



Date: April 13, 2018

To: Patrick H. West, City Manager *PLW*

From: Tom Modica, Interim Director of Development Services *T.M.*

For: Mayor and Members of the City Council

Subject: **Short-Term Rental Program Kick-Off and Community Outreach Events**

The City has begun the outreach process for Short-Term Rentals (STR), and in March/April, staff met with Council Offices to solicit input on the community outreach process. The following five community outreach and engagement activities have been identified to maximize the opportunities for public involvement and provide a variety of formats for public input. The various events will be held in different areas of the City and at different times to accommodate different schedules and encourage greater participation. The content and focus of each event will be further refined throughout the process based on preceding events. Additionally, an online survey will be available to provide an opportunity for residents and stakeholders to offer input for the proposed STR program.

1. Stakeholder Interviews – April 2018

Building off the information obtained from the City Council offices, a diverse contact list for individual and small group interviews is being developed. The purpose of these interviews is to gain deeper insight into the considerations that should be reviewed for the proposed STR program, than may otherwise be possible in a large group setting. The list includes residents, property owners, neighborhood groups, community business groups, and other community members.

2. Community Kick-Off Workshop – May 2018

A citywide community kick-off workshop has been scheduled for Wednesday, May 2, 2018, from 6:00 p.m. to 8:00 p.m., at the Recreation Park Golf Course 18 Banquet Room, 5001 Deukmejian Dr. The purpose of this event is to inform the community about the project, provide an opportunity for community members to voice initial opinions, and promote the online survey to be released in June 2018. The workshop will feature alternative interactive methods (e.g. poster activities, comment worksheets, polling exercises, large format note sheets, etc.) to engage the community. A formal presentation and comment period will be followed by an informal open-house-style event.

3. Online Survey – June 2018

Based on feedback received during the stakeholder interviews and community kick-off workshop, an online survey will be created and disseminated to provide further opportunities for the project team to gain substantive feedback and direction for crafting various STR program options. The survey will consist of approximately 20 questions, and

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will close with an open-ended question to provide space for a narrative response. The survey will be made available in English, Spanish, Tagalog, and Khmer.

4. Community Roundtable Workshop – Anticipated Summer 2018

The community roundtable workshop will feature a presentation of the findings of the online survey and stakeholder interviews, along with preliminary options for a proposed STR program based on case study research. Participants will be engaged in a collaborative discussion to ensure that the priorities and concerns of the community are best addressed and balanced accordingly. The online survey results and preliminary case study research will serve as a guide for discussion, but community feedback is the priority of this casual and informal workshop.

5. Public Review Workshop – Anticipated Fall 2018

The public review workshop will include a presentation of the project's findings to date, a description of STR program options, and a discussion of the pros and cons of each option. This workshop is intended to provide an opportunity for the project team to receive feedback on STR program options, and inform draft ordinance language for the City Council's consideration.

City Council Presentation – Anticipated Fall 2018

Based on the community input received during the community outreach events, as well as a targeted case study of STR programs in other jurisdictions and an economic/fiscal feasibility assessment, a presentation of a STR program recommendation is anticipated to City Council in Fall 2018.

Translation services and light refreshments will be available at the three community outreach events.

If you have questions regarding this matter, please contact Lisa Fall, Manager of Administrative and Financial Services, at (562) 570-6853 or Lisa.Fall@longbeach.gov.

TM:LAF:KS

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