



Aligning Short-Term Rental Policy with Community Sentiment

A Guide For Government

Connecting & interacting today



Questions

Submit your
questions via the
Zoom Q&A console



govCommunity

See additional
resources and chat
after the webinar



Chat

Your peers are in
the chat. We
encourage you to
connect there!

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

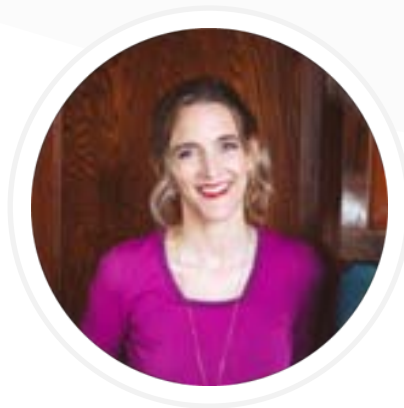
- ✓ Compliance & Monitoring Software
- ✓ Proprietary & Updated Data
- ✓ Consulting & Advising Services

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**

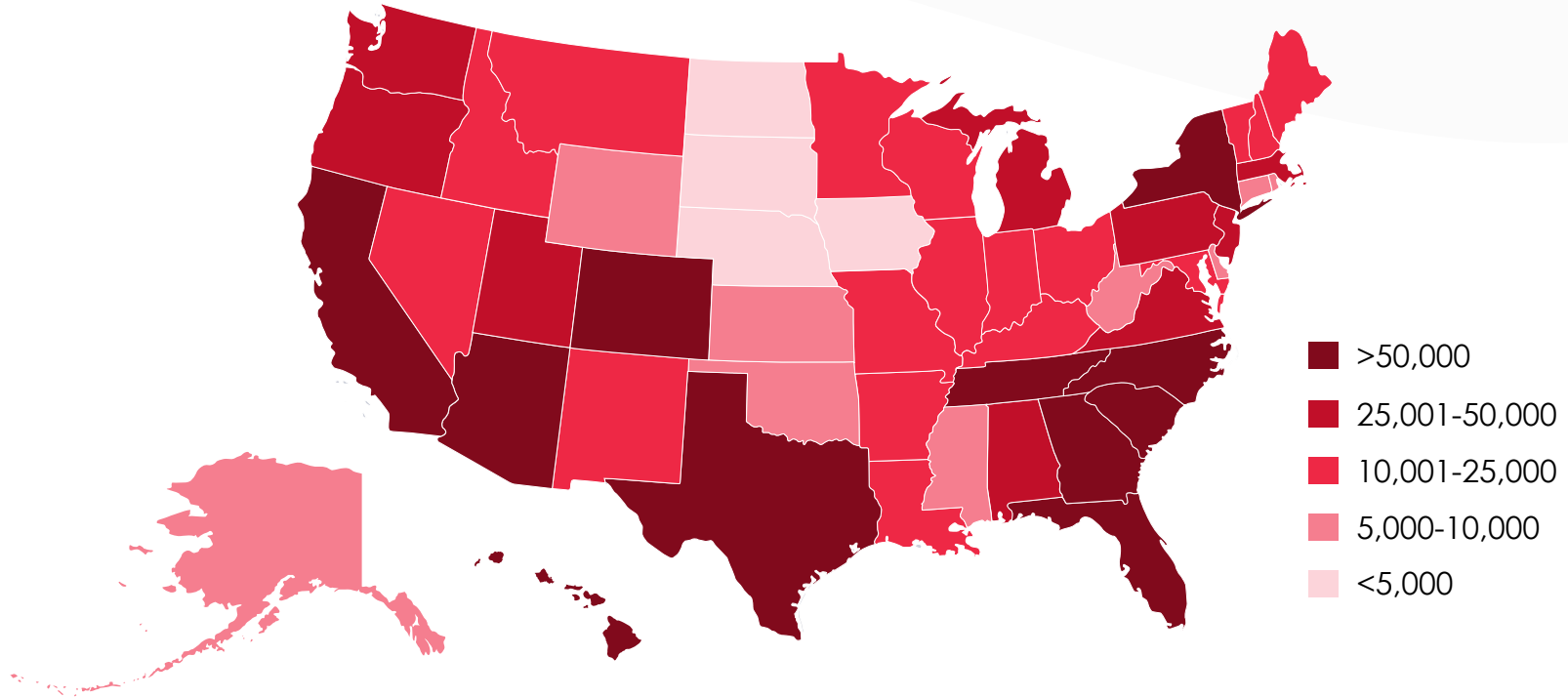
- 1 **Understanding the Short-Term Rental Market**
- 2 Commonly Held Sentiments
- 3 Effective Engagement – From Beginning to End
- 4 Translating Feedback into Policy
- 5 Case Studies
- 6 Questions and Next Steps

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
others 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**

Kristen H.
has lived in
two-story
"There are
smaller as
buying up
Like many
market for



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

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

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

Today's **agenda**

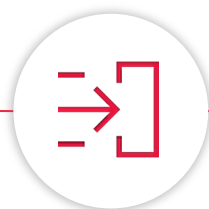
- 1 Understanding the Short-Term Rental Market
- 2 Commonly Held Sentiments
- 3 **Effective Engagement – From Beginning to End**
- 4 Translating Feedback into Policy
- 5 Case Studies
- 6 Questions and Next Steps

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!

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

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

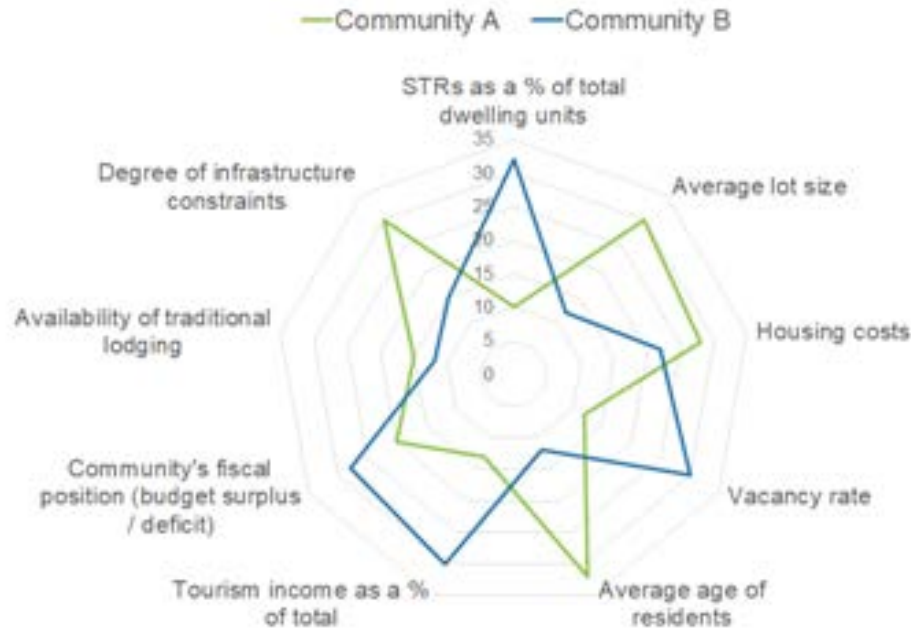
- Setting expectations for ordinance
- Setting expectations for enforcement
- Budgeting, staff, and financial implications



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**



- ✓ 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



Preservation of affordable and workforce housing



Recovery of tourism-related revenue for projects



Protecting neighborhood character



Accommodating various groups of stakeholders

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

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 \(VMC\)](#)




HomeAll ProjectsCurrent Projects

[Sign in](#) [Register](#)







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

Copy link



STAY INFORMED

Subscribe for project updates



granicus.com

27

Community Engagement Report

SHORT-TERM RENTALS



City Above the Clouds



Today's **agenda**

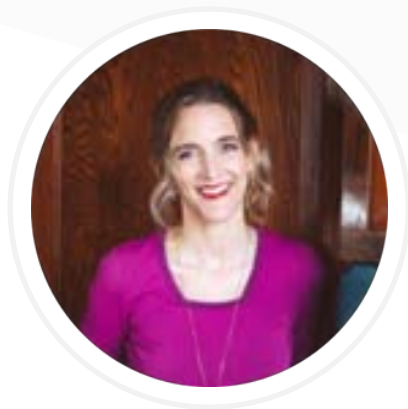
- 1 Understanding the Short-Term Rental Market
- 2 Commonly Held Sentiments
- 3 Effective Engagement – From Beginning to End
- 4 Translating Feedback into Policy
- 5 Case Studies
- 6 **Questions and Next Steps**

Questions?



Jeffrey Goodman, AICP

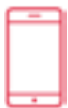
Planner, Consultant, Granicus,
Host Compliance



Michelle Stephens, AICP

Director of Sales, Granicus,
EngagementHQ

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

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

