

# MARIN COUNTY SHORT TERM RENTAL (STR) – WEST MARIN MORATORIUM DISCUSSION



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[marincounty.org/STR](http://marincounty.org/STR)

**January 25, 2023**

# AGENDA

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**6:00-6:05 Introduction**

**6:05-6:20 Short Term Rental (STR) Moratorium Background**

**6:20-6:55 Public Feedback on the Moratorium\***

**6:55-7:00 Next Steps and Conclusion**

\*We will extend this time to allow all attendees a time to speak, if needed. Comments should be limited to two minutes and each attendee will be given one opportunity to speak.



# GROUND RULES

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- Please be respectful
- We may have many speakers tonight, comments will be limited to two minutes apiece so that all can share their thoughts
- If there is more time after everyone has had a chance to speak, you may share again
- Feel free to use the chat at any time
- This is a time for County staff to listen, recognize we may not respond to all comments/questions; at the end of the meeting we will identify any follow up actions

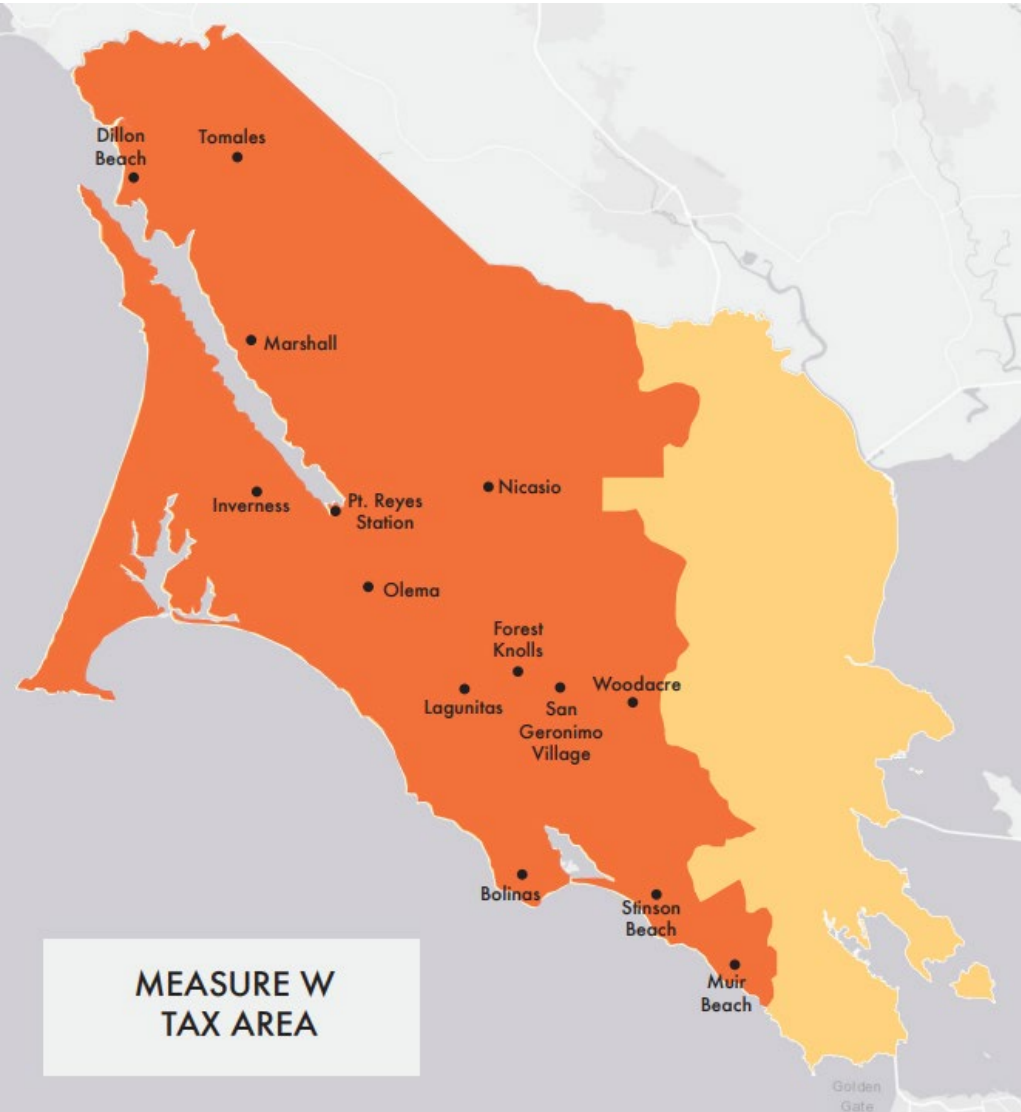


# MEETING GOALS

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- Present background on the STR Moratorium in West Marin
- Receive comments on the STR Moratorium in West Marin
- Share next steps for the STR Ordinance Update





Community Development Agency  
Marin County Short Term Rental Regulations  
[marincounty.org/str](http://marincounty.org/str)



# STR MORATORIUM BACKGROUND

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- Marin County Board of Supervisors first adopted STR regulations in 2018, establishing operating requirements and reinforcing the long-standing Transient Occupancy Tax (TOT) and Business License ordinances.
- Also in 2018, West Marin voters approved a 4% TOT increase, known as Measure W, which increased TOT to 14%. Half of this increase (2%) is allocated for fire and emergency services, while the other half is allocated for community housing.
- With housing supply, community workforce, and public safety as motivators, the Board adopted a 45-day moratorium on May 24, 2022
- The Board extended the moratorium for up to two years on June 21, 2022, expiring May 23, 2024
- Prior to STR Moratorium staff complied with public noticing requirements & conducted the following outreach:
  - Advertisements of Board Meetings were placed in the Marin IJ in conformance with State Law.
  - Press releases announcing the moratorium
  - Stories were written in local media including the Marin IJ, Point Reyes Light, SF Chronicle, and KQED.
  - Radio stories and interviews on the subject on KWMR and KQED
  - Notifications sent to compliant and non-compliant STR operators
- There are over 600 residential STRs that can legally operate in West Marin.



# DEPARTMENT OF FINANCE – TAX COLLECTOR

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- [TRANSIENT OCCUPANCY TAX ordinance](#) – Finance/Tax Collector
  - Adopted in 1966
  - Operator certificate of registration required
  - Monthly tax returns required to remain in “current operator” status
  - Exclusive use of online platforms does not exempt local operator
- [BUSINESS LICENSE TAX ordinance](#) – Finance/Tax Collector
  - Adopted in 1992
  - Required for all rentals
  - Must renew annually
- [SHORT TERM RENTAL ORDINANCES](#) – Community Development Agency
  - Address community impacts, land use, public safety, environment...
  - [Chapter 5.41 NOTICE OF SHORT-TERM RENTALS](#)
    - ✓ “Good neighbor” policy: exterior signage or written notification to neighbors within 300 feet of property lines
    - ✓ Tax Collector issues exterior signage upon receipt of Affidavit of Public Notification



# DEPARTMENT OF FINANCE – TAX COLLECTOR

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Immediately following the STR Moratorium announcement on May 5, 2022, the Tax Collector conducted the following outreach:

## OUTREACH:

- Notified 1200 STR operators via mail, email, press release and phone:
  - **Current registered & licensed** operators of long-term & short-term rentals
  - **Delinquent registered & licensed** STR operators who had not recently reported Transient Occupancy Tax (TOT)
  - **Non-compliant** STR operators identified through service provider
  - STR operators with **expired Business License**

## OUTCOMES:

- New operators enrolled May 5<sup>th</sup>- May 24<sup>th</sup>
  - Business Licenses: 152
    - 118 West Marin
    - 34 East Marin
  - Transient Occupancy Tax Certificates: 165
    - 144 West Marin





# COMMUNITY FEEDBACK TO DATE

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- Feedback provided to date has shown both support for and against the STR Moratorium in West Marin.
  - Pros:
    - STRs adversely impact available housing for community members, especially long-term renters
    - STRs adversely impact resident community (community is out of balance with STRs)
    - STRs adversely impact the local workforce (for example, school, emergency response, and agricultural industries staffing)
  - Cons:
    - STRs allow folks to own or stay in their homes
    - STRs provide economic benefits to the County (TOT, support local economy, employ local service providers)
    - STRs do not impact neighbors in communities with the highest concentration of STRs because they are already vacation destinations and/or “second home” communities
    - STRs provide access to West Marin (parks, beaches, trails, mariculture, agriculture, etc.)



# NEXT STEPS

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- Moratorium will expire May 23, 2024, or would be lifted when new STR regulations are adopted by Board and approved by Coastal Commission as part of the STR Ordinance Update.
- County will seek feedback on regulation considerations including but not limited to operating requirements, emergency preparedness, exceptions, and enforcement.



# Questions?

**Visit [www.marincounty.org/str](http://www.marincounty.org/str) or send us an email at [STR@marincounty.org](mailto:STR@marincounty.org)**



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