



SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS



CITY AND COUNTY OF SAN FRANCISCO
GAVIN NEWSOM, MAYOR

June 3, 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.

REVISED RESPONSE

Small Business Commission Legislation and Policy Committee Recommendation: **Approval**

Dear Ms. Calvillo:

On May 24, 2010, the Small Business Commission's Legislation and Policy Committee heard the substitute legislation and voted to recommend to the full Small Business Commission a "Recommendation for Approval" to the Board of Supervisors. The next meeting of the full Small Business Commission is June 14, 2010 which is after the first reading at the June 8, 2010, full Board of Supervisors meeting.

The Legislation and Policy Committee commends the Department of the Environment, primarily Debbie Raphael for her dedication to work to implement the feedback and address the concerns the Small Business Commission. Since the Small Business Commission first hearing of File No. 100104, these noted amendments have been made to the legislation that address the core concerns of the Small Business Commission.

Amendments:

1. Phased in implementation.
 - "Formula Retail": February 2011
 - "Non-Formula Retail": February 2012



2. Additional Assistance for Retailers.

- Service providers and Dept. of Environment will aid retailers in the determination of SAR values.
- Dept. of Environment to provide stickers/templates for labels. The SAR value is note in numerical print and removed the graphic.
- Dept. of Environment to provide a postcard size educational material distributed at the point-of-sale when customer asks.

3. Compliance Assistance Period Delays Enforcement.

- "Formula Retail" – 3 months
- "Non-Formula Retail" – 6 months

4. Department of Environment will do outreach and education to the retailers.

The Legislation and Policy Committee has determined that there is no reason to delay action until the final outcome of Senator Leno's SB 1212 is know.

Sincerely,

A handwritten signature in cursive script that reads "Regina Dick-Endrizzi".

Regina Dick-Endrizzi
Executive Director, Office of Small Business

c.c. Members of the Board of Supervisors
Starr Terrell, Mayor Office
Debbie Rafael, Department of the Environment