

## Rohit Chopra Named Head of New California Consumer Protection Agency

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California Governor Gavin Newsom **announced** that he has named former Consumer Financial Protection Bureau (CFPB) Director Rohit Chopra as the Secretary of the state's new Business and Consumer Services Agency (BCSA). The appointment will be effective upon the agency's launch on July 1, 2026.

The BCSA is the umbrella agency overseeing not only the state agency that has a mission closest to the CFPB, the Department of Financial Protection & Innovation (DFPI), but also the agencies that govern cannabis control, alcohol control, licensing for various consumer-related businesses, civil rights, homelessness, real estate and the horse racing industry. While the CFPB lingers in twilight during the current administration, the industry and consumer protection advocates alike have been expecting state agencies to step into the breach and cover the gaps in consumer protection.

To date, the relevant state agencies, including the DFPI, have stepped up their enforcement activities, but due to budgetary and personnel constraints, the lack of CFPB activity is often keenly felt. Nevertheless, with Chopra at the helm, we may expect to see California continuing to lead the charge to fill in the gap in federal enforcement.