

CAAC AD HOC COMMITTEE ON 2028 SUMMER OLYMPICS RECOMMENDED PRIORITIES FOR CAAC, DCBA & BOARD OF SUPERVISORS

BACKGROUND:

The French government actively combated Paris 2024 Olympic consumer fraud by deploying the [SignalConso platform](#) for tourists, heavily inspecting thousands of hotels for surge pricing, and partnering with the IOC to aggressively crack down on counterfeit merchandise.

To protect consumers and tourists from fraud during the Games, French authorities utilized these specific measures:

- The SignalConso App: France's Directorate General for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF) updated their SignalConso platform to include a full English version. This allowed foreign visitors to quickly and digitally report overcharging, misleading hotel descriptions, and scams directly to authorities.
- Massive Hotel Inspections: Ahead of the Games, authorities inspected nearly 10,000 hotels and hospitality businesses in France to crack down on opaque practices and deceptive pricing. The government enforced strict financial penalties of up to €1.5 million for companies engaging in misleading commercial practices.
- Anti-Counterfeiting Task Forces: The International Olympic Committee (IOC) and local officials launched extensive crackdowns on the sale of fake Olympic-branded merchandise. This was done to protect buyers from receiving inferior goods and to ensure money legitimately supported athletes and sporting development.
- Digital Scam Warnings: European Consumer Centres (ECC France) issued ongoing warnings and advisories across their networks to inform fans how to safely buy tickets and avoid fraudulent accommodation cancellations.

Consumer fraud issues during the Paris 2024 Olympics were handled by expanding existing French public consumer protection agencies—like the DGCCRF (Directorate General for Competition, Consumer Affairs and Fraud Control) and ECC France—and were funded through national government economic and tourism budgets alongside International Olympic Committee anti-counterfeiting programs.

PRIORITIES FOR CAAC AD HOC COMMITTEE ON 2028 SUMMER OLYMPICS

The Los Angeles County Department of Consumer and Business Affairs (DCBA) is the lead local agency for protecting local shoppers, workers, and renters investigating fraud, stopping price gouging, mediating disputes, and enforcing minimum wage laws. DCBA manages and operates several targeted programs that can help keep residents and visitors safe and informed:

- Consumer Fraud & Scams: Investigates deceptive businesses, identity theft, and elder financial abuse. Helps recover money lost to bad contractors, shady lenders, and scammers.
- Landlord/Tenant Services: Offers rent stabilization counseling, mediation for disputes, and resources for tenants facing eviction or unjust rent increases.

- Wage Enforcement: Helps workers recover unpaid wages and ensures businesses comply with the LA County minimum wage ordinance.
- Dispute Resolution: Provides free, neutral mediation services to help neighbors, consumers, and businesses solve conflicts without going to court.

DCBA is prime to be the lead consumer protection agency for the Los Angeles 2028 Olympic Games via its existing consumer protection services and programs already in place helping Los Angeles County residents resolve disputes and investigate fraud.

Ad Hoc Members Action: For the 2028 Los Angeles Olympics, local governments can protect consumers by enforcing existing consumer protection laws that address combating scams and regulating short-term rentals. To that end, the CAAC Ad Hoc Committee on the 2028 Summer Olympics is recommending review the following with DCBA executive leadership and their respective Board Office the following recommendation:

Board of Supervisors' Motion directing DCBA & CAAC to initiate the development of a unified task force consisting of LA 2028, IOC, Federal Olympic Task Force, the CA State Department of Consumer Affairs to develop a game plan and public information campaign against fraud and predatory practices such as ticketing and marking scams and overcharging of housing rentals during to the 2028 Summer Olympics in Los Angeles.

The task force's primary mission is to provide swift action against fraud and predatory practices during the 2028 Summer Olympics and help visitors and residents recognize and report issues.

Recommendations Include:

1. DCBA provides the task force an outline of its existing consumer protection services and programs that could be utilized for the 2028 Summer Olympics; and,
2. DCBA as the lead agency that develops and launches a Countywide public awareness campaigns consisting of:
 - A. Creating multilingual public service announcements (PSAs). Use video, radio, and social media to warn residents and visitors about common scams and their rights;
 - B. Distributing informational materials. Provide clear, concise guides on price gouging, ticket scams, and rental rights at airports, event venues, and public transportation hubs; and,
 - C. Empowering 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.
3. Funding for DCBA Summer 2028 Olympic consumer protection services and public awareness campaigns to be funded mainly from state, federal, private sector, LA28, and IOC sources.