

RESOLUTION NO. 42-12

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RICHMOND
AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT IN AN
AMOUNT NOT EXCEEDING \$3,500 ON SERVICES FROM CATALOG CHOICE TO
IMPLEMENT A ONE-YEAR OPT-OUT PROGRAM ELIMINATING UNWANTED
MAIL AND PHONE BOOKS IN RICHMOND**

WHEREAS, according to the USPS Household Diary Study, 11 billion points of ad mail were delivered in the U.S. in 2008, equaling 100 pounds for every household, of which only 40% is recycled; and

WHEREAS, according to the USPS Household Diary Study, 660,000 tons of phone books enter the waste stream annually, of which only 20% are recycled; and

WHEREAS, Catalog Choice is a nonprofit organization that is the largest independent mail preference registry in the U.S; and

WHEREAS, Catalog Choice has 1.4 million household and local business member accounts and 20 million mail opt-out choices processed and delivered; and

WHEREAS, Catalog Choice services include launching of a comprehensive program outreach campaign including a dedicated website, outreach templates for customization, and social media networking and monitoring reports; and

WHEREAS, it is estimated that communities with a dedicated mail preference registry are reducing three times more waste than communities without an opt-out site; and

WHEREAS, implementing an unwanted mail and phone book reduction campaign is in line with the City of Richmond's larger zero waste and climate action goals and strategy; and

WHEREAS, the City of Berkeley, City of San Jose, and City of Seattle have implemented opt-out programs; and

WHEREAS, the City of Richmond encourages RecycleMore to join Catalog Choice implementation or to provide funding to the City of Richmond to fund the Catalog Choice program; and

WHEREAS, the City of Richmond encourages RecycleMore to join Catalog Choice or to provide funding to the City of Richmond to fund the Catalog Choice program and staff time not to exceed \$10,000; and

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Richmond authorizes the City Manager to spend \$3,500 on services from Catalog Choice to implement a one-year opt-out program eliminating unwanted mail and phone books in Richmond.

I certify that the foregoing resolution was passed and adopted by the City Council of the City of Richmond at a regular meeting held on March 20, 2012, by the following vote:

AYES: Councilmembers Beckles, Butt, Ritterman, and Vice Mayor Rogers.

NOES: Councilmember Booze.

ABSTENTIONS: Councilmember Bates.

ABSENT: Mayor McLaughlin.

DIANE HOLMES
CLERK OF THE CITY OF RICHMOND
(SEAL)

Approved:

GAYLE MCLAUGHLIN
Mayor

Approved as to form:

RANDY RIDDLE
City Attorney

State of California }
County of Contra Costa } : ss.
City of Richmond }

I certify that the foregoing is a true copy of Resolution No. 42-12, finally passed and adopted by the City Council of the City of Richmond at a regular meeting held on March 20, 2012.