

Week 297 Member Services Report Oct 22, 2016



Brewster Cape Code

[By Vath. Sok](#)

Summary of the Past Week

- We performed 53 services last week out of 74 requests.
 - 21 requests were cancelled.
 - 5 were cancelled after volunteers were found
 - We were unable to fill 7 service requests
- We placed 29 phone calls and filled 4 services by phone.
 - 72% of services were filled online
 - 07% of services were filled by phone
 - 05% of services were filled by email and
 - 16% 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

- Last week service levels were high, but closer to normal.
 - Last Week: 44 volunteers performed 53 services for 38 households and covered 10 office shifts. In total, with 5 filled cancellations we filled 68 assignments. In addition, 15 more requests were cancelled before volunteers were found.
 - Last Month: 95 volunteers performed 242 services for 88 households. We also covered 40 office shifts.
 - Last Year: 211 volunteers performed 2576 services for 216 households.
- We have 323 members and 348 volunteers.
 - The median age of our 348 volunteers is 69
 - The median age of our 324 members is 84
 - Our waiting has 9 people, compared to 12 last week.
 - People on the waiting list have waited at most 3-4 weeks before being offered membership.

Looking Forward

- We have 309 future service requests.
 - 34 booked but cancelled.
 - 9 need filling next week,
 - 98 need filling over the next 4 weeks
 - 52% 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?

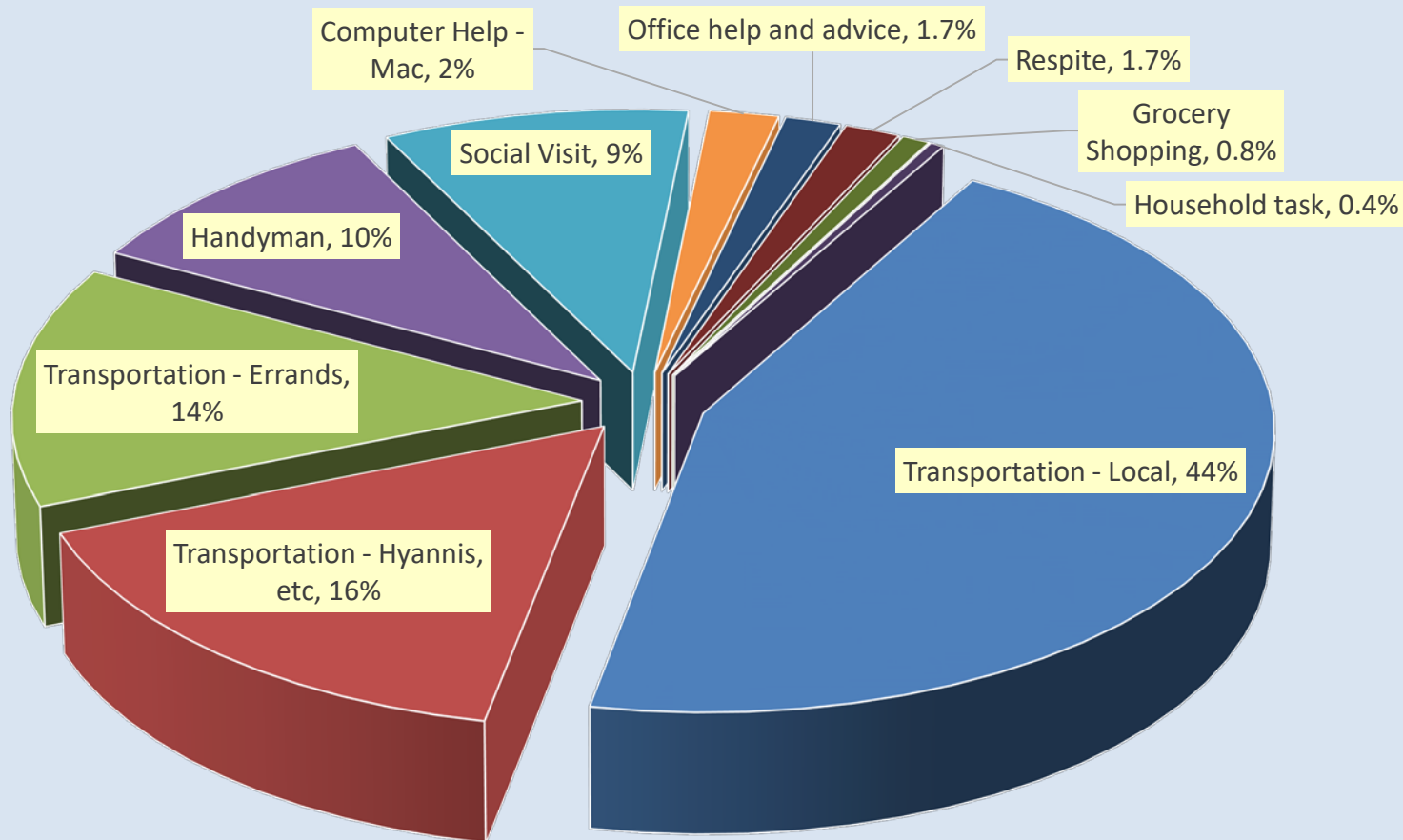
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**80%**).
- 88 households(32%) received 242 services in the last four weeks
- The annual rate of services is **11** per year per household.
- The 10% most needy members used over **66%** of services.

Services in the Last 4 Weeks

10/22/2016



88 households used 242 services in the last four weeks

10/22/2016

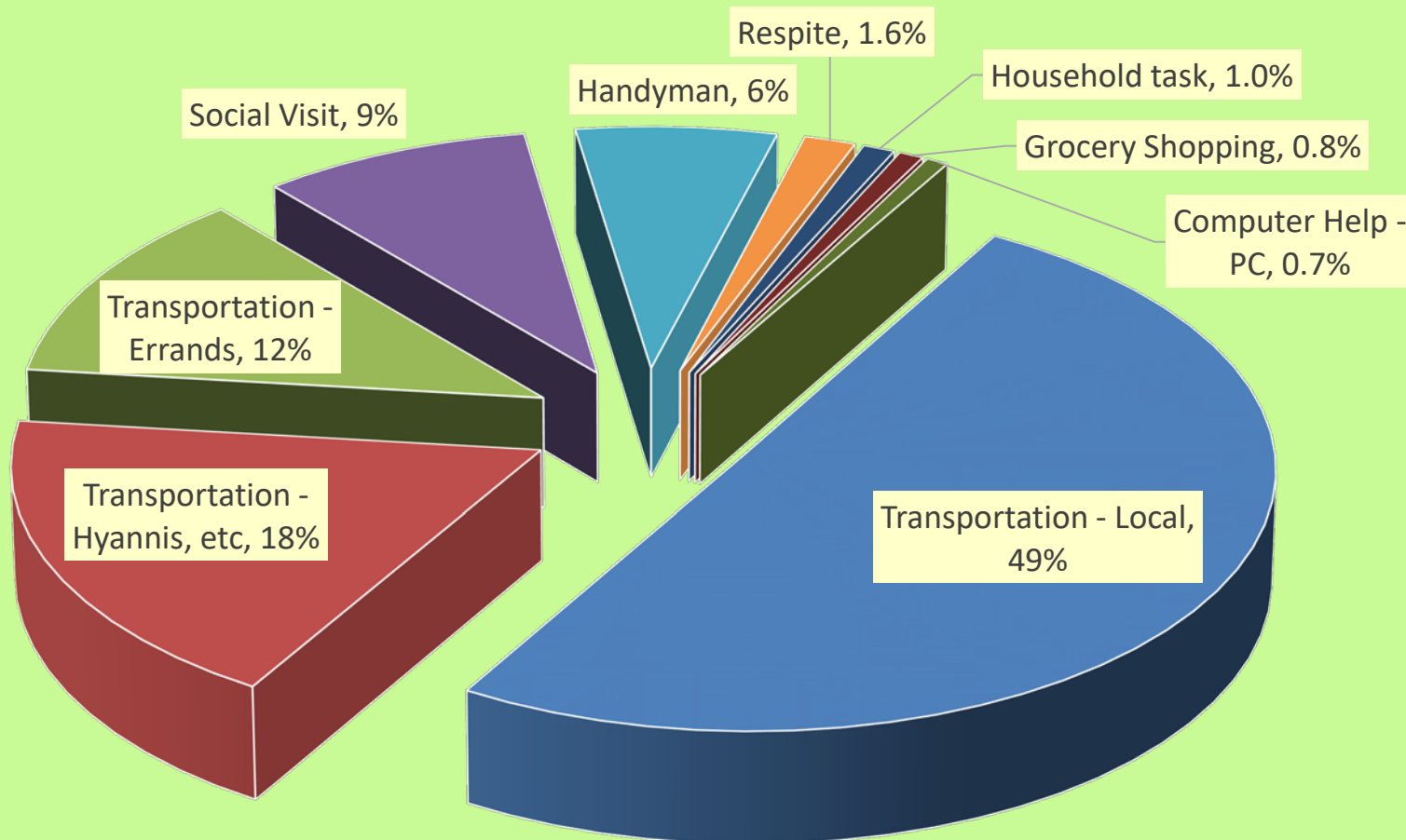
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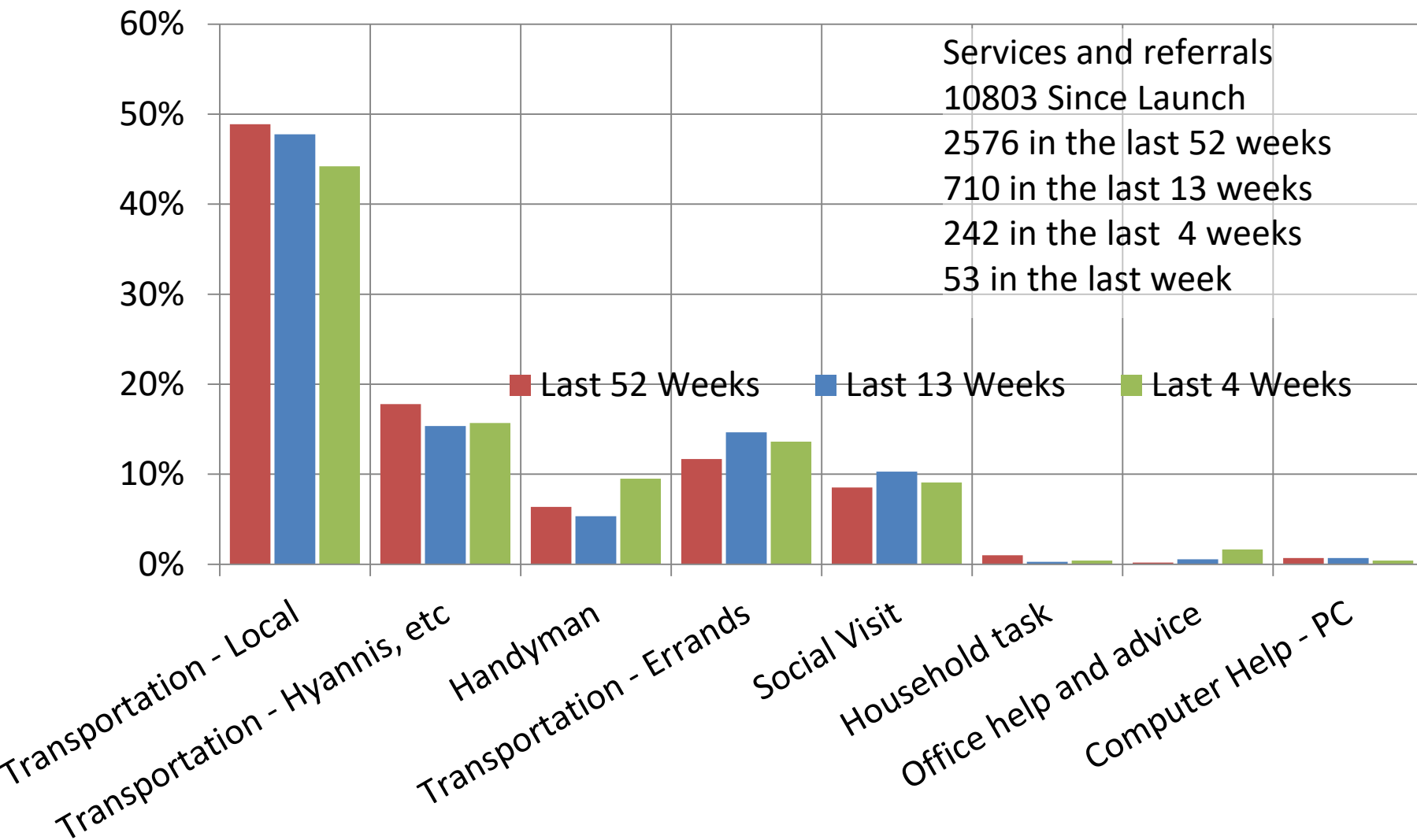
Services in the Last 52 Weeks

10/22/2016

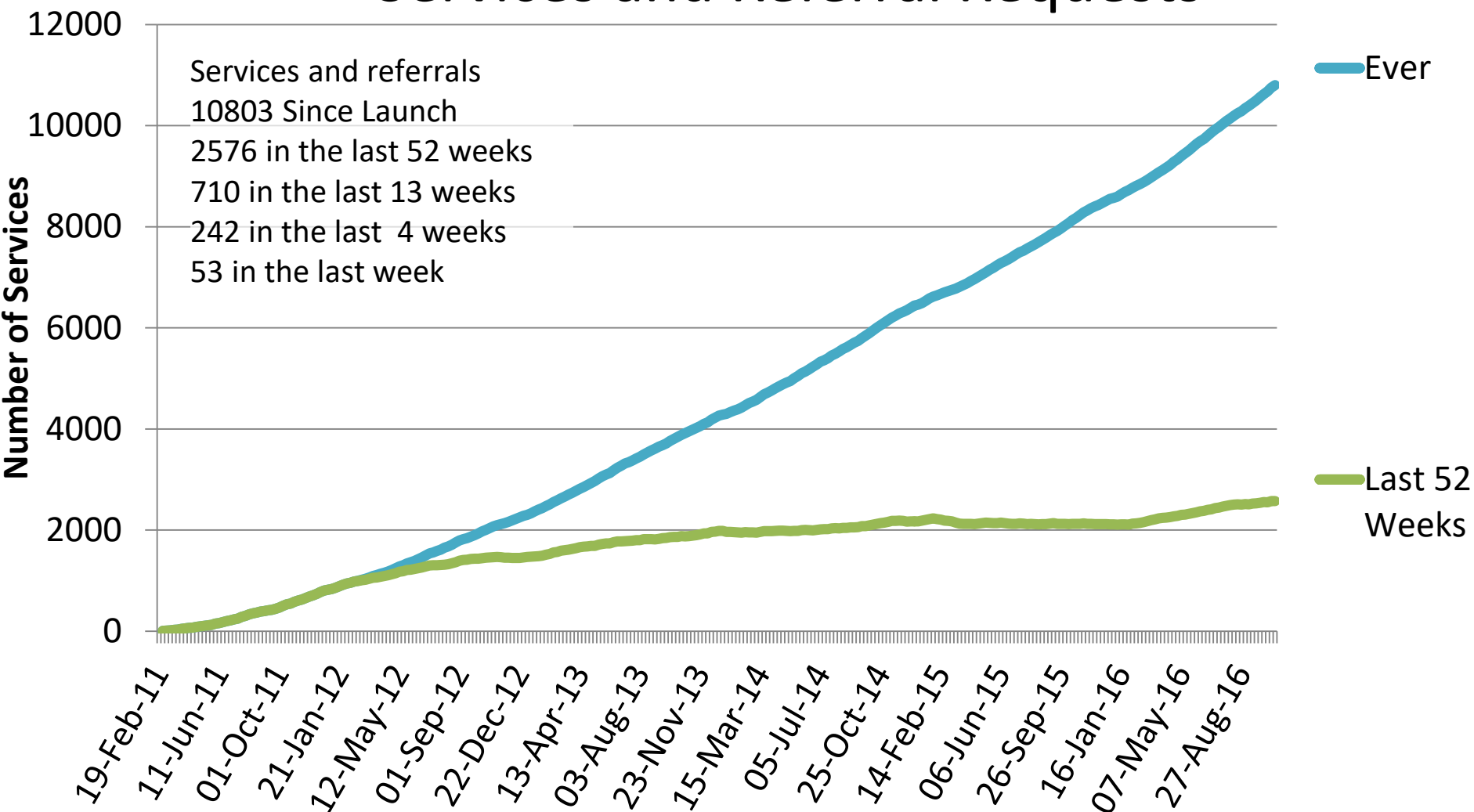


216 households used 2576 services in the last 52 weeks

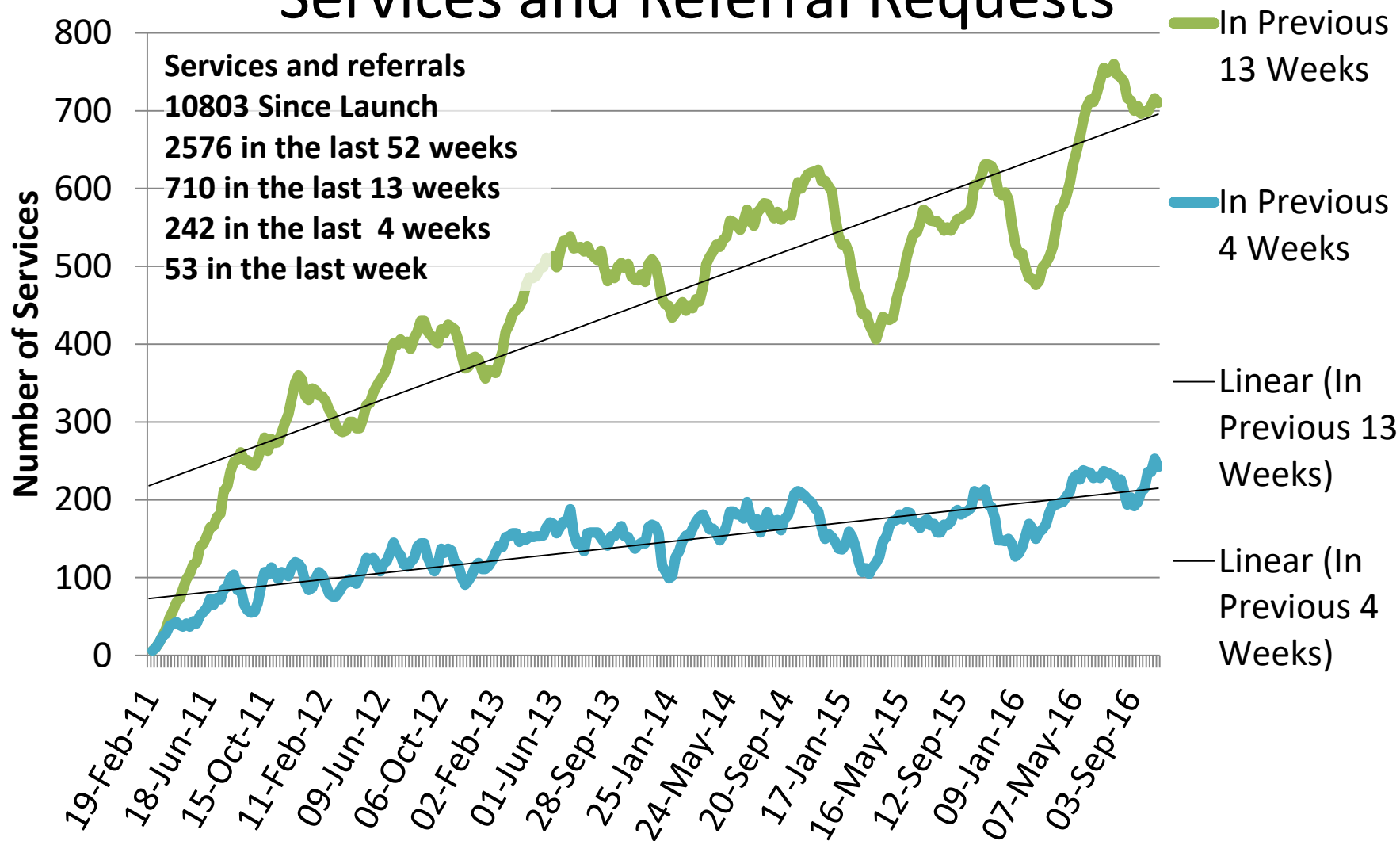
Trends in Services



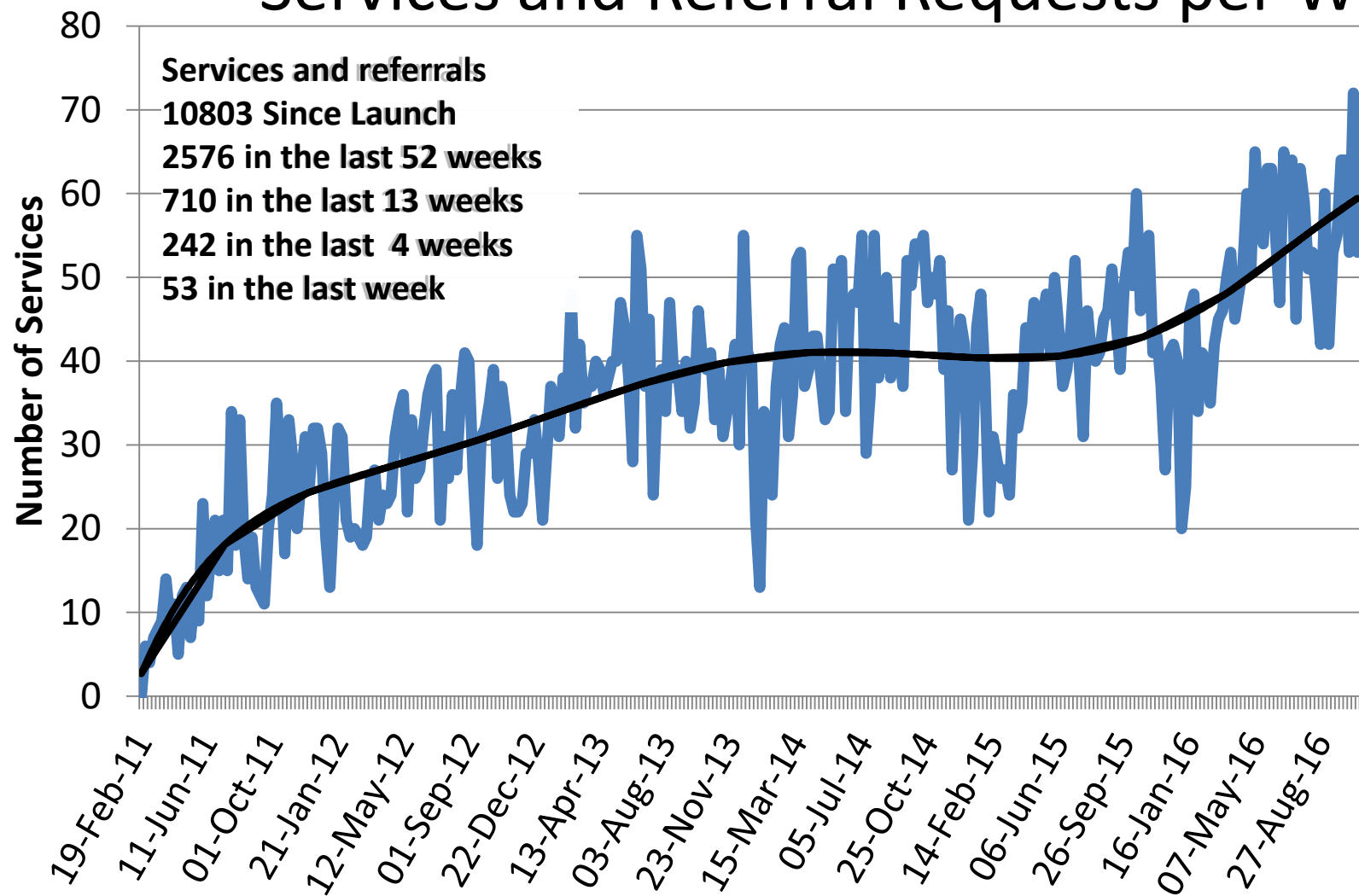
Services and Referral Requests



Services and Referral Requests



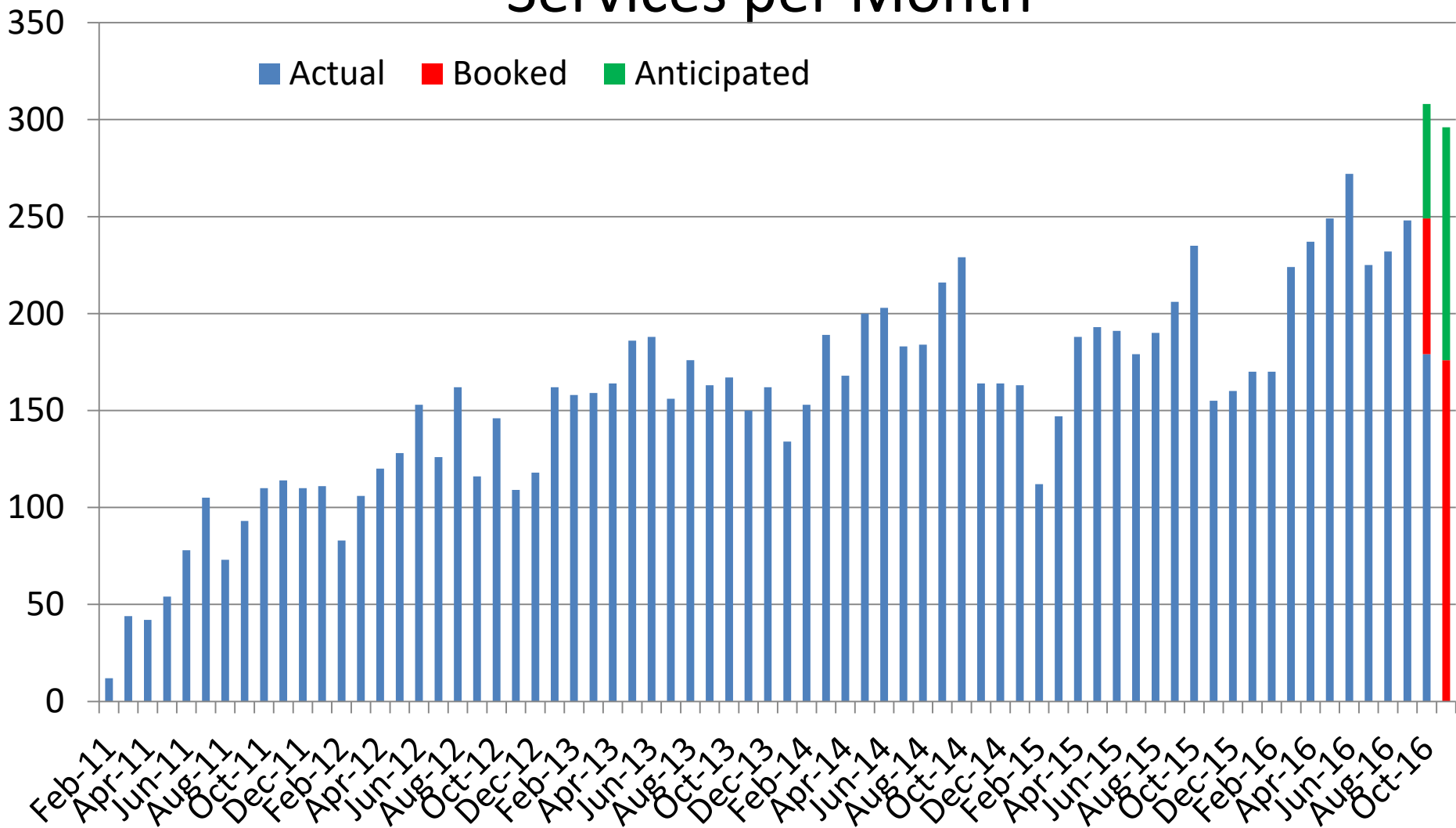
Services and Referral Requests per Week



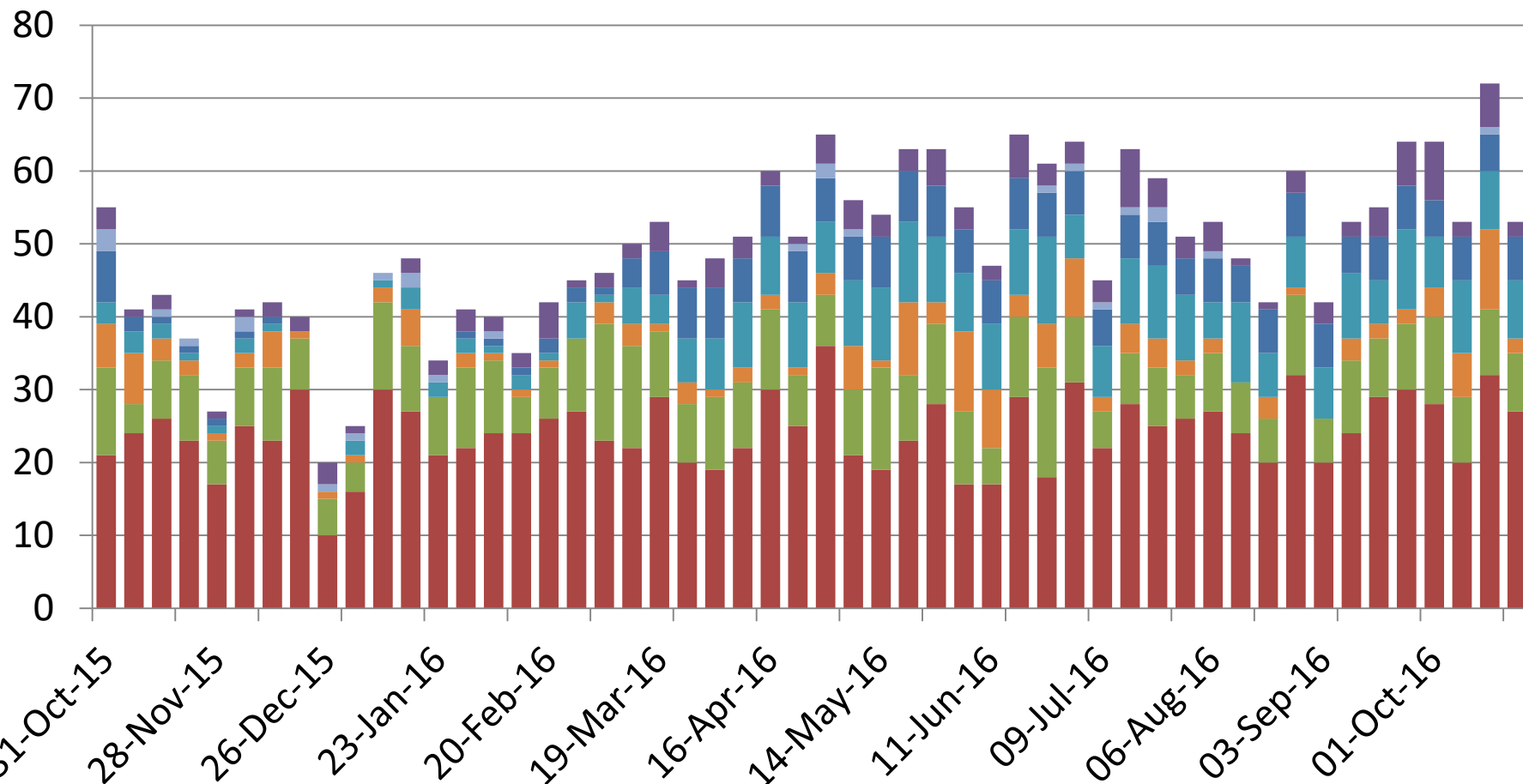


Services per Month

Actual Booked Anticipated



How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household Task

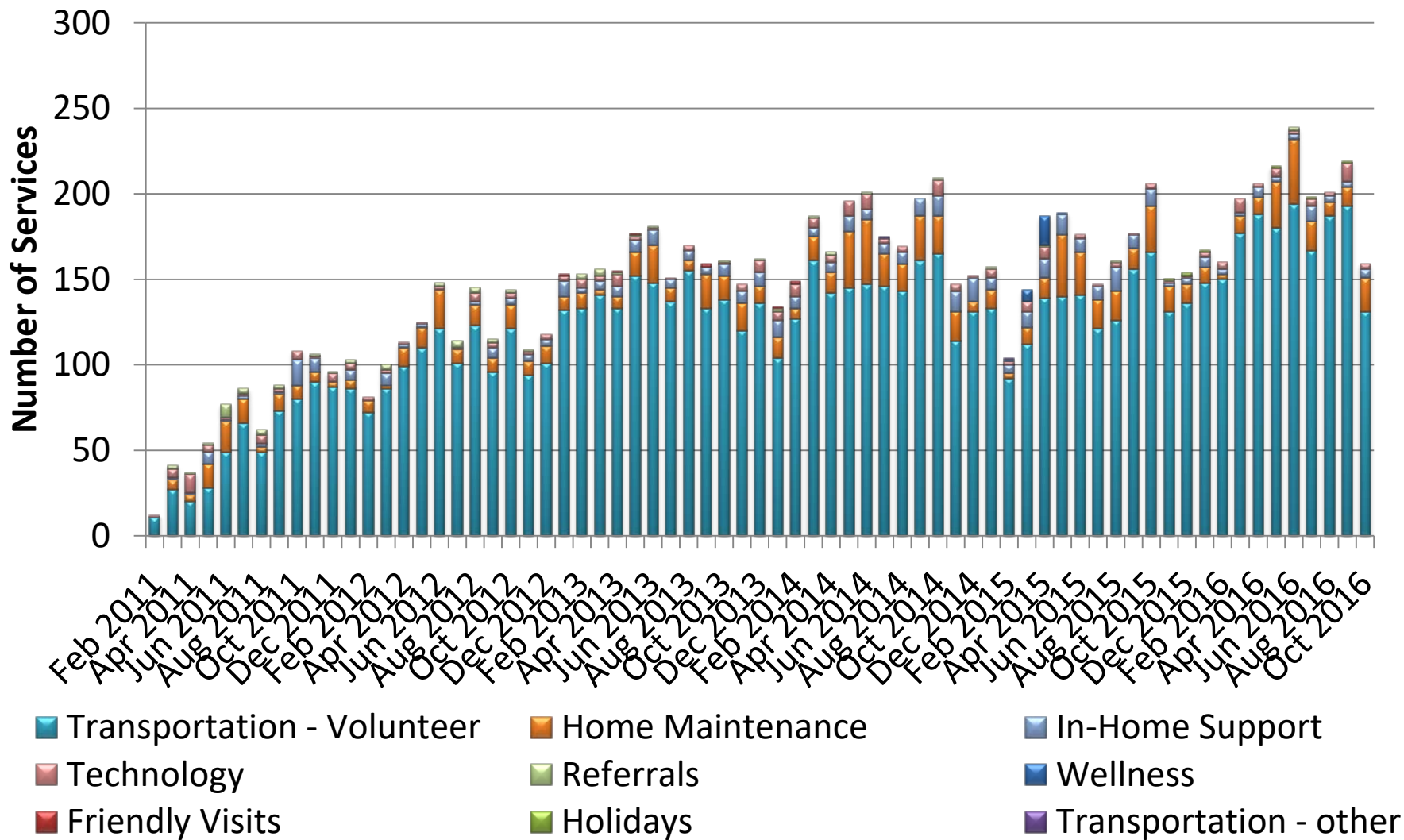
Other

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[Top of Section](#)

[Next Section](#)

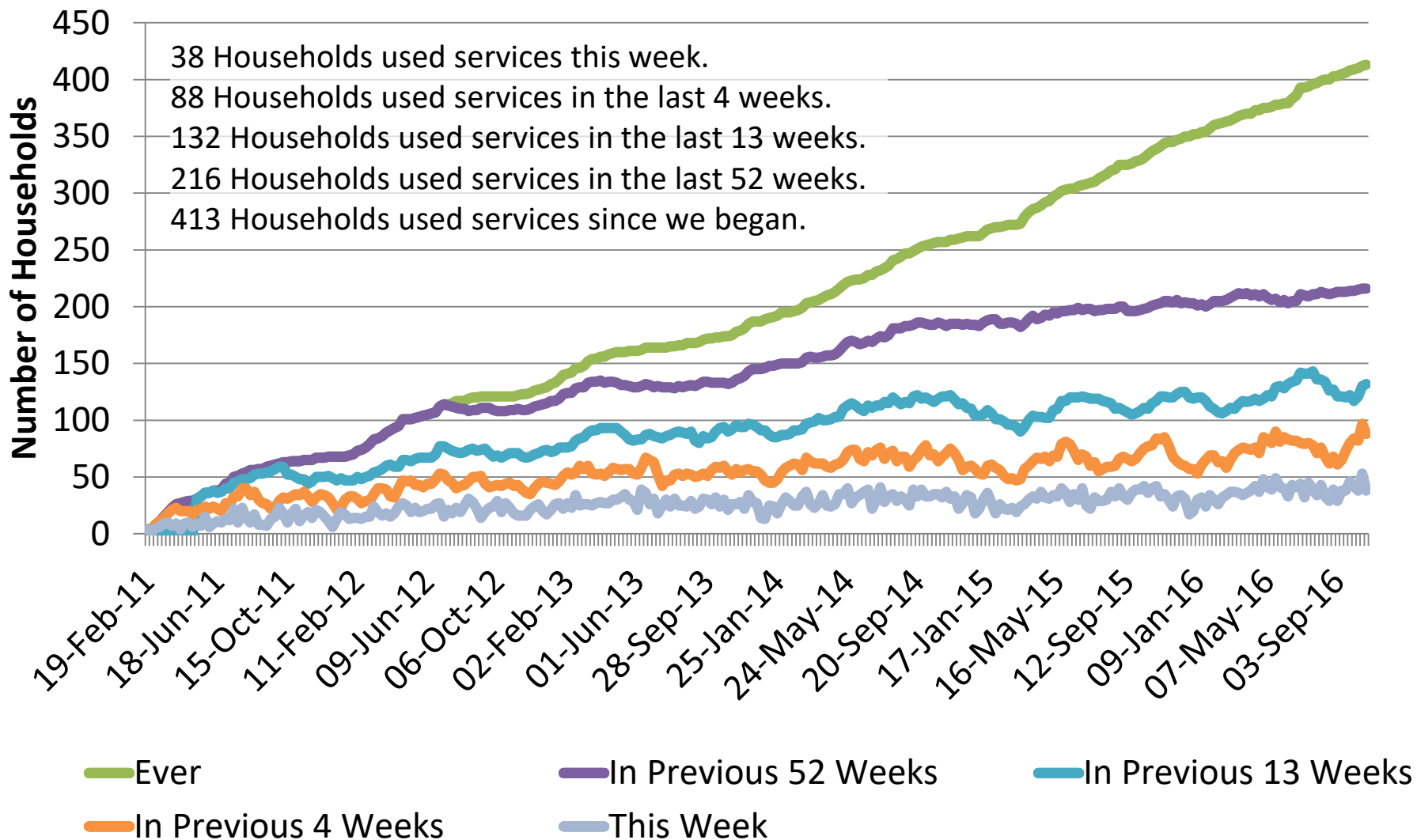
Service Categories



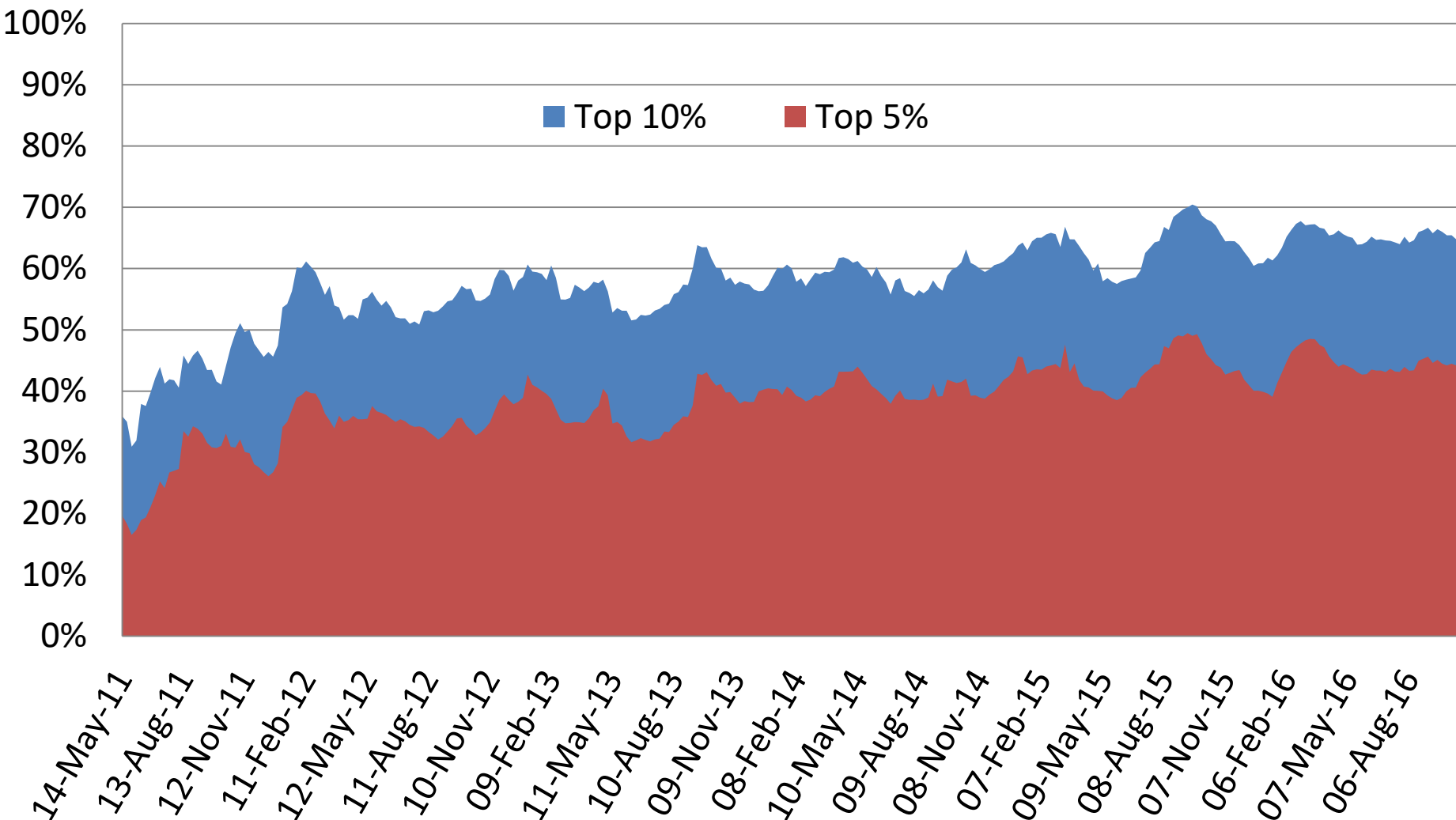
HOW MANY HOUSEHOLDS USE SERVICES?



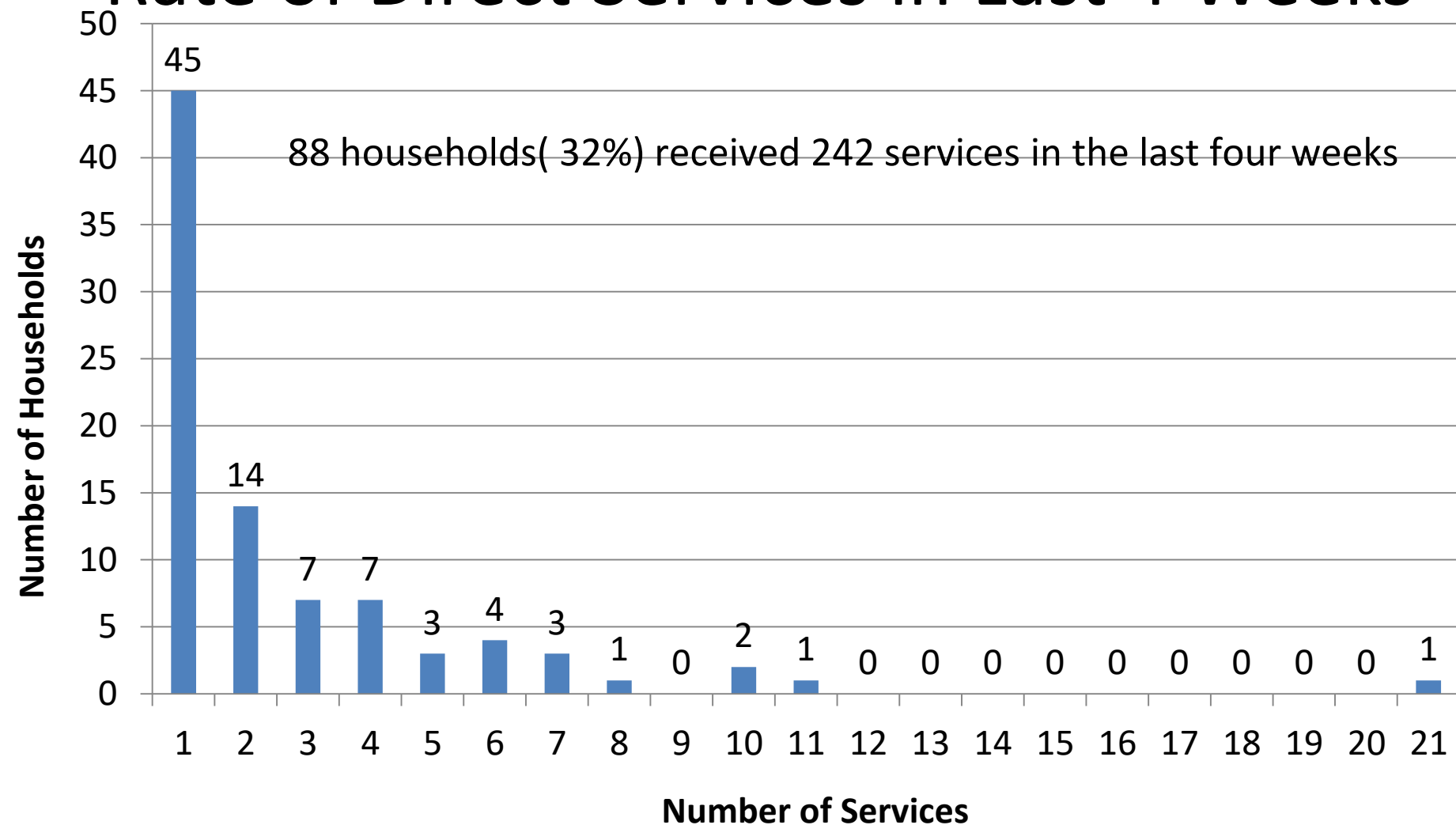
How Many Households Served



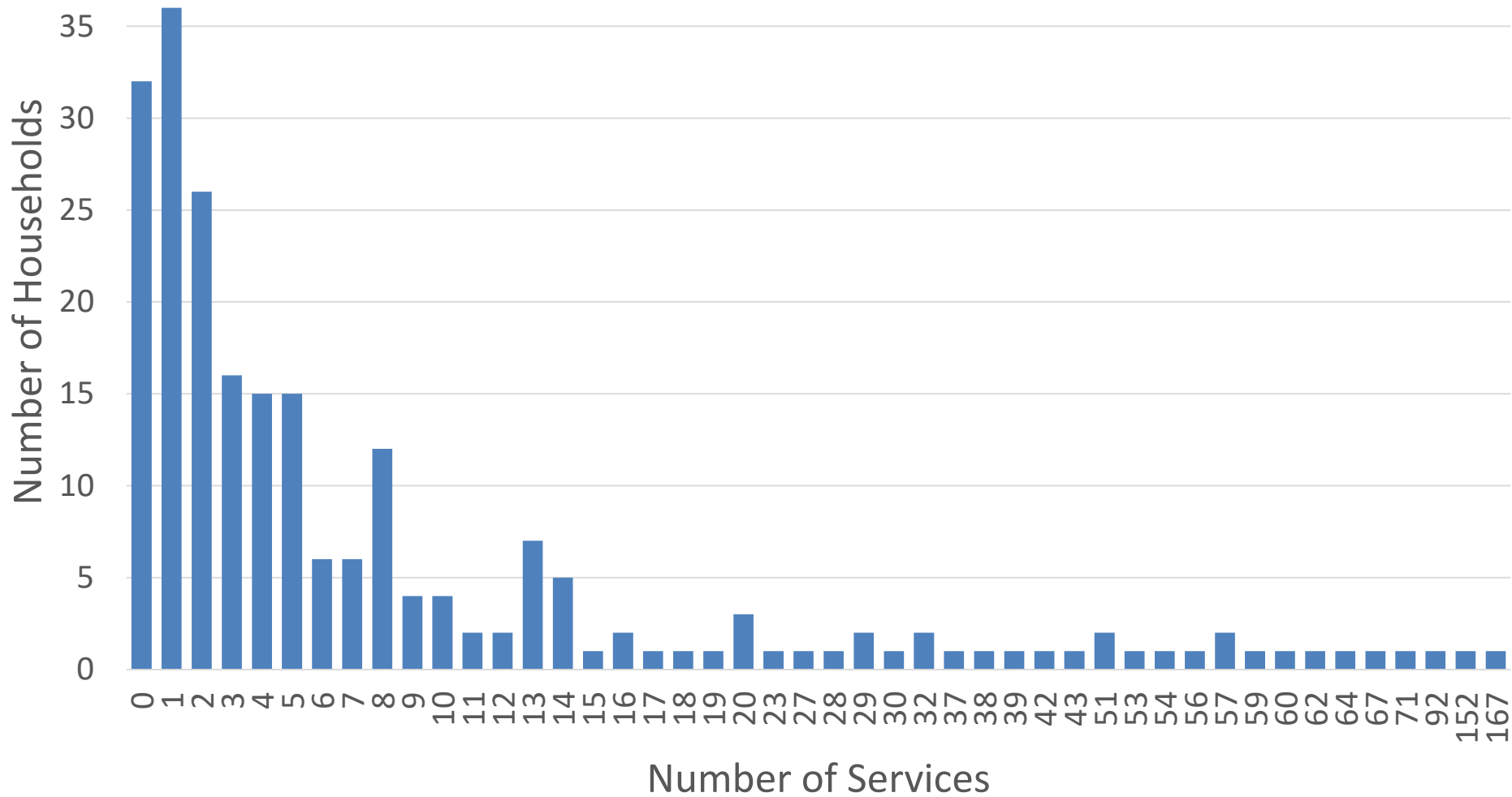
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

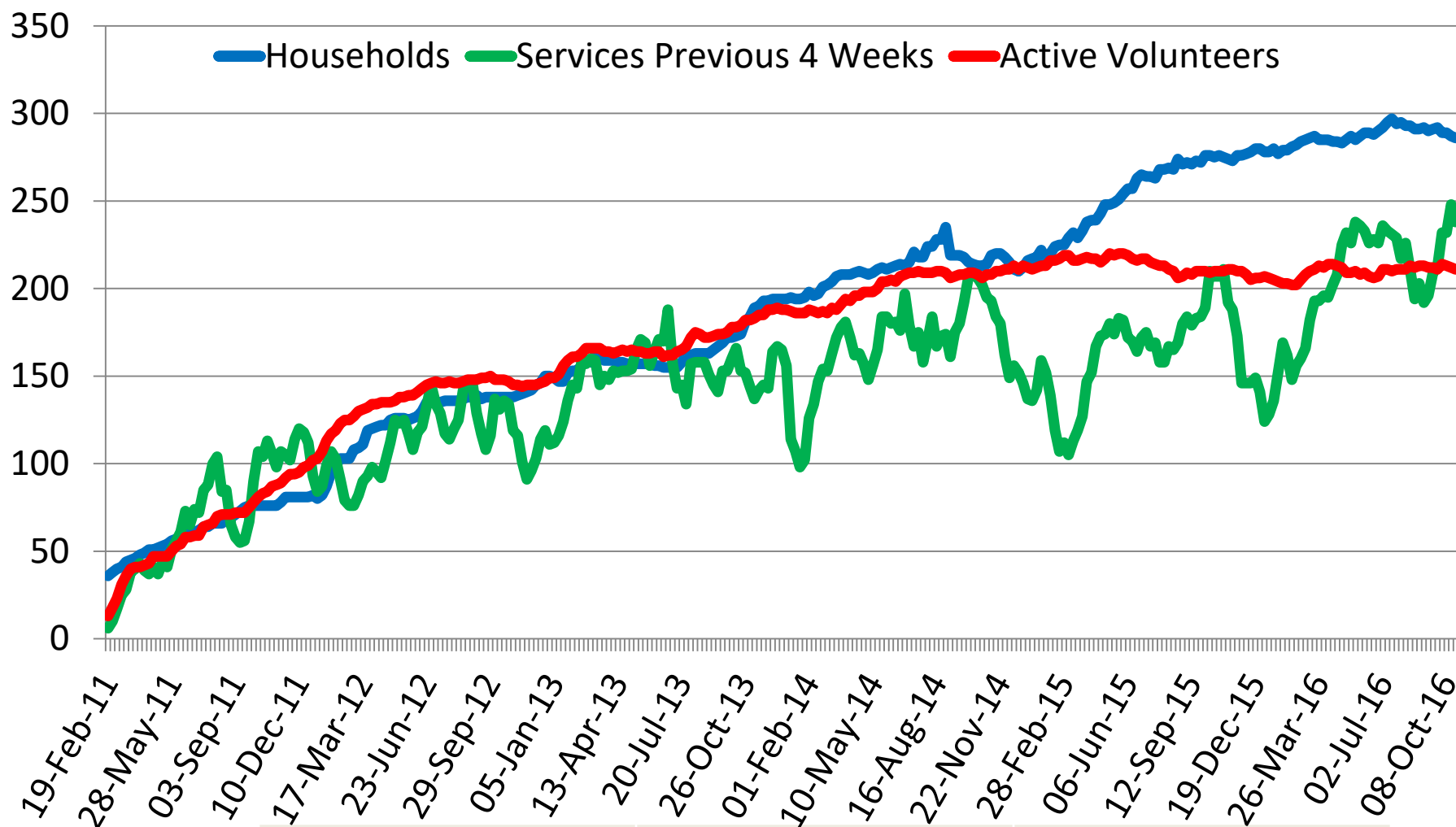


Services in Last Year by Current Households



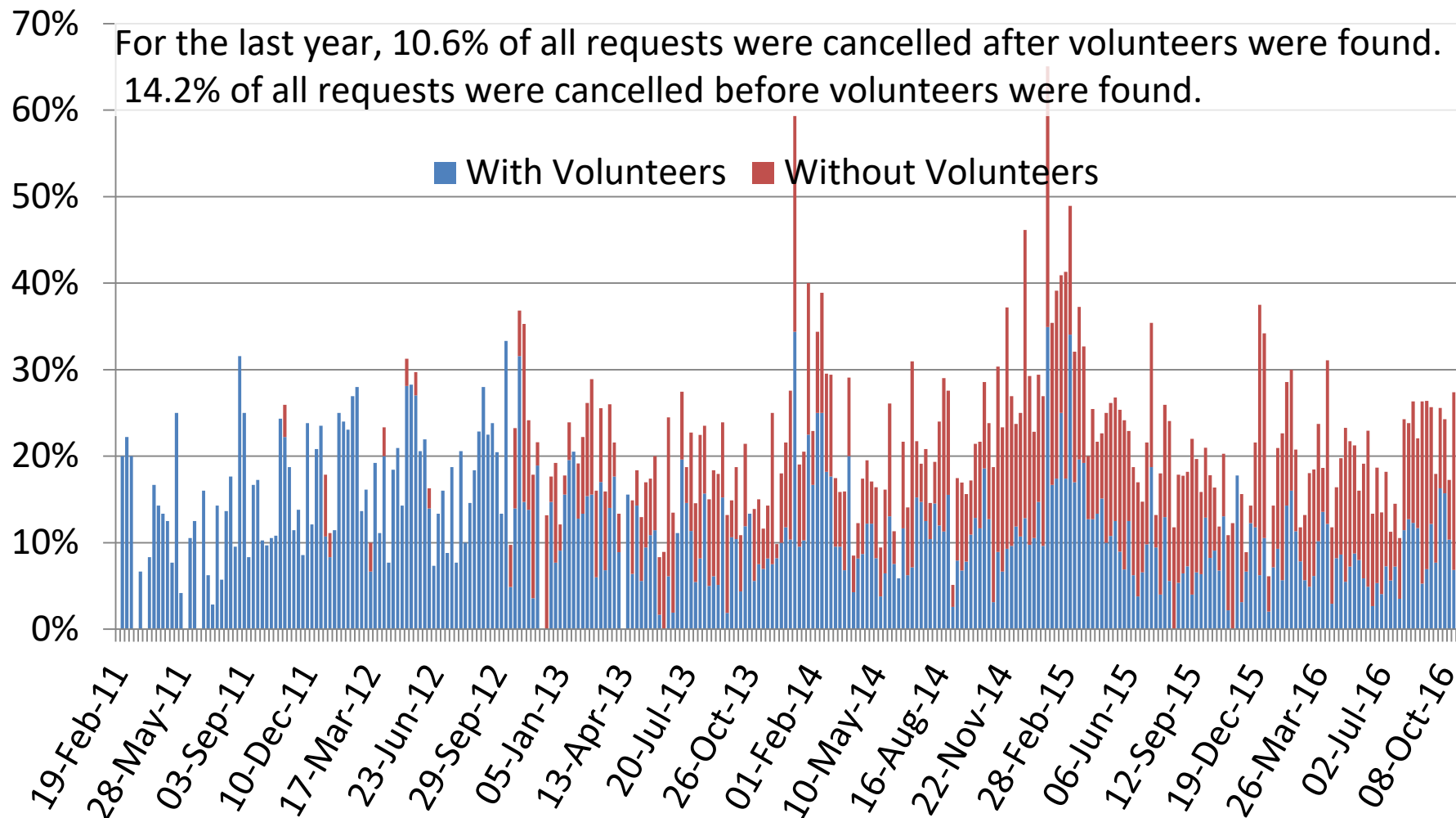


Memberships, Active Volunteers, and Services per Month



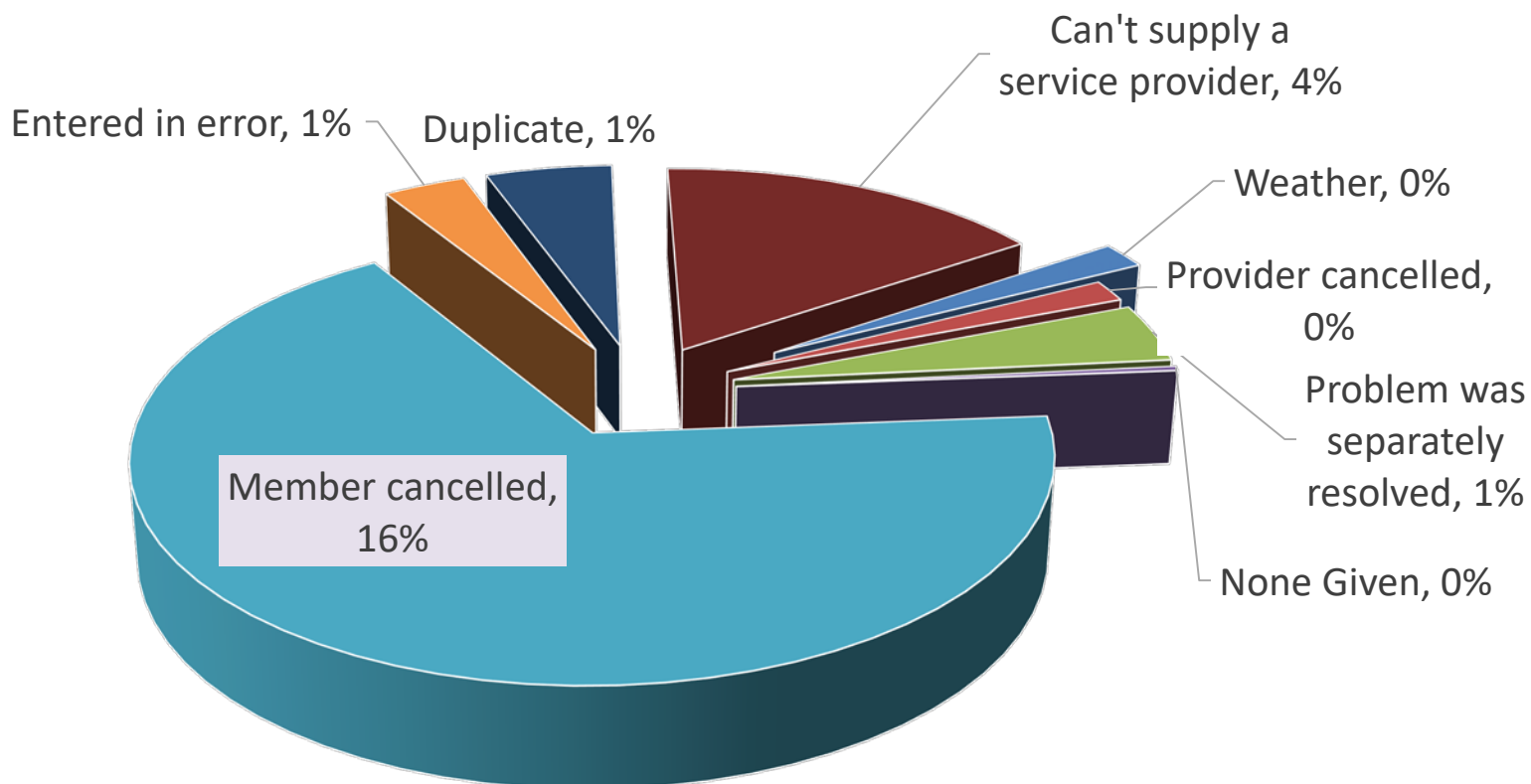
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



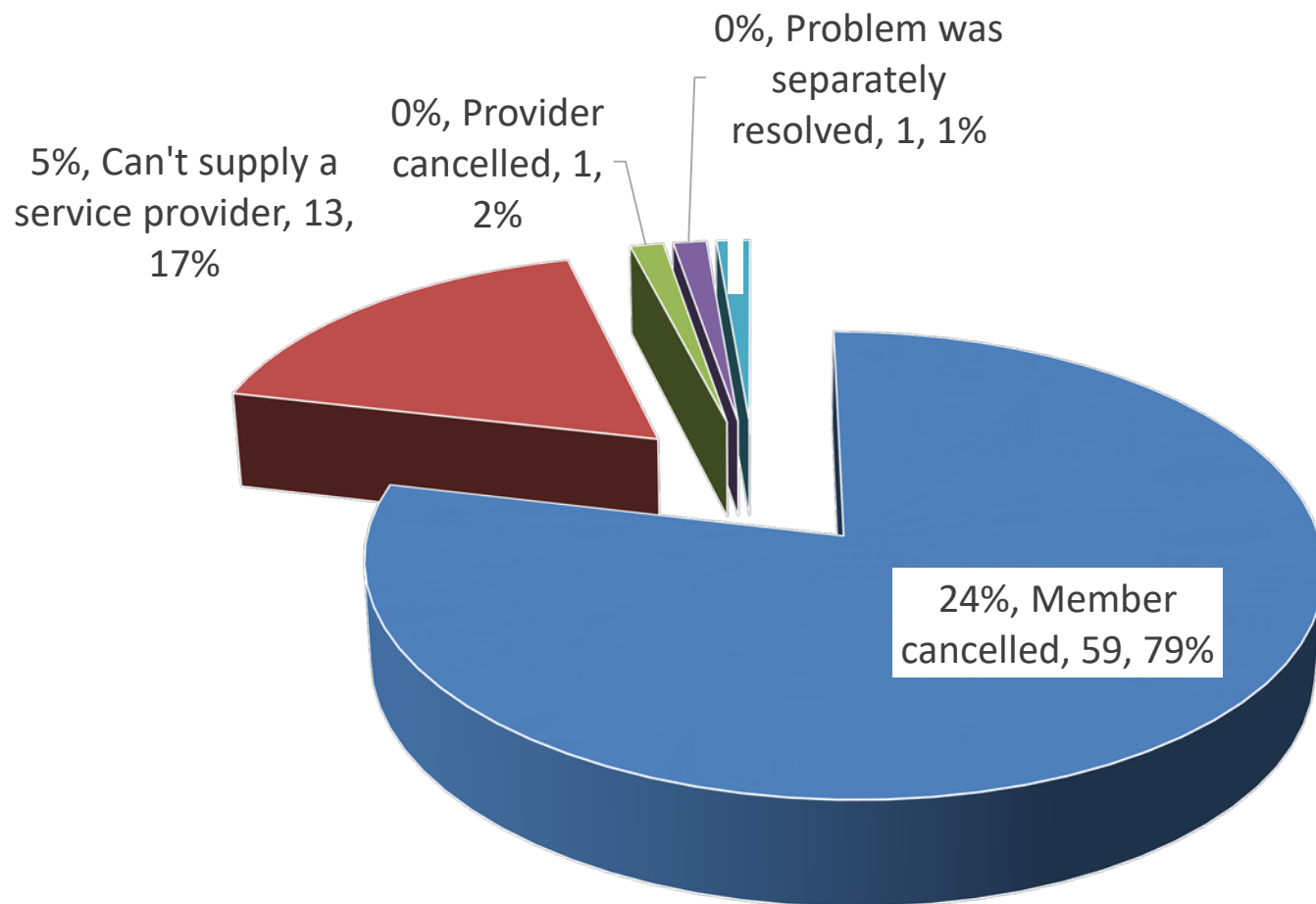
Cancellation Reasons (Last 52 Weeks)

In addition to 2576 services performed last year, an additional 620 (24%) were cancelled.

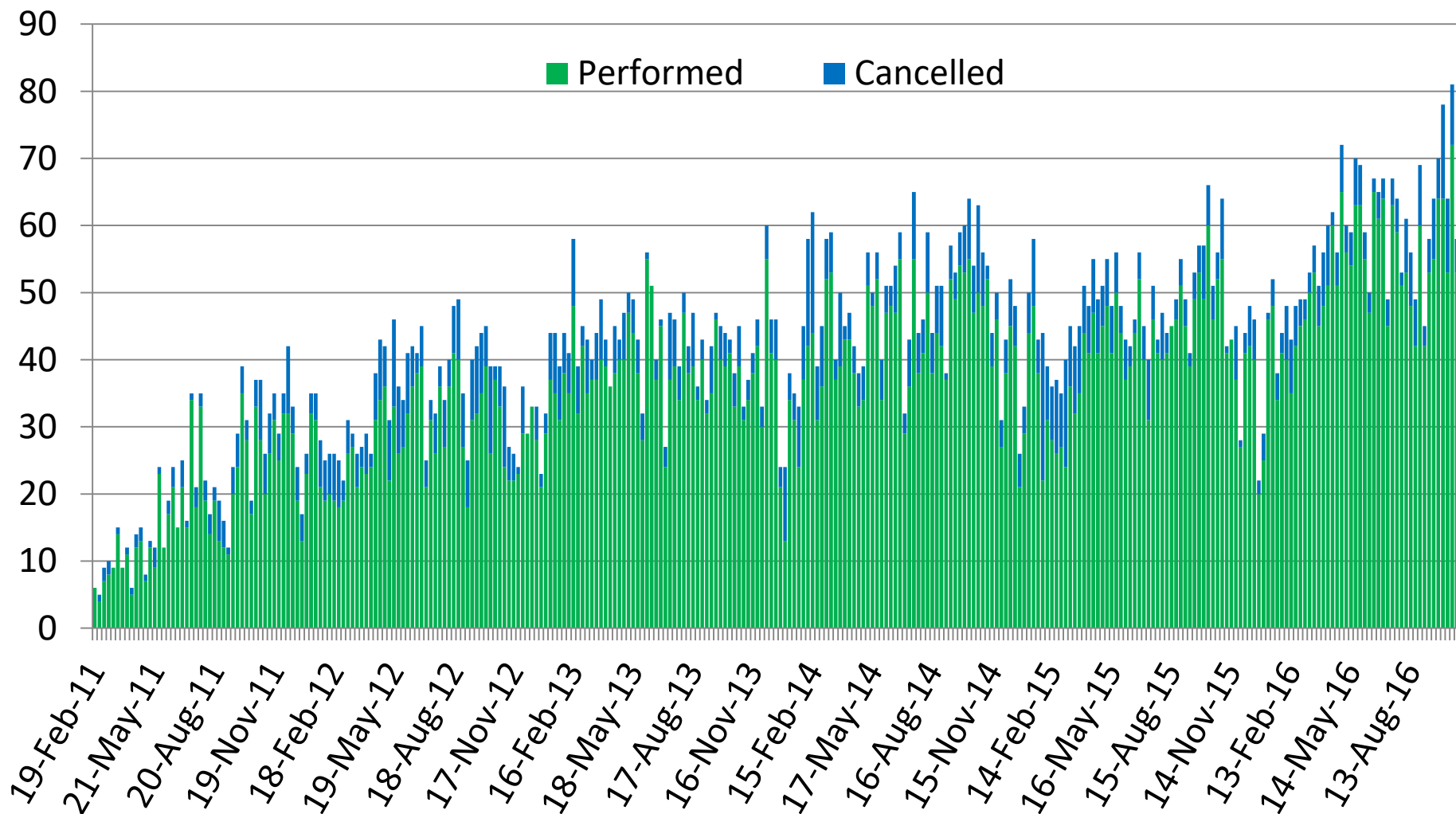


Cancellation Reasons (Last 4 Weeks)

In addition to 242 services performed in the last four weeks, an additional 75 (31%) were cancelled.



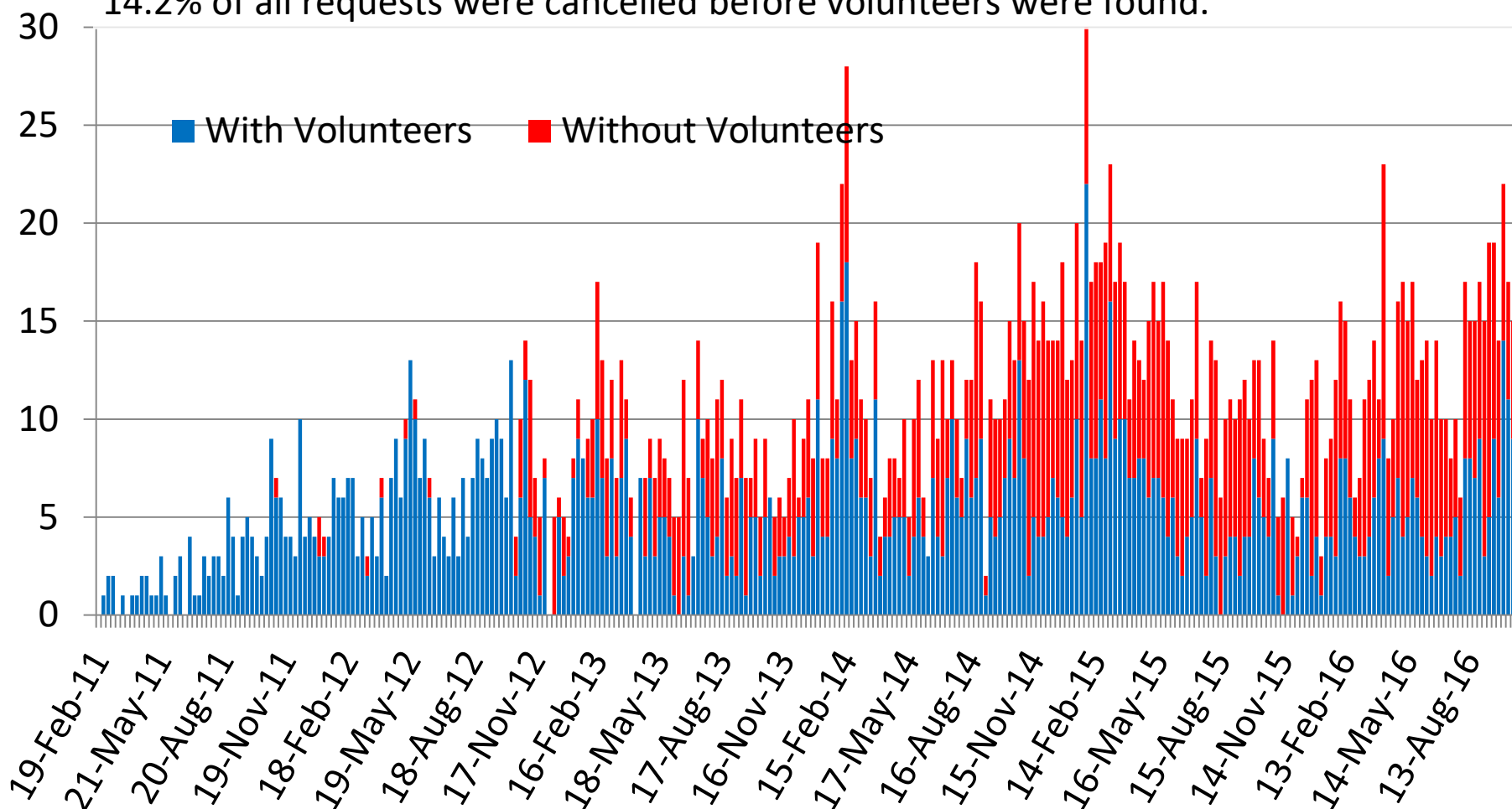
Services Filled



All Cancelled Services

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

14.2% of all requests were cancelled before volunteers were found.



RETENTION

WHY MEMBERS QUIT

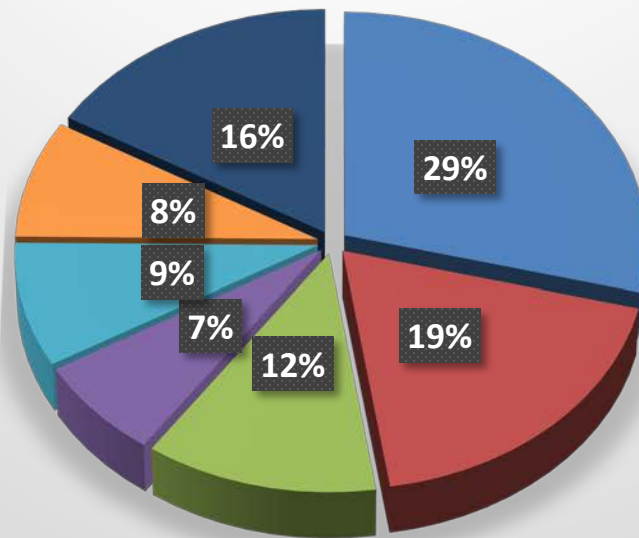
Why Members Quit

- Since we began in February 2011, we have had a total of 611 members, 290 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

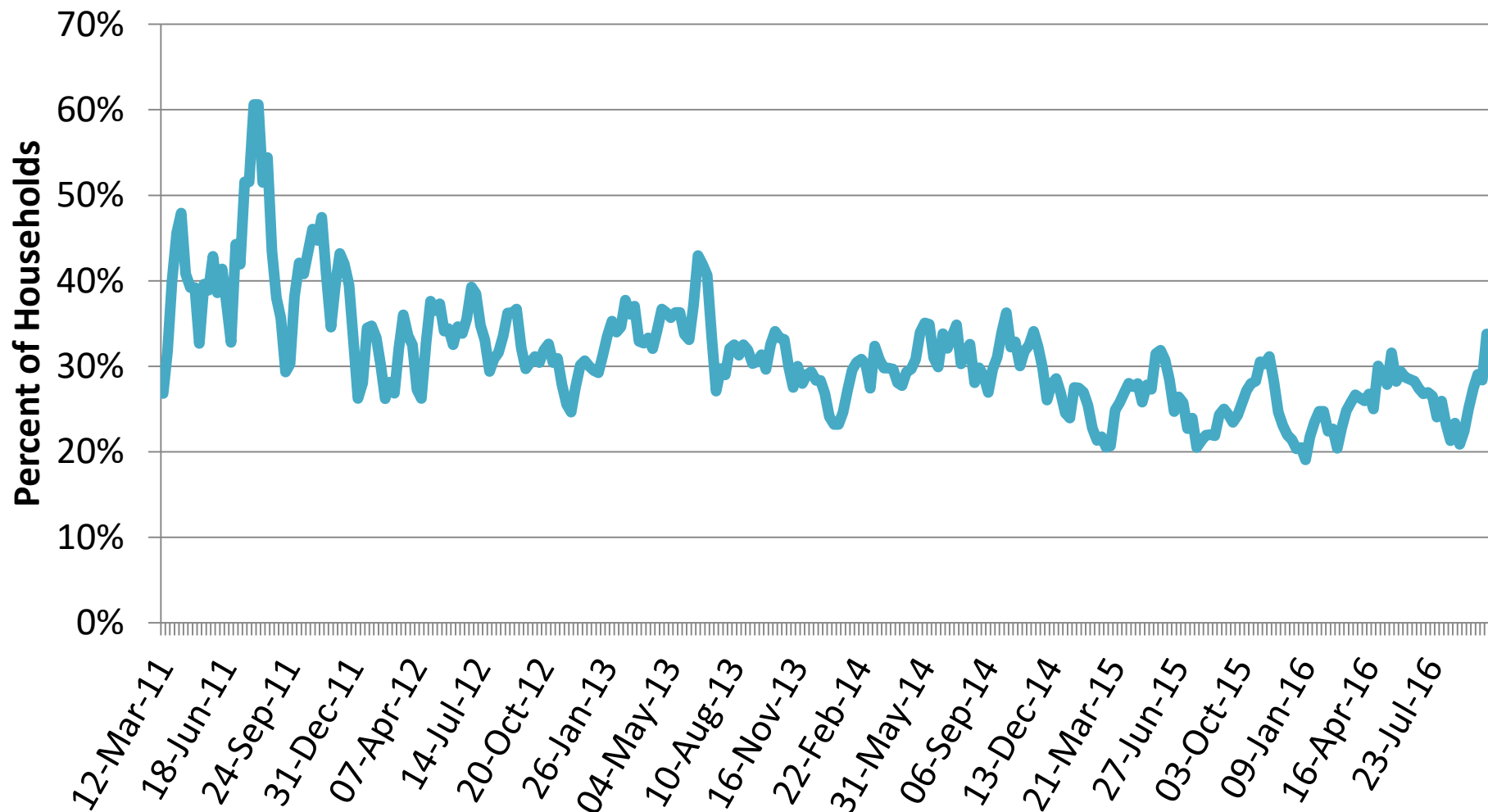
10/22/2016

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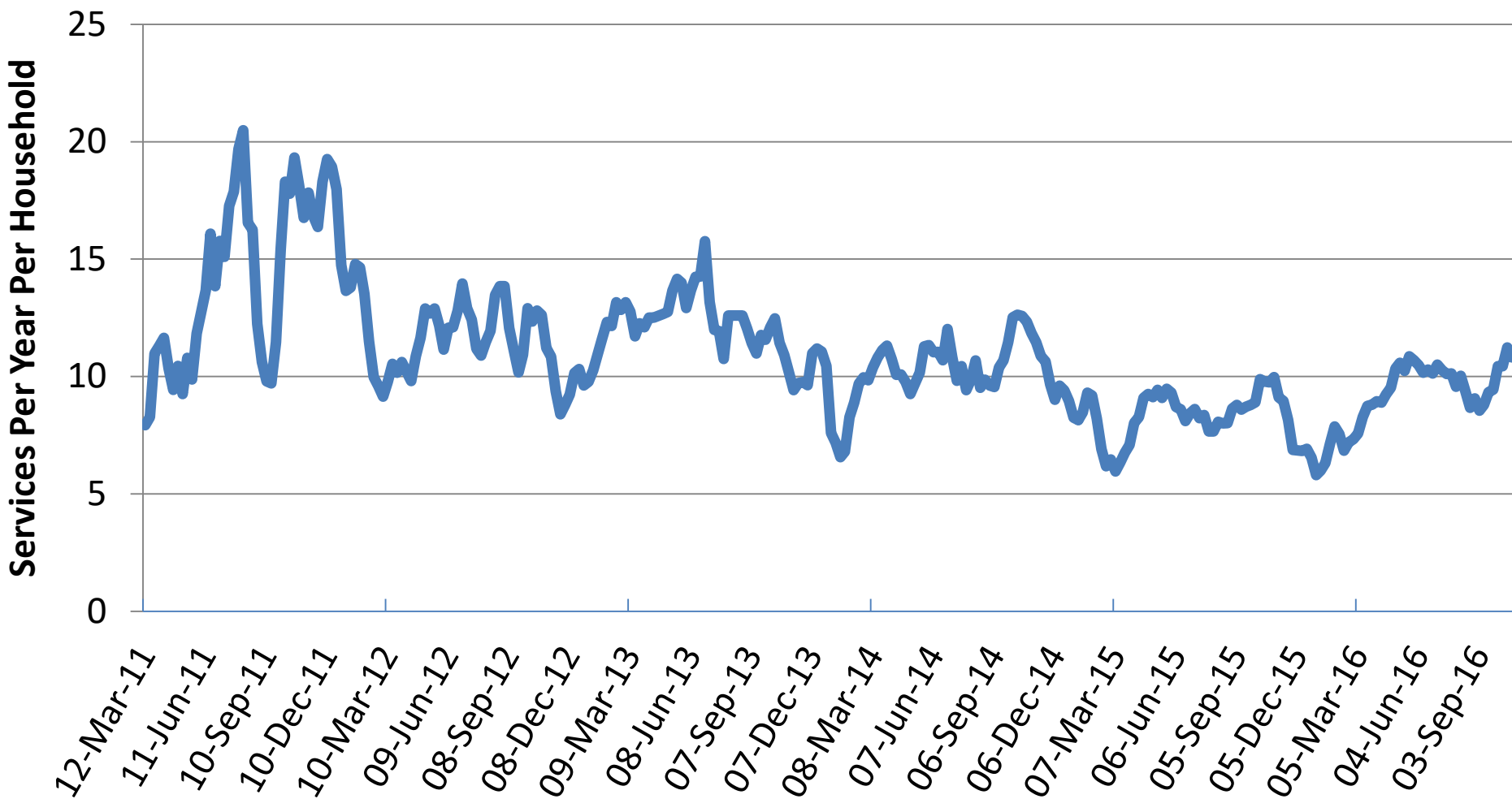


- Deceased
- Moved / Relocated
- No longer needs services
- Quit / Resigned
- Primary Dropped
- No Longer Eligible
- Other

% of Households Receiving Services in Preceding Month



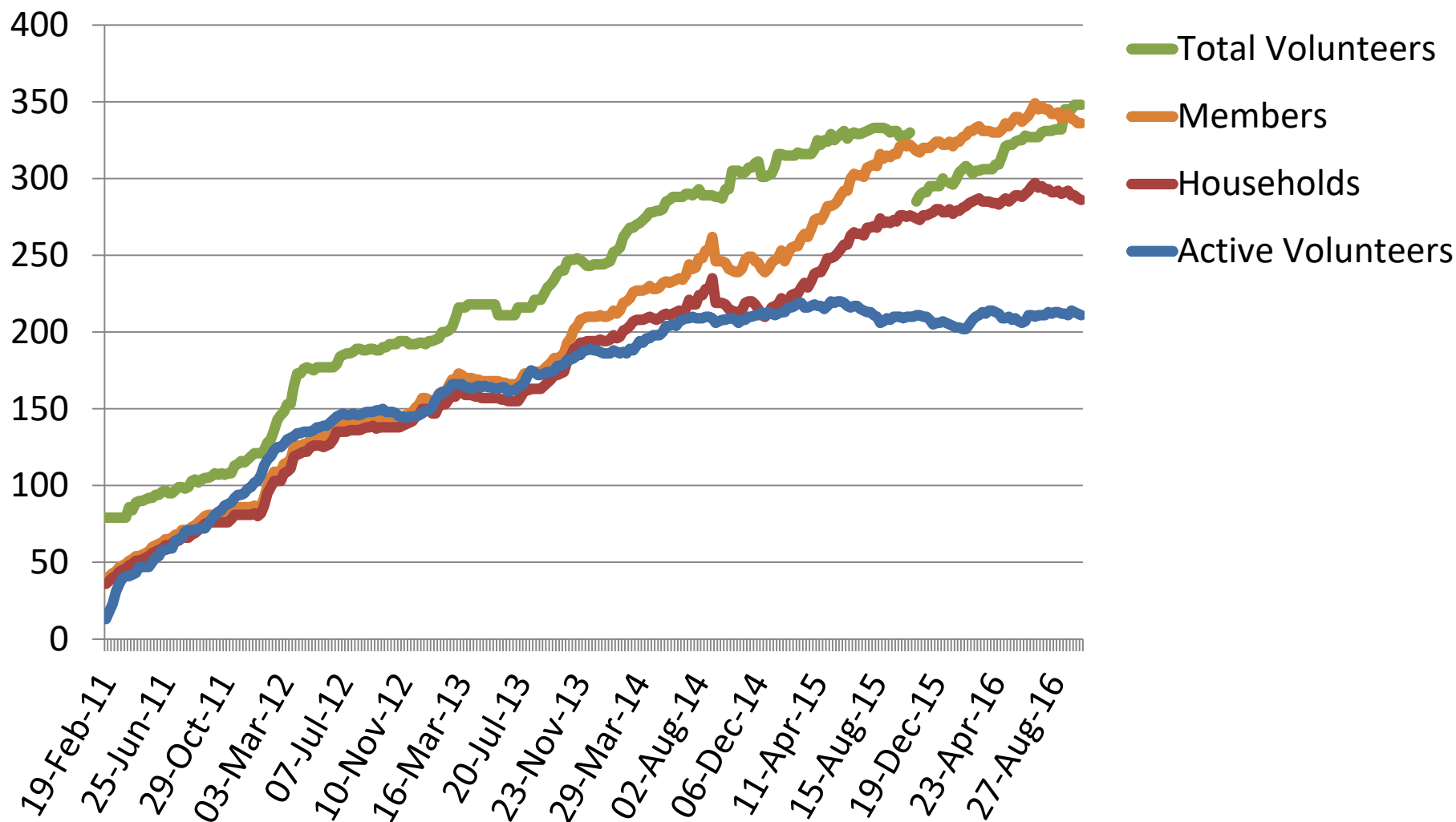
Annual Rate of Services per Household



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

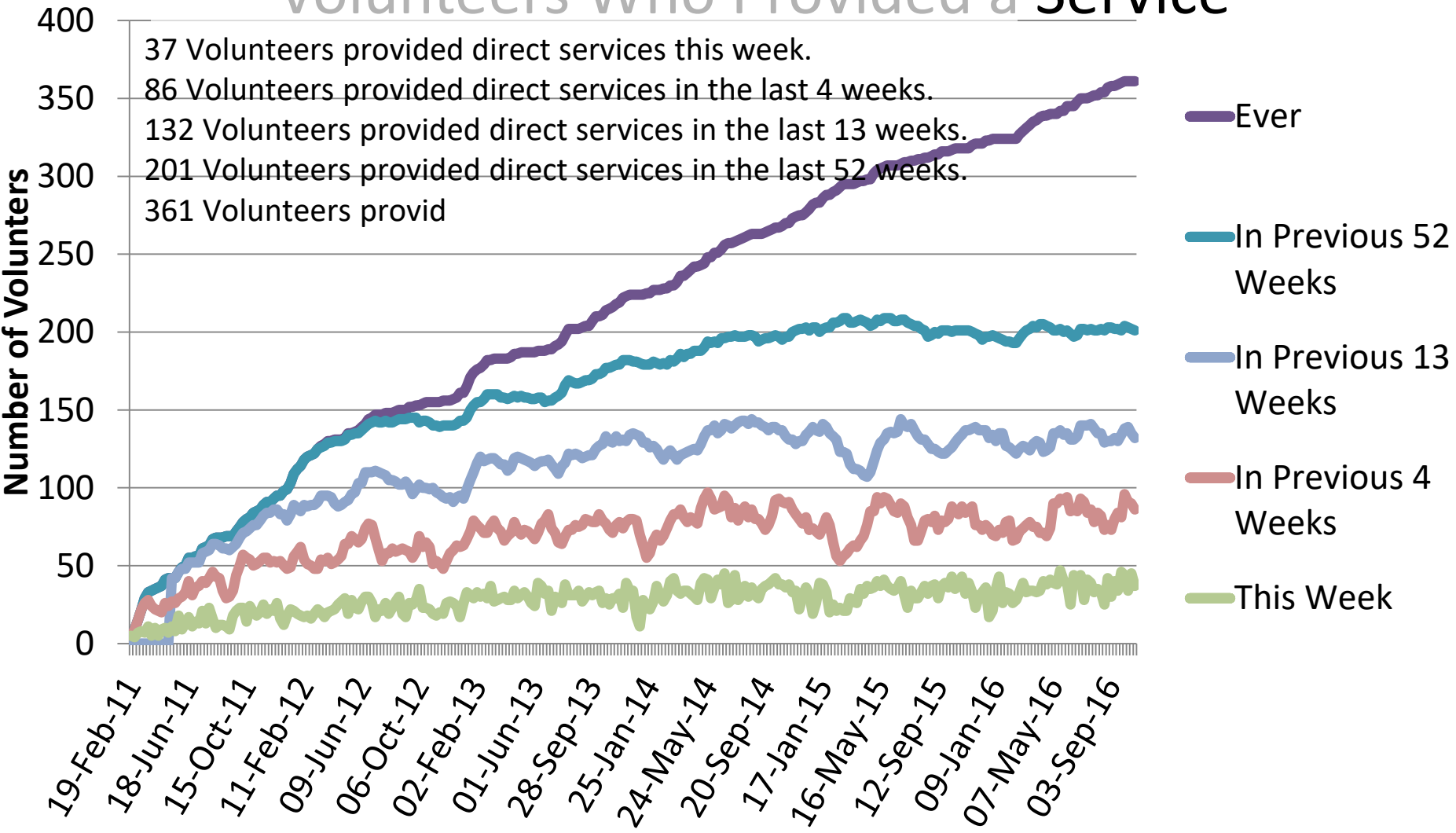
VOLUNTEERS

Growth Rates of Members, Households and Volunteers



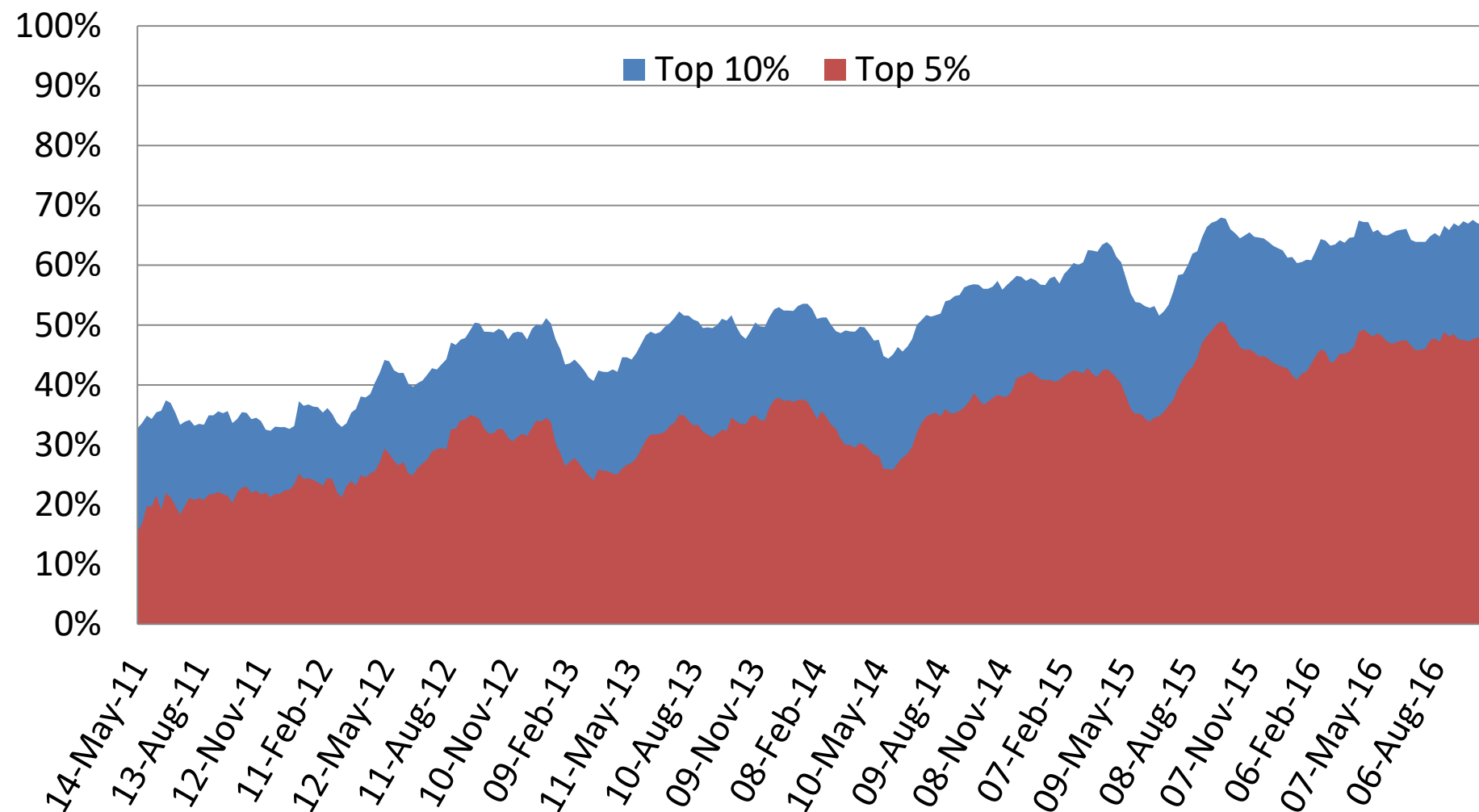


Volunteers Who Provided a Service





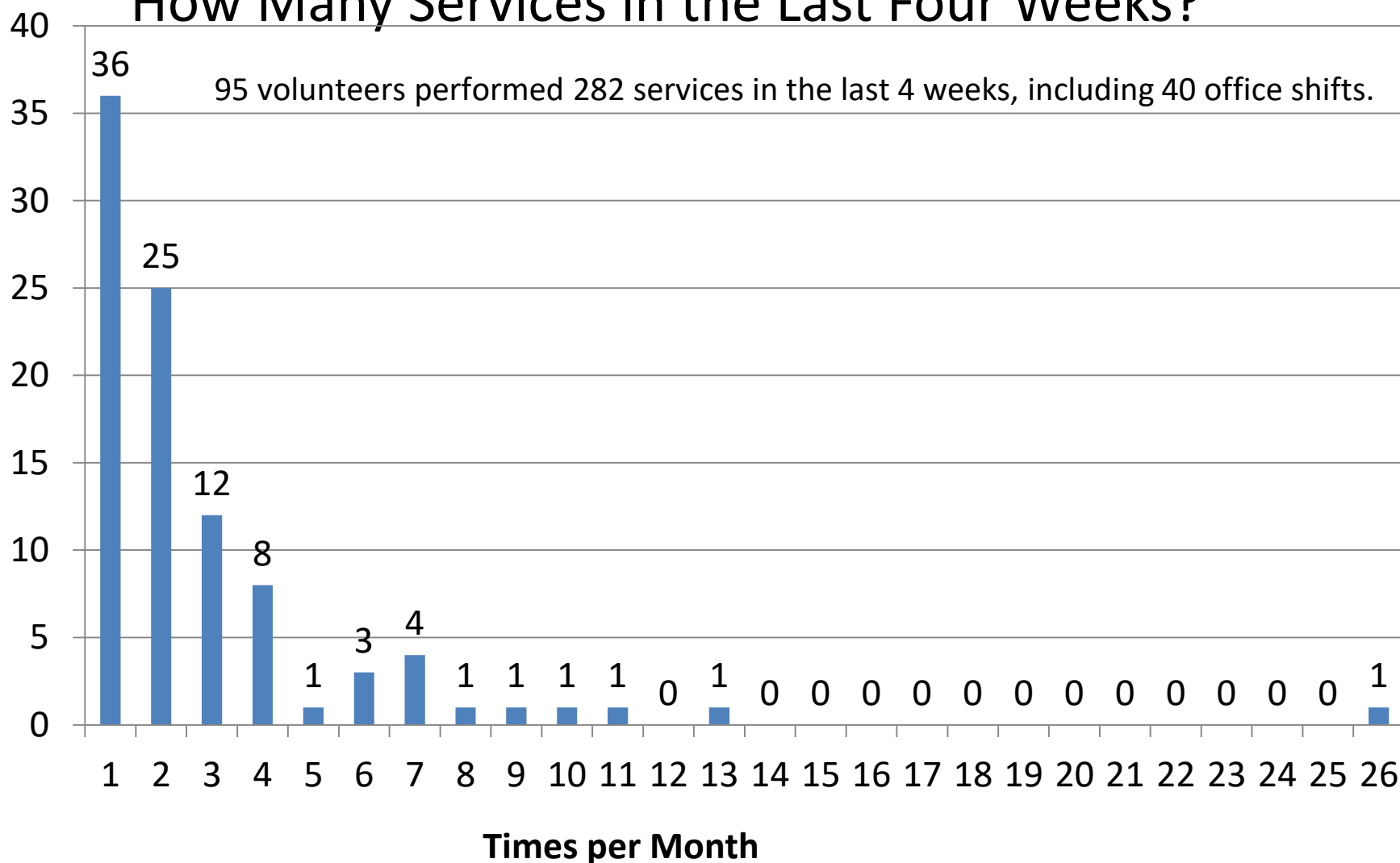
Most Active Volunteers During Previous Four Weeks



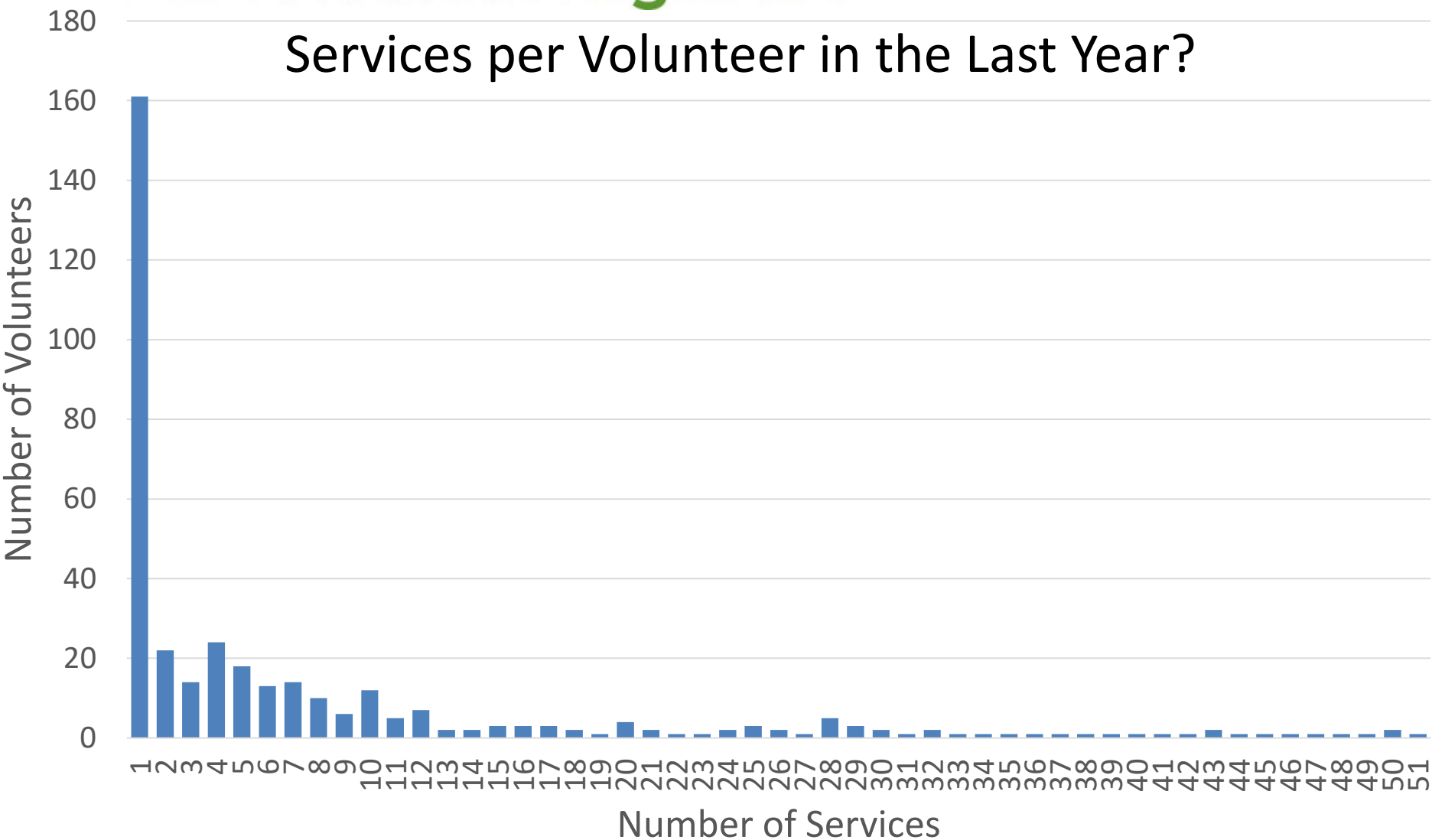
How Many Services in the Last Four Weeks?

95 volunteers performed 282 services in the last 4 weeks, including 40 office shifts.

Number of Volunteers

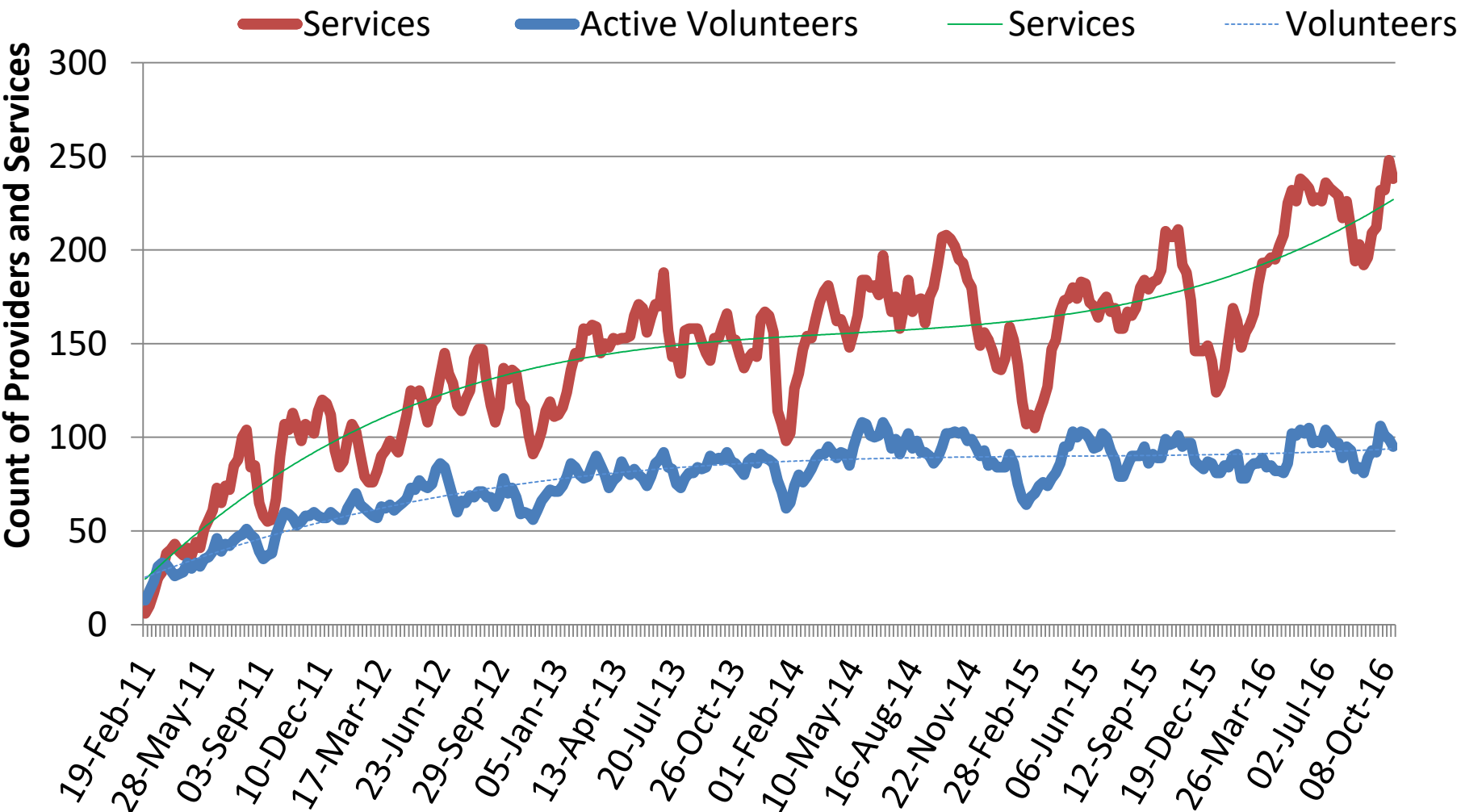


Services per Volunteer in the Last Year?

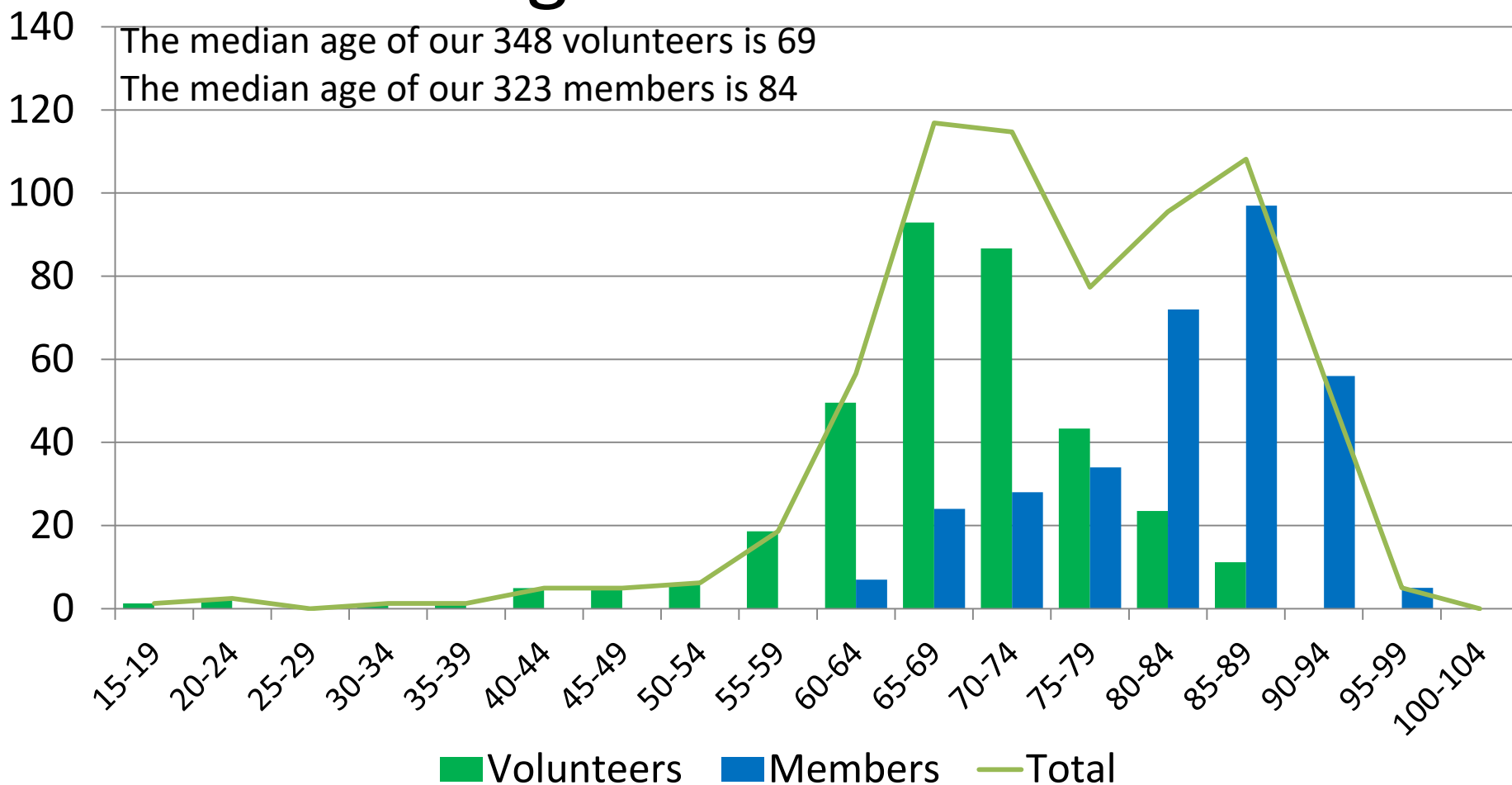




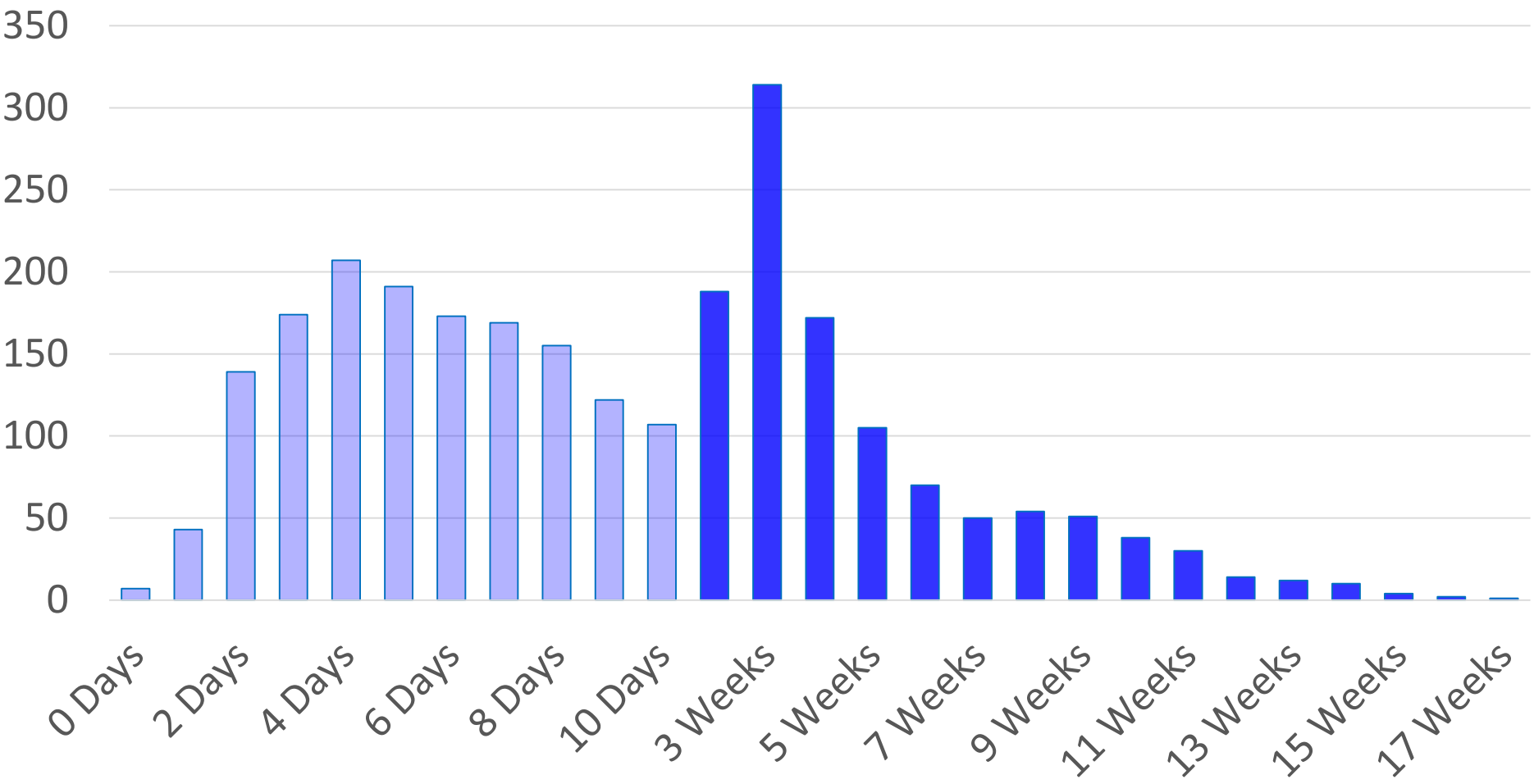
Volunteers and Services Previous 4 Weeks



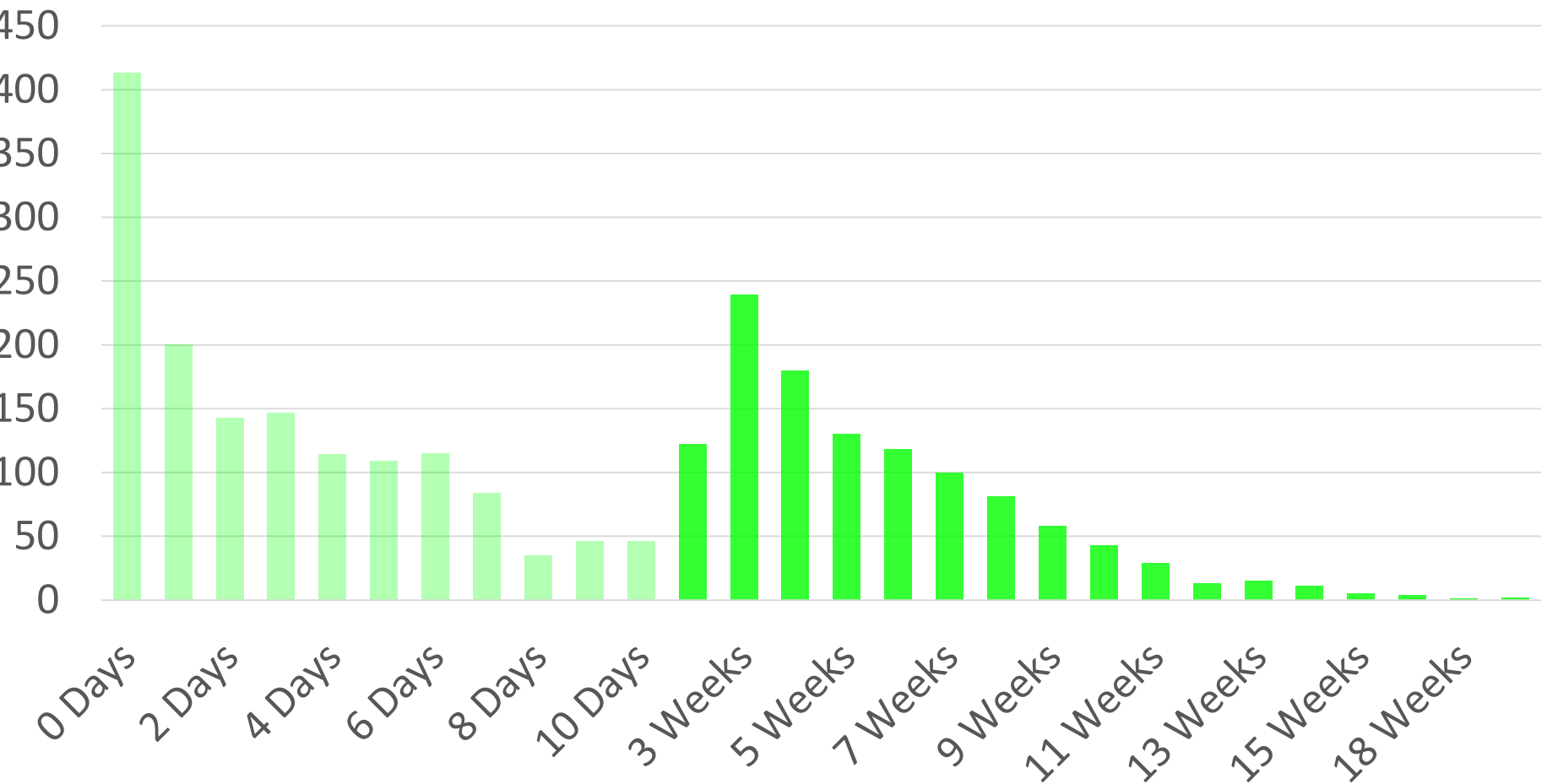
Age of Volunteers



Lead Time for Online Signup



How Quickly Services were Filled Online

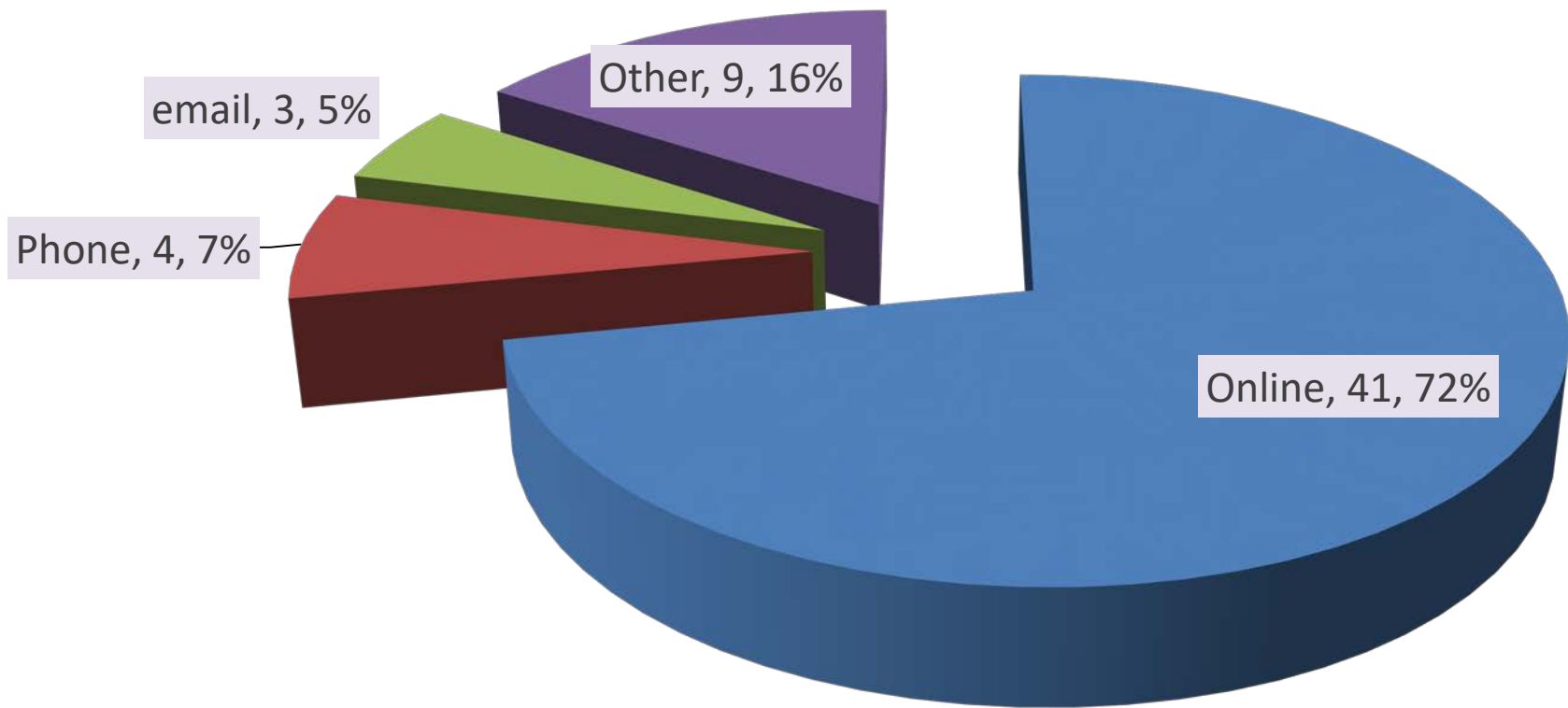


Contact Method for Signup

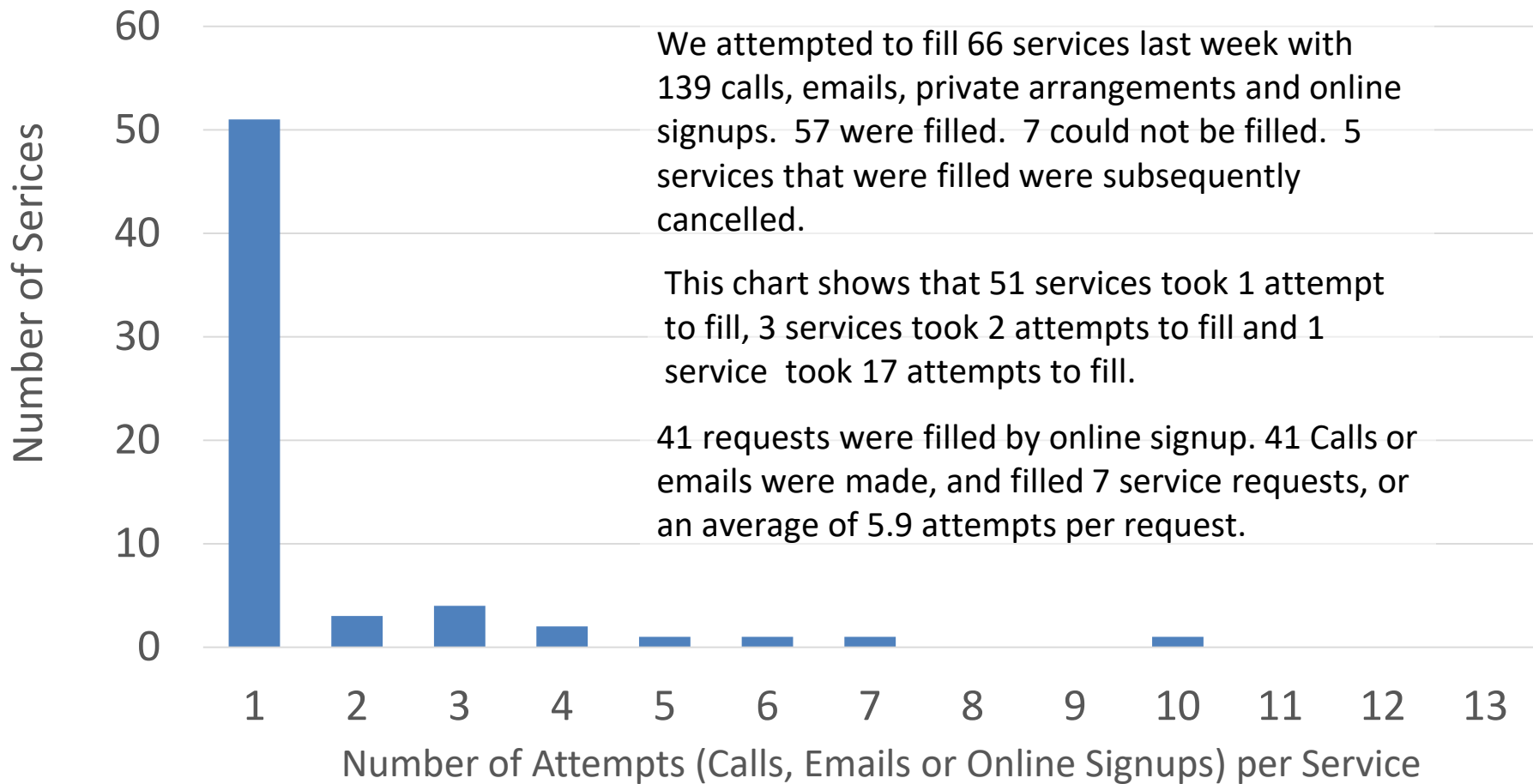
- This week phone calls and emails were relatively effective.
- We placed **29** phone calls to fill requests, and **4** services were filled with phone calls.
- We sent **12** emails to fill requests and **3** services were filled with emails.
- **9** were filled by members or volunteers calling the 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

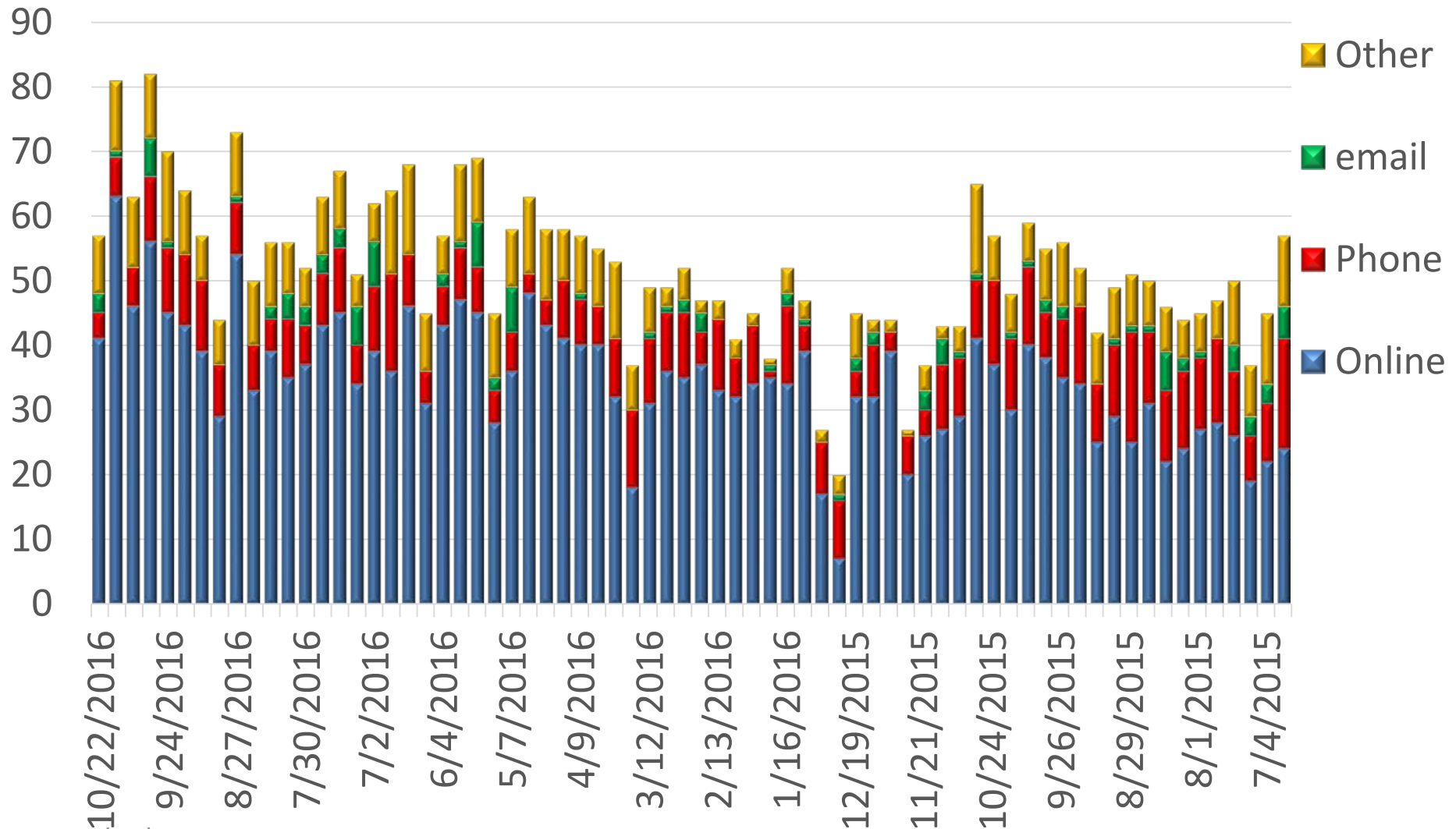
10/22/2016



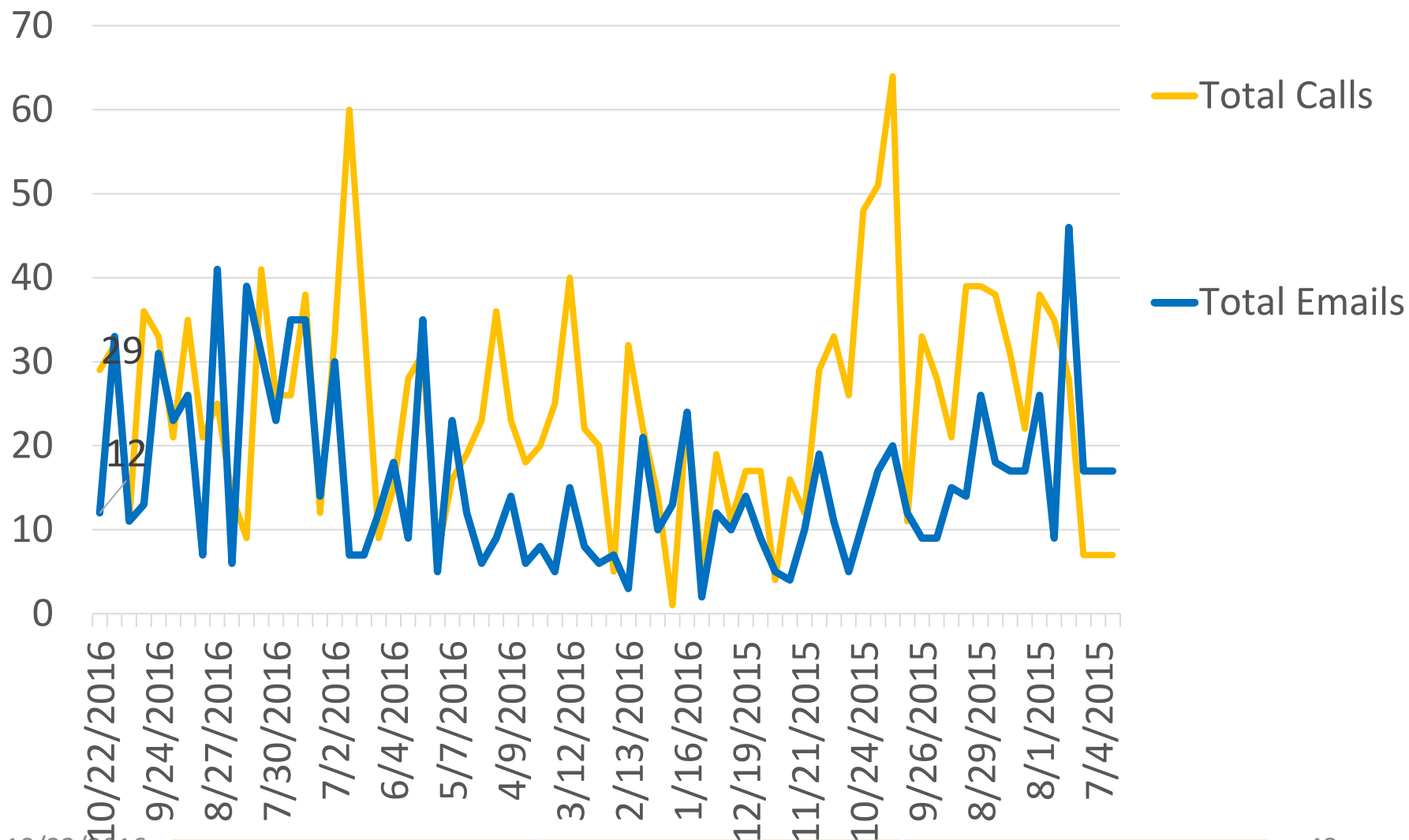
Number of Contacts to Fill This Week’s Service



How Volunteers Who Filled Services Were Contacted



Total Calls and Emails

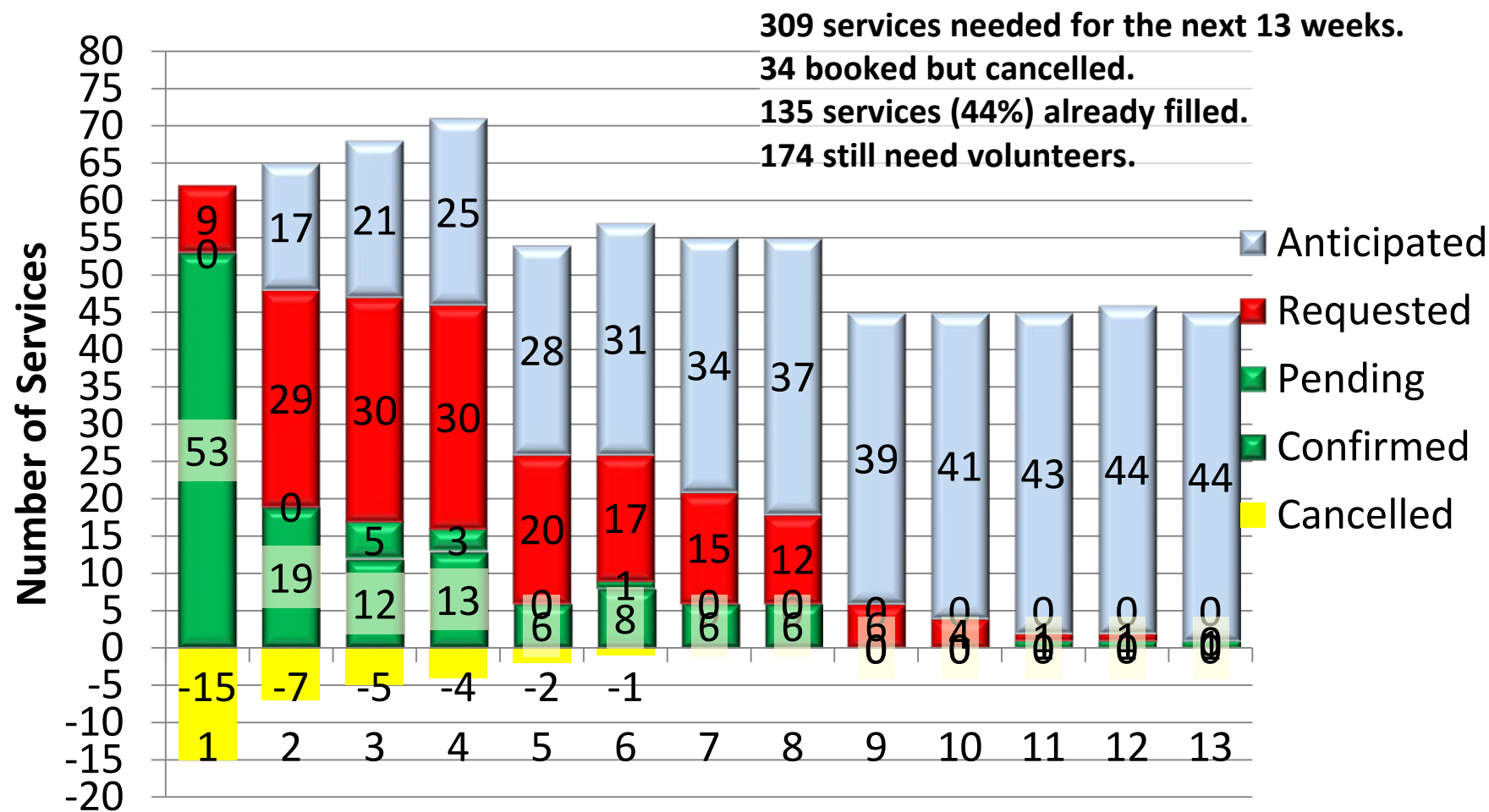


Looking forward

FUTURE SERVICES



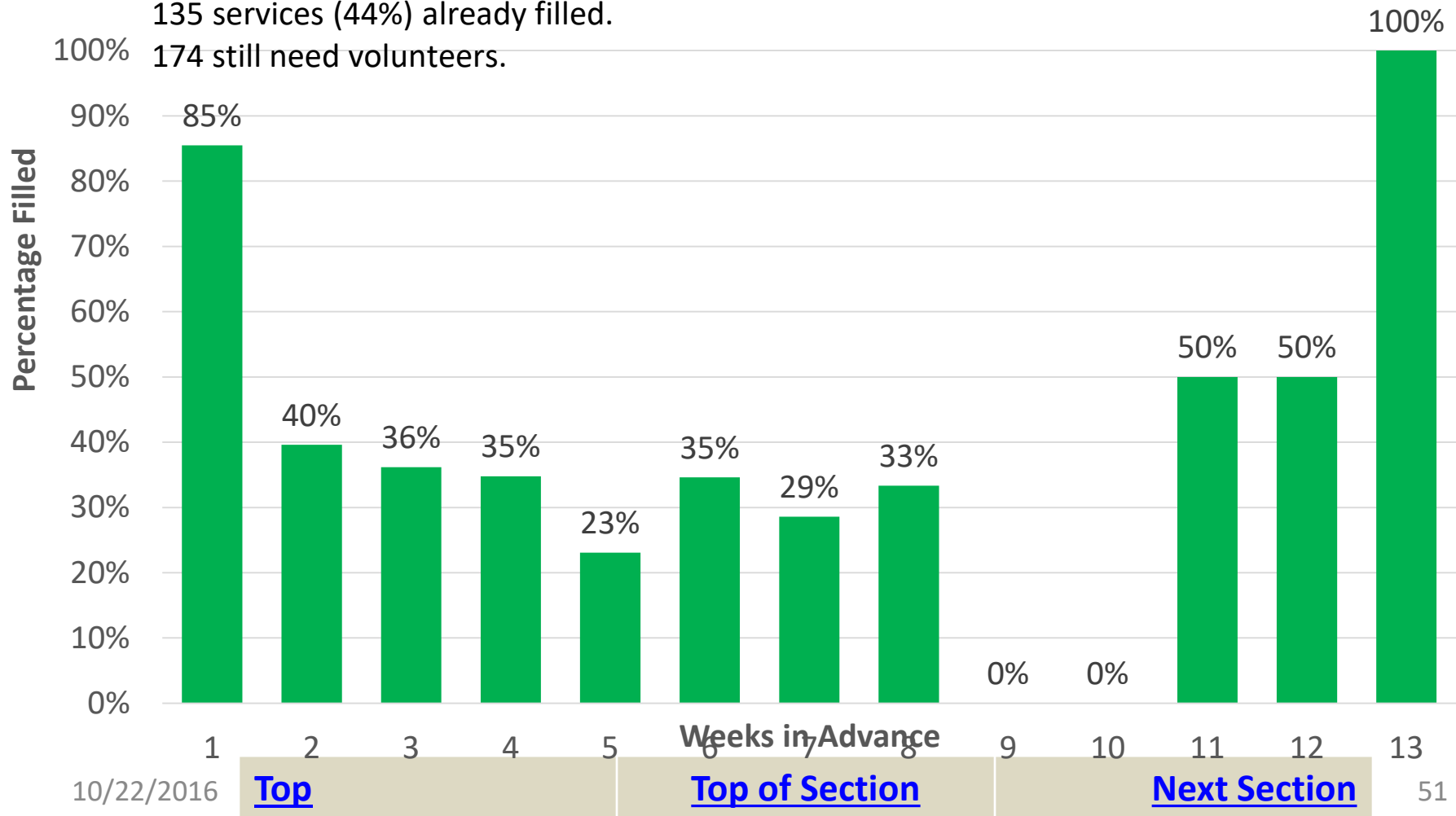
Service Requests on the Books



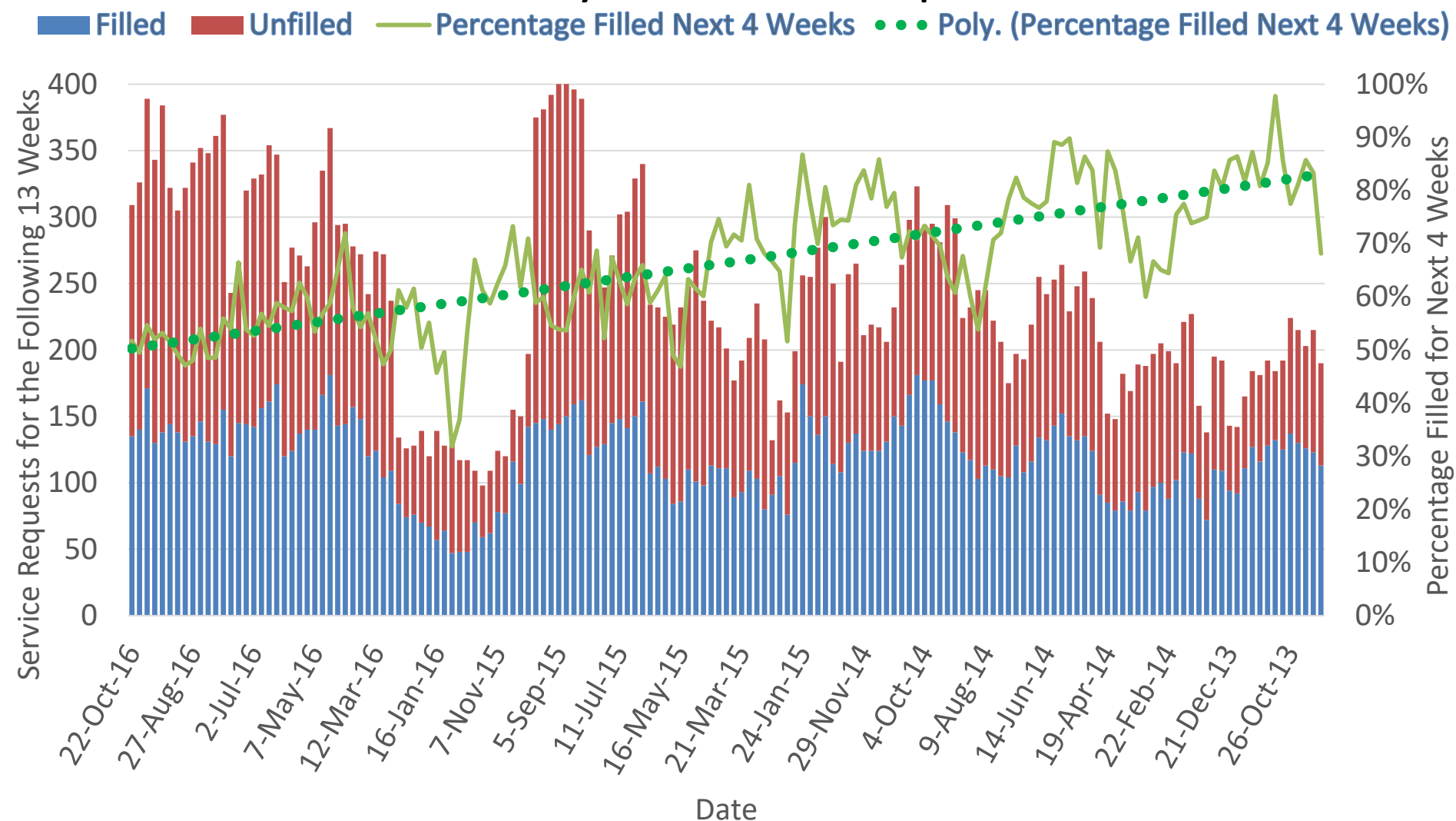


Percentage of Services for Next 13 Weeks Filled

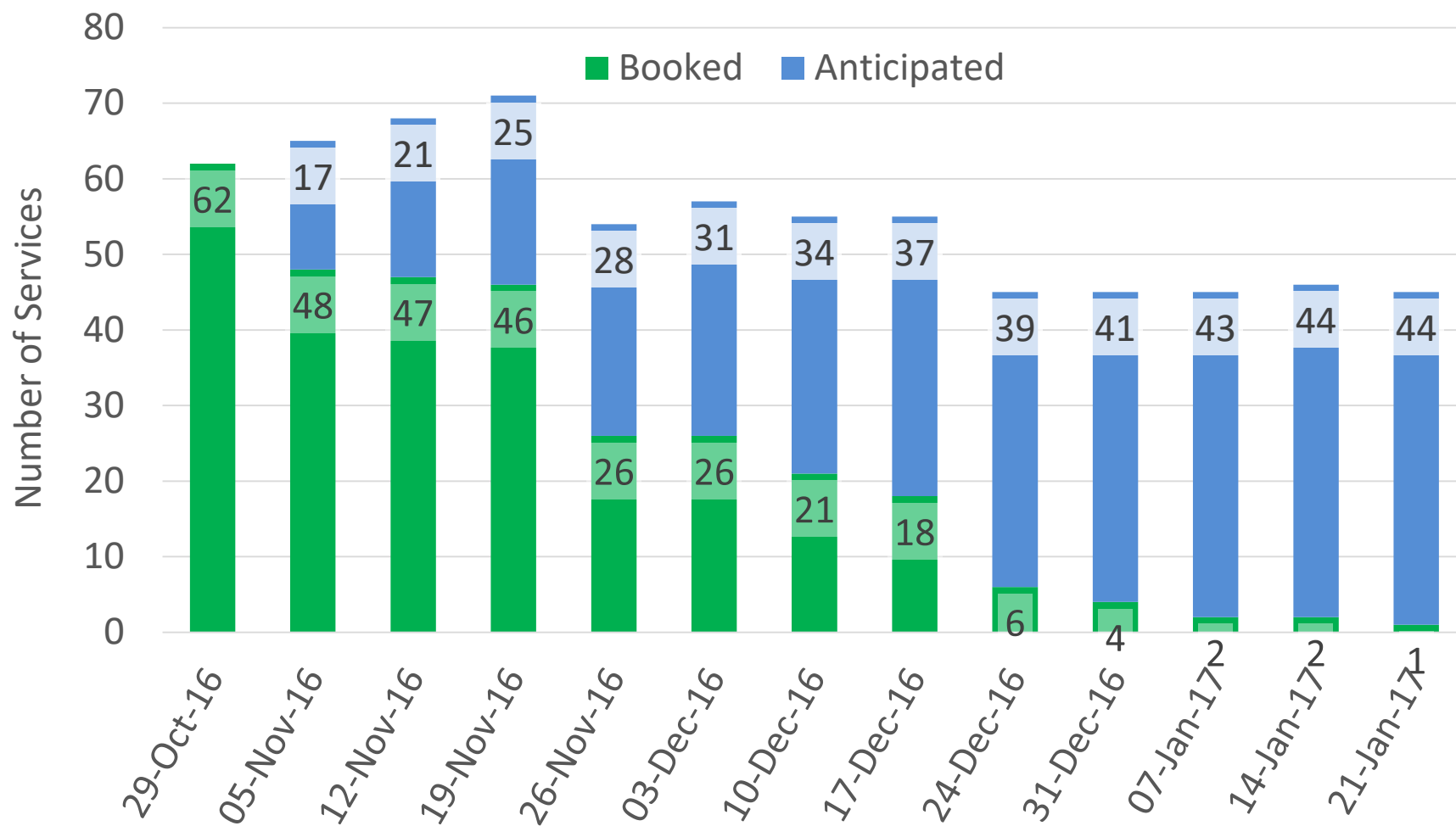
309 future services covering the next 13 weeks.
135 services (44%) already filled.
174 still need volunteers.



History of Future Requests



Projected Future Services

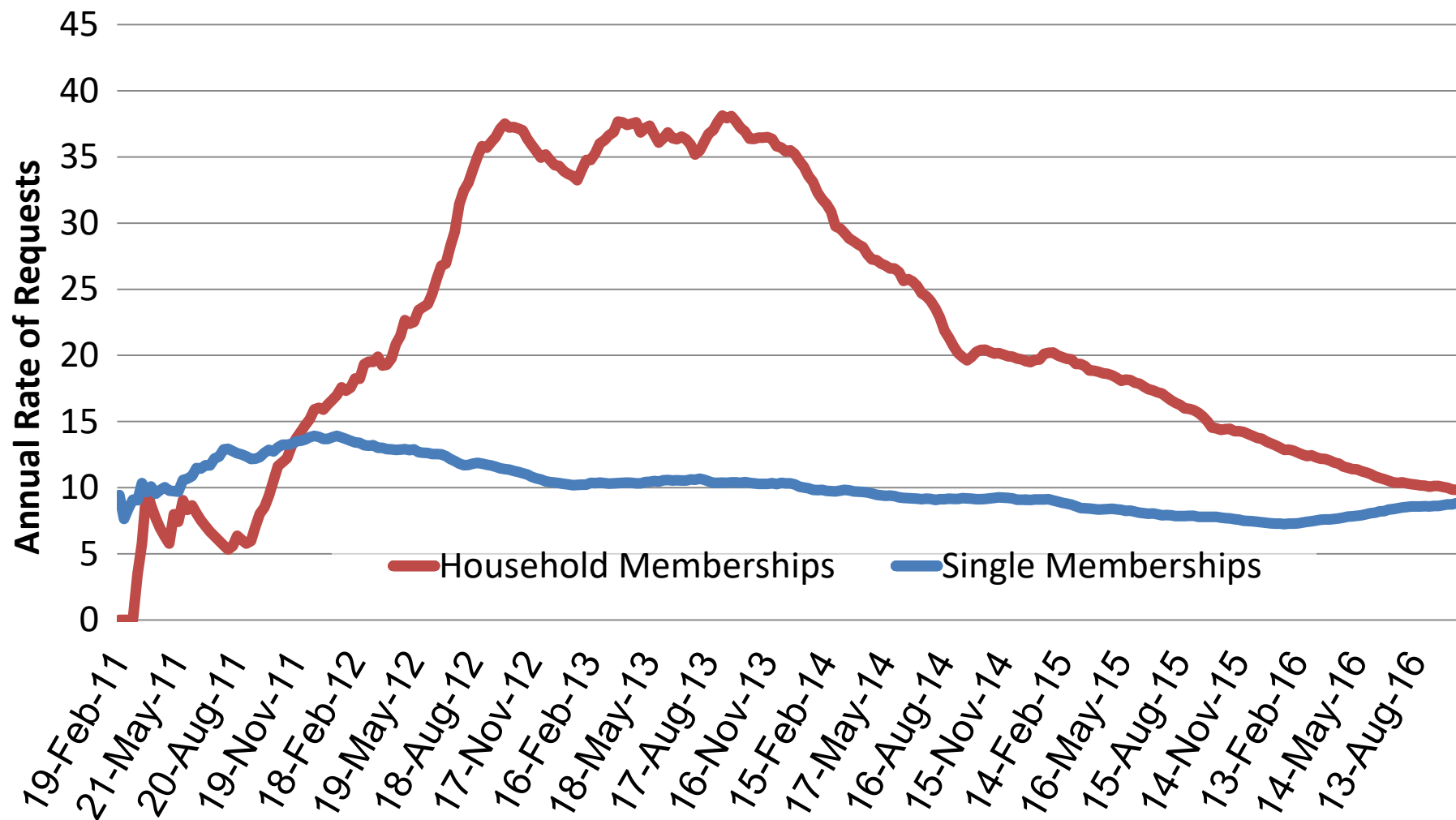


What are the Differences Between Single And Household Memberships?

Comparison of Services Used by Single Memberships and Household Memberships

- Before we launched, 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, then households used services at a much higher rate than singles, but now couples collectively use services at a rate only a bit higher than single members.
- Our rate is now \$75 for a single membership and \$95 for a household.

Single vs. Household Annual Use of Services

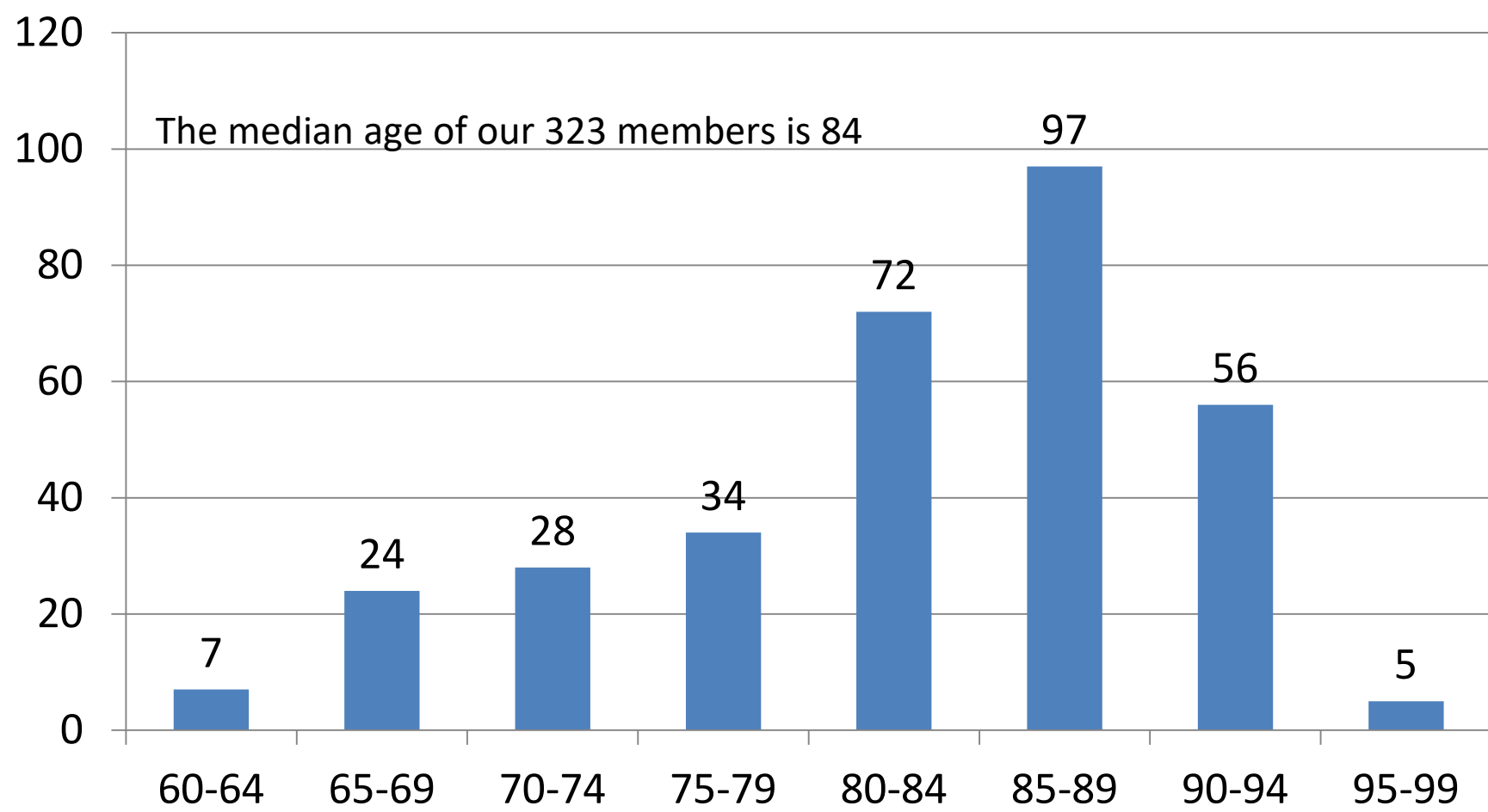


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

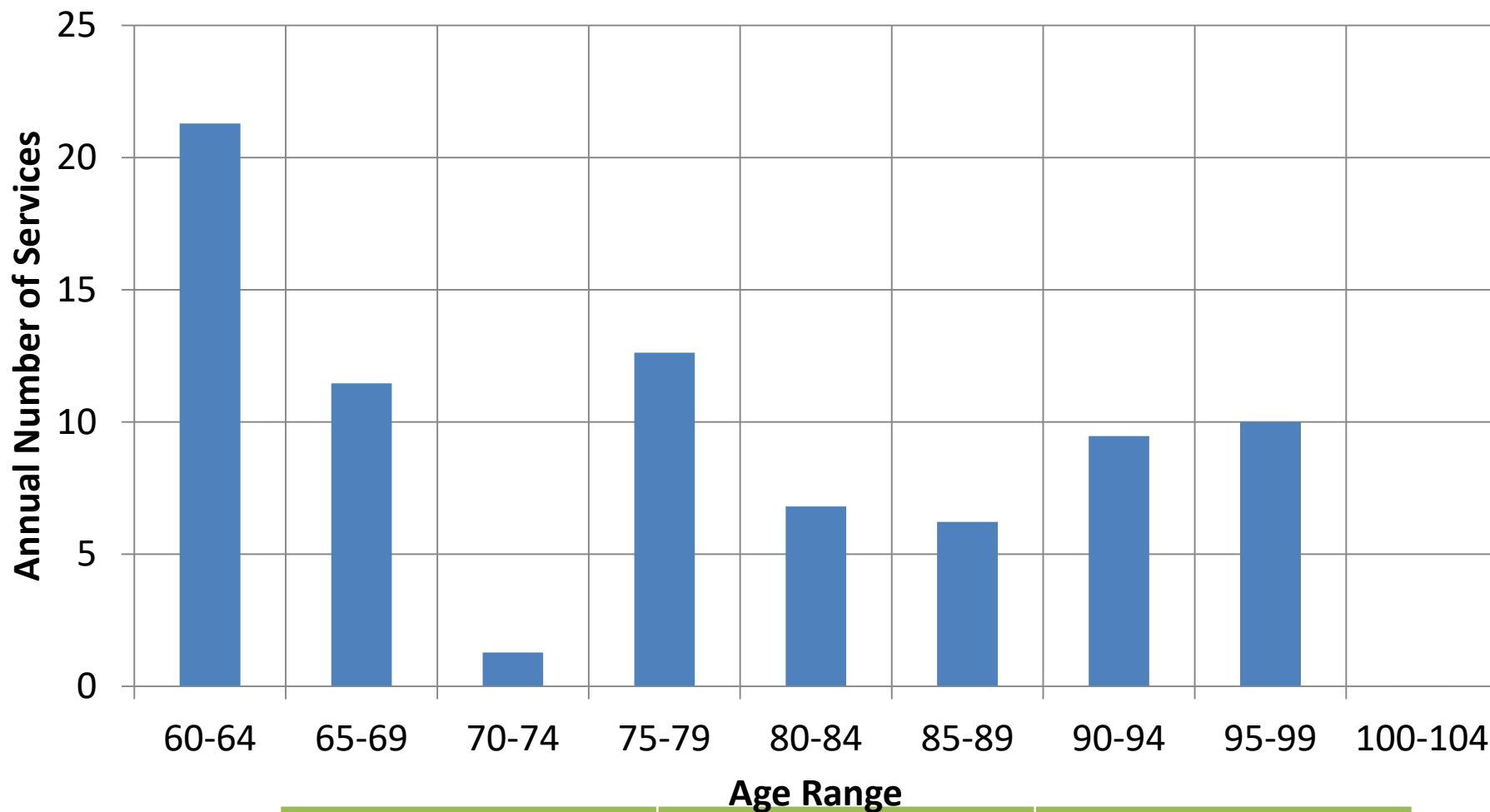
Analysis by Age Group

- The majority of our members are in their eighties. The median age is 84 years old.

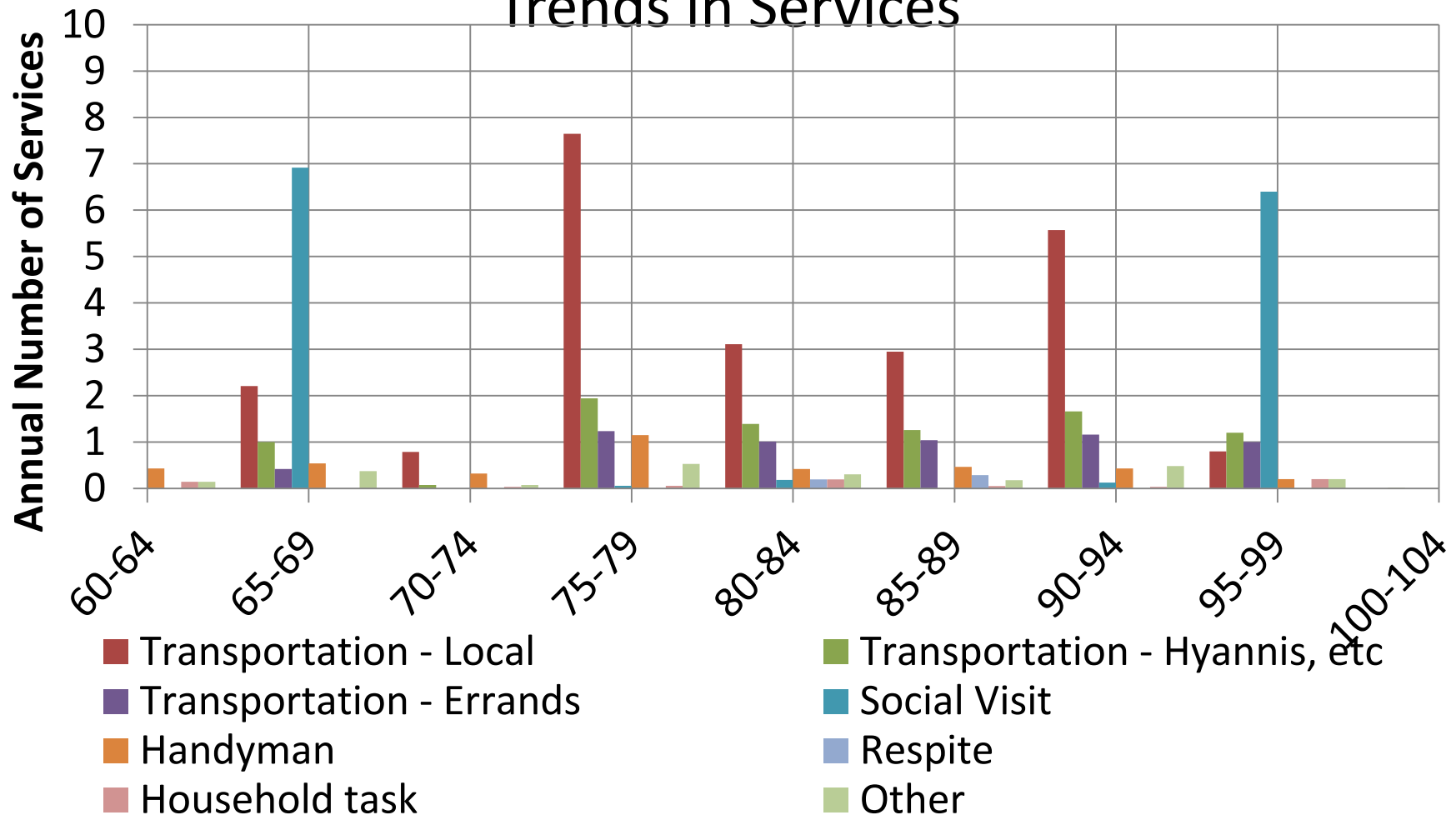
Age of Members



Annual Rate of Services by Age Range



Trends in Services

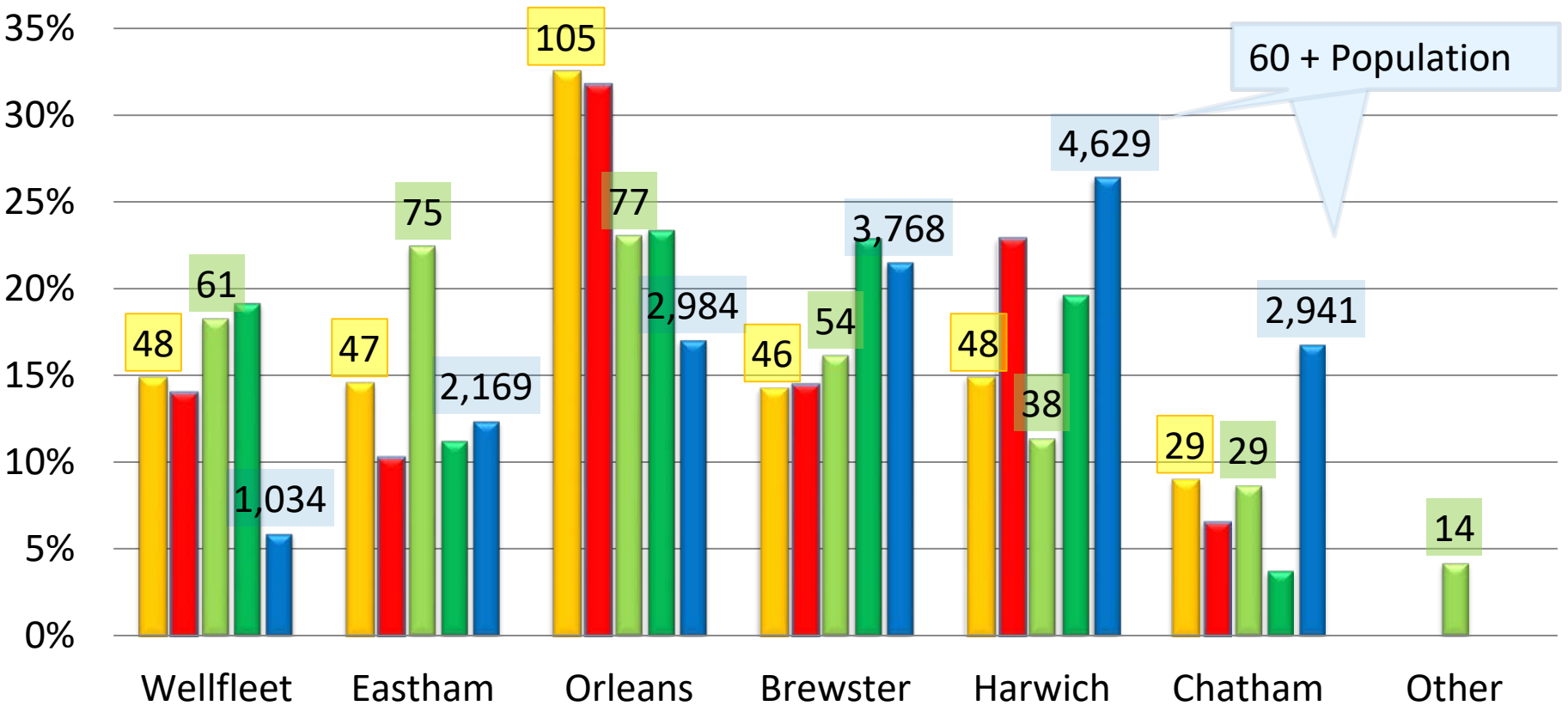


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

- The balance between volunteers and members is **off in Orleans but improved** in Harwich, and 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)

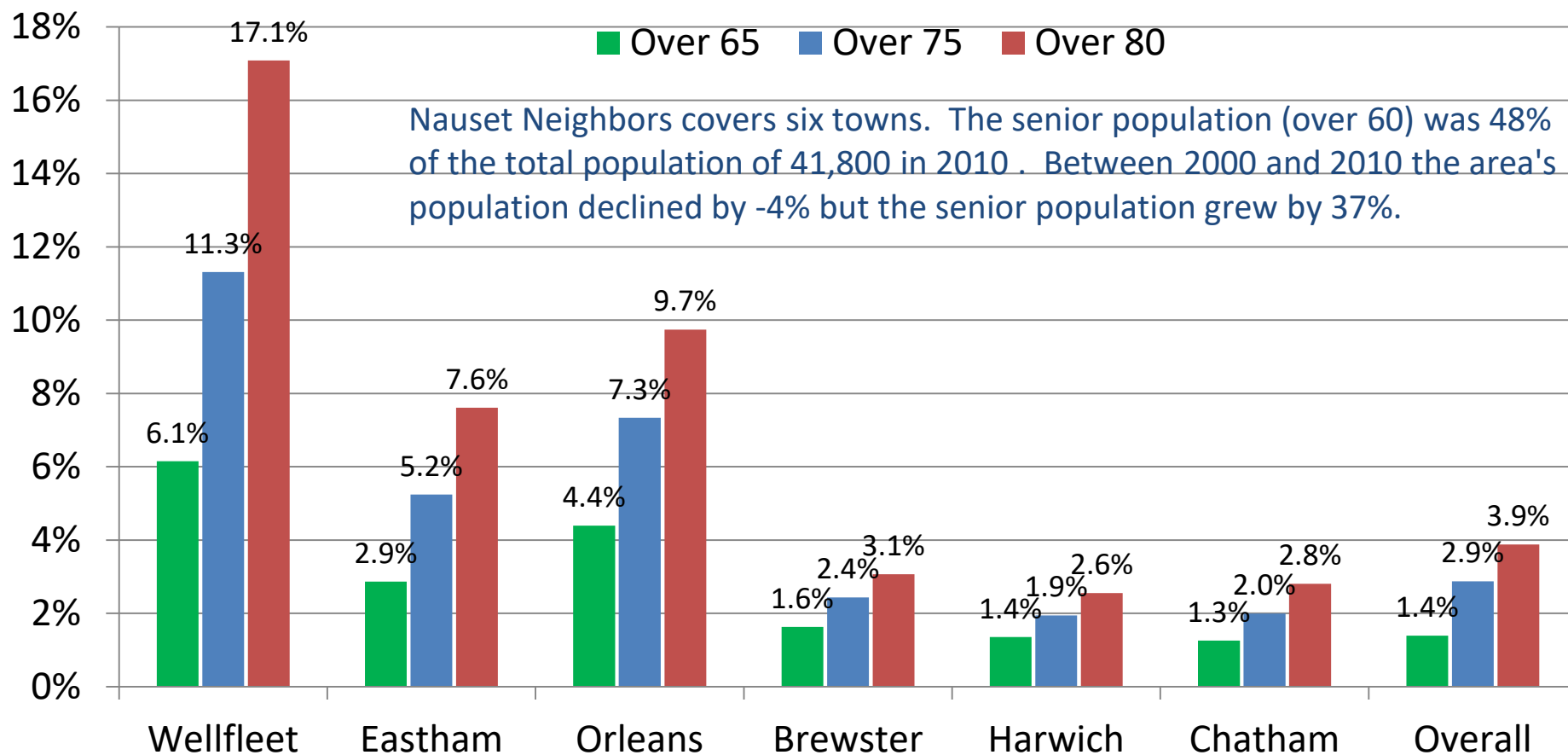


-  % of Members
-  % of Services Requested by Members from Town
-  % of Volunteers
-  % of Services Provided by Volunteers from Town
-  % of 6 town area's 60+ Population



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	1256	133	315	29	44	4	1781
	Eastham	678	557	852	138	169	28	2422
	Orleans	21	104	1682	239	109	63	2218
	Brewster	14	65	599	531	443	28	1680
	Harwich	9	1	73	183	794	20	1080
	Chatham		2	53	17	112	122	306
	Other	6	0	9	8	9	0	32
	Total Used	1984	862	3583	1145	1680	265	9519

Towns of Service Providers and Recipients (Last 4 Weeks)

61% of services are provided by someone from the same town. 89% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	28	3	7		1	2	41
	Eastham	1	12	9		1		23
	Orleans		6	37	4	2	1	50
	Brewster	1		13	18	13	4	49
	Harwich				9	30	3	42
	Chatham			2		2	4	8
	Other	0	0	0	0	0	0	0
	Total Used	30	21	68	31	49	14	213