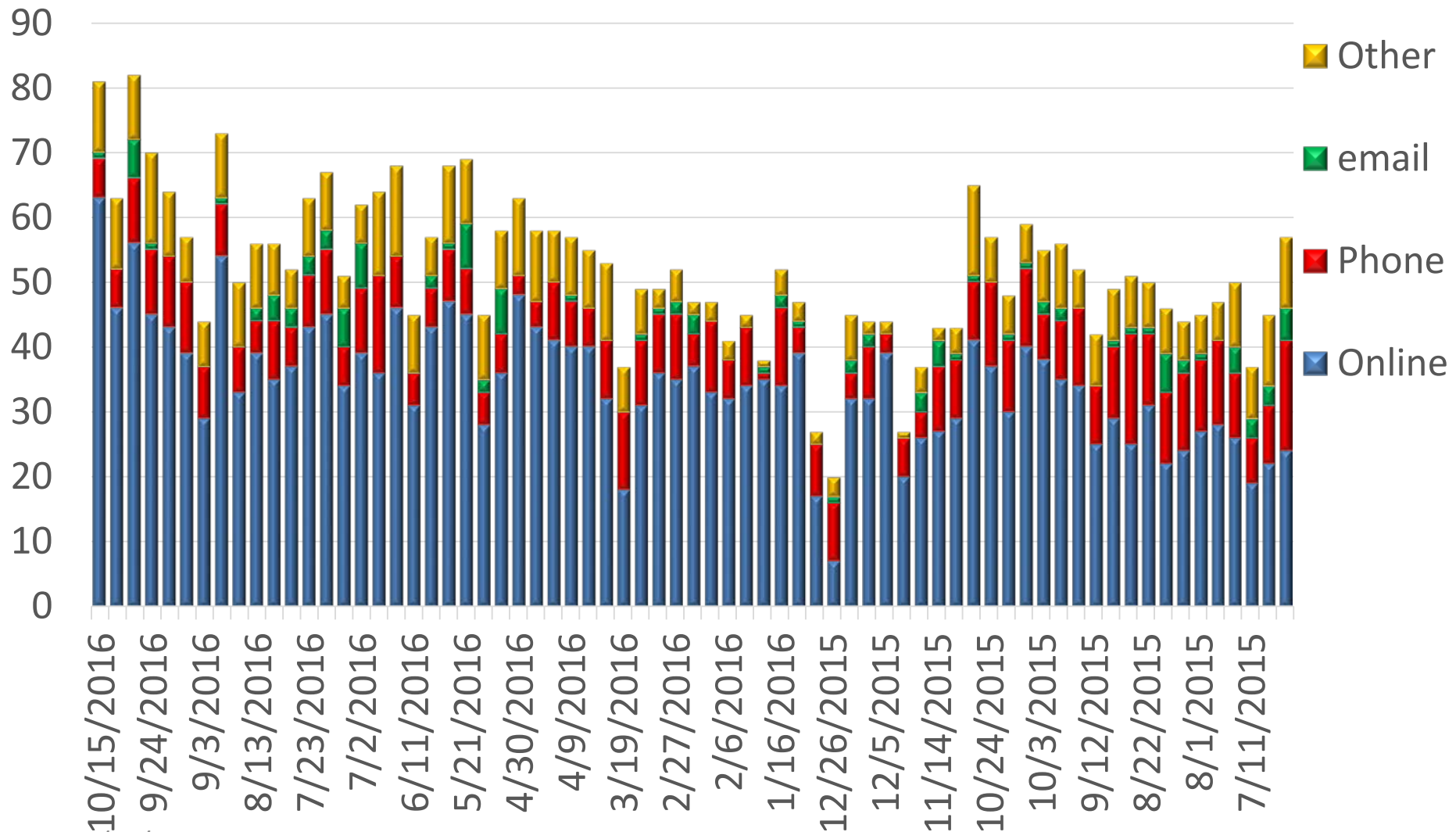
10/15/2016



# Number of Contacts to Fill This Week's Service

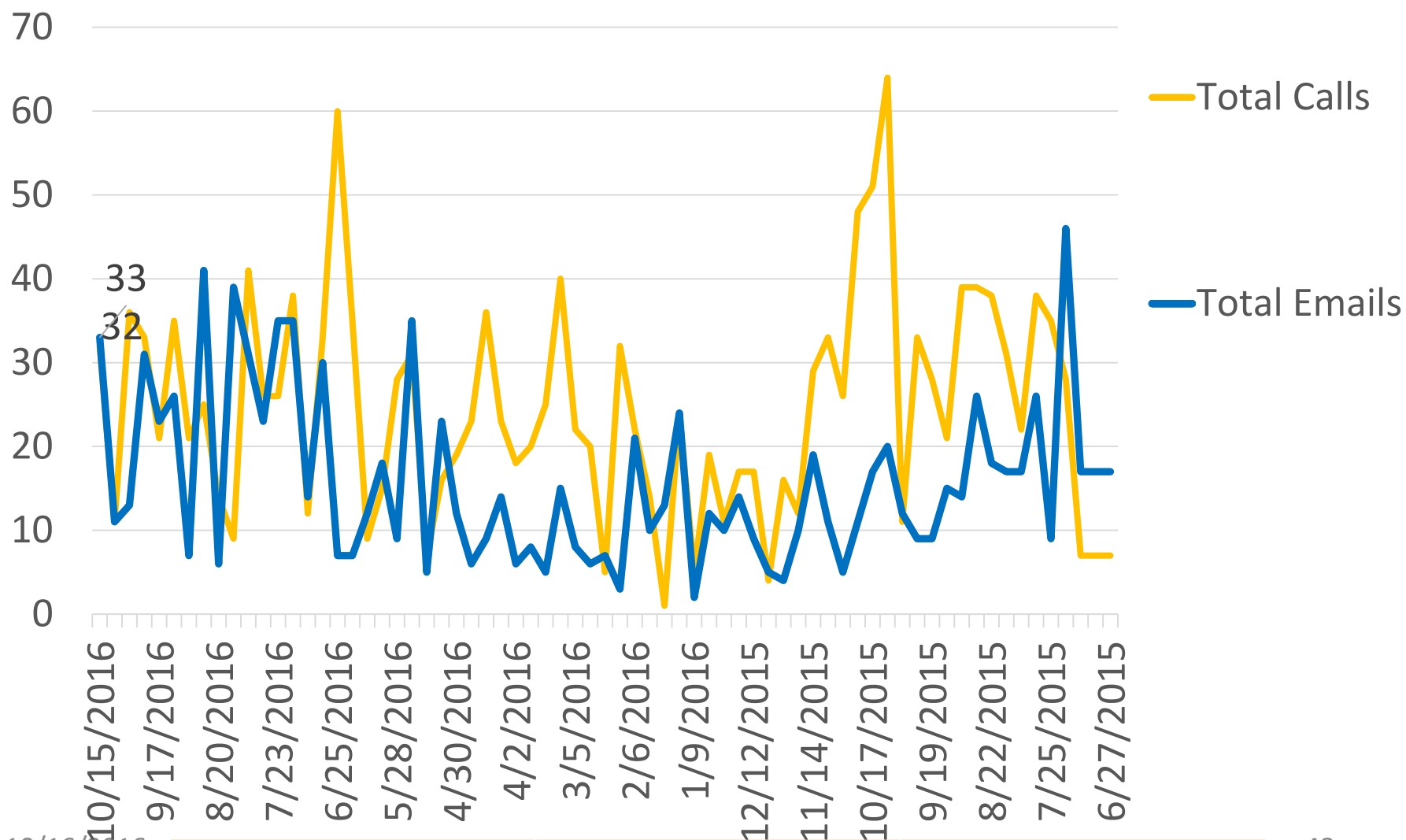


# How Volunteers Who Filled Services Were Contacted



**Nauset Neighbors<sup>SM</sup>**

## Total Calls and Emails



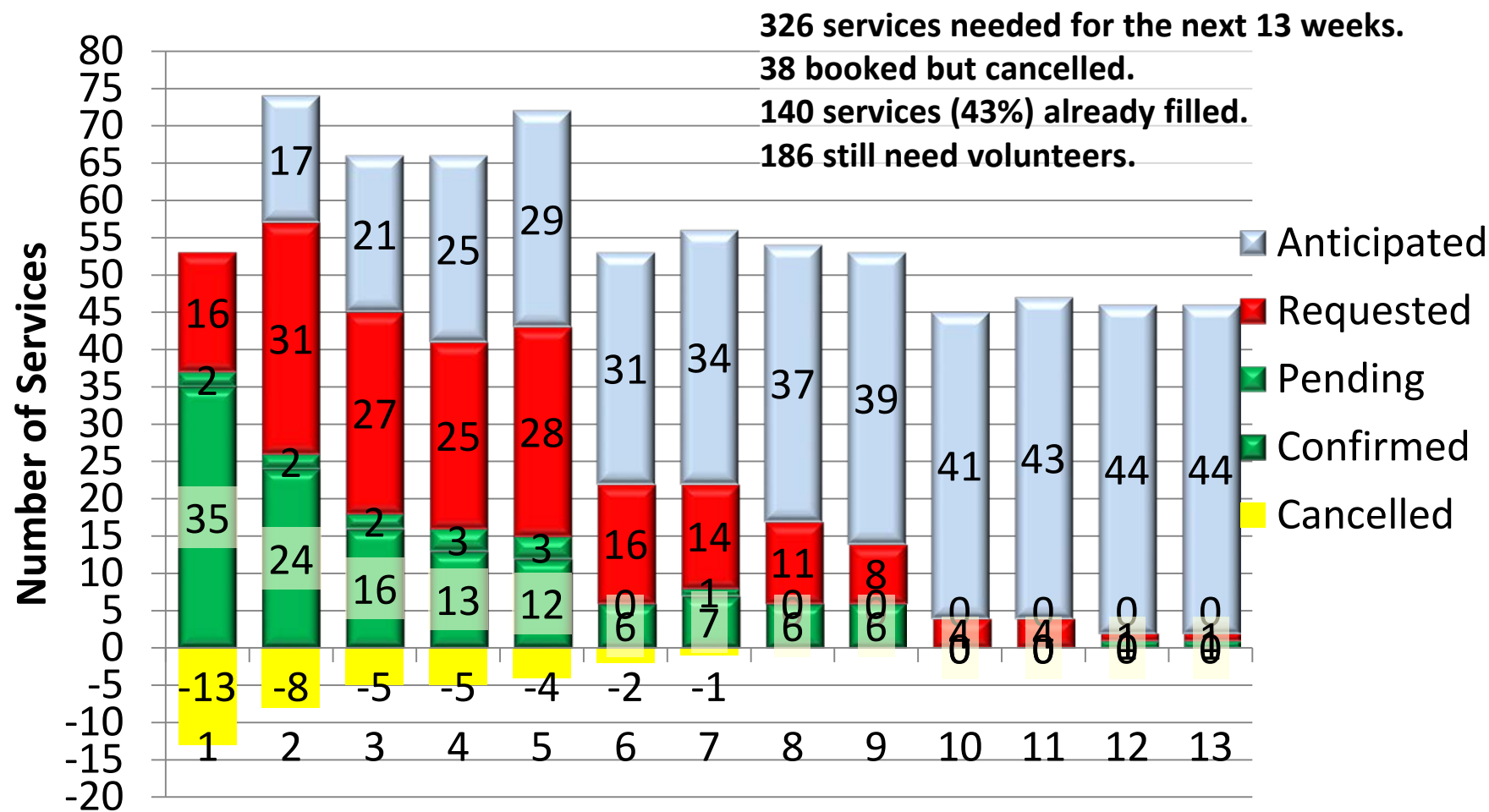


Looking forward

# FUTURE SERVICES



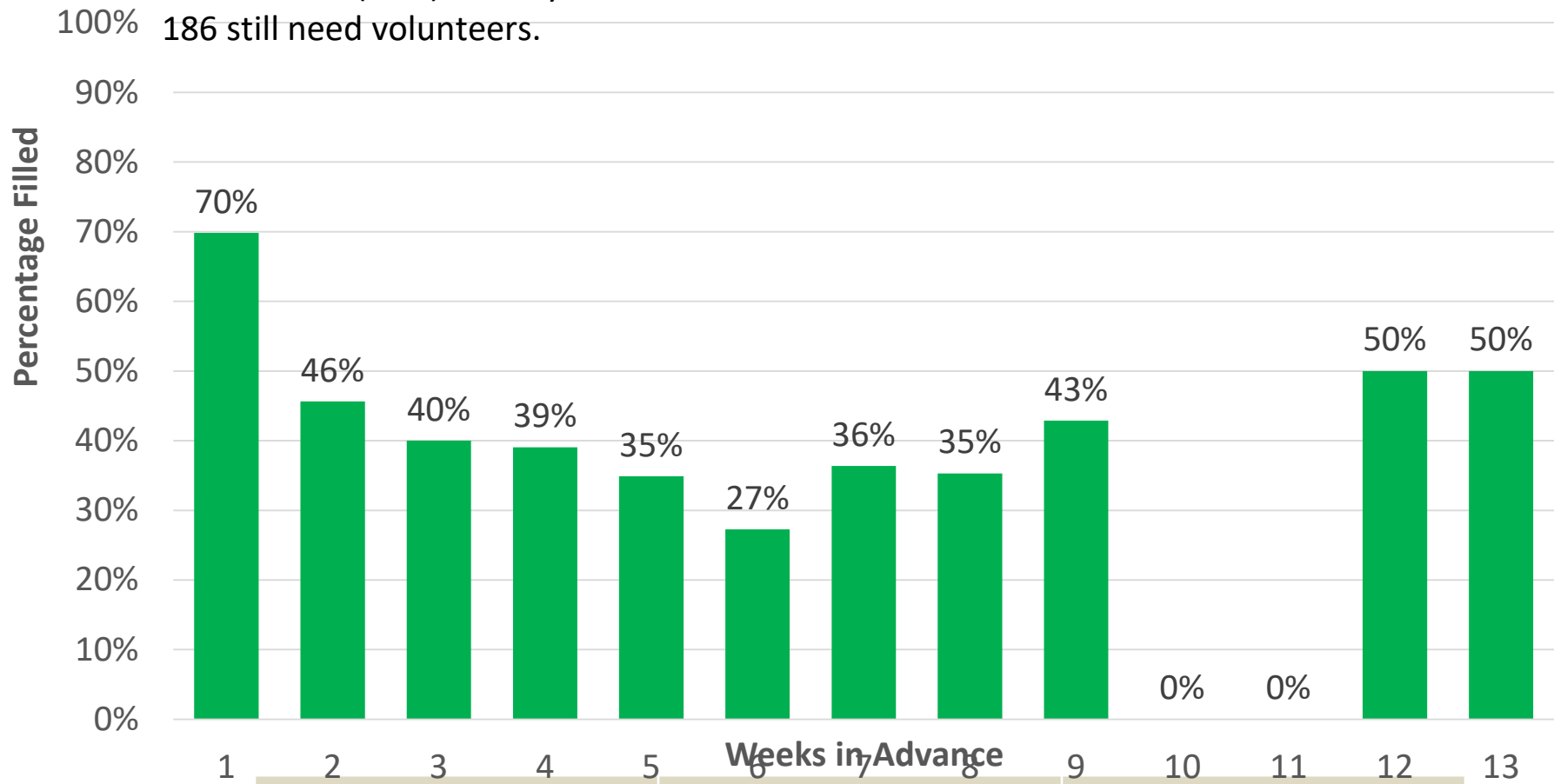
## Service Requests on the Books



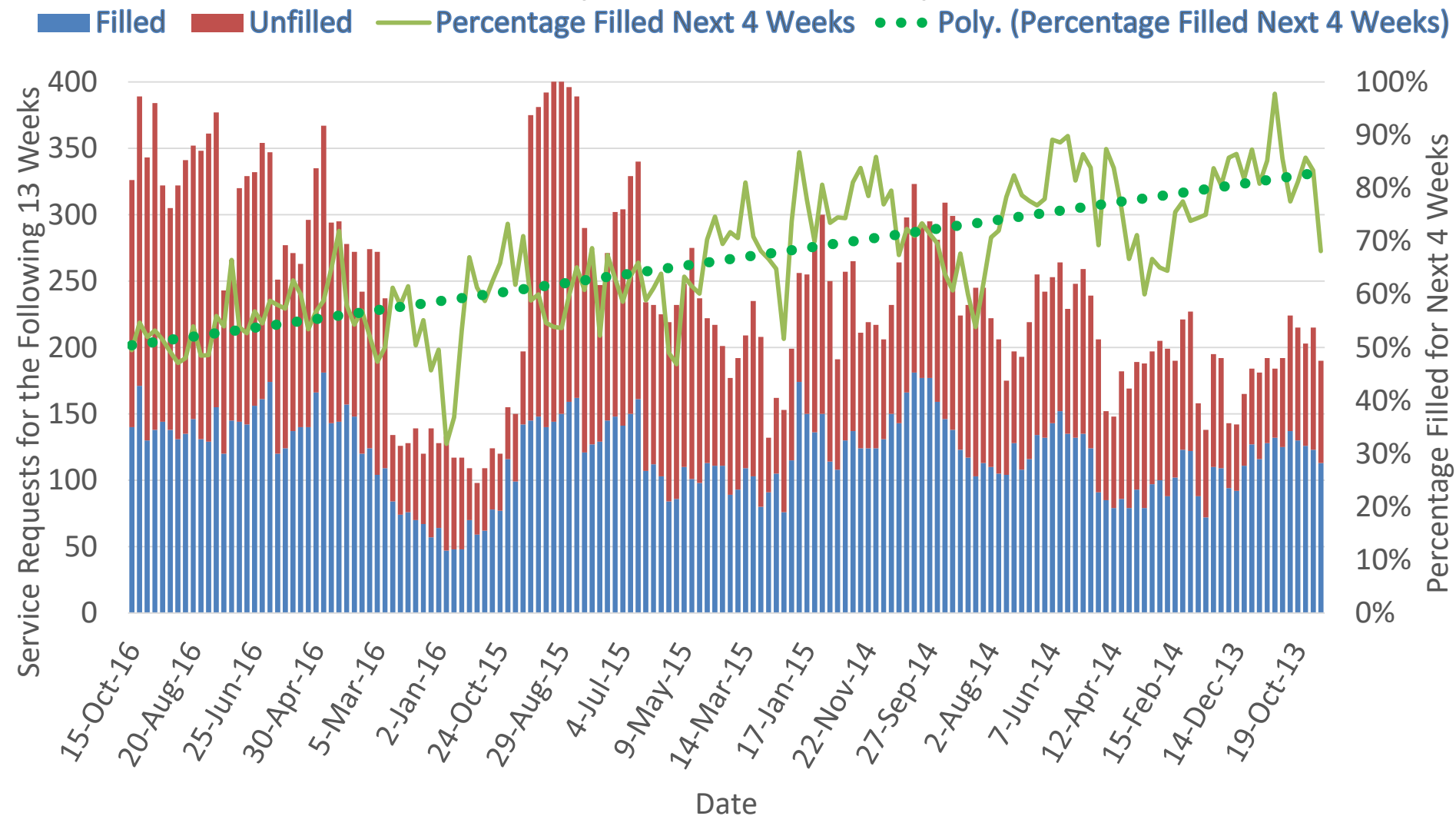


# Percentage of Services for Next 13 Weeks Filled

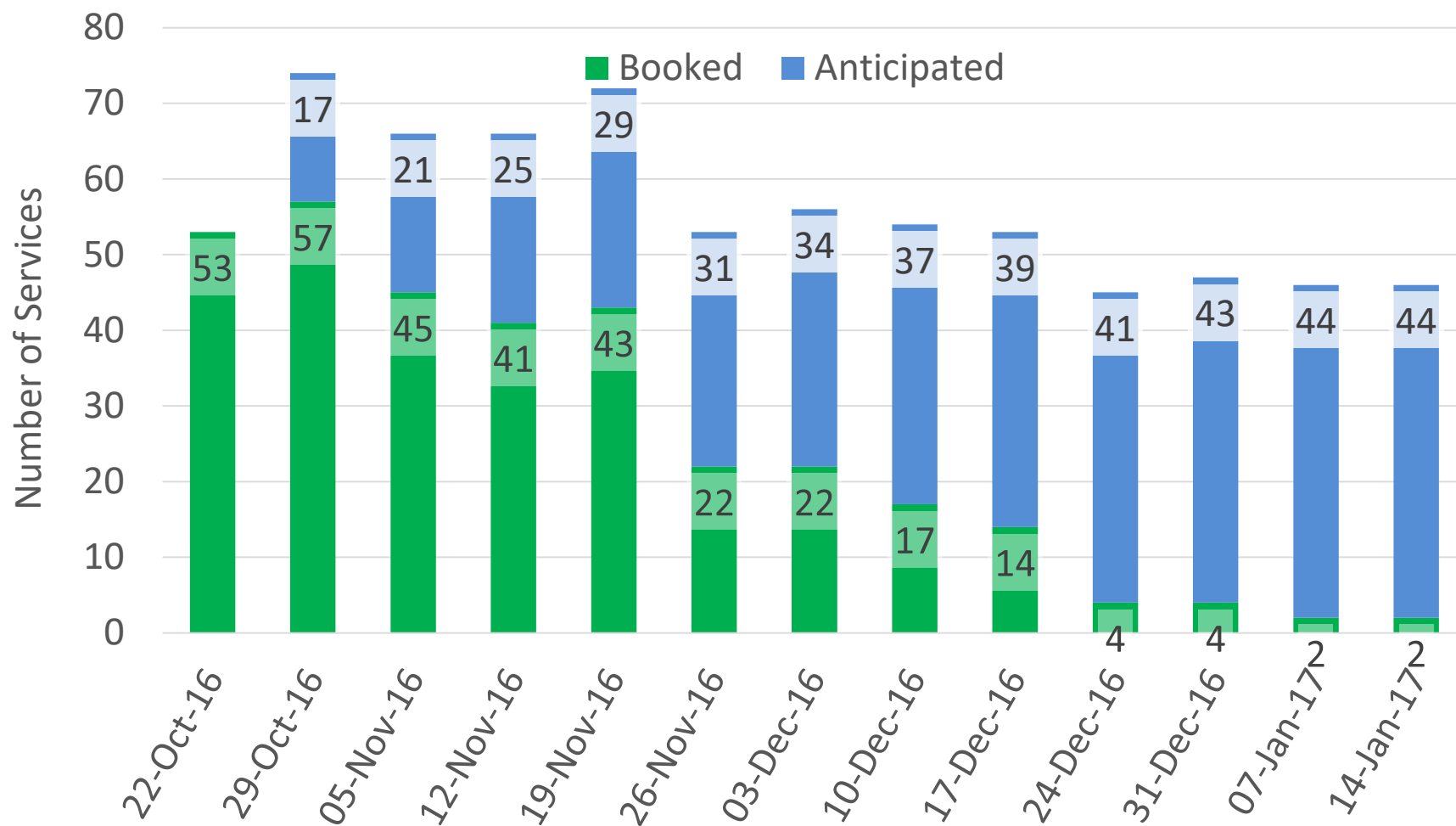
326 future services covering the next 13 weeks.  
140 services (43%) already filled.  
186 still need volunteers.



## History of Future Requests



## Projected Future Services

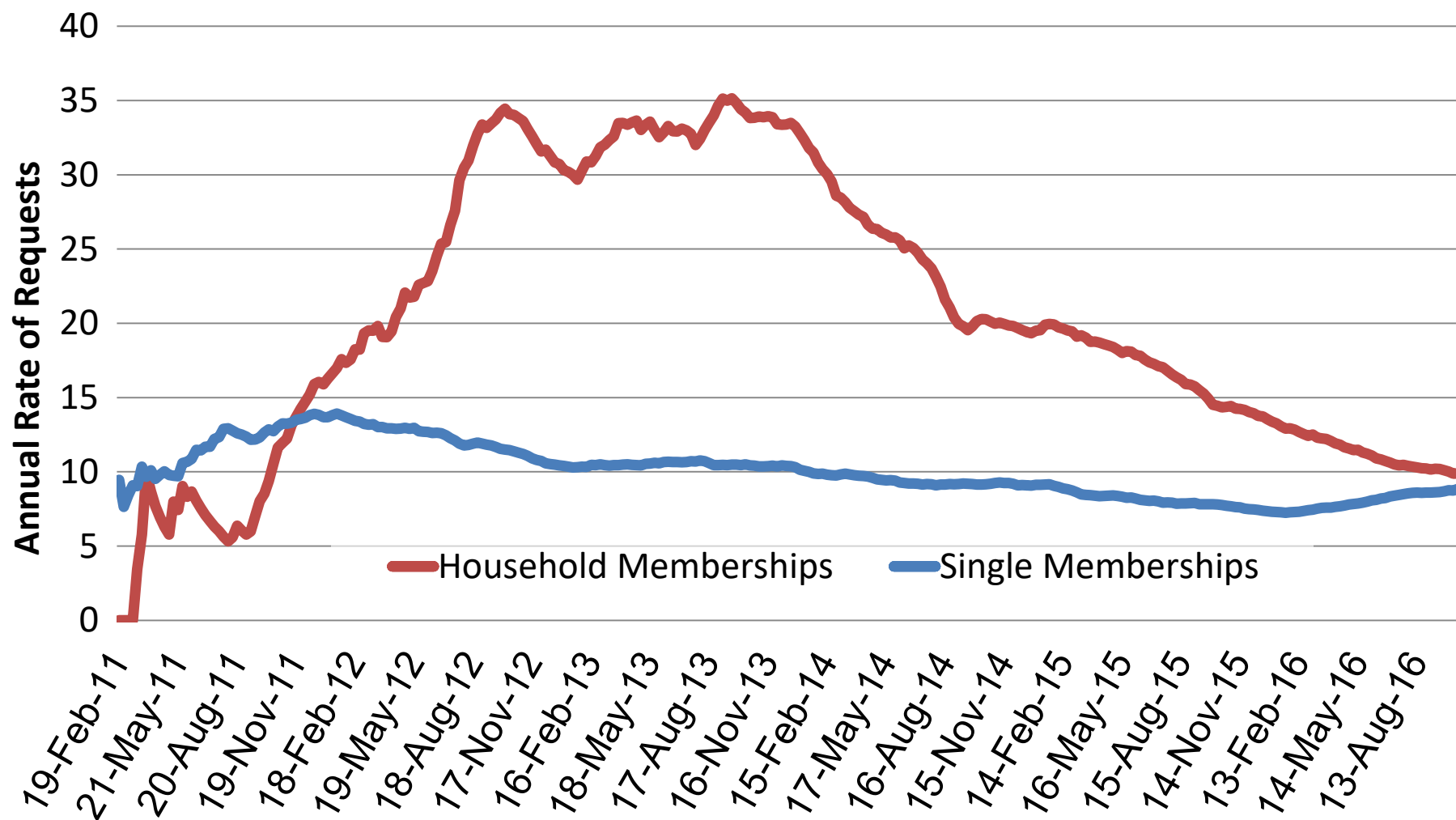


# What are the Differences Between Single And Household Memberships?

## 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 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



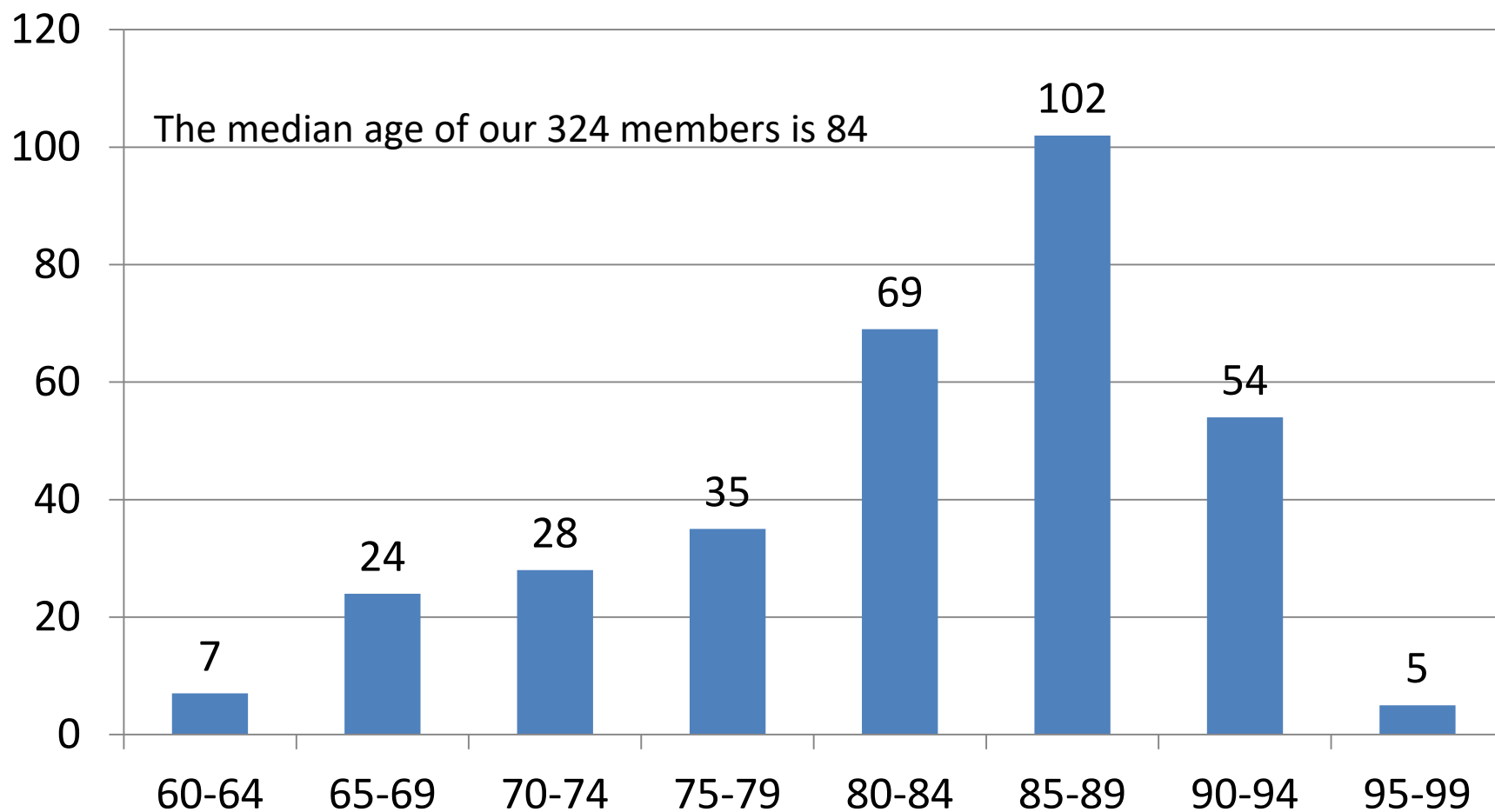


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

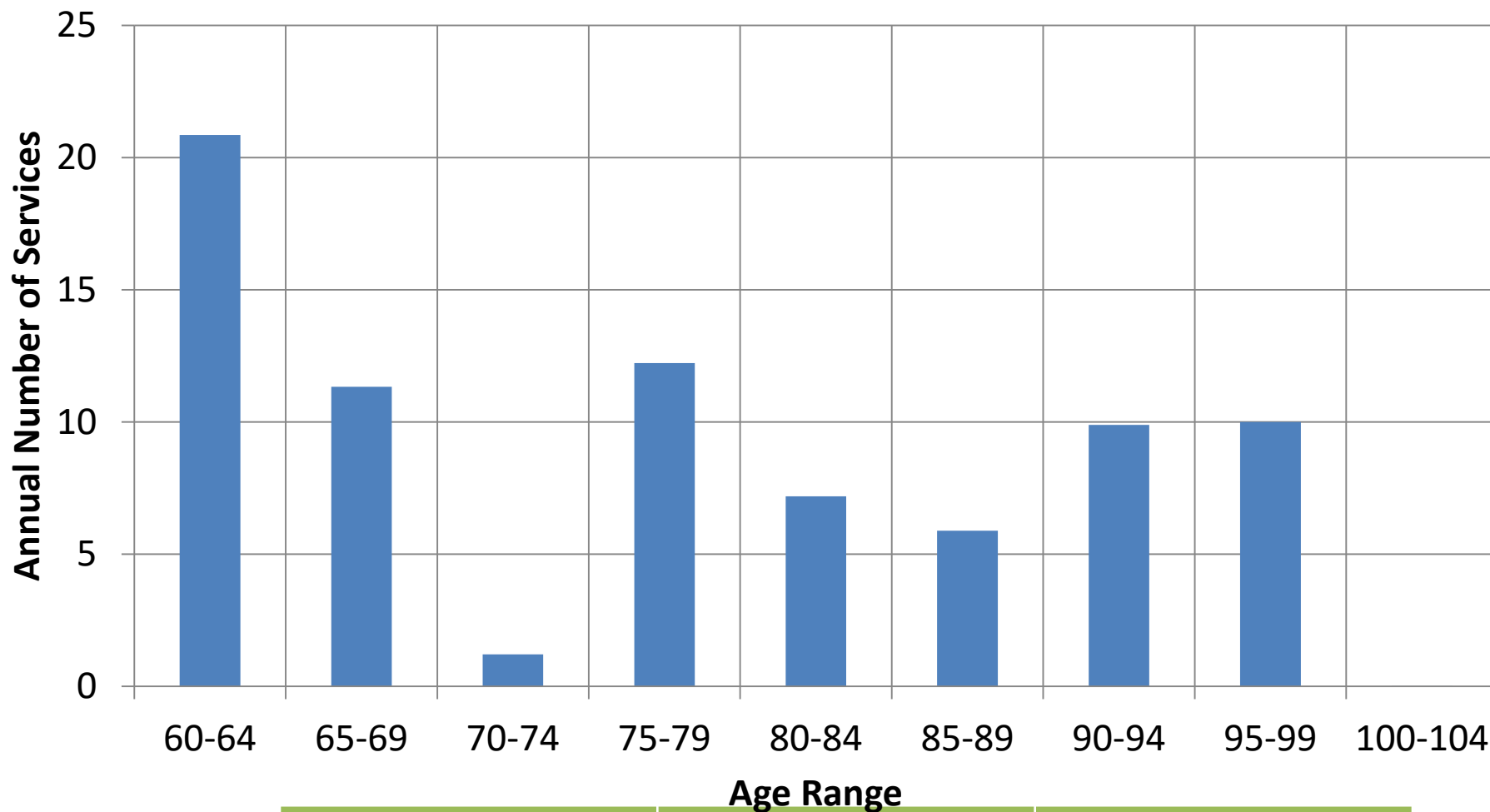
## Analysis by Age Group

- 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.

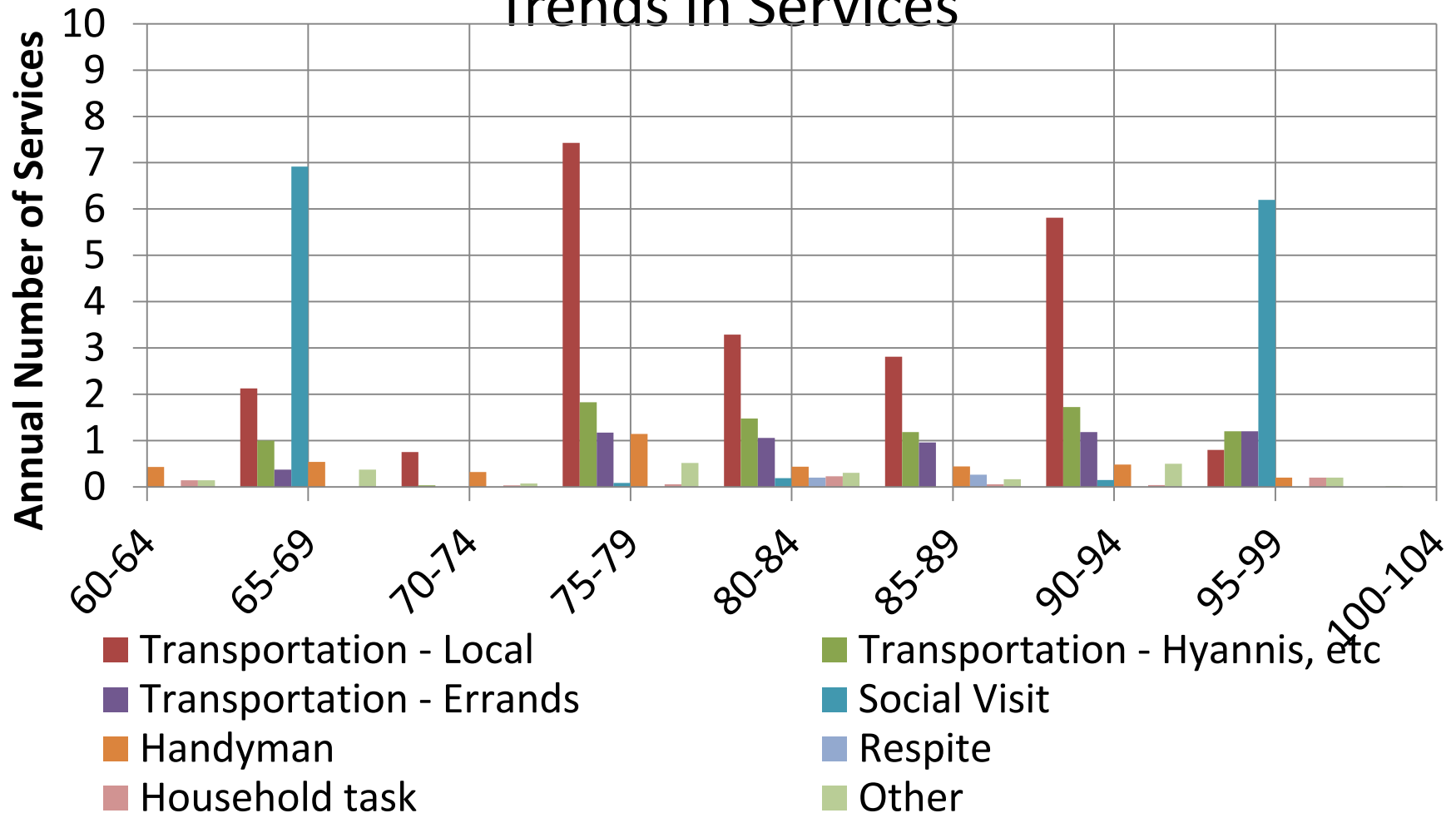
## Age of Members



## Annual Rate of Services by Age Range



## Trends in Services

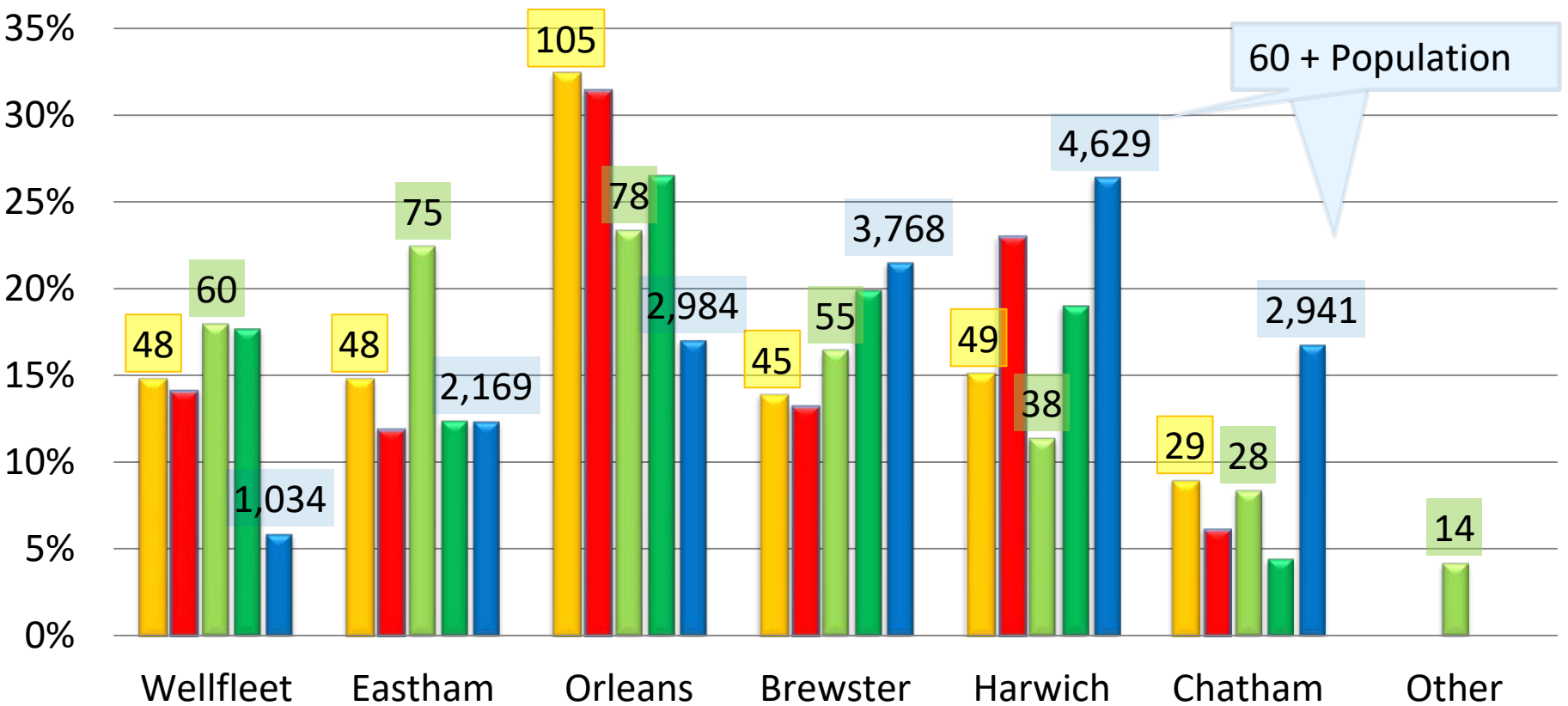


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## 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,](#)
  - 62% of all services are performed by someone from the same town.
  - 90% 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)



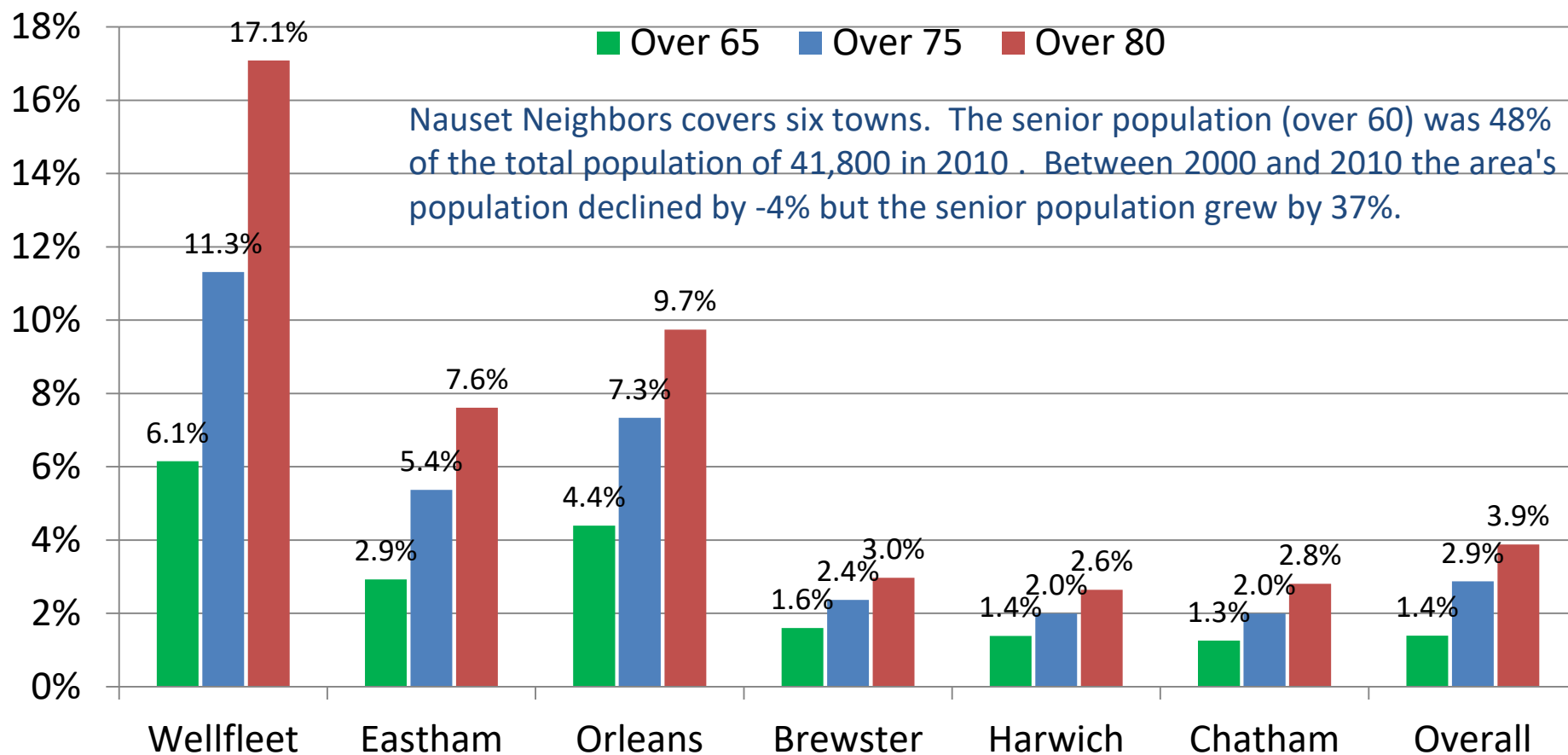
-  % of Members
-  % of Services Requested by Members from Town
-  % of Volunteers
-  % of Services Provided by Volunteers from Town
-  % of 6 town area's 60+ Population





## Market Penetration by Town

### Percent of Seniors who are Members



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

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	1248	132	313	29	44	3	1769
	Eastham	677	555	851	138	168	28	2417
	Orleans	22	106	1697	241	109	63	2238
	Brewster	13	65	596	529	445	28	1676
	Harwich	9	1	73	181	788	20	1072
	Chatham		2	53	17	112	121	305
	Other	6	0	9	8	9	0	32
	Total Used	1975	861	3592	1143	1675	263	9509

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

60% of services are provided by someone from the same town. 90% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	30	3	5		1	1	40
	Eastham	1	15	12				28
	Orleans		9	40	6	4	1	60
	Brewster	1		11	15	14	4	45
	Harwich				9	31	3	43
	Chatham			3		2	5	10
	Other	0	0	0	0	0	0	0
	Total Used	32	27	71	30	52	14	226