



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.

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, **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



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.

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IN JUSTICE



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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

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.

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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



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.

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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, 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