

SHORT TERM RENTAL (STR)
“RULES + REGISTRATION”

COMMUNICATION + ROLLOUT PLAN RECOMENDATION

Board of Directors Meeting October 27, 2018



TAHOE DONNERSM

BACKGROUND + OVERVIEW

If and when the proposed STR rules are, staff will need to 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 a set target date (once timing is determined) which at that time enforcement with fines will begin. We will also need to ensure the entire membership, real estate companies as well as property rental companies are additionally aware of this new policy.

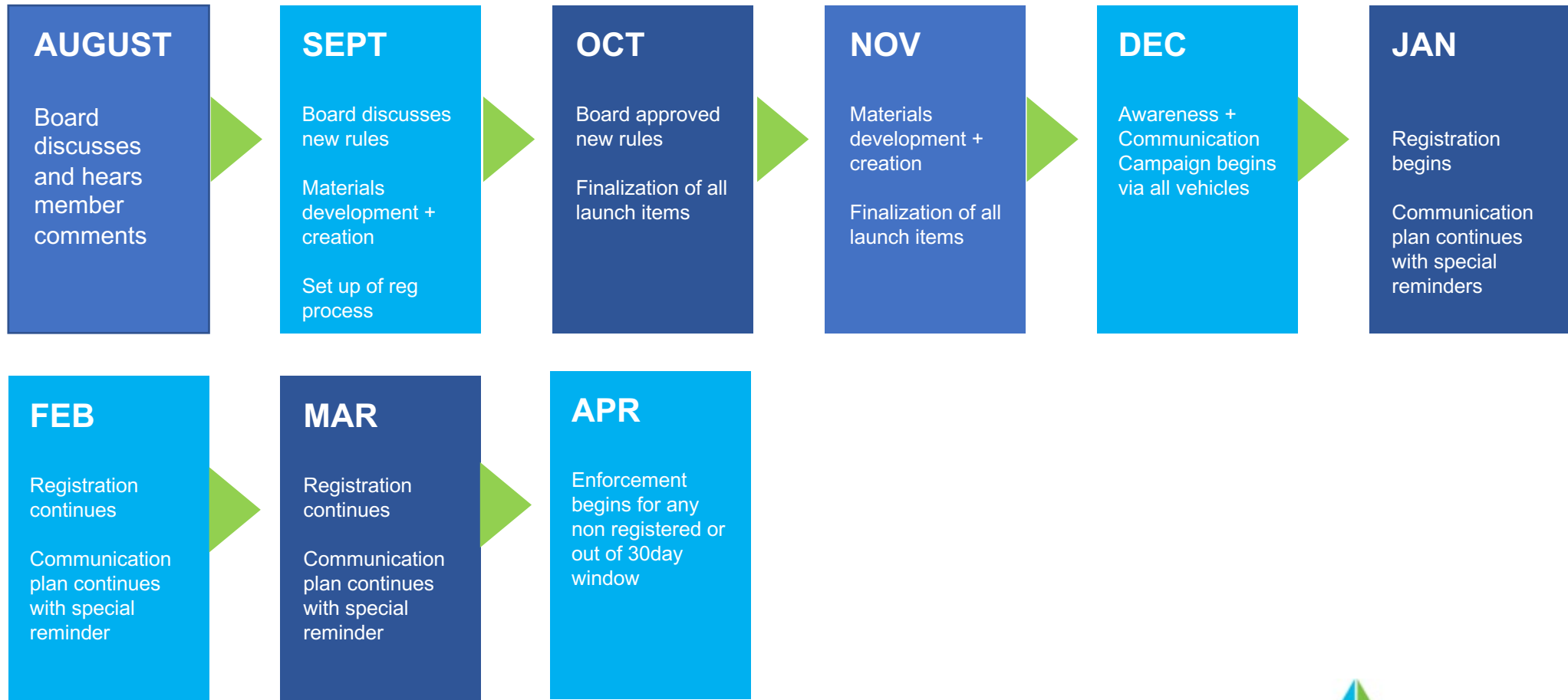
AUDIENCE

- 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

- **August 18, 2018:**
 - Board discusses STR Rule recommendations and hears member comments
 - Board sets a target date to approve rules—Sept
- **September 22, 2018:**
 - Discussion via the Board of Directors on the new Short Term Rental Rules and Enforcement Procedures
- **October 27:** Potential Approval
- **December 2018 through February 28, 2019:**
 - Outreach awareness, education and registration campaign
- **December 1, 2018:** Awareness campaign begins
- **January 1, 2019:** Registration opens
- **April 1, 2019:** Enforcement period begins

ROLLOUT AND INITIAL REGISTRATION TIMELINE



KEY DATES—SCENARIO 02

- **August 18, 2018:**
 - Board discusses STR Rule recommendations and hears member comments
 - Board sets a target date to approve rules—Sept
- **September 22, 2018:**
 - Discussion via the Board of Directors on the new Short Term Rental Rules and Enforcement Procedures
- **October 27, 2018:** Board of Directors decision for new 45-day notification period
- **November 1, 2018:** New 45 Day Notice issued
- **Mid-December:** 45-Day Notice concludes
- **December 15, 2018:** Board of Directors hears member comments
- **January 26, 2019:** Potential Approval of Proposed Rules
- **March thru May:** Awareness campaign and registration opens (March 1-May 31)
- **June 1:** Enforcement period begins

ROLLOUT AND INITIAL REGISTRATION TIMELINE



DETAILED TIMELINE

ACTIVITY	DATE	STATUS
Board Approval	TBD	
Registration form and payment set up on website (dev, UX, design, integration)	TBD	We are looking at using shop TD
Development of communication assets and website pages	TBD	
Direct Mailer Drop (target)	TBD	Cost range \$4K to \$5K TBD
TD News article drops	TBD	
Webpages live	TBD	
Awareness campaign kicks off	TBD	
Registration begins	TBD	
Registration processing	TBD	
Set up of enforcement process and system	TBD	
Enforcement period commences	TBD	

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
- Tabletop for key locations and new member packets
- Social: Nextdoor posts
- Education roadshow with realtors + rental properties via monthly sales meetings
- Direct Mailer*
- Member Services

OTHER TOOLS AVAILABLE

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

** This is an additional expense that will incur postage and printing costs.*

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

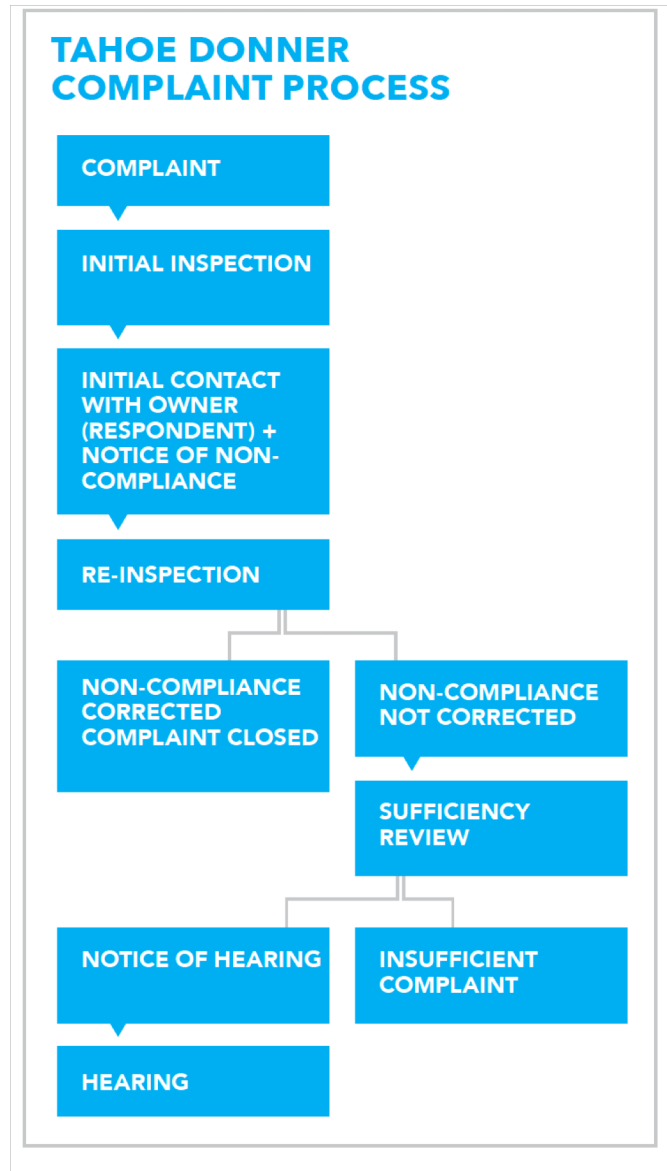
MEMBERS

- 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: 3month period dependent on approval timing
 - Assisting 900+ members in registration requirements
- Platforms will use
 - ShopTD via online form and CC / Researching subscription based plugins (for automatic annual registration renewal)
 - Manual Form and mailed check payment
- Finalization defined internal workflow to process registrations, renewals and check unregistered property owners

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

AFTER-HOURS ENFORCEMENT

- After-Hours Phone Coverage (outsource)
 - After-hours – 5 p.m. to 8 a.m.
 - 7 days a week

MANAGEMENT RECOMMENDATIONS

- Short-term rules are adopted*
 - Staff- (1) FTYE addition, Compliance Supervisor
 - Registration – through ShopTD
 - 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

* See Cost Analysis detail

- Short-term rules are not adopted
 - Staff- No additional staff needed
 - Registration – Not applicable
 - 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