

Week 318 Member Services Report

March 18, 2017



Harding Beach, Chatham
[By Michael Eckrich-Neubauer](#)

Summary of the Past Week

- Predictions of a winter storm lead to an above average number (24) cancellations this past week.
- We performed 41 services last week out of 65 requests.
 - 24 requests were cancelled.
 - 13 were cancelled after volunteers were found
 - We were unable to fill 1 service request.
- We placed 10 phone calls and filled 5 services by phone.
 - 78% of services were filled online
 - 9% of services were filled by phone
 - 9% of services were filled by email and
 - 05% of services were filled by private arrangement
 - We have an analysis of [growth and renewal rates](#).
- To view reports for previous weeks click [here](#).

Numbers for the Week

- This the weather reduced the number of requests completed.
 - Last Week: 38 volunteers performed 41 services for 31 households and covered 10 office shifts. In total, with 13 filled cancellations we filled 64 assignments. In addition, 11 more requests were cancelled before volunteers were found.
 - Last Month: 95 volunteers performed 197 services for 64 households. We also covered 40 office shifts.
 - Last Year: 241 volunteers performed 2831 services for 216 households.
- We have 345 members and 309 volunteers.
 - One year ago we had **315** members
 - We added **108** members during the year
 - but lost **77** members
 - for a net increase of **30** in the last year.
- The number of volunteers in the database is climbing.
 - The median age of our volunteers is 69
 - The median age of our members is 85
 - **One** new member was added, one passed away, and our waiting list has **9** people.
 - The people on the waiting list have waited at most **five** weeks before being offered membership.

Looking Forward

- The number of future services is about the same as last week.
- We have 243 future service requests.
 - 34 booked but cancelled.
 - 23 need filling next week,
 - 109 need filling over the next 4 weeks
- 42% 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?

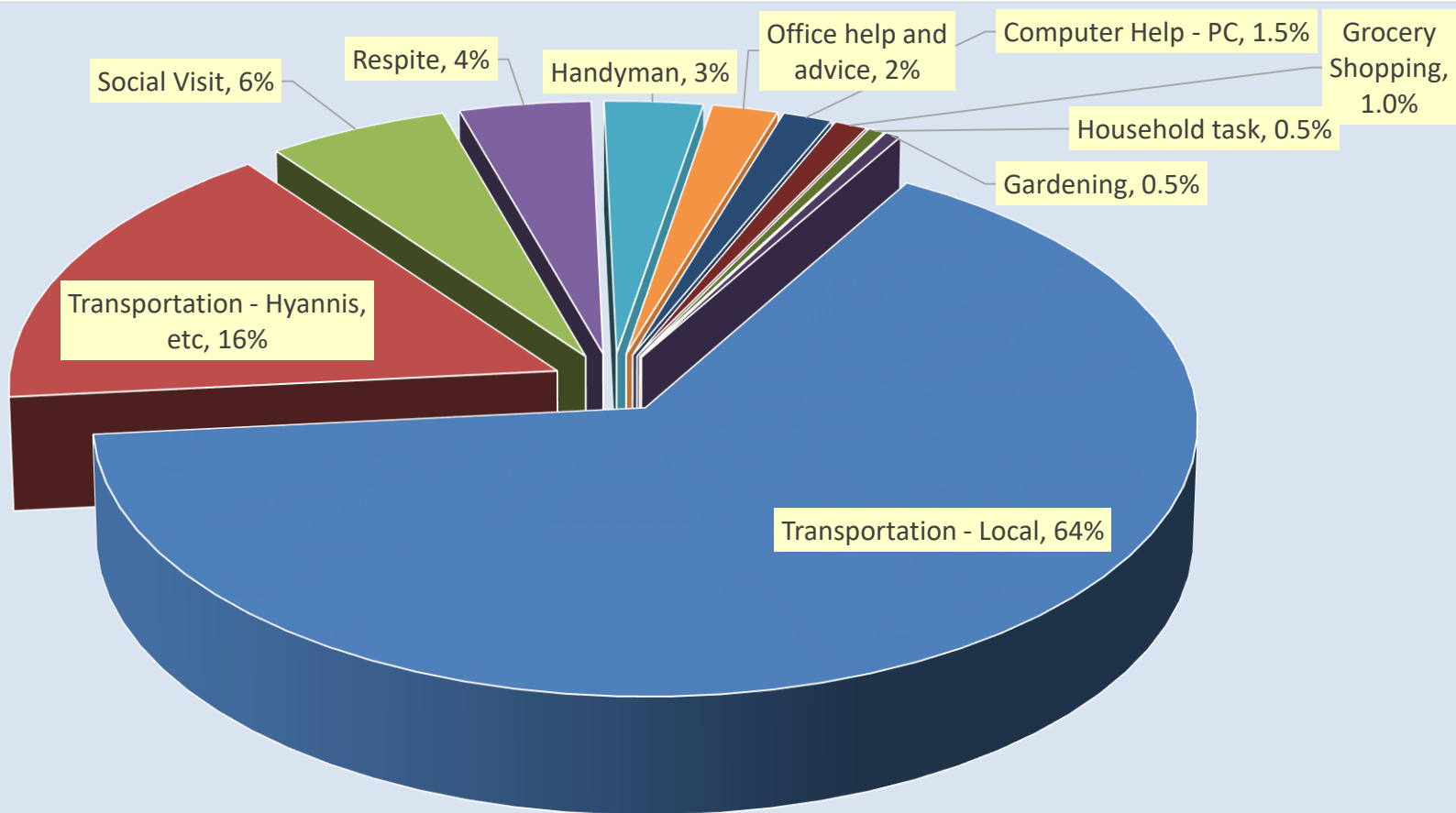
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**80%**).
- 64 households(22%) received 197 services in the last four weeks
- 216 households received 2831 services in the last 52 weeks .
- The annual rate of services is **9** per year per household.
- The 10% most needy members used a little over **50%** of services.

Services in the Last 4 Weeks

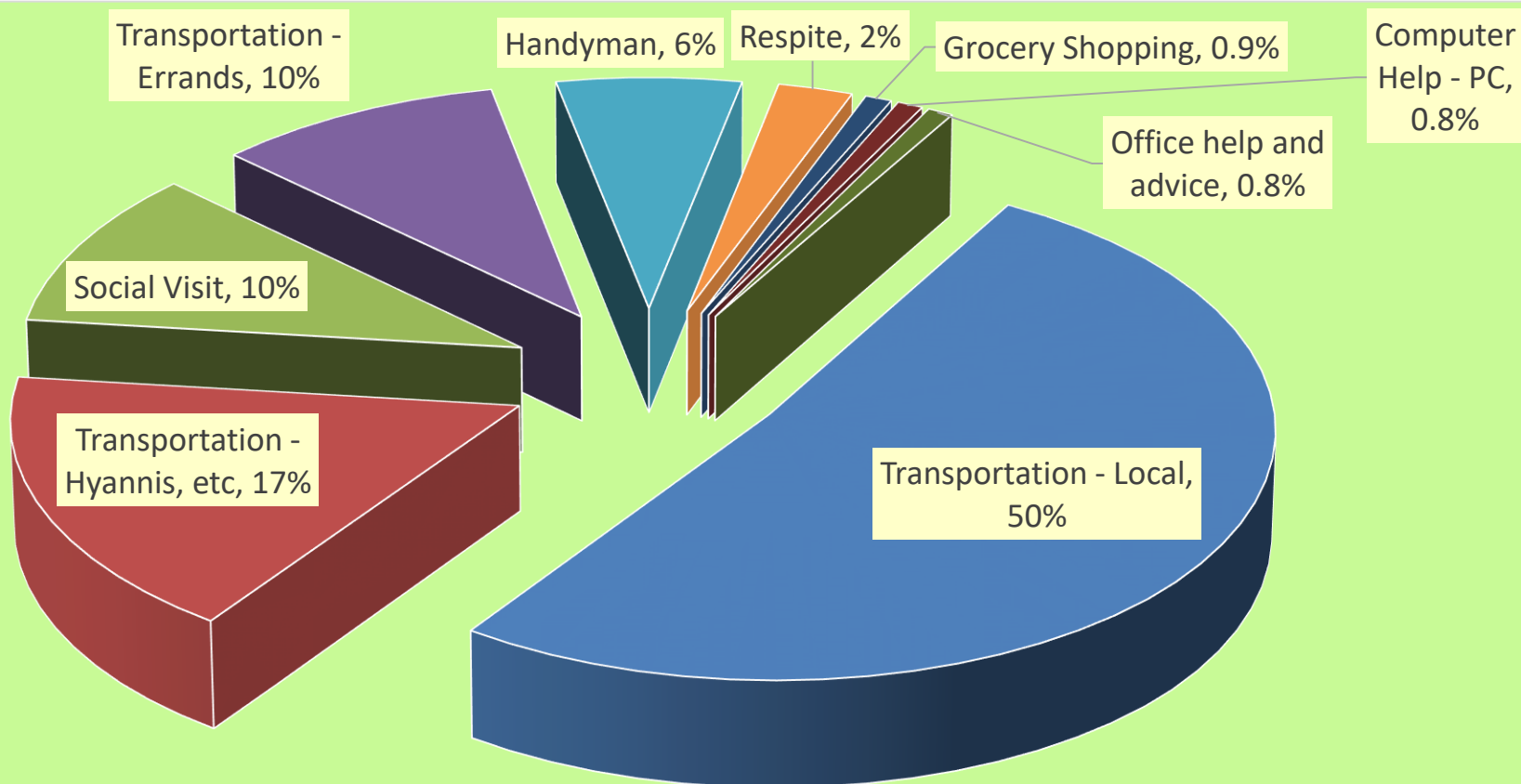
3/18/2017



64 households received 197 services in the last four weeks

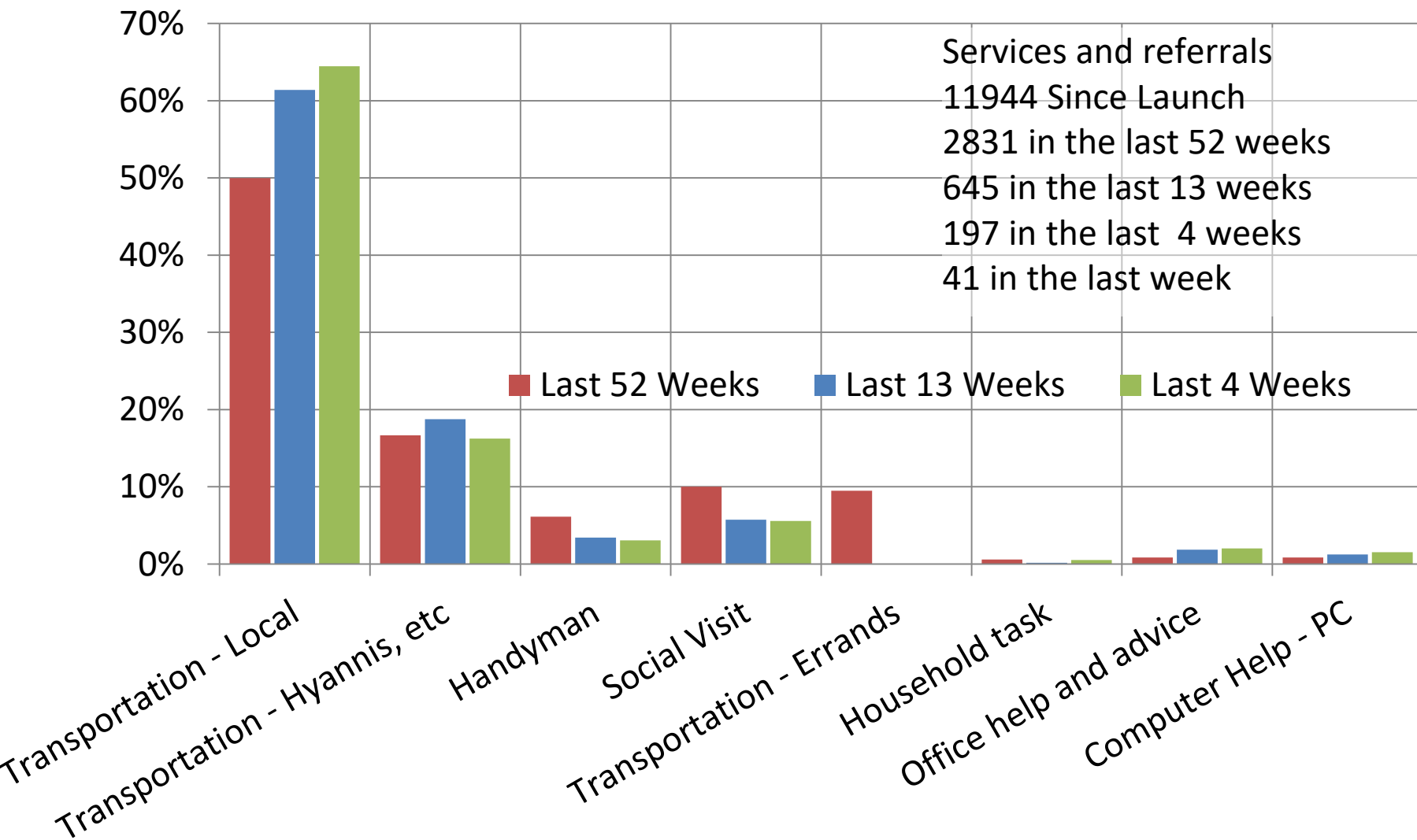
Services in the Last 52 Weeks

3/18/2017

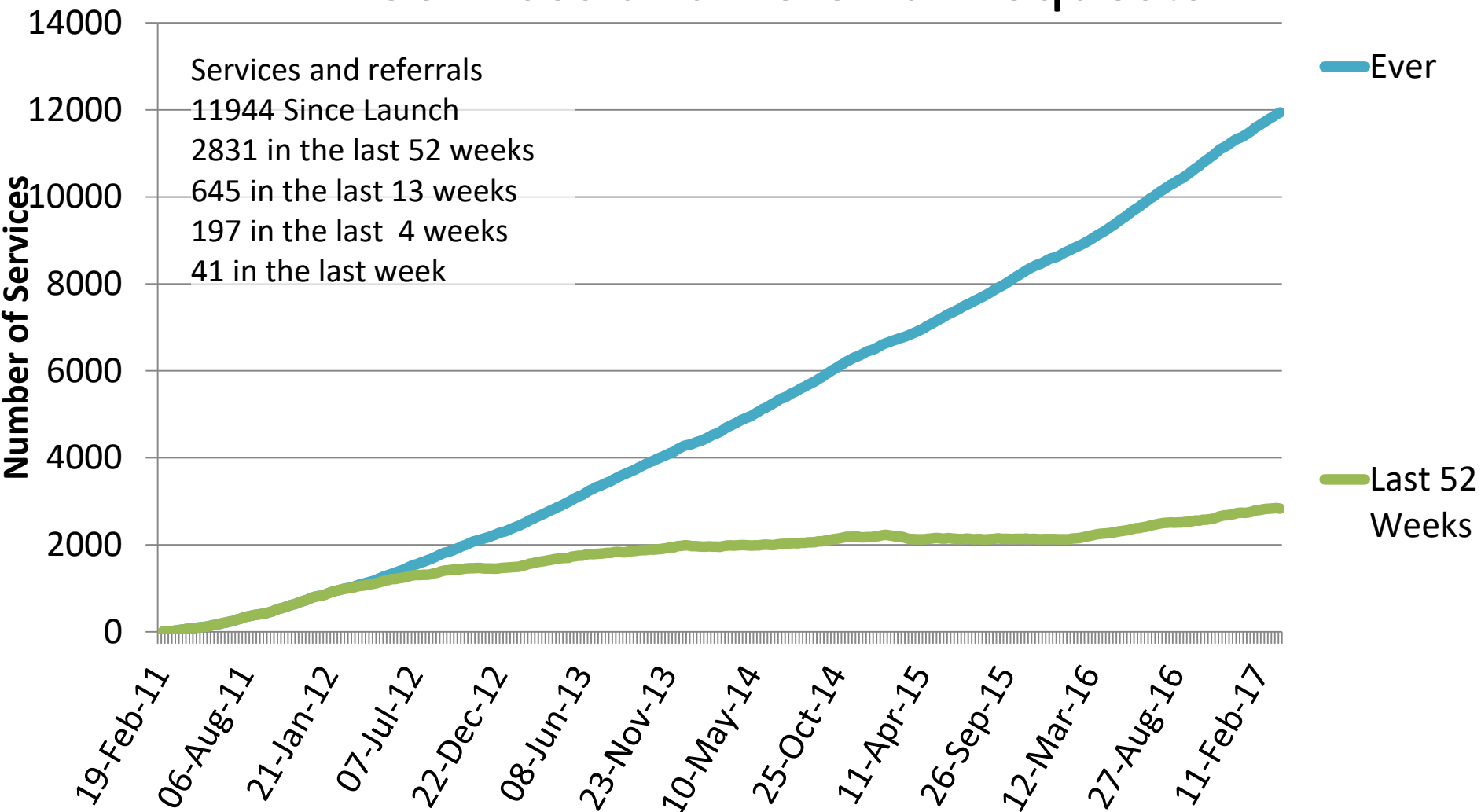


216 households received 2831 services in the last 52 weeks

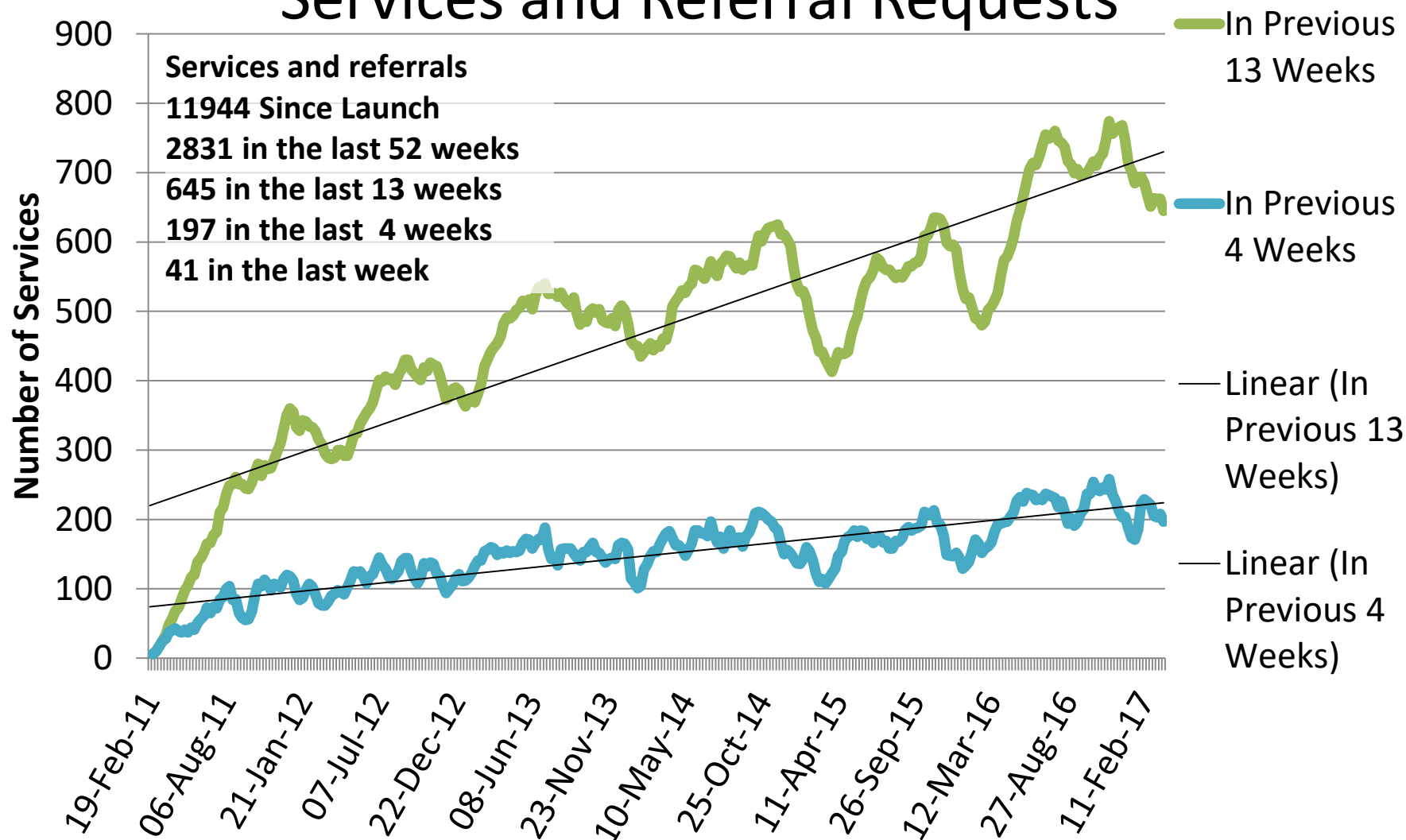
Trends in Services



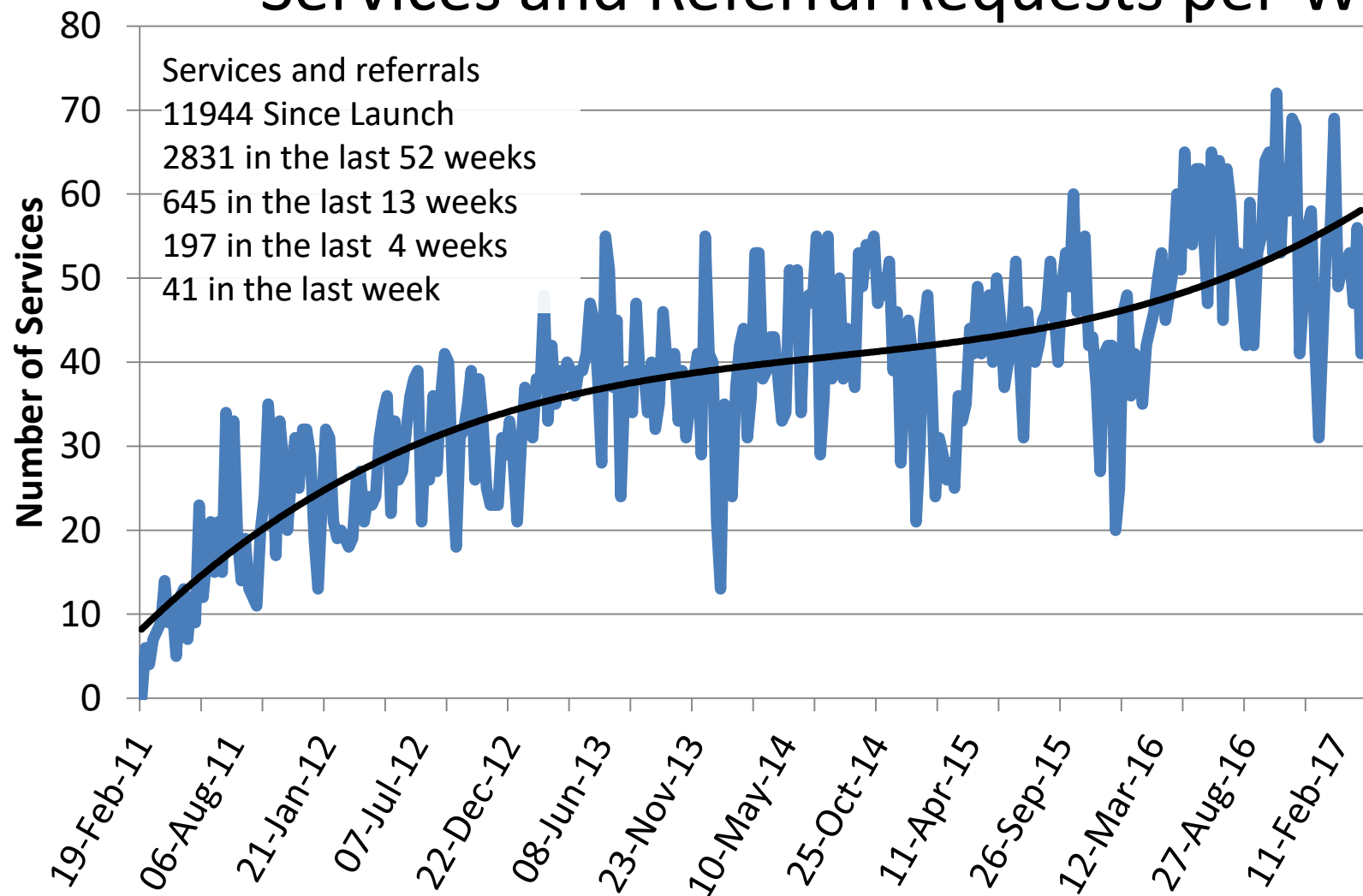
Services and Referral Requests



Services and Referral Requests

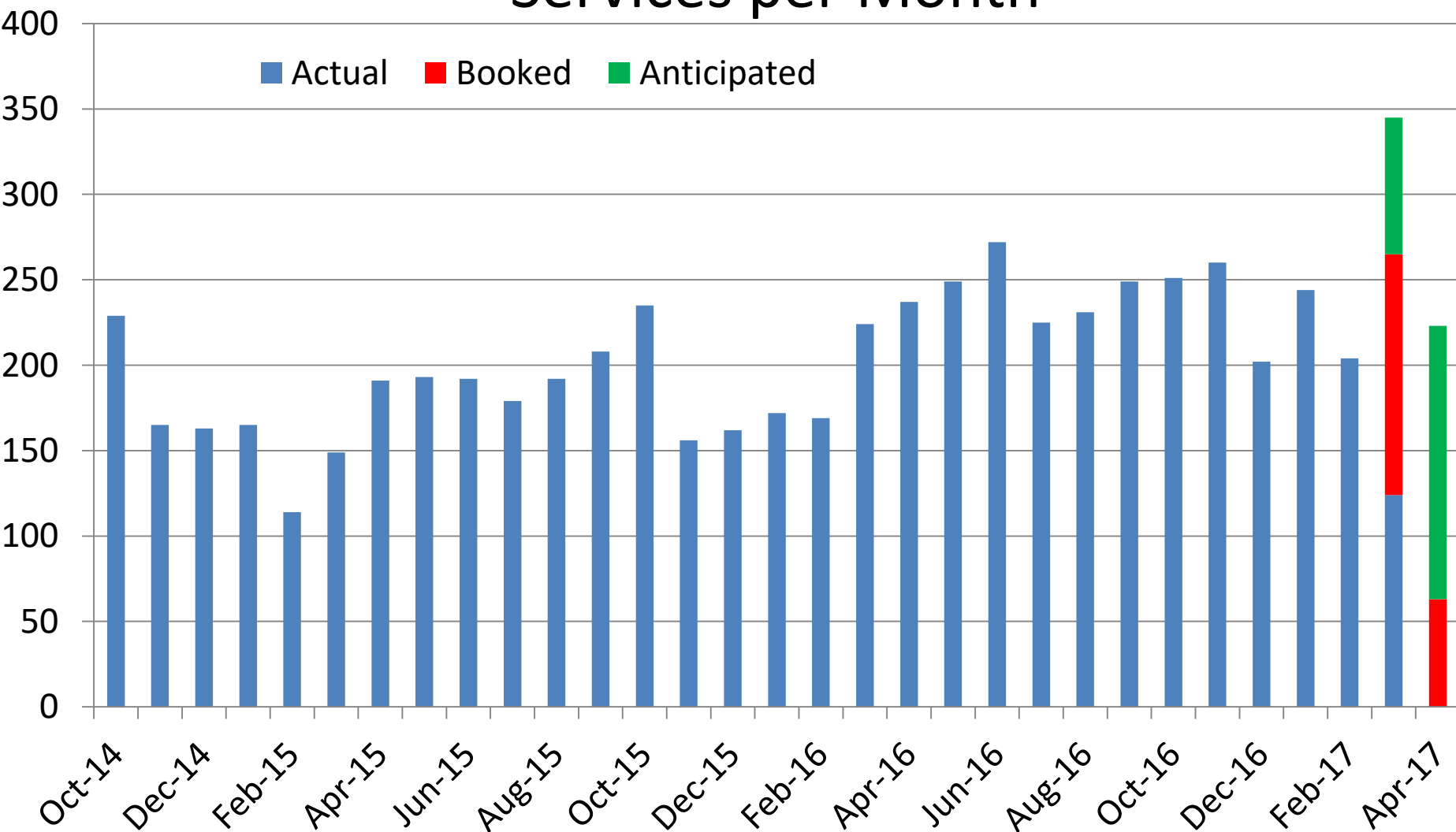


Services and Referral Requests per Week

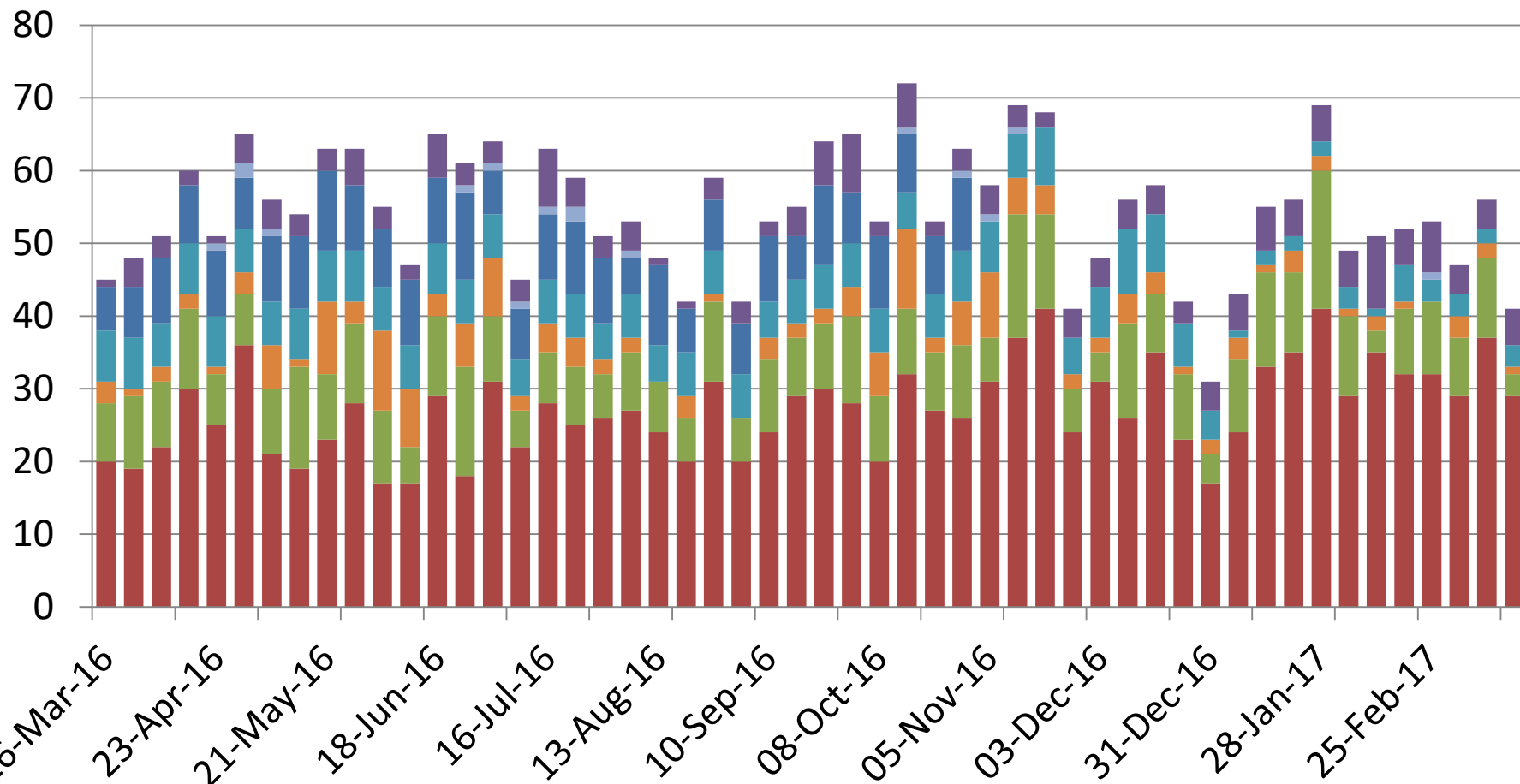


Services per Month

Actual Booked Anticipated



How Have Direct Services Varied in the Last Year?



Transportation - Local

Transportation - Hyannis, etc

Handyman

Social Visit

Transportation - Top Brands

Household Task

Other

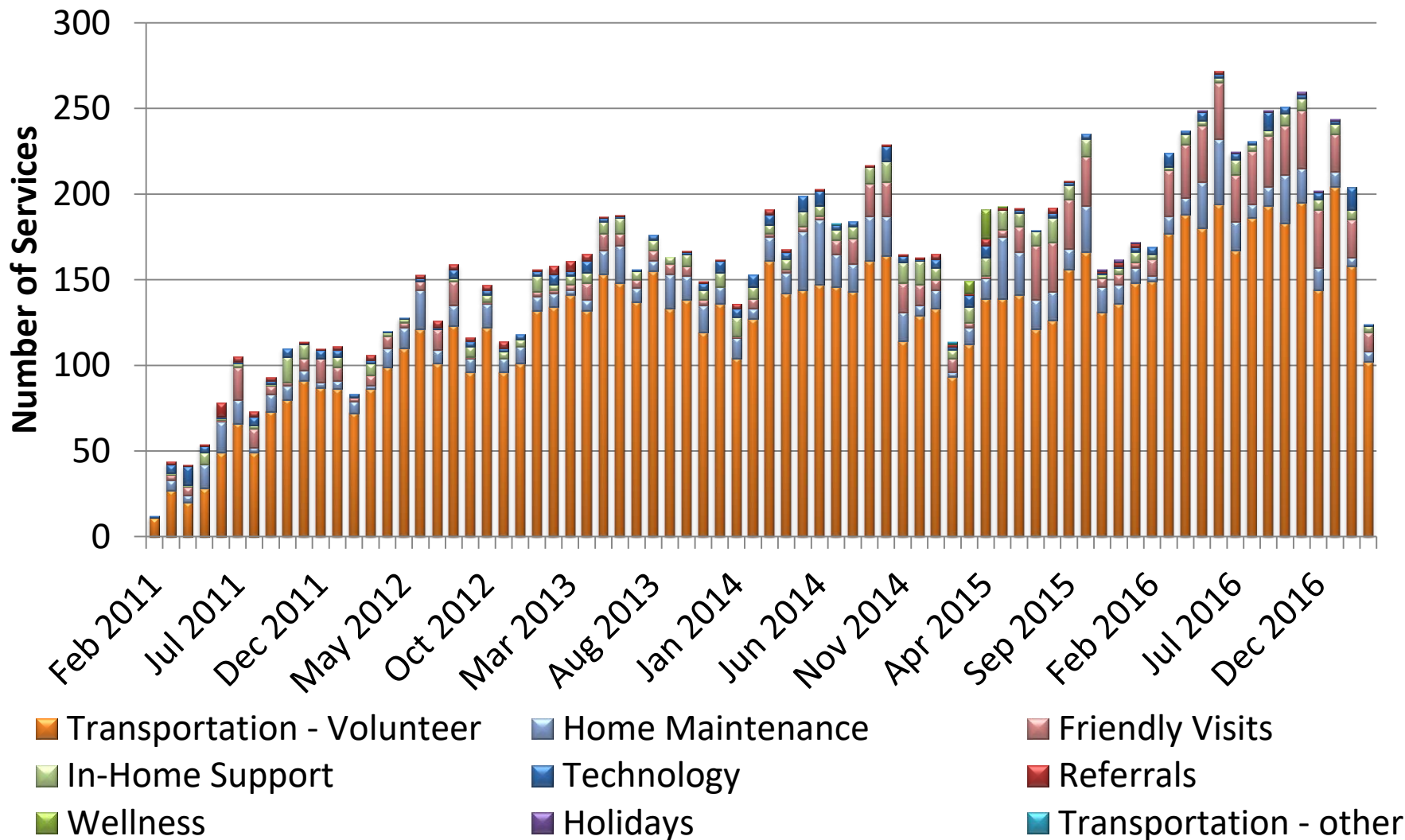
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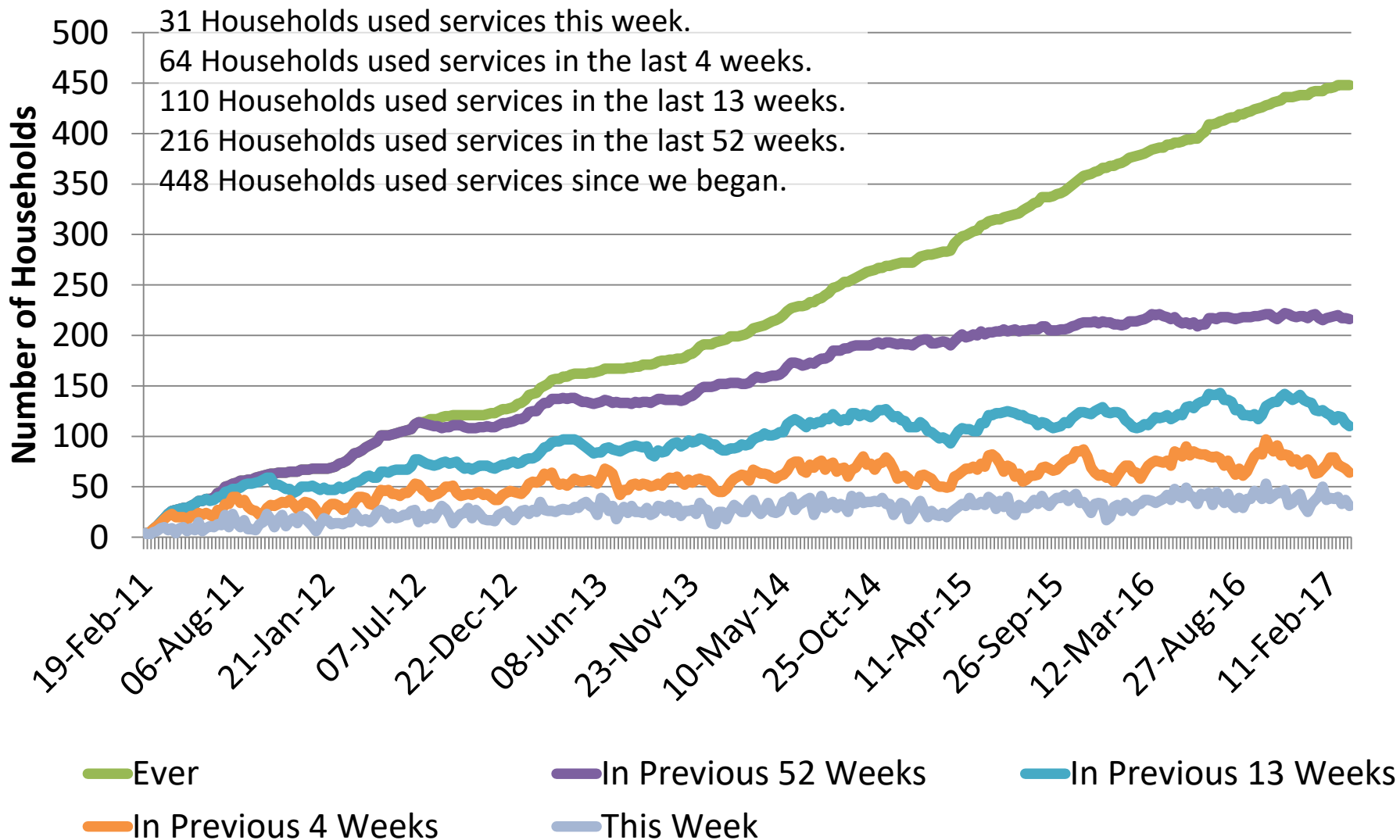
Service Categories



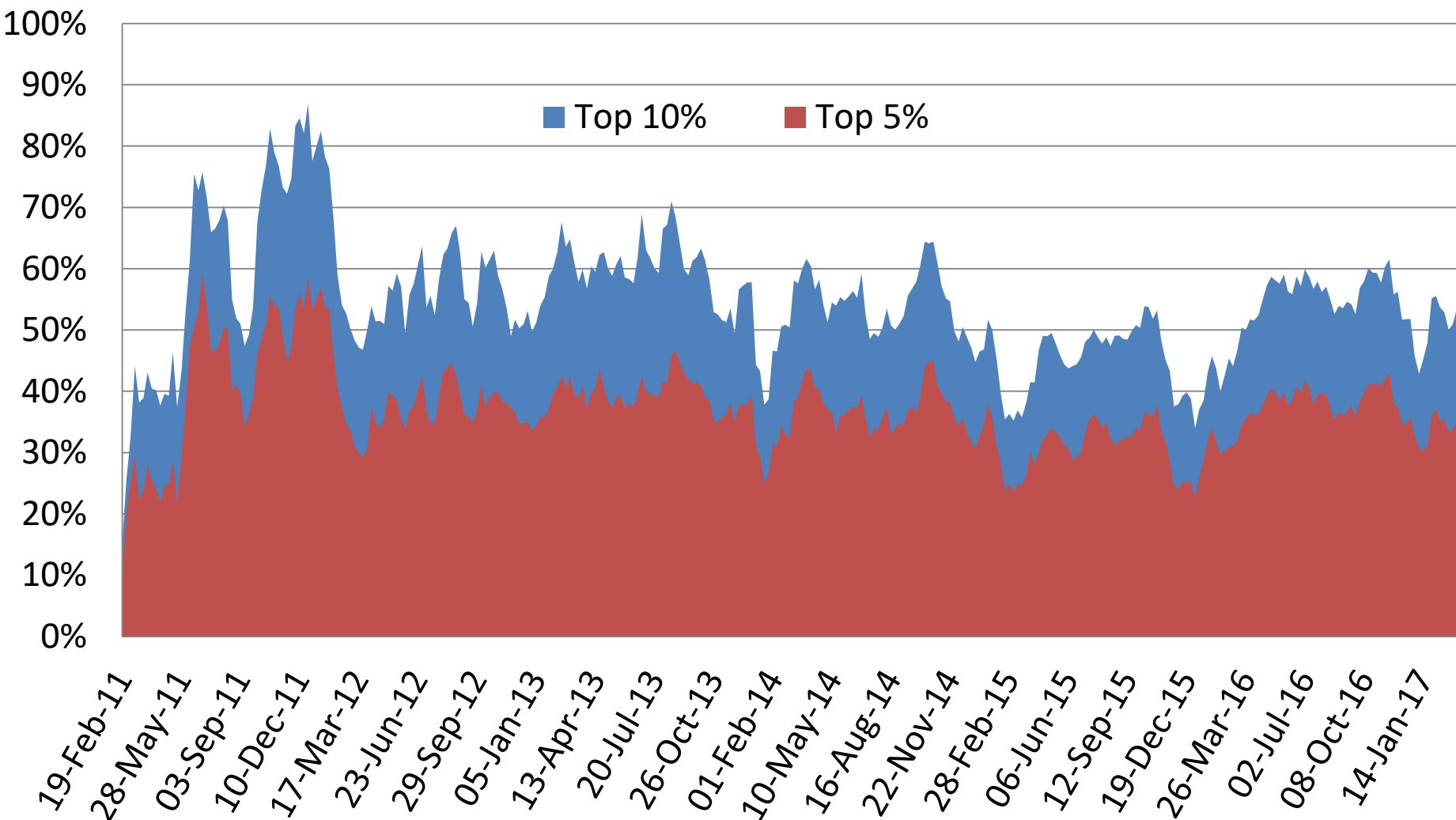
HOW MANY HOUSEHOLDS USE SERVICES?



How Many Households Served

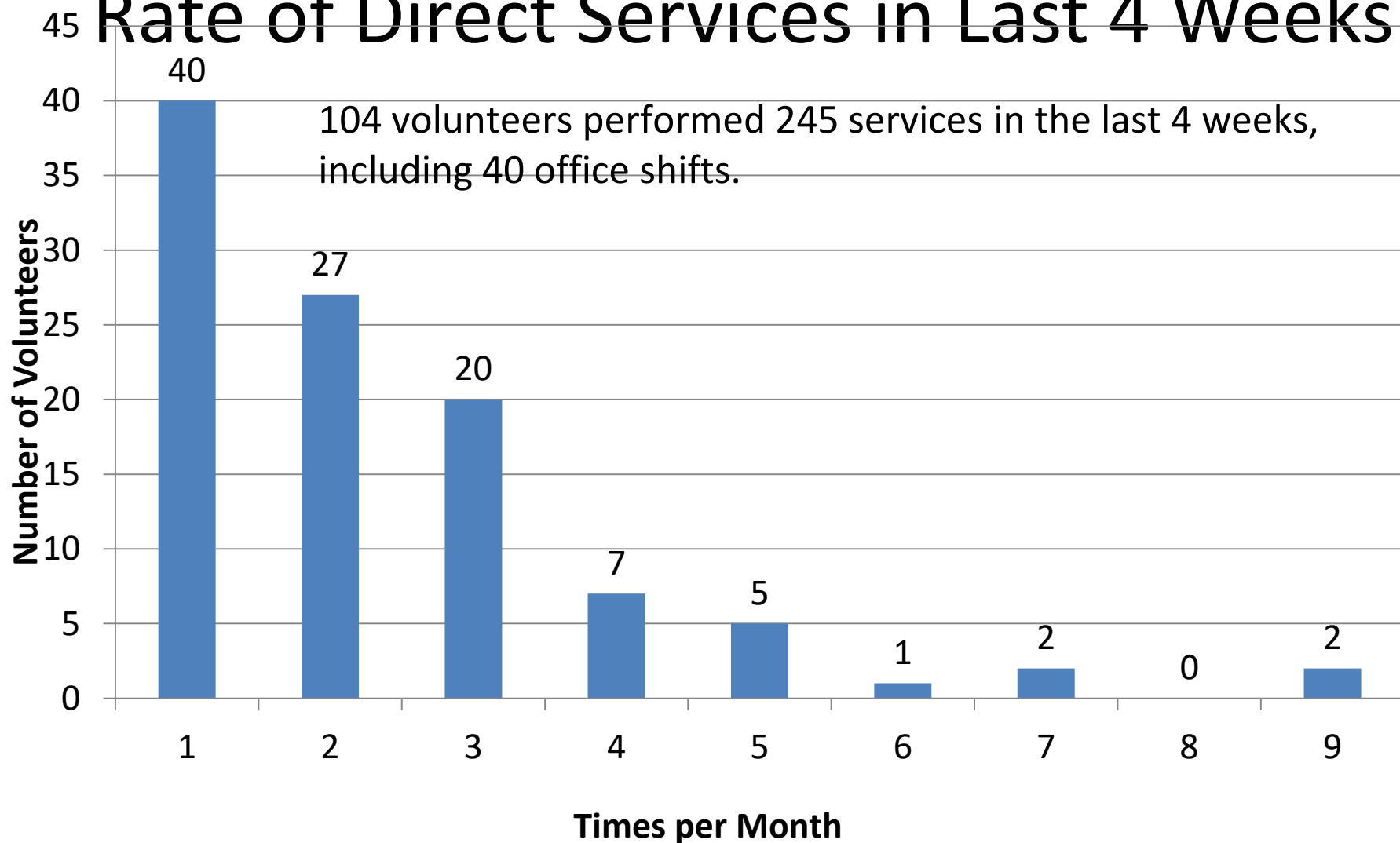


Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

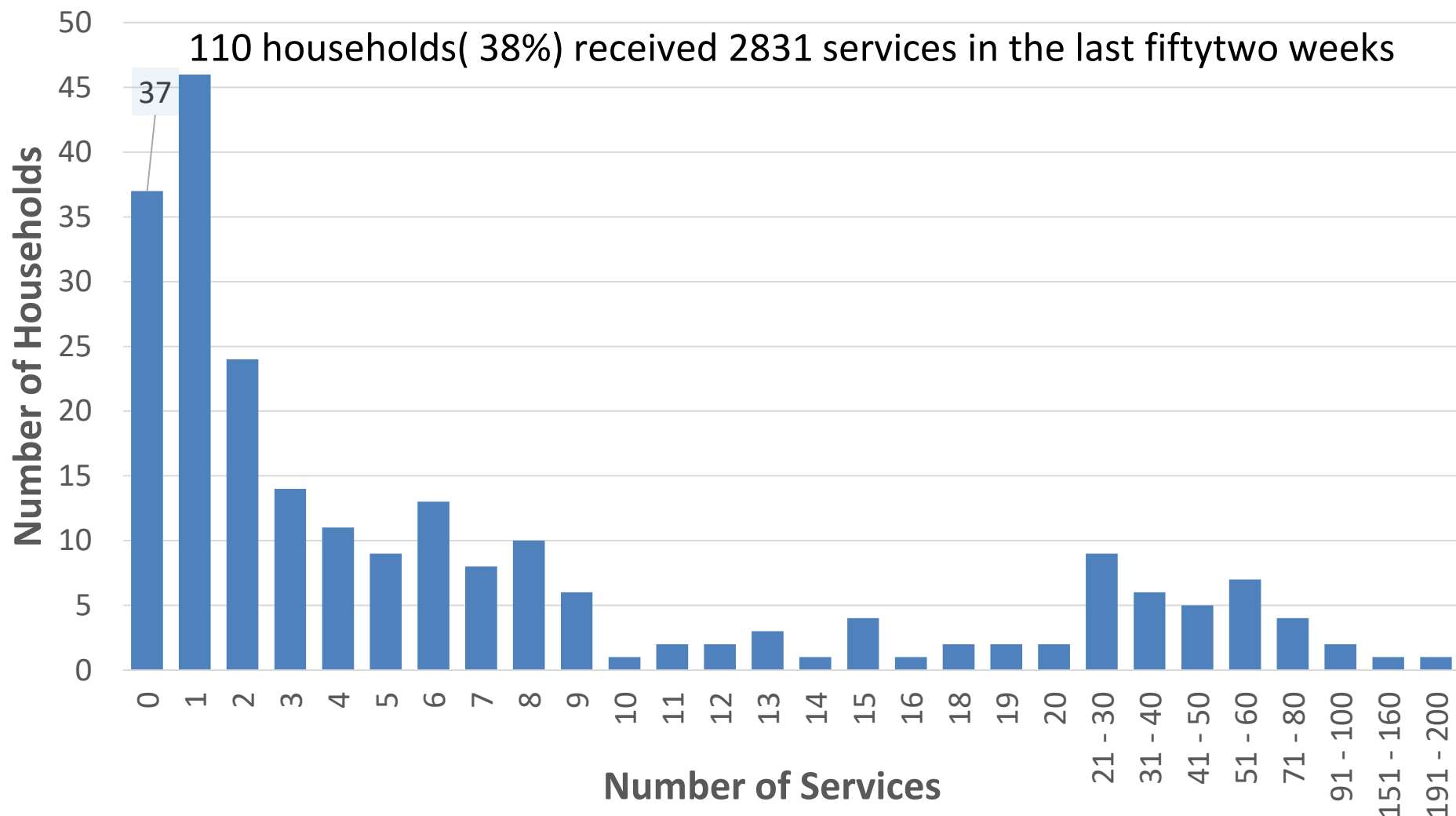
104 volunteers performed 245 services in the last 4 weeks, including 40 office shifts.





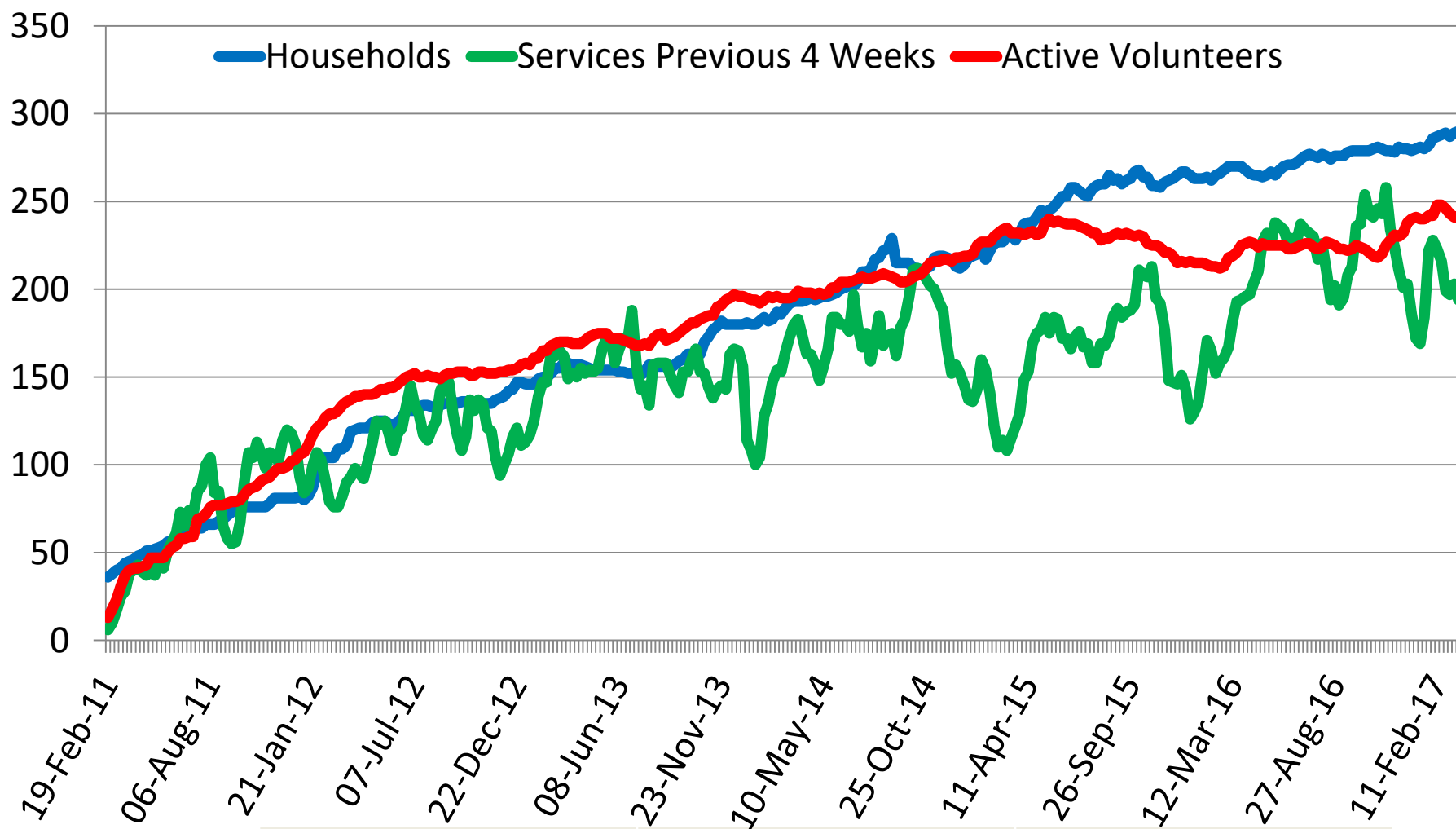
Services in Last Year by Current Households

110 households(38%) received 2831 services in the last fiftytwo weeks



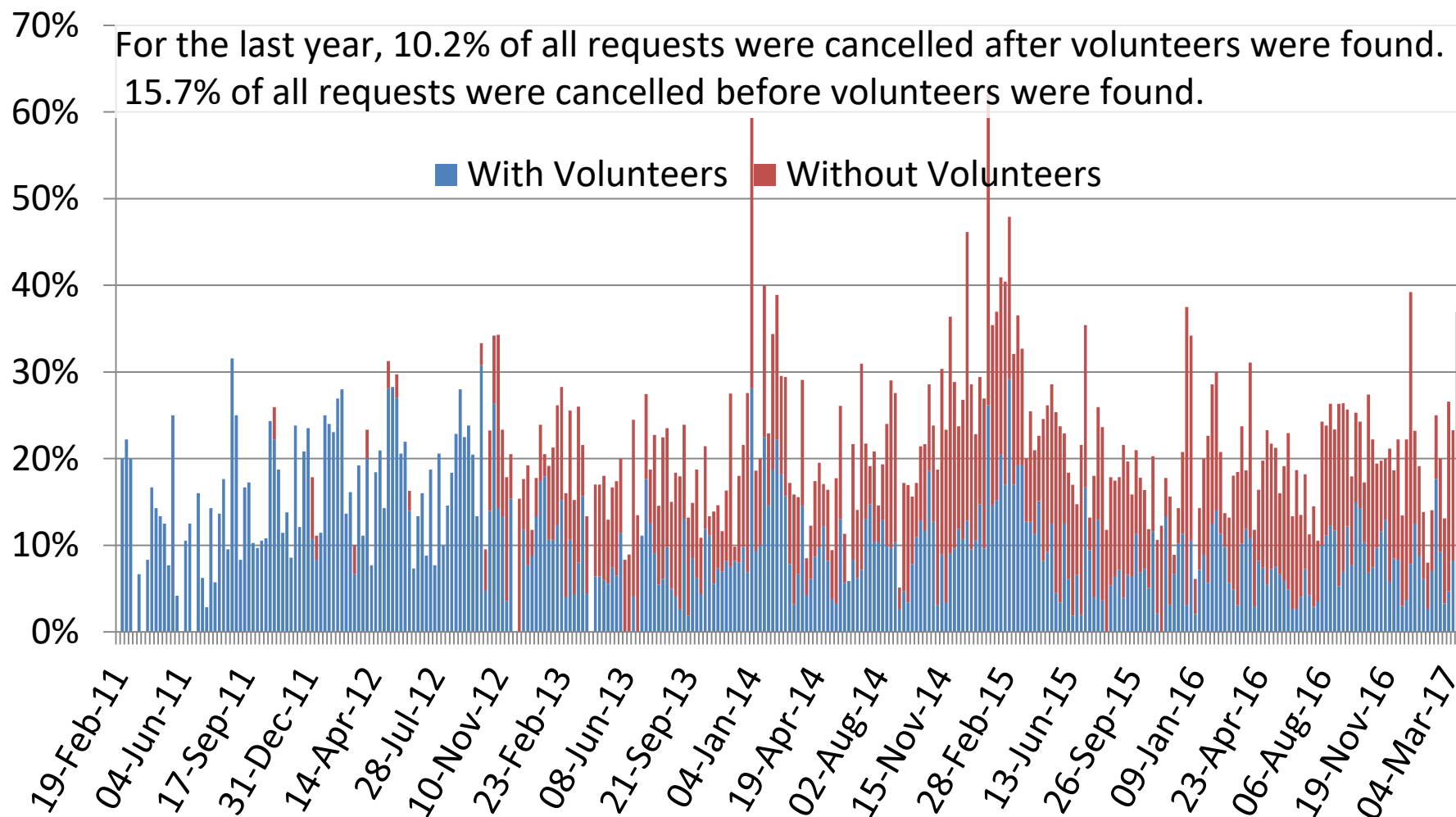


Memberships, Active Volunteers, and Services per Month



WHAT IS OUR CANCELLATION RATE?

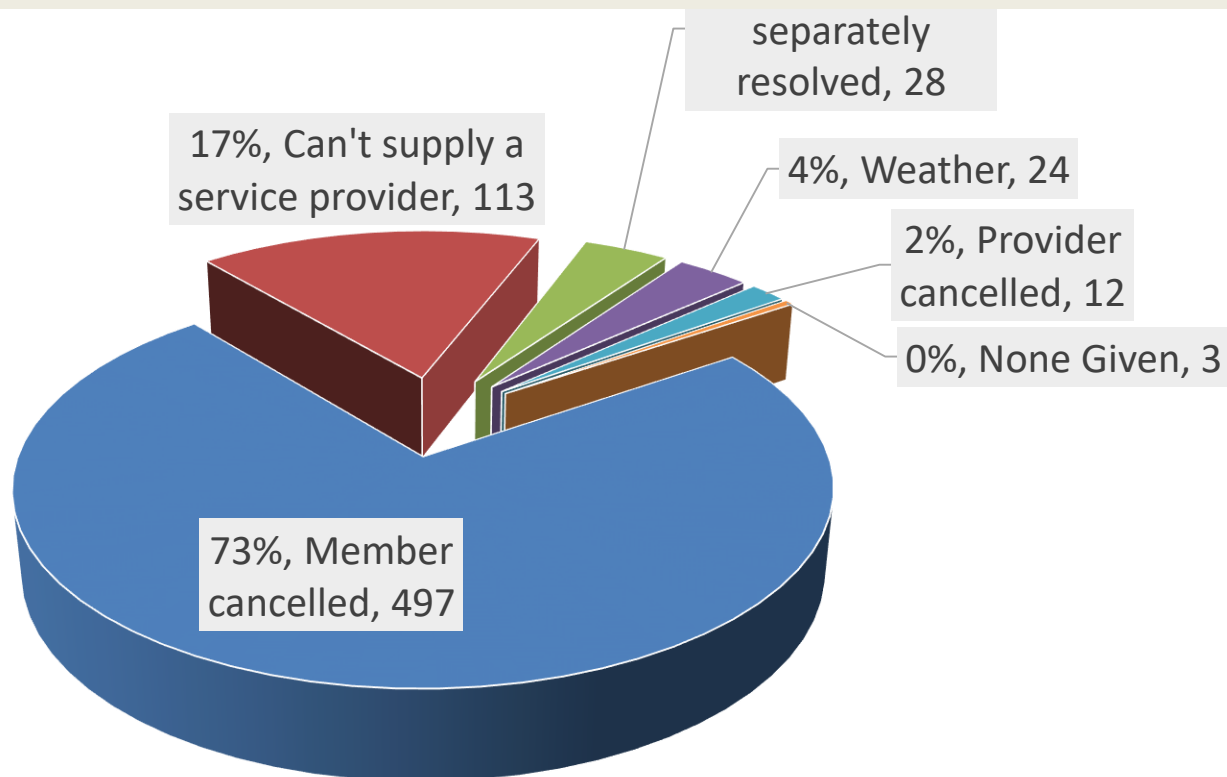
Cancellations as a Percentage of Requests



Cancellation Reasons (Last 52 Weeks)

3/18/2017

In addition to 2831 services performed in the last Year, an additional 677 (24%) were cancelled.



3/19/2017

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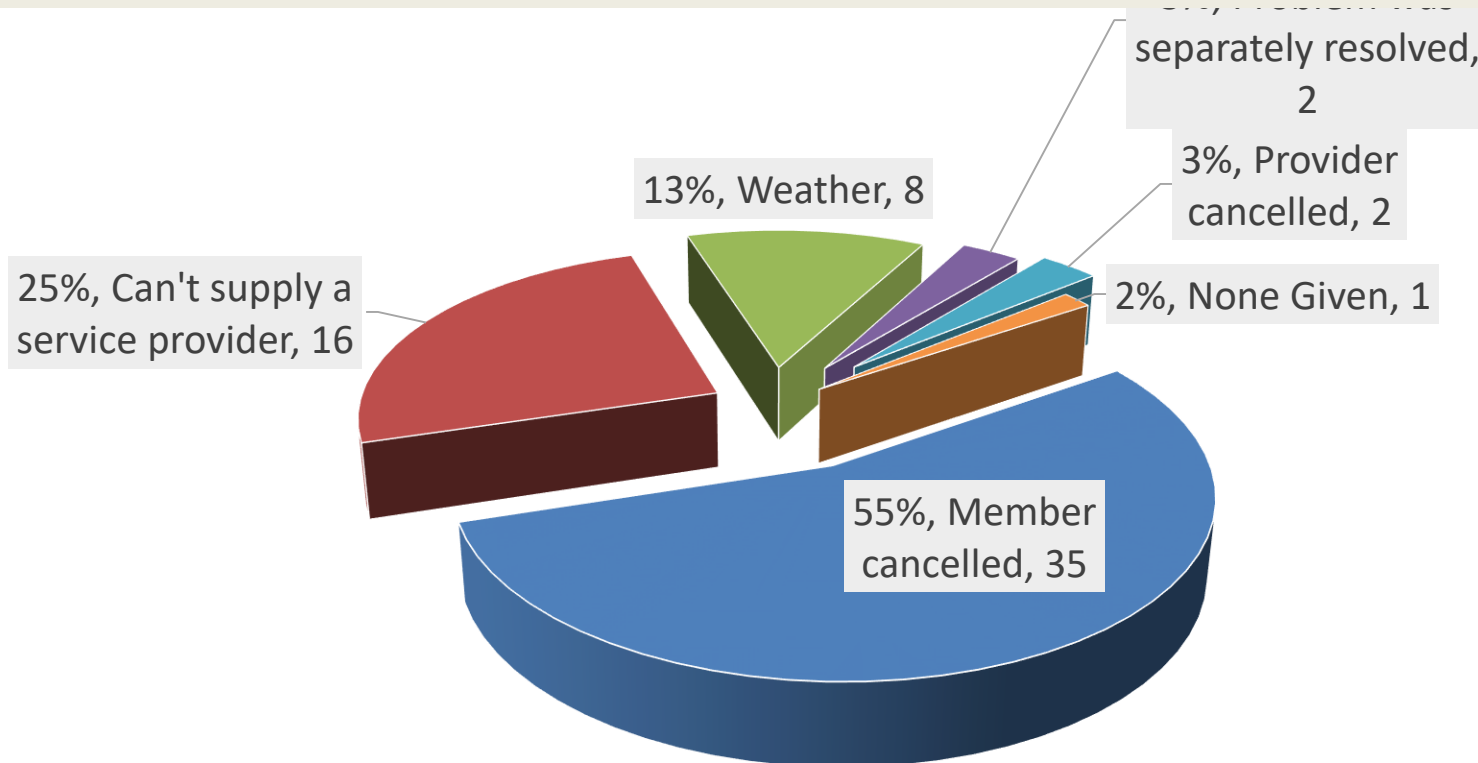
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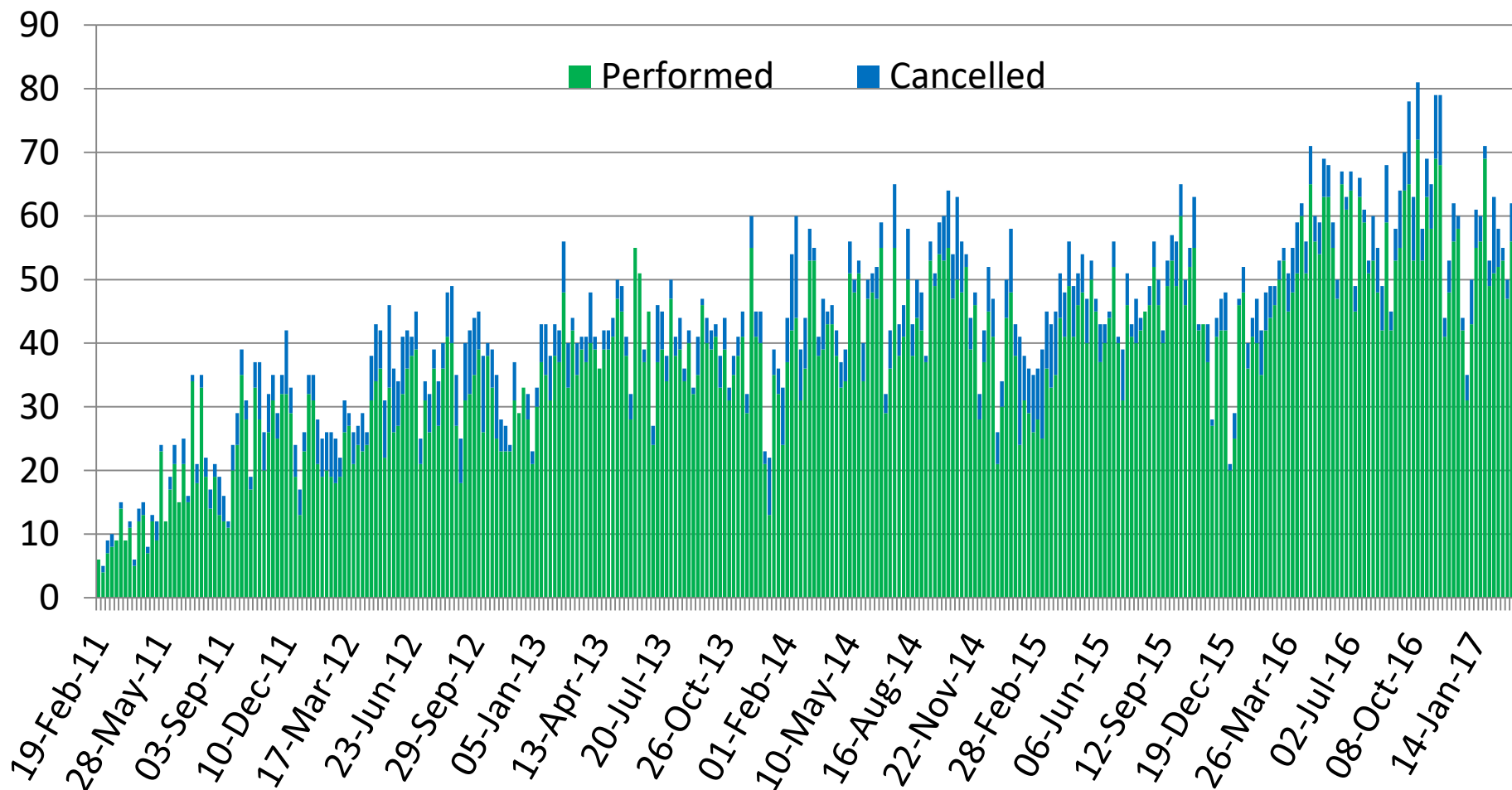
Cancellation Reasons (Last 4 Weeks)

3/18/2017

In addition to 197 services performed in the last Month, an additional 64 (32%) were cancelled.



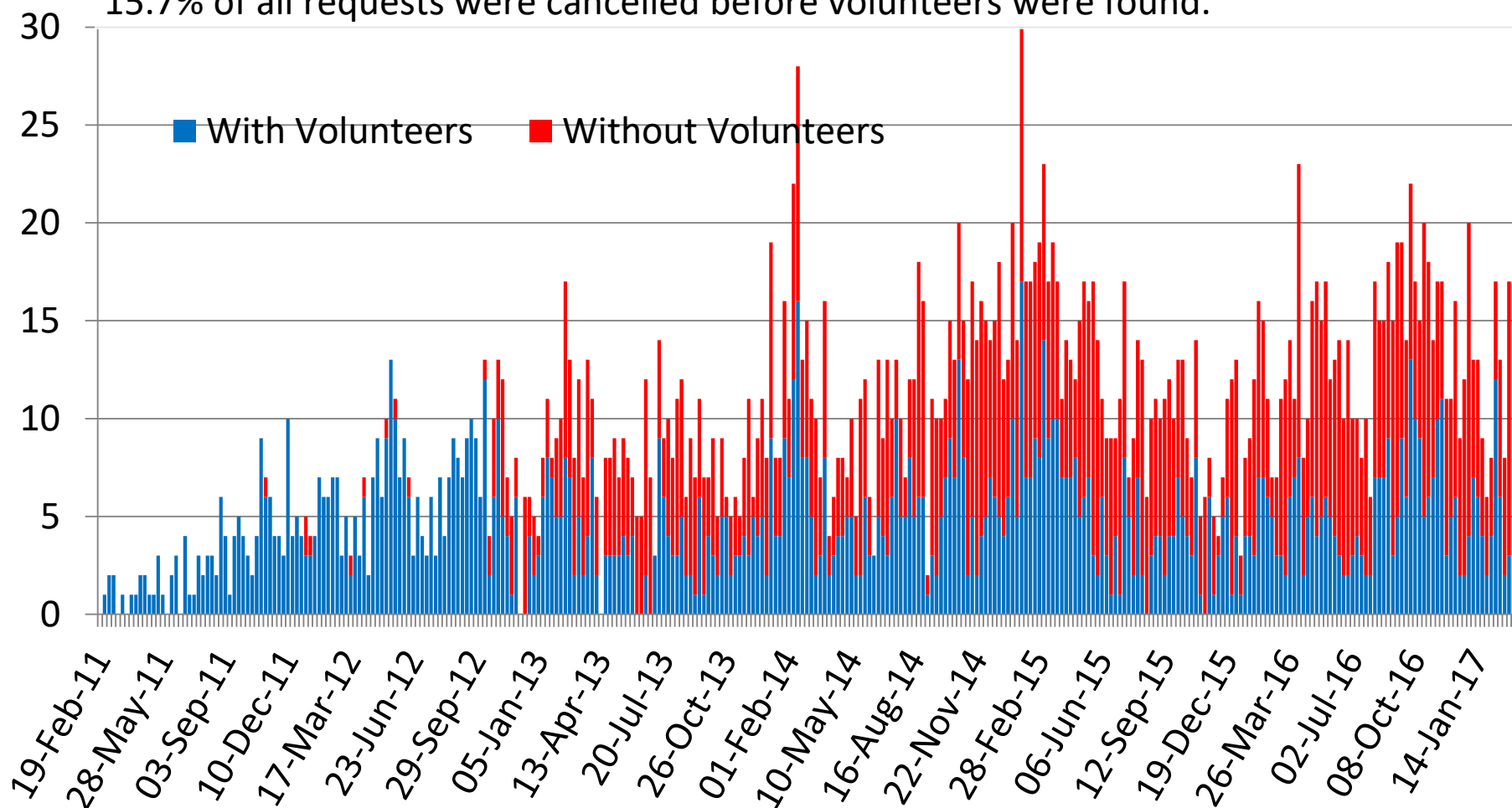
Services Filled



All Cancelled Services

For the last year, 10.2% of all requests were cancelled after volunteers were found.

15.7% of all requests were cancelled before volunteers were found.

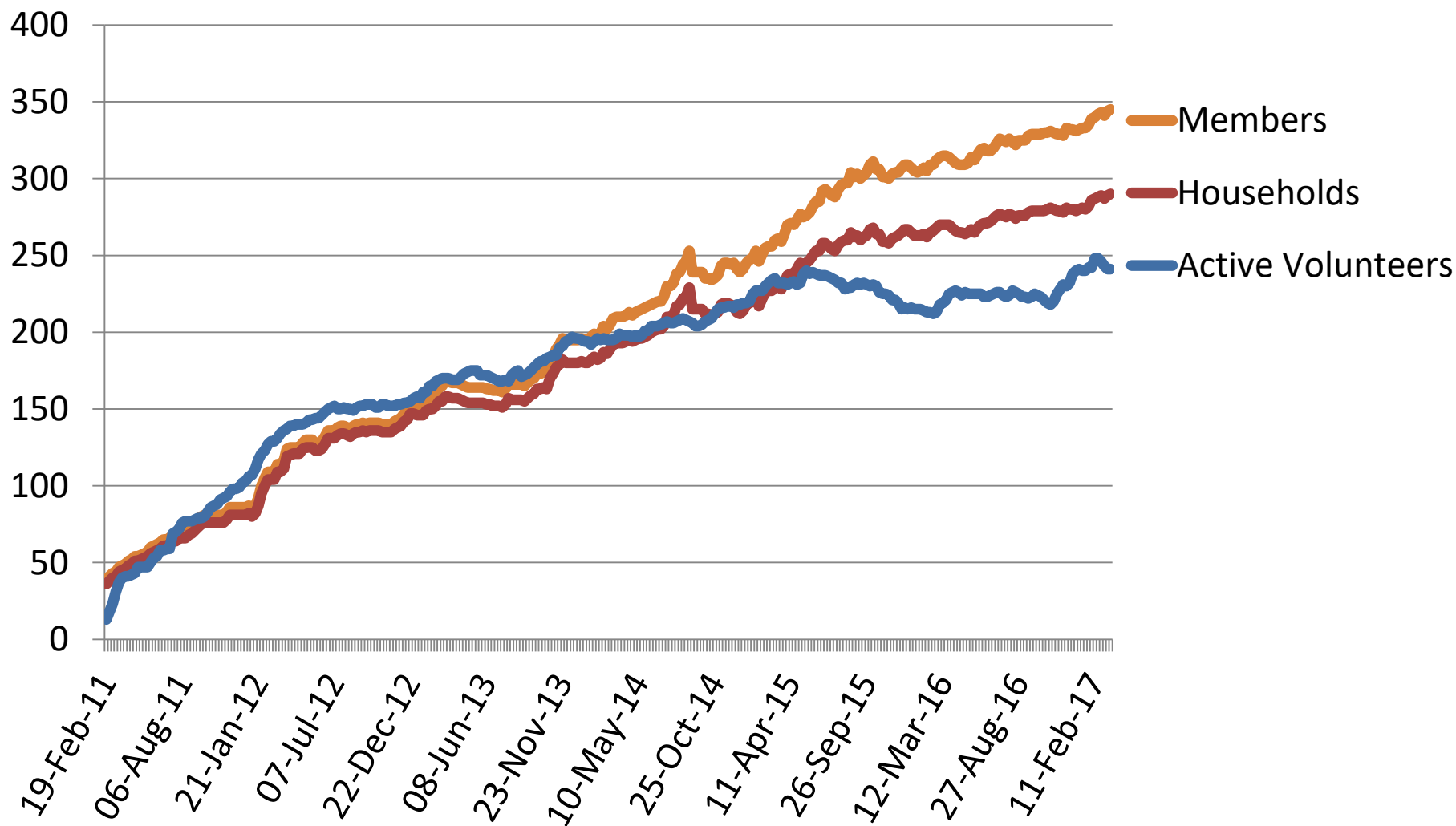


How many volunteers do we have and how frequently do they volunteer?

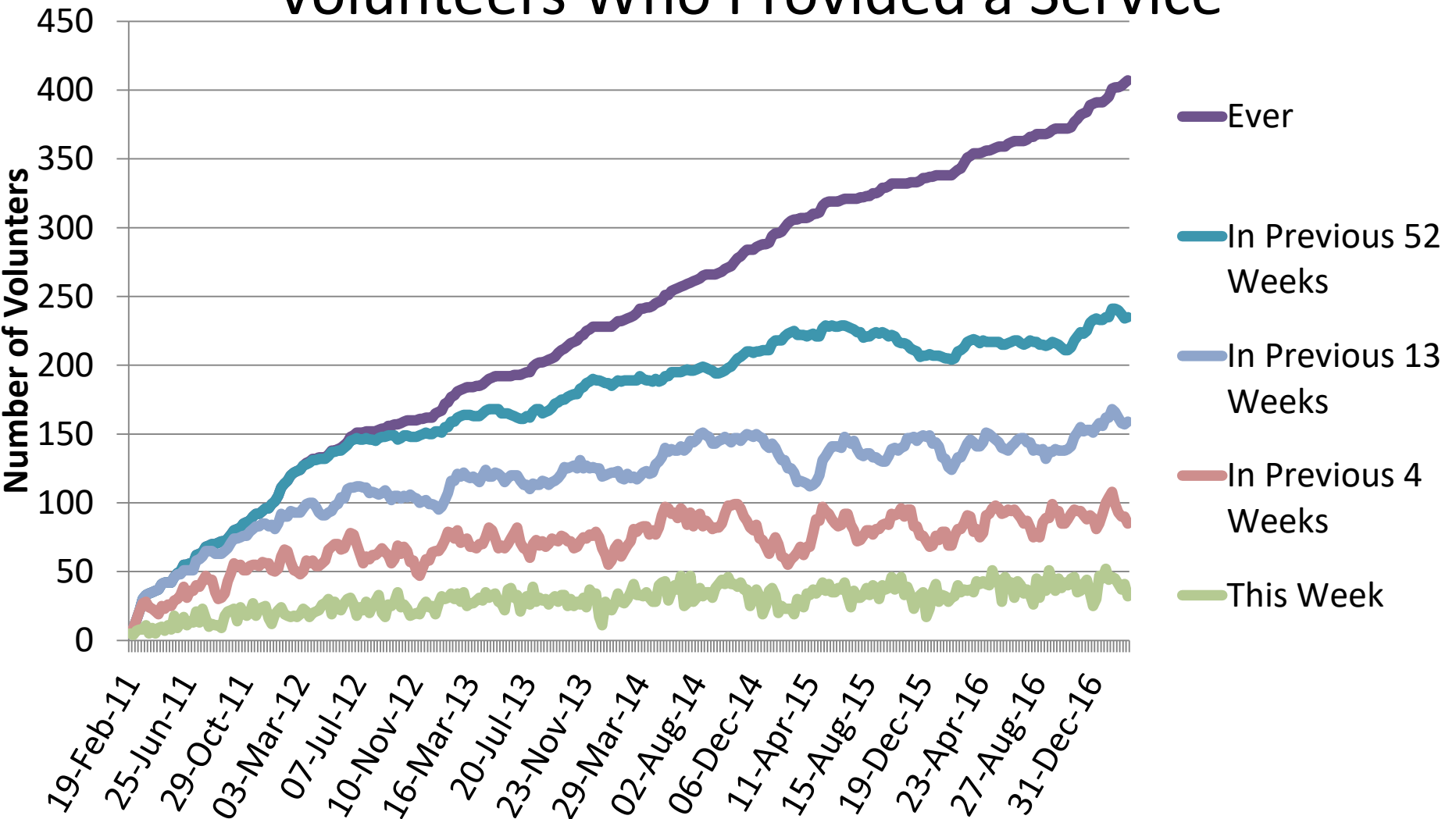
VOLUNTEERS



Growth Rates of Members, Households and Volunteers

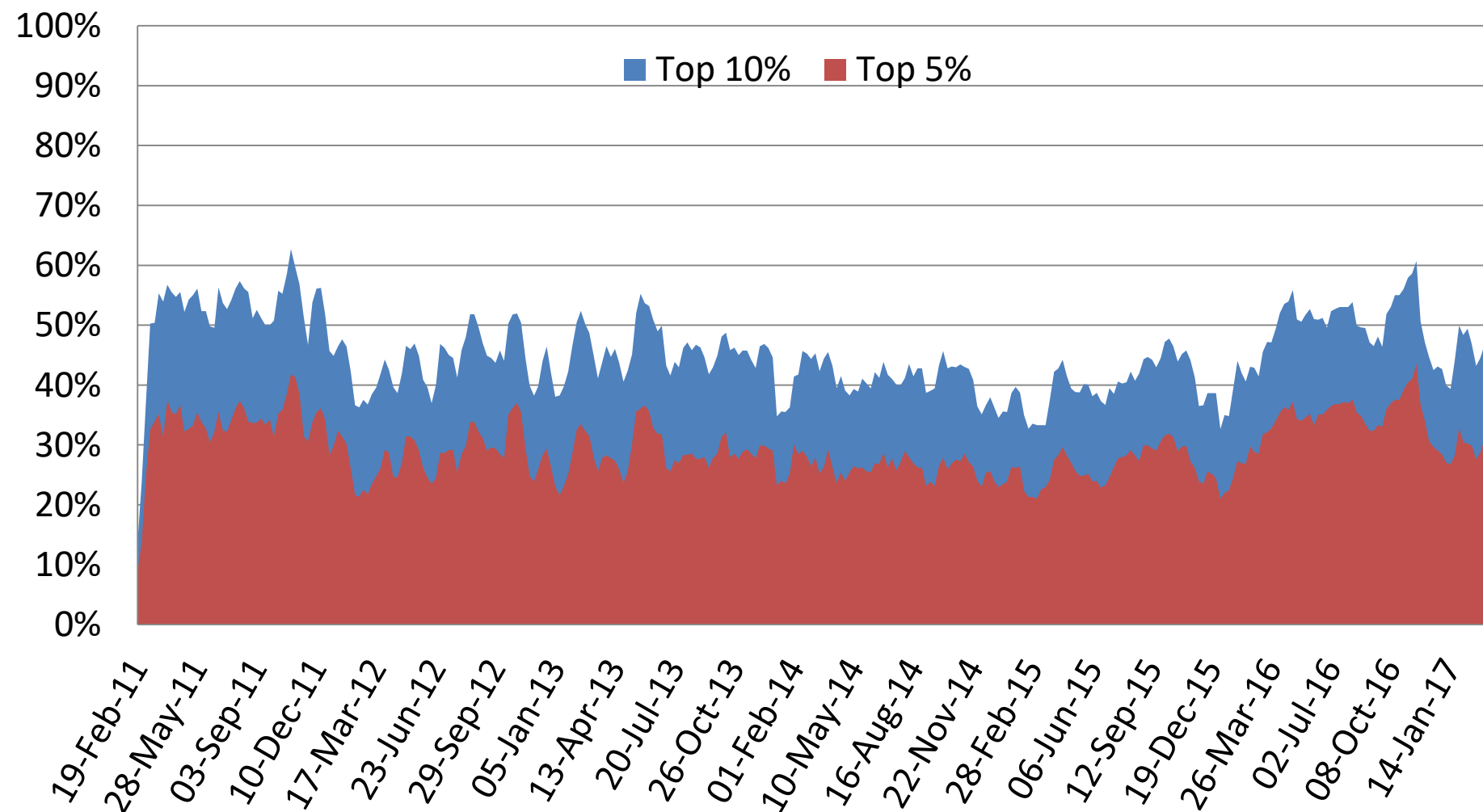


Volunteers Who Provided a Service



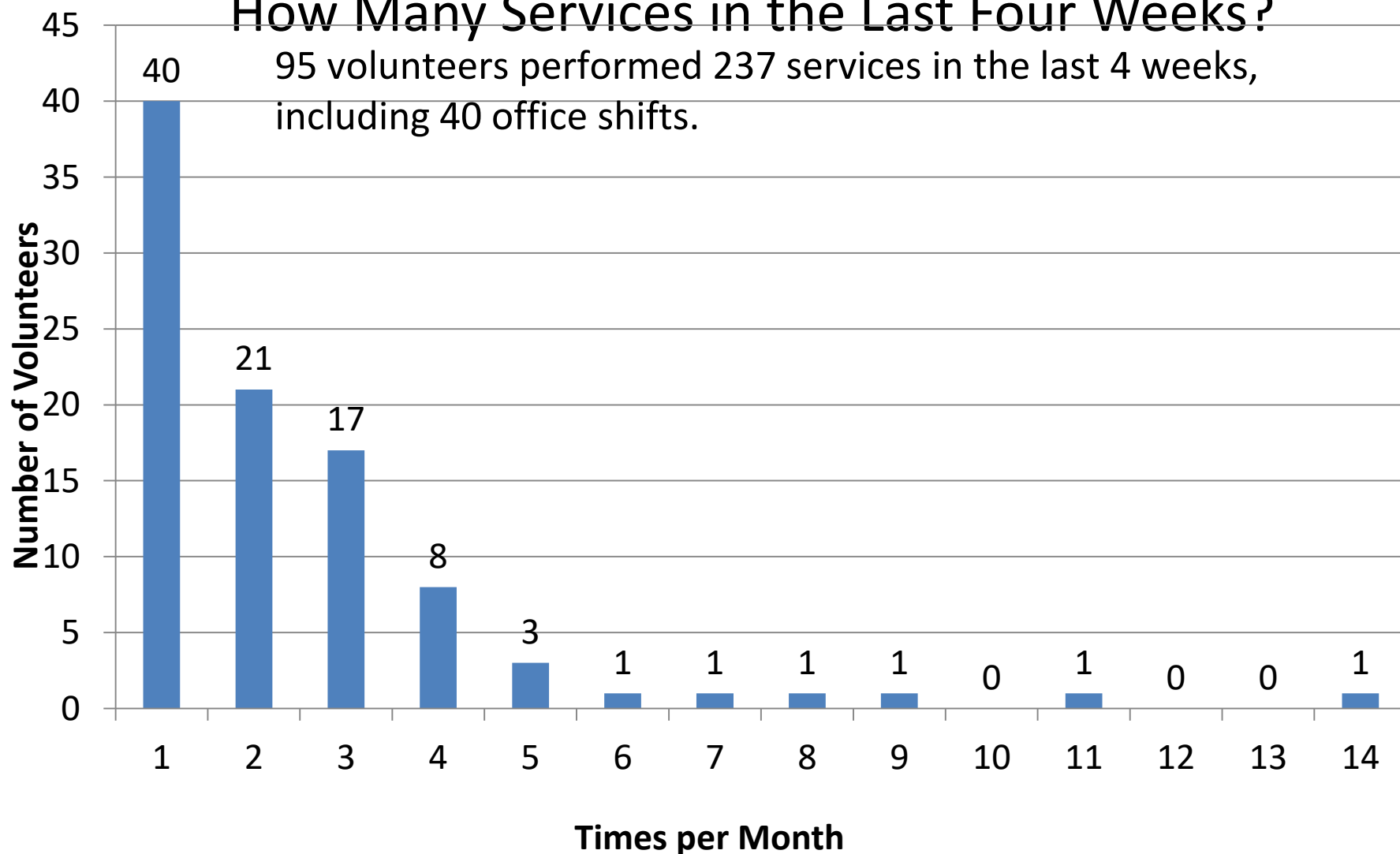


Most Active Volunteers During Previous Four Weeks



How Many Services in the Last Four Weeks?

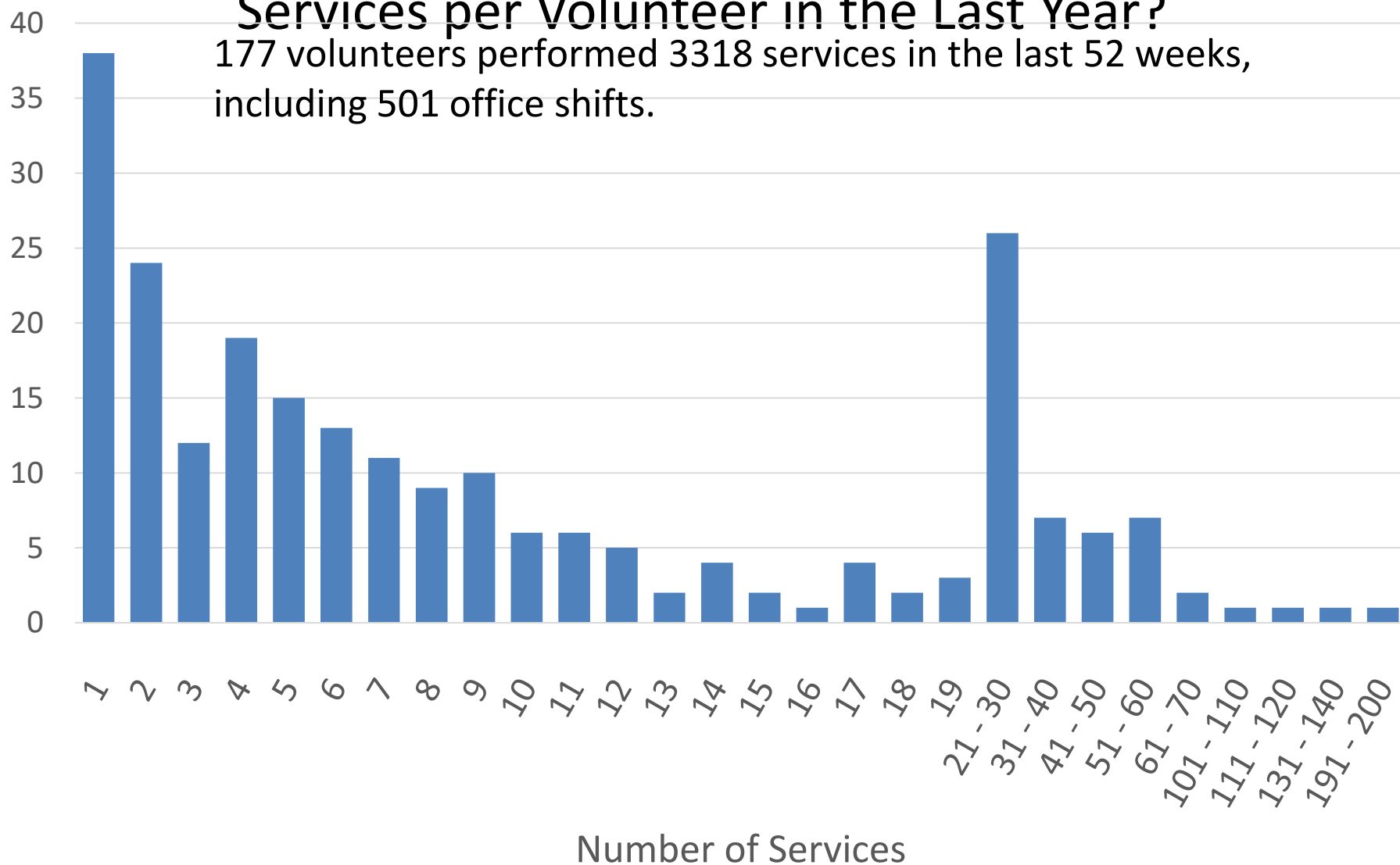
95 volunteers performed 237 services in the last 4 weeks, including 40 office shifts.



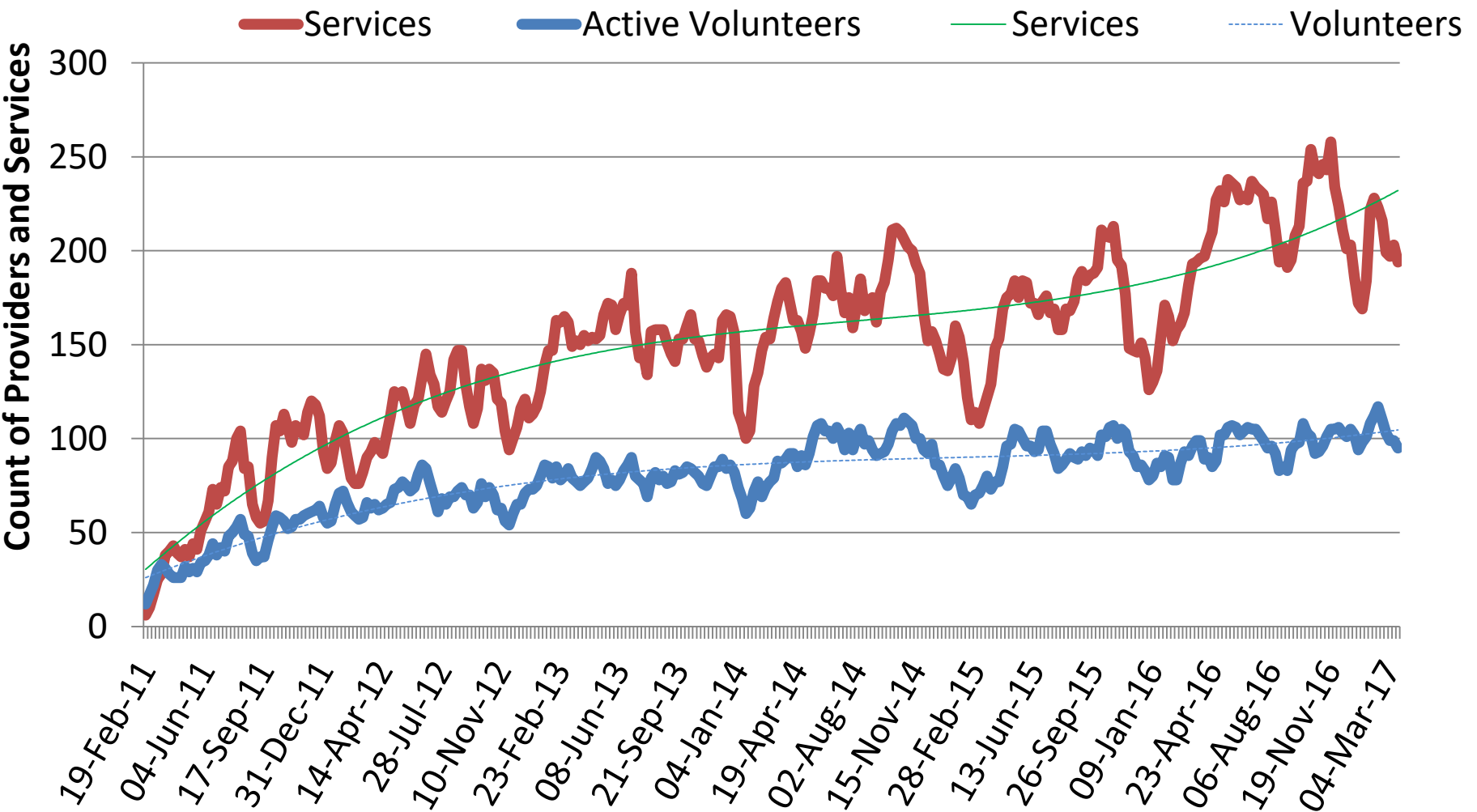
Services per Volunteer in the Last Year?

177 volunteers performed 3318 services in the last 52 weeks, including 501 office shifts.

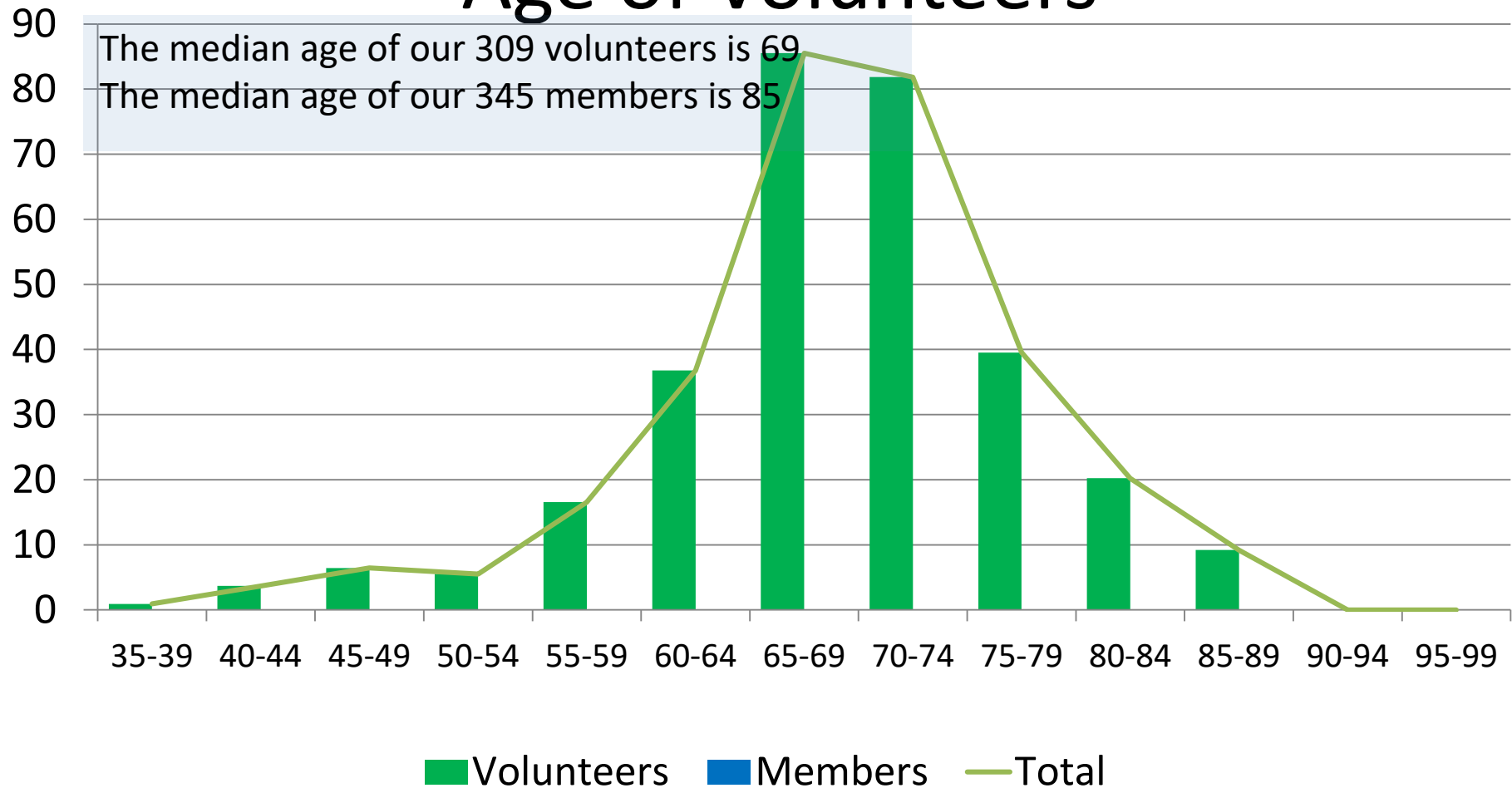
Number of Volunteers



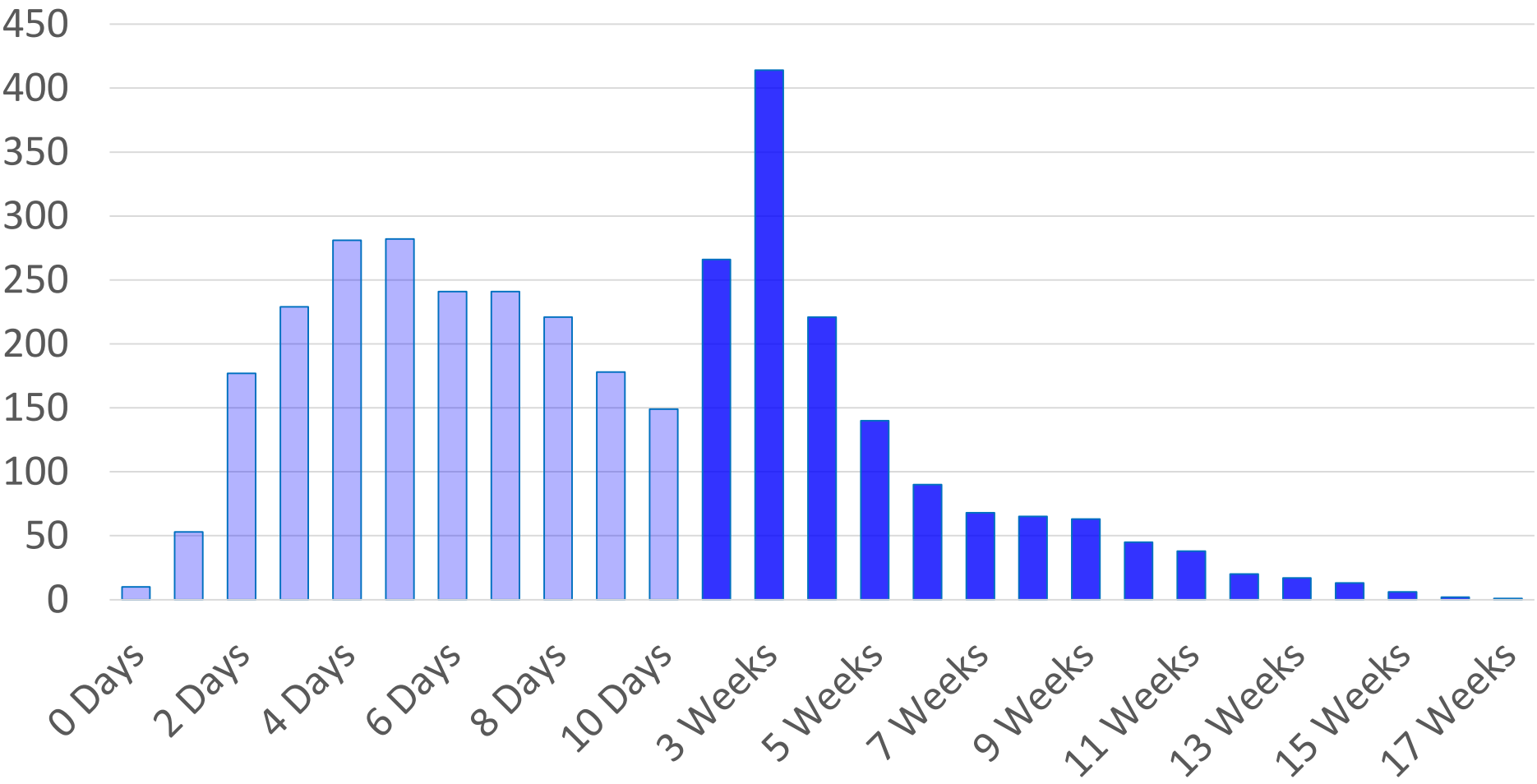
Volunteers and Services Previous 4 Weeks



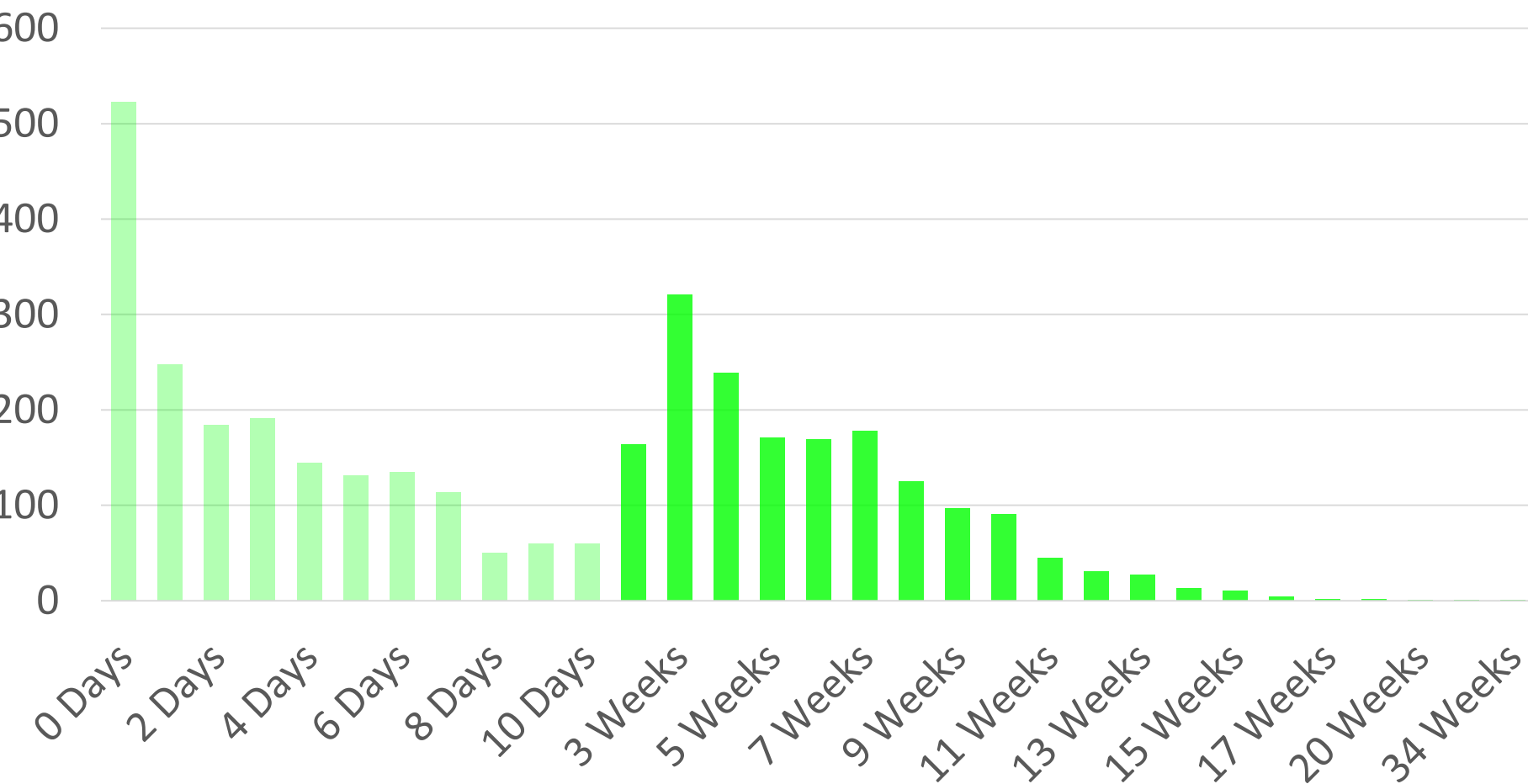
Age of Volunteers



Lead Time for Online Signup



How Quickly Services were Filled Online

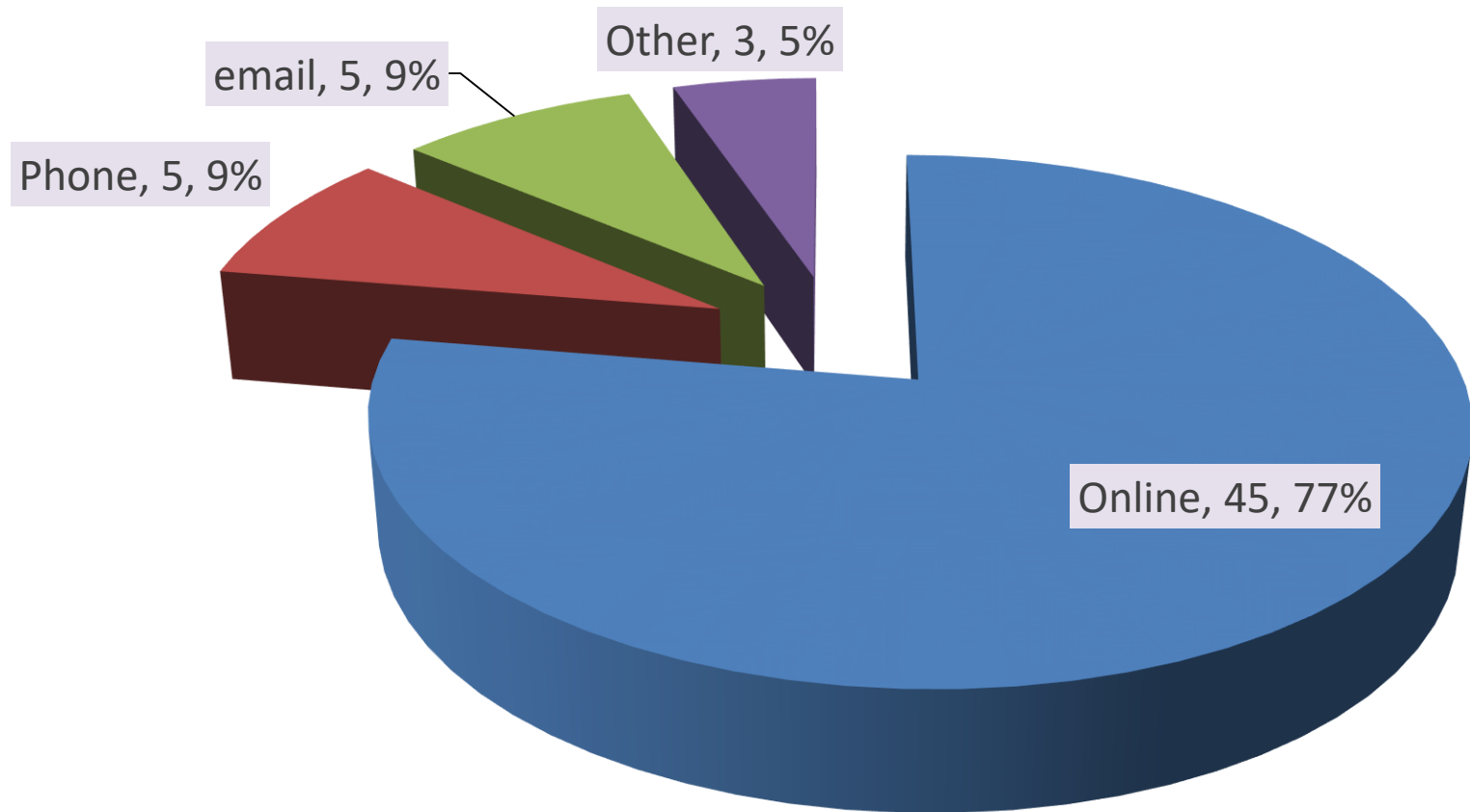


Contact Method for Signup

- We placed **10** phone calls to filled **5** requests by calls.
- We sent **20** emails to fill requests and **5** services was filled with emails.
- **3** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.

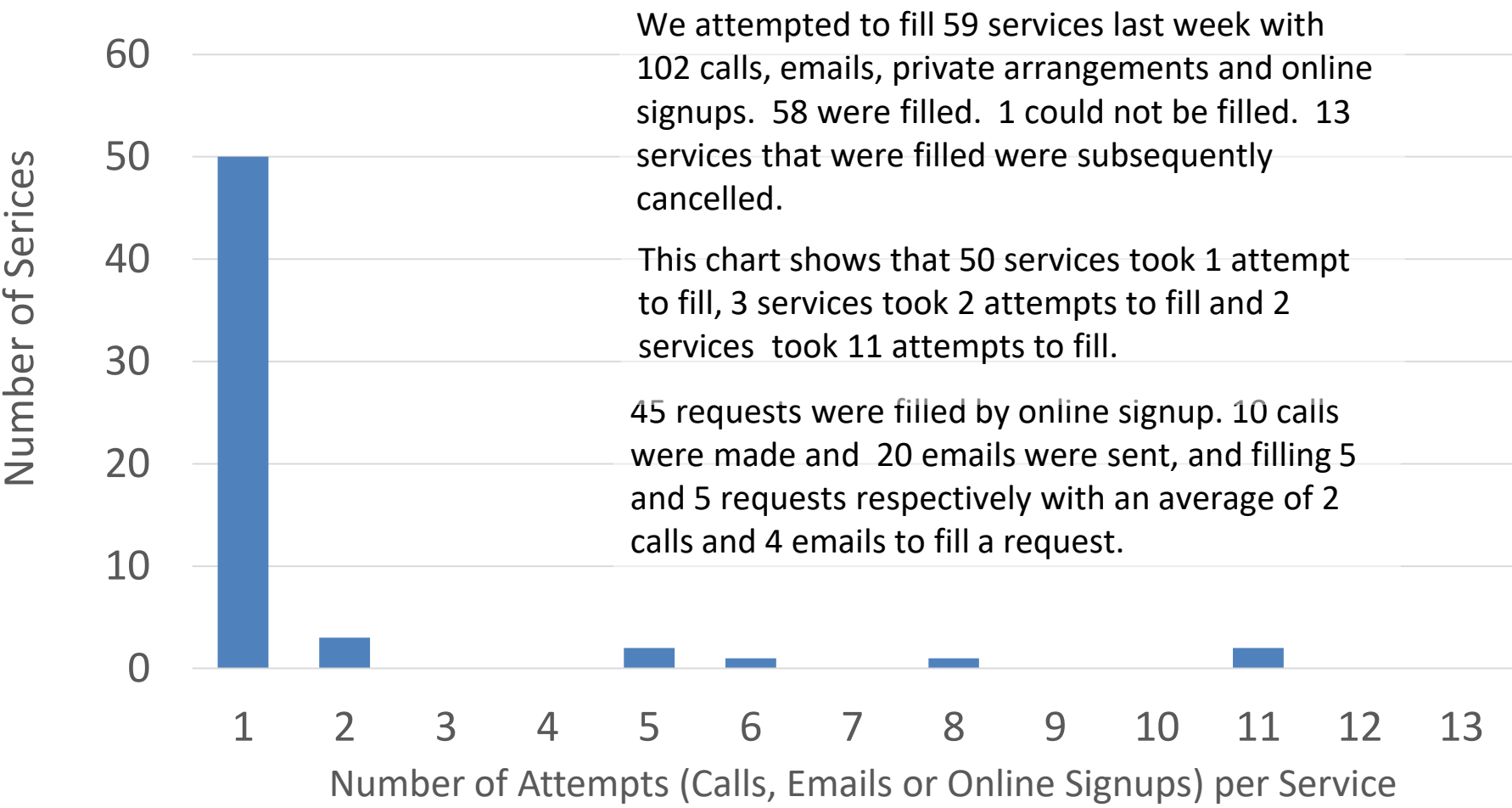
How Volunteers Were Found

3/18/2017

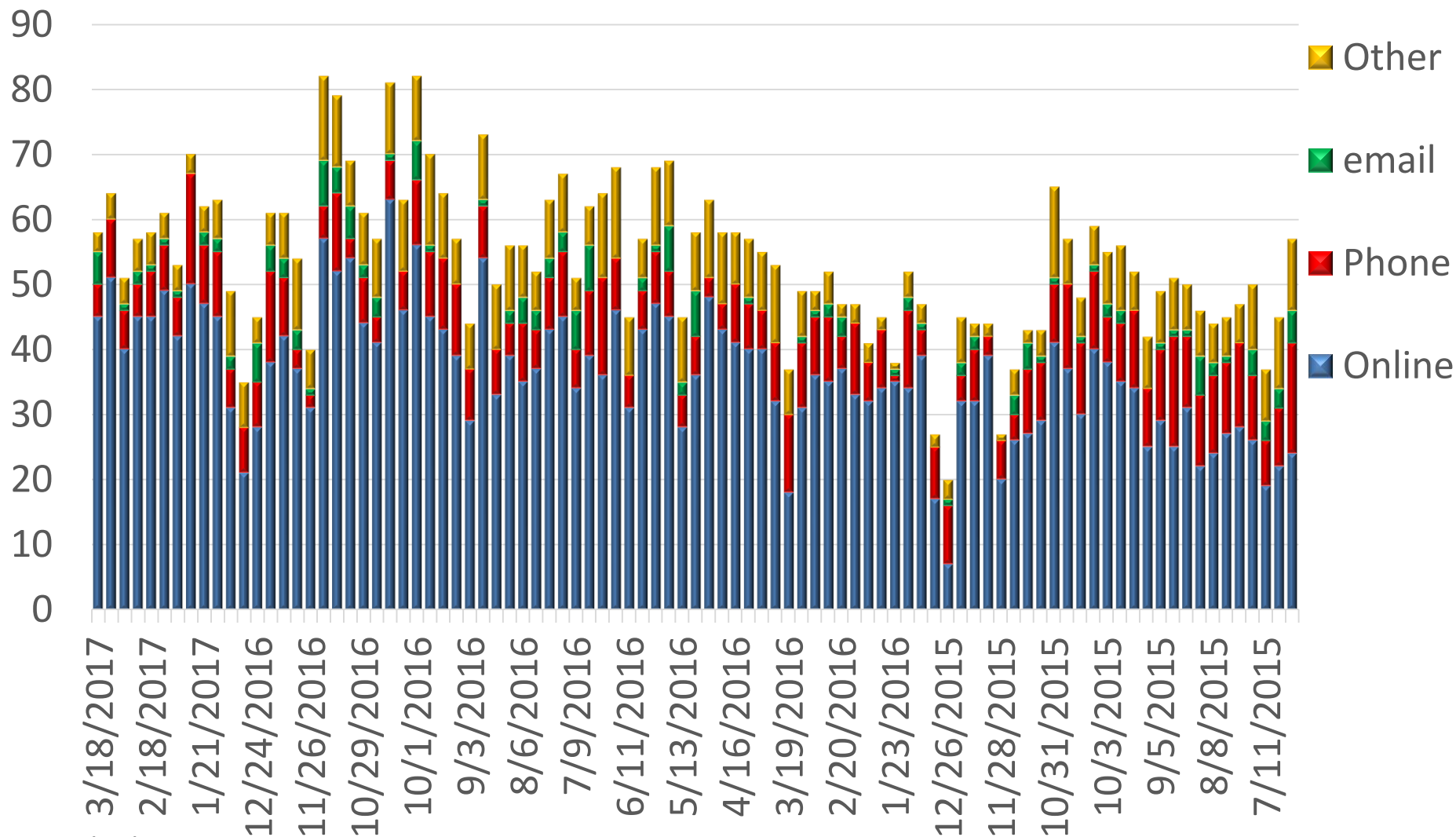




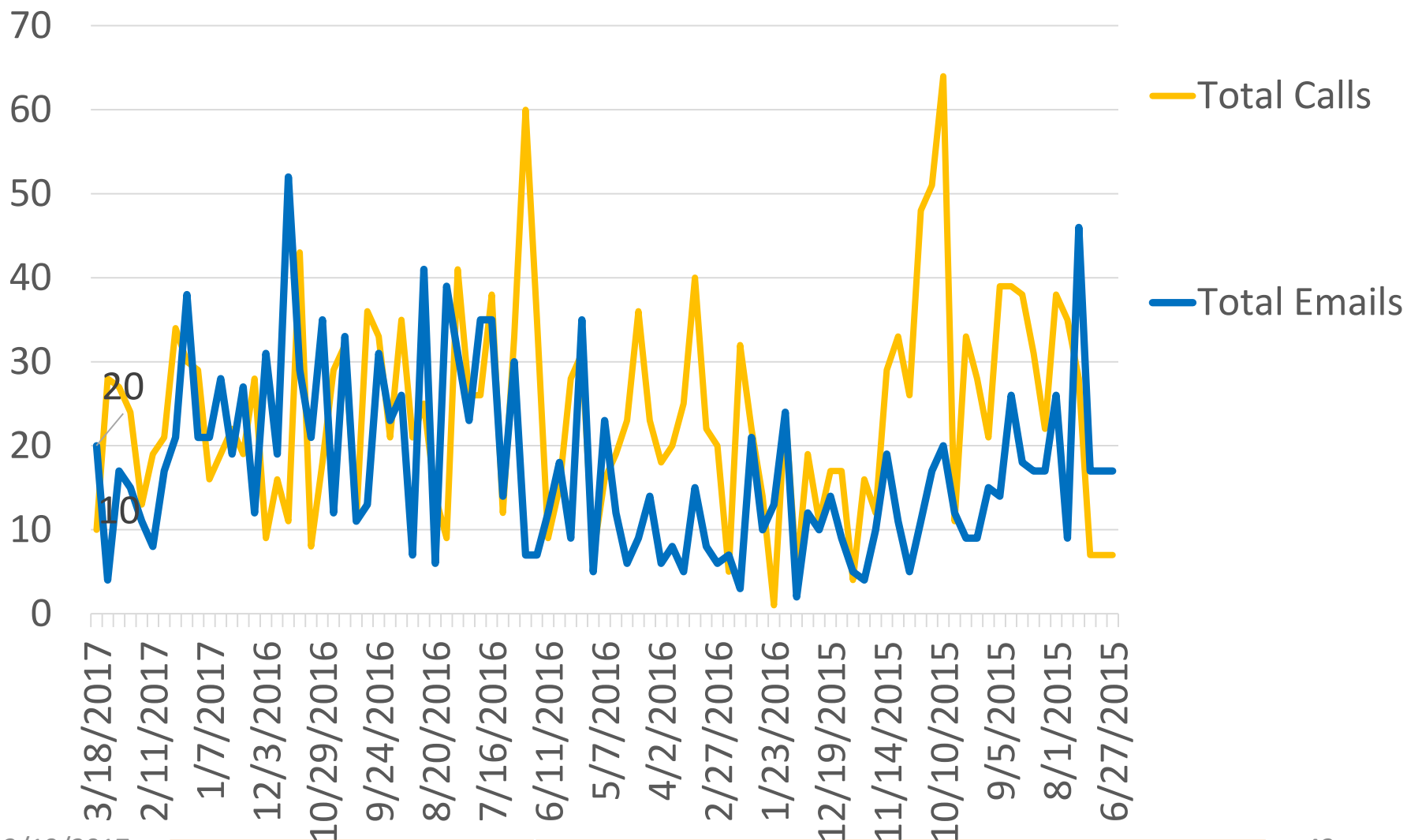
Number of Contacts to Fill This Week’s Service



How Volunteers Who Filled Services Were Contacted



Total Calls and Emails

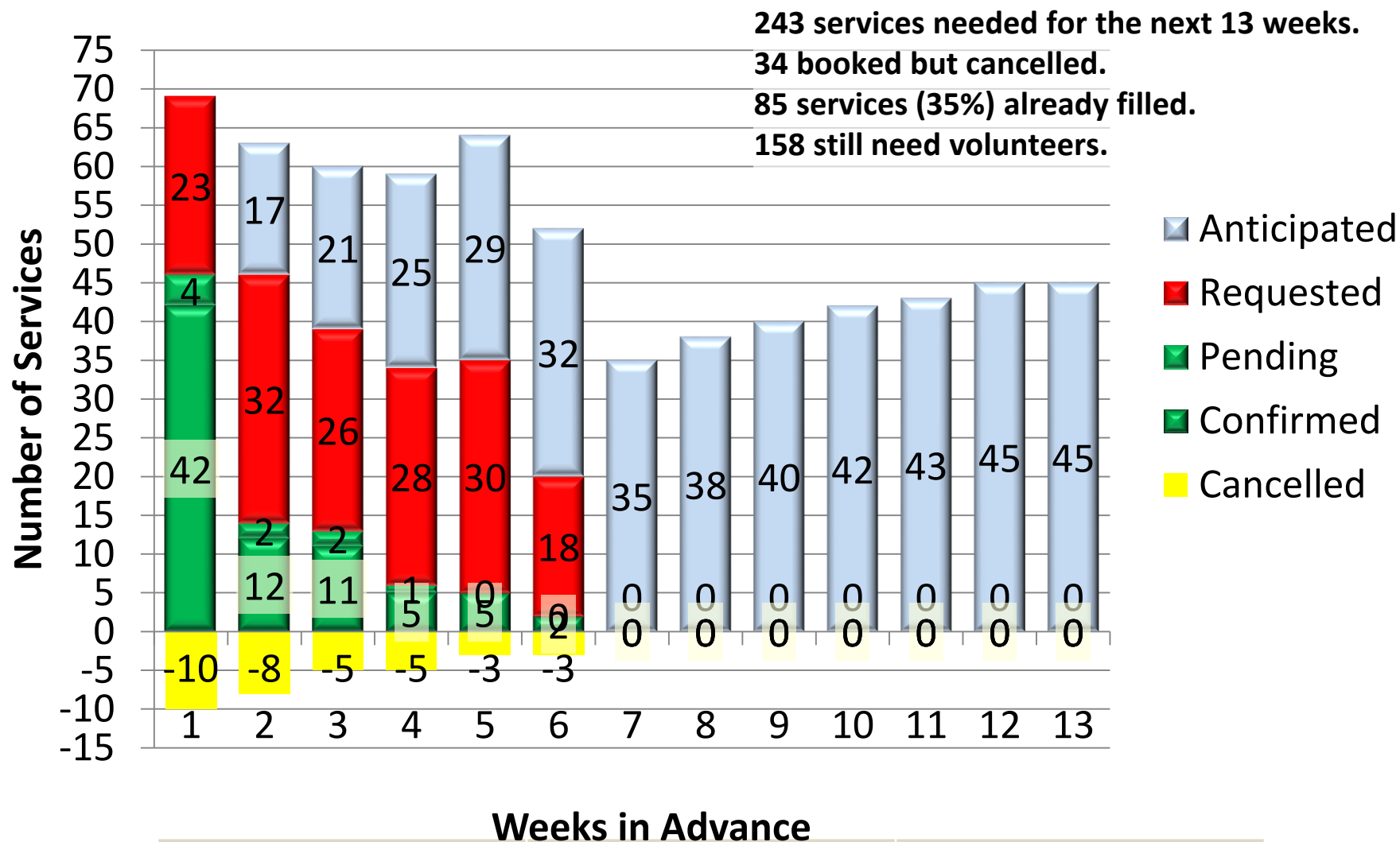


Looking forward

FUTURE SERVICES



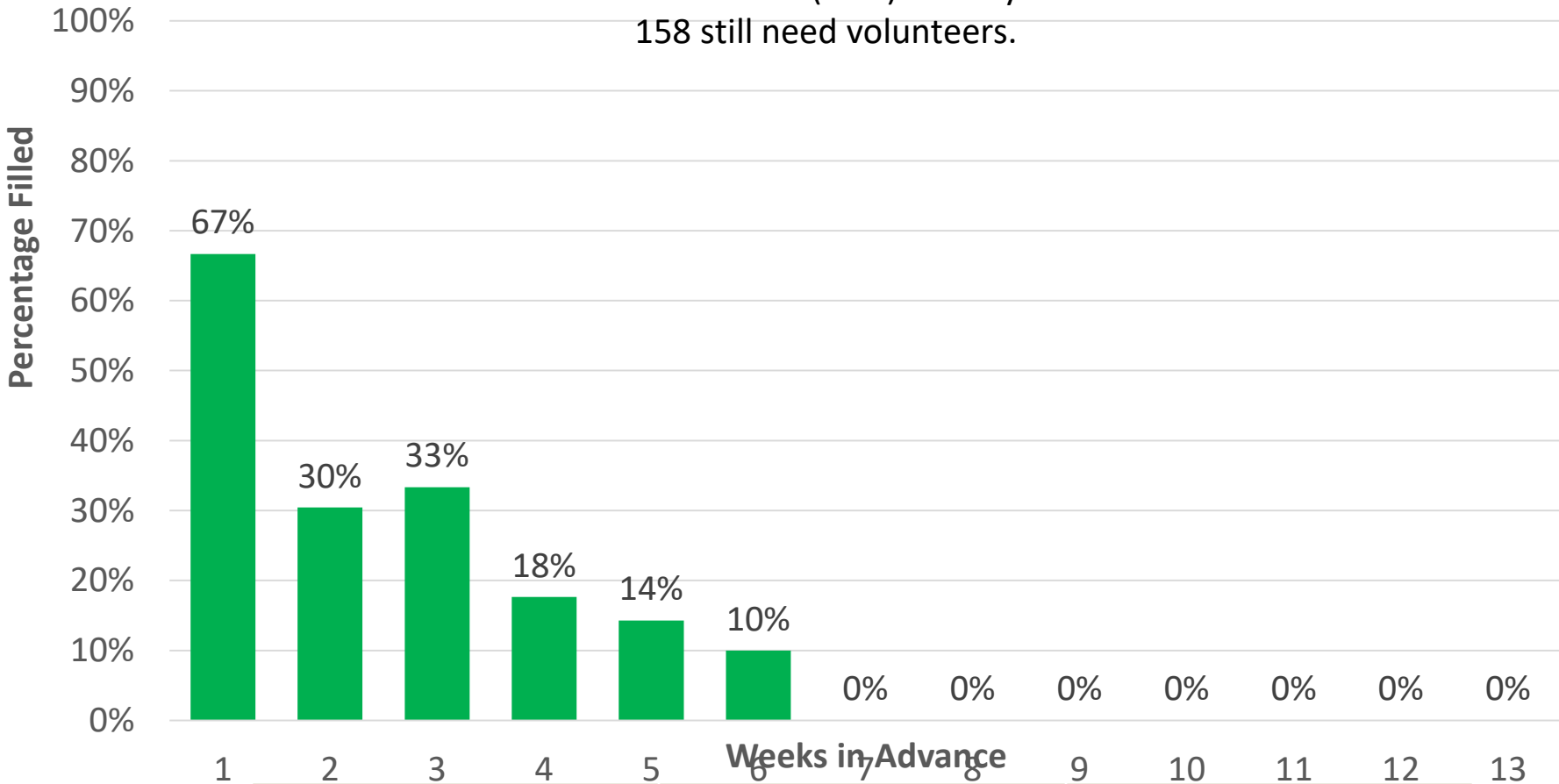
Service Requests on the Books



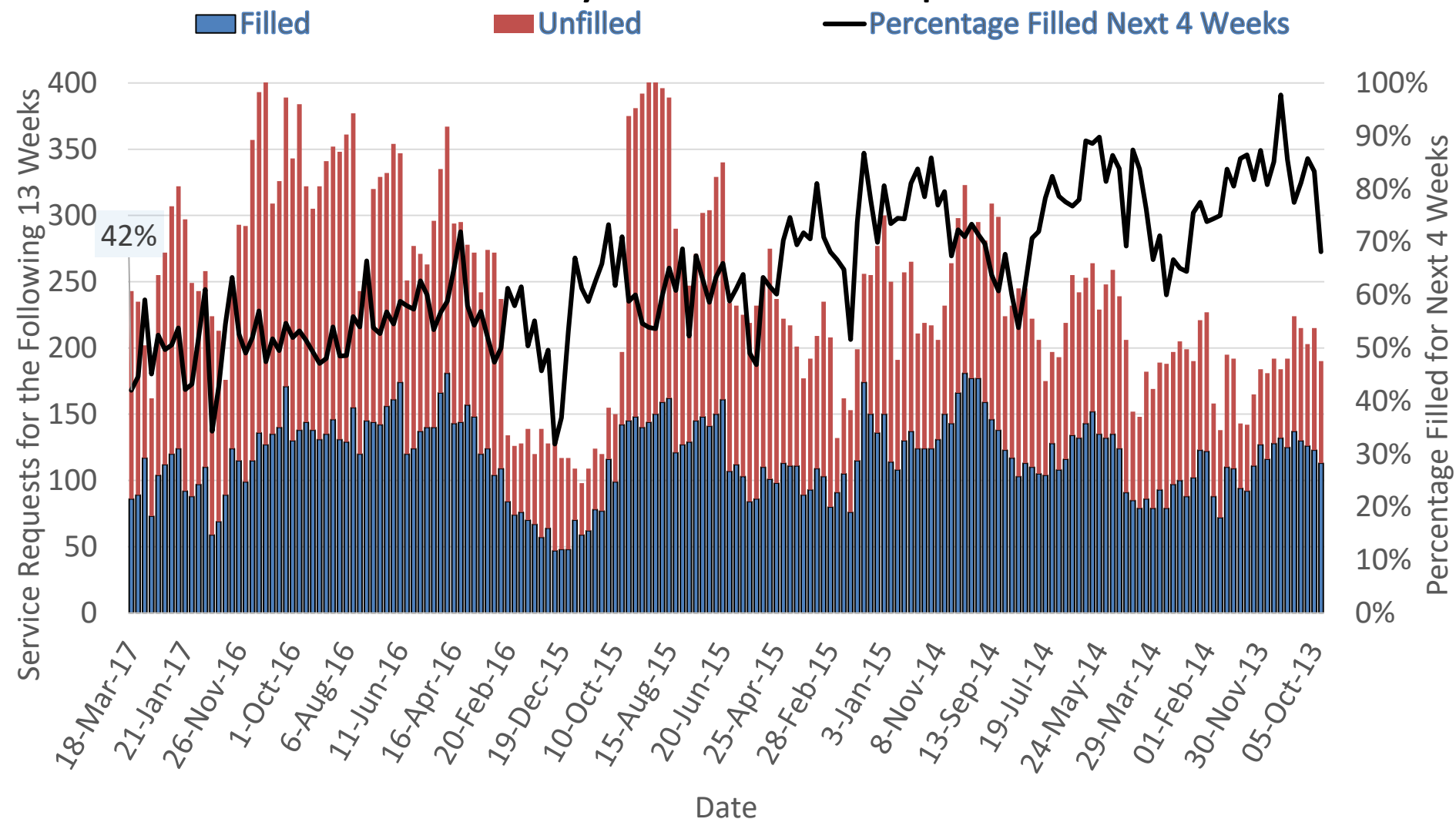


Percentage of Services for Next 13 Weeks Filled

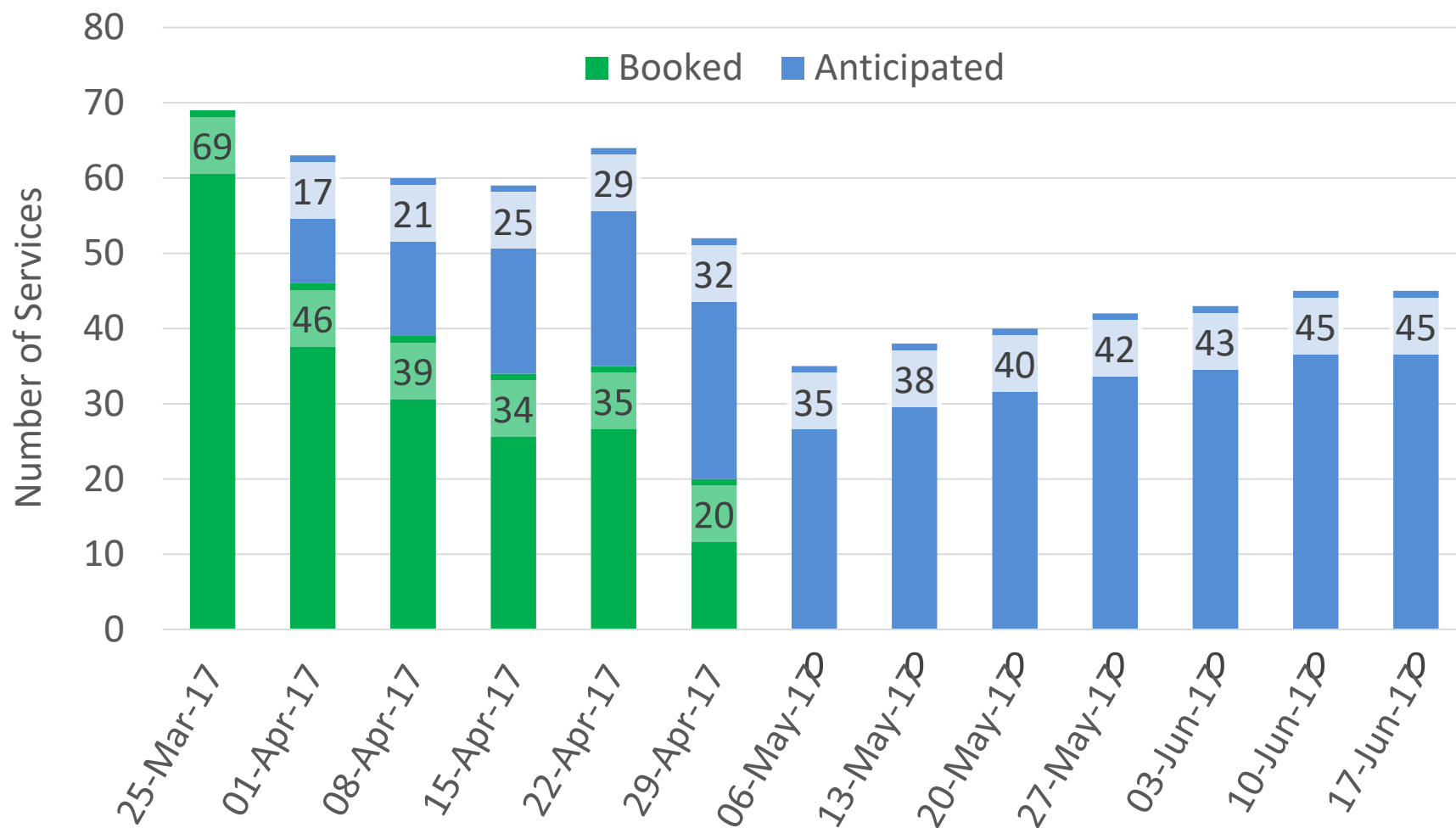
243 future services covering the next 13 weeks.
85 services (35%) already filled.
158 still need volunteers.



History of Future Requests



Projected Future Services



MEMBERSHIP

GROWTH RATES AND RENEWAL RATES

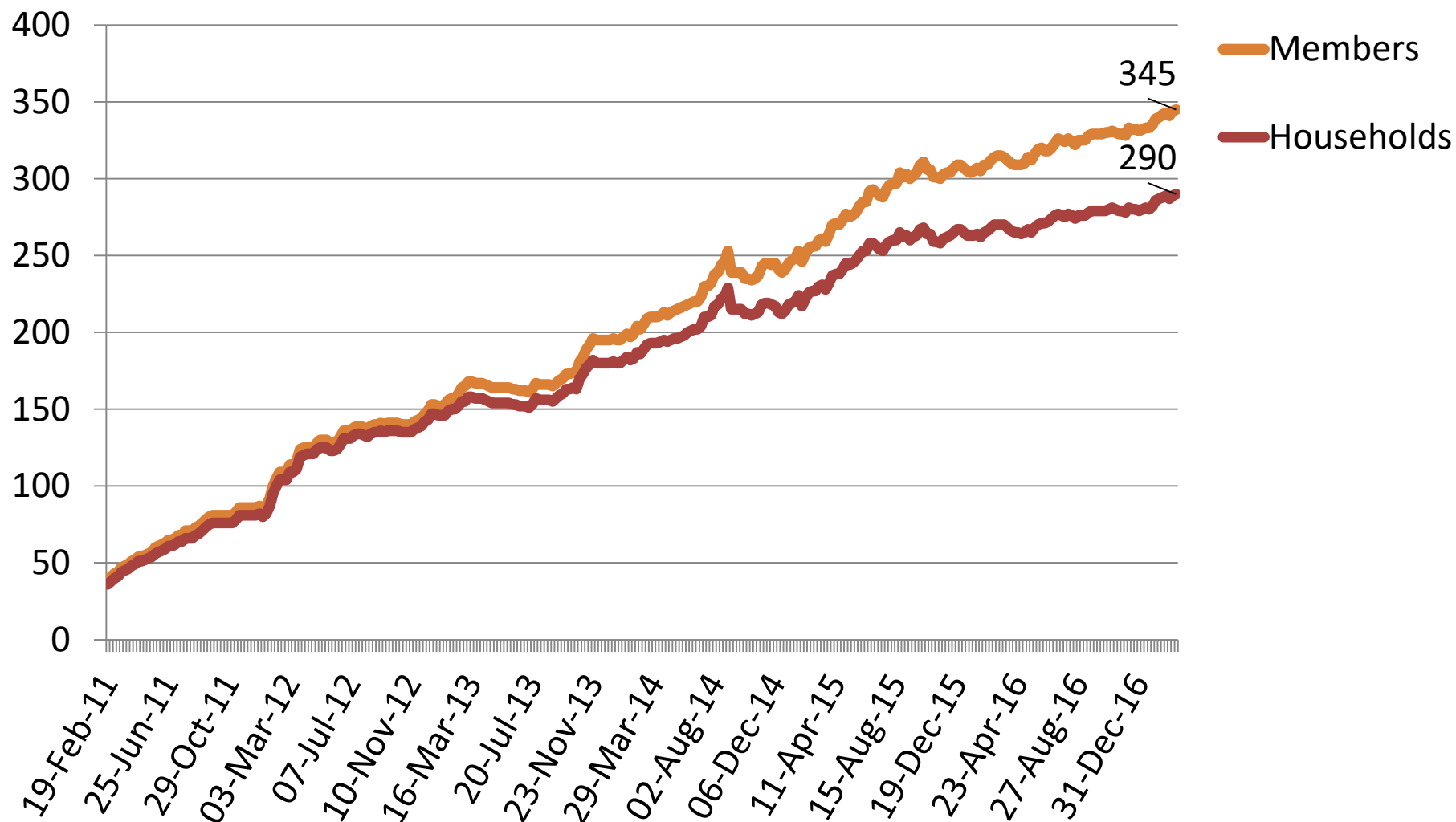
Growth Analysis

- We continue to be able to add new members, without significant effort to find them.
- While the total number of members keeps growing, the rate of growth is slowing down.
- Our growth rate for the past year is hovering around 10%.
- Our renewal rate remained at 77% renewing each year up from around 70% in the last few years.

Growth Analysis

- Examining why members have not renewed in the last year shows that “not using services” has replaced dying or moving away as the main cause.
- This may be an indication that we are saturating our market.
- Volunteer growth has picked up in the last month and we may be able to begin seeking members more aggressively.

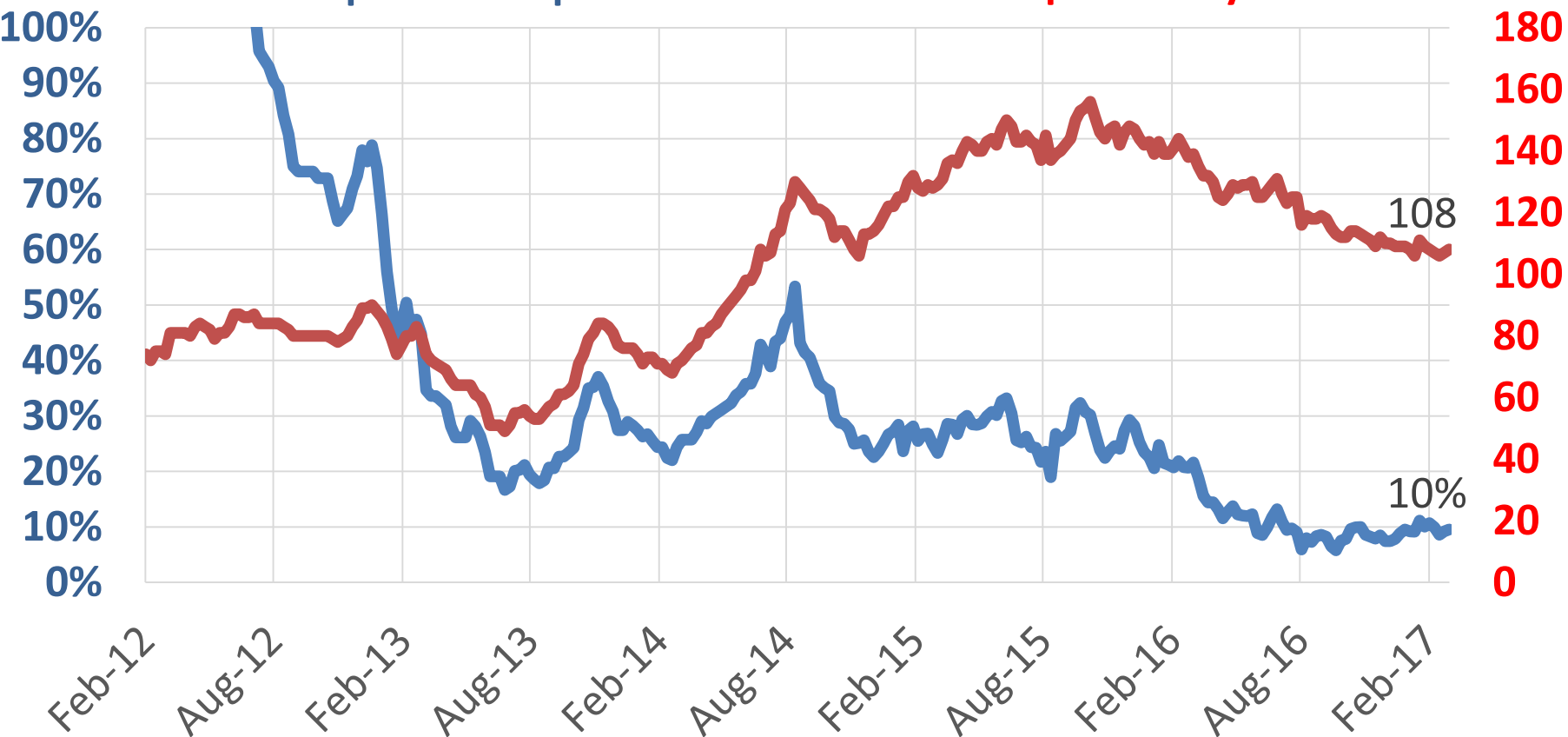
Growth Rates of Members and Memberships



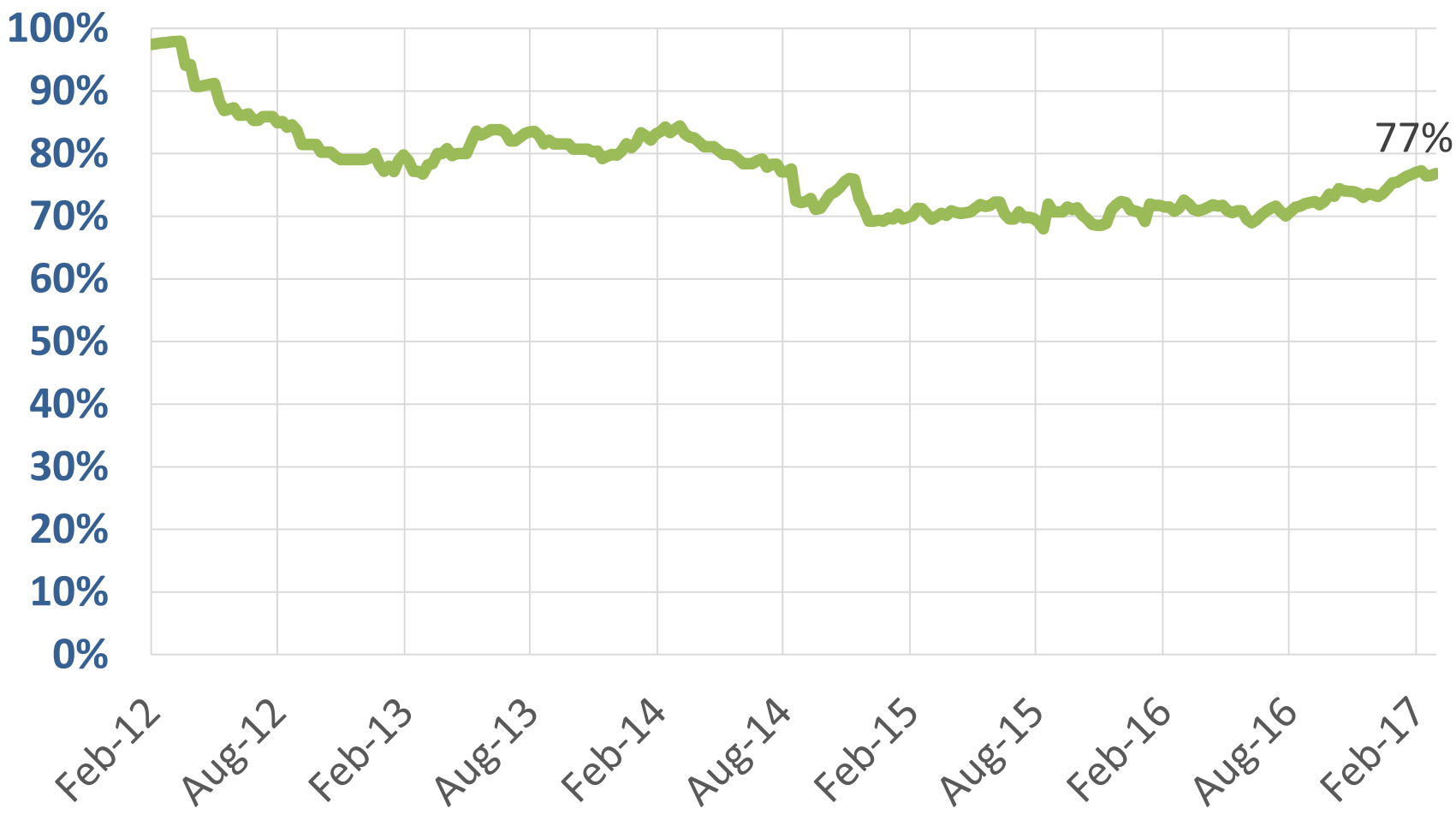
Growth Rates

Net Percentage increase in
membership over the previous

Number of new members added
in the previous year



Renewal Rates



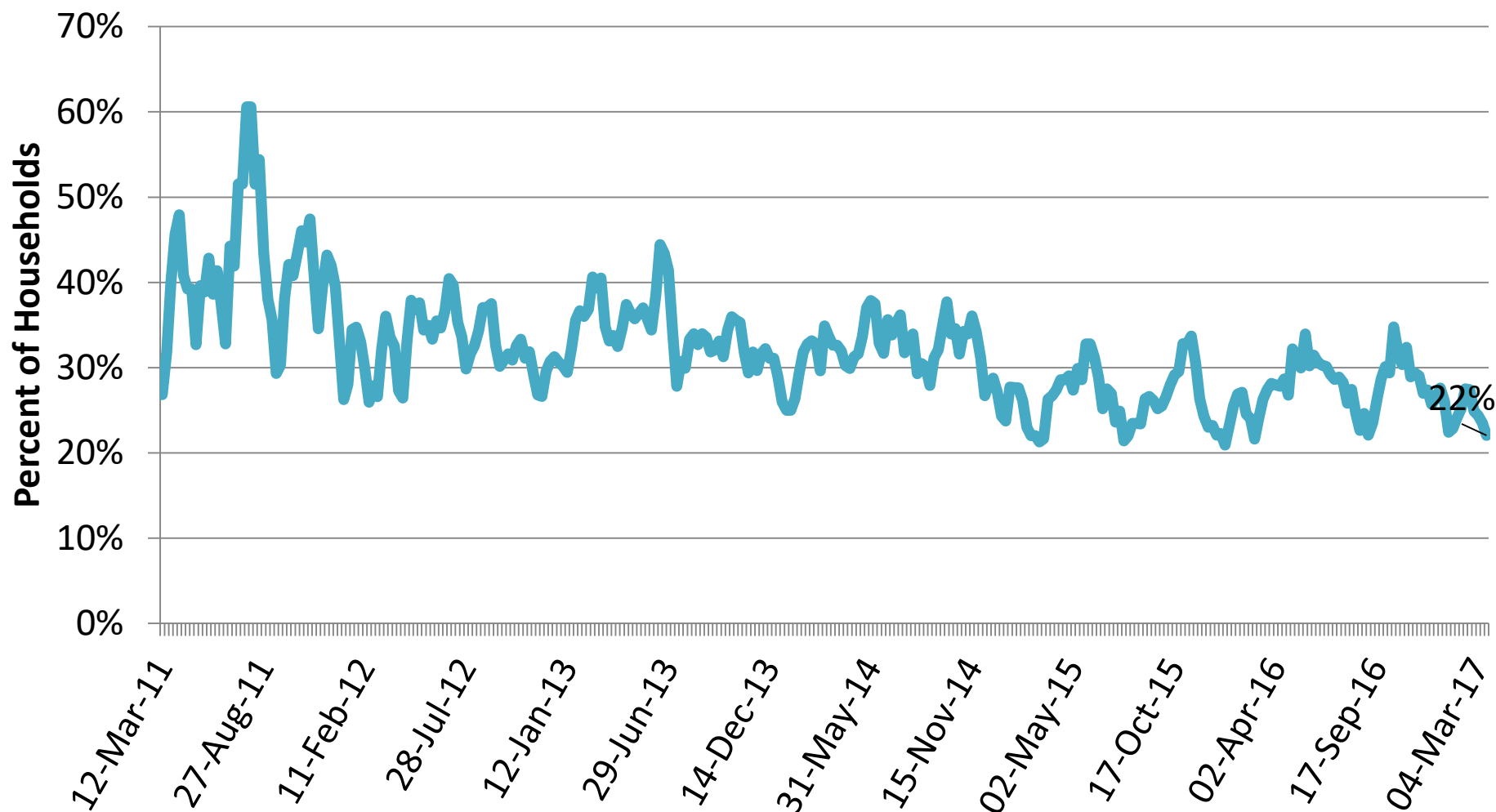
Why Members Quit

- Our renewal rate is a little above 75%.
- 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, or dropping membership because they are not using services.
- **37** households that are currently members have not asked for any services in the last year, which bears this out.

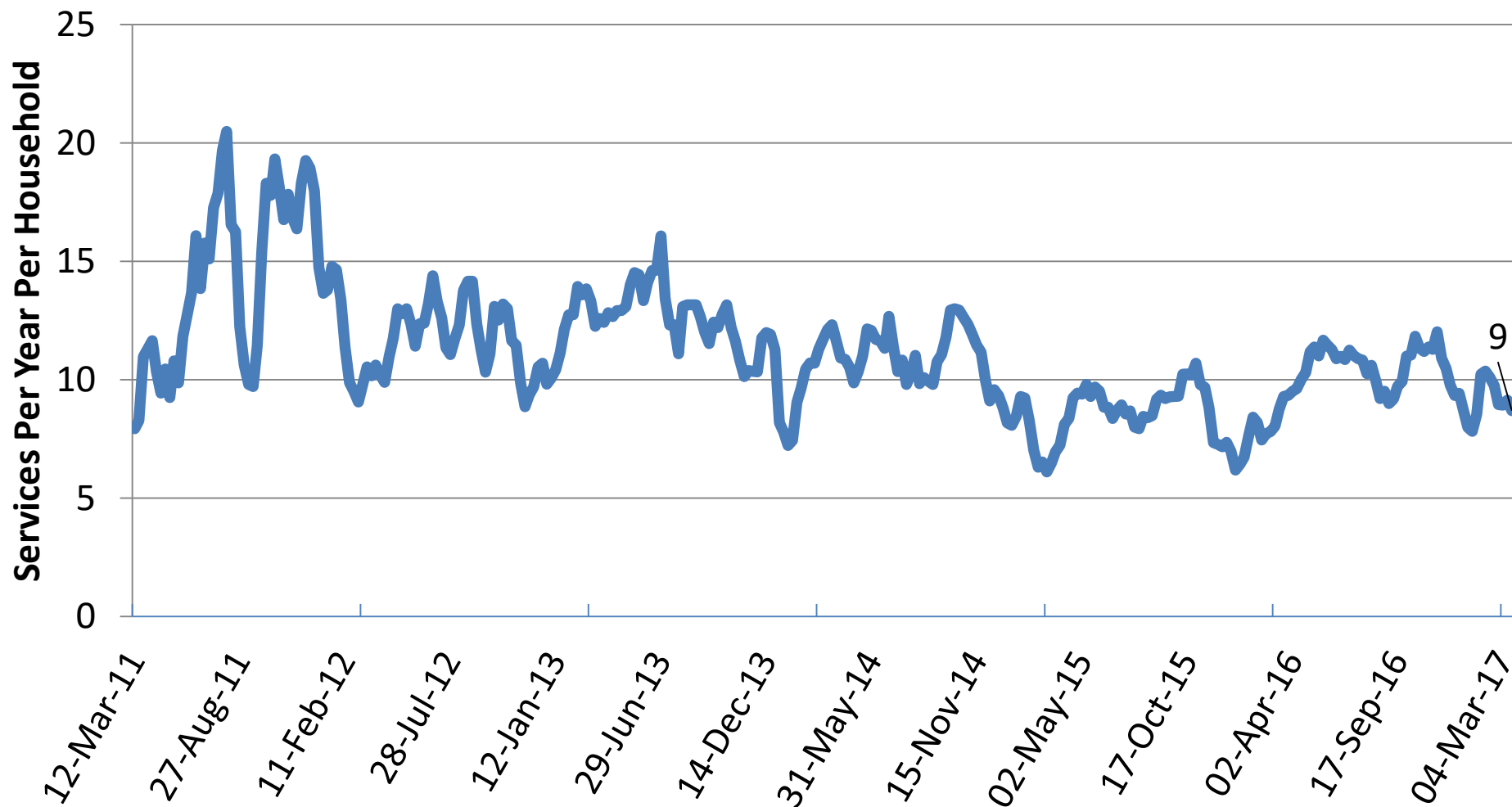
MEMBERSHIP

MEMBER BENEFITS

% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household



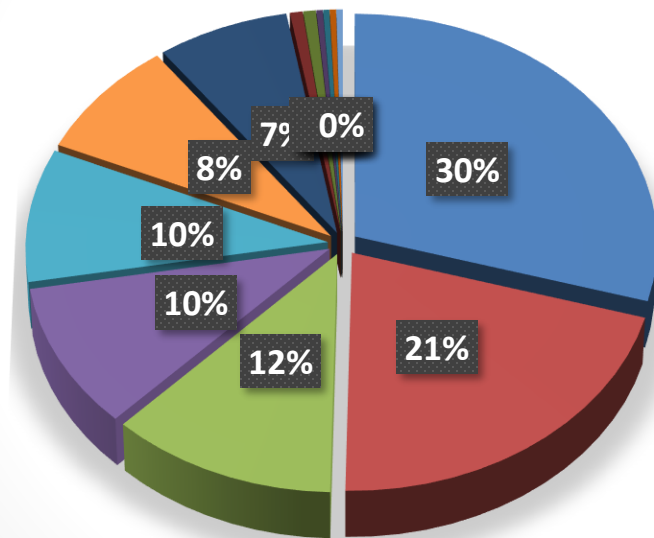
MEMBERSHIP

WHY MEMBERS QUIT

Why Members Quit in the Last Year

3/18/2017

Since we began in February 2011, we have had a total of 640 members, 295 of whom (46%) have dropped their membership

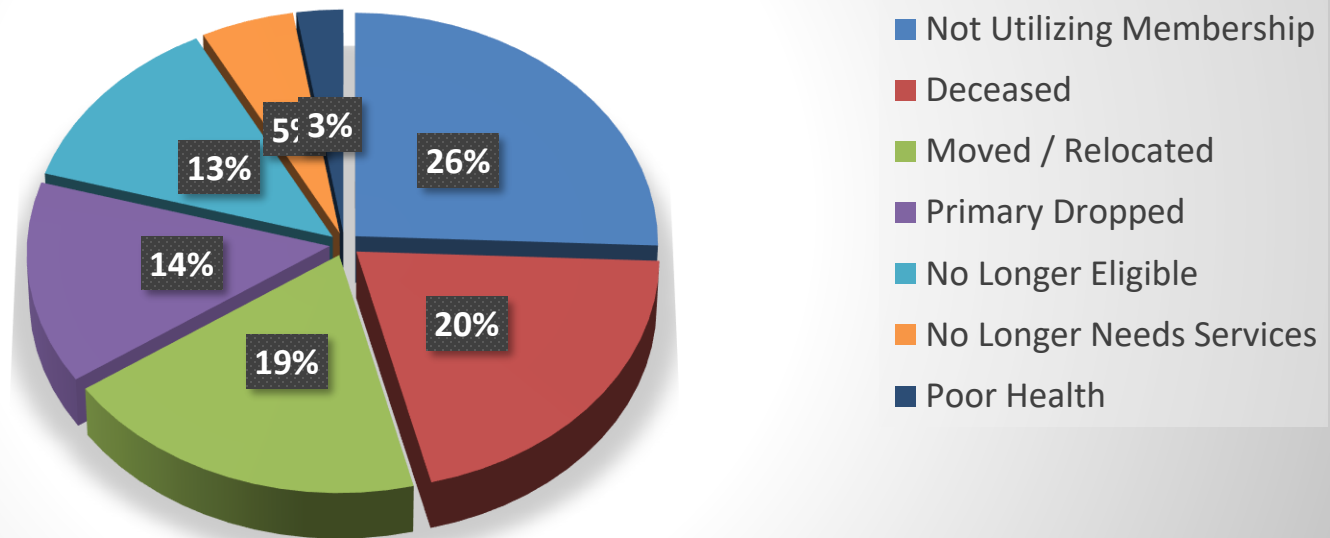


- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- No Longer Eligible
- Primary Dropped
- Quit / Resigned
- Unknown Reason
- Poor Health
- Upgrade/Downgrade
- Lapsed (Expired)
- Terminated, Other
- Changed His/Her Mind

Why Members Quit

3/18/2017

23% of those who have been members within the last year have dropped their membership.



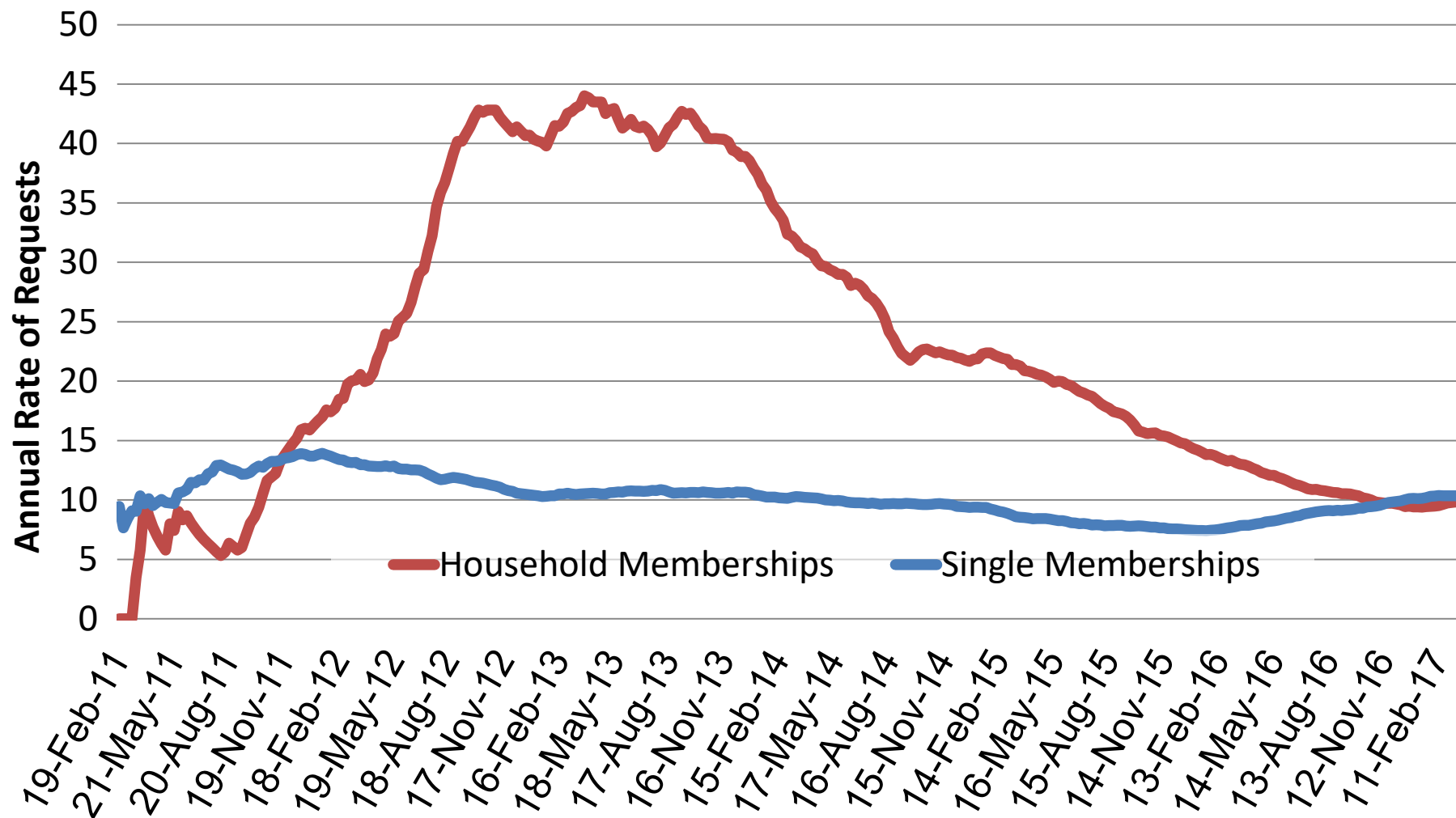
MEMBERSHIP

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 that is slightly below than single members.
- Our rate is now \$75 for a single membership and \$95 for a household.

Single vs. Household Annual Use of Services

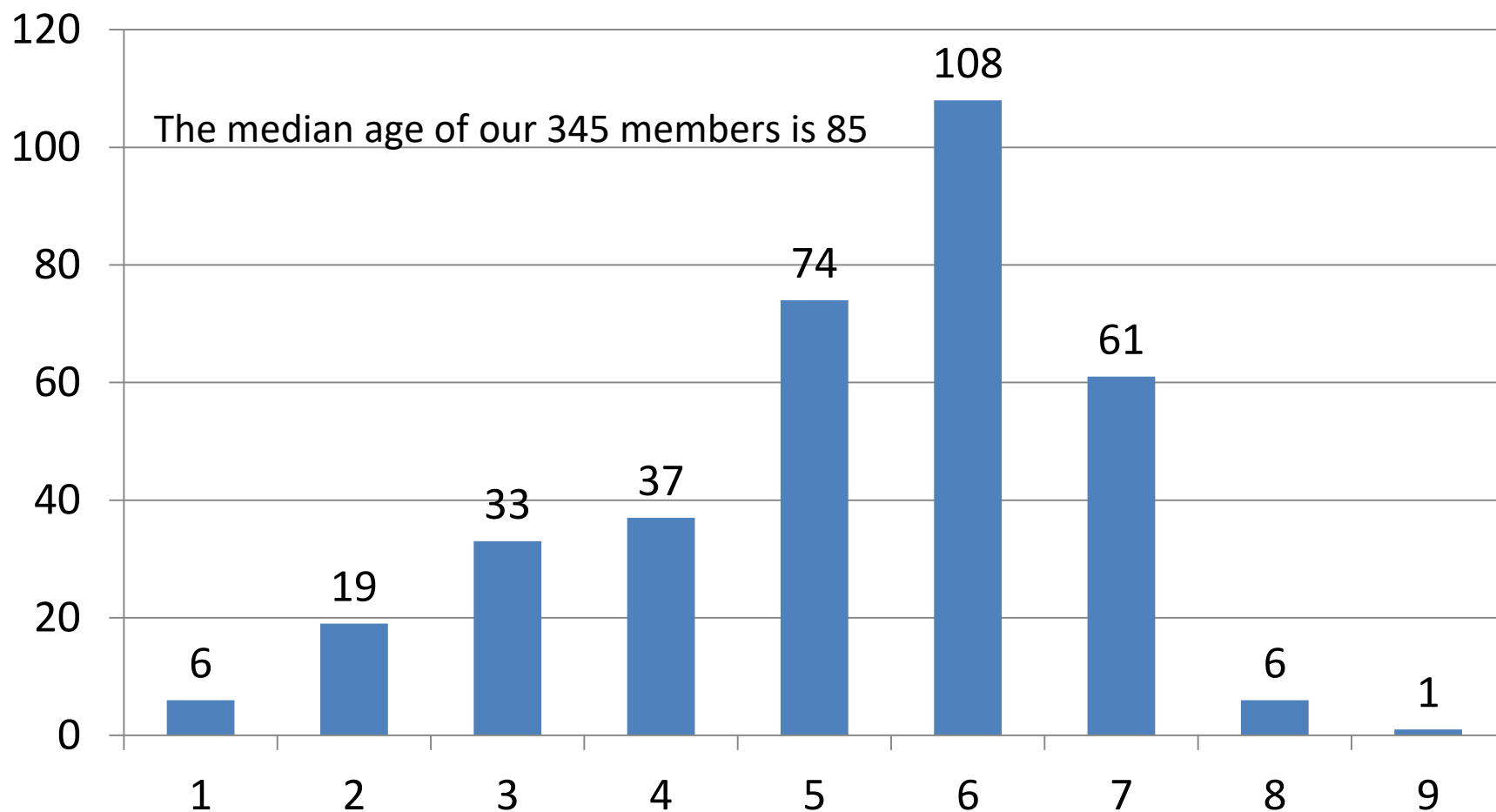


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

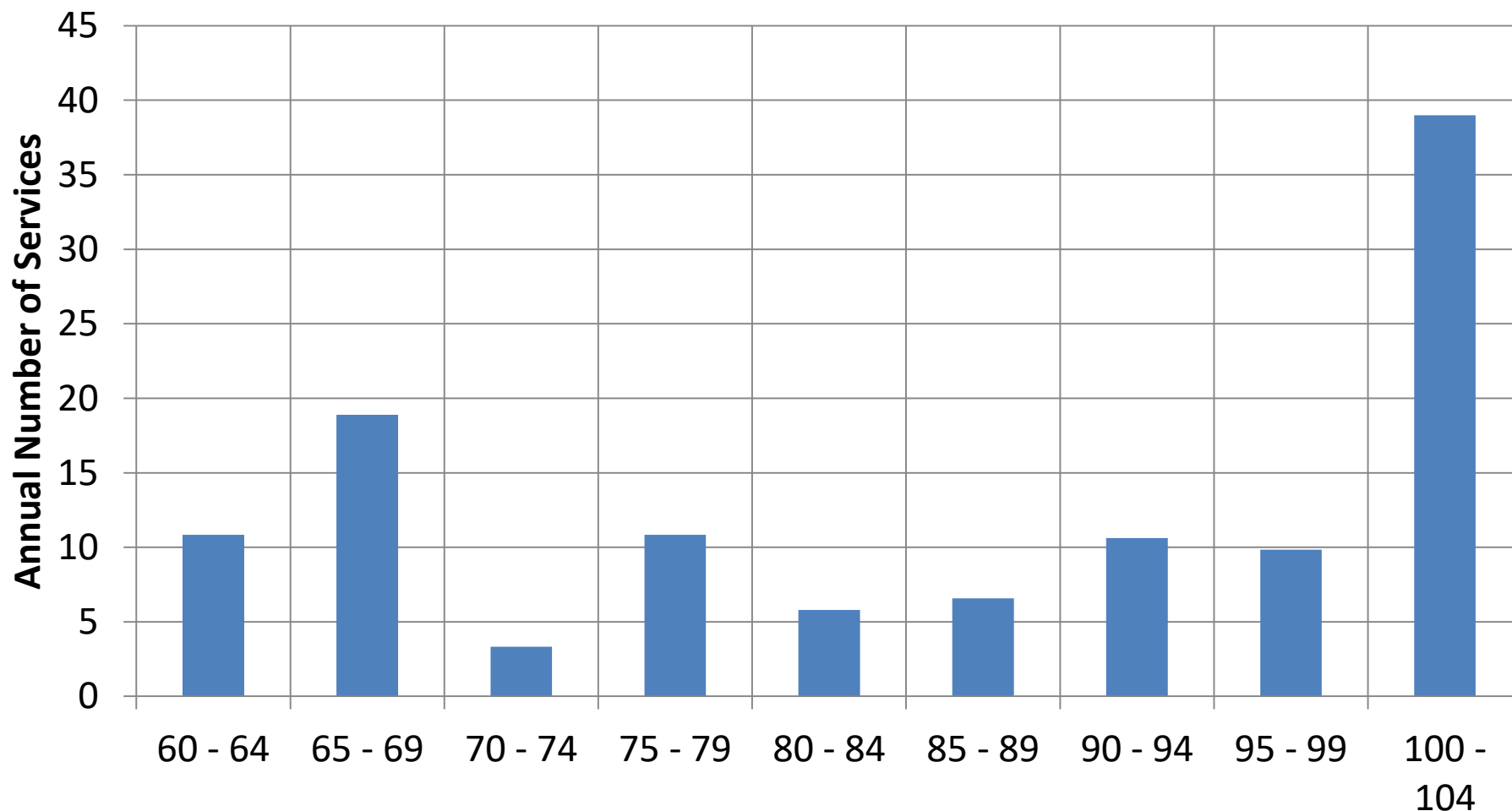
Analysis by Age Group

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

Age of Members

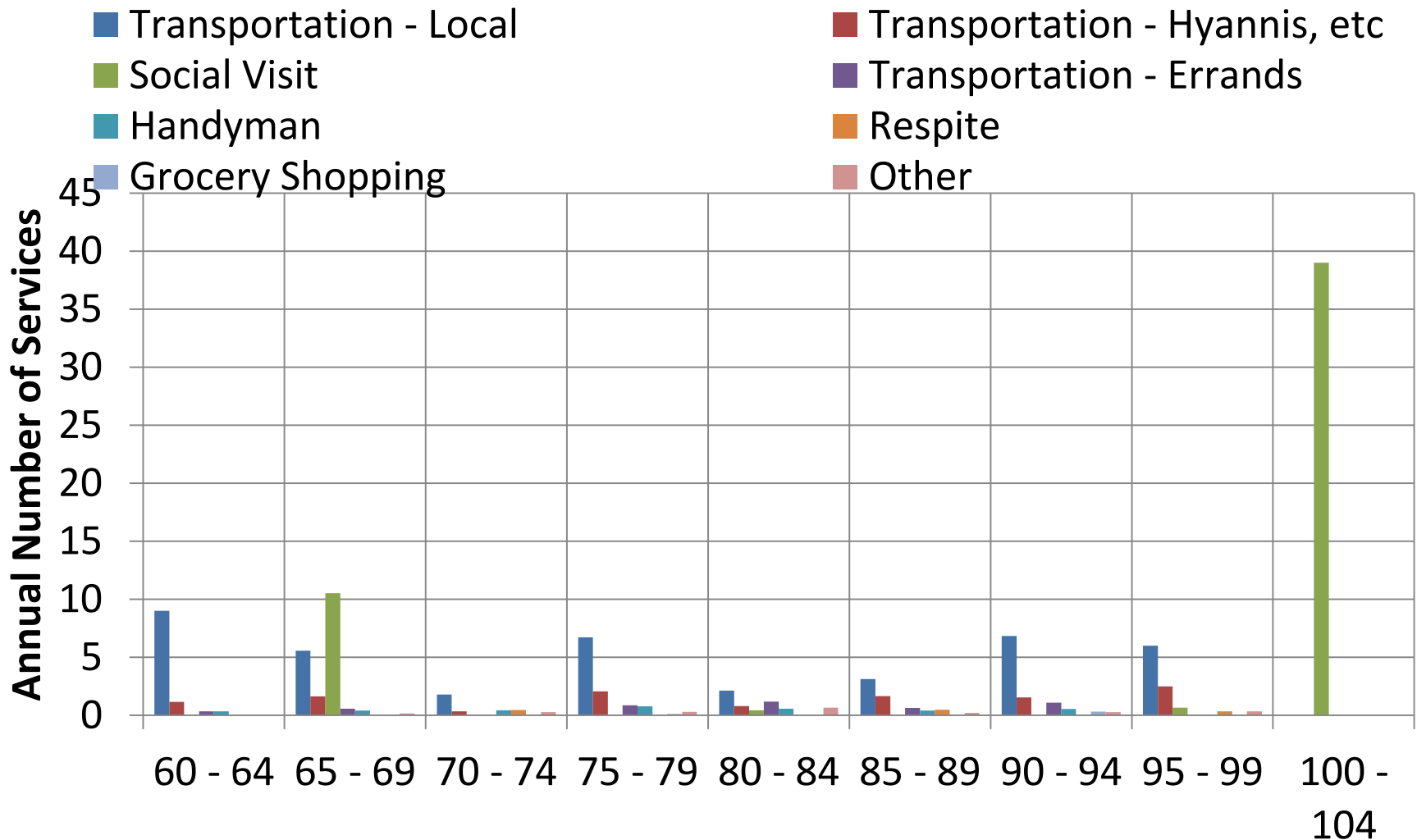


Annual Rate of Services by Age Range





Trends in Services

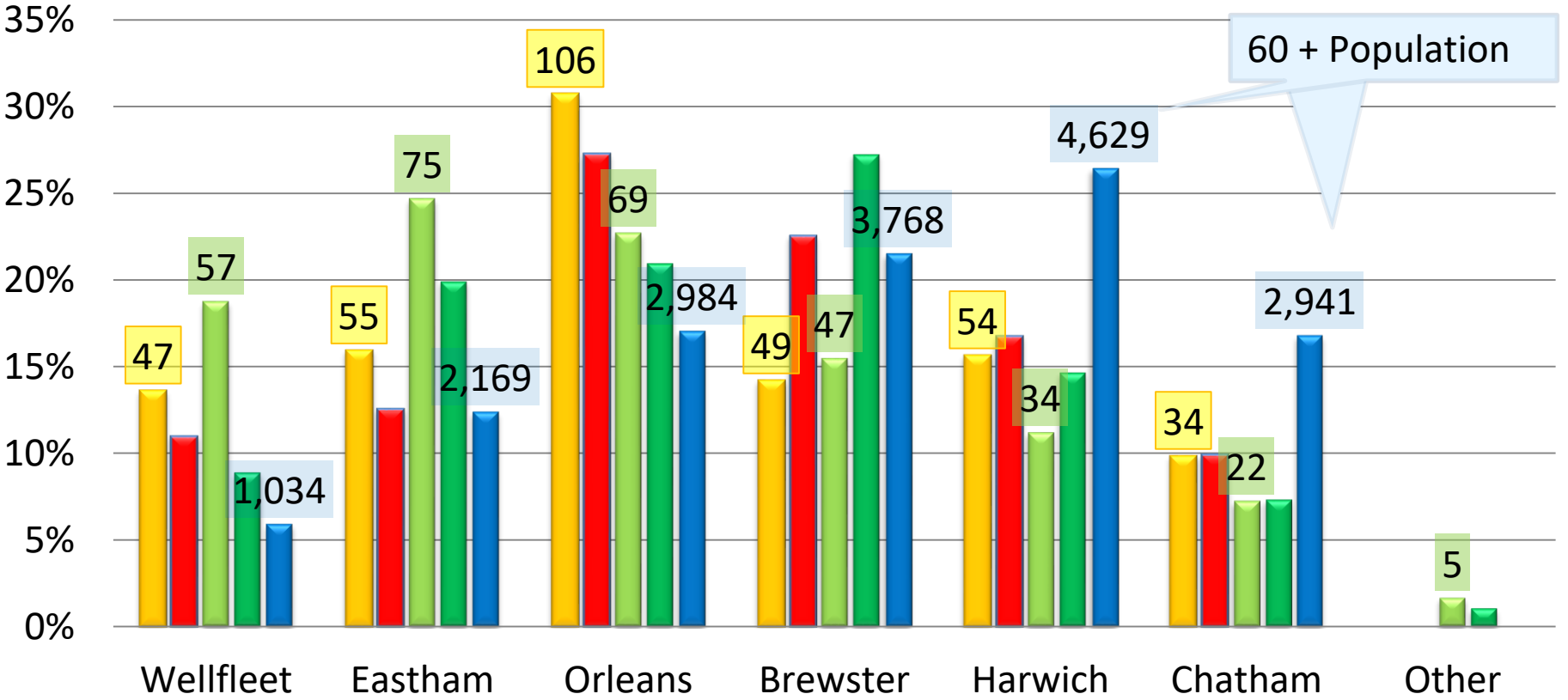


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?






Towns of Service Providers and Recipients

- The balance between volunteers and members is slightly **off in Orleans** and otherwise reasonably balanced in other towns.
- “Market penetration” highest in Wellfleet, fairly high in Orleans, and Eastham.
- [For the last 4 weeks,](#)
 - 60% of all services are performed by someone from the same town.
 - 92% 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)



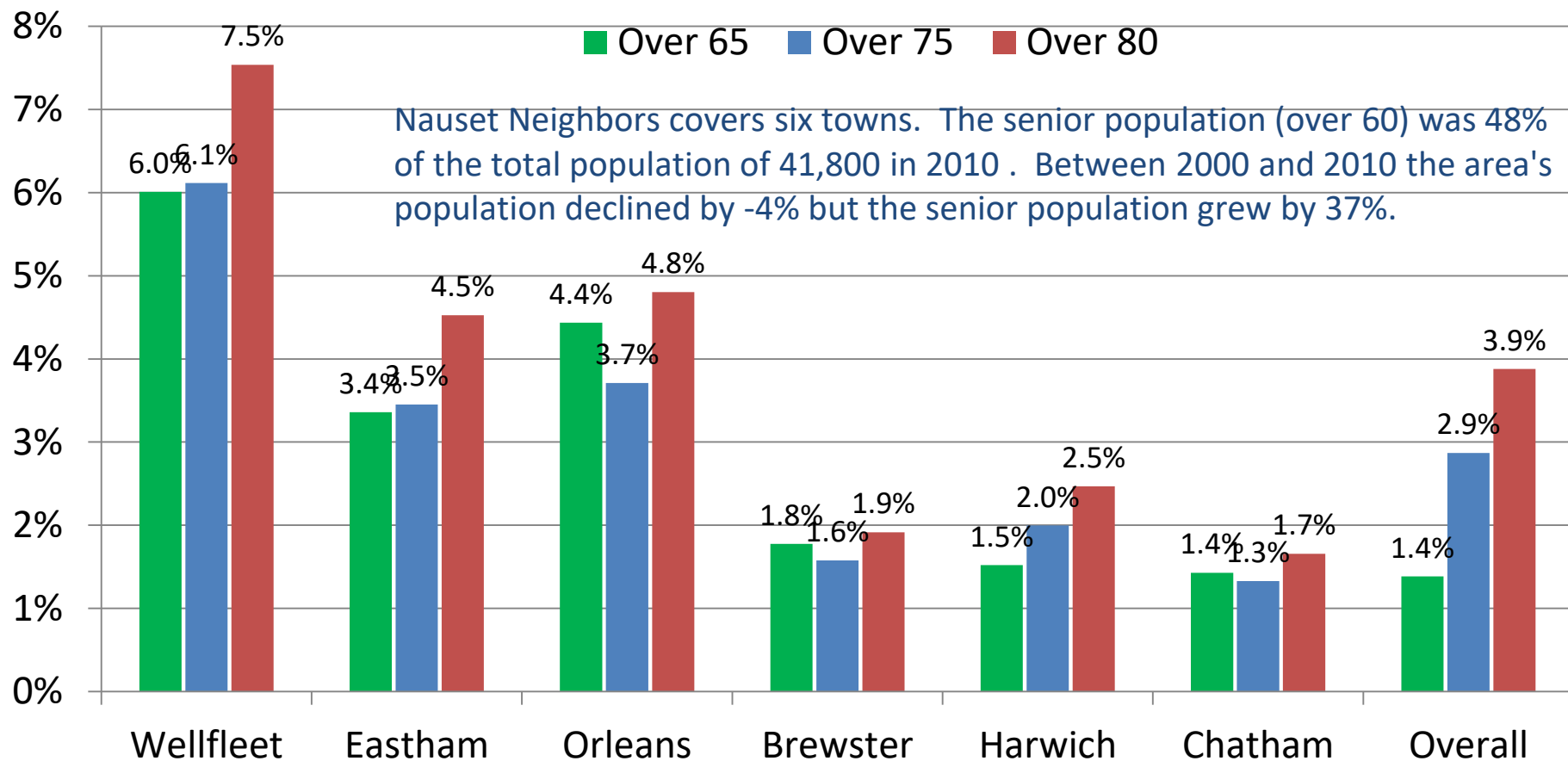
60 + Population

-  % 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 (Ever)

| 53% of services are provided by someone from the same town; 85% from the same or an adjacent town. | | Town of Member | | | | | | Total Provided |
|--|-----------|----------------|---------|---------|----------|---------|---------|----------------|
| | | Wellfleet | Eastham | Orleans | Brewster | Harwich | Chatham | |
| Town of Provider | Wellfleet | 1395 | 128 | 297 | 40 | 44 | 4 | 1908 |
| | Eastham | 713 | 628 | 810 | 142 | 144 | 34 | 2471 |
| | Orleans | 49 | 137 | 1966 | 337 | 109 | 420 | 3018 |
| | Brewster | 22 | 73 | 622 | 698 | 473 | 34 | 1922 |
| | Harwich | 12 | 1 | 71 | 202 | 946 | 21 | 1253 |
| | Chatham | 1 | 2 | 43 | 22 | 85 | 154 | 307 |
| | Other | 7 | 0 | 8 | 7 | 5 | 0 | 27 |
| Total Used | | 2199 | 969 | 3817 | 1448 | 1806 | 667 | 10906 |

Towns of Service Providers and Recipients (Last 4 Weeks)

| 55% of services are provided by someone from the same town. 88% from the same or an adjacent town. | | Town of Member | | | | | | Total Provided |
|--|------------|----------------|---------|---------|----------|---------|---------|----------------|
| | | Wellfleet | Eastham | Orleans | Brewster | Harwich | Chatham | |
| Town of Provider | Wellfleet | 13 | 3 | 1 | | | | 17 |
| | Eastham | 5 | 16 | 11 | 3 | 3 | | 38 |
| | Orleans | 1 | 3 | 24 | 7 | | 5 | 40 |
| | Brewster | 1 | 2 | 15 | 24 | 8 | 2 | 52 |
| | Harwich | | | | 8 | 18 | 2 | 28 |
| | Chatham | 1 | | 1 | 1 | 1 | 10 | 14 |
| | Other | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| | Total Used | 21 | 24 | 52 | 43 | 32 | 19 | 191 |