



GATEWAY AND
NATURAL AMENITY
REGION INITIATIVE™



HOW TO SHRED GNAR(LY) PROBLEMS: TOOLS, TECHNIQUES & RESOURCES TO HELP ADDRESS EPIC HOUSING ISSUES

WEBINAR SERIES SUMMARY & FOLLOW-UP INFORMATION

HOW TO SHRED GNAR(LY) PROBLEMS: TOOLS, TECHNIQUES & RESOURCES TO HELP ADDRESS EPIC HOUSING ISSUES

WEBINAR SERIES SUMMARY & FOLLOWUP INFORMATION

Compiled by:

Elizabeth Sodja
Gateway & Natural Amenity Region (GNAR) Initiative
Utah State University

Organized by:

Elizabeth Sodja, Jake Powell, Danya Rumore, & Jordan W. Smith

Thank you to our series sponsors for their support:

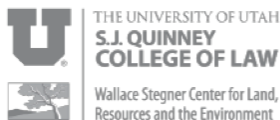


TABLE OF CONTENTS

Overview of the Series	4
SESSION 1) Housing Assessments 101: The What, Why and How	5
SESSION 2) Short Term Rental Trends in the Intermountain West and How to Craft an Ordinance to Handle Them	12
SESSION 3) Educated Guests Make Good Neighbors: How to Educate Short-Term Rental Guests	19
SESSION 4) Tools to Increase Housing Affordability: Lessons Learned from Park City and Beyond	20
SESSION 5) Vail InDEED: An Innovative Approach to Increase the Home Supply for Year Round Local Residents	25
SESSION 6) Peer-to-Peer Learning with the GNAR Network: Where Do We Go From Here?	26

SERIES OVERVIEW

With their small size, quaint feel, and outdoor recreation opportunities, many gateway and natural amenity region (GNAR) communities have become increasingly popular places to own homes, live, and work remotely. Short-term rentals such as AirBnB and VRBO put additional pressures on limited housing inventories as the demand to visit and play in these communities grow. As a result, housing affordability is a critical issue in many GNAR communities, and the extreme increase in home prices during the COVID-19 pandemic have made it an even bigger challenge to tackle.

To help get information and tools to GNAR communities during this unprecedented time of change, the Gateway and Natural Amentiy Region (GNAR) Initiative created a five-part webinar series: How to Shred GNAR(ly) Problems: Tools, Techniques & Resources to address Epic Housing Challenges.

You can [view the full series of recordings on the Institute of Outdoor Recreation and Tourism's YouTube Channel](#).

ABOUT THE GNAR INITIATIVE

[The GNAR Initiative](#) leverages research, education, and capacity building to assist communities, land managers, and others in gateway and natural amenity regions throughout the West in preparing for and responding to planning, development, natural resource management, and public policy challenges, such as the COVID-19 pandemic. The Initiative is an affiliation of university faculty, government and state agencies, non-profit organizations, and community leaders. It is based in the Institute of Outdoor Recreation and Tourism at Utah State University.

SERIES REACH & IMPACT:

312 SESSION REGISTRANTS FROM:

- 21 STATES & PROVINCES

- 66 COMMUNITIES & REGIONS

250+ SESSION VIEWS ON YOUTUBE



SESSION 1: HOUSING ASSESSMENTS 101: THE WHAT, WHY AND HOW

Any community in which the housing market is under-supplying affordable homes for its residents and local employees can benefit from information provided by a Housing Needs Assessment. It will not only inform how much housing is needed to support the community and economy, but should also provide insight into how much, at which price points, and for whom housing is needed. This session provided an overview of: 1) what information a housing needs assessment can and should provide for your community; 2) why the information is important; and 3) how to use study results.

Additionally, this session launched a new presentation format for the GNAR Initiative. This session happened in two parts: a one-hour webinar followed by a half-hour peer-to-peer learning session, during which participants engaged in facilitated dialogue about takeaways from the session.

PRESENTERS:

Wendy Sullivan, (WSW Consulting): Wendy Sullivan, President of WSW Consulting, is a housing planner and attorney, licensed in Colorado and California, with over 20 years of experience in affordable housing market research and strategy. Wendy has conducted and managed housing needs assessments, market studies, and housing policy development for a range of communities, with particular focus on high-cost resort communities. Her work has helped towns like Breckenridge, CO, Jackson, WY, and Mammoth Lakes, CA, inform and maintain successful housing policies and programs.

RESOURCES

- TO WATCH THE FULL WEBINAR, [CLICK HERE](#)
- TO ACCESS TO POWERPOINT SLIDES FOR THIS PRESENTATION, [CLICK HERE](#)
- TO SEE THE FULL Q&A FOR THE SESSION, [CLICK HERE](#)
- TO SEE THE FULL PARTICIPANT CHAT, [CLICK HERE](#)



QUESTIONS & ANSWERS

Throughout the session, participants were encouraged to ask questions of Wendy Sullivan. A selection of these questions are included here.

QUESTION: We are a resort community that is part of a geographically large (~2000 sqm) unitary municipality (Anchorage). Federal data is of extremely poor quality or averaged across the whole municipality. How would we approach a needs assessment?

ANSWER: You can use federal data - perhaps a smaller region (zip code area, census tract?) as a litmus test; but local data and primary research will be the most helpful. Local Assessor data on parcel information, housing supply, sales/prices; local realtors are great resources on home prices, sales, and quality/condition of homes at various prices; local property managers ditto; but ultimately a community survey. Offer incentives for participation. This is the best way to get pertinent info that federal sources do not provide. Other options: interviews (employers, developers, housing service organizations or other non-profits, focus group - with residents and groups of interest).

QUESTION: How do you recommend calculating AMI distribution between HUD CHAS data and Census data? I have yet to find a way to match the two different datasets.

ANSWER: AMI can be calculated from Census data, but assumptions need to be made. Not perfect, but typically within a decent margin of error if you are a larger community. It is not simple. You need Census/ACS income distribution data by household size (1-person, 2-persons, etc), HUD AMI income calculations for your region, and a worksheet formula to convert each income range into its AMI group utilizing averaging assumptions.

You can also purchase income data from various vendors - we often use Ribbon Demographics (\$295 for estimated current-year income distribution) which uses the Claritas system for updated income estimates and provides the income data both by # of persons in the household, if the occupant owns or rents the home, and age cohorts as well. This also needs to be calculated into AMI from income ranges.

QUESTION: Won't the census data give us a lot of the data we would need for our Housing Needs Assessment? Do you know when that data will be available?

ANSWER: Yes - the decennial 2020 Census will be helpful. Some communities had many changes post-COVID (and right after data was collected) so I think there is more question on its representativeness in smaller communities in particular - but we will know more when it comes out. 2020 data tables should start rolling out this summer, with more detailed data coming out through the year.

QUESTION: How do primary vs second homes factor into the standard analysis?

ANSWER: This is a big issue in the communities we primarily work in. Housing Needs Assessments conclusions on "# and price of housing needed" should focus on the housing needs of residents and local employees. Why? Because the market is providing homes for second homeowners and typically communities are not interested in developing programs or putting resources toward producing more second homes. Another way to look at it - in high second homeowner impacted communities, we have an "occupancy" problem... meaning, there are more housing units than people living in the community... every man, woman and child comprising the resident population could live in their own home and there would still be homes left over... crazy.

QUESTIONS & ANSWERS (CONT)

That being said, understanding how second homes affect the local housing market is very important and permeates the analysis. Housing unit occupancy rate is the trend toward second homes rising or falling (e.g., are residents losing more ground or getting more of a foothold); housing prices escalation and competition; % of new development available/going to residents vs. for second homes; loss of long term rentals to short-term/vacation rentals; etc. All of these set the scale of the problem and how hard it will be to get, keep and ensure homes for residents and local employees to ensure a strong and diverse community.

QUESTION: Will the COVID impact on the housing market taper off over time?

ANSWER: The million dollar question! I hope so, but it remains to be seen. Most of the current research we have done shows that realtors and property managers feel 2021 will be more of 2020 based on how things are starting. We are currently doing a 6-county mountain study in Colorado to try to get more info on this topic. There is a large group of people who have their eye on the ability to work from home. This has been the largest impact in many communities; more so than trying to escape COVID contagion risk. I wish we had a crystal ball.

WEBINAR CHAT HIGHLIGHTS

The interactive session involved participants responding to prompts through the chat function in Zoom. This is a condensed list of highlights from the chat. To see the full chat and additional prompts, a link to the full participant chat for this session can be found [HERE](#)

PROMPT: How would you describe the housing situation in your community/region currently? (Please include the name of your community or region in your response.

- Logan, UT: Rising house prices
- Kootenai County, ID: Critical!
- Boise, ID: Highly challenging, highest rent increases in the nation.
- Salt Lake City, UT: Unaffordable, not accessible for nearly everyone.
- Kootenai County, ID: Crisis
- Salt Lake City, UT: Devastingly unattainable
- Joliet, MT: Dire. There is no housing to be found, affordable or otherwise.
- Bear River, UT: Rich, Cache and Box Elder Counties - high growth pressure, housing prices skyrocketing
- Panguitch City, UT: We have a long term rental shortage
- Springdale, UT: Exclusive
- Superior, AZ: We are landlocked surrounded by Tonto National Forest. Housing constrained.
- Sandpoint, ID: Dismal. No housing for service workers or young families.
- Scottsbluff, NE: We have a housing shortage.
- Tooele County, UT: We are seeing a housing boom with a lack of affordable housing
- Bear Lake County, ID: Unsustainable, Bear Lake County ID, Rich County UT
- Raleigh, NC: Thinking about the NC Coast in this context: Housing for tourism workforce is extremely limited and very expensive
- Daggett County, UT: Severe long term and short term housing shortage
- Marquette, MI and the UP: Affordable housing is getting more difficult to find.
- Girdwood, AK: Dire! Very limited options, collapse of long-term rental market, 30%+ price

WEBINAR CHAT HIGHLIGHTS (CONT)

- increase in past year.
 - Durango, CO: Dire. Lack of inventory and expensive for the workforce.
 - Riggins, ID: What little rental housing is available is being converted to vacation rentals.
 - Moscow, ID: Low inventory, need to rental for university, and rising prices
 - Jackson, WY: Crisis, but with significant community investment in fixing it. Meanwhile, all time high in real estate market
 - Carbon County, MT: in Red Lodge area / Carbon County, MT - crisis level lack of housing for workforce
 - Moab, UT: Limited supply and expensive for locals
 - North Central Idaho: All five counties we serve have housing shortages, especially in rural and rural-tourism dependent communities.
 - City of Big Bear Lake, CA: City of Big Bear Lake - We are a resort community with a lake and the national forest. We don't have enough workforce housing and lots of vacation rentals, 2nd homeowners.
 - Salt Lake City, UT: Housing is becoming increasingly competitive and expensive. We are facing a regionalization/nationalization of housing markets
 - Glacier Country, MT: Western Montana - overpriced and stressed - no inventory.
 - Moab, UT: Constant lack of inventory for rentals and ownership is causing chaos
 - Smithfield City, UT: Growing so fast we are wondering what the best way to keep up is.
 - Spanish Fork, UT: Limited. Most new development is townhomes
 - Bozeman, MT: Expensive-intergenerational wealth necessary
 - Driggs/Teton Co ID: Housing is NONE AVAILABLE (was just unaffordable, but now there is no available housing). Crisis.
 - Carbon County UT: Housing stock shortage
 - Jackson, WY: Could never keep up with demand - not a supply problem, it's a demand problem
 - Providence City, UT: is a rapidly growing community with a population of about 7,800. Many single-family homes are being built, but we are also building single-family attached and multifamily development.
- PROMPT: What would you say is the average price for a 3 bedroom/2 bath house in your community/region right now?**
- Superior, AZ: \$170,000
 - North Central, ID: \$375,000
 - Moscow, ID: \$350k and up
 - City of Big Bear Lake, CA: \$425,000
 - Girdwood, AK: \$700-800k
 - Boise, ID: \$450,000?
 - Bozeman, MT: \$650k
 - Salt Lake City, UT: \$450K
 - Marquette, MI: \$300,000
 - Salt Lake City, UT: \$400K median price in Utah
 - Bear Lake County, ID: \$400k
 - Spanish Fork, UT : \$400,000
 - Durango, CO: \$600K. \$500K for all housing.
 - Carbon County, MT - \$300,000
 - Tooele County, UT: \$305,000 Tooele, UT
 - Logan, UT: \$250K
 - Smithfield City, UT: Extreme Northern Utah, \$250K
 - Riggins, ID: \$250K
 - Driggs/Teton County ID: \$650K
 - Jackson, WY: \$3-4M?
 - Sandpoint ID: \$450,000, median price is

WEBINAR CHAT HIGHLIGHTS (CONT)

- \$609,000.
- Daggett County, UT: \$300,000
- Providence UT: Approximately \$325,000
- Carbon County, MT: \$1500 - \$3000 / month to rent, \$350k+ to buy
- Springdale, UT: \$600K
- Bear River, UT: N Utah \$380K+
- Glacier Country, MT: \$360,000 - \$400,000
- Park City, UT: \$3-4 million
- Moab, UT: \$350-400k
- Scottsbluff, NE: \$280,000
- Kootenai County, ID: \$450-500,
- Carbon County, UT: \$300,000

PROMPT: What additional challenges are you facing in housing in your community?

- Bear River, UT: Getting an accurate picture from data
- Kootenai County, ID: Not enough inventory for workforce
- Moab, UT: Low wages, lack of inventory
- North Central ID: Low wages, old housing stock
- Daggett County, UT: 90% of land owned by Federal Govt. Private land currently used for Ranching
- Joliet, MT: Having affordable housing to maintain the workforce.
- Kootenai County, ID: Availability/inventory, and then affordability
- Salt Lake City, UT: Supply of mid-sized and moderately priced units, units with more than 2 bedrooms
- Girdwood, AK: High expense, collapse of long term rental market & no good data
- Boise, ID: Very rapid growth, inventory not keeping up; wages not scaled to housing prices
- Carbon County, MT: carbon county mt - competing with short term rentals in tourist areas
- MT: Existing residents are very opposed to allowing anything but single family homes on half/third acre lots.
- Durango, CO: The “missing middle”. Easier to find money for under 80% AMI. Difficult to find money for 80-125% AMI. Lack of inventory.
- Jackson, WY: Second home owners, vacation rentals, and no state income tax so we’re a magnet for the very wealthy (Jackson, WY)
- Scottsbluff, NE: Lack of construction companies and developers
- Marquette, MI: Low income and low inventory
- Sandpoint ID: No inventory, low wages, expensive building costs.
- ID: Developers that are all focused on one type of unit. Not enough diversity in housing developers
- Superior, AZ: Lack of housing. Lack of space to build. Numerous houses needed to be rebuilt.
- Riggins, ID: Limited building space due to geography/low income
- NC: Over priced for our workforce too many short term rentals vs long term availability. We are 75% second home ownership
- Bear River, UT: Zoning and ordinances limiting housing types
- Girdwood, AK: And Dark Homes - <30% of units are owner-occupied
- Sandpoint ID: Out of state buyers purchasing long term rentals and turning them into vacation rentals.
- Salt Lake County, UT: Can’t keep up with demand/job growth + rising materials costs. Also nimbys limiting infill devt.
- Providence City, UT: High-end single-family homeowners - not wanting multi-family units, or single-family developments that are more affordable for average workers

WEBINAR CHAT HIGHLIGHTS (CONT)

- Daggett County, UT: Low tax base. 1200ish residents. 90% land owned by Fed.

The following comments are open discussion highlights from the chat at the end of the session:

- ID: This is great information. Helps us understand on the ground realities that macro-level data doesn't entirely capture.
- UT: As a collaboration/conflict resolution professional, I want to reinforce what Wendy is saying about involving all key stakeholders early in the housing assessment process - people are much more likely to trust and use information they had some say in producing or commissioning.
- UT: Maybe think of taking a "silver buckshot" rather than a silver bullet approach to housing issues - many things and many partners are needed, there's no one thing or one entity that can solve all of the housing needs/problems.
- Carbon County, MT: We're hosting an AmeriCorps VISTA member to assist with a housing needs assessment
- Sandpoint ID: Started with a simple chamber member 5 question survey and all responded the need is URGENT.
- Joliet, MT: We have Cushing Terrell doing a Housing Needs Assessment in our 5-county region in south-central Montana. Hoping for some good direction from it!
- Superior, AZ: It is interesting you have worked with high amenity communities. We are a low amenity, depressed mining town becoming more natural resource/tourism based.
- Sandpoint ID: P&Z changed code to make ADU's easier.
- UT: Oftentimes, issues concerning housing cost burdens are either-or, rental versus ownership, but, both categories are not mutually exclusive.



PEER-TO-PEER MEETING CHAT HIGHLIGHTS

These chat highlights come from the peer-to-peer learning session that followed the webinar.

PROMPT: What are you taking away from the Housing Assessments 101 webinar?

- Start asking questions of various organizations in the community.
- Need good local data, but don't need All the data.
- A burst of energy to continue working with communities in Idaho around housing.
- Using rigorous data to tell the housing story (rather than hearing one powerful group's interpretation), and targeting actions to meet the need.
- Need for deliberate community input and forums.
- Beyond a regional or statewide issue - interstate issue that is going to take a lot of work!
- What to look for as I'm reading through our local Housing Affordability Assessment from 2017.
- A doorway to more information. The rainbow graphic was great. Will follow up more on that. Want to learn how to do assessments!
- Determining unit types needed from housing shortages.

PROMPT: What is most relevant or actionable for your community/region?

- Reach out to those I just chatted with and start the idea ball rolling.
- Creating a diversity of housing sizes in new development.
- Try and build something for our toolkit that gives communities a starting point to talk about this concept.
- Local community engagement to get buy in on future projects.

- Focus on a subset of issues - the whole problem is too overwhelming.
- We're never going to "solve" our housing issue; Jackson is decades into housing issues. You always have to evaluate what you've done and keep going, if that's the community vision.
- Community planning - Community Engagement

PROMPT: One other insight or ah-ha from today?

- Multi-layered solution for a multi-layered problem.
- That we are all in different boats but the same storm.
- I love grappling with the concept that housing is a problem that will never be "solved". It's a process not a project.
- We're not in this alone - steal more good ideas!
- Aim for Silver Buckshot. ;)
- We are all in some way worried about our community, and together we can find some small solutions towards big wins.
- All GNAR communities have increased challenges following pandemic.
- Housing issues span the intermountain west, and the issues are similar in a lot of respects.
- How important local funding tools are.
- in many communities, responsibility for housing is diffused between different layers of government and stakeholders.
- The idea that the solutions can also be very broad reaching, interstate.
- Lots of communities working towards discovering solutions for similar problem.

SESSION 2: SHORT-TERM RENTAL TRENDS IN THE INTERMOUNTAIN WEST AND HOW TO CRAFT AN ORDINANCE TO HANDLE THEM

SESSION SUMMARY

In the last ten years, short-term rentals have dramatically altered the landscape of guest accommodations and our understanding of how they affect communities. While the sharing economy can bring economic benefits, it can also have detrimental effects on community character and housing inventory. This session focused on the most recent data and trends for short-term rentals in the Intermountain West. The session also discussed strategies to help communities minimize negative impacts and improve compliance via their ordinances.

PRESENTERS:

Christa Watson (Granicus): Christa Watson is a Senior Manager of Demand Generation at Granicus and has been supporting communities with their short-term rental challenges since 2019. She also helps local governments across North America understand how technology can help improve their civic engagement. Her previous professional background includes leading marketing teams at several fast-growth software companies.

John Spuhler (Symliv/Garden City, UT): John Spuhler is an account executive for Host Compliance at Granicus. Previously, John co-founded STR Helper. He dealt firsthand with the challenges of short-term rental compliance as the Mayor of Garden City, Utah from 2010 to 2018. John has also served on numerous boards and as the chairman of The Bear River Association of Governments, a three-county association. During his tenure as a public servant, John helped provide best-practice solutions regarding short-term rental policy at the state, county, and municipal levels as well as for local HOAs.

Brumby McLeod (College of Charleston): Brumby McLeod is an Associate Professor at the College of Charleston, School of Business in the Department of Hospitality & Tourism Management. He is a research fellow with the Office of Tourism Analysis and the Riley Center for Livable Communities. His research focuses on overnight accommodation and revenue management.

Jordan Katcher (Utah Community Development Office): Jordan Katcher is a Community Development Specialist with the Utah Community Development Office and an Associate Instructor in the University of Utah's Department of City & Metropolitan Planning. From a rural community in northwestern Pennsylvania, she deeply values community cultures, collaboration, and inclusivity. Currently, she is leading the grassroots initiative known as the Utah Rural Coordinating Council, which includes members from 30+ state and federal agencies, universities, and organizations. Together, they strive to enhance their communication with one another and better serve rural Utah.



RESOURCES

- TO WATCH THE FULL WEBINAR, [CLICK HERE](#)
- TO SEE THE POWERPOINT SLIDES FOR THIS PRESENTATION, [CLICK HERE](#)
- TO SEE THE FULL Q&A FOR THE SESSION, [CLICK HERE](#)
- TO SEE THE FULL PARTICIPANT CHAT FOR THE SESSION, [CLICK HERE](#)
- TO DOWNLOAD THE UTAH COMMUNITY DEVELOPMENT OFFICE SHORT TERM RENTAL GUIDE, [CLICK HERE](#)
- TO DOWNLOAD THE GRANICUS, "CITY LEADER'S GUIDE TO SHORT-TERM RENTALS IN A POST-COVID WORLD" WHITEPAPER, [CLICK HERE](#):
- TO VIEW THE GRANICUS, "HOW COVID STIMULUS FUNDING CAN SUPPORT YOUR STR COMPLIANCE INITIATIVES" WEBINAR, [CLICK HERE](#)

QUESTIONS & ANSWERS

Throughout the session, participants were encouraged to ask questions of the panelists. A selection of these questions is included here.

QUESTION: Would you consider doing the complimentary STR evaluation you mentioned for an unincorporated community? STRs are becoming a growing impact - from uninformed visitors to reducing employee housing options.

ANSWER: Yes, please email me at christa@granicus.com

QUESTION: How do you feel about installed decible meters?

ANSWER: We are seeing noise detection ordinances and device requirements in a few select cities. Check out La Quinta, CA. The folks at Noiseaware can speak to increase response times to resolve noise complaints and it appears to be working.

QUESTION: Our state legislature here in Utah is pushing new regulations that prohibit HOAs from prohibiting STRs and ADUs. Have you seen that in any other state? Has it held up in court?

ANSWER: "The right to bare guests" adage. Utah is a leader in residential property rights protection. There are a few states going this direction. There is a [nice piece from the National League of Cities on preemption](#).

QUESTIONS & ANSWERS (CONT)

QUESTION: Do you have any examples of communities who only allow permanent residents to operate short term rentals? Are these requirements by zoning areas?

ANSWER : The City of Charleston in South Carolina has a requirement of primary residence status and the homeowner must be home for participation in nightly rentals. There is an exception of the overlay zone for one neighborhood (Cannonborough).

QUESTION: How are cities finding the resources to scale to capacity resources for enforcement?

ANSWER : Permitting fees and taxes are critical (and can also be substantial) resources to help fund and maintain the enforcement of STR ordinances. They don't have to be an additional burden on your community, if managed correctly.

QUESTION: Are there any communities successfully incentivizing long-term rentals?

ANSWER : In the affordable housing space for sure. I have also seen property tax incentives for long-term rental residents.

QUESTION: The State of Utah does not allow cities to use advertising short-term rentals for enforcement, what are your thoughts on that?

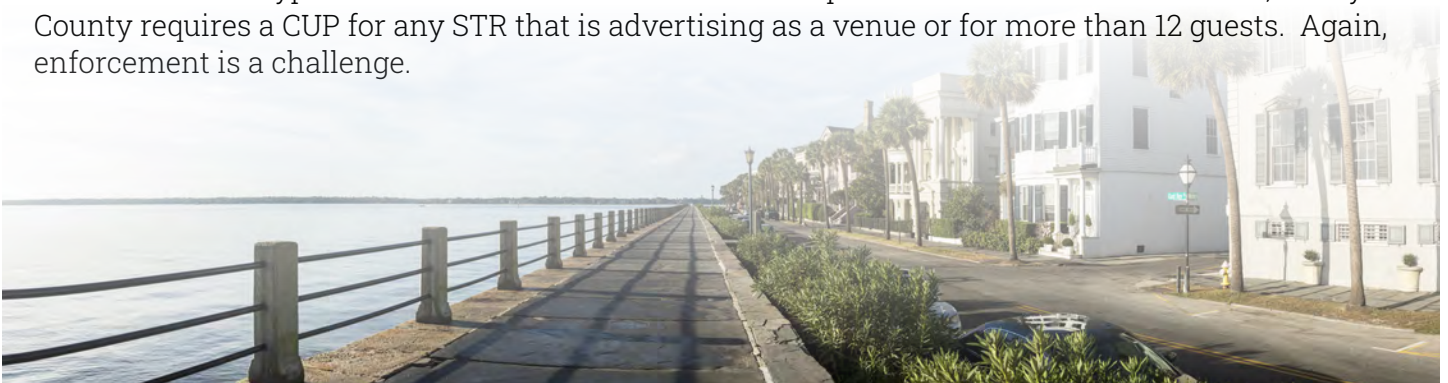
ANSWER : State preemption has been a significant challenge. We have found traction with other areas of government such as the Department of Revenue for accommodation, sales and property taxes. They tend to have a different motivation.

QUESTION: Do you have the link to the City of Charleston's ordinance?

ANSWER : <https://www.charleston-sc.gov/1840/Short-Term-Rental-Permit-Information> Category Criteria is a good section to select for understanding of the ordinance. Dan Riccio is an excellent resource for understanding their implementation and process too.

QUESTION: We had a host that was advertising their unlicensed short-term rentals as a reception venue for weddings. On the weekends neighborhood and public street were packed with cars. Have you seen an ordinance that addresses the other uses not related to a vacation rental.

ANSWER : These types of uses are often addressed under special event ordinances. Sherrie, Valley County requires a CUP for any STR that is advertising as a venue or for more than 12 guests. Again, enforcement is a challenge.



WEBINAR CHAT HIGHLIGHTS

The interactive session involved participants responding to prompts through the chat function in Zoom. This is a condensed list of highlights from the chat. To see the full chat and additional prompts, a link to the full participant chat for this session can be found [HERE](#).

PROMPT: In less than 10 words, how is your community managing short-term rentals.

- Not addressing them yet.
- Not very well.
- Not managing now but need to.
- We don't manage them...free for all.
- Many are being turned into VRBOs and Airbnbs, creating a rental crisis.
- campers, RV's, and even tents in remote tourism area.
- Ordinance and Lodger's Tax. Software Tracking of VRBO/AirBNB
- None in our HOA. Several in the county.
- WE can't. Legislatively controlled
- They aren't addressing them.
- When we find out about them, usually after a complaint, we require a conditional use permit.
- We are taking a minimalist approach.
- We allow them as permitted, but only if owner occupied.
- Our community does not seem to be managing short-term rentals. We need to make a change.
- STR license system in Breckenridge.
- No management whatsoever. Land Use Code is completely silent.
- We don't allow STR's in the unincorporated part of the county.
- Aren't addressing
- No management at all - too much political power from hosts.
- It is a patchwork of management, like the Wild West.
- We aren't; we disallow them... but no enforcement.
- Currently illegal, but we aren't allowed to manage it.
- We have an STR ordinance. they have to be registered and have an STR license.
- Have not been able to do much with them other than to control where they are allowed.
- Using a tax as well as businesses licenses, but could do more.
- Our community is struggling as short term rentals are being sold at the peak of the market.
- We're starting a new community.
- To own an STR you have to be a resident of the town.
- HOA restricts them, but the still exist illegally.
- Some Cities in Northern Idaho have ordinances, many small communities do not.
- We restrict them in certain areas.
- Many licensed (2300+) but many still non-compliant.
- Beginning stages of drafting an ordinance.
- Promoting them, mostly ignoring the issues.
- Recent addendum to land use plan, but difficult because we are an unincorporated small community - beginning to be a huge impact.
- It was a victory just to get them registered for sales tax collection.
- We allow them as a conditional use but want to update our ordinance.
- Town of Frisco, Colorado has an Ordinance is in place and is a licensing program that went into effect in 2018. We have about 3,800 residences and now have 650 STR licenses and are in dire constraints for our local workforce and shortage of long term rental housing for seasonals as well as full time workers.

WEBINAR CHAT HIGHLIGHTS (CONT)

PROMPT: In the last 5 years, how has the inventory of short-term rentals changed in your community? (Please include your community name)

- Valley County: is 82% STR and growing.
- Hyde Park City UT: We do not track them. I assume they have increased.
- Nibley, UT: It went from almost non-existent to noticeable.
- Sky, MT: STRs skyrocketed - nothing left for workforce
- Girdwood, AK: From dozens to hundreds (250+ from ~1200 housing units)
- Murray, UT: No idea, lots more questions about it though over the past year. We haven't tracked what there is.
- City of North Salt Lake, UT: Slight increase, we are not close to any resort community.
- Duchesne, UT: It has gone up both for units and campsites.
- Red Lodge, M: More - and now we don't have any long-term rentals..
- Santa FE NM: We don't track them
- Jackson WY: sky rocketed and highly sought after. Nothing left for workforce
- Northern, ID: the inventory has increased substantially, especially Kootanai County
- Daggett County, UT: They have increased but HOAs and the county are saying no.
- Mt Crested Butte: STR'S are steady but we have seen an increase in rental by owner. rental by owners cause a lot more work on the town.
- Richfield, UT: Many of the long-term rentals have been turned into short-term rentals.
- Unknown: Seems to have increased and taken over leaving a housing crisis for all levels of workers- renters, people moving here and wanting to rent or buy, businesses are cannot fill positions, etc.
- Breckinridge, CO: General workforce can't find

housing as many properties have moved from long-term to short-term.

- West Glacier, MT: Skyrocketing, do not have a handle on it
- Town of Frisco, CO: We went from about 250 in 2018 to now over 650 in 2021.
- Sun Valley, ID: Up from 500 to 800. but down again due to covid
- Sun Valley ID: They were on the increase, but with the migration of people wanting to live here full-time, I think units have sold to highest bidder and are being removed from short or long-term rental
- Steamboat Springs, CO: STR are outweighing the LTR and contributing to the lack of inventory for residents, and workforce housing.

PROMPT: In the last 5 years, how has the attitude toward short-term rentals changed in your community?

- Girdwood, AK Strong local opposition, but hosts have the political power
- Murray City feels that if they are going to happen, it should be regulated instead of allowing it to happen when it isn't regulated... if that makes sense.
- There is a panic for long term rental and housing. So short terms have created a quick NO
- Locals getting super frustrated - we are unincorporated so difficult to enact ordinances - Big Sky MT
- Locals are very angry that they are being displaced. The State limited what we can enforce.
- We want to regulate them, I don't know how the public feels yet, we haven't asked
- Jackson WY - "go home" is now a common refrain....

WEBINAR CHAT HIGHLIGHTS (CONT)

- With the current housing shortage/crisis, the attitude is not favorable to STR's.
- Our Town Council discussed restrictions on STR and the response has been overwhelming, but mostly against.
- They are a nuisance in many cases due to noise, parking, starting fires, and other issues.
- SV, ID, panic for locals not having housing.
- No change.
- I would say the attitude has changed from pro to wanting to control.
- Steamboat Springs- we know we need STR, but know that this contributes to work force housing issue and high costs. Displacing talent, locals and business growth.
- Frisco, CO locals feel displaced and the word "housing crisis" is being used.
- 2 years ago when adopted our ordinance, there was a lot of sympathy for STR operators - government starting regulate something they never had. Now a lot more negative view of them.
- Increased animosity towards investors coming in to buy up available property and turned them to STR and take them out of residential pool.
- Sun Valley - resentment by locals and neighbors who put up with bad actors coming and going from the STRs.
- Mixed feelings about short rentals in Park City, UT. Parking issues have neighbors up in arms, while wanting to allow people to supplement their income in a very high cost community.
- Locals have always opposed, but it was sold as a way to make houses affordable. For example, live in one half and rent the other to help cover the mortgage. Doesn't seem to be happening.
- Some communities in the county love them, and feel that the upkeep of the properties is better with short term rentals than with single family homes, others see them as a nuisance.
- Viewed with a lot of negativity, blamed for ALL of our issues, growing anxiety for anyone that does not own a home. Lots of Law Enforcement and P&Z complaints from neighbors of STRs where families are now living by "party" houses.
- City of Steamboat Springs is beginning to study if there is truly a problem. Some believe STR is a problem, others do not. We will be starting an inventory system to find correlation, if any, bw STR or if it, "just living in a resort community where people want to live."

PROMPT: Give an example of how your community has re-evaluated or modified previous ordinances on short-term rental?

- In the process of it now. Discussing with Council.
- Started requiring STRS to register and pay resort tax Big Sky MT
- Developing ordinance now in San Juan County Utah
- Our community imposed a cap to the nightly rentals at 1% in Mt. Pleasant.
- Adopted 2 years ago, North Salt Lake, UT
- In the process of re-evaluating if there actually is a problem. Strong need for change but also issue with property rights.
- We just use zoning ordinance to regulate and require a conditional use permit. Would be open to better way to handle STRs. Most avoid the land use process.
- We are encouraging Council to try out different things, like lottery system for STR to limit numbers and increase LTR market
- Council is pondering, but Town of Breckenridge has implemented a moratorium on new STR licenses to evaluate their ordinance. Town of Frisco is waiting to see how that progresses until taking action.

WEBINAR CHAT HIGHLIGHTS (CONT)

- Sun Valley area - Due to multiple municipalities and the county, there is no uniform approach at the community level.
- We have recently passed an ordinance to require registration but no enforcement and low compliance.
- We're struggling to even get an ordinance for registration of STRs as accessory use
- ID code does not allow municipalities to limit how owners use their properties save for issues of public safety and welfare. HOA's can limit use for subsequent buyers.
- In Steamboat both the Grand Hotel and Steamboat Sheraton have converted to timeshares and thus paying 6% property tax assessment vs 30% they were paying for commercial property tax.



SESSION 3: EDUCATED GUESTS MAKE GOOD NEIGHBORS: HOW TO EDUCATE SHORT-TERM RENTAL GUESTS

SESSION SUMMARY

Every community leader has heard horror stories about bad short-term rental guests, but most short-term rental ordinances and discussions focus on hosts and property managers. What if there were ways to improve the other side of the short-term rental equation: The Guest? John Spuhler (Symliv/Garden City, UT) headed up this session to talk about ways you can communicate your community values and expectations to short-term rental guests to help make them better neighbors.

PANELISTS INCLUDED:

John Spuhler (Symliv/Garden City, UT): John Spuhler is an account executive for Host Compliance at Granicus. Previously, John co-founded STR Helper. He dealt firsthand with the challenges of short-term rental compliance as the Mayor of Garden City, Utah from 2010 to 2018. John has also served on numerous boards and as the chairman of The Bear River Association of Governments, a three-county association. During his tenure as a public servant, John helped provide best-practice solutions regarding short-term rental policy at the state, county, and municipal levels as well as for local HOAs

Brumby Mcleod (College of Charleston): Brumby McLeod is an Associate Professor at the College of Charleston, School of Business in the Department of Hospitality & Tourism Management. He is a research fellow with the Office of Tourism Analysis and the Riley Center for Livable Communities. His research focuses on overnight accommodation and revenue management.

Jordan Katcher (Utah Community Development Office): Jordan Katcher is a Community Development Specialist with the Utah Community Development Office and an Associate Instructor in the University of Utah's Department of City & Metropolitan Planning. From a rural community in northwestern Pennsylvania, she deeply values community cultures, collaboration, and inclusivity. Currently, she is leading the grassroots initiative known as the Utah Rural Coordinating Council, which includes members from 30+ state and federal agencies, universities, and organizations. Together, they strive to enhance their communication with one another and better serve rural Utah.

RESOURCES

- TO WATCH THE FULL WEBINAR, [CLICK HERE](#)
- TO SEE THE POWERPOINT SLIDES FOR THIS PRESENTATION, [CLICK HERE](#)



SESSION 4: TOOLS TO INCREASE HOUSING AFFORDABILITY: LESSONS LEARNED FROM PARK CITY AND BEYOND

SESSION SUMMARY

Mountain and resort communities have been working on issues regarding affordable housing for years. As a result, there's a variety of different tools out there, but which one is right for your community? Thomas Eddington Jr. (Director at Integrated Planning & Design, former Planning Director for Park City, UT, and current Adjunct Professor at the University of Utah College of Architecture & Planning) discussed the process Park City went through to evaluate their affordable housing options, what they have implemented, and the options available to communities today.

Additionally, this session was presented in the GNAR Initiative's new presentation format of two-parts: a one-hour webinar followed by a half-hour peer-to-peer learning session, in which participants discussed takeaways from the session.

PRESENTERS:

Thomas Eddington Jr. (Integrated Planning & Design, Park City, UT)

RESOURCES

- TO WATCH THE FULL WEBINAR, [CLICK HERE](#)
- TO SEE THE SLIDES FROM THIS SESSION, [CLICK HERE](#)
- TO SEE THE ECONOMIC IMPACT REPORT FOR VAIL HOUSING AUTHORITY, [CLICK HERE](#)



QUESTIONS & ANSWERS

Throughout the session, participants were encouraged to ask questions of Thomas Eddington Jr.. A selection of these questions is included here.

QUESTION: Could the City afford to buy any of these (homes) back to keep them in the affordable inventory?

ANSWER: The City, as the developer of the affordable housing, writes deed restrictions that are recorded with the sale of each property. These deed restrictions include a prohibition of allowing the affordable house to be used as a secondary house; it must be a primary (year-round) house. Additionally, the deed restrictions include a maximum 3% equity gain annually which ensures a reasonable equity increase but does not keep up with the sky rocketing market in the community which continues to hamper access to housing for the workforce households. Finally, yes, the City also includes a First Right of Refusal in the deed where the City has the first right to buy the house back from the owner (with a 3% annual equity increase calculated year over year). The City has always exercised this option in an effort to ensure all housing remains affordable when they put the house back on the market. The City keeps a list of qualified households and that list is based upon the order in which the household completed their affordable housing application and met all qualifying (including income limitations) criteria. The house is then sold at what the City purchased it for from the prior owner.

QUESTION: Are these projects are sprawling in different areas by transit-oriented development “TOD” or compacting inside the park city community?

ANSWER: The City Council made a commitment that all housing constructed by the City as a ‘developer’ will be built within the City limits. All of the City-built projects have been located where there is a transit stop as well as direct access to the City’s trail system. The two most recent developments have actually been integrated into the City’s historic Old Town and are walking distance to the Main Street area where many residents are employed.

QUESTION: Do you think that one of these options is better for a community: ban or limit nightly rentals versus high licensing fees with funding dedicated to affordable housing?

ANSWER: This is a tough question. It depends on the jurisdiction’s political will. If there is the political will, creating neighborhoods that are preserved for full time residents is ideal. These areas feel more like the neighborhoods many of us grew up in – neighbors know each other and there is a strong sense of community. With that said, today’s economy/markets are ever changing and many people wish to take economic advantage of the nightly rental market. Short of the political will to deal with an outright ban on nightly rentals, licensing fees dedicated to affordable housing projects is a solid back up plan.

QUESTION: Are you aware of communities that, in implementing IZ (Inclusionary Zoning) with bonus density, also reduced by-right density so net density with bonus is the same as pre-IZ by-right?

ANSWER: I think this would be the ‘stick’ (vs. carrot) approach to IZ; no bonus density and only the requirement for a dedicated percent of the development to be dedicated for deed-restricted affordable housing. In other words, if the developer wants to build a 20-lot subdivision in a community with a 10% IZ requirement, 18 of the lots will be market rate and 2 of the lots will be dedicated as affordable lots;

QUESTIONS & ANSWERS (CONT)

no density bonus allowance. In this case, the jurisdiction will want to set a maximum sales price (or rental rate) and a minimum size house the developer is required to build on the affordable lots (and a minimum size lot) or you run the risk of the developer building a tiny box.

QUESTION: What are the resources that the state could/should provide?

ANSWER: This of course varies from state to state. The Utah State Legislature recently allocated \$50 million this year for housing/homelessness. This was coordinated with the state's philanthropic community which committed another \$730 million. The challenge with State funding is how to easily access it. Bureaucracy can be a detriment for many communities in terms of staff resources to explore and apply for funding. Beyond funding, states should allow for communities to use Inclusionary Zoning as a regulatory tool (not all states allow it).

QUESTION: You mention a budget item for housing. Are we to the point yet of significant public funding infusions to address affordability? What is your guess on the realities of public funding?

ANSWER: This of course depends on the ongoing financial viability of a community's budget and whether housing is a core value for the community. In my opinion, if a community has the economic capacity to implement a line item in the budget for housing, they should consider doing so. Housing is not only a significant component of a community's land use but also a fundamental requirement for a strong economy. I would love to see every community commit 1% - 3% of their total budget to address housing issues (and wealthier communities should be able to commit an even greater percentage).

QUESTION: How have these projects effected average property taxes over the period since 2010?

ANSWER: The projects developed by Park City all pay the same tax rate as every other primary homeowner. The appraised value of the affordable homes is of course less than many larger homes in the community but the tax/mill rate assessed is the same.

QUESTION: Is the lottery weighted for longer term residents that have been in the community longer?

ANSWER: The City has held different lotteries for each project but one of the most memorable was the lottery for the Snow Creek Cottages. If memory serves me correctly, each applicant for an affordable house had an opportunity to collect up to 'five ping pong balls' for the old-style lottery drawing. I don't remember the exact parameters but it was something like this: One ball was a guarantee simply for qualifying from an income perspective. Then there was a ball given for those who had lived in the community for more than five years (or thereabouts). Then there was a ball given for those who were already employed within city limits. And I think you received two balls if you already lived in a rental unit within city limits. In effect, you collected more balls for living and working within the City and longevity in PC counted. At lottery time, those with more balls had a greater chance of their number being drawn for a unit.

WEBINAR CHAT HIGHLIGHTS

The interactive session involved participants responding to prompts through the chat function in Zoom. This is a condensed list of highlights from the chat.

PROMPT: How has your community tried to address affordable/workforce housing and how did it go?

- They haven't and it isn't working.
- Inclusionary zoning: only on lodging, mostly fee in lieu, worked until we stopped all new lodging development.
- We adopted Inclusionary Zoning only to have the State Legislature recently pass a bill making it illegal in MT :(
- Any new hotel is required to provide employee housing or pay a fee.
- We are working on a housing action plan but it has not been completed yet.
- We have created density bonus ordinances to encourage affordable housing development, city is starting its own housing development project, inclusionary zoning on lodging.
- Slowly through tax incentives, credits and public housing.
- We haven't been able to, but it's a top priority as we rewrite our comprehensive plan.
- Creating deed restricted housing sold in CLT with 2%/yr restriction on appreciation
- Brian head: talked about it. looked for funding. so far, it is not going so well.
- Lots of committees, lots of efforts, Opportunity Zones . . .but it all feels like this is a LONG process when the need is immediate. We should have been working on this years ago.
- Just finalizing a city growth policy which includes housing guidance (infill, affordable housing).
- Tried to encourage vacant homes to convert to long-term rentals; code changes to allow ADUs, higher density. How is it going: very slowly.
- Fair Share Ordinance. Is used to extract money from new development, but not working.
- Very much working on it! The town has an affordable housing "trust" but so far has purchased only one lot and built one house. The state also requires contributions to housing trusts as mitigation for large development projects.
- Giving tax benefits to builders leaving up to 20% for affordable housing (multifamily units)
- Deed restricted workforce housing, works great, just not enough of it and the remote worker scenario has opened up the ability to circumvent the restriction.
- Our community seems to have identified and responded to a "housing crisis" but forgot the "affordability" part. They've been building housing but no one in the community can afford it.
- Lower square foot lots, multifamily units (mostly for college age). But nothing single family is affordable right now and no availability. ADUs are allowed but not utilized.

PROMPT: Do you know of any other tools out there that Thomas didn't mention?

- Some large employers are providing housing.
- Singled residential occupancy (conversion of hotels to housing).
- We have 2 acre zoning, but pre-1962 houses may build a "by right" second home on their property.
- Thomas may have mentioned this: Disincentives for second home ownership (taxes on empty/second homes - Vancouver)
- Second home owner incentives to transform STR to workforce housing - using tax incentives, hotel and restaurant vouchers.
- We also have accessory apartments, but no one wants to make them qualify for "affordable".

PEER-TO-PEER MEETING CHAT HIGHLIGHTS

Below are chat highlights from the peer-to-peer learning session that followed the webinar.

PROMPT: What is the one word that comes to your mind when you think of housing in your community?

- Moab, UT: Limited
- Sheldon-Northeastern NV: Lacking
- Girdwood, AK: Unavailable
- Moab, UT: Nonexistent
- SLC & U.P. of MI: Unregulated
- Consultant various cities: Unattainable
- City of Sandpoint, ID: Expensive
- Park City UT: Unattainable
- Brian Head, UT: Restrictive
- City of Aspen, CO: Essential

PROMPT: What are the key nuggets of information you are taking away from this webinar applicable to you or your community?

- City of Aspen, CO: No silver bullet - lots of tools, incremental change, slowly, slowly.
- Start now!!
- Moab, UT: Keep buying land, pool resources
- Girdwood, AK: How far behind we are - almost no regulatory framework atm. But there are many options.
- Moab, UT: How/what to do to provide affordable housing.
- Brian Head, UT: Buy land, deed restrict, lottery.

- SLC & U.P. of MI: Affordable Housing Lottery.
- Moab, UT USU: I am interested in learning more about the lottery and how that all works with the city funding/budget.
- Brian Head, Utah: Funding.

PROMPT: What did you find most relevant or actionable for your community/region? Do you have any ideas on how you will implement any of these ideas in your community?

- Sheldon-Northeastern NV: Housing is a challenge in many different areas but the details regarding those challenges can be quite different.
- City of Aspen, CO: State pre-exemption efforts are a bummer.
- Moab, UT: How can the city start/continue to aggressively buy land, despite political pushback, lack of financial tools preempted by state?
- Brian Head, UT: Opportunities to buy land, budget item for affordable housing, trade-offs with developers
- Girdwood, AK: I liked the framing of options along a passive-to-active spectrum. We have similar issues but unusual limitations on implementation.
- SLC & U.P. of MI: Lots of great ideas I never thought of in this webinar! Sparked one question: How do we regulate/maintain affordable housing in non-incorporated areas and on the regional planning scale?

SESSION 5: VAIL INDEED: AN INNOVATIVE APPROACH TO INCREASE THE HOME SUPPLY FOR YEAR ROUND LOCAL RESIDENTS

SESSION SUMMARY

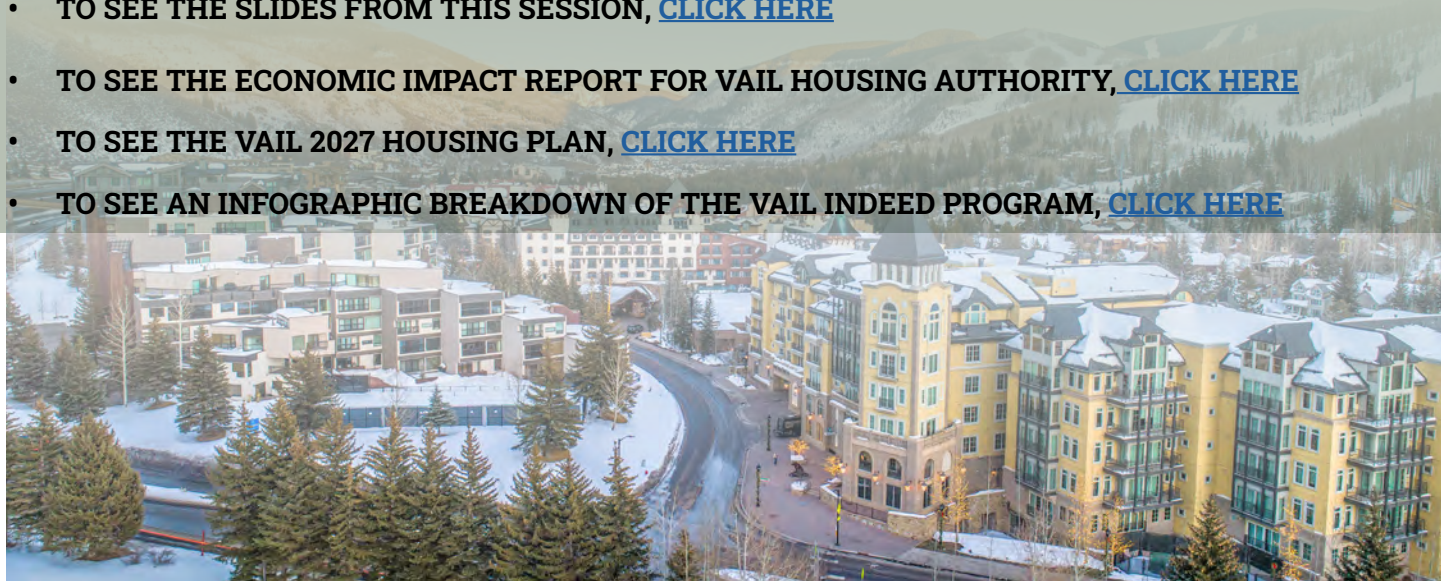
Many GNAR communities have adopted a variety of housing policies and regulations to improve affordable housing access and affordability, whether they be inclusionary zoning, commercial linkage, or development impact fees. Yet, these communities continue to struggle to provide attainable housing options for year-round local residents. That's the situation the Vail Town Council and the Vail Local Housing Authority found themselves in after more than four decades of staring down housing challenges in the community, with no sustained solutions in sight. So what did they do to resolve their dilemma? They broke the mold and resolved to act boldly, committed to think differently, and dared to take risks by trying something uniquely new....and Vail InDEED has been the result. In this session George Ruther explained the innovative aspects of the Vail InDEED program and how it has affected the community of Vail, Colorado.

PRESENTERS:

George Ruther (Housing Department Director, Vail, CO): George has more than 25 years of mountain resort community experience. Capitalizing on his extensive community development experience, George transitioned to lead and direct the Town of Vail's newly formed Housing Department. Under his leadership, the Housing Department is directly responsible for policy development; housing regulation implementation, compliance and oversight; lottery administration; program administration; and developments and initiatives which increase the overall supply and availability of housing opportunities within the community and throughout the region. Since establishing the new department, the Town has realized a 34% increase in the number of deed-restricted homes in the community. The availability and affordability of housing remains the #1 most critical issue facing the Vail community.

RESOURCES

- TO WATCH THE FULL WEBINAR, [CLICK HERE](#)
- TO SEE THE SLIDES FROM THIS SESSION, [CLICK HERE](#)
- TO SEE THE ECONOMIC IMPACT REPORT FOR VAIL HOUSING AUTHORITY, [CLICK HERE](#)
- TO SEE THE VAIL 2027 HOUSING PLAN, [CLICK HERE](#)
- TO SEE AN INFOGRAPHIC BREAKDOWN OF THE VAIL INDEED PROGRAM, [CLICK HERE](#)



SESSION 6: PEER-TO-PEER LEARNING WITH THE GNAR NETWORK: WHERE DO WE GO FROM HERE?

SESSION SUMMARY

This peer-to-peer learning session provided an opportunity for public officials and community members from GNAR communities to get together to discuss housing challenges and opportunities in their communities and lessons learned from the webinar series. Participants connected with other community leaders to share insights, challenges, and strategies from their community and to learn from other communities across the Intermountain West.

Facilitated by the GNAR Initiative

GROUP DISCUSSION TAKEAWAYS

Over the course of the session, attendees participated in several one-on-one breakout groups to discuss the following questions:

- What housing related challenges and/or opportunities is your community experiencing?
- What tools or ideas have you taken away from our webinar series?

They then returned and answered these prompts:

PROMPT: What are you hoping to get out of this session?

- Any new ideas.
- New ideas.
- Some new ideas and hope for the future.
- Directions for new tools we can provide to communities.
- Really understand some of the programs working in other areas and if any community has found a balance for STR vs workforce, long-term housing.
- Getting to know the depth and breadth of the issue better.

PROMPT: What is one takeaway or insight from your conversations with each others?

- We need more of these conversations to help and draw from each other in different

communities all facing similar issues.

- It is critical to think outside the box -- be creative and do things no-one has ever done before.
- NIMBY is still alive and well.
- We need to update our strategic plan for housing
- There is a real need!
- Need to get creative. Vail Indeed program a good example.
- It's interesting to compare and contrast housing issues. They're not all the same, but all would benefit from the tools that GNAR is providing.
- Bringing the employers that are having problems finding workforce housing together to ask them to built their own housing for their employees.

As part of the session, participants reflected on and responded to the following questions:

- What is the status of housing in your community and/or what are you taking away from the webinar series?
- So what? What does that all mean?
- Now what? What actions make sense considering the "what" and "so what" you've identified?

To see the response slide deck: [CLICK HERE](#)



Department of Environment and Society
Utah State University
Logan, UT 84322-5215

EXTENSION 
UtahStateUniversity