



SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS



CITY AND COUNTY OF SAN FRANCISCO
GAVIN NEWSOM, MAYOR

February 28, 2011

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. 110114 [Environment Code - Yellow Pages Distribution Pilot Program]

Small Business Commission Recommendation: **Approval**

Dear Ms. Calvillo:

On February 14, 2011, the Small Business Commission voted to recommend approval of Board of Supervisors File No. 110114.

The Commission recognizes that this is not a “ban” on Yellow Pages and thanks Supervisor Chiu and the Department of the Environment for outlining a robust public outreach program as part of this trial. Public outreach will be important to ensure that phonebook directories reach those who choose to receive delivery of these products. These consumers will continue to comprise of the target audience for advertisers and will continue to have access to phone directories, while hundreds of thousands of excess phone books will not be discarded. This will result in environmental benefits and reduced costs to dispose and recycle unwanted copies.

The Commission thanks Supervisor Chiu for his informative presentation at our February Small Business Commission meeting.

Sincerely,

A handwritten signature in black ink, appearing to read 'Regina Dick-Endrizzi'.

Regina Dick-Endrizzi
Director, Office of Small Business

cc. Supervisor Chiu
Starr Terrell, Mayor's Office
Melanie Nutter, Department of the Environment