



June 6, 2023

## **ITEM SUMMARY**

This item is intended to brief City Council and the public on the status, schedule, and goals of the Short-Term Rental Task Force, and to provide summary results of the community survey on short-term rentals. Gap Strategies, the firm engaged by the City to help facilitate this project, will lead a presentation addressing proposed process and timelines, and will report on the community survey.

## **BACKGROUND**

### *Overview*

The City has initiated a multi-pronged effort to address concerns expressed to City Council about short-term rental properties (STRs) in the City.

- Interim Action to Allow Room For Study and a Tailored Response – At its May 8 meeting, the Council took action to initiate a interim one-year ban on new STRs through May, 2024, while the City explores the long-term implications of STRs and potential regulation. On June 26, 2023 Council will consider whether to require STRs in Plano to formally register with the City.
- Citizen Survey – Earlier in the spring, the City commissioned a community survey to better understand community attitudes and concerns regarding STRs. This survey opened to the public on April 17 and closed May 17.
- Task Force – City Council appointed an STR Citizen Task Force to study the issue and make findings. The Task Force is composed of 20 citizens and three alternates, chaired by former mayor Phil Dyer.
- Town Hall – In conjunction with the Task Force's work, the City is planning a Community Town Hall meeting, both in-person and virtual, to take additional citizen input on STRs this summer.
- Task Force Report – After deliberation among its members over the summer, and considering public input from the citizen survey and the Community Town Hall, the Task Force will report its findings to the City in the early fall, which will be presented to the Planning & Zoning Commission and City Council.
- Phase 2, Recommendations – The process includes a proposed Phase 2, in which the Task Force is reconvened after reporting its initial findings. Under Phase 2, the Task Force would consider policy recommendations based on its findings and any new

direction from Council; and work as a community touchstone for staff in the development of any ordinance or rule amendments. This work is designed to be completed to allow consideration and approval of long-term solutions before the interim ban expires.

### *City Facilitator*

The firm engaged by the City to help with the survey and Task Force is Gap Strategies. Gap Strategies specializes in public engagement and facilitation focused around planning and public policy issues. They have staff in both the Metroplex and the Austin area, and work throughout the state.

### *Citizen Survey*

From April 17 to May 17, 2023 the City of Plano convened a community survey to better understand community sentiment around STRs. The survey garnered responses from 6,109 people and was promoted by the City's Communication Department and disseminated to residents via press releases, social media posts, newsletters, links from the City's website, signs in city parks and facilities, and other outlets to the community. The majority of the 6,109 respondents to the survey expressed concerns around STRs and how they affect their quality of life in Plano. Age was a significant factor in survey responses; older residents were over-represented in the survey compared to their population in the City, and were more concerned about STRs. Seventy-three percent of respondents were more than 45 years old. The item below explains the security protocols followed to uphold the integrity of this survey and top line results based on survey responses.

Security – Gap Strategies monitored responses closely and believes there were no significant security issues or “survey loading.” The following measures were taken to ensure the reliability of the survey data.

- Time and speed detection: This strategy employs software that monitors the length of time respondents take to complete the survey, identifying instances of rushed responses or unusually rapid completion times that could compromise data quality.
- Bot detection: To ensure data authenticity, software is used to detect potential bot activities. This prevents artificial inflation of responses and guarantees that the responses are from real human participants.
- IP address tracking and broad geo-fencing: This technique involves tracking respondents' IP addresses and geographical locations to prevent multiple entries from the same source and enables location-specific data analysis.
- Randomized question order: To reduce order bias and improve response accuracy, the sequence of most questions, excluding demographic questions, in the survey were randomized; multiple choice response options were also randomized, except for the option of “other,” which was always presented last.

Top line results – Listed below are a few of the results from respondents. A more detailed report of the survey results and crosstabs will be presented at the June 12th Council meeting, and to the Task Force. Results will also be posted on the website.

- 64% of respondents report they would be “very uncomfortable” having an STR on their block, and another 10% reported they would be moderately uncomfortable (a “2” on the 5-point Likert Scale).
- 31% of respondents believe they live near an STR, while 44% are unsure if they live near an STR. With rounding, 26% report that they do not live near an STR.
- 78% of respondents say they have not personally experienced or witnessed any *benefits* with STRs in Plano; while 79% believe that living next to an STR decreases property values.
- 44% say they have not personally experienced *challenging situations* that they attribute to STRs.
- Respondents were invited to select “challenges” they have “personally experienced” with STRs, and were allowed to select more than one. The top three reported challenges were:
  - Parking – 42%
  - Safety – 36%
  - Noise – 34%

### *Task Force*

The Task Force is scheduled to convene three times in Phase 1. City staff is currently coordinating schedules for a first meeting, anticipated to be in late June.

Throughout the process Gap Strategies will facilitate discussion at Task Force meetings and City staff will act as an information and data resource. The Chair will conduct meetings of the Task Force and serve as the liaison with staff and Gap Strategies for agenda items for meetings. Initially, the Task Force will receive briefings on the community survey as well as broad legal and planning issues related to STRs, and will share their individual backgrounds and perspectives on STRs. In subsequent meetings, the Task Force will receive additional data, community input from the Town Hall, and will work through a series of questions from the facilitators. The goal will be to reach consensus on key findings; if the Task Force is unable to reach consensus on some points, majority and minority opinions will be reported.

Deliberations within the Task Force will be centered around a series of questions from the facilitators. The process will be flexible enough to evolve and pivot as discussions proceed. Questions for the Task Force will continue to be refined prior to the first meeting. The initial set of questions, with subtexts to be teased out, are presented here:

1. Do short-term rentals affect the quality of life of Plano Residents?
  - a. If so, is it a negative or positive effect?
  - b. What evidence is there of this effect on residents? (anecdotal, police records, etc.)
  - c. Are we collecting and sharing data in the right ways?
2. Are there places in Plano that are appropriate for STRs to operate?

- a. How many STRs are currently operating in Plano and where? Are we confident in the data?
  - b. Are there certain geographic areas or types of land use that are more, or less, compatible with STRs (commercial districts, multifamily or single-family districts; optional within organized HOAs, and so on)?
3. How should we think about the future in regard to STRs in Plano?
  - a. What is the effect of STRs on local housing stock and affordability?
  - b. Are there any challenges/opportunities that STRs could provide Plano in the future?
  - c. Are there real estate and hospitality trends, or new technologies, that the City should consider in planning for how to govern STRs?
4. How best can the City address STRs?
  - a. If the City does regulate STRs, what broad types of regulation should be considered?
  - b. Should the City move forward with Phase 2 of this study, exploring specific ways to regulate STRs?

#### *Project Website*

The City and Gap Strategies have established a project website, [PlanoSTR.com](https://PlanoSTR.com). Presentations, data, and survey results will be shared to the website as the project progresses.

#### *Community Town Hall*

Gap Strategies will work with the Task Force and City staff to schedule and plan a Community Town Hall after the second Task Force meeting, later this summer. The Town Hall will be designed to share information from the Task Force with the public – and to hear and record citizen comments. To maximize opportunity for citizen engagement, the Town Hall will be both in-person and virtual.

Citizen input from the Town Hall will help inform the final deliberations and decisions of the Task Force.

#### *Report on Phase 1, and Next Steps*

At the end of the Task Force's Phase 1 deliberations, the City Council and Planning & Zoning Commission will receive a written report and presentation on the Task Force's findings.

After reviewing the findings, the Council and Planning & Zoning Commission may wish to present the Task Force with additional areas or questions to explore during Phase 2. In addition, during Phase 2, the Task Force may assist City staff by providing recommendations to City staff and serving as a sounding board during the preparation of any actions, rules, or ordinances that are developed for the Planning & Zoning Commission and City Council to consider before the expiration of the interim ban on May 15, 2024.

<b>Draft Timeline and Events</b>	<b>Date (exact dates TBD)</b>
Presentation to City Council	<b>June 12, 2023</b>
Task Force Meeting #1	<b>June</b>
Task Force Meeting #2	<b>July</b>
Town Hall	<b>August</b>
P&Z Update	<b>August-September</b>
Council Update	<b>August-September</b>
Task Force Meeting #3	<b>September-October</b>
Present Task Force recommendations to P&Z and City Council	<b>October</b>
Task force phase 2	<b>Late fall of 2023 to spring 2024</b>
Interim STR ban expires	<b>May 15, 2024</b>