

## Scott K. Harriman

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**From:** Nicole Santiago  
**Sent:** Wednesday, February 08, 2017 11:08 AM  
**To:** Scott K. Harriman  
**Subject:** Ban short term rentals

Dear committee members,

As renters in Santa Cruz, we urge you to consider strong regulation of short-term vacation rentals in this city. When STVRs commercialize the housing stock in Santa Cruz and turn homes into commodities for making money, they exacerbate an already difficult housing situation. Every building used for an AirBnB rental squeezes the housing market and increases rental prices. Even homebuyers in the city are affected: they must compete against short-term vacation rental management companies when they try to purchase a house. In combination with low wages in Santa Cruz county, it's already too difficult for renters to deal with the high cost. According to the Bureau of Labor Statistics report on the second quarter of 2016, our average wages were \$902 per week - versus \$2252 Santa Clara, \$1806 in San Francisco, \$1871 in San Mateo, and \$839 in Salinas.

Unregulated STVRs are dangerous for long term renters. Without realistic eviction protections, a month to month renter has almost no protection beyond a 30 to 60 day notice before having to leave their home. We do not think that STVR owners necessarily want to evict long-term tenants, but the economic reality is that they can make far more money renting short term. Because we can't afford high rents, some of us are forced to live in our cars or on the street while short-term vacation rentals stand empty.

Santa Cruz Tenant Organizing Committee is in favor of a total ban on STVRs and support a strong penalty for violations of such a ban. Removal of STVRs could restore 240 residential units and 124 private rooms (according to the website [insideairbnb.com](http://insideairbnb.com)) to the housing market for long term rental, thus benefitting renters and homebuyers. How? A greater supply of rental housing could lower the cost for renters and homebuyers wouldn't have to compete with deep-pocketed real estate investors who plan to recoup big purchase prices by charging high-end hotel rates for nightly rentals. Maybe some of the people living out of their cars could get back into a house? And let's not forget the large percentage of renters who are UCSC students who need to live near the college.

The city is obligated to protect the housing stock for us tenants who make up a majority (57%) of its residents. We shouldn't be struggling to find shelter while short-term vacation rentals turn neighborhoods into commodities.

Sincerely,

Nicole Santiago

Tenant

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Nicole "Nikki" Santiago  
Programs Assistant | Cowell College  
Plant Sciences | Class of 2017

**Scott K. Harriman**

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**From:** Robert Majzler  
**Sent:** Wednesday, February 08, 2017 11:18 AM  
**To:** Scott K. Harriman  
**Subject:** reject STRs

Dear Mr. Harriman and committee,

I am writing you to voice concern about short term rental in Santa Cruz. I am a lecturer working for UCSC, and I have lived in Santa Cruz for 8 years. In my time here, I have seen rental prices skyrocket making Santa Cruz a very exclusive place to live, which to my mind is a serious problem. Santa Cruz is best when it promotes diversity which includes having enough lower-income housing.

From the research that I have done, I believe that AirBnB has moved to promote turning LTR into STRs, which has the effect of raising property value and decreasing the amount of LTRs that are affordable in Santa Cruz. The city needs to preserve the residential character of neighborhoods. As more housing is converted into STR, tourists are replacing long-term residents who would otherwise participate in community life. **I would like to suggest that Santa Cruz prohibit STR in residential areas.** In addition to prohibiting STR in residential zones, the city should write an ordinance banning the advertisement of STRs, including on internet websites or applications of any form. Violation should be punishable by a significant fine of at least \$1000.

Thank you for listening to my concerns. I hope you will make a decision that promotes diversity and equity in Santa Cruz.

Best,

Bob Majzler

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Bob Majzler, Ph.D.

**Scott K. Harriman**

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**From:** Peter Matthew Reed  
**Sent:** Wednesday, February 08, 2017 11:21 AM  
**To:** Scott K. Harriman  
**Subject:** Short Term Vacation Rentals

Hello,

I want to give my comments and concerns about the proliferation of and effect of short term vacation rentals.

As a Santa Cruz renter, I am used to seeing large houses sitting empty through large parts of the year. Wealthy property owners are within their rights to buy houses in Santa Cruz at exorbitant prices, and force the working people of the city into far flung rentals with little access to the services and small delights that Santa Cruz has to offer. That's fine. What they don't have is the right to operate hotels with licenses, without paying taxes and without the city having a say in just how many AirBnB spots are going to pop up.

It is actually hurting businesses, organizations and the community right now. I know of staff at UCSC who can't afford to live in Santa Cruz and who have moved to San Benito County. She volunteers in her new community, rather than in Santa Cruz. UCSC is not able to retain staff because of high rental costs.

AirBNB is not the only factor in the housing crisis. But we need an all of the above approach that encompasses increased density, more building and controls on short term vacation rentals.

Kind regards,

Peter Reed

## Scott K. Harriman

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**From:** Eileen Grieb >  
**Sent:** Wednesday, February 08, 2017 11:51 AM  
**To:** Scott K. Harriman  
**Subject:** Short term rentals in Santa Cruz

Hi,

I wanted to voice my concerns about short term rentals in our communities. I'm sure they have benefits as far as tourism goes, but they greatly contribute to housing inequality by raising rents to unmanageable levels for working families. Please look into ways of regulating short term rentals to improve the dreadful housing situation in Santa Cruz.

Best,

Eileen Grieb

**Scott K. Harriman**

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**From:** Faisal Fazilat  
**Sent:** Wednesday, February 08, 2017 12:29 PM  
**To:** Scott K. Harriman  
**Subject:** Short term rentals

Hello Scott, my name is Faisal Fazilat (I go by Faz) and I'm emailing you today regarding my enormous concern for short term rentals.

I have lived in my current apartment in Beach Flats for about a year and a half now and I am thankful to be living in one of the few remaining affordable neighborhoods in Santa Cruz. Airbnbs are beginning to pop up now in our city. They not only drive out hard working residents of the city (including myself, as an employee of the Parks and Recreation department), but they inflate the already inflated prices of housing here. I have a few friends who reportedly lost their homes because the landlords converted them to airbnbs. If short term rentals continue popping up, we will lose many of our long time locals and city employees that have contributed a great deal to our community. I am personally very invested in the well being of this city and for our general population.

I ask that you please consider stronger regulations on short term rentals. We must make our city an affordable place to be in. Thank you for your time and service.

Faz

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Faisal Fazilat (Faz)

## Scott K. Harriman

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**From:** Kendra Dority  
**Sent:** Wednesday, February 08, 2017 1:45 PM  
**To:** Scott K. Harriman  
**Subject:** STVR subcommittee - letter from a concerned tenant

Dear Scott Harriman,

I am writing today, before this evening's STVR subcommittee meeting, to express my concern over the current housing crisis in Santa Cruz and to urge the city to instate strong regulation of short-term vacation rentals.

Since 2009, I have been a renter in Santa Cruz. I moved here to pursue a PhD at the University of California, and since graduating have been a lecturer at the university. During my 7+ years as a Santa Cruz resident, I have been invested in the wellbeing of this community. While I am currently lucky enough to have stable housing -- living in an apartment I began renting about 5 years ago -- I have witnessed sharp increases in the cost of rent that make it impossible for many university students and faculty, as well as longtime community members, to afford living in this city.

Our skyrocketing rent, which excludes so many people from living in and contributing to this city, has been exacerbated by short-term vacation rentals. Companies like Airbnb and VRBO have made it easy and profitable to convert long-term rental units into short-term ones. This conversion reduces the housing stock and raises the cost of rent in a small city where every unit really counts. I know of several community members who have been forced out of their long-term rentals with very little notice so that the owner could rent out the property on weekends through Airbnb. This is a common scene. Residents with jobs in Santa Cruz are being forced into precarious situations, barely managing to find housing, or living out of their cars.

Our neighborhoods have also shifted as a result of these changes. Long-term, community-oriented residents are being replaced by tourists. While I understand that tourism constitutes an essential part of Santa Cruz's economic well-being, the situation has gone too far. By not curtailing these short-term rentals, the city is actively excluding those who would otherwise contribute to community life. Moreover, short-term rentals have an unfair competitive advantage over local business owners who have been contributing to our community. Since they are not subject to the codes required for commercial B&Bs, short-term rentals have an unfair competitive advantage over our local businesses.

I stand with the Santa Cruz Tenant Organizing Committee, which has proposed a total ban on short-term vacation rentals. Removal of STVRs could restore 240 residential units and 124 private rooms to the housing market for long-term rental, thus benefiting both renters and home-buyers. The city is obligated to protect the housing stock for us tenants who make up a majority (57%) of its residents. Members of our community should not be struggling to find shelter while short-term vacation rentals turn neighborhoods into commodities.

Again, I urge the STVR subcommittee to stand with Santa Cruz's tenants and work to make our city livable.

Thank you for your time.

Sincerely,

Kendra Dority, Ph.D.  
Lecturer, University of California, Santa Cruz  
[kdority@ucsc.edu](mailto:kdority@ucsc.edu)

**Scott K. Harriman**

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**From:** Elyse Fischground  
**Sent:** Wednesday, February 08, 2017 1:56 PM  
**To:** Scott K. Harriman  
**Subject:** STVR

Dear committee members,

As a renter in Santa Cruz, I urge you to consider strong regulations or better yet a complete ban of short-term vacation rentals in Santa Cruz. I could tell you all the facts and statistics about why but more personally is the issue of renting in the city.

I personally have struggled to find a house to rent. I have lived in the woods, in my van, and finally found a place in a friends house after their roommate moved out.

The short term rental aspect is a huge incentive for landlords to leave vacant rooms open to rent out to tourists. The city of Santa Cruz, myself included, would greatly benefit from a greater stock of rental options anywhere we can get it.

It is your responsibility as a government to provide resources for the greatest possible livelihood of your citizens. I don't have to tell you how the homeless who are abused by the policies and unfair cops. I don't have to tell you about the houseless students solely because they can't find a place to live.

There are seemingly 100 hotels in the area. It won't deter vacationers from coming here. But what will is if they see how poorly our citizens are treated.

You won't be the first city to make this decision. This decision will put Santa Cruz on the right side of history as a trend setter for caring about the citizens right to be housed, rather than caring about money and corporations.

Thank you,  
Elyse  
SC TOC member

**Scott K. Harriman**

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**From:**  
**Sent:** Wednesday, February 08, 2017 2:23 PM  
**To:** Scott K. Harriman  
**Subject:** Short Term Rentals

**To Whom It May Concern,**

**I've lived in Santa Cruz for over 10 years now, and the impact of short-term rentals has made it very hard for me to find housing. In fact, under the the guise of "renovations", I was forced to leave my last home because my landlord decided she wanted to use it for short term rentals. Because short-term rentals lower the long-term housing supply, they push up rental costs significantly. Please help and regulate it!**

**Thank you!**  
**Jared Gampel**



## Scott K. Harriman

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**From:** Kim Argula  
**Sent:** Wednesday, February 08, 2017 2:27 PM  
**To:** Scott K. Harriman  
**Subject:** Oppose AirBNB

I strongly oppose residential dwellings to be used for profit as hotels. With housing rents at all time highs where the lowest paid sector is forced to live in slum-like conditions or forced out of Santa Cruz all together, it is obscene that people cater to wealthy individuals who can easily use a hotel and contribute tourist tax revenue to our very needy City and County governments. Do not complain about the homeless sleeping on our streets or dwindling government budgets, if you are going to allow unregulated, non-taxed AirBNB's. Start taking care of our community. Do not turn a blind eye to this greedy unaccountable enterprise.

Kim Argula  
51-674-5686

## Scott K. Harriman

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**From:** Blaize Wilkinson  
**Sent:** Wednesday, February 08, 2017 2:27 PM  
**To:** Scott K. Harriman  
**Subject:** Short-term vacation rentals; re-form the committee

A committee to investigate the impact of short-term vacation rentals needs to have more actual renters on it. If you have 10 homeowners and developers and only 2 renters on the committee, what you are saying to city renters is, "We don't actually care about you. You serve our coffee, teach our children, collect our garbage, fix our roads, and clean out our sewers, but you don't matter because you don't own your house."

My second paragraph reads, "The makeup of this committee is exceedingly short-sighted and I urge you to do a better job actually representing the percentage of renters among Santa Cruz residents, which is around 45%. To make a truly representative committee, between 5 and 6 members of the committee should be renters, not just the 2 you've decided to include.

Almost half of the residents of Santa Cruz county are renters. Do you care about them or not?

I have been voting in Santa Cruz since 1990.

Sincerely,  
Blaize Wilkinson

## Scott K. Harriman

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**From:** Gillian Greensite  
**Sent:** Wednesday, February 08, 2017 2:31 PM  
**To:** Scott K. Harriman  
**Subject:** Short term rentals

I am unable to attend tonight's meeting but want to communicate my strong opposition to short-term rentals in our neighborhoods. Turning out residential neighborhoods into commercial zones should be stopped or put to a vote of the citizens of Santa Cruz city. Such commercial use not only displaces renters but also raises rents since commercial use depletes the long-term rental housing stock. With 54% of houses in the city being rental property, and the profit motive high amongst landlords, short-term rentals threaten to overwhelm and displace local workers and families.

Respectfully submitted into the public record,

Gillian Greensite

## Scott K. Harriman

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**From:** Ron Pomerantz  
**Sent:** Wednesday, February 08, 2017 6:06 PM  
**To:** Scott K. Harriman  
**Subject:** STVR Subcommittee

Greetings Mr. Harriman.

I'm unable to attend tonight's STVR Subcommittee meeting but I wanted to briefly weigh in.

Short term vacation rental units must be limited in quantity and regulated. Without strict controls our neighborhood's integrity, vitality, safety, and cohesiveness will be diminished. Visitors are there for a few days have little interest or concern about such matters but residents do. Additionally critical long-term rental housing is eliminated which drives up rents and home prices alike.

Please convey my thoughts to the Subcommittee.

Thank you for your time and assistance.

Ron Pomerantz  
215 Gharkey Street  
Santa Cruz CA 95060

## Scott K. Harriman

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**From:** Bonnie Friedenbach  
**Sent:** Wednesday, February 08, 2017 6:12 PM  
**To:** Scott K. Harriman  
**Subject:** We support STVR

Dear Scott,

We are residents of Santa Cruz and firm supporters of homeowners' rights.

On the subject of short term rentals, I believe it is in the city's best interests to continue to allow homeowners access to permits for multiple reasons:

1. When considering a property for short term occupancy permits, the city should evaluate location of property. Many neighborhoods in our city are not currently affordable and will never be affordable. If opposition to short term rentals is based on affordability, these neighborhoods would be exempt.
2. The city and many of its residents rely heavily on tourist dollars. However, the city does not have enough hotel rooms to house tourists. By allowing short term rentals, we encourage more tourists, which helps the economy and increases tax revenue.
3. The short term occupancy tax is currently a significant source of revenue for the city and can continue to be. The question is, what is Santa Cruz doing with the revenue? The city can and should consider allocating 100% of the TOT to solving the housing crisis. Instead of figuring out how to make ocean front property affordable, the city should invest the money in a realistic location away from the high priced real estate within several blocks of the ocean.
4. Many people rely on extra income from rentals to make ends meet. Eliminating short term rentals will have adverse effects on many, including foreclosures and forced sale of property.

Thank you,

Bonnie and Paul Friedenbach

## Scott K. Harriman

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**From:** Jillian Rose  
**Sent:** Wednesday, February 08, 2017 6:14 PM  
**To:** Scott K. Harriman  
**Subject:** short term vacation rental committee

Hello there,

I am writing to express my concern over the current make-up of the committee for short term vacation rentals and their future in Santa Cruz. I see that you have only placed 2 renters on this committee where the actual proportion of renters in SC is nearly 50%. It stands to reason that the committee should be composed of folks who will be affected by the outcome and that there should be more representation than the 2 members who are renters. There are 12 spots on the committee so it seems reasonable that half (6 members) of the committee should be renters. Please adjust accordingly.

Sincerely

Jillian Browy

Santa Cruz renter

## Scott K. Harriman

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**From:** Brett Sanderson  
**Sent:** Wednesday, February 08, 2017 6:21 PM  
**To:** Scott K. Harriman  
**Subject:** STVRs and resident housing

Good evening Mr. Harriman & committee members,

I'm writing to express my concern with the current state of housing in Santa Cruz, as many others have as well. I'm a public school teacher here; my partner works at a local food bank in the county. We take pride in being contributors to the strength and future of the community.

### A snapshot of my housing reality

As it is, I can only afford renting a bedroom in a shared house. This cheapest option sets me back 30% of my income.

If I were to rent a one-bedroom apartment, I would have to spend at least 50% of my income, as the current range of listings on Craigslist (as of 2/8/2017) is 1500.00-2000.00/month, often not including utilities.

My partner and I would like to live together. A two-bedroom apartment or bungalow ranges from 2200.00 - 4000.00/month (often not including utilities). Affordable units without stringent caveats are incredibly difficult to land.

The Measure O program, in theory, would be a wonderful option. I would love to be able to establish myself more fully in the community by being a homeowner where I live and work. However, the list of for sale homes is incredibly lean, and has been the same for at least the past year.

At any rate, I understand that STVRs are the relevant agenda topic this evening. I appreciate you and your fellow committee members taking the time to address the housing crisis, seeking ways to alleviate the shortage of dwellings & unconscionable prices people are charging for what's available.

Thanks again,  
Brett

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Brett Sanderson  
Digital Arts/English Language Arts  
San Lorenzo Valley High School  
7105 Highway 9  
Felton, CA 95018  
(831) 335-4425

## Scott K. Harriman

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**From:** kyle lane-mckinley  
**Sent:** Wednesday, February 08, 2017 6:53 PM  
**To:** Scott K. Harriman  
**Subject:** short term rentals committtee

hello,

I've lived and worked in Santa Cruz for almost the entirety of my adult life. I've been a renter and a home owner here, and I've rented rooms in my own house out on AirBnB as well as rented them on behalf of friends and family who were visiting our lovely town. But it is not in any of those capacities that I am writing to you today.

Rather, I'd like to let you know the impact that short term rentals are having on the university community. In my capacity as a non-senate faculty member at UCSC I work with undergraduate and graduate students on a daily basis, and over the past two years I've witnessed a spike in the number of students pushed into homelessness by the housing crisis. For some of these students, this has put their lives, their mental health, and their futures at risk. Forced to live in his car, one former student of mine increasingly found himself at odds with the police, and eventually had to drop out of school. The last time I saw him he was living in a tent in the pogonip. Another of my current students drives 2 plus hours each way from his family home in the east bay each day to attend school at UCSC since he lost his rental here. That commute, in addition to the part time job that he works and his scholastic duties mean exceedingly long days, and he worries about the long drives home on busy, often dangerous freeways.

And at the same time I've heard from many students that they have lost their rentals because their landlords are turning long-term rentals into vacation rentals. I've heard this over and over again in recent years, and it is palpably taking its toll. Even many university employees have found that they have lost their housing when landlords prefer to turn it into airbnb rentals.

This situation is completely untenable, and inhumane, and it will not go on this way. Other municipalities are beginning to tightly regulate such rentals (Santa Barbara's recent laws come to mind in particular). I do not believe that such a draconian approach is necessary here. I believe that this committee could make recommendations for further study, and convene a group that includes a greater percentage of renters and homeless advocates, and better reflects the needs of the whole community. But if such a group is not convened, a group which can be accountable to the needs of working class and poor people locally, then I believe we will see drastic measures proposed from those communities directly. The city of Santa Cruz needs to make a decision as to whose interests it serves.

I'm sorry that I have not been able to attend any of the meetings of this committee. I'm with my 5 year old daughter at these times and she would find them quite boring. I look forward to meeting each of you in the future.

warmly,

Kyle Lane-McKinley



**Scott K. Harriman**

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**From:** John Aird  
**Sent:** Wednesday, February 08, 2017 7:03 PM  
**To:** Scott K. Harriman  
**Subject:** Regarding short-term rentals

We are absolutely and completely opposed to short-term rentals being permitted in areas designated as single-family residential-zoned because it's fundamentally contrary to that zoning and its very purpose, rationale and essence - that being of a family living in a home so zoned which when taken together with other such families in homes that are similarly zoned provide the stability and commonality that create a neighborhood and a quality of residential living. Permitting short-term rentals in such a neighborhood completely undermines that zoning and its related quality and stability by its very nature - its short-term, transitory and commercial. Please do not allow it as it will destroy our residential neighborhoods.

Thank you - John and Linda. Aird, 304 High Street, Santa Cruz 95060

## Scott K. Harriman

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**From:** Roland Saher  
**Sent:** Thursday, February 09, 2017 11:00 AM  
**To:** Scott K. Harriman  
**Subject:** what values?

Thank you for your work for the common good here in Santa Cruz.

I want to urge you to always consider the needs of the less well-off before the wishes of those who seek to enlarge their already accumulated wealth. This is necessary particularly also in the area of housing vs accommodations for tourists. While tourists bring money and some jobs to our community, we need to first make sure that the people who work here can also live here.

AirBnB tends to drive up the already high costs of housing.

If there are people who don't make it on their current income or who are just getting by we ought to find ways in which they can rent out part of their home to temporary tenants, such as tourists, without making it harder for regular tenants to find and keep a roof over their heads.

Roland Saher

**Scott K. Harriman**

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**From:** Greg Fitzgerald  
**Sent:** Sunday, February 12, 2017 9:29 AM  
**To:** Scott K. Harriman  
**Subject:** Currently Active Air BnB

Hello,

I just learned of the moratorium on short term rentals; my neighbor is currently renting out a good percentage of the apartment complex on air bnb. He does not live on site. There are new guests constantly.

Is there any way to get him to follow the law? Is there a reporting agency to give notice to?

It is frustrating knowing that he is illegally doing this.

Please let me know if there is anything I can do to put a hold on this nuisance.

Thank you very much,

Greg Fitzgerald  
75 Front Street  
847 757 3000

Sent from my iPhone

Dear Mr. Harriman,

Well hello! It's a pleasure to meet you! My name is Stephanie, and I am writing you because I would like to explain why I chose to be an Air Bnb host and why I



sincerely hope to continue to be one on a regular basis.

A bit of background on me: I am a 43 year old, dedicated first grade teacher who has lived in Santa Cruz for about 10 years, and before that I lived in Berkeley for several years where I went to school. I dreamed for years of someday buying my own place here in my favorite nook in the world, but on a teacher's salary, I wasn't sure I would ever realize my dream without acquiring a husband to help out with the mortgage. (lol.) However, a couple years ago, I met a young woman who had just purchased a condo in Aptos and said she was able to live

comfortably because she was "Air Bnbing" her extra room in addition to working at her full time job. At first I thought this completely insane. A single woman? Renting her room out to strangers? What?? But she swore up and down that she loved it, loved meeting new people from all over the world, that all of her guests were very respectful and tidy, and that I could totally do it too. And she was right. Several months later I took the plunge. And I totally love it.

First of all, Air-Bnb basically made it possible for me to buy my own little two bedroom, one bathroom condo in Santa Cruz. I never would have considered purchasing my own place if I had to depend on a roommate. I have had too many nightmare experiences with roommates in the past, and about 10 years ago I declared myself done. I didn't care if I had to live in a hobbit hole-- no more roommates. Imagine coming home after commuting from Santa Cruz to San Jose and back, after a long day of teaching challenging, at-risk youth, to find your roommate: fighting and screaming in the living room with her boyfriend and throwing things? Leaving numerous messes all throughout the house? Sleeping in your bed with his cats? I remember one year I think I moved 4 times. This is not something I care to repeat in my forties. Hence it is such a relief to come home after an exhausting day to a clean, organized house, with quiet guests who respect your belongings and space.

Having short term tenants through air bnb is also a lot safer for independent females like myself. I have a close teacher friend who, a few years back, rented out her and her husband's extra room-- and then realized a month or so later that their tenant was a prostitute and was bringing over shady characters and receiving lots of strange calls on the landline. It took them months and months of going to court to get this person out. Being a single female who works late and commutes-- I can't imagine having to deal with the stress of this type of situation on my own. Especially when my condo is so small. There is really no where for me to go except my room if someone is being unruly. Now if I were to have a problematic air bnb guest, which honestly in the year and a half I have been hosting I haven't, but if I were, the worst case scenario is this person's days are numbered in my home, and I don't have to go through the court system to get them out. As a woman living by herself, this makes me feel safe.

Thirdly, when I truly need a break and am drained from work or whatever else is going on in life, I can simply block off those days from guests making reservations and I have that time to myself to re-charge so I can be the best teacher, friend, family and active community member I can be. During the election primaries, for example, I could block off a few evenings so I could put together wine and cheese phone banks for Bernie and not have to worry about all the noise we were making. I could block off a Saturday so I could throw a surprise party for a friend and offer the guest room to guests who need a place to stay for the night. But most most MOST importantly, I can block off the days on my Air-Bnb calendar so my family can come and see me. My parents are now in their 70's and it means more than words can express that I can finally FINALLY invite them over, like a grown up, and they can stay comfortably in the extra bedroom. This weekend, for example, they are coming up to visit me, and my dad is going to help me out with different things that need fixing around the house. (My dad's favorite thing to do-- seriously!) I am so excited both of my parents can come and stay with me under the same roof! In the past I would try to make arrangements to sleep with friends when they came up--which gets tiring and hectic and requires a lot more going back and forth and also takes time away from spending with family. My mom has also been able to come up a lot more often to help me out in my classroom since we don't have to worry about sleeping arrangements



anymore. (I know, my parents are awesome.) I also purposely picked a place with a pool so my nieces and nephew could go swimming when they come to visit. And they have, with my parents and grandma and brothers! Whew! Was it crowded! But I was so elated that I could finally open up my home to my family!! Can you imagine me asking a roommate if they could disappear for a week or a weekend so my family could visit and, oh yeah, sleep in their room? Um no.

In short, I am truly grateful to Air Bnb as it gave me the courage to buy my own little condo, my own little space, and the freedom to be able to open up my home to my loved ones, on my own terms--and be my own independent person!! And I truly hope for those hosts like myself that Air-Bnb an extra room in their own home where they actually reside, even sharing one bathroom, a kitchen, a meal, and even the cat with their appreciative guests, will be allowed to continue to do so, without restrictions. Thank you so much for taking the time to read my letter.

Sincerely,

Stephanie LaBaw

P.S. The first pic is my first grade students and I during a Valentine's painting project, and the second is my nieces and nephew and I. :)

**Scott K. Harriman**

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**From:** rachelle denton  
**Sent:** Friday, February 24, 2017 9:11 AM  
**To:** Scott K. Harriman  
**Subject:** RE: Short Term vacation rentals

Dear Scott,

We live at 2701 East Cliff Drive Santa Cruz. Homeowners have no rights here anymore. We are 4th generation Santa Cruz residents. All along our ally way are short term vacation rentals except one full time rental. We are so sick of it!! In the summer the renters leave trash on our property and are loud. These short term vacation renters bring about 10 people or more every time they rent a short term rental. It's time to make full time rentals out of these or get rid of the short term vacation rentals. We are moving in a few years to Aptos due to this. We lived here before all the vacation rentals. The people that own all these are wealthy and don't care about homeowners rights. Most of them live in Los Gatos or San Francisco and never come down to see what goes on. Please stop the vacation short term rentals.

Thanks,

Rachelle Denton

## Scott K. Harriman

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**From:** Katrina Goldsmith >  
**Sent:** Sunday, March 05, 2017 1:40 PM  
**To:** Scott K. Harriman  
**Subject:** Short Term Rental Ordinance

Hello,

I was wondering if it possible to pass along some of my experience to the committee on short term rentals?

I own a small (560 square foot) one bedroom home that I rent out as an STR. I did not evict anyone -- this home was dilapidated, uninhabitable, and a community nuisance when I purchased it. We did a beautiful renovation and brought it up to code. I grew up in Santa Cruz and use the home frequently for visits to my family, including my aging mother who does not have space in her home for me and my family of four.

You might be interested to know that a large percentage of the people who rent my home are actually family and friends of local residents who have no room for guests in their own small beach area homes. Grandparents coming to visit a new baby, adults coming to visit their elderly parents, etc. My next door neighbor's mother rented the house for 2 weeks last summer to be close to her grandkids. I have many repeat guests with local family who cannot afford the high priced hotels in Santa Cruz and need a lower cost option such as my home. My STR works almost as a spare bedroom for neighborhood families. I keep it affordable compared to astronomical hotel prices in Santa Cruz, and I give priority to guests with a connection to the neighborhood.

All of the guests at my rental receive recommendations for local business and I prioritize longtime ties and local ownership. I make great recommendations and I hear great feedback from guests. Contrast this with the prospect of second homes that sit empty during the week or during the off-season while out-of-town owners are not using it. Without short-term guests filling in those vacancies, those properties sit dark and do not provide activity for the local businesses. I live a few miles from Del Mar, CA, where vacation homes sit vacant for months at a time — contributing nothing to the local economy and actually harming businesses that were used to year-round occupancy. Conversely, my guests go out to restaurants, coffee shops, grocery stores — and pass along those recommendations in glowing reviews.

I realize that not all STR owners are as conscientious as I am about trying to find guests who are a good fit for the neighborhood. Also, since my house is too small for party groups we don't have that problem. It is also on the lower end of the price spectrum which puts it within reach of the type of visitors I mention above. As someone who grew up in Santa Cruz, loves the community, and cares about the quality of life of my dear friends and families who live there, I do not want to see it ruined by faceless property investors. However I wanted to draw attention to some positive benefits of STRs that may not have been mentioned in your discussions.

My preference would be for strong enforcement of rental rules and transient occupancy tax compliance. Even my tiny home sends thousands of dollars each year in TOT to the City of Santa Cruz

Thank you,  
Katrina Wilson Goldsmith

**Scott K. Harriman**

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**From:** Steve Shevick  
**Sent:** Saturday, March 04, 2017 9:47 PM  
**To:** Scott K. Harriman  
**Subject:** Short Term Rentals

To the Committee:

I understand that the committee has to balance many competing views in considering proposals relating to Short Term Vacation Rentals, and am writing to give you a responsible landlord's perspective on Short Term Vacation Rentals. I do not live in Santa Cruz now, but hope that you will take this perspective into consideration.

My wife and I bought a condo in Seabright a couple of years ago - to use as a vacation rental and as a weekend/summer getaway place for us. We love Santa Cruz so it's also the first step in a long-term plan to retire to Santa Cruz. The place is rented approximately 120 days per year; we use it another 40 days. We registered with the City as soon as we posted our place for rent, and have paid our taxes every month since.

We only rent to families, who are attracted to our place because they can walk to the beach and Boardwalk, they get more space and amenities (e.g., a kitchen) for the money than a hotel room, and they get to stay in a quieter neighborhood. They shop in local stores, eat at local restaurants and spend hours and dollars at the Boardwalk. They are respectful of our and our neighbors' property and of tone of the neighborhood. We have had not had a single complaint.

In short, both we and our renters contribute to the economy of the City in a meaningful way, while respecting the local community and culture.

If we are unable to continue renting our place as a vacation rental, then we will lose the ability to use the property for ourselves, as it will be leased on a long-term basis. And if we and our neighbor vacation landlords rent to students, who themselves are transient, it probably will be more disruptive to the neighborhood than continuing to use the property as a vacation rental. By "solving" one problem you may be creating another.

Thank you for your consideration. You have a difficult task. Good luck.



Steve Shevick

130 Mountain View Ave.

## Scott K. Harriman

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**From:** D Doherty < >  
**Sent:** Monday, March 06, 2017 12:47 PM  
**To:** Scott K. Harriman  
**Subject:** March 7th. Correspondence

Here is some feedback for tomorrow's meeting

Santa Cruz has a very long history of being a vacation destination.

Agreed

Housing "and" STVR's in Santa Cruz is a complex problem with no immediate fix. (Decouple and acknowledge the intended bias in the statement)

In the long history of SC as a beach vacation rental destination, we have not had a Problem with vacation rentals.

Yes, housing is both a complex political and real problem for a coastal city with a political preference for no growth and an increasing demand from UCSC/Cabrillo students and staff, min wage supplement jobs, recent growth in min wage service and hotel jobs, overflow from SI Valley and local organic growth!

City Council priorities over the last 5 yrs have included just about everything except for a meaningful Affordable Housing bond...hardly an accident when so many neighboring cities and counties have seen voter approval of such bonds!!! Will Council support an increase in TOT and then allocate \$2,000,000 from TOT to leverage affordable housing bonds? Or will Council kill private STRs and deplete related TOT revenue that could have contributed to the above pot!

The periodic and fluctuating student population contributes enormously to the rental housing demand and regularly impacts neighborhood character

Approx 57% of our "local" population are renters.....circa 35,000.

Between UCSC, Cabrillo and other institutions of learning, roughly **17,500** seek rental accommodation each school cycle. As UCSC's current housing service model is limited, overpriced and overcrowded (inc other issues) it drives a tsunami of students to compete with local renters. Studies show that a high percentage of students are willing to densely occupy off campus housing. UCSC bed rates and on campus student overcrowding drive city rents higher over time and when coupled with the decades old no growth policy are the elephant in the room re current vacancy rate, etc, etc

The growth of the short-term rental market has increased rapidly over the past decade.

In Santa Cruz, the current STR number is similar to what it was 25 years ago. Politically projected STR growth rates for SC are just that...political fodder to justify anti competitive actions that seek to benefit B&Bs and Hotels and as a political football to give the appearance of action

Use of computer-based platforms has increased the speed, reach and ease of participating in the vacation rental market.

Agreed the year is 2017, not 1984: but don't Vilify the "platforms" as an axis of evil in the hope of shifting the discussion away from the actual face of the hard working financially challenged Santa Cruz citizen engaged in providing this service for decades...Yes students et al, rent is expensive in town but wait till you take the time to sit down with those you wish to take from and see what burdens homeownership entails; and what home ownership means to those approaching or in retirement! Your not taking from a Platform! you are nobly striving to **take** from a person!

Any STVR process should include definitions, registration, clear standards and procedures, rules of behavior, verifiable complaint process, and enforcement procedures.

The above has virtually no relevance to the political problem statement around housing

The above has no basis in history re quantitative data driven complaints: It would be infinitely more relevant to those in the business of providing high occupancy student rentals around the city

Continue to gather data and research to assess the true impact of STVR's in Santa Cruz City. ... **feel the bias**

"Anecdotal & Qualitative Data" gathering has been spectacularly biased from day one. An independent arms-length approach needs to be put in place where the quantitative data gatherers or their leaders are not beholden to the Mathews syndicate and are not engaged in a witch-hunt.

Watching the whole process unfold has been beyond embarrassing! From the initial neighborhood "witch hunt" meetings, the formation of the committee, the blatant bias in surveys, the open conversation on bias followed by the accidental failure of the relevant audio recording! And then in a recent meeting where a committee member essentially asked \*why the consensus view was being subverted and diluted, the response from the chair was an interesting ruse!

(**History**>To the surprise of the Chair, the consensus of many committee members has been to take a relaxed ordinance approach to the 1% minority STR folks in the city..and if one were to remove the anticompetitive aspect of the B&B and Hotel votes cast, the **relaxed preference** would be very significant)

### **The Ruse**

The chair responded to the above\* question by claiming that he was compelled to account for the "minority view", the "*underdog*" (e.g. *Corporate Hotel Lobby and out of town students*) *who feel entitled to the use of 100% of our beach*

*vacation rentals without any compensation for such a taking or without regard for the wellbeing of that particular person's situation*

Consider an amnesty program to determine the actual number, location, intensity of STVR use and if hosted or non-hosted.

Consider establishing a cap or other limiting criteria to manage the number of STVR's including phase-in/phase-out criteria.

A Phase out is a very real **taking**. In a slow to no growth city, this taking is purely political and anti competitive. An STR involves a lot of hard work and is a major commitment: Each year many STR people will continue to shift in how they use their property and will naturally exit and reenter the STR model as their family situation changes.

Allow for periodic review of the regulations.

A bureaucrat's dream

Update rules as appropriate.

Does the above to equate to more and more onerous???

Again, a bureaucrat's dream....STR death through endless constraints

#### Housing Problem Statement

For those intent on crushing STRs, what are your projected numbers around repurposing shuttered STRs for high occupancy neighborhood student houses and min wage hotel staffing needs???

What will be the overall percentage contribution to solving the housing problem?

Properly packaged, how much political capital is in play? And is that a worthy outcome for a town that would lay claims to truthiness, fairness and justice??