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July 8/2011
July 11, 2011 Council Meeting

SB/wsh

Sponsor: McDermott

Proposed No.: 2011-0189

Joe McD MOVED
PASSED 9-0

1 **STRIKING AMENDMENT TO PROPOSED ORDINANCE 2011-0189, VERSION**

2 **2**

3 On page 1, beginning on line 3, strike everything through page 5, line 88, and insert:

4 "BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

5 **SECTION 1. Findings:**

6 A. King County serves as a regional government for all county residents and as a
7 local government for unincorporated area residents.

8 B. The unincorporated area population is two hundred eighty-four thousand one
9 hundred, which is equivalent to the second largest city in Washington state.

10 C. Consistent with the Growth Management Act, urban unincorporated areas are
11 to be annexed to cities, which are the appropriate providers of urban services.

12 D. Until all urban unincorporated areas are annexed, King County has a
13 responsibility to provide services to those areas and to engage and communicate with
14 residents.

15 E. Also consistent with the Growth Management Act, rural unincorporated areas
16 are to remain under the jurisdiction of King County in perpetuity.

17 F. King County has an ongoing responsibility to protect rural character, rural-
18 based economic activity and the natural environment, and to engage and communicate
19 with rural residents.

20 G. To better serve unincorporated area residents, King County employs a broad
21 spectrum of public engagement and communication practices, including the use of county
22 boards, commissions and expert review panels; unincorporated area councils and citizen
23 advisory groups; public meetings and forums; newsletters and press releases; surveys and
24 questionnaires; mailed and published notice; brochures and other printed materials; and
25 email, websites and social media.

26 H. Use of these practices is guided by county codes, policies established by
27 council-enacted legislation and executive orders, administrative procedures, professional
28 standards and other protocols.

29 I. In 2010, King County adopted a King County strategic plan that contains goals,
30 objectives and strategies for public engagement.

31 J. The King County strategic plan provides a unifying framework for the county's
32 public engagement practices.

33 K. From 1994 until adoption of this ordinance, public engagement in
34 unincorporated areas has been guided by executive order PRE-7-1, which directs
35 implementation of the citizen participation initiative.

36 L. As part of the 2011 budget, the council adopted a proviso directing the
37 executive to develop a new framework for public engagement in unincorporated areas.

38 M. King County's outreach strategy for both incorporated and unincorporated
39 areas should be guided by the public engagement goal contained in the King County
40 strategic plan.

41 SECTION 2. The council hereby adopts the following framework, which shall
42 guide county branches, departments, agencies and offices in their interactions with
43 unincorporated area residents. The executive is hereby directed to take the following
44 steps, in coordination with other county elected officials, to implement this framework
45 with existing staff resources and within existing budgets by January 1, 2012:

46 A. Establish unincorporated community service areas, that take into account
47 demographics, natural features, existing political, administrative and community
48 boundaries and with logical boundaries that together cover all of unincorporated King
49 County;

50 B. Identify a single staff contact from county government for residents in each
51 unincorporated community service area familiar with that service area's community for
52 the purpose of facilitating service delivery between unincorporated areas and the county;

53 C. Host public meetings in each unincorporated community service area at least
54 once each calendar year, ^{(in collaboration with} and inviting the elected King County councilmember for that
55 area, which shall be broadly advertised;

*KL
friendly
Joe McD
accepted*

56 D. Annually develop, in collaboration with each community, an interbranch work
57 program for each community service area, including a plan for public meetings for the
58 year, and status report on the previous year's work programs and any significant issues
59 affecting the community service areas for transmittal to the council;

60 E. Create interbranch teams to better coordinate public outreach and service
61 delivery across King County government;

62 F. Within each service area, identify and engage with community based
63 organizations such as unincorporated area councils, community councils, community
64 development associations and other groups. The groups engaged shall include groups
65 that meet the following criteria: location and operation within the service area, with
66 resident, volunteer officers or directors; broad-based community focus; conduct of open
67 public meetings available to all area residents; and systems where meeting attendees may
68 participate in discussion and decision making;

69 G. Provide regular opportunities for community based organizations and
70 residents to meet with King County elected officials and senior management;

71 H. Develop mechanisms to involve cities in public engagement and work
72 programs for unincorporated community service areas that are within cities' potential
73 annexation areas;

74 I. Identify an appropriate county department to co-lead implementation of this
75 effort with the executive;

76 J. Create and update at least monthly a website that residents and organizations in
77 the unincorporated community service areas can use as a resource for obtaining
78 information, such as information on federal state and private grant opportunities and
79 community events; and

80 K. Transmit to the council with the 2012 executive proposed budget a status
81 report on the steps above along with any legislation necessary to implement this
82 framework such as revisions to existing code, staffing or organizational changes, except

83 that any changes to the King County Comprehensive Plan needed to implement this
84 framework shall be transmitted with the 2012 Comprehensive Plan update.

85 SECTION 3. The executive is establishing goal teams for each of the goals of the
86 King County strategic plan, in order to facilitate accountability and coordination of all
87 branches, departments, agencies and offices of county government regarding
88 implementation of the strategic plan. During implementation of the new framework
89 through 2012, the public engagement goal team shall include at least one member who
90 serves on an unincorporated area council. The public engagement goal team will develop
91 a detailed plan to address the following objectives:

- 92 A. Expand opportunities to seek input, listen, and respond to residents;
- 93 B. Empower people to play an active role in shaping their future; and
- 94 C. Improve public awareness of what King County does in service of the
95 strategic plan goal to promote robust public engagement that informs, involves and
96 empowers people and communities. The framework adopted in section 2 of this
97 ordinance for public engagement with unincorporated areas will be incorporated into the
98 implementation plan developed by the public engagement goal team. In developing the
99 transmitted implementation plan, the executive shall engage with existing unincorporated
100 area council members to help determine the mechanisms for services and activities that
101 enable and facilitate the county's public engagement efforts. The plan will identify
102 potential funding sources and recommend strategies to the community service areas for
103 pursuing funds."

104 **EFFECT:**

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- 106 • Section 2.B.: Specifies that the staff serving as the single point of contact for each
107 unincorporated community service area be familiar with that service area's
108 community to facilitate service delivery.
- 109 • Section 2.C.: Clarifies that the Councilmember for a community service area will
110 be invited to the public meeting(s) in the community service area. Previous
111 language directed the Executive to host public meetings at least annually “with”
112 the Councilmember for that area, implying a requirement for the Councilmember
113 to attend.
- 114 • Section 2.F.: Specifies that the groups engaged shall include groups that meet the
115 following criteria: location and operation within the service area, with resident,
116 volunteer officers or directors; broad-based community focus; conduct of open
117 public meetings available to all area residents; and systems where meeting
118 attendees may participate in discussion and decision making;
- 119 • Section 3: Specifies that the public engagement goal team established by the
120 Executive to implement the strategic plan shall include, through 2012, at least one
121 member who serves on an Unincorporated Area Council.
- 122 • Section 3.C.: Requires the Executive to engage with existing Unincorporated Area
123 Council members to help determine the mechanisms for services and activities
124 that enable and facilitate the county's public engagement efforts. The public
125 engagement implementation plan will identify potential funding sources and
126 recommend strategies to the community service areas for pursuing funds.