

# Week 186 Member Services Report September 6, 2014



**First Encounter Beach - Eastham**

[By Paolo Vaghi](#)

## Summary of the Past Week

- The summer season has ended. This week includes Labor Day, and is only a four day week.
- We now have **236** 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 have a waiting list with **16** people on it.
- Handyman services have leveled off at 9%, the usual value and probably won't pick up until the fall.
- Online signups filled **84%** of needed services, up slightly again.
- To view reports for previous weeks click [here](#).

## Numbers for the Week

- Requests by members were at normal levels.
  - 40 volunteers performed 37 services for 25 households and covered 8 office shifts last week. With 1 filled cancellations that means we filled 54 assignments.
  - 97 volunteers performed 161 services for 59 households and covered 38 office shifts in the last 4 weeks.
  - 210 volunteers performed 2068 services for 179 households this year.
  - 5 services were cancelled last week, 1 with a volunteer already assigned.
- 154 of 184 filled requests were filled online in the last four weeks. (84%).
- We currently have 236 members and nominally 288 volunteers. The median age of our members is 83. The median age of our volunteers is 68.

## Looking Forward

- We are netting about three new members per week. There is a waiting list with sixteen people on it.
  - We have added 19 new members in August, and 2 in September, but lost a few 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 **291** [future service requests](#) booked for the next three months (not counting **32** already cancelled).
  - **6** service remains to be filled for next week,
  - **37** 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.
  - **51%** 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?

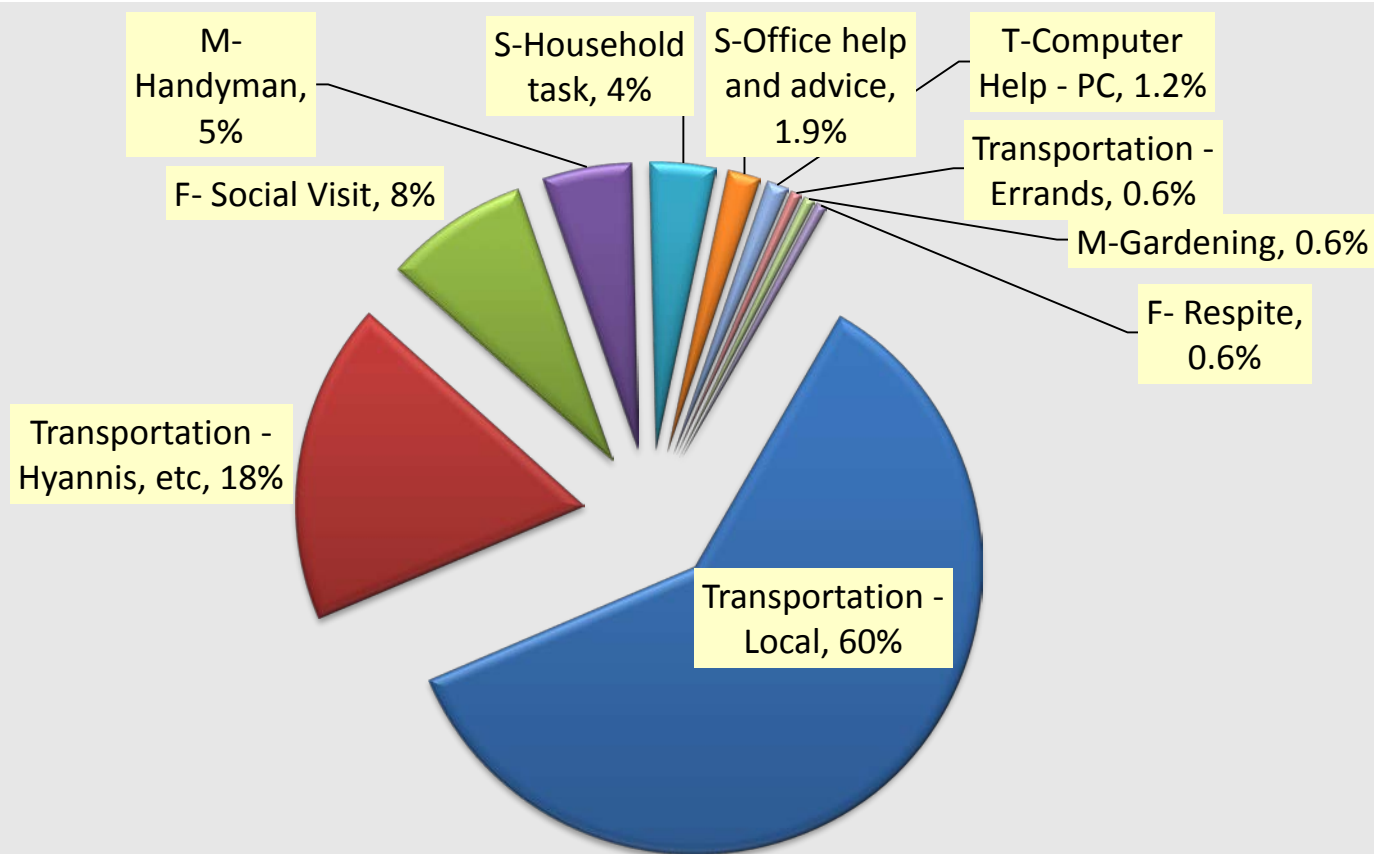
# WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

## What and how many services are we providing?

- Overall, transportation remains the major need (**78%**)
  - Rides to Hyannis are back to their normal range
  - with Handyman service falling to third place at 5% and social visits rising to second at 8%.
- 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 way down this week.

## Services in the Last 4 Weeks

9/6/2014

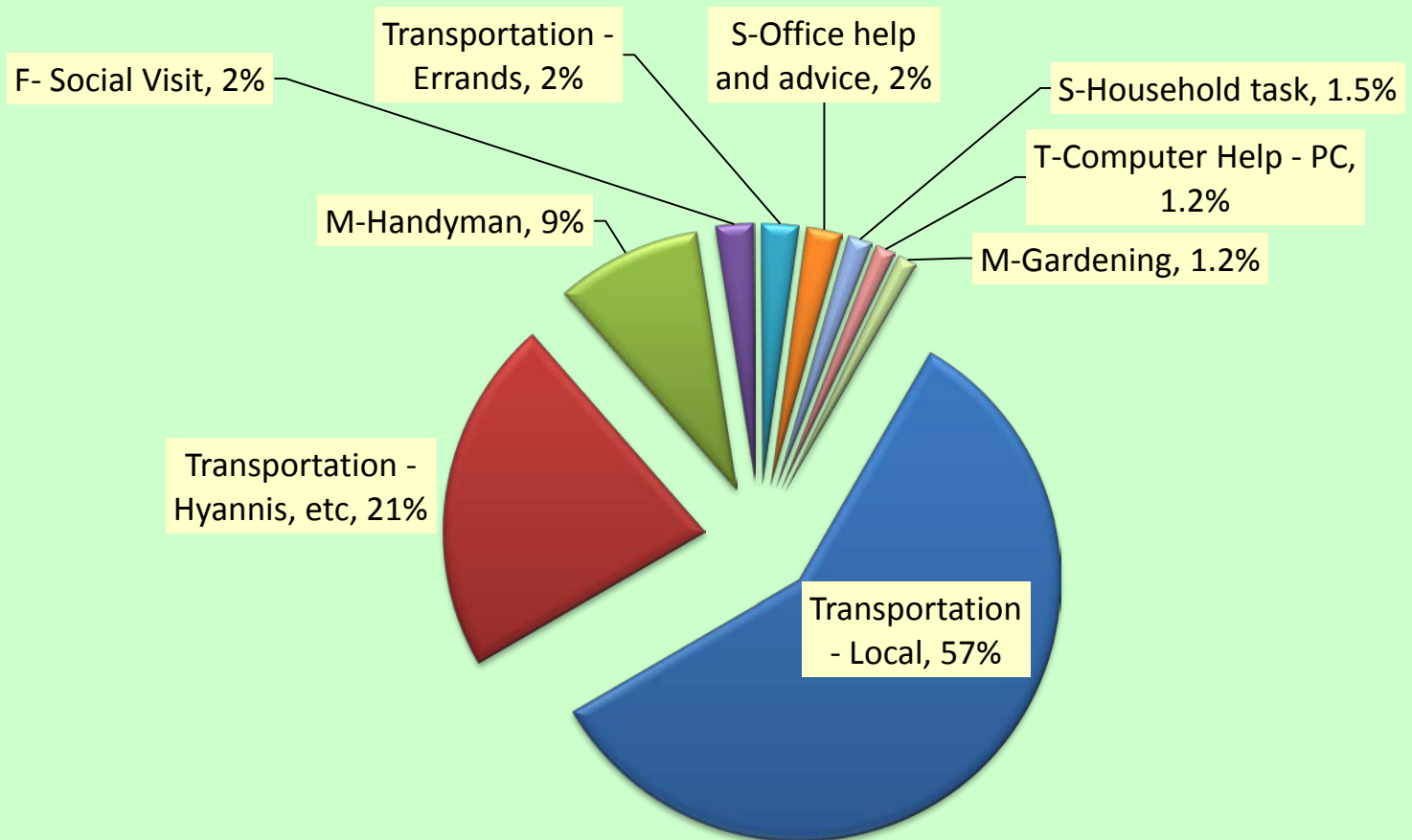


59 households used 161 services in the last four



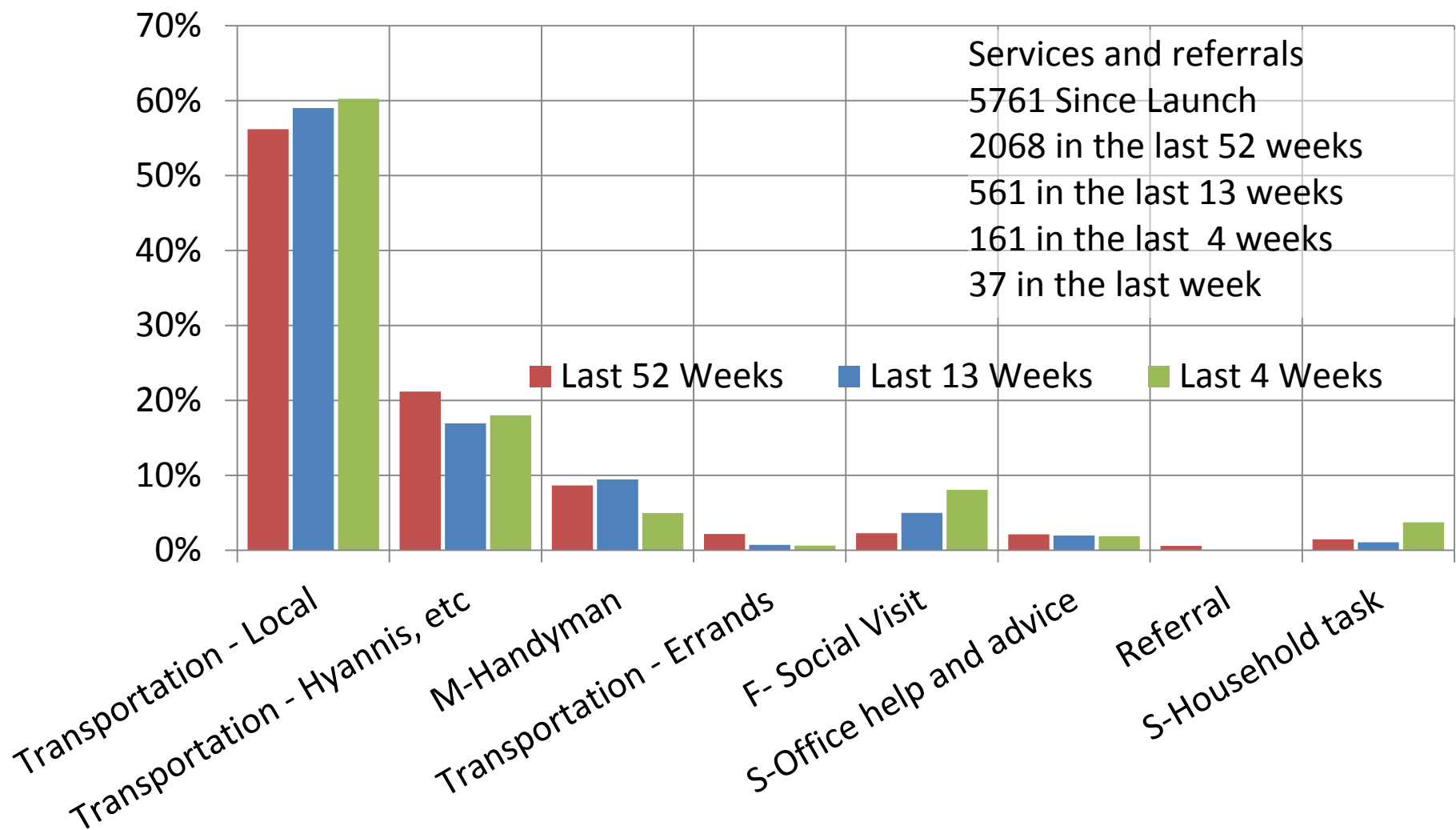
## Services in the Last 52 Weeks

9/6/2014

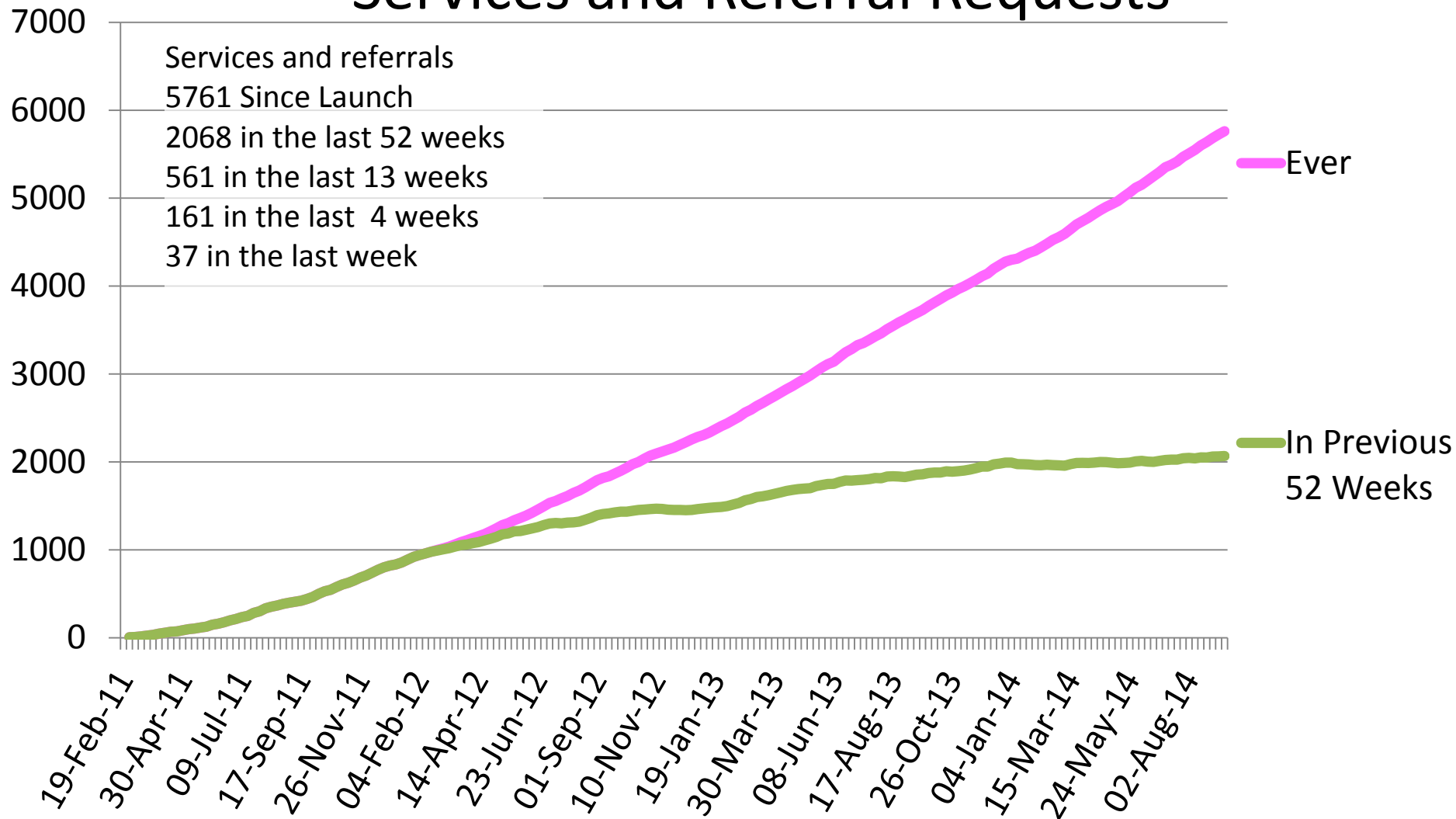


179 households used 2068 services in the last 52 weeks

# Trends in Services

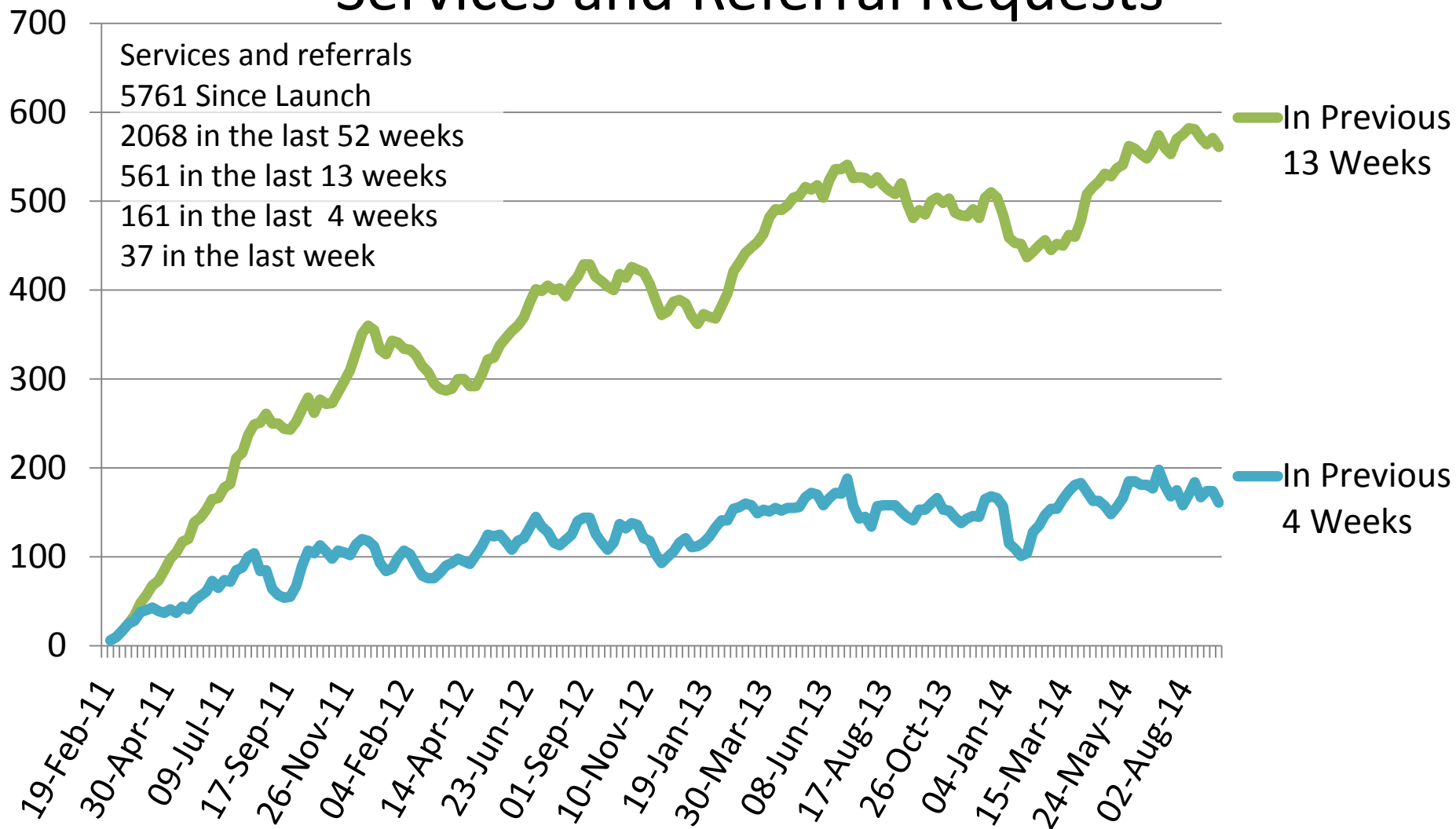


## Services and Referral Requests

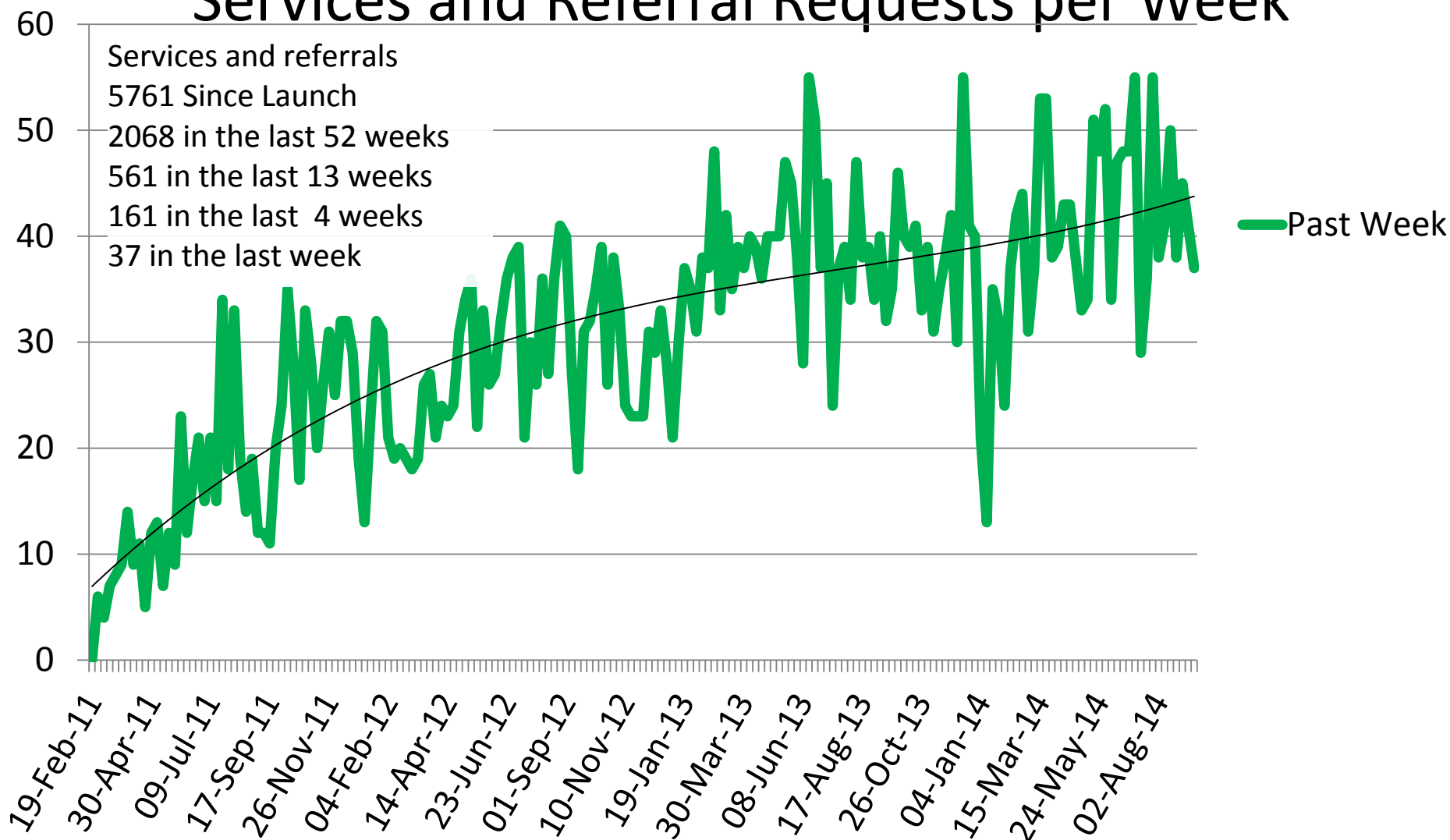




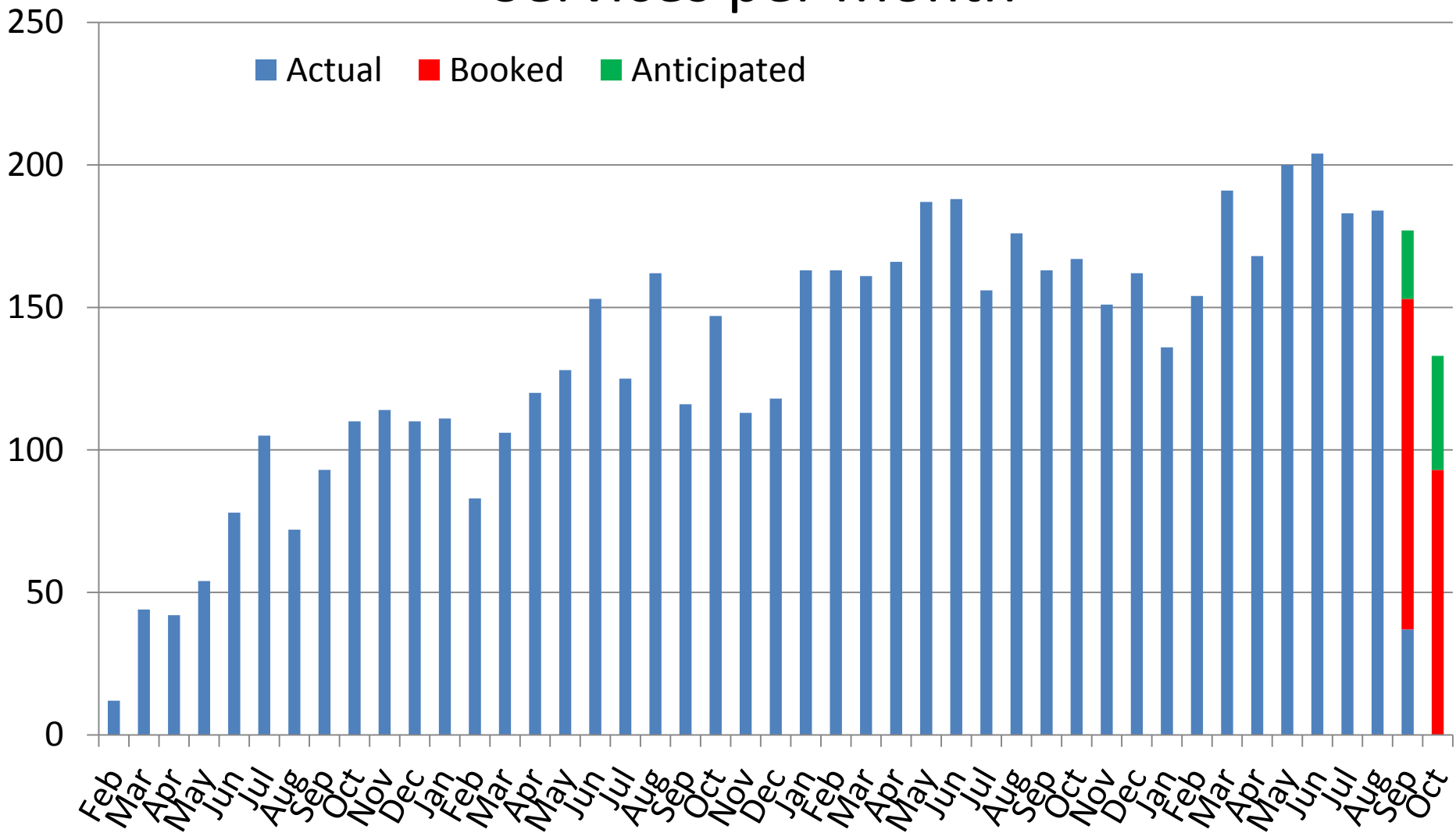
## Services and Referral Requests



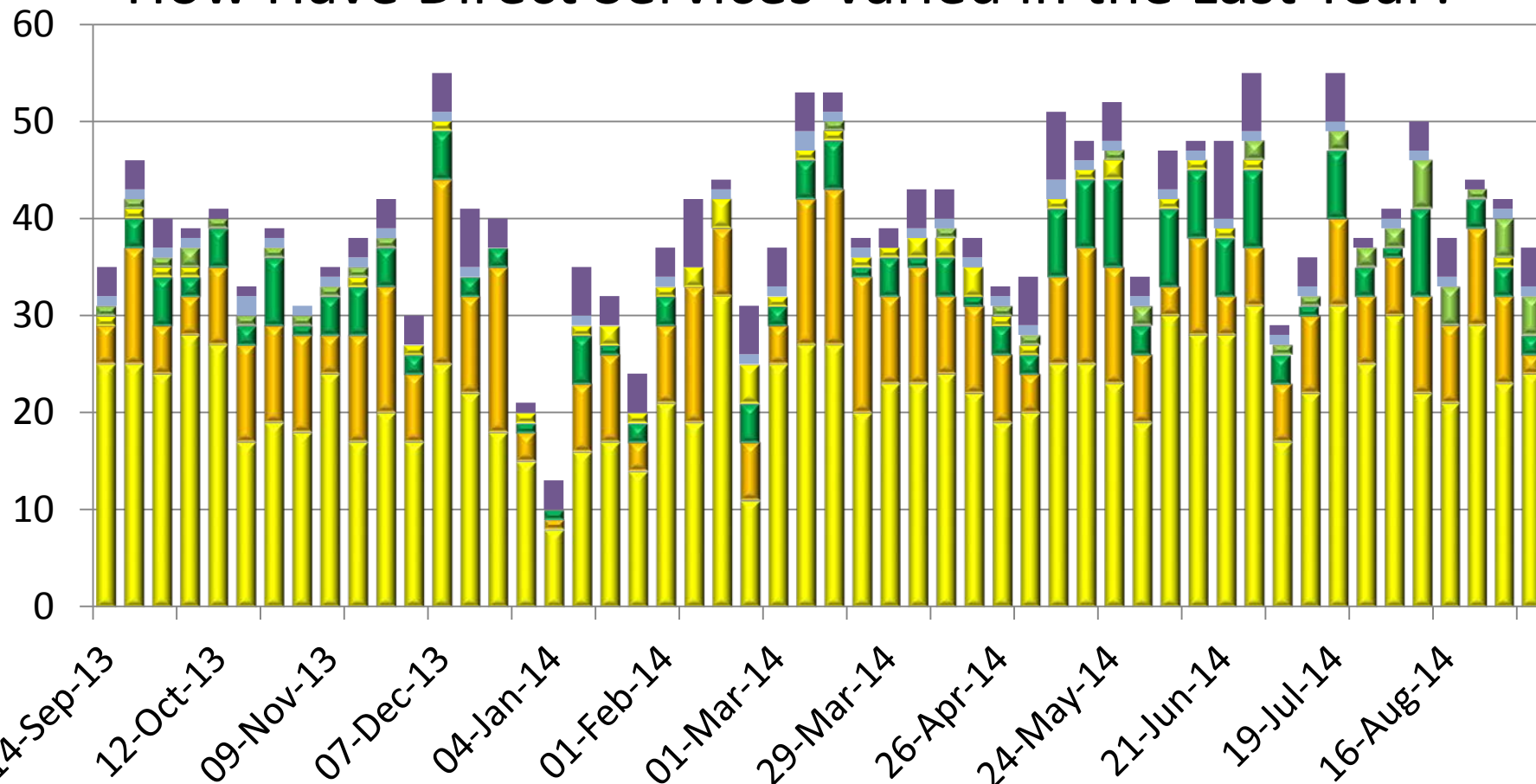
# Services and Referral Requests per Week






# Services per Month





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

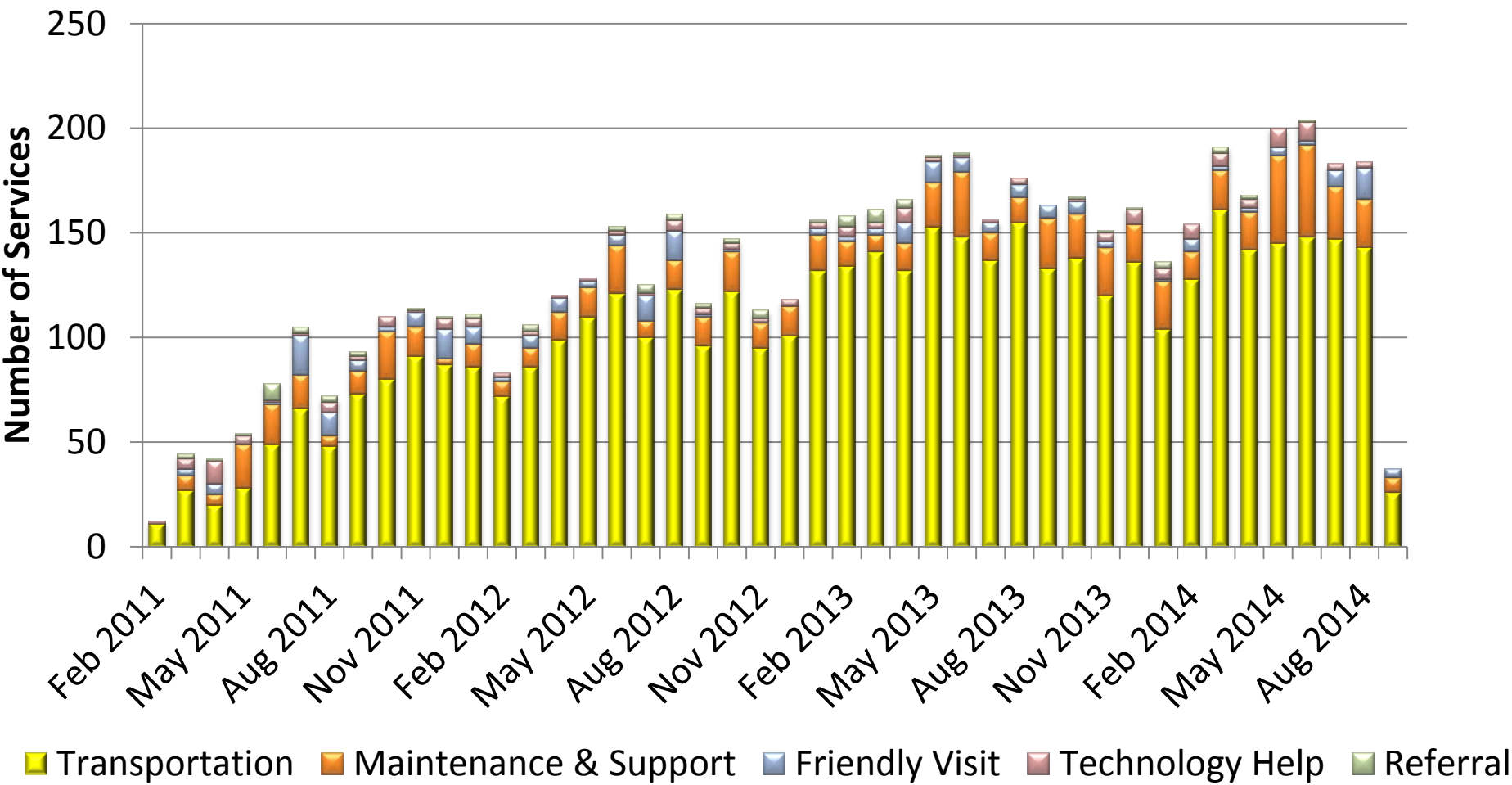


 Transportation - Local  
 Transportation - Errands  
 Other

 Transportation - Hyannis, etc  
 F- Social Visit

 M-Handyman  
 S-Office help and advice

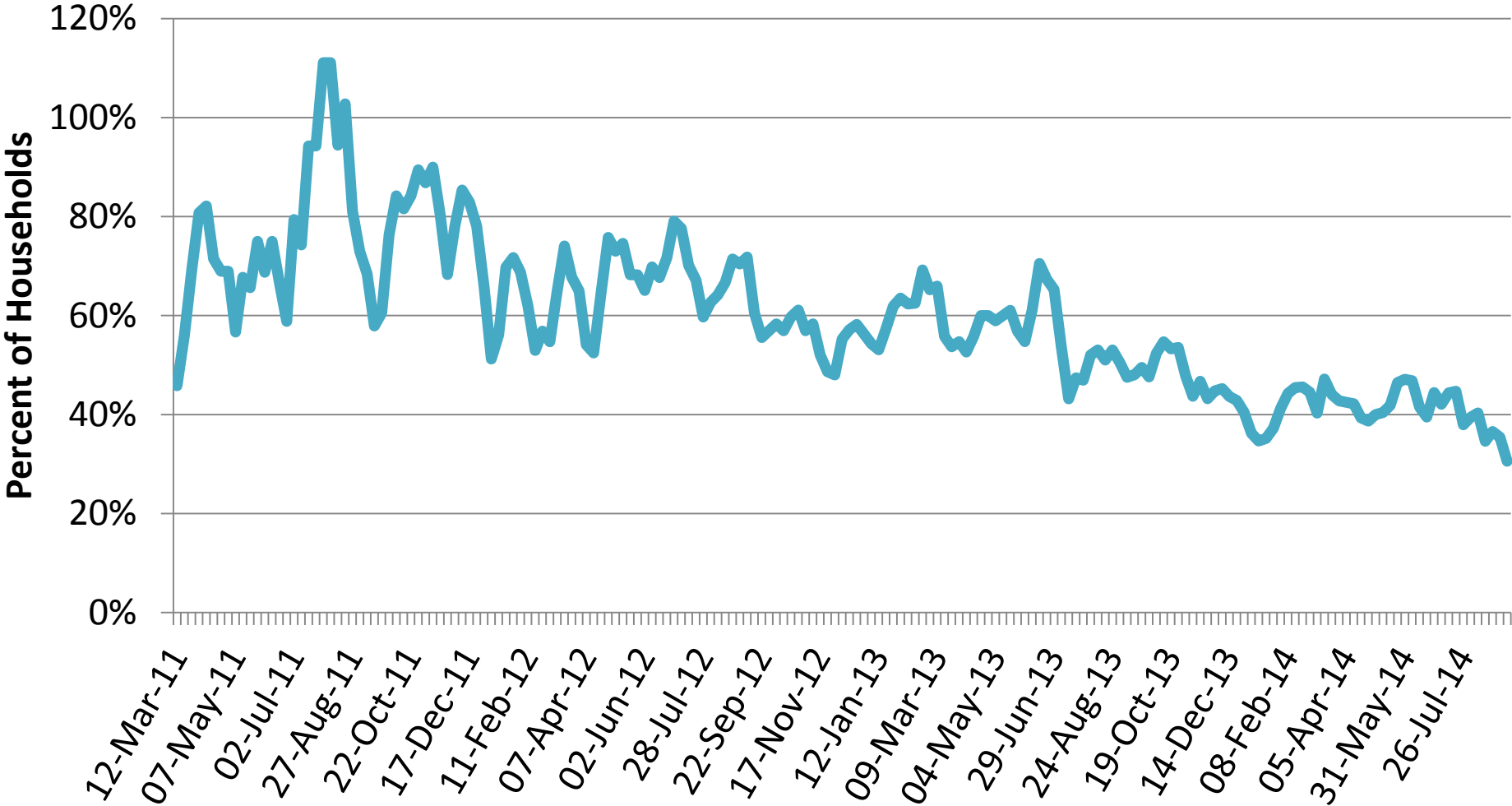
# Service Categories







# % of Households Receiving Services in Last Four Weeks



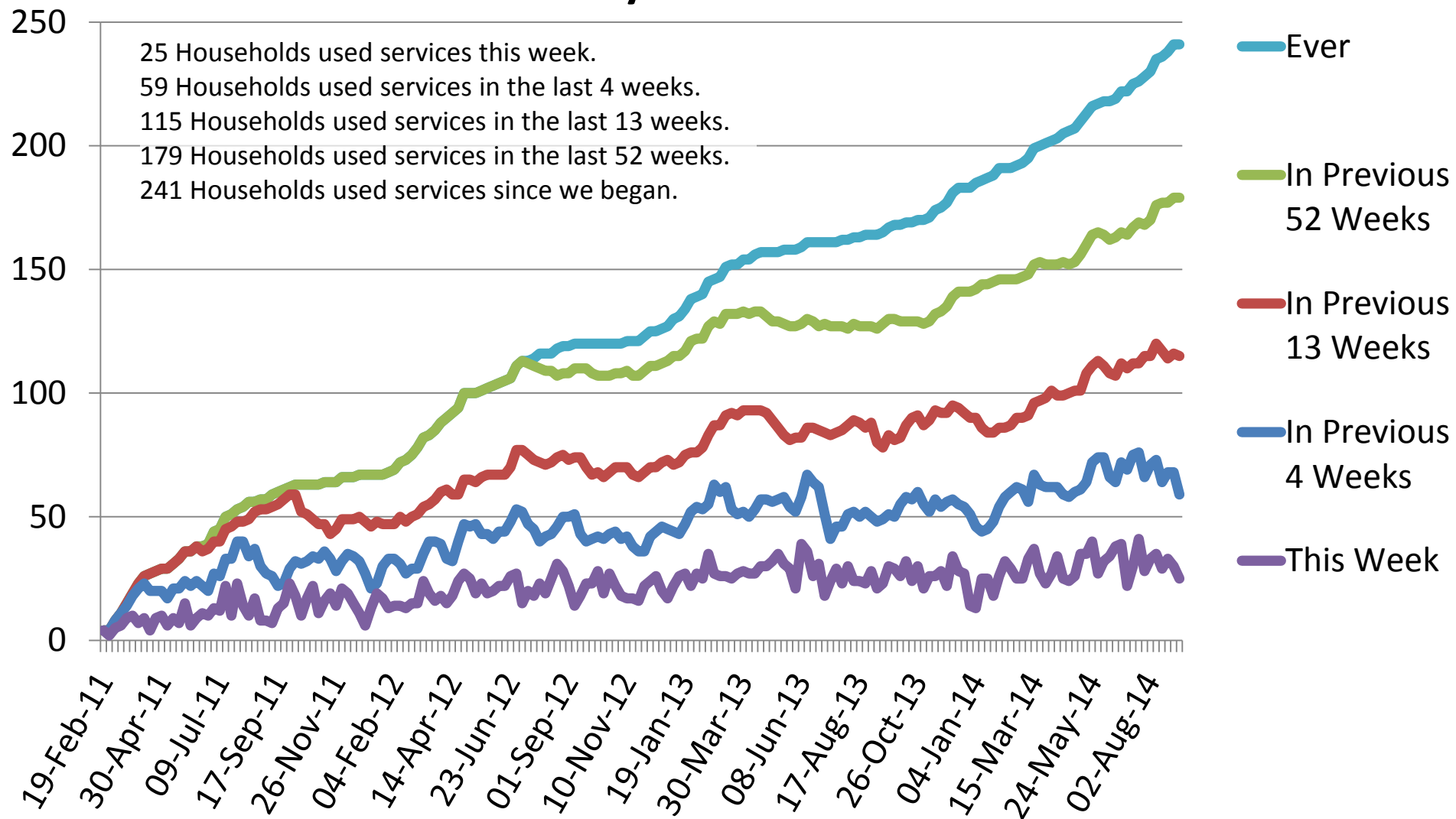


## Annualized Rate of Services per Household in Last 4 Weeks

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



## How Many Households Served



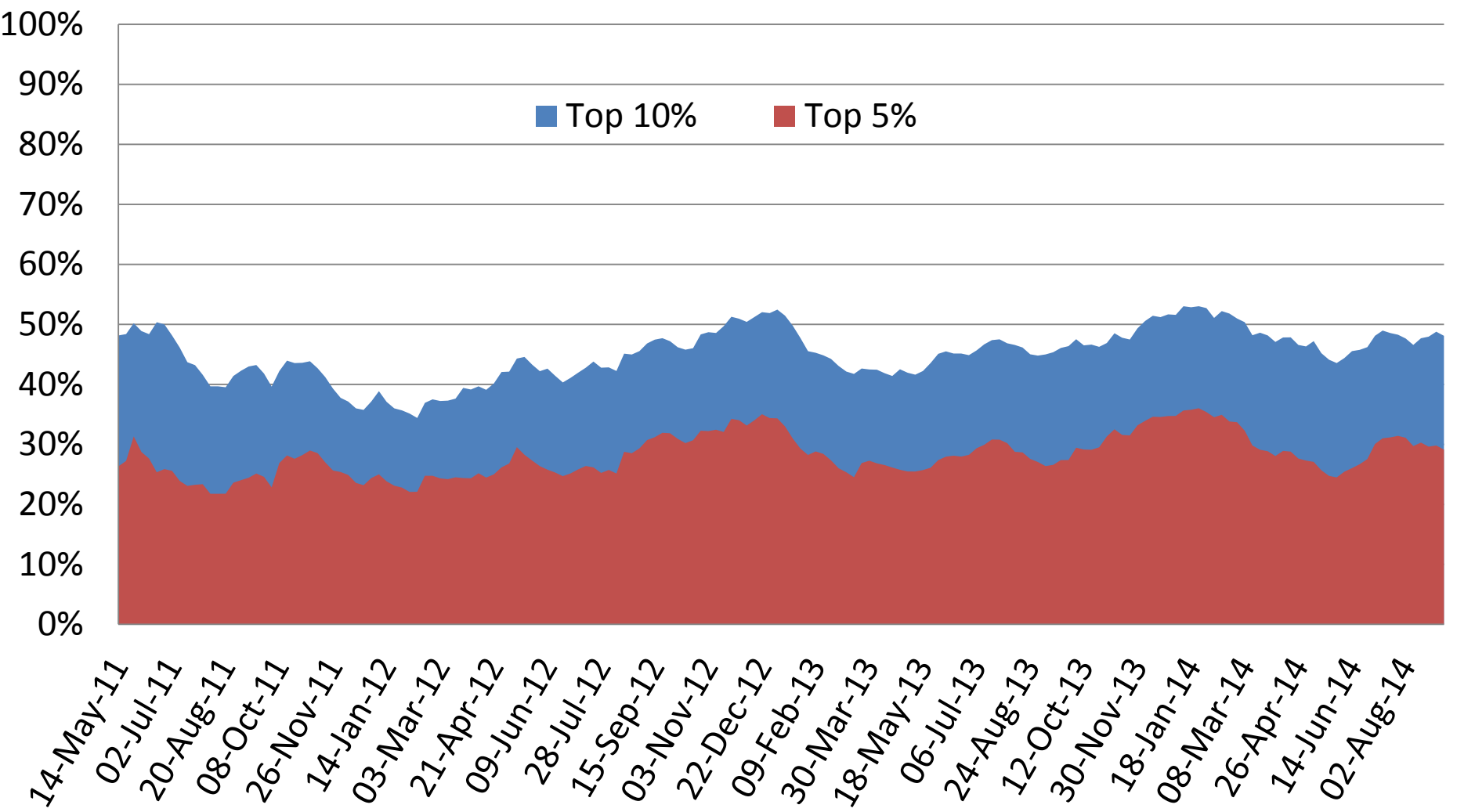
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[Top of Section](#)

[Next Section](#)



# Heaviest Users of Services



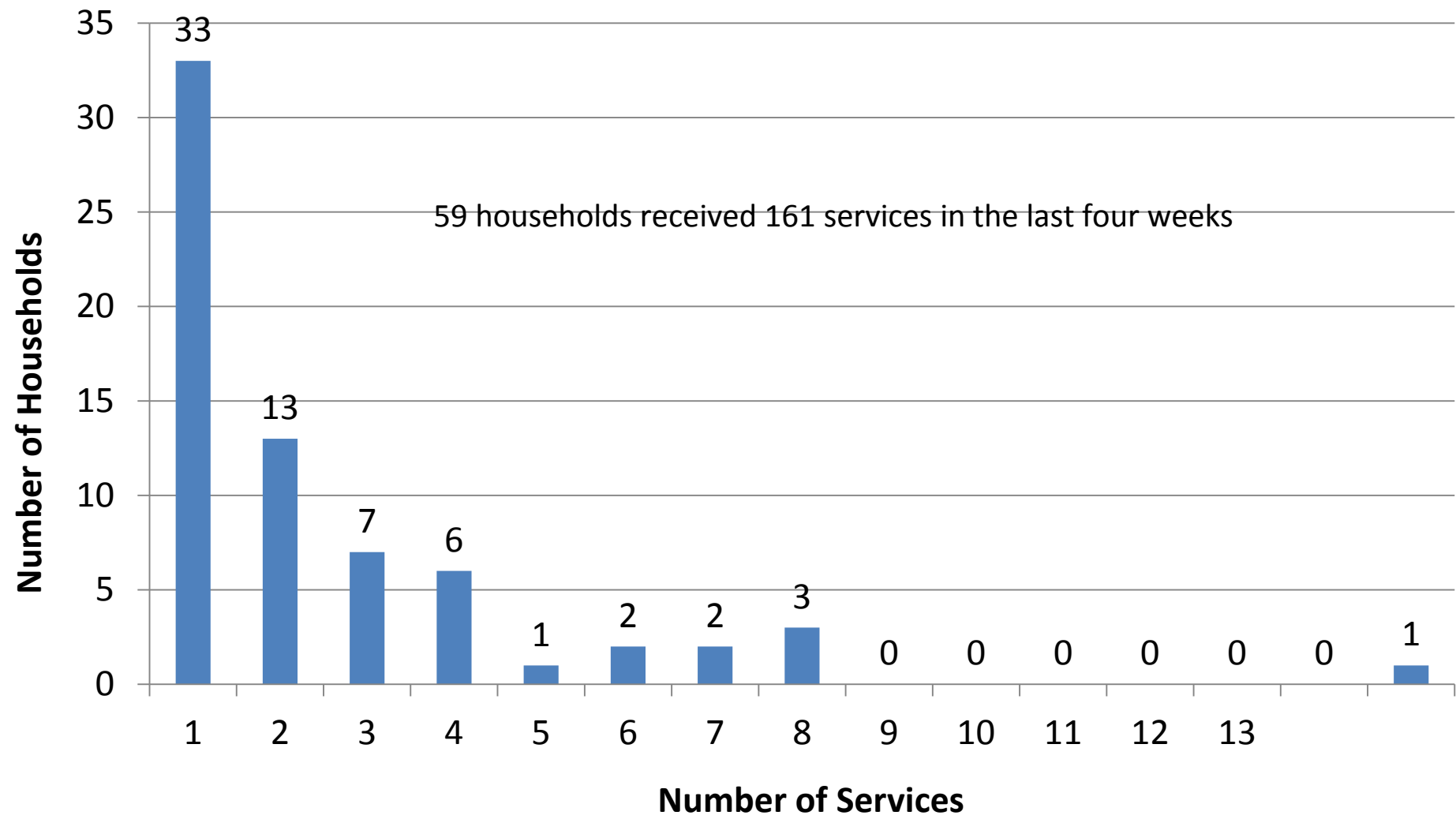
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[Top of Section](#)

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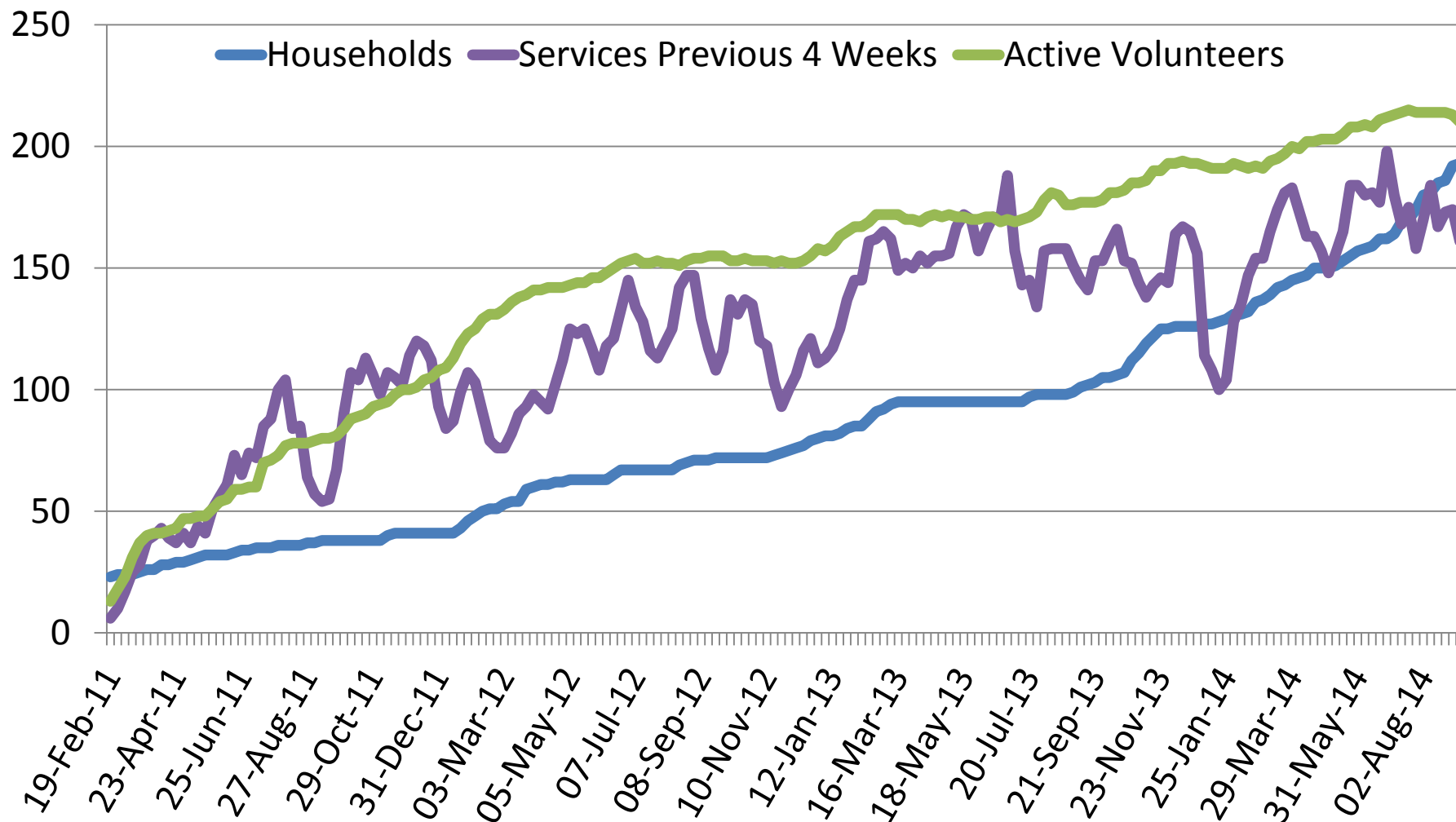


# Rate of Direct Services in Last 4 Weeks

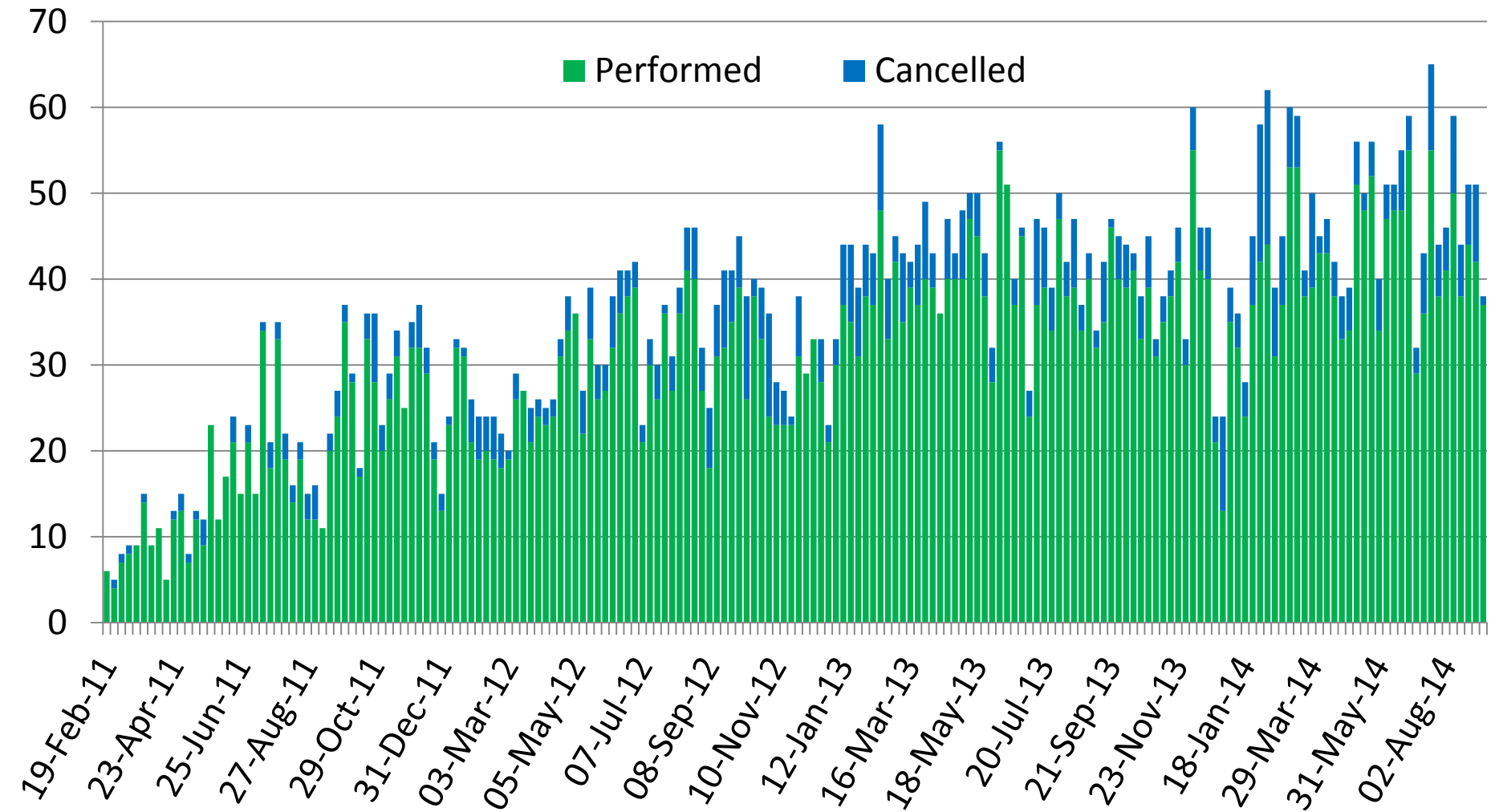




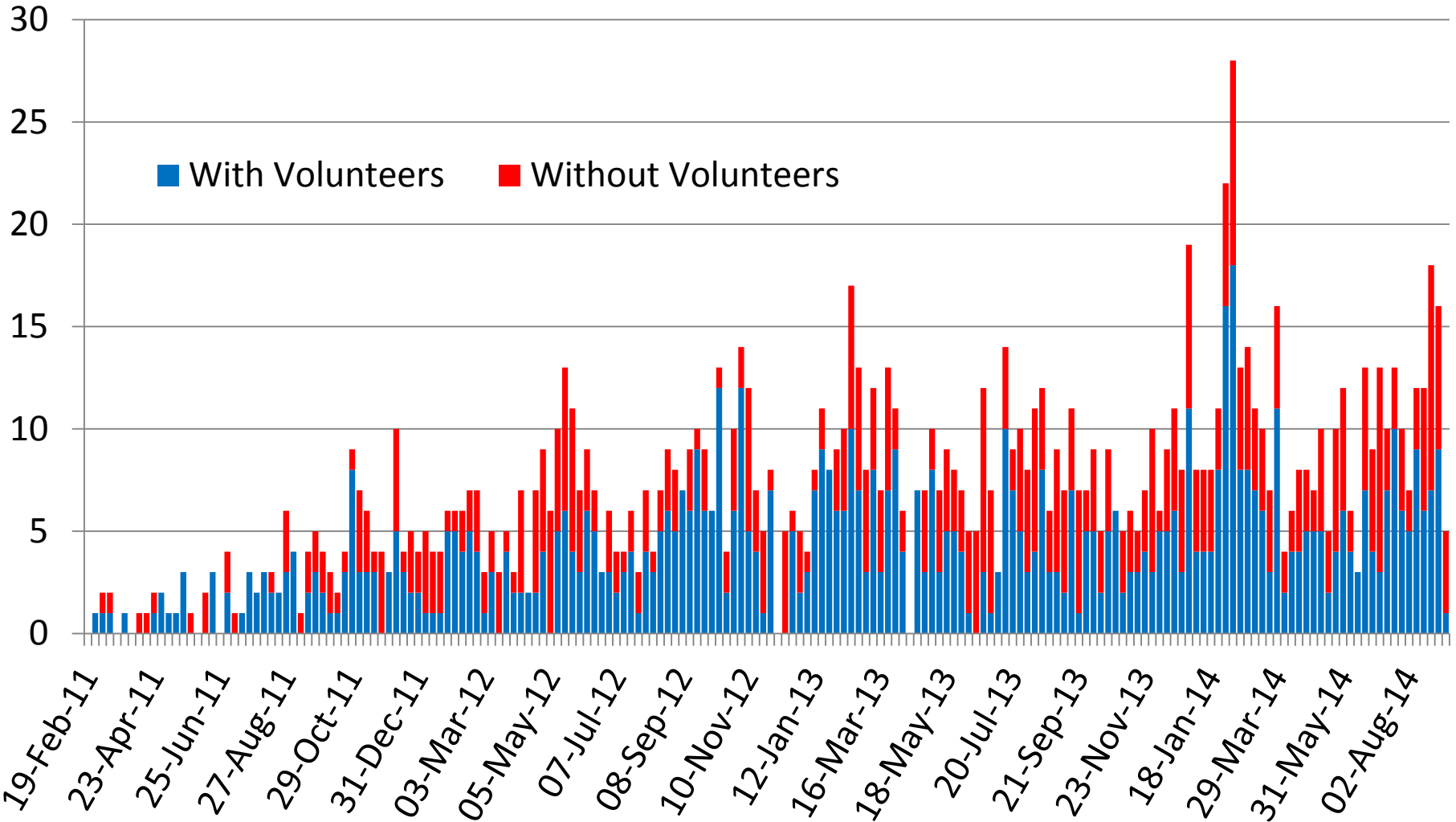
## Members, Volunteers, and Services in Last 4 weeks



## Services Filled

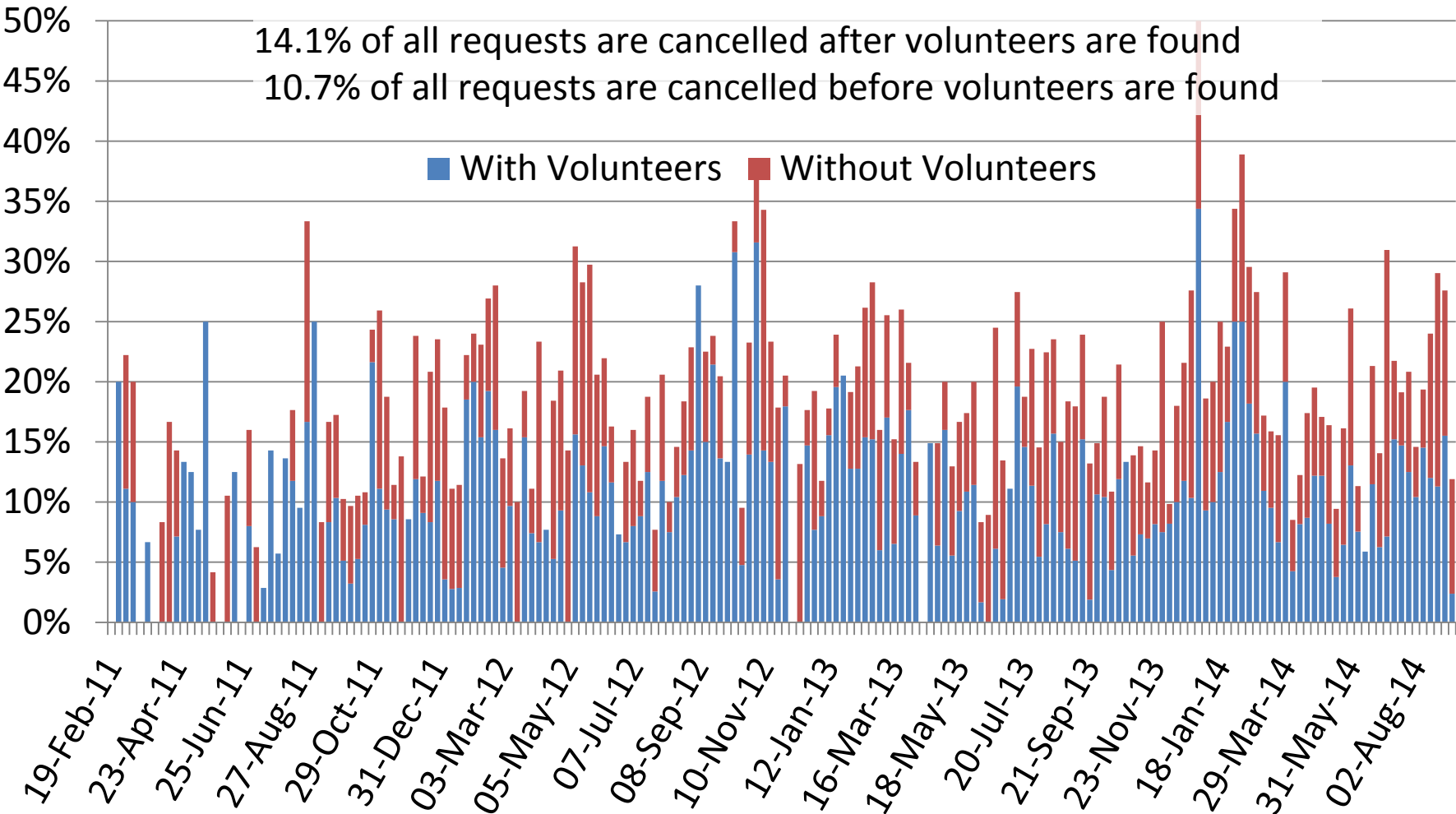


All Cancelled Services





# Cancellations as a Percentage of all Request for the Last Year



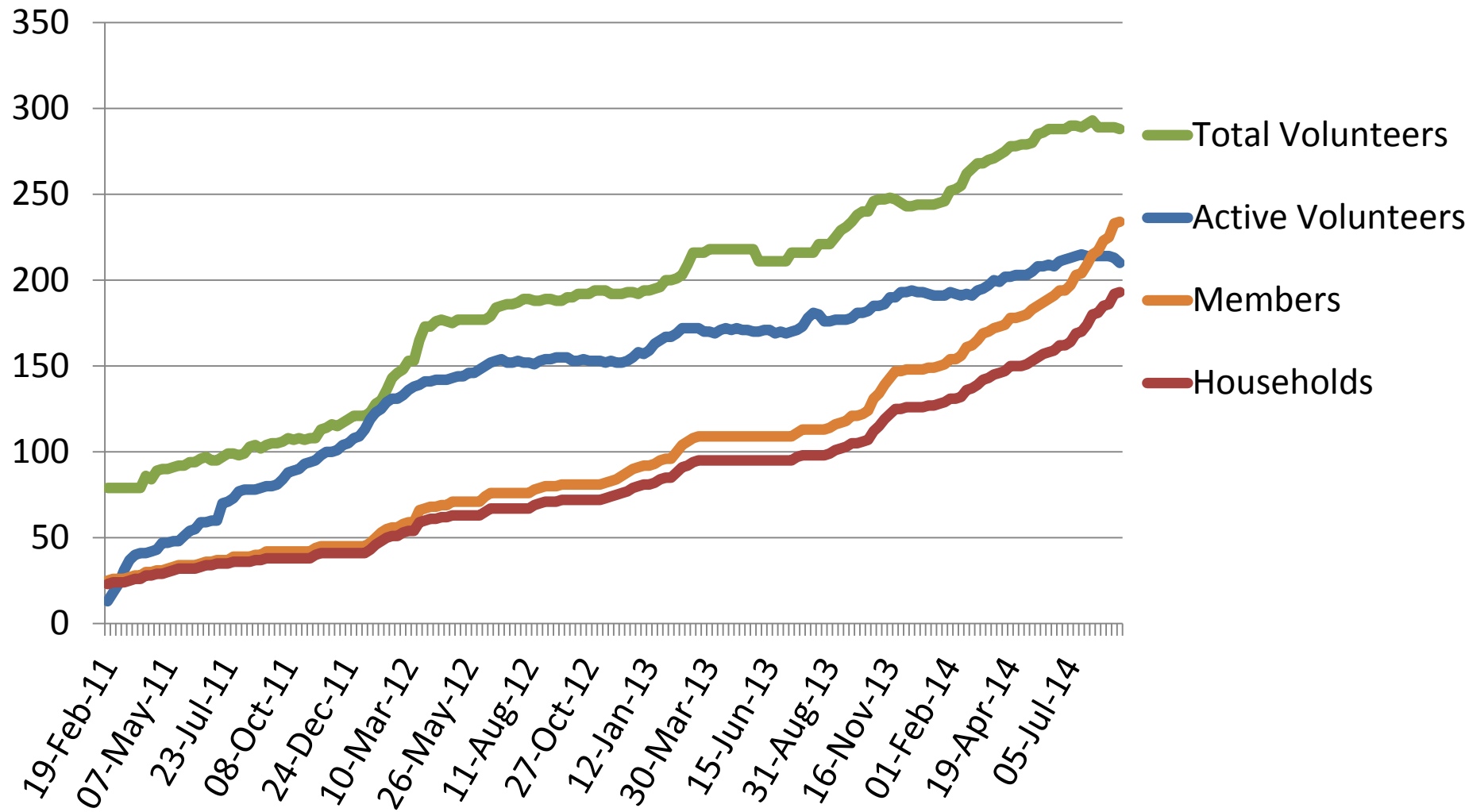
# **HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?**

## 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.

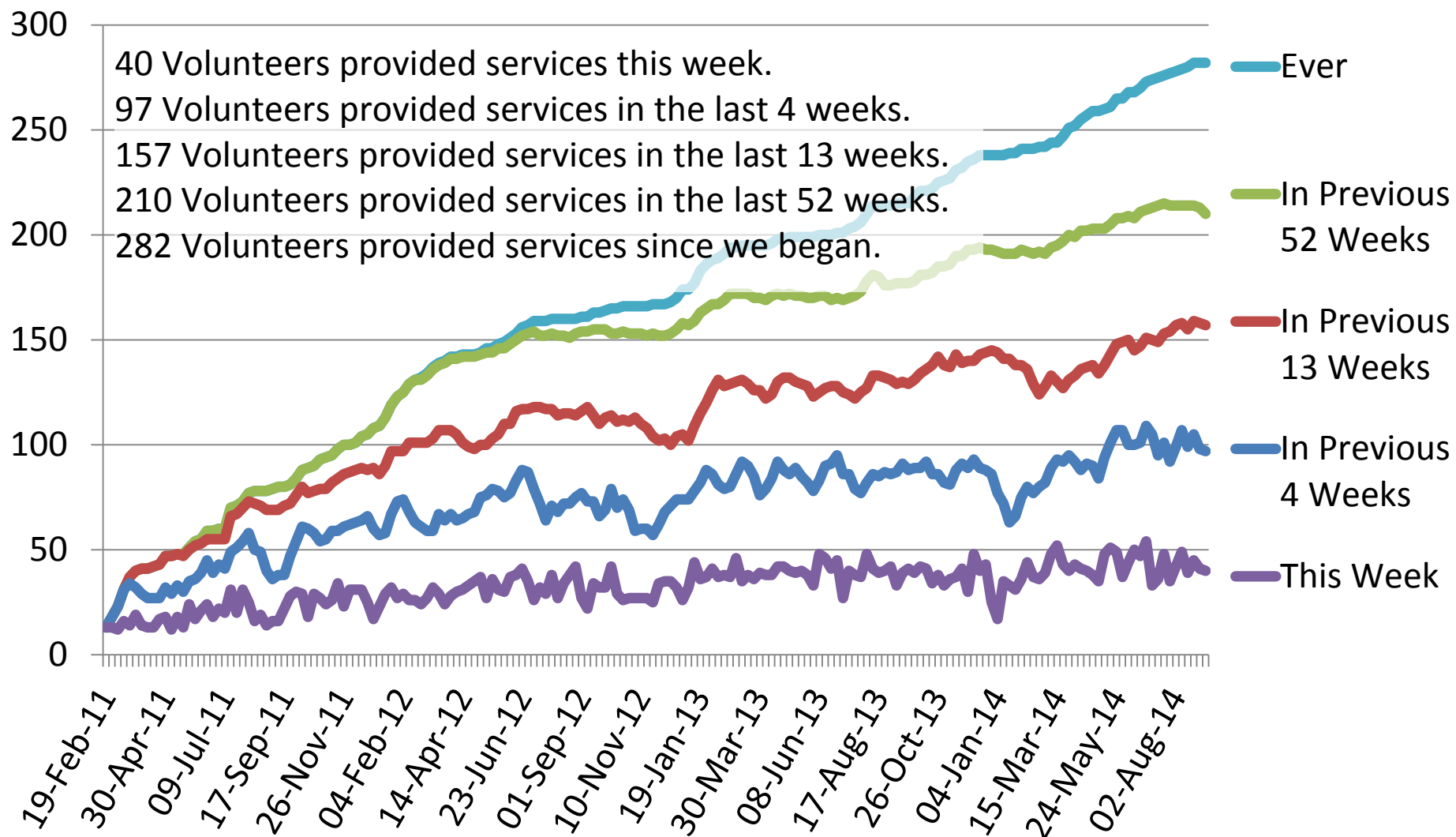


# Members, Households and Volunteers



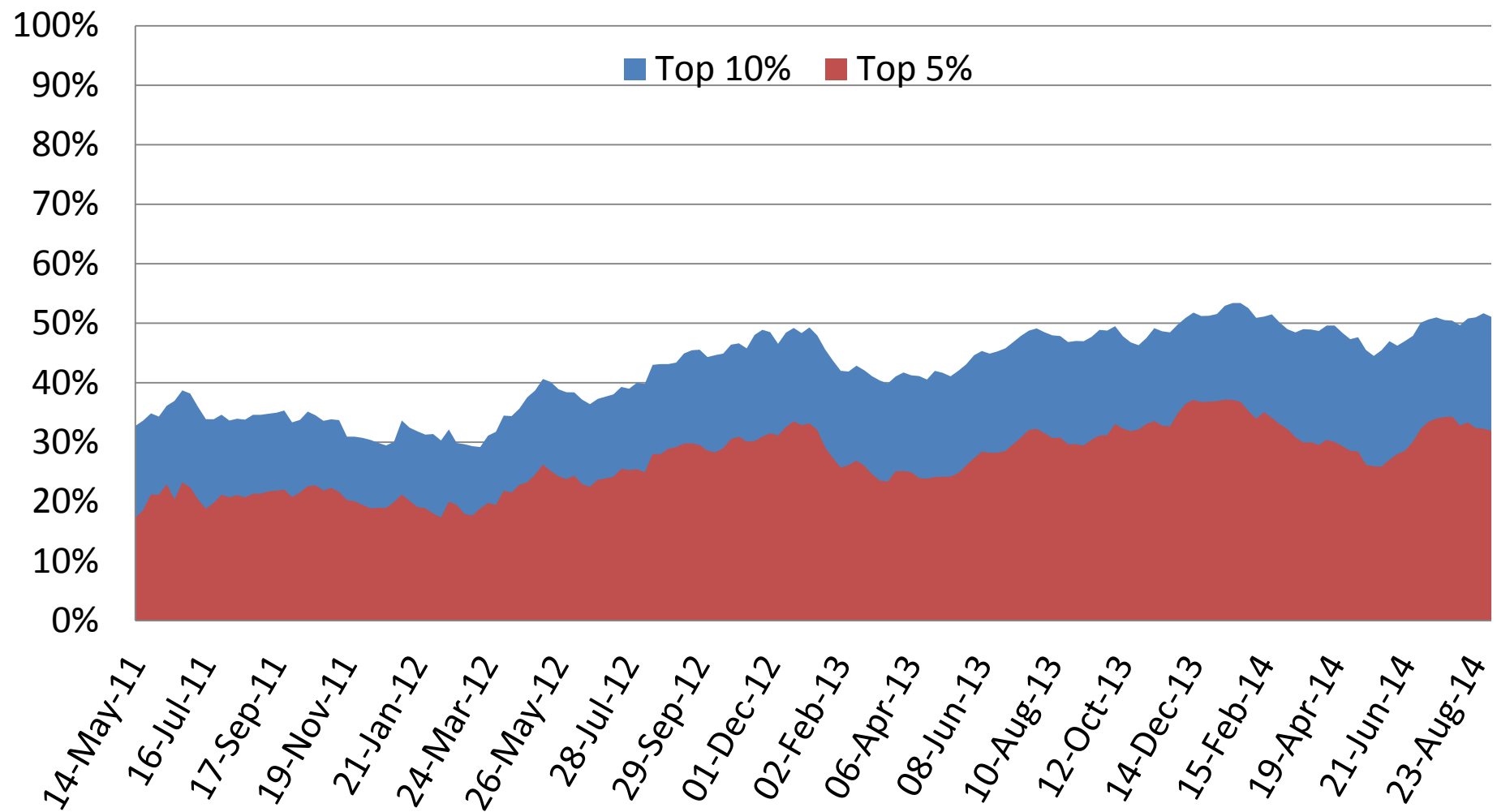


## Volunteers Who Provided a Service





# Most Active Volunteers During Previous Four Weeks



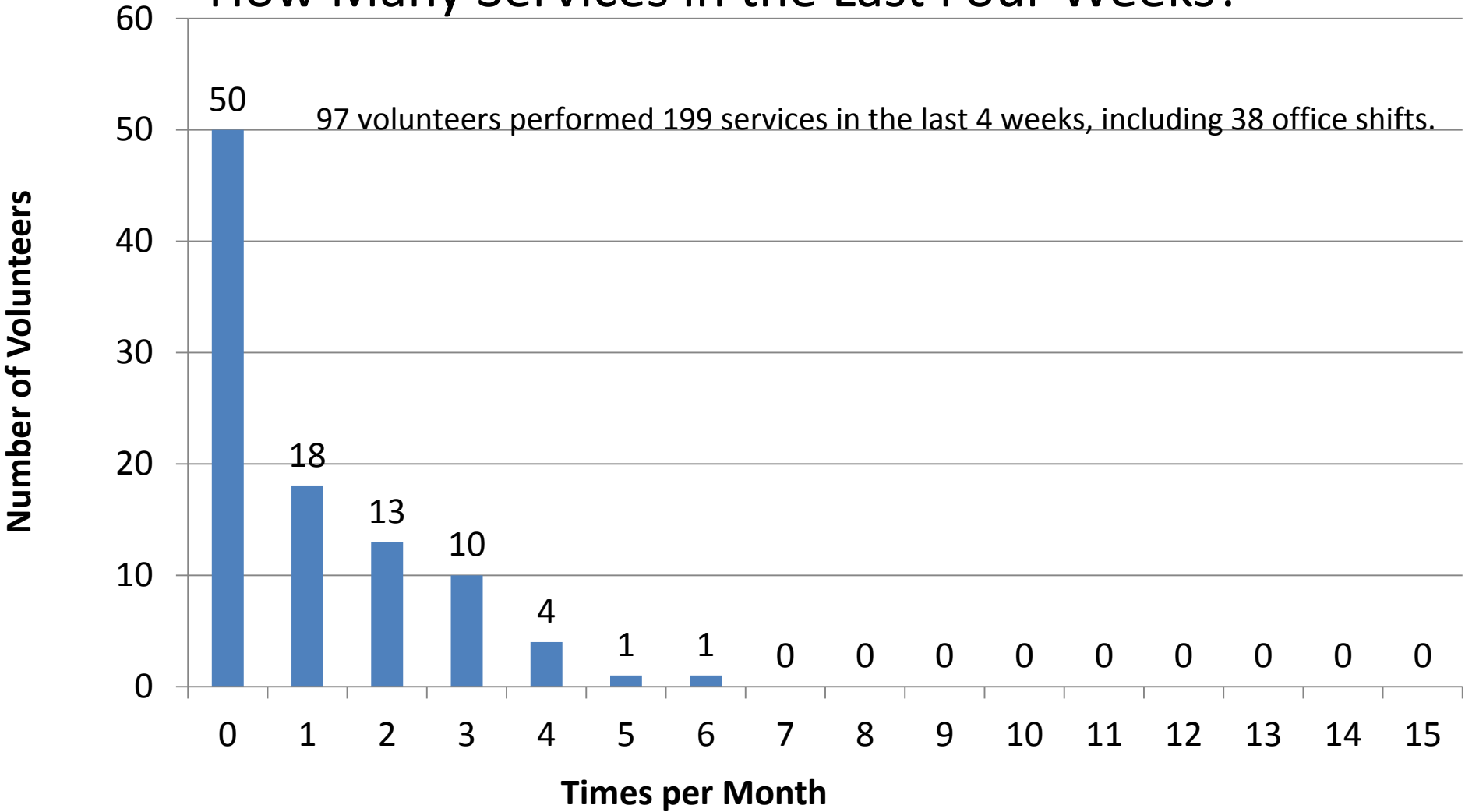
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[Top of Section](#)

[Next Section](#)



# How Many Services in the Last Four Weeks?



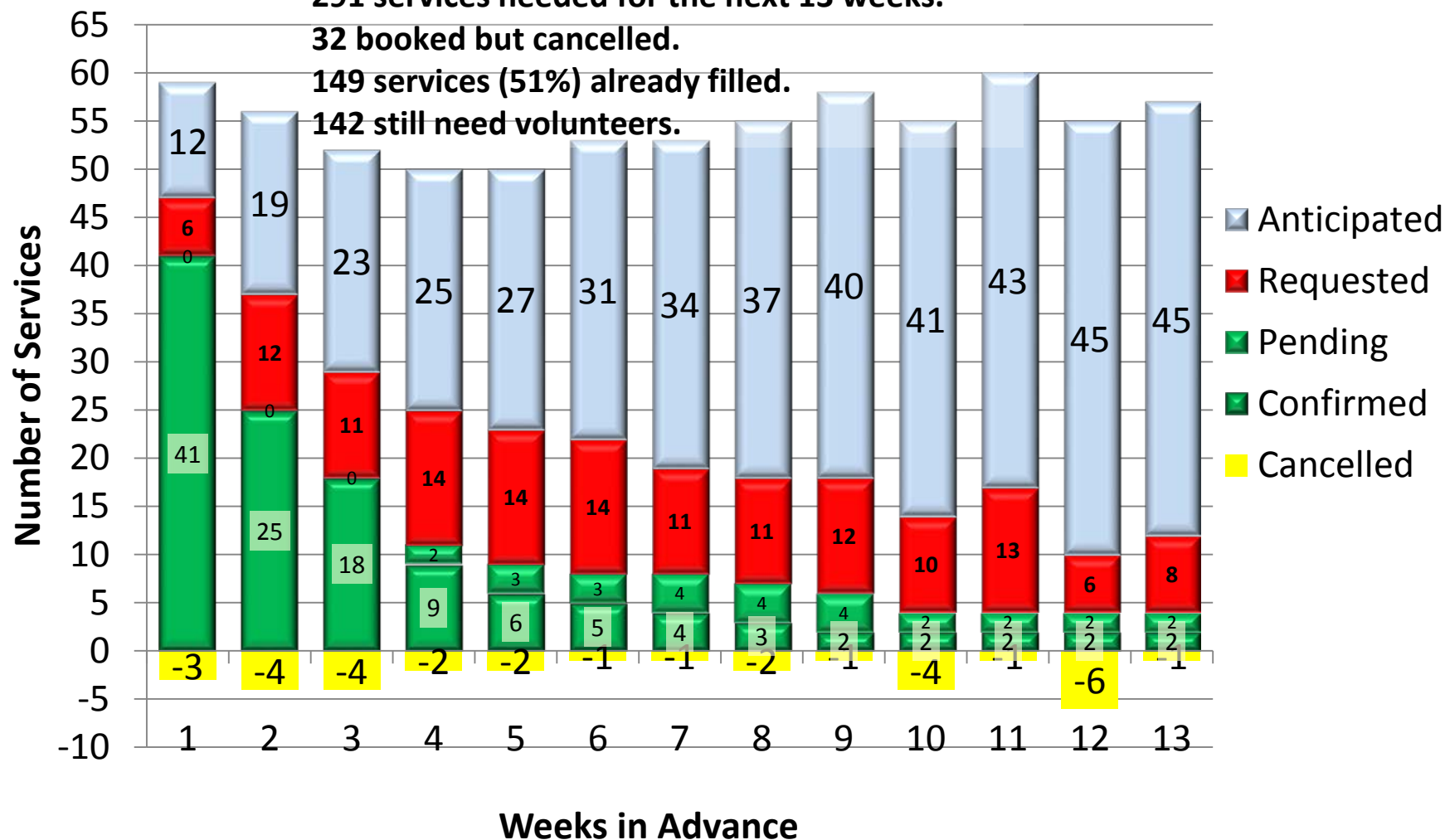
## Service Requests on the Books

291 services needed for the next 13 weeks.

32 booked but cancelled.

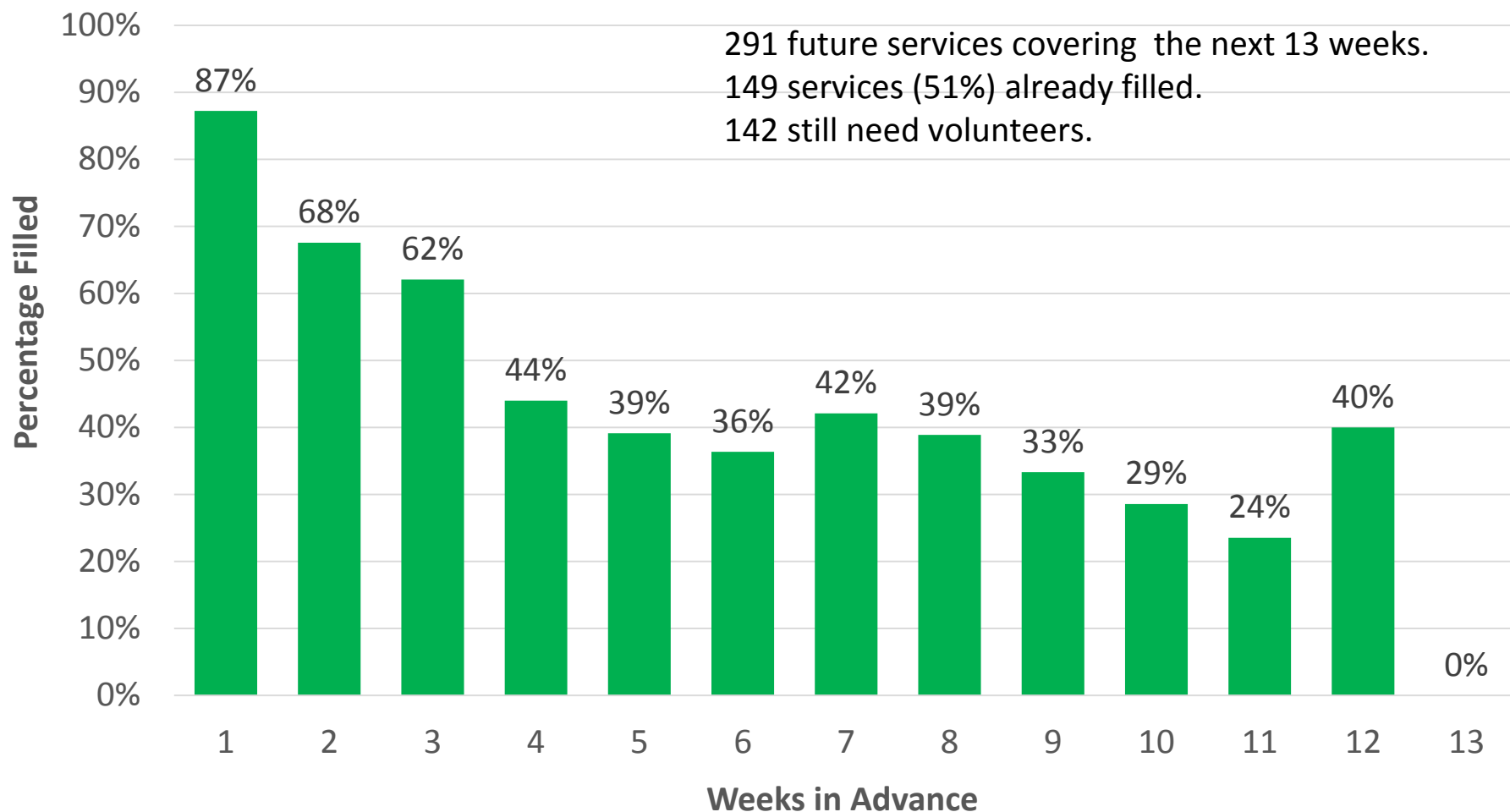
149 services (51%) already filled.

142 still need volunteers.

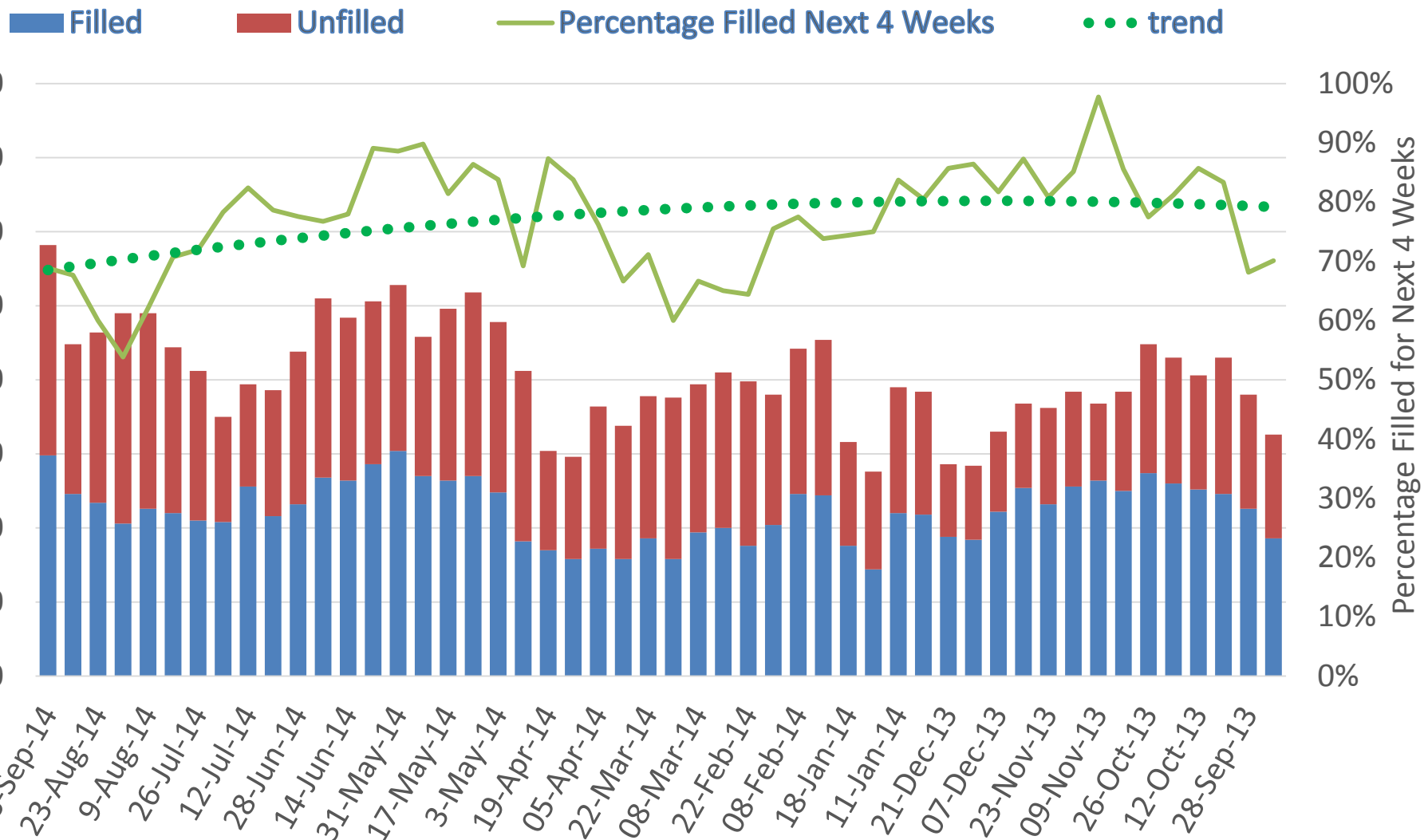




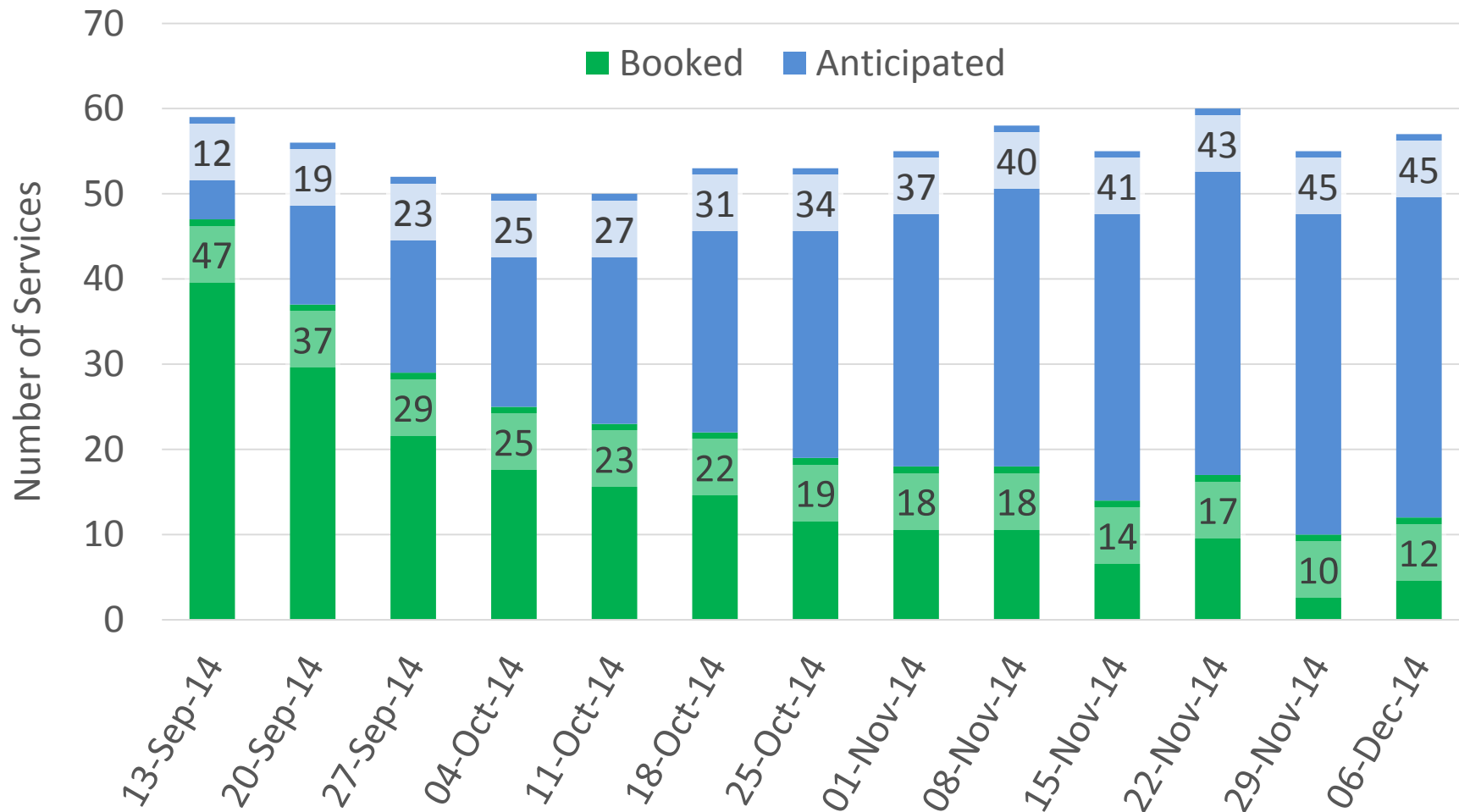
## Percentage of Services for Next 13 Weeks Filled



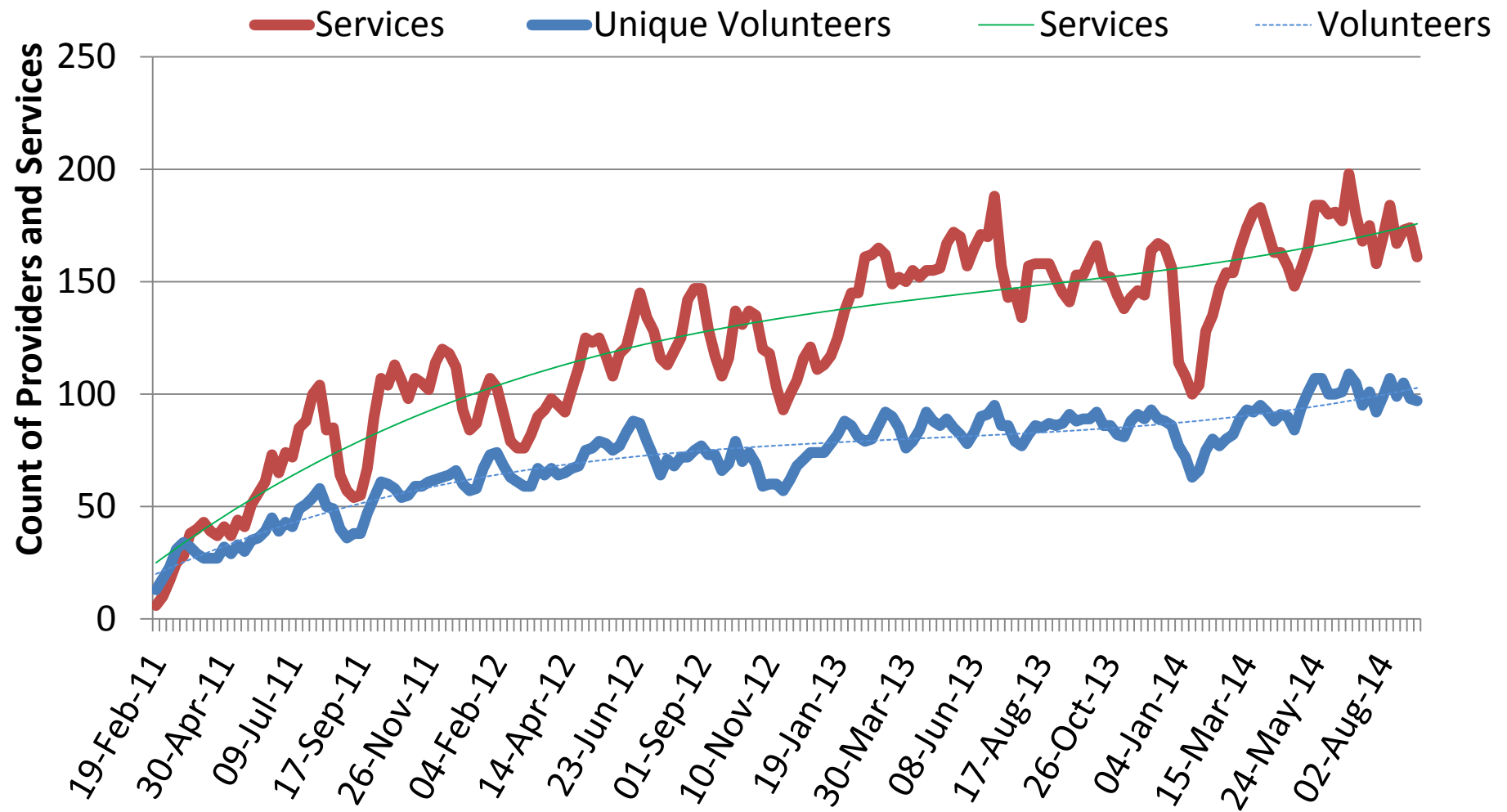
## History of Future Requests



## Projected Future Services

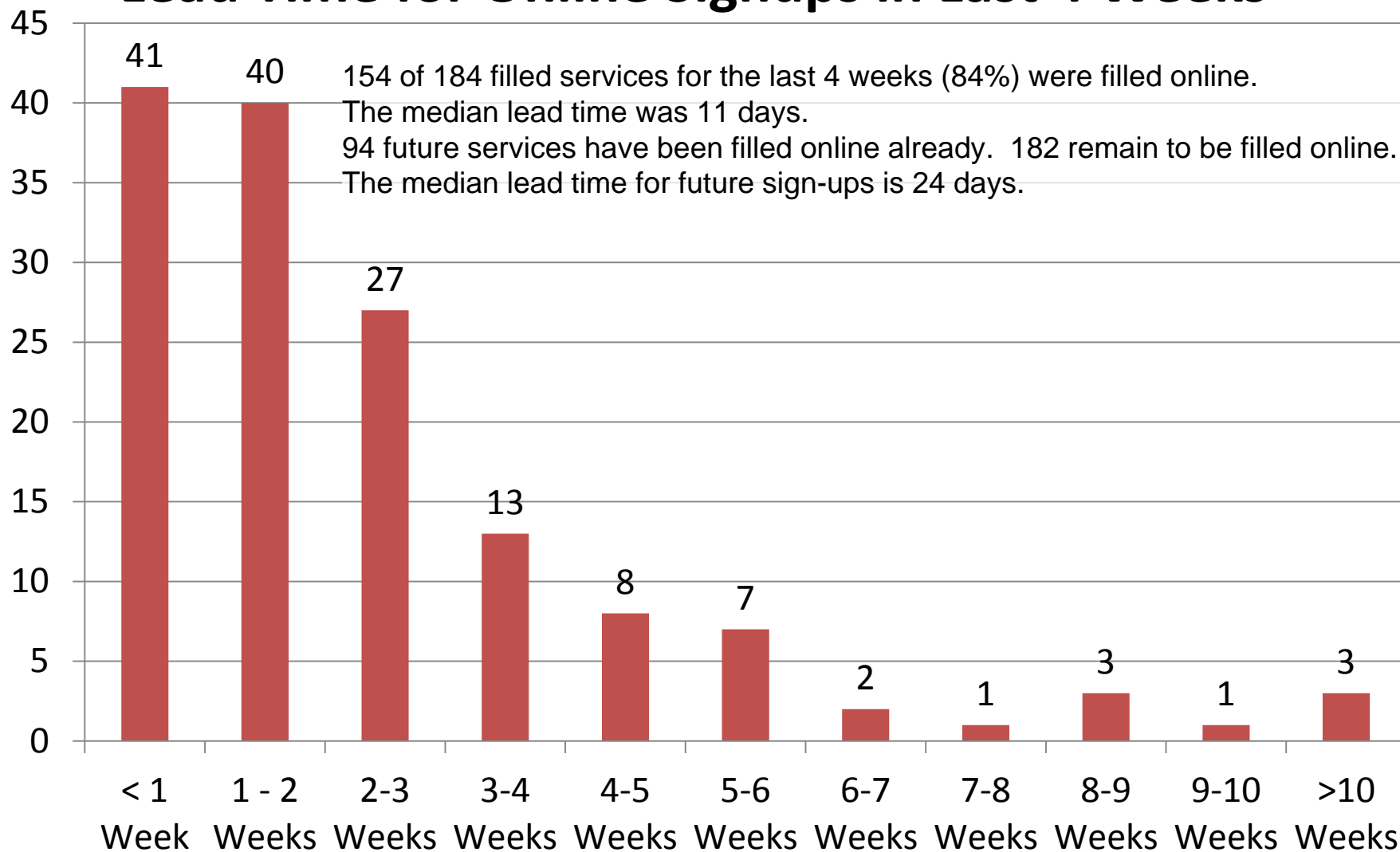


## Volunteers and Services Previous 4 Weeks

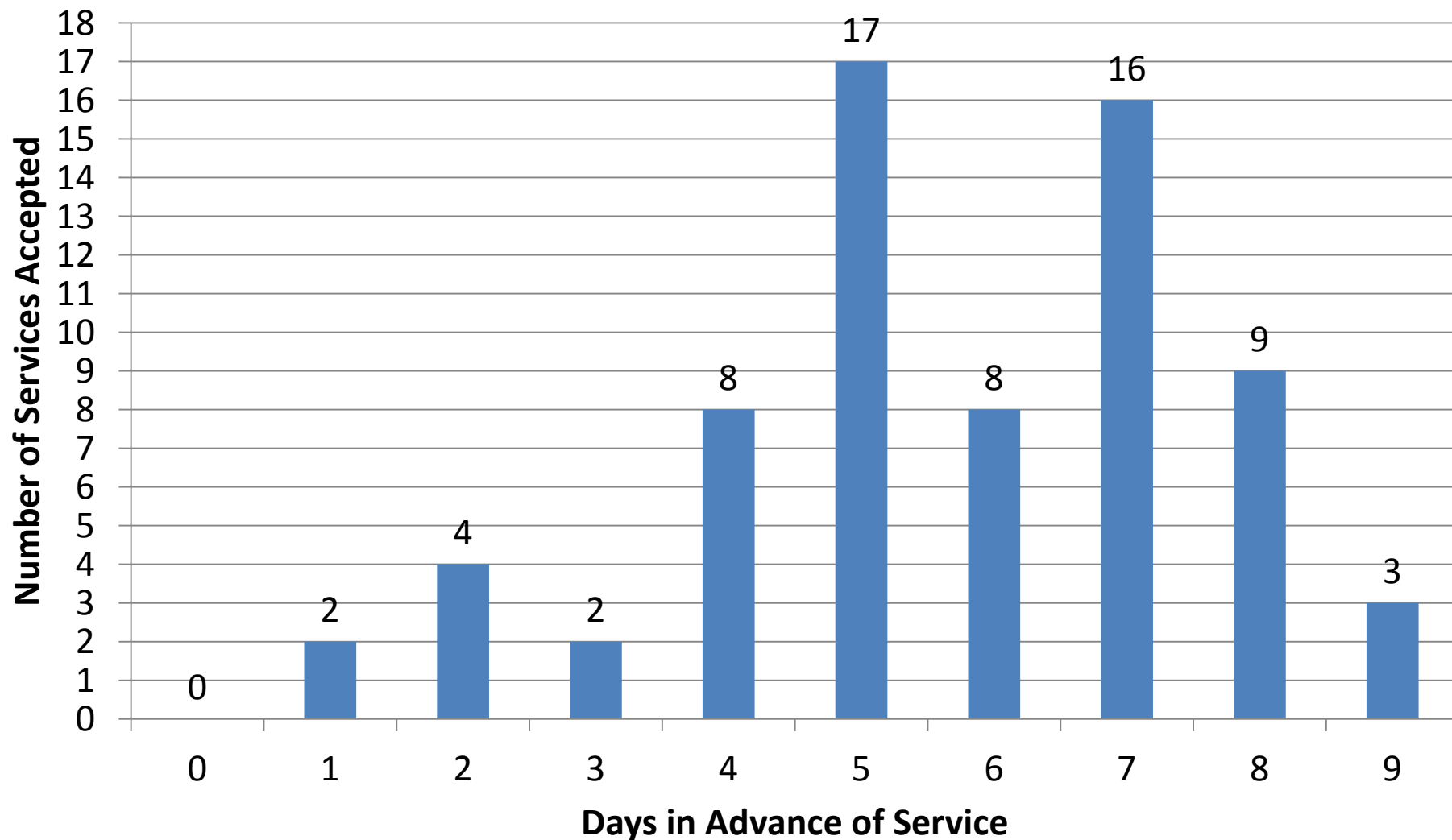


# HOW IS ONLINE SIGNUP WORKING?

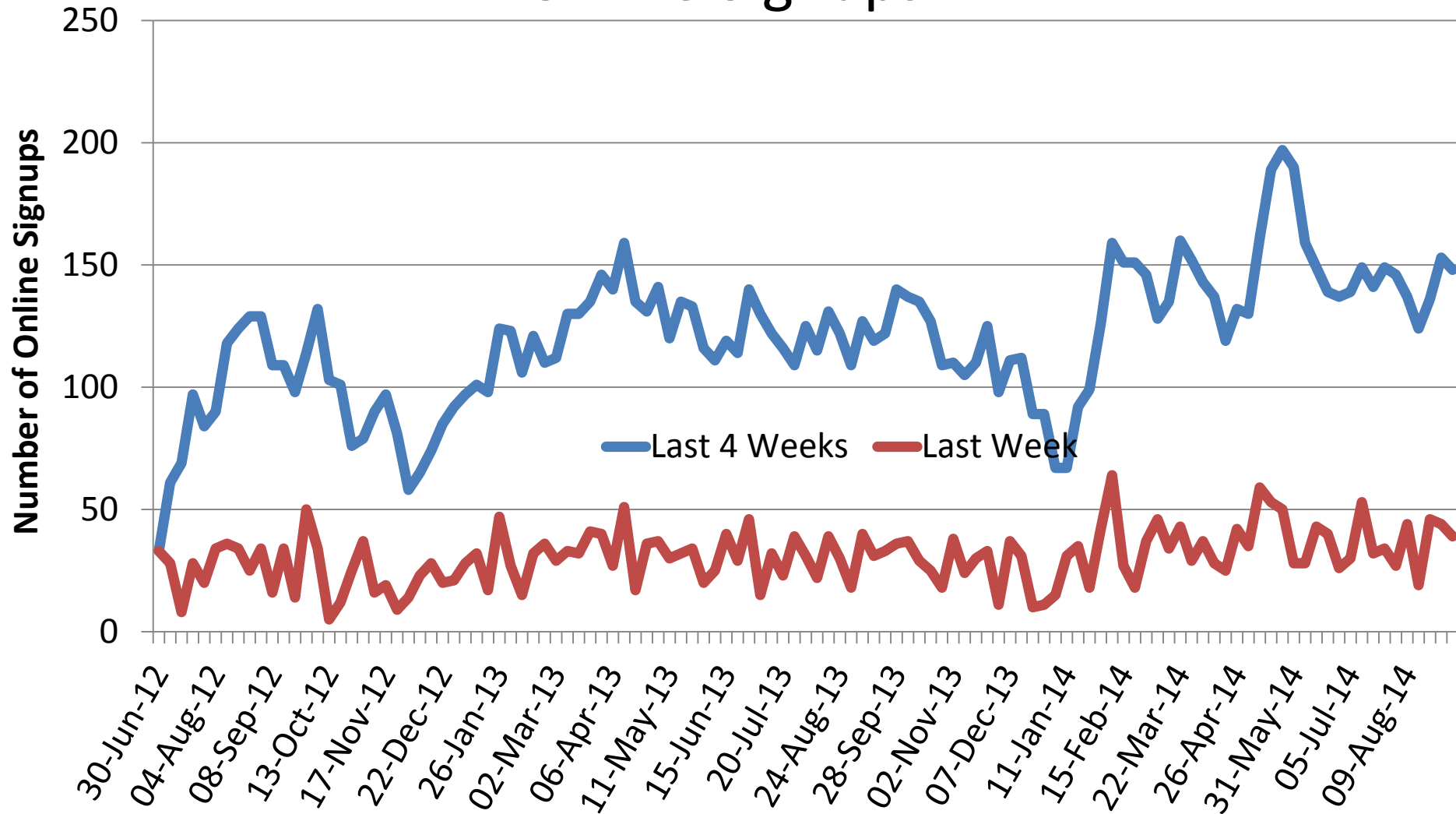
## Lead Time for Online Signups in Last 4 Weeks



## Short Term Online Signup in the Last 4 Weeks



## Online Signups

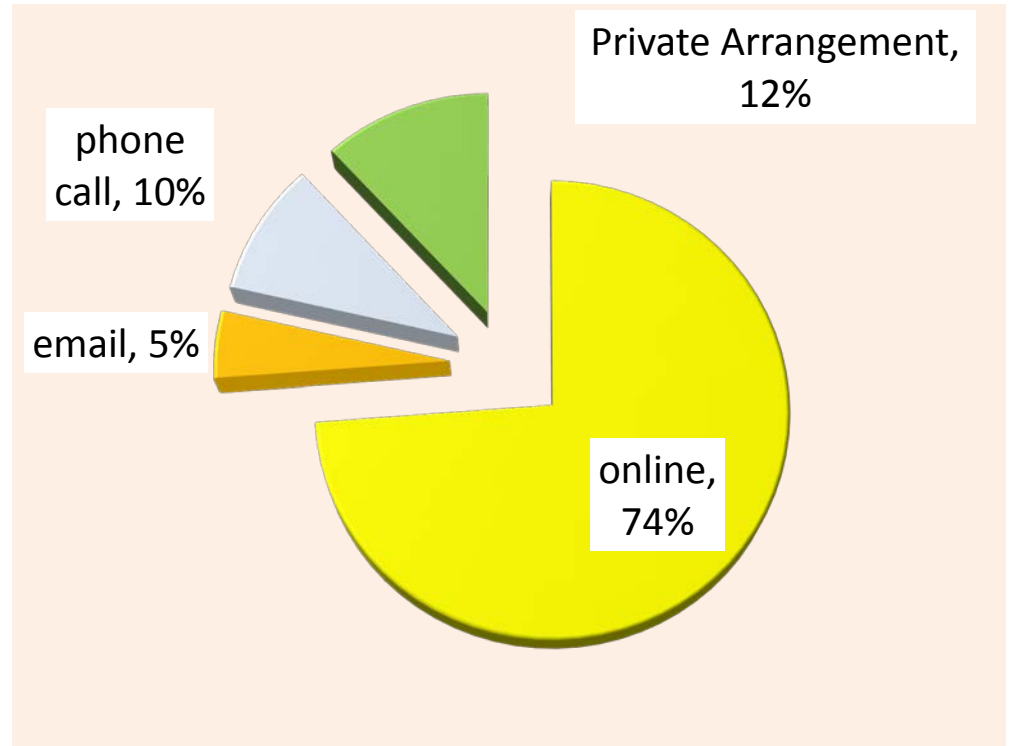
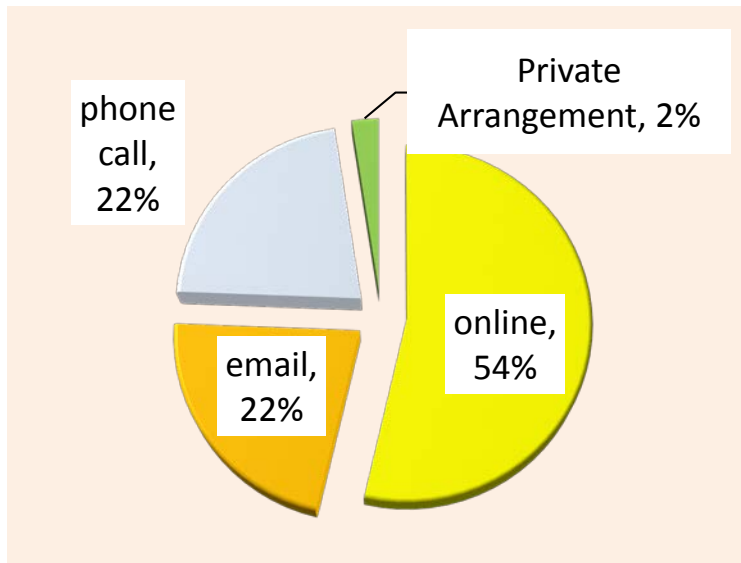




## Contact Method for Signup for this Week

- 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.

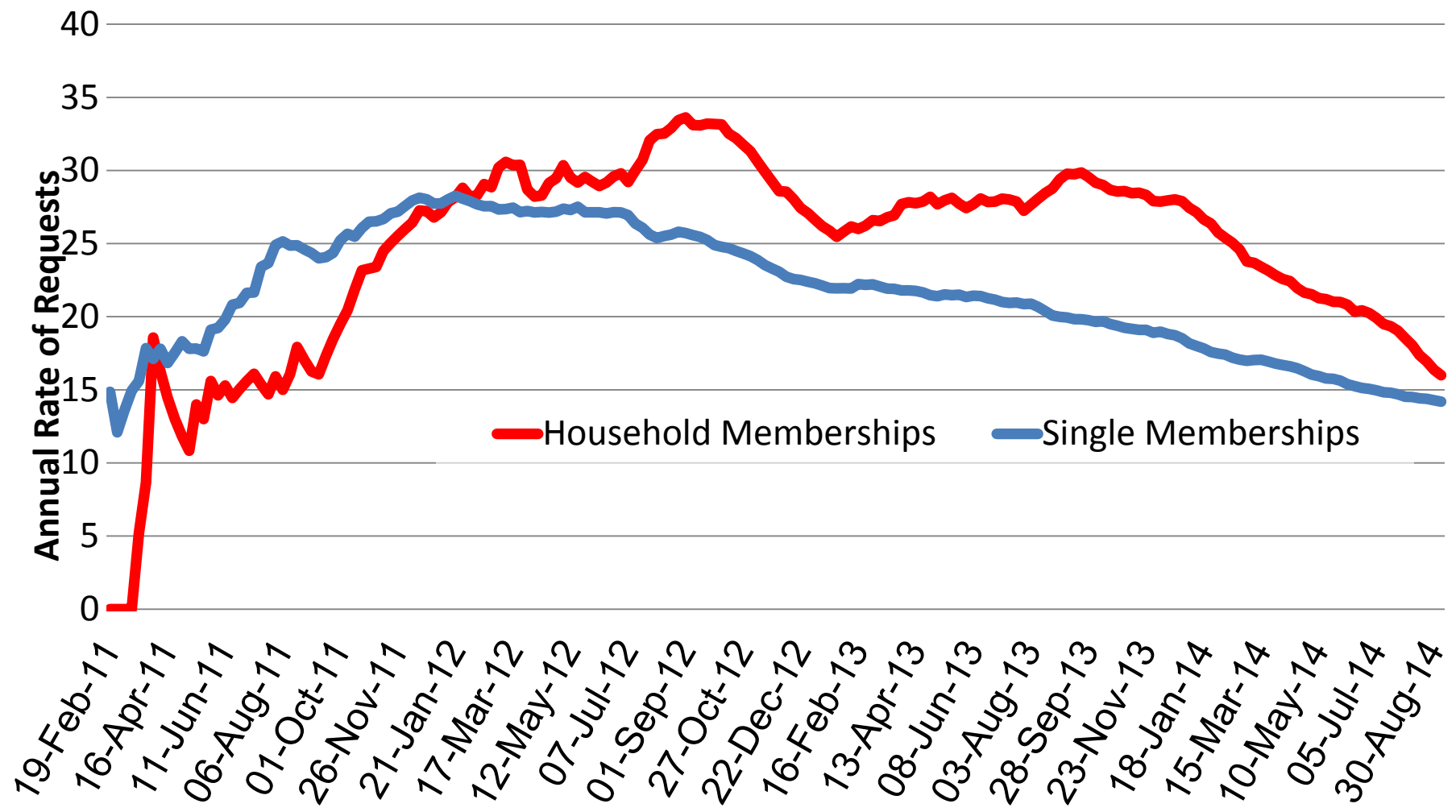
## What are the Differences Between Single And Household Memberships?

## 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



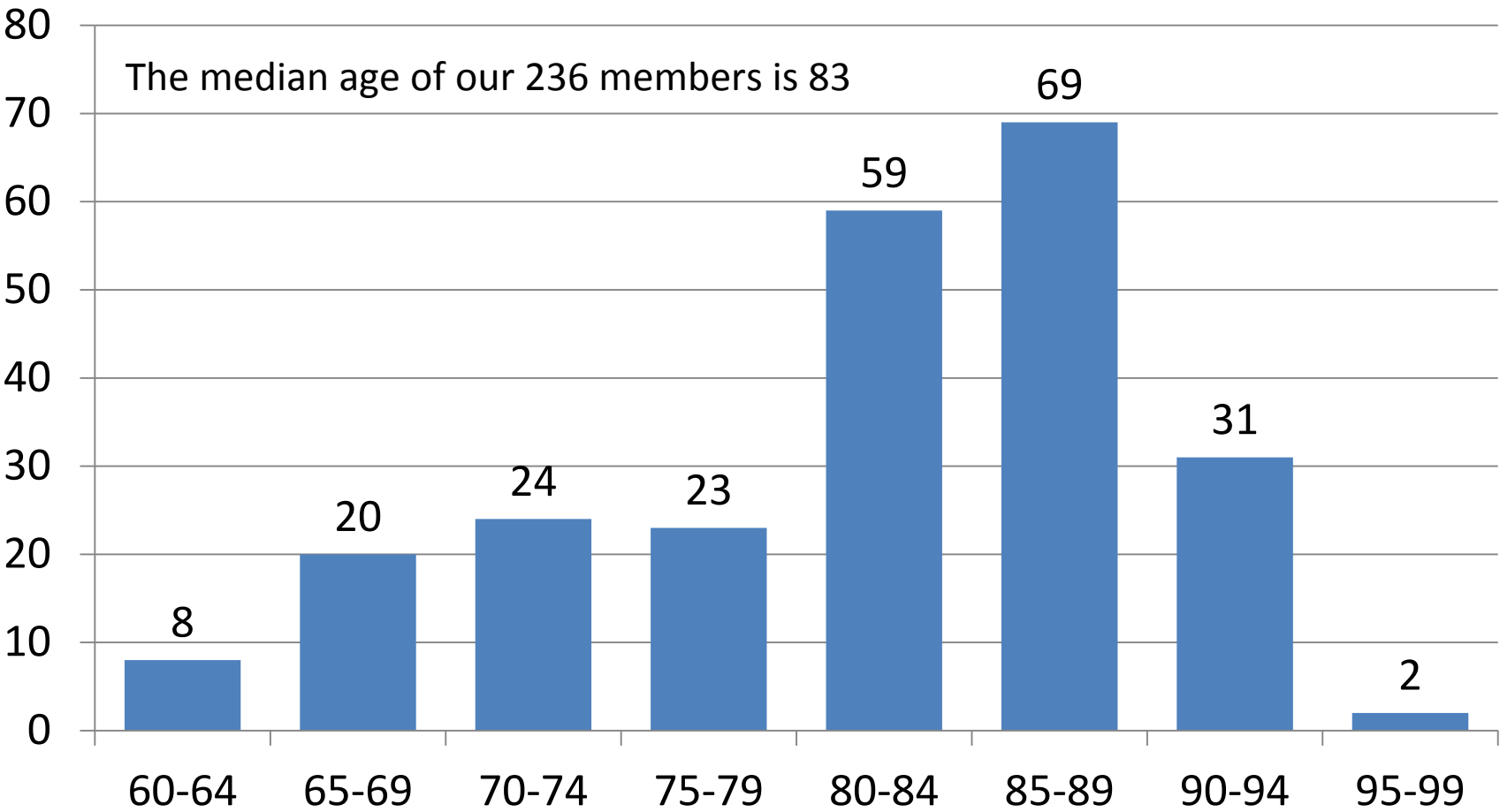
Household Memberships      Single Memberships

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

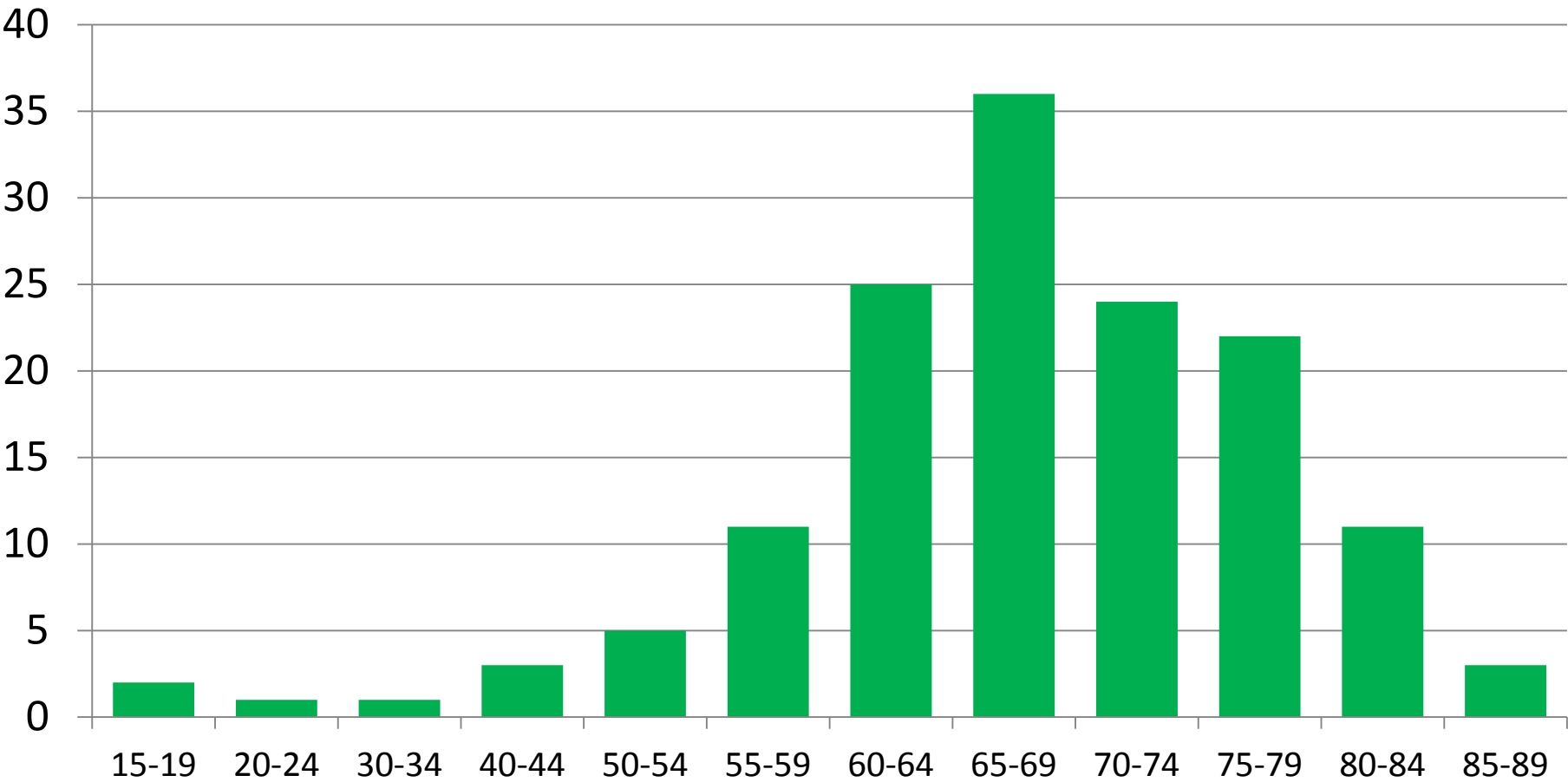
## Analysis by Age Group

- 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

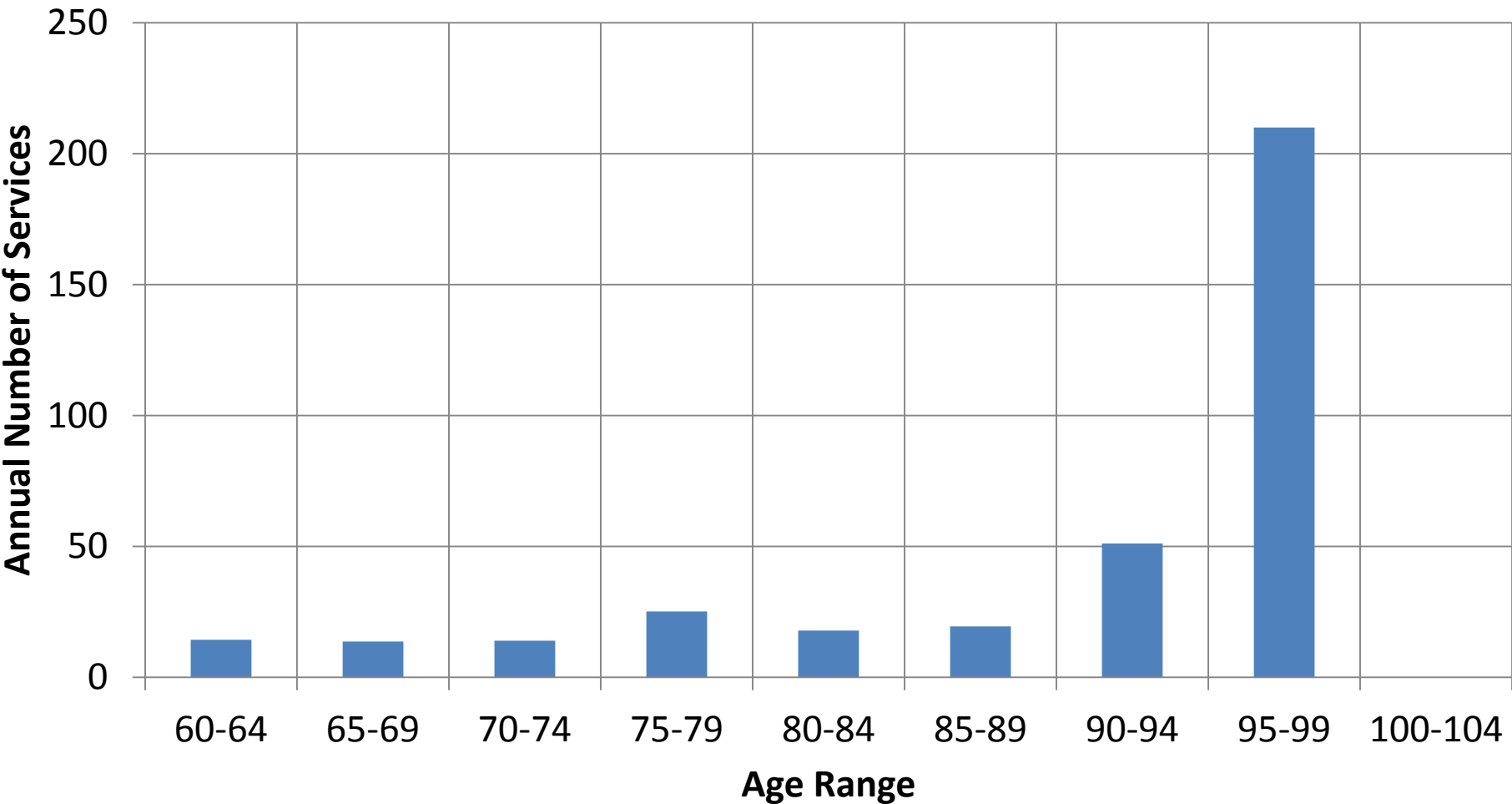


# Age of Volunteers

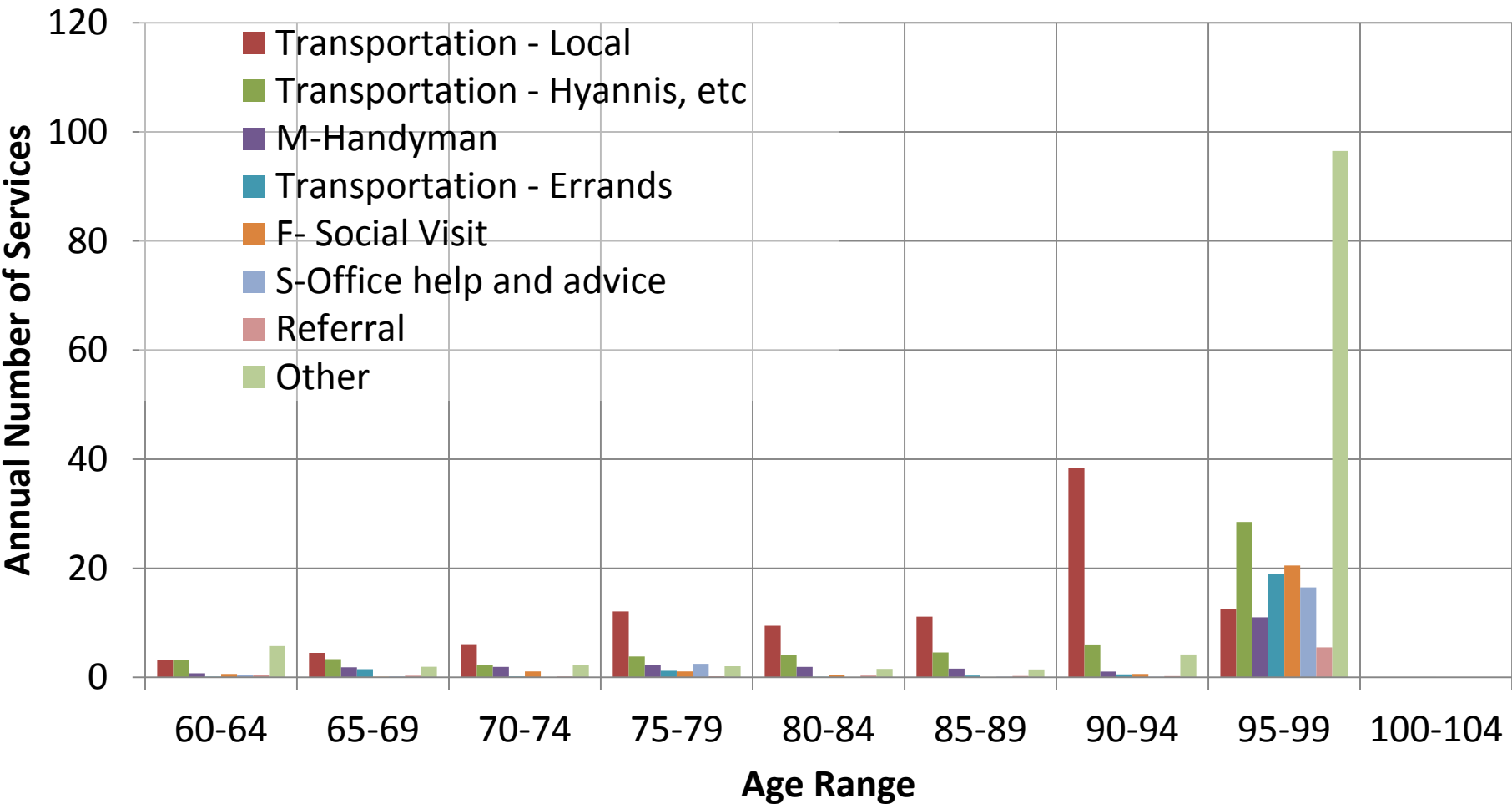




# Annual Use of Services by Age



# Services Used (Annual Rate) by Age Range

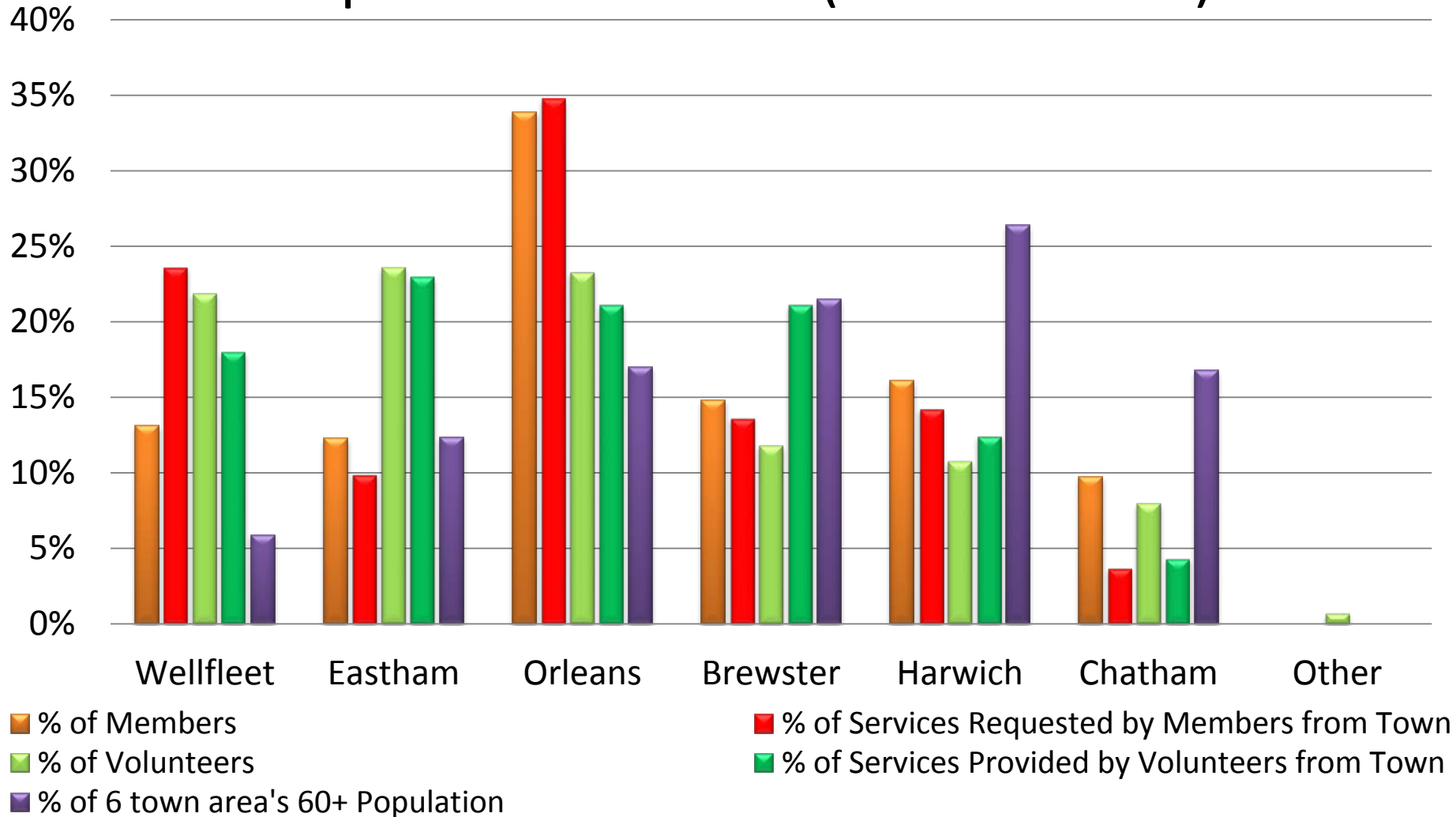


# WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

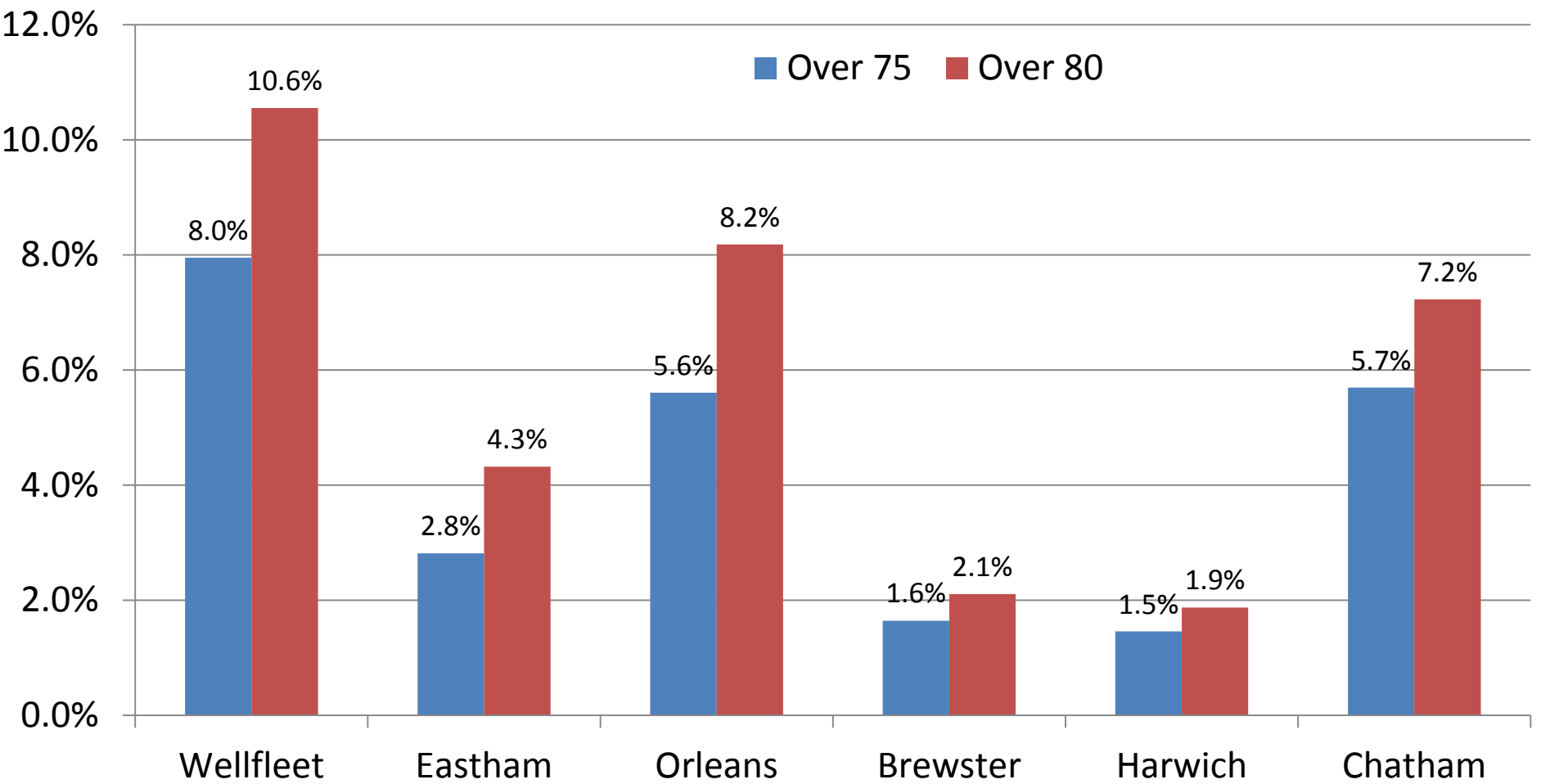
## Towns of Service Providers and Recipients

- 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)



**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	861	68	193	24	27	1	1174
	Eastham	528	312	528	69	92	3	1532
	Orleans	25	60	1258	154	74	4	1575
	Brewster	3	21	374	201	120	4	723
	Harwich	8	2	67	69	368	3	517
	Chatham		1	9	3	38	13	64
	Other	5	0	8	8	7	0	28
	Total Used	1430	464	2437	528	726	28	5613

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

57% 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	27	2					29
	Eastham	9	13	10	2	3		37
	Orleans	1	1	28	4			34
	Brewster	1		15	8	8	2	34
	Harwich			2	6	12		20
	Chatham			1	2		4	7
	Other	0	0	0	0	0	0	0
	Total Used	38	16	56	22	23	6	161

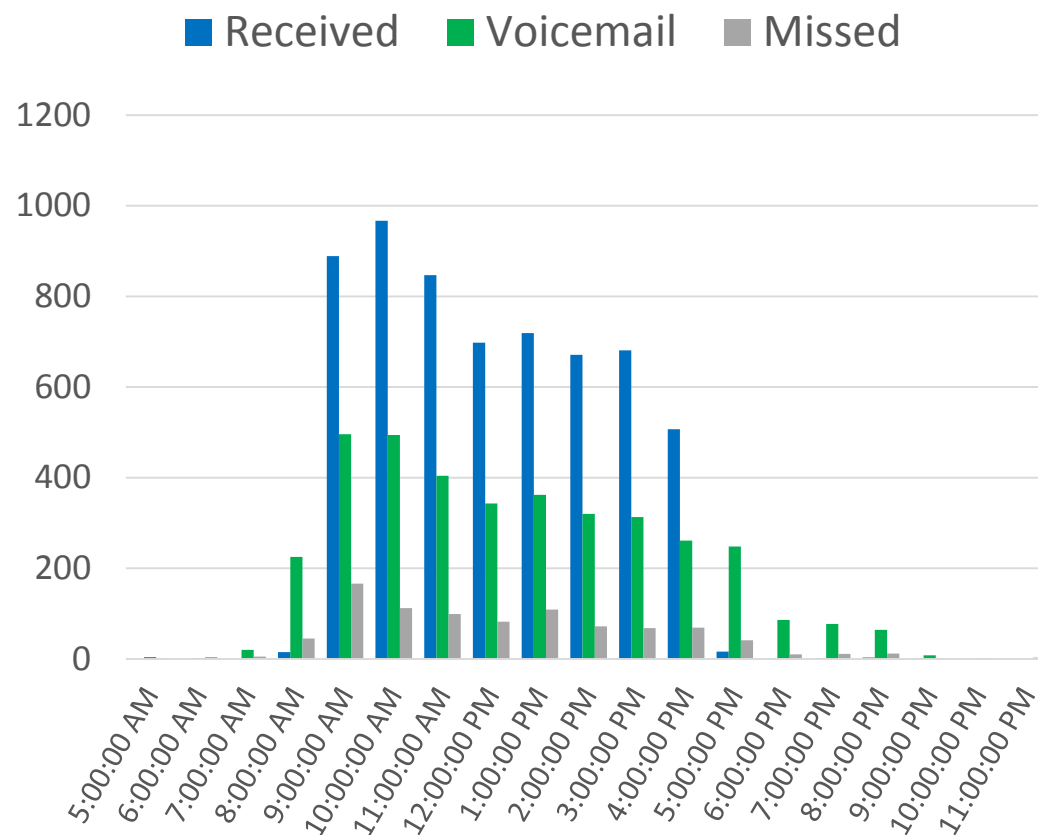


# Call Analysis

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

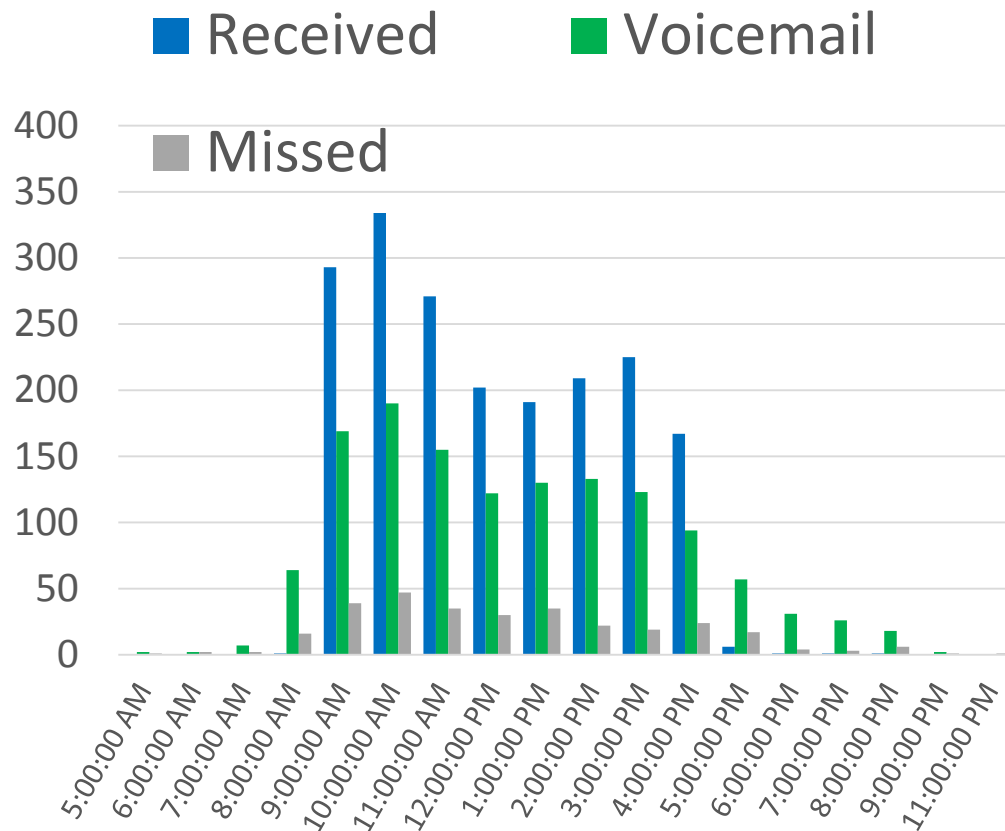
## Time of Day that Calls are Received Since Inception

- 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.



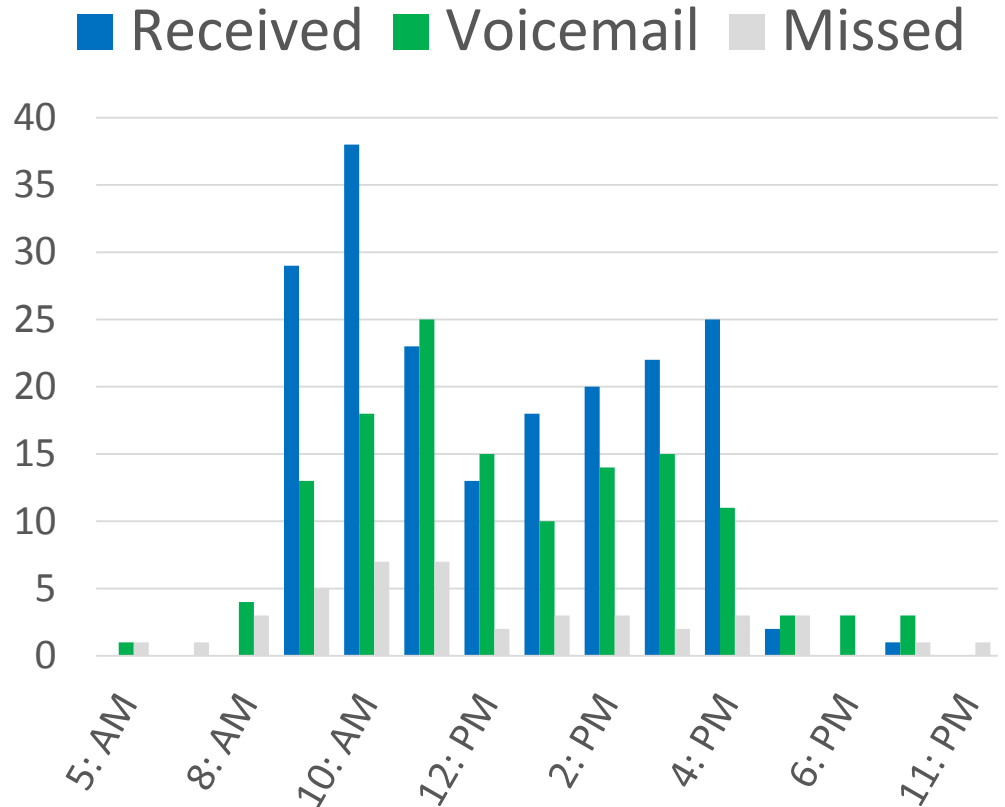
## Time of Day that Calls are Received In the Last Year

- 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.

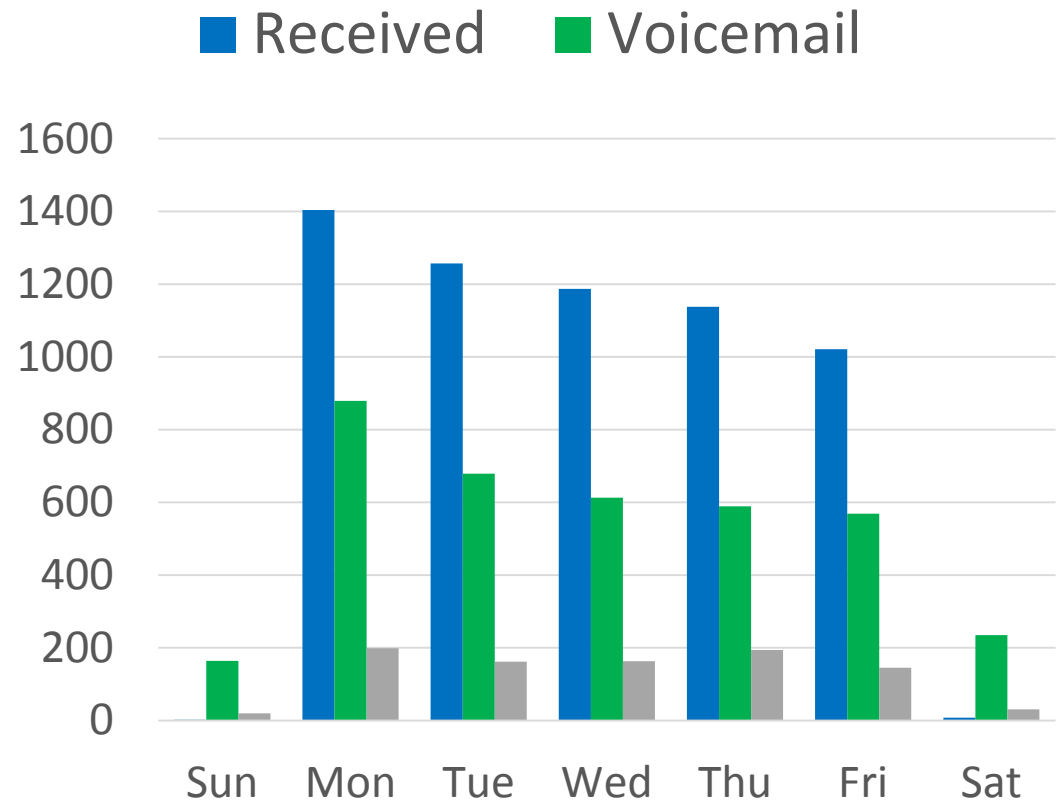




# Nauset Neighbors<sup>SM</sup>

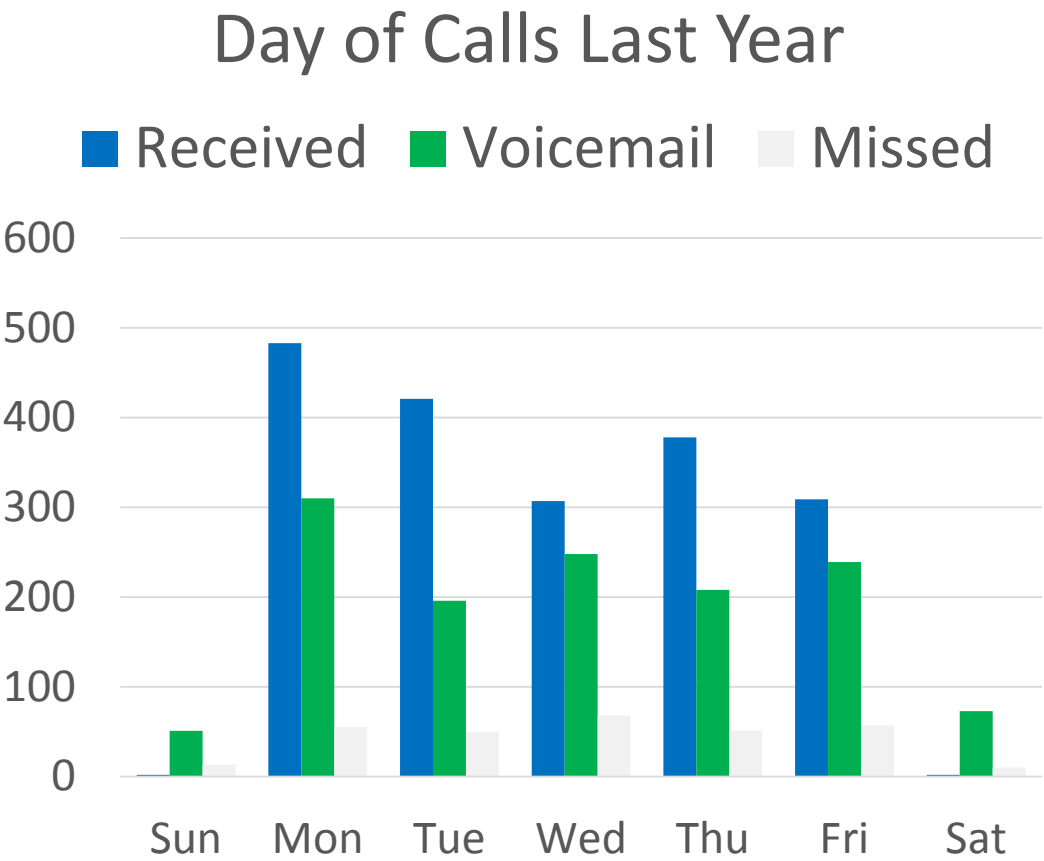
## Day of the Week for Calls Since Inception

- 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.

