

massmail.jlb  
March 4, 1991

Introduced by: Cynthia Sullivan

Proposed No.: 91-199

MOTION NO. 8215

1  
2 A MOTION related to mass mailings at  
3 county expense by councilmembers;  
4 defining mass mailing, and  
5 restricting mass mailings by  
6 individual councilmembers during  
7 certain periods of years in which  
8 their terms expire.

9 WHEREAS, because communication by elected representatives  
10 with their constituents is a vital part of the democratic  
11 process, councilmembers have the privilege and the  
12 responsibility of providing information to the public regarding  
13 the issues facing them and the activities of county government,  
14 and

15 WHEREAS, the use of mail as a means to foster that  
16 communication has grown in recent years along with the  
17 development of sophisticated information retrieval and mass  
18 mailing technologies, and

19 WHEREAS, there exists a potential for the abuse of the  
20 privilege of publicly funded constituent correspondence if it  
21 is used for the purpose of targeting voters rather than  
22 communicating with the public, and

23 WHEREAS, this motion is necessary to reduce the risk that  
24 public funds will be used in an inappropriate manner while  
25 ensuring that effective communication between the public and  
26 its elected representatives continues;

27 NOW, THEREFORE BE IT MOVED by the Council of King County:

28 A. No councilmember shall send any mass mailing in any  
29 year in which an election is to be held to fill such  
30 councilmember's office which is deposited in the mail between  
31 June 30 and election day. For purposes of this motion, "mass  
32 mailing" means any mailing of more than two hundred pieces  
33 which contain essentially identical messages and which is  
34 prepared or sent by or on behalf of an individual councilmember  
35 at county expense.

1 B. The purpose of this motion is to regulate mass mailings  
2 by councilmembers to reduce the risk of abuses of the process  
3 of constituent correspondence. Since such abuses could occur  
4 as the result of mailing by other elected officials, the  
5 council requests that other county elected officials adopt  
6 rules to regulate their own conduct consistent with this  
7 motion. The council will review the adequacy of such rules  
8 during 1992 to consider whether to adopt an ordinance which  
9 would establish a mass mailing standard which would apply to  
10 county elected officials generally, including the executive  
11 branch.

12 C. The council administrator shall enforce the provisions  
13 of this motion through supervision of mass mailings.

14 PASSED this 4<sup>th</sup> day of March, 1991.

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16

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

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18  
19

Lois North  
Chair

ATTEST:

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Ronald G. Peterson  
Clerk of the Council