



City of Seattle

Yellow Pages & Junk Mail Opt-Out Systems

May 11, 2011

Seattle
 Public
Utilities

Launch & Communications Schedule

May

- Website launch (yellow pages & junk mail)
- Media event
- Advertising (radio, interviews, newsletters, online)

June

- Phone system launch (yellow pages only)
- Mail system launch (yellow pages only)

June-October

- Mail-in forms sent to all Seattle addresses
- SPU direct mail (CurbWaste and Conserve, @ Your Service)
- Ethnic media advertising
- Mail-in forms at Community Centers and Neighborhood Service Centers
- Community events
- Media events

Websites



www.seattle.gov/stopphonebooks



www.seattle.gov/stopjunkmail

The logo for Catalog Choice, featuring a stylized mail truck with a red flag on top. The words "Catalog" and "Choice" are written on the side of the truck.

In association with the  City of Seattle

www.seattle.catalogchoice.org





In association with the



City of Seattle

Login/Email

Password

Log in

Not a member?

[Sign up...](#)

Welcome

How it Works

Find Companies

Phone Books

Seattle.gov

MANAGE JUNK MAIL

Search by company name

Find Company

Control the catalogs, coupons, credit offers, fliers, circulars, newsletters, and other unsolicited mail you receive.

More Questions?

We'd be happy to explain. Read more about [how it works](#), or check out our [frequently asked questions](#).

MANAGE PHONE BOOKS

Find all Seattle phone books

Find Phone Books

Stop receiving phone books that you don't use. Eliminate repeat information and multiple deliveries.

Stop it at The Source

Tired of sending phone books directly to recycling? Stop them at the source by opting out here.

Live in Seattle?



City of Seattle is sponsoring this service to help residents reduce unwanted mail and phone books. Help us make it a success. Spread the word.

Join over one million people and **sign up for a free account today.**

Seattle's Response

On the first day of the launch:

- 15,217 visits to the site (89% new visits)
- 8,800 new Seattle accounts
- 56,900 phone book opt-outs

Seattle's Response

Thurs, May 5 – Mon, May 9:

- 16,874 new Seattle accounts
- 104,975 phone book opt-outs