

## PUBLIC ENGAGEMENT STRATEGY

### Licensing Short Term Rental Accommodations

Three distinct elements are to be considered for short term rental activities in the City of Hamilton, each requiring public notice or public consultation drawn from separate statutory authority

- Zoning changes (*Planning Act*)
- Short term rental tax (*Municipal Act*)
- Licensing (City of Hamilton Procedural By-law)

The public engagement process for Licensing Short Term Rentals focuses on public consultation for a proposed registration and licensing of this activity and does complete/replace the *Planning Act* and *Municipal Act* statutory notice/hearing requirements for zoning or municipal tax changes.

#### **Goal:**

To seek public opinion regarding regulations proposed in Staff Report PED17203 Licensing Short Term Rentals (STR) so the City may select the best pathway forward to regulate STR.

#### **Objectives:**

Obtain feedback and public opinion for a recommended approach to Council for the City of Hamilton that:

- enables supplement income for residents, economic development and tourism;
- considers new rules for the new technology (on-line platforms);
- provides accountability for homeowners using their primary residence for STR;
- balances the line of shared economy in a residential area versus a commercial activity and long term rental market;
- minimize potential negative impact on supply of affordable rental housing; and,
- promotes public safety, nuisance and consumer protection.

#### **Proposed Licensing Regulations for Hamilton:**

The proposed licensing scheme in staff Report PED17203 regulates STR uses that are permitted in Residential and Mixed Zones.

#### Short Term Rental Host Operator Licence

Residents (commercial operators prohibited) that rent their principle residence home (secondary suites included) for no more than 14 consecutive days shall:

- Identify companies used to advertise listing;
- Identify type of building and/or portion thereof;
- Include City licence number in all advertisements;
- Provide emergency contact information of host by e-mail or phone 24/7;
- Self-certification to comply and follow all Municipal, Provincial and Federal laws;
- Provide documentation that the home is their principle residence;
- Provide a certificate of compliance under Property Standards By-law;
- All secondary suites must undergo fire inspection;
- Undertake Health inspection if food is served; and,
- Facilitate City inspection within 7 days of request.

### Short Term Rental Company Licence

Any Company that facilitates the listing, booking, or payment for a STR shall:

- Require all listings advertised display the host operator licence;
- Remove all STR in contravention of any Municipal, Provincial or Federal laws; and,
- Disclose anonymized information to facilitate City surveys of housing and tourism trends.

### Concepts for Consideration

- Principal residence;
- Operators presence;
- Type of dwelling (apt, house, condo, etc.);
- Scope of rental – entire home or portion;
- Limit time period or tenure of rental;
- Limit number of rentals;
- Limit number of guests per bedroom; and,
- Limit number of concurrent bookings.

### Fees

Based on costs of administering and enforcing the regulations.

### **Developing the Public Engagement Strategy:**

1. Identify activities and tasks needed;
2. Identify resources for each task, if known;
3. Estimate how long it will take to complete each task;
4. Consider resource constraints, or how much time each resource can realistically be devoted;
5. Determine which tasks are dependent on other tasks, and develop critical path; and,
6. Develop schedule or timeline of all the tasks and estimates.

**Action Plan:**

1. Obtain data about short term rentals in the City:
  - Total number of short term rentals;
  - annual economic activity generated;
  - amount of income earned;
  - percentage of hosts sharing entire or portion of dwelling unit;
  - geographic distribution of listing in the City of Hamilton;
  - numbers of days typical listing is rented;
  - number of guests visited annually;
  - average number of guests per rental; and,
  - average number of days per stay.
2. Compile statistics of calls for service from Police and Municipal Law Enforcement (MLE) relating to STR (nuisance, noise, yard maintenance, zoning).
3. Research and Identify the numerous stakeholders:
  - On-line platforms;
  - Community or residents associations in the City of Hamilton;
  - Housing and anti-poverty groups focused on issues related to affordable housing;
  - Hotel, motel and BnB associations;
  - Hotel, motel and BnBs within the City of Hamilton;
  - Business Improvement Areas (BIAs);
  - Chamber of Commerce;
  - Tourism;
  - Industry and experts;
  - Condominium corporations/associations;
  - Real Estate associations;
  - Rental housing committees/associations; and,
  - STR providers/users.
4. Determine when/if Qualitative and or quantitative research required
5. Determine Public Engagement techniques:
  - On-line survey;
  - Stakeholders consultation;
  - Open Public Consultation;
  - Social media (City Website); and,
  - Workshops (contingent on research results).

6. Identify resources to complete tasks
  - a. Licensing, MLE staff; and,
  - b. Communications.

7. Communication plan

Communication staff to consult/prepare/deliver work plan for 90 day roll out comprised of:

- City Website for, notices, Q&A, Updates, etc.;
- On-line survey;
- Marketing scheme to achieve maximum participation for on-line survey;
  - Media release;
  - Newspaper ads;
  - Video;
  - Marketing roadshow (i.e. tent cards, outreach to community centres);
  - Social media;
  - eNet;
  - Direct marketing (i.e. identified problem areas, on-street);
- Stakeholder meeting; and,
- Public meeting (subject to survey results).

**Research:**

- Authorities;
- Legislation;
- best practices in other jurisdictions;
- data; and,
- case law.

**Critical Path:**

\$3-5k of the current operating budget has been set aside for marketing budget. 90 day roll out commencing July 2018 to:

- capture 'Supercrawl' event;
- include stakeholder meeting;
- open public meeting (if necessary); and,
- workshops (if required).

**Evaluation:**

Analyze data; stakeholder and public comments; evaluate and measure final results with proposed licensing scheme to determine if the Action Plan met the goals and objectives for a report to Council in Q1 2019.