County of Santa Clara
Advisory Commission on Consumer Affairs

DATE: January 27, 2020, Regular Meeting
TIME: 7:00 PM
PLACE: Conference Room 157
County Government Center – 70 W. Hedding Street, 1st Floor
San Jose, CA 95110

AGENDA

In compliance with the Americans with Disabilities Act and the Brown Act, those requiring accommodations in this meeting should notify the Clerk of the Advisory Commission on Consumer Affairs no less than 24 hours prior to the meeting at (408) 299-5001, or TDD (408) 993-8272.

Please note: To contact the Commission and/or to inspect any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to all or a majority of the Board of Supervisors (or any other commission, or board or committee) less than 72 hours prior to that meeting, visit our website at http://www.sccgov.org or contact the Clerk at (408) 299-5001 or 70 W. Hedding Street, 10th Floor, East Wing, San Jose, CA 95110, during normal business hours.

Persons wishing to address the Commission on a regularly scheduled item on the agenda are requested to complete a request to speak form and give it to the Deputy Clerk. (Government Code Section 54953.3.) Individual speakers will be called by the Chairperson and are requested to limit their comments to two minutes. Groups of speakers on a specific item are asked to limit their total presentation to a maximum of twenty minutes for each side of the issue.

COMMUTE ALTERNATIVES: The Board of Supervisors encourages the use of commute alternatives including public transit, bicycles, carpooling, and hybrid vehicles.

For public transit trip planning information, contact the VTA Customer Service Department at (408) 321-2300 Monday through Friday between the hours of 6:00 a.m. to 7:00 p.m., and on Saturday from 7:30 a.m. to 4:00 p.m. Schedule information is also available on the web at www.vta.org.

Bicycle parking racks are available in the James McEntee, Sr., Plaza in front of the County Government Center building. If this Board or Commission does not meet in the County Government Center, please contact VTA for related routes.

Opening

1. Call to Order/Roll Call.

2. Public Comment.

This item is reserved for persons desiring to address the Commission on any matter within the subject matter jurisdiction of the Commission that is not on this agenda. Members of the public who wish to address the Commission on any item not listed on the agenda should complete a Request To Speak Form and give it to the Deputy Clerk. The Chairperson will call individuals to speak in turn.

Speakers are limited to the following: three minutes if the Chairperson or designee determines that five or fewer persons wish to address the Commission; two minutes if the Chairperson or designee determines that between six and fourteen persons wish to address the Commission; and one minute if the Chairperson or designee determines that fifteen or more persons wish to address the Commission.
The law does not permit Commission action or extended discussion of any item not on the agenda except under special circumstances. If Commission action or response is requested, the Commission may place the matter on a future agenda.

**Regular Agenda - Items for Discussion**

3. Approve minutes of the August 26, 2019 Regular Meeting.

4. Discuss and approve Advisory Commission on Consumer Affairs bi-monthly meeting schedule Calendar Year 2020. (ID# 100085)

5. Consider recommendations relating to the Advisory Commission on Consumer Affairs Work Plan for Fiscal Year July 1, 2020 through June 30, 2021 (FY 2021) and Accomplishments for FY 2020, to be submitted to the Clerk of the Board by April 1, 2020, and subsequently forwarded to the Board of Supervisors through the Public Safety and Justice Committee. (ID# 100084)

   Possible action:
   
   a. Discuss and approve the Advisory Commission on Consumer Affairs Work Plan for FY 2021.

   OR

   b. Authorize a Commissioner to prepare a draft Work Plan for Commission consideration.

   OR

   c. Approve the establishment of an adhoc committee to prepare a draft Work Plan for Commission consideration and appoint Commissioners to serve on the committee.


7. Discuss and approve Commissioner assignments relating to verbal reports regarding consumer issues being tracked on various consumer advocacy websites.

8. Propose future agenda items.

**Announcements**

9. Announcements and correspondence:

   a. Chairperson's announcements.

   b. Commissioners' announcements.

   c. There are currently four vacancies on the Commission. For Internet access to the vacancies list and applications visit www.sccgov.org/sites/cob/bnc/.

   d. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official
County duties. Please contact the Office of the Clerk of the Board at (408) 299-5001 for more information.

Adjourn

10. Adjourn to the next regular meeting on Monday, March 23, 2020 at 7:00 p.m. in Room 157, County Government Center, 70 West Hedding Street, San Jose.
DATE:      August 26, 2019, Regular Meeting
TIME:      7:00 PM
PLACE:     Conference Room 157
           County Government Center – 70 W. Hedding Street, 1st Floor
           San Jose, CA 95110

MINUTES

Opening

1. Call to Order/Roll Call.
   Vice Chairperson Svoboda called the meeting to order at 7:07 p.m. A quorum was present.

<table>
<thead>
<tr>
<th>Attendee Name</th>
<th>Title</th>
<th>Status</th>
<th>Arrived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heidi Owens</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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<tr>
<td>Andrea Amaraggi</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Adaeze Nduaguba</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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<tr>
<td>Todd Jarvis</td>
<td>Commissioner</td>
<td>Absent</td>
<td></td>
</tr>
<tr>
<td>Emily Lo</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Nathan D Svoboda</td>
<td>Vice Chairperson</td>
<td>Present</td>
<td></td>
</tr>
</tbody>
</table>

2. Public Comment.
   No public comments were received.

Regular Agenda - Items for Discussion

3. Welcome new Commissioners.
   Taken out of order after Item No. 4
   Nathan Svodoba welcomed new Commissioner Owens and Commissioner Nduaguba.

4. Receive report from Consumer Protection Unit, Office of the District Attorney relating to consumer issues. (ID# 98293)
   Taken out of order after Item No. 2.
   Patti McRae, Director, Mediation Services, Consumer Protection Unit, Office of the District Attorney, provided the Commission with a news release that identified a scam sweepstake email from the U.S. Department of Treasury. She further provided information relating to public service announcements from social media such as Nextdoor to alert the public of recent scam alerts.
Discussion ensued relating to the usefulness of releasing information on social media and the role of the Consumer Protection Unit.

4 RESULT: RECEIVED

5. Approve minutes of the March 25, 2019 Regular Meeting.

Taken out of order after Item No. 3.

5 RESULT: APPROVED [5 TO 0]
MOVER: Heidi Owens, Commissioner
SECONDER: Andrea Amaraggi, Commissioner
AYES: Owens, Amaraggi, Nduaguba, Lo, Svoboda
ABSENT: Jarvis


a. Elect Chairperson.

Vice Chairperson Svoboda was elected as Chairperson.

6.a RESULT: APPROVED [5 TO 0]
MOVER: Emily Lo, Commissioner
SECONDER: Andrea Amaraggi, Commissioner
AYES: Owens, Amaraggi, Nduaguba, Lo, Svoboda
ABSENT: Jarvis

b. Elect Vice Chairperson.

Commissioner Lo was elected as Vice Chairperson.

6.b RESULT: APPROVED [5 TO 0]
MOVER: Heidi Owens, Commissioner
SECONDER: Adaeze Nduaguba, Commissioner
AYES: Owens, Amaraggi, Nduaguba, Lo, Svoboda
ABSENT: Jarvis

7. Discuss and approve Commissioner assignments relating to verbal reports regarding consumer issues being tracked on various consumer advocacy websites.

On order of Chairperson Svoboda, there being no objection, the item was held to October 28, 2019.

7 RESULT: HELD [NO VOTE]

8. Discuss and approve a future agenda item relating to California Consumer Privacy Act and assign a Commissioner to schedule a speaker.
Commissioner Owens proposed discussing the topic of California Consumer Privacy Act (CCPA), and further proposed scheduling an expert on the topic to summarize the law.

Discussion ensued relating to the CCPA, companies that harvest user data, and privacy policies in the United States.

**8 RESULT: APPROVED [5 TO 0]**

**MOVER:** Nathan D Svoboda, Vice Chairperson

**SECONDER:** Adaeze Nduaguba, Commissioner

**AYES:** Owens, Amaraggi, Nduaguba, Lo, Svoboda

**ABSENT:** Jarvis

9. Propose future agenda items.

Vice Chairperson Lo proposed reviewing the workplan to create future agenda items for the Commission.

Commissioner Amaraggi proposed that each future agenda item be assigned to a Commissioner to ensure execution.

### Announcements

10. Announcements and correspondence:

   a. Chairperson's announcements.

   Chairperson Svoboda made no announcements.

   b. Commissioners' announcements.

   Commissioner Owens stated that she spoke with Supervisor Susan Ellenberg regarding Commission vacancies and the importance of consumer privacy.

   c. There are currently two vacancies on the Commission. For Internet access to the vacancies list and applications visit http://www.sccgov.org/sites/bos/bnc/.

   d. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official County duties. Please contact the Office of the Clerk of the Board at (408) 299-5001 for more information.

### Adjourn

11. Adjourn to the next regular meeting on Monday, September 23, 2019 at 7:00 p.m. in Room 157, County Government Center, 70 West Hedding Street, San Jose.

   Chairperson Svoboda adjourned the meeting at 8:23 p.m.
DATE: January 27, 2020
TO: Advisory Commission on Consumer Affairs
FROM: Cynthia Freitas,
SUBJECT: Consumers bi-monthly meeting schedule

RECOMMENDED ACTION
Discuss and approve Advisory Commission on Consumer Affairs bi-monthly meeting schedule Calendar Year 2020.

ATTACHMENTS:
- Advisory Commission on Consumer Affairs 2020 Meeting Schedule (PDF)
Advisory Commission on Consumer Affairs

Proposed 2020 Meeting Schedule

Meetings are held on the fourth Monday of odd-numbered month at 7:00 p.m. in Room 157, County Government Center, 70 West Hedding Street, San Jose.

- January 27, 2020  Regular meeting
- March 23, 2020  Regular meeting
- May 18, 2020*  Regular meeting
- July 27, 2020  Regular meeting
- September 28, 2020  Regular meeting
- November 23, 2020  Regular meeting

*Exception due to holiday
DATE: January 27, 2020
TO: Advisory Commission on Consumer Affairs
FROM: Cynthia Freitas,
SUBJECT: 2021 Work Plan Consumers

RECOMMENDED ACTION
Consider recommendations relating to the Advisory Commission on Consumer Affairs Work Plan for Fiscal Year July 1, 2020 through June 30, 2021 (FY 2021) and Accomplishments for FY 2020, to be submitted to the Clerk of the Board by April 1, 2020, and subsequently forwarded to the Board of Supervisors through the Public Safety and Justice Committee.

Possible action:

a. Discuss and approve the Advisory Commission on Consumer Affairs Work Plan for FY 2021.

   OR

b. Authorize a Commissioner to prepare a draft Work Plan for Commission consideration.

   OR

c. Approve the establishment of an adhoc committee to prepare a draft Work Plan for Commission consideration and appoint Commissioners to serve on the committee.

ATTACHMENTS:

• Work Plan Instructions (PDF)
• Advisory Commission on Consumers Affairs Fiscal Year 2019-2020 Work Plan (PDF)
Instructions for Completion of Annual Boards & Commissions Work Plans and Prior Year Accomplishments

A committee comprised of Board Policy Aides and the Office of the Clerk of the Board have developed a standard template for use by Boards and Commissions in completing their annual work plans. A significant change is that work plans will be based on a fiscal year rather than a calendar year. The new work plans are to be completed by each Board and Commission and approved at a regular Board or Commission meeting no later than April 1 of each year. The Clerk’s Office will then transmit the work plans to the appropriate Board Committee for review in May of each year and to the Board of Supervisors for approval in June.

Please use the following instructions when completing the work plans:

Cover Sheet (Page 1)

This area should include the name of the Board or Commission, the timeframe covered by the work plan (i.e. Fiscal Year 2007 July 1, 2006 – June 30, 2007) members’ names, chair’s name, and vacancies as of April 1. Do not put commissioner addresses or phone numbers on the work plan. The Board offices have access to that information if necessary. This page will need to be updated each year.

Mission Statement: (Page 2)

This area of the work plan should clearly state the mission of the Board or Commission. This information may be extracted from the enabling legislation (i.e. Ordinance, Board action, Resolution) that formed the Board or Commission or may be a purpose statement approved by the Board or Commission and derived from the enabling legislation. This section may also contain the roles and responsibilities of the Board or Commission. This page may not need to be updated each year.

Historical Background: (Page 2)

This area should provide the reader with some historical information about the Board or Commission (i.e. when it was formed, issues of focus in years’ past, significant outcomes of work by the Board or Commission. NOTE: Accomplishments from the previous year should not be discussed here – there is another area on the work plan where this is done. This page may not need to be updated each year.
Fiscal Year Work Plan: (Page 3)

This area should provide the goals/objectives (no more than 5) of the work plan, the activities planned to accomplish the goals, the priority ranking of each goal and the timeline anticipated to accomplish the goal. This page will need to be updated each year.

Prior Year Accomplishments: (Page 4)

This area should address the prior year work plan accomplishments including the goal/objective, activities that supported the successful completion of the goal and the status of the goal. The status column should inform the reader whether the goal was a) completed, b) not started and why, c) in process and expected completion date, or d) eliminated and why. This page will need to be updated each year.

Ongoing Projects: (Page 5)

This area provides the Board or Commission with an opportunity to inform the reader of ongoing projects that the Board or Commission is continuing to work on. This page may not need to be updated each year.
COUNTY OF SANTA CLARA

Advisory Commission on Consumer Affairs

FISCAL YEAR 2019-2020 WORK PLAN

AND

2018-2019 ACCOMPLISHMENTS

Members:
Andrea Amaraggi
Elizabeth Ambra, Chair
Todd Jarvis
Emily Lo
Dmitrius Garcia
Neil Salem
Nathan Svoboda
MISSION STATEMENT:

The Advisory Commission on Consumer Affairs was established by Ordinance No. NS300.197 of Santa Clara County Ordinance Code. We generally assist and advise the Board of Supervisors of Santa Clara County appropriate action to be taken to protect the interests of consumers in this county. When necessary or advisable, we also consult and work with other government agencies to enhance our efforts to reach the consumer and to avoid duplication of efforts. We also take in consumer complaints and have meetings where consumers can participate and alert the commission to various problems within the community.

HISTORICAL BACKGROUND:

The Advisory Commission on Consumer Affairs was established by Ordinance No. NS 300.197 of Santa Clara County Ordinance Code.
<table>
<thead>
<tr>
<th>GOAL/OBJECTIVE</th>
<th>PROPOSED ACTIVITIES</th>
<th>PRIORITY RANKING</th>
<th>TIMELINE FOR COMPLETION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Investigate the County's policy relating to socially responsible investing.</td>
<td>Discuss the County's policy relating to socially responsible investing.</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>2. Understand privacy laws behind surveillance and data collection.</td>
<td>Continue ongoing consumer privacy protection efforts.</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>3. Become educated regarding real estate scams.</td>
<td>Work with Real Estate industry experts and propose items to help curb the threat.</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>4. Understand the new laws regulating the growth and sales of cannabis.</td>
<td>Receive feedback from proponents &amp; opponents to growth and sales of cannabis and learn how Measure C has affected them.</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>5. Keep abreast of scams targeting seniors and the elderly.</td>
<td>Alert county seniors to the proliferation of scams targeting seniors and the elderly.</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>6. Dynamic pricing and its inherent discriminatory nature.</td>
<td>Discuss ways of increasing transparency and educate the public on price discrimination. Keep up with the latest advancement with price discrimination algorithms and monitor price discrimination.</td>
<td></td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
## PRIOR YEAR ACCOMPLISHMENTS

<table>
<thead>
<tr>
<th>GOAL/OBJECTIVE</th>
<th>ACTIVITIES SUPPORTING GOAL</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Protect consumer privacy.</td>
<td>• Monitor activity of the State Committee on Privacy and Consumer Protection.</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>• Receive reports on issues specific to our County.</td>
<td></td>
</tr>
<tr>
<td>2. Safeguard consumer privacy and the gathering of consumer data on social media</td>
<td>• Discuss concerns relating to privacy policies of Facebook and other companies that collect consumer information.</td>
<td>Complete</td>
</tr>
<tr>
<td>3. Educated ourselves about public banking in other counties.</td>
<td>• Forwarded a proposal to the Board of Supervisors through the Public Safety and Justice Committee regarding public banking.</td>
<td>Complete</td>
</tr>
<tr>
<td>4. Improve low/moderate income housing inventory in SCC.</td>
<td>• Work with Department of Housing and review reports.</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
## ONGOING PROJECTS

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate ourselves and alert the public about important consumer issues.</td>
<td>• Work with Consumer Protection Unit (Office of District Attorney) to find out about what issues the public is bringing to that office.</td>
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<tr>
<td></td>
<td>• Invite speakers to Commission meetings from groups such as the Better Business Bureau and the state Department of Insurance.</td>
</tr>
<tr>
<td>Monitor consumer issues with a view toward recommendations to be forwarded to the Board of Supervisors.</td>
<td>• Review State Department of Consumer Affairs web site on a regular basis. <a href="http://www.dca.ca.gov">www.dca.ca.gov</a>.</td>
</tr>
<tr>
<td></td>
<td>• Send delegates to the annual conference of the California Consumer Affairs Association <a href="http://www.cca-net.org">www.cca-net.org</a>.</td>
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<td></td>
<td>• Review other web sites with information of interest to California consumers: Consumers’ Union: <a href="http://www.consumersunion.org">www.consumersunion.org</a>.</td>
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<td></td>
<td>• Stay informed about issues raised in the Action Line column of the San Jose Mercury News.</td>
</tr>
<tr>
<td>Use the <em>Consumer Connection</em> magazine published quarterly by the state Department of Consumer Affairs to educate people in our county about important consumer issues.</td>
<td>• Subscribe to the magazine.</td>
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<tr>
<td></td>
<td>• Read magazine articles.</td>
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<tr>
<td></td>
<td>• Urge County Supervisors to distribute the magazine to their constituents.</td>
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<tr>
<td>Ensure that consumers in our County have access to helpful online information.</td>
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