

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

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3 **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- equivalent to that
10 of 10 million automobiles - 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 States¹ requires the annual harvest of approximately
14 100 million trees² that, if left standing, would act as important carbon storehouses; and,

15 WHEREAS, approximately 44% of all unsolicited junk mail arrives in landfills
16 unopened³, 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,

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

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

25 ² Center for New American Dream calculation from Conservatree and U.S. Forest Service statistics.

³ 41pounds.org: <http://41pounds.org/impact/default.asp>.

1 WHEREAS, 93% of likely voters and 89% of likely voters nationwide voiced support for
2 a Do Not Mail Registry in a 2007 nation poll commissioned by Zogby International⁴; and,

3 WHEREAS, A multitude of states have previously proposed Do Not Mail bills including;
4 Arkansas, Colorado, Connecticut, Hawaii, Illinois, Maryland, Michigan, Missouri, Montana,
5 New Hampshire, New Jersey, New York, North Carolina, Rhode Island, Tennessee, Texas,
6 Vermont, and Washington⁵; and,

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

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

13 FURTHER RESOLVED, That the Clerk of the Board of Supervisors shall forward a
14 fully conformed copy of this resolution to San Francisco's state legislative delegation as well
15 as the President Pro Tem of the California Senate and Speaker of the California Assembly.
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25 ⁵ Direct Marketing Association, "State Do Not Mail Bills – 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.sthml>, accessed October 7, 2008