RE: Senate Bill 59 – Consumer Emergency Price Gouging Protection Act

Dear Members of the Committee and Chair,

The Natural Resources Defense Council wishes to express our support for Senate Bill 59, the Consumer Emergency Price Gouging Protection Act.

California faces environmental challenges due to climate change that have increased wildfires, flooding, and other natural disasters, deeply impacting communities across California. Therefore, it is important to increase access to essential goods, temporary housing, and recovery services. This legislation represents an important step toward strengthening consumer protections during declared emergencies and ensuring that California residents are not subjected to financial exploitation during times of crisis.

The bill requires businesses to display clear notices about California's price-gouging protections, which helps consumers know how to report suspected violations. The bill also includes multilingual educational materials, which are particularly valuable in California's diverse communities and will lessen language barriers across the state. The bill includes investments that will help the Department of Justice improve transparency (e.g., translation services) and expand customer protections, especially in communities that face high environmental impact and are often among the most financially vulnerable. Therefore, protections such as safeguards against price gouging are key.

Transparency is further emphasized in the bill through requiring annual reporting from the Department of Justice on expenditures and other documentation to measure the bill's effectiveness.

The Natural Resources Defense Council is determined to protect California's environment while also protecting communities most impacted by natural disasters in California. We must be certain that these protections reach the most vulnerable among us. Senate Bill 59 aims to accomplish both objectives, and therefore the **NRDC respectfully urges the committees to support SB 59**. We thank you for your consideration and partnership.

Sincerely,

The Natural Resources Defense Council

Britney Vasquez-Orozco

Representative