

1 **[Requesting California Establishment of a Do Not Mail Registry]**

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3 **Resolution urging both the California State Legislature and United States Congress to**  
4 **establish a Do Not Mail Registry.**

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

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

13 WHEREAS, The amount of paper required to produce the 105 billion pieces of junk  
14 mail distributed each year in the United States<sup>1</sup> requires the annual harvest of approximately  
15 100 million trees<sup>2</sup> that, if left standing, would act as important carbon storehouses; and,

16 WHEREAS, approximately 44% of all unsolicited junk mail arrives in landfills  
17 unopened<sup>3</sup>, thereby placing unnecessary stress on our waste disposal systems; and,

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

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

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

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

<sup>3</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>4</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, Rhode Island, Tennessee, Texas,  
8 Vermont, and Washington<sup>5</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; and

11 WHEREAS, The most effective implementation of a Do Not Mail registry would be as  
12 an act of the United States Congress; now, therefore, be it

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

17 FURTHER RESOLVED: That the City and County of San Francisco by and through its  
18 Board of Supervisors hereby urges the Congress of the United States to establish a Do Not  
19 Mail registry to provide its citizens and residents with an effective, user-friendly system to  
20 voluntarily stop the receipt of unsolicited direct mail to their property; and, be it

21 FURTHER RESOLVED, That the Clerk of the Board of Supervisors shall forward a  
22 fully conformed copy of this resolution to San Francisco's state legislative delegation as well

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<sup>5</sup> Direct Marketing Association, "State Do Not Mail Bills – 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.sthml>, accessed October 7, 2008

1 as the President Pro-pro Tem of the California Senate and Speaker of the California  
2 Assembly and, be it

3 FURTHER RESOLVED That the Clerk of the Board of Supervisors shall forward a fully  
4 conformed copy of this resolution to the Congressional Delegation representing San  
5 Francisco, namely, Hon. Nancy Pelosi, Speaker of the House of Representatives, Senator  
6 Dianne Feinstein, Senator Barbara Boxer and Congresswoman Jackie Speier.

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# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails

### Resolution

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**File Number:** 081526

**Date Passed:**

Resolution urging both the California State Legislature and United States Congress to establish a Do Not Mail Registry.

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December 9, 2008 Board of Supervisors — CONTINUED

Ayes: 11 - Alioto-Pier, Campos, Chu, Daly, Dufty, Elsbernd, Maxwell,  
McGoldrick, Mirkarimi, Peskin, Sandoval

December 16, 2008 Board of Supervisors — REFERRED: City Operations and Neighborhood Services  
Committee

Ayes: 6 - Alioto-Pier, Campos, Chu, McGoldrick, Mirkarimi, Peskin  
Noes: 3 - Daly, Elsbernd, Maxwell  
Absent: 2 - Dufty, Sandoval

March 31, 2009 Board of Supervisors — ADOPTED

Ayes: 9 - Alioto-Pier, Avalos, Campos, Chiu, Daly, Dufty, Mar, Maxwell,  
Mirkarimi  
Noes: 2 - Chu, Elsbernd

File No. 081526

I hereby certify that the foregoing Resolution was ADOPTED on March 31, 2009 by the Board of Supervisors of the City and County of San Francisco.



Angela Calvillo  
Clerk of the Board

4-10-09


Date Approved

UNSIGNED

Mayor Gavin Newsom

Date: April 10, 2009

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.



Clerk of the Board

File No.  
081526