



**RESOLUTION 31169**

1  
2 A RESOLUTION urging the Washington State Legislature to establish a Do Not Mail Registry and  
3 directing Seattle Public Utilities to encourage their customers to use existing commercial mail  
4 opt-out services.

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

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

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

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

17 WHEREAS, unsolicited direct mail burdens the waste disposal systems of the city and reducing  
18 unsolicited direct mail will help meet Seattle's citywide goals of landfill diversion; and

19 WHEREAS, unsolicited direct mail burdens the recycling capacity of the city and reducing unsolicited  
20 direct mail will help recycling efforts within the city operate more efficiently; and

21 WHEREAS, at least two commercial mail opt-out services are available through private organizations but  
22 the number of households using those services is limited, in part due to limited public awareness  
23 of the availability of those services; and

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

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

28 WHEREAS, a multitude of states have proposed Do Not Mail Registry bills including Arkansas,  
Colorado, Connecticut, Hawaii, Illinois, Maryland, Michigan, Missouri, Montana, New

<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> New American Dream calculation from Conservatree and U.S. Forest Service statistics.

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

<sup>4</sup> New American Dream; [http://www.newdream.org/about/pdfs/junk\\_mail\\_release\\_oct.pdf](http://www.newdream.org/about/pdfs/junk_mail_release_oct.pdf)

1 Hampshire, New Jersey, New York, North Carolina, Rhode Island, Tennessee, Texas, and  
2 Vermont<sup>1</sup>; and

3 WHEREAS, the success of statewide Do Not Mail Registries will pave the way for an equivalent registry  
4 at the national level; NOW, THEREFORE,

5 BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE THAT:

6 Section 1. The Seattle City Council urges the Washington State Legislature to establish a Do Not  
7 Mail Registry to provide residents of the City of Seattle and Washington State with an effective, user-  
8 friendly system to voluntarily stop the receipt of unsolicited commercial direct mail to their property.

9 The Clerk of the City Council shall forward a fully conformed copy of this resolution to  
10 Washington's state legislative delegation as well as the President Pro Tem of the Washington Senate and  
11 Speaker of the House of Representatives of Washington.

12 Section 2. The Seattle City Council directs Seattle Public Utilities (SPU) to evaluate existing  
13 commercial mail opt-out services operated by private organizations. The evaluation should seek to  
14 identify services that offer a large selection of businesses for which customers can register an opt-out  
15 request, provide confirmation of a customer's opt-out request, do not have unnecessary expiration dates  
16 after which re-registration is required, and protect customer privacy. SPU should report the results of its  
17 evaluation to the City Council by June 30, 2010, with the intent that SPU will actively inform its  
18 customers of commercial mail opt-out services that meet the above-listed criteria including the solid  
19 waste reduction possible through the use of such services. Any information encouraging near-term solid  
20 waste reduction through the use of commercial mail opt-out services should not substitute for a state Do  
21 Not Mail Registry designed to reduce solid waste through the state over the long-term.  
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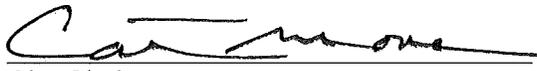
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<sup>1</sup>Direct Marketing Association, "State Do Not Mail Bills – 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.shtml>, accessed October 7, 2008  
27

1 Adopted by the City Council the 25<sup>th</sup> day of January, 2010, and signed by me in open  
2 session in authentication of its adoption this 25<sup>th</sup> day of January, 2010.

3   
4 President \_\_\_\_\_ of the City Council

5  
6 Filed by me this 25<sup>th</sup> day of January, 2010.

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8   
9 City Clerk

10 (Seal)

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**FISCAL NOTE FOR NON-CAPITAL PROJECTS**

<b>Department:</b>	<b>Contact Person/Phone:</b>	<b>DOF Analyst/Phone:</b>
Legislative	Meg Moorehead/4-8929	

**Legislation Title:**

A RESOLUTION urging the Washington State Legislature to establish a Do Not Mail Registry

• **Summary of the Legislation:**

The resolution urges the Washington state legislature to take steps to reduce the amount of solid waste generated by 'junk mail' by creating a 'Do Not Mail' registry for people to opt out of receiving unsolicited commercial mailings. The registry would be modeled after the national 'Do Not Call' registry. The resolution also directs the City Clerk to forward copies of the resolution to the Governor and Washington state legislators..

- **Background:** *(Include brief description of the purpose and context of legislation and include record of previous legislation and funding history, if applicable):*

- *Please check one of the following:*

**This legislation does not have any financial implications.** *(Stop here and delete the remainder of this document prior to saving and printing.)*



RESOLUTION 31169

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A RESOLUTION urging the Washington State Legislature to establish a Do Not Mail Registry.

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

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

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

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

WHEREAS, unsolicited direct mail burdens the waste disposal systems of the city and reducing unsolicited direct mail will help meet Seattle's citywide goals of landfill diversion; and

WHEREAS, unsolicited direct mail burdens the recycling capacity of the city and reducing unsolicited direct mail will help recycling efforts within the city operate more efficiently; and

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

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

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

WHEREAS, the success of statewide Do Not Mail Registries will pave the way for an equivalent registry at the national level; NOW, THEREFORE,

<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> New American Dream calculation from Conservatree and U.S. Forest Service statistics.  
<sup>3</sup> 41pounds.org; <http://41pounds.org/impact/default.asp>.  
<sup>4</sup> New American Dream: [http://www.newdream.org/about/pdfs/junk\\_mail\\_release\\_oct.pdf](http://www.newdream.org/about/pdfs/junk_mail_release_oct.pdf)  
<sup>5</sup> Direct Marketing Association, "State Do Not Mail Bills - 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.shtml>, accessed October 7, 2008



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4 Registry to provide residents of the City of Seattle and Washington state with an effective, user-friendly  
5 system to voluntarily stop the receipt of unsolicited commercial direct mail to their property; and

6 The Clerk of the City Council shall forward a fully conformed copy of this resolution to  
7 Washington's state legislative delegation as well as the President Pro Tem of the Washington Senate and  
8 Speaker of the House of Representatives of Washington.  
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10  
11 Adopted by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2010, and signed by me  
12 in open session in authentication of its adoption this \_\_\_\_ day of \_\_\_\_\_, 2010.

13 \_\_\_\_\_  
14 President \_\_\_\_\_ of the City Council

15  
16 Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2010.

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19 City Clerk

20 (Seal)

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**RESOLUTION \_\_\_\_\_**

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

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20 WHEREAS, junk mail burdens the waste disposal systems of the city and reducing junk mail will help  
21 meet Seattle's citywide goals of landfill diversion; and

22  
23 WHEREAS, junk mail burdens the recycling capacity of the city and reducing junk mail will help  
24 recycling efforts within the city operate more efficiently; and

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

28  
29 WHEREAS, the requested Do Not Mail Registry would be modeled after the national Do Not Call  
30 Registry, which is the most popular consumer rights bill in history; and

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WHEREAS, the success of statewide Do Not Mail Registries will pave the way for an equivalent registry at the national level; NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE THAT:

The Seattle City Council urges the Washington State Legislature to establish a Do Not Mail Registry to provide residents of the City of Seattle and Washington state with an effective, user-friendly system to voluntarily stop the receipt of unsolicited direct mail to their property; and

The Clerk of the City Council shall forward a fully conformed copy of this resolution to Washington's state legislative delegation as well as the President Pro Tem of the Washington Senate and Speaker of the House of Representatives of Washington.

Adopted by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2009, and signed by me in open session in authentication of its adoption this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
City Clerk

(Seal)



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14 \_\_\_\_\_  
15 President \_\_\_\_\_ of the City Council

16 Filed by me this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

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19 \_\_\_\_\_  
20 City Clerk

21 (Seal)



FILED  
CITY OF SEATTLE  
10/19/10 11:03 AM  
CITY CLERK

STATE OF WASHINGTON - KING COUNTY

--SS.

250684

No. 123227-28-29-30-69-83

CITY OF SEATTLE, CLERKS OFFICE

**Affidavit of Publication**

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12<sup>th</sup> day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:ORD TITLE-ONLY

was published on

02/12/10

The amount of the fee charged for the foregoing publication is the sum of \$ 81.90, which amount has been paid in full.

*[Handwritten signature]*

Subscribed and sworn to before me on

02/12/10

*[Handwritten signature]*

Notary public for the State of Washington,  
residing in Seattle



# State of Washington, King County

## City of Seattle

### TITLE-ONLY PUBLICATION

The full text of the following ordinances, passed by the City Council on January 25, 2010, and published here by title only, will be mailed upon request, or can be accessed at <http://clerk.ci.seattle.wa.us>. For further information, contact the Seattle City Clerk at 684-8344.

#### ORDINANCE NO. 123227

AN ORDINANCE relating to Parks Levies, including the 2008 Parks and Green Spaces Levy and the 2000 Neighborhood Parks, Green Spaces, Trails, and Zoo Levy; establishing the Delridge Skateboard Park Development project; amending the 2010 Adopted Budget and 2010-2015 Capital Improvement Program by making appropriations from the 2000 Parks Levy Fund and the 2008 Parks Levy Fund; all by a three-fourths vote of the City Council.

#### ORDINANCE NO. 123228

AN ORDINANCE relating to Seattle City Light Department, authorizing the grant of a Consent Agreement for the use of a portion of the Eastside Transmission Line right of way in Snohomish County, Washington, by PDI Properties, Inc., for stormwater drainage facilities, and ratifying and confirming certain prior acts.

#### ORDINANCE NO. 123229

AN ORDINANCE relating to the City Light Department; authorizing the Superintendent or his designee to enter into a settlement agreement and other related agreements for purposes of relicensing Seattle's Boundary Dam Hydroelectric Project before the Federal Energy Regulatory Commission; and ratifying and confirming certain prior acts.

#### ORDINANCE NO. 123230

AN ORDINANCE appropriating money to pay certain audited claims and ordering the payment thereof.

#### RESOLUTION NO. 31169

A RESOLUTION urging the Washington State Legislature to establish a Do Not Mail Registry and directing Seattle Public Utilities to encourage their customers to use existing commercial mail opt-out services.

#### RESOLUTION NO. 31183

A RESOLUTION relating to the City Light Department; acknowledging and approving City Light's adoption of a biennial energy conservation target of 19.68 aMW for 2010-2011 and a ten-year conservation potential of 93.67 aMW.

Date of publication in the Seattle Daily Journal of Commerce, February 12, 2010.

2/12(250684)