

**CITY OF DANA POINT  
AGENDA REPORT**

<b>Reviewed By:</b>	
DH	—
CM	<del>X</del>
CA	<del>X</del>

**DATE:** JANUARY 16, 2018

**TO:** CITY MANAGER/CITY COUNCIL

**FROM:** URSULA LUNA-REYNOSA, DIRECTOR OF COMMUNITY DEVELOPMENT

**SUBJECT:** SHORT TERM RENTAL MANAGEMENT APPLICATION

**RECOMMENDED ACTION:**

That the City Council receive staff's presentation.

**BACKGROUND:**

The City is currently honoring 185 Short Term Rental (STR) Permits that were issued between January 1, 2014 and November 16, 2016. No new STR Permits have been issued per a directive of the City Council on November 16, 2016. City staff became aware of an application to help manage STR's called Host Compliance. After participating in multiple demonstrations of the application and talking with other city clients, the City Council authorized staff to acquire and implement the application.

**DISCUSSION:**

City staff will present the Host Compliance application to the City Council to illustrate the various components available to assist staff in the management of STR's. The following five modules are available:

1. Trend Monitoring
2. Address Identification
3. 24/7 Hotline
4. Compliance Monitoring
5. Tax Collection Support

After the presentation staff will be available to answer questions.

**NOTIFICATION AND FOLLOW-UP:**

Staff has promoted the 24/7 Hotline via on the City's website, through door hangers on properties within a 300' radius of a permitted STR as well as through social media.