# DEPARTMENT OF VACATION RENTAL COMPLIANCE



"Mission: To progressively develop and implement a comprehensive Vacation Rental Program through compliance and education while demonstrating transparency, responsiveness and professionalism."

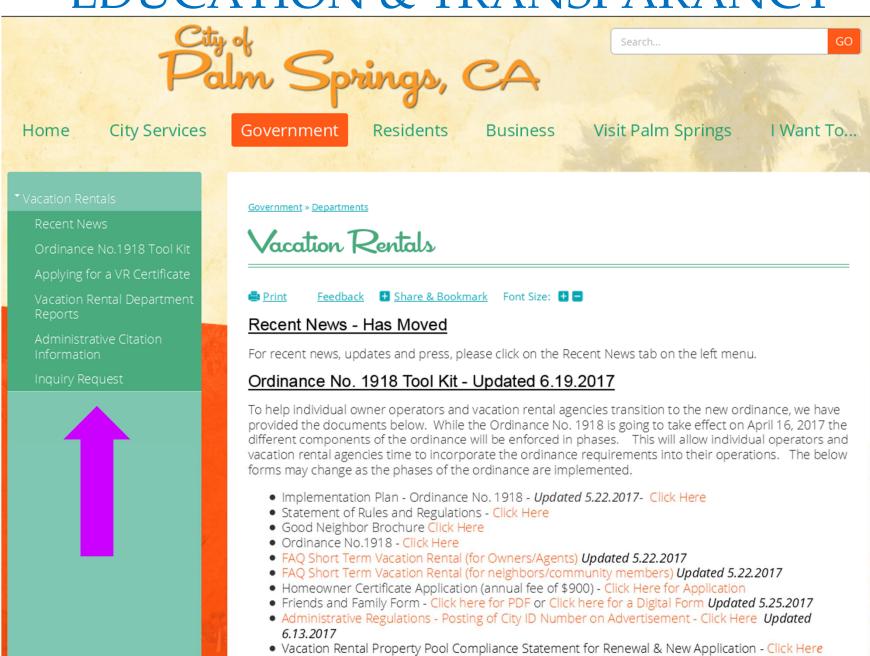
Suzanne Severin & Boris Stark Vacation Rental Compliance Officials June 20, 2017

## **SUCCESSES**

- EDUCATED OWNERS, AGENTS, NEIGHBORS, COMMUNITY ON ORDINANCE
- IMPLEMENTED FIRST PHASES OF ORDINANCE
  - CITYAS FIRST RESPONDER
  - NEW OCCUPANCY AND CAR LIMITS
  - NO MORE MULTIPLE VR CERTS OR TO BUSINESS ENTITIES
  - LIVE MEET AND GREET FOR EACH GUEST; GUESTS SIGN GOOD NEIGHBOR BROCHURE
- REDUCED PSPD HOURS RESPONDING TO VACATION RENTAL ISSUES
- PUT IN PLACE NEW HOTLINE SERVICE & NEW # 760-322-8383
- 3 NEW CODE COMPLIANCE OFFICERS
- UNREGISTERED VACATION RENTALS INVESTIGATED, CITED

"... HOW HAPPY AND ENCOURAGED I AM WITH THIS NEW RENTAL COMPLIANCE DEPARTMENT....YOU ARE PATROLING NEIGHBORHOODS, KNOCKING ON DOORS, RETURNING TO PROPERTIES TO VERIFY COMPLIANCE, ... AND YOU EVEN RESPOND TO MY EMAIL!"

#### **EDUCATION & TRANSPARANCY**



## ENFORCEMENT FOCUS

- NEW HOTLINE OPERATOR & NEW #760-322-8383 (MAY)
  - MORE INFO FROM CALLERS & ACCESS ON THE PROPERTY
  - WEEKLY HOTLINE REPORT W/RESOLUTION ON EACH CALL
  - FOCUS ON RESPONSE TIME TO THE CALL & CONSITANCY

#### CITATIONS

- SINCE JANUARY INVESTIGATED OVER 1800 LEADS AND ADVERTISEMENTS FOR POTENTIAL UNREGISTERED VACATION RENTALS\*
- ISSUED TOTAL OF 20 UNREGISTRED CITATIONS AS OF TODAY UNDER THE NEW ORDINANCE - \$5,000 PENALTY
- 65% INCREASE ON OVERALL CITATION ISSUANCE FROM 2016 TO 2017.

<sup>\*</sup>Presentation revised to clarify post Stakeholder meeting 6/20/2017

## WHAT'S COMING

- INFORMATIONAL POSTCARD TO ALL PALM SPRINGS RESIDENTS (next 7-10 days)
- ON LINE CONTRACT SUMMARY (July)
  - LIMITED NUMBER OF GUEST STAYS PER YEAR
- NEW APPLICATION/RENEWAL REQUIREMENTS (July)
  - ANNUAL SAFETY INSPECTIONS
  - HOA LETTER THAT NOT VIOLATING CC&Rs AS A VACATION RENTAL
  - LIABILITY INSURANCE
- PLACEMENT OF CITY ID NUMBER ON ALL ADS (Sept)
  - Unique identifier helps ensure VR is permitted
- ANNUAL TRAINING FOR OWNERS, AGENTS ON RULES AND REGS (by Oct)