

CAAC Ad Hoc Committee on 2028 Summer Olympics & Consumer Rights Issues Purpose, Scope, Potential Consumer Areas of Review

Establishing an ad hoc committee is consistent with the Commission's mission by providing an opportunity to seek public citizen and stakeholder input on how to identify and address consumer protection policy and program issues; and, make recommendations to the full Commission on how to protect and inform County residents and visitors from potential negative consumer-related impacts regarding the 2028 Olympics.

For the 2028 Los Angeles Olympics, city and county governments can protect consumers by enforcing price gouging laws, combating scams, and regulating short-term rentals. Possibly a unified task force with federal and state partners will be essential for swift action against fraud and predatory practices, while public education campaigns can help visitors and residents recognize and report issues.

This ad hoc committee will gather public input and information regarding consumer protection issues relating to the 2028 Olympics events and provide the full Commission with a report and recommendations regarding the following:

1) Researching the establishment of an anti-price gouging and enforcement task force.

A major event like the Olympics risks significant price increases for necessary goods and services. A dedicated task force can protect consumers from predatory practices such as:

- Prevent inflated prices on essential goods and services. Los Angeles County's existing anti-price gouging resolution, which has been applied in the past during a declared state of emergency, can serve as a strong foundation for the DCBA and the County. A task force can monitor and enforce price limits on key items like:
 - Gasoline and public transport passes; Groceries and convenience store items; Hotel accommodations and rental housing; a task force can issue preventative notices. Warn businesses that charging prices more than 10% above the pre-emergency rate is illegal unless their own costs have increased.
 - A task force may choose to use reporting tools such as the Los Angeles County Department of Consumer and Business Affairs (DCBA) provides an online platform, email address, and phone number for residents to report price gouging.

This may already be in motion with the upcoming 2026 World Cup this summer.

2. A public information plan to provide County residents and visitors attending Olympic events with information on how to protect themselves from scams and deceptive advertising.

Visitors drawn to the Olympics are prime targets for scams, particularly in ticketing and marketing. Some of those scams may include:

- Fighting ticket fraud. Collaborate with federal agencies like the FTC to shut down fraudulent ticket brokers who use bots to exceed purchasing limits and illegally resell tickets at inflated prices.
- Enforcing ambush marketing laws. Prohibit companies from using deceptive advertising to create a false affiliation with the Olympic Games. This protects both consumers and official Olympic partners.
- Regulating vendor permits. Vigorously enforce permitting for street vendors and concessionaires to ensure they are legitimate and compliant with local health and safety regulations.

3. How to inform and enforce the regulation of short-term rentals

Hosting the Olympics often leads to a massive influx of visitors and an explosion of short-term rentals, which can strain housing supply and inflate prices. Some issues may include:

- Setting fair pricing rules for platforms like Airbnb and VRBO. Extend price-gouging protections to daily and short-term rentals, restricting owners from increasing prices by more than 10% during the Games.
- Establishing a complaint system. Create an easy-to-use system for renters who believe they have been victims of price gouging. Include options for filing complaints online, by phone, or by email.
- Protect existing tenants. Enforce laws prohibiting landlords from unlawfully evicting tenants to convert a property to a short-term rental at an inflated rate.

4. How to collaborate coordination of consumer protection efforts with state and federal agencies

Effective consumer protection will require a multi-jurisdictional effort to tackle complex issues that span beyond city and county lines. Some ideas:

- Partner with the California Attorney General (AG). The AG's office can provide enforcement resources for price gouging and assist with consumer complaints.
- Coordinate with the Federal Trade Commission (FTC). Leverage federal resources and expertise to investigate and prosecute large-scale fraud, deceptive advertising, and other unfair business practices.
- Join forces with the District Attorney to enforce price gouging statutes and other consumer protection laws.

5. Develop and launch a Countywide public awareness campaigns

Many consumer protection issues can be mitigated by ensuring the public is informed and vigilant. Possible DCBA/State/Federal actions:

- Create multilingual public service announcements (PSAs). Use video, radio, and social media to warn residents and visitors about common scams and their rights.
- Distribute informational materials. Provide clear, concise guides on price gouging, ticket scams, and rental rights at airports, event venues, and public transportation hubs.
- Empower consumers to report fraud. Make it clear to the public that they have the right to file a complaint and that reporting helps local authorities identify and stop fraudulent activities.