(R-94-418)

## RESOLUTION NUMBER R- 282693 ADOPTED ON SEP 27 1993

WHEREAS, I Love a Clean San Diego County, Inc., ("ILACSDC") is a not-for-profit environmental membership organization that educates and empowers people to act in ways that are both economically viable and ecology sustainable; and

WHEREAS, ILACSDC has taken the lead in the San Diego coastal conservation movement by successfully coordinating the largest coastal cleanup in the state, called Coastal Cleanup Day; and

WHEREAS, last year, over 10,000 volunteers participated in Coastal Cleanup Day collecting over 28,000 pounds of trash and 11,000 pounds of recyclables; and

WHEREAS, the State of California has a varied coastline of sandy beaches, rocky shores, productive estuaries, marshes, tidal flats, urban areas and harbors; and

WHEREAS, the natural resources of the coastal zone are among California's most important environmental and economic resources; and

WHEREAS, the marine environment is one of the most valuable resources for recreation, tourism, fishing and other coastal industries; and

WHEREAS, The City of San Diego is strongly committed to the wise management of the coastline to ensure that the environmental and economic value of the coastal zone will be sustained; and

WHEREAS, preserving the productivity and quality of coastal resources requires public awareness, support and an understanding that protection of the coast is a responsibility shared by individual citizens, the business community and public institutions; and

WHEREAS, Californians are now adopting beaches year round through the California Coastal Commission's Adopt-A-Beach program; and

WHEREAS, the Coastal Commission will sponsor COASTWEEKS in California from September 18 through October 11, 1993, and the statewide Cleanup Day on October 2, 1993; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, hereby proclaims the weeks of September 18 through October 11, 1993, as "COASTWEEKS" and October 2, 1993 as "COASTAL CLEANUP DAY" in San Diego.

BE IT FURTHER RESOLVED, that the individual citizens, businesses, groups and public institutions are encouraged to observe this event and to participate in appropriate activities designed to promote a healthy and productive coastal environment

for the benefit of the people of San Diego, California and the nation.

APPROVED: JOHN W. WITT, City Attorney

Stuart H. Swett

Senior Chief Deputy

SHS:smm 09/20/93

Or.Dept:Mayor

R-94-418

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Office of the City Clerk, San Diego, California

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