

1 **[Requesting California Establish a Do Not Mail Registry]**

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**Resolution urging the California State Legislature to establish a Do Not Mail Registry.**

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5 WHEREAS, The amount of junk mail delivered in the United States each year has  
6 substantial environmental and social costs that can be significantly reduced by the creation of  
7 a Do Not Mail Registry; and,

8 WHEREAS, The production, distribution, and disposal of junk mail contributes to  
9 climate change by producing 51 million tons of greenhouse gas emissions<sup>1</sup>- equivalent to that  
10 of over 9 million automobiles<sup>2</sup> - at a point when current environmental challenges demand  
11 significant and urgent reductions in our carbon footprint; and,

12 WHEREAS, The amount of paper required to produce the 105 billion pieces of junk  
13 mail distributed each year in the United States<sup>3</sup> requires the annual harvest of approximately  
14 100 million trees<sup>4</sup> that, if left standing, would act as important carbon storehouses; and,

15 WHEREAS, approximately 44% of all unsolicited junk mail arrives in landfills  
16 unopened<sup>5</sup>, thereby placing unnecessary stress on our waste disposal systems; and,

17 WHEREAS, Reducing junk mail will help meet San Francisco citywide goals of 75%  
18 landfill diversion by 2010 and zero waste by 2020; and,

19 WHEREAS, Junk mail is an invasion of privacy and has the potential to contribute to  
20 the ongoing problem of identity theft; and,

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22 <sup>1</sup> ForestEthics. "Climate Report". Appendix A. 2008, pp. 5

23 <sup>2</sup> The Environmental Protection Agency (EPA) estimates average carbon dioxide equivalent emissions as 8.8  
24 kilograms per gallon of gas, and average fuel economy of passenger cars and light trucks as 20.3 miles per  
25 gallon.

<sup>3</sup> United States Postal Service (USPS). "The Household Diary Study: Mail Use & Attitudes in FY 2006." March  
2007, pp. 1.

<sup>4</sup> Center for New American Dream calculation from Conservatree and U.S. Forest Service statistics.

<sup>5</sup> 41pounds.org: <http://41pounds.org/impact/default.asp>.

1           WHEREAS, The requested Do Not Mail Registry would be modeled after the national  
2 Do Not Call Registry, which is the most popular consumer rights bill in history; and,

3           WHEREAS, 93% of likely voters and 89% of likely voters nationwide voiced support for  
4 a Do Not Mail Registry in a 2007 nation poll commissioned by Zogby International<sup>6</sup>; and,

5           WHEREAS, A multitude of states have previously proposed Do Not Mail bills including;  
6 Arkansas, Colorado, Connecticut, Hawaii, Illinois, Maryland, Michigan, Missouri, Montana,  
7 New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island,  
8 Tennessee, Texas, Vermont, and Washington<sup>7</sup>; and,

9           WHEREAS, The success of statewide Do Not Mail registries will pave the way for an  
10 equivalent registry at the national level; now, therefore, be it

11           RESOLVED, That the San Francisco Board of Supervisors urges the State of California  
12 to establish a Do Not Mail registry to provide persons of California with an effective, user-  
13 friendly system to voluntarily stop the receipt of unsolicited direct mail to their property; and,  
14 be it

15           FURTHER RESOLVED, That the Clerk of the Board of Supervisors shall forward a fully  
16 conformed copy of this resolution to San Francisco's state legislative delegation as well as the  
17 President Pro Tem of the California Senate and Speaker of the California Assembly.

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23 <sup>6</sup> National Poll Commissioned by the Center for a New American Dream and conducted from September 13-16,  
24 2007 by Zogby International. The survey was administered by phone to 1011 likely voters nationwide. Findings  
25 from the survey have a margin of error of +/- 3.1%.

<sup>7</sup> Direct Marketing Association, "State Do Not Mail Bills – 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.sthml>, accessed October 7, 2008.