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CITY OF OAKLAND



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City Council

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**To:** City Councilmembers  
**From:** Councilmembers Nadel and Quan  
**Date:** October 29, 2009  
**RE:** **Resolution Urging Both The California State Legislature And United States Congress To Establish A Do Not Mail Registry That Will Give Residents The Choice To Stop Unwanted Commercial Junk Mail From Being Delivered To Their Residence Through A State And/Or Federal Registry**

We urge the Council to approve this resolution calling for the establishment of a Do Not Mail Registry similar to the national Do Not Call Registry created by Congress in 2003.

The amount of junk 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. Junk mail in the U.S. accounts for over 100,000,000,000 pieces of mail each year – about 30% of all the mail delivered in the world. The production, distribution, and disposal of junk mail contributes to climate change by producing 51 million tons of greenhouse gas emissions- equivalent to that of more than 9 million cars. Approximately 44% of all unsolicited junk mail arrives in landfills unopened.

Reducing junk mail will help meet Oakland's citywide goal of zero waste by 2020. We recommend that the City Council support the attached resolution urging the State of California and the U.S. Congress to create a Do Not Mail Registry.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Nancy Nadel'.

Nancy Nadel  
Councilmember District 3

A handwritten signature in black ink, appearing to read 'Jean Quan'.

Jean Quan  
Councilmember District 4