

Week 185 Member Services Report August 30, 2014



View from the Deck of the Orleans Inn

[By looneytoobs](#)

Summary of the Past Week

- The summer season, where everyone has guests, is coming to a close.
- This has been a tough week to fill services and again three “friendly visits” could not be filled.
- We now have **232** members and no new volunteers. The upward trend in members is being offset by a downward trend in number of services requested per member.
- We will be initiating a waiting list.
- Handyman services have leveled off at 9%, the usual value and probably won’t pick up until the fall.
- Online signups filled **80%** of needed services, up slightly.
- To view reports for previous weeks click [here](#).

Numbers for the Week

- Requests by members were at normal levels.
 - 41 volunteers performed 42 services for 31 households and covered 10 office shifts last week. With 10 filled cancellations that means we filled 54 assignments.
 - 98 volunteers performed 175 services for 68 households and covered 40 office shifts in the last 4 weeks.
 - 213 volunteers performed 2064 services for 179 households this year.
 - 17 services were cancelled last week, 10 with a volunteer already assigned.
- 165 of 206 filled requests were filled online in the last four weeks. (80%).
- We currently have 232 members and nominally 289 volunteers. The median age of our members is 83. The median age of our volunteers is 68.

Looking Forward

- We are netting about two new members per week. There is no waiting list.
 - We have added 19 new members in so far in August, but lost a few that due to death and nonrenewal.
- We have **23** members from Chatham and are doing well. “[Market Penetration](#)” in Chatham is now ahead of Eastham, Brewster and Harwich in market penetration.
- We currently have **232** [future service requests](#) booked for the next three months (not counting **35** already cancelled).
 - **4** service remains to be filled for next week,
 - **39** more need filling in the following three weeks which is higher than average.
 - **Only 68%** of services for the next four weeks have volunteers assigned which is recovering to normal levels.
 - **55%** of services for the next thirteen weeks have volunteers assigned, which reflects the recent addition of services for Sept and Oct.
- To view reports for previous weeks click [here](#).

Questions

What services are we providing?

How many volunteers do we have and how hard are they working?

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?

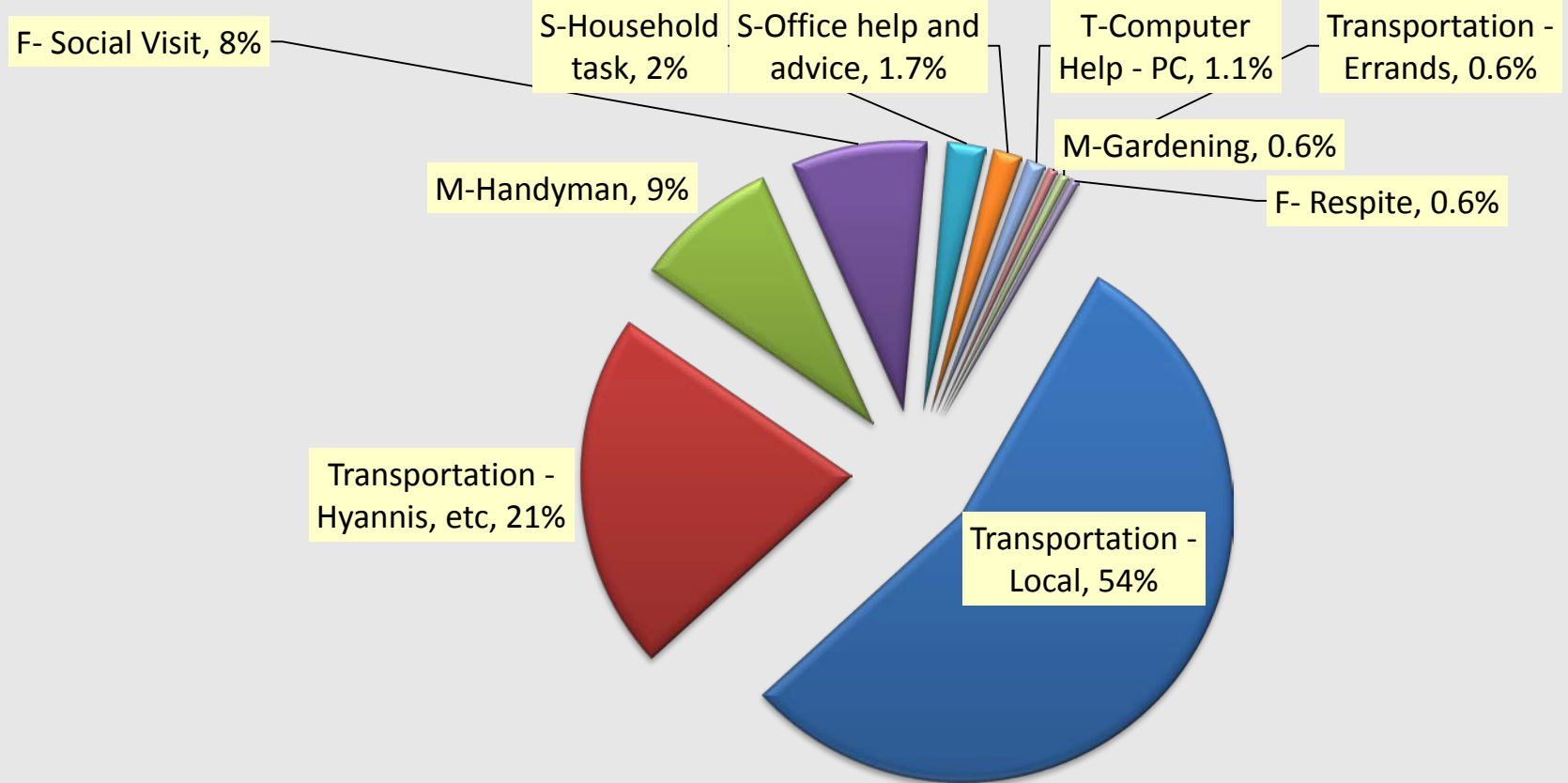
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (**75%**)
 - Rides to Hyannis are increasing as a percentage of rides needed
 - with Handyman service second at **9%** in its normal range.
- The percentage of households using services in the last four weeks fell below **40%**.
- For the membership as a whole, the annual rate of services is continues to decline, and is now about 12.
- The 10% most needy members used **48%** of services, a fairly high number.
- Cancellations were up again this week.
 - The number of cancellations after volunteers were found is about 14% for the year and 17% last week. Another 10% for the year and 12% were cancelled before volunteers were found. **For the second week in a row, 3 requests were cancelled because volunteers could not be found.**

Services in the Last 4 Weeks

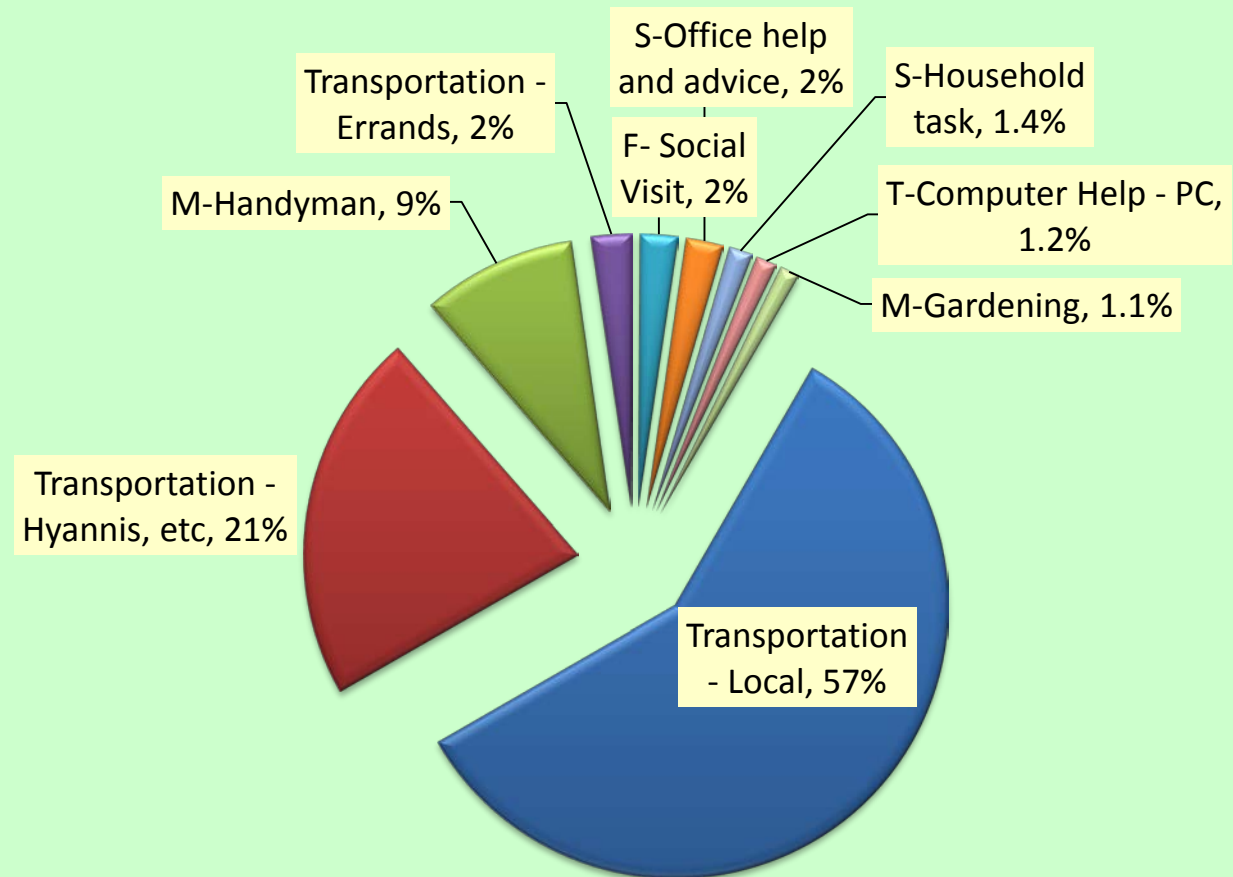
8/30/2014



68 households used 175 services in the last four

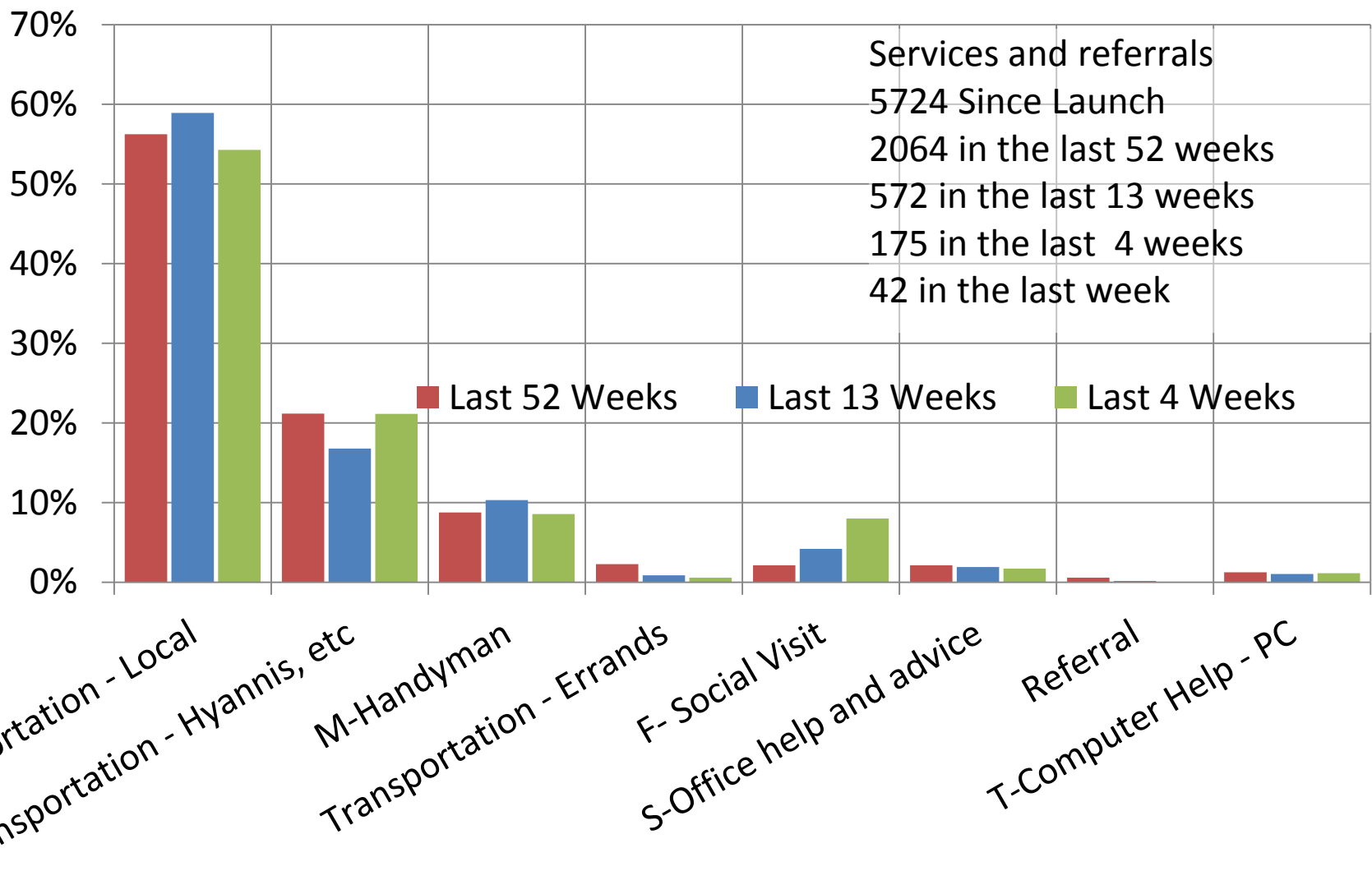
Services in the Last 52 Weeks

8/30/2014



179 households used 2064 services in the last 52 weeks

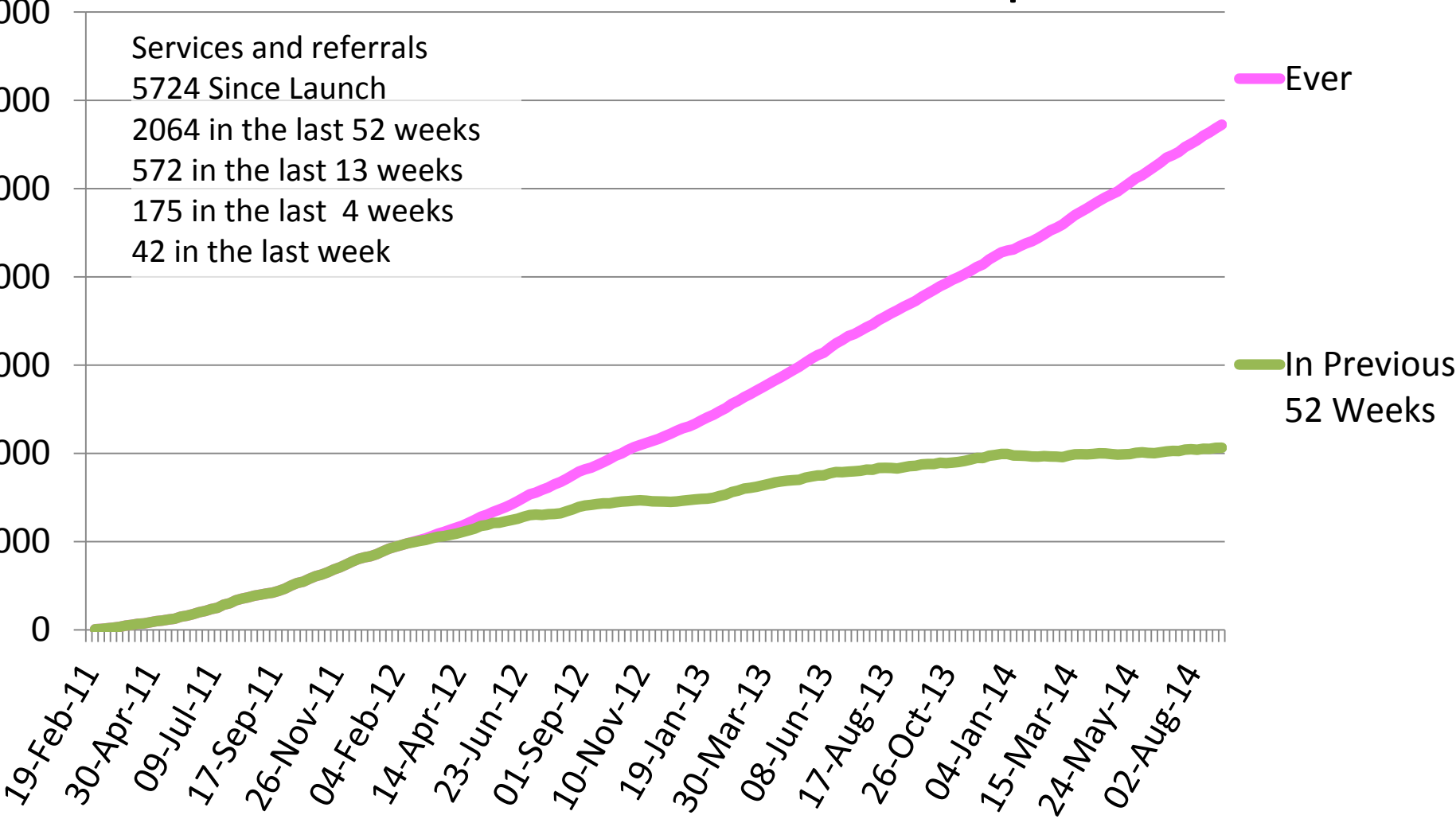
Trends in Services





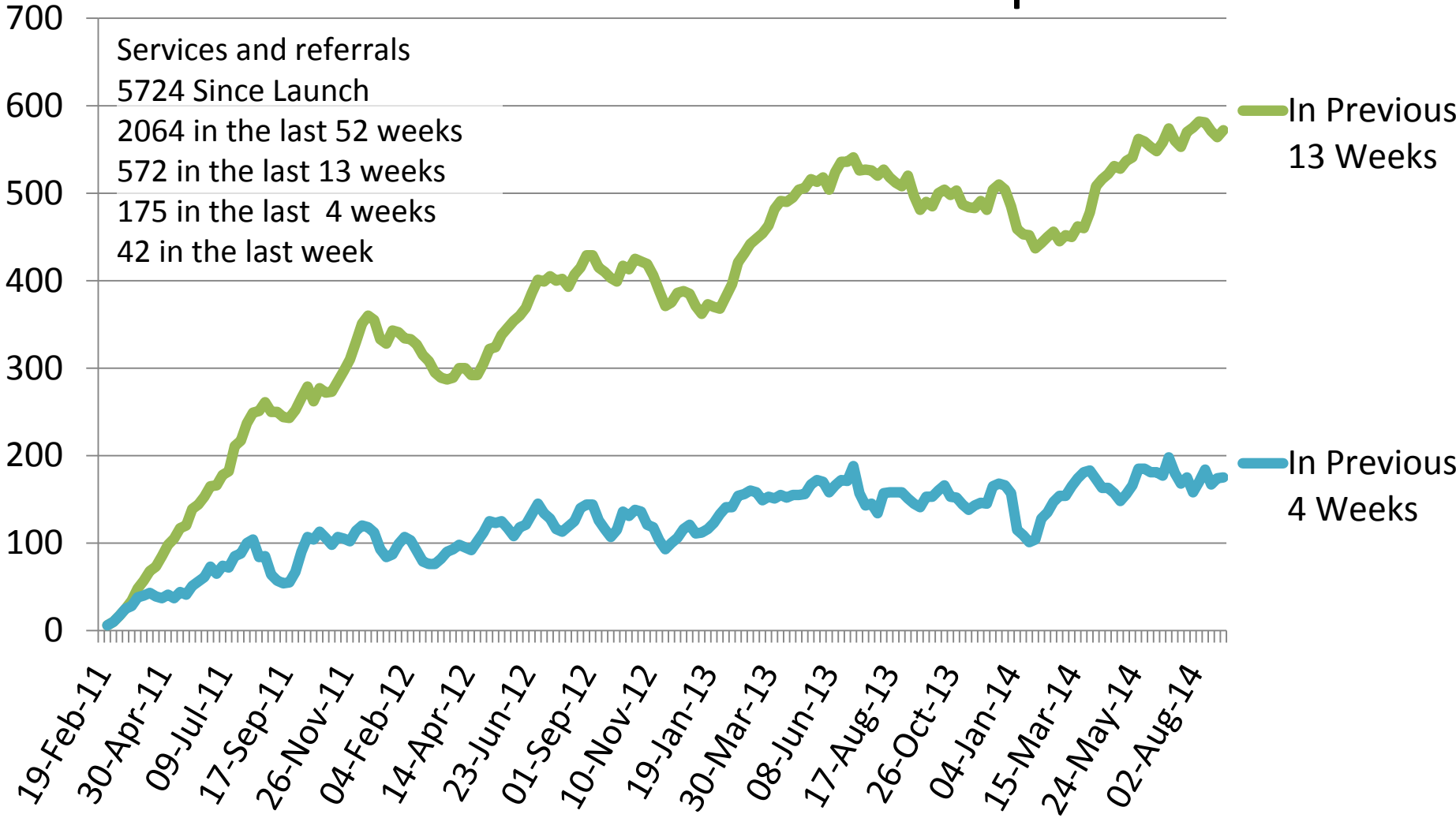
Services and Referral Requests

Services and referrals
5724 Since Launch
2064 in the last 52 weeks
572 in the last 13 weeks
175 in the last 4 weeks
42 in the last week



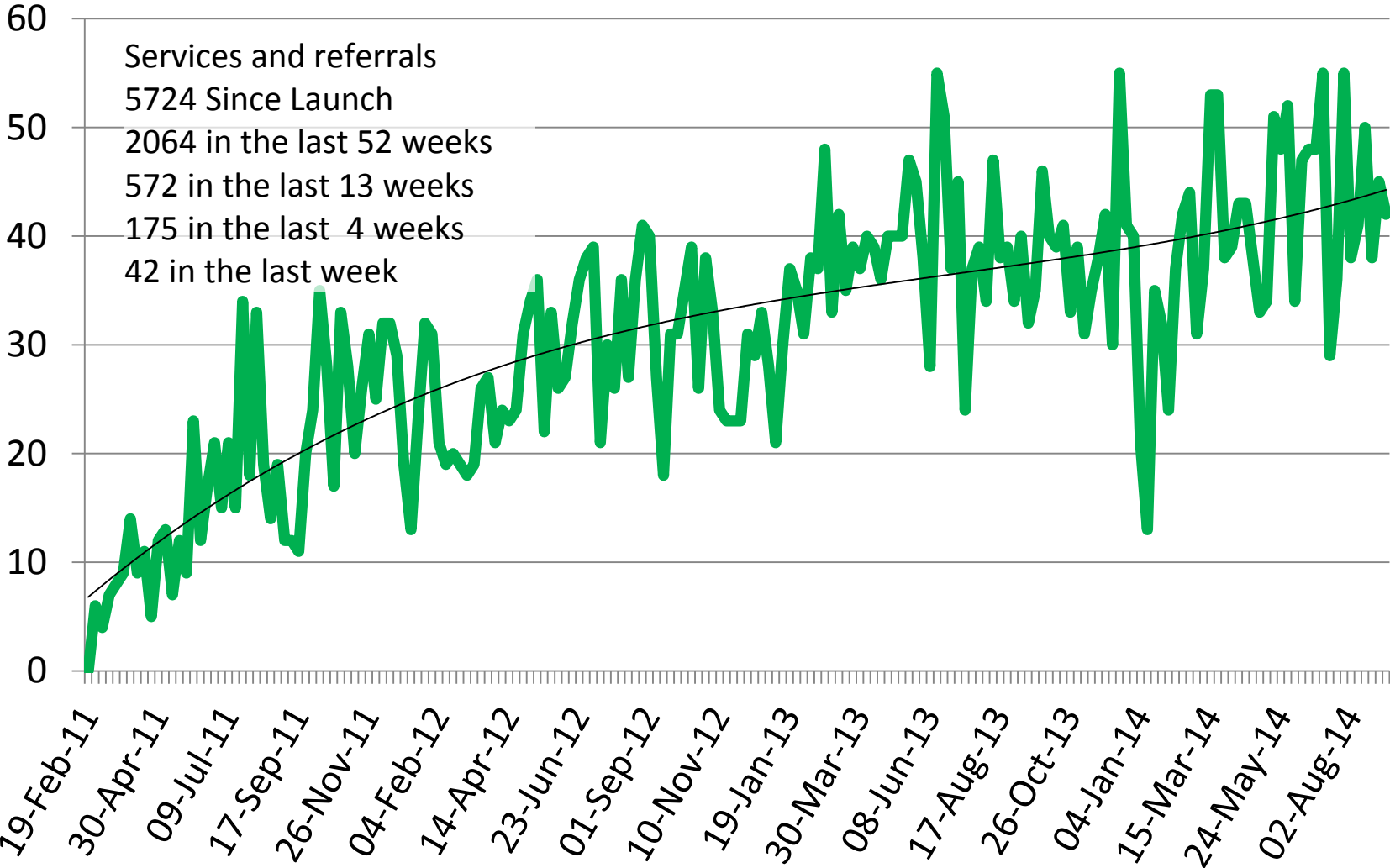


Services and Referral Requests

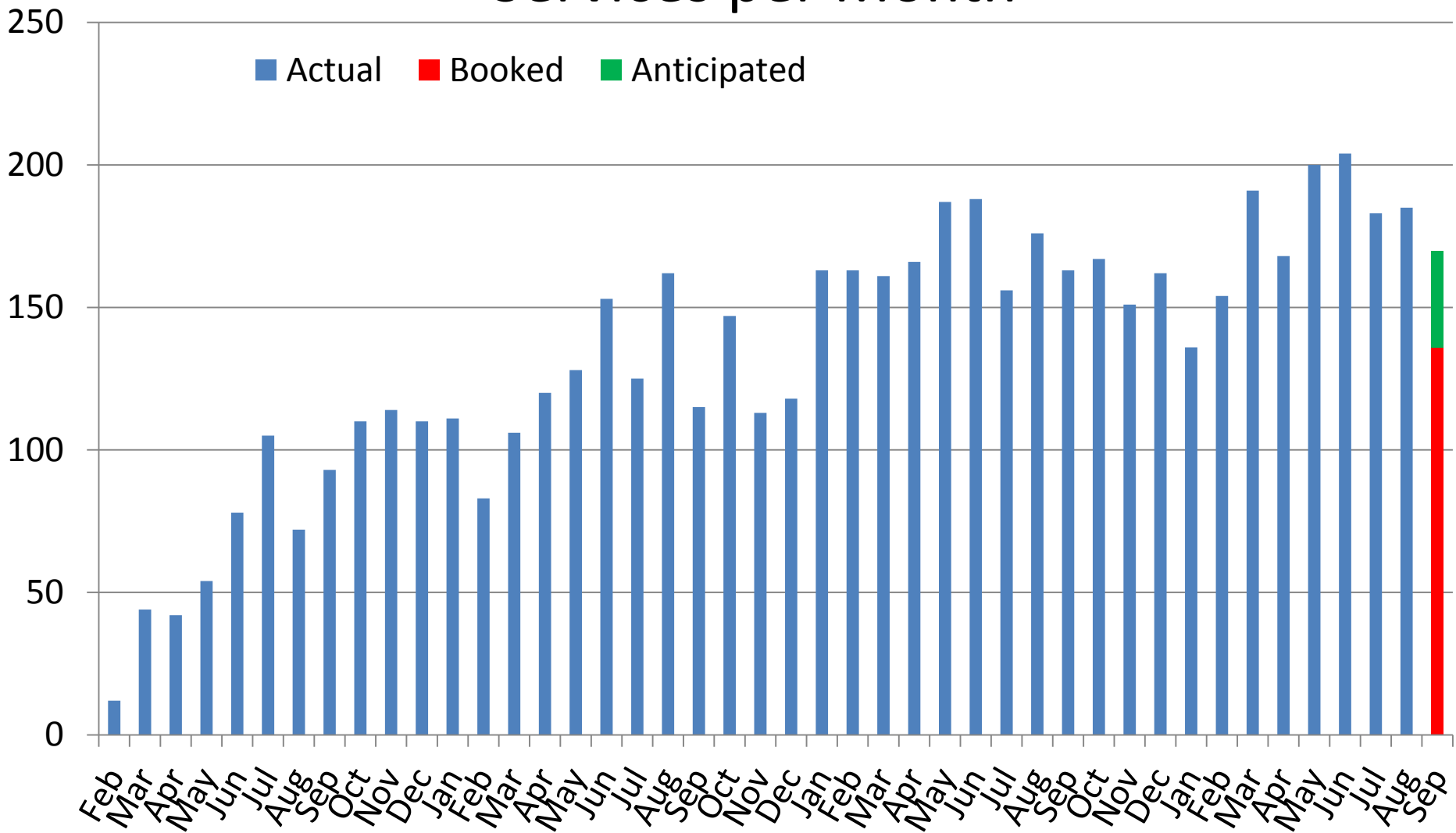




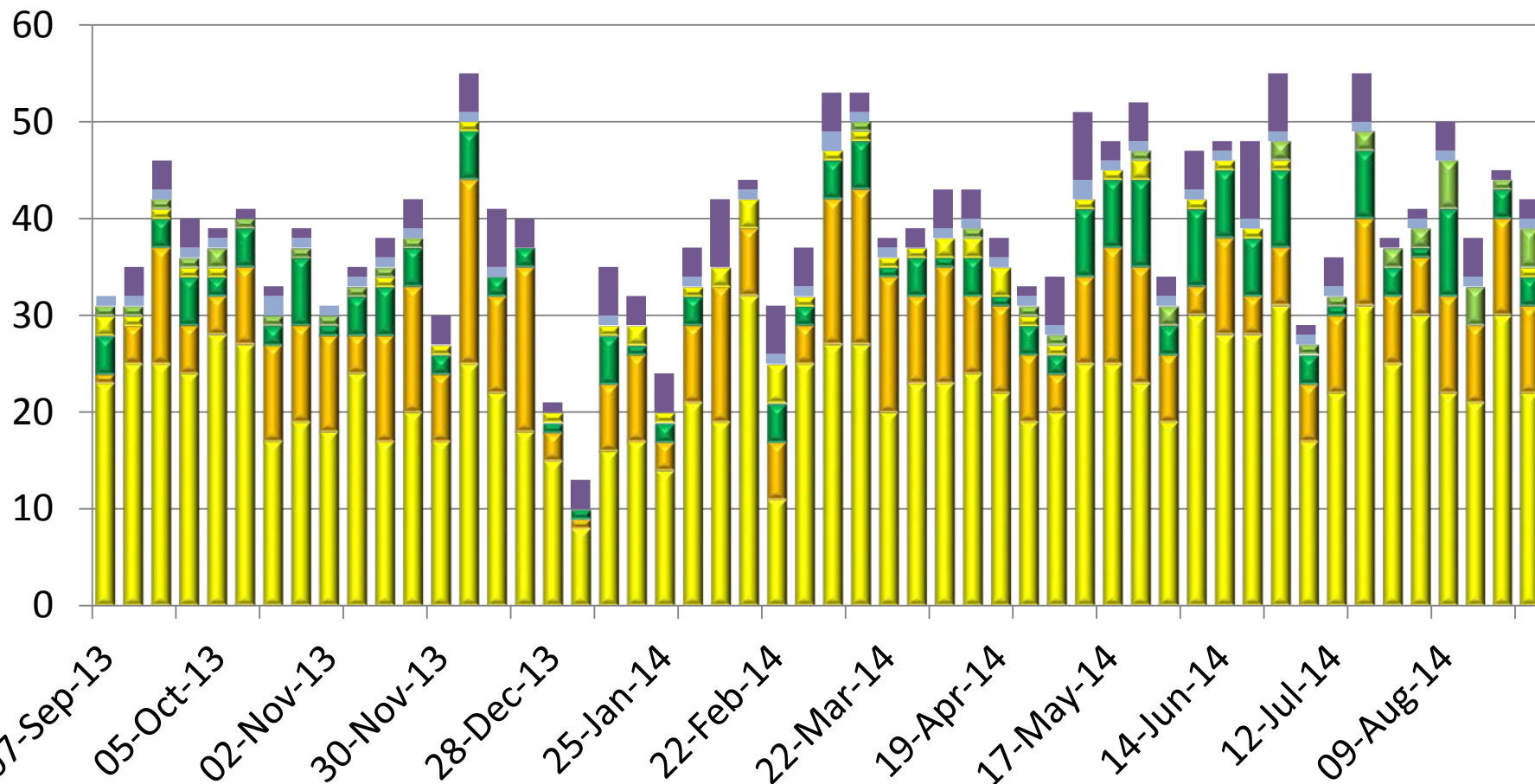
Services and Referral Requests per Week



Services per Month



How Have Direct Services Varied in the Last Year?

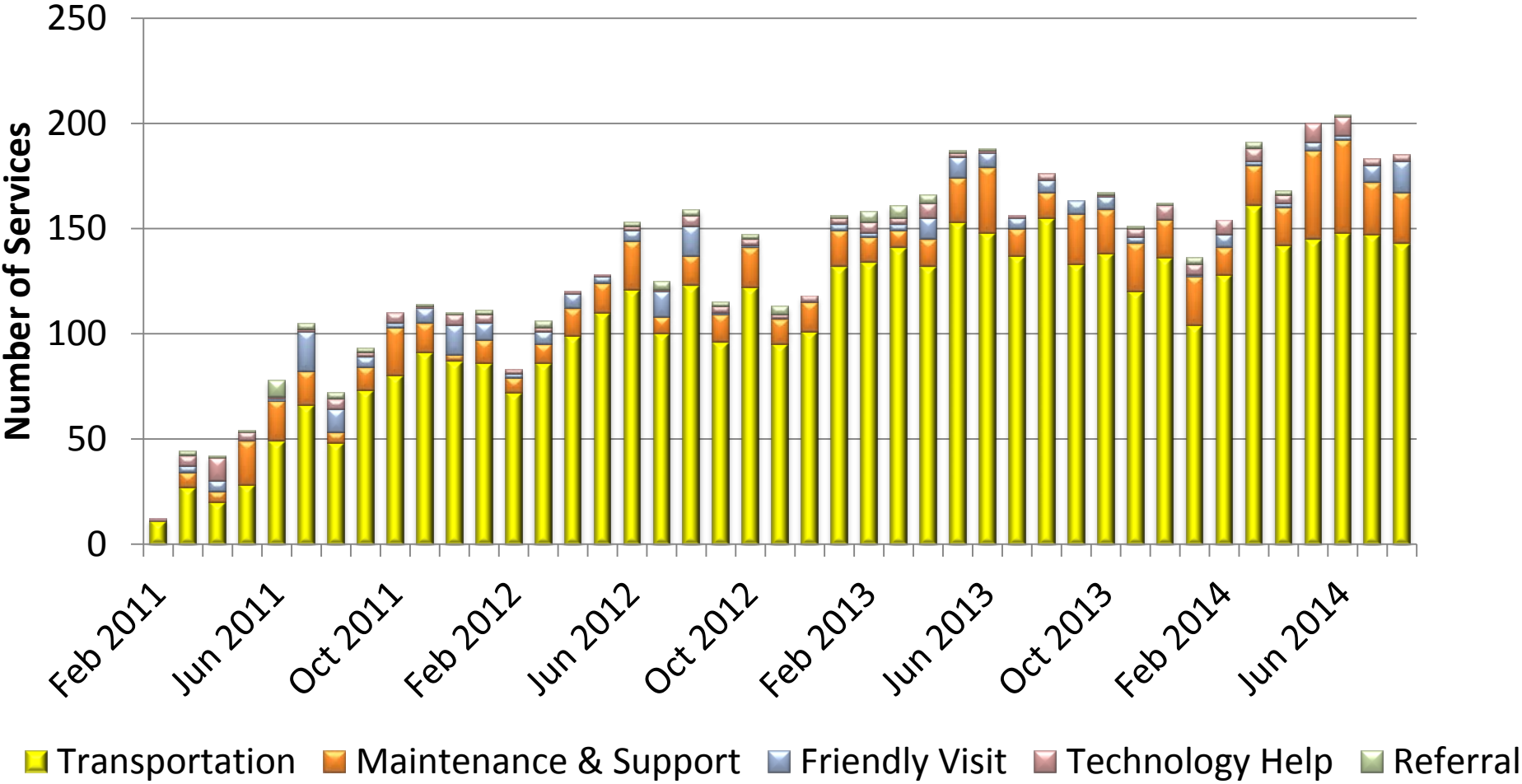


■ Transportation - Local
■ Transportation - Errands
■ Other

■ Transportation - Hyannis, etc
■ F- Social Visit

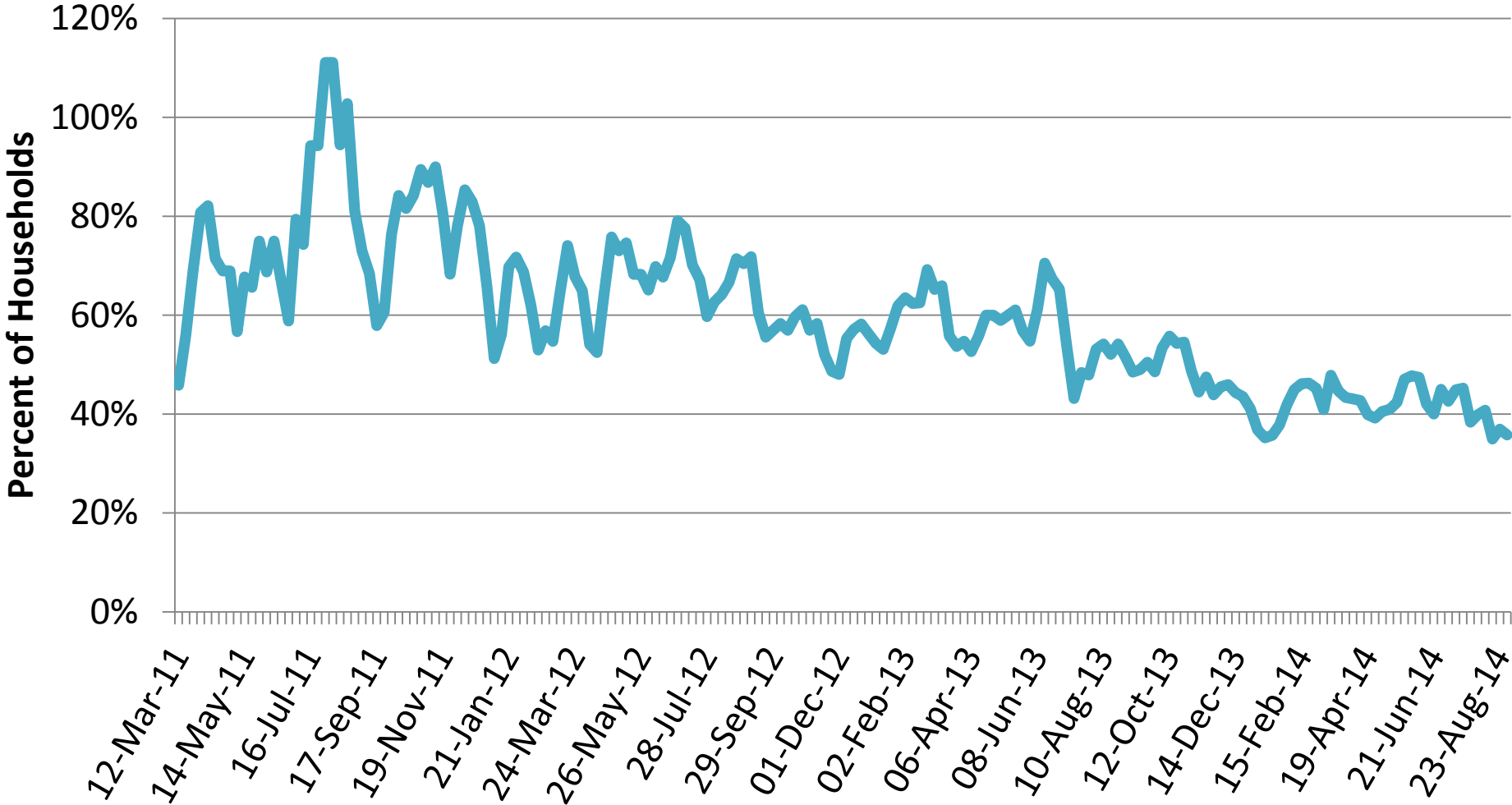
■ M-Handyman
■ S-Office help and advice

Service Categories





% of Households Receiving Services in Last Four Weeks





Annual Rate of Services per Household



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How Many Households Served

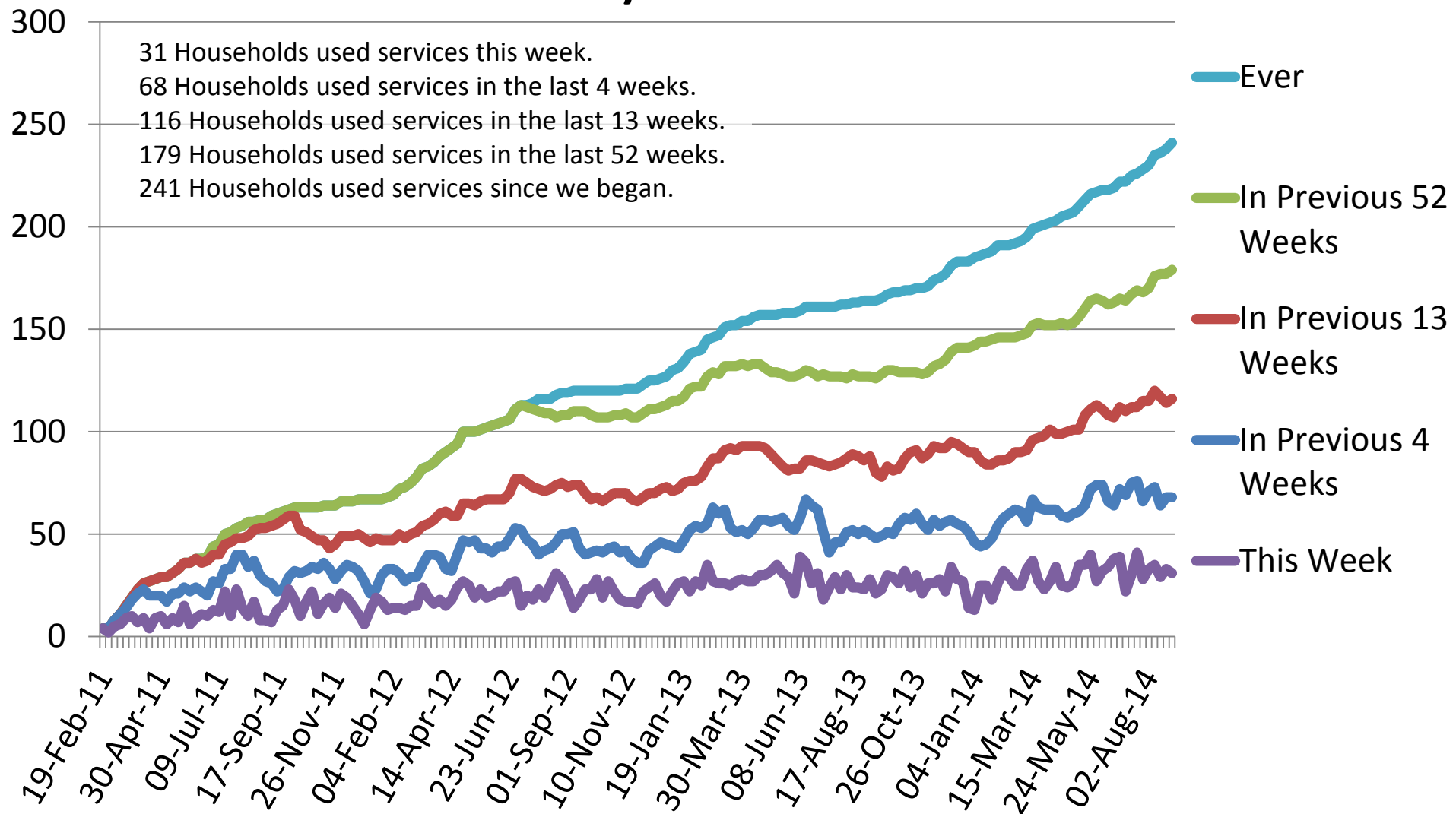
31 Households used services this week.

68 Households used services in the last 4 weeks.

116 Households used services in the last 13 weeks.

179 Households used services in the last 52 weeks.

241 Households used services since we began.

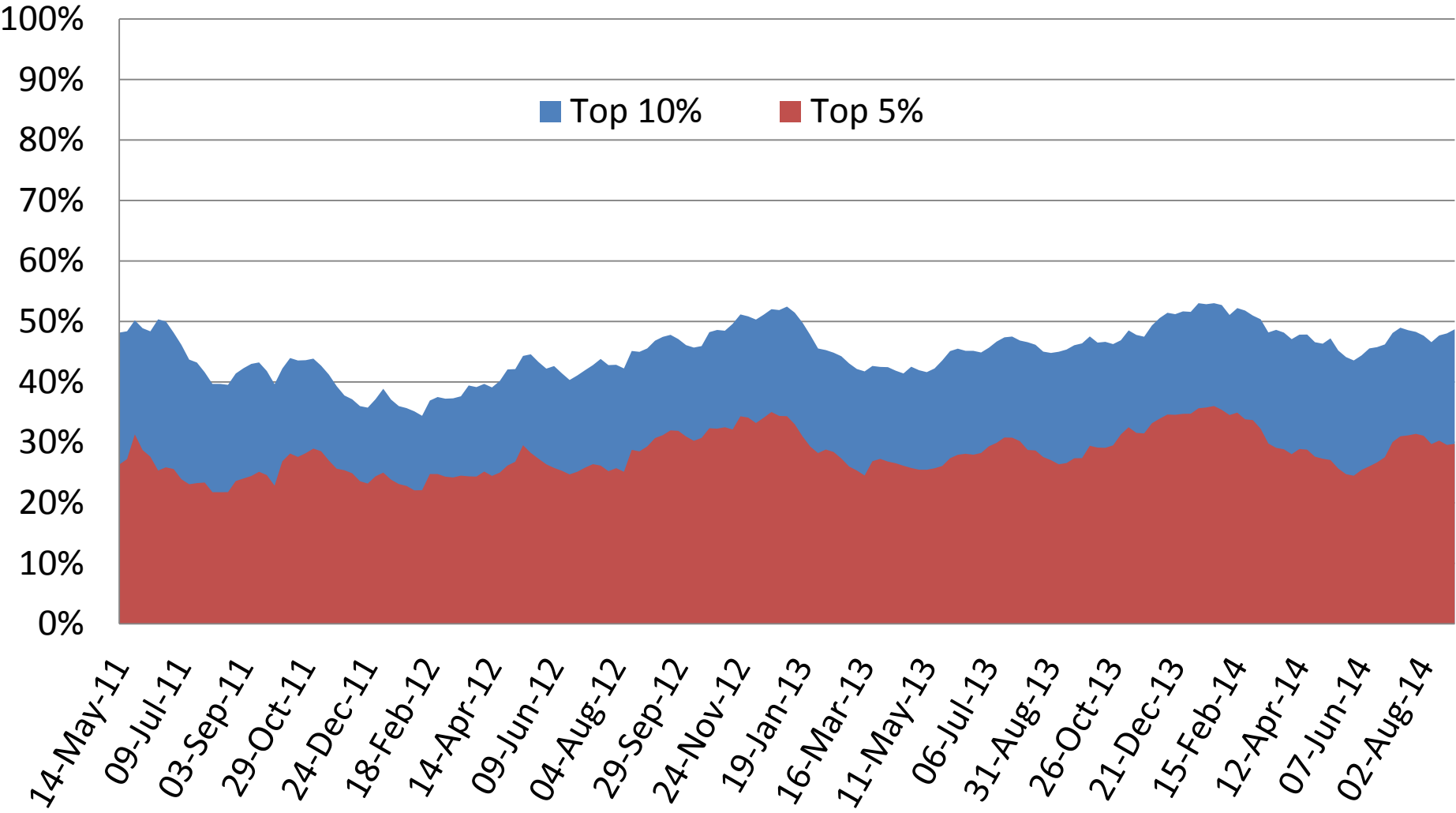


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Heaviest Users of Services

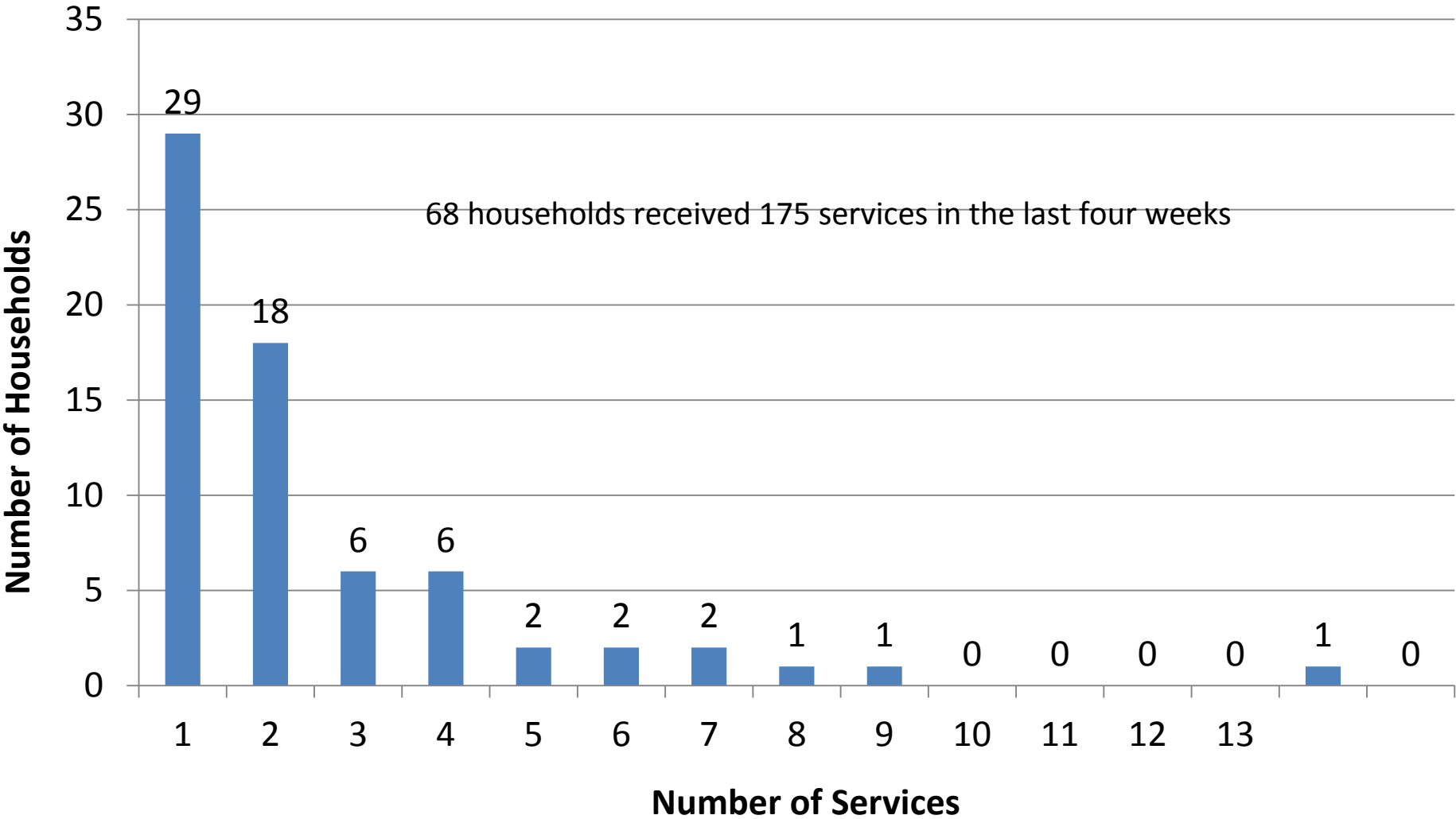


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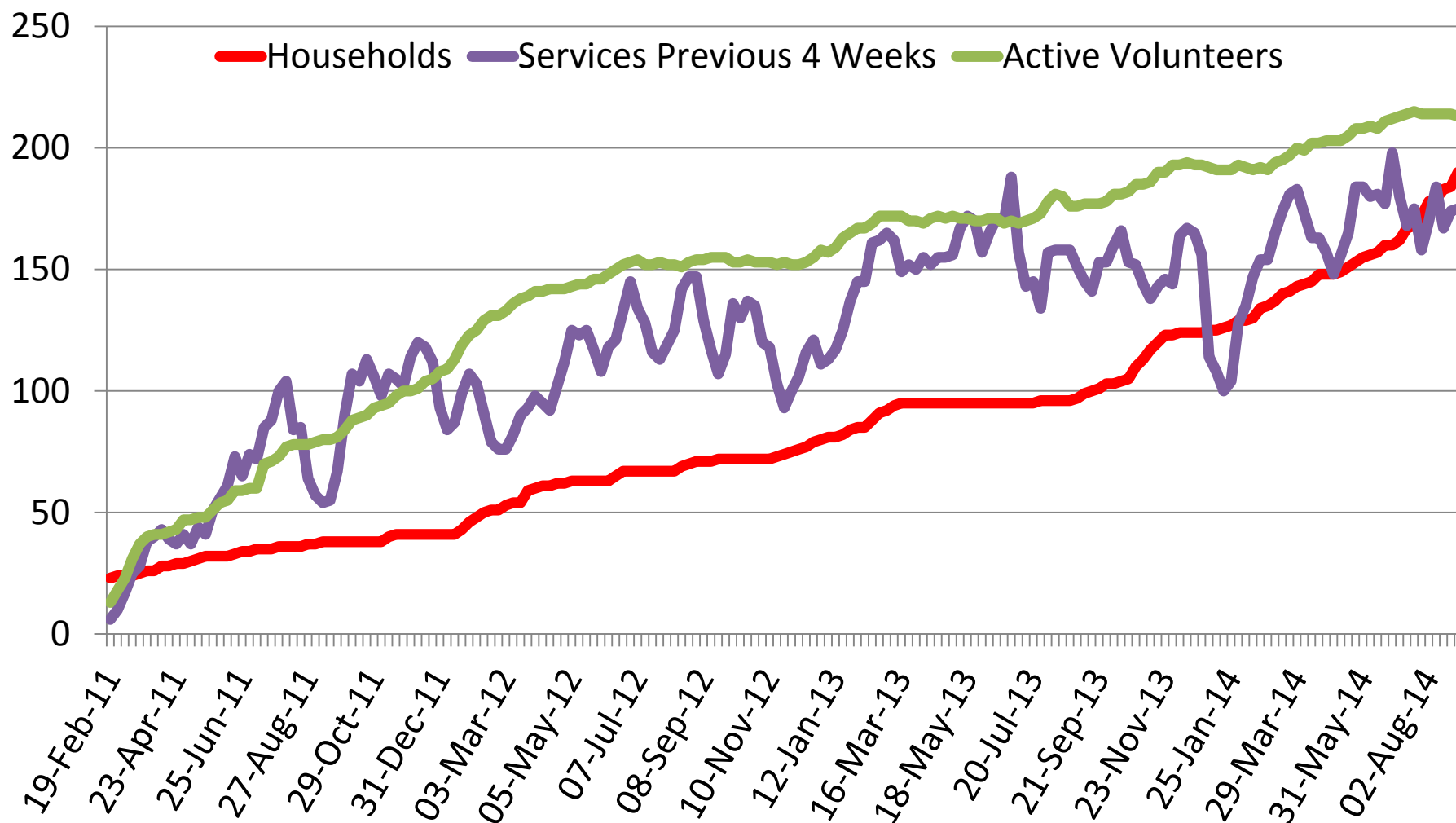
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Rate of Direct Services in Last 4 Weeks

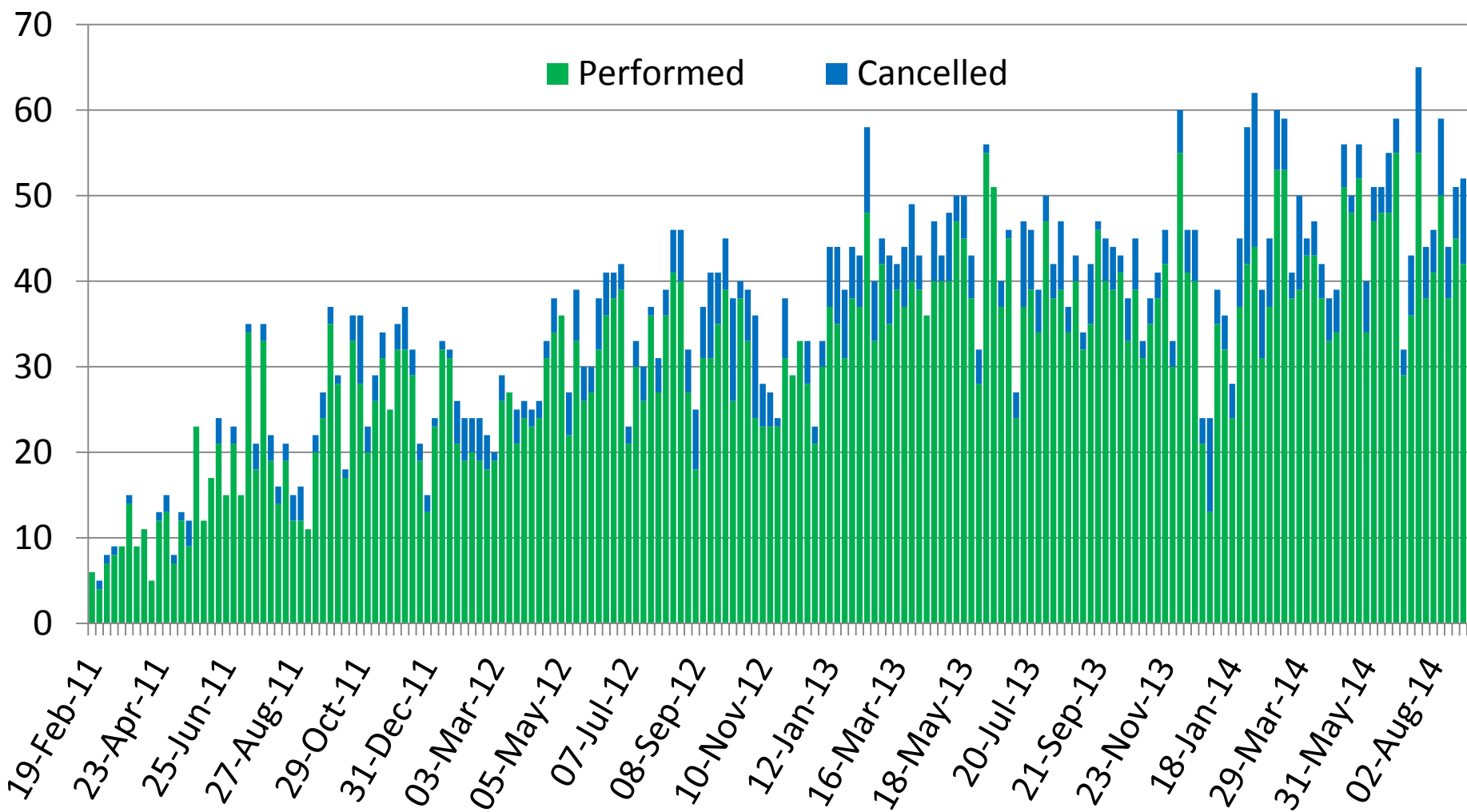




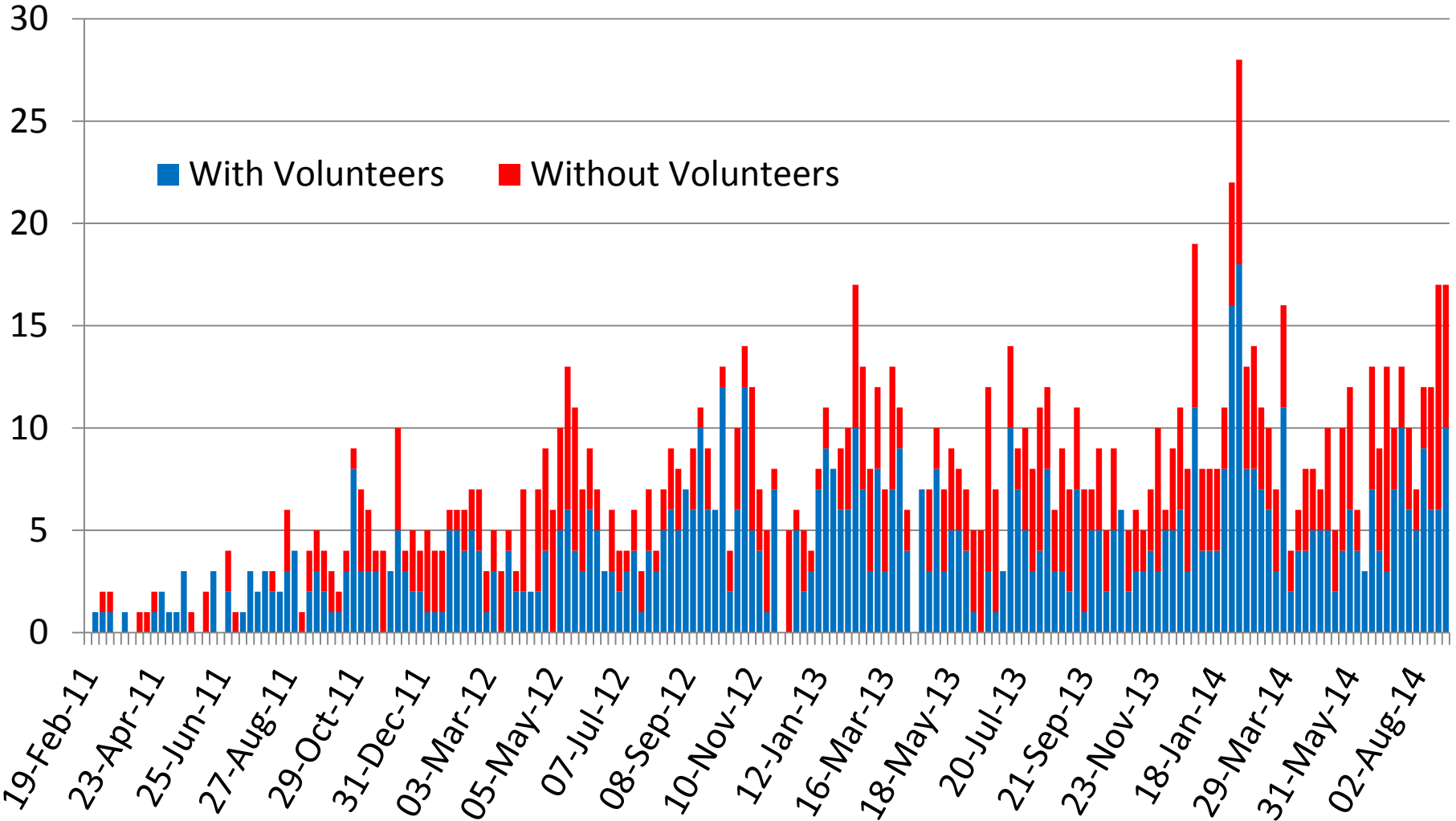
Members, Volunteers, and Services in Last 4 weeks



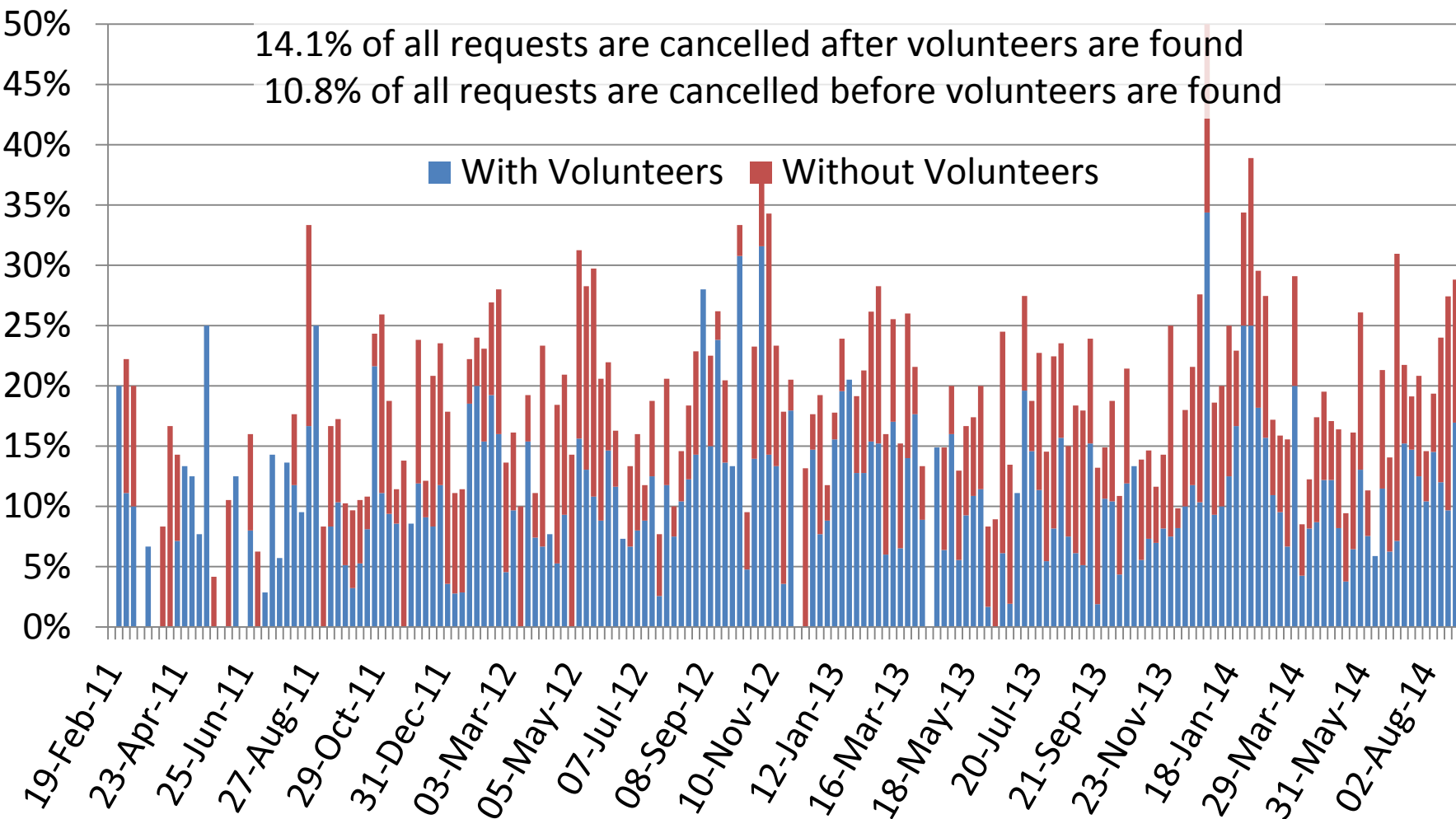
Services Filled



All Cancelled Services



Cancellations as a Percentage of all Request for the Last Year

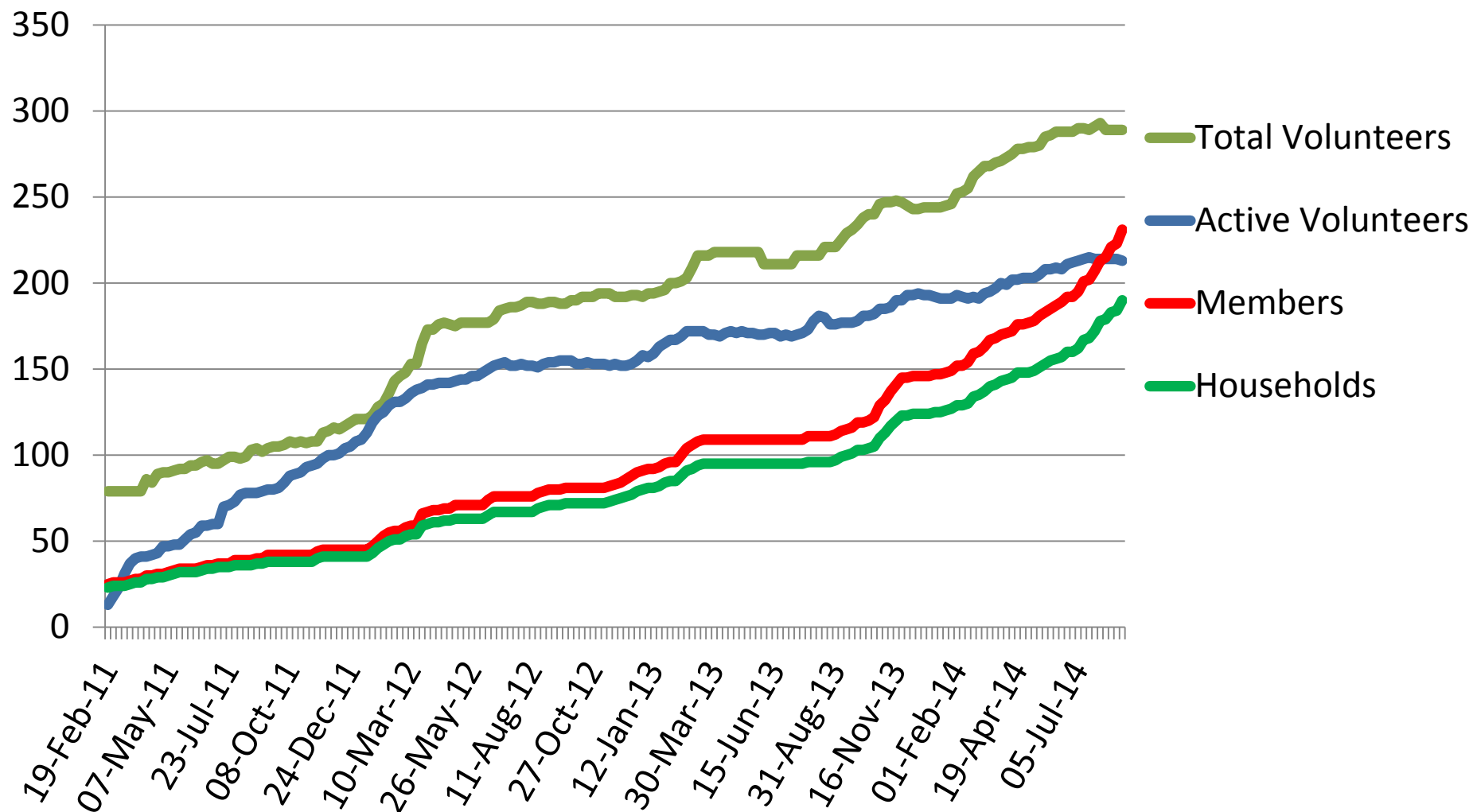


HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

What has Happened in the Last Year?

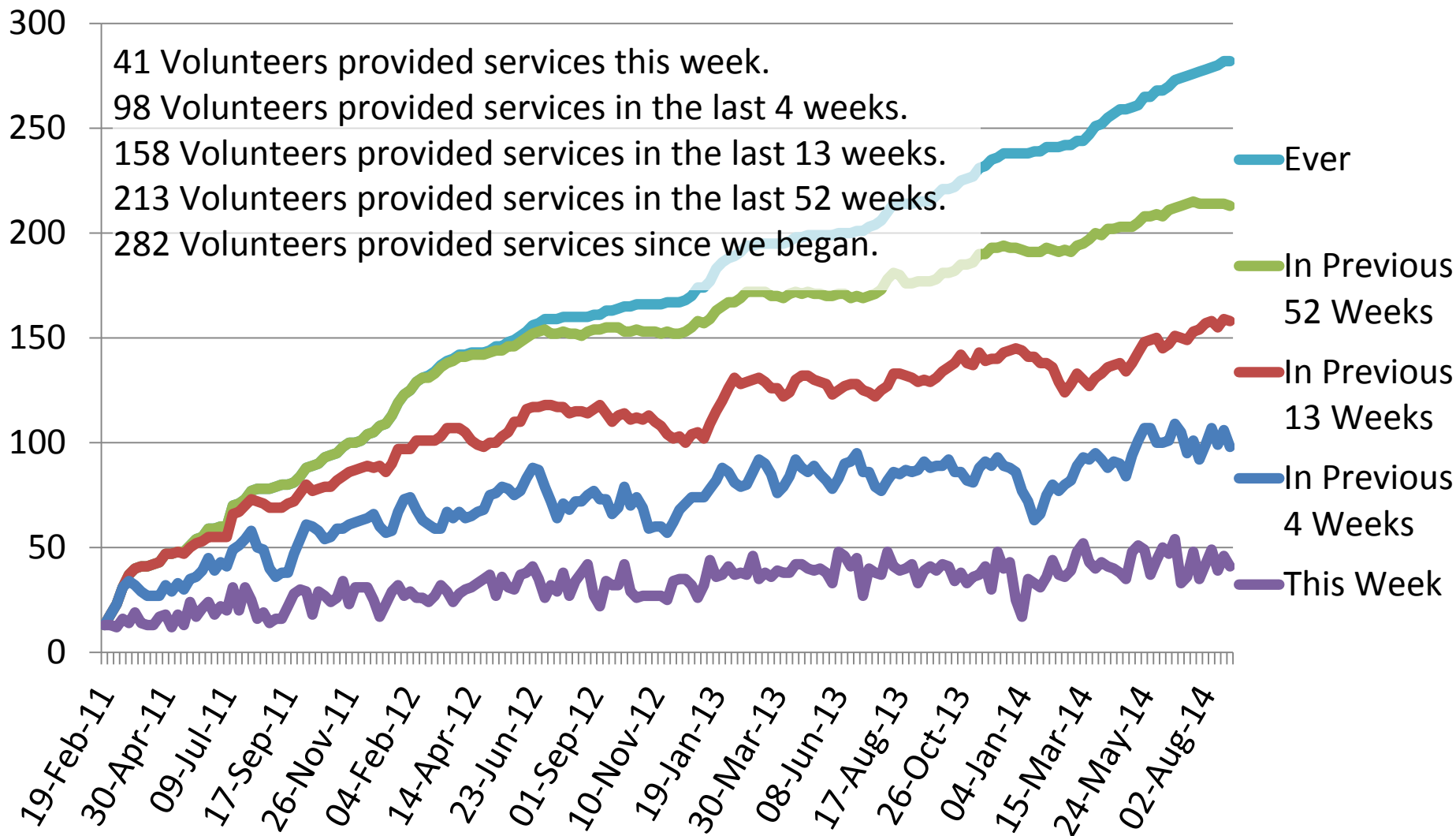
- Requests for services has not grown as rapidly as the growth in membership (or volunteers) in recent months
- Growth in the number of volunteers has kept pace with growth in membership. As a result we have no waiting list.
- Starting service in Chatham should provide a near term boost in volunteers, followed by growth in membership.
- For services, including call managers
 - 41 Volunteers provided services this week.
 - 98 Volunteers provided services in the last 4 weeks.
 - 158 Volunteers provided services in the last 13 weeks.
 - 213 Volunteers provided services in the last 52 weeks.
 - 282 Volunteers provided services since we began.
- In addition to those volunteers listed above, 18 to 25 volunteers also work on the Board of Directors, publicity, member and volunteer intake, programs, member` communication and services assessment committees.

Members, Households and Volunteers



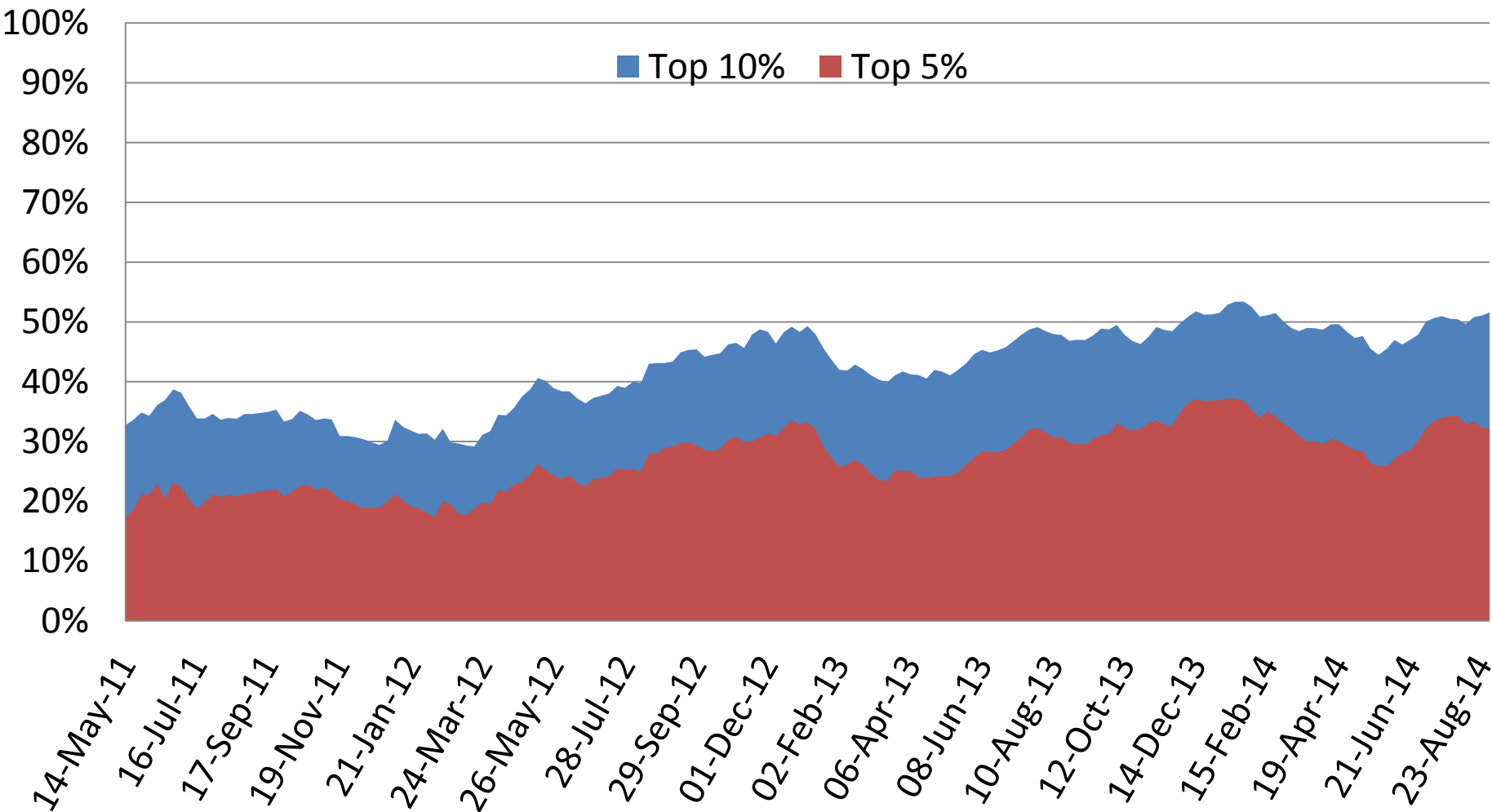


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks

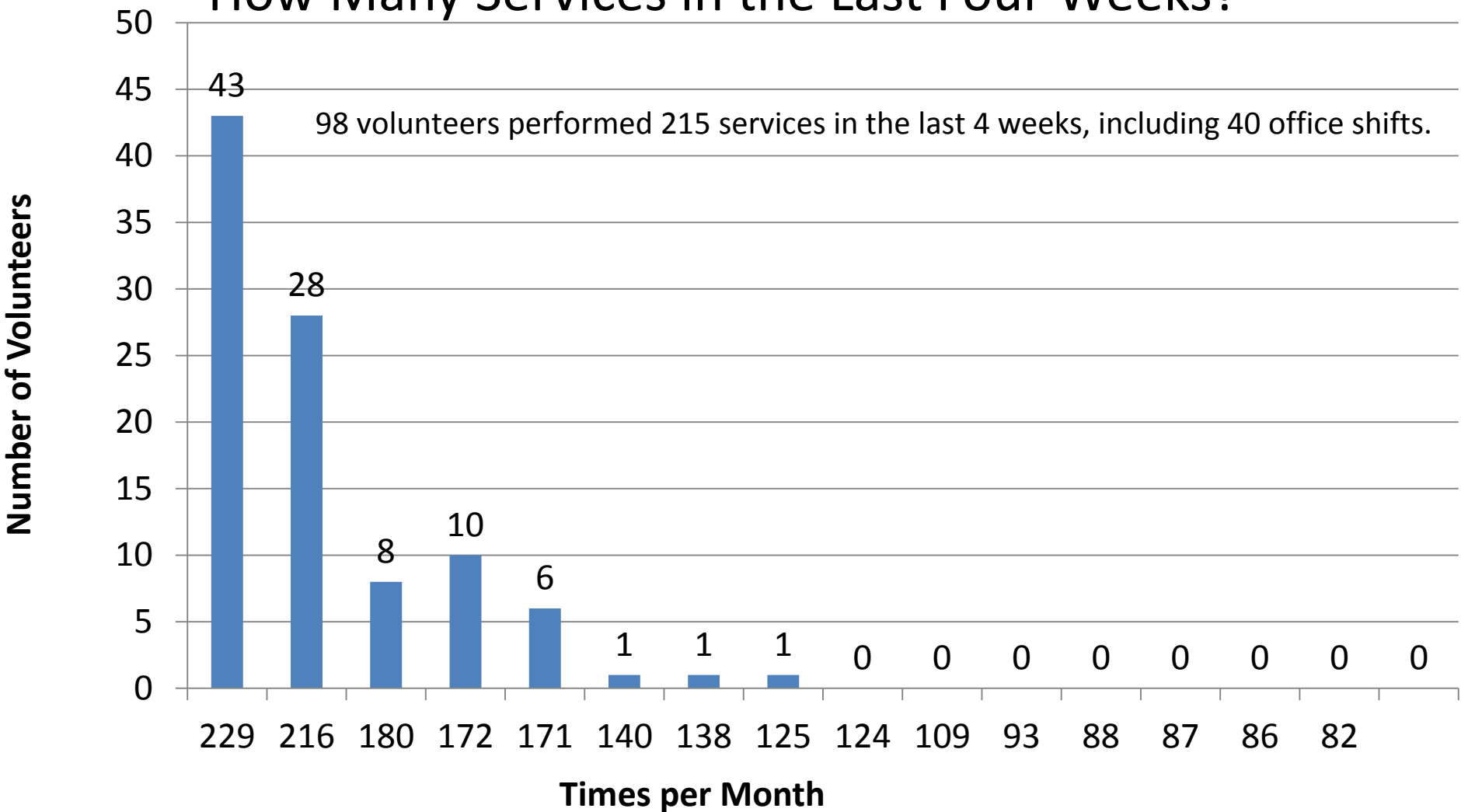


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How Many Services in the Last Four Weeks?



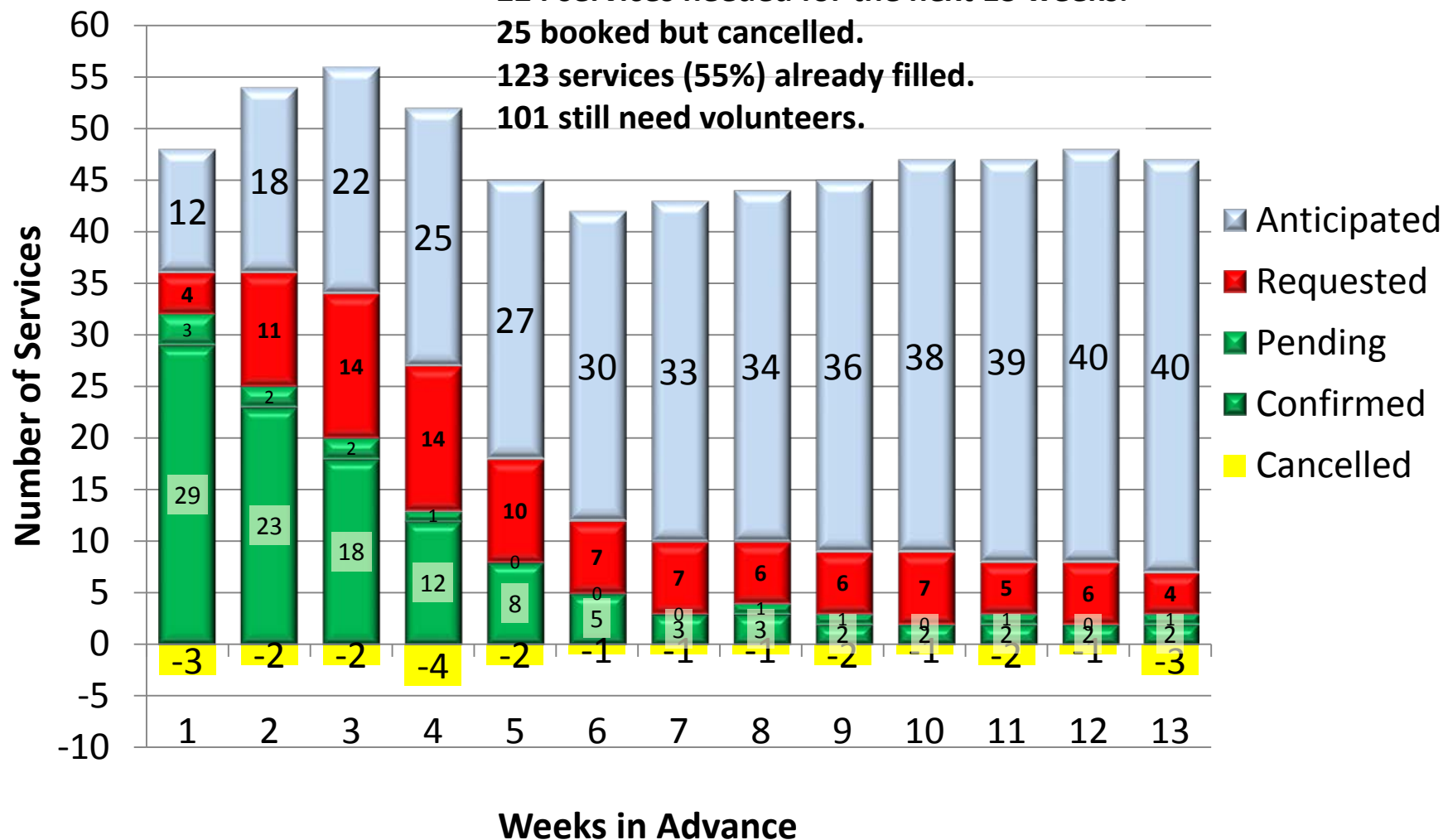
Service Requests on the Books

224 services needed for the next 13 weeks.

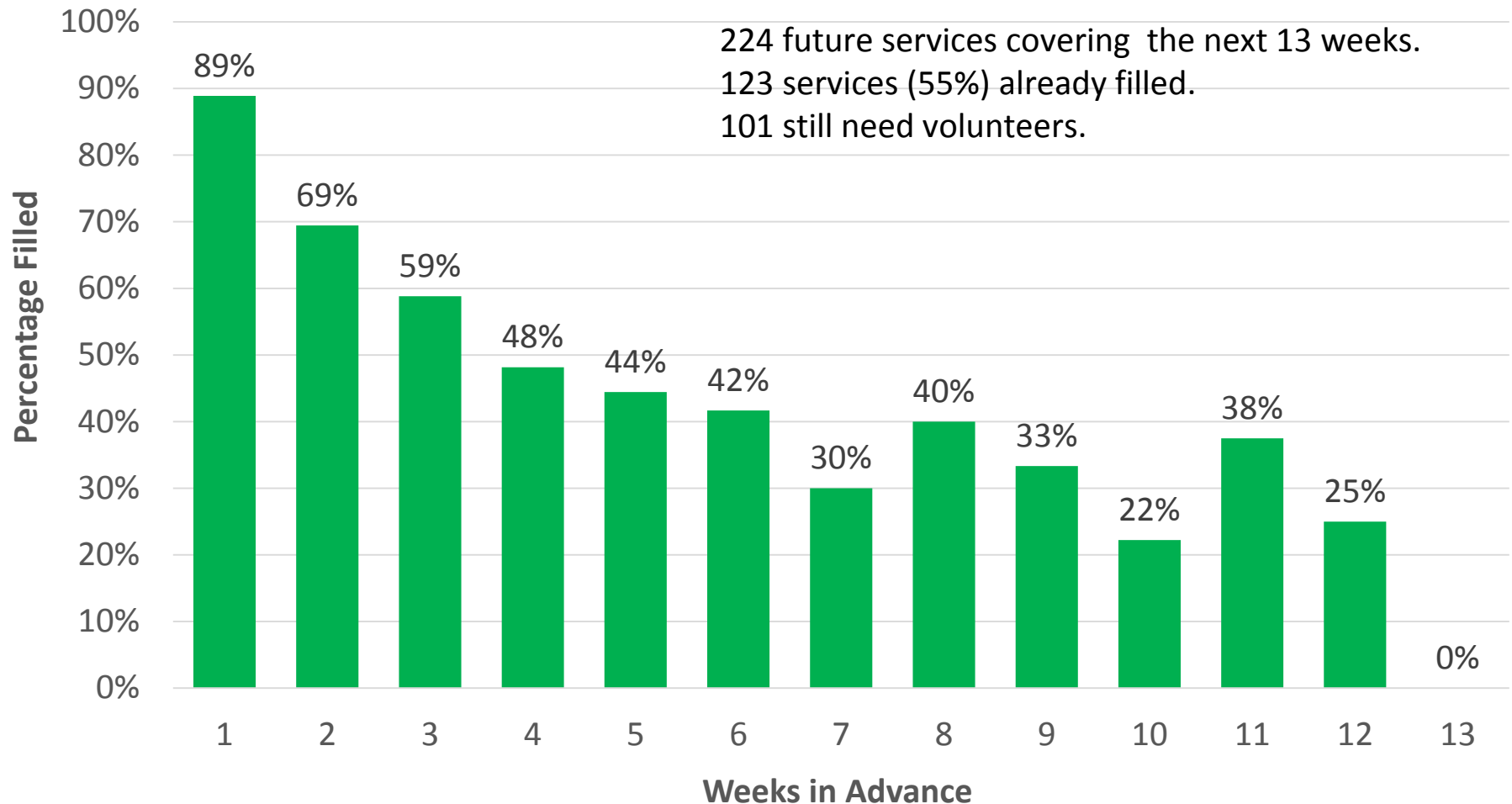
25 booked but cancelled.

123 services (55%) already filled.

101 still need volunteers.

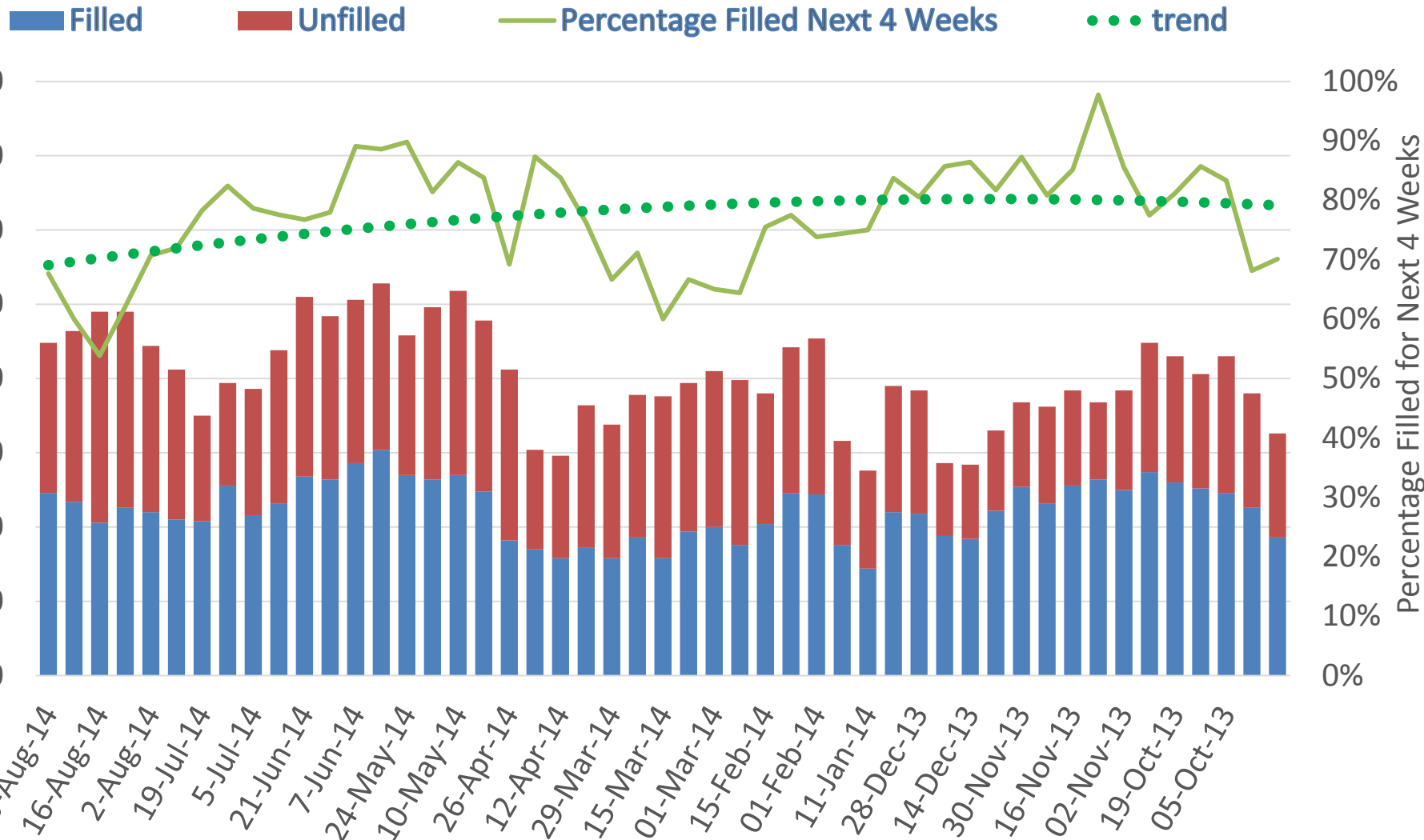


Percentage of Services for Next 13 Weeks Filled

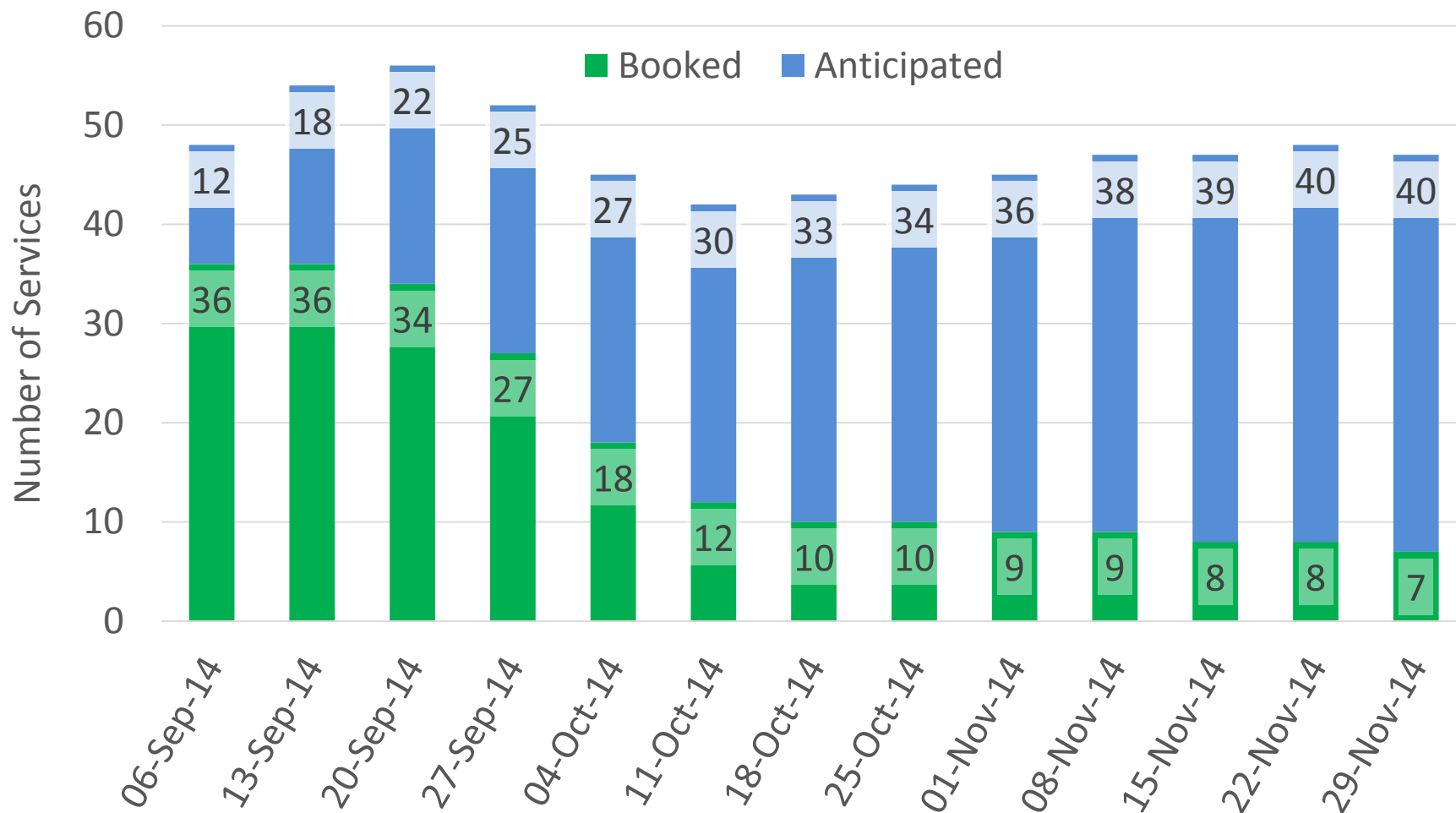




History of Future Requests

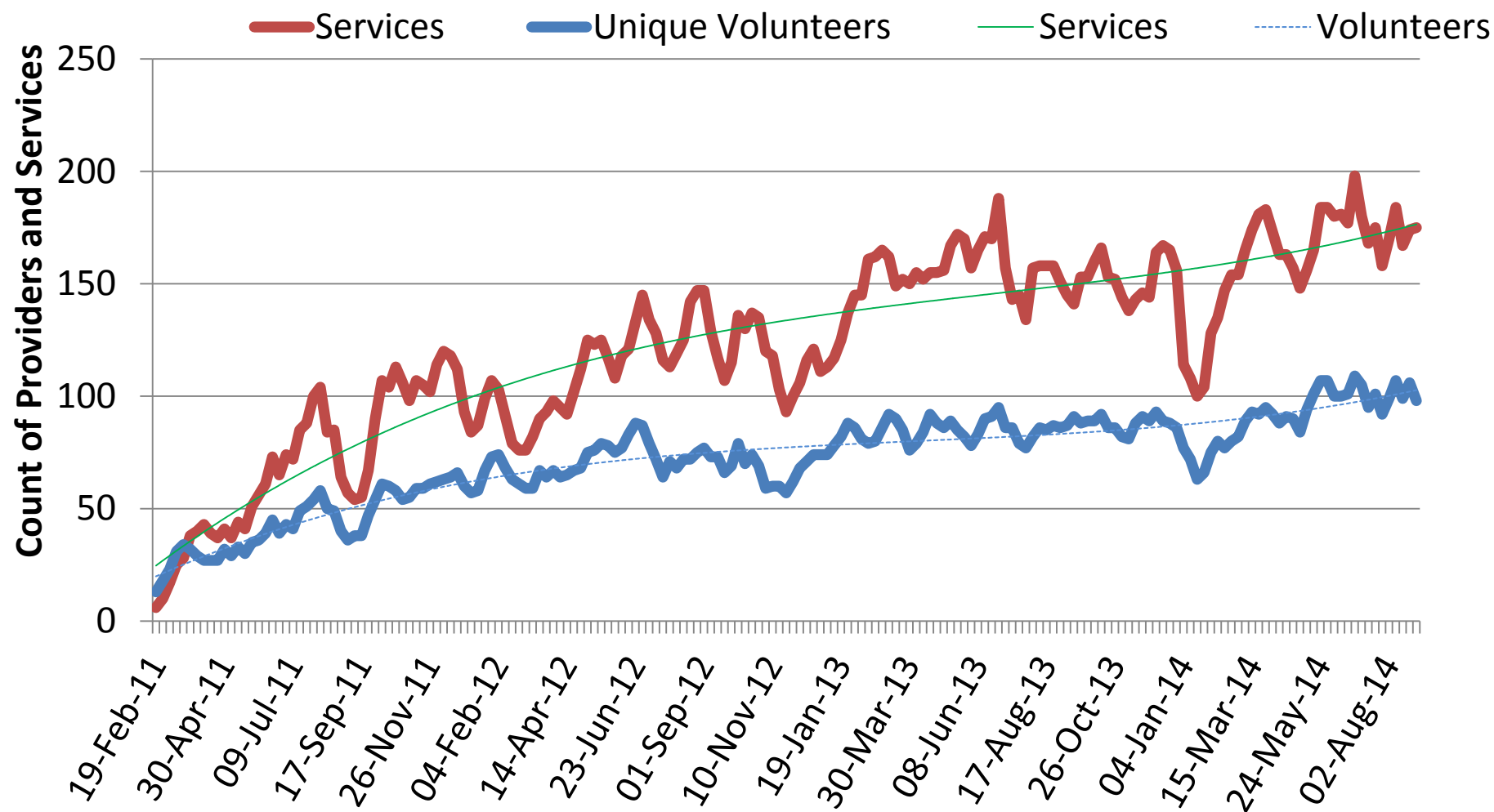


Projected Future Services



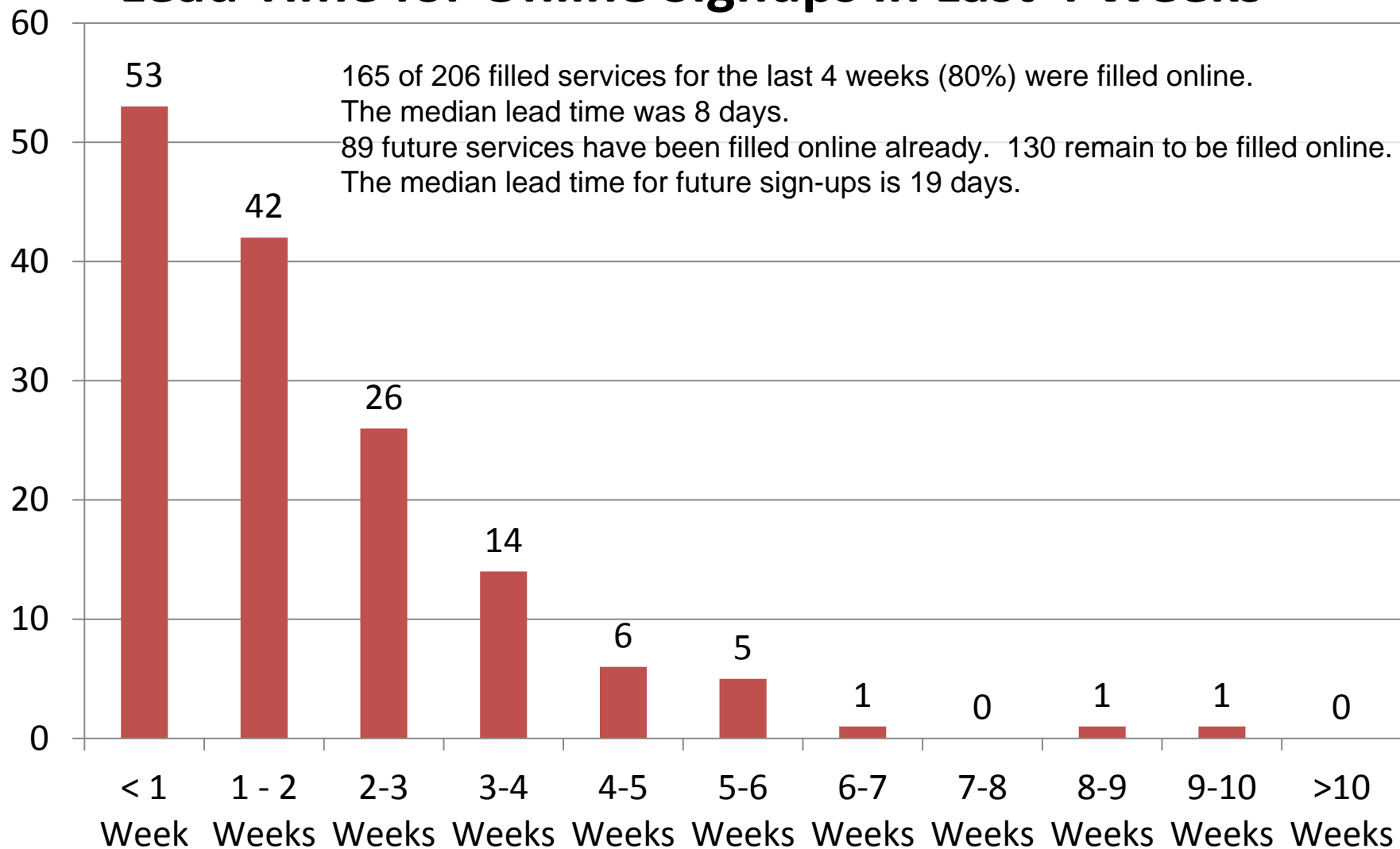


Volunteers and Services Previous 4 Weeks

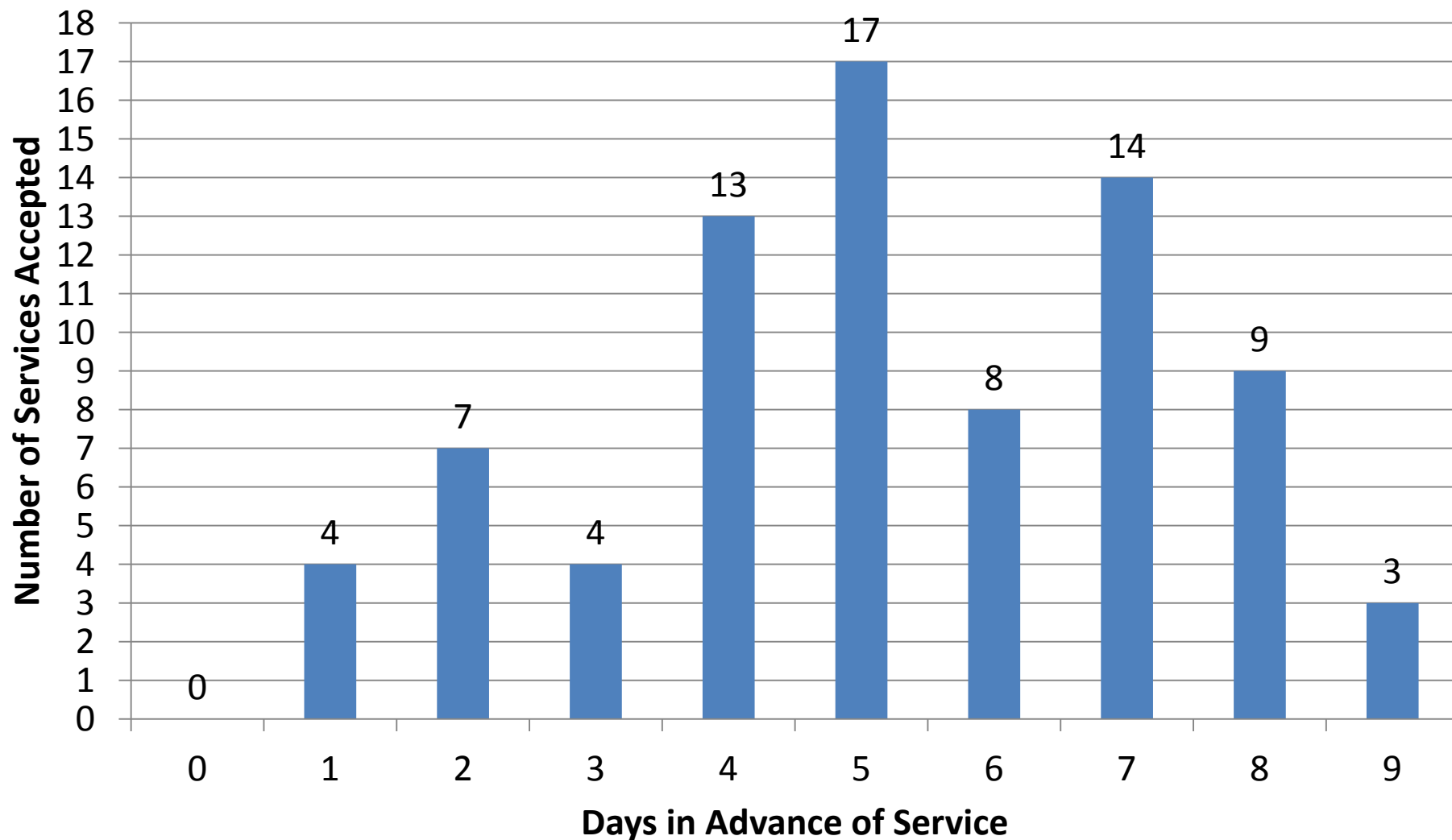


HOW IS ONLINE SIGNUP WORKING?

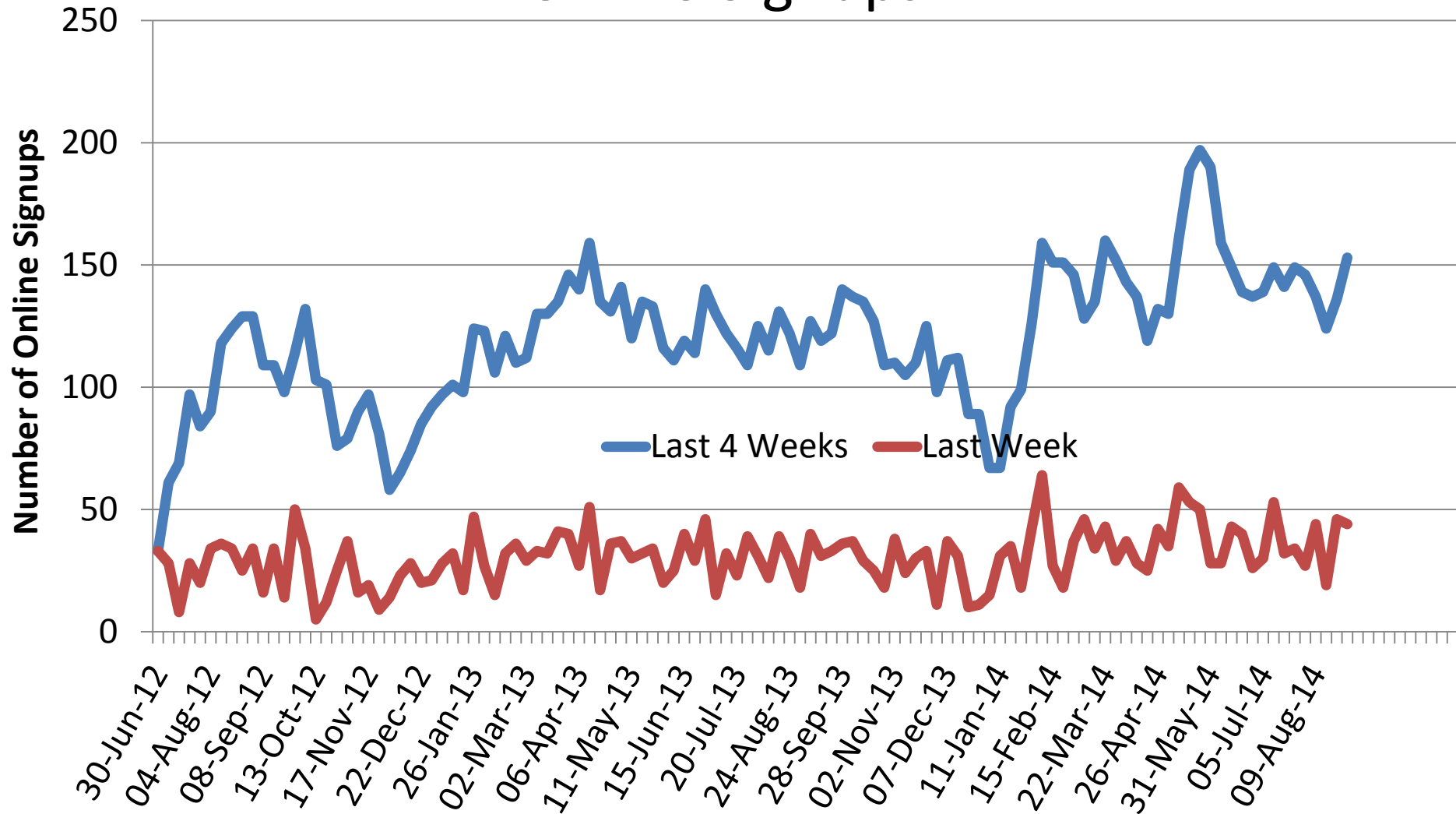
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



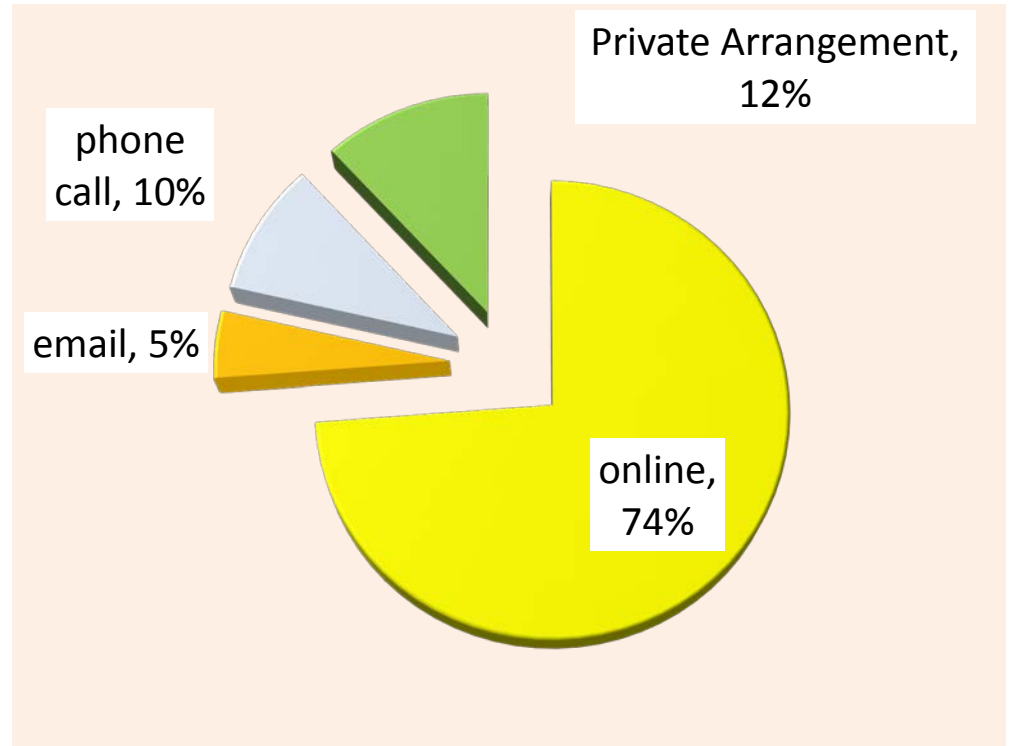
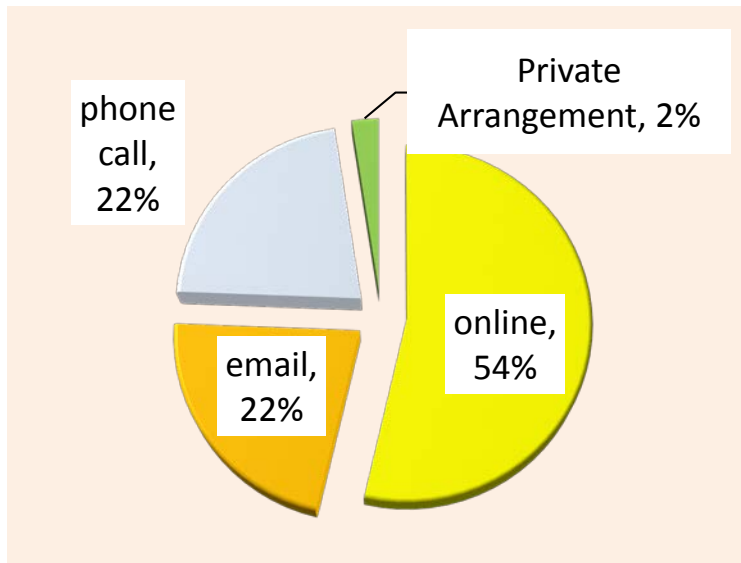
Online Signups



Contact Method for Signup for this Week

- Online signup was much more effective this week than during one of our worst weeks at the end of summer (see below).
- Few emails and phone calls were needed to fill services.

Stressful Week



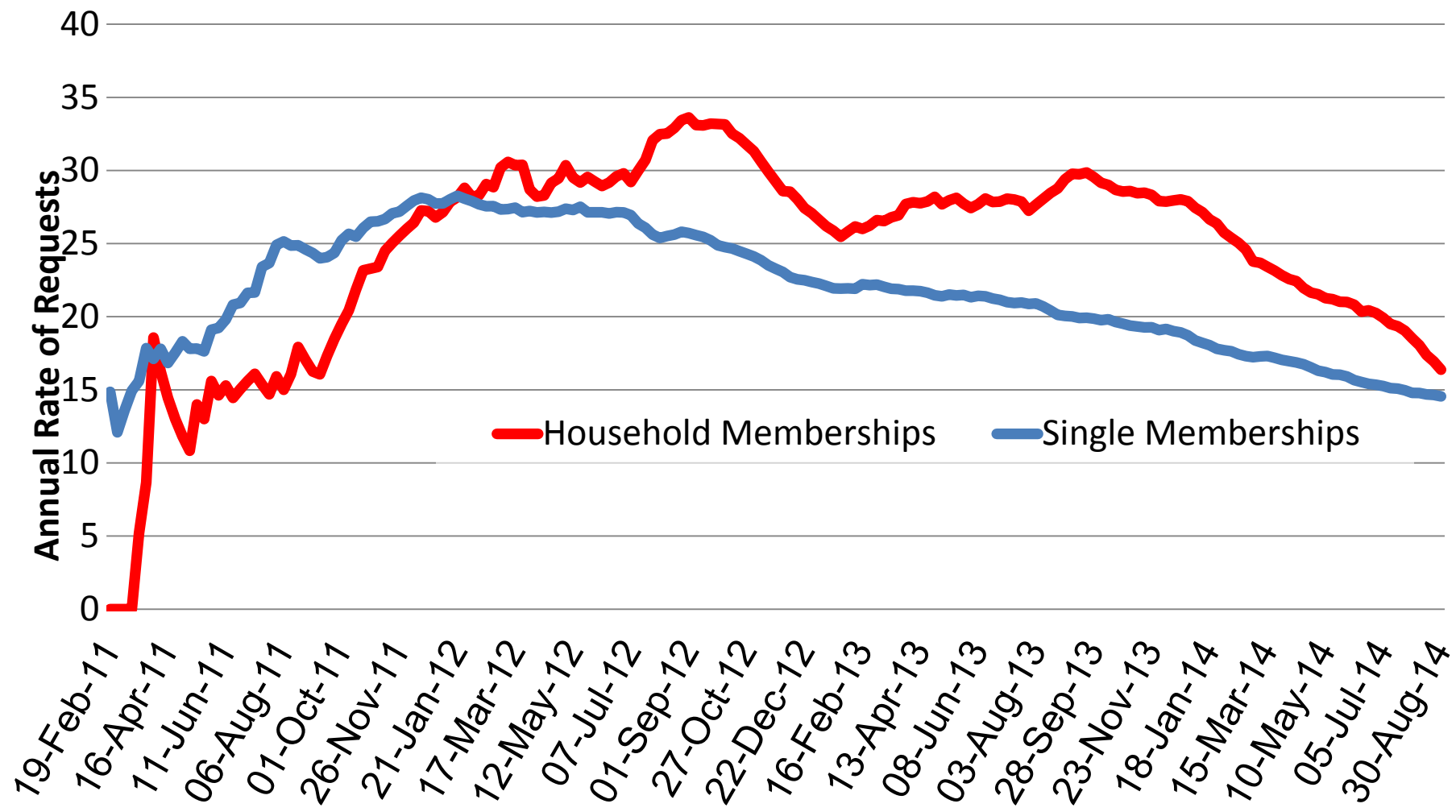
Phone calls were used mostly for handyman, where the first person reached usually says yes.

What are the Differences Between Single And Household Memberships?

Comparison of Services Used by Single Memberships and Household Memberships

- 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.
- We can verify this tendency. Initially households used about 20% fewer services than single households, but now couples collectively use services at about the same as single members
- Our rate is \$120 for a single membership and \$140 for a household.

Single vs. Household Annual Use of Services



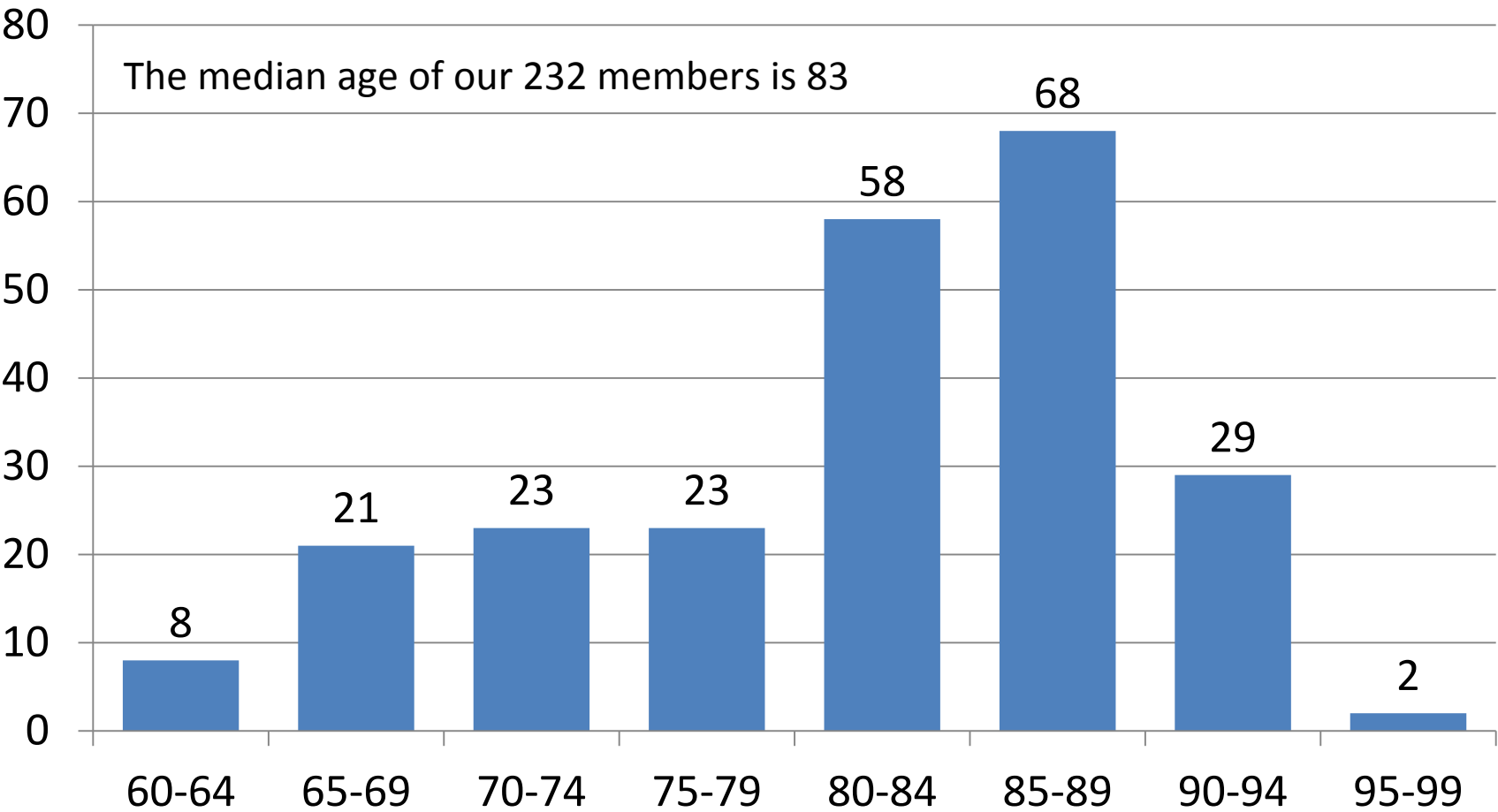
— Household Memberships — Single Memberships

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

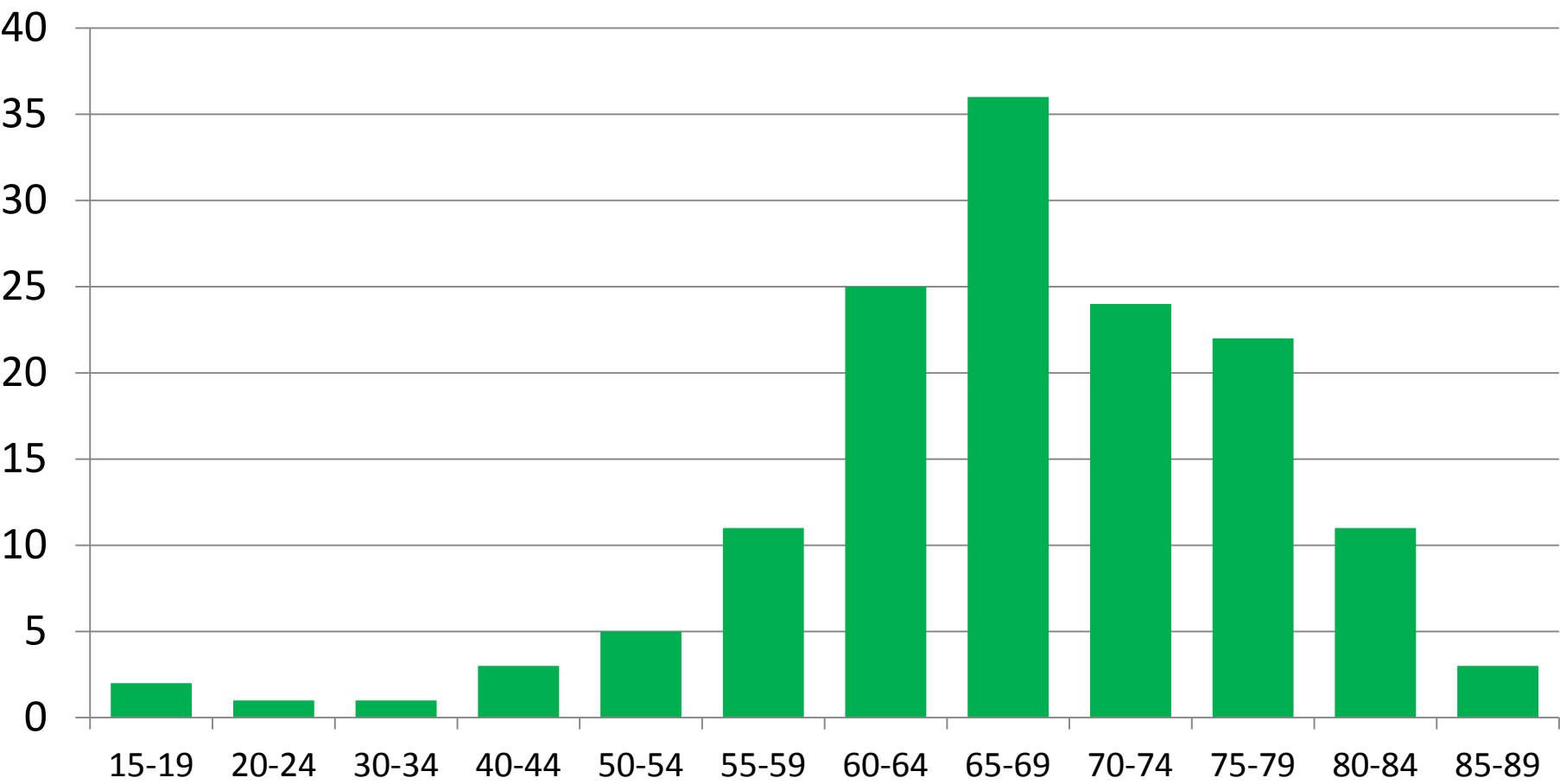
Analysis by Age Group

- The majority of our members are in their eighties. The median age is 83 years old.
- The 60-64 year age group uses a fair number of services per person, because of individuals with medical issues.
- The 90-99 age group uses significantly more local transportation than the younger members.
- We once had one member who was less than 60 years old for a few months.

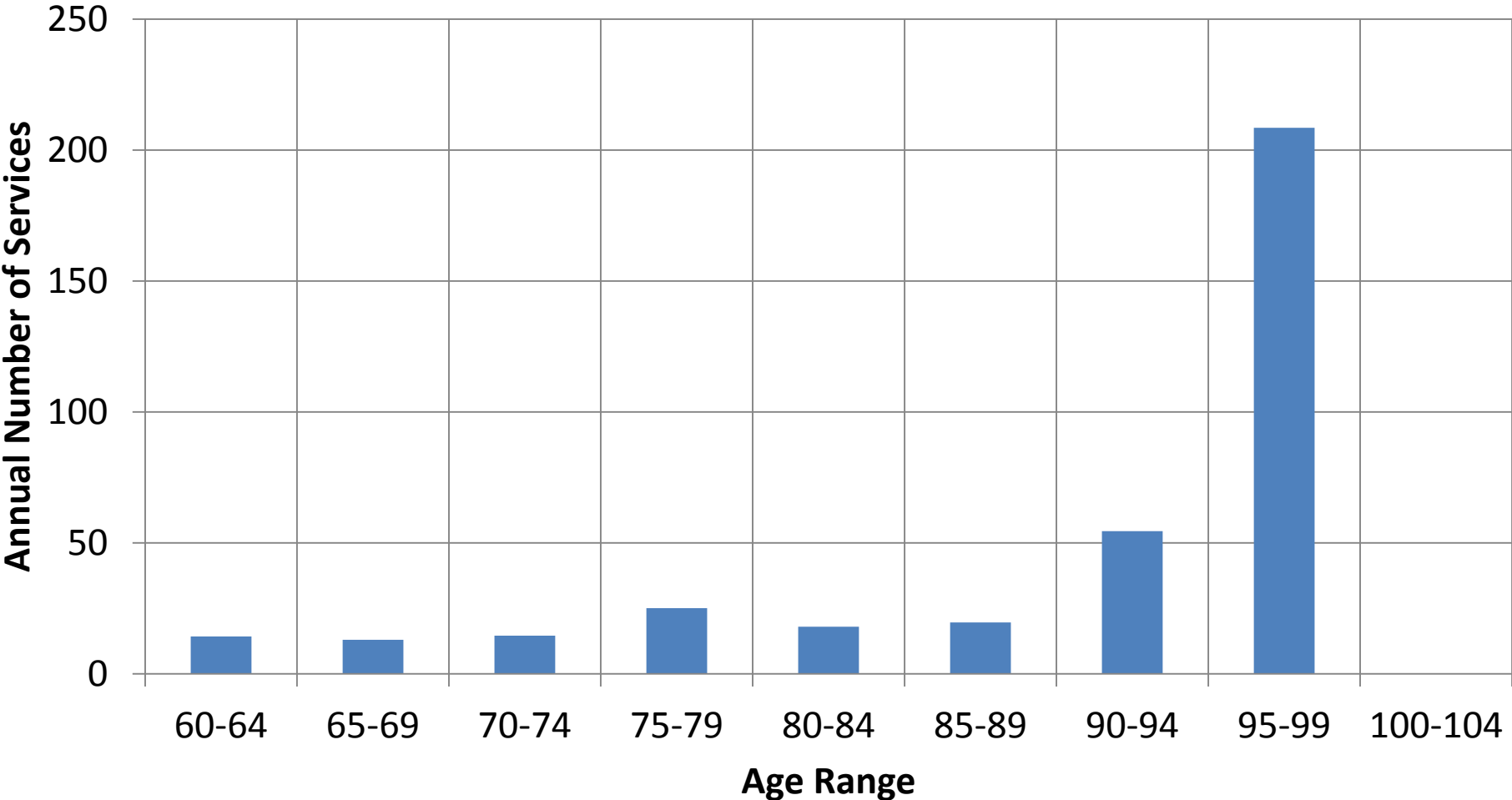
Age of Members



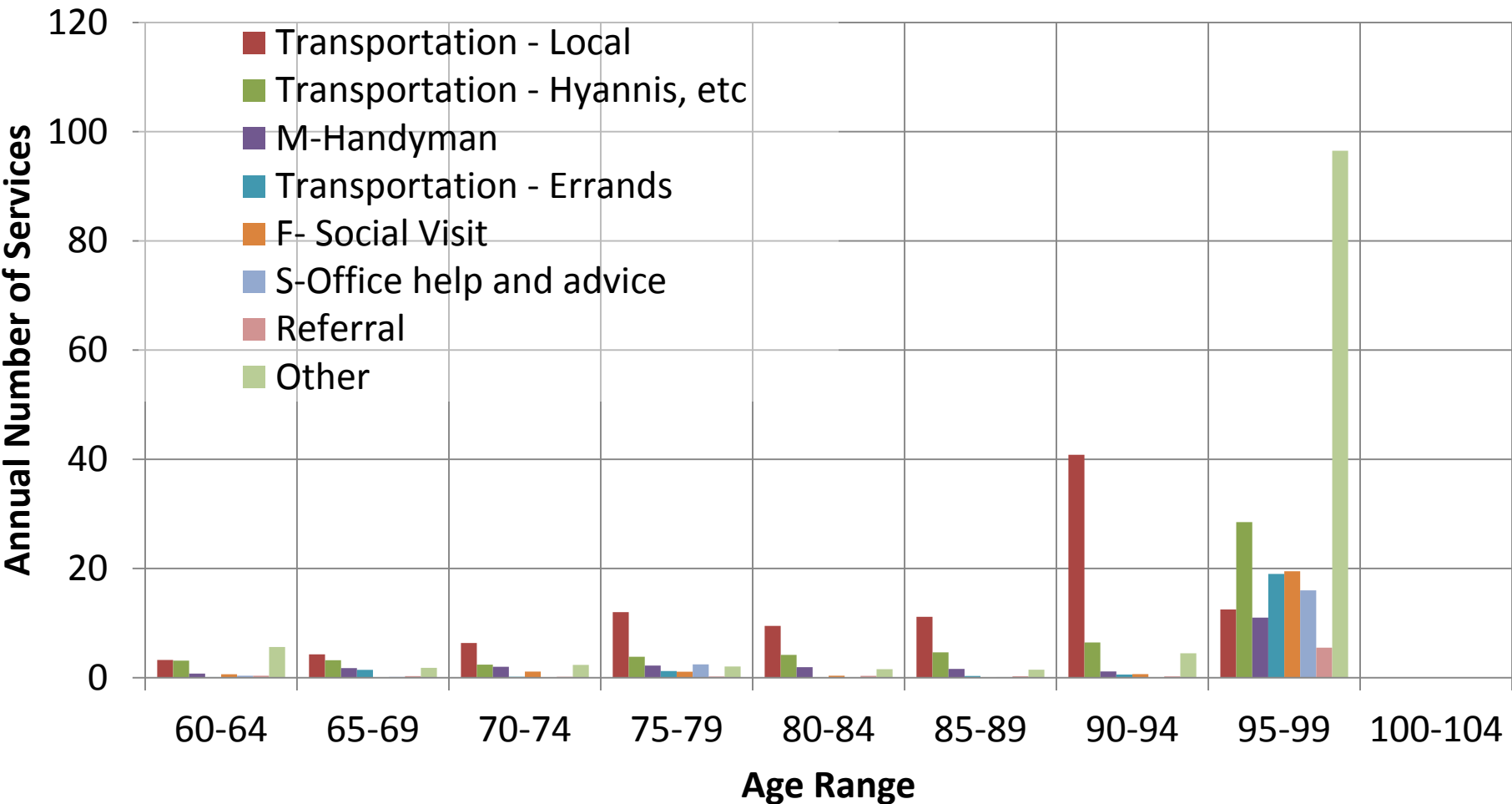
Age of Volunteers



Annual Use of Services by Age



Services Used (Annual Rate) by Age Range

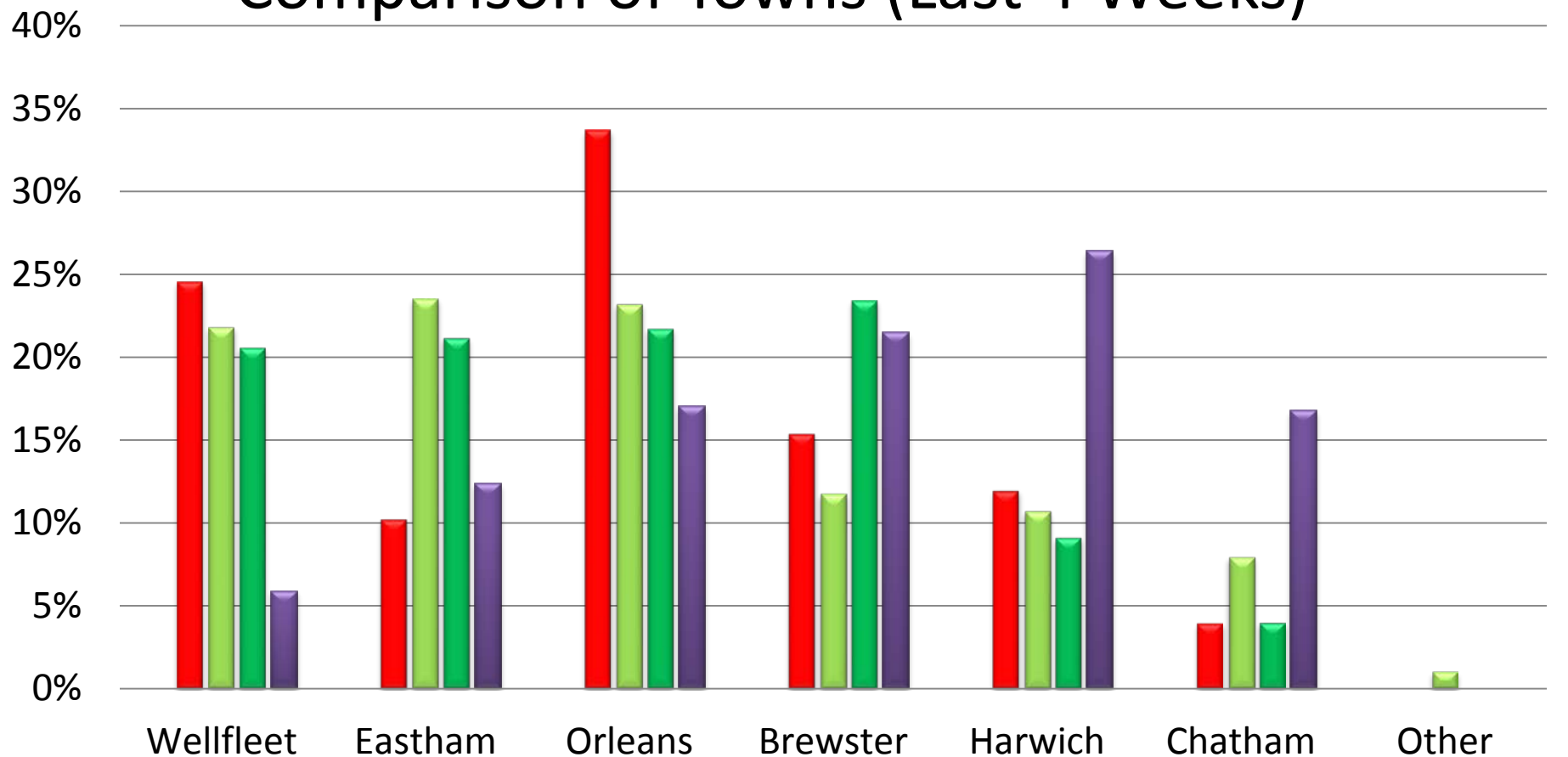


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

- The balance between volunteers and members or between the services required and provided is **not in balance** in Orleans
 - Members from Orleans requested **45%** of our services and volunteers from Orleans provided only **27%**.
- “Market penetration” is still highest in Wellfleet (9-12%), but has grown to 6% - 8% in Orleans, the town with the highest median age (60).
- Eastham is again supplying a large surplus of volunteers and Brewster is not far behind.
- Market penetration in Chatham and Harwich have overtaken Brewster, but these three towns are still low.
- For the last 4 weeks,
 - **61%** of all services are performed by someone from the same town.
 - **87%** 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

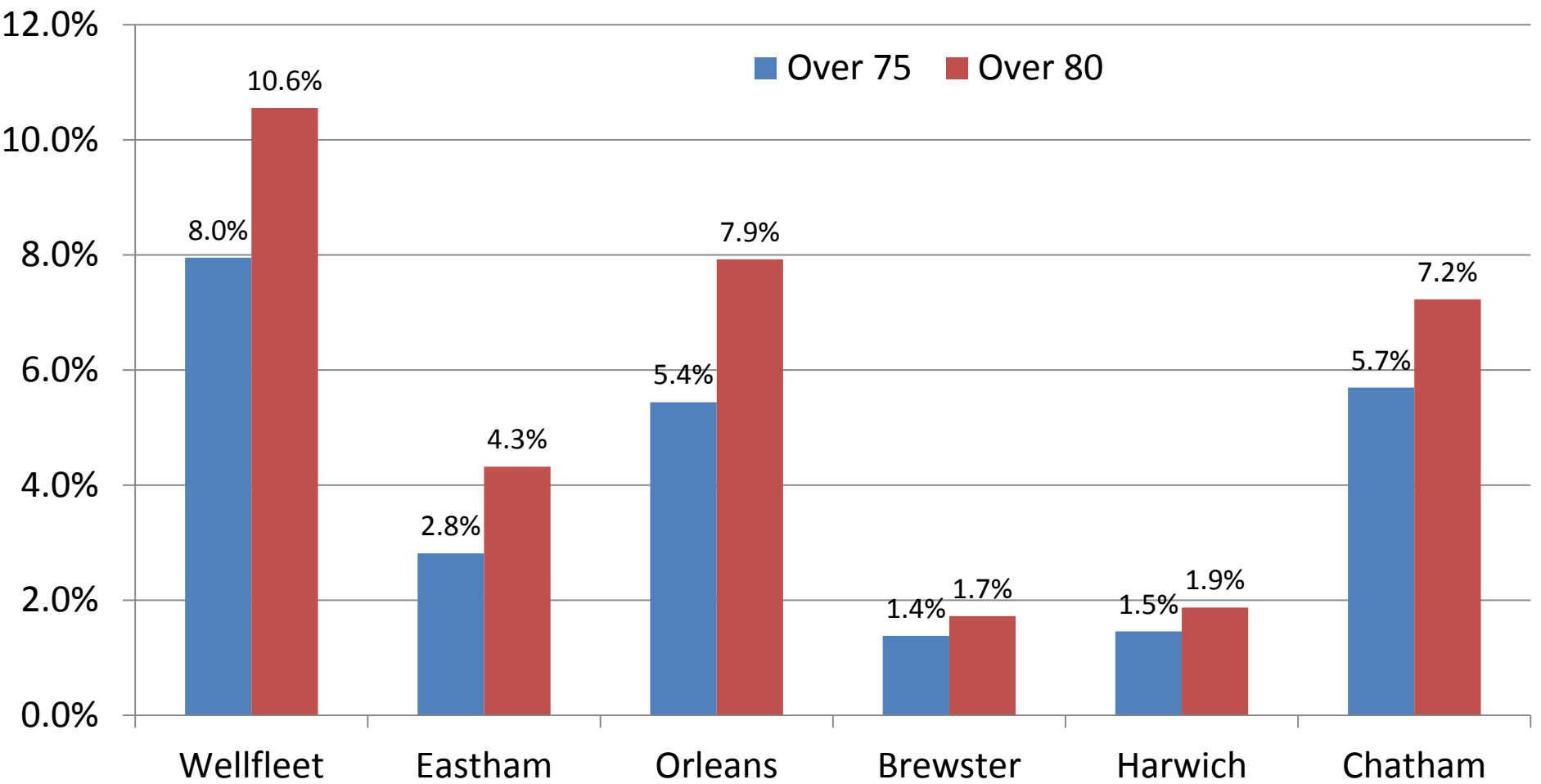
 % of Volunteers

 % of 6 town area's 60+ Population

 % of Services Requested by Members from Town

 % of Services Provided by Volunteers from Town

Market Penetration by Town
Percent of Seniors who are Members



Towns of Service Providers & Recipients (Since Inception)

54% 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	857	67	192	24	27	1	1168
	Eastham	526	310	525	68	92	3	1524
	Orleans	24	60	1251	154	74	4	1567
	Brewster	3	21	371	200	118	4	717
	Harwich	8	2	67	67	363	3	510
	Chatham		1	9	2	38	12	62
	Other	5	0	8	8	7	0	28
	Total Used	1423	461	2423	523	719	27	5576

Towns of Service Providers and Recipients (Last 4 Weeks)

59% 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	33	3					36
	Eastham	9	13	9	3	3		37
	Orleans		1	31	5	1		38
	Brewster	1	1	16	14	7	2	41
	Harwich			2	4	9	1	16
	Chatham			1	1	1	4	7
	Other	0	0	0	0	0	0	0
	Total Used	43	18	59	27	21	7	175

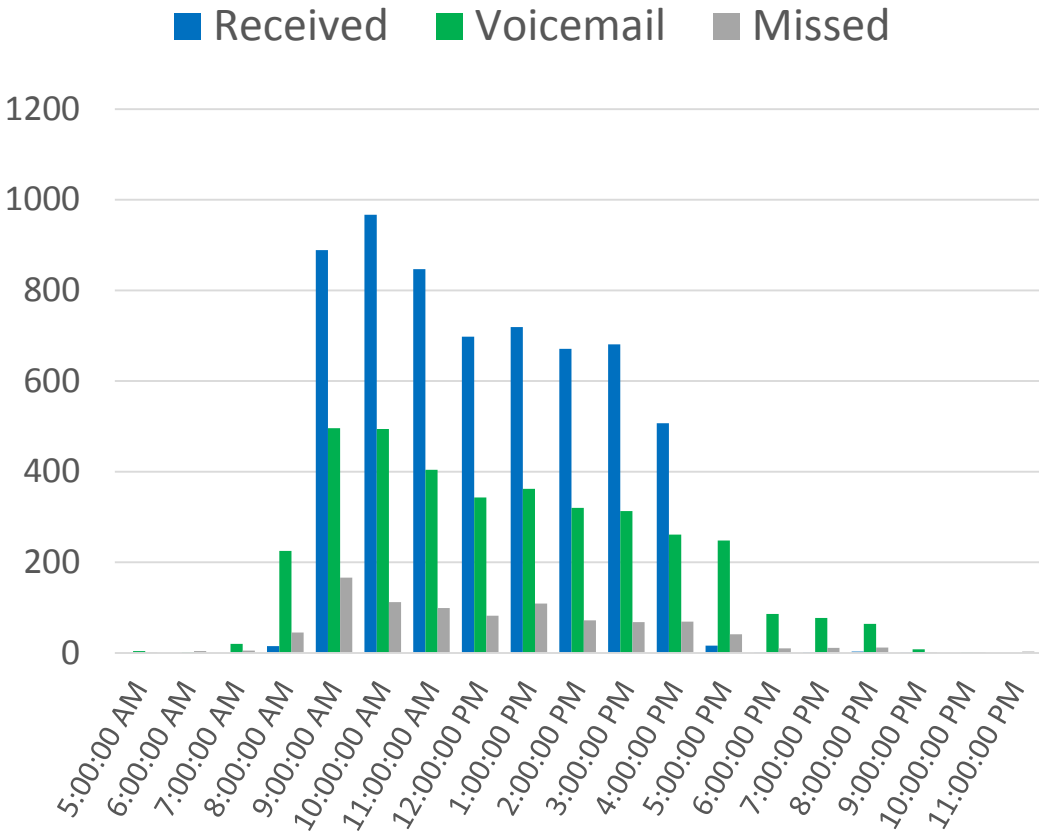
Call Analysis

- A look at when calls are received by time of day and day of the week



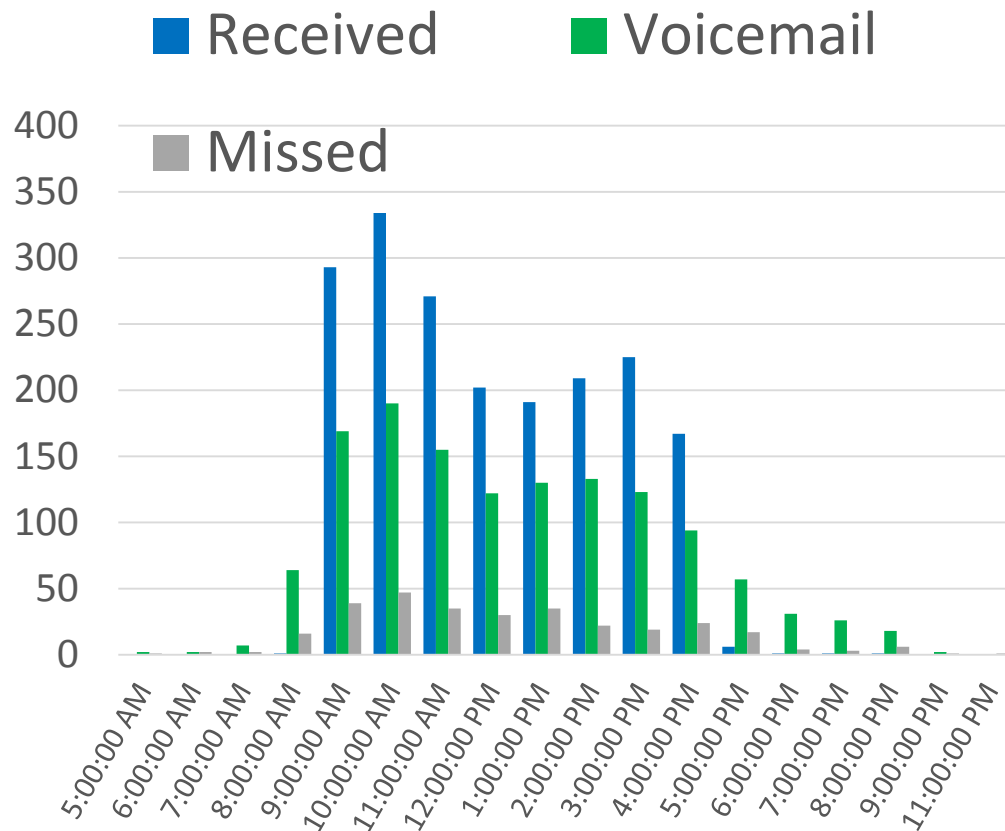
Time of Day that Calls are Received Since Inception

- Calls are heaviest during the morning shift.
- A fair number of members leave messages from 8:00 to 9:00 AM and after the office closes for the day.
- “Received” means that the phone was answered.
- “Missed” means that no message was left.



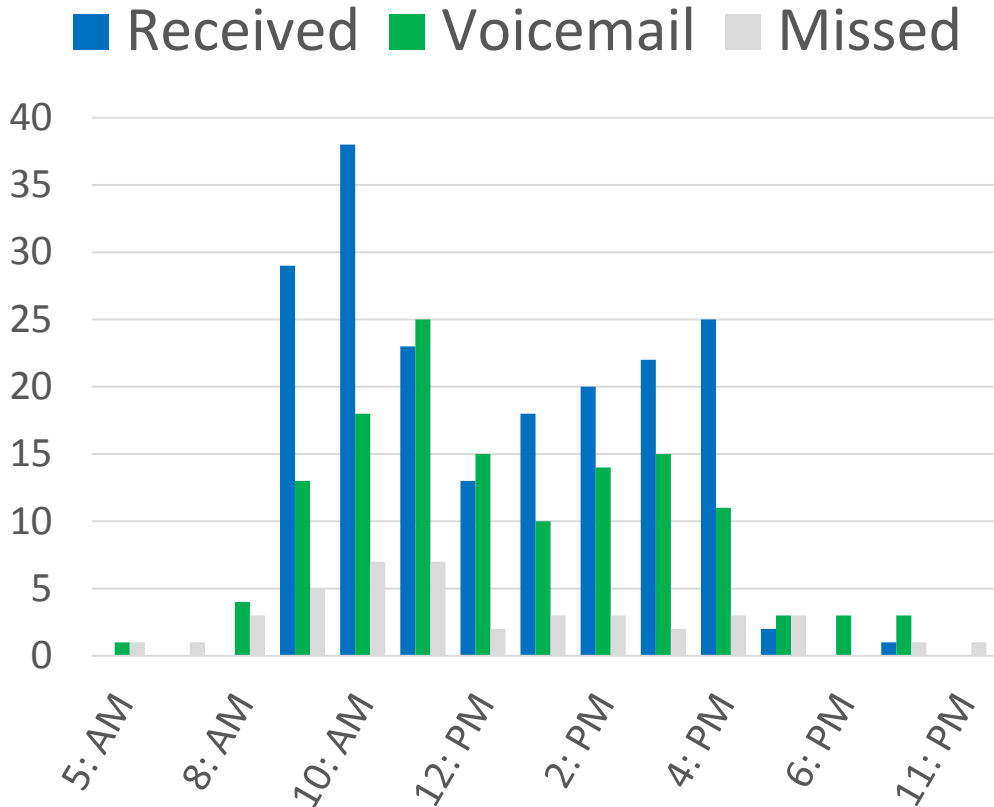
Time of Day that Calls are Received In the Last Year

- In the last year, a greater percentage of calls have been going to voice mail.
- The trend towards voice mail is greatest from 12:PM onwards.



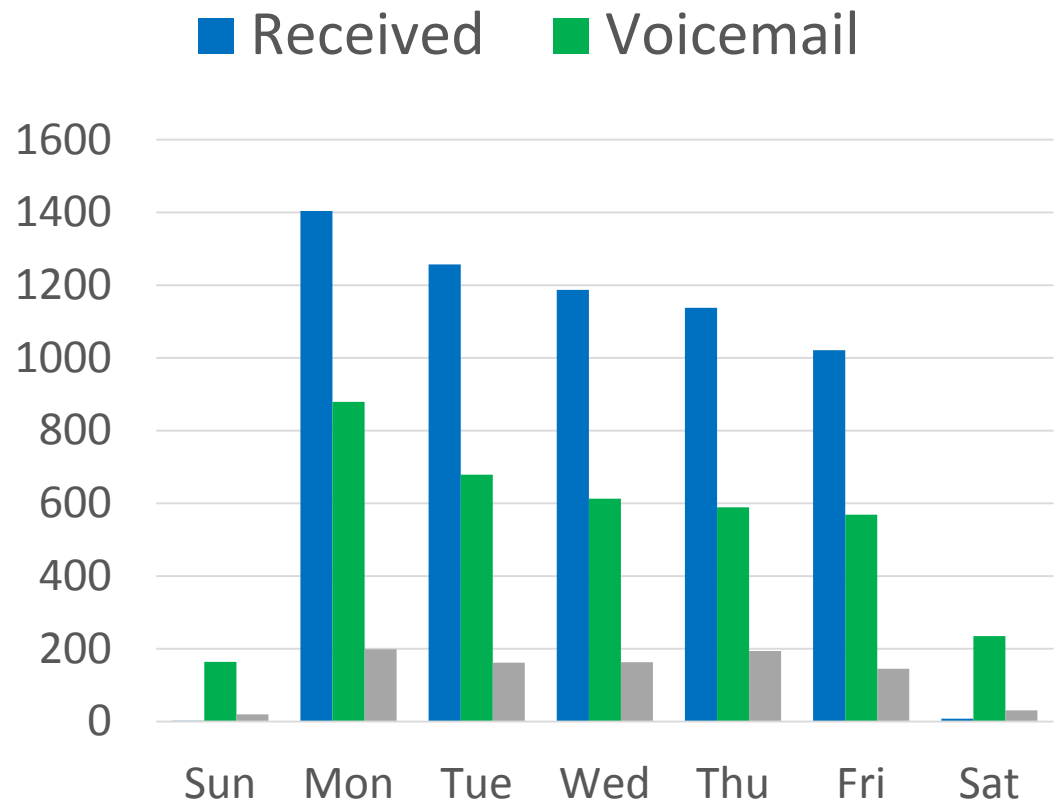
Time of Day that Calls are Received In the Last Month

- The number of calls going to voice mail has accelerated from 11:00 AM to 1:00 PM
 - Perhaps catching up from call volume in the morning or from fatigue.



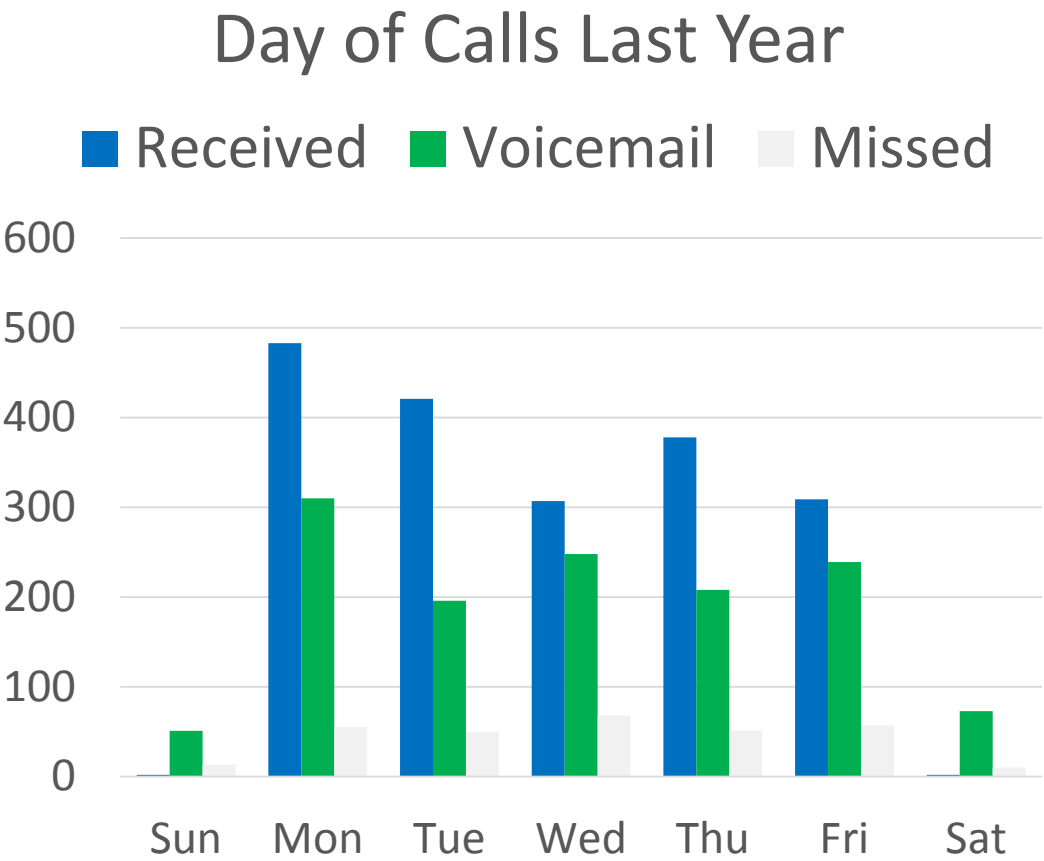
Day of the Week for Calls Since Inception

- The beginning of the week is the busiest
 - Monday is 40% heavier than Friday
- Trails off smoothly



Day of the Week for Calls Last Year

- The trend of calls received on the previous chart which trailed off smoothly seems to be interrupted for Wednesdays
- Possibly due to Call Manager meeting once per month. The calls went to voice mail, which increased.
- 3500 calls were made to our number last year.



Day of the Week for Calls Last Month

- Figures are a four week total.
 - Monday averages 20 calls per day, 62% of which are answered, 38% go to voice mail.
- Last month seems to follow the trend for the last year.
 - Wednesday has more calls going to voice mail, probably due to monthly CM meeting on Wednesday.
- Friday seems to have an above average number of calls going to voice mail.
- 368 calls were made to our number last month.

