



March 20th, 2026

San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

Subject: Support for the Creation of a Consumer Fairness and Public Protection Unit (CFPP)

Dear Chair Lawson-Remer and Members of the Board of Supervisors,

On behalf of the Tijuana River Coalition, we are writing to express our strong support for the creation of the Consumer Fairness and Public Protection Unit (CFPP) within San Diego County.

The Tijuana River Coalition is a growing coalition of over 65 nonprofit and community-based organizations representing residents, youth, workers, families, scientists, doctors, businesses, and recreators throughout San Diego County. We are dedicated to addressing the severe environmental and public health crisis caused by transboundary pollution in the Tijuana River Watershed located in the U.S.-Mexico border region.

For many years, US-based companies operating in Mexico have contributed to the toxic waste flowing through the Tijuana River Watershed with little oversight. Recent scientific studies from local academic institutions and environmental organizations have found a number of contaminants tied to industrial manufacturing in Tijuana River water. Communities need stronger regulations and government enforcement on both sides of the border to address this serious environmental and public health crisis. The CFPP could pursue civil enforcement and injunctive actions against domestic polluters whose negligence or noncompliance contributes to cross-border contamination. This could play a major role in helping curb industrial pollution in the Tijuana River Watershed, improving public health, strengthening businesses and livelihoods, and restoring impacted ecosystems.

San Diego County has an opportunity to lead California by demonstrating that local governments can and should play a decisive role in protecting residents from corporate misconduct and unfair practices. The Consumer Fairness and Public Protection Unit is a bold, responsible, and forward-looking step toward restoring trust, accountability, and economic Fairness.

For these reasons, the Tijuana River Coalition respectfully urges the Board of Supervisors to support and approve the establishment of the Consumer Fairness and Public Protection Unit.

Thank you for your leadership and your commitment to protecting the health, safety, and economic security of San Diego County residents.

For these reasons, the creation of the Consumer Fairness and Public Protection Unit would further Tijuana River Coalition's goal of seeing a reality where everyone is able to get together with their kids, families, and neighbors outdoors in communities around the Tijuana River on both sides of the border, and we are proud to offer our support.

Respectfully,

Sarah Davidson
Clean Border Now Manager
Surfrider Foundation, San Diego County Chapter



Courtney Baltiyskyy
Vice President of Policy and Advocacy
YMCA of San Diego County



Ben McCue
Executive Director
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Mario Ordoñez-Calderon
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Laura Wilkinson Sinton
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Jenny Parker, MD
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Erin Hogeboom
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Dan Watman
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