

October 7, 2026

Senator Benjamin Allen
1021 O Street, Suite 7610
Sacramento, CA 95814

IN SUPPORT of Senate Bill 59: An act relating to Emergency Price Gouging Protection Act

Dear Senator Allen of District 24,

I appreciate you reaching out to us in the light of your proposed bill. I was particularly interested in its standing of transparency notices and liability awareness and education as it reflects consumers' rights and protections when facing vulnerable situations.

Information accessibility is a right for consumers. By ensuring that those notices can be clearly understood by the general public in multiple commonly spoken languages in California reduces the mental confusion and economic frustration when housing and service situations get tough. And though *Penal Code Section 396* makes this sort of price gouging prohibited, not all consumers are aware about it, thus, can lead to exploitation, and be disproportionately targeted by contractors. Bridging the information gap by providing informative services about gouging laws, consumer rights, and anything similar, invests in the safety of the community.

That said, I am pleased to say you have our support for this bill.

A bill like *SB-59* would be especially helpful for half of District 24's rental housing population. When the 2025 LA Palisade's fire took place, the distraught look in those people's faces is forever etched in my memory. Losing your home in a matter of minutes and, on top of that, worrying about payments. This bill makes sure that communities that go through something similar, will get proper accommodations and support. I look forward to our partnership. Again, thank you for your interest in collaborating with us. Please contact or meet up with me for any further updates or notices.

With Luck,

Phoenix Wright

Phoenix Wright - Lobbyist
Consumer Attorneys of California



**CONSUMER ATTORNEYS
OF CALIFORNIA**