



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**July 25, 2011**

**Motion 13523**

**Proposed No. 2011-0329.1**

**Sponsors Lambert**

1           A MOTION promoting county use of electronic media in  
2           order to reduce costs and to increase access to county  
3           services and to improve customer service.

4           WHEREAS, King County is committed to continually improving customer  
5           service and finding operational efficiencies, and

6           WHEREAS, each year King County is estimated to spend in excess of two  
7           million dollars on postage to communicate with residents, and

8           WHEREAS, King County residents are increasingly using and relying on  
9           electronic media such as email, the King County website, and electronic mailing lists, to  
10          get county services, communicate with King County and obtain information, and

11          WHEREAS, King County has established policies to increase the use of  
12          technology as a way to cost-effectively enhance services to county residents, and

13          WHEREAS, there are circumstances where electronic media are not practical or  
14          legal as a means of communicating with county residents;

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

16          A. The council hereby commits to increasing electronic media options for county  
17          residents to receive information or council services whenever practical and legal. When  
18          communicating with county residents using mail, bulk-rate mailings shall be used  
19          whenever practical.

20           B. The executive is requested to encourage county departments to offer more  
21 electronic media options for county residents to receive information or services whenever  
22 practical and legal. When communicating with county residents using mail, bulk-rate  
23 mailings shall be used whenever practical.

24           C. Separately elected officials are requested to offer more electronic media  
25 options for county residents to receive information or services whenever practical and  
26 legal. When communicating with county residents using mail, bulk-rate mailings shall be  
27 used whenever practical.

28           D. When implementing this motion, mail should continue to be used with county  
29 residents that do not have electronic technology available or who prefer not to receive  
30 communications electronically.

31           E. The executive is requested to provide a report to the council summarizing  
32 postage budgets by county departments, identifying those mailings for each department  
33 exceeding ten thousand dollars in postage costs.

34           F. The report should also examine whether those mailings could be done by bulk  
35 mailing or electronically and any steps taken to do so. Separately elected officials are  
36 requested to cooperate with the executive in preparing this report. The report should also  
37 identify legal constraints to using electronic media to communicate with residents, and  
38 make recommendations for changes to state law or county code if the executive agrees  
39 this is advisable. By July 15, 2012, the report shall be filed in the form of a paper

40 original and an electronic copy with the clerk of the council, who shall retain the original

41 and provide an electronic copy to all councilmembers.

42

Motion 13523 was introduced on 7/18/2011 and passed by the Metropolitan King County Council on 7/25/2011, by the following vote:

Yes: 9 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Hague,  
Ms. Patterson, Ms. Lambert, Mr. Ferguson, Mr. Dunn and Mr.  
McDermott

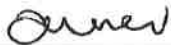
No: 0

Excused: 0

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

  
Larry Gossett, Chair

ATTEST:

  
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Anne Noris, Clerk of the Council

**Attachments:** None