

## LICENSING SHORT TERM RENTALS ON-LINE SURVEY

Prepared by: Sheena DeBoer

### EXECUTIVE SUMMARY

The City of Hamilton launched a public engagement process for an effective and appropriate strategy to deal with the growing industry of Short Term Rentals (STR) within the community. The goal was to seek as much public opinion and obtain feedback for a recommended approach to City Council to select the best pathway forward that continues to help tourism, pushes economic development and provides accountability to the community. (See Public Engagement Strategy attached as Schedule A).

The Public Engagement Strategy focused in part on the medium of an on-line survey to obtain public opinion for the proposed registration and licensing of STR. The survey was accessible from the City of Hamilton's website and took place from September 7<sup>th</sup>, 2018 to December 7<sup>th</sup>, 2018. A total of 15 questions were asked adopting key principles from the City of Toronto STR licensing scheme (Survey Questions attached as Schedule B).

A communication plan to promote the on-line survey (Attached as Schedule C) launched multiple media and marketing tactics, including:

- Media Releases
- Ads in Newspapers & Weather Network
- City of Hamilton website, eNet (Hero Banner)
- Social Media
- Posters & Reminder Cards – Municipal Centres, Community Centres, Libraries, Arenas and various Municipal Offices.
- Bylaw Staff marketing 7 identified Hot spots, Supercrawl Festival & Pop-Up Patios
- 250-word story – for Councillors to use in newsletters
- Notices and promotion material available to identified stakeholders, including Community Groups (i.e. Chamber of Commerce, BIA's)

This report details the results of the public survey expressed the opinion of **1681 participants**, mostly residents in the City of Hamilton.

*Anomaly detection - analysis of the data identified unexpected change within the data patterns of less than 1% to the information collected.*

## SUMMARY OF SURVEY RESULTS

### WHO WE HEARD FROM

A total of **1681** participated in the Short-term Rental Survey. Responses were distributed across the tenure of their housing, age and the areas in which they reside in.

**93%** of the participants resided in Hamilton.

Tenure of Housing

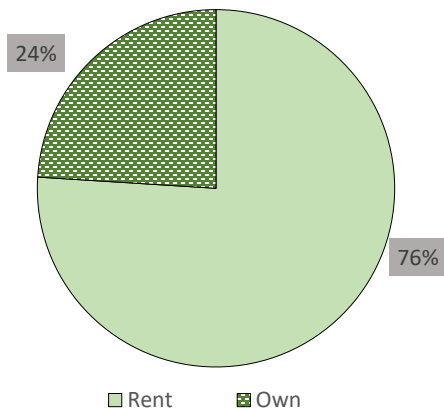


Table 1.1

Age of Participant

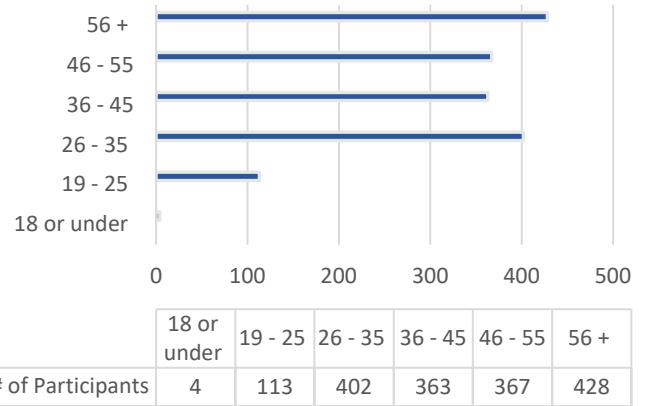


Table 1.2

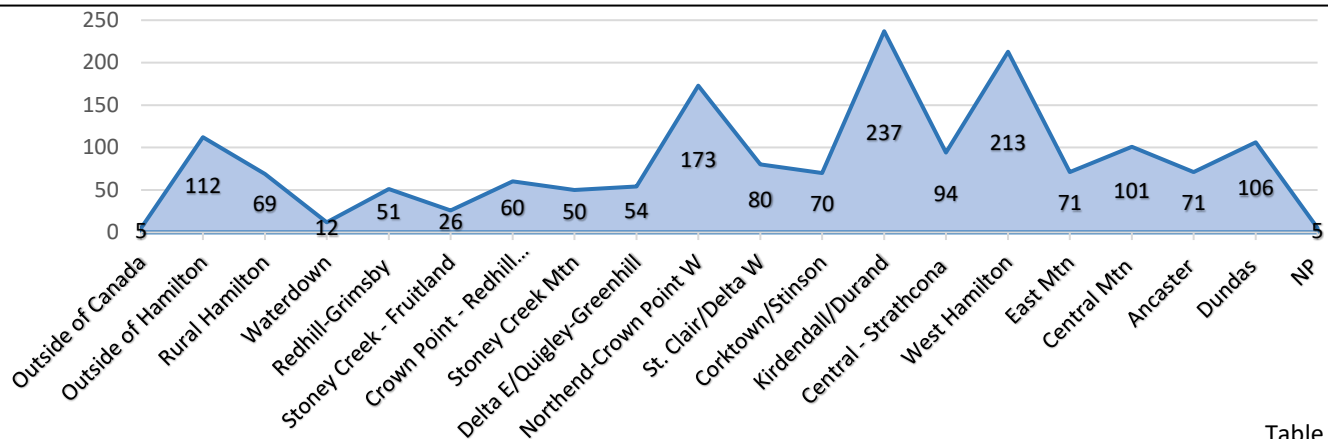


Table 1.3

## PUBLIC OPINION

Affordable rental housing must be maintained and protected

Exactly three-quarters of the participants believe that short-term rentals should be allowed in Hamilton. Questions regarding the availability of long-term housing rentals, tourism, income, safety, noise and property shared varying responses but a common approval of short-term rentals, as seen in Table 2.1 and 2.2.

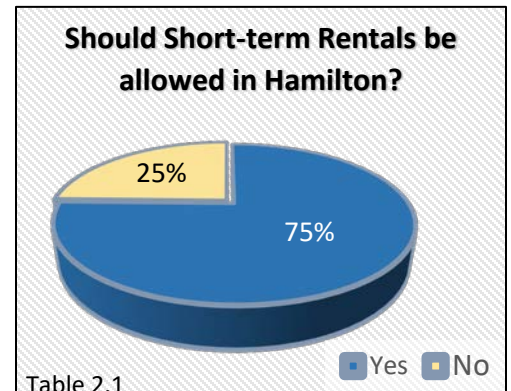
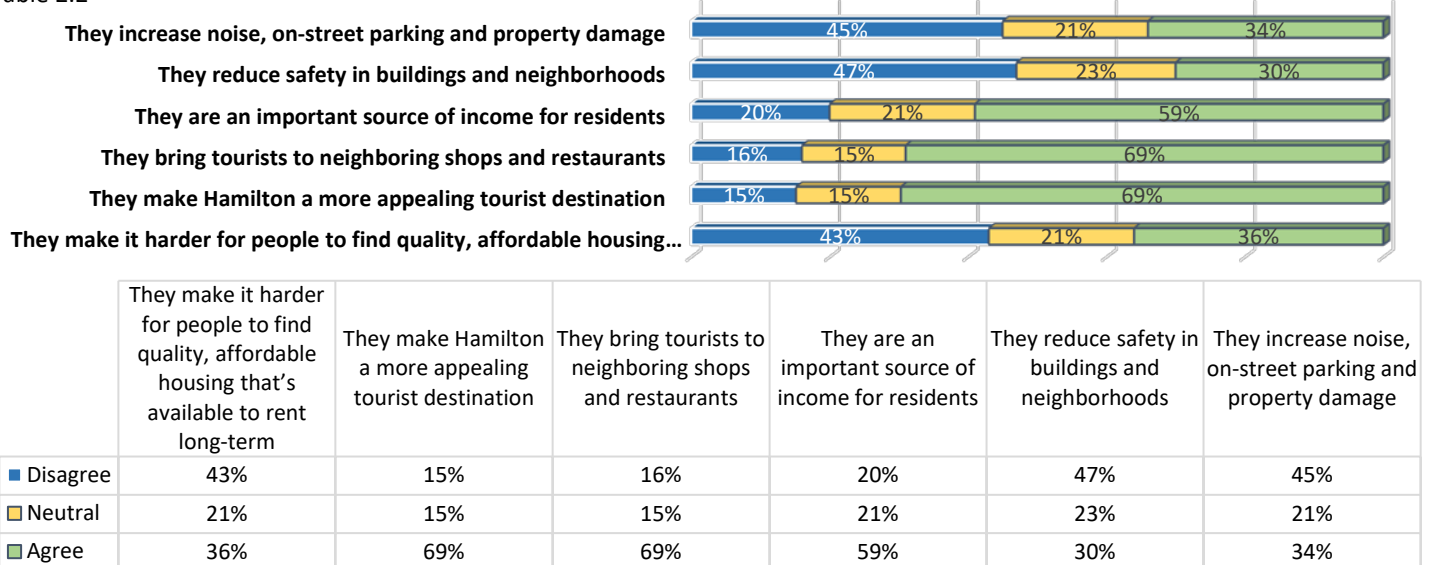


Table 2.2



## PRIORITIZING CITY OBJECTIVES

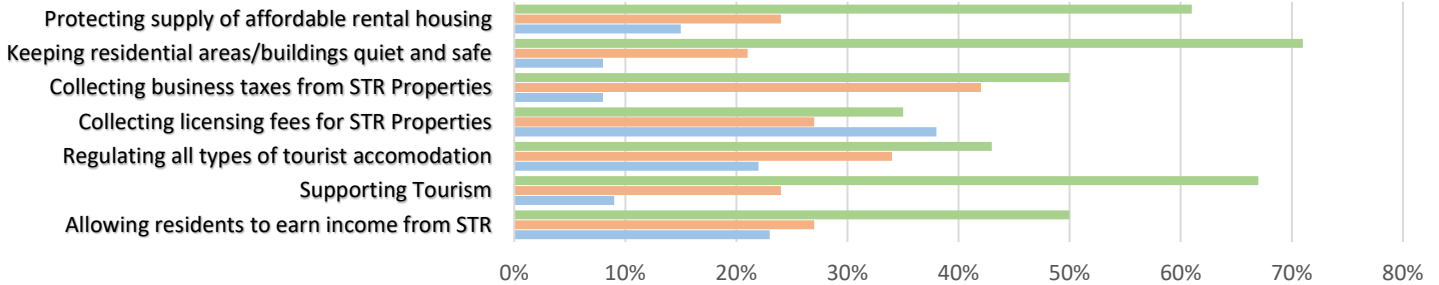
A section dedicated to receive the participants opinions on what City objectives should be of higher priority. The chart below shows the participants felt strongly about ensuring that rental housing remains protected, affordable and ensuring the safety of residential areas and buildings. The participants agreed that short-term rentals support tourism and should be a high priority objective to the City. The survey also indicated that the majority of people would like to allow residents to earn income from their property.

The results are seen below in Table 3.1.

Table 3.1

### City Objectives

High Neutral Low

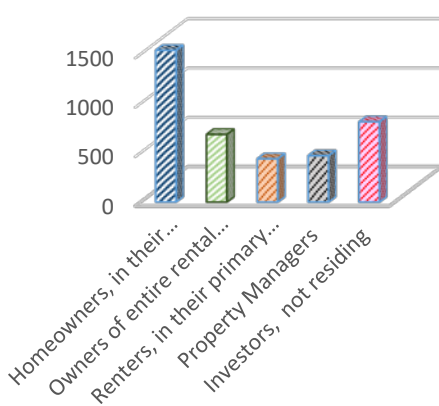


	Allowing residents to earn income from STR	Supporting Tourism	Regulating all types of tourist accommodation	Collecting licensing fees for STR Properties	Collecting business taxes from STR Properties	Keeping residential areas/buildings quiet and safe	Protecting supply of affordable rental housing
High	50%	67%	43%	35%	50%	71%	61%
Neutral	27%	24%	34%	27%	42%	21%	24%
Low	23%	9%	22%	38%	8%	8%	15%

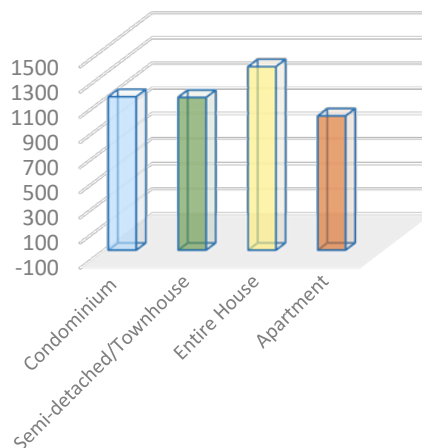
## POLICY OPTIONS

Participants felt strongly that short-term rentals should take place in the primary residence of the homeowner or a tenant. The results were evenly distributed when asked what type of dwelling a short-term rental should be allowed in, with the entire house as the preferred choice.

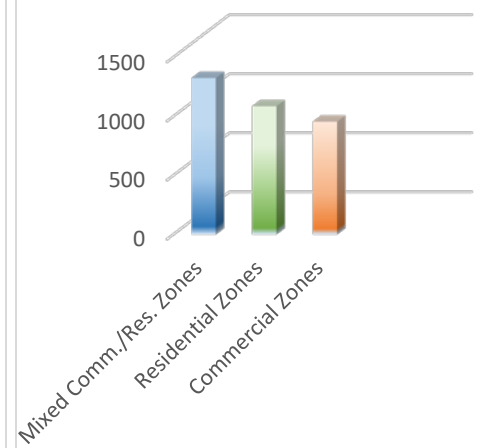
### WHO SHOULD BE ALLOWED TO PROVIDE A STR?



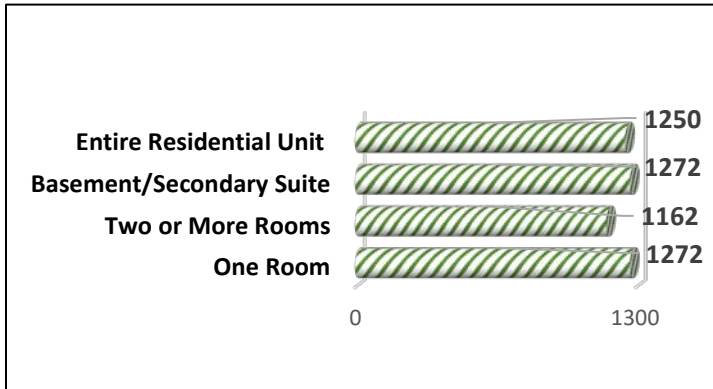
### What type of dwelling?



### What area?



## REASONABLE STAYS



When asked whether an annual limit on short-term rentals should be applied, 62% of participants voted no need to impose a limit, with opposing opinion to the amount of nights a STR should be rented out. Table 4.1 shows the results.

The participants felt more inclined there should be a limit of 14 consecutive days on a short-term rental, as seen in Table 4.2.

Table 4.1

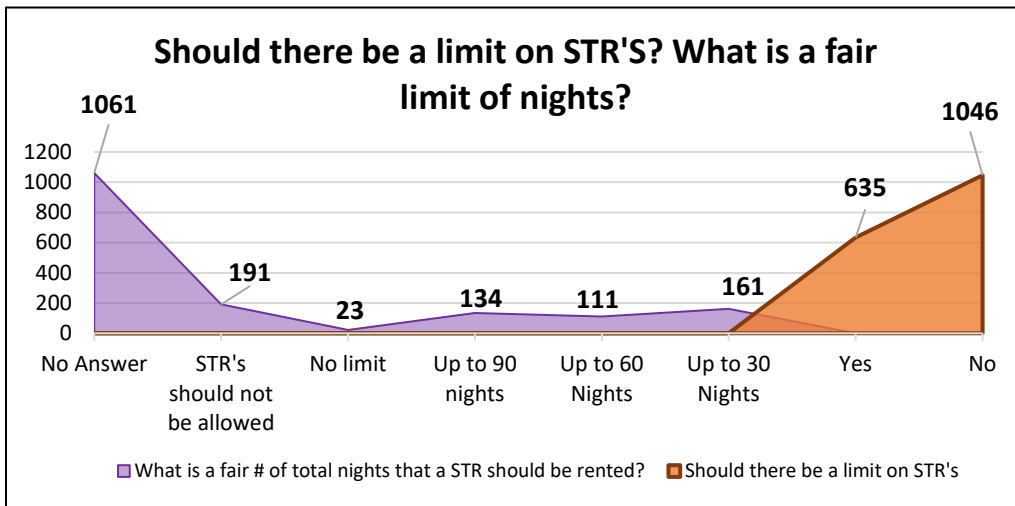
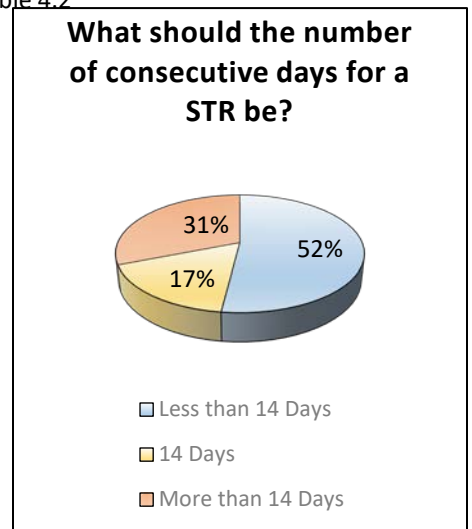


Table 4.2



## HOST PROFILE

Although most participants to the survey have not used or provided short term rents (See Table 5.1), the majority preferred the use of the entire unit.

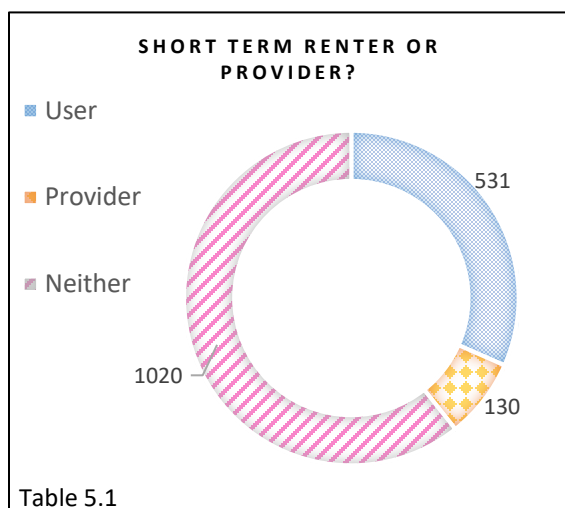


Table 5.1

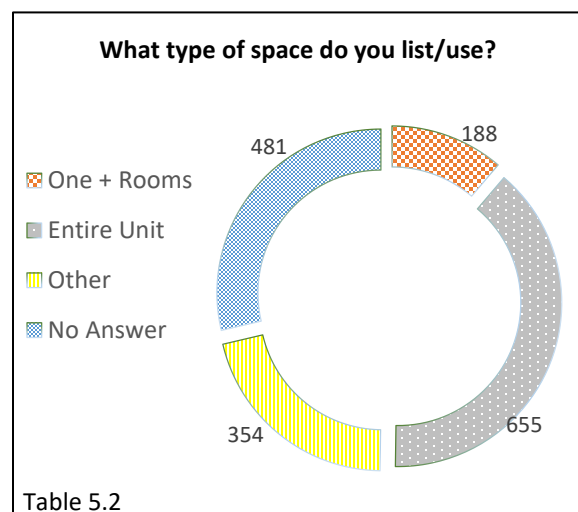


Table 5.2

# Schedule "A"

## **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
- 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.

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### *Short Term Rental Host Operator Licence*

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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
- ✓ Facilitate City inspection within 7 days of request

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### *Short Term Rental Company Licence*

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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
- ✓ Disclose anonymized information to facilitate City surveys of housing and tourism trends

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### *Concepts for Consideration*

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- ✓ 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
- ✓ Limit number of concurrent bookings

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### *Fees*

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- ✓ 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.
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
  - average number of days per stay
2. Compile statistics of calls for service from police and 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
  - Hotel, motel and BnB associations
  - Hotel, motel and BnBs within the City of Hamilton
  - BIAs
  - Chamber of Commerce
  - Tourism
  - Industry and experts
  - Condominium corporations/associations
  - Real Estate associations
  - Rental housing committees/associations
  - 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)

6. Identify resources to complete tasks

- Licensing, MLE staff
- 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)
  - Weather Network
- Stakeholder meeting
- Public meeting (subject to survey results)

**RESEARCH:**

- authorities
- legislation
- best practices in other jurisdictions
- data
- 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)

**EVALUATION:**

Analyse 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 2019.

# Schedule "B"

## Short Term Rental (STR) Housing: Survey Questions

### TELL US ABOUT YOURSELF

1. Are you a resident of Hamilton?
  - a. Yes
  - b. No
2. Do you own or rent your home?
  - a. Own
  - b. Rent
3. What is your age? - Select your age range -
  - a. 18 and under
  - b. 19 to 25
  - c. 26 to 35
  - d. 36 to 45
  - e. 46 to 55
  - f. 56 and over
4. What is your Postal Code?

### YOUR OPINION

5. Do you think that Short Term Rentals should be allowed in Hamilton?
  - a. Yes
  - b. No
6. Tell us how you feel about Short Term Rentals in Hamilton. Do you agree or disagree with the following statements?
  - a. They make it harder for people to find quality, affordable housing that's available to rent long-term (Agree/Neutral/Disagree)
  - b. They make Hamilton a more appealing tourist destination (Agree/Neutral/Disagree)
  - c. They bring tourist spending to neighbourhood shops and restaurants (Agree/Neutral/Disagree)
  - d. They are an important source of income for residents (Agree/Neutral/Disagree)
  - e. They reduce safety in buildings and neighbourhoods (Agree/Neutral/Disagree)
  - f. They increase noise, on-street parking and property damage (Agree/Neutral/Disagree)

7. How would you prioritize these City objectives? Rank the priority level:
- a. Protecting the supply of affordable rental housing (High priority/Neutral/Low priority)
  - b. Keeping residential areas and buildings quiet and safe (High priority/Neutral/Low priority)
  - c. Collecting business taxes from STR properties (High priority/Neutral/Low priority)
  - d. Collecting licensing fees from STR properties (High priority/Neutral/Low priority)
  - e. Regulating all types of tourist accommodation fairly (High priority/Neutral/Low priority)
  - f. Supporting tourism (High priority/Neutral/Low priority)
  - g. Allowing residents to earn income from STR (High priority/Neutral/Low priority)
8. Who should be allowed to offer Short Term Rentals? (Multi-select) -Choose all that apply-
- a. Homeowners, in their primary residence
  - b. Renters, in their primary residence
  - c. Investors or people who own property they do not live in
  - d. Owners of entire rental apartment buildings
  - e. Property managers
9. In what type of dwelling should Short Term Rentals be allowed? (Multi-select) -Choose all that apply-
- a. Apartment
  - b. House
  - c. Semi-detached or Townhouse
  - d. Condominium
10. In what areas should Short Term Rentals be permitted? (Multi-select) -Choose all that apply -
- a. Commercial Zone (ie. provide examples)
  - b. Residential Zone (ie. provide examples)
  - c. Mixed Commercial/Residential Zone (ie. provide examples)
11. What type of space should be allowed for STR? (Multi-select) -Choose all that apply-
- a. One room
  - b. Two or more rooms
  - c. Basement/secondary suite
  - d. An entire residential unit

- 12.** What do you think the number of consecutive days for a Short Term Rental should be?
- a. 14 days
  - b. More than 14 days
  - c. Less than 14 days
- 13.** Should there be a limit on the total number of nights per year? What do you think would be a fair? (Conditional)
- a. Up to 30 nights per year
  - b. STR should not be allowed
  - c. Up to 60 nights per year
  - d. Up to 90 nights per year
  - e. No limit on the number of nights per year
- 14.** Are you a Short Term Rentals provider or user? \*
- a. Provider
  - b. User
  - c. Neither
- 15.** What type of space do you list/use?
- a. Entire Unit
  - b. One or more rooms in a unit
  - c. Other

# Schedule "C"

**MEDIA RELEASE**

For Immediate Release

September 7, 2018

**It's Your Neighbourhood. So Tell the City of Hamilton**  
**What You Think About Short Term Rentals**

**HAMILTON, ON** – The City of Hamilton knows that short term rentals are popping up in Hamilton. For many home owners, this is a way to add much needed income to their household while others say that it creates challenges in their neighbourhoods. Moreover, others say there's the concern that they are possibly limiting affordable housing options across the city.

The City of Hamilton would like to know what you think about short term rentals. That's why the City is launching a short, easy-to-fill-out survey, which is available 24/7 for three months. We want you to take the survey when, and where, it's convenient for you.

In order to hear from as many people as possible, the City is widely promoting it in your neighbourhood. Please tell your relatives, neighbours and friends. At the end of the survey, we will ask for your postal code. This is so we can 'map' the answers to see how neighbourhoods are responding. That's all we will ask you.

You will see posters and promotional materials at our recreation centres, Hamilton Public libraries, arenas, seniors' centres, public counters throughout City Hall and all our municipal centres. The Mayor and Members of Council will also have information regarding the survey.

Can't remember the website details? Don't worry. You can pick up a small reminder card to take home with the website address on it when you visit a facility.

The survey runs from September 7 – December 7, 2018.

[www.hamilton.ca/shorttermrentals](http://www.hamilton.ca/shorttermrentals)

It's your neighbourhood. So tell us what you think.



**Short Term Rentals – City of Hamilton landing page Web Copy**

**Word Count:** 62 words

By: Marie K. Fitzpatrick, ABC

**(INSERT GRAPHIC)**

**Survey Runs September 7 – December 7, 2018**

**Short Term Rentals?**

**Your neighbourhood. Your Say.**

The City of Hamilton knows that short term rentals are popping up in Hamilton.

We understand that for many home owners, this is a way to add needed income to their household. Some say it creates many challenges in their neighbourhoods while also eliminating less expensive housing options for others.

We want to know what you think. Please take this short survey.

[www.hamilton.ca/shorttermrentals](http://www.hamilton.ca/shorttermrentals)

<b>COMMUNICATIONS LEAD</b>	Marie K. Fitzpatrick, ABC
Project Name	Short Term Rentals (Airbnbs)
Project Type	Public Engagement - Marketing, Communications & Social Media
Start Date	April 9, 2018
Activation Date	May 3, 2018
Event Date	July 3, 2018 – Sept. 2018 3 Month Marketing Communications Campaign
Area of Focus (Please check at least one area)	<input type="checkbox"/> Delivering Existing Services <input checked="" type="checkbox"/> Implementing Strategic Plan <input type="checkbox"/> Maintaining Infrastructure <input type="checkbox"/> Continuing to be Employer of Choice <input checked="" type="checkbox"/> Delivering Value for Money through Continuous Improvement
Business Service Area (Please check one)	<input type="checkbox"/> City Manager's Office <input type="checkbox"/> Corporate Services & HR <input type="checkbox"/> Healthy & Safe Communities <input checked="" type="checkbox"/> Planning & Economic Development <input type="checkbox"/> Healthy & Safe Communities - Public Health <input type="checkbox"/> Public Works <input type="checkbox"/> Mayor & Members of Council <input type="checkbox"/> Committees of Council <input type="checkbox"/> Other _____
Department	PED – Bylaw & Licensing
Client Lead and Telephone #	Robert Ustrzycki,
Supporting Committee	Planning Committee

<b>1. Expected Outcomes</b>	<p><b>Inform –</b>          We are aware about the short term rentals / airbnbs in our city          We understand and see that it is a growing business industry (500+) in Hamilton          We need to reach out, gather and assess info from residents to better understand the parameters of this business model          We need public insight in order to develop the right regulations, bylaws and processes</p> <p><b>Educate –</b>          We are in the learning and gathering stage of the business process          We are reaching out to residents for their insight and experiences          We will apply their feedback to our strategic business plans going forward          The feedback gathered will be used to inform decisions</p> <p><b>Influence – Call to Action –</b>          Take the Survey          Share Your Thoughts on the proposed process          Tell Us What's Important to You</p>
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	<p>"There is a need to consult with the public on the proposed licensing process – survey developed will provide this feedback and intelligence from residents."</p> <p>PHASE ONE – FEEDBACK FROM RESIDENTS</p> <p>PHASE TWO – ASSESS &amp; RESPOND WITH PROCESS, GUIDELINES (TBD BYLAW AND REGULATIONS)</p>
<b>2. Audience</b>	<p>Primary – Residents, Homeowners, those currently hosting airbnbs (500+) those residents looking to do this, homeowners with tenants, tenants</p> <p>Secondary – Other Stakeholders: 70+ groups/individuals; those in business that most affected by nearby short term rentals - motel / hotel owners, hotel associations, business groups, BIAS , Chambers of Commerce, big chain hotels, tenant associations, anti-poverty groups, Council (could become election issue given challenges Toronto is experiencing)</p>
<b>3. Key Messages</b>	<ul style="list-style-type: none"> <li>• We are listening</li> <li>• Share your feedback firsthand</li> <li>• We are gathering insight as a first phase</li> <li>• We need residents to tell us the facts / real truth about their experiences in their neighbourhoods</li> <li>• We are asking the tough questions</li> <li>• Best practices – what's working in our nearby cities &amp; what's not working</li> <li>• Be honest so we can develop rules &amp; regulations that work fairly for all</li> </ul>
<b>4. Tactics</b>	<ul style="list-style-type: none"> <li>• MARKETING SLOGAN</li> </ul> <p>"SHORT TERM RENTALS? Your Neighbourhood. Your say.</p> <p>SHORT TERM RENTALS ARE POPPING UP IN HAMILTON</p> <p>Take our online survey and tell us what you think."</p> <ul style="list-style-type: none"> <li>• Media Release</li> <li>• Hamilton Spec Ads (three colour ads \$500 x 3' based on volume buying through Alipa Patel in Communications)</li> <li>• SuperCrawl Festival Promotion (September) – survey to be taken by attendees on tablets / students /staff</li> <li>• Marketing Road Show - Tent cards / promotional outreach in Community and Municipal Centres &amp; Libraries "Promotion in a Box"</li> <li>• Social Media Marketing Campaign</li> <li>• Utilize Communication channels aligned with 70+ Stakeholders</li> <li>• COH Website</li> <li>• eNet (7,000 employees)</li> <li>• Possible Guerrilla marketing promotion / man on the street cards to drive people to website</li> <li>• Weather Network (250,000 impressions)</li> </ul>

<b>5. Measurement</b>	<ul style="list-style-type: none"> <li>• Number of surveys taken</li> <li>• Website visits</li> <li>• Time on website pages</li> <li>• Media pick up / positive/negative/neutral               <ul style="list-style-type: none"> <li>• Social shares – Twitter (Corporate &amp; EcDev) Instagram</li> <li>• Contact Centre Inquiries</li> <li>• Counter feedback</li> <li>• Number of Postcard reminders picked up (Subtract number we have left)</li> </ul> </li> </ul>
<b>6. Resources &amp; Assets Confirmed</b>	<p>Corporate Communications</p> <p>Digital Communications</p> <p>Social Media</p> <p>Creative Services</p> <p>Print Services</p>
<b>Notes:</b>	

## **MARKETING OUTLINE:**     **Short Term Rentals Public Engagement Survey Project**

By: Marie K. Fitzpatrick, ABC

**Timeline / Roll-out:**     August, September & October

### **Marketing Slogan & Graphic:**

**Main Tactic:**             small, desk-top tent card promo with reminder cards

**Graphic:**                 streetscape like Monopoly pieces with houses, small apartment buildings and townhouses. Trees in between

**Placement:**             Poster to be designed horizontal

**Artwork Colour:**     All grayscale, black to white  
Idea - put the words inside the streetscape graphic

### **ART DIRECTION:**

#### **Short Term Rentals? Your neighbourhood. Your Say.**

HOUSE ICON	Short term rentals are popping up in Hamilton.
SMALL APT. BUILDING ICON	We want to know what you think.
TOWNHOUSE ICON	Take the Survey! Tell us!

Go to: [www.cityofhamilton.ca/shorttermrentals](http://www.cityofhamilton.ca/shorttermrentals)

### **MARKETING & MEDIA CHANNELS:**

- City of Hamilton website – external
- City of Hamilton eNet – internal
- Man on the Street marketing – Bylaw Staff
- Social Media - City of Hamilton – Corporate
- Social Media - City of Hamilton – Economic Development
- Other - 79 channels / key stakeholders (TBD)
- Other - Chambers of Commerce (RU)
- Other - BIAs (RU)
- Other - Community Groups (RU)

### **TACTICS:**

- Presentation (PPT)
- Media Release
- Supercrawl Festival Promotion & Pop-Up Patios – TBD – Bylaw staff with tablets
- Roadshow – Tent cards & Reminder Cards – Municipal Centres, Community Centres, Libraries, Evergreen, Arenas
- Web page with survey questions – City of Hamilton
- eNet banner
- City of Hamilton HERO image banner
- Poster – digital & print oversize 11 x 14 inches horizontal design
- Hamilton Spec ad – budget, 3 standalone ads and 3 in the no cost “At Your Service” listing 2 designs
- Hamilton News ads – August/Sept/October x 4? (to be confirmed)
- Weather Network Ad
- Social Media - twitter posts and facebook
- Reminder cards – 2,000 – 3,000 - 3 x 5 inches
- Letter to Stakeholders
- 250-word story – for Councillors to use in newsletters
- E-mail copy / blast – to key stakeholder



# SHORT TERM RENTALS?

Your Neighbourhood. Your Say.



## SHORT TERM RENTALS ARE POPPING UP IN HAMILTON

Take our online survey and tell us what you think.

Survey runs from September 7 to December 7, 2018

[www.hamilton.ca/shorttermrentals](http://www.hamilton.ca/shorttermrentals)