March 9, 2021

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, California 94901

SUBJECT: APPROVAL OF THE 2020 MARIN COUNTY CONSUMER PROTECTION REPORT

Dear Supervisors:

RECOMMENDATION: Accept the 2020 Marin County Consumer Protection Report

SUMMARY: This is the 5th Consumer Protection Report for Marin County. This report provides an overview of the consumer protection programs under the responsibility of the Department of Agriculture/Weights and Measures. It will be presented each year for acceptance by your Board and made available to consumers and other interested parties. Whenever possible, the department intends to provide the annual presentation of this report to your Board on the Tuesday of National Weights and Measures Week, which is the first week in March each year.

Weights and Measures consumer protection programs touch nearly every aspect of our society and it’s vital that consumers and sellers are aware of how their tax dollars are spent every day on protecting their pocketbook to ensure they are getting what they pay for every transaction.

EQUITY IMPACT: This report highlights the critical consumer protection work the Department does for our community. In addition to facing a host of social and environmental justice issues, communities of color, underserved populations and immigrant communities are at a greater risk of suffering meaningful economic harm when buying staple goods. Our Department is fully committed to ensuring racial equity and economic justice values are ingrained in its services and that these values transfer to our community.

To further improve our efforts moving forward, the Department is increasing inspections in underserved communities and is in the process of pursuing software to allow for the collection of higher quality and more granular inspection data. This will enhance and streamline our data-driven strategic decision making in these underserved communities by enabling the Department to analyze consumer harm over time and chart ways to eliminate it.
FISCAL IMPACT: None

REVIEWED BY:
( ) County Administrator (X) N/A
( ) Department of Finance (X) N/A
( ) County Counsel (X) N/A
( ) Human Resources (X) N/A

Respectfully submitted,

Stefan Parnay
Acting Agricultural Commissioner
Acting Director of Weights and Measures