

President, Board of Supervisors
District 3



City and County of San Francisco

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Supervisor David Chiu Proposes Yellow Pages Reduction Ordinance

Pilot Program Would Cut Environmental Costs and Neighborhood Blight and Would Prevent Companies from Dropping Yellow Pages to San Franciscans without Permission

San Francisco, CA – Board of Supervisors President David Chiu today introduced an ordinance to address concerns of San Francisco residents about the environmental harms and quality of life impacts of the estimated 1.5 million Yellow Pages phonebooks that are dropped unsolicited on doorsteps and sidewalks every year in the City.

The proposed ordinance, crafted with input from the San Francisco Department of the Environment, recycling contractor San Francisco Recology, and numerous environmental, neighborhood and business stakeholders, would create a three-year pilot program that would restrict Yellow Pages distributors from dropping unsolicited phonebooks on the doorsteps of residents who have not requested or approved of the delivery.

"This proposal is first and foremost about honoring consumers' preferences and giving San Franciscans a choice in whether or not to receive the Yellow Pages," said Supervisor Chiu. "This benchmark legislation will conserve resources, promote green business practices and fiscal responsibility, and reduce our carbon footprint."

During a recent tour of the recycling center run by Recology, Supervisor Chiu learned that the phonebooks are particularly expensive to process because they require pre-sorting and frequent equipment shutdowns at the facility.

The proposed ordinance does not restrict distributors from delivering Yellow Pages to customers who are at home and physically accept delivery or who give prior approval by phone, by mail or by sticky note left on the door similar to UPS delivery confirmation. The ordinance does not affect distribution at high traffic areas, community centers and events; it also does not affect the delivery of White Pages, which is required by state law.

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