

# 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**