



Missoula, MT

How Missoula, MT Increased Rental Compliance and Resident Engagement

2x

STR growth

90%

identification rate in last
calendar year

Staff

research time
reduced by half

500+

engaged visitors

OVERVIEW

Missoula, MT's short-term rentals (STRs) were creating public policy issues. Integrating Granicus' Host Compliance tool with the city's [Engage Missoula website](#) (powered by EngagementHQ) helped increase policy enforcement and raise awareness of STR issues.

SITUATION | BIG STR HEADACHES IN BIG SKY

Despite efforts to create policies that encouraged operator self-compliance Missoula staff would routinely see 400 to 600 STRs advertised as whole-unit rentals, while only "about 100 or 110" would register with the city. As STRs rose in popularity, so too did the discussions around how these rentals were impacting housing policy.

SOLUTION | NEW SYSTEM, INCREASED ENGAGEMENT

Implementing Granicus' Host Compliance helped manage the STR market with a dashboard that provided a more functional tracking of properties and compliance, as well as detailed data. That data was reported through the Engage Missoula website (powered by EngagementHQ).

RESULTS | COMPLIANCE ON PACE WITH GROWTH

Missoula has achieved a 90% property identification rate in a market with 583 current STRs with an approach that is "very much a kind of friendly information sharing," Missoula staff use this data to both educate local STR operators and increase compliance. The issue is taking up less of Missoula's public conversation, with staff saving over half the time in pursuing property information than before implementing Granicus tools.

MUST HAVE SOLUTION

Host Compliance
EngagementHQ

“Having that additional data tool is important on both the compliance side and the policy side.”

Montana James, Deputy Director,
Community Development
Division, Community Planning,
Development & Innovation, City
of Missoula, MT