

**CLERK OF THE BOARD OF SUPERVISORS  
EXHIBIT/DOCUMENT LOG**

**MEETING DATE & AGENDA NO. 03/24/2026 #19**

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**PUBLIC DOCUMENTS (Alphabetical)**

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B

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**Consumer  
Fairness &  
Public  
Protection Unit  
Endorsers &  
Supporters**

# **Consumer Fairness & Public Protection Unit Endorsers/Supporters**

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## **Consumer Fairness & Public Protection**

**“In San Diego County alone, older adults lost more than \$100 million to scams last year, and the true toll is likely higher. Fraud affects all ages, but seniors often face the worst financial and emotional harm. Scams are evolving fast with AI and cryptocurrency, and many victims don’t report because of shame or low odds of recovery. That’s why stronger enforcement, support, and community education are urgently needed, and why AARP California is committed to expanding protections and helping people avoid scams.”**

**-Israel Hernandez (AARP)**

## **Consumer Fairness & Public Protection**

“ACCE strongly supports the creation of San Diego County’s Consumer Fairness and Public Protection

Unit because we see every day how renters are abused by deceptive landlords, predatory property managers, and corporate housing practices that put profits over people. CFPP would give the County the tools to hold bad actors accountable, protect tenants from unlawful evictions and exploitation, and help ensure that renters are treated with dignity, fairness, and respect.”

-Jose Lopez (ACCE)



calorganize.org

facebook.com/CalOrganize  
Twitter: @CalOrganize

State Office  
4600 47th Ave, Suite 206  
Sacramento, CA 95824

P: (213) 863-4548  
F: (888) 463-1187  
info@calorganize.org

March 19th, 2026

San Diego County Board of Supervisors

1600 Pacific Highway

San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of the Alliance of Californians for Community Empowerment, we write to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

Our organization serves low to moderate income people of color, in historically disenfranchised communities, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

We hear far too often about tenants being taken advantage of by corporate landlords and investors who care more about making profits than the lives of their tenants. The CFPP represents a timely and necessary response to these challenges.

As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to complement, not duplicate, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies.

**Alliance for Californians for Community Empowerment**  
San Diego ● Los Angeles ● Contra Costa ● Oakland ● Sacramento

By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, ACCE San Diego respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Jose Lopez Eguino

Director

ACCE San Diego

## **Consumer Fairness & Public Protection**

**“Business For Good San Diego supports the County’s establishment of the Consumer Fairness and Public Protection Unit as a critical safeguard for San Diego’s economic integrity. As federal oversight recedes, local enforcement and education become essential to ensure regulatory consistency and protect residents and small businesses from the effects of unregulated and deceptive practices. This unit is a necessary investment in ensuring our local marketplace remains fair, transparent, and resilient.”**

**- Erica Castillo (Business For Good San Diego)**

Meeting Date: March 24, 2026  
Agenda Item No. 19  
Distribution Date: March 17, 2026  
Batch No. 01



March 17, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of **Business For Good San Diego**, I write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Business For Good San Diego is a values-driven business chamber with 100+ members who are committed to promoting sustainable, equitable business practices and raising awareness of policies that improve quality of life for all San Diegans—not just a select few. We see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

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Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, **Business For Good San Diego respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.**

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Erica Castillo  
Advocacy Committee Co-Chair + Small Business Owner  
Business For Good San Diego



March 20<sup>th</sup>, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of **Climate Action Campaign**, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves **environmental justice communities across our region**, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

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San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, **Climate Action Campaign** respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.



Sincerely,

Anthony Dang  
Policy and Community Outreach Manager  
Climate Action Campaign.

## **Consumer Fairness & Public Protection**

**“The Center on Policy Initiatives supports the County stepping up to enforce consumer fairness and provide public protection. We are always in favor of efforts to strengthen accountability, protect residents from illegal and deceptive practices, and position the County as a leader in addressing enforcement gaps left by the federal government’s refusal to side with and work for working class families.”**

**-Noah Yee Yick (CPI)**



3/6/2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of the Center on Policy Initiatives, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

As an organization committed to building power and fighting for racial and economic justice for the working-class at work and in the community, we know residents are harmed when illegal, deceptive, and predatory practices go unchecked. Gaps in enforcement leave working-class communities and communities of color disproportionately exposed to exploitation and harm. Workers lose wages they're owed, renters are misled or pushed out through illegal practices, and San Diegans are forced to live with the devastating environmental consequences of disasters like the Tijuana River Valley sewage crisis. These systemic harms demand stronger public enforcement and a dedicated consumer protection unit with the tools to act.

Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses. A dedicated CFPP would strengthen the County's ability to protect San Diegans. Such a unit could work alongside the Office of Labor Standards and Enforcement to support litigation in wage theft cases, intervene when landlords and companies violate tenants' rights or defraud renters, and hold polluters accountable for the harm they cause to San Diegans' health and our ecosystem.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of legal aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.



San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, the Center on Policy Initiatives respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Noah Yee Yick

Researcher and Policy Advocate

Center on Policy Initiatives

## **Consumer Fairness & Public Protection**

**“ComForCare Home Care San Diego & La Jolla strongly supports the creation of San Diego County’s Consumer Fairness and Public Protection Unit because our seniors are too often targeted by predatory lenders, deceptive businesses, and scams that exploit their service and trust. CFPP would give the County the ability to hold bad actors accountable and give seniors and their families peace of mind knowing there are resources offering meaningful protection, dignity, and recourse when they are harmed.”**

**-Hasan Ali (ComForCare)**

## **Consumer Fairness & Public Protection**

**“California has strong environmental laws on the books, but too often enforcement lags behind the scale of harm communities are experiencing. When agencies lack the capacity to act quickly or coordinate across jurisdictions, polluters are effectively allowed to operate with impunity. Strengthening local enforcement capacity is essential to closing these gaps, protecting public health, and ensuring environmental laws have real meaning on the ground. We support the County stepping up to fill these enforcement gaps and provide the accountability communities deserve.”**

**-Livia Borak Beaudin (Coast Law Group)**



# ELDER LAW & ADVOCACY

Legal Services and Medicare Counseling & Advocacy for Seniors [www.elaca.org](http://www.elaca.org)

Serving San Diego and Imperial Counties

5151 Murphy Canyon Road, Suite 110, San Diego, CA 92123

(858) 565-1392

(858) 565-1394

March 3, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

**Re: Consumer Fairness and Public Protection Unit—SUPPORT**

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

I write on behalf of Elder Law & Advocacy to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves older adults and their unpaid caregivers in San Diego and Imperial Counties. We see firsthand the harm foisted on our clients by illegal, deceptive, and predatory practices. From financial scams and abusive debt collection to predatory lending, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

For example, we routinely see scammers fraudulently induce transactions that drain our clients of thousands of dollars—their life savings—at a time when they cannot re-enter the workforce to recoup their losses. Cryptocurrency exchanges, payment platforms, financial institutions, social media platforms, and other businesses routinely lull customers into a false sense of security, portraying themselves as bastions safeguarding customers from fraud. When fraud occurs, however, they do little to nothing to stop it. The problem has more recently spread to local San Diego gold vendors selling gold by the millions to deceived victims without batting an eye.

The CFPP is a timely and necessary response to these challenges. Local governments need to fill the gaps left by weakened federal consumer protection enforcement and the limited resources faced by state agencies. Establishing a County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, Elder Law & Advocacy respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Jaime Levine

*Executive Director*

ELDER LAW & ADVOCACY



## **Consumer Fairness & Public Protection**

*“We don’t have an over-enforcement problem in California, we have a significant enforcement shortage. In many areas, it’s simply not realistic to expect harmed residents or community groups to carry the burden alone. It’s the responsibility of government to bring civil enforcement cases, close those gaps, and use the tools of the law to deliver real relief for people who are being taken advantage of. What San Diego County is doing, and many other local governments have already done, makes real the protections of the laws that are already on the books.”*

- Erin Bernstein, UC Berkeley law professor and former Executive Director of San Francisco’s Affirmative Litigation Task Force and former Head of Oakland’s Affirmative Litigation team

## **Consumer Fairness & Public Protection**

*“We’ve seen in San Francisco that institutionalizing civil enforcement within local government can stop unlawful practices, drive meaningful reforms, and recover millions on behalf of consumers and residents. Having civil enforcement capacity at the county level doesn’t take authority from anyone—it closes gaps that exist today. When federal enforcement is weakened and state agencies are stretched thin, local government has a responsibility to step up so harmful practices don’t go unchecked.”*

- Dennis Herrera, former San Francisco  
City Attorney



## Interfaith Worker Justice of San Diego County

9245 Twin Trails Dr. #0584

San Diego, CA 92172

619-693-4884

March 17, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of **Interfaith Worker Justice of San Diego County**, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

**Our organization serves workers and their families**, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.



ALL  
RELIGIONS  
BELIEVE  
IN JUSTICE



## Interfaith Worker Justice of San Diego County

9245 Twin Trails Dr. #0584

San Diego, CA 92172

619-693-4884

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons **Interfaith Worker Justice of San Diego County** respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

**Rev. Cheri Metier** (resident of D3)  
Co-Founder and Executive Director  
**Interfaith Worker Justice of San Diego County**



ALL  
RELIGIONS  
BELIEVE  
IN JUSTICE

## **Consumer Fairness & Public Protection**

“Last year alone, Legal Aid Society of San Diego (LASSD) fielded almost 90,000 calls, opened more than 10,000 legal cases, and served over 26,000 people at our self-help clinics. And yet, because of limited resources, LASSD is only able to meet a fraction of the legal needs of San Diego County. Every day, we are forced to turn people away who are facing illegal evictions, housing discrimination, foreclosure and mortgage scams, medical debt abuses, predatory auto lending, and consumer fraud. State and local agencies do important work, but they are also under-resourced and often can’t intervene until dozens of people have already been harmed. More resources are needed to coordinate data across agencies, fill critical enforcement gaps, and take on cases that no one else can. For our clients – seniors, people with disabilities, distressed homeowners, tenants in crisis, patients facing medical debt, and families with limited English proficiency - their health, housing, and financial stability depend on it.”

**-Joanne Franciscus (Legal Aid)**



**Gregory Evans Knoll Midtown Office** | 1764 San Diego Avenue, Suite 100, San Diego, CA 92110

March 23, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Re: Letter in Support of Consumer Fairness and Public Protection Unit (CFPP)

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of Legal Aid Society of San Diego (LASSD), we write to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

LASSD, which began as the "Office of the Public Attorney" and was later incorporated under its current name in 1953, has been providing free legal services to indigent people throughout San Diego County for more than 100 years. LASSD's mission is to improve lives by advancing justice through effective, efficient, and vigorous legal advocacy, outreach, and education. We strive to redress our clients' problems and empower them to effectively participate in our legal, governmental, and social systems. We are the largest poverty law firm in San Diego County, with teams specializing in a number of priority areas including housing, health, taxpayer rights, and consumer protection, to name a few.

Our organization serves indigent working families, seniors, tenants, distressed homeowners, consumers, veterans, and disabled households in San Diego County. We see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. Our cases involve everything from financial scams and abusive debt-collection to environmental contamination, auto fraud, predatory PACE loans, junk-fees, housing-related fraud, and bad-faith insurance practices. These harms are real, growing, and too often fall through the cracks of existing enforcement systems and push people further to the brink of homelessness. This is a great unmet community need that is underserved by private and public enforcement, including by non-profit legal organizations like LASSD.

Every day, LASSD's Consumer Protection Team meets new consumers who have been harmed by unscrupulous businesses, both big and small. Even if the dollar amounts involved are relatively small for each transaction, the impact on our clients' lives can be outsized. Because our clients are often living on the financial edge, even a small problem

can quickly snowball into a life-altering financial disaster. The community that we serve is particularly vulnerable to scams and predatory business practices.

Low-income communities in San Diego are often targeted by predatory door-to-door salespeople. We have seen them peddling everything from vacuums to solar panels, often targeting neighborhoods with elderly individuals or people with limited English skills. They use high-pressure tactics to convince people to enter into fraudulent and abusive contracts. For example, we had a client who thought they were purchasing one product, only to end up in a scheme where they had to buy multiples of the product over three years. In another situation, a solar company was trying to force a low-income homeowner to pay for panels he had never asked for or agreed to. While California has laws designed to protect consumers in these types of transactions, LASSD simply does not have the resources to meet the high demand for enforcement. We are frequently forced to turn people with good cases away even though we would like to offer full representation to every deserving individual.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, provide preventative education and outreach in community, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to complement, not duplicate, the work of legal aid organizations like LASSD, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, Legal Aid Society of San Diego respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joanne L. Franciscus'. The signature is stylized with a large initial 'J' and a long horizontal stroke extending to the right.

Joanne L. Franciscus, Esq.  
Chief Executive Officer/Executive Director

## **Consumer Fairness & Public Protection**

**“Now more than ever, as corporations feel emboldened by the current political climate, it is critical that we protect our immigrant seniors. For too long, corporations have taken advantage of ESL individuals through predatory loans, binding phone contracts, and other exploitative practices. At a time when cuts to social welfare programs are tightening people’s financial security, Pilipino Workers Center is proud to support the creation of San Diego County’s Consumer Fairness and Public Protection Unit. This unit will help ensure that our seniors—regardless of immigration status—are protected from exploitation, their funds and assets are safeguarded, and they are able to age with dignity.”**

**-Vanessa Melendrez (Pilipino Workers Center)**



## Pilipino Workers Center of Southern California

153 Glendale Boulevard, Los Angeles, California, 90026 • tel. 213-250-4353

fax 213-377-5451 • [www.pwcsc.org](http://www.pwcsc.org)

March 5, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

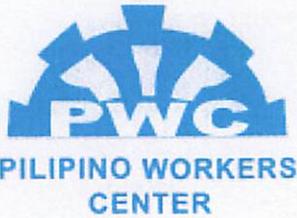
On behalf of **Pilipino Workers Center of Southern California**, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

PWC organizes with domestic workers, a predominantly Filipina, elderly, and immigrant workforce. It is our aim to build the economic and political power of low-income Filipinx workers whose labor caring for the sick and elderly - in our view - makes all other labor possible. We see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

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San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, **Pilipino Workers Center of Southern California** respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Aquilina Soriano Versoza  
Executive Director  
Pilipino Workers Center of Southern California

## **Consumer Fairness & Public Protection**

*“Though there are strong laws on the books to protect service members and veterans from consumer abuse, there is a gap between the law and enforcement.*

*Predatory actors know that VA doesn't have real enforcement power, and that state and federal regulators are stretched thin. As a result, illegal practices like ‘claim sharks’ siphoning veterans’ benefits, unlawful evictions during deployment, and coercive debt-collection tactics too often go unchecked. To make matters worse, it's often senior veterans and veterans with service-connected mental health conditions who are targeted. The gap in enforcement causes real harm and erodes trust in legitimate systems meant to help people. A County-level consumer protection and*

*affirmative litigation office will play a critical role in closing this gap by identifying local patterns of abuse, partnering with military legal assistance and veterans clinics, and acting quickly to stop predatory conduct before more military and veteran families are harmed.”*

- Rose Carmen Goldberg, Director,  
Veterans Clinic & Associate Teaching  
Professor, University of Washington  
School of Law



# LOCAL 221

Service Employees International Union, CLC

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March 20, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of SEIU Local 221, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization represents and advocates alongside San Diego County's frontline public service workers including County employees who keep our communities healthy, safe, and functioning and the working families who rely on these essential services. We see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing related fraud, and bad faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened, and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law abiding businesses.

We are particularly encouraged that the CFPP is designed to complement, not duplicate, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward looking step toward restoring trust, accountability, and economic fairness.

San Diego - Imperial Counties

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4004 Kearny Mesa Road ~ San Diego, CA 92111 ~ (858) 560-0151 ~ Fax (858) 560-1299



For these reasons, SEIU Local 221 respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

*Crystal Irving*

President  
SEIU Local 221

## **Consumer Fairness & Public Protection**

**“Older adults are too often targeted by  
scams and unfair practices that threaten  
their financial stability and independence.**

**Strengthening the County’s capacity to  
respond, by launching a Consumer  
Fairness and Public Protection Unit, would  
help close enforcement gaps and better  
protect our communities when harm  
occurs.”**

**-Alana Martinson (Serving Seniors)**



March 3, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of **Serving Seniors**, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves low-income seniors across San Diego County, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

One particularly stark example of fraud that is the story of one of our clients shared that they experienced a landlord scam that resulted in them experiencing a period of homelessness. This is just one story of many that we have heard over the years.

Additionally, we recently surveyed our clients. Some key findings:

- 58% have been targeted by a scam or fraudulent scheme
- 36% have experienced loss of money or personal information
- 57% support stronger local enforcement
- 70% support more education and outreach

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

**Executive Committee**

**Board Chair**

Jim Sikora

**Immediate Past Chair**

Mary Gendron

**Finance Chair**

Bobby LaCour

**Governance Chair**

Arlene Prater

**Philanthropy Co-Chairs**

J. Scott Brown

Divya Koura

**Board of Directors**

Desiree Bruce-Lyle

Lina Ericsson

Willia Fields

Melissa Johnson

Rob Pedersen

Joy Vaccari

Nancy L. Vaughan

Kris Virtue

**President and CEO**

Melinda Forstey

525 14th Street, Suite 200  
San Diego, CA 92101

619-235-6572

[www.serving seniors.org](http://www.serving seniors.org)

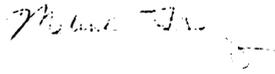
Tax ID #95-2850121

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, **Serving Seniors** respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,



Melinda Forstey  
President/CEO  
Serving Seniors

## **Consumer Fairness & Public Protection**

*"Working people face an affordability crisis exacerbated by the Trump Administration's attack on any federal agency that can stop corporate abuses. Cities and counties must act with urgency as Washington corruptly cozies up with an endless number of special interests to green light the tricks and tracks that make life more expensive.*

*Building robust and sustained local enforcement capacity is urgently needed to protect people from junk fees, deceptive dark patterns, and subscription traps, helping families make ends meet in a tough economy."*

- Seth Frotman, former General Counsel and Senior Advisor to the Director at the Consumer Financial Protection Bureau

## **Consumer Fairness & Public Protection**

*"With the Consumer Financial Protection Bureau retreating from protecting consumers at the federal level, robust action by local civil enforcement units in collaboration with state enforcers and the private bar play a crucial role in holding bad actors accountable. People with low incomes are reeling from record debt and an affordability crisis, so we need every tool available to shield them from financial predators."*

- Shennan Kavanagh, Director of Litigation at National Consumer Law Center (NCLC) and former Chief of the Consumer Protection Division for Massachusetts Attorney General Maura Healey



Mike Webb  
Western States Public Policy Director  
108 N Washington St, Suite 603, Spokane, WA 99201  
(509) 824-6222 | singletonschreiber.com

March 19, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

I am writing on behalf of Singleton Schreiber, LLP, to express our strong support for the creation of the Consumer Fairness and Public Protection (CFPP) Unit. This initiative is a critical step toward protecting San Diego County residents from increasingly complex and harmful corporate practices while restoring accountability and consumer trust.

As background, I worked for Washington State Attorney General Bob Ferguson for 12 years, including seven years as his Chief of Staff. During that time, we expanded the office's affirmative litigation staff from fewer than 20 attorneys to more than 120. We did this without any taxpayer funding. Moreover, thanks to the expanded divisions, we recovered more than \$500 million for the general fund above and beyond what we required to fund this work. This was a rare government initiative that generated revenue without requiring taxes. We also delivered more than \$230 million in financial restitution for Washington residents and more than \$500 million in debt relief. These historic numbers would not have been possible without growing our affirmative litigation work. Singleton Schreiber's Political Department is committed to advancing justice by bridging legal advocacy and public policy. The creation of the CFPP Unit aligns with our mission and represents a forward-thinking approach to protecting vulnerable populations and ensuring a fair marketplace for all.

In recent years, the federal government's retreat from robust consumer protection enforcement has created a significant gap. The weakening of key oversight mechanisms has allowed predatory corporations, algorithmic scams, payday lenders, polluters, and other bad actors to operate with diminished accountability. As a result, residents are more vulnerable to exploitation, and ethical businesses are placed at a competitive disadvantage.

The proposed CFPP Unit offers San Diego County an opportunity to lead California and the nation in addressing this growing problem. By establishing a proactive, county-based model for civil enforcement and affirmative litigation, the County can ensure that entities engaging in illegal, deceptive, or predatory practices are held accountable.

This unit will improve fair competition, which will help local businesses thrive. In a time with widespread concern about affordability, it will put money back into the pockets of hardworking residents who have been harmed by unfair and deceptive practices. The unit will also generate revenue for the county by holding polluters and other bad actors accountable.

Importantly, the CFPP Unit is designed to complement the work of legal aid organizations, community partners, the District Attorney, and state agencies. By coordinating with these entities and taking on cases that exceed their required government enforcement authority, the CFPP Unit will strengthen the overall consumer protection ecosystem in San Diego County.

Thank you for your consideration of this important initiative. We are confident that the CFPP Unit will have a meaningful and lasting impact on the well-being of San Diego County residents.

Sincerely,

A handwritten signature in blue ink, appearing to read "MSW", followed by a long horizontal line extending to the right.

Mike Webb  
Singleton Schreiber, LLP

## **Consumer Fairness & Public Protection**

“Our region ’s continuing exposure to the Tijuana River pollution has been unconscionably prolonged. When air quality and water quality are damaging our public health, we need stronger local tools NOW to help hold polluters accountable and protect our beaches, our military, our tourist visitors, our communities, and our children’s future.

Strengthening the County’s capacity to bring effective and actionable enforcement is a practical step toward making sure our communities are not abandoned to endure these impacts- and the unknown long-term affects of this pollution - alone. We cannot allow San Diego to have a Flint, Michigan public health disaster on our watch. Please help us - now.”

**-Laura Wilkinson Sinton (Stop the Sewage)**

## **Consumer Fairness & Public Protection**

**“For many years, US-based companies operating in Mexico have contributed to the toxic waste flowing through the Tijuana River Watershed with little oversight. Recent scientific studies from local academic institutions and environmental organizations have found a number of contaminants tied to industrial manufacturing in Tijuana River water. Communities need stronger regulations and government enforcement on both sides of the border to address this serious environmental and public health crisis. The CFPP could play a major role in helping curb industrial pollution in the Tijuana River Watershed, improving public health, strengthening businesses and livelihoods, and restoring impacted ecosystems.”**

**-Sarah Davidson (Surfrider Foundation)**



February 13, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of **Surfrider Foundation's San Diego County Chapter**, I write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

The Surfrider Foundation is a nonprofit grassroots organization dedicated to the protection and enjoyment of our world's ocean, waves, and beaches, for all people, through a powerful activist network. Our San Diego County Chapter, which represents over 4,000 local members, works to ensure safe and equitable beach and coastal access countywide. Through our Clean Border Water Now Program, we also advocate extensively for solutions and funding to address the ongoing transboundary pollution crisis in the Tijuana River Watershed that has resulted in a 4+ year beach closure at Border Field State Park and continues to limit coastal access throughout South County, undermine local economies, and cause widespread illnesses on both sides of the border.

For many years, US-based companies operating in Mexico have contributed to the toxic waste flowing through the Tijuana River Watershed with little oversight. Recent scientific studies from local academic institutions and environmental organizations have found a number of contaminants tied to industrial manufacturing in Tijuana River water. Communities need stronger regulations and government enforcement on both sides of the border to address this serious environmental and public health crisis. The CFPP could pursue civil enforcement and injunctive actions against domestic polluters whose negligence or noncompliance contributes to cross-border contamination. This could play a major role in helping curb industrial pollution in the Tijuana River Watershed, improving public health, strengthening businesses and livelihoods, and restoring impacted ecosystems.

As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, deter repeat offenders while also promoting fair competition for law-abiding businesses, and make major strides in addressing one of the most severe public health crises in the United States, happening right here in San Diego County.



San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, **Surfrider Foundation** respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

A handwritten signature in blue ink that reads "Sarah Davidson". The signature is written in a cursive style with a large, sweeping "S" and a decorative flourish at the end.

Sarah Davidson  
Clean Border Water Now Manager  
Surfrider Foundation

## **Consumer Fairness & Public Protection**

*"I cannot think of a time when the need for additional public resources to protect consumers was greater than the moment we are living in right now," said Ted Mermin, Executive Director of the UC Berkeley Center for Consumer Law & Economic Justice. "Right now every one of us needs a new, dedicated, courageous player on the side of economic justice. Help is not going to come from Washington. It is going to come from San Diego. And that is very welcome news."*

- Ted Mermin, Executive Director of the UC Berkeley Center for Consumer Law & Economic Justice

## **Consumer Fairness & Public Protection**

“Everyone should be able to get together with their kids, families, and neighbors outdoors in communities around the Tijuana River on both sides of the border. But today, everyone from elementary school children and Navy SEALs are getting sick from having contact with toxic pollution in the Tijuana River and ocean.

Standing up the County’s Consumer Fairness and Public Protection Unit would strengthen the County’s ability to respond to pollution through increased enforcement capacity. This will ensure that families are not left to absorb the consequences of cross-border environmental failures.”

-Courtney Baltiyskyy (Tijuana River Coalition)



March 20th, 2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Subject: Support for the Creation of a Consumer Fairness and Public Protection Unit (CFPP)

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of the Tijuana River Coalition, we are writing to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

The Tijuana River Coalition is a growing coalition of over 65 nonprofit and community-based organizations representing residents, youth, workers, families, scientists, doctors, businesses, and recreators throughout San Diego County. We are dedicated to addressing the severe environmental and public health crisis caused by transboundary pollution in the Tijuana River Watershed located in the U.S.-Mexico border region.

For many years, US-based companies operating in Mexico have contributed to the toxic waste flowing through the Tijuana River Watershed with little oversight. Recent scientific studies from local academic institutions and environmental organizations have found a number of contaminants tied to industrial manufacturing in Tijuana River water. Communities need stronger regulations and government enforcement on both sides of the border to address this serious environmental and public health crisis. The CFPP could pursue civil enforcement and injunctive actions against domestic polluters whose negligence or noncompliance contributes to cross-border contamination. This could play a major role in helping curb industrial pollution in the Tijuana River Watershed, improving public health, strengthening businesses and livelihoods, and restoring impacted ecosystems.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic Fairness.

For these reasons, the Tijuana River Coalition respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

For these reasons, the creation of the Consumer Fairness and Public Protection Unit would further Tijuana River Coalition's goal of seeing a reality where everyone is able to get together with their kids, families, and neighbors outdoors in communities around the Tijuana River on both sides of the border, and we are proud to offer our support.

Respectfully,

Sarah Davidson  
Clean Border Now Manager  
Surfrider Foundation, San Diego County Chapter



Courtney Baltiyskyy  
Vice President of Policy and Advocacy  
YMCA of San Diego County



Ben McCue  
Executive Director  
Outdoor Outreach



Mario Ordoñez-Calderon  
Executive Director  
Un Mar de Colores



Laura Wilkinson Sinton  
Founder  
.StopTheSewage.org



Jenny Parker, MD  
Co President, Solana Beach Eco Rotary Club  
Solana Beach Eco Rotary Club



Erin Hogeboom  
Director  
San Diego for Every Child



Dan Watman  
Program Director  
Friends of International Friendship park



Jesús Martín Gallegos-Muñoz  
Community Organizing Coordinator  
Chicano Federation



Jazzari Taylor  
Policy Advocate  
Latino Outdoors



Phillip Musegaas  
Executive Director  
San Diego Coastkeeper



Waylon Matson  
Director  
4 Walls International



Pamela Heatherington  
Board of Directors  
Environmental Center of San Diego



Jules Jackson  
Founder  
Coastal Defenders



Penelope JE Quintana  
Professor, School of Public Health

## **Consumer Fairness & Public Protection**

“UCCA supports the County of San Diego's efforts in protecting older adults and families in the communities we serve. Too many seniors are targeted by unfair business practices, financial exploitation, and scams that take advantage of their trust. The County's efforts would strengthen their ability to enforce accountability, while giving the residents of University City and their families confidence that there are dedicated resources to safeguard their rights, dignity, and access to justice when harm occurs.”

-Jemma Sammala (UCCA)



# Un Mar De Colores

*"One Ocean Touches All Shores"™*

Based in Encinitas, Ca

Mar-De-Colores.org

501c3 EIN 85-2947340

3/3/26

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of Un Mar de Colores, we write to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

Our organization holistically serves working class and underserved communities and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to complement, not duplicate, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap. Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, Un Mar de Colores respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

*Mario Ordoñez-Calderon*

Mario Ordoñez-Calderón  
Founding Executive Director  
Un Mar de Colores

## **Consumer Fairness & Public Protection**

“California has some of the strongest consumer protections in the Nation, but unfortunately we're still weak on enforcement. Without enforcement, there is no justice for consumers. The enforcement chasm is hurting hard working people. New, local civil enforcement is needed to fill the gaps. Local civil enforcement gives communities the tools to prove patterns of abuse, obtain injunctive relief, and return money to harmed residents, which is work that criminal prosecution and nonprofit legal services alone can't reliably cover.”

**-Alysson Snow (USD)**

## **Consumer Fairness & Public Protection**

**“Vet Art strongly supports the creation of San Diego County’s Consumer Fairness and Public Protection Unit because veterans are too often targeted by predatory lenders, deceptive businesses, and scams that exploit their service and trust. CFPP would give the County the ability to hold bad actors accountable and ensure veterans and their families have meaningful protection, dignity, and recourse when they are harmed.”**

**-Steve Dilley (VetArt)**

# VETART.ORG

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

3/17/2025

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of The Veterans Art Project, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves Veterans, spouses, dependents, active duty and caregivers, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

Many times we have seen Veterans targeted by scam artists to steal earned benefits from our participants in education and finance.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

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Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold,

## **Consumer Fairness & Public Protection**

**“UCCA supports the County of San Diego's efforts in protecting older adults and families in the communities we serve. Too many seniors are targeted by unfair business practices, financial exploitation, and scams that take advantage of their trust. The County's efforts would strengthen their ability to enforce accountability, while giving the residents of University City and their families confidence that there are dedicated resources to safeguard their rights, dignity, and access to justice when harm occurs.”**

**-Jemma Sammala (UCCA)**



# Un Mar De Colores

"One Ocean Touches All Shores"™  
Based in Encinitas, Ca  
[Mar-De-Colores.org](http://Mar-De-Colores.org)  
501c3 EIN 85-2947340

3/3/26

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of Un Mar de Colores, we write to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

Our organization holistically serves working class and underserved communities and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

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For these reasons, Un Mar de Colores respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

*Mario Ordoñez-Calderon*

Mario Ordoñez-Calderón  
Founding Executive Director  
Un Mar de Colores

## **Consumer Fairness & Public Protection**

**“California has some of the strongest consumer protections in the Nation, but unfortunately we're still weak on enforcement. Without enforcement, there is no justice for consumers. The enforcement chasm is hurting hard working people. New, local civil enforcement is needed to fill the gaps. Local civil enforcement gives communities the tools to prove patterns of abuse, obtain injunctive relief, and return money to harmed residents, which is work that criminal prosecution and nonprofit legal services alone can't reliably cover.”**

**-Alysson Snow (USD)**

## **Consumer Fairness & Public Protection**

**“Vet Art strongly supports the creation of San Diego County’s Consumer Fairness and Public Protection Unit because veterans are too often targeted by predatory lenders, deceptive businesses, and scams that exploit their service and trust. CFPP would give the County the ability to hold bad actors accountable and ensure veterans and their families have meaningful protection, dignity, and recourse when they are harmed.”**

**-Steve Dilley (VetArt)**

# VETART.ORG

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

3/17/2025

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of The Veterans Art Project, we write to express our strong support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves Veterans, spouses, dependents, active duty and caregivers, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

Many times we have seen Veterans targeted by scam artists to steal earned benefits from our participants in education and finance.

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Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

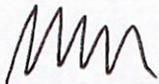
San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold,

responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

For these reasons, The Veterans Art Project respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

A handwritten signature in black ink, consisting of several stylized, overlapping loops and lines, representing the name Steve Dilley.

Steve Dilley  
Executive Director  
The Veterans Art Project

## **Consumer Fairness & Public Protection**

**“Underfunded enforcement undermines the purpose of marine protections and puts our coastal resources at risk. San Diego County needs increased, reliable enforcement capacity to safeguard wildlife, maintain public trust, and uphold the laws designed to protect San Diego's biodiversity, fishing communities, and tourism economy. Without reliable enforcement, even our strongest environmental safeguards exist merely on paper.”**

**-Anne Middleton (Wildcoast)**

# youth will

03/12/2026

San Diego County Board of Supervisors  
1600 Pacific Highway  
San Diego, CA 92101

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of Youth Will, we write to express our support for the creation of the **Consumer Fairness and Public Protection Unit (CFPP)** within San Diego County.

Our organization serves young people ages 25 and under throughout the whole region, and we see firsthand how residents are harmed when illegal, deceptive, and predatory practices go unchecked. From financial scams and abusive debt collection to environmental contamination, housing-related fraud, and bad-faith insurance practices, these harms are real, growing, and too often fall through the cracks of existing enforcement systems.

As a youth serving organization we know youth, especially students struggle with housing and it would be a disservice not to address predatory practices that can determine their ability to decent housing from pricing to conditions.

The CFPP represents a timely and necessary response to these challenges. As federal consumer protection enforcement has weakened and state agencies are stretched thin, local governments must step forward to protect residents and ensure accountability. Establishing a dedicated County-based civil enforcement and affirmative litigation unit will allow San Diego County to proactively address systemic misconduct, recover restitution for harmed residents, and deter repeat offenders while also promoting fair competition for law-abiding businesses.

We are particularly encouraged that the CFPP is designed to **complement, not duplicate**, the work of Legal Aid organizations, community partners, the District Attorney, and state agencies. By taking on cases that require government enforcement authority, address widespread harm, or demand systemic remedies, the CFPP will fill a critical gap and strengthen the broader consumer protection ecosystem in our region.

Importantly, the proposed funding structure ensures that this unit can be launched without burdening taxpayers, using existing settlement funds and a sustainable recovery model that reinvests penalties and restitution into continued enforcement and public protection.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic fairness.

# youth will

For these reasons, Youth Will, respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

Sincerely,

Liliana Soriano  
Director of Policy  
Youth Will