

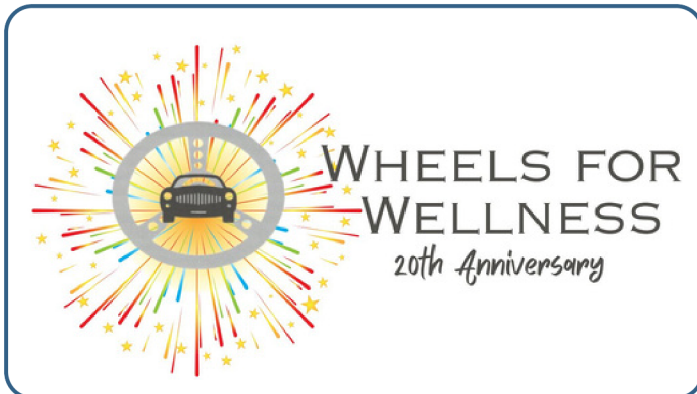
# Wheels for Wellness Month in Review

January 2024



## 20th Anniversary

2024 marks 20 years that WFW has been serving the region. Stay tuned for how this milestone will be publicized and celebrated!



## Year End Statistics

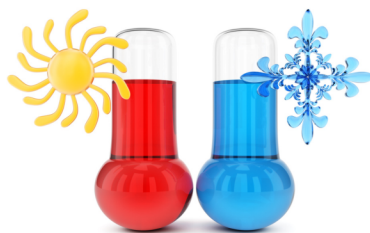
CORRECTION to the statistics reported on page 1 in the December month in review. The year end increase was 203% not 290% as reported.

## Did you know?

The coldest January in Virginia was the 21st in 1985, temperatures dropped to an unfathomable -30°F in Mountain Lake, Virginia.

This record-breaking temperature is the lowest that has ever been recorded in the state of Virginia.

The warmest January day on record in Virginia is January 13, 1932 where it was recorded as 81°F at Moorefield Station for two consecutive days. This record still stands.



## Stats

January

# of transports 307

Number 2024 Transports:  
307

Number of unique clients in  
2023: 33

2023: 3,390

2022: 1,167

2021: 1,296

2020: 1,380

2019: 3,261

2018: 2,964

2017: 3,285

2016: 2,552

2015: 2,000

# Wheels for Wellness

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### Upcoming Events

February 19  
Presidents Day

February 24  
Valley Health Wellness Festival  
at Apple Blossom Mall

March 10  
Daylight Saving Time Begins

March 31  
Easter

April 14  
8th Annual Tablesapes

### Reporting Statistics

Just as a refresher for everyone and for new volunteers, at the end of each month statistics are compiled and used in reporting to the Board of Directors, on grant reports and applications, etc. There are two ways you may report your monthly stats to Mike. You may either report after each transport OR once at the end of the month, whichever you prefer. Round your mileage to the nearest quarter mile and your time to the nearest quarter hour. I like to have them by the 10th of the following month, so the sooner you can get them to Mike the better. Thank you 🌸

### 2024 Platinum Seal of Transparency

Want to know more about the organizations you support?

Candid/Guidestar is the resource for the most complete, up-to-date information on nonprofits everywhere. Wheels for Wellness has earned a platinum seal of transparency for 2024, the highest level of recognition offered by Guidestar/Candid.

To learn more visit [www.Guidestar.org](http://www.Guidestar.org)



### New Board of Directors Member

In January, the Board of Directors welcomed a new Director, Christina White. Originally from NY, she moved to MD to attend University of MD College Park. She holds a masters degree in HR Development from George Washington University, and an SPHR certification. She recently joined First Bank HR Director. She lives in Loudoun County with her husband and two sons.

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## *Volunteers Needed: Always*



Wheels for Wellness continues to recruit additional volunteer drivers. The year closed with 30 active drivers, the most we've had in quite some time. There are currently two individuals who have expressed an interest, I hope to meet with as soon as possible. At the upcoming wellness festival and speaking events emphasis on the need will be expressed to our audiences. Our recruitment efforts will continue. As always, if you know of someone who may be interested in driving, please have them call or email Traci.

## *Welcome to New Volunteers*

In January we welcomed two new volunteers, please say hello to Eileen Martelli and Stuart Mayberry.

I have been contacted by two more individuals who are interested in volunteering! I hope to get in touch with and meet them ASAP. The Valley Health Wellness Festival is also coming up soon, I will use the opportunity to recruit new drivers!





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## Valley Health Community Wellness Festival

The 30th Annual Valley Health Community Wellness Festival will include health screenings, learning and fun for all ages. The festival will be held on Saturday, February 24, 2024, from 10 a.m. to 5 p.m. at Apple Blossom Mall in Winchester.

The following free or low cost screenings are planned for the 2024 Festival:

Low-cost blood testing by Valley Health Laboratory Services  
Free cardiovascular disease screening by Valley Health Heart & Vascular  
Free blood pressure checks by Shenandoah University School of Nursing  
Free blood glucose testing by Shenandoah University School of Nursing  
Additional screenings are being confirmed.



For a list of the participating organizations, the Valley Health departments and the services they will be offering that day, visit the webpage at

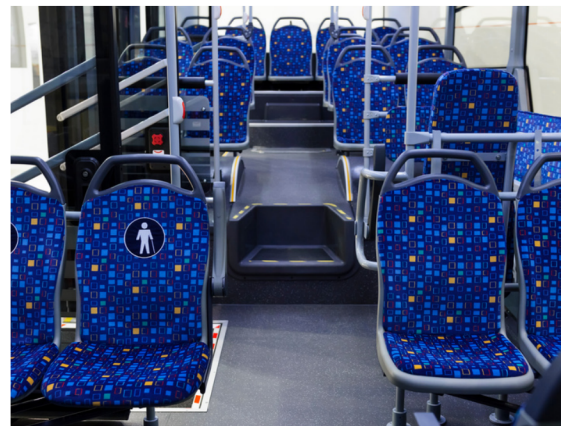
<https://www.valleyhealthlink.com/about-us/our-community-commitment/community-events-resources/community-wellness-festival/>

Be sure to stop by the Wheels for Wellness table and say HI!

## WinReady

Winchester is ready to launch their new city bus, WinReady. It will be free through June, then may become a for-fee service. It will be a (close to) door-to-door service and offer transportation to places WFW doesn't cover, such as hair appts, grocery shopping, the mall, etc. But, will be limited to within the city limits. One plus is it will be scheduled through an app and is on-demand. For requests that are non-medical related WFW will be making referrals to WinReady.

More information about the program is on the next two pages.





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**F**irst was the transition from the horse and buggy to the Model T. Then, the Commodore 64 took the place of the typewriter. Now, there's another upgrade coming to Winchester.

In March, the City of Winchester will roll out a new on-demand ride-sharing service called "WinReady." Think Uber or Lyft but with a twist: the service will be operated by Winchester Transit and offered free of charge through June 2024, at least.

With WinReady, residents will no longer need to wait for a bus, transfer routes, or walk long distances to bus stops. Instead, residents will conveniently schedule a WinReady ride from an app on their phone or by calling the Dispatch Center. Like Uber or Lyft, they will be picked up at or near their location and taken directly to their destination.

WinReady is an example of a new form of public transit service sweeping the globe called microtransit. Initially developed to address dwindling public transit ridership numbers, microtransit improves riders' experiences while utilizing public resources more efficiently.

Transportation data scientist Jerome Mayaud has a creative way of describing microtransit: "Imagine Uber and a city bus had a baby."

According to City Manager Dan Hoffman, who initially saw microtransit's potential to transform public transit in Winchester, WinReady's biggest impact will be lower costs for riders—in both time and money.

As Dan explained to a recent conference of local government innovators, "We'll start measuring [WinReady] in terms of what is the cost to get to food? What is the cost to get to school? What is the cost to get to employment?"

Under the City's existing bus system, riders wait up to 70 minutes between buses. With WinReady, the wait time should shrink to around 10 to 15 minutes. For example, it currently takes a rider

# BUS



about 84 minutes to go from downtown Winchester to the Walmart on Pleasant Valley Road. Under WinReady, it will take 16 minutes on average.

"So, suddenly, for a rider of choice... (public transit) becomes a much more viable option" for Winchester residents considering public transportation, said Dan. About 650 Winchester households do not have a car, suggesting at least 30 percent of City residents would benefit from lower barriers to using public transit.

And this kind of increased mobility could bring other benefits to the community. More employees making it to work.



**WinReady**  
ON DEMAND



# BOOST



As WinReady is launched, the City will reduce the number of fixed bus routes from eight to one "Loop Route" that circles the City. (The City's existing bus route to Laurel Ridge Community College will stay the same.)

The City is also partnering with microtransit tech company Via to roll out the WinReady app, ride scheduling, and many other facets of the new service.

Initially, the service will operate from 6 a.m. until 8 p.m. Monday through Friday, and from 9 a.m. until 5 p.m. on Saturday. The service will be limited to Winchester city limits.

City staff know that residents will likely have questions about WinReady and how it will operate. Riders can go to [winchesterva.gov/winready](http://winchesterva.gov/winready) for updates on the rollout of the new service or contact Kenny at [Kenneth.johnson@winchesterva.gov](mailto:Kenneth.johnson@winchesterva.gov) or 540-667-2230.

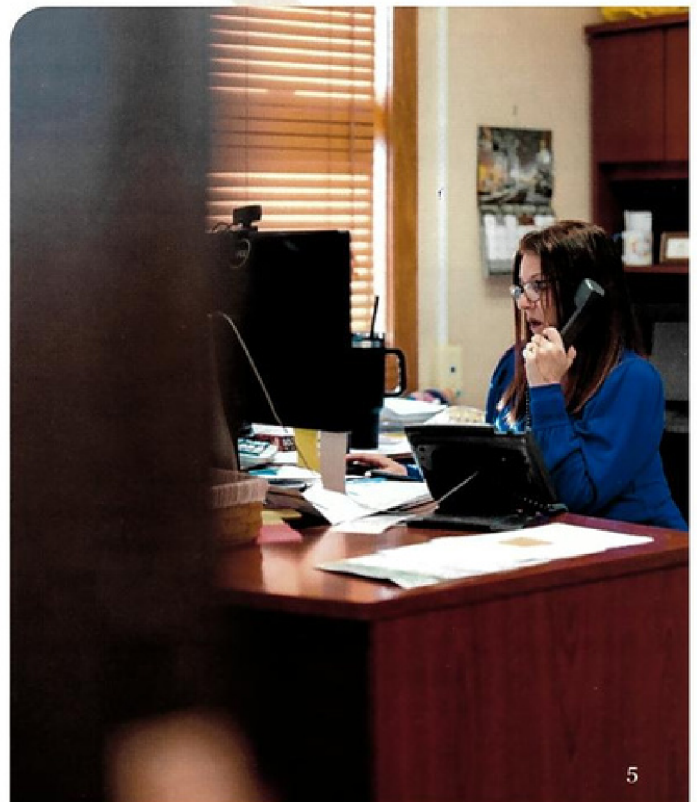
"We ask everyone to consider giving WinReady a try once it is operational," said Transportation Operations Manager Kenny. "We think you'll like it!"

Less student truancy. More access to fresh foods and shopping opportunities. Less traffic congestion. And so on.

Longtime Winchester Transit customer Jennifer Murphy is excited about WinReady. "WinReady will make it so much easier to get around town, especially for those of us who can't walk long distances. I can't wait for the service to be up and running," she said.

As fantastic as WinReady promises to be, the Winchester Transit team knows that the new service will only be impactful if residents know how to utilize it.

"We are committed to helping folks download the WinReady app or know how to call our Dispatch Center so they can schedule a ride," said City Transportation Operations Manager Kenny Johnson. "We will be holding a series of public workshops in February, March, and April to ensure that our existing and new riders feel comfortable with the new service."







# REVVING UP CARE OUR COMMITMENT TO WHEELS FOR WELLNESS

## For The Volunteers

We will offer all volunteers a **15% discount on automotive repairs and maintenance.** We understand all the dedication and hard work you put in to make a difference in our community. We want to offer you this special discount as a small token of our appreciation.



Plus, any applicable tax, shop supplies, and fees. Maximum discount \$100. Please present your volunteer badge before the write-up to receive a discount. It cannot be combined with other offers or specials and does not apply to already discounted services. One coupon per customer per visit. Not valid on previous services. Most vehicles. Other Restrictions may apply. See dealer for details.

### Marlow Motor Company

707 N Commerce Ave  
Front Royal VA 22602  
540-635-4158

Service Open:  
Mon to Fri: 6am To 10pm  
Sat: 8am to 4pm

### Tri-State Nissan

1230 Millwood Pike  
Winchester, VA 22602  
540-667-6800

Service Open:  
Mon to Fri: 6am To 10pm  
Sat: 7am to 4pm

### Marlow Ford

1021 US-211 West  
Luray, VA 22835  
540-743-5128

Service Open:  
Mon to Fri: 6am To 10pm  
Sat: 7am to 4pm

**All Makes  
& All Models**

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Needed**

**Free Pick Up &  
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