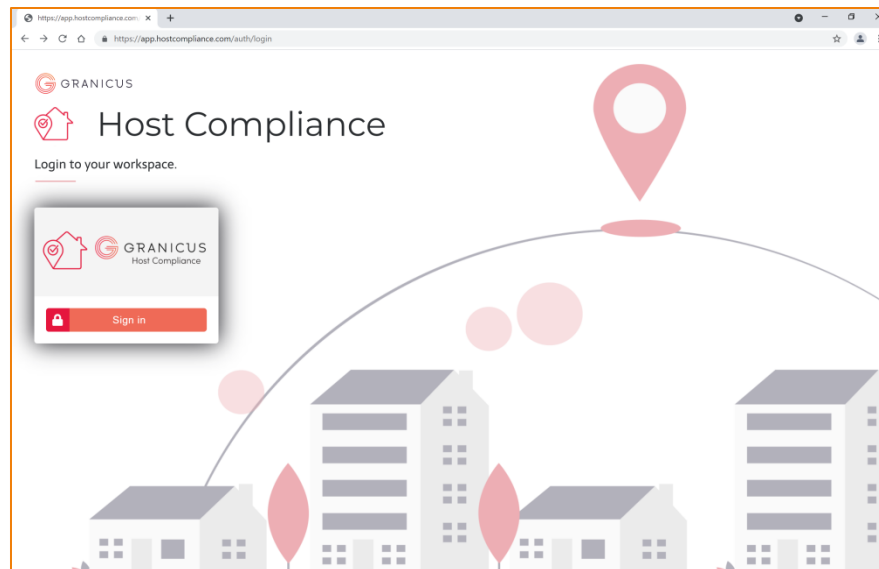


Town of Barnstable

Host Compliance
Rental Registration and Complaint Hotline Overview



❖ **Host Compliance Platform**

- We have 1 rental registration program, but a unique tool to assist with separating data associated with both long term and short term rentals.

❖ **How does the system work?**

- Host Compliance identifies all STR's that are currently advertising through local and national rental platforms.
- Its algorithms identify properties that are both registered and not registered with the Town of Barnstable's existing rental registration program

❖ **Implementation status**

- The Host Compliance online registration service went live on June 14th and was advertised through town website, radio, newsletter and Channel 18.
- This campaign began a passive notification period for property owners before moving to direct property notifications.

❖ **What we have learned**

- There are approximately 700 units being advertised as of this morning
- 310 properties are advertising as rental units that are not registered.

Registration Tool

❖ **Application assessment**

- Not all information submitted is accurate. Our staff verify things like bedroom counts and work with the owners to correct applications submitted.

❖ **How unregistered properties are being addressed**

- August 4th first a limited batch of 50 letters sent notifying property owners of properties non-compliant status... unregistered
- Of the first 50 letters we received 19 responses and 4 letters were not received by the owner.
- September 1st the remaining 292 letters were sent to non-compliant properties.
- A second and final notice will be sent September 6th for properties in the first batch that remain non-compliant
- October 1st will begin the second notification for non-compliant properties from the second batch.
- Enforcement action will be taken for properties that remain non-compliant after second notice.

Registration & Assessment Tools

❖ How notification works

- Program allows us to bulk mail notification letters through Host Compliance.
- Notices contain the actual rental property advertisement information from the platform that the owner uses.
- Program also allows us to monitor the letters sent:
 - which properties received letters and;
 - when a property becomes compliant
 - It also helps with follow up notice for secondary and enforcement correspondence as needed.

TOWN OF BARNSTABLE INSPECTORIAL SERVICES
PUBLIC HEALTH DIVISION
200 MAIN STREET
HYANNIS, MA 02601



Town of Barnstable
Inspectorial Services
Public Health Division
Thomas McKean, Director
Office: 508-862-4644
Fax: 508-790-6304

XXXXXX
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August 4, 2021

RE:

Notice of Required Rental Registration

Dear _____:

In 2006, a rental registration ordinance was put into effect, Chapter 170, requiring all property owners of rental units to register their property with the Town of Barnstable Health Division. You are receiving this correspondence because your property was:

- 1) Identified on the MA DOR Report as a short-term rental,
- 2) Listed on a short-term rental platform,
- 3) Or, have been listed with the Town of Barnstable as a rental in the past.

Whether you are renting now or not: If you intend to rent in the future, Chapter 170 requires an annual registration for the period of rental. Annual registrations are based on the calendar year.

Action Required:

If you are no longer the owner of this property, or have no intent to rent this property, please respond to Barnstable.Registration@town.barnstable.ma.us to notify the Health Division of this property's status.

Otherwise, please register online:

<https://secure.hostcompliance.com/barnstable-ma/permit-registration/welcome>

Or, if mailing, download registration form(s) from Town of Barnstable website below:

Notification and Tracking Tools

❖ Complaint Hotline

- Active on June 9th
- Our citizens speak to a live person
- 28 entries to date
- Complaint categories – Noise(7) Trash(4) Unauthorized STR(4) Parking(2) Disturbance/Trespassing(1) General Inquiries(5) Other(5)
- General and Other are unsubstantiated complaints and do not result in violations or enforcement
- 7 entries over 4th of July weekend
- 7 entries over the last 30 Days
- Staff receive direct email notification of all complaints entered into system and follow-up with complainant and to property owner either verbally or in writing depending upon the situation.
- It is interesting to note that complaints received after implementation continue to be a small percentage of the overall complaints from our rental program as a whole

Rental Complaint Hotline 508-504-9779

Website <https://secure.hostcompliance.com/barnstable-ma/complaints/type>

Complaint Hotline