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**DATE:** March 25, 2008  
**TO:** Mayor and City Council  
**FROM:** City Manager  
**SUBJECT:** Support the "Stop Junk Mail" Campaign

**RECOMMENDATION**

That Council adopts the Resolution supporting the Junk Mail Reduction Campaign to eliminate unsolicited junk mail from our lives and our landfills.

**BACKGROUND**

Founded in 1996, the Bay Area Recycling Outreach Coalition (BayROC) is a collaboration between staff representing over 40 San Francisco Bay Area cities, counties and other public agencies working together on waste reduction and buy-recycled concepts through a variety of media campaigns, which promote personal action and behavior change. BayROC's cities and counties collectively create outreach campaigns to avoid duplication and purchase regional media to promote waste reduction at a fraction of the costs individual jurisdictions would have paid for equal media outreach: [www.bayarearecycling.org](http://www.bayarearecycling.org).

Through regional media campaigns BayROC promotes personal action and behavior change to reduce waste. Its success has grown from year to year and continues to serve San Francisco Bay Area jurisdictions and residents by providing information and promoting personal action to reduce waste. BayROC has initiated a Junk Mail Reduction Campaign throughout the Bay Area. [StopWaste.Org](http://StopWaste.Org), of which Hayward is a member, is itself a member of the BayROC collaboration, and a strong supporter of the Junk Mail Reduction Campaign. [StopWaste.Org](http://StopWaste.Org) is the Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board operating as one public agency.

**DISCUSSION**

Reducing junk mail gets clutter out of residential mailboxes and helps protect the environment. It takes 17 trees to make a ton of paper. That means nearly 100 million trees get used for junk mail every year in the U.S. Most junk mail ends up in local landfills.

In 2006, the City of Hayward was able to calculate a proposed diversion rate of 65%. The City has set a 75% waste reduction goal by 2010. Drastically reducing the amount of junk mail that reaches our landfill will assist the City in reaching that goal.

Therefore, staff recommends supporting the Stop Junk Mail Campaign, and encouraging our residents and businesses to take this next step in reducing the negative impact on our environment, improving our sustainability as a community, and reducing our waste footprint on the earth.

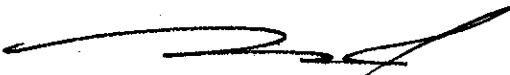
**FISCAL IMPACT**

N/A

**PUBLIC CONTACT**

N/A

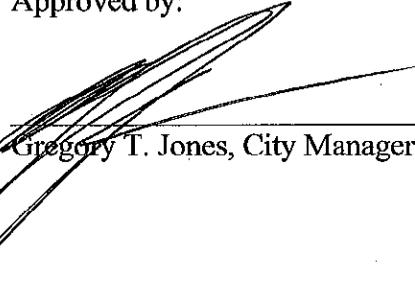
Prepared by:



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Fran David, Assistant City Manager

Approved by:



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Gregory T. Jones, City Manager



ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

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City Attorney of the City of Hayward