

Results

Overall Positive Results

- STRs are declining and licensure is rising as hosts come into compliance
- STRs have declined every week since the first letter was mailed to unlicensed hosts in November 2017
- Licensure increased from 11% in August 2017 to 35% in January 2018, two months after mailing the first letter to unlicensed hosts

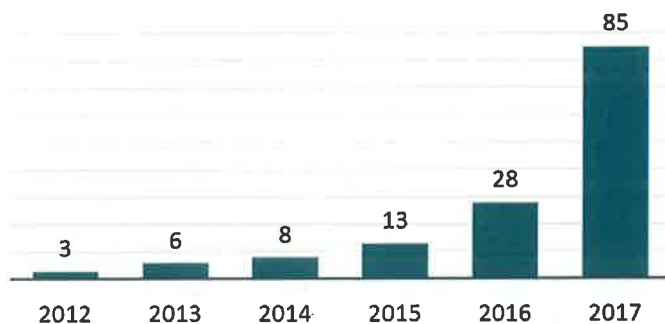


PHMDC Host Compliance Implementation



City of Madison STR hosts are steadily coming into compliance by either becoming licensed or by deleting their STR listings.

PHMDC Total Licenses by Year



We can't predict total licenses for 2018, but there were 16 new licenses by the end of January, for a total of 101 licenses in the first month of 2018.

An Update on Short-Term Rental (STR) Licensing Host Compliance Report



Background

- STRs were steadily increasing, but licensure wasn't keeping up
- Complete information for hosts was not available in one easy to find location
- The Host Compliance contract was signed in August 2017 to identify short-term rental hosts



PHMDC Host Compliance Implementation

Goals:

- Create smooth integration between hosts and city agencies
- Provide residents with accurate information about requirements
- Meet demand of increased license questions, applications, and inspections

Working with Host Compliance Company:

- Highly responsive to PHMDC; excellent customer service
- May implement new data analysis tools suggested by PHMDC
- Important to have PHMDC staff to manage Host Compliance
- 71% identification rate
- Low error rate

Timeline

Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018
Hired STR Coordinator to manage the compliance process	Sent city data to host compliance for identification Contacted Dane County Clerks for zoning & room tax information Provided outreach to Alders and PHMDC staff with information	Created separate STR and Bed & Breakfast webpages and educational handouts	Mailed first letter to unlicensed hosts (11/14) and fielded over 375 calls & emails in response	Mailed second letter to unlicensed hosts (12/6) Held an event with GMCVB about how to get licensed with 27 attendees	Host Compliance began checking an additional 24 web platforms for a total of 60
Analyze data					
Answer questions, provide media and community outreach, perform inspections and grant licenses					