Background
• STRs were steadily increasing, but licensure wasn’t keeping up
• Complete information for hosts was not available in one easy to find location
• The Host Compliance contract was signed in August 2017 to identify short-term rental hosts

PHMDC STR Compliance Implementation
Goals:
• Increase licensure and compliance rates
• Create smooth integration between hosts and city agencies
• Provide residents with accurate information about requirements
• Meet demand of increased license questions, applications, and inspections

Working with Host Compliance Company:
• Highly responsive to PHMDC; excellent customer service
• May implement new data analysis tools suggested by PHMDC
• Important to have PHMDC staff to manage Host Compliance
• Low error rate

Timeline
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<td>Hired STR Coordinator to manage the compliance process</td>
<td>Sent city data to host compliance for identification</td>
<td>Created separate STR and Bed &amp; Breakfast webpages and educational handouts</td>
<td>Mailed first letter to unlicensed hosts (11/14) and fielded over 375 calls &amp; emails in response</td>
<td>Mailed second letter to unlicensed hosts (12/6)</td>
<td>Host Compliance began checking an additional 24 web platforms for a total of 60</td>
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<td>Contacted Dane County Clerks for zoning &amp; room tax information</td>
<td>Provided outreach to Alders and PHMDC staff with information</td>
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Analyze data
Answer questions, provide media and community outreach, perform inspections and grant licenses
Results

Overall Positive Results

- STRs are declining and licensure is rising as hosts come into compliance
- STRs have declined every week since the first letter was mailed to unlicensed hosts in November 2017
- Licensure increased from 11% in August 2017 to 35% in January 2018, two months after mailing the first letter to unlicensed hosts

City of Madison STR hosts are steadily coming into compliance by either becoming licensed or by deleting their STR listings.

PHMDC STR Compliance Implementation

PHMDC Total Licenses by Year

We can’t predict total licenses for 2018, but there were 16 new licenses by the end of January, for a total of 101 licenses in the first month of 2018.