

Week 193 Member Services Report October 25, 2014



Salt Pond

[By Rusty Suender](#)

Summary of the Past Week

- The number of service requests remained at a high level this month.
- We now have a waiting list with **45** people on it and are starting to admit new members.
- We now have **305** volunteers.
- Transportation represented **75%** of service requests
- Handyman services are **8%**. Social Visits are also **9%**.
- Online signups filled **76%** of needed services, up slightly.
- To view reports for previous weeks click [here](#).

Numbers for the Week

- Requests by members surged this week.
 - 49 volunteers performed 51 services for 37 households and covered 10 office shifts last week. With 11 filled cancellations that means we filled 72 assignments.
 - 108 volunteers performed 206 services for 64 households and covered 38 office shifts in the last 4 weeks.
 - 211 volunteers performed 2156 services for 182 households this year.
 - 17 services were cancelled last week, 11 with a volunteer already assigned.
- **183** of **240** filled services for the last 4 weeks (**76%**) were filled online.
- We currently have **228** members and nominally **305** volunteers. The median age of our members is 83. The median age of our volunteers is 68.

Looking Forward

- We instituted a waiting list five weeks ago and now have 45 people on it.
 - We added 19 new members in August, and 2 in September, but lost a few due to death and nonrenewal.
 - The waiting list was started in early September when we were suddenly unable to fill every service.
 - We are now beginning to increase the membership again..
- We currently have **264** [future service requests](#) booked for the next three months (not counting **59** already cancelled). This is down from a high of **323** future requests a few weeks ago, but about 50% higher than one year ago.
 - **7** service remains to be filled for next week,
 - **39** more need filling in the following three weeks.
 - **67%** of services for the next four weeks have volunteers assigned a slight drop.
 - **54%** of services for the next thirteen weeks have volunteers assigned, which is OK.
- 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?

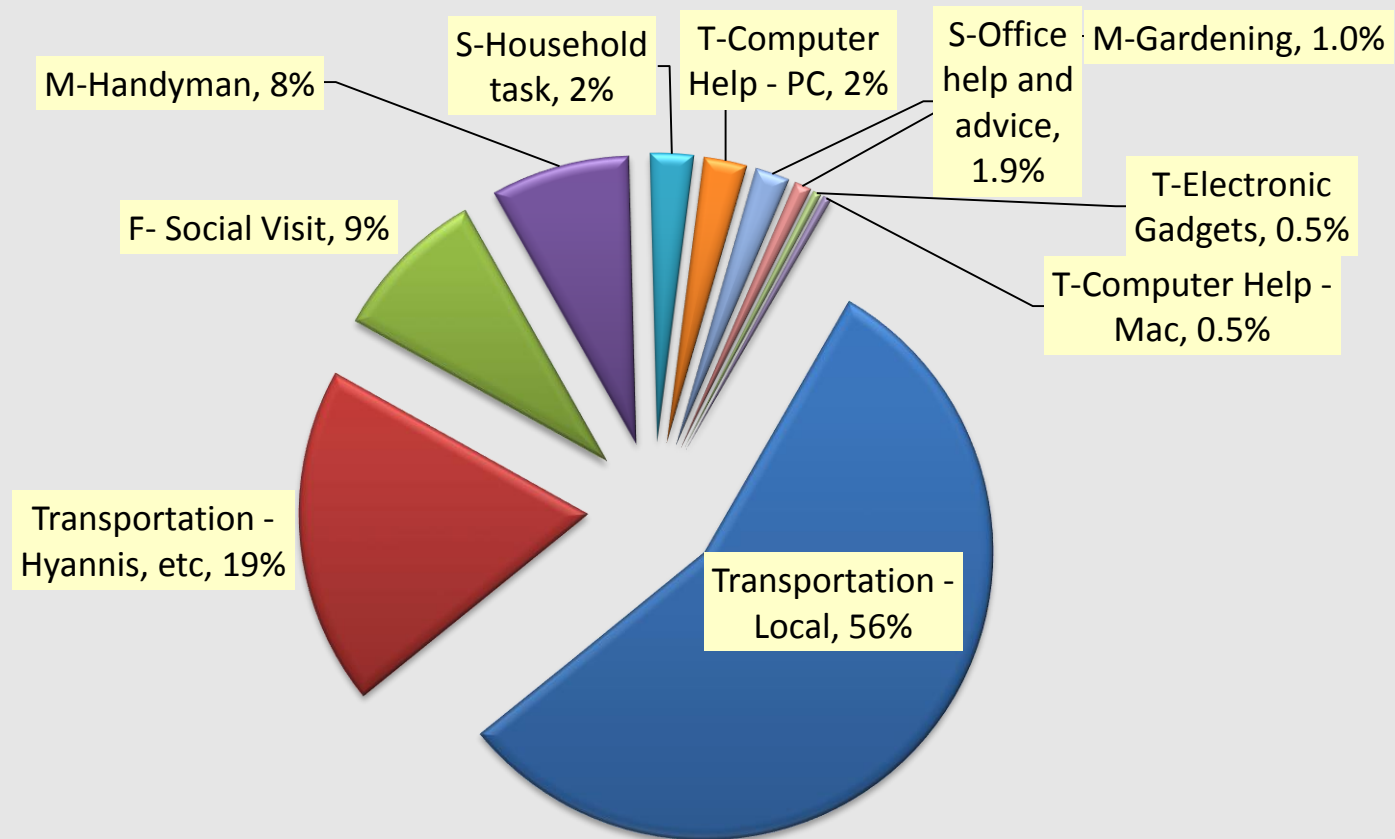
WHAT AND HOW MANY SERVICES ARE WE PROVIDING?

What and how many services are we providing?

- Overall, transportation remains the major need (**75%**)
 - Rides to Hyannis are back to their normal range
 - with Handyman service at 8% and social visits at 9%.
- The percentage of households using services in the last four weeks fell to **34%**.
- For the membership as a whole, the annual rate of services is **14%**.
- The 10% most needy members used **47%** of services, a fairly high number.
- **We were able to fill all requests this week that were made 5 days in advance, but not one with shorter notice.**

Services in the Last 4 Weeks

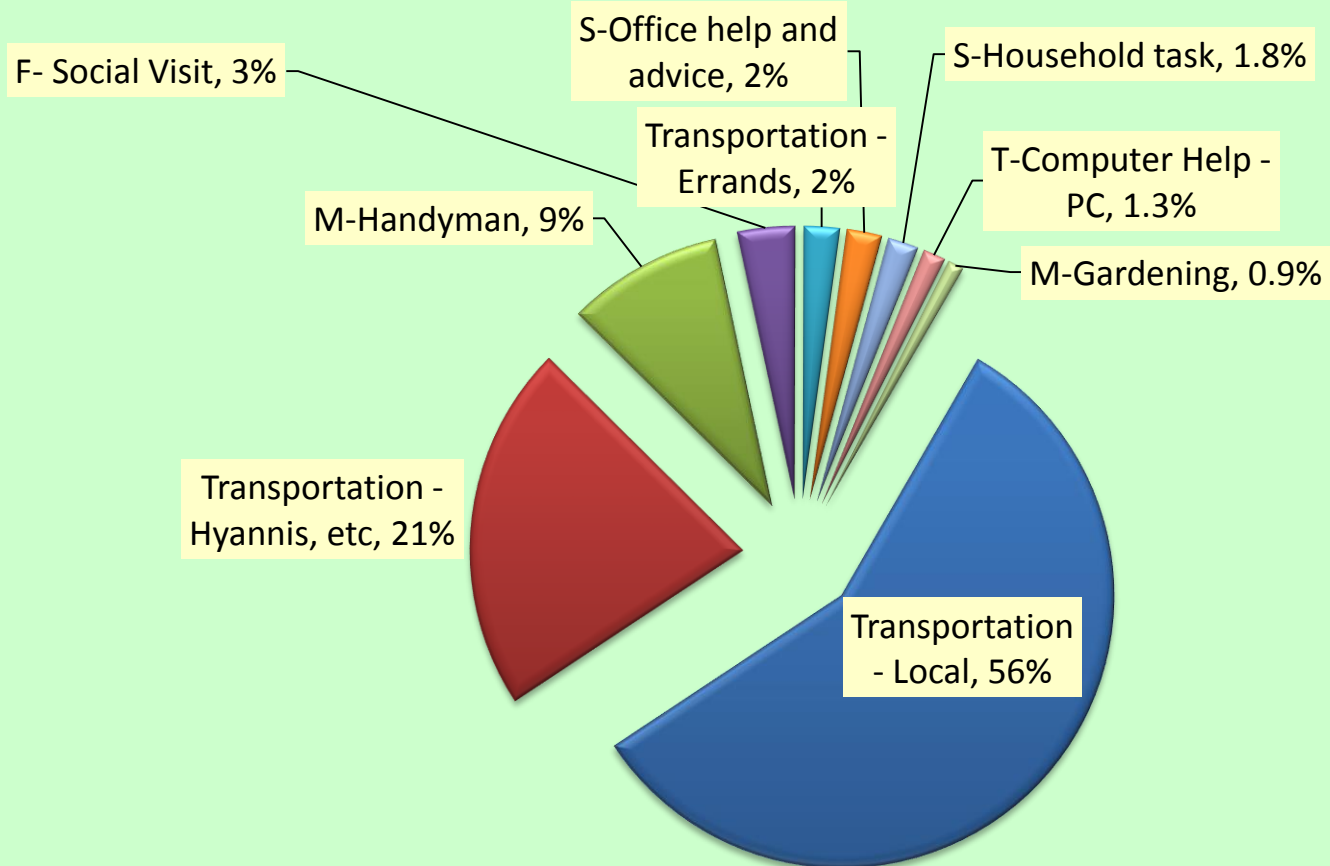
10/25/2014



64 households used 206 services in the last four weeks

Services in the Last 52 Weeks

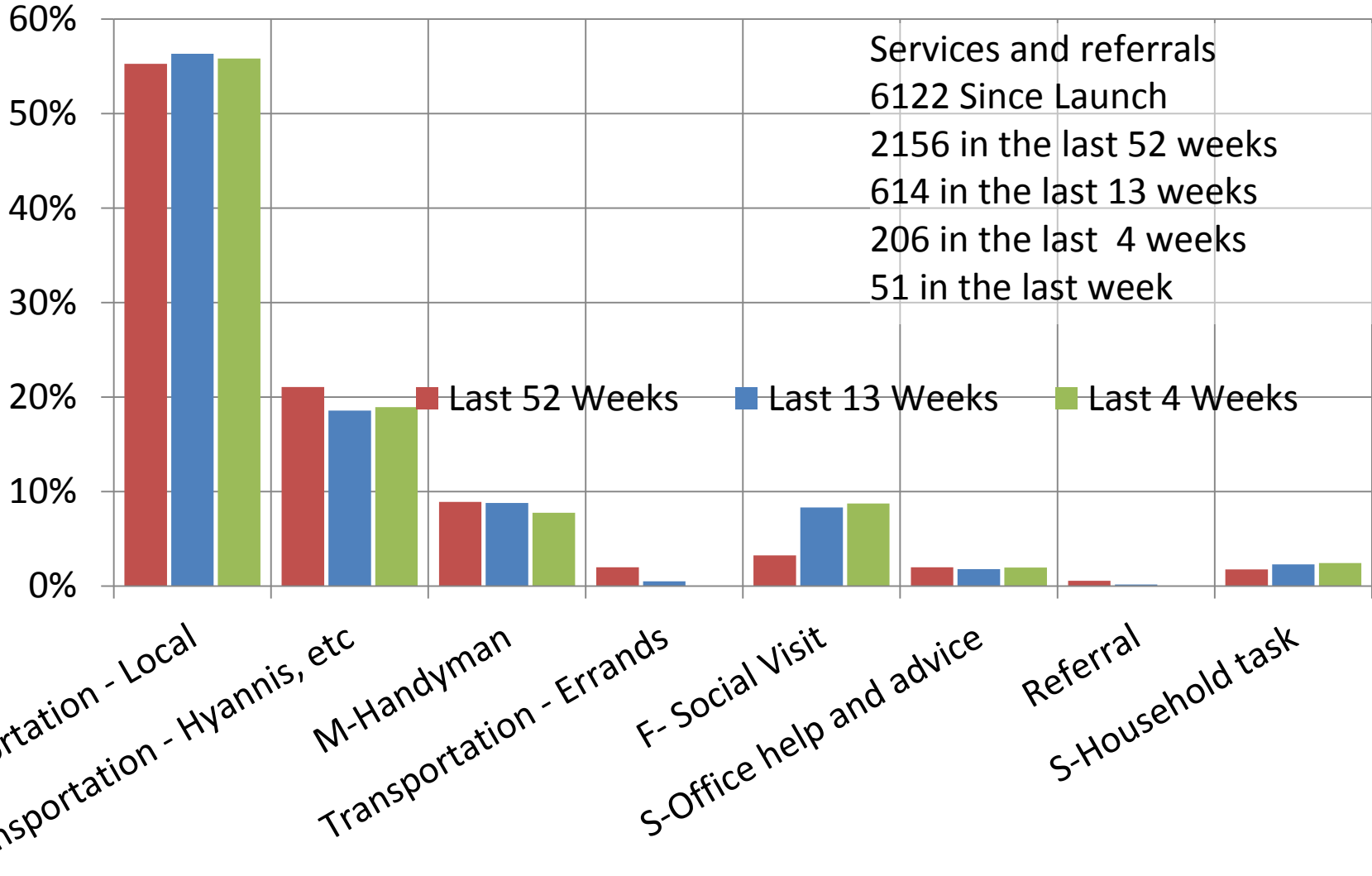
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182 households used 2156 services in the last 52 weeks

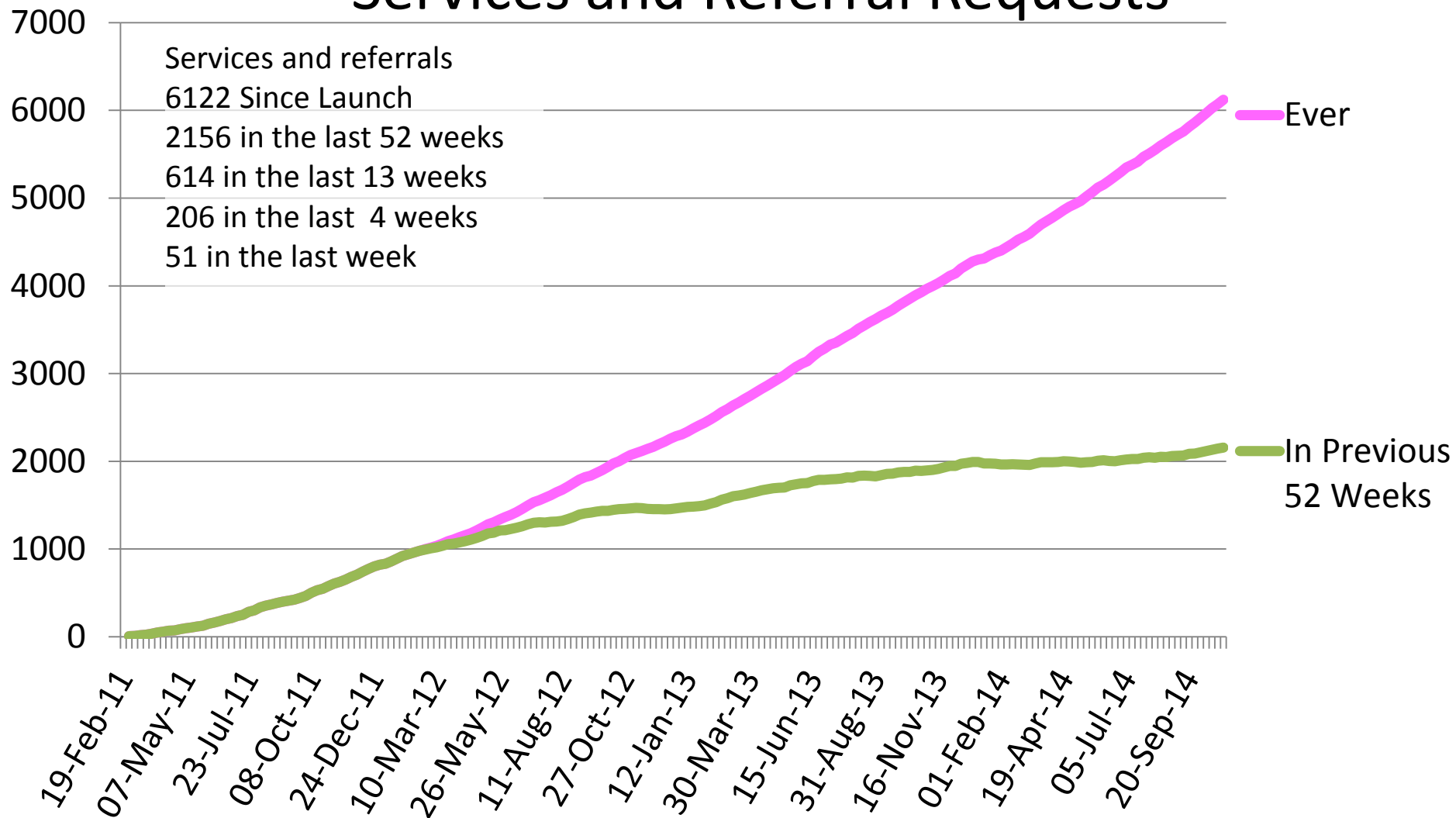


Trends in Services



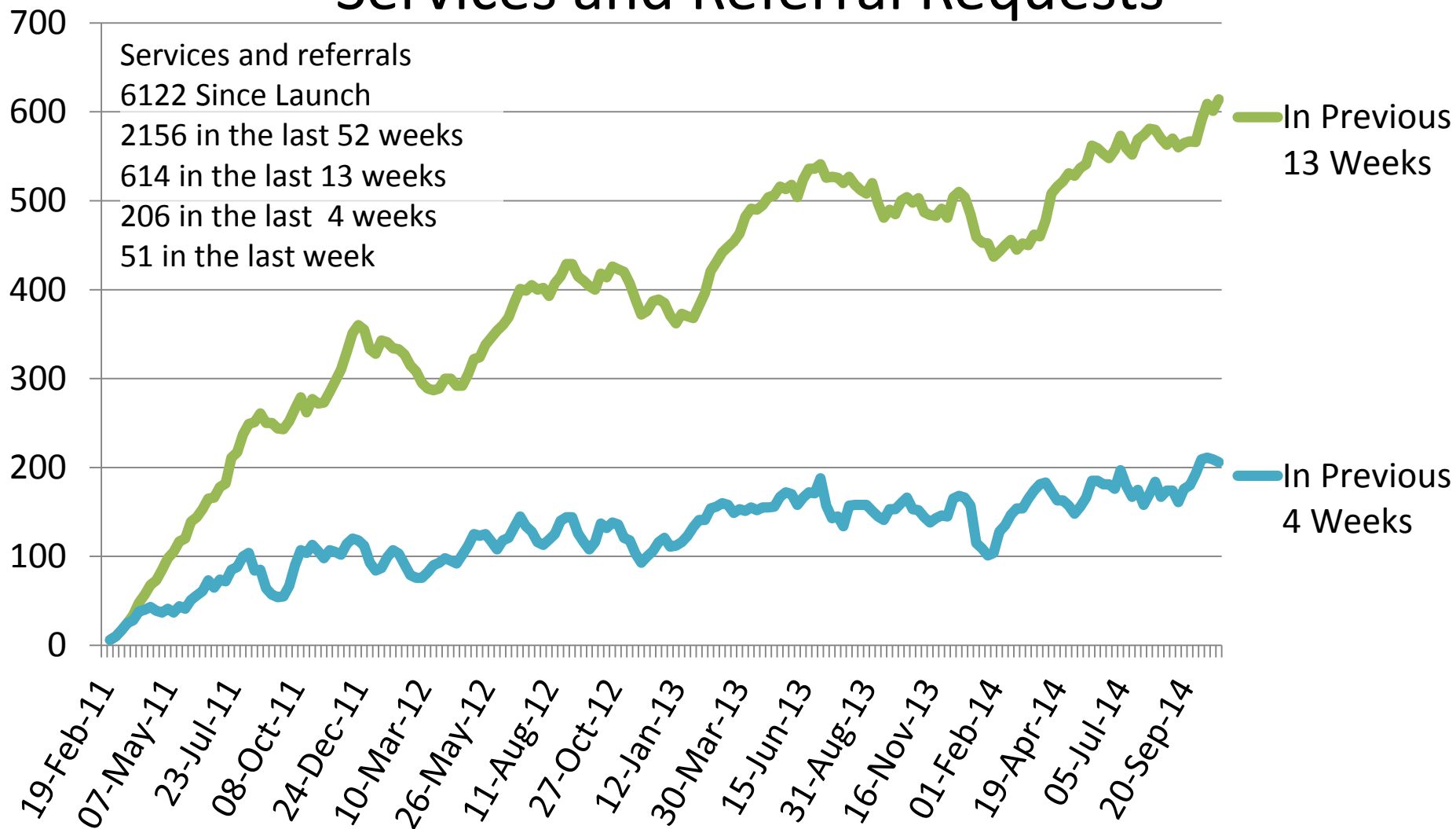


Services and Referral Requests



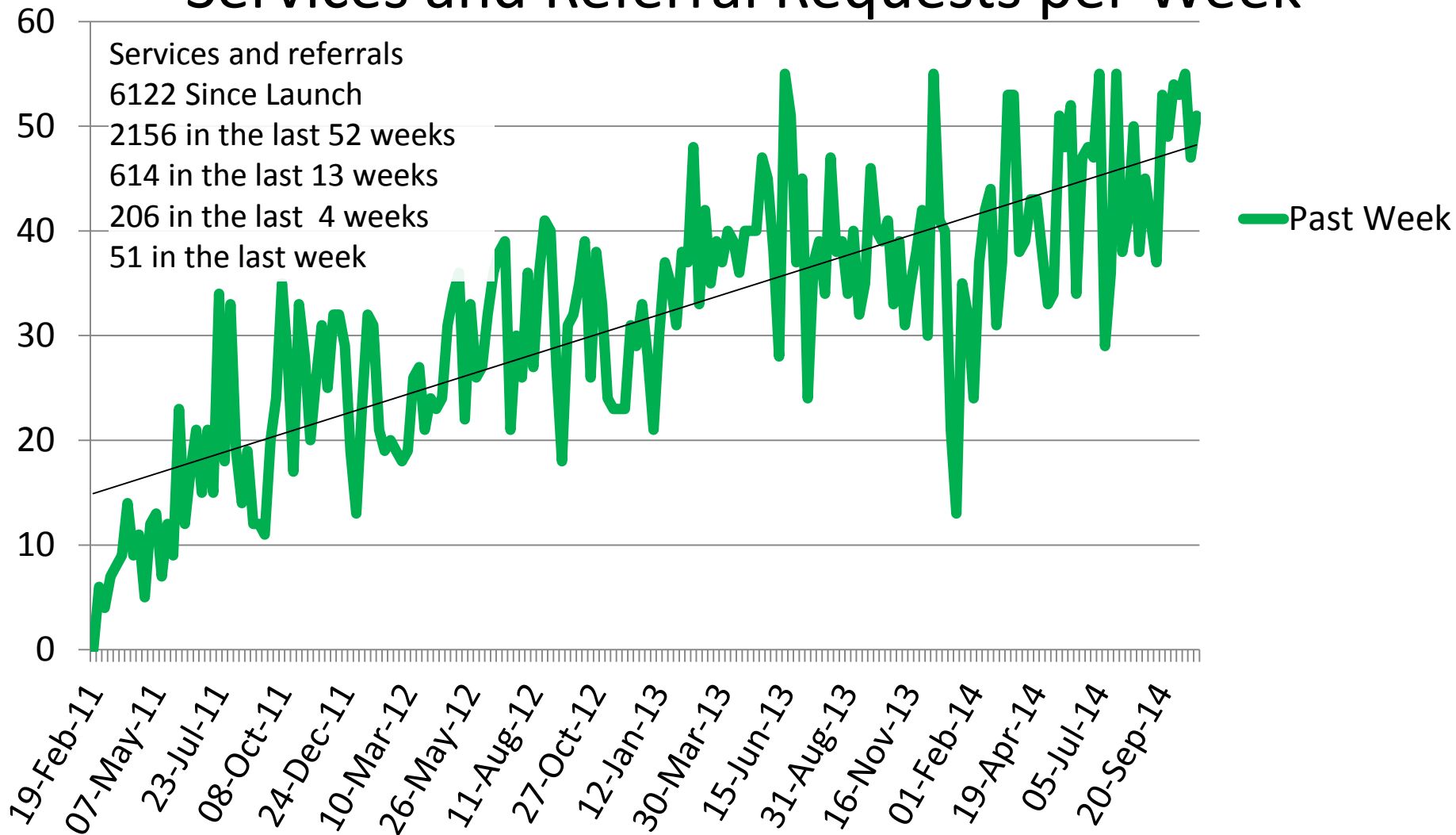


Services and Referral Requests

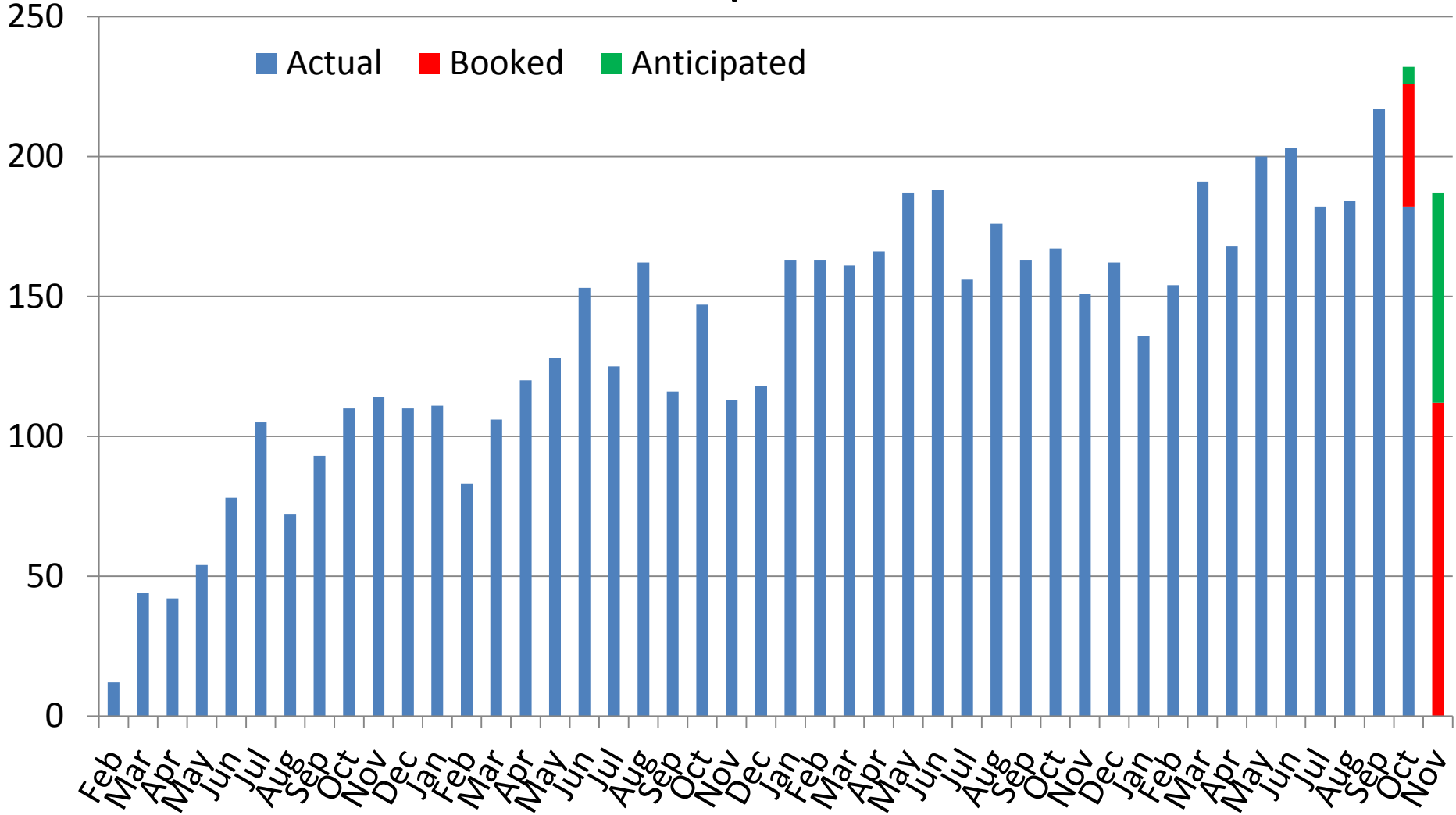




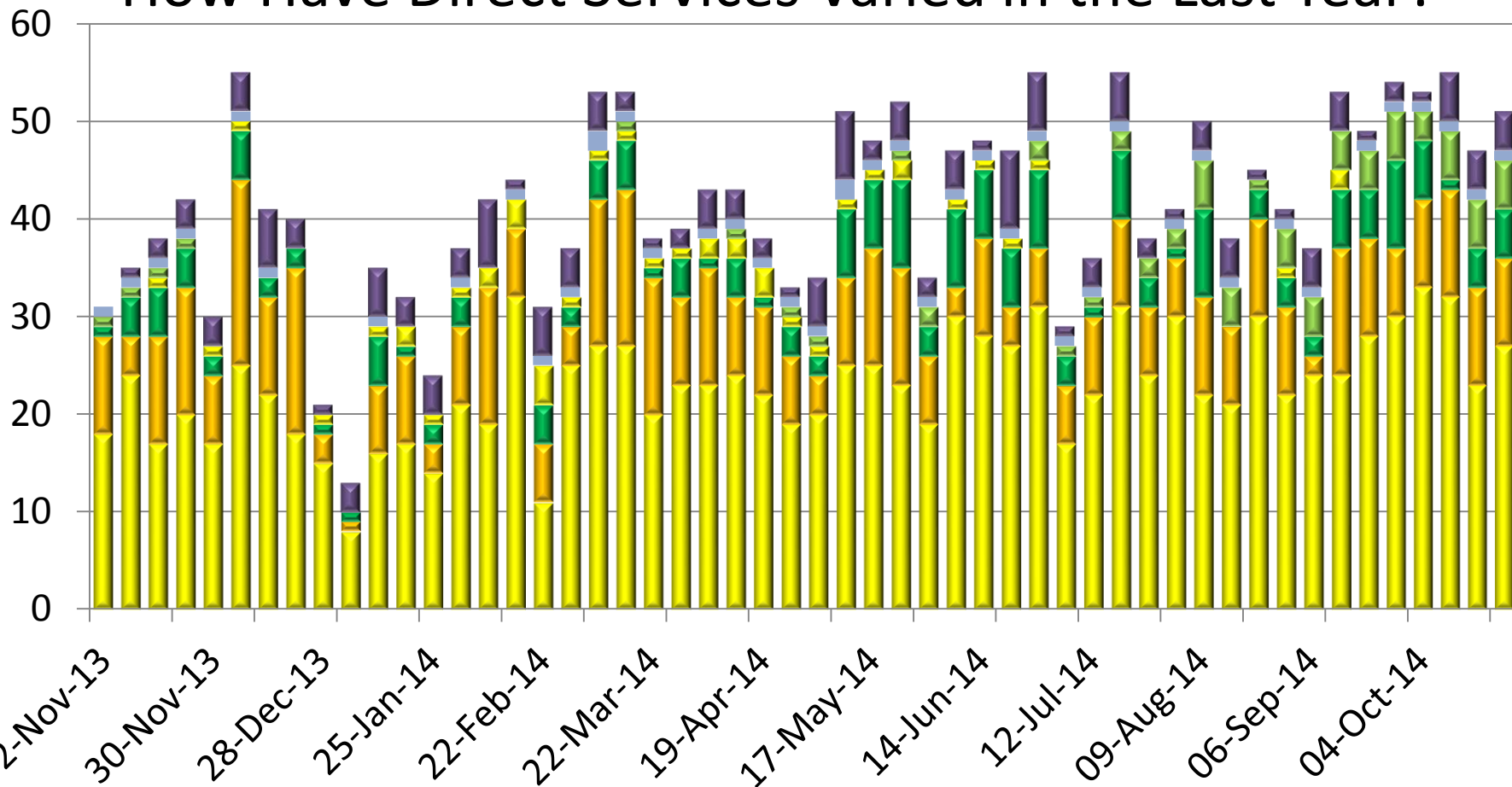
Services and Referral Requests per Week



Services per Month



How Have Direct Services Varied in the Last Year?

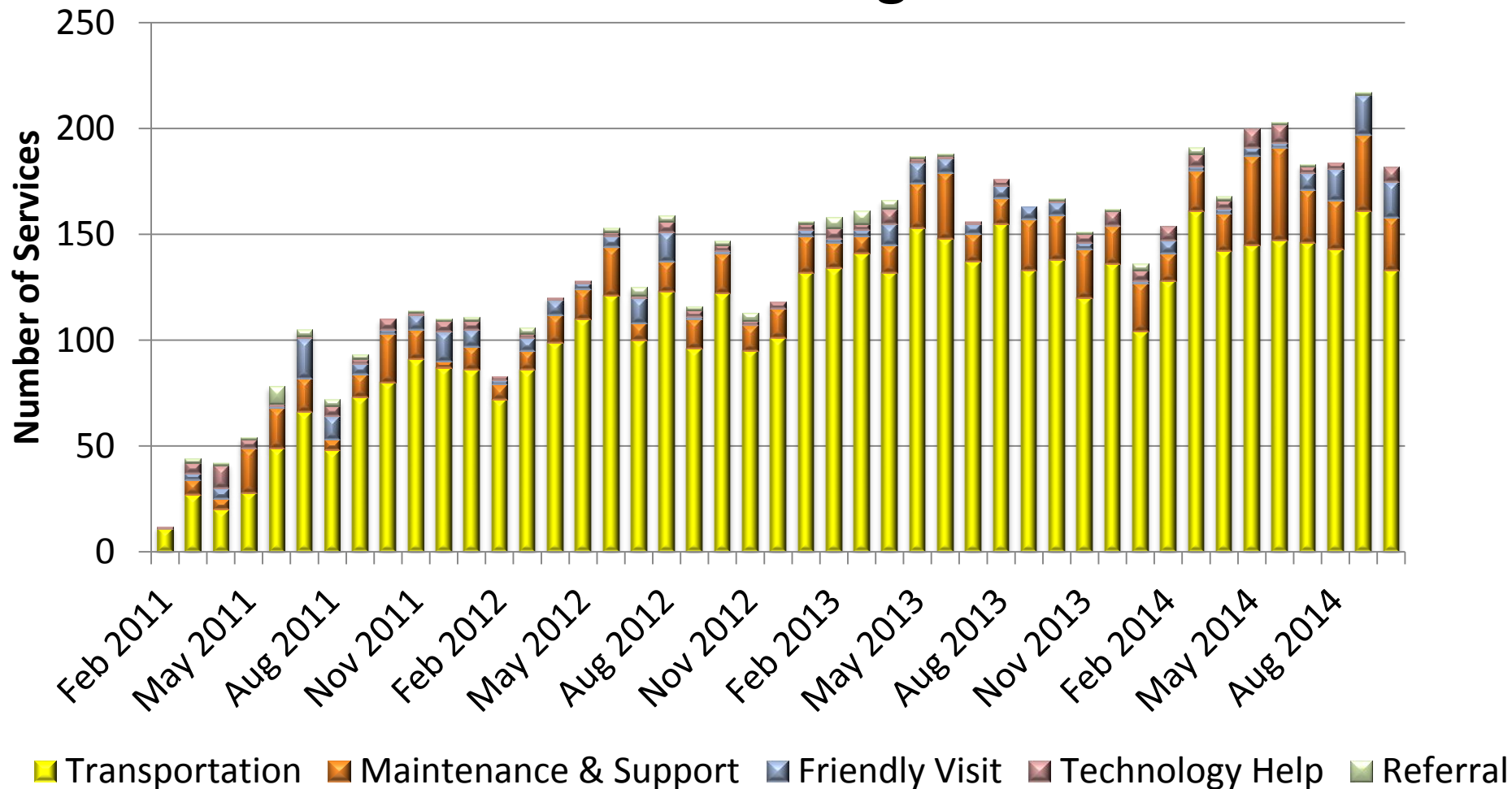


■ Transportation - Local
■ Transportation - Errands
■ Other

■ Transportation - Hyannis, etc
■ F- Social Visit

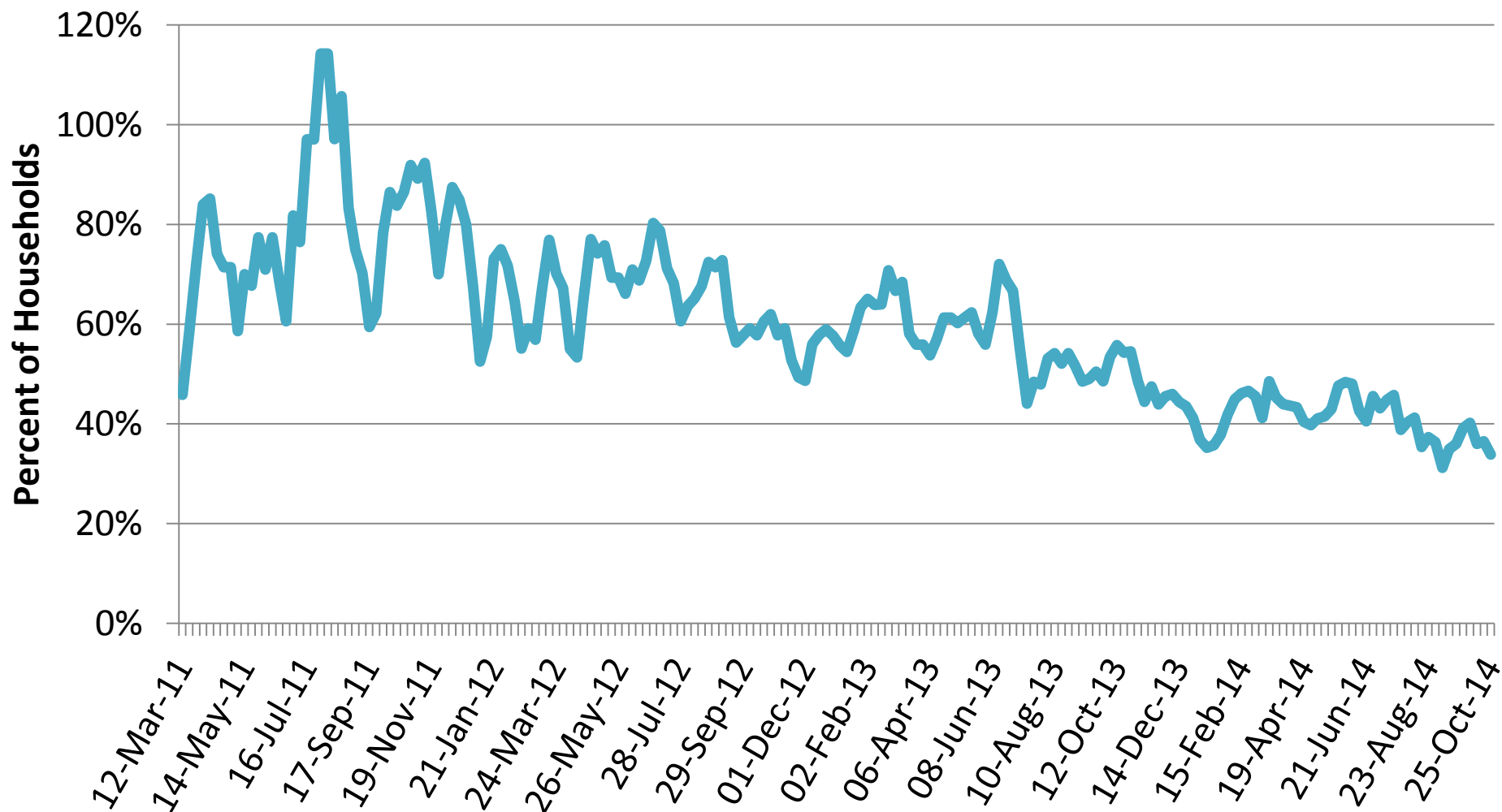
■ M-Handyman
■ S-Office help and advice

Service Categories



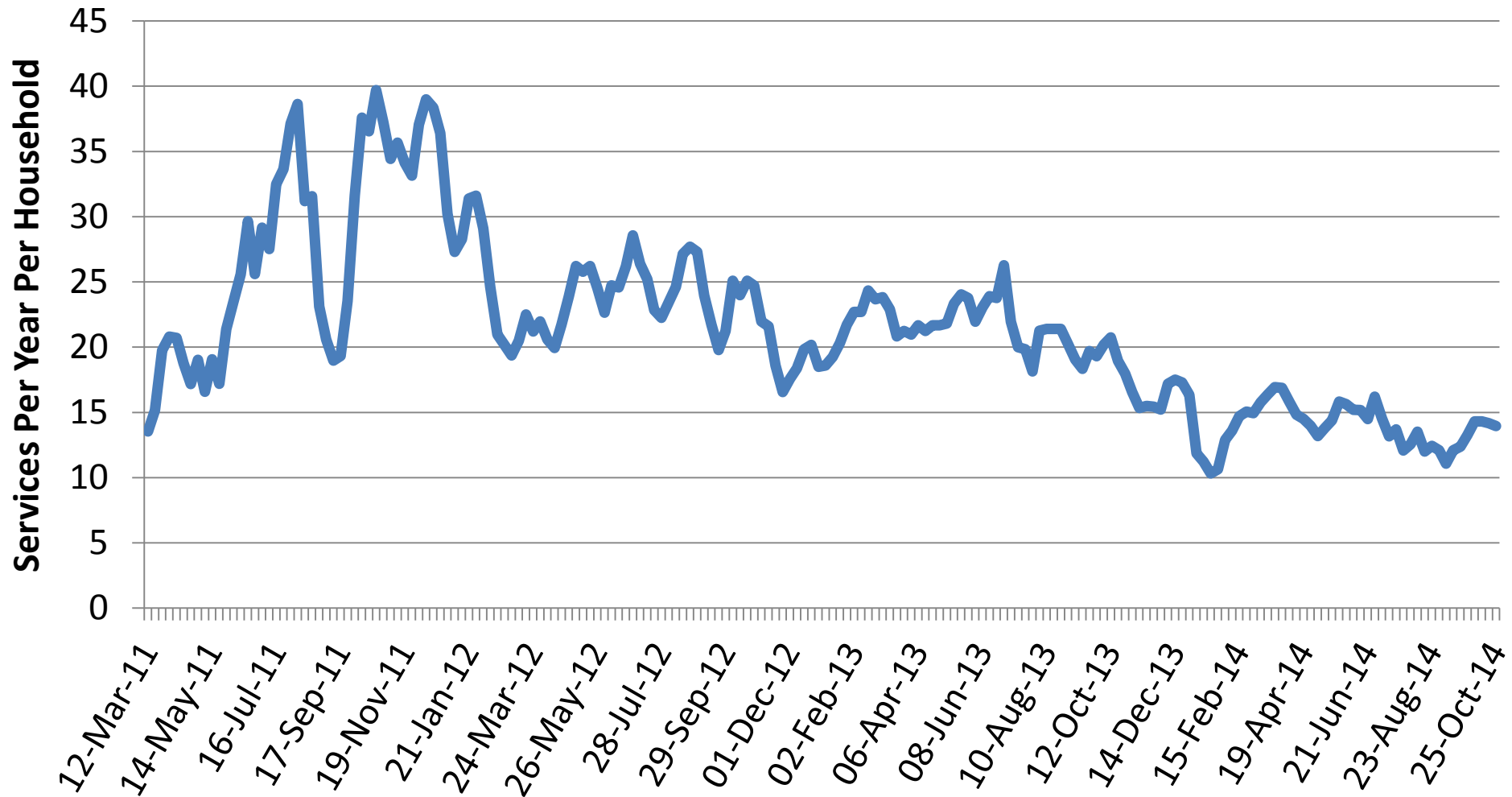


% of Households Receiving Services in Last Four Weeks





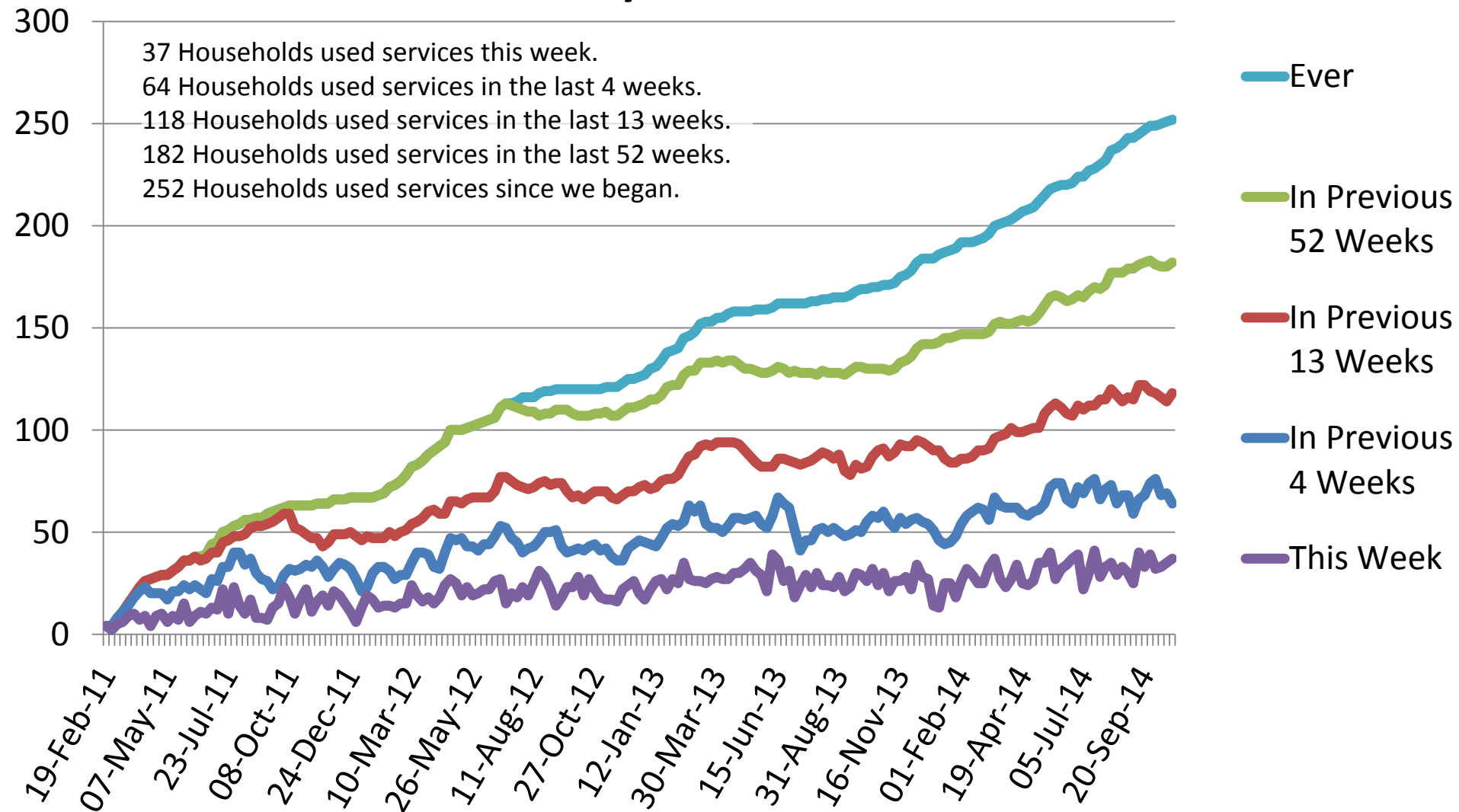
Annualized Rate of Services per Household in Last 4 Weeks

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How Many Households Served

37 Households used services this week.
 64 Households used services in the last 4 weeks.
 118 Households used services in the last 13 weeks.
 182 Households used services in the last 52 weeks.
 252 Households used services since we began.



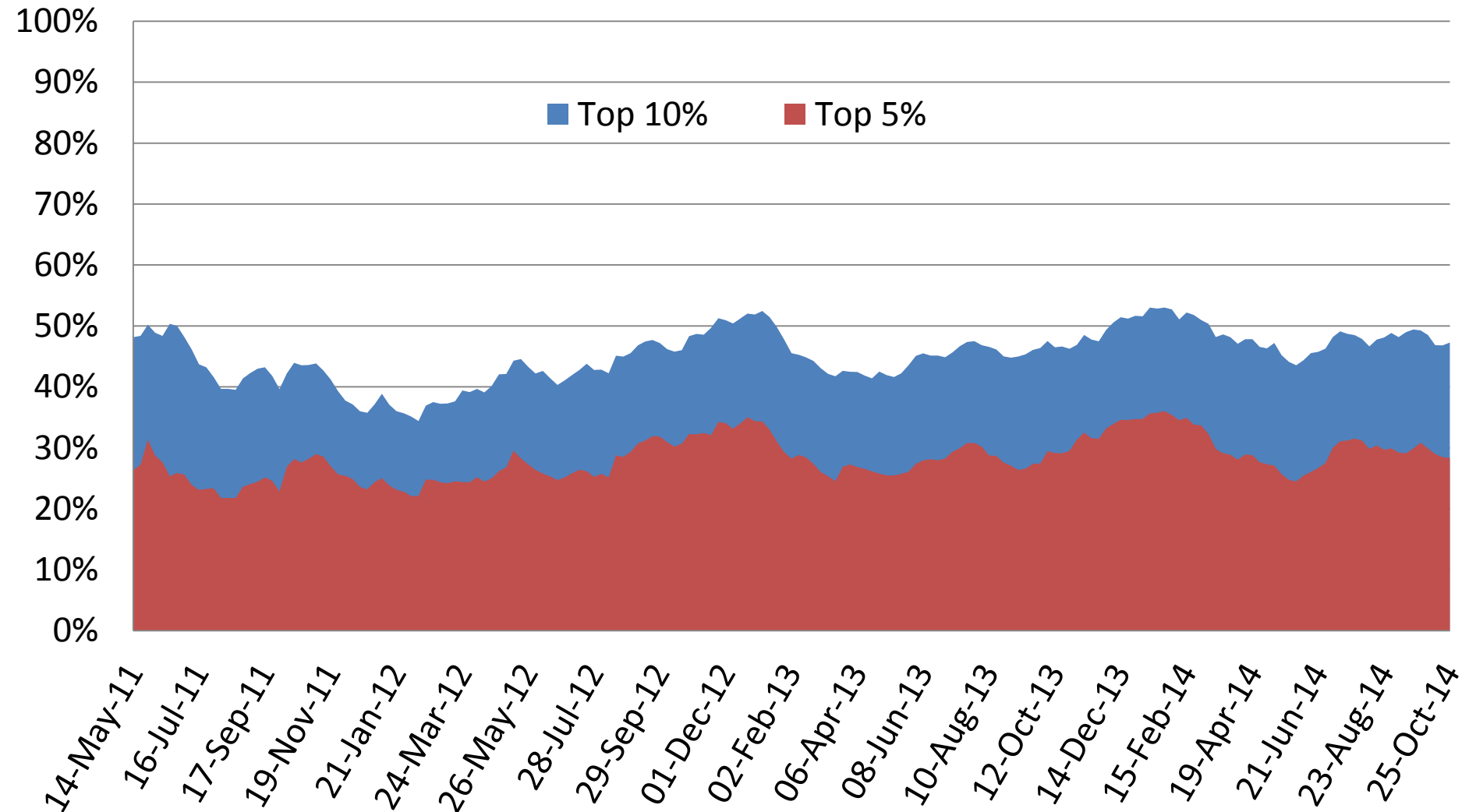
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Heaviest Users of Services



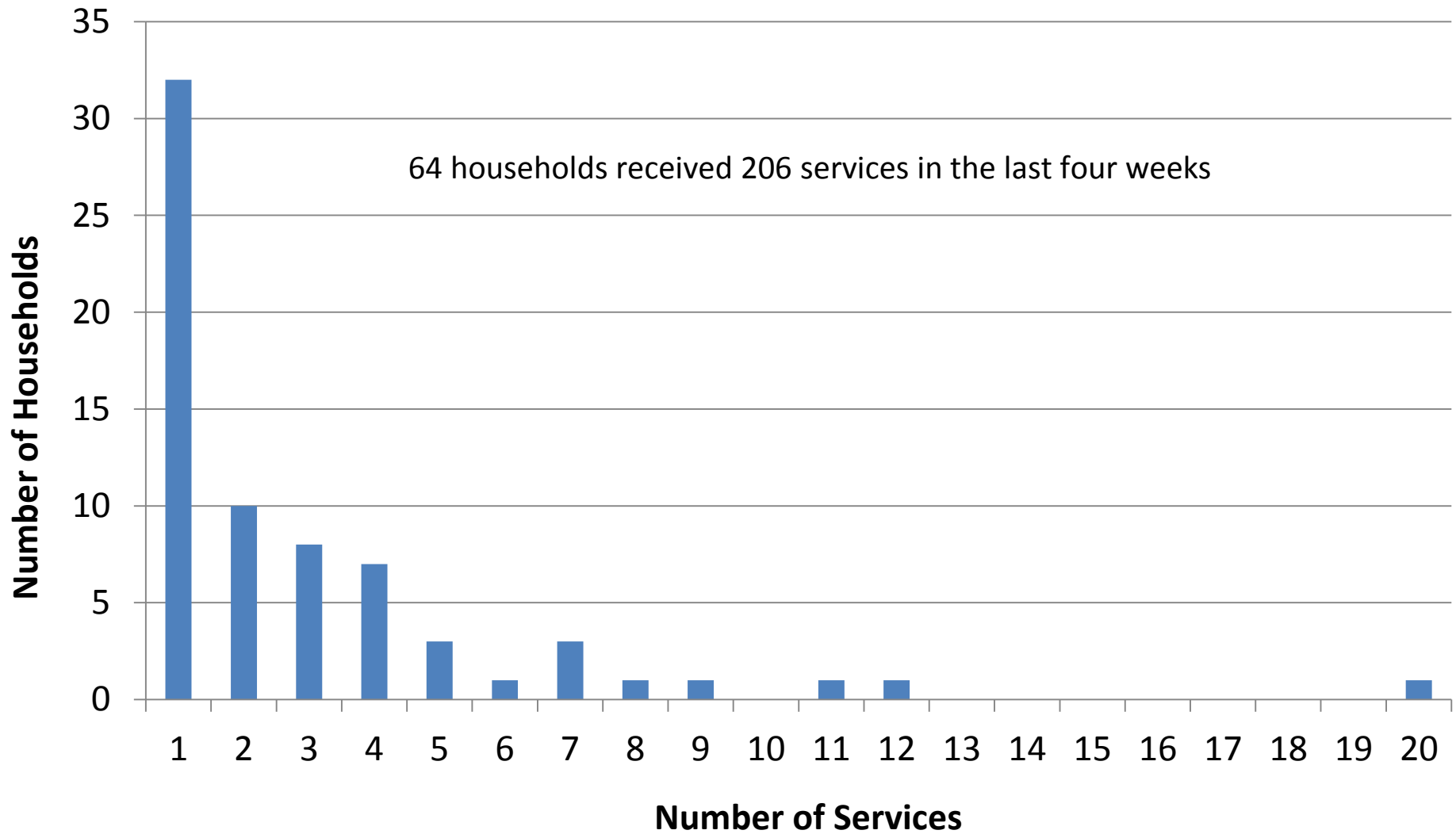
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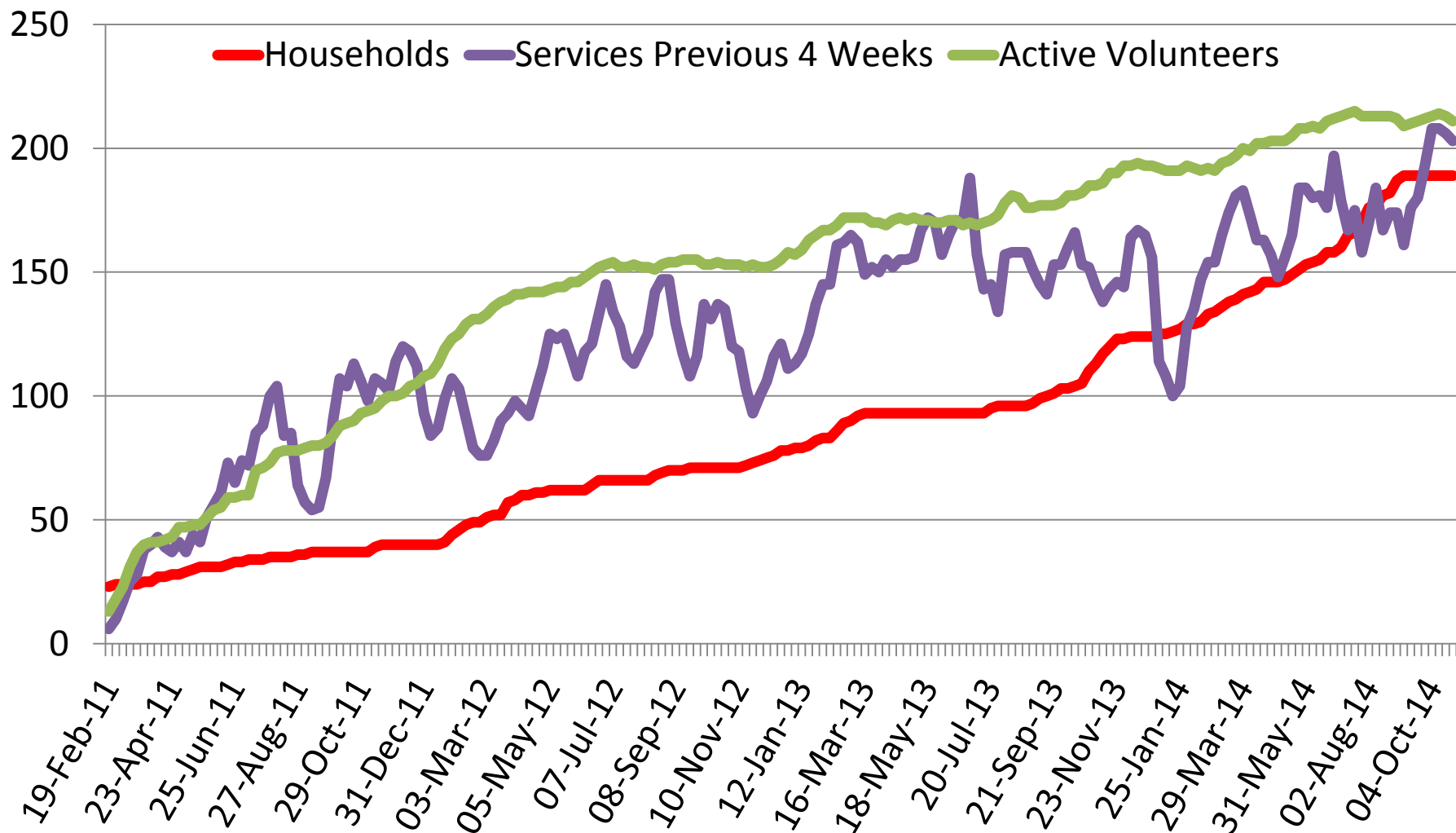


Rate of Direct Services in Last 4 Weeks

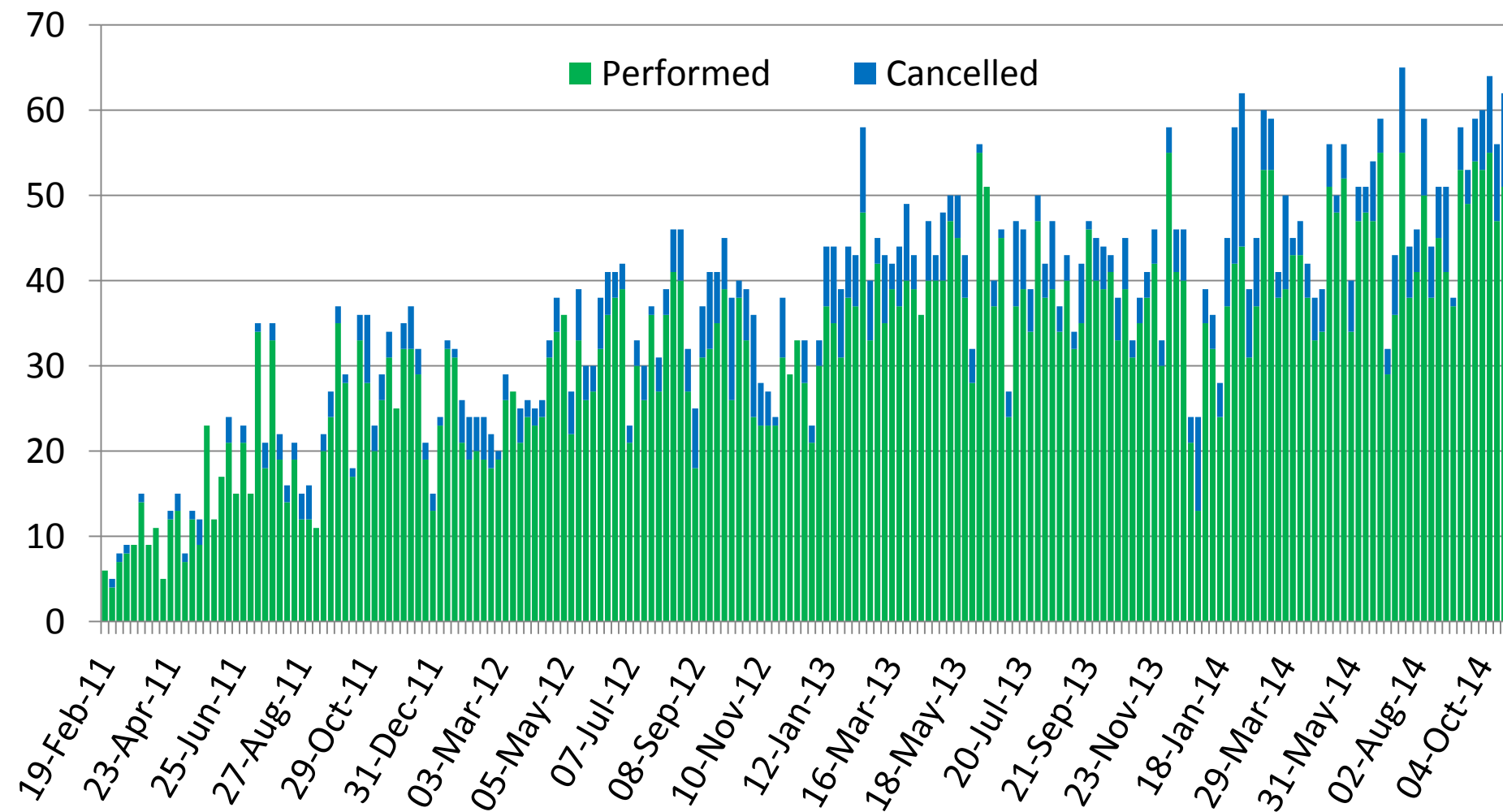




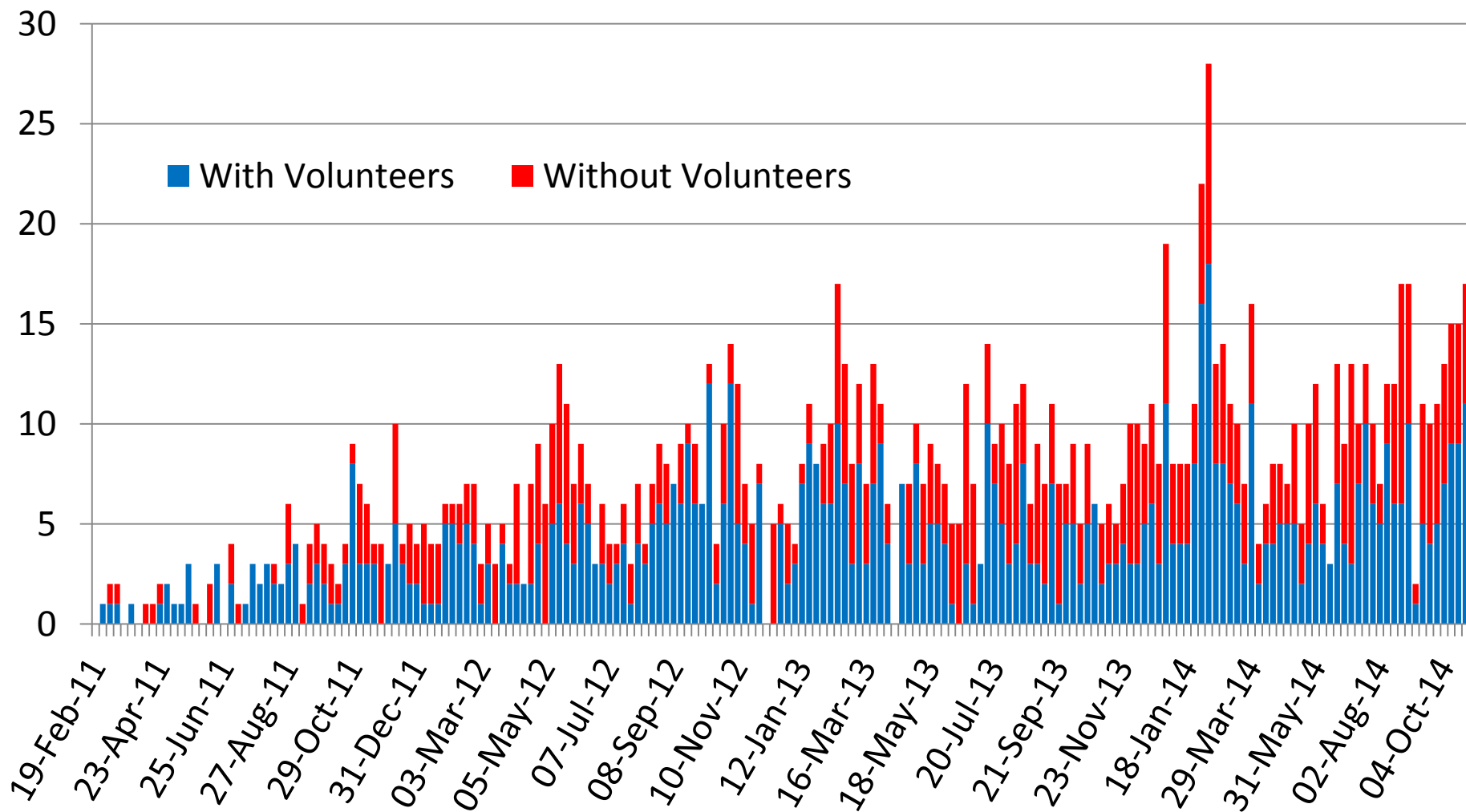
Members, Volunteers, and Services in Last 4 weeks



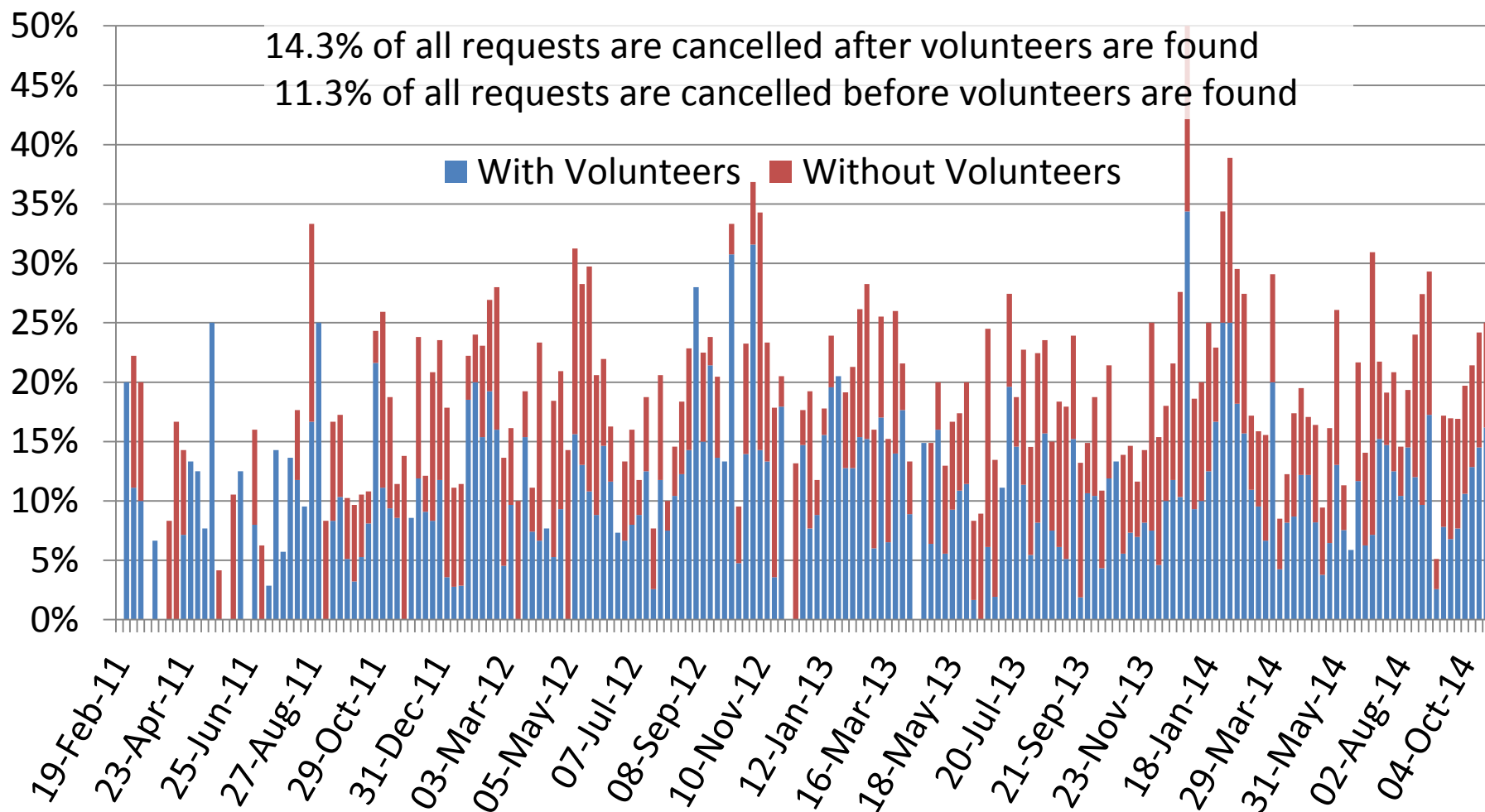
Services Filled



All Cancelled Services



Cancellations as a Percentage of Request



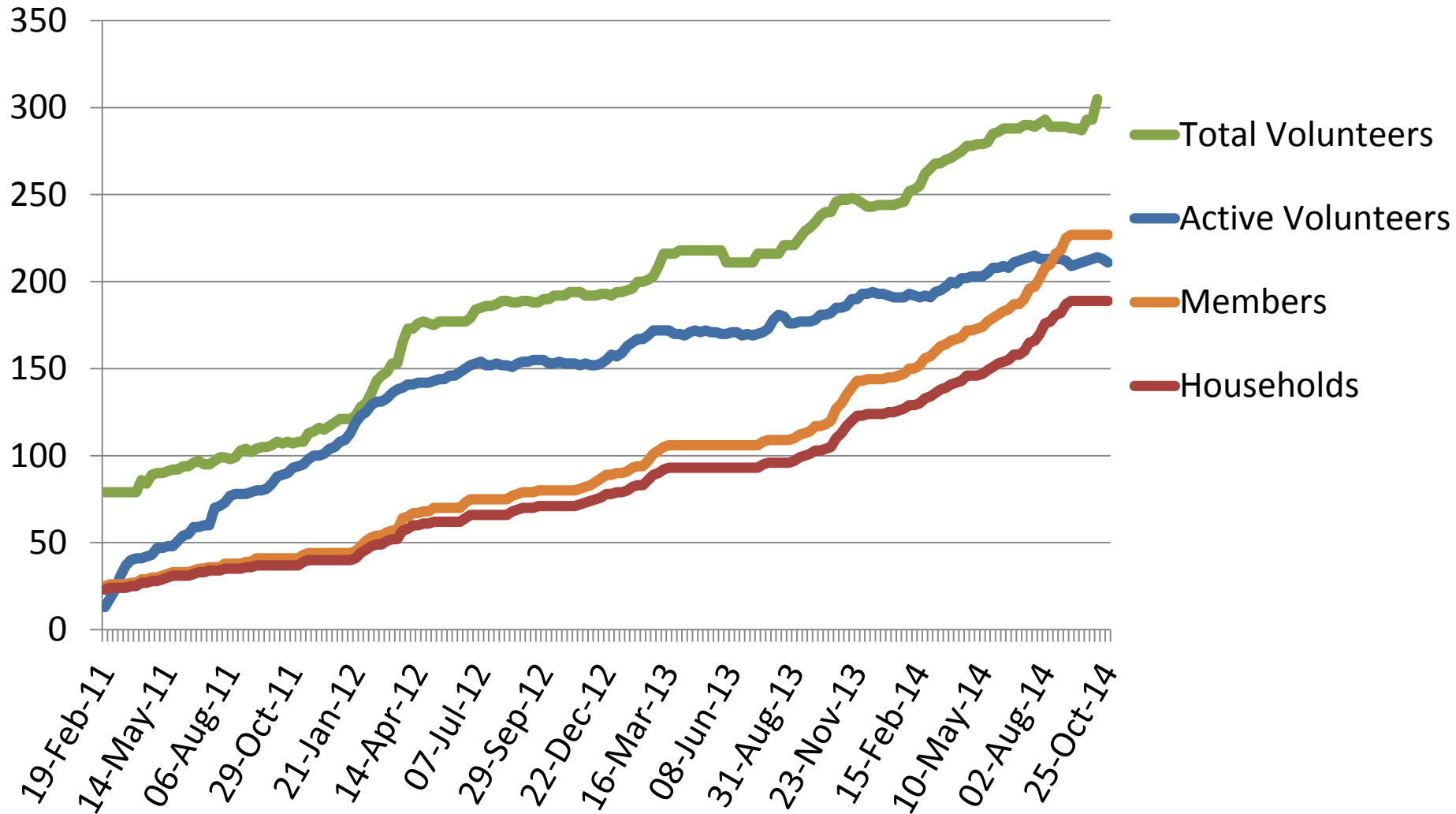
HOW MANY VOLUNTEERS DO WE HAVE AND HOW FREQUENTLY ARE THEY WORKING?

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 generally kept pace with growth in membership until September, when we could not fill all services.
- Starting service in Chatham should provide a near term boost in volunteers, followed by growth in membership.
- For services, including call managers
 - 49 Volunteers provided services this week.
 - 108 Volunteers provided services in the last 4 weeks.
 - 156 Volunteers provided services in the last 13 weeks.
 - 211 Volunteers provided services in the last 52 weeks.
 - 287 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.

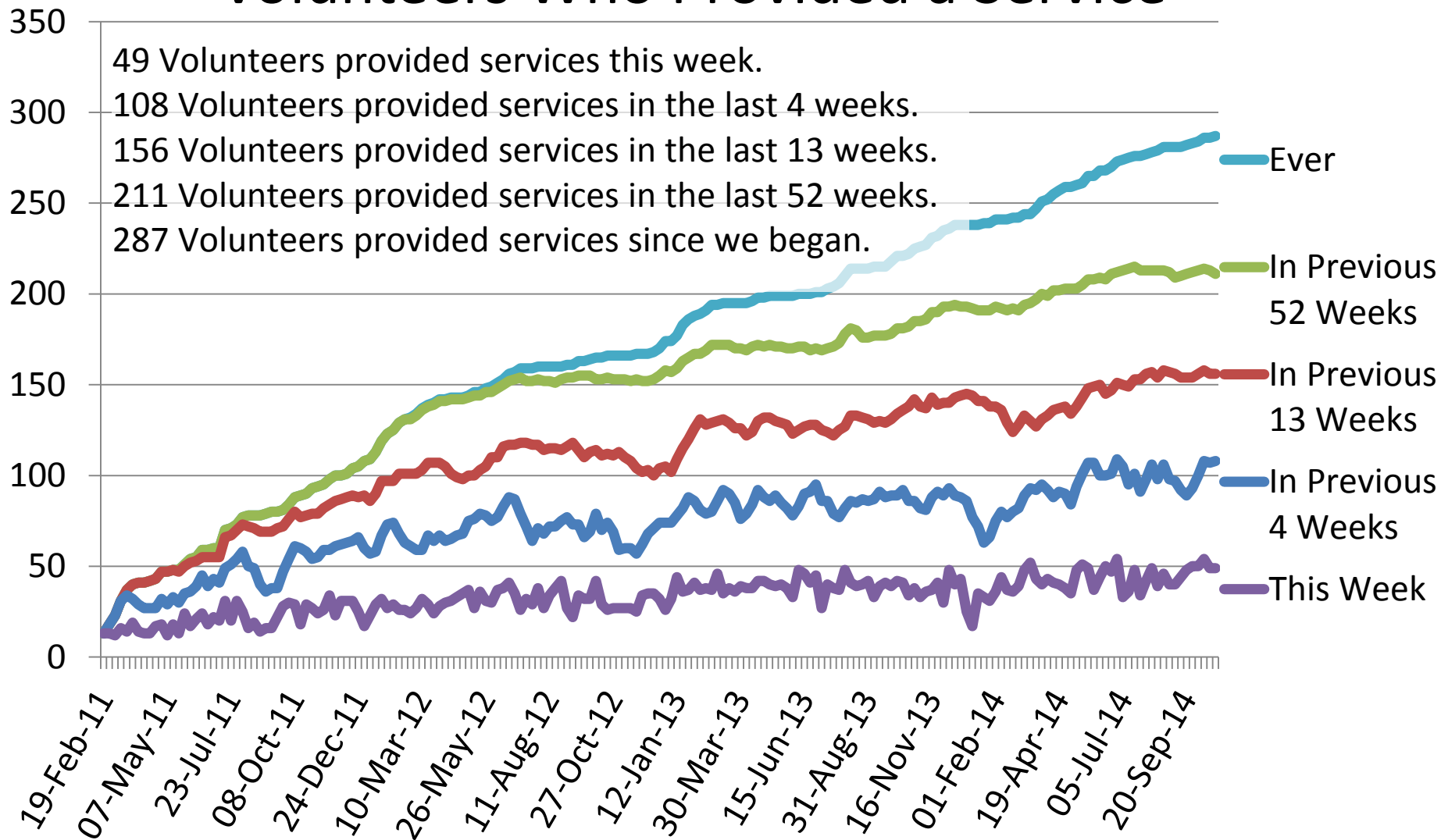


Members, Households and Volunteers



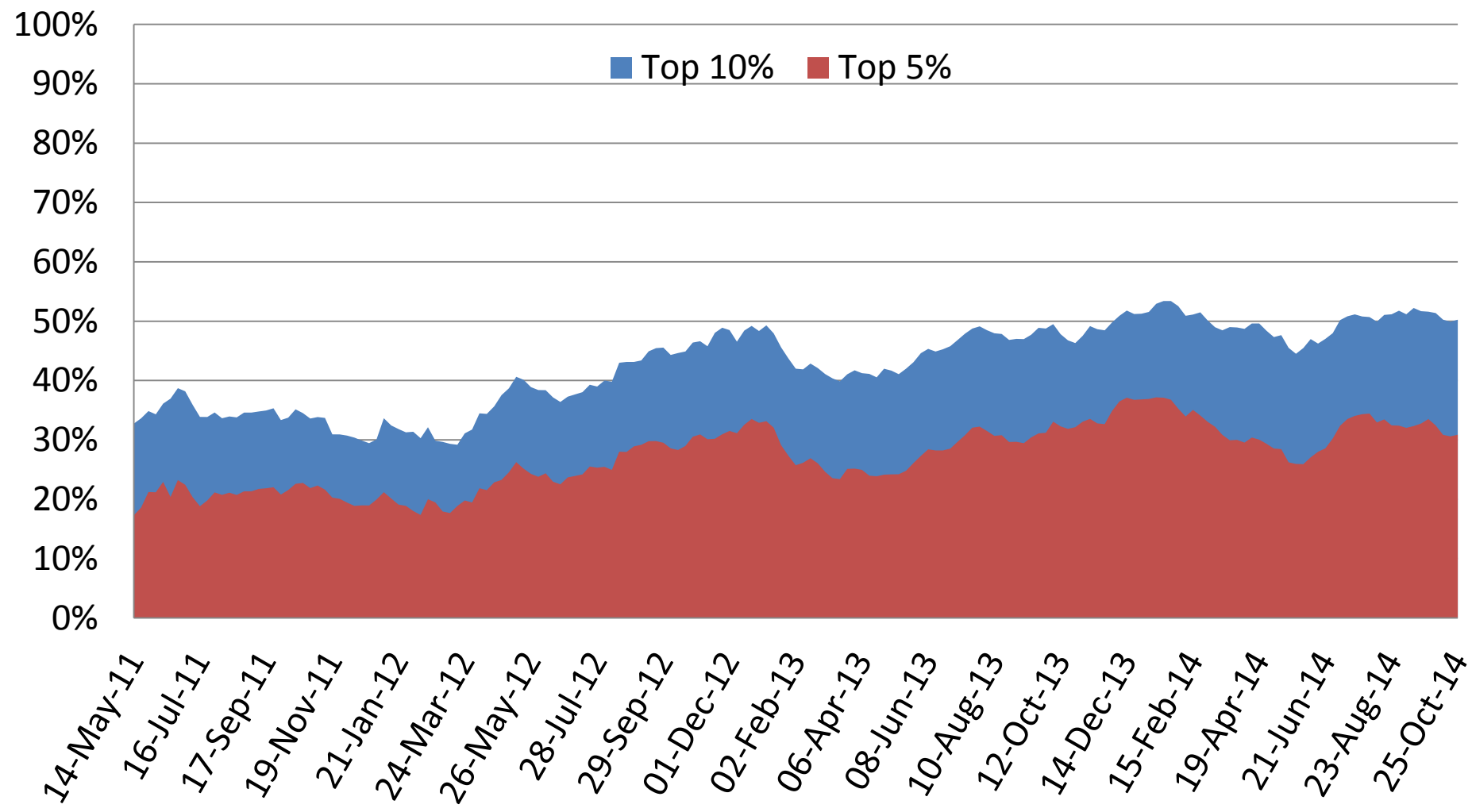


Volunteers Who Provided a Service





Most Active Volunteers During Previous Four Weeks



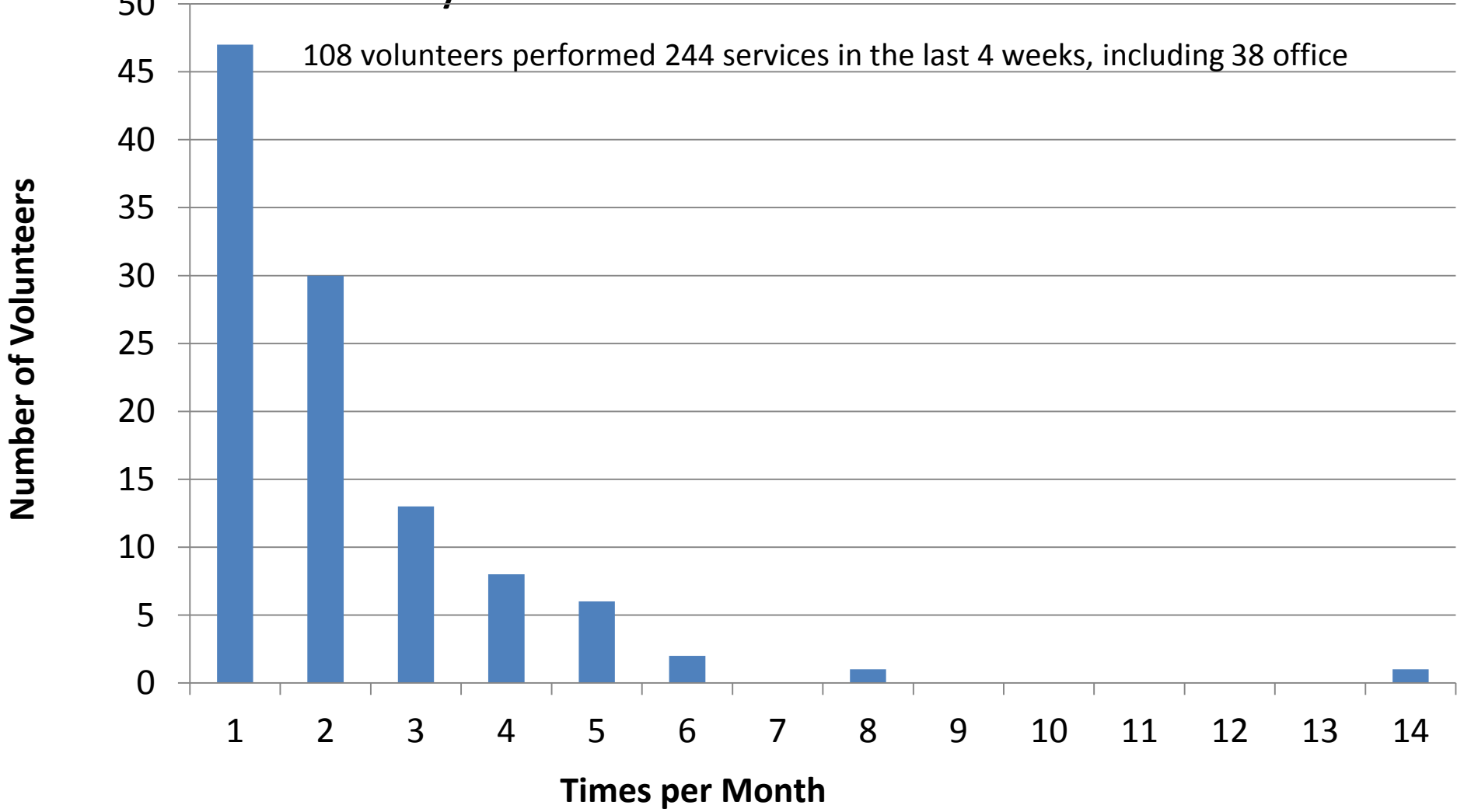
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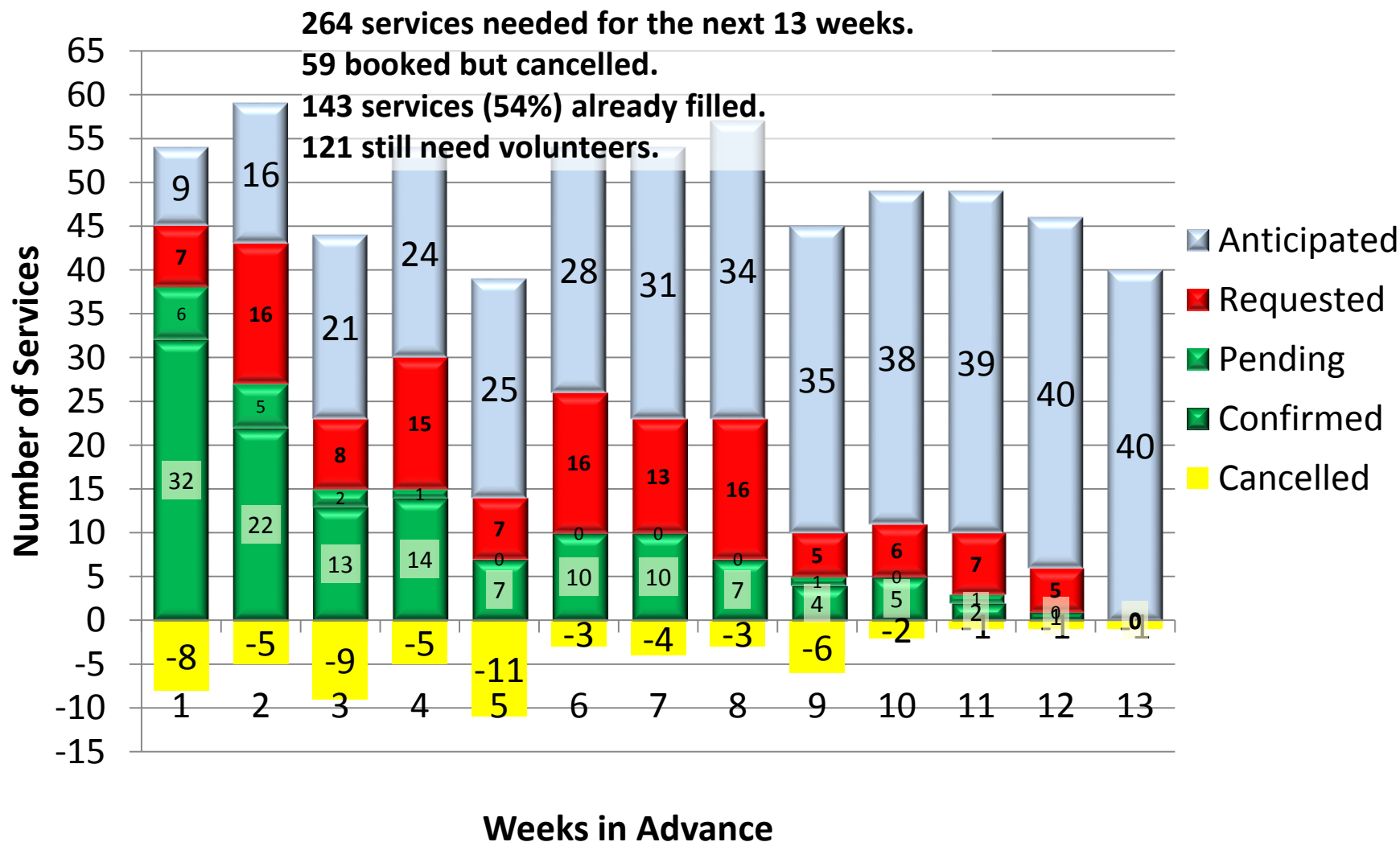
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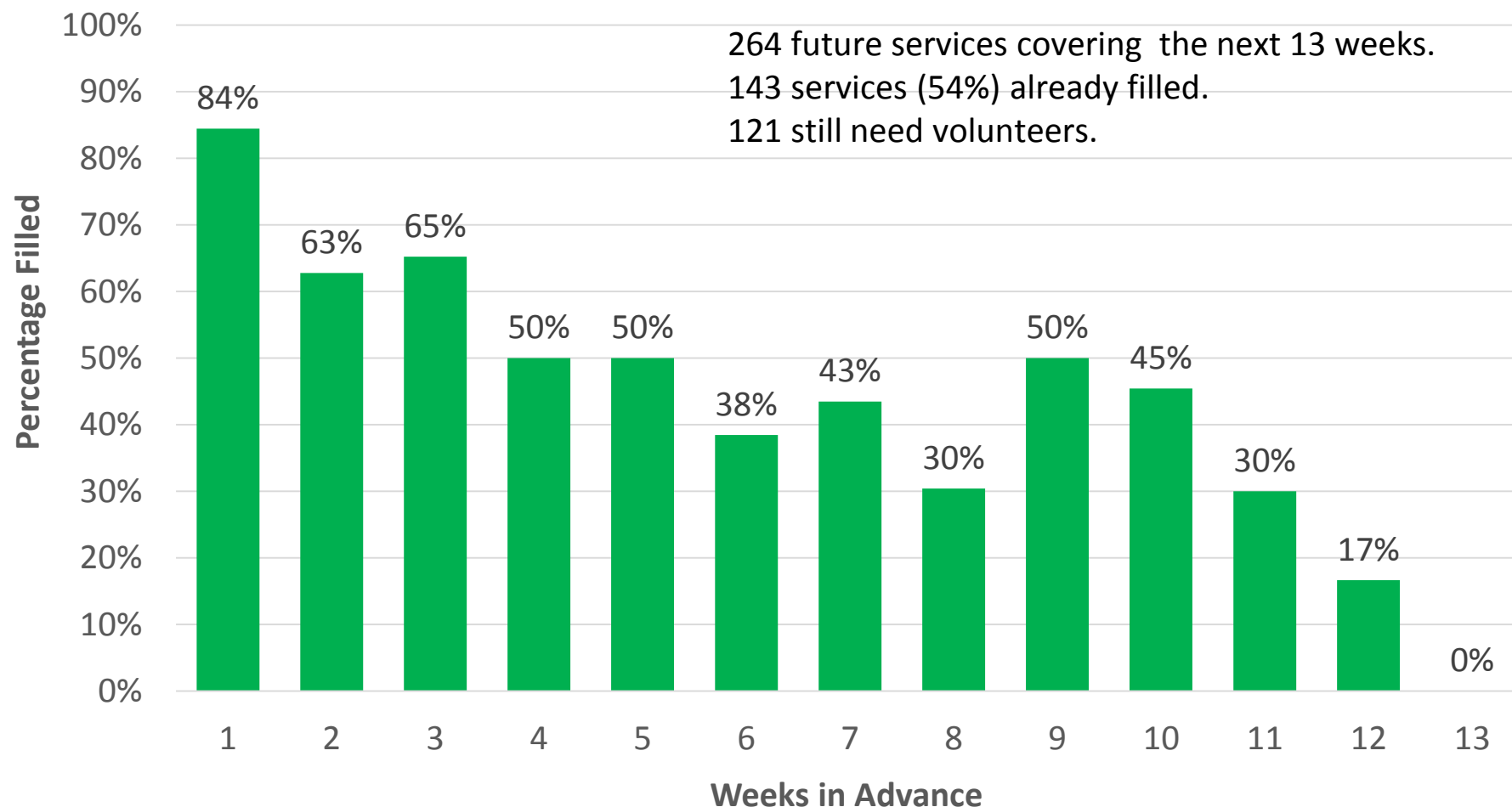
How Many Services in the Last Four Weeks?



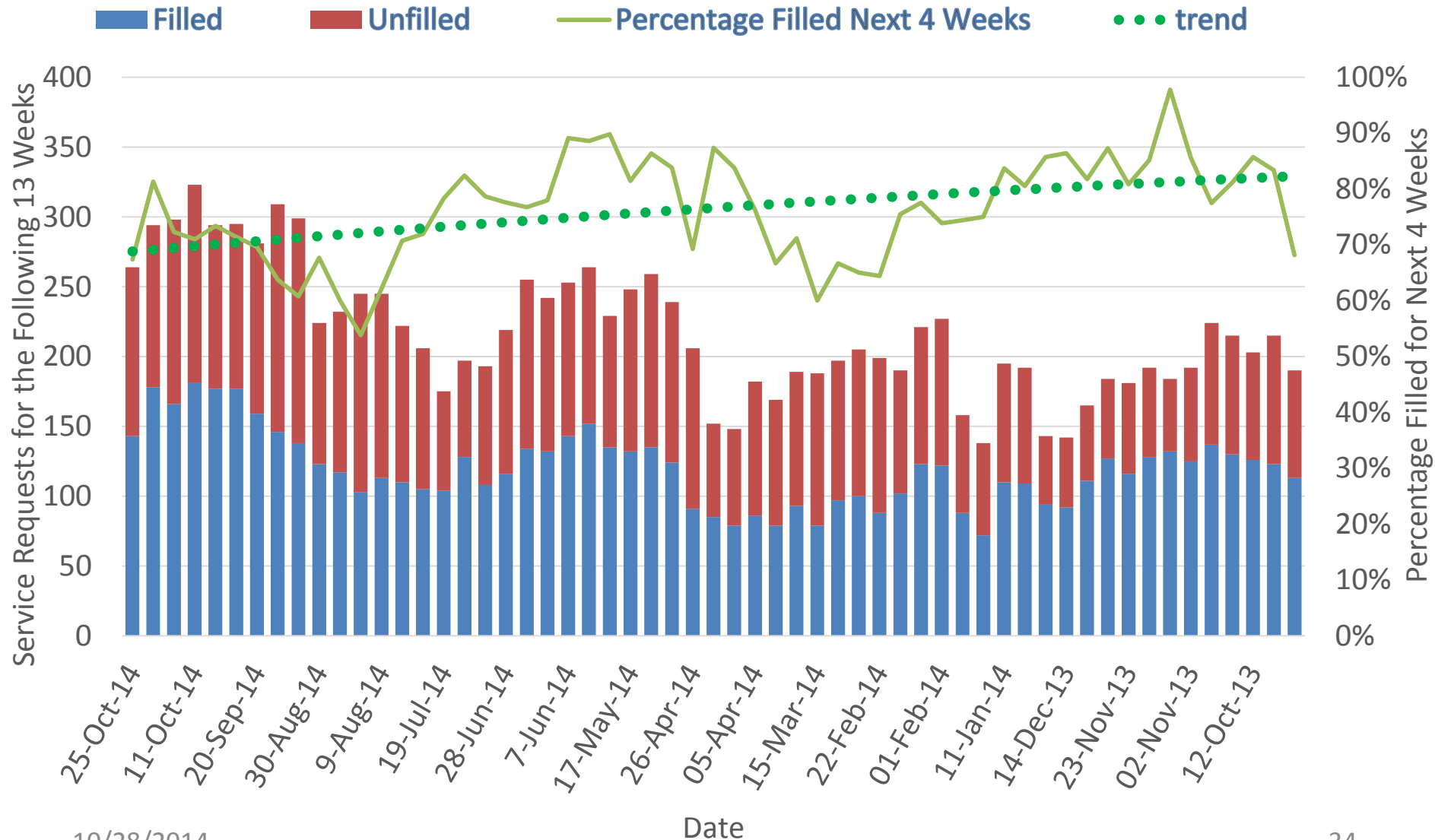
Service Requests on the Books



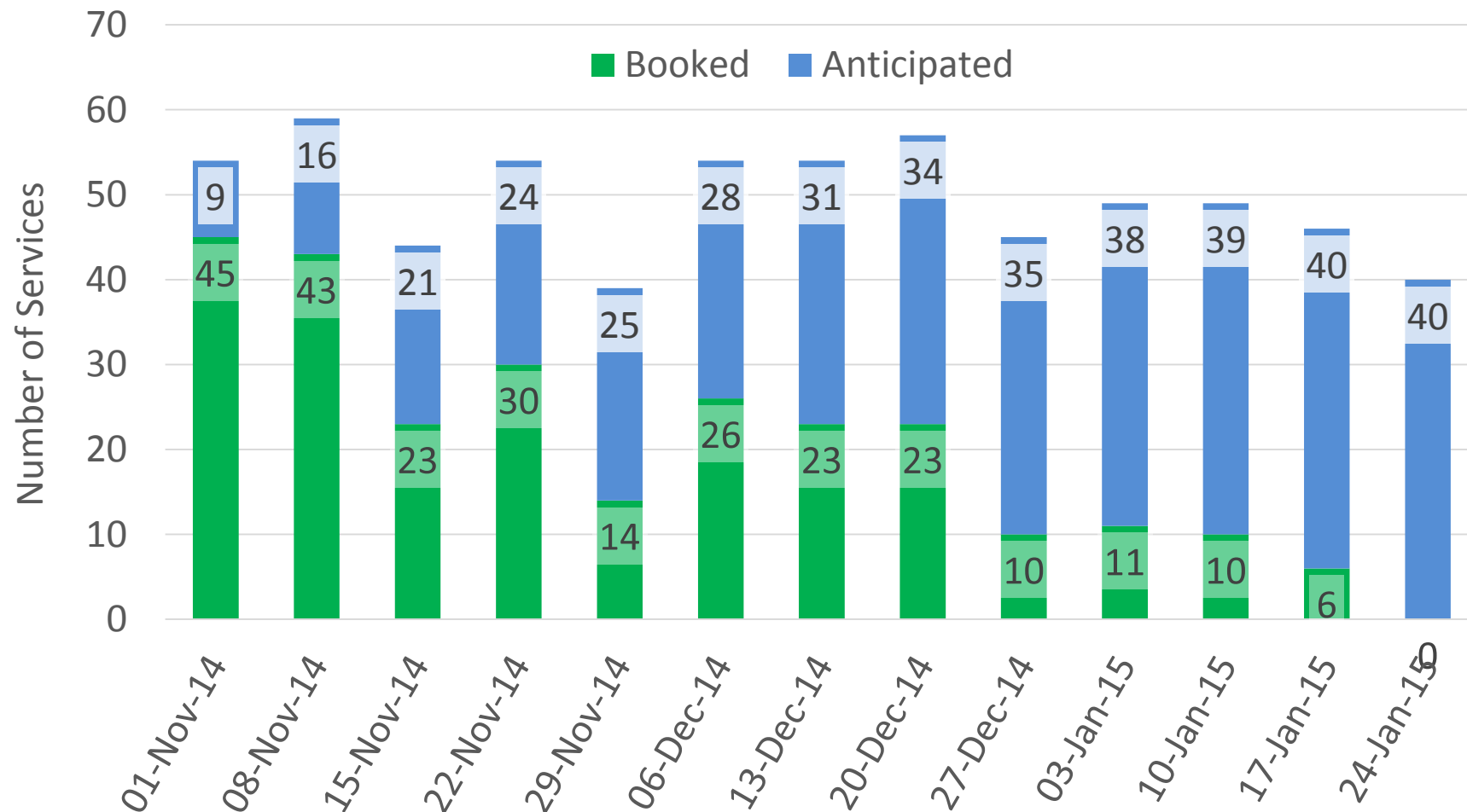
Percentage of Services for Next 13 Weeks Filled



History of Future Requests

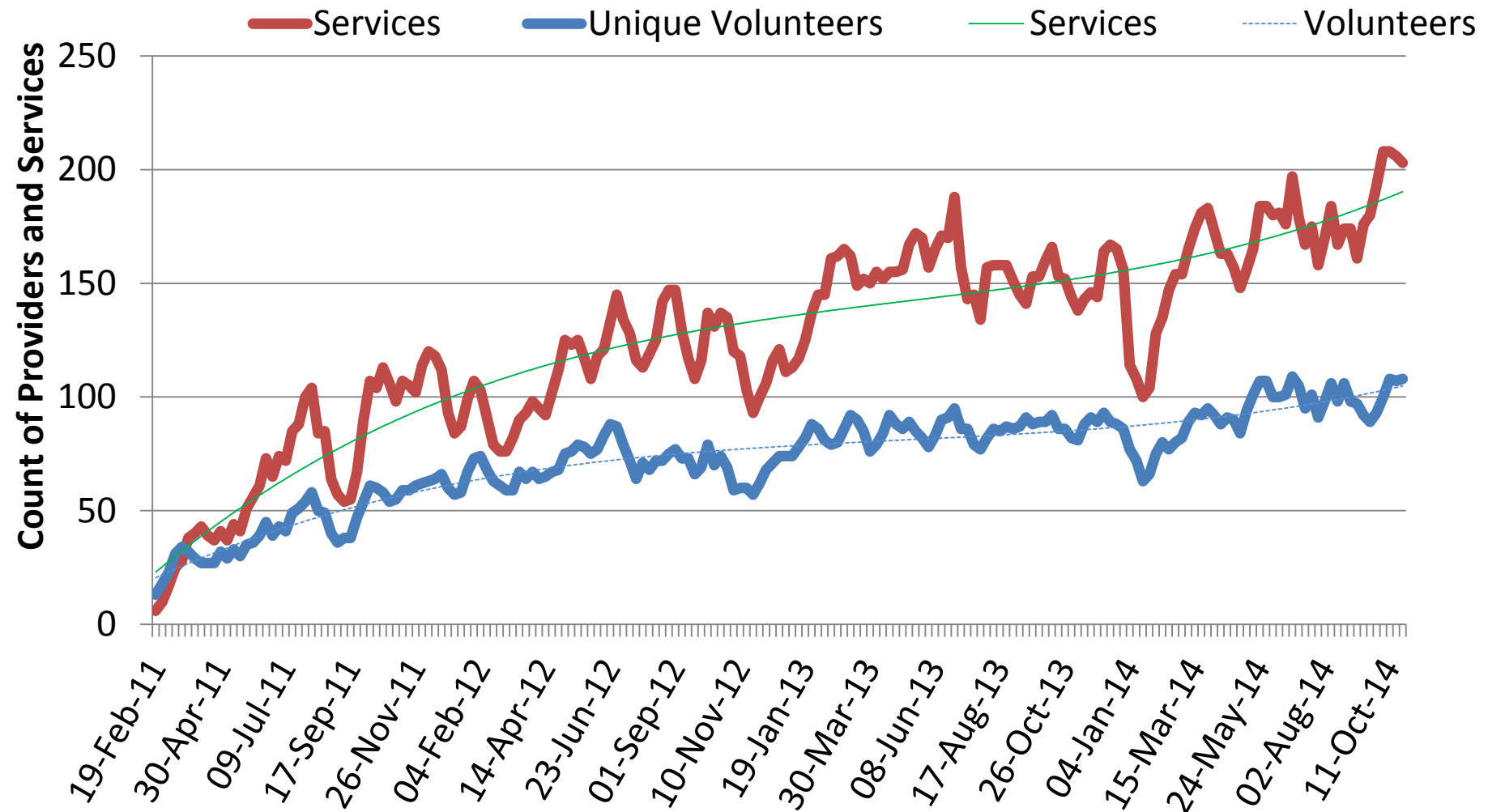


Projected Future Services



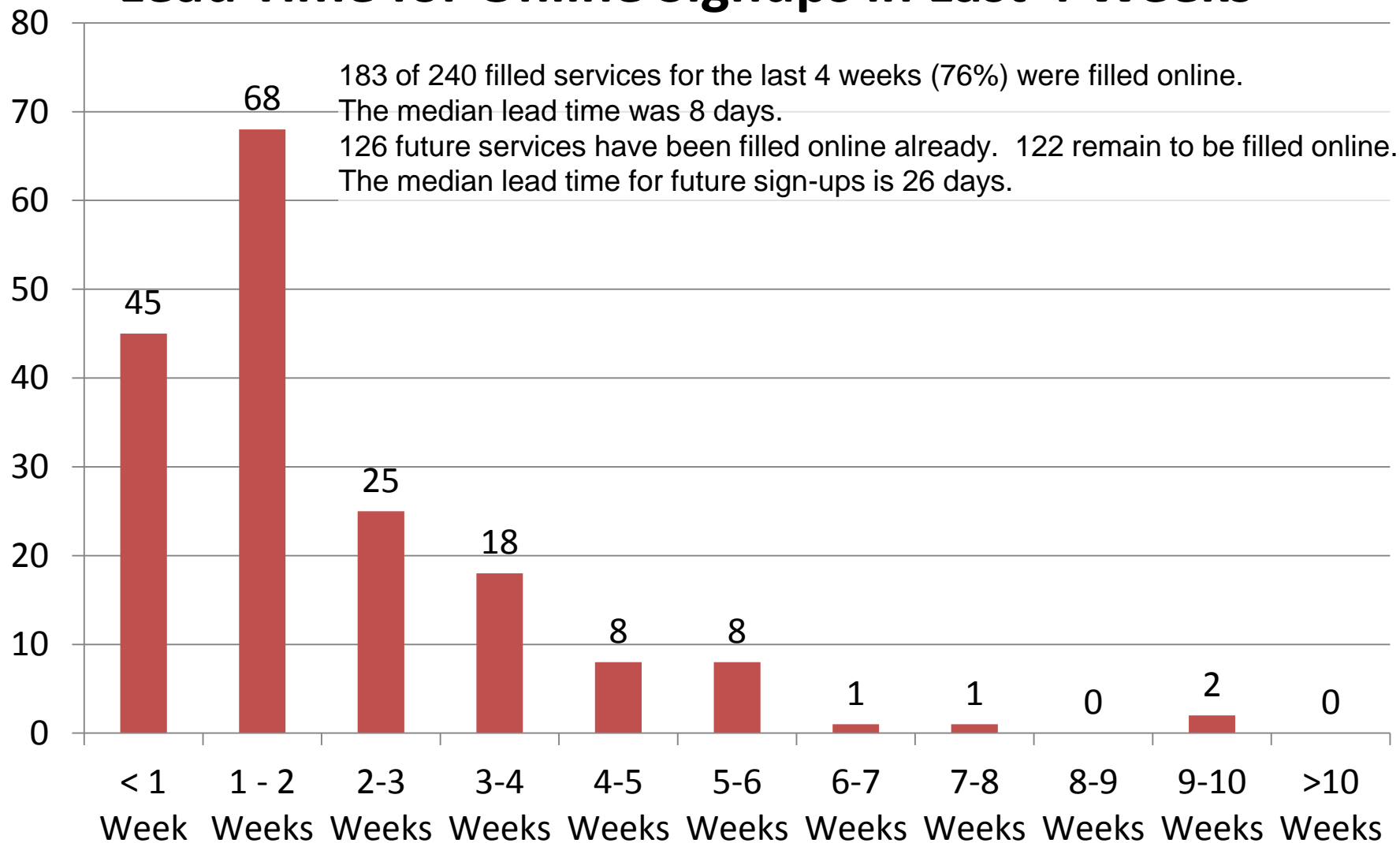


Volunteers and Services Previous 4 Weeks

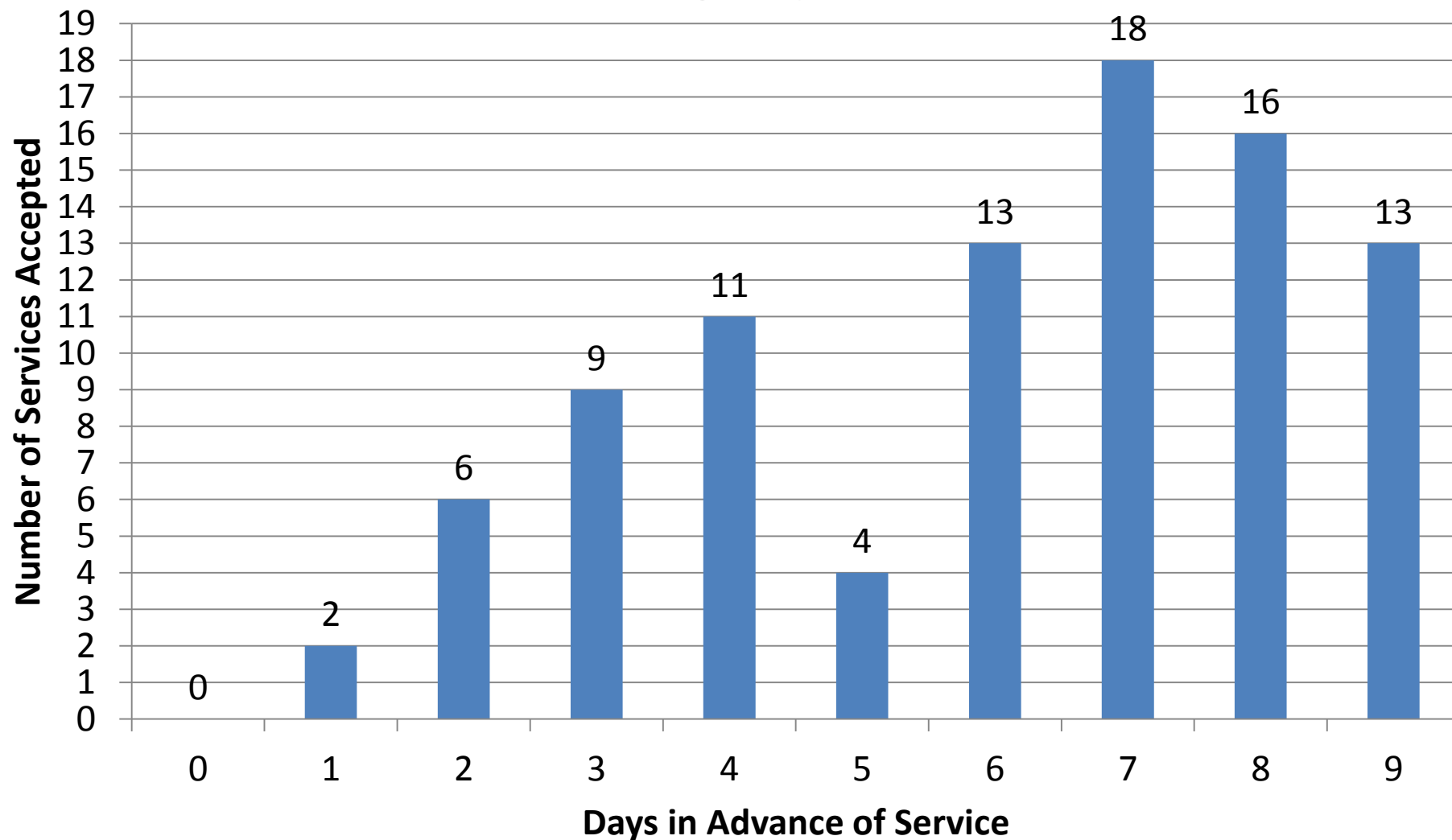


HOW IS ONLINE SIGNUP WORKING?

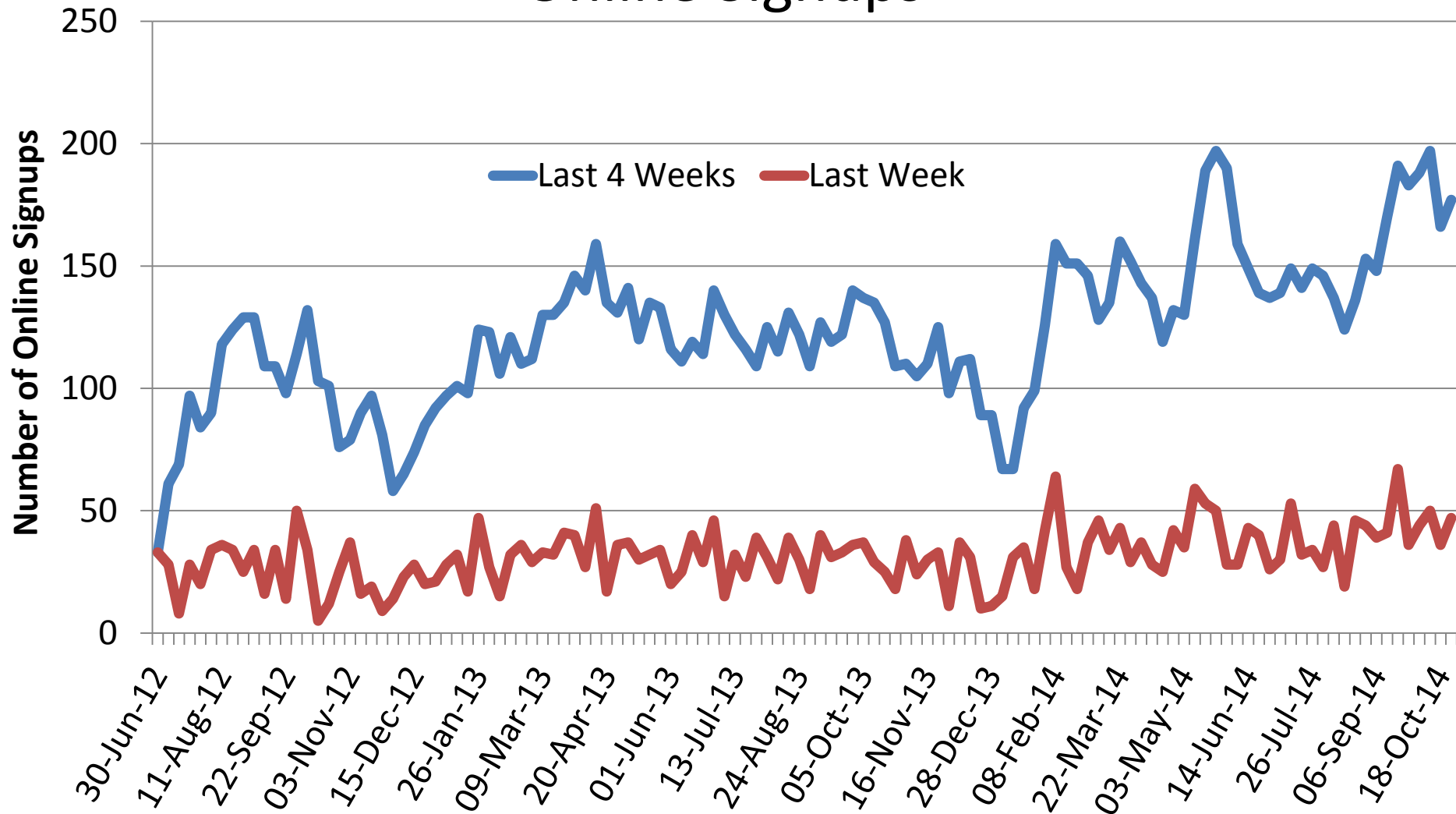
Lead Time for Online Signups in Last 4 Weeks



Short Term Online Signup in the Last 4 Weeks



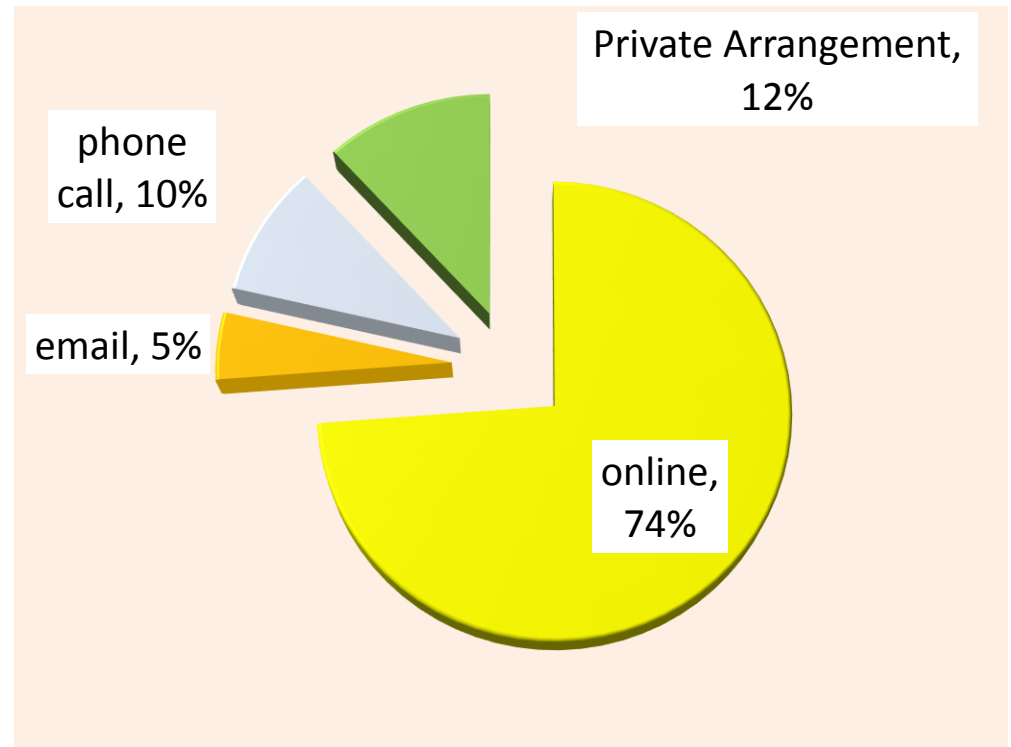
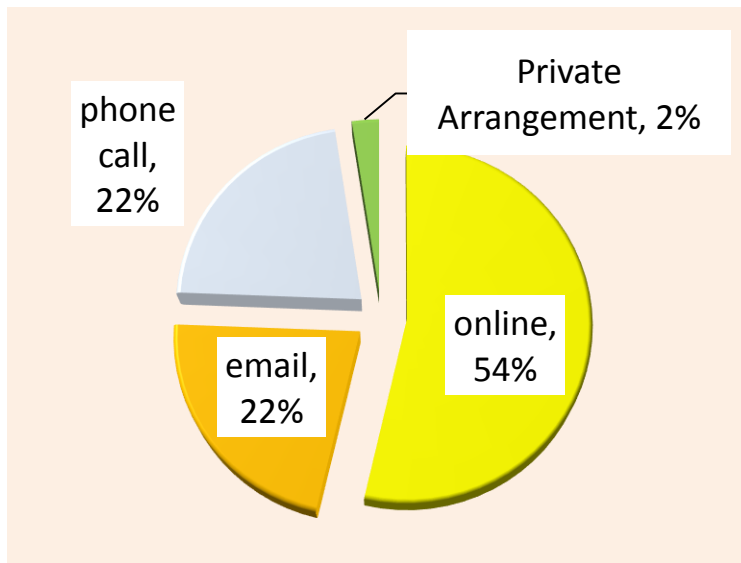
Online Signups



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.

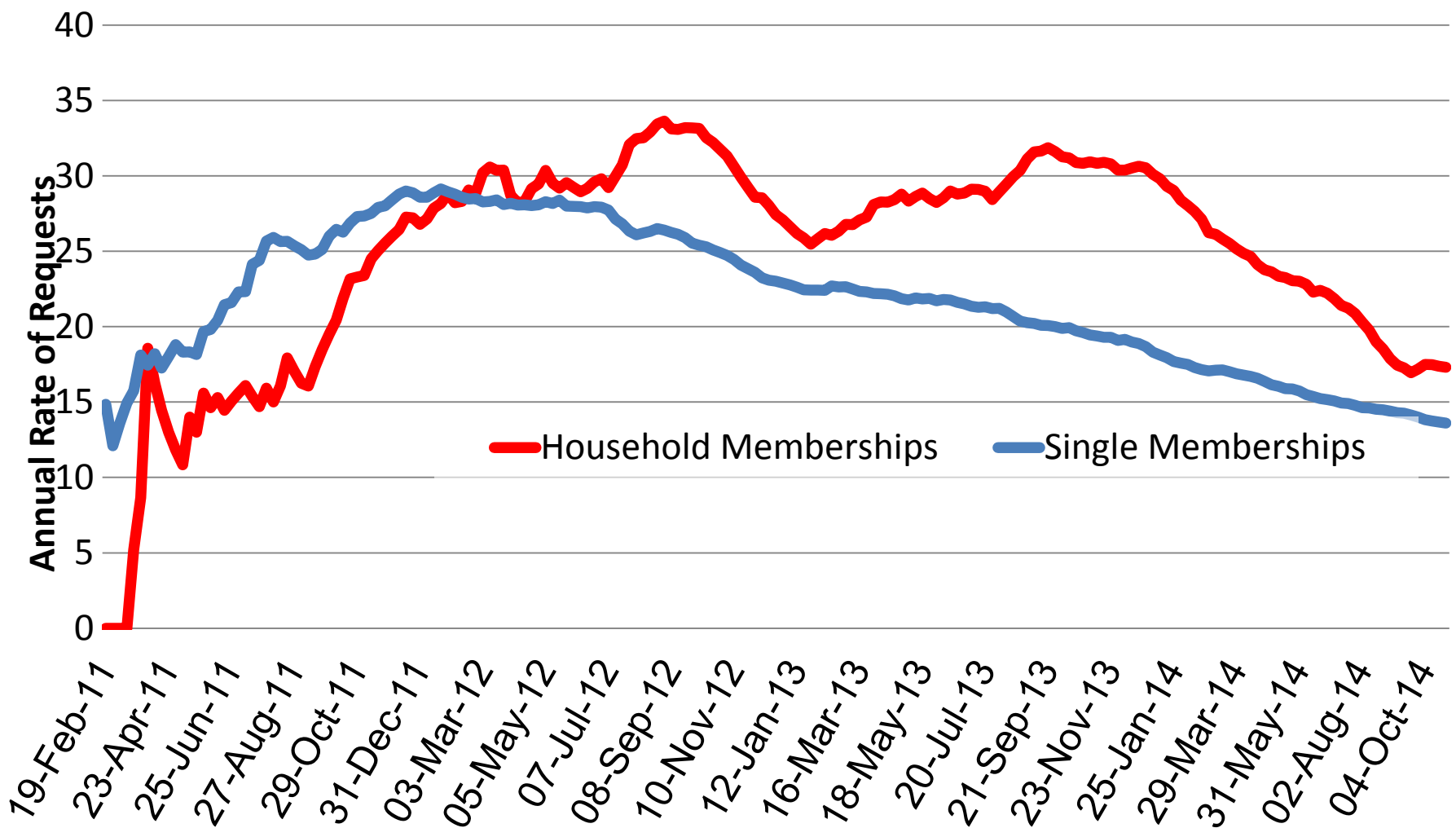
What are the Differences Between Single And Household Memberships?

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 a rate slightly higher than single members.
- Our rate has been lowered to \$75 for a single membership and \$95 for a household.



Single vs. Household Annual Use of Services



Household Memberships Single Memberships

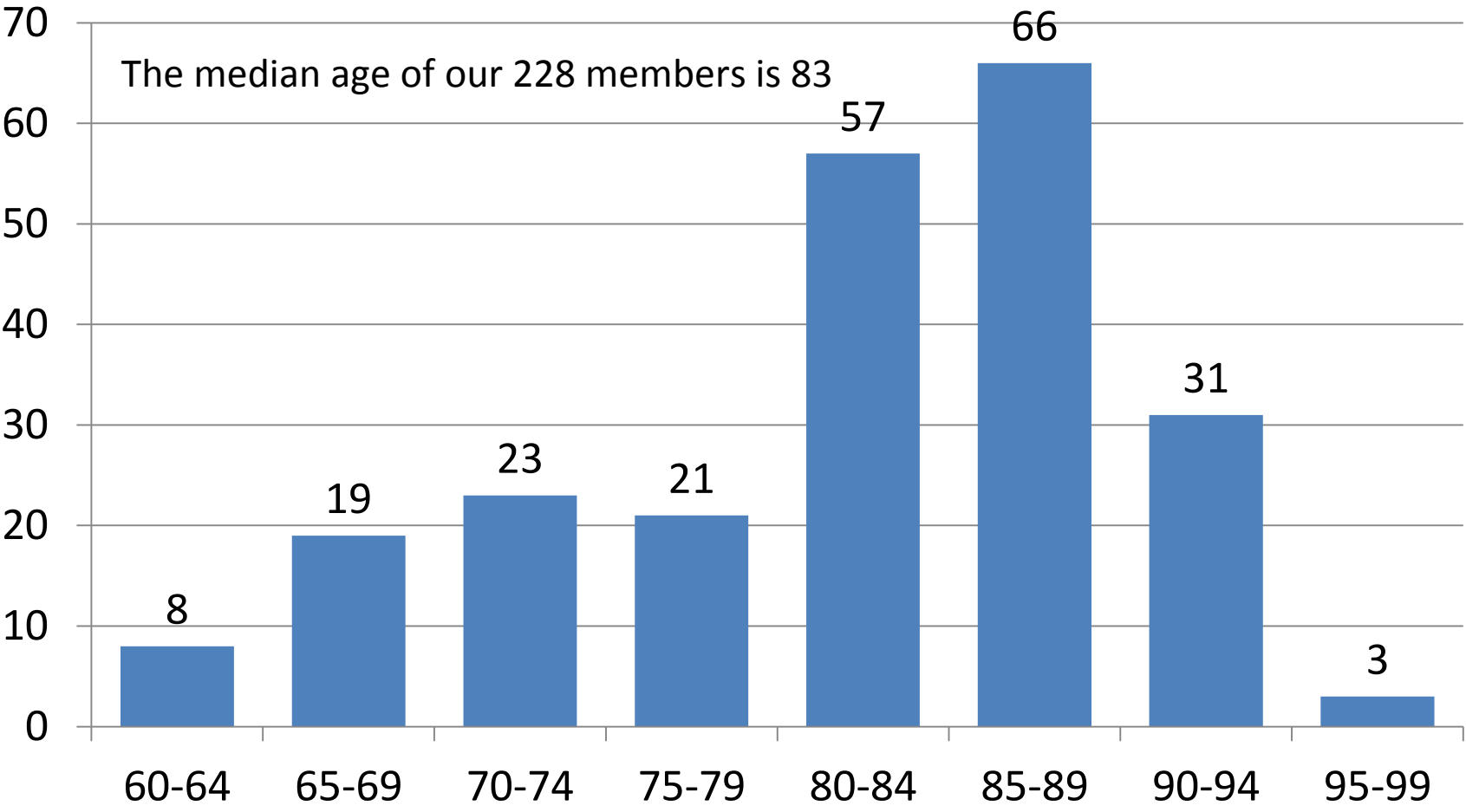
HOW OLD ARE OUR MEMBERS AND DOES THEIR AGE AFFECT THE SERVICES THEY NEED?

Analysis by Age Group

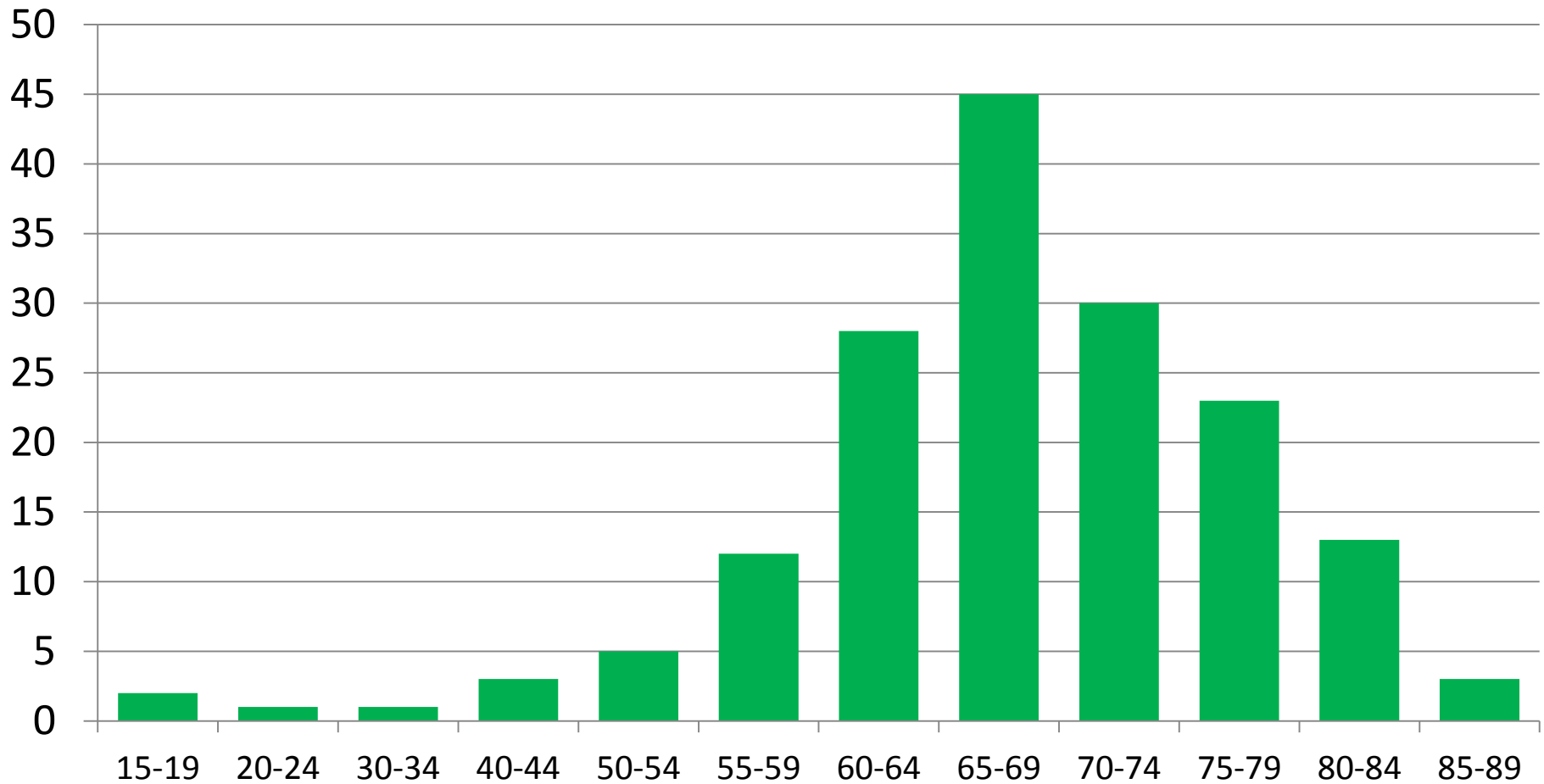
- The majority of our members are in their eighties. The median age is 83 years old.
- The 60-64 year age group uses a fair number of services per person, because of individuals with medical issues.
- The 90-99 age group uses significantly more local transportation than the younger members.
- We once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



Age of Members

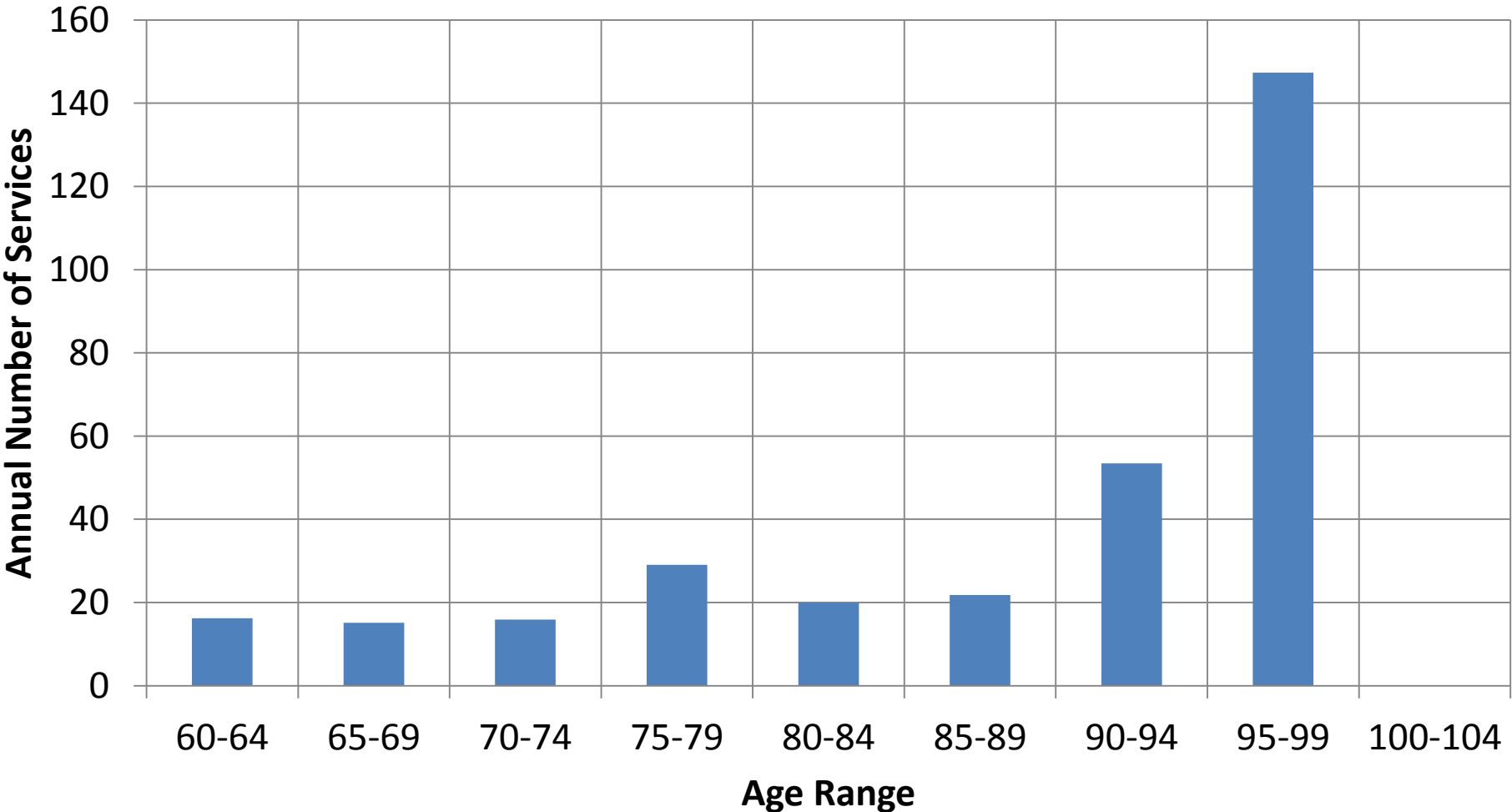


Age of Volunteers



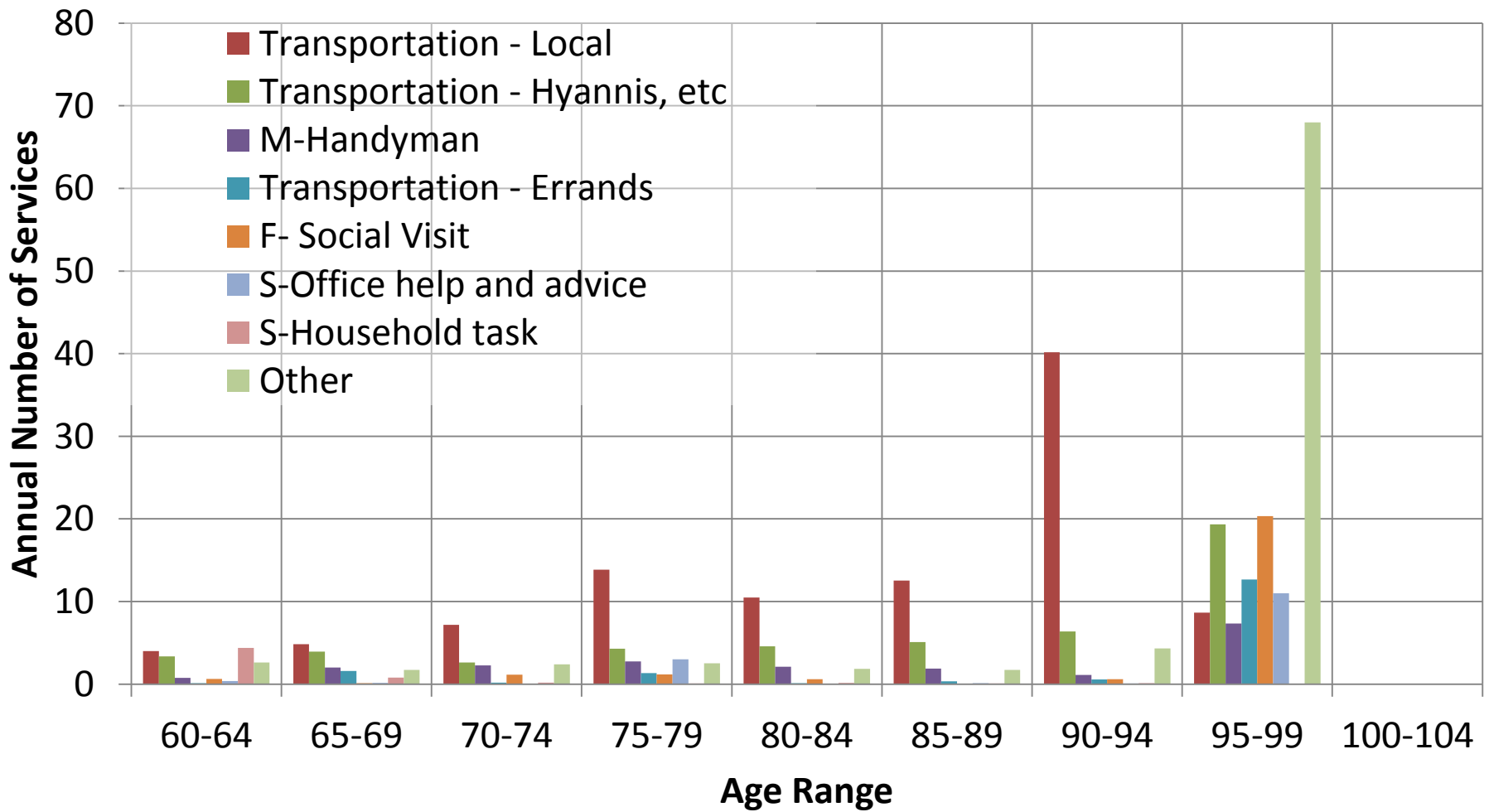


Annual Use of Services by Age





Services Used (Annual Rate) by Age Range

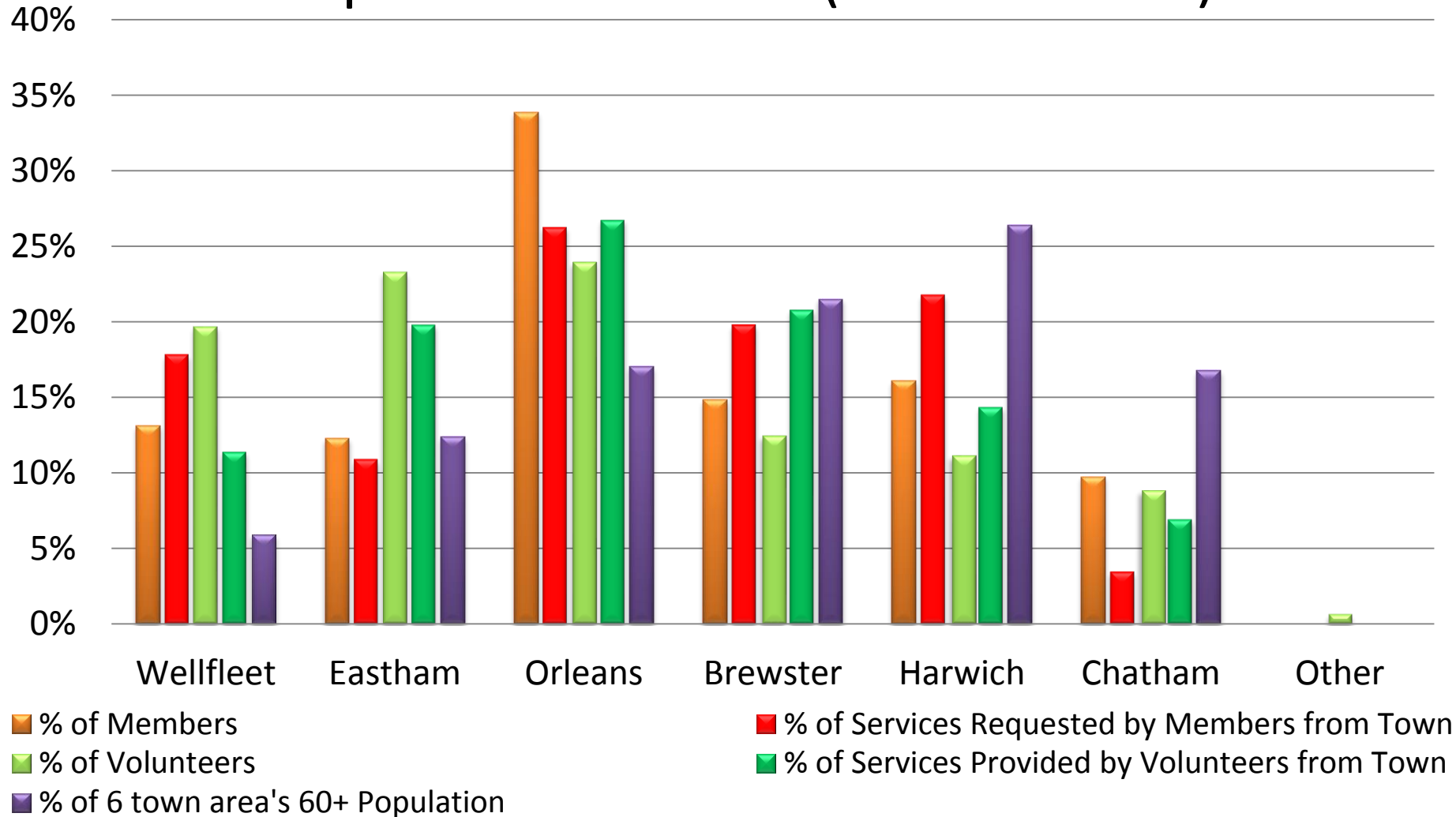


WHAT ARE THE DIFFERENCES BETWEEN THE TOWNS IN OUR SERVICE AREA?

Towns of Service Providers and Recipients

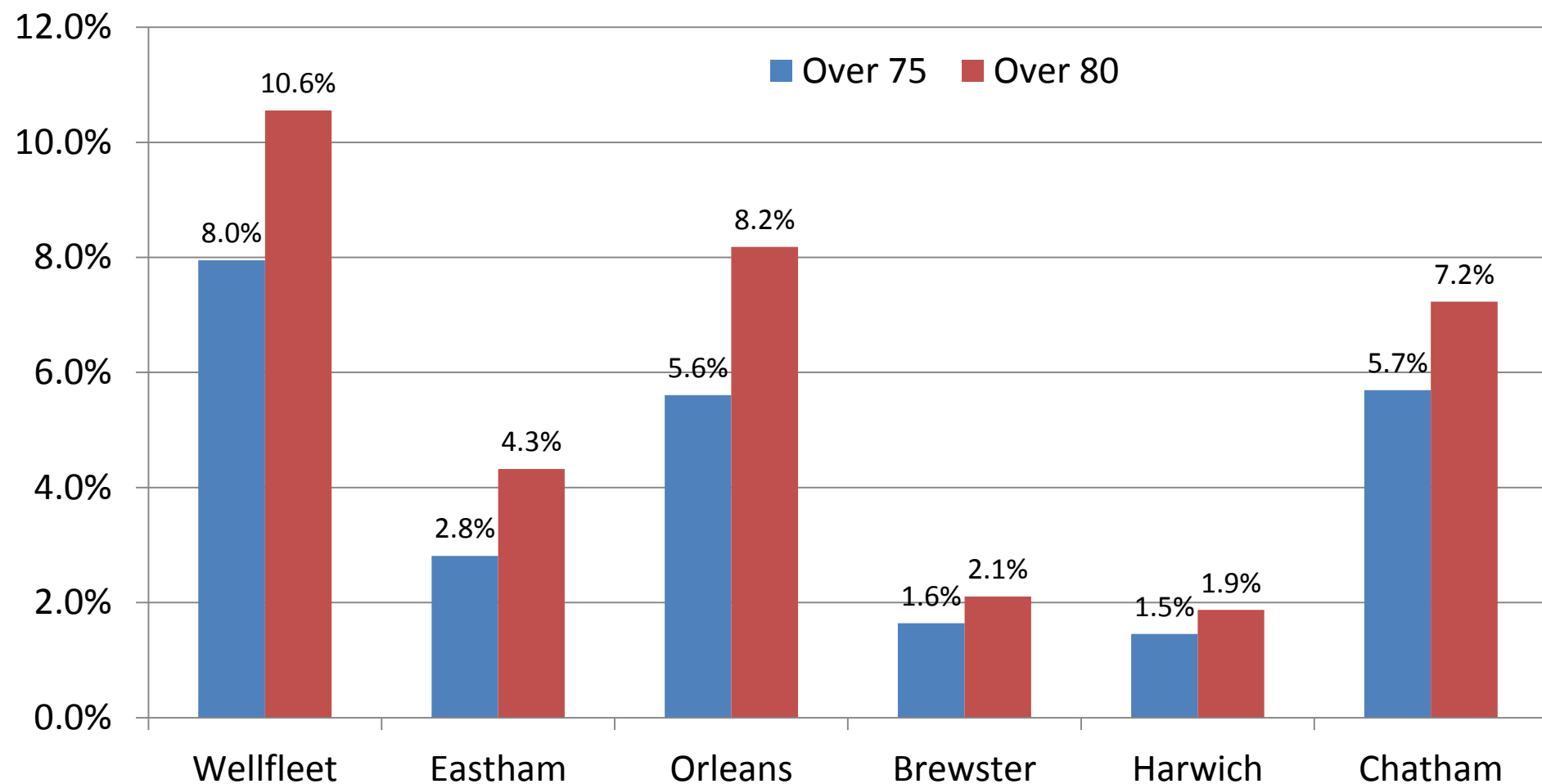
- The balance between volunteers and members or between the services required and provided is **not in balance** in Orleans
 - Members from Orleans requested **45%** of our services and volunteers from Orleans provided only **27%**.
- “Market penetration” is still highest in Wellfleet (9-12%), but has 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)

53% of services are provided by someone from the same town; 87% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	894	75	199	16	29	1	1214
	Eastham	551	337	542	71	98	6	1605
	Orleans	30	64	1318	169	79	5	1665
	Brewster	5	22	411	235	143	5	821
	Harwich	10	2	68	80	395	5	560
	Chatham		1	10	5	50	17	83
	Other	13	0	8	17	12	0	50
	Total Used	1503	501	2556	593	806	39	5998

Towns of Service Providers and Recipients (Last 4 Weeks)

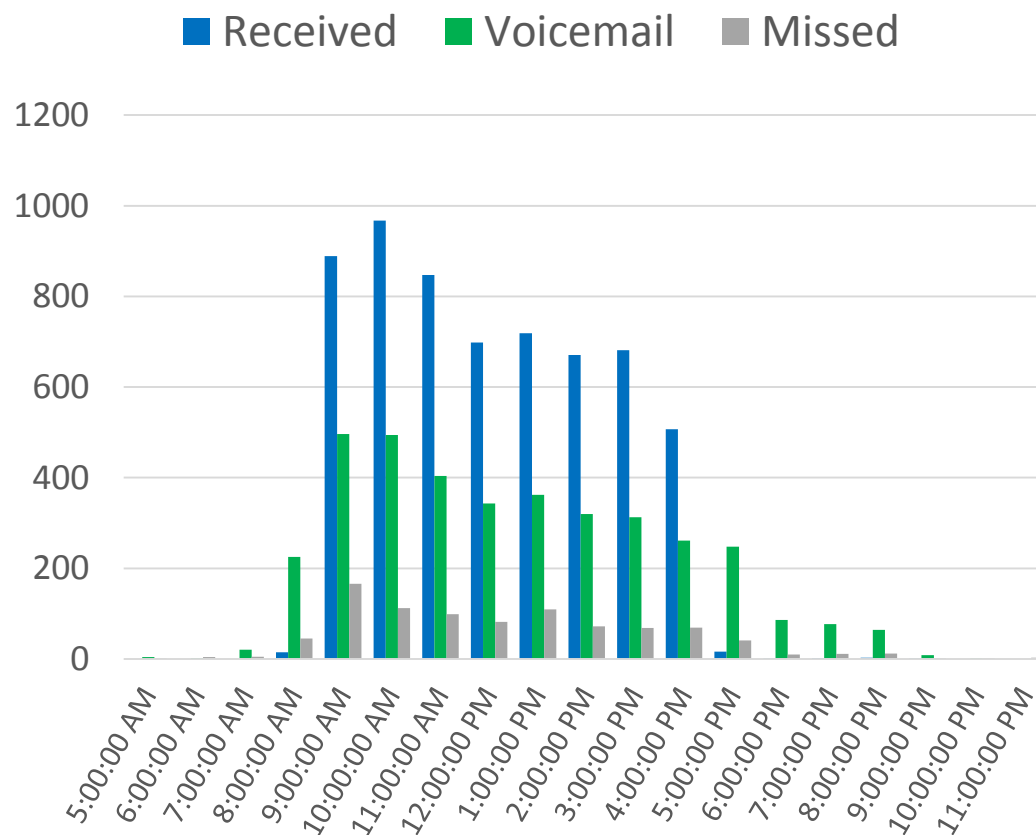
50% of services are provided by someone from the same town; 83% from the same or an adjacent town.		Town of Member						Total Provided
		Wellfleet	Eastham	Orleans	Brewster	Harwich	Chatham	
Town of Provider	Wellfleet	16	2	4		1		23
	Eastham	14	16	3	2	4	1	40
	Orleans	4	4	32	10	4		54
	Brewster			12	19	10	1	42
	Harwich	2		1	8	16	2	29
	Chatham			1	1	9	3	14
	Other	0	0	0	0	0	0	0
	Total Used	36	22	53	40	44	7	202

Call Analysis

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

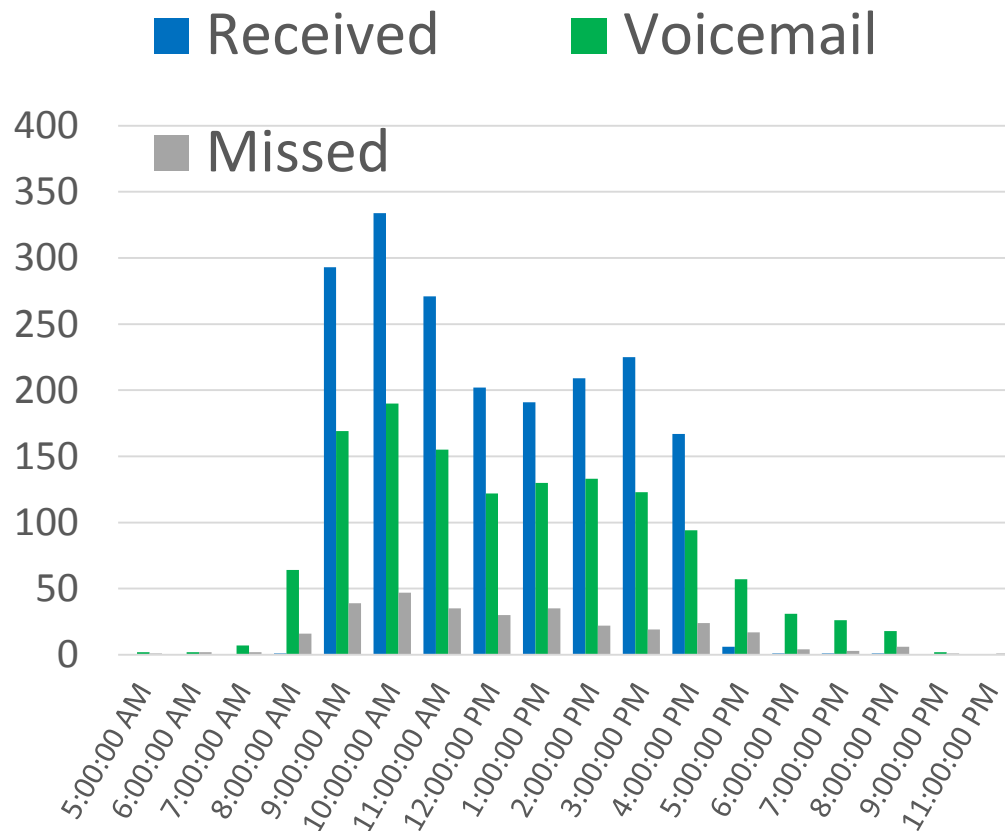
Time of Day that Calls are Received Since Inception

- 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.



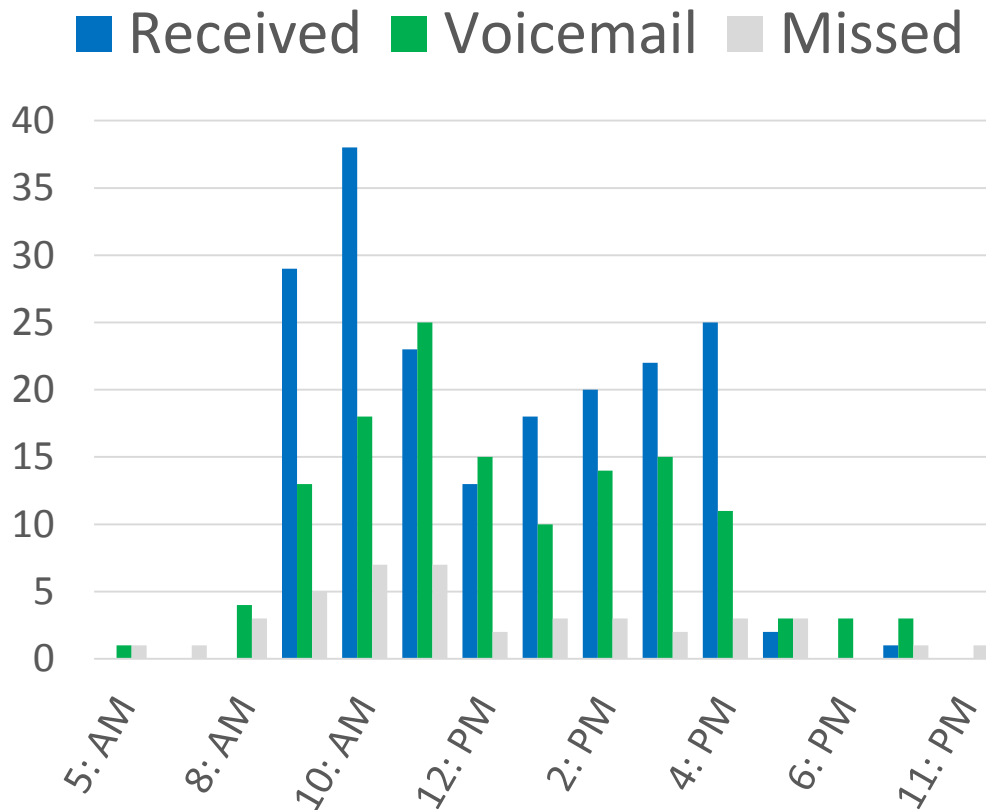
Time of Day that Calls are Received In the Last Year

- 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.



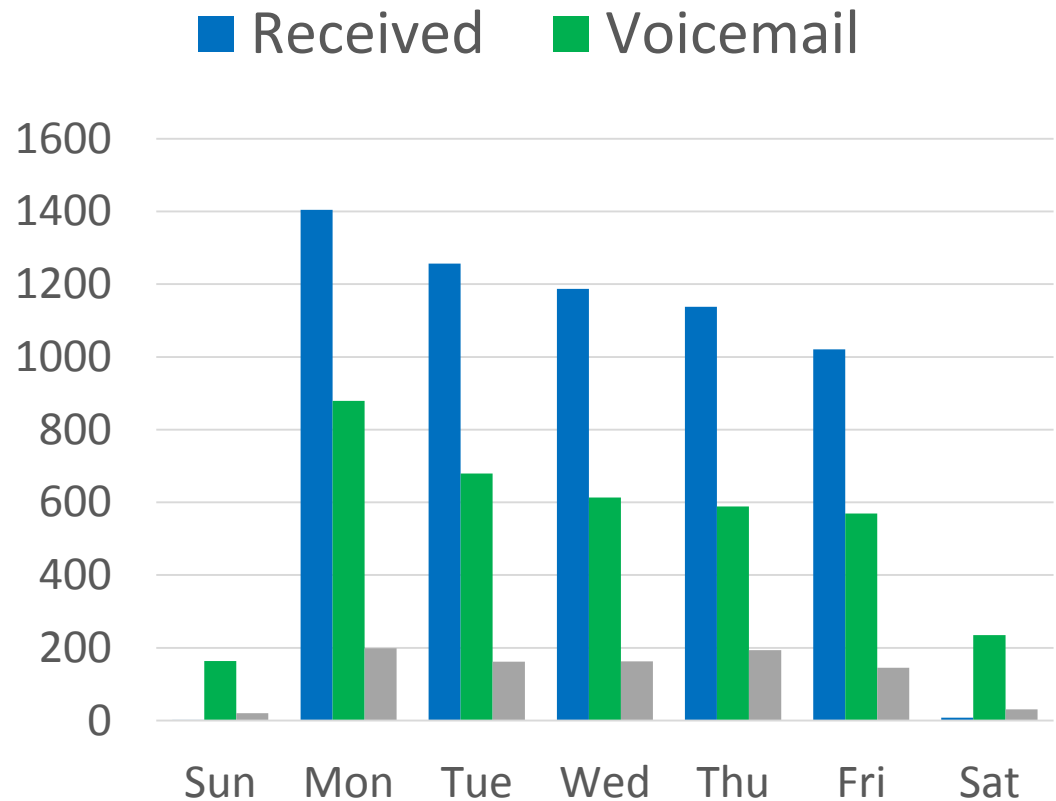
Time of Day that Calls are Received In the Last Month

- 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.



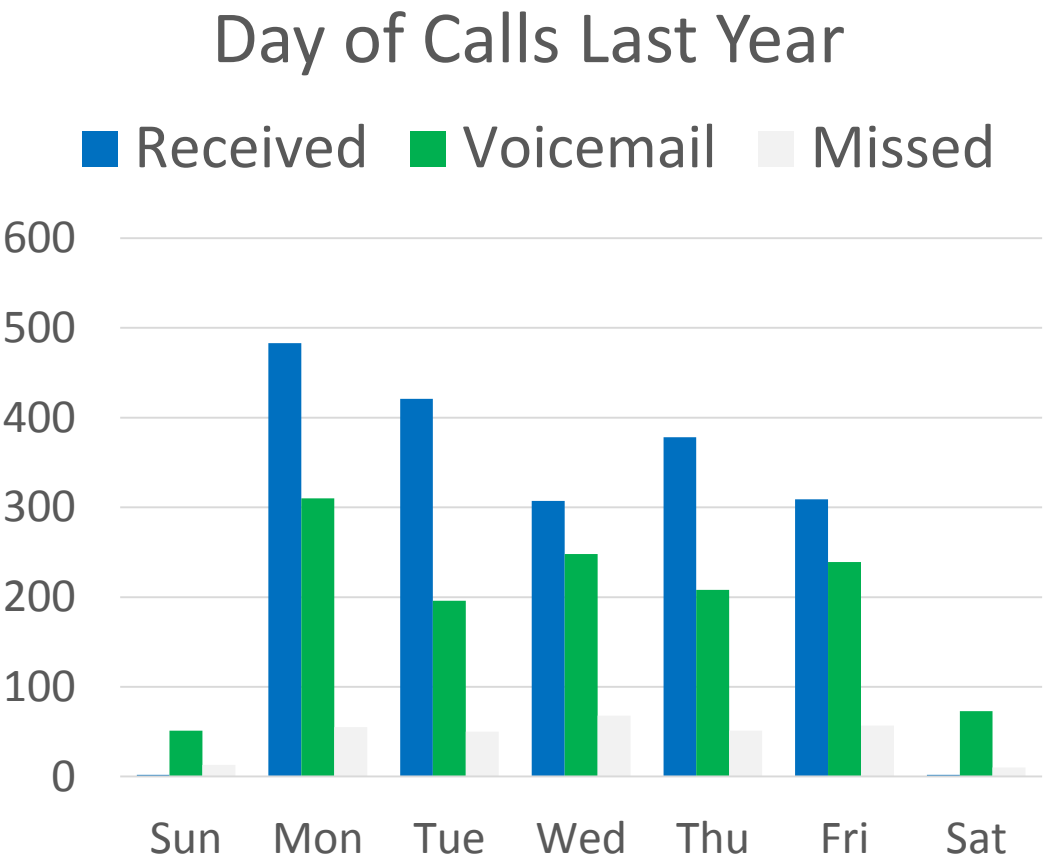
Day of the Week for Calls Since Inception

- 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.

