

# GOVERNMENT AFFAIRS WATCHDOG

## Do Not Mail Activity

The Do Not Mail registry resolution has moved from San Francisco, Oakland, and Berkeley to Monterey and Santa Cruz. San Francisco passed a resolution, Oakland has put its on hold, and Berkeley has opted, for the time being, to publicize the DMA registry to its residents.

The Monterey resolution has a different twist: It targets the hand-delivery of handbills, free distribution papers and telephone directories. The author wants to target telephone directories only, but the city attorney said the resolution must target all hand delivered printed matter; otherwise it would be discriminatory in targeting one type of publication: directories. The resolution has been forwarded to a solid waste subcommittee, but it has yet to be scheduled for hearing.

Santa Cruz has introduced the San Francisco resolution. It will be heard in the Integrated Waste Management Committee in May.

We have taken a lead in California in the Mail Moves America coalition, initiating a local letter writing campaign, lining up companies to testify in opposition to these resolutions, and testifying in committees and before city councils' and board's of supervisors.

The Seattle City Council voted 8-1 in favor of the modified Do Not Mail resolution. That makes it the second city to do so (along with San Francisco).

For more information, contact Gerry Bonetto at (323) 728-9500.

## HOW TO REPORT LITHOGRAPHIC PRESSES ON PROPERTY TAX FORM

Beginning in 2010, lithographic presses, sheetfed and web, should be broken out from other equipment on your county Business Property Statement. (Form 571L). You'll list both sheetfed and web presses separately on Schedule A (Section 3, Other Equipment) or a Supplement to Schedule A. Identify the equipment as lithographic presses and list the cost in the year purchased. These presses have a new and more favorable valuation factor (the flip side of depreciation).

You can do the same for high speed production presses (i.e., presses capable of handling variable data). The California County Assessors' Association has set a valuation factor for these presses at 8 years while we discuss an even shorter life, so break them out separately either on Schedule A (Section 3, Other Equipment) or a Supplement to Schedule A.

If you don't list these presses separately, they will be lumped together with all other equipment and have a valuation factor of 12 years. Some counties apply an untrended 15 year table; others apply untrended 12 year table. They'll now use a 10 year table, with new valuation factors.

Age	Lithography New	Digital (variable data)
	10 Year	8 Year
1	91	89
2	82	78
3	77	67
4	66	56
5	58	45
6	50	33
7	43	26
8	37	19
9	31	14
10	23	10
11	20	6
12	17	3
13	13	
14	10	
15	10	

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**Affiliated  
Associations:**

**Printing Industries of California**

Printing Industries of Northern California [www.pinc.org](http://www.pinc.org)

Printing Industries Assn. of Southern California [www.piasc.org](http://www.piasc.org)

Printing Industries Assn. of San Diego, Inc. [www.piasd.org](http://www.piasd.org)

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## STEPS TO EARTHQUAKE SAFETY

**D**id you feel it? Did you feel the recent earthquake on April 4? If not, you may have been asleep or out of town. The trembler again reminds us to assess whether we're prepared for an earthquake.

The following seven steps should help you be prepared when an earthquake strikes. They are abbreviated from Southern California Edison's publication *Putting Down Roots in Earthquake Country* (<http://www.earthquakeauthority.com/>) and arranged in the order of measures to take before, during, and after an earthquake.

### Before:

1. Identify potential hazards in your home (and business) and begin to fix them.
2. Create a disaster plan.
3. Create your disaster supply kits.
4. Identify your home's (and business's) potential weaknesses and begin to fix them.

### During:

5. During and after an earthquake: drop, cover and hold on.

### After:

6. After the earth's shaking stops, check for damage and injuries needing immediate attention.
7. When safe, follow your disaster plan.

## RECYCLING GROWS

**T**he American Forest & Paper Association (AF&PA) recently announced that a record-high 63.4 percent of the paper consumed in the U.S. was recovered for recycling in 2009. This is great news for the industry and the environment, and exceeds the industry's 60 percent recovery goal three years ahead of schedule. To balance growing global demand for recovered fiber and decreased paper consumption, increasing recovery nationwide remains a high priority.

"Recycling is one of America's great environmental success stories and the paper industry is proud of our ongoing

## NEW TAX RATES APRIL 1, 2010

Voters in two cities in California have approved new transactions (sales) and use taxes (district taxes) that are effective April 1, 2010. The new rates apply only within each city's incorporated limits. The tax rates outside the incorporated city limits will remain the same.

### City of Gustine 8.75 percent

The City of Gustine, located in Merced County, approved a 0.50 percent City of Gustine transactions and use tax, (GSTG/224) which will increase the tax rate within city limits to 8.75 percent from 8.25 percent.

### City of San Mateo 9.50 percent

The City of San Mateo, located in San Mateo County, approved a 0.25 percent City of San Mateo transactions and use tax (SMTG/226), which will increase the tax rate within city limits to 9.50 percent from 9.25 percent.

### Is your address in the city limits or unincorporated county?

District boundaries are generally defined by city and county lines. Many California zip codes overlap city and county lines. To determine which district taxes affect your sales, visit [www.boe.ca.gov/sutax/cityaddresses.htm](http://www.boe.ca.gov/sutax/cityaddresses.htm) for a listing of city links. If you do not find the city you are looking for on the website, you may contact the city directly to determine whether or not your business or your customer is within the city boundaries.

### Tax Rate Locator

As an additional resource for obtaining the sales and use tax rate for a specific address, you may want to use the free tax rate locator service on the Group 1 Software Local Sales and Use Tax Rate Locator website (<http://www.geotax.com/USTaxLookup/>).

That site allows any person to determine local tax jurisdictions and tax rates based on address. However, the geotax site is not maintained by the Board of Equalization (BOE) and the link is provided only as a public service. The BOE is not responsible for the content or accuracy of the information shown on that site.

leadership role in this arena," said AF&PA President and CEO Donna Harman. "Today's announcement is a testament to the work of the industry and the commitment of millions of Americans who recycle at home, school and work on a daily basis."

## SCAQMD VOTE POSTPONED

**F**or those members who have been following the 6-month saga of the South Coast Air Quality Management District's Proposed Rule 317- Non-Attainment Fees, the Board voted on January 8th to continue the hearing until May 7th.

The reason for the delay is to review (1) the recent EPA deficiency finding

for San Joaquin Valley Unified Air Pollution Control District's Rule 3170 - Federally Mandated Ozone Non-attainment Fee; and (2) the guidance document of January 6, 2010, to the SCAQMD which suggests potential approaches to amending rule 317 that would satisfy EPA's Section 185.

The fee applies to facilities that have the potential to emit 10 or more tons per year of VOC or NOx, or both compounds. That includes 38 printing companies. The current adjusted fee is over \$9,000 per ton of emission that exceeds 80 percent of a company's 2010 actual emissions. The first assessment year is 2011.

In the interim, we'll continue to work with our coalition partners to craft an equitable solution to this issue.