



**Mar Vista  
Community Council**

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**Officers 2012-2013  
Chair**

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**1<sup>st</sup> Vice Chair**

Bill Koontz  
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**Board of Directors  
2012-2013**

**Zone Directors**

**Zone 1**

Ken Alpern

**Zone 2**

Bill Koontz

**Zone 3**

Kate Anderson

**Zone 4**

Michael Millman

**Zone 5**

Alice Park

**Zone 6**

Valerie Davidson

**At-Large Directors**

Sharon Commins

Bill Duckett

Yvette Molinaro

Mitchell Rische

Melissa Stoller

Bill Scheduling

**Community Director**

John Kuchta

**May 20, 2013**

**To:** The Honorable Paul Koretz, Councilmember, 5<sup>th</sup> District, City of Los Angeles  
[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)  
The Honorable Bill Rosendahl, Councilmember, 11<sup>th</sup> District, City of Los Angeles  
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CD11 Councilmember Elect Mike Bonin [mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)

**Cc:** Len Nguyen [len.nguyen@lacity.org](mailto:len.nguyen@lacity.org)

**RE:** OPT OUT OF CAMPAIGN MAIL/ SUSTAINABLE PRINTING OF CAMPAIGN MATERIALS

Dear Councilmembers:

At the regular monthly meeting held May 14, 2013, the Mar Vista Community Council passed the following policy motions:

- 1. The MVCC Green Committee has been contacted by many community members who are appalled at the avalanche of unwanted campaign mail sent out in this recent election. Using a paper calculator, we estimate that 3,240 trees were used for this campaign alone. Most stakeholders report that this is not their preferred method of communication and these mailers go straight to their recycling bin. With the launching of GREEN LA, Mayor Villaraigosa set the benchmark for turning Los Angeles into one of the greenest big cities in the nation. We believe it is time for our political campaigns to reflect this. We urge the city to provide an 'opt out' mechanism that can be used just like the Do Not Call option for campaign phone calls giving voters a selection: Opt out of campaign mail from anyone other than the actual candidates; opt out of all campaign mail*
- 2. We also propose that campaign qualifications for matching funds require that campaign mail be printed sustainably; using environmentally friendly inks and printing methods; using at least 50% recycled or FSC Certified paper ; be 100% recyclable*

Kind regards,

Sharon Commins, Chair  
Mar Vista Community Council

