



Denver Short Term Rentals Ordinance Development Process

Colorado Municipal League
April 15, 2016

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April, 2014

Susman writes Op Ed for Denver Post re Sharing Economy

OVERVIEW
The sharing economy
By Mary Beth Susman
PHOTO: COURTESY OF AIRBNB



In Park Hill there is a charming home with the moniker Colfax Casita. The owner rents it out by the day (\$145) or the month (\$2,600) on airbnb.com. Lucky tenants get a free marriage, to boot!

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May, 2014- March, 2015

Susman convenes Sharing Economy Task Force

Participants: all council members invited.
Public Comment periods
Stakeholders invited to Task Force meetings:
App Companies (AirBnB, Homeaway, etc.)
Hotel and Lodging Association
STR Host organizations
Apartment Association
Neighborhood organizations


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Community Outreach

- Presentations to INC Zoning Committee and full INC group (Interneighborhood Cooperation)
- Presentations during council candidate forums
- Presentations to other neighborhood associations


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Research

- Monitoring other US cities' work and outcomes - Ongoing
- Analysis of research, opinion literature - ongoing

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April 2015

Sharing Economy Task Force folds into established council committee: Neighborhoods and Planning

- STR's become regular agenda item for council committee
- Committee meetings are broadcast on Channel 8

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October 2015

STR Internal Working Group formed, meets monthly

Participants:

- Councilwoman
- Mayor's Office
- Community Planning and Development
- Excise and License
- Treasury
- City Attorney

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January 2016

- Denver STR website, email, and distribution list goes live.
- Planning Board study session on 1/20/16

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February 2015

- Zoning Code Text Amendment Posted for Public Review
- STR Community Town Halls:
 - February 3rd - South High School
 - February 11th - East High School
 - February 17th - North High School
 - February 25th - Christ Church United Methodist

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STR Town Halls Overview:

South High School, February 3rd

East High School, February 11th

North High School, February 17th

Christ Church United, February 25th

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STR Town Hall Format Overview:

- Four separate town halls across Denver to solicit feedback and input on licensing and text amendment proposal.
- Email notification of meeting times/dates sent to INC, all Denver RNOs.
 - STR email distribution list (280+ email addresses) utilized in advance of each town hall with meeting details.
 - Town hall meeting details listed on Denver STR website.
- Community Mediation Concepts utilized for independent facilitation of public comment portion (2 mins per speaker).
- Each town hall estimated to have approximately 100 attendees listen to presentation and make comments.
- Comment card box available for those who did not wish to speak in public.

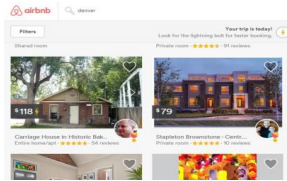
Tonight's STR Town Hall Format:

- 6:30pm - Check-in
- 6:45pm - STR Presentation
- 7:00pm - Open Question Forum (2 minutes per speaker)
- 8:00pm - Answer Comment Cards
- 8:15pm - Formal Forum Concludes
- 8:15pm - Staff Available for One-on-One Questions
- 8:30pm - Town Hall Concludes


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Many editorials in Denver Post and local newspapers
By The Denver Post Editorial Board
"Keep rules simple in the Airbnb era"
Denver is right to license and regulate short-term rentals but should be careful



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March 2016

- Planning Board makes recommendation on STR Text Amendment at 3/16/16 public hearing.
- STR Update re town hall feedback to Council Committee

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STR Timeline Review 10/15-6/16:

Item / Process	Timeline																	
	October		November		December		January		February		March		April		May		June	
	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late
STR Internal Meeting Committee			Continued research / analysis				Program Check-in		Program Check-in		Program Check-in		Program Check-in		Program Check-in		Program Check-in	
Research / Best Practices	Continued Research / Analysis																	
Public Committee & Planning Board					PLAN Update in Framework, Review 12/2/15		Planning Board Update Review 1/20/16		Text Amendment Review 1/20/16		Public Hearing 2/1/16		Public Hearing 2/1/16		Public Hearing 2/1/16		Public Hearing 2/1/16	
ARC							ARC 2016 Review 1/20/16											
Individual On-Site Meetings																		
STR Town Halls																		
STR Town Hall Presentation																		
Master Council / 1st Reading																		
2nd Reading / Public Hearing																		
Final Review																		



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Questions?

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