

House Judiciary

03/03/2026 Upon Adjournment

HB26-1012 Consumer Protections to Promote Fair Mkt Pricing

Typed Text of Testimony Submitted

Name, Position, Representing	Typed Text of Testimony
Grey Sullivan For themselves	<p>Hello, my name is Grey Sullivan, and I am a student at Colorado State University. The accurate pricing bill is important to me, my peers, and all Colorado citizens. It would free us from unfair captive pricing. We are forced to choose between paying unreasonable prices or going hungry and thirsty. That is not a fair choice.</p> <p>As a college student, my funds are limited, as are most of my peers's. I enjoy attending concerts, but once inside venues where outside food and water are prohibited, we are forced to pay inflated prices for basic necessities. That is where the situation becomes unjust.</p> <p>I have been in many situations where the only way to access drinking water was to buy an overpriced bottle of water. One time that stands out was at a concert in Denver last summer. I went to buy water, only to find that a single bottle cost \$7. Outside the venue, that same bottle would have been about \$1 or \$2. Water is not a luxury. It is an essential. I had no choice but to buy it, and those costs add up.</p> <p>Food is another concern, as it is also extremely overpriced in these environments. This is dangerous because I struggle with blood sugar regulation, and I am not alone. According to the American Diabetes Association, about 7.5% of adults in Colorado have diabetes, and 32.9% have prediabetes. That is not a small inconvenience. It affects mine and other Coloradans's safety and well-being. Many people need consistent access to food for health reasons. They should not be forced to pay extreme markups just to stay well.</p>

	<p>Food and water are not optional purchases. They are basic human necessities. No one should be placed in an environment where assessing this is financially straining or totally inaccessible. I urge you to consider students and working individuals in your constituency. Many of us are already stretching our finances as far as they will go. Supporting this bill would help protect your constituents and ensure that we can access the food and water we need. Thank you for your time and consideration.</p>
<p>jeany rush Against themselves</p>	<p>TO: HOUSE JUDICIARY COMMITTEE</p> <p>RE: HB26-1012 CONSUMER PROTECTIONS TO PROMOTE FAIR MARKET</p> <p>SPONSORS: Y. ZOKAIE, K. BROWN, W. LINDSTEDT, M. WEISSMAN</p> <p>FROM: JEANY RUSH, COLORADO CONSTITUENT, 3-3-26</p> <p>VOTE: NO</p> <p>Folks</p> <p>This bill travels over several retail platforms and is confusing. First, perhaps in a hospital, somewhat airport, and for sure a prison, you might feel like a “Captive Consumer” as the bills allude to that description.</p> <p>However, price fixing, determining price gouging, adjusting procedures, seems to cross the line into NANNY State operations, and interfering with Commerce. A Buyer can leave a facility, and buy elsewhere, letting them know when the cost of installations, etc. are too high. Retail shoppers always have other options, except as I mentioned above.</p> <p>We do have consumer protections already in place. There are ways to expose businesses who go too far! BBB or other organizations, can be notified as well. This legislature needs to stop creating more authorities, committees, and cut its own budgets, before jumping into the actual Commerce Business in Colorado.</p> <p>We also have recourse for deceptive trade practices. You should check with the Federal Trade Commission. Many of us made</p>

	<p>formal submissions into the Deceptive and Fraudulent Practices to Mutilate our minor children in Colorado. Now there is a worthy cause.</p> <p>I do not totally disagree with your bill, in terms of the REAL CAPTIVE FACILITIES. WE need to have the market put the pressure on, and if it is totally outrageous, we need to contact our leaders to contact those facilities on our behalf. We have the processes, we simply need to work on those. What we do not want to do is have the legislature be dictators.</p>
<p>Xander Plumm For themselves</p>	<p>Hello, my name is Xander Plumm, and I believe that bill HB26-1012 is among the most important bills to pass in our state's consideration. Under our current market, Colorado residents frequently find themselves in harm's way due to the captive pricing structure that we've allowed to continue for too long. Further, it's vitally important that this bill include hospital and emergency room visitors and patients as captive consumers.</p> <p>When I think of captive pricing, the first thing that comes to mind is my friend Theodore. Theodore is a friend of mine, hailing from Tennessee, whom I met a long time ago online. During July of 2024, Theodore was finally able to visit Colorado. With a full-time job but no car, he saved up for a flight and relied on my friends and me to get him to and from the airport. When it was time to come home from a week of enjoying the pleasures of Fort Collins and Denver, his flight was one of the thousands cancelled due to the CrowdStrike error on July 19th. Low on funds and confined to the airport, he was forced to stay in the DIA for over eight hours, unable to buy food or leave the airport. Despite my friend's suffering, the concessionaries and shops saw this as an opportunity to protect their pockets from disrupted foot traffic by continuing to engage in predatory pricing practices.</p> <p>For Theodore, this was a 1-day inconvenience. But for many Coloradoans, these predatory market practices are a reality of everyday life. This brings us back to section 3.(1)(a)(ll)(B); hospitals and emergency rooms must be counted among the places captive consumers can be. Much like Theodore at the</p>

	<p>airport, many hospital patients are trapped by factors they cannot control. Unlike Theodore, this stress is mounted onto them even with their life on the line. With healthcare already unaffordable to so many in this state, it is unconscionable that somebody who is already struggling in the hospital, budgeting for what should simply be a human right, would be forced to choose between upholding their basic amenities and food or receiving proper hospital care. Healthcare isn't a privilege. Healthcare is a right. And we would be remiss as a state if we proposed this bill without this important step in the right direction towards that fact.</p> <p>So please, support this bill WITH hospital consumers included, not just for the great conveniences it would provide Coloradoans at every turn, but to ensure those of us most vulnerable aren't restricted even further. Thank you.</p>
<p>Joseph Harlan For themselves</p>	<p>Hello, my name is Joseph Harlan and I am here in support of HB26-1012. I am a student at CSU and have had many instances where I have had to go to a hospital, especially the emergency room. These undescribed, outlandish prices have significantly harmed both my insurance, causing my rates to go higher than expected, as well as myself; in that the out of pocket costs have gone through the roof. The prices of some of the small things, such as a warm blanket or an ibuprofen, were charged unreasonably high for what it should be. These hospitals are leeching off of, not only my money, but patience for the whole healthcare system. Without HB26-1012 I would be paying more and more overpriced, unreasonable amounts of money that would devastate myself and my academic career. Thank you for your time in listening to this.</p>
<p>Jasper Cleary For themselves</p>	<p>My name is Jasper. I am currently a student of Colorado State University in Fort Collins, though I come from Broomfield. For almost as long as I can remember, I have been a Colorado citizen, and I, like many other people who live in the state of Colorado, have gone to many places in which I am stationed inside for an event. I've gone to movie theatres, sports games, and, even though I haven't stayed at a hospital, I have had to go to the hospital for blood drawing. I'm writing this because I want to</p>

	<p>share my own experiences in some of these environments, especially with my experiences having to get food and drink.</p> <p>I am not someone who currently often goes to many places in which I would be considered a “captive consumer”, meaning I am in a space in which I cannot leave and have to spend my money inside the space. That being said, however, I am still someone that visits these facilities, and one thing that has always stuck out to me as someone who enjoys concerts and movie theatres is how I would have to pay, at minimum, around \$6 for a bottle of water. I think that the deliberate price gouging that occurs in these places of captive consumers, especially pertaining to food and water when you are not able to leave the area if you wanted to stay inside the event, is downright unethical. I should not have to worry about the price of water if I don’t have it on me. I should not have to worry about the price of food, which has already skyrocketed, but becomes especially egregious when I am a captive consumer.</p> <p>It’s for this reason that I am in support of HB26-1012, which specifically outlines that price gouging will no longer be allowed in spaces such as airports, hospitals or emergency rooms, event venues with a seating or standing capacity, organized outdoor events, and correctional facilities. As I say this, I also recognize that, right now, the section pertaining to hospitals and emergency rooms being included in this bill to promote fair market pricing are at risk of being edited out. I may not have had experiences staying at hospitals, but I have enough common sense in me to recognize that demanding that someone should pay an extreme amount of money in a place that they have no consumer choice in when they are already paying more than enough for their healthcare is disgraceful. I advocate not only for the support of HB26-1012, but I request that every section defining where a captive consumer is located stays in the bill.</p>
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March 2, 2026

RE: HB26-1012 Consumer Protections to Promote Fair Market Pricing

Dear Chairman Mabrey and House Judiciary Committee Members:

My name is Katharine Ebersberger and I am a Volunteer Lobbyist with the League of Women Voters of Colorado's Legislative Action Committee. I urge you on behalf of the League of Women Voters of Colorado to **vote YES on HB26-1012**.

The League of Women Voters of Colorado (LWVCO) has been a nonpartisan organization for over 100 years. We encourage informed and active participation in government and influence public policy through education and advocacy. Our local leagues span the state of Colorado.

The grounds for League advocacy decisions are our longstanding positions. Our national positions on criminal justice and equality of opportunity set forth our support for a criminal justice system that focuses on humane treatment, and that is just, effective, equitable, and transparent at all stages, including incarceration. We also believe that social and economic justice should be promoted.

HB26-1012 aligns with our national positions by offering economic justice to our incarcerated residents. These individuals are literally captive consumers, and for decades, many of them will only be able to obtain snacks, hygiene items, and religious items in their prison commissaries. Prices in correctional facility commissaries often greatly exceed the fair market value in their communities. For instance a package of chicken ramen soup costs about 43 cents on the Colorado commissary list, but a 12-pack of the same item costs about \$3.58 at Walmart. This is a 60% markup.

Justice requires fairness and our goal of rehabilitating our incarcerated residents is not served by taking advantage of them with price gouging. Please **vote YES on HB26-1012**.

Thank you for your consideration of this important bill.

Respectfully,

Katharine Ebersberger
League of Women Voters of Colorado
110 16th Street Mall Suite 1326
Denver, CO 80202
303-863-0437



February 25th, 2026

Members of the House Judiciary Committee:

The Hispanic Restaurant Association (HRA) is a professional organization dedicated to supporting and promoting the interests of Hispanic-owned restaurants and businesses in the hospitality industry. It serves as a collective voice for its members, advocating for their needs and working towards their success. On behalf of our members across Colorado, we respectfully oppose HB26-1012.

At a time when restaurants are struggling to stay open, adding additional regulations and compliance burdens to our businesses rather than helping them.

The bill does not account for the costs small businesses incur to serve customers across various venues or locations, nor does it consider the costs of doing business that our restaurants must absorb. Our restaurants must consider overall operating costs in the areas they serve, including real estate prices, supply cost fluctuations, labor costs, hourly wages that can vary by city, daily specials, and numerous other factors.

The bill requires restaurants to absorb additional costs as we work with delivery platforms, which have been a **crucial** lifeline to both consumers and many of our small businesses throughout the pandemic and today. Most of our small businesses lack the systems to automate price synchronization. Compliance would require additional staff, software, and administrative costs. This also does not account for local or restaurant promotions or specials. Capturing, tracking, and reporting this information would be a nightmare. It also puts restaurants at ongoing risk of fines.

Our small businesses and restaurants risk losing customers as operating costs rise. In addition to customer frustration, we will have fewer special offers to encourage repeat business. We are already facing higher supply costs and labor shortages. Adding more regulations does not help us serve customers; it makes us lose them.

Thank you for your attention to this matter and for listening to the voices of small restaurants and businesses. As community-based organization, we too often hear of the continual battle that our operators are facing via fees and additional compliance costs. This bill adds to that operating burden.

We strongly ask for a NO vote on HB26-1012.

Respectfully,

A handwritten signature in cursive script that reads "John Jaramillo".

John Jaramillo

President

Chair and Members of the Committee, my name is Kyung Moon, and I go by John. I have owned and operated a small, family-run liquor store in Loveland since 1991. For more than three decades, my wife, a small team of four employees, and I have served our community as a neighborhood retailer. Like many brick-and-mortar businesses, we saw customer habits change dramatically during and after the pandemic. More customers began expecting the convenience of delivery. I recently partnered with DoorDash to meet that demand and to help modernize my business. For a small independent store like mine, delivery is not about luxury — it is about staying competitive and visible in a changing marketplace.

I am concerned that HB 26-1012 would create serious compliance burdens for small businesses like mine, just as I'm starting to adapt to the online delivery space. I set my own prices in my store based on supply costs, distributor changes, local demand, and occasional in-store promotions. Prices can change frequently and sometimes with little notice. This bill would effectively require real-time synchronization between my in-store prices and what appears online. As a small business without an integrated POS system or automated pricing software, that would mean manually tracking price changes, submitting frequent updates, investing in new technology, or hiring outside help — all of which add cost and complexity. Even short delays between an in-store price adjustment and an online update could expose me to enforcement risk; I'm not trying to mislead my customers, I'm just trying to keep up.

I worry that this bill will just result in higher costs for businesses and consumers. Increased liability and compliance pressures may force small retailers like mine to raise prices across all channels to avoid discrepancies, eliminate short-term in-store promotions, or even opt out of delivery platforms altogether. For my store, delivery has already begun generating repeat customers and expanding our reach beyond foot traffic alone. Policies that make participation with delivery apps too risky or expensive would reduce consumer choice and limit opportunities for small, family-owned businesses to grow. After more than 30 years serving my community, I want to continue adapting and competing fairly — but I respectfully urge the legislature to consider how this bill could unintentionally harm the very small businesses it seeks to protect.

Please vote no on HB1012.

John Moon

Hello, my name is Olive and I am a student of Colorado State University. I am telling my story in hopes that bill HB26-1012 will pass, making sure the people of Colorado aren't subjected to unfair price-gouging in places where they can't go anywhere else.

I have been especially unfairly subjected to the inflated prices in medical settings. Having chronic conditions means that throughout my life the amount I will need to spend on medical bills is already significantly higher than the average person. In the times I inevitably need to go to a hospital because of my weakened immune system, those costs alone are already a financial strain. These costs are only further exacerbated by the cost of food there, which is significantly higher than it should be. In this way, captive pricing is effectively a tax on the disadvantaged. There are many people who are also in my situation. With most people not being able to afford even the medical care itself, people may have to forgo medical treatment so they won't have even more lifelong debt. Passing bill HB26-1012 would mean that people like me can't be exploited when we can't go anywhere else.

There are many parallels to captive pricing, the main ones being corporate monopolies and price fixing. There's a reason why there are laws against those, so why should captive pricing be any different? Captive pricing is effectively a localized monopoly with a price fixing scheme. The pricing is clearly not competitive as there is no other alternative. They also have full control over the pricing and can set a minimum price for what gets distributed. That is effectively price fixing, which is illegal for a reason. In hospitals, these prices include not only medication but the food, both of which the people there need to live. Not only that, but consumers not having a freedom of choice is why there are laws against monopolies in the first place. It's the same precedent, captive pricing is just as predatory due to the lack of competition.

In the end, captive pricing is inherently unethical due to it being exploitative on consumers. Exploitation occurs when there's a power imbalance, a dependency, and a lack of alternatives. This is what captive pricing does. People can't control the price, yet they depend on the product because people need food to live. It becomes much worse when it comes to necessities like medical devices and medication. The exploitation is true not only for hospitals, but stadiums and airports too. People can't go anywhere else due to the location, and that fact is taken advantage of by increasing the prices significantly. They are forced to pay for the unfairly inflated prices because there are no alternatives. The citizens of Colorado will greatly benefit from a bill that prevents companies from taking advantage of the fact they can't go anywhere else. This is why I support bill HB26-1012, and I am asking for your support in it too.