

**Martinez, Ruben**

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**Subject:** FW: Comment for City Council Meeting on Short Term Rentals and Host Compliance  
**Attachments:** Pasadena has no reliable or verifiable data on the short term rentals in the city from Host Compliance.docx; ATT00001.htm

**From:** Carol Ebbinghouse <[carol.ebbinghouse@att.net](mailto:carol.ebbinghouse@att.net)>  
**Date:** October 2, 2017 at 12:12:18 AM PDT  
**To:** Mark Jomsky <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** **Comment for City Council Meeting on Short Term Rentals and Host Compliance**  
**Reply-To:** Carol Ebbinghouse <[carol.ebbinghouse@att.net](mailto:carol.ebbinghouse@att.net)>

Dear Mark

I would appreciate if you would add the attached to the materials for the City Council meeting on Monday October 2nd, 2017.

Thank you.

Carol Ebbinghouse

[carol.ebbinghouse@att.net](mailto:carol.ebbinghouse@att.net)  
626-716-0865 Cell  
213-830-7241 Office

## Pasadena has no reliable data on the short term rentals in the city.

Host Compliance is using data from 16 worldwide sites, and individual listings placed on multiple sites are counted multiple times.

Gathering data across platforms presents unique presentation problems. One listing may list on multiple sites, or might be listed in multiple forms on the same site, and analysis can quickly be bogged down by constantly switching between units, listings, active listings, de-duplicated listings, etc. In this document, unless preceded by a modifier, 'listings' refers to all online advertisements, regardless of ownership, duplication, or activity. Each profile will give a

Since no modifiers are used, "listings" may refer to:

- Active listings
- Inactive listings
- Private bedrooms
- Shared bedrooms
- Roommates
- Couchsurfing
- Pool houses and other accessory structures
- Granny flat in one's backyard
- Apartments
- Condos
- Treehouses.....

**Host Compliance is but one of several companies** trying to gather data and analyze the STR market. However Host Compliance has the most inflated figures of —any of its competitors. It can't determine the TOT tax rate for Pasadena. Alas, it could have prepared an audited report, but failed to do so.

Host Compliance is incapable of determining the TOT rate in Pasadena. They used 7% instead of the actual TOT tax rate of 12.11% and grossly underestimated the potential TOT tax income.

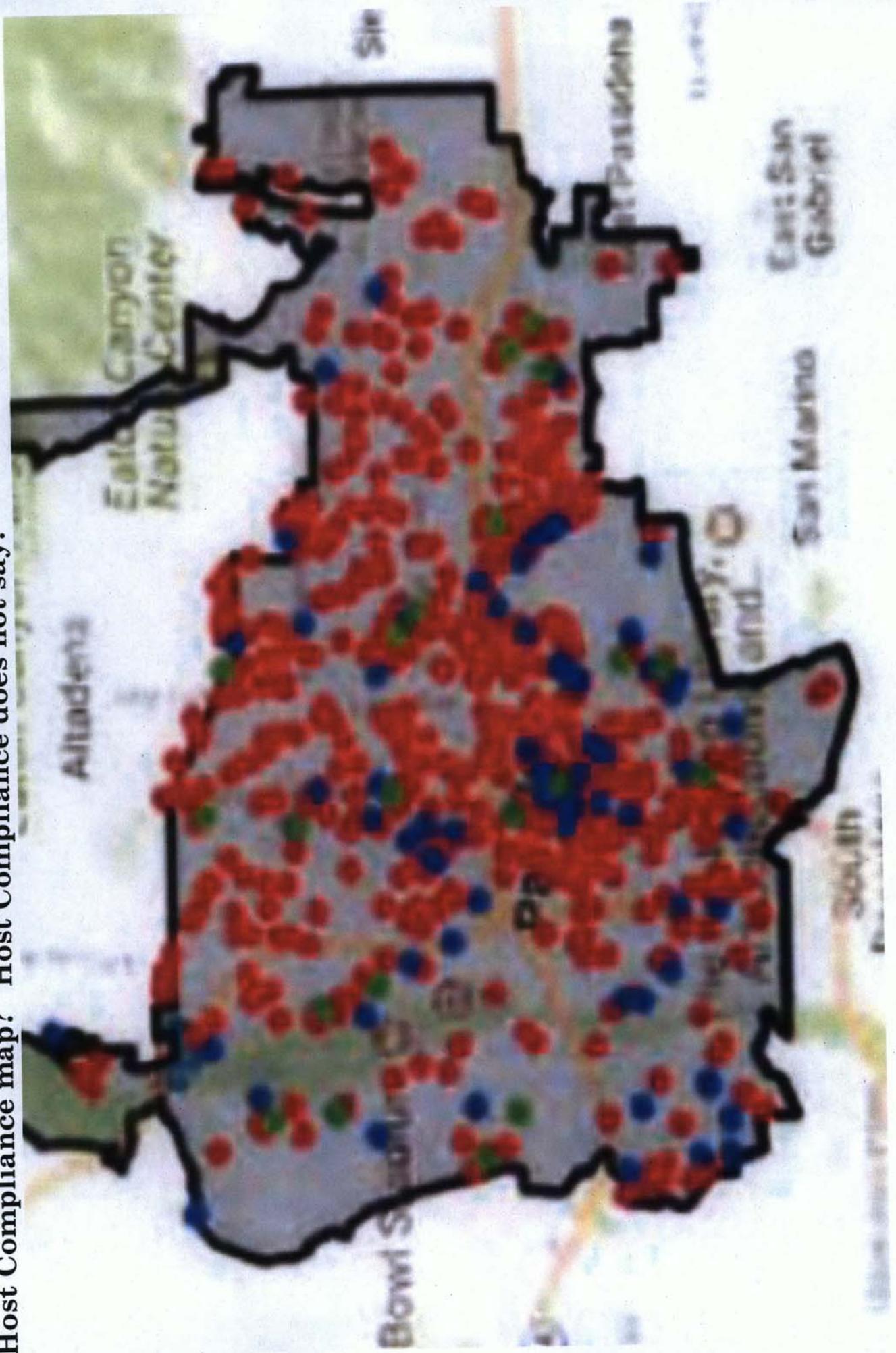
**2. Estimate of TOT of STRs by Pasadena Council District**

	Gross Revenue Estimate Last 12 Months	TOT estimate
Rose Bowl 0.5 mile buffer	\$283,413	\$19,839
Rose Bowl 1.0 mile buffer	\$1,061,250	\$74,287
Pasadena District 1	\$1,769,726	\$123,881
Pasadena District 2	\$2,241,272	\$156,889
Pasadena District 3	\$1,377,582	\$96,431
Pasadena District 4	\$1,387,526	\$97,127
Pasadena District 5	\$1,617,738	\$113,242
Pasadena District 6	\$2,607,350	\$182,514
Pasadena District 7	\$2,375,454	\$166,282
<b>City of Pasadena</b>	<b>\$9,422,867</b>	<b>\$659,601</b>

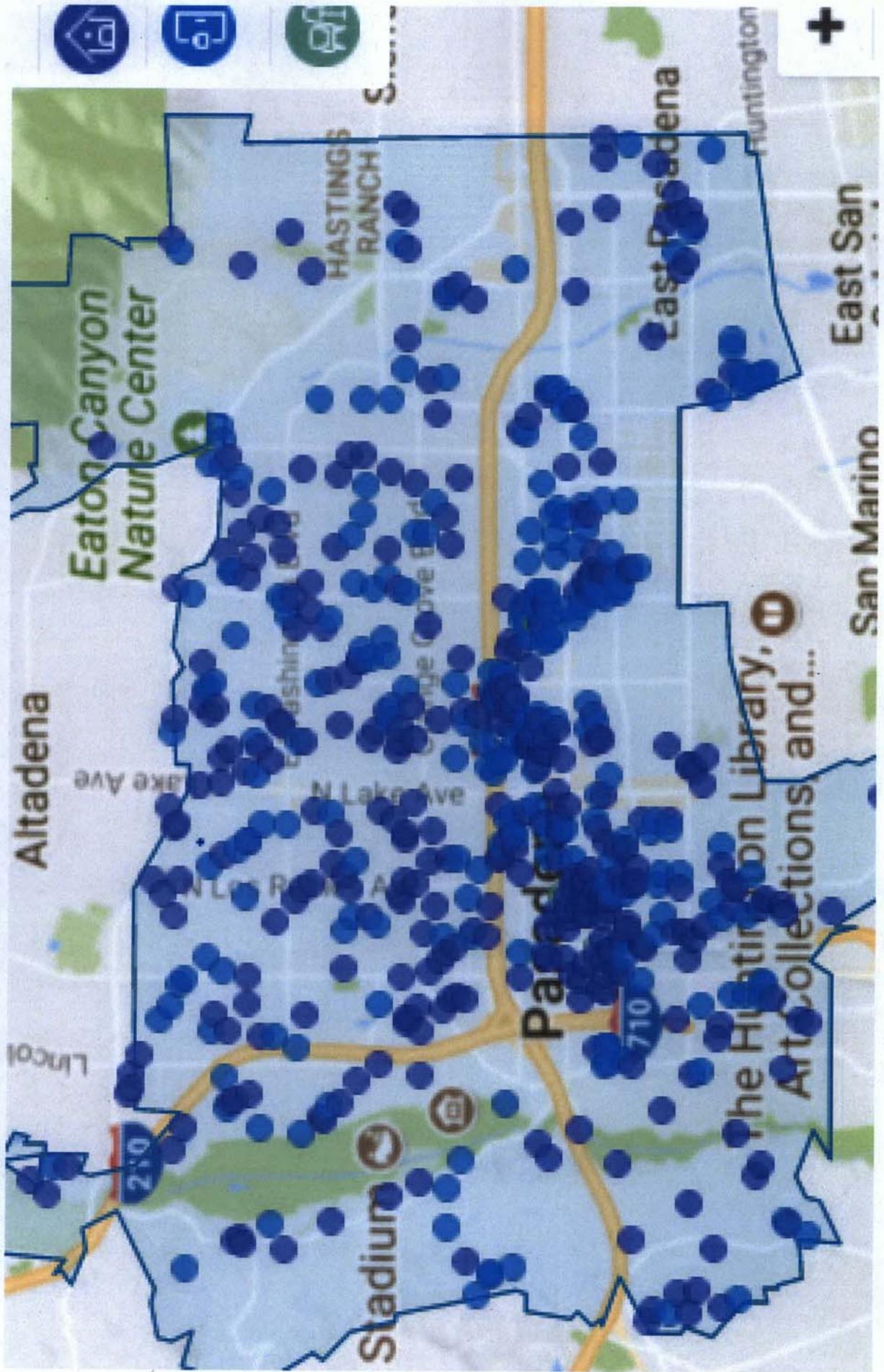
3M

Gross Revenue Estimate (Last 12 months)

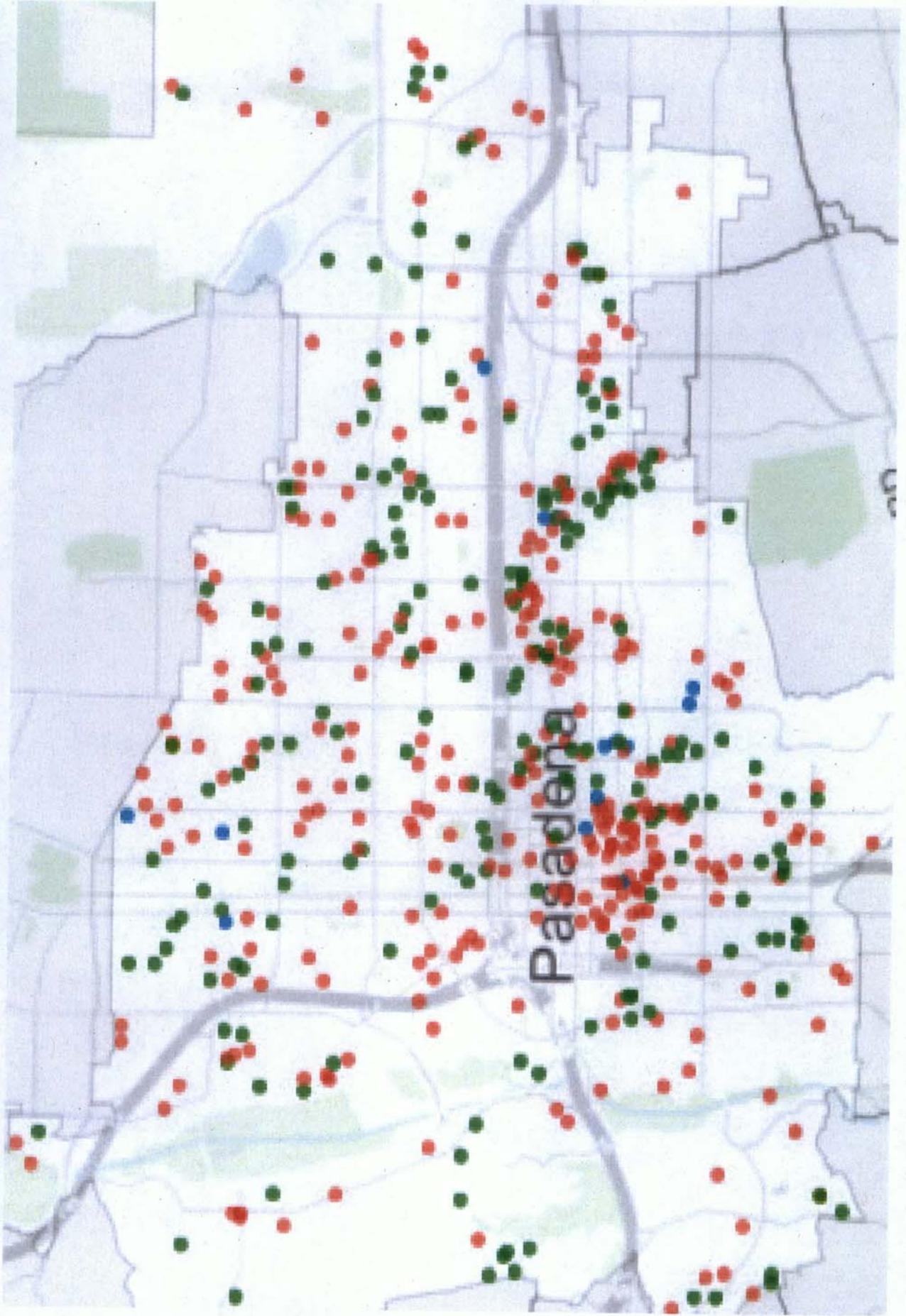
What do the red dots, blue dots, green dots, gold dots and purple dots mean on the Host Compliance map? Host Compliance does not say!



**AirDNA** found 635 units: purple dots mean a suite with its own entrance, a bed and toilet; could be a granny flat; a home, condo or apartment. Turquoise indicates a private or shared bedroom, and the palest color means couchsurfing.



Inside Airbnb also uses colored dots. Red for whole place, green for private room and blue for shared room/couchsurfing. It counts 538 total Airbnb locations in Pasadena.



**None of the sites that claim to track short term rentals can agree on any figure.** They are limited to using just the data that hosting platforms allow the public to see on their site. Any differentiation between a “whole place;” and a bedroom suite with its own entrance; a granny flat; or a pool house are impossible because the hosting platforms do not break rentals out that way.

**Only by conducting a tailored-to-Pasadena study,** establishing its own definitions and criteria can the City of Pasadena have the hosting platforms gather the information the city wants and needs to evaluate its own unique situation, the Pasadena trends, impacts, etc.

**A few things are clear from all of the maps:**

1. There is no cluster of activity near the Rose Bowl
2. There is no clear cluster of activity anywhere in Pasadena with two possible exceptions:
  - a. PCC and CalTech areas.
  - b. Colorado Boulevard and other commercial corridors
3. Commercial corridors and other high density areas do not need supra regulation to “preserve the quiet sanctity of a single family residential area.” **Commercial corridors** such as Hill/Walnut or San Gabriel/Colorado, with rentals next to auto parts stores and strip malls **do not need to be protected** from short term rentals! Every other city of which I am aware has tried a one-size-fits-all-of-the-city approach and therefore bitten off more than needs to be regulated and far **more than the city can possibly enforce.**

**Pasadena should study its own market to tailor its regulations** to protect specific residential neighborhoods and have relevant regulations for industrial, commercial and other non-residential areas. But first Pasadena needs not just accurate information, but reliable breakdowns by type of rental, neighborhood, etc. Information it does not have, and cannot have without a test period for a serious, comprehensive study.



# M A D I S O N H E I G H T S

September 28, 2017

**Mayor Tornek and City Council**

Pasadena City Hall  
100 N. Garfield Ave  
Pasadena, CA 91101

Dear Mayor and City Council,

The Board of Directors of The Madison Heights Neighborhood Association (MHNA) is concerned about the impact of the proposed zoning code amendment being recommended for short term rentals (STRs). We believe the proposed ordinance will negatively impact neighborhood character, safety, health, and overall quality of life for MHNA residents. Specific points of contention include:

- At 90 days per year, the frequency of rentals is too high and will essentially commercialize single family neighborhoods;
- Parking will become a nuisance because temporary overnight parking exemptions can be easily purchased online;
- Occupancy should be based on a home's square footage rather than its number of rooms;
- Allowing three rental violations against the same property is too lenient. Any violation will reduce the quality of life for residents permanently living around a rental property, and violation limits should therefore be reduced to two;
- STR permit information must be posted publicly and be easily accessible for the sake of neighbors and the safety of children;
- There will be a severely negative impact on our residents' quality of life when a higher concentration of people are using the resources and facilities within and around our neighborhood.

MHNA is concerned that STRs will increase street parking, late night parties, noise, disregard for personal property, and trash, while having an adverse effect on safety and security in our single family neighborhoods.

Overall, by commercializing single family neighborhoods, the city is diminishing neighborhood character. The current recommendations by the planning commission and staff will exacerbate the havoc we already experience with the intense development occurring around us.

Thank you for taking your time to consider these concerns,

John Latta, President, MHNA

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**Item 6**

**Jomsky, Mark**

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**From:** Susan Chu <smchu@juno.com>  
**Sent:** Monday, October 02, 2017 7:39 AM  
**To:** Tornek, Terry; Masuda, Gene; Wilson, Andy; Kennedy, John; McAustin, Margaret; Madison, Steve; Gordo, Victor; Hampton, Tyron; Jomsky, Mark; Reyes, David  
**Subject:** Short term vacation home rental vote

Dear City Council,

Please vote against allowing short term vacation home rentals with absentee owners in our residential neighborhoods. We homeowners already have problems with absentee owners; this will increase traffic and noise, at the very least. It could end up destroying the quality of our family homes altogether.

Sincerely,  
Susan Chu  
585 Avocado Ave  
Pasadena  
626-796-2315

Sent from my Samsung phone

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CITY CLERK

17 OCT 02 08:51AM

Members of the City Council,

I am the Vice President of the Pasadena Homesharing Network, a collective of 80+ members of the most active homesharers in Pasadena. I am, unfortunately, unable to attend the City Council meeting since I have young children I must care for, and so I am sending in lieu of giving public comment.

First, my homesharing story. Four years ago, my husband and I bought our house, which came with a backhouse that was being used as a full-time rental at the time of purchase. Since our long-term plan is for my aging mother to eventually move in with us, this setup was ideal. However, during escrow, we learned that it could not be used as a full-time rental because of Pasadena's then-ADU restrictions, and we were required to remove the kitchen, but the sleeping quarters and bathroom were allowed to remain, thereby making it an "accessory structure" (guesthouse).

Prior to registering on Airbnb, our guesthouse was mainly used for hosting friends and family. Word got out to our friends and networks that we had a guesthouse and we found ourselves frequently hosting visiting family members, and then eventually, hosting scholars visiting the Huntington Library or Caltech for research. It was clear that the demand for staying in a guesthouse situated in a neighborhood was high, but we did not feel comfortable listing our home on a website like Craigslist or even on a JPL-listerve since we couldn't vet potential guests nor did we have any interest in running a hotel in our backyard.

However, when we tried out Airbnb, we found the platform to be easier, safer, and more personable than we had assumed. The methods for vetting guests for security gave us peace of mind and furthermore, every guest we have welcomed into our home has felt like an extension of our community. We have learned that the types of guests that you don't want staying in your home are not going to book on Airbnb: they will stay in a motel/hotel. In fact, the majority of our Airbnb guests still continue to be visiting family members (like new grandparents) and academics visiting institutions like JPL, The Huntington, Caltech, Carnegie Observatory, Art Center, Fuller Seminary, etc. We have made lifelong friendships with some of our guests and we consider homesharing to be in a completely different category than that of a hotel or even B&B.

Unfortunately, Airbnb has been the target of much sensationalized media attention, and perhaps to some degree, warranted media attention due to some operators running glorified-mass hotel

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operations in communities with dwindling housing supply. Thankfully, Pasadena has largely been immune to this, even in light of our "explosive" STR growth with zero regulation. According to a report by Pasadena Now on September 6, 2017, Pasadena was the only city in LA County where housing rental prices dropped compared to the "skyrocketing" rents of the rest of LA. Furthermore, the city reports only of a few STR-related problems over the lifetime of Airbnb in Pasadena. Do we really need to be heavily regulating an industry that provides massive economic and social benefits to our residents and larger community? It would be a shame to craft policy based on the unsubstantiated fears of NIMBY neighbors whose complaints are not actually grounded in any kind of evidence or first-hand experience.

STR have not been a problem in Pasadena and so further regulation, especially the type that is expensive to implement (e.g. inspections, bureaucratic permits, etc.), will only unnecessarily inhibit the many economic and social benefits STR has provided to our city.

I encourage you to accept the Planning staff proposal without change. This report is the culmination of a several-years long process of community collaboration and we have reached a good compromise by various stakeholders across the city. Thank you for your time.

## Jomsky, Mark

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**From:** Bruce Lai <bruceylai@gmail.com>  
**Sent:** Monday, October 02, 2017 9:57 AM  
**To:** Jomsky, Mark  
**Subject:** Comments to go into the record re: Short-Term Rentals legislation

Dear Pasadena City Council,

My family and I live in Pasadena. As AirBnb hosts and members of the Pasadena Homesharing Network, we urge you to agree with the proposals of the City of Pasadena Planning Staff on short-term rentals -- with two exceptions. First, there should be no limit on unhosted stays. We rent out our house when we go on vacation or travel and we vet our guests thoroughly, making sure they will be good to our home and our neighbors. Also, we always have a co-host who is available to help out our guests in person, especially if there is an emergency. In our case, our neighbor, Lia Enkelis (who is also the President of the Pasadena Homesharing Network), is that co-host. Also, having two types of permits -- one for hosted stays, one for unhosted stays -- is cumbersome as many of our fellow members of the Pasadena Homesharing Network do both types of short-term rentals. Short-term rentals is a win-win for Pasadena families and the City so why create unnecessary regulation. There should just be one permit for homesharers in Pasadena.

Thanks so much for your consideration.

Warm regards,  
Bruce Lai and Audrey Wang

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Bruce Y. Lai, [LinkedIn](#)

## **Martinez, Ruben**

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**From:** alton Cullen <7al-yv@sbcglobal.net>  
**Sent:** Monday, October 02, 2017 10:27 AM  
**To:** cityclerk  
**Subject:** Agenda Item—Short Term Living

Please forward this to the Mayor & City Council.

Mayor & City Council,

This ordinance as proposed does virtually nothing to protect the neighborhoods—it is really just a revenue generator.

There should be restrictions on the total number and location of Short Term Living Units both by units and locations within each district. The honor system will not work with the operators voluntarily paying the occupancy tax—this should be by the booking agencies. There are not sufficient guidelines for enforcement unless you designate additional funding for Code Enforcement and the Police Department. There should be no locations used for this purpose unless they are owner occupied. The total number of days that a location can be used for this purpose must be limited to somewhat less than 180 days per year. There should not be any trial periods.

There are other issues involved, however they are too numerous to outline. In summary, this ordinance has been far too much influenced by the booking industry and the current operators. Obviously this item should be tabled until reworked so that it protects the neighborhoods. Continued destruction of the neighborhoods will destroy the lure that the City enjoys and not solve your financial problems.

Al Cullen, President  
Greenwood/Allen Neighborhood Assn.  
626 796-9844

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CITY CLERK

# THE PASADENA HOMESHARING NETWORK

Supporting Our Residents • Strengthening Our Community • Growing Our Economy

17 OCT 2017  
CITY CLERK



Actual Pasadena Home Sharing Hosts: From All Neighborhoods, Backgrounds, and Age Groups

## The Pasadena HomeSharing Network: A Diverse Group of Long-time Pasadena Residents

- **We are the most active home-sharing hosts via Airbnb:**  
In 2016, The Pasadena HomeSharing Network has 70+ members with 100 listings of the 400+ in Pasadena
- **We are seniors or nearing retirement:**  
More than 50% of our members are over the age of 50; most members are single women over the age of 50
- **We are not absentee landlords:**  
Pasadena HomeSharing Network is composed of home sharers, not absentee vacation rental landlords
- **We need home sharing income:**  
The majority of Pasadena HomeSharing Network members depend on home sharing income to pay basic expenses

We are Pasadena residents — not absentee property owners, professional property managers, or real estate developers. We believe in home sharing responsibly to protect the character and tranquility of our neighborhoods.

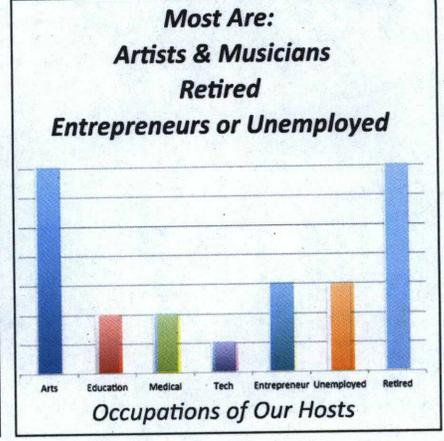
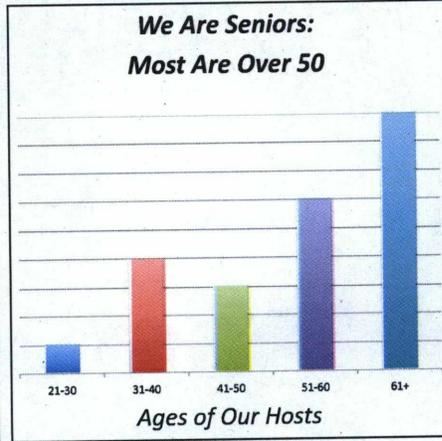
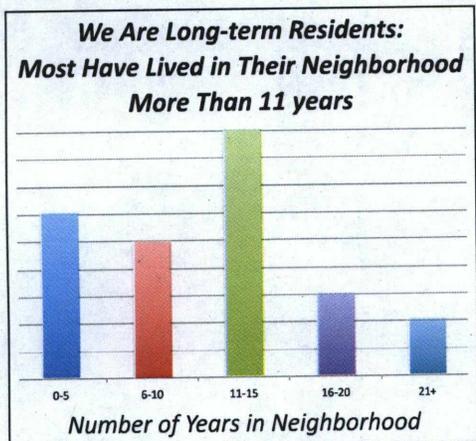
Our members are a cross-section of Pasadena itself — from all districts, neighborhoods, ethnic groups, ages, and family situations. We're recent graduates, young families, single parents, empty-nesters, retirees, and widows. We're professionals, artists and musicians, entrepreneurs, between jobs, or tired of looking. We all need extra income to make ends meet. It's not surprising that, with the income disparity between men and women, our group is two-thirds women over the age of 50. We all love living in Pasadena, but we need to find ways to manage the high housing costs. Our home sharing incomes enable us to afford our homes and to be contributing members of our community.

“ We are musicians. The ability to earn money is fast contracting in this current highly exploitative culture and economy for art.

We are nearly reaching retirement age, and the share of the field is shrinking for all of us older people.

We are highly respected artists and sometimes travel. We share our rental income with neighbors who clean and administer our Airbnb listing for us.

We might not have to be on MediCal this year, if we can earn enough through Airbnb. We would have to move out of this area if it were not for Airbnb. ”



Data from survey of Pasadena HomeSharing Network members

For further information, please contact the Pasadena HomeSharing Network: [pasadenahomesharing@gmail.com](mailto:pasadenahomesharing@gmail.com)

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# Home Sharing Benefits the Pasadena Community and Pasadena Residents

Home sharing benefits the home sharing residents by providing much needed income, which not only supports them but also local service providers. Home sharing guests benefit local businesses across the city — not just those in tourist destination areas. Many small, neighborhood businesses might not otherwise gain from tourist spending.

## Home Sharing Supports the Middle Class:

- Home sharing benefits the economy and neighborhoods because it enables us as hosts — ranging from long-term residents on fixed incomes to young families — who love our Pasadena communities to afford to live in Pasadena.
- Home sharing maintains and strengthens neighborhoods by allowing residents across the demographic spectrum to afford to live in Pasadena.

## Home Sharing Benefits the Pasadena Economy:

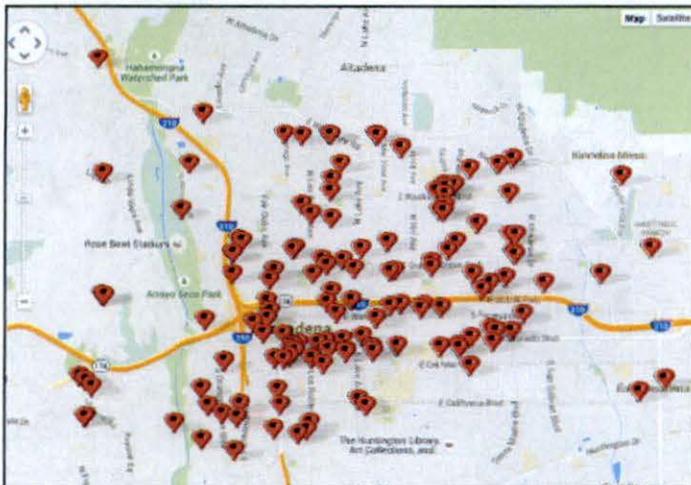
- Home sharing via Airbnb benefits the city-wide economy because guests spend money in neighborhoods all across the city — not just tourist zones — which supports small businesses and a diverse, vibrant local economy.
- According to a study conducted by Airbnb, almost half (47%) of the money spent by guests is spent in the neighborhood where they stay.
- Home sharing supports local jobs; hosts hire local cleaners, plumbers, electricians, handymen, gardeners, etc.

“ Airbnb has enabled me to keep my home and not go into foreclosure. This has enabled me to keep my business because I work from home — so I pay my business taxes! I have made some wonderful friends from all over the world. I have helped people relocating to Pasadena to find places to live, get settled, set up bank accounts, and furnish their new homes. I have more friends in the community, and my guests are also more integrated into Pasadena and community life here. ”

## Home Sharing Beautifies Neighborhoods:

- Competition for bookings motivates Airbnb hosts to keep their homes in good condition and appearance; thus, Airbnb strengthens neighborhood property values and beautifies neighborhoods.

*Airbnb homes are spread throughout Pasadena*



*Home sharing brings revenue into non-tourist neighborhoods and small merchants through guests' spending at local businesses.*

## Small Percentage of Pasadena Residents Home Share; Most Only on Limited Basis

Most Pasadena Airbnb home sharing hosts only rent their rooms or property on a part-time basis. Many like the flexibility of keeping space available for visiting family and friends. Others choose to only rent when they travel or during a big event, such as the Rose Parade.

Out of the more than 60 thousand households in Pasadena, in 2014 there were only 228 are Airbnb hosts. While this number has increased to about 400 in 2016, it is still a small percentage of the total population, and listings are spread city-wide, not bunched, so no one neighborhood is impacted.

According to data provided by Airbnb, the annual average number of nights that Pasadena hosts rent their rooms or property is 49 nights during the 2014 fiscal year

## Neighborhood Character:

### Nuisance Complaints, Noise, Traffic, Dangers of Multiple Strangers Often Overstated

As on-site hosts, we are part of our neighborhoods: long-term Pasadena residents. The fact that there is a lack of complaints shows that neighbors – concentrating on the demands of their own lives – are often not even aware of short-term rental activity.

Since home-sharing hosts live on the properties, they are very careful about whom they welcome into their homes and neighborhoods, which is why they screen their guests carefully. An advantage to using Airbnb is the user verification process. Both guest and host must submit government issued IDs, along with their names and photographs. Additionally, the Airbnb website states: “[W]e currently check certain databases of public state and county criminal records, as well as state and national sex offender registries on U.S.-based guests and hosts. ...which checks the user’s identity against public records of convictions and sex offender registries. ... we may, to the extent permitted by applicable laws and to the extent available, obtain the local version of background or registered sex offender checks. To the extent we do this outside the United States, we will use one of our approved vendors, which checks the user’s identity against available local databases. ...We also check the OFAC list (which includes terrorist designations) for all users that transact on the platform.” This level of investigation is more than many landlords complete when renting a property long-term, which is often limited to a credit check. So neighbors can be assured about the visitors Airbnb hosts are welcoming into their homes.

We Pasadena home-sharing hosts are just as concerned about our neighborhoods as are our neighbors. In addition to vetting our guests, we make sure that no noise or parking issues arise. Contrary to assertions in the staff report, we do not commonly allow large gatherings or bachelor/bachelorette party groups. Very few listings in Pasadena allow parties or events of any type and most hosts post rules (on the websites and in the physical rentals) prohibiting loud noise and disruptive activities of any sort.

We also improve the value of our neighborhoods. Being hosts almost mandates that we maintain our homes so that they will have curb appeal – thus we often improve the physical character of the neighborhood, thanks to the income we receive as hosts and the motivation to maintain our listings’ appeal.

#### Noise Complaints Are Low, Well Handled:

- Airbnb provides a dedicated e-mail hot line for neighbors of Airbnb hosts; excessive complaints can lead to de-listing of a host.
- Our hosts monitor their guests to prevent partying or loud disturbances.
- As a last resort, Pasadena Police respond promptly and efficiently handle noise complaints.

#### Noise Complaints Are Mostly in Tourist Areas, Few in Neighborhoods:

- Pasadena Police responded to 57 Disturbing the Peace complaint calls city-wide from February 2, 2015 – August 1, 2015. Of these, 9 were for fights; 1 gang activity; 1 unruly group; 1 loud music.
- Disturbing the Peace complaints are not spread throughout the city as are Airbnb listings.
- Contrary to some allegations that Airbnb caused disruption in the Linda Vista-Allendale neighborhood, there were only 3 Disturbing the Peace complaint calls in that area.

#### Traffic and Parking a Non-Issue:

- Our data shows that 87% of Pasadena HomeSharing Network hosts have on-site parking for their guests; the remaining 13% require guests to purchase a parking permit.
- Since our hosts are distributed throughout the city, there is no mass impact of guests or traffic.



No calls registered in area blocked by inset map  
Data from CrimeMapping.com

## Working Together Toward a New Ordinance:

The goal of the Pasadena HomeSharing Network is to work with City of Pasadena officials and staff, home sharing hosts, and Airbnb corporate representatives to become a model of citizen-corporate-municipal cooperation. We are eager to create a legal environment where hosts, guests, and the City of Pasadena all reap the economic benefits of this new technology while preserving the tranquility and character of our neighborhoods.

The Pasadena HomeSharing Network appreciates our continuing dialogue with City staff and Council regarding revisions to the Pasadena Municipal Code dealing with short-term rentals, home sharing, and vacation rentals.

### We concur with city staff that:

- **Pasadena should establish a regulatory frame work to legalize and regulate short-term rentals.**

We note that this framework should recognize that the majority of home sharers depend upon the income they gain from their listing rentals. An overly restrictive regulation would be detrimental and could cause enforcement problems. Any new code should have ease of compliance.

- **Hosts should register with the City.**

We emphasize that the registration process should be simple and low cost. The registration/license/permit should be automatically renewable if no complaints have been logged against the host.

- **Hosts should collect and remit Transient Occupancy Tax (TOT).**

We note that ideally TOT should be handled through the online platforms. Where not facilitated by the online platform, the remitting procedure should be simple.

We suggest this TOT be used toward affordable housing efforts.

## Reasonable and Enforceable Regulations Are the Solution

### Key Points for Consideration for New Ordinance:

- Home sharing is currently legal, but codes are unclear.
- Home sharing should continue to be legal and unrestricted for private homeowners within their primary homes or on the property of their primary residences.
- There should be no limit on the number of hosting days a resident homeowner rents their primary home — either rooms or whole houses on their property where they live. Renters with permission from their landlords should also be allowed unlimited home sharing rental days.
- The number of hosting days for Pasadena residents who live near their short-term rental properties and supervise those properties should also be unlimited.
- The Pasadena HomeSharing Network is not in favor of absentee landlord vacation rental properties.
- The Pasadena HomeSharing Network supports a simple and low cost registration/license/permit for home sharing hosts. It should be automatically renewable if no complaints have been logged against the host.
- The Pasadena HomeSharing Network supports paying TOT. We favor the TOT being used for affordable housing.
- Regulations (including any inspection process) need to be simple, have ease of compliance, and not be more costly to enforce than any financial benefits gained from any TOT.
- Since all residential property undergoes an occupancy inspection, additional inspections should only be necessary if multiple complaints are made against the individual host.

## Pasadena Has a Tradition of Welcoming Visitors

Home Sharing as defined in this report is true sharing of one's home or space on the property where one lives — the welcoming of guests into one's own home in exchange for monetary payment. Home sharing is not new to Pasadena. For example, in decades past, the Chamber of Commerce solicited community members to open their homes to guests during the Rose Parade. Home sharers are community members not absentee owners renting their properties as full-time, short-term vacation rentals.

The more than 70 home sharing hosts in the Pasadena HomeSharing Network all list their properties through the website Airbnb, which fosters trust and security through verification, vetting, and reviews of and by guests and hosts. These security measures are examples of how Airbnb differs from other online rental platforms such as VRBO, HomeAway, FlipKey, etc. Airbnb is not a generic term that refers to all online rentals.

TO: Honorable Mayor and City Council of Pasadena

From: Gene Ruane

**Subject:** Zoning Code Amendment to Add Regulations for Short-Term Rentals

October 2, 2017

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When my wife and I purchased our home at 1882 Las Lunas St. we chose the property because it is located in a residential neighborhood. It is a single-family residence in a walkable community close to the Gold Line.

We were assured that the residential zoning of the property included predictable zoning regulations that would prohibit commercial uses.

After we moved in, we found that many of our neighbors had lived on this street for many years, while a few, like us, were more recent.

We were welcomed into the neighborhood by several couples, including one who gave us home-made-jam and a tasty desert.

We found that some neighbors are married, with children, like the couple living next door, while others live alone like the single lady on our other side.

Some neighbors are retired like us, while three others work as teachers; and, one is a Secret Service Officer.

We walk every day on our tree-lined streets and greet some of our neighbors as they walk their dogs or push their children in a stroller.

One neighbor recently invited everyone on our block to her front yard where she hosted the local fire department for a Disaster Preparedness meeting.

Another neighbor will be hosting a "get-together" on October 28.. "to meet and share the latest news".

We feel connected. We are not living among strangers.

Why am I telling you this?

What does it have to do with a Zoning Code Amendment to Add Regulations For Short-Term Rentals?

Multi-billion-dollar businesses, like Airbnb and the other absentee rental platforms, are exploiting the income insecurity of so many. It's got nothing to do with sharing. They're profit making companies who are turning homes into commodities; and, filling them with temporary visitors.

They are taking the "neighbor" out of our neighborhoods.

Homeowners who use these platforms are not “helping friends for free”; they are renting a room or their entire house to “strangers” for money.

What happens when neighborhoods are drained of residents?

The consequences of commercializing our neighborhoods where we thought we would be protected by our residential zoning have become apparent all over the country.

The vibrancy, sustainability and appeal of Pasadena’s unique neighborhoods will disappear if Short-Term Rentals and Vacation Rentals are allowed to proliferate unabated.

I personally think STRs and Vacation Rentals should not be legalized, but I recognize that this view is not shared by our Planning Commission and the Council’s Economic Development and Technology Committee which have developed the regulations that are the subject of tonight’s Public Hearing.

So, what about these draft regulations?

I read the original version proposed by the Planning Department; and, over the last several months I have seen many changes being made in response to Airbnb’s paid representative and those who use its platform.

I believe that the proposed regulations now reflect the interest of corporate rental platforms and not the interests of the majority of Pasadena’s residents.

There are many elements of these regulations that should be revised to better reflect the interests of our neighborhoods.

But if you decide to adopt them tonight, you should at a minimum amend the regulations in several critical areas.

### Vacation Rentals

For all the reasons outlined on page seven of the Planning Department's Staff report, the regulations should continue to prohibit Vacation Rentals.

Oversight by owners will be lost, as investors and property management firms purchase homes as income generating properties to be used exclusively as short-term-rentals.

Persons looking to purchase homes will have to compete with these investors who are willing to pay more for the same property, as they can expect a higher rate of return.

### Curbing Overconcentration

The proposed regulations include a "5% cap on short-term rentals" as a "method of curbing overconcentration" in a proposed "Rose Bowl District" because "preserving the residential character of a single-family neighborhood remains a priority". (See Staff Report, pages 8-9)

Doesn't the City want to preserve the "residential character" in all its neighborhoods?

While “a 5% cap” in a proposed Rose Bowl District will be welcomed by its residents, City Council Districts that already have more STRs than this Rose Bowl District area are left without any geographic “cap” at all.

By applying a geographic cap only in this “district” the city leaves itself vulnerable to a challenge that this particular regulation is not being fairly and equitably applied nor are its benefits being equally enjoyed by all residents of the city.

If the purpose of a geographic cap is to curb overconcentration, then it should be applied throughout the city.

### **Enforcement Provision**

The “enforcement” provisions on page 6-7 of the Staff Report lack a penalty schedule and a fee schedule, which are essential elements for effective enforcement.

A **penalty schedule** should include **immediate and escalating** fine amounts, with a zero tolerance rule; and, at a level that discourages violations and the operation of STRs without a permit and/or outside these regulations.

A **fee schedule** should be directly tied to the cost associated with the administration, including inspection; and, the enforcement of STRs’ regulations.

## Neighborhood Notification

- 1.) Self-certification—like so much in these proposed regulations, there is a “self-certification” that neighbors have been provided with notice of an STR intended use and given a “contact” person to notify if there are issues.(See the third “key requirement” on page 6)

The “delivery” manner of these notices is not described.

The regulation should require that these notices be “mailed” and copies provided with the permit application to ensure compliance.

- 2.) What neighbors are to be notified?

The proposed notification regulation only includes “abutting neighbors” as the neighbors who are to be notified.

The June 20, 2017 version of the regulations stated that the “neighbors abutting or adjacent to a property being used as a STR are typically the ones most impacted”. (Emphasis added)

So, both “abutting” and “adjacent” neighbors should be the ones receiving the notifications.

A diagram was also provided in the June 20 draft that showed that such notification would include several homes directly across the street from the STR home.

I would understand that the “across the street” homes are the “adjacent” homes that are also likely to be impacted.

The wording of the final regulations should be revised to make clear that the “adjacent” homes are also to be notified.

### **In Conclusion**

After participating in this regulatory process, I have to agree with Jordan Vannini who wrote a “guest commentary” in the Pasadena Star-News back in April after observing what happened at a Planning Commission meeting.

“In short, the upright citizens of Airbnb are demanding that the city legitimize their illegal activities with as few regularity constraints as possible, effectively rewriting zoning rules and business and licensing regulations that have been ironed out over decades of effort on the part of the city and its citizenry”.

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Gene Ruane

1882 Las Lunas St.

Pasadena, CA 91107

302-423-9081

**Jomsky, Mark**

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**From:** ejkolb@sbcglobal.net  
**Sent:** Monday, October 02, 2017 2:03 PM  
**To:** Wilson, Andy  
**Cc:** Tornek, Terry; Jomsky, Mark  
**Subject:** Re: Short Term Rentals

Stop selling Pasadena! NO on short term rentals!

Sent from my iPhone

On Oct 2, 2017, at 1:08 PM, Wilson, Andy <[awilson@cityofpasadena.net](mailto:awilson@cityofpasadena.net)> wrote:

The vast majority of these have setup regulations that are fairly consistent with what we are contemplating

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** [ejkolb@sbcglobal.net](mailto:ejkolb@sbcglobal.net)  
**Date:** 10/2/17 11:54 AM (GMT-08:00)  
**To:** "Wilson, Andy" <[awilson@cityofpasadena.net](mailto:awilson@cityofpasadena.net)>, "Tornek, Terry" <[ttornek@cityofpasadena.net](mailto:ttornek@cityofpasadena.net)>  
**Subject:** Short Term Rentals

NO NO NO

Please read the following -- just a few of the cities that agree it's not a good idea.

8 Cities Cracking Down on Airbnb

Katherine LaGrave  
June 2, 2017 11:43 AM

Airbnb lets travelers do some amazing things: sleep with sharks, stay in Hamlet's castle, cook in Julia Child's kitchen, or perhaps most importantly, help them experience an up-and-coming neighborhood like a local. Yet despite the advantages of the home-sharing site, not everyone is enthused about many of its variables: Here, eight places that are looking to crack down—or have already done so.

<https://www.google.com/amp/s/www.cntraveler.com/galleries/2016-06-22/places-with-strict-airbnb-laws/amp>

Sent from my iPhone

**Jomsky, Mark**

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**From:** NRCHOMSKY@aol.com  
**Sent:** Monday, October 02, 2017 3:10 PM  
**To:** Jomsky, Mark  
**Subject:** Council Meeting 10/2/2017 -- Agenda Item 6 STRs

Please deliver to the Council for tonight's Council Meeting -- Thank you.

**Linda Vista-Annandale Association**

Mayor Tornek and Council Members:

The Linda Vista-Annandale Association (LVAA) has participated in all prior public meetings and discussions of this Short-Term rental issue. While some of our concerns did not make it into the Staff Recommendation for tonight, a good many are included, and, so we support the Staff Recommendation for reasonable regulation of Short-Term Rentals, including AirBnB rentals, with ONE EXCEPTION:

**VACATION RENTALS: LVAA STRONGLY OPPOSES THE STAFF RECOMMENDATION TO ALLOW VACATION RENTALS (AS DEFINED IN THE STAFF RECOMMENDATION) EITHER FOR A "TRIAL" PERIOD OR PERMANENTLY. VACATION RENTALS UNDERMINE NEIGHBORHOOD CHARACTER; CREATE SECURITY RISKS AS VACANT HOUSES IN SINGLE-FAMILY NEIGHBORHOODS ARE PUT INTO A CYCLE OF "IN-AND-OUT" SHORT-TERM RENTAL USE; TRULY REMOVE MUCH NEEDED HOUSING STOCK FROM THE CITY; AND, CREATE PATTERNS OF INTENSE BUSINESS USE OF ESSENTIALLY VACANT HOUSES THROUGHOUT THE CITY. PLEASE AGREE WITH STAFF'S ORIGINAL RECOMMENDATION: BAN VACATION RENTALS CITY-WIDE.**

We are also concerned about the failure to require that all "hosts", including hosts for both Hosted and Unhosted stays, must be property owners. As structured, the Staff Recommendation appears to contemplate that any Host can be a "long-term" renter, whether someone renting month-to-month for longer than 30 days, all the way up to renting over many years. Please consider requiring that a Renter/Host must have a Lease for one year or longer covering the subject property, and, also requiring that the property owner provide his or her contact information to the city and also specifically approve of the Renter/Host's proposal to Short-Term rent the subject property.

Thank you for your consideration of our comments and concerns.

Sincerely,

Nina Chomsky, LVAA President

**10/02/2017  
Item 6**

## Jomsky, Mark

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**From:** Paul Little <Paul@pasadena-chamber.org>  
**Sent:** Monday, October 02, 2017 4:56 PM  
**To:** City\_Council  
**Cc:** Jomsky, Mark; Mermell, Steve; Reyes, David  
**Subject:** Short Term Rentals in Pasadena

Good afternoon,

First, I apologize for not contacting you sooner on the short term rental item that is before you this evening.

The Pasadena Chamber of Commerce appreciates that we were contacted early in the process by planning staff and provided an opportunity to give input at that time. We also understand that some form of regulation needs to be in place, but not to the extent that those providing short term rentals would be forced back under-ground to provide for their guests. It is appropriate that the City of Pasadena regulate, collect fees and taxes and provide some measure of oversight over short term rentals.

While we have some minor concerns about impacts to our local hoteliers, I do believe the proposal before you tonight is a good compromise. It protects neighbors and the city and public interest while allowing for home sharing and short term rentals with appropriate oversight and fees. While we would like to see some official inspections of short term rentals, especially by fire and, if a swimming pool is present, health personnel, we understand that compromises had to be made to ensure compliance.

The Pasadena Chamber of Commerce is supportive of the proposal before you.

Thank you for your service to Pasadena and I appreciate your work.

Paul

*Paul Little*

Paul Little  
President and Chief Executive Officer  
Pasadena Chamber of Commerce  
44 North Mentor Avenue  
Pasadena, CA 91106  
626-795-3355  
[www.pasadena-chamber.org](http://www.pasadena-chamber.org)

## Jomsky, Mark

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**From:** James Brennan <brennanjames2@gmail.com>  
**Sent:** Monday, October 02, 2017 4:56 PM  
**To:** Gene Ruane  
**Cc:** Wilson, Andy; Masuda, Gene; Kennedy, John; McAustin, Margaret; Madison, Steve; Tornek, Terry; Hampton, Tyron; Gordo, Victor; Reyes, David; Jomsky, Mark; Bell, Cushon; Noreen Sullivan; Thyret, Pam; Takaka Suzuki; Lucy Penido; Gerald Wright; dtoth@mmibi.com; ckirby; Laura Rodriguez; Marian Leos; Brenda Jones  
**Subject:** Re: Zoning Code Amendment to Add Regulations for Short Term Rentals Tonight's Public Hearing

East Pasadena agrees with Mr Ruane

Our area is being overran with homeless, traffic congestion and over development and now we face the problems with Short-Term rentals units

There should be restrictions on the total number and location of Short Term Living Units both by units and locations within each district. The honor system will not work with the operators voluntarily paying the occupancy tax—this should be by the booking agencies. There are not sufficient guidelines for enforcement unless you designate additional funding for Code Enforcement and the Police Department. There should be no locations used for this purpose unless they are owner occupied. The total number of days that a location can be used for this purpose must be limited to somewhat less than 180 days per year. There should not be any trial periods.

this ordinance has been far too much influenced by the booking industry and the current operators. Obviously this item should be tabled until reworked so that it protects the neighborhoods. Continued destruction of the neighborhoods will destroy the lure that the City enjoys and not solve your financial problems.

Jim Brennan

LoOwer Hasting Ranch Association

On Mon, Oct 2, 2017 at 1:38 PM, Gene Ruane <[generuane@gmail.com](mailto:generuane@gmail.com)> wrote:

October 2, 2017

Honorable Mayor and Council

Please see the attached comments on the Zoning Code Amendment to Add Regulations for Short-Term Rentals which is on the Council's Agenda tonight.

Gene Ruane

1882 Las Lunas St.

Pasadena, CA 91107

302-423-9081