



PROPOSED SHORT TERM RENTAL PUBLIC & STAKEHOLDER ENGAGEMENT PROGRAM

File No: P 20-16
Subject: Proposed Engagement Program

CITY OF WEST KELOWNA PLANNING DEPARTMENT	
ATTACHMENT: <u>3</u>	
FILE NO.: <u>P 20-16</u>	

Engagement Outcomes

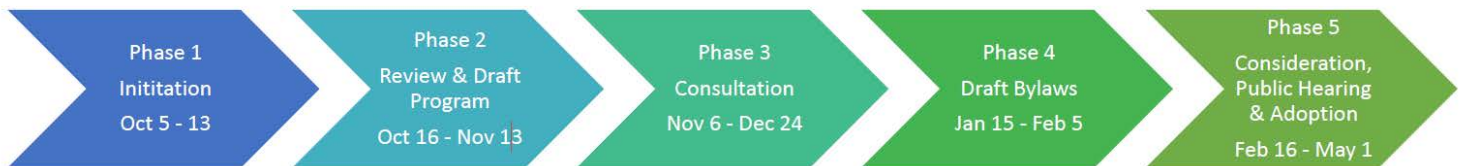
It is the intent of the engagement plan to engage the public and stakeholders on proposed regulation, enforcement and implementation of Short Term Rentals. It is not the intent of this engagement process to gauge public opinion on whether regulation is required, rather, how it is to be implemented, and to what extent it should be regulated. Once engagement is completed on the draft regulations, proposed bylaw amendments will be prepared for Council’s consideration.

COVID-19

With current restrictions and advisories in effect due to COVID-19, staff will lead an online engagement process, as there are limited opportunities to have in-person meetings and engagement. If in-person engagement is required, physical distancing will be maintained, masks will be required in accordance with the City’s policies and all recommendations from the BC Public Health Officer will apply.

Timeline

Staff propose to launch the online questionnaire, which is currently under development, on November 30th, 2020, with the questionnaire to close on December 24th, 2020 (Phase 3). Starting in early 2021 staff will review the results of the questionnaire and comments received from Council committees and various internal and external agencies (Phase 4).



Staff will then draft bylaw amendments to regulate the operation, licencing and enforcement of Short Term Rentals for Councils consideration, and if supported, will be moved forward to a public hearing (Phase 5). Staff anticipate regulations could be adopted by April/May of 2021 at the beginning of the tourism/accommodation season.

Engagement Audiences

Public engagement with the community of West Kelowna will be gather feedback on the proposed regulations and provide a lens from residents. Public engagement is meant to capture

those not directly involved in the Short Term Rental industry, but may have a vested interest in the operation of these businesses. Neighbourhood Associations will be invited to participate in the online questionnaire.

Community stakeholders have been identified that will be invited to participate in the engagement process, and may encourage and advocate for others to participate as well. Stakeholders have been identified and include Short Term Rental operators, accommodation and tourism providers, and industry associations.

All three Council Committees will be engaged for comments regarding the proposed regulations (Agricultural Advisory Committee, Advisory Planning Committee and Economic Development Committee). Internal departments have been referred and participated in preparation of the proposed draft regulations. Ongoing input from internal departments will be required as the proposed regulations are further refined and administrative details of business licensing are determined.

Stakeholder	Impact/Affect	Political/Social/Economic Influences
B&B Operators/Owners	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on Hotel, Resort, and STR prices.
Canadian Homebuilders Association	<ul style="list-style-type: none"> Development industry – housing and accommodations. 	<ul style="list-style-type: none"> Housing and development costs.
Greater Westside Board of Trade	<ul style="list-style-type: none"> Community interests in business, economy, growth, and tourism. 	<ul style="list-style-type: none"> Local business growth.
Hotels	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Resort, and STR prices.
Local Tourism Businesses/Attractions	<ul style="list-style-type: none"> Tourism attractions. 	<ul style="list-style-type: none"> Local economies and tourism.
Neighbourhood Associations	<ul style="list-style-type: none"> Neighbourhood interests, housing, and quality of life. 	<ul style="list-style-type: none"> Community quality, attraction of or deterrent of accommodations.
RDCO	<ul style="list-style-type: none"> Regional interests in housing, affordability, health, and regulation. 	<ul style="list-style-type: none"> Interests in tax collection, regulation, licencing, fees, and fines.
Resorts	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Hotel, and STR prices.
Short Term Rental Operators/Owners	<ul style="list-style-type: none"> Unregulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Hotel, and Resort prices.
Tourism Kelowna	<ul style="list-style-type: none"> Accommodations resource. 	<ul style="list-style-type: none"> Local economic interests and competition within region
UDI	<ul style="list-style-type: none"> Development industry – housing and accommodations interests. 	<ul style="list-style-type: none"> Housing and development costs.
Visit Westside	<ul style="list-style-type: none"> Accommodations resource. 	<ul style="list-style-type: none"> Local economic interests and competition within region.
West Kelowna Economic Development Committee	<ul style="list-style-type: none"> Interests in business, tourism, impacts to agriculture and growth. 	<ul style="list-style-type: none"> Local economic growth and business attraction.
Westbank First Nation	<ul style="list-style-type: none"> Municipal interests in housing, affordability, health, and regulation. 	<ul style="list-style-type: none"> Interests in tax collection, regulation, licencing, fees, and fines.

Engagement Platform Summary

A project webpage is available on the City’s website which includes background information on the project, key timelines, and links to the online questionnaire (when available). The project webpage will be updated regularly as the project progresses and provides a hub for information on the proposed Short Term Rental regulations.

It is proposed to utilize the City’s new engagement platform, Engagement HQ (Bang the Table) to deliver an online questionnaire. The questionnaire will outline the proposed regulations and seek feedback from stakeholders and the public on whether the draft program presented addresses the context of West Kelowna. Staff will use the questionnaire results to inform the refinement of draft regulations in addition to City policies and guidelines, regionally consistent practices and internal department requirements and feedback.

Engagement Platform	Activity Description Highlights/Objectives	Engagement Dates
CWK Web Page: Short-term Rentals Regulation	The CWK web project page will serve as a hub for access to information, updates, and ways to stay involved in the engagement process. The webpage will feature: <ul style="list-style-type: none"> - Background information - Reports - Questionnaire link - Project timeline and engagement process - Updates 	Phase 2 – 5 October 30 to May 1
Social Media Posts	Regular social media posts will be provided throughout the engagement process. Posts will be provided through a ‘soft-launch’ period, which will provide background information and ways to get involved, followed by the engagement phase which will provide users with regular updates on the process. <p>Media outlets:</p> <ul style="list-style-type: none"> - Facebook - Instagram - Twitter - City Webpage 	Phase 3 Soft Launch Nov 18 to Nov 24 Phase 3 Consultation Nov 30 to Dec 24 Phase 4 – 5 General Updates Jan to May
Questionnaire (EngagementHQ)	Questionnaire through EngagementHQ (Bang the Table). Questionnaire to include: <ul style="list-style-type: none"> - Level and measure of enforcement; - Fees and Fines; - Use and Regulation; and - Impact/benefit – personal and business. 	Phase 3 Nov 30 to Dec 24
E-Notifications	Notification sent to existing mailing list to include background and rationale. Key messaging will direct interested recipients to project website.	Phase 3 Pre-Launch Nov 23 to Nov 27 Reminder Dec 7 to Dec 11 Final Call Dec 20
West Kelowna News	Small advertisement – providing overview of proposed regulation of STRs in WK, and how people may get involved to have their say on how this should be enforced.	Phase 3 Nov 30 to Dec 24

LIMITATIONS

Engagement & Timing

Traditionally, public engagement during December can be a limitation for projects, as participation typically falls off as a result of competing interests in seasonal activities, travel, and holiday preparation. However, December is also a slower season for the tourism industry which may increase stakeholder engagement rates. While COVID-19 has impacted many aspects of travel and activities, there are still demands around the season that may limit the engagement process. To avoid a drop off in participation, or a lack of community input, the proposed draft engagement plan may be amended to include two consultation phases. The first could take place between November and December and focus on stakeholder engagement, and the second could take place in January and focus on community engagement. To ensure ample feedback is received for both processes, the online questionnaire would be live during the duration of both processes.

Competing Projects

During the scheduled timeline for Short Term Rental engagement, the City will also be undertaking the annual Citizen Survey, and Phase 2 engagement of OURWK – Community Visioning. Public burnout and participation fatigue is a possibility, and may impact the consultation process and quality.