



CITY OF OAKLAND

SHORT-TERM RESIDENTIAL RENTAL WORKSHOP

January 12, 2017

Housekeeping Items

- Meeting scheduled to go until 8 pm.
- Meeting will be recorded so people who couldn't attend tonight can watch anytime online at www.oaklandnet.com/strr (this is also the webpage for future updates on STRR).
- Please add your name to the sign-up sheet if you would like to stay-up-to date on the STRR ordinance development process.
- The goal of this meeting is to solicit input from the community and the information you share tonight will not be used for code-enforcement or tax collection purposes.

Agenda

- Introduction
- Background/City Council Direction
- Existing regulations for STRRs in Oakland
- Oakland Specific STRR Market Context
- Public Comment
- Next Steps

Introductions



Darin Ranelletti

Interim Director of Planning and Building, City of Oakland



Ed Manasse

Strategic Planning Manager, Bureau of Planning, City of Oakland



Laura Kaminski, AICP

Planner III, Strategic Planning Division, City of Oakland
Project Manager for the STRRs regulations



Ulrik Binzer

Founder & CEO, Host Compliance

Short-Term Residential Rentals 101

Q: What are Short-Term Residential Rentals?

A: Rentals of residential dwelling units for periods of less than a month.

Q: What do Airbnb, VRBO and other Short-Term Residential Rental platforms do?

A: Airbnb, VRBO and FlipKey etc. act as online marketplaces connecting travelers with local hosts, the platforms enable:

1. Hosts to list their available space and collect rent.
2. Travelers to easily book stays in private homes.

Background / City Council Direction

- Currently, Short-Term Residential Rentals (STRRs) are not specifically addressed in Oakland's Municipal Code.
- There has been an expansion of STRRs Hosting Platforms such as Airbnb, FlipKey, and VRBO that rent homes on a short-term basis.
- In July 2016, Oakland City Council directed Staff to:
 - Obtain stakeholder input.
 - Bring policy options to the City Council to regulate STRRs and Hosting Platforms.

Background / City Council Direction

City Council directed that any future STRR regulation must:

- Distinguish STRRs as separate from commercial hotels, hostels, and other transient habitation activities.
- Ensure the collection of Transient Occupancy Tax (TOT) of STRRs.
- Contain a monitoring and enforcement system.
- Limit STRRs to primary residences in order to prevent the loss of long-term rental housing.
- Address issues that may be caused by STRRs (such as: such as noise, parking, traffic, and security concerns) which deteriorate resident quality of life.

Existing Regulations for STTRs in Oakland

Current planning regulations:

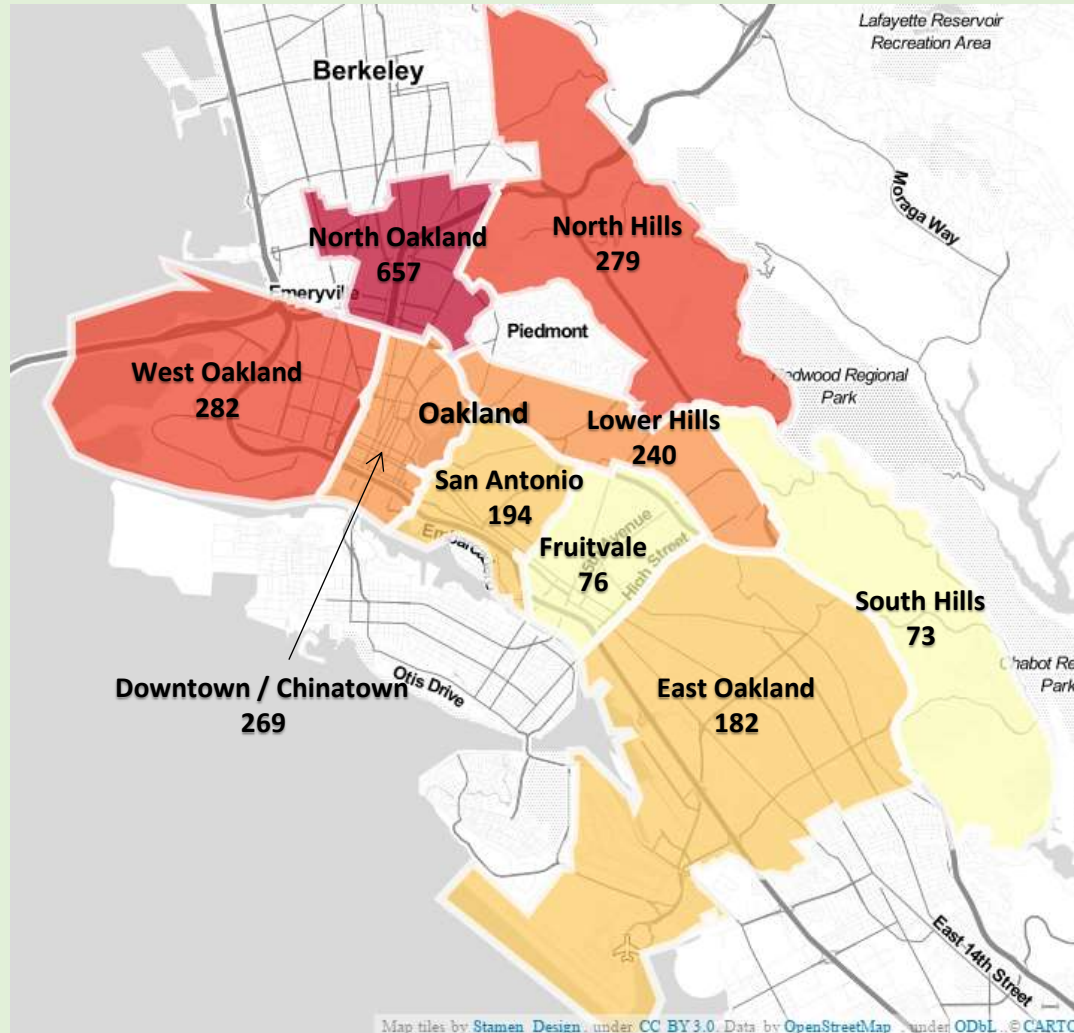
- **Permanent Residential Activities** – occupancy or rental of a single-family home, apartment/condo, Secondary Unit, or room on a weekly or longer basis.
- **Bed & Breakfast Residential Activities** – only allowed in single-family home/duplex, must be historic building, owner occupied, provide breakfast, and requires a conditional use permit (CUP).
- **Transient Habitation Commercial Activities** - the provision of lodging services to transient guests on a less-than-weekly basis, is generally a hotel facility, and allowed in very limited areas with a CUP (downtown, near airport, and specific plan areas).

STRR Statistics in Oakland

The following slides contain statistical information from the company Host Compliance and from the U.S. Census Bureau about the number of short-term rentals in Oakland in comparison to the number of rental units in Oakland. This information is provided by neighborhood when possible.

There are 2,252 active STRR listings in Oakland

54% are located in North & West Oakland & Downtown/Chinatown

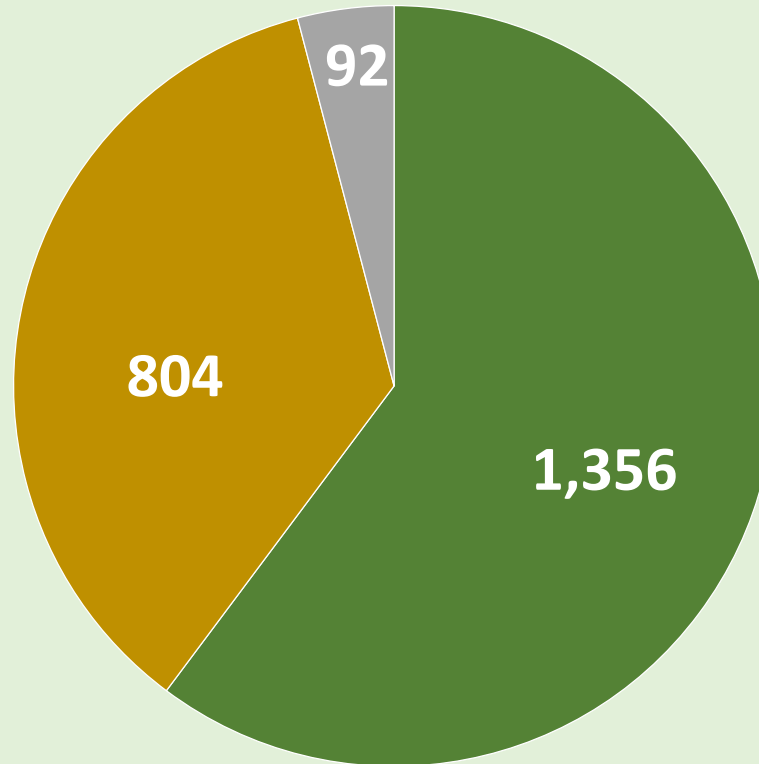


Neighborhood	Active STRR Listings
North Oakland	657
West Oakland	282
North Hills	279
Downtown / Chinatown	269
Lower Hills	240
San Antonio	194
East Oakland	182
Fruitvale	76
South Hills	73
Total	2,252

Source: Host Compliance

60% of Oakland's Active STRRs are Entire Unit Rentals

Active Listings By Rental Type



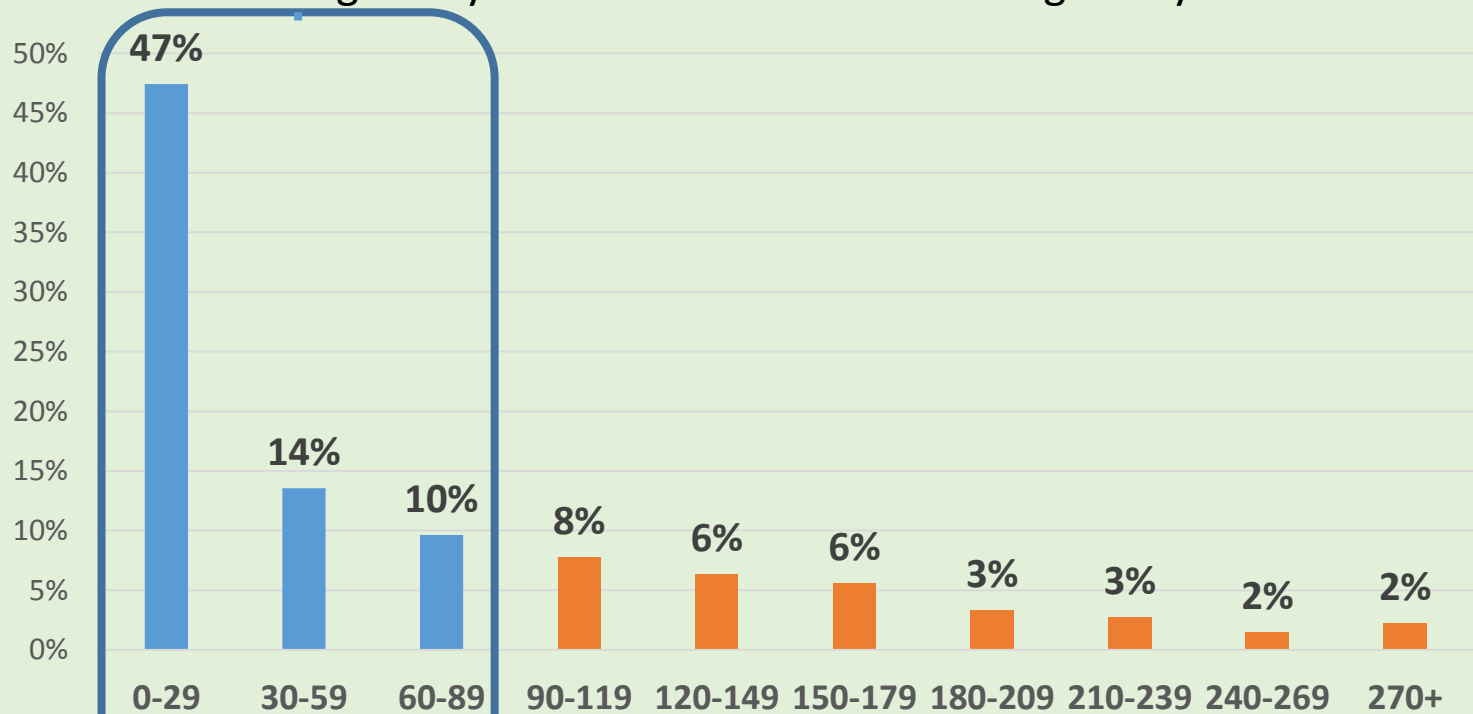
■ 60% Entire Units (1,356) ■ 36% Private Rooms (804) ■ 4% Shared Rooms (92)

Source: Host Compliance

71% of Oakland's STRRs rent for less than 90 days per year while the remaining 29% are more "commercial" in nature

71% = "Casual" STRRs
 < 90 nights a year

29% = "Commercial" STRRs
 >= 90 nights a year



Average Estimated Annual Rental Nights

Casual – **21** nights

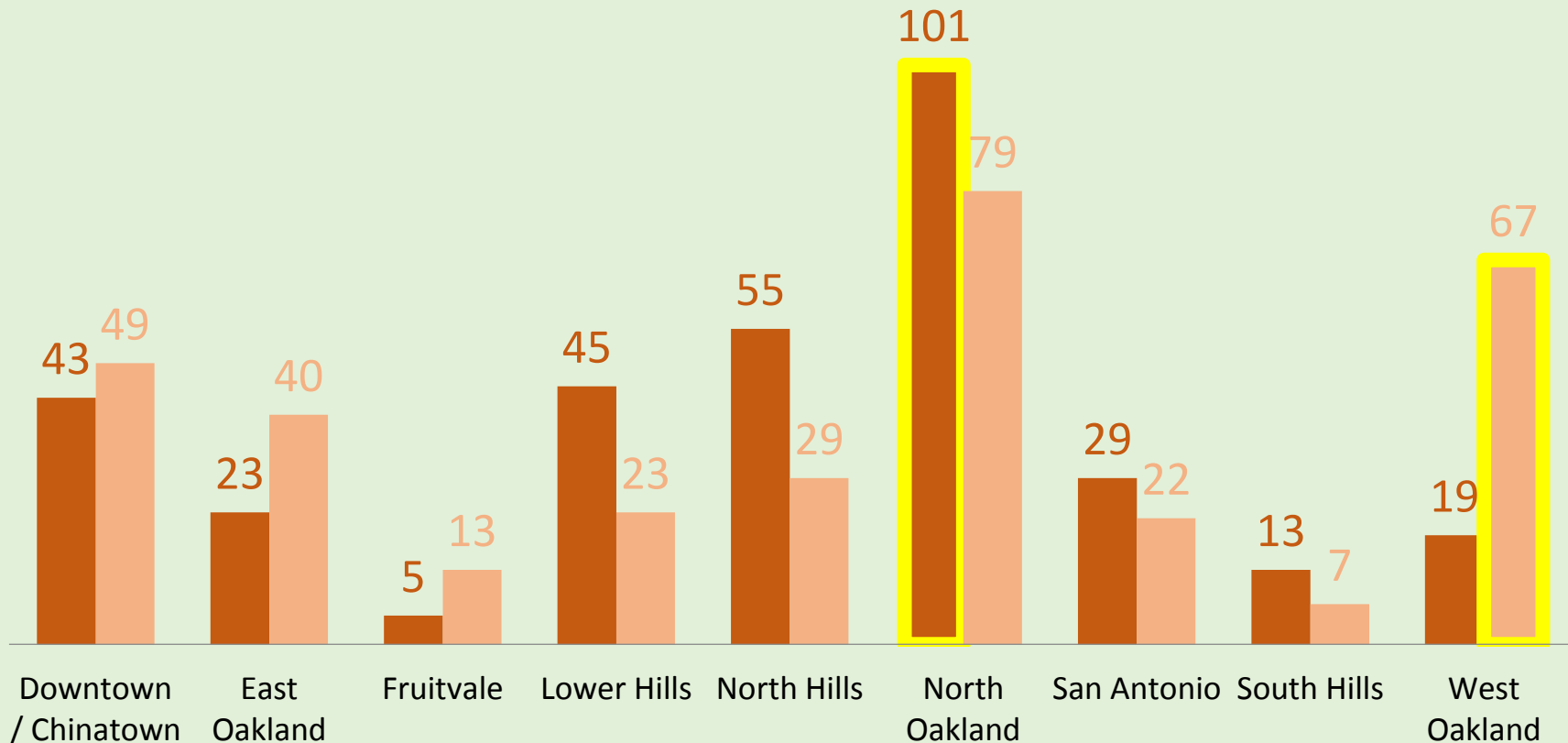
Commercial – **167** nights

Some neighborhoods have more Commercial Room Listings, (e.g., West Oakland), while others have more Commercial Entire Unit Listings, (e.g., North Oakland)



*Commercial STRRs defined as units estimated to be rented for **at least 90 days per year***

■ Commercial Entire Unit Listings ■ Commercial Room Listings



Source: Host Compliance



Commercial Entire Unit STRRs make up a small amount of Oakland's total rental housing market, but constitute a larger amount of Oakland's vacant rental units

	Total Rental Housing Units ¹	Total Active STRR Commercial Entire Units ²
City of Oakland	101,322	333

	Total Vacant Units for Rent ¹	Total Active STRR Commercial Entire Units ²
City of Oakland	2,081	333

- City of Oakland Rental Vacancy Rate¹ = 2.1%
- National Rental Vacancy Rate¹ = 5.9%

Source: ¹American Community Survey (ACS) 1 Year 2015 Data (Table B25004, DP04),
²Host Compliance

Next Steps

Phase	Description of Phase	Approximate Dates
Initial Public Input	Staff to solicit input from the public.	Jan. 12 – Feb. 1, 2017
CED, City Council, & Public Comment	Staff to present policy options & questions to CED & City Council for feedback.	Mar. 2017
City Staff to Prepare Draft Regulations for STRRs	Staff to incorporate feedback from Stakeholder Groups, Public Workshop, Survey, CED Meeting & public comments to write initial draft Ordinance.	
Planning Commission & Public Comment	Staff to present initial draft Ordinance to Planning Commission for recommendation to City Council.	Tentative
CED Committee of City Council & Public Comment	Staff to present draft Ordinance to CED Committee for recommendation to City Council.	Mar. – Sept. 2017
City Council & Public Comment	Staff to present final draft Ordinance to City Council for consideration and final adoption.	

Survey – Available Until Feb. 1, 2017

A survey is available for further public input on the future STRRs ordinance.

The survey can be accessed at the City's website.

Online: www.oaklandnet.com/strr

Or a paper version at:

Planning & Zoning Counter: 250 Frank H. Ogawa Plaza, Second Floor, Suite 2114

Today's meeting: Paper copies available when you exit

Deadline: Submit to the City day end on Feb. 1, 2017 (either electronically or by mail (address on survey)).

Contact info

Please feel free to contact us through our project manager if you have any questions or ideas about how to best regulate short-term residential rentals in the City of Oakland.

Laura B. Kaminski, AICP
250 Frank H. Ogawa Plaza
Suite 3315
Oakland, CA 94612

lkaminski@oaklandnet.com

510-238-6809

www.oaklandnet.com/strr

TELL
US WHAT
YOU THINK...

Public Comment

Goal: Gain an understanding of the specific issues that a future STRRs ordinance should address.

Speaker Time: Try to limit time in order to give everyone a chance to speak (2-3 minutes per person).

Question: What should a future STRRs ordinance seek to accomplish as it relates to...:

1. Housing?
2. Quality of Life?
3. Neighborhood Character?
4. Safety?
5. Other STRRs Related Issues?