

Find a Ride Advisory Committee Meeting Notes
Monday, December 8, 2025 from 1 pm – 2:45 pm

Staff Support: Dean Sydnor, Staci Sahoo, Laura Loe

Attendees: Benjamin Atwell, Jeff Abrams, Greg Brey, Chelsea Nelson, Roz Novikova, Ysabel Yu, Anat Caspi, Jenny Hayslip, Matt Hertzog, Trish Rasmussen, Zach Munsey, Angie Kitheka, Ro Friend, Sara Sisco, Liliya Shtikel, Dorene Cornwell, Sean Bouffiou, Olivia Butkowski, Dinah Stephens, Daeveene May, Brian Vallene, Karen Hartman, Michael Rimoin, Mackenzie Kneeland, Phirun Lach, Tony Hester, Justin Deno, Matthew Weidner, Kunal Mehta, Brock Howell

Meeting goals:

- 1) Partner Announcements
- 2) Project Updates
- 3) HealthierHere Presentation
- 4) Action Items & Next Steps

1:00 – 1:05 pm	Welcome & Committee Guidelines
1:05 – 1:15 pm	Partner Announcements
1:15 – 1:50 pm	Project Updates <i>Laura Loe</i> <ul style="list-style-type: none">• Phase 1 Updates: Fares Overview• Phase 2 Inclusive Planning updates• Q&A
1:50 – 2:25 pm	HealthierHere: Data and Privacy <i>Ro Friend</i> Short Overview of Core Practices and Safeguards
2:25 – 2:30 pm	Partner Announcements, Part 2
2:25 – 2:45 pm	Action Items & Next Steps
2:45 – 3:00 pm	Network Time Post-meeting Discussion

Hopelink's Meeting Notes

The meeting covered upcoming events, including coalition meetings and transportation updates, and emphasized the ongoing efforts to improve data governance and privacy practices. It also focused on updates to the Find a Ride Program, highlighting the new rack cards and Phase Two progress, including the inclusive outreach planning process. Laura Loe from Hopelink highlighted the importance of community-rooted data practices and introduced Zach Munsey, an IT director involved in Medicaid transportation data. Chelsea Nelson, the new Find a Ride Senior Manager, shared her background and upcoming trip to DC for the program.

Ro Friend from HealthierHere discussed data privacy and security practices, emphasizing internal policies, standard operating procedures, and annual training. The meeting also covered the importance of community engagement and the need for clear communication about data privacy and security. Participants discussed the balance between security and usability, particularly for vulnerable populations. Ro Friend discussed the establishment of a data governance board for HealthierHere which reviews changes to internal data practices, ensuring compliance and legal protections.

Action Items

- [] Ask that transportation service providers with information on any service changes coming in the new year let Find a Ride know!
- [] Find a Ride will connect to Ro Friend and for resources and further discussion on data privacy and security as the Phase 2 work develops. And Olivia Butkowski for general HealthierHere information.

Welcome Chelsea!

- Welcome Chelsea Nelson
 - Chelsea: happy to be here, joined about a month ago, looking forward to working with you all. Background, coming from five years in policy at Amazon, worked in the past in the non-profit space, helped found Civil Survival. Looking forward to Laura and I going to DC next week to present on Find a Ride. CNelson@Hopelink.org

Trip Planner Enhancements and User Feedback

- Laura Loe demonstrates the new trip planner features, including the yellow alert for adverse weather and major service disruptions.

- explains the changes made to the trip planner based on community feedback, such as the new spinner and improved reading order for screen readers.
- highlights the addition of Fares information for transportation services and the ability to link to partner websites.
- discusses the importance of clear and concise information for users, including the use of hyperlinks and contact details.
- Thank you to community for your feedback and encourages continued input to improve the trip planner.
- Enhancements, QA Demo
 - Demo
 - Mount Si Senior Center to Snoqualmie Ridge Safeway
 - Yellow Test Alert banner demonstration for potential to add alerts for riders.
 - Spinner, potential to update the message while it spins.
 - Want to avoid the feeling that the site crashed
 - Duration and Fare words added to trips displayed
 - Text box that can be modified to add things like “suggested donation”
 - Providers can provide a concise statement for their own language
 - Working to make the reading order clear for screen readers
 - Want to simplify too to make it less cluttered for mobile.
 - New! Subscript for bus icons to make it more clear which route/service to take.
 - Selecting Trip
 - Moved certain places to their own lines
 - Removed multiple “contact us” buttons, replaced with hyperlink to service.
 - Changed Head to Go as a navigation term for better translation.
 - Link to feedback and contact form at the bottom.
 - Feedback from partner meetings, testing, etc. built these changes.

- Q&A

- Laura: Sandbox Feedback?
 - Benjamin Atwell: good to use, planned the recommended trips.
 - Dean Sydnor: like the banner feature
 - Laura Loe: will be useful during events like the World Cup too as that event could cause service disruptions.

HealthierHere Data Privacy and Security Overview

Ro Friend, rfriend@healthierhere.org

- Ro Friend from HealthierHere introduces herself and her background in privacy and security.
- explains the importance of privacy and security in the context of social services and marginalized communities.
- outlines the internal policies and procedures at HealthierHere, including data privacy security management policies and standard operating procedures.
- discusses the use of testing and annual audits to ensure the security of the platform.
- highlights the importance of standardized consent forms and data sharing agreements with partners.

HealthierHere Internal Security Practices and Training

- explains the comprehensive, mandatory annual training for all employees, covering privacy and security best practices.
- discusses the use of antivirus and endpoint protection, as well as two-factor authentication for internal employees.
- emphasizes the importance of collaboration with information security experts and consultants.
- explains the use of Microsoft for two-factor authentication and the need for external partners to manage their own security practices.
- highlights the importance of balancing security with usability to ensure the platform is accessible to all users.

Q&A

- Karen: What are the riders having to agree and consent to, do they have to sign anything? (Note: We will discuss this a lot more in the coming months!)
- Laura Loe: we have to also find the language that does not cause unneeded alarm.
 - Ro: There is a telescoping approach to communicating, at the high level there is a blurb that communicates it, then a larger statement, and deeper a full disclosure. What is most practical in building that relationship?
 - Karen: as a court reporter it made things tricky and there is concern about breaching
 - Ro: The language is difficult and organization often need access to this information.
- Staci: I think about 2FA a lot, how do you strike a balance between usability and security
 - Ro: internally we use 2FA but we do not mandate it externally.

Community Engagement and Inclusive Planning

- Laura Loe discusses the importance of community engagement and the need for sensitive conversations about data exchange and privacy; mentions the federal award for the next two years to work on a data exchange system.
- Ro Friend explains the telescoping approach to communicating privacy information to users, including high-level summaries and detailed privacy notices; emphasizes the need for clear and concise communication to build trust with community members.
- Laura Loe encourages participants to provide feedback and suggestions for the community engagement and inclusive planning process.

HealthierHere Data Governance Board Overview

- Ro Friend introduces the Data Governance Board, a new initiative established this year.

- The board consists of five individuals representing different parts of the organization; reviews and decides on changes to internal practices related to client data collection, use, and disclosure.
- The process involves evaluating requests from partners, ensuring legal compliance, and documenting decisions effectively.

Challenges and Benefits of Data Governance

- Ro Friend discusses the initial challenges and the ongoing work required to maintain the board.
- The board helps prevent issues that arise when technology teams make changes without involving privacy and security stakeholders.
- Laura Loe expresses support and appreciation for the board's efforts.
- Ro Friend highlights the importance of the board, especially for smaller organizations, and its role in ensuring privacy and security.

Healthier Here Change Control Board and Collaboration

- Ro Friend introduces the Change Control Board, which reviews changes to the platform to ensure organizational understanding and representation.
- The board collaborates with the Data Governance Board, especially when new data points are involved.
- The governance structure ensures that changes are made with a holistic view of the organization's needs and viewpoints.
- The boards help keep the organization on the same page and secure in their efforts.

Future Planning and Resources

- Laura Loe mentions the need for Ro Friend to return in six to seven months to discuss the next phase of software development.
- Ro Friend offers to provide resources, checklists, and expertise from her decades of experience.
- Another contact & Find a Ride Advisor is: Olivia Butkowski (she/her), Network Capacity Building Program Manager at HealthierHere; obutkowski@healthierhere.org
- Laura Loe introduces Zach Munsey, an IT director at Hopelink, who has worked on Medicaid transportation data for 12 years.
- Zach expresses excitement about the upcoming phase and the opportunity to capture and store eligibility data.

Data Sovereignty and Community Engagement

- Laura Loe discusses Hopelink's focus on community-rooted, inclusive planning, and data sovereignty.
- Ro Friend shares that HealthierHere is currently working on data sovereignty with tribal authorities, which is a complex and ongoing project.
- Laura Loe appreciates the work being done and acknowledges the challenges of achieving true data sovereignty.

Partner Announcements and Updates

- Dean Sydnor mentions the upcoming Federal Way light rail opening and the importance of staying connected through coalitions.
- Laura Loe provides information about various coalition meetings and the benefits of subscribing to their newsletters.
- Trish Rasmussen announces that VOA will have its own resource line starting in January, providing multiple ways to reach them. Trish Rasmussen: VOAWW will no longer be 211,
 - Laura: Trish and her team have provided excellent find a ride feedback and we are looking to work that into the system long term.
 - VOAWW Connect will launch Jan. 2 and connect residents in Snohomish and Skagit counties to food, housing, transportation, behavioral health and other essential resources. It can be accessed by the new local number, 360-VOA-HELP (360-862-4357), or the existing toll-free number, 800-223-8145.
- Anat Caspi: **Access Map** being updated to include all jurisdictions and all of WA. Update live in two weeks time. Looking for collaboration on lived experience. <https://tdei.cs.washington.edu/accessmap/>
- Dean Sydnor: Flood Watch in the region
[River Gauge tool](#)
- Karen Hartman: High winds in the region, may disrupt meeting participation
- Dean & Laura: Grace on the Hopelink team is a good person to connect with for SKCMC Coordinator
- Daeveene May: Next week for PCCTC- 9:30-11:00 AM- Dec 11, 2025 Zoom Meeting:
<https://bit.ly/PCCTCQuarterlyMtg>
 Meeting ID: 946 9845 2796
 Passcode: 798

- **Access Pierce**

If you or someone you know needs help navigating health and human services, we're here for you. Contact us today to get started on the path to better support and well-being.

1-800-572-HELP (4357) or 253-572-HELP

access@uwpc.org

Additional Resources are available with Washington 211. They can be contacted by dialing 211 or you can search the online database for resources. [211 Database](#)

- If you are interested in joining a **HealthierHere Network Partner Workgroup** sessions. Contact Olvia – They are monthly meetings where we do resource sharing for health-related social needs, relationship building, and gather community input and guidance for HealthierHere decision making. Take place the second Wednesday of the month from 9:30-11am over zoom; contact is obutkowski@healthierhere.org

Meeting Conclusion and Next Steps

- Laura Loe reminds everyone about the next meeting on February 9 and the new meeting series starting in April.

Upcoming Meetings:

Find a Ride Advisory Meeting

February 9, 2026 1 pm – 2:45 pm

Staff Support:

Laura Loe

Program Manager, Find a Ride

lloe@hopelink.org

(425) 941-6791

Chelsea Nelson

Sr. Manager, Find a Ride

cnelson@hopelink.org

(425) 457-9685

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the Mobility Management Team at mobility@hopelink.org or by calling (425) 943-6760.

Title VI Notice to Public

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color and national origin in programs and activities receiving Federal financial assistance. Hopelink is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1.B If you believe you have been subjected to discrimination under Title VI, you may file a complaint with Hopelink's Title VI Coordinator. For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact Hopelink's Title VI Coordinator at (425) 869-6000 or TitleVI@hopelink.org.