



# June Lake Area Plan: Short-Term Rentals

June Lake CAC  
September 6, 2017

# Ground Rules

- Be respectful and civil
- Represent yourself and your own opinion/intentions
- Participate positively
- Give all ideas an honest chance
- Seek understanding
- Stay focused



# Staff Role

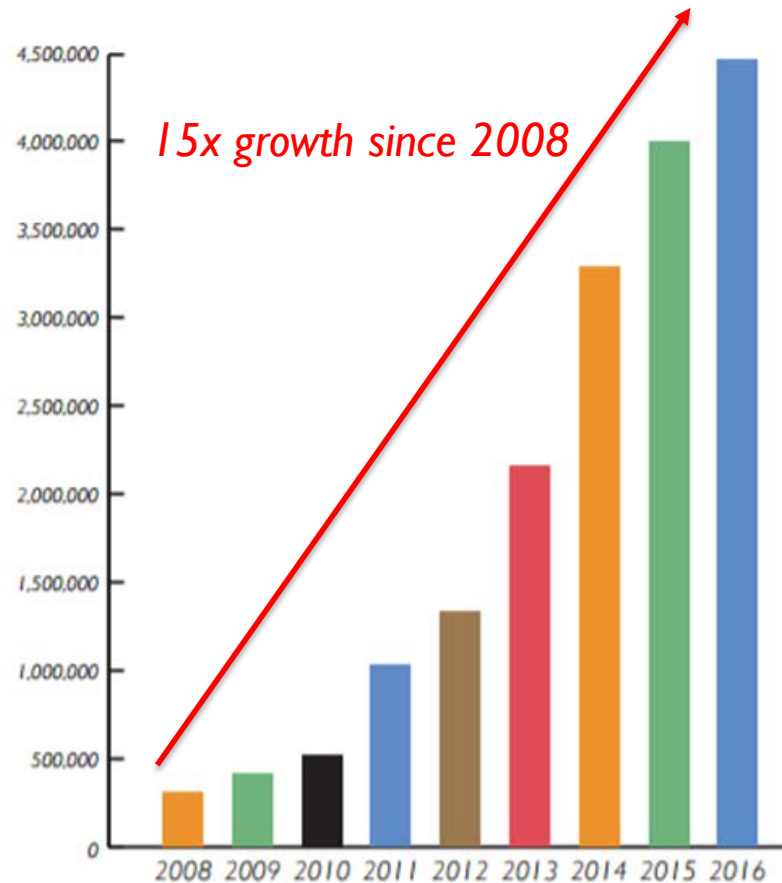
- **We are listeners, facilitators, and analysts:**
  - Accurately record what you say
  - Provide analysis to show where there is common ground
  - Identify irreconcilable differences
  - Encourage the exploration of solutions
  - Develop policies based on these outcomes
- **We synthesize information into policy for discussion and approval**
  - Guided by public input and utilizing a combination best practices, creative solutions, and regulatory mechanisms tailored to individual communities

# Discussion Outline

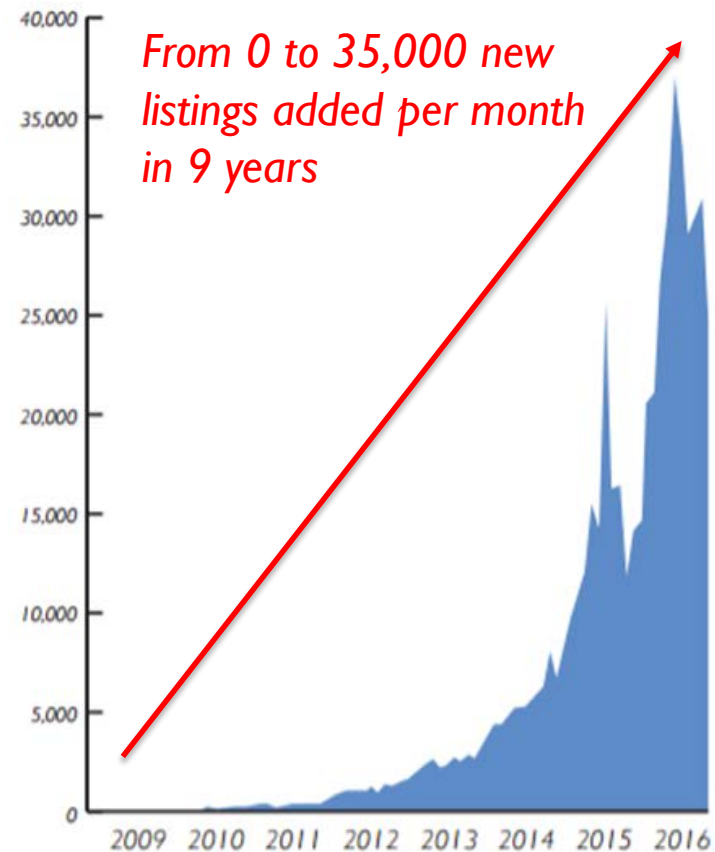
- Background
- Review of process
- Review workshop information
- Review policy direction and solutions
- **New: June Lake policies, best practices, solutions used by other jurisdictions**
- **New: Proposed policies**
- Next steps

# THE SHORT TERM RENTAL INDUSTRY IS EXPLODING

Global listings on top four platforms\*  
(2008 - 16)

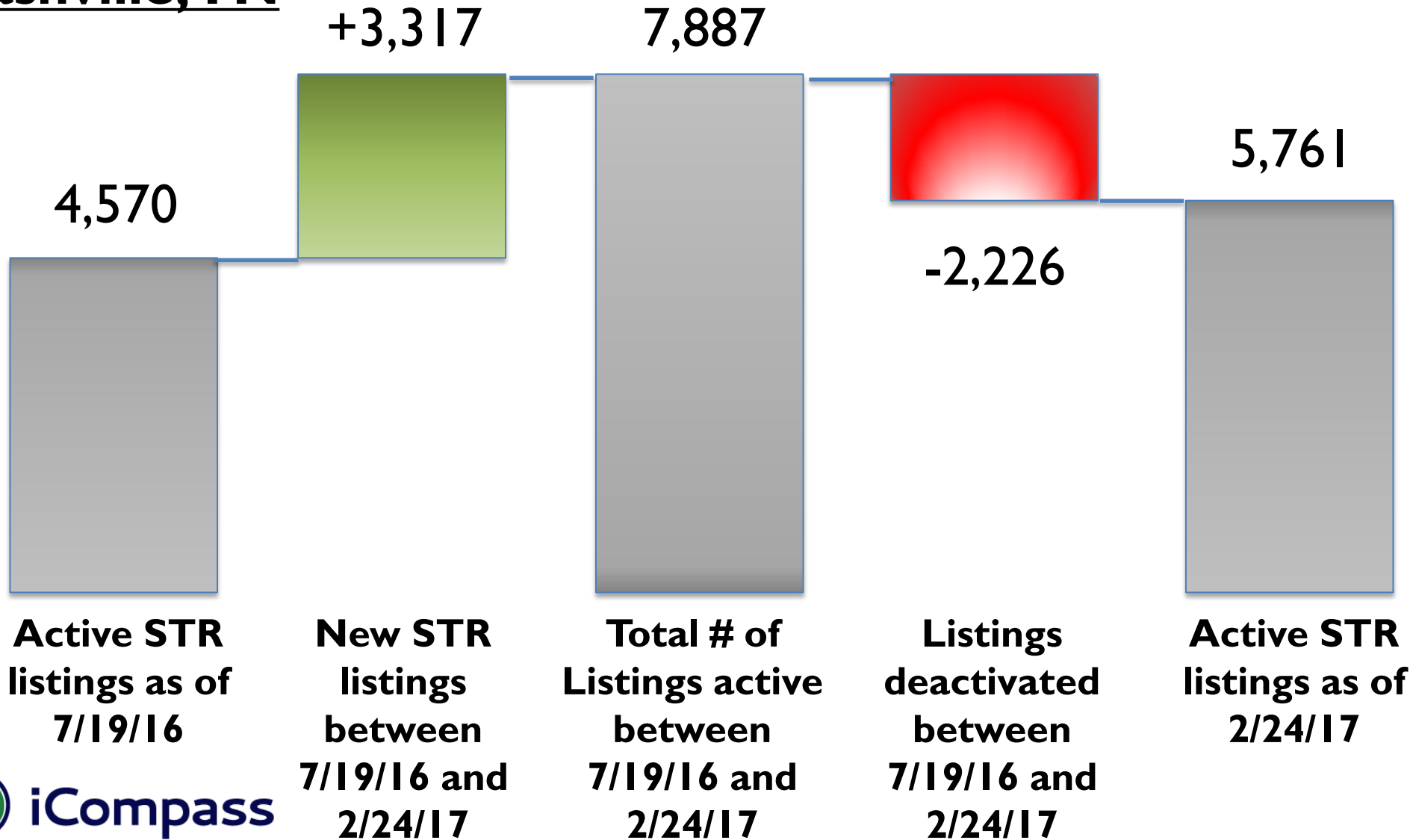


Global listings created by month  
(Airbnb 2009 - 16)



# THE STR MARKET IS VERY DYNAMIC AND SEASONAL

## Nashville, TN



**New STRs  
as a % of  
Active STRs  
on 7/19/16  
= 72%**

# SHORT TERM RENTALS HAVE BECOME MAINSTREAM

More people visit Airbnb than any hotel or travel booking website

~25% of the travelling population in the U.S. has now stayed at a short-term rental

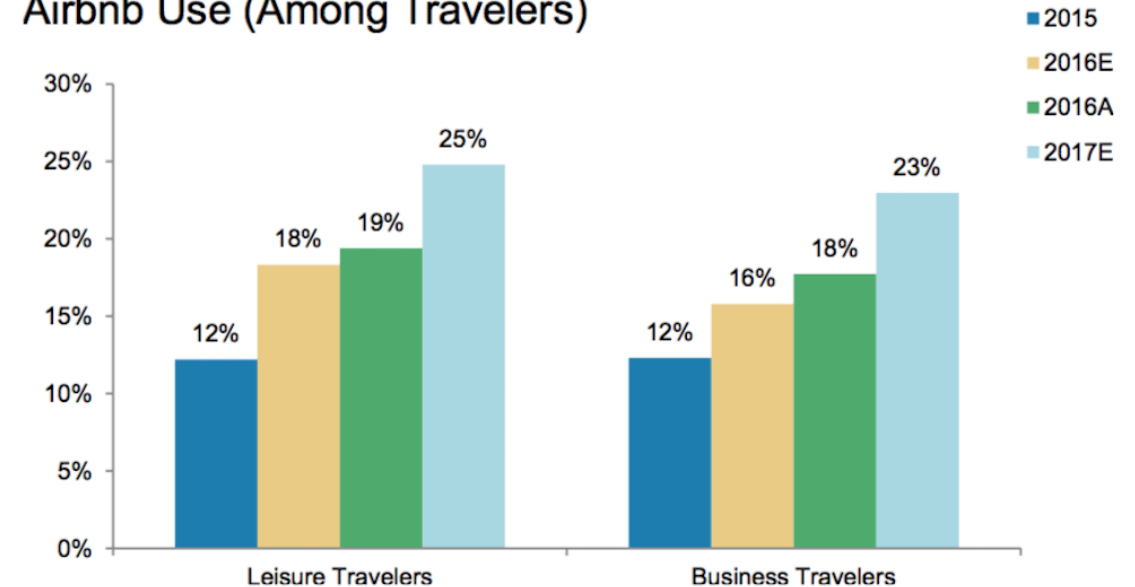
## Top 10 US Hotel & Accommodation Sites, Ranked by Total Traffic, Q1 2017

millions and % change vs. same period of prior year

1. Airbnb	106.9 (31%)
2. Booking.com	92.5 (7%)
3. Hotels.com	72.6 (3%)
4. Marriott International	63.2 (-8%)
5. Hilton	48.0 (-6%)
6. Vrbo.com	42.3 (-5%)
7. InterContinental Hotels Group	29.1 (-15%)
8. HomeAway	26.4 (20%)
9. Trivago	26.1 (-8%)
10. Choice Hotels International	22.7 (-18%)

Note: represents activity tracked by SimilarWeb, broader industry metrics may vary; includes desktop/laptop and Android mobile devices

## Airbnb Use (Among Travelers)



Source: AlphaWise, Morgan Stanley Research

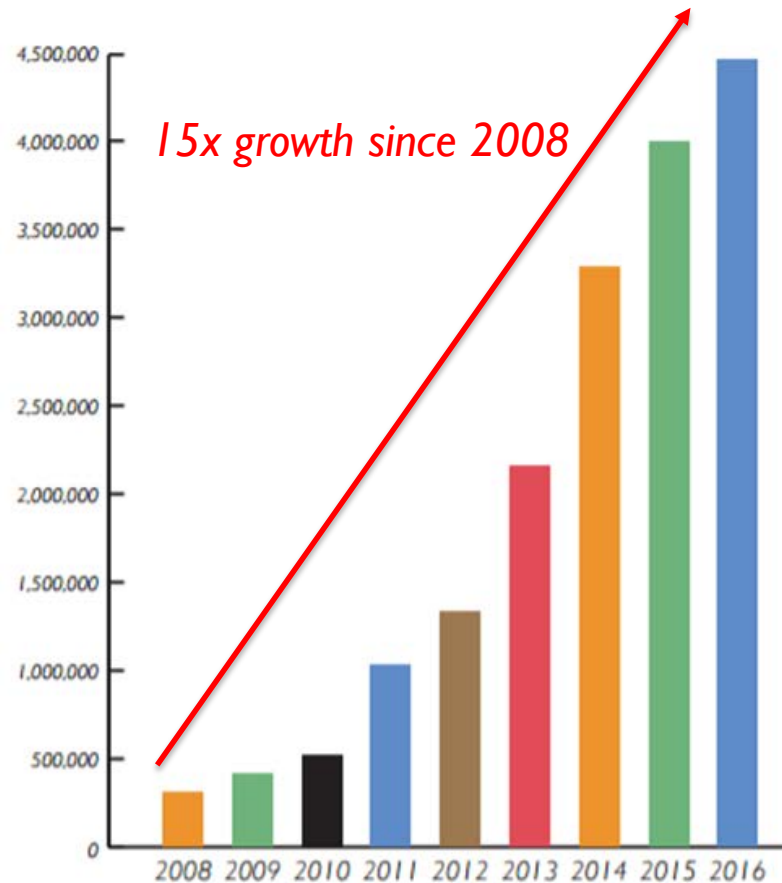
# Past Mono County Policies

- ~2008-2015: Transient Rental Overlay Districts (TRODs)
  - Focus: Increase tourism opportunities and provide additional economic support to homeowners
  - Process: Overlay district approved by General Plan Amendment
- 2015-2017: Type I & Type II Short-Term Rentals
  - Type I rentals are owner-occupied and approved by Use Permit
  - Type II rentals are non-owner occupied and approved by General Plan Amendment
  - Moratorium county-wide on Type II rentals until Feb. 26, 2018
  - June Lake Area Plan policies to be updated before applications can be processed
- 2017: June Lake Area Plan Policy Update

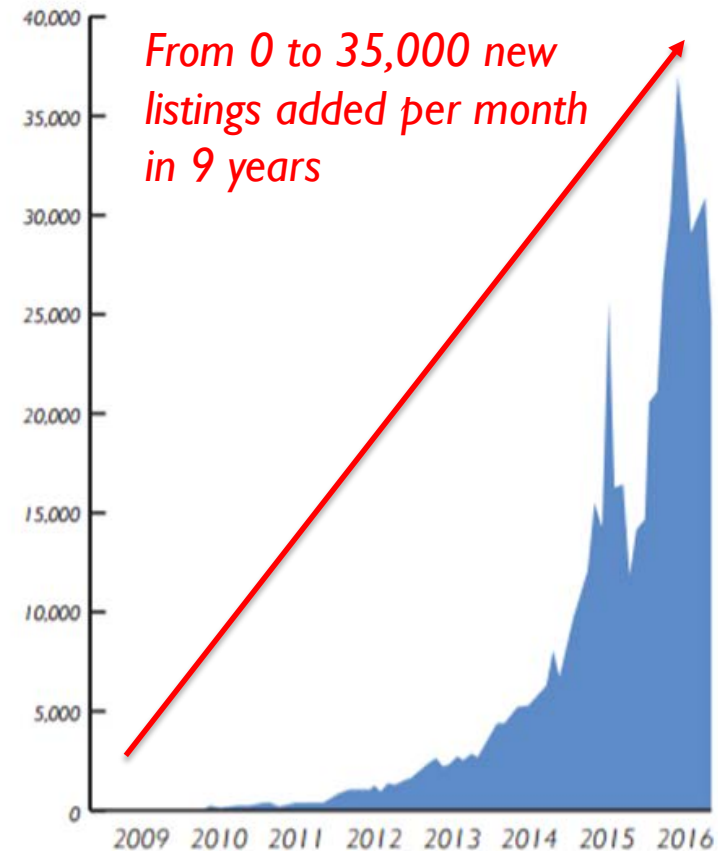


# THE SHORT TERM RENTAL INDUSTRY IS EXPLODING

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# Residents Established the Process

- **Purpose:** *Conduct a community conversation to update June Lake Area Plan policies to address short-term rentals in residential areas.*
- **Need:**
  - Short-term rentals are a common issue in resort areas and is not going away.
  - Decisions are needed to handle the issue and ensure protection of area and neighborhood character.
- **Principles:**
  - Opportunity for input
  - Consensus/common ground in the best interest of the community
  - Public engagement
  - Finality and certainty

# Residents Established the Process

- Neighborhood maps: Board direction & subcommittee consensus on the premise that neighborhood character varies
- Outreach campaign and calendar
- Workshop Calendar

*Set up to avoid the “yes” vs. “no” trap that does not create space to explore nuanced, tailored policies.*

*Policy development and public opinion is messy. There are no black-and-white, right-or-wrong answers.*

# Steps

1. **Community Outreach:** mailer to all tax addresses & PO Boxes
2. **Workshops:** ~40 hours of public engagement
3. **Analysis:** common ground, irreconcilable differences, potential solutions
4. **Develop Policy Direction** consistent with input and analysis
5. **Proposed Policies:** craft June Lake Area Plan policies
6. **Adoption:** Vetted through the June Lake CAC and Planning Commission, the Board of Supervisors adopts the final policies.

# Body of Information

- **242 pages of workshop information:** presentations, raw verbatim public input, sorted information and initial analysis, analysis of potential solutions, attempt to seek consensus
- **Best practices:** Colorado Ski Towns study, Host Compliance research
- **Other jurisdictions:** researched specific examples, Community Development Director Listserv discussion (Calaveras, Mariposa, Alpine counties; city/county of San Francisco)

**Conclusion: No Silver Bullet.**

# Neighborhood Character: WHY we regulate

- Wildlife
- Nature & environment
- Dark skies
- Sense of neighborhood/friendly neighbors
- Peace & quiet, and privacy
- Views
- Low density & residential development
- Safe
- Low/slow traffic
- Leonard: well-planned, larger lots, accessible

# Concerns: reduce, eliminate, mitigate

- Disrupts neighborhood / disrespectful behavior
- Poor management & inadequate enforcement
- Change in property values / residential character, too many
- Increased noise, lights, trash, parking, traffic problems
- Decreased safety
- Wildlife issues
- Negative impacts to local businesses (particularly lodging)
- Reduced workforce housing
- No equity – no contribution to neighborhood needs

# Opportunities: enhance, increase, support

- Local economic benefit
- Meets market need
- Increased county revenue
- Opportunity to be ambassadors and educate visitors (e.g., about wildlife issues), social opportunity
- Increased regulatory control and accountability
- Benefits property owners, incentive to maintain property
- Potential to financially contribute to neighborhood needs
- Provides flexibility and personal choices



# Issues, Opportunities and Constraints

# Adopted June Lake Area Plan: Land Use

**Goal 13:** That June Lake ultimately develop into a moderately sized, self-contained, year-round community.

**Objective 13.B.** Promote well-planned and functional community development that retains June Lake's mountain-community character and tourist-oriented economy.

**Objective 13.K.** Retain the Down Canyon's single-family residential character while providing for additional commercial development along SR 158 and pockets of higher-density residential uses.

**Policy 13.K.1.** Retain the area's single-family residential character while allowing for pockets of higher-density residential developments in areas that have good automobile access and commercial developments, bordering SR 158.

# Proposed Policies

- Existing June Lake policies exhibit a “push-pull” dynamic between community character and the tourist economy.
- To swing too far in one direction is to neglect the other, which is not consistent with current policy.
- However, given the issues, opportunities, and constraints, the proposed policies contain a shift in focus.
  - Focus: Support a small-scale supplemental sharing model rather than a business or investment model.