



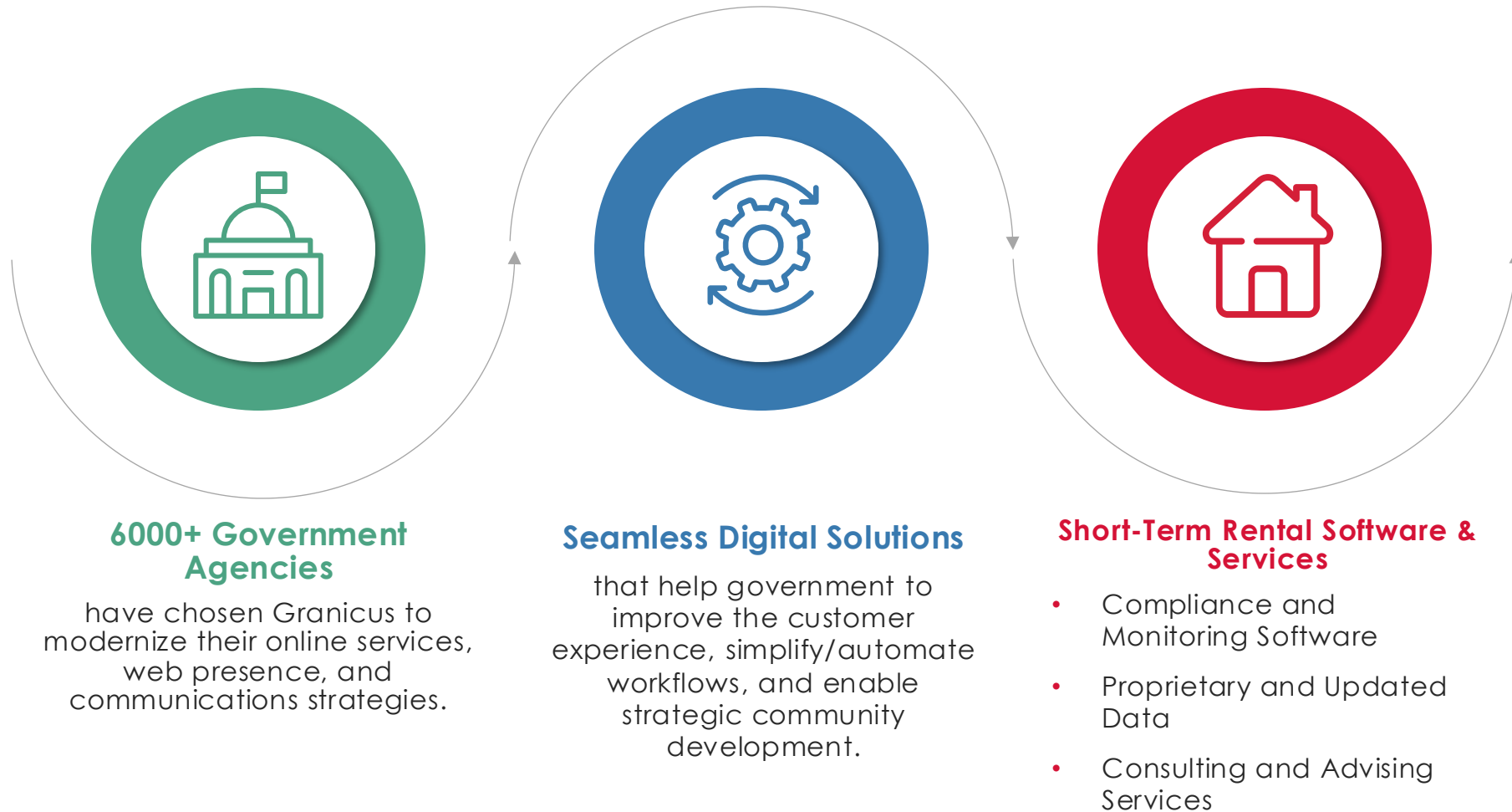
Short-Term Rentals and Disaster Planning

What Local Governments Need to Know

Agenda Today

- 1 **Welcome and Introductions**
- 2 Introduction to the Issue
- 3 Case Studies and Real-World Examples
- 4 Practical Applications for Local Governments
- 5 Questions and Next Steps

Company Introduction



Today's Expert



Jeffrey Goodman, AICP

Planner, Short-Term Rental
Policy Consultant

Agenda Today

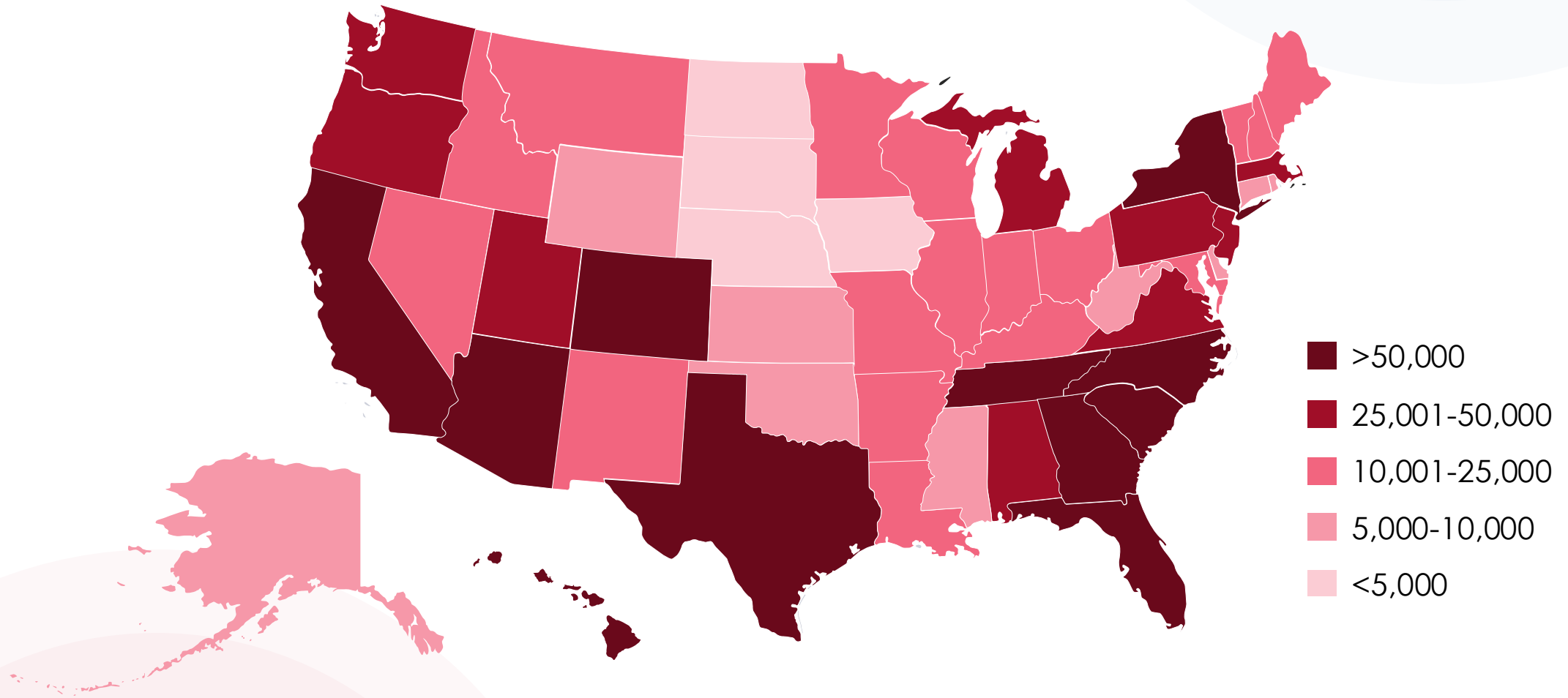
- 1 Welcome and Introductions
- 2 **Introduction to the Issue**
- 3 Case Studies and Real-World Examples
- 4 Practical Applications for Local Governments
- 5 Questions and Next Steps

What is a short-term rental?



Rental of a residential dwelling unit usually for periods of **less than a month**. Commonly booked through one of the many online marketplaces available, such as Airbnb, VRBO, and others.

There are more than **2M** STR listings in the U.S., representing **1.6M** unique rental units



Source: Granicus' Host Compliance Proprietary Data



Concerns

Shock Doctrine narrative

- Who can rebuild?
- What can be/will be rebuilt?
- How long will it take?
- Units/land enticing opportunity for speculators

Insurance concerns

- Only wealthy/investors willing to assume risks
- Prohibitive costs to rebuilding lower-return units

Economic concerns

- Loss of main industry / jobs
- Tax revenue disruptions
- Shift away from diverse economy

Agenda Today

- 1 Welcome and Introductions
- 2 Introduction to the Issue
- 3 **Case Studies and Real-World Examples**
- 4 Practical Applications for Local Governments
- 5 Questions and Next Steps



During Disasters

- Need to communicate with hosts and guests
 - Lack of landlines / poor cell reception
 - Lack of transportation
 - Lack of local knowledge / evacuation routes
 - Inability to secure property
- All put both guests and first responders at risk
- Need for temporary housing for evacuation and first responders
- Airbnb's refund policy specifically excludes hurricanes in Florida because they are 'common enough to be foreseeable'.

Post-Hurricane

Puerto Rico

- **Act 20 & 22 provide huge incentives for high-net-worth individuals**
- Post-Hurricane María:
 - **For every 10% increase in the total number of units dedicated to short-term rentals in a neighborhood:**
 - ✓ **Median rents increase by at least 5%**
 - ✓ **Unit purchase price (in dollars per square foot) increases by 23%**
 - ✓ **Sales volume in a neighborhood increases by 1%**
 - Average daily created Airbnb listings increased between 22% and 31%

Sanibel Island, FL - 50% drop in number of STRs

New Orleans – Greatest growth in STRs in neighborhoods with lower return rates

Post-Fire

According to Forestry Service surveys, about 50% of burned homes were rebuilt within 5 years

The number of buildings inside fire perimeters within 5 years post-fire was greater than pre-fire meaning:

- ✓ homeowners are willing to face wildfire risks
- ✓ homeowners are unaware of wildfire risks
- ✓ economic incentives to rebuild in the same place outweigh perceived risks

2018 Camp Fire

- Destroyed nearly 19,000 structures
- 30% of properties sold in Paradise went for less than their assessed value
- Paradise rebuilds itself:
 - 71% of people who purchased parcels in the town of Paradise had a Butte County mailing address
 - Infrastructure damage and insurance issues dissuaded large buyers
- 2017 Tubbs fire 40% of homeowners didn't rebuild, just chose to sell



2023 Lahaina Fire

Gov. Green emergency order:

- banned unsolicited offers
- considered moratorium on land sales
- offered creation of state land trust



Honolulu temporarily ends STR ban outside resort areas

End of state preemption – Maui moves same day to restrict STRs on Minatoya List

Change would increase Maui's long-term residential housing stock by 13%

Creation of Lahaina Community Land Trust (LCLT)

Agenda Today

- 1 Welcome and Introductions
- 2 Introduction to the Issue
- 3 Case Studies and Real-World Examples
- 4 Practical Applications for Local Governments**
- 5 Questions and Next Steps

Applications – Emergency Planning



- STR Registration
- Host contact list
- Preemptive cancellation orders
- Reverse 911 plan
- Emergency signage
- Evacuation transportation

Applications – Housing Planning

- Identify key housing assets
 - Affordable areas
 - Types and characteristics of units
- Determine appropriate anti-speculation measures
- Develop STR-based temporary housing plan
- Consider alternative ownership models like CLTs
- Upzoning incentive shock doctrine



Agenda Today

- 1 Welcome and Introductions
- 2 Introduction to the Issue
- 3 Case Studies and Real-World Examples
- 4 Practical Applications for Local Governments
- 5 Questions and Next Steps**

Questions?



Jeffrey Goodman, AICP

Planner, Short-Term Rental
Policy Consultant



Poll: Would you like a complimentary overview of the short-term rental market in your community?

- Yes
- No



Thank You!