

**Testimony Submitted by
Chris Coughlin, Federal Policy Director
Oregon Consumer Justice
To the House Committee on Climate, Energy, and Environment**

February 3, 2026

Regarding: Support for HB 4029

Chair Lively, Vice-Chair Gamba, Vice-Chair Levy, 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 4029.

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.

OCJ is grateful for the opportunity that Representative Lively provided to bring stakeholders to the table last session to collaborate on developing bill language. I particularly want to extend our appreciation to the Oregon Solar + Storage Industries Association and the Eugene Water and Electric Board for recognizing the need for stronger consumer protections in this space and being truly collaborative partners in the process.

Deceptive business practices harm more than individual consumers; they impede communities' ability to see the benefits of a transparent and functioning marketplace and prevent honest businesses from having a fair chance to succeed. Strong consumer protections help ensure that markets operate transparently, that consumers can make informed decisions, and that responsible businesses are not undercut by unethical or deceptive practices.

Rooftop solar consumer complaints typically fall into three categories: deceptive sales practices, poor-quality installations, and predatory lending practices.

Consumers are often asked to make long-term financial commitments while processing unfamiliar technical and financial information, sometimes in a single door-to-door conversation. Under these conditions, even well-informed consumers can struggle to fully understand costs, financing structures, system performance, or their rights.

While many local contractors and lenders offer solar installation or financing in good faith, we have too many bad actors in this space using questionable installers and deceptive lead generators. These business models can leave consumers locked into expensive, long-term contracts that are not fully or accurately disclosed at the point of sale.

HB 4029 enhances consumer protection in the residential solar market by establishing clear, uniform standards for sales practices and installation contracts, addressing growing concerns about deceptive marketing and unclear pricing in a rapidly expanding industry. Developed through collaboration among the solar industry, municipally owned utilities, and consumer advocates, HB 4029 outlines a robust set of requirements to protect Oregonians when they buy or lease a solar system.

By requiring plain-language pre-sale disclosures, transparent installation contracts, clear recession rights, and consumer-led enforcement under the Unlawful Trade Practices Act, the bill helps ensure that consumers can trust both the businesses they engage with and the systems they purchase.

Passing HB 4029 establishes clear expectations for transparency and accountability in Oregon's residential solar market. Strong consumer protections help ensure homeowners can participate with confidence and that responsible businesses can compete fairly. We urge you to support HB 4029 and help ensure Oregon's solar market operates in a way that protects consumers and strengthens communities.

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