

# TRASH TALK

SOCIAL SCIENCES GREEN TEAM • FEBRUARY NEWSLETTER



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## CUTTING DOWN ON JUNK MAIL



Approximately 850 pounds of unwanted mail arrives in every residential mailbox in the U.S. each year, much of which goes directly into the trash or recycling bin unopened. When you enter a contest, subscribe to a magazine, subscribe to a credit card, fill out a warranty, make a donation, buy a car, or retire there is a good chance your information has been sold or traded. Marketers will only stop producing and sending

junk mail when we, the consumers, reject it. By simply recycling it, we do nothing to stop the flow of unwanted paper into our mailboxes. If your mailbox feels like a holding cell for your recycle bin, here are five easy steps to reduce junk mail:



### 1 Switch subscriptions

Go paperless! Change your magazine and newspapers, as well as monthly bills, to electronic delivery.



**APRIL 20, 2019**  
**SAN LORENZO PARK**  
**11AM-4PM**

Earth Day Santa Cruz is an exciting community event for the whole family. Earth Day has fun activities for kids, live music, and lots of eco-friendly displays and information.

<https://bit.ly/2ByPGZB>



**JUNE 1 & 2**

The City of Santa Cruz sponsors Garage Sale Weekend once a year to promote reuse, repair, and resale opportunities in our community.

<https://bit.ly/2SxPQeh>



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## 2 Unsubscribe from unsolicited mail

When you make a purchase from a catalog, tell the company that you don't want them to sell your name or send you advertising.

## 3 Avoid mail intended for a previous resident

Instead of simply recycling unwanted mail, write 'Return to Sender - recipient moved' on the envelope and put it back in the mailbox.

## 4 Set up a mail basket and save unwanted items

Once a month, call or email each company to unsubscribe. This will take time and effort.

## 5 Stop delivery of yellow pages

Keep an eye out for opt-out instructions for AT&T and other telephone directories.

# THE COST OF "FREE STUFF"

## HELP KEEP SANTA CRUZ CLEAN!

Our streets and sidewalks are the backbone of our transportation system — help keep them safe and clean! While the appearance of free stuff on the streets is tantamount to a thrilling treasure hunt, it comes at the cost of our safety. Illegal dumping creates habitat for rodents and insects that carry disease. If electronics are left out on the street, screens break, allowing hazardous lead and glass to be strewn out on the sidewalk, which is a major health and safety issue.

## WONDERING WHAT TO DO?

- Report it: Call City Planning Department, Code Enforcement at 420-5100.
- Stop it: Don't leave "Free" items out on the sidewalk. Remove old posters and garage sale signs. Pick up litter when you see it. Take in your recycling, garbage, and GreenCycle! carts right away after collection.
- Handle your leftovers properly: The City of Santa Cruz holds Appliance/Bulky Item Pickup events to help residents better manage their refuse while keeping City streets clean and accessible. <https://bit.ly/2H34S5B>



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