

BRIEFING

**Community Services Briefing to
SPC on Community and Protective Services
2019 December 11**

**ISC: UNRESTRICTED
CPS2019-1551**

Short Term Rental Implementation

PURPOSE OF BRIEFING

At the 2019 September 30 Combined Council Meeting, Council approved amendments to the Business Licence Bylaw 32M98 for short term rental licencing. This briefing responds to Council's direction to report back through the Standing Policy Committee on Community and Protective Services on the detailed policy with input received from the public on licencing requirements no later than 2019 December.

As identified at Council, the approved amendments mark the first step towards a successfully regulated short term rental environment. The implementation of the short term rental licence categories represents positive change and will create safety, transparency and accountability for guests, hosts and communities. Council's approval of short term rental licencing is timely and coincides with the provincial government's appetite for regulation and taxation of this industry announced as part of its 2019-23 Fiscal Plan on 2019 October 24.

SUPPORTING INFORMATION

Detailed Process

The theme of clarity was identified by hosts as an important step to implementing short term rental regulation. Administration's examination of leading practices observed in other municipalities and collection of feedback from the public highlighted the importance of developing operational requirements to support the host community. Administration has prepared and vetted the detailed processes with host feedback which provides clarity and transparency, empowering hosts to be successful for the launch of short term rental tiered licence categories on 2020 February 1. The Good Host Guide (Attachment 1) and Good Guest Guide (Attachment 2) outline and clarify licencing processes and practices. Administration proceeded to engage the host community through host platforms to assess and validate the content of the guides.

- The Good Host Guide (Attachment 1) clearly identifies the application process and communicates the requirements of an operator based on the regulations Council approved in the bylaw. Included in the guide are templates and examples which reference home escape plans, guest records and emergency contact information for guests.
- The Good Guest Guide (Attachment 2) specifies the importance of guest etiquette and explores bylaw themes of safety, noise and parking. The guide details unique Calgary landmarks and offers information around distinctive programming which is delivered through museums, science centres and exhibits.

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Host Feedback

Hosts were invited to review the guides and provide feedback from 2019 October 17 - 28. Collected feedback from the Short Term Rental Host Survey (Attachment 3) indicated the Good Host Guide and Good Guest Guide provided valuable clarity regarding short term rental licence requirements/processes. Over 88% of hosts who responded confirmed the Good Host Guide clearly explained expectations based on the approved bylaw and over 78% of hosts identified the guides as valuable tools in preparation for the launch of licencing on 2020 February 1. Administration revised the guides to be reflective of recurrent themes raised by hosts and, in response to feedback, has undertaken the development of online resources which identify solutions for hosts and citizens.

Hosts presented two concerns based on the approved bylaw which remain unaltered. Clarification of the overlapping bookings applying to a property and requirement for a window to allow for egress in the event of an emergency. Both conditions are based on Council's direction (C2017-1180) to provide standards of safety for guests, hosts and neighbours.

Communications Plan

Administration has developed a multiphase communications plan to connect with hosts and deliver information from The City through scheduled newsletter releases that will serve as a first point of contact for hosts. The first stage of communications will focus on education and awareness preparing hosts for the onset of licencing. With the launch of licencing in 2020 February, The City will update information on emerging issues or trends which impact guests, hosts and neighborhoods. Cross-department messaging will be blended into the newsletters to deliver meaningful content around safety best practices, mitigating risks to guests/hosts and changes in legislation. Later stages of the communications plan will provide an option for further engagement, connecting short term rental data with observations to address future analysis.

Provincial Direction

On 2019 October 24, the provincial government released its 2019-23 Fiscal Plan. In this document, the provincial government signaled its interest in developing legislation to support the collection and remittance of taxes collected from short term rentals. Potential provincial legislation does not impact the implementation of the approved short term rental tiered licence categories for launch in 2020 February. Implementation of the short term rental licence categories will position The City to support provincial alignment and provide opportunities to assess changes in provincial legislation expected in 2020 Spring.

ATTACHMENT(S)

1. Attachment 1 – Good Host Guide
2. Attachment 2 – Good Guest Guide
3. Attachment 3 – Short Term Rental Process Survey