

SHORT-TERM  
VACATION RENTAL  
PROGRAM AD-HOC  
COMMITTEE

August 6, 2020





# Enforcement Sub-Committee Recommendations

# ISSUE 1:

## Communicating With The City / Verifying A Complaint

### RECOMMENDATION:

- Staff the hotline with a live, (local, trained) person who are familiar with La Quinta geography and empowered and equipped to initiate complaint resolution immediately.
- Increase field enforcement staffing by at least two additional full time STVR trained officers available for immediate dispatch during times of need.
- Hotline and enforcement staff should be intelligently managed: more staff when the hotline is heavily used (evenings and weekends) and less staffing at times when complaints tend to be low (weekday mornings and afternoons).

## ISSUE 2: STVR Homeowner Not Registering With The City

### RECOMMENDATION:

- Publicize the registration requirements regularly on the web site and through social media outlets.
- Include mail inserts to all residents in any surface mailings sent out to residents.
- Where possible, partner with HOA communities and Management Companies to exchange information on STVR rental activities.
- Assess significant monetary penalties for non-compliance. These penalties must be paid before an STVR license can be obtained.

## ISSUE 3: STVR Owner Not Aware Of The Rules

### RECOMMENDATION:

- Applicants and Management Company representatives who directly manage a property must attend a compulsory workshop prior to the issuance of permits.
- STR Owners and Management Company representatives who are directly responsible for managing a property that have been assessed a violation must retake the compulsory workshop at their own expense.

## ISSUE 4: Renters Not Aware Of The Rules

### RECOMMENDATION:

- The owner / manager obtains a signature from the renter in advance of occupying the property – i.e. when the rental agreement is signed. Perhaps a signed copy of the ordinance certifying the renter has read and agrees to be bound by the document.
- A condensed copy of the relevant ordinance must be permanently fixed to a prominent location in the property. This document will be generated by the City and outline the relevant rules in plain language.

## ISSUE 5: Neighbors Not Aware Of The Rules

### RECOMMENDATION:

- Neighbors surrounding STVR properties should be notified by the city of an adjacent STVR property and supplied with the same documents the Owner is required to furnish to the renter. (This could be a requirement placed on the STVR owner if the City feels it is appropriate – as long as the neighbor gets the information). This must also include all contact information for complaints to the City as well as contact information for the Property owner and the Property Manager if applicable.
- These documents should be refreshed annually as part of the license renewal process.
- A document should be prepared and provided to the neighbor clarifying definitively the meaning of any technical terms. Where possible real-life examples should be used to illustrate the terms used. This document should be provided to renters as well.



## ISSUE 6: No Contact With Owner / Representative

### RECOMMENDATION:

- Implement an escalation process whereby if the first call to a property manager (or local contact) goes unanswered, a second call is made to the property owner. If neither are available within the 45-minute window, a call is made to the RSO and a citation is issued according to the current ordinance.
- As described above, increase the number of trained and dedicated enforcement personnel to levels that can actively address the situation with or without the homeowner / property manager.

# ISSUE 7:

## Noise / Behavior / Party Events

### RECOMMENDATION:

- A document should be prepared and provided to all parties clarifying definitively the meaning of any technical measurements and how these measurements should be interpreted. (See also above).
- Enforcement personnel should be provided with and trained to use relevant noise level meters and other tools that enhance objective measurement of noise. They should also be trained to explain the results of these measurements to neighbors and renters in the event of a complaint.
- Where possible, real-life examples should be used to illustrate the terms used. This document should be provided to renters as well.
- The City should implement tutorial workshops that clarify what the noise and behavior rules are. These workshops should open to all community members and conducted on a regular basis (perhaps once every calendar quarter).
- Quiet hours shall be between the hours of 10:00 pm and 8am. No amplified noise is permitted between the hours of 8pm to 8am.

## ISSUE 8: Occupancy Limit Violations

### RECOMMENDATION:

- Empower and require enforcement personnel to ask and verify (subject to legal applicability) the number of occupants at time of a complaint.
- Notify the STVR owner or property manager immediately if a citation will be issued. This will enable recovery of any fines from the occupants before security deposits are refunded, etc.
- Limit overnight parking for STVR properties. (This is the way some HOA communities manage occupancy issues)

## ISSUE 9: Parking

### RECOMMENDATION:

- Limit the number of vehicles that may be parked on the street to a maximum of three vehicles during times the property is rented.
- Property Owner / Manager must provide and require the renter to display a sign clearly identifying the vehicle as being associated with the rental address.

## ISSUE 10: Trash

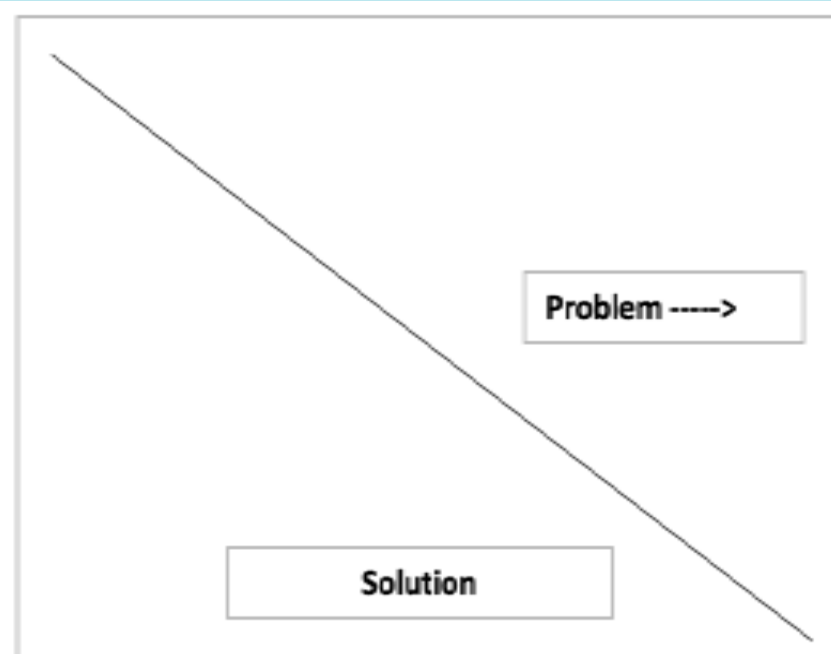
### RECOMMENDATION:

- Current regulations are adequate for dealing with this issue, however, during the process of getting a license, the STVR applicant should be specifically made aware of the current trash collection policy, including the availability of larger capacity bins and concierge collection services, as well as the fines associated with non-compliance.
- The STVR owner must inform the renter in writing of the property specific trash policy as part of the rental agreement.

## ISSUE 11: Repeat Offenders / 3 Strikes

### RECOMMENDATION:

- Staff the hotline with a live, (local) person who is familiar with La Quinta geography and empowered and equipped to initiate complaint resolution immediately. (See previously).
- Increase field enforcement staffing by at least two full time STVR trained officers available for immediate dispatch during times of need.
- Reduce the current 3-strike rule to a 2-strike rule for noise and personal conduct violations.



	Communicating with the City / Verifying a Complaint	STVR Homeowner not Registering with the City	STVR Owner not aware of the rules	Renters not aware of the rules	Neighbors not aware of the rules	No contact with Owner / Representative	Noise / behavior / party events	Occupancy Limit violations	Parking	Trash	Sensitive neighbors	Repeat offenders / 3 Strikes
Staff Live Hotline	X		X	X	X	X	X		X		X	
Provide dedicated trained enforcement officers	X	X	X	X	X	X	X	X	X		X	X
Utilize Social & Other media to publicize STVR program	X	X										
Partner with HOA's & Neighborhoods	X	X				X					X	
Require Signed copy of rules from every renter				X		X	X	X				
Neighbor education & outreach			X	X	X				X		X	
Develop & distribute plain language docs			X	X	X		X				X	
STVR Owner & Neighbor Education, Workshops			X		X	X	X				X	
Provide Documentation sets to neighbors				X	X	X	X	X	X	X	X	
Tiered penalties for repeat offenders						X	X	X	X	X	X	X



# Executive Order No. 9:

ORDER GOVERNING USE AND  
OCCUPATION OF SHORT-TERM  
VACATION RENTAL UNITS IN THE  
CITY OF LA QUINTA

EFFECTIVE 12:00 P.M. July 15, 2020



# EXECUTIVE ORDER NO. 9

- 2 violations = suspension of STVR license
- Immediate 90-day suspension for non-responsive owner/host
- STVR rules apply regardless if unit is rented (applicable to owner or guest of owner)
- Fines will be double
- No sound amplification permitted outside
- Noise limits
- Suspensions to take place after current occupant vacates premise unless egregious offense in which suspension will be immediate – (simple administrative appeal process)



# Executive Order No. 10:

Order Imposing 90-Day Moratorium  
on Processing Any New Applications  
for Short Term Vacation Rentals

EFFECTIVE AUGUST 4, 2020



# Formation of Sub-Committee for Density Issues



QUESTIONS?

COMMENTS?

THANK  
YOU FOR  
COMING!

**VACATION**

OUR NEXT  
SCHEDULED  
MEETING IS:

THURSDAY  
SEPTEMBER 3, 2020