
HOUSE BILL 2631

State of Washington

69th Legislature

2026 Regular Session

By Representatives Richards and Nance

Read first time 01/22/26. Referred to Committee on State Government & Tribal Relations.

1 AN ACT Relating to agency delivery of quality customer service;
2 adding a new chapter to Title 43 RCW; and providing an expiration
3 date.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** On September 3, 2025, the governor issued
6 Executive Order 25-06 establishing Your Washington within the office
7 of the governor to replace the former Results Washington. Under the
8 executive order, cabinet agencies are required to develop and track
9 metrics focused on delivering exceptional customer service to
10 Washingtonians and to communicate successes, failures, opportunities
11 for improvement, and solutions related to the customer experience.
12 Cabinet agencies are also required to designate a Your Washington
13 liaison and comply with assessment and reporting requirements. It is
14 the intent of the legislature to require, through a pilot project,
15 certain noncabinet agencies that have wide-ranging missions and
16 responsibilities, have direct and expansive public engagement, or are
17 responsible for delivering tangible public goods, among other direct
18 public impacts, to meet the same requirements as those described in
19 Executive Order 25-06 to expand the state's effort to improve the
20 customer experience for Washington residents regardless of whether
21 the executive order remains in effect.

1 NEW SECTION. **Sec. 2.** The office of the secretary of state, the
2 department of fish and wildlife, and the office of the insurance
3 commissioner, shall implement sections 3 through 6 of this act as a
4 pilot project.

5 NEW SECTION. **Sec. 3.** Covered agencies described in section 2 of
6 this act shall:

7 (1) In collaboration with Your Washington, established in
8 Executive Order 25-06, develop and track metrics focused on
9 delivering exceptional customer service and communicate successes,
10 failures, opportunities for improvement, and solutions related to the
11 customer experience;

12 (2) By July 10, 2026, designate a Your Washington liaison with
13 decision-making authority and accountability for:

14 (a) Partnering with Your Washington to ensure enterprise-wide
15 coordination;

16 (b) Aligning agency service improvements with enterprise customer
17 experience and accessibility priorities;

18 (c) Submitting quarterly customer experience performance data to
19 Your Washington; and

20 (d) Ensuring customer feedback is incorporated into service
21 improvements and digital accessibility enhancements;

22 (3) Work in partnership with Washington technology solutions and
23 Your Washington to ensure its customer service delivery channels meet
24 enterprise accessibility, usability, and customer experience best
25 practices and prioritize digital-first services; and

26 (4) By September 8, 2026, provide Your Washington a documented
27 process and workflow map and timeline of each step of the customer
28 experience for the key services provided by the covered agency,
29 describing any existing customer experience data for each step of the
30 customer experience.

31 NEW SECTION. **Sec. 4.** (1) By October 8, 2026, covered agencies
32 described in section 2 of this act shall provide Your Washington, in
33 the form and manner mutually agreed upon with Your Washington, a
34 report detailing:

35 (a) Customer experience metrics, meaning any existing data
36 related to the agency's delivery of customer services such as the
37 data tied to each step of delivering public services, including
38 timelines, communication, and outcomes. Data described in this

1 section does not include the personally identifiable information of
2 individual resident service users or customers, or information deemed
3 confidential or exempt from disclosure under chapter 42.56 RCW or
4 other law;

5 (b) Information about customer feedback and complaints including
6 a description of any methods used to collect and report on customer
7 feedback and complaints, and a summary of the most common customer
8 complaints regarding the covered agency's customer service;

9 (c) A description of the covered agency's delivery of digital and
10 in-person services, and identification of areas for improvement; and

11 (d) Policies or practices in place to incorporate or strengthen
12 plain language writing and design principles and practices, including
13 the extent to which the covered agency's policies or practices align
14 with Executive Order 23-02 requiring the use of plain language.

15 (2) Beginning April 1, 2026, covered agencies shall notify Your
16 Washington at the beginning and end of any pilot projects expected to
17 improve customer experience, including the goals and expected
18 outcomes of the pilot project and its results.

19 NEW SECTION. **Sec. 5.** (1) By December 7, 2026, and in
20 coordination with Your Washington created under Executive Order
21 25-06, covered agencies described in section 2 of this act shall
22 develop and begin implementing a customer experience improvement
23 plan, following a format mutually agreed upon with Your Washington,
24 that includes:

25 (a) Metrics for measuring customer experience and customer
26 satisfaction, and timelines for regularly tracking and reporting on
27 the same;

28 (b) Staff training plans focused on delivering exceptional
29 customer service and using plain language consistent with state
30 guidelines; and

31 (c) A proposal, including its timeline for implementation, for
32 improving the customer experience for key services provided by the
33 agency such as reducing steps, shortening timelines, increasing
34 digital self-service, and simplifying applications or making them
35 more accessible.

36 (2) Each covered agency shall incorporate the customer experience
37 improvement plan developed under subsection (1) of this section into
38 its strategic plan and prioritize agency efforts to improve its

1 customer service in areas where its services are most critical to the
2 public.

3 (3) After initial plans are developed and implemented, covered
4 agencies shall, in collaboration with Your Washington, update their
5 customer experience improvement plan as part of their strategic
6 planning process on an ongoing basis. Your Washington may recommend
7 and encourage specific actions when it determines that an agency's
8 progress requires improvement to meet customer needs.

9 (4) Beginning March 7, 2027, and every three months thereafter
10 until March 8, 2029, covered agencies shall provide a quarterly
11 progress report to Your Washington, detailing the status of its
12 implementation of their customer experience improvement plan. By
13 March 31, 2029, and in compliance with RCW 43.01.036, Your Washington
14 shall compile the quarterly progress reports and provide an executive
15 summary to the governor and appropriate committees of the legislature
16 detailing the progress made under agency plans including
17 identification of agencies that have made the most progress each
18 year, identification of agencies most in need of improvement in
19 customer experience, and recommendations on best practices agencies
20 may implement to improve customer experience.

21 NEW SECTION. **Sec. 6.** As soon as practicable, covered agencies
22 described in section 2 of this act shall begin partnering with
23 Washington technology solutions to move towards a "one front door"
24 vision of state digital services accessible in a single place. All
25 covered agency websites and digital applications should prominently
26 display a standardized navigational component that provides a clear
27 pathway to WA.gov, and covered agencies shall collaborate with
28 Washington technology solutions to develop a schedule for integrating
29 their digital applications with WA.gov.

30 NEW SECTION. **Sec. 7.** (1) Your Washington may contract with a
31 neutral third party to evaluate person-centered design and customer
32 experience measures in covered agencies described under section 2 of
33 this act.

34 (2) Consistent with section 4(1)(a) of this act, Your Washington
35 must work with covered agencies under section 2 of this act to ensure
36 that metrics are disaggregated to the extent possible, and to the
37 extent consistent with applicable law and the public policy of this
38 state, to measure the experiences of different groups of people and

1 to identify and eliminate bias and discrimination in the delivery of
2 state programs and services.

3 NEW SECTION. **Sec. 8.** Sections 1 through 7 and 9 of this act
4 constitute a new chapter in Title 43 RCW.

5 NEW SECTION. **Sec. 9.** This act expires April 1, 2029.

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