



SMALL BUSINESS COMMISSION  
OFFICE OF SMALL BUSINESS



CITY AND COUNTY OF SAN FRANCISCO  
GAVIN NEWSOM, MAYOR

April 14, 2010

Ms. Angela Calvillo, Clerk of the Board  
Board of Supervisors  
City Hall room 244  
1 Carlton B. Goodlett Place  
San Francisco, CA 94102-4694

**RE: File No. 100104 [Cell Phones; Retailers' Duty to Disclose Radiation Levels.]**

Ordinance amending the San Francisco Environment Code by adding Chapter 11, Sections 1100 through 1104, to require retailers to disclose Specific Absorption Rate values for cell phones, and making environmental findings.

Small Business Commission Recommendation: **Take no action at this time**

Dear Ms. Calvillo:

On April 12, 2010, the Small Business Commission heard and voted to not to approve or oppose File No. 100104.

The Commission commends the Department of the Environment for working with staff in areas such as phasing rollout to affect formula retail first, as well as working to clarify enforcement and labeling guidelines. However, with similar State legislation pending (SB 1212 Leno,) the Commission feels that the Board of Supervisors should delay action until the final outcome of that bill is determined. Should SB 1212 fail to pass and not be enacted, the Commission will consider re-hearing this ordinance at a later date.

At this time, the Commission recommends that the Department of the Environment instead provide retailers with information on SAR value to post inside their establishment and to undertake an education campaign.

Sincerely,

Regina Dick-Endrizzi  
Executive Director, Office of Small Business

cc. Starr Terrell  
Victor Young, Clerk of the City Operations and Neighborhood Services Committee  
Debbie Rafael, Department of the Environment