



Community Participation

Objective:

Empower people to play an active role in shaping their future

How is our performance?

King County seeks to promote robust public engagement that informs, involves and empowers people and communities. Slightly fewer residents agreed that they have opportunities to improve community well being in collaboration with King County in 2012 than in 2009. Residents provided a generally unfavorable perception on these questions both in 2009 and in 2012.

County employee perceptions of customer engagement were solicited in the 2012 King County Employee Survey and found a strong majority of county employees feel their work group seeks feedback and input from customers and residents of King County and is responsive to customers while using customer input to improve service delivery. This is the first year we have measured employee feedback on this issue.

While individual departments provide forums to empower residents to take an active role in shaping King County's efforts, a lack of public engagement best practices and protocols appears to be affecting the County's ability to do so at an enterprise level.

Moving forward

King County will improve performance in this area by developing the Public Engagement action plan, guide, best-practice protocols and training to more effectively engage the public. King County wants residents to have opportunities to engage and influence public policy and county decisions and looks forward to a more robust process to achieve this outcome.

Employee feedback indicates that County employees value public engagement. King County will build on this to develop a more robust public engagement program. Additional programs that enhance this work include:

- The Service Excellence Team's Customer Relationship Management Project to identify and automate tools to assist the County in the efficient and effective delivery of excellent customer service.
- An effort to explore how King County may increase the number of services we provide online via web interfaces.
- King County's Translation Policy, which seeks to ensure that public communication materials and vital documents can be understood by the target audience--including people with limited English proficiency.

Related Links

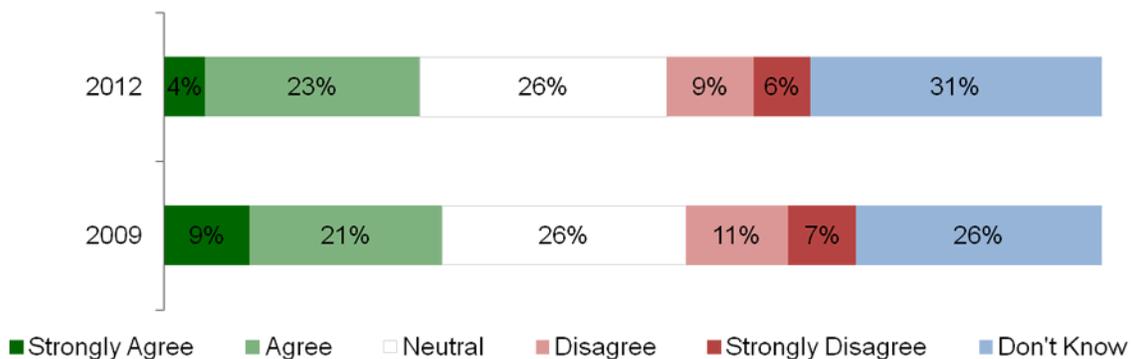
King County Translation Policy

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 of at least +/- 8.7% at the 95% level of confidence.
2. The 2012 King County Employee Survey asked 59 questions. Most responses came through the online version. Of King County's 13,030 employees, 6,783 (52%) participated in the 2012 survey. Most questions asked employees to respond using a five-point scale with '1' being low and '5' being high. Responses of "Not sure" or "Not relevant" are excluded from the results. The survey was conducted both online and in hard-copy.

Charts and Maps

I have opportunities to improve my community's well-being in collaboration with King County government.



Data Source: 2012 & 2009 King County Resident Surveys

Employee Perceptions of Resident Engagement.
(percent of employees agreeing or strongly agreeing)



Data Source: 2012 King County Employee Survey