FILE NO.

LEGISLATIVE DIGEST

[Yellow Pages Distribution Pilot Program]

Ordinance adding Chapter 20 to the Environment Code to establish a three-year pilot program to reduce waste in the distribution of Yellow Pages phone directories to private residences and businesses in San Francisco, and to reduce neighborhood blight, by restricting distribution to circumstances where (1) there is personal delivery of the directory to a human being, (2) there has been a request for delivery of the directory to the residence or business, or (3) directories are maintained for pick-up at a distribution center or business open to the public; and mandating a public outreach program to educate the public about the environmental harms associated with excessive distribution of Yellow Pages phone directories, develop and publicize alternatives to private possession of such directories, and inform the public of the option and means of obtaining such directories; and making environmental findings.

Existing Law

The City does not regulate the distribution of Yellow Pages phone directories.

Amendments to Current Law

The proposed ordinance would establish a three-year pilot program, operative from October 1, 2011 through September 30, 2014. During that period, the ordinance would prohibit the distribution of Yellow Pages phone books to private residences and businesses in San Francisco unless the phone book is personally delivered to an occupant or authorized representative of the residence or business or left at the residence or business following a request. In addition, such phone books could be available for pick-up by members of the public at distribution centers or businesses open to the public that consent to having such phone books placed there for that purpose.

Violation of the proposed ordinance would subject the distributor to administrative penalties as prescribed in Chapter 100 of the Administrative Code.

The proposed ordinance would also require the City to implement a public outreach program to educate San Francisco residents and businesses about the environmental harms associated with excessive distribution of Yellow Pages phone books; develop alternatives to private possession of such phone books for obtaining the information contained in those directories, and inform the public of those and other alternatives; and inform the public about the option and means of obtaining such phone books from a distributor or other private source. The public outreach program would have a special emphasis on outreach to seniors, the disabled, and low-income persons.