



Short Term Rentals



MARIN COUNTY SHORT TERM RENTAL ORDINANCE PUBLIC OUTREACH SUMMARY

Staff has been working to update Short Term Rental regulations since Fall 2022. Below is a summary of outreach conducted to date.

LEARNING SESSIONS

To kick off the STR Ordinance Update staff hosted five, district wide STR Learning Sessions during Fall 2022. At these Learning Sessions, staff shared background on STRs in Marin, presented STR data (related to the number of STRs in the Unincorporated Areas and percentage of residential properties used as STRs by community, complaints received by the STR Hotline, rental market data), and discussed draft Guiding Principles with attendees.

The feedback and anecdotes shared informed the Guiding Principles, that in turn inform the direction of this STR Ordinance Update:

1. Prioritize housing supply and affordability, and consider regulations in light of their effects on the cost and availability of housing within individual communities.
2. Advance equity in access to economic opportunities, services and activities.
3. Recognize that Marin County has historically provided vacation opportunities to the greater Bay Area region and State.
4. Distinguish among types of STR operations and operators, e.g., hosted and whole house, single and multiple ownerships, etc.
5. Consider environmental constraints such as water and sewage capacity.
6. Develop regulations that are clear, affordable, simple, and enforceable (C.A.S.E).
7. Assure that STRs are good neighbors considering noise, parking, trash and other neighborhood quality of life concerns.

In addition to the early learning sessions where the Guiding Principles were developed, staff has continued to engage with the public using the following approaches:

- In response to feedback provided at the Learning Sessions, staff held a meeting focused entirely on the STR moratorium in January 2023. The purpose of this meeting was to discuss and take further comments on the STR moratorium and ways the County can improve communication with community members, especially when the property owner may not live in the area.
- Planning staff attended Supervisor Rodoni's Fall 2022 and Spring 2023 Office Hours, which are biannual meetings that are held throughout District 4 communities.

- Planning staff extended the offer to attend other community meetings, hosted by neighborhood groups, HOAs, or professional organizations. To date, the Dillon Beach Neighborhood Group and a self-formed group of individuals from various coastal communities have accepted this offer.
- Staff conducted and widely distributed a STR Survey to garner feedback on potential STR regulations (further discussed below).

STR SURVEY

One element of the County's efforts to solicit community input is a STR survey. It served as a way to gather feedback on potential STR regulations, including, limits on the overall number of STRs and operating requirements.

The survey period ran from March 30 through May 2, 2023. The County used both digital and paper platforms for this survey and it was made available in both English and Spanish. The digital survey was promoted extensively through County communication channels including email communications, social media posts, and media coverage (press release, KWMR and Point Reyes Light coverage). Additionally, staff posted flyers throughout the unincorporated areas of the County and publicized the survey at community meetings. The paper format of the survey was made available at all library locations.

There were a total of 2,467 responses. 1,191 of the respondents indicated that they lived in Unincorporated Marin, 828 respondents noted that they lived in a town or city in Marin, 416 respondents identified as living outside of Marin, and 32 respondents did not identify where they live.

In general, there is a high level of support for STR limits and regulations from those who live in the unincorporated areas of the County. When reviewing responses from all respondents, there is lower support for limits on the number of STRs but strong support for operating requirements that ensure STRs tenants are safe and act as good neighbors. The overall survey summary is included in Attachment 1.

PLANNING COMMISSION WORKSHOP

The Marin County Planning Commission hosted a STR workshop on June 12, 2023, as part of the outreach for this initiative. The purpose of the workshop was to provide the Planning Commission with background information on the STR Ordinance, including the project history, outreach and public engagement conducted to date; and to allow for public feedback on the direction of the proposed regulations.

Over 100 written public comments were received and shared with the Commission leading up to the June 2023 workshop. At the workshop, over 40 members of the public shared their feelings about STRs and potential regulations.

The Planning commission received the feedback, asked questions of staff, and requested additional information for consideration at future meetings.

ADDITIONAL OUTREACH AFTER JUNE 12, 2023

- In June and July of 2023, staff conducted Facilitated Group Discussions with respondents to the survey who indicated that they would like to participate in additional conversations

on this topic. Three diverse groups of residents from all parts of Marin met to discuss their experiences with STRs in their communities (as neighbors, as current or former STR operators, etc.).

Staff attempted to meet with a Spanish-speaking group as part of this work, but there was not sufficient interest. In response, in August 2023, staff presented to the West Marin Collaborative – a forum for community-based organizations serving the area to meet and exchange ideas to better serve the West Marin community – and extended the offer to continue to meet with any groups or individuals that they serve who may be impacted by STR regulations. We commit to continual improvement with all populations and will continue to bridge the gaps between English and Spanish speaking populations.

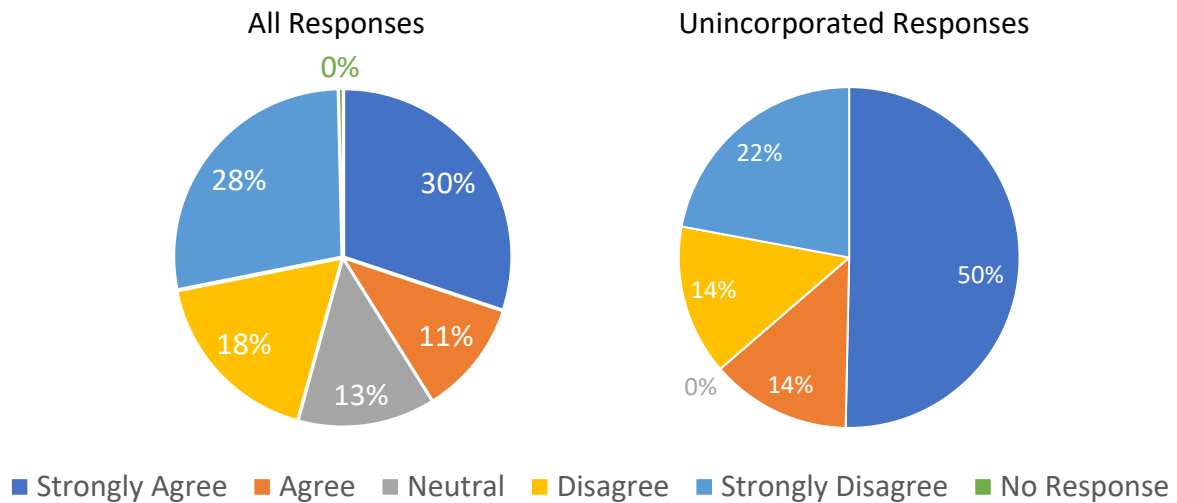
- Staff discussed proposed regulations with Supervisor Rodoni during his monthly radio show on KWMR on September 6, 2023.
- Staff presented STR background information, and a high-level summary of proposed regulations to the Bolinas Civic Group at the beginning of September 2023.
- Staff discussed proposed regulations with Megan Goldsby from KCBS, which aired September 20, 2023.
- Staff discussed proposed regulations with Jeffrey Manson on KWMR, which aired September 28, 2023.
- Staff met with the East Shore Planning Group at the end of September 2023 to answer any questions related to the proposed STR standards.
- Staff met with the Point Reyes Village Association in October to answer questions related to the proposed STR standards.

We continue to extend the offer to discuss STRs with any interested parties.

ATTACHMENT

Attachment 1 – Short Term Rental Survey Results Summary

1. There should be a limit on the number of Short Term Rentals allowed in the unincorporated areas of the County.



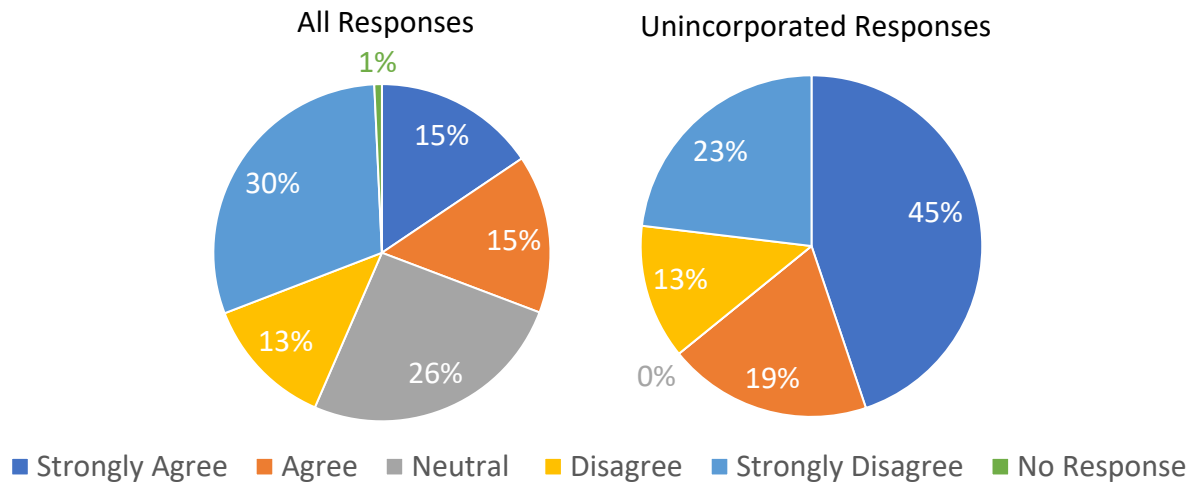
1

1. There should be a limit on the number of Short Term Rentals allowed in the unincorporated areas of the County.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	41%	64%
Strongly Disagree or Disagree	45%	36%
Neutral or No Response	14%	0%

2

2. The County should establish different regulations for hosted Short Term Rentals (where the primary occupant stays onsite while the property is rented) and those that operate whole house Short Term Rentals (where no host is on site).



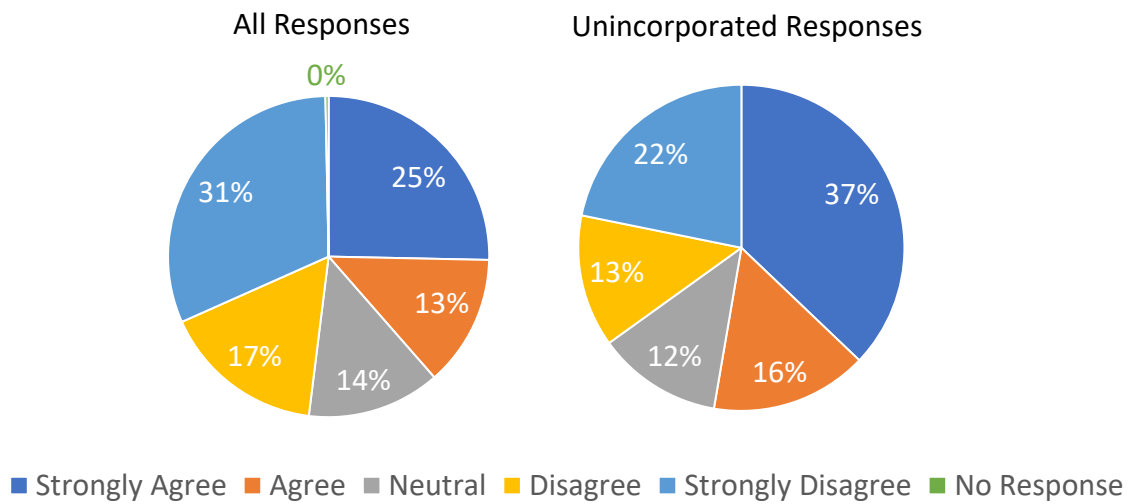
3

2. The County should establish different regulations for hosted Short Term Rentals (where the primary occupant stays onsite while the property is rented) and those that operate whole house Short Term Rentals (where no host is on site).

	All Responses	Unincorporated Responses
Strongly Agree or Agree	30%	64%
Strongly Disagree or Disagree	43%	36%
Neutral or No Response	27%	0%

4

3. Short Term Rental owners should only be allowed to operate one Short Term Rental.



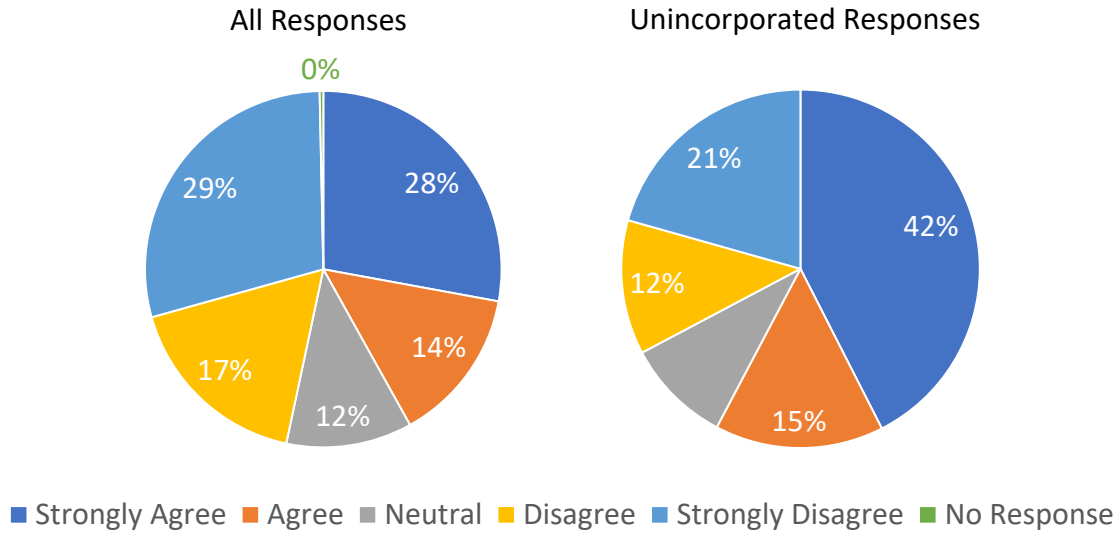
5

3. Short Term Rental owners should only be allowed to operate one Short Term Rental.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	38%	53%
Strongly Disagree or Disagree	48%	35%
Neutral or No Response	14%	12%

6

4. There should be a limit on the number of Short Term Rentals by community.



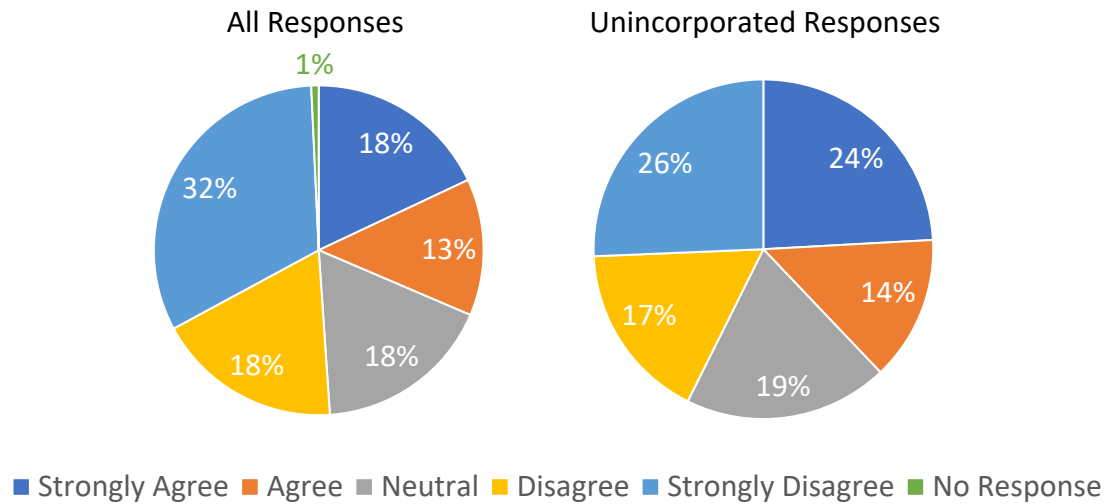
7

4. There should be a limit on the number of Short Term Rentals by community.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	42%	57%
Strongly Disagree or Disagree	46%	33%
Neutral or No Response	12%	10%

8

5. The County should require a local property manager or vacation rental company to manage whole house Short Term Rentals.



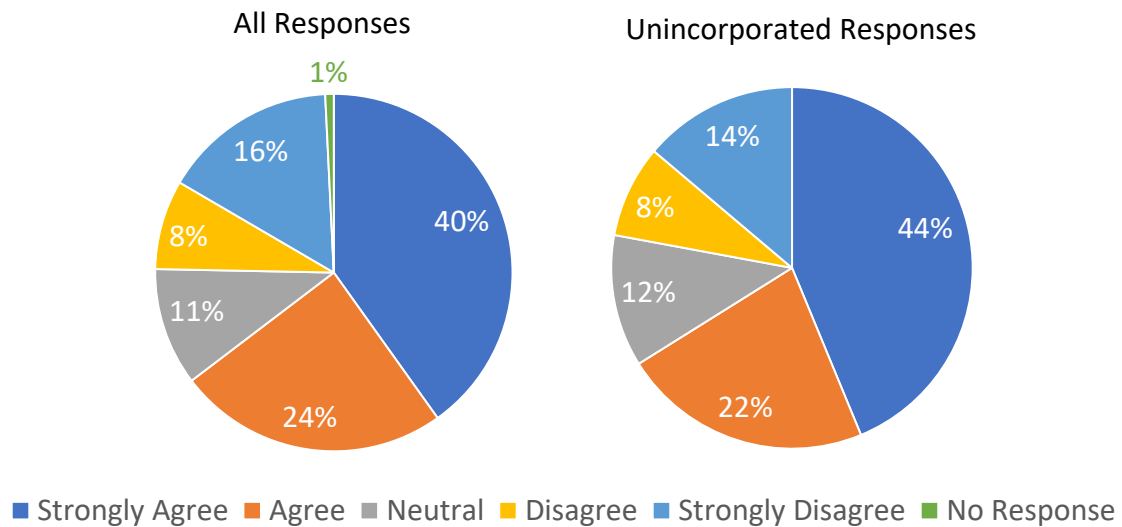
9

5. The County should require a local property manager or vacation rental company to manage whole house Short Term Rentals.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	31%	38%
Strongly Disagree or Disagree	50%	43%
Neutral or No Response	19%	19%

10

6. Short Term Rental owners should have to show that their property meets basic building safety standards.



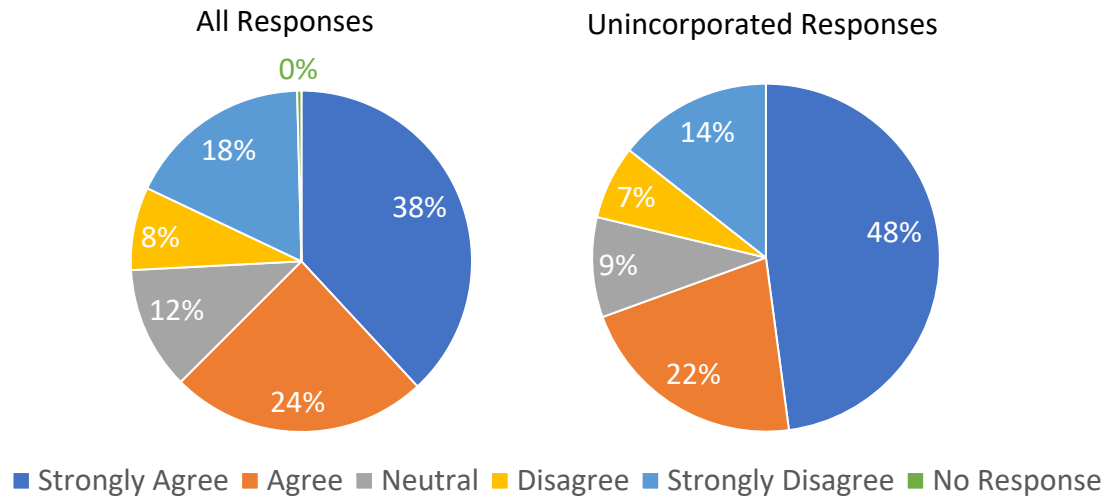
11

6. Short Term Rental owners should have to show that their property meets basic building safety standards.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	64%	66%
Strongly Disagree or Disagree	24%	22%
Neutral or No Response	12%	12%

12

7. Short Term Rental owners should have to show that their property meets basic septic system standards.



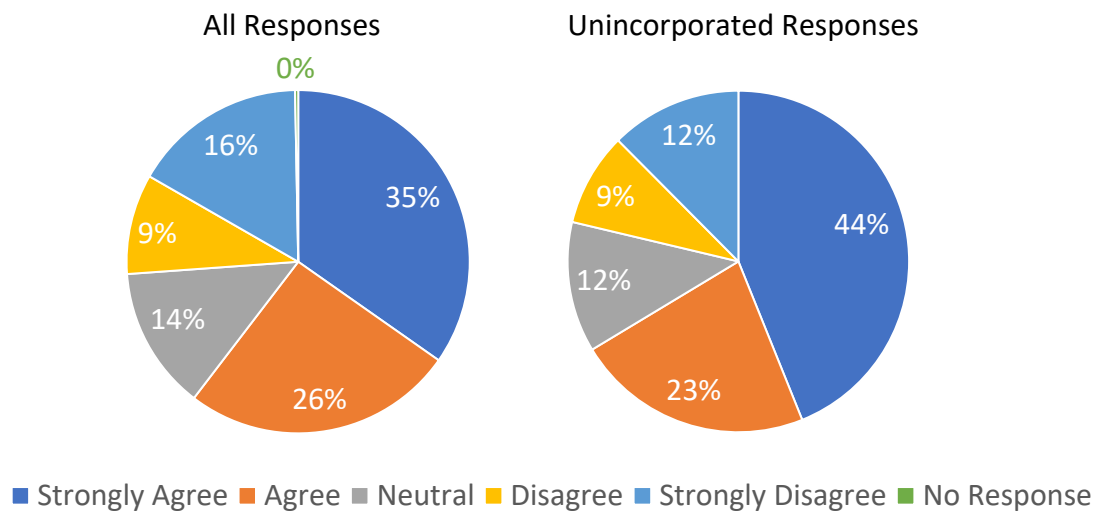
13

7. Short Term Rental owners should have to show that their property meets basic septic system standards.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	62%	70%
Strongly Disagree or Disagree	26%	21%
Neutral or No Response	12%	9%

14

8. Short Term Rental owners should have to show that their property has enough onsite parking.



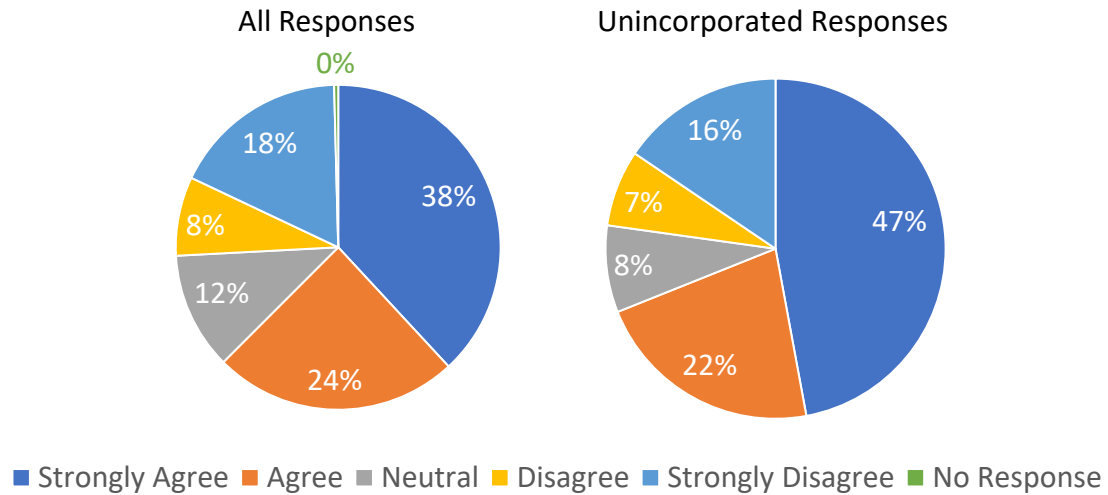
15

8. Short Term Rental owners should have to show that their property has enough onsite parking.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	61%	67%
Strongly Disagree or Disagree	25%	21%
Neutral or No Response	14%	12%

16

9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.



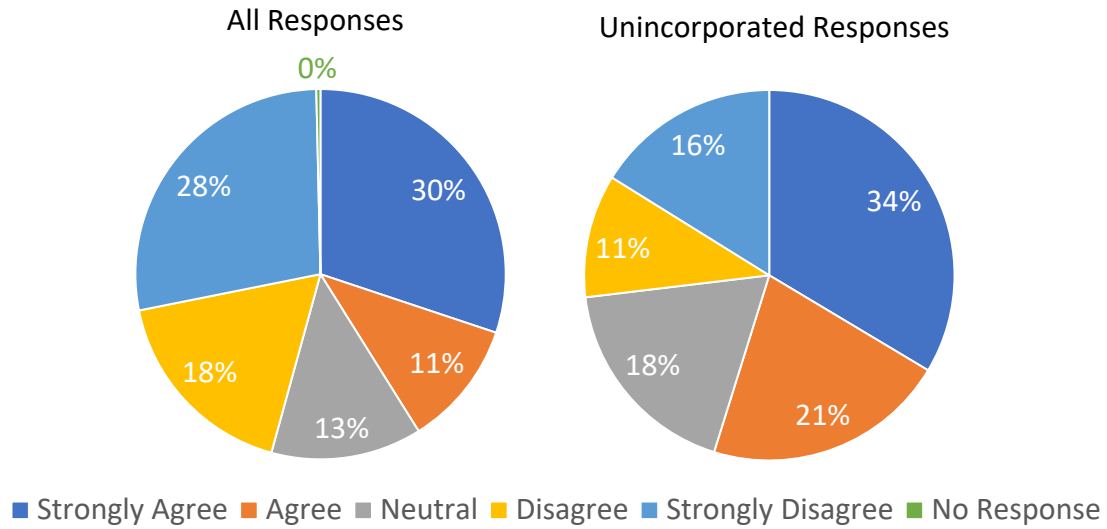
17

9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	62%	69%
Strongly Disagree or Disagree	26%	23%
Neutral or No Response	12%	8%

18

10. Short Term Rental owners should have to show that their property has enclosed trash storage.



19

10. Short Term Rental owners should have to show that their property has enclosed trash storage.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	41%	55%
Strongly Disagree or Disagree	46%	27%
Neutral or No Response	13%	18%

20