



# King County, WA

keeps voters aware of mail-in ballots and encourages voting participation

67%

greater cure rate among voters opted in for alerts

91%

greater turnout among opt-in voters in Special Election

1.4M

registered voters in county (approx.)

5

languages for ballot alerts (soon to be 7)

## OVERVIEW

King County, WA Elections (KCE) looked to increase transparency and awareness to Washington’s vote-by-mail ballot processing by sending updates to voters throughout the voting process. With targeted messaging provided through govDelivery and support from the Granicus Experience Group (GXG), the KCE team sent one-to-one notifications to voters who submitted their mail-in ballot, with over 80% of participating voters able to get their ballots corrected before the voting deadline in the most recent general election.

## SITUATION | MEETING THE NEEDS OF MAIL-IN VOTING

Working within the country’s 13th largest county, King County Elections (KCE) conducts elections for 192 jurisdictions and 1.4 million registered voters with a team made up of state- and nationally-certified election administrators with many years of experience not only running vote-by-mail elections but proudly setting standards in those elections. Recent races have placed vote-by-mail elections into the spotlight, focusing on KCE’s core values: accuracy, equity, integrity, service, teamwork, and transparency

## SOLUTION | TEAMING TOGETHER FOR BROAD OUTREACH

Ahead of the 2022 General Election, KCE allowed voters to sign up through the “My Voter Information” section of the county website for text and email alerts about their ballot status at different processing milestones. Initially, KCE offered ballot alerts in English, Chinese, Korean, Spanish, and Vietnamese. Powered by a Granicus Experience Group (GXG) custom-built API, KCE was able to send seamless, targeted messaging through govDelivery.

## RESULTS | ENGAGEMENT THAT CREATES ACTION

That success of the new program was seen almost immediately. In the 2022 November General Election, over 80% of challenged voters who received ballot alerts took action to cure, or correct, the challenges and have their ballot counted. In comparison, the cure rate for other voters was 48%. That success continued in a 2023 special election that saw 65% turnout among voters who has opted in to receive ballot alerts, while the overall voter turnout was 34%. In the near future, KCE plans to expand the program to include additional messages, such as reminders to voters who haven’t returned their ballot, as well as add Russian and Somali language ballot alerts to the system.

## MUST HAVE SOLUTION

govDelivery

Granicus Experience Group (GXG)

“King County came to this with big dreams and goals. Granicus gave us an incredibly helpful, generous [GXG] team that allowed us to manage any hurdles that we faced as we were increasing our understanding of the systems, abilities, and limitations.”

Jaelyn Adams  
Project Manager King County Elections, Kings County, WA