



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

June 16, 2009

Ordinance 16556

Proposed No. 2009-0310.3

Sponsors Hague and Gossett

1 AN ORDINANCE relating to voter education; directing the
2 director of elections to collaborate in the production of
3 video voters' guide.
4

5 **STATEMENT OF FACTS:**

- 6 1. Voter education is one of the key functions of the King County
7 elections office.
- 8 2. Since 1993, King County elections has collaborated with the city of
9 Seattle to produce a video voters' guide in odd-numbered years.
- 10 3. The video voters' guide includes information on King County offices,
11 city of Seattle offices, Port of Seattle offices and Seattle Public School
12 Board offices. In 2009, nineteen of these offices are subject to election.
- 13 4. The production and dissemination of a video voters' guide provides the
14 public with access to information about challengers as well as incumbents,
15 thus increasing access to democracy.
- 16 5. Cable television makes the video voters' guide available to
17 approximately 425,000 King County households through an array of local

18 and regional government access cable channels, including King County
19 TV, the Seattle Channel and many municipal channels.

20 6. The online version of the video voters' guide has proven very useful to
21 the public as demonstrated by the fact that it draws the most users by far
22 of any single program posted on the King County TV web site.

23 7. A study by the Pew Research Center shows that online video viewing
24 continues to grow exponentially.

25 8. In 2009, the video voters' guide has been viewed by 2,359 people,
26 comprising ten percent of total year to date King County TV page views.

27 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

28

29 SECTION 1. The director of elections shall collaborate with the city of Seattle to
30 produce a video voters' guide in 2009.

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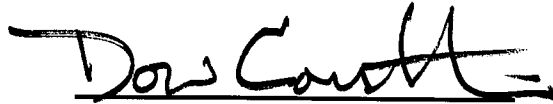
Ordinance 16556 was introduced on 5/4/2009 and passed as amended by the
Metropolitan King County Council on 6/15/2009, by the following vote:

Yes: 7 - Mr. Constantine, Mr. Ferguson, Ms. Hague, Ms. Lambert, Mr.
Gossett, Mr. Phillips and Ms. Patterson

No: 0

Excused: 2 - Mr. von Reichbauer and Mr. Dunn

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



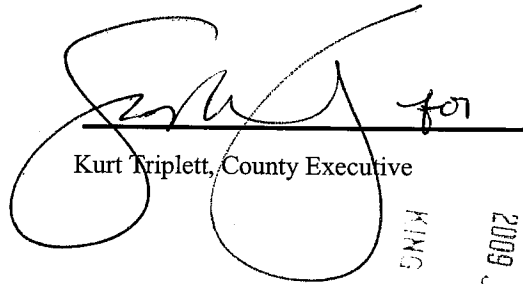
Dow Constantine, Chair

ATTEST:



Anne Noris, Clerk of the Council

APPROVED this 25th day of June, 2009.



Kurt Triplett, County Executive

Attachments None

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KING COUNTY CLERK
KING COUNTY COUNCIL