

Meeting Date: March 24, 2026

Agenda Item No. 19

Distribution Date: March 23, 2026

Batch No. 04

From: [Kim Austin](#)
To: [FGG, Public Comment](#)
Subject: [External] Agenda item # 19 on 3/24/26
Date: Monday, March 23, 2026 10:06:39 AM

I strongly object to the proposal made in Agenda item # 19 to create a new unit to enforce the rule of law regarding housing providers.

The county should be devoting resources to encourage housing providers to provide more housing, NOT discouraging it. City and State authorities already have enforcement units and adding an additional one is merely a drain on resources that could be used in a better way.

California is in a housing crisis and the county should be incentivizing housing production. This proposal does the exact opposite of that and will REDUCE the availability and INCREASE the cost of available housing

Please vote NO on item 19 of the agenda on 3/24/26

Kim Austin, CPA



From: [REDACTED] on behalf of [Dan Pedersen](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Sunday, March 22, 2026 8:50:08 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

- Duplicates existing enforcement by the Attorney General, district attorneys, and housing agencies
- Increases regulatory uncertainty, discouraging housing investment
- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Dan Pedersen

[REDACTED]

From: [REDACTED] et on behalf of [Coleman Cox](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Sunday, March 22, 2026 5:00:13 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

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For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Coleman Cox

[REDACTED]

From: [REDACTED] et on behalf of [Coleman Cox](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Sunday, March 22, 2026 5:00:09 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

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For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Coleman Cox

[REDACTED]

From: [REDACTED] of [Steven FRANKS](#)
To: [FGG, Public Comment](#)
Subject: [External] Opposed to Item 19
Date: Monday, March 23, 2026 9:50:09 AM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

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- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Steven FRANKS

[REDACTED]

From: [REDACTED] t on behalf of [Mark Scott](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Monday, March 23, 2026 9:10:09 AM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

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For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Mark Scott

[REDACTED]
[REDACTED] com

From: [REDACTED] [et](#) on behalf of [Don Winans](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Saturday, March 21, 2026 6:20:08 AM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

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- Increases regulatory uncertainty, discouraging housing investment
- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Don Winans
[REDACTED]

From: [REDACTED] t on behalf of [Genevieve Bourgeois](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Friday, March 20, 2026 7:10:10 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

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- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Genevieve Bourgeois

[REDACTED]

From: [REDACTED] t on behalf of [Phillip Ginsburg](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Friday, March 20, 2026 7:10:07 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

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- Increases regulatory uncertainty, discouraging housing investment
- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Phillip Ginsburg

[REDACTED]

From: [REDACTED]@[REDACTED].e.net on behalf of [Ron Granville](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Friday, March 20, 2026 5:00:07 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

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- Increases regulatory uncertainty, discouraging housing investment
- Prioritizes litigation over education and proactive compliance

For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Ron Granville

[REDACTED]

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, sweeping horizontal line extending to the right.

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



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 Ordonñez-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

From: [REDACTED] t on behalf of [Glenn Melnick](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Monday, March 23, 2026 2:30:06 PM

Dear Chair Pro Tem Aguirre,

Dear Chair and Members of the Board of Supervisors,

As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

Housing providers are committed to compliance, and education remains the most effective tool to ensure both residents and providers understand and follow the law. Rather than creating a new enforcement unit, the County should prioritize education, outreach, and clear guidance so individuals understand their rights and responsibilities. Laws cannot be effectively enforced if the public is unaware they exist.

Key concerns include:

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For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Glenn Melnick
[REDACTED]

From: [REDACTED] [et](#) on behalf of [Donald Glatthorn](#)
To: [FGG, Public Comment](#)
Subject: [External] Housing Provider Opposed to Item 19
Date: Monday, March 23, 2026 1:30:13 PM

Dear Chair Pro Tem Aguirre,

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As a housing provider in the County of San Diego, I respectfully urge you to oppose Item 19 establishing a Consumer Fairness & Public Protection (CFPP) Unit. While consumer protection is important, this proposal creates duplicative enforcement authority and expands litigation risk for a housing industry already governed by robust state and local laws.

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For these reasons, I respectfully request you oppose Item 19.

Sincerely,

Donald Glatthorn

[REDACTED]



March 23, 2026

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

Re: Item 19 – Establishing a County Consumer Fairness & Public Protection Unit

Dear Chair and Members of the Board of Supervisors,

The California Apartment Association (CAA) respectfully opposes establishing a Consumer Fairness & Public Protection (CFPP) Unit within the Office of County Counsel.

While CAA supports strong consumer protections and enforcement against truly fraudulent or predatory conduct, the proposed CFPP Unit raises significant concerns regarding duplication of existing enforcement authority, mission creep, and the potential targeting of housing providers operating in an already highly regulated industry. The California Attorney General, local district attorneys, the Department of Real Estate, and housing departments already possess extensive authority to enforce consumer protection, fair housing, and tenant protection laws. Creating a new County enforcement unit risks layering additional oversight without clear jurisdictional boundaries, which may lead to inconsistent enforcement and unnecessary litigation.

CAA is particularly concerned about the proposal's reference to pursuing "deceptive property management practices," "algorithmic rent-setting," and "tenant screening tools." Rental housing providers already operate under strict legal frameworks governing pricing practices, eviction procedures, fair housing compliance, and consumer protection. Vague enforcement priorities could subject lawful business practices to new legal challenges, creating uncertainty for housing providers at a time when the region is already facing a severe housing shortage. Increased litigation risk and regulatory uncertainty may discourage investment in rental housing and ultimately reduce housing availability for San Diego residents.

Importantly, compliance with housing laws begins with education and awareness. Housing providers have a responsibility to understand and follow the law, and organizations like CAA

dedicate substantial resources to ensuring our members are informed and compliant. If the County seeks to improve outcomes for residents, investing in education, outreach, and resources that help both tenants and housing providers understand existing laws would be far more effective than creating a new enforcement-focused unit. Laws cannot be effectively enforced if the communities they affect are unaware of them. Ensuring residents understand their rights and how to protect themselves is a critical component of any consumer protection effort. Education is one of the most effective tools for preventing violations before they occur.

Additionally, the proposal suggests funding the CFPP Unit through dedicated settlement funds and pursuing affirmative litigation against corporations and entities. Structuring enforcement efforts around litigation-driven funding models may incentivize lawsuits rather than collaborative compliance or education-based approaches that better serve both residents and housing providers.

The Board of Supervisors should prioritize policies that increase housing supply and encourage responsible housing investment rather than creating new enforcement mechanisms that could further complicate the regulatory landscape for housing providers. We urge the Board to reject the establishment of the CFPP Unit designed to unfairly target the rental housing industry.

CAA remains committed to working collaboratively with the County and other stakeholders to ensure fair treatment of tenants while maintaining a stable and viable rental housing market.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Melanie Woods', is centered on the page.

Melanie Woods
Vice President, Local Public Affairs
California Apartment Association
mwoods@caanet.org