

# *Enforcement Update*

## *Quarter 2 – FY21-22*

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March 2, 2022



*Mammoth Lakes*™

CALIFORNIA

# Progress Updates

## Quarter Recap



Team has been focused on learning the new monitoring software, Rentalscape. This program has improved the search and identification processes for our enforcement efforts.



The Team has been working on some larger enforcement cases that were identified by the new monitoring process. These cases have been particularly challenging based on multi-year activity and entrenched operators.



Team has worked through a few appeals of our enforcement activity. Step 1 is a citation hearing with an independent hearing officer. These have been successful in reducing the economic impact to the operator, where appropriate, and clarifying the strength of the Town's position.



Team has enhanced our audit process through the use of Rentalscape platform. This new tool allows for spot audits based on projected revenue comparison to supplied returns. This process helps narrow the focus to questionable operators.



Team worked through the Business Tax Certificate annual renewal. The renewal were prepared and mailed to businesses in December. This is a daunting annual project but has been improved as we improve communication methods, utilizing email and to date we are see improvements.

# Activity Report

## Transient Occupancy Tax Enforcement Program Statistics FY21-22

Quarters 1 & 2	July - September 2021		October - December 2021				
	Zoning	Revenue	Zoning		Revenue		Total
Cases Opened during period	3	14	1		10		28
<b>Actions Taken</b>	<b>QTR</b>	<b>QTR</b>	<b>QTR</b>	<b>YTD</b>	<b>QTR</b>	<b>YTD</b>	
Citations Issued	2	13	1	3	21	34	37
Assessments Issued	0	2	0	0	3	5	5
NOD issued	1	4	0	1	8	12	13
Certificates of Judgement	0	1	0	0	0	1	1
Violation \$ collected	\$ 3,875	\$ 44,279	\$ -	\$ 3,875	\$ 123,318	\$ 167,597	\$ 171,472

	July - September 2021		October - December 2021			
	Zoning	Revenue	Zoning		Revenue	
<b>Statistics</b>	<b>QTR</b>	<b>QTR</b>	<b>QTR</b>	<b>YTD</b>	<b>QTR</b>	<b>YTD</b>
Ratio of Cases Open	18%	82%	9%	14%	91%	86%
Citations Issued	13%	87%	7%	8%	95%	92%
Revenue Collected	8%	92%	0%	2%	100%	98%

# Current Focus

- ❖ Enforcement Focus
  - Implemented Rentalscape – October 2021 – Continue refinement of data and understanding on operations.
  - Monthly all-team meetings with Rentalscape developers – Enhance our understanding and the performance of their platform
  - Exploring legal options to pursue lawsuits against illegal operators as a nuisance to the Town.
  - Increase educational efforts for operators. Through “Did You Know” campaign and additional documentation for new operators.
  
- ❖ Audit Focus
  - Rentalscape provides unique opportunity to identify properties for audit.
  - Team committed to at least three small to medium audits and one large audit per month.
  - Audit efforts have been effective in identifying reporting anomalies and the opportunity for additional education.
  
- ❖ Special Projects
  - Continue Data Collection of short term and long-term rentals.
    - Better understanding of rental landscape
    - Monitor conversion
    - Identifying gaps in data
  - Finalize Municipal Code Updates
    - Overdue refinements
    - New property certification process

# Special Project – Data Collection

## Special Projects - Data Collection

**Target Completion: June 2022**



Team altered the Business Tax Certificate application to collect statistical data on a property that is applying for short term rental business license. The collection began in June 2021 and will take some time to produce results.



Team is working on questionnaire that will accompany the new certification process the Town is developing. This questionnaire will establish both long term and short term rental history for the unit. This will serve to set the baseline for properties not requesting new BTC's captured above.



Long Term Rentals - Team is considering an approach to rental management companies to get an inventory of long term rentals within town. Staff believes this will capture the majority of rentals but leave gaps where single operators exist.



Team is researching processes employed by peer communities to reduce conversion of long term to short term rentals. The information will be used to inform Town Council on a list of options to address concerns of this conversion.

# Special Project – Municipal Code Updates

## Special Projects - Municipal Code Updates

**Target Completion:** August 2022



Team has a number of updates to our Municipal Code based on experience gained over the last 5 years of work. Staff will work to finetune the code sections that need to be updated based on best practices.



Staff is requesting meetings with all Town Council members to gain an understanding of concerns around the quality of life ordinance sections. These meetings will provide a perspective of community complaints about our current approach or areas where it is not effective.



Staff is developing a new certification process that will streamline the process to track and identify rental units within our systems. This new certification process will replace our existing TOT Certificate program



Peer Resort Analysis - Seeking to build on our peer resort work of a few years ago, staff is reviewing ordinances of other municipalities with a heavy focus on TOT revenue. This work will inform us on how others are addressing challenges in creative ways.