

MEASURE A FAQs:

What is Measure A?

Measure A is a ballot initiative proposing to phase-out and permanently ban non-hosted short-term vacation rentals, in non-exempt areas of La Quinta by December 31, 2024.

What does a “No” vote on Measure A mean?

Voting “No” will keep the short-term vacation rental program in place, including a current ban on new permits, allowing the City of La Quinta to continue to monitor and ensure all rentals have the required permits and licenses, and visitors are not disrupting neighbors and neighborhoods.

What does a “Yes” vote on Measure A mean?

Voting “Yes” for Measure A would lead to a permanent ban of non-hosted short-term vacation rentals in non-exempt areas of La Quinta – more than two-thirds of the city’s approximate 1,160 permitted STVRs.

What is a short-term vacation rental?

Also known as a STVR, a short-term vacation rental is a dwelling legally permitted to be rented for periods of 30 consecutive days or less. The rental can be for the entire home, accessory dwellings such as casitas, or limited to one or more rooms.

What has the City done to address problem properties?

Since the STVR program was created in October 2012, the City has routinely acted to implement numerous changes to its Municipal Code as needed, strengthening rules and regulations, and adding enforcement personnel.

In 2020 and 2021, the COVID-19 pandemic caused a surge in STVR properties and complaints, bringing about more action by the City to toughen rules and regulations, including stiffer penalties and fines of up to \$5,000 and revocation of permits for noncompliant properties.

Permits are non-transferable, as well, so when a property sells the STVR shuts down.

The City also moved from a three-strikes to a two-strikes policy for violations which can lead to revocation of a permit.

How many STVRs are there currently in the banned areas?

On June 30, 2022, there were 792 permitted STVRs in banned areas – a 23.63% drop to 792 since January 2021.

Have the stiffer rules, penalties, and fines made a difference?

Complaints citywide have dropped significantly, from a high of 348 in the second quarter of 2021 to 129 in the second quarter of 2022.

There has also been a downward trend in citations, from 86 in the second quarter of 2021 to 29 in the first quarter of 2021. Most citations issued in the first half of 2022 were for administrative matters: operating without a permit or license; failure to display STVR permit on listings; failure to report or remit TOT; and incorrect or omitted occupancy limit on advertised listings.

What is the overall economic impact of Measure A?

Banned STVRs will mean \$8 million less in annual general fund revenue to the City – funds used to pay for police and fire, road improvements, landscaping, parks maintenance, and more.

Based on an independent economic study, banning STVRs, except where exempt, would lead to 122,000 fewer visitors, which translates into about \$102 million in reduced visitor spending. Sales to local businesses would drop by at least \$100 million, resulting in the loss of at least 445 jobs.

The lost sales impacts will be distributed across various industries, but the hardest hit will be food and beverage, recreation, and entertainment, lodging and retailers.