



# Aligning Short-Term Rental Policy with Community Sentiment

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A Guide For Government

# Company introduction



6,000+

## Government Agencies

have chosen Granicus to modernize their online services, web presence, and communications strategies.



## Seamless Digital Solutions

that help government improve the customer experience, simplify/automate workflows, and enable strategic community development.



## Short-Term Rental Software & Services

- ✓ Compliance & Monitoring Software
- ✓ Proprietary & Updated Data
- ✓ Consulting & Advising Services

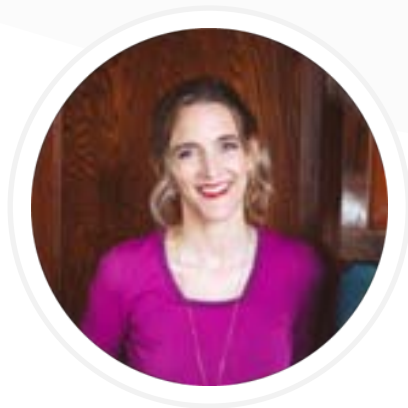


# Today's **speakers**



**Jeffrey Goodman, AICP**

Planner, Consultant, Granicus,  
Host Compliance



**Michelle Stephens, AICP**

Director of Sales, Granicus,  
EngagementHQ



## **Poll: Have you solicited feedback on short-term rentals?**

1. Yes, public meeting
2. Yes, online engagement
3. Yes, other
4. Not yet

# Today's **agenda**

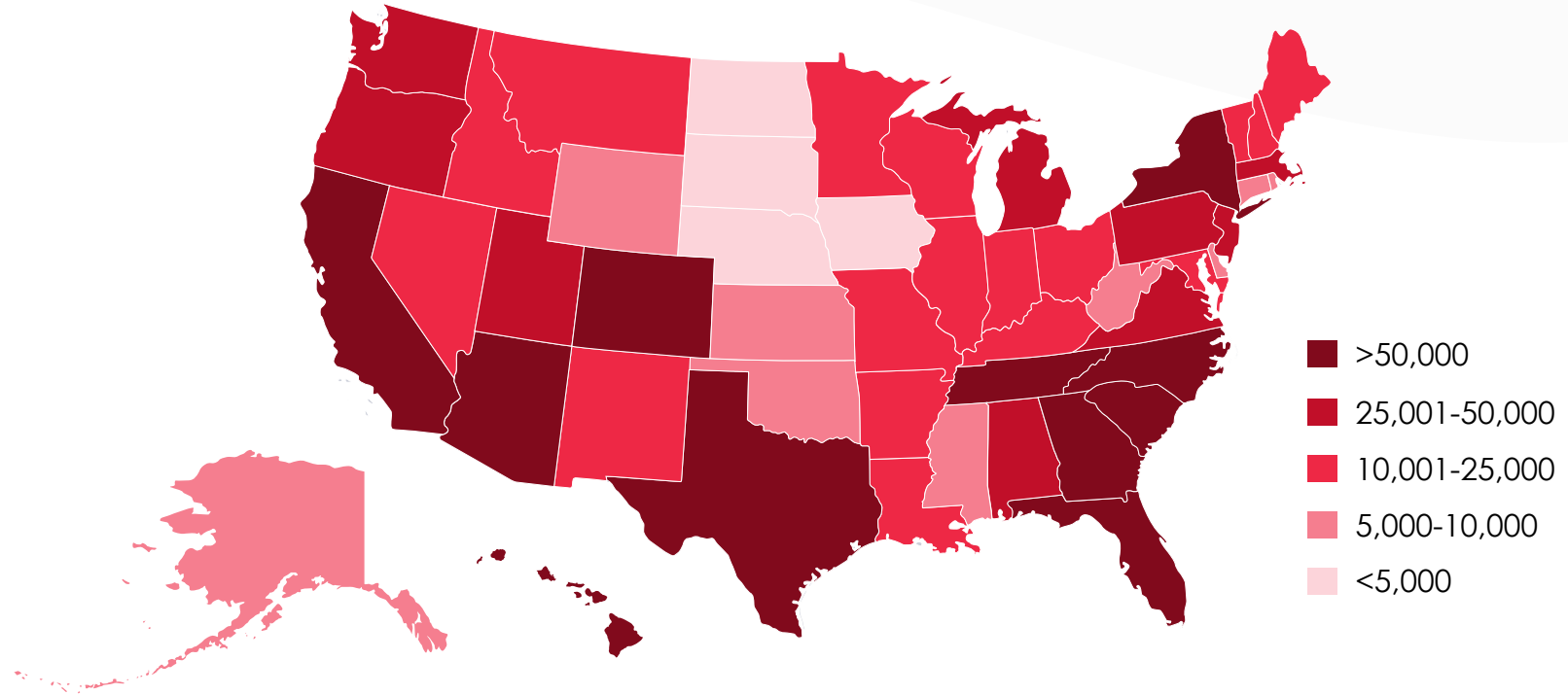
- 1 **Understanding the Short-Term Rental Market**
- 2 Commonly Held Sentiments
- 3 Effective Engagement – From Beginning to End
- 4 Translating Feedback into Policy
- 5 Case Studies
- 6 Questions and Next Steps

# What is a **short-term rental**?



Rental of a residential dwelling unit usually for periods of **less than a month**. Commonly booked through one of the many online marketplaces available, such as Airbnb, VRBO, and more.

There are more than **2M** STR listings in the U.S., representing **1.6M** unique rental units.



# Why is this such a **hot button issue**?

Airbnb San Francisco backlash:  
thousands petition for more oversight

More the  
offer via  
users than  
**Santa Monica Just Banned Airbnb's Biggest  
Moneymakers**

In Austin, A Boom In Short-Term Rentals  
Brings A Backlash

Political contests erupt as cities and hotel  
industry struggle to curb Airbnb



- Grey area between residential and commercial definitions
- Housing and neighborhood expectations
- Stand-in for broader planning conversations
- \$\$\$



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# Top short-term rental concerns for communities



Preservation of affordable and workforce housing



Recovery of tourism-related revenue for projects



Protecting neighborhood character



Accommodating various groups of stakeholders

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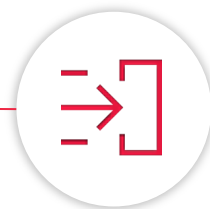
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# Three components of effective community engagement in the planning process



**Step 1:**

Transparency



**Step 2:**

Access



**Step 3:**

Follow-Up

# Community engagement 101

## 1. Inform + Educate

Share factual information, context and history on a topic in both long and snackable formats

## 2. Thank + Repeat

Close your engagement by thanking participants and directing them to where they can view the repository of information on the project. Inform them of resulting actions and invite them back to engage again.

## 3. Gather Feedback

Meet your public where they are at, both in-person and online, and offer them dynamic ways with which to engage.

## 4. Share it Back

At the end of each phase of a project, synthesize and share back what you have learned, while informing participants of the next steps.



# Community engagement co-design approach

## 1. Immerse and Align

Understand the problem and engage with stakeholders to ensure alignment on the project goals, objectives, and desired outcomes.

## 2. Implement and Learn

Collaboratively generate ideas and iteratively refine them based on user feedback. This phase emphasizes a hands-on approach, where the team puts their ideas into action.

## 3. Test and Refine

Evaluate and refine the preferred alternative. Performance metrics, user interviews, surveys, etc. are used to assess the effectiveness of the policy.

## 4. Build Capability

Empower stakeholders to effectively implement and manage the solution. Conduct training, create documentation, and provide ongoing support to transition from design to operations.



# Engage

## GEORGIAN BLUFFS

## Welcome to Engage Georgian Bluffs!

This platform provides you with the opportunity to share your valuable thoughts and ideas on upcoming community projects. This inclusive approach ensures that your feedback directly contributes to the shaping of our community's future. Whether you have ideas, concerns or simply want to stay informed about ongoing projects, this platform is your gateway to involvement. Together, let's build a brighter future for Georgian Bluffs!

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# Key indicators that it's time to update or create an STR ordinance



Current ordinance predates rise of Internet-based short-term rental platforms



Uptick in quality-of-life complaints or neighborhood chatter



Changes in numbers, types, or operators in local short-term real estate market



Widening gap between short-term and long-term rents



New state or county tax agreements

# Who is involved **in the conversation?**



## Neighborhoods

- Organized neighborhood groups (including HOAs, etc.)
- Individual homeowners
- Renters
- Housing advocacy groups



## Governmental

- Code Enforcement
- Planning and Zoning
- Police
- Assessor
- Finance



## Lodging

- Existing STR host groups
- Individual STR hosts
- Realtors
- Current lodging providers
- Tourism board

# The role of feedback in short-term rental planning



## Clarifying Goals

- Outlining STR marketplace
- Focusing neighbor concerns
- Explaining enforcement
- Integrating STRs into existing community vision



## Determining Tools

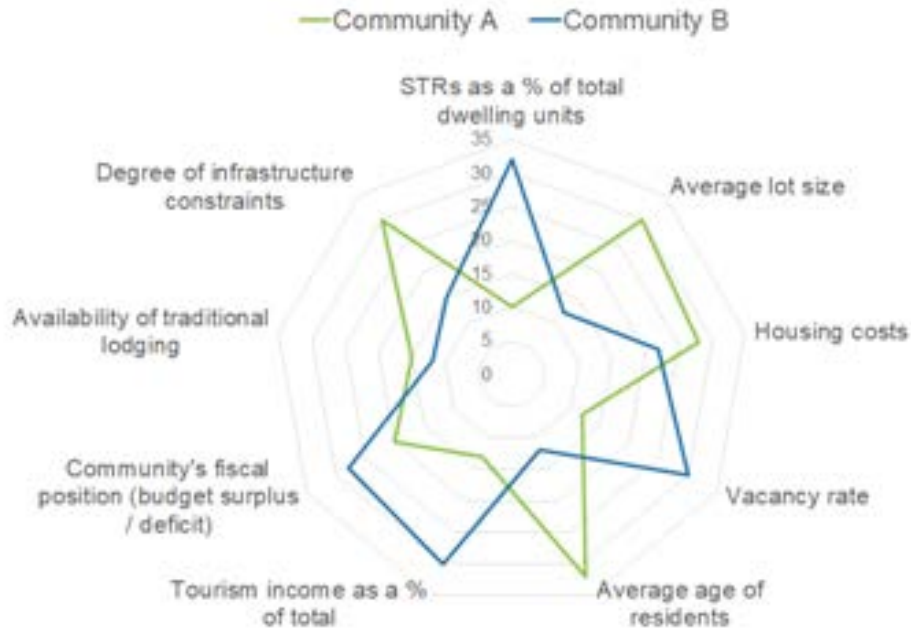
- Setting expectations for ordinance
- Setting expectations for enforcement
- Budgeting, staff, and financial implications



## Gauging Success

- Recalibrating enforcement measures
- Understanding knock-on effects
- Preparing for additional changes

# Write an ordinance for **your community**



# Communities are adopting **targeted regulations to mitigate and minimize the negative side-effects of STRs**

## Common STR Policy Objectives

## Common STR Regulations

Ensure Housing Availability



- Only allow permanent residents to operate STRs
- Disallow rentals in subsidized housing
- Set annual rental frequency limits

Neighborhood Preservation



- Set neighborhood quotas
- Ban signs

Protect Quality of Life



- Require adequate parking and garbage disposal
- Require hosts to post noise ordinance
- Require a local contact person
- Differentiate rules for hosted and non-hosted stays

Safety



Require physical safety and habitability inspections

# Clarity in the **process and decision**

Airbnb San Francisco backlash:  
thousands petition for more oversight

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- ✓ Develop a planning lens
- ✓ Involve stakeholders
- ✓ Explain expectations and limitations
- ✓ Drive the process openly
- ✓ Anticipate distractions

**Goal:** Not everyone agrees but everyone understands why

# Top short-term rental concerns for communities



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## Short-Term Rentals in Vancouver



Following multiple workshops with the City Council and Planning Commission, City staff have developed draft short-term rental regulations, which are currently available for public comment. We invite you to review the [proposed regulations](#) and [share your feedback](#) below.

### Upcoming Meetings

 **\*POSTPONED\*** Council  
Public Hearing  
July 10 2023

[More..](#)

### Draft Regulations

 [Word DOC - Draft Short-Term Rental Regulations \(VMC\)](#)

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# Short-Term Rentals

## Zoning & Licensing Project

Home / Short-term Rentals

### Short-term Rentals

**Zoning and Licensing Project**

2022 Short-term rental considerations for new zoning regulations

We're listening and want to hear from you.

Join the conversation today at [lafayette-listens.com](http://lafayette-listens.com)

[Copy link](#)

**STAY INFORMED**

Subscribe for project updates

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# Community Engagement Report

## SHORT-TERM RENTALS



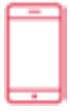
City Above the Clouds



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# Modern software and services can address all of governments short-term rental related challenges



## Mobile-Enabled Registration and Tax Collection:

Mobile/web forms and back-end systems for streamlining registration and tax collection processes and capturing required documentation, signatures and payments electronically



## Address Identification:

Automated monitoring of 50+ STR websites and online dashboard with complete address information and screenshots of all identifiable STRs in your jurisdiction



## Compliance Monitoring:

Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators (using your form letters)



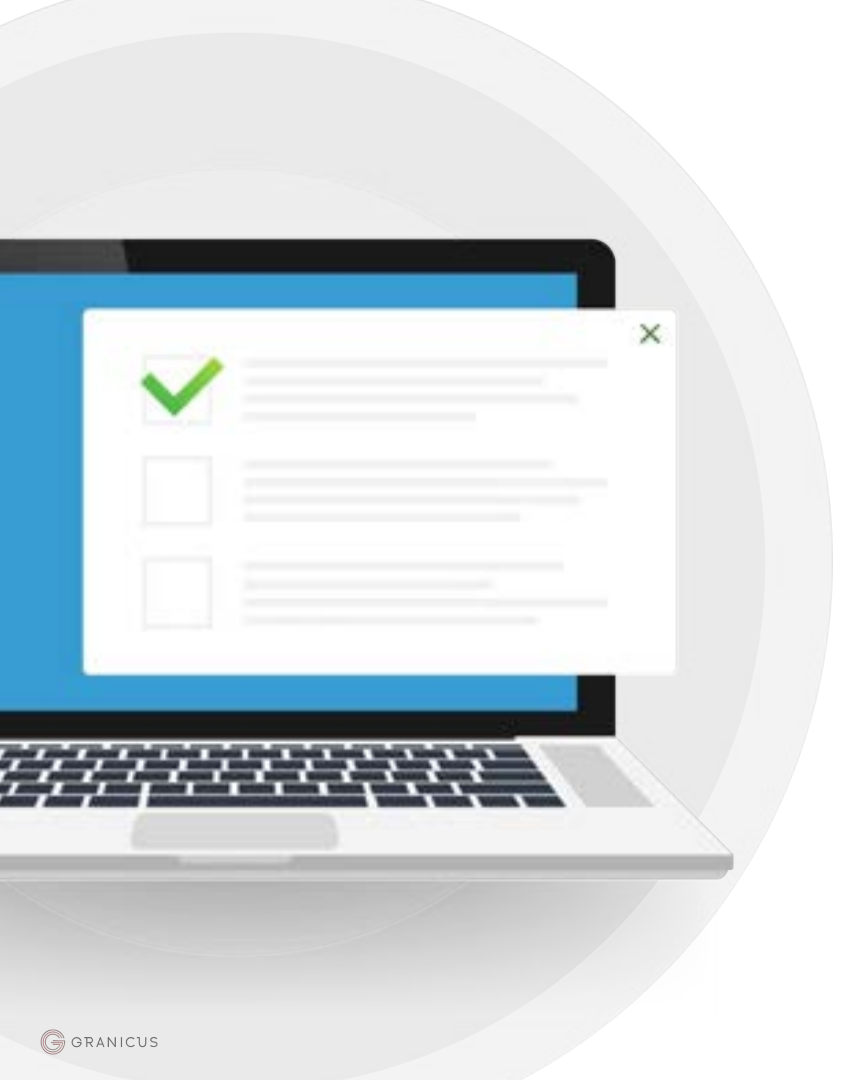
## Rental Activity Monitoring and Tax Calculation Support:

Ongoing monitoring of STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



## Dedicated Hotline:

24/7 staffed telephone hotline and online platform for neighbors to report non-emergency STR problems, submit evidence, and initiate automatic follow-up activities



**Poll: Would you like a complimentary short-term rental assessment?**

1. Yes
2. No

# Tell us how we did (and follow up)

If you'd like free information on:

- ✓ Your **compliance rate**
- ✓ How **many STRs are in your area**
- ✓ More information about **next steps for your STR program**
- ✓ How to **increase your reach** to better serve your residents.

Contact us at [granicus.com](https://www.granicus.com)

Granicus connects over 6,000 governments with the people they serve by providing the first and only civic engagement platform for the public sector.

