

RESOLUTION NUMBER R- 295626

ADOPTED ON OCT 29 2001

WHEREAS, each year, a total of 2,964,100 new telephone books are distributed to San Diego, and it is estimated that only 50% of these books are recycled; and

WHEREAS, annually, the City of San Diego and Pacific Bell Director work together to recruit private haulers, commercial businesses and recreation centers to volunteer their site or their services to create drop-off locations for telephone book recycling bins; and

WHEREAS, during this first annual recycling program in 1992, more than 680 tons of telephone books were recycled, and since then, the number of telephone books recycled continues to increase each year; and

WHEREAS, for nine years the telephone book recycling program has been collectively supported by the City of San Diego Environmental Services Department, Pacific Bell Directories, and I Love A Clean San Diego; and

WHEREAS, the City of San Diego Environmental Services Department encourages telephone book recycling through incentives created by public/private partnerships; and

WHEREAS, on June 20, 2001, Sea World, the City of San Diego Environmental Services Department and Pacific Bell Directories sponsored the second annual Telephone Book Recycling Contest that collected 2,000 pounds of telephone books in three hours; 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, does hereby proclaim October 29 through November 4, 2001, to be **“TELEPHONE BOOK RECYCLING WEEK”** in San Diego, and commends the

participants of the telephone book recycling program, and encourages San Diegans to recycle their telephone books to preserve our natural resources.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett
Stuart H. Swett
Senior Deputy City Attorney

SHS:smf
10/03/01
Or.Dept:Mayor/Env.Serv.
R-2002-512
Form=proclaim.res