

Week 327 Member Services Report

May 20, 2017



Brewster Windmill
[By Christopher Seufert](#)

Summary of the Past Week

- We have 122 unfilled service requests for the next four weeks. This is significantly above our recent experience.
- We performed 55 services last week out of 68 requests.
 - 10 Requests were cancelled
 - 4 were cancelled after volunteers were found
 - We were unable to fill 1 service requests
- We placed 18 phone calls and filled 7 services by phone.
 - 80% of services were filled online
 - 12% of services were filled by phone
 - 2% of services were filled by email and
 - 3% 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: 53 volunteers performed 55 services for 39 households and covered 10 office shifts. In total, with 4 filled cancellations we filled 69 assignments. In addition, 10 more requests were cancelled before volunteers were found.
 - Last Month: 130 volunteers performed 272 services for 94 households. We also covered 38 office shifts.
 - Last Year: 434 volunteers performed 2897 services for 458 households.
- We have 351 members and 326 volunteers.
 - One year ago we had **312** members
 - We added **112** members during the year
 - but lost **73** members
 - for a net increase of **39** in the last year.
 - Our renewal rate for members belonging for at least on year is **78%**
- 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
 - **4** new members were added, and our waiting list has **12** people.
 - The people on the waiting list have waited at most **four** weeks before being offered membership.

Looking Forward

- The number of future services that are unfilled is quite high.
- We have 433 future service requests.
 - 24 booked but cancelled.
 - 21 need filling next week.
 - 122 need filling over the next 4 weeks.
- 40% of services for the next four weeks have volunteers, a very low number.
- 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?

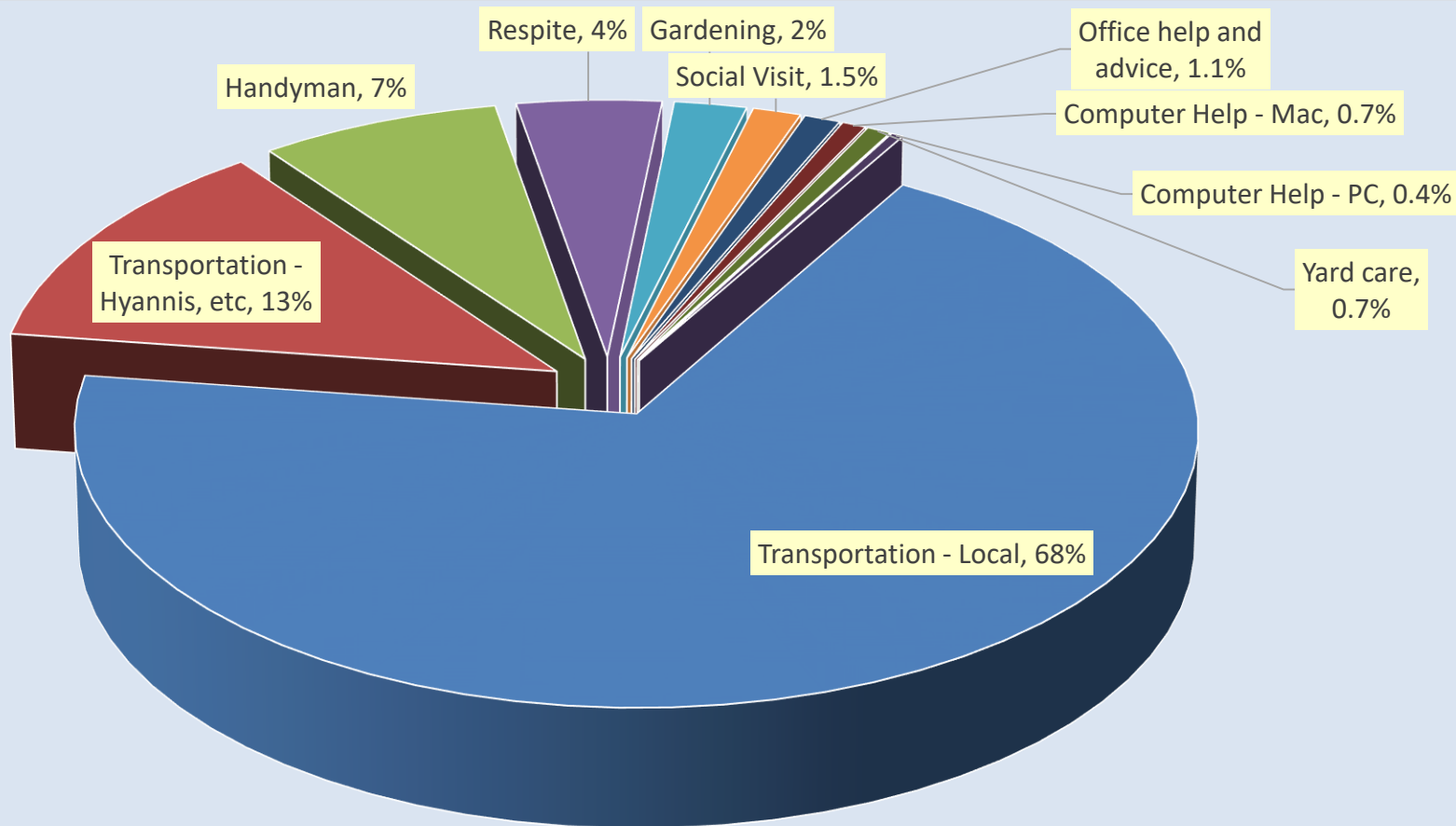
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

Who is Using What Services?

- Overall, transportation (including errands) remains the major need (81%).
- 94 households(32%) received 272 services in the last four weeks
- The annual rate of services is 12 per year per household.
- The 10% most needy members used a little over 60% of services.

Services in the Last 4 Weeks

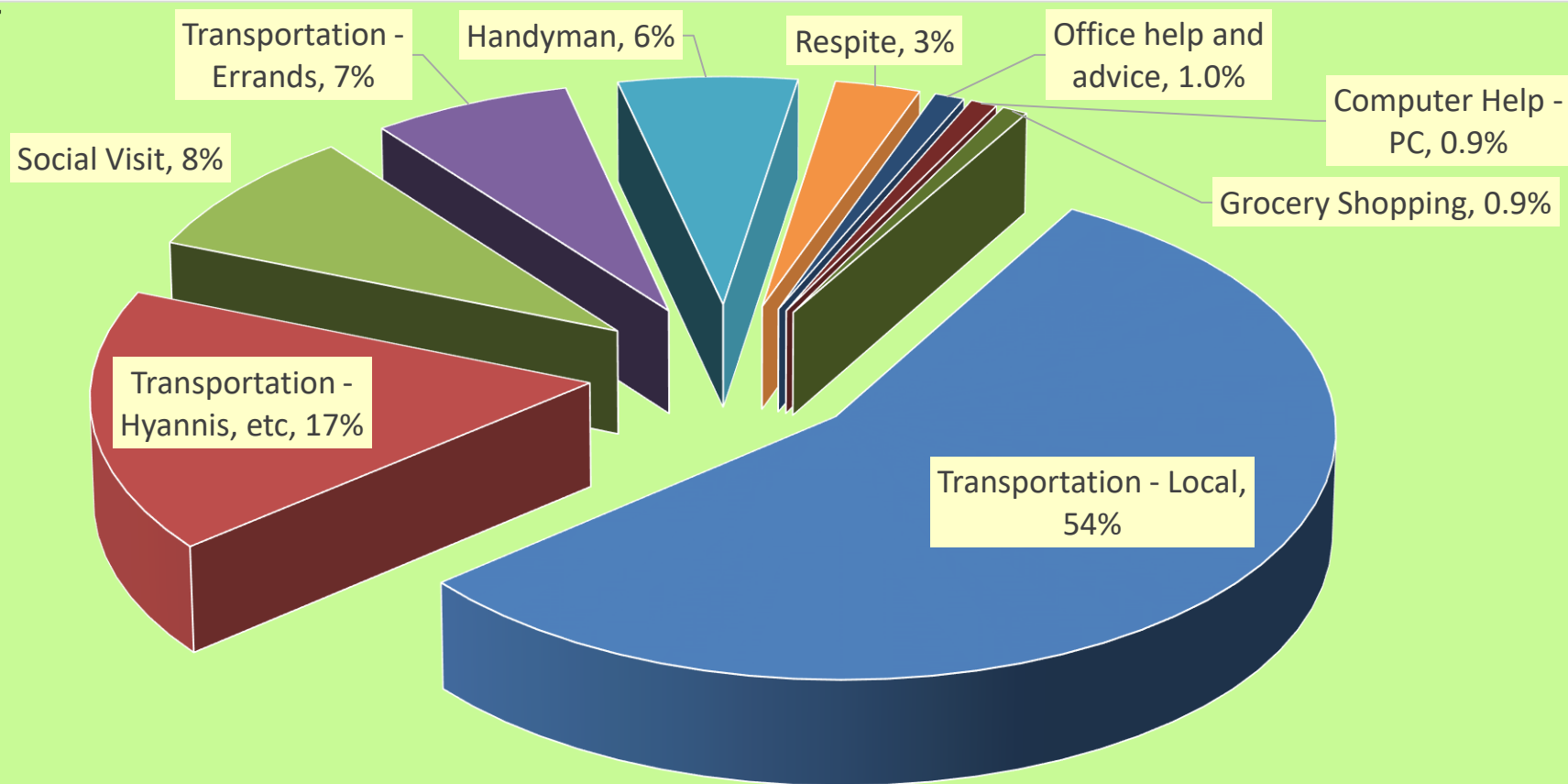
5/20/2017



94 households received 272 services in the last four weeks

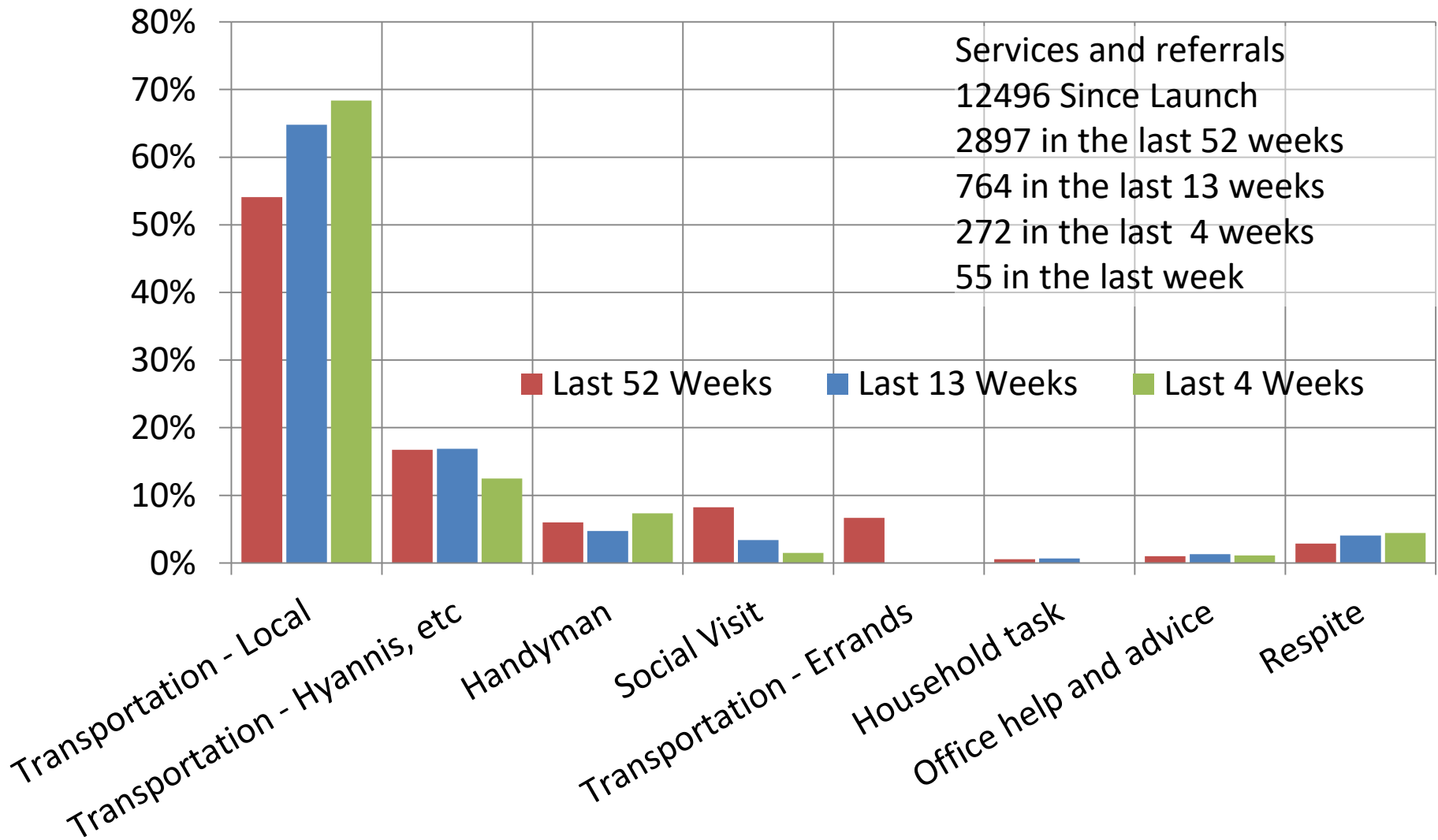
Services in the Last 52 Weeks

5/20/2017



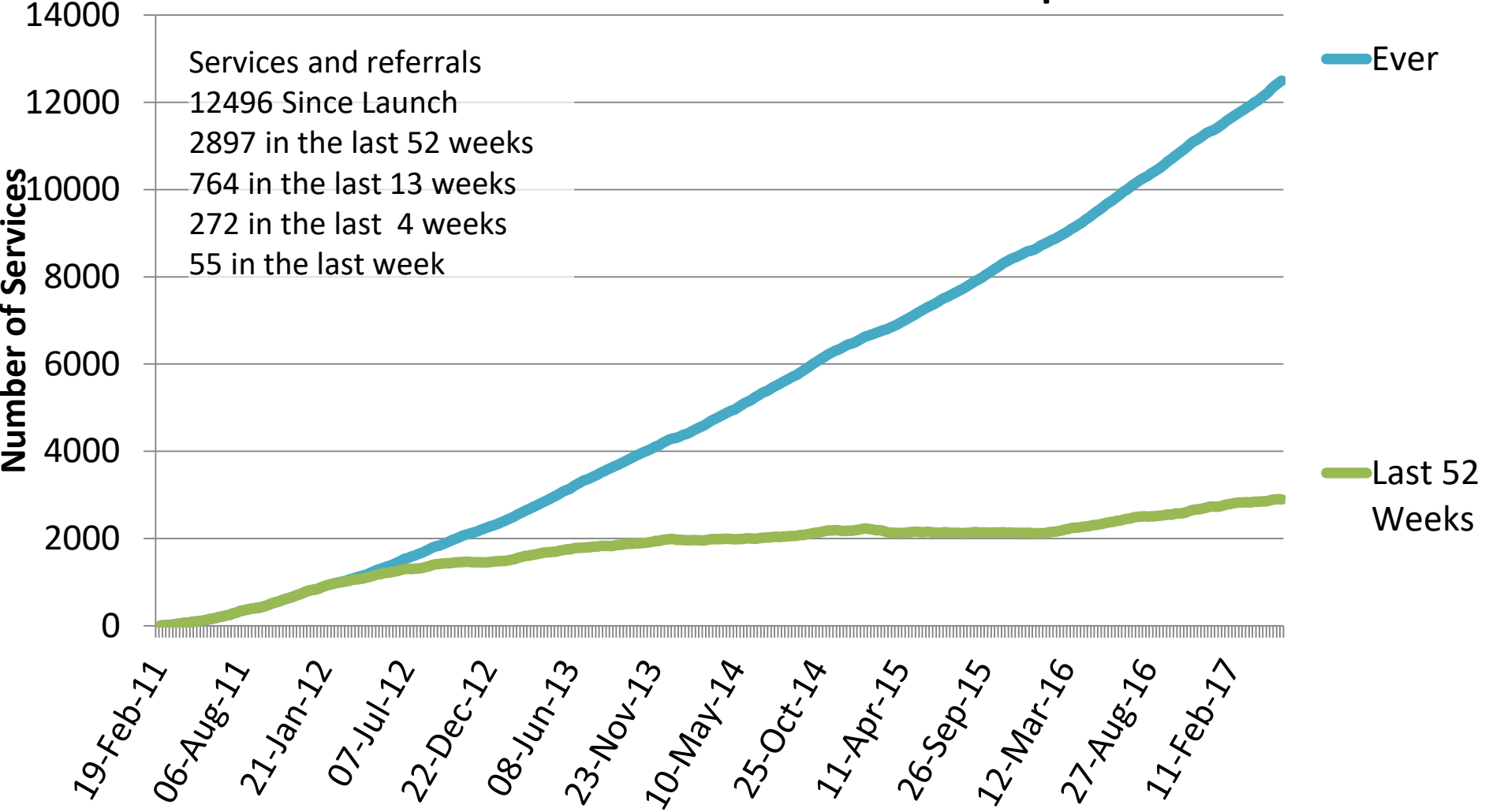
458 households received 2897 services in the last 52 weeks

Trends in Services

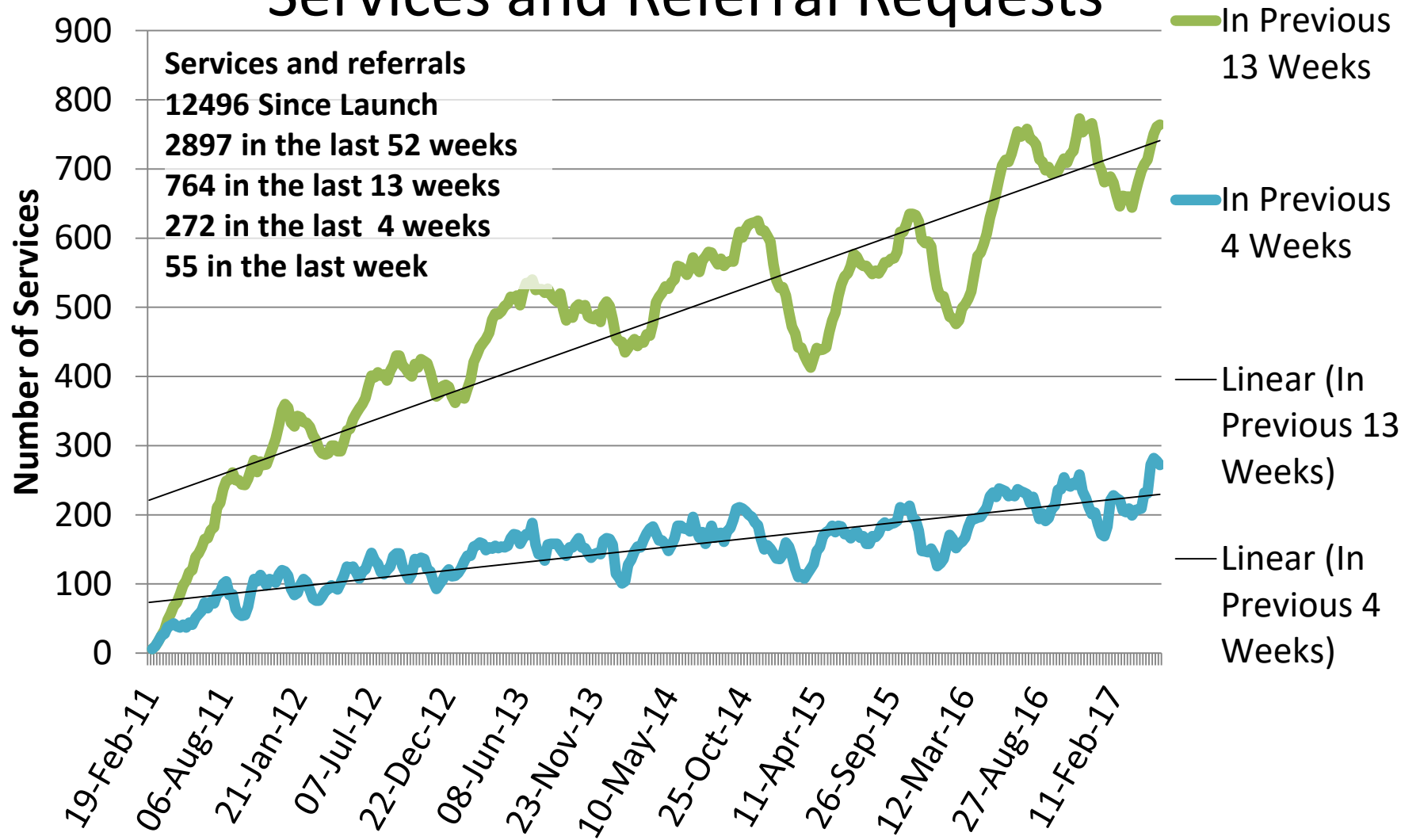




Services and Referral Requests

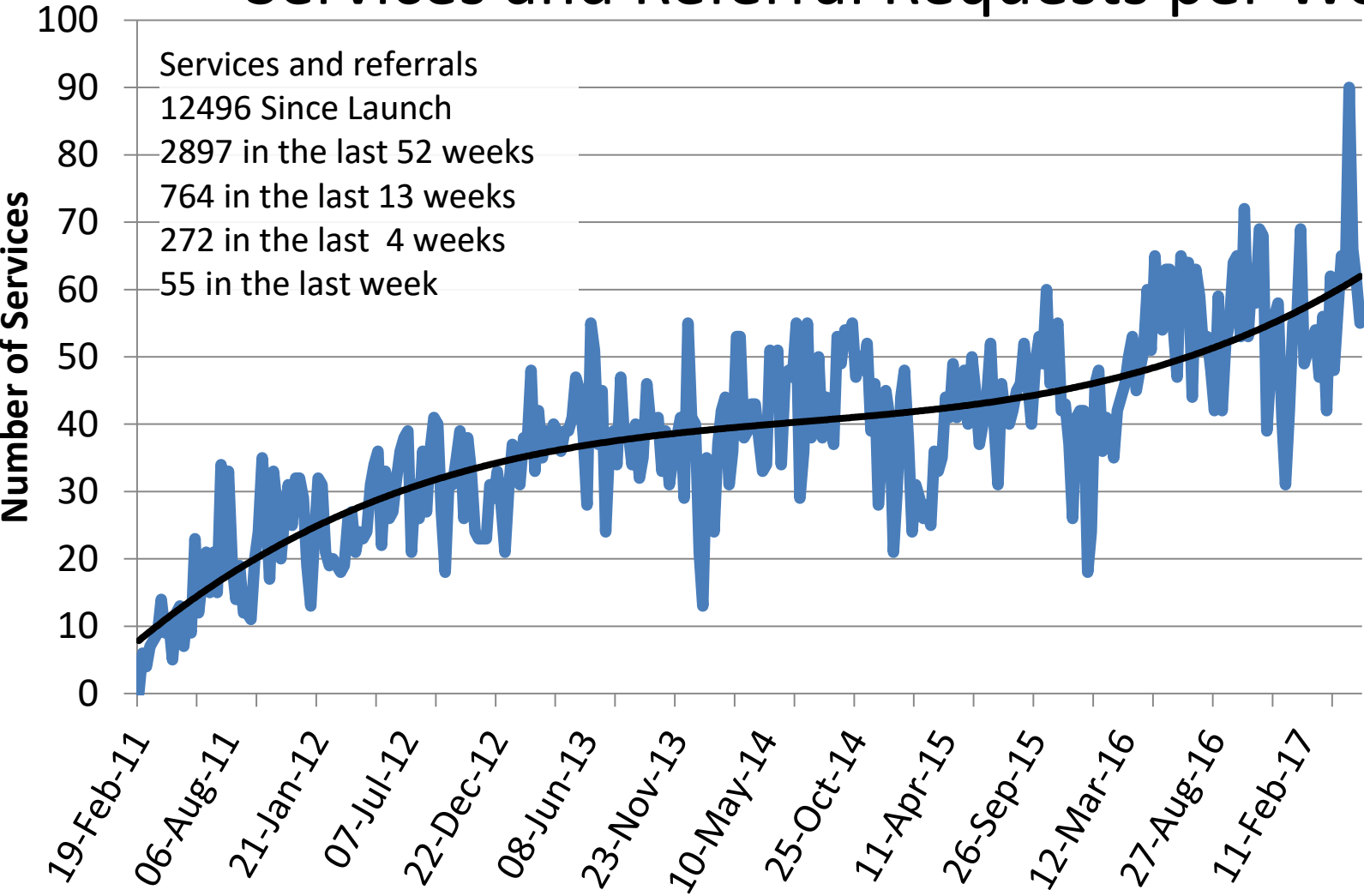


Services and Referral Requests

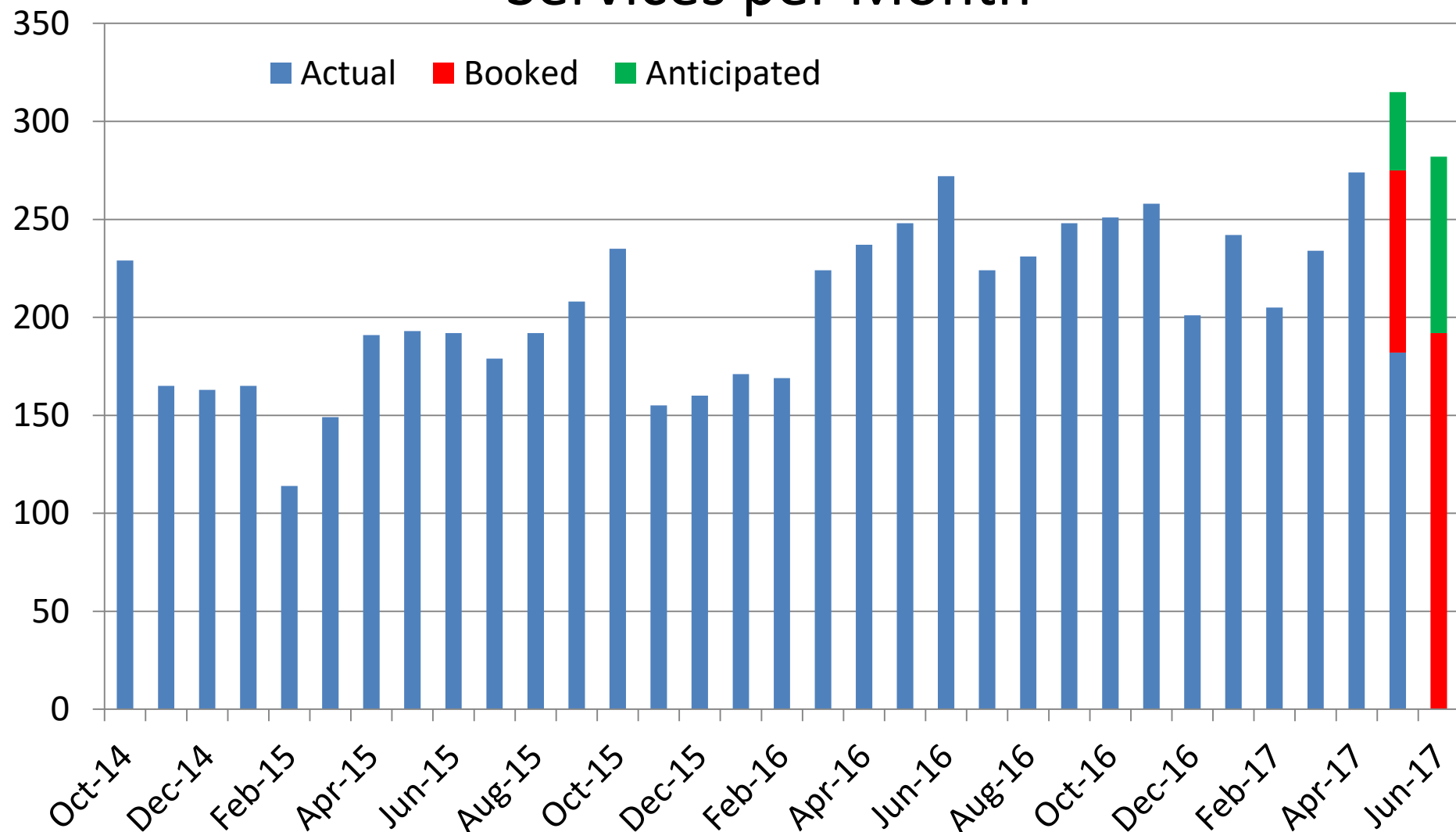




Services and Referral Requests per Week

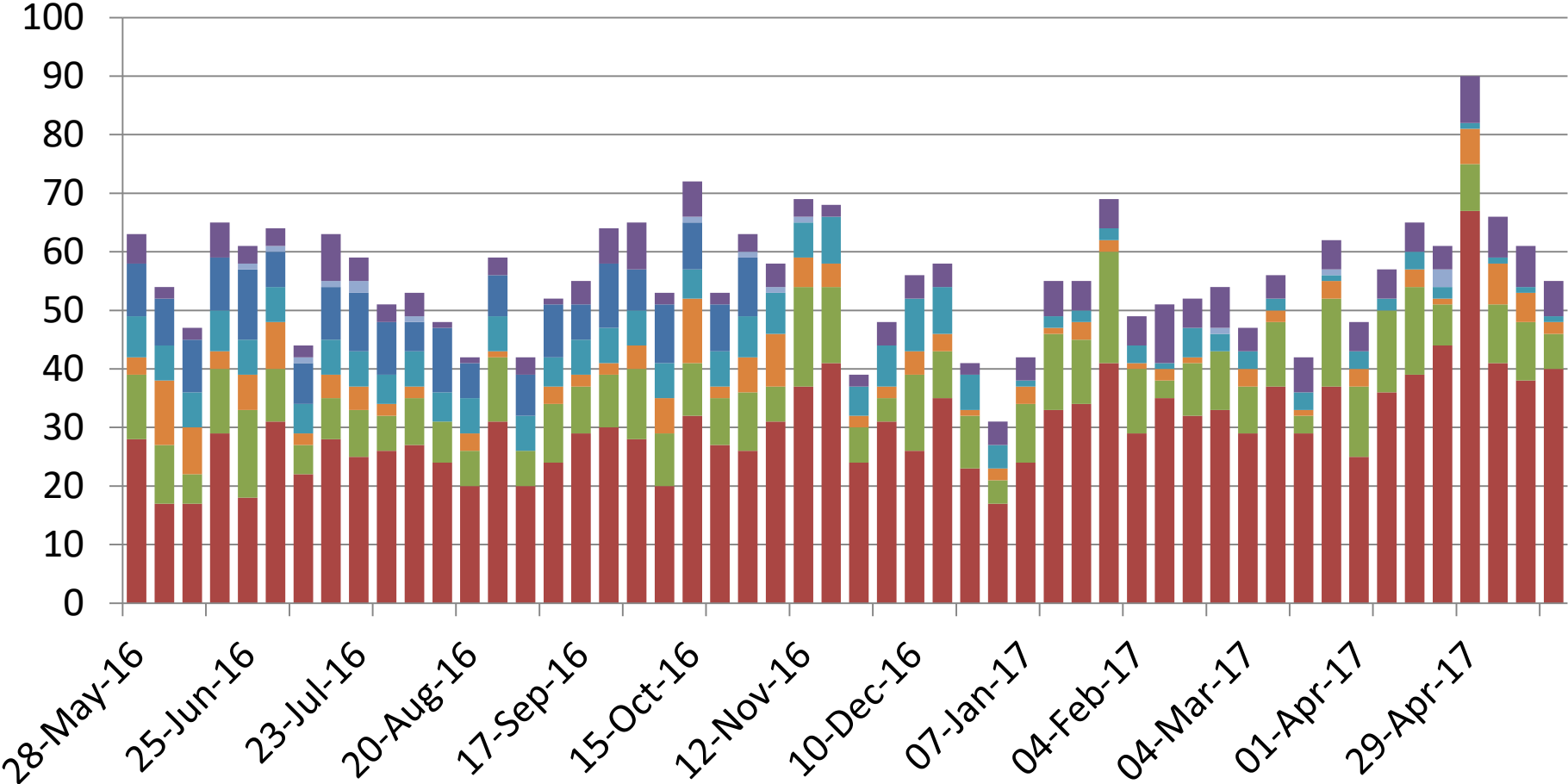


Services per Month





How Have Direct Services Varied in the Last Year?



- Transportation - Local
- Handyman
- Transportation - Errands
- Other
- Transportation - Hyannis, etc
- Social Visit
- Household Task

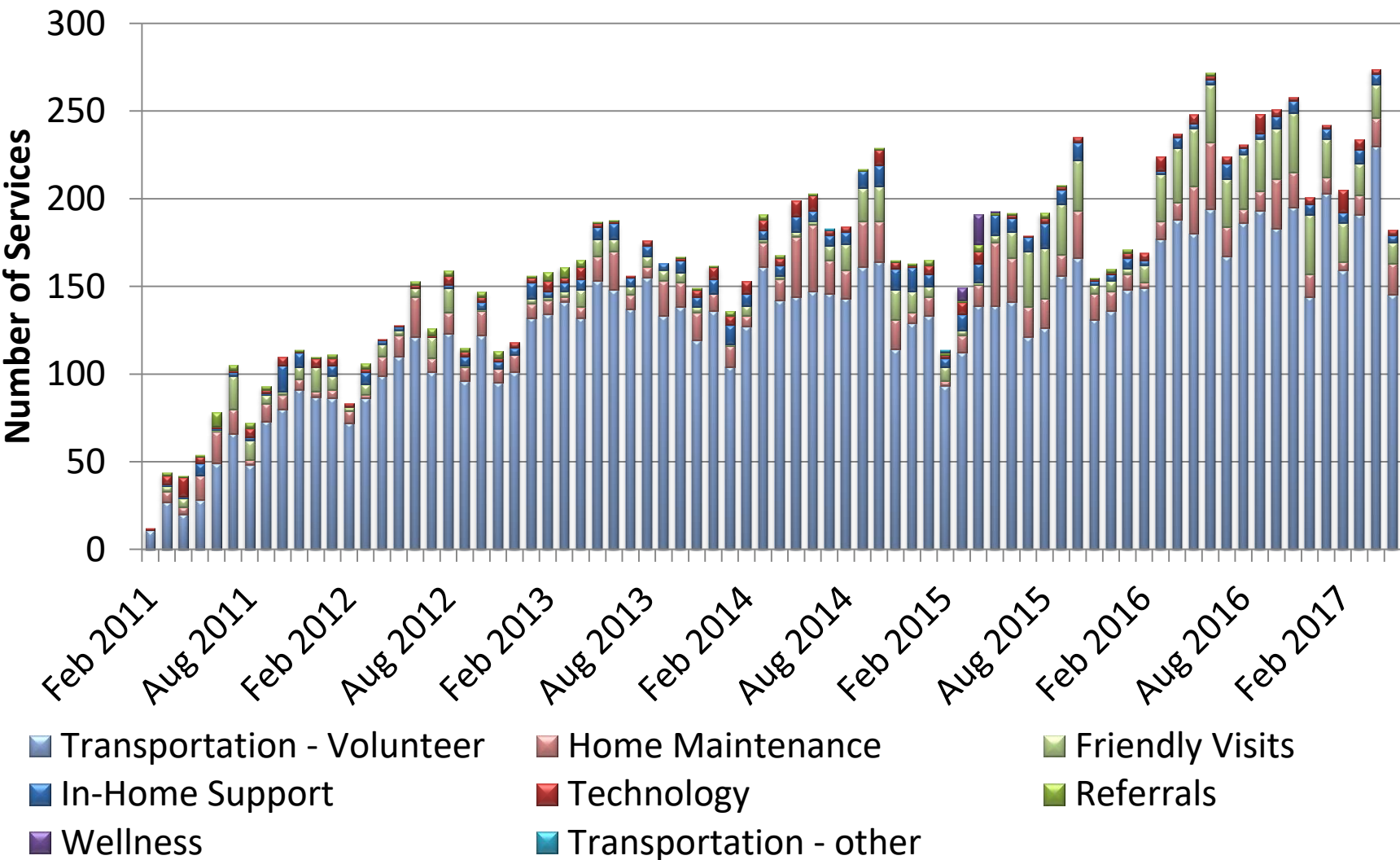
[Top](#)

[Top of Section](#)

[Next Section](#)



Service Categories

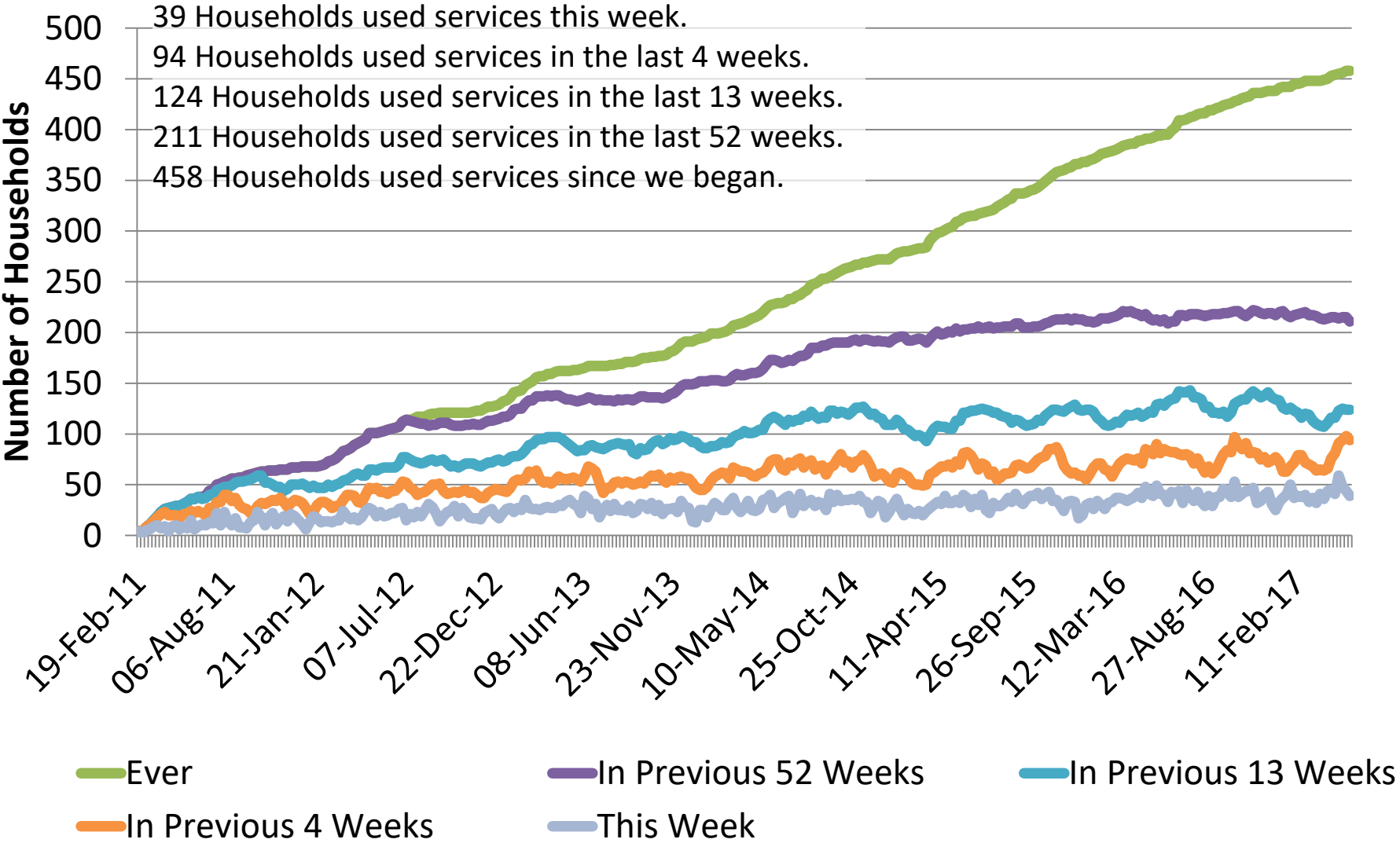


HOW MANY HOUSEHOLDS USE SERVICES?



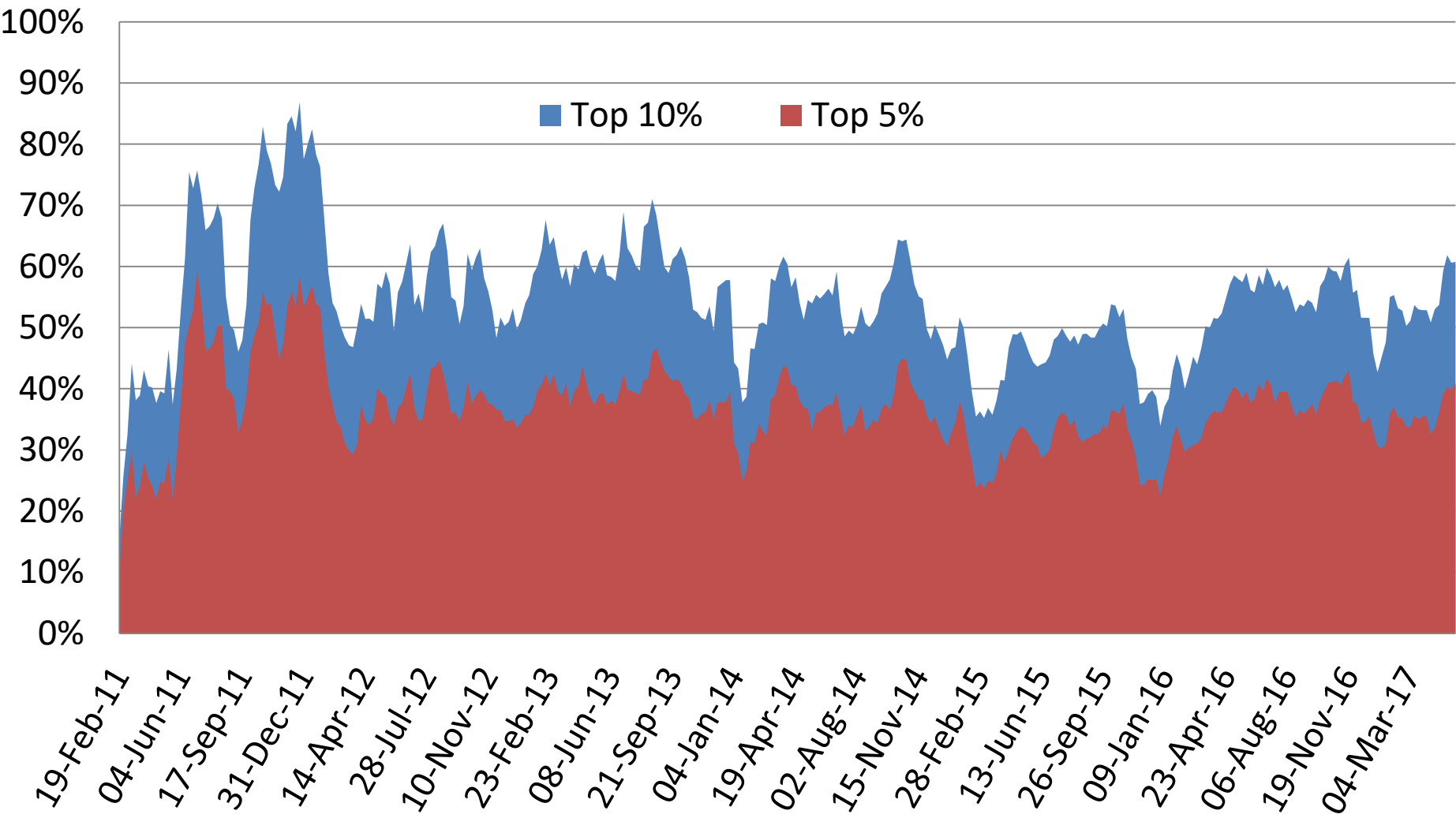
How Many Households Served

39 Households used services this week.
94 Households used services in the last 4 weeks.
124 Households used services in the last 13 weeks.
211 Households used services in the last 52 weeks.
458 Households used services since we began.



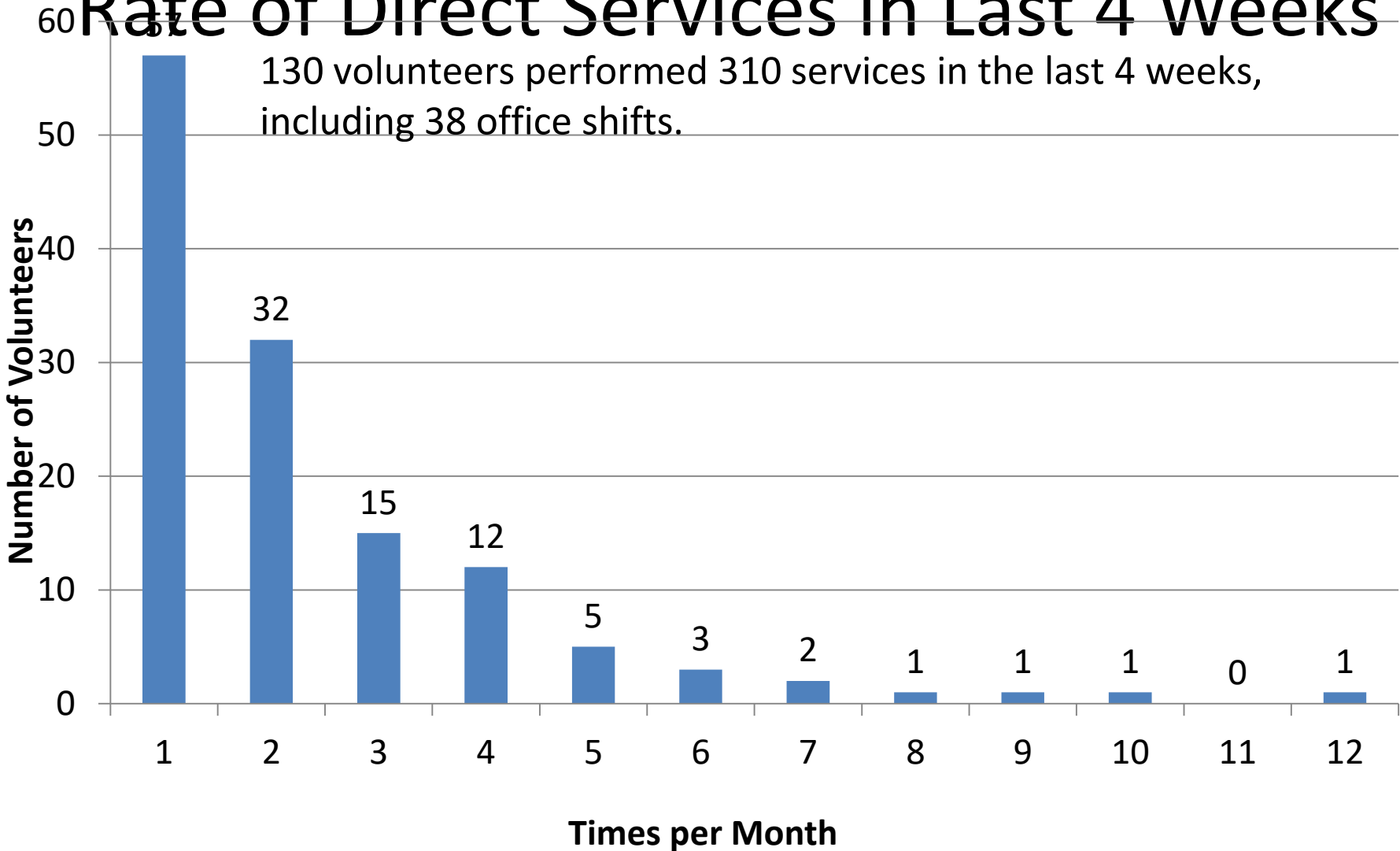
Ever In Previous 52 Weeks In Previous 13 Weeks
In Previous 4 Weeks This Week

Heaviest Users of Services



Rate of Direct Services in Last 4 Weeks

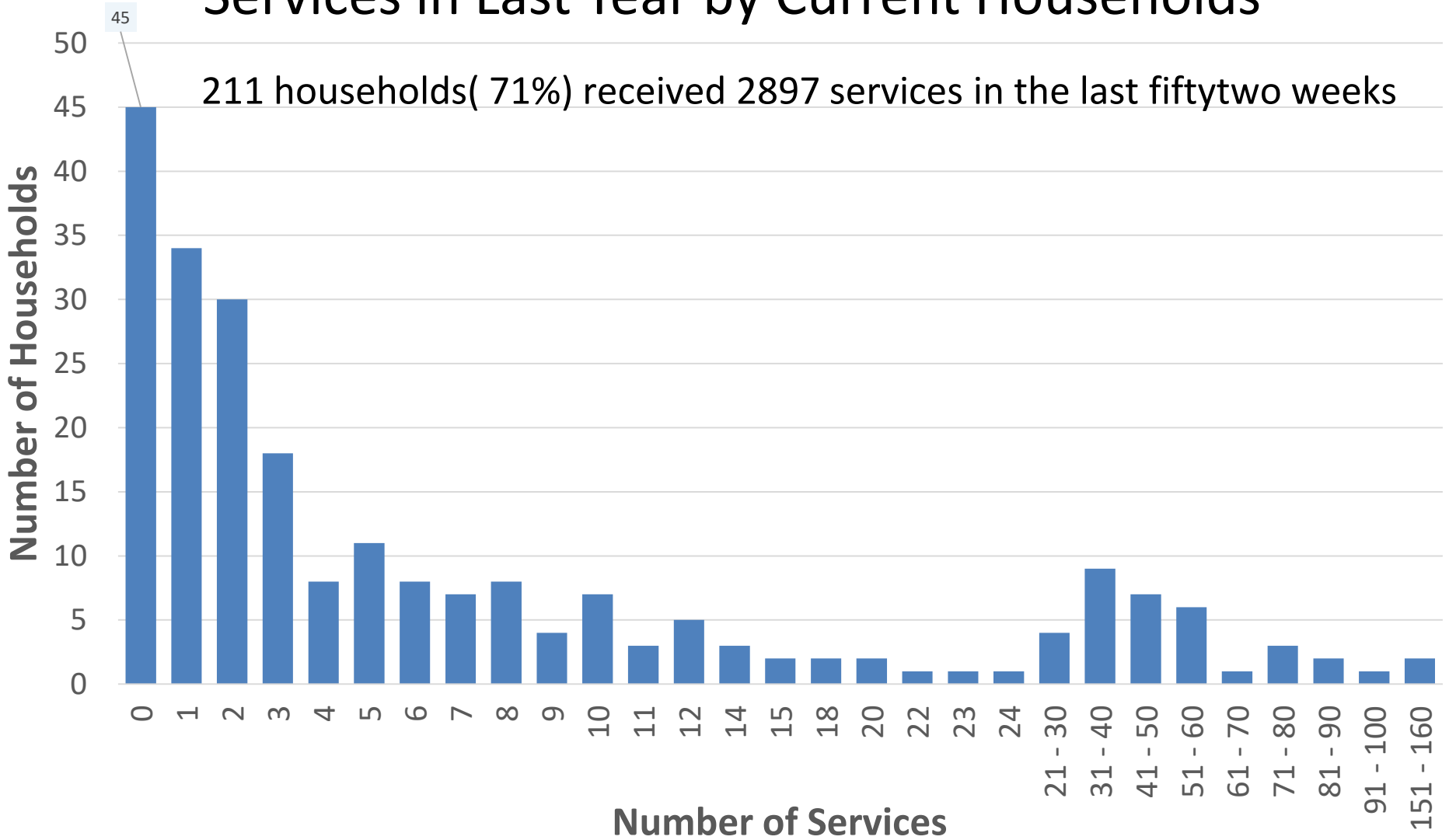
130 volunteers performed 310 services in the last 4 weeks, including 38 office shifts.





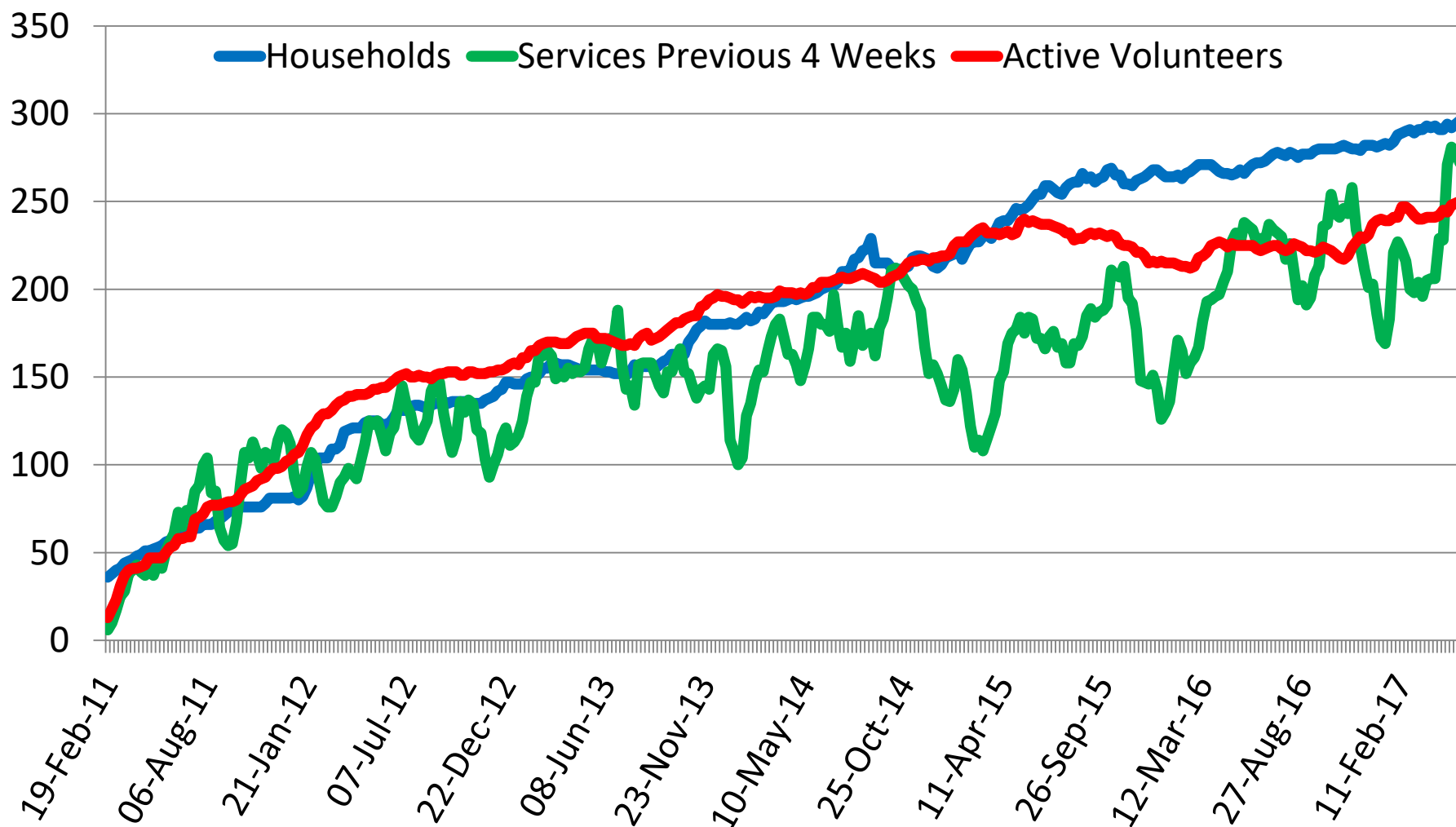
Services in Last Year by Current Households

211 households(71%) received 2897 services in the last fiftytwo weeks



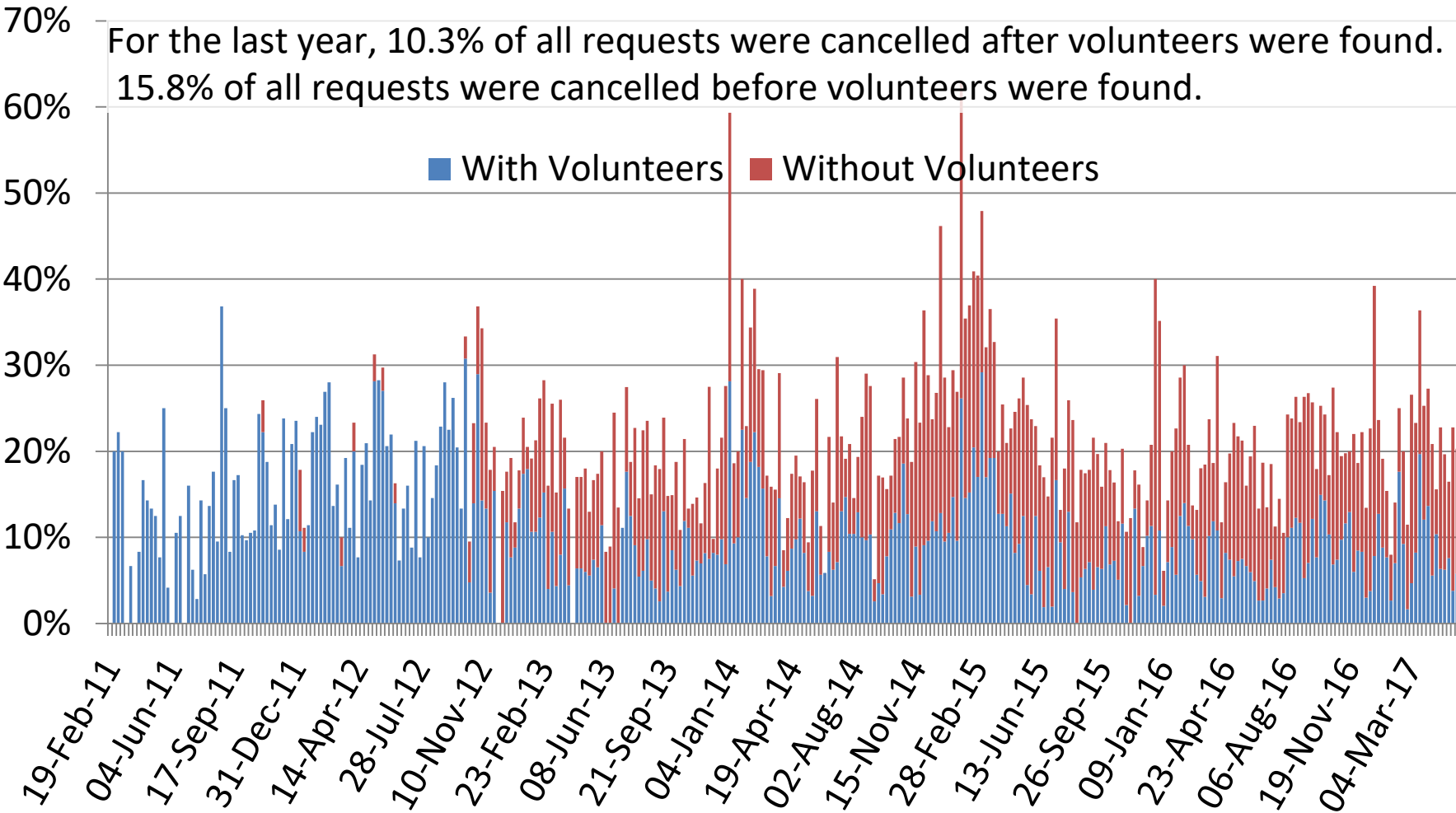


Memberships, Active Volunteers, and Services per Month



WHAT IS OUR CANCELLATION RATE?

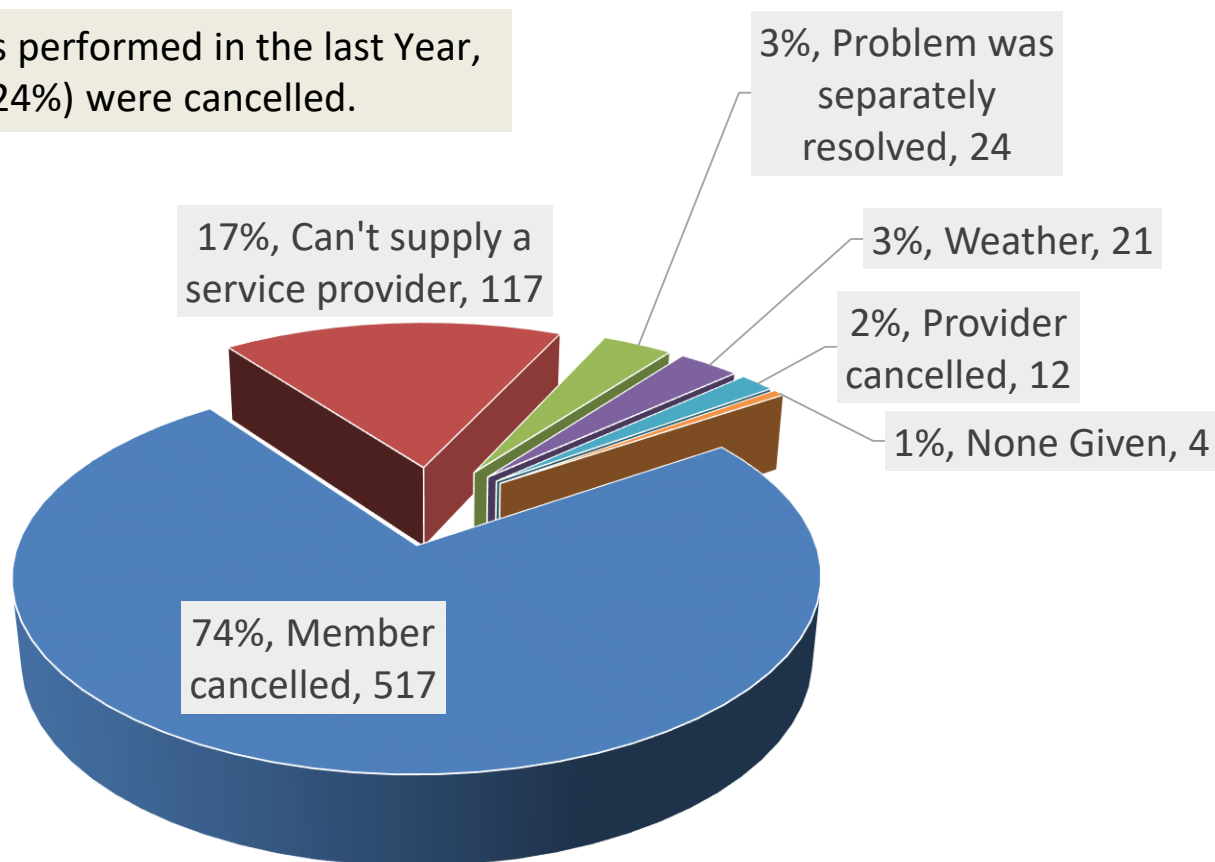
Cancellations as a Percentage of Requests



Cancellation Reasons (Last 52 Weeks)

5/20/2017

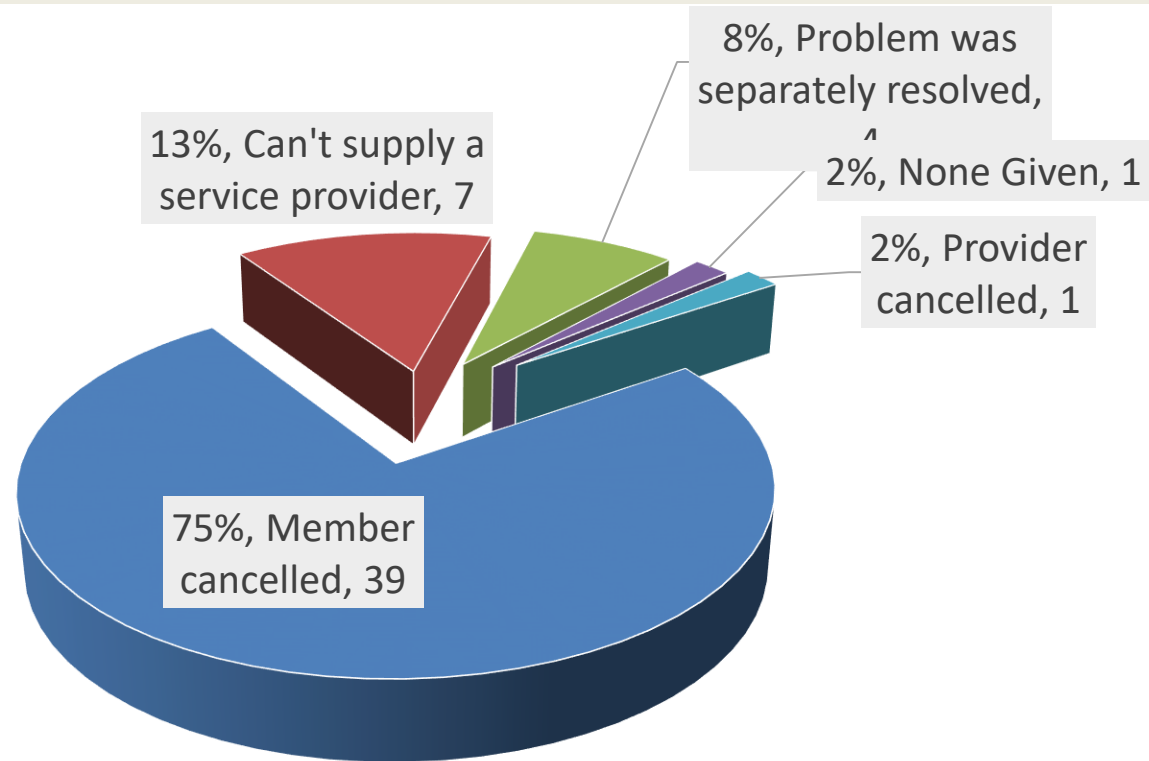
In addition to 2897 services performed in the last Year, an additional 695 (24%) were cancelled.



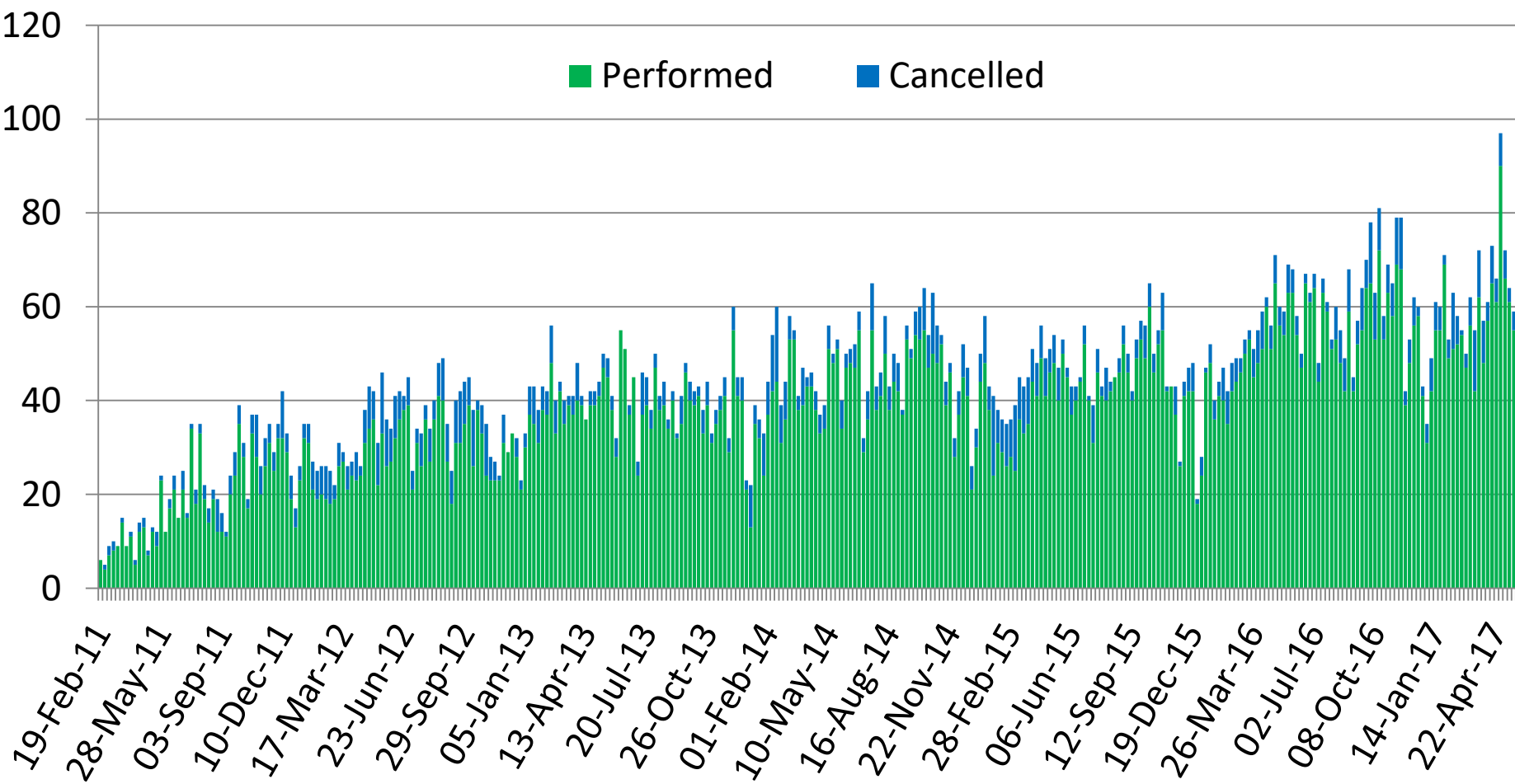
Cancellation Reasons (Last 4 Weeks)

5/20/2017

In addition to 272 services performed in the last Month, an additional 52 (19%) were cancelled.



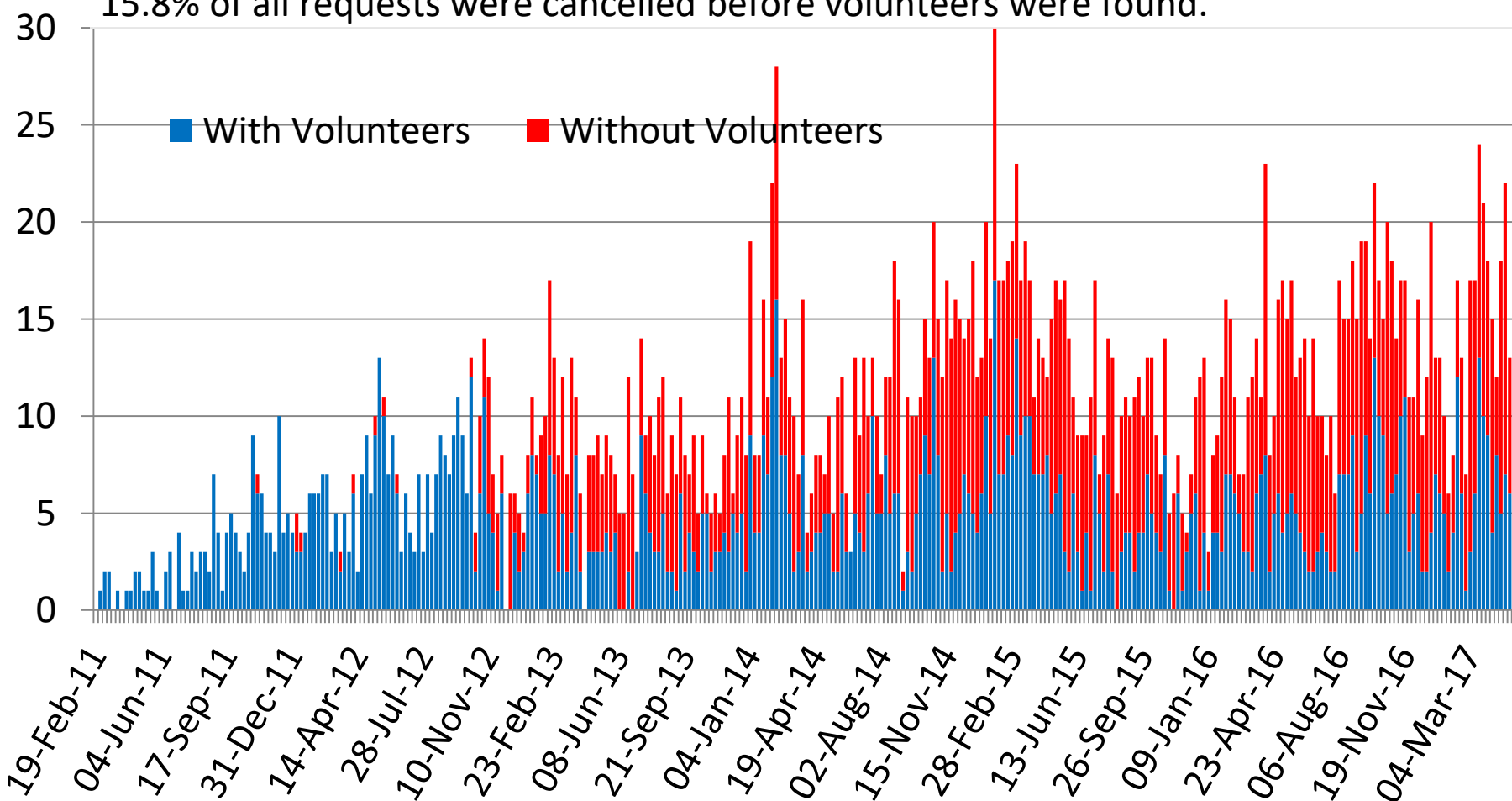
Services Filled



All Cancelled Services

For the last year, 10.3% of all requests were cancelled after volunteers were found.

15.8% of all requests were cancelled before volunteers were found.

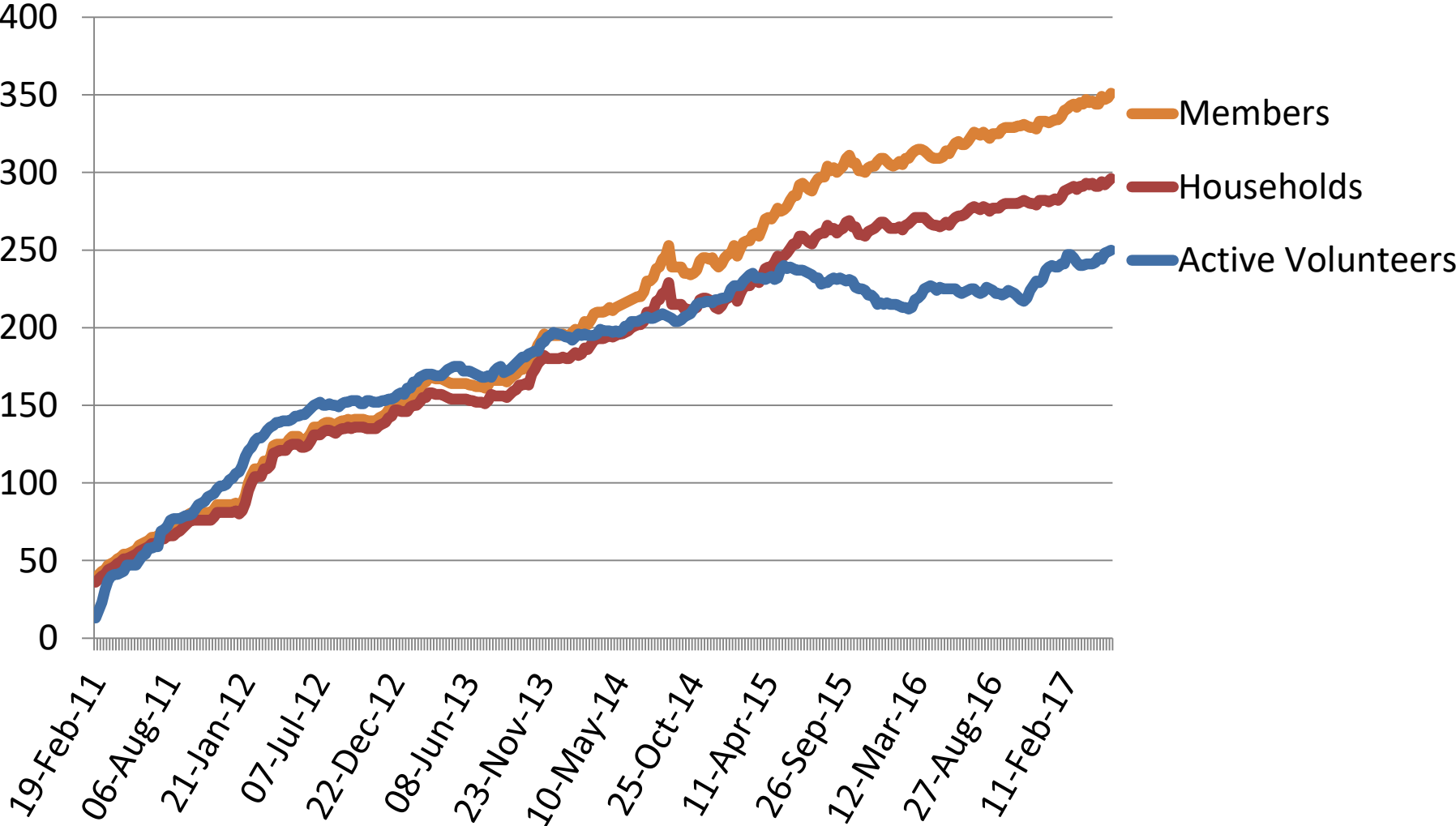


How many volunteers do we have and how frequently do they volunteer?

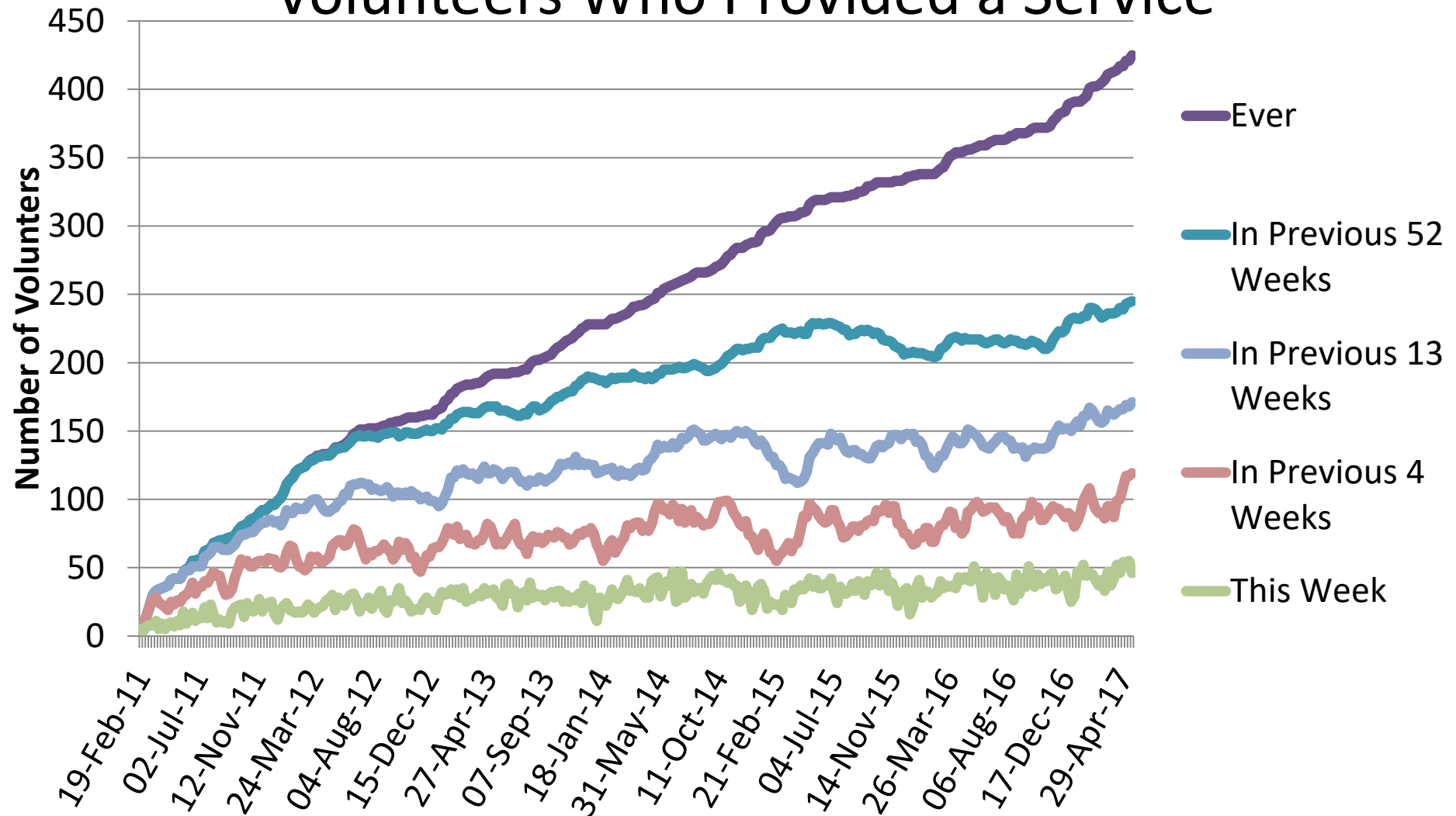
VOLUNTEERS



Growth Rates of Members, Households and Volunteers

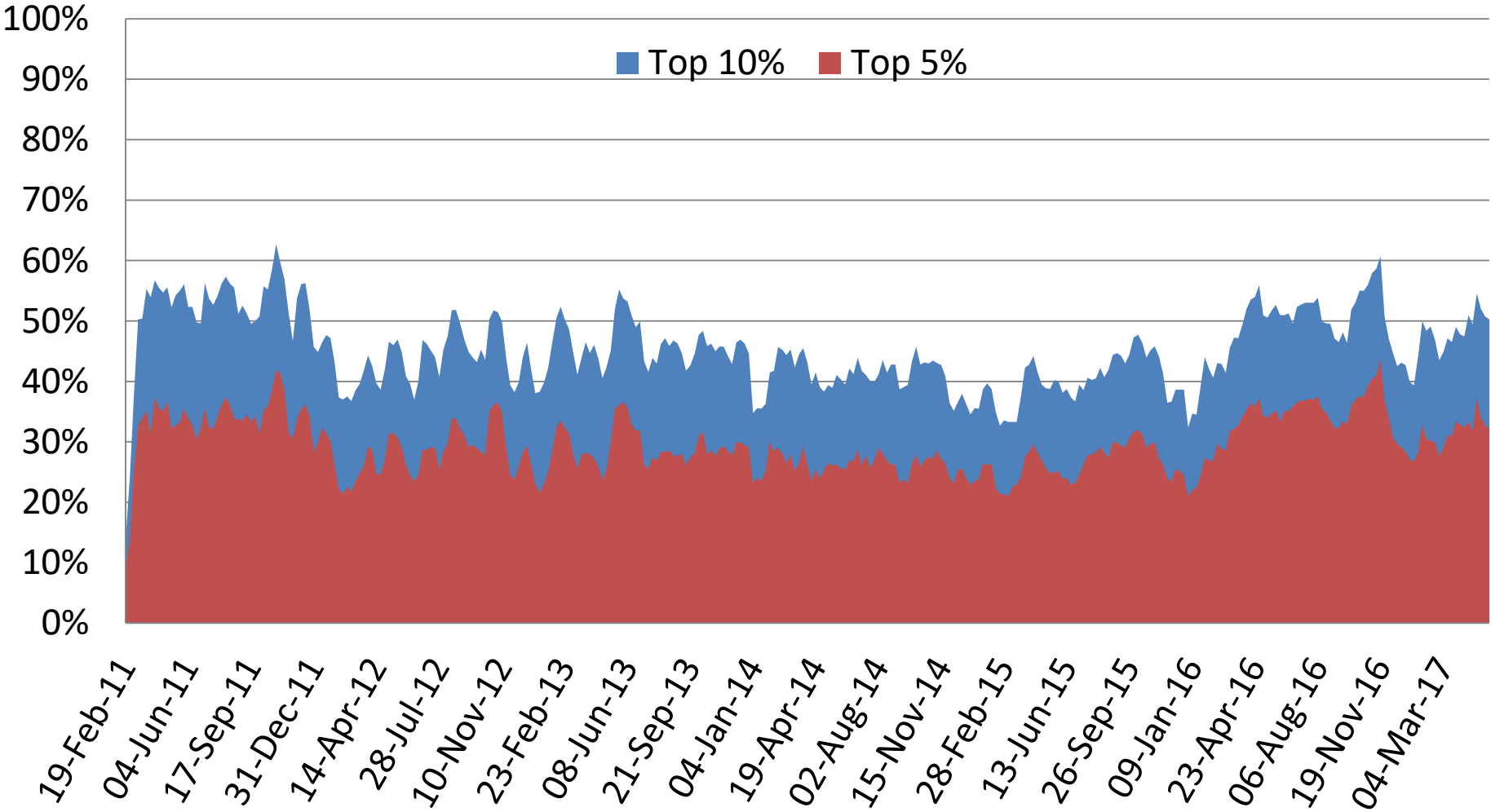


Volunteers Who Provided a Service



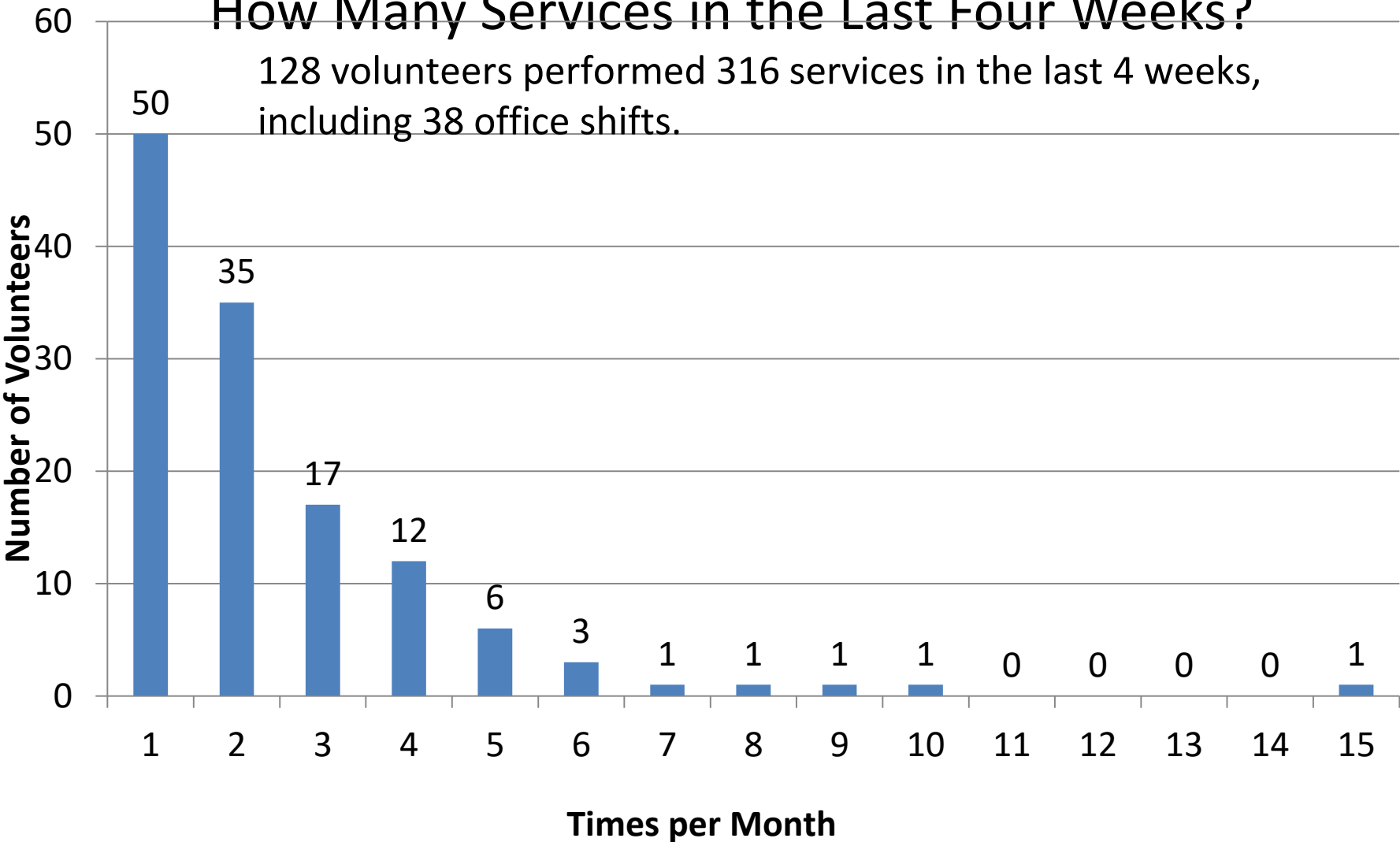


Most Active Volunteers During Previous Four Weeks

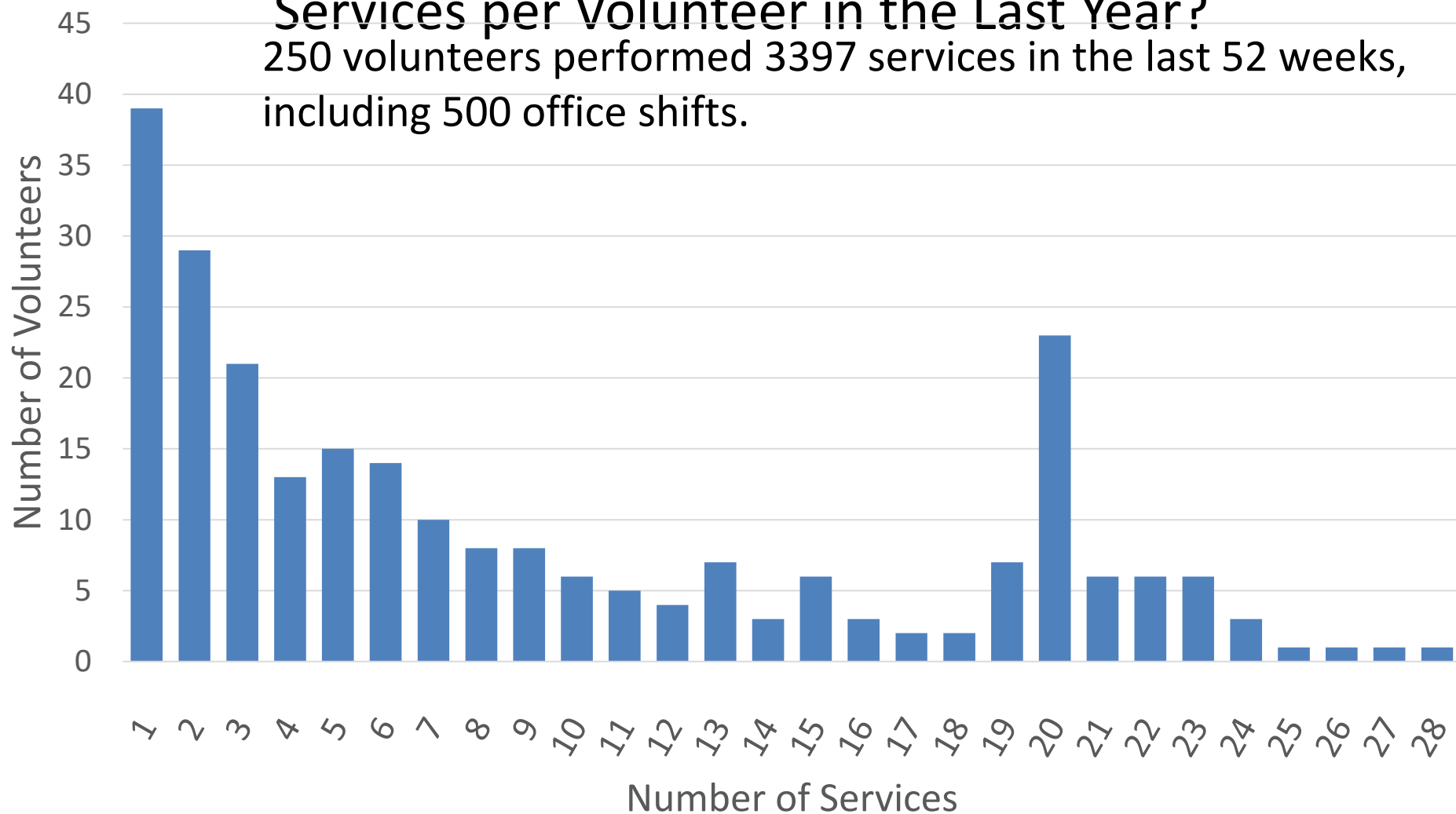


How Many Services in the Last Four Weeks?

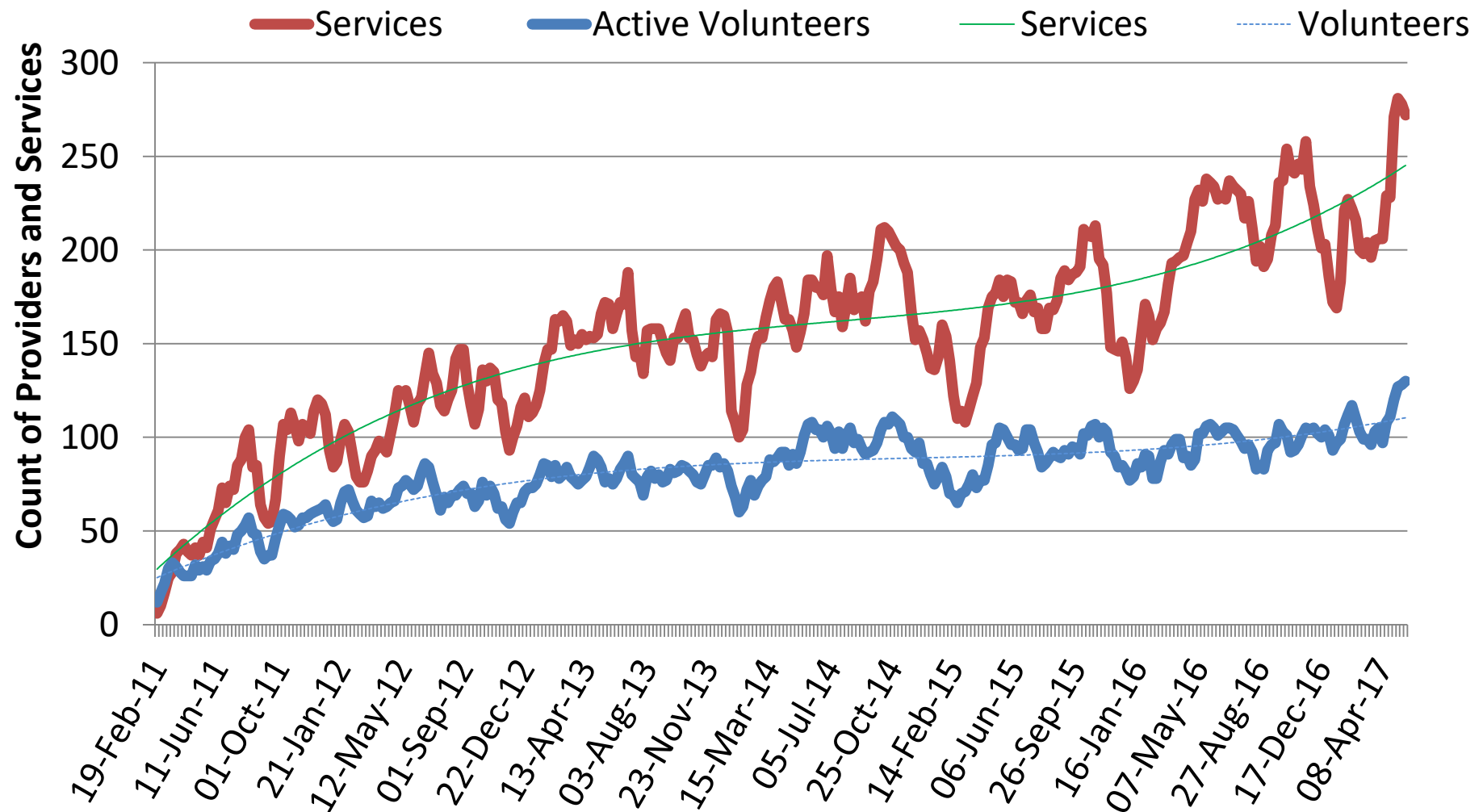
128 volunteers performed 316 services in the last 4 weeks, including 38 office shifts.



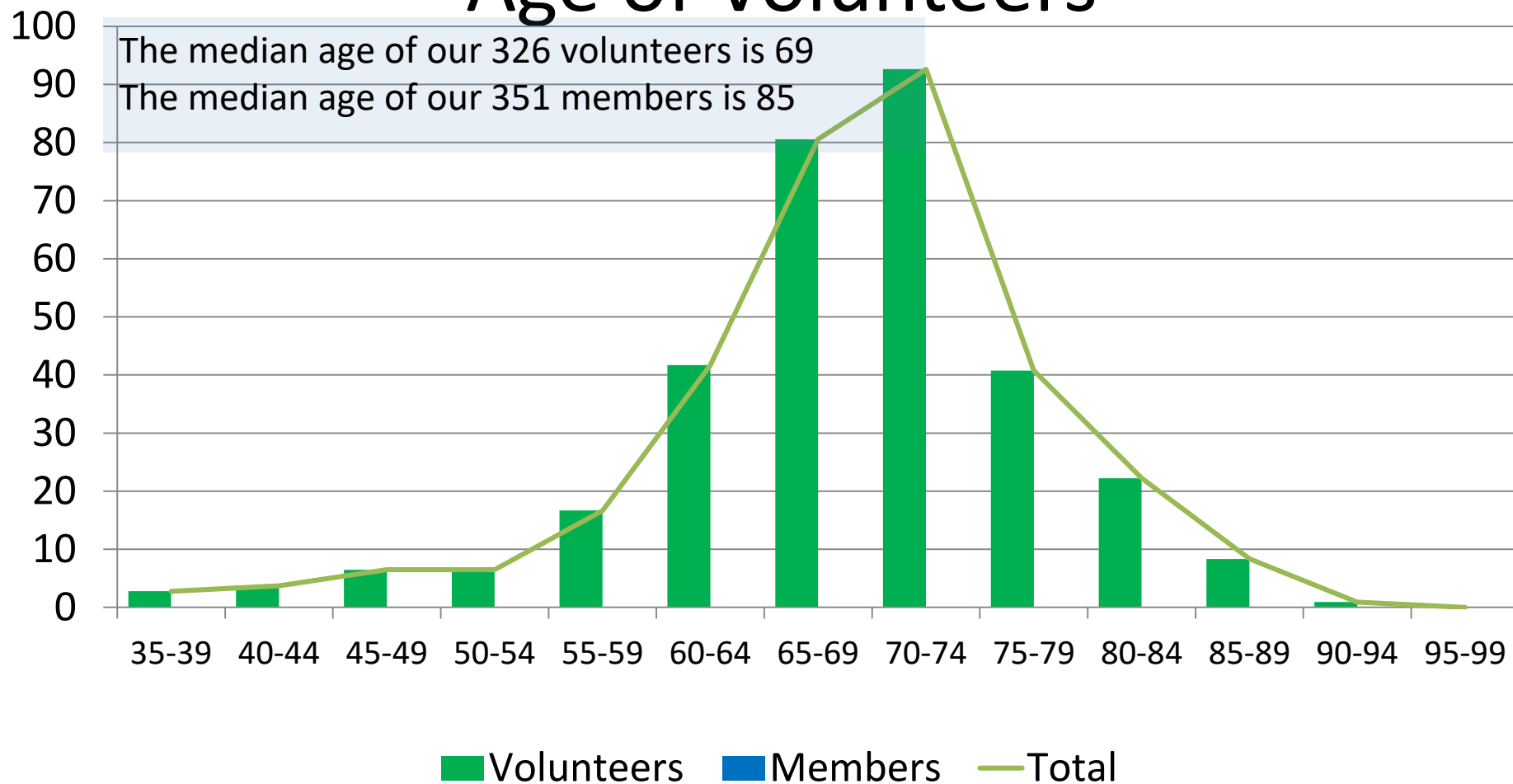
Services per Volunteer in the Last Year?
 250 volunteers performed 3397 services in the last 52 weeks,
 including 500 office shifts.



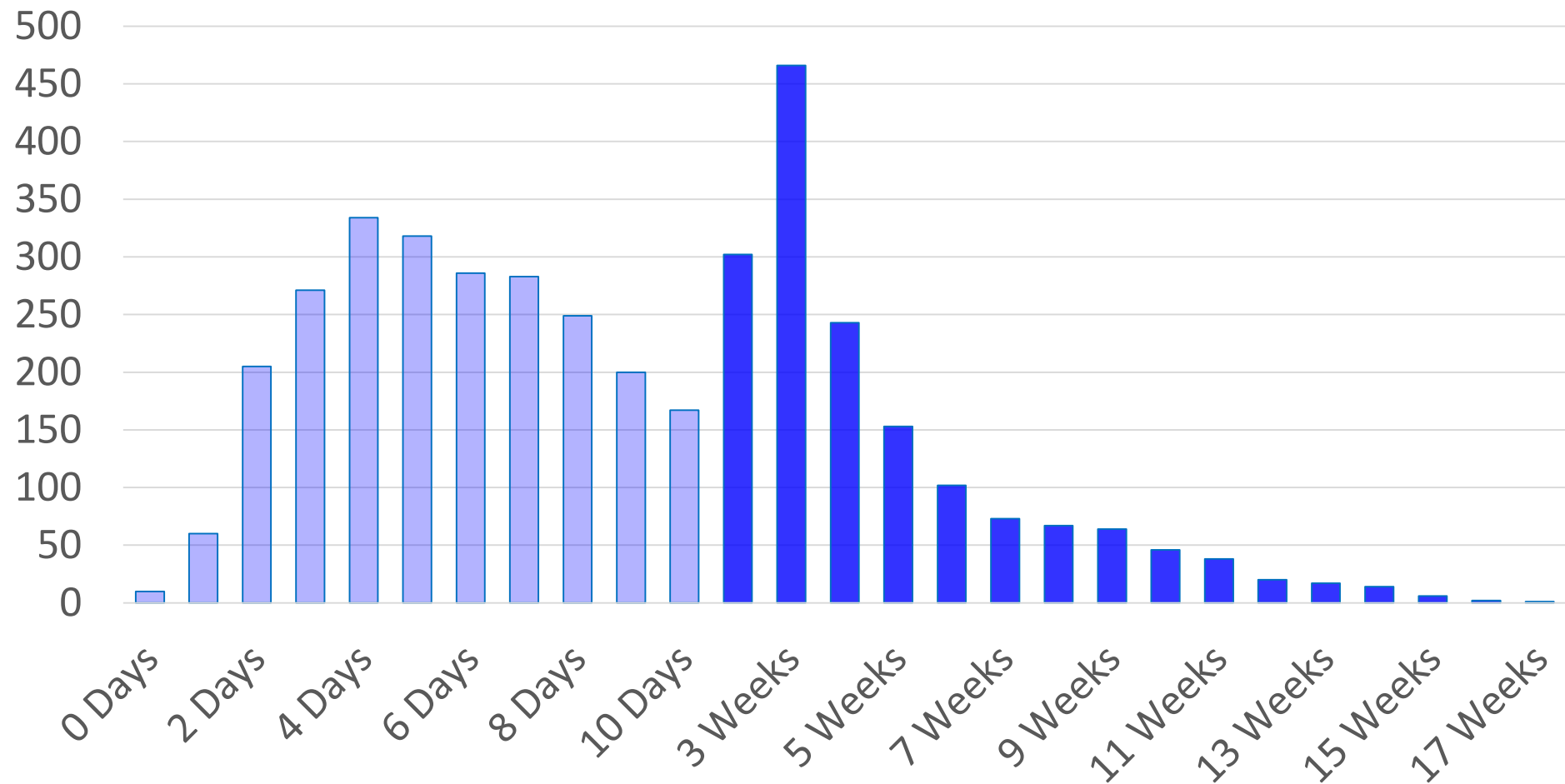
Volunteers and Services Previous 4 Weeks



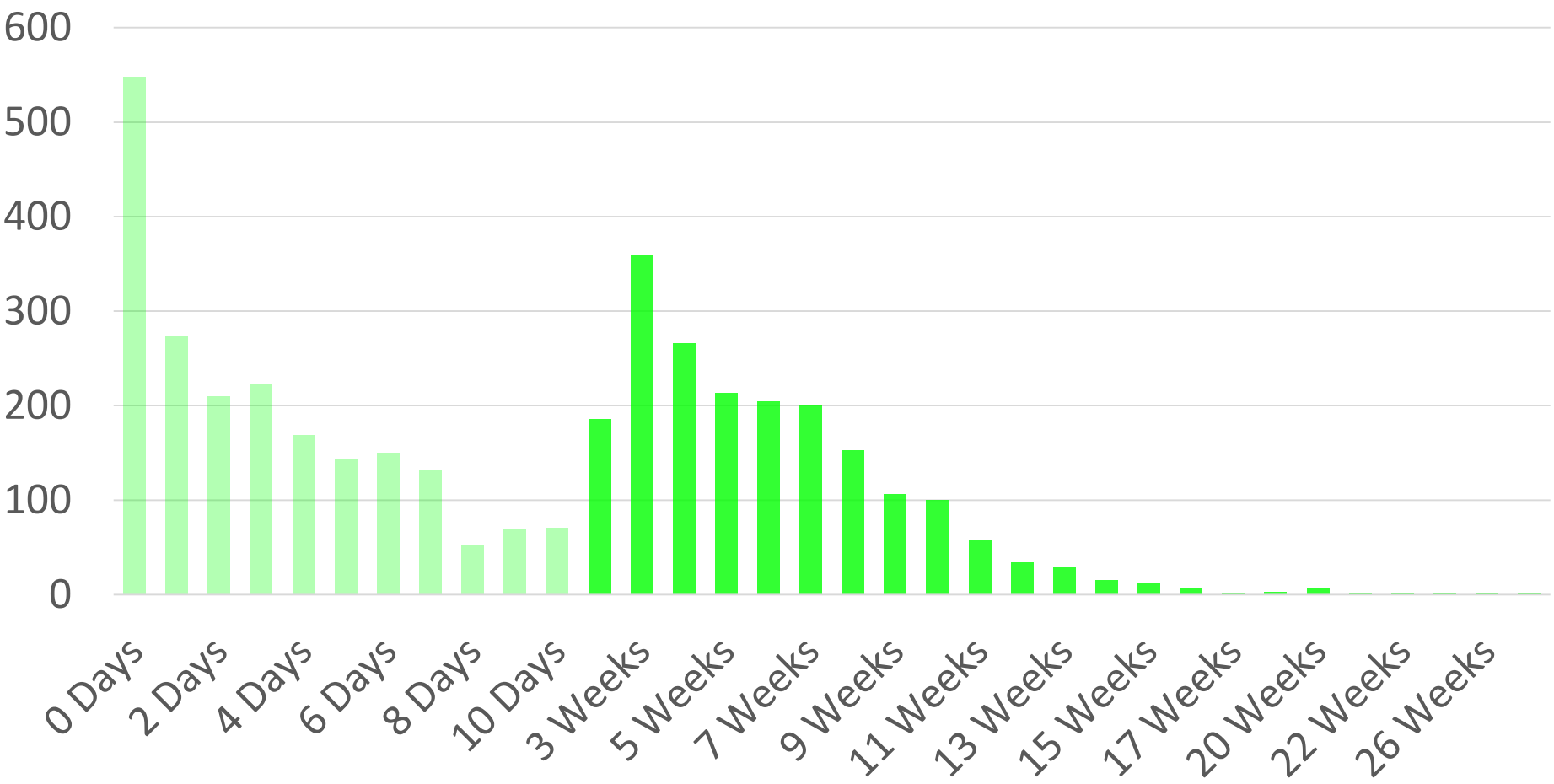
Age of Volunteers



Lead Time for Online Signup



How Quickly Services were Filled Online

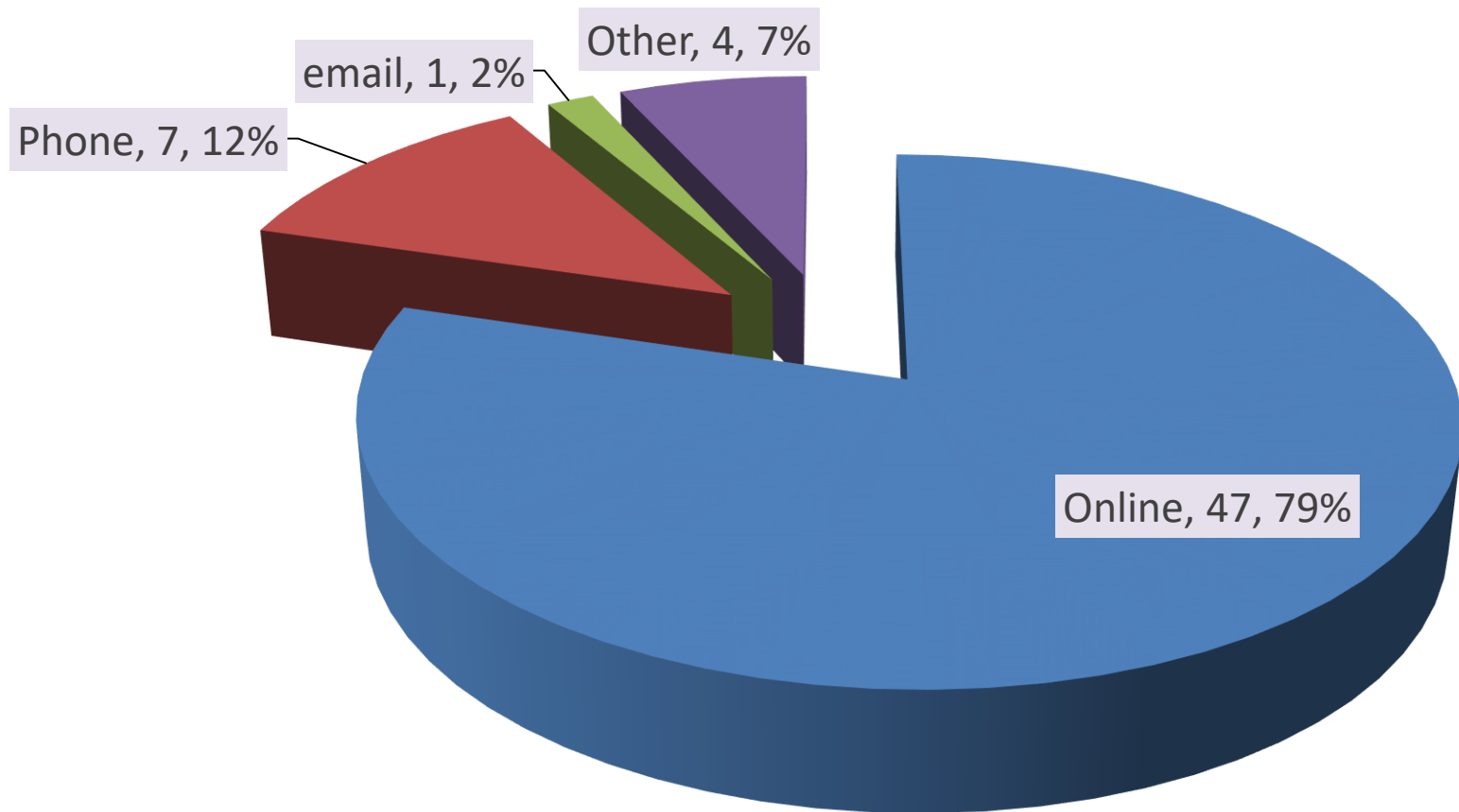


Contact Method for Signup

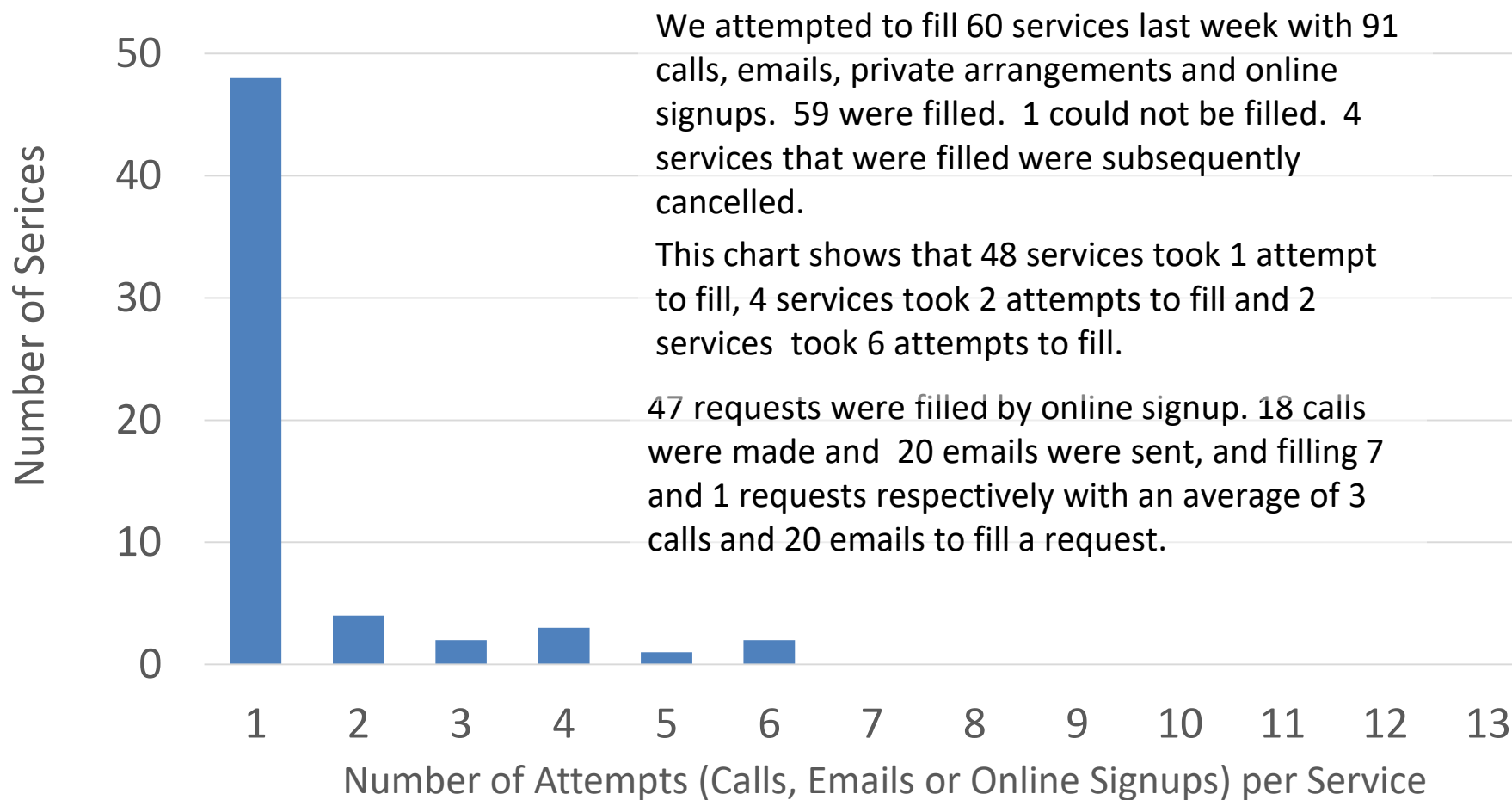
- We placed **28** phone calls to filled **4** requests by calls.
- We sent **29** emails to fill requests and **3** services were filled with emails.
- **6** were filled by members or volunteers calling the office to tell us of a private arrangement or having a standing arrangement.

How Volunteers Were Found

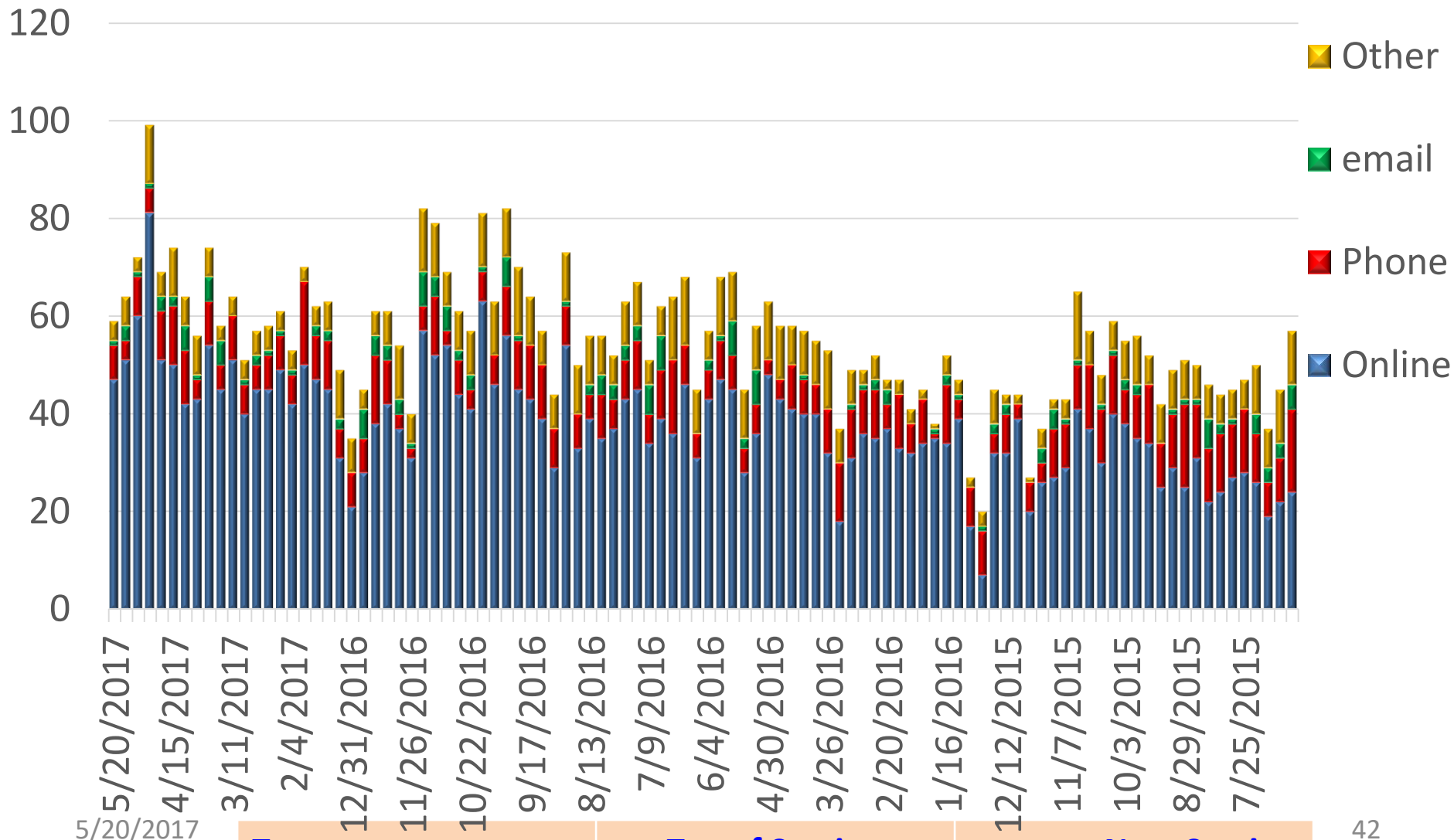
5/20/2017



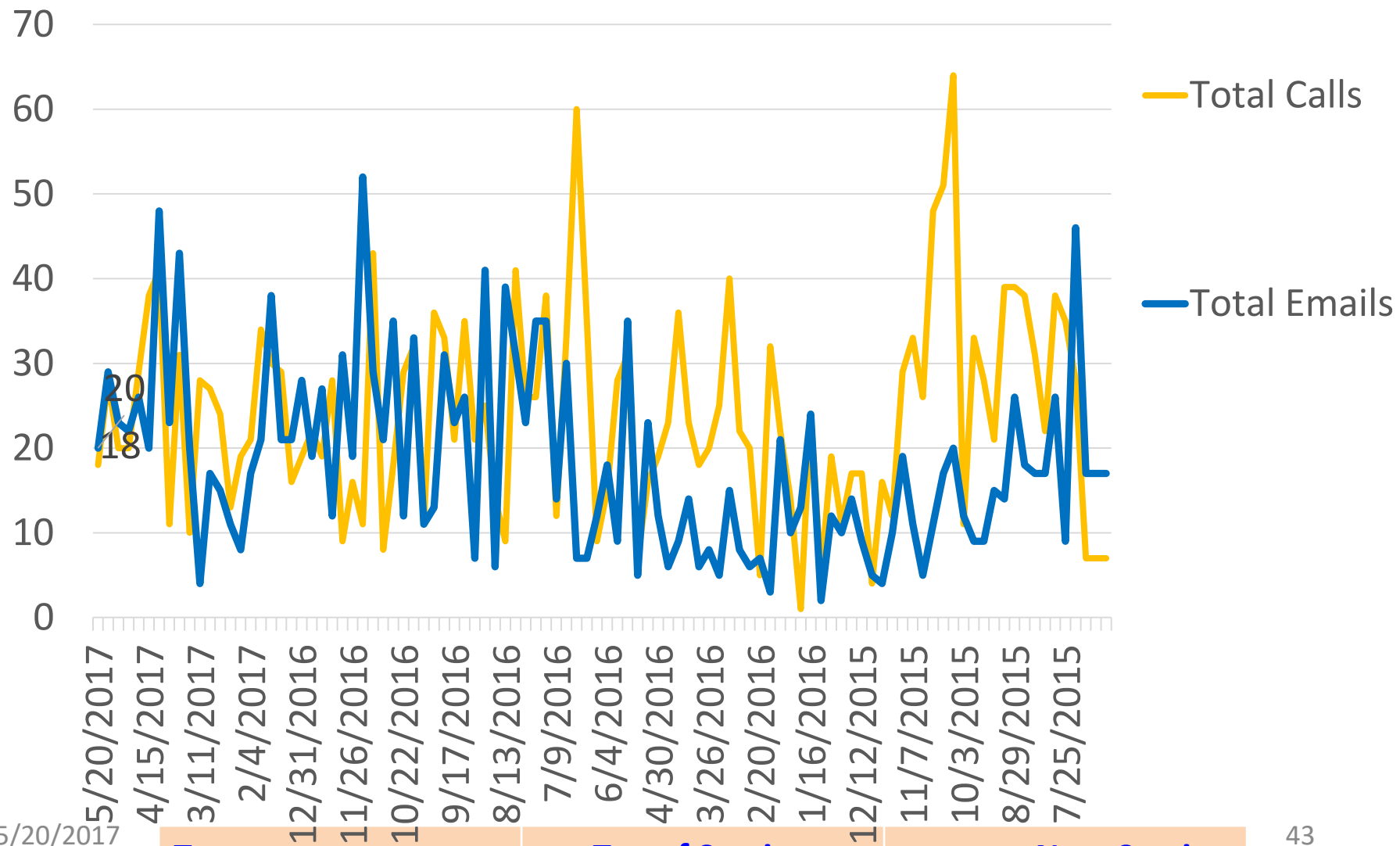
Number of Contacts to Fill This Week's Service



How Volunteers Who Filled Services Were Contacted


[Top](#)
[Top of Section](#)
[Next Section](#)

Total Calls and Emails

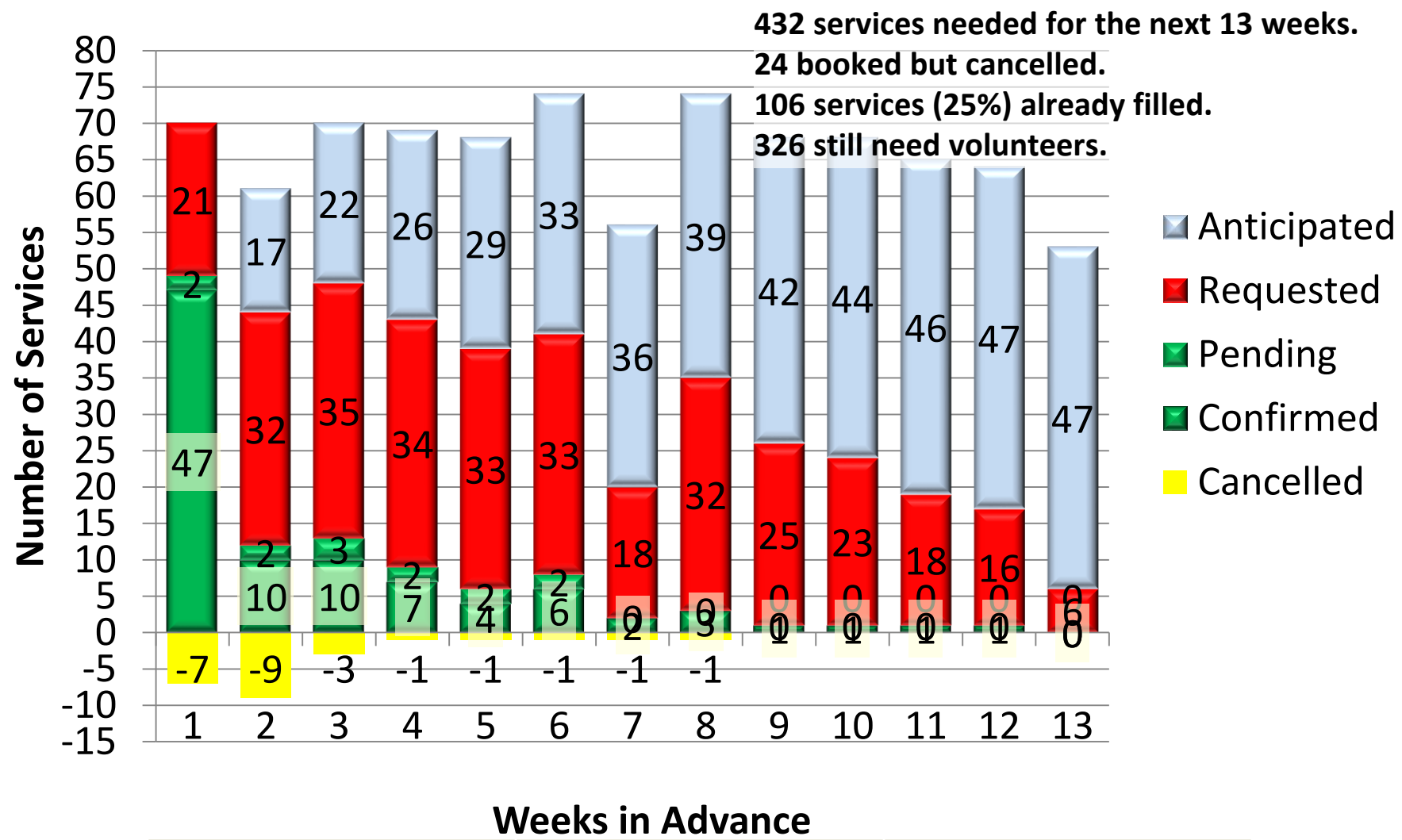


Looking forward

FUTURE SERVICES

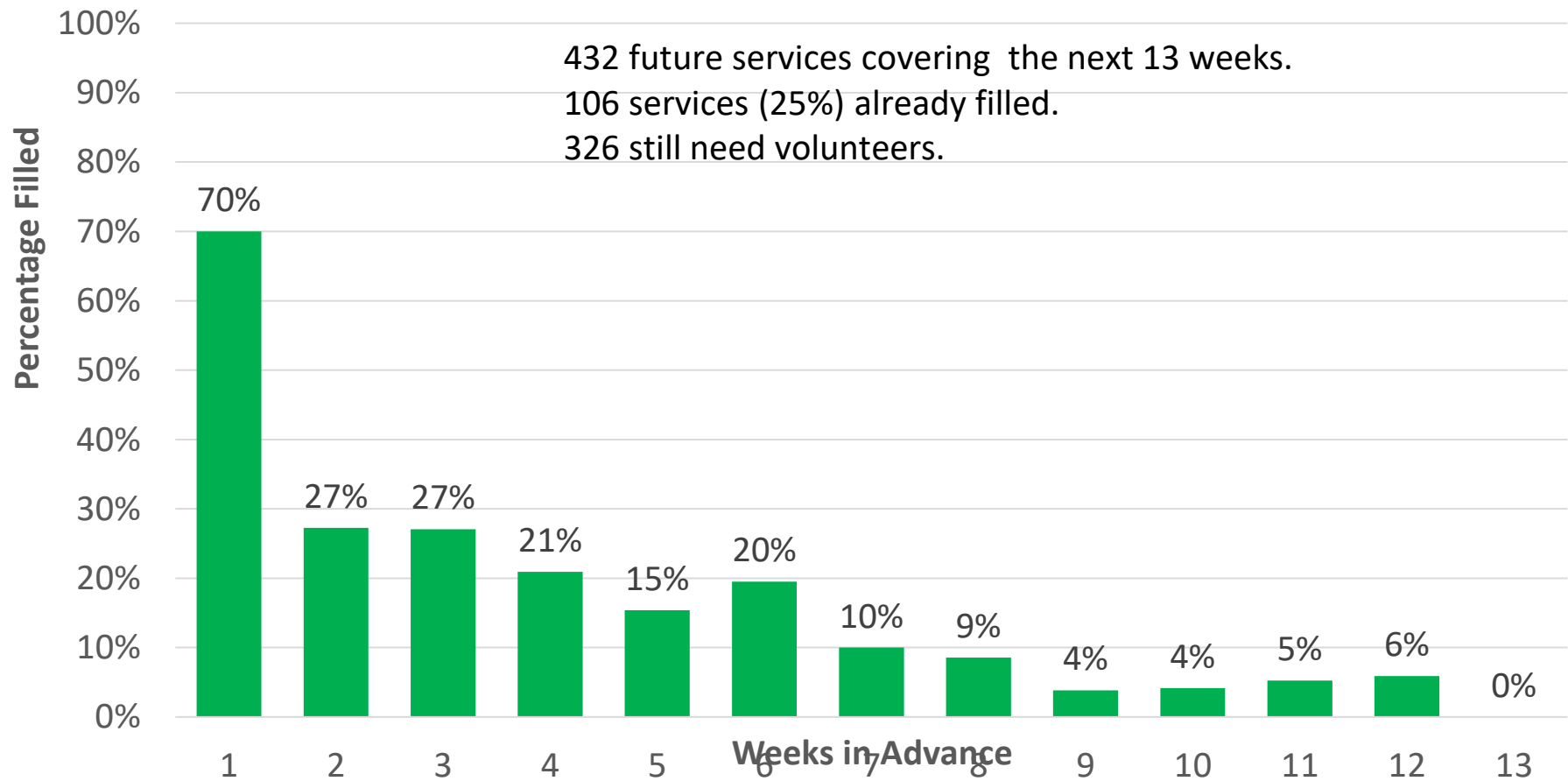


Service Requests on the Books



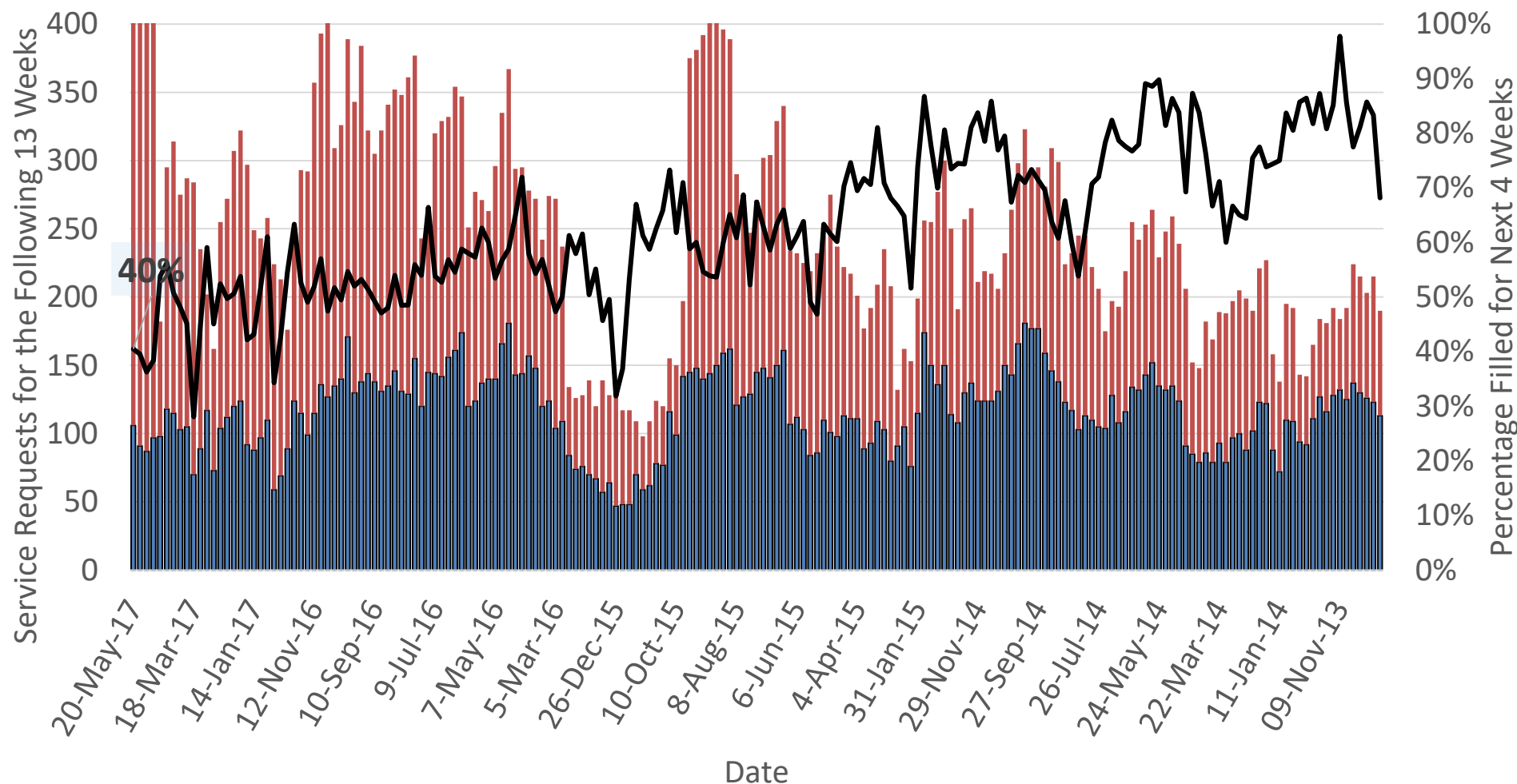


Percentage of Services for Next 13 Weeks Filled

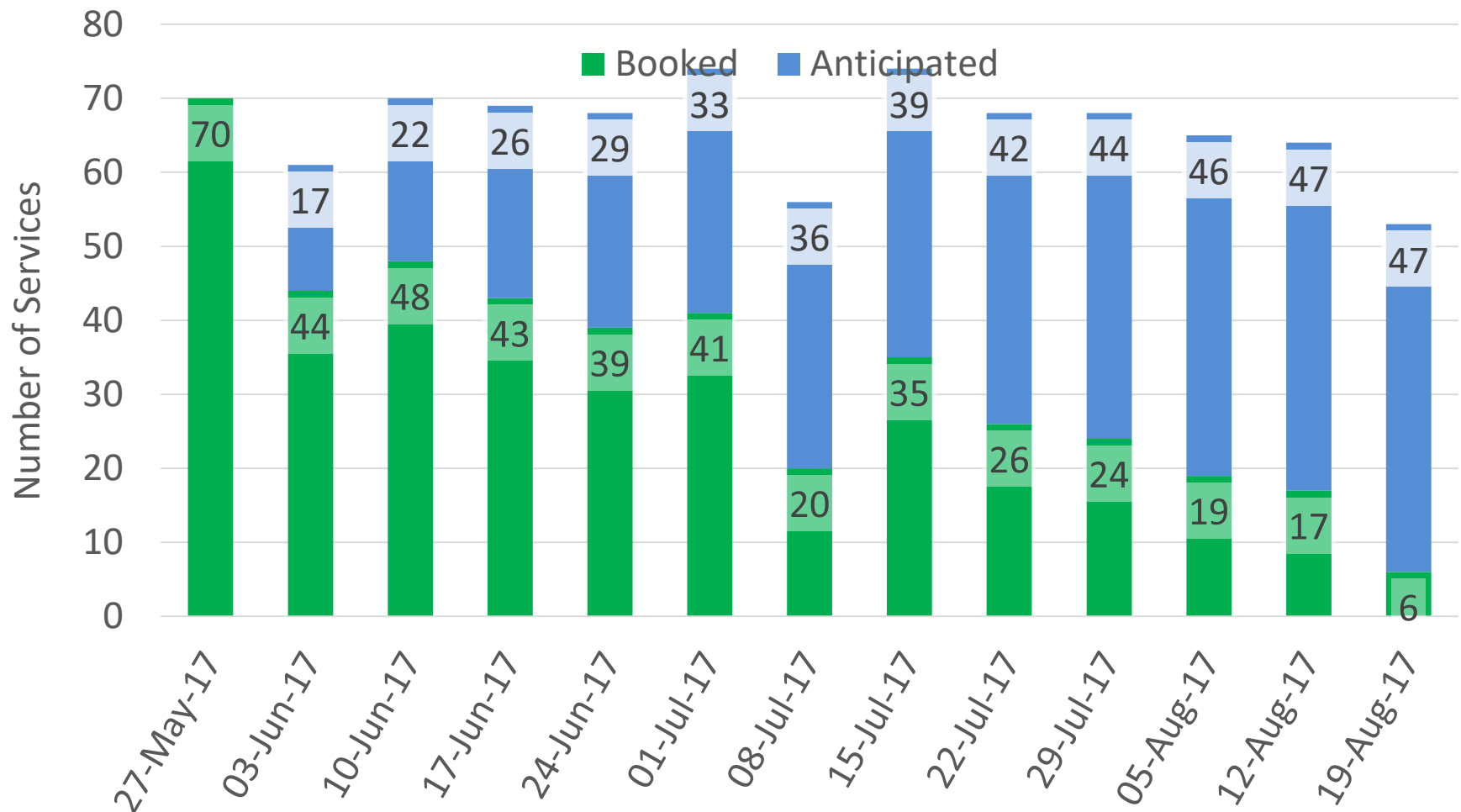


History of Future Requests

■ Filled
 ■ Unfilled
 — Percentage Filled Next 4 Weeks



Projected Future Services



MEMBERSHIP

GROWTH RATES AND RENEWAL RATES

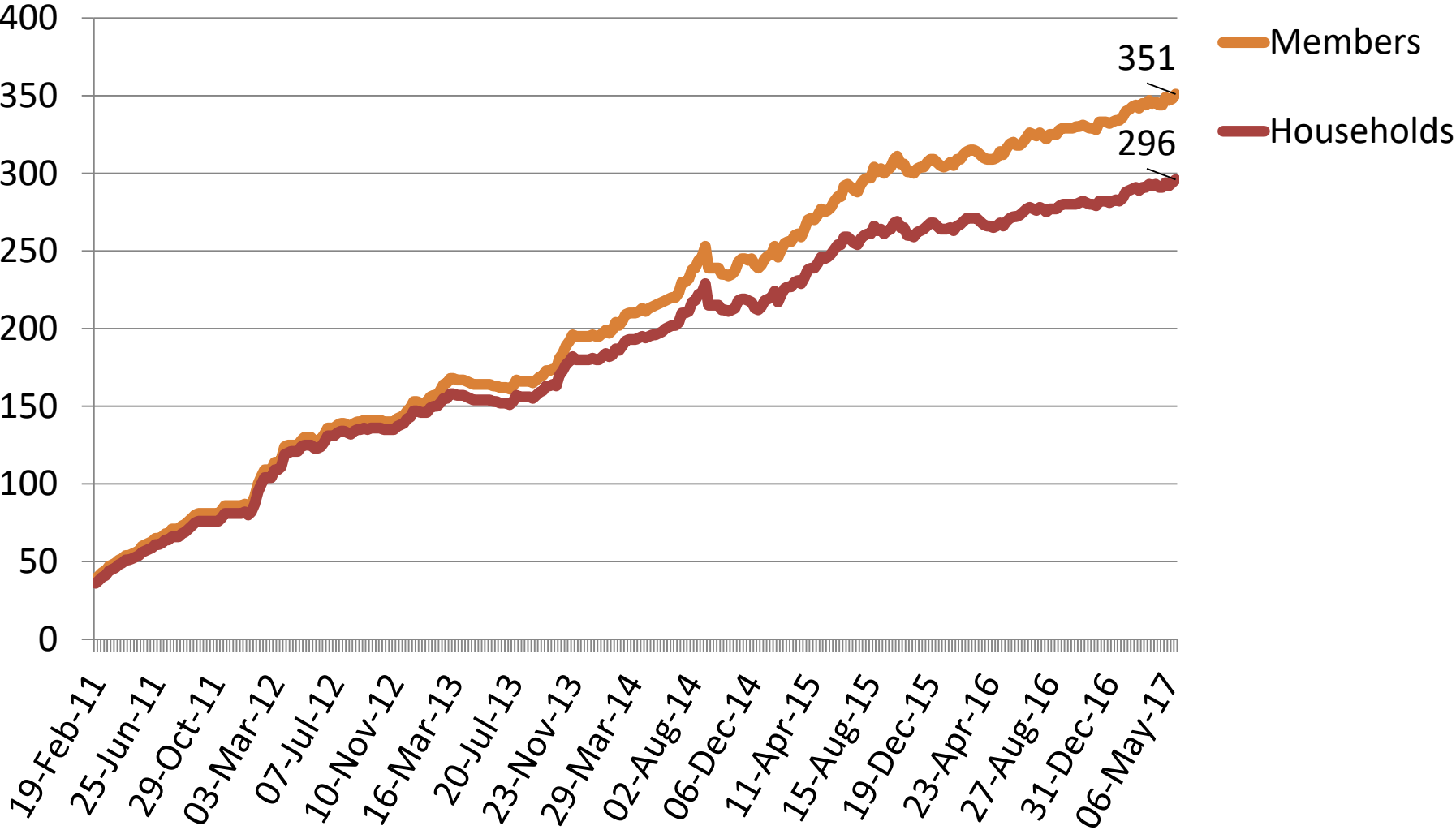
Growth Analysis

- 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 **13%**.
- Our renewal rate is **78%** 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.

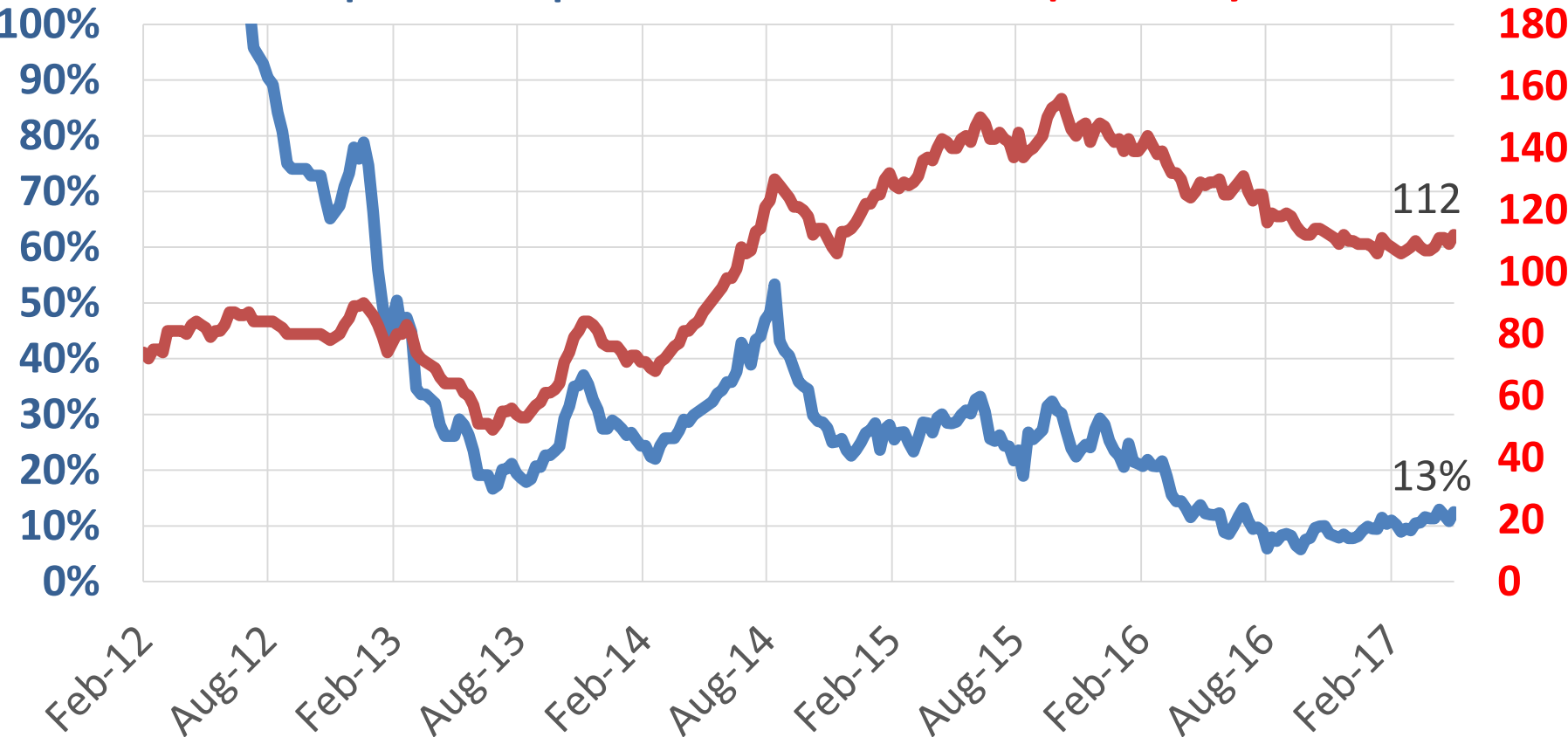
Growth Rates of Members and Memberships



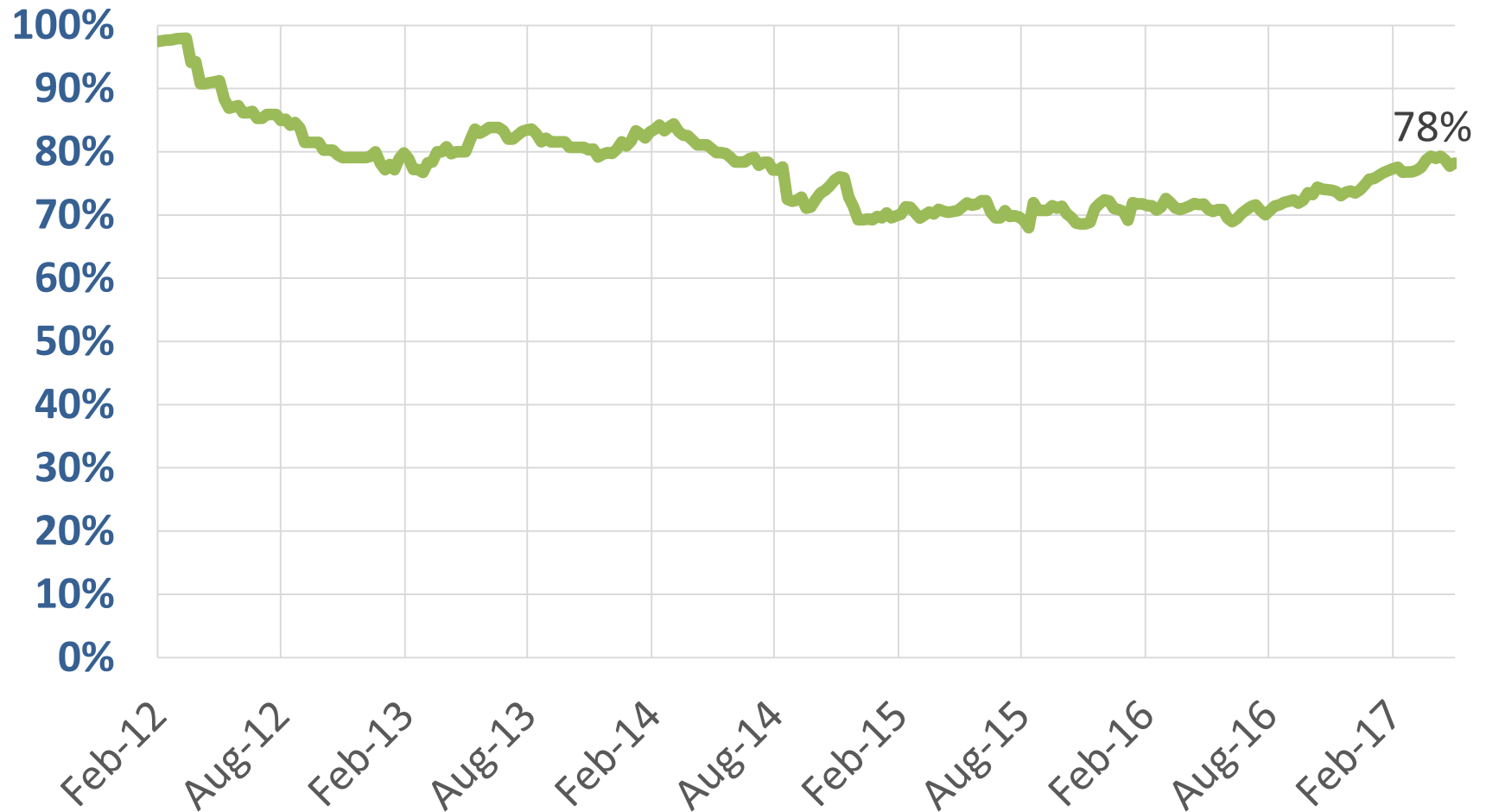
Growth Rates

Net Percentage increase in membership over the previous

Number of new members added in the previous year



Renewal Rates



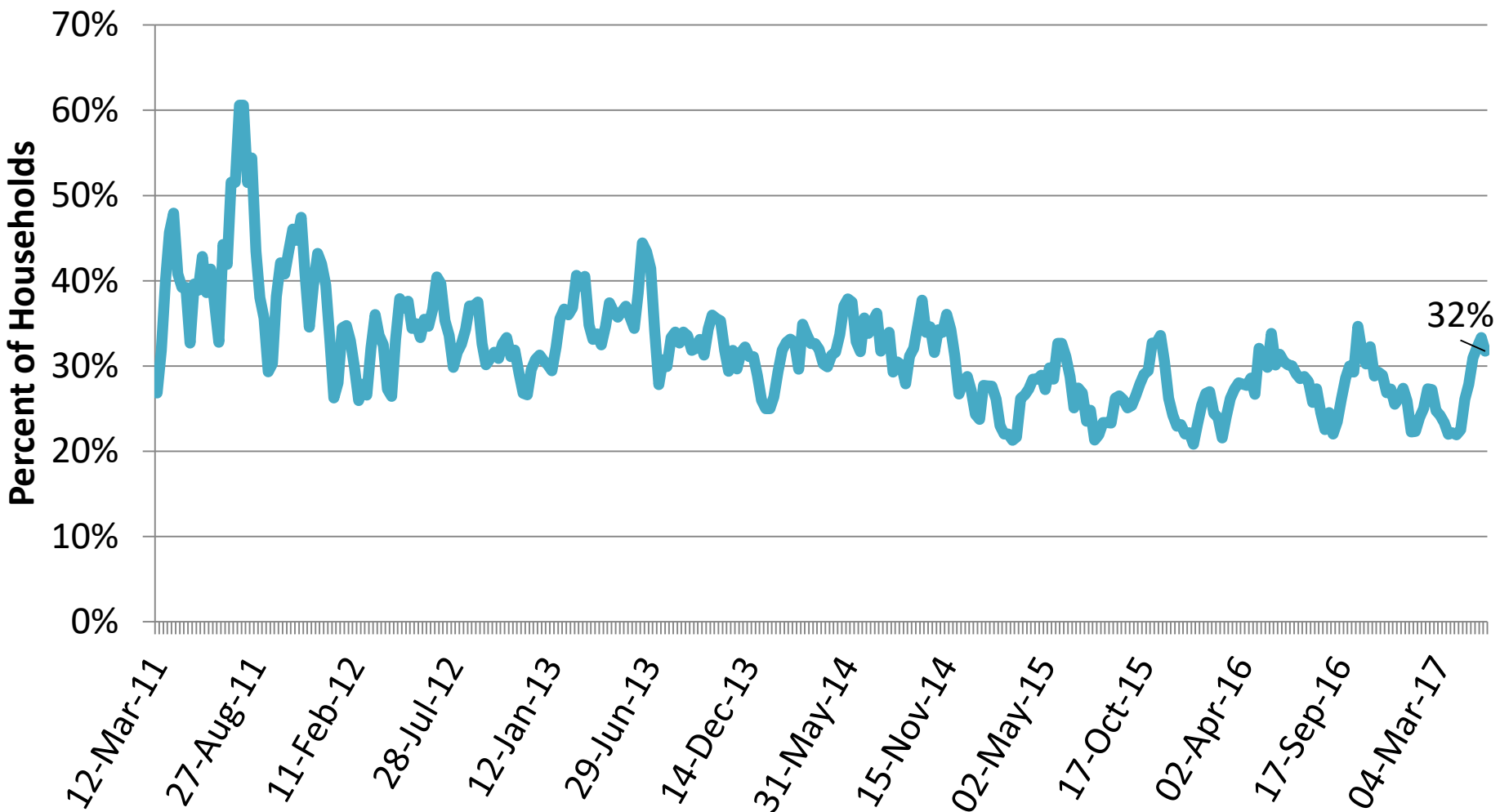
Why Members Quit

- Our renewal rate is 78%.
- 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.

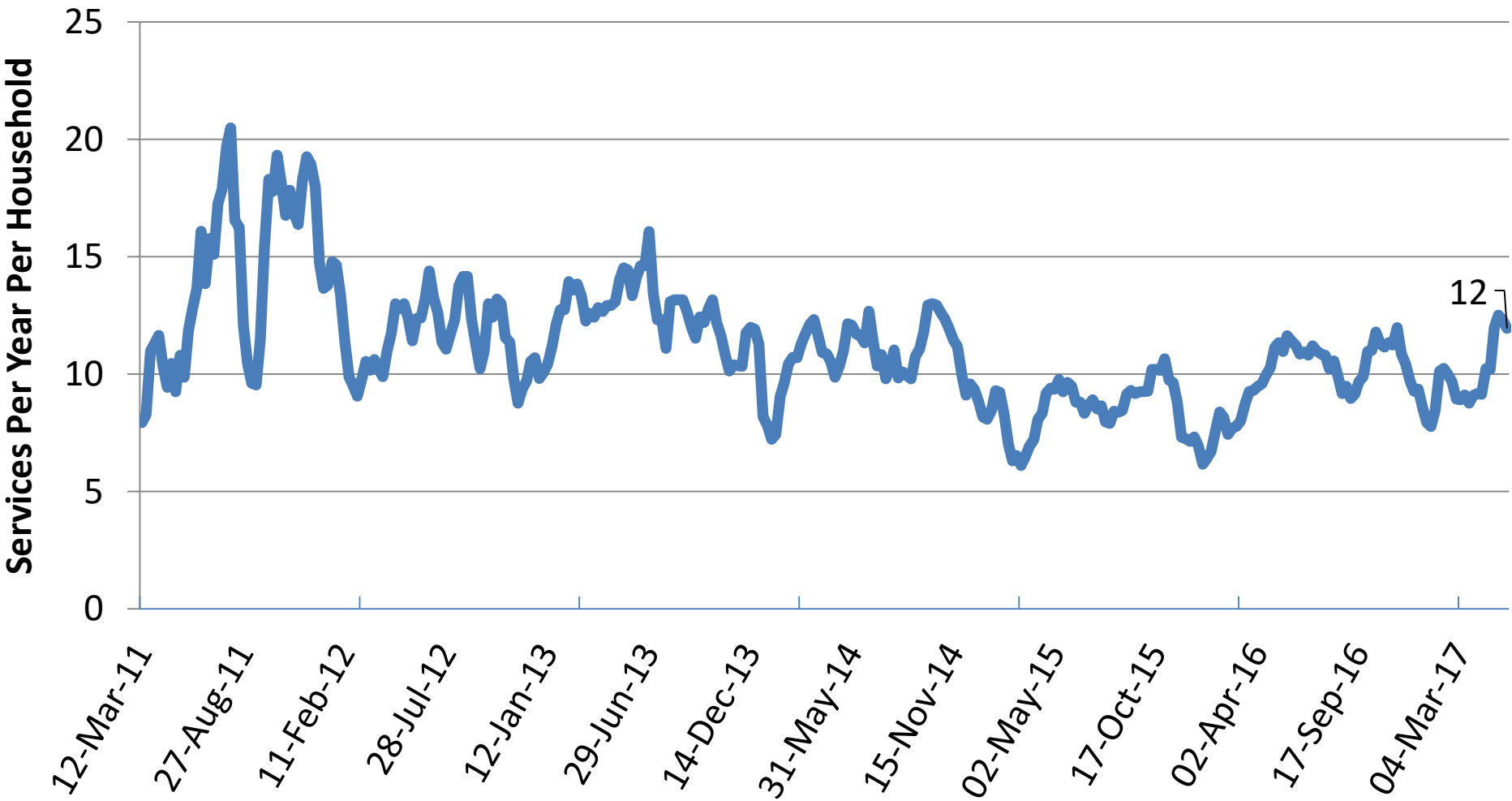
MEMBERSHIP

MEMBER BENEFITS

% of Households Receiving Services in Preceding Month



Annual Rate of Services per Household



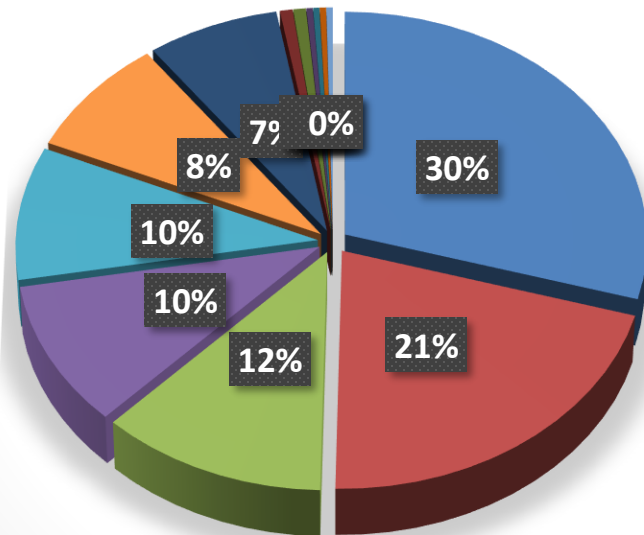
MEMBERSHIP

WHY MEMBERS QUIT

Why Members Quit in the Last Year

5/20/2017

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

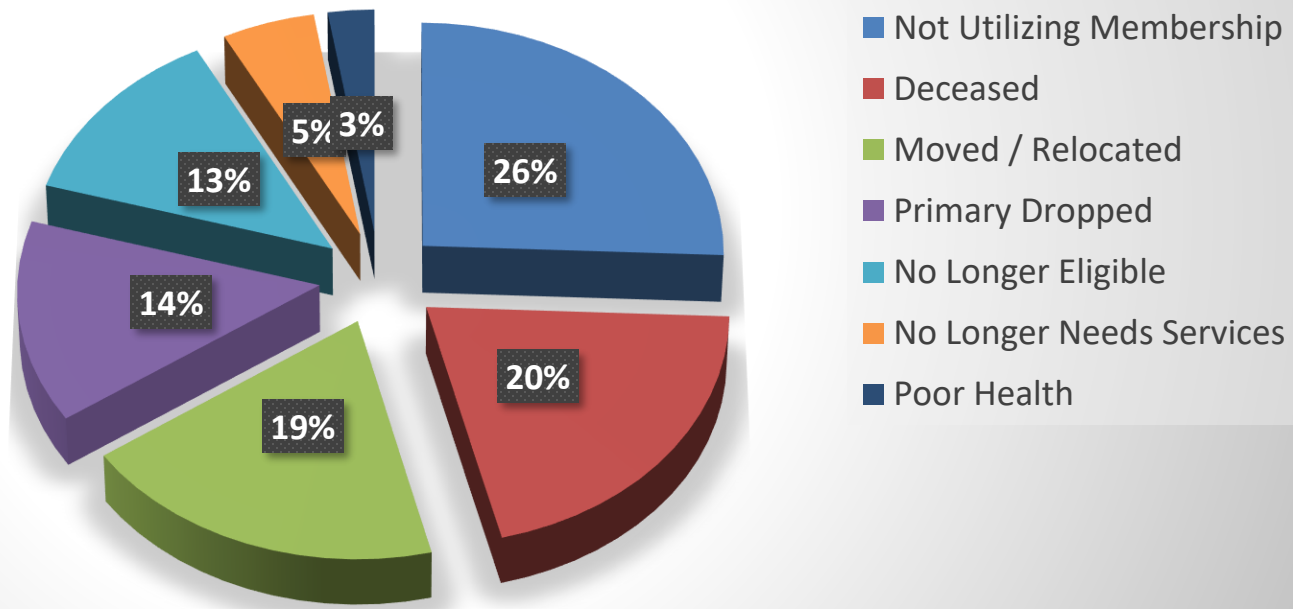


- Deceased
- Moved / Relocated
- No Longer Needs Services
- Not Utilizing Membership
- No Longer Eligible
- Primary Dropped
- Quit / Resigned
- Unknown Reason
- Poor Health
- Upgrade/Downgrade
- Lapsed (Expired)
- Terminated, Other
- Changed His/Her Mind

Why Members Quit

5/20/2017

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



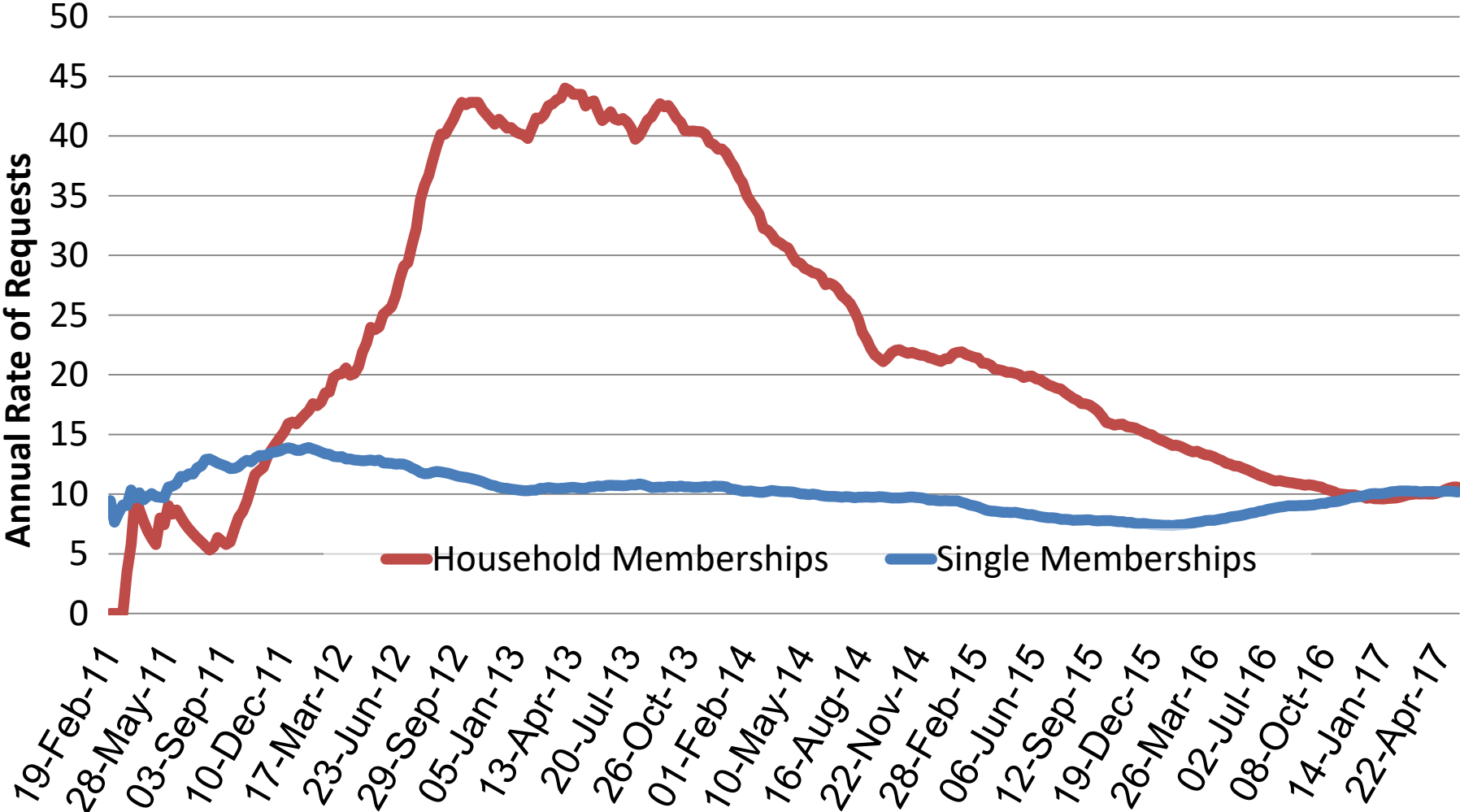
MEMBERSHIP

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

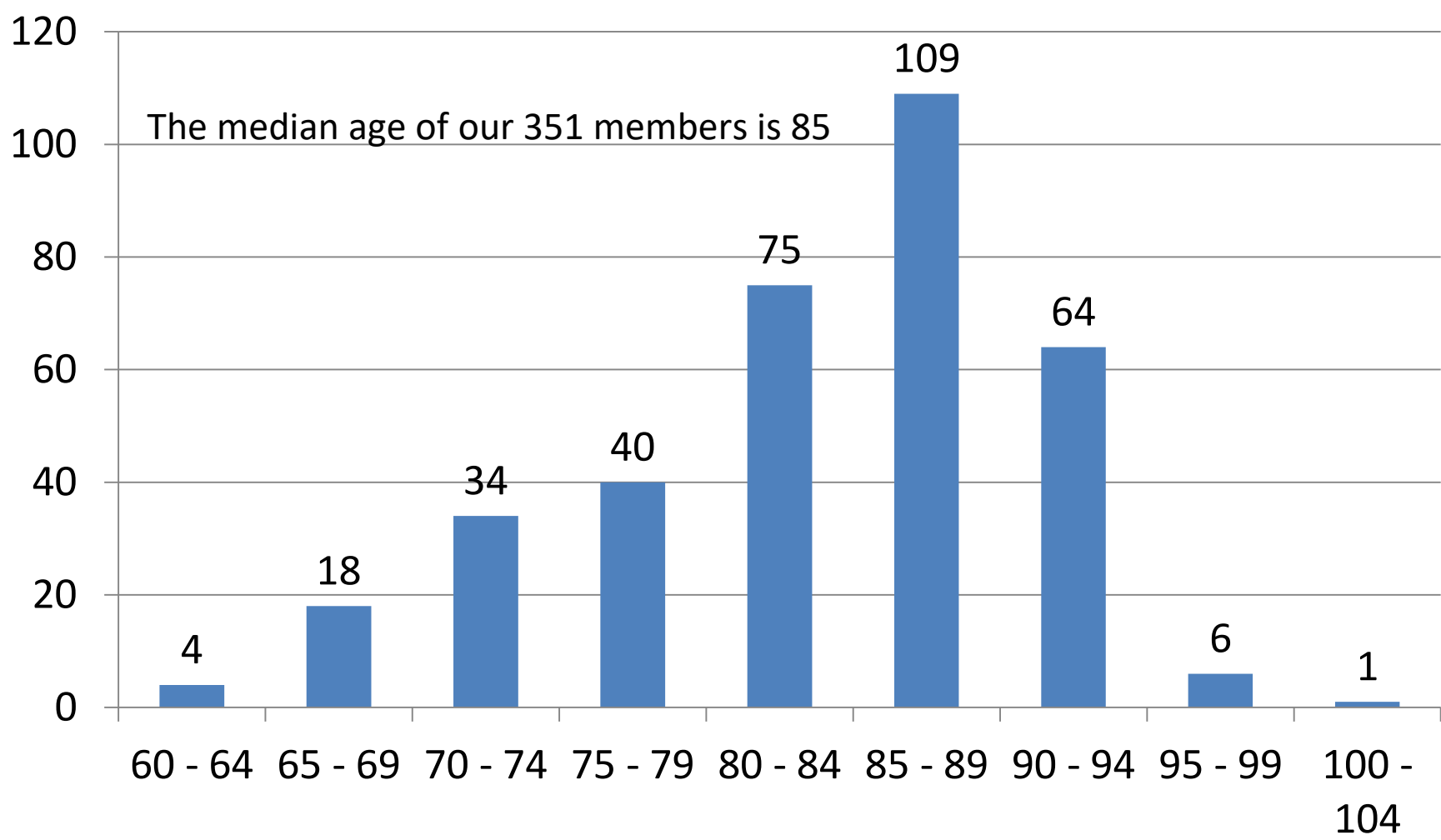


HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

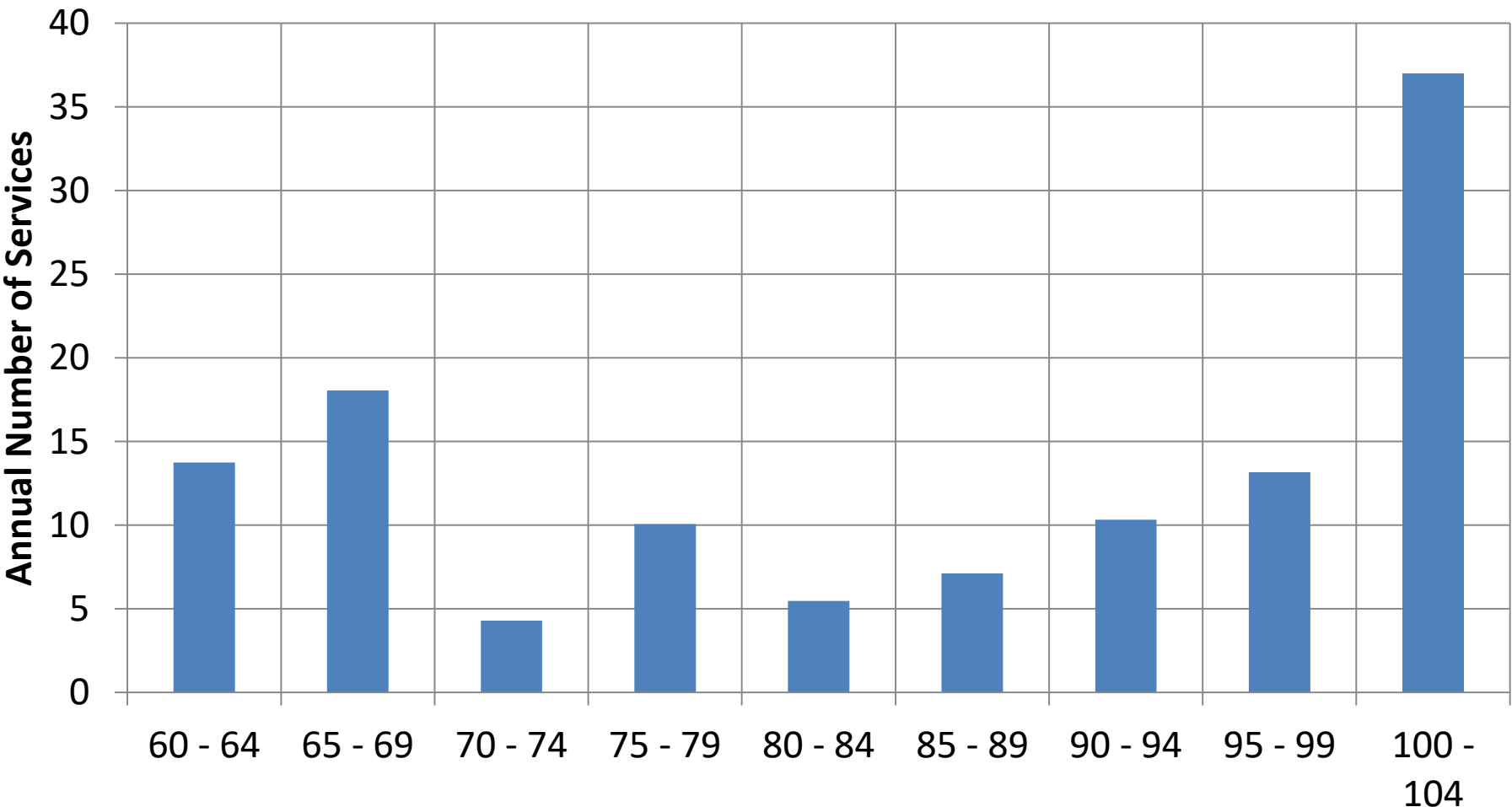
Analysis by Age Group

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

Age of Members

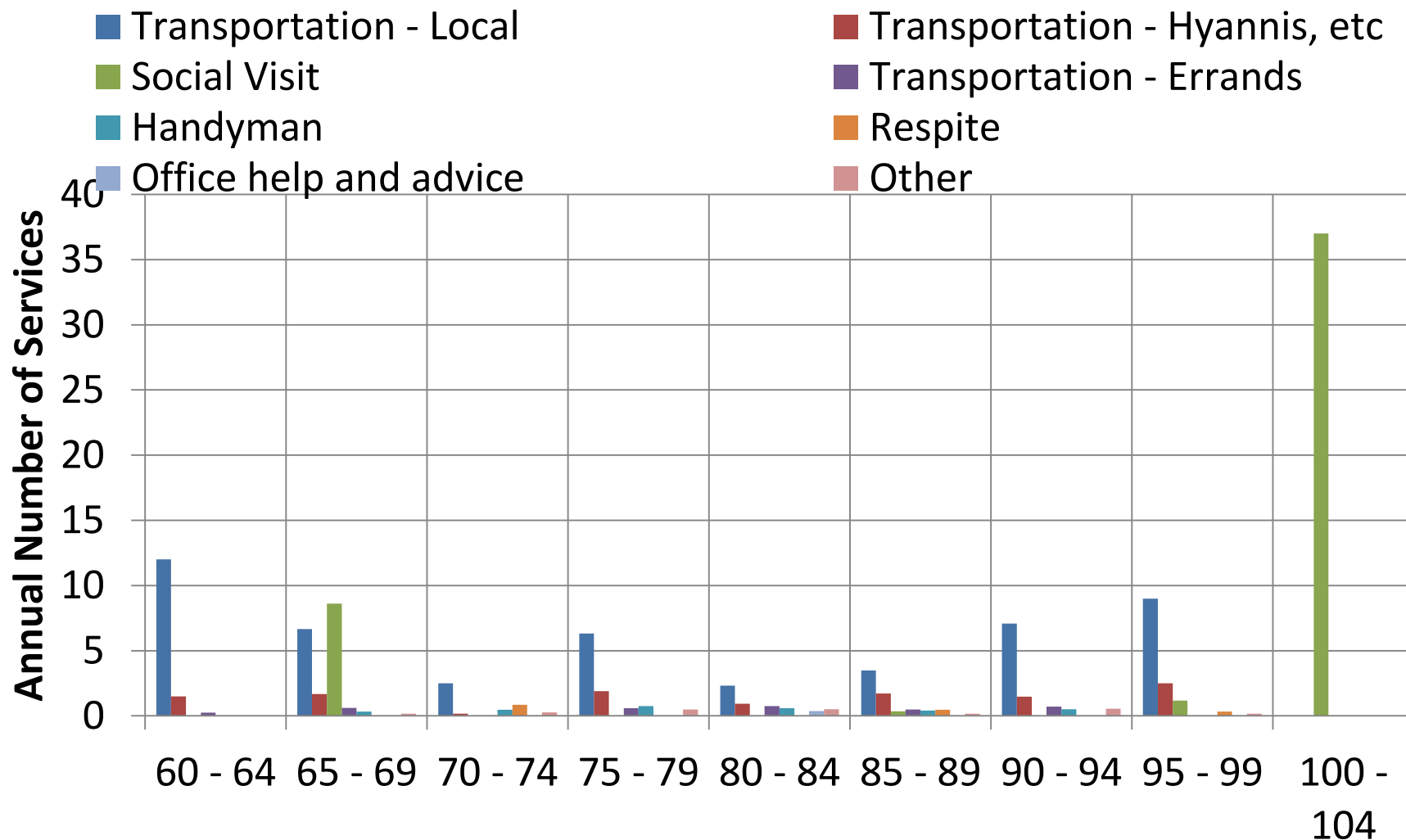


Annual Rate of Services by Age Range





Trends in Services

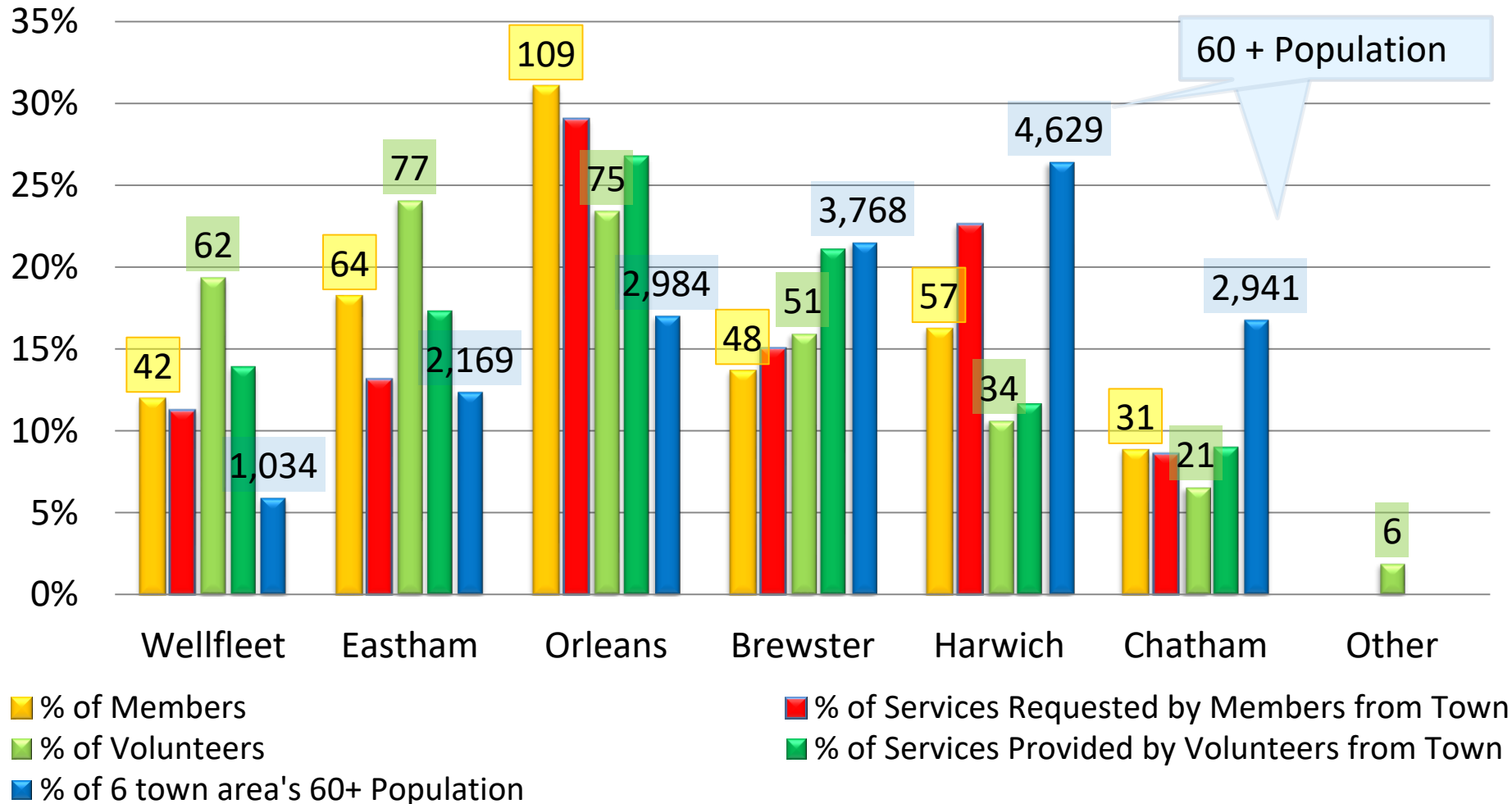


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

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.

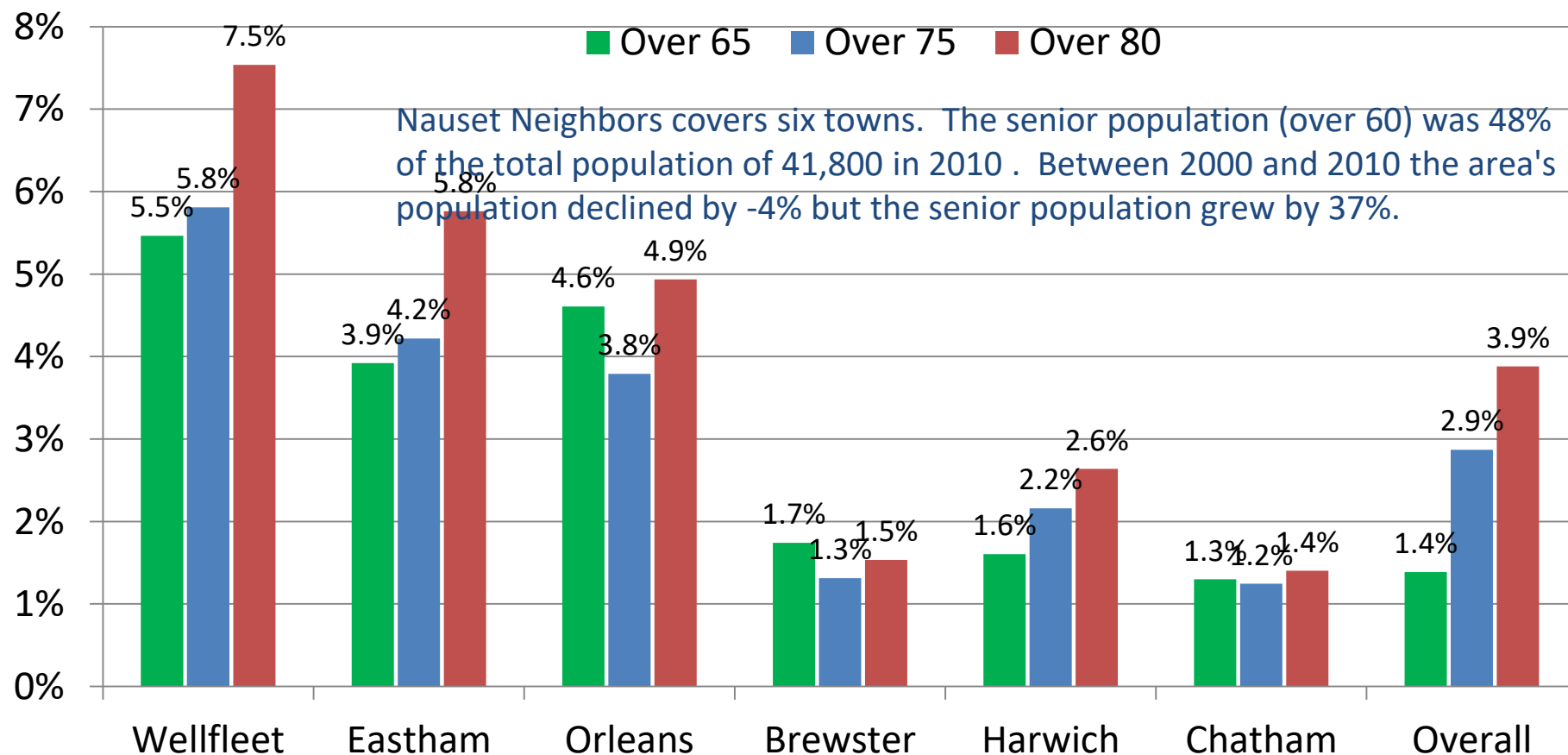
Comparison of Towns (Last 4 Weeks)





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	1466	142	327	41	46	2	2024
	Eastham	726	717	895	154	158	33	2683
	Orleans	51	152	2094	354	115	421	3187
	Brewster	22	81	745	852	534	38	2272
	Harwich	12	2	75	210	980	25	1304
	Chatham	4	2	49	22	115	180	372
	Other	8	0	8	7	5	0	28
	Total Used	2289	1096	4193	1640	1953	699	11870

Towns of Service Providers and Recipients (Last 4 Weeks)

62% 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	28	4	5				37
	Eastham		24	15	4	3		46
	Orleans	2	5	48	8	5	3	71
	Brewster		2	5	25	20	4	56
	Harwich			3	3	24	1	31
	Chatham			1		8	15	24
	Other	0	0	0	0	0	0	0
	Total Used	30	35	77	40	60	23	265