

Week 302 Member Services Report

Nov 26, 2016



Happy Thanksgiving

Summary of the Past Week

- Last week had only three working days. We performed 39 services last week out of 50 requests.
 - 11 requests were cancelled.
 - 3 were cancelled after volunteers were found
 - We were unable to fill 3 service requests
- We placed 16 phone calls and filled 2 services by phone.
 - 78% of services were filled online
 - 05% of services were filled by phone
 - 03% of services were filled by email and
 - 15% 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 low because of the holidays.
 - Last Week: 37 volunteers performed 39 services for 31 households and covered 6 office shifts. In total, with 3 filled cancellations we filled 48 assignments. In addition, 8 more requests were cancelled before volunteers were found.
 - Last Month: 103 volunteers performed 234 services for 81 households. We also covered 36 office shifts.
 - Last Year: 219 volunteers performed 2669 services for 220 households.
- We have 326 members and 353 volunteers.
 - Recruiting has been active this fall.
 - The median age of our 353 volunteers is 69
 - The median age of our 326 members is 85
 - One new member was added, and our waiting list has 6 people.
 - The 11 people are on the waiting list have waited at most 3 weeks before being offered membership.

Looking Forward

- We have 293 future service requests.
 - 43 booked but cancelled.
 - 4 need filling next week,
 - 81 need filling over the next 4 weeks
- 53% 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?

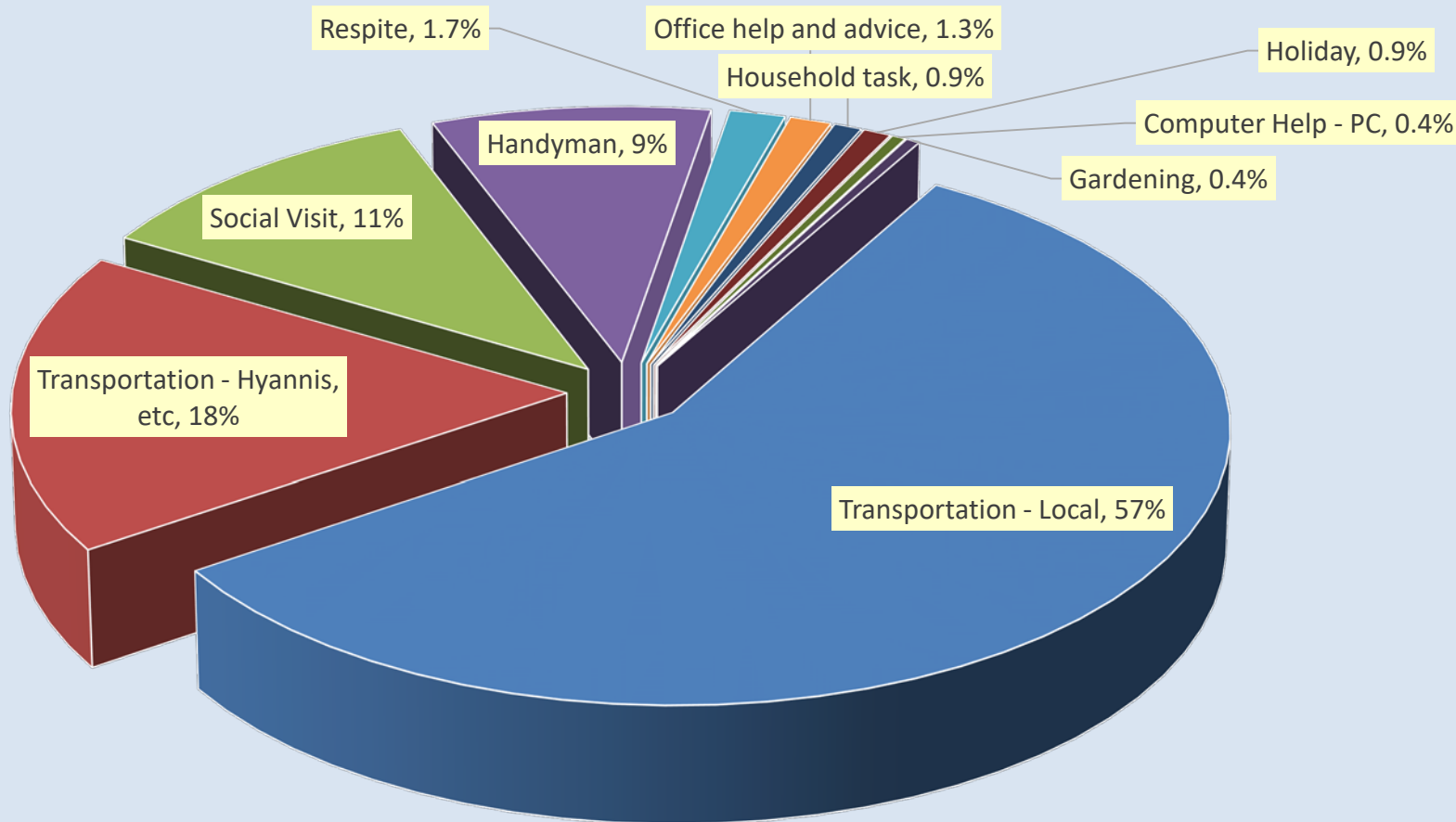
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**75%**).
- 81 households(29%) received 234 services in the last four weeks.
- The annual rate of services is **12** per year per household.
- The 10% most needy members used over **65%** of services.

Services in the Last 4 Weeks

11/26/2016



81 households used 234 services in the last four weeks

11/26/2016

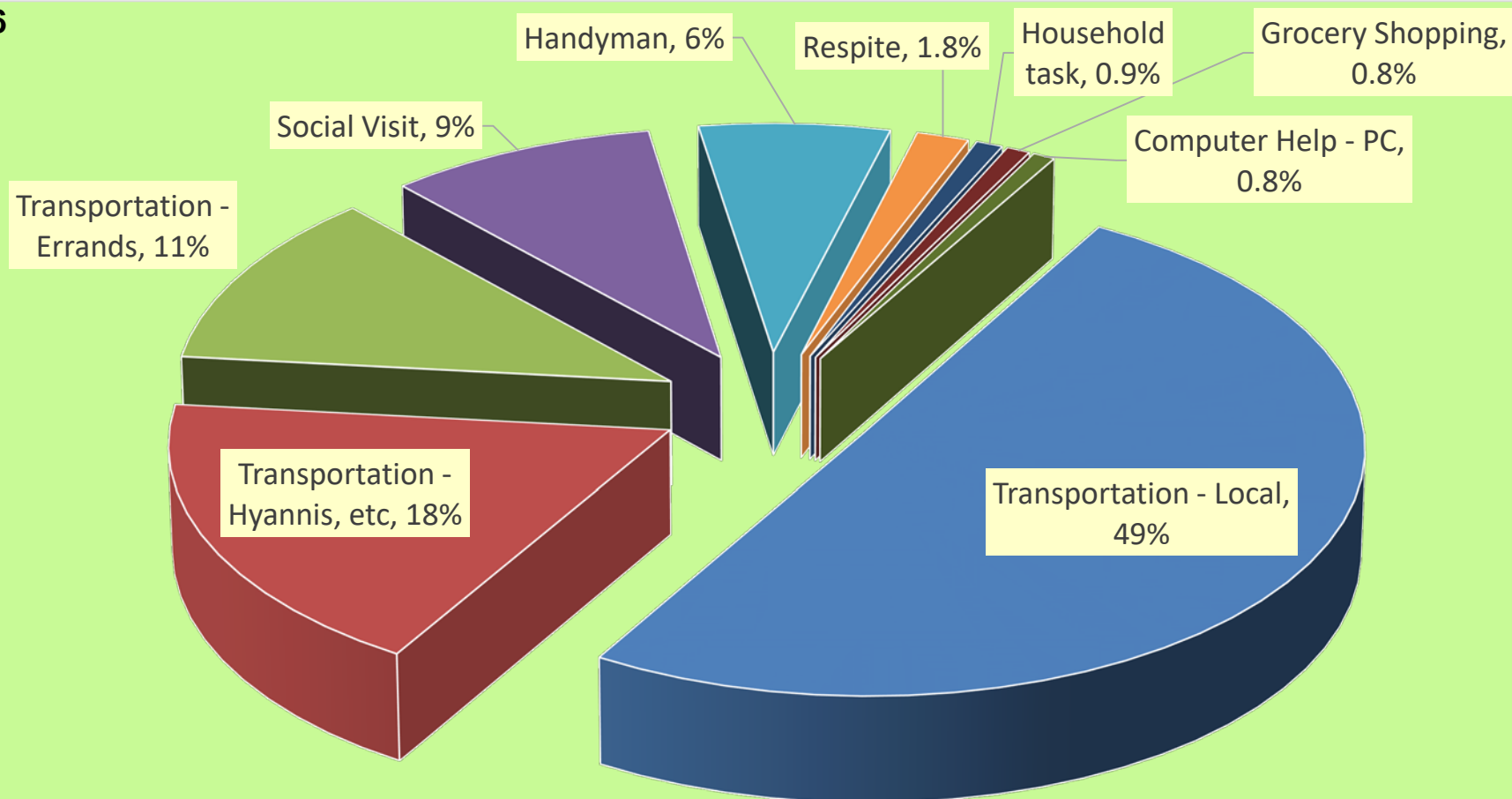
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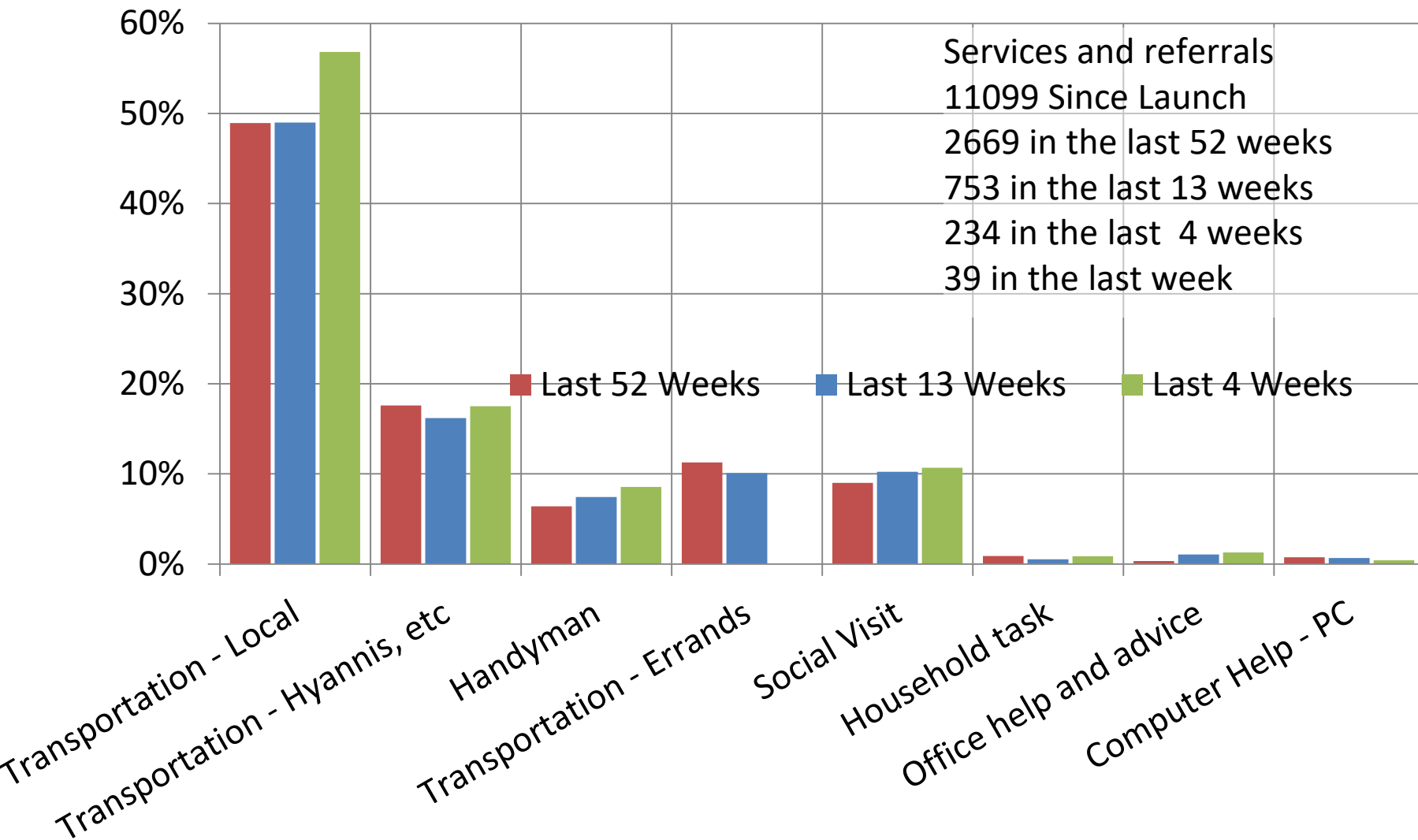
Services in the Last 52 Weeks

11/26/2016

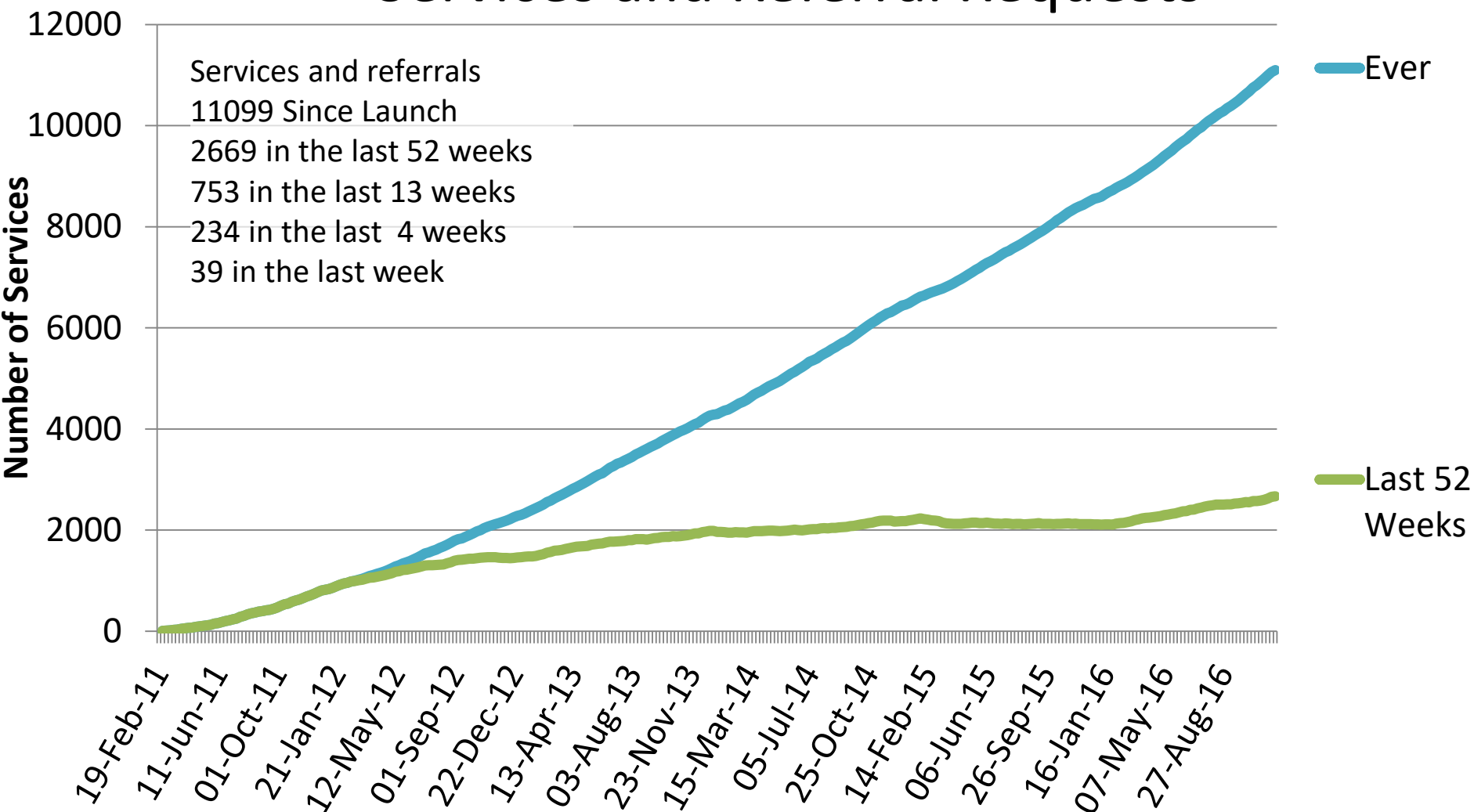


220 households used 2669 services in the last 52 weeks

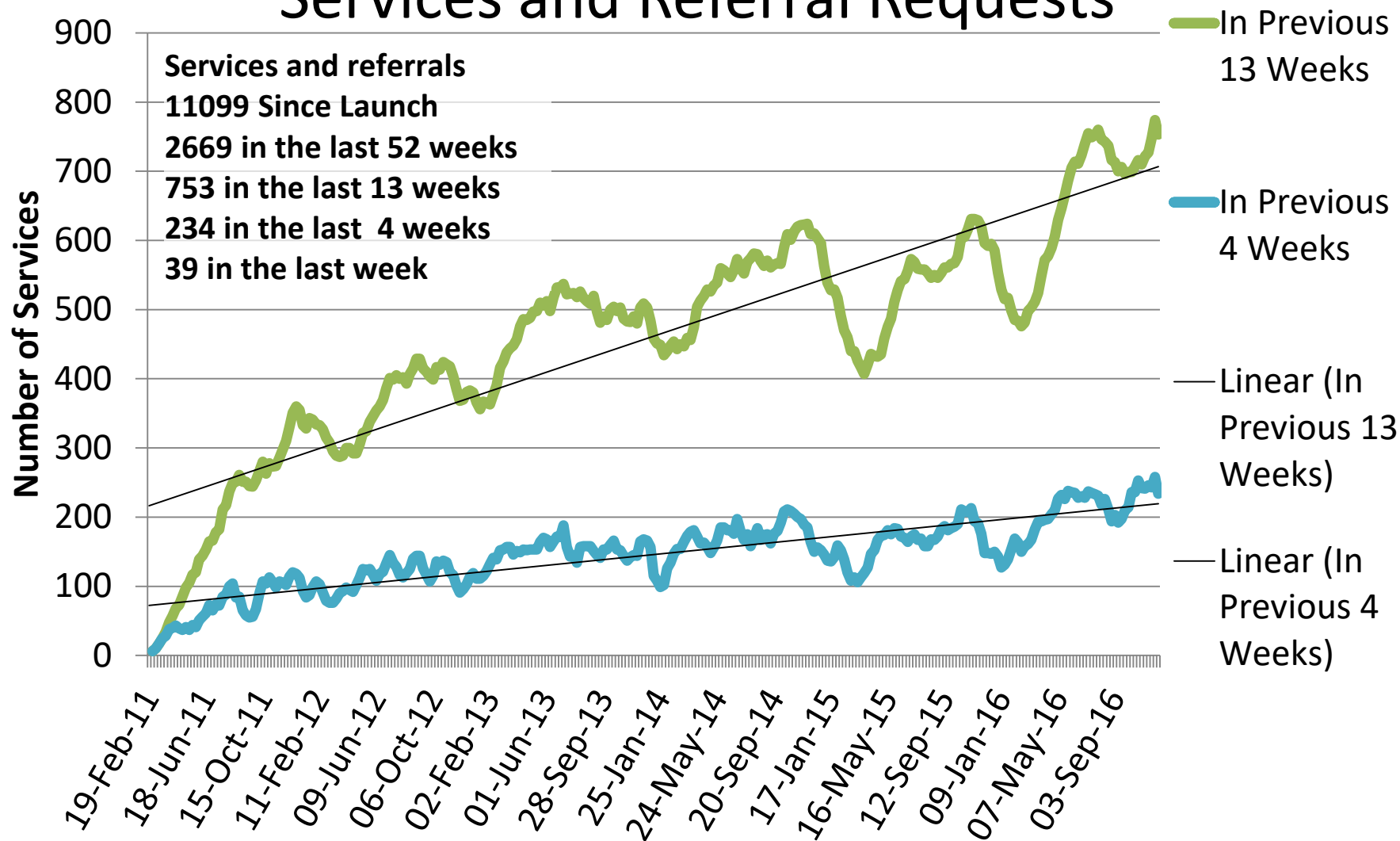
Trends in Services



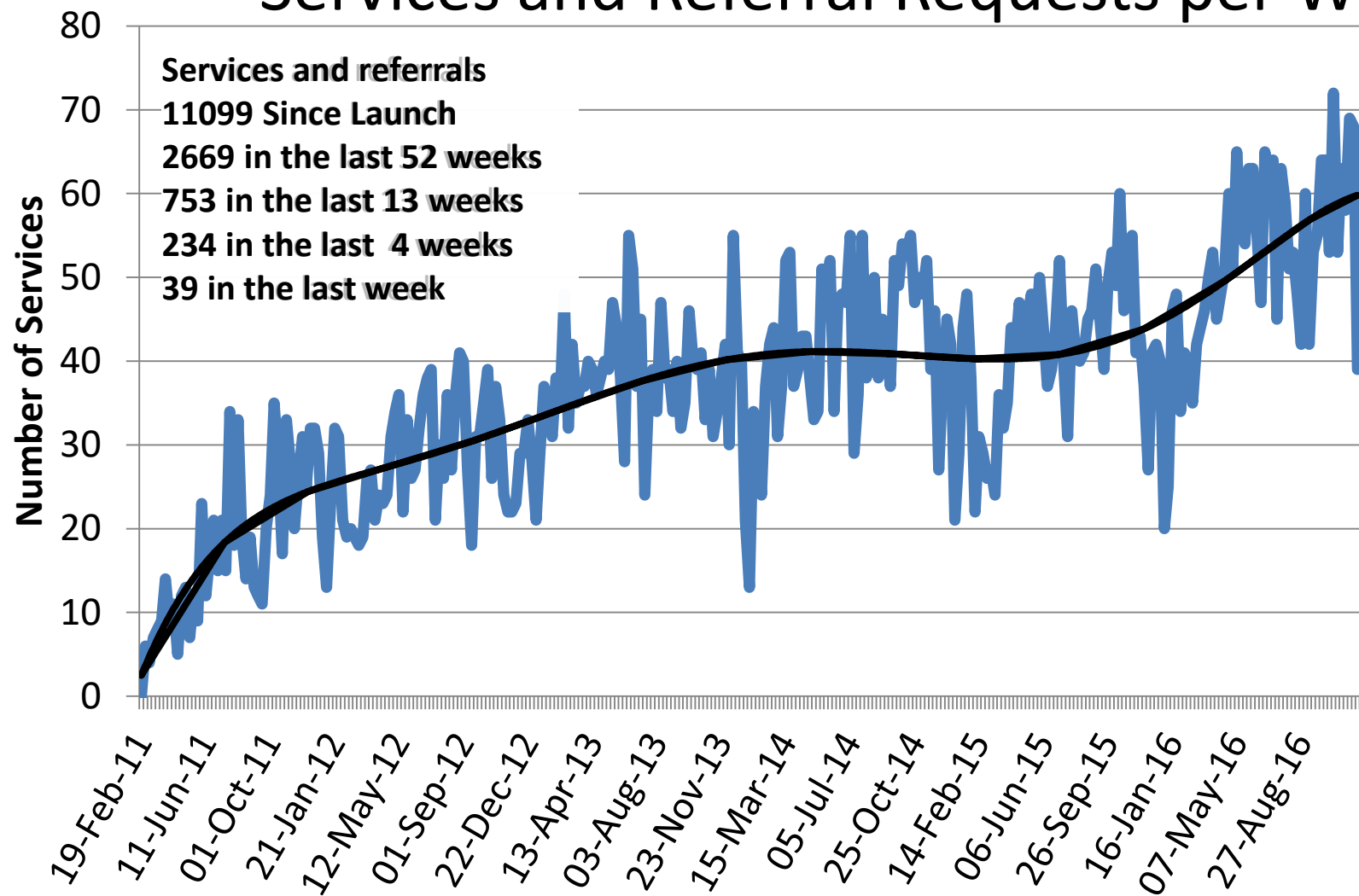
Services and Referral Requests



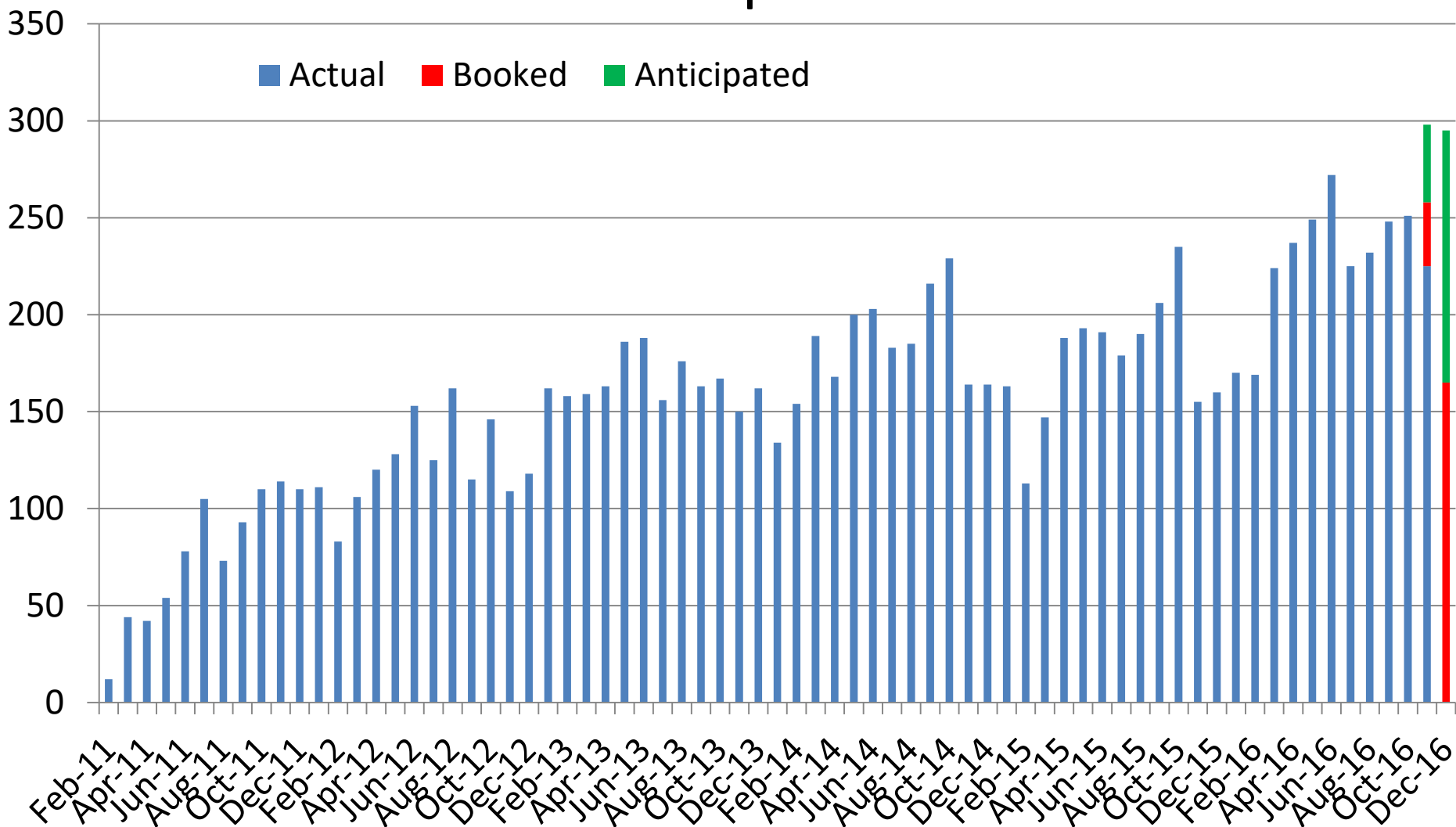
Services and Referral Requests



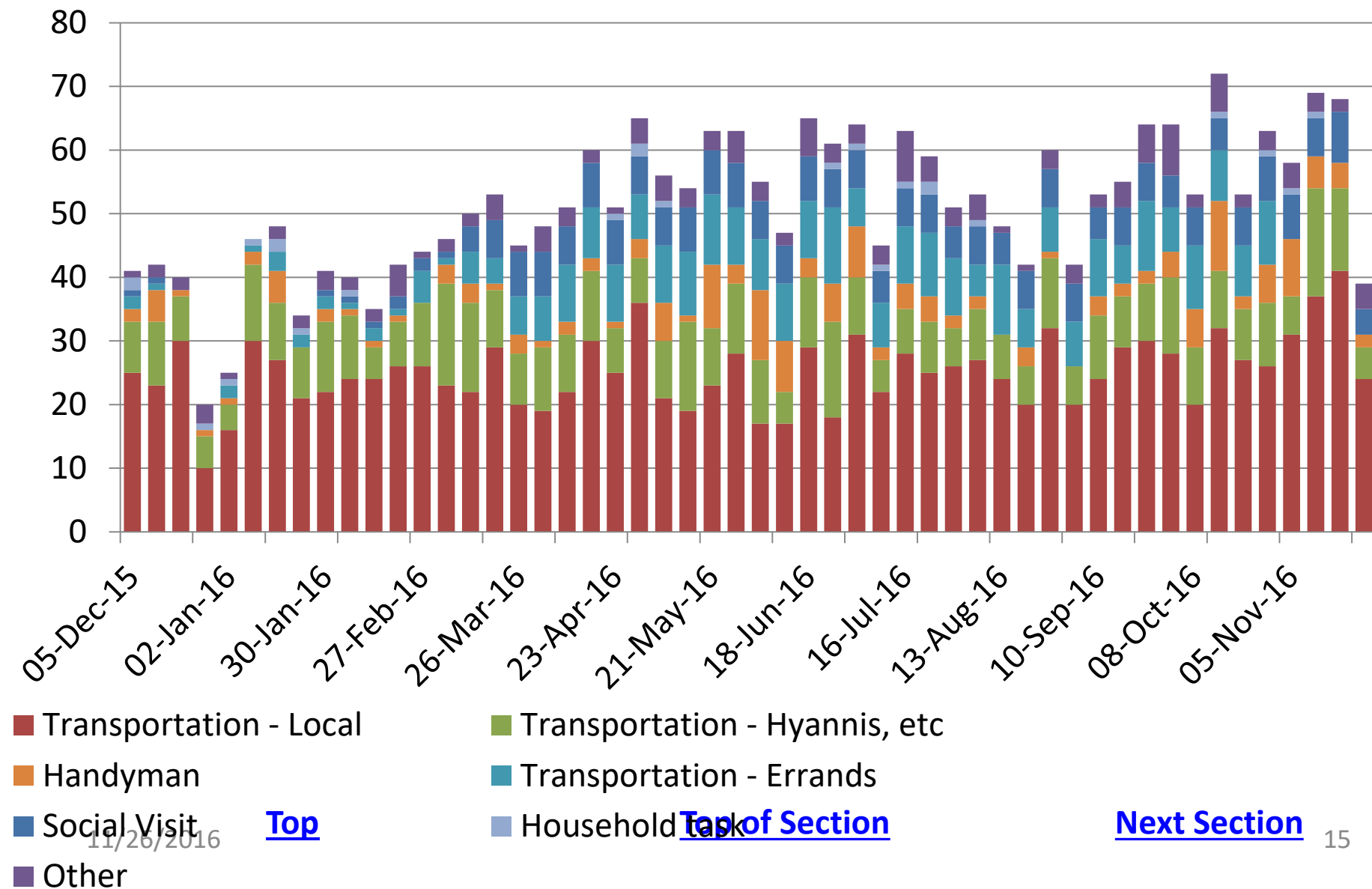
Services and Referral Requests per Week



Services per Month



How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

Handyman

Transportation - Errands

Social Visit

Household Task

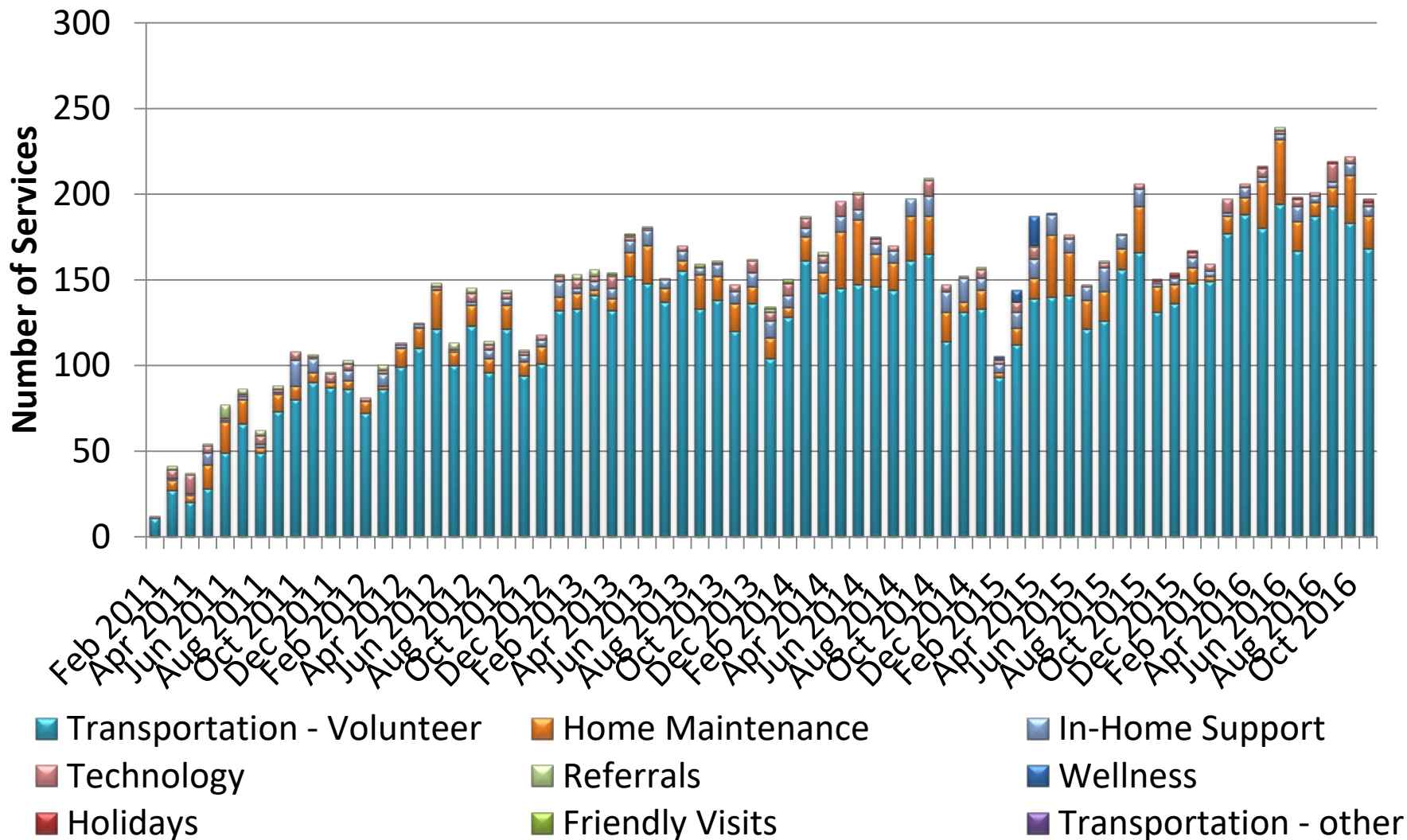
Other

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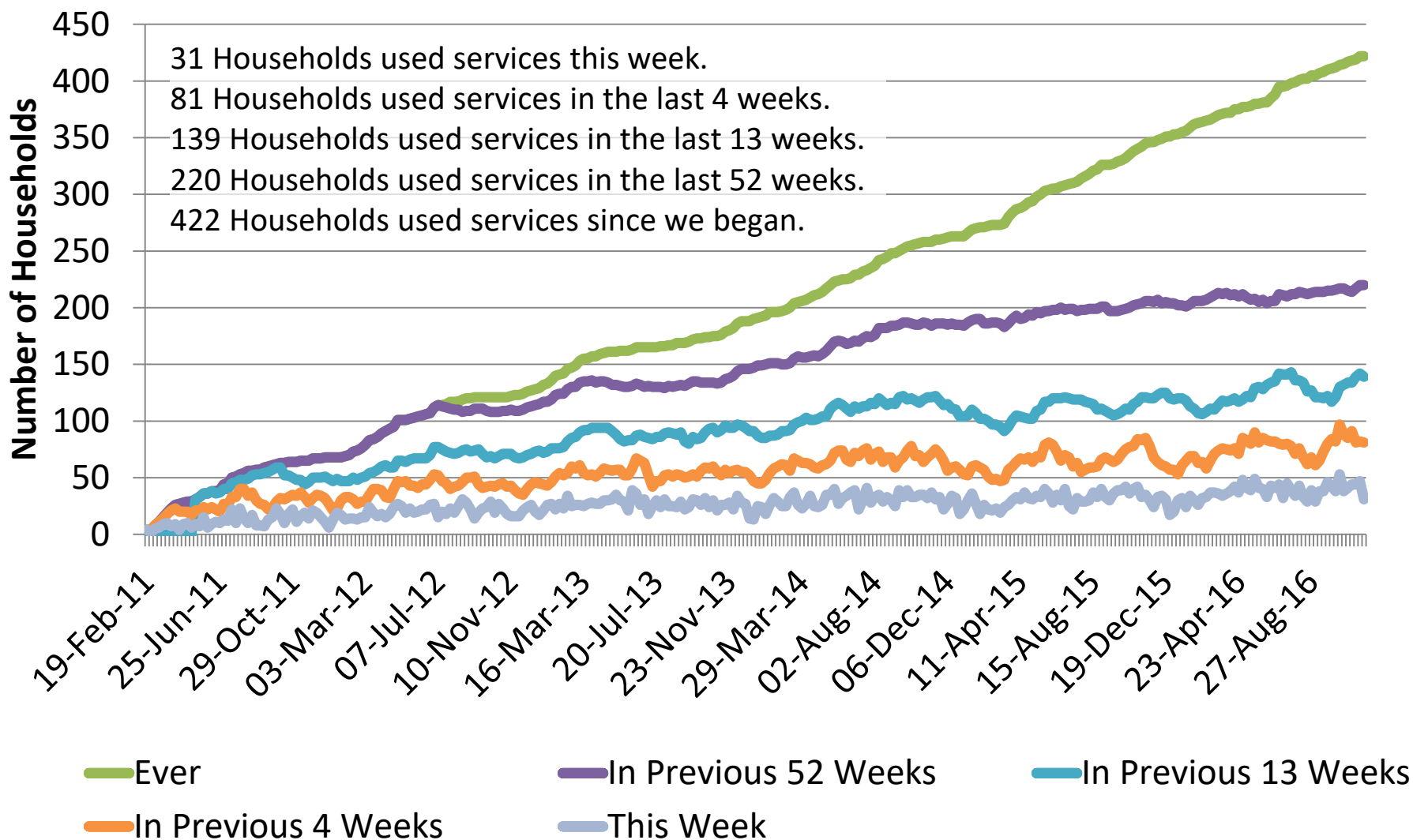
Service Categories



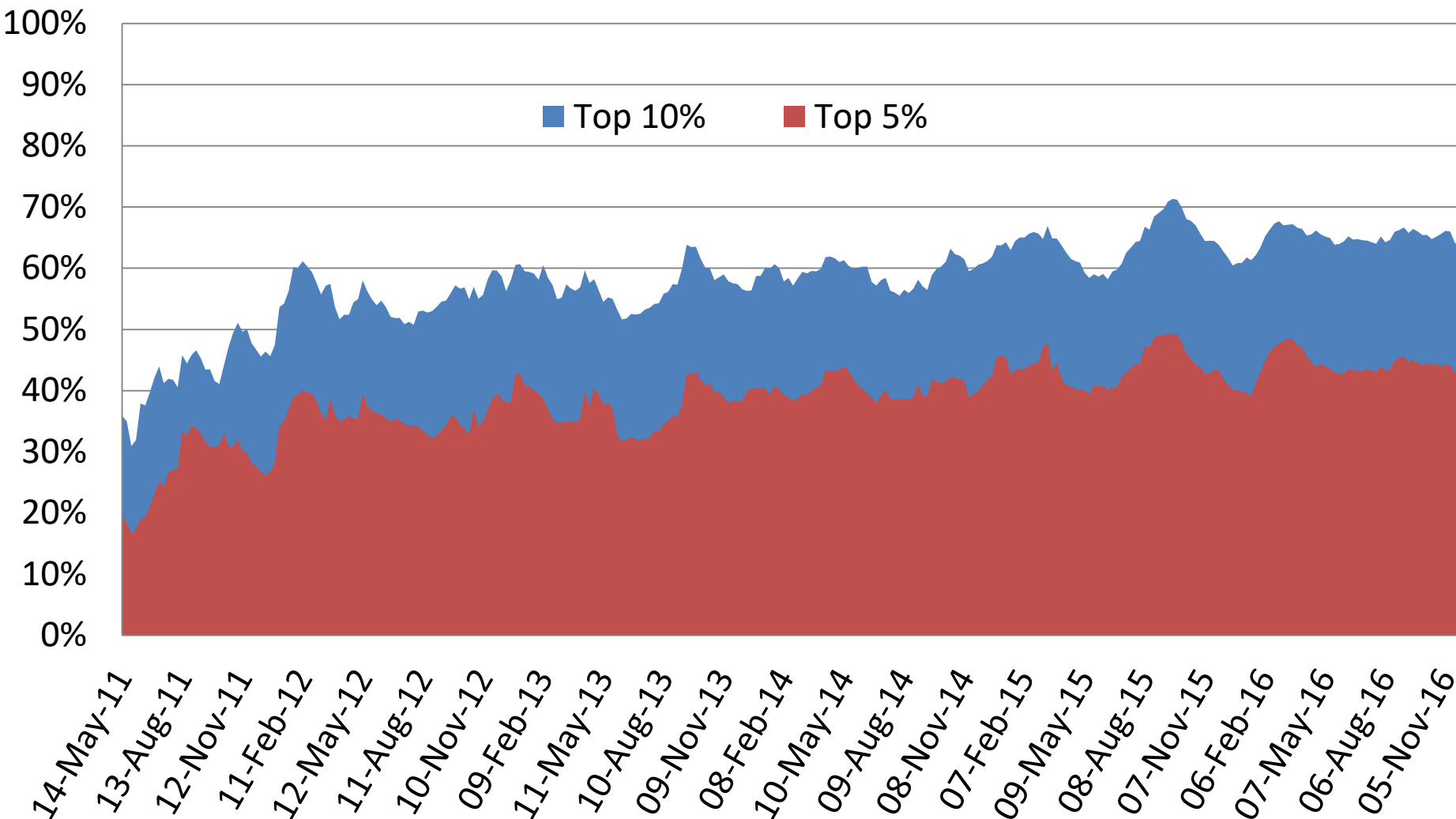
HOW MANY HOUSEHOLDS USE SERVICES?



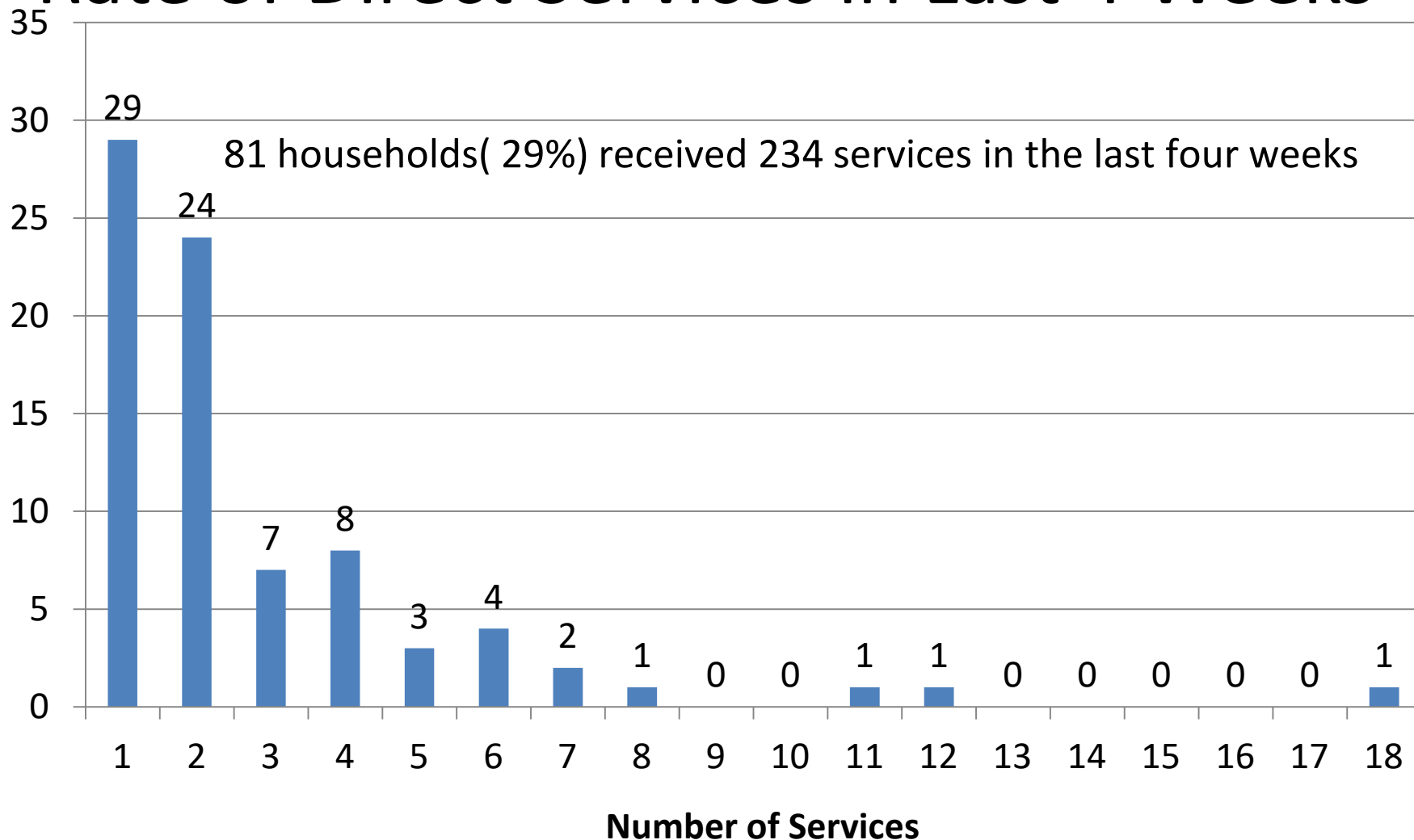
How Many Households Served



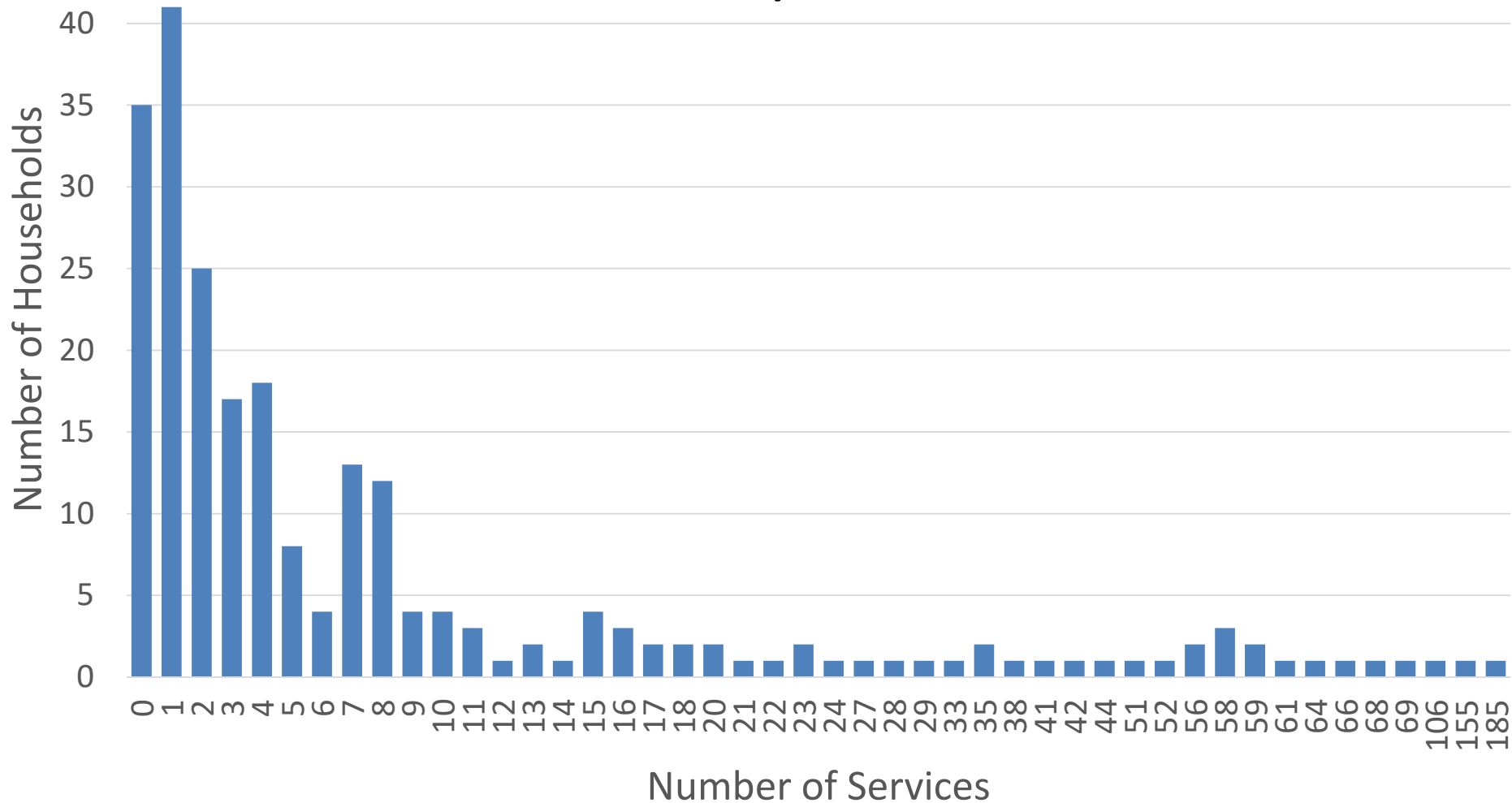
Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

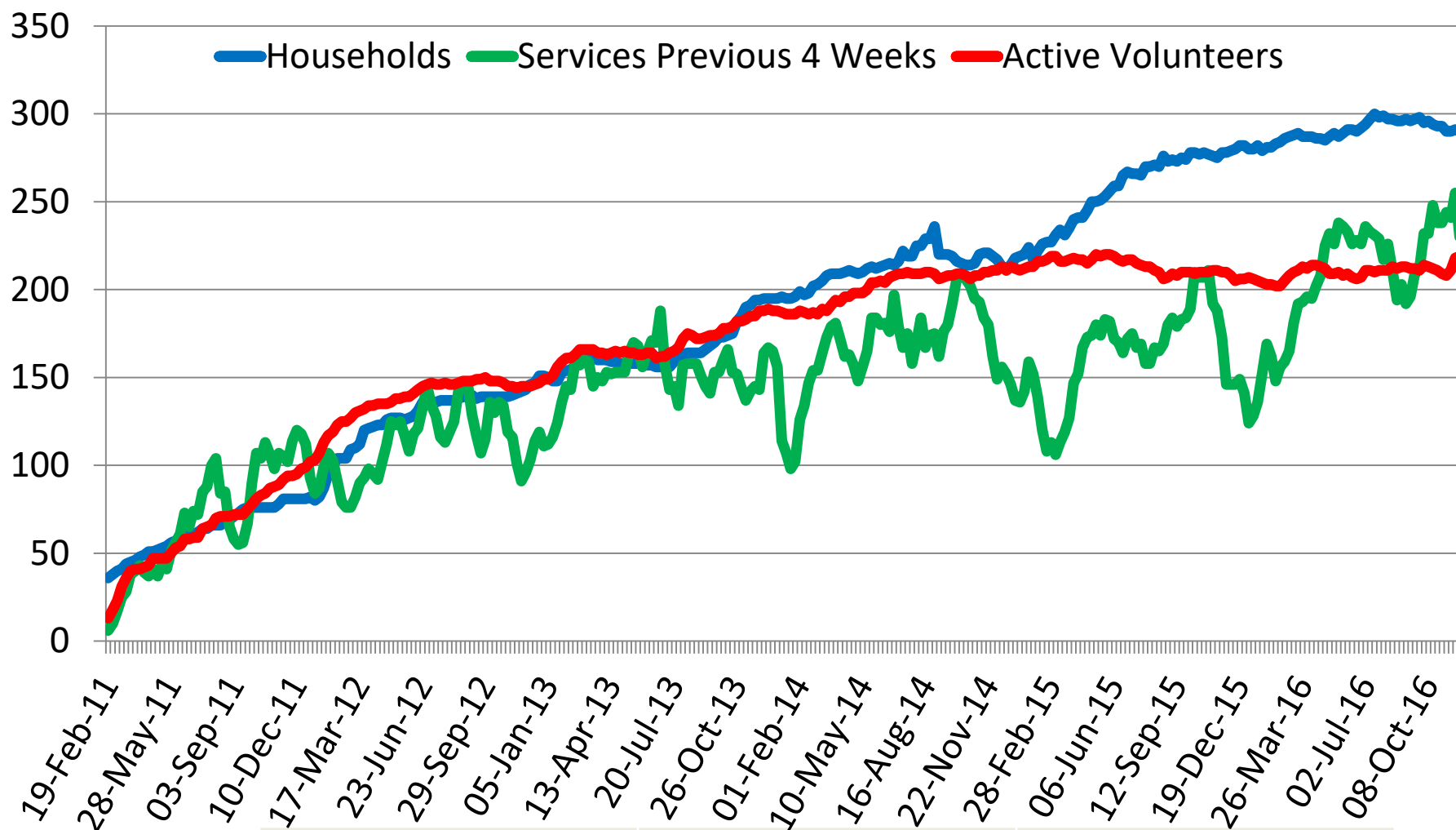


Services in Last Year by Current Households



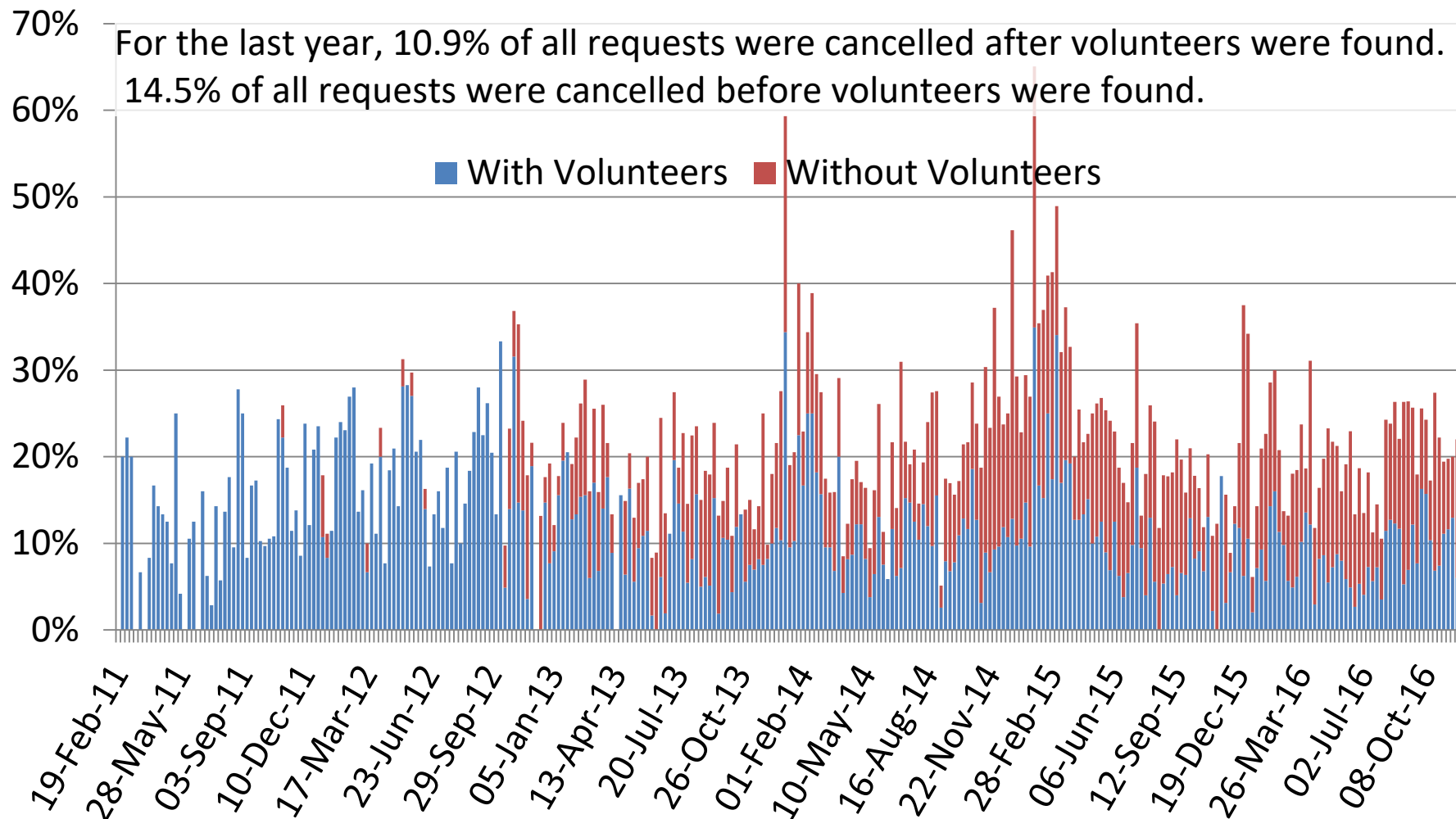


Memberships, Active Volunteers, and Services per Month



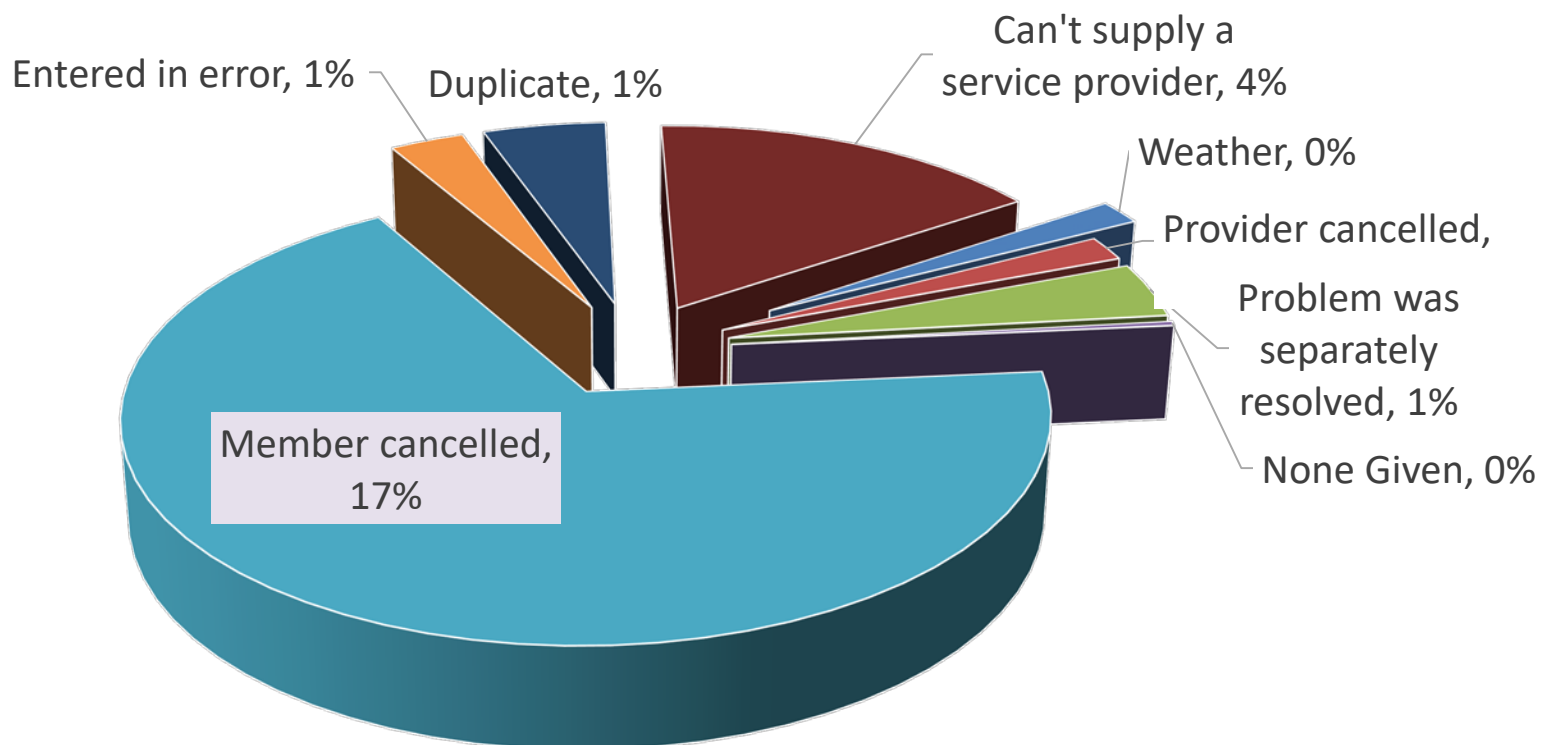
WHAT IS OUR CANCELLATION RATE?

Cancellations as a Percentage of Requests



Cancellation Reasons (Last 52 Weeks)

In addition to 2669 services performed last year, an additional 662 (25%) were cancelled.

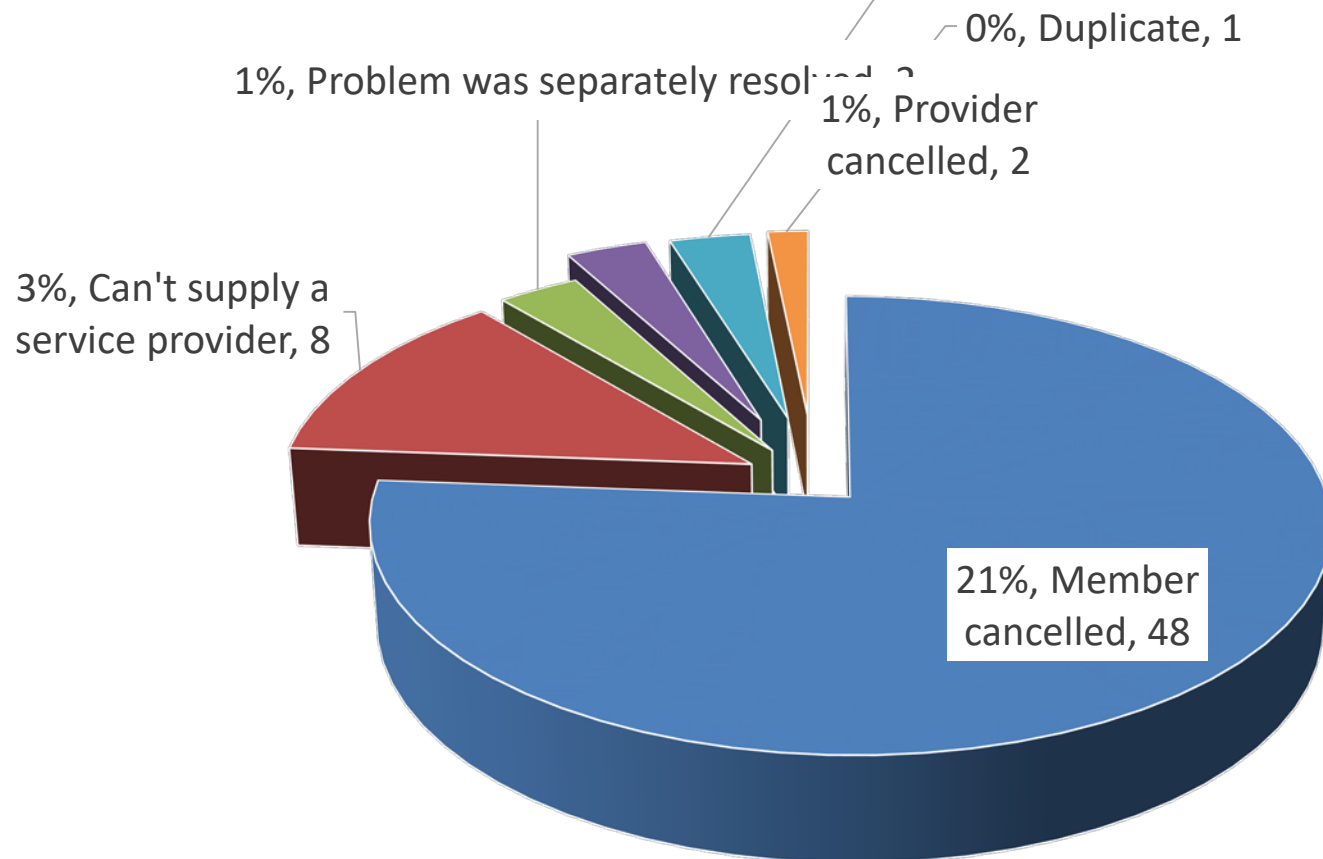




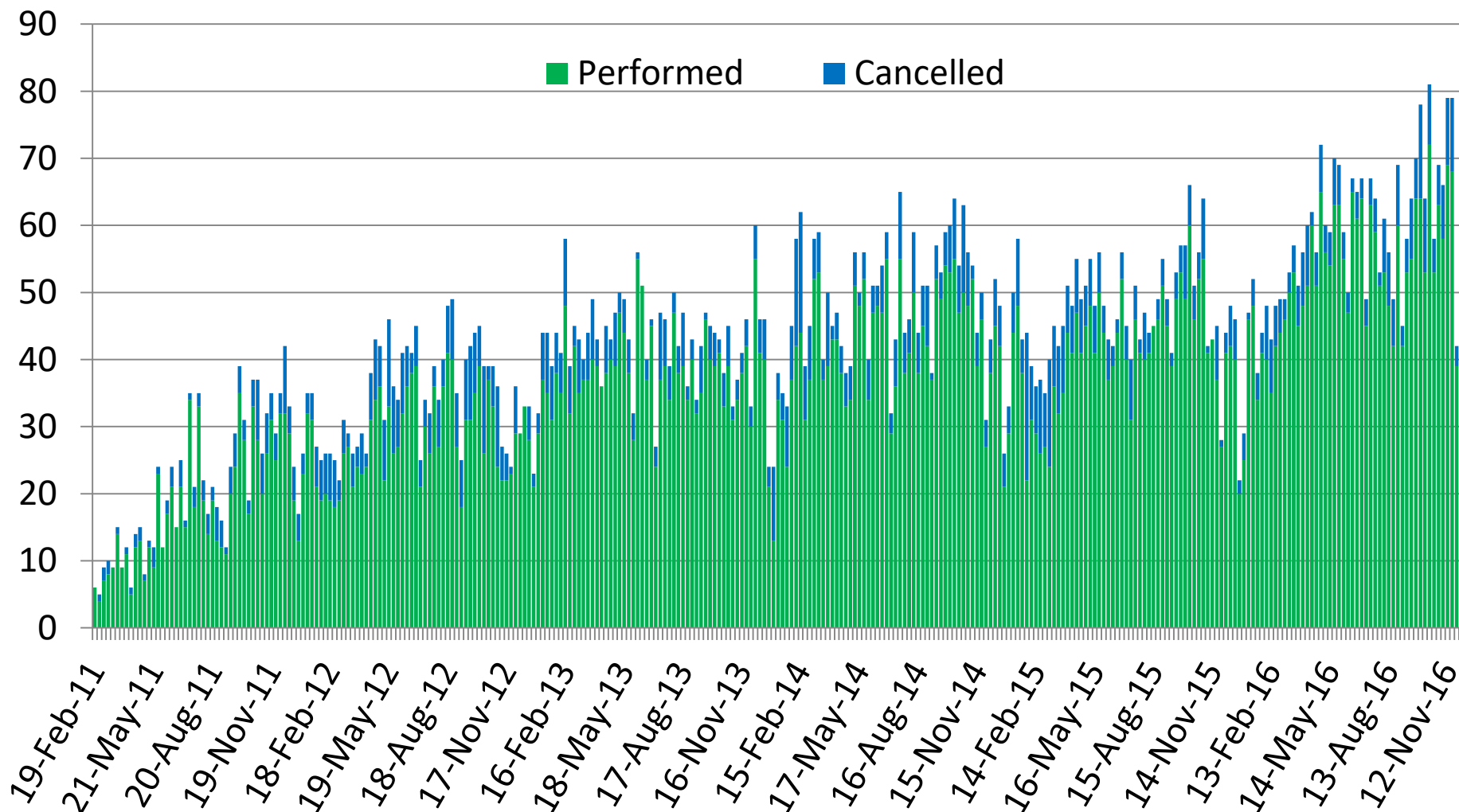
Cancellation Reasons (Last 4 weeks)

1%, Entered
in error, 2

In addition to 234 services performed in the last four weeks, an additional 63 (27%) were cancelled.



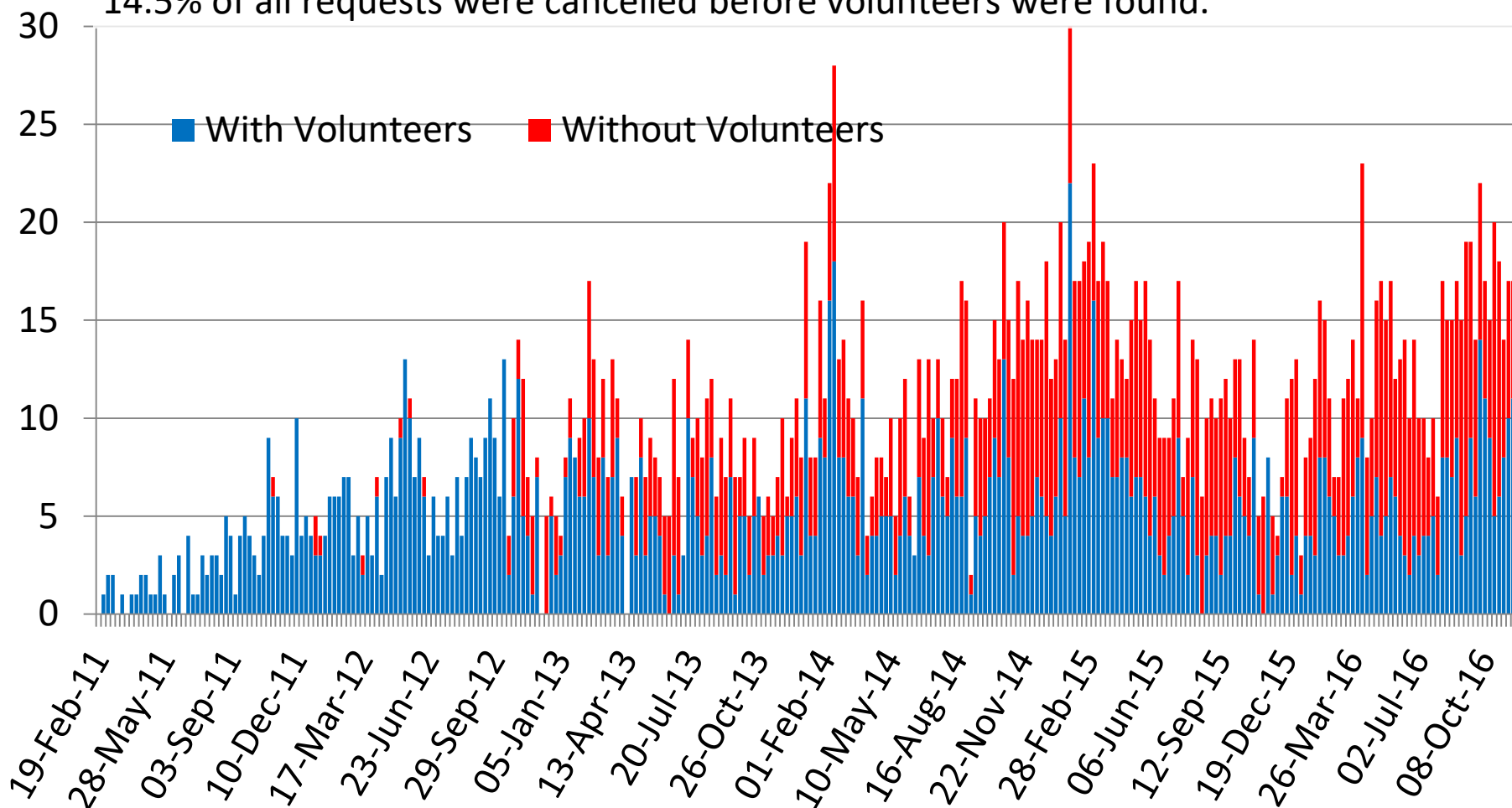
Services Filled



All Cancelled Services

For the last year, 10.9% of all requests were cancelled after volunteers were found.

14.5% of all requests were cancelled before volunteers were found.



RETENTION

WHY MEMBERS QUIT

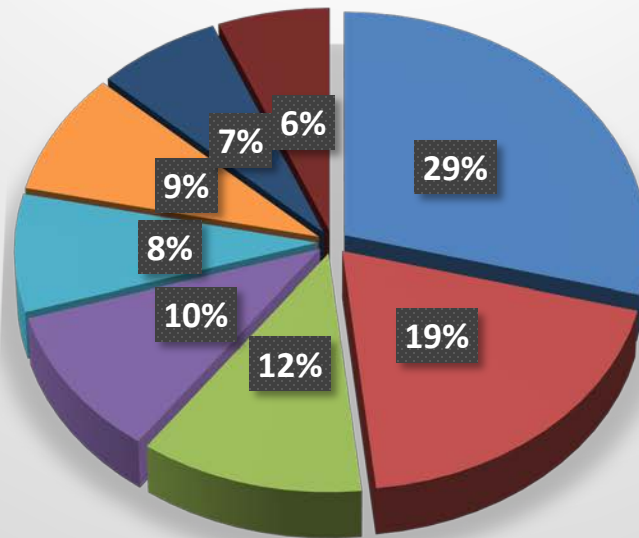
Why Members Quit

- Since we began in February 2011, we have had a total of 613 members, 292 of whom (48%) 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
- **35** households that are currently members have not asked for any services in the last year, which bears this out.

Why Members Quit

1/26/2016

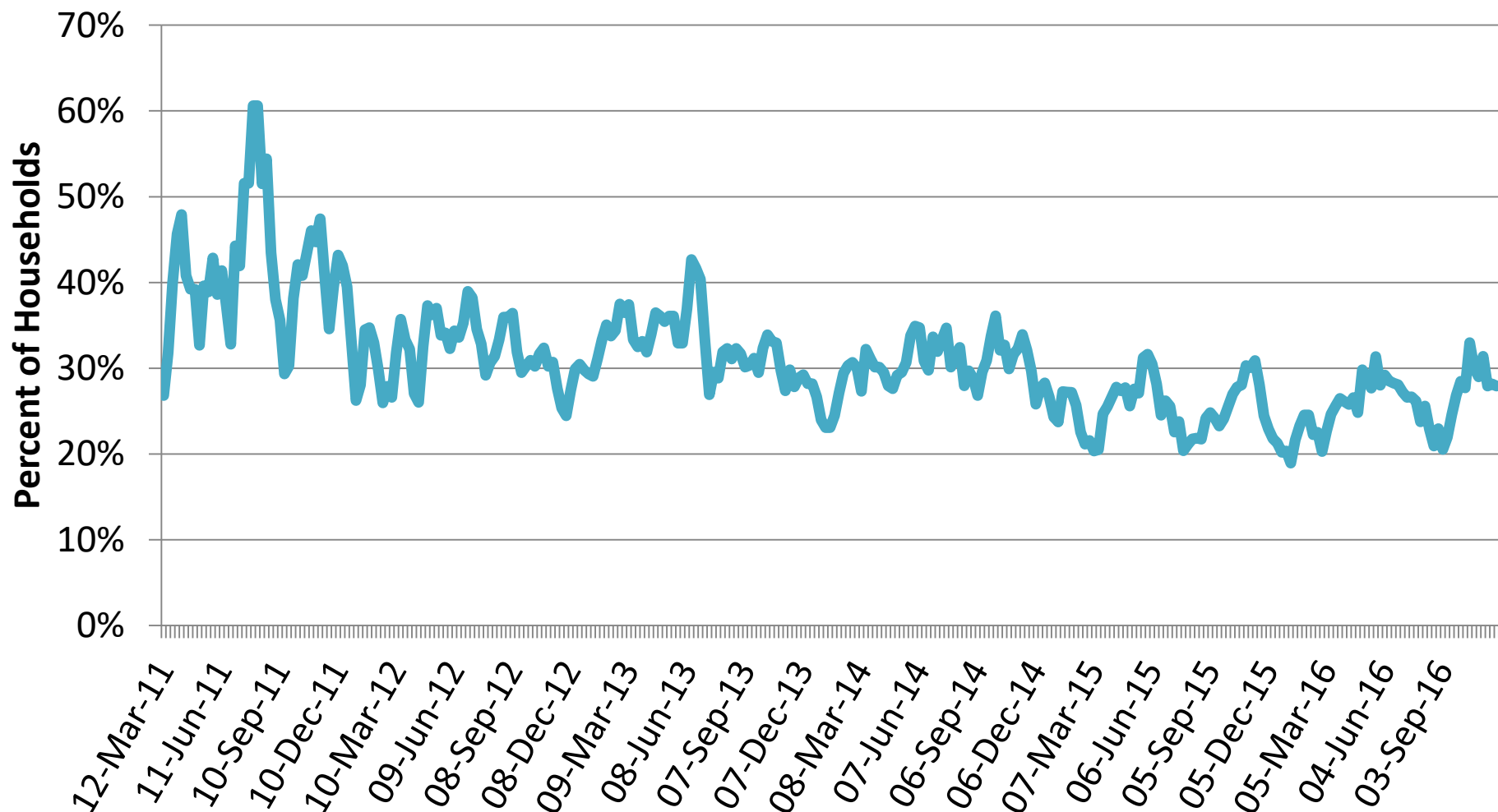
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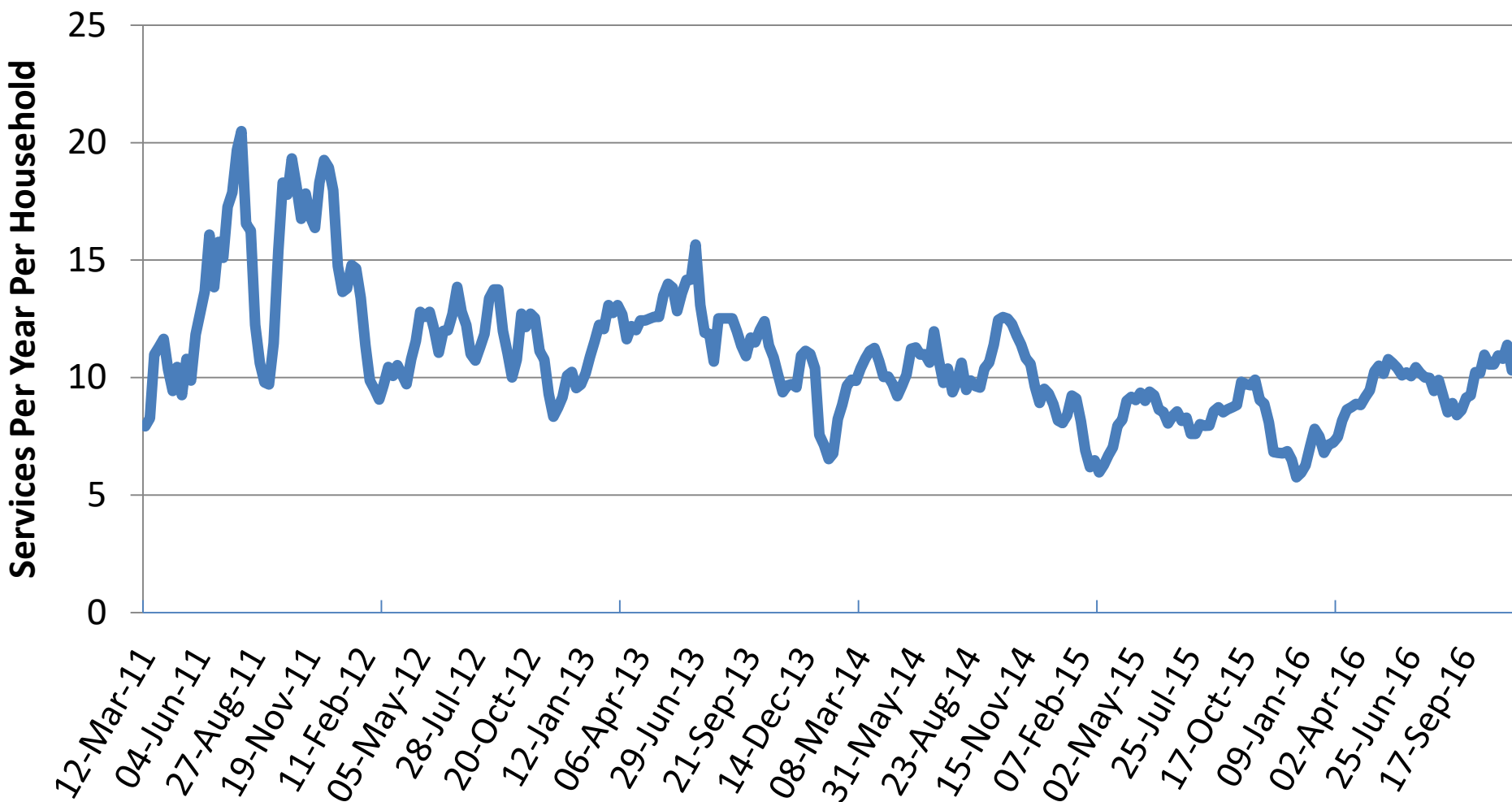
- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- Primary Dropped
- No Longer Eligible
- Quit / Resigned
- Other



% of Households Receiving Services in Preceding Month



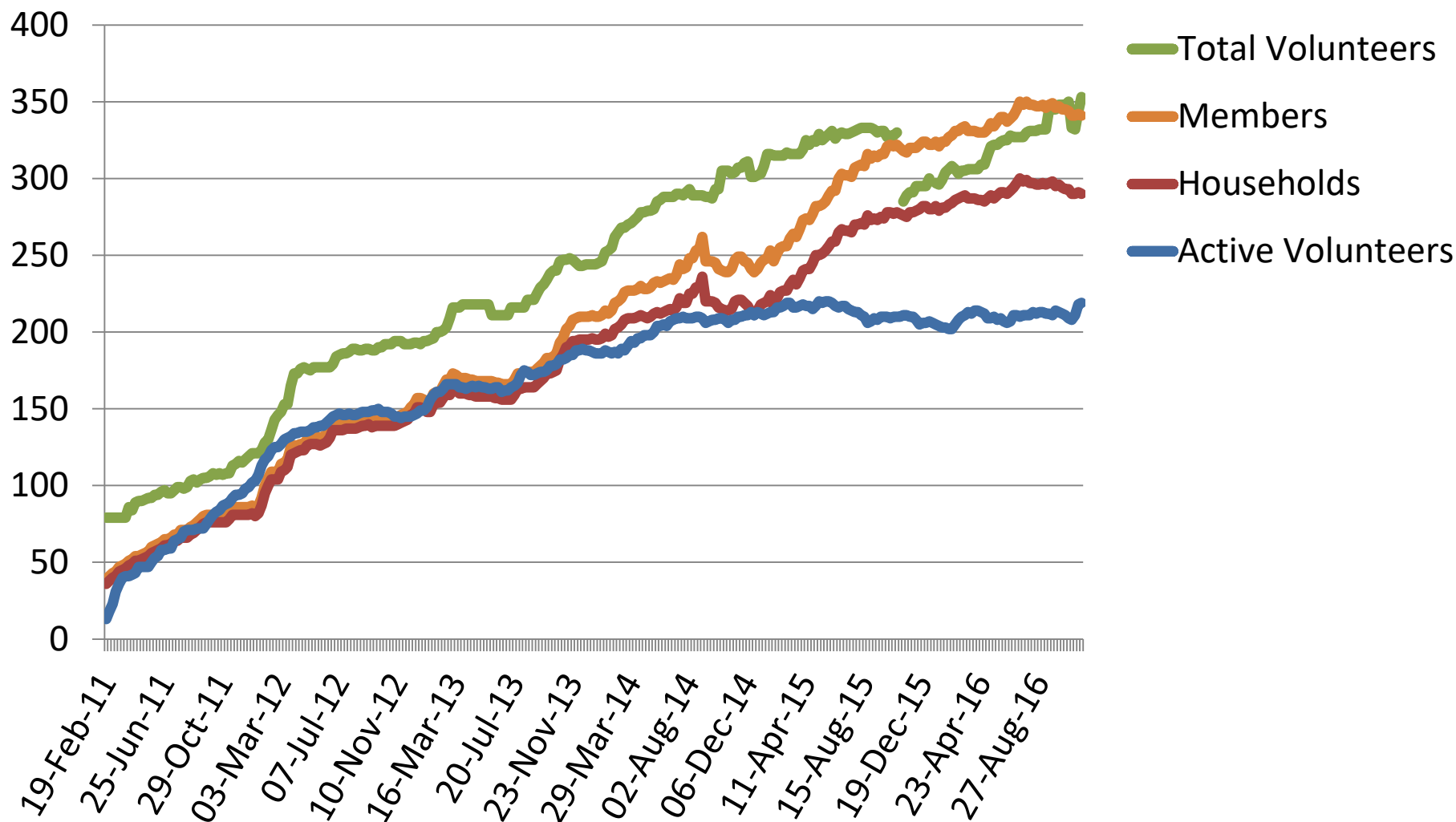
Annual Rate of Services per Household



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

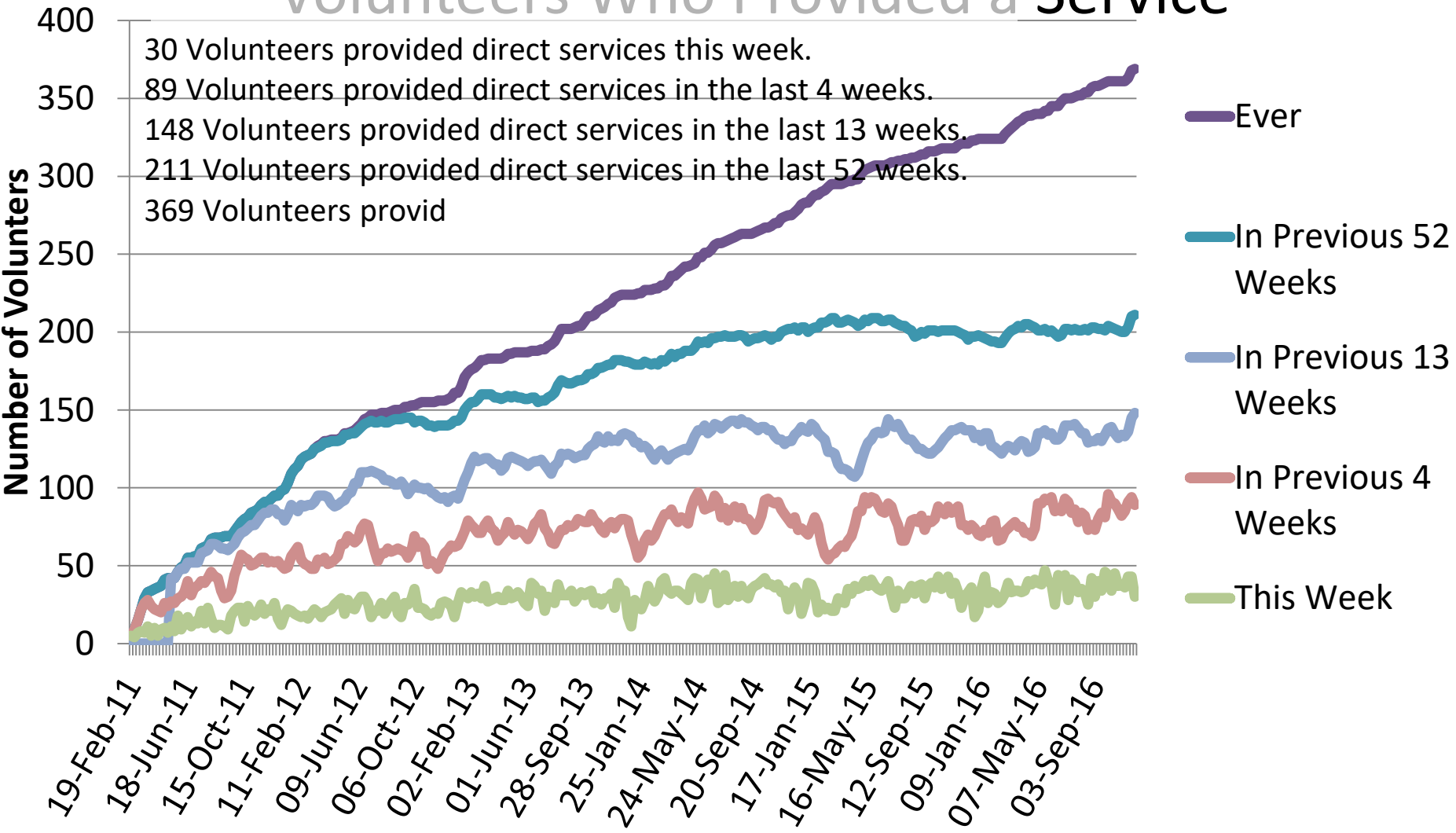
VOLUNTEERS

Growth Rates of Members, Households and Volunteers



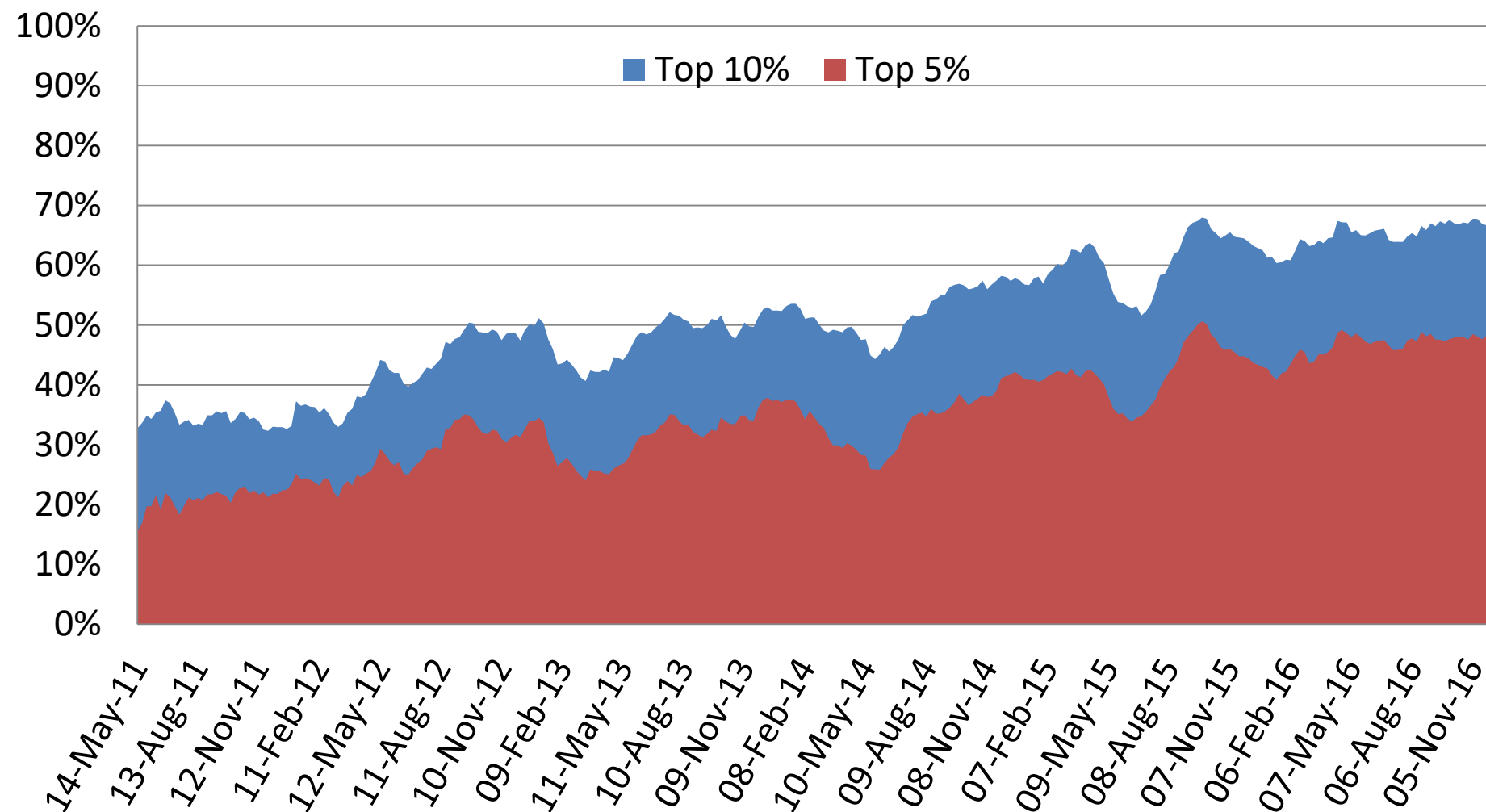


Volunteers Who Provided a Service





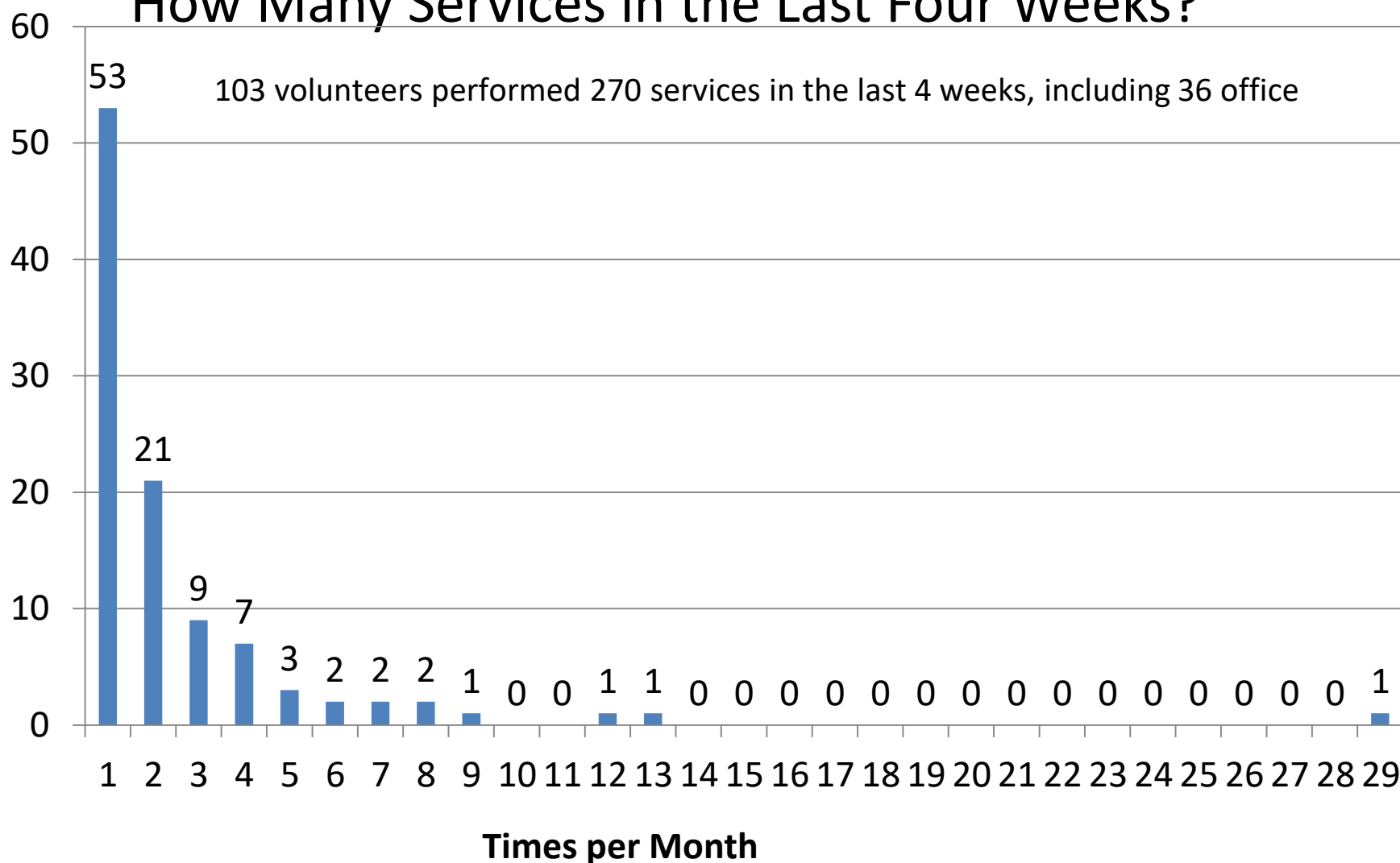
Most Active Volunteers During Previous Four Weeks



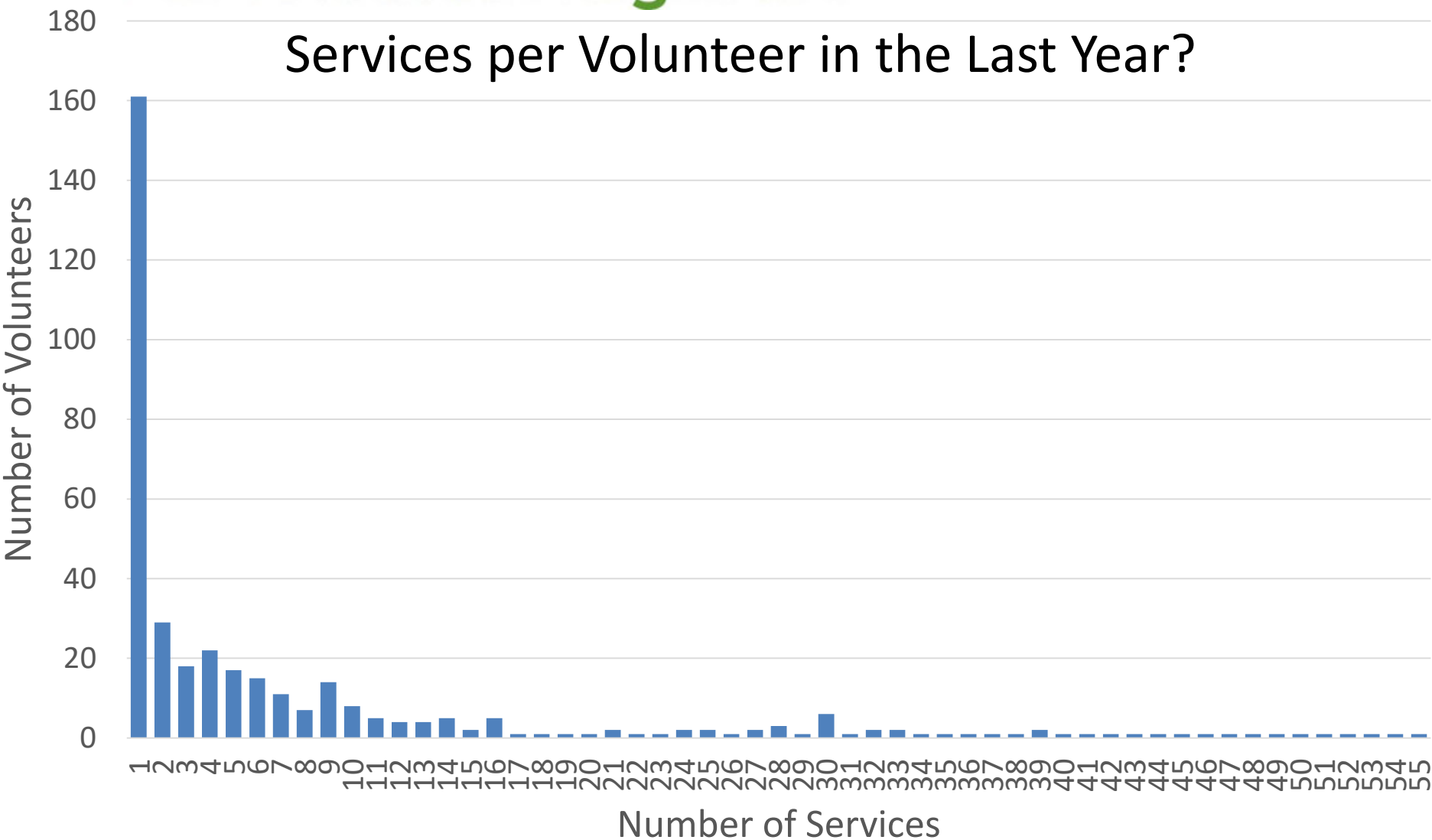
How Many Services in the Last Four Weeks?

103 volunteers performed 270 services in the last 4 weeks, including 36 office

Number of Volunteers

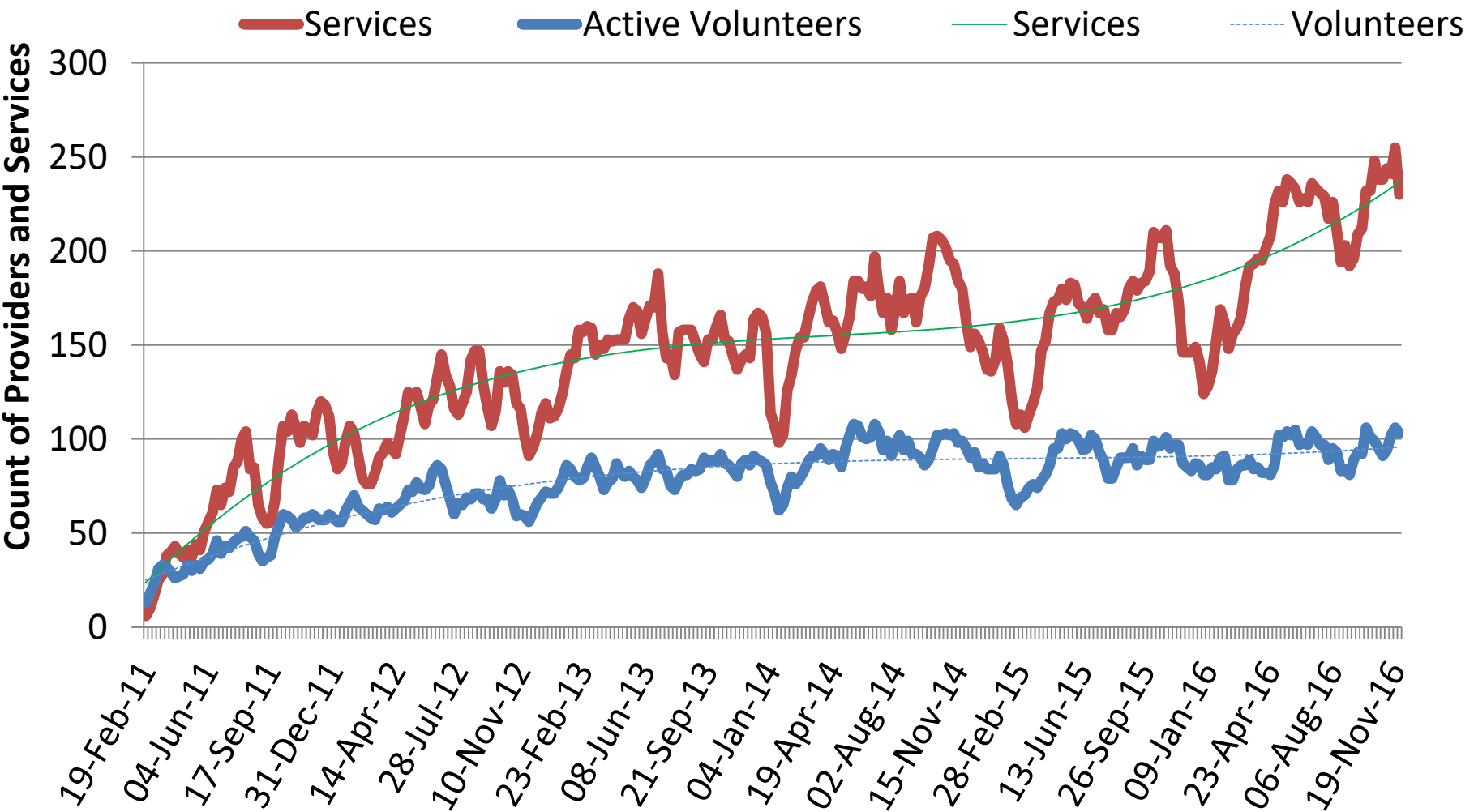


Services per Volunteer in the Last Year?

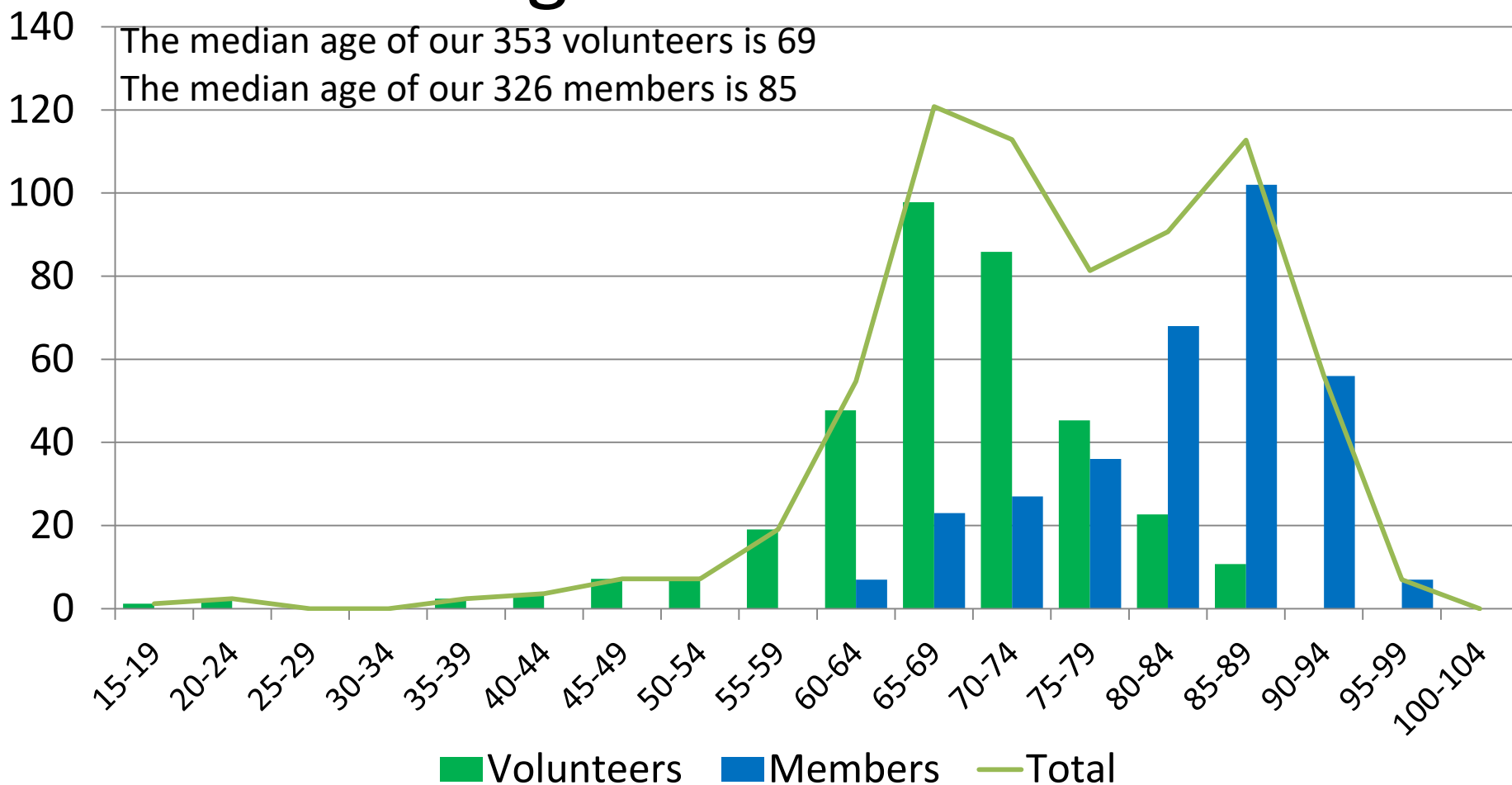




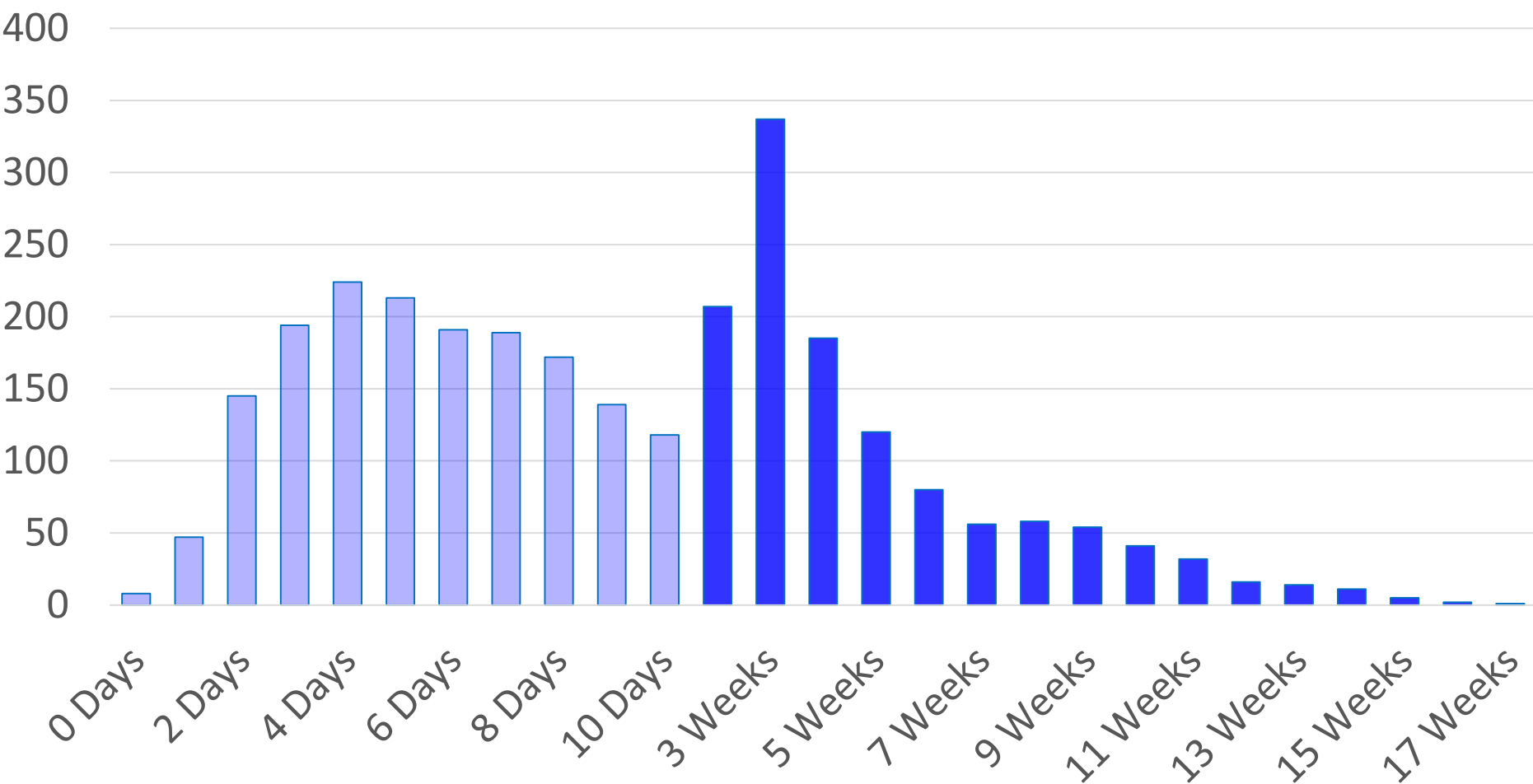
Volunteers and Services Previous 4 Weeks



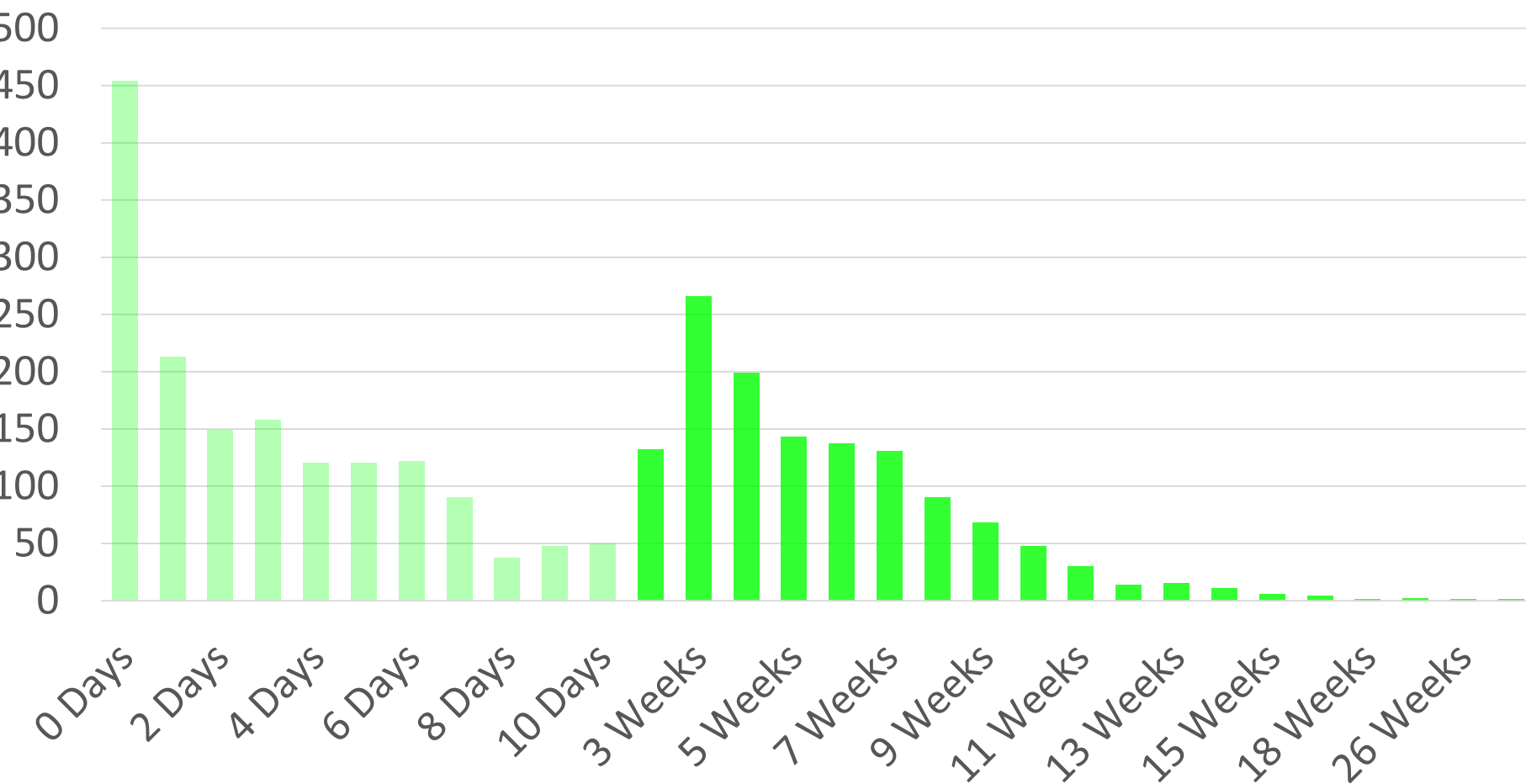
Age of Volunteers



Lead Time for Online Signup



How Quickly Services were Filled Online

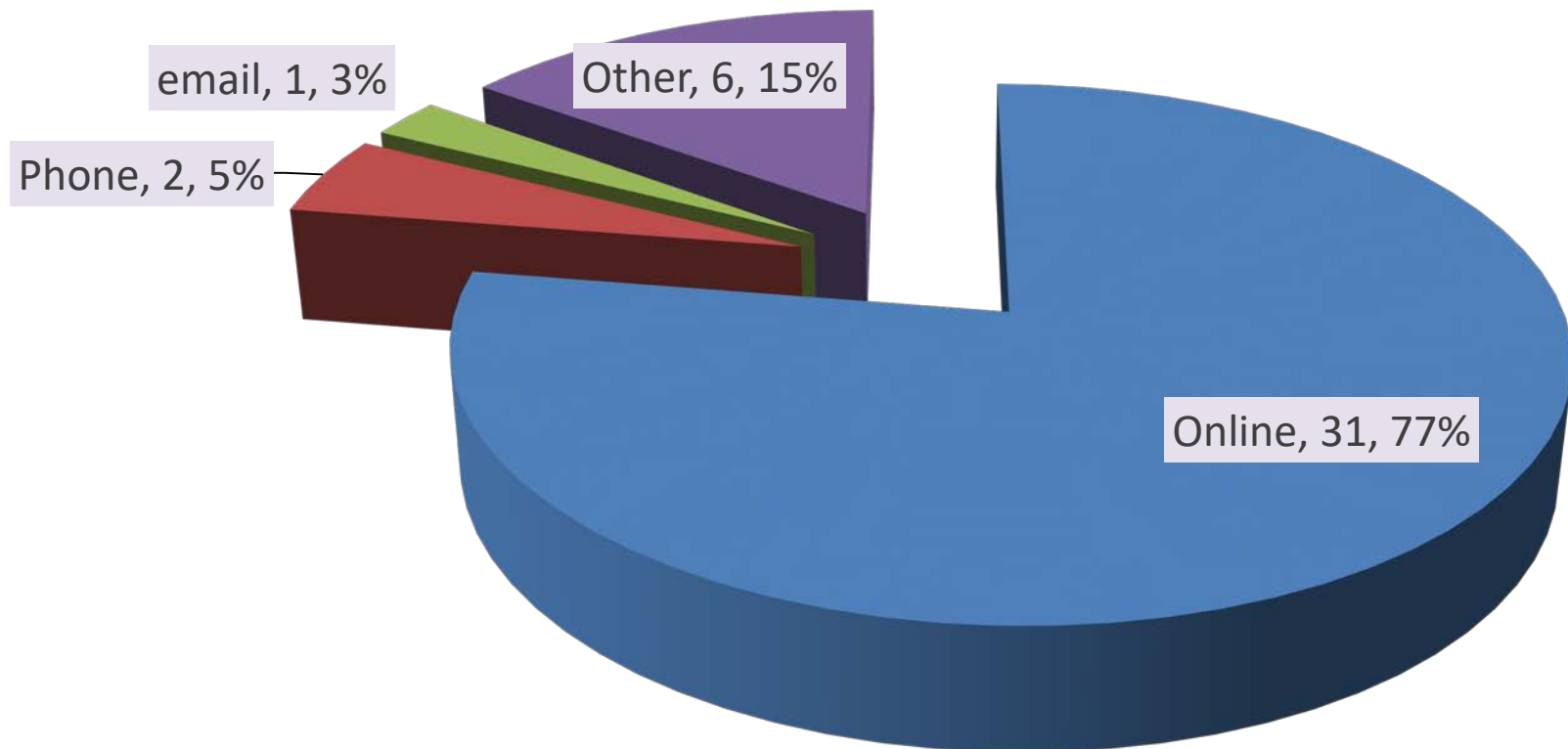


Contact Method for Signup

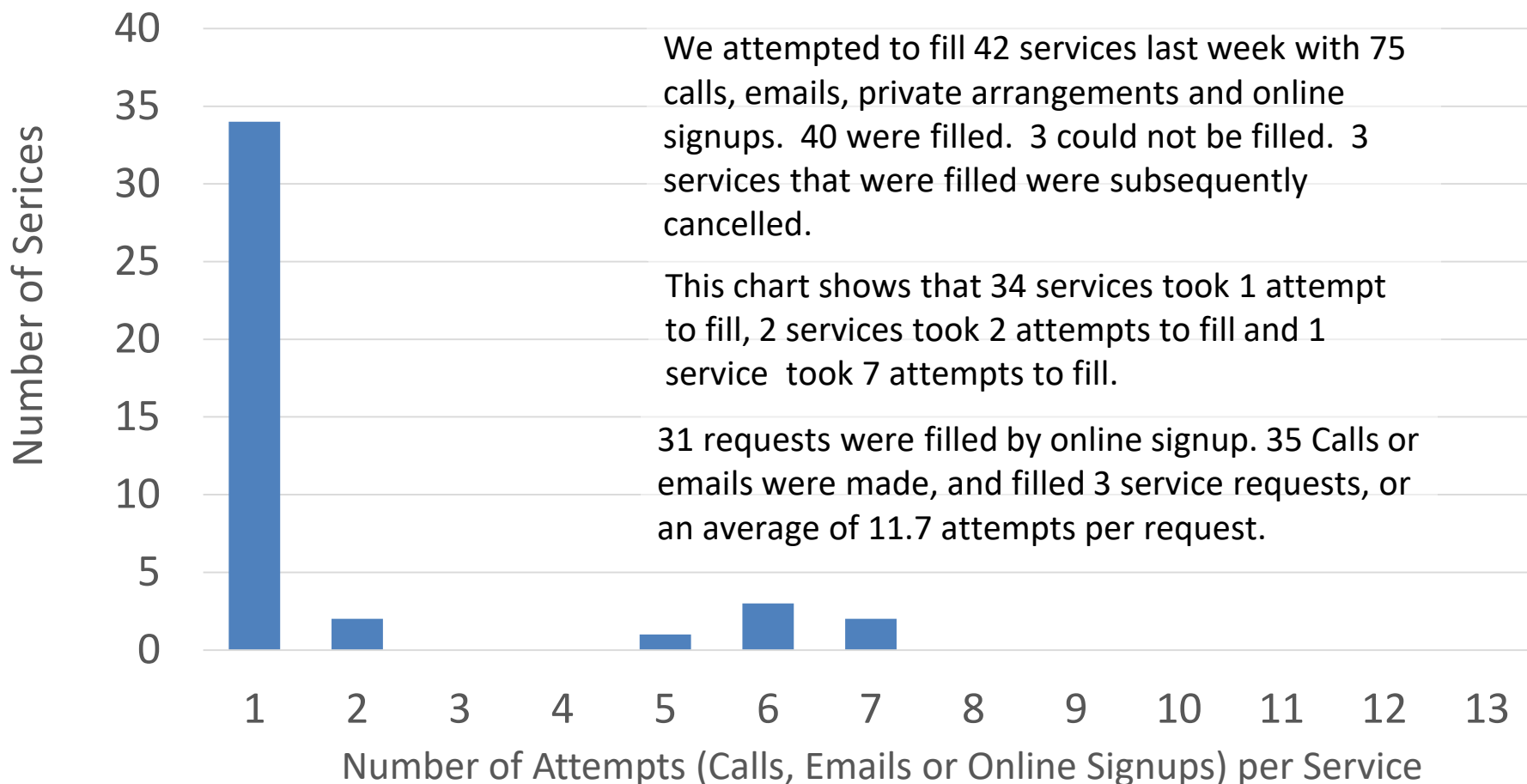
- The holiday this week meant things were pretty slow overall.
- We placed **16** phone calls to fill requests, and **2** services were filled with phone calls.
- We sent **19** emails to fill requests and **3** services were filled with emails.
- **6** were filled by members or volunteers calling the 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 or emails to secure a volunteer.

How Volunteers Were Found

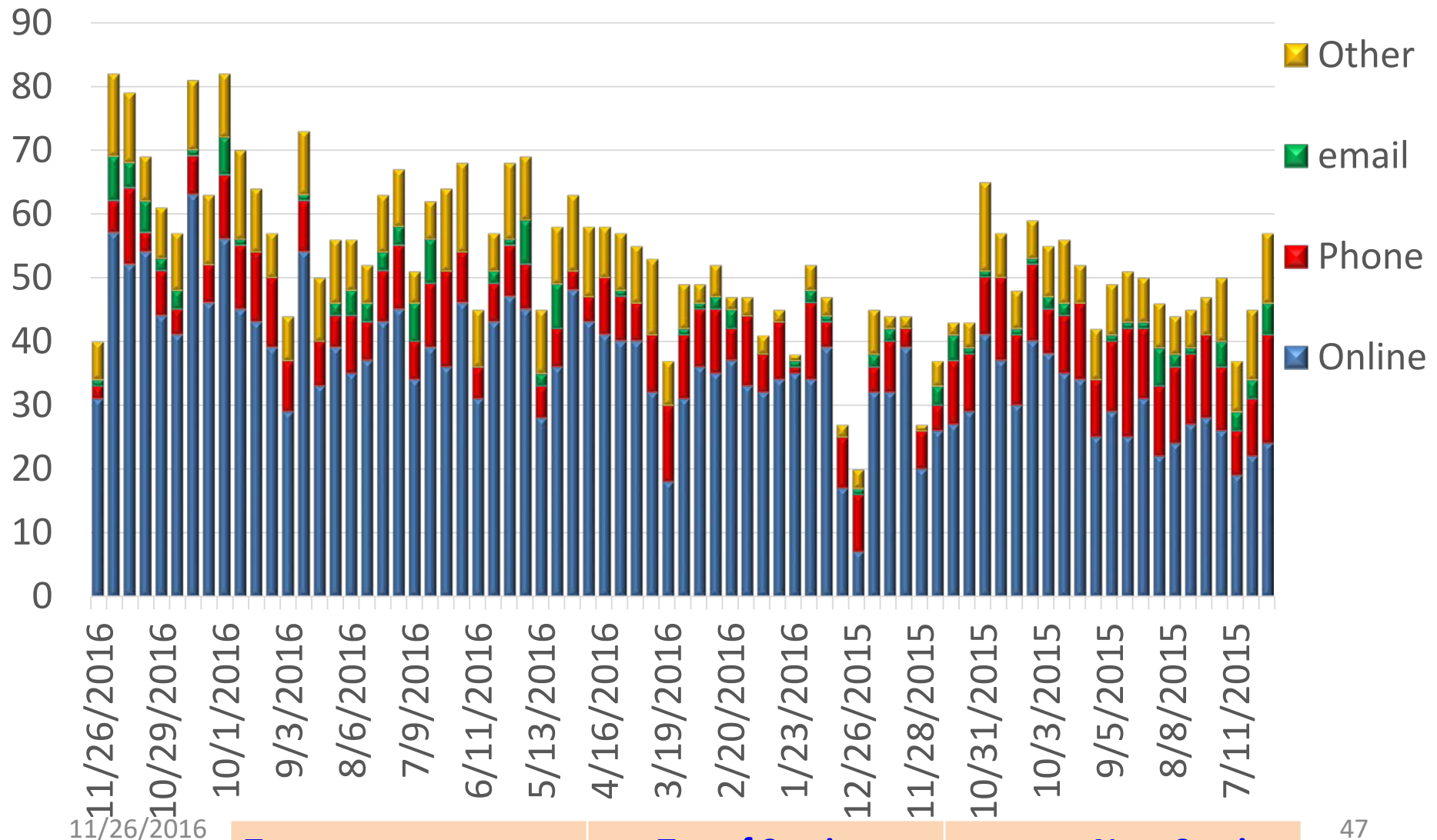
11/26/2016



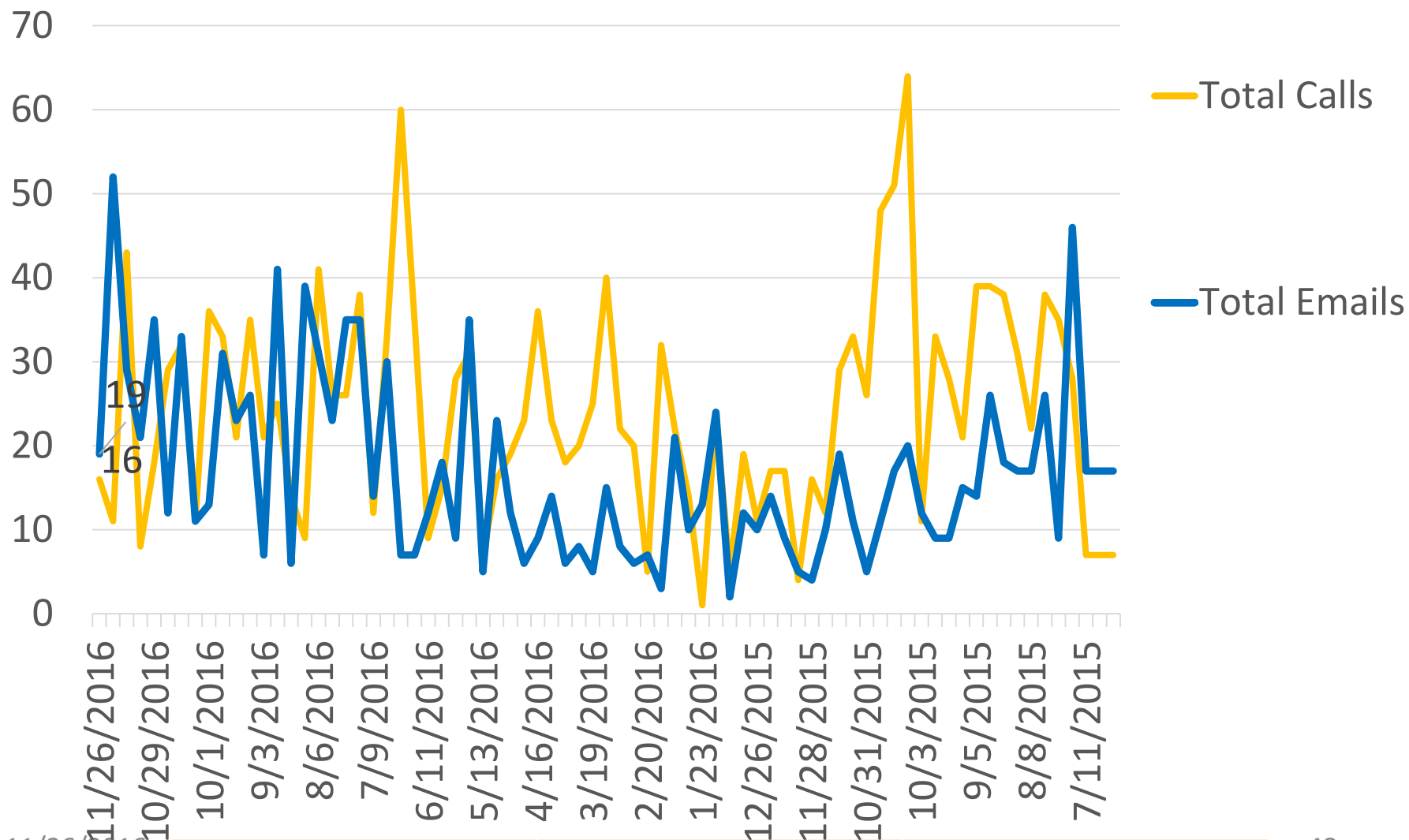
Number of Contacts to Fill This Week's Service



How Volunteers Who Filled Services Were Contacted



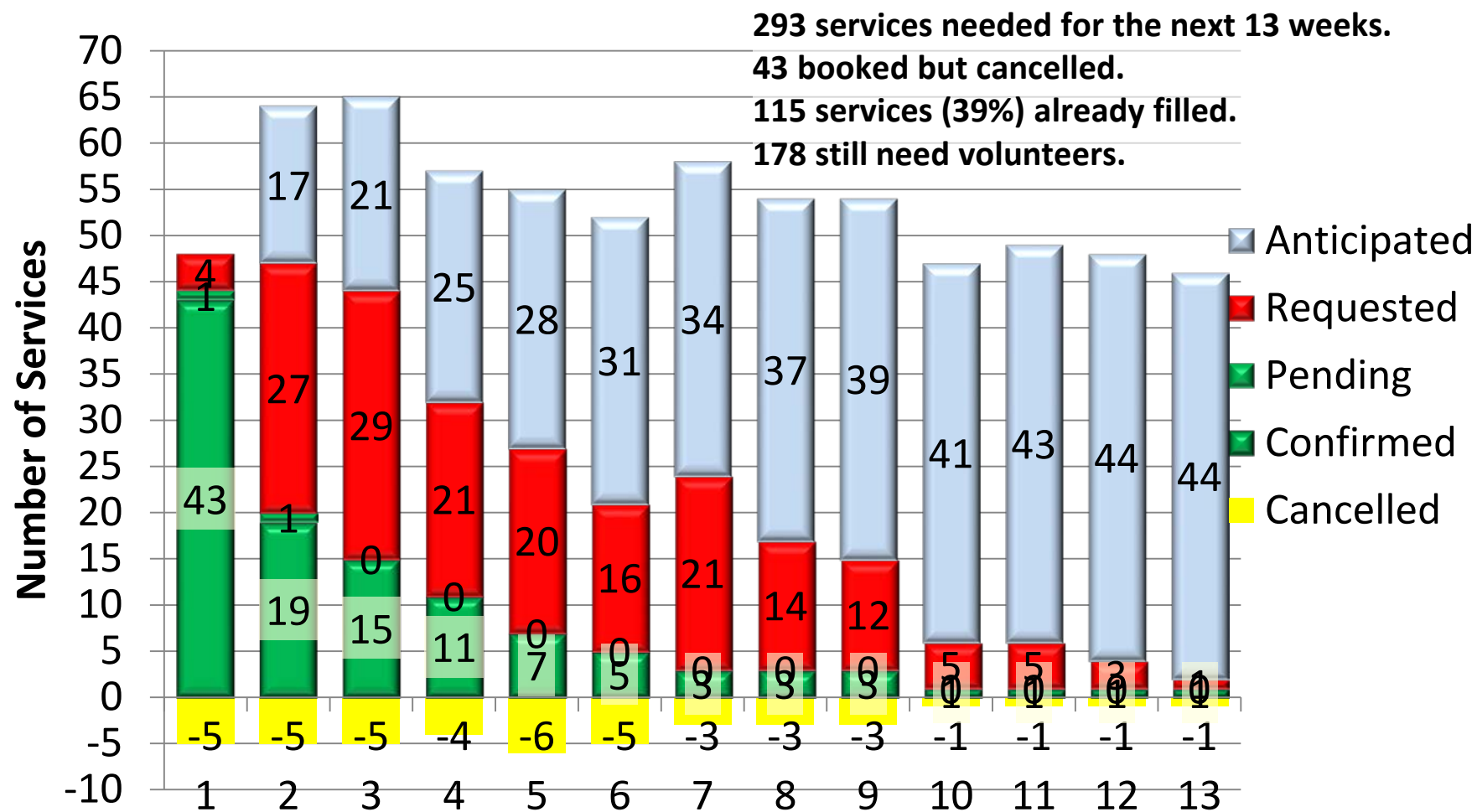
Total Calls and Emails



Looking forward

FUTURE SERVICES

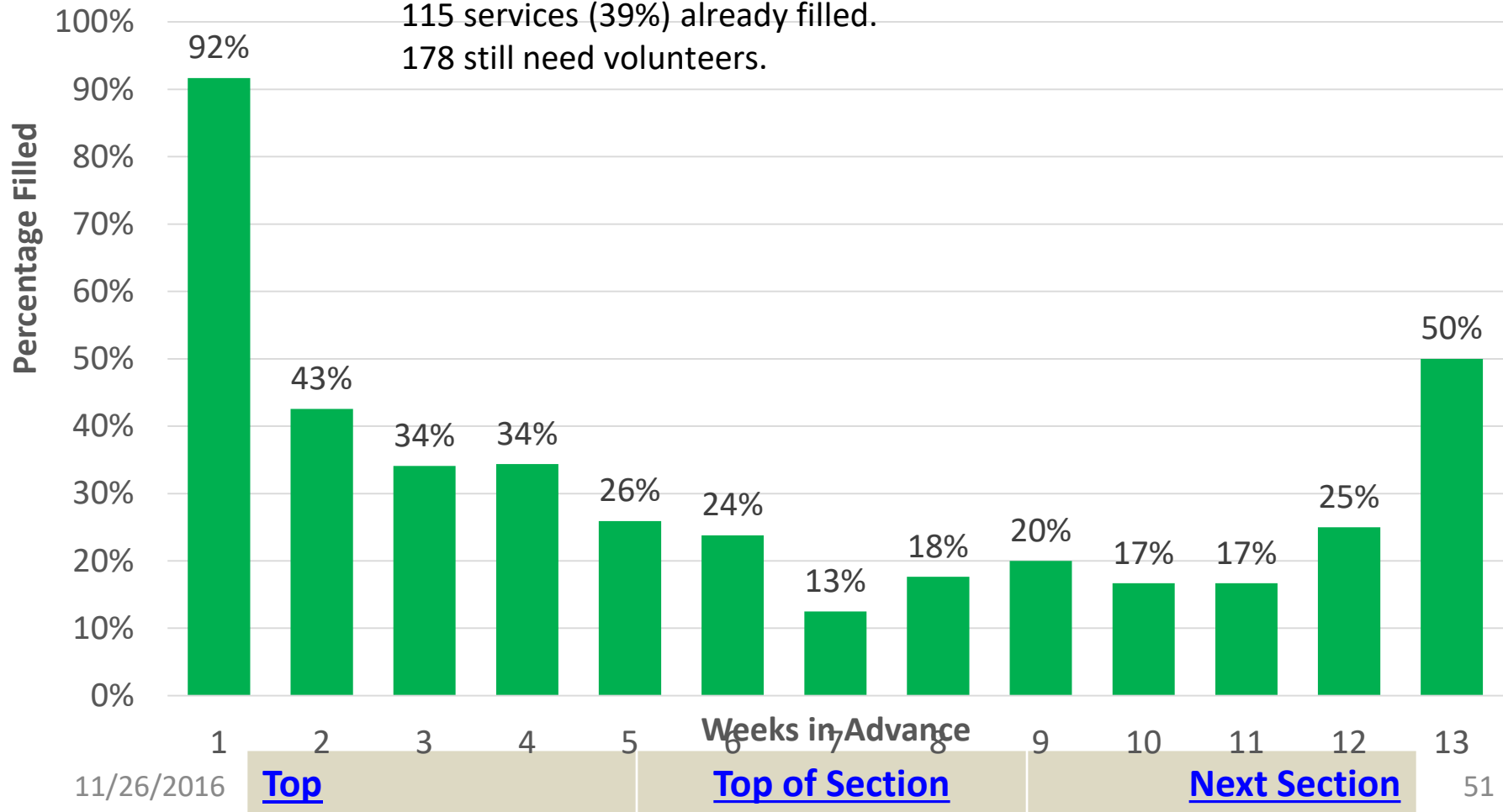
Service Requests on the Books



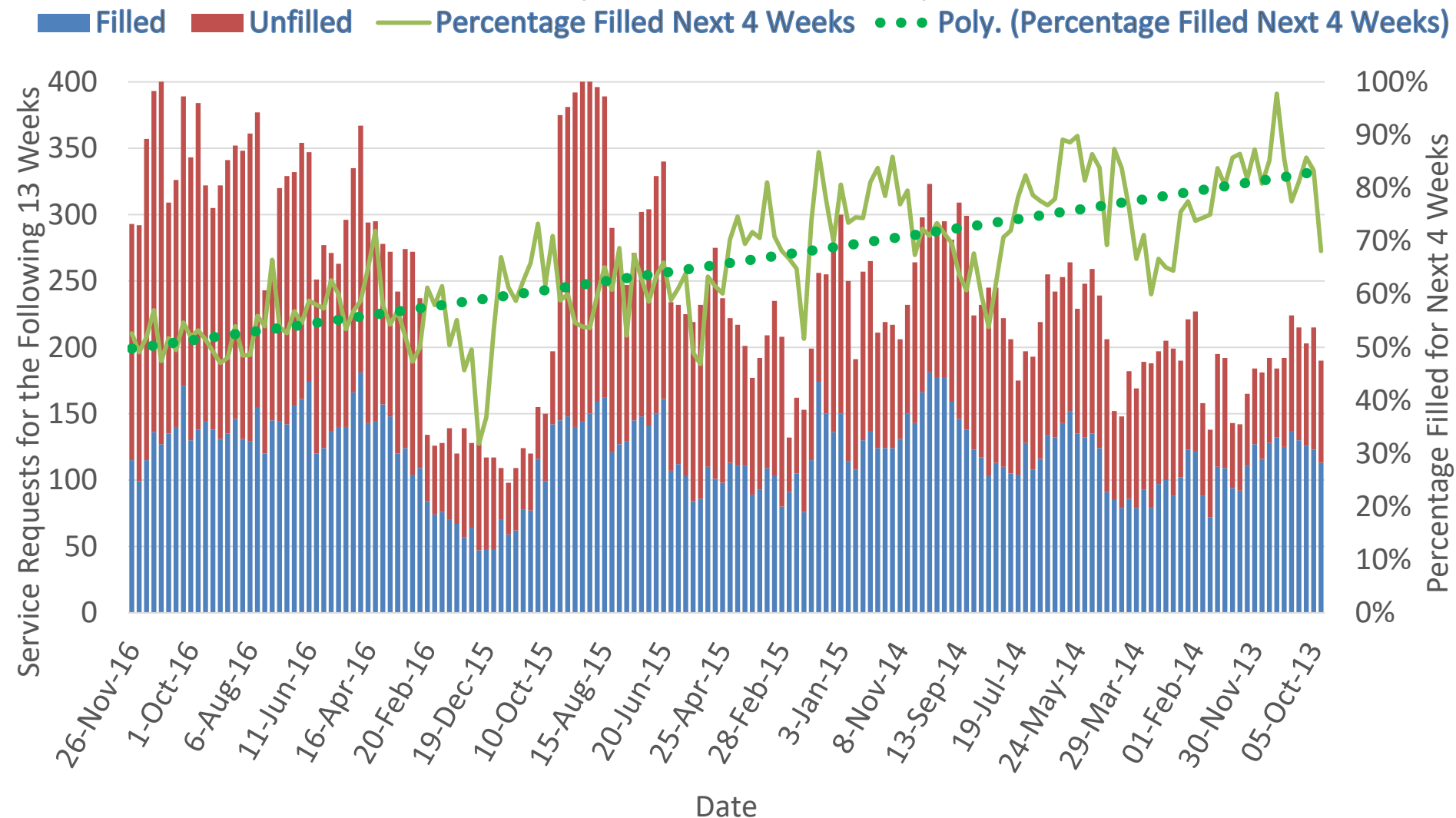


Percentage of Services for Next 13 Weeks Filled

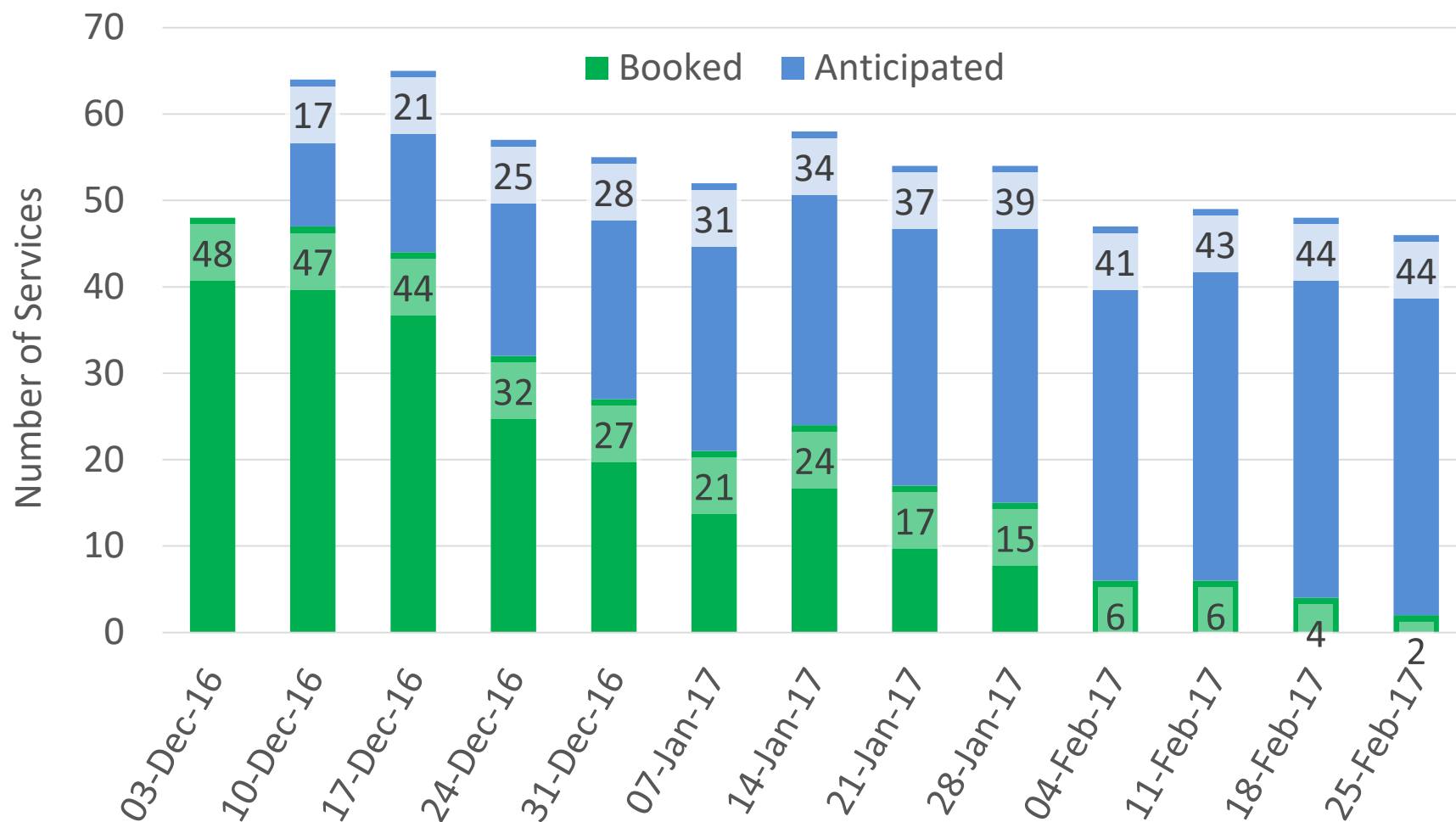
293 future services covering the next 13 weeks.
115 services (39%) already filled.
178 still need volunteers.



History of Future Requests



Projected Future Services

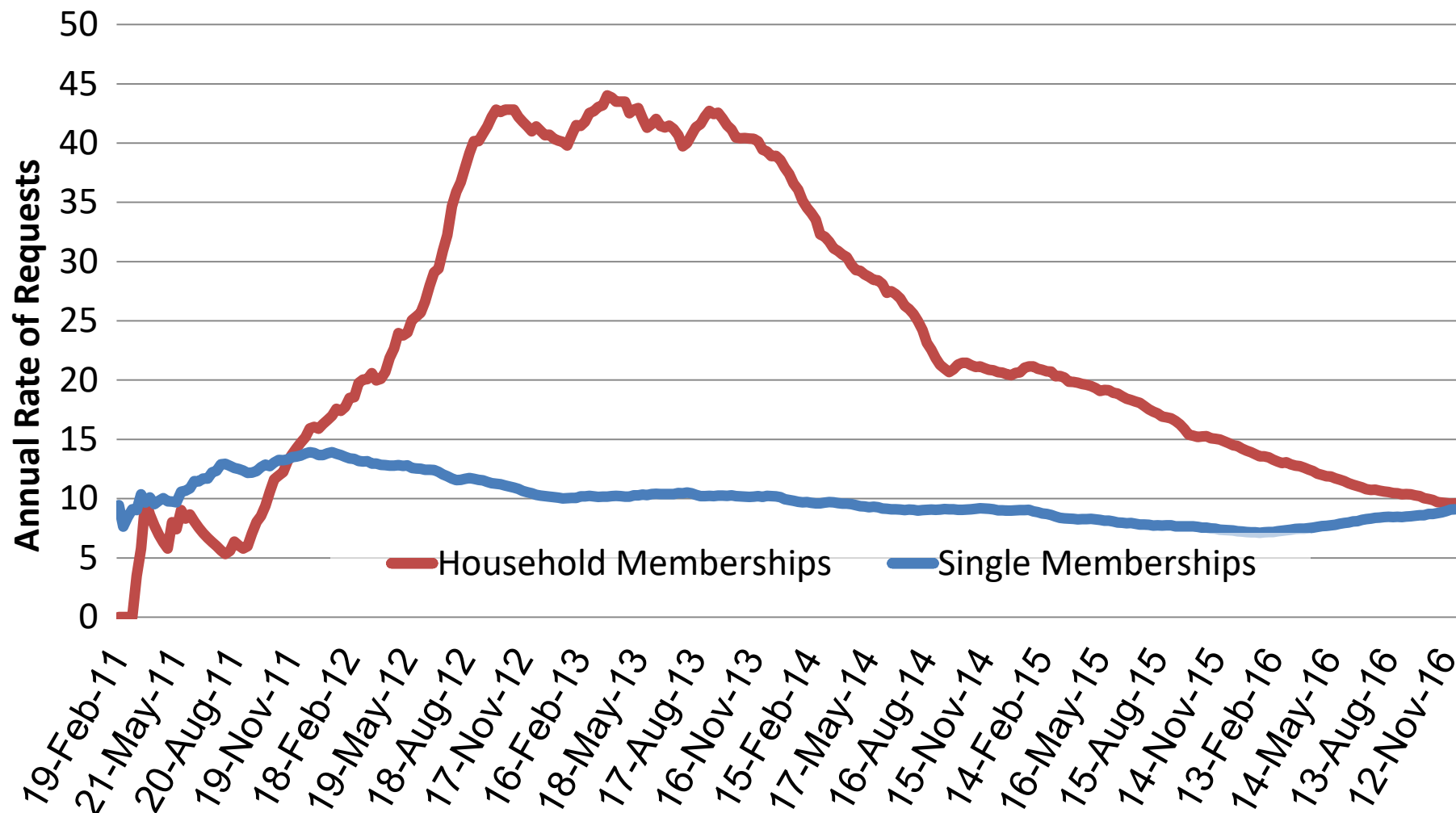


What are the Differences Between Single And Household Memberships?

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

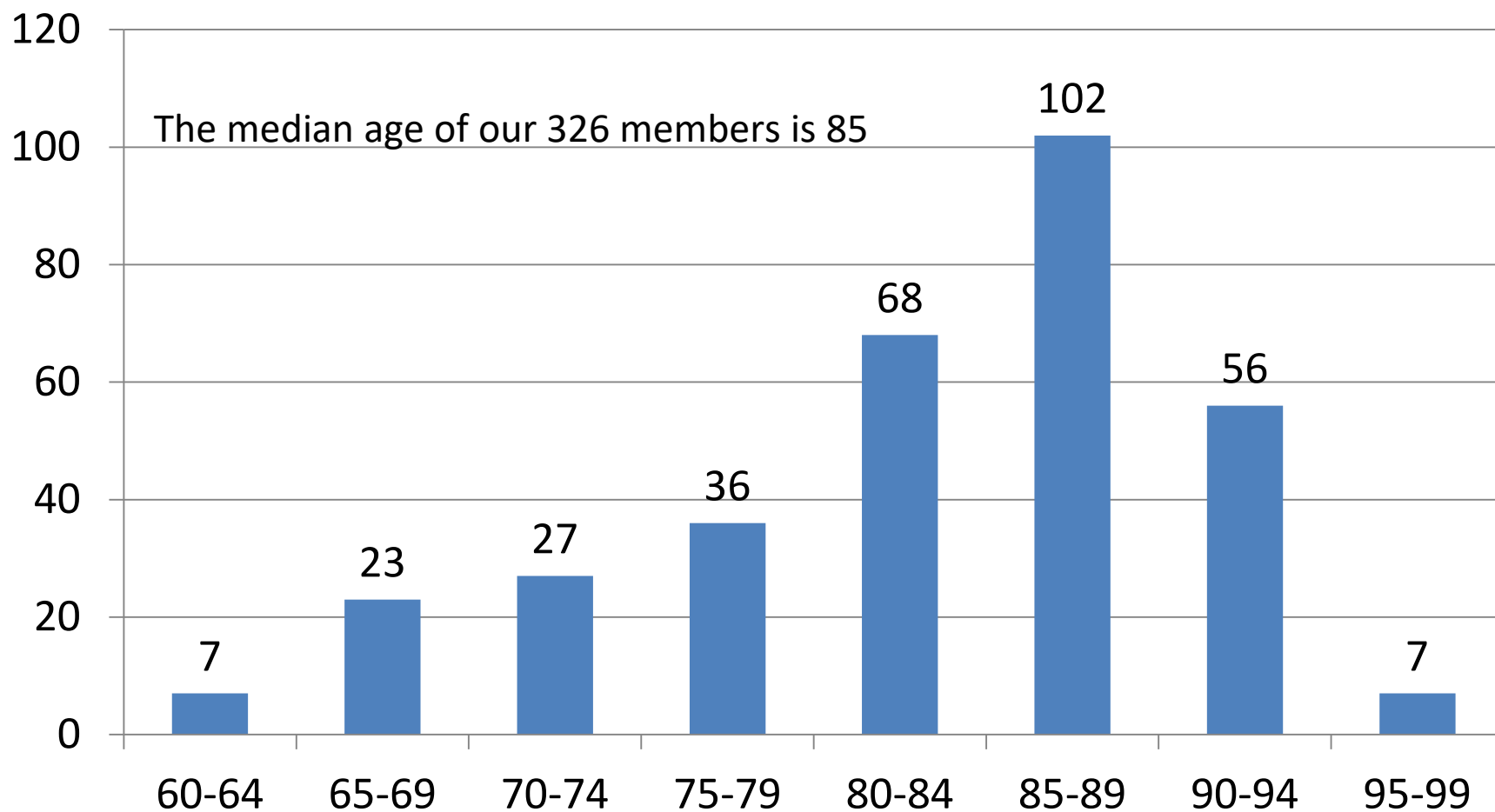


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

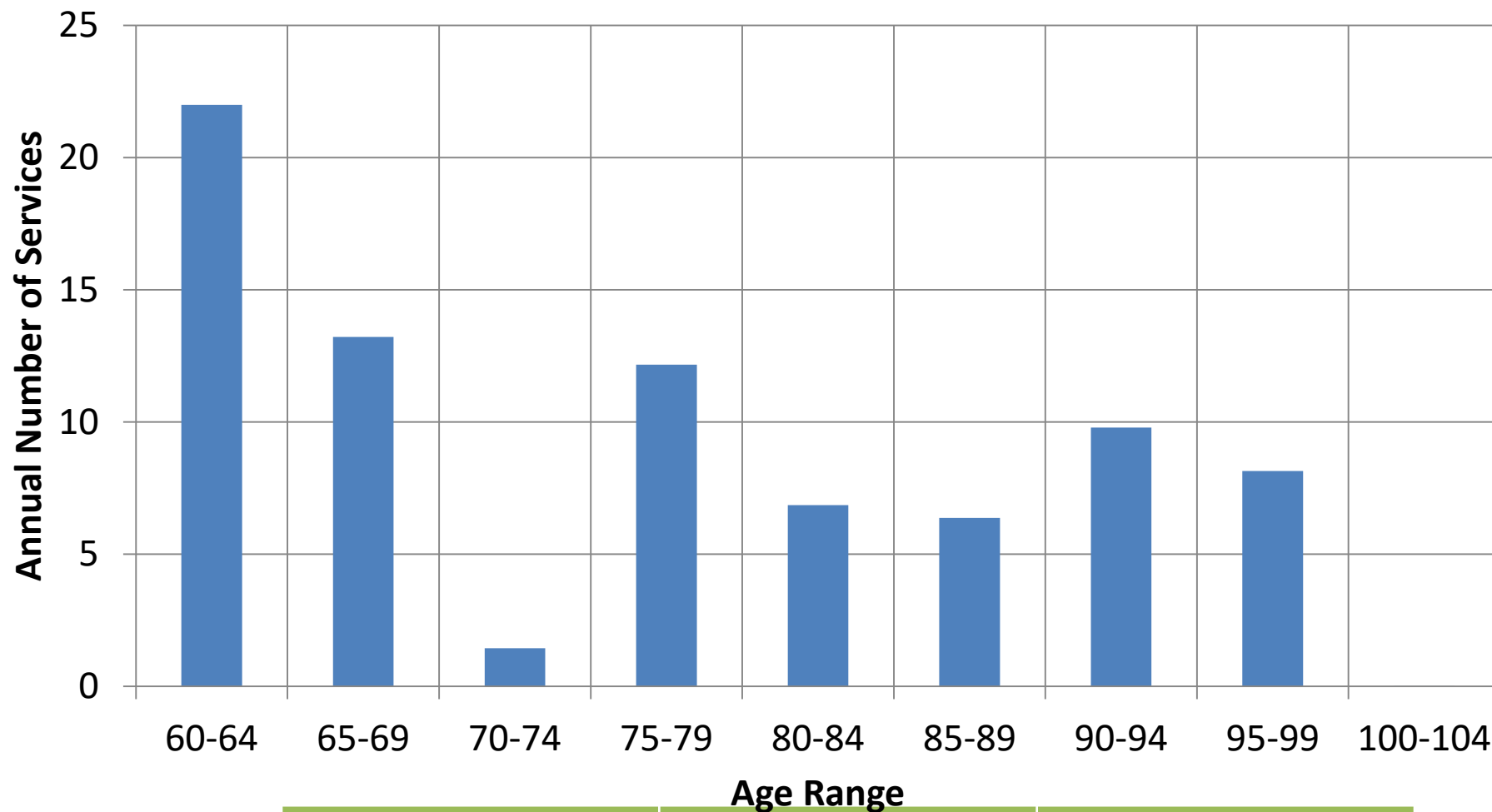
Analysis by Age Group

- The majority of our members are in their eighties. The median age is 85 years old.

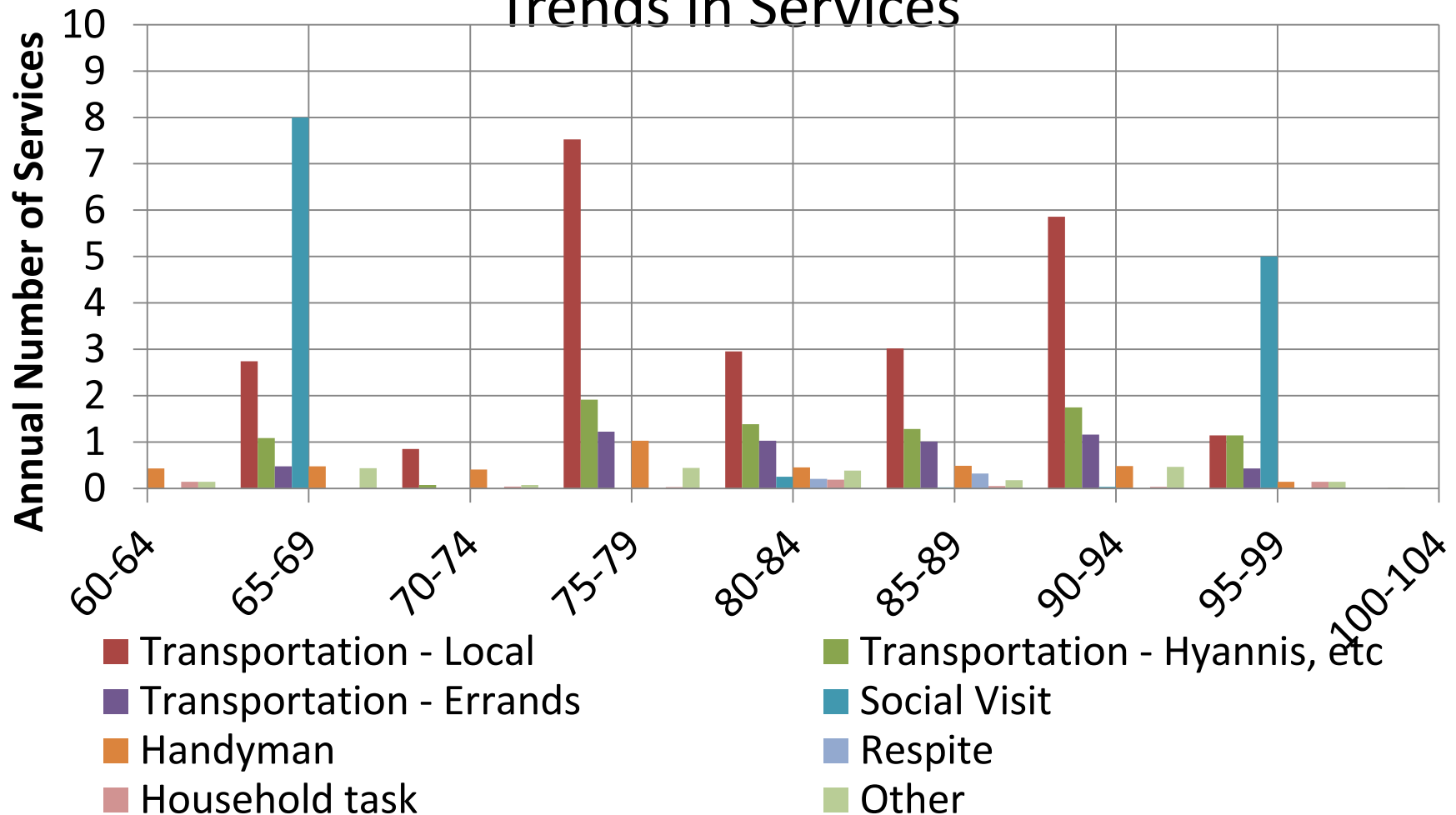
Age of Members



Annual Rate of Services by Age Range



Trends in Services

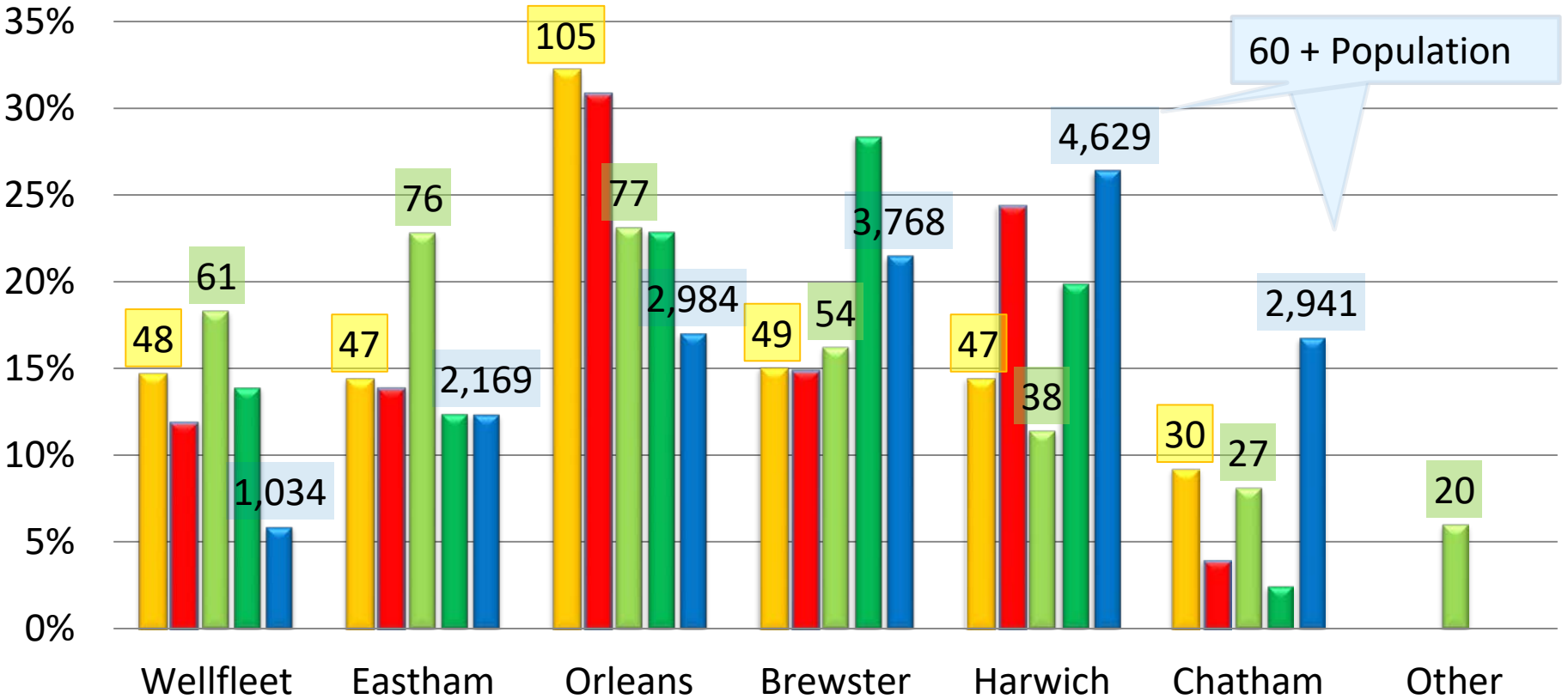


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

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,](#)
 - 61% of all services are performed by someone from the same town.
 - 91% 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)



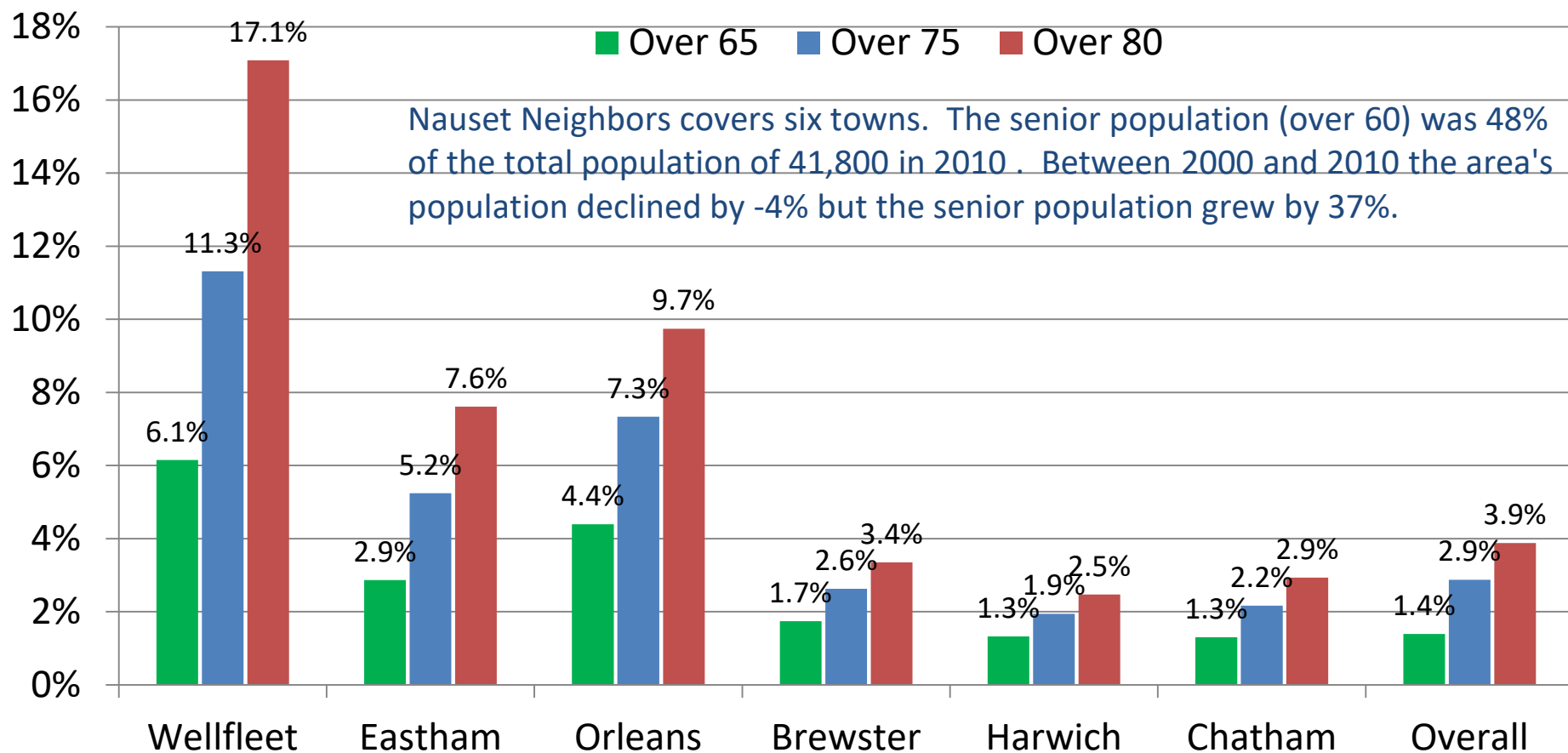
60 + Population

-  % 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



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	1254	134	311	29	45	4	1777
	Eastham	669	530	811	138	159	29	2336
	Orleans	21	104	1646	237	103	63	2174
	Brewster	15	71	599	555	461	29	1730
	Harwich	9	1	74	192	832	24	1132
	Chatham		2	53	15	98	122	290
	Other	6	0	9	8	9	0	32
	Total Used	1974	842	3503	1174	1707	271	9471

Towns of Service Providers and Recipients (Last 4 Weeks)

63% of services are provided by someone from the same town. 91% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	21	4	2		1		28
	Eastham	2	13	8	2			25
	Orleans		5	36	2	2	1	46
	Brewster	1	6	14	21	14	1	57
	Harwich			1	5	32	2	40
	Chatham			1			4	5
	Other	0	0	0	0	0	0	0
	Total Used	24	28	62	30	49	8	201