



JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

MONICA ZOLTANSKI
MAYOR

SHANE E. PACE
CHIEF ADMINISTRATIVE
OFFICER

Staff Report Memorandum October 17, 2024

To: City Council via Planning Commission
From: Community Development Department
Subject: Amendments to Title 21 of the Land Development Code related to Short Term Rentals CA08222024-0006816

Public Hearing Notice: This item has been noticed on public websites, sent to affected entities and posted in three public locations at least 10 days prior to the Public Hearing.

Request

At the request of the City Council, the Community Development Department is proposing to amend Title 21, *Land Development Code*, Chapter 11, *Special Use Standards*, Section 26, *Residential Short-Term Rental (STR)*. The code amendments update and clarify the application requirements and land use standards of residential short term rentals in Sandy City. The specific amendments to the Land Development Code are included as Exhibit “A” (red-lined version) and Exhibit “B” (clean version).

Background

The Short-Term Rental (STR) requirements ([Sec. 21-11-26](#)) allow residential property owners to rent their dwelling or a portion of their dwelling as a STR if they maintain occupancy of the home as their primary residence (at least half the calendar year). On [August 13, 2024](#), the City Council held a second reading on proposed amendments to the STR regulations and made a motion for city staff to bring a proposal for code amendment through the public hearing process. Staff have prepared several proposed amendments to the STR code section which represents a refined version of the original City Council proposal for code amendments, as outlined in this report, and shown in the exhibits. A response to Council questions pertaining to budget impacted items is also included in this report as Exhibit “C.”

Case History	
Case Number	Case Summary
Ord. No. 98-35 CA#98-H	Creation of new land use regulations for residential districts and a new definition for Residential Short Term Lease. (9-25-1998)
Ord. No. 99-54.	Update to the STR definition prohibited the use of short-term rentals less than 30 days in all residential districts and is the same definition we have in our current code. (10-21-1999)

Ord. No. 18-21 CODE-06-18-5441	An ordinance creating regulations for Residential, Short-Term Rentals (STR). (8-30-2018)
Ord. No. 21-28 CA08052021-0006126	Amendments to Title 21 to implement state legislation regarding internal dwelling units (I-ADUs), known in Sandy as accessory apartments, and minor amendments to the STR section of code for consistency. (9-28-2021)
Ord. No. 24-17 CA09032024-0006833	Amendments to Title 21 related to removing fines from the Land Development Code and placing fines in the fee schedule, as outlined in Title 1, Chapter 4 of the Municipal Code (and found within the budget). (October 2024)

Public Notice

The city issued notice of the public hearing for the proposed code amendments on public websites, mailed notice to affected entities and posted in three public locations at least 10 days prior to the Planning Commission public hearing in accordance with the Land Development Code Sec. 21-36-1 and the Utah State Code § 10-9a-205.

Budget Analysis

After the City Council directed staff to amend the STR regulations, the Council submitted follow-up questions to staff pertaining to budgetary considerations for administering STRs. These questions relate to the purchase of STR tracking software, annual reviews of STR permits/licenses for compliance, and creating educational resources for STR operators. Staff recognize the value of all these ideas, but they each have different cost implications for implementation which is outlined in a separate memo. The memo provides a detailed response and is included with this report as Exhibit “C.”

Analysis

A summary of the proposed code amendments for STRs is described below:

- All the application requirements are consolidated into one section for better organization of the code.
- A requirement for compliance certification by the owner and their renters to adhere to the code standards is added.
- A requirement for the owner to complete a short term rental management certification prior to applying for a STR permit is added.
- The distinction between related vs. unrelated people renting the STR is removed, thereby allowing up to eight renters regardless of family affiliation.
- The requirement to obtain an accessory apartment special use permit in conjunction with the STR permit is removed because there are adequate checks and balances in the permitting procedure without this redundancy.
- The code language is revised to make clear that the whole dwelling may be rented out up to 182 per year, while a portion of the dwelling may be rented out throughout the year, as long as the owner occupies the dwelling as their primary residence.
- A parking plan is added to the application requirements, and the parking plan standards are clarified.
- The standards for noise control are improved by citing both the Sandy City code and the Salt Lake County code.
- A requirement to maintain an adequate number of operational smoke alarms and carbon monoxide detectors is added to the maintenance standards.
- The standards for the packet of information that must be available for renters are improved and strengthened.
- The specific time when a permit expires is clarified.
- With the anticipated hiring of an Administrative Law Judge, a reference to Title 1 Chapter 4 of the City Code for enforcement actions has been added.
- Lastly, in a separate ordinance the City Council will consider an amendment to Title 15, Business Licensing of the Code, which will add a requirement for verification of owner occupancy to the business license renewal standards.

Non-Conforming Uses

This code amendment would not create any non-conforming situations.

Land Development Code Purpose Compliance

The Sandy City Land Development Code in 21-1-3 lists the criteria explaining the intent and purpose of the Ordinance. The purpose is:

21-1-3 Purpose

This Code is adopted to implement Sandy City's General Plan and to promote public health, safety, convenience, aesthetics, welfare; efficient use of land; sustainable land use and building practices; transportation options and accessibility; crime prevention; timely citizen involvement in land use decision making; and efficiency in development review and land use administration. Specifically, this Code is established to promote the following purposes:

1. General

- a. To facilitate the orderly growth and development of Sandy City.*
- b. To facilitate adequate provision for transportation, water, sewage, schools, parks, and other public requirements.*
- c. To stabilize property values.*
- d. To enhance the economic well-being of Sandy City and its inhabitants.*

2. Implementation of General Plan

To coordinate and ensure the implementation of the City's General Plan through effective execution of development review requirements, adequate facility and services review and other goals, policies, or programs contained in the General Plan.

3. Comprehensive, Consistent and Equitable Regulations

To establish a system of fair, comprehensive, consistent and equitable regulations, standards and procedures for review and approval of all proposed land development within the City.

4. Efficiently and Effectively Managed Procedures

- a. To promote fair procedures that are efficient and effective in terms of time and expense.*
- b. To be effective and responsive in terms of the allocation of authority and delegation of powers and duties among ministerial, appointed, and elected officials.*
- c. To foster a positive customer service attitude and to respect the rights of all applicants and affected citizens.*

The proposed code amendment is consistent with the purpose of the Land Development Code because the proposal promotes the public health, safety and welfare; ensures consistency and equitable standards; establishes fair procedures that are efficient and effective in terms of time and expense; facilitates the orderly growth and development of Sandy City; and is consistent with the Sandy City General Plan.

General Plan Compliance

The Sandy City General Plan encourages appropriate development standards for all uses and zoning categories within the city. The proposed code amendment furthers that goal and objective by establishing appropriate land development standards for all uses and zoning categories within Sandy City.

Recommendation

Staff recommends that the Planning Commission forward a positive recommendation to the City Council to amend Title 21, of the Sandy Municipal Code, relating to Short Term Rentals as shown in Exhibit "A," based on the following findings:

Findings:

1. The City Council may amend land use ordinances consistent with the purposes of the Sandy Land Development Code, the Sandy City General Plan, and the Utah Code, Municipal Land Use, Development, and Management Act per Title 21 Chapter 5 of the Sandy Municipal Code.
2. The proposal is reviewed by the Planning Commission and City Council in accordance with the requirements of Title 21 Chapter 5 of the Sandy Municipal Code.
3. The proposal complies with the purpose of the Land Development Code under Section 21-1-03 by promoting the public health, safety, and welfare; ensuring consistent and equitable standards; establishing fair procedures that are efficient and effective in terms of time and expense; and by facilitating the orderly growth and development of Sandy City.
4. The proposal complies with the Goals and Policies of the General Plan by establishing appropriate development standards for all uses and zoning categories within Sandy City.

Planner:



Melissa Anderson
Zoning Administrator

Exhibits:

- A. Proposed code amendments (red-lined version)
- B. Proposed code amendments (clean version)
- C. Budgetary Considerations Related to Short Term Rentals

File Name: S:\USERS\PLN\STAFFRPT\2024\CA08222024-0006816 - STR CODE AMENDMENT\STAFF REPORT\STAFF REPORT -STR UPDATE.FINAL.DOCX

Exhibit "A"

Sec. 21-11-26. Residential Short-Term Rental (STR).

- (a) *Purpose.* This ~~s~~Section is established to provide regulations and design standards for residential short-term rentals (STRs) related to single family and multifamily neighborhoods. These standards seek to allow for STRs while also protecting the safety and general welfare of Sandy residents and preserving the residential character of Sandy neighborhoods. In allowing STRs, ~~# this Section~~ provides existing property homeowners economic relief who might otherwise be forced to leave a neighborhood, thus promoting and preserving affordable housing in Sandy City. This ~~s~~Section also intends to stabilize neighborhoods by promoting home ownership and preserving long term rental housing in the market.
- (b) *Residential Short-Term Rental (STR) Special Use Permit and License Required.* ~~A STR is prohibited~~STRs in all residential dwellings, residential districts, residential PUD districts and residential SD districts ~~without are required to~~ first obtain~~ing~~ a STR special use permit as regulated in this ~~s~~Section, ~~and being issued~~ a valid short-term rental business license (STRL), ~~as regulated by Chapter 15-11.~~ The following are exempt and shall not be subject to the provisions of this ~~s~~Section:
- (1) A residential lease of 30 or more consecutive days.
 - (2) Bed and breakfasts, hotels, and motels, as described and regulated in the Sandy Land Development Code ~~and~~ this Sandy City Code, ~~shall not be subject to the provisions of this section.~~
- (c) *General Standards and Requirements for STR Special Use Permits.* A STR ~~use~~ may be allowed within any existing legal owner-occupied residential dwelling by an administrative STR special use permit ~~and business license~~ from the Community Development Department, ~~wherein the pursuant to an~~ application that demonstrates compliance with requirements found in the Sandy Land Development Code, ~~and~~ this Sandy City Code, and all ~~of~~ the following standards and requirements:
- (1) *Application.* A completed STR application, as provided by Sandy City, ~~shall be submitted to the Community Development Department. Only the owner, as defined in Section 15-11-1, may apply for an STR special use permit. A complete STR application shall include:~~
 - a. Proof of Ownership. Proof of ownership of the STR property shall be provided. The applicant shall prove ownership of the property as evidenced by a copy of a transfer deed listing the applicant as the fee title owner. Fee title owner may be an individual or trustor of a family trust that possesses 50 percent or more ownership of the proposed STR. The fee title owner may not be a corporation, partnership, limited liability company, or similar entity.
 - b. Conflict of Private Restrictions. The owner shall provide a signed affidavit sworn before a notary public that certifies to the City that the subject property has no existing private covenants, conditions, or restrictions prohibiting STRs.
 - c. Proof of Owner Occupancy. The owner shall show proof that the STR property is the owner's primary residence by submitting all the following documentation:
 1. The owner's most recent State and Federal tax returns both listing the property as the owner's primary residence; and
 2. A government-issued identification document listing the address of the property as the address of the owner; and
 3. A signed affidavit sworn before a notary public shall be provided by the owner stating that the proposed property is the primary residence of the owner, and the owner will remain as the primary occupant of the home dwelling for the duration of this the STR special use permit, wherein they reside at least 183 days per calendar year.
 - d. Short Term Rental Management Certification. The owner shall show proof of successful completion of a STR management certification, as determined by staff. The owner need only complete one STR management certification to satisfy this requirement.

Exhibit "A"

- e. Parking Plan. A detailed written description and drawing of an off-street parking plan shall be submitted, in accordance with this Section, to ensure there is sufficient on-site parking capacity for all occupants of the home and renters of the STR.
- f. Compliance Certification. The owner shall provide a signed affidavit sworn before a notary public that certifies to the City that the owner agrees to comply with the terms and conditions of this ordinance and to ensure each renter complies with the terms and conditions of this ordinance.
- (2)g. Property Description. A detailed written description, ~~and/or drawing a site plan~~ of the property, and an interior layout that identifies the use of each room of the dwelling, location of all smoke and carbon monoxide detectors, and defines the portions of the dwelling to be used for a STR shall be provided. Only one designated STR area is allowed for a property.
- (32) Owner Occupancy. The owner of the subject property shall live in the primary dwelling in which a STR is desired, and must reside therein as their primary residence for a minimum of 183 days per calendar year.
- a. ~~An individual shall prove ownership of the property as evidenced by a copy of a transfer deed listing the applicant as the fee title owner. Fee title owner may be an individual or trustor of a family trust that possesses 50 percent or more ownership of the proposed STR. The fee title owner may not be a corporation, partnership, limited liability company, or similar entity.~~
- b. ~~To establish that the property is the owner's primary residence, the owner shall:~~
- ~~1. Present the owner's most recent State and Federal tax returns both listing the property as the owner's primary residence; and~~
 - ~~2. Present a government issued identification document listing the address of the property as the address of the owner; and~~
 - ~~3. A signed affidavit sworn before a notary public shall be provided by the owner stating that the proposed property is the primary residence of the owner and will remain as the primary occupant of the home for the duration of this special use permit, wherein they reside at least 183 days per calendar year.~~
- (43) Occupancy During Rental Period. The ~~subject property STR~~ shall comply with the following occupancy restrictions:
- a. The maximum renter occupancy shall be no more than eight ~~related people, or four unrelated people in the area to be used for a STR and the maximum occupancy shall not include the owner.~~
 - b. ~~The property~~A STR shall not be rented to more than one renter at any given time ~~(this applies to both short and long term rental)~~, and the owner shall not divide and rent out portions of the dwelling to multiple renters at the same time.
 - c. ~~A property shall not be rented as a STR for more than 182 nights per year.~~
 - ~~1. The owner may reside on the property while it is occupied by a renter.~~
 2. The STR property shall only be rented for a minimum duration of one night and a maximum duration of 29 consecutive nights.
 - 3d. There must be a renter vacancy period of one consecutive night between each rental.
 - d. A STR property where the whole dwelling is rented out shall not be rented more than 182 per year. A STR property where a portion of the dwelling is rented out may be rented for up to 365 nights per year. A property with a valid accessory apartment special use permit may use the apartment as a STR and have the accessory apartment be rented for up to 365 nights per year. The owner may not reside in or use the ~~accessory apartment unit~~STR portion of the dwelling while it is occupied by a renter.

Exhibit "A"

- (54) *Parking Plan.* A detailed written description and ~~for~~ a drawing of an off-street parking plan ~~must be provided is required~~ to ensure ~~that there is sufficient on-site parking capacity for~~ all occupants of the home and ~~renters of the STR can be accommodated on-site at all times.~~ The parking plan shall be limited to the existing garage, driveway, and dedicated parking spots of the residential unit and ~~may shall~~ not include any on-street parking. Any proposed parking improvements may also be included in the off-street parking plan, so long as they are completed prior to issuance of a STRL. All elements of the parking plan must be in compliance with all other requirements of this ~~title.~~ The owner shall ensure that all renters of a STR comply with the Parking Plan.
- ~~(6) *Conflict of Private Restrictions.* The owner shall provide a signed affidavit sworn before a notary public that certifies to the City that the subject property has no existing private covenants, conditions, or restrictions prohibiting STRs.~~
- (75) *Urgent Response.* The owner, or a designated representative, shall be available to immediately respond to the STR 24 hours per day, 365 days per year by telephone, and when necessary, be able to physically respond to the STR within one hour of any legitimate complaint. If the owner is unreachable after three attempted contacts by ~~Sandy the~~ City, the City shall issue a Notice of Violation will be issued to the owner.
- (86) *Property Maintenance Requirements.* All ~~short-term rentals STRs~~ shall adhere to this Code, including, but not limited to the following:
- a. *Maintenance.* ~~Owners~~The owner must adhere to Title 19, the Property Maintenance ~~Chapter~~ of this Code, including, but not limited to, requirements for weed abatement, landscaping, garbage removal, structure maintenance, and fence/wall maintenance.
 - b. *Snow Removal.* ~~Owners~~The owner shall remove all snow from the sidewalks of the property within 24 hours after snowfall in accordance with this Code.
 - c. *Noise and Nuisance Control.* ~~Owners~~The owner shall ensure that all renters are aware of and adhere to Chapter 13-2 the Noise Control Chapter of this Code and Salt Lake County Health Department Health Regulation No. 21: Community Noise Pollution Control. ~~Should~~If a renter violates the ~~Noise Control Chapter~~ more than once in any given 72-hour period, ~~they~~the owner shall ~~be~~ immediately evicted all renters from the property ~~by the owner.~~
 - d. *Health and Safety.* The owner shall ensure that the dwelling or the rented portion of the dwelling maintains at least one working smoke alarm in each sleeping area and on each floor, and at least one working carbon monoxide detector on each floor.
- (97) *Noticing and Posting Requirements.*
- a. One nameplate sign that includes the name and the 24/7 contact information for the owner, or a designated representative, must be posted on the exterior side of the main entrance of the STR.
 - b. An informational packet must be posted in a highly visible place within the dwelling or the STR area of the dwelling, and must include all ~~of~~ the following:
 1. City-issued STRL and STR special use permit.
 2. The name and contact information for the 24/7-owner, or a designated representative, contact information.
 3. Parking requirements, information about the STR's parking plan, and the City Ordinance on Parking, Chapter 14-7.
 4. Maximum occupancy of the STR.
 5. The noise ordinance of this Code. Sandy City Ordinance on Noise Control, Chapter 13-2 and a copy of Salt Lake County Health Department Health Regulation No. 21 Community Noise Pollution Control.

Exhibit "A"

6. Garbage pickup dates, and a written description of where garbage receptacles must be placed for pickup.
 7. Emergency and Non-Emergency contact information for the Sandy City Police and Fire Departments, and the address of the STR dwelling.
 - ~~8. Other contact information as required by the Community Development Department.~~
 - ~~9. Any other appropriate requirements as specified by the Community Development Director, through the special use permit process.~~
 8. Sandy City Ordinance on Residential Short-Term Rentals, Sec. 21-11-26 and Business Licensing for Short-Term Rentals, Chapter 15-11.
- c. The informational packet shall be made available to the City for inspection upon 24 hours prior written notice.
- (d) *Limited Number of STRs Special Use Permits*. The total number of STR special use permits issued within ~~Sandy~~the City shall be limited as follows:
- (1) The maximum number of STR special use permits shall be calculated for each community within Sandy City: as follows: Each community shall have a minimum base of two STR special use permits plus one STR special use permit for every 100 single-family detached dwellings within the community boundary.
 - (2) The total number of available STR special use permits shall be recalculated ~~biennially every odd year in July~~, based on ~~an~~the estimated number of single-family dwellings within ~~Sandy~~the City ~~derived as determined~~ by the Community Development Department.
 - (3) If a complete application ~~meeting that meets~~ all other requirements for approval is received after the maximum number of approvals has been issued for the community the proposed STR ~~unit~~ property is located within, the application shall be placed on a waiting list in order of the date of receipt of a completed application. This list shall be reviewed on an annual basis. No fees will be due until a special use approval becomes available. A complete application shall include completion of all requirements of ~~Subsection (c) of this s~~Section.
- (e) *Duration of Approval and Transferability*. ~~The special use permit shall continue until the sale of the home or if the business license expires, the special use shall expire and is not transferable. If the license and permit expire, the area used as an STR shall revert to be occupied by the primary dwelling occupants only and their non-paying guests. The STR special use permit shall be valid and continue until the sale of the home or the STRL expires. The STR special use permit shall expire upon the closing date of the sale of the home or on the date the STRL expires. STR special use permits are not transferable. If the STR special use permit expires, the STR shall automatically revert to be occupied by the primary dwelling occupants only and their non-paying guests.~~
- (f) *Violations*. It shall be a violation for any person to operate a STR:
- (1) Without first obtaining a STR special use permit, as regulated in this ~~s~~Section, and issued a valid STRL; or
 - (2) That does not comply with the requirements of this ~~e~~Chapter, this Code, or the Sandy City Land Development Code.
- (g) *Enforcement and Fines*. Upon a determination that a violation exists, the Community Development Director, or designee, shall contact the owner requiring such owner to halt, eradicate, destroy, remove, or otherwise cure the violation within 48 hours, or such later time the Director, or designee, may determine.
- (1) For any violation of this ~~s~~Section, the issuing officer may issue a written citation or notice of violation to the owner, specifying the violation and the penalty to be imposed.

Exhibit "A"

- a. Upon a third violation within any 12-month period, in addition to the civil fine, the STRL and STR special use permit shall be automatically revoked. The owner shall be ineligible for a STR special use permit and a STRL for a period of two years from the date of the third notice of violation.
 - b. For any violation within any 12-month period following the third violation, the penalty shall be a civil fine and the owner shall be banned from receiving a STR special use permit and a STRL.
- (2) Fines shall be assessed and accrued pursuant to the current fee schedule and as outlined in Title 1, Chapter 4 of this Code.
- (3) Enforcement may be done criminally, civilly, or administratively pursuant to Title 1 Chapter 4 of this Code.

Exhibit "B"

Sec. 21-11-26. Residential Short-Term Rental (STR).

- (a) *Purpose.* This Section is established to provide regulations and design standards for residential short-term rentals (STRs) related to single family and multifamily neighborhoods. These standards seek to allow for STRs while also protecting the safety and general welfare of Sandy residents and preserving the residential character of Sandy neighborhoods. In allowing STRs, this Section provides existing property homeowners economic relief who might otherwise be forced to leave a neighborhood, thus promoting and preserving affordable housing in Sandy City. This Section also intends to stabilize neighborhoods by promoting home ownership and preserving long term rental housing in the market.
- (b) *Residential Short-Term Rental (STR) Special Use Permit and License Required.* STRs in all residential dwellings, residential districts, residential PUD districts and residential SD districts are required to first obtain a STR special use permit as regulated in this Section, and a valid short-term rental business license (STRL), as regulated by Chapter 15-11. The following are exempt and shall not be subject to the provisions of this Section:
- (1) A residential lease of 30 or more consecutive days.
 - (2) Bed and breakfasts, hotels, and motels, as described and regulated in the Sandy Land Development Code and this Sandy City Code.
- (c) *General Standards and Requirements for STR Special Use Permits.* A STR may be allowed within any existing legal owner-occupied residential dwelling by an administrative STR special use permit and business license from the Community Development Department, pursuant to an application that demonstrates compliance with requirements found in the Sandy Land Development Code, this Sandy City Code, and all the following standards and requirements:
- (1) *Application.* A completed STR application, as provided by Sandy City, shall be submitted to the Community Development Department. Only the owner, as defined in Section 15-11-1, may apply for an STR special use permit. A complete STR application shall include:
 - a. *Proof of Ownership.* Proof of ownership of the STR property shall be provided. The applicant shall prove ownership of the property as evidenced by a copy of a transfer deed listing the applicant as the fee title owner. Fee title owner may be an individual or trustor of a family trust that possesses 50 percent or more ownership of the proposed STR. The fee title owner may not be a corporation, partnership, limited liability company, or similar entity.
 - b. *Conflict of Private Restrictions.* The owner shall provide a signed affidavit sworn before a notary public that certifies to the City that the subject property has no existing private covenants, conditions, or restrictions prohibiting STRs.
 - c. *Proof of Owner Occupancy.* The owner shall show proof that the STR property is the owner's primary residence by submitting all the following documentation:
 1. The owner's most recent State and Federal tax returns both listing the property as the owner's primary residence; and
 2. A government-issued identification document listing the address of the property as the address of the owner; and
 3. A signed affidavit sworn before a notary public shall be provided by the owner stating that the proposed property is the primary residence of the owner, and the owner will remain as the primary occupant of the dwelling for the duration of the STR special use permit, wherein they reside at least 183 days per calendar year.
 - d. *Short Term Rental Management Certification.* The owner shall show proof of successful completion of a STR management certification, as determined by staff. The owner need only complete one STR management certification to satisfy this requirement.

Exhibit "B"

- e. *Parking Plan.* A detailed written description and drawing of an off-street parking plan shall be submitted, in accordance with this Section, to ensure there is sufficient on-site parking capacity for all occupants of the home and renters of the STR.
 - f. *Compliance Certification.* The owner shall provide a signed affidavit sworn before a notary public that certifies to the City that the owner agrees to comply with the terms and conditions of this ordinance and to ensure each renter complies with the terms and conditions of this ordinance.
 - g. *Property Description.* A detailed written description, a site plan of the property, and an interior layout that identifies the use of each room of the dwelling, location of all smoke and carbon monoxide detectors, and defines the portions of the dwelling to be used for a STR shall be provided. Only one designated STR area is allowed for a property.
- (2) *Owner Occupancy.* The owner of the subject property shall live in the primary dwelling in which a STR is desired and must reside therein as their primary residence for a minimum of 183 days per calendar year.
- (3) *Occupancy During Rental Period.* The STR shall comply with the following occupancy restrictions:
- a. The maximum renter occupancy shall be no more than eight people.
 - b. A STR shall not be rented to more than one renter at any given time, and the owner shall not divide and rent out portions of the dwelling to multiple renters at the same time.
 - c. The STR property shall only be rented for a minimum duration of one night and a maximum duration of 29 consecutive nights.
 - d. There must be a renter vacancy period of one consecutive night between each rental.
 - e. A STR property where the whole dwelling is rented out shall not be rented more than 182 per year. A STR property where a portion of the dwelling is rented out may be rented for up to 365 nights per year. The owner may not reside in or use the STR portion of the dwelling while it is occupied by a renter.
- (4) *Parking Plan.* A detailed written description and a drawing of an off-street parking plan is required to ensure there is sufficient on-site parking capacity for all occupants of the home and renters of the STR. The parking plan shall be limited to the existing garage, driveway, and dedicated parking spots of the residential unit and shall not include any on-street parking. Any proposed parking improvements may also be included in the off-street parking plan, so long as they are completed prior to issuance of a STRL. All elements of the parking plan must be in compliance with all other requirements of this Title. The owner shall ensure that all renters of a STR comply with the Parking Plan.
- (5) *Urgent Response.* The owner, or a designated representative, shall be available to immediately respond to the STR 24 hours per day, 365 days per year by telephone, and when necessary, be able to physically respond to the STR within one hour of any legitimate complaint. If the owner is unreachable after three attempted contacts by the City, the City shall issue a Notice of Violation will be issued to the owner.
- (6) *Property Maintenance Requirements.* All STRs shall adhere to this Code, including, but not limited to the following:
- a. *Maintenance.* The owner must adhere to Title 19, the Property Maintenance Chapter of this Code, including, but not limited to, requirements for weed abatement, landscaping, garbage removal, structure maintenance, and fence/wall maintenance.
 - b. *Snow Removal.* The owner shall remove all snow from the sidewalks of the property within 24 hours after snowfall in accordance with this Code.
 - c. *Noise and Nuisance Control.* The owner shall ensure that all renters are aware of and adhere to Chapter 13-2 the Noise Control Chapter of this Code and Salt Lake County Health Department Health Regulation No. 21: Community Noise Pollution Control. If a renter violates the Noise

Exhibit "B"

Control Chapter more than once in any given 72-hour period, the owner shall immediately evict all renters from the property.

- d. *Health and Safety.* The owner shall ensure that the dwelling or the rented portion of the dwelling maintains at least one working smoke alarm in each sleeping area and on each floor, and at least one working carbon monoxide detector on each floor.
- (7) *Noticing and Posting Requirements.*
- a. One nameplate sign that includes the name and the 24/7 contact information for the owner, or a designated representative, must be posted on the exterior side of the main entrance of the STR.
 - b. An informational packet must be posted in a highly visible place within the dwelling or the STR area of the dwelling, and must include all the following:
 - 1. City-issued STRL and STR special use permit.
 - 2. The name and contact information for the owner or a designated representative.
 - 3. Parking requirements, information about the STR's parking plan, and the City Ordinance on Parking, Chapter 14-7.
 - 4. Maximum occupancy of the STR.
 - 5. Sandy City Ordinance on Noise Control, Chapter 13-2 and a copy of Salt Lake County Health Department Health Regulation No. 21 Community Noise Pollution Control.
 - 6. Garbage pickup dates and a written description of where garbage receptacles must be placed for pickup.
 - 7. Emergency and Non-Emergency contact information for the Sandy City Police and Fire Departments, and the address of the STR dwelling.
 - 8. Sandy City Ordinance on Residential Short-Term Rentals, Sec. 21-11-26 and Business Licensing for Short-Term Rentals, Chapter 15-11.
 - c. The informational packet shall be made available to the City for inspection upon 24 hours prior written notice.
- (d) *Limited Number of STR Special Use Permits.* The total number of STR special use permits issued within the City shall be limited as follows:
- (1) The maximum number of STR special use permits shall be calculated for each community within Sandy City as follows: Each community shall have a minimum base of two STR special use permits plus one STR special use permit for every 100 single-family detached dwellings within the community boundary.
 - (2) The total number of available STR special use permits shall be recalculated every odd year in July, based on the estimated number of single-family dwellings within the City as determined by the Community Development Department.
 - (3) If a complete application that meets all other requirements for approval is received after the maximum number of approvals has been issued for the community the proposed STR property is located within, the application shall be placed on a waiting list in order of the date of receipt of a completed application. This list shall be reviewed on an annual basis. No fees will be due until a special use approval becomes available. A complete application shall include completion of all requirements of this Section.
- (e) *Duration of Approval and Transferability.* The STR special use permit shall be valid and continue until the sale of the home or the STRL expires. The STR special use permit shall expire upon the closing date of the sale of the home or on the date the STRL expires. STR special use permits are not transferable. If the STR special use permit expires, the STR shall automatically revert to be occupied by the primary dwelling occupants only and their non-paying guests.

Exhibit "B"

- (f) *Violations.* It shall be a violation for any person to operate a STR:
- (1) Without first obtaining a STR special use permit, as regulated in this Section, and issued a valid STRL; or
 - (2) That does not comply with the requirements of this Chapter, this Code, or the Sandy City Land Development Code.
- (g) *Enforcement and Fines.* Upon a determination that a violation exists, the Community Development Director, or designee, shall contact the owner requiring such owner to halt, eradicate, destroy, remove, or otherwise cure the violation within 48 hours, or such later time the Director, or designee, may determine.
- (1) For any violation of this Section, the issuing officer may issue a written citation or notice of violation to the owner, specifying the violation and the penalty to be imposed.
 - a. Upon a third violation within any 12-month period, in addition to the civil fine, the STRL and STR special use permit shall be automatically revoked. The owner shall be ineligible for a STR special use permit and a STRL for a period of two years from the date of the third notice of violation.
 - b. For any violation within any 12-month period following the third violation, the penalty shall be a civil fine and the owner shall be banned from receiving a STR special use permit and a STRL.
 - (2) Fines shall be assessed and accrued pursuant to the current fee schedule and as outlined in Title 1, Chapter 4 of this Code.
 - (3) Enforcement may be done criminally, civilly, or administratively pursuant to Title 1 Chapter 4 of this Code.



SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

MONICA ZOLTANSKI
MAYOR

SHANE E. PACE
CHIEF ADMINISTRATIVE
OFFICER

Memorandum

To: Melissa Anderson, Zoning Administrator
From: Brian McCuiston, Assistant Community Development Director
Date: October 17, 2024
Subject: Budgetary Considerations Related to Short Term Rentals

Background

Councilmember Robinson requested staff to consider Short Term Rental (STR) code amendments, and to respond to the following related questions:

1. Is there a value to re-obtaining short term rental tracking software? If so, what is the cost.
2. Can we conduct annual reviews of the owner occupancy requirement? If not, what are the alternatives? What additional resources would you need to conduct annual reviews?
3. Is there value in creating educational resources for STR operators in Sandy? If so, what is the feasibility of producing these materials/courses/etc.?

STR Tracking Software

Sandy City adopted the first STR ordinance in 2018. Shortly after that, we hired Bear Cloud Software, an STR tracking software company. The cost of this was \$25,500 and we only paid for one year of service. The city did not have an Administrative Law Judge at the time, and it did not make sense to keep the software.

Staff have recently talked to two different companies regarding their software services and a cost estimate. The first company was *Granicus-govService Host Compliance*. Their agreement would be for one year with the option to renew for two periods of one year each. The quote is attached to this memo with a breakdown of the services provided (address identification, compliance monitoring and rental activity reporting). The initial price for the first year is \$21,959.00. The second year would be \$23,496.13 and the third year would be \$25,140.86.

The second company that has given us a quote (attached) is *Rentalscape* (Deckard Technologies). The annual price is \$11,000 for address identification, compliance monitoring and rental activity reporting. To use this company for an outreach campaign (Rentalscape would send out one introductory letter and two additional escalation letters for compliance) there would be an additional \$3,500. The total price would be nearly \$7500 less than the first company.

Staff recognize the value of purchasing STR tracking software because it is a fundamental tool for comprehensive management and effective enforcement of STRs in Sandy. Understanding that at least three quotes are required, if the Council wants to move forward with purchasing STR tracking software, staff will continue working on obtaining one more quote for the Council's consideration on funding.

Annual Reviews

The scope of STR management, administration and enforcement is significant. The maximum number of STR's that can be approved is 329 permits/licenses, spread out amongst 30 community areas within Sandy City. Currently, there are 163 approved STRs, with six additional applications in the review process and pending approval. Among the various community areas in Sandy, there are five communities that are full, and two out of those five communities have a waiting list for STRs.

Currently, it is standard practice that staff verify the owner's occupancy at the time of the STR application. Applications are initially reviewed in person to verify several standards, including home ownership, and that the home is the applicant's primary residence. There is a considerable amount of staff time spent reviewing STR permit applications and business licenses, taking phone calls, answering emails, dealing with opening/closing accounts and dealing with code enforcement complaints. Adding the additional verification annually at the time of renewal will likely double the workload for these types of applications.

If the Council decides to conduct annual renewals in person and purchase tracking software, the Community Development Department will need an additional FTE to handle the increased workload. Sandy City currently has approximately 5,400 active business licenses that one FTE processes. The number of staff has not increased since the 1980's to handle the number of business licenses we process each year. Any additional responsibilities increase the burden on the licensing division that is already understaffed. Human Resources has given us an estimate of what this additional FTE would cost. With pay and benefits this job would be approximately \$85,000.

Educational Resources

There is value in offering educational resources to the property owners who are obtaining a STR special use permit and license. This will help ensure that the owners are aware of the regulations and that they comply with city standards. There are some communities in the nation that require owners to attend a class or become STR Certified. Some of the potential benefits of requiring certification include ensuring legal compliance, which also preserves neighborhood compatibility, and increased credibility for potential renters. If the council determines that an educational program should be a requirement, staff will work with the council and administration for an appropriate certification procedure.

Attachments: (2)



408 St. Peter St, Suite 600
St. Paul, MN 55102

THIS IS NOT AN INVOICE

Exhibit "C"

Order Form
Prepared for
Sandy City, UT

Procurement Vehicle: NCPA (01-115) In Support of: Sandy City, UT

ORDER DETAILS

Prepared By: Mike Bozich
Phone:
Email: mike.bozich@granicus.com
Order #: Q-283211
Prepared On: 26 May 2023
Expires On: 28 Jul 2023

ORDER TERMS

Currency: USD
Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)
Period of Performance: This Agreement shall become effective on the date it is awarded and will continue for 12 months. Client will have the option to renew this Agreement for 2 period(s) of 1 year each.

PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

One-Time Fees			
Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Address Identification - Setup and Configuration	Up Front	1 Each	\$0.00
Address Identification - Online Training	Up Front	1 Each	\$0.00
24/7 Hotline - Setup and Configuration	Up Front	1 Each	\$0.00
24/7 Hotline - Online Training	Up Front	1 Each	\$0.00
Compliance Monitoring - Setup and Configuration	Up Front	1 Each	\$0.00
Compliance Monitoring - Online Training	Up Front	1 Each	\$0.00
Rental Activity Monitoring Lite - Setup and Configuration	Up Front	1 Each	\$0.00
Rental Activity Monitoring Lite - Online Training	Up Front	1 Each	\$0.00
SUBTOTAL:			\$0.00

New Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Address Identification	Annual	1 Each	\$9,814.00
24/7 Hotline	Annual	1 Each	\$3,925.60
Compliance Monitoring	Annual	1 Each	\$4,907.00
Rental Activity Monitoring Lite	Annual	1 Each	\$3,312.40
SUBTOTAL:			\$21,959.00

FUTURE YEAR PRICING

Solution(s)	Period of Performance	
	Year 2	Year 3
Address Identification	\$10,500.98	\$11,236.05
24/7 Hotline	\$4,200.39	\$4,494.42
Compliance Monitoring	\$5,250.49	\$5,618.02
Rental Activity Monitoring Lite	\$3,544.27	\$3,792.37
SUBTOTAL:	\$23,496.13	\$25,140.86

PRODUCT DESCRIPTIONS

Solution	Description
Address Identification	<p>Ongoing monitoring of 60+ Short Term Rental websites including major platforms Airbnb, VRBO, HomeAway, Booking.com, FlipKey, & Expedia. Our machine learning will deduplicate all known Listings into unique Rental Units, where our identification team will provide owner contact information for further enforcement. This product includes:- Ongoing monitoring of all listings in your jurisdiction</p> <ul style="list-style-type: none"> - Updating listing activity and details every 3-5 days - Screenshot activity of every listing - Deduplication of listings into unique Rental Units - Activity dashboard and map to monitor trends and breakdown of compliance
24/7 Hotline	<p>24/7 web and phone hotline for your community to report short term rental complaints such as parking, trash, noise disturbances, and illegal short term rentals. This product include:- Mobile-enabled online web form for citizens to submit tips or complaints (text, videos, and photos)</p> <ul style="list-style-type: none"> - 24/7 call center for citizens to contact and report complaints verbally - Recordings for all call center complaints - Email notifications to your team when complaints are logged - Automatic outbound IVR calls and SMS messages to permit emergency contacts notifying them of the complaint - SMS support for emergency contacts to mark a complaint as acknowledged or resolved with the ability to send resolution notes - Hotline Dashboard for tracking complaint volumes, trends, and categories - Ability to upload Notes/Comments to each complaint
Compliance Monitoring	<p>Compliance monitoring provides up-to-date information for each identified Rental Unit and its compliance status. We configure your compliance definition specific to your jurisdiction rules and ordinances in order to provide up-to-date compliance status of each identified Rental Unit. Additionally, this product will:- Allow your team to send letters to non-compliant properties 24/7</p> <ul style="list-style-type: none"> - Configure letter templates with your branding and letterhead - Add as many letter sequences as you need for escalation - Monitor properties that become compliant after letter enforcement

Solution	Description
Address Identification - Setup and Configuration	<p>Setup and configuration of the platform to facilitate the systematic identification of the addresses and owner's contact information for short-term rentals located in a specific local government's jurisdiction.</p> <p><i>Note: The implementation timeline for Client is dependent on Granicus' receipt of all data from Client required to complete the services, including assessor data and registration files, in the format agreed upon by the parties prior to project kick-off. Any fees associated with the collection or receipt of required data will be borne by Client.</i></p>
Address Identification - Online Training	Virtual training session with a Granicus professional services trainer.
24/7 Hotline - Setup and Configuration	Setup and configuration of the online platform to enable neighbors to report, prove and get instant resolution to non-emergency short-term rental related problems.
24/7 Hotline - Online Training	Virtual training session with a Granicus professional services trainer.
Compliance Monitoring - Setup and Configuration	Setup and configuration of the system to enable ongoing monitoring of a specific jurisdiction's short-term rentals for compliance with the relevant registration/licensing/permitting requirements.
Compliance Monitoring - Online Training	Virtual training session with a Granicus professional services trainer.
Rental Activity Monitoring Lite - Setup and Configuration	Setup and configuration of Rental Activity Monitoring Lite
Rental Activity Monitoring Lite - Online Training	Virtual training session with a Granicus professional services trainer.

TERMS & CONDITIONS

- This quote, and all products and services delivered hereunder are governed by the terms located at <https://granicus.com/legal/licensing>, including any product-specific terms included therein (the "License Agreement"). If your organization and Granicus has entered into a separate agreement or is utilizing a contract vehicle for this transaction, the terms of the License Agreement are incorporated into such separate agreement or contract vehicle by reference, with any directly conflicting terms and conditions being resolved in favor of the separate agreement or contract vehicle to the extent applicable.
- If submitting a Purchase Order, please include the following language: The pricing, terms and conditions of quote Q-283211 dated 26 May 2023 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Sandy City, UT to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- The terms and Conditions of the Agreement 01-115 effective 08 DEC 2020 between Granicus and NCPA govern this Quote and are incorporated herein by reference, including the Master Agreement and all exhibits thereto.

**BILLING INFORMATION**

Billing Contact:		Purchase Order Required?	[] - No [] - Yes
Billing Address:		PO Number: <i>If PO required</i>	
Billing Email:		Billing Phone:	

If submitting a Purchase Order, please include the following language:

The pricing, terms, and conditions of quote Q-283211 dated 26 May 2023 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.

AGREEMENT AND ACCEPTANCE

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

Sandy City, UT	
Signature:	
Name:	
Title:	
Date:	

Price proposal

Dustin Reilich
VP Sales
(949) 701-0501
dustin@deckard.com

FOR

City of Sandy, UT

September 12, 2024

presented by



RENTALSCAPE

engineered by





Table of contents

Executive summary	3
References	5
Proposed products	6
Implementation & Training	9
Pricing Proposal	10
Optional products	13



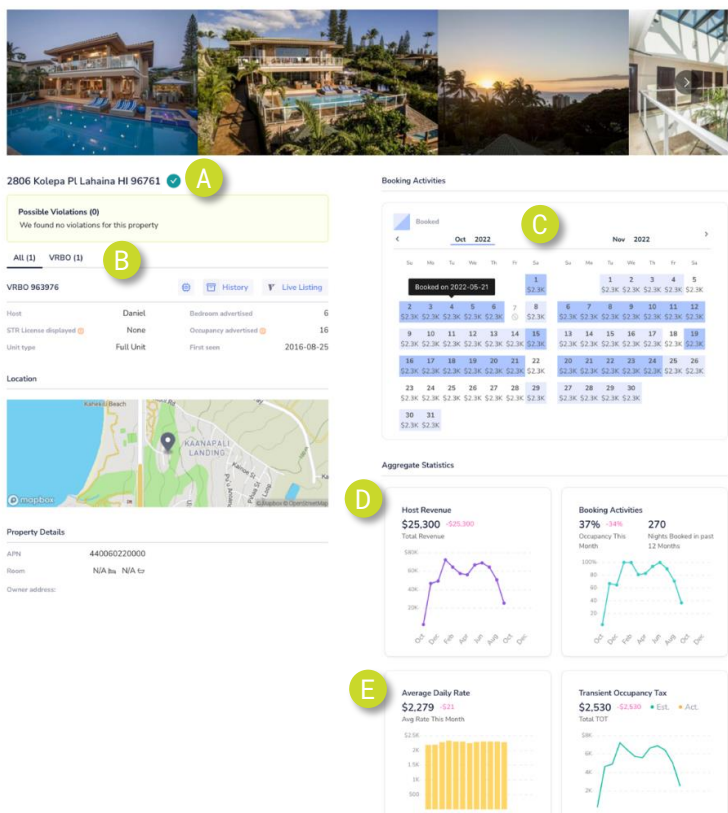
Executive summary

Rentalscape short-term rental ID & monitoring platform

Deckard Technologies utilizes data science expertise to assist local governments with managing their compliance activity and enforcement, such as short-term rental (STR) properties. Our technology ensures that everyone is held accountable to play by the same set of rules, follow all guidelines and ordinances, and pay their fair share of fees and taxes. To accurately track activity within the City of Sandy, the Rentalscape platform identifies the exact address of the STR listings within the City limits, enabling accurate display of STR activity within the City and within community districts. Rentalscape groups listings and calculates statistics on a per-property basis. By mapping the exact location of properties, Rentalscape avoids double-counting activity. Knowing the exact location of STR properties enables compliance, enforcement, tax collection and complaint management activities.

About Rentalscape

Deckard's Dashboard management platform for STR will discover, identify, and efficiently present all STR activity in **the City of Sandy**, using unique technical capabilities such as its proprietary future booking detection software, automatic non-compliance recognition, industry-best address identification.



Rentalscape is the only platform that shows upcoming rentals and bookings as they occur within 24 hours of the reservation being made.

This allows Rentalscape users to reach out to owners and hosts who are unlawfully renting and address any issues relating to these future rentals long before guests arrive, thereby eliminating disturbances, neighbor complaints and other common issues that often arise from illegal rentals.

- A Address
- B Sites Monitored
- C Bookings, Cost, Occupancy
- D Host Revenue
- E Average Daily Rate

Figure 1: Rentalscape Property Card



Rentalscape maintains a database of every booking and stay made on all major platforms. Our system contains information dating back to late 2019 for every STR in the City of Sandy. All data can be viewed interactively on the Rentalscape portal with unlimited user access and downloaded on demand in Microsoft Excel format.

Rentalscape dashboard map view shows the exact location of all STR activity, includes districts as defined by the City and displays individual property information and aggregate statistics on a per district basis.

Rentalscape presents detailed STR activities including the precise address, owner information, booking history, availability and more. For each individual booking, the platform provides the actual date the reservation was made as well as the start and end date of each booking, ensuring that the City is able to distinguish back-to-back bookings. These insights are not possible to achieve by simply viewing the listings itself.

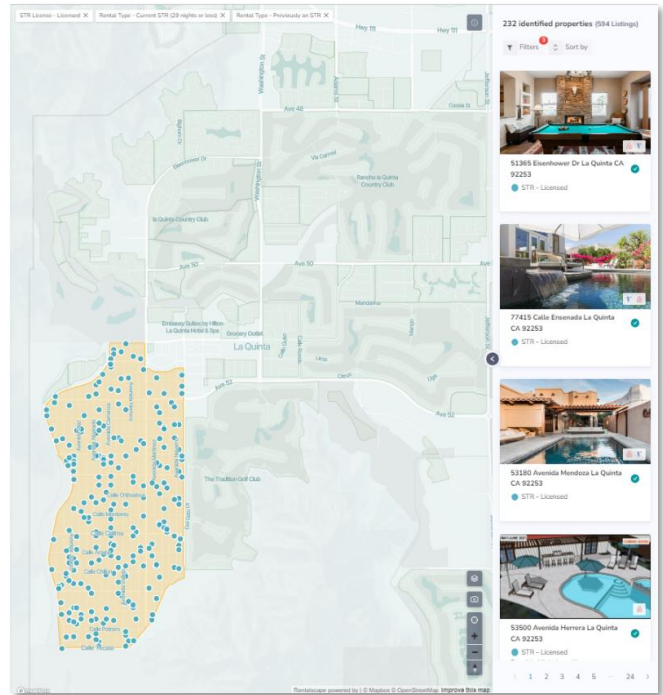


Figure 2: Rentalscape Map

In summary

In every jurisdiction in which we are providing service we have increased compliance and improved tax collection. Our process starts with producing the cleanest data possible – ensuring reporting is accurate and compliance levels are carefully monitored. We have in-house property appraisers and STR property managers. We also regularly consult with City staff to ensure we are always up to date with the latest STR best practices. Our systems come with unlimited user access and unlimited end-user training. Our customers give testimonials regarding the ease of use of our systems and vastly superior level of customer service when compared to other providers in the market.



References

We believe that **continuous innovation** is required to face the challenges of today and of tomorrow. We are proud of our achievements and solutions that enable cities and counties to manage short-term rental activities and to ensure local rules and ordinances are enforced for the betterment of local residents.

The following references are examples of successful partnerships between Deckard Technologies & its clients.

City of Salt Lake City, UT

Antonio Padilla
Building Services Manager

antonio.padilla@slcgov.com
801-535-6042

Product:
Rentalscape

Uintah County, UT

Barbara Simper
County Assessor

bsimper@uintah.utah.gov
(435)781-5323

Product:
Rentalscape

City of Hurricane, UT

Cindy Beteag
City Recorder

cindy@cityofhurricane.com
435-635-2811

Product:
Rentalscape

Kane County, UT

Karla Johnson
Clerk/Auditor

clerkkj@kane.utah.gov
435-644-2458

Product:
Rentalscape



Proposed products

The Rentalscape portal

The Rentalscape portal is a cloud-based system for City staff to track STR properties, monitor STR activity, manage STR permits and record information about properties. The data in the system is constantly being updated as new properties are discovered and address identified, as new permit applications are made and as permits are expired or revoked.

The Rentalscape portal displays information on all STR listings found within the City going back at least 12 months. We use US Census data to identify City limits and any parcels or listings within the limits are monitored. Rentalscape also tracks properties outside the City until they are accurately identified. On occasion, the STR listing estimated location for a property falls outside the City, but the actual location of the property once address identified is inside the City. Rentalscape displays:

1. Any permitted STR property
2. Any property with a currently live STR listing
3. Any property with historic STR listings
4. Any property with a future or past STR booking (even if the property currently does not have a live listing)

Rentalscape includes the ability to filter the properties displayed (e.g., only permitted properties, or only properties in a specific HOA), and to download all results. All data displayed is available for direct download from Rentalscape.

Information shown in Rentalscape for each property includes:

Property characteristics

1. Property address
2. Owner name and mailing address
3. Ownership type (primary residence, secondary/investment property)
4. Property type
5. Number of bedrooms and bathroom at the property, per public records data
6. A map showing the property's location
7. Maximum occupancy per the City of Sandy ordinance



Listing characteristics

1. Listing URL for each listing associated with each specific property
2. Listing ad ID for each listing associated with each specific property
3. Rental calendar showing current month's activity as well as past twelve months and upcoming three months booking activity (calendars update daily)
4. Rentalscape clearly and easily differentiates between regular bookings and host-blocked dates that are not revenue-generating
5. Host name (when available)
6. Stay limitations (minimum/maximum)
7. Permit/license number if included in the listing
8. Daily Rental rate at time of booking
9. Rental frequency
10. Individual links to all active listing for the property
11. **PDF copy of each listing, as well as a history of all previous versions of the listing**, to identify any possible changes, as well as keep a record in case the listing is taken down by the host. Each image has a date-stamp showing when it was created and is kept indefinitely.
12. Rental type (Whole home, shared home)
13. Bedrooms and bathrooms advertised
14. Maximum occupancy, per listing

Estimated sales tax based on rental activity

15. Occupancy rate
16. Estimated rental income
17. Estimated tax

Rentalscape is configured to match the City's ordinance and is capable of flagging violations following the City's exact rules, including but not limited to permit registration and occupancy advertised versus permitted occupancy. Rentalscape looks for bookings less than 30 days when flagging STRs. When bookings longer than 30 days are created, these are correctly categorized as long-term rentals and do not cause a property to be treated as an STR.

Rentalscape actively monitors permit status and STR listings daily, flagging violations as they occur. We have encountered situations where other providers have flagged properties as "no longer listed" or "only performing long-term rentals", that later re-list or take a short-term booking, and are subsequently missed by these other vendors as violating the City ordinance. **Rentalscape continuously monitors every listing every day** including bookings up to a year in advance. As soon as an unpermitted booking is taken, Rentalscape sets a violation.



Rentalscape includes a **Dashboard** that provides an overview of all STR activity in the City. This Dashboard includes aggregated revenue, bookings, and property data, and highlights top-earning hosts and owners as seen below. Please note that some charts will not be activated until we go live in the City of Sandy.

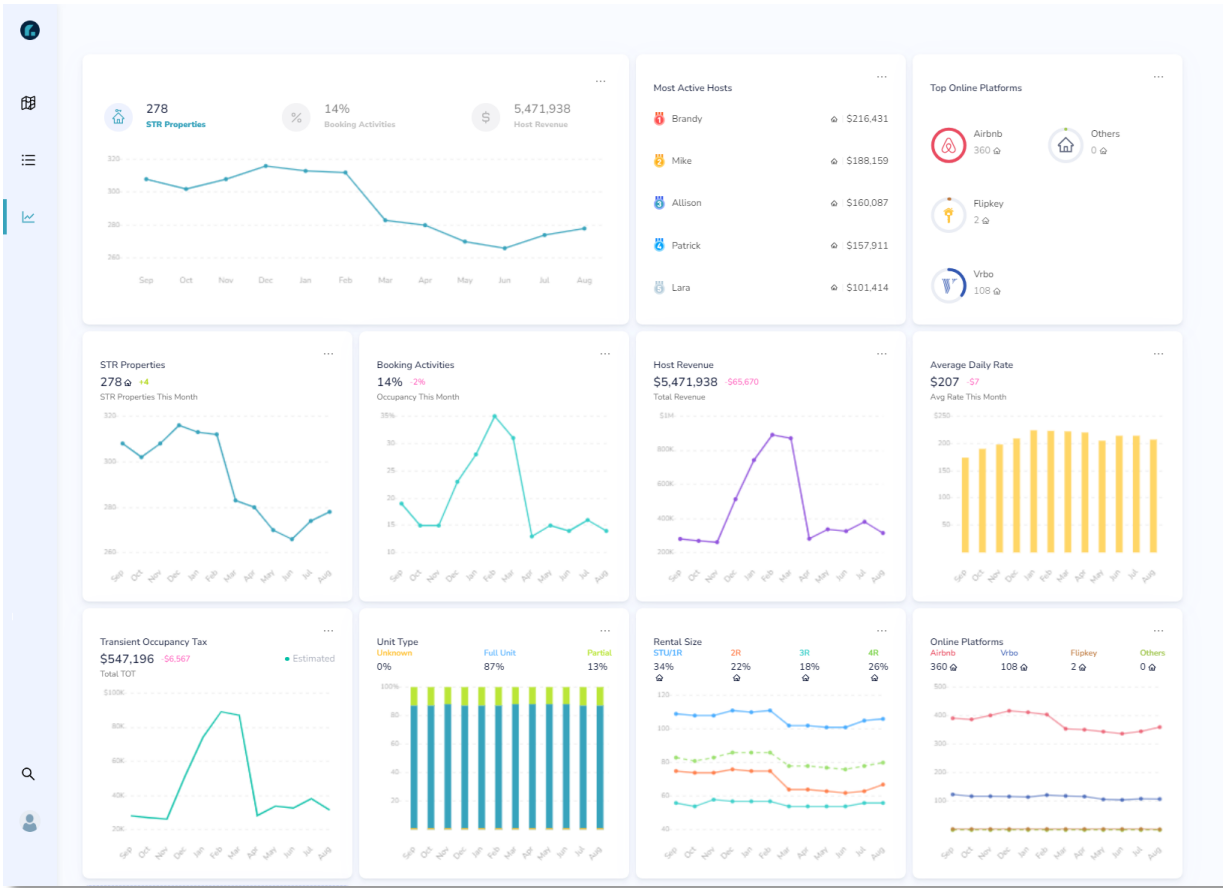


Figure 3: Rentalscape the City of Sandy Dashboard Example



Implementation & Training

Implementation is on your timeline!! Upon Contract signing, Deckard will assign the City of Sandy a Dedicated Account Manager, who will work with the City to develop "best practices" based on Deckard's experiences with other clients. The account manager will ensure that the implementation process proceeds smoothly and will be the main point of contact for any questions, suggestions, training, or concerns. The account manager will also participate in periodic calls with City staff as requested.

And since Rentalscape is Cloud Based, no hardware or software is installed!

Most jurisdictions have been up and running with Rentalscape within a couple weeks with Address Identification complete within 4 weeks of receipt of the permit and listing data.

Sample Timeline



Figure 4: Sample Timeline for Rentalscape



Pricing Proposal

Currently, Rentalscape is showing close to **736 live STR listings in the City of Sandy**. Based on the number of live STR listings, we estimate there are **350+ short-term rental properties in the City**, advertised on one or more platforms.

While other providers charge a recurring identification fee annually, Deckard Technologies only charges an identification fee once when the property is initially identified. In addition, we only charge fees on a per property, not per listing, basis. Since a single property can have multiple listings, we feel it is unfair to charge fees based on listing count. Finally, we do not charge one fee for compliance monitoring and another for rental activity monitoring as, in our view, these are the same service.





ADDRESS IDENTIFICATION, COMPLIANCE MONITORING & RENTAL ACTIVITY REPORTING	Price
<ul style="list-style-type: none"> • Estimated 350 properties • Identify property & address • Identify property owner address • Real-time reporting of all new listings & daily calendar monitoring • 10,000+ Websites monitored Daily, worldwide • FutureCast™ - Identify future bookings as they are made on the rental platform • Automatic identification of violations 	\$11,000 Annually
REPORTING & ANALYSIS	
<ul style="list-style-type: none"> • On Demand, Dynamic reporting, offering multiple ad hoc reports • Filters allowing users to focus on specific segments of the STR population 	INCLUDED
DEDICATED ACCOUNT MANAGER	
<ul style="list-style-type: none"> • Single Point of Contact for City staff for all matters • Ensures the City is following Industry best practices • Shepherds the implementation process from start to finish • Periodic meetings/calls throughout the life of the account 	INCLUDED
UNLIMITED ACCOUNTS & TRAINING SESSIONS	
<ul style="list-style-type: none"> • No limit on the number of Rentalscape user accounts • No per-session training costs 	INCLUDED
TOTAL YEAR ONE	\$11,000

Note: Pricing valid for 90 days
Note 2: Pricing Confidential.



Optional Products Pricing

OUTREACH CAMPAIGN

- Letter campaign to inform STR owners/hosts about compliance requirements and procedures \$3,500
- All letter templates will receive City approval pre-campaign OPTIONAL, but HIGHLY recommended for Maximum Compliance)
- Campaign includes one Introductory letter and two additional escalation letters

STR REGISTRATION PORTAL

- Online, intuitive portal for registration and renewal \$5,000 (OPTIONAL)
- Fields customizable to meet City needs
- Pursue delinquent payments from hosts
- Provide daily reports on new and modified permits

COMPLAINT 24/7 HOTLINE & ONLINE FORM

- 24/7 US based bi-lingual Call Center with live agents – classic (see Page 13 for Detail Information) \$3,500 (OPTIONAL)
- Online complaint form (Complaint Form only \$2,000)

CONSTITUENT PORTAL

- Public facing portal (Link placed on Jurisdiction’s website) \$5,000 (OPTIONAL)
- Permit Data and Responsible Party contact info for STR Property (Standard)

LONG TERM RENTAL REGISTRATION PORTAL

- Increase LTR compliance to best-in-class rates with identification & validation of properties \$10 per registration
- Enhance outreach and communication with both landlords and renters \$2/unit (OPTIONAL)
- Streamline LTR registration with a customizable portal configured to city ordinances



Optional products

STR Registration and Renewal Portal

This is a configurable system that is customized for each client branding, custom fields such as occupancy rules specific to the City (e.g., occupancy limits, bedroom counts), collection of documents as required for the STR registration process, STR registration approval portal, configurable STR permit pricing and expiration, collection of any STR permit fees, regular reporting, allows for renewals and updates.

24/7 Complaint Line & Online Form

Available for fielding complaints raised by the public related to short-term rentals. The Complaint Line is a 24/7 Live US based Call Taker environment. The Call Taker collects the appropriate information (ie address, property owner, type of incident, date of incident, etc) and contacts the designated City contact. Hotline services are offered at 3 different levels:

- ▶ **Basic:** Standard call flow. Information is taken and forwarded to the City. Calls are referred to the appropriate staff without follow up required.
- ▶ **Classic:** Call Center will contact the local contact when information is available (permitted properties), notify them of the complaint then forward the information to the local City contact.
- ▶ **Premier:** Premium call flow. Dispatcher will attempt to get a complaint resolution. The local contact can be contacted up to 3 times before referring caller out to appropriate staff.
- ▶ **Rentalscape Online Complaint Form:** is also available. Neighbors can report and provide evidence for non-emergency concerns. The Complaint Form is customized with your logo. All complaints are logged and reported to the appropriate staff/department.

Tax Payment Portal

The portal can be utilized to collect taxes from STR operators on a monthly, quarterly, or yearly basis. The Rentalscape Tax Payment system collects information regarding the number of nights available for booking, and the number of nights booked. The system is customized for each jurisdiction and includes automatic calculation of tax due based on the City's tax rate, automatic calculation of late fees and penalties, and the ability to apply leniency on a per-property basis for late fees should it be required. The Rentalscape Tax Payment system utilizes Stripe payment processing that allows for payment by credit card or by ACH payments. Payments are directly remitted to the City. The system generates nightly reports that are delivered to the City, allowing for easy reconciliation of transactions. This system reduces the manual work required when processing paper forms.

Letter Campaign for STR Hosts

Rentalscape will create and send letters to all Identified STR hosts/owners explaining the City's STR ordinances, requirements, and process. The letter templates will be approved by the City staff prior to beginning the mailings. Rentalscape's targeted letter campaign, timed to generate best results, have shown great efficacy in cutting the number of unregistered hosts by over 50% within the first six months of a new client engagement.

STR Constituent Portal

The Constituent Portal is an interactive public online map for publication of all registered short-term rentals within the City. The exact information on the map can be configured to meet the City's needs and includes information such as the property owner and emergency contact information. The portal is branded with the City's information and can include links to systems such as the short-term rental registration system.

Foreclosure/Vacant Property Portal

The portal helps government agencies combat blight created by vacant and foreclosed properties! By identifying at risk vacant properties and contacting the responsible party, Rentalscape helps you carry out enforcement to increase compliance with Vacation Property Ordinances.

Rentalscape LTR Portal

The portal is a configurable system that enables our customers to have oversight and insight to all LTR properties in their jurisdiction. Additionally, we give them the ability to run communication and outreach programs for both compliance and awareness. It is the only platform on the market that offers this combination of registration and communication services.