

SHORT TERM RENTAL (STR) RULES
COMMUNICATION +
ROLLOUT PLAN

BOARD OF DIRECTORS MEETING NOVEMBER 17, 2019



TAHOE DONNER™

BACKGROUND + OVERVIEW

New STR rules were approved at the October 27, 2018 Board Meeting. Staff will move forward on an awareness and outreach campaign as well as a registration plan to hit the 900+ property owners who currently short term rent their homes.

The goal will be to get all of these current owners to register by February 28, 2019 which at that time enforcement with fines will begin. We will need to ensure the entire membership, real estate companies as well as property rental companies are additionally aware of this new policy.

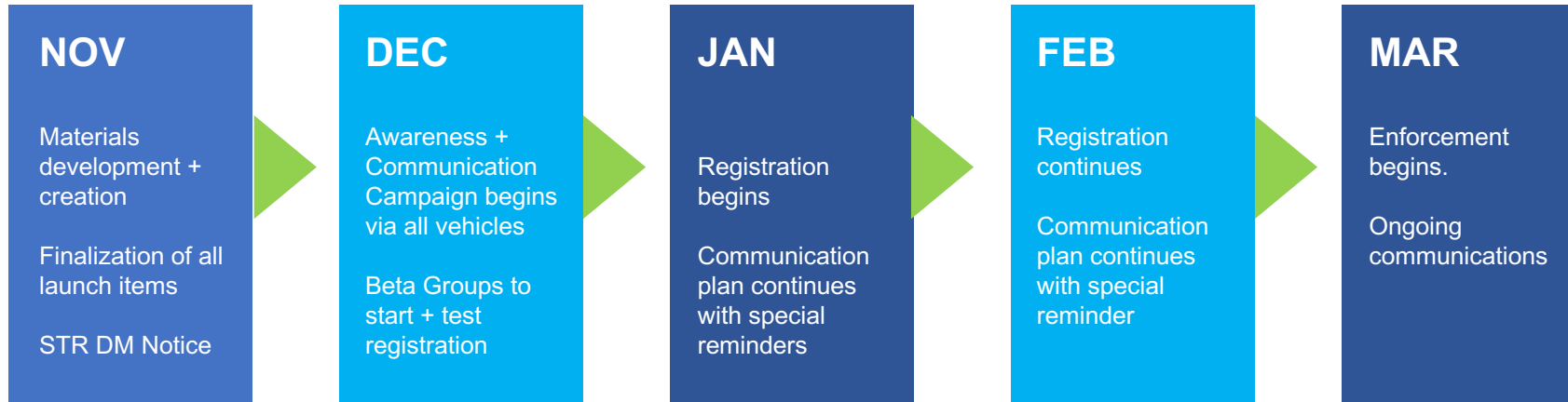
AUDIENCE

- TD Homeowners who are actively renting
- Renters + guests
- Property management companies
- Realtors
- Chamber of Commerce, Mountain Housing Council, Town of Truckee
- General membership
 - Complaint process and resolution
 - Those who are thinking of renting their home

KEY DATES—SCENARIO 01

- **November 9:** STR DM hits all members
- **November 9:** STR section on site goes live
- **November 9:** Email from GM, ND, awareness goes live
- **December 1:** Registration page live for Beta groups
- **December 2018 through February 28, 2019:**
 - Outreach awareness, education and registration campaign
- **December 2018:** Beta registration with focus group
- **January 1, 2019:** Registration opens
- **March 1, 2019:** Enforcement period begins

ROLLOUT AND INITIAL REGISTRATION TIMELINE



DETAILED TIMELINE

ACTIVITY	DATE	STATUS
DM drops	11/9	
Registration form set up on website (dev, UX, design, integration)	Nov 1 through Dec 1	Integrating online form embedded into LAMA
Development of communication assets and website pages	11/5 start through Dec 1	Cost range for print materials
Direct Mailer Drop (target)	11/9	Cost range \$4K to \$5K TBD
TD News article drops	12/1	
Webpages live	11/9	
Awareness campaign kicks off (emails, social, partners, brochure)	11/9	
Registration begins	1/1 (beta groups prior)	
Registration processing	1/1 (daily)	
Set up of enforcement process and system	11/9	
Enforcement period commences	3/1	

COMMUNICATION VEHICLES

TD TOOLS

- Magazine: monthly features
- Website: build out renting section for both members + renters
- Email: Dedicated emails, GM email & weekly blast inclusion
- Digital screens at all amenities
- Brochure for key locations and new member packets including external realtors, rental co's
- Social: Nextdoor posts
- Education roadshow with realtors + rental properties via monthly sales meetings
- Direct Mailer
- Member Services Fact Sheet

OTHER TOOLS AVAILABLE

- Short-term Rental registry data
 - Dedicated email
 - Dedicated mailer
 - Utilize as validation of TDA registration list

WEBSITE PLACEMENT / HOUSING

FOR RENTERS

COMMUNITY

- Staying in TD “Be a Good Neighbor”
 - Welcome
 - Rules
 - Resources
 - Documents

**+ ADDITIONAL OF MAIN PAGE TILES
UNDER MEMBER RESOURCE SECTION**

FOR HOME OWNERS

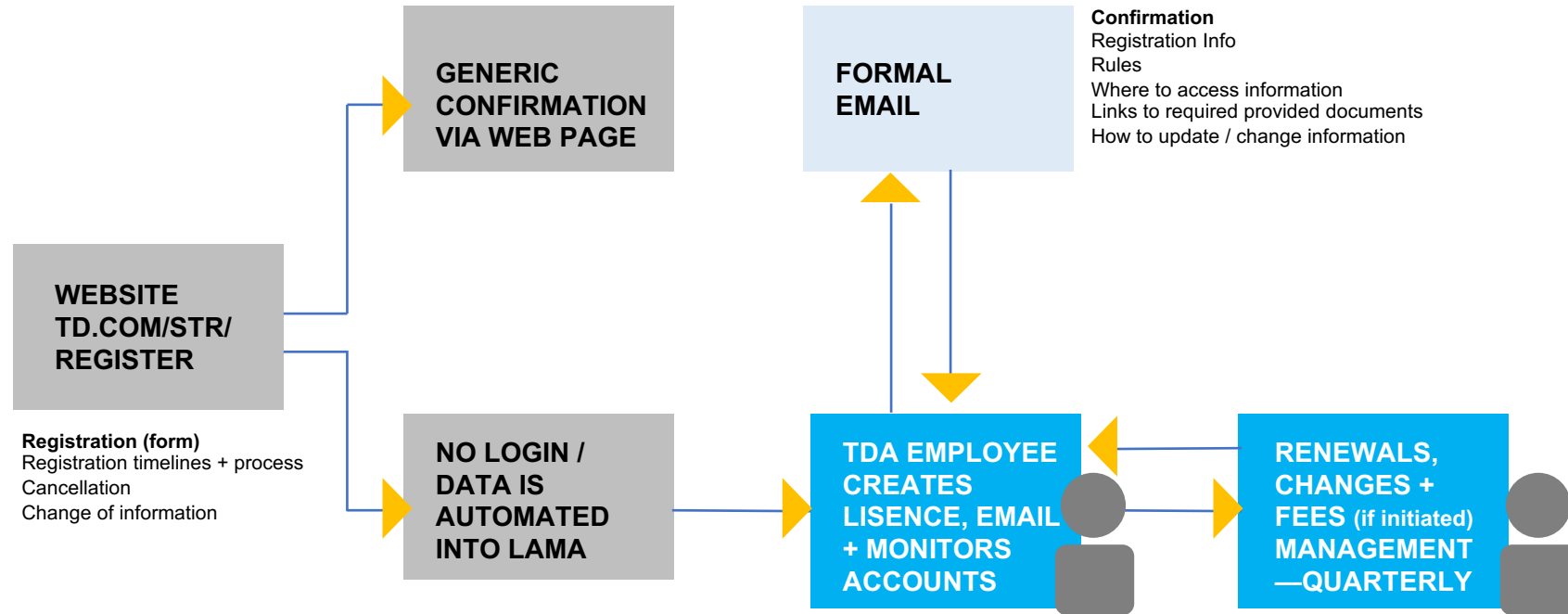
MEMBERS

- New category – Property Rental Rules
 - Short Term Rental
 - Overview
 - Rules
 - Registration
 - Enforcement
 - Complaints
 - Documents + tools
 - Long Term Rental
 - Resources & Tools

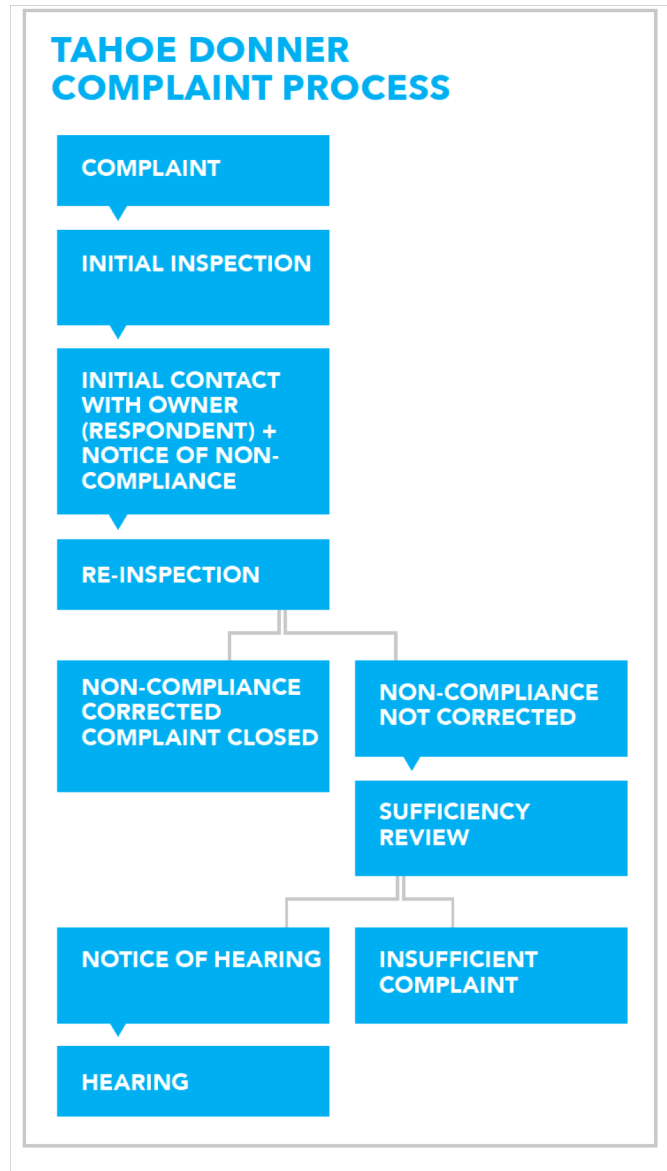
REGISTRATION PLATFORM + PROCESS

- Initial Registration Period: 2 month period ends February 28, 2019
 - Assisting 900+ members in registration requirements
- Platforms will use
 - LAMA (form will be embedded in td.com)
 - Manual Form
- Payment system will still need to be defined if fee structure is established in the future

REGISTRATION PROCESS



COMPLAINT+ENFORCEMENT PROCEDURES



- Complaint
 - Staff response to complainant within 1 hour during day business hours and within 10 rings for after-hours
 - If message is left, response via phone
 - Secondary contact will be email if provided
 - Complaint questionnaire to elucidate any additional information
 - Initiate investigation
- Initial Contact
 - Staff will contact owner of property being complained upon (respondent) via phone, followed by email
 - Detail on nature of complaint;
 - Determination of STR occurring;
 - Request for voluntary compliance
- Notice of Non-Compliance
- Sufficiency Review
- Reinspection
- Hearing
 - In the event TDA determines that a potential violation of the STR Rules or any other Association Rules as it relates to a STR, has occurred, the owner will receive Notice of Hearing
- Notice of Hearing Decision
- Right always of respondent to appeal

MANAGEMENT

Short-Term Rules

- Staff- (1) FTYE addition, Compliance Supervisor
 - Adjustment internally to achieve recommended additional staff
- Registration – through tahoedonner.com/str (embedded form linking directly to LAMA)
- Monitoring – staff function
- Enforcement –
 - 7 days a week/ business hours – staff function
 - After-hours/7 days a week (5 p.m. to 8 a.m.) – Custom outsourced call service

THANK YOU