Short-Term Rentals: What Works and What Doesn’t
Agenda

• National and L.A. County STR context

• STRs and Cities: Friends or Foes?

• Do STR Bans Work?

• Best Practices for Effectively Regulating STRs

• Best Practices for Cost-Effectively Enforcing STR Ordinances and Recover the Cost of Enforcement
AirBnb, VRBO and 100’s of other vacation rental websites have turned vacation rentals into a booming (underground) economy

![Graph showing millions of homes listed on top 4 short term rental websites from 2008 to 2015.](image)

Sources: AirBnB, HomeAway, VRBO and Flipkey
There are currently ~42,000 short-term rentals in L.A. County

Source: Host Compliance
In the South Bay Cities area, the number of STRs vary significantly by community

<table>
<thead>
<tr>
<th>Name</th>
<th>STR Listings</th>
<th>Unique STR Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carson</td>
<td>48</td>
<td>48</td>
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<tr>
<td>El Segundo</td>
<td>133</td>
<td>127</td>
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<tr>
<td>Gardena</td>
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<td>Hawthorne</td>
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<tr>
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<tr>
<td>Inglewood</td>
<td>185</td>
<td>182</td>
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<tr>
<td>Lawndale</td>
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<td>37</td>
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<tr>
<td>Lomita</td>
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<tr>
<td>Los Angeles</td>
<td>25,031</td>
<td>22,951</td>
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<tr>
<td>Manhattan Beach</td>
<td>373</td>
<td>341</td>
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<tr>
<td>Palos Verdes Estates</td>
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<td>16</td>
</tr>
<tr>
<td>Rancho Palos Verdes</td>
<td>137</td>
<td>116</td>
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<tr>
<td>Redondo Beach</td>
<td>372</td>
<td>353</td>
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<tr>
<td>Rolling Hills</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Rolling Hills Estates</td>
<td>28</td>
<td>26</td>
</tr>
<tr>
<td>Torrance</td>
<td>245</td>
<td>239</td>
</tr>
<tr>
<td>Unincorporated areas of County of LA</td>
<td>5,181</td>
<td>4,565</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32206</strong></td>
<td><strong>29357</strong></td>
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</tbody>
</table>
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Short-term rentals can drive significant economic growth.

Estimated Annual Economic Impact per STR in the City of San Diego

- Rental income: $18,037
- Additional spending: $14,127
- TOT: $1,894
- Sales Tax: $793
- City share of sales tax: $56
- Total: $34,907

Source: National University System Institute for Policy Research (October 2015)
...but increased tourist traffic from short-term renters also has the potential to alter neighborhood character while introducing new safety risks, noise issues, trash and parking problems.

Increased tourism can change neighborhood character

Visitors don't always know (or follow) local rules

Short-term renters may want to party and have less incentives to keep good neighborly relations

Increased occupancy and short-term renters’ “vacation mode” can have negative side-effects
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Defining Success

- Have the strategic objectives for the regulation been achieved?
  - What is the actual compliance rate?
  - What are the regular citizen’s perceptions of the effectiveness of the regulation and enforcement efforts?

- Have the objectives been achieved in a way that is net beneficial to the community after factoring in the full cost of compliance and enforcement?
  - What is the cost of compliance and does those cost justify the realized benefits?
  - Have the enforcement been done in the most cost-efficient and streamlined way possible?

Note: Adopted from the OECD Framework for Regulatory Policy Evaluation
The data suggest that the compliance rate in cities with STR bans is low

Santa Monica -> 1252 STRs
Santa Barbara -> 1478 STRs

Redondo Beach -> 435 STRs
West Hollywood -> 2003 STRs

Bans don’t work!
In cities with bans, the public is generally not convinced of the wisdom and effectiveness of such policies.

There’s something un-American about the vociferous prosecution of residents for what they do in their homes. Rather than update a decades old municipal code to properly recognize and regulate vacation rentals, the city has chosen to criminalize what for years has been a licensed, tax-paying practice. Enforcement will have to compete with the city’s other core priorities — police, fire, parks, libraries, public works, homeless shelters, [and] under-funded pensions.
Despite the questionable impact, experience shows that enforcing bans cost a ton of money.

**Santa Barbara Net Cost Estimate**

- ~$300,000 to pay for additional code enforcement resources
- +
- ~$150,000 in additional legal costs to prosecute STR related cases
- +
- $1,250,000 in lost TOT

=  

~$1,700,000

Source: Noozhawk.com (March 2, 2016)
Traditional/manual enforcement practices are not the most efficient or cost-effective way to address STR non-compliance

- Rental property listings are spread across 100s of different websites
- Manually monitoring 100s of properties is practically impossible as listings are constantly added, changed or removed
- Address data is hidden from listings making it time-consuming or impossible to locate the exact properties and identify owners
- Impossible to collect taxes as there is no easy way to find out how often the properties are rented and for how much
- The vacation rental platforms refuse to provide the detailed data necessary for enforcing local ordinances
- Manual compliance monitoring and complaint-based enforcement often leads to claims of selective enforcement
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Innovative cities are finding ways to mitigate the negative consequences of STRs *without* resorting to bans

<table>
<thead>
<tr>
<th>Common STR Policy Objectives</th>
<th>Best Regulatory Practices</th>
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</thead>
<tbody>
<tr>
<td>o Housing Availability</td>
<td>• Only allow permanent residents to operate STRs</td>
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<tr>
<td></td>
<td>• Disallow rentals in subsidized housing</td>
</tr>
<tr>
<td>o Neighborhood Preservation</td>
<td>• Set neighborhood quotas</td>
</tr>
<tr>
<td></td>
<td>• Ban signs</td>
</tr>
<tr>
<td>o Protect Quality of Life</td>
<td>• Require adequate parking and garbage disposal</td>
</tr>
<tr>
<td></td>
<td>• Require hosts to post noise ordinance</td>
</tr>
<tr>
<td></td>
<td>• Require a local 24/7 contact person</td>
</tr>
<tr>
<td></td>
<td>• Set up a 24/7 hotline</td>
</tr>
<tr>
<td>o Economic Development</td>
<td>• Encourage hosting in certain areas and time frames</td>
</tr>
<tr>
<td>o Safety</td>
<td>• Require fire safety and habitability inspections</td>
</tr>
</tbody>
</table>
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Software tools can eliminate costly back-office compliance monitoring and enforcement work

Commercially available STR compliance monitoring tools and services

**Address Identification Services:** Delegate the boring and repetitive detective work to a team of robots. Get an actionable list of addresses!

**Compliance Monitoring Services:** Deploy technology to automatically monitor websites for compliance and send letters to illegal short-term rental operators (using your city’s form letters)

**Rental Activity Monitoring Services:** Automatically scan STR listings for signs of rental activity to easily identify tax evasion

**Dedicated Hotline Services:** Improve responsiveness and get actionable data by setting up a 24/7 hotline for neighbors to report non-emergency STR problems
Host Compliance’s tools have proven to be very effective

Hermosa Beach, CA Case Study (1/3)

Illegal STR Listings in Hermosa Beach (blue line)

70% reduction in non-compliance in 3 months

Host Compliance Begins Project (454 STR listings)

Today (137 STR listings)
…and it is clear that the reduction in non-compliance is not driven by seasonality

Hermosa Beach, CA Case Study (2/3)

STR Listings in Newport Beach (blue line)

Newport Beach’s STR Listing count essentially flat in last 5 months
Pricing based on the number of STR listings that needs to be monitored

Example pricing for city with more than 600 STR listings

<table>
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<th>Service</th>
<th>Price</th>
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<tr>
<td>Address Identification</td>
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<tr>
<td>Address Monitoring</td>
<td>$12.00 /yr</td>
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<tr>
<td>Compliance Monitoring</td>
<td>$11.25 /yr</td>
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<tr>
<td>Rental Activity Monitoring</td>
<td>$15.00 /yr</td>
</tr>
<tr>
<td>24/7 Dedicated Hotline</td>
<td>$9.00 /yr</td>
</tr>
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</table>

TOTAL ANNUAL PRICE FOR ALL SERVICES $47.75 - 57.75/yr

Note: Host Compliance always happy to discuss alternative contract terms, contract durations and pricing structures if that would be of interest.
Annual STR permit requirements and reasonable citation levels allow cities to recoup the cost of enforcement

Best practices for recouping the cost of enforcing STR regulation

- **Set annual permit fee levels that cover the fully loaded cost of enforcing the regulation:**
  - Set the annual permit fee at 1-2x the median nightly rent in the area
  - The average annual STR permit fee in the U.S. is ~$250 (~$400 in California)

- **Make the fine levels a function of the nightly rent for the property in violation**
  - First violation: 3x nightly rental amount
  - Second violation 6x the nightly rental amount
  - Look up the City of West Hollywood’s STR ordinance for exact language

Allows cities to pass on the cost of enforcement to the STR operators so scarce city resources are not unfairly diverted away from other pressing priorities
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APPENDIX
While not perfect, Host Compliance’s error rate is less than 7% and our accuracy is constantly improving

Hermosa Beach, CA Case Study (3/3)

While not perfect, Host Compliance’s error rate is less than 7%

Total # of letters sent to illegal short-term rental host in Hermosa Beach: 180

Total # of letters sent in error: 12

Address misidentification rate: 6.7%

Processes constantly improving as we learn more!
Address Identification Dashboard Screenshot

1093
STR Properties in or near Jurisdiction

584
STR Listings in or near Jurisdiction Added Last Month

96.0%
STR Properties in or near Jurisdiction successfully identified

Listings Funnel

Listings / Week

Bedrooms / Bathrooms Breakdown
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<th>Host Compliance Property ID</th>
<th>Host Compliance Listing ID</th>
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<th>Meets STR Definition</th>
<th>Listing's First Activity Date</th>
<th>Listing Site</th>
<th>Listing Title</th>
<th>Listing URL</th>
<th>Identified Address</th>
<th>Identified Unit Number</th>
<th>Identified Jurisdiction...</th>
<th>Owner Name</th>
<th>Owner Address</th>
<th>Listing's Minimum Nights Required...</th>
<th>Listing Room Type</th>
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<th>Short-term Rental Permit Number</th>
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<td>418700...</td>
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<td>allowed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Address Match Verification Report for air10013518

Listing:
- Listing Status: Active
- Host Compliance Listing ID: air10013518
- Listing Title: Tucson Vista vacation home 468-364
- Listing URL: https://www.airbnb.com/s/vacation-rentals
- Listing Date Last Checked: Oct 01, 2016
- Screen Shot Last Captured: Oct 01, 2016
- Formatted Address: Northwoods Boulevard, Tucson, CA 85711, United States

Information Provided on Listing
- Contact Name: Adam
- Latitude: 32.1409099
- Longitude: -110.2094715
- Preferred Address: Northwoods Boulevard
- Zipcode: 85711
- Minimum Stay (in Nights): 1
- Maximum Sleeping Capacity (# of People): 10
- # Reviews: 17
- Last Verified Stay: Sep 06, 2016

Matched Address:
- Address Confidence: 95%
- Identified Address: 15244 Northwoods Blvd, Tucson, CA 85711, USA
- Recorded Owner Name: PHARAP AIRBN, ETA
- Match Verified By Verification Expert: 18FSTF2S
- Match Verification Date: Jul 23, 2016

Match Rationale
- Identified Address Within Expected Area
- Street Name Matches
- Zipcode Matches
- City Matches
- Home matches
- Photos Match

General Comments:
I used the contacts name and found him in a close match on a tax record. I loaded the address up in Google Maps and saw it matched the listing. I confirmed it further by opening a 20k listing for the address and comparing the two.

Photo Match Sources:

Photo Match Comments:
Exterior and interiors matches listing pictures
<table>
<thead>
<tr>
<th>No.</th>
<th>Id</th>
<th>Address</th>
<th>Identified / Non-Identifiable / Unidentified Listings</th>
<th>Removed Listings</th>
<th>Rental Activity Monitoring</th>
<th>Compliance Monitoring</th>
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<td>11</td>
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## Monthly Revenue Estimate

**Select Month:** Last 12 Months

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<th>Identified Unit #</th>
<th>Identified Parcel Number</th>
<th>Identification Status</th>
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<th>Month</th>
<th>Documented Number of Days</th>
<th>Effective Nightly Rate in USD</th>
<th>Minimum Rental Nights</th>
<th>Documented Number of Nights Occupied</th>
<th>Documented Gross Revenue Estimate in USD</th>
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Contact info

Please feel free to contact us anytime if you have any questions about short-term rental regulation and how to best address the associated monitoring and enforcement challenges.

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