

## Week 324 Member Services Report April 29, 2017



**Anniversary Party, Eastham, MA**  
By Barry Alper

## Summary of the Past Week

- This was the week of our anniversary party. The services includes car pool rides to the party for many of our members.
- We performed 89 services last week out of 103 requests.
  - 14 Requests were cancelled
  - 5 were cancelled after volunteers were found
  - We were unable to fill 2 service requests
- We placed 20 phone calls and filled 5 services by phone.
  - 82% of services were filled online
  - 5% of services were filled by phone
  - 1% of services were filled by email and
  - 12% 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

- The number of requests remains high.
  - Last Week: 60 volunteers performed 89 services for 58 households and covered 8 office shifts. In total, with 7 filled cancellations we filled 104 assignments. In addition, 16 more requests were cancelled before volunteers were found.
  - Last Month: 120 volunteers performed 271 services for 91 households. We also covered 38 office shifts.
  - Last Year: 426 volunteers performed 2886 services for 455 households.
- We have 351 members and 314 volunteers.
  - One year ago we had **309** members
  - We added **111** members during the year
  - but lost **69** members
  - for a net increase of **42** in the last year.
  - Our renewal rate for members belonging for at least on year is **80%**
- 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
  - **5** new members were added, and our waiting list has **13** people.
  - The people on the waiting list have waited at most **three** weeks before being offered membership.

## Looking Forward

- The number of future services is about the same as last week.
- We have 421 future service requests.
  - 26 booked but cancelled.
  - 18 need filling next week.
  - 77 need filling over the next 4 weeks.
- 38% 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?

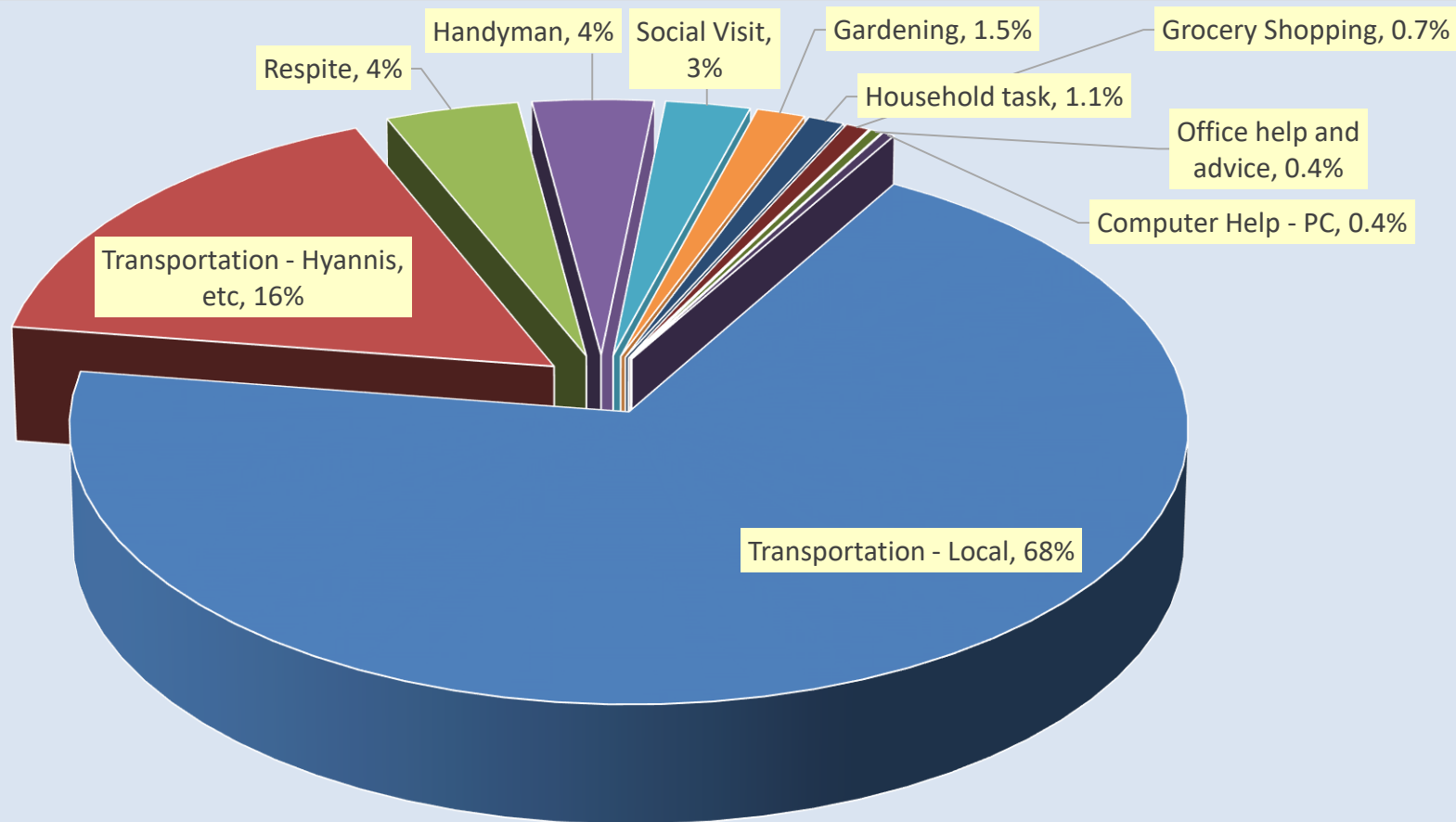
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## Who is Using What Services?

- Overall, transportation (including errands) remains the major need (**82%**).
- 91 households( 31%) received 271 services in the last four weeks
- The annual rate of services is **10** per year per household.
- The 10% most needy members used a little over **50%** of services.

## Services in the Last 4 Weeks

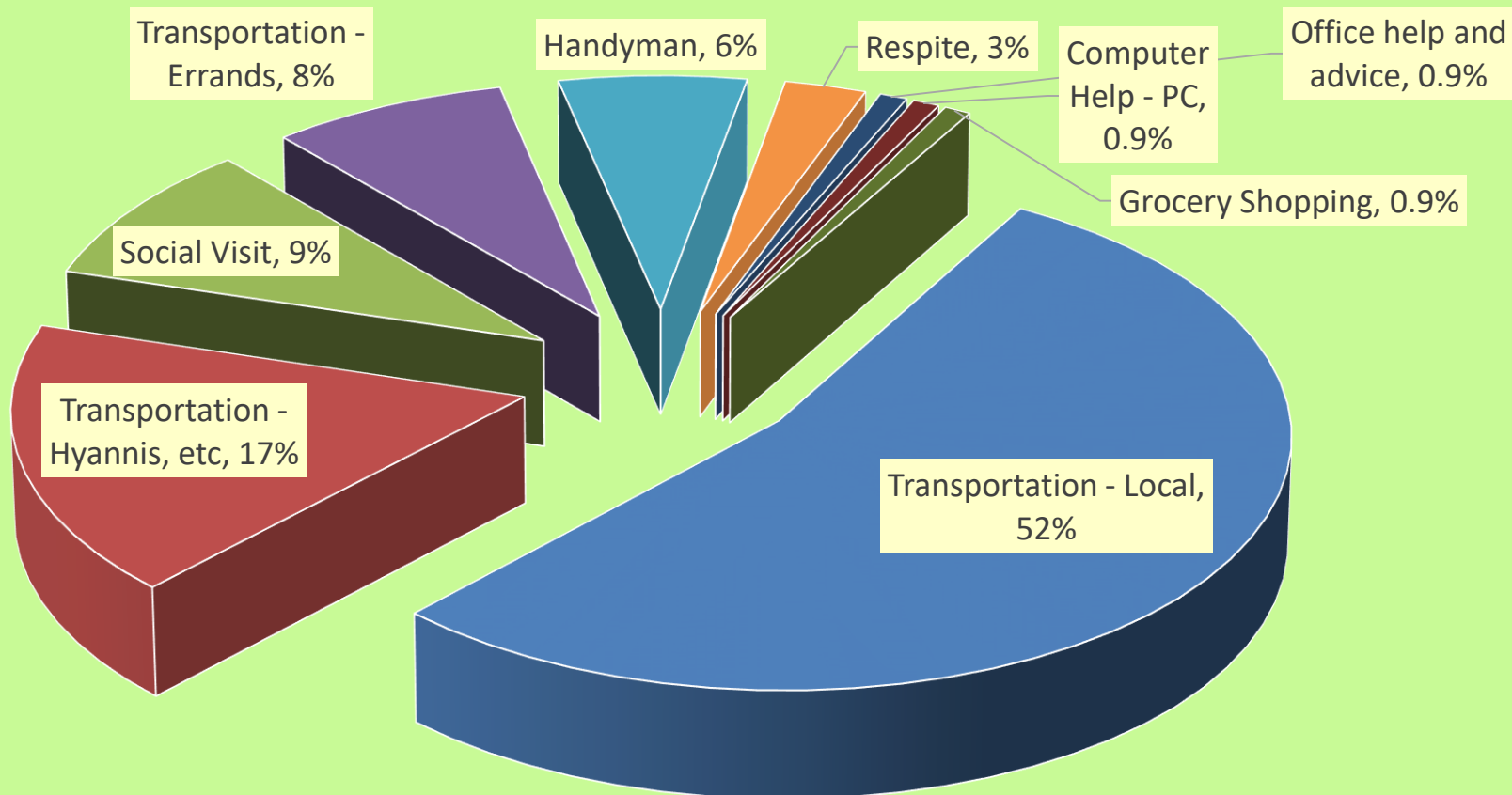
4/29/2017



91 households received 271 services in the last four weeks

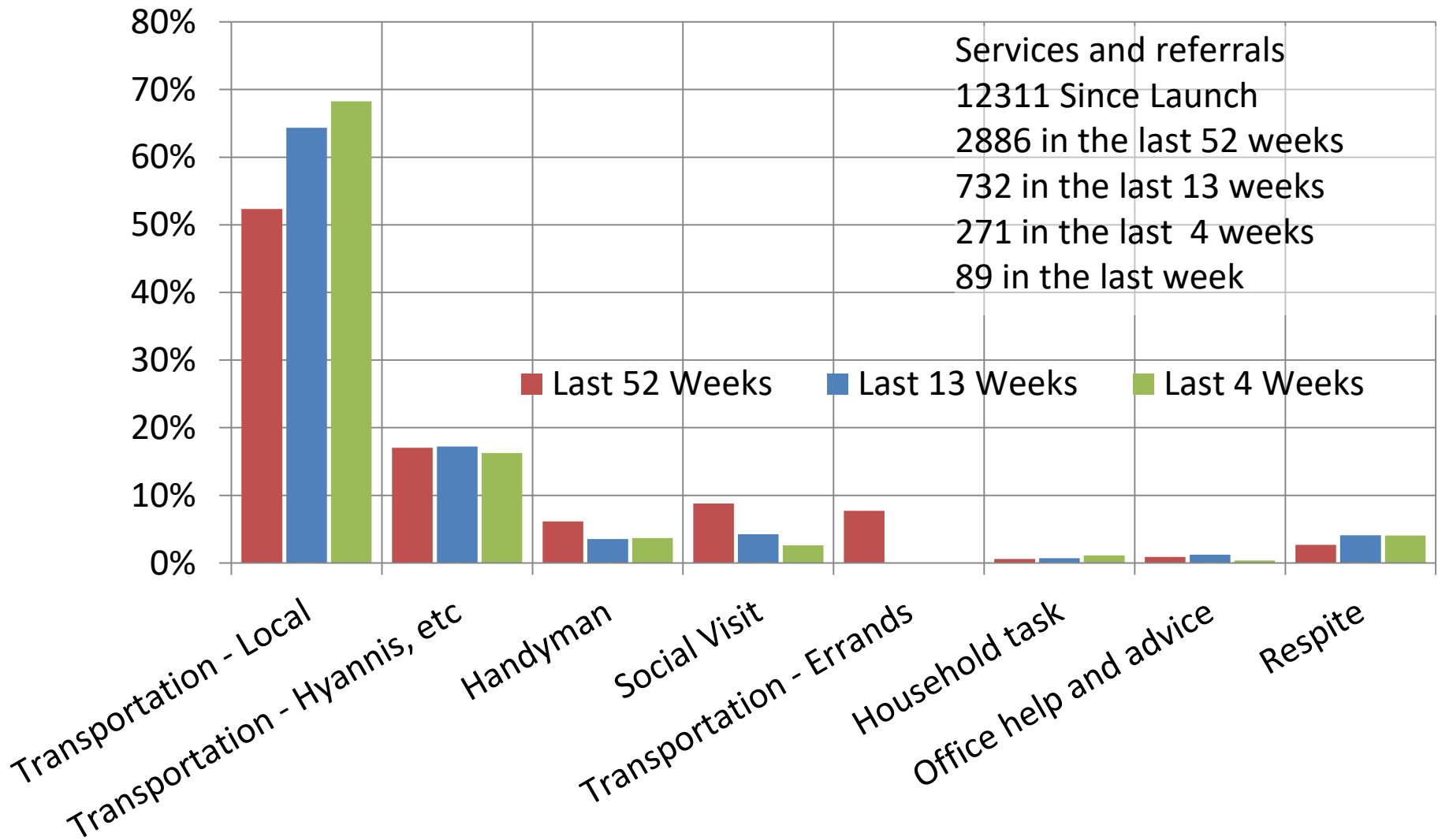
## Services in the Last 52 Weeks

4/29/2017



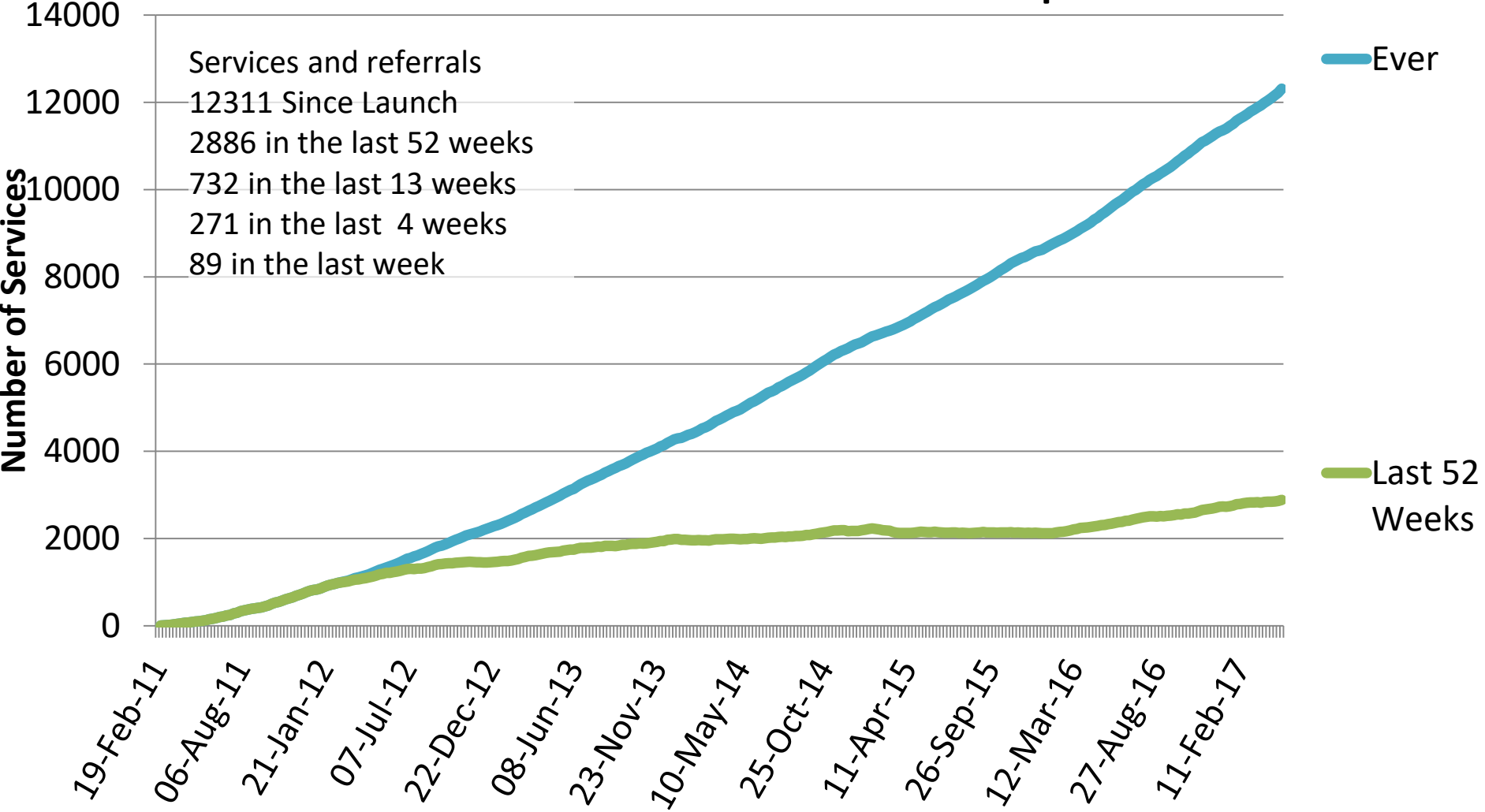
455 households received 2886 services in the last 52 weeks

# Trends in Services

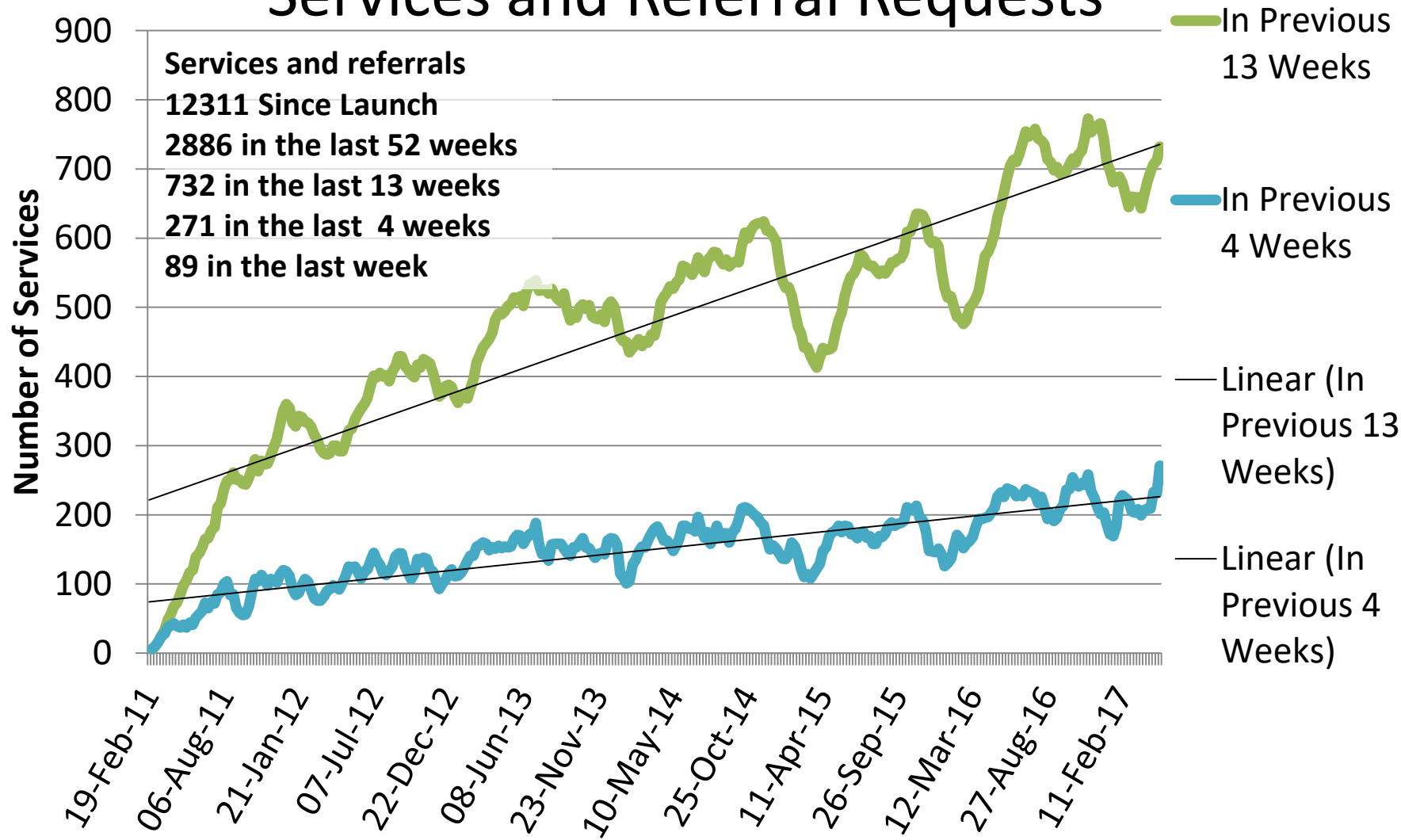




# Services and Referral Requests

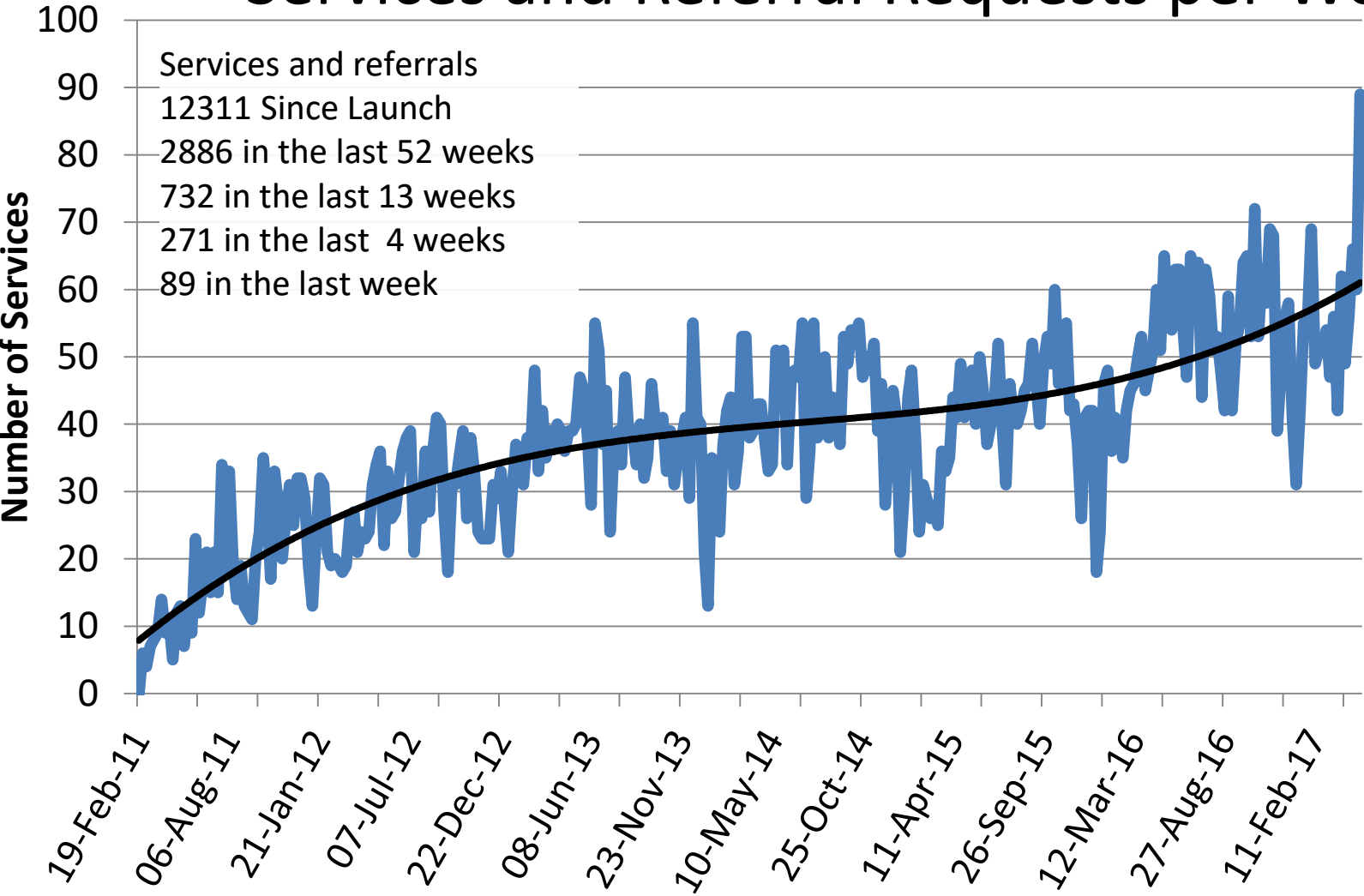


# Services and Referral Requests

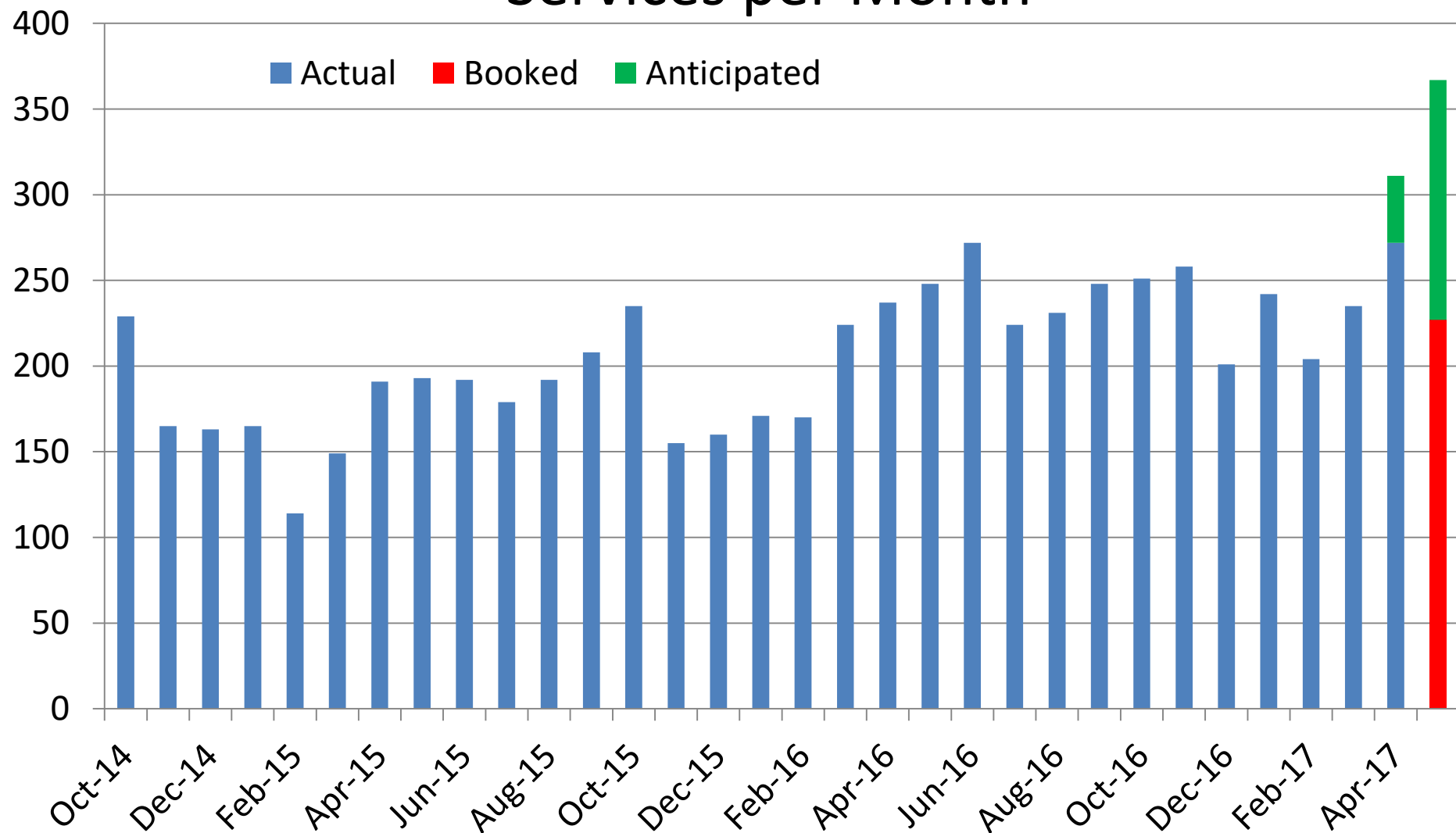




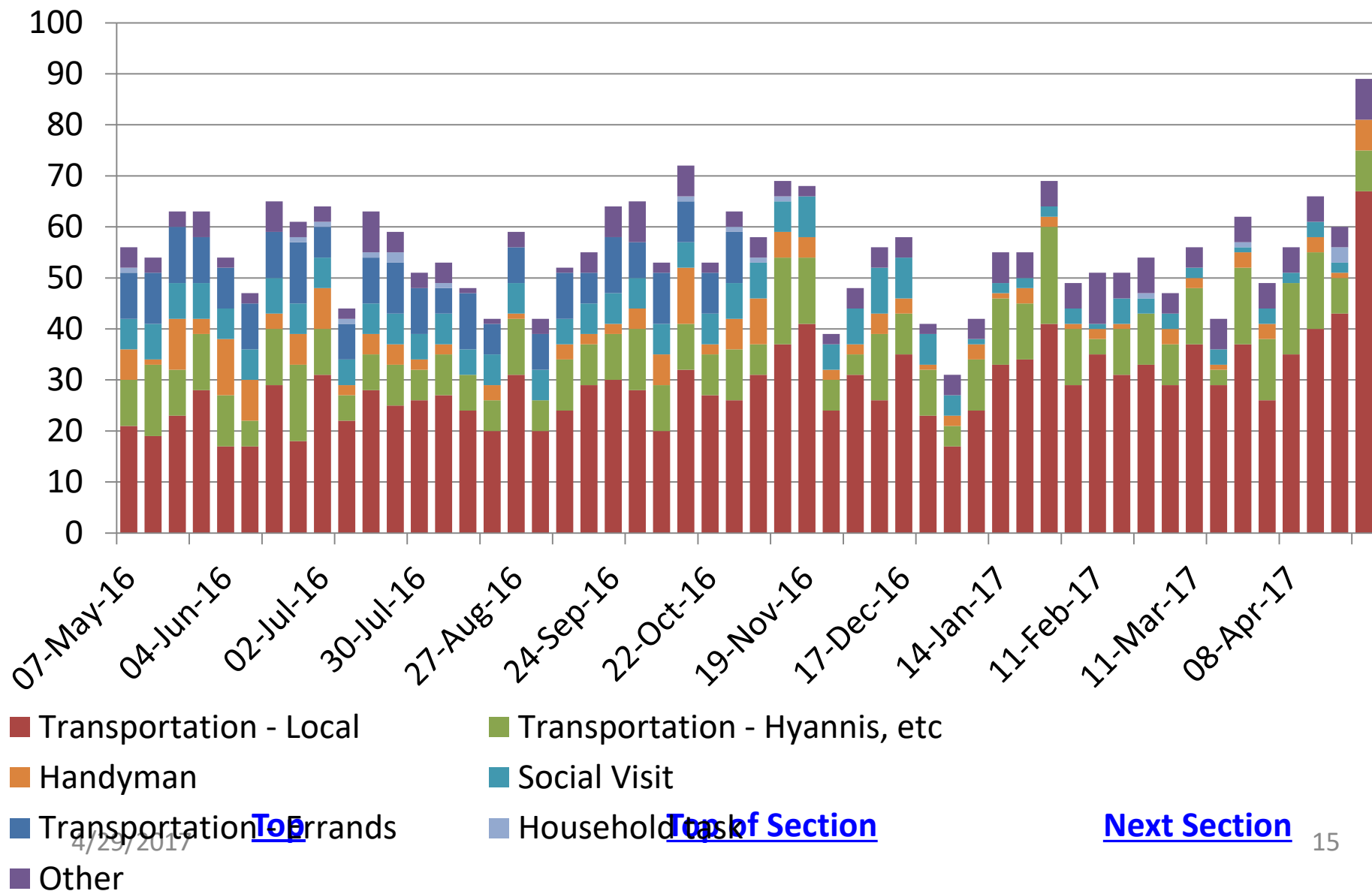
# Services and Referral Requests per Week



# Services per Month

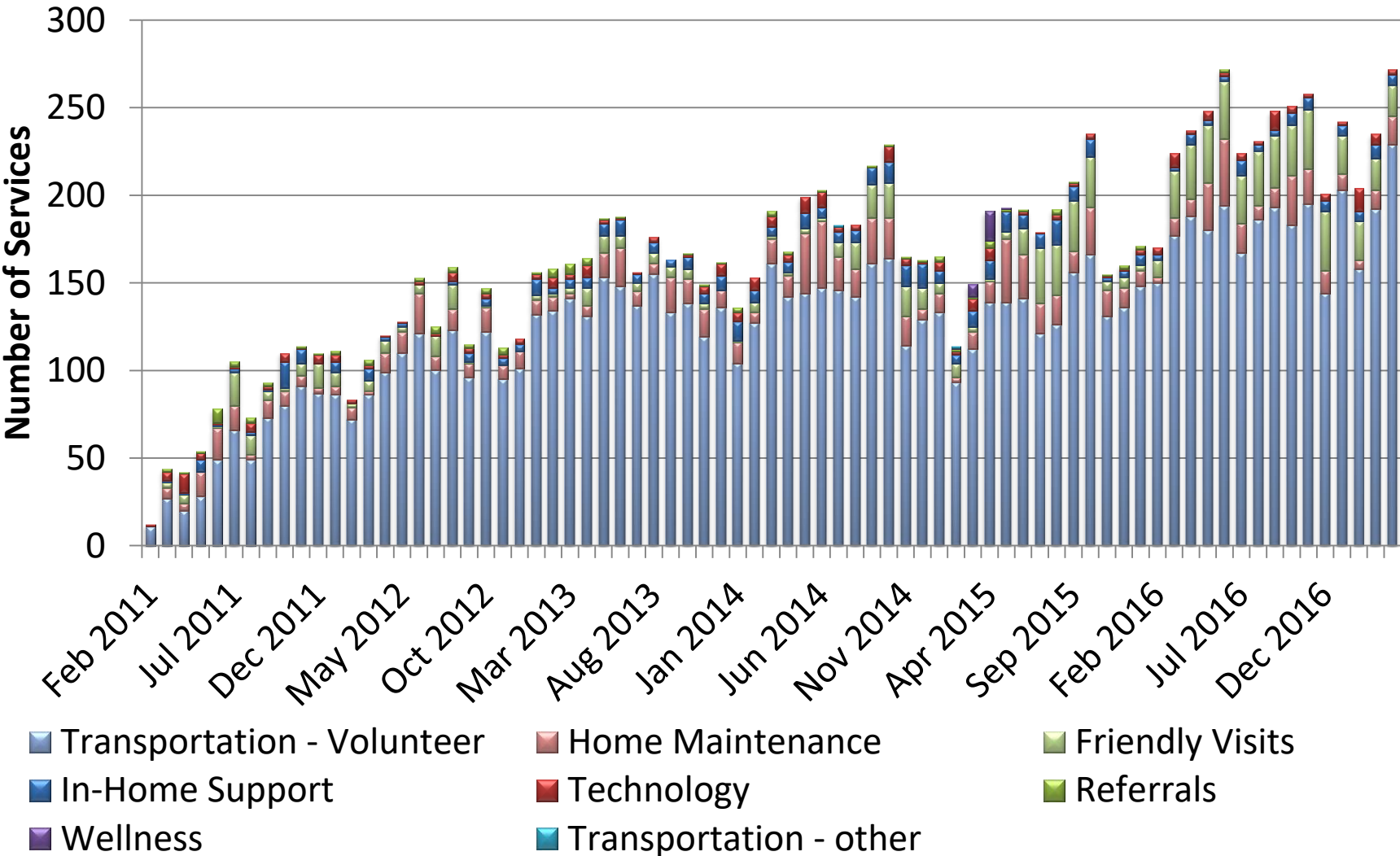


## How Have Direct Services Varied in the Last Year?





# Service Categories



[Top](#)

[Top of Section](#)

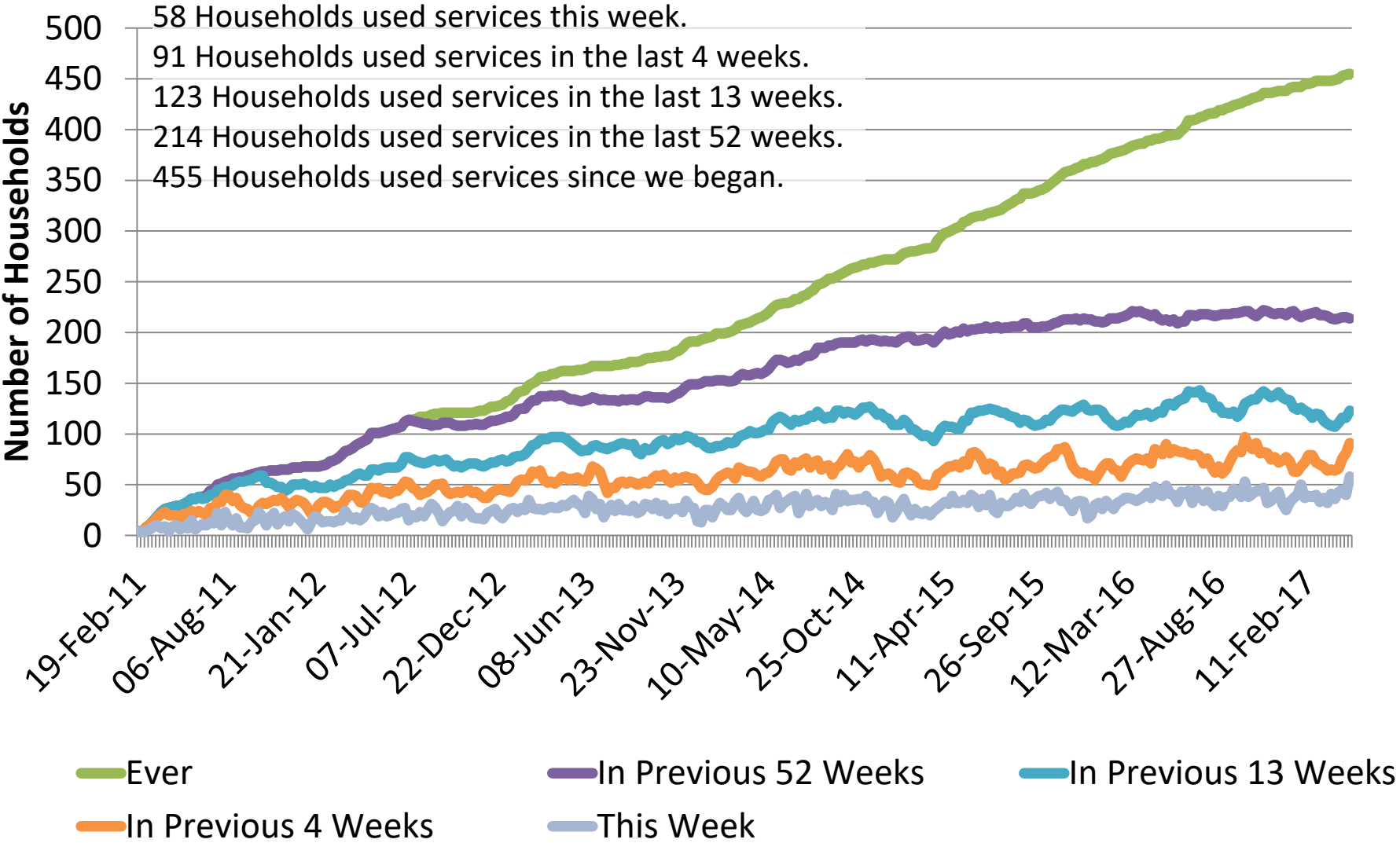
[Next Section](#)

# HOW MANY HOUSEHOLDS USE SERVICES?



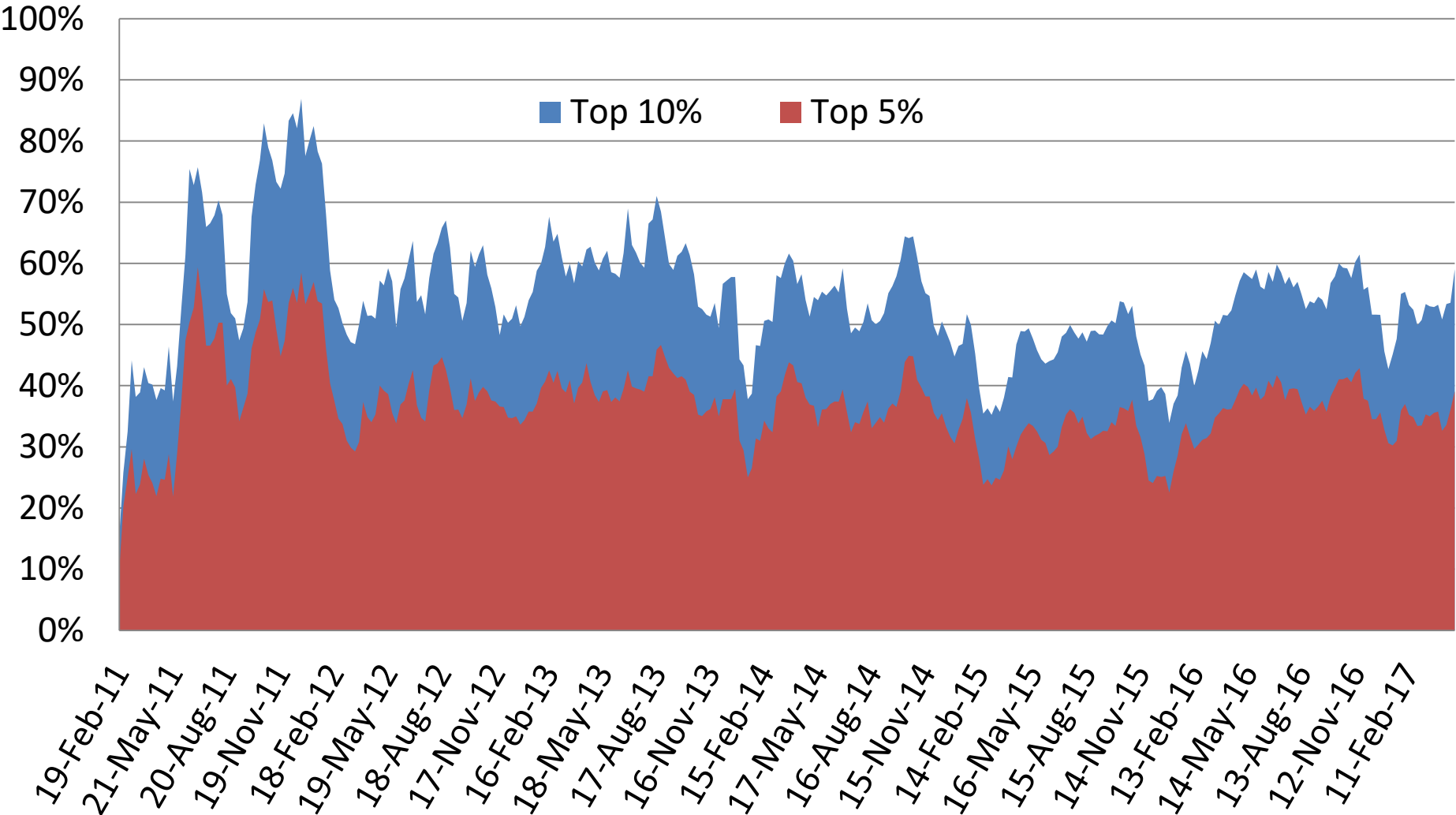
# How Many Households Served

58 Households used services this week.  
91 Households used services in the last 4 weeks.  
123 Households used services in the last 13 weeks.  
214 Households used services in the last 52 weeks.  
455 Households used services since we began.



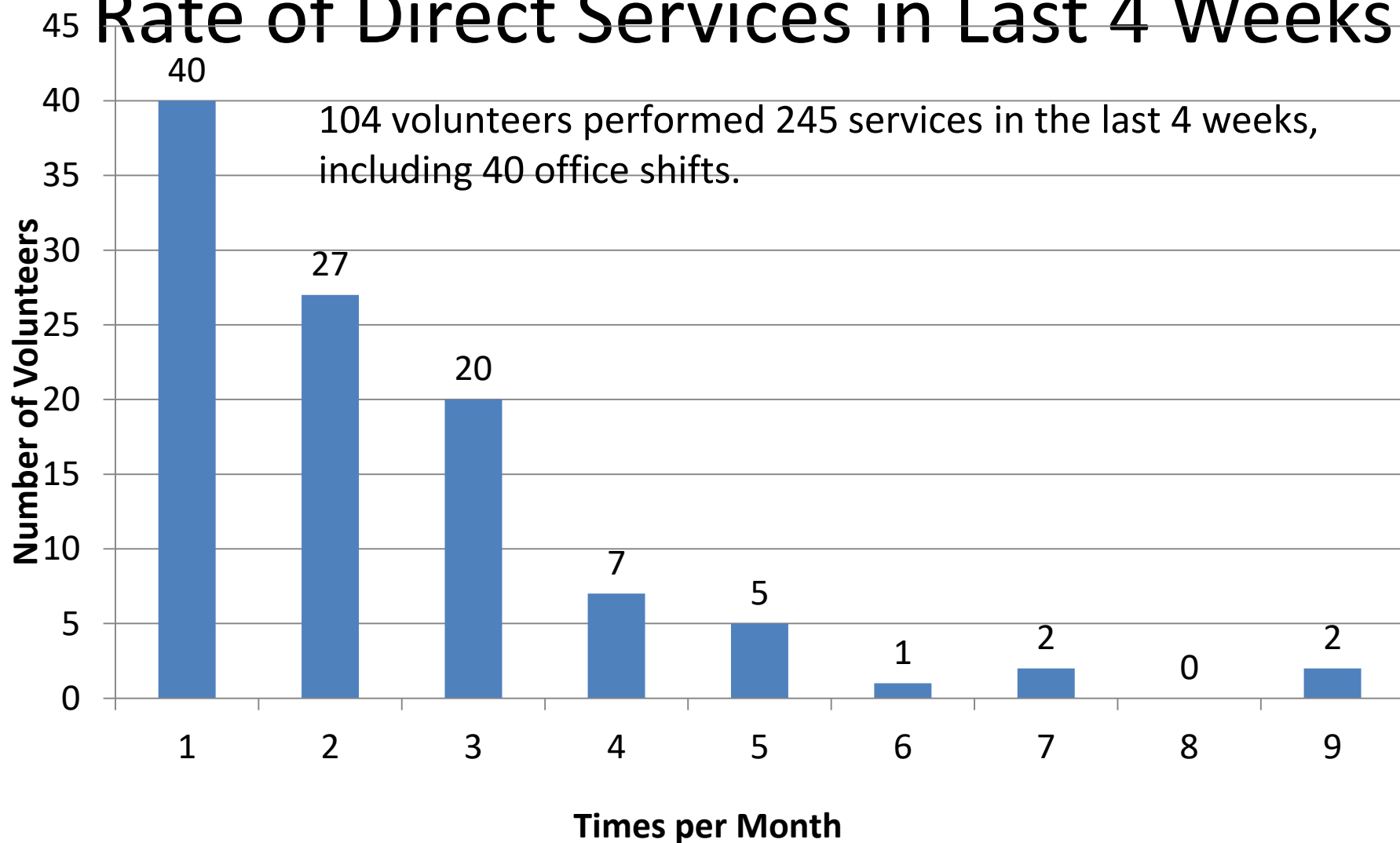
Ever In Previous 52 Weeks In Previous 13 Weeks  
In Previous 4 Weeks This Week

# Heaviest Users of Services



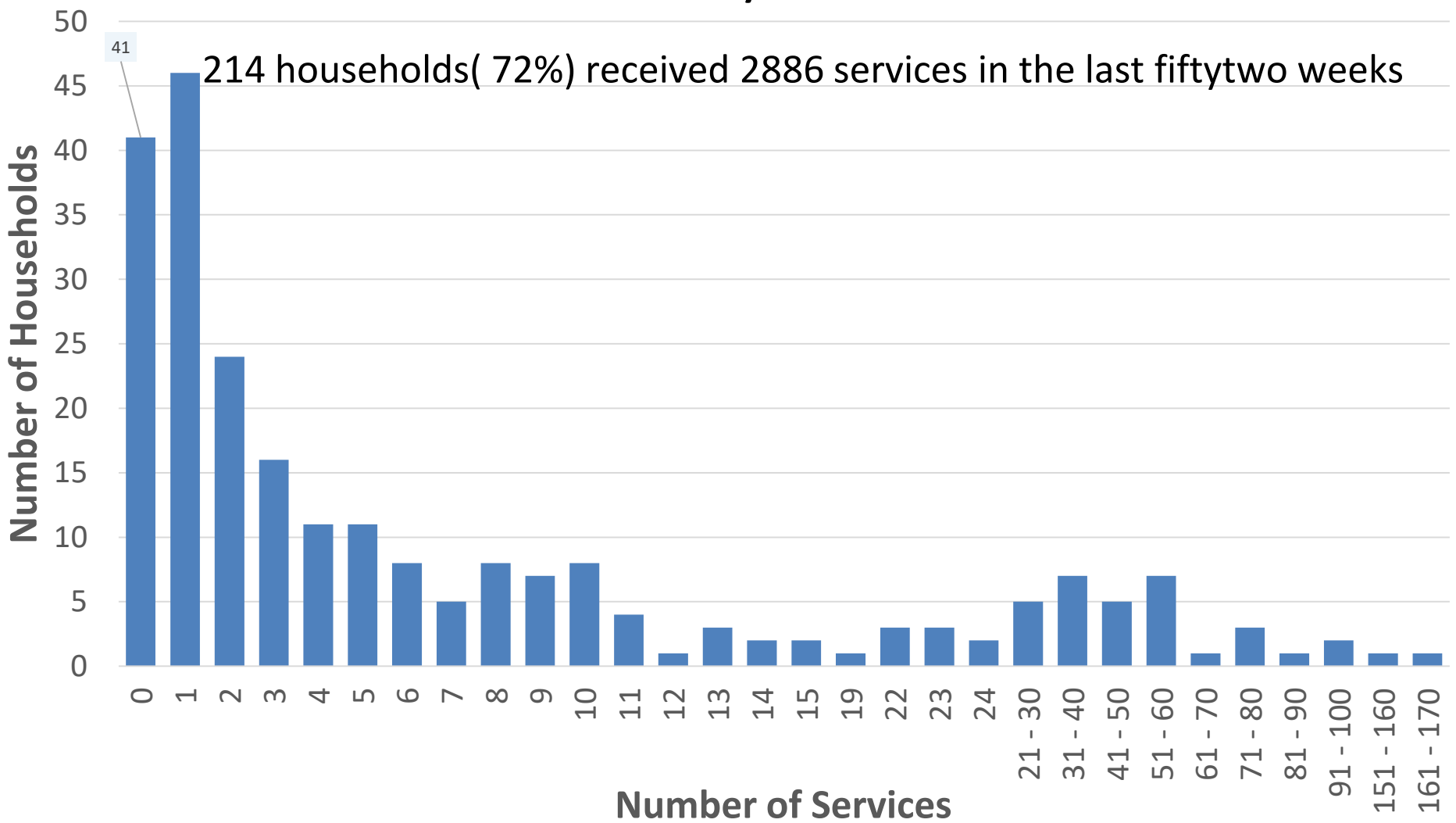
# Rate of Direct Services in Last 4 Weeks

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



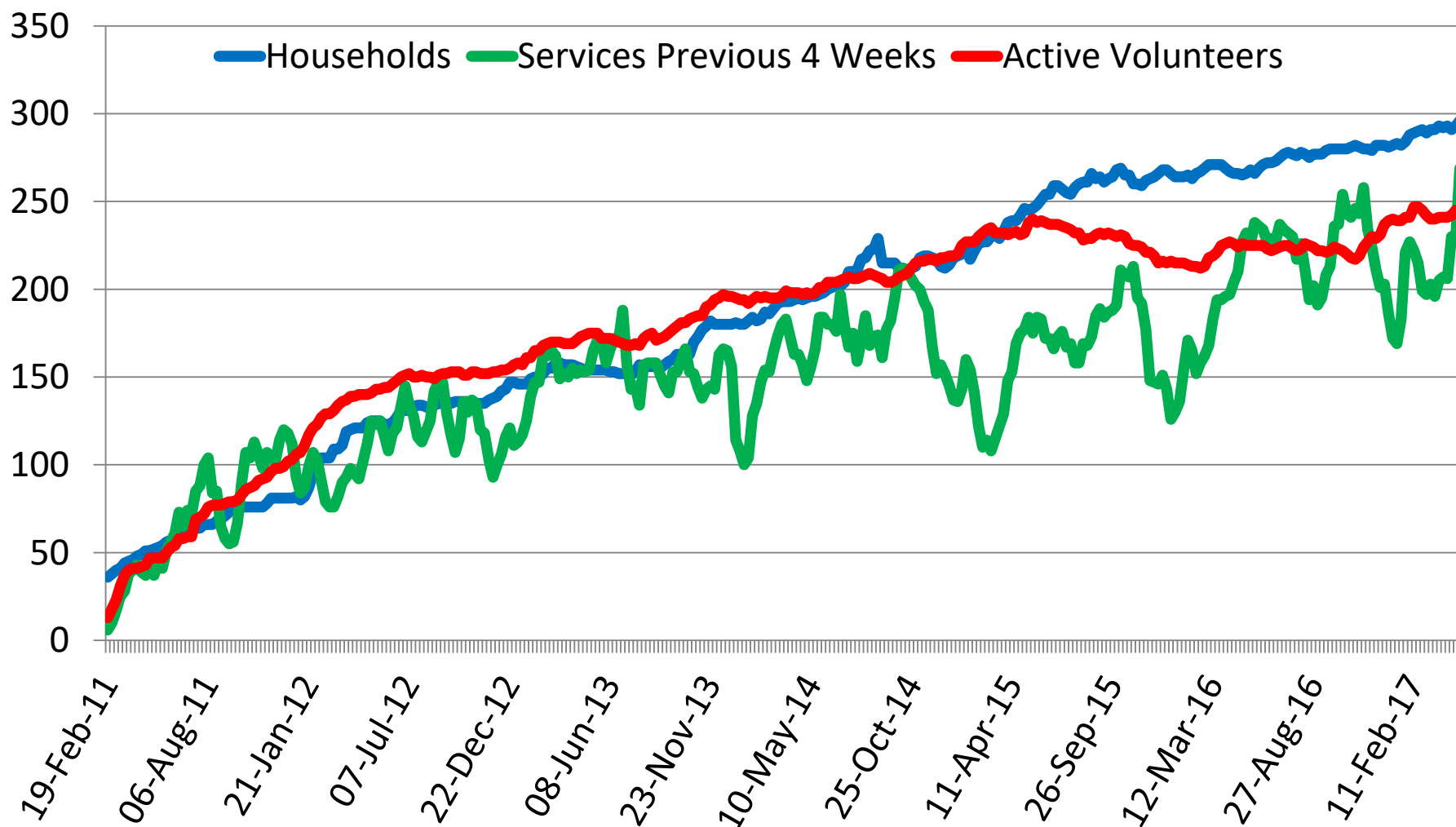


# Services in Last Year by Current Households



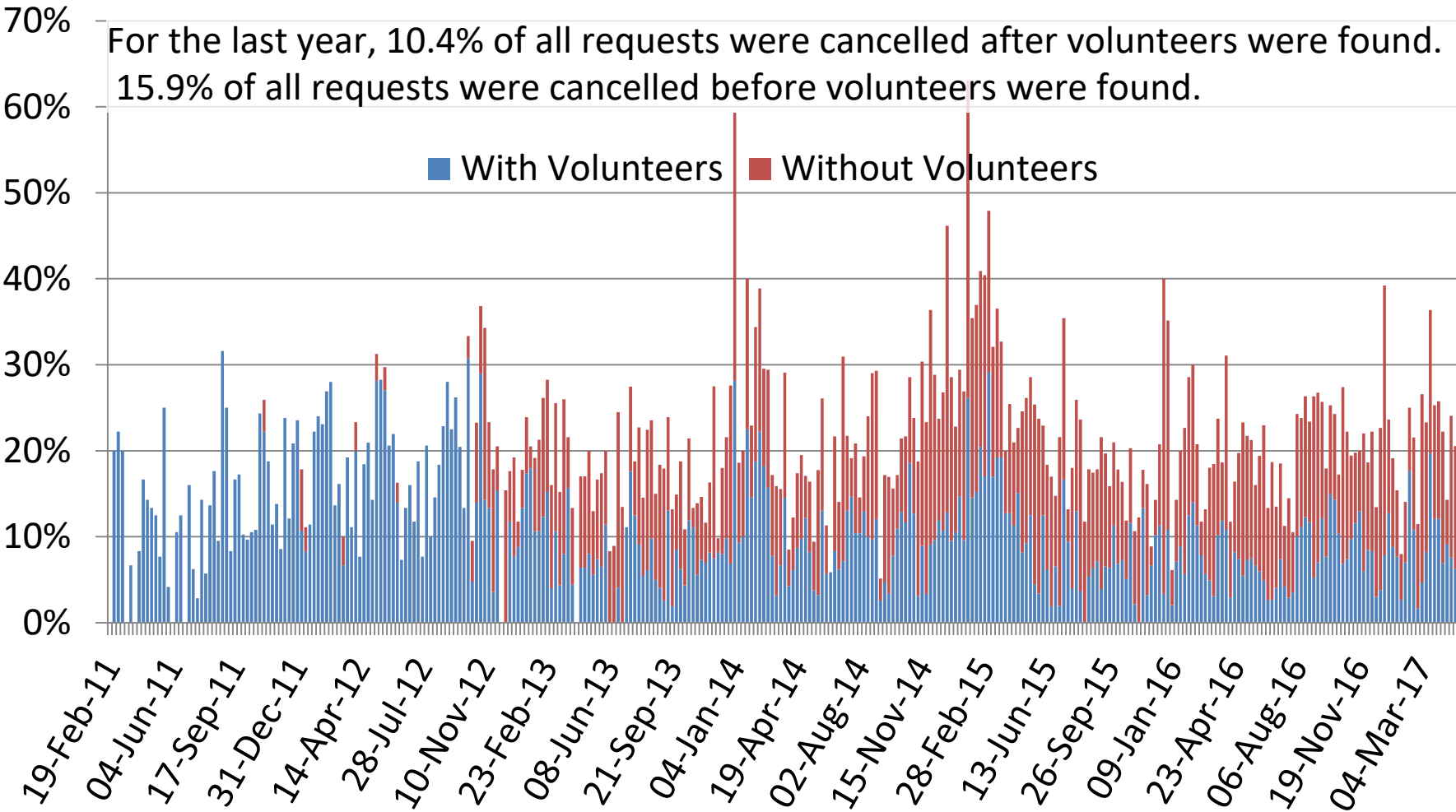


## Memberships, Active Volunteers, and Services per Month



# WHAT IS OUR CANCELLATION RATE?

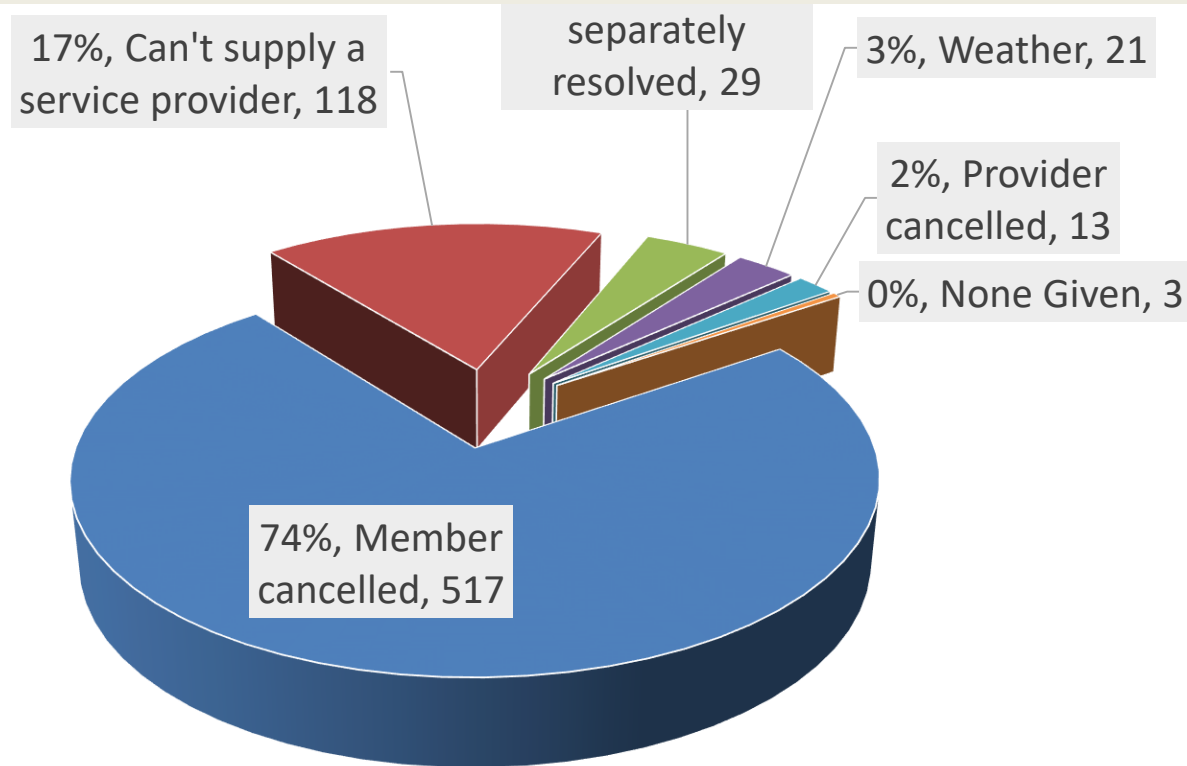
# Cancellations as a Percentage of Requests



## Cancellation Reasons (Last 52 Weeks)

4/29/2017

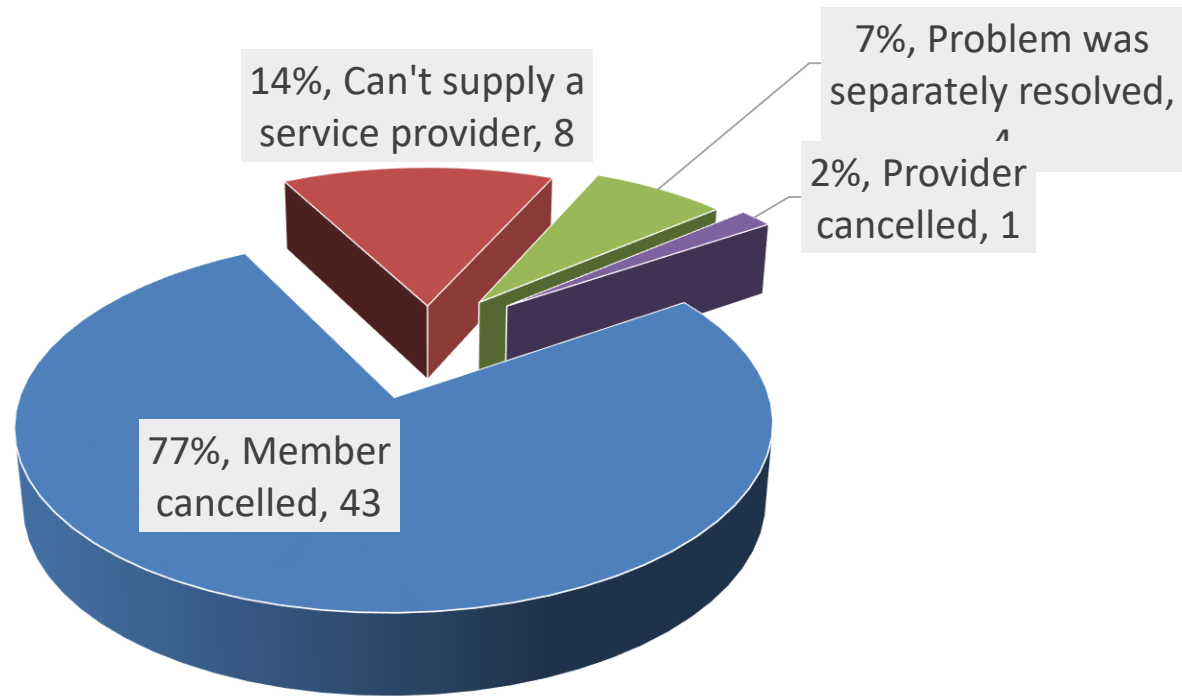
In addition to 2886 services performed in the last Year, an additional 701 (24%) were cancelled.



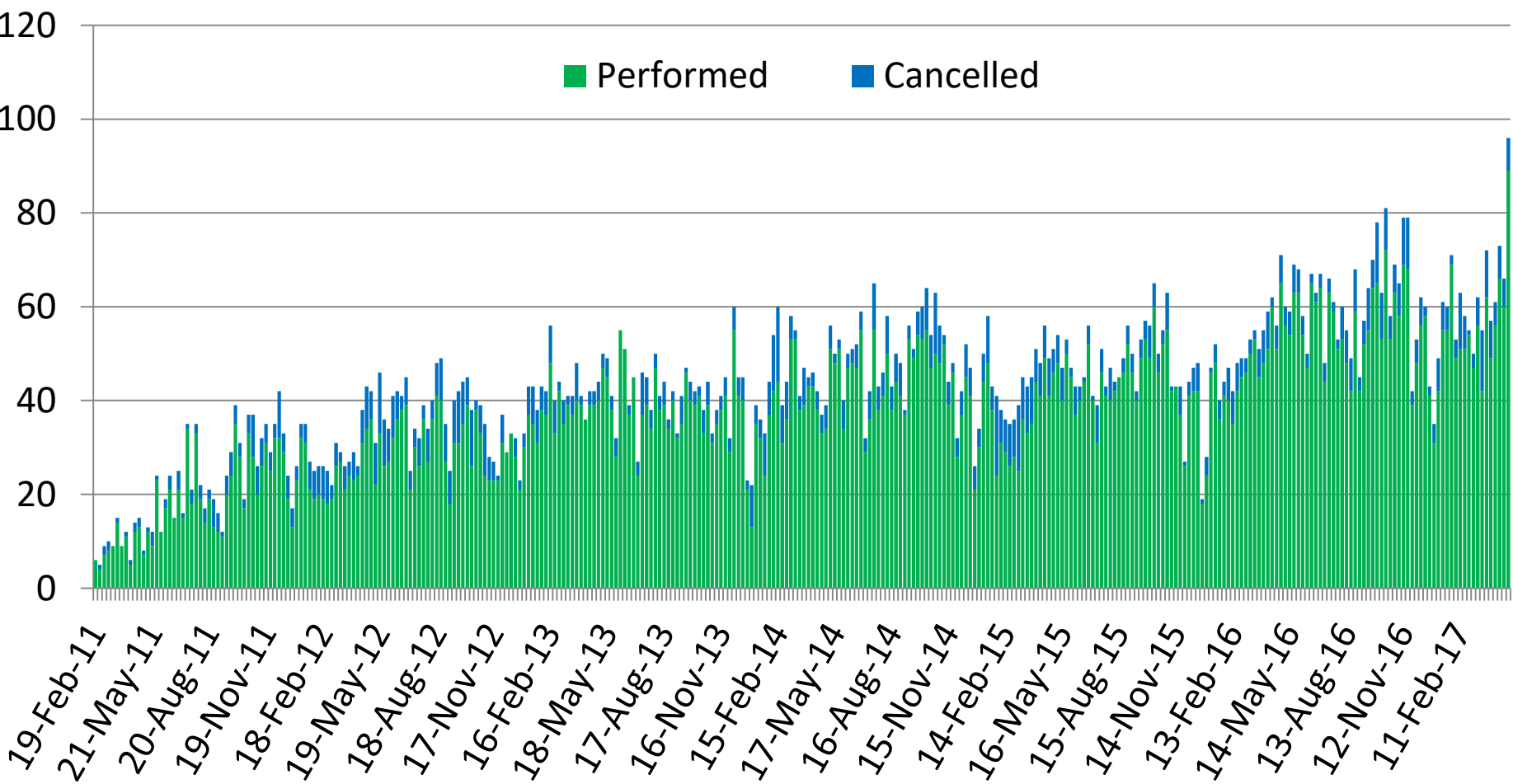
## Cancellation Reasons (Last 4 Weeks)

4/29/2017

In addition to 271 services performed in the last Month, an additional 56 (21%) were cancelled.



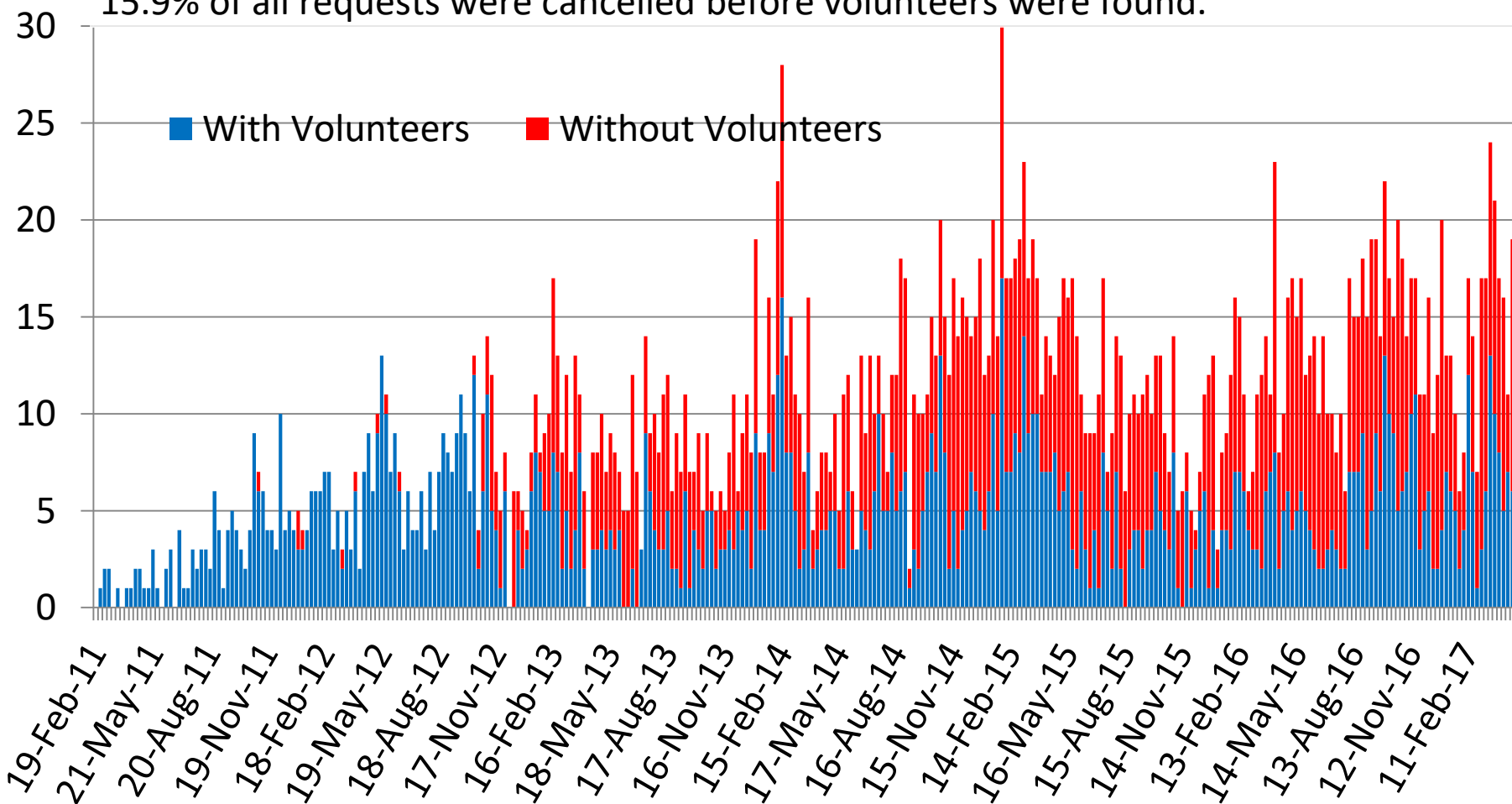
**Services Filled**



## All Cancelled Services

For the last year, 10.4% of all requests were cancelled after volunteers were found.

15.9% of all requests were cancelled before volunteers were found.

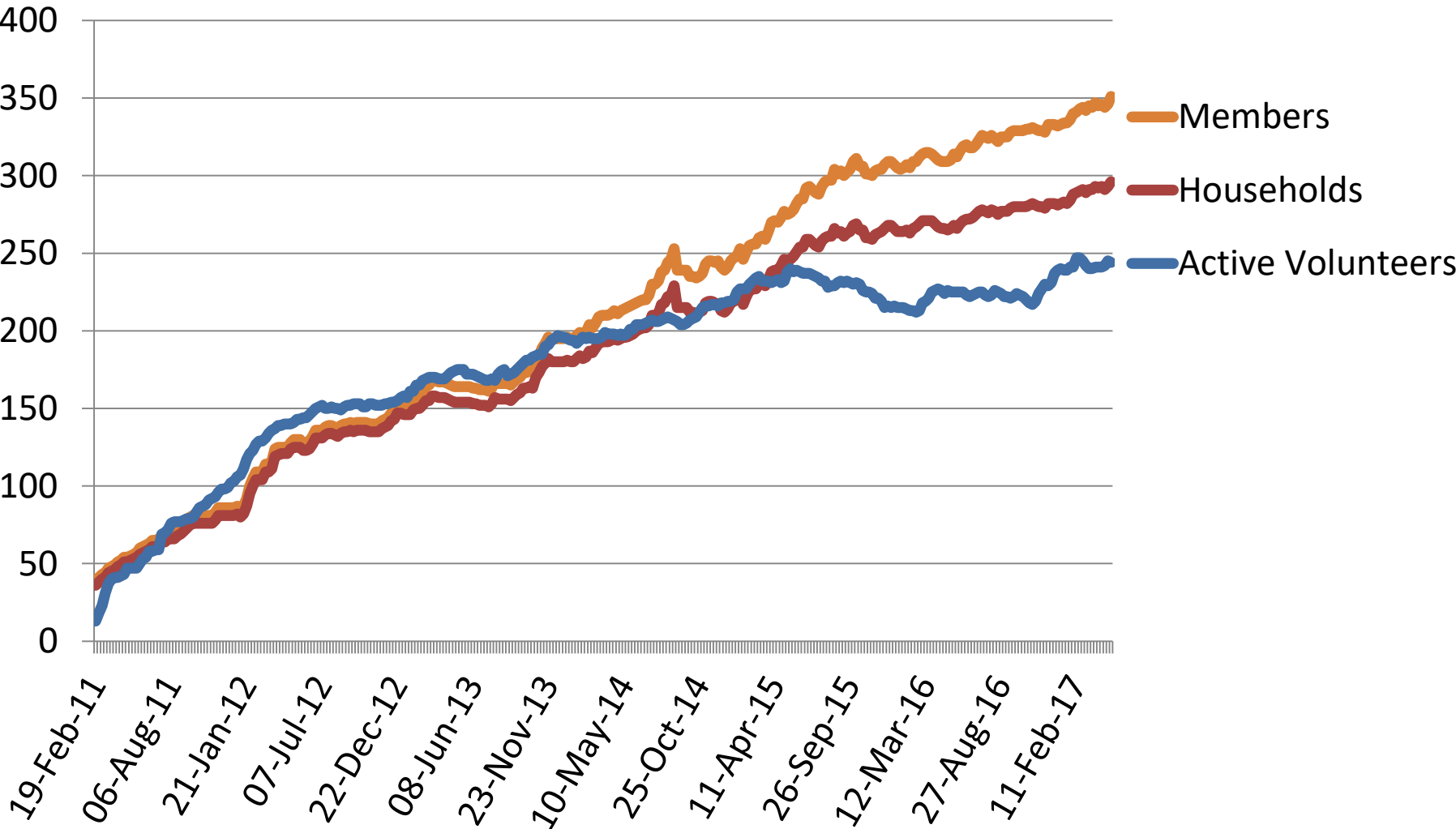


How many volunteers do we have and how frequently do they volunteer?

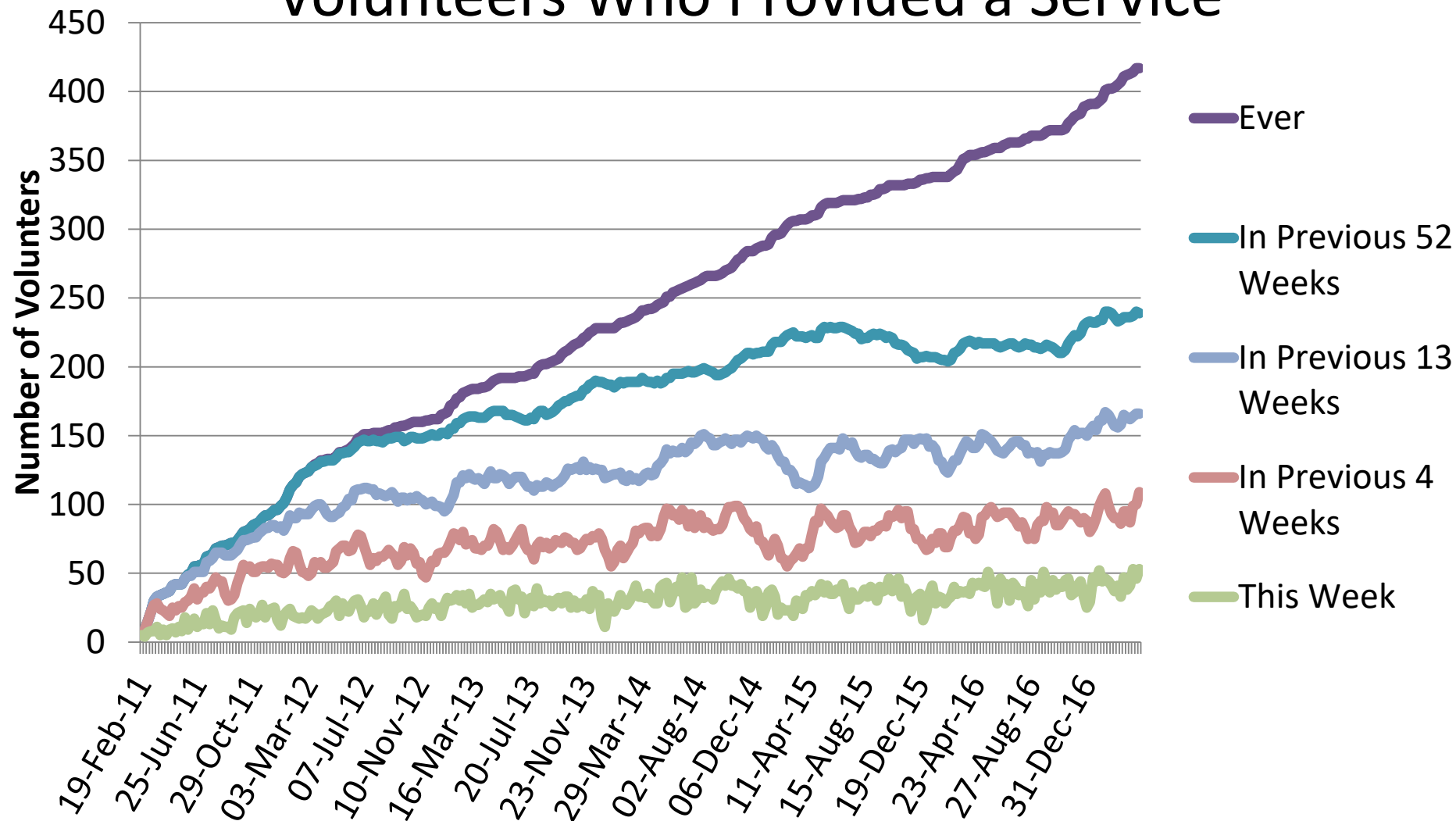
## VOLUNTEERS



# Growth Rates of Members, Households and Volunteers

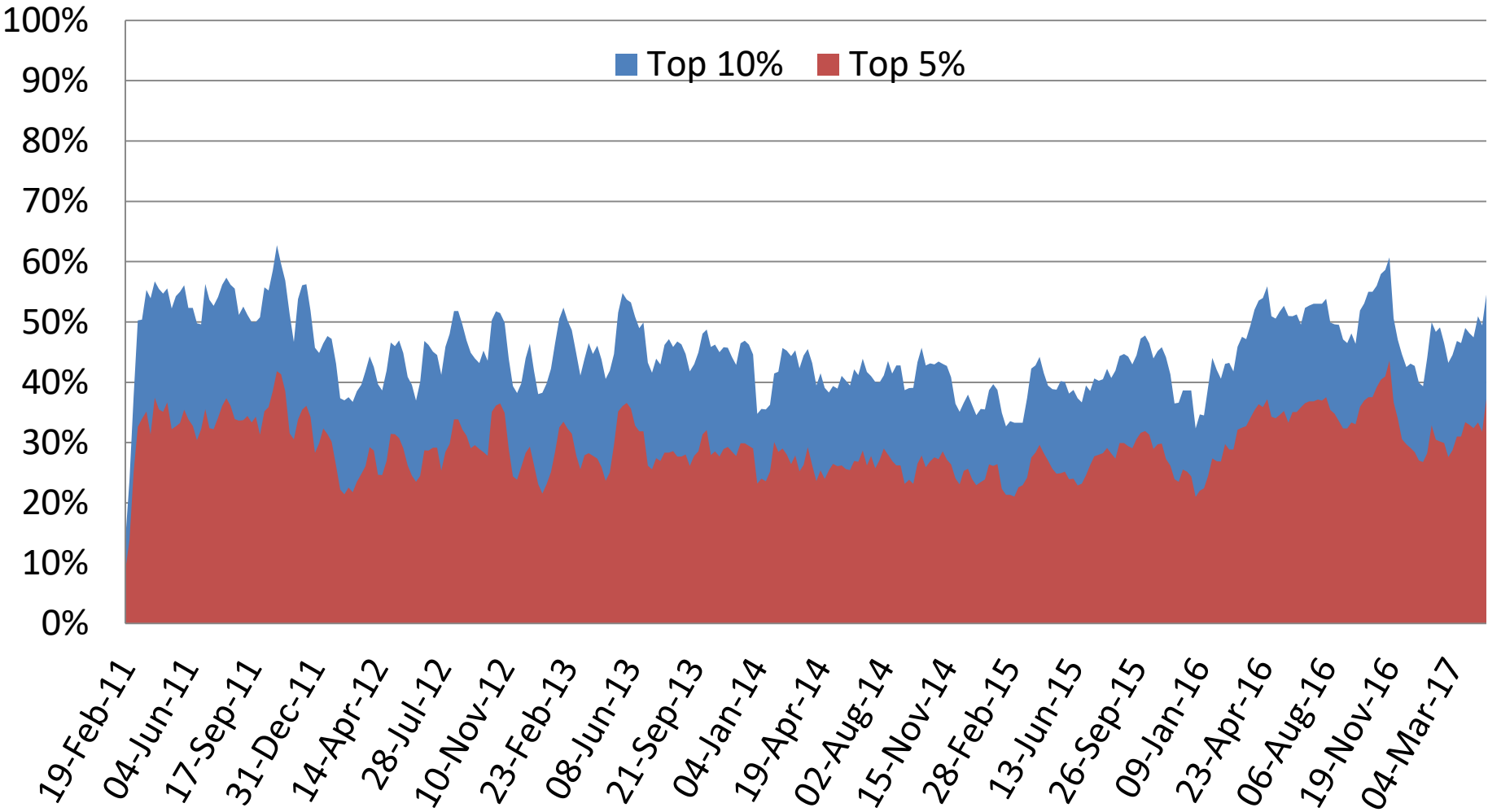


## Volunteers Who Provided a Service



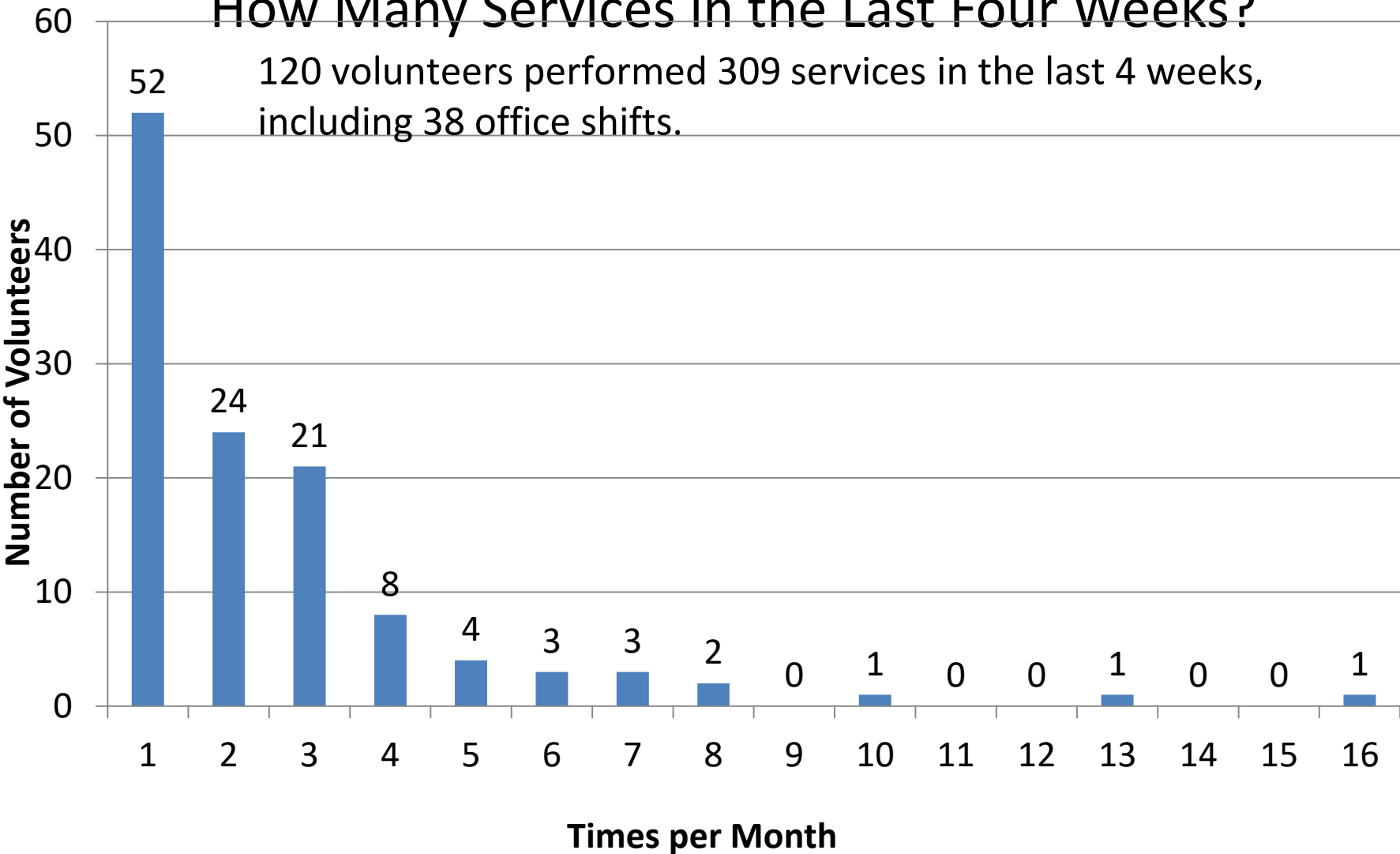


# Most Active Volunteers During Previous Four Weeks



# How Many Services in the Last Four Weeks?

120 volunteers performed 309 services in the last 4 weeks, including 38 office shifts.

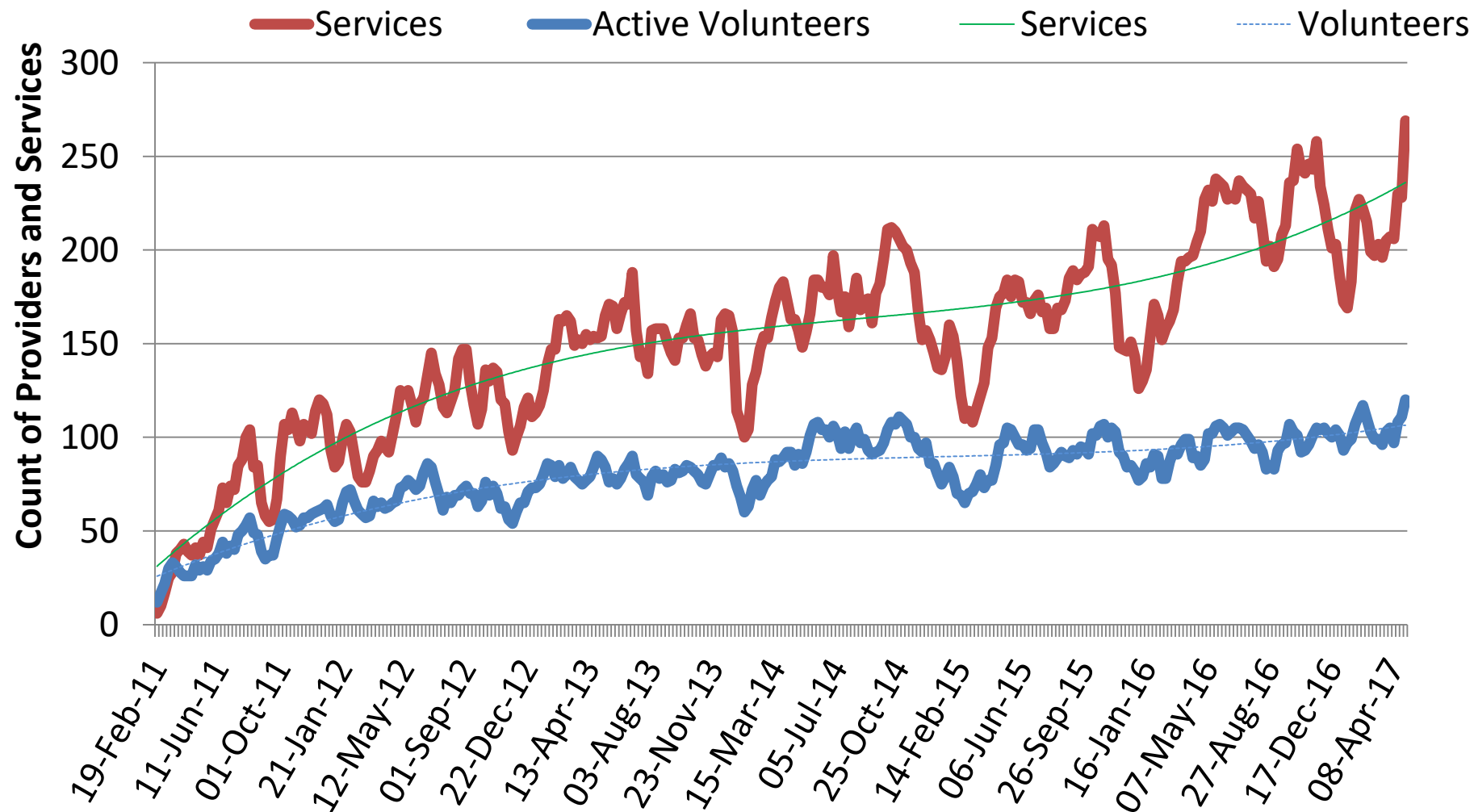


**Services per Volunteer in the Last Year?**  
 244 volunteers performed 3386 services in the last 52 weeks,  
 including 500 office shifts.

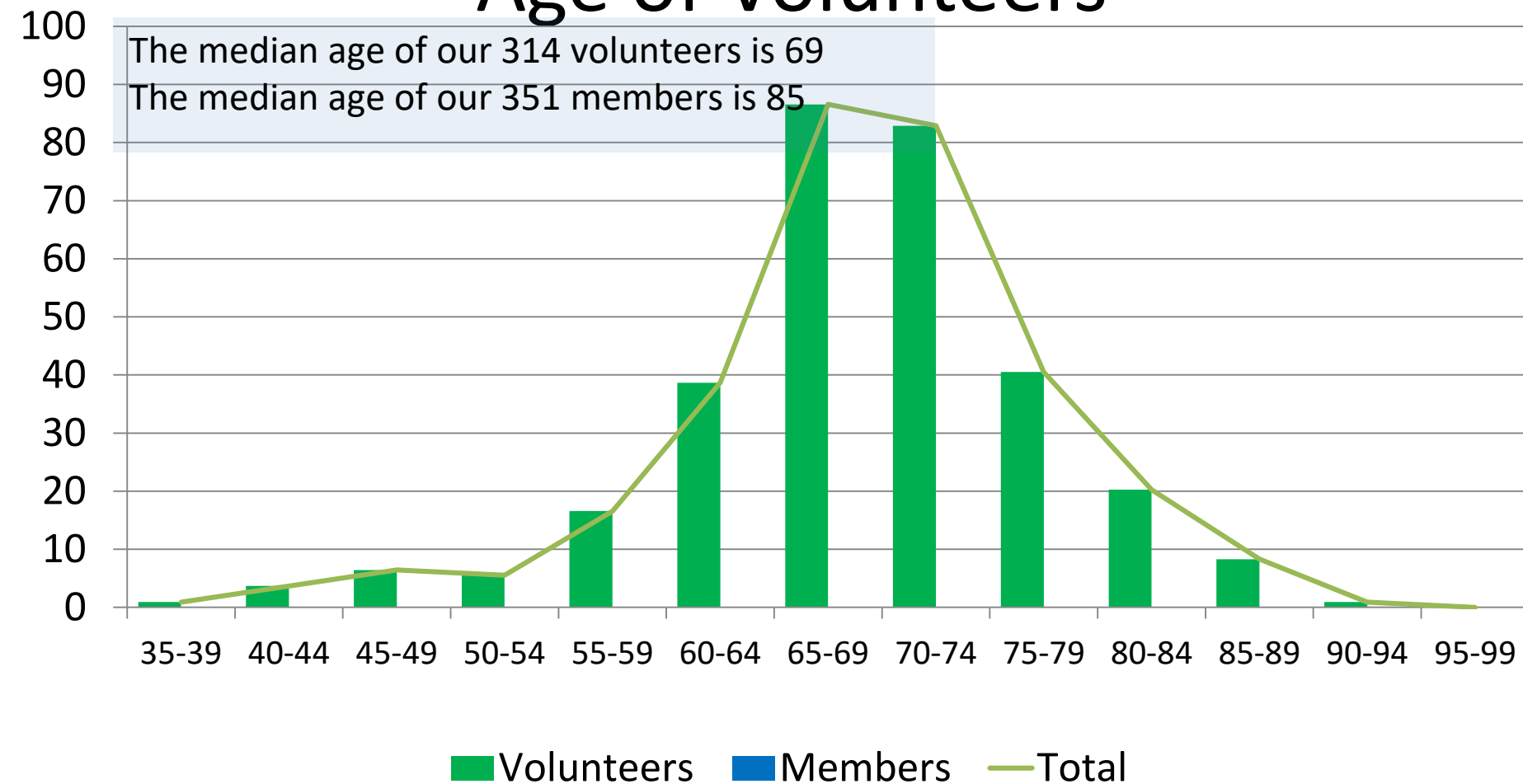




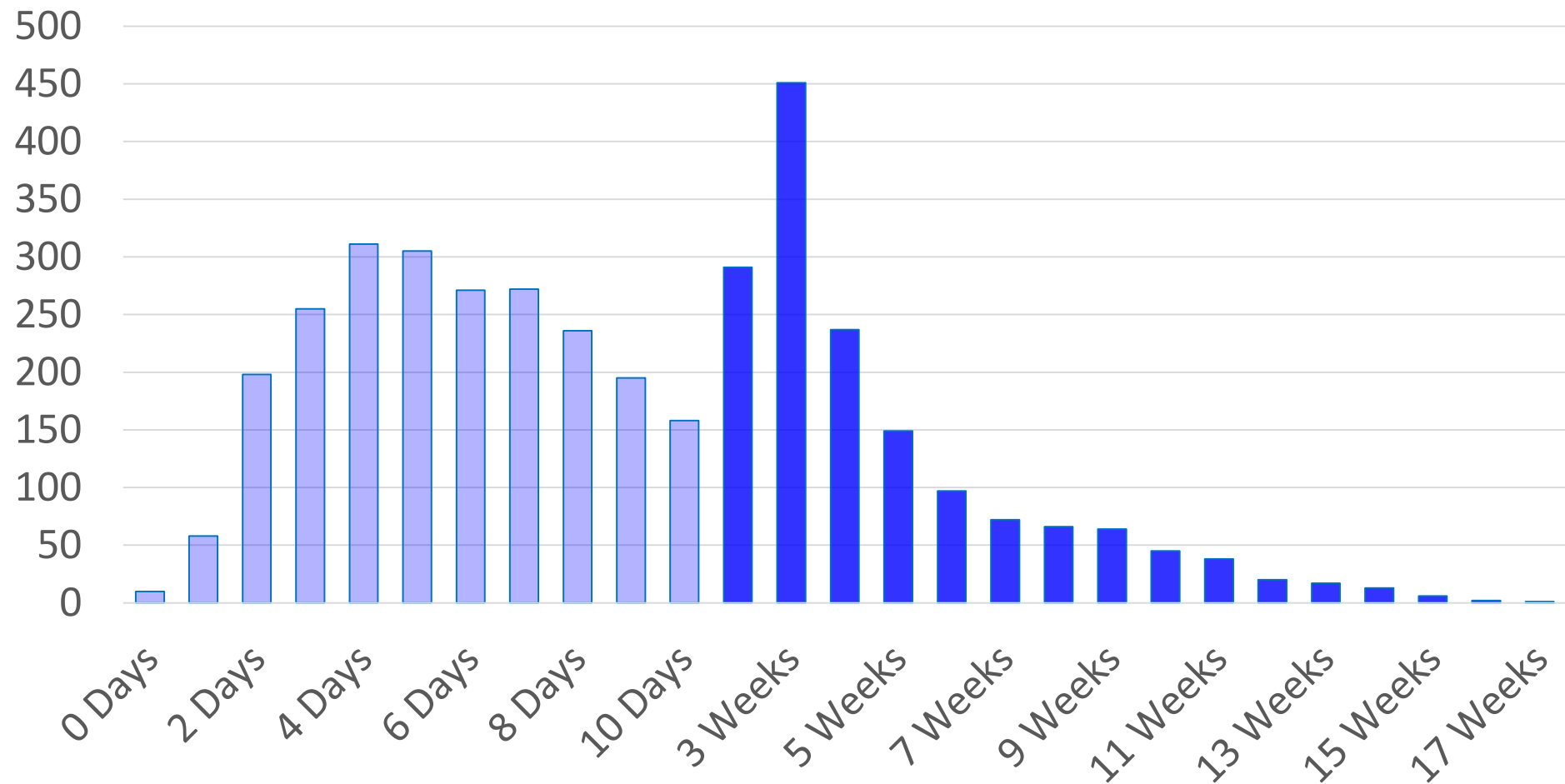
# Volunteers and Services Previous 4 Weeks



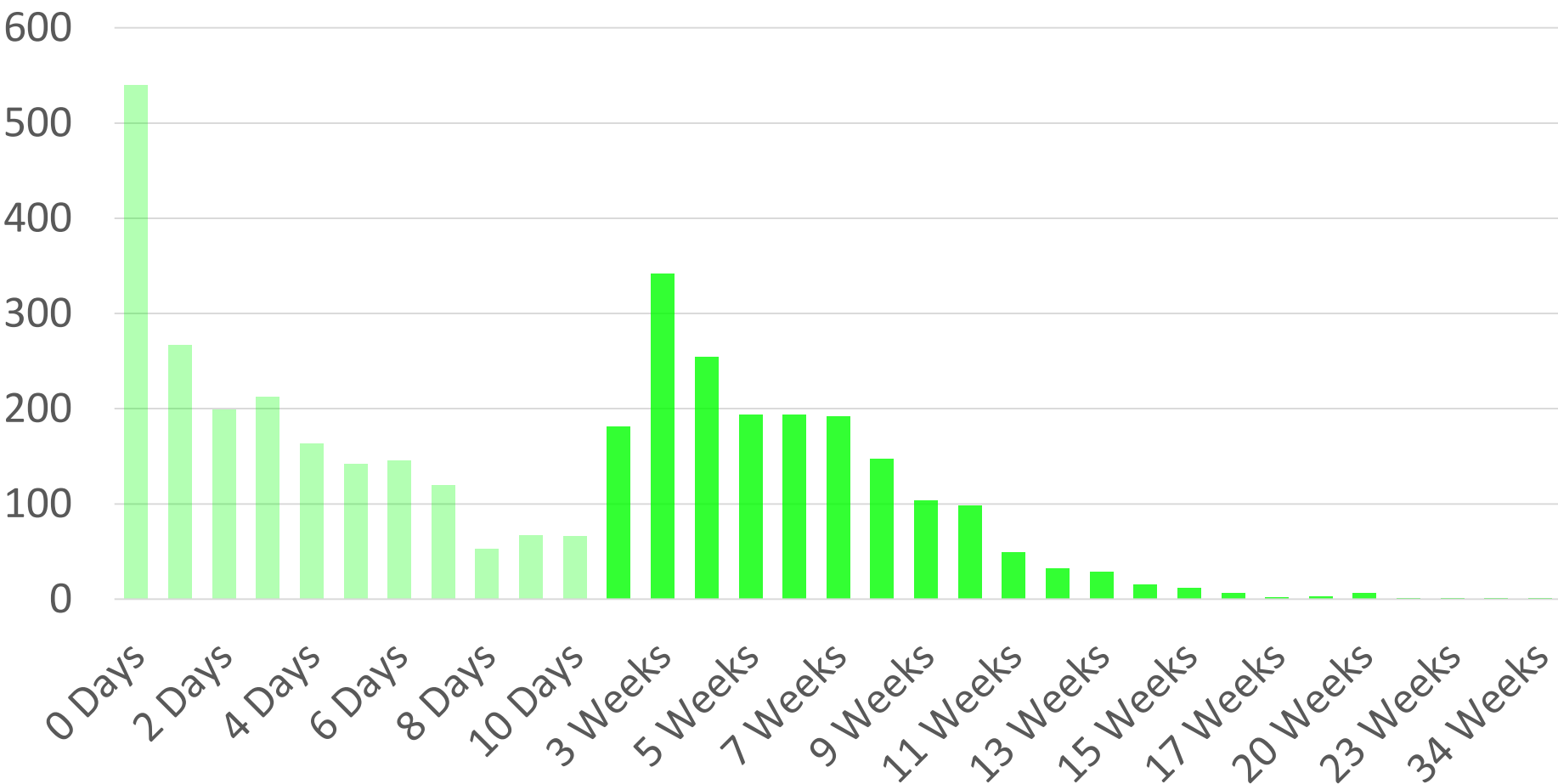
# Age of Volunteers



## Lead Time for Online Signup



# How Quickly Services were Filled Online

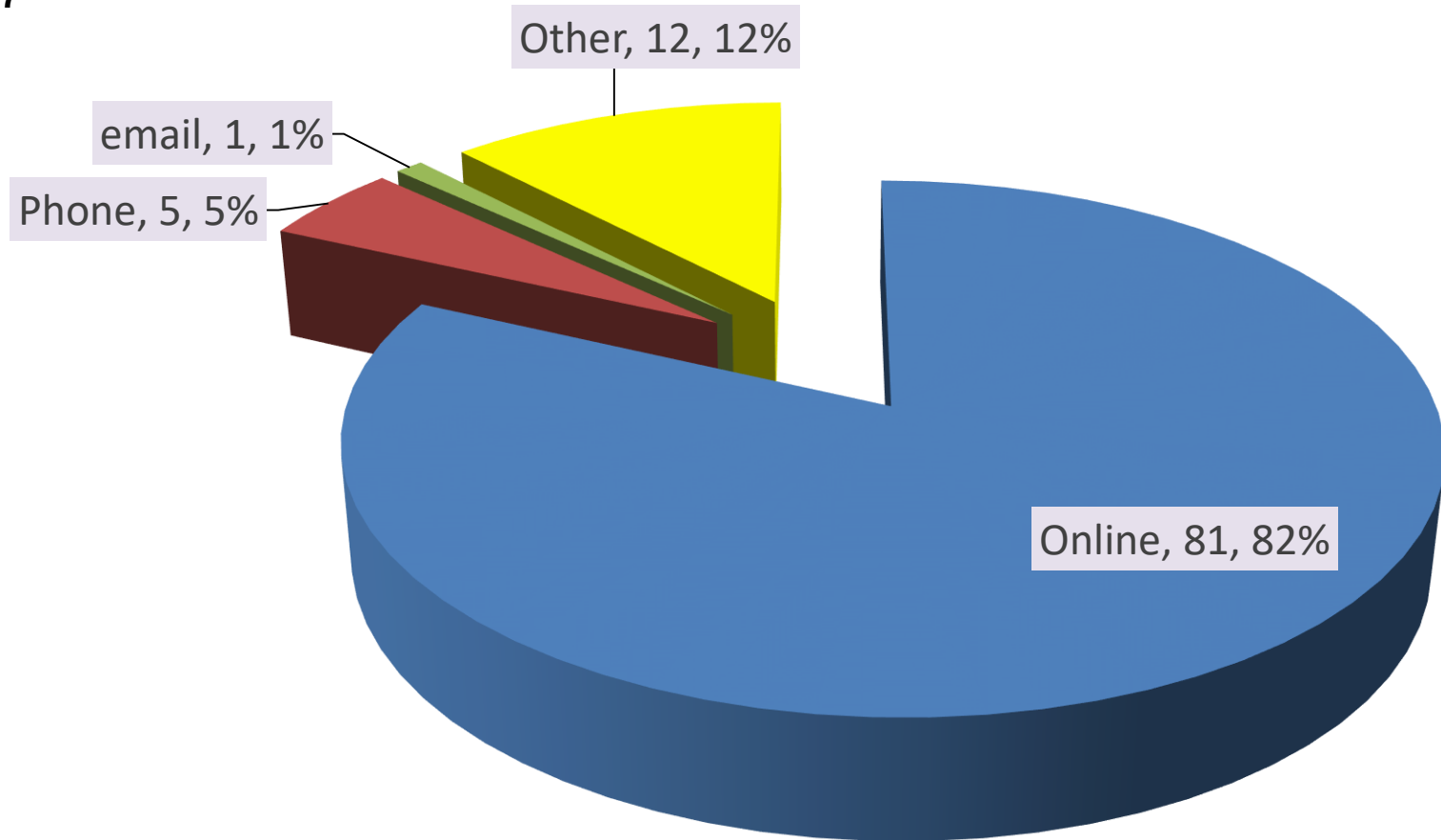


## Contact Method for Signup

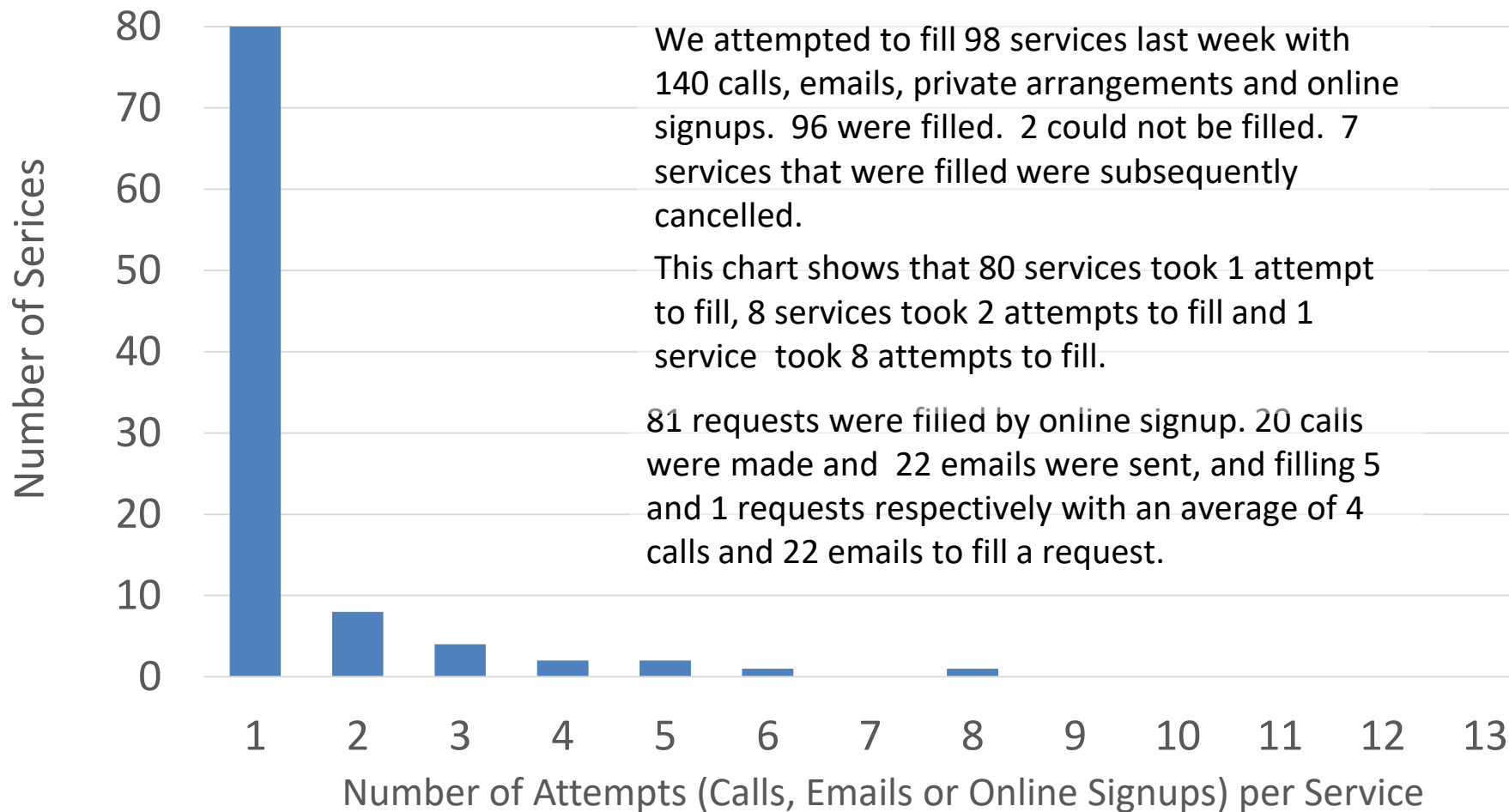
- We placed **20** phone calls to filled **5** requests by calls.
- We sent **22** emails to fill requests and **1** services were filled with emails.
- **12** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.

## How Volunteers Were Found

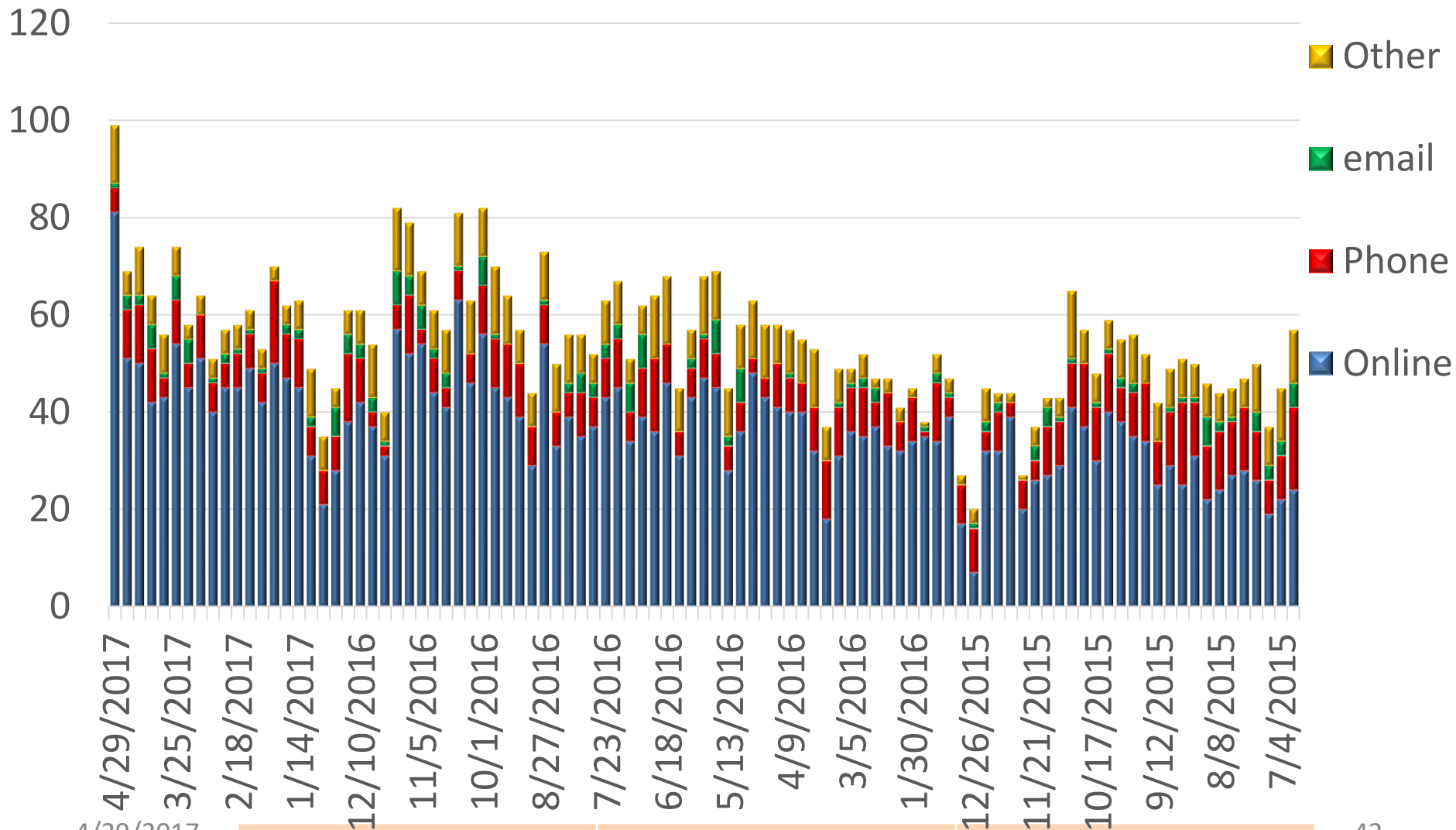
4/29/2017



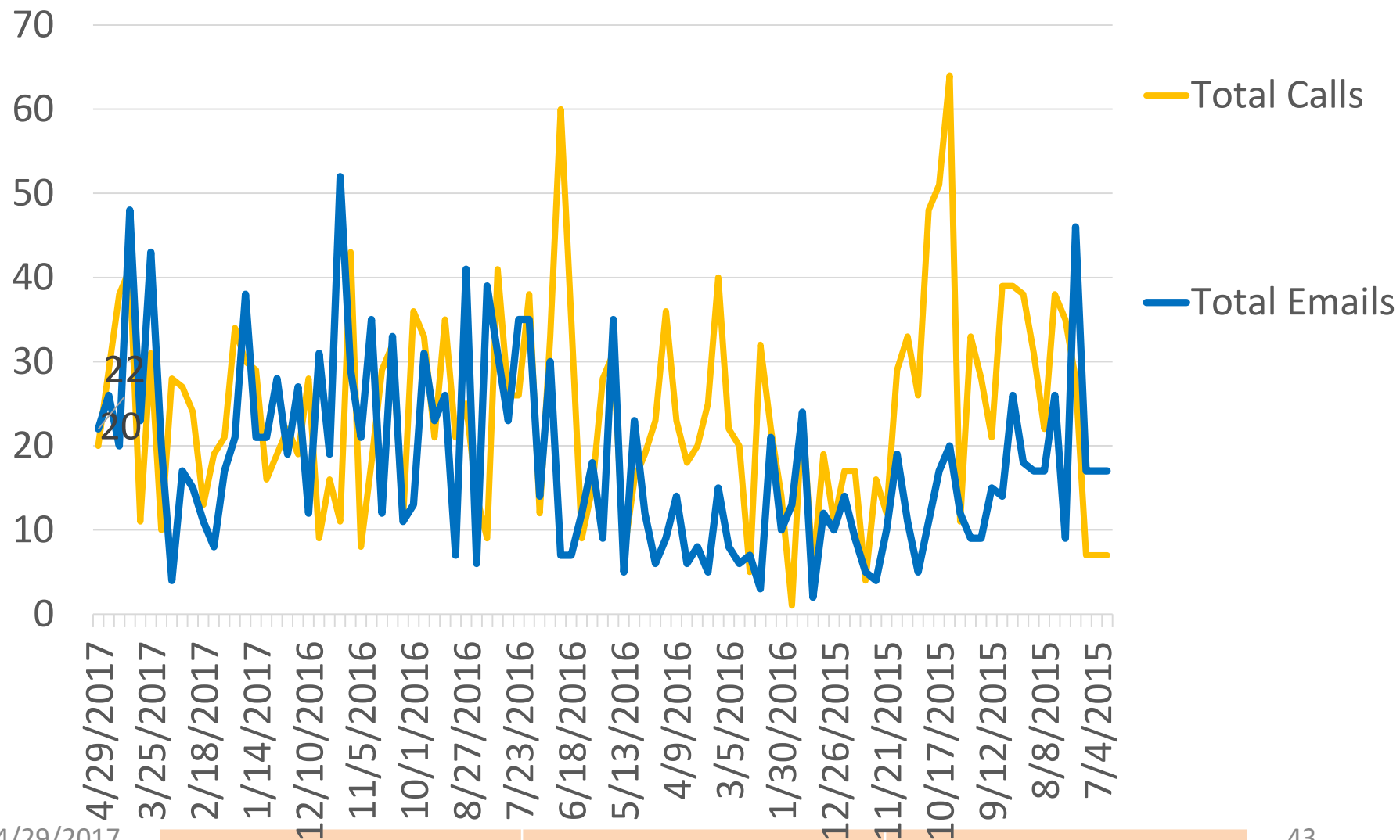
## Number of Contacts to Fill This Week's Service



# How Volunteers Who Filled Services Were Contacted



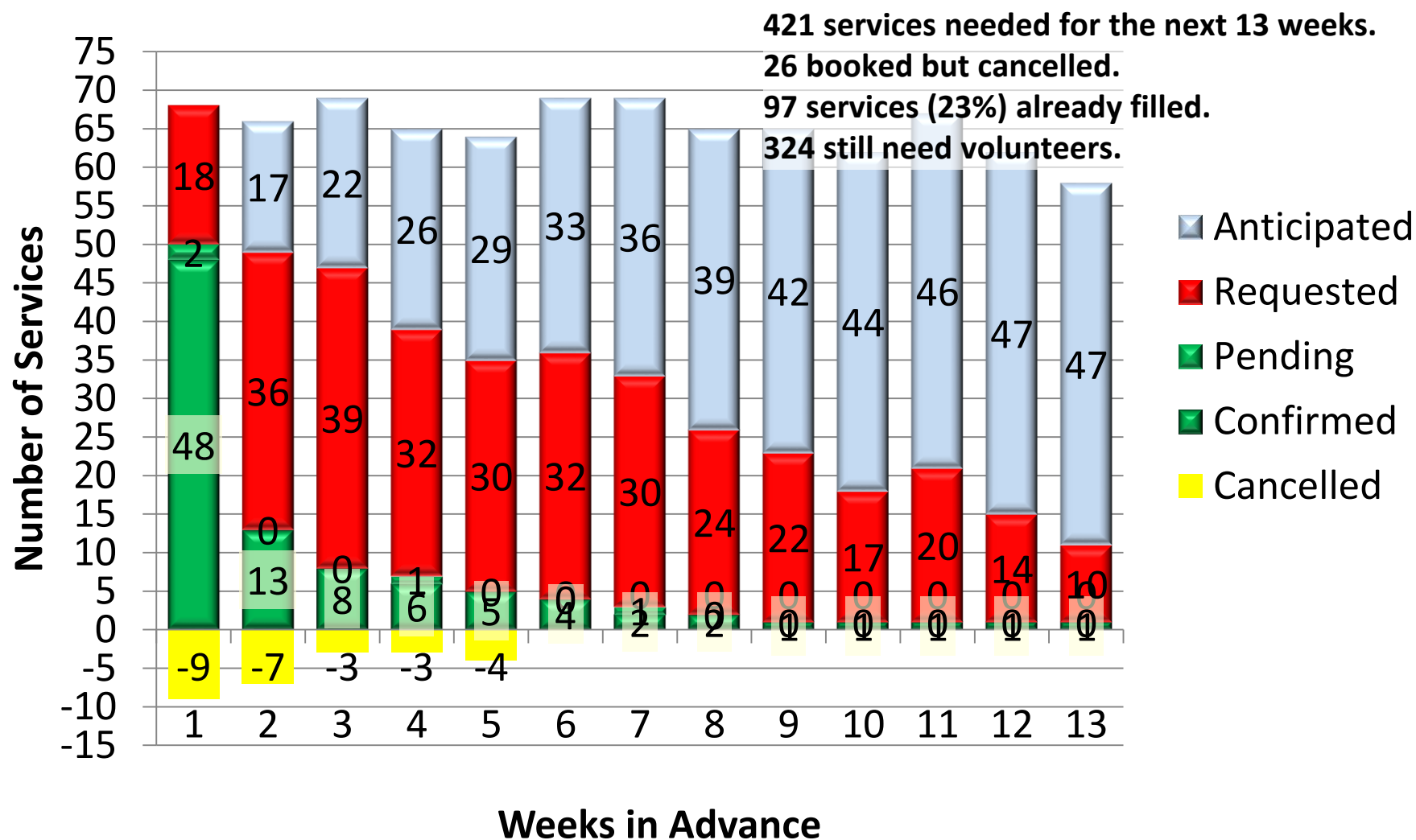
## Total Calls and Emails



Looking forward

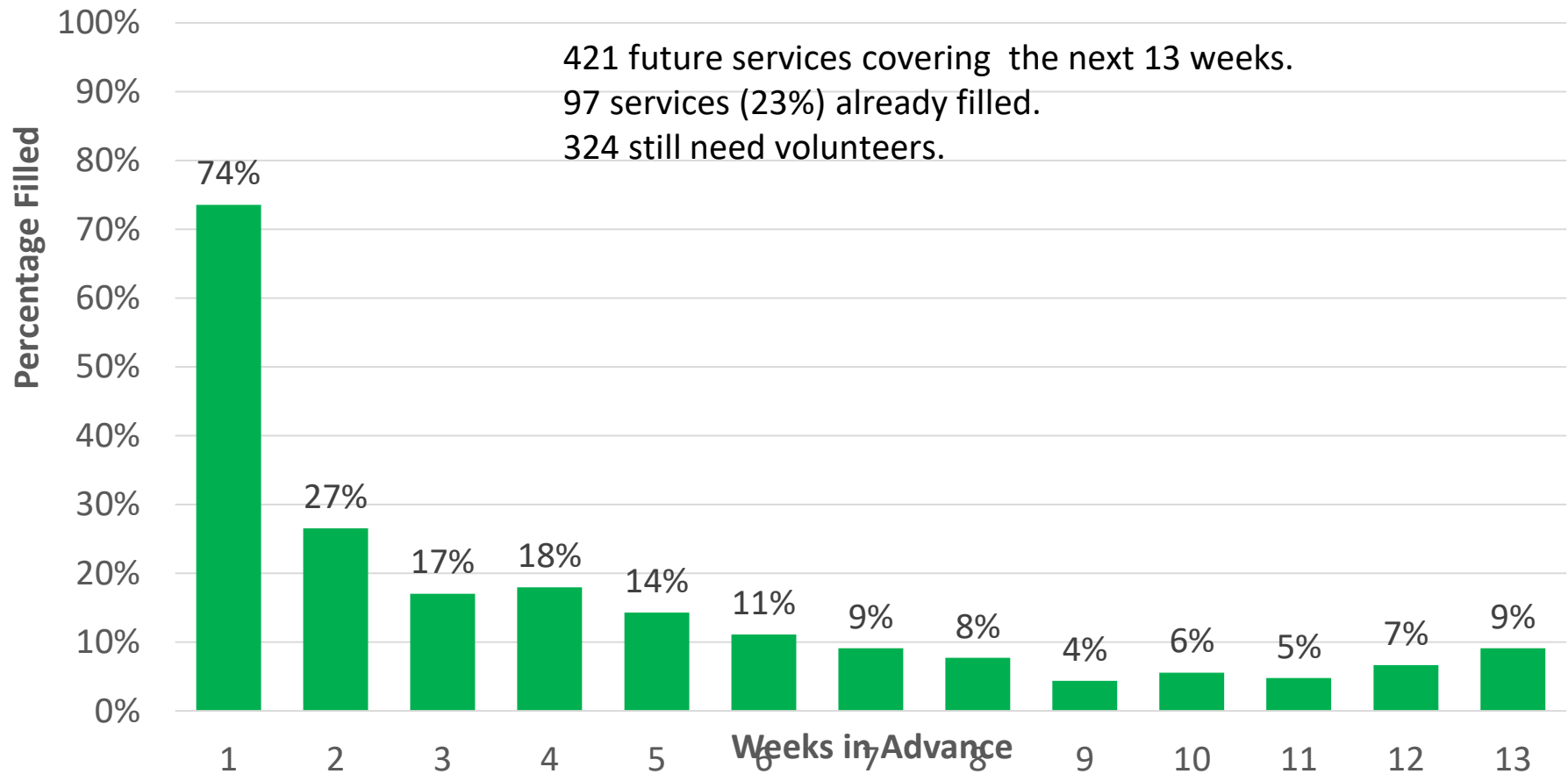
# FUTURE SERVICES

## Service Requests on the Books



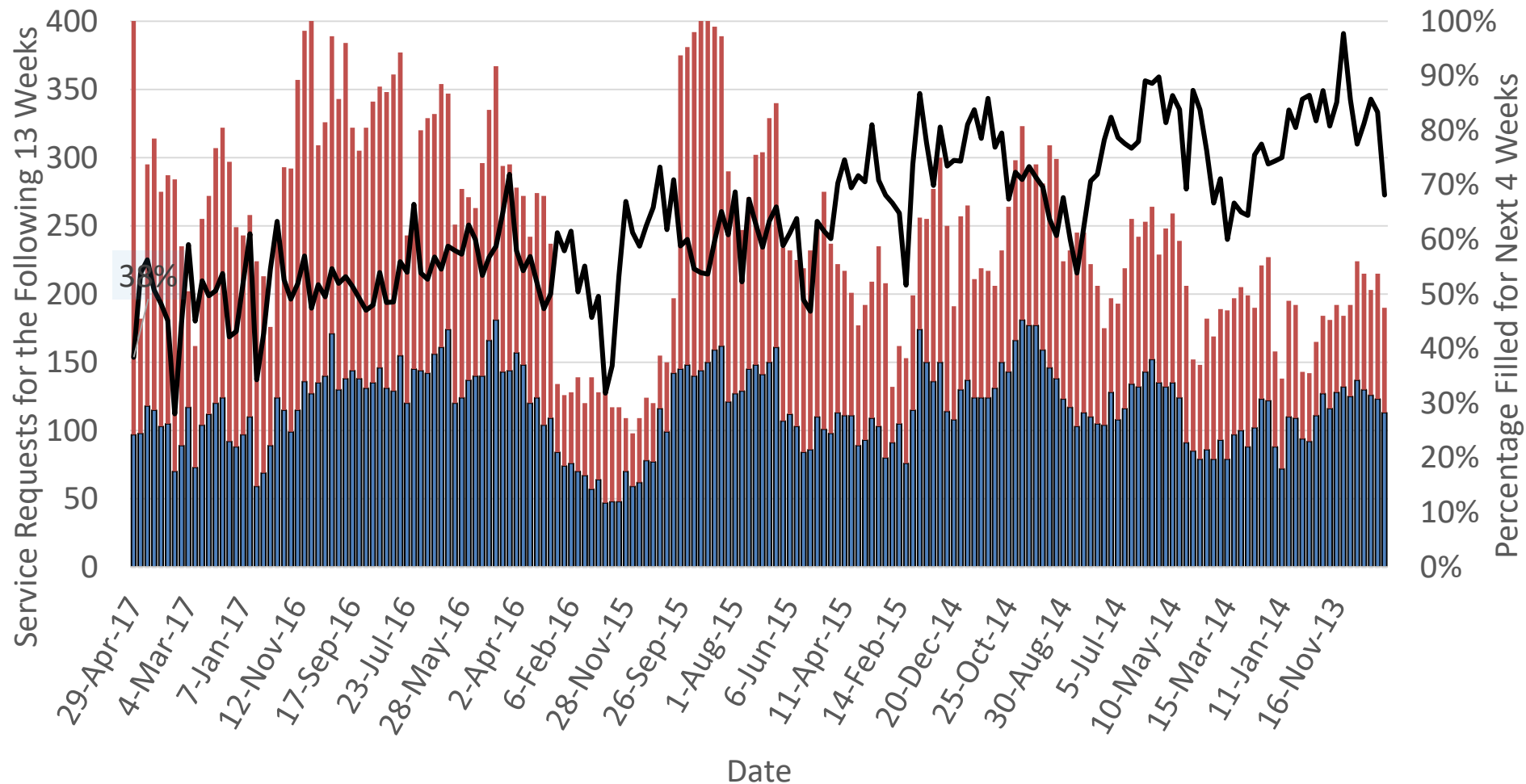


## Percentage of Services for Next 13 Weeks Filled

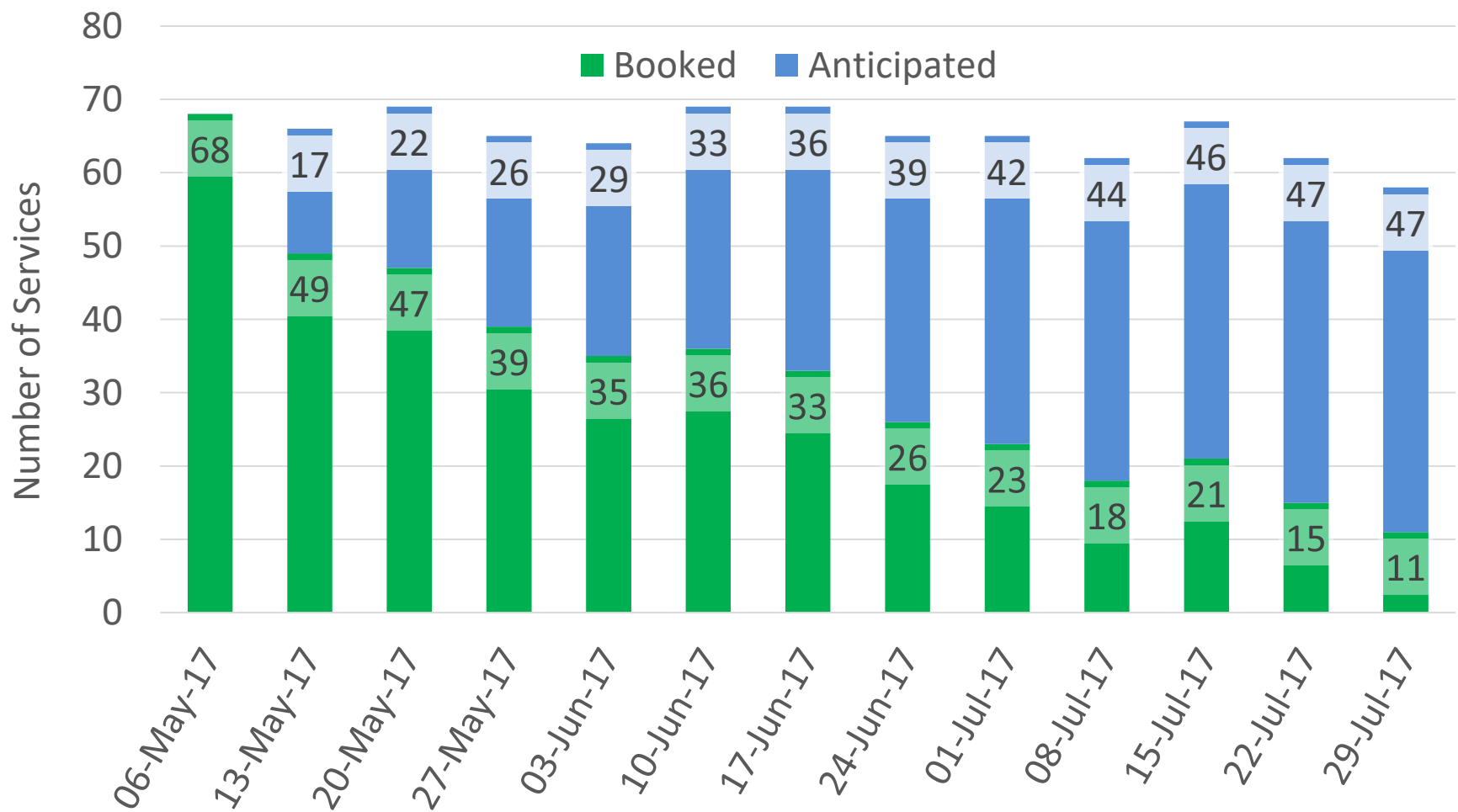


## History of Future Requests

■ Filled
 ■ Unfilled
 — Percentage Filled Next 4 Weeks



## Projected Future Services



# MEMBERSHIP

## GROWTH RATES AND RENEWAL RATES

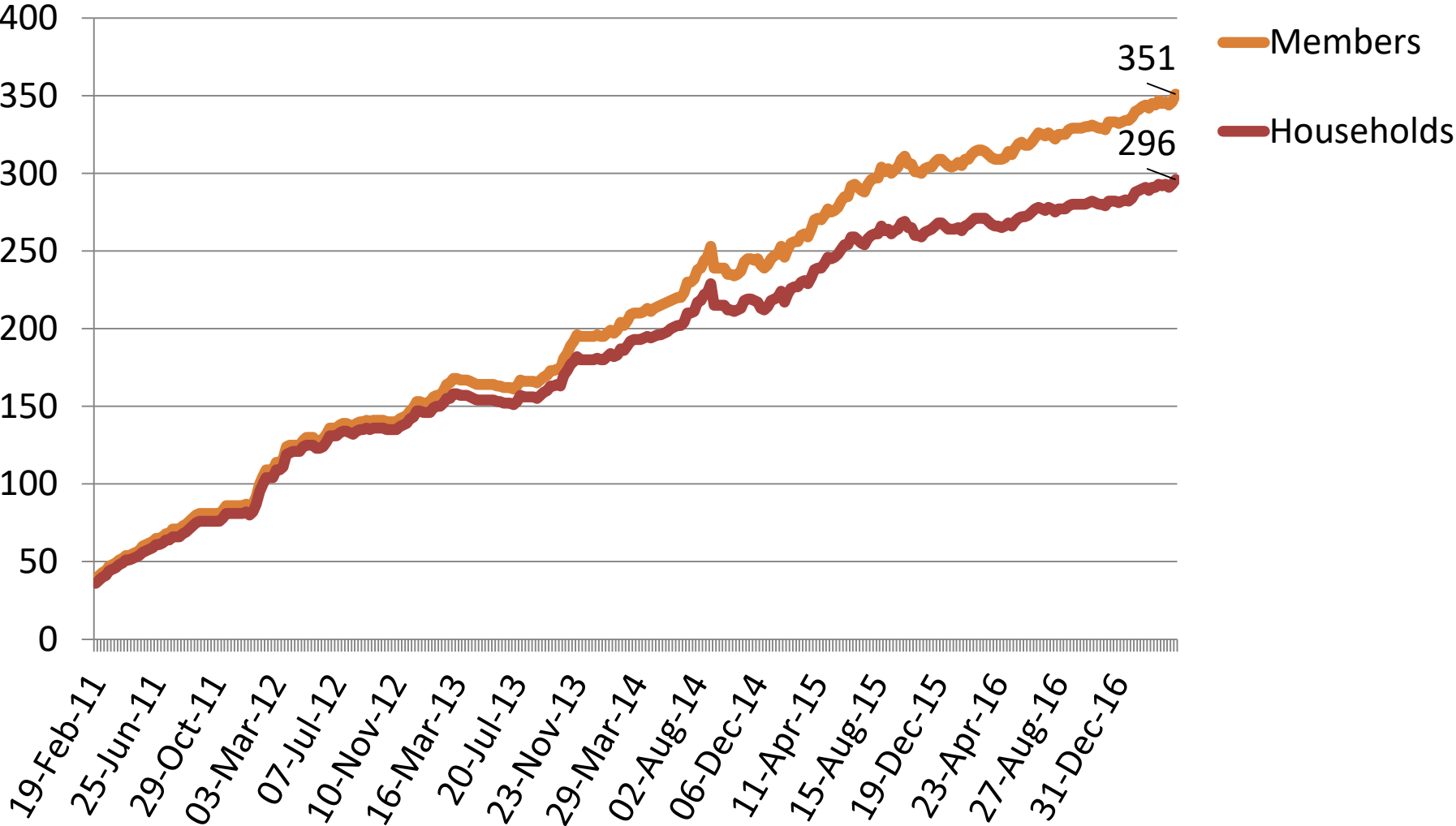
## Growth Analysis

- 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 around 11%.
- Our renewal rate is 79% 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.

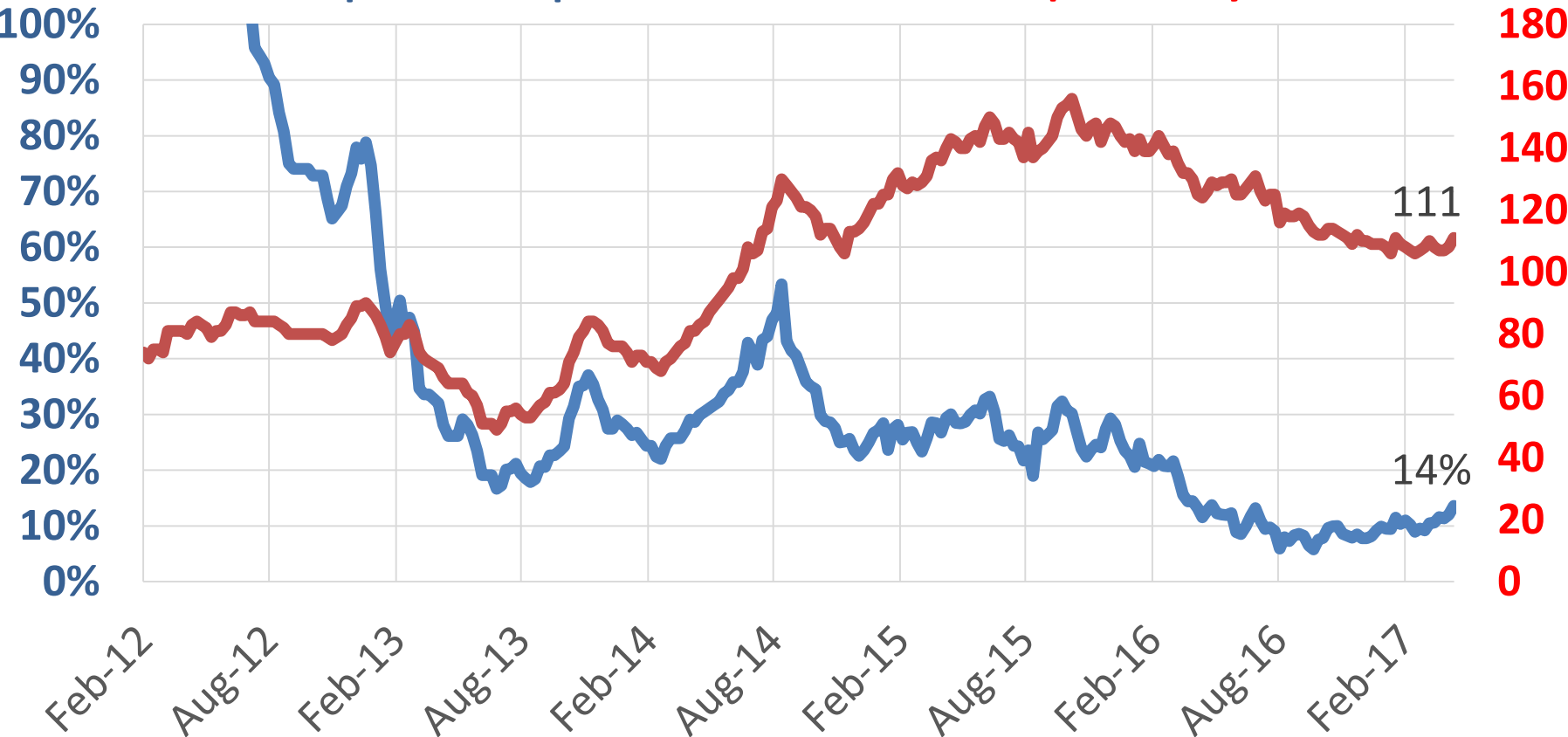
# Growth Rates of Members and Memberships



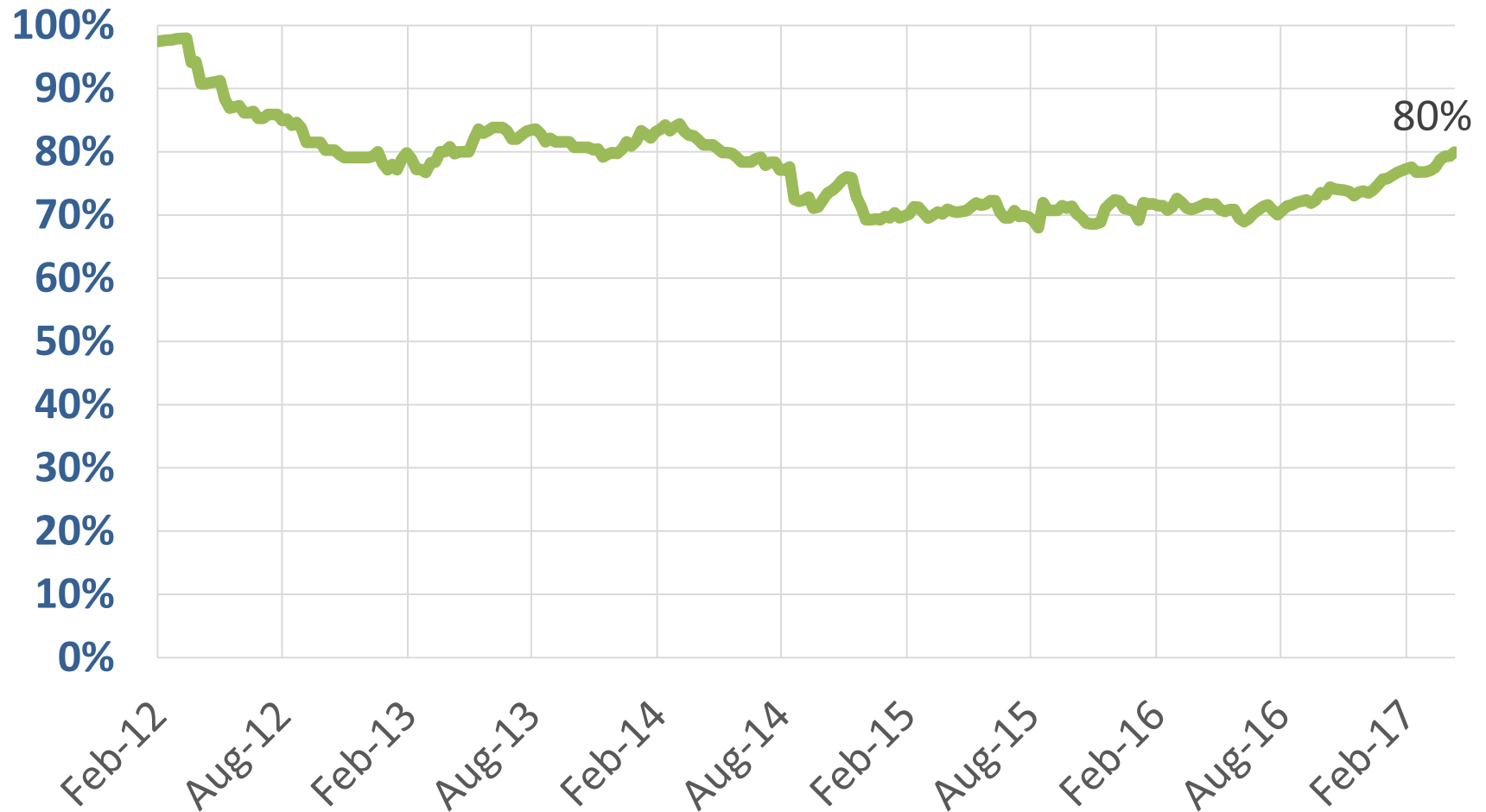
# Growth Rates

**Net Percentage increase in membership over the previous**

**Number of new members added in the previous year**



## Renewal Rates



# Why Members Quit

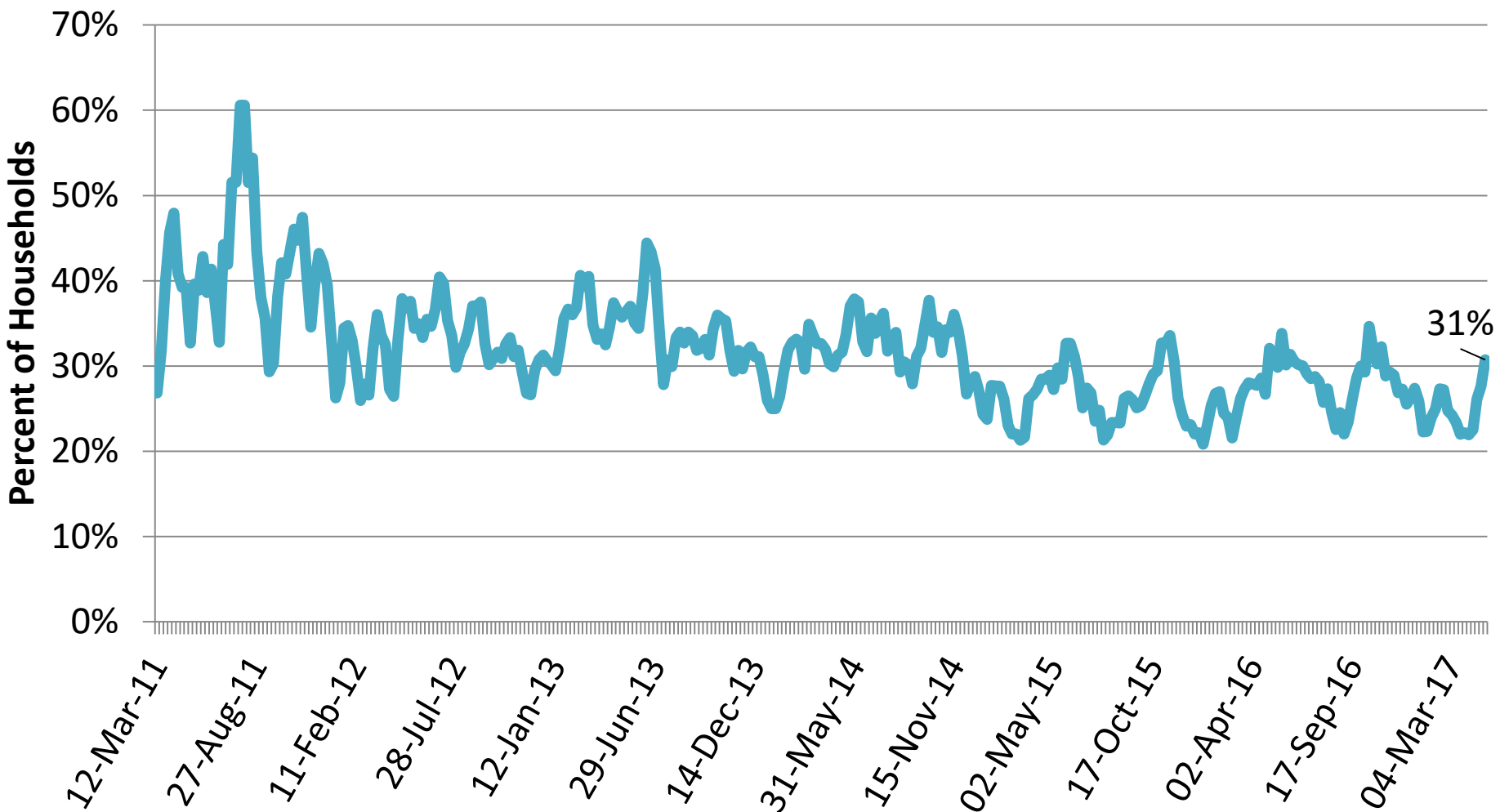
- Our renewal rate is 80%.
- Since our costs are low (\$75/year) and we will waive the fee if asked, the “value proposition”, or cost versus benefit is probably not the issue.
- Many members appear to be retaining membership without needing services, or dropping membership because they are not using services.
- **35** households that are currently members have not asked for any services in the last year, which bears this out.

# MEMBERSHIP

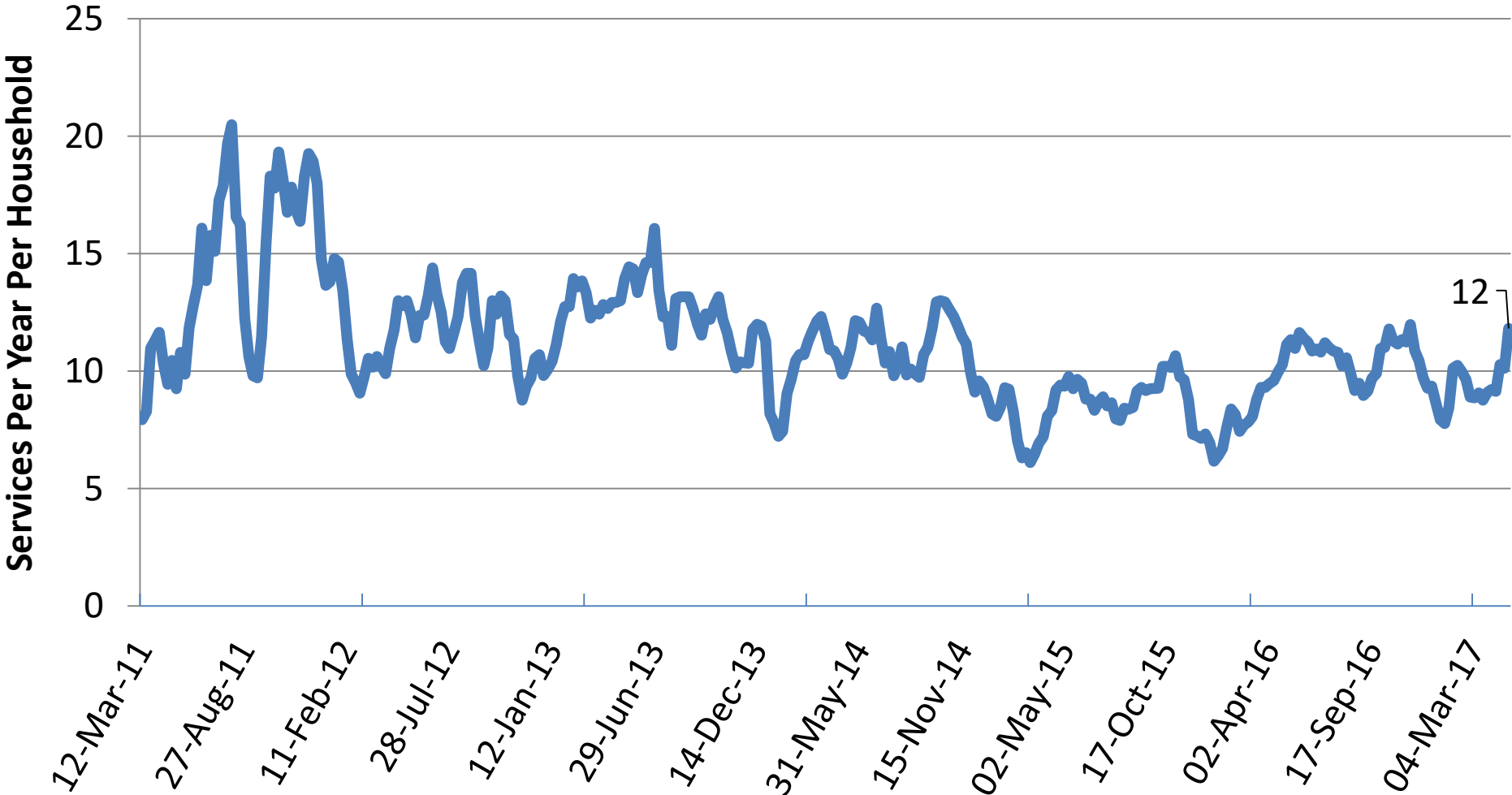
## MEMBER BENEFITS



# % of Households Receiving Services in Preceding Month



# Annual Rate of Services per Household



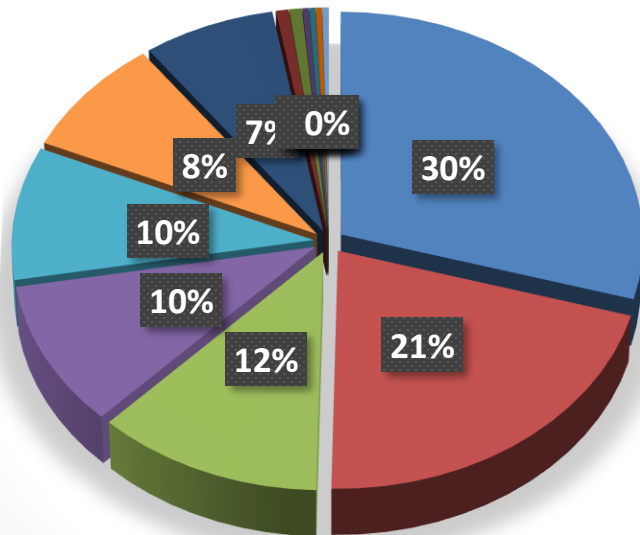
# MEMBERSHIP

## WHY MEMBERS QUIT

## Why Members Quit in the Last Year

4/29/2017

Since we began in February 2011, we have had a total of 646 members, 295 of whom (46%) have dropped their membership

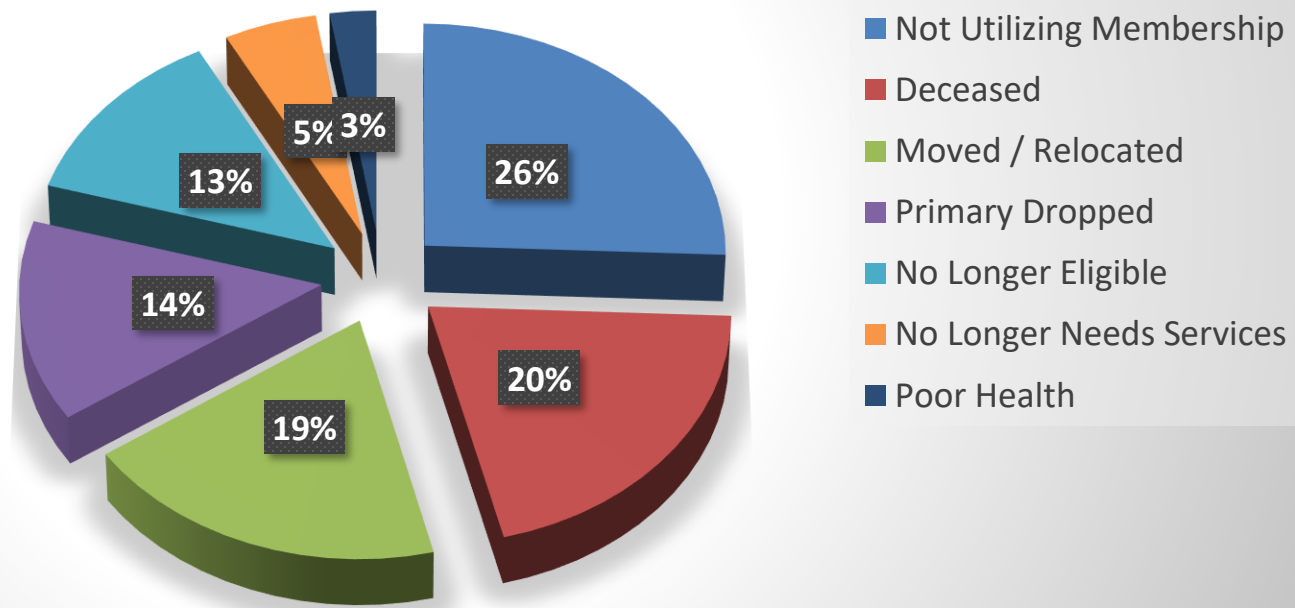


- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- No Longer Eligible
- Primary Dropped
- Quit / Resigned
- Unknown Reason
- Poor Health
- Upgrade/Downgrade
- Lapsed (Expired)
- Terminated, Other
- Changed His/Her Mind

## Why Members Quit

4/29/2017

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



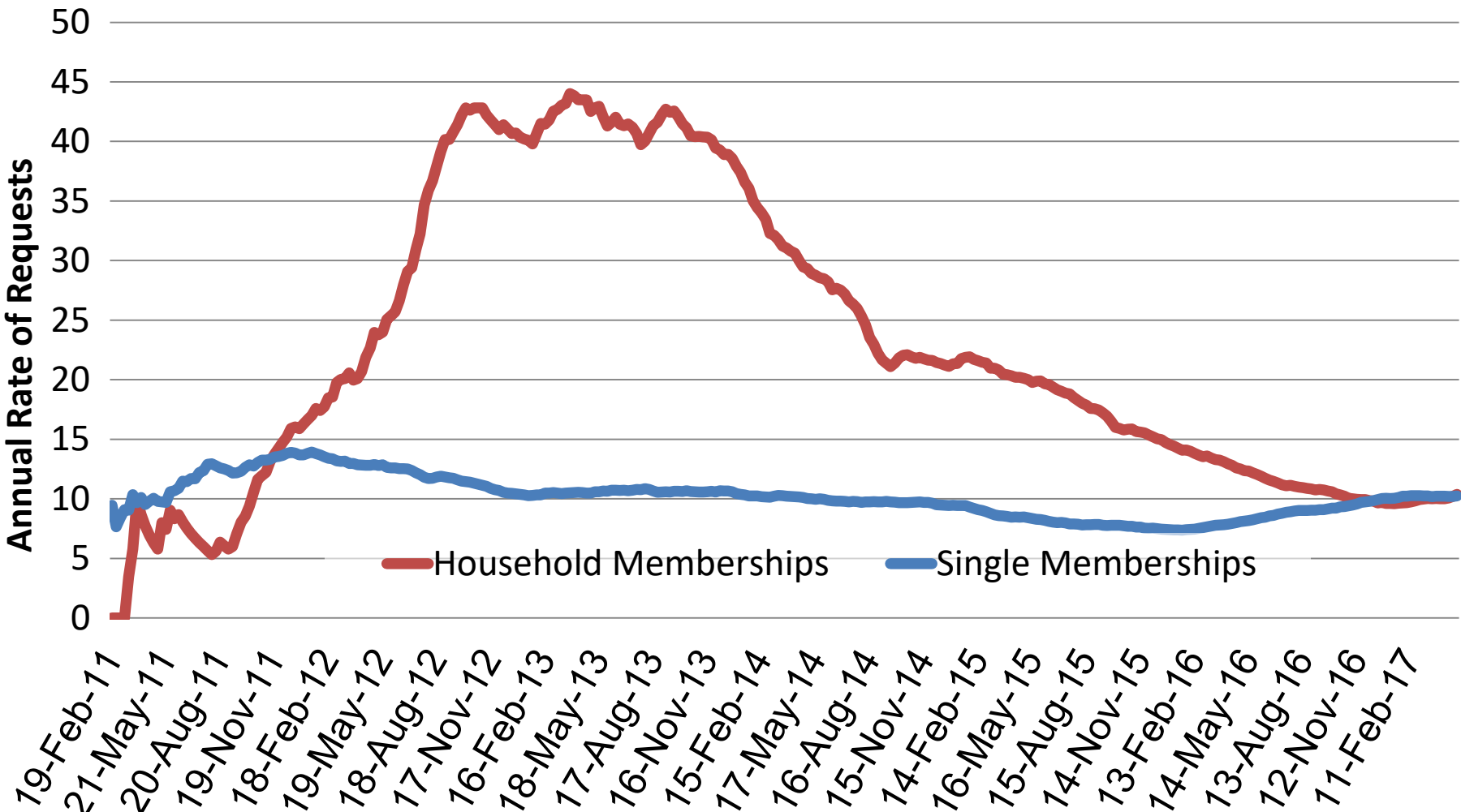
# MEMBERSHIP

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

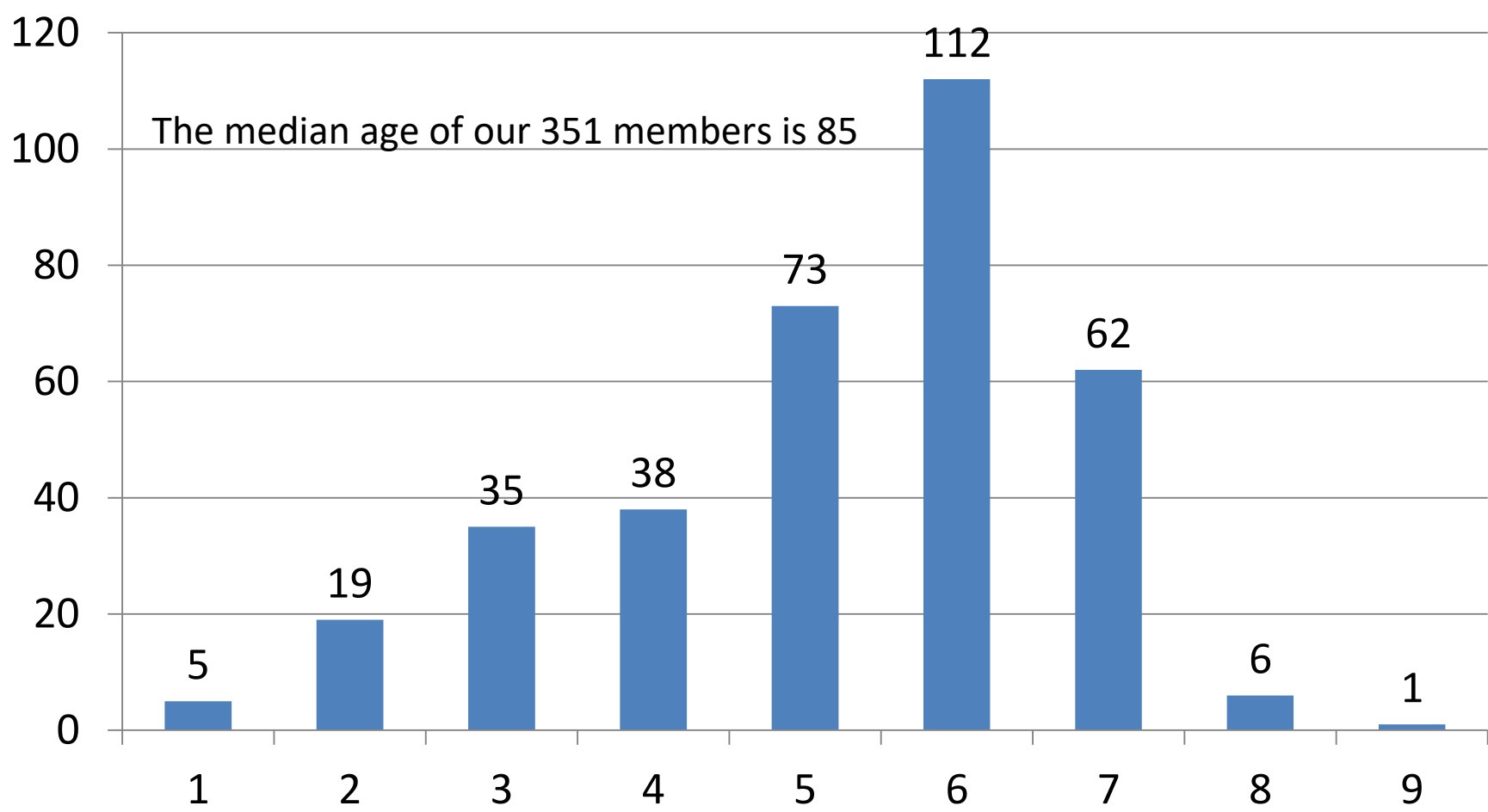


# **HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?**

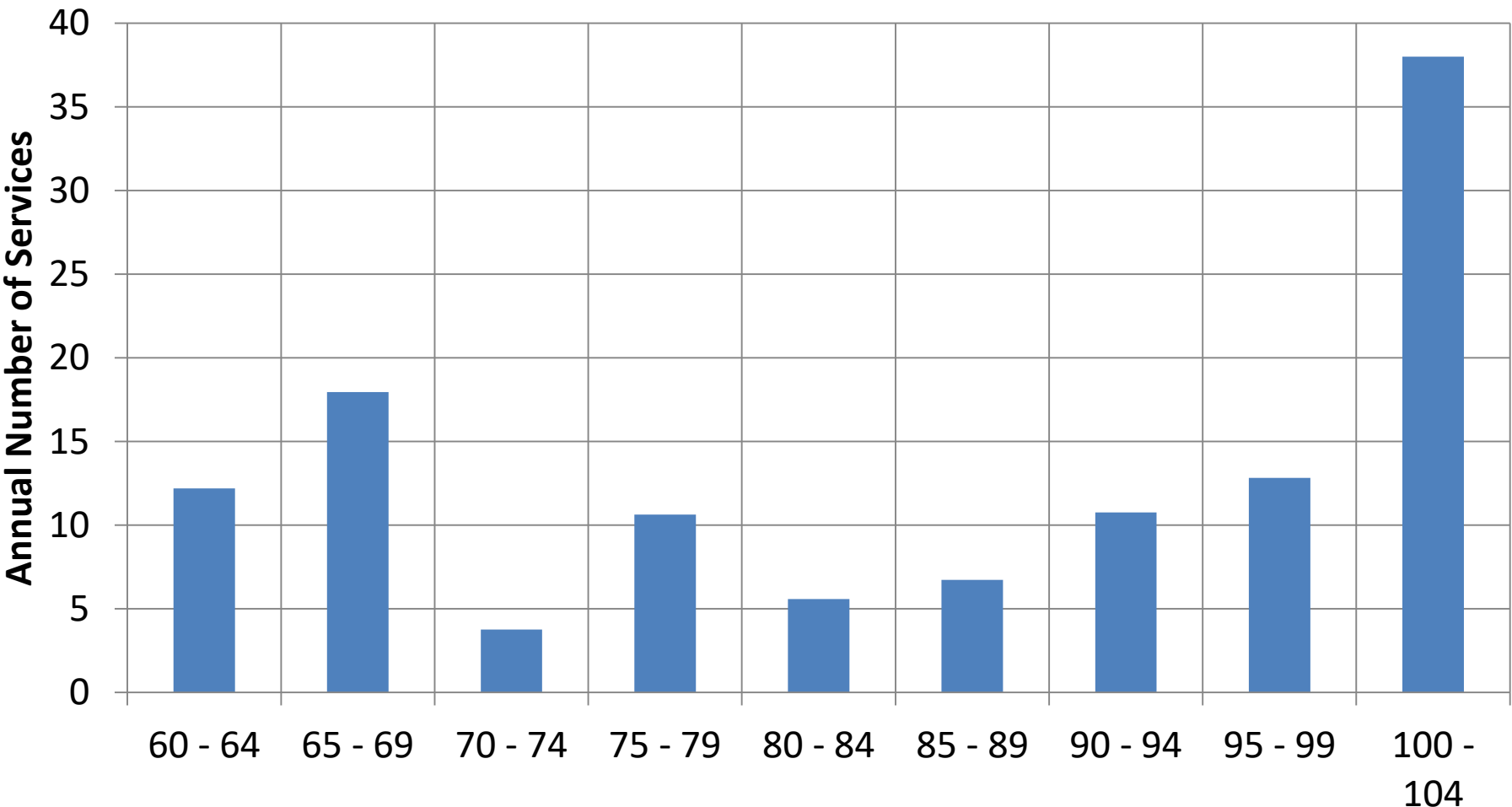
## Analysis by Age Group

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

# Age of Members

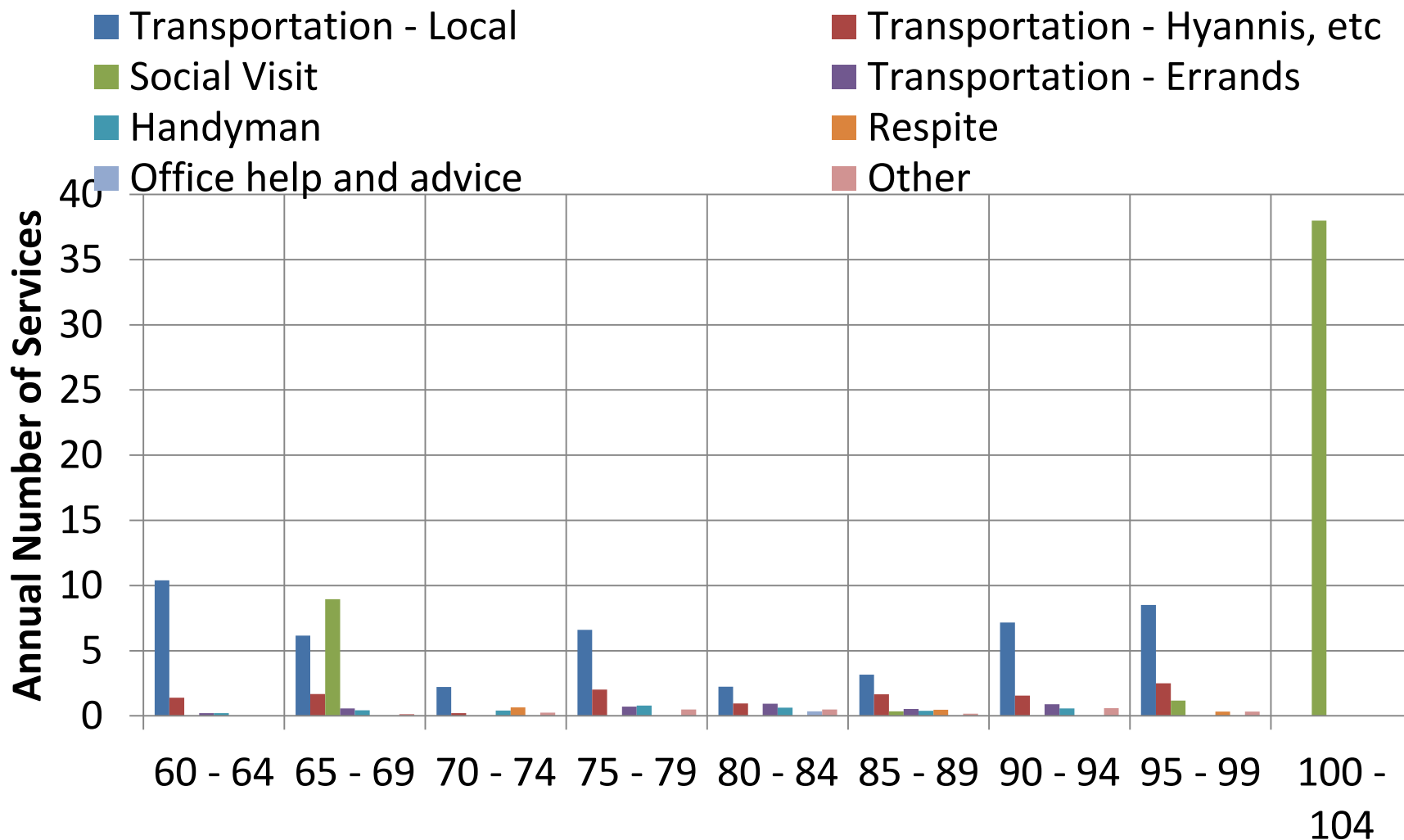


# Annual Rate of Services by Age Range





# Trends in Services

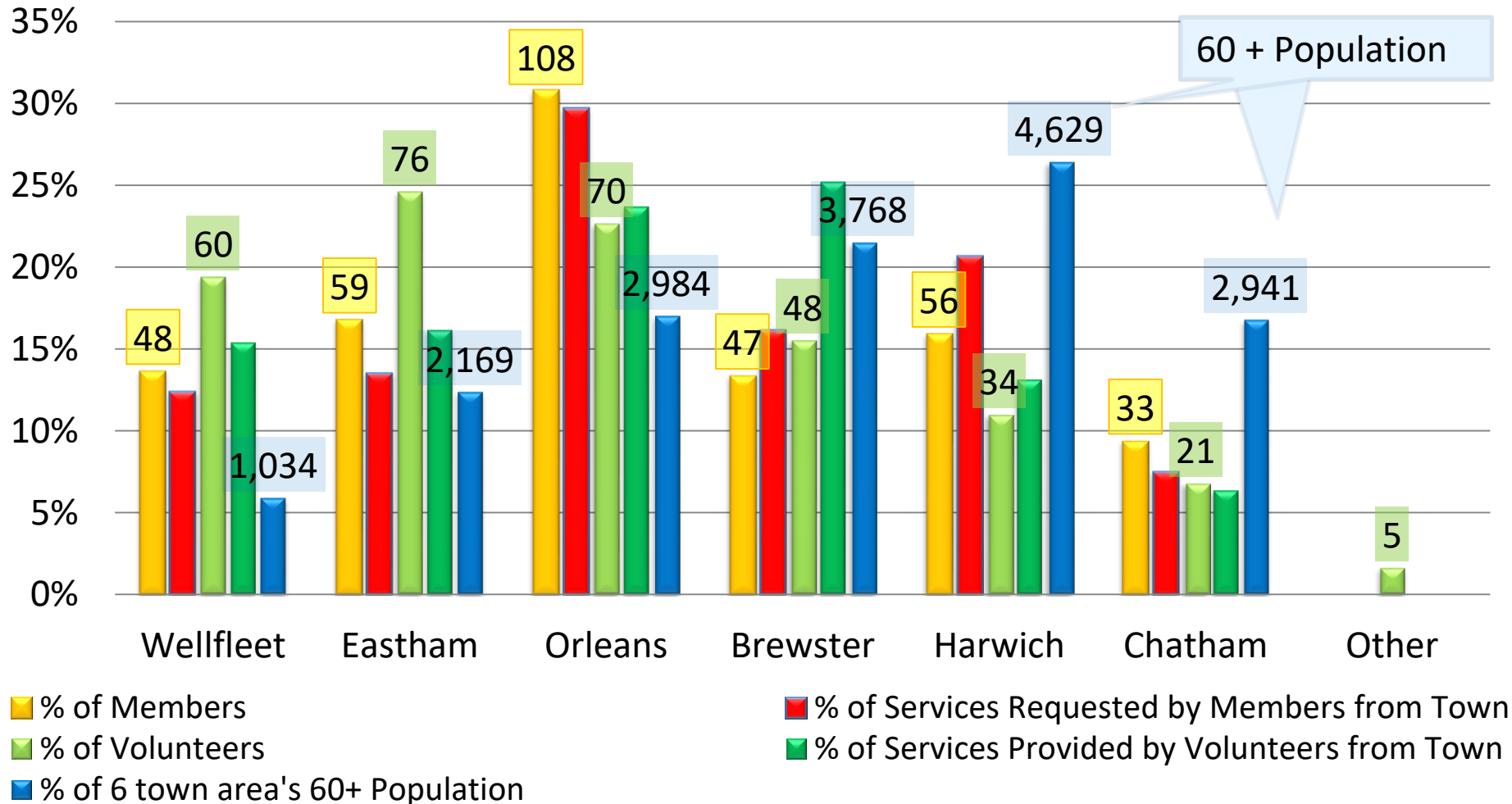


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

## 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,](#)
  - 58% of all services are performed by someone from the same town.
  - 89% of all services are performed by someone from the same or an adjacent town during the last four weeks.

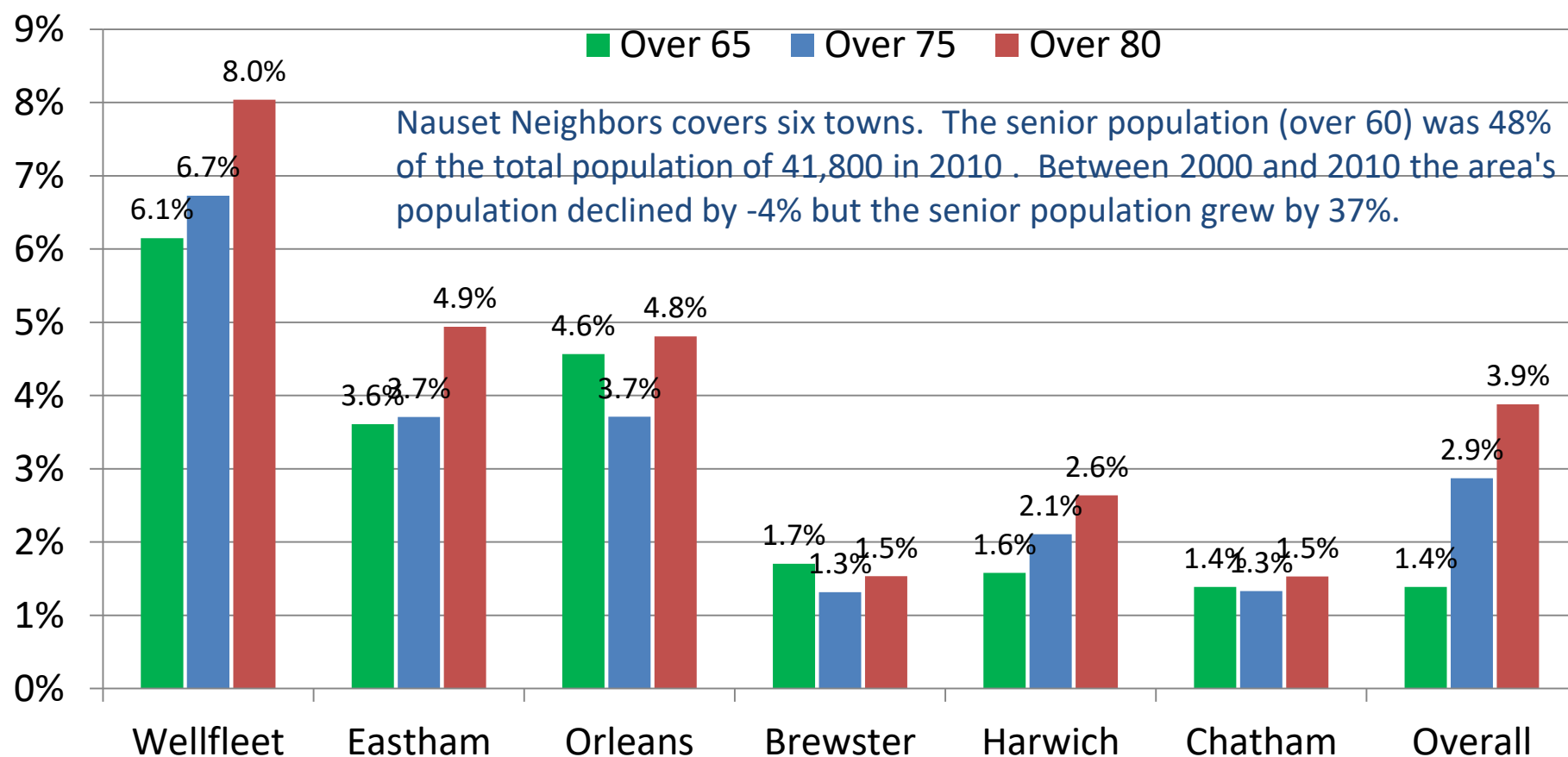
## Comparison of Towns (Last 4 Weeks)





## 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; 86% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	1459	139	322	41	46	3	2010
	Eastham	727	701	887	150	156	33	2654
	Orleans	49	149	2058	349	111	419	3135
	Brewster	22	80	741	834	522	37	2236
	Harwich	12	2	73	207	966	24	1284
	Chatham	4	2	47	22	108	170	353
	Other	8	0	8	7	5	0	28
Total Used		2281	1073	4136	1610	1914	686	11700

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

61% 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	6	3		2		41
	Eastham	2	21	14	3	2	1	43
	Orleans		5	45	8	1	4	63
	Brewster		4	14	28	18	3	67
	Harwich			2	4	27	2	35
	Chatham	1		1		5	10	17
	Other	0	0	0	0	0	0	0
	Total Used	33	36	79	43	55	20	266