



# STR Committee: progress & plan

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# agenda

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MISSION APPROVAL (pending)

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2023 STR SURVEY (draft)

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AREAS OF FOCUS (livability)

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Q&A

# STR survey

## *why this survey? why now?*

This survey was created in 2020 (pre-pandemic) & updated in 2023 to help City leadership better understand community sentiment on how STRs impact **livability** in Manzanita.

This will help the City identify cost-effective **solutions** to issues of concern (new or existing) caused by STRs.

# areas of focus (livability)

## LISTEN / LEARN / PRIORITIZE:

- Assess 2023 STR survey, council input, public commentary
- Neighboring communities: assess their process/pitfalls
- Manzanita process: consider opportunities in 10-3, 16-3
- Prioritize all STR issues & root causes by importance & complexity

## COMMUNICATION / EDUCATION / TRANSPARENCY:

- Educate Visitors: set expectations (i.e., standard Good Neighbor Contract)
- Inform Residents/2<sup>nd</sup> Home Owners/Renters (Best resources today)
- Communicate goals for the ST/MT/LT (Rome wasn't built in a day)

## NEXT STEPS (TBD)

# survey goals

## WE LOOK FORWARD TO ANSWERING THE FOLLOWING:

- ✓ How Do Different Parts of the Community Feel About STRs?  
(i.e., residents, voters, part-time residents, STR owners/managers)
- ✓ What Does Community See as the Greatest Challenges/O pportunities with STRs?
- ✓ How Have Community Sentiments Evolved in Recent Years?
- ✓ What Resources Do Neighbors Use/W ant W hen Faced with C hallenging STR Visitors?
- ✓ How Can W e Best Support O ur C ommunity and Find Balance?  
(e.g., Managing C hallenging STR Visitors and STR Density)

# survey summary

- SECTION 1: All Participants
- SECTION 2: STR Owners or Managers
- SECTION 3: Non -STR Owners (part -time residents, 2<sup>nd</sup> home owners, long -term renters)
- SECTION 4 [New]: Full-time Residents **or Voters** (per Council request) without an STR

*The remaining slides present the draft questions for each section including the original survey*

# section 1 Qs: all participants

- Do you own property or live in the city limits of Manzanita? If so, full or less?
- Do you own a Short-term rental (STR)? If so, self-managed or agent-managed?
- Are you familiar with the provisions of Ordinance 10-3 governing short-term rentals?
- If you answered “Yes”, where did you hear about Ordinance 10-3 (select all that apply): City website, rental agency, neighbor, friends, public meeting.
- In what part of town is your home?  
(Choices TBD – e.g., 6 to 8 zones: within a block of Laneda, west of 3<sup>rd</sup>, within 4 blocks from Hwy 101, The Highlands, unincorporated Manzanita, or other)

# section 2 Qs: STR owners, managers

- How many STR's do you own or manage?
- If you have received complaints, please rank the most common:  
(Choices: noise, parking, lighting, pets, garbage, hot tubs, other)
- Do you find Ordinance 10-3 a helpful document? Why or why not?
- Would you suggest any additional changes to any provisions in 10-3? Please comment.
- Does the City provide adequate resources to manage your STR and promote community livability?
- Are the City's STR requirements and expectations clear?
- If you had a question or needed more information, was it resolved in a timely and reasonable manner?

# section 2 Qs (cont.): STR owners, mgrs

Note: STRs represent 263 of ~1,400 homes in Manzanita per City Council Resolution (April 22, 2022).

- 230 Capped STR are in the R-2, R-3, and SR-R zones (previously limited to 17.5%).
- 33 Uncapped (Grandfathered, C-1, R-4 neighborhoods)

- Do you think 263 STRs (current level) is too many, just right, or too few? Why or why not?
- Do you think the prior limit of 17.5% of homes was too many, just right, or too few?
- Do you think the cap should extend to the whole City (yes or no)?  
This STR cap does not apply everywhere (i.e., R-4 (high-density residential) or C-1 (commercial)).
- Do you see opportunities with STRs? If so, identify in the order of importance to respondent.  
(Choices: Revenue to fund community improvements, support for our business community, opportunities to interact with other communities, presence of families, art/cultural exchange, opportunities for STRs to implement sustainability policies, recycling, EV charging, rideshare, “park-once” strategies).

# section 3/4 Qs: Non-STR owners

- Are you aware of any STRs near your house (i.e., within 4 houses of you).
- If yes, approximately how many? (Choices: 1, 2-3, 4 or more)
- In general, are your experiences with neighboring STRs visitors positive or negative?
- How does a STR near you affect your livability? (Choices: little or not at all, somewhat affected, greatly affected)
- How much do you think that STRs and tourism contribute to annual revenue for the City to help pay for roads, parks, police, staffing, etc.? (Choices: 0-25%, 25-50%, 51-75%, 75%-100%)
- Do you have contact information for neighboring STRs? If not, do you know how to get contact info?
- Have you expressed concerns specifically to the STR agent or owner? (Choices: never, once, >1, regularly)
- Have you ever called the STR contact number posted on a neighboring house?
- Have you expressed concerns to the City about a STR? (Choices are never, once, >1, regularly)
- Do you see opportunities with STRs? If so, identify in the order of importance to respondent.  
(Choices: Revenue to fund community improvements, support for our business community, opportunities to interact with other communities, presence of families, art/cultural exchange, opportunities for STRs to implement sustainability policies, recycling, EV charging, rideshare, "park-once" strategies).

# section 3/4 Qs (cont.): Non-STR owners

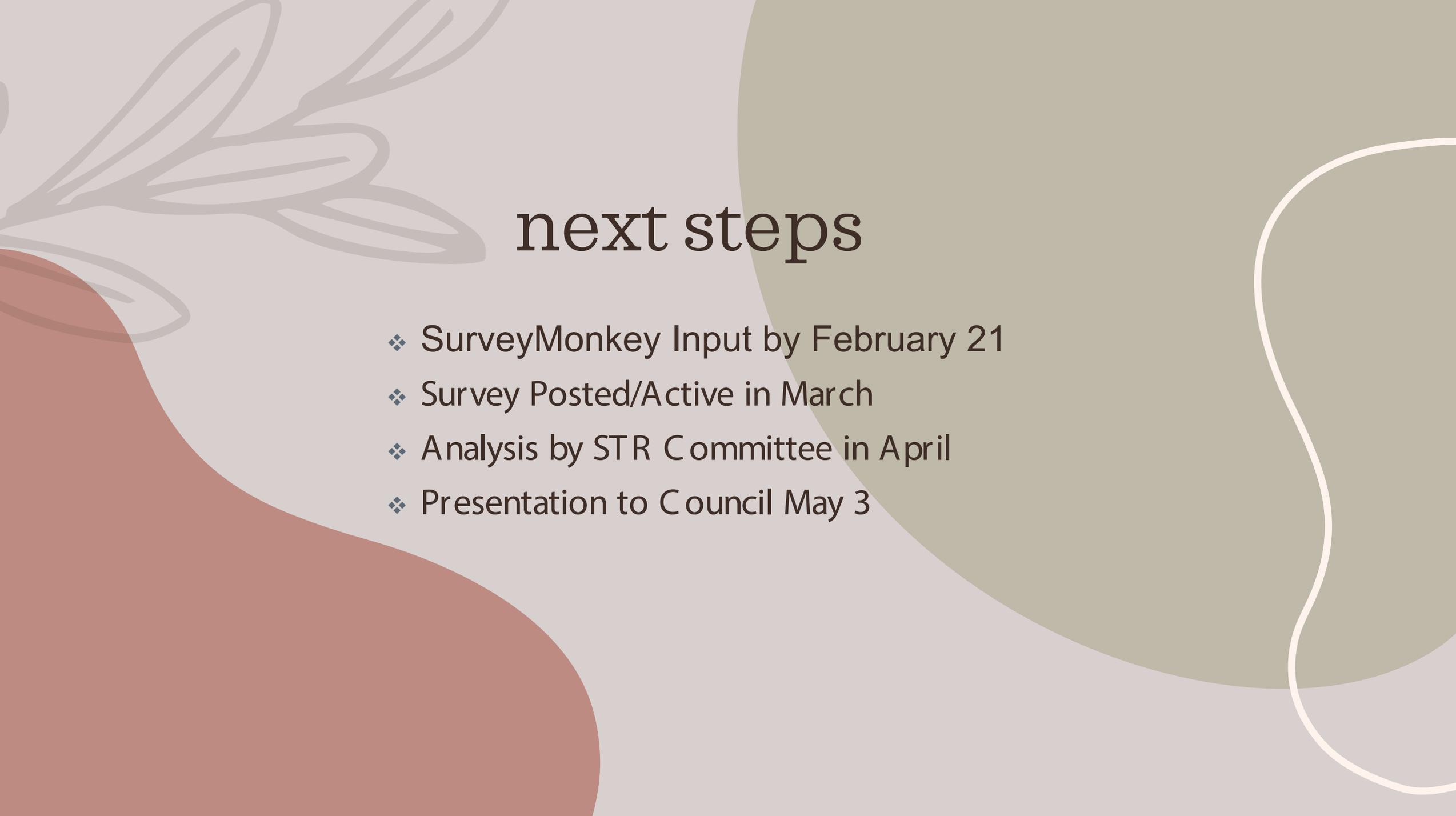
- Have you ever had concerns with STRs? If so:
  - Are you aware of the process the City would like you to follow to resolve those concerns?
  - Identify your STR concerns (in order of importance to respondent.)  
(Choices: Noise, parking in front of house, parking on street (not outside my house), downtown parking, traffic congestion, lighting, pets, inadequate City response, inadequate police response, garbage, hot tubs)
- If you have had problems with complaint resolution, identify your challenges in order of importance.  
(Choices: Unable to contact, untimely resolution, unreturned message, failure to resolve, uncomfortable intervening)
- If you have had concerns with an STR, who would you be most likely to contact  
(Choices: STR owner, STR guests, phone number on house plaque, 1-800 STR Help Line, City, police, I would be unlikely to interact/intervene, I'm not sure who to call, STRs have not been a major problem, other)
- If you have had STR challenges, do you experience similar issues from daytrip tourists, State park campers, residents, or 2<sup>nd</sup> home owners without STRs? (e.g., noise, night lights, parking by home, traffic congestion)
- Have you noticed any positive changes since the Ordinance 10-3 update went into effect (Fall 2021)?

# section 3/4 Qs (cont.): Non-STR owners

Note: STRs represent 263 of ~1,400 homes in Manzanita per City Council Resolution (April 22, 2022)

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*Note: These questions will be asked separately of residents/voters vs. part-time owners/2<sup>nd</sup> home owners/renters/workforce.*

The background features a light grey base with several abstract shapes: a large reddish-brown shape on the left, a large olive-green shape on the right, and a white outline of a leaf-like shape on the far right. In the top left, there is a grey line-art graphic of a leafy branch.

# next steps

- ❖ SurveyMonkey Input by February 21
- ❖ Survey Posted/Active in March
- ❖ Analysis by STR Committee in April
- ❖ Presentation to Council May 3



thank you