STATUS REPORT: Phone Books & Junk Mail Opt-Out Services
March 2012

Launch date: May 5, 2011

Phone Books
- Total # of phone book accounts (residents & businesses): 74,163
- Total # of phone book opt-outs: 409,279
- Approximate tons of paper saved: 375 tons

Junk Mail
- Total # of junk mail accounts (residents & businesses): 11,591
- Total # of junk mail opt-outs: 87,061

Total Saturation Rate
- Approximate # of occupied housing units and businesses in Seattle: 369,857
- Total # of phone book and junk mail accounts (accounts overlap): 75,649
- Saturation Rate: 20% (1 in 5)
- The phone books and junk mail opt-out programs have been a great success with higher saturation than expected. Saturation rates within individual Seattle zip codes range from 7% to 31%. The discrepancy appears to correlate with the following characteristics:
  - Income: lower income = lower saturation
  - Race/ethnicity: more people of color and Hispanic/Latino = lower saturation
  - Multifamily: higher percent of multifamily = lower saturation
  - Businesses: higher percent of businesses = lower saturation

Planned Media and Outreach
- Major media event mid April to report on first year’s success, enhance program visibility
- Steady use of Curb Waste and Conserve and @Your Service newsletters
- Launch and promotion of Spanish language phone line
- Additional work targeting areas and populations where saturation rate is low, including the following:
  - Participating in SPU customer surveys to assess awareness and barriers
  - Analyzing distributor compliance in multifamily buildings
  - Collaborating with other programs that work in the target communities
  - Distributing translated mail-in forms at community meetings and events

Lawsuit Status
- Awaiting decision at Ninth Circuit Court of Appeals