

Junk & Catalog Mail Opt-Out Stakeholder Call, November 9, 2010

What: Junk & Catalog Mail Opt-Out Stakeholder Call

When: Tuesday, November 9, 2010 from 9:30 am to 11:00 am (Pacific Standard Time)

Registration: To register for the conference call and receive the call-in number, please e-mail your company name and the names of all staff members expected to participate in the call to Veronica Fincher at veronica.fincher@seattle.gov. Registration requests are due by 12:00 pm (PST) on Monday, November 8.

Purpose: Seattle Public Utilities (SPU) is seeking a vendor to host a web-based system that would allow Seattle residents and businesses to opt out of receiving delivery of unwanted junk mail and catalogs. The purpose of the opt-out system is to reduce paper waste in support of waste reduction and recycling goals established in [Resolution 30990](#).

In order to develop a comprehensive Request for Proposal for the junk and catalog mail opt-out system, Seattle Public Utilities is holding a stakeholder call for potential bidders to collect information on how current opt-out systems function and to get input on the feasibility of developing a Seattle-specific landing page.

Questions for potential bidders:

- Do current opt-out systems include any product advertising?
- We need to be able to track the number of opt-out requests from addresses located within Seattle city limits. What will the vendor need in order to track this? Will they need a list of addresses from the City of Seattle?
- Are opt-out websites capable of recognizing good addresses and informing the user of bad addresses (non-existent address, wrong abbreviations, etc.)?
- Are opt-out websites capable of correcting for misspelled company names in the search function?
- Are opt-out websites capable of detecting and rejecting fraudulent opt-out requests?
- How do opt-out systems send the requests to the companies? Is it automatic, or does someone do it manually?
- Typically, about what percent of junk and catalog mail companies listed on current opt-out systems have agreements to honor opt-out requests?
- Do companies provide responses to opt-out requests? If so, how are the responses communicated to users?
- Are opt-out systems capable of sending automated e-mail reminders to users when their opt-out requests are about to expire?
- How feasible will it be for the vendor to add new junk and catalog mail companies to the database as requested by Seattle residents and businesses, and contact those companies to request opt-out agreements?
- Typically, do opt-out systems provide a way for users to submit complaints when requests are not honored? If so, how do vendors communicate complaints to companies and respond to users?
- We need to be able to determine how many opt-out requests were honored by the company. How do opt-out systems currently track this? Do they track complaints and company responses, or make assumptions based on company agreements?
- How feasible will it be for the vendor to calculate tons of paper reduced resulting from successful Seattle opt-out requests?
- Are there any other cost effective methods (e.g., phone, mail, etc.) that we could use to collect opt-out requests from Seattle residents and businesses without access to the internet?
- Does an April 1, 2011 launch date for the landing page seem reasonable if the work starts in February, taking into consideration the requirements for translation and interpretation and user testing?
- Are there any other recommendations that SPU should consider in preparing the Request for Proposal?