

Public Awareness

Objective:

Improve public awareness of what King County does

How is our performance?

King County seeks to promote robust public engagement that informs, involves and empowers people and communities. In the King County Resident Survey, a majority of County residents state they do not know a great deal about County services. This is not uncommon for a regional government. However King County wants to improve public awareness of County services.

The Public Engagement How Goal Team seeks to improve awareness of what the County does in a way that serves residents' needs. The County wants residents to seek resources and support with ease, develop a better understanding of the value of the services we provide, and develop a better understanding of what they receive in services in exchange for the taxes and fees they entrust to the County.

Moving forward

King County plans to include a continuum of public participation in its Public Engagement Guide and training for County employees. A continuum of public participation informs, consults, involves, collaborates with, and empowers County residents through public participation - all of which improves public awareness of the County and County services, over time.

King County has deployed a "Way Finding" Project to improve access for County customers to services and improved customer service through better, updated map information provided to the public both online via County web pages and in County buildings.

Related Links

One Example of a continuum of public participation from the International Association for Public Participation

Technical Notes

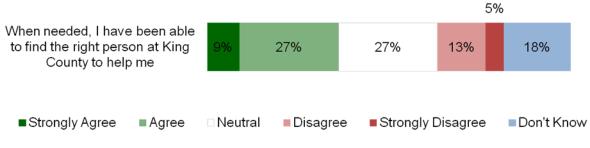
How well do residents know what King County does?: Resident satisfaction with services was used as a proxy for service awareness. Residents who selected very satisfied, satisfied, dissatisfied, or very dissatisfied for a particular service were counted as knowing about that service. The four categories are calculated as follows:

- know about almost no services: survey respondents who knew about less than 25% of services
- don't know about most services: survey respondents who knew about 25% to 50% of services

- know about most services: survey respondents who knew about 50% to 75% of services
- know about almost all services: survey respondents who knew about at least 75% of services

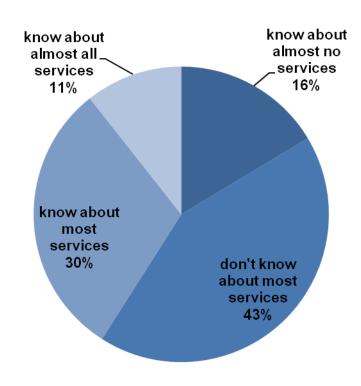
Charts and Maps

Ease of Contacting King County



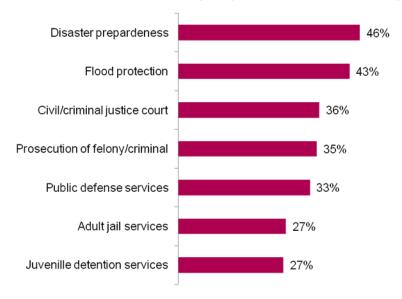
Data Source: 2012 King County Resident Survey

How well do residents know what King County does? % of residents who:

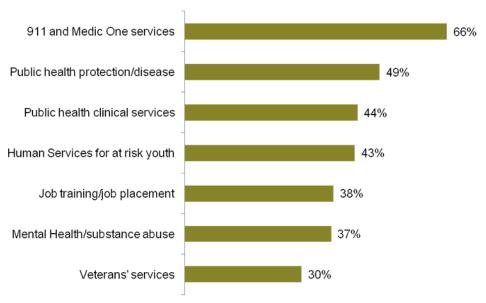


How aware are residents of King County's regional services? (percent of residents aware of service)

Services Aligning with Justice and Safety Goal:



Services Aligning with Health and Human Potential Goal:



How aware are residents of King County's regional services? (percent of residents aware of service)

Services Aligning with Financial Stewardship Goal:



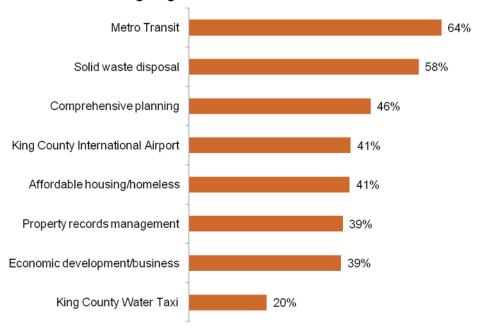
Services Aligning with Public Engagement Goal:



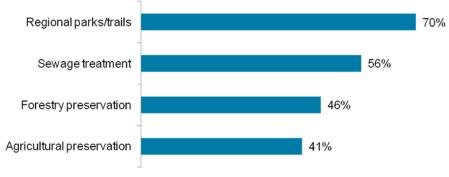
Data Source: 2012 King County Resident Survey

How aware are residents of King County's regional services? (percent of residents aware of service)

Services Aligning with Economic Growth & Built Environment Goal:

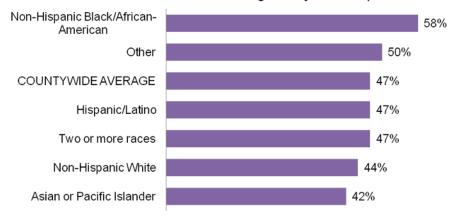


Services Aligning with Environmental Sustainability Goal:



Resident Awareness of King County Services

(percent of services known by median resident by ethnicity, for example, the average Hispanic/Latino respondent is aware of 47% of King County services)



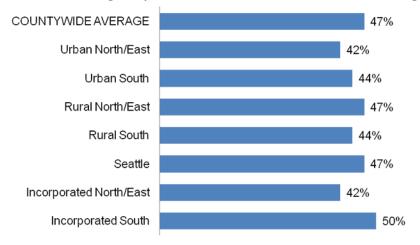
Resident Awareness of King County Services

(percent of services known by median resident by annual household income, for example, the average respondent making less than \$14,999 per year is aware of 58% of King County services)

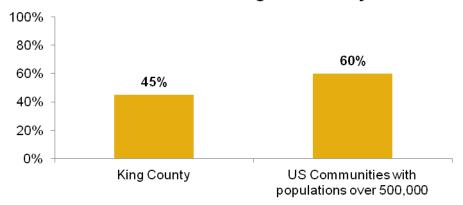


Resident Awareness of King County Services

(percent of services known by median resident by geography, for example, the average respondent from Seattle is aware of 47% of King County services)



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."

2012 King County Resident Survey Regions

