



Jeffrey Guthrie  
Senior Vice President and Chief Counsel  
West Coast Programming

August 24, 2015

**Jose Huizar**  
**Chair, Planning and Land Use Management Committee**  
[Councilmember.huizar@lacity.org](mailto:Councilmember.huizar@lacity.org)

**RE: Short Term Rentals**

Dear Councilmember Huizar:

I own several properties in Venice that I am currently using as short term rentals. I pay occupancy taxes for each rental. I support STR for a variety of reasons but partly because it allows tourists with more modest means to visit Venice beach with their families. Hotel rooms are expensive in Santa Monica and Venice. Also, families appreciate having an apartment where they can stay together and have meals at home. I think it would be shame to outlaw them.

Sincerely,

Jeffrey A. Guthrie



August 26, 2015

The Honorable Mike Bonin

Los Angeles City Hall 200 North Spring Street, Room 475

Los Angeles, CA 90012

**Re: Council File #141635S2, Short Term Rentals**

Dear Mike,

Thank you so much for presenting this motion to the City Council. I applaud you for addressing the problems created as businesses and entrepreneurs remove housing from the market to create short term housing. Equally important, I thank you for protecting the right to share our primary residence.

The speakers were compelling yesterday on both topics, but my heart was especially touched by the private citizens who shared the amazing experiences they have had as they have hosted visitors - and the financial urgencies that compelled them to take this step. I believe that short term rentals will be a key component in our fight to help seniors stay in their home as they age.

While I am writing as a private citizen, I am also an At Large Director for the Mar Vista Community Council and Co-Chair our Aging in Place Committee and already seeing the importance of the sharing economy to our aging seniors. Seniors are currently 10% of the Air BnB hosts. 56% of those are retired and 25% are empty nesters. 49% are doing this for financial reasons and 28% are doing it for social engagement. I would like to share some statistics that demonstrate what is driving this -

- About 22% of Americans 65 years and older are in danger of becoming elder orphans - single or widowed; they have no children, at least in the area, and no support system. Based on 2012 U.S. Census data, about one third of Americans age 45 to 63 are single, and in a position to become orphans as they age.
- People age 65 and older now make up 13 percent of the total population and will jump to 16% by 2020 and 19% by 2030
- 33 percent of Boomers have put aside less than \$50,000 for retirement
- Baby Boomers have saved an average of \$262,541, about a third of the \$805,398 they predict they'll need at retirement."
- Among the first wave of baby boomers to hit retirement age, more than half (54 percent) quit working before they planned. A majority of those polled say it was job loss or health-related issues. The average annual cost of a nursing home is \$91,000 per year

- Home caregiver 24/7 ranges \$125 a day and up – base of \$45,000 per year – on top of living expenses
- Assisted Living facilities average \$3,351 per month for a one bedroom but are as high as \$12,000. Costs increase as level of care increases.

With tremendous appreciation for your help on this important issue,

Sherri Akers

CC:

Councilmember Felipe Fuentes

Councilmember Marqueece Harris Dawson

Mitch Englander Councilmember

Councilmember Jose Huizar

Councilmember Joe Buscaino

Councilmember Gilbert A. Cedillo



Etta Armstrong &lt;etta.armstrong@lacity.org&gt;

**Fwd: council file number, #14-1635-S2**

1 message

Sharon Dickinson <sharon.dickinson@lacity.org>  
To: Etta Armstrong <etta.armstrong@lacity.org>

Wed, Aug 26, 2015 at 8:22 AM

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Sharon Dickinson  
Legislative Assistant  
Office of the City Clerk  
Council and Public Services  
Ph. (213) 978-1080  
Fax (213) 978-1040  
sharon.dickinson@lacity.org



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----- Forwarded message -----

From: **Marjorie Diaz** <marjoriesadiaz@gmail.com>  
Date: Tue, Aug 25, 2015 at 10:15 PM  
Subject: council file number, #14-1635-S2  
To: councilmember.fuentes@lacity.org, sharon.dickinson@lacity.org

August 24, 2015

Dear Councilman Krekorian,

This letter is in regards to Council File #14-1635. I understand the city council is considering regulation of home sharing and I would like to you to consider my situation as you move forward with your discussions on this matter. As I assume you will get a lot of letters please let me start by saying that while my case may not be unusual, my circumstances make it imperative that I tell you my story.

I have been a homeowner/taxpayer of Los Angeles County for the past 15 years. I am a UCLA graduate and worked and lived in the Los Angeles area for over 47 years. I have worked at the Los Angeles County Bar Association and am extremely involved in the school PTA. I share this with you because I hope to show that many of us home sharers are simply regular working class people doing what they can to survive in an economy that has made us have to think

outside the box. In my case it wasn't simply the economy but the huge shift in my ability to sustain myself and my two 7 year old twins.

For the past 4 years year, I have been home sharing to afford my home and to provide a living space for my two children as a single mom. I had an expensive and difficult divorce leaving me as the full time parent (96%) of my two young children (twins now 7 years old). I am in the process of starting a business to support myself and my children and more importantly to help my family put a roof over our heads. Home sharing does not provide me a profit to date as I am still recovering from previous debt, a costly divorce and life as a single mom. However, this opportunity to home share is allowing me to stay in my home and with my two young children. I can't tell you how important that truly is. In fact, it's not just important, it is essential. It's the only stability we have had in this tumultuous experience over the last 4 years. My ability to maintain a roof over our heads comes directly from the income from home sharing. My neighbors and friends have been very supportive and have referred their visiting families and friends. I have been very fortunate to welcome people from all over the world to Los Angeles and because of my many years in this city, help these visitors to find wonderful things to do in Los Angeles.

Home sharing is something I not only enjoy immensely but I depend upon the income for direct financial support as a single mother trying to make ends meet. If home sharing is banned in the city of Los Angeles, I would not be able to afford a home for me and my children. Ending my home sharing business would force me to sell my home and move out of Los Angeles, the city that has been my home for over 47 years and more importantly, where my industry for employment is based.

Then there is the story of my brother, his wife and their three children. They rely on the weekend income of their Pasadena home just to afford the mortgage. It has been a wonderful adventure in survival and a joyful experience in home sharing. They are very new to home sharing but I can tell you it has not only saved their home by providing them income for their mortgage, home insurance and property taxes but it has at least for this month saved them in the emergency room by giving them the extra money they needed to have their oldest daughter seen in the emergency room. I can't tell you how important the weekend home sharing profit was for them and their daughter with autism. It helped them pay for the emergency room visit!!

I implore you to support homes sharing in Los Angeles and pray you will become an advocate for your constituents who are choosing to create a way to support themselves in the privacy of their own home in the tradition of the historic all-American boarding houses.

I invite you to contact me to begin a dialogue on this issue.

Most sincerely,

Marjorie Diaz  
Los Angeles

Good Afternoon,

I have always had an answer, always had a response, always had a solution, always had control. I worked in private finance and led a team of 43 individuals. Individuals who like me, had loved ones, families and obligations. In late 2007, as someone who rarely worried and signature response was "I got it", the economic downturn hit home quickly as our firm took massive losses and we were going to close. Uncertainty and anxiety ferously reared it's head as for one of the few times in my life; I didn't have an answer. No solution, no response, no optimistic outlook that it would correct itself and the sun would shine again tomorrow. I lost my job along with my 43 friends and coworkers. After a brief episode of drinking, contemplating, drinking some more, then being saved once again by my loving wife, we discovered short term rentals as a way to assist with our mortgage. It provided the security and ability to step with a stronger foot as we knew the ground beneath us would not be taken away. It has provided us with not only an extra revenue stream, but the ability to breathe deeply and sleep soundly. As a supporter of Short Term Rentals, I acknowledge your view points on it's detriment but simply hope you can acknowledge it's benefits. In an infrastructure that is shifting toward a shared economy, short term rentals provide hope and financial security to hosts. Well paying jobs to those who assist. Improve revenue of surrounding businesses with an influx of new customers and broaden the worlds eyes to see this great city for themselves, and share my vision. In addition, it grants us all the ability to be self sustainable as we are utilizing what we have and not distrubting the land by building new hotels to sit underutilized. Not to forget the traffic construction brings, but I think we both appreciate that. In closing, I support Short Term Rentals. I have read your arguments and simply hope you have read mine; for I was always told there are 3 sides to every story. Many Thanks and Best Wishes

Cordially,  
William

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a sales manager for a property management company in Los Angeles, managing more than 75 units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbor are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Justin Hales

Re: Add to council files 14-1635 and 14-0593 - I support Short Term Rentals.

Honorable Councilmember:

My husband and I and our two children own a home in Los Angeles and rent the small back house through an online vacation rental service. Renting this space has given us a critically needed source of supplementary income, and I'm writing to respectfully ask that you refrain from implementing any policy that would take that away.

The income we receive from renting out our guest house has been nothing short of a lifeline for our family. My husband and I both experienced fairly significant reductions in our earnings after the 2008 financial crisis. We depleted all of our savings and for the first time, incurred credit card debt. We have now been renting the house for almost a year. It has allowed us to reduce our debt by almost 40%. We've also been able to put some money away for our daughter, who will be headed to college in just 4 years.

We have had quiet, respectful guests and not a single negative experience with any of our neighbors. We pay our TOT promptly every month and have sent our guests to all of the local restaurants, coffee shops, nail salons and other area businesses.

I know there are many others out there like us – people who depend on short-term rental services to make the extra money they need when they fall on hard times or when their day jobs just aren't enough. Before you make a decision on how to regulate these short-term rental services in LA, I ask that you consider the enormous impact they've had on the quality of life for our family, and countless other Angelenos – not just the salacious party-house footage you've seen on TV.

Thank you,

Miata Edoga

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**Miata Edoga**

President + Founder

**800.768.0281**

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<http://www.FaceBook.com/AbundanceBound>

<http://www.Twitter.com/AbundanceBound>

cc: Sharon Dickinson via email  
Sharon Gin via email

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a traditional property manager in Los Angeles that lost my job in 2008. I am very lucky as I was able to find work in the short term rental sector. This way of vacationing is considered to be the oldest form of holiday. Most people travelled to stay with family and friends for a period of time in a house, long before hotels were thought of or even built! Slowly, I have built up a small business managing units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home. It is amazing for the guests as they have a full home to share with a kitchen and not just a room in a hotel. The guest is able to experience life as a true Angeleno, walking to local restaurants and shops.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. I am a California licensed Real Estate agent and member of BHGLAAR. I am a professional in the industry and have more than 10 years of experience. I follow a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully, Raine Phillips

## I Welcome Smart Regulation - I Support Short Term Rentals - Please add to council files: 14-135 and 14-0539

August 21, 2015

Honorable Councilmembers:

I began my vacation rental management company six years ago with my own home. I traveled frequently for work and viewed renting out my home as an opportunity to make extra money for improvements I wanted to make around the house. I enlisted the help of my neighbor to be available if my houseguests needed anything while I was away, so my guests could be greeted and know that there was a friendly face just across the street if they needed anything. The funds I made in those early days allowed me to make home improvements that, at the time I couldn't otherwise afford.

Today I am a property manager assisting other owners and managing more than 20 homes throughout LA County including the City of LA. These owners care about their neighbors and neighborhood and choose to hire a management company to be that friendly helpful face for their guests and their neighbors day or night while they're in town.

***I agree with the idea of regulating short-term rentals to create a better tax collection framework, and provide clear direction to owners and property managers alike*** who are providing housing for short term guests. There are situations – such as buildings covered under the RSO – that I believe don't make sense as short-term rentals. But I don't agree with implementing policy that would blanketly curtail this valuable, job-creating business, which has existed in harmony within our neighborhoods for decades.

***No doubt, there are situations where absent owners rent to loud and inconsiderate guests partying in quiet neighborhoods, however I would say that this is the exception, and not the rule.*** In my experience, out-of-town visitors and their families are a part of the fabric of our vibrant neighborhoods, considerate people enjoying the lifestyle and community that living in a home provides.

Our company has many protocols in place to ensure that our owners, guests and neighbors have a responsive team in place to handle their needs. Our team greets our guests, provides a tour of the home, shares any noise or neighborhood restrictions and provides recommendations for local eateries or activities. We serve as an emergency contact, available by phone at all hours of the day and night; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by each owner's guests.

For their part, our owners have a variety of reasons they've selected a short term guest rather than a long term renter; here are a few-

Tracy's mother passed away, leaving to her daughter the childhood home where Tracy grew up and comes to each summer with her family from Georgia. Keeping her family home and summer tradition is very important to Tracy, and choosing short term rental guests so she could still visit her home while having a local management company made sense for her.

Sherry and her family had not had a family vacation in years as they lacked the funds to do so. She made her home a short term rental over the summer and had the opportunity to have travel expenses paid while the family made a trip to her husband's native country to see family.

I Welcome Smart Regulation - I Support Short Term Rentals - Please add to council files: 14-135 and 14-0539

Jim and his family purchased a summer home but still wanted to be able to spend time at their primary residence. Sharing their home with guests while they lived elsewhere was ideal and allowed them to return to their home when they wanted.

In all these cases, the **owners want someone to care for their property, help their guests and make sure there is a local contact so that neighbors have someone to call in case of any issue.** By hiring a management company, they make sure that applicable taxes are paid to their municipalities, their guests are signing guest agreements as to how they will behave and treat the home, providing ID, being screened and being advised on what it means to be a good neighbor while in town.

Like many property owners and property managers, I fully support the idea of regulating the short-term rental business. **All of us want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance,** and ensures the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Springs and Palm Desert. Having regulation in place can give cities the tools they need to weed out the owners or managers who are "bad apples", extreme cases of poor property management that highlight when short term rentals don't work.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on the limited evidence focused on the situations where poor management has resulted in neighbors rightly frustrated and upset by inconsiderate short term guests. **Happy neighbors don't usually have a reason to come to city hall to laud the owner next door who's guests are quietly enjoying their neighbor's home.** The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. I would like to work together toward a regulatory solution that protects neighborhoods while leaving our business and our jobs intact.

Respectfully,

Helena Delu-Cooley  
Vacation Living LLC

ADD TO COUNCIL FILES 14-1635 - I support short term  
Rentals

To Whom It May Concern:

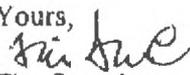
I am writing to you in support of sensible and fair legislation to regulate short term rentals. My wife and I have a few units in Silver Lake that we have rented short term for the last several years.

I have listened closely to the appreciation and concerns of neighbors as well as to the conversation in the media about the various aspects of vacation rentals. People don't want to end up next to the nightmare party house; they don't want to lose the privacy and security of their neighborhoods; they don't want to live next door to something unknown and unpredictable. I get it. As vacation rental owners we have done all we can to be sensitive to our neighbors concerns. We also make sure that our tenants understand the responsibility they have to be good tenants and good neighbors to the people living nearby. We believe, and our neighbors have said, that through the effort we have made to connect with all of them, as well as the work we have done to upgrade our building we have had a positive impact on our block.

I have also heard city officials speaking about a variety of concerns- the impact STR's have on the affordability of any given area, the stability and communal character of neighborhoods. They have discussed the positive aspects of short term rentals as well. Some of the Lodging Tax due to the city for short term rentals is being captured- and so much more could be brought in with a better regulatory system.

The thing that strikes me after all of this dialogue is how complicated the issues are. As you gather now to work out policies to address this growing industry I would ask you to be cognizant of this complexity and to work toward solutions that best serve the greatest number of needs. I believe that regulations which limit short term rentals to being legal only when it is "home sharing" is overly restrictive. We have a small building- only 4 units- and we are deeply committed to being good property owners and neighbors. We are not outside investors turning 10's or even 100's of units into remote control hotels. We believe policies which allow for a greater variety of short term housing options bring valuable revenue to the city, open many parts of the city to visitors that might otherwise be missed and serve to strengthen neighborhoods and the city as a whole

Thank you very much for your consideration.

Yours,  
  
Tim Snowber  
323-207-8161

Good Afternoon,

I have always had an answer, always had a response, always had a solution, always had control. I worked in private finance and led a team of 43 individuals. Individuals who like me, had loved ones, families and obligations. In late 2007, as someone who rarely worried and signature response was "I got it", the economic downturn hit home quickly as our firm took massive losses and we were going to close. Uncertainty and anxiety ferously reared it's head as for one of the few times in my life; I didn't have an answer. No solution, no response, no optimistic outlook that it would correct itself and the sun would shine again tomorrow. I lost my job along with my 43 friends and coworkers. After a brief episode of drinking, contemplating, drinking some more, then being saved once again by my loving wife, we discovered short term rentals as a way to assist with our mortgage. It provided the security and ability to step with a stronger foot as we knew the ground beneath us would not be taken away. It has provided us with not only an extra revenue stream, but the ability to breathe deeply and sleep soundly. As a supporter of Short Term Rentals, I acknowledge your view points on it's detriment but simply hope you can acknowledge it's benefits. In an infrastructure that is shifting toward a shared economy, short term rentals provide hope and financial security to hosts. Well paying jobs to those who assist. Improve revenue of surrounding businesses with an influx of new customers and broaden the worlds eyes to see this great city for themselves, and share my vision. In addition, it grants us all the ability to be self sustainable as we are utilizing what we have and not disturbing the land by building new hotels to sit underutilized. Not to forget the traffic construction brings, but I think we both appreciate that. In closing, I support Short Term Rentals. I have read your arguments and simply hope you have read mine; for I was always told there are 3 sides to every story. Many Thanks and Best Wishes

Cordially,

William

To Whom It May Concern:

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I have listened closely to the appreciation and concerns of neighbors as well as to the conversation in the media about the various aspects of vacation rentals. People don't want to end up next to the nightmare party house; they don't want to lose the privacy and security of their neighborhoods; they don't want to live next door to something unknown and unpredictable. I get it. As vacation rental owners we have done all we can to be sensitive to our neighbors concerns. We also make sure that our tenants understand the responsibility they have to be good tenants and good neighbors to the people living nearby. We believe, and our neighbors have said, that through the effort we have made to connect with all of them, as well as the work we have done to upgrade our building we have had a positive impact on our block.

I have also heard city officials speaking about a variety of concerns- the impact STR's have on the affordability of any given area, the stability and communal character of neighborhoods. They have discussed the positive aspects of short term rentals as well. Some of the Lodging Tax due to the city for short term rentals is being captured- and so much more could be brought in with a better regulatory system.

The thing that strikes me after all of this dialogue is how complicated the issues are. As you gather now to work out policies to address this growing industry I would ask you to be cognizant of this complexity and to work toward solutions that best serve the greatest number of needs. I believe that regulations which limit short term rentals to being legal only when it is "home sharing" is overly restrictive. We have a small building- only 4 units- and we are deeply committed to being good property owners and neighbors. We are not outside investors turning 10's or even 100's of units into remote control hotels. We believe policies which allow for a greater variety of short term housing options bring valuable revenue to the city, open many parts of the city to visitors that might otherwise be missed and serve to strengthen neighborhoods and the city as a whole.

Thank you very much for your consideration.

Yours,

Tim Snowber



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Letter from Bradley and Catherine Tompkins -- #14-1635-S2

1 message

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brad@bradleytompkins.com <brad@bradleytompkins.com>

Tue, Aug 25, 2015 at 12:44 PM

To: councilmember.fuentes@lacity.org

Cc: sharon.dickinson@lacity.org

Subject: Letter from Bradley and Catherine Tompkins -- #14-1635-S2

Dear Councilmember Fuentes,

I am writing to communicate with you the positive experience we have had with AirBNB and provide a little insight as to how it has worked out for us.

My wife and I both work from home (she is an online college professor and I am a marketing professional). We moved here 4 years ago for our daughter's acting career. When we first arrived here, we had arranged for temporary housing at a condo in North Hollywood while the owners were on vacation. They provided a basket of materials, instructions and everything we needed to shop, eat and experience LA successfully. This was prior to AirBNB (at least they didn't use them at the time). After that "just for the summer" experience, we decided to move here. After a short stint in an apartment while we searched for a home, we moved.

We now live in Northridge and purchased a home near the fashion mall and a few blocks from CSUN. The home had been neglected and in disrepair, and we were able to purchase it on a short sale. After getting the home cleaned and painted, we started sharing a small space (about 300 square feet) to travelers, parents of CSUN students, actors and parents of child actors, travelling nurses, and volunteers. Using the income from our AirBNB, we have been able to paint the rest of the ceilings in our home, refinish / replace the floors, paint the interior walls and make exterior improvements. When/if we sell the home, it will be much improved from the way we found it, and this is largely due to AirBNB. We keep a better house as a result of hosting. We purchase more supplies, materials from local hardware stores (Lowes) and utilize services (plumbers, AC repair, electricians, etc.) than we otherwise would.

In addition, we have found that, like ourselves, many who come here are new to the area and really have misconceptions about the city and the San Fernando Valley. Hosting AirBNB allows us to share our experience about living in Los Angeles, point out the many restaurants, stores and other businesses in our area and otherwise share a positive message about how great it is here. Word of mouth about business opportunities, retail business and real estate in the area tend to be the strongest means of boasting about our community.

I hope you can see from this brief overview, sharing our home for those seeking temporary stay in a safe, enriched environment is part of a culture and community that coheres with the society we live in—alongside social media, transparency and sharing that brings individuals together. It harkens back to the days of boarding houses and inns prior to the cold business of hotel operations that typify modern travel for many people today.

We are interested in building safe and fair policies that advocate for the home-owner, tax payer and community member ready and willing to share the good life here in Los Angeles. We believe this brings benefits beyond what is apparent.

Thank you for your leadership and consideration in this matter.

Best Regards,  
Bradley Tompkins

## Letter: Smart Regulation, Not a Reactionary Approach

Honorable Councilmembers:

I work for a short-term vacation rental company in LA. These avenues have created lots of jobs and also help home owners to generate greater revenues for their properties.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

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Respectfully,

Catherine Seruga

AE Hospitality LLC

## **Letter: Smart Regulation, Not a Reactionary Approach**

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I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbor are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Justin Hales

**Add to Council Files 14-1635 and 14-0539- I Support Short Term Rentals  
August 23, 2015 (Fax to 213-978-1079)**

**To Whom It May Concern:**

There seems to be many misconceptions about short-term rentals. Some of the criticism against short-term rentals has been astonishingly misguided, so allow me to educate you on the reality of short-term rentals.

1) It is not new. Homes in Hollywood and beach cities have been renting short-term since the 1920's. We cater not only to vacationers, but to professionals in the entertainment industry who only plan to stay for a few days or a few weeks. In fact, many homes in Los Angeles were built with guesthouses specifically for that purpose. For me personally, I've been doing it on and off for over 20 years. Previous owners of my house did the same, as did many homes on my street.

2) It did not begin with Airbnb. Airbnb is a latecomer to the scene. They are simply a facilitator for advertising and a method to receive payment. They work for me, I don't work for them. They account for less than 5% of my rental income. If they did not exist, I'd be fine. I'm listed on over 20 different sites, most of which are based in other states or overseas. Recently a bill was introduced to the California State Legislature (SB 593) that would require websites like Airbnb to share member information. Since when does the California State Legislature have jurisdiction over companies or websites in other states or countries? If this were to happen, the members would simply discontinue using that site, or even better, Airbnb would relocate their server. SB 593 would be, predictably, very ineffective, and it's a testimony to how little the authors of it know about short-term housing/home sharing. To try to legislate this at this point is like arriving at a baseball game at the bottom of the ninth inning... when people are already making their way to the parking lot.

3) How did home sharing become such a big issue? It's not new. My grandmother did it in the 30's during the Great Depression. It happened because thousands of people faced losing their homes from unscrupulous lenders while losing their jobs from outsourcing overseas, while our government did nothing to stop it. Now those same people who let it happen want to criminalize its constituents for having the audacity of surviving. Websites like Airbnb and Uber only facilitated what was already happening. They are not the cause. "Those people", as under-water homeowners were referred to, relied on the "good ol' American way" of using their wits and resourcefulness to meet their obligations. For me, the income allowed me to save my house from foreclosure, not once, but 4 times. The bank accepted my income based on my 1099's (which I reported to the IRS), and they didn't care if it was from rentals or not, which means they counted it as 100% admissible, not the conventional 75% reportable rental income that banks typically allow. The banks rewarded me with a lower interest rate and forgave close to \$800k off my loan. Let that simmer in your heads a little bit. And I'm not the only one in my neighborhood

that happened to. Short-term rentals, in case you haven't figured it out yet, are highly responsible for stabilizing the housing market in Los Angeles. We're in a hot real estate market right now. Imagine if the hundreds of home-sharers put their home on the market today. The glut in inventory would be overwhelming. This is a case of supply and demand. Hundreds of hosts would not be doing it if there weren't a need to be filled. This is not a sob story. This is a VICTORY story for everyone.

4) The "Element". I often hear the question, *"But what about that 'element' of people that your neighbors may not want in their neighborhood?"*

What element are you referring to? The dozens of wealthy Chinese tourists who spend thousands of dollars on Rodeo Drive and the Beverly Center, as well as Hollywood and Highland? (We gave them our jobs- the least we can do is let them spend their money here.) Or how about the cast members of the Lion King and Phantom of the Opera that play at the Pantages Theatre, who were also guests at my house? Or the legendary rock stars who wish to remain anonymous and need a quiet place to recover from surgery? As well as all their families and friends who visit them at the house, who spend money at local shops, bars, and restaurants? Restaurants often thank me for sending them their way with free drinks or food. They know they've benefited from that "element" of guest. If you're concerned about "that element", maybe you should look at some of the neighbors who already live here, that the city can't seem to do anything about, like the countless homeless sleeping in the doorways. Are you trying to regulate the man begging for money on the off-ramp, or have websites share their information on escorts and prostitutes? Should home sharing become illegal, who goes to prison, the seller or the buyer? If it were drugs or prostitution, both would be breaking the law. Are you also going to penalize the family visiting from Iowa who want to see Hollywood, but don't want to pay \$700/night? At least I wash my comforters between stays, which is more than I can say for hotels.

5) "Homes, not Hotels!" is the battle cry from opponents of home-sharing. To them I would say, "EXACTLY!" I do not run a hotel. It is my home. I don't provide turndown service or a toll mini-refrigerator that sells a bag of nuts for \$10. I raised my children there. It's where we had graduation and birthday parties. People who come to my house are called "guests", not "tenants". I'm a "host", not a "landlord". They use my furniture, my beds, my linens, my dishes and pots and pans, my washer and dryer, and even my toilet paper and paper towels. (I start them out with two each. After that they're on their own. After all, I'm not running a hotel). They use my water and electricity. They responsibly separate their garbage for recycling, and keep my house clean, and my house gets a professional deep cleaning every time someone leaves, whether it needs it or not. I never have to worry about holes in the wall, or scratches on the floor, or the need to repaint every time, as is the case with long-term renters. I never have to worry about evicting somebody. They just leave when they're done. They often leave a tip, a nice "thank you" card, or a gift like a bottle of

wine. The income is better than long-term rentals. How do you know they're safe? How do they know I'm for real? The sites offer transparency, as they can write a review if they want to, and I can write a review on them. The website would not allow either to advertise for years on end if they received too many complaints. I haven't run a credit report on a single guest in over 13 years. Coincidentally, I haven't had to evict someone for that long, either.

To anyone reading this who is a landlord and you thought short term rentals were bad, you're either kicking yourself, wondering why you haven't done it, or taking bribes under the table from the hotel lobby. Maybe your rentals aren't up to the standard required to be a short-term rental.

6) What to do about short-term rentals? There are a few things:

- a) Leave them alone. Let the market run its course. Because of the saturation of the market, the rates have gone down significantly already. Although mine have been decreased by almost 1/3 in the past 9 years, it's still better than long term rental income, but not for long. Many people have decided to put their homes on the long-term market, because in some areas, rents are exceedingly high, and the cost of renting long term is eclipsing the short-term market. Short-term/home-sharing is not the cause of skyrocketing rents. People moving into California permanently is more likely the reason.

Fortunately for LA, whenever a municipality like Burbank or Santa Monica bans short-term rentals, the rates spike in other parts of the city, because they've just eliminated the inventory, while demand continues to grow. (Cast members of Phantom of the Opera stayed in Burbank last time they were in town. This time they couldn't so they had no choice but to spend their money in LA...not smart on Burbank's part). Los Angeles and West Hollywood definitely benefit from those decisions, although I'm sure many continue to operate under the radar in Santa Monica and Burbank. Santa Monica explained that it was simply replacing an old law banning short-term rentals with a new law banning short term rentals. Question: If they weren't successful enforcing the first law, how can they be expected to succeed in enforcing the new one?

- b) The City should thank hosts for being responsible for attracting a source of income to the city that would not see otherwise. These are people who do not want to stay at a hotel. It's not that they would go to a hotel if not for home-shares. They simply wouldn't come at all, at least that's what they tell me. It would be too expensive. This way they can spend their money on other things besides exorbitant parking rates or mediocre room service. Guests with families need a kitchen and a place for everyone to live normally. They don't want their family to sit and eat pizza in bed all day in a stuffy hotel room.

7) Despite all the benefits of home-sharing, I do not live in Los Angeles to be an innkeeper. It's a full time job, as I'm on call 24/7. I'm thankful I can pay my mortgage and my utility bills. I'm happy I can provide for my family and pay my monthly court-ordered alimony and child support. (Again, determined from income from home-sharing) They depend on the income for food and lodging and school.) Still, I'm not getting rich from it. Ideally, I would like to have a stable job and live in the house full time, but despite what the news says, our economy has not fully recovered. It is a sacrifice to live in a separate room with its own private entrance instead of the whole house. Since it's a house, it doesn't fall under rent control.

Short-term rental is not going away. It's been a way of life in LA for decades. The technology of how it's advertised on is new, but that's all.

I'm writing this anonymously because there are hundreds, if not thousands of hosts in my same shoes. I could be any one of them. We're smart and resourceful. We are educated and skilled professionals who got where we are by being paid large salaries that suddenly vanished through no fault of our own. We won't let our children go hungry. We are not victims. We are your constituents, your neighbors, who found a way to do survive when no one else would lend a hand. Home sharing is not going away anytime soon. Too many people, either directly or indirectly, rely on it. Keep that in mind when making your decisions. Decide carefully.

Thank you.



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Home Sharing

1 message

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**SkaiHai Productions** <skaihaiproductions@gmail.com>

Tue, Aug 25, 2015 at 10:51 AM

To: councilmember.huizar@lacity.org, paul.koretz@lacity.org, steve.m.garcia@lacity.org, david.hersch@lacity.org  
Cc: kevin.ocubillo@lacity.org, sharon.dickinson@lacity.org, Councilmember.Krekorian@lacity.org,  
councilmember.blumenfield@lacity.org, david.ryu@lacity.org, councilmember.martinez@lacity.org,  
councilmember.fuentes@lacity.org, councilmember.price@lacity.org, councilmember.wesson@lacity.org,  
councilmember.bonin@lacity.org, councilmember.englander@lacity.org, councilmember.ofarrell@lacity.org,  
joseph.campbell@lacity.org

LA City Counsel Members and Staff,

I am writing with regard to the upcoming legislation on home sharing the Council will be reviewing in the coming months. I am an LA based writer who uses home sharing as a way to make ends meet during a very busy travel schedule, which includes frequent trips to the East Coast.

As a home sharer, I am able to cover the expenses incurred by my travel and pay the ever-increasing rents in Los Angeles. I also use home sharing in cities throughout the country and the world as a way to find affordable, clean and pleasant housing on my travels.

Home sharing benefits all parties involved. It brings money to local businesses, it helps residents cover expenses, brings growth and prosperity to all areas where it takes place.

In the Palms area, where I live, I am always sending guests to local businesses on Motor Ave and Palms Blvd. Travelers oftentimes spend more money than locals because they are on vacation and want to experience the local food and culture. Several local business owners have voiced their appreciation to me, for the customers I have sent their way.

I do not know how I would survive my rigorous travel schedule and endless bills if I did not have home sharing to help relieve the financial costs. Users of home sharing applications are growing and I know few people in LA who DON'T benefit from AirBnB or VRBO on a regular basis.

I sincerely hope that favorable legislation will be passed to continue to allow home sharing to be a welcome part of our Los Angeles lifestyle.

Kai Crouse

Palms Resident 2010-present

August 24, 2015

City of Los Angeles  
Planning and Land Use Management Committee  
ATTN: Sharon Dickinson - Legislative Assistant  
200 N. Spring Street  
Los Angeles, CA 90012

VIA EMAIL  
[Sharon.Dickinson@lacity.org](mailto:Sharon.Dickinson@lacity.org)

**RE: Council File 14-1635-S2 – Proposed Short Term Rental Motion**

Chairman Jose Huizar  
Contact: Chief of Staff Paul Habib  
[paul.habib@lacity.org](mailto:paul.habib@lacity.org)

Vice Chairman Marqueece Harris Dawson  
Contact: Chief of Staff Solomon Rivera  
[solomon.rivera@lacity.org](mailto:solomon.rivera@lacity.org)

Honorable Mitch Englander  
Contact: Chief of Staff John Lee  
[john.s.lee@lacity.org](mailto:john.s.lee@lacity.org)

Honorable Gil Cedillo  
Contact: Chief of Staff Arturo Chavez  
[arturo.chavez@lacity.org](mailto:arturo.chavez@lacity.org)

Honorable Felipe Fuentes  
Contact: Chief of Staff Rebecca Valdez  
[rebecca.valdez@lacity.org](mailto:rebecca.valdez@lacity.org)

Dear PLUM Committee Members:

As a 34 year resident of Los Angeles, former Chair of a Neighborhood Council Land Use Committee and a small business owner that owns some independent hotels in Los Angeles, we oppose any motion that would legalize short term rentals, in fact, we would ask the City (as other cities have done, like Santa Monica) to take a tougher stance against these illegal hotels.

We would like the City to adopt the following:

- **Land Use** – Short term rental (under 30 days) allowed only if underlying land use allows it (i.e. C zones).
- **Taxes** – Those that are allowed under current land use, license their business and pay transient occupancy tax like any other hotel to fund City services, as is the reason for TOT.
- **Home Sharing** – Adopt Santa Monica's model which only allows home sharing if primary homeowner is present or the original model of Airbnb and others.
- **Data Sharing** – Airbnb and other home sharing services must share data so that City can enforce the law, otherwise City and residents will be left with enforcement duty.
- **Enforcement** – With the above data, ordinance provides for penalties and enforcement officers to check compliance with ordinance.
- **Rules & Regulations** – Hosts comply with all other rules affecting short term rentals such as Environmental Health inspections, insurance, business licenses etc.

If Airbnb and others are really about the sharing economy and not the illegal hotel economy, the above shall provide them ample opportunity to allow hosts to serve guests.

A few reasons why City of LA has to take a strong stance:

- **Largest City in the County** – Santa Monica has set precedence, LA must follow.
- **Wages** – LA has already impacted the hotel industry with Living Wage and Minimum Wage, hosts don't employ anyone so they can undercut any legal hotel.
- **Housing** – Even if one rents their unit for 120 days, that is 1/3 of the year, that can take thousands of units away from people who actually live in their units full time. The housing crisis is a major issue in Los Angeles and this simply makes it significantly worse.
- **Loss of Jobs** – Hotels employ a lot of hard working people with good wages, Airbnb hosts do not employ anyone and take demand from legitimate hotels or new hotel development that can create more high paying jobs.
- **Unsafe** – There are lots of stories of guests having bad experiences at hotels but hotels are owned and operated by companies, you don't hear of stories of hotel guests being taken hostage by hotel owners but these happen to guests of Airbnb. Does an Airbnb host have a fire alarm like a hotel? No, they do not.
- **ILLEGAL** – It is fundamentally illegal, City should enforce its own laws, just because it's a technology company doesn't mean it should be allowed. What if someone comes up with an app that allows bars in homes, should City and ABC simply allow it cause it's the "sharing" economy? NO.

Many have compared it with Uber and Lyft, those comparisons are fundamentally flawed. Uber and Lyft face City licensing issues, not land use issues, Uber has many driver's that are licensed as limos, the technology simply allows people to hail them differently than calling them. While there are some driver's that don't have proper City licenses, it is still a licensing issue, not land use.

Land use is a critical factor in any City and fundamentally creates or disrupts resident's enjoyment of their neighborhoods and/or enhances or exacerbates housing costs. Some ordinances allow density near transit areas, some prohibit large homes but none allow illegal usage.

This is not an experiment, its real and affecting neighborhoods, business owners, hotel guests and hotel employees. I hope PLUM will take a firm stance as City of Santa Monica has done in preserving its land use plans that have been diligently put together with decades of work by politicians, planners, neighborhood groups and residents.

Sincerely,

Ramin Kolahi  
Principal

CC: Hon. Paul Koretz  
Councilmember District 5  
[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)  
Joan Pelico, Chief of Staff  
[joan.pelico@lacity.org](mailto:joan.pelico@lacity.org)

Hon. Mike Bonin  
Councilmember District 11  
[mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)  
Chad Molnar, Chief of Staff  
[chad.molnar@lacity.org](mailto:chad.molnar@lacity.org)  
Tricia Keane, Director of Land Use and Planning  
[tricia.keane@lacity.org](mailto:tricia.keane@lacity.org)

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a sales manager for a property management company in Los Angeles, managing more than 75 units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbor are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Justin Hales

**Re: Add to council files 14-1635 and 14-0593 - I support Short Term Rentals.**

Honorable Councilmember:

My husband and I and our two children own a home in Los Angeles and rent the small back house through an online vacation rental service. Renting this space has given us a critically needed source of supplementary income, and I'm writing to respectfully ask that you refrain from implementing any policy that would take that away.

The income we receive from renting out our guest house has been nothing short of a lifeline for our family. My husband and I both experienced fairly significant reductions in our earnings after the 2008 financial crisis. We depleted all of our savings and for the first time, incurred credit card debt. We have now been renting the house for almost a year. It has allowed us to reduce our debt by almost 40%. We've also been able to put some money away for our daughter, who will be headed to college in just 4 years.

We have had quiet, respectful guests and not a single negative experience with any of our neighbors. We pay our TOT promptly every month and have sent our guests to all of the local restaurants, coffee shops, nail salons and other area businesses.

I know there are many others out there like us - people who depend on short-term rental services to make the extra money they need when they fall on hard times or when their day jobs just aren't enough. Before you make a decision on how to regulate these short-term rental services in LA, I ask that you consider the enormous impact they've had on the quality of life for our family, and countless other Angelenos - not just the salacious party-house footage you've seen on TV.

Thank you,

Miata Edoga

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**Miata Edoga**

President + Founder

**800.768.0281**

**Abundance Bound**

*Financial Education for the Creative Soul*

<http://www.AbundanceBound.com>

<http://www.FaceBook.com/AbundanceBound>

<http://www.Twitter.com/AbundanceBound>

cc: Sharon Dickinson via email  
Sharon Gin via email

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a traditional property manager in Los Angeles that lost my job in 2008. I am very lucky as I was able to find work in the short term rental sector. This way of vacationing is considered to be the oldest form of holiday. Most people travelled to stay with family and friends for a period of time in a house, long before hotels were thought of or even built! Slowly, I have built up a small business managing units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home. It is amazing for the guests as they have a full home to share with a kitchen and not just a room in a hotel. The guest is able to experience life as a true Angeleno, walking to local restaurants and shops.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. I am a California licensed Real Estate agent and member of BHGLAAR. I am a professional in the industry and have more than 10 years of experience. I follow a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully, Raine Phillips

## I Welcome Smart Regulation - I Support Short Term Rentals - Please add to council files: 14-135 and 14-0539

August 21, 2015

Honorable Councilmembers:

I began my vacation rental management company six years ago with my own home. I traveled frequently for work and viewed renting out my home as an opportunity to make extra money for improvements I wanted to make around the house. I enlisted the help of my neighbor to be available if my houseguests needed anything while I was away, so my guests could be greeted and know that there was a friendly face just across the street if they needed anything. The funds I made in those early days allowed me to make home improvements that, at the time I couldn't otherwise afford.

Today I am a property manager assisting other owners and managing more than 20 homes throughout LA County including the City of LA. These owners care about their neighbors and neighborhood and choose to hire a management company to be that friendly helpful face for their guests and their neighbors day or night while they're in town.

***I agree with the idea of regulating short-term rentals to create a better tax collection framework, and provide clear direction to owners and property managers alike*** who are providing housing for short term guests. There are situations – such as buildings covered under the RSO – that I believe don't make sense as short-term rentals. But I don't agree with implementing policy that would blanketly curtail this valuable, job-creating business, which has existed in harmony within our neighborhoods for decades.

***No doubt, there are situations where absent owners rent to loud and inconsiderate guests partying in quiet neighborhoods, however I would say that this is the exception, and not the rule.*** In my experience, out-of-town visitors and their families are a part of the fabric of our vibrant neighborhoods, considerate people enjoying the lifestyle and community that living in a home provides.

Our company has many protocols in place to ensure that our owners, guests and neighbors have a responsive team in place to handle their needs. Our team greets our guests, provides a tour of the home, shares any noise or neighborhood restrictions and provides recommendations for local eateries or activities. We serve as an emergency contact, available by phone at all hours of the day and night; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by each owner's guests.

For their part, our owners have a variety of reasons they've selected a short term guest rather than a long term renter; here are a few-

Tracy's mother passed away, leaving to her daughter the childhood home where Tracy grew up and comes to each summer with her family from Georgia. Keeping her family home and summer tradition is very important to Tracy, and choosing short term rental guests so she could still visit her home while having a local management company made sense for her.

Sherry and her family had not had a family vacation in years as they lacked the funds to do so. She made her home a short term rental over the summer and had the opportunity to have travel expenses paid while the family made a trip to her husband's native country to see family.

I Welcome Smart Regulation - I Support Short Term Rentals - Please add to council files: 14-135 and 14-0539

Jim and his family purchased a summer home but still wanted to be able to spend time at their primary residence. Sharing their home with guests while they lived elsewhere was ideal and allowed them to return to their home when they wanted.

In all these cases, the **owners want someone to care for their property, help their guests and make sure there is a local contact so that neighbors have someone to call in case of any issue.** By hiring a management company, they make sure that applicable taxes are paid to their municipalities, their guests are signing guest agreements as to how they will behave and treat the home, providing ID, being screened and being advised on what it means to be a good neighbor while in town.

Like many property owners and property managers, I fully support the idea of regulating the short-term rental business. **All of us want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance,** and ensures the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Springs and Palm Desert. Having regulation in place can give cities the tools they need to weed out the owners or managers who are "bad apples", extreme cases of poor property management that highlight when short term rentals don't work.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on the limited evidence focused on the situations where poor management has resulted in neighbors rightly frustrated and upset by inconsiderate short term guests. **Happy neighbors don't usually have a reason to come to city hall to laud the owner next door who's guests are quietly enjoying their neighbor's home.** The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. I would like to work together toward a regulatory solution that protects neighborhoods while leaving our business and our jobs intact.

Respectfully,

Helena Delu-Cooley  
Vacation Living LLC

ADD TO COUNCIL FILES 14-1635 - I support short Term  
Rentals

To Whom It May Concern:

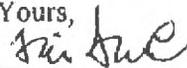
I am writing to you in support of sensible and fair legislation to regulate short term rentals. My wife and I have a few units in Silver Lake that we have rented short term for the last several years.

I have listened closely to the appreciation and concerns of neighbors as well as to the conversation in the media about the various aspects of vacation rentals. People don't want to end up next to the nightmare party house; they don't want to lose the privacy and security of their neighborhoods; they don't want to live next door to something unknown and unpredictable. I get it. As vacation rental owners we have done all we can to be sensitive to our neighbors concerns. We also make sure that our tenants understand the responsibility they have to be good tenants and good neighbors to the people living nearby. We believe, and our neighbors have said, that through the effort we have made to connect with all of them, as well as the work we have done to upgrade our building we have had a positive impact on our block.

I have also heard city officials speaking about a variety of concerns- the impact STR's have on the affordability of any given area, the stability and communal character of neighborhoods. They have discussed the positive aspects of short term rentals as well. Some of the Lodging Tax due to the city for short term rentals is being captured- and so much more could be brought in with a better regulatory system.

The thing that strikes me after all of this dialogue is how complicated the issues are. As you gather now to work out policies to address this growing industry I would ask you to be cognizant of this complexity and to work toward solutions that best serve the greatest number of needs. I believe that regulations which limit short term rentals to being legal only when it is "home sharing" is overly restrictive. We have a small building- only 4 units- and we are deeply committed to being good property owners and neighbors. We are not outside investors turning 10's or even 100's of units into remote control hotels. We believe policies which allow for a greater variety of short term housing options bring valuable revenue to the city, open many parts of the city to visitors that might otherwise be missed and serve to strengthen neighborhoods and the city as a whole.

Thank you very much for your consideration.

Yours,  
  
Tim Snowber  
323-207-8161

Good Afternoon,

I have always had an answer, always had a response, always had a solution, always had control. I worked in private finance and led a team of 43 individuals. Individuals who like me, had loved ones, families and obligations. In late 2007, as someone who rarely worried and signature response was "I got it", the economic downturn hit home quickly as our firm took massive losses and we were going to close. Uncertainty and anxiety ferously reared it's head as for one of the few times in my life; I didn't have an answer. No solution, no response, no optimistic outlook that it would correct itself and the sun would shine again tomorrow. I lost my job along with my 43 friends and coworkers. After a brief episode of drinking, contemplating, drinking some more, then being saved once again by my loving wife, we discovered short term rentals as a way to assist with our mortgage. It provided the security and ability to step with a stronger foot as we knew the ground beneath us would not be taken away. It has provided us with not only an extra revenue stream, but the ability to breathe deeply and sleep soundly. As a supporter of Short Term Rentals, I acknowledge your view points on it's detriment but simply hope you can acknowledge it's benefits. In an infrastructure that is shifting toward a shared economy, short term rentals provide hope and financial security to hosts. Well paying jobs to those who assist. Improve revenue of surrounding businesses with an influx of new customers and broaden the worlds eyes to see this great city for themselves, and share my vision. In addition, it grants us all the ability to be self sustainable as we are utilizing what we have and not disturbing the land by building new hotels to sit underutilized. Not to forget the traffic construction brings, but I think we both appreciate that. In closing, I support Short Term Rentals. I have read your arguments and simply hope you have read mine; for I was always told there are 3 sides to every story. Many Thanks and Best Wishes

Cordially,

William

To Whom It May Concern:

I am writing to you in support of sensible and fair legislation to regulate short term rentals. My wife and I have a few units in Silver Lake that we have rented short term for the last several years.

I have listened closely to the appreciation and concerns of neighbors as well as to the conversation in the media about the various aspects of vacation rentals. People don't want to end up next to the nightmare party house; they don't want to lose the privacy and security of their neighborhoods; they don't want to live next door to something unknown and unpredictable. I get it. As vacation rental owners we have done all we can to be sensitive to our neighbors concerns. We also make sure that our tenants understand the responsibility they have to be good tenants and good neighbors to the people living nearby. We believe, and our neighbors have said, that through the effort we have made to connect with all of them, as well as the work we have done to upgrade our building we have had a positive impact on our block.

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The thing that strikes me after all of this dialogue is how complicated the issues are. As you gather now to work out policies to address this growing industry I would ask you to be cognizant of this complexity and to work toward solutions that best serve the greatest number of needs. I believe that regulations which limit short term rentals to being legal only when it is "home sharing" is overly restrictive. We have a small building- only 4 units- and we are deeply committed to being good property owners and neighbors. We are not outside investors turning 10's or even 100's of units into remote control hotels. We believe policies which allow for a greater variety of short term housing options bring valuable revenue to the city, open many parts of the city to visitors that might otherwise be missed and serve to strengthen neighborhoods and the city as a whole.

Thank you very much for your consideration.

Yours,

Tim Snowber



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Letter from Bradley and Catherine Tompkins -- #14-1635-S2

1 message

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**brad@bradleytompkins.com** <brad@bradleytompkins.com>

Tue, Aug 25, 2015 at 12:44 PM

To: councilmember.fuentes@lacity.org

Cc: sharon.dickinson@lacity.org

Subject: Letter from Bradley and Catherine Tompkins -- #14-1635-S2

Dear Councilmember Fuentes,

I am writing to communicate with you the positive experience we have had with AirBNB and provide a little insight as to how it has worked out for us.

My wife and I both work from home (she is an online college professor and I am a marketing professional). We moved here 4 years ago for our daughter's acting career. When we first arrived here, we had arranged for temporary housing at a condo in North Hollywood while the owners were on vacation. They provided a basket of materials, instructions and everything we needed to shop, eat and experience LA successfully. This was prior to AirBNB (at least they didn't use them at the time). After that "just for the summer" experience, we decided to move here. After a short stint in an apartment while we searched for a home, we moved.

We now live in Northridge and purchased a home near the fashion mall and a few blocks from CSUN. The home had been neglected and in disrepair, and we were able to purchase it on a short sale. After getting the home cleaned and painted, we started sharing a small space (about 300 square feet) to travelers, parents of CSUN students, actors and parents of child actors, travelling nurses, and volunteers. Using the income from our AirBNB, we have been able to paint the rest of the ceilings in our home, refinish / replace the floors, paint the interior walls and make exterior improvements. When/if we sell the home, it will be much improved from the way we found it, and this is largely due to AirBNB. We keep a better house as a result of hosting. We purchase more supplies, materials from local hardware stores (Lowe's) and utilize services (plumbers, AC repair, electricians, etc.) than we otherwise would.

In addition, we have found that, like ourselves, many who come here are new to the area and really have misconceptions about the city and the San Fernando Valley. Hosting AirBNB allows us to share our experience about living in Los Angeles, point out the many restaurants, stores and other businesses in our area and otherwise share a positive message about how great it is here. Word of mouth about business opportunities, retail business and real estate in the area tend to be the strongest means of boasting about our community.

I hope you can see from this brief overview, sharing our home for those seeking temporary stay in a safe, enriched environment is part of a culture and community that coheres with the society we live in—alongside social media, transparency and sharing that brings individuals together. It harkens back to the days of boarding houses and inns prior to the cold business of hotel operations that typify modern travel for many people today.

We are interested in building safe and fair policies that advocate for the home-owner, tax payer and community member ready and willing to share the good life here in Los Angeles. We believe this brings benefits beyond what is apparent.

Thank you for your leadership and consideration in this matter.

Best Regards,  
Bradley Tompkins

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I work for a short-term vacation rental company in LA. These avenues have created lots of jobs and also help home owners to generate greater revenues for their properties.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Catherine Seruga

AE Hospitality LLC

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a sales manager for a property management company in Los Angeles, managing more than 75 units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

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What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Justin Hales

**Add to Council Files 14-1635 and 14-0539- I Support Short Term Rentals  
August 23, 2015 (Fax to 213-978-1079)**

**To Whom It May Concern:**

There seems to be many misconceptions about short-term rentals. Some of the criticism against short-term rentals has been astonishingly misguided, so allow me to educate you on the reality of short-term rentals.

1) It is not new. Homes in Hollywood and beach cities have been renting short-term since the 1920's. We cater not only to vacationers, but to professionals in the entertainment industry who only plan to stay for a few days or a few weeks. In fact, many homes in Los Angeles were built with guesthouses specifically for that purpose. For me personally, I've been doing it on and off for over 20 years. Previous owners of my house did the same, as did many homes on my street.

2) It did not begin with Airbnb. Airbnb is a latecomer to the scene. They are simply a facilitator for advertising and a method to receive payment. They work for me, I don't work for them. They account for less than 5% of my rental income. If they did not exist, I'd be fine. I'm listed on over 20 different sites, most of which are based in other states or overseas. Recently a bill was introduced to the California State Legislature (SB 593) that would require websites like Airbnb to share member information. Since when does the California State Legislature have jurisdiction over companies or websites in other states or countries? If this were to happen, the members would simply discontinue using that site, or even better, Airbnb would relocate their server. SB 593 would be, predictably, very ineffective, and it's a testimony to how little the authors of it know about short-term housing/home sharing. To try to legislate this at this point is like arriving at a baseball game at the bottom of the ninth inning... when people are already making their way to the parking lot.

3) How did home sharing become such a big issue? It's not new. My grandmother did it in the 30's during the Great Depression. It happened because thousands of people faced losing their homes from unscrupulous lenders while losing their jobs from outsourcing overseas, while our government did nothing to stop it. Now those same people who let it happen want to criminalize its constituents for having the audacity of surviving. Websites like Airbnb and Uber only facilitated what was already happening. They are not the cause. "Those people", as under-water homeowners were referred to, relied on the "good ol' American way" of using their wits and resourcefulness to meet their obligations. For me, the income allowed me to save my house from foreclosure, not once, but 4 times. The bank accepted my income based on my 1099's (which I reported to the IRS), and they didn't care if it was from rentals or not, which means they counted it as 100% admissible, not the conventional 75% reportable rental income that banks typically allow. The banks rewarded me with a lower interest rate and forgave close to \$800k off my loan. Let that simmer in your heads a little bit. And I'm not the only one in my neighborhood

that happened to. Short-term rentals, in case you haven't figured it out yet, are highly responsible for stabilizing the housing market in Los Angeles. We're in a hot real estate market right now. Imagine if the hundreds of home-sharers put their home on the market today. The glut in inventory would be overwhelming. This is a case of supply and demand. Hundreds of hosts would not be doing it if there weren't a need to be filled. This is not a sob story. This is a VICTORY story for everyone.

4) The "Element". I often hear the question, *"But what about that 'element' of people that your neighbors may not want in their neighborhood?"*

What element are you referring to? The dozens of wealthy Chinese tourists who spend thousands of dollars on Rodeo Drive and the Beverly Center, as well as Hollywood and Highland? (We gave them our jobs- the least we can do is let them spend their money here.) Or how about the cast members of the Lion King and Phantom of the Opera that play at the Pantages Theatre, who were also guests at my house? Or the legendary rock stars who wish to remain anonymous and need a quiet place to recover from surgery? As well as all their families and friends who visit them at the house, who spend money at local shops, bars, and restaurants? Restaurants often thank me for sending them their way with free drinks or food. They know they've benefited from that "element" of guest. If you're concerned about "that element", maybe you should look at some of the neighbors who already live here, that the city can't seem to do anything about, like the countless homeless sleeping in the doorways. Are you trying to regulate the man begging for money on the off-ramp, or have websites share their information on escorts and prostitutes? Should home sharing become illegal, who goes to prison, the seller or the buyer? If it were drugs or prostitution, both would be breaking the law. Are you also going to penalize the family visiting from Iowa who want to see Hollywood, but don't want to pay \$700/night? At least I wash my comforters between stays, which is more than I can say for hotels.

5) "Homes, not Hotels!" is the battle cry from opponents of home-sharing. To them I would say, "EXACTLY!" I do not run a hotel. It is my home. I don't provide turndown service or a toll mini-refrigerator that sells a bag of nuts for \$10. I raised my children there. It's where we had graduation and birthday parties. People who come to my house are called "guests", not "tenants". I'm a "host", not a "landlord". They use my furniture, my beds, my linens, my dishes and pots and pans, my washer and dryer, and even my toilet paper and paper towels. (I start them out with two each. After that they're on their own. After all, I'm not running a hotel). They use my water and electricity. They responsibly separate their garbage for recycling, and keep my house clean, and my house gets a professional deep cleaning every time someone leaves, whether it needs it or not. I never have to worry about holes in the wall, or scratches on the floor, or the need to repaint every time, as is the case with long-term renters. I never have to worry about evicting somebody. They just leave when they're done. They often leave a tip, a nice "thank you" card, or a gift like a bottle of

wine. The income is better than long-term rentals. How do you know they're safe? How do they know I'm for real? The sites offer transparency, as they can write a review if they want to, and I can write a review on them. The website would not allow either to advertise for years on end if they received too many complaints. I haven't run a credit report on a single guest in over 13 years. Coincidentally, I haven't had to evict someone for that long, either.

To anyone reading this who is a landlord and you thought short term rentals were bad, you're either kicking yourself, wondering why you haven't done it, or taking bribes under the table from the hotel lobby. Maybe your rentals aren't up to the standard required to be a short-term rental.

6) What to do about short-term rentals? There are a few things:

- a) Leave them alone. Let the market run its course. Because of the saturation of the market, the rates have gone down significantly already. Although mine have been decreased by almost 1/3 in the past 9 years, it's still better than long term rental income, but not for long. Many people have decided to put their homes on the long-term market, because in some areas, rents are exceedingly high, and the cost of renting long term is eclipsing the short-term market. Short-term/home-sharing is not the cause of skyrocketing rents. People moving into California permanently is more likely the reason.

Fortunately for LA, whenever a municipality like Burbank or Santa Monica bans short-term rentals, the rates spike in other parts of the city, because they've just eliminated the inventory, while demand continues to grow. (Cast members of Phantom of the Opera stayed in Burbank last time they were in town. This time they couldn't so they had no choice but to spend their money in LA...not smart on Burbank's part). Los Angeles and West Hollywood definitely benefit from those decisions, although I'm sure many continue to operate under the radar in Santa Monica and Burbank. Santa Monica explained that it was simply replacing an old law banning short-term rentals with a new law banning short term rentals. Question: If they weren't successful enforcing the first law, how can they be expected to succeed in enforcing the new one?

- b) The City should thank hosts for being responsible for attracting a source of income to the city that would not see otherwise. These are people who do not want to stay at a hotel. It's not that they would go to a hotel if not for home-shares. They simply wouldn't come at all, at least that's what they tell me. It would be too expensive. This way they can spend their money on other things besides exorbitant parking rates or mediocre room service. Guests with families need a kitchen and a place for everyone to live normally. They don't want their family to sit and eat pizza in bed all day in a stuffy hotel room.

7) Despite all the benefits of home-sharing, I do not live in Los Angeles to be an innkeeper. It's a full time job, as I'm on call 24/7. I'm thankful I can pay my mortgage and my utility bills. I'm happy I can provide for my family and pay my monthly court-ordered alimony and child support. (Again, determined from income from home-sharing) They depend on the income for food and lodging and school.) Still, I'm not getting rich from it. Ideally, I would like to have a stable job and live in the house full time, but despite what the news says, our economy has not fully recovered. It is a sacrifice to live in a separate room with its own private entrance instead of the whole house. Since it's a house, it doesn't fall under rent control.

Short-term rental is not going away. It's been a way of life in LA for decades. The technology of how it's advertised on is new, but that's all.

I'm writing this anonymously because there are hundreds, if not thousands of hosts in my same shoes. I could be any one of them. We're smart and resourceful. We are educated and skilled professionals who got where we are by being paid large salaries that suddenly vanished through no fault of our own. We won't let our children go hungry. We are not victims. We are your constituents, your neighbors, who found a way to do survive when no one else would lend a hand. Home sharing is not going away anytime soon. Too many people, either directly or indirectly, rely on it. Keep that in mind when making your decisions. Decide carefully.

Thank you.



Sharon Dickinson <sharon.dickinson@lacity.org>

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## Home Sharing

1 message

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**SkaiHai Productions** <skaihaiproductions@gmail.com>

Tue, Aug 25, 2015 at 10:51 AM

To: councilmember.huizar@lacity.org, paul.koretz@lacity.org, steve.m.garcia@lacity.org, david.hersch@lacity.org  
Cc: kevin.ocubillo@lacity.org, sharon.dickinson@lacity.org, Councilmember.Krekorian@lacity.org, councilmember.blumenfield@lacity.org, david.ryu@lacity.org, councilmember.martinez@lacity.org, councilmember.fuentes@lacity.org, councilmember.price@lacity.org, councilmember.wesson@lacity.org, councilmember.bonin@lacity.org, councilmember.englander@lacity.org, councilmember.ofarrell@lacity.org, joseph.campbell@lacity.org

LA City Counsel Members and Staff,

I am writing with regard to the upcoming legislation on home sharing the Council will be reviewing in the coming months. I am an LA based writer who uses home sharing as a way to make ends meet during a very busy travel schedule, which includes frequent trips to the East Coast.

As a home sharer, I am able to cover the expenses incurred by my travel and pay the ever-increasing rents in Los Angeles. I also use home sharing in cities throughout the country and the world as a way to find affordable, clean and pleasant housing on my travels.

Home sharing benefits all parties involved. It brings money to local businesses, it helps residents cover expenses, brings growth and prosperity to all areas where it takes place.

In the Palms area, where I live, I am always sending guests to local businesses on Motor Ave and Palms Blvd. Travelers oftentimes spend more money than locals because they are on vacation and want to experience the local food and culture. Several local business owners have voiced their appreciation to me, for the customers I have sent their way.

I do not know how I would survive my rigorous travel schedule and endless bills if I did not have home sharing to help relieve the financial costs. Users of home sharing applications are growing and I know few people in LA who DON'T benefit from AirBnB or VRBO on a regular basis.

I sincerely hope that favorable legislation will be passed to continue to allow home sharing to be a welcome part of our Los Angeles lifestyle.

Kai Crouse

Palms Resident 2010-present

August 24, 2015

City of Los Angeles  
Planning and Land Use Management Committee  
ATTN: Sharon Dickinson - Legislative Assistant  
200 N. Spring Street  
Los Angeles, CA 90012

VIA EMAIL  
[Sharon.Dickinson@lacity.org](mailto:Sharon.Dickinson@lacity.org)

**RE:** Council File 14-1635-S2 – Proposed Short Term Rental Motion

Chairman Jose Huizar  
Contact: Chief of Staff Paul Habib  
[paul.habib@lacity.org](mailto:paul.habib@lacity.org)

Vice Chairman Marqueee Harris Dawson  
Contact: Chief of Staff Solomon Rivera  
[solomon.rivera@lacity.org](mailto:solomon.rivera@lacity.org)

Honorable Mitch Englander  
Contact: Chief of Staff John Lee  
[john.s.lee@lacity.org](mailto:john.s.lee@lacity.org)

Honorable Gil Cedillo  
Contact: Chief of Staff Arturo Chavez  
[arturo.chavez@lacity.org](mailto:arturo.chavez@lacity.org)

Honorable Felipe Fuentes  
Contact: Chief of Staff Rebecca Valdez  
[rebecca.valdez@lacity.org](mailto:rebecca.valdez@lacity.org)

Dear PLUM Committee Members:

As a 34 year resident of Los Angeles, former Chair of a Neighborhood Council Land Use Committee and a small business owner that owns some independent hotels in Los Angeles, we oppose any motion that would legalize short term rentals, in fact, we would ask the City (as other cities have done, like Santa Monica) to take a tougher stance against these illegal hotels.

We would like the City to adopt the following:

- **Land Use** – Short term rental (under 30 days) allowed only if underlying land use allows it (i.e. C zones).
- **Taxes** – Those that are allowed under current land use, license their business and pay transient occupancy tax like any other hotel to fund City services, as is the reason for TOT.
- **Home Sharing** – Adopt Santa Monica's model which only allows home sharing if primary homeowner is present or the original model of Airbnb and others.
- **Data Sharing** – Airbnb and other home sharing services must share data so that City can enforce the law, otherwise City and residents will be left with enforcement duty.
- **Enforcement** – With the above data, ordinance provides for penalties and enforcement officers to check compliance with ordinance.
- **Rules & Regulations** – Hosts comply with all other rules affecting short term rentals such as Environmental Health inspections, insurance, business licenses etc.

LIGHTHOUSE INVESTMENTS, LLC

If Airbnb and others are really about the sharing economy and not the illegal hotel economy, the above shall provide them ample opportunity to allow hosts to serve guests.

A few reasons why City of LA has to take a strong stance:

- **Largest City in the County** – Santa Monica has set precedence, LA must follow.
- **Wages** – LA has already impacted the hotel industry with Living Wage and Minimum Wage, hosts don't employ anyone so they can undercut any legal hotel.
- **Housing** – Even if one rents their unit for 120 days, that is 1/3 of the year, that can take thousands of units away from people who actually live in their units full time. The housing crisis is a major issue in Los Angeles and this simply makes it significantly worse.
- **Loss of Jobs** – Hotels employ a lot of hard working people with good wages, Airbnb hosts do not employ anyone and take demand from legitimate hotels or new hotel development that can create more high paying jobs.
- **Unsafe** – There are lots of stories of guests having bad experiences at hotels but hotels are owned and operated by companies, you don't hear of stories of hotel guests being taken hostage by hotel owners but these happen to guests of Airbnb. Does an Airbnb host have a fire alarm like a hotel? No, they do not.
- **ILLEGAL** – It is fundamentally illegal, City should enforce its own laws, just because it's a technology company doesn't mean it should be allowed. What if someone comes up with an app that allows bars in homes, should City and ABC simply allow it cause it's the "sharing" economy? NO.

Many have compared it with Uber and Lyft, those comparisons are fundamentally flawed. Uber and Lyft face City licensing issues, not land use issues, Uber has many drivers that are licensed as limos, the technology simply allows people to hail them differently than calling them. While there are some drivers that don't have proper City licenses, it is still a licensing issue, not land use.

Land use is a critical factor in any City and fundamentally creates or disrupts resident's enjoyment of their neighborhoods and/or enhances or exacerbates housing costs. Some ordinances allow density near transit areas, some prohibit large homes but none allow illegal usage.

This is not an experiment, it's real and affecting neighborhoods, business owners, hotel guests and hotel employees. I hope PLUM will take a firm stance as City of Santa Monica has done in preserving its land use plans that have been diligently put together with decades of work by politicians, planners, neighborhood groups and residents.

Sincerely,

Ramin Kolahi  
Principal

CC: Hon. Paul Koretz  
Councilmember District 5  
[paul.koretz@lacity.org](mailto:paul.koretz@lacity.org)  
Joan Pelico, Chief of Staff  
[joan.pelico@lacity.org](mailto:joan.pelico@lacity.org)

Hon. Mike Bonin  
Councilmember District 11  
[mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)  
Chad Molnar, Chief of Staff  
[chad.molnar@lacity.org](mailto:chad.molnar@lacity.org)  
Tricia Keane, Director of Land Use and Planning  
[tricia.keane@lacity.org](mailto:tricia.keane@lacity.org)

## **Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I work for a short-term vacation rental company in LA. These avenues have created lots of jobs and also help home owners to generate greater revenues for their properties.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. There are also situations – such as buildings covered under the RSO – that don't necessarily make sense for short-term rental. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. Our company, for instance, follows a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully,

Catherine Seruga

AE Hospitality LLC

**Letter: Smart Regulation, Not a Reactionary Approach**

Honorable Councilmembers:

I am a traditional property manager in Los Angeles that lost my job in 2008. I am very lucky as I was able to find work in the short term rental sector. This way of vacationing is considered to be the oldest form of holiday. Most people travelled to stay with family and friends for a period of time in a house, long before hotels were thought of or even built! Slowly, I have built up a small business managing units. My company uses vacation rental services for some of our properties to help residents rent out their space when they are away on vacation, or find guests to share their rooms when they are home. It is amazing for the guests as they have a full home to share with a kitchen and not just a room in a hotel. The guest is able to experience life as a true Angeleno, walking to local restaurants and shops.

I agree with the idea of regulating short-term rentals to create a better tax collection framework, and make things less confusing for everyone. But I don't agree with implementing policy that would irrationally curtail this valuable, job-creating business, which has existed in harmony with our neighborhoods for decades.

I've seen the scandalous TV news stories about rowdy guests partying in quiet neighborhoods. This depiction is simply not an accurate representation of what we do. I am a California licensed Real Estate agent and member of BHGLAAR. I am a professional in the industry and have more than 10 years of experience. I follow a rigorous safety and security protocol to ensure that the host, guest and neighbors are happy. Our staff provides a tour of the unit, apartment and/or home to guests; we serve as an emergency contact, available by phone 24/7; we respond to any noise complaints by neighbors; and we ensure that all parking, noise level, pet, smoking and other property rules are known and adhered to by guests.

As property owners and managers, many of us fully support the idea of regulating the short-term rental business. We want to help create an orderly system that educates owners and managers, and provides tools for bringing businesses into compliance, and ensuring the implementation of best practices for the sake of our neighborhoods. We know this kind of regulation can work, because we've seen it done successfully in other California cities like Rancho Mirage, Palm Desert and Palm Springs.

What we can't afford as a city is to take a reactionary, blanket approach to this issue based on limited anecdotal evidence. The short-term rental business has existed harmoniously in our neighborhoods and driving our tourism economy for years. We should work together toward a regulatory solution that protects our neighborhoods while leaving our business and our jobs intact.

Respectfully, Raine Phillips



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! support short term rentals.

Dear Ms. Gin:

I read recently about Councilmember Bonin's proposal to limit short-term rentals in Los Angeles. I support smart, sensible regulation of this business in our city. But I think the current proposal overreaches, and bans elements of this industry that clearly should be kept intact.

For instance, I own a second home near the beach in Los Angeles, and I depend on the income I generate from renting it to guests when I'm not using it. The current proposal would make it illegal for me to rent out my own second home, and that doesn't make sense.

I understand the intent of this proposal – to stop property owners from turning apartment buildings into de facto hotels – but limiting short-term rentals strictly to a property owner's primary residence simply goes too far. If somebody owns a single-family home, they should be able to rent that home as they please.

Aside from the issue of property owners' rights, the fact is that there's a huge tourism demand in our city for comfortable, homey, authentic accommodations. The millions of tourists visiting Los Angeles every year shouldn't be limited to choosing between a large hotel and someone's primary residence. We have had several worldwide travelers who were excited at the prospect of living in a community and immersing themselves in the nuances of neighborhoods, often coming to stay for 3 weeks while heading off to Disneyland or San Diego for day trips or overnight trips. In addition we are noticing a huge increase in companies, both Canadian and domestic, sending teams of people to work in the area and looking for accommodations other than an expensive hotel with merely a bed and bathroom for a single. Our kitchen is being used as a defacto conference room where travelers are holding their group work meetings. In one case we had a client who brought her entire family with her from New York while she was coordinating a big show at the Nokia theatre with major talent performing. They all stayed for 3 weeks while she worked. Her kids enrolled in surf camp, her mother looked after them and her husband and girlfriend joined them periodically. When she needed to be on call at LA Live, she rented a room for the night. Neither she, her mother nor her kids were interested in living in a hotel for 3 weeks. The alternative is that she would have left them at home and traveled back and forth between coasts. I hope this is giving you some sort of idea about alternative accommodations for which travelers are looking. We have hosted weddings, family reunions, girls weekends not to mention avid Rose Bowl groups coming to support their College teams all wanting to stay together and unable to afford separate hotel rooms in a decent place. In addition we employ 2-3 people

who would otherwise be unemployed to help run the house. I guarantee you that most LASTRA members want to pay their hefty TOT taxes and be above ground.

Again, I have no issue with sensible regulation of the short-term rental business. But we need to be smart about where we draw the line, so that we're not creating unintended consequences that needlessly eliminate parts of this valuable, job-creating industry that clearly have the right to exist.

As someone dependent upon renting out my own second home for income, I strongly urge you to consider all of the consequences of the proposal before us, before making a careless decision that would significantly harm so many Angelenos in my position.

Sincerely,

*Grace Gehman*  
Venice, CA