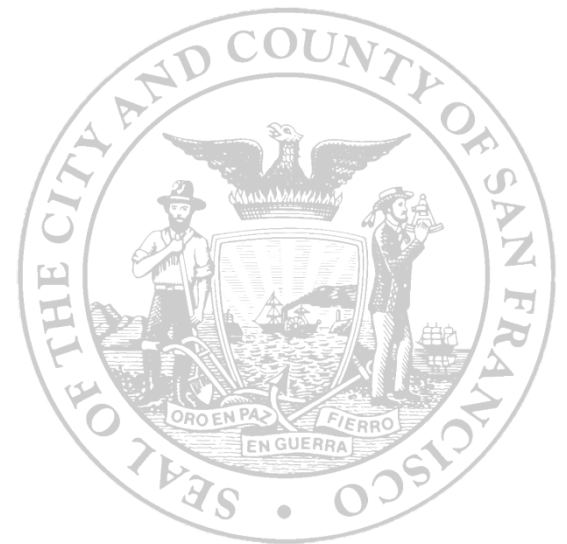

Office of Short-Term Rentals

Land Use and Transportation Committee

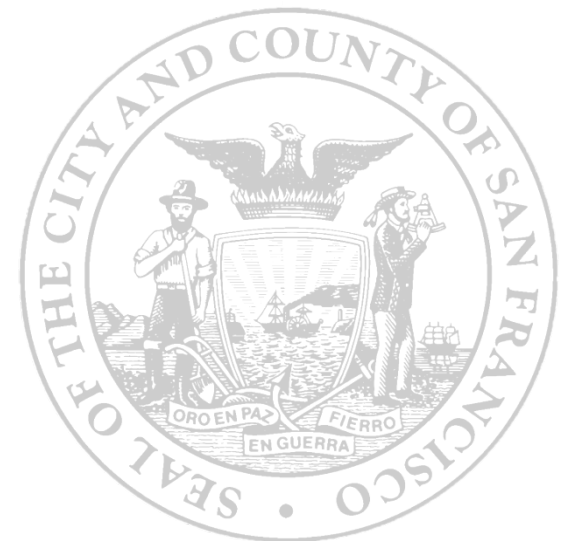
April 25, 2016





AGENDA

1. PROGRAM OVERVIEW
2. REGISTRATION/OUTREACH
3. LISTING/HOST DATA
4. ENFORCEMENT
5. HOST REPORTING





Program Overview

- Ordinance 218-14 amends the administrative code regulations on short-term rentals, effective February 1, 2015
- Allows permanent residents to rent homes < 30 days
- Office of Short-Term Rentals established in July to administer Short-Term Rental Program
- Oversees registration and enforcement

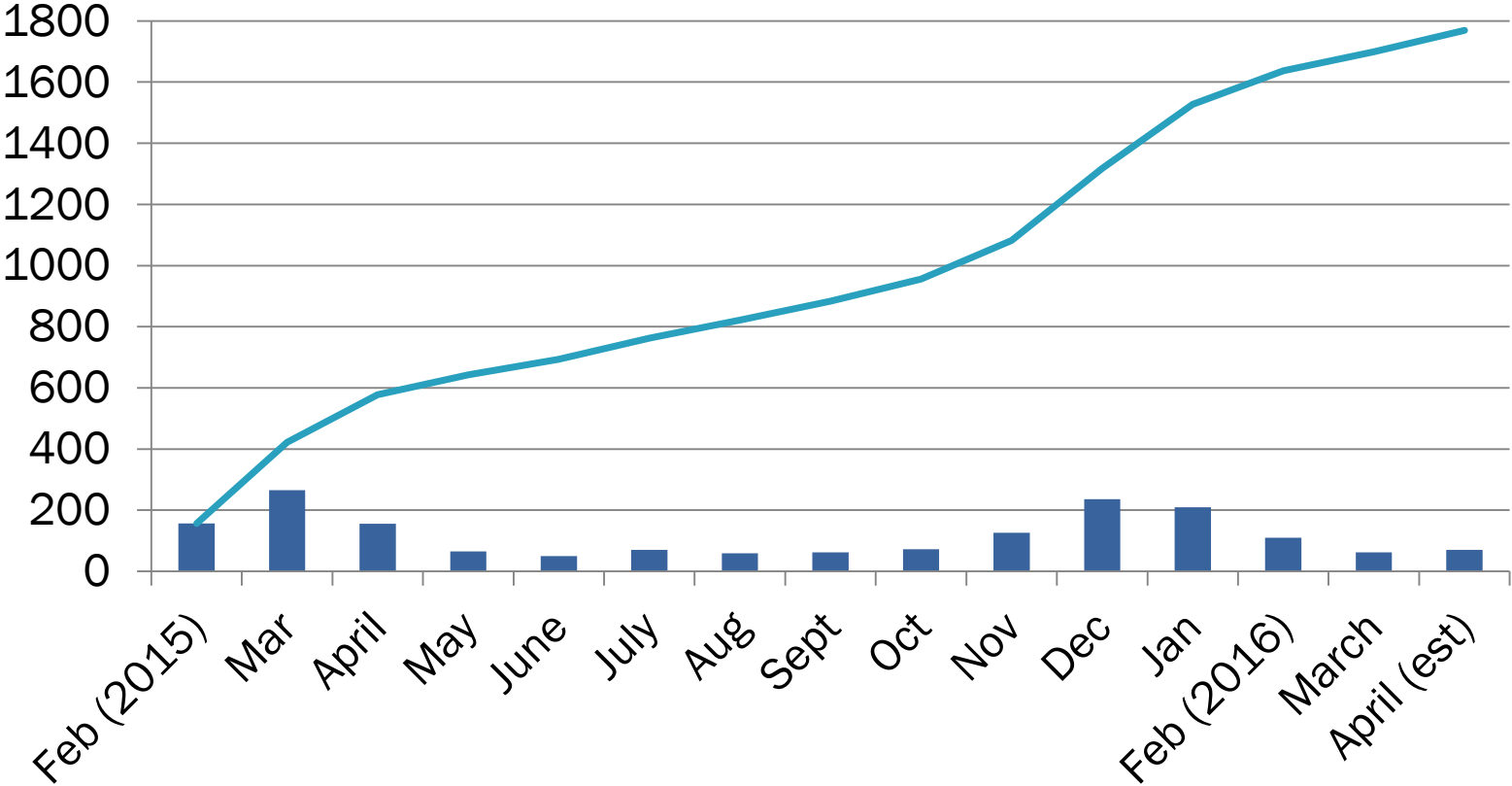


Registration Overview

	April 2016	January 2016
Applications Received	1,747	1,318
Registered Hosts	1,210	879
Apps. Rejected/Incomplete	425	170
Pending Review	112	269



Registrations Applications to Date





Registration Process

- 1) Obtain business registration from TTX
- 2) Attend OSTR application intake appointment, submit:
 - Completed application
 - Two proofs-of-residency
 - Proof of insurance
- 3) OSTR reviews application materials, compares against public records
- 4) OSTR issues either approved certificate or denial letter with explanation



Outreach to Date

- Media
 - SF Chronicle (press releases, interviews)
 - KPIX (interview)
 - KQED Radio (interview)
 - Sound of Hope Radio (interview)
- Presentations to Resident Groups
 - Small Property Owners of SF Institute
 - Homesharers of SF
 - Hayes Valley Neighborhood Association
- Public Registration Events
 - City Hall Registration Fair (March 22)
 - Earthquake Retrofit Fair (April 18)



Program Access

- Weekly Walk-In Hours: Wednesdays, 1:00pm - 4:00pm
- Monthly Evening Walk-In Hours: First Monday, 5:30pm – 7:30pm
- Upcoming Community Registration Events:
 - Ortega Branch Library: May 5th, 5:30pm – 8:30pm
 - Potrero Branch Library: May 19th, 5:30pm – 8:30pm
 - Additional events in June TBD



Listing/Host Data

- 7,029 listings / 5,378 Airbnb hosts (Nov '15 BLA report)
 - Entire unit: 57%
 - Private room: 37%
 - Shared room: 5%
- 9,448 listings/7,047 hosts (Mar '16 Airbnb self-reported)
- Listings on other platforms:
 - VRBO: 1,774
 - Homeaway: 1,793
 - Flipkey: 896
 - (Some units are cross-listed on multiple platforms)



Unregistered Host Profiles

- Hosts ineligible to register:
 - Full-time vacation rentals (18%)
 - Multiple properties (7%)
 - Rentals > 30 days (4%)
 - Hotels & timeshares (1%)
- Listings with no reviews (13%)
- Tenants with a “no-subletting” clause (% unknown)
- Recent applications have had a higher rejection rate
 - Incomplete documentation
 - Contradicts information from publicly-available sources
- Will issue letters to hosts with Business Registration, but no certificate from OSTR



Enforcement

- Proactive focus on major offenders:
 - Hosts with multiple units
 - Full-time vacation rentals
 - Second violations
- Notices of Violation (NOV) issued to platforms
 - Failure to inform users of SF requirements
- Utilizing webscrapes to facilitate, prioritize cases
- 423 cases opened since February 1, 2015
- Notices of Violation Issued for 174 dwelling units
- 169 cases fully closed, 61 pending closure (95 dwelling units)
- \$695,000 in penalties assessed



Host Reporting

- Began January 1, 2016
- 62% response rate
- Hosting Types
 - 52% hosted rentals only
 - 18% unhosted rentals only
 - 23% combined hosted/unhosted
 - 6% reported no stays
- Quarterly reporting resumed April 1
 - Improved response rate vs. January
 - Email reminders and form improvements

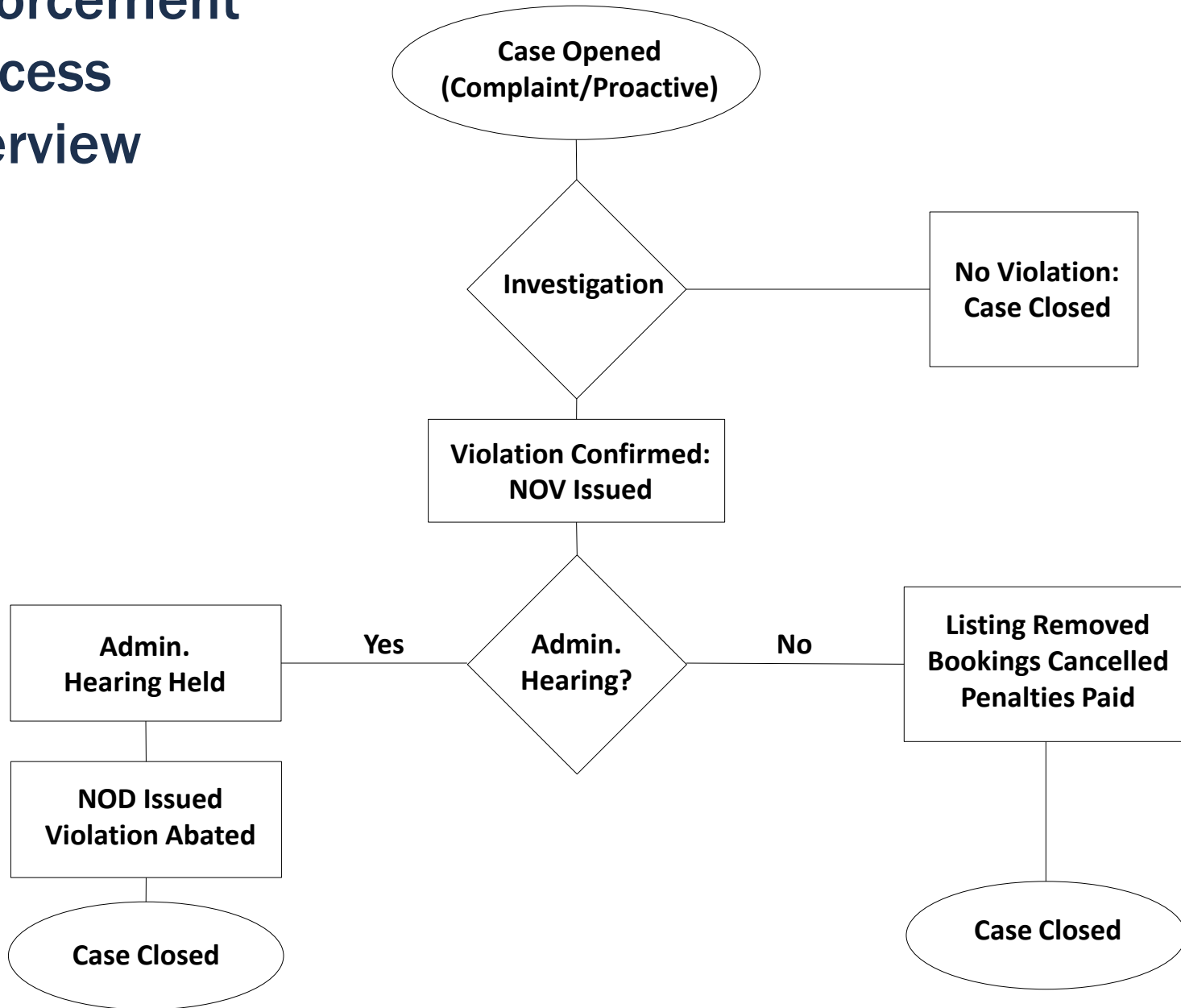


Office of Short-Term Rentals Contact Info

- Registration:
<http://businessportal.sfgov.org/start/starter-kits/short-term-rental>
- Enforcement Complaints/General Inquiries:
shorttermrentals@sfgov.org or (415) 575-9179
- Walk-in Hours:
 - Wednesday Afternoons: 1:00p – 4:00p
 - First Monday evening each month: 5:30p – 7:00p



Enforcement Process Overview





Requests to Hosting Platforms

- Identify hosts with listings for multiple properties in San Francisco
- Require that website users/hosts include a City registration number for their SF listings
- Deactivate listings of year-round vacation rentals
- Provide specific addresses of listings subject to complaints submitted to OSTR
- Provide content to STR hosts regarding legal requirements (registration, reporting, business tax, etc.)