



## Access to Services

### Objective:

Increase access to King County services, personnel, and information

### How is our performance?

It is vital that residents are able to access King County products and services. According to the 2012 King County Resident Survey, a majority of residents surveyed did not feel they were able to find the right person in King County to assist them. Accessibility increased around website access; however ease of contacting King County is lower when compared to national peers. It is important that information and service is accessible to all customers, regardless of language, cultural, or location barriers. Resident survey responses indicate there are differences in accessibility based on geographic location, ethnicity, and income. These differences are also consistent with the reported ease of use of the website and the helpfulness of information provided. There are some clear opportunities to address the disparities of perception of access to services between different residential groups.

### Moving forward

The Equity and Social Justice Initiative (ESJ) has provided a robust framework, policies and tools to enhance the cultural competency of King County. The ESJ work has highlighted many areas where King County can remove barriers and actively seek out equity in policies, access, and service delivery. Most of this work is delivered in the ESJ Annual Report, however each department is asked to establish ESJ goals and priorities in their own work. Several programs have enhanced their communications to be more culturally sensitive to targeted populations: household hazardous waste, emergency services and public health services. Social media has also proved as an effective tool to increase awareness, access, and connectivity to the community. Equity and social justice considerations have also been woven into the Customer Service Training being delivered to staff, managers, and supervisors countywide.

As expectations grow around website utilization for County services, it will be important to grow and enhance the accessibility of the King County website. A complete transformation of the King County website to be centered on services and products is currently being developed by King County Information Technology. Customer Service training is also now being offered and will be expanded in 2013, promoting a "no wrong door" philosophy. This approach ensures that every customer will get responsive service and proactively directed to the correct resource to address their need, regardless of what phone number they call or how they contact King County. To improve awareness of downtown services and locations of County services, and to clarify the different services and roles of city, federal, and regional offices in the downtown corridor, a unified service-based downtown map and coordinated signage have been created and will soon be implemented. This project includes coordinated signage inside and outside of City and County buildings. The standard map will also be available online and will be available at all service desks for easy reference.

## Related Links

[King County website](#)

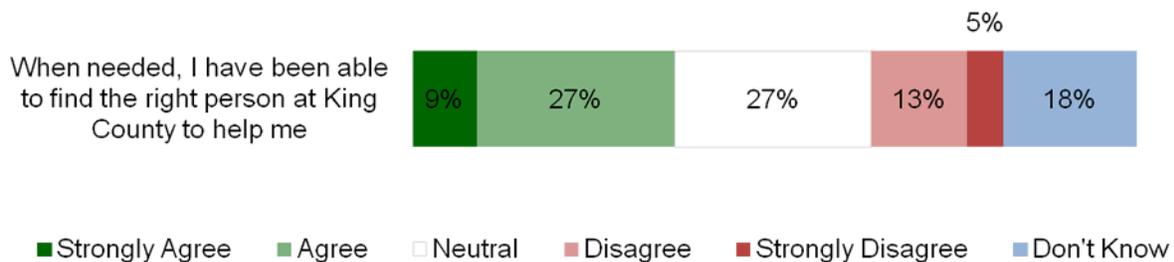
[King County 2012 Resident Survey](#)

## Technical Notes

1. The 2012 King County Resident Survey was conducted in April and May of 2012. Surveys were administered in English, Spanish, and Mandarin. Of the 3,000 households that were selected to receive the survey, 266 completed the survey by mail and 759 completed the survey by phone for a total of 1,025 completed surveys (King County's population is about 1.9 million people). There were at least 250 respondents from Seattle and 125 surveys from each of six other areas. The overall results of the survey were weighted to reflect the actual population of each of the seven geographic areas of the County. The overall results of the survey have a precision of at least +/-3.0% at the 95% level of confidence. The results for the City of Seattle have a precision of at least +/- 6.2% at the 95% level of confidence and the results for each of the other six areas have a precision of at least +/- 8.7% at the 95% level of confidence. All results include "Don't Know" responses in calculations.
2. 45% of King County Residents reported satisfaction with "how easy the County has been to contact" vs. a national average of 60% satisfaction for communities with populations greater than 500,000. 2012 King County Resident Survey Final Report, Page 25

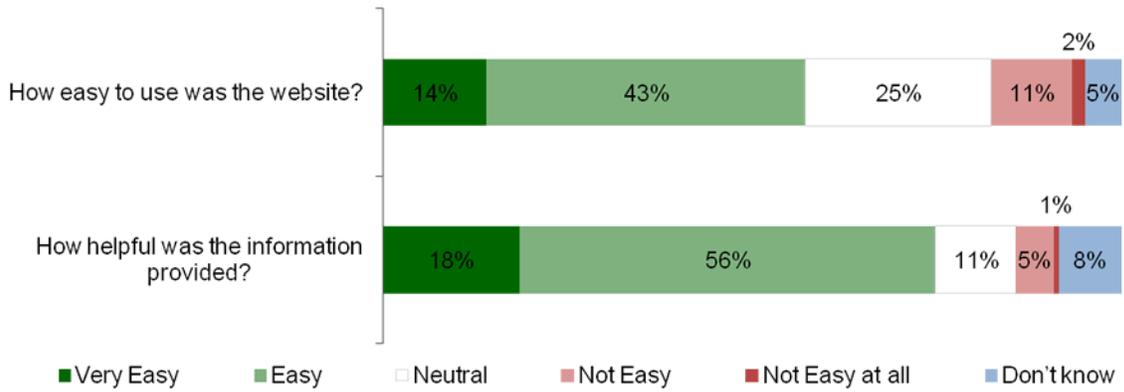
## Charts and Maps

### Ease of Contacting King County



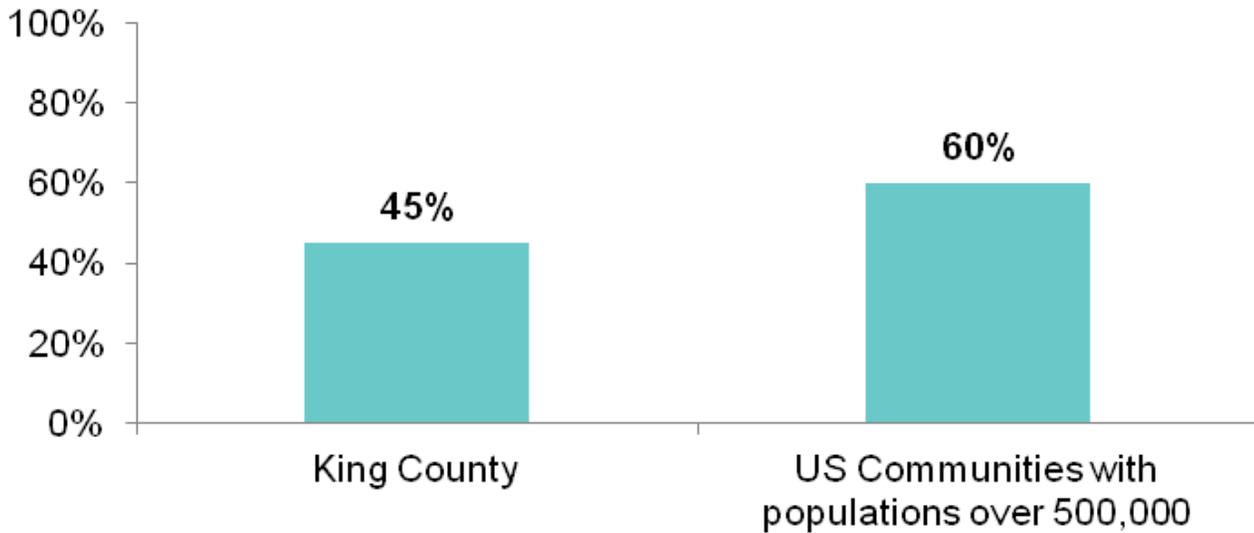
Data Source: 2012 King County Resident Survey

### King County Website Ease of Use (responses among users of the King County website)



Data Source: 2012 King County Resident Survey

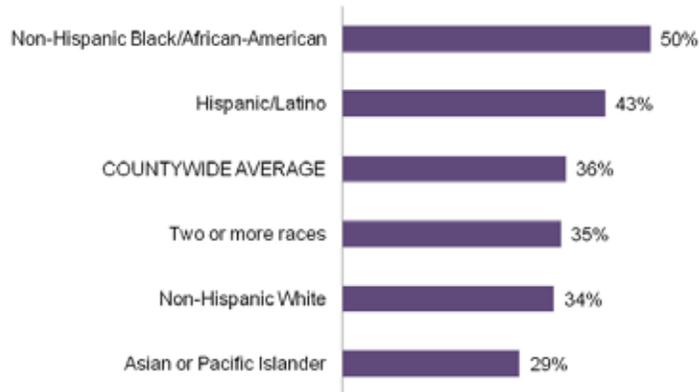
### Ease of Contacting the County



Data Source: ETC Institute, 2012; by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied."

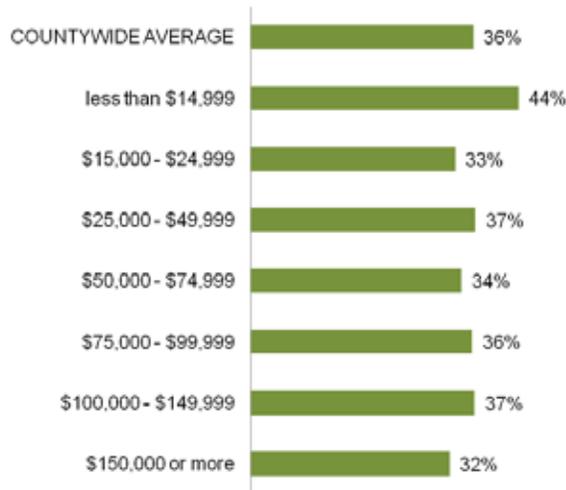
**Ease of Contacting King County**  
(respondents selecting strongly agree or agree by ethnicity)

When needed, I have been able to easily find the right person at King County to help me



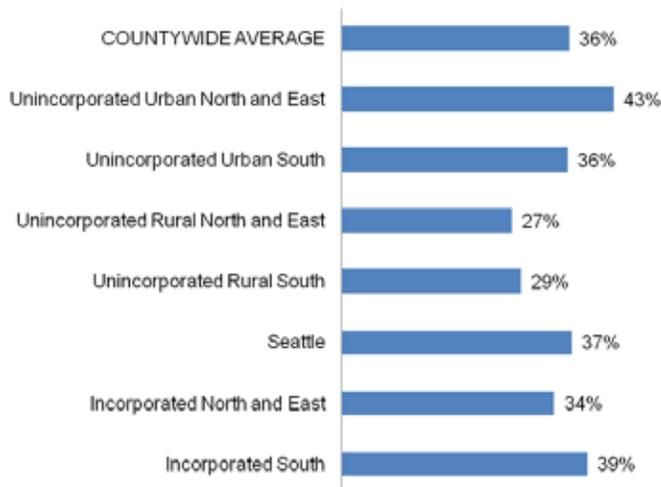
**(respondents selecting strongly agree or agree by income)**

When needed, I have been able to easily find the right person at King County to help me

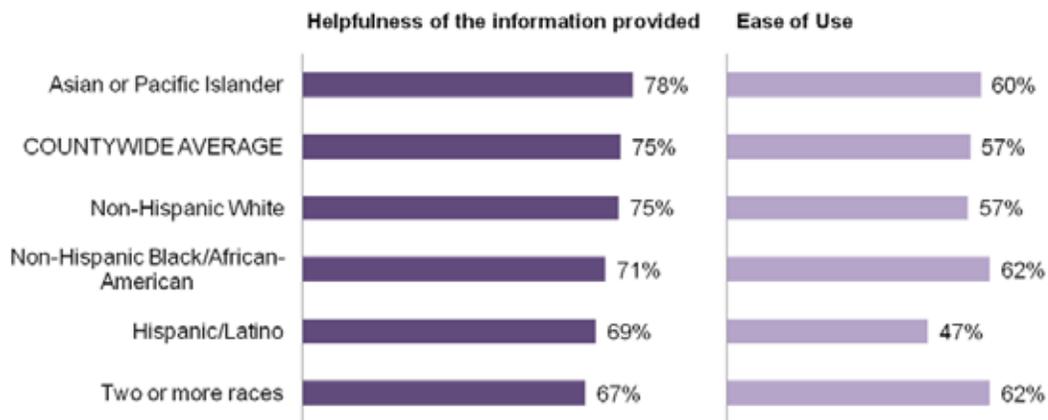


**(respondents selecting strongly agree or agree by geography)**

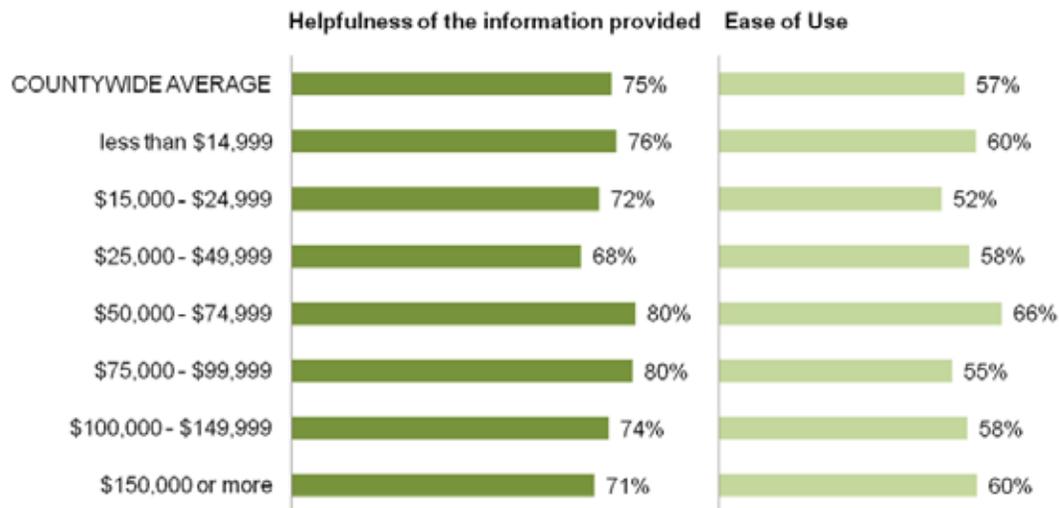
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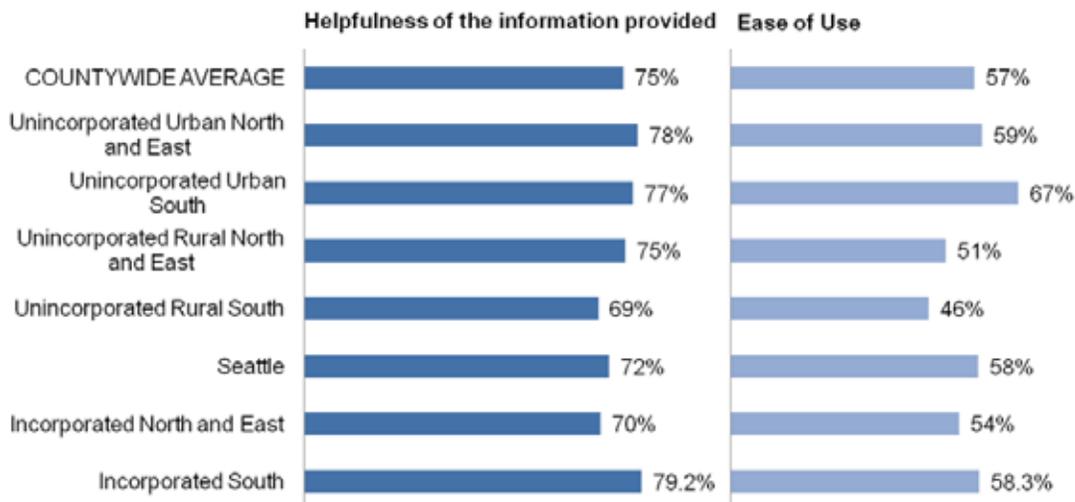
**Resident Perceptions of the King County Website  
(website users selecting helpful/easy and very helpful/easy  
by ethnicity)**



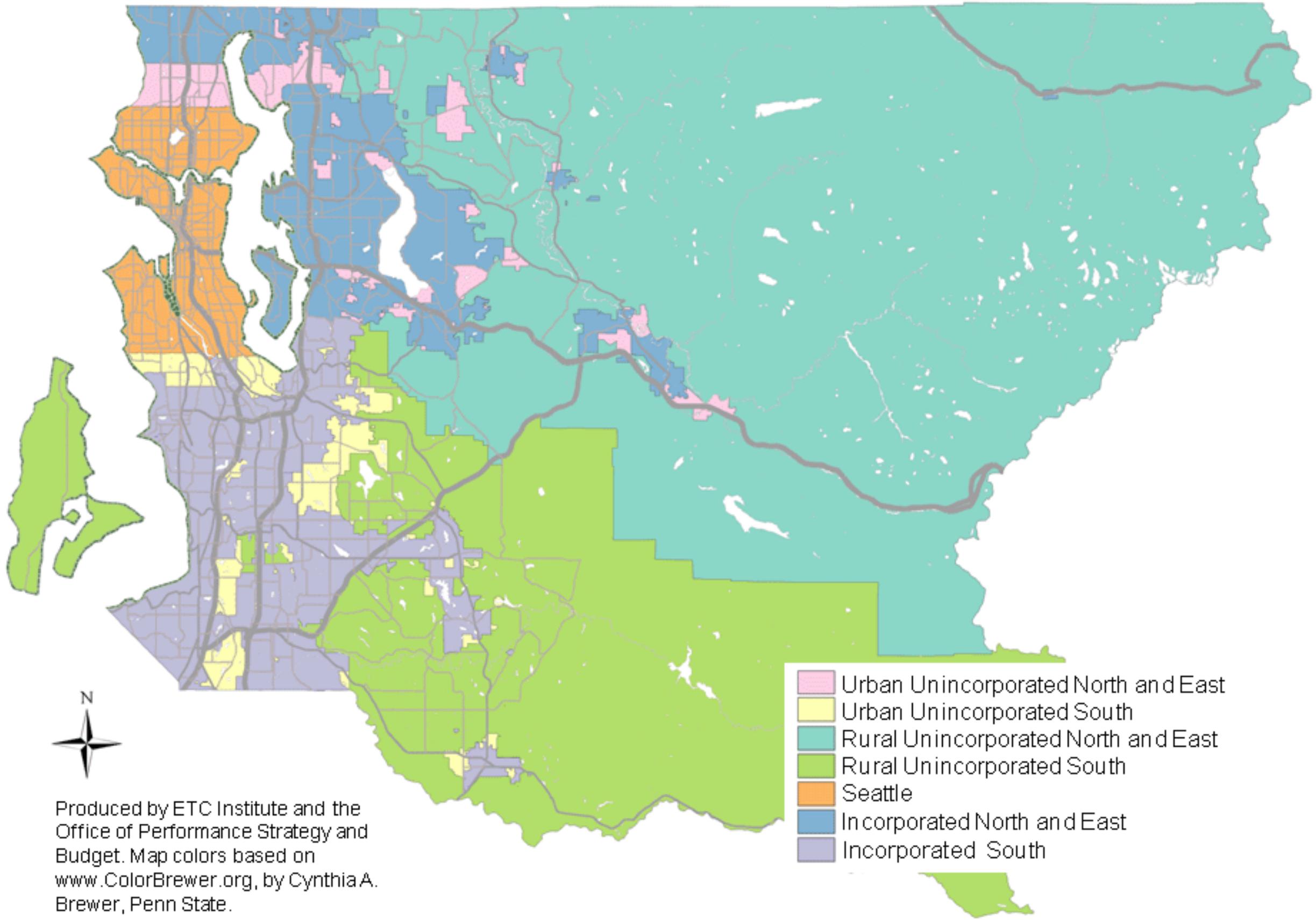
**(website users selecting helpful/easy and very helpful/easy  
by income)**



**(website users selecting helpful/easy and very helpful/easy  
by geography)**



## 2012 King County Resident Survey Regions



Produced by ETC Institute and the Office of Performance Strategy and Budget. Map colors based on [www.ColorBrewer.org](http://www.ColorBrewer.org), by Cynthia A. Brewer, Penn State.