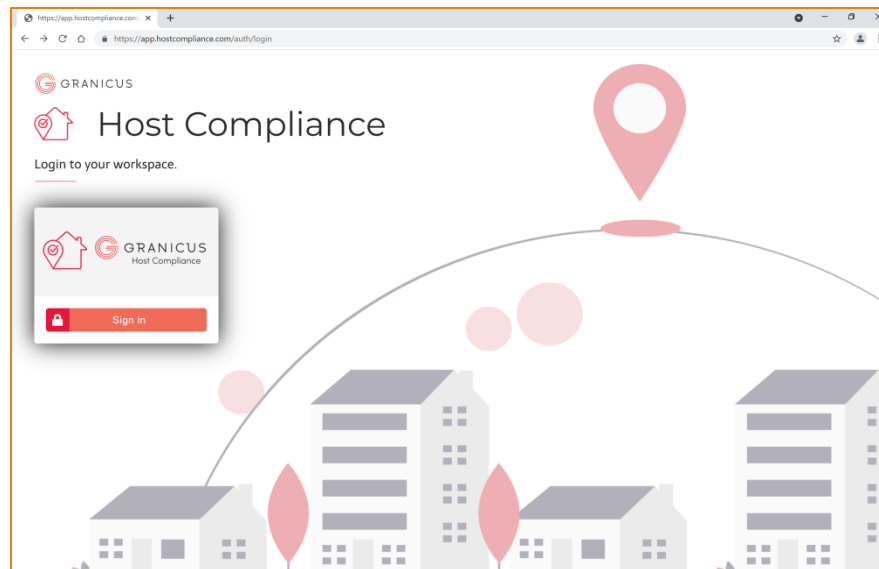


Town of Barnstable

Host Compliance
Rental Registration and Complaint Hotline Update



❖ **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**

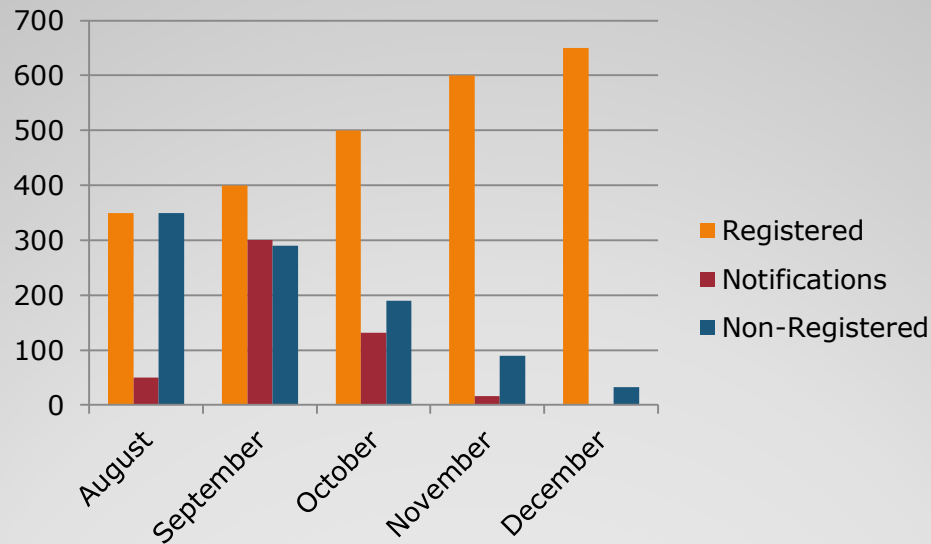
- The Host Compliance online registration service went live on June 14th and was advertised through town website, radio, newsletter and Channel 18.
- This campaign began a passive notification period for property owners before moving to direct property notifications. Active notification began August 4th .

❖ **What we learned**

- Of all units being advertised, approximately half were not registered with the Town.
- Owners willing to register once notified: Our staff must verify things such as bedroom counts and work with owners to correct applications.
- Registration compliance is now at 96%.

Registration Tool

366 Initial Registration Notification Letters sent
131 Final Notice Letters sent
Multitude of calls to owners in Nov/Dec
96% current compliance rate



Registration Efforts - STRs

❖ **Complaint Hotline**

- Active on June 9th
- Our citizens speak to a live person
- 40 entries to date
- Complaint categories – Noise, Trash, Unauthorized STR, Parking, Disturbance/Trespassing, General Inquiries, Other
- 1 entry 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.

Rental Complaint Hotline 508-504-9779

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

Complaint Hotline

❖ **FY2021 STR Tax Revenue = \$1,512,208**

- Revenue dedicated to Comprehensive Water/Wastewater Management Fund

❖ **Housing Inventory**

- Total Number of Units = Approximately 27,000
- Total Number of Rental Units = Approximately 3,500 (13%)
- Total Number of STRs = Approximately 650 (2%) {range of 612 to 689}

❖ **STR numbers are constantly fluctuating**

- 612 active STRs
- Peak of 689 STRs during 2021 season
- 96% currently compliant with registration requirements
- 93% of STRs are whole house rentals
- 97% of STR owners are only operating 1 rental property
 - 14 owners advertising 2 rental properties and 3 are advertising 3 rental properties

❖ **Next Steps:**

- 2022 Rental Registrations begin this month
- Continue to collect data and report to Town Council
 - Please advise us of any data you would like to see captured

Data and Next Steps

❖ Questions?

Links on Town Website:

Rental Complaint Hotline 508-504-9779

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

Rental Registration Online:

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

TOB STR Information Page:

Website

<https://townofbarnstable.us/Departments/planninganddevelopment/Barnstable-Short-Term-Rental-Information.asp>