

**Testimony Submitted by
Chris Coughlin, Policy Director
Oregon Consumer Justice
To the House Committee On Commerce and Consumer Protection**

03/20/2025

Regarding: Support for HB 3647

Chair Sosa, Vice-Chair Chaichi, Vice-Chair Osborne, and Members of the Committee,

For the record, my name is Chris Coughlin. I appreciate the opportunity to testify today on behalf of Oregon Consumer Justice in support of HB 3647.

Oregon Consumer Justice (OCJ) envisions a vibrant future where all Oregonians live with dignity and abundance and experience health, joy, and economic opportunity. We work collaboratively across policy and advocacy, community engagement, and the law, to realize a more just and equitable Oregon where people come first. For too long, flawed systems and policies have stood in the way of this reality, with communities of color most often experiencing significant harm. Informed by consumer insights, OCJ works to make financial and business transactions reliably safe and supports Oregonians in knowing and exercising their consumer rights.

Oregonians deserve to engage in clear, honest transactions with transparent pricing. Businesses that are not transparent in their pricing erode consumer trust and unfairly burden individuals, threatening their economic well-being. This is particularly true for communities of color and low-income families, those that are among the hardest hit by higher-than-expected prices. Honest businesses, those trying to compete on quality, service, and price, are also harmed when pricing isn't transparent.

No one likes being taken advantage of by paying more than they expected, especially when lower prices are available down the street. Given the nature of gas station sales, it makes sense for gas stations to display their prices from the street, enabling potential customers to use that information to decide where to stop. It is also very reasonable to expect clear, visible pricing at the pump itself.

Many of us expect gas stations, especially those near highways or along busy major roads, to have a huge sign with prices towering over the gas station. That, however, is a business choice. We do not believe that this bill would require massive new signs, but rather reasonable, visible signs to inform people about how much they will pay.

Individuals and families deserve to keep more of their hard-earned money and invest in their futures.

Thank you for your consideration and your service in building the future that Oregonians deserve.