

TRANSMISSIONS



SERVING THE COMMUNITY SINCE 1919

WINTER 2013



Answering the Call

On October 29, 2012, the Rochester community was hit with one of the worst natural disasters in our area in recent memory. With Hurricane Sandy shutting down schools, roads and causing many in the region to lose power, local community leaders sprung into action and ordered the evacuation of all residences along the shoreline of Lake Ontario.

To execute its plan, the Monroe County Emergency Operations Center turned to area transportation providers, including Medical Motor Service, for help. MMS Executive Director Bill McDonald and Director of Operations Damon Mustaca stayed on site at agency headquarters until midnight to coordinate and carry out the evacuation efforts with driving staff. MMS dispatchers took over 60 calls from shore-line residents of Greece, Irondequoit and Webster who were in need of assistance, sending drivers to various homes to bring occupants to shelters that had been established in neighboring towns.

Medical Motor Service is proud to have joined with other area providers and emergency teams in order to help keep our neighbors safe. Thank you to all who assisted in the evacuation efforts during Hurricane Sandy, and thank you to all MMS staff who selflessly participated during this time! 🚗

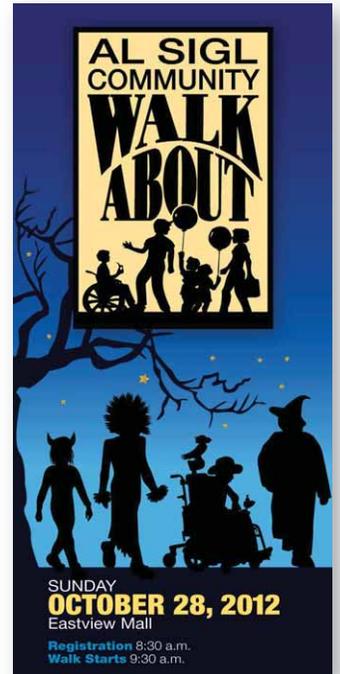
WalkAbout Takes a New Turn

Friends, family members and employees of the AI Sigl Community of Agencies were given a helping hand this Halloween season, paving the way for them to get out and enjoy the festivities of the 2012 AI Sigl Community Walk About. The annual fund-raising celebration, held this year at Eastview Mall in Victor, carried on the great tradition of raising money for people with disabilities® in the Rochester community.

The venue change, however, created a barrier for many past participants of the Walk About. This barrier was transportation. Medical Motor Service, in collaboration with other member agencies, stepped up to overcome it—taking on a new role to provide transportation at no-cost to all those affiliated with an AI Sigl member agency and in need of a ride to and from Eastview Mall.

On Sunday, October 28, Medical Motors used three busses to provide pre-routed charters for all those without transportation to the mall—overcoming an obstacle for so many and saving on transportation costs for families and friends of the AI Sigl Community. Once inside the mall, drivers and their passengers joined MMS staff and others to enjoy live entertainment, food, music and mask and costume contests with prizes available for all participants. In total, over 20 individuals affiliated with Sigl or member agencies were able to use the transportation services provided during the celebration.

Thank you to all MMS staff, drivers, and all those who participated in making the 2012 Walk About an easily-accessible and fun-filled event for everyone. See you next year! 🚗



High DOT Marks

We were notified this month that our annual (Department of Transportation) DOT inspection report is the best ever. During 2011-2012 (State Fiscal Year) we passed 263/265 vehicle inspections for a stunning 99.2% pass rate. This outcome puts us at the top of the state list for maintenance facilities and is a source of great pride. 🚗

New AVL iPads

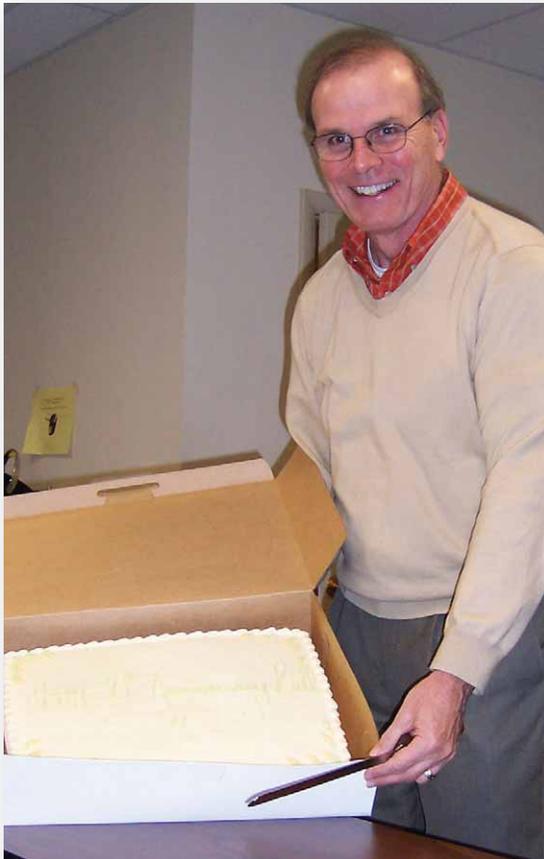
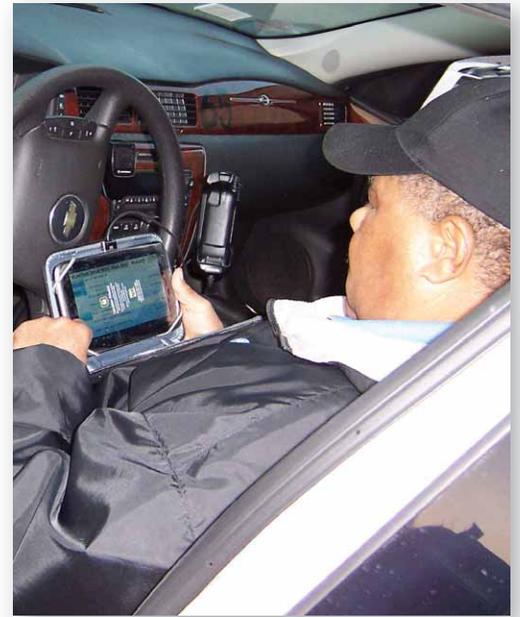
A number of Medical Motor Service drivers received an early Christmas gift this year, in the form of a new tool that makes their jobs easier, simpler and much more dynamic. Beginning this past fall, several drivers in the MMS fleet began using the new AVL (Automatic Vehicle Locator) tablets that allows them to view their entire daily manifests on one, user-friendly screen, diminishing the need for paper manifests and the preceding AVL cell phone.

“This new technology will allow our drivers to see their whole day at once,” said Medical Motor Service Director of Operations Damon Mustaca. “With these units, they (drivers) will be able to look ahead on a single screen and see who they’re picking up, where, and when.”

The new AVL tablets are an extension of their predecessor, the AVL/GPS module cell phone units, which the majority of Medical Motor Service drivers carry with themselves throughout the day. The new units will not only contain all the same applications as the old AVL phones- such as allowing drivers to receive real-time data, changes and added trips from dispatch- but also come with new features such as touch screen capabilities and automatic mileage calculations which help the billing process once a trip is complete. Along with allowing them to view their full schedules on a larger, more user-friendly screen, the new tablets will also allow drivers internet access in case they need to browse a map online for their next stop.

Perhaps the most important feature of the new units is the safety feature that every tablet will come equipped with. Each tablet will be synced with a satellite that will automatically disable the unit when the vehicle carrying it exceeds 5 mph in speed. “It’s truly amazing technology,” Mustaca says. “There will be no distractions from these units when we’re on the road.”

As Medical Motor Service moves into the future, it continues to embrace new technology on many different platforms—allowing us to reach more people and connect more of our community than ever before. 🚗



Executive Director Bill McDonald shows off his cake during a party to celebrate his 30th anniversary with Medical Motor Service

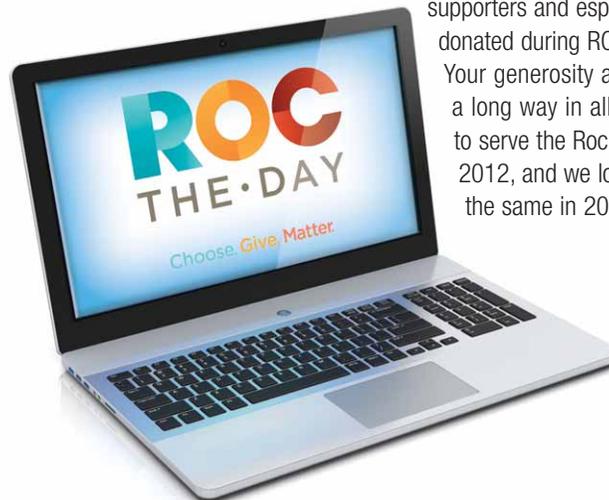
ROCin' again in 2012

Building on the efforts of last year's historic, one-day fundraising event, friends and supporters of Medical Motor Service came together on December 12 to once again ROC the Day for their favorite non-profit organization. In 2012, ROC the Day donors far exceeded their efforts from the prior year, totaling \$875,000 in donations to the local 501(c)(3) organizations of their choice throughout Rochester.

Medical Motor Service was pleased to see both recurring and first-time donors give during the 24-hour online campaign, and has plans to use the funds toward acquiring new vehicles and ensuring the ongoing support for the transportation of older adults and people with disabilities in the community.

We at Medical Motor Service would once again like to thank our passengers, friends, supporters and especially all those who donated during ROC the Day 2012.

Your generosity and support has gone a long way in allowing our organization to serve the Rochester Community in 2012, and we look forward to doing the same in 2013! 🚗





Giving a Lift to the Polls

Judy Weidenborner and her husband Charlie live on a quiet street in the Town of Irondequoit. Judy, who is 60 and visually impaired, usually relies on Charlie to get her around her own neighborhood.

When she wants to leave her area for a social event, medical appointment, or meeting at the Association for the Blind and Visually Impaired, however, Judy relies on Medical Motor Service. "I've been riding with Medical Motor Service for years now and it's such a relief to know I can count on them for my transportation needs."

Most recently, Judy counted on Medical Motor Service to get to the Helendale Road Elementary School so she could cast her vote for this year's Presidential election, something she believes is essential for an active member of the community. In addition to Judy and her husband Charlie, Medical Motors provided rides to a dozen other voters around Rochester and Monroe County on November 6 so that they could make their voices heard in this year's elections—marking a significant increase in voter transportation from years past.

Whether it's to cast a vote, attend a show or simply visit a family member who lives across town, Medical Motor Service is always ready to lend a helping hand to people who are taking an active role in maintaining their independence. 🚗

Wegmans Presents Check to MMS

For the last decade, Medical Motor Service has been providing shuttles to hundreds of seniors throughout Rochester and Monroe County to do their grocery shopping at local Wegmans stores. Funded completely by Wegmans and provided at no cost to seniors living in low-income housing, Medical Motor Service busses run throughout the week to ensure that access to proper nutrition is made available to the seniors in our community.

To celebrate this milestone and to ensure continued success with this program, Medical Motor Service recently accepted a grant in the amount of \$10,000 from Wegmans Food Markets, Inc. Executive Director Bill McDonald and Director of Operations Damon Mustaca accepted the check from Wegmans' senior staff members on Wednesday, November 28 at Wegmans' corporate headquarters on Brooks Avenue.

With plans to put the grant money towards purchasing a new bus for its fleet to be used for the senior shopping shuttles, MMS will take another step to ensure that area seniors will not go without safe and reliable transportation to Wegmans stores that they can count on week after week for their shopping needs.

"We are very proud and thrilled to have this business alliance with a nationally recognized company such as Wegmans," McDonald said.

"They have been very generous to us and, through this grant, are making



MMS Executive Director William McDonald and Director of Operations Damon Mustaca, and Judy Cama, Diane Evans and Linda Lovejoy of Wegmans.

it possible for us to assist more seniors in the Rochester area in keeping nutrition an important part of their lives."

Medical Motor Service currently provides area seniors 72,000 shopping trips per year to Wegmans stores in Monroe County. 🚗



Trip Counts Up

Through the first quarter of our fiscal year, Medical Motors provided a total of 146,265 trips, or a 3% increase over the comparable period in 2011. Senior services are up 10% due to more service to the Community Place of Greater Rochester (Senior Companion and Foster Grandparents program), the Legacy Living Centers, and a 29% jump in service for the Senior Center Program. The Senior Program grew primarily due to the expansion of transportation to the Ibero American Action League and Baden Street senior centers. 🚗



Everyone at Medical Motor Service would like to say "thank you" to the following friends. Your generosity helps us provide reliable, on-time transportation to people of all ages who rely on MMS.

Donations from 6/1/2012-12/31/2012

Platinum Stars \$1,000+

ASC Partner's Foundation
 Al Sigl Sports Committee
 Gustave & Geraldine Werner Foundation
 Michael Ryan
 Brian Ward
 Wegmans

Gold Stars \$500-\$999

John & Ruth Armbruster
 Lawrence & Kate Creatura
 Harold Feinbloom
 Pittsford Insurance Agency

Silver Stars \$250-\$499

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Bronze Stars \$50-\$249

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 Marjorie Rowe
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 Mary Ann Scarpulla
 Caroline Sciabbarrasi
 Margaret Sharpstene
 Lorraine Swanton
 Paul Taillie
 Harold Vezelis
 Costena Walker
 Judy Weidenborner

ROC the Day

Morey & Barb Fedele-DeMay
 Joan Fraver
 Anita Landy
 Brian McDonald
In Honor of Patricia McDonald
 Cathleen Tomaselli
In Honor of Peter Capotosto
 Thomas Tuke
 Judy Weidenborner



Gifts:

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 Diane Bogaczyk
 Argie Davis
 Theresa O'Hanlon
 Ann Englehardt
 Youssef Farhat
 Llyod Ferguson Sr.
 Joan Fraver
 Alice Gusherowski
 Michael Holahan
 David Kunz
 Raymond Lopez
 Glenda Lusk
 Jackie Marcone
 Olga Marron
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Members of
Community
Transportation
ASSOCIATION



Don Leger

Medical Motor Service drivers oftentimes go above and beyond their assigned duties to touch the lives of those around them. Whether it is just helping with groceries, assisting some passengers in and out of their homes, or just lending an ear to someone in need—it can unfortunately go unnoticed.

In some cases, however, when a driver goes out of his way to show his support and help someone in need, recognition is deserved.

Don Leger is one of those drivers. Leger, a 32-year Kodak employee, is in just his second year as a part-time driver for Medical Motor Service, but has already created relationships that extend far outside of the time his passengers spend in his vehicle. With many of his routes bringing him to and from the CP Rochester campus on Winton Road, Don has been getting to know his friends at CP pretty well. “I enjoy people who like to talk. If I can relate to them then they open right up and we end up becoming good friends,” Don says. “There is a group that I take to soccer practice every so often. If I have time on my lunch break, sometimes I will stick around and watch them play, and on the way home we talk about the game together.”



One of those friends is Gerry DeWinde, who, before the 2012 AI Sigl Walk About at Eastview Mall, got in touch with Don and asked him to be his sponsor for the fund-raising event. Don agreed without hesitation, eager to make a difference for someone who has made such an impact on his own life.

Even though Don rises to the occasion for big events like the Walk About, what means the most to him are his daily interactions with his passengers and friends. “When I pull up to the (CP Rochester) campus and some of the guys are outside, I will just spend a few minutes with them talking, asking about their day, and trying to make them laugh,” Don said. “If I make them laugh then I figure I’ve done something good with my day.” 