

File No. 081526

Committee Item No. 9  
Board Item No. 78

**COMMITTEE/BOARD OF SUPERVISORS**  
AGENDA PACKET CONTENTS LIST

Committee: City Operations & Neighborhood Ser. Date March 23, 2009

Board of Supervisors Meeting Date 3/21/09

**Cmte Board**

- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/>            | Motion                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

**OTHER**

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
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Completed by: Victor Young  
Completed by: [Signature]

Date March 18, 2009  
Date 3/24/09

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

81

Police

FILE NO. 081526

RESOLUTION NO.

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

2  
3 **Resolution urging both the California State Legislature and United States Congress to**  
4 **establish a Do Not Mail Registry.**

5  
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  
10 WHEREAS, The production, distribution, and disposal of junk mail contributes to  
11 climate change by producing 51 million tons of greenhouse gas emissions- equivalent to that  
12 of 10 million automobiles - at a point when current environmental challenges demand  
13 significant and urgent reductions in our carbon footprint; and,

14  
15 WHEREAS, The amount of paper required to produce the 105 billion pieces of junk  
16 mail distributed each year in the United States<sup>1</sup> requires the annual harvest of approximately  
17 100 million trees<sup>2</sup> that, if left standing, would act as important carbon storehouses; and,

18  
19 WHEREAS, approximately 44% of all unsolicited junk mail arrives in landfills  
20 unopened<sup>3</sup>, thereby placing unnecessary stress on our waste disposal systems; and,

21  
22 WHEREAS, Reducing junk mail will help meet San Francisco citywide goals of 75%  
23 landfill diversion by 2010 and zero waste by 2020; and,

24  
25 WHEREAS, Junk mail is an invasion of privacy and has the potential to contribute to  
the ongoing problem of identity theft; and,

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

<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

23  
24 \_\_\_\_\_  
4

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

Supervisor Mirkarimi, Supervisor Dufty  
BOARD OF SUPERVISORS

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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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