

Nov. 23, 1993

BRIAN DERDOWSKI
Introduced by: RON SIMS

Proposed No.: 93-861

MOTION NO. 9173

A MOTION adopting the Metro-King County
Ad Hoc Citizen Committee report on
proposals for a King County government
access cable television system.

WHEREAS, the King County Council adopted Motion 8972
inviting Metro to join King County in developing policies and a
plan for a government access cable television system, and

WHEREAS, Motion 8972 directed that the proposed policies
and plan be developed in consultation with an ad hoc citizen
committee, and

WHEREAS, an ad hoc citizen committee was impaneled and has
submitted a report in response to Motion 8972;

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

1. The King County Council adopts the findings and
recommendations of the Metro-King County Ad Hoc Citizen
Committee contained in "Metro-King County Report: Proposals for
a King County Government Access Cable Television System," which
is attached as Exhibit A.

2. The county council invites the county executive and
other branches of county government to continue to work with an
advisory citizen committee to further develop plans for a
county government access cable television system, as recommended
by the Metro-King County Ad Hoc Citizen Committee.

3. To assure that future planning and implementation of
the government access cable television system proceeds in
accordance with the public service goals identified in the ad
hoc citizen committee report, and in Motion 8972, the County
Council affirms and adopts the mission statement proposed by
the Metro-King County Ad Hoc Citizen Committee which states:

"The King County government access cable television system
belongs to the citizens of King County and exists to directly
serve citizens. In its development and operations, the

1 government access cable system shall be guided by the following
2 principles:

3 A. The system shall be used to increase citizen dialogue
4 about the development of county policies.

5 B. The system shall be used to make government decision
6 making more accessible to citizens.

7 C. The system shall be used to provide information of
8 direct value to citizens.

9 D. The system shall be used to foster debate of ideas
10 and diversity of viewpoints.,

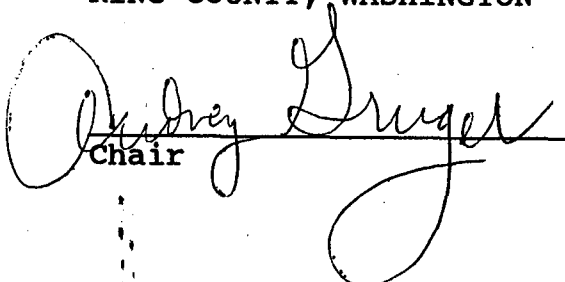
11 E. The system shall make use of creative solutions and a
12 multiplicity of current and emerging technologies to
13 comply with these principles.

14 F. The system shall be as independent as possible in its
15 operations and funding to insulate it from influences
16 inconsistent with the goals reflects in this mission
17 statement."

18 PASSED this 29th day of November, 1993


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KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Chair

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23 ATTEST:

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25 Clerk of the Council

26 Attachments:

**Metro-King County Report:
Proposals for a King County Government Access
Cable Television System**

**Metro-King County Ad Hoc Citizen Committee Recommendations
& Staff Report
November 5, 1993**

**Metro-King County Draft Report:
Proposals for a King County Government Access
Cable Television System**

Ad Hoc Citizen Committee Members

**David Arnesen
Sue Bannon
J. Paul Blake
Jack Faris
Parker Lindner
Conn McQuinn
Jeffrey Sterling
Karen J. Sy**

Metro & King County Staff

**Dave Gering, King County Council
Marlin Blizinsky, King County Cable Office
Linda Smith, Metro Sales and Customer Services
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Peggy Willis, Susan Korey &
Michele Major, Metro Research and Marketing**

I. INTRODUCTION

On April 26, 1993, the King County Council unanimously approved Motion 8972 inviting Metro to join King County in developing policies and a plan for the development of a King County government access cable television system. This system would be established following the consolidation of King County and Metro in 1994 with full implementation depending upon the completion of cable television franchise negotiations giving county government access to one or more cable television channels for public information purposes.

Motion 8972, which is attached, required that the plan be available by December 1, 1993 for review and approval by the County Council. The motion directed King County and Metro staff to develop the plan in consultation with an ad-hoc committee of citizens who possessed expertise or interest in video technology.

The draft findings and recommendations in this report are being circulated for comment prior to submittal to the Council. Written responses will be added to the report to the Council. To be included in the final report, written responses must be received by November 24, 1993. Comments should be mailed to:

Government Access Report
c/o Dave Gering
King County Council
Room 402 King County Courthouse
Seattle, Wa. 98104

Key Terms

King County government access cable television system: In this report, this term and abbreviations, such as "county system," are used to describe a public information system with the capacity to use a dedicated cable television channel, or channels, for communication about the policies, services and practices of King County government. This report describes this capacity as a "system" because the effectiveness of the channel, or channels, will be greatly enhanced through coordination of audio visual technology with other public information services.

Government Access: This report proposes the use of government access cable television as a forum for citizen comment and testimony concerning the policies, services and practices of King County government. The access described in this report would differ from the type provided through public access programs on cable television. Public access provides a "soap box" for virtually any topic; the citizen access proposed in this report would be limited to topics of clear relevance to county government practices, policies and services.

Work Plan

Metro and King County staff began discussing the government access planning effort in March, 1993, following introduction of Motion 8972. The Metro-King County ad hoc citizen committee was convened in June, 1993. The committee held four meetings with staff in developing the draft findings and recommendations. Committee meetings were open to the public and members of the audience participated in committee discussions.

The committee reviewed the results of several research projects conducted during the planning process. These efforts included three focus groups conducted with citizens to gather information about their preferences for the programs which might be cablecast on the system.

Staff surveyed 17 cities and counties across the country which already operate government access cable television systems to find out how other systems are operated and funded.

This report and its recommendations also incorporate information gained through the production of a Video Voters' Guide for the 1993 General Election in King County, a project which demonstrated the significant potential and challenges of the government access television programming contemplated by Motion 8972.

Summary Recommendations

The planning process revealed that in many jurisdictions, government access channels are used primarily as public relation tools for government, or for one-way communication from

government to citizens with significant amounts of television programming devoted to the activities of various government departments.

King County Motion 8972 envisions a government access system that would be unusual for its specific commitment to using cable television as a forum for dialogue between citizens and decision makers, and in providing public service programs of direct value to citizens.

The Metro-King County ad hoc citizen committee affirms these goals and recommends that the County Council formally incorporate them into a county ordinance to guide future development of the King County government access cable television system.

Committee recommendations are detailed in Section III of this report. Key recommendations can be summarized as follows:

Mission Statement

To codify the objectives of Motion 8972, the ad hoc committee recommends that the County Council adopt the following mission statement and principles.

"The King County government access cable television system belongs to the citizens of King County and exists to directly serve citizens. In its development and operations, the government access cable system shall be guided by the following principles:

- A. The system shall be used to increase citizen dialogue about the development of county policies.
- B. The system shall be used to make government decision making more accessible to citizens.
- C. The system shall be used to provide information of direct value to citizens
- D. The system shall be used to foster debate of ideas and diversity of viewpoints.
- E. The system shall make use of creative solutions and a multiplicity of current and emerging technologies to comply with these principles.
- F. The system shall be as independent as possible in its operations and funding to insulate it from influences which may stifle the public information goals reflected in this statement.

Key Recommendations

Other key recommendations by the ad hoc committee can be summarized as follows:

1. The county government access cable television system should be guided by a citizen oversight committee to promote the independence of the system, and to assure compliance with the objectives outlined in Motion 8972 and the mission statement.
2. The system should be established in an office of county government responsible for producing cable television programs, for scheduling programs for cablecast, and for performing other information services necessary to make the public aware of county access programs.
3. Funding for the system should be adequate to meet the public service objectives of the system. The system should be guaranteed on-going funding, including funds from cable television franchise fees paid to King County.
4. The county office which includes government access production should be organized so it can raise and keep revenues. The intent of this recommendation is to enable and encourage the office to seek outside grants and other funding sources to improve services.
5. Audience and citizen research should be conducted on an on-going basis to assure that the mix of government access programs meets the needs and interests of citizens.
6. King County should take a leading role in facilitating partnerships with other governments providing or contemplating government access cable television systems. This type of television programming offers great potential as a cost-effective way to expand dialogue and increase public information, and cost-effectiveness could be enhanced through the coordination of government resources.

Conclusion

Motion 8972 presumed a plan could be completed by December 1, 1993, detailing the organization and operation of a King County government access cable television system. The ad hoc committee members concluded it is not possible to present such a plan at the present time, in part because of the uncertain status of the cable television franchise negotiations, which will determine the number of channels and type of equipment available to King County government.

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For these reasons, this document is submitted to serve not as a plan but a report that includes some planning components and recommendations for further planning. Yet, it is not too early to state the need for formal adoption of the policies to guide the King County government access cable television system.

There will be little public support for this endeavor if King County establishes this system to serve as a propaganda tool on behalf of political figures and/or bureaucracies. Conversely, research suggests there will be public support if it's clear that King County is developing the type of public information system envisioned in Motion 8972.

II. FINDINGS: NEEDS AND OPPORTUNITIES

The need for the type of public service television programs envisioned by Motion 8972 was illustrated by two research efforts conducted during preparation of this report.

TV News Survey

In June, 1993, County Council staff conducted a survey of local television news broadcasts to learn more about the ways in which Seattle-area television stations cover local government activities and issues.

This survey examined 29 television news broadcasts by stations KOMO, KIRO and KING from June 22 through June 28. The survey covered newscasts throughout daytime and evening hours, and for each broadcast, a log was prepared showing the subject matter and duration of all news items except for those about sports or weather. It was also recorded whether the story was presented by a reporter or a news anchor.

The survey resulted in a log of 468 news items. Of the 468 news items, 12 concerned activities of King County, the City of Seattle, or any other county or city in the region.

Of these 12 items, seven lasted 20 seconds or less, and only one was more than a minute long.

Of the 12 stories, only one was presented by a reporter who seemed to have conducted first-hand research. The others were all read by news anchors with accompanying videos or graphics, and all of these items seemed to be based solely upon newspaper accounts.

This survey suggests that local government activities and issues face extreme difficulty competing for airtime on commercial television newscasts. Yet, focus groups conducted by Metro research staff suggested that some types of specialized local government programming might be of value to the general public.

Focus Groups

Metro and County staff worked with members of the ad hoc citizen committee to develop a discussion guide for three citizen focus groups where members of the public discussed potential uses of a county government access cable television system.

Participants for two of the groups were selected to reflect the geographic diversity of King County, with equal numbers residing in Seattle, suburban cities and unincorporated communities. The third group was composed of people with below average incomes to assure this population was not underrepresented in the research.

The formats for the focus groups included an initial brainstorming session in which citizens offered their ideas for programs which might appear on a government access cable television system. Following the initial discussion, a list was presented explaining specific services provided by King County and Metro. Participants then prioritized the services of most interest to them.

Citizen Preferences

In both exercises, all three groups gave top priority to shows grouped under the category, "parks and recreation." This included cultural events, community festivals, entertainment, sports, outdoor activities, schedules of coming events and information about park facilities.

The groups also expressed a preference for programs grouped under the category, "family services." This category included information about parenting, family counseling, mental health, public health, daycare services and senior citizen activities.

The groups also agreed on the need for programs about economic opportunity. This category included programs about job opportunities and information about how to bid for seized goods sold at county auctions.

Other topics of interest included public safety, court and legal services, citizen complaints, human interest features, and news about government.

New Technologies

The focus groups were asked to assess the potential value of new communication technologies which could be used by a government access system for citizens.

These included two-way video which would allow citizens and decision makers to talk with and see each other on television; creation of satellite facilities where citizens could record or cablecast testimony or comments regarding county issues; and video-on-demand, a service which would allow people to pick which government access program they desired to see, when they wanted to see it, on their home television sets.

In general, the participants felt these technologies could be significant in improving community and civic dialogue about important issues, and in making it more convenient for citizens to offer testimony or comments, or to secure more information about county services.

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Citizen Concerns

Some participants in the focus groups expressed concerns about the propaganda potential of a government access cable television system, and the development of new communication technologies which may encourage more people to stay at home, resulting in increased social isolation.

Participants also stressed the importance of using marketing and advertising tools to make people aware of a government access cable service. One person also warned against calling it "the government channel" because the name would discourage viewership.

Video Voters' Guide

While the planning process was underway, an opportunity arose for King County to join Seattle in producing the county's first video voters' guide including videotaped statements by candidates for King County and Seattle offices. This project provided the chance to implement ideas generated by staff and the ad hoc citizen committee members.

The project was a cooperative effort which relied upon the use of video production facilities at the county's Kingdome stadium, and the use of the City of Seattle government access Channel 28. Later, Bellevue Community College also agreed to cablecast the guide upon the government access channel it operates in east King County. Commercial station KING TV also agreed to show the tape twice at 2 a.m. Public television station KCTS also agreed to broadcast the tape over the weekend prior to election day.

In addition, 105 copies of the tape were produced for distribution through the Seattle and King County public libraries for individuals who do not have cable television service or any television service.

The project was initially financed with \$10,000 from the County Council. Additional funds were raised from the participating candidates who were charged a fee of \$100 each. This fee generated \$2,800 in revenue.

Final expenses for the production came to \$10,150, including \$2,500 to provide closed-captioning, and \$2,000 to buy 60 Metro bus signs to advertise the program. After accounting for revenue, production and distribution of this tape cost \$7,250.

For this relatively small public expense, a videotape was produced which was broadcast 25 times over a 12-day period and which was available to the public at 65 library branches throughout King County. It should be noted, however, that the project significantly reduced costs by using production equipment at the Kingdome instead of paying a private production studio.

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During a focus group prior to the broadcast, citizens were asked if they would find a video voters' guide to be of value. The response was fairly positive.

While no viewership estimates are available, more than 70 people responded to a telephone number included in the video for viewers to call with comments or suggestions. Of these calls, only one was negative. The remainder were positive and many of them were highly enthusiastic.

III. RECOMMENDATIONS

While Metro and King County staff and members of the ad hoc committee engaged in a consultive planning process, as directed by Motion 8972, recommendations in this report were made solely by members of the ad hoc citizen committee.

Committee composition

Motion 8972 directed that the ad hoc committee should include citizens with experience in cable communications or video programming, and that the membership should reflect the geographic diversity of King County. It also directed that the members should be chosen by representatives from Metro and King County.

Metro and County staff sought nominations for the committee in several ways, including requests for nominees from the American Civil Liberties Union, the League of Women Voters and the King County Municipal League. Several people nominated themselves after hearing of the project. After a list of candidates was developed, members were chosen and confirmed by King County Councilmembers Ron Sims and Brian Derdowski, the original sponsors of Motion 8972.

The ad hoc committee was comprised of eight members and included individuals with work experience in video production, education information services, advertising, public relations, cable television regulations, computer technology and library services.

Of the eight members, three live in the City of Seattle, four live in suburban cities, and one lives in unincorporated King County.

Motion 8972 directed the planning process to develop recommendations for oversight, operations, programming, two-way communications, and public information to make citizens aware of government access programs. In response to these directives and other issues which emerged during the planning process, the ad hoc committee makes the following recommendations.

Oversight

The ad hoc committee recommends that the County Council adopt the following mission statement to assure that the King County government access cable television system meets the goals spelled out in Motion 8972:

"The King County government access cable television system belongs to the citizens of King County and exists to directly serve citizens. In its development and operations, the government access cable system shall be guided by the following principles:

- A. The system shall be used to increase citizen dialogue about the development of county policies.
- B. The system shall be used to make government decision making more accessible to citizens.
- C. The system shall be used to provide information of direct value to citizens
- D. The system shall be used to foster debate of ideas and diversity of viewpoints.
- E. The system shall make use of creative solutions and a multiplicity of current and emerging technologies to comply with these principles.
- F. The system shall be as independent as possible in its operations and funding to insulate it from influences inconsistent with the goals reflected in this mission statement.

To reinforce the objectives incorporated into the mission statement and principles, the ad hoc committee also recommends these steps:

- 1) The public information and public service goals suggested in Motion 8972 and expressed in the mission statement should be adopted as a King County ordinance and incorporated into the King County Code to guide the development and operation of the county government access cable television system.
- 2) A citizen oversight committee should be appointed by the County Council and the King County Executive with committee members representing the geographic, cultural and economic diversity of King County. The purpose of this committee shall be to assure that the policies established in the code are followed on an on-going basis. This committee shall also establish guidelines for the management of the service.

Operations

To help assure the independence and cost-effectiveness of the King County government access cable television system, the ad hoc committee recommends that the system be established in an office of King County government to be responsible for producing video programs, to schedule programs for cablecast, and to produce public information services associated with the government access system, such as producing and circulating a program schedule.

Operation of this system would be guided by the oversight policies previously described. In addition, the ad hoc committee recommends that the system possess the following features:

1. The system should be guaranteed on-going funding, including funds from cable television franchise fees paid to King County.
2. The county office which includes the system should be established in a manner that allows it to raise and keep revenues. The intent of this recommendation is to enable and encourage the office to seek grants and other sources of funding to improve service and reduce public costs.
3. Because up-to-date equipment is critical to keeping current with video and cable technology, the video production office should be required to maintain a capital or equipment reserve fund to update and maintain equipment.
4. While private sponsorships may provide the extra funding necessary to assure vibrant and successful programming, the County Council and/or the citizen oversight committee should develop policies regarding which types of sponsorships are appropriate for the King County government access cable television service.
5. Because the system may be used to televise material submitted by citizens using home video equipment, adequate equipment should be acquired to cablecast many different image and data formats.
6. Because not all county residents have cable television service, other steps should be taken to distribute King County government access cable television programs on videotape. This could be accomplished through cooperative arrangements with libraries, schools and other public institutions.
7. To meet the needs of viewers with hearing impairments, King County should provide as much closed-captioned programming as possible.

Programming

Motion 8972 required the cable television planning effort to "develop policies and a plan for creatively using cable technology to maximize public information about King County and Metro Services." The motion also requested a number of other, more specific program proposals.

The ad hoc committee determined it was in some ways premature to develop some of these ideas. However, the committee affirms the program ideas and policies set forth in the Motion, and recommends that these ideas be among those considered for production and cablecast when King County acquires channel capacity.

Other ad hoc committee recommendations on programs and programming are as follows:

1. King County should put a high priority on providing the types of programs requested by citizens in the three focus groups. There is a significant gulf between the types of programs governments want to provide, and the types citizens want to see. Programming should be responsive to the viewing interests of citizens.
2. Ongoing research should be performed to make sure the county government access cable system remains responsive to the interests of its viewers. This can be done through follow-up focus groups, viewer surveys and the use of telephone lines to solicit viewer reactions.
3. The King County government access cable television service should make it a priority to include programs which provide citizens access to decision makers. Motion 8972 suggests a need for citizen opportunities to rebut or respond to county government television programs. The Ad Hoc committee recommends this goal be expanded so citizens can offer comments and videotapes upon any topic relevant to the policies and services provided by King County government.
4. Channel capacity may someday exist for a wide variety of requests for cablecast "air" time, but while capacity is limited, King County should set priorities to favor programs of direct value to citizens instead of programs which primarily benefit government, such as training programs or programs for internal government communication.

Two-Way Communication

Motion 8972 directed the planning process to develop proposals for the use of cable technology for interaction between members of the public and public officials. The ad hoc committee affirms two-way communication as an important component of the county government access system, but this issue can be better addressed when more information is available about the cable technology which will be available to King County.

In the interim, the ad hoc committee recommends that the county use existing technology to meet the goals of two-way communication. This can occur through call-in programs where citizens have opportunities to directly speak with elected officials and other decision makers. Telephone numbers could also be included in cablecasts of other programs to encourage viewer comments and suggestions.

The response to the telephone number included in the Video Voters' Guide demonstrated that viewers will use the telephone to make their views known.

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The ad hoc committee also recommends that King County develop technology to allow citizens to testify to decision makers by videotape. If this was allowed for county meetings, citizens could videotape their testimony at their own convenience and the tape could be replayed at a later time when testimony is being recorded. This capacity could be especially valuable if it spared citizens the need to drive to downtown Seattle during business hours to testify to the County Council.

Marketing

Motion 8972 required the development of proposals to make citizens aware of the King County government access cable television system and its programming.

The ad hoc citizen committee believes an effective marketing plan and budget will be required to adequately inform citizens about the information available through the channel or channels.

This need was pointed up by the Video Voters' Guide. News coverage for this project on the television pages of local newspapers might have been highly successful in generating viewership. However, television editors were unable or unwilling to provide this coverage, and other efforts to gain newspaper coverage brought mixed results.

With the exception of KING TV, the electronic news media also seemed uninterested in providing information about broadcast times.

To enhance citizen awareness of government access programming, the committee recommends that King County consider using the following:

1. Exterior Metro bus signs. Space is available for public service bus signs at discount rates. Radio and TV stations use bus signs to establish station identity. This advertising might be a cost-effective way to increase citizen awareness of the county government access television service. A similar opportunity exists with interior bus signage.
2. Newspapers. King County should approach newspapers about the possibility of providing space in TV guides for listing government access programming. Coverage for cable coverage should also be solicited in the news sections dealing with government issues and events. Newspapers may become more interested in providing this coverage as they become more familiar with the potential value of government access programs.
3. Develop a program guide for the government access service. This guide could be developed by the government-access system and distributed to interested viewers.

4. **Use existing King County and Metro publications.** Both King County and Metro produce newsletters and brochures which could be used to advertise general programming, or to publicize programs relevant to the agency producing the publication.
5. **Use of other government communication media.** King County and Metro communicate with the public in many ways which could be used to promote relevant programming. For instance, transit brochures could advertise the existence of transit programs. Superior Court summonses for jury duty could direct prospective jurors to watch a program about juror orientation. Viewership of video voters' guides could be dramatically increased if playback schedules were included in the printed voters' pamphlet or distributed with absentee ballots.

Implementation

Motion 8972 did not ask for an implementation plan, and due to the uncertain status of cable television franchise negotiations, it is unclear when the county will be able to establish its own government access cable television system.

However, the ad hoc committee recommends that several significant policy actions must be taken as development moves forward for the county government access cable television system.

1. **Codify the mission statement and policies so they can be used to guide the planning process, and to assure the public of the objectives guiding development of this new communication resource.**
2. **Establish an interim steering committee to carry out the next phase of planning for a county government access system. The steering committee should include a cross section of citizens and the County Executive and the Chair of the County Council, or their representatives, to assure the system makes the best possible use of county resources.**

The next phase should address specific proposals for funding, operations and programs. Among the issues requiring further investigation: application of the fairness doctrine, the public forum doctrine and coordination of community involvement.

3. **Work with other governments to develop cooperative efforts to produce and distribute government access programs. The Video Voters' Guide proved that programming of value to citizens can be produced in a very cost-effective manner when governments share resources.**

4. Develop an initial lineup of government access programs that are of interest to citizens. The ad hoc committee recommends that initial programs include: a citizen call-in show, to establish the importance of interactivity; televised meetings of the County Council, as a key decision-making body; and a show devoted to the types of park and recreation activities listed by participants in the focus groups.
5. Adopt long-term and short-term goals for implementing the King County government access cable television service. These goals should take into account the policy guidelines governing development of the service, and how those goals will be met by evolving technology.

For instance, one goal of the county government access service is to allow citizens greater access to information about county services. Someday, this goal may be fulfilled through "video-on-demand" technology which permits a citizen to request a specific videotape when they want to view it. In long range planning, King County could adopt the goal of someday providing this service. But for the interim, King County could also adopt the short-term goal of meeting a variety of citizen interests by making all county videotapes available at local libraries, or by informing groups with special interests that relevant videotapes are available from King County.

April 26, 1993

Introduced by: Derdowski
Sims

Proposed No.: 93-191

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MOTION NO. 8972

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A MOTION calling for King County and Metro to collaboratively develop policies and a plan for using cable television technology to better inform the public about public services, and to enhance public participation in the development of Metro and King County policies.

WHEREAS, government holds fundamental duties to inform the public about public services, and to facilitate public participation in public policy, and

WHEREAS, King County government will acquire the ability to use cable television technology to better inform the public and to improve public participation in the development of public policy, and

WHEREAS, the merger of King County and Metro will make this technology available to Metro, and

WHEREAS, Metro and King County have not developed policies or a plan for the use of cable television technology;

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

A. The county council invites the county executive and Metro in conjunction with the prosecuting attorney, the assessor, and the judicial branches of county government to collaboratively develop policies and a plan for creatively using cable technology to maximize public information about King County and Metro services.

B. The policies and plan shall be developed in consultation with an ad hoc committee of citizens, including citizens with expertise in cable communications or video programming. Members of this committee shall be selected by representatives of Metro and King County. Committee membership shall reflect the geographic diversity of King County. The committee shall be required to conduct at least two community meetings to gather citizen input and guidance prior to the development of proposed policies.

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1 C. The plan shall include a system of oversight to assure
2 that government cable television technology is used for
3 appropriate public purposes.

4 D. The plan shall include programming proposals to
5 highlight services including, but not be limited to: public
6 transit, vanpool and rideshare services, commuter-trip
7 reduction services, water quality, jury duty, court and legal
8 services, public safety, public health, property taxes and tax
9 assessments, voter registration, disability services,
10 licensing, permits, citizen complaints, senior citizen
11 programs, family programs, animal control, drug and alcohol
12 treatment, mental health services, and adult and youth
13 detention.

14 E. The plan shall include programming proposals to inform
15 the public about the deliberations of the Metropolitan County
16 Council, which will be created upon the January 1, 1994
17 effective date of the Metro-King County merger, and of the
18 Regional Policy Committees which shall advise the Metropolitan
19 County Council.

20 F. The plan shall include proposals for the use of cable
21 technology for interaction between members of the public and
22 public officials responsible for King County-Metro Policies and
23 practices.

24 G. The plan shall emphasize programming proposals to
25 address public information needs not met by private television
26 It is the intent of this motion that programs shall focus upon
27 services and activities of direct benefit to King County
28 residents. Programming suggestions are listed on Exhibit A.

29 H. The plan shall develop proposals to give residents
30 opportunities to rebut or respond to Metro-King County cable
31 television programs.

32 I. The plan shall address methods to make citizens aware
33 of the service programming available on cable television,
34 including King County and Metro publications, and interior bus
35 advertising signs.

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Exhibit A

The following proposals represent the types of programs envisioned by the King County Council for cable television programs about Metro-King County services.

Commuter show - A program highlighting up-to-the-minute information about transit routes, emergency weather conditions, and public transit services.

Conflict resolution - Resolving disputes without going to court.

Crime victims - A program for crime victims with information about what to expect from the criminal justice system.

Disability services - Issues of concern to people with disabilities.

Domestic Violence - A program demonstrating services available to victims of domestic abuse.

Economic Development - Information for small business owners, employers and job seekers in King County.

Environmental protection - Needs addressed by Metro-King County agencies for water quality and surface water management.

Family services - Parenting skills, elder care, other services.

Feedback - A program for residents to call in with concerns about Metro-King County policies and practices.

Jail services - A program aimed at relatives or friends of people booked into the King County Jail.

Juror orientation - A program explaining jury duty and including information about transit routes to superior and district courts.

Property taxes - Explanations of the property tax system.

Pro-se family court - Dissolution without lawyers.

Public health - Programming dedicated to public health services and issues.

Public participation - Programs providing citizen interaction with public officials responsible for King County-Metro policies.

Public process - Meetings of the Metropolitan County Council, other public bodies.

Senior services - Activities and programs for senior citizens.

Transit services - Programs showing how to use bus, rideshare and vanpool services.



9173

November 9, 1993

Government Access Report
c/o Dave Gering
King County Council
Room 402 King County Courthouse
Seattle, WA 98104

To Concerned;

Subject: Motion 8972 - developing policies and a plan for the development of a King County government access cable television system.

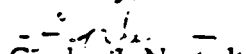
On behalf of the hard of hearing community I would recommend that all TV programs presented by King County be accessible to all people. This can be done by having all programs either open or closed captioned.

Under the ADA law, all televisions (13" or larger) built after July 1993 must have a decoder built in. This is going to result in a large increase in the number of people who will use captioning to understand what is being said. I expect the number of people using captioning will increase dramatically with the new requirement.

On page 8 you refer to the Video Voters' Guide. I was completely unaware the program was captioned and did not turn it on. I found out about it after I had voted. A lady, who requires captioning, had recorded the program on VCR. She was delighted to find out it had been captioned.

If you have any questions do not hesitate to contact me.

Sincerely,


Gordon L Nystedt
SHHH Coordinator WA State
26820 Arden Court
Kent, WA 98032
206-854-0171 TTY



American Civil Liberties Union of Washington

9173

November 23, 1993

King County Council
Room 402
King County Courthouse
Seattle, WA 98104

RE: Proposal for a King County Government Access
Cable Television System

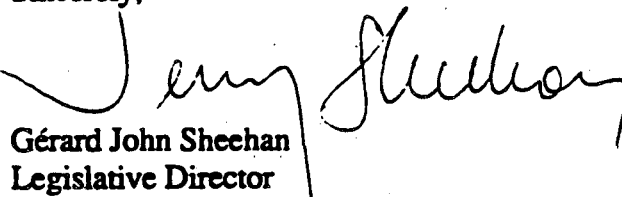
Dear Councilmembers,

The American Civil Liberties Union of Washington has reviewed the Citizen Committee Recommendations for the King County Government Access Cable Television System and find them to be a very commendable set of proposals. We are particularly impressed by the effort to make this channel (or channels) a true public forum for discussion of government policies, rather than just a public relations tool for the Metropolitan King County government.

One concern we do have, however, is that this proposal will be considered in isolation. Instead, it should be viewed in conjunction with the overall King County Information Policy which is also before the Council. Distribution of information via all technologies (including cable television) should adhere to the same general principles, as articulated in the information policy. The Citizen Committee report outlines some basic principles that should be included in any effort to standardize County information services.

We look forward to County Council consideration of these important issues and we strongly urge that the Council, through the recommendations of this report, give full weight to the promise of more meaningful citizen-government dialogue that new technologies will give to citizens and their elected officials.

Sincerely,


Gérard John Sheehan
Legislative Director

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1st Vice President
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Public Education Associate
Christine Llobregat
Development Director
Randy Balogh



9173

4462 Ferncroft Road
Mercer Island WA 98040
November 23, 1993

Dave Gering
King County Council

Dear Dave;

Please excuse the late hour of this reply to the Nov 5 staff report; I won't bore you with excuses.

Page 3: A, D, and F are excellent principles. In C, "direct value" has no meaning. B doesn't make sense. E should read: "The system shall make use of emerging technologies.....". Drop the other junk from the sentence.

Page 4: Choosing the oversight committee is extremely important. Don't go through existing organizations who are formed around their own interest, no matter what it is. RATHER, CHOOSE A LARGER GROUP OF PEOPLE RANDOMLY, SIMILAR TO JURY SELECTION, AND ALLOW UNINTERESTED PARTIES TO DROP OUT. THIS GROUP SHOULD HAVE THE MOST AUTHORITY OF ANY! An "office of county government" should not have authority on what the system does.

Also page 4: Item 4 should NOT be incorporated. Grants and "funding sources" have pre-established interests. We have too many of these already. We need to explore grass roots interests.

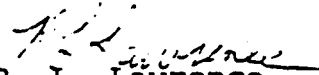
Page 10: In no way should any member of King County Government be allowed to select members of the ad hoc committee.

Page 12: The system discussed here is only for king county government. IF KING CONTY GOVERNMENT CONSIDERS THIS A VIABLY AND USEFUL WAY OF PROVIDING INTERACTION WITH ITS CITIZENS, IT SHOULD PAY FOR THIS PORTION WITH COUNTY TAXES FROM ALL! Payment should not be singled out to people who happen to have cable TV!

Page 14: All we need is more money wasted on advertising. If the programs are worthwhile, people will watch. The TV remotes have guaranteed that. Ask any Major station how they try to schedule the exact time of commercial presentations.

Thank you for this opportunity to express these items. If it is as per usual, they'll be ignored, and the value will be only to me in learning clear thinking without the fog.

Sincerely


R. L. Lawrence
(206)232-6773

OFFICE OF THE PROSECUTING ATTORNEY
KING COUNTY, WASHINGTON

9173

Norm Maleng
Prosecuting Attorney

W 554 King County Courthouse
516 Third Avenue
Seattle, Washington 98104
(206) 296-9000

November 24, 1993

Mr. Dave Gering
King County Council
Room 402 King County Council
Seattle, WA 98104

RE: King County Government Access Cable Television Report

Dear Dave:

I want to add my voice to those in King County government who support the King County Government Access Cable Television System. The focus of the project, to improve citizen access to local government, is right on target.

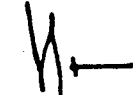
We live in the new information age. Daily, we read and hear of interactive video, super-information highways and cross-world communications. It is fitting that King County, known for leadership and innovation, would embark on new communication modes to improve services to our citizens.

I have reviewed the report prepared by the Ad Hoc Citizen Committee. I concur with the mission and the structure suggested by the committee. The organizational structure, which places the oversight and programming in the hands of citizens, demonstrates a clear mission to provide independent and useful information on the activities, services and events of King County government.

In my office we are very excited about the opportunities presented by this venture into government access television. We have several ideas for programming stemming from the prosecutor's office. Our ideas include information on domestic violence services, victim assistance and our Kid's Court program. We look forward to contributing to the county's cable programming.

Local government continuously faces the problem of reaching those who need our vital services, but are unable to access them. I applaud the work of the County Executive and County Council to seek new avenues to reach out to the citizens of King County.

Sincerely,



NORM MALENG
King County Prosecuting Attorney

MOTION 9173

**METRO-KING COUNTY REPORT: PROPOSALS
FOR A KING COUNTY GOVERNMENT ACCESS
CABLE TELEVISION SYSTEM**

NOVEMBER 5, 1993